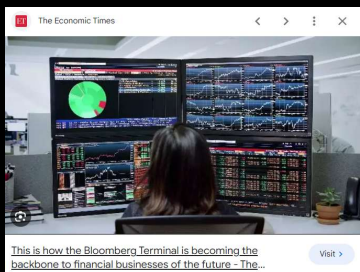


USA+4 DMAs – P18+ who Used WENDY'S One or More Times in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used WENDY'S One or More Times in the past 30 days as of March 31, 2026.



Wendy's

Vanguard® BlackRock®



P18+

Hubbard
media that connects

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

Quick service restaurants used past 30 days: Wendy's



13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days.
Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 47.2 years old
(3.4% younger than average) and have a \$87,865 (10.6% lower than average) annual household income.

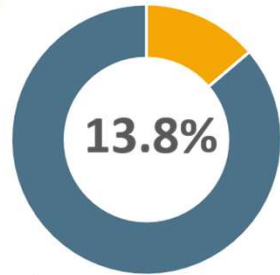


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Used WENDY'S One or More Times in the past 30 days
- Remainder of USA DMAs

Total Persons:

37,642,862

235,531,638

%M vs. %F:

Average Age:

Persons:

51.0%

49.2%

47.4

48.8

19,184,193

134,358,7...

Men

Men

49.0%

50.8%

47.0

48.9

18,458,669

138,815,7...

Women

Women

Age Cell Demographics of Target vs. Market:

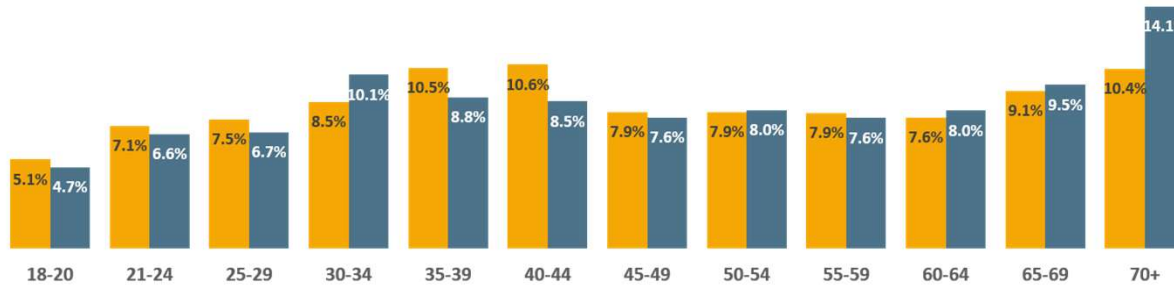
Average Age:

Adults 18 or older

47.2

48.8

- who Used WENDY'S One or More Times in the past 30 days
- USA



who Used WENDY'S One or More Times in the past 30 days

USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection

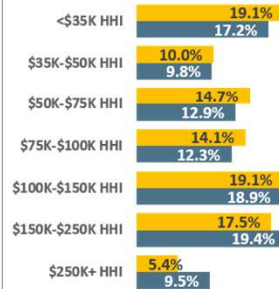
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$87,865

\$98,335

Quick service restaurants used past 30 days: Wendy's



15.0% or 1,145,015 of CHI DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 47. years old (2.9% younger than average) and have a \$106,863 (5.% lower than average) annual household income.

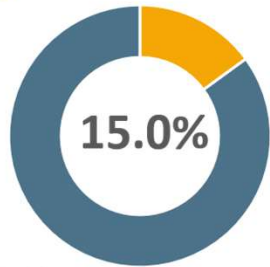


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

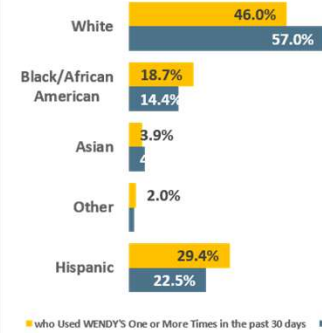


■ who Used WENDY'S One or More Times in the past 30 days
■ Remainder of CHI DMA

Total Persons:

1,145,015 6,499,086

%M vs. %F:	51.6%	48.8%	48.4%	51.2%
Average Age:	48.2	48.5	45.6	48.2
# Persons:	591,289	3,726,882	553,726	3,917,219
	Men	Men	Women	Women



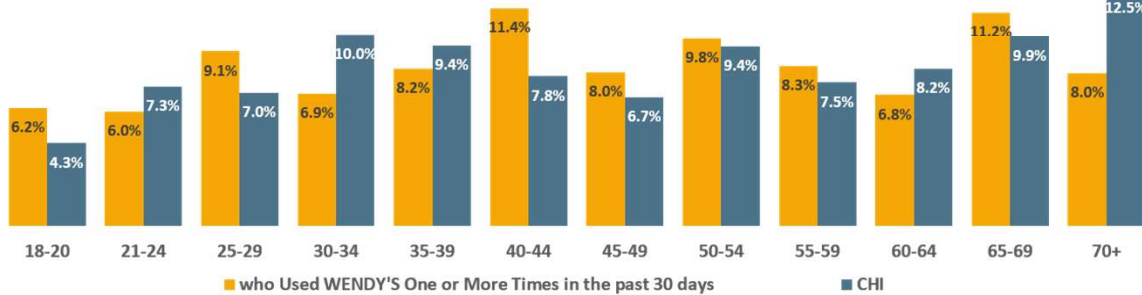
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

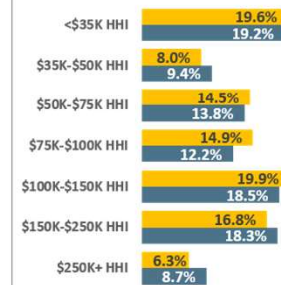
47.0 48.4

■ who Used WENDY'S One or More Times in the past 30 days ■ CHI



■ who Used WENDY'S One or More Times in the past 30 days ■ CHI

HHI of Target vs. Market:



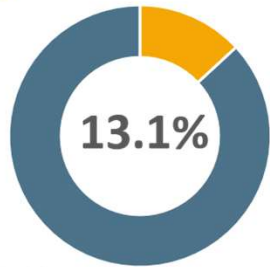
Avg HHI: \$106,863 \$112,514



13.1% or 758,958 of WDC DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days.
 Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 46.4 years old
 (3.2% younger than average) and have a \$124,886 (10.3% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who Used WENDY'S One or More Times in the past 30 days
 ■ Remainder of WDC DMA

Total Persons:

758,958 5,017,813



Gender of Target vs. Market: Adults 18 or older

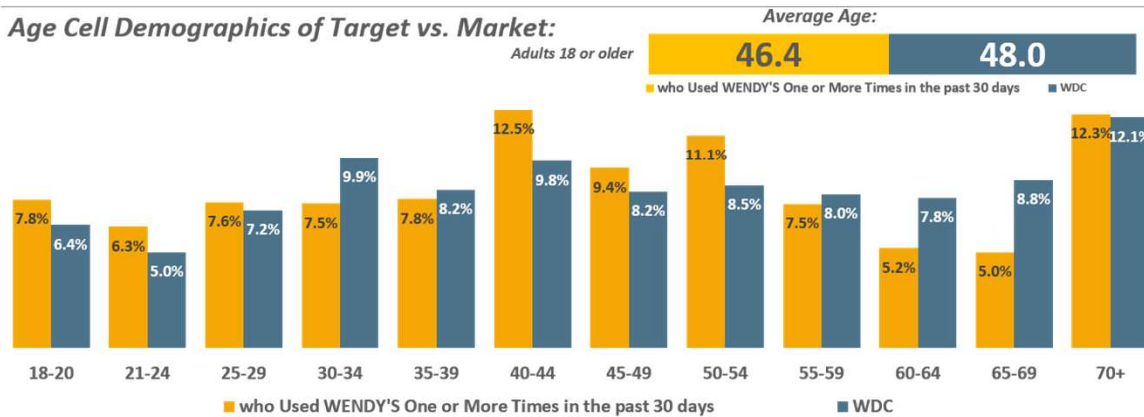
%M vs. %F:	47.0%	48.8%	53.0%	51.2%
Average Age:	45.3	47.8	47.4	48.2
# Persons:	356,596	2,816,689	402,362	2,960,082
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

White	54.0%	54.0%
Black/African American	29.3%	20.4%
Asian	4.0%	6.1%
Other	1.8%	
Hispanic	11.0%	16.3%

■ who Used WENDY'S One or More Times in the past 30 days ■ WDC

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

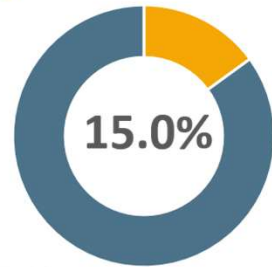
<\$35K HHI	12.7%	13.1%
\$35K-\$50K HHI	7.2%	8.4%
\$50K-\$75K HHI	12.3%	9.1%
\$75K-\$100K HHI	13.6%	11.2%
\$100K-\$150K HHI	23.0%	18.8%
\$150K-\$250K HHI	22.4%	23.9%
\$250K+ HHI	8.8%	15.6%

Avg HHI: \$124,886 \$139,294



15.0% or 687,095 of SEA DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 47. years old (2.6% younger than average) and have a \$106,546 (17.2% lower than average) annual household income.

Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



■ who Used WENDY'S One or More Times in the past 30 days
■ Remainder of SEA DMA

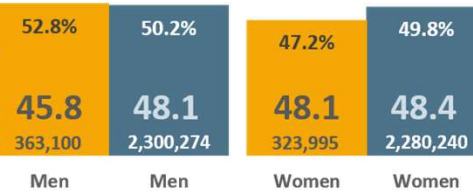
Total Persons:

687,095 3,893,419

%M vs. %F:

Average Age:

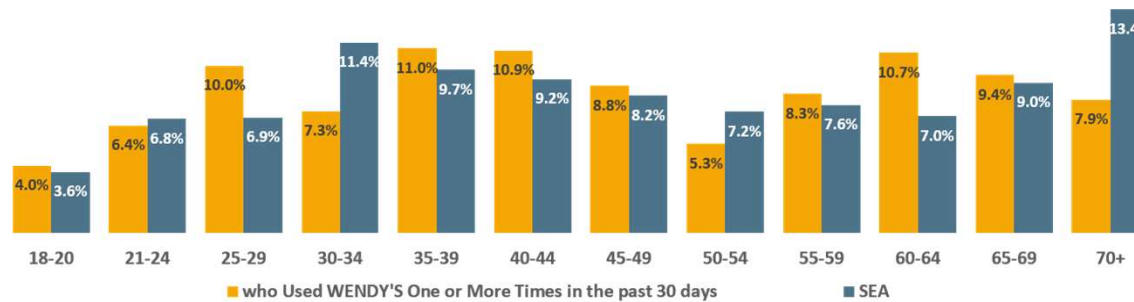
Persons:



Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



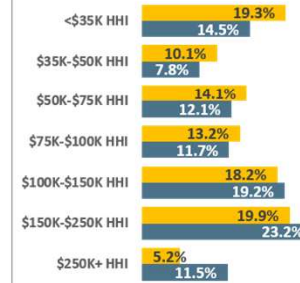
■ who Used WENDY'S One or More Times in the past 30 days

■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 508

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HHI of Target vs. Market:



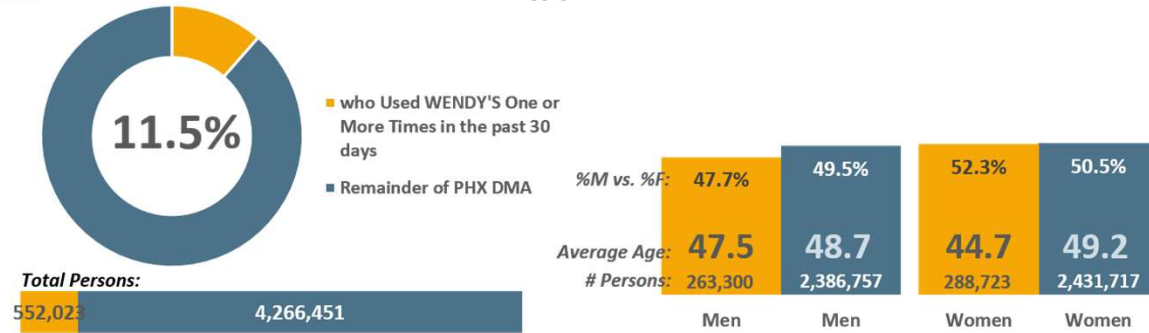
Avg HHI:

\$106,546 \$128,694

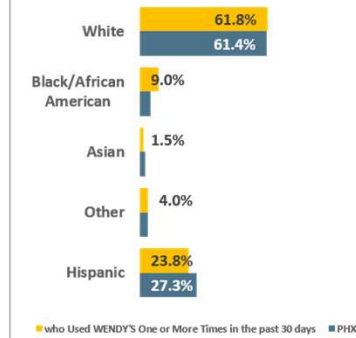


11.5% or 552,023 of PHX DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 45.8 years old (6.4% younger than average) and have a \$93,078 (13.1% lower than average) annual household income.

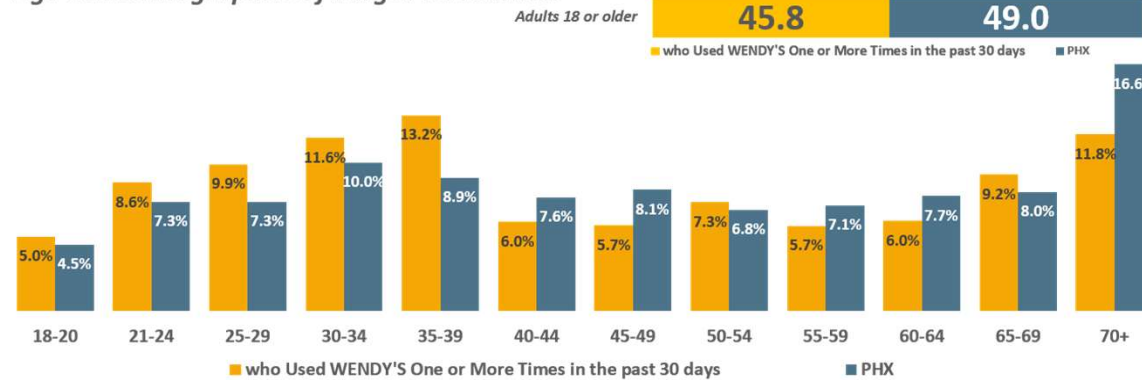
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



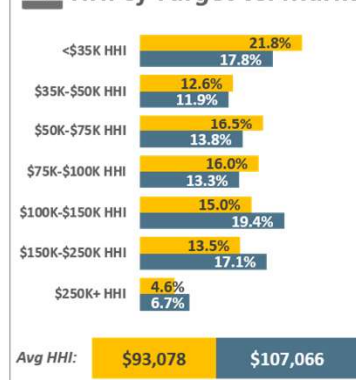
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

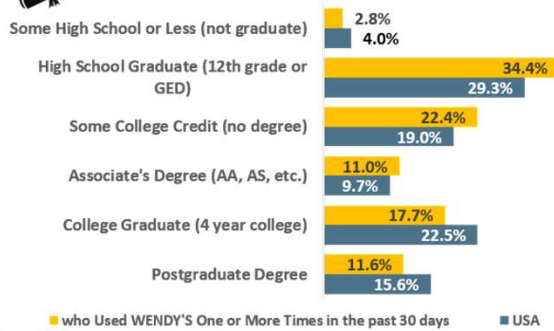




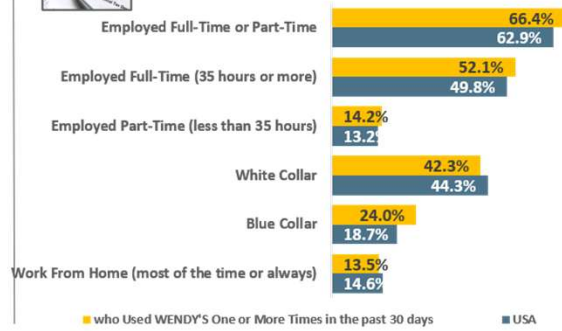
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 23.% less likely to be a college graduate, 4.7% more likely to work full-time, 7.5% less likely to be married, 12.6% more likely to be a parent of 1 or more children under 18.



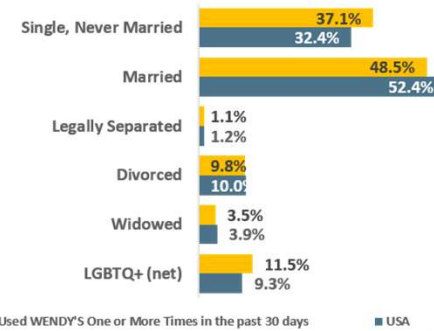
Education Levels: Adults 18 or older



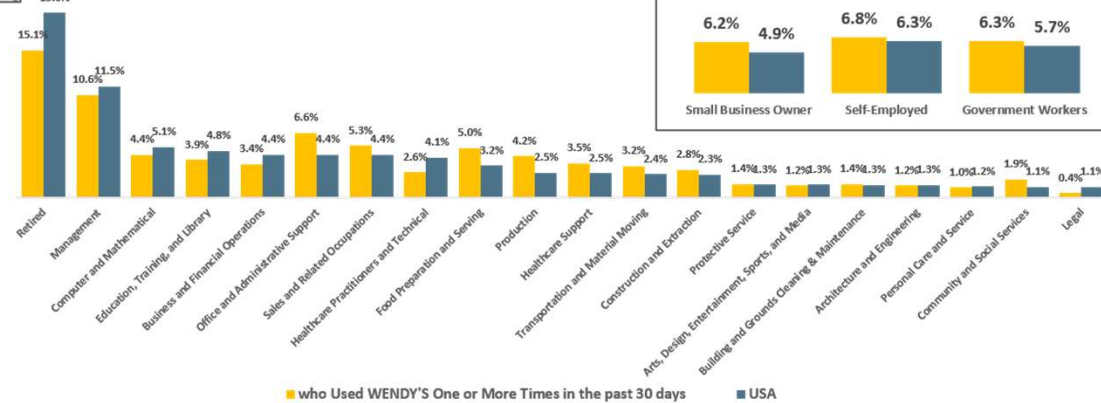
Employment: Adults 18 or older



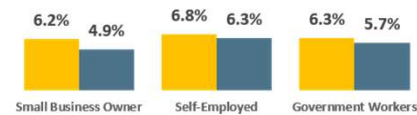
Marital Status: Adults 18 or older



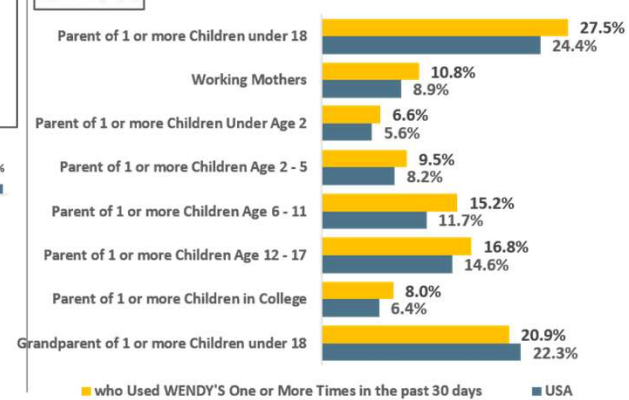
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

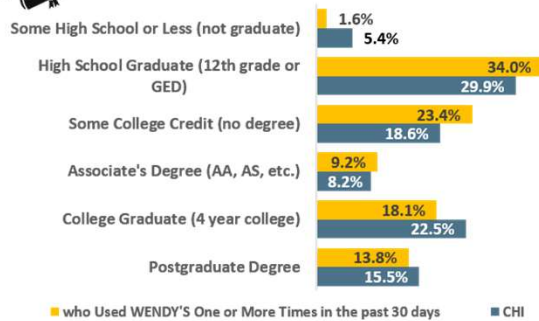
Quick service restaurants used past 30 days: Wendy's



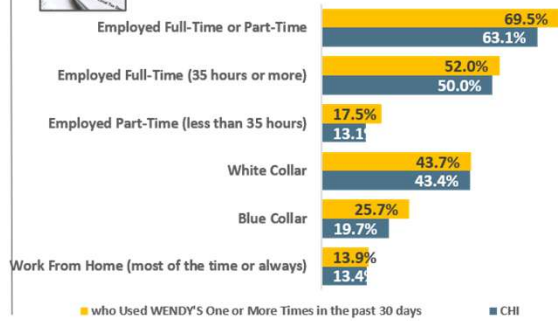
15.5% or 1,145,015 of CHI DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 15.8% less likely to be a college graduate, 4% more likely to work full-time, 7.9% less likely to be married, 8.4% more likely to be a parent of 1 or more children under 18.



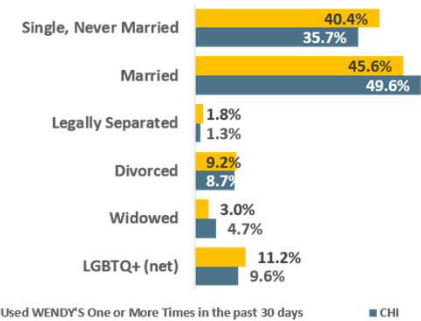
Education Levels: Adults 18 or older



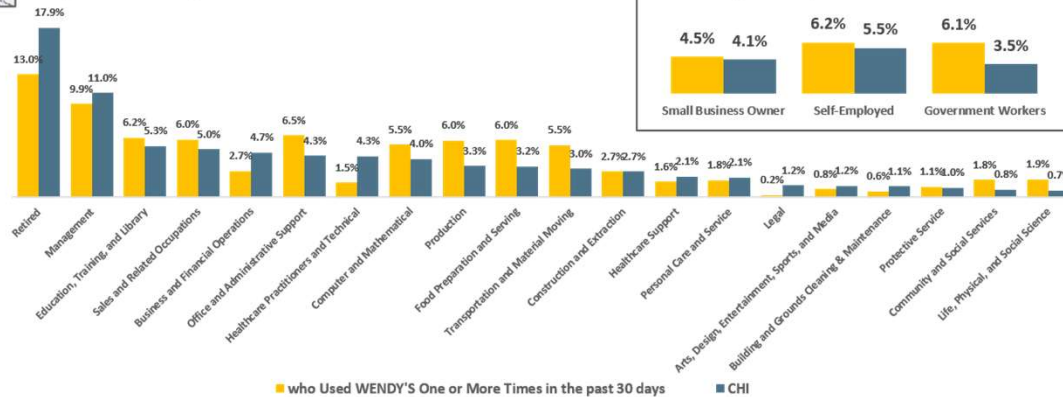
Employment: Adults 18 or older



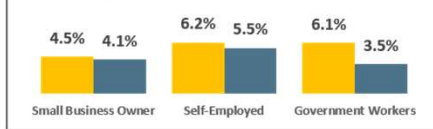
Marital Status: Adults 18 or older



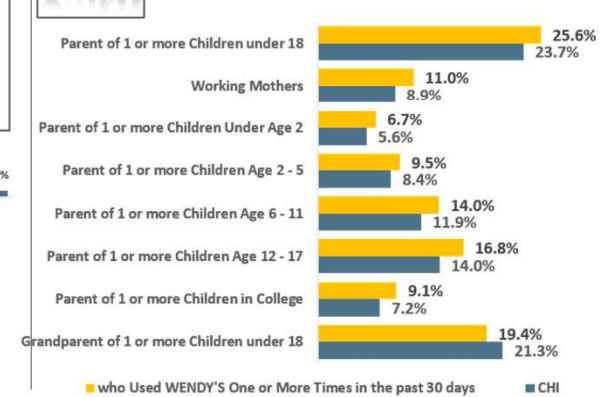
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

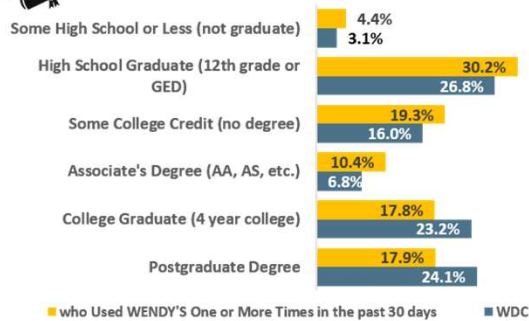




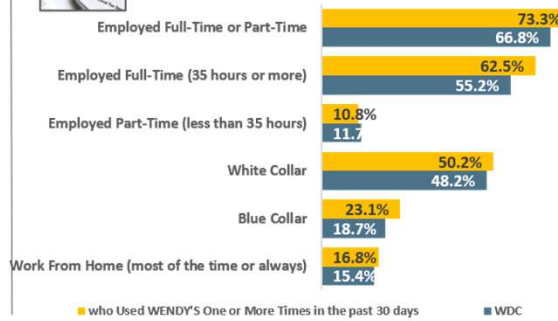
13.1% or 758,958 of WDC DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 24.7% less likely to be a college graduate, 13.2% more likely to work full-time, 1.6% less likely to be married, 12.1% more likely to be a parent of 1 or more children under 18.



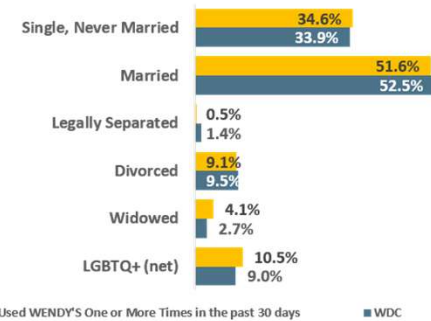
Education Levels: Adults 18 or older



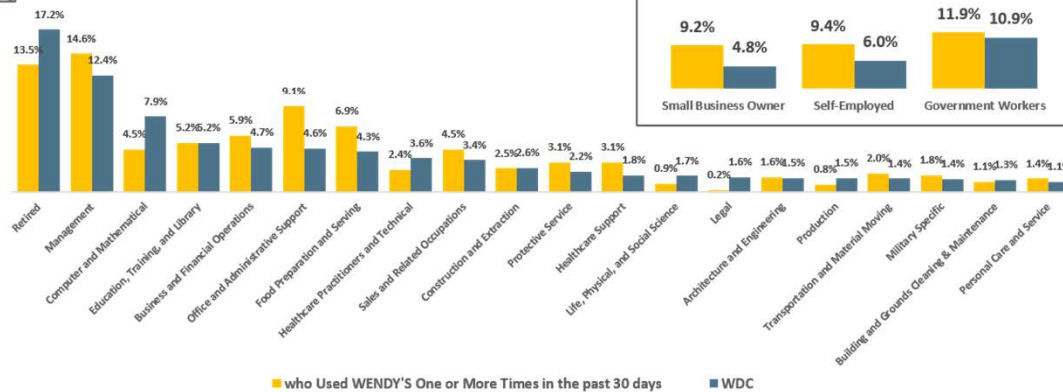
Employment: Adults 18 or older



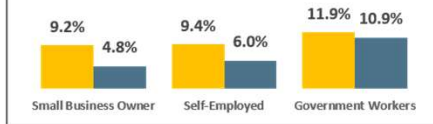
Marital Status: Adults 18 or older



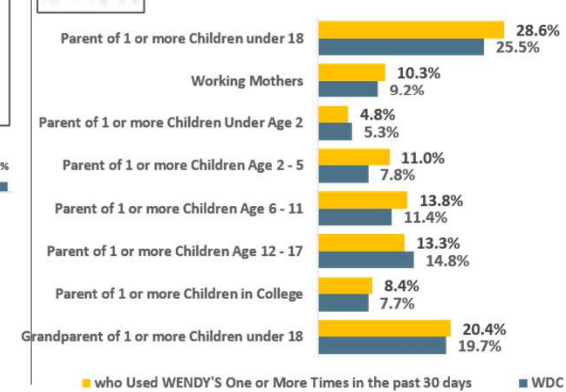
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

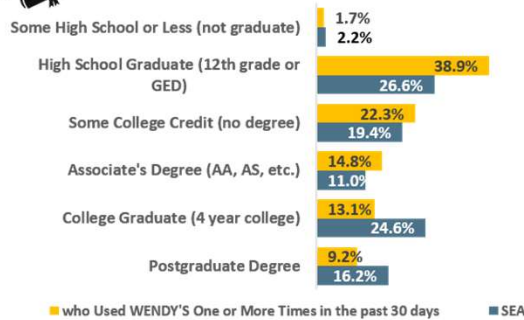




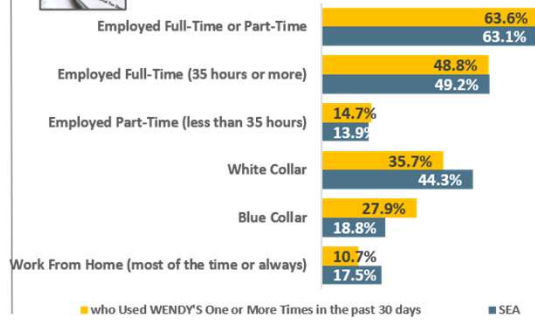
15.1% or 687,095 of SEA DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 45.4% less likely to be a college graduate, .7% less likely to work full-time, 15.8% less likely to be married, 14.8% less likely to be a parent of 1 or more children under 18.



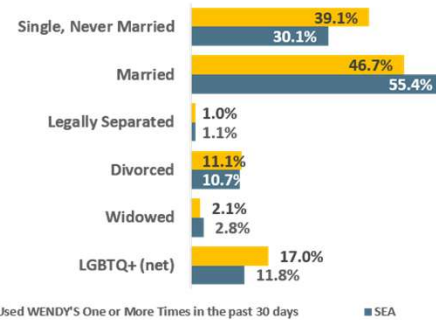
Education Levels: Adults 18 or older



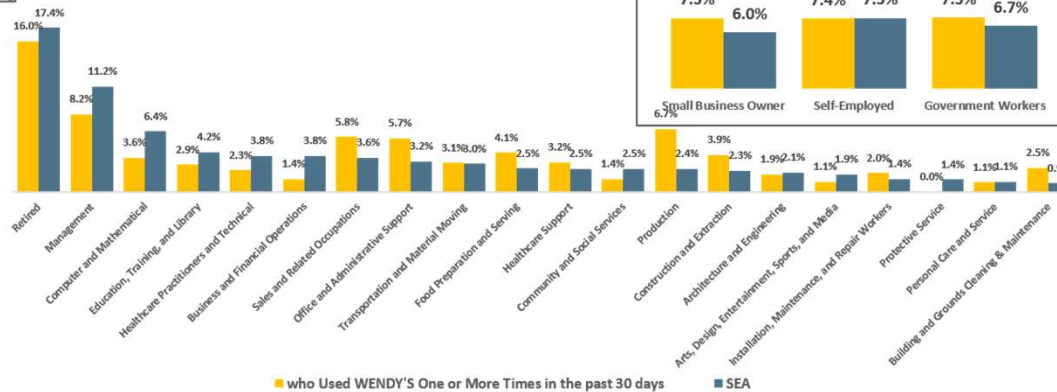
Employment: Adults 18 or older



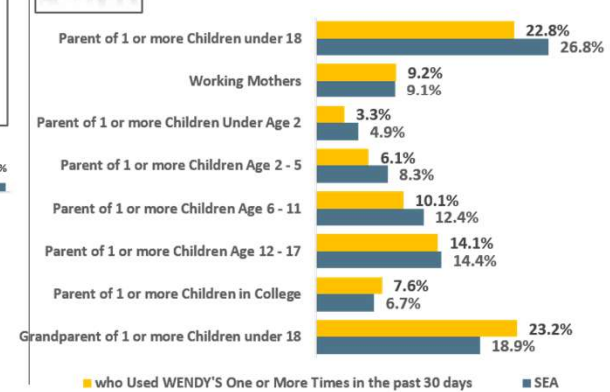
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

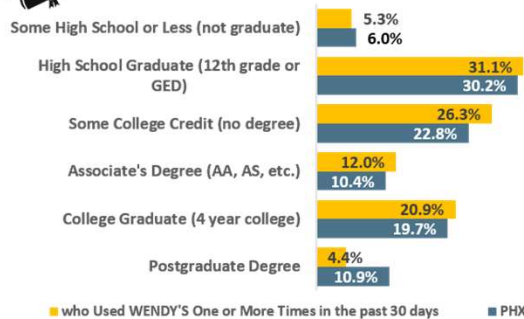




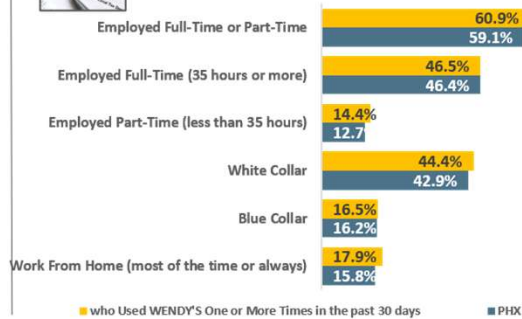
11.5% or 552,023 of PHX DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 17.5% less likely to be a college graduate, .1% more likely to work full-time, 8.4% less likely to be married, 29.2% more likely to be a parent of 1 or more children under 18.



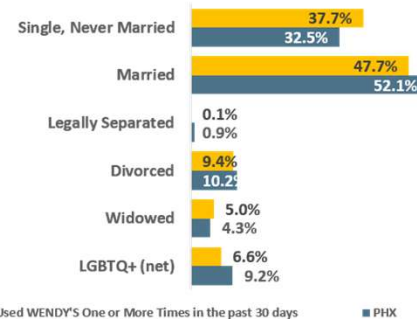
Education Levels: Adults 18 or older



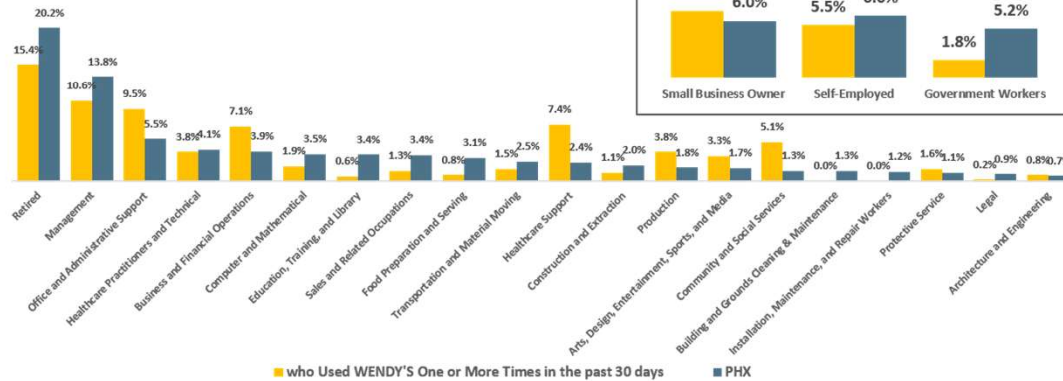
Employment: Adults 18 or older



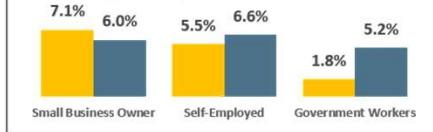
Marital Status: Adults 18 or older



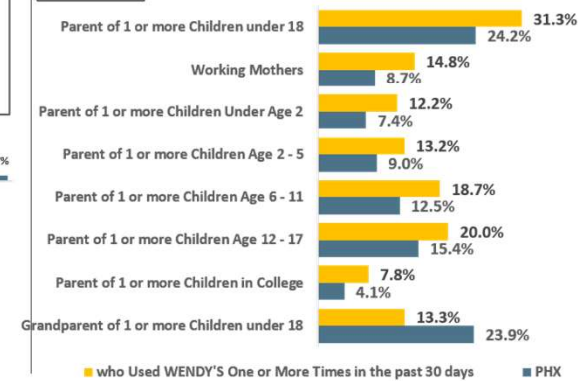
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

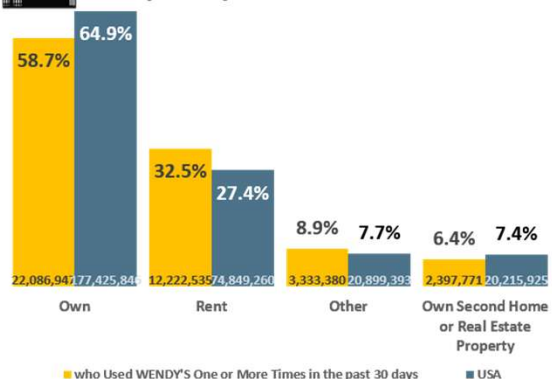




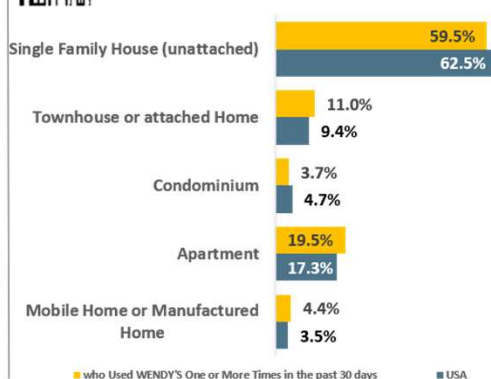
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 9.7% less likely to own their home, .4% more likely to own a higher valued home, 4.8% less likely to have a single-family home, 3.9% more likely to have a dog.



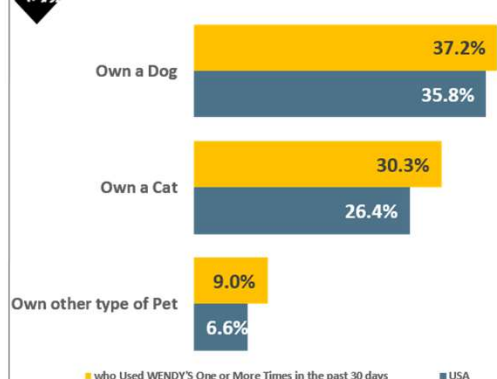
Own/Rent/Other: Adults 18 or older



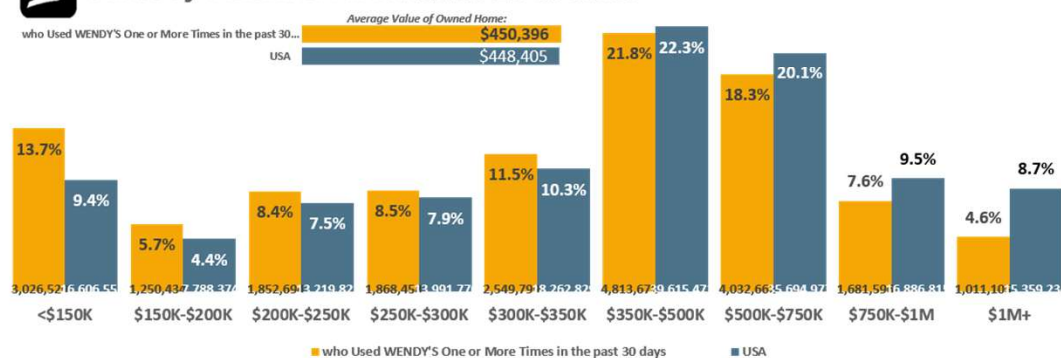
Type of Home: Adults 18 or older



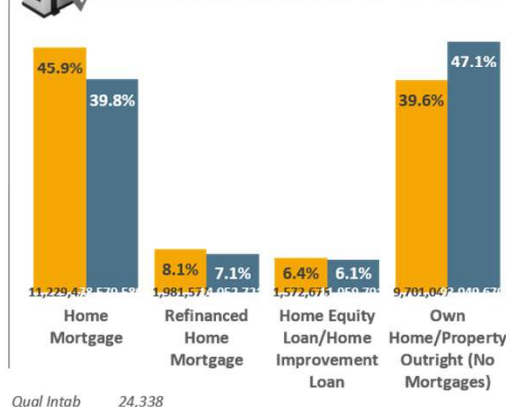
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab 24,338

Quick service restaurants used past 30 days: Wendy's

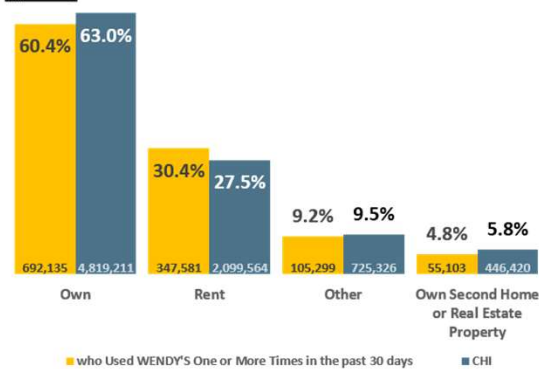


CHI

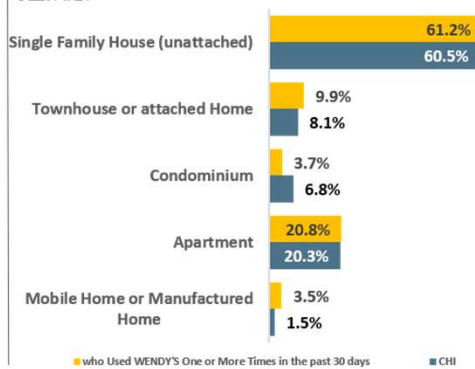
15.% or 1,145,015 of CHI DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 4.1% less likely to own their home, 18.4% more likely to own a lower valued home, 1.1% more likely to have a single-family home, 6.2% less likely to have a dog.



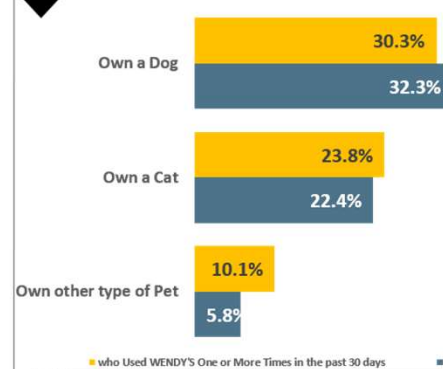
Own/Rent/Other: Adults 18 or older



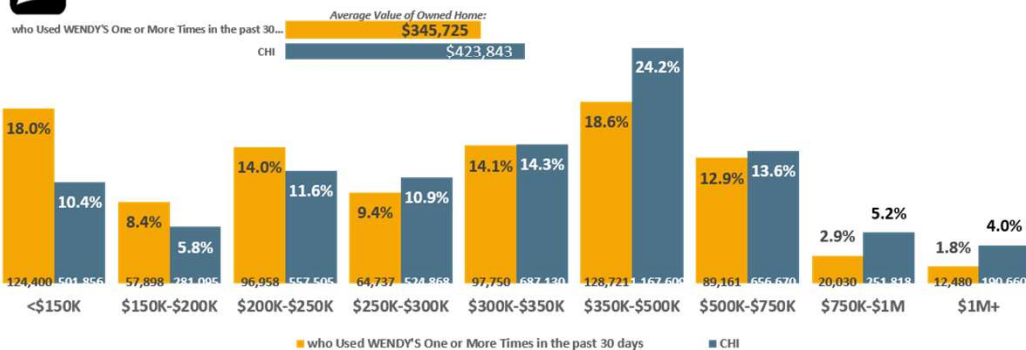
Type of Home: Adults 18 or older



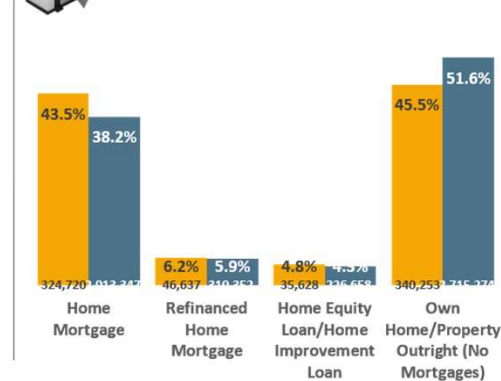
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

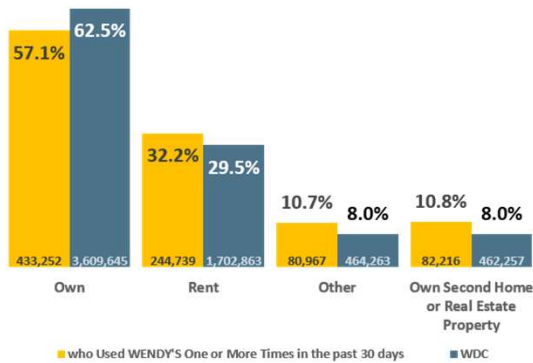




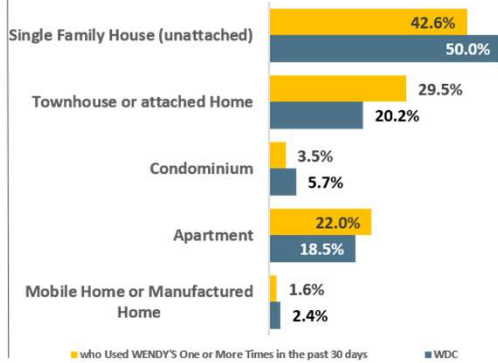
13.1% or 758,958 of WDC DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 8.6% less likely to own their home, 18.6% more likely to own a lower valued home, 15.% less likely to have a single-family home, 27.% more likely to have a dog.



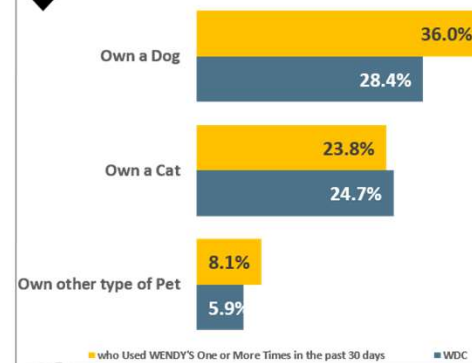
Own/Rent/Other: Adults 18 or older



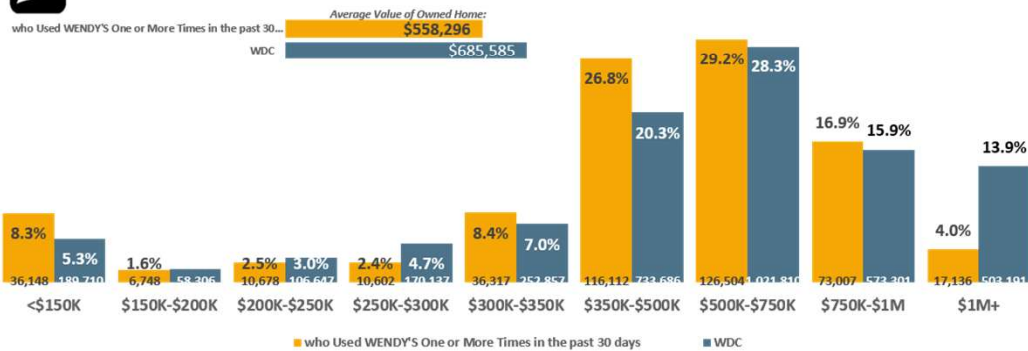
Type of Home: Adults 18 or older



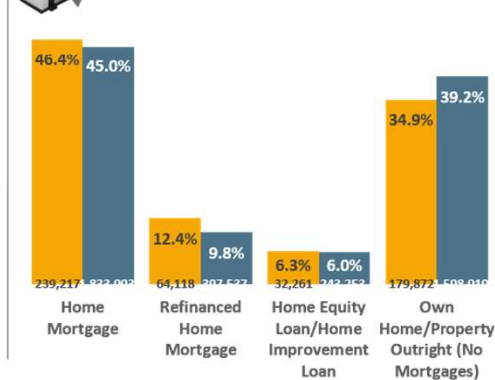
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

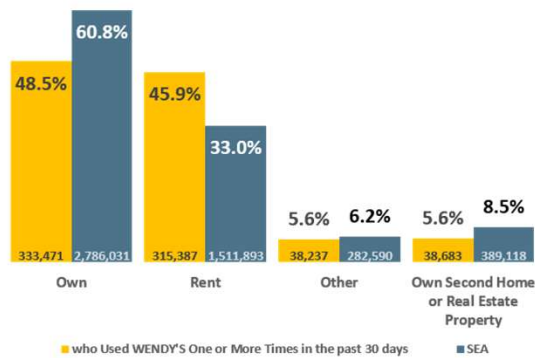




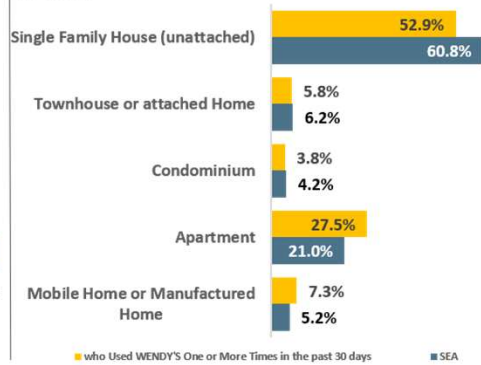
15.% or 687,095 of SEA DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 20.2% less likely to own their home, 20.2% more likely to own a lower valued home, 13.% less likely to have a single-family home, 8.3% less likely to have a dog.



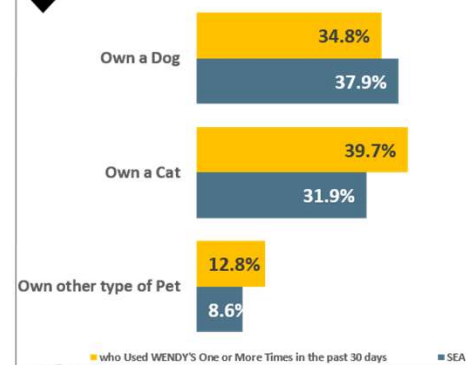
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



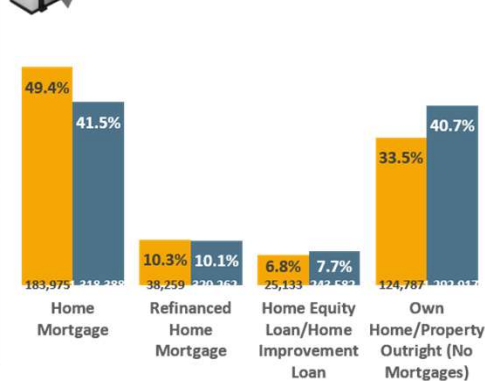
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



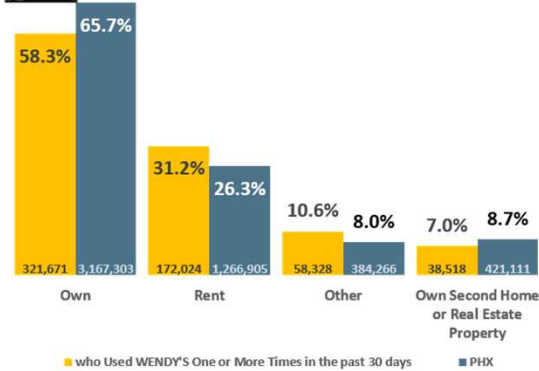
Home Loans: Adults 18 or older



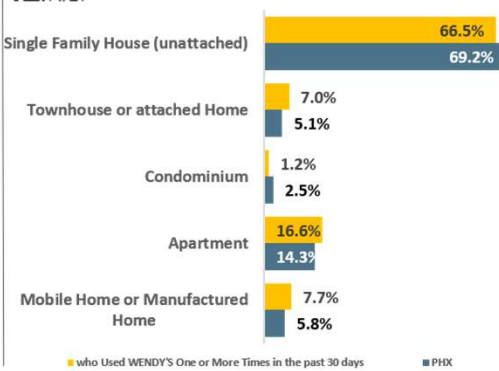


11.5% or 552,023 of PHX DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 11.4% less likely to own their home, 17.6% more likely to own a lower valued home, 4.% less likely to have a single-family home, 8.% more likely to have a dog.

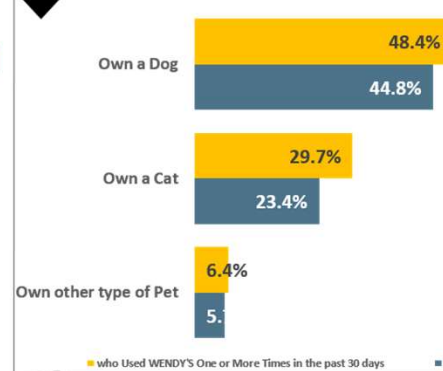
Own/Rent/Other: Adults 18 or older



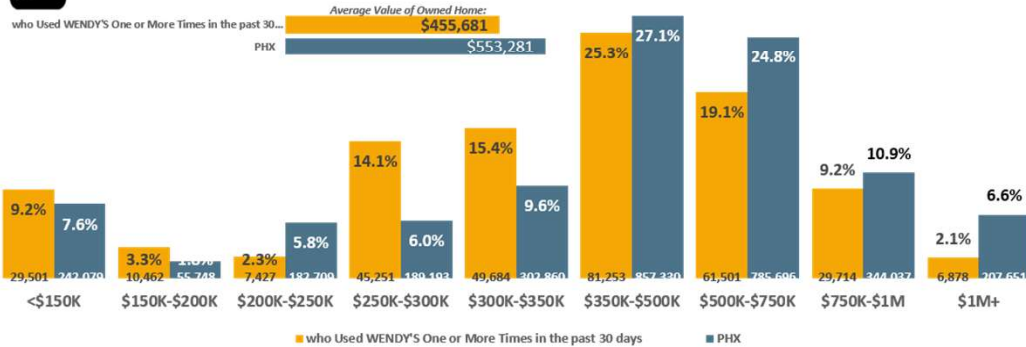
Type of Home: Adults 18 or older



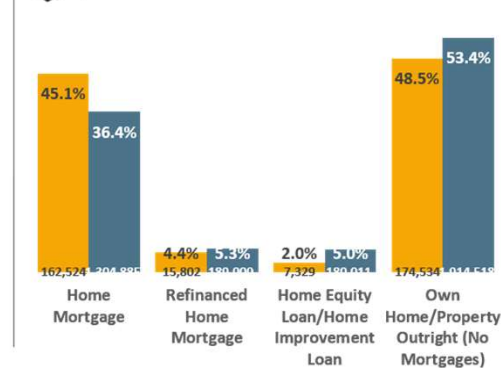
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

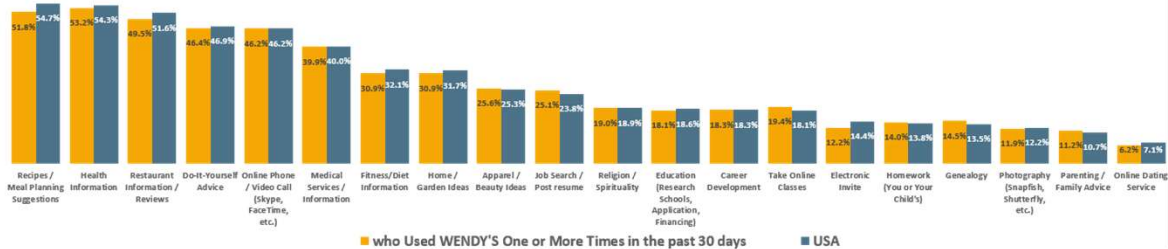




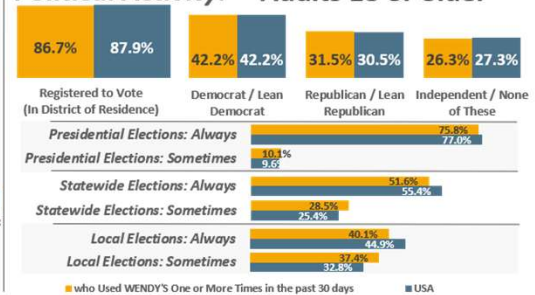
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 1.2% less likely to look up D-I-Y advice online, 10.6% less likely to always vote in local elections, 3.5% more likely to belong to a gym, 2.4% less likely to fly domestic past



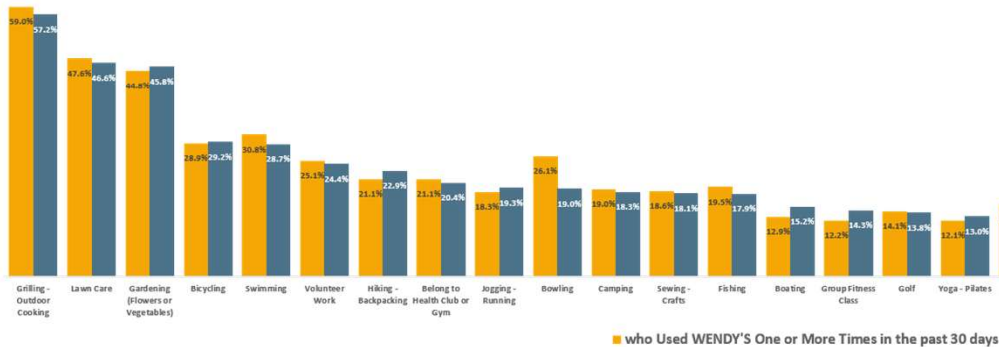
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



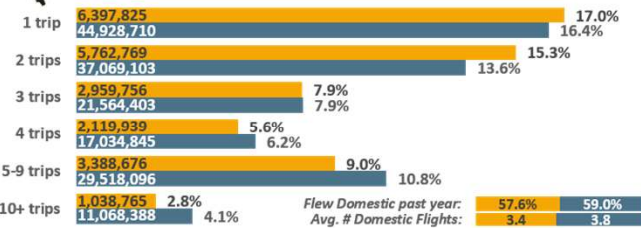
Political Activity: Adults 18 or older



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



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

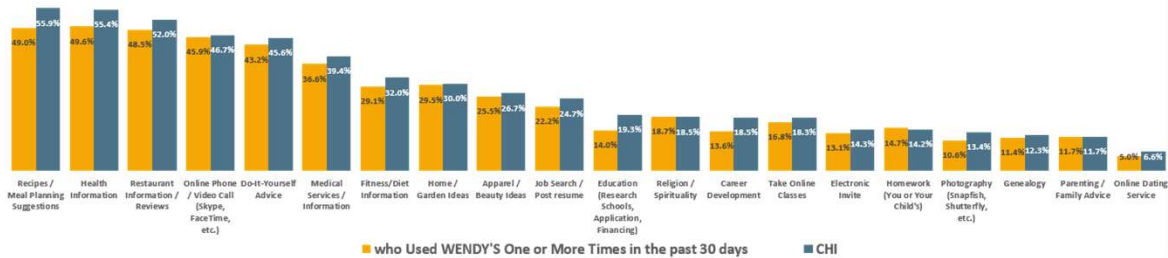




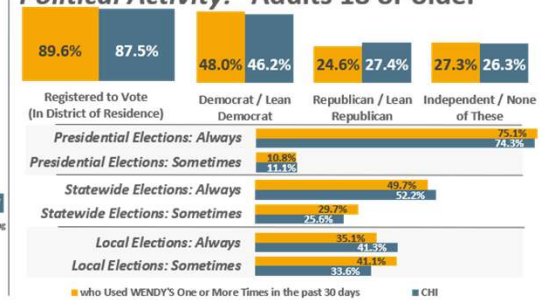
15.% or 1,145,015 of CHI DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 5.1% less likely to look up D-I-Y advice online, 15.% less likely to always vote in local elections, 3.6% more likely to belong to a gym, 2.1% less likely to fly domestic past y



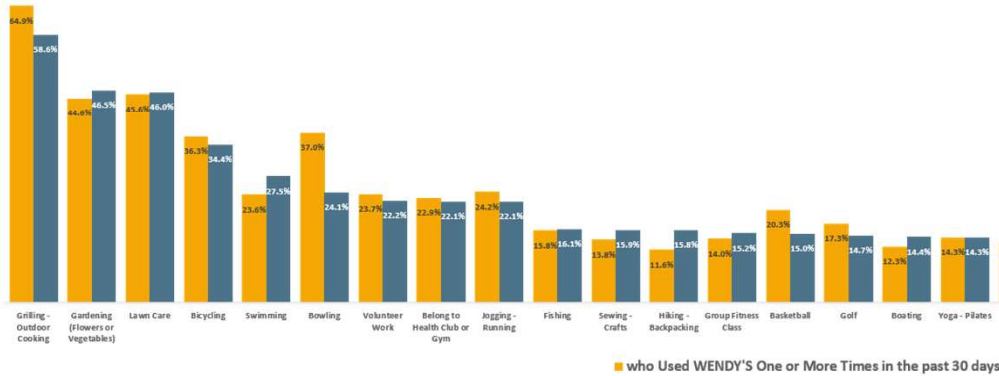
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



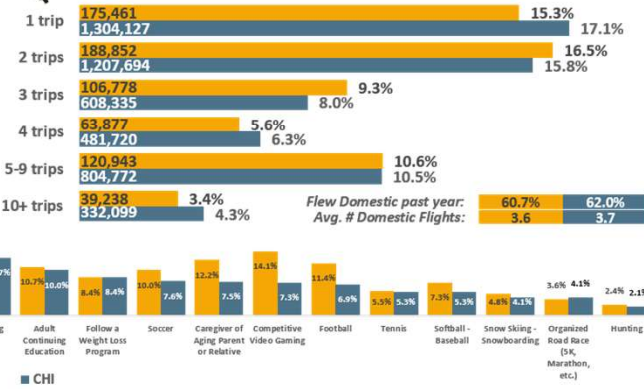
Political Activity: Adults 18 or older



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



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

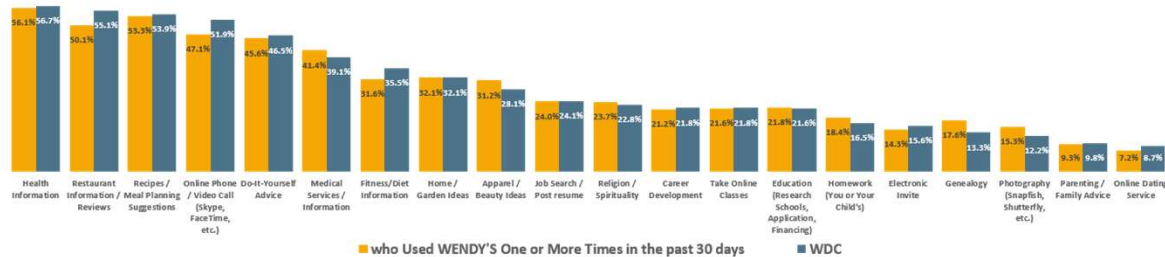




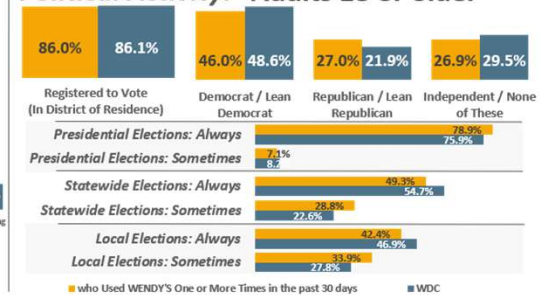
13.1% or 758,958 of WDC DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 2.% less likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 9.8% less likely to belong to a gym, 6.7% less likely to fly domestic past yr



