USA+4 More DMAs – P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days!

Complete Demographic & Media Use Profiles



instacart





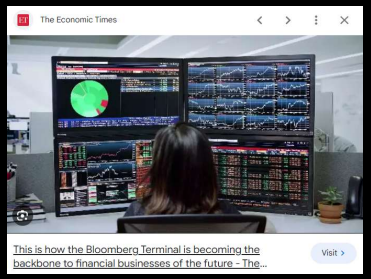








Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI and WEST PALM BEACH DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days as of March 31, 2025.



P18+

SEQUOIA Vanguard® BlackRock®

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

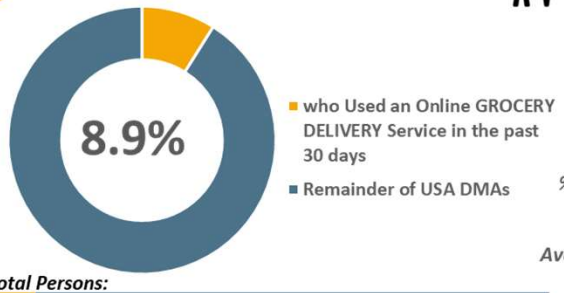
HUBBARD BROADCASTING INC. HB INC.

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

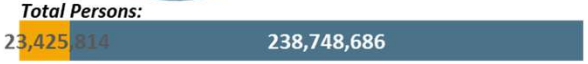


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 43.6 years old (10.6% younger than average) and have a $94,697 (1.1% higher than average) annual household income.

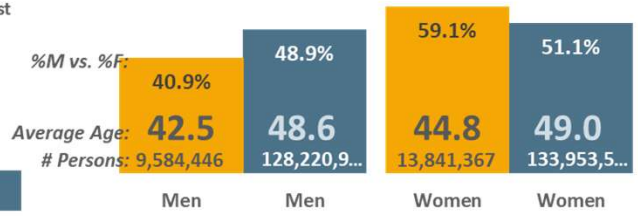
Percent of Market: Adults 18 or older



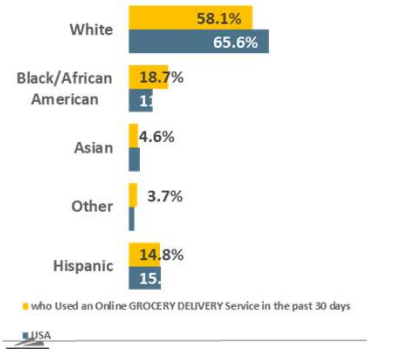
Total Persons:



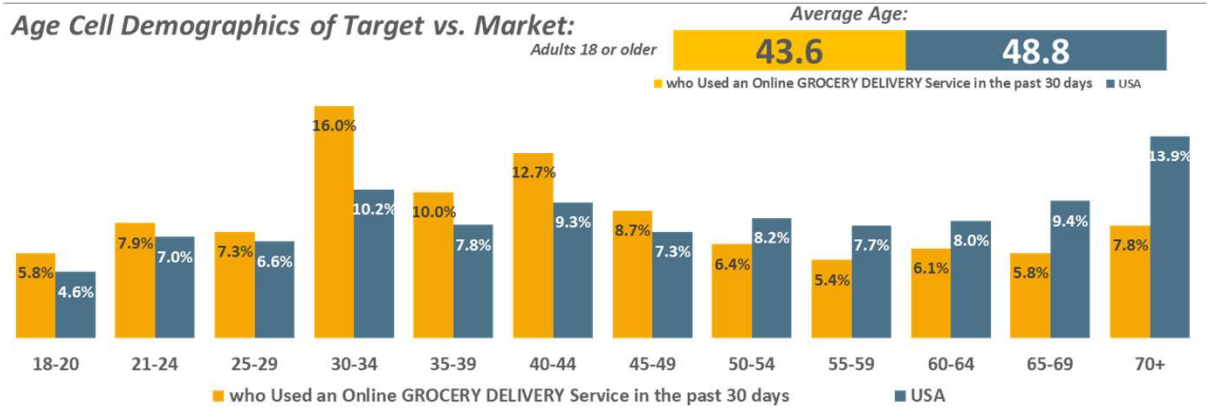
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *2,321*

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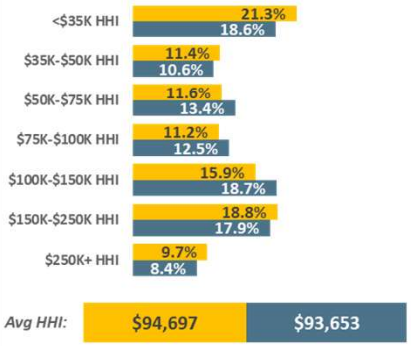
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

HHI of Target vs. Market:



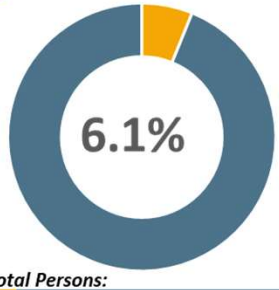
Avg HHI: $94,697 $93,653

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



6.1% or 238,282 of MSP DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 41.7 years old (14.4% younger than average) and have a $105,506 (2.8% lower than average) annual household…

Percent of Market: Adults 18 or older

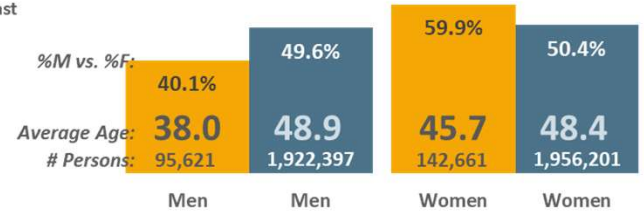


- who Used an Online GROCERY DELIVERY Service in the past 30 days
- Remainder of MSP DMA

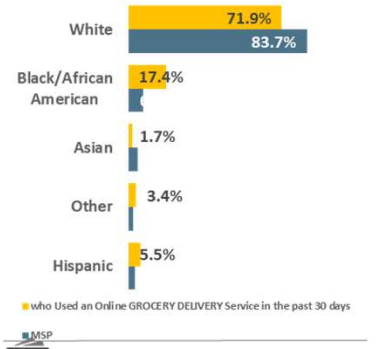
Total Persons:



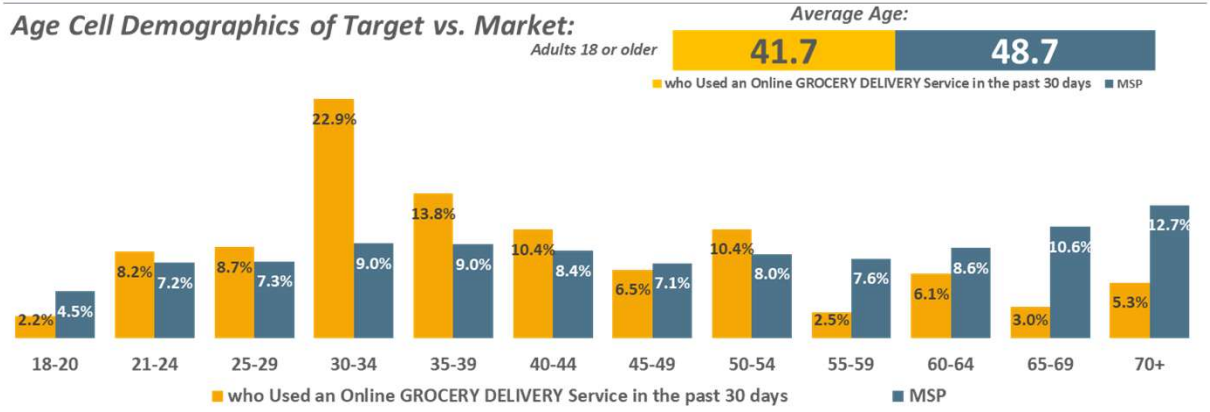
Gender of Target vs. Market: Adults 18 or older



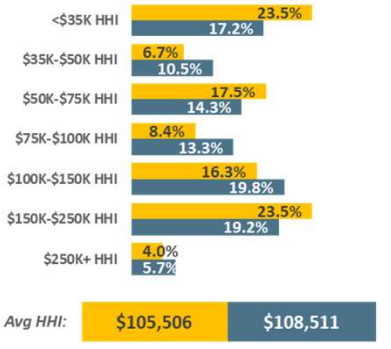
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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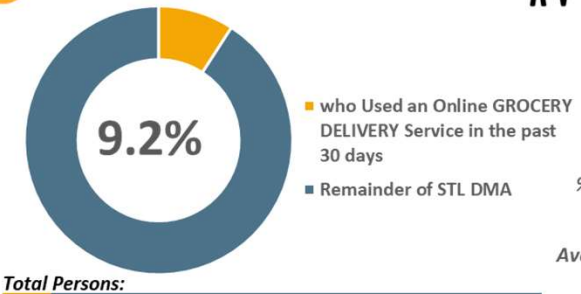
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

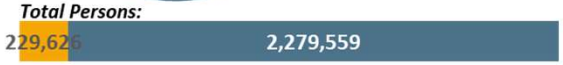


9.2% or 229,626 of STL DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 38.9 years old (21.2% younger than average) and have a $69,861 (28.% lower than average) annual household income.

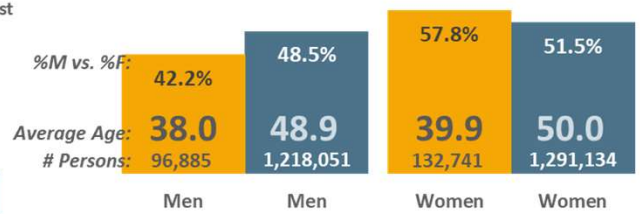
Percent of Market: Adults 18 or older



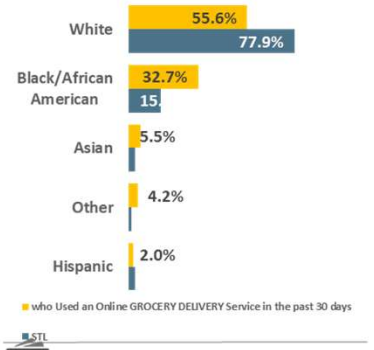
Total Persons:



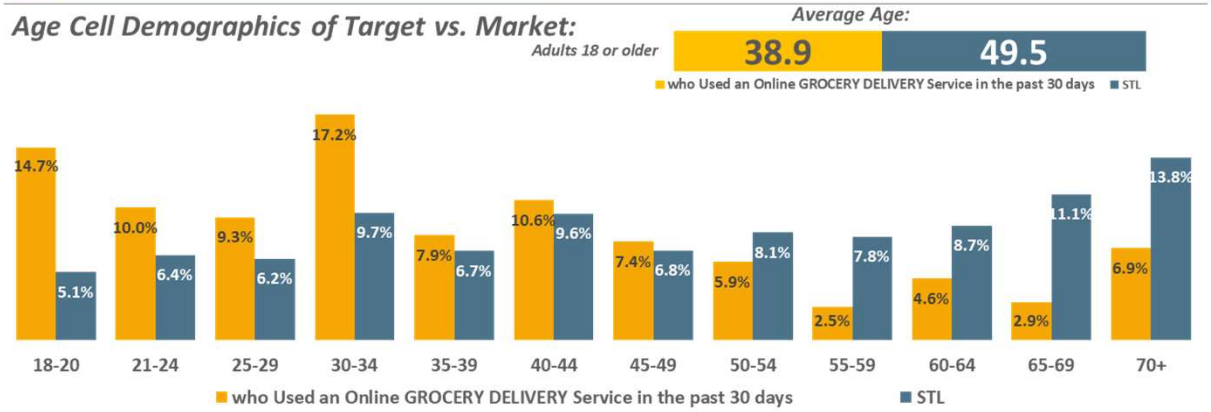
Gender of Target vs. Market: Adults 18 or older



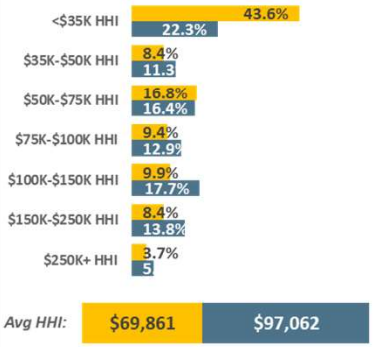
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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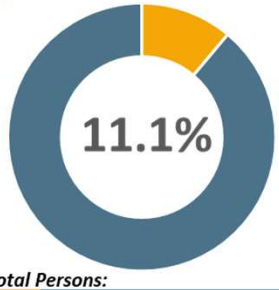
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



11.1% or 213,580 of CIN DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 44.8 years old (8.% younger than average) and have a $91,892 (5.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who Used an Online GROCERY DELIVERY Service in the past 30 days
- Remainder of CIN DMA

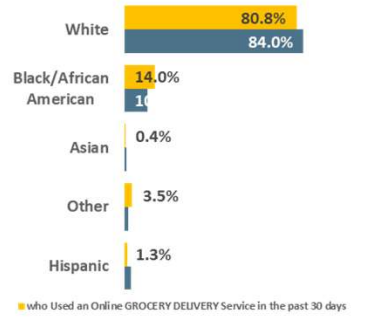
Total Persons:

213,580 | 1,709,840

Gender of Target vs. Market: Adults 18 or older

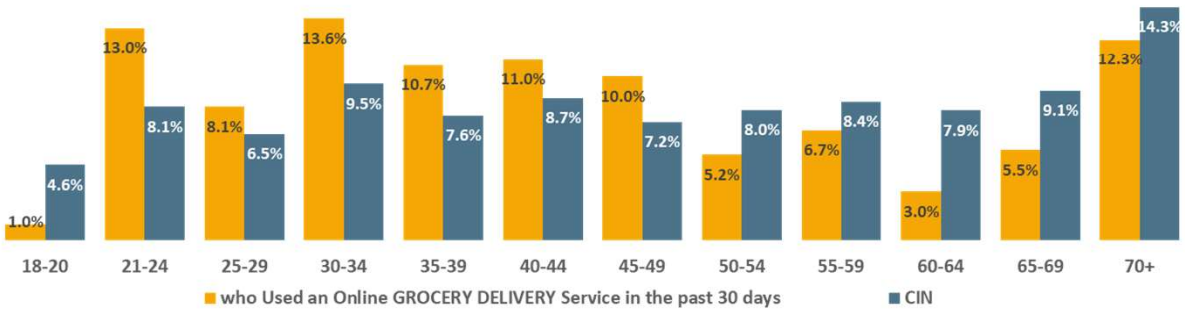
	Men	Men	Women	Women
%M vs. %F:	43.5%	48.7%	56.5%	51.3%
Average Age:	42.9	48.8	46.9	48.7
# Persons:	92,919	937,624	120,661	985,796

Ethnicity of Target vs. Market:

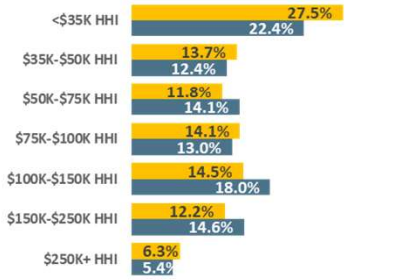


Age Cell Demographics of Target vs. Market:

Average Age:	who Used an Online GROCERY DELIVERY Service in the past 30 days	CIN
Adults 18 or older	44.8	48.8



HHI of Target vs. Market:



Avg HHI:	$91,892	$97,531

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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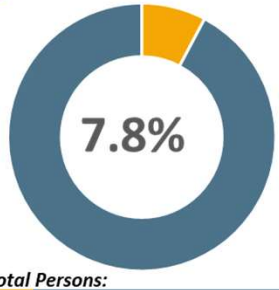
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



7.8% or 147,442 of WPB DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Typical Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 50.6 years old (5.3% younger than average) and have a $100,947 (1.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

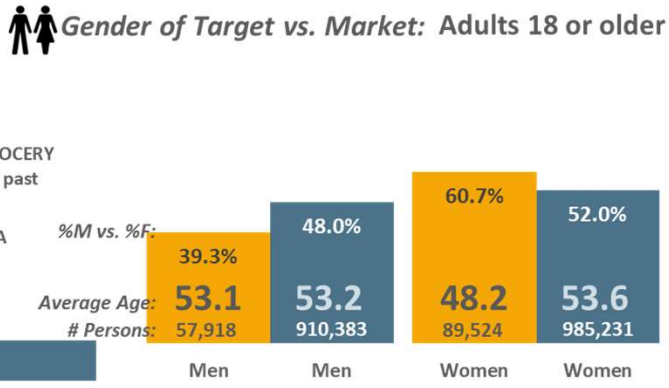


- who Used an Online GROCERY DELIVERY Service in the past 30 days
- Remainder of WPB DMA

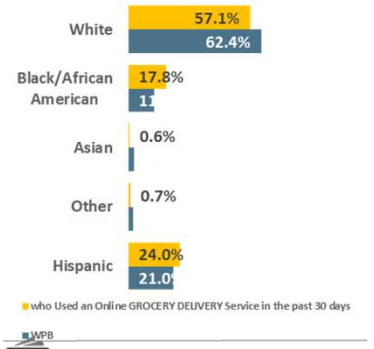
Total Persons:

147,442 | 1,748,172

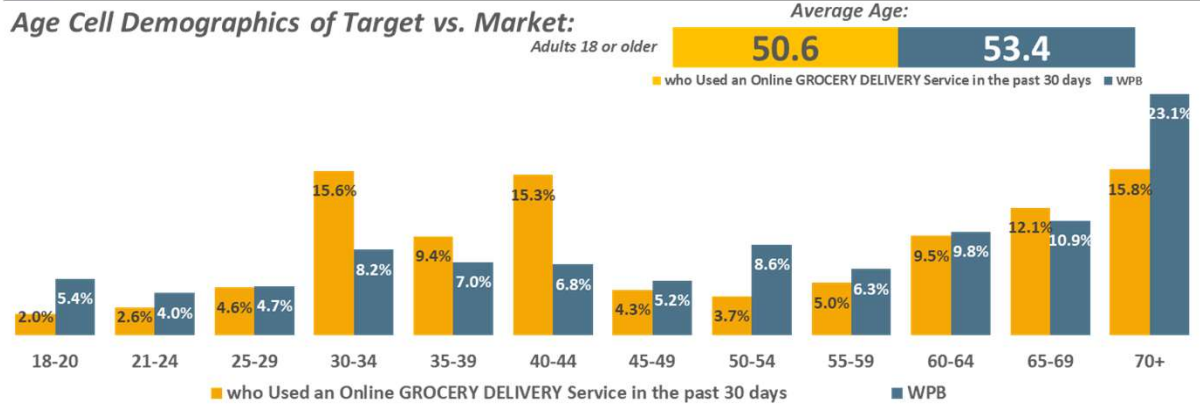
Gender of Target vs. Market: Adults 18 or older



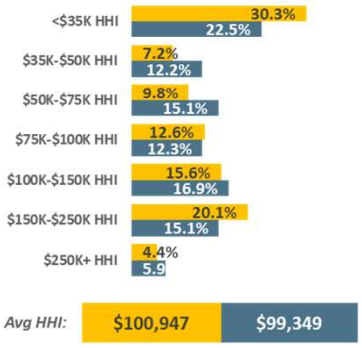
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,947 | $99,349

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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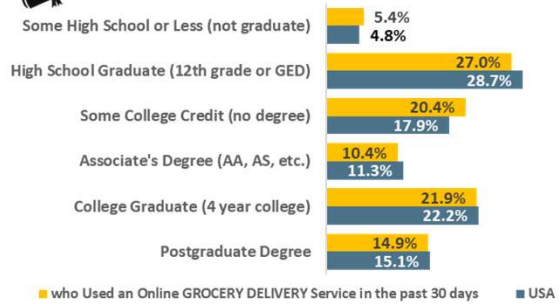
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

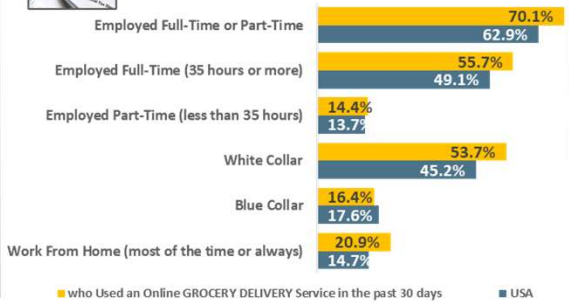


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 1.4% less likely to be a college graduate, 13.4% more likely to work full-time, 16.9% less likely to be married, 43.5% more likely to be a parent of 1 or more children

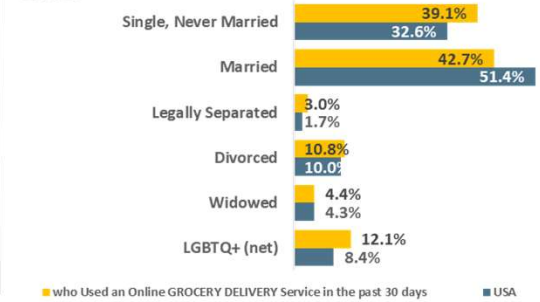
Education Levels: Adults 18 or older



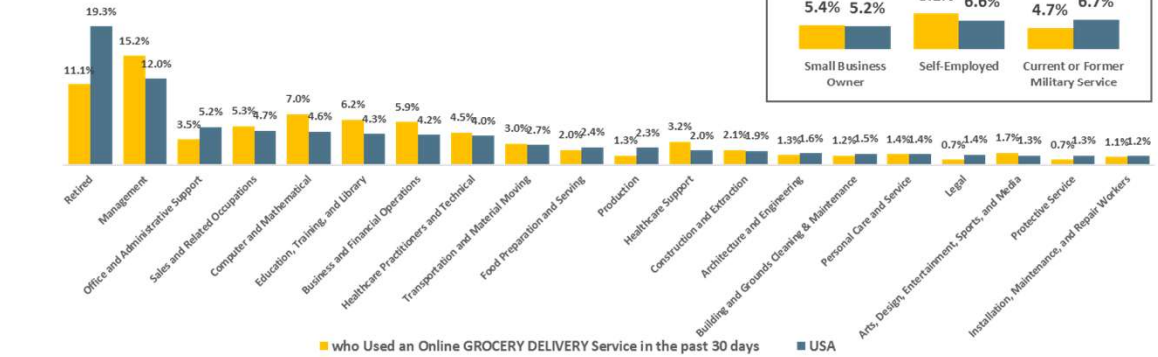
Employment: Adults 18 or older



Marital Status: Adults 18 or older

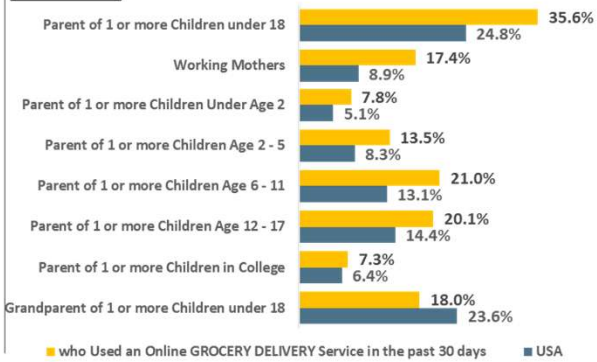


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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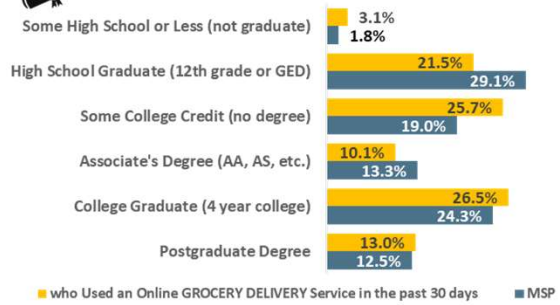
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

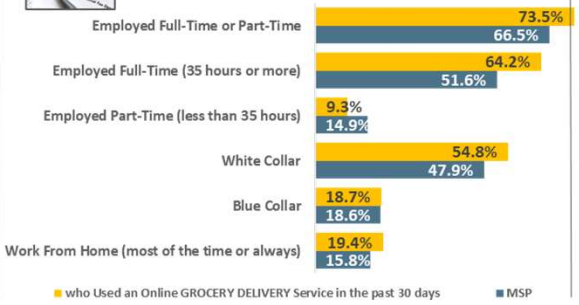


6.1% or 238,282 of MSP DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 7.4% more likely to be a college graduate, 24.4% more likely to work full-time, 9.8% less likely to be married, 68.9% more likely to be a parent of 1 or more children u

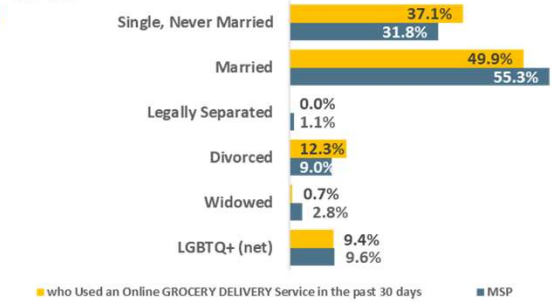
Education Levels: Adults 18 or older



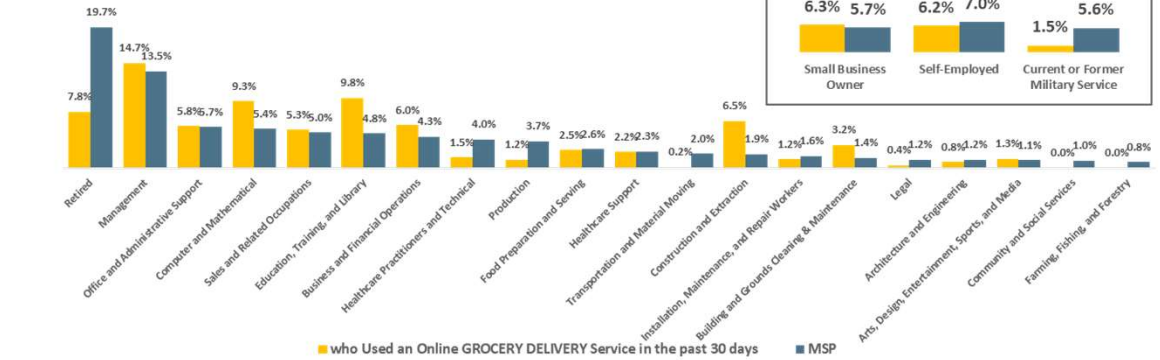
Employment: Adults 18 or older



Marital Status: Adults 18 or older

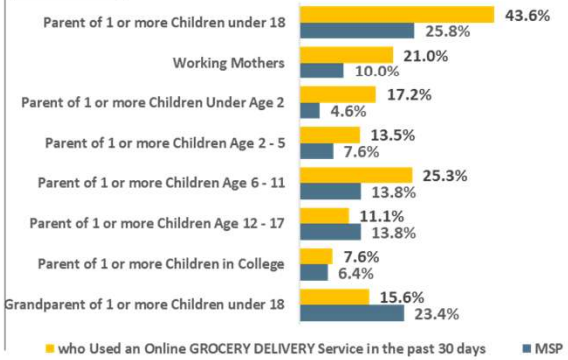


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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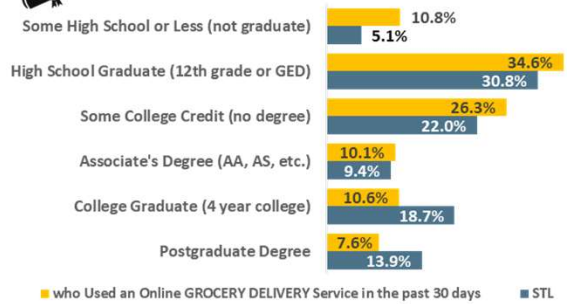
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



9.2% or 229,626 of STL DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 44.2% less likely to be a college graduate, 3.4% less likely to work full-time, 43.7% less likely to be married, 55.7% more likely to be a parent of 1 or more children

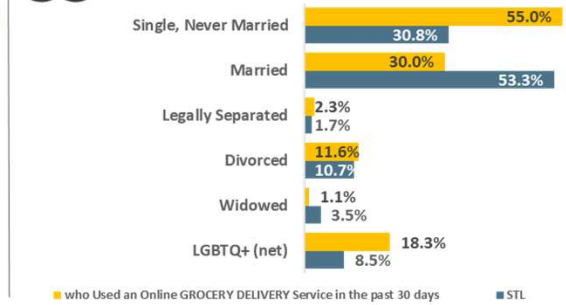
Education Levels: Adults 18 or older



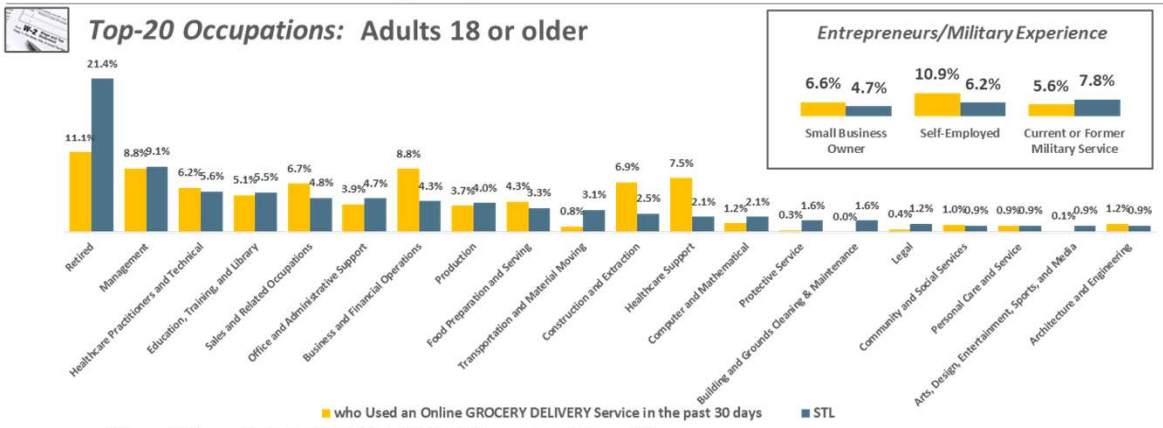
Employment: Adults 18 or older



Marital Status: Adults 18 or older

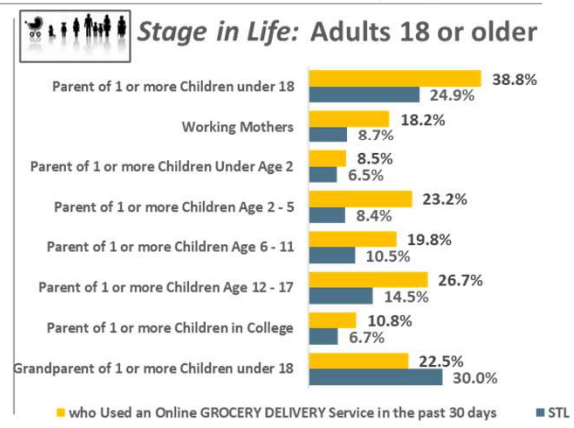


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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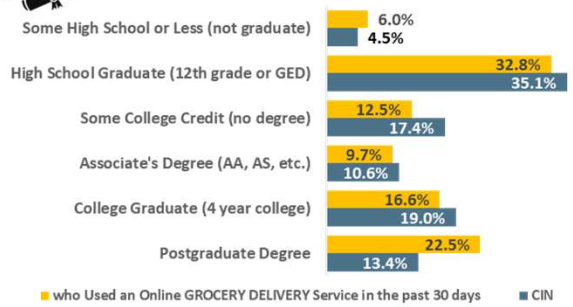
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



11.1% or 213,580 of CIN DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 20.7% more likely to be a college graduate, 10.9% more likely to work full-time, 23.% less likely to be married, 43.3% more likely to be a parent of 1 or more children

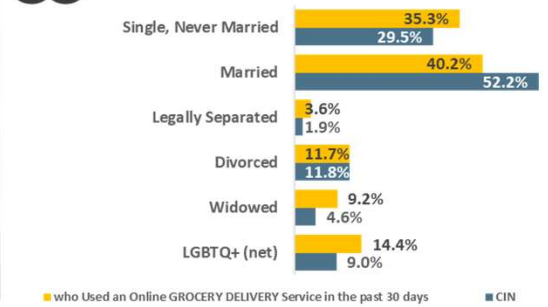
Education Levels: Adults 18 or older



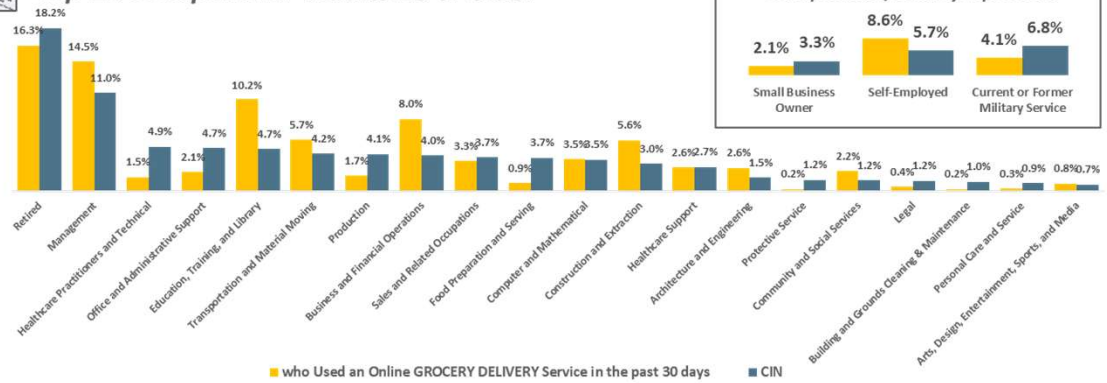
Employment: Adults 18 or older



Marital Status: Adults 18 or older

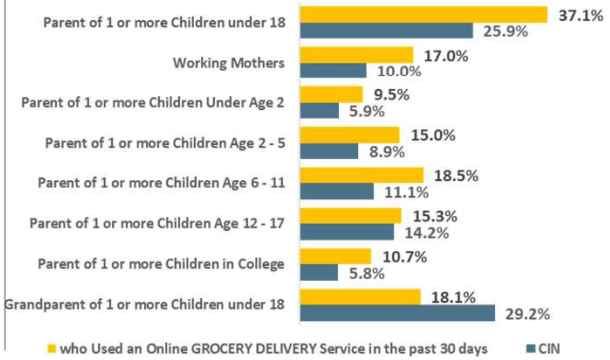


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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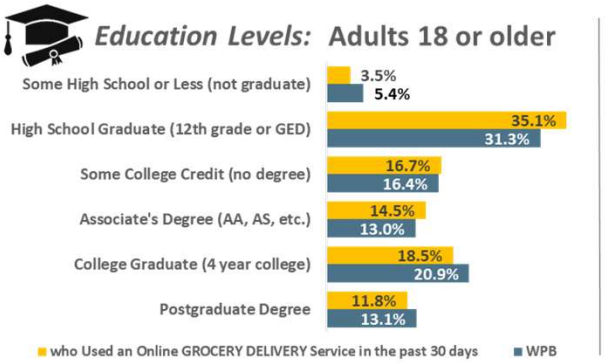
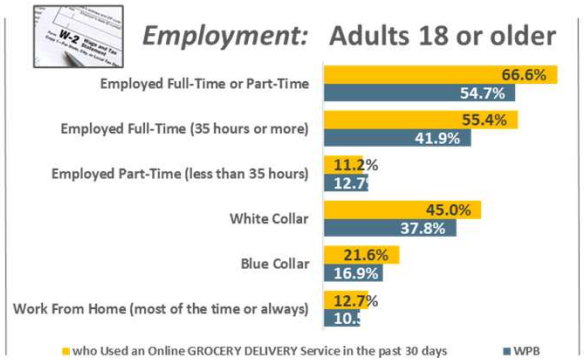
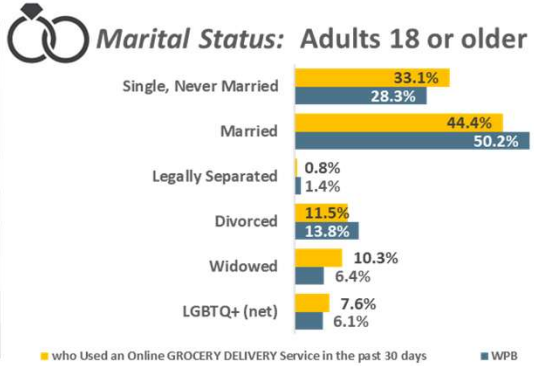
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

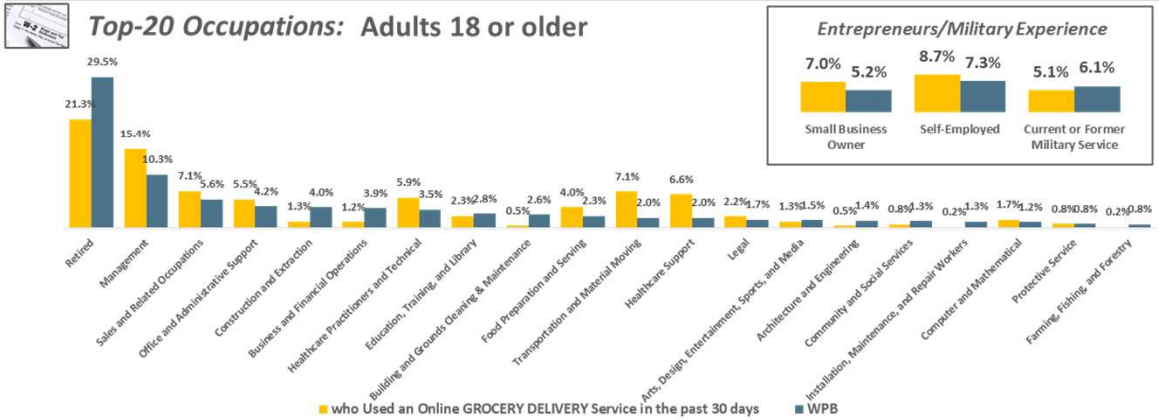


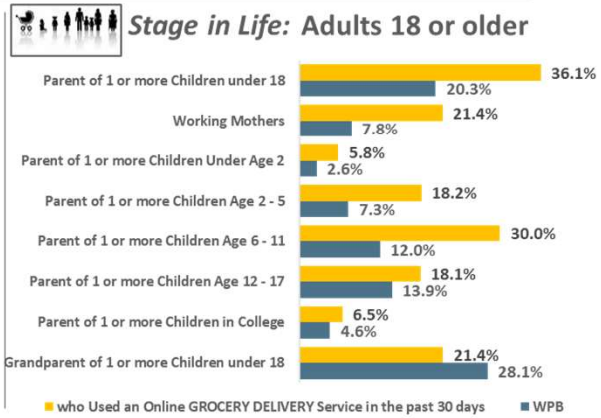
7.8% or 147,442 of WPB DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 11.% less likely to be a college graduate, 32.1% more likely to work full-time, 11.5% less likely to be married, 77.3% more likely to be a parent of 1 or more children











WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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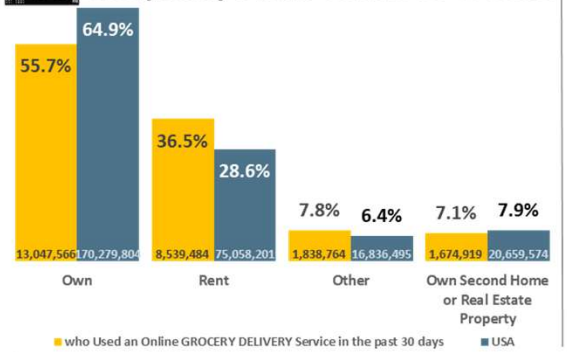
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

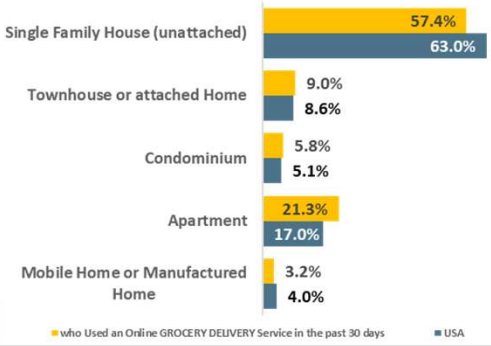
instacart USA

8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 14.2% less likely to own their home, 27.6% more likely to own a higher valued home, 8.9% less likely to have a single-family home, 12.8% more likely to have a dog.

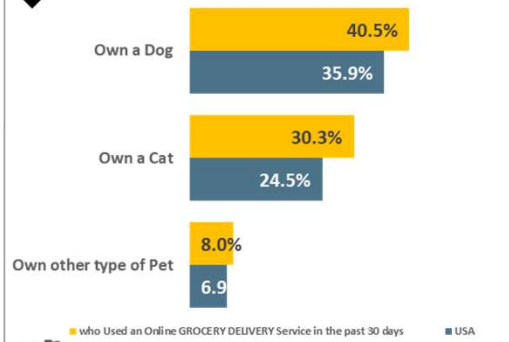
Own/Rent/Other: Adults 18 or older



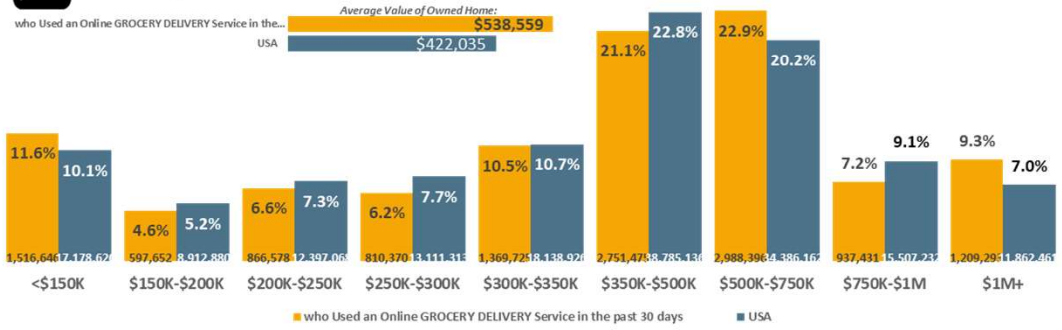
Type of Home: Adults 18 or older



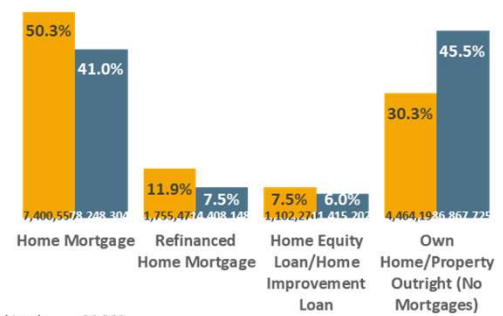
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *2,321*

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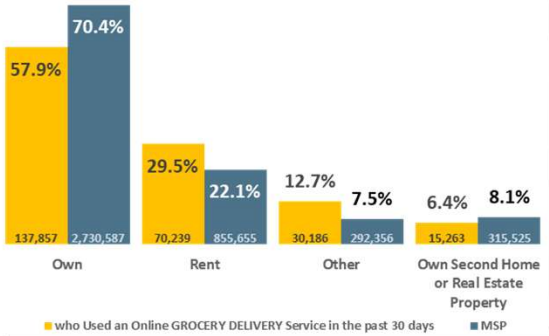
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

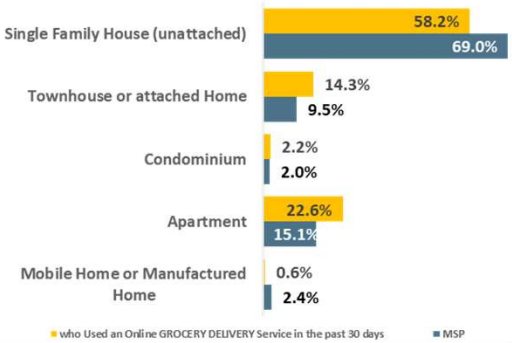
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

6.1% or 238,282 of MSP DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 17.8% less likely to own their home, 6.3% more likely to own a lower valued home, 15.7% less likely to have a single-family home, 5.5% more likely to have a dog.

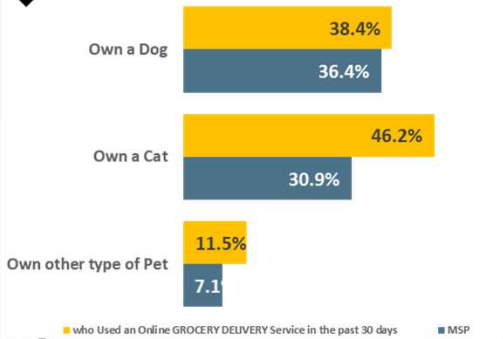
Own/Rent/Other: Adults 18 or older



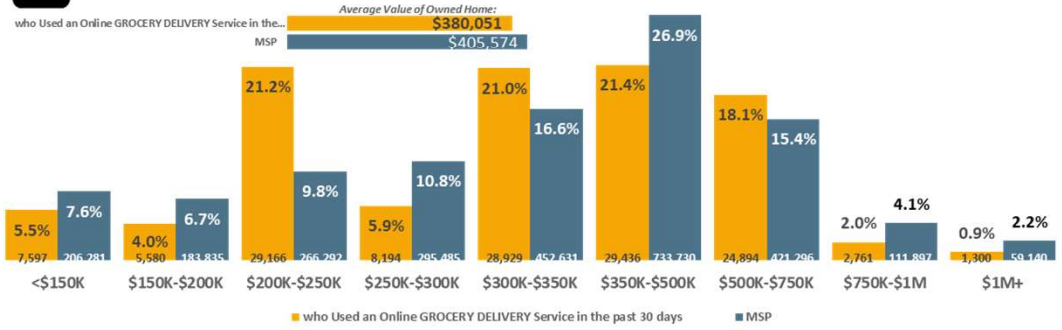
Type of Home: Adults 18 or older



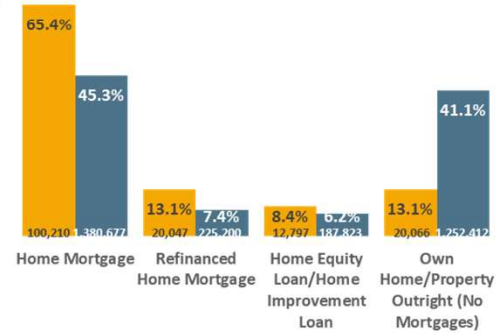
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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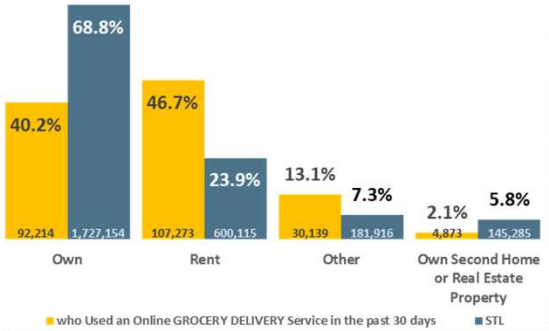
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

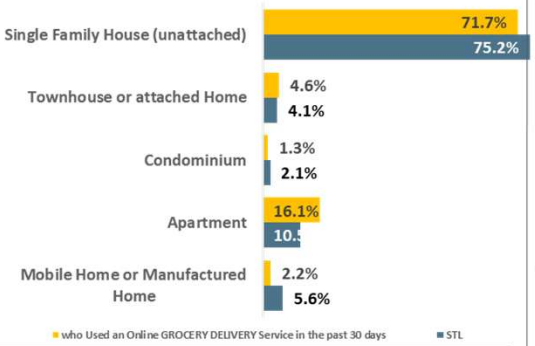


9.2% or 229,626 of STL DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 41.7% less likely to own their home, 6.% more likely to own a lower valued home, 4.7% less likely to have a single-family home, 1.7% less likely to have a dog.

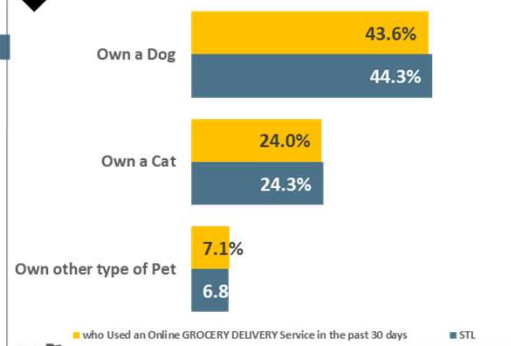
Own/Rent/Other: Adults 18 or older



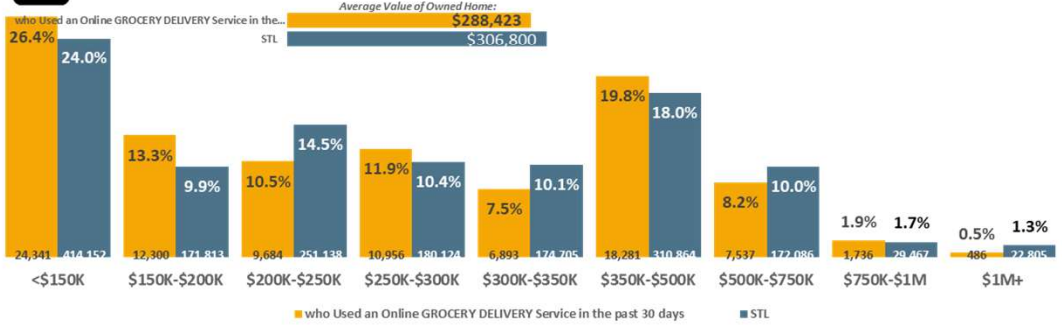
Type of Home: Adults 18 or older



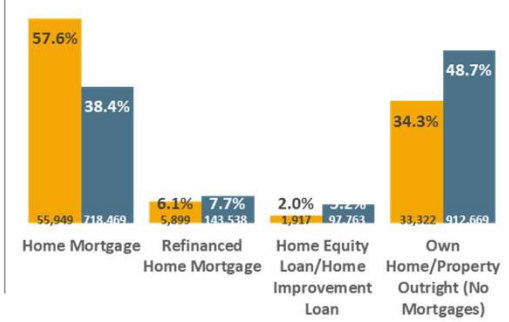
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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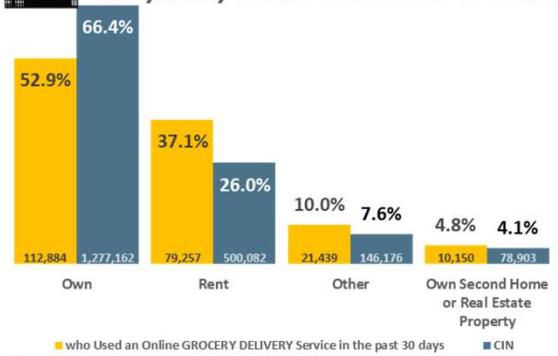
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

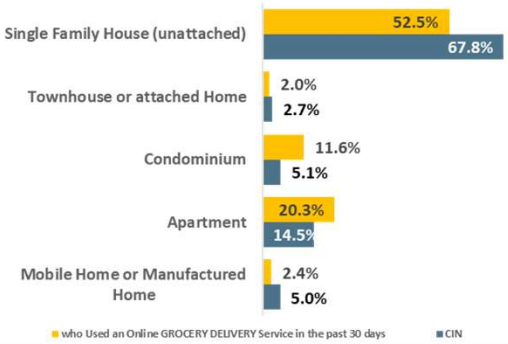


11.1% or 213,580 of CIN DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 20.4% less likely to own their home, 6.3% more likely to own a lower valued home, 22.6% less likely to have a single-family home, 12.% less likely to have a dog.

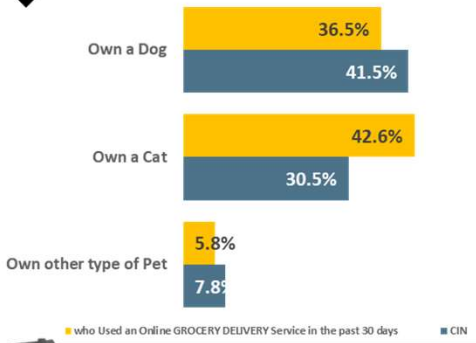
Own/Rent/Other: Adults 18 or older



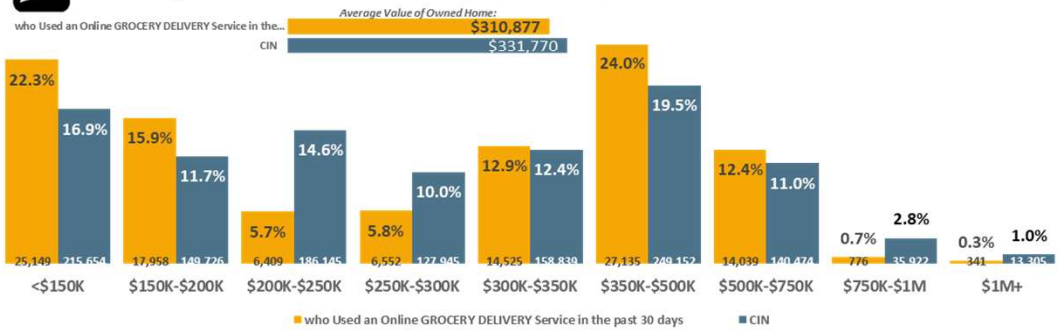
Type of Home: Adults 18 or older



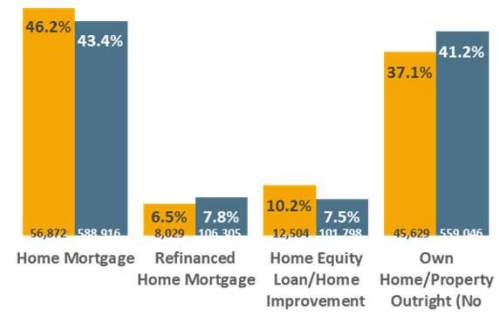
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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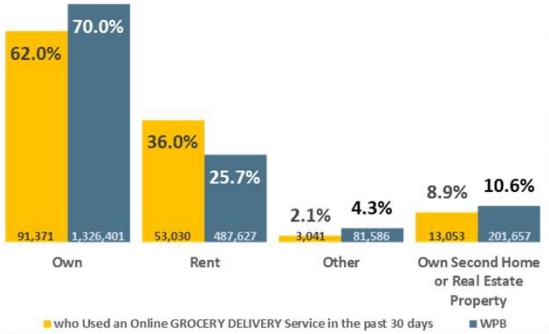
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

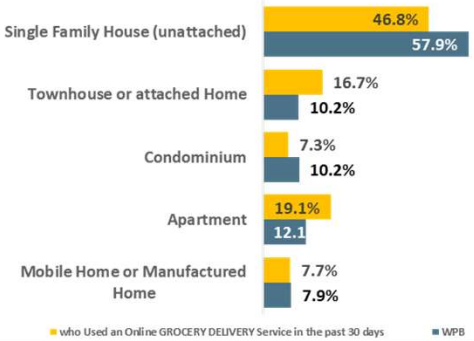


7.8% or 147,442 of WPB DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 11.4% less likely to own their home, 3.1% more likely to own a lower valued home, 19.2% less likely to have a single-family home, 26.3% more likely to have a dog.

