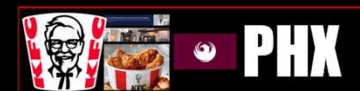
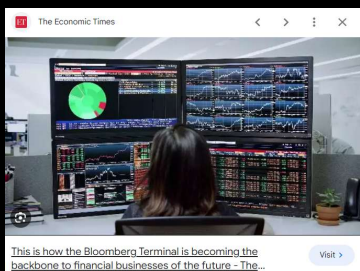


USA+4 DMAs – P18+ who Used KFC One or More Times in the past 30 days!

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 KFC One or More Times in the past 30 days as of March 31, 2026.**



Vanguard BlackRock

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: KFC



6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 50.2 years old (2.9% older than average) and have a \$98,616 (15.9% lower than average) annual household income.

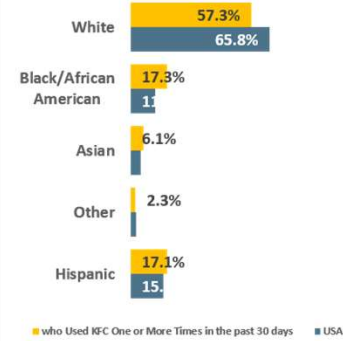
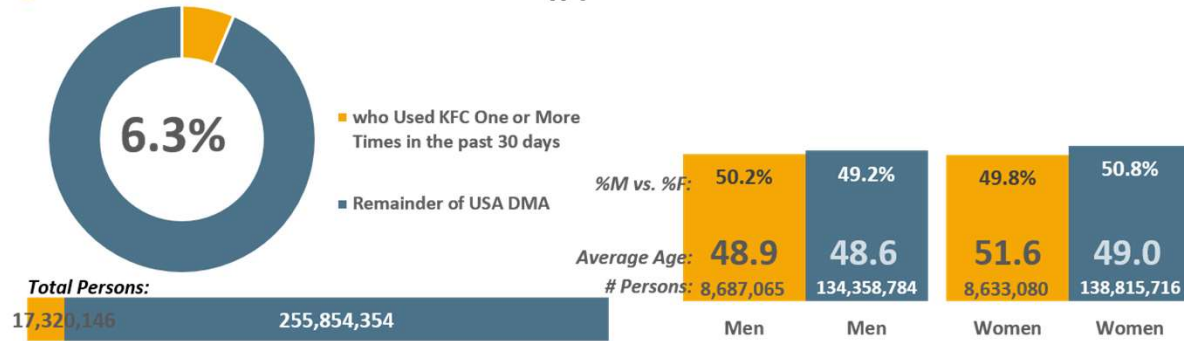


Percent of Market: Adults 18 or older

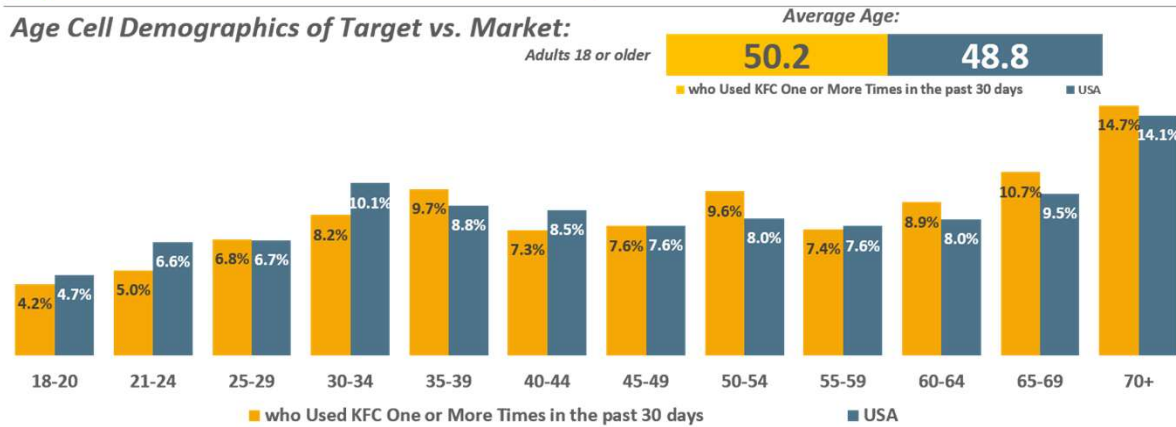


Gender of Target vs. Market: Adults 18 or older

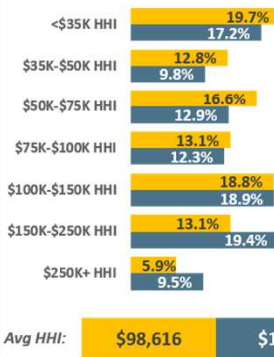
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: KFC



7.2% or 549,086 of CHI DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 50.4 years old (4.2% older than average) and have a \$86,129 (23.5% lower than average) annual household income.