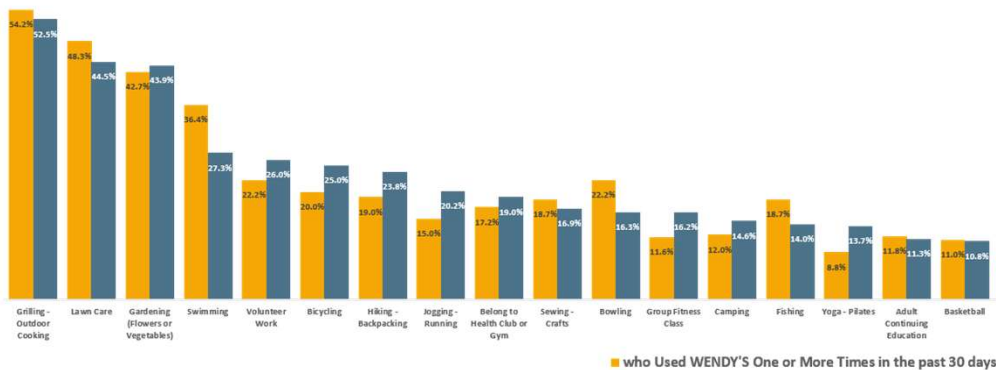
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



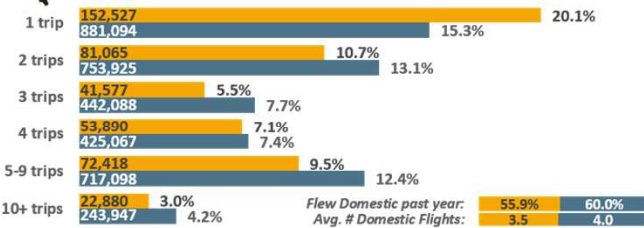
Political Activity: Adults 18 or older



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



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

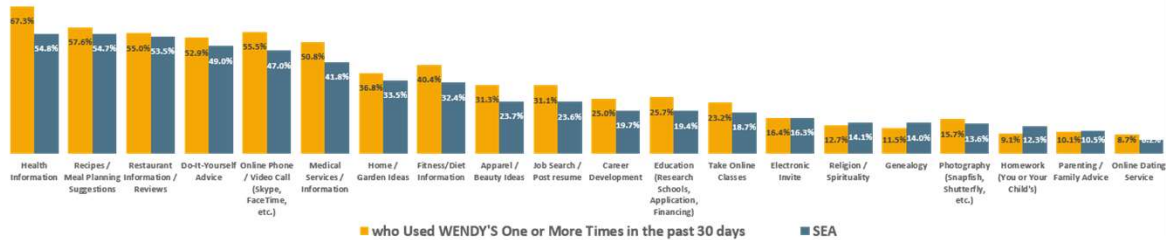




15.1% or 687,095 of SEA DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 7.9% more likely to look up D-I-Y advice online, 17.4% less likely to always vote in local elections, 10.2% less likely to belong to a gym, 11.8% less likely to fly domestic pas



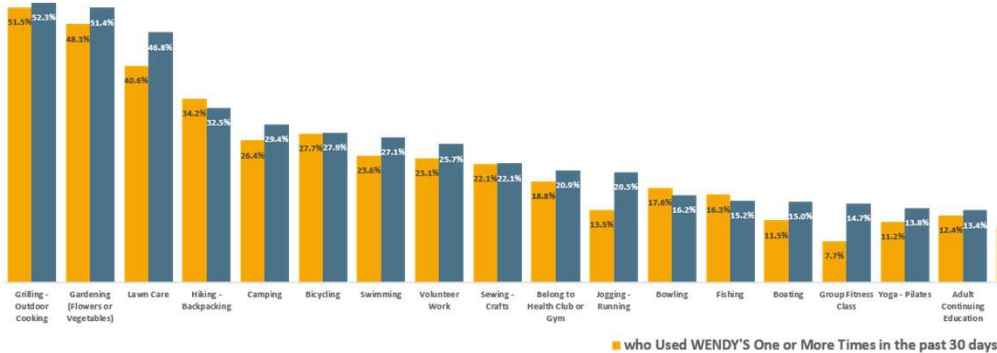
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Used WENDY'S One or More Times in the past 30 days ■ SEA



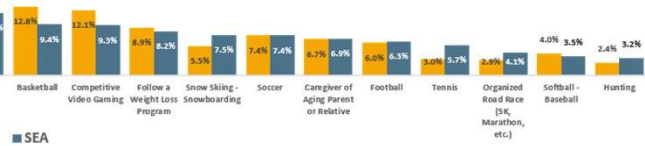
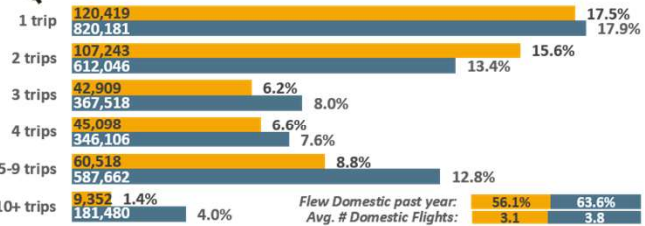
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older

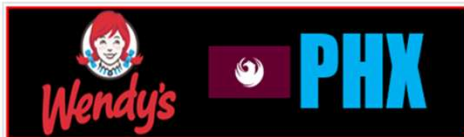


■ who Used WENDY'S One or More Times in the past 30 days ■ SEA



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

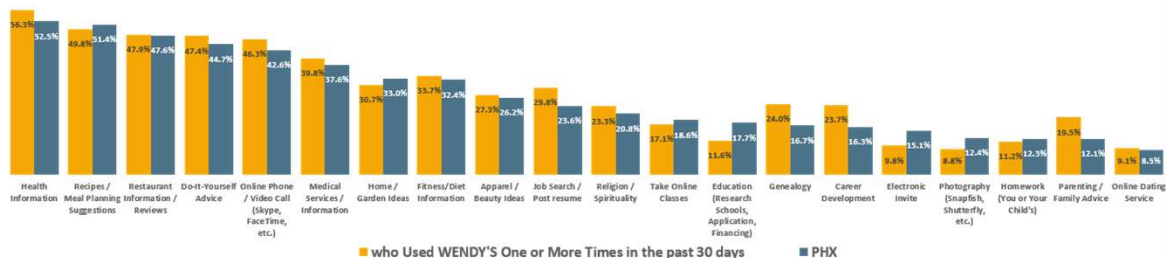




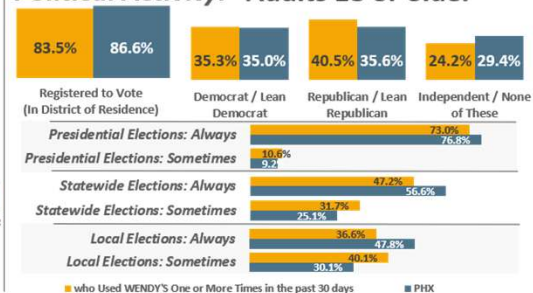
11.5% or 552,023 of PHX DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 6.2% more likely to look up D-I-Y advice online, 23.4% less likely to always vote in local elections, 37.3% more likely to belong to a gym, 2.% more likely to fly domestic past



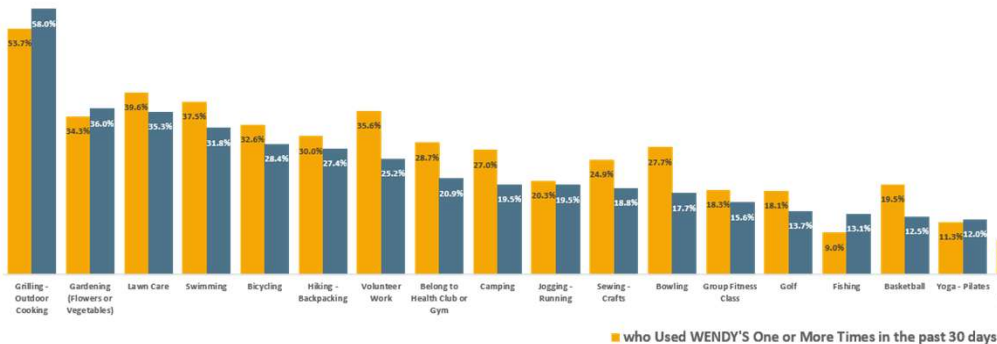
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



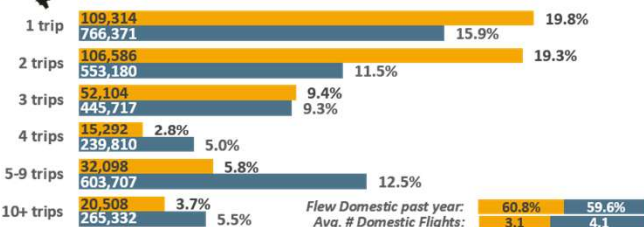
Political Activity: Adults 18 or older



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



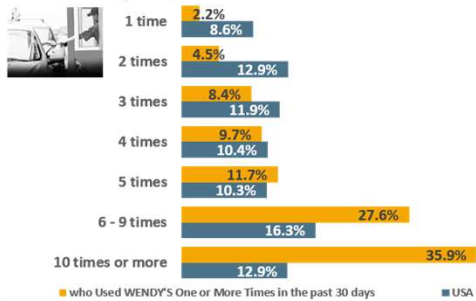
Past 12-months Domestic Airline Trips: Adults 18 or older



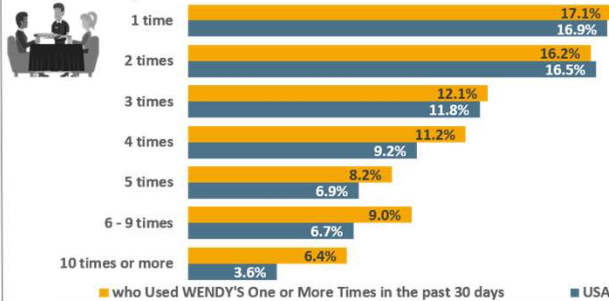


13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 21.5% more likely to use Casinos past yr., 23.8% more likely to smoke cigarettes.

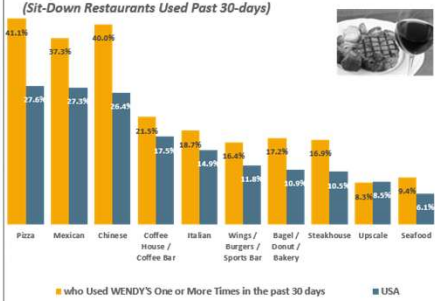
Past 30-days QSR Users: Adults 18 or older



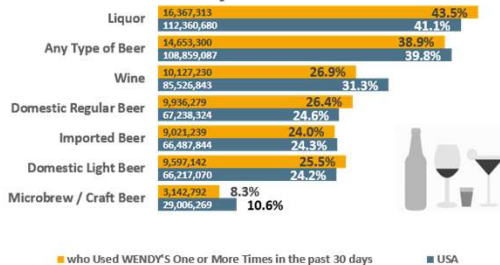
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



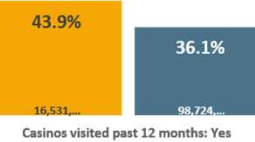
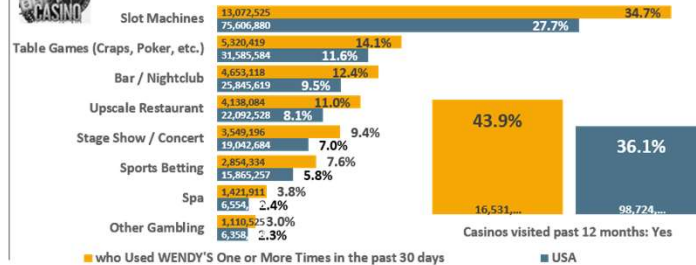
Top-10 Cuisines: Adults 18 or older



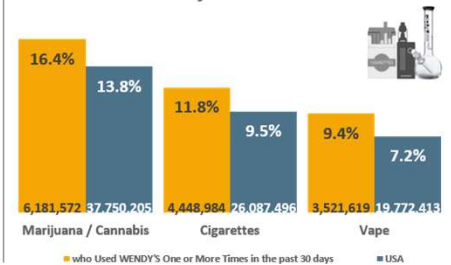
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



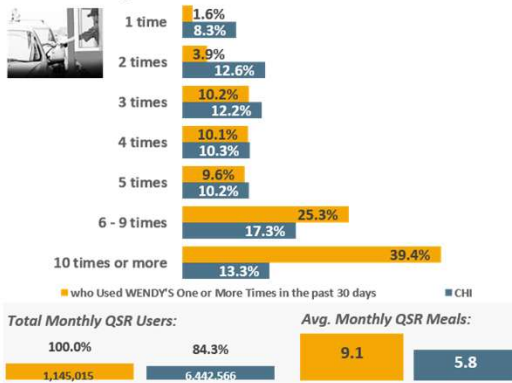
Used Past 30-days: Adults 18 or older



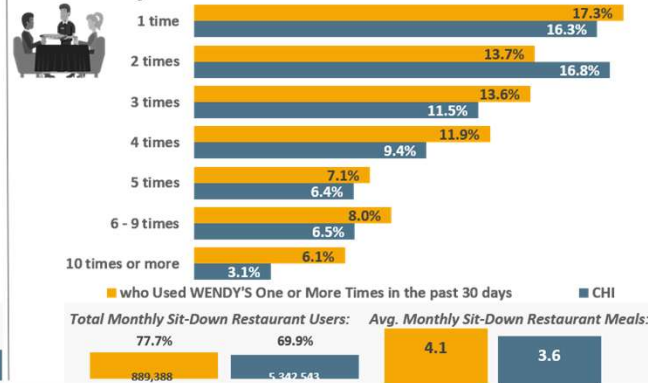


15.% or 1,145,015 of CHI DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 18.6% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 23.4% more likely to use Casinos past yr., 17.% more likely to smoke cigarettes.

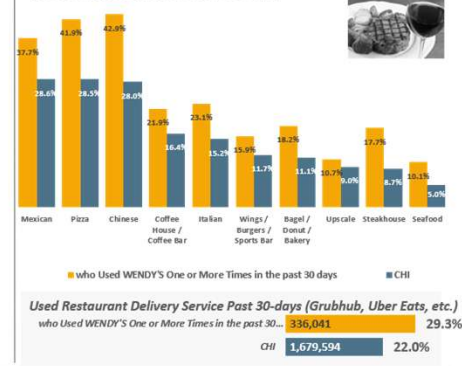
Past 30-days QSR Users: Adults 18 or older



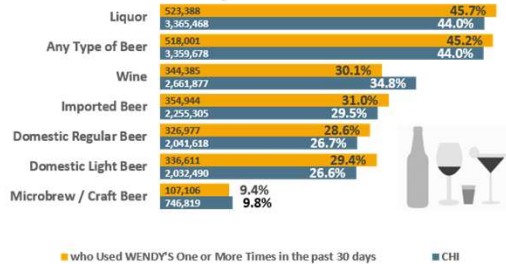
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



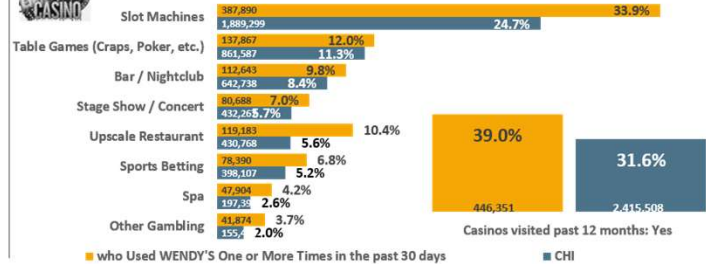
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



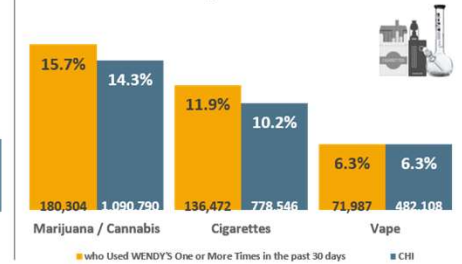
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



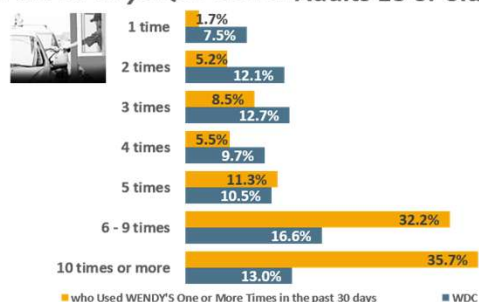
Used Past 30-days: Adults 18 or older



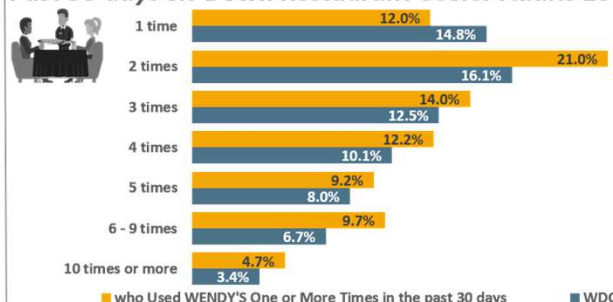


13.1% or 758,958 of WDC DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 21.7% more likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 44.3% more likely to use Casinos past yr., 33.1% more likely to smoke cigarettes.

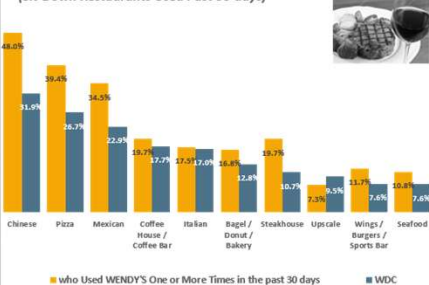
Past 30-days QSR Users: Adults 18 or older



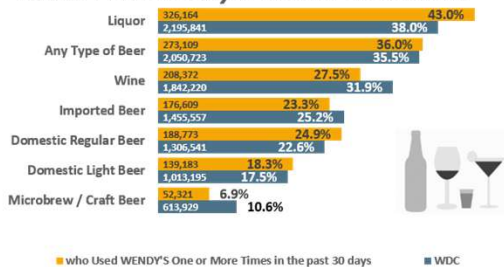
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



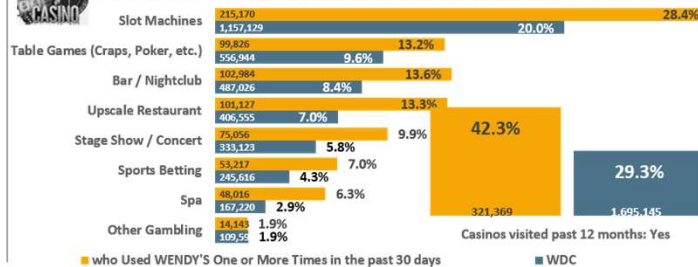
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



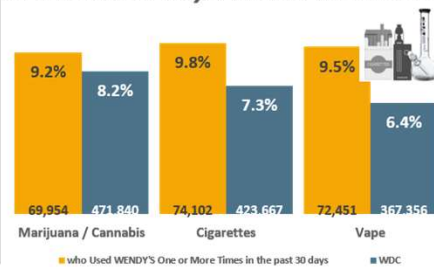
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



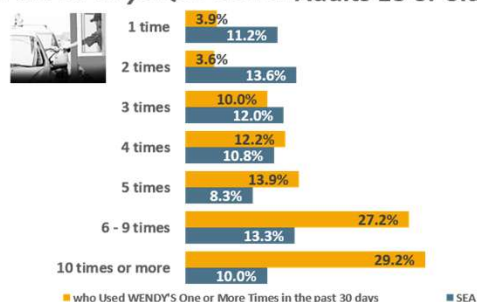
Used Past 30-days: Adults 18 or older



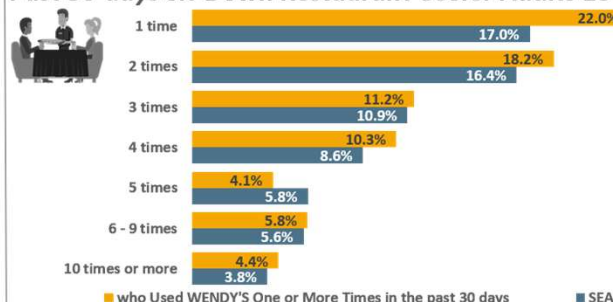


15.1% or 687,095 of SEA DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 26.3% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 21.6% more likely to use Casinos past yr., 4.8% more likely to smoke cigarettes.

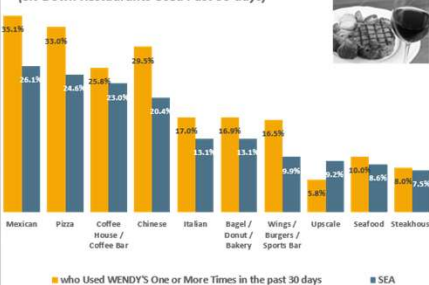
Past 30-days QSR Users: Adults 18 or older



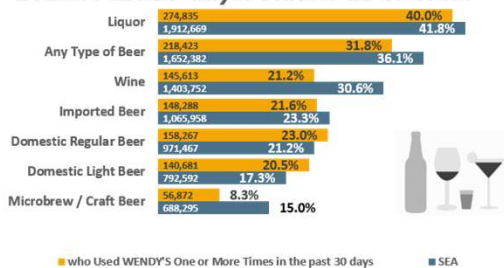
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



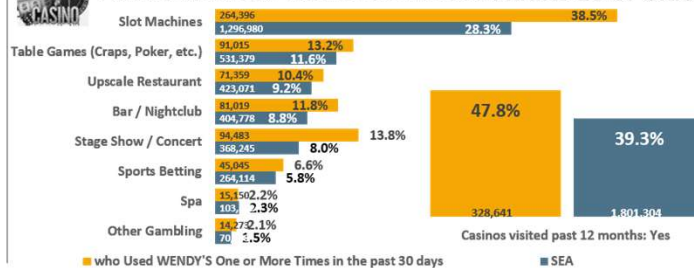
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



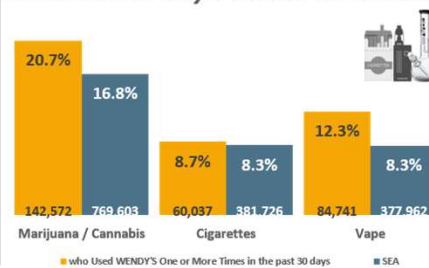
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



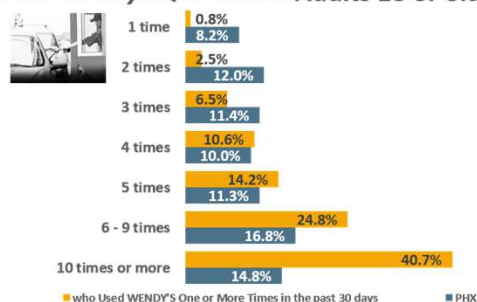
Used Past 30-days: Adults 18 or older



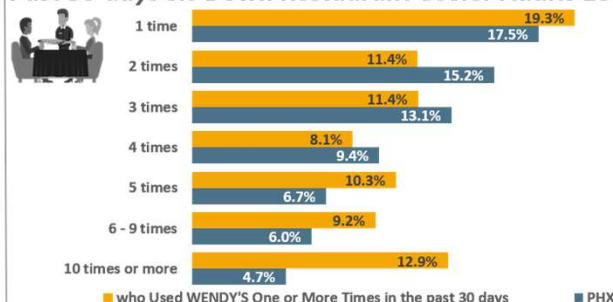


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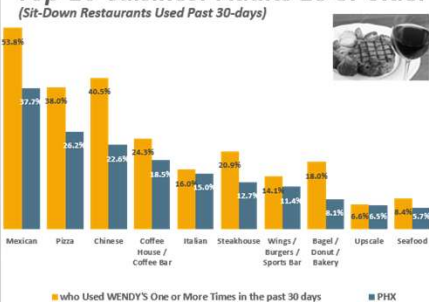
Past 30-days QSR Users: Adults 18 or older



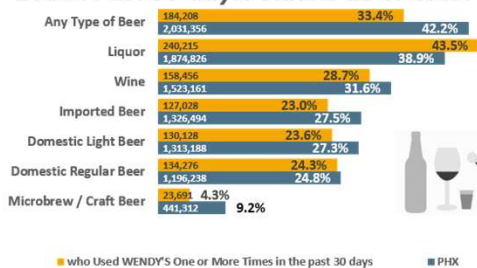
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



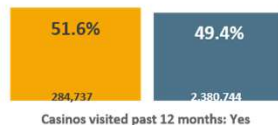
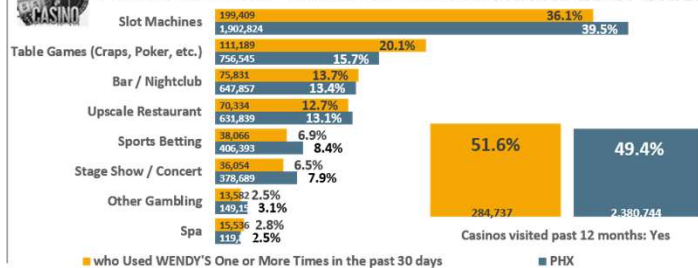
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



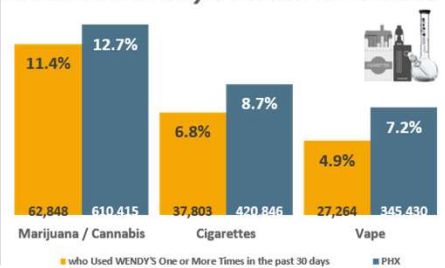
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





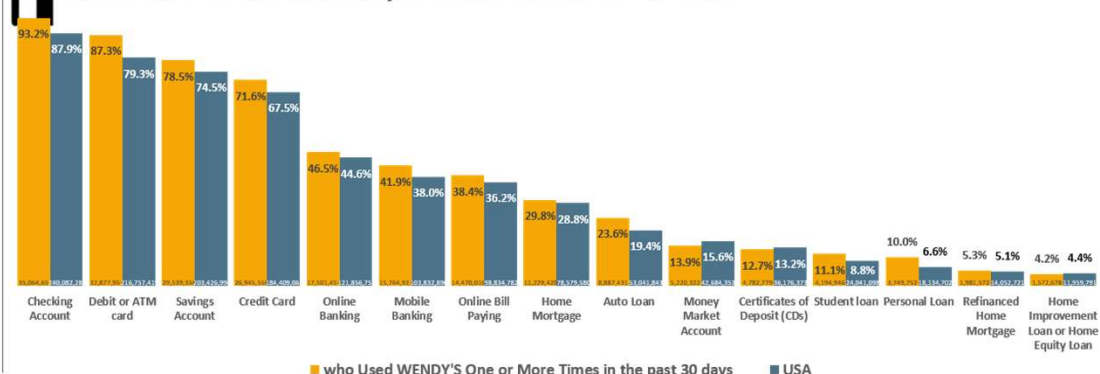
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 6.9% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 1.6% less likely to Invest/Trade Stocks Online, 21.% more likely to pay with their Debit Card.



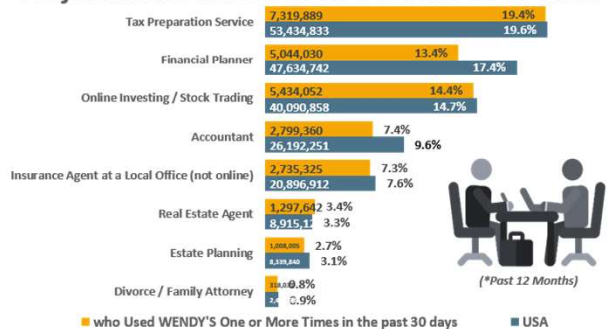
Investments Owned: Adults 18 or older



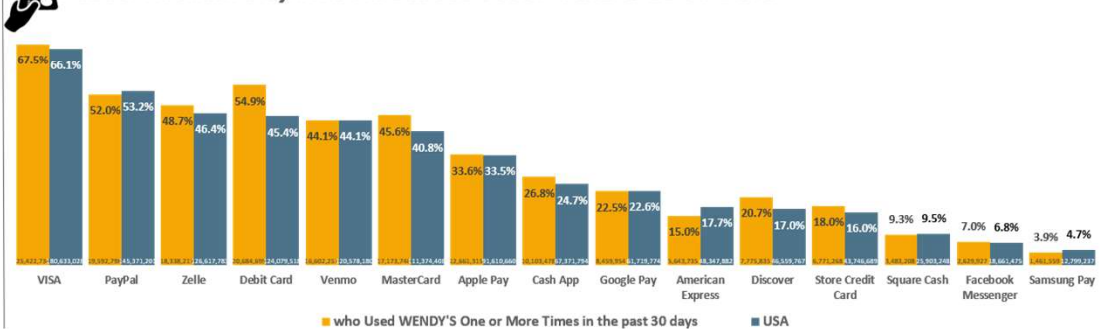
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

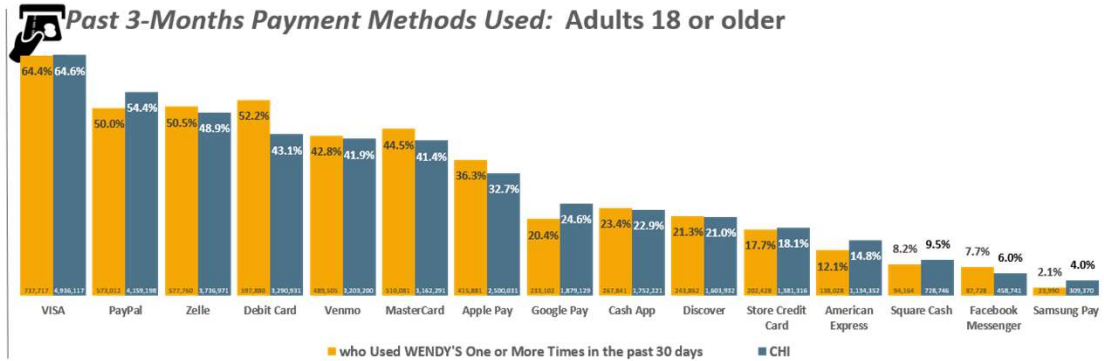
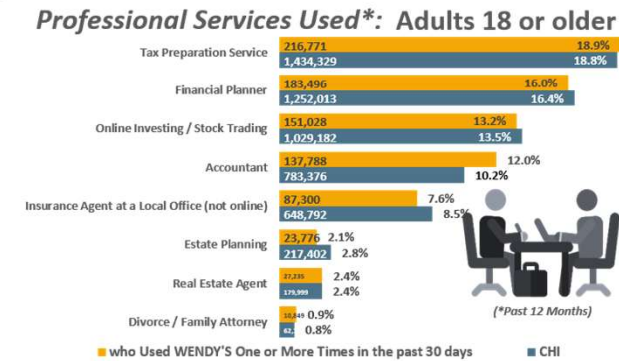
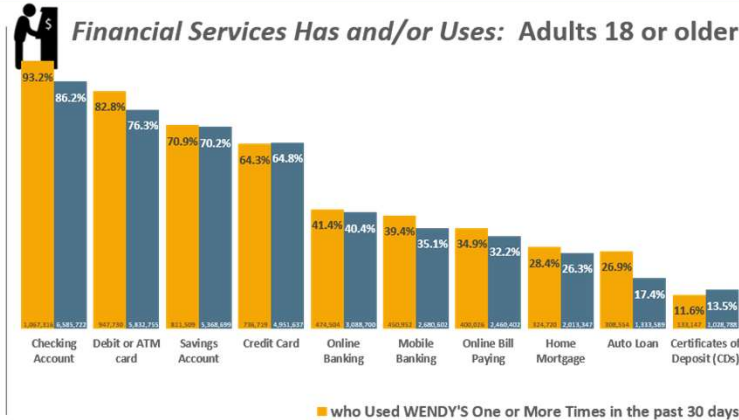
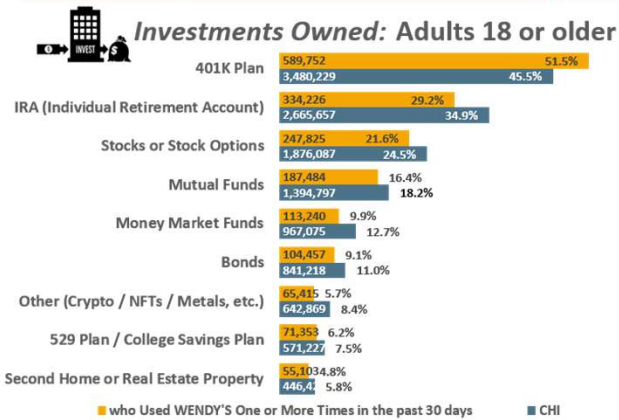


Past 3-Months Payment Methods Used: Adults 18 or older





15.1% or 1,145,015 of CHI DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 13.1% more likely to have a 401K, 54.5% more likely to have an Auto Loan, 2.2% less likely to Invest/Trade Stocks Online, 21.3% more likely to pay with their Debit Card.





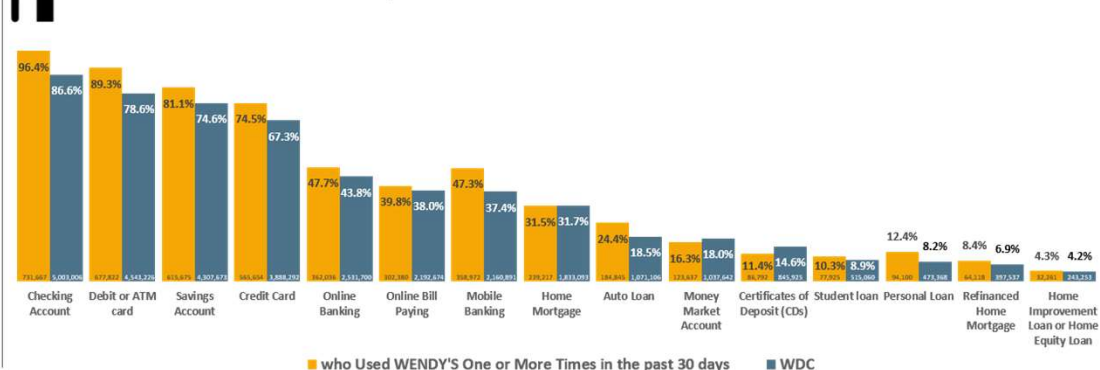
13.1% or 758,958 of WDC DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 14.5% more likely to have a 401K, 31.4% more likely to have an Auto Loan, 15.6% more likely to Invest/Trade Stocks Online, 16.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



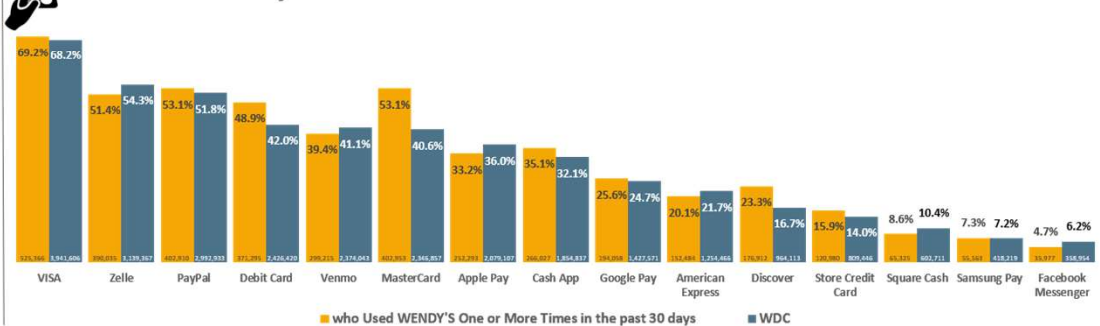
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

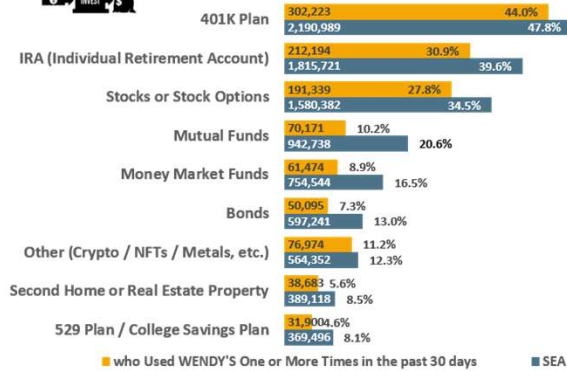




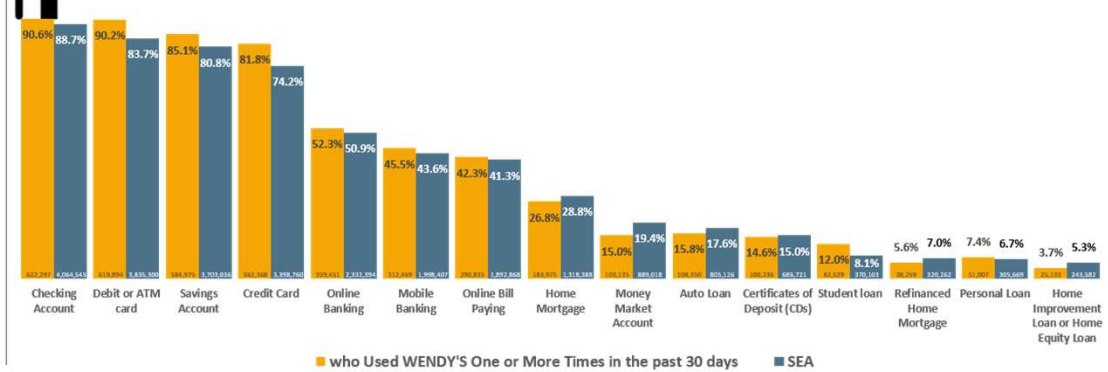
15.1% or 687,095 of SEA DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 8.1% less likely to have a 401K, 10.3% less likely to have an Auto Loan, 28.8% less likely to Invest/Trade Stocks Online, 12.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



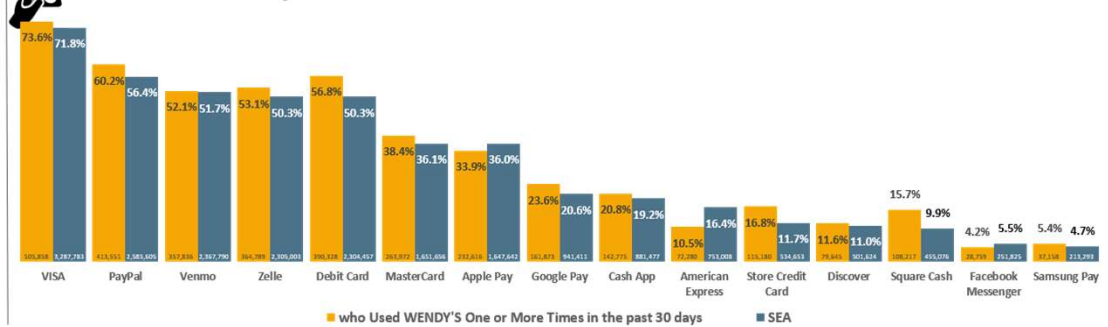
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

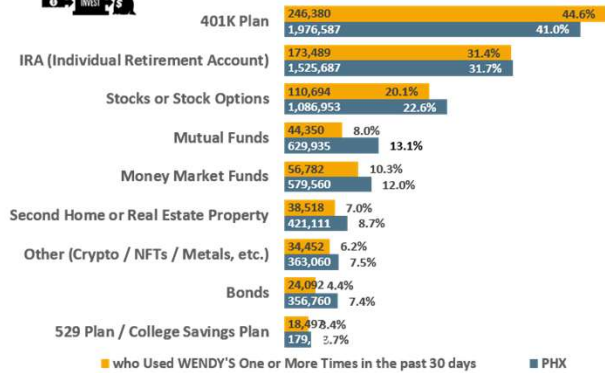




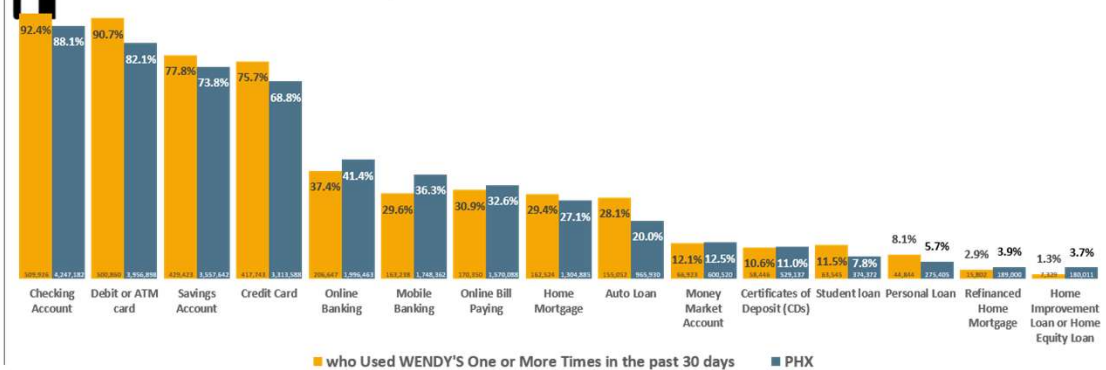
11.5% or 552,023 of PHX DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 8.8% more likely to have a 401K, 40.1% more likely to have an Auto Loan, 19.4% less likely to Invest/Trade Stocks Online, 29.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



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



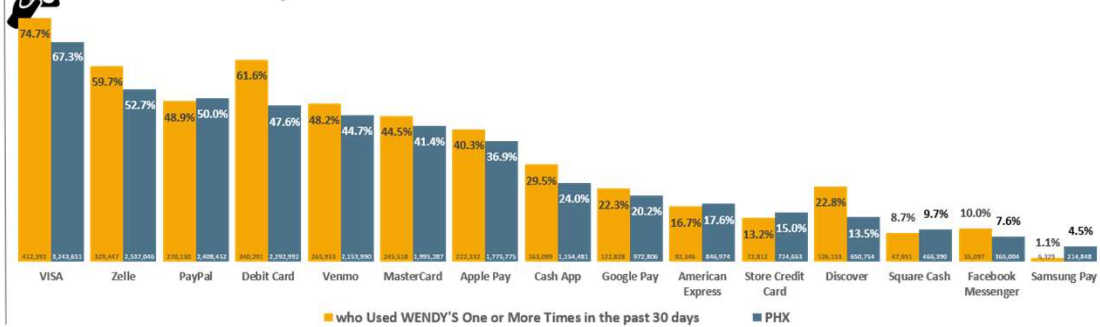
Professional Services Used*: Adults 18 or older



(*Past 12 Months)



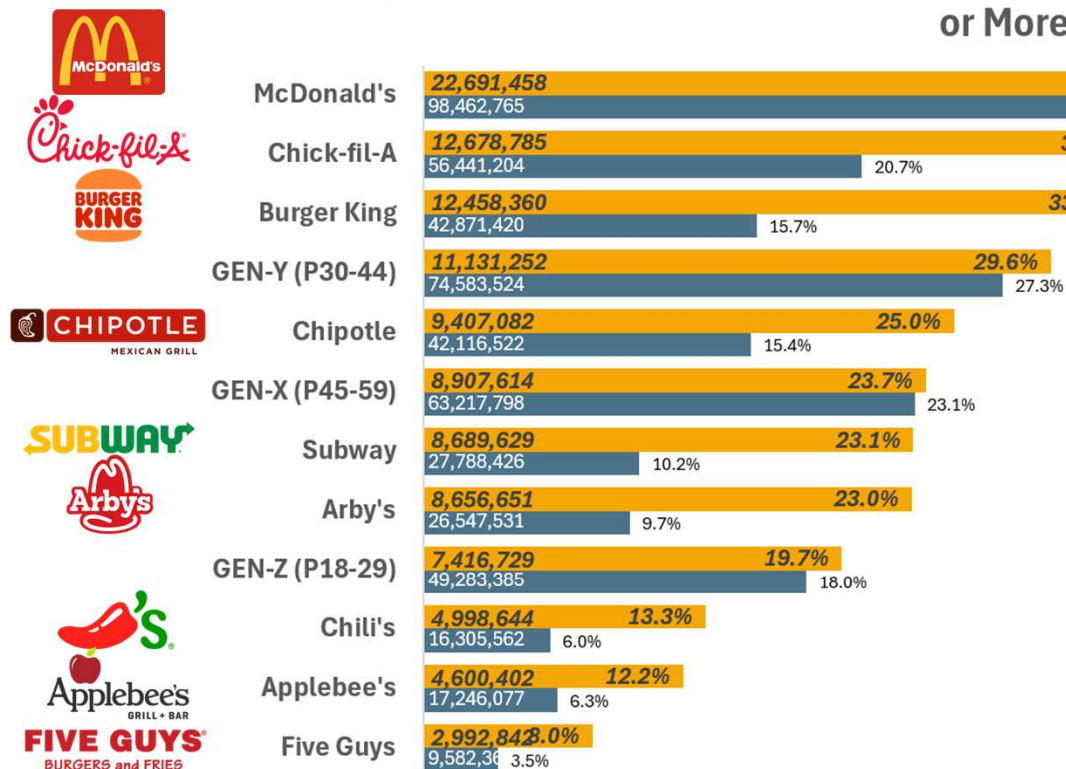
Past 3-Months Payment Methods Used: Adults 18 or older





"Other QSRs Used + 3 Generational Cohorts"

P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)
■ P18+ USA (Other QSRs used One or More Times past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3344
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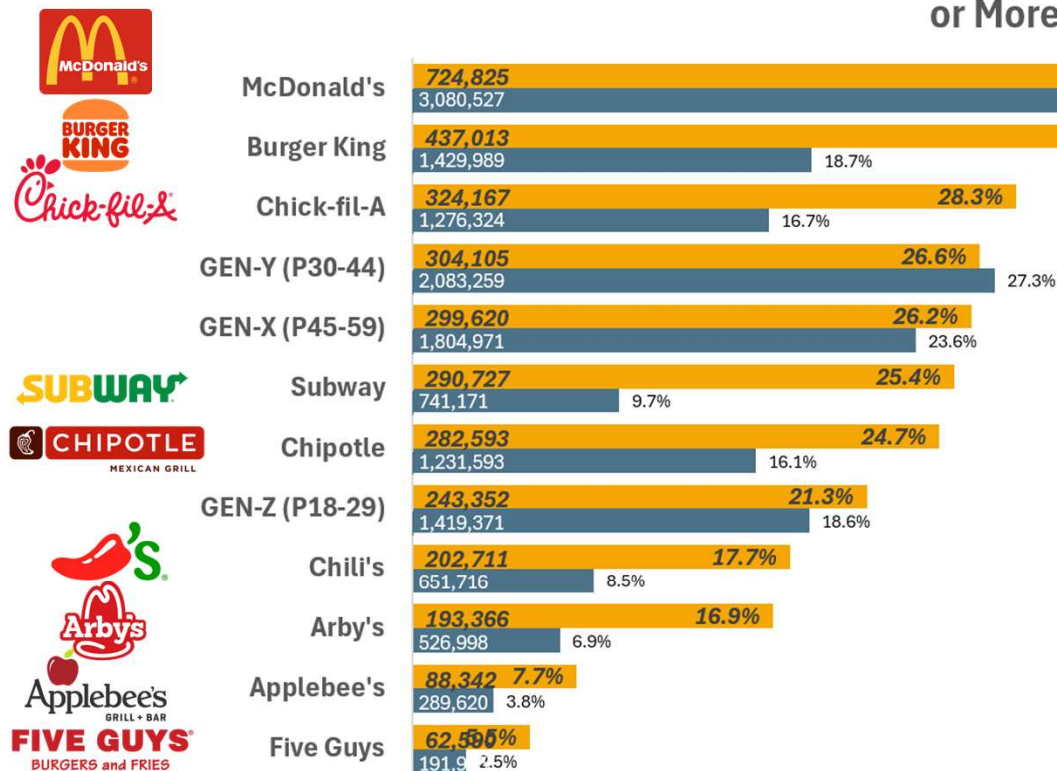
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ CHICAGO (Other QSRs used One or More Times past 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 588
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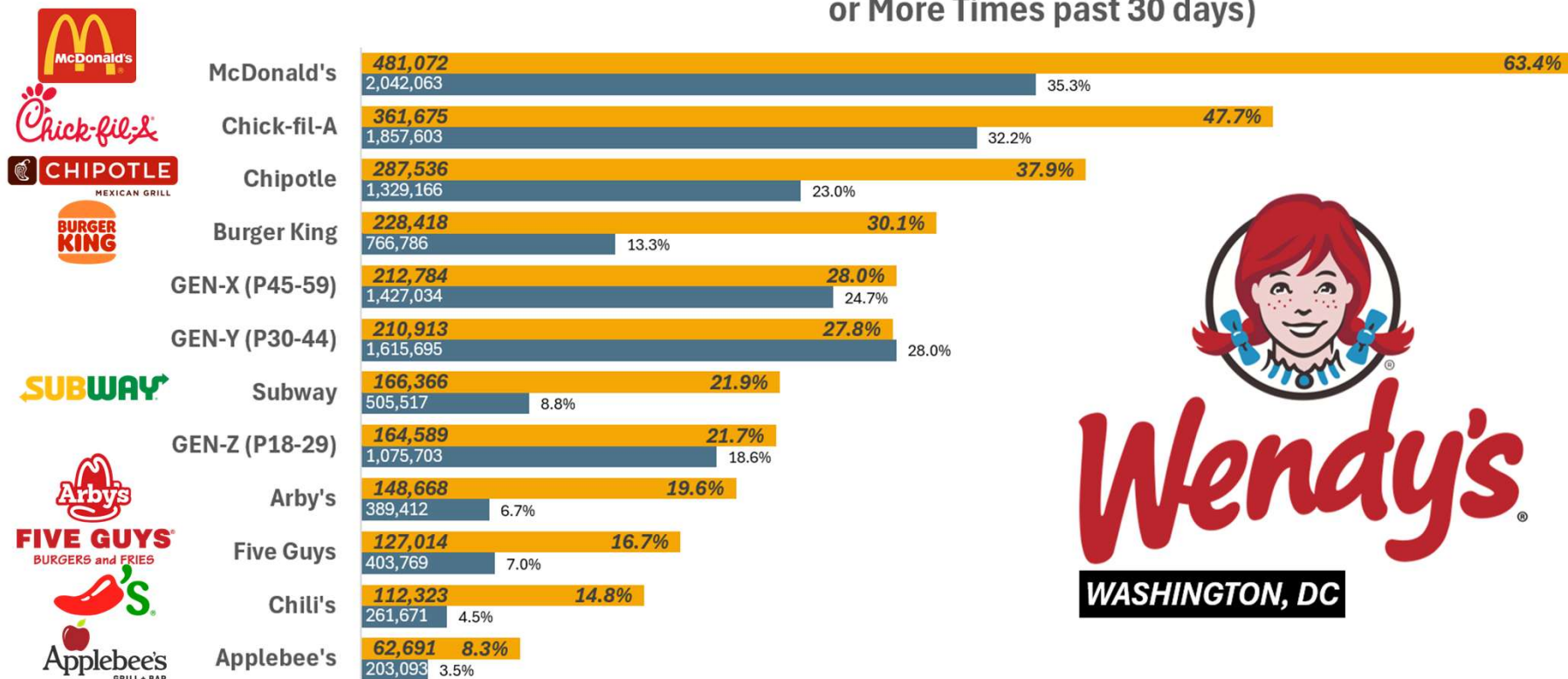
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



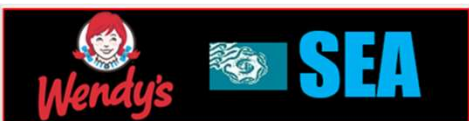
■ P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ WASHINGTON, DC (Other QSRs used One or More Times past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 763
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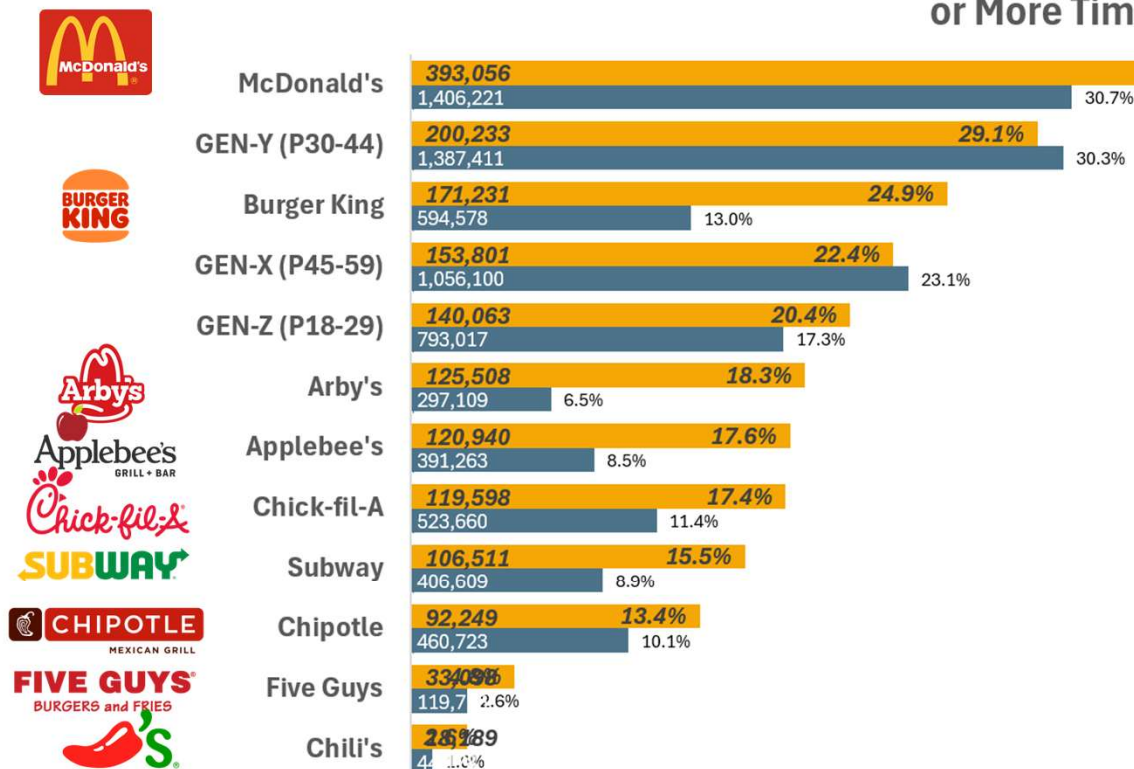
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ SEATTLE-TACOMA (Other QSRs used One or More Times past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 508
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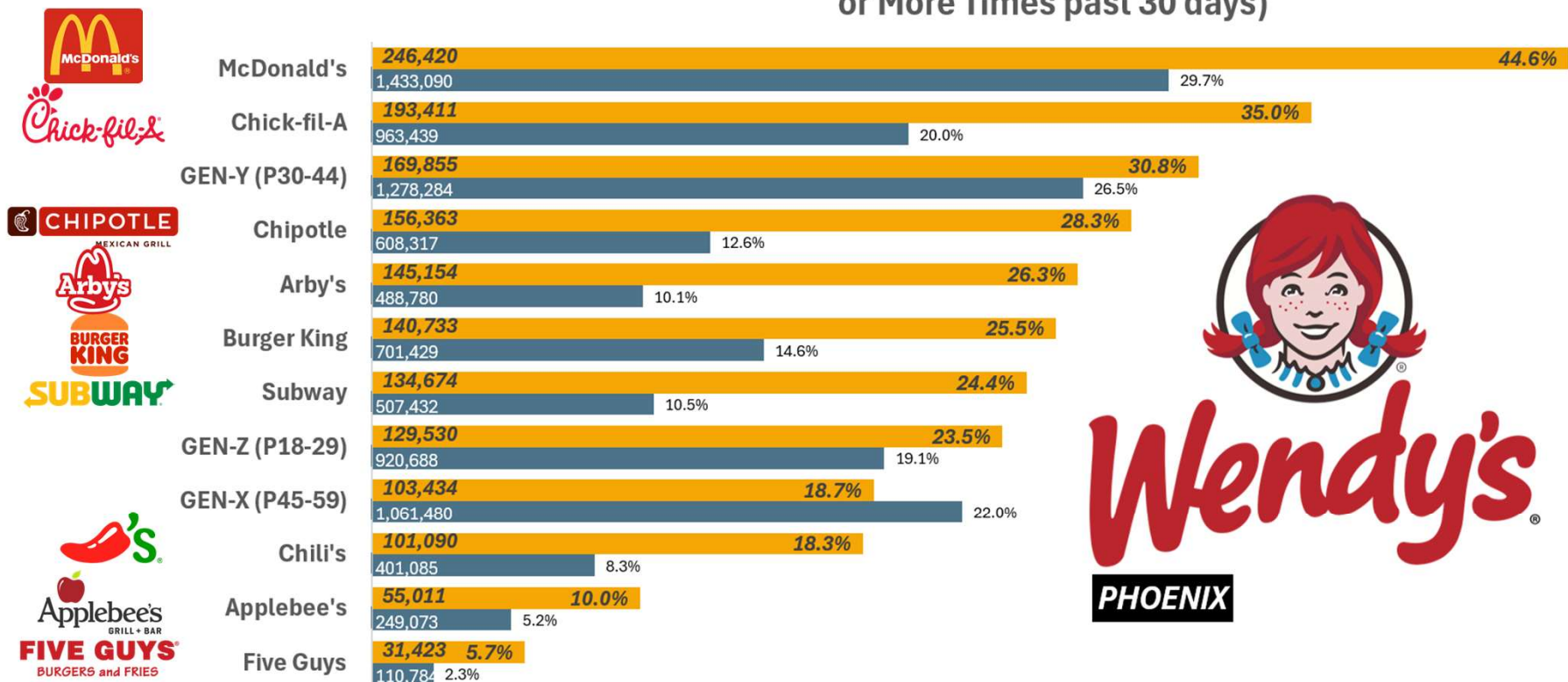
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ PHOENIX (Other QSRs used One or More Times past 30 days)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 280
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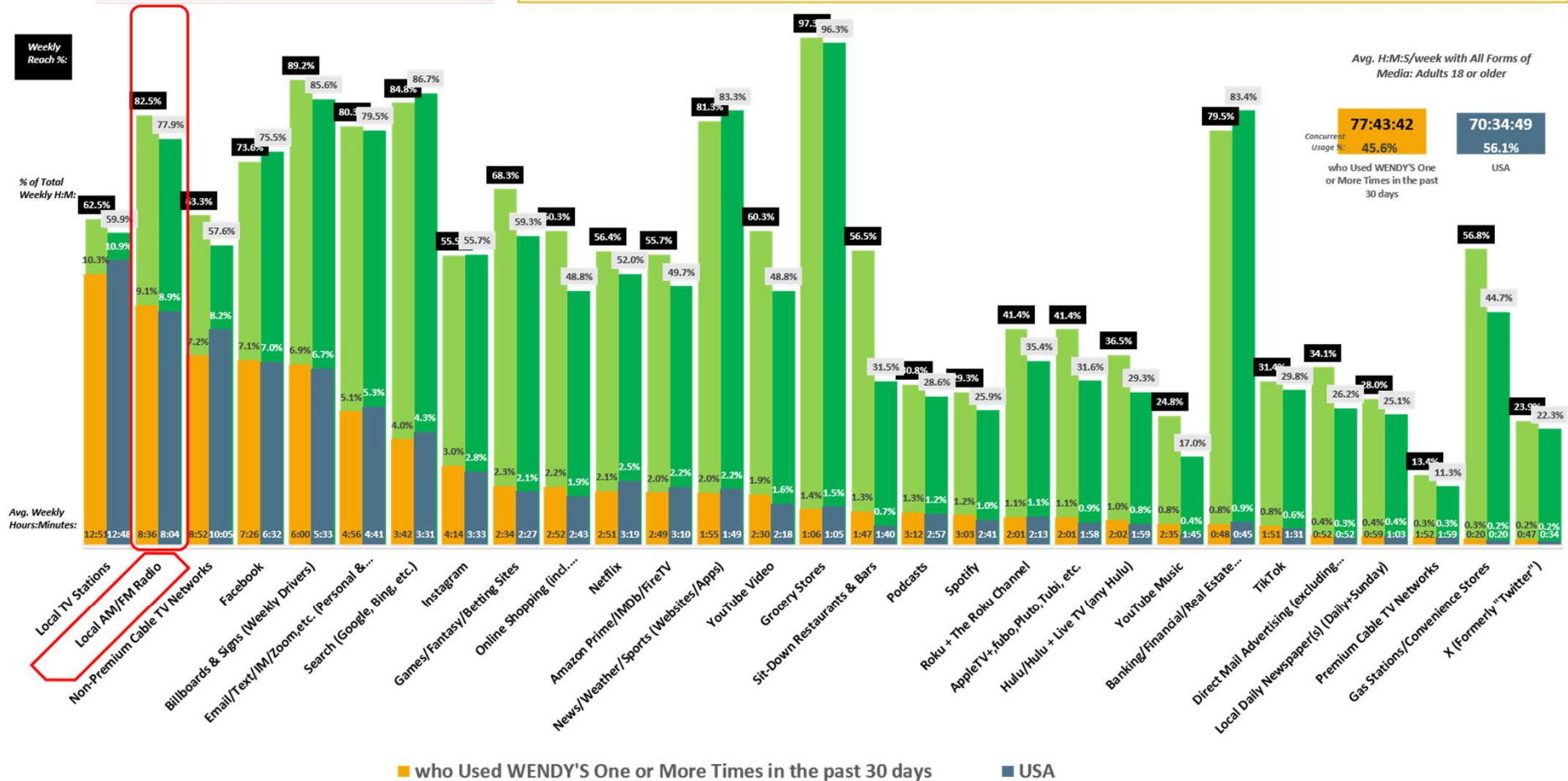
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Quick service restaurants used past 30 days: Wendy's



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 3 days, 5 hours, 43 minutes and 42 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 45.6%

77:43:42

who Used WENDY'S One or More Times in the past 30 days

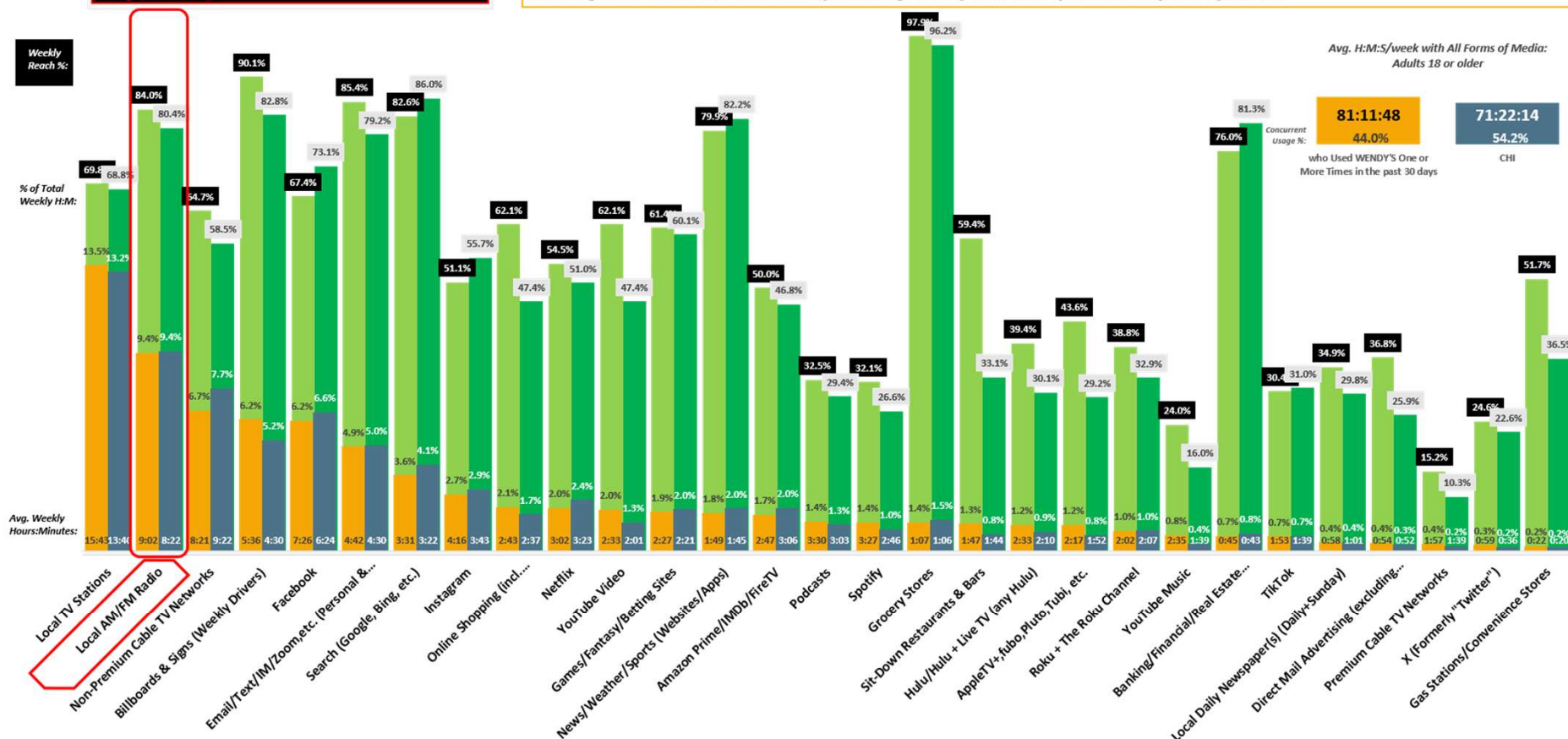
56.1%

70:34:49

USA



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 3 days, 9 hours, 11 minutes and 48 seconds each week with All Forms of Media.
 84.0% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

81:11:48

44.0%
who Used WENDY'S One or More Times in the past 30 days

71:22:14

54.2%
CHI

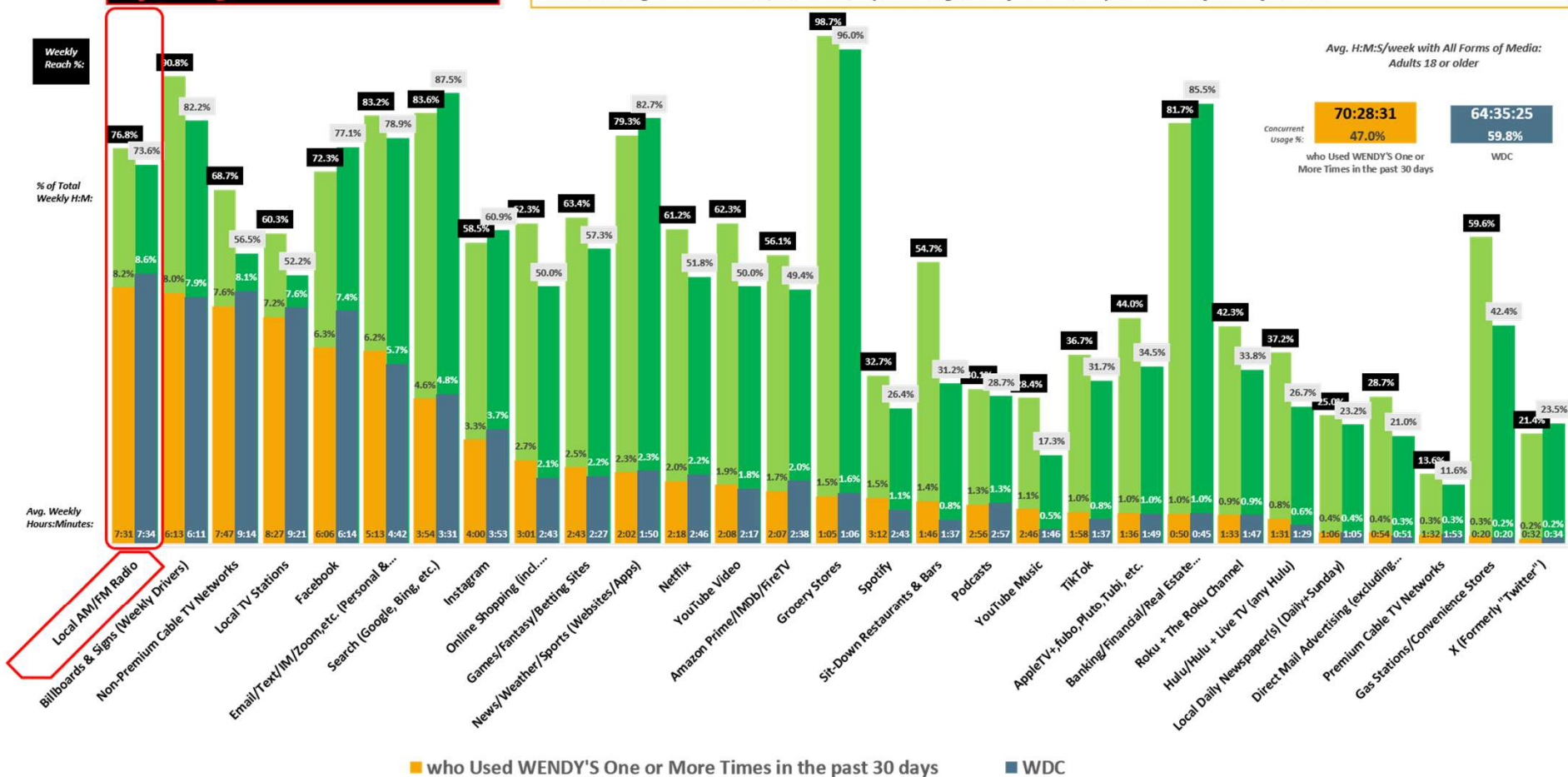
■ who Used WENDY'S One or More Times in the past 30 days

■ CHI



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 22 hours, 28 minutes and 31 seconds each week with All Forms of Media.