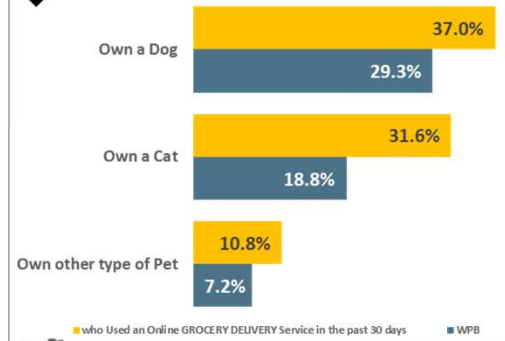
Own/Rent/Other: Adults 18 or older



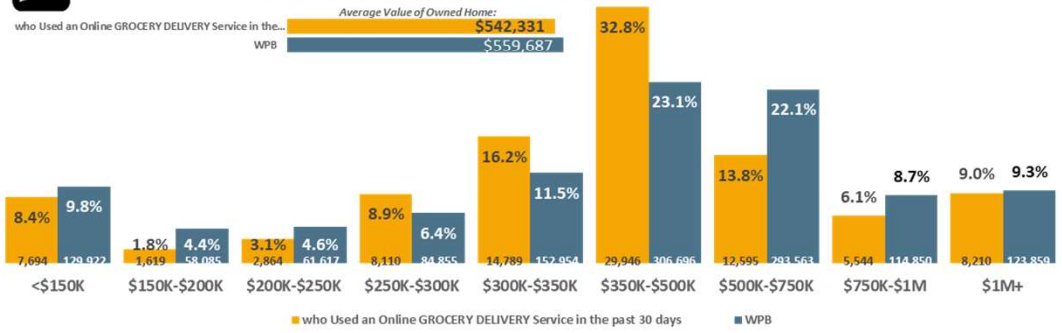
Type of Home: Adults 18 or older



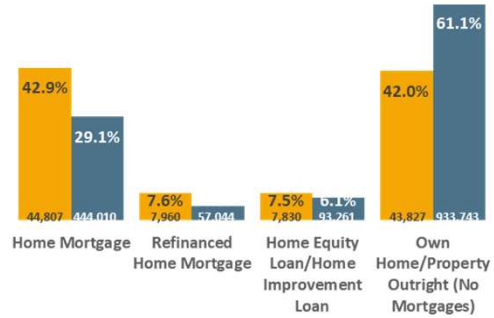
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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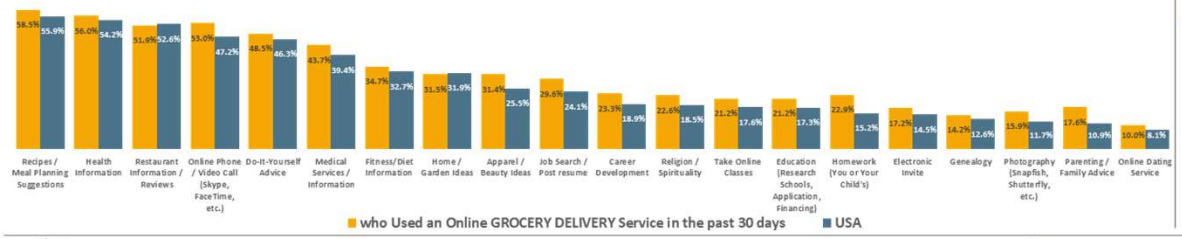
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

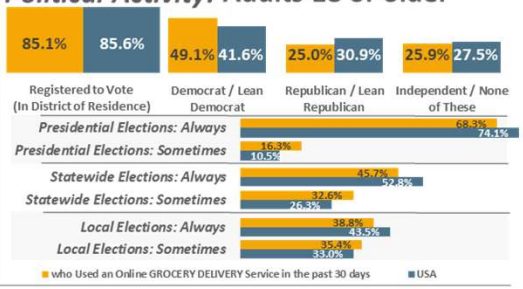


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 4.7% more likely to look up D-I-Y advice online, 10.8% less likely to always vote in local elections, 7.3% less likely to belong to a gym, 10.4% more likely to fly dome

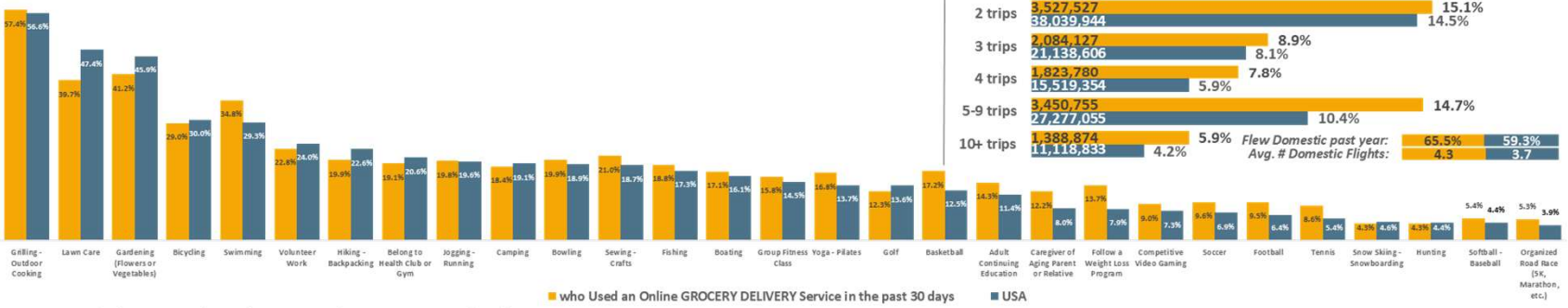
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *2,321*

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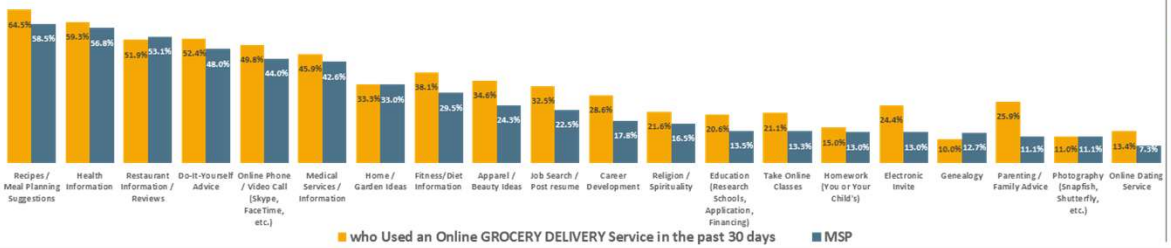
USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

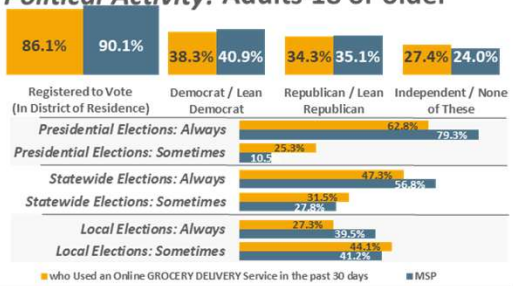


6.1% or 238,282 of MSP DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30… Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 9.2% more likely to look up D-I-Y advice online, 31.% less likely to always vote in local elections, 16.2% less likely to belong to a gym, 2.3% more likely to fly domes

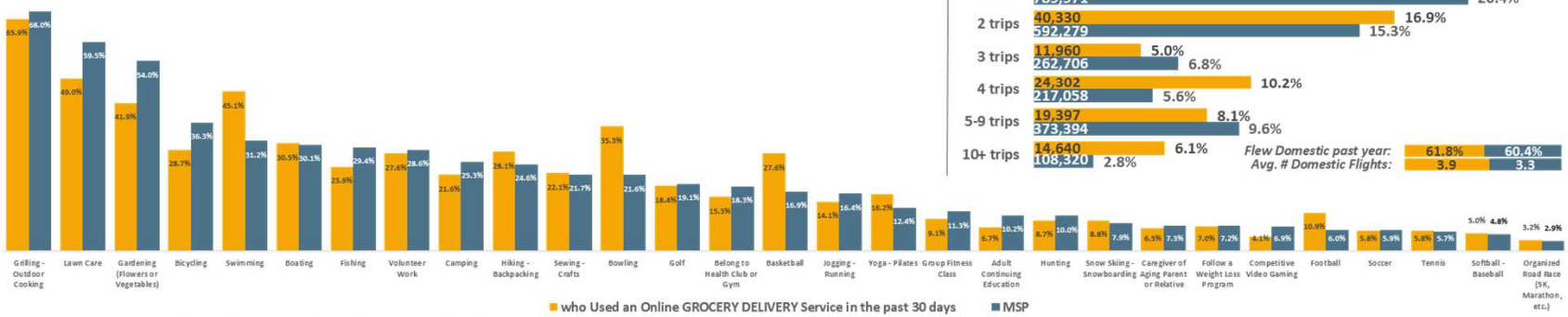
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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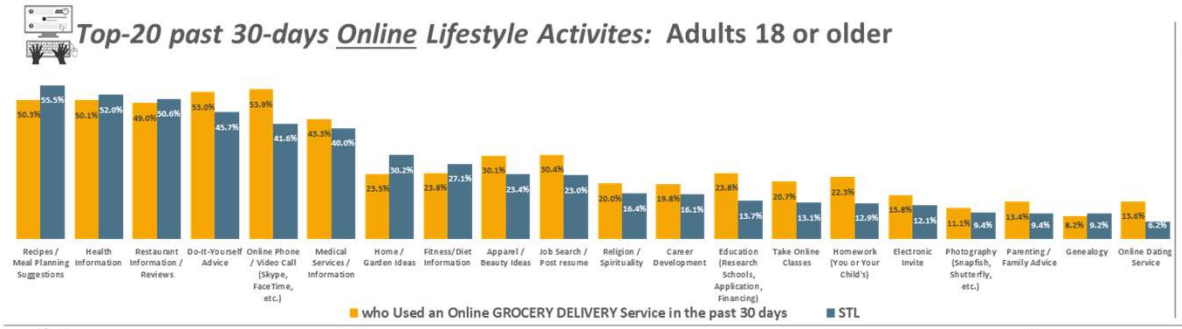
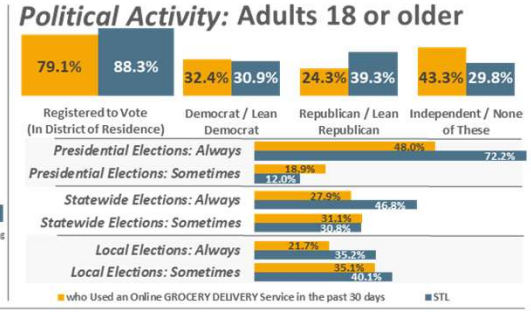
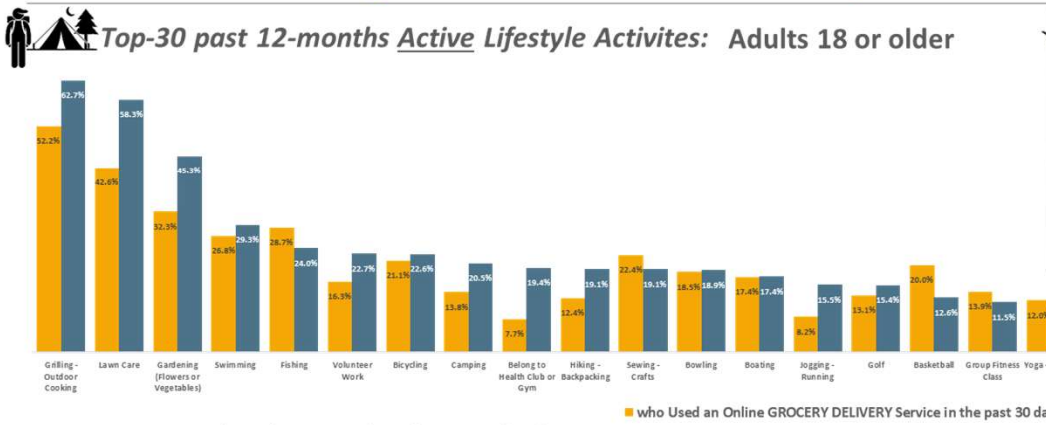
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

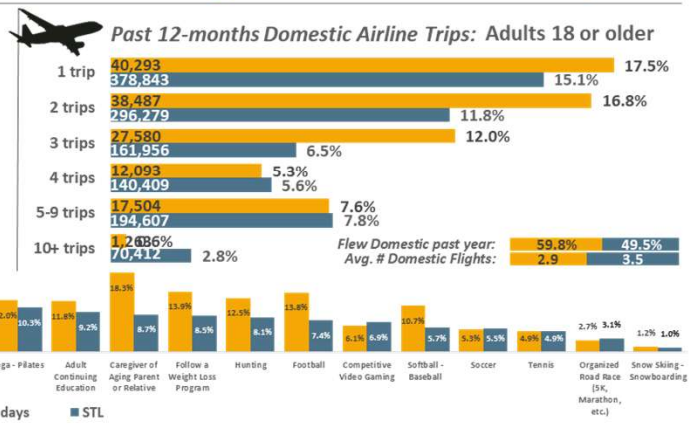


9.2% or 229,626 of STL DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 15.8% more likely to look up D-I-Y advice online, 38.4% less likely to always vote in local elections, 60.4% less likely to belong to a gym, 20.7% more likely to fly do









STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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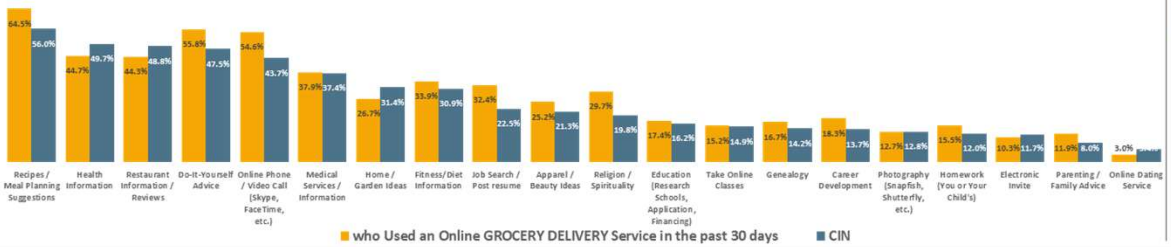
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

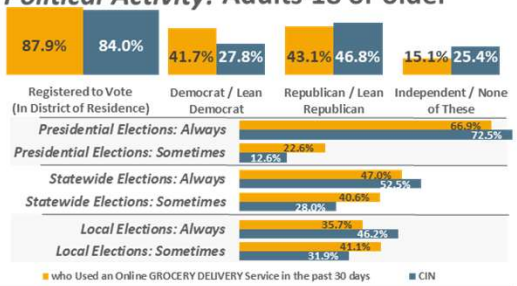


11.1% or 213,580 of CIN DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30… Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 17.4% more likely to look up D-I-Y advice online, 22.6% less likely to always vote in local elections, 1.1% less likely to belong to a gym, 16.8% more likely to fly dom

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



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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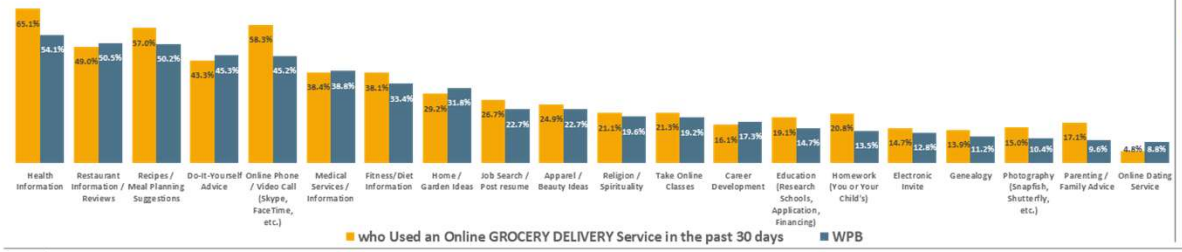
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

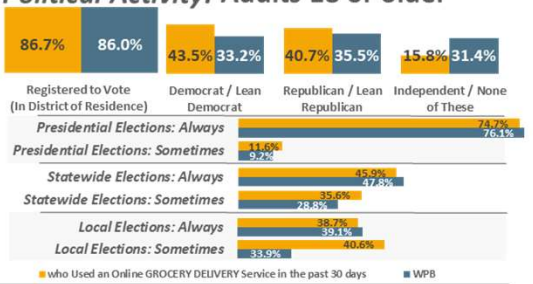


7.8% or 147,442 of WPB DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30… Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 4.6% less likely to look up D-I-Y advice online, .9% less likely to always vote in local elections, 24.6% less likely to belong to a gym, 7.3% less likely to fly domest

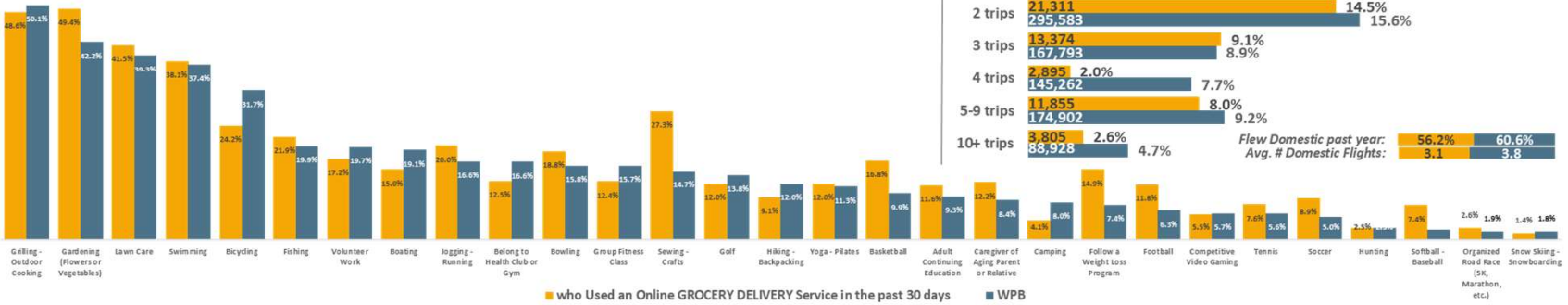
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 7.2% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 20.8% more likely to use Casinos past yr., 65.9% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% | 84.8% | 21,298,942 | 222,309,922

Avg. Monthly QSR Meals: 7.3 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 76.0% | 72.4% | 17,796,208 | 189,924,098

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Used an Online GROCERY DELIVERY Service in the... 11,987,173 | 51.2%

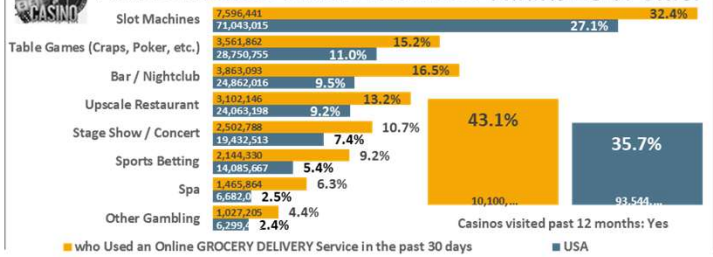
USA 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *2,321*

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

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



6.1% or 238,282 of MSP DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 13.4% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 27.3% more likely to use Casinos past yr., 61.1% more likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.8% 230,736 | 85.4% 3,312,074

Avg. Monthly QSR Meals: 5.8 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 82.5% 196,466 | 73.7% 2,860,185

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 3.4

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

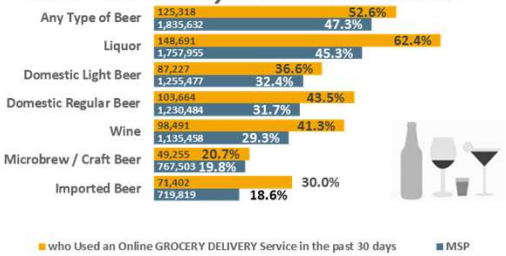


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used an Online GROCERY DELIVERY Service in the... 82,813 34.8%

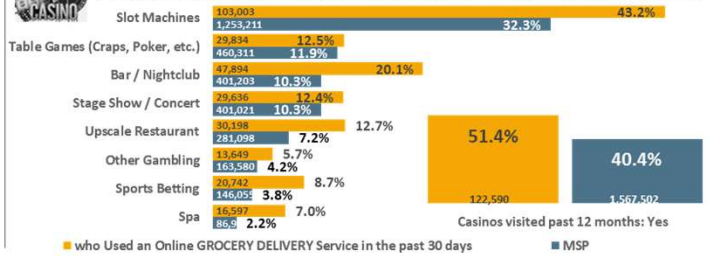
MSP 481,112 12.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



9.2% or 229,626 of STL DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 5.% more likely to use QSRs past mo., .2% less likely to use Sit-Down Restaurants past mo., 31.2% more likely to use Casinos past yr., 37.9% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 89.6% 205,763 | 85.3% 2,141,191

Avg. Monthly QSR Meals: 7.2 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 69.6% 159,850 | 69.7% 1,749,378

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

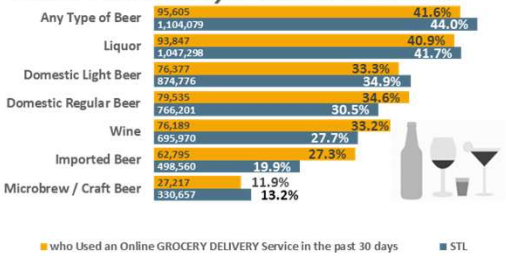


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used an Online GROCERY DELIVERY Service in the... 89,438 38.9%

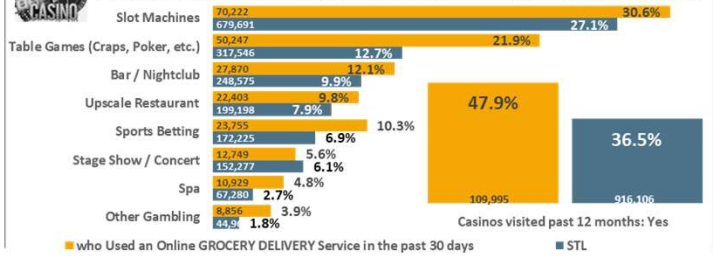
STL 430,647 17.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

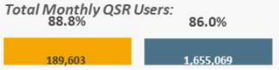


11.1% or 213,580 of CIN DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 3.2% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 4.% more likely to use Casinos past yr., 9.4% more likely to smoke cigare

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

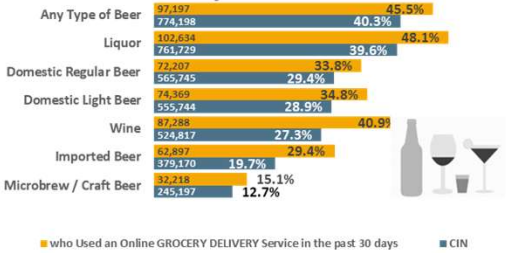
(Sit-Down Restaurants Used Past 30-days)



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

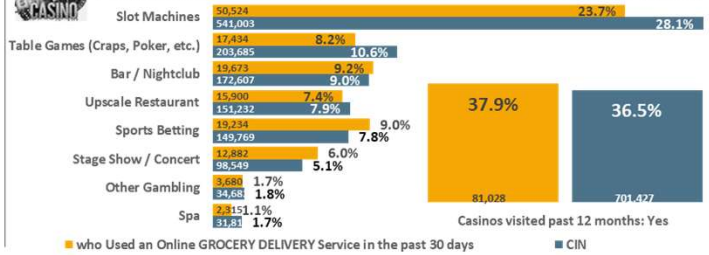


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

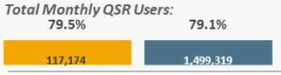


7.8% or 147,442 of WPB DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are .5% more likely to use QSRs past mo., .7% less likely to use Sit-Down Restaurants past mo., 13.9% less likely to use Casinos past yr., 129.9% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



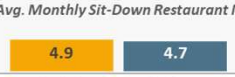
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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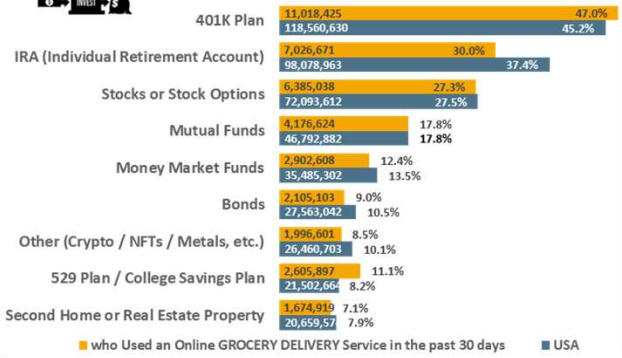
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

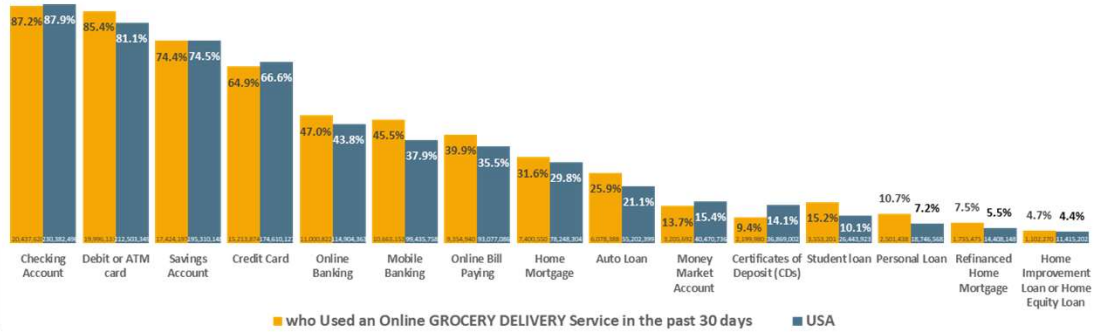


8.9% or 23,425,814 of USA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 4.% more likely to have a 401K, 23.2% more likely to have an Auto Loan, 12.% more likely to Invest/Trade Stocks Online, 18.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



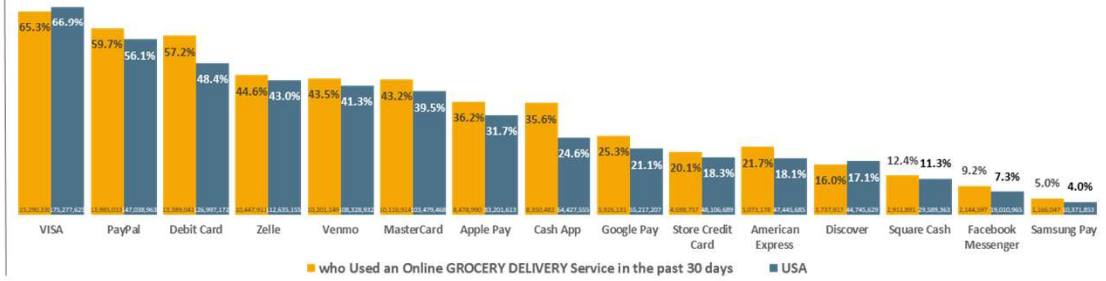
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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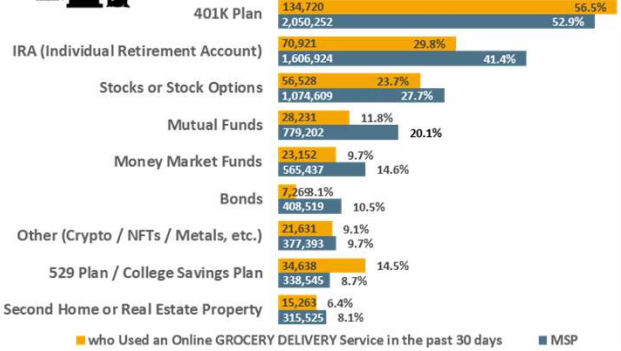
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

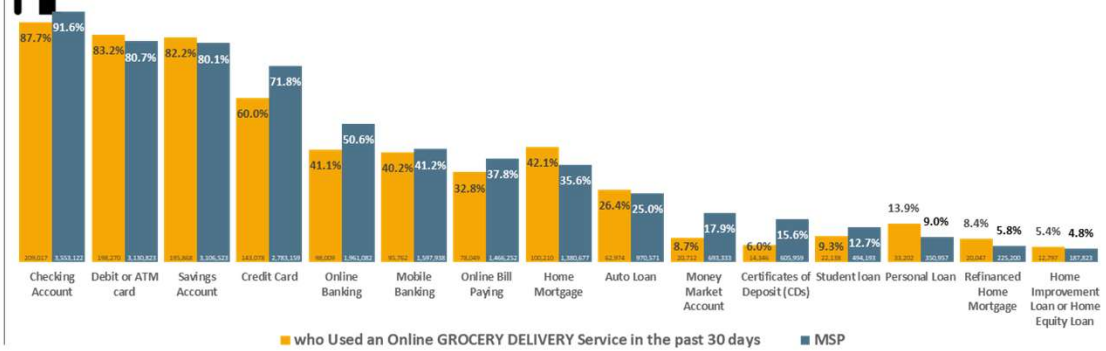


6.1% or 238,282 of MSP DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30... Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 7.% more likely to have a 401K, 5.6% more likely to have an Auto Loan, 20.5% more likely to Invest/Trade Stocks Online, 29.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



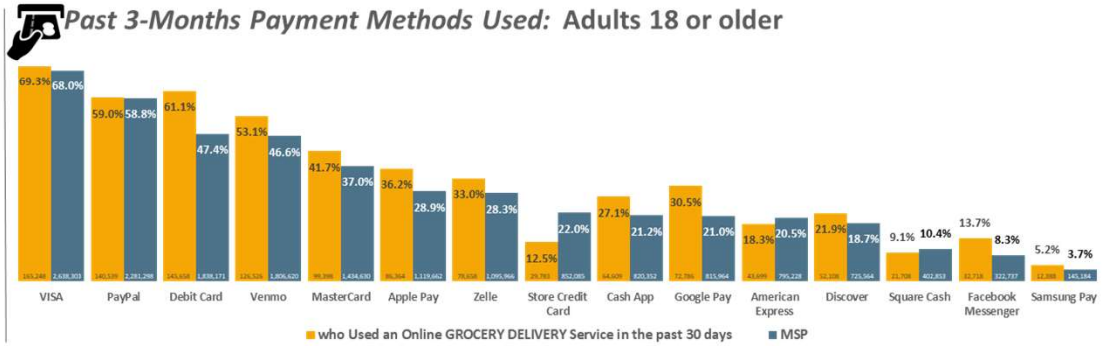
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

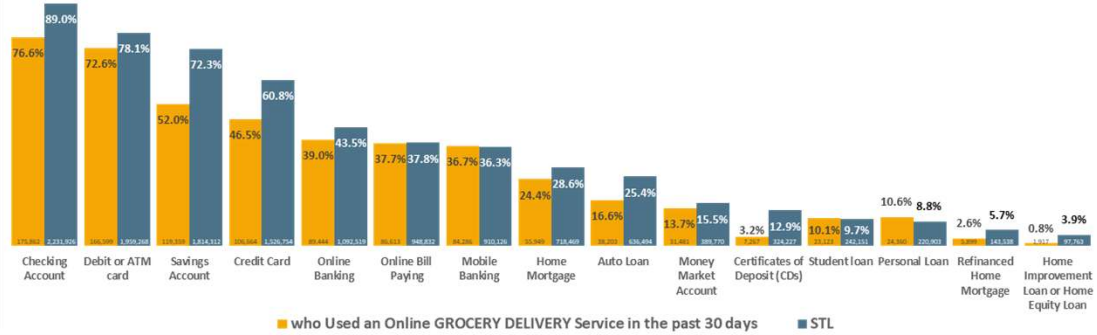


9.2% or 229,626 of STL DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30 days. Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 21.6% less likely to have a 401K, 34.4% less likely to have an Auto Loan, .9% less likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

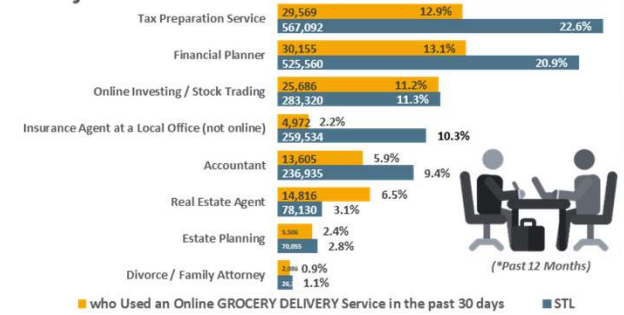
Investments Owned: Adults 18 or older



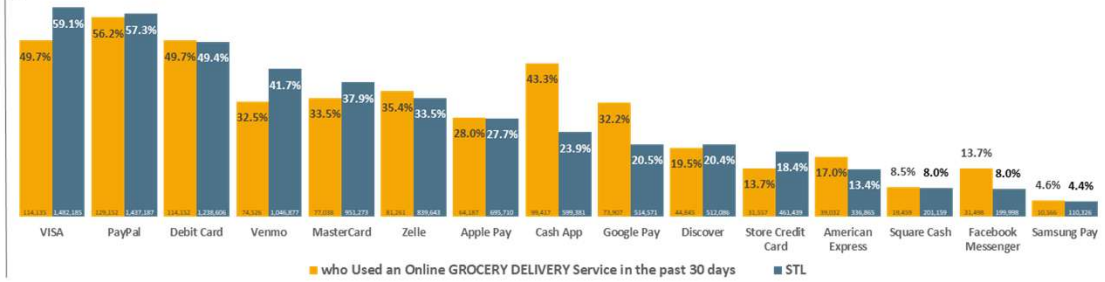
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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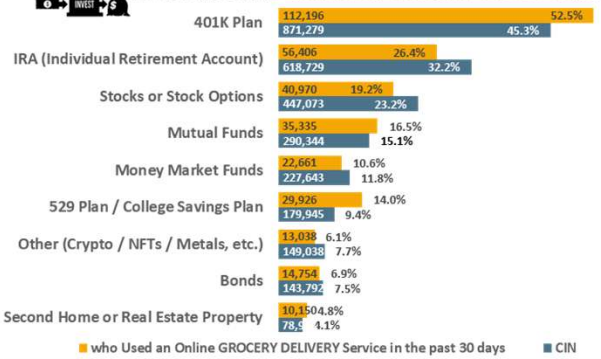
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

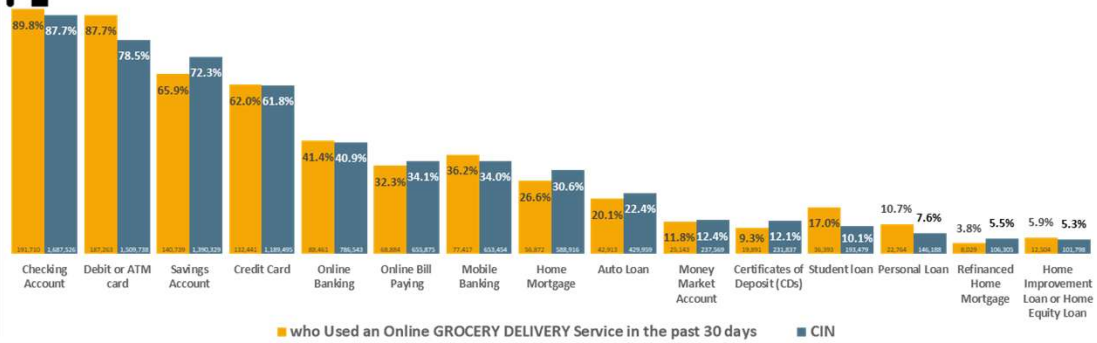


11.1% or 213,580 of CIN DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30... Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 16.% more likely to have a 401K, 10.1% less likely to have an Auto Loan, 21.4% more likely to Invest/Trade Stocks Online, 21.6% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



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

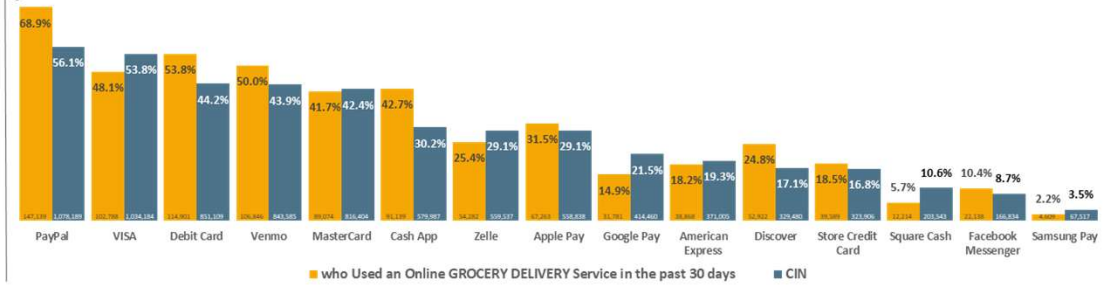


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

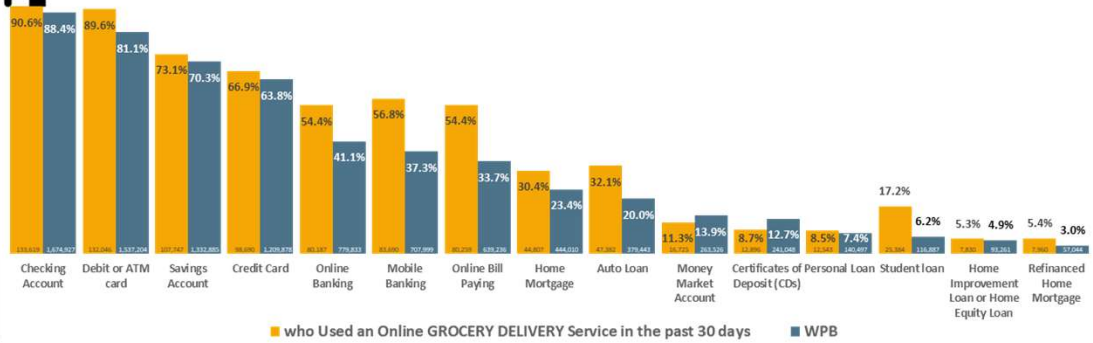


7.8% or 147,442 of WPB DMA Adults 18 or older Used an Online GROCERY DELIVERY Service in the past 30... Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days are 27.5% less likely to have a 401K, 60.5% more likely to have an Auto Loan, 18.4% less likely to Invest/Trade Stocks Online, 31.8% more likely to pay with their Debit Car

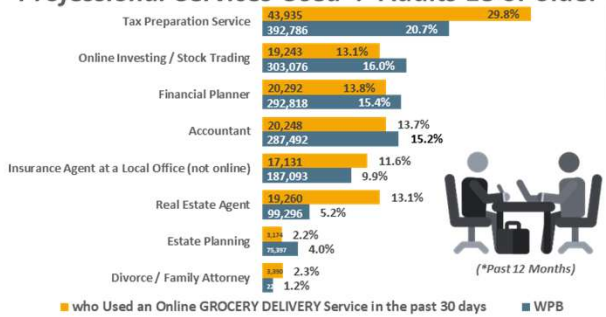
Investments Owned: Adults 18 or older



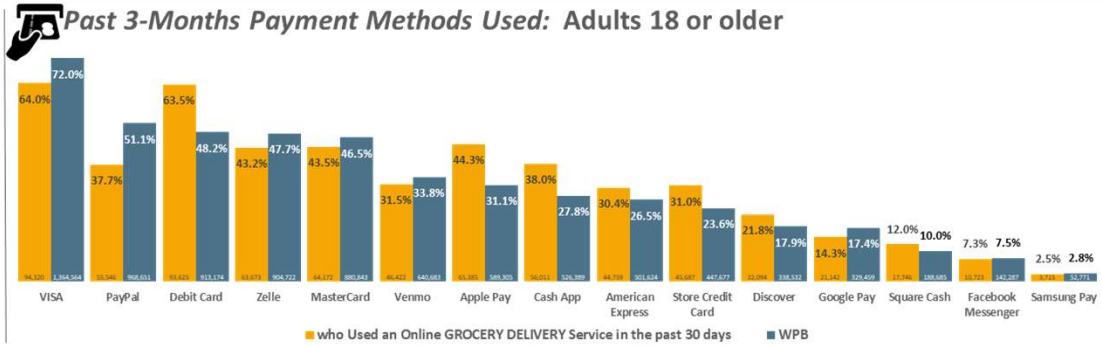
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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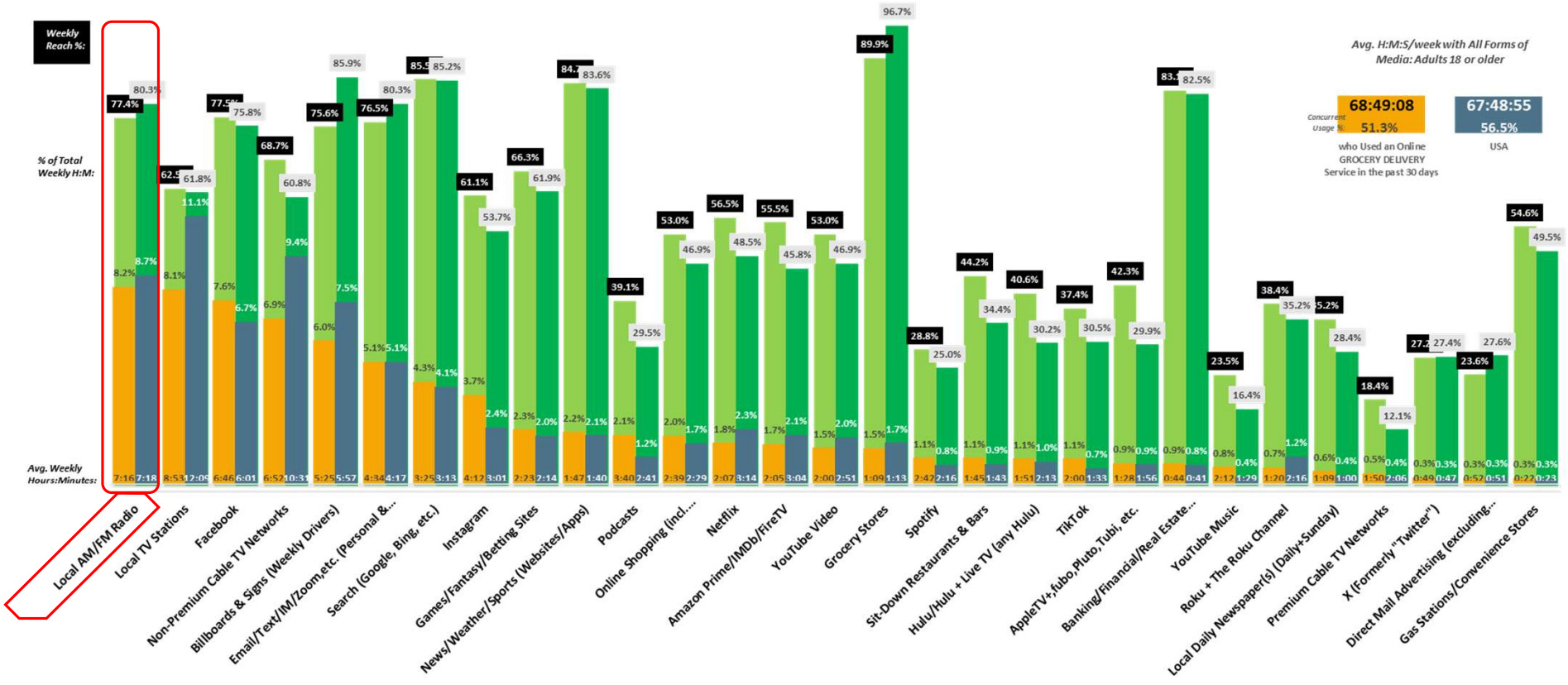
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 20 hours, 49 minutes and 8 seconds each week with All Forms of Media.

77.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 7 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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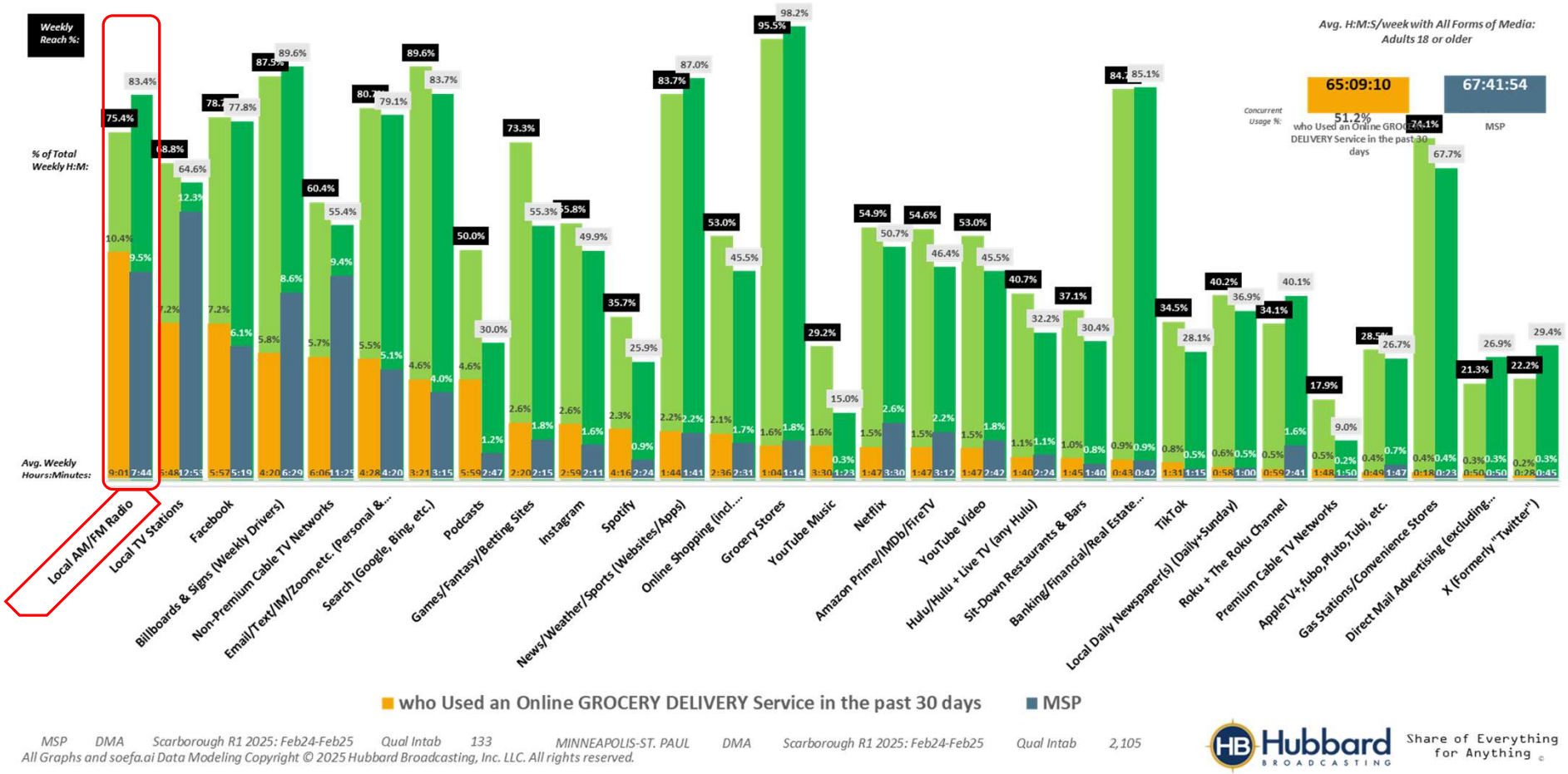
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 17 hours, 9 minutes and 10 seconds each week with All Forms of Media.

75.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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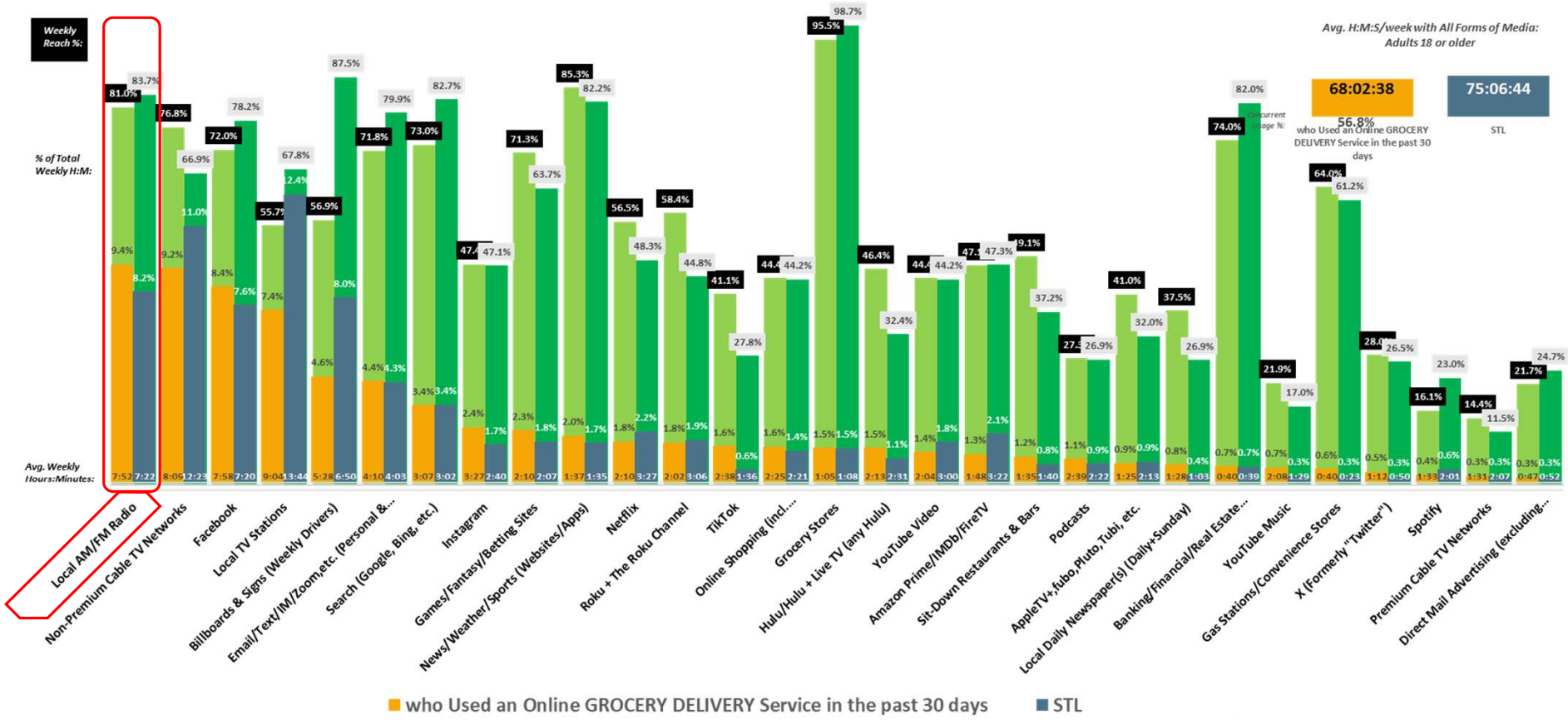
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 20 hours, 2 minutes and 38 seconds each week with All Forms of Media.

81.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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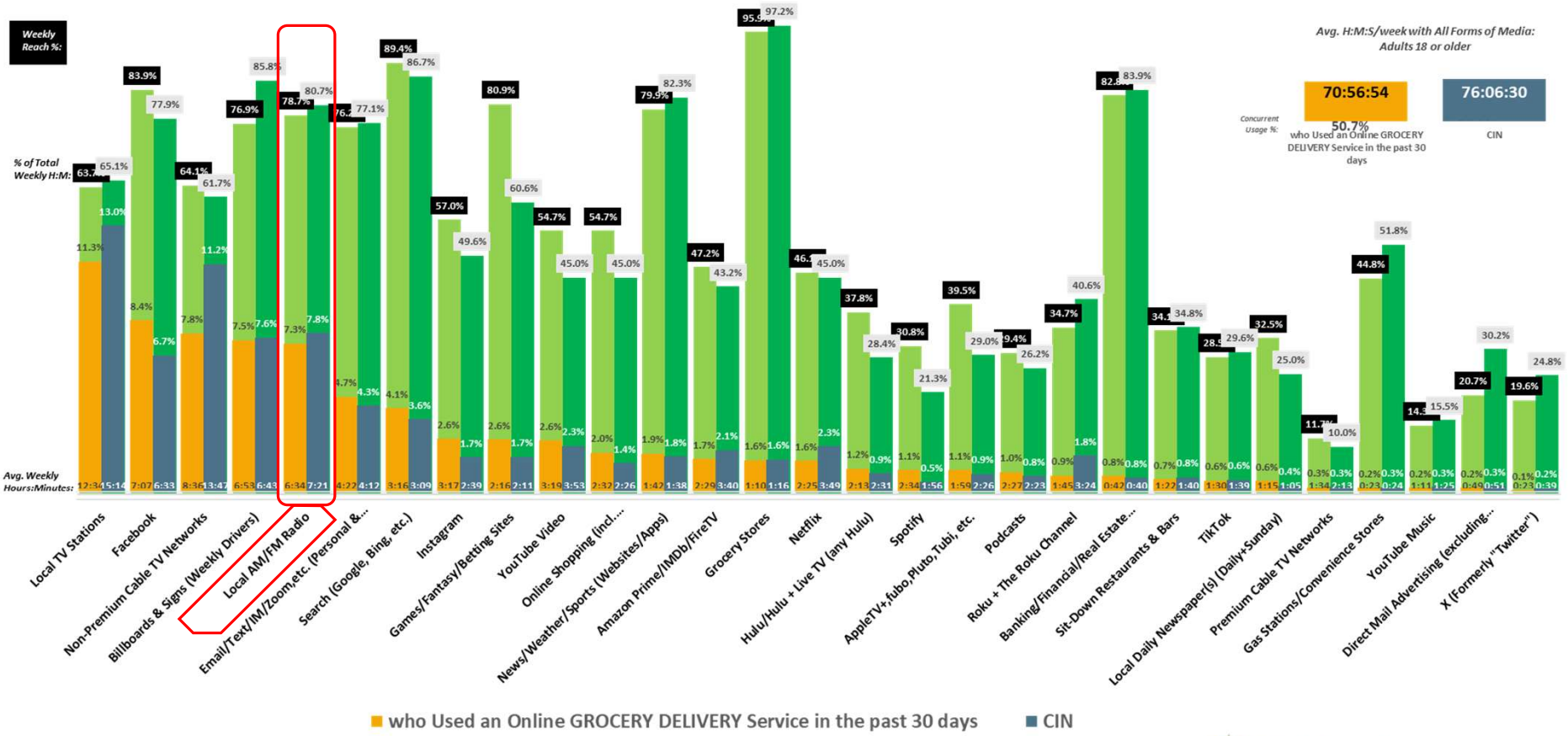
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 22 hours, 56 minutes and 54 seconds each week with All Forms of Media.

78.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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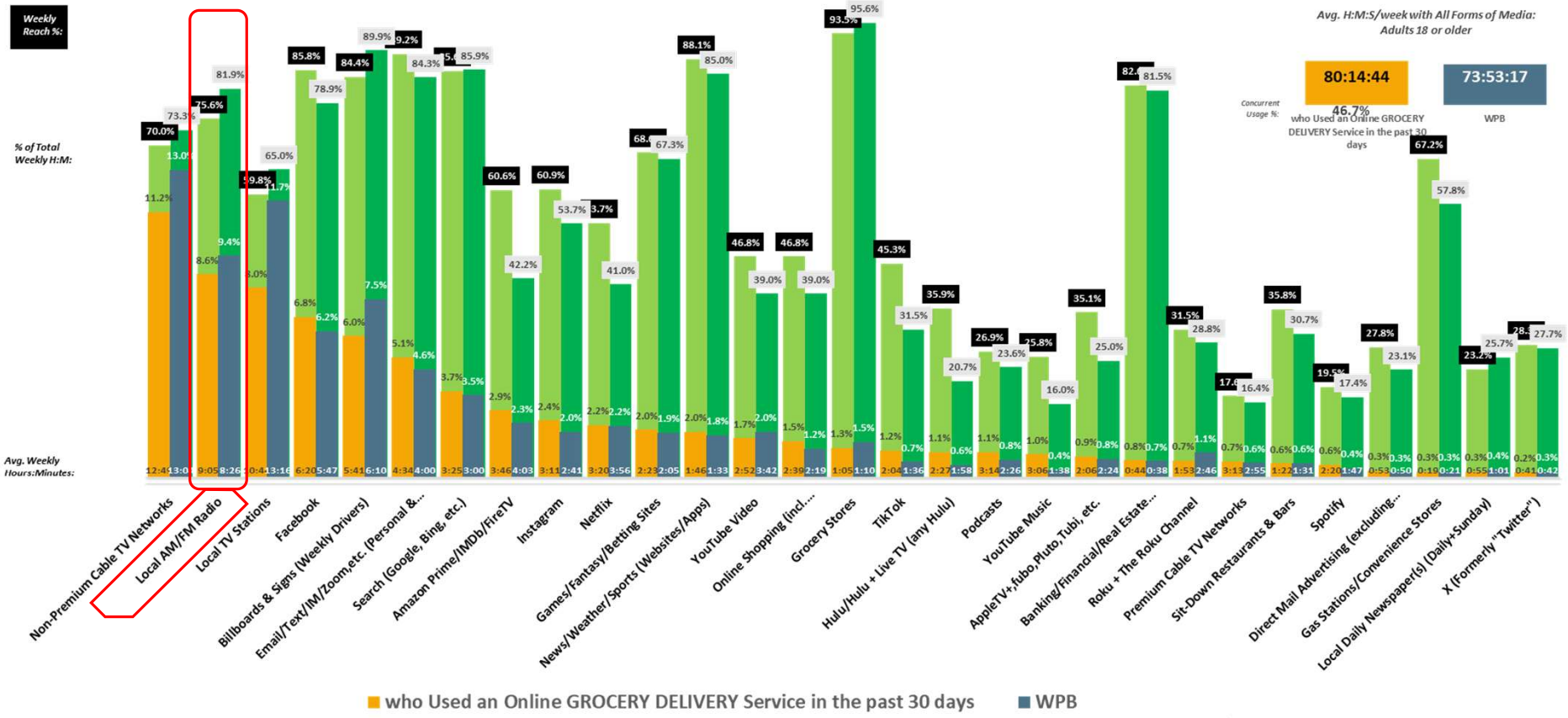
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 3 days, 8 hours, 14 minutes and 44 seconds each week with All Forms of Media.