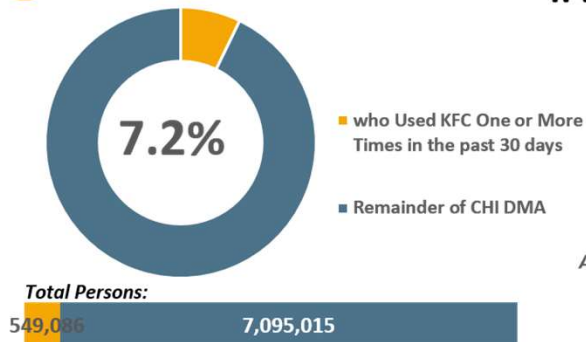


Percent of Market: Adults 18 or older

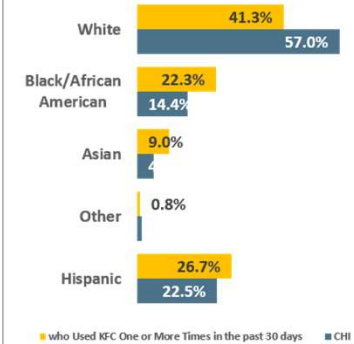


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



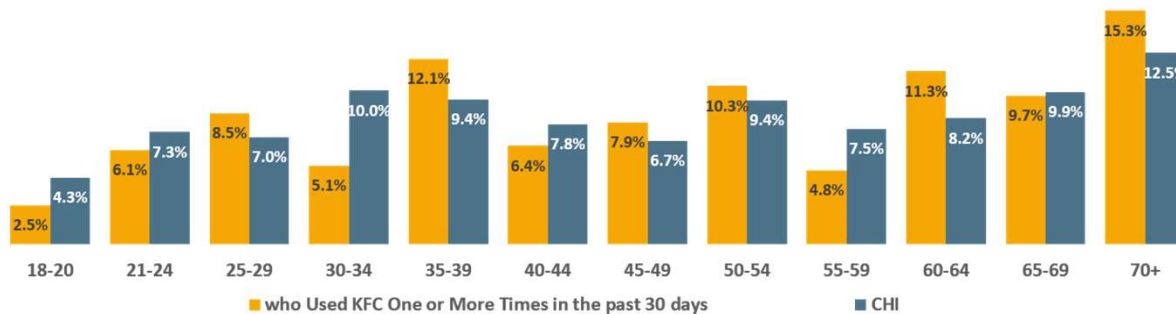
%M vs. %F:	49.7%	48.8%	50.3%	51.2%
Average Age:	47.9	48.6	53.2	48.2
# Persons:	273,131	3,726,882	275,955	3,917,219
	Men	Men	Women	Women



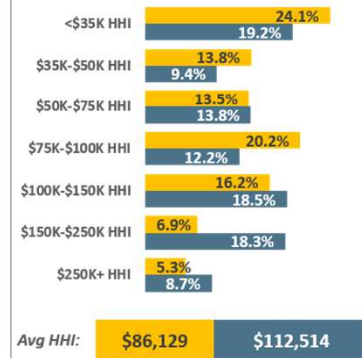
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:





4.9% or 281,538 of WDC DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 52.5 years old (9.5% older than average) and have a \$114,285 (18.% lower than average) annual household income.

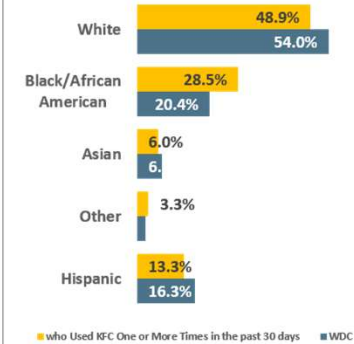
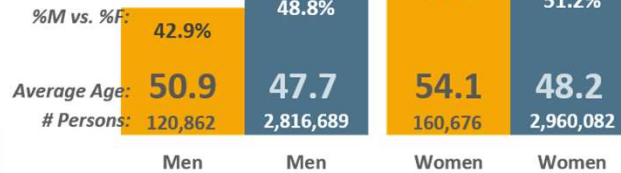
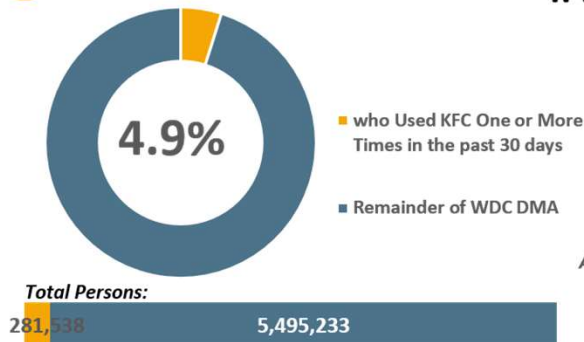