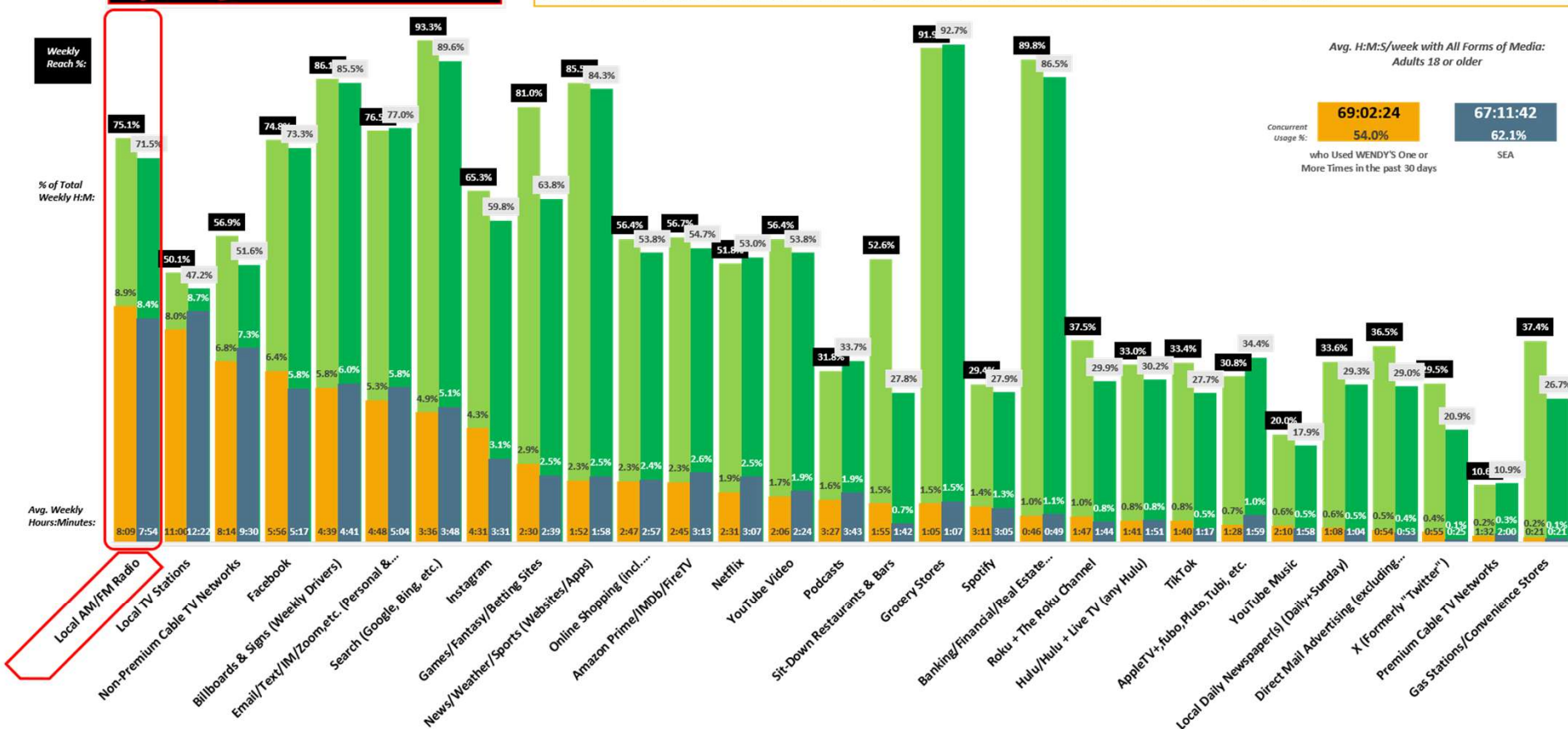
76.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 21 hours, 2 minutes and 24 seconds each week with All Forms of Media.

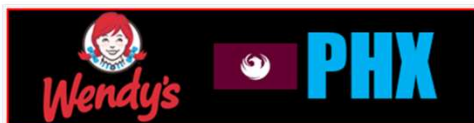
75.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



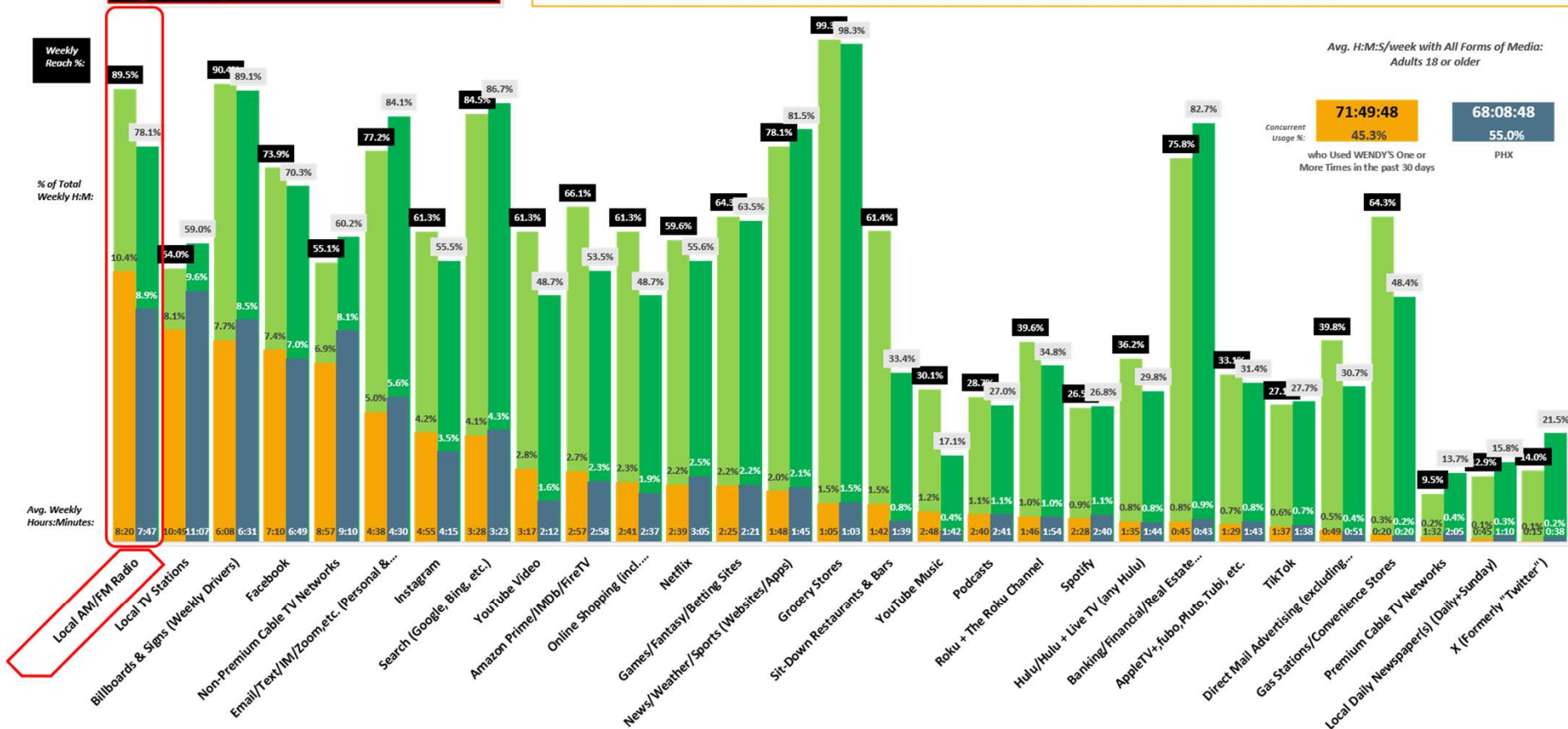
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 54.0% (who Used WENDY'S One or More Times in the past 30 days) vs 62.1% (SEA)

who Used WENDY'S One or More Times in the past 30 days SEA



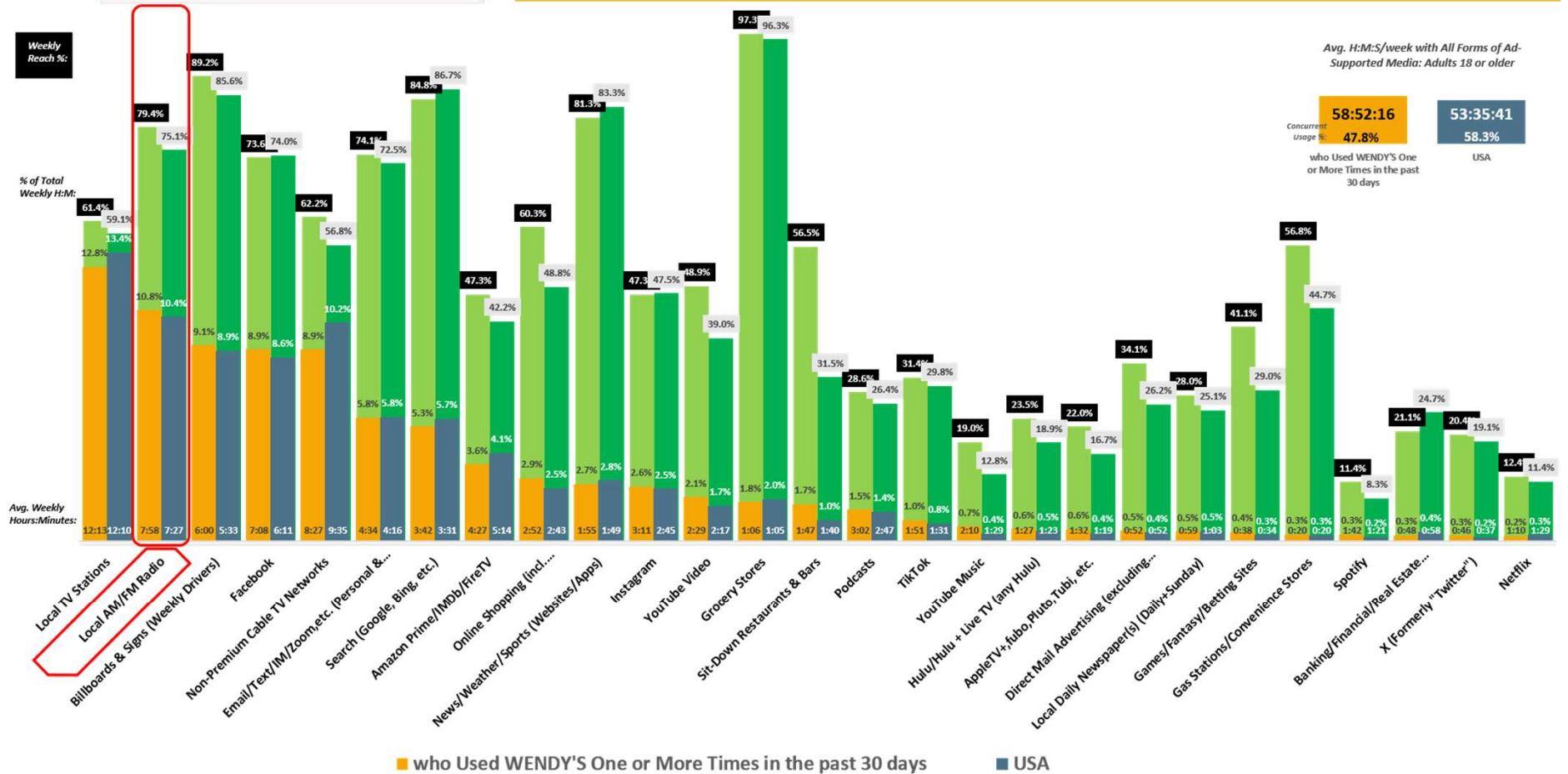
Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 23 hours, 49 minutes and 48 seconds each week with All Forms of Media.
 89.5% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



■ who Used WENDY'S One or More Times in the past 30 days ■ PHX



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 10 hours, 52 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Quick service restaurants used past 30 days: Wendy's

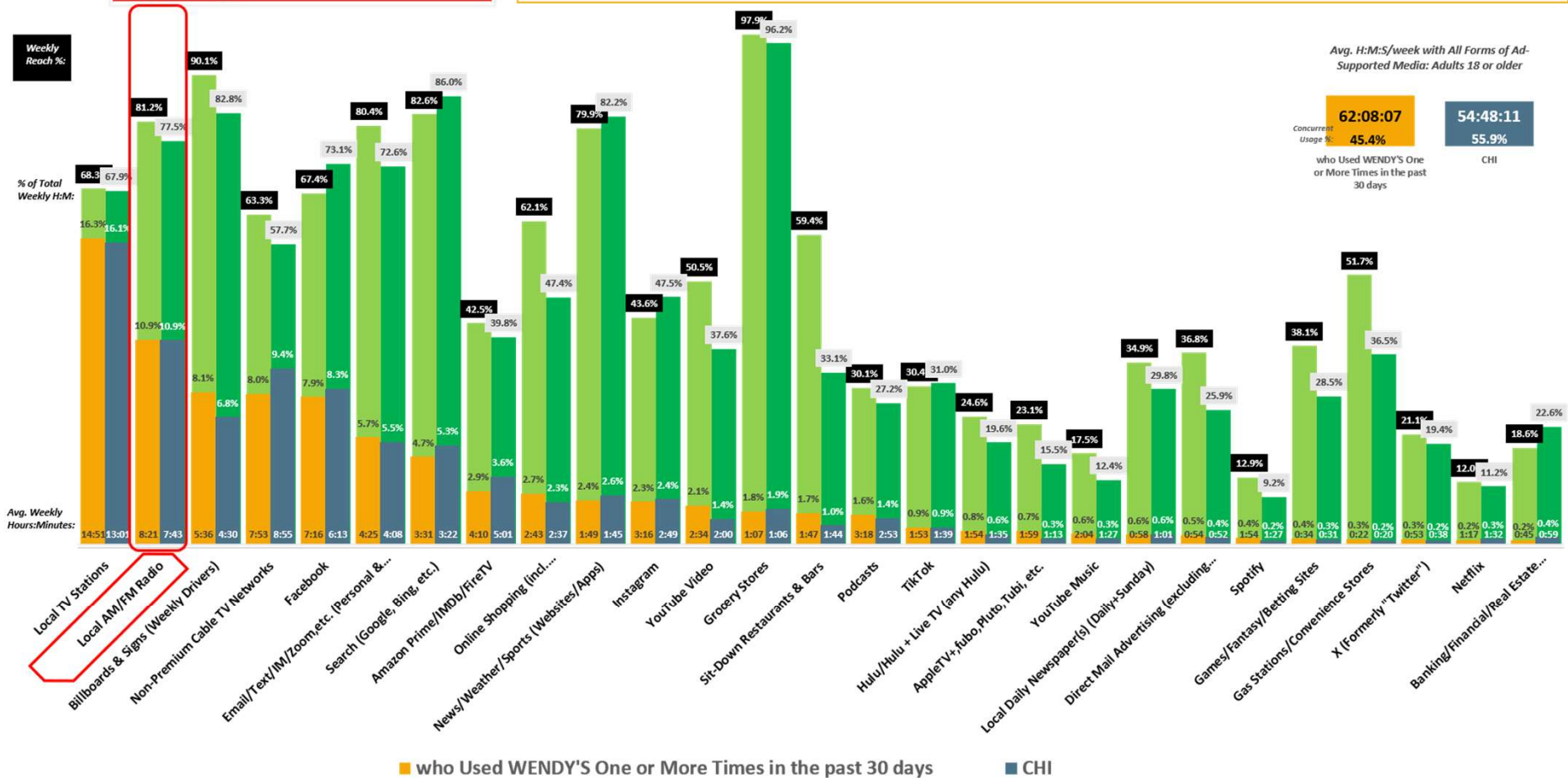


Share of Everything for Anything.



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 14 hours, 8 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

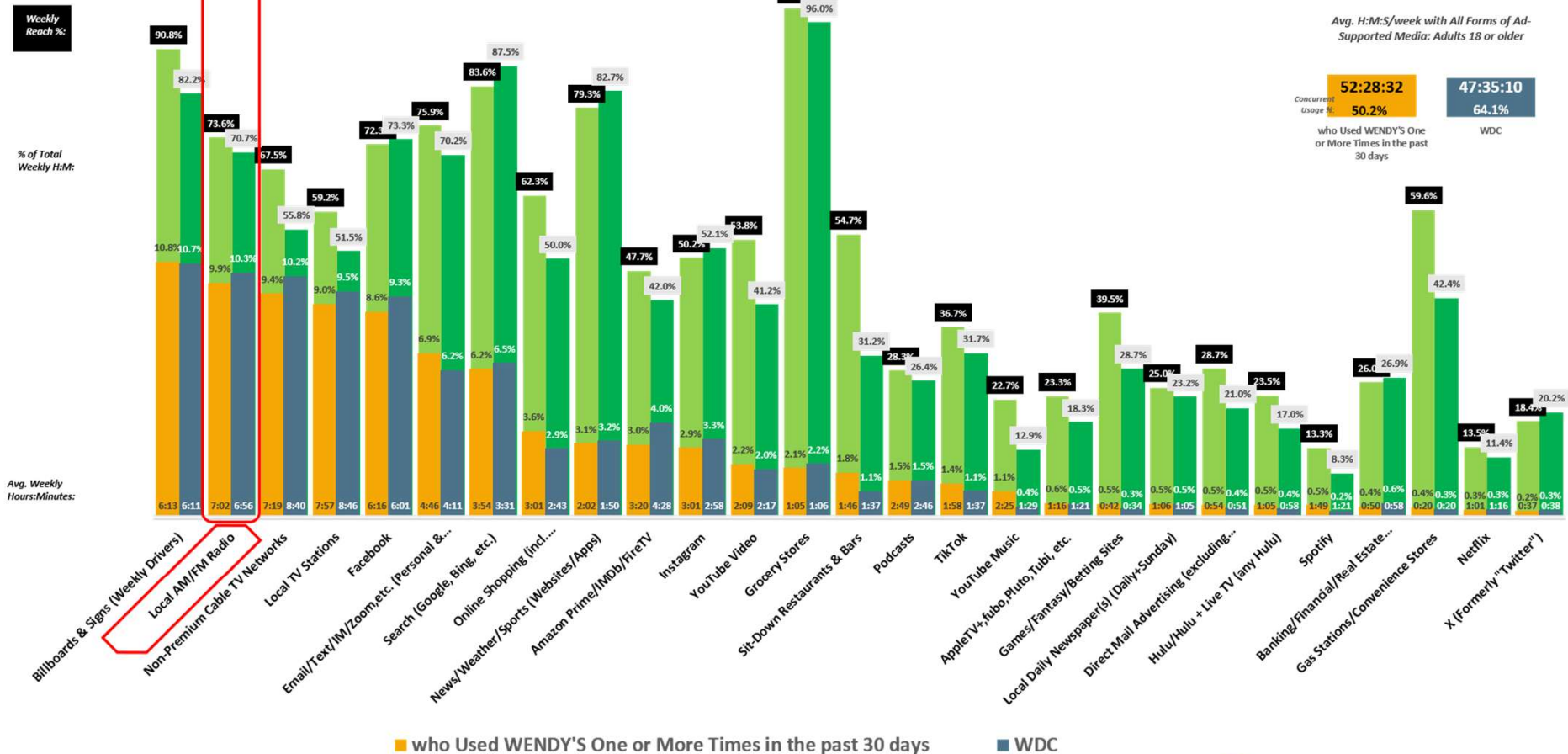
62:08:07
45.4%
who Used WENDY'S One or More Times in the past 30 days

54:48:11
55.9%
CHI



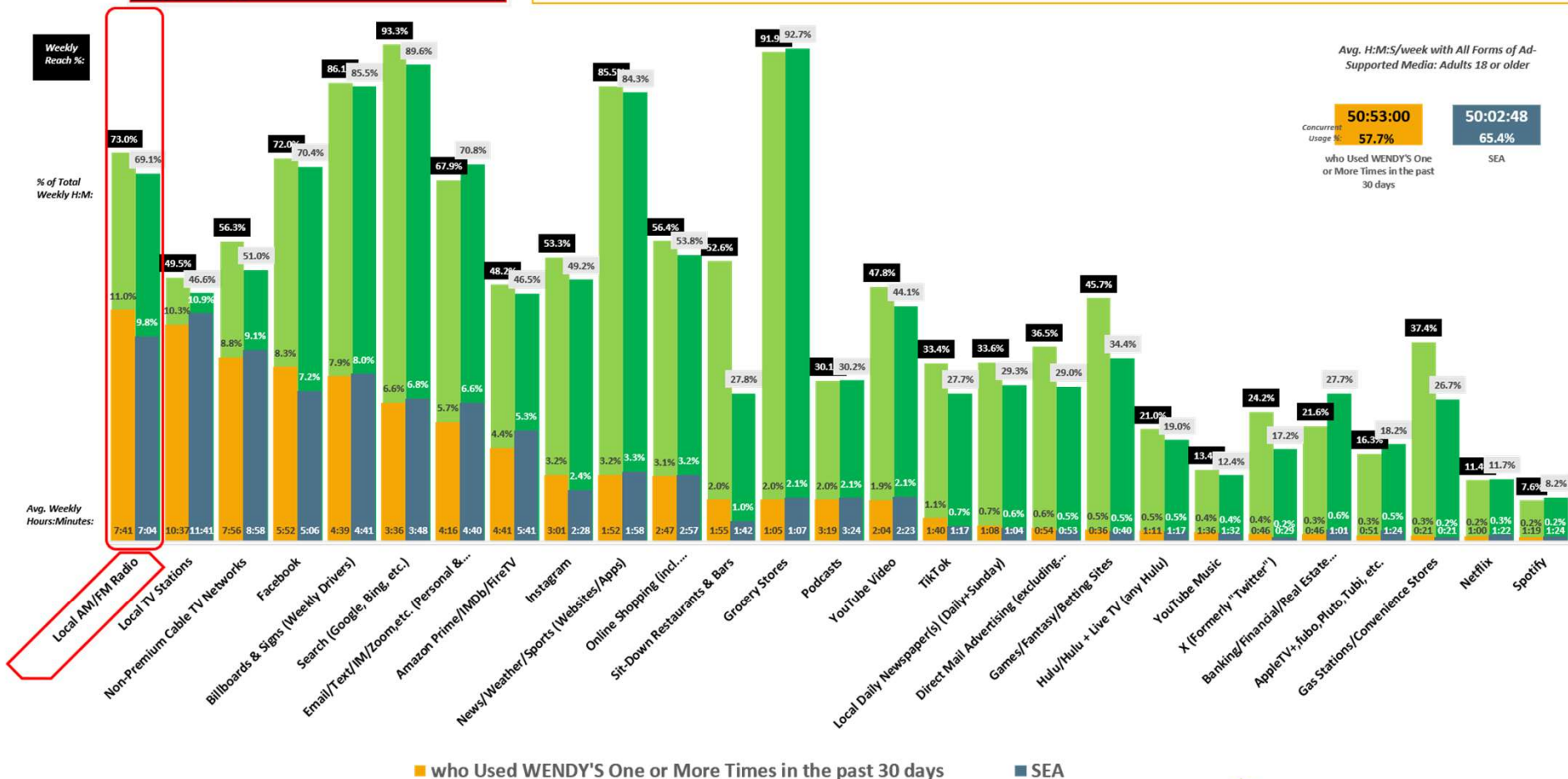
Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 4 hours, 28 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

73.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





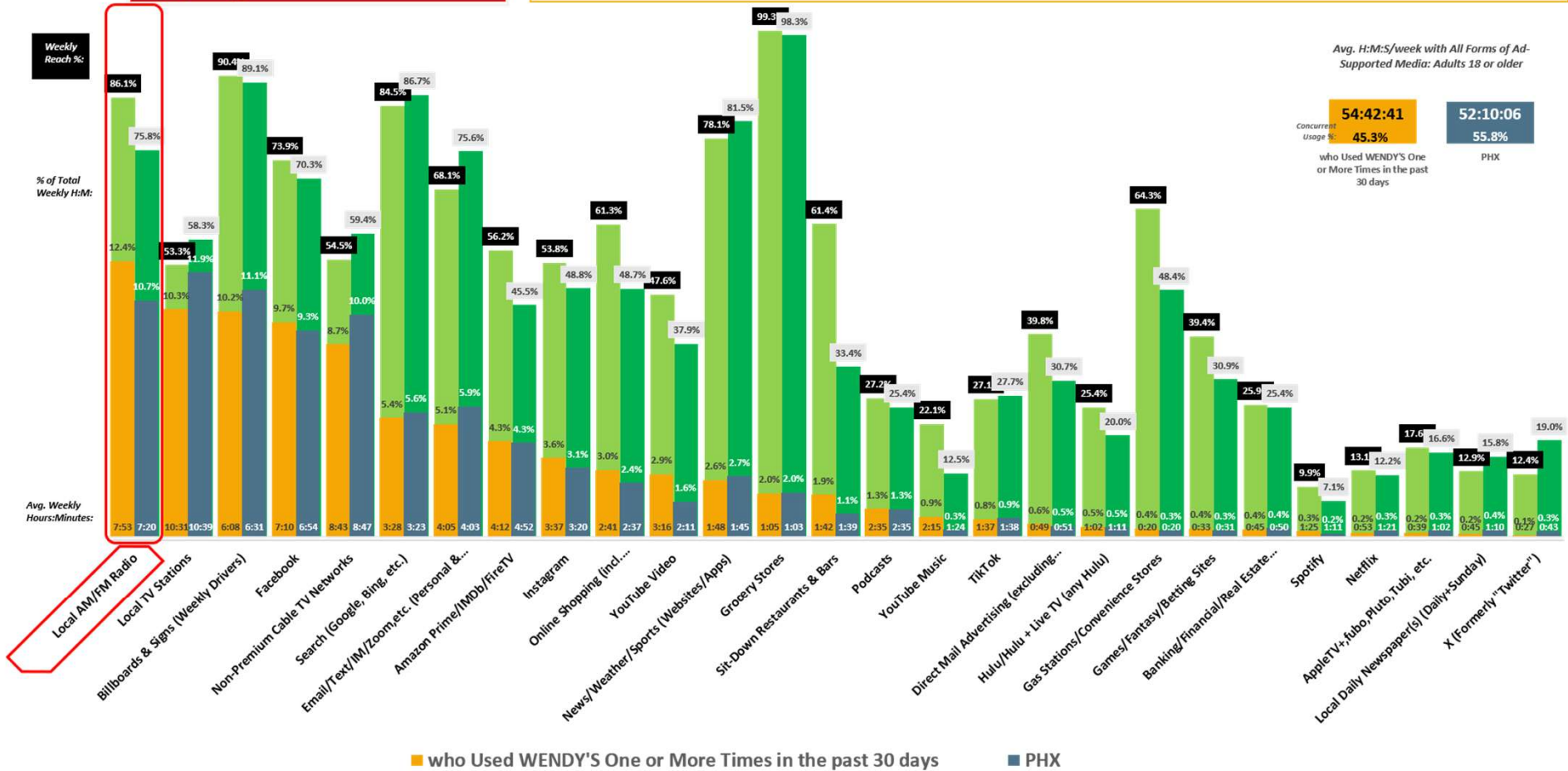
Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 2 hours, 53 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
 73.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 6 hours, 42 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.

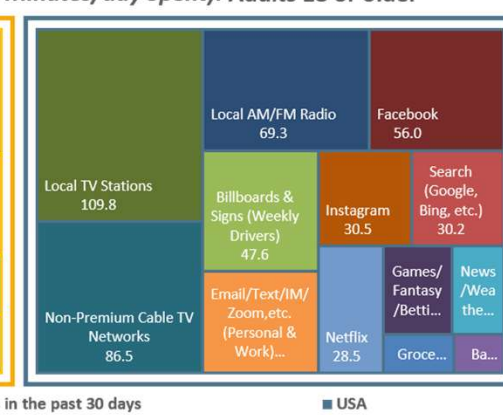
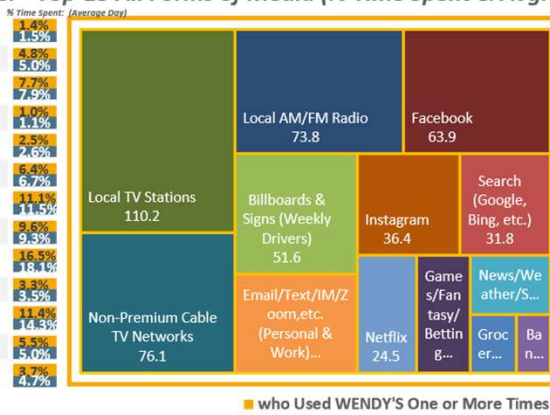
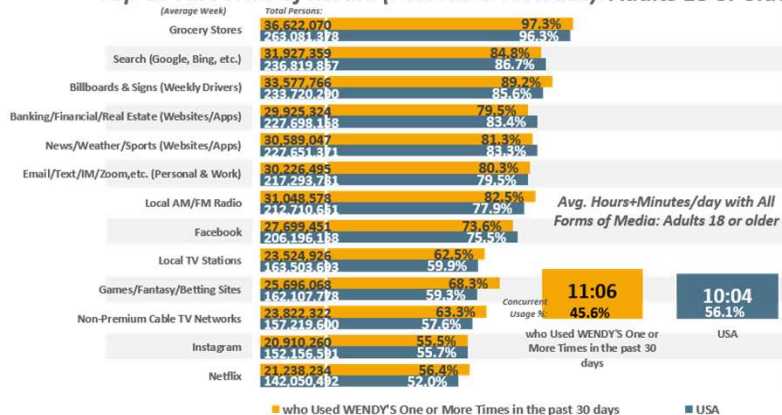




Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

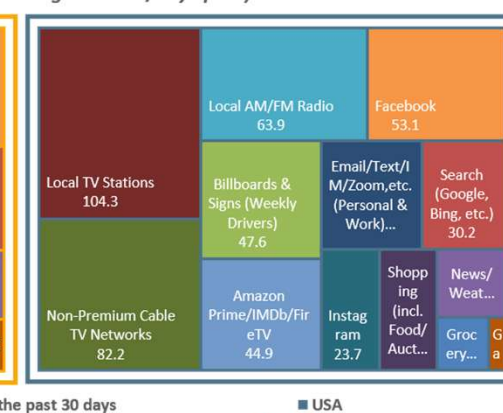
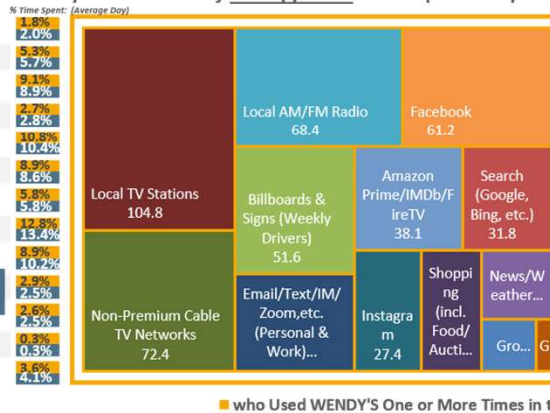
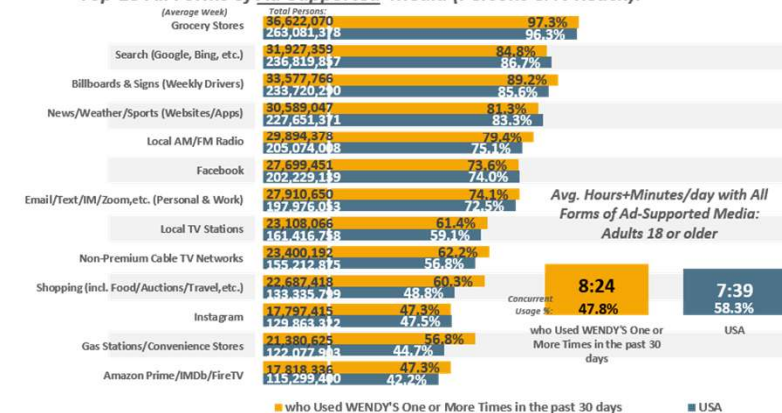
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

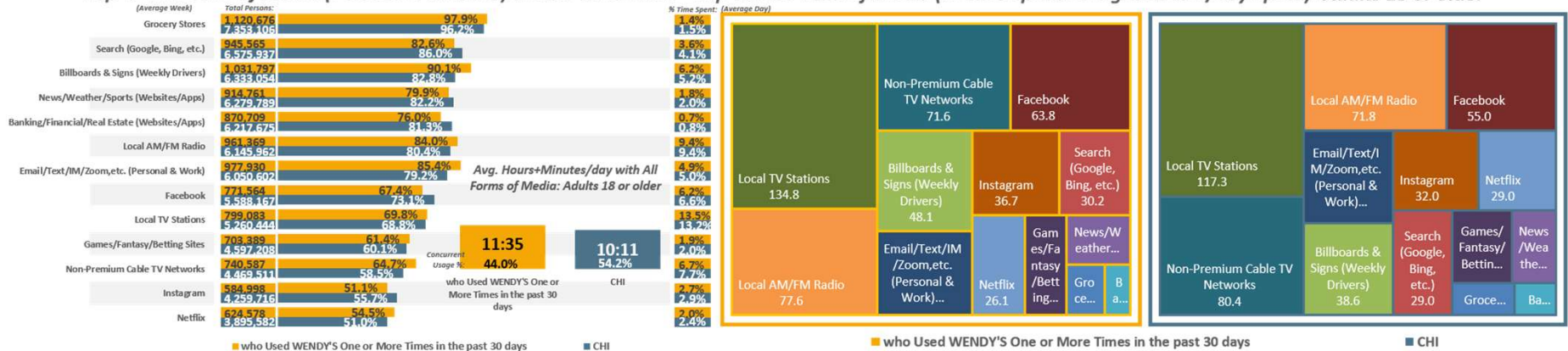
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Quick service restaurants used past 30 days: Wendy's

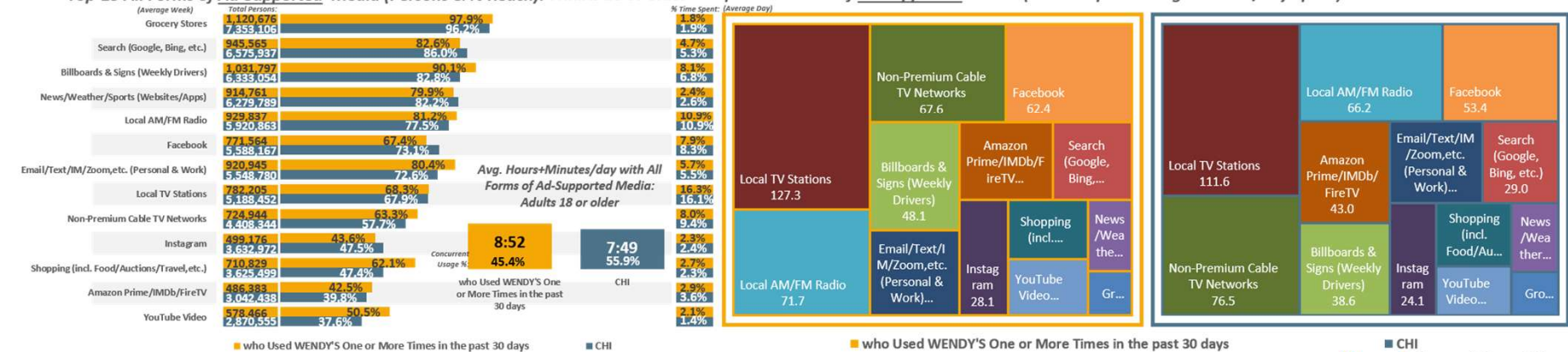


Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 8 hours and 52 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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



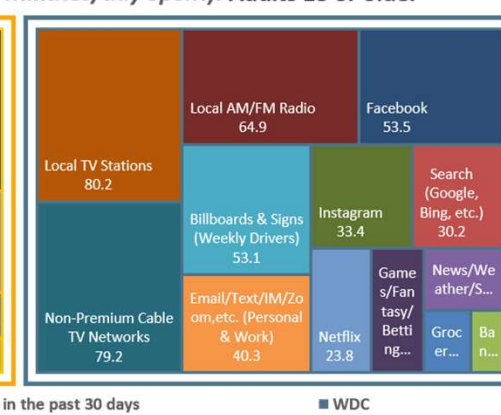
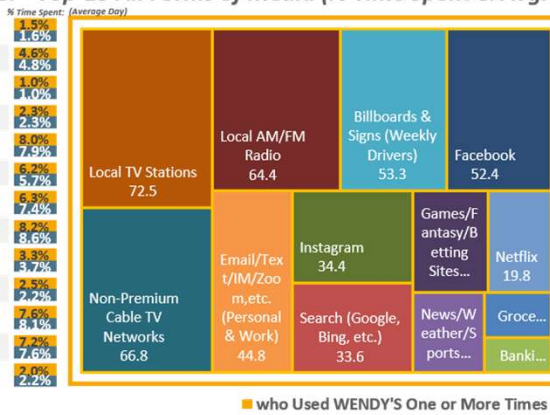
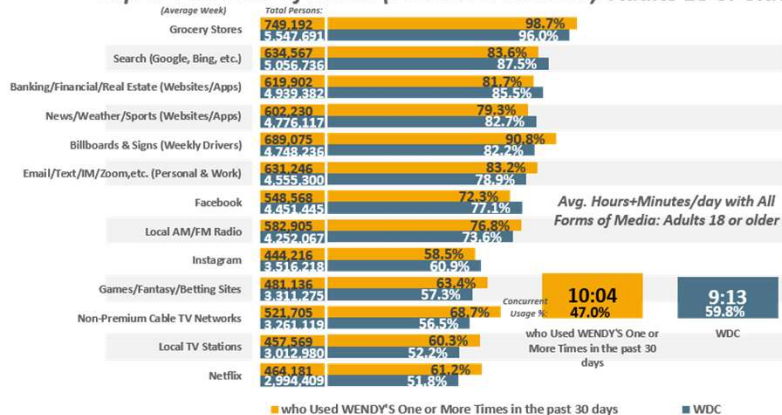
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



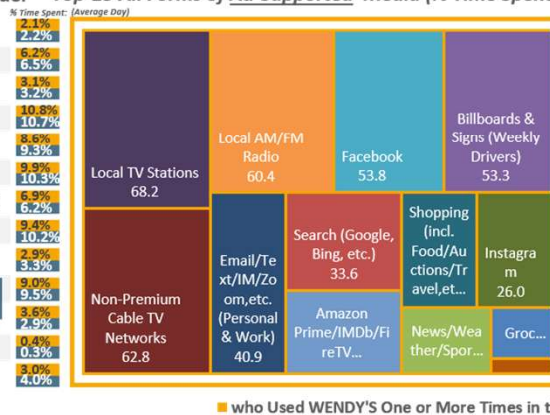
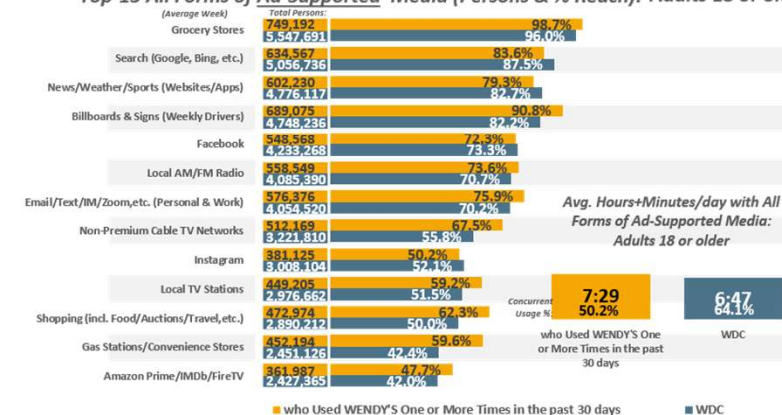


Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 73.6% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 763
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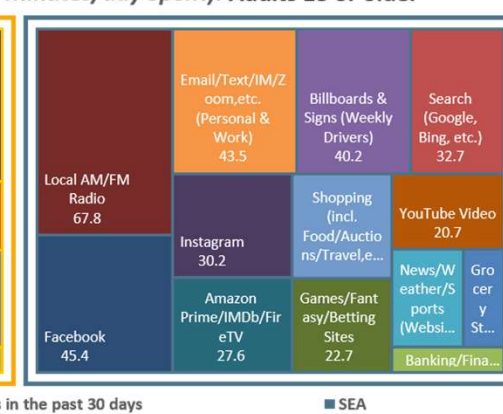
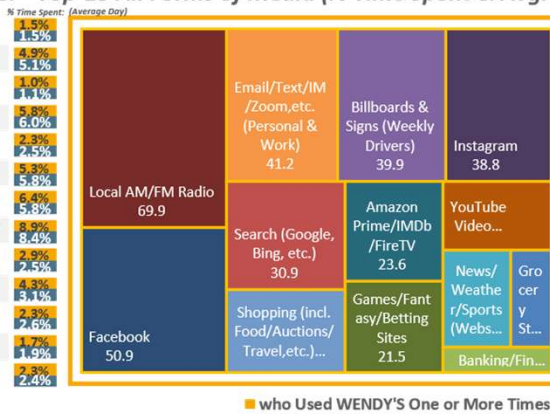
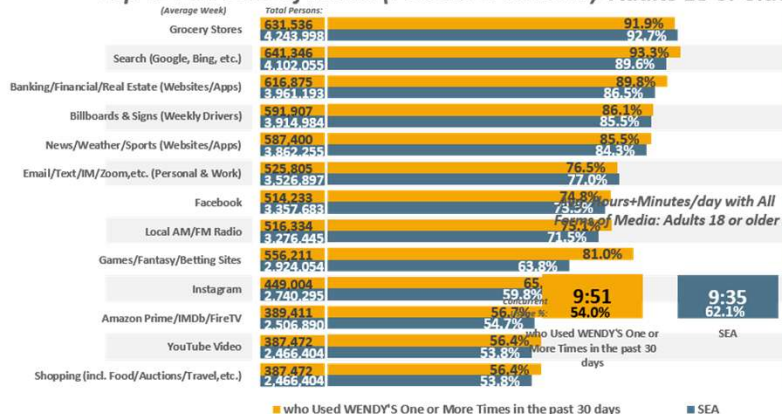
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Quick service restaurants used past 30 days: Wendy's

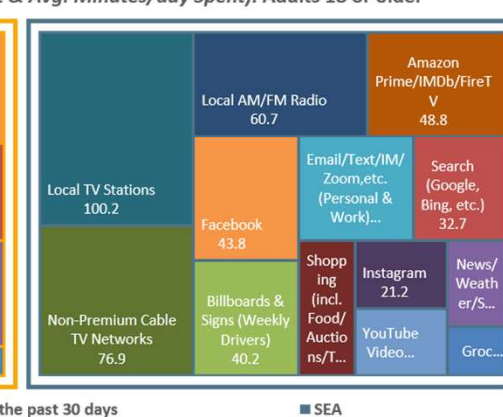
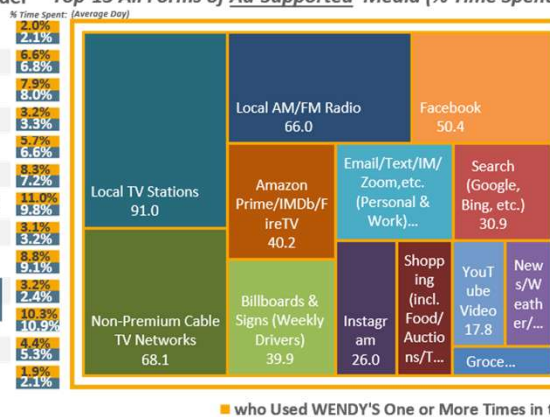
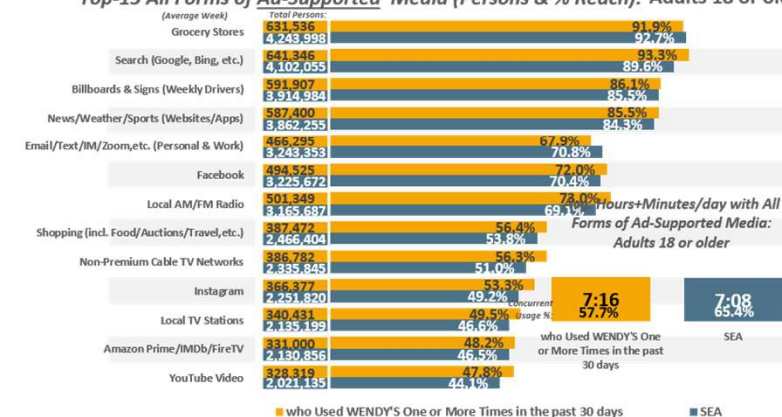


Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 73.% listen to Local AM/FM Radio for an avg. of 66. minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 508
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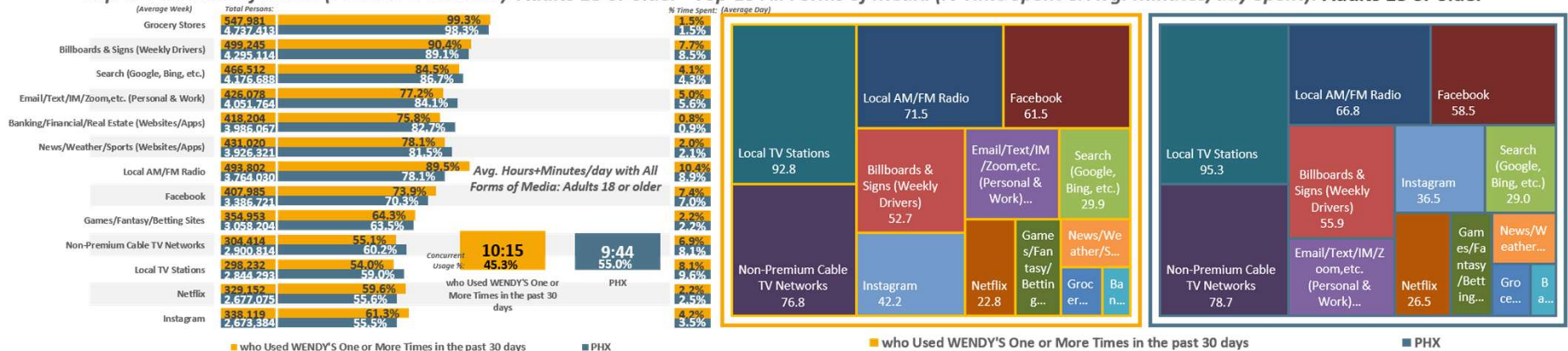
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

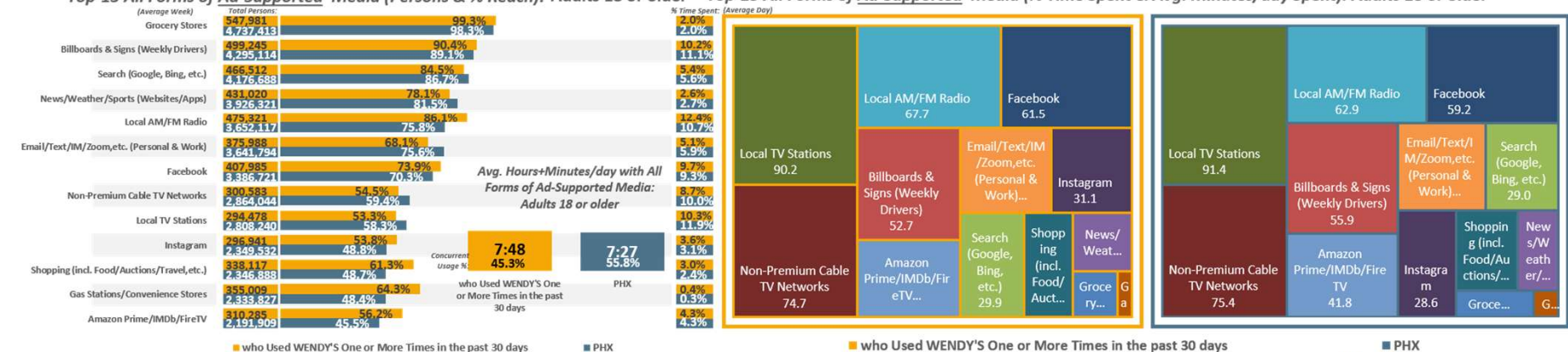


Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 12.4% of Time with Ad-Supported Media.)