75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 9 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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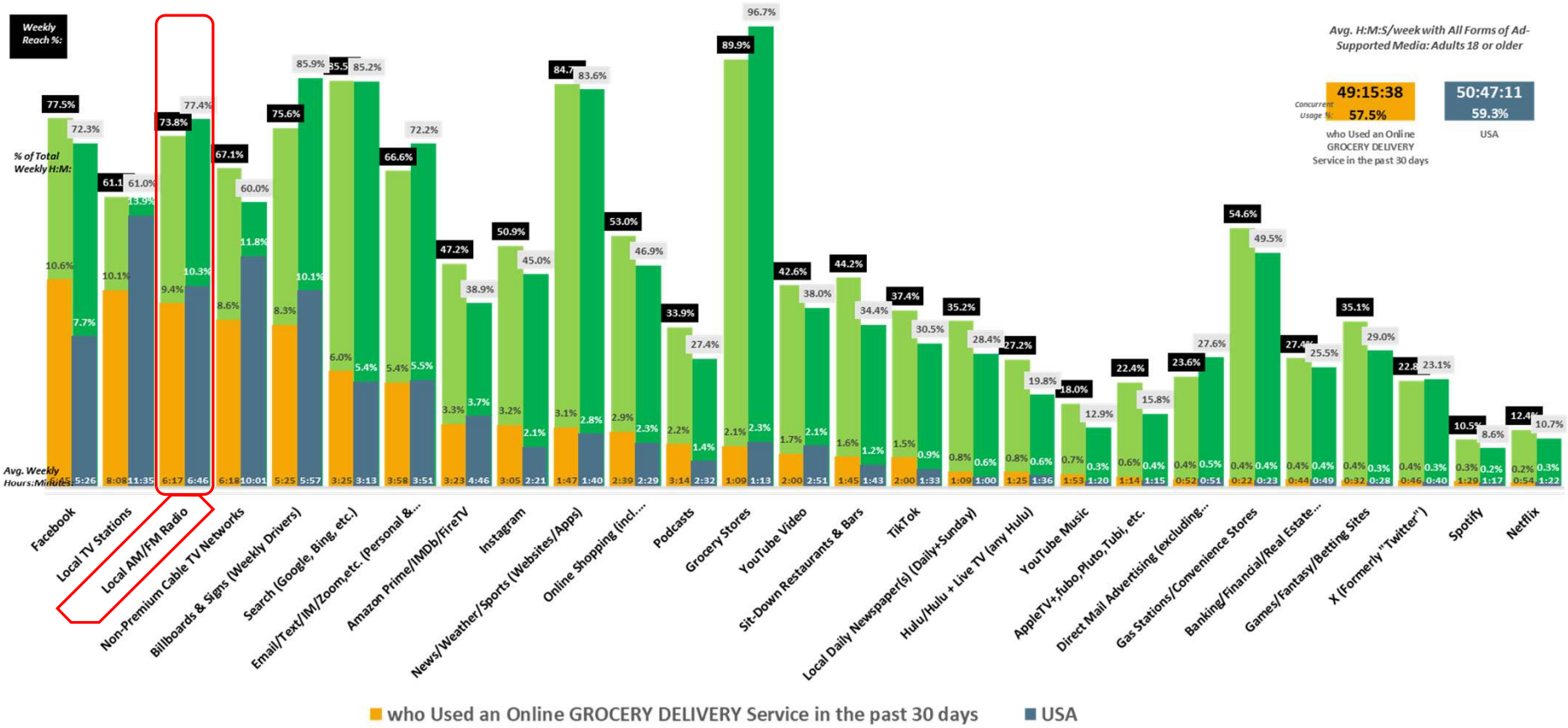
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 2 days, 1 hours, 15 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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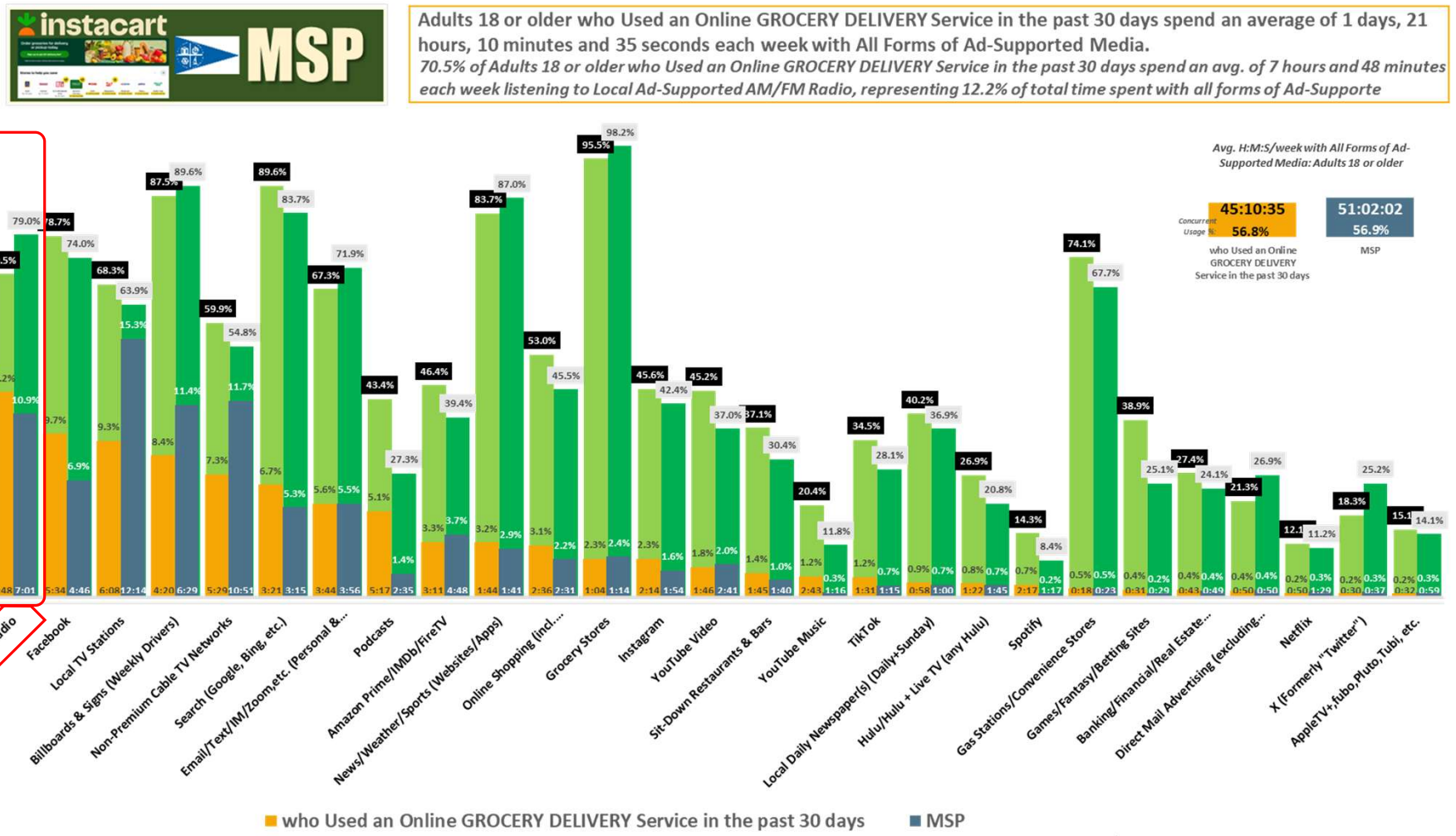
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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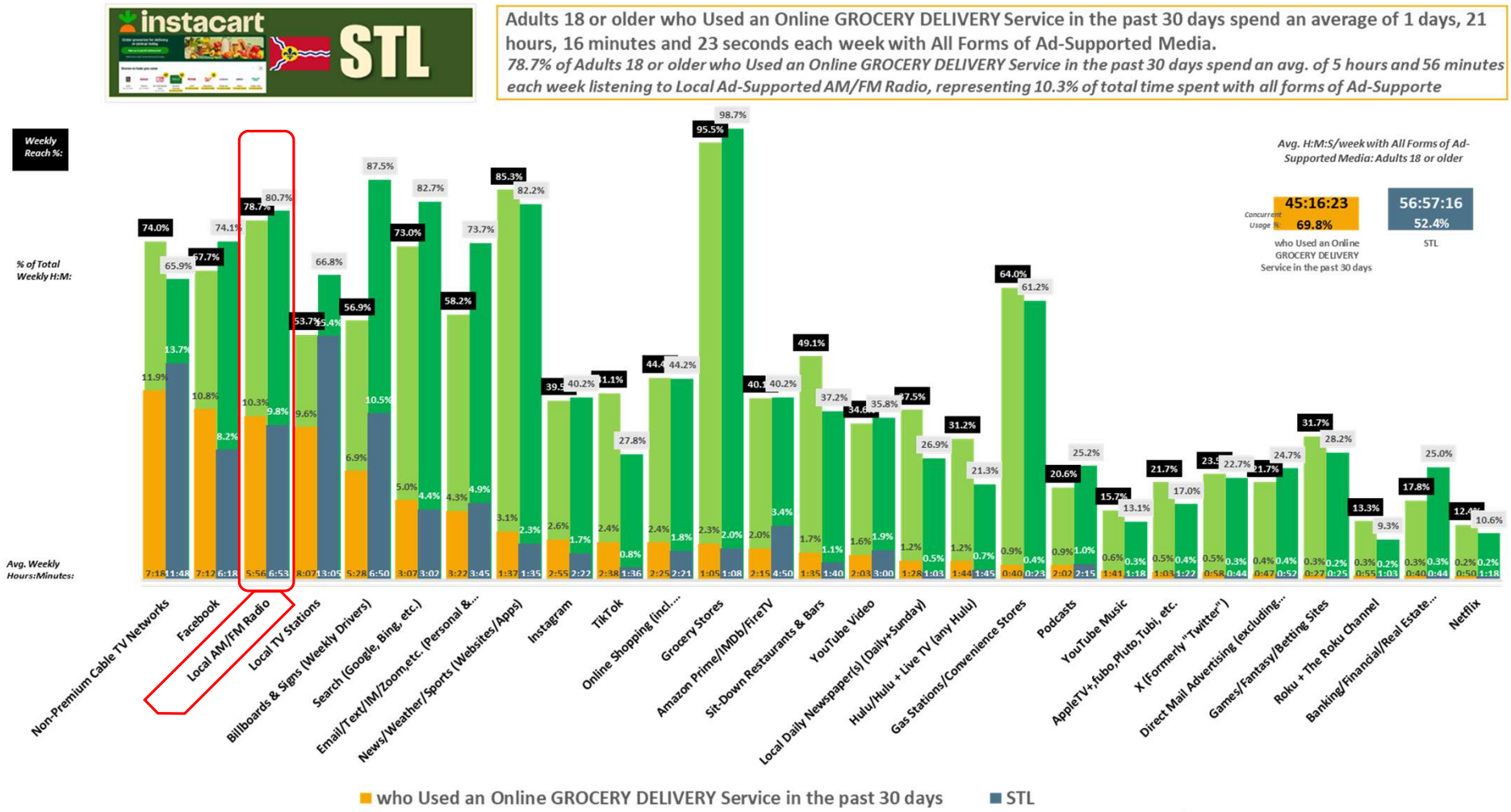
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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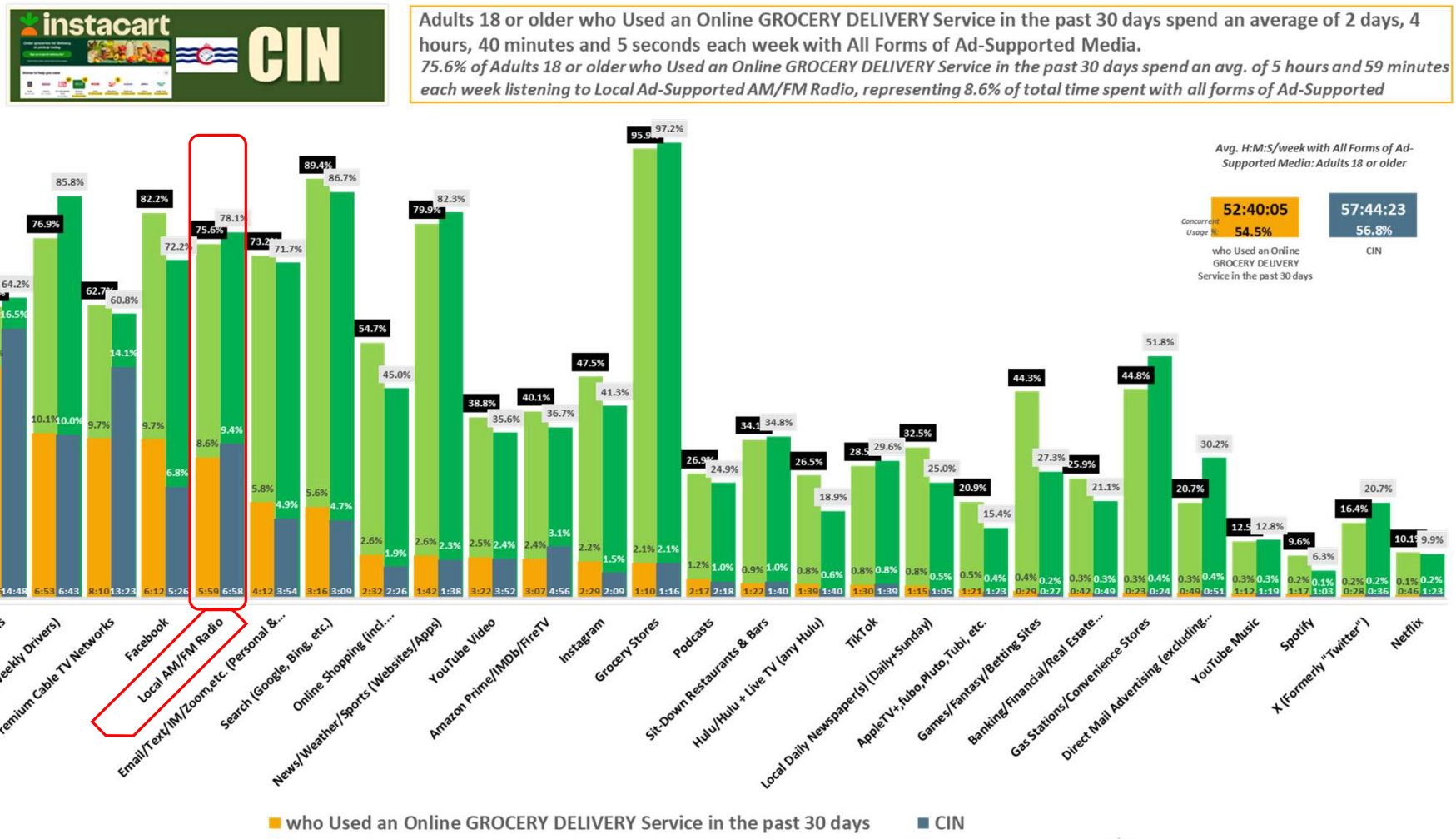
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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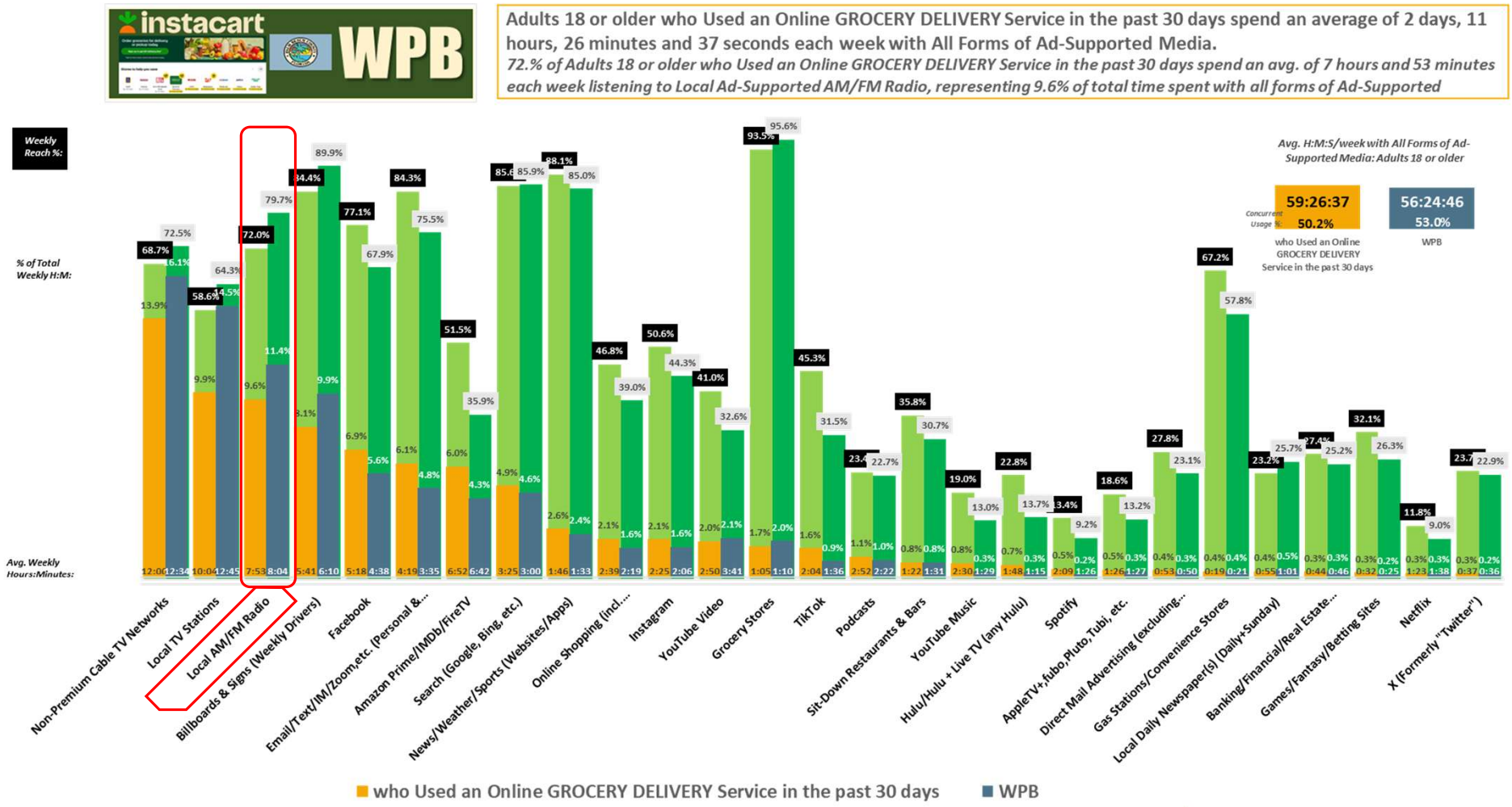
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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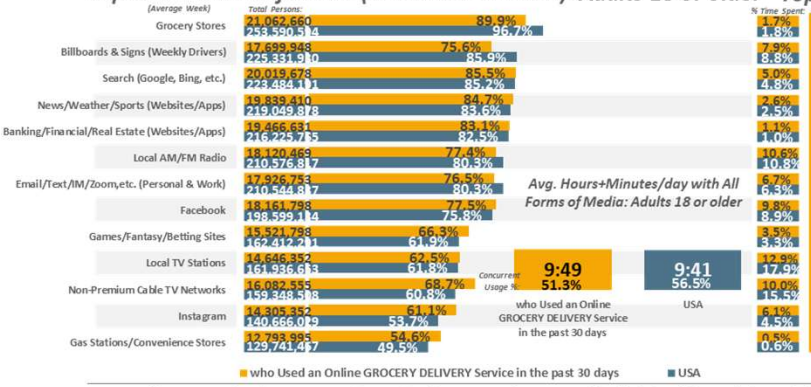
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

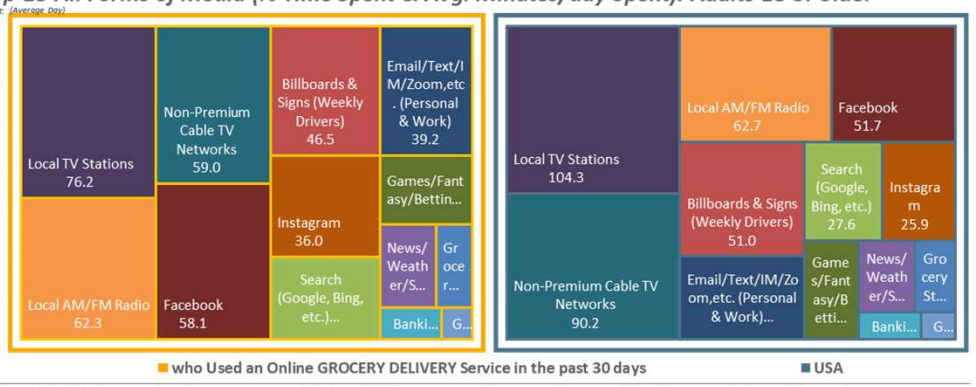


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

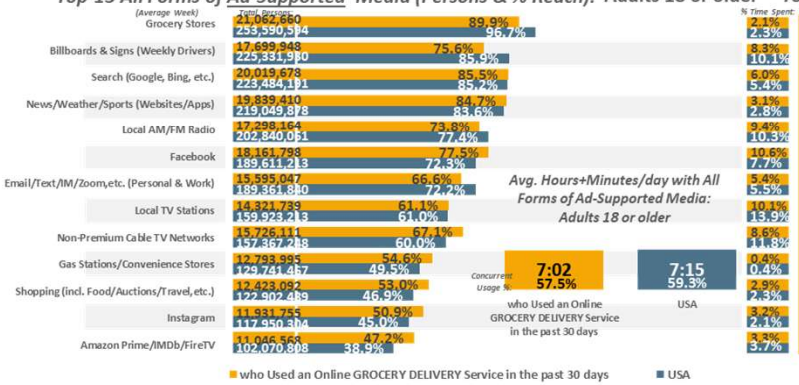
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



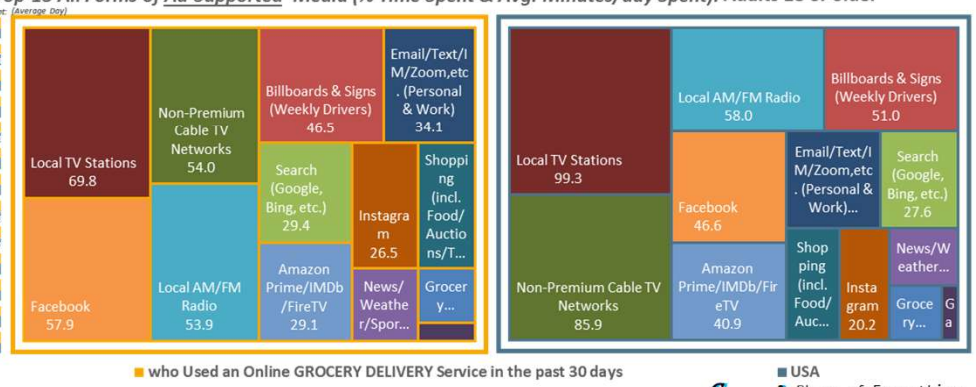
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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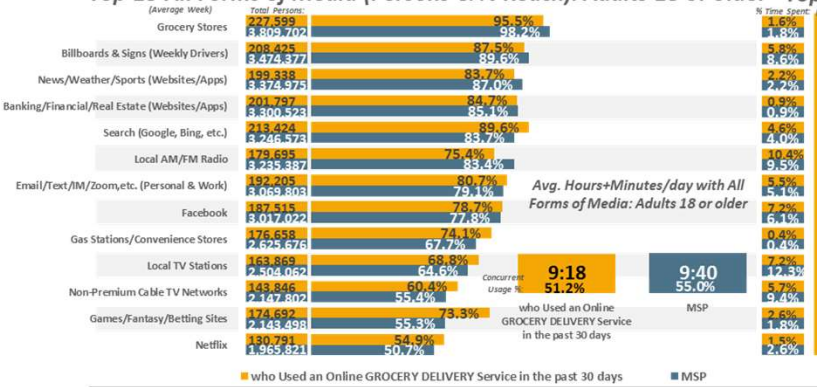
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

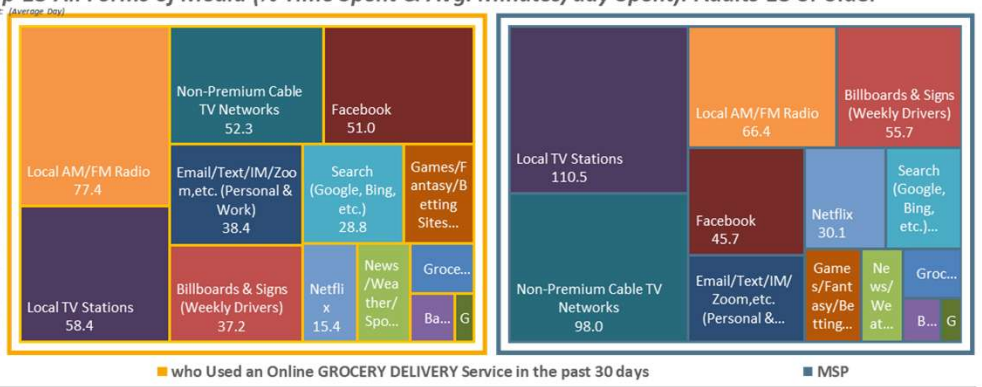


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 70.5% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

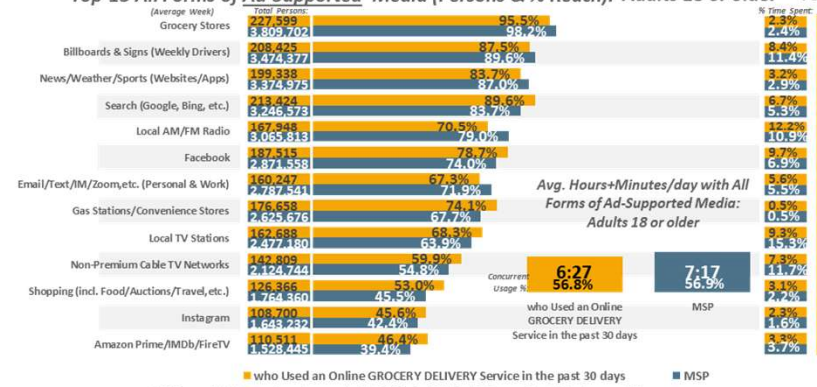
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



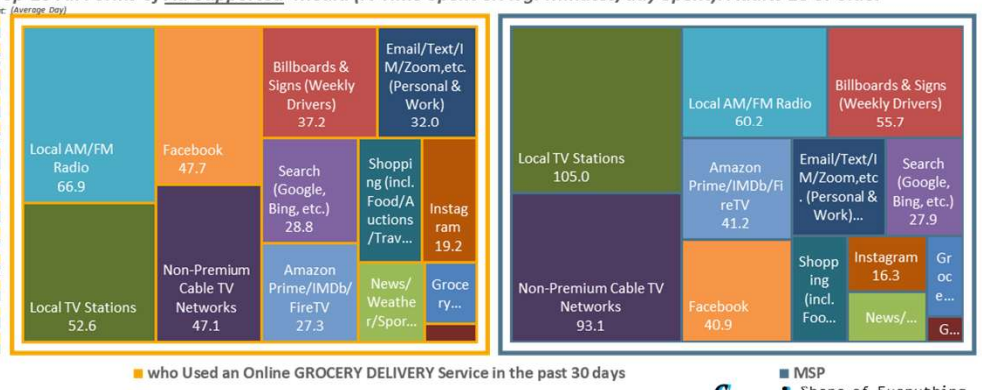
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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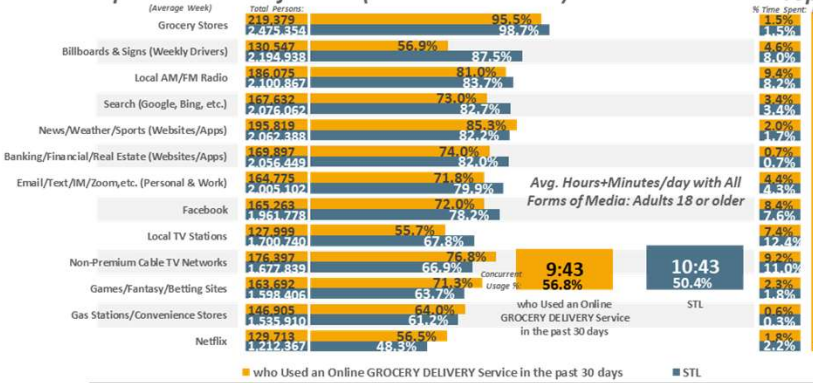
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

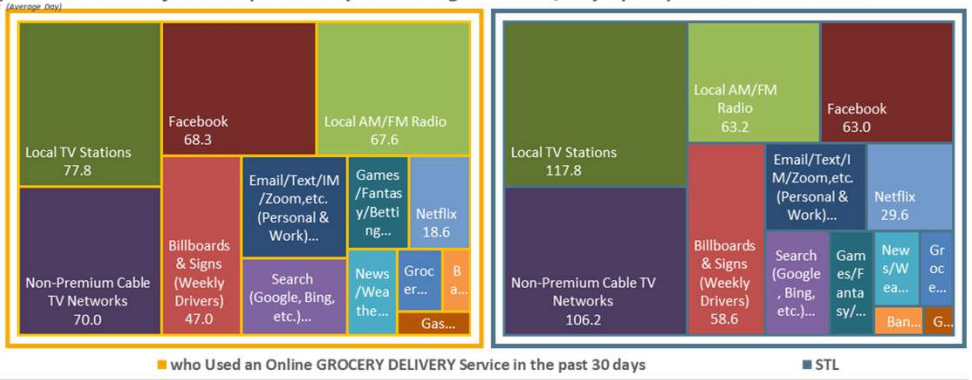


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 50.9 minutes/day.*(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

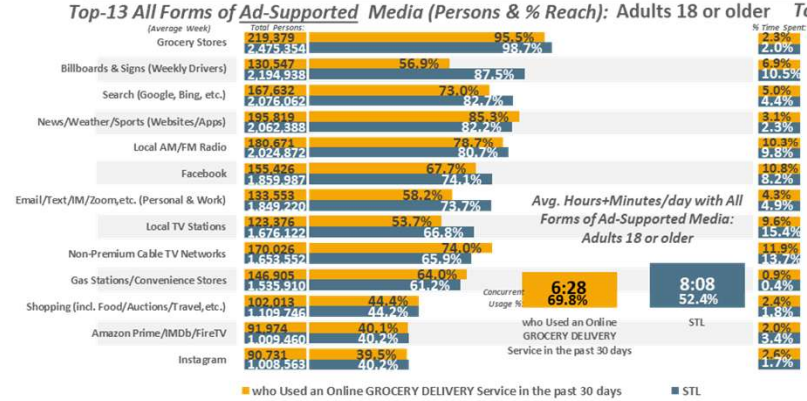
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



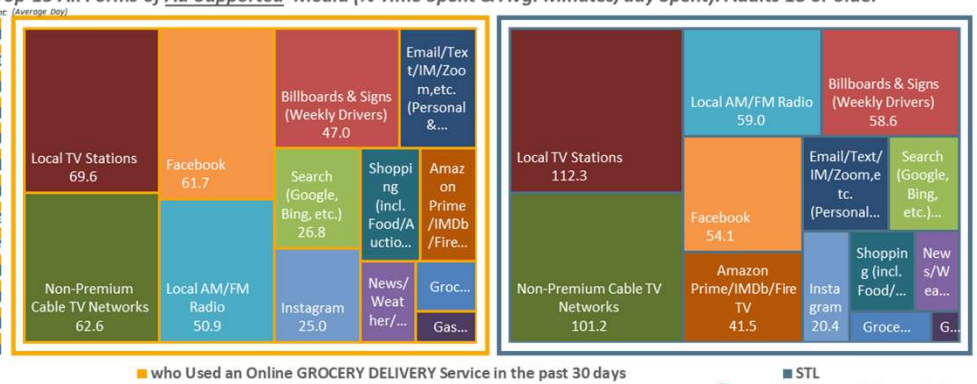
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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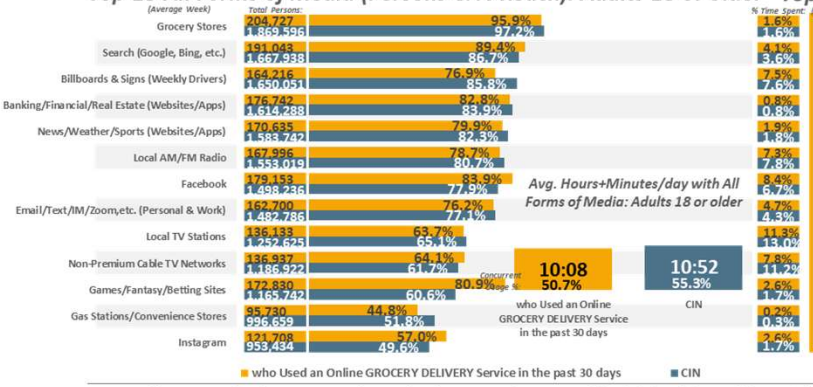
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

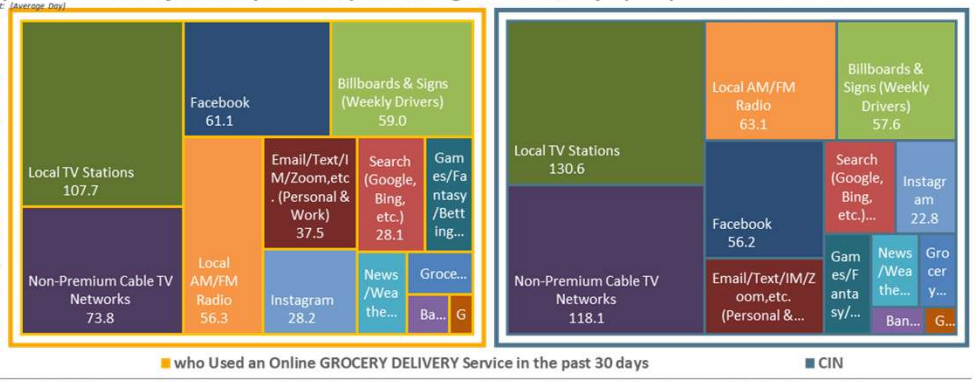


Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 51.3 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

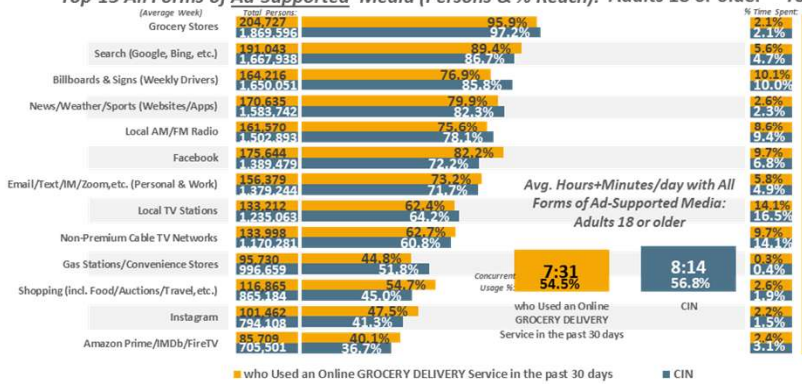
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



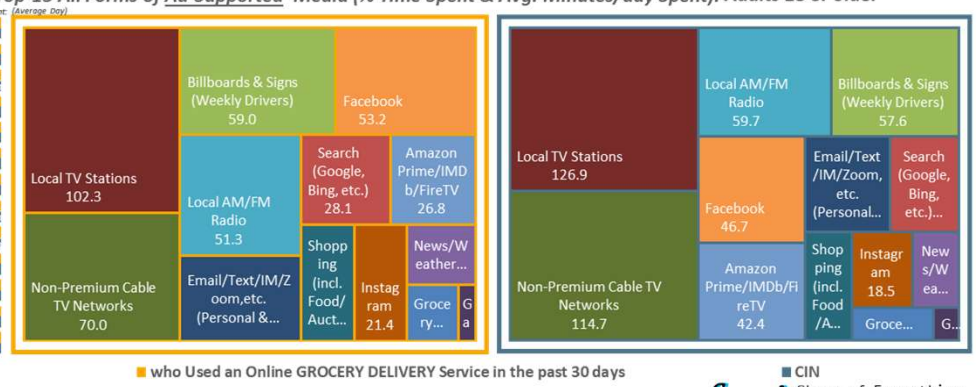
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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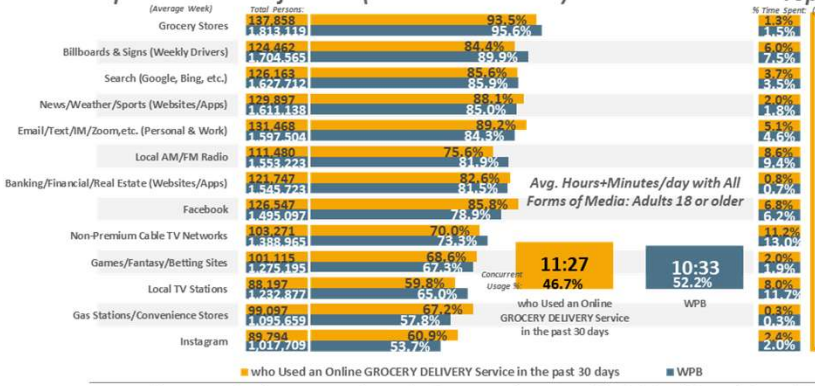
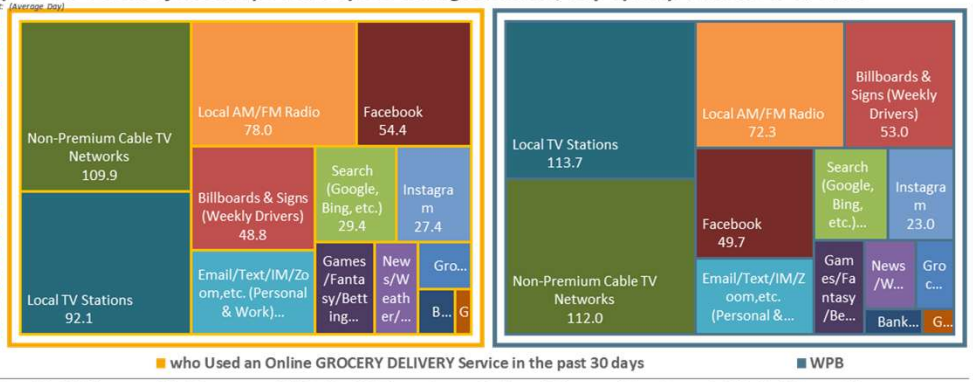
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 8 hours and 29 minutes each day with All Forms of Ad-Supported Media. 72.% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

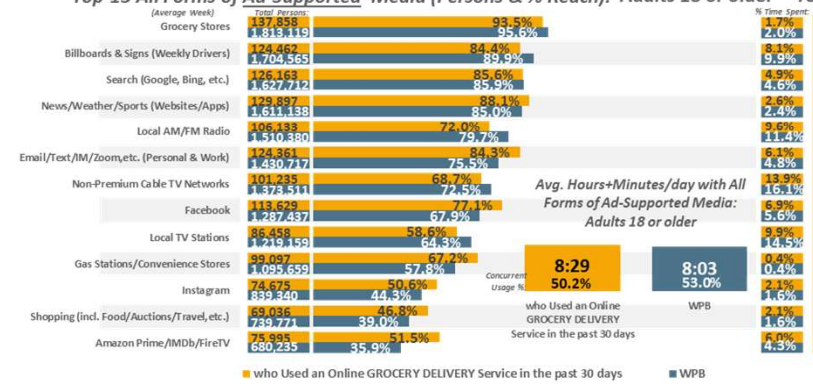
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



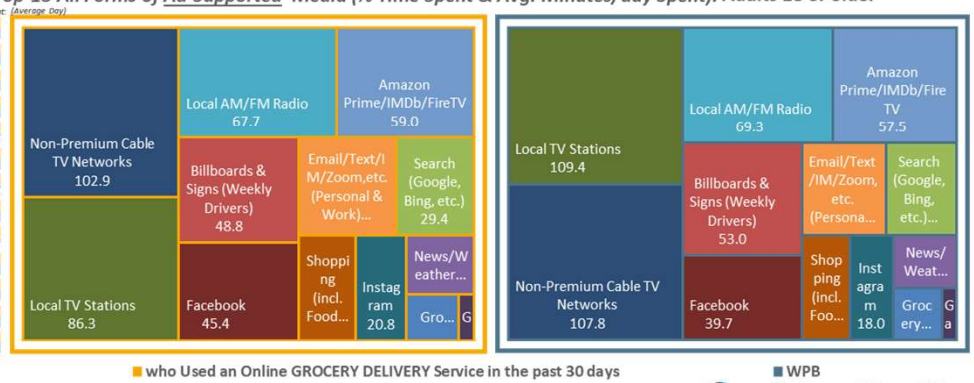
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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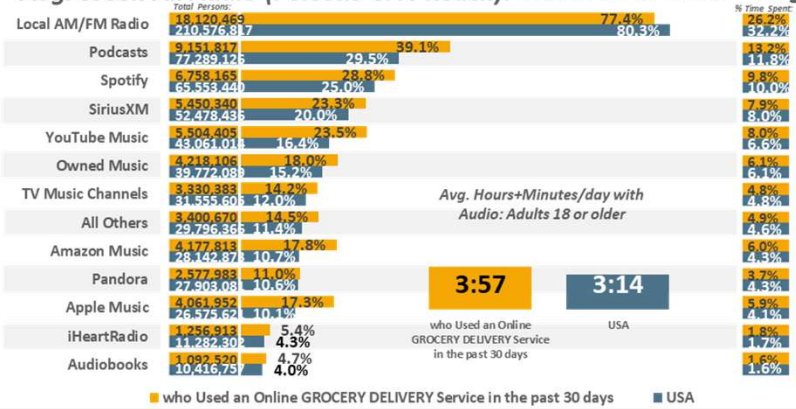
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

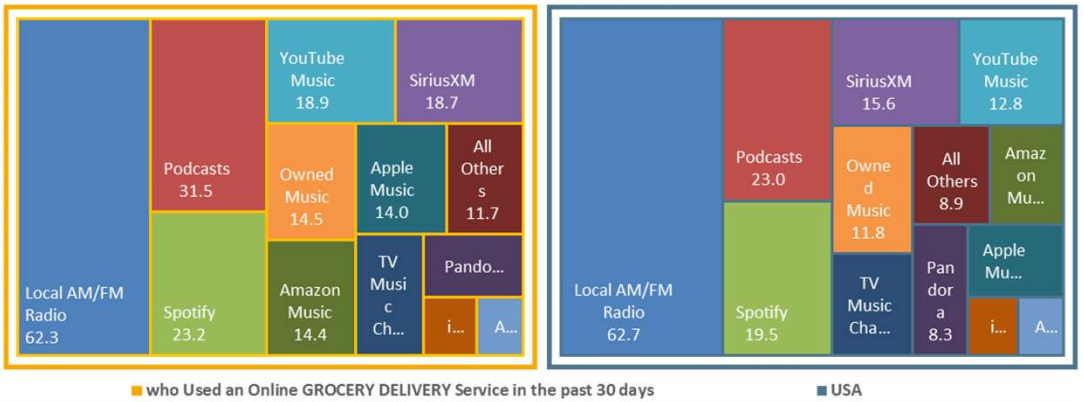


17,298,164 or 73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

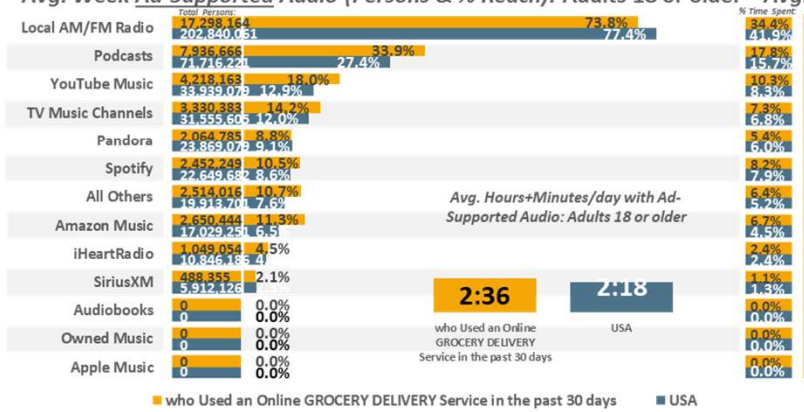
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



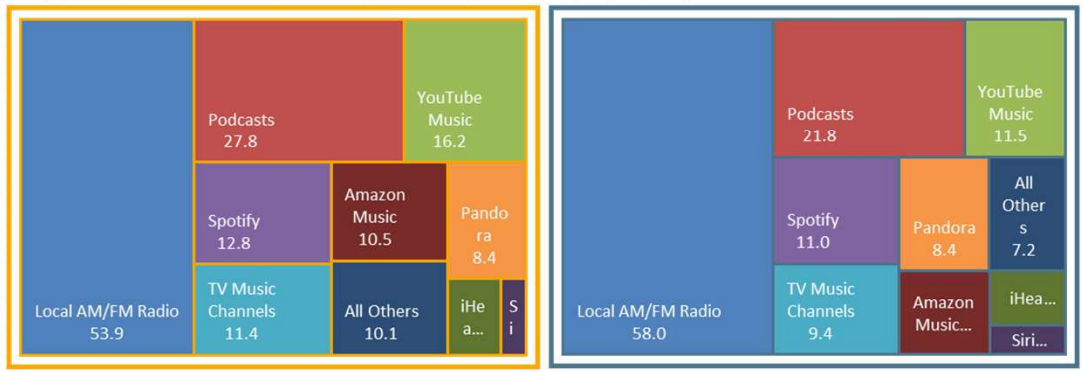
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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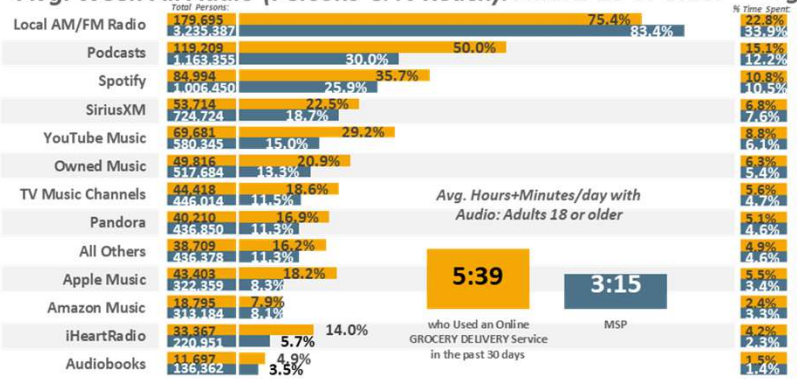
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

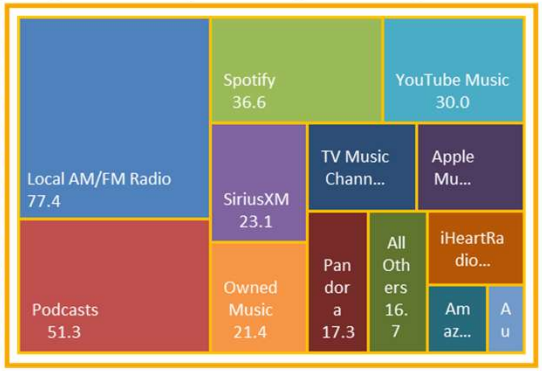


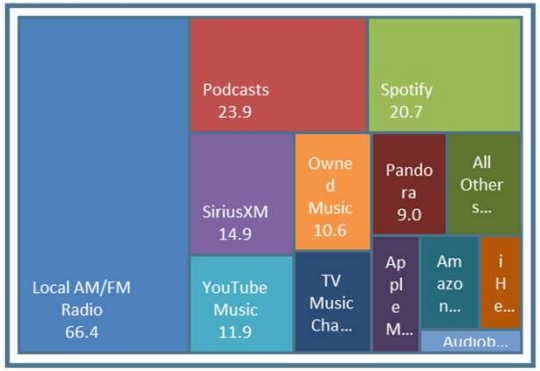
167,948 or 70.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Audio.

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

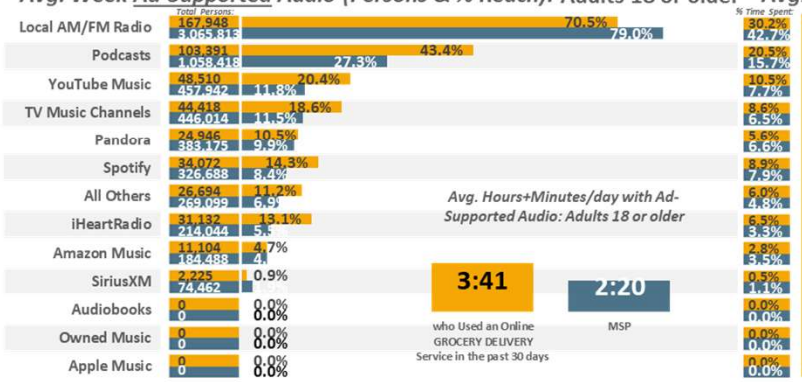


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

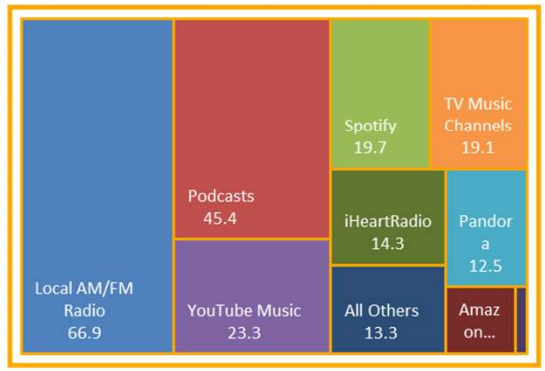


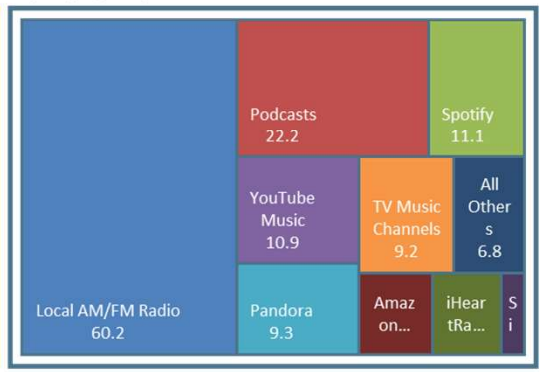


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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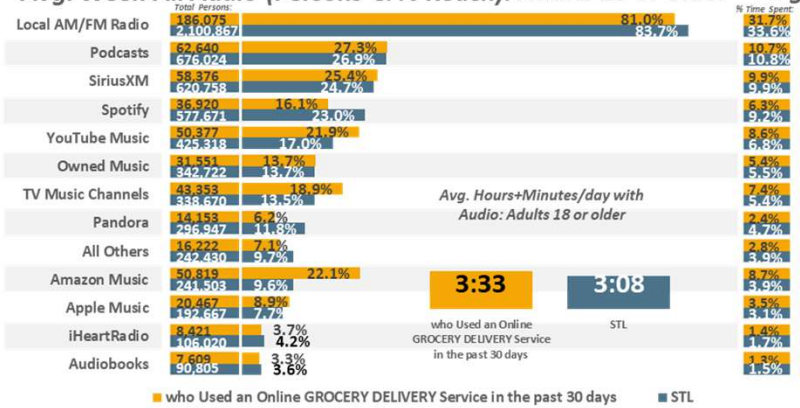
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

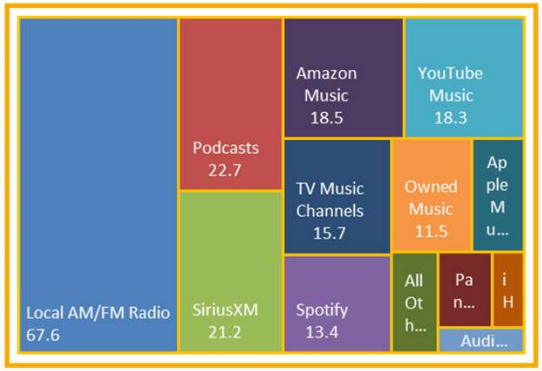


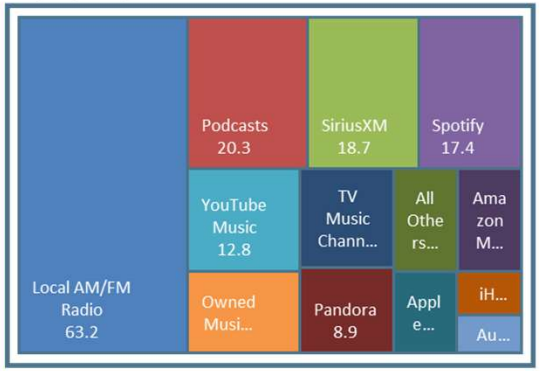
180,671 or 78.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

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

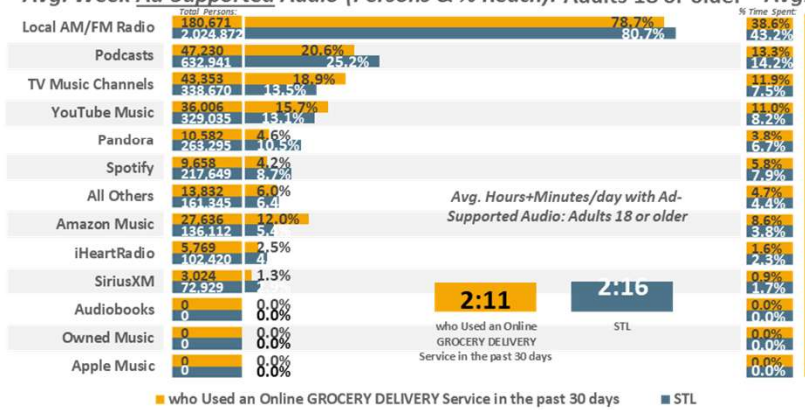


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

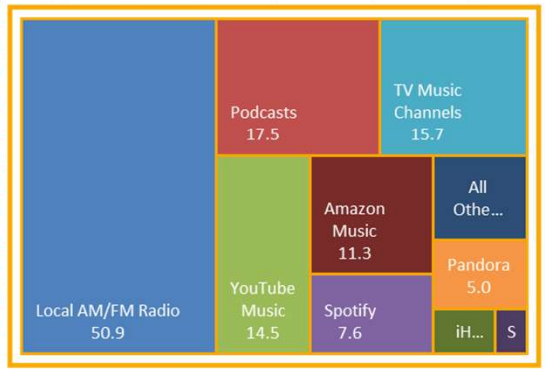


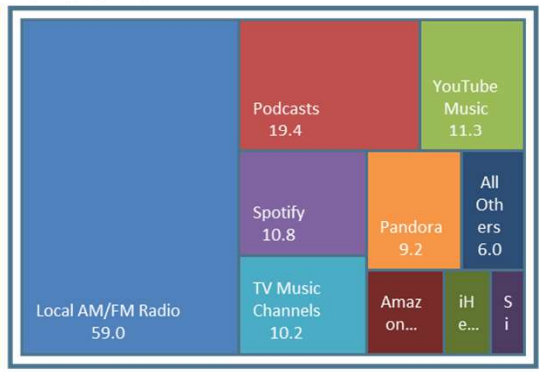


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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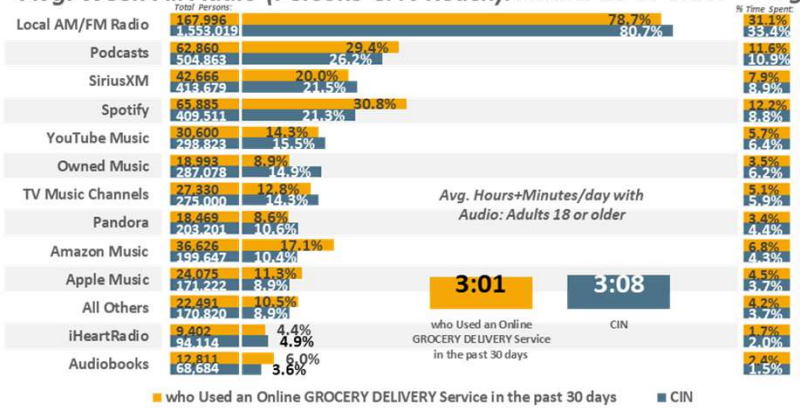
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

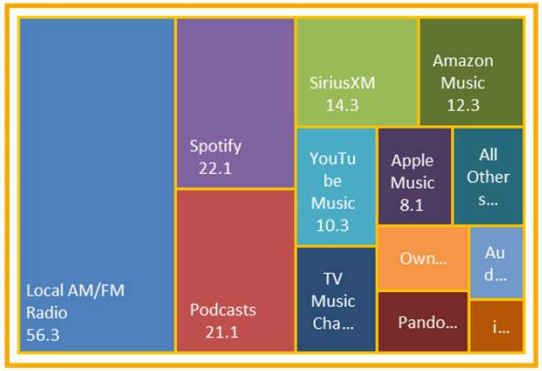


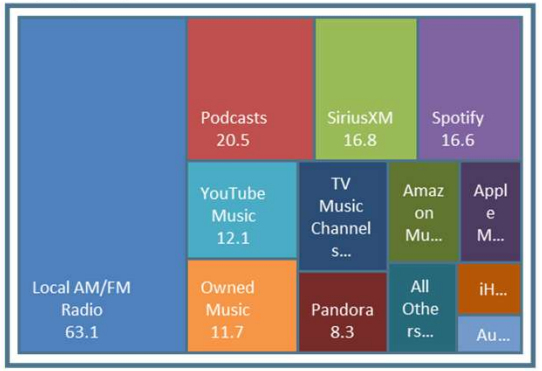
161,570 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

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

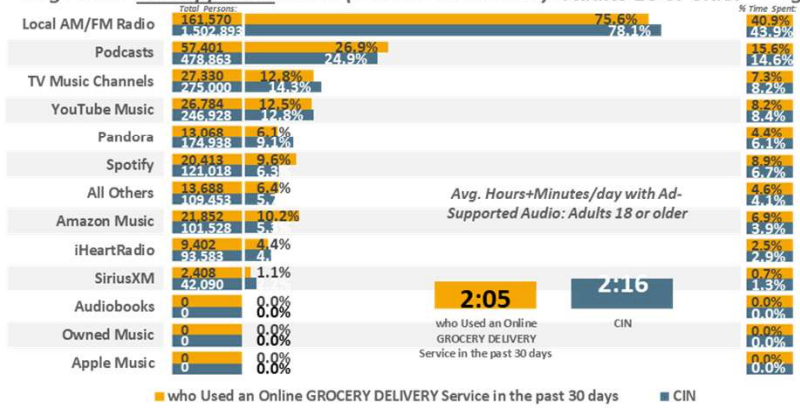


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

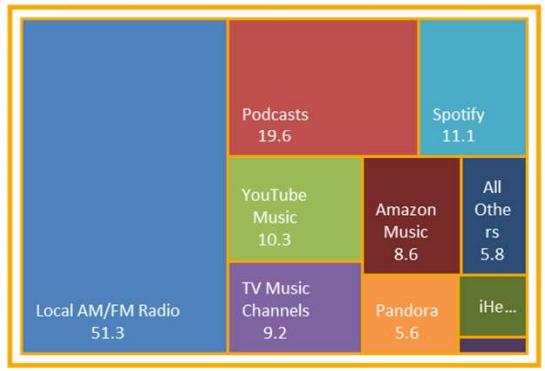


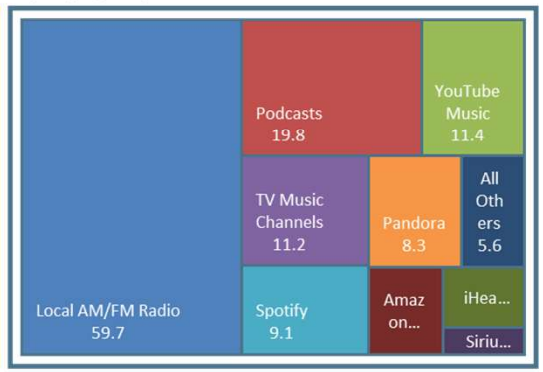


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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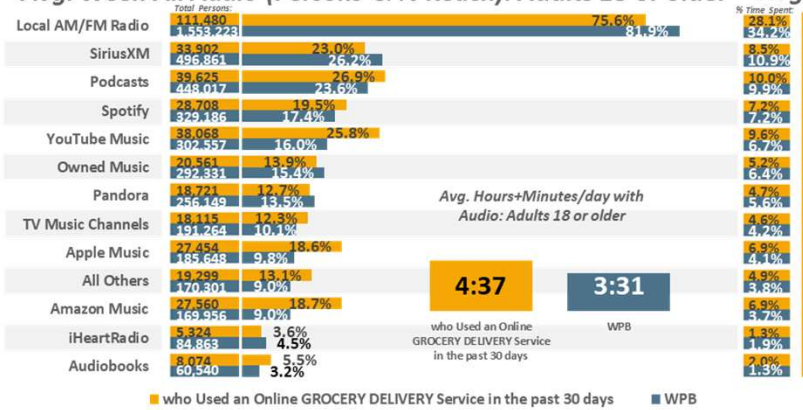
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

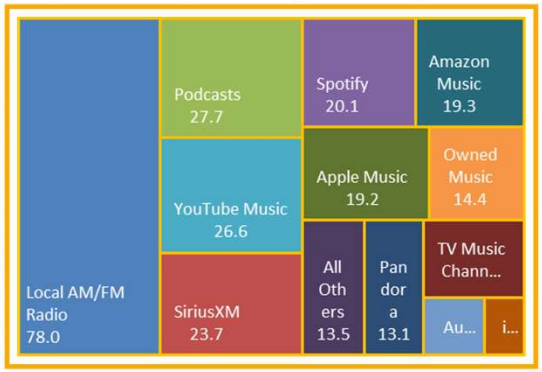


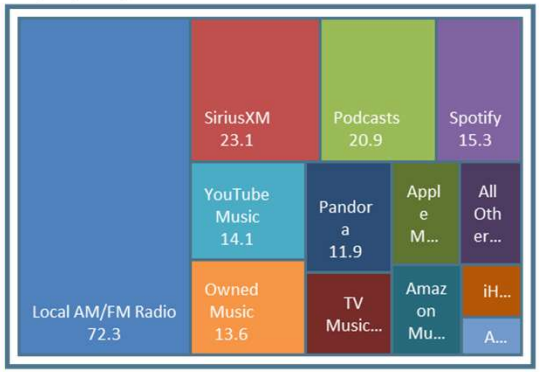
106,133 or 72.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

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

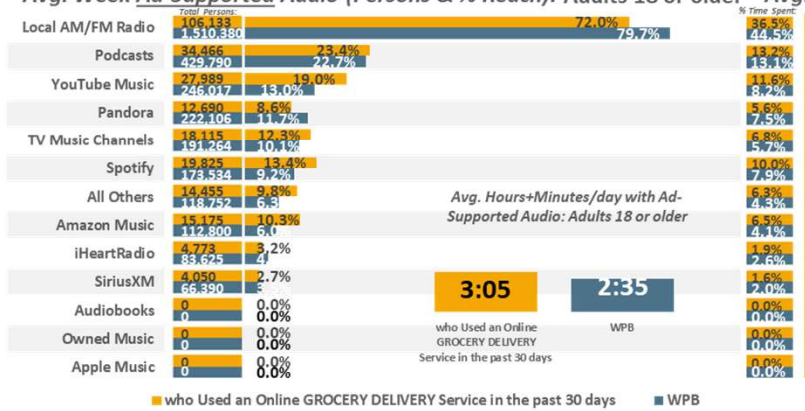


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

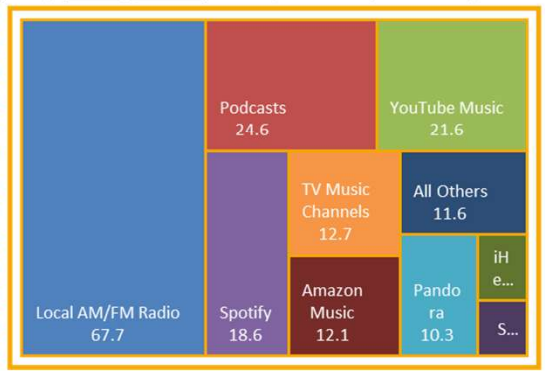


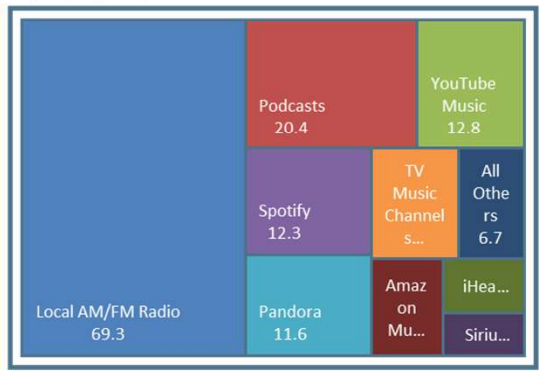


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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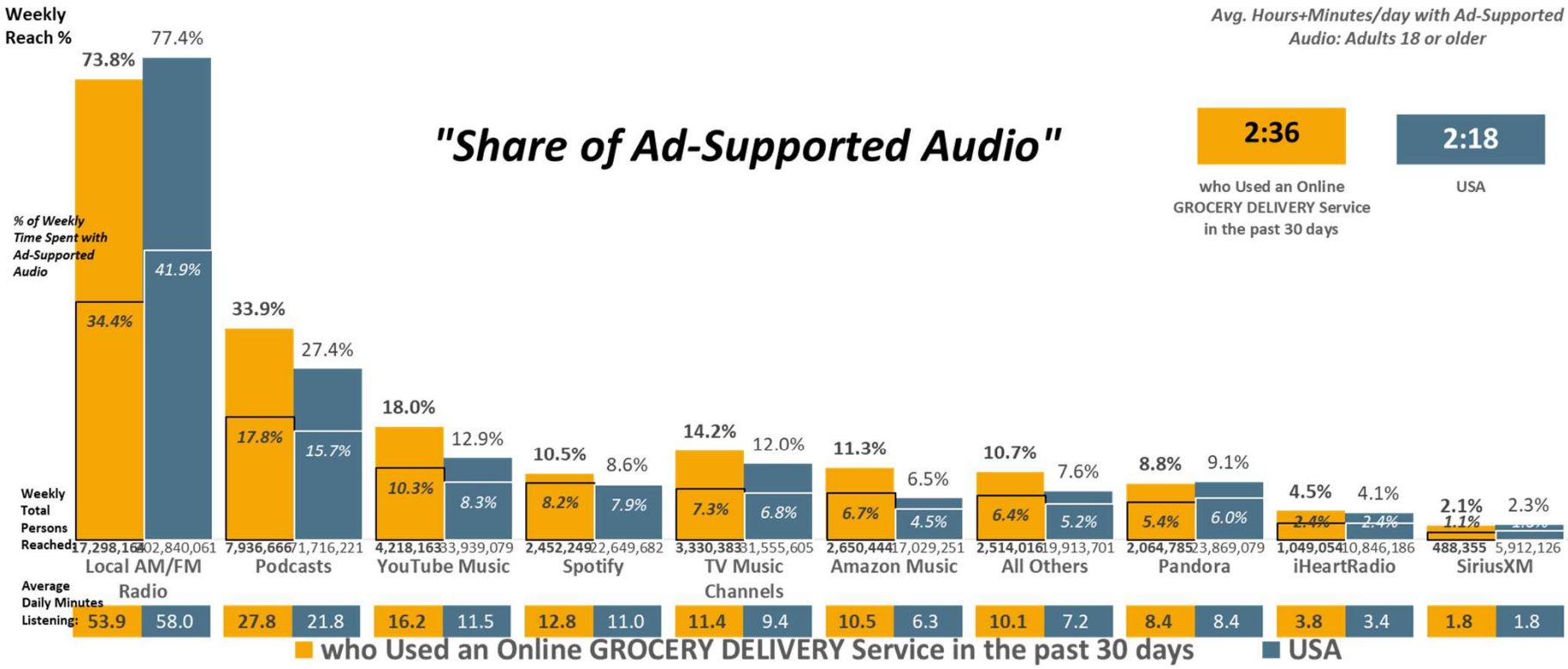
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