Percent of Market: Adults 18 or older



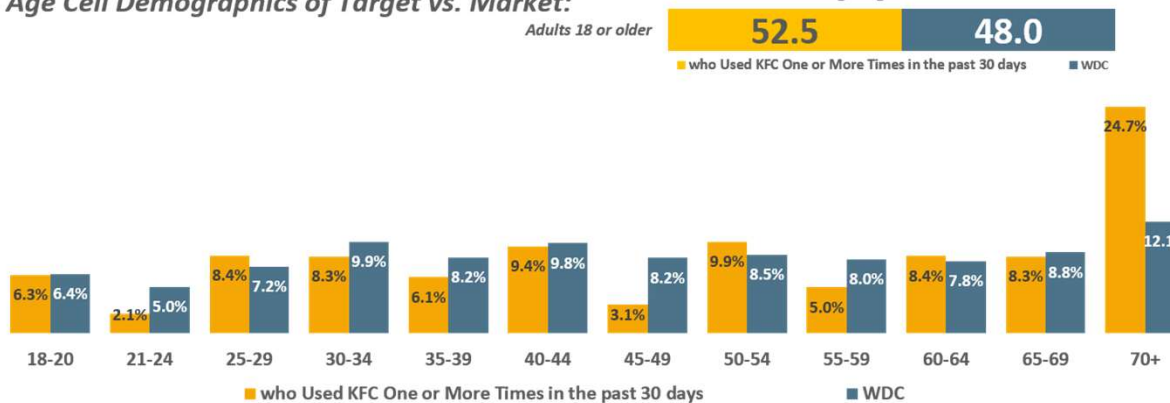
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

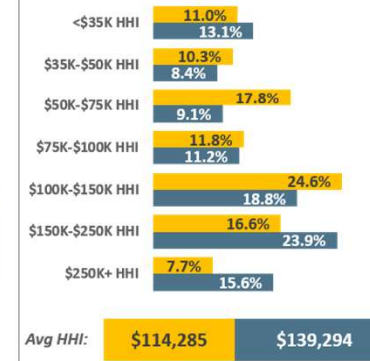


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





6.5% or 299,692 of SEA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 47.7 years old (1.1% younger than average) and have a \$122,363 (4.9% lower than average) annual household income.

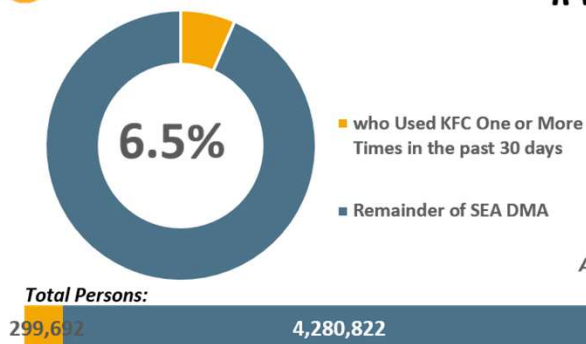


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

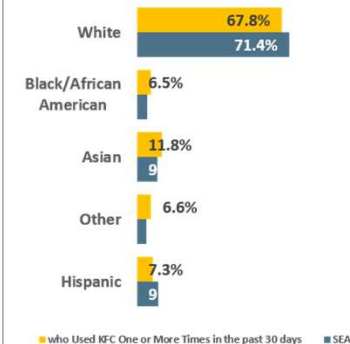
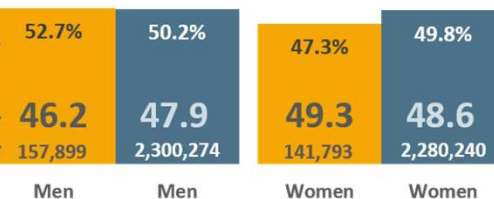
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

