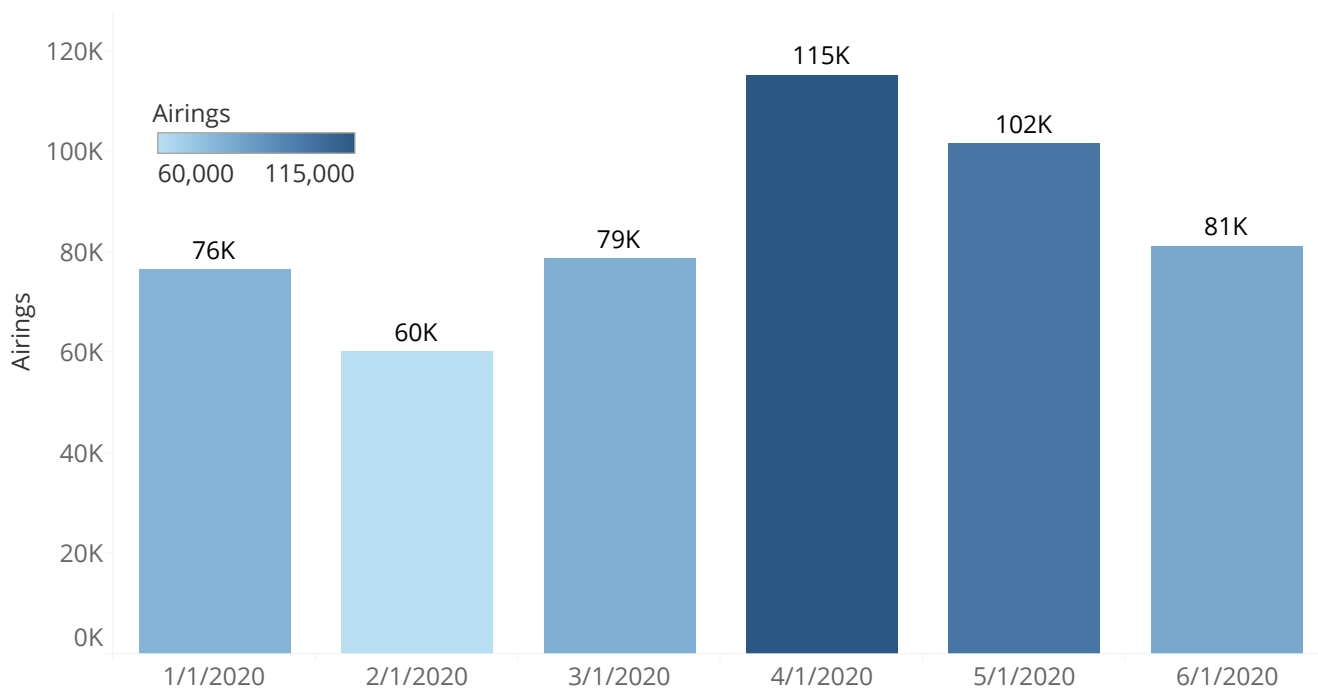


Grocery Store Advertisements

January - June



- Advertisements for grocery stores in the top 50 markets aired a cumulative **215K** times in Q1 and a cumulative **297K** times in Q2, accounting for a **38%** increase throughout the pandemic
- Airings peaked in April at the height of Covid-19 closures, and stayed higher than average during May and June

TOP MARKETS - AIRINGS

MARKET	Q1	Q2	%CHANGE
Houston, TX	4.9K	6.8K	37%
Portland, OR	2.3K	5.7K	145%
New York, NY	3.0K	5.5K	79%
Seattle, WA	2.7K	4.4K	63%
Charlottesville, VA	2.8K	4.4K	58%

TOP ADVERTISERS - AIRINGS

ADVERTISER	Q1	Q2	%CHANGE
Kroger	13.8K	120.7K	771%
Whole Foods	22.9K	26.4K	15%
Daily Harvest	14.4K	26.0K	80%
Hy-Vee	7.6K	16.5K	116%
Food Lion	8.1K	14.8K	83%

Grocery airings spiked in April and May while consumers were stuck at home and non-essential retailers were largely off air. In Q2, Portland, Seattle, and New York jumped onto the list of top five markets, possibly because Seattle and New York were early epicenters of the outbreak. Kroger, as the largest grocer behind Walmart, aired **771%** more ads in Q2 than Q1. Airings could include good will bonus units aired by television stations.