17,298,164 or 73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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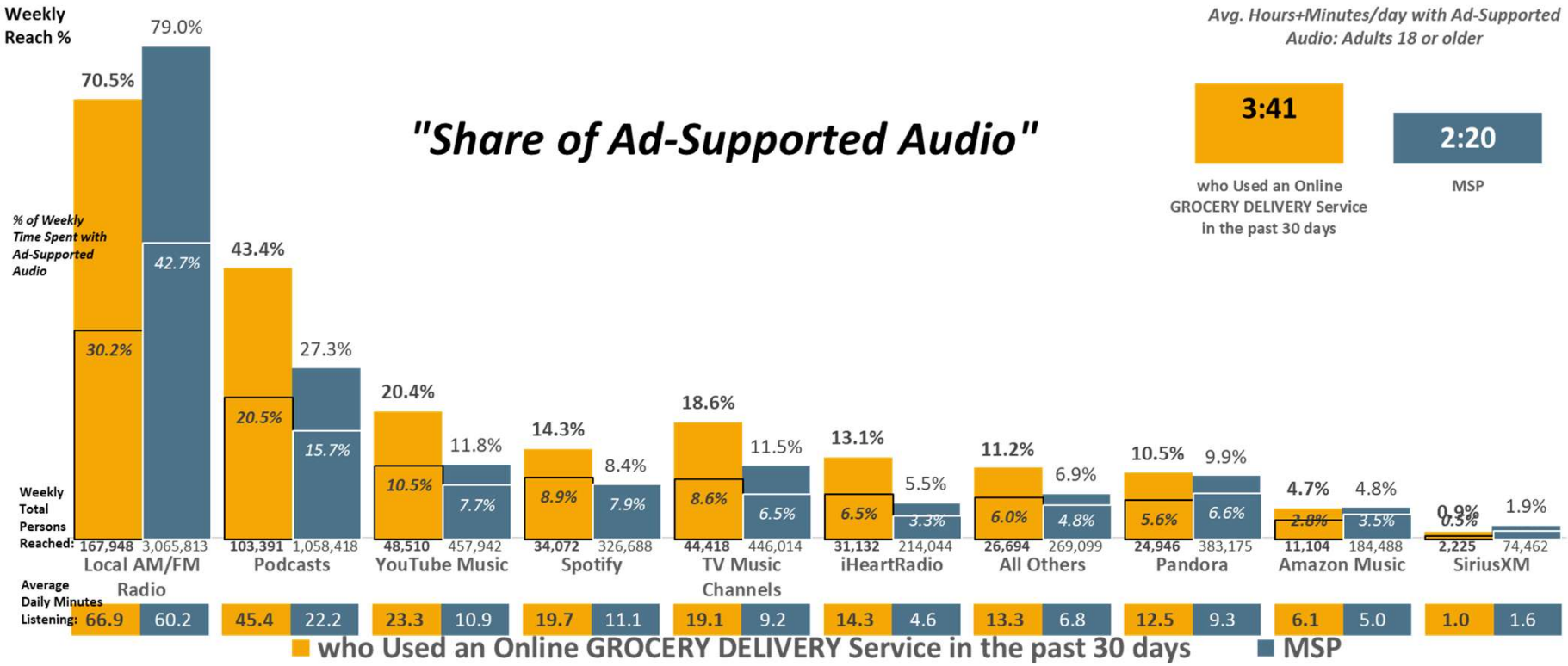
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



167,948 or 70.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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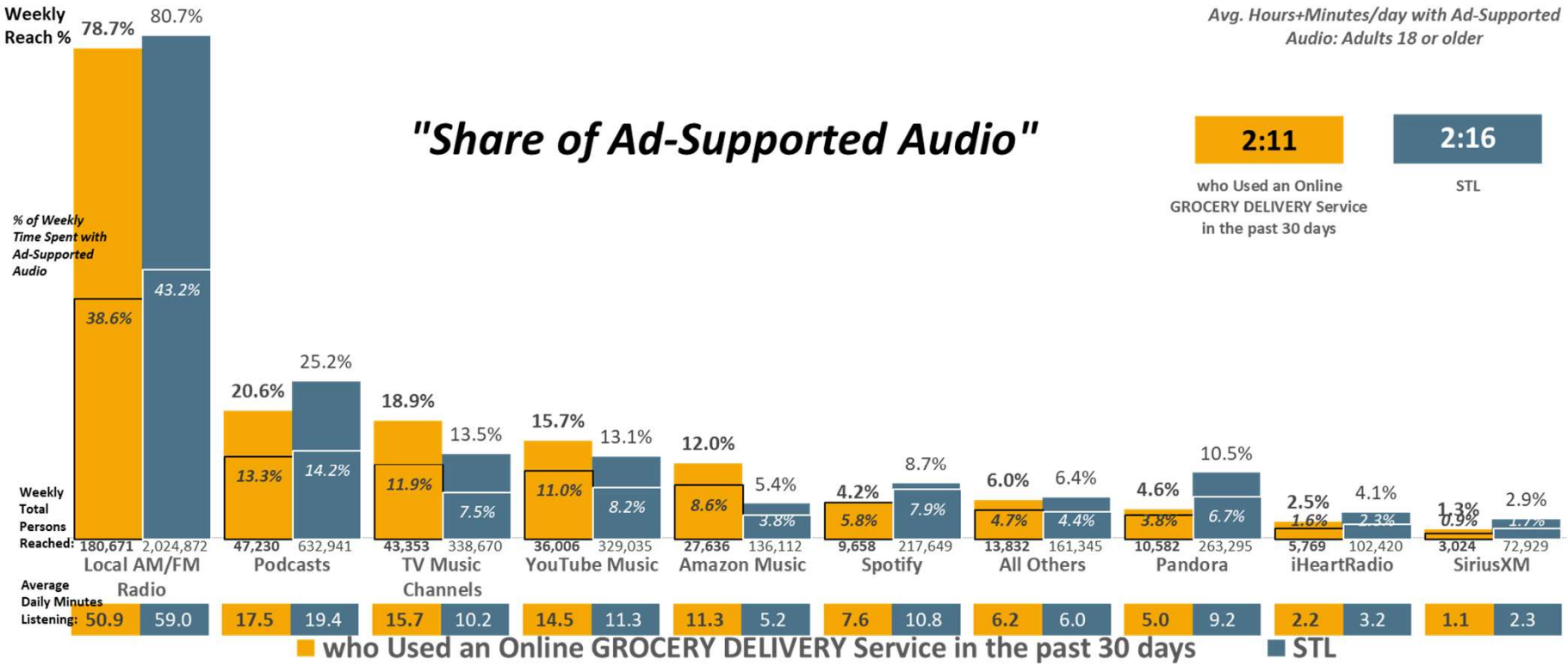
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



180,671 or 78.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50.9 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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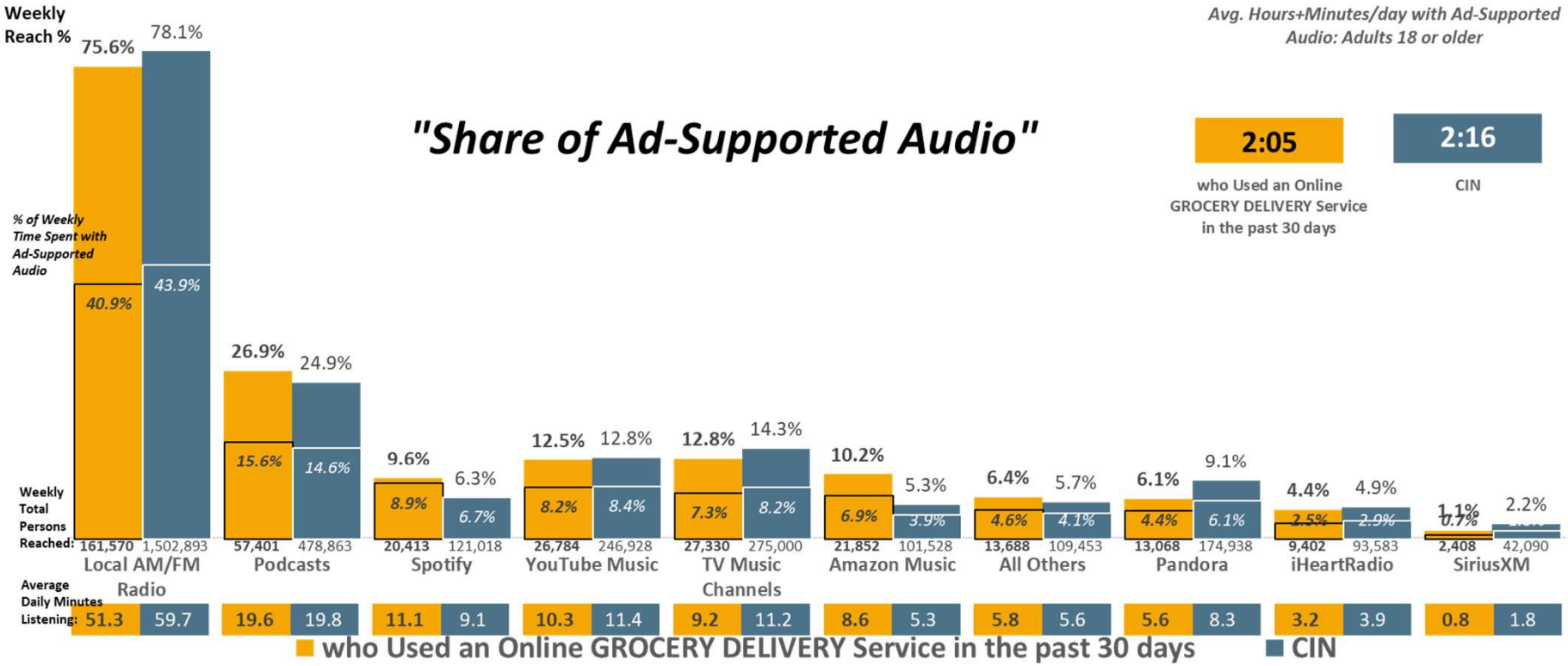
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



161,570 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 51.3 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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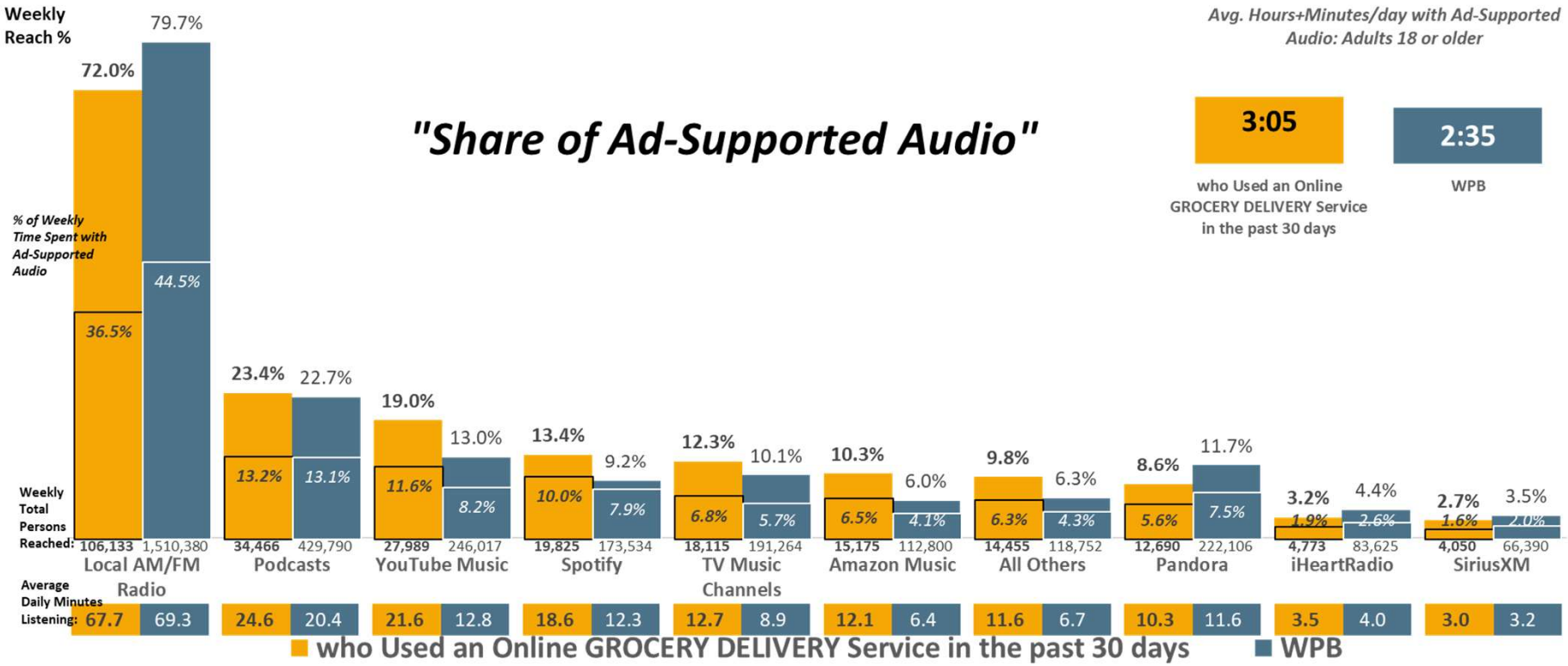
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



106,133 or 72.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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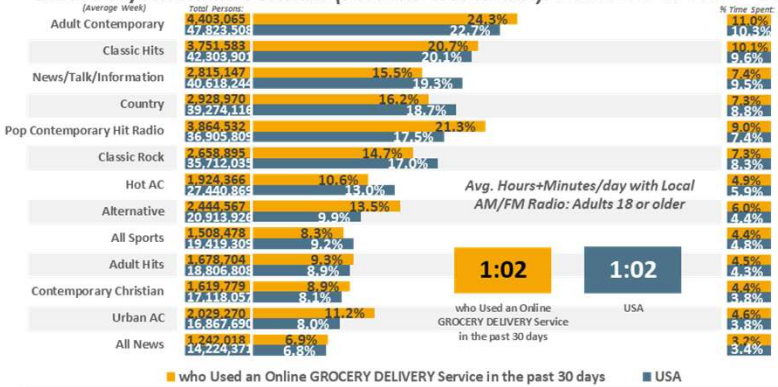
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

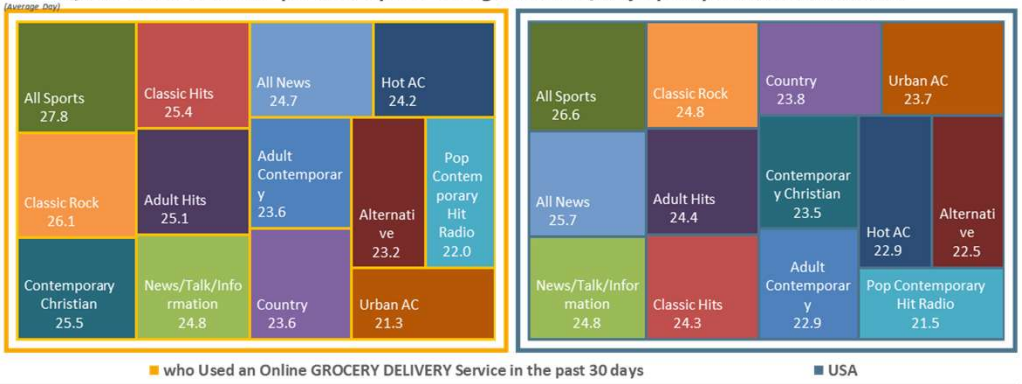


17,298,164 or 73.8% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Ro

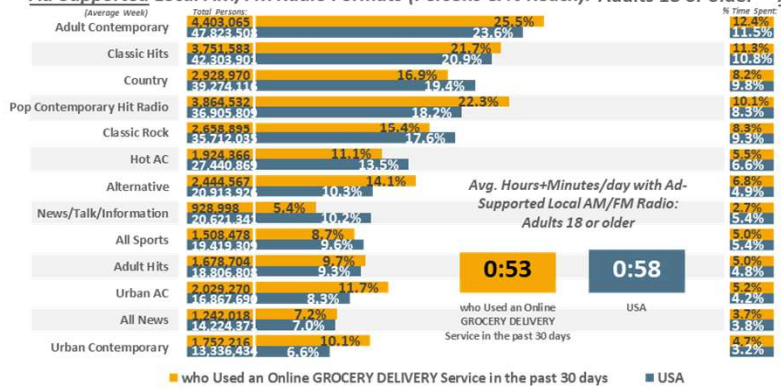
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



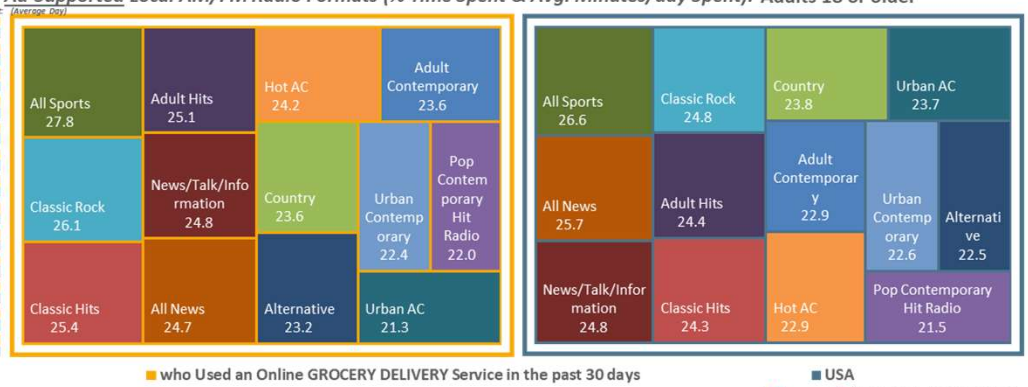
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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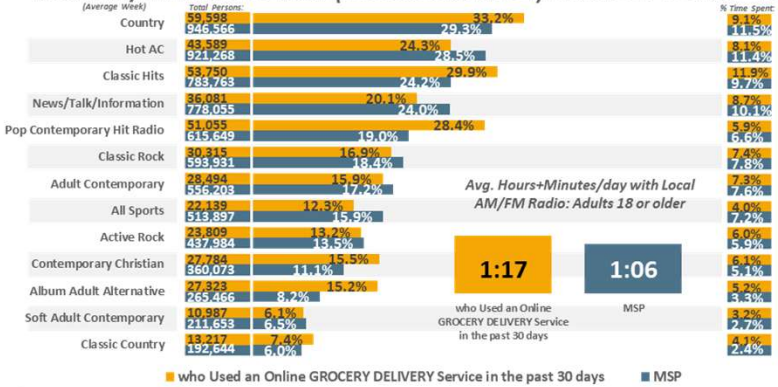
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

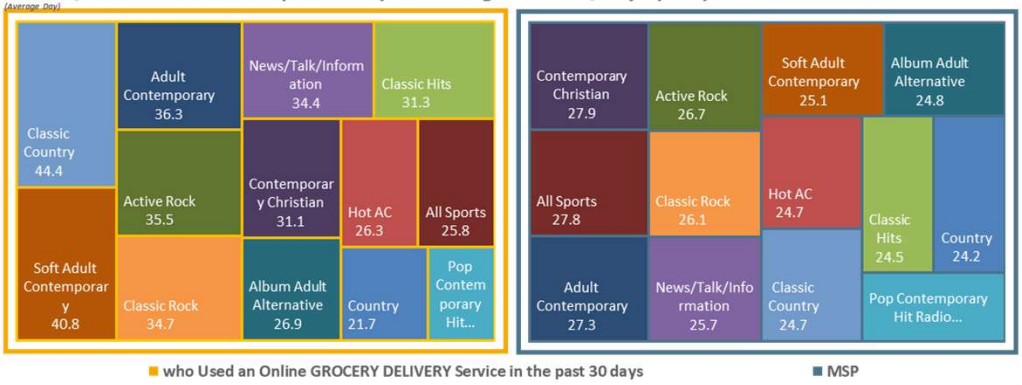


167,948 or 70.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Pop Contemporary Hit Radio, Hot AC, and Classic Rock.

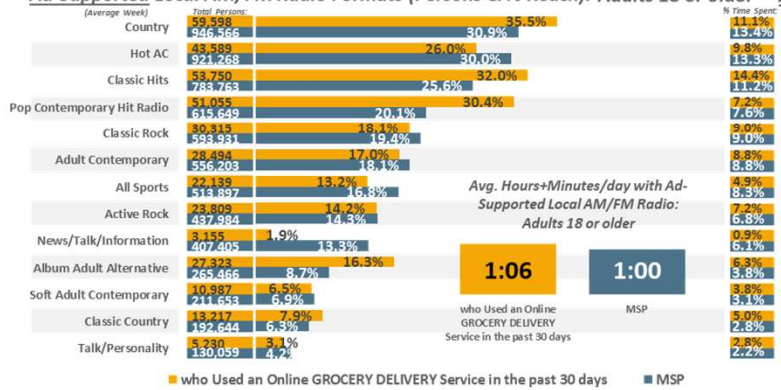
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



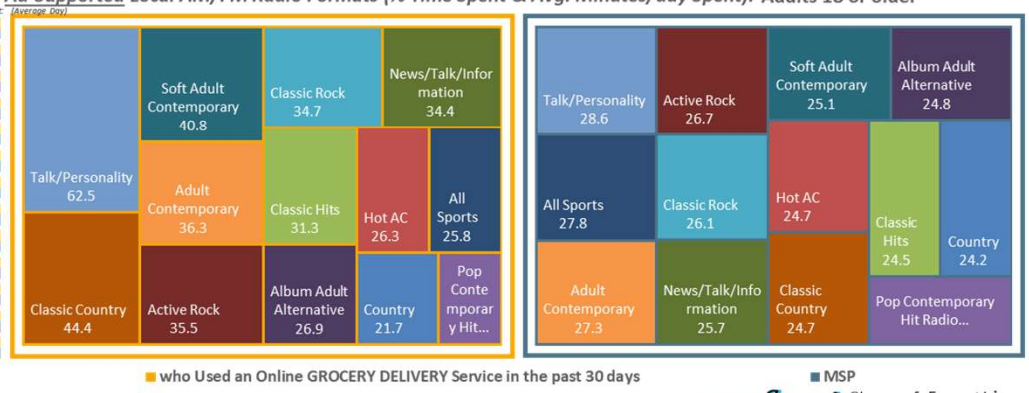
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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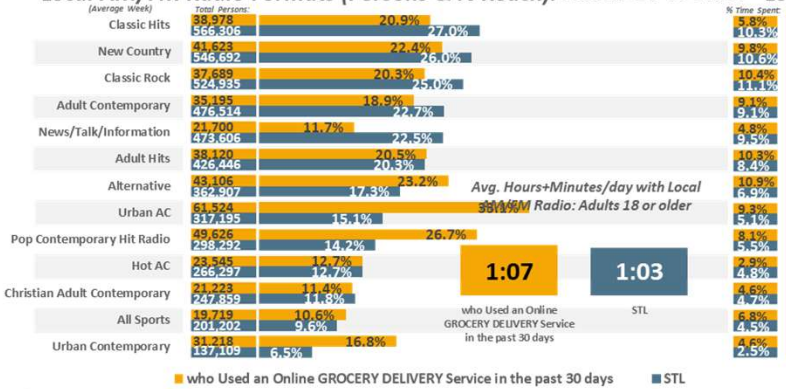
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

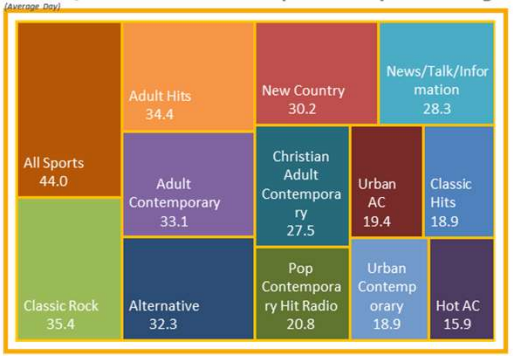


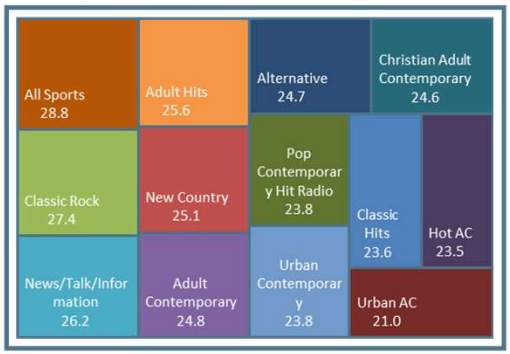
180,671 or 78.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Pop Contemporary Hit Radio, Alternative, New Country, and Classic Hits.

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

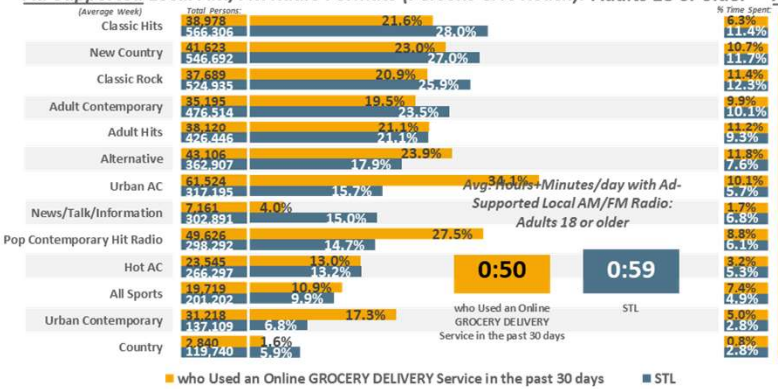


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

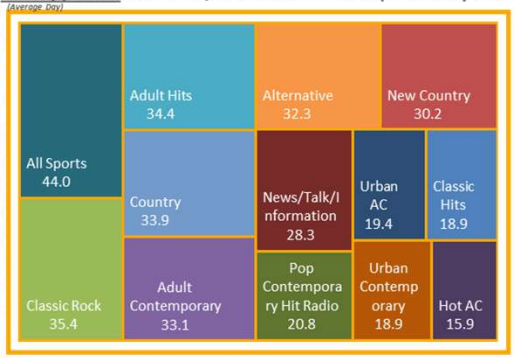


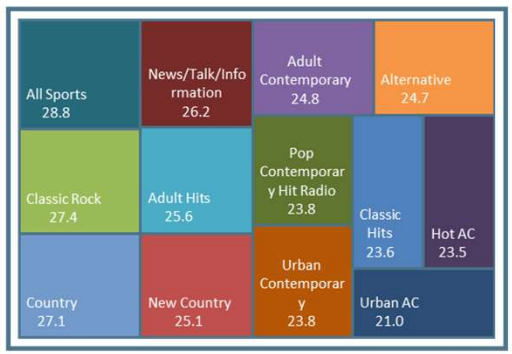


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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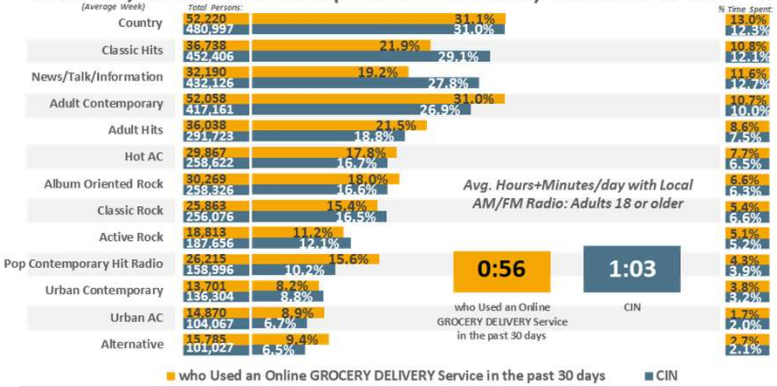
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

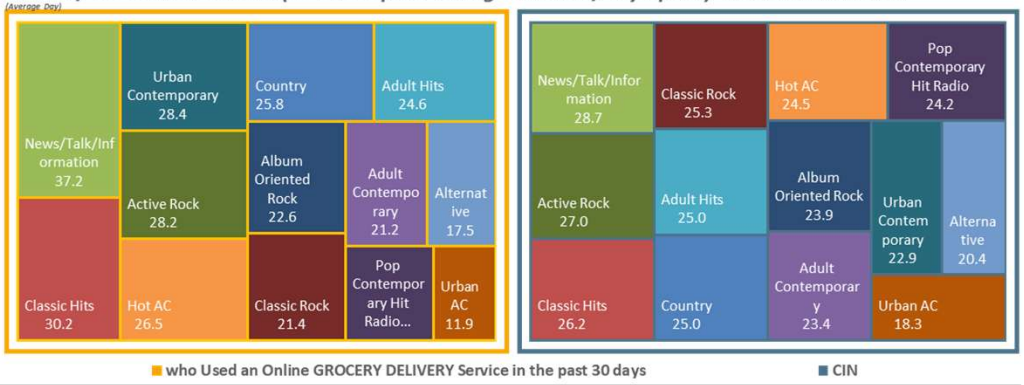


161,570 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and Album Oriented Rock.

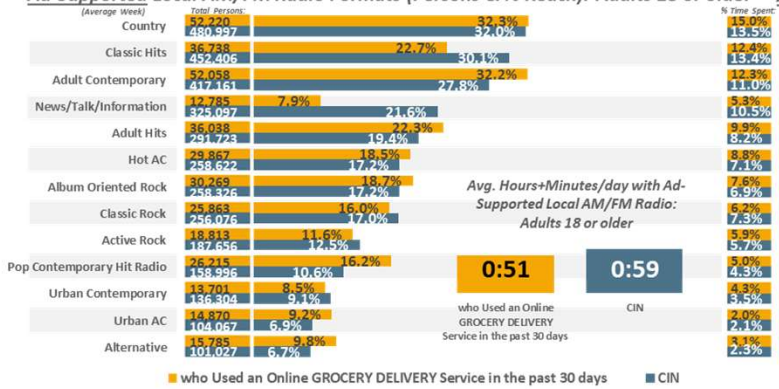
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



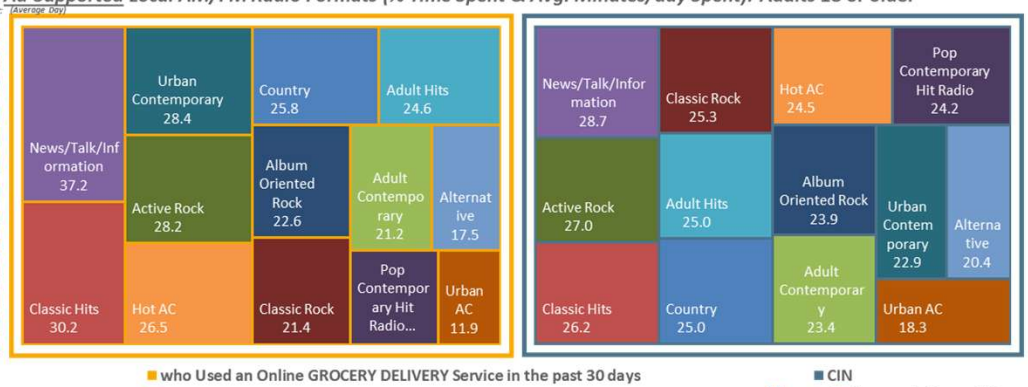
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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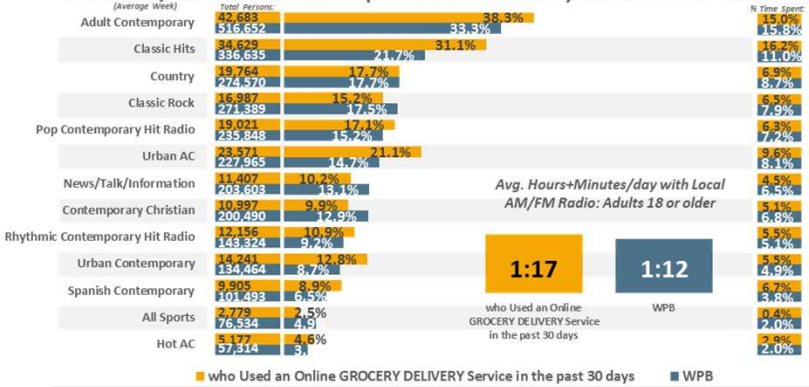
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

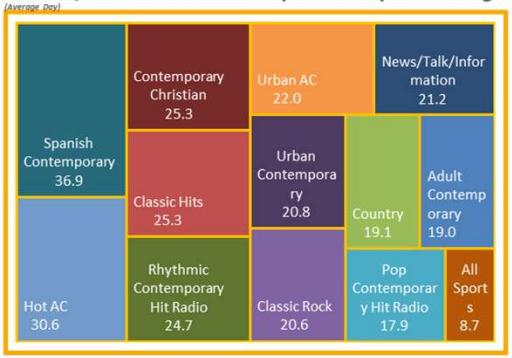


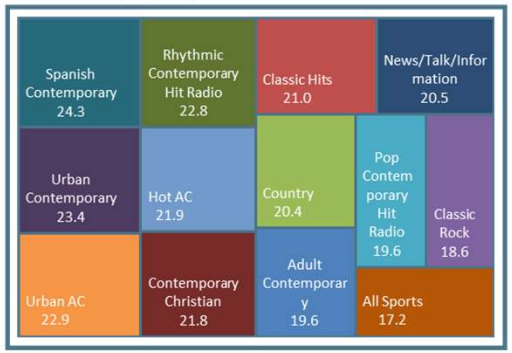
106,133 or 72.% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Country, and Pop Contemporary Hit Radio.

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

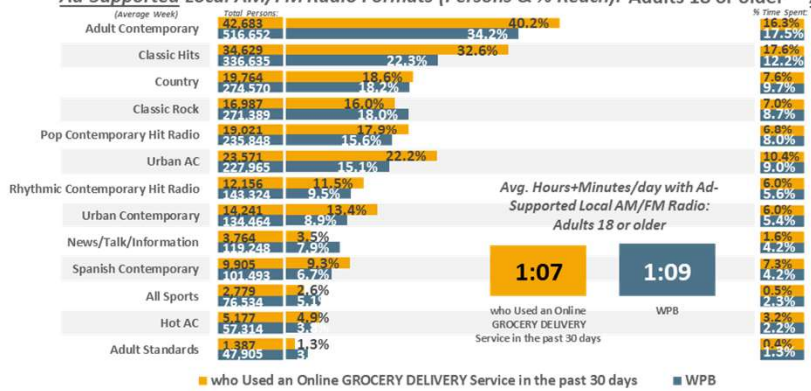


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

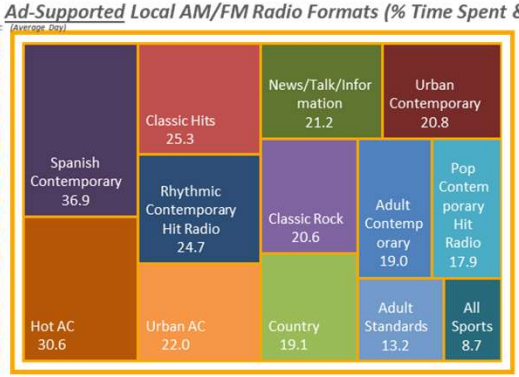


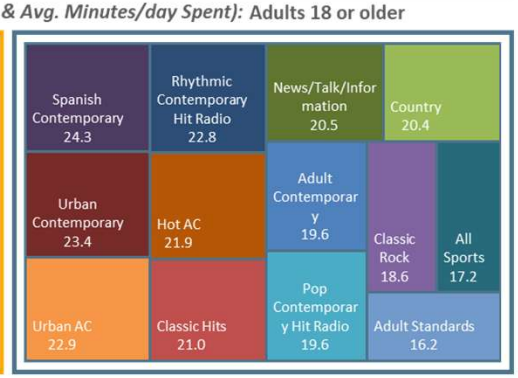


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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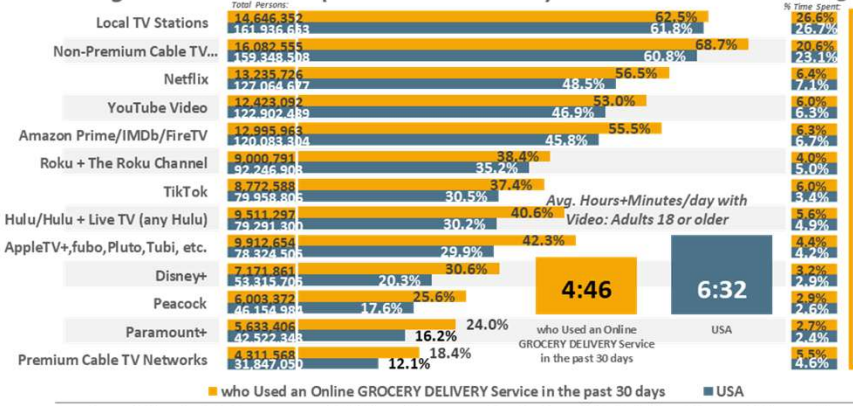
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

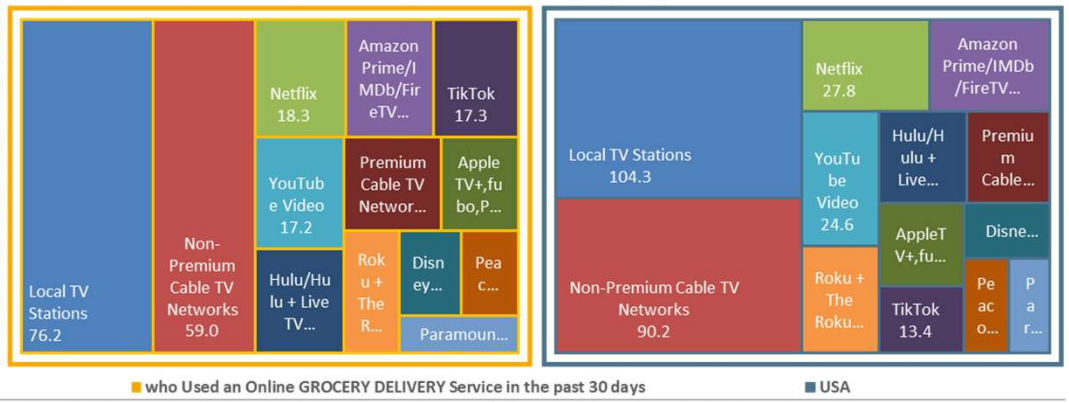


14,321,739 or 61.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

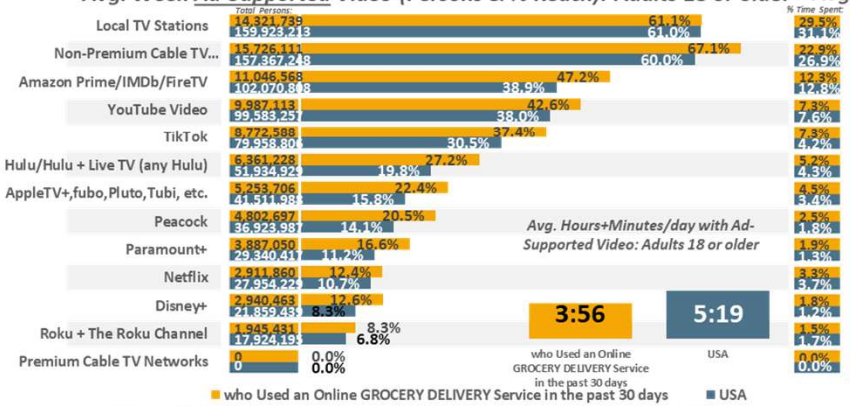


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

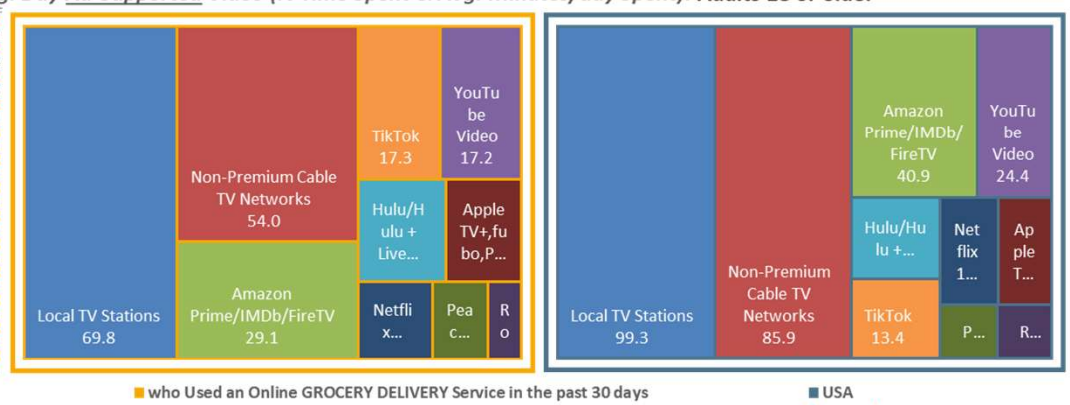


■ who Used an Online GROCERY DELIVERY Service in the past 30 days ■ USA

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



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



■ who Used an Online GROCERY DELIVERY Service in the past 30 days ■ USA

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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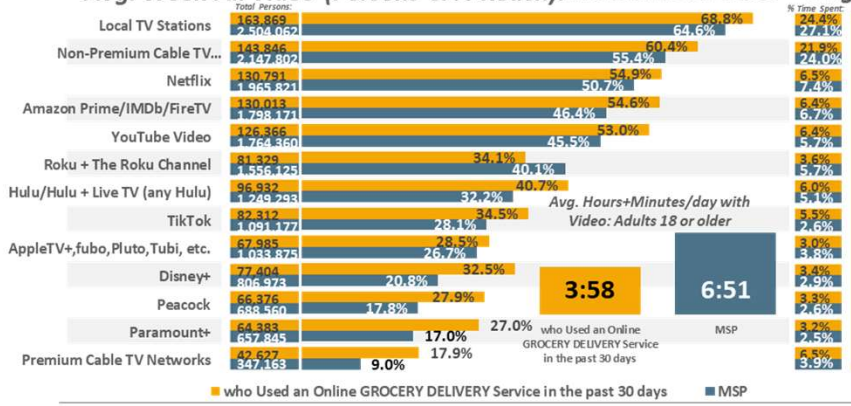
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

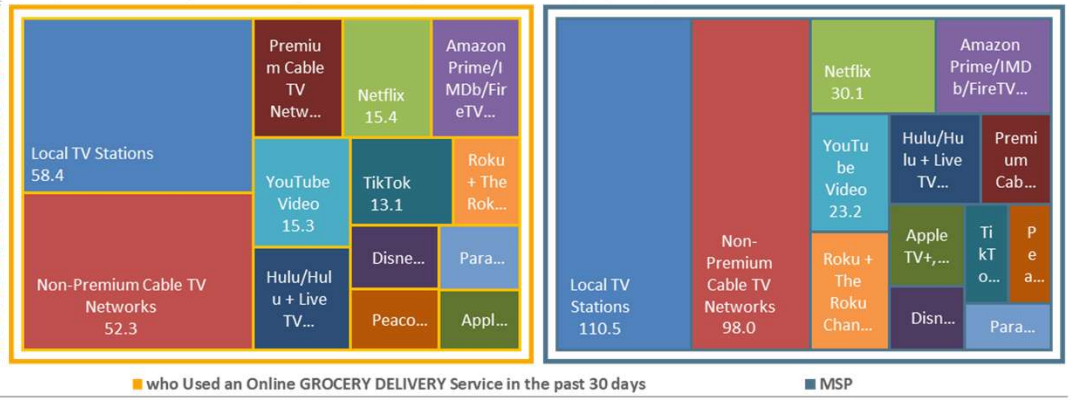


162,688 or 68.3% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 52.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

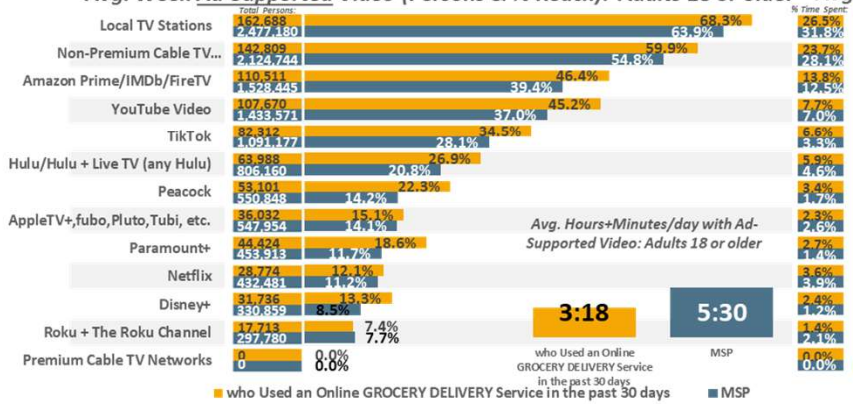
Avg. Week All Video (Persons & % Reach): Adults 18 or older



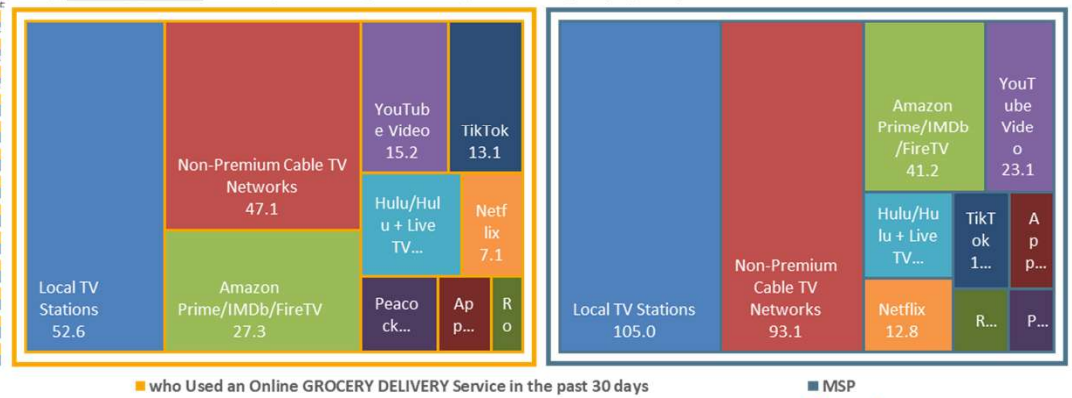
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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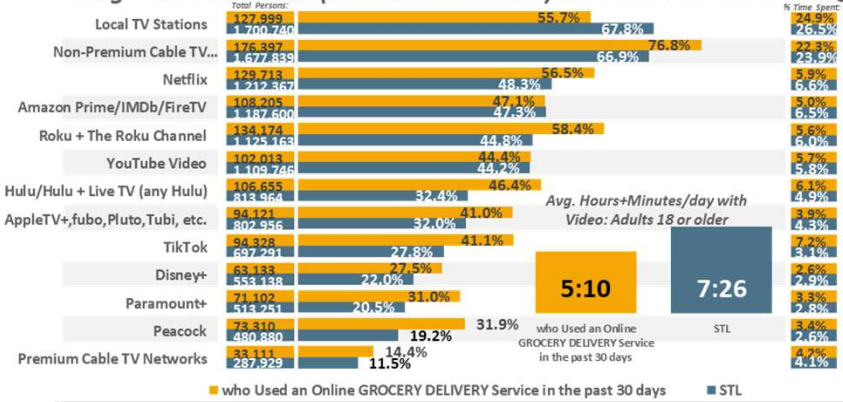
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

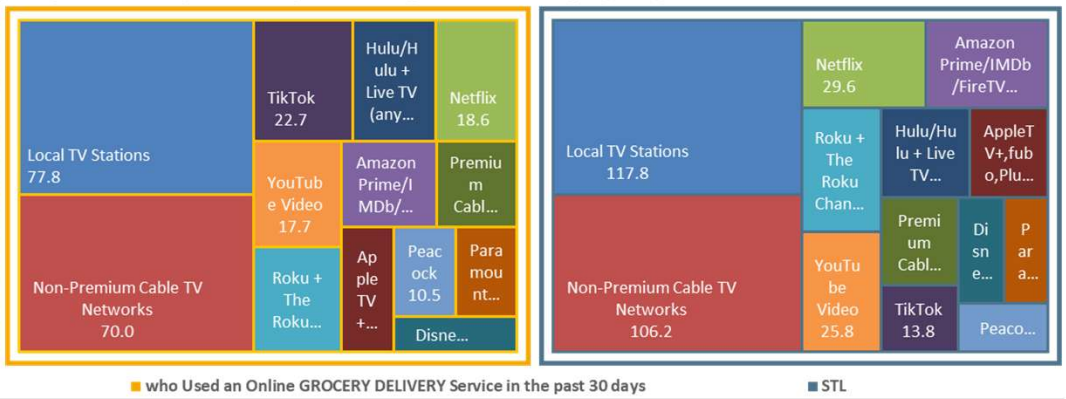


123,376 or 53.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

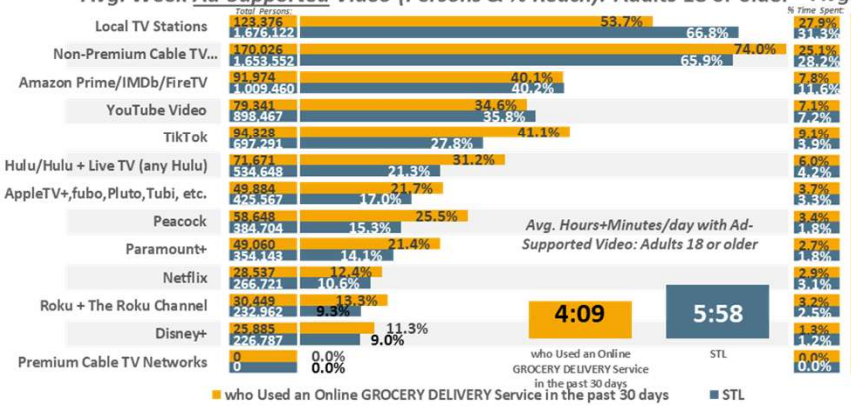
Avg. Week All Video (Persons & % Reach): Adults 18 or older



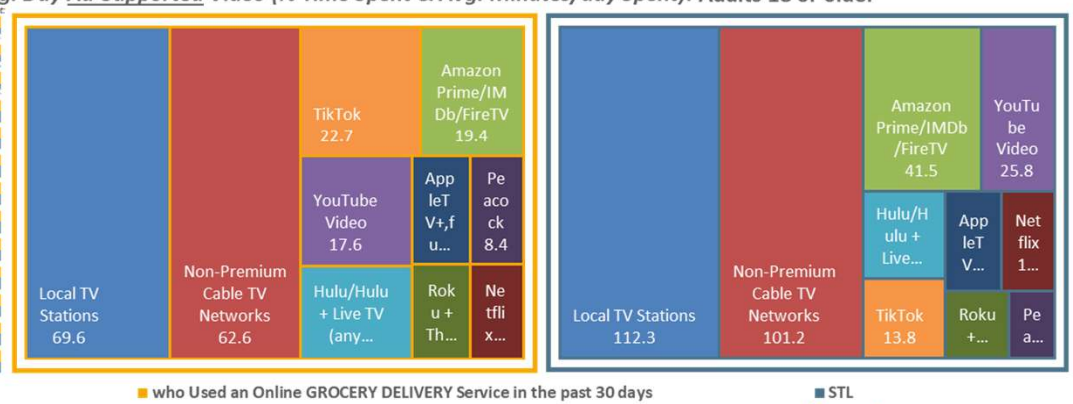
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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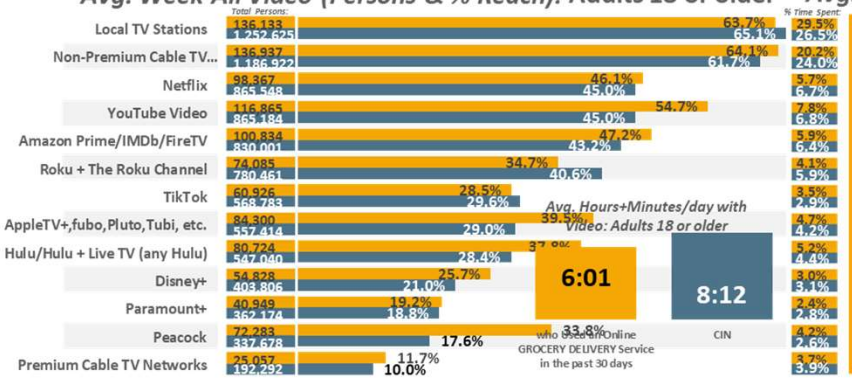
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

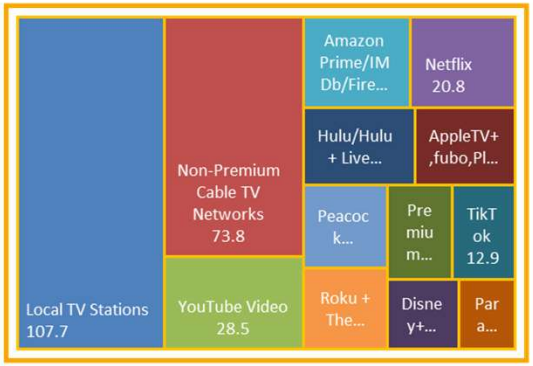


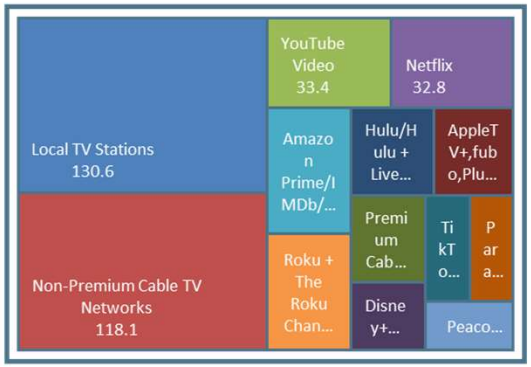
133,212 or 62.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

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

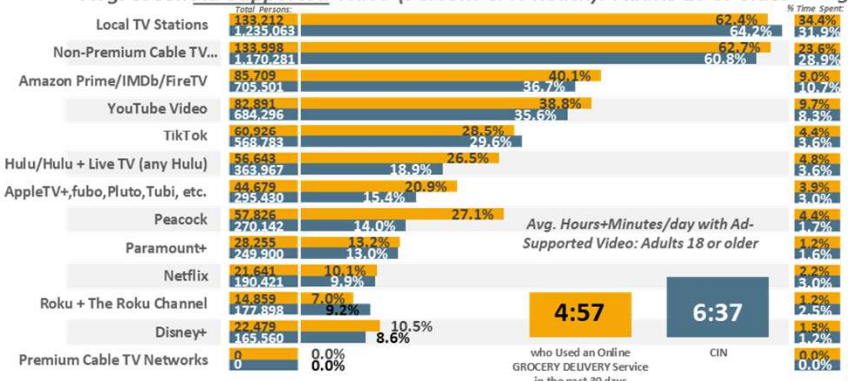


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

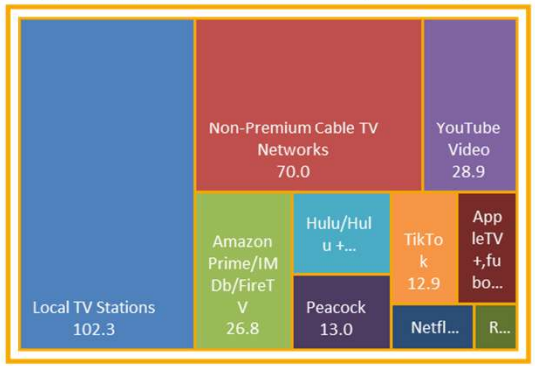


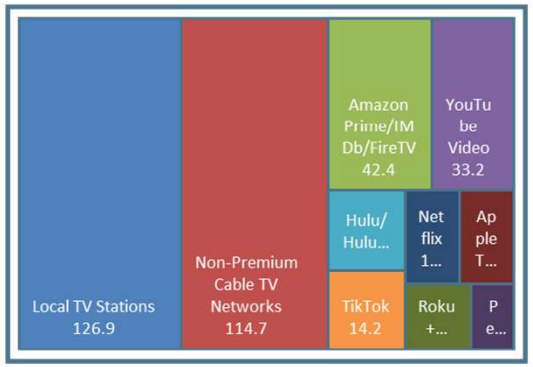


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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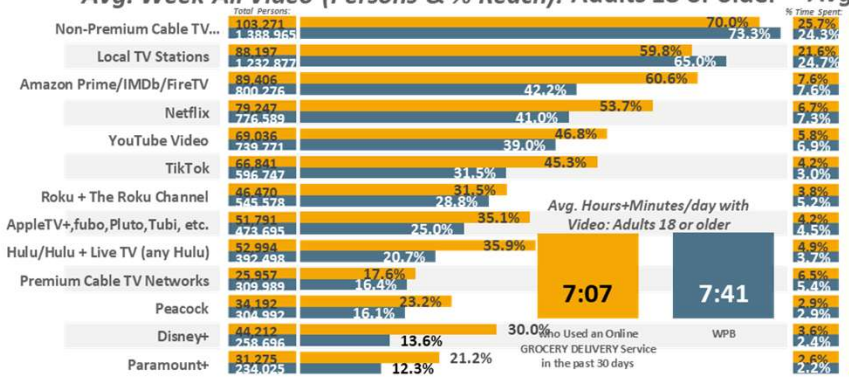
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

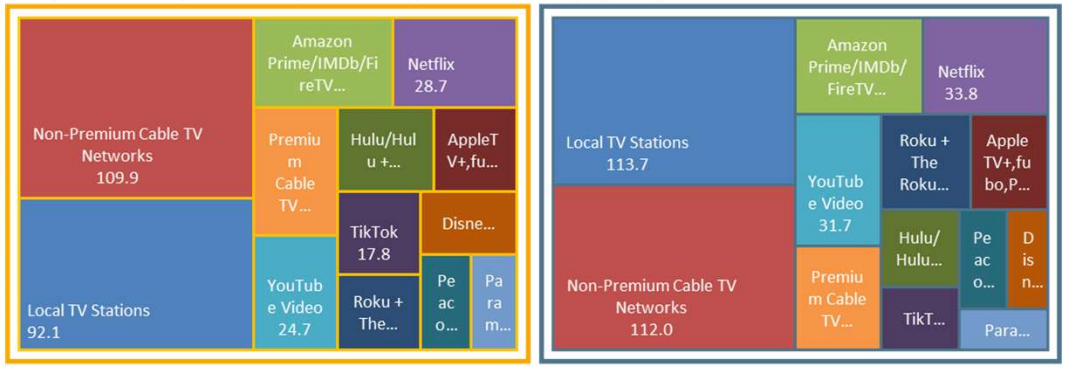


86,458 or 58.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.3 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.