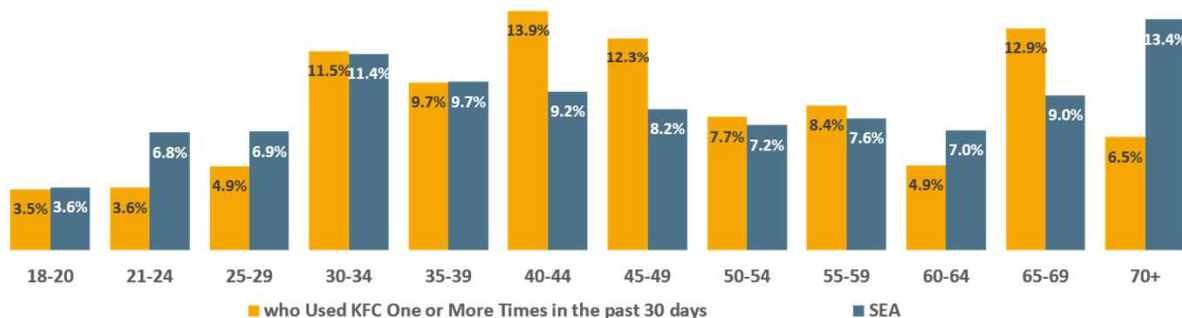
Persons:



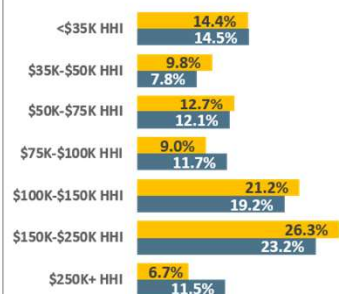
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI: \$122,363 (KFC users) / \$128,694 (SEA DMA)



5.4% or 257,956 of PHX DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 45.5 years old (7.1% younger than average) and have a \$98,015 (8.5% lower than average) annual household income.

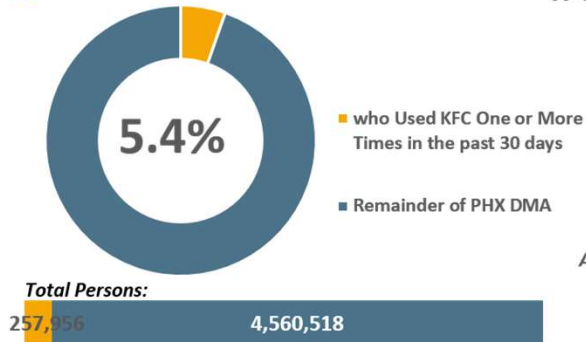


Percent of Market: Adults 18 or older

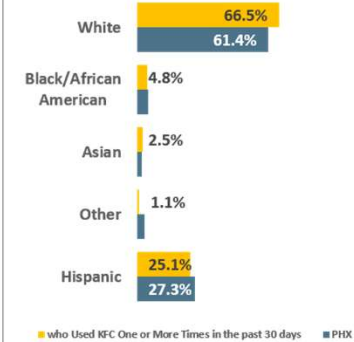


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

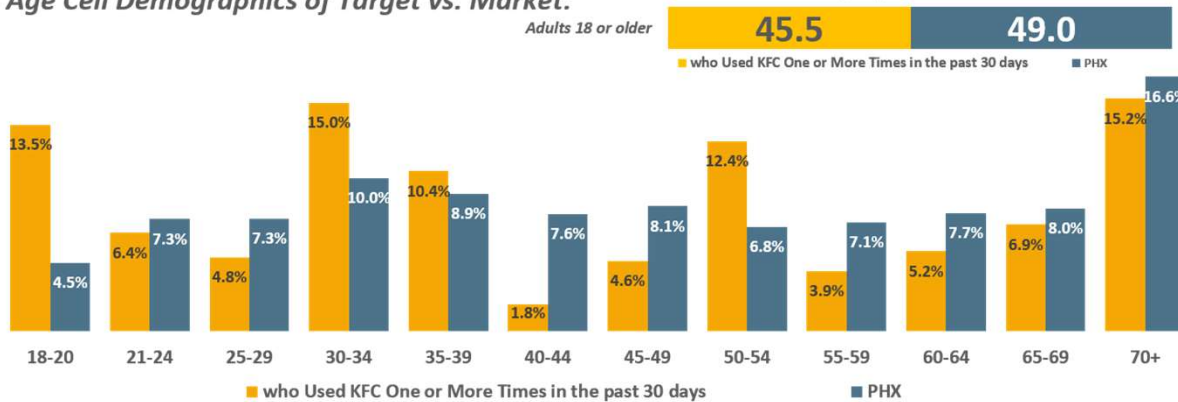


%M vs. %F	Men	Men	Women	Women
	50.3%	49.5%	49.7%	50.5%
Average Age:	45.0	48.2	45.9	49.7
# Persons:	129,783	2,386,757	128,173	2,431,717