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**



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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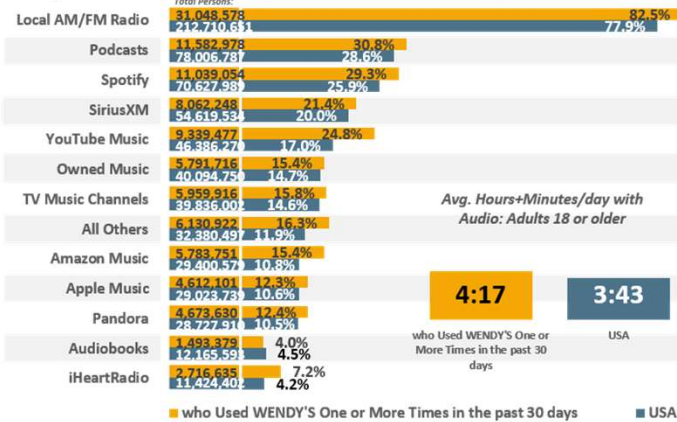
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

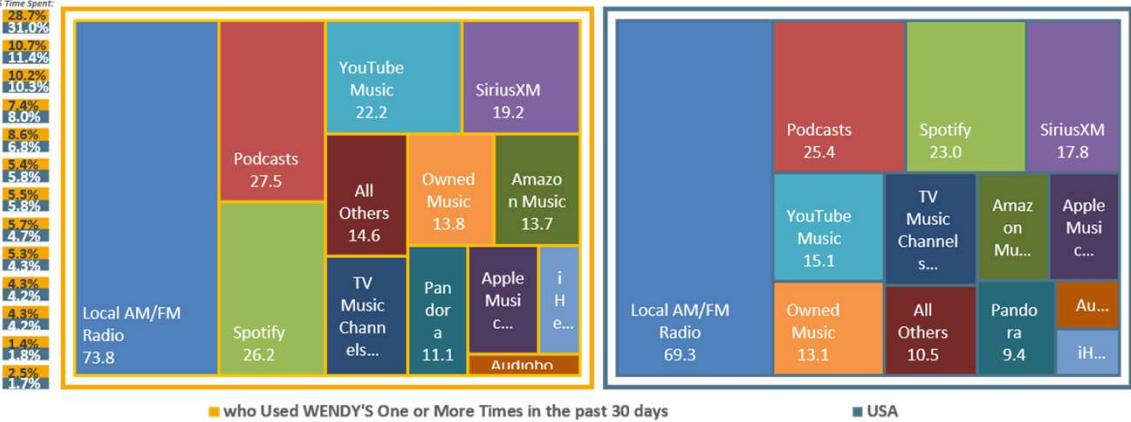


29,894,378 or 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

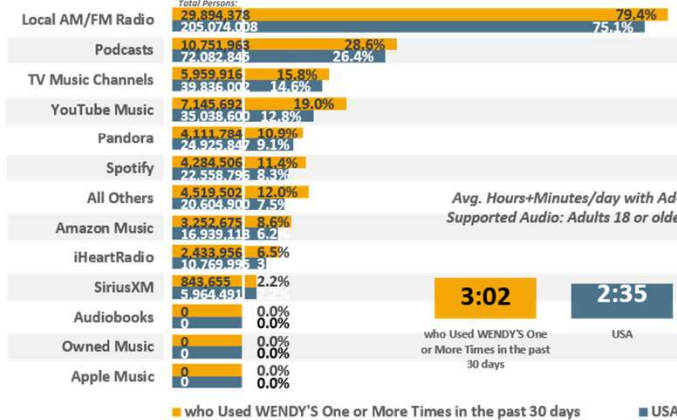
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



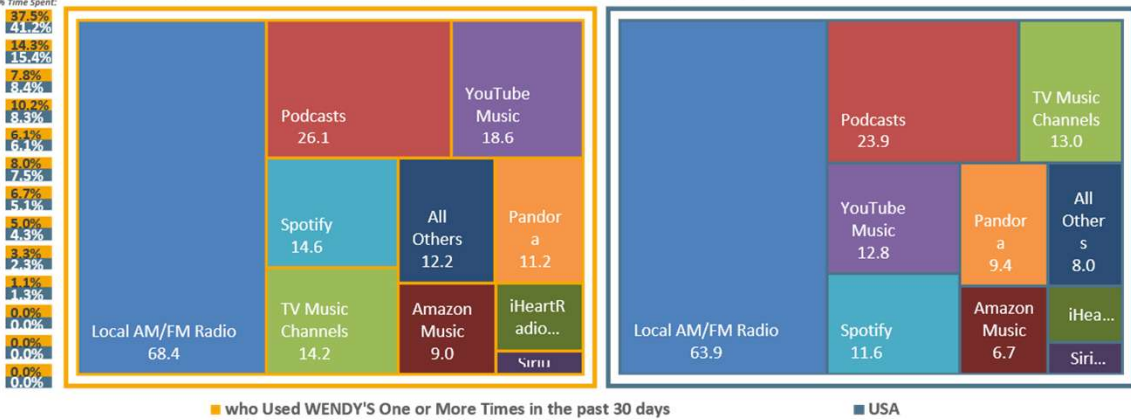
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

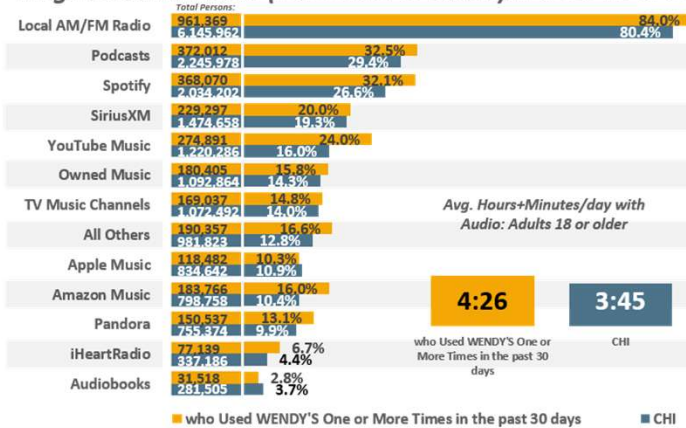
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

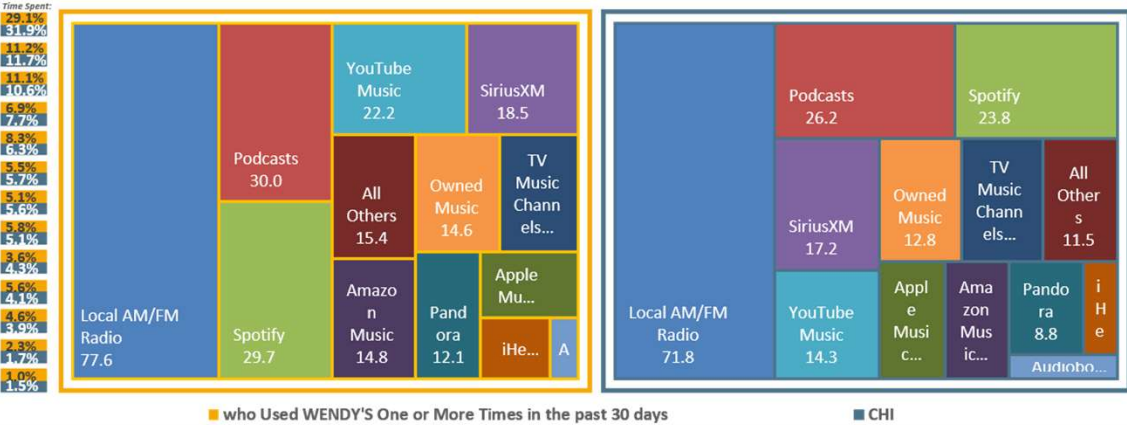


929,837 or 81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

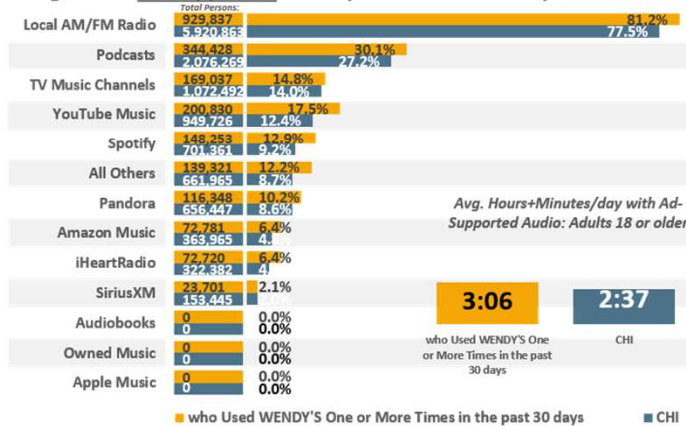
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



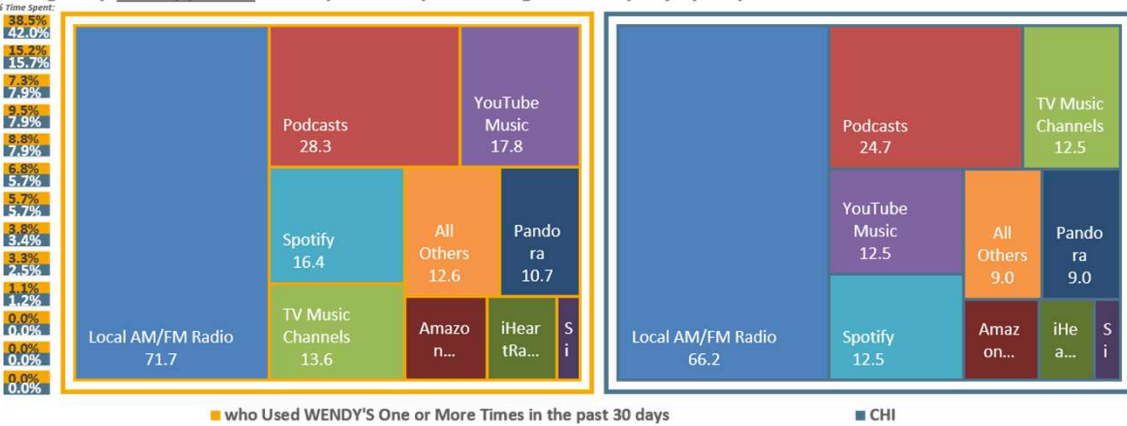
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



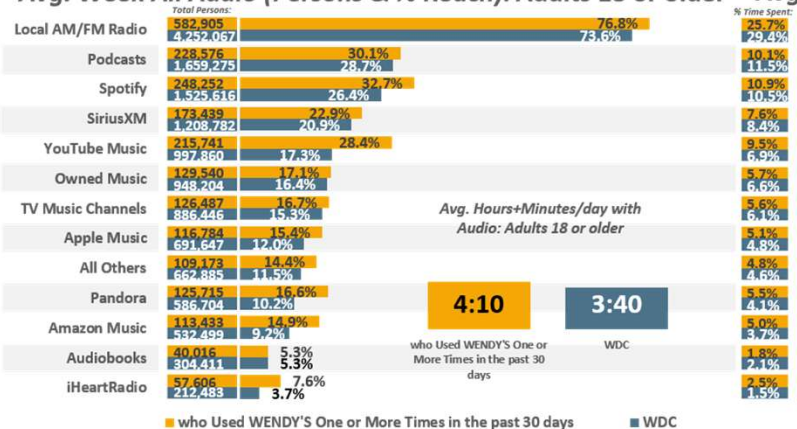
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



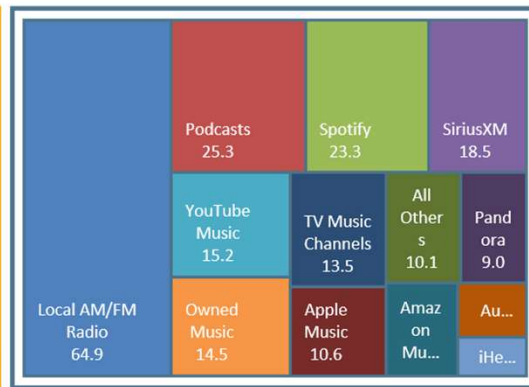
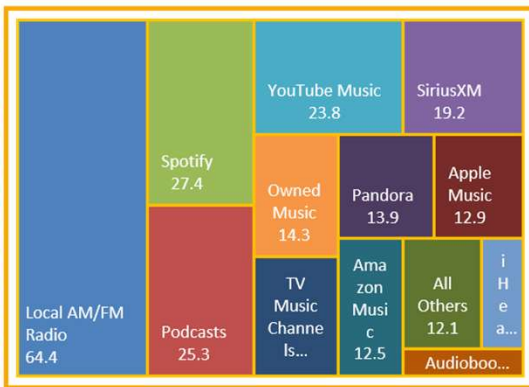


558,549 or 73.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

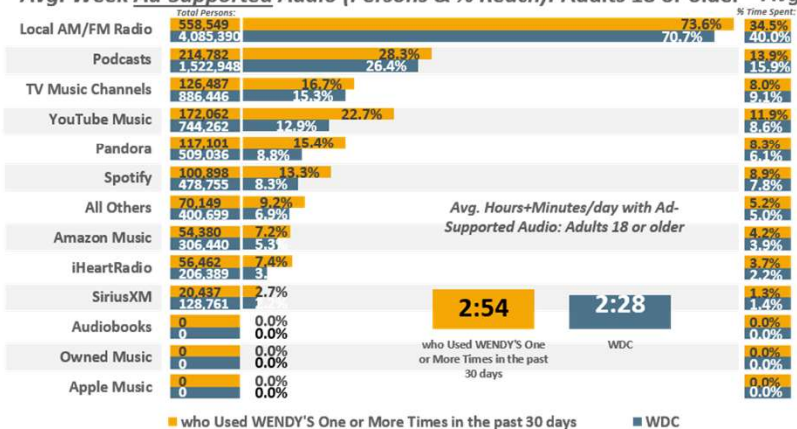
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



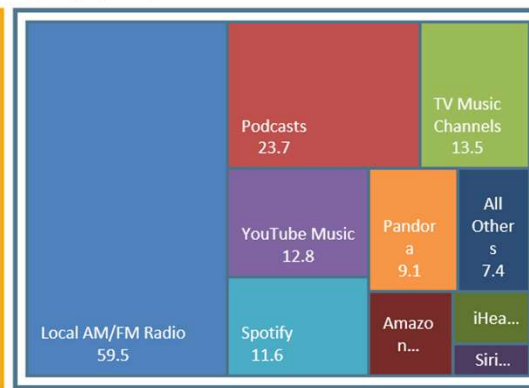
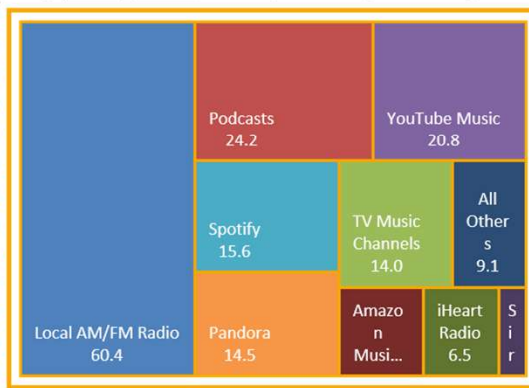
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



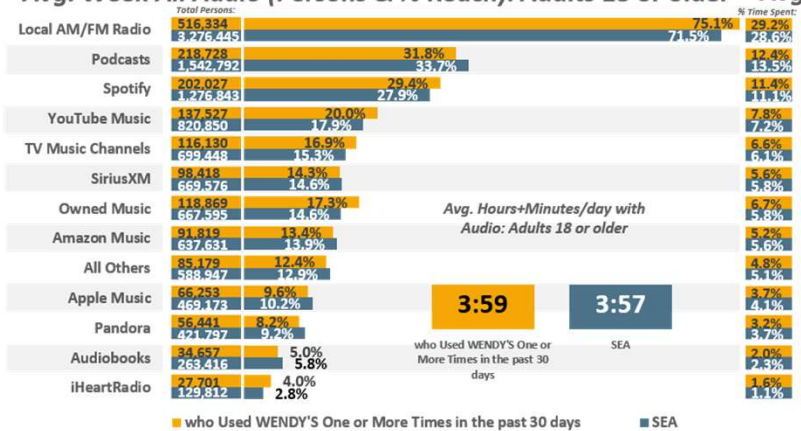
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



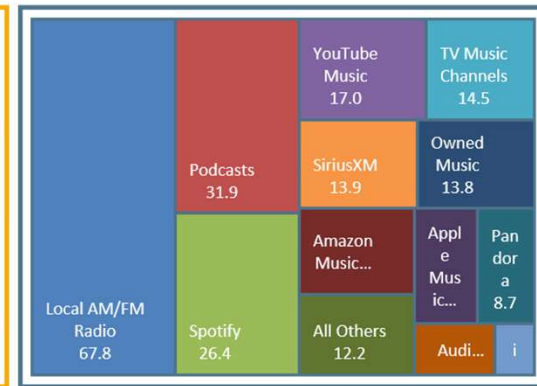
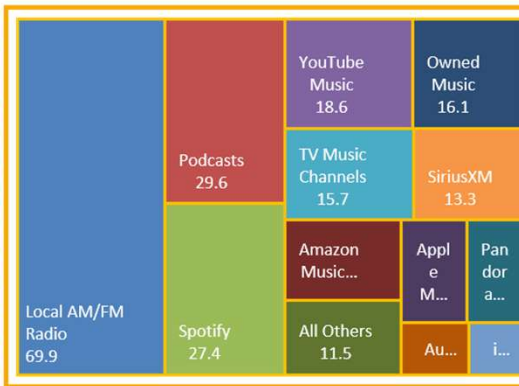


501,349 or 73.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

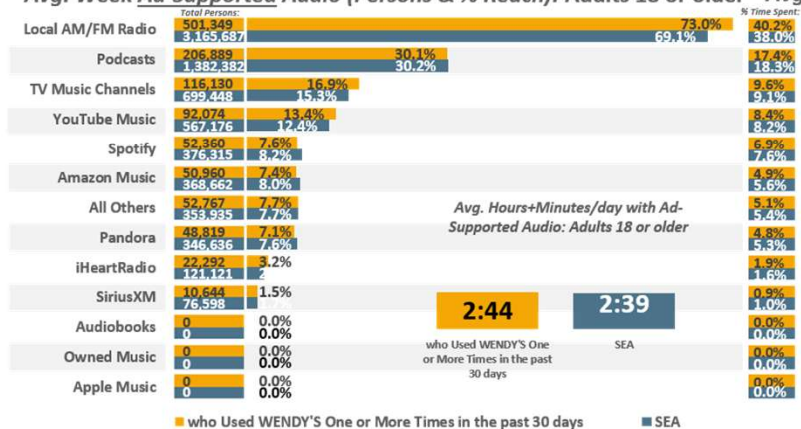
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



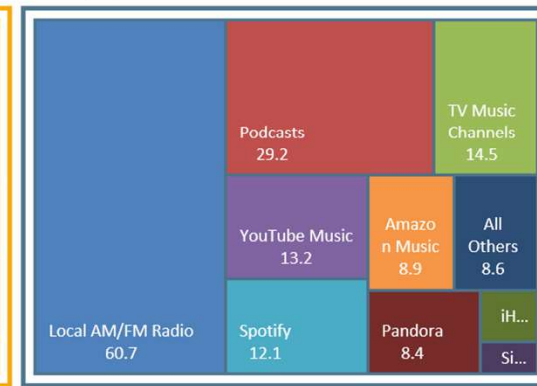
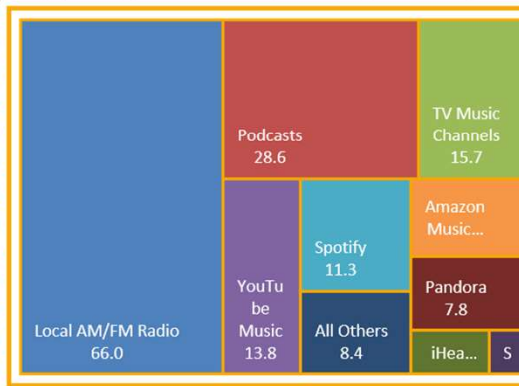
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



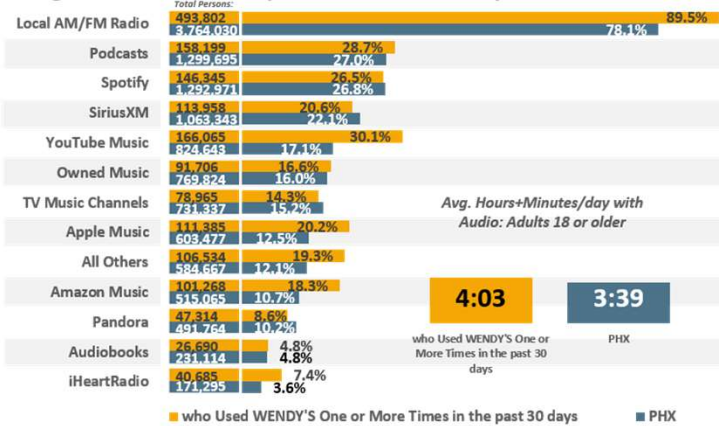
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



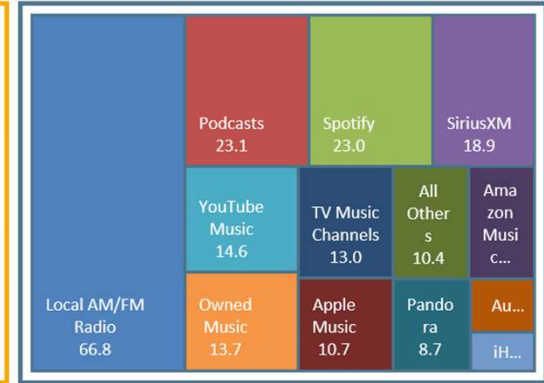
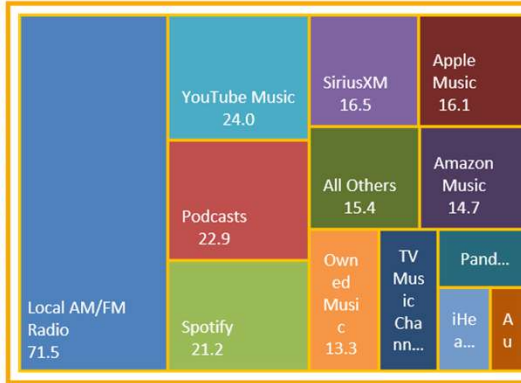


475,321 or 86.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

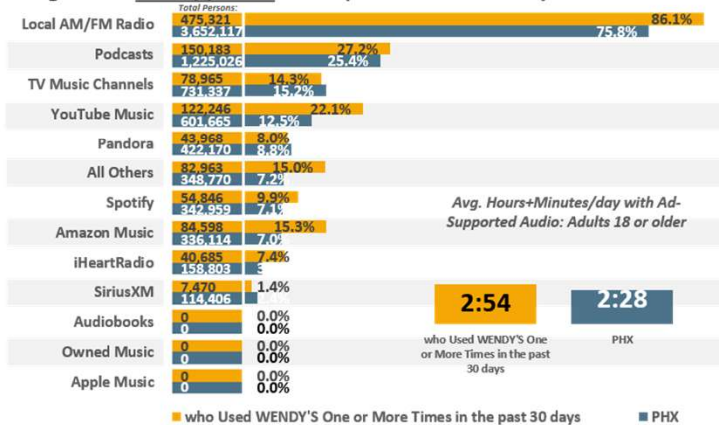
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



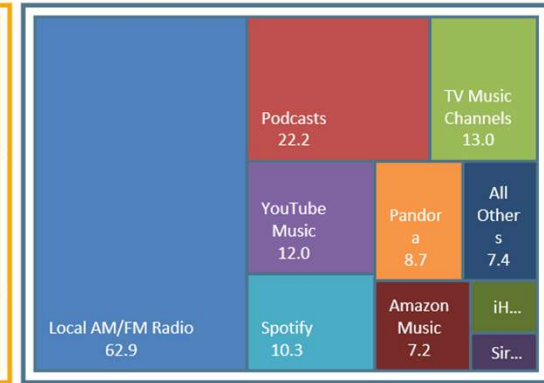
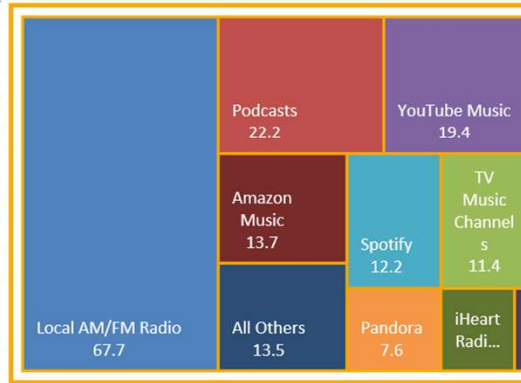
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

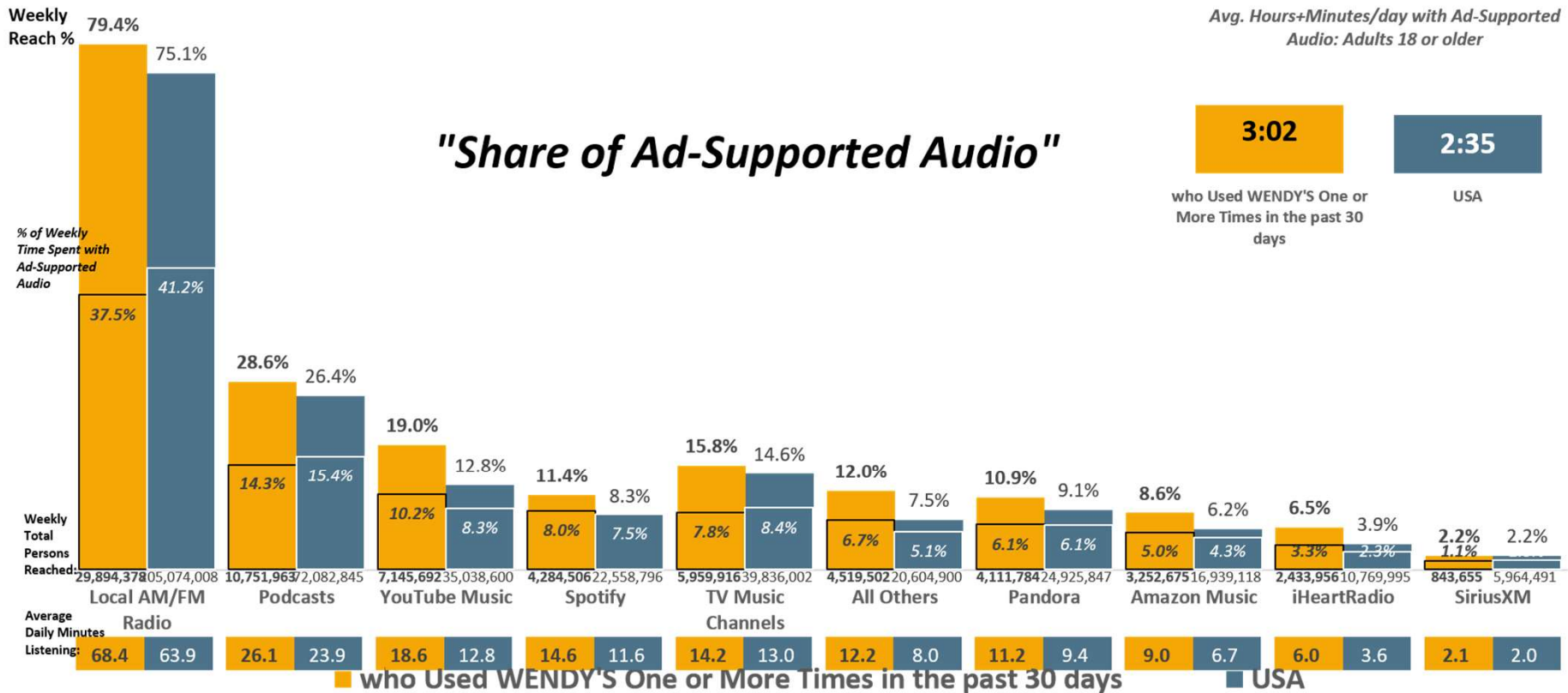


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





29,894,378 or 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.





929,837 or 81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 81.2% 77.5%

% of Weekly Time Spent with Ad-Supported Audio 38.5% 42.0%

Weekly Total Persons Reached: 929,837 5,920,863

Average Daily Minutes Listening: 71.7 66.2

"Share of Ad-Supported Audio"

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

3:06

2:37

who Used WENDY'S One or More Times in the past 30 days

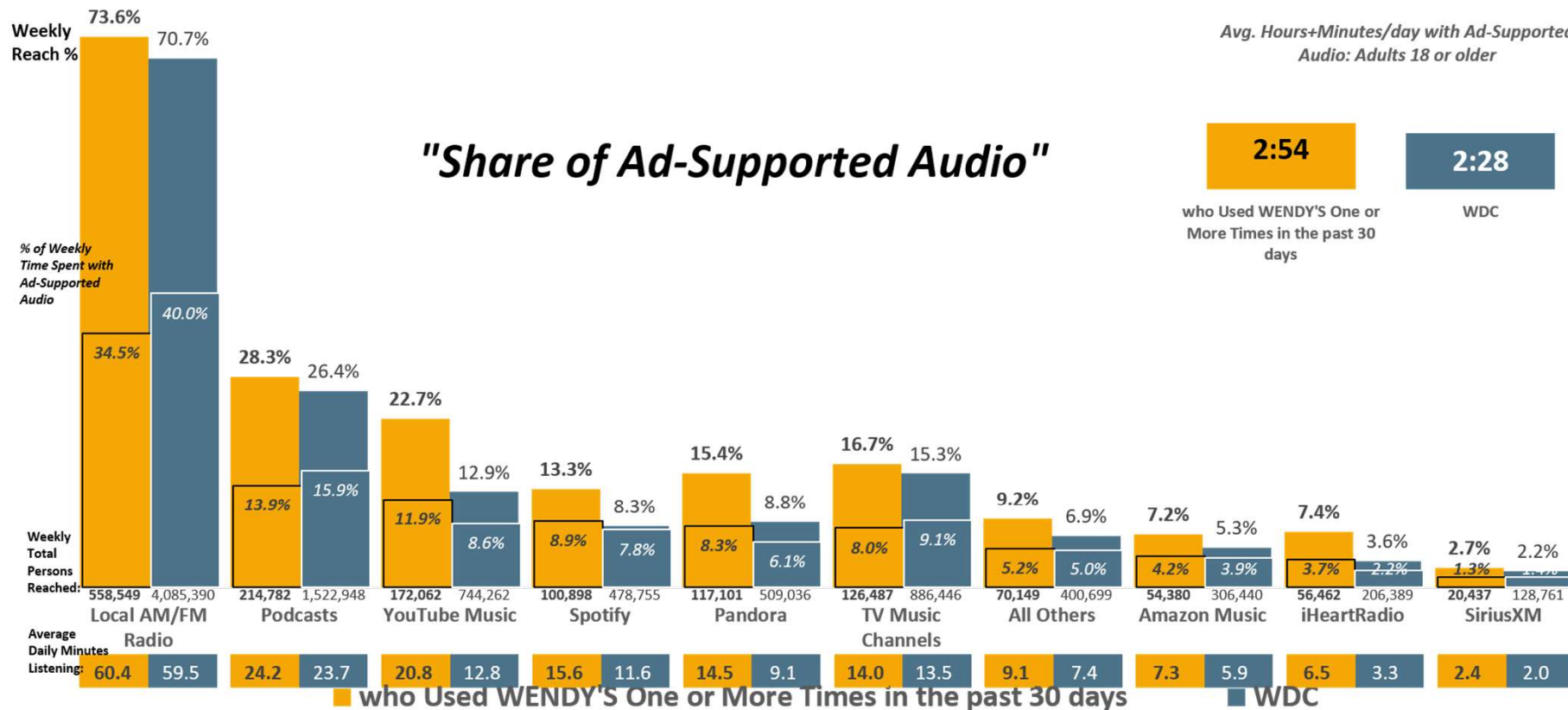
CHI

who Used WENDY'S One or More Times in the past 30 days

CHI

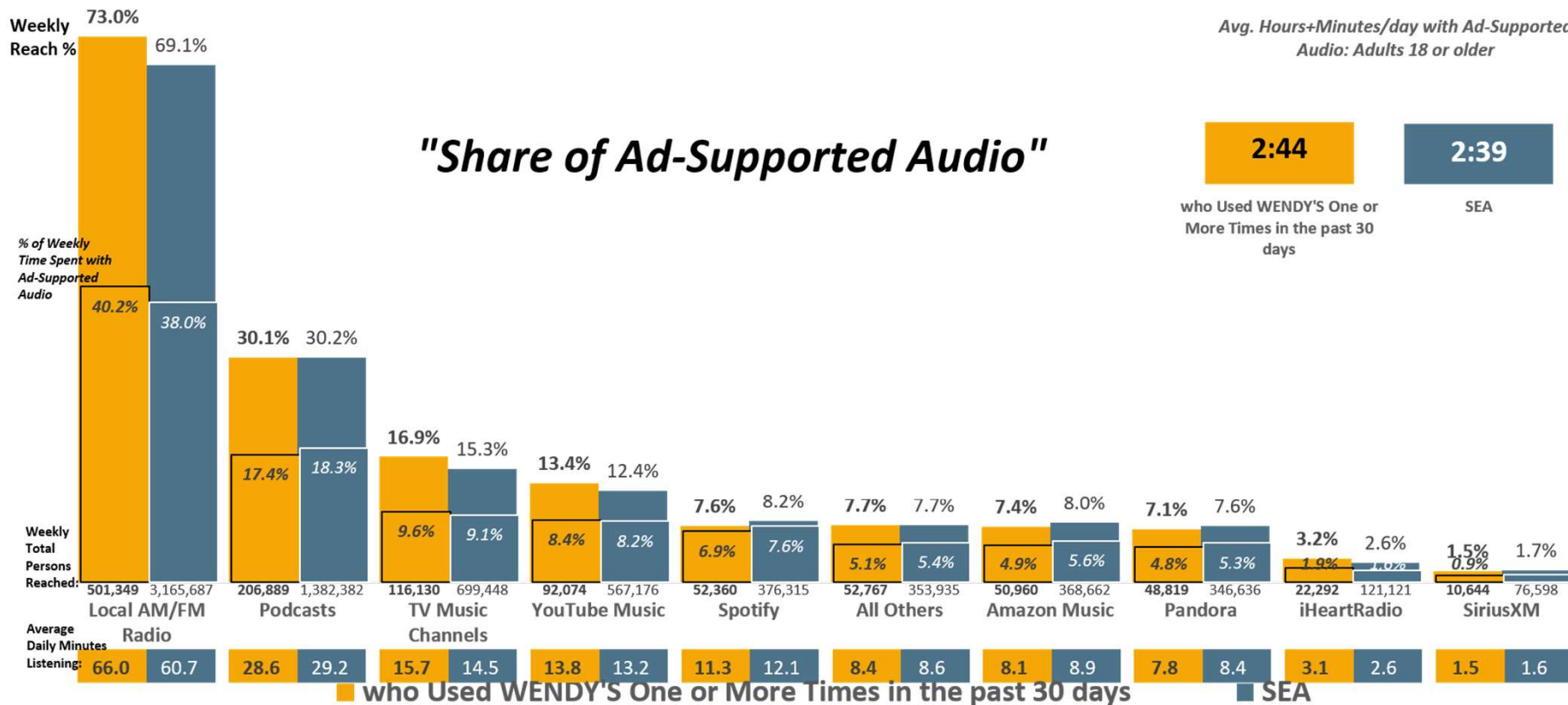


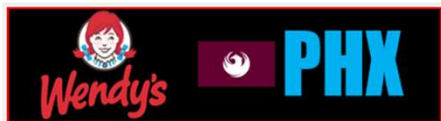
558,549 or 73.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.





501,349 or 73.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66. minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



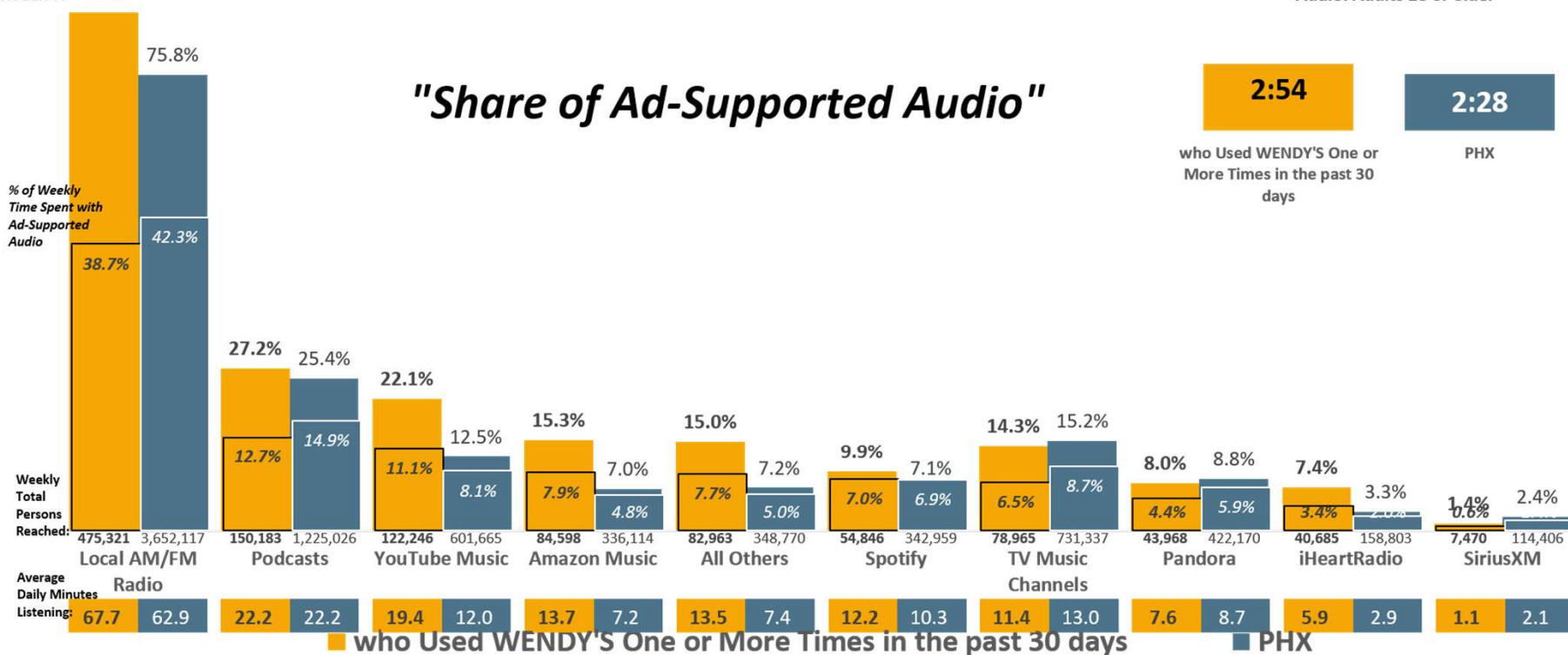


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Weekly
Reach % 86.1%

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

"Share of Ad-Supported Audio"



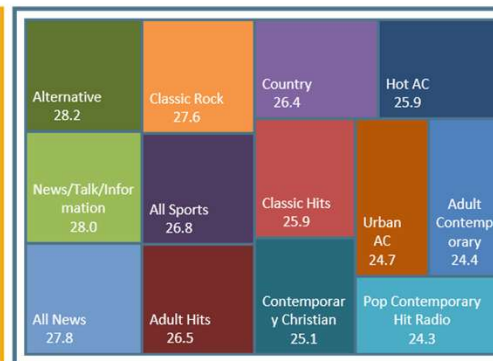
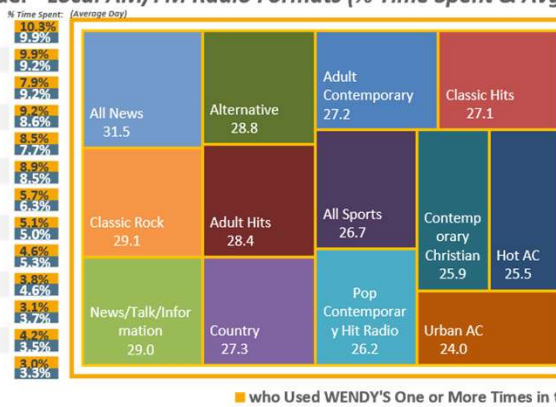
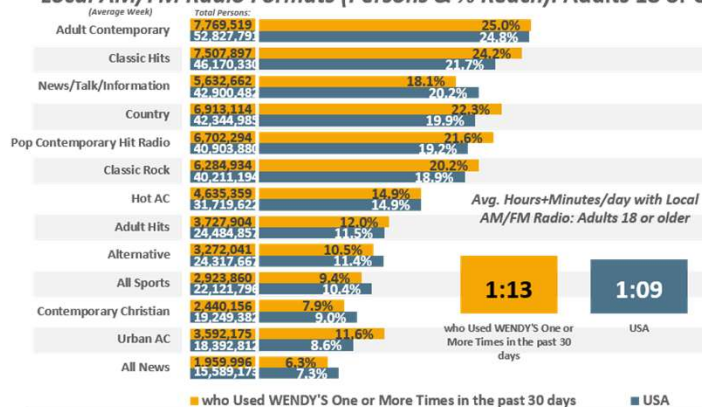
2:54
who Used WENDY'S One or
More Times in the past 30
days

2:28
PHX

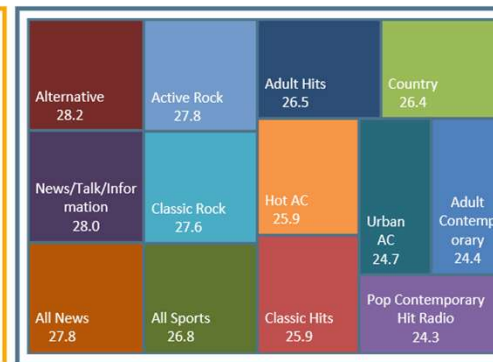
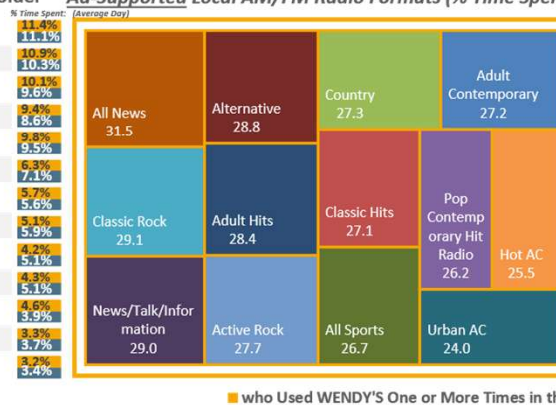
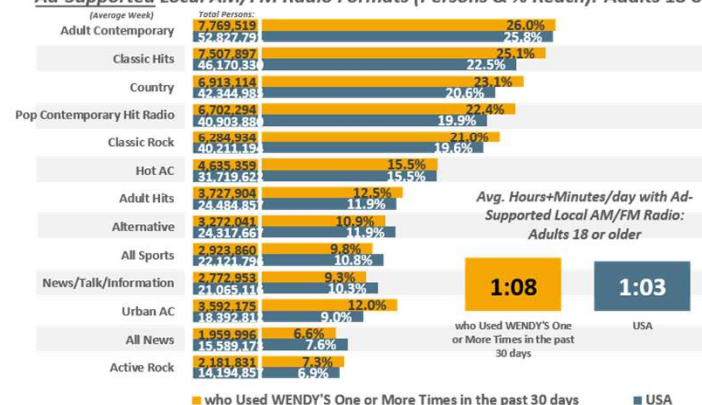


29,894,378 or 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

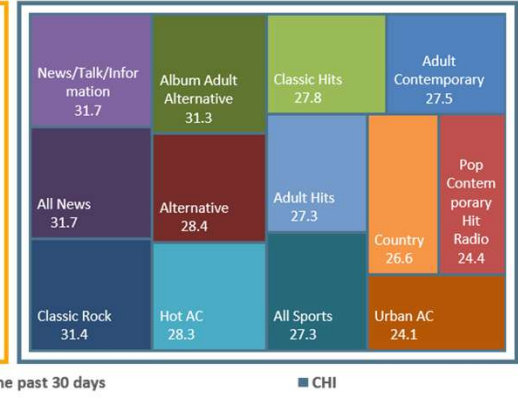
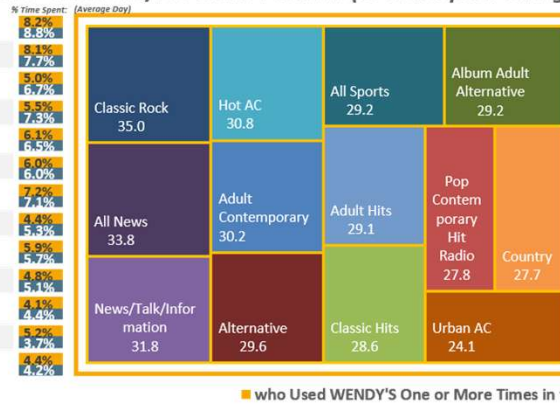
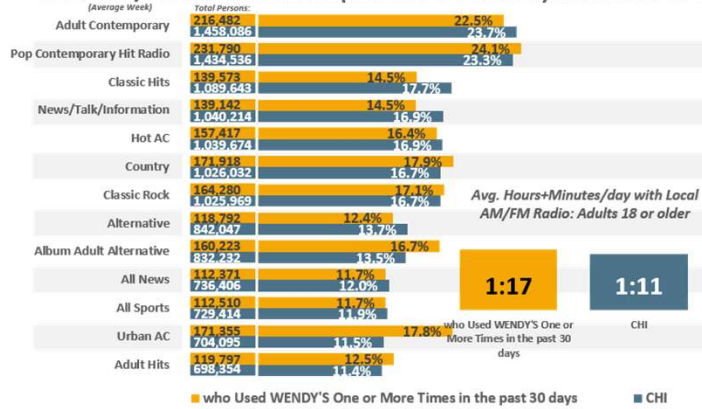
soeфа.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

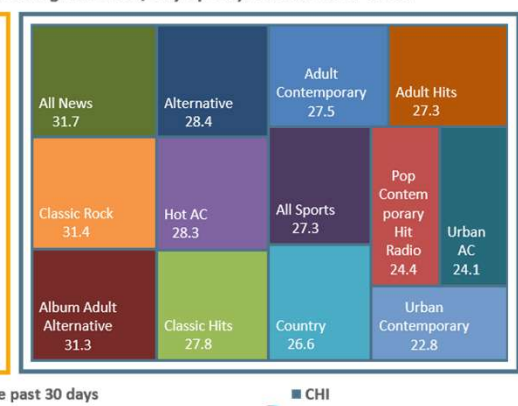
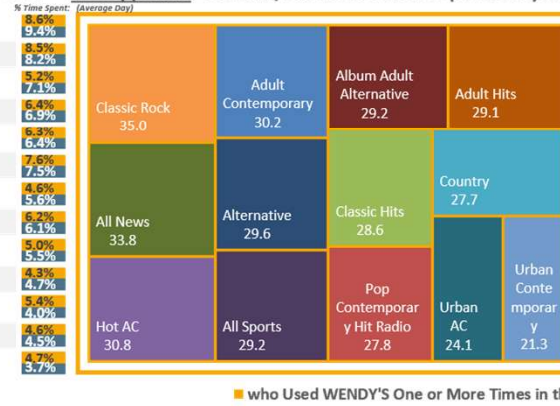
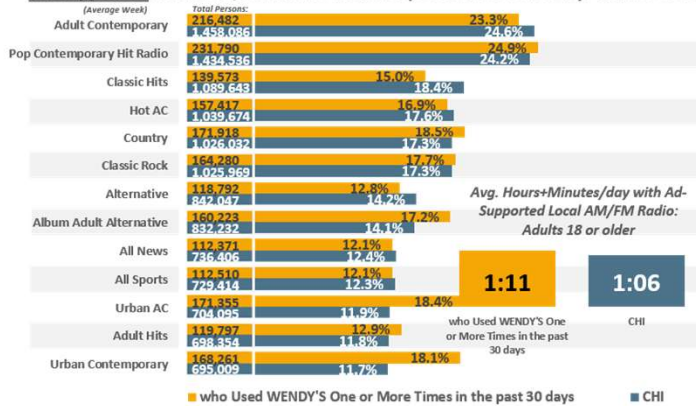


929,837 or 81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Urban AC, and Urban Contemporary.

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



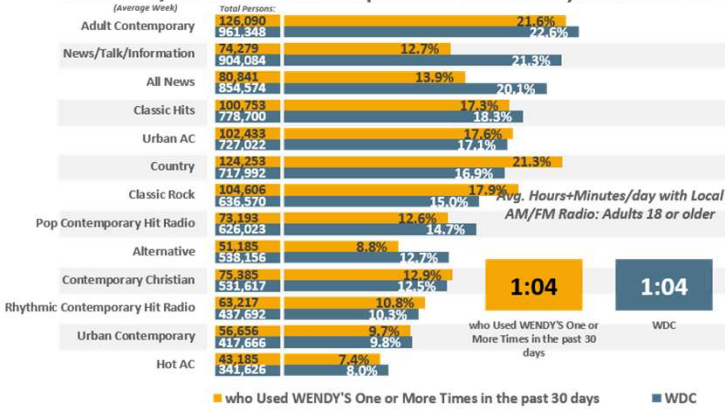
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



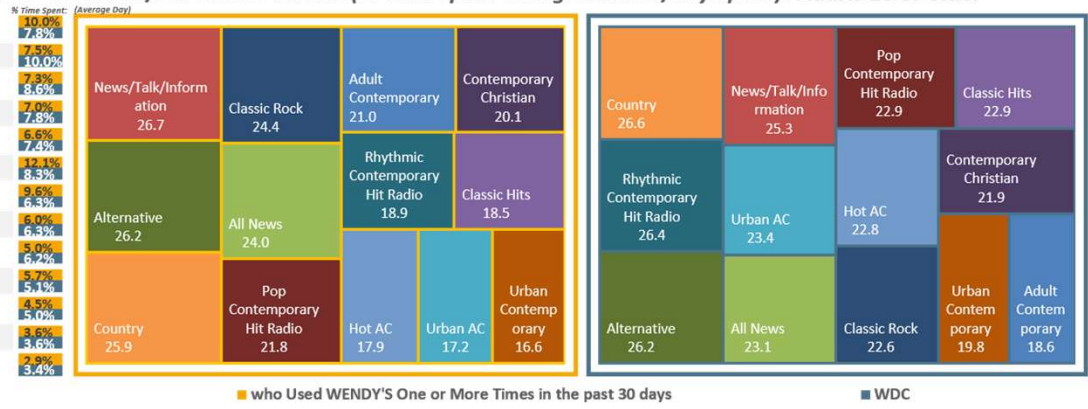


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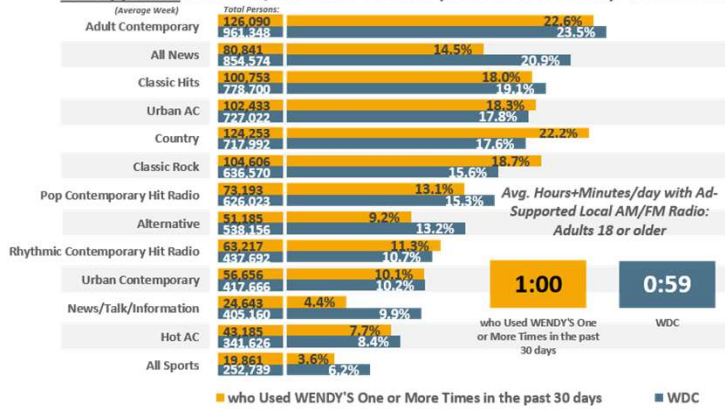
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



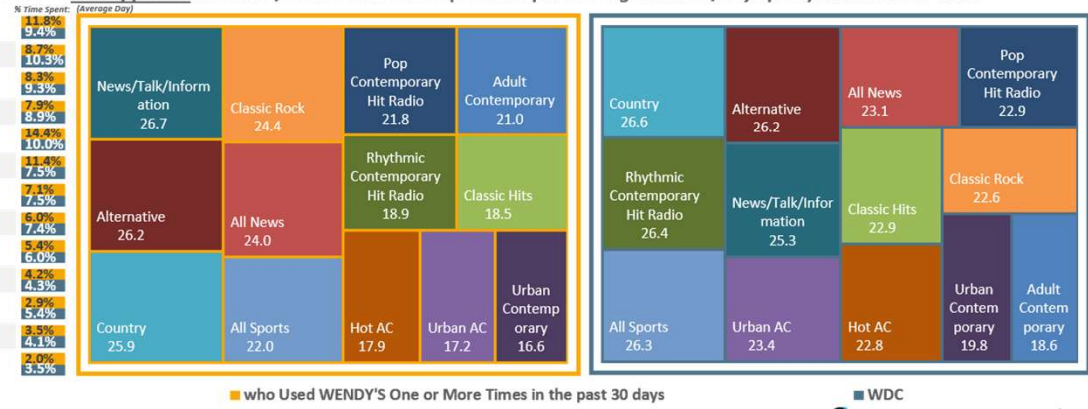
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



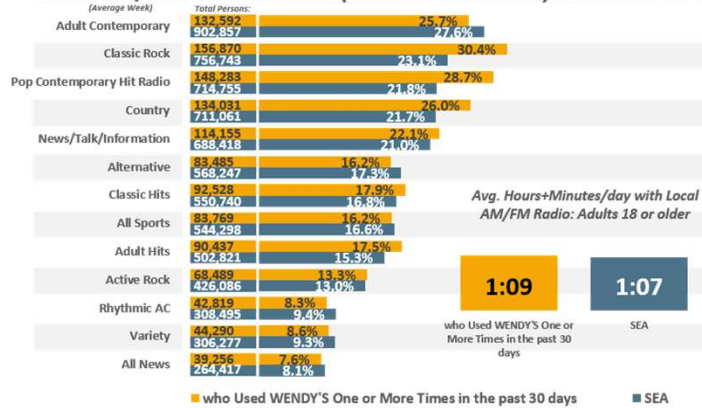
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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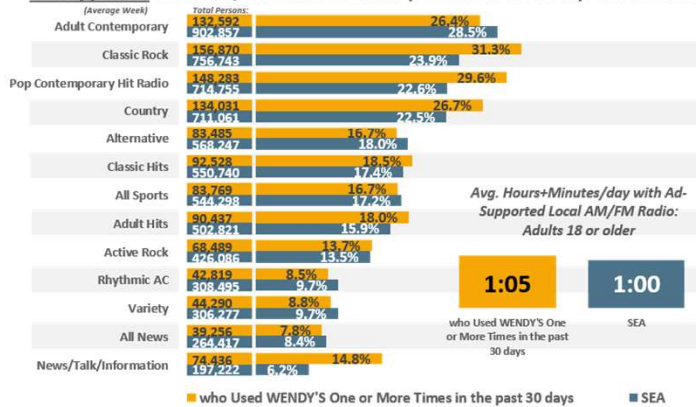
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



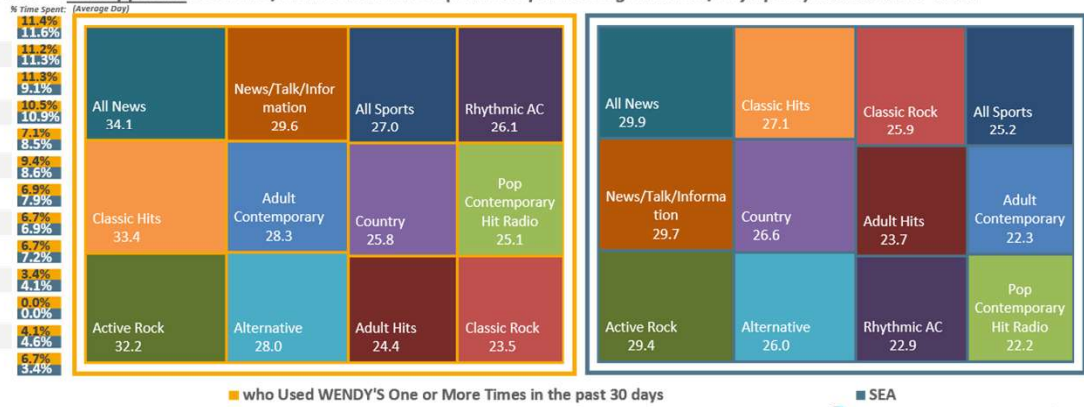
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



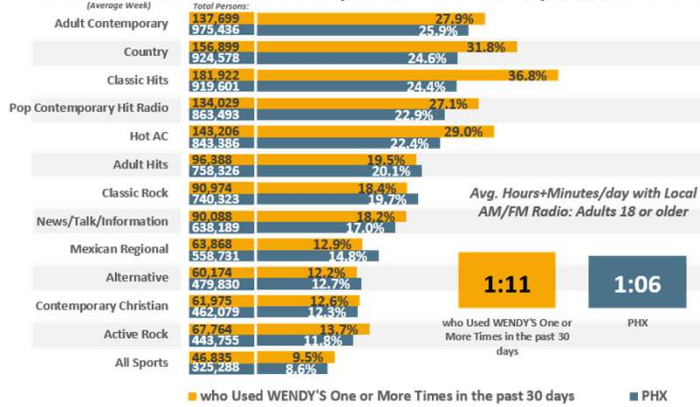
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



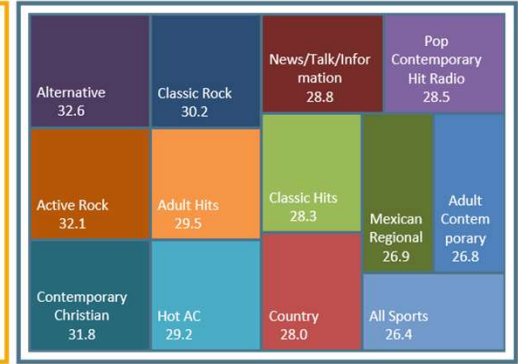
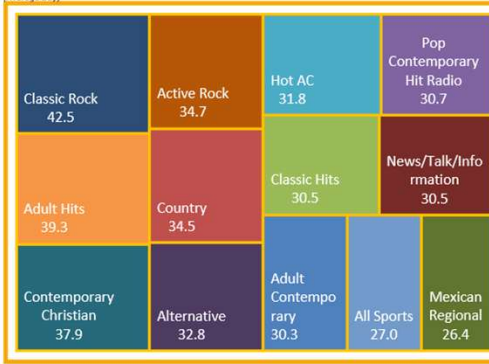


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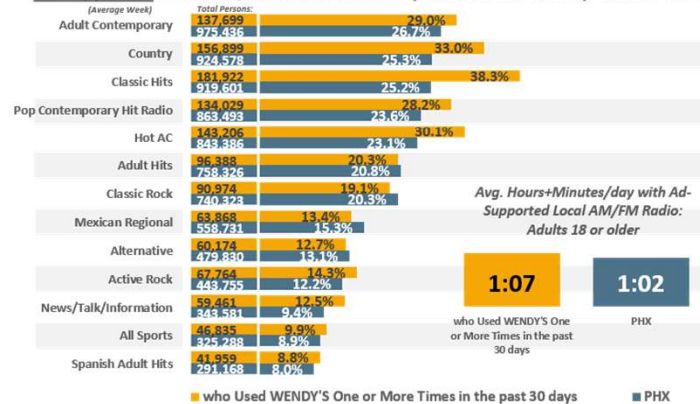
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



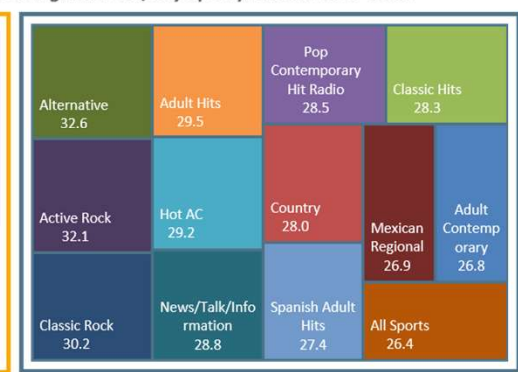
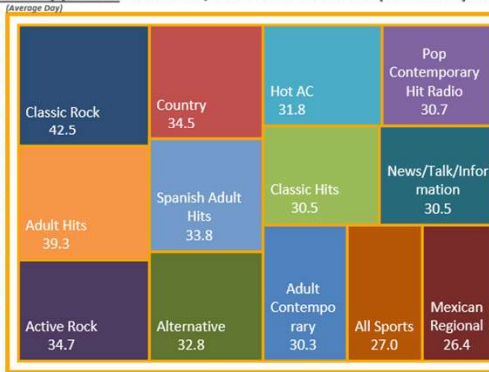
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

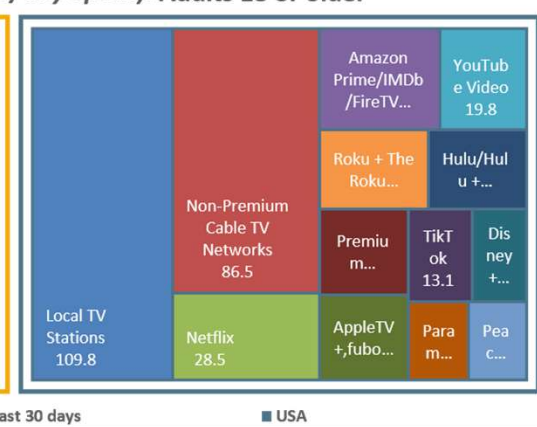
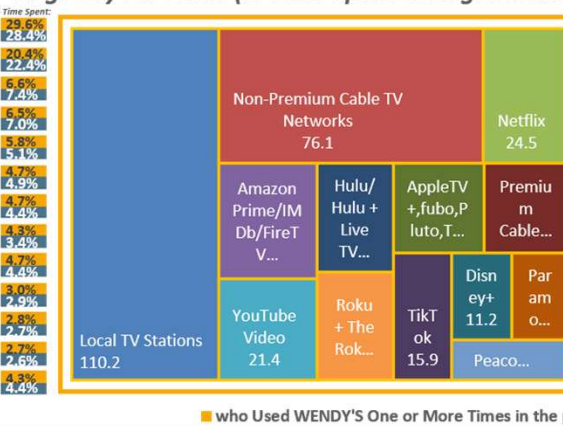
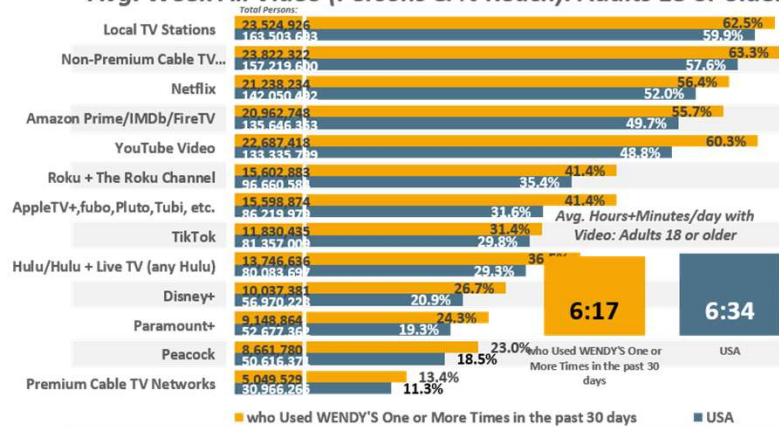




23,108,066 or 61.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

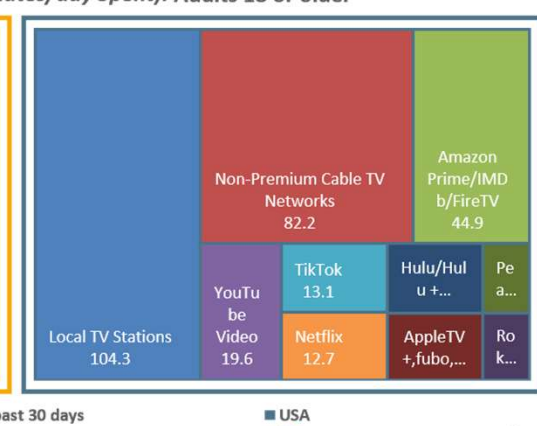
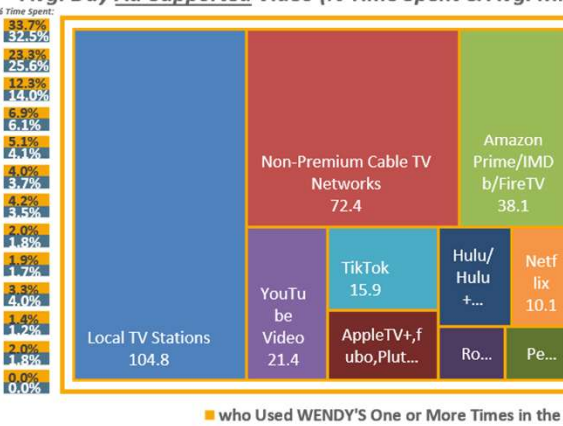
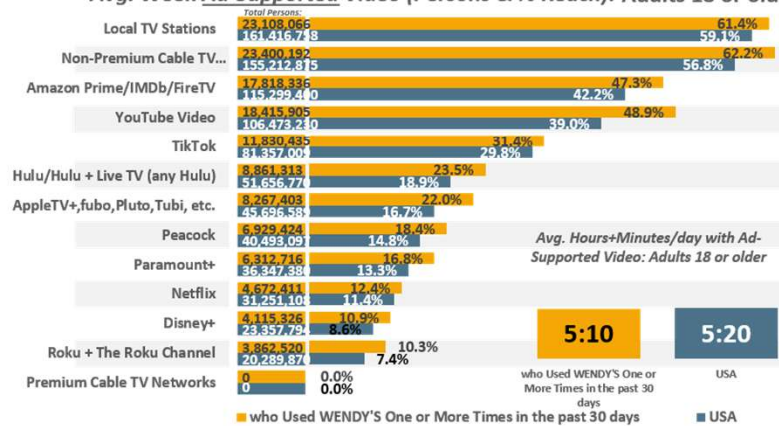
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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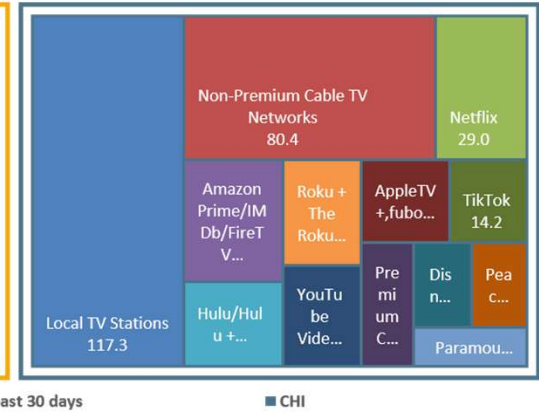
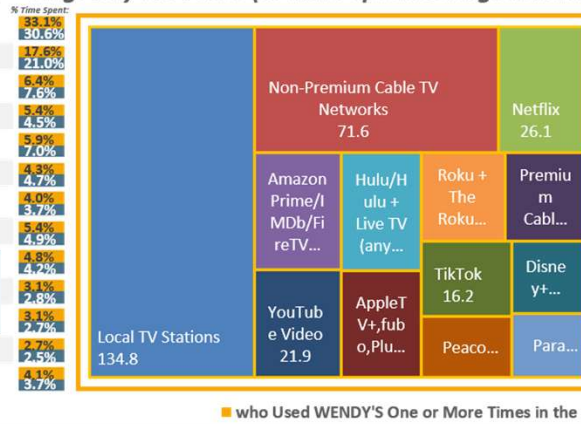
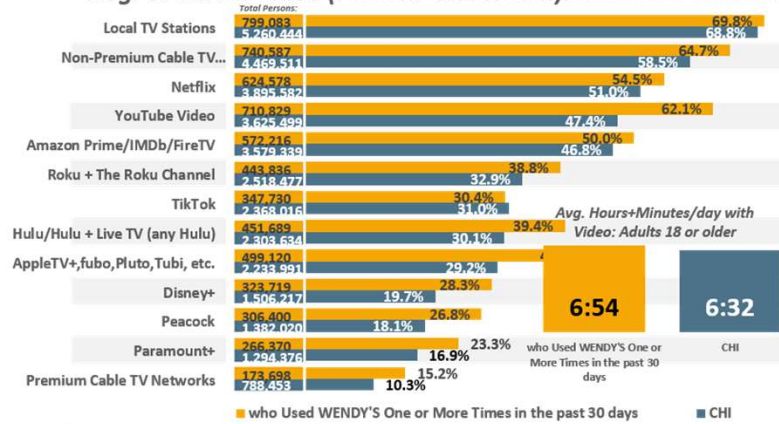
Quick service restaurants used past 30 days: Wendy's