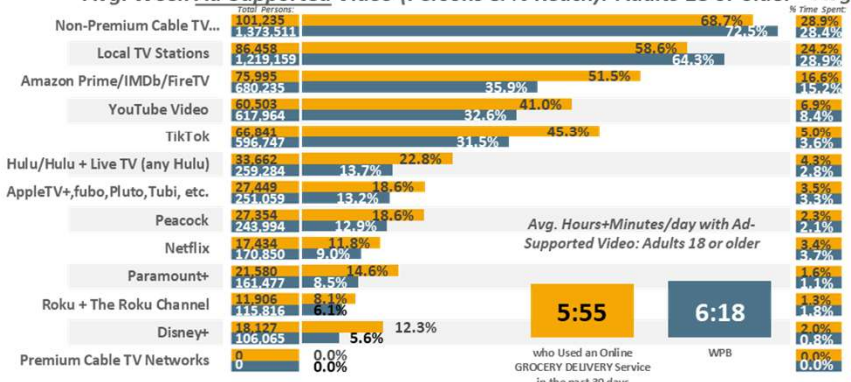
Avg. Week All Video (Persons & % Reach): Adults 18 or older



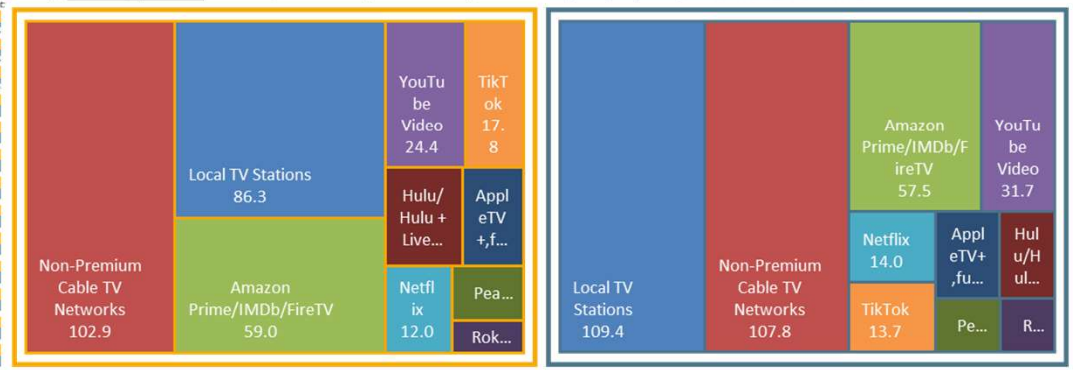
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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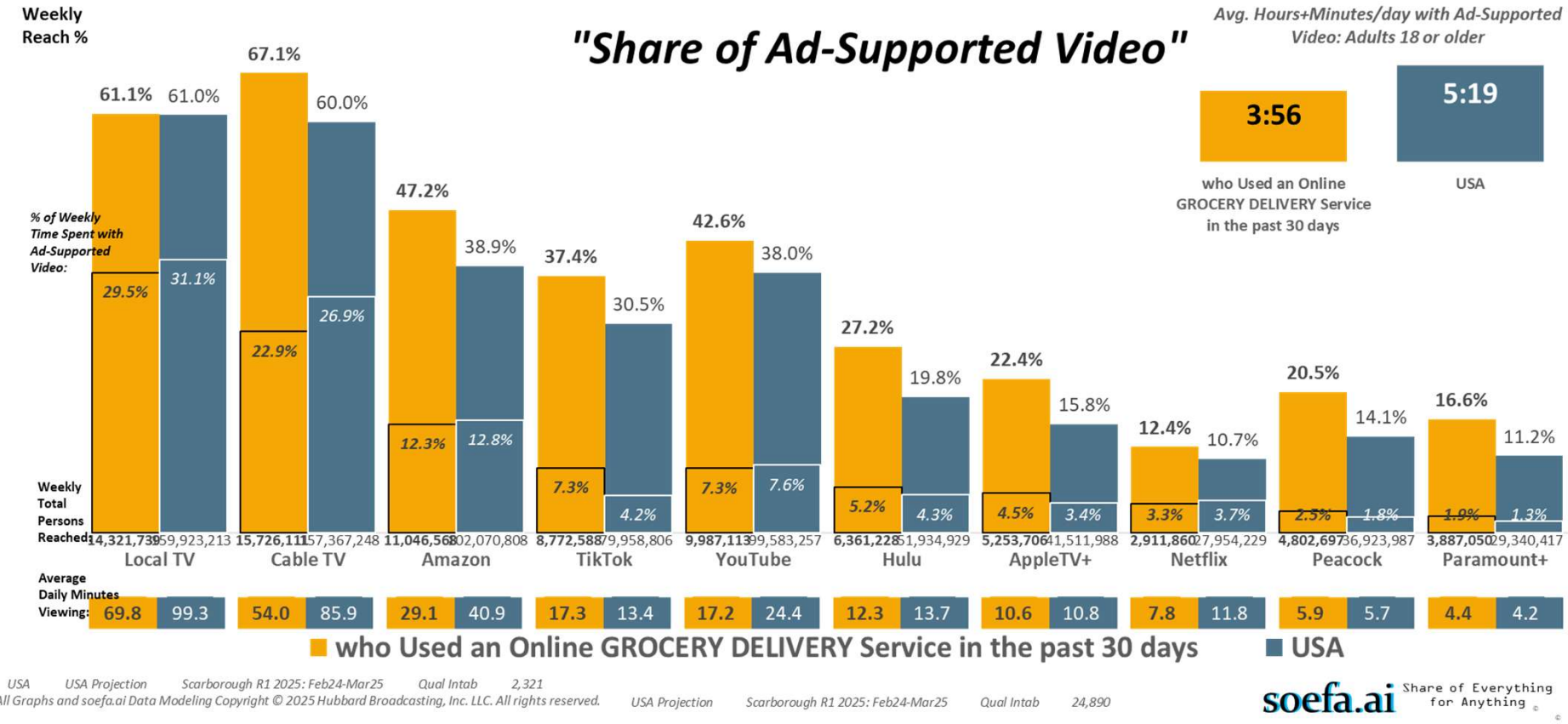
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



14,321,739 or 61.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



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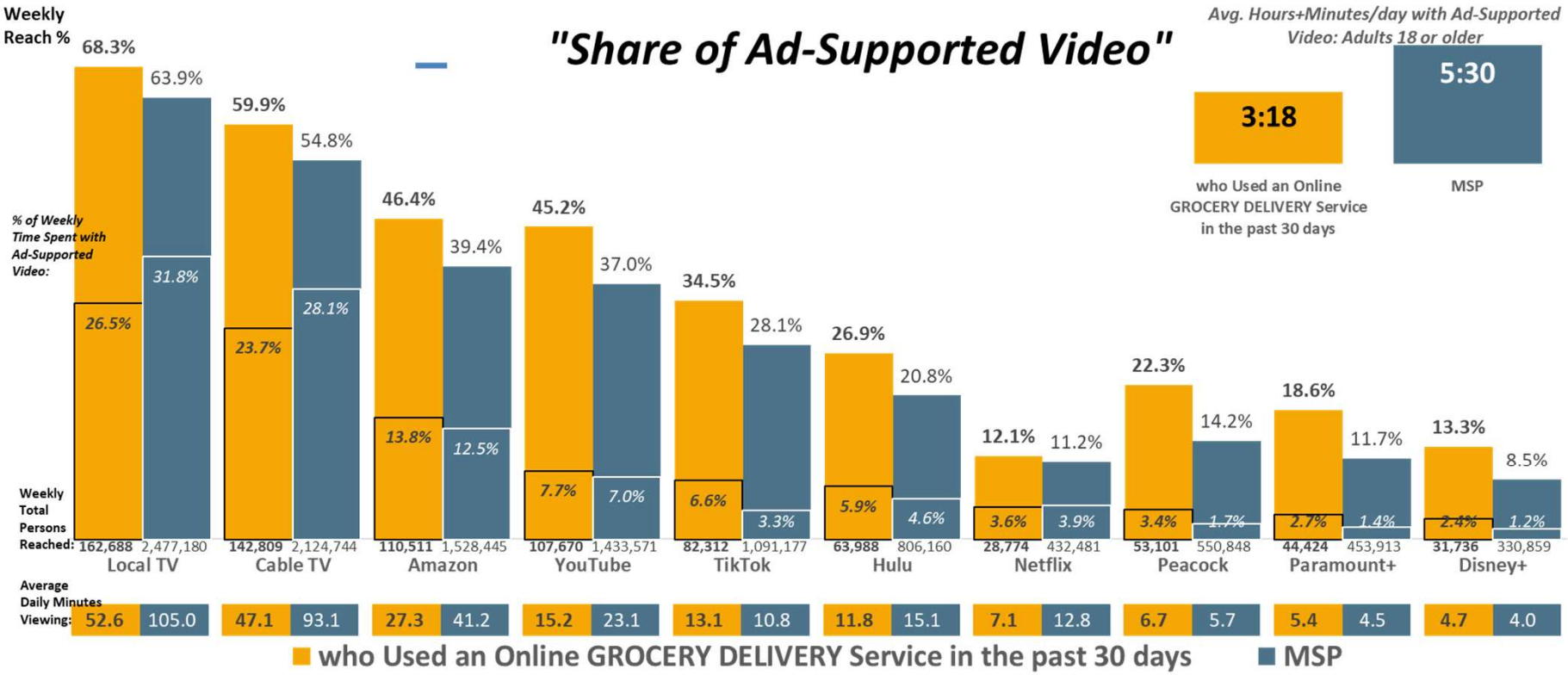

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



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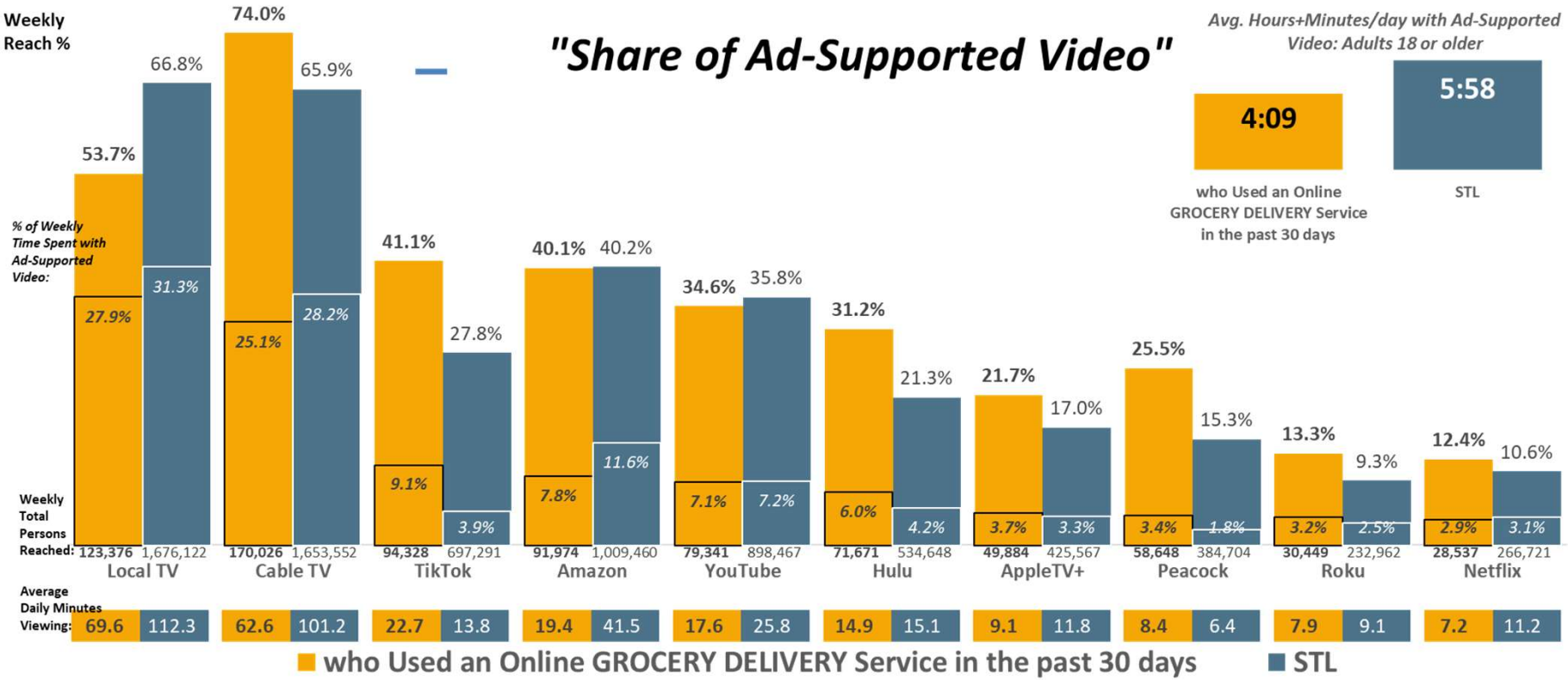

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



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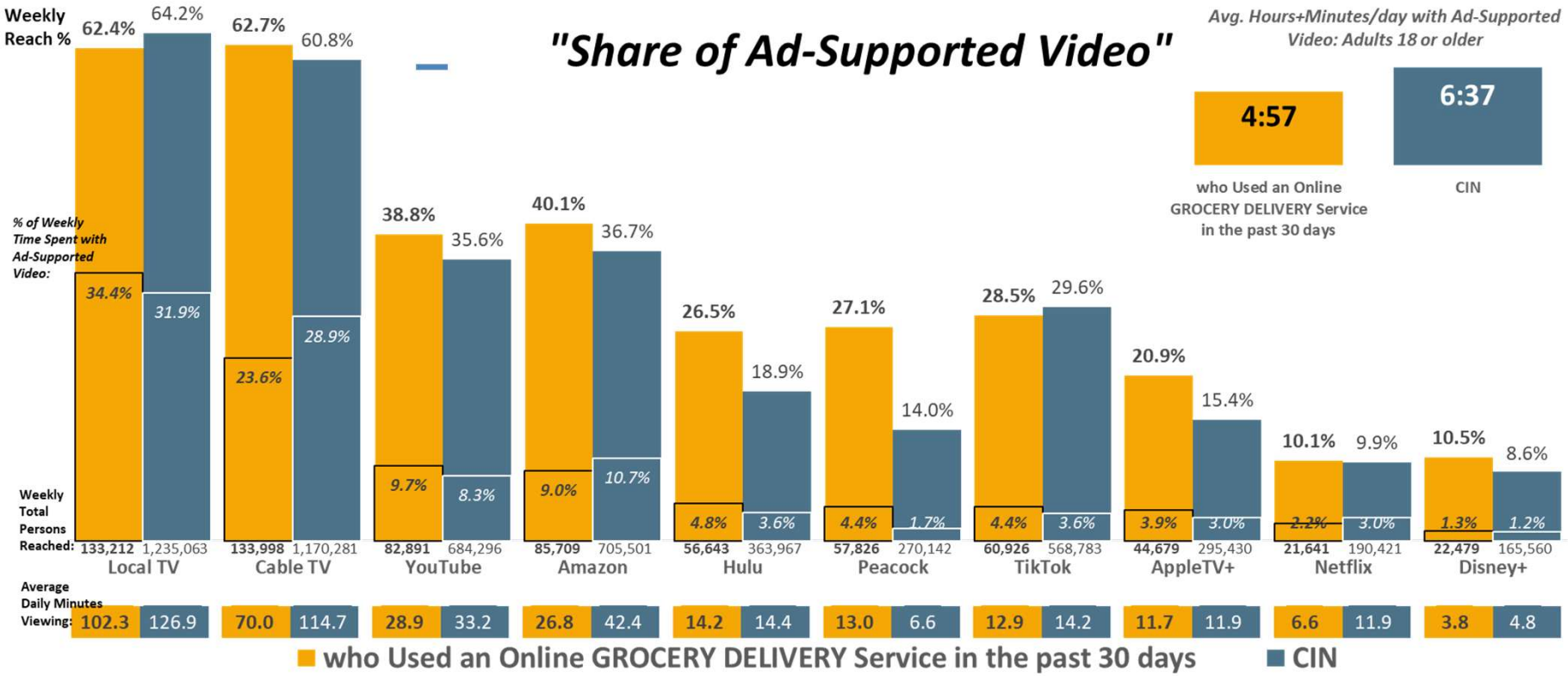

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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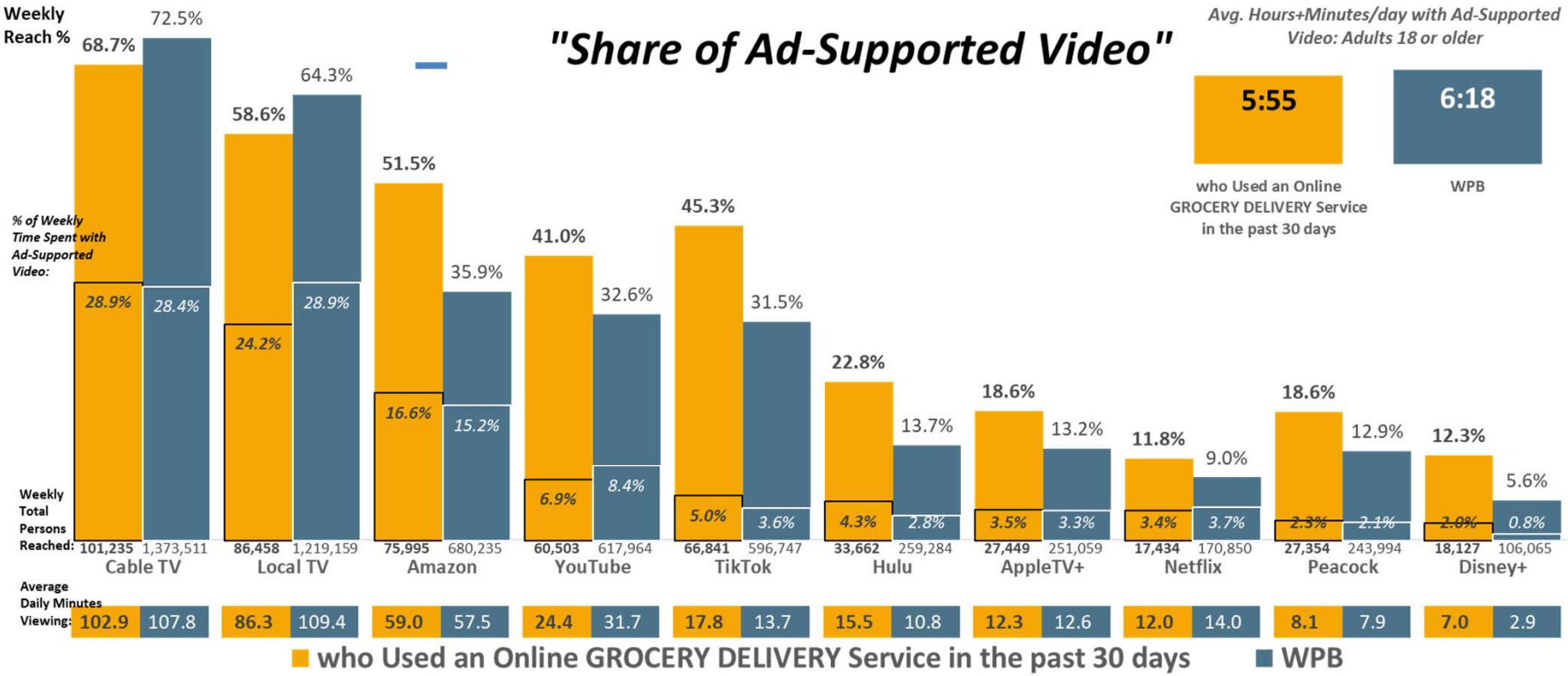
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



86,458 or 58.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.3 minutes every day representing 24.2% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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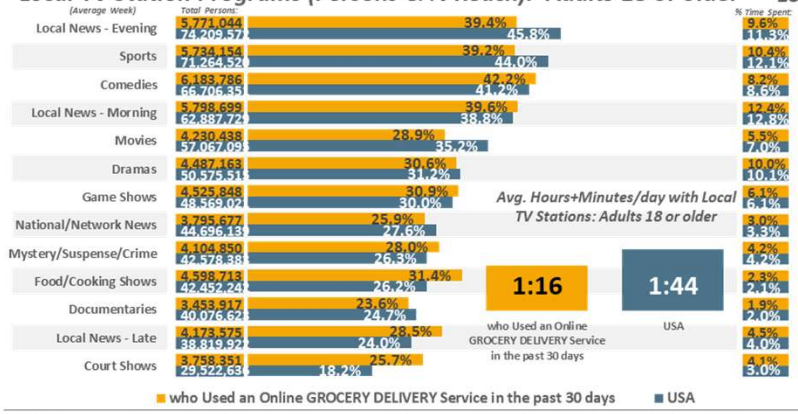
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

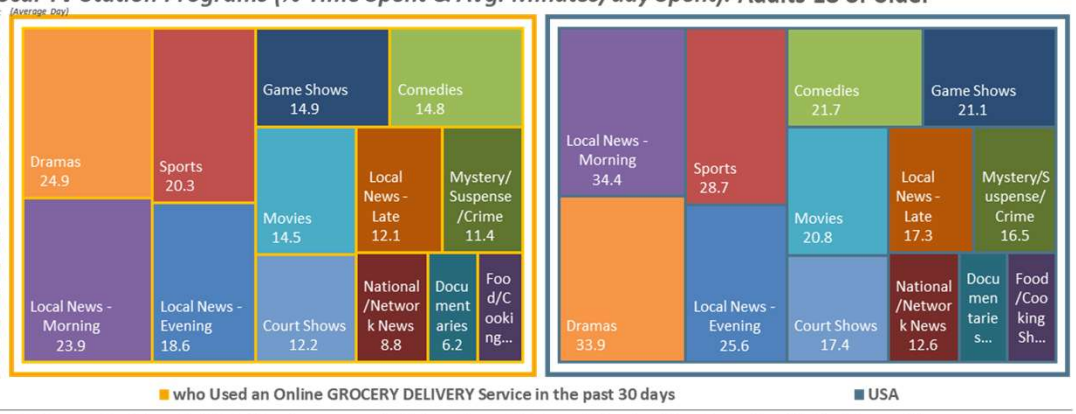


14,321,739 or 61.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Sports, Local News - Evening, Game Shows, and Dramas.

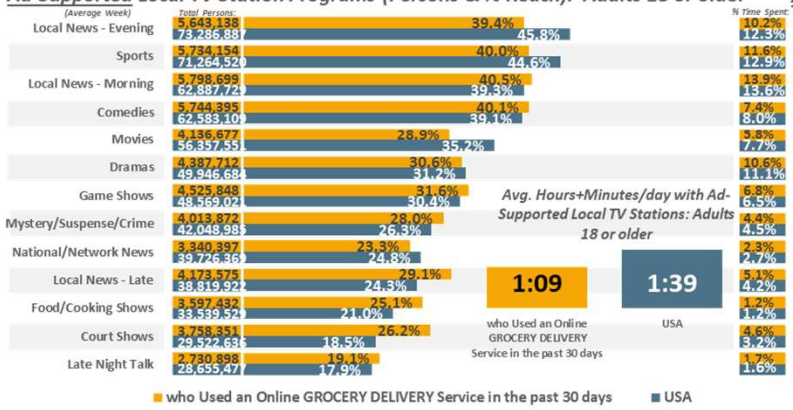
Local TV Station Programs (Persons & % Reach): Adults 18 or older



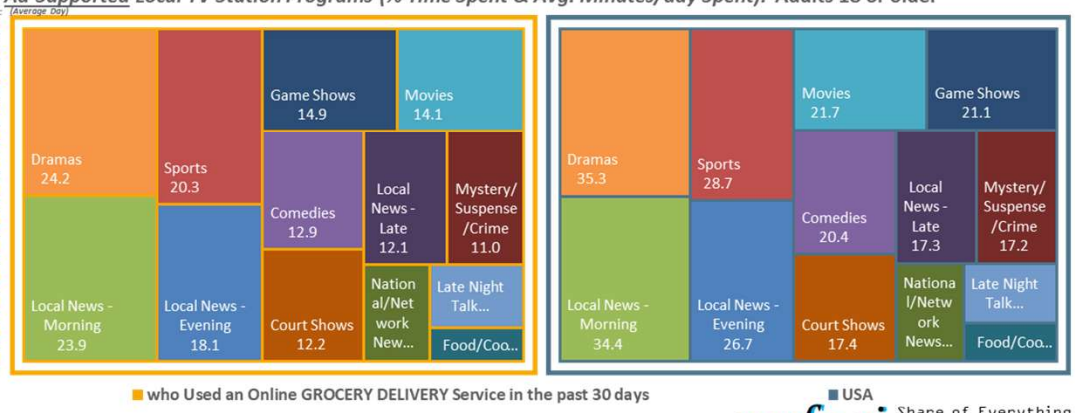
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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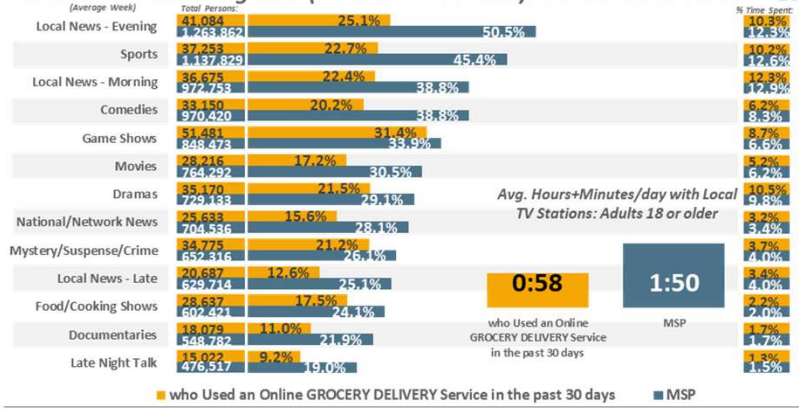
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

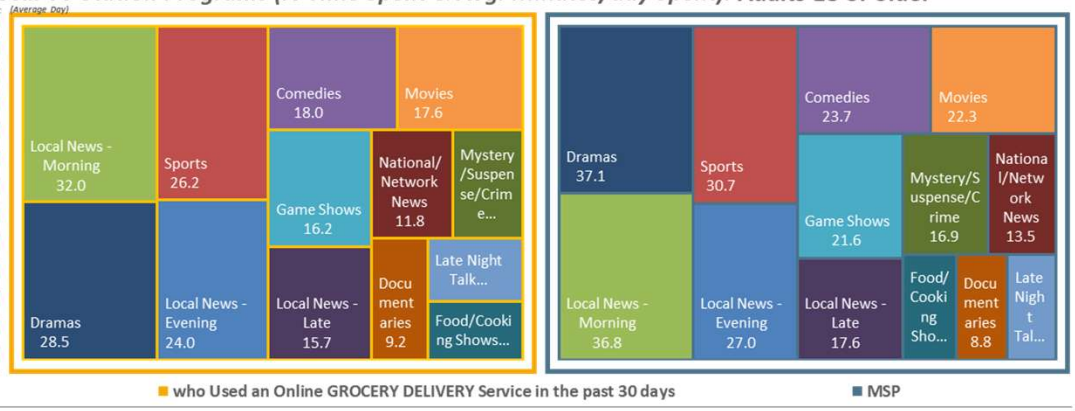


162,688 or 68.3% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Local News - Evening, Sports, Local News - Morning, Dramas, and Mystery/Suspens

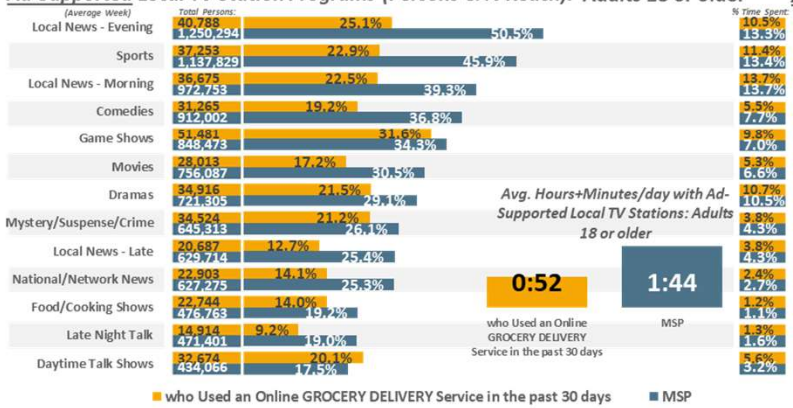
Local TV Station Programs (Persons & % Reach): Adults 18 or older



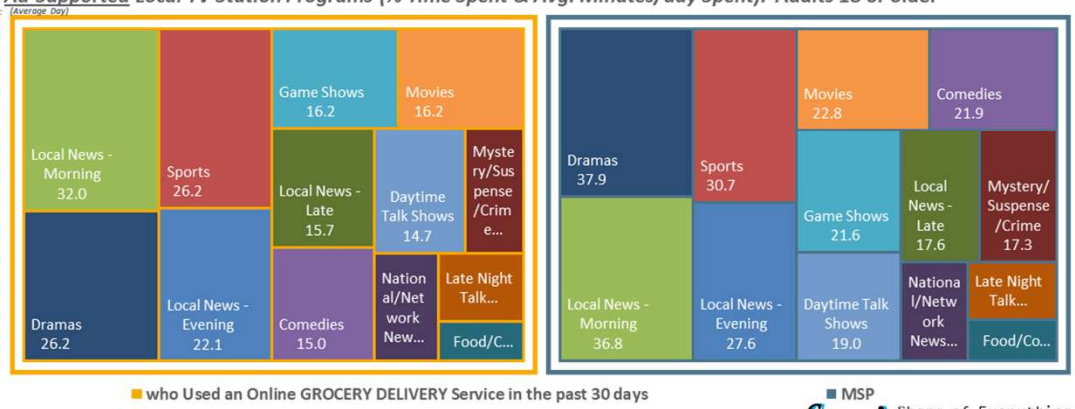
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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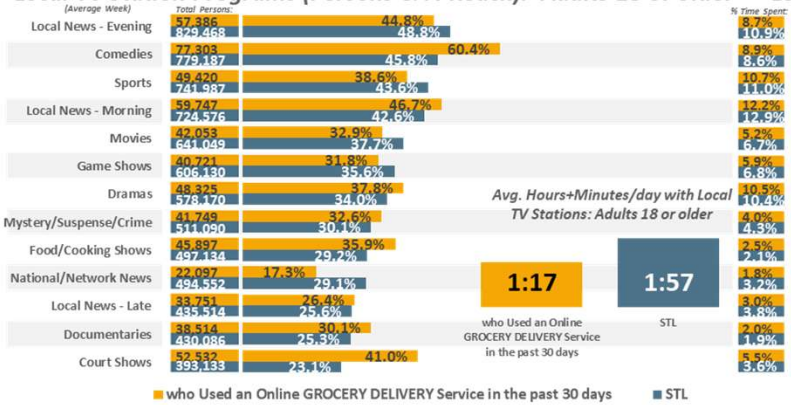
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

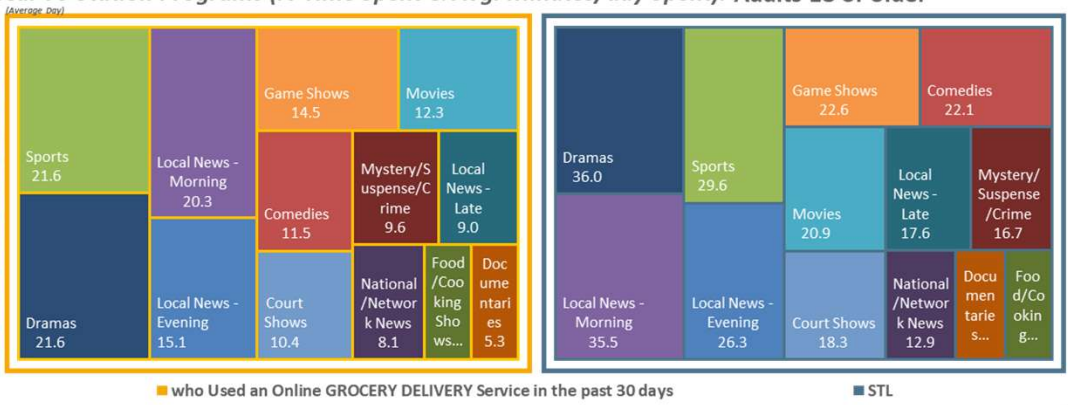


123,376 or 53.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Court Shows, Sports, and Dramas.

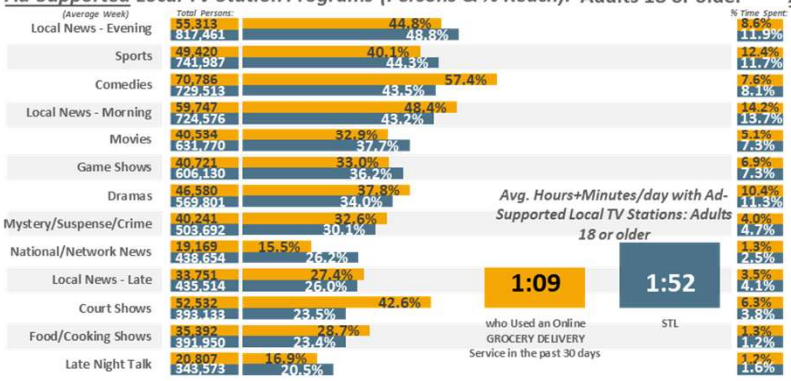
Local TV Station Programs (Persons & % Reach): Adults 18 or older



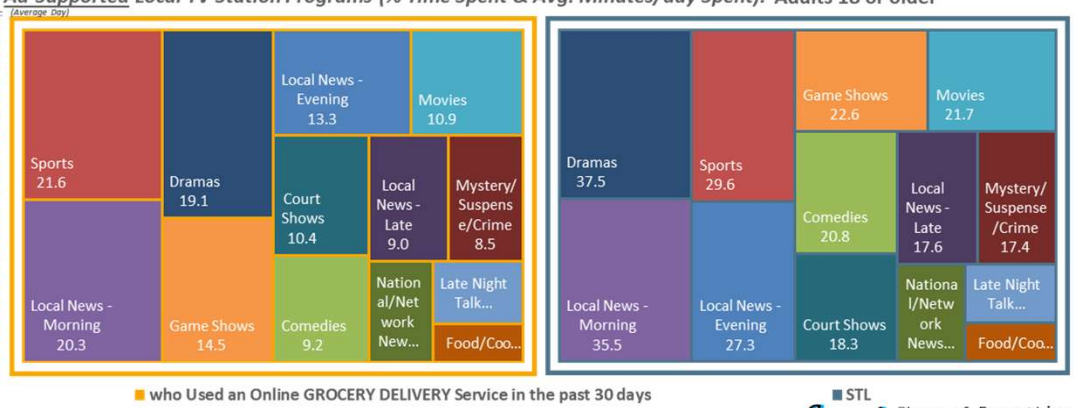
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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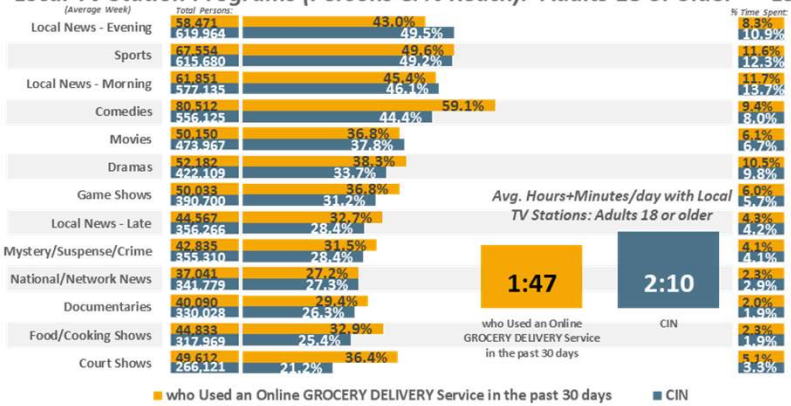
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

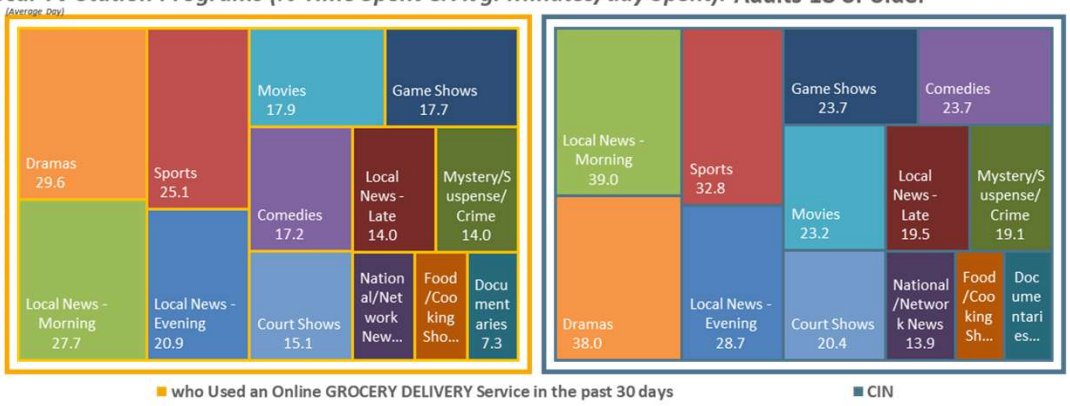


133,212 or 62.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Dramas, and Game Shows.

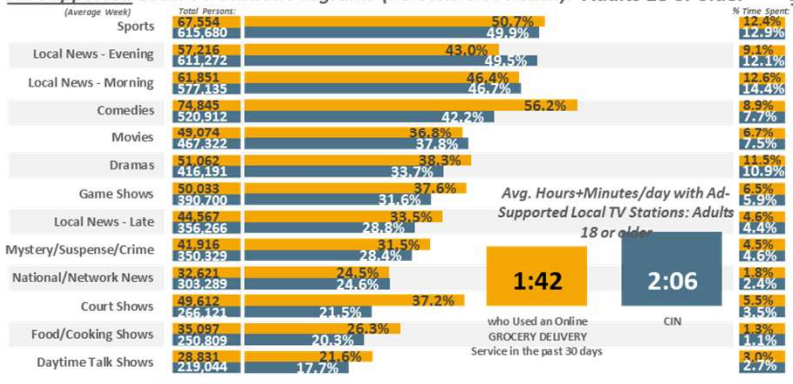
Local TV Station Programs (Persons & % Reach): Adults 18 or older



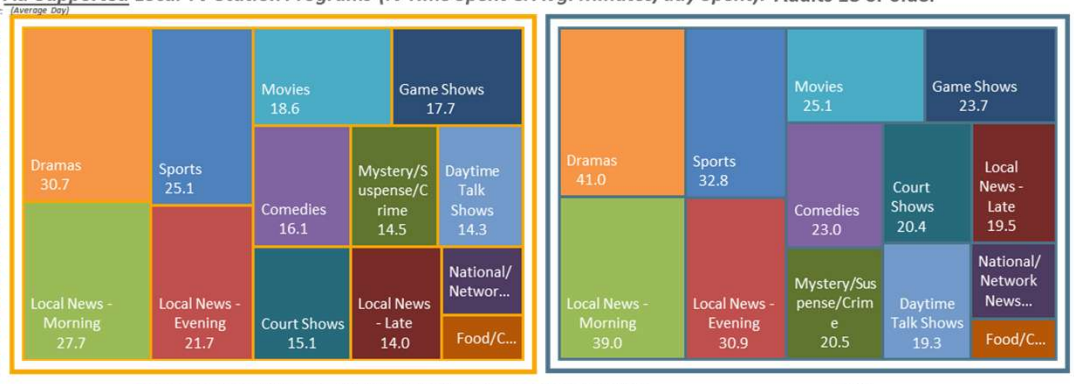
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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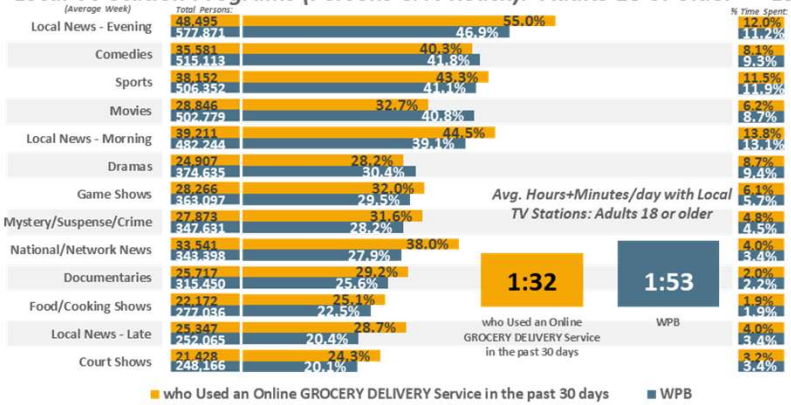
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

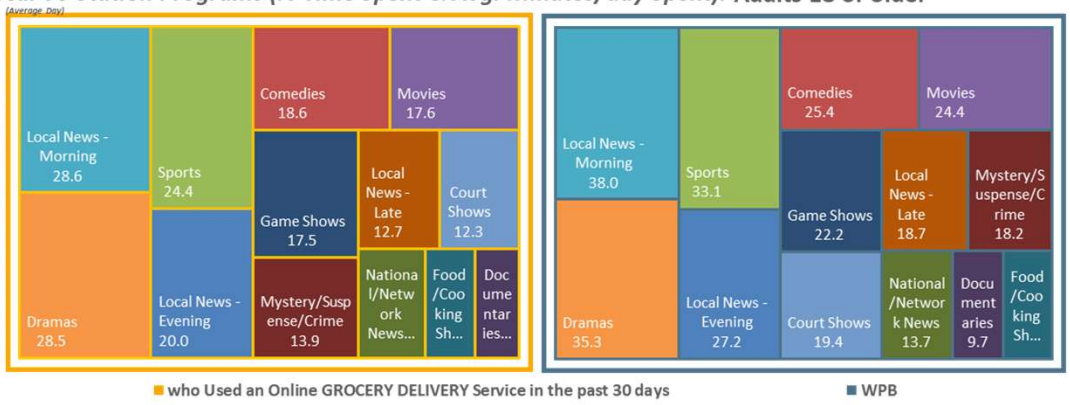


86,458 or 58.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, National/Network News, and Mov

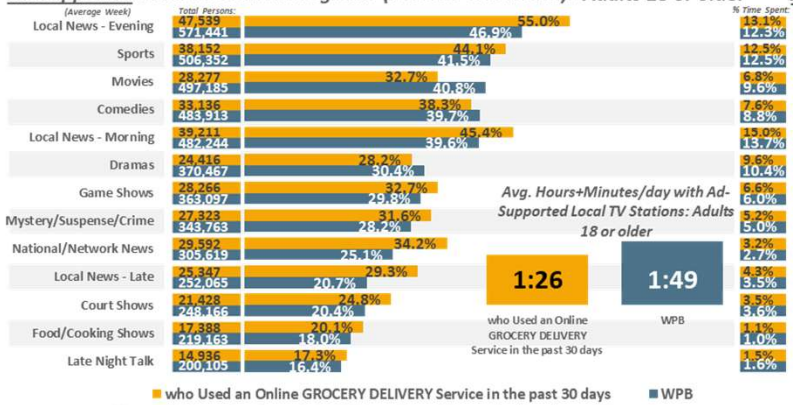
Local TV Station Programs (Persons & % Reach): Adults 18 or older



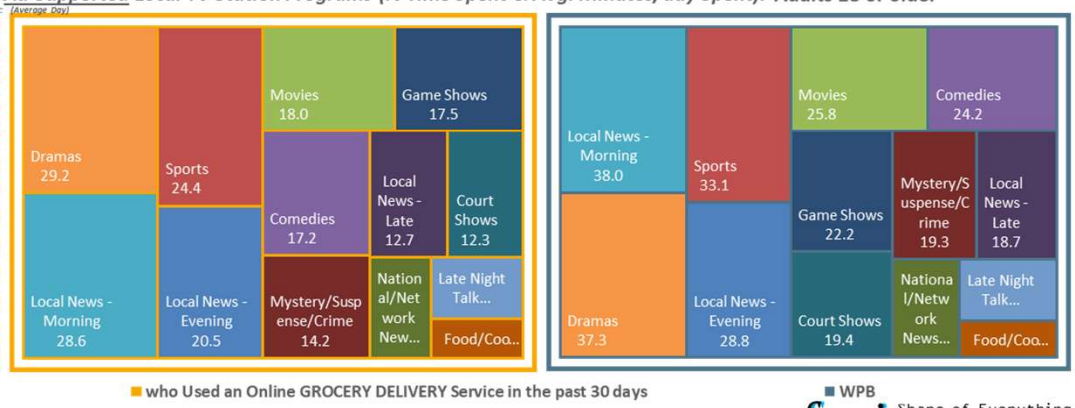
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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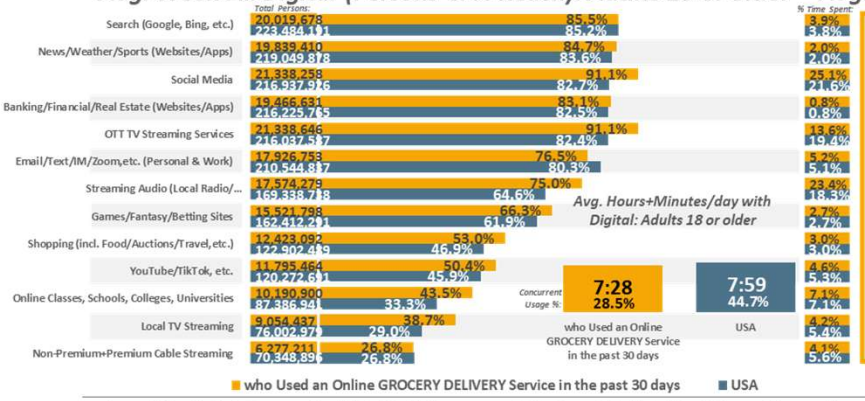
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

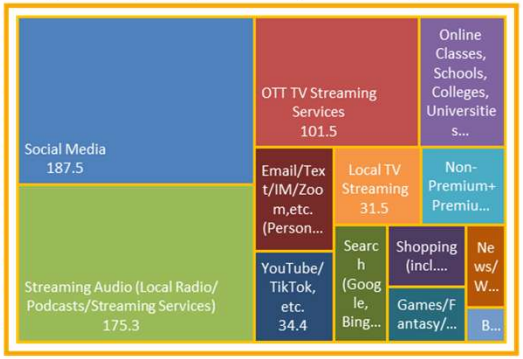


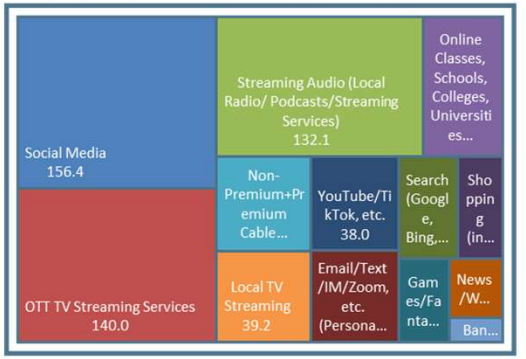
18,551,688 or 79.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 163. minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

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

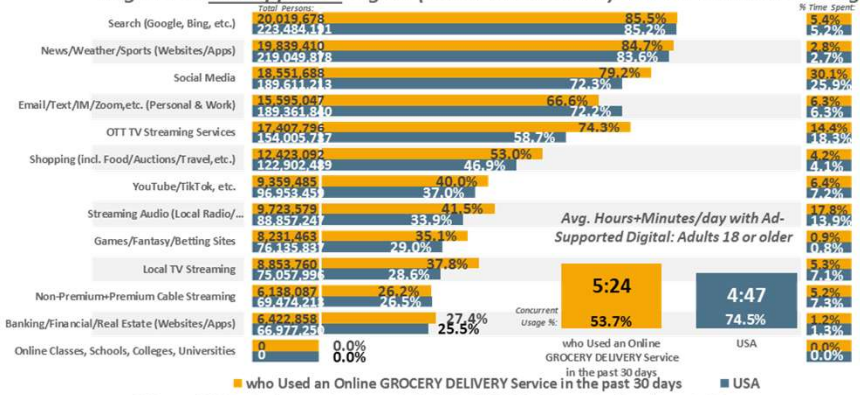


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

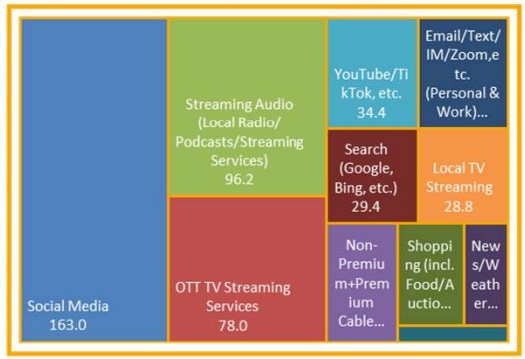


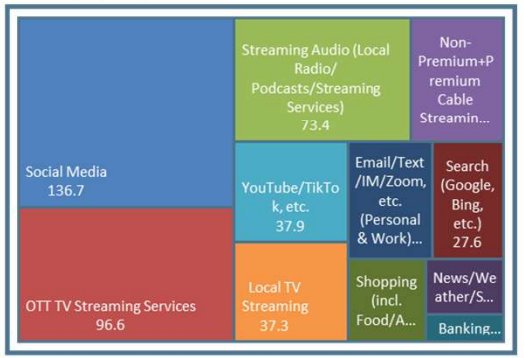


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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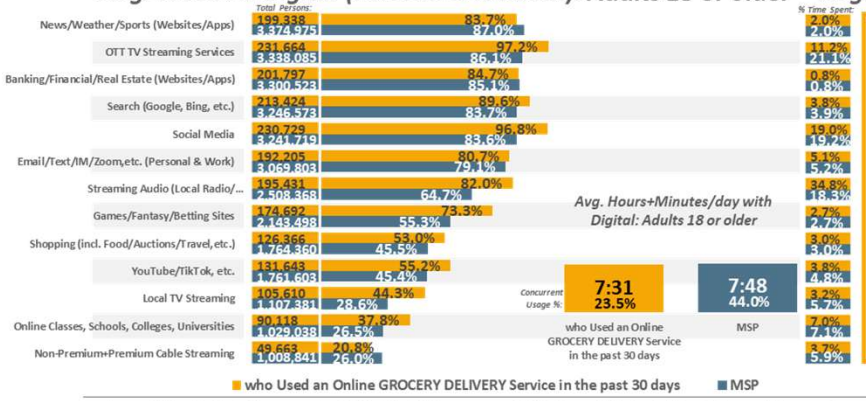
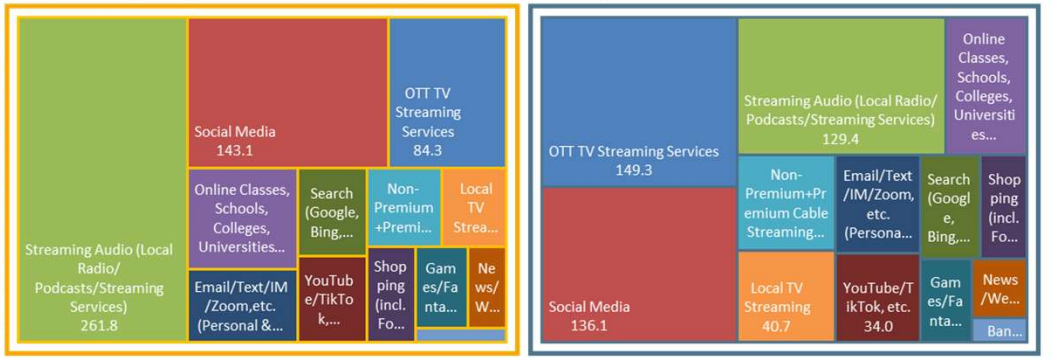
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

196,580 or 82.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 121.9 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

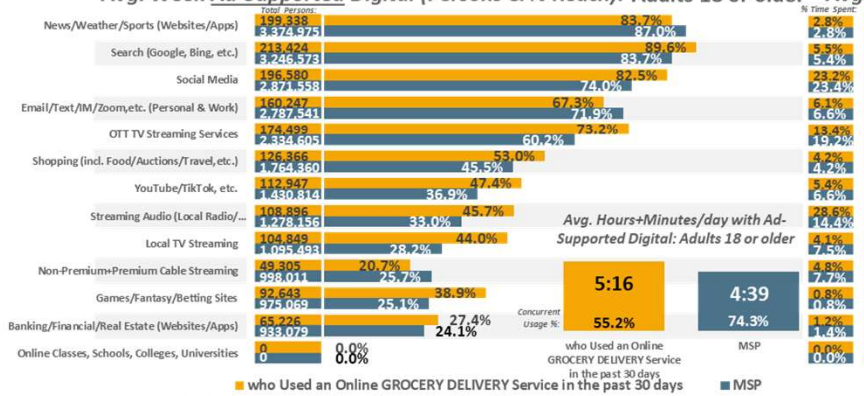
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



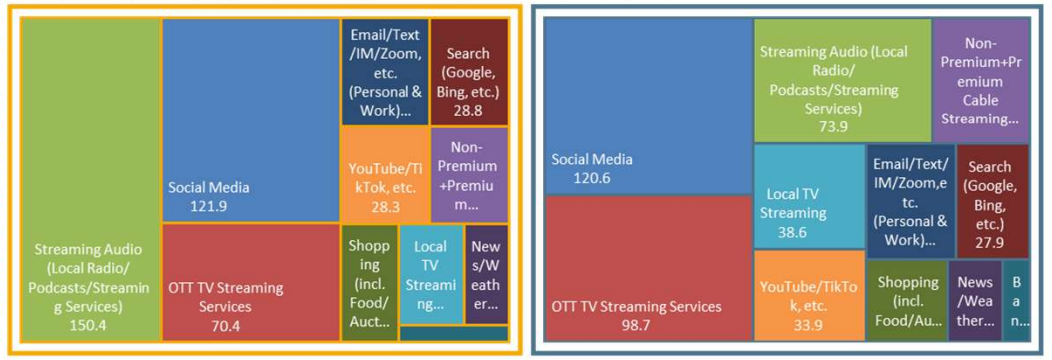
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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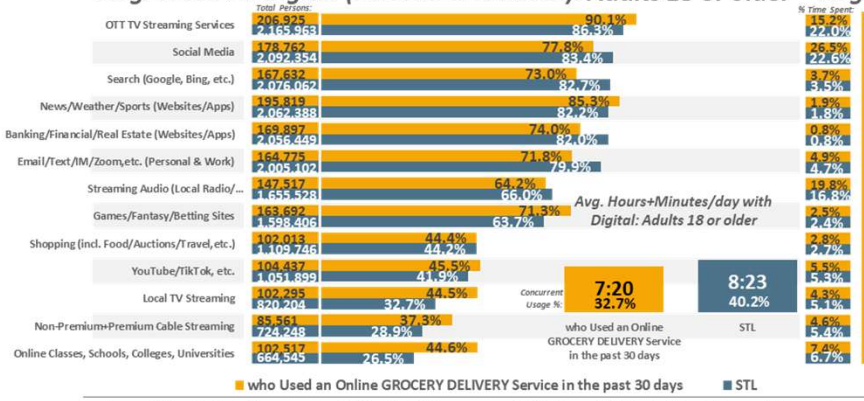
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

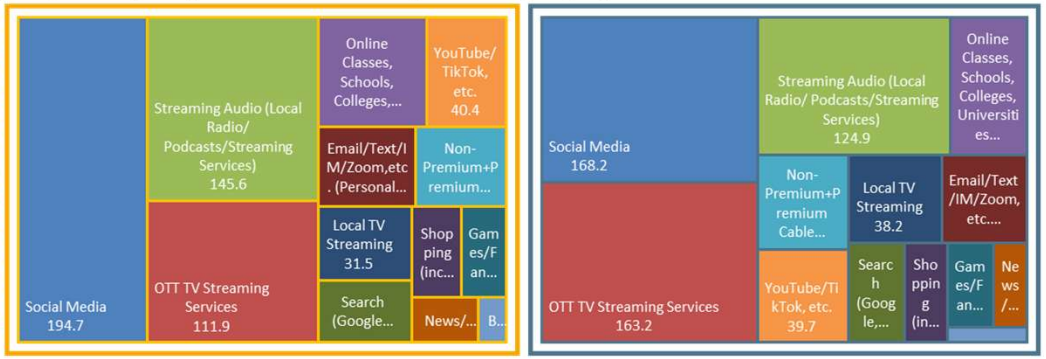


155,426 or 67.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 169.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Digital Media.