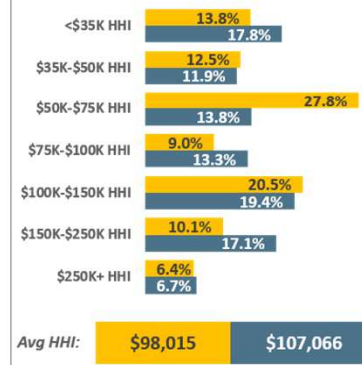


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

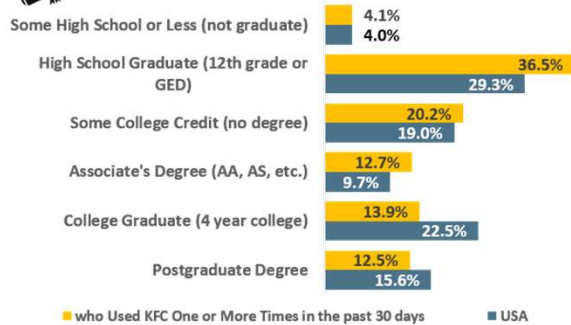




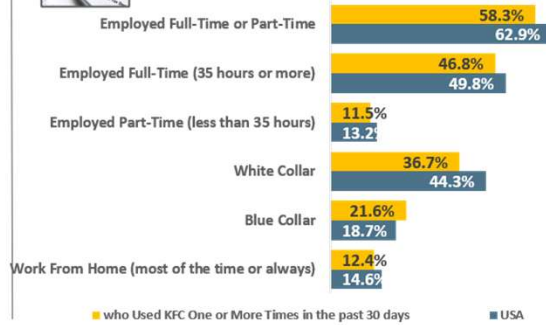
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 30.6% less likely to be a college graduate, 5.9% less likely to work full-time, 5.7% less likely to be married, 12.5% more likely to be a parent of 1 or more children under 18.



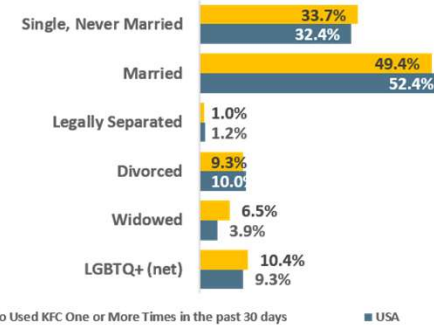
Education Levels: Adults 18 or older



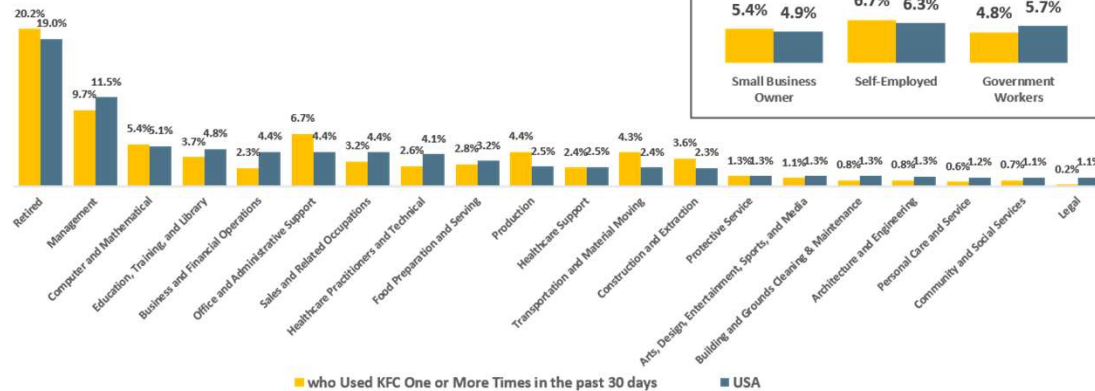
Employment: Adults 18 or older



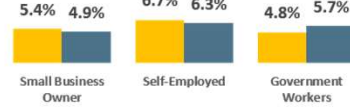
Marital Status: Adults 18 or older



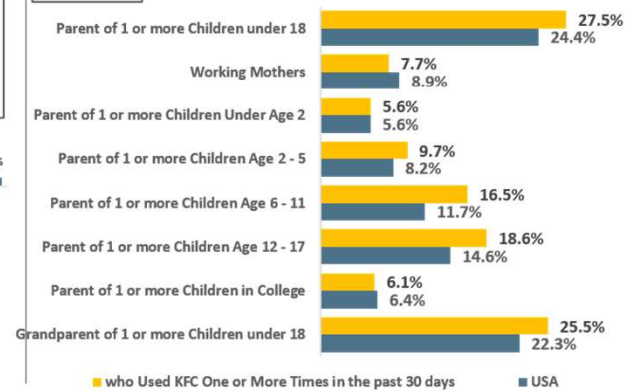
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