782,205 or 68.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

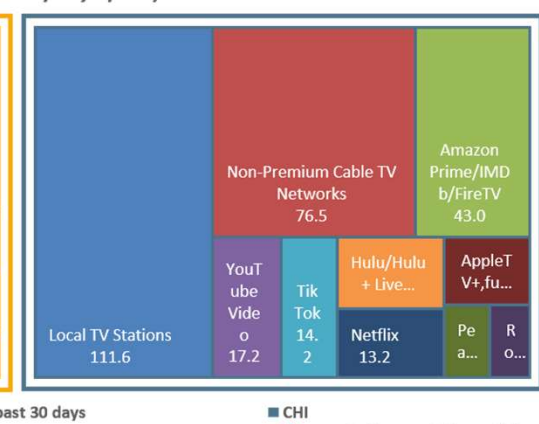
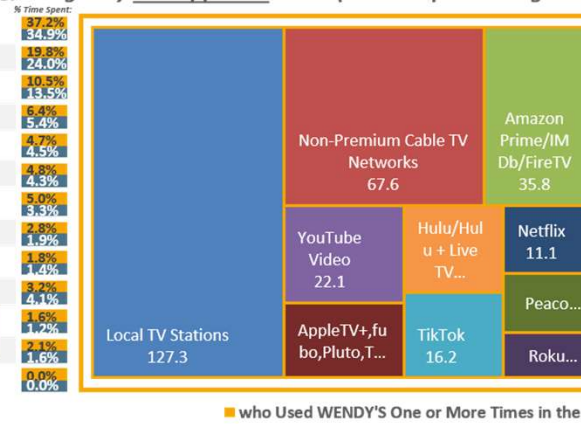
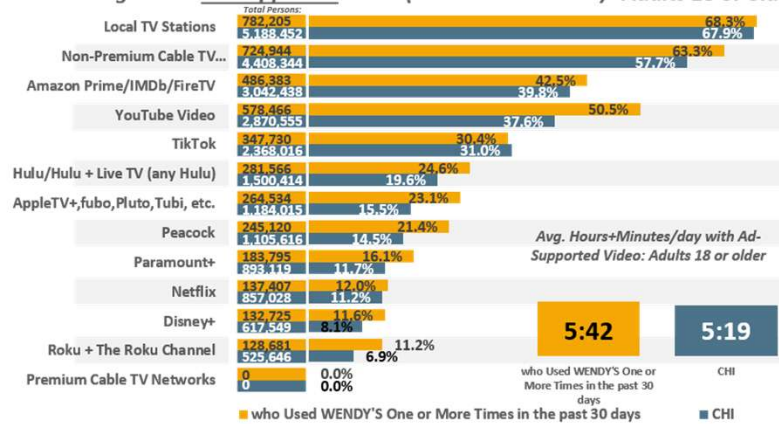
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 588
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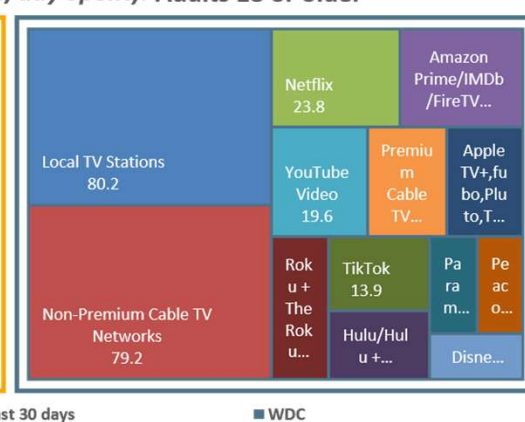
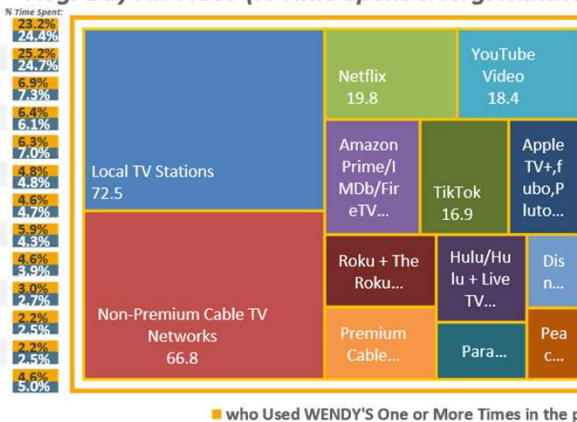
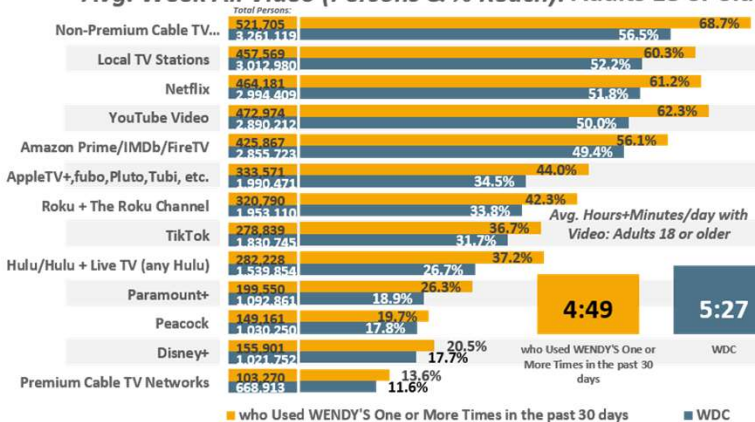
Quick service restaurants used past 30 days: Wendy's



449,205 or 59.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 68.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

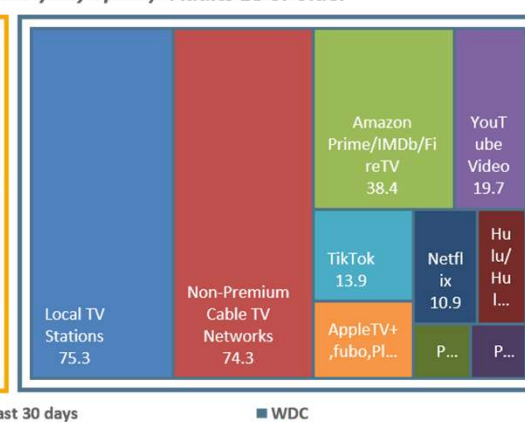
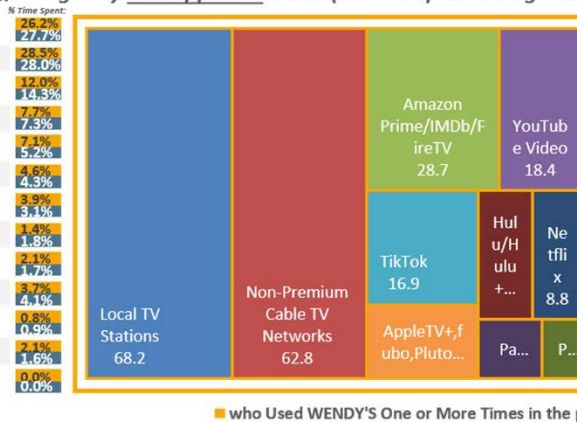
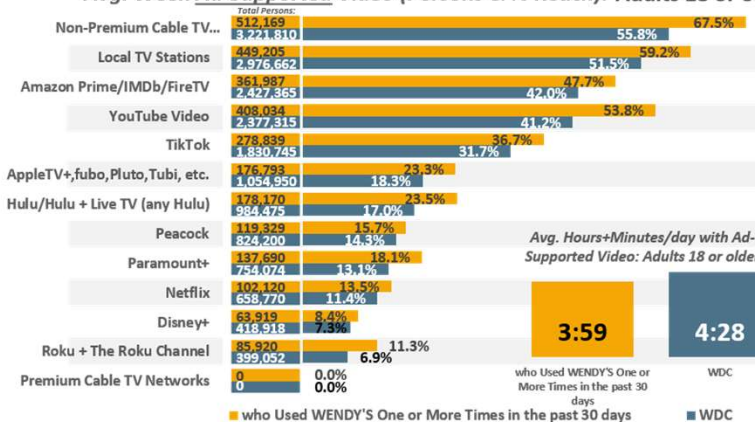
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 763
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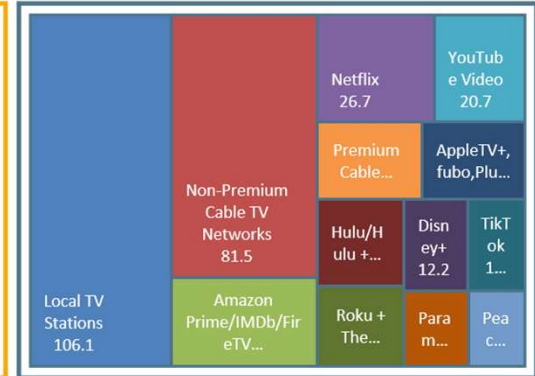
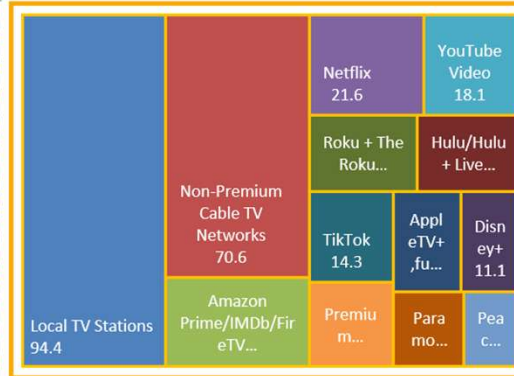
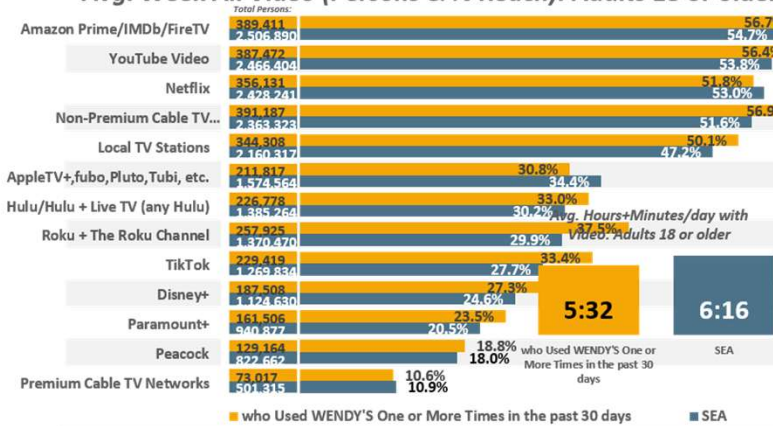
Quick service restaurants used past 30 days: Wendy's



340,431 or 49.5% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 91. minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

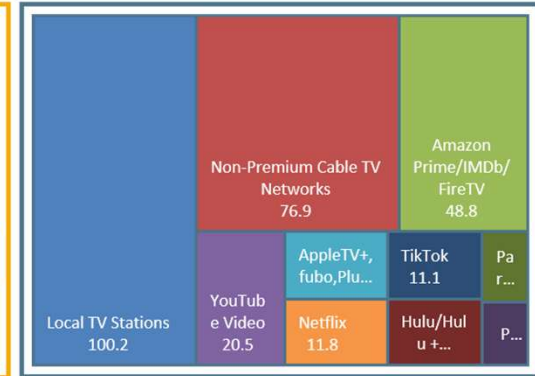
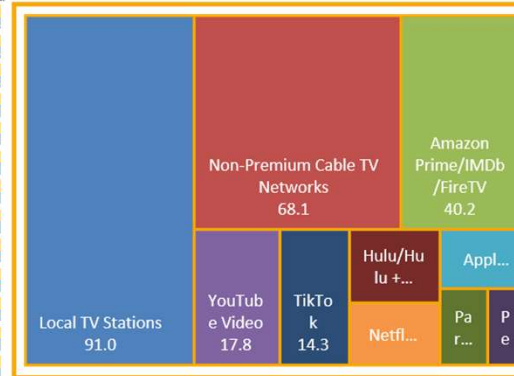
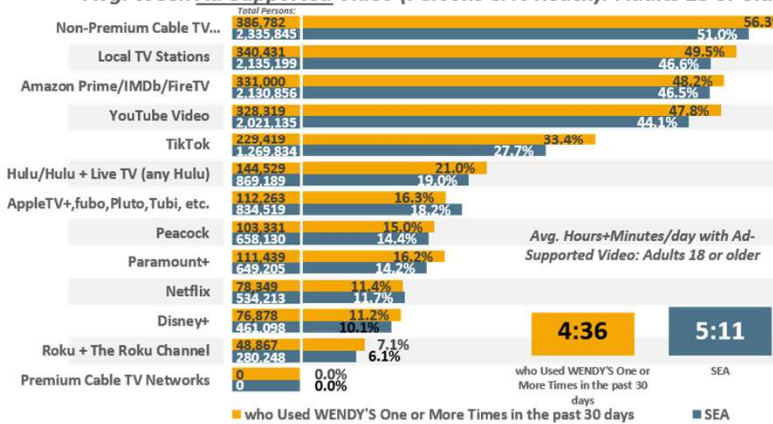
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

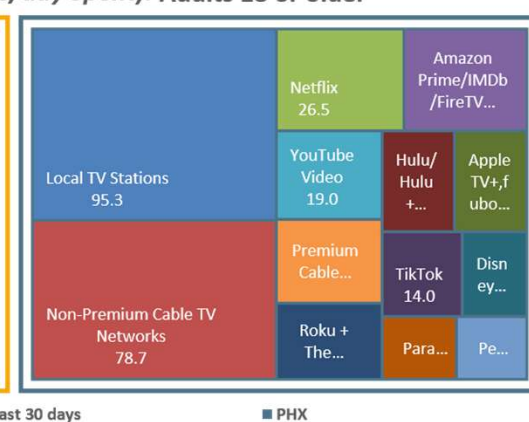
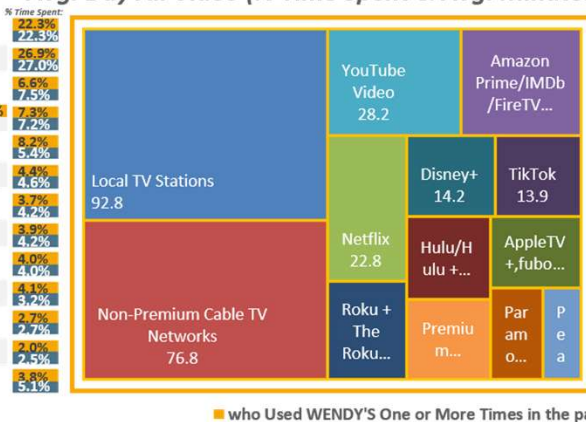
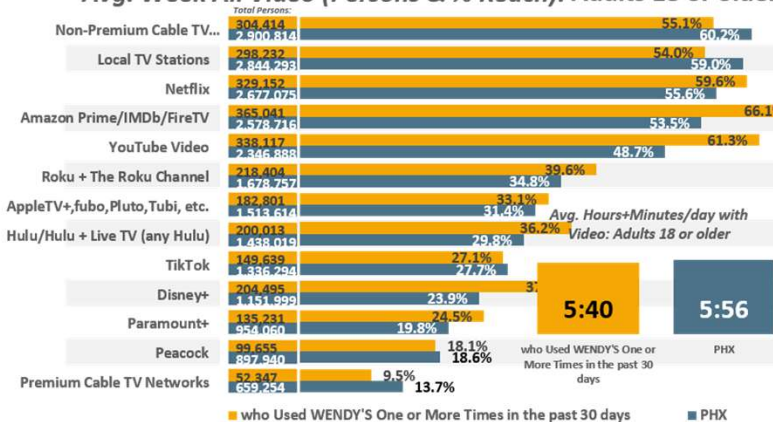




294,478 or 53.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

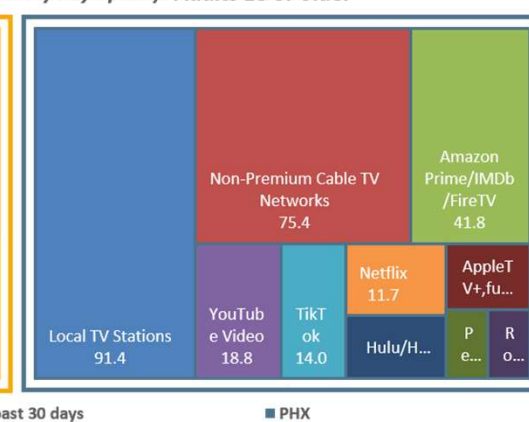
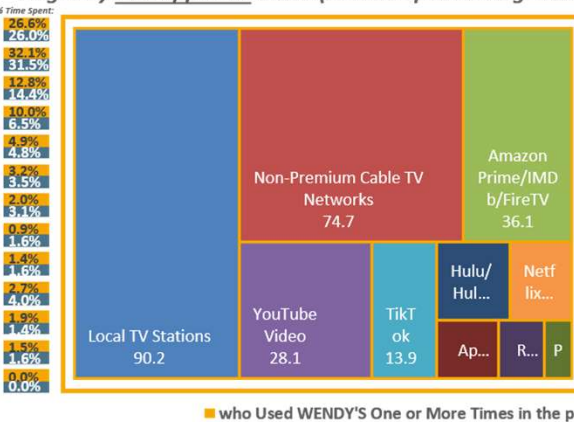
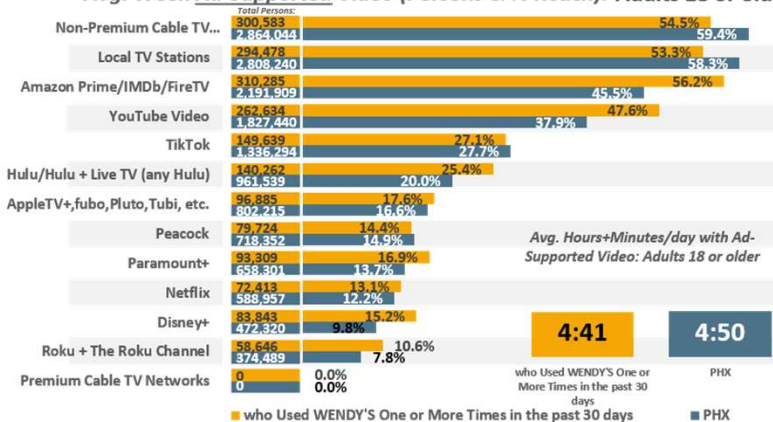
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



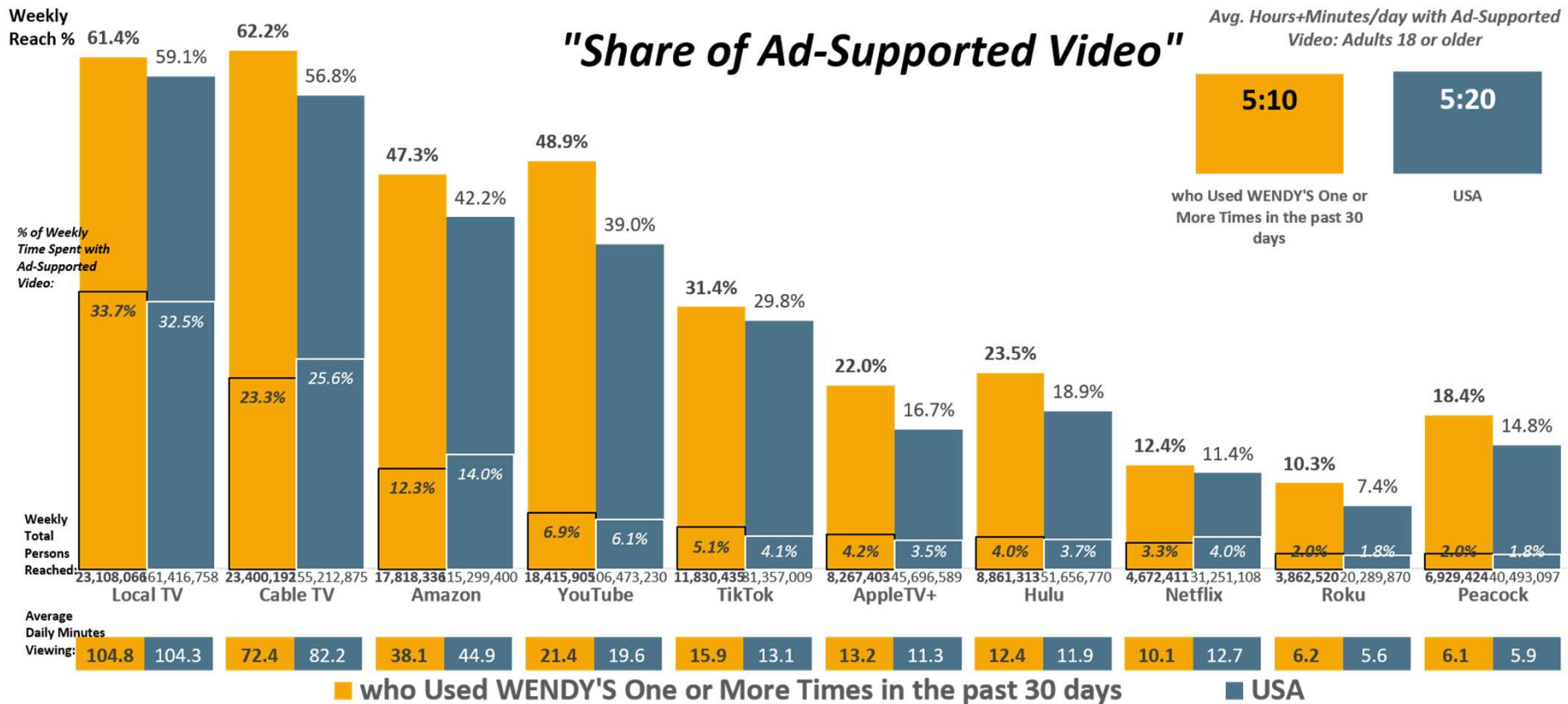
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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Quick service restaurants used past 30 days: Wendy's



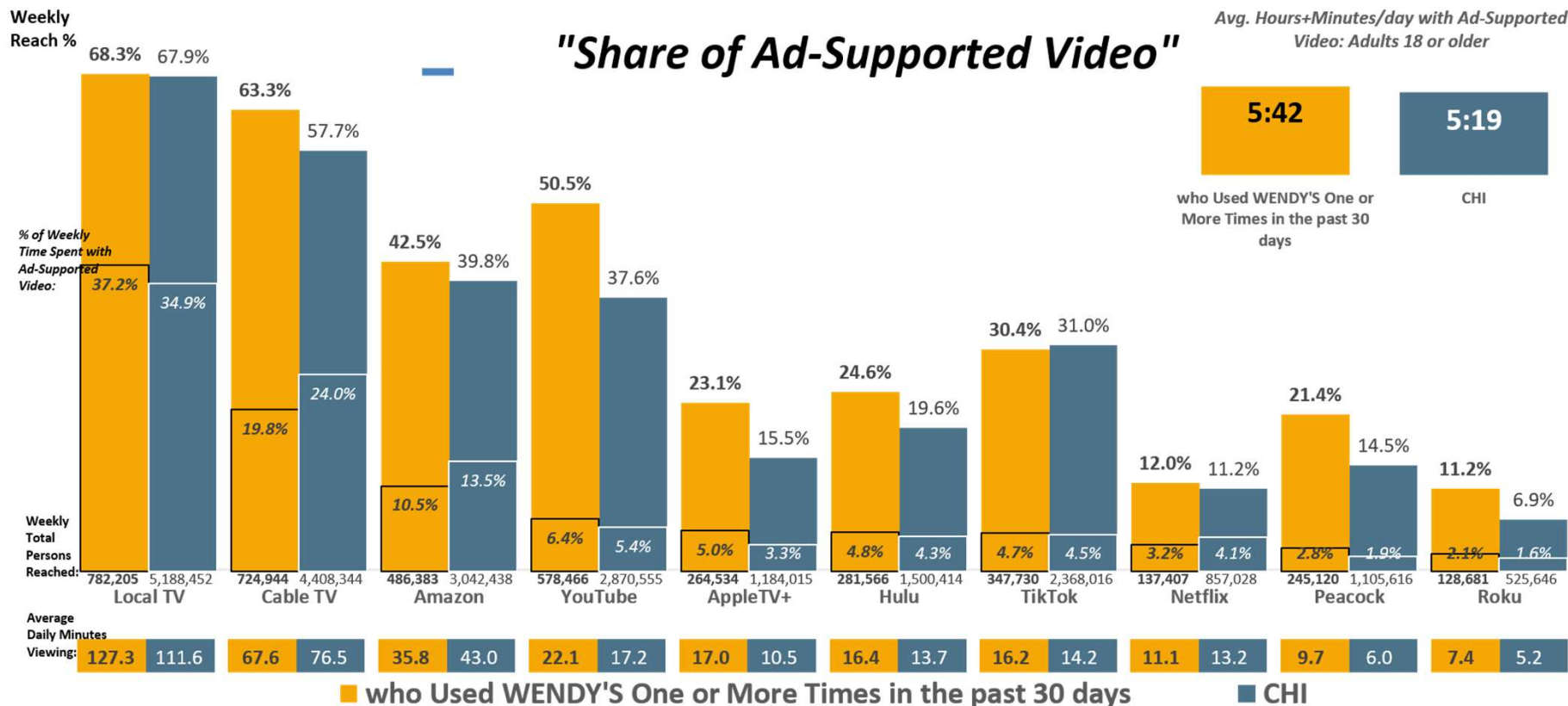
23,108,066 or 61.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.





782,205 or 68.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



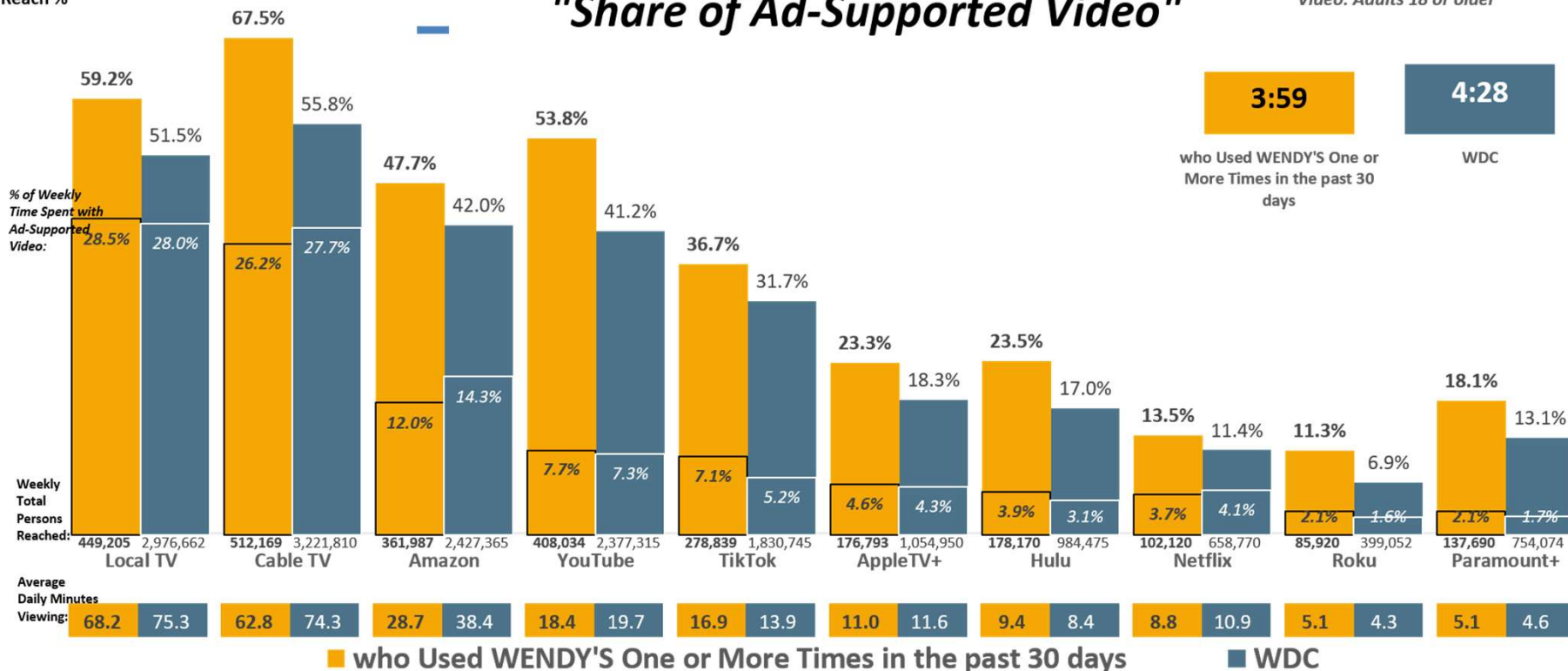


449,205 or 59.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 68.2 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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

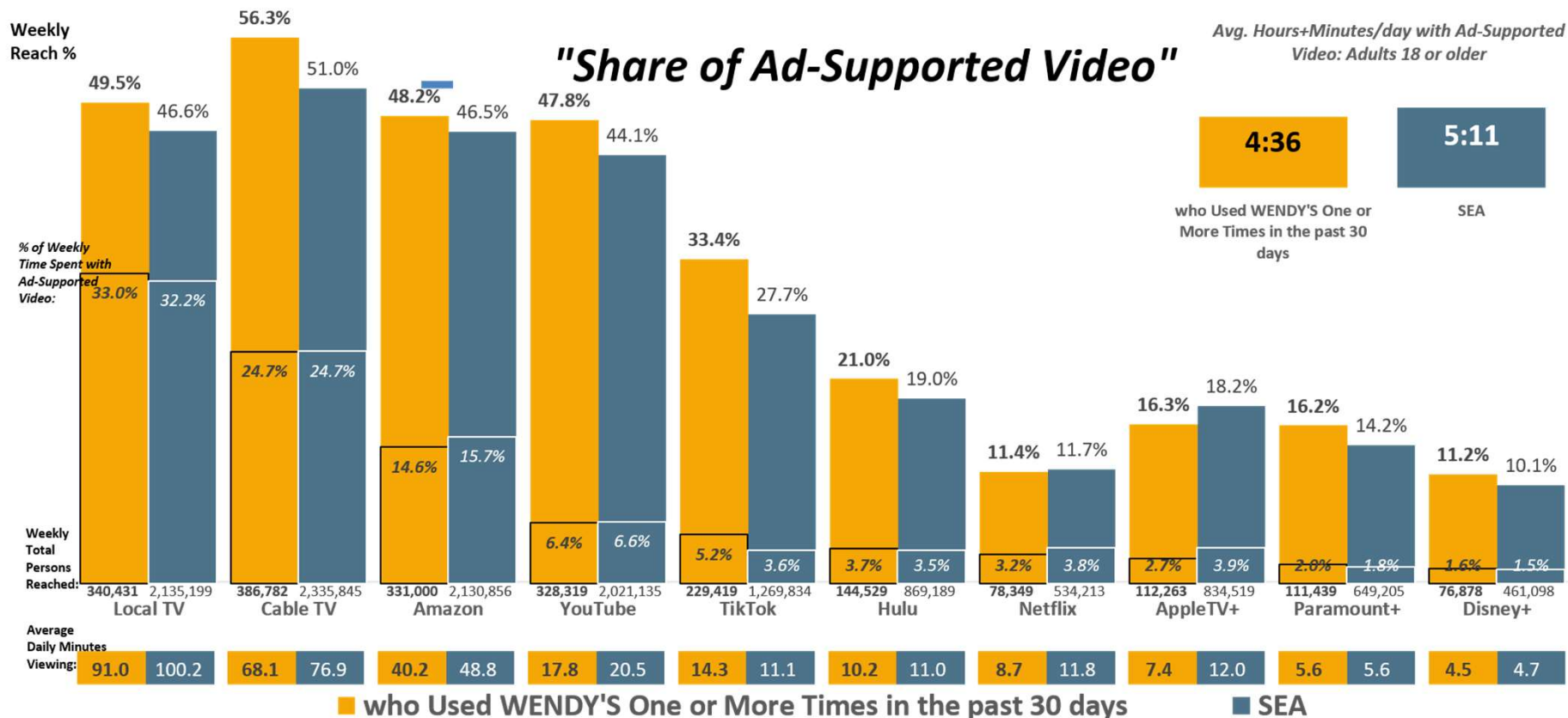


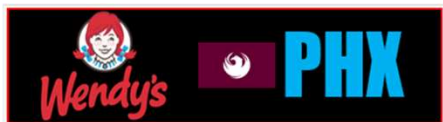
3:59
who Used WENDY'S One or
More Times in the past 30
days

4:28
WDC



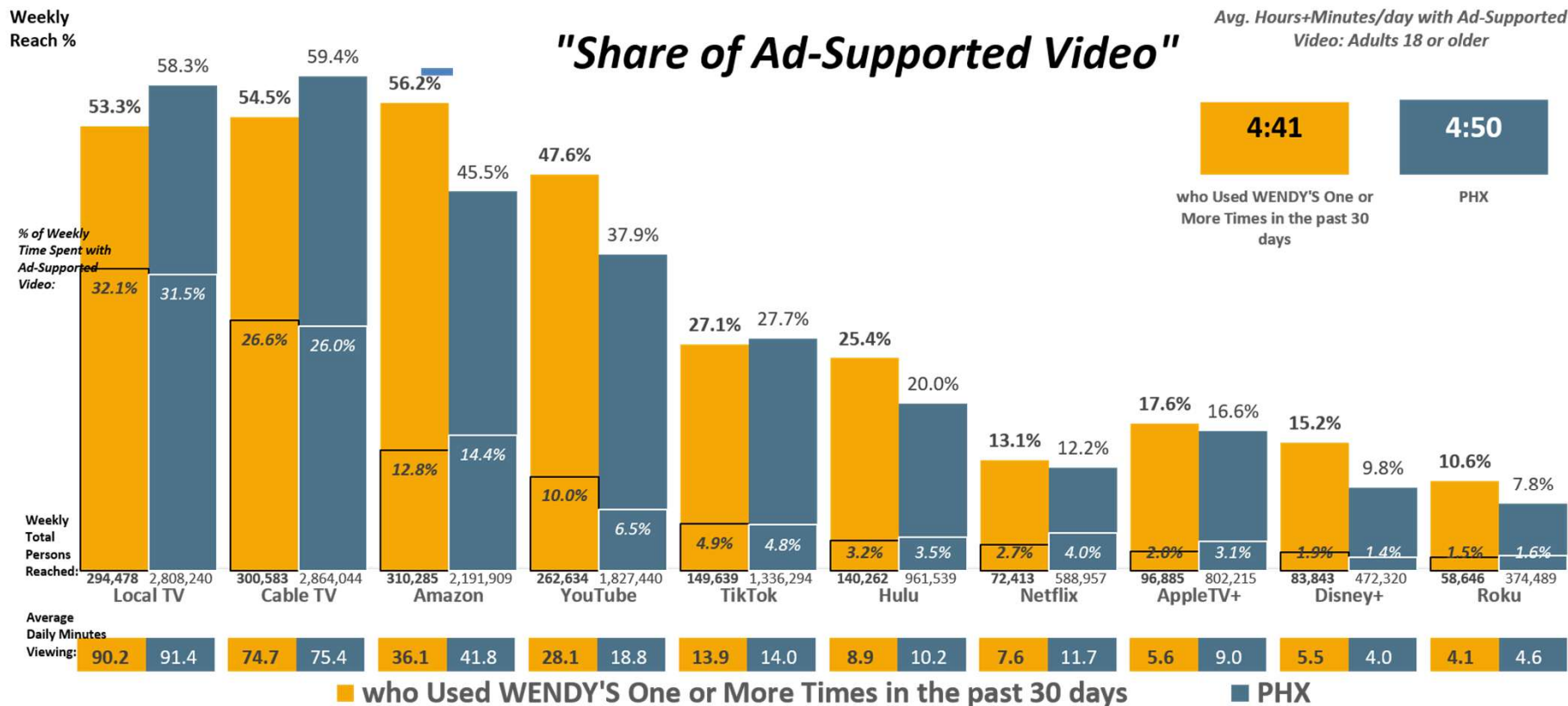
340,431 or 49.5% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 91. minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.





294,478 or 53.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

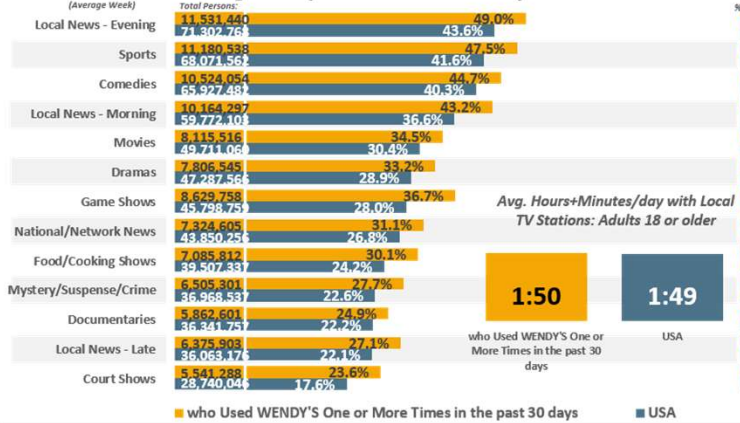
"Share of Ad-Supported Video"



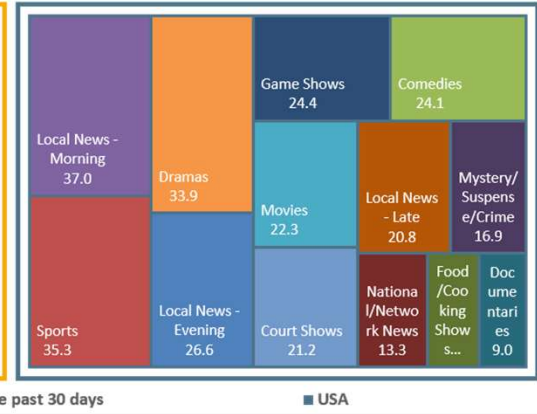
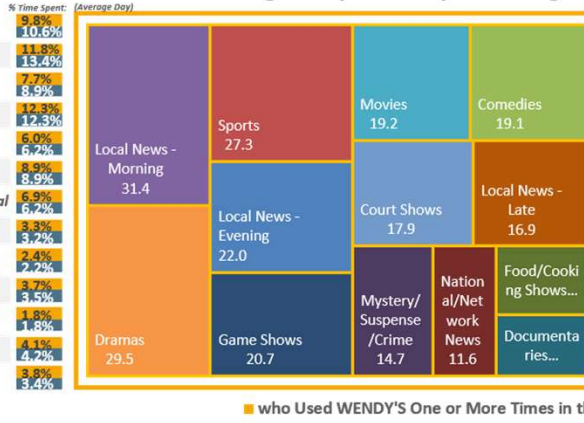


23,108,066 or 61.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

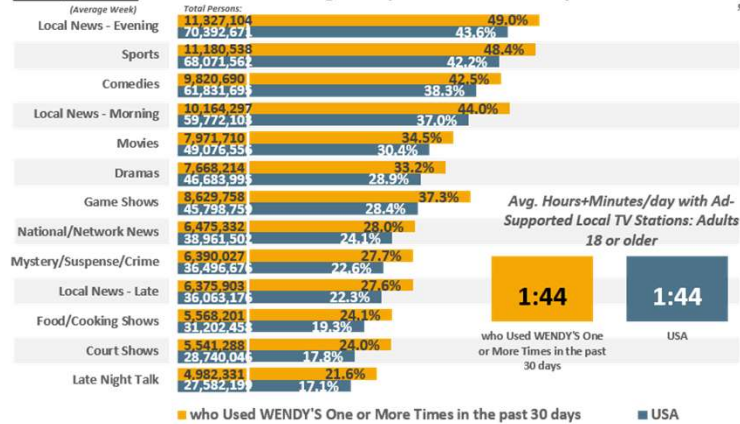
Local TV Station Programs (Persons & % Reach): Adults 18 or older



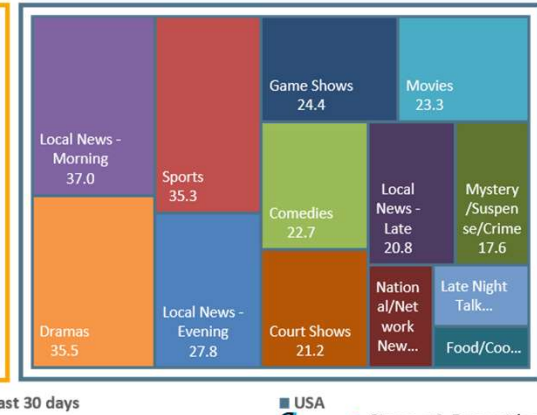
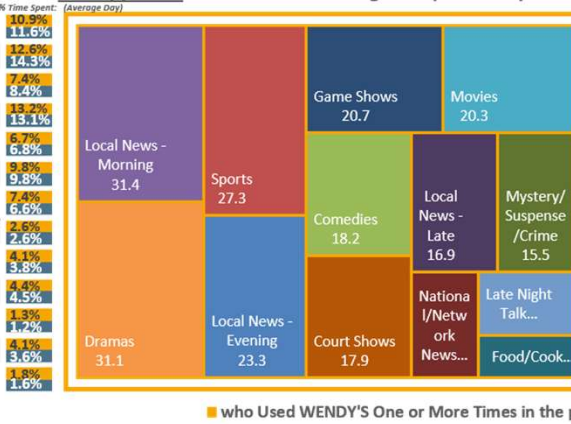
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



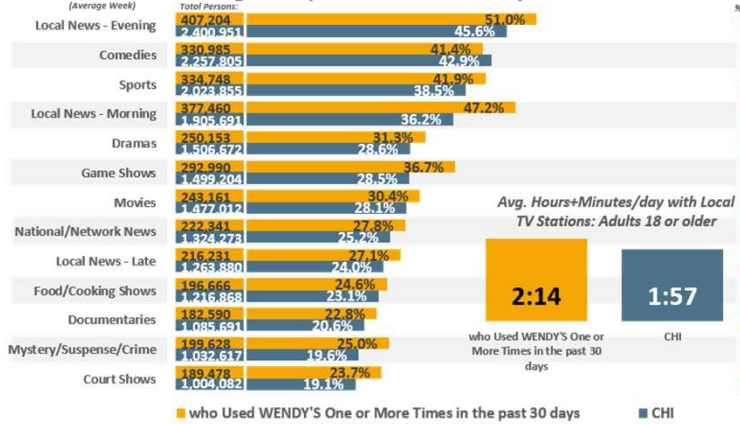
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



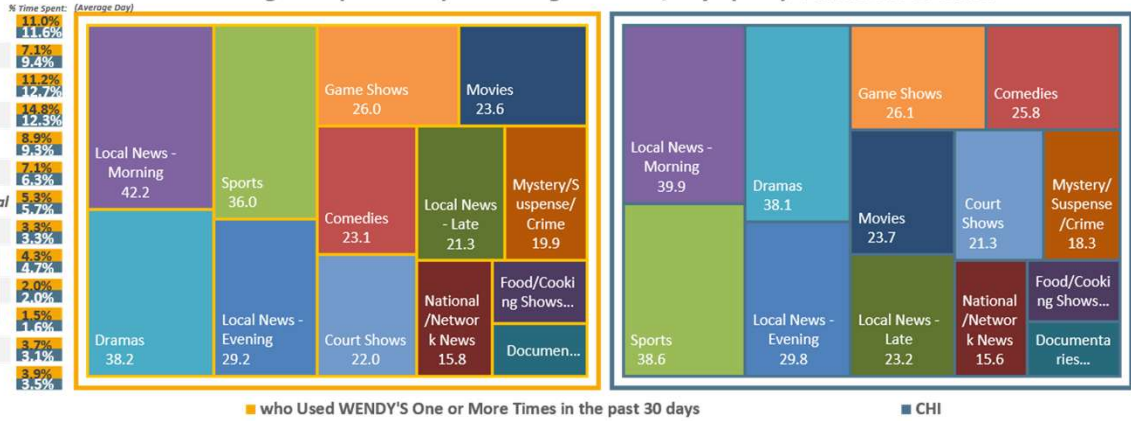


782,205 or 68.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Dramas.

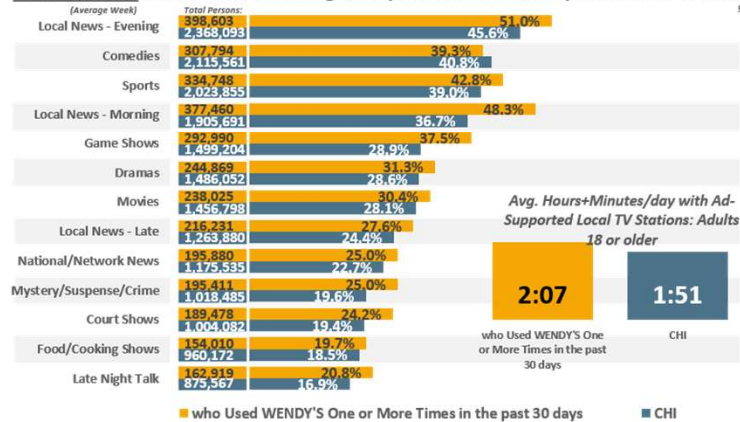
Local TV Station Programs (Persons & % Reach): Adults 18 or older



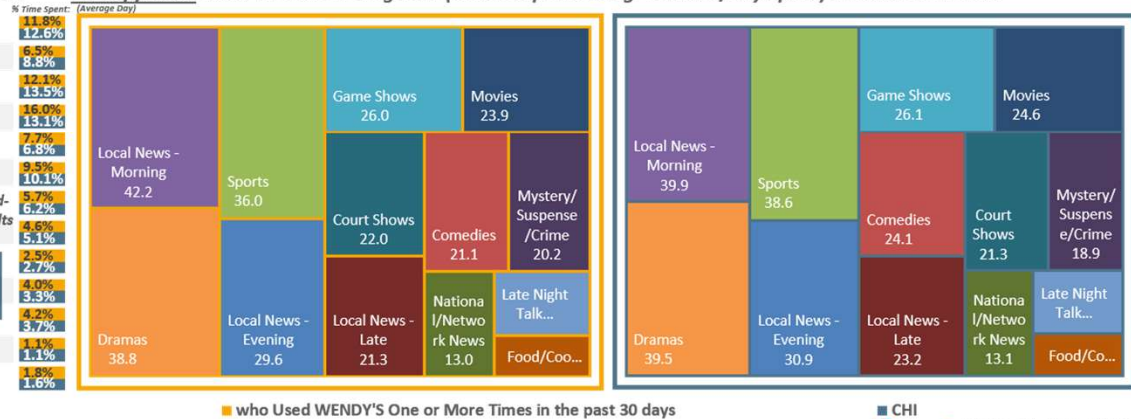
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



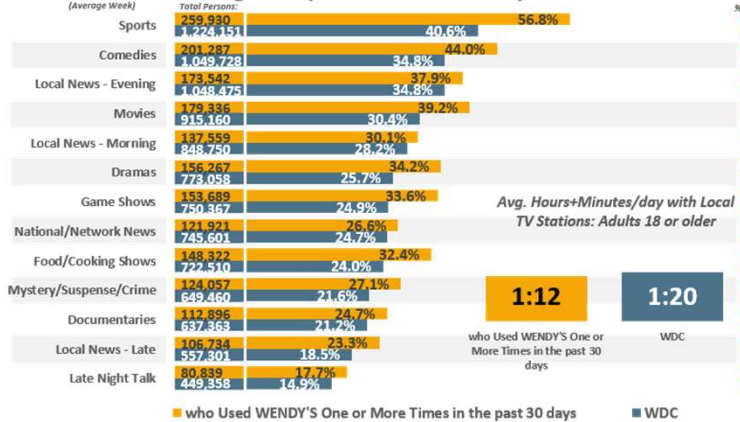
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



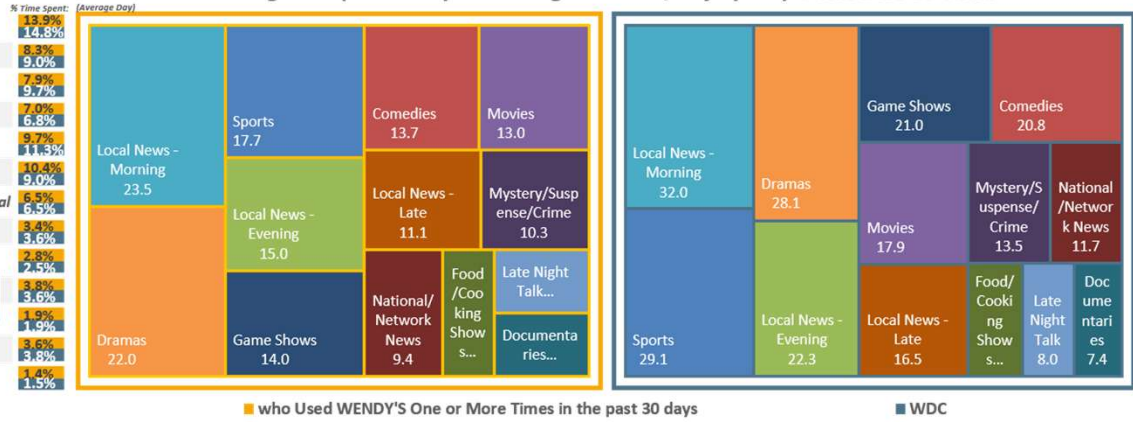


449,205 or 59.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Game Shows, and Dramas.

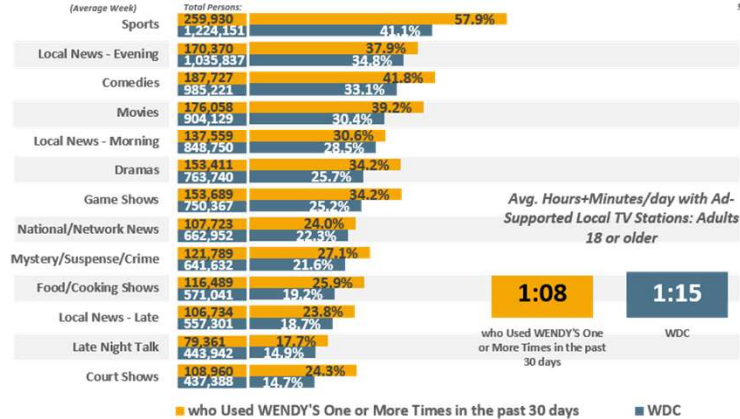
Local TV Station Programs (Persons & % Reach): Adults 18 or older



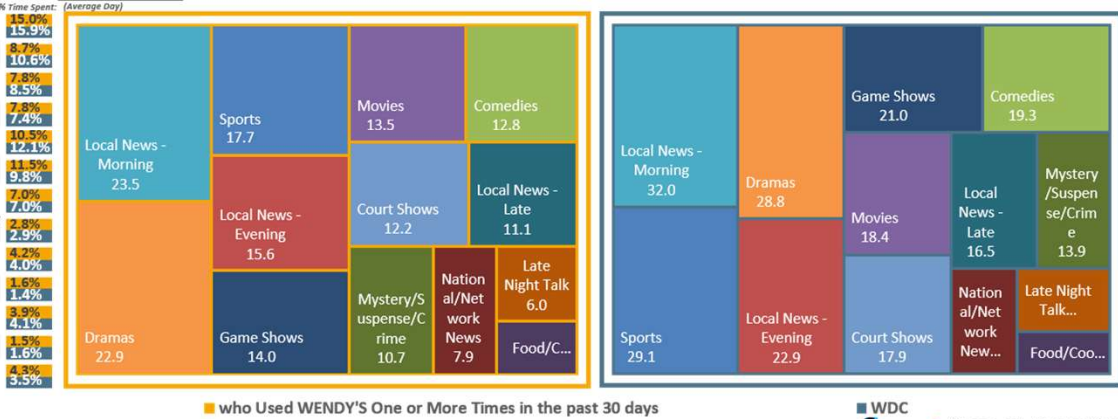
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 763
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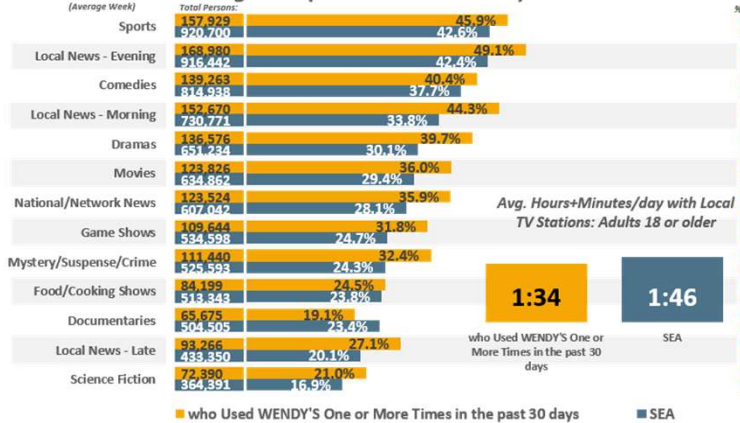
WDC
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

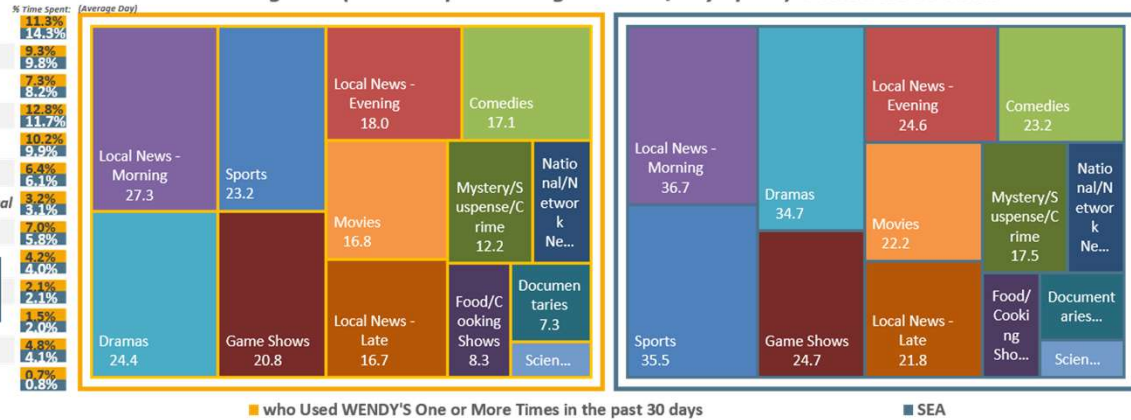


340,431 or 49.5% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Dramas, Comedies, and Movies.

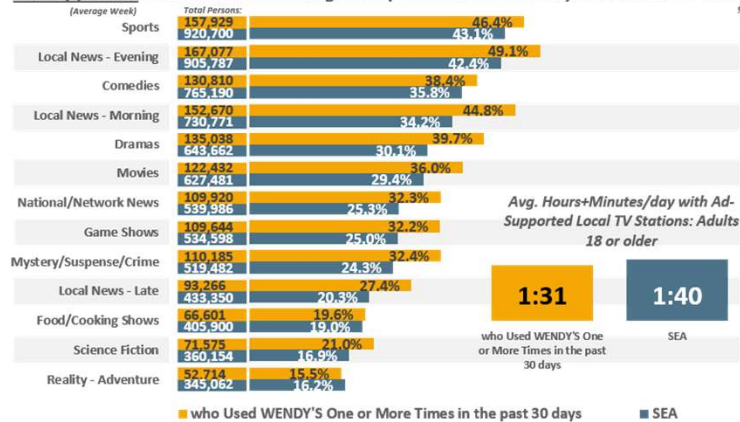
Local TV Station Programs (Persons & % Reach): Adults 18 or older



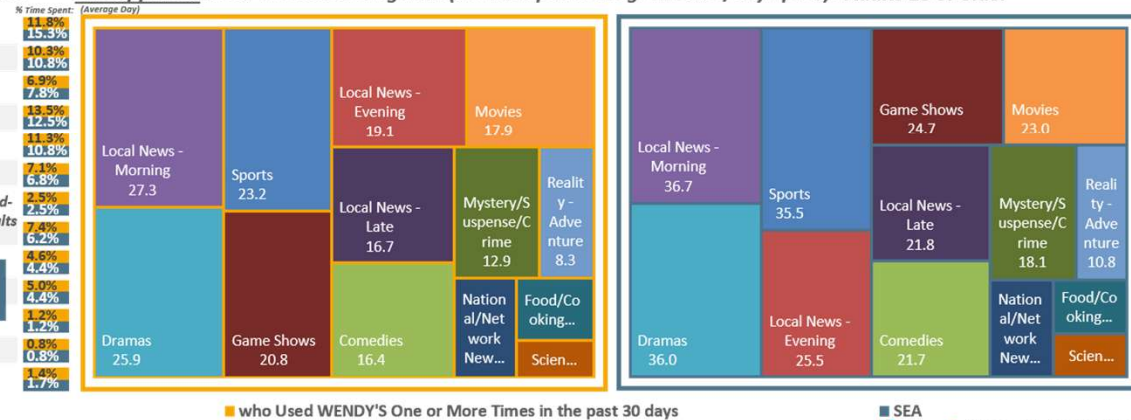
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



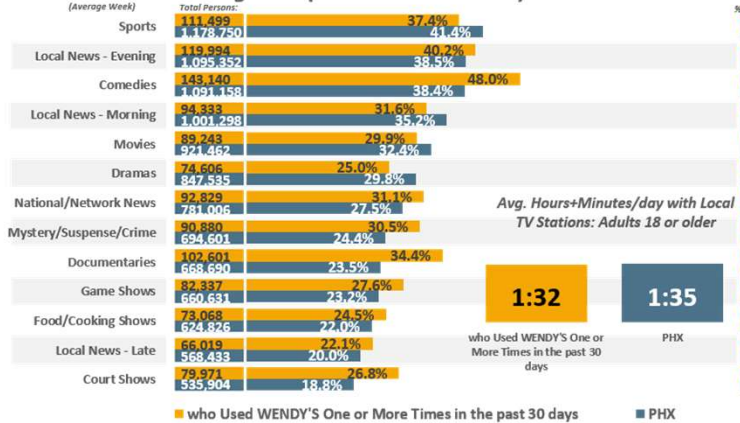
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





294,478 or 53.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Mystery/Suspense/Crime, and Movies.