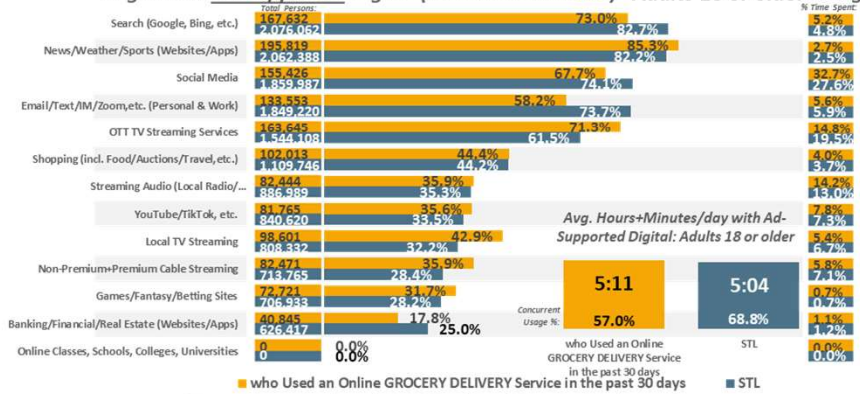
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



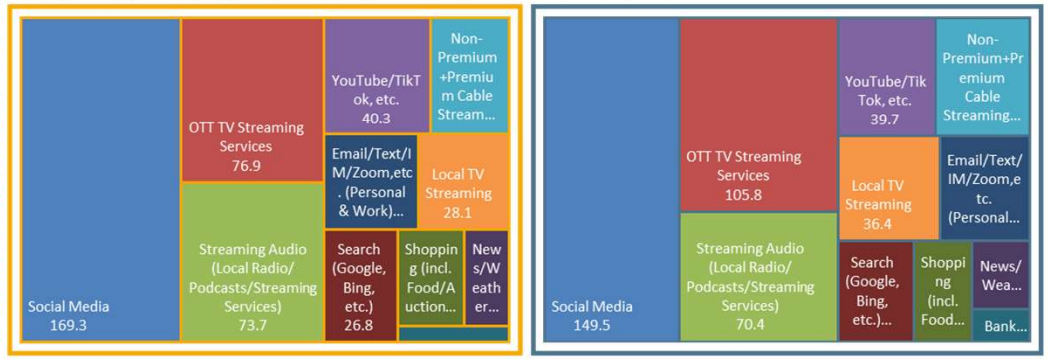
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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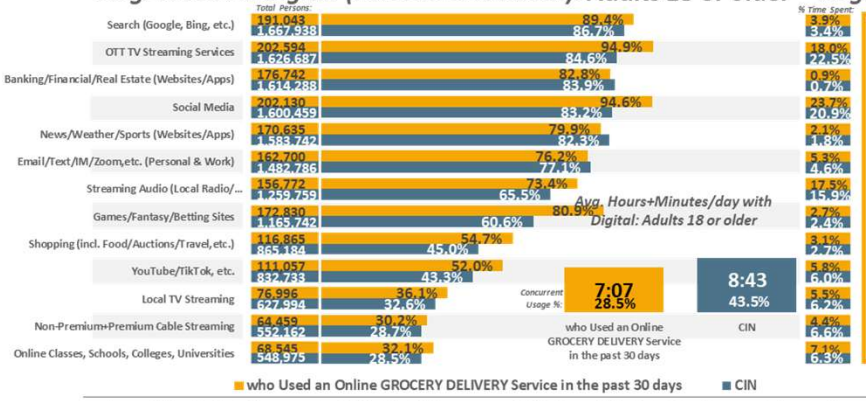
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

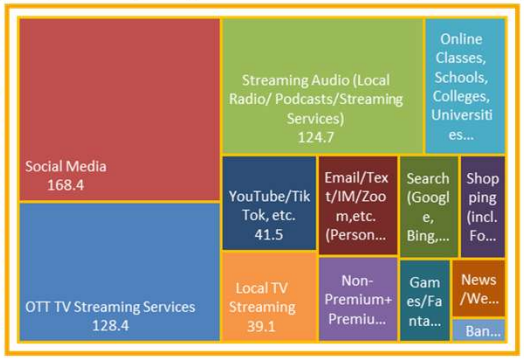


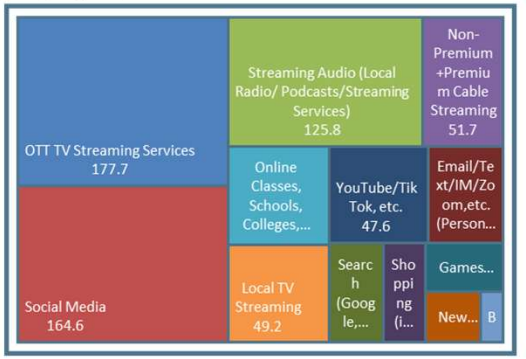
175,644 or 82.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 146.4 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

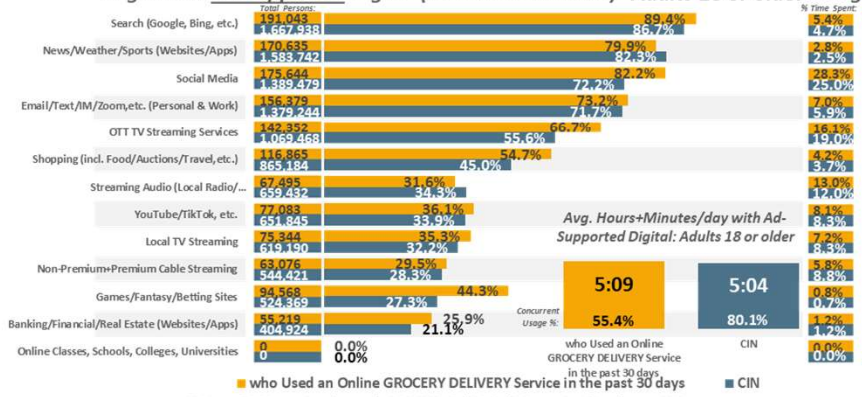


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

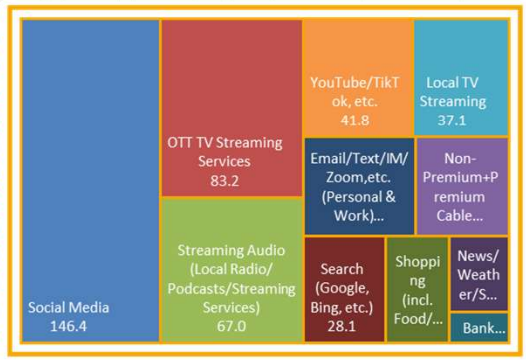


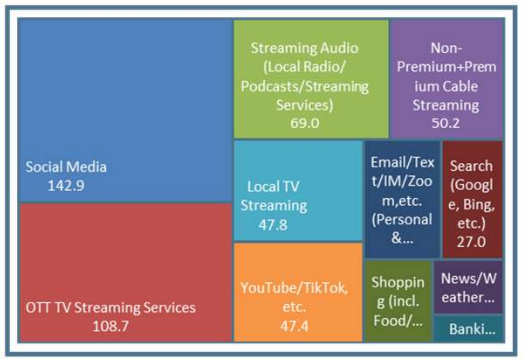


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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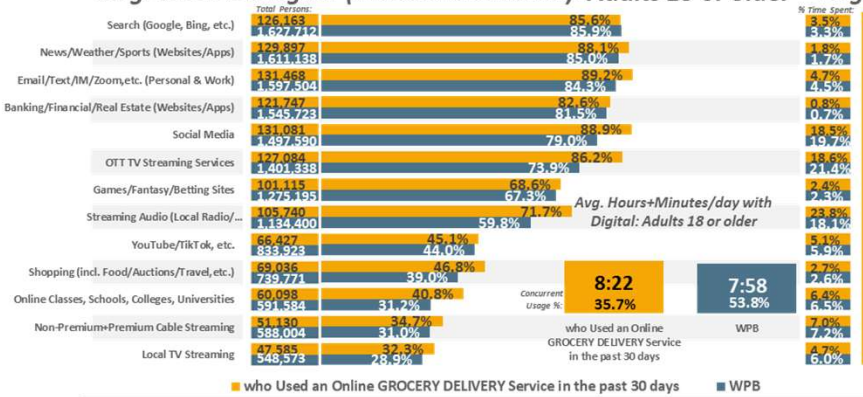
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

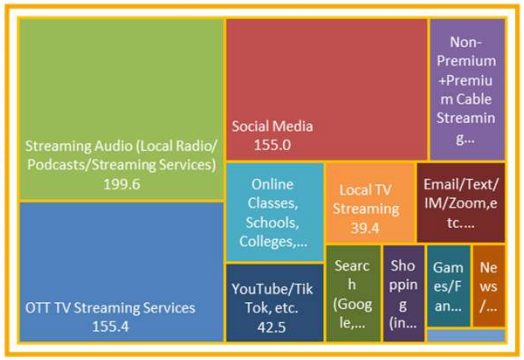


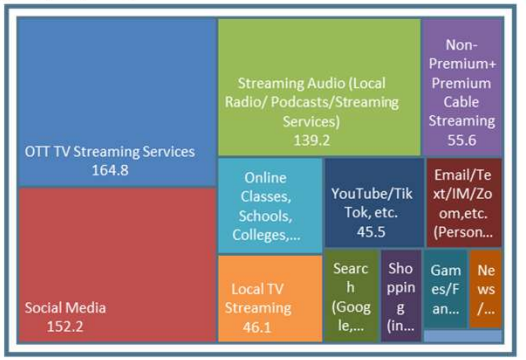
113,629 or 77.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Social Media for an average of 134.3 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

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

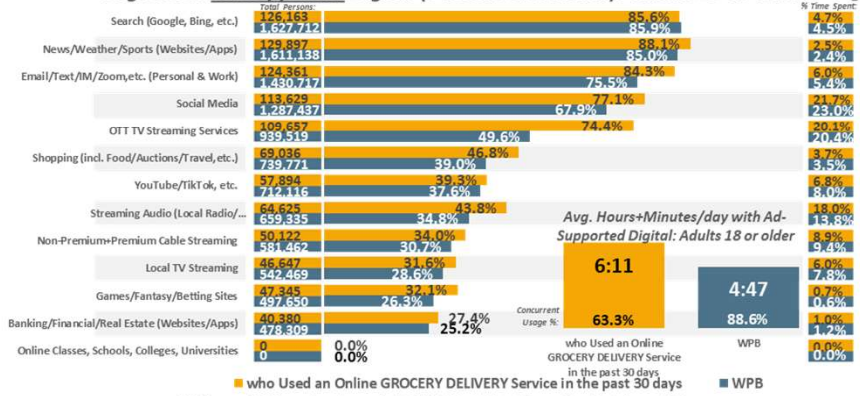


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

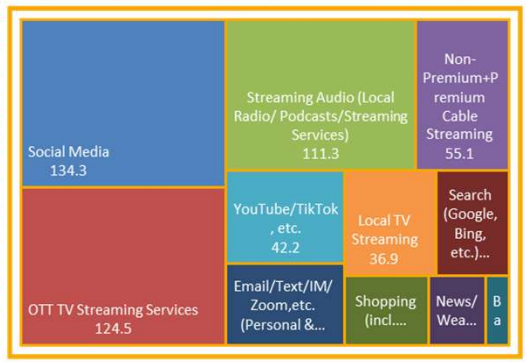


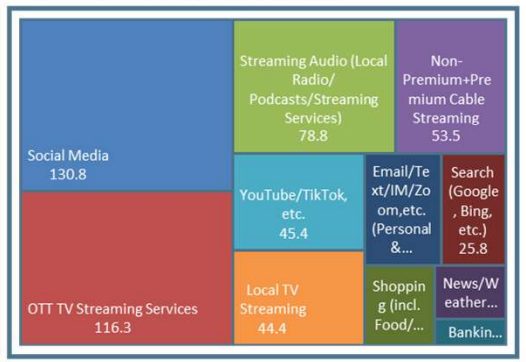


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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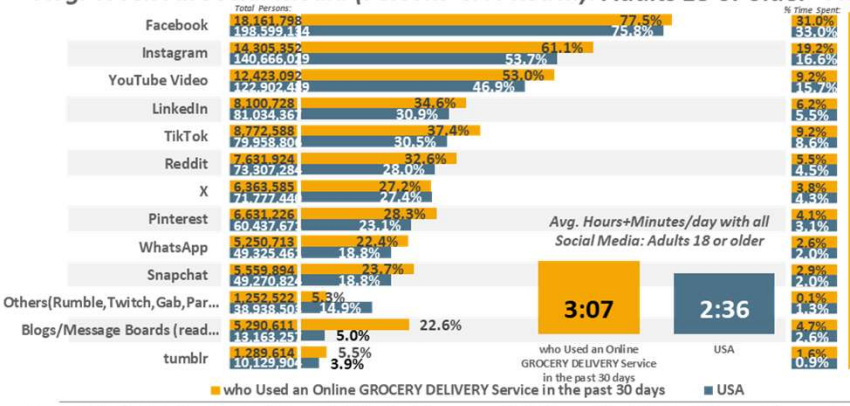
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

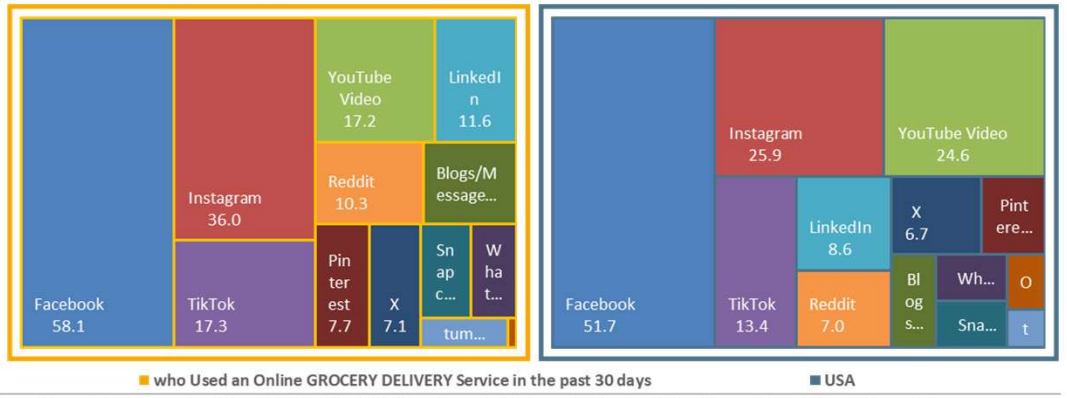


18,161,798 or 77.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

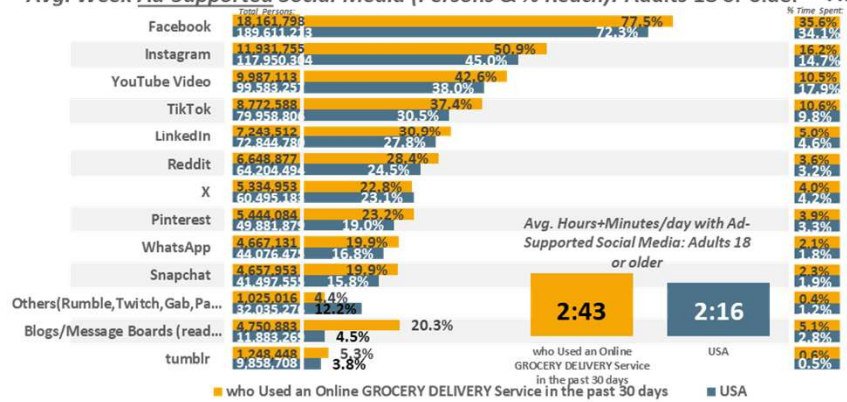
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



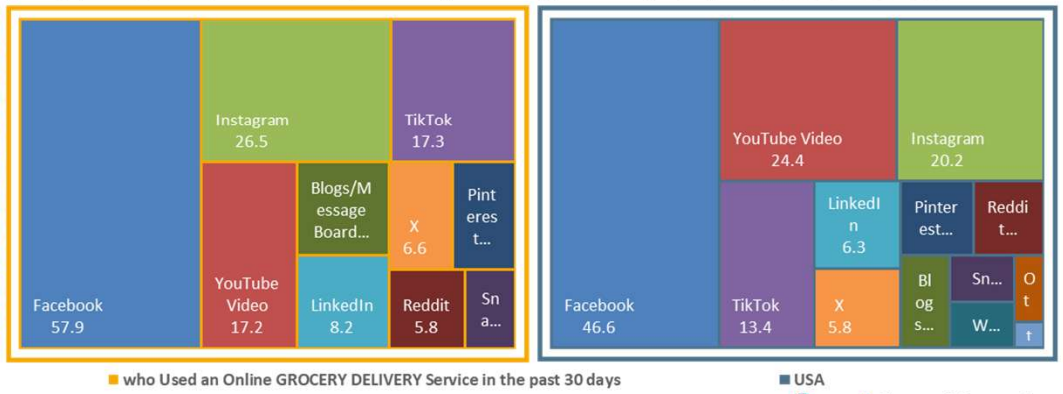
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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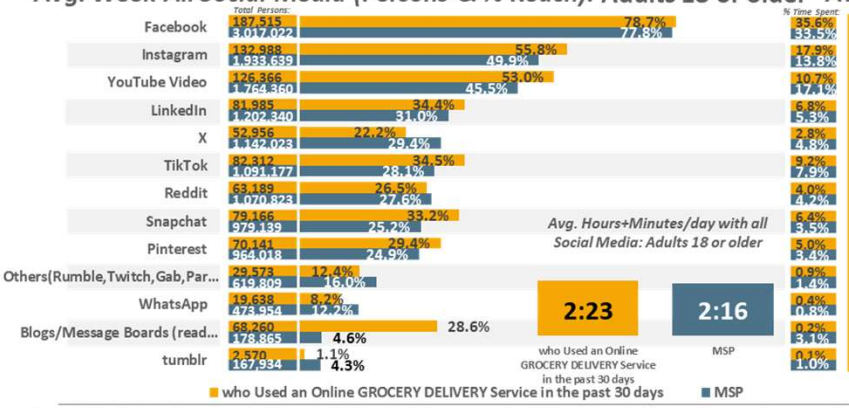
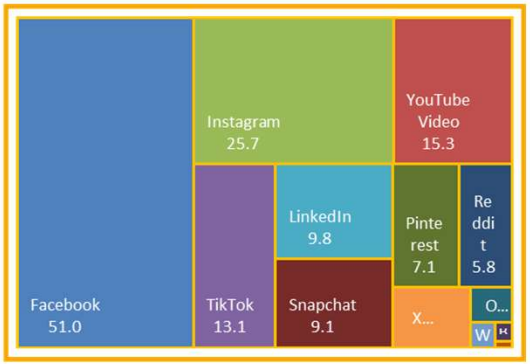
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



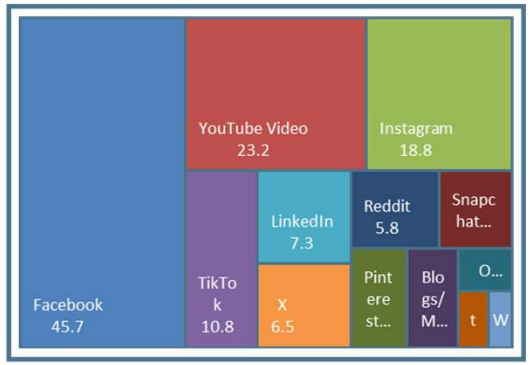
187,515 or 78.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 47.7 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

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



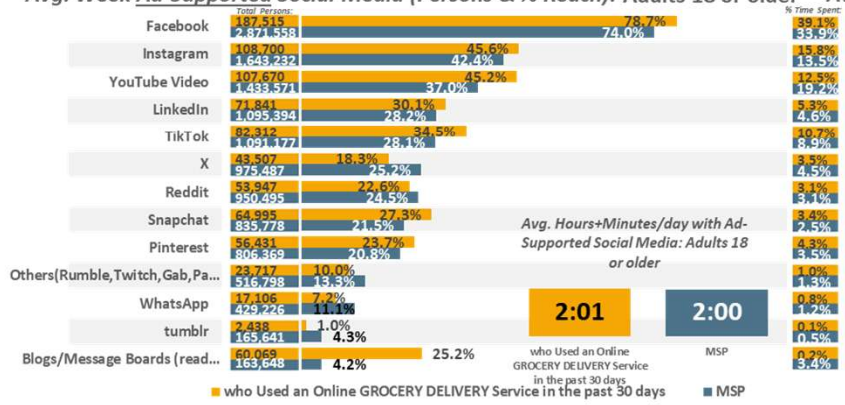


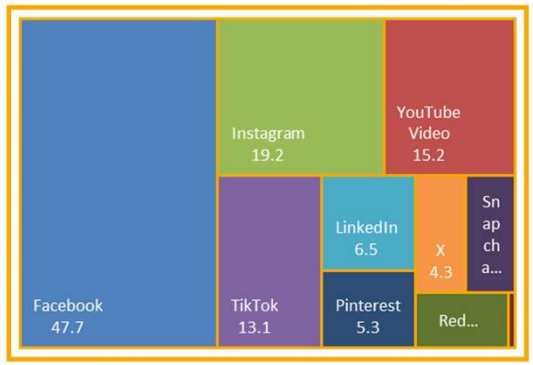
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



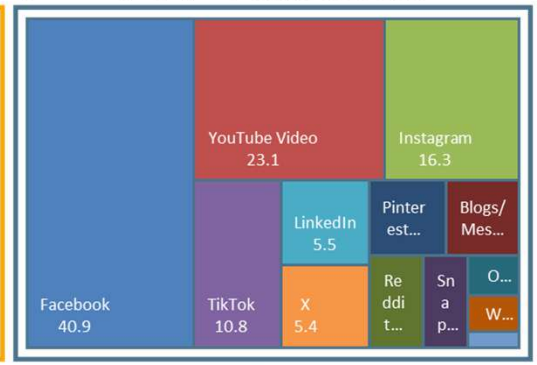
who Used an Online GROCERY DELIVERY Service in the past 30 days ■ MSP

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



who Used an Online GROCERY DELIVERY Service in the past 30 days ■ MSP

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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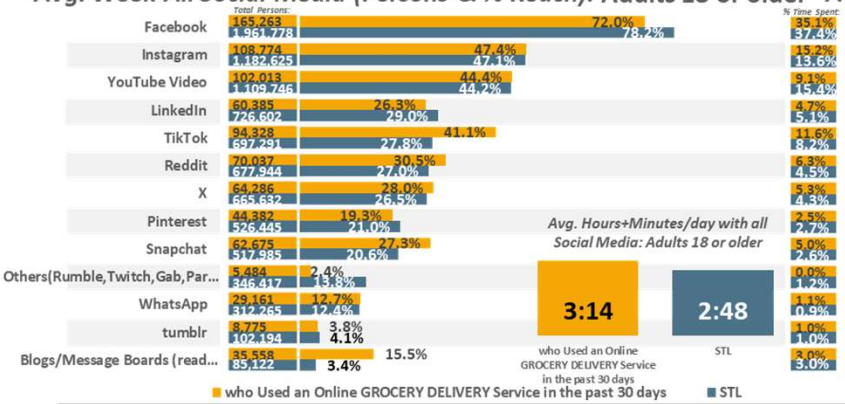
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

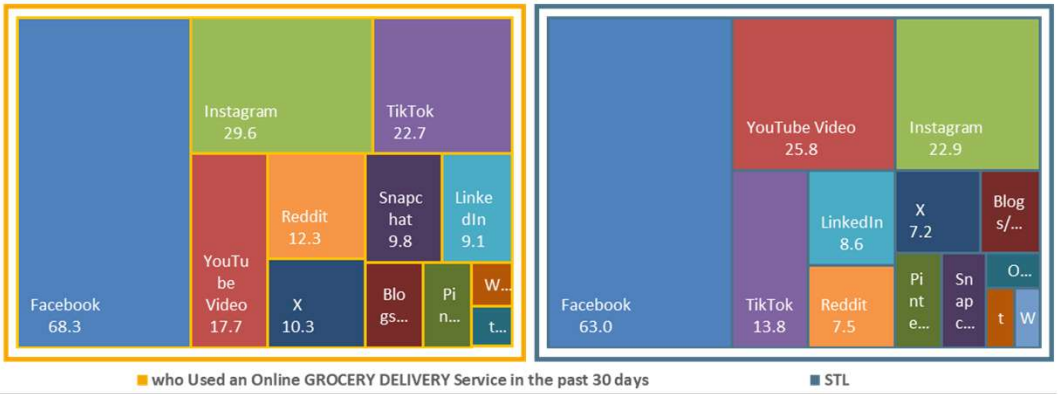


155,426 or 67.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 61.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

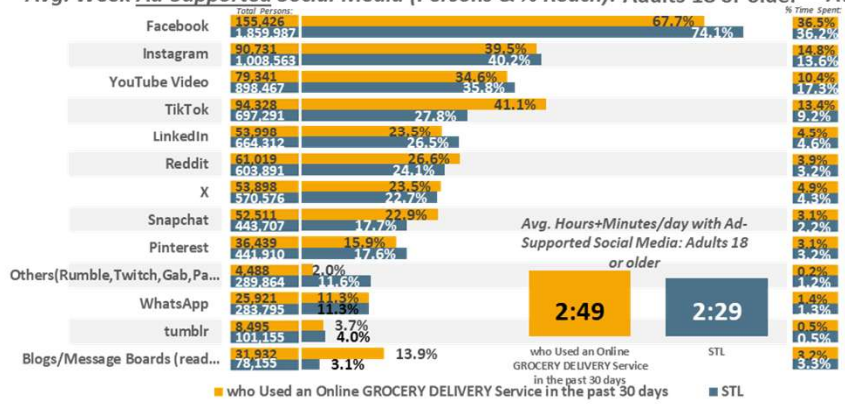
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



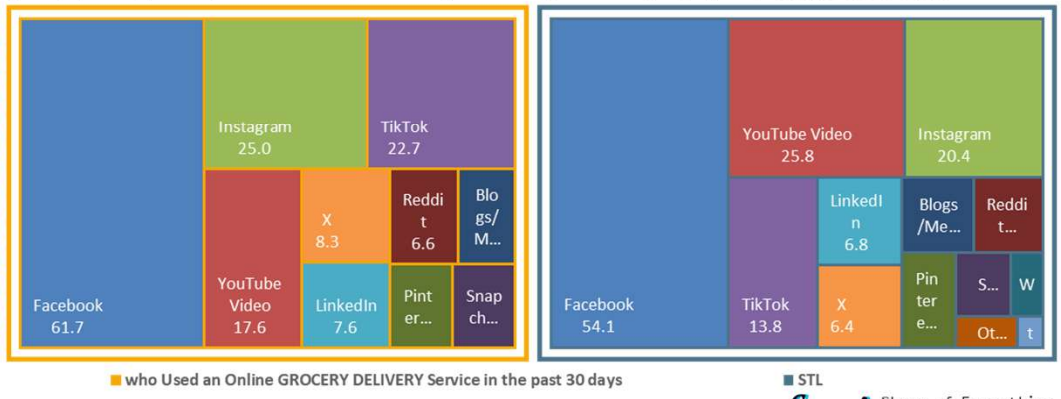
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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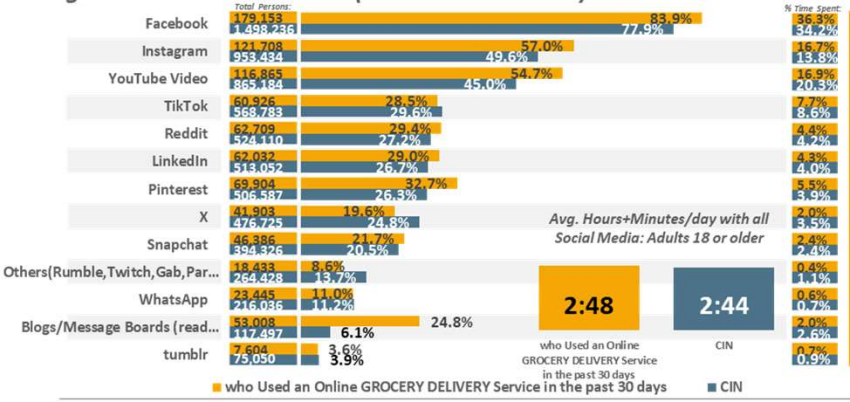
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

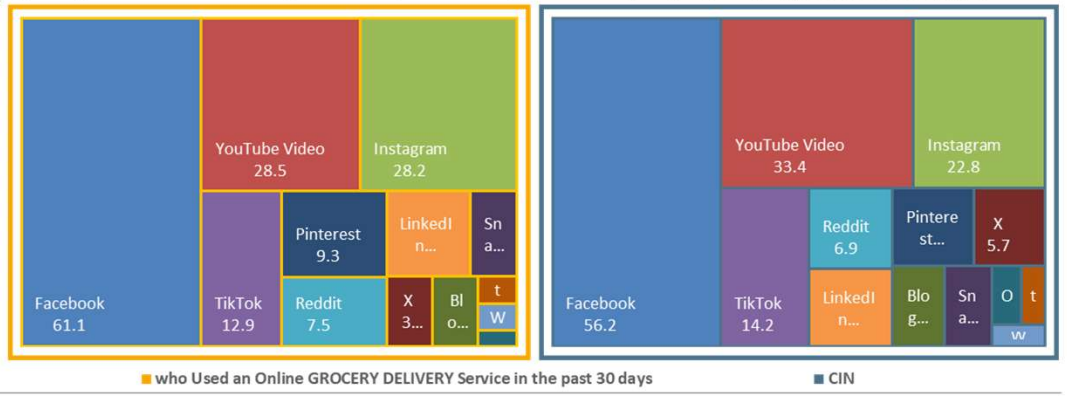


175,644 or 82.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

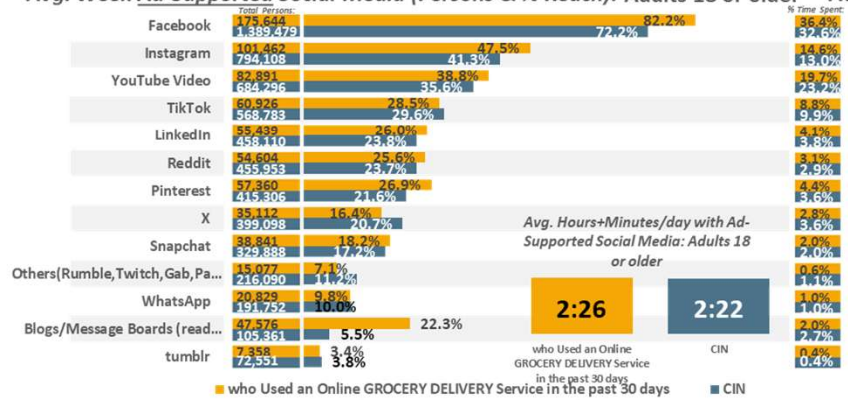
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



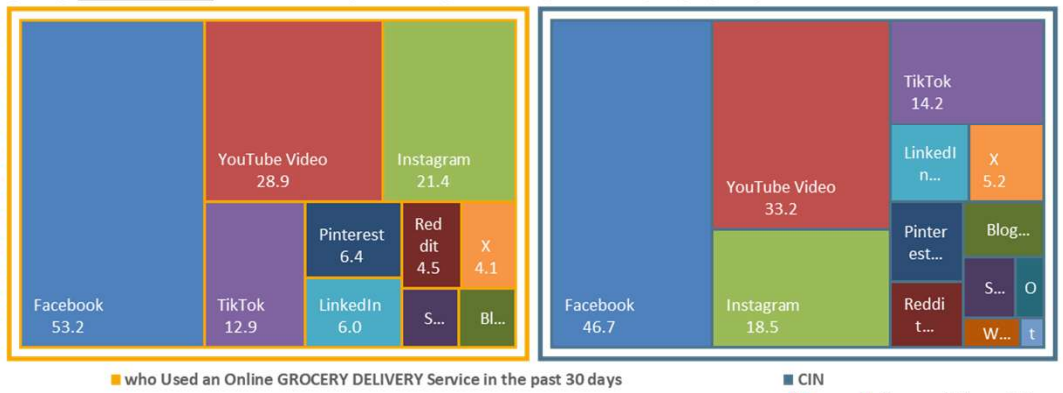
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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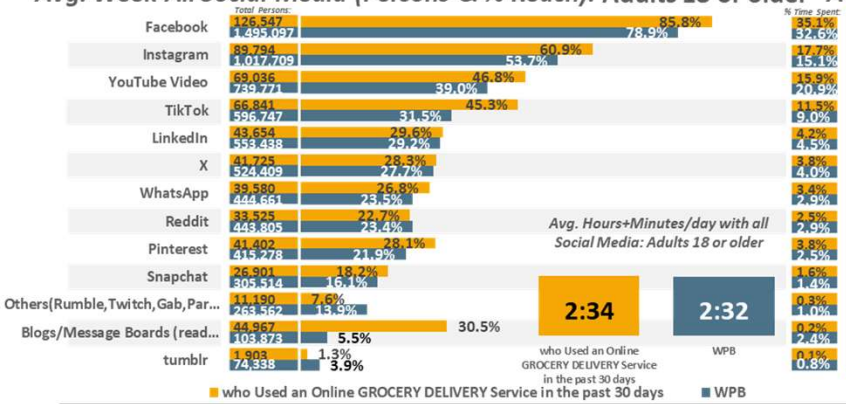
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

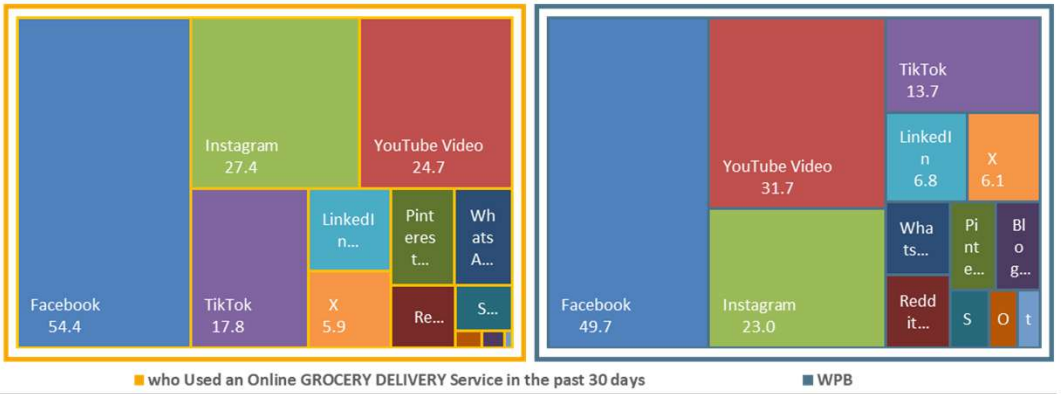


113,629 or 77.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 45.4 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

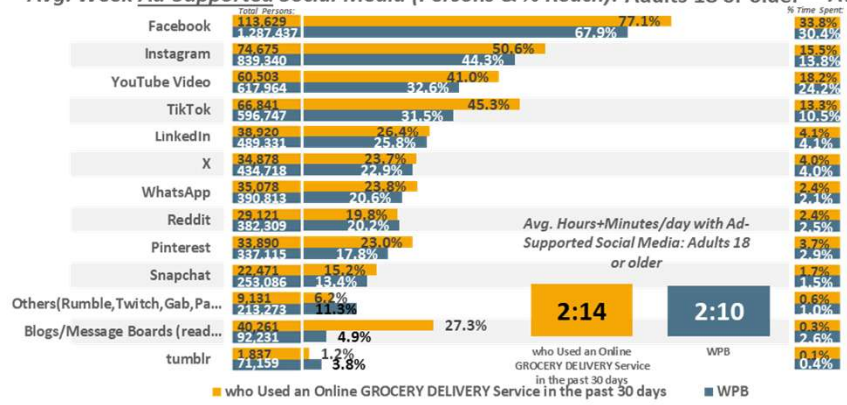
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



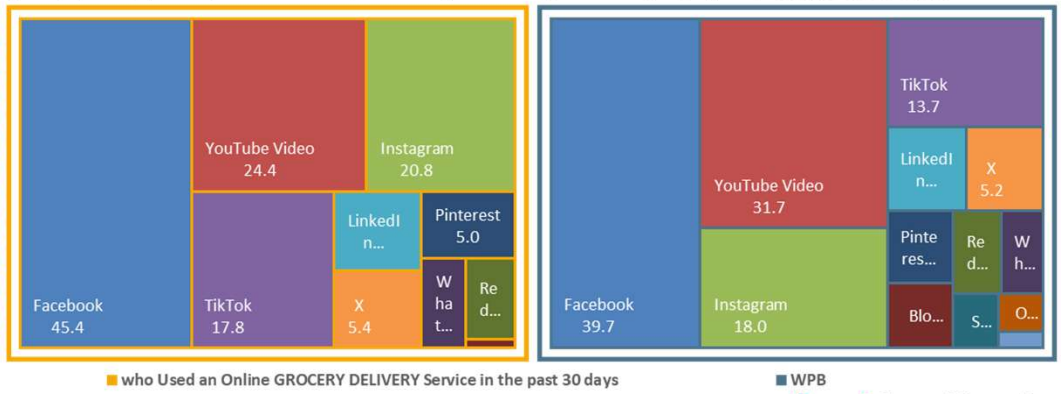
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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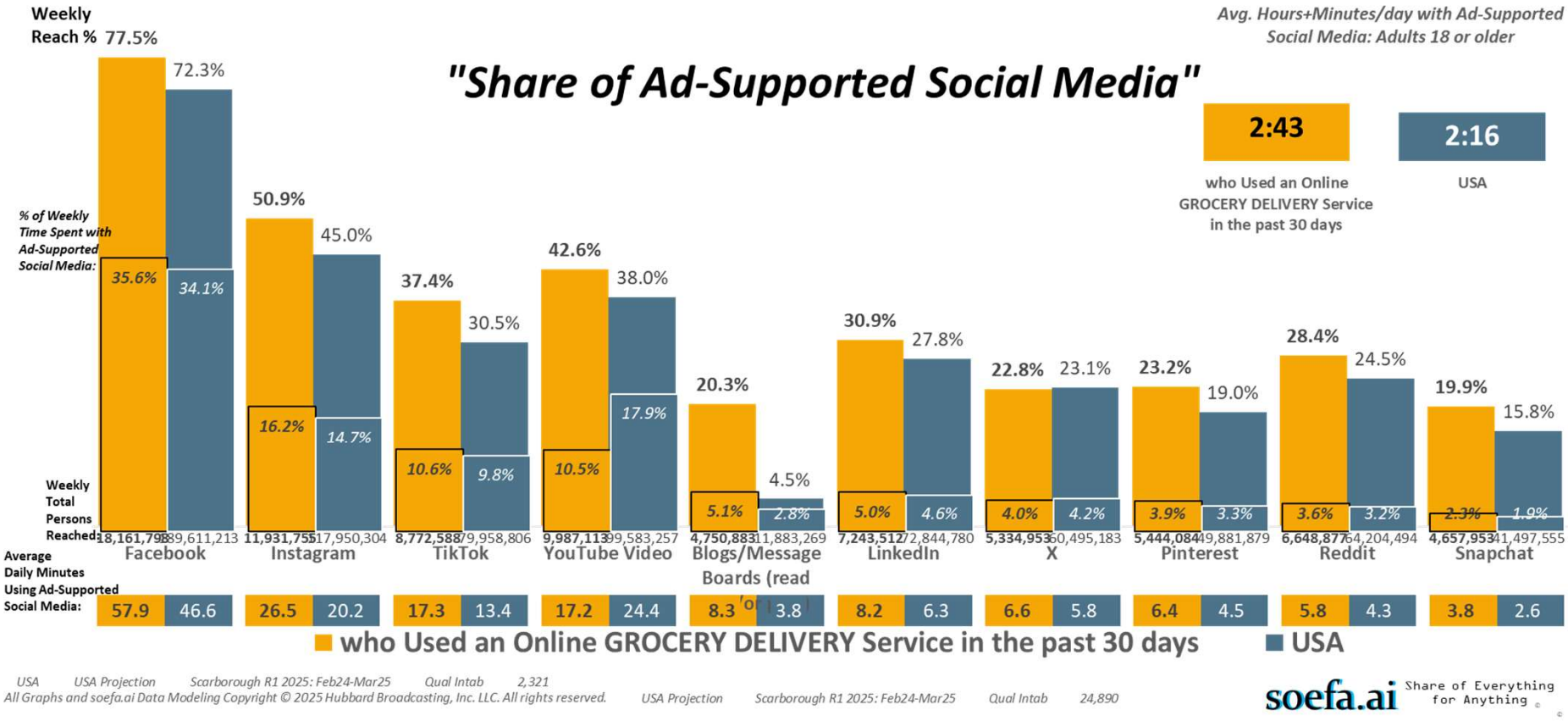
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



18,161,798 or 77.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 57.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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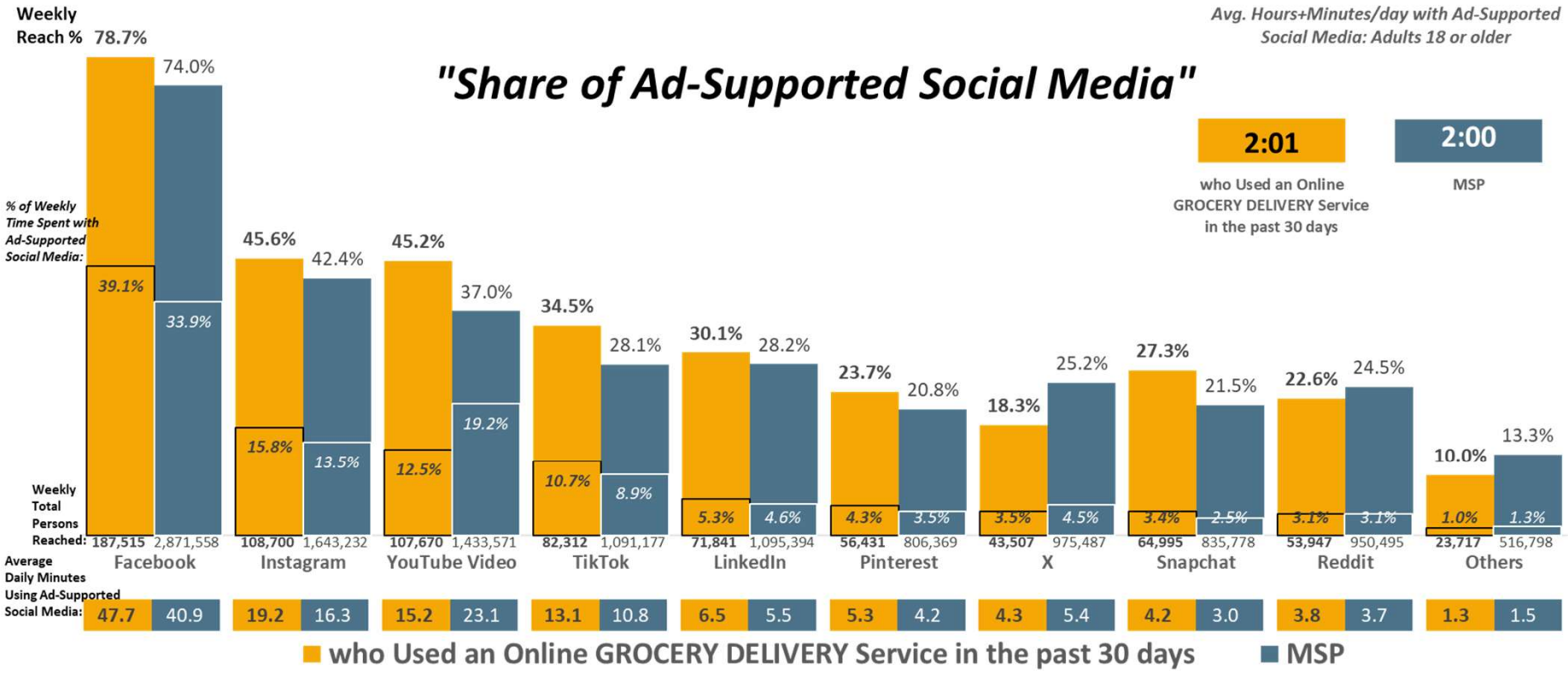
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



187,515 or 78.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 47.7 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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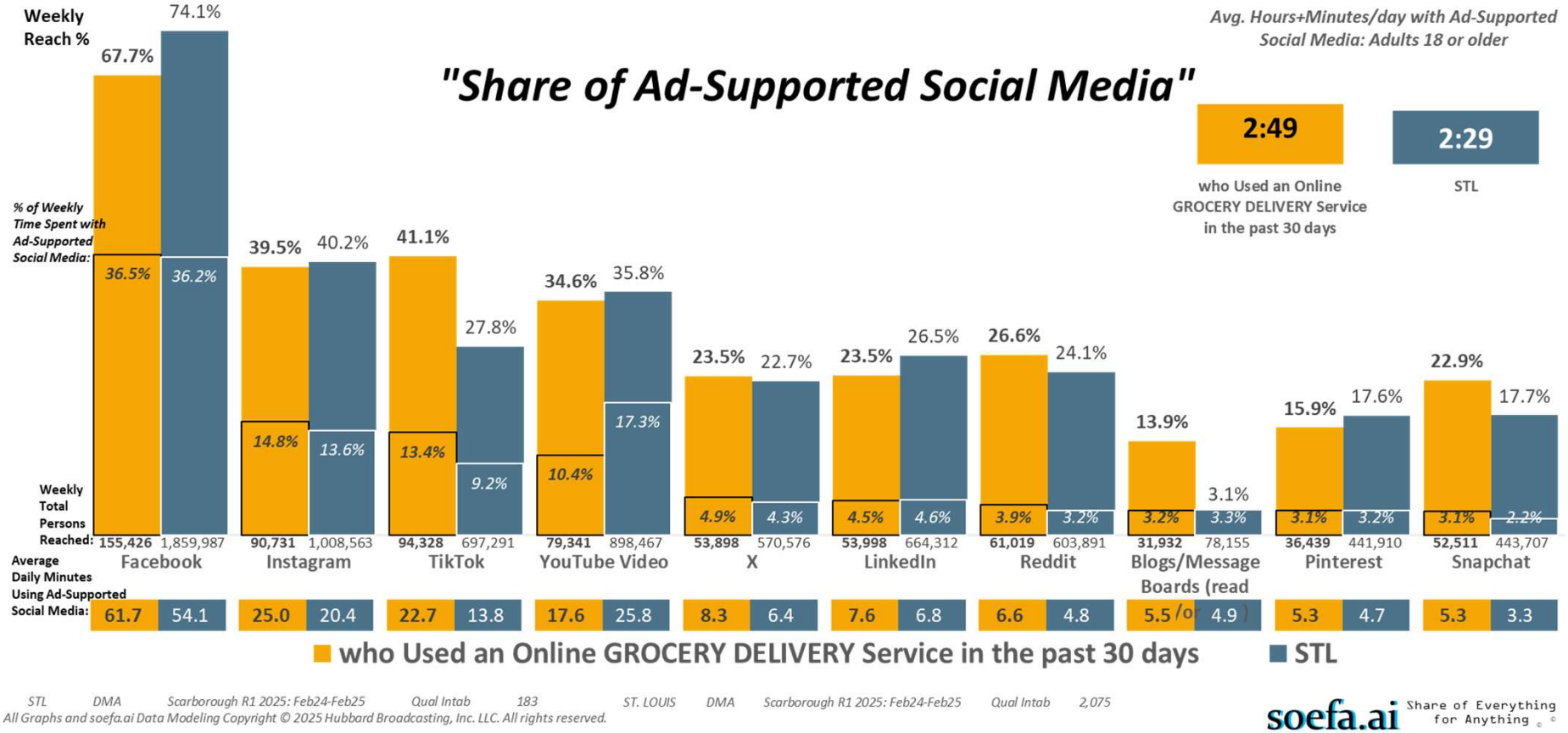
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



155,426 or 67.7% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 61.7 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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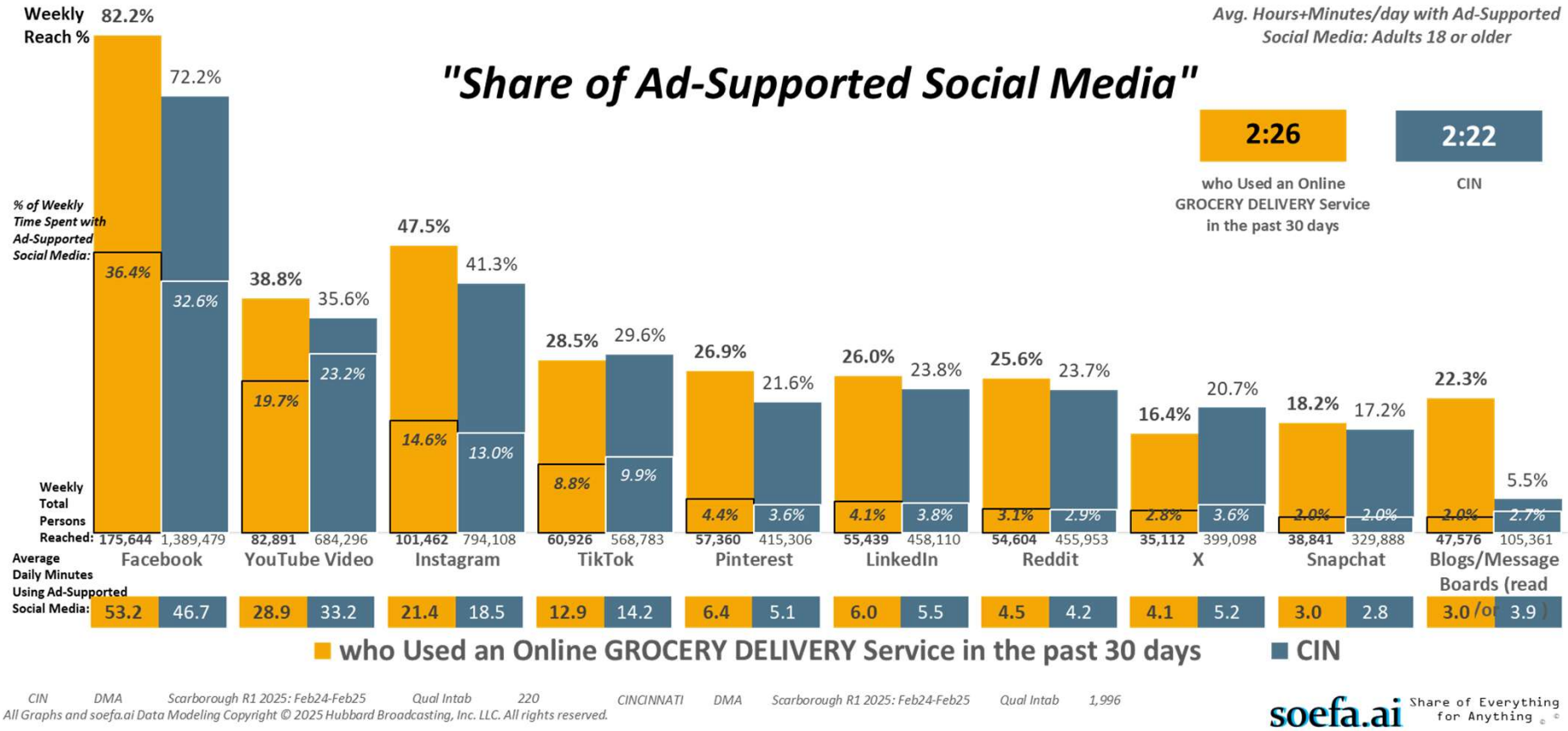
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



175,644 or 82.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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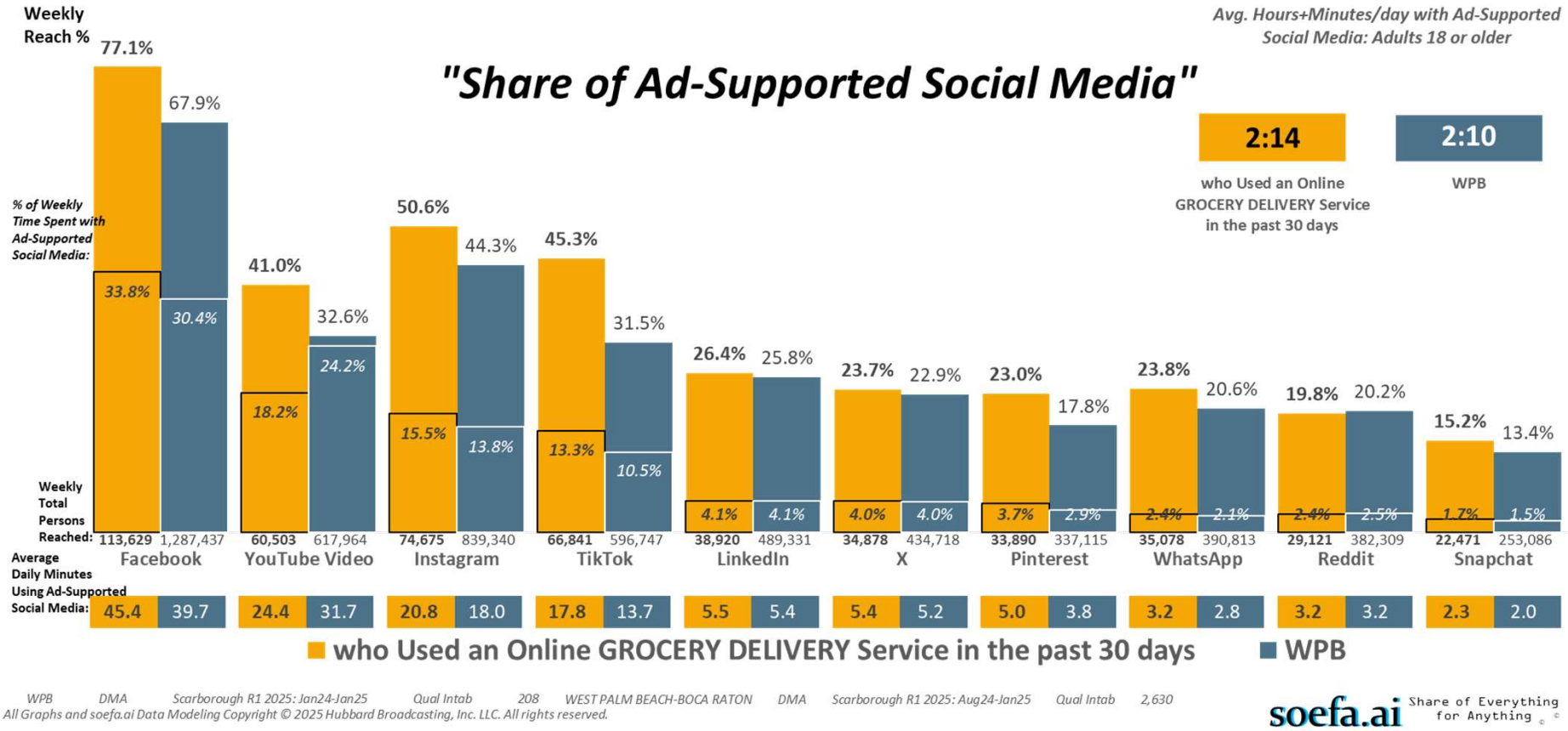
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



113,629 or 77.1% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days use Ad-Supported Facebook for an average of 45.4 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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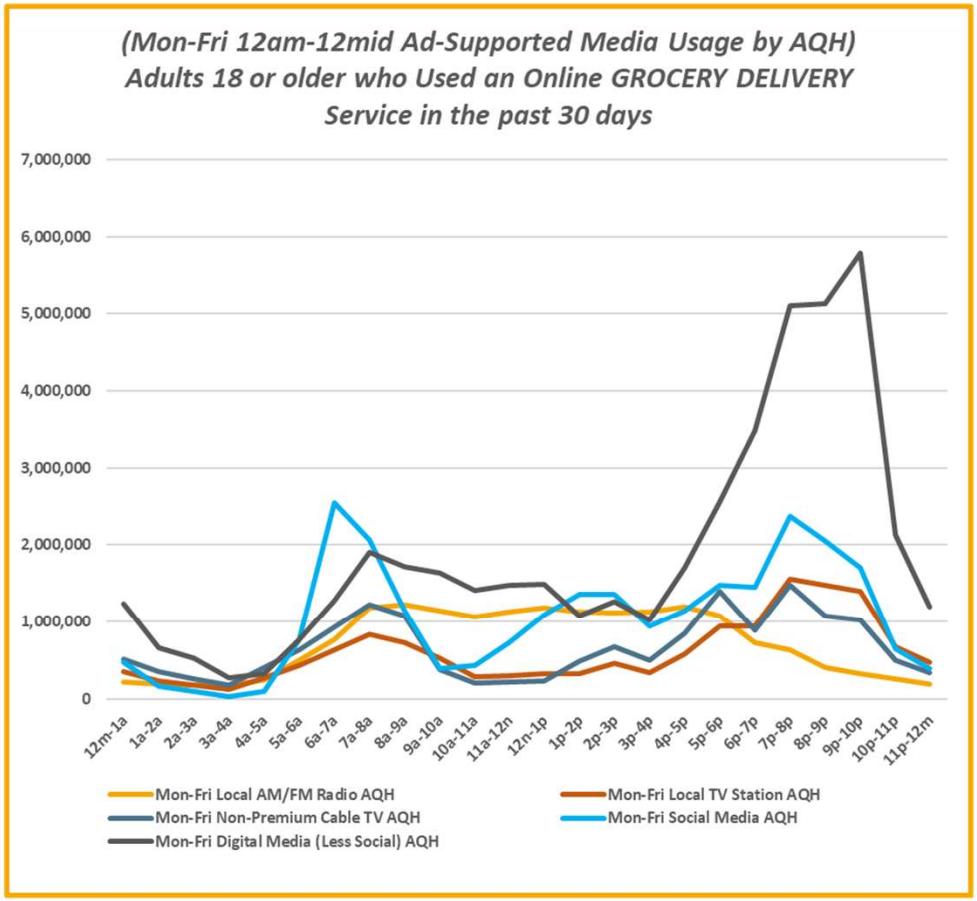
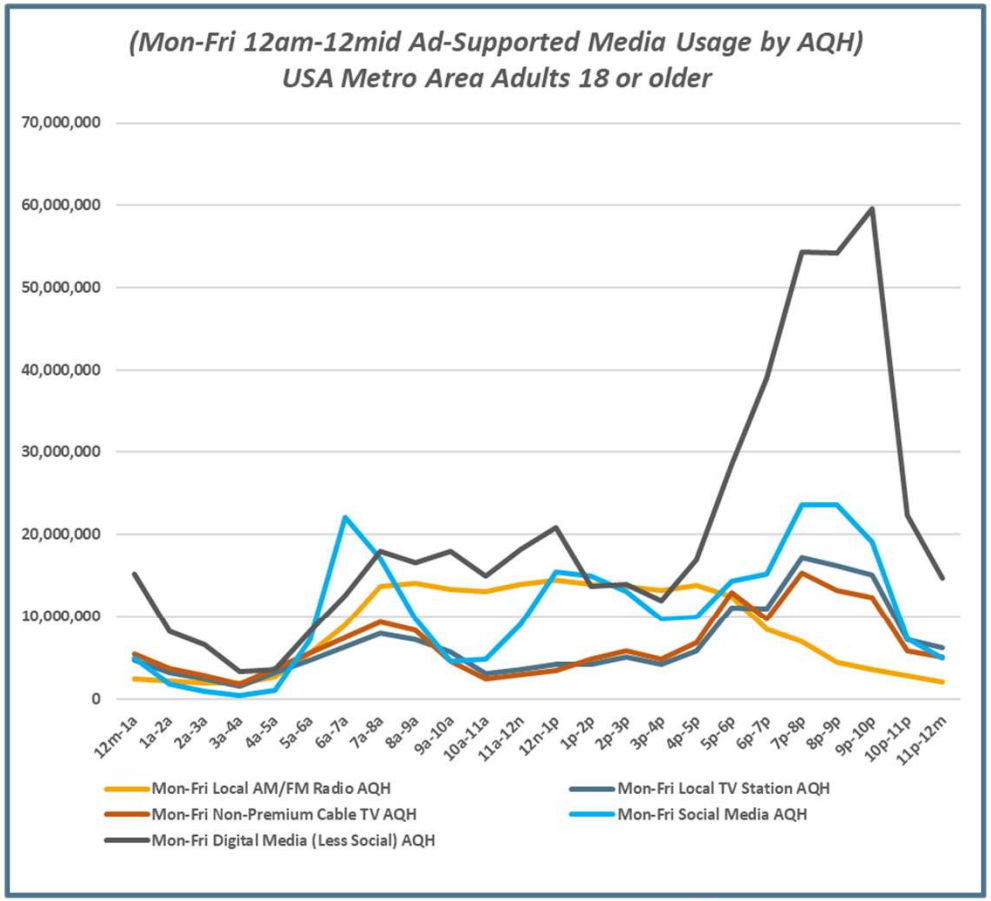
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,692,687; Social Media: 1,237,322; Local Radio: 1,078,909; Non-Prem. Cable: 693,325; Local TV: 552,028 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Se





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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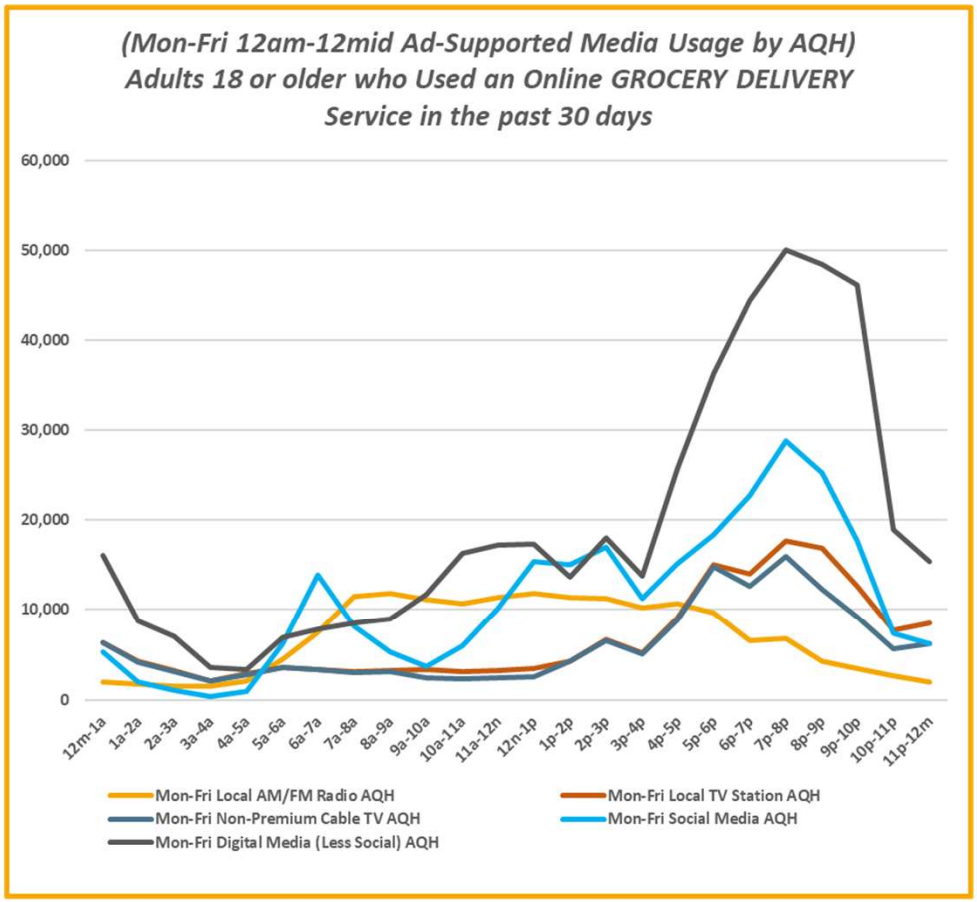
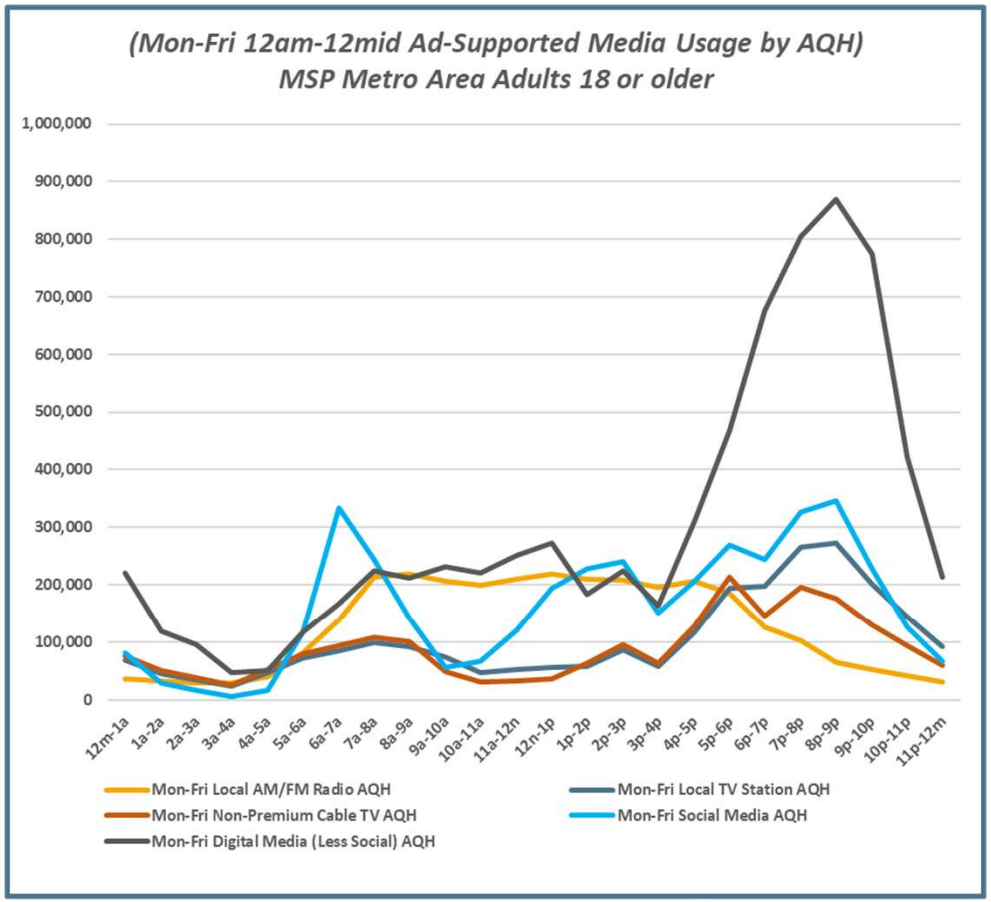
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,444; Social Media: 12,485; Local Radio: 10,426; Local TV: 5,913; Non-Prem. Cable: 5,486 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in the