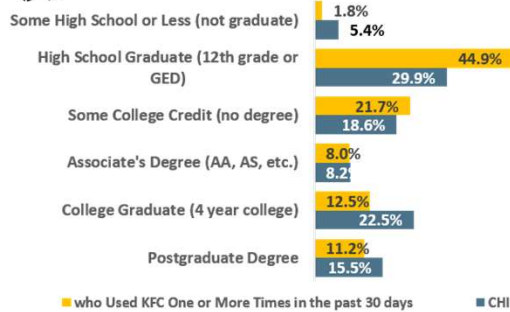
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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Quick service restaurants used past 30 days: KFC

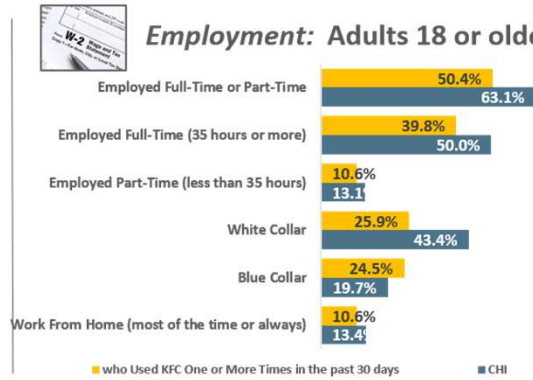


7.2% or 549,086 of CHI DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 37.5% less likely to be a college graduate, 20.4% less likely to work full-time, 10.1% less likely to be married, 18.3% more likely to be a parent of 1 or more children under 18.