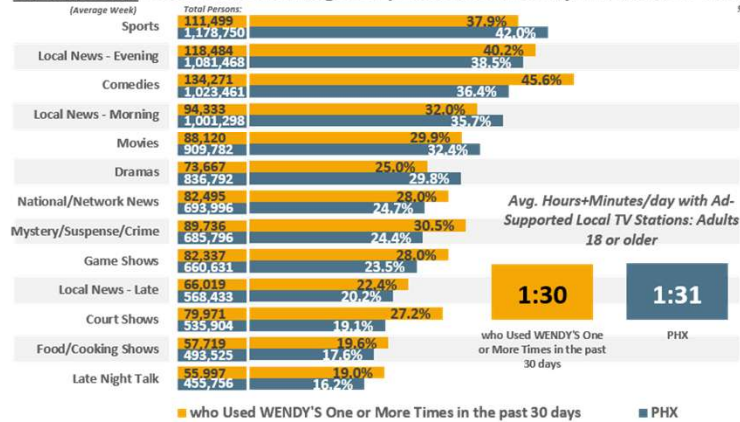
Local TV Station Programs (Persons & % Reach): Adults 18 or older



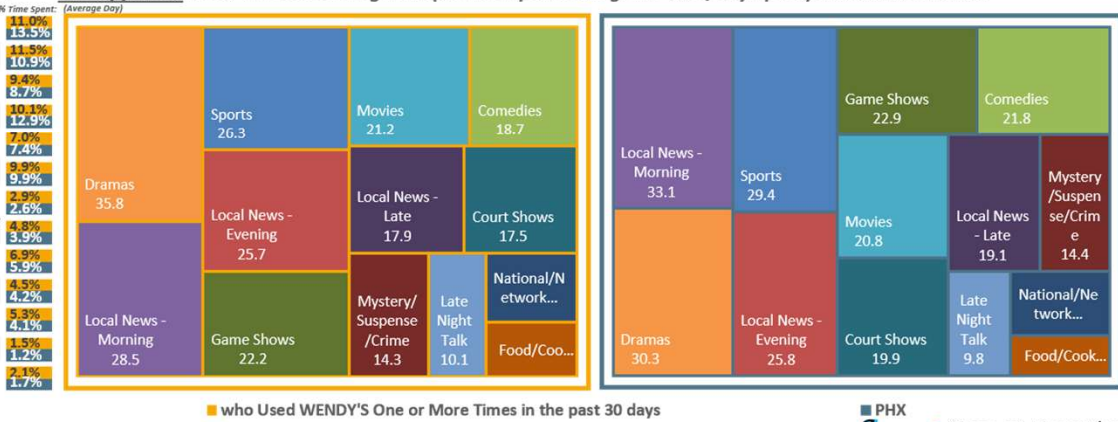
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

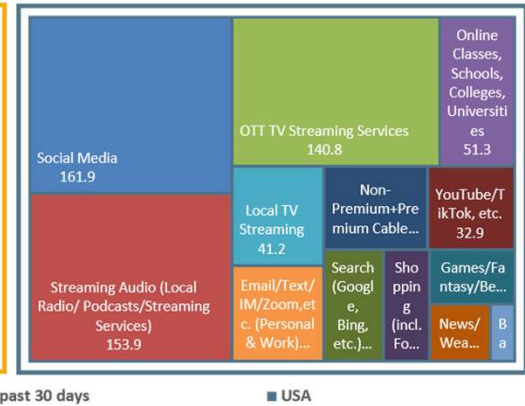
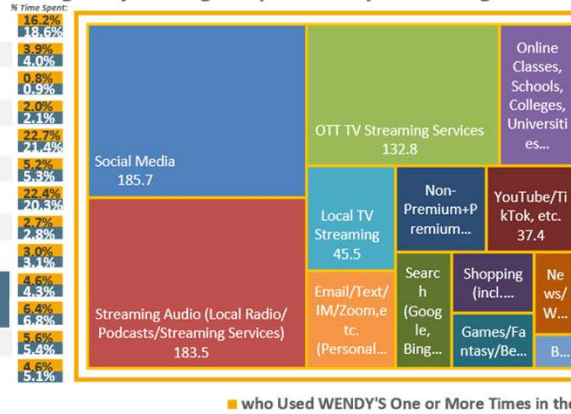
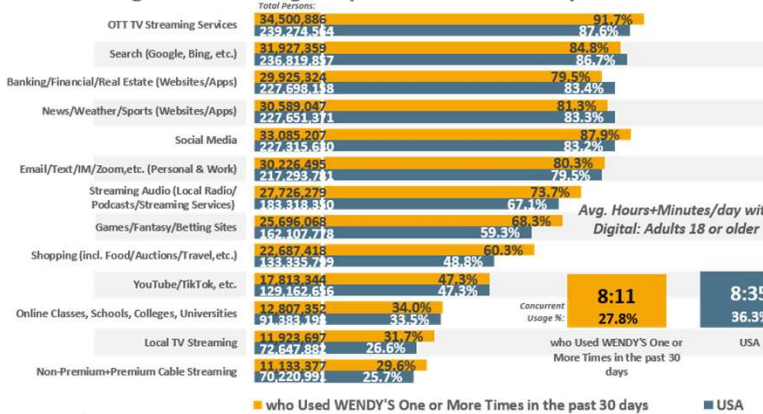




29,352,835 or 78.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 164.8 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

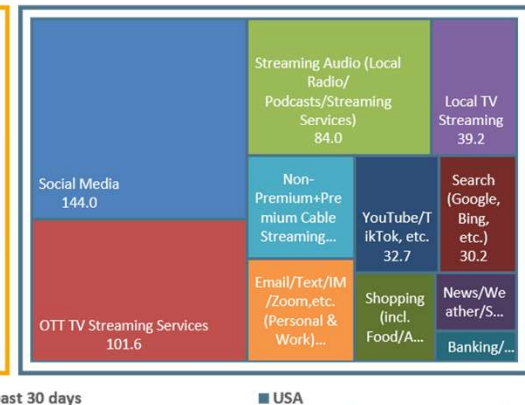
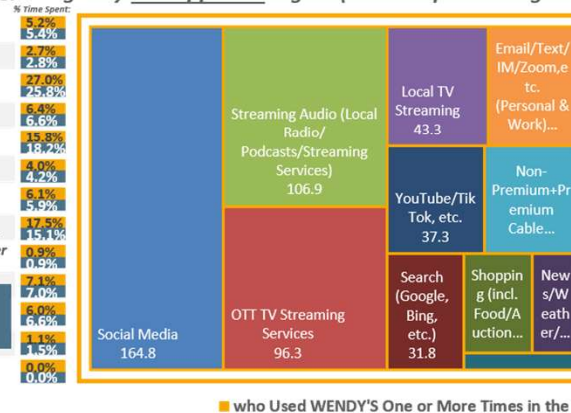
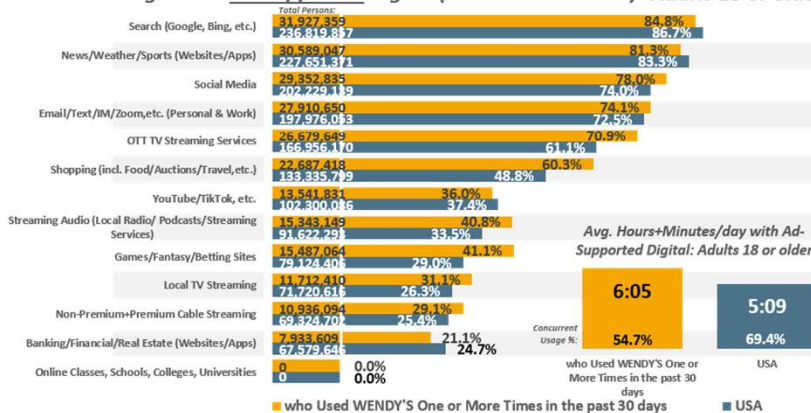
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

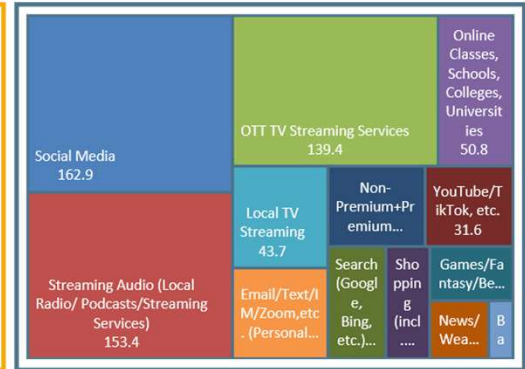
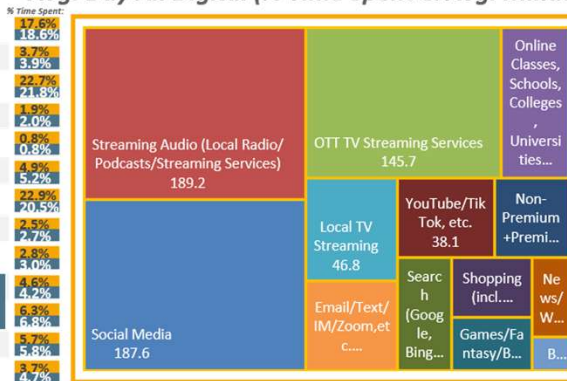
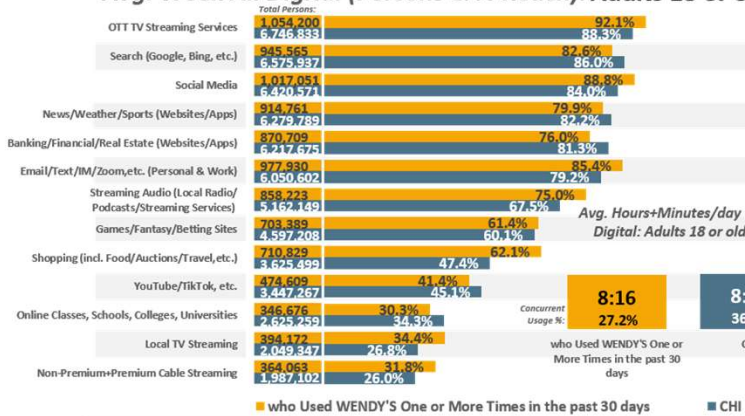




904,609 or 79.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 166.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

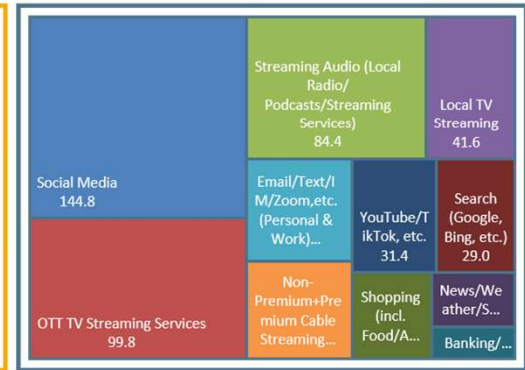
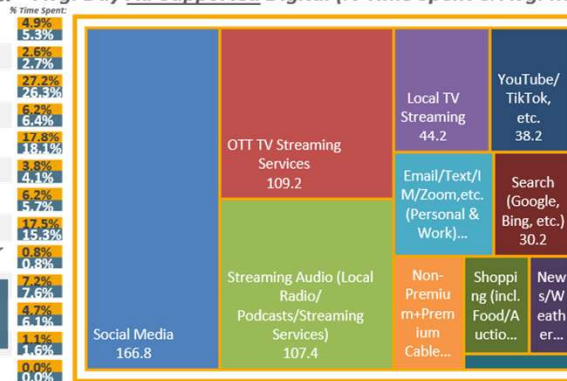
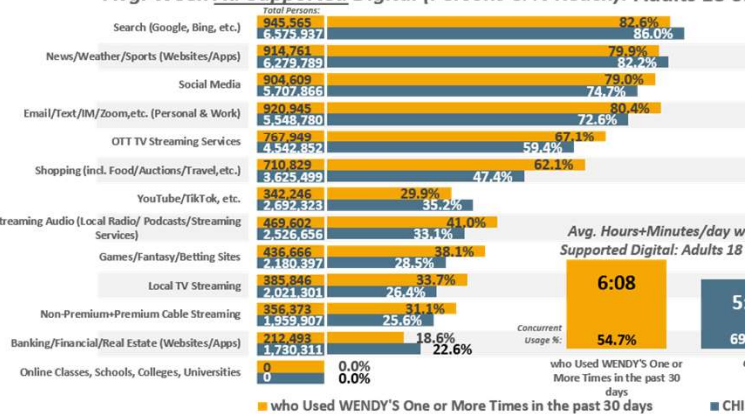
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

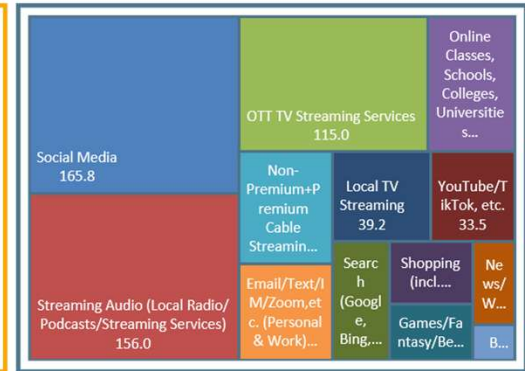
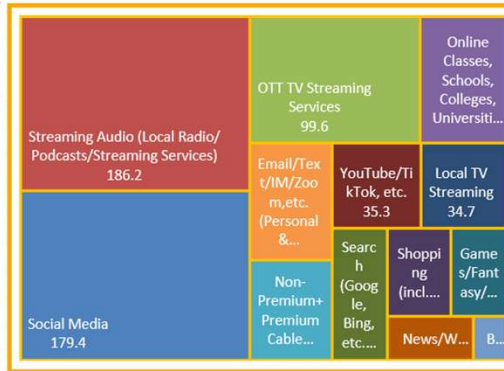
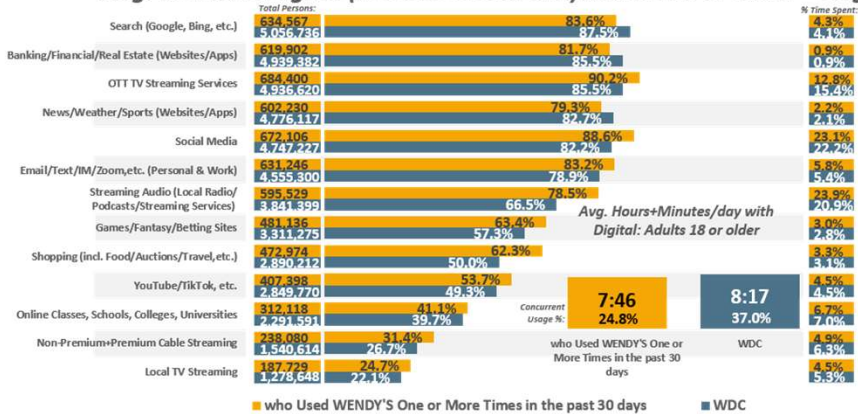




601,077 or 79.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 160.4 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

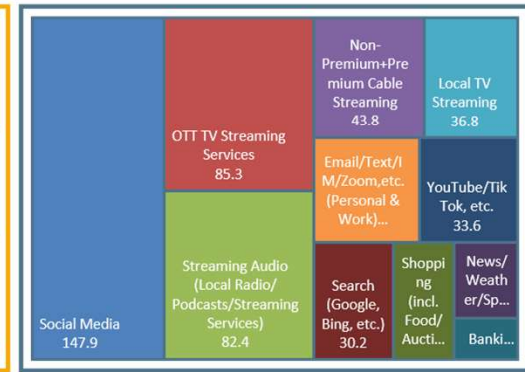
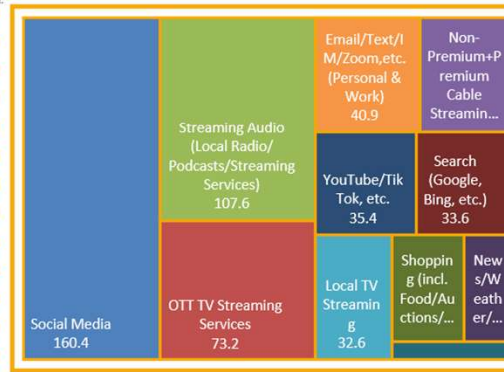
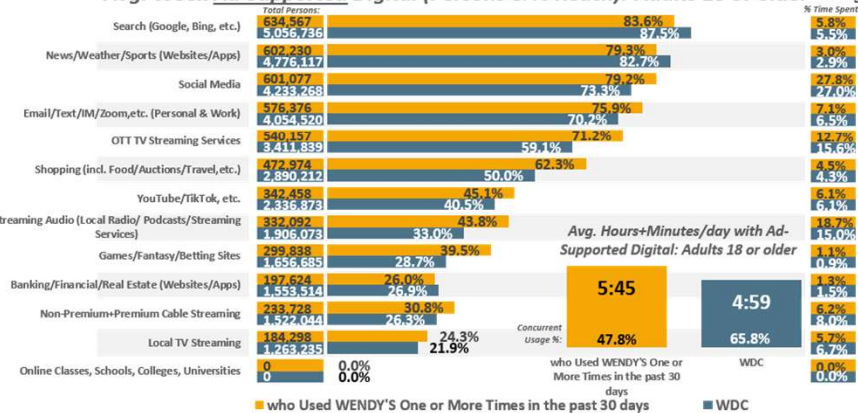
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

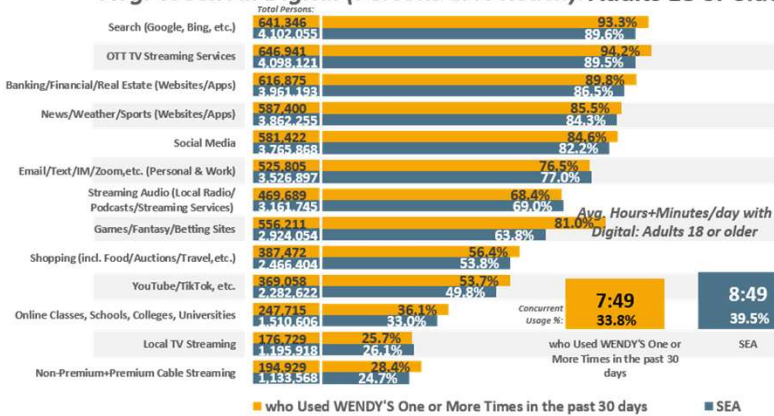
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



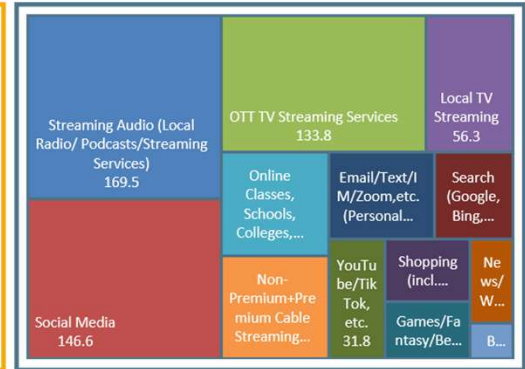
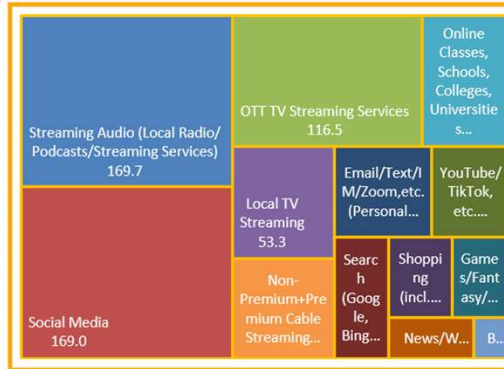


494,525 or 72.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 143.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

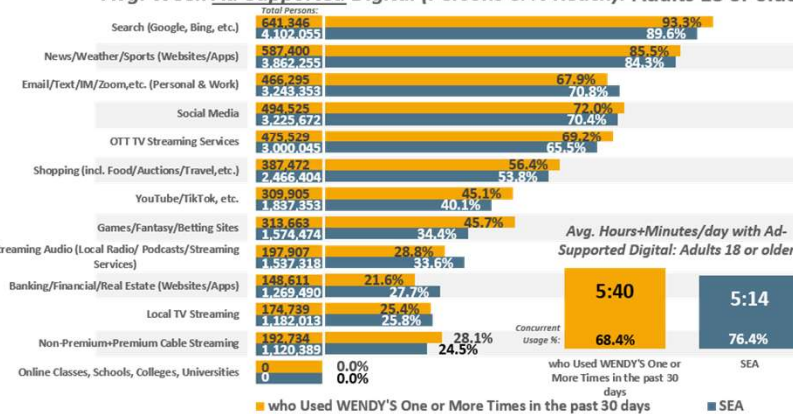
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



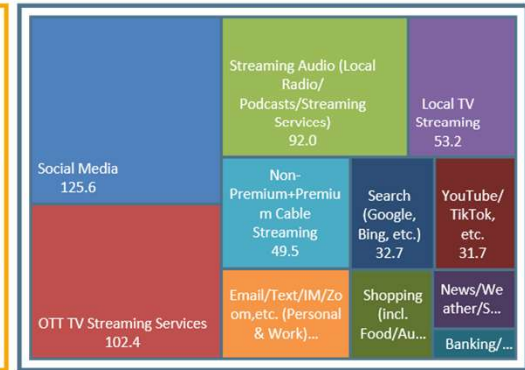
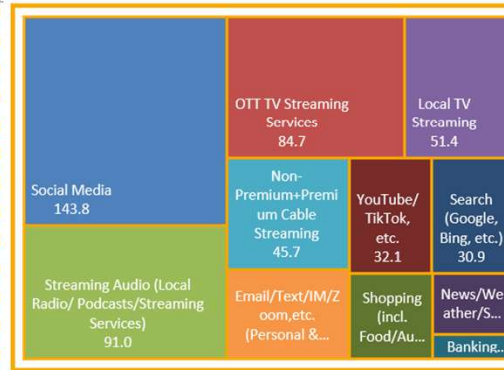
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

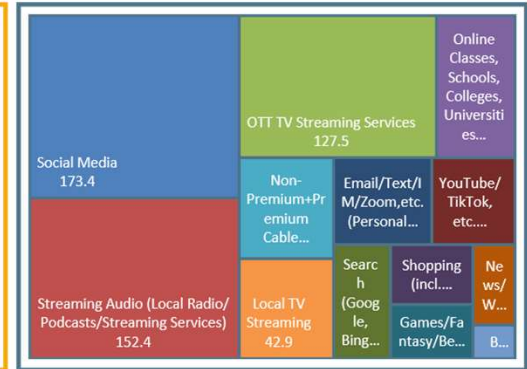
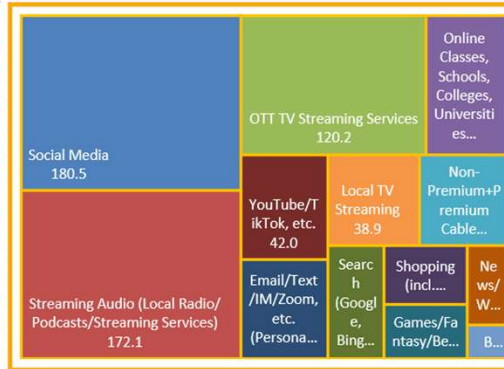
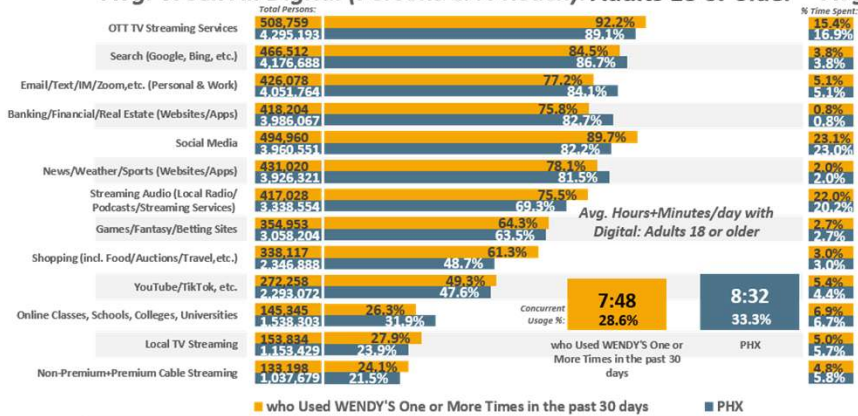




453,095 or 82.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 165.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

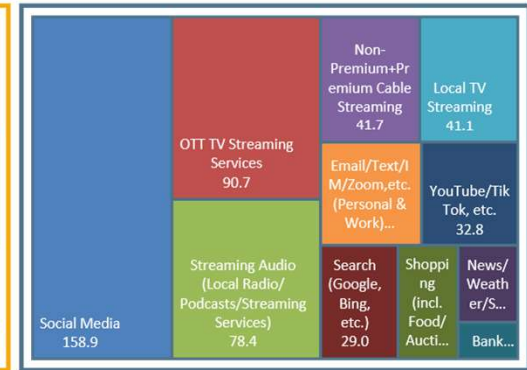
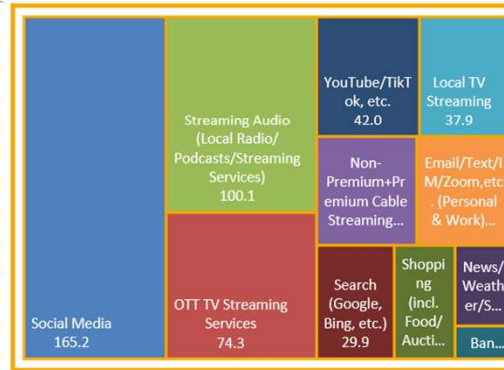
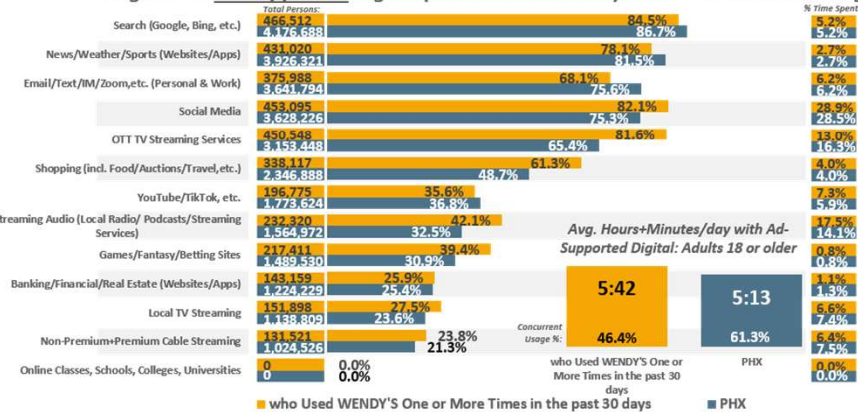
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

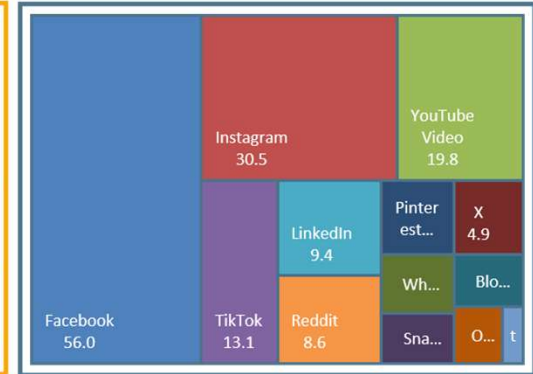
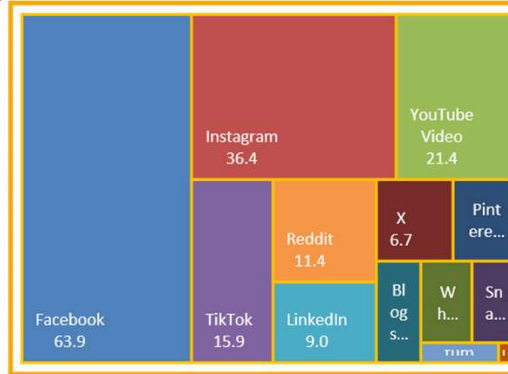
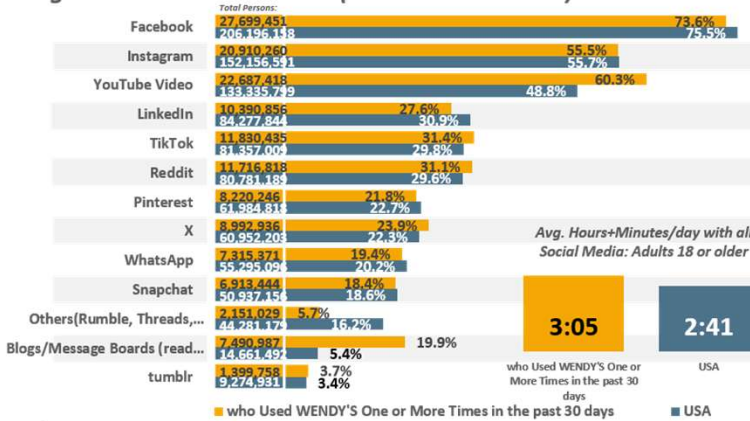
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



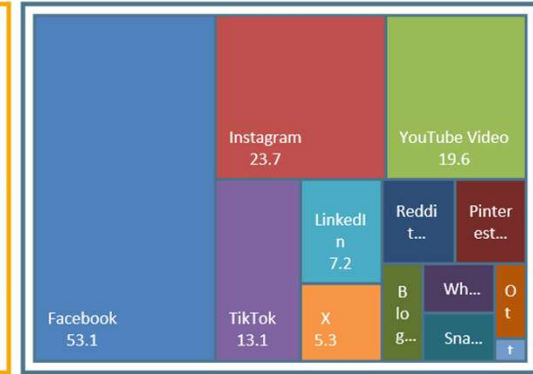
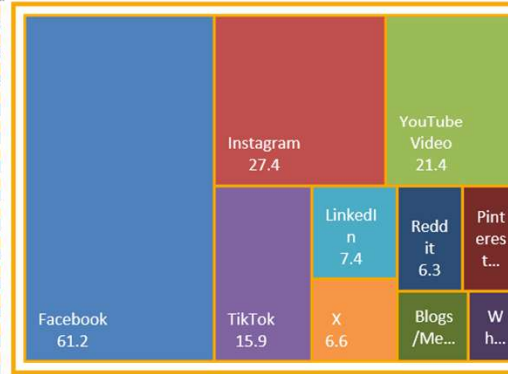
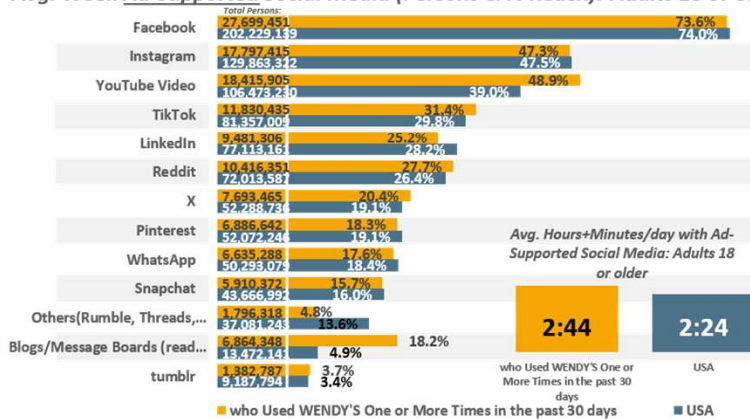


27,699,451 or 73.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

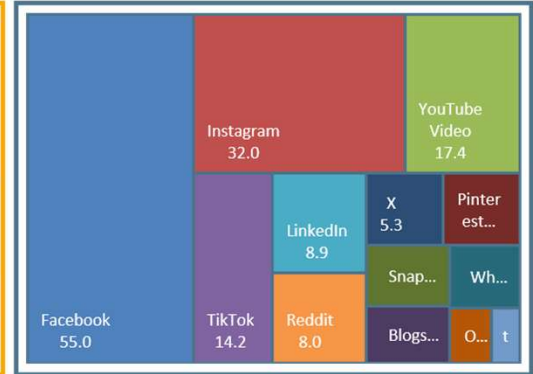
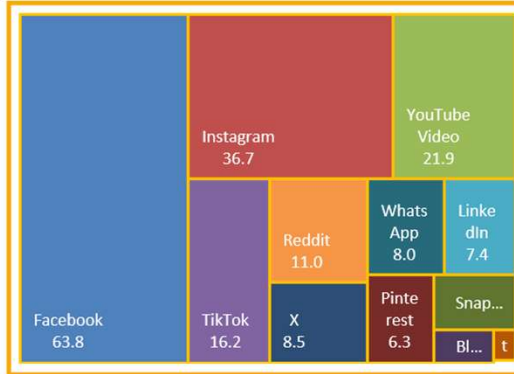
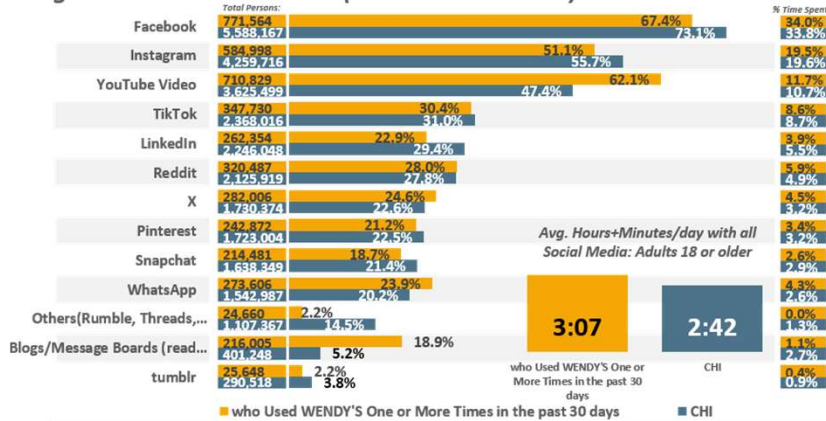
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

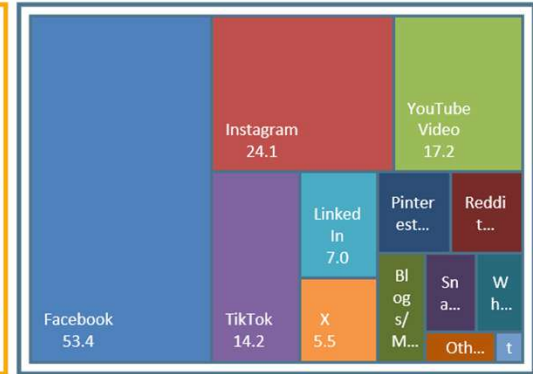
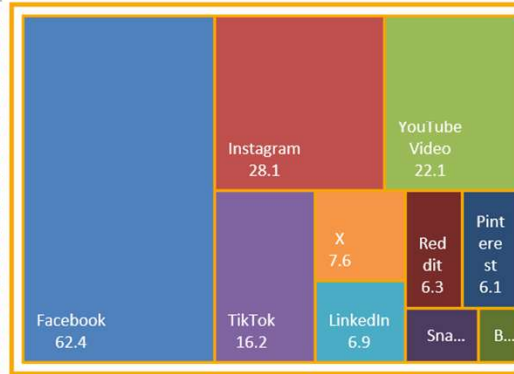
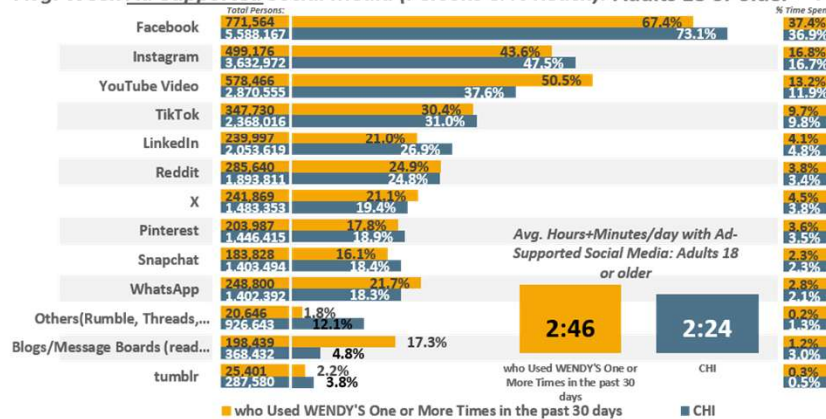


771,564 or 67.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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**



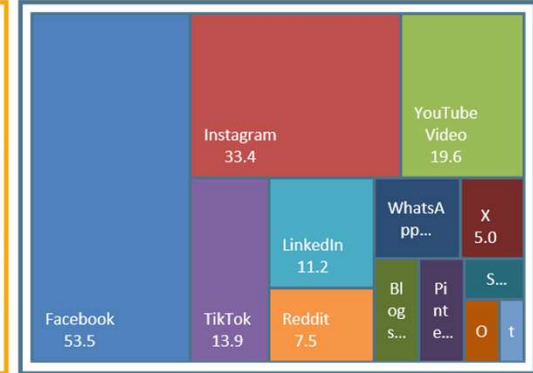
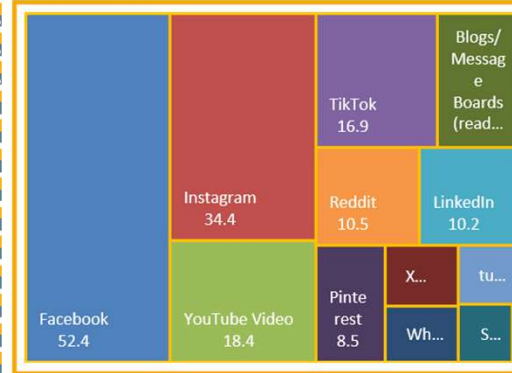
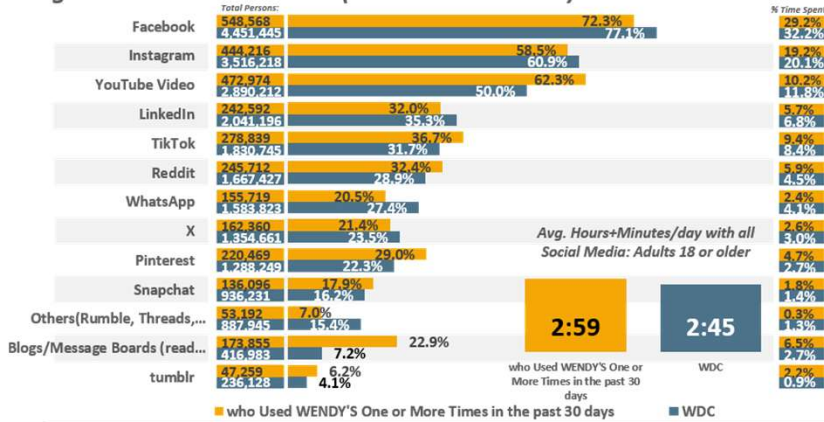
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



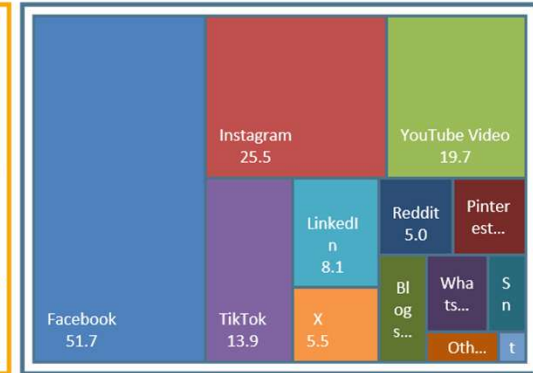
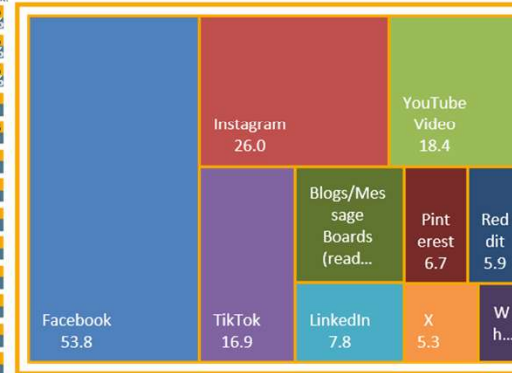
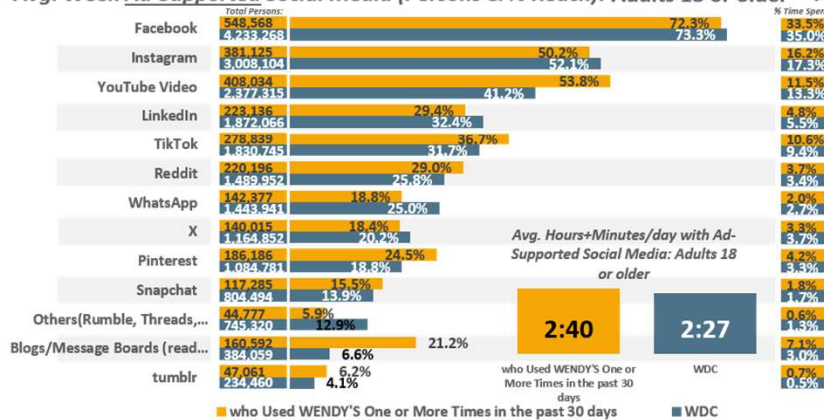


548,568 or 72.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

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**



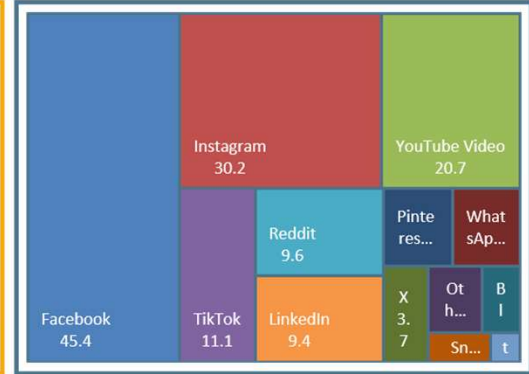
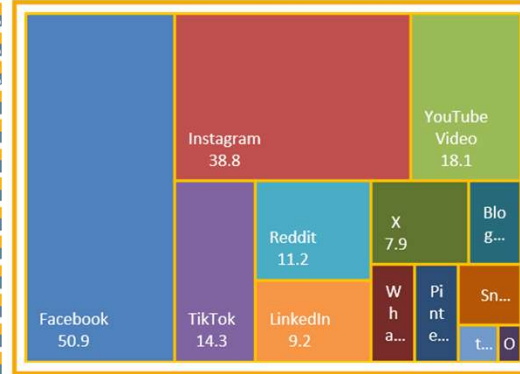
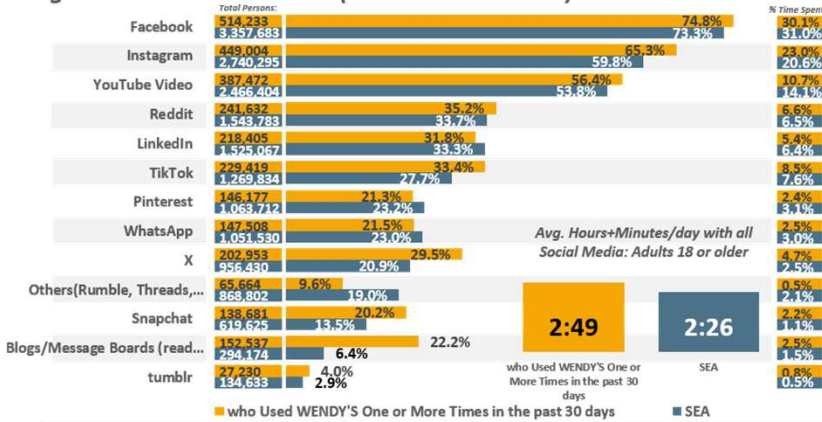
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



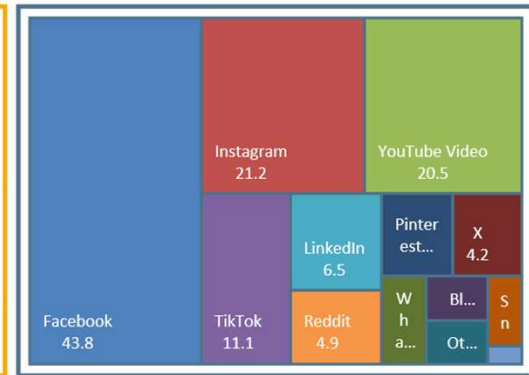
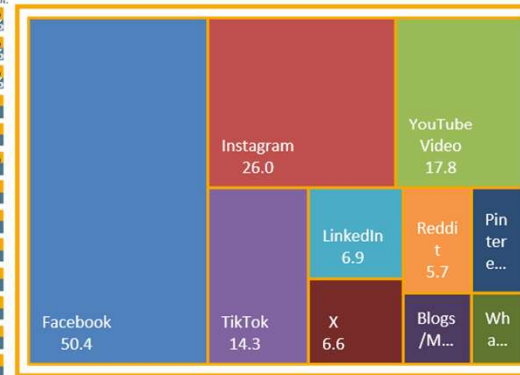
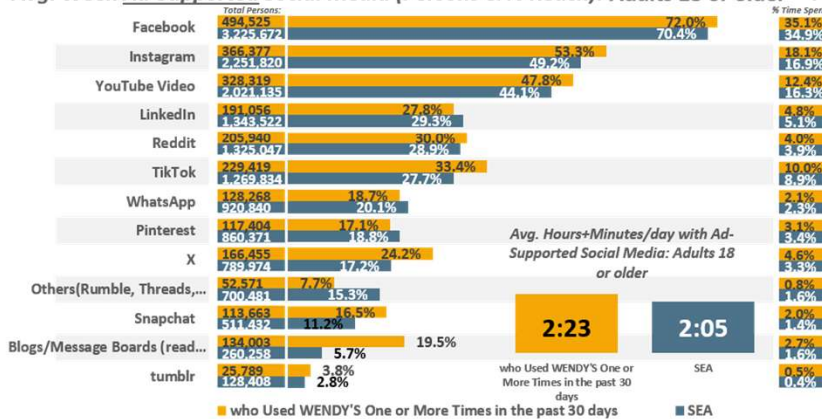


494,525 or 72.0% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 50.4 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

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



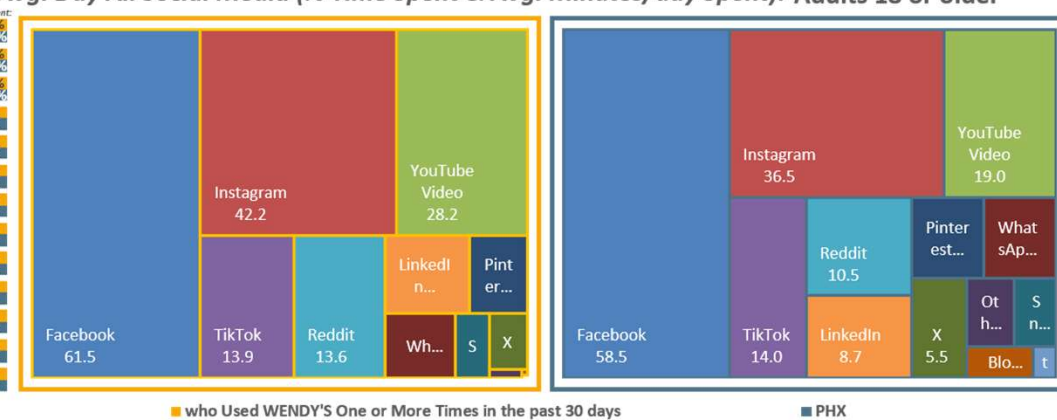
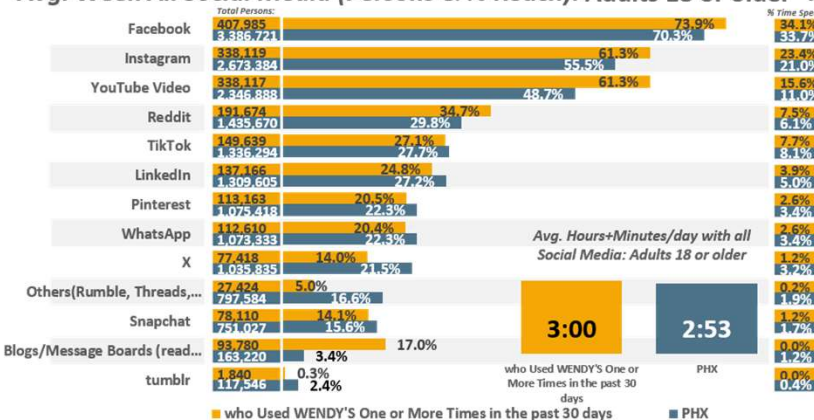
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



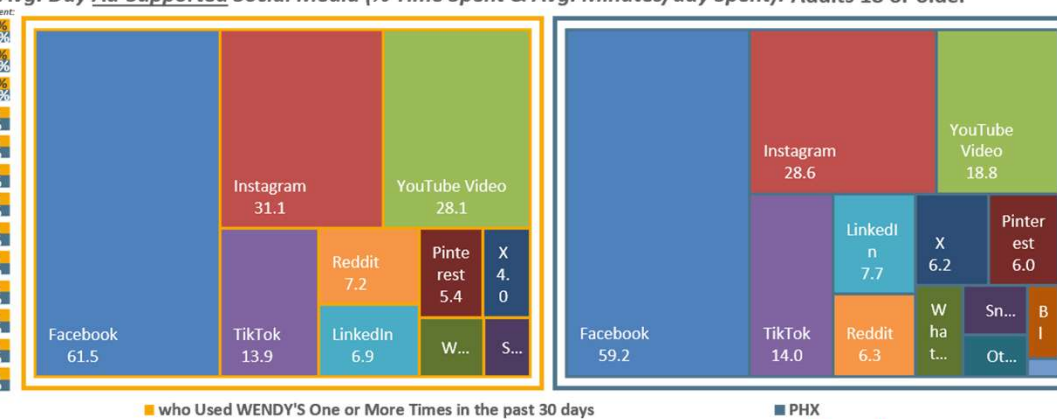
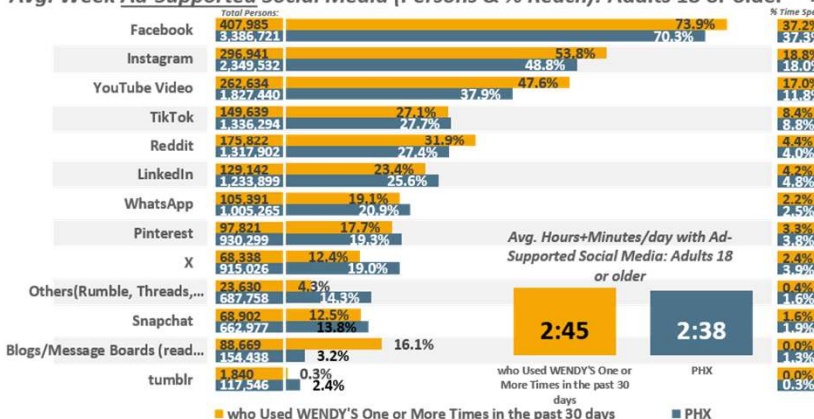


407,985 or 73.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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**



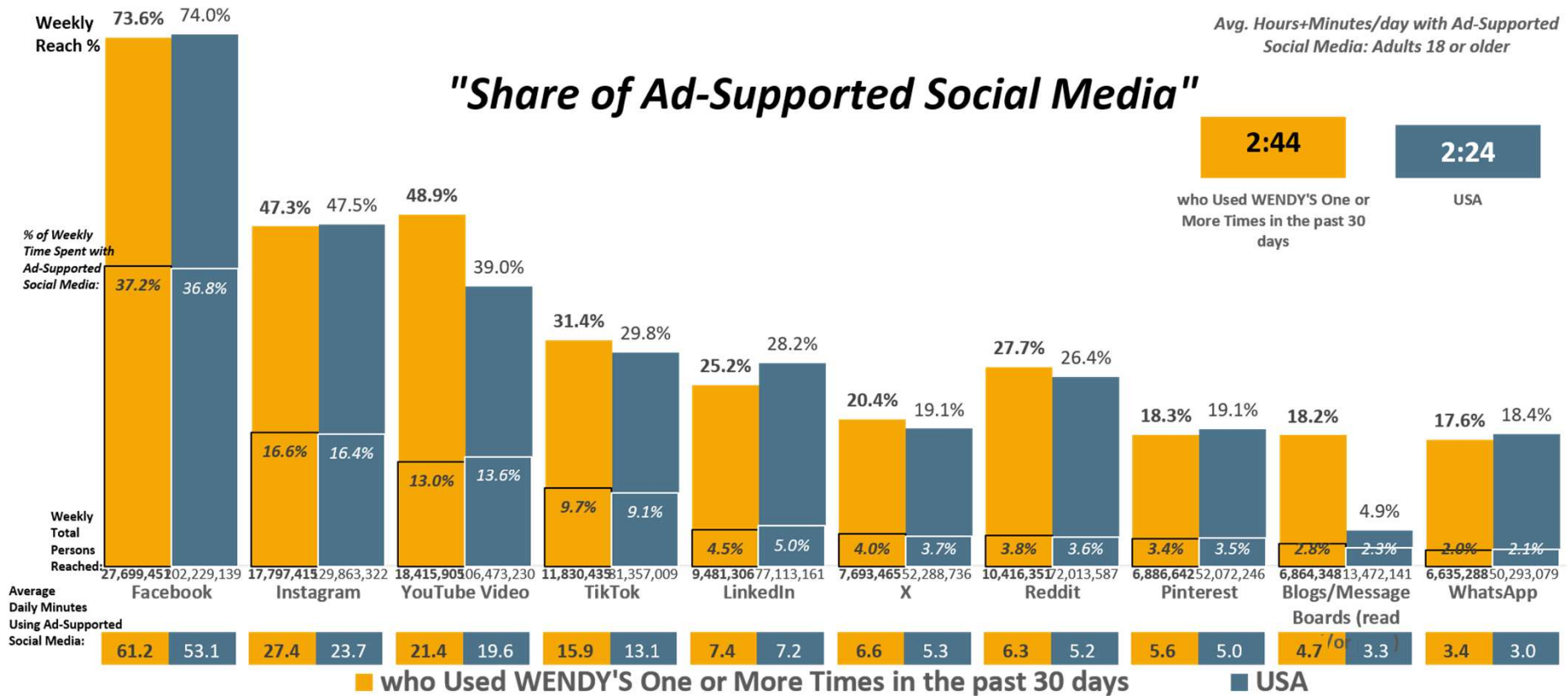
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





27,699,451 or 73.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

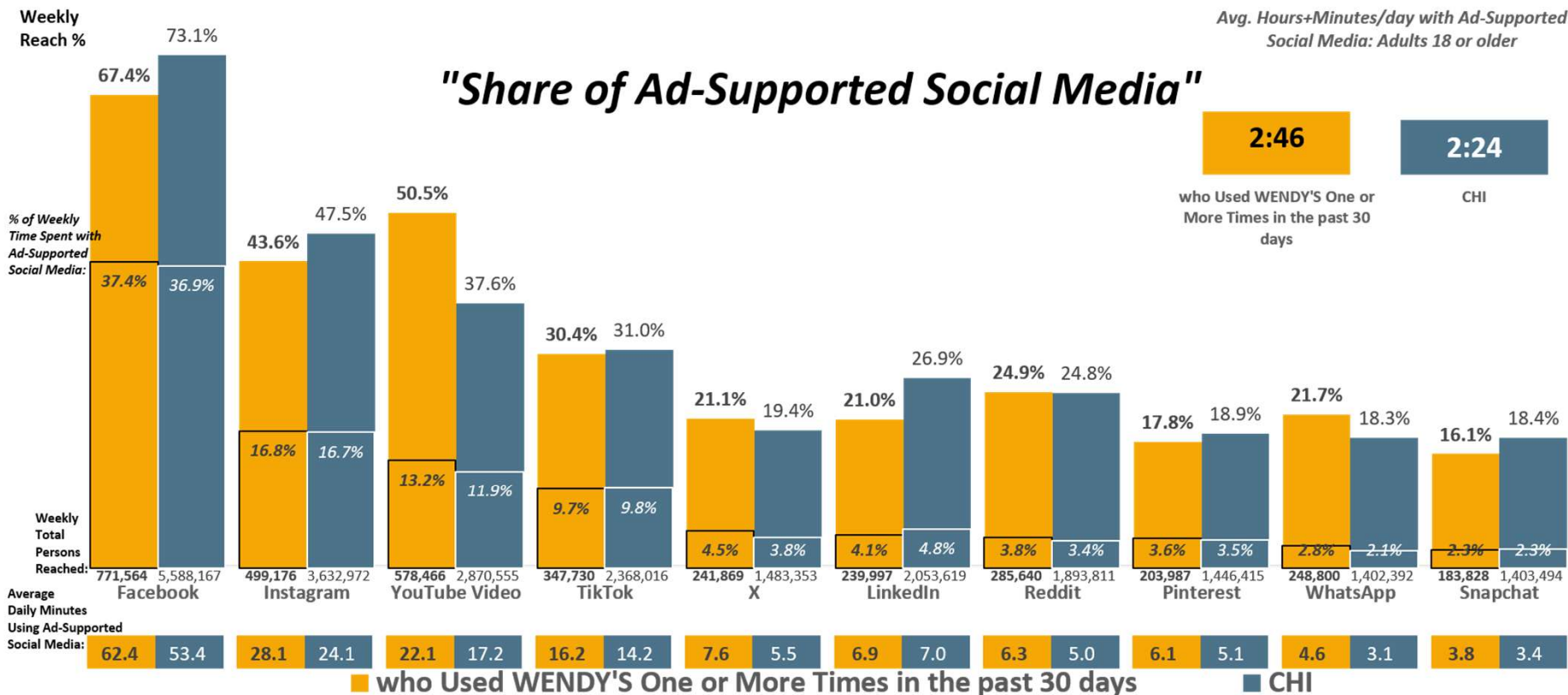
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's



771,564 or 67.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

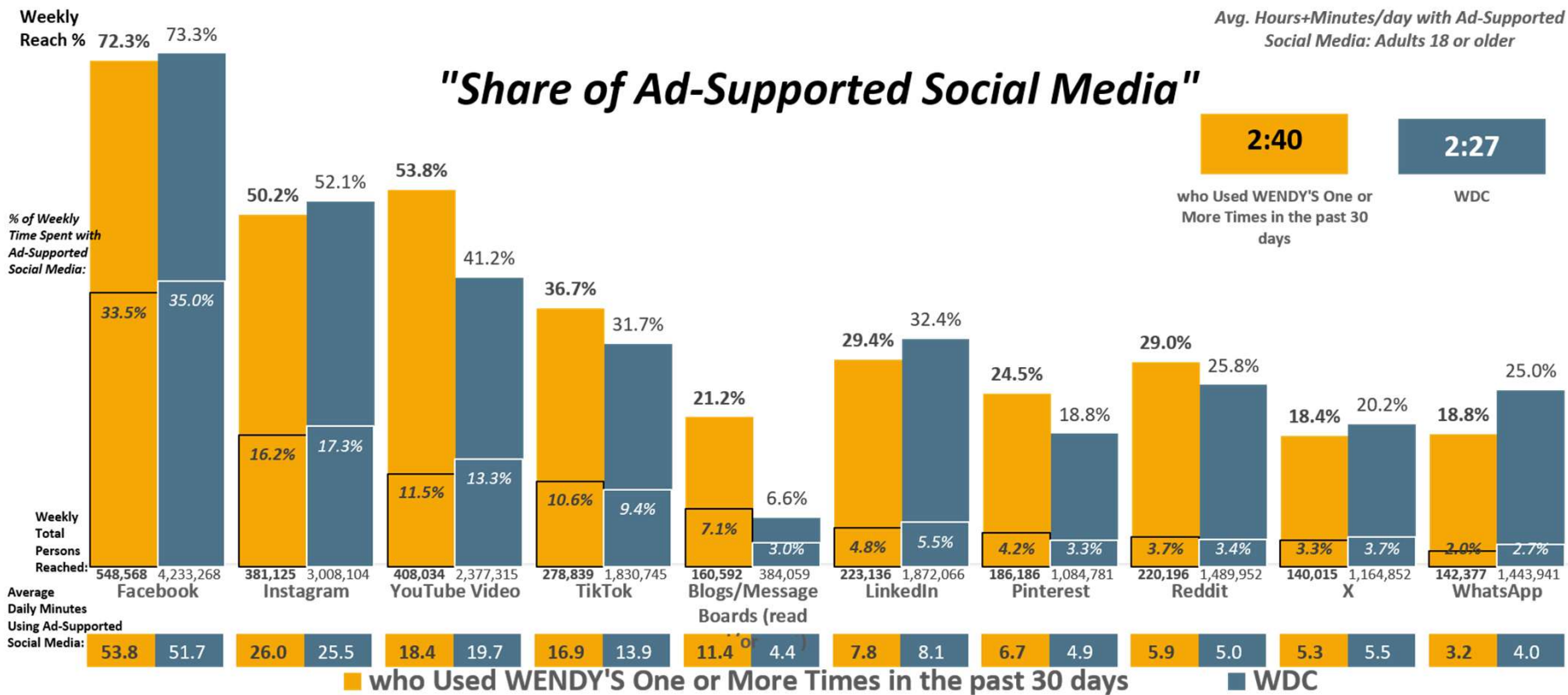
"Share of Ad-Supported Social Media"





548,568 or 72.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 53.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

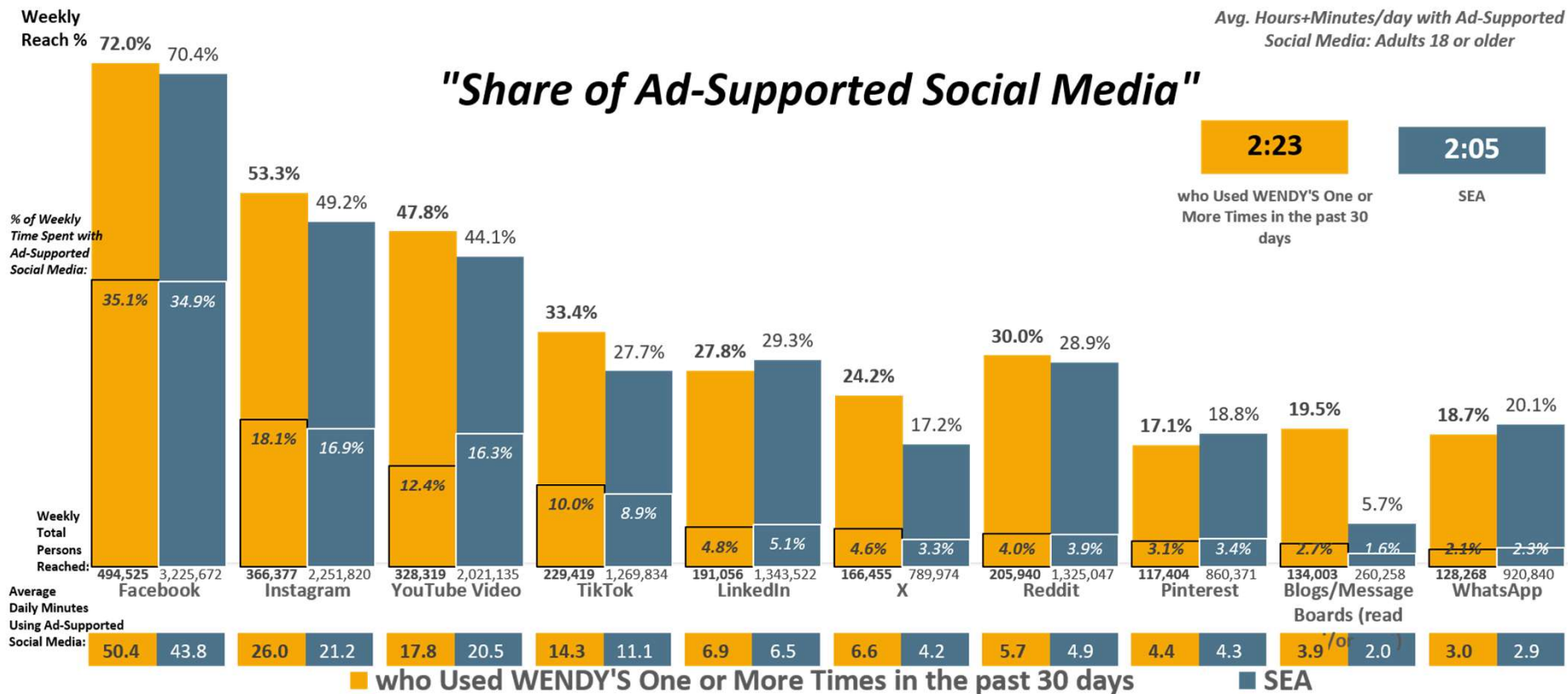
"Share of Ad-Supported Social Media"





494,525 or 72.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 50.4 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

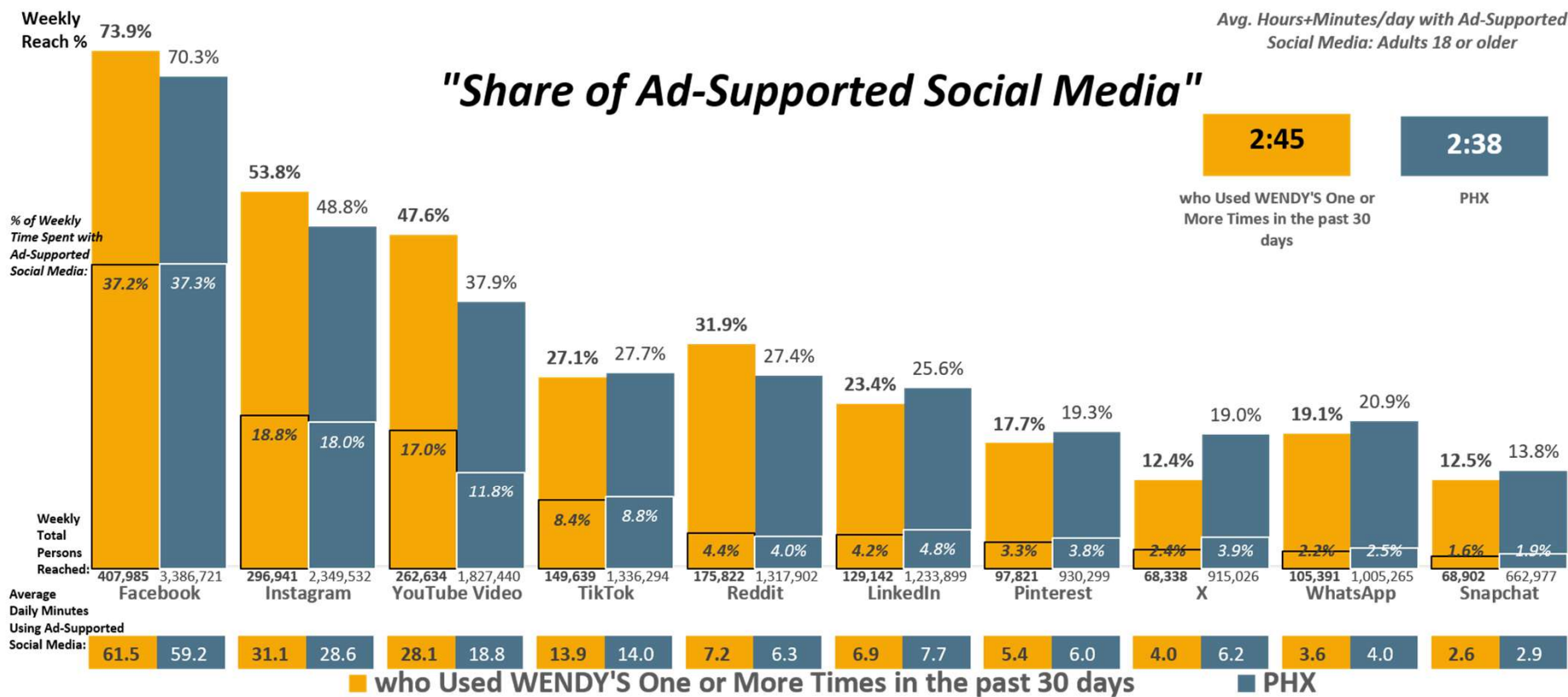
"Share of Ad-Supported Social Media"





407,985 or 73.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

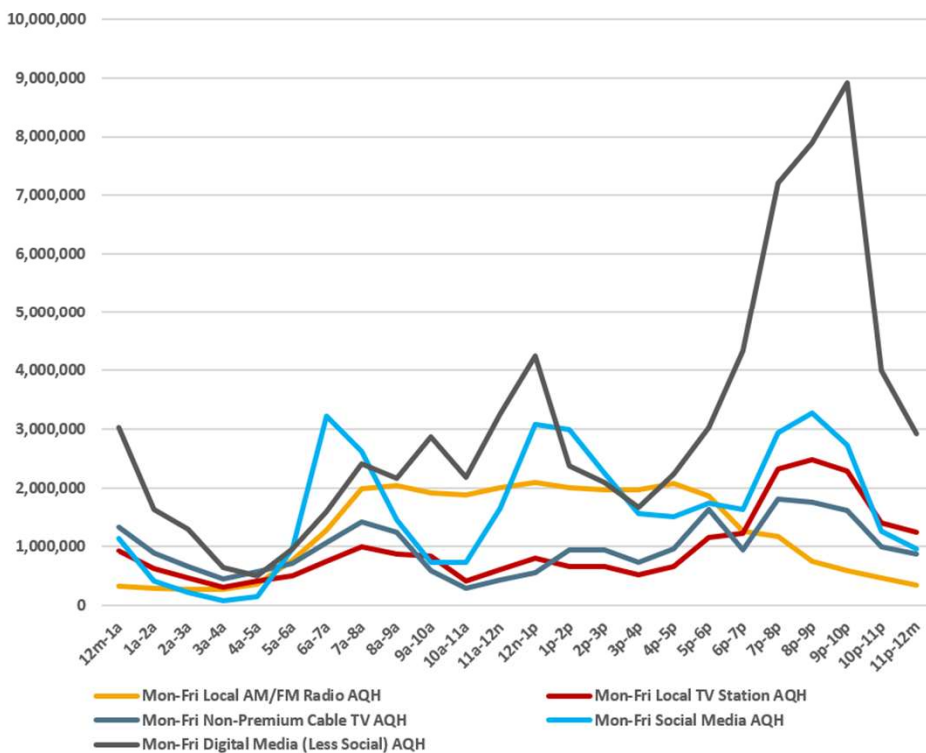
"Share of Ad-Supported Social Media"