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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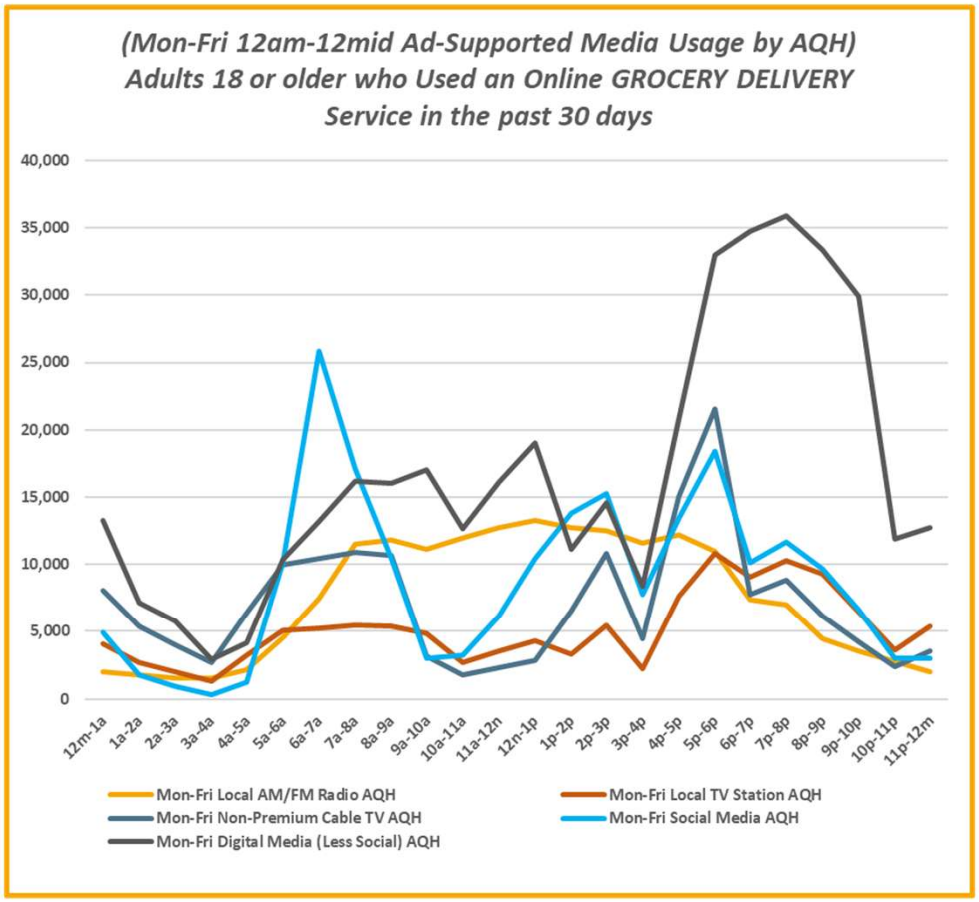
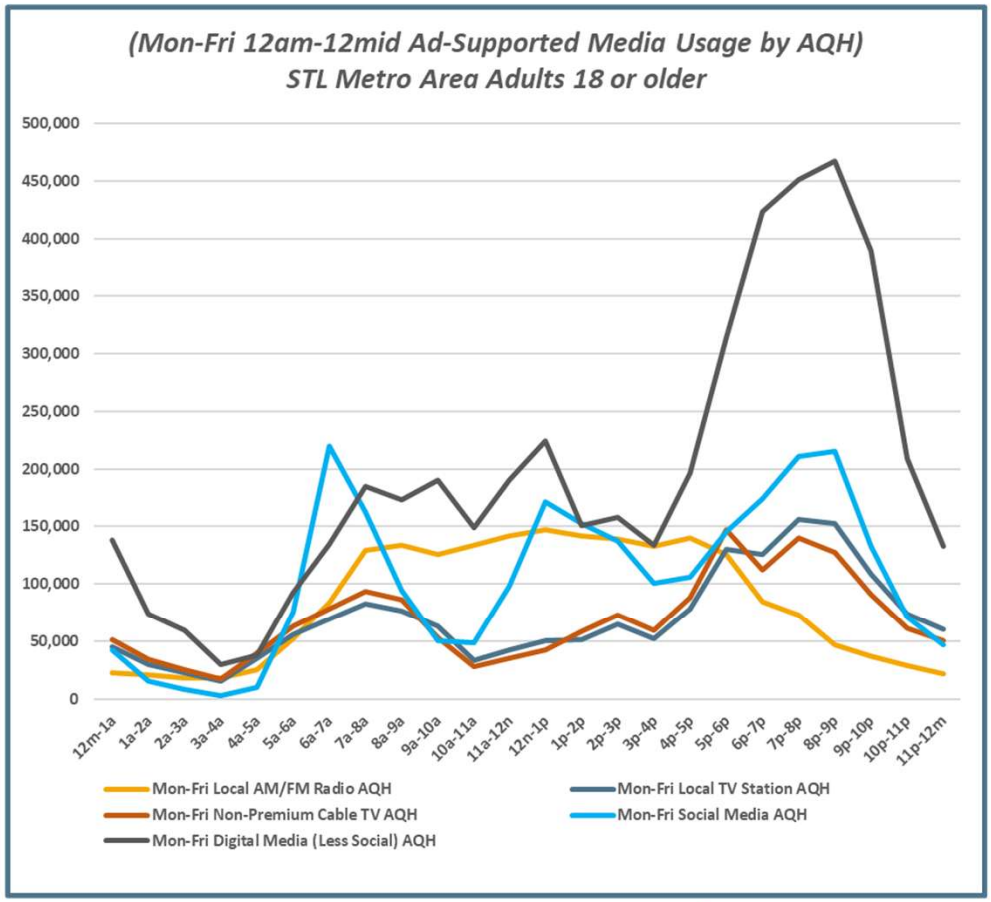
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,920; Social Media: 11,921; Local Radio: 11,326; Non-Prem. Cable: 8,332; Local TV: 5,379 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in the





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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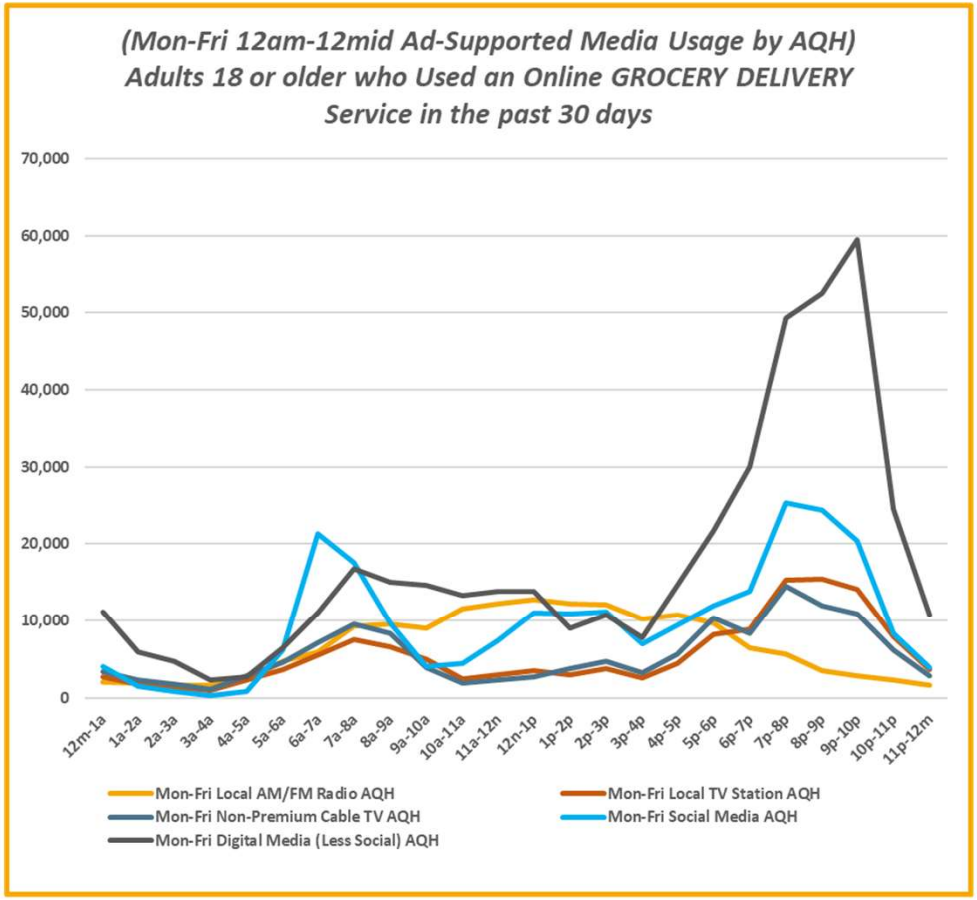
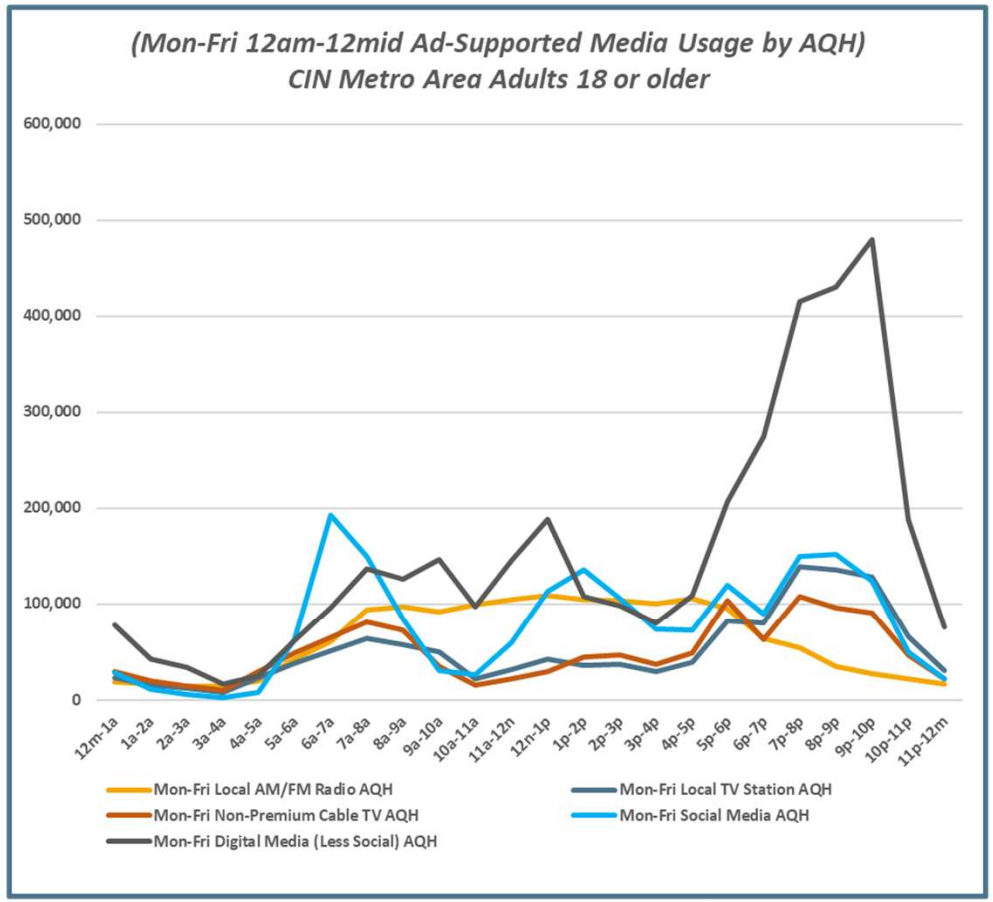
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,798; Social Media: 10,730; Local Radio: 10,119; Non-Prem. Cable: 5,529; Local TV: 4,946 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in the





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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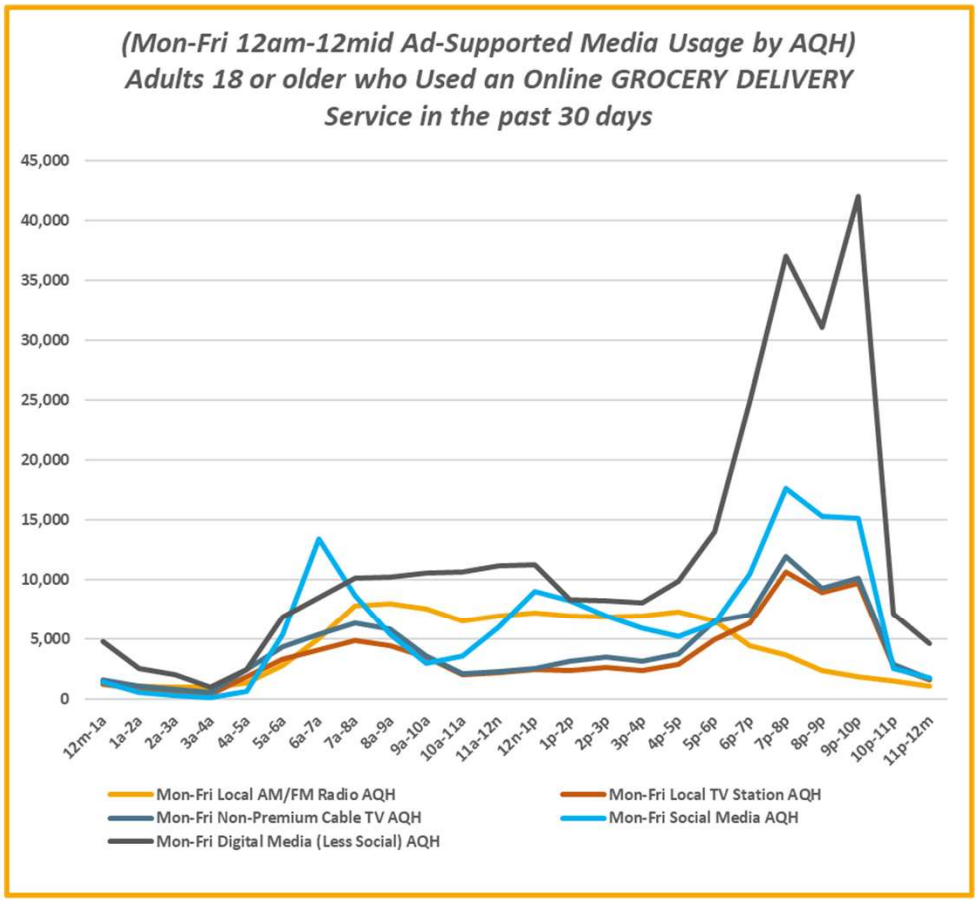
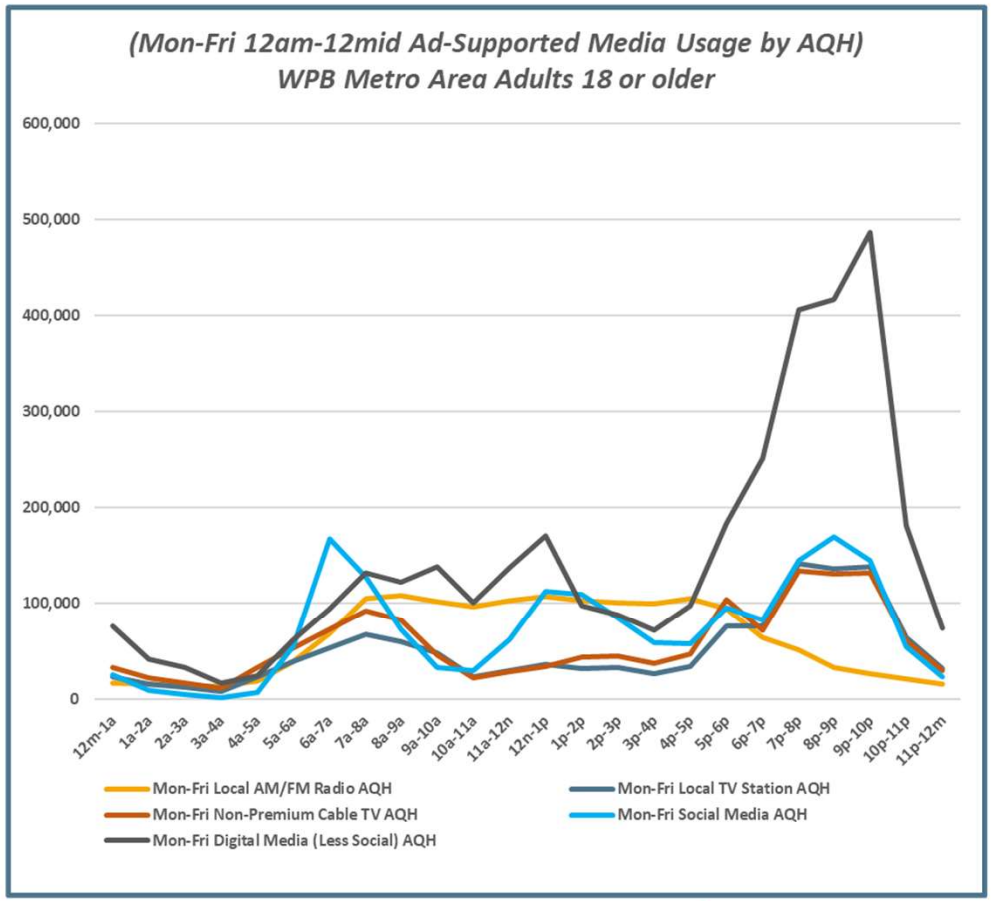
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,194; Social Media: 7,057; Local Radio: 6,741; Non-Prem. Cable: 4,221; Local TV: 3,450 reaching Adults 18 or older who Used an Online GROCERY DELIVERY Service in the pa





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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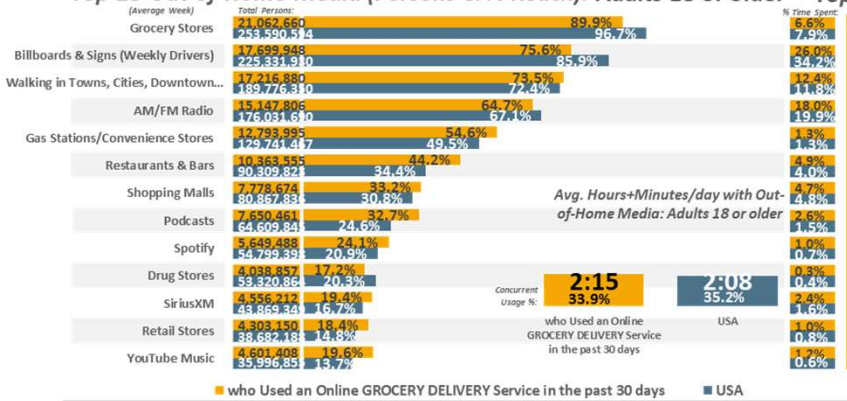
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

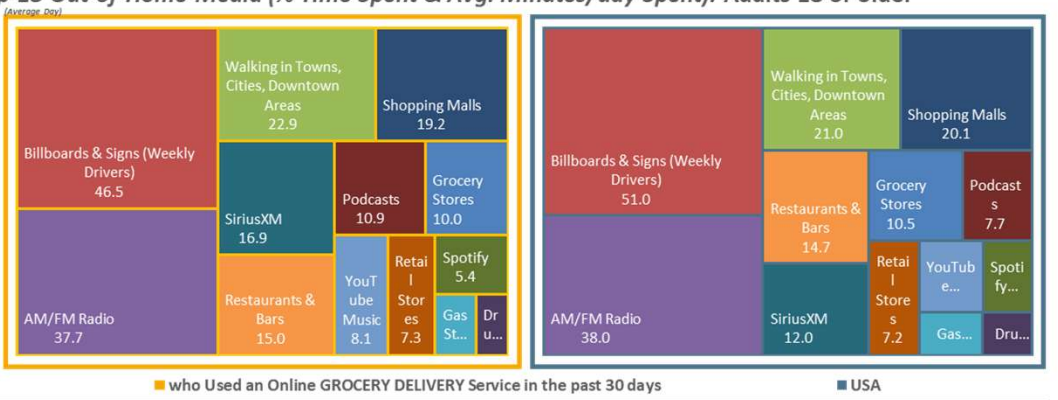


17,699,948 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 46.5 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 32.

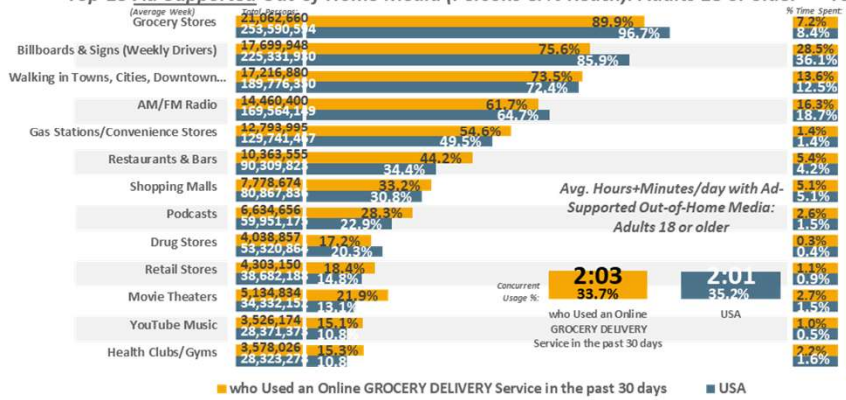
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



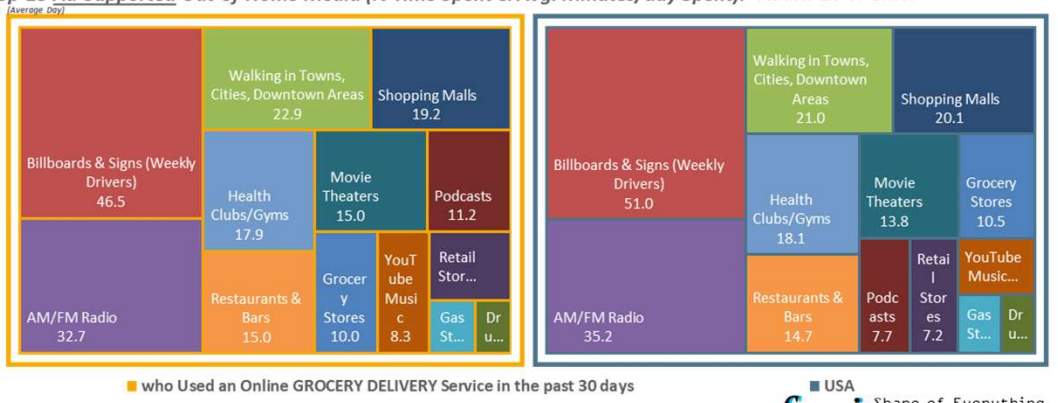
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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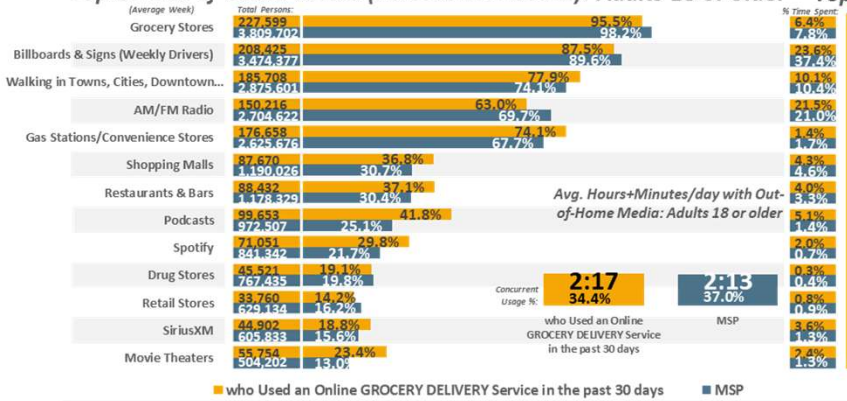
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



208,425 or 87.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 37.2 minutes per day driving, seeing Billboards and Signs. 58.9% Listen to Local Radio Stations Out-of-Home for an average of 40.5 m

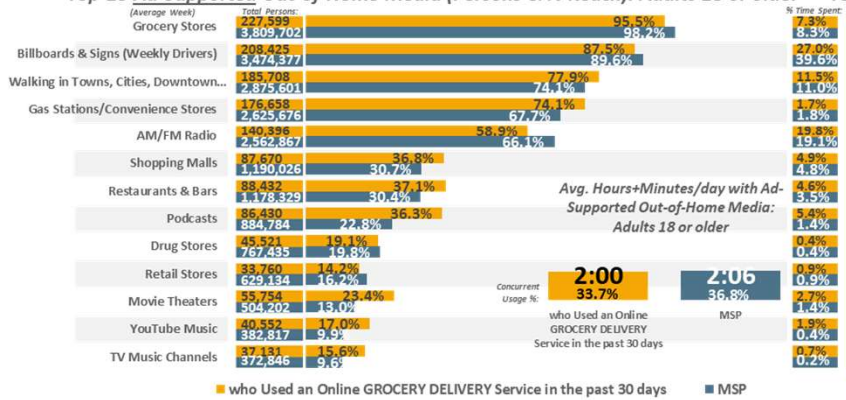
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



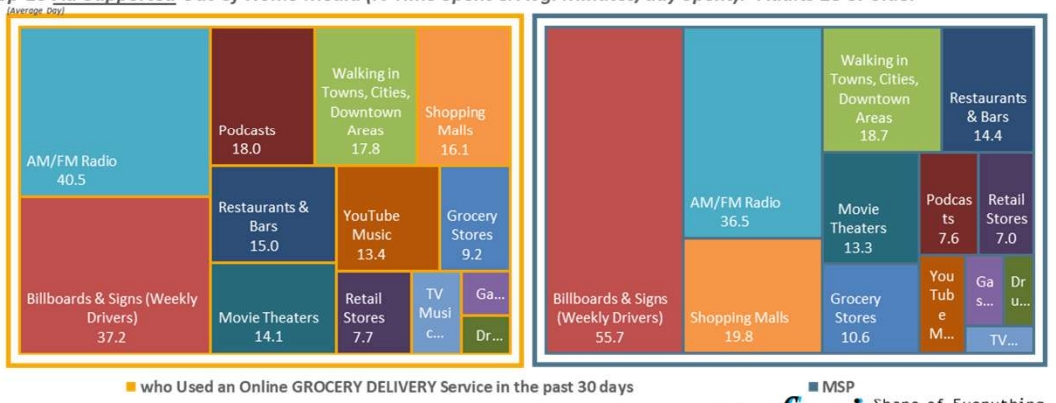
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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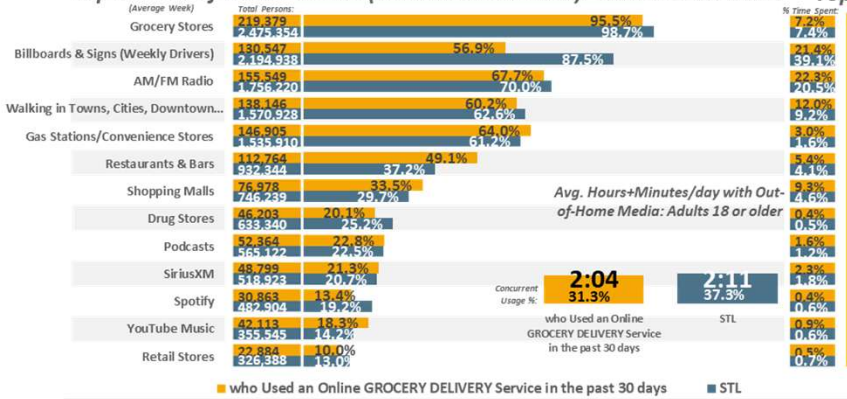
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

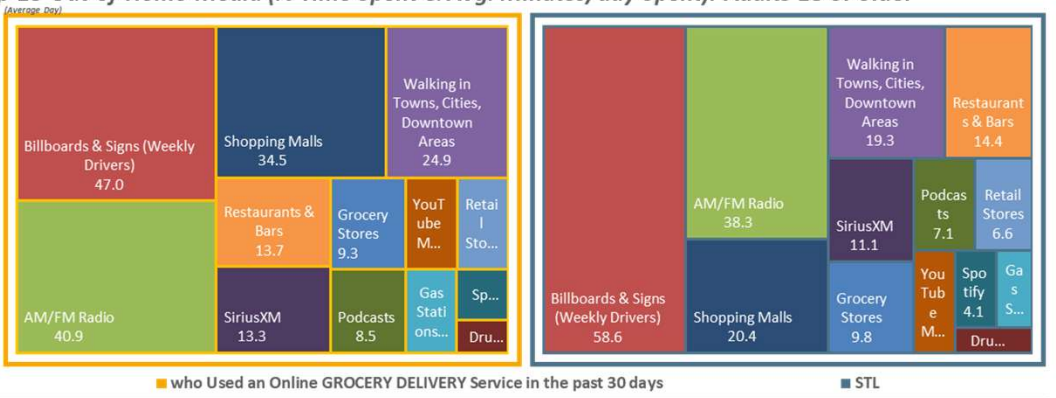


130,547 or 56.9% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 47. minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 30.8 mi

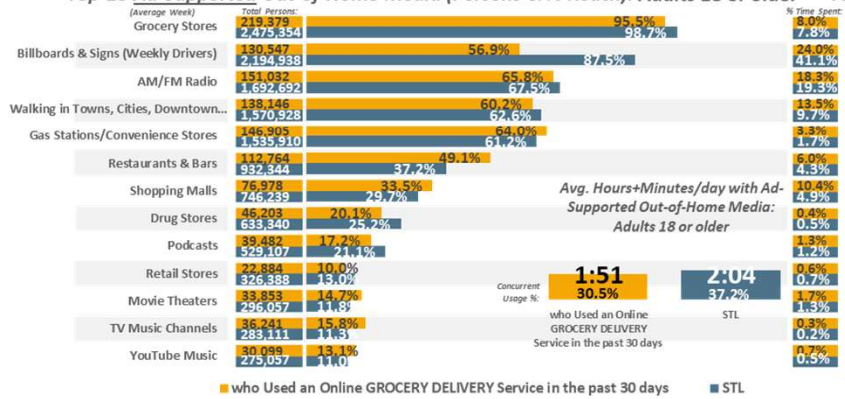
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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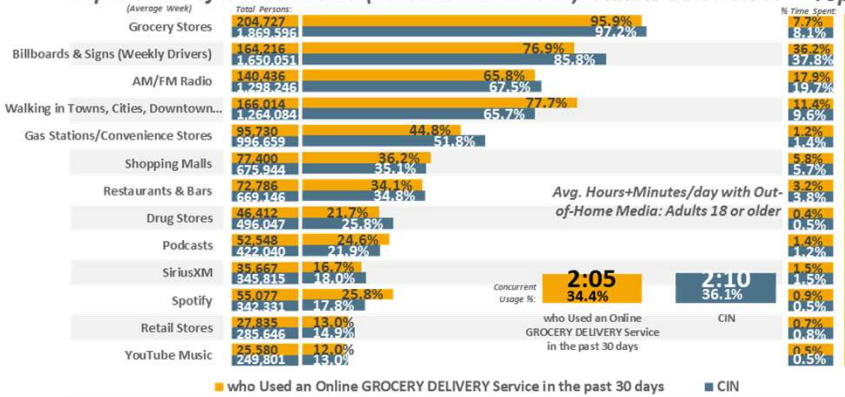
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

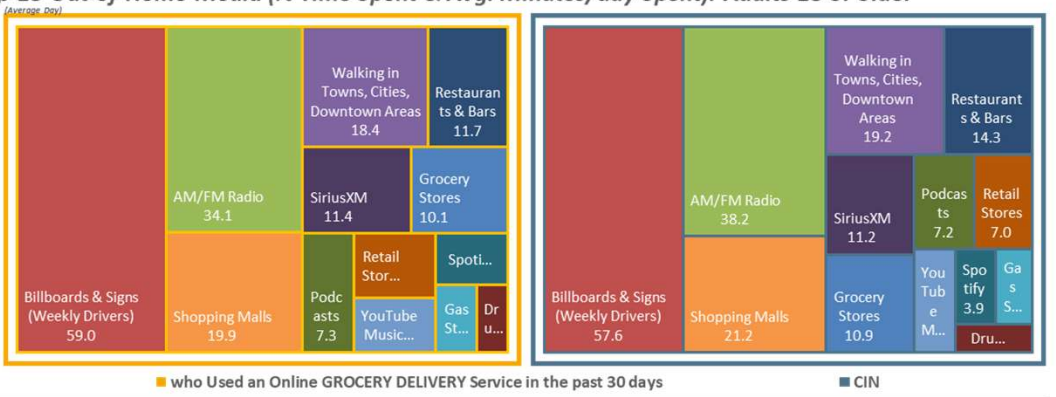


164,216 or 76.9% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 59. minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 31.1 mi

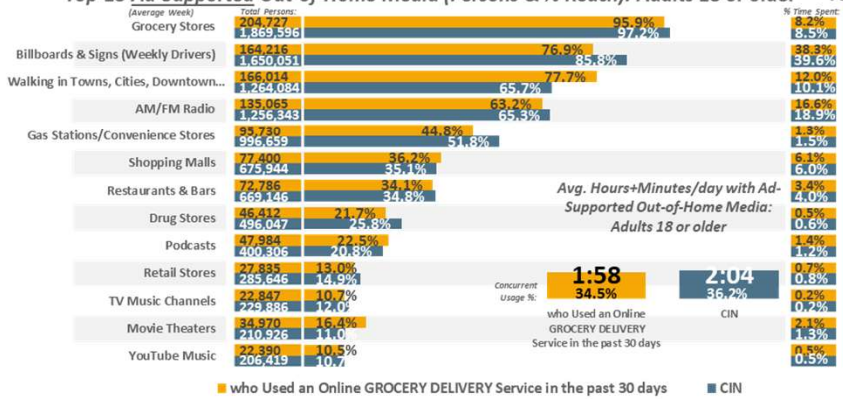
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



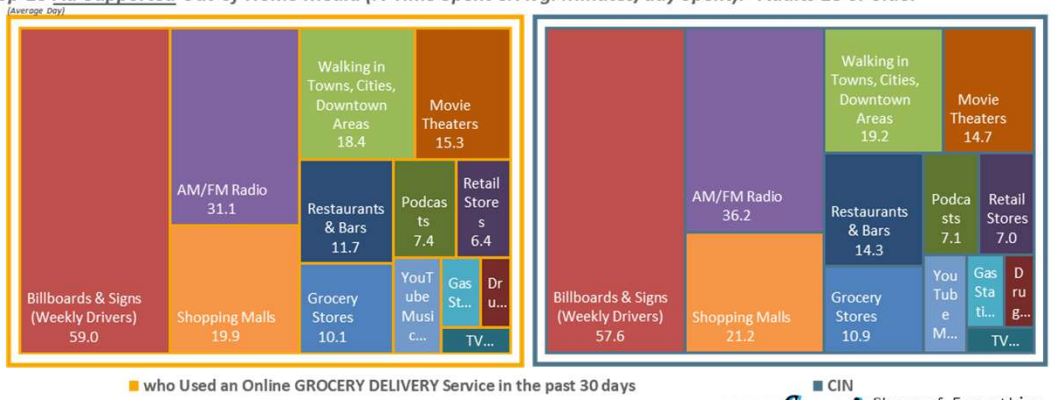
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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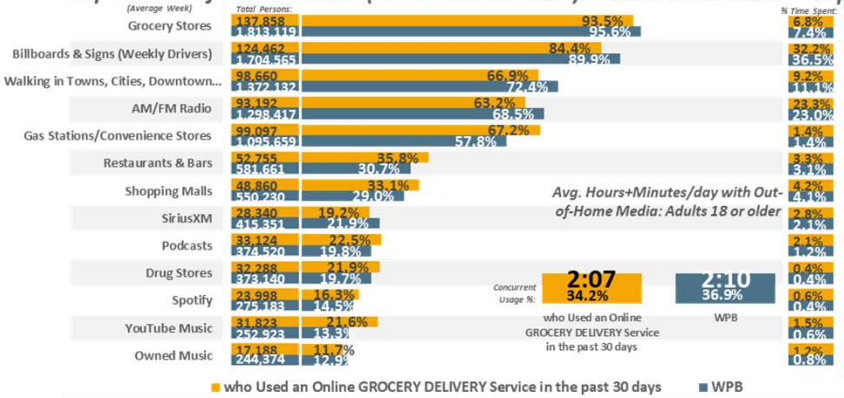
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

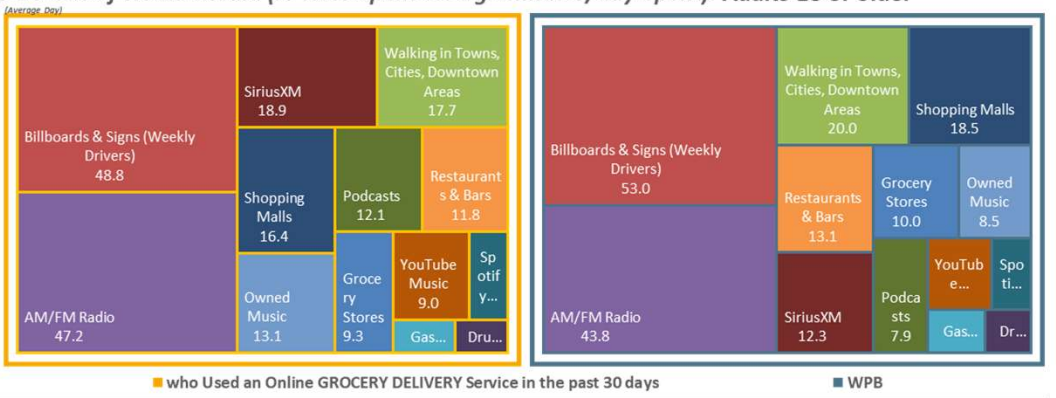


124,462 or 84.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 60.2% Listen to Local Radio Stations Out-of-Home for an average of 41. mi

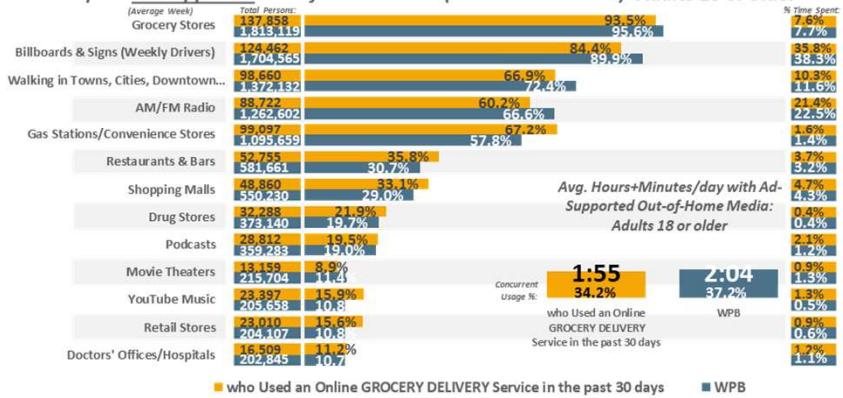
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



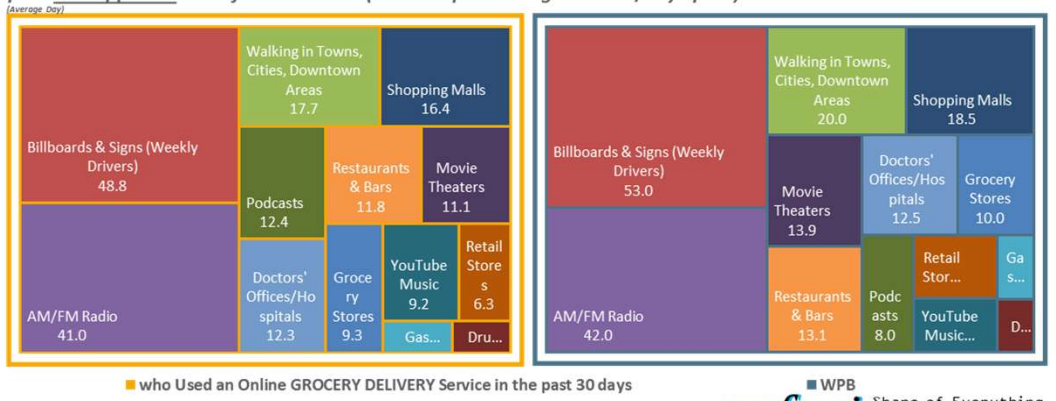
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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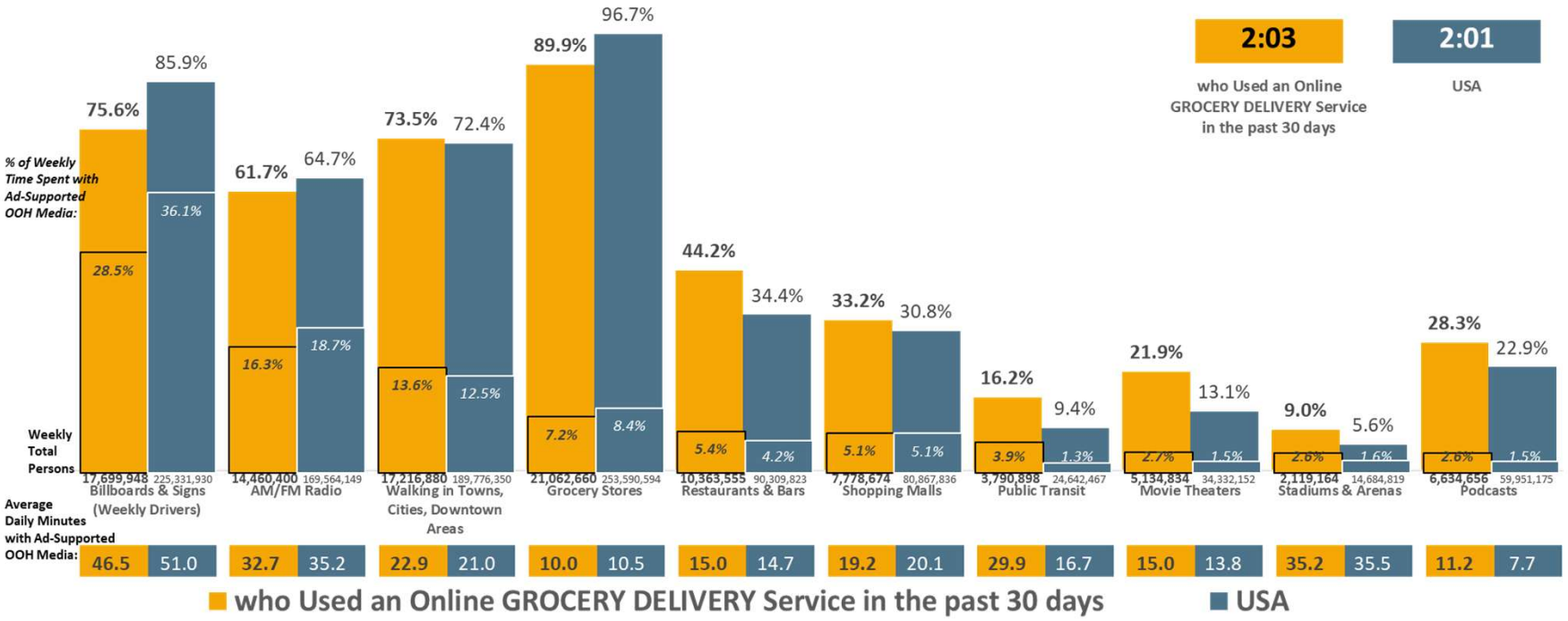
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



17,699,948 or 75.6% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 46.5 minutes per day driving, seeing Billboards and Signs representing 28.5% of all Time Spent with Ad-Supported Out-of-Home Medi

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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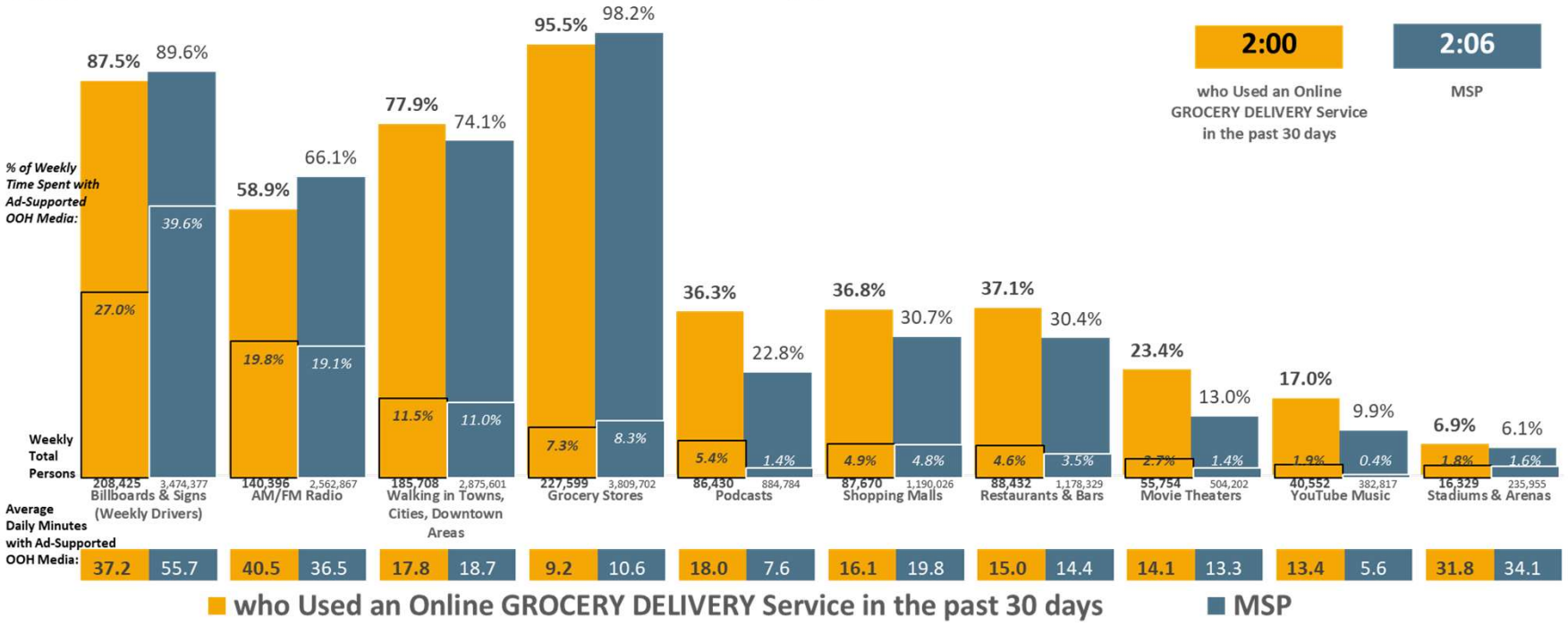
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



208,425 or 87.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 37.2 minutes per day driving, seeing Billboards and Signs representing 27.% 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"



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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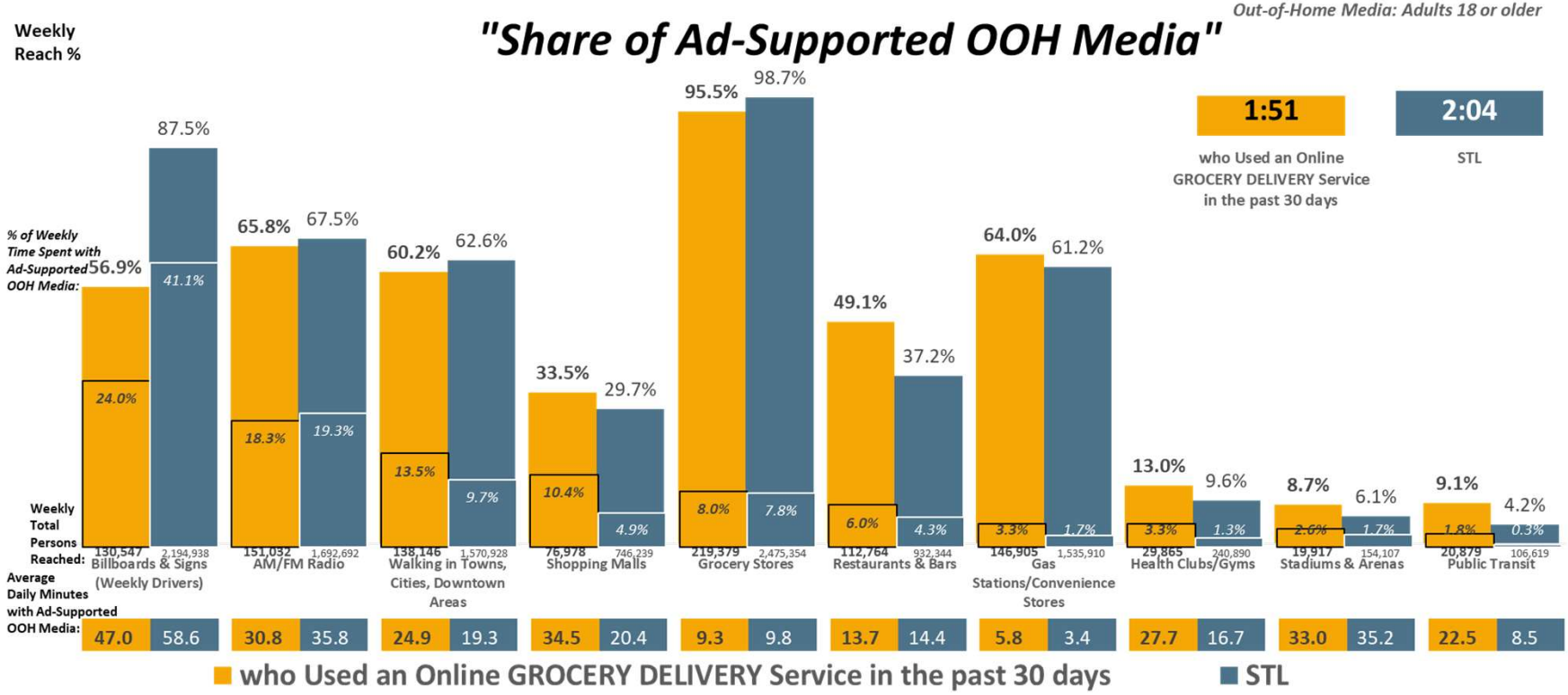
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



130,547 or 56.9% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 24.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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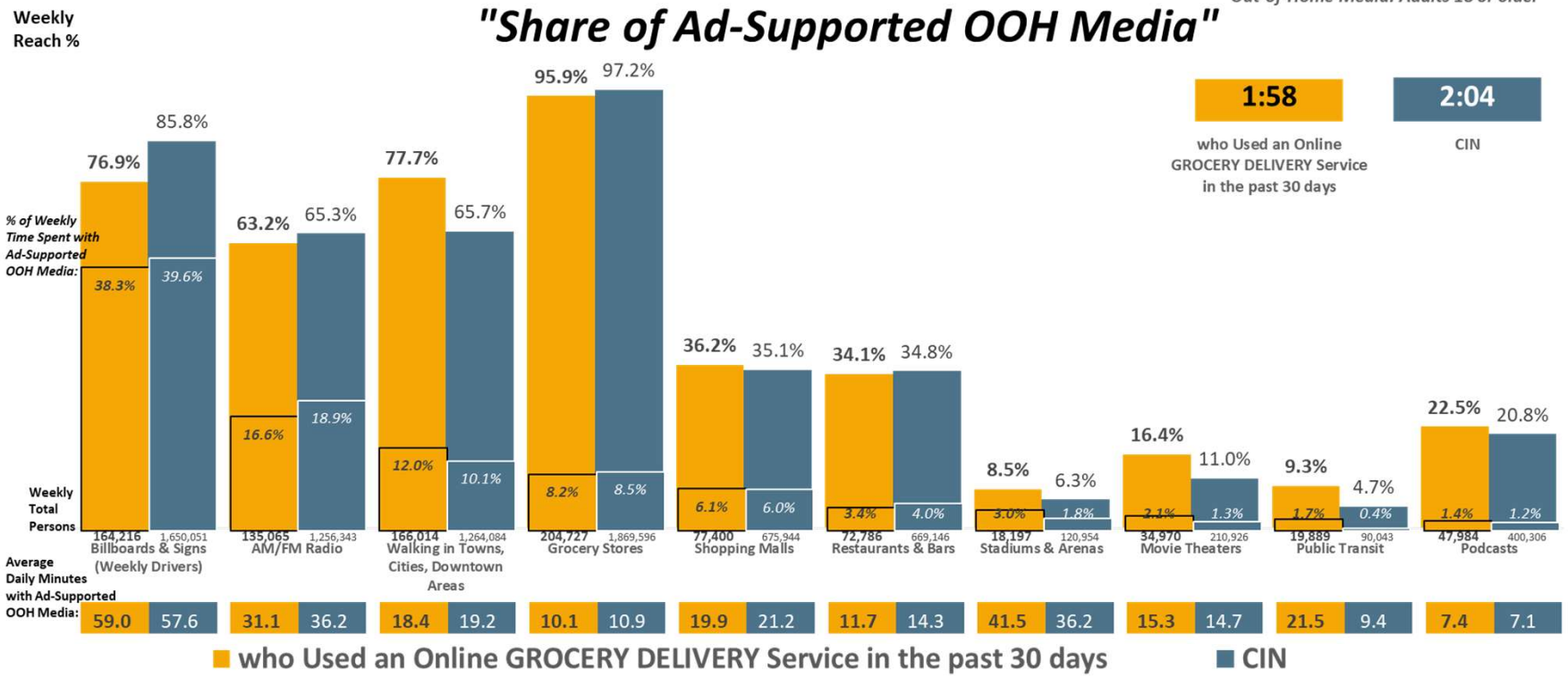
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



164,216 or 76.9% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 59. 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"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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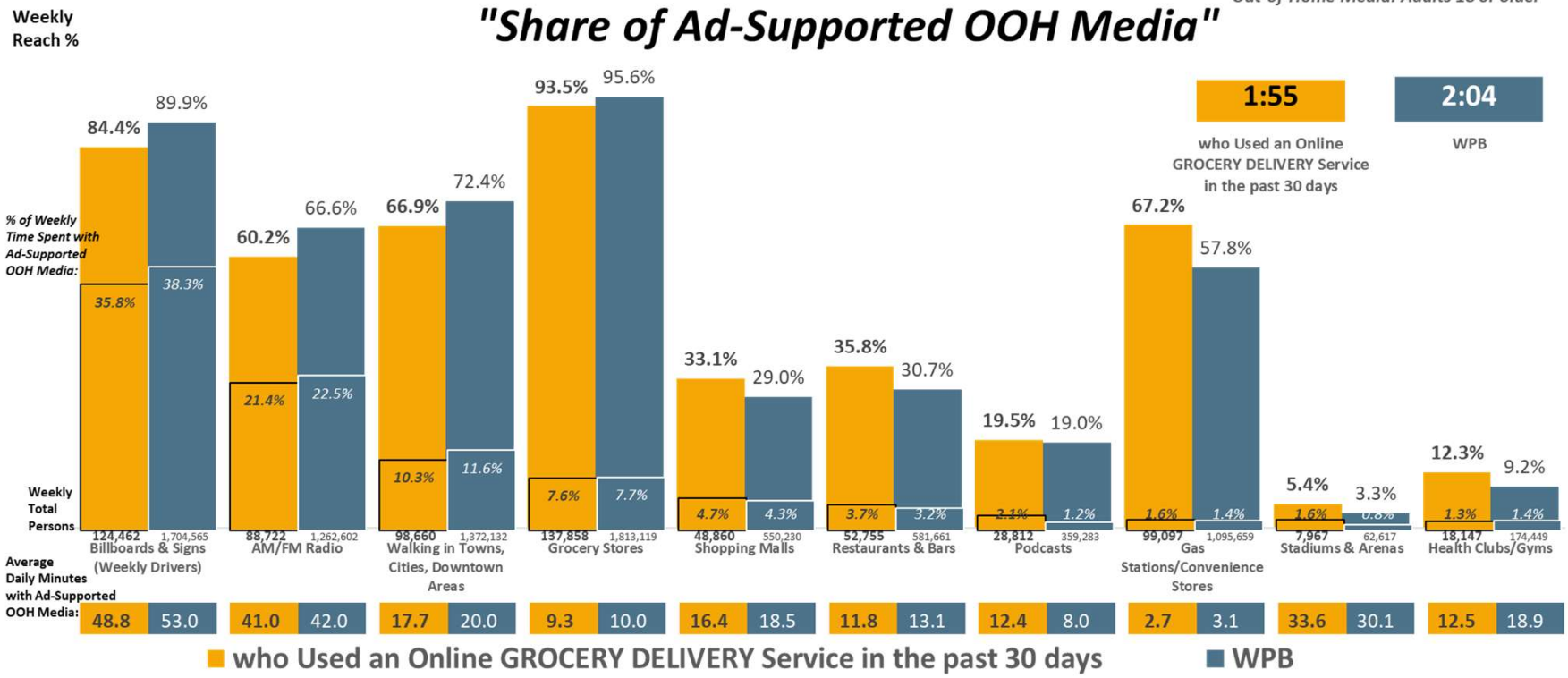
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



124,462 or 84.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 35.8% 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"



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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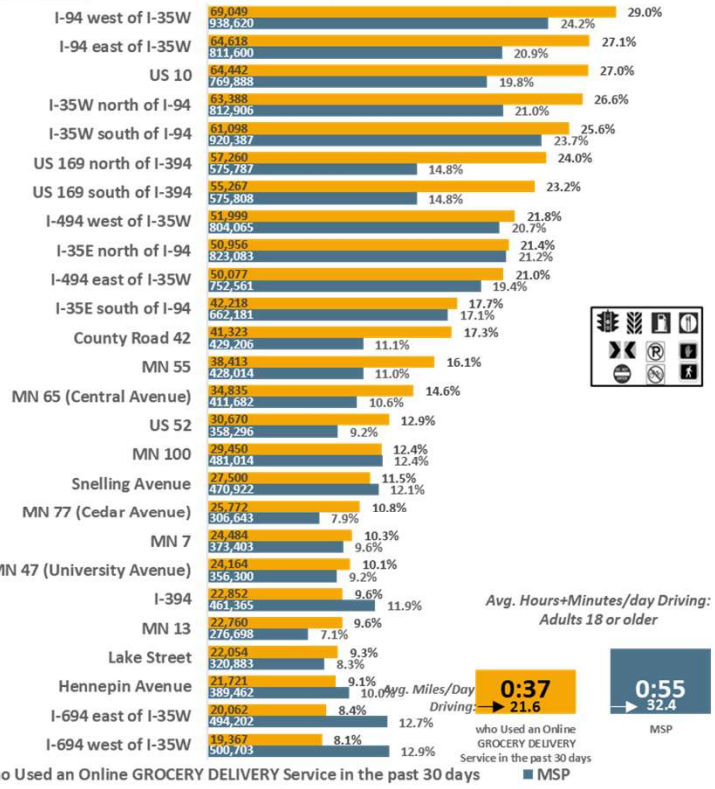
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



208,425 or 87.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 37.2 minutes per day driving an average of 21.6 miles each day and are 61.9% more likely to use US 169 north of I-394 than the Metro

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



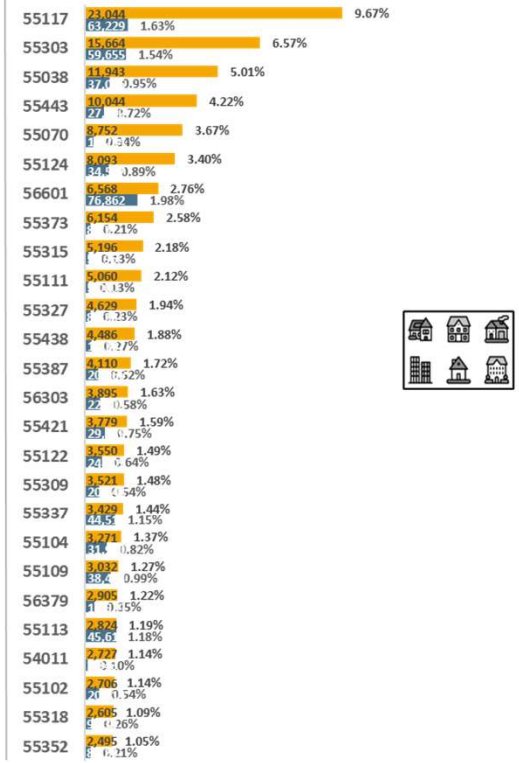
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 21.6

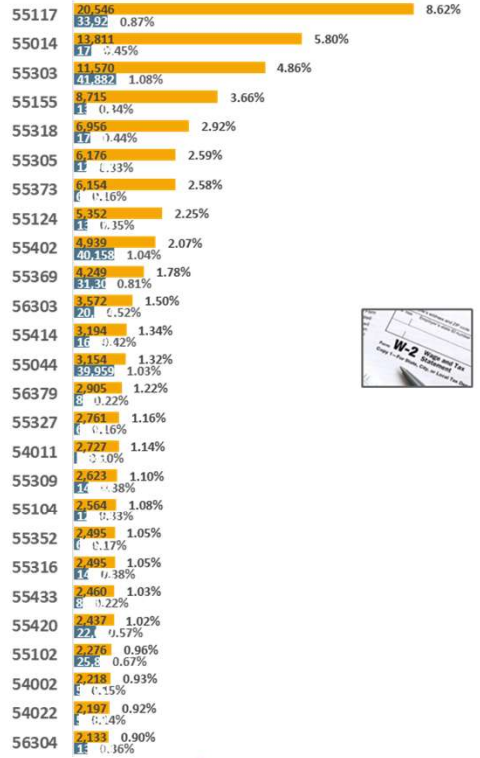
0:37 who Used an Online GROCERY DELIVERY Service in the past 30 days