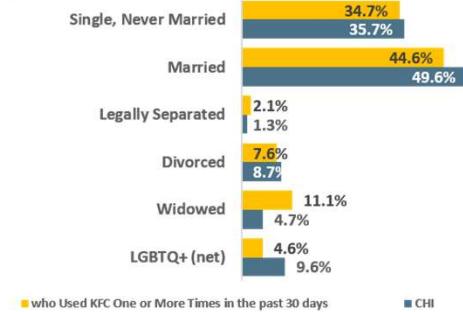
Education Levels: Adults 18 or older



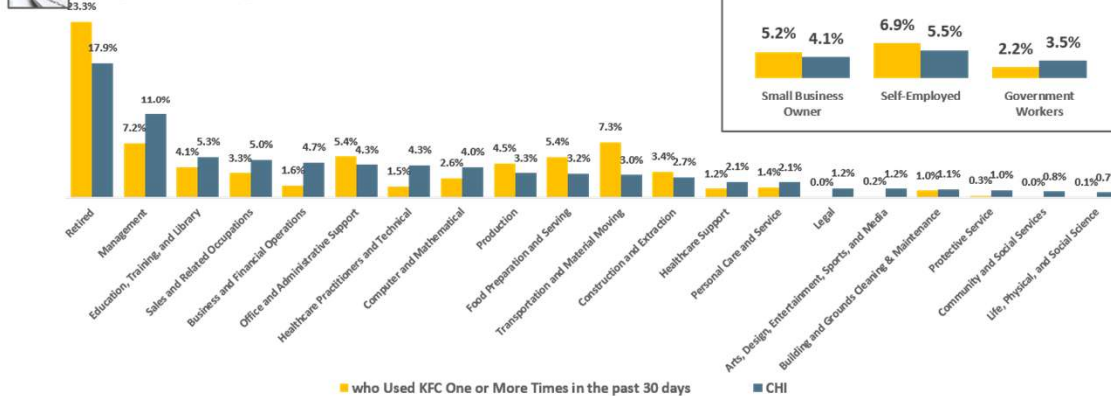
Employment: Adults 18 or older



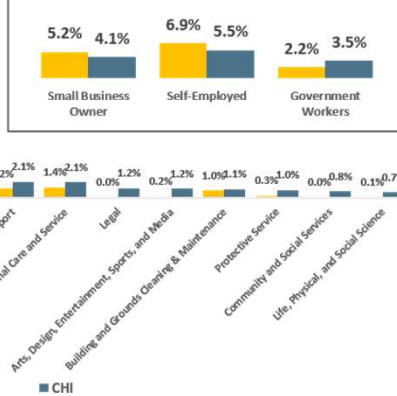
Marital Status: Adults 18 or older



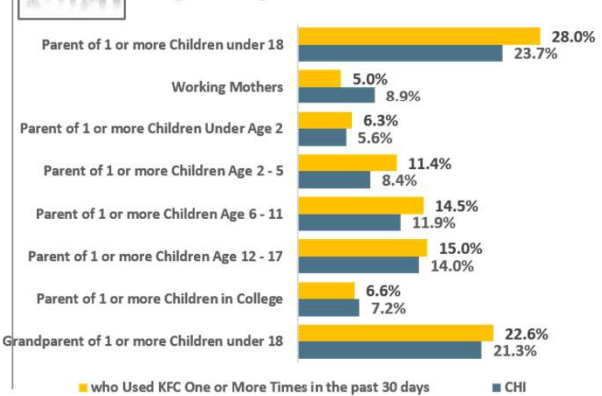
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



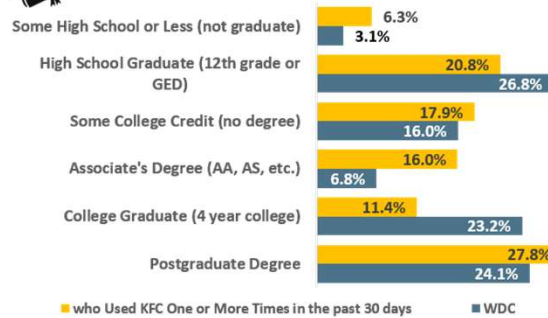
Stage in Life: Adults 18 or older



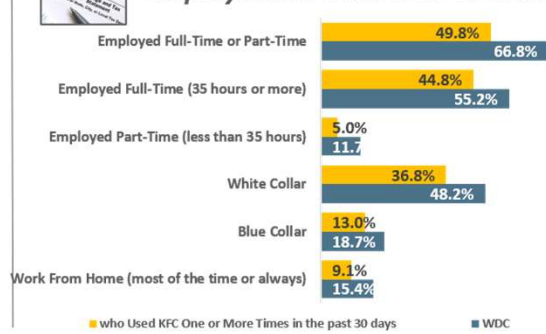


4.9% or 281,538 of WDC DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 17.3% less likely to be a college graduate, 18.9% less likely to work full-time, 2.7% less likely to be married, 17.9% less likely to be a parent of 1 or more children under 18.

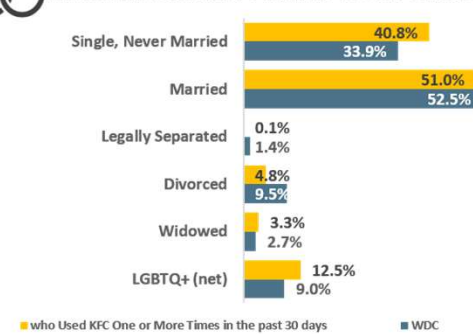
Education Levels: Adults 18 or older



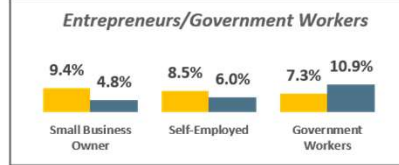
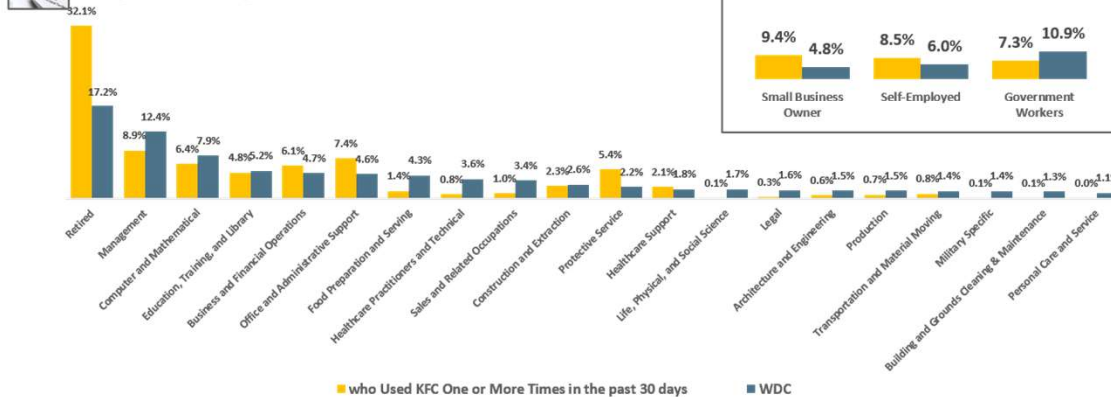
Employment: Adults 18 or older