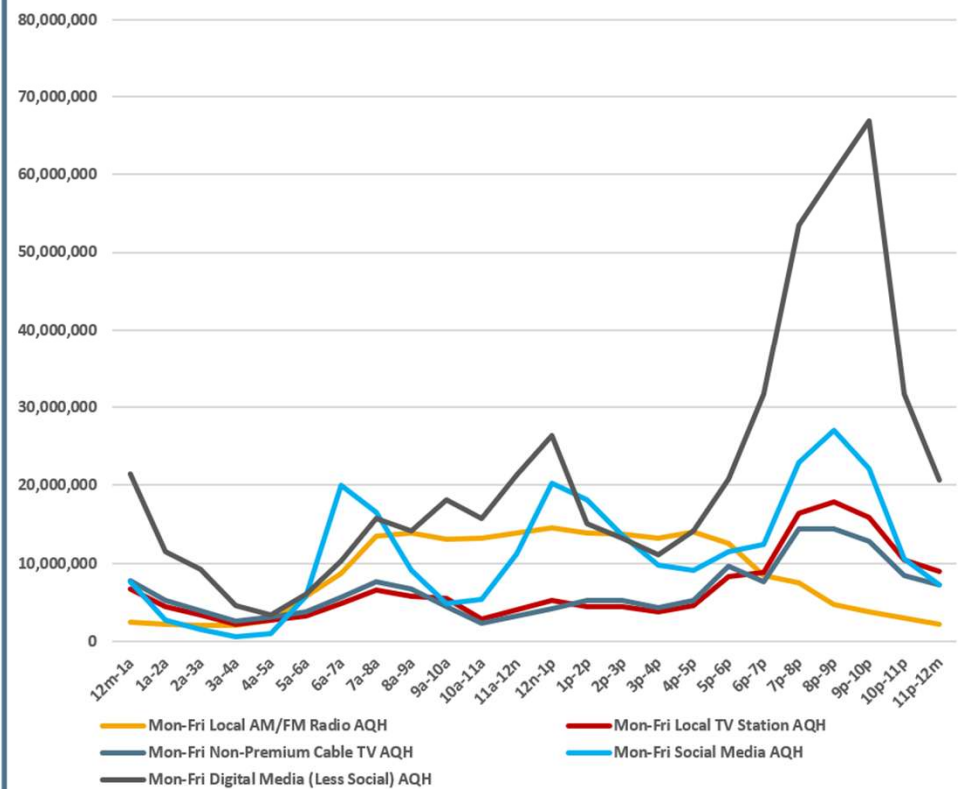


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,649,778;
Social Media: 1,939,136; Local Radio: 1,869,660; Non-Prem. Cable: 903,619; Local TV:
779,955 reaching Adults 18 or older who Used WENDY'S One or More Times in

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used WENDY'S One or More Times in
the past 30 days



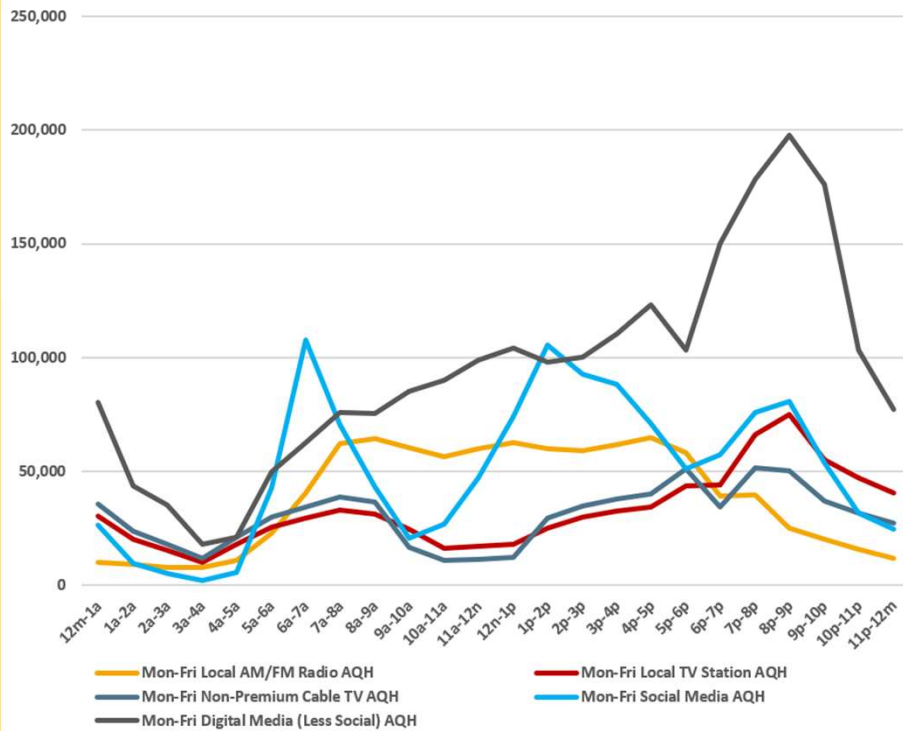
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



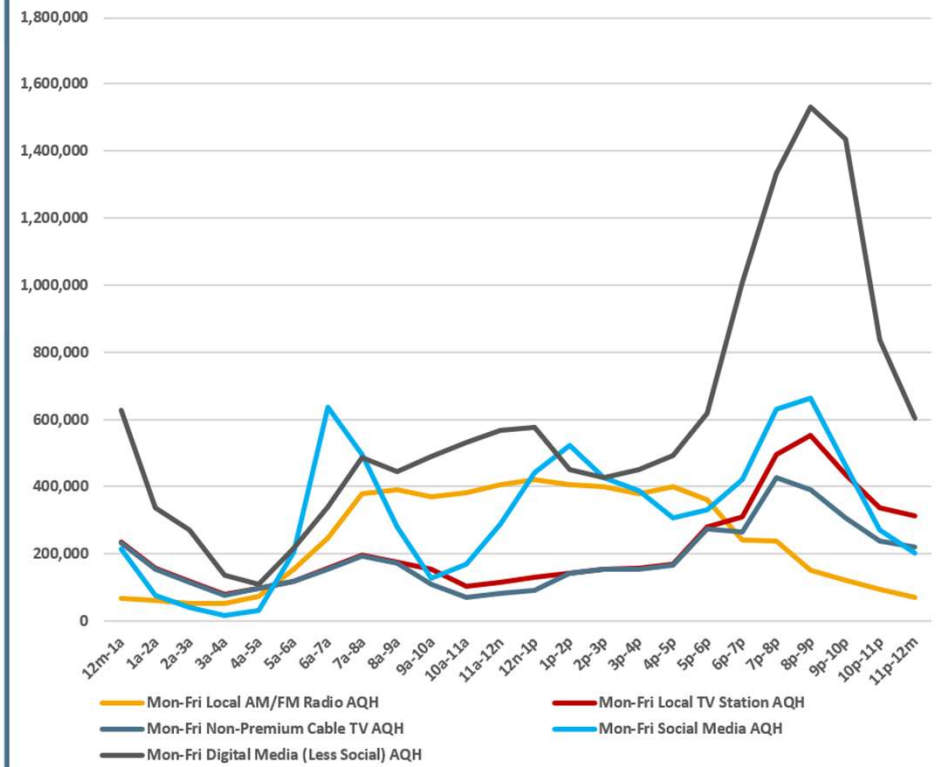


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 98,171; Social Media: 65,784; Local Radio: 57,606; Non-Prem. Cable: 29,860; Local TV: 29,162 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used WENDY'S One or More Times in
the past 30 days**



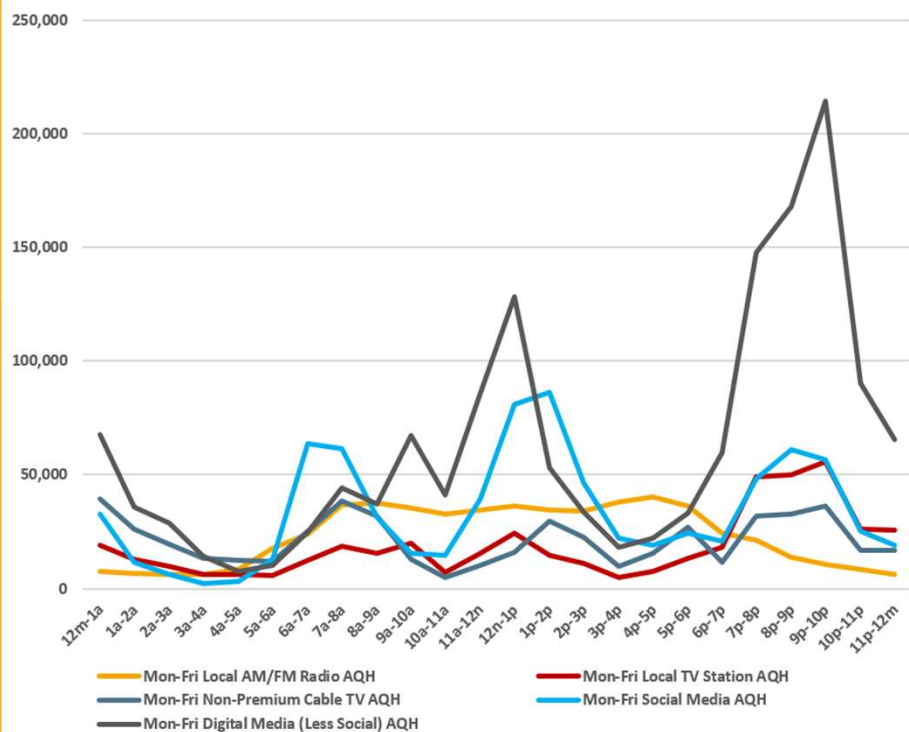
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



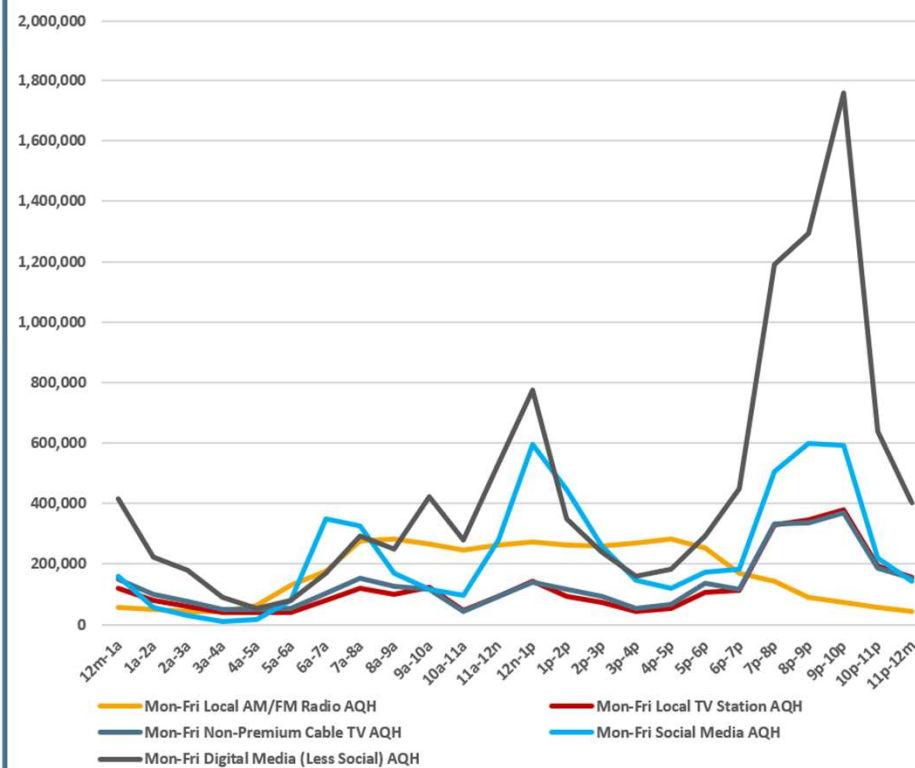


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,880; Social Media: 40,484; Local Radio: 34,266; Non-Prem. Cable: 19,637; Local TV: 14,058 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used WENDY'S One or More Times in
the past 30 days



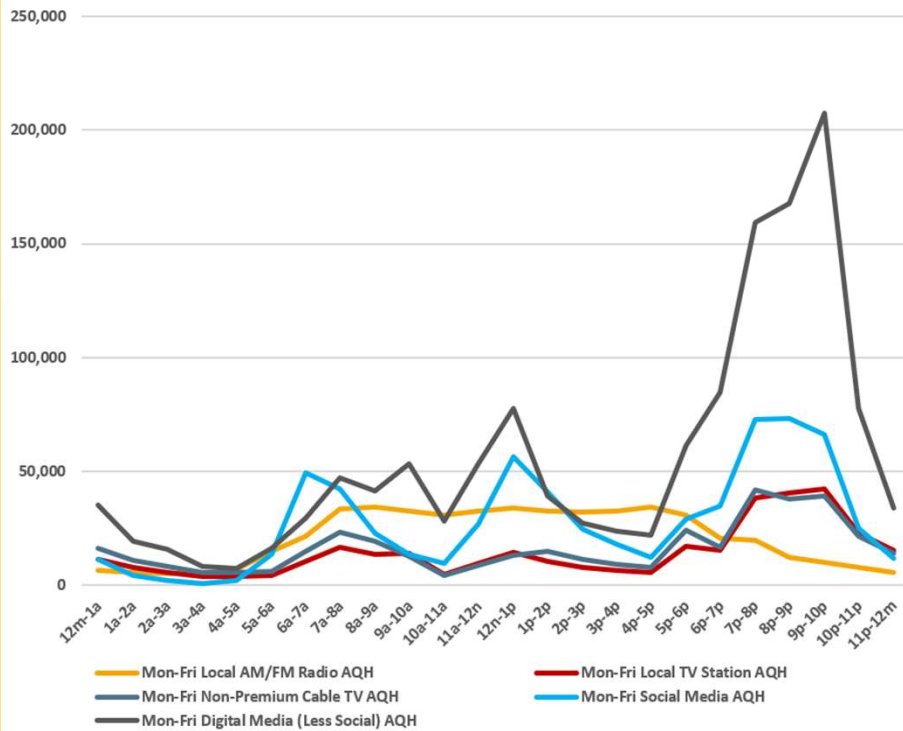
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



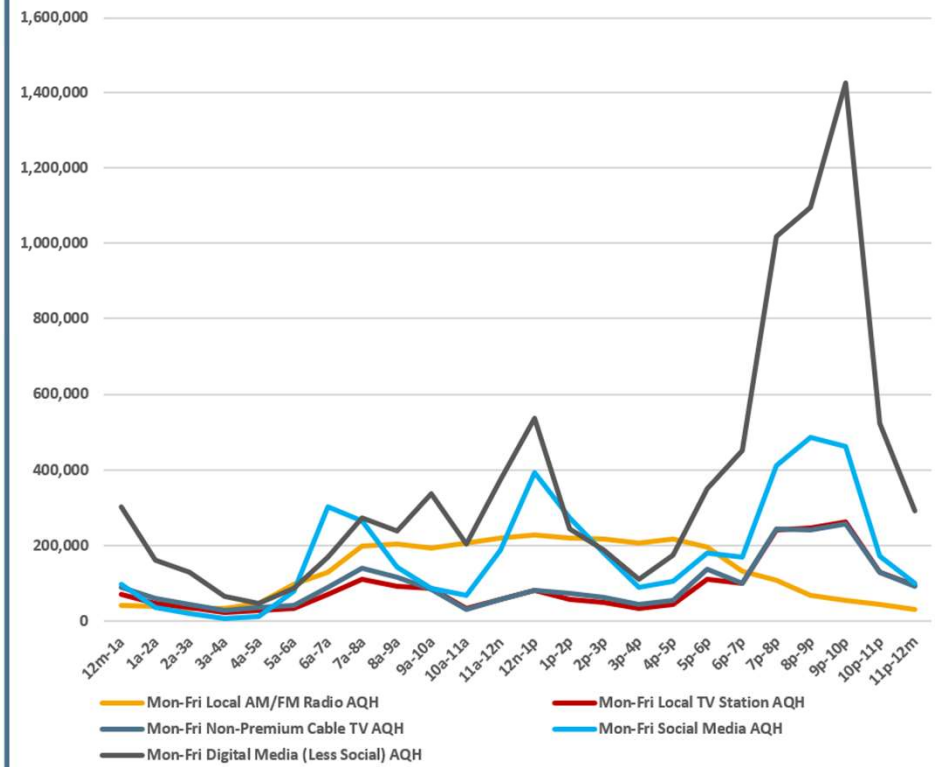


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,206; Local Radio: 30,911; Social Media: 29,259; Non-Prem. Cable: 13,877; Local TV: 11,141 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used WENDY'S One or More Times in the past 30 days



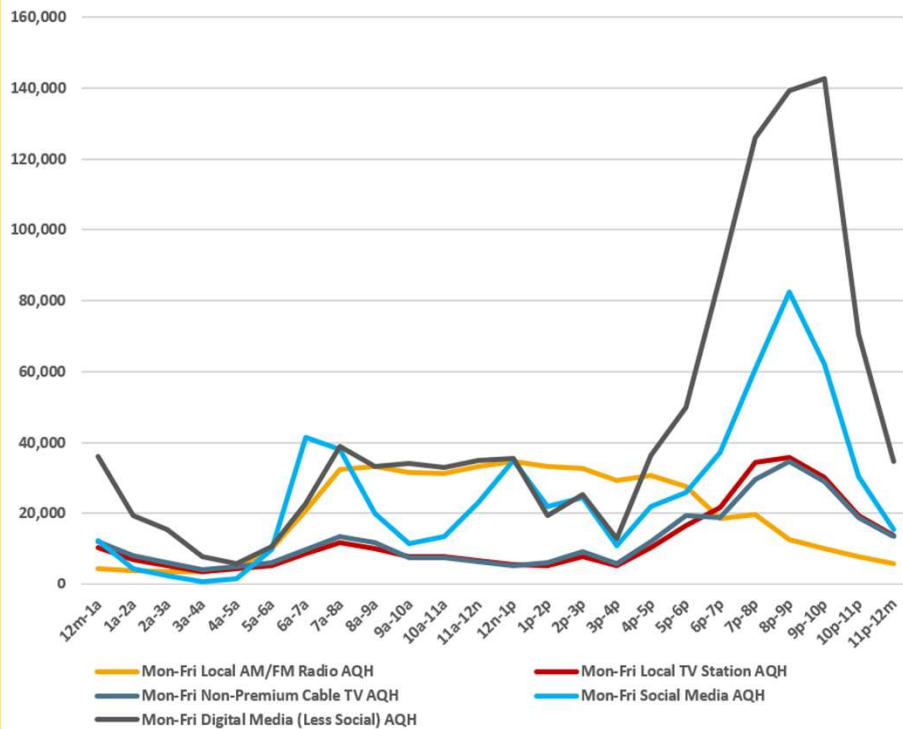
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



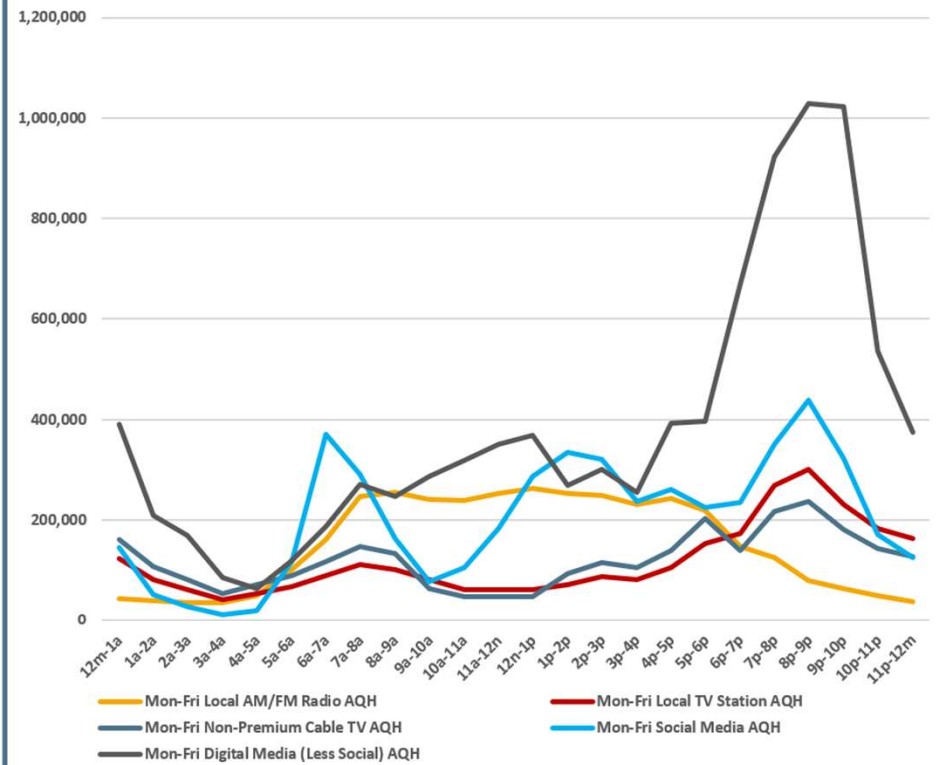


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,630; Local Radio: 29,970; Social Media: 24,993; Non-Prem. Cable: 10,259; Local TV: 9,618 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used WENDY'S One or More Times in
the past 30 days**



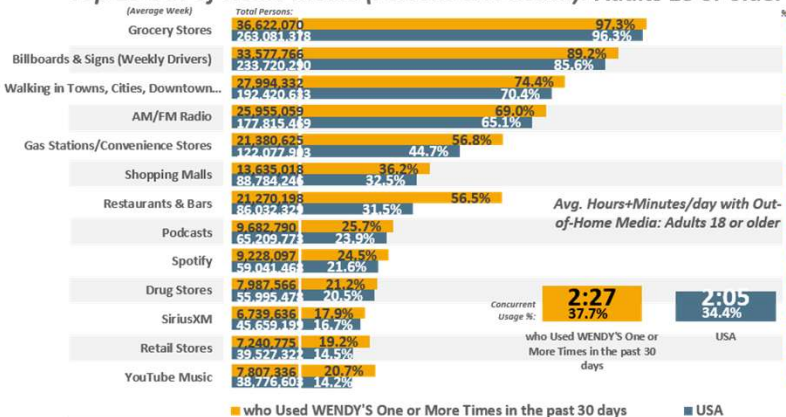
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



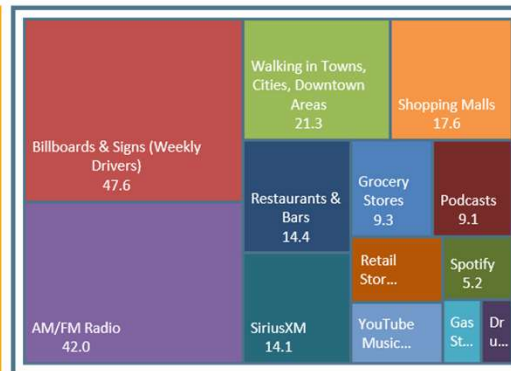
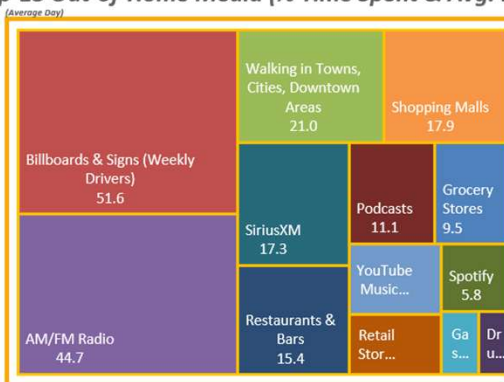


33,577,766 or 89.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes

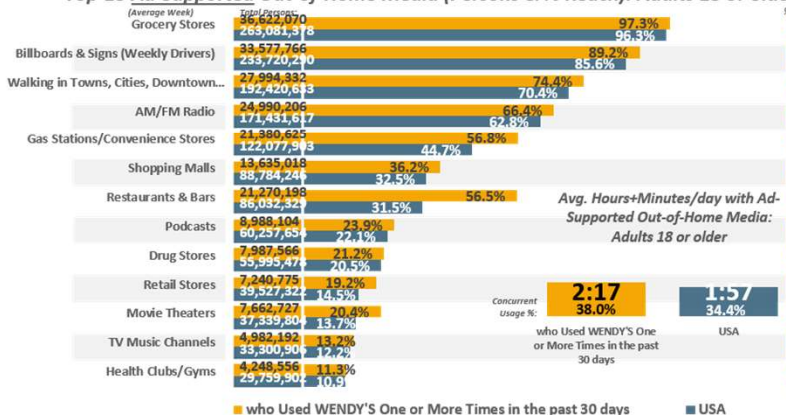
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



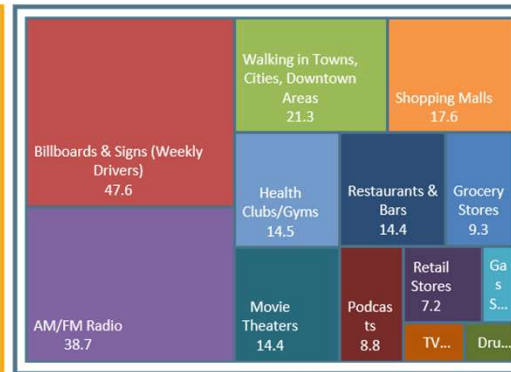
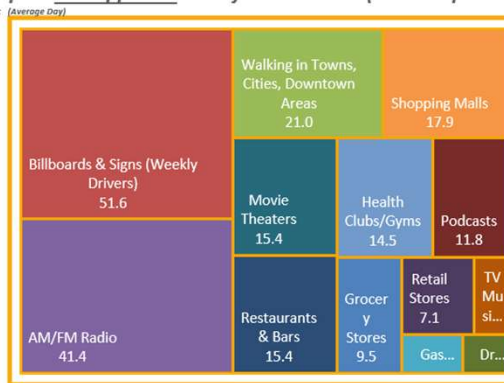
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

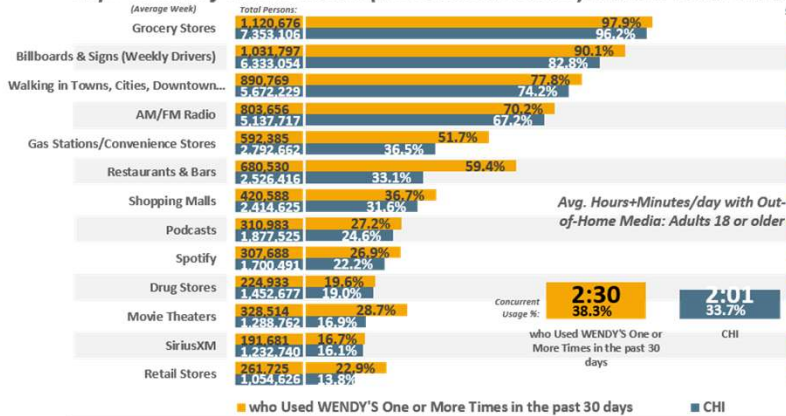
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

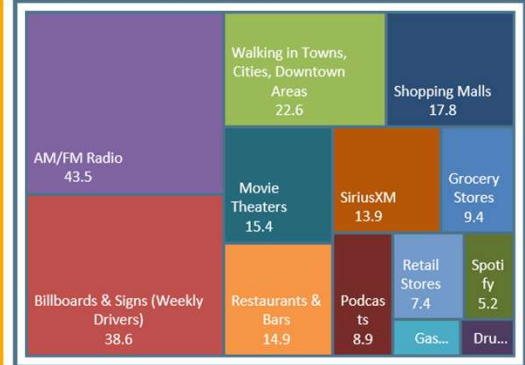
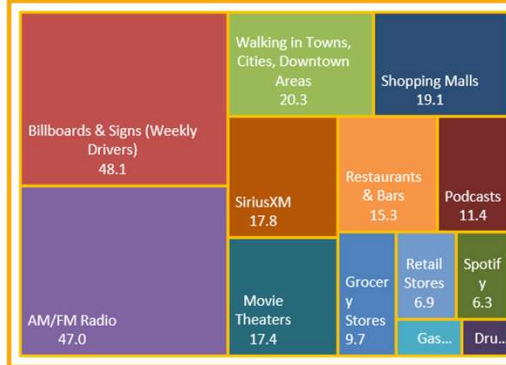


1,031,797 or 90.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/

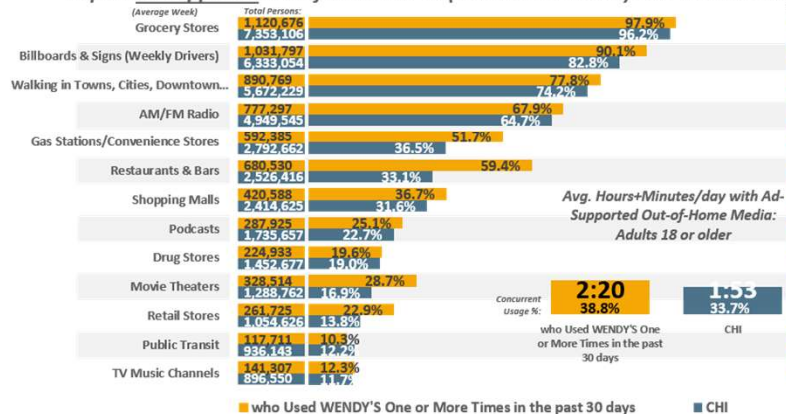
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



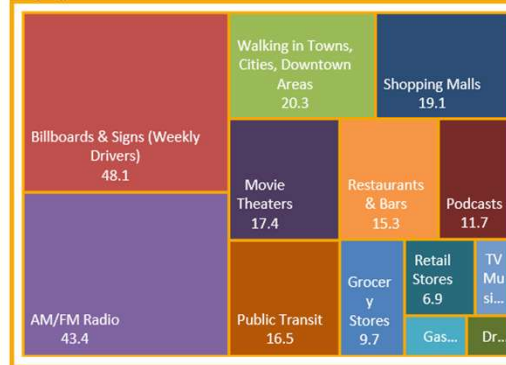
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



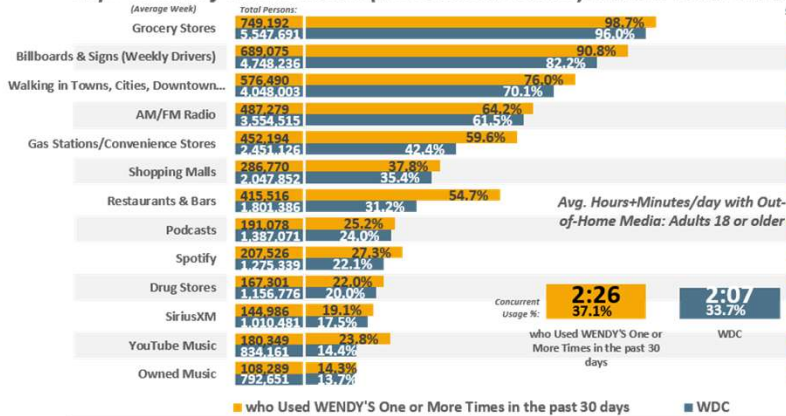
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



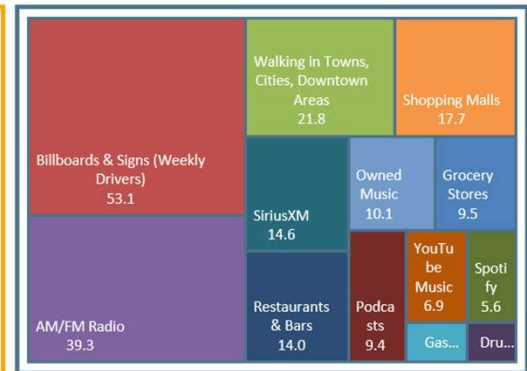
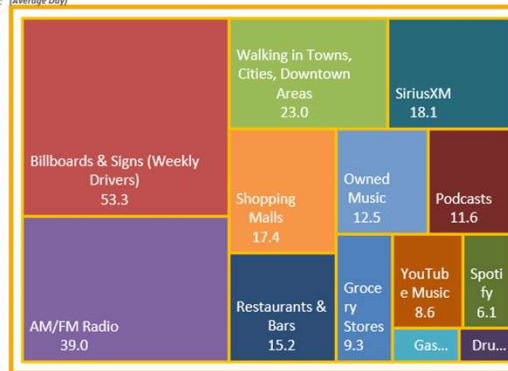


689,075 or 90.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 61.5% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes/day

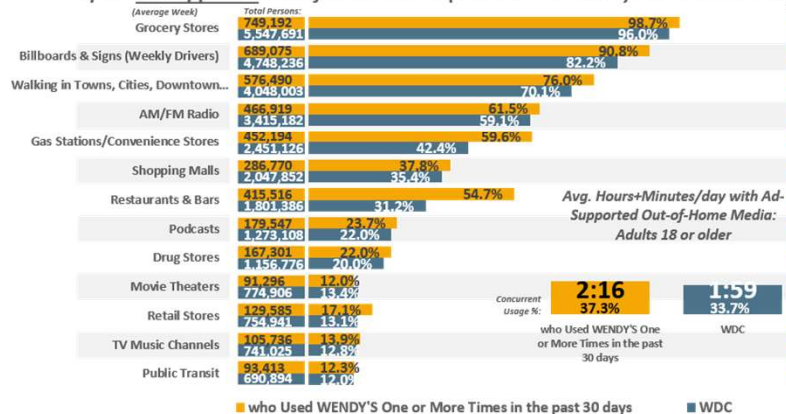
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



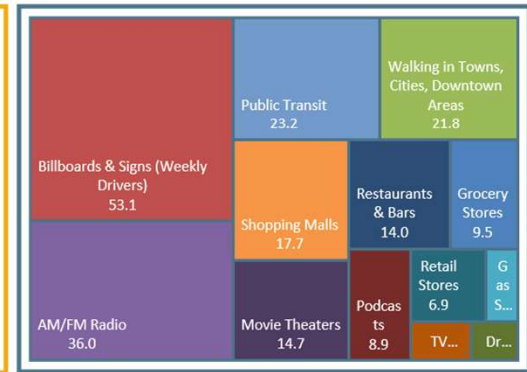
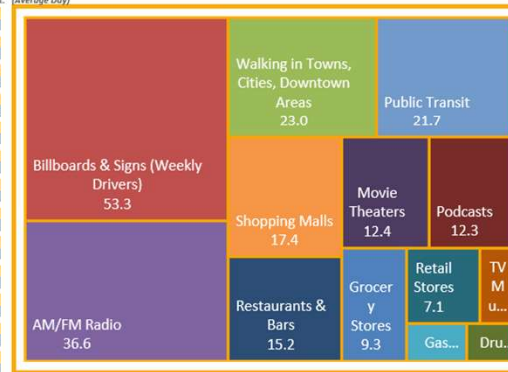
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 763
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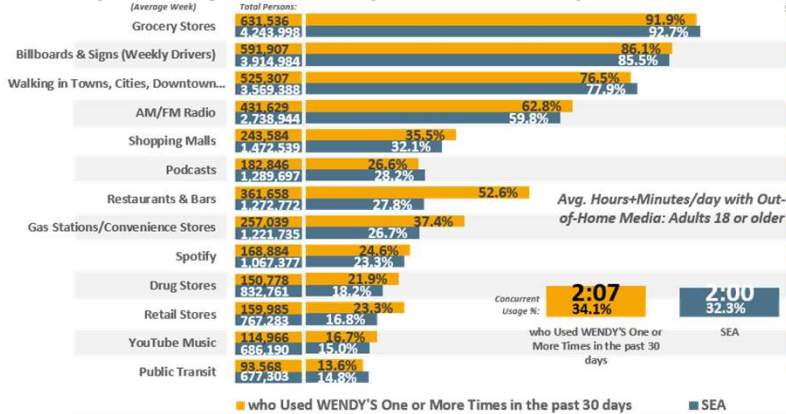
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

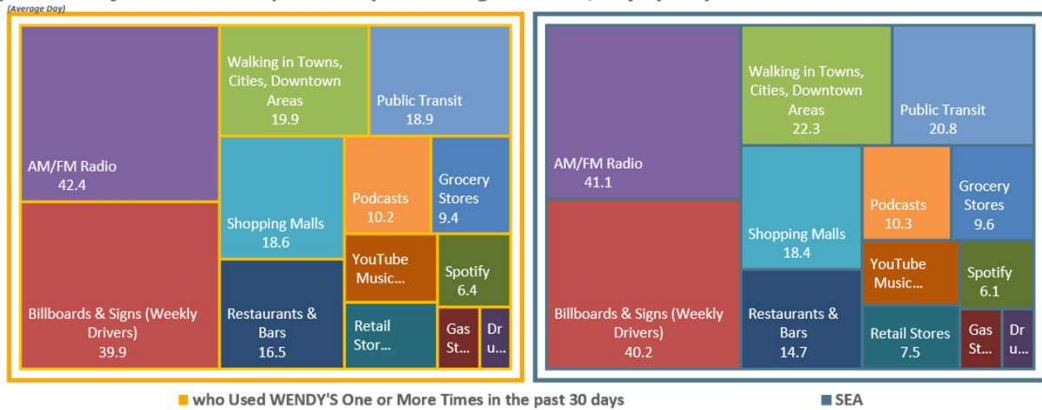


591,907 or 86.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 39.9 minutes per day driving, seeing Billboards and Signs. 61.% Listen to Local Radio Stations Out-of-Home for an average of 40. minutes/day.

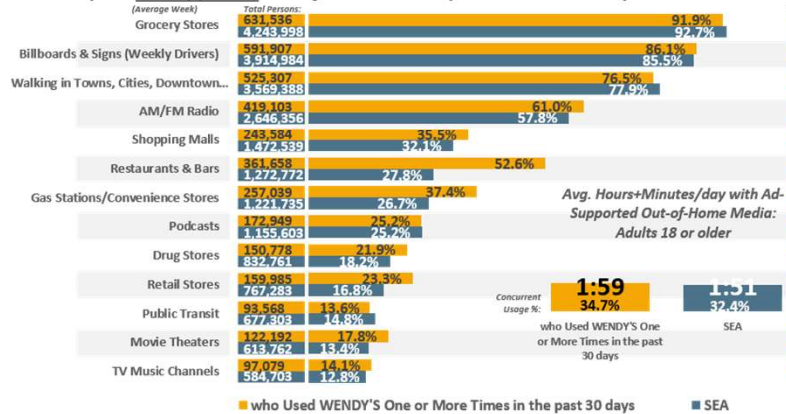
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



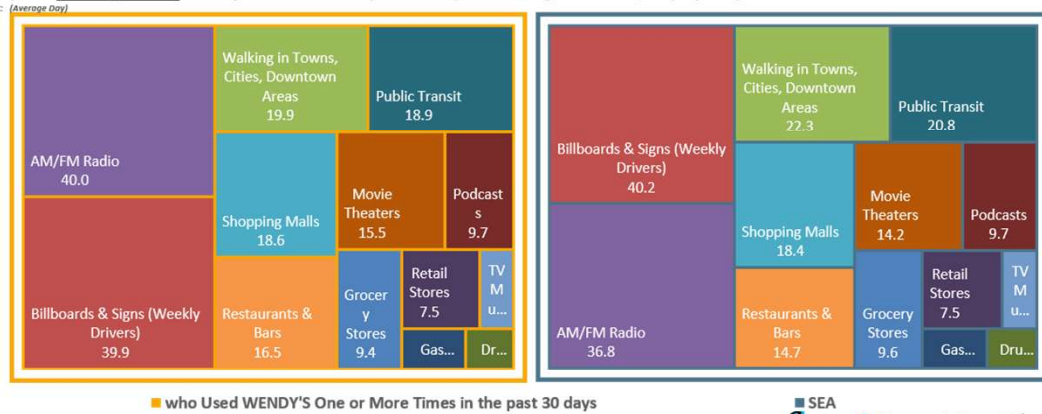
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



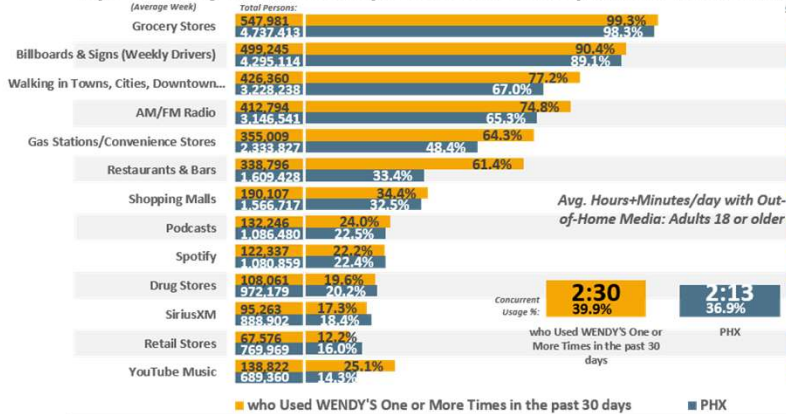
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



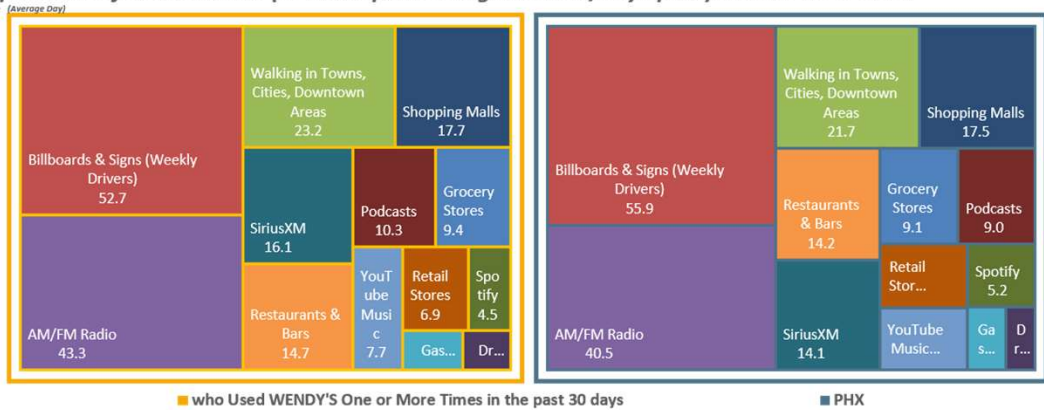


499,245 or 90.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

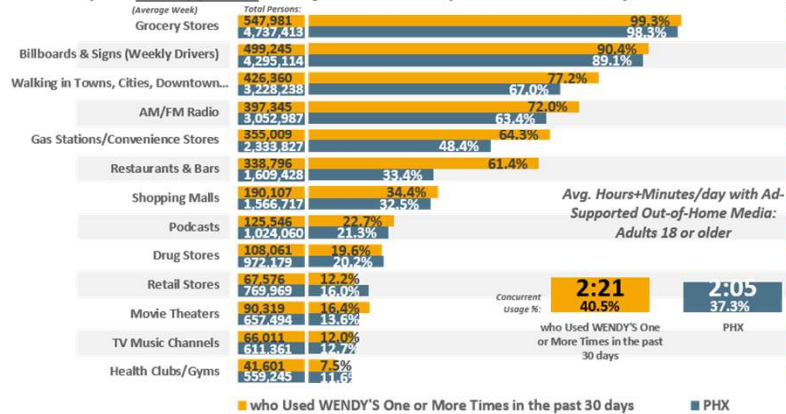
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



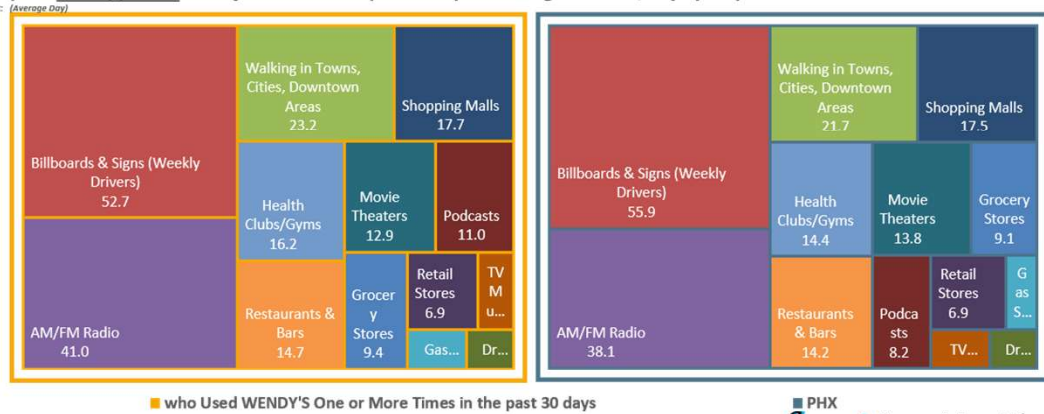
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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Quick service restaurants used past 30 days: Wendy's

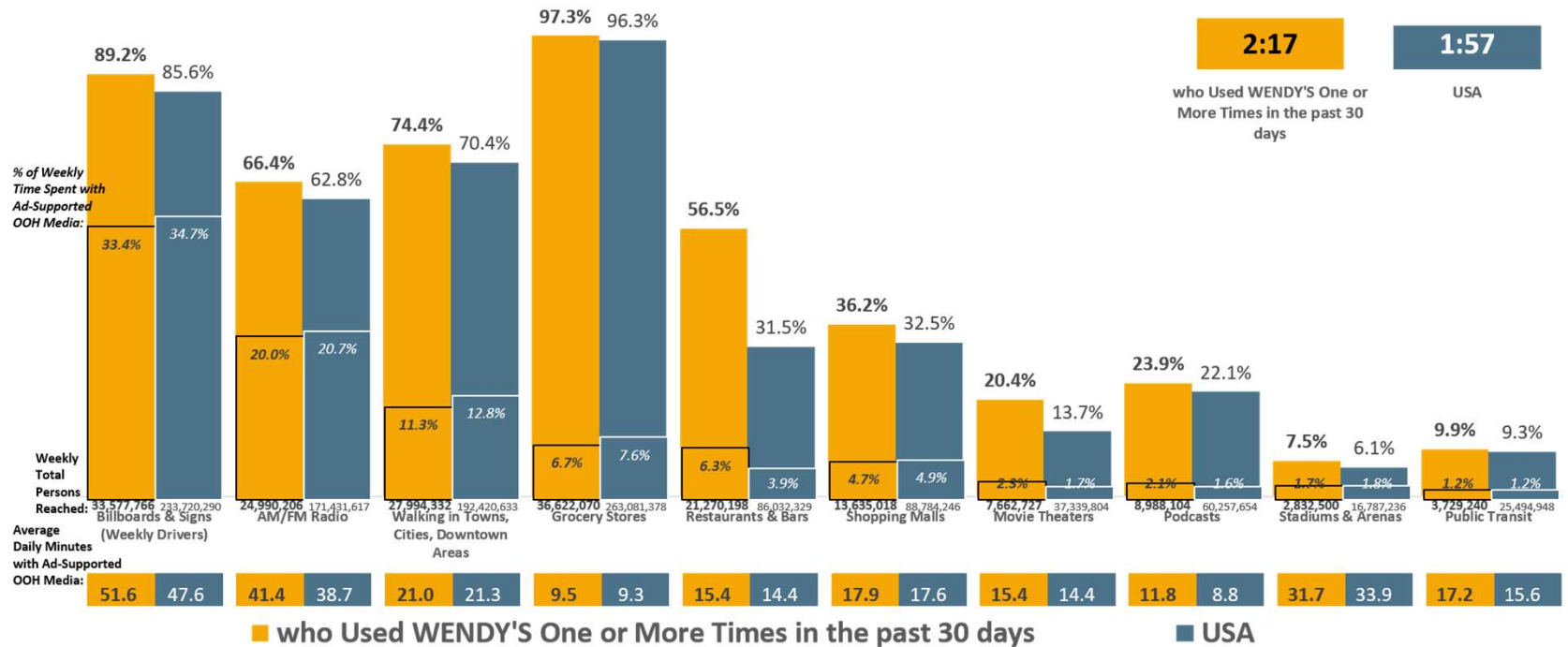


33,577,766 or 89.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,344
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

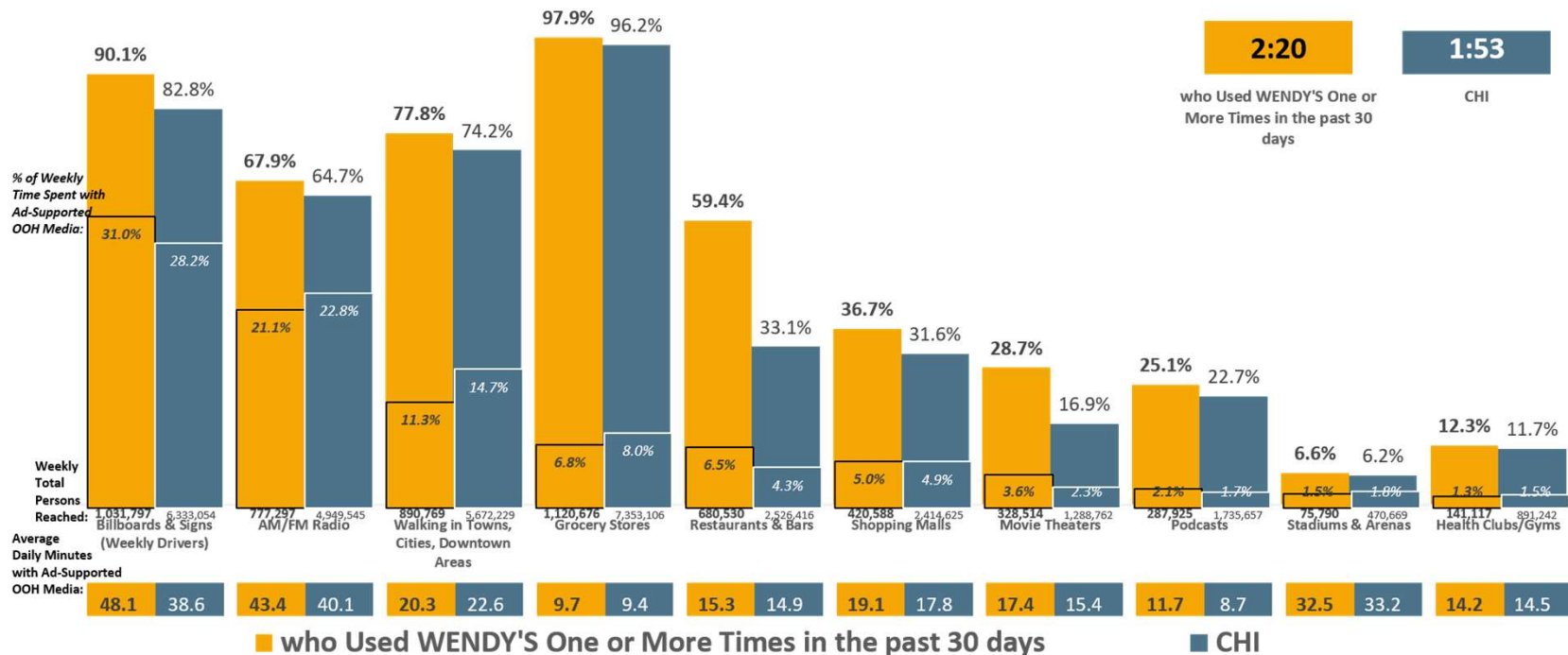


1,031,797 or 90.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 48.1 minutes per day driving, seeing Billboards and Signs representing 31.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 588
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

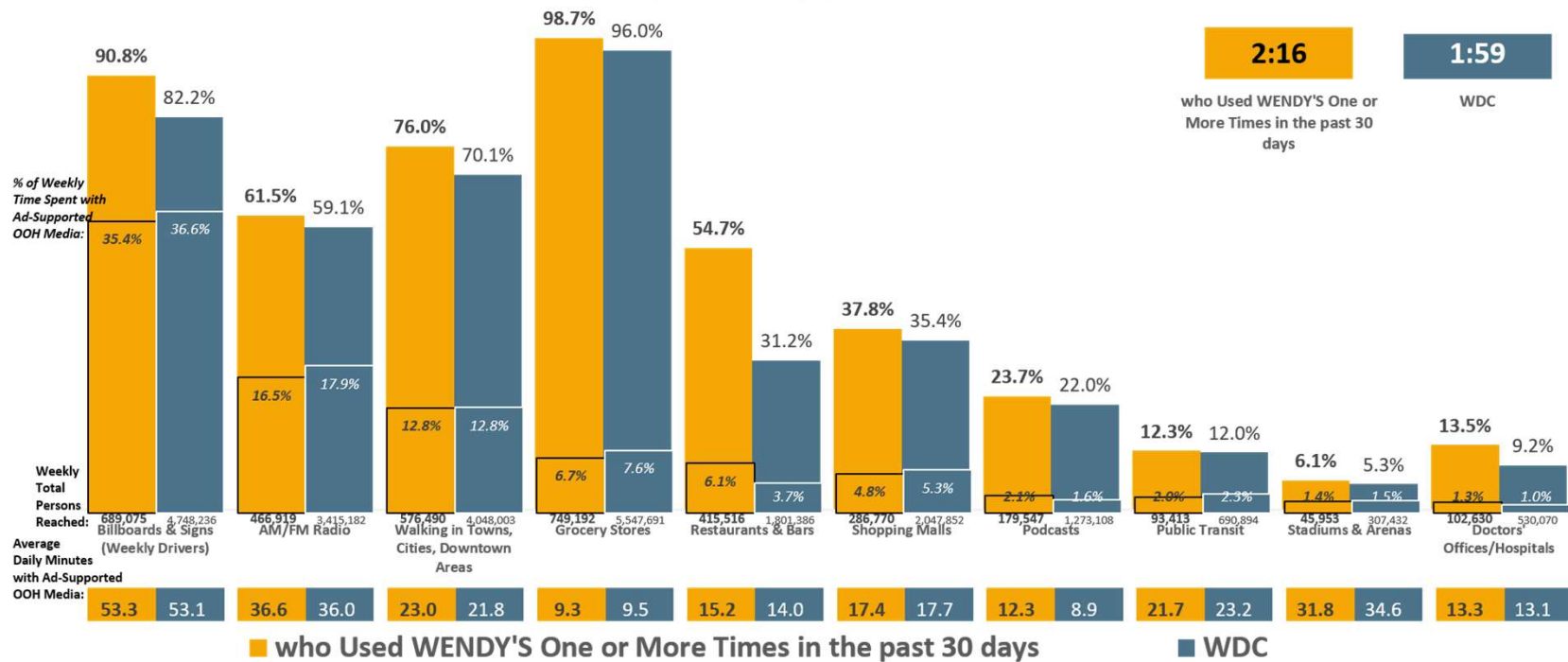


689,075 or 90.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:16
who Used WENDY'S One or More Times in the past 30 days

1:59
WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 763 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

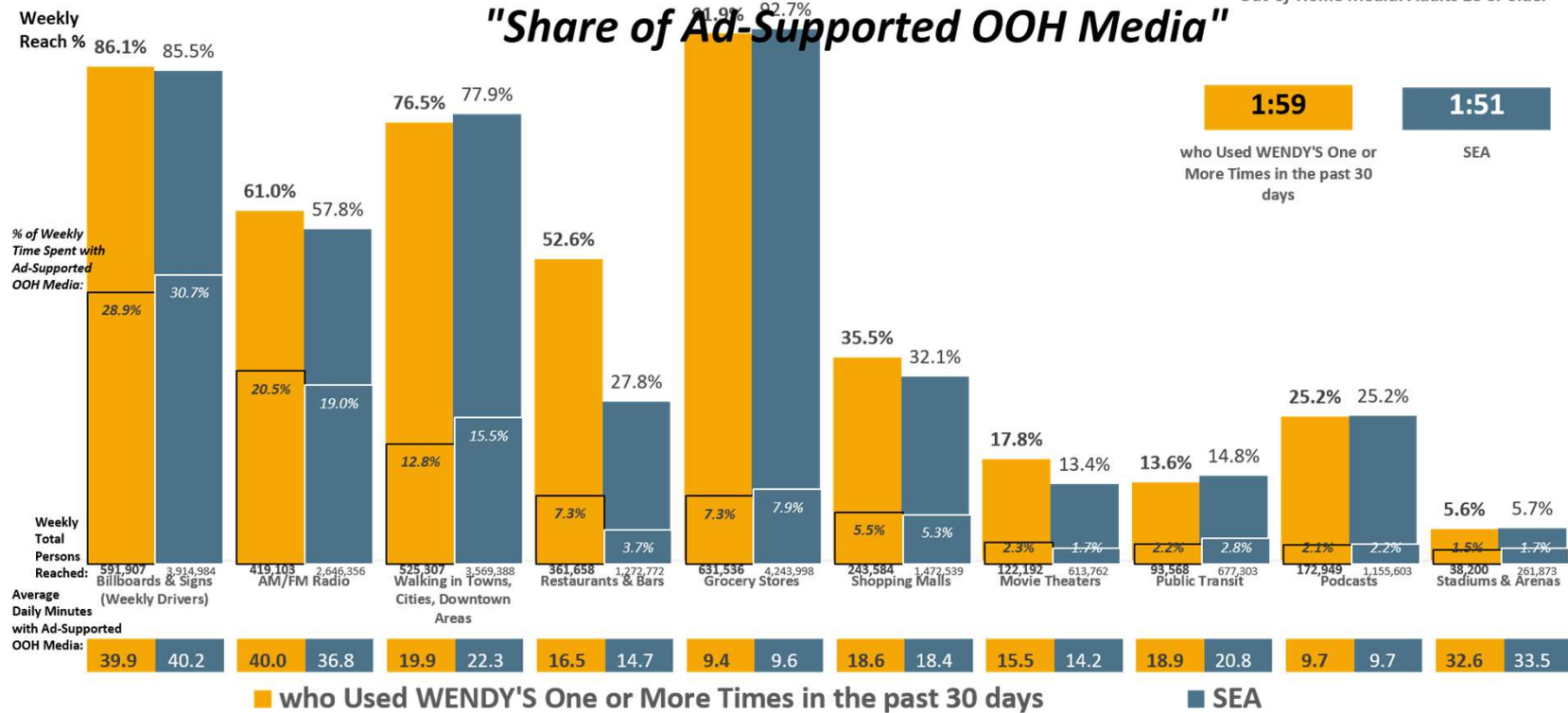
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's



591,907 or 86.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 39.9 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



1:59
who Used WENDY'S One or More Times in the past 30 days

1:51
SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 508 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

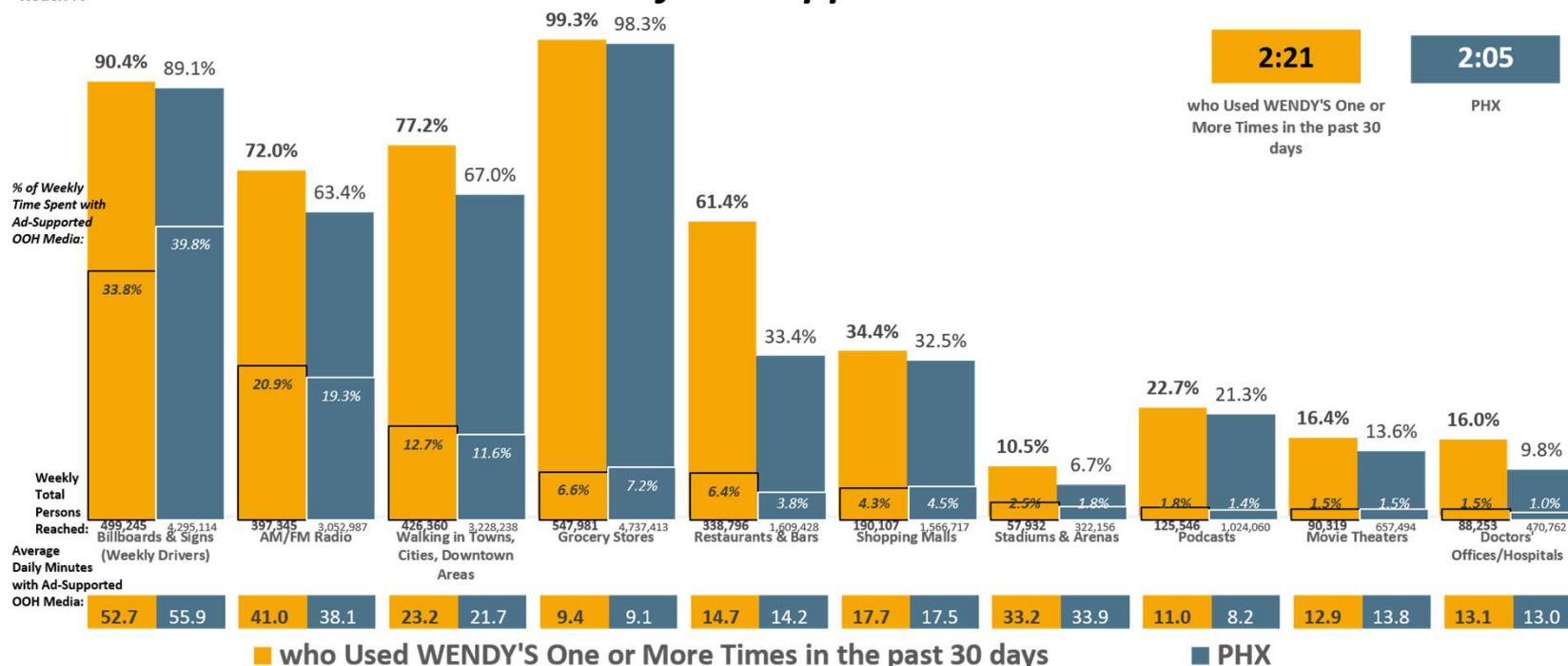


499,245 or 90.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

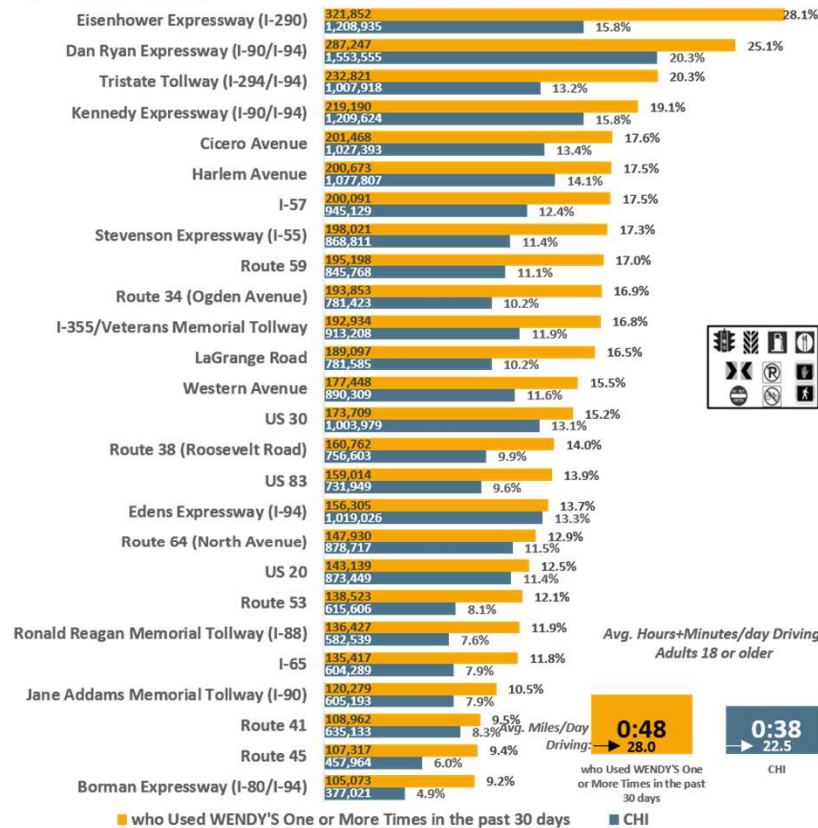
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