0:55 → 32.4 MSP

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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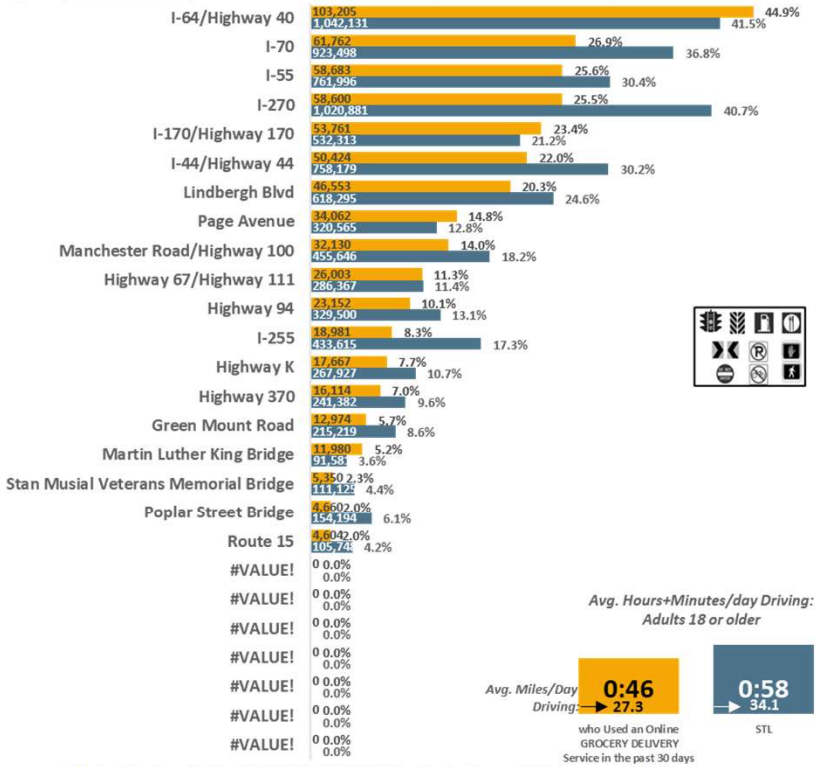
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



130,547 or 56.9% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 47. minutes per day driving an average of 27.3 miles each day and are 42.9% more likely to use Martin Luther King Bridge than the Me

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



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

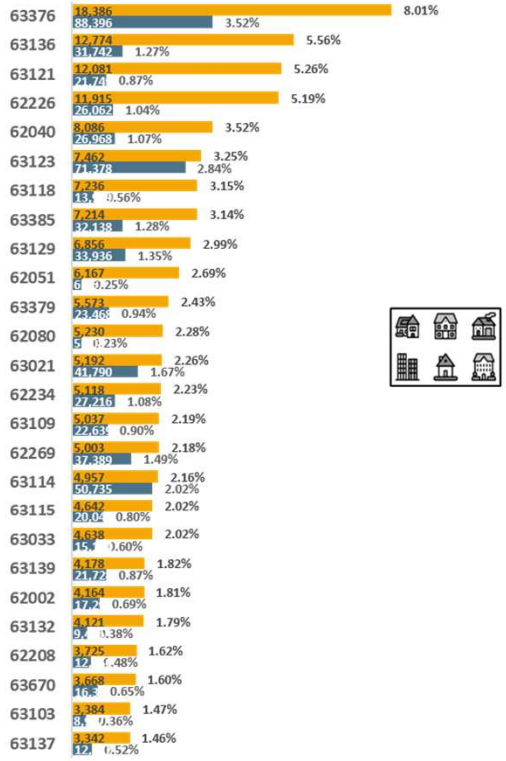
Avg. Miles/Day Driving: → 27.3

0:46 who Used an Online GROCERY DELIVERY Service in the past 30 days

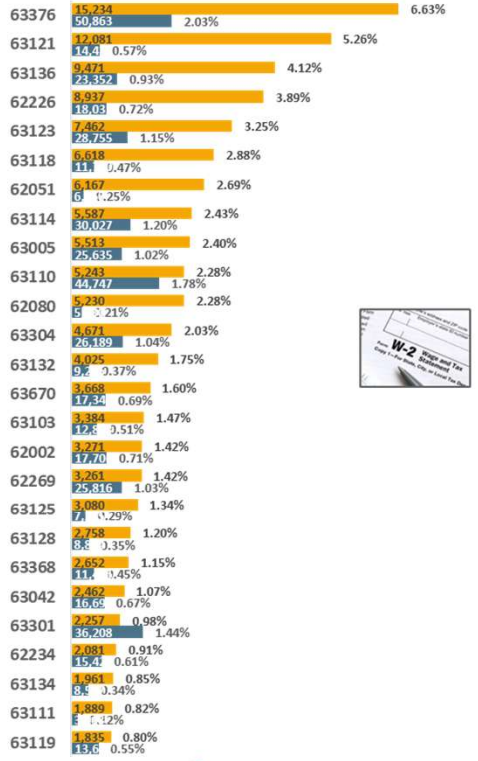
0:58 → 34.1 STL

■ who Used an Online GROCERY DELIVERY Service in the past 30 days ■ STL

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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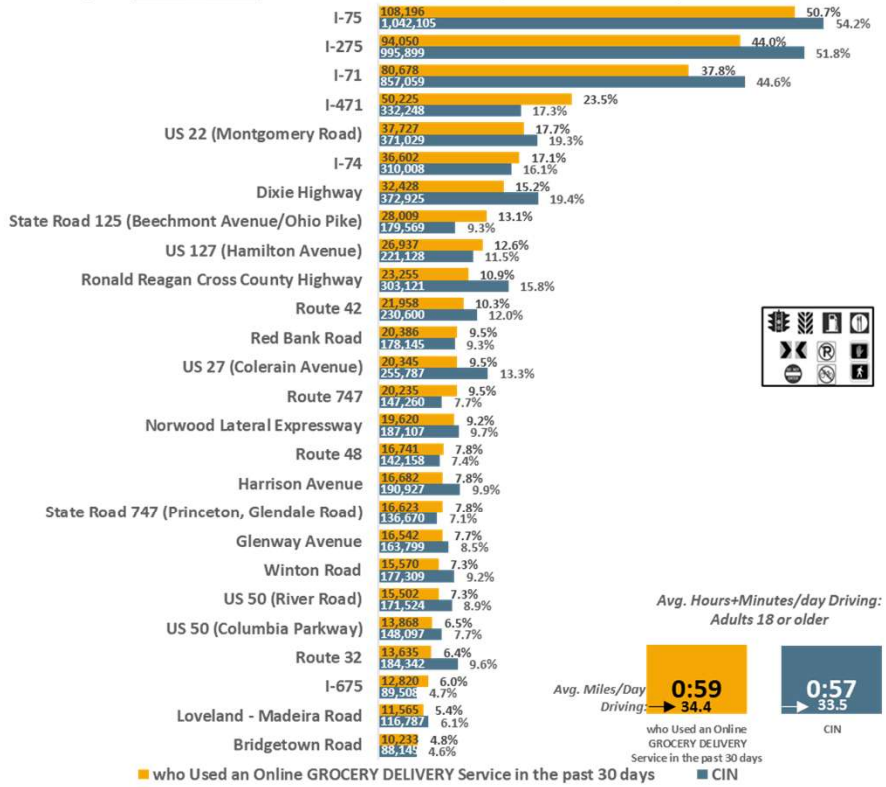
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



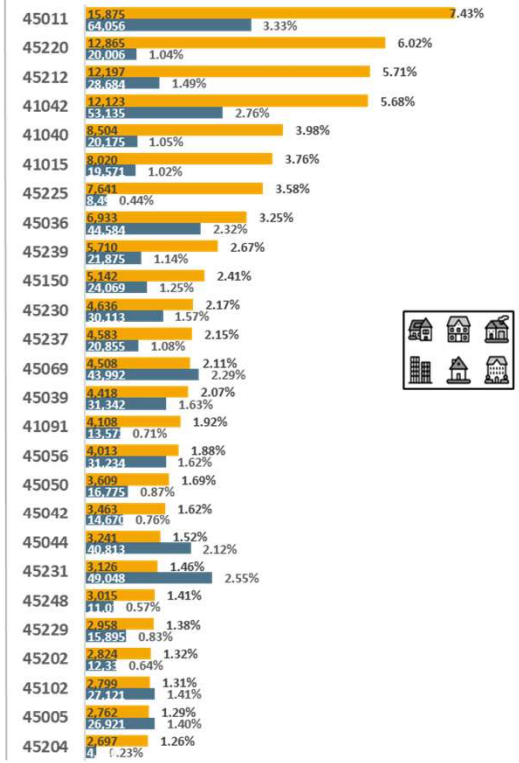
164,216 or 76.9% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 59. minutes per day driving an average of 34.4 miles each day and are 40.5% more likely to use State Road 125 (Beechmont Avenue/Ohio

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

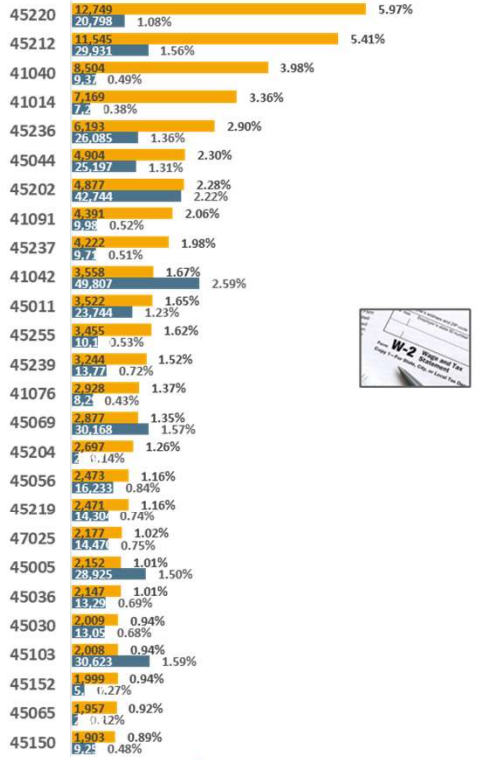


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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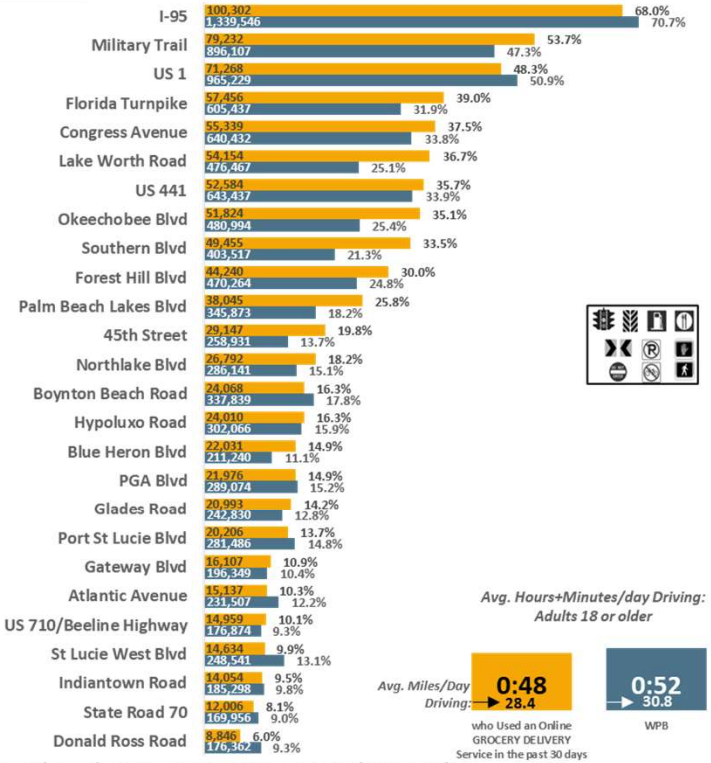
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



124,462 or 84.4% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days spend an average of 48.8 minutes per day driving an average of 28.4 miles each day and are 57.6% more likely to use Southern Blvd than the Metro average

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



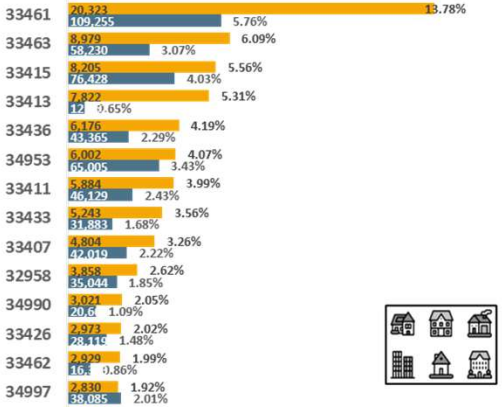
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 28.4

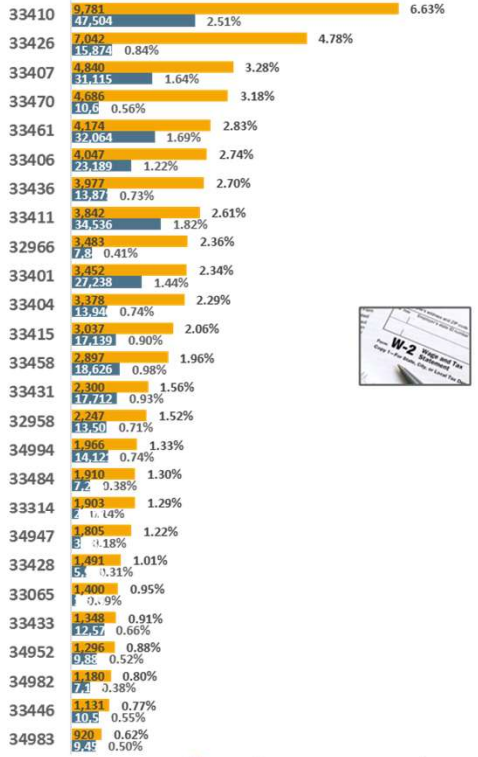
0:48 who Used an Online GROCERY DELIVERY Service in the past 30 days

0:52 30.8 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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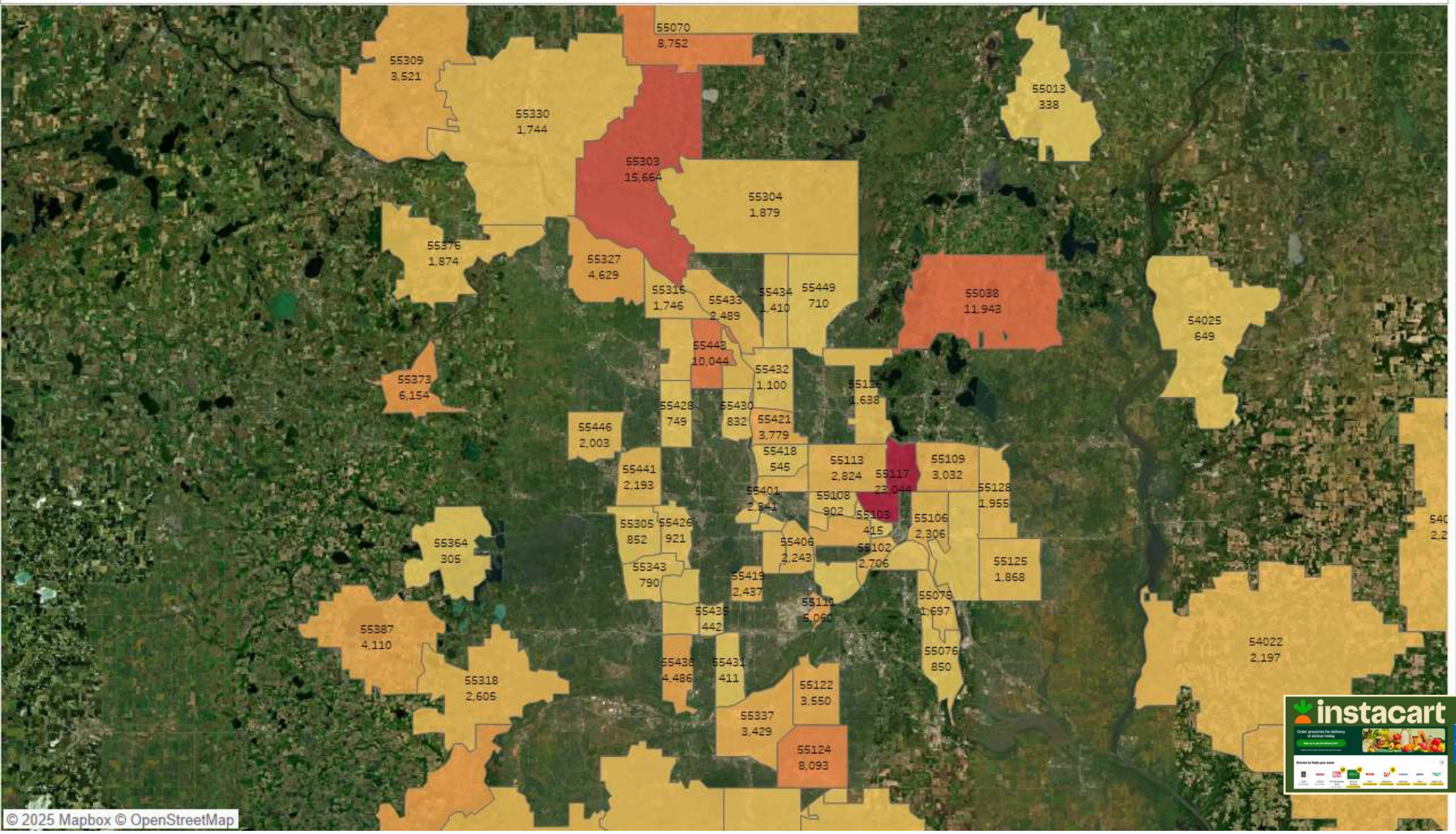
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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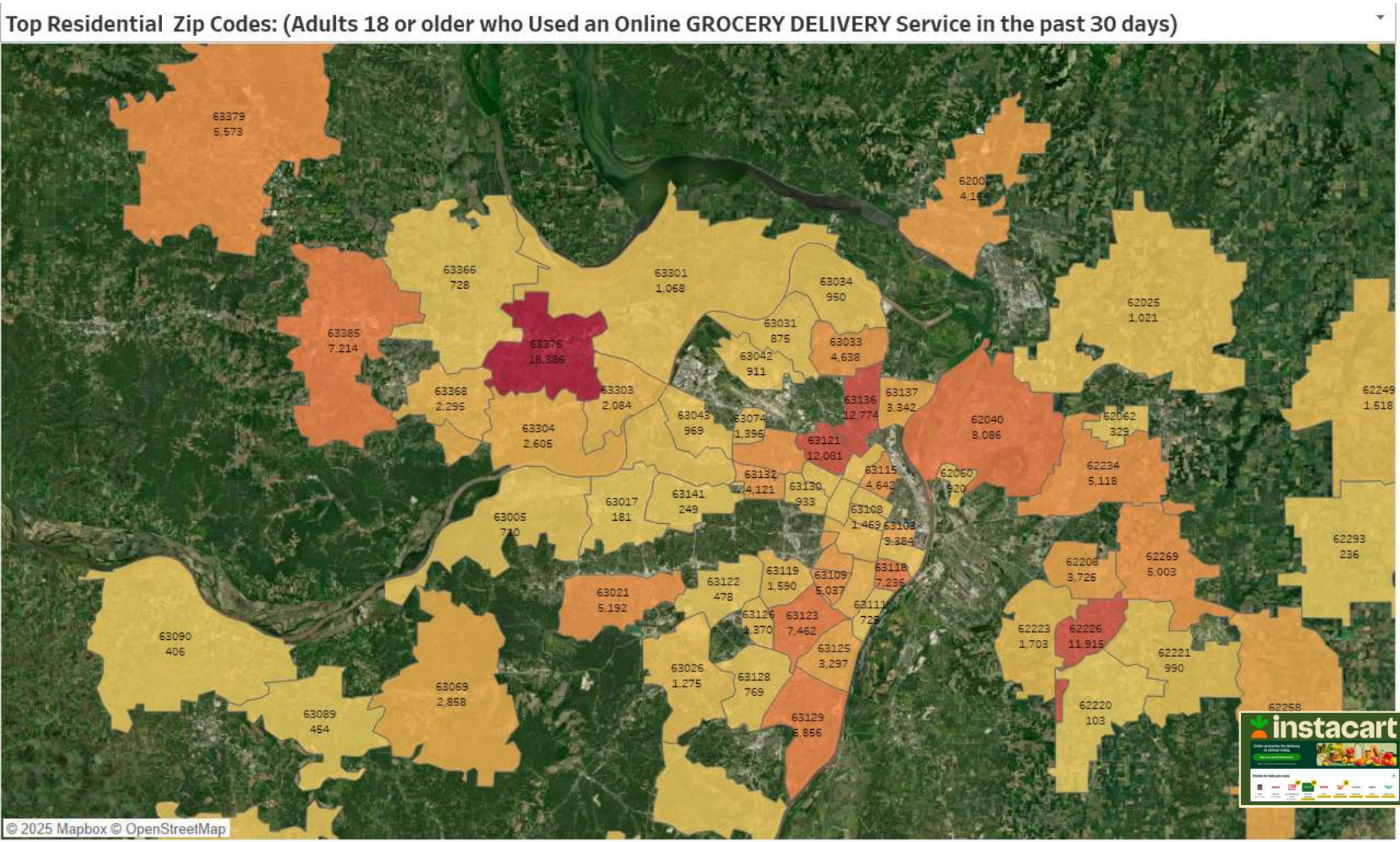
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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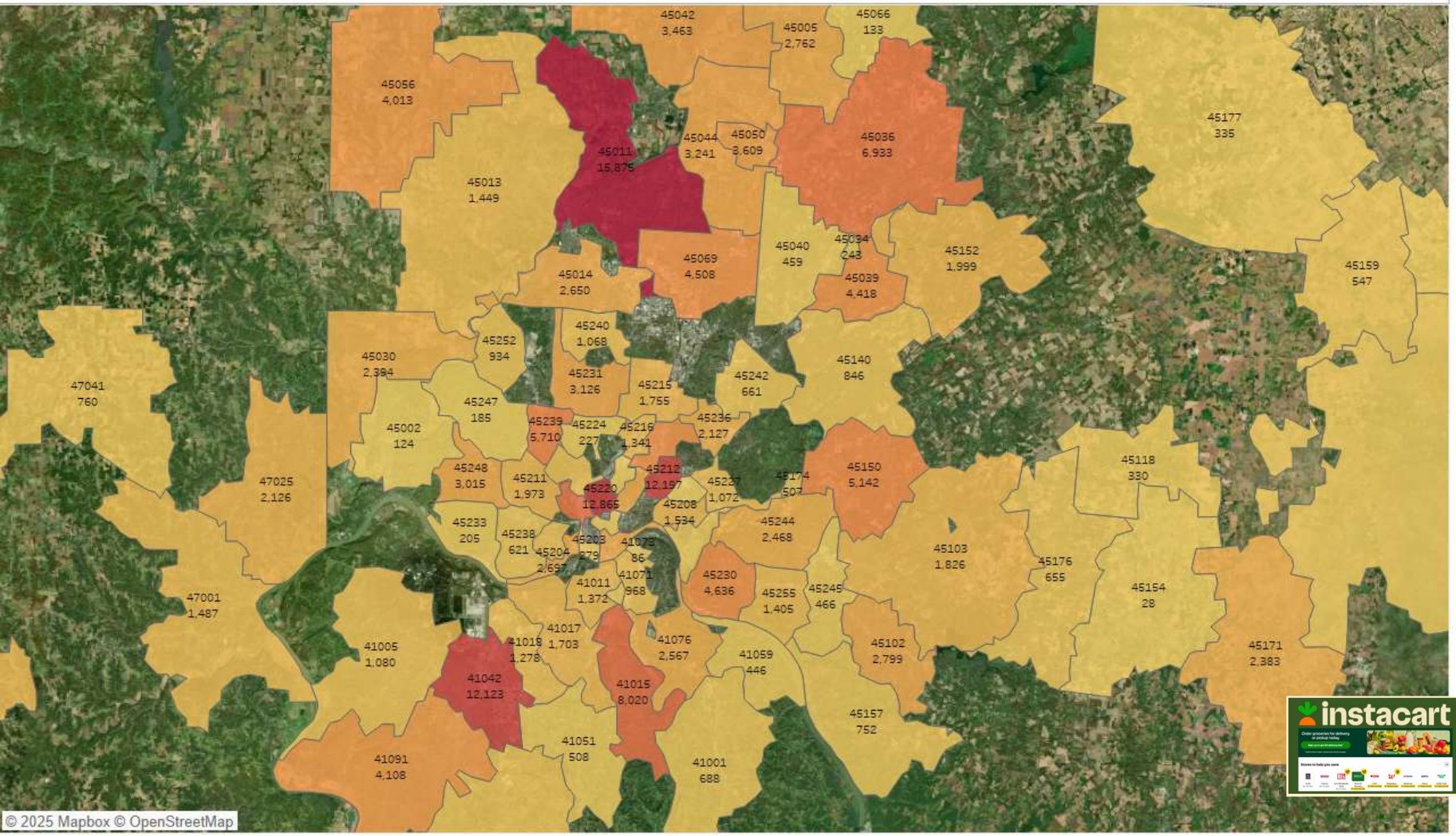
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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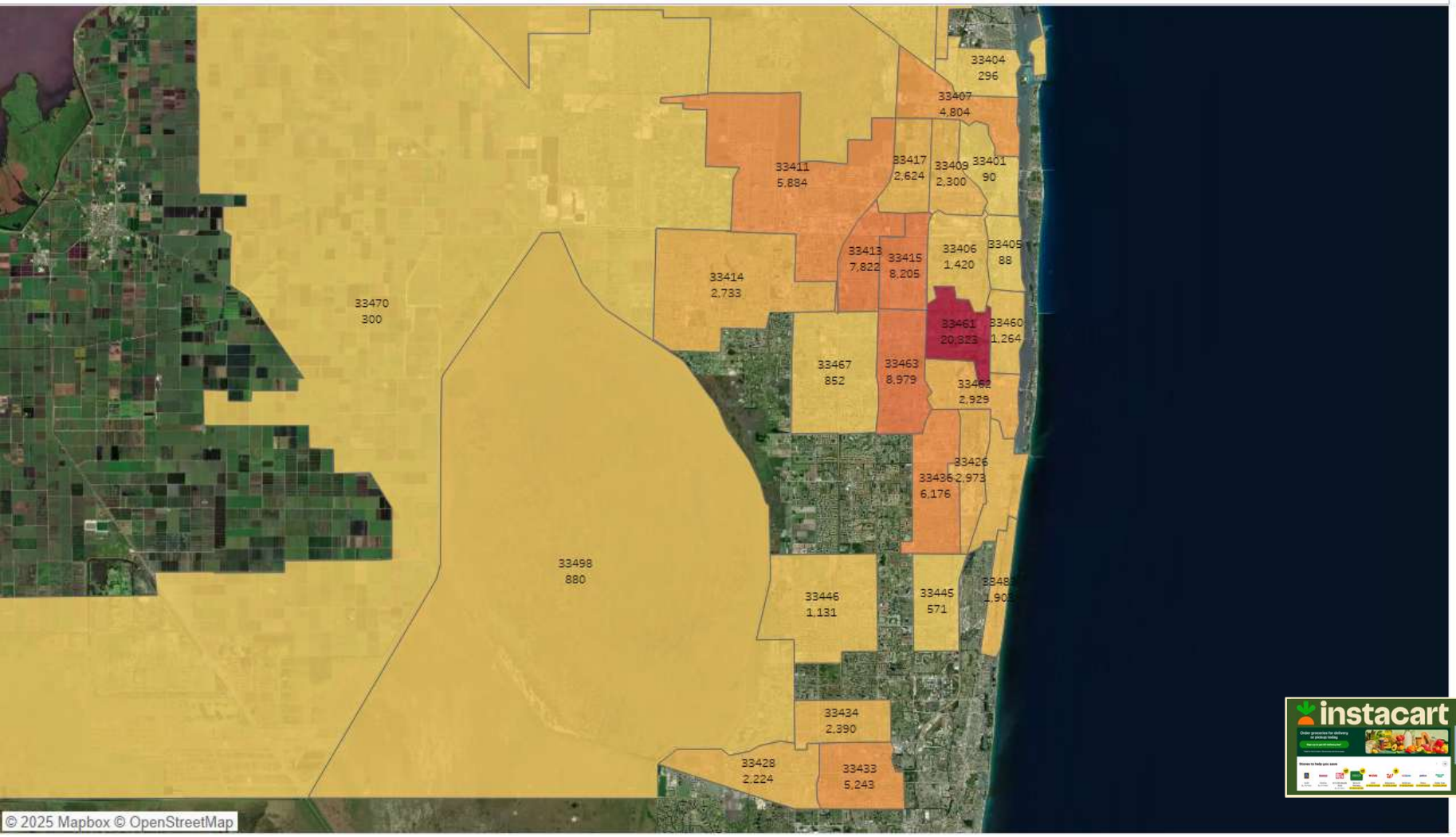
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

Top Residential Zip Codes: (Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days)



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208
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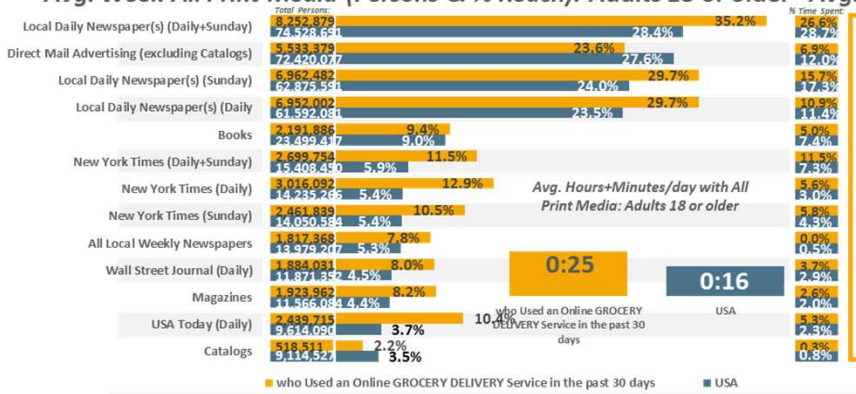
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

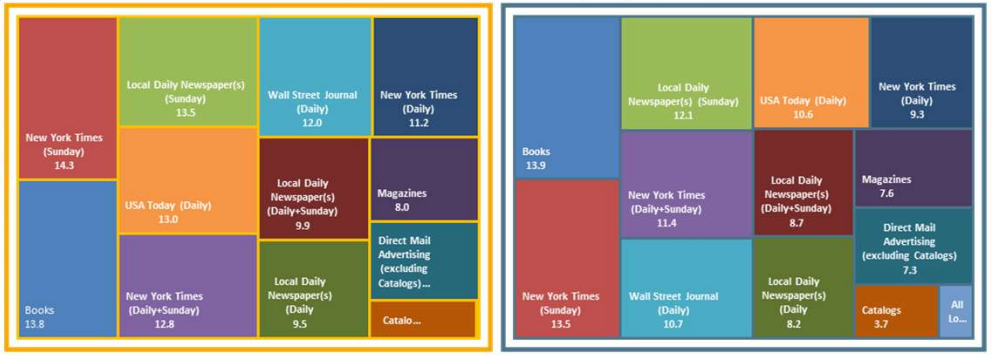


8,252,879 or 35.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 28.% of all time spent daily with All forms of Prin

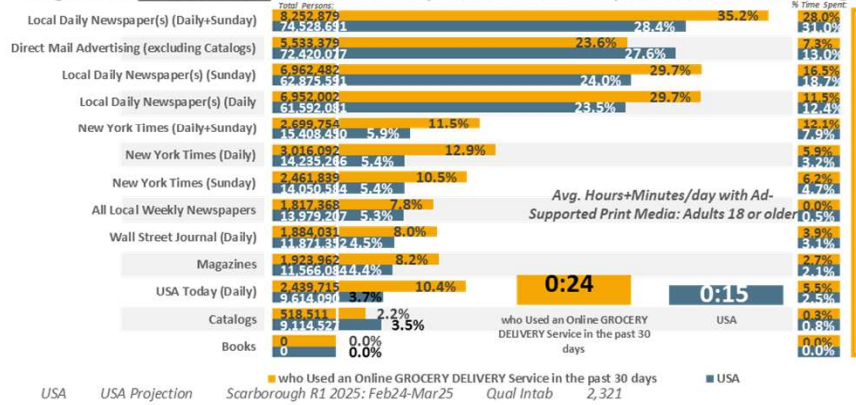
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 2,321

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

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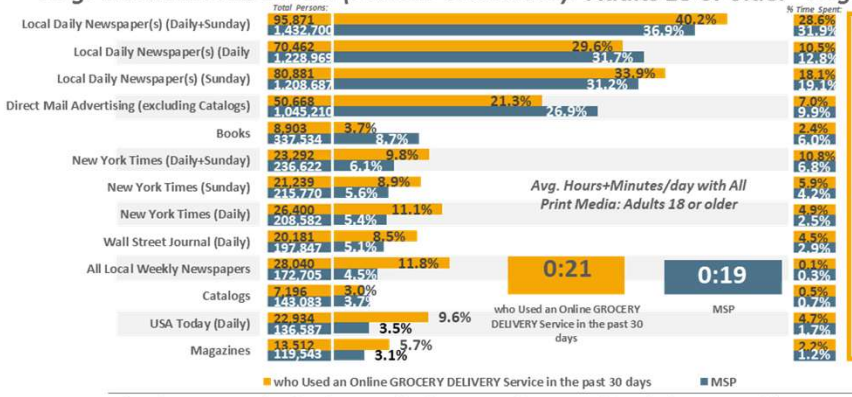
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

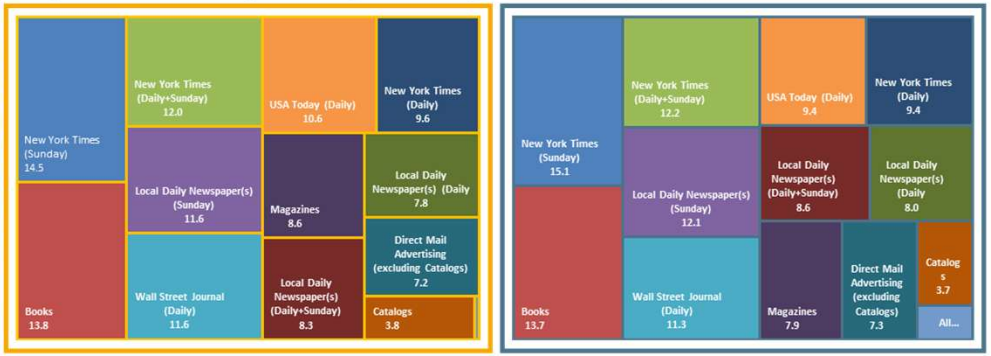


95,871 or 40.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.2% of all time spent daily with All forms of Print

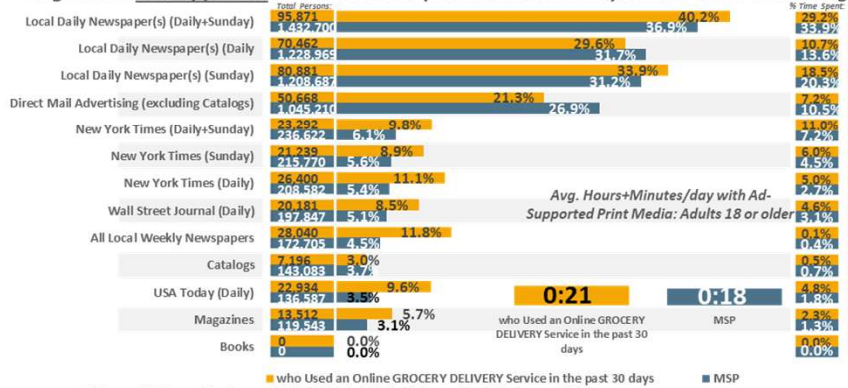
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 133

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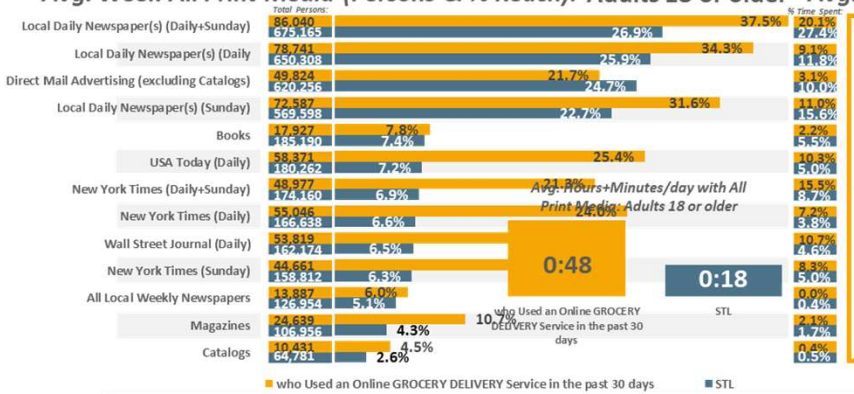
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

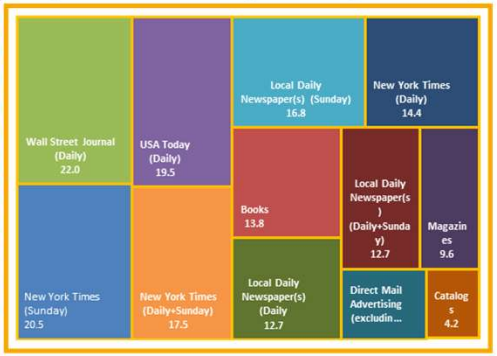


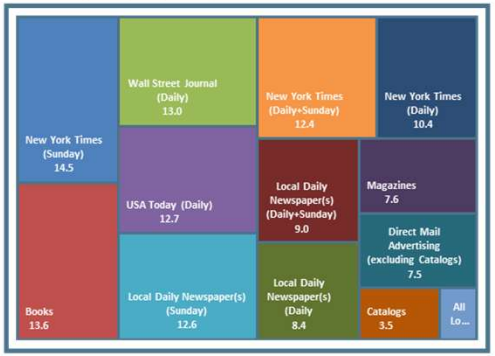
86,040 or 37.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 20.6% of all time spent daily with All forms of Print

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

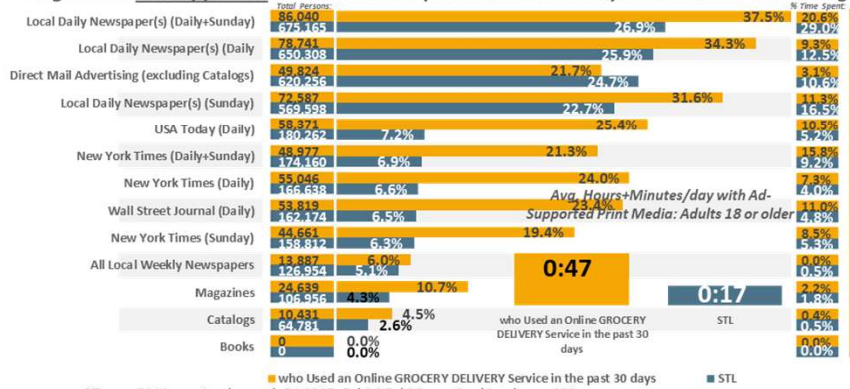


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

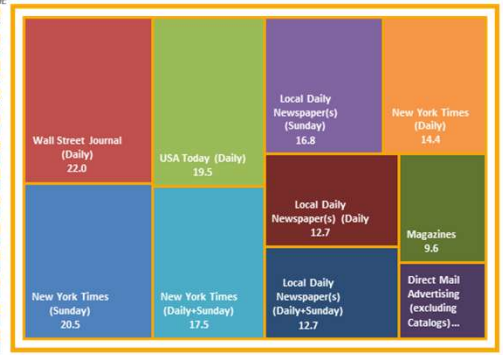


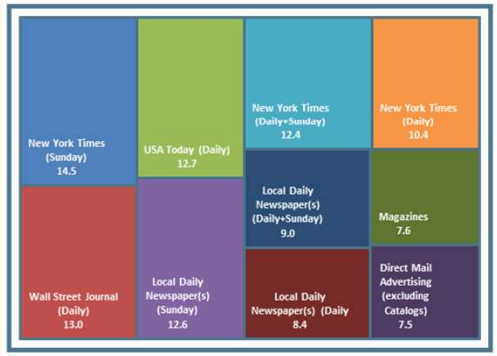


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 183

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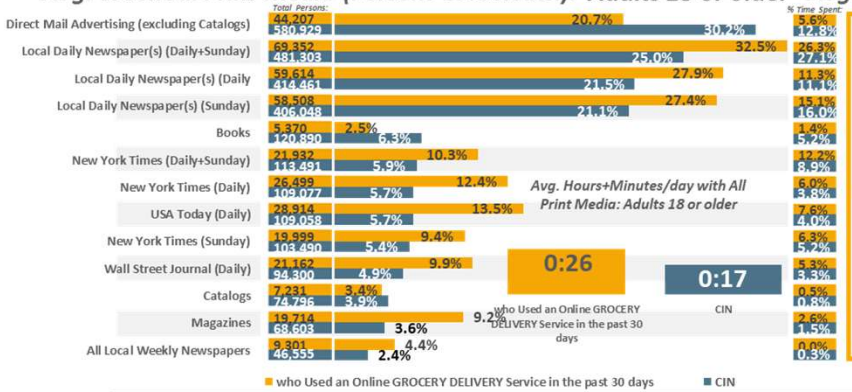
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



69,352 or 32.5% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 26.7% of all time spent daily with All forms of Print

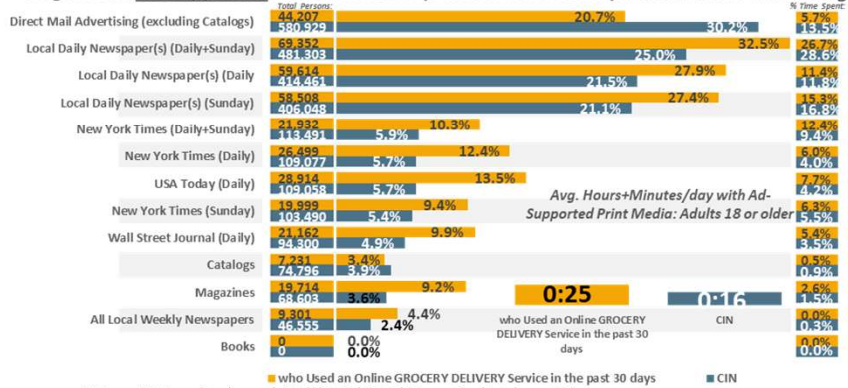
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 220

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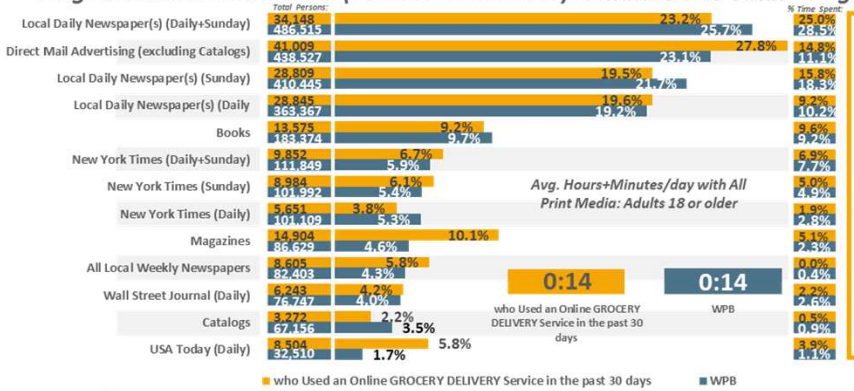
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)

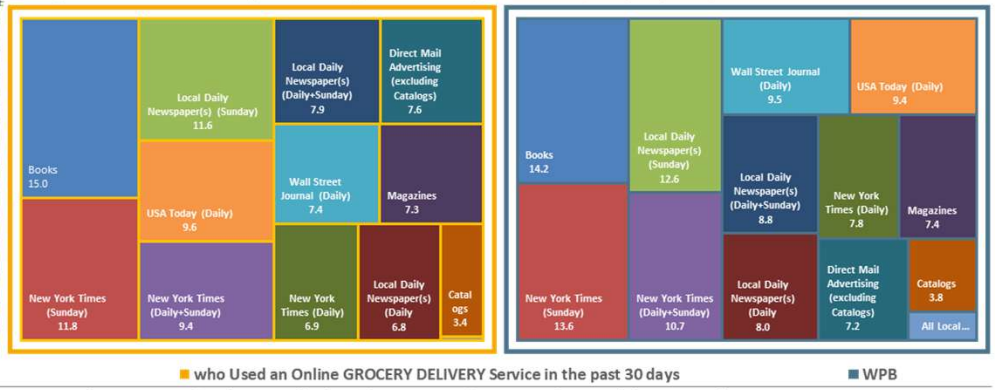


34,148 or 23.2% of Adults 18 or older who Used an Online GROCERY DELIVERY Service in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 27.7% of all time spent daily with All forms of Print

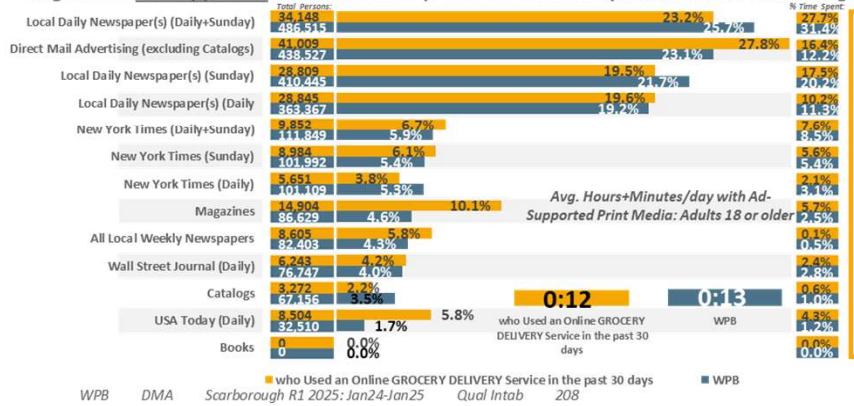
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 208

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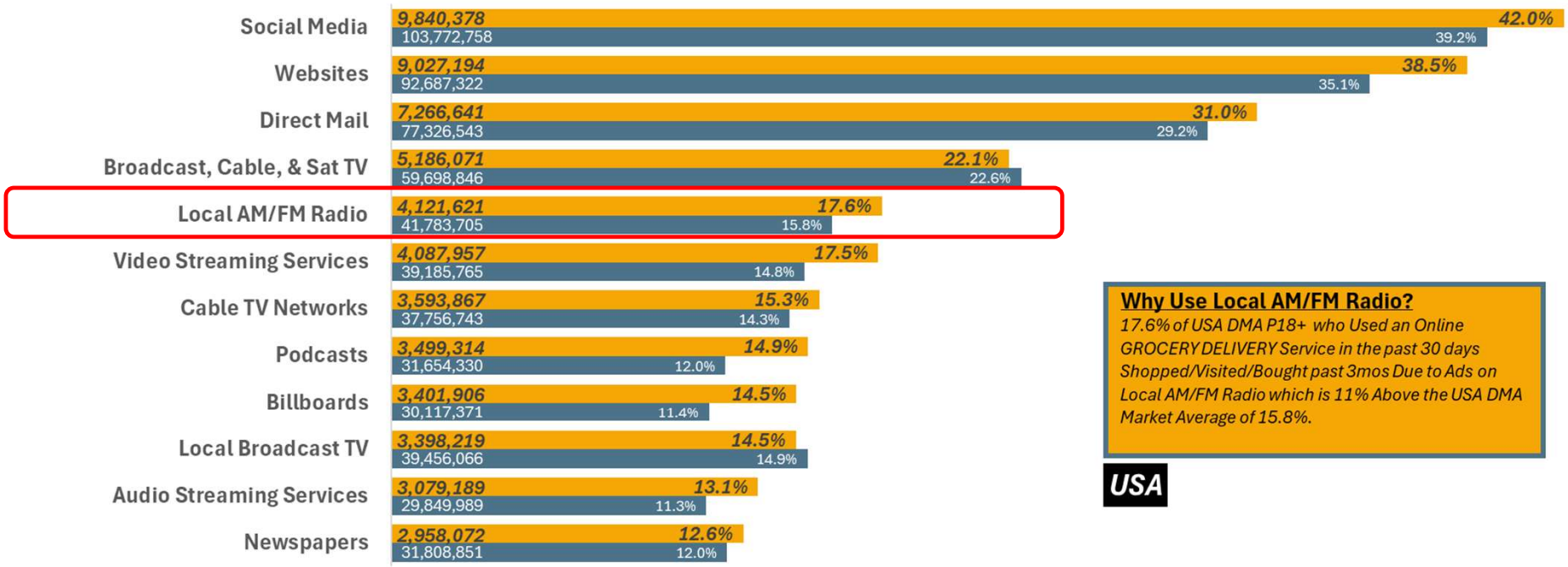
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of USA DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 2321

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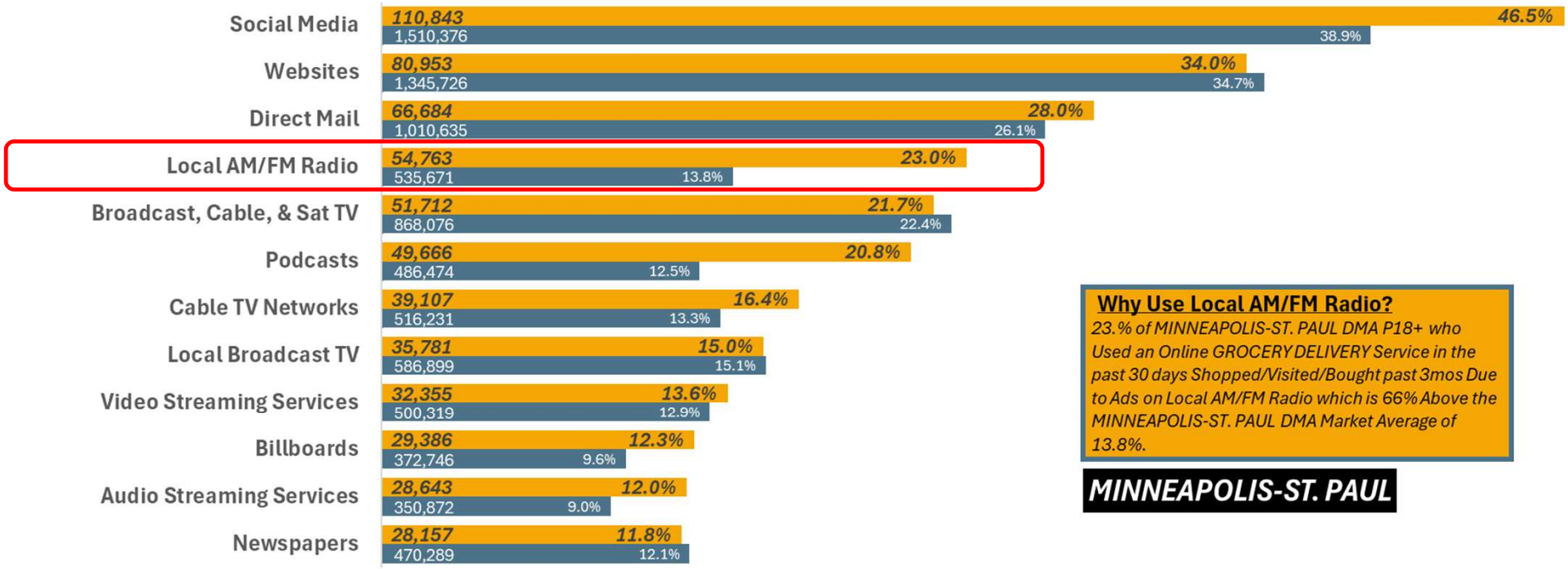
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 66% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 133

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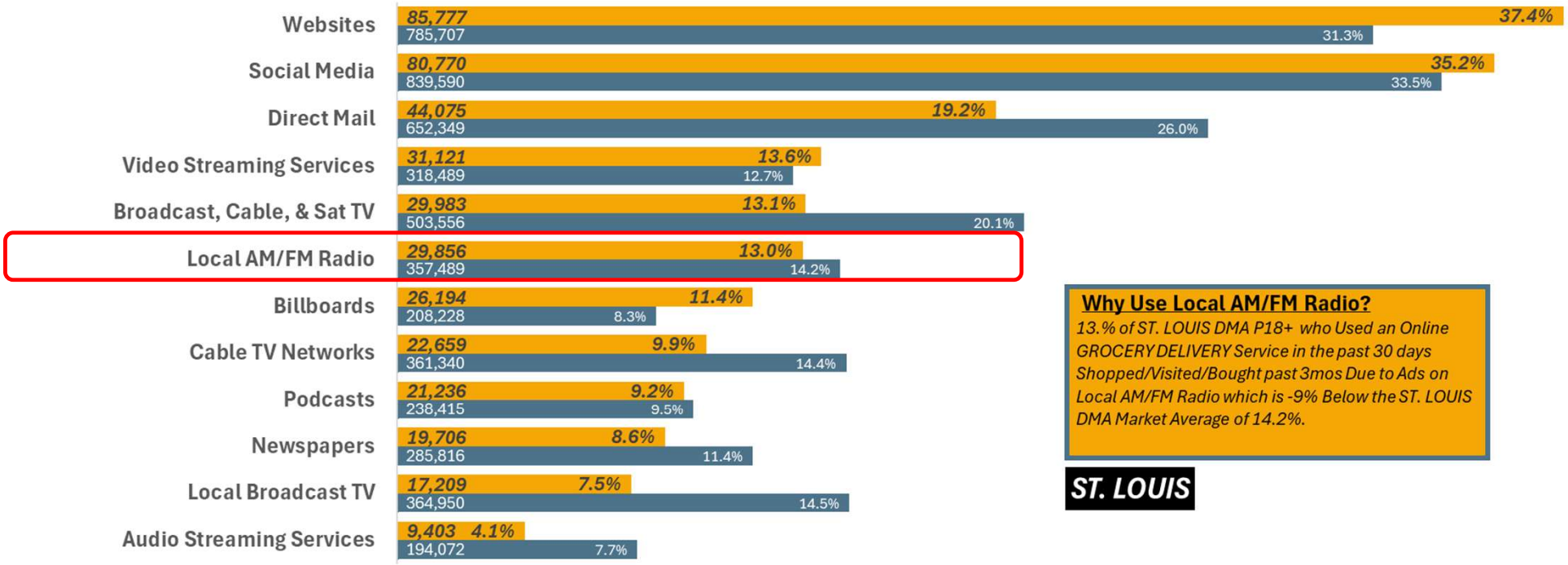
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.% of ST. LOUIS DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 183

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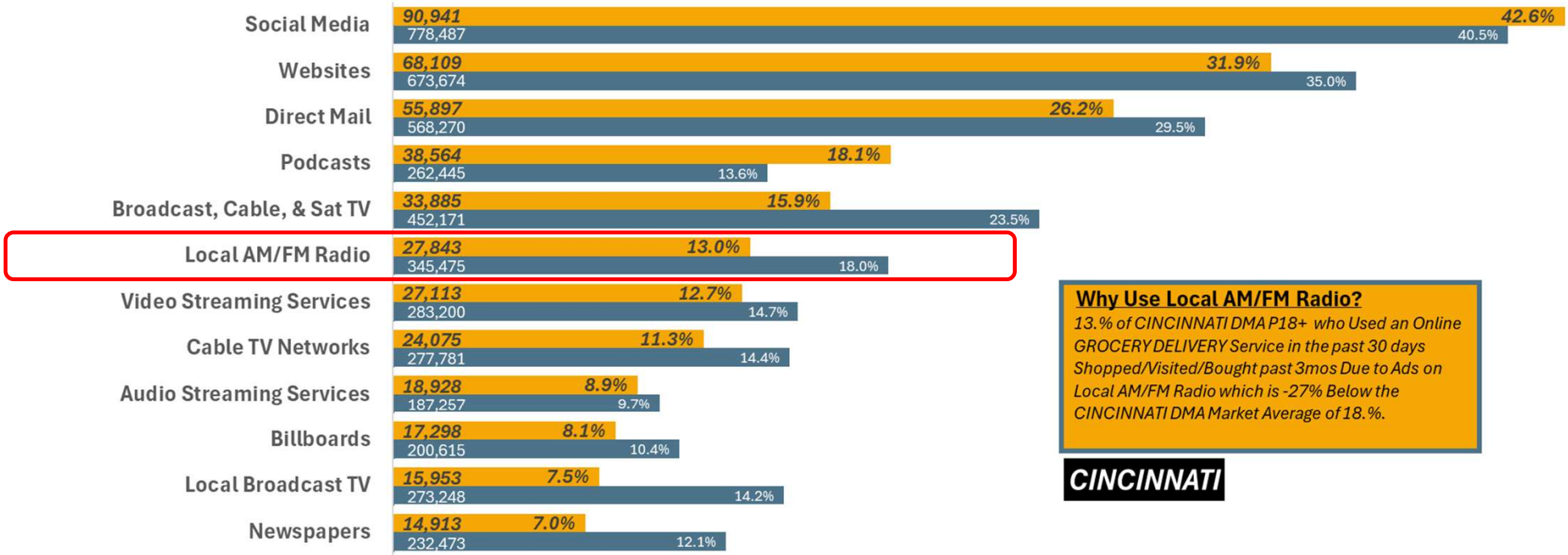
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.% of CINCINNATI DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -27% Below the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 220

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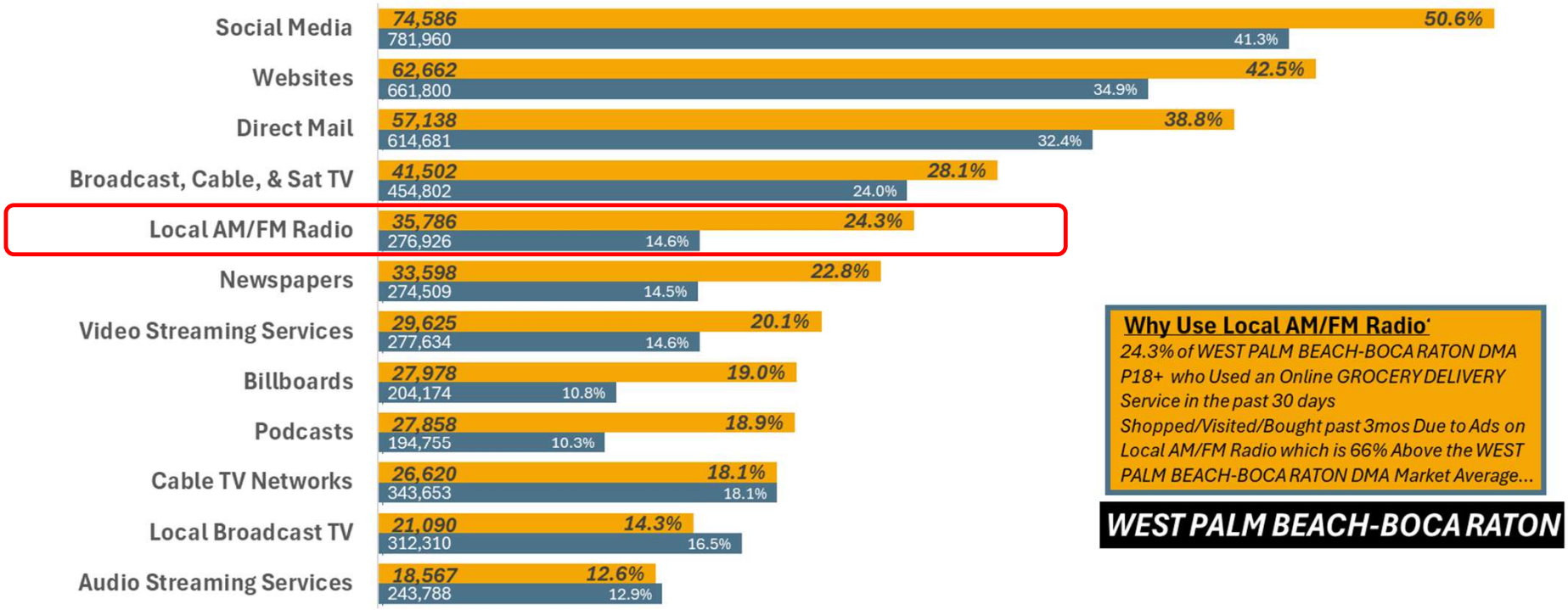
Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)



"Advertising Actions"

P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

24.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used an Online GROCERY DELIVERY Service in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 66% Above the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 208

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Food delivery services household used past 30 days (HHLD): Grocery delivery service (Instacart, Peapod, Shipt, etc.)