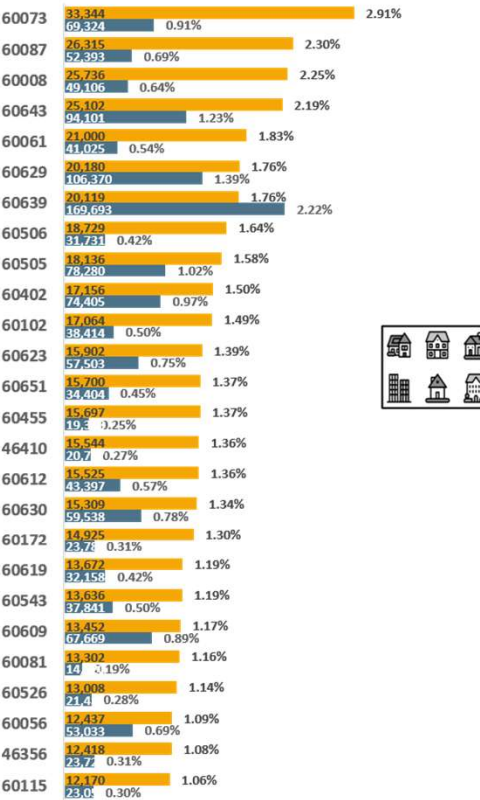


1,031,797 or 90.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 48.1 minutes per day driving an average of 28. miles each day and are 77.7% more likely to use Eisenhower Expressway (I-290) than the Metro

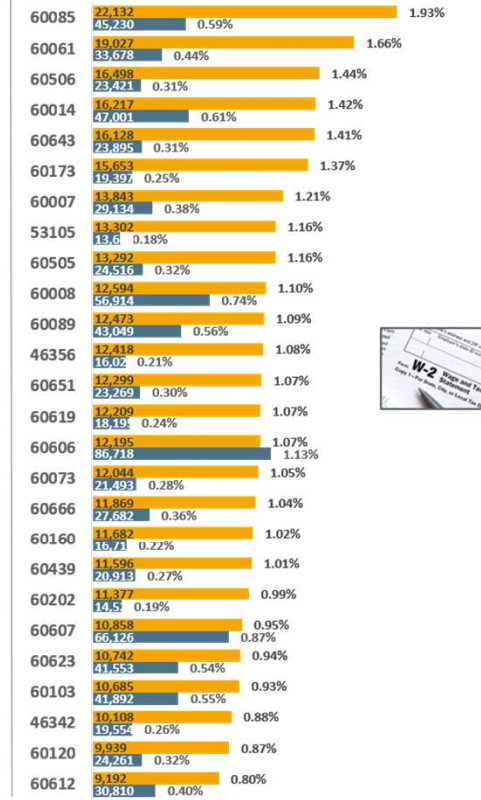
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



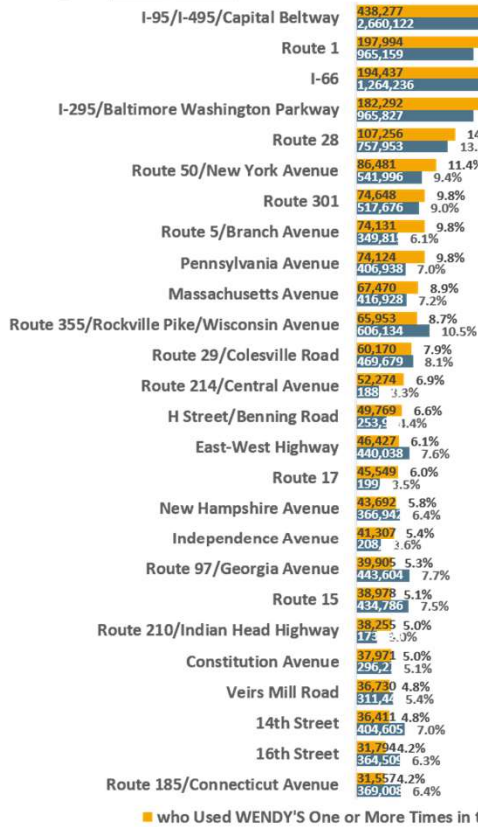
Top-26 Employment Zip Codes: Adults 18 or older





689,075 or 90.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 111.5% more likely to use Route 214/Central Avenue than the Metro avera

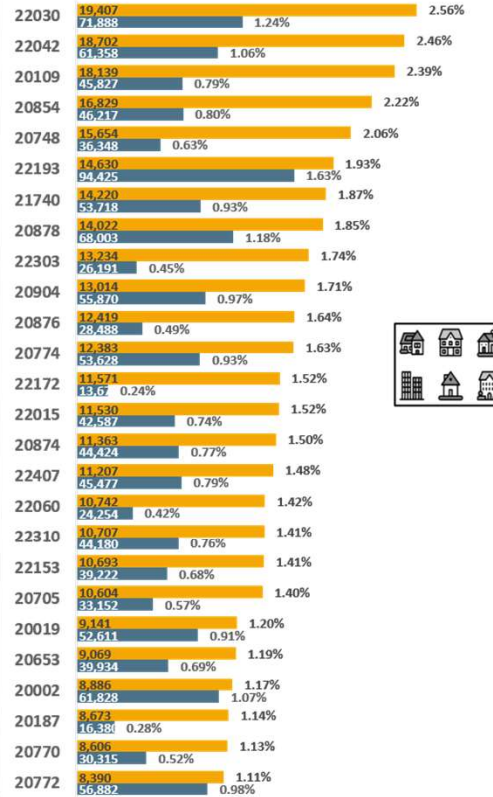
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



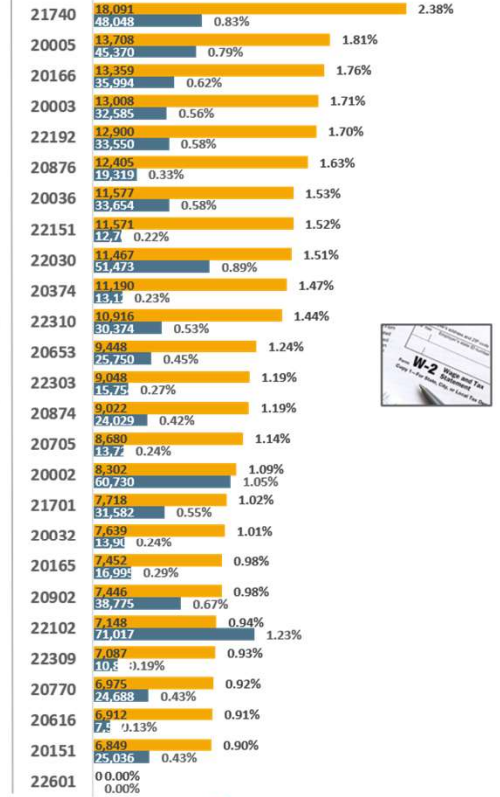
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

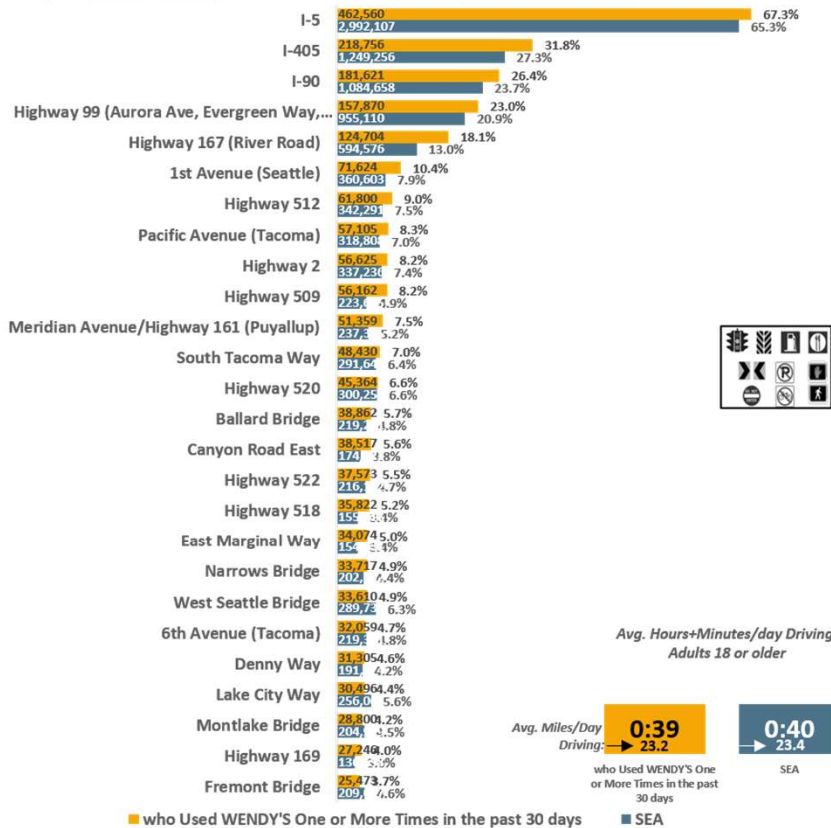


soefa.ai Share of Everything for Anything

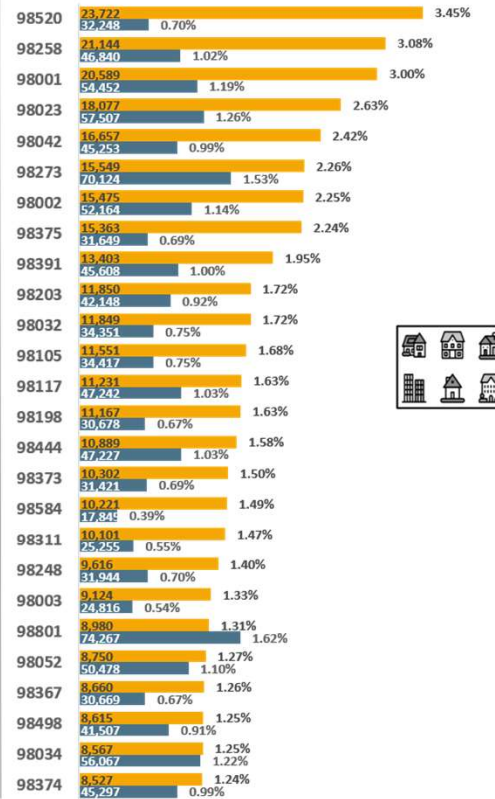


591,907 or 86.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 39.9 minutes per day driving an average of 23.2 miles each day and are 67.4% more likely to use Highway 509 than the Metro average.

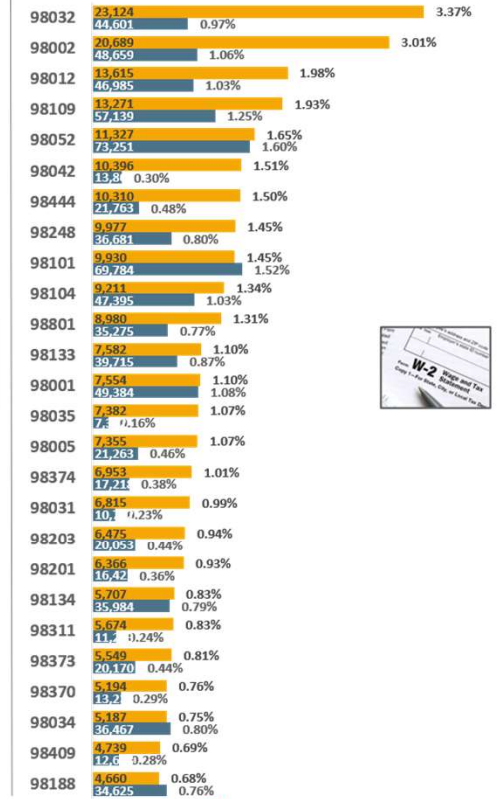
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



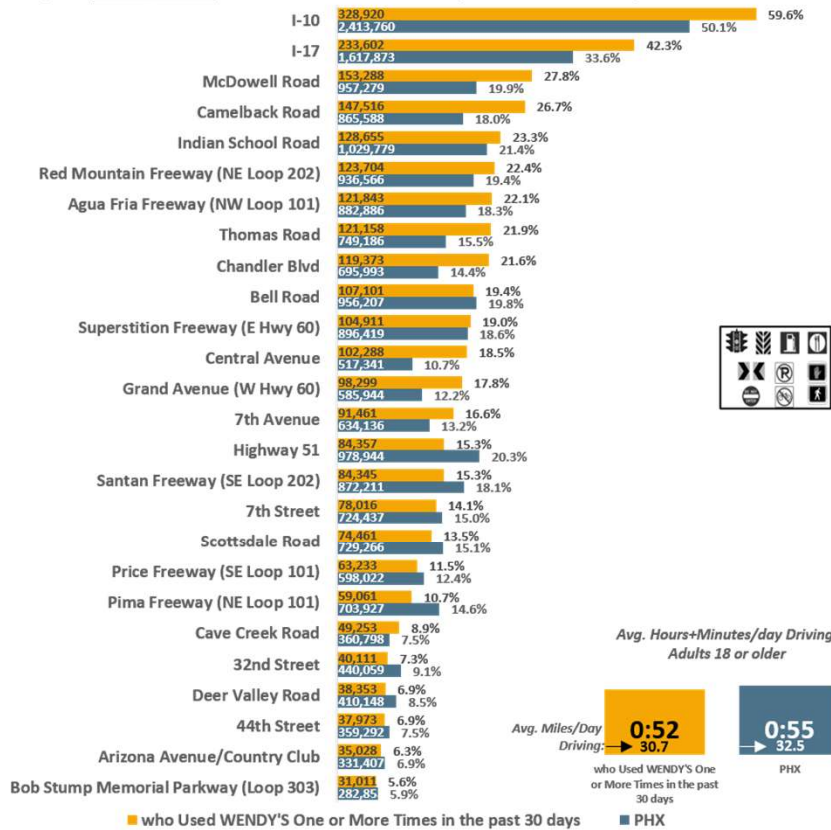
Top-26 Employment Zip Codes: Adults 18 or older



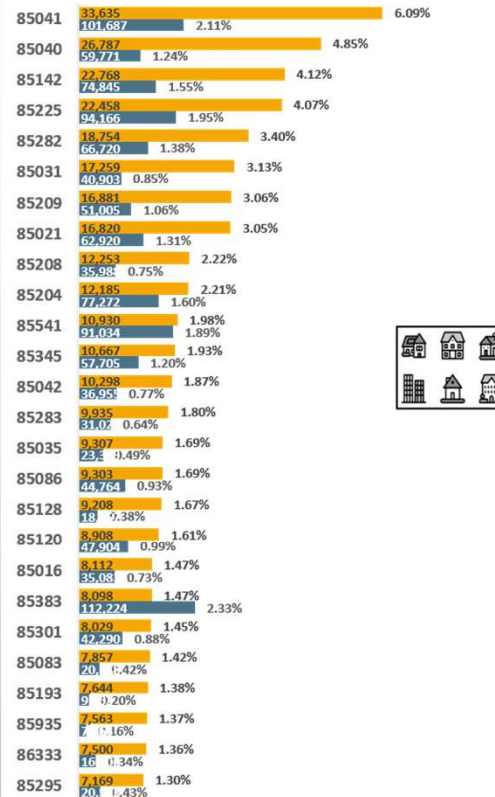


499,245 or 90.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 72.6% more likely to use Central Avenue than the Metro average.

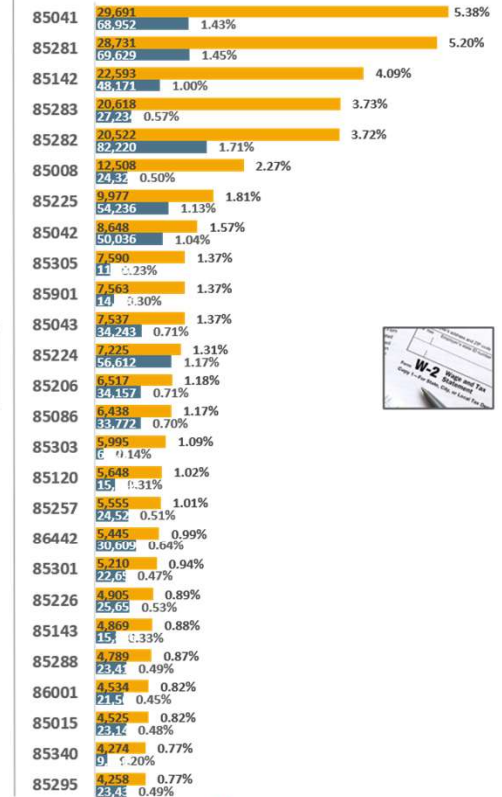
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



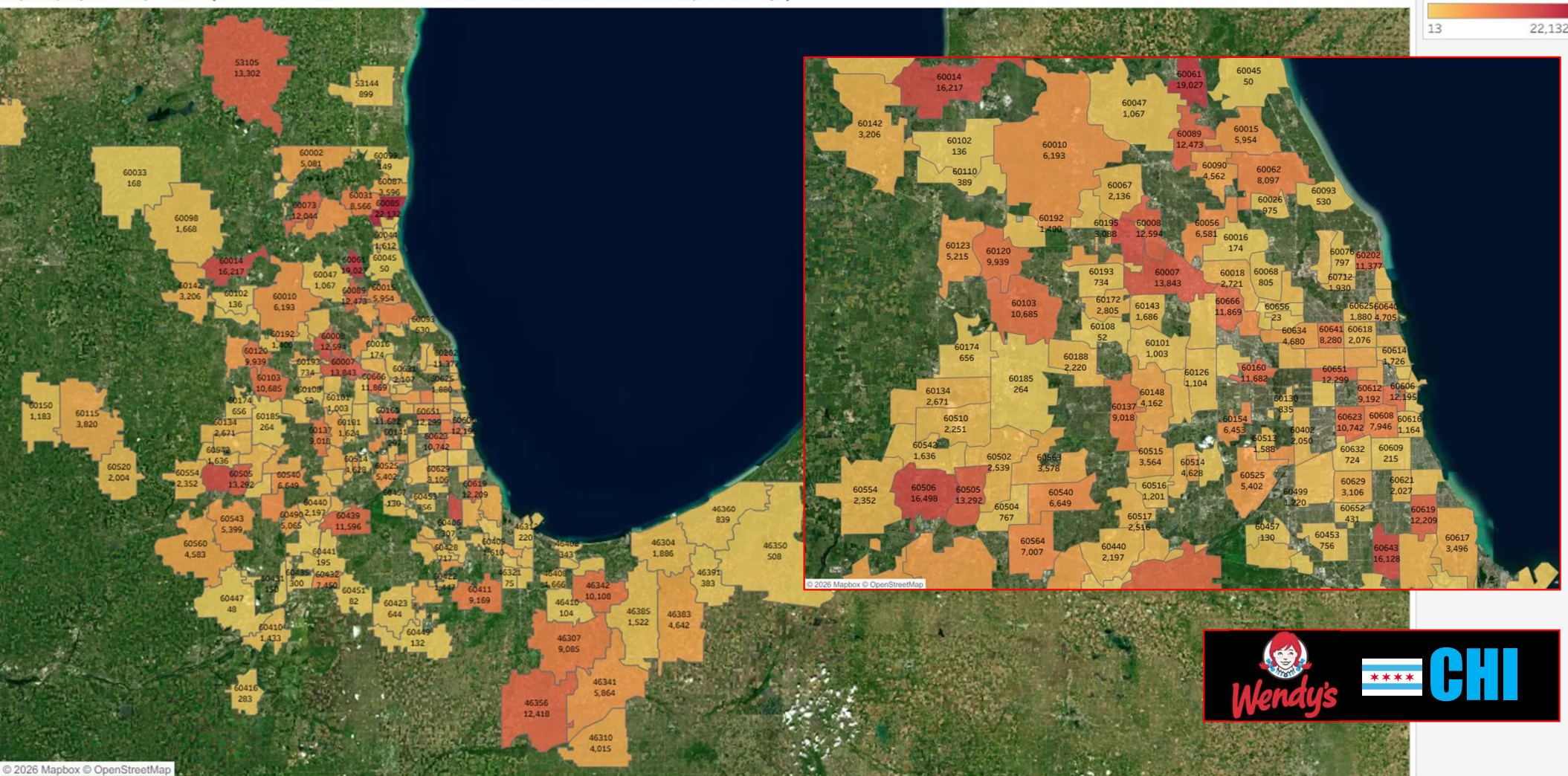
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

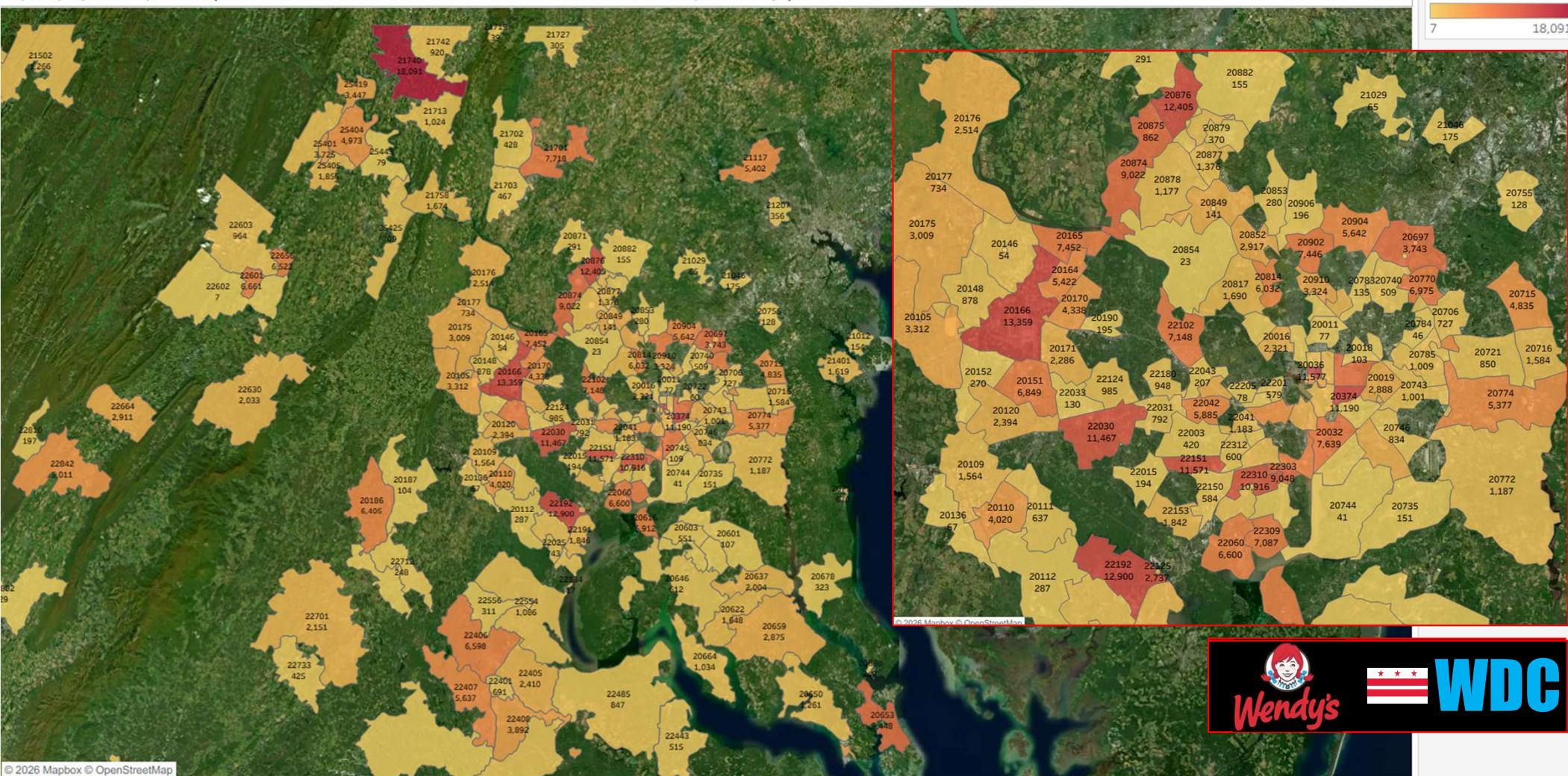


Top Employment Zip Codes: (Adults 18 or older who Used WENDY'S One or More Times in the past 30 days)



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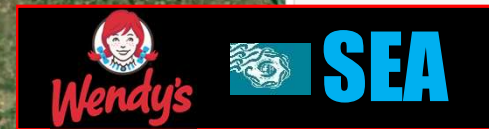
Top Employment Zip Codes: (Adults 18 or older who Used WENDY'S One or More Times in the past 30 days)



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab
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Quick service restaurants used past 30 days: Wendy's

soefa.ai Share of Everything
for Anything .



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1 unknown

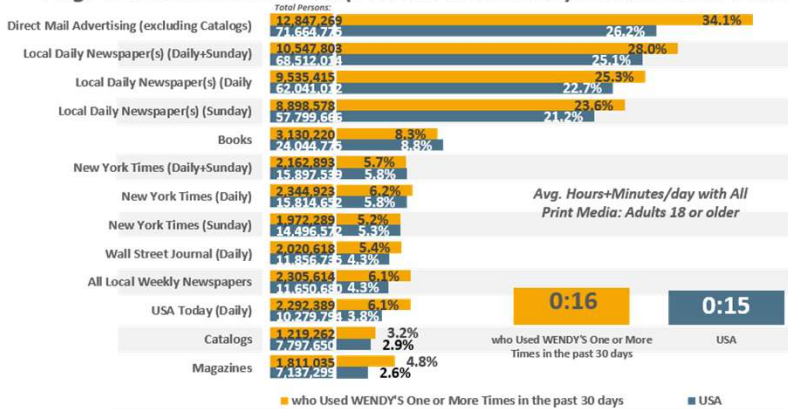


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10,547,803 or 28.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

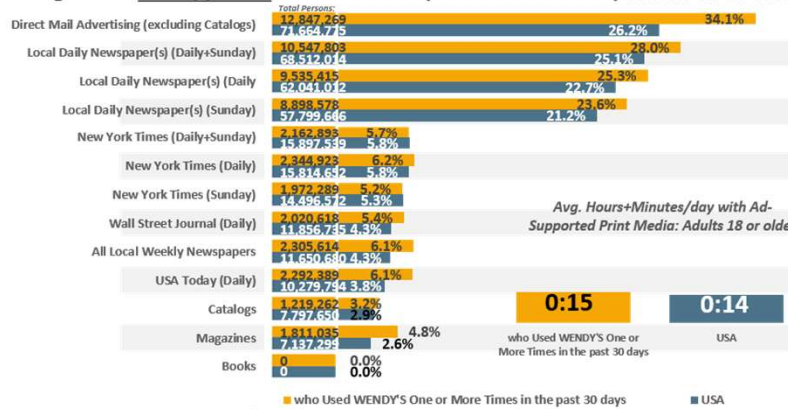
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:16 0:15

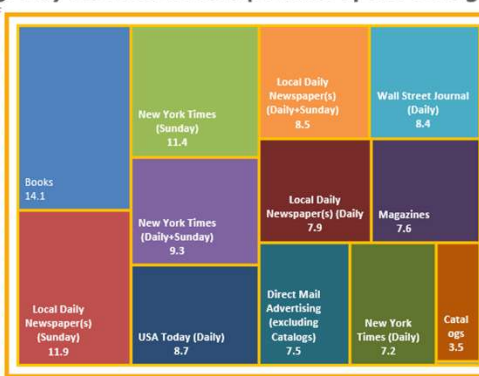
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:15 0:14

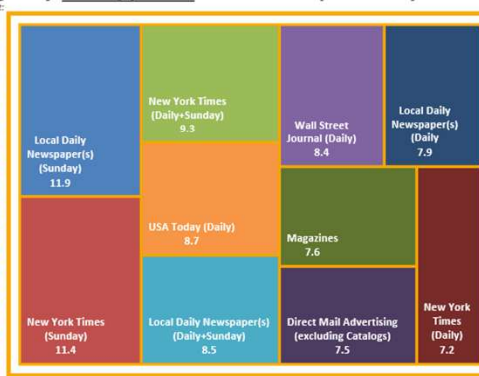
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Used WENDY'S One or More Times in the past 30 days

USA

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



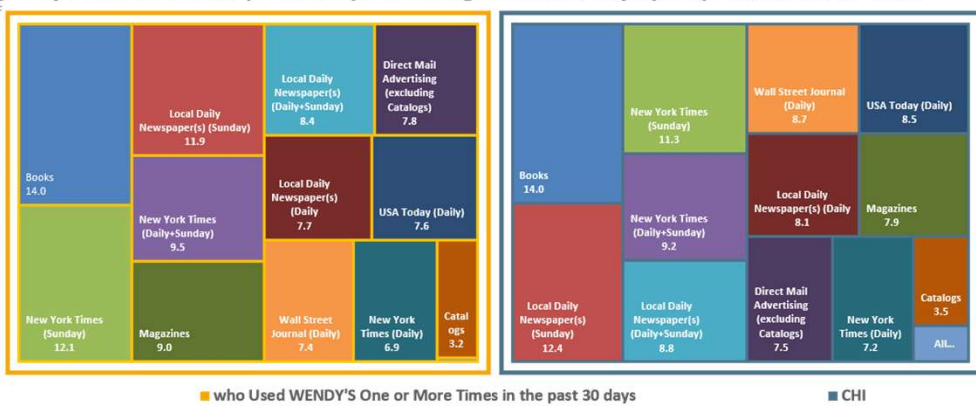
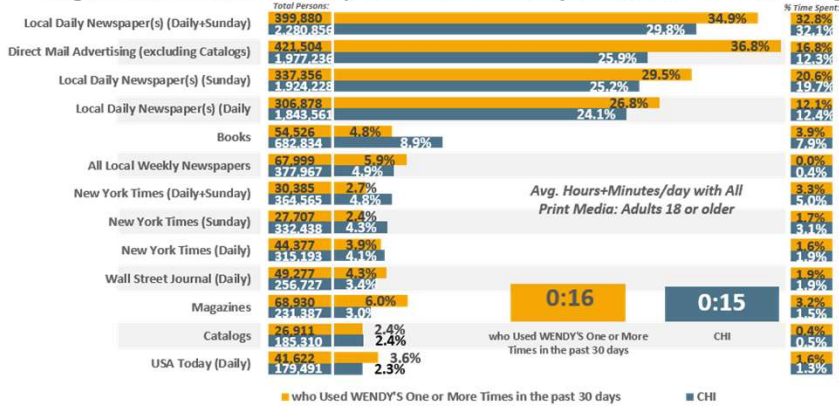
who Used WENDY'S One or More Times in the past 30 days

USA

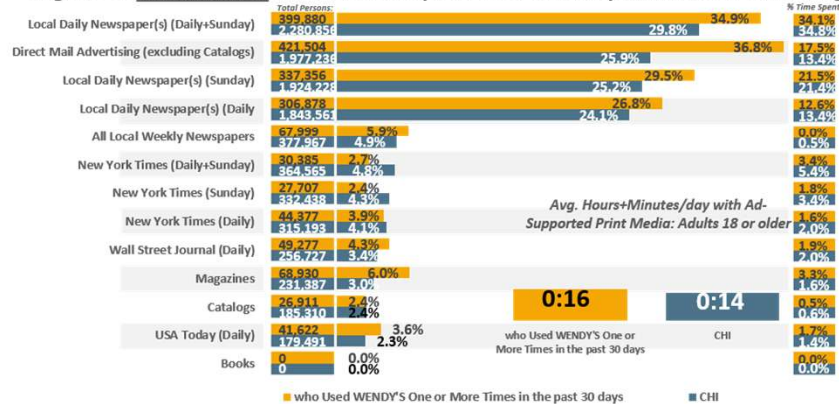


399,880 or 34.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

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



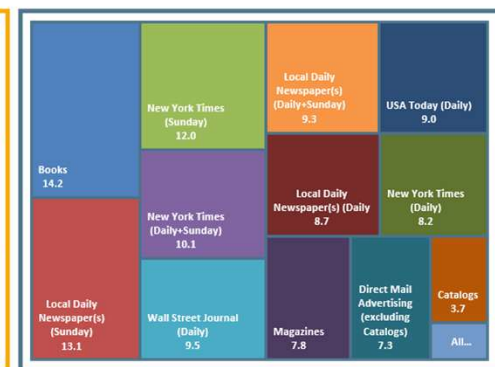
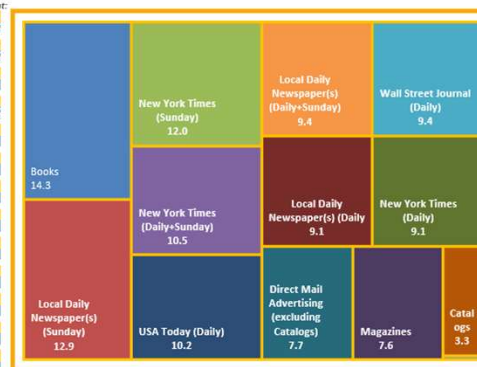
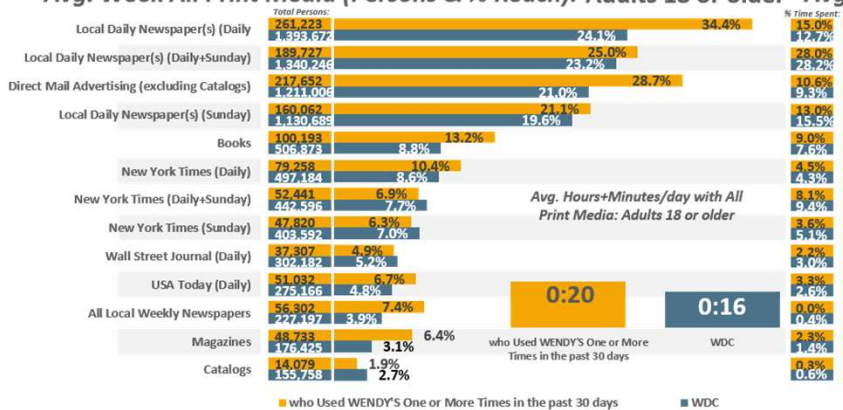
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



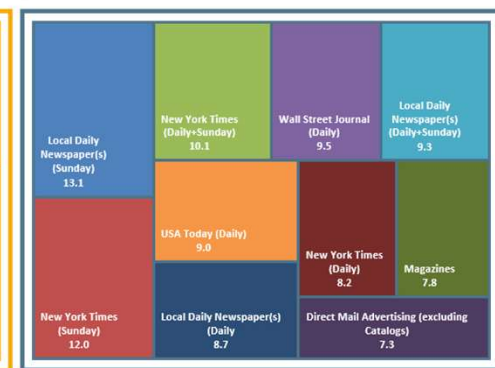
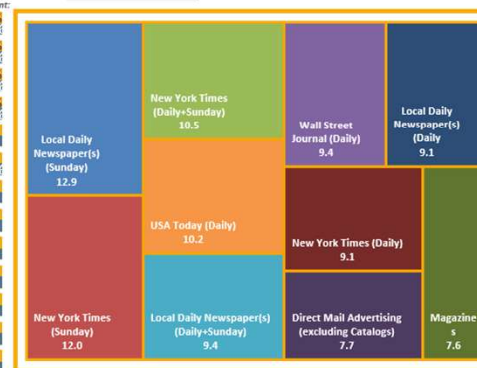
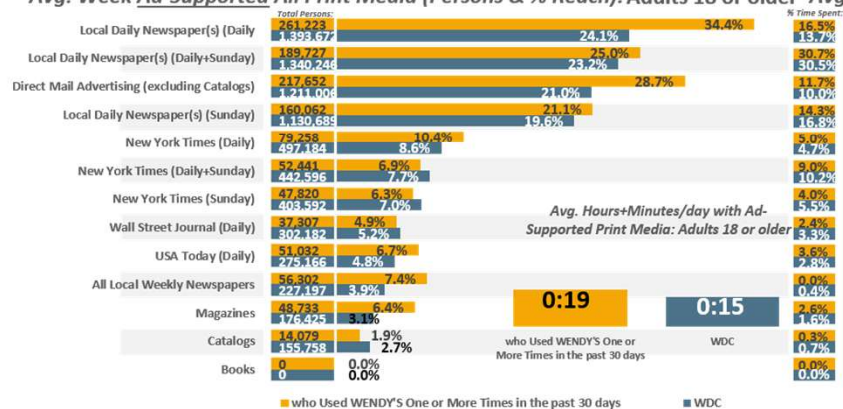


189,727 or 25.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



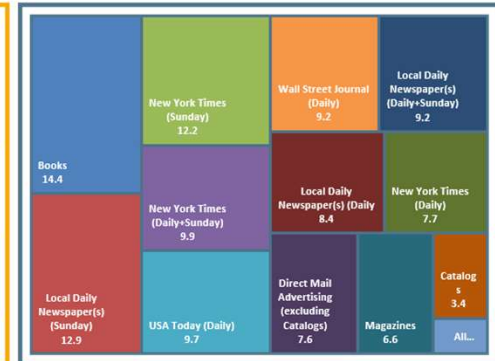
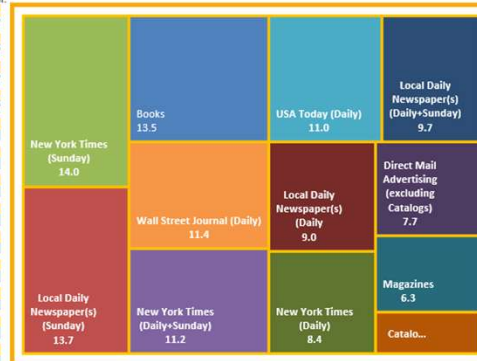
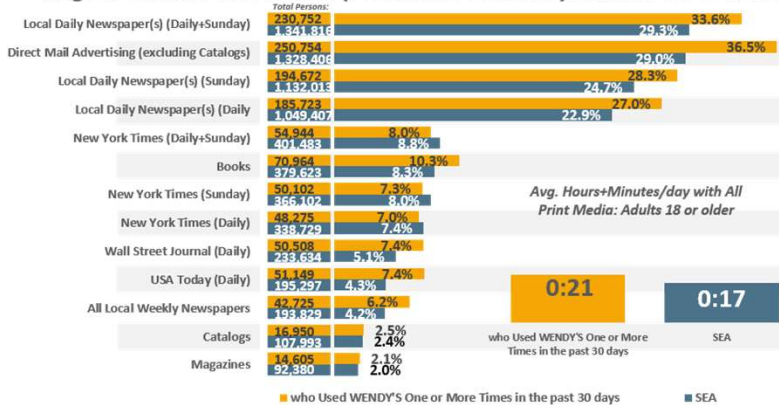
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



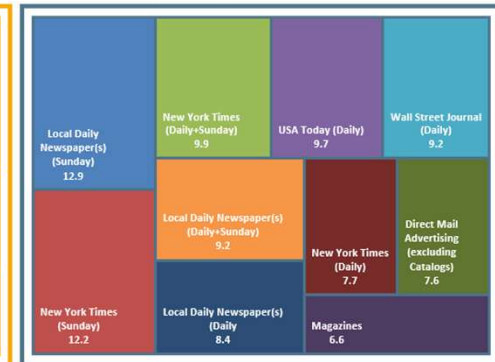
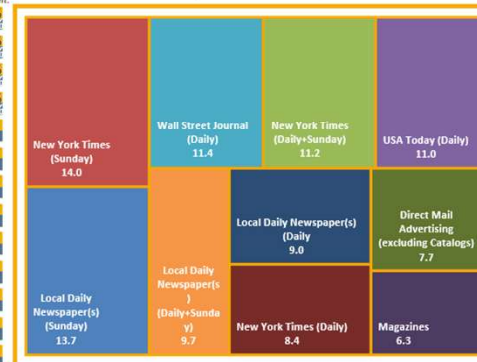
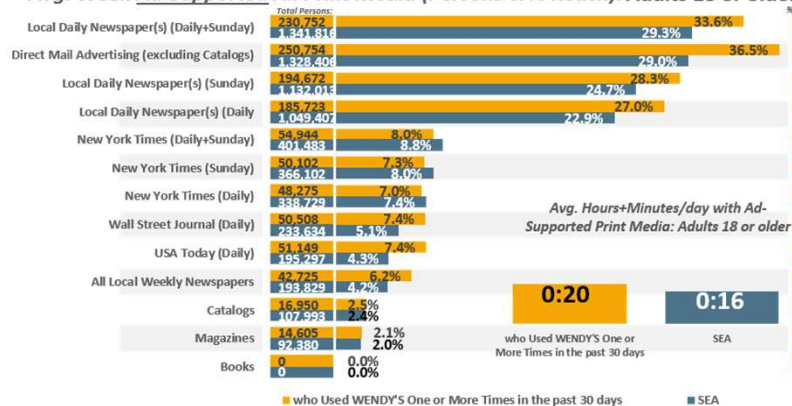


230,752 or 33.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

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



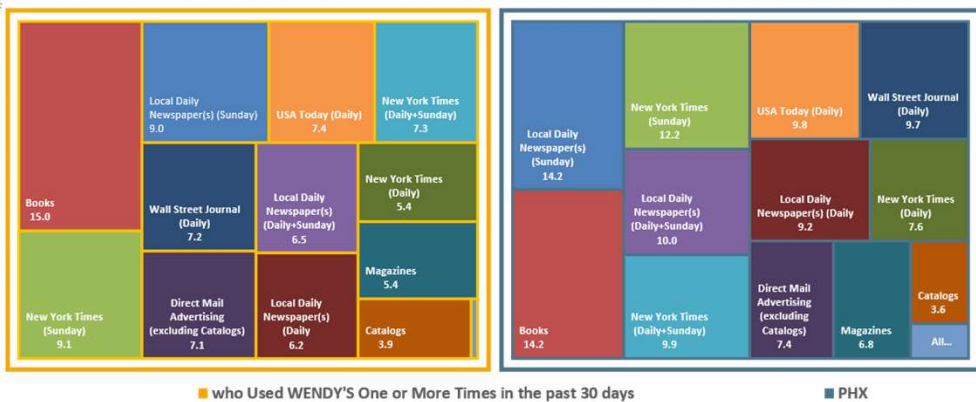
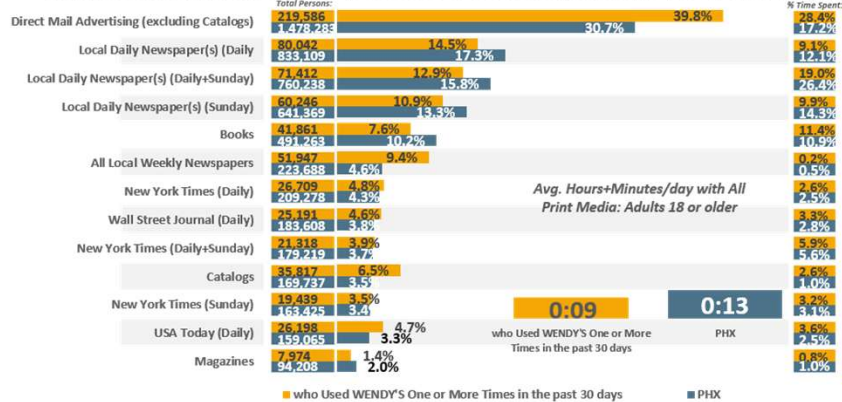
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



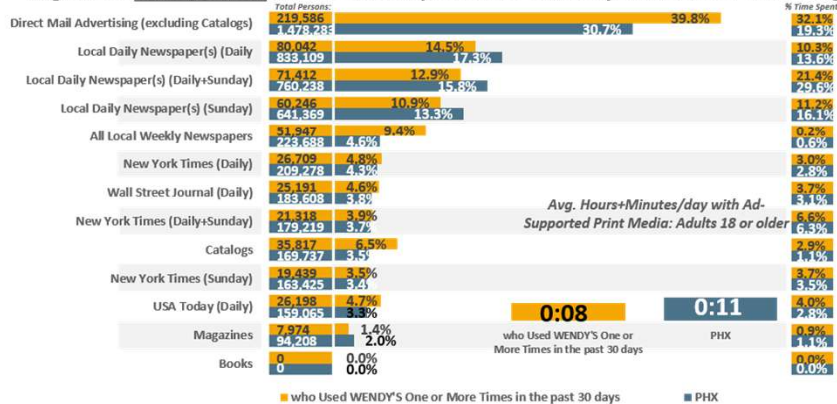


219,586 or 39.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.1 minutes every day representing 32.1% of all time spent daily with All forms of Print Med

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**



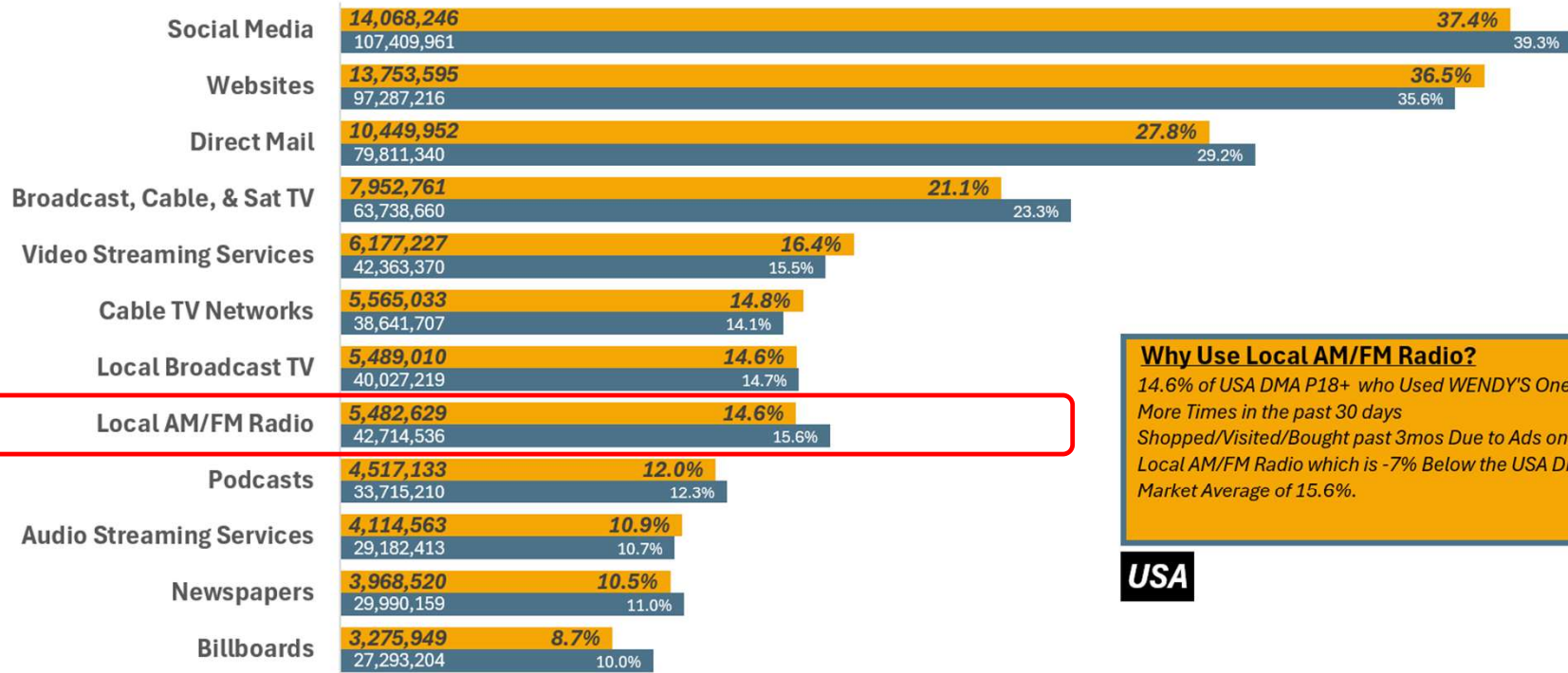
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Used WENDY'S One or More Times in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.6% of USA DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who Used WENDY'S One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

Qual Intab: 3344

USA DMA Scarborough R1 2026: Jan25-Mar26
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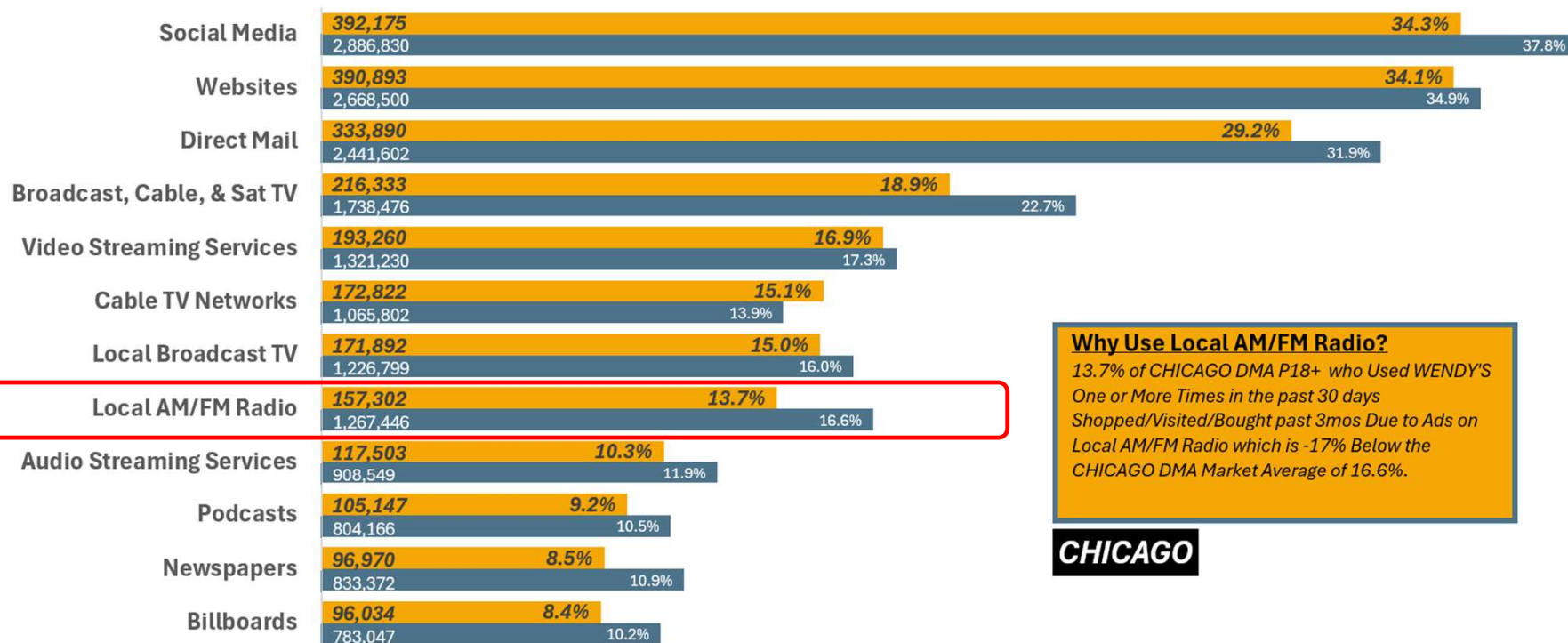
Share of Everything
for Anything ®

Quick service restaurants used past 30 days: Wendy's



"Advertising Actions"

P18+ who Used WENDY'S One or More Times in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.7% of CHICAGO DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Used WENDY'S One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 588
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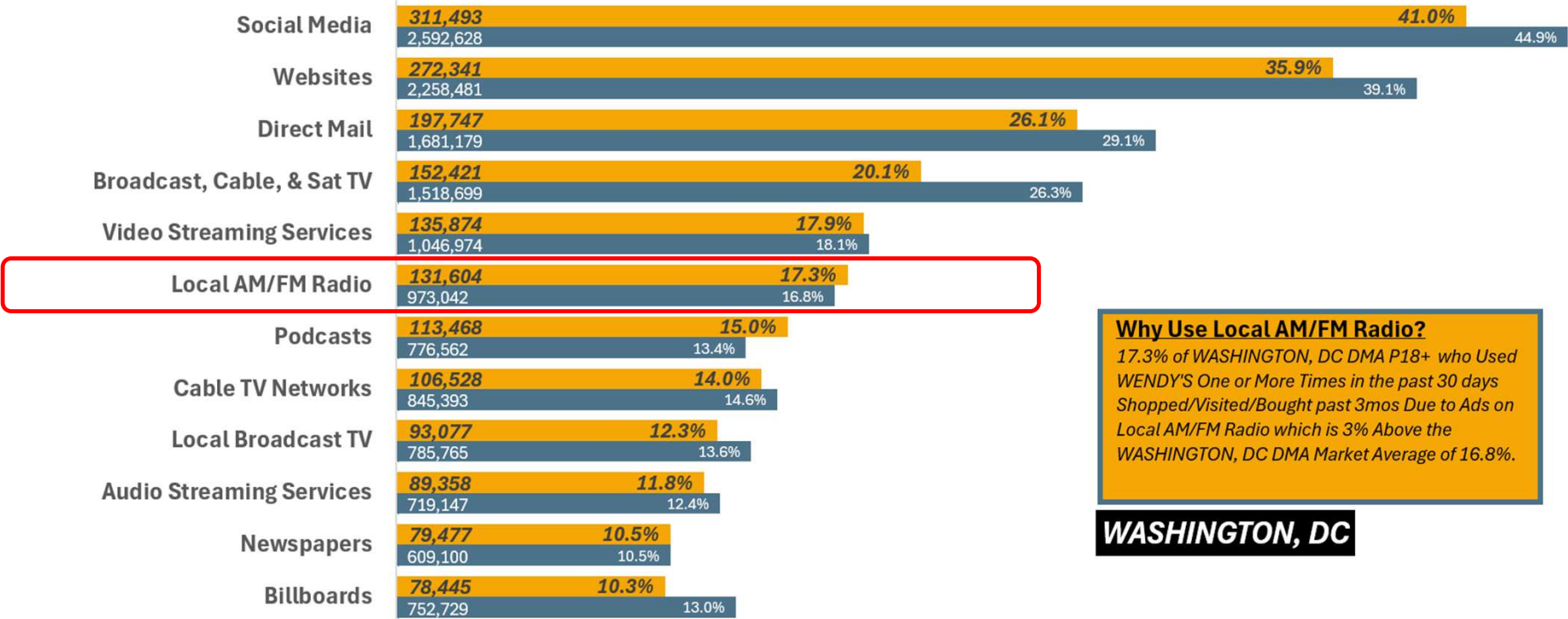
soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Wendy's



"Advertising Actions"

P18+ who Used WENDY'S One or More Times in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
17.3% of WASHINGTON, DC DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

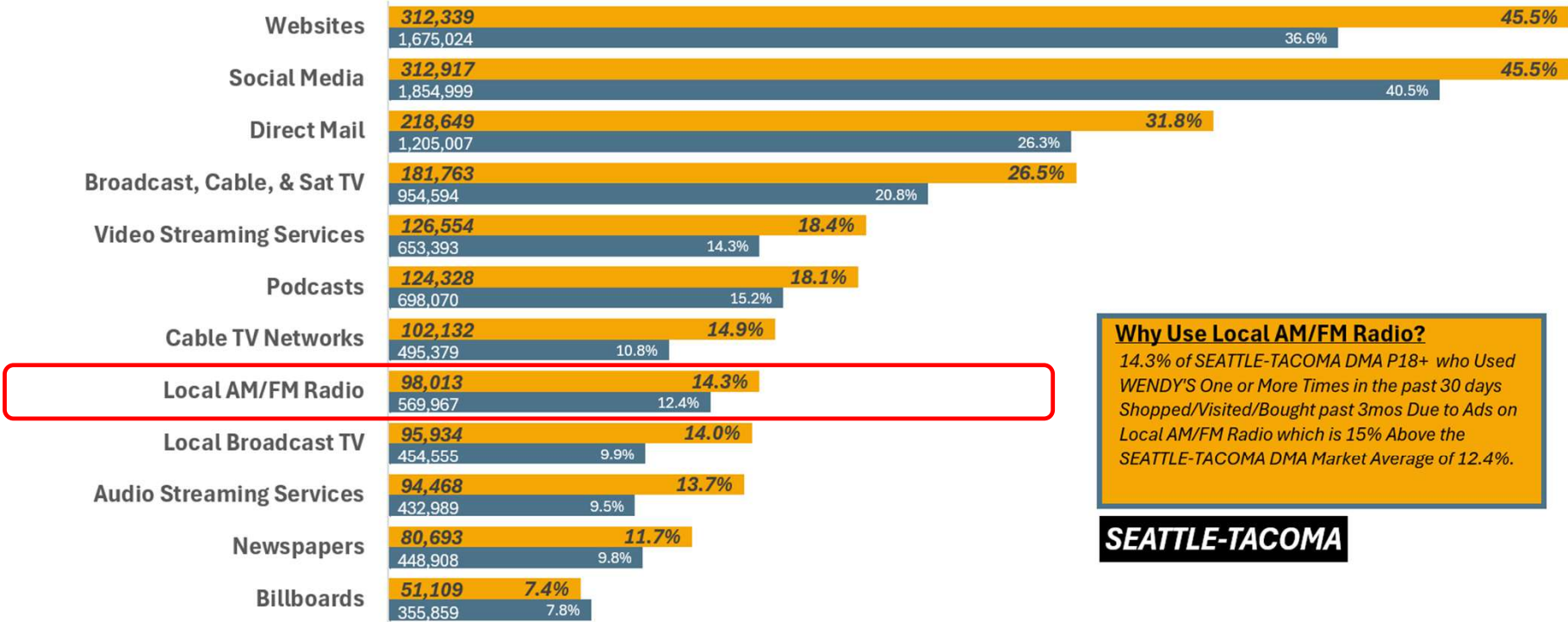
■ P18+ who Used WENDY'S One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 763
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"Advertising Actions"

P18+ who Used WENDY'S One or More Times in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
14.3% of SEATTLE-TACOMA DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

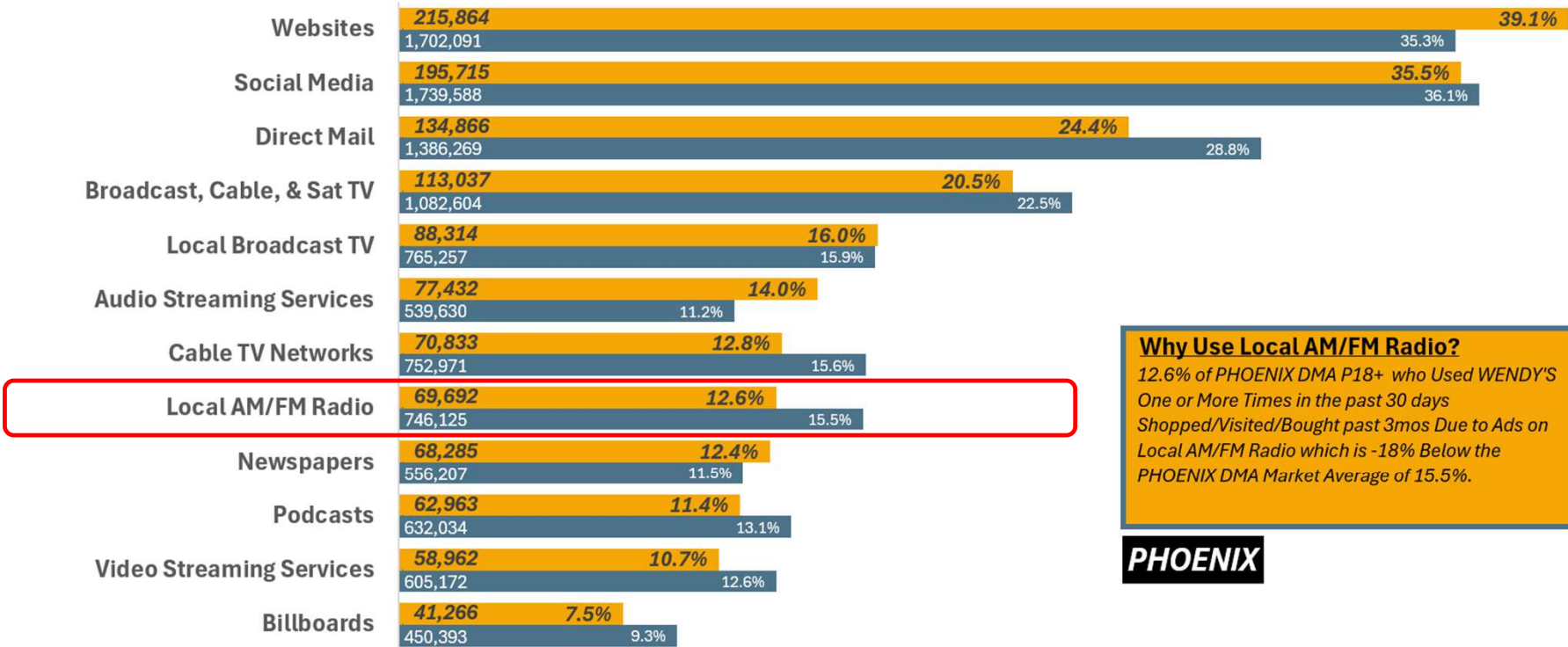
■ P18+ who Used WENDY'S One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 508
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"Advertising Actions"

P18+ who Used WENDY'S One or More Times in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
12.6% of PHOENIX DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Used WENDY'S One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 280
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