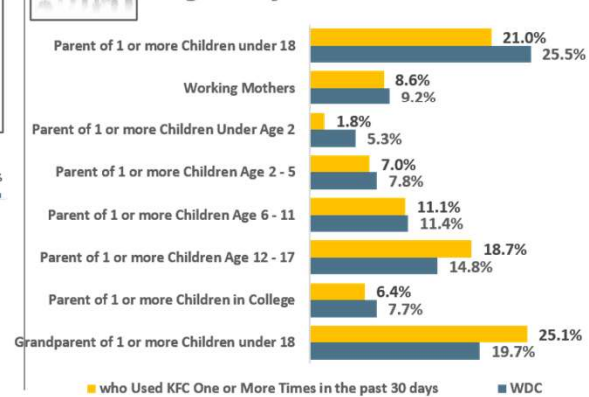
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

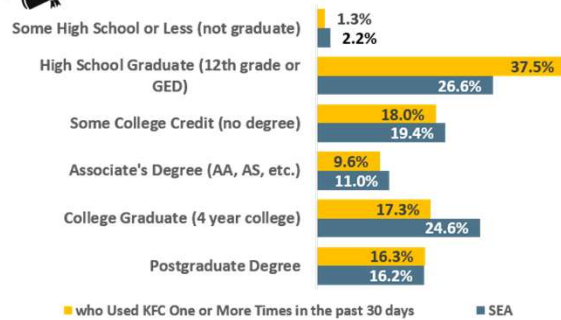




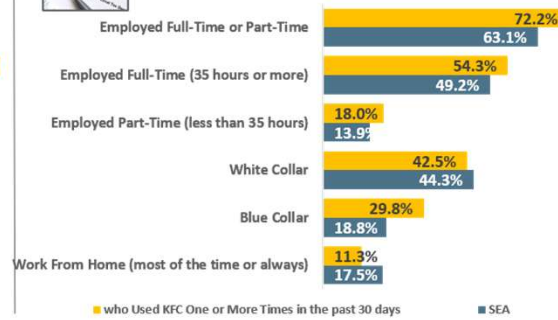
6.5% or 299,692 of SEA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 17.8% less likely to be a college graduate, 10.3% more likely to work full-time, 13.1% more likely to be married, 47.5% more likely to be a parent of 1 or more children under 18.



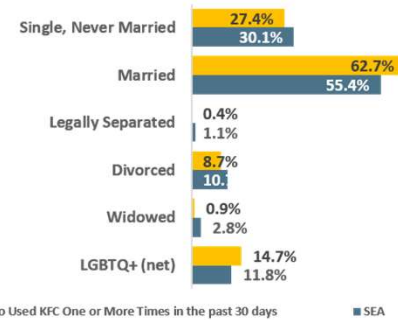
Education Levels: Adults 18 or older



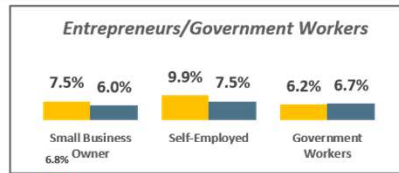
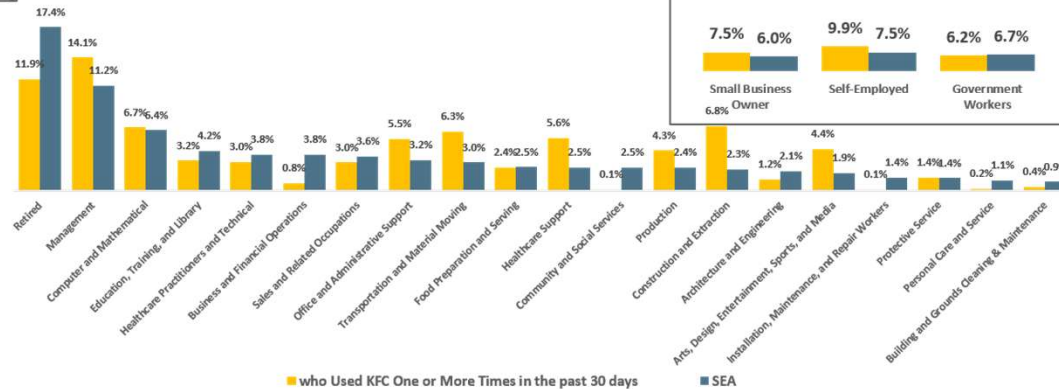
Employment: Adults 18 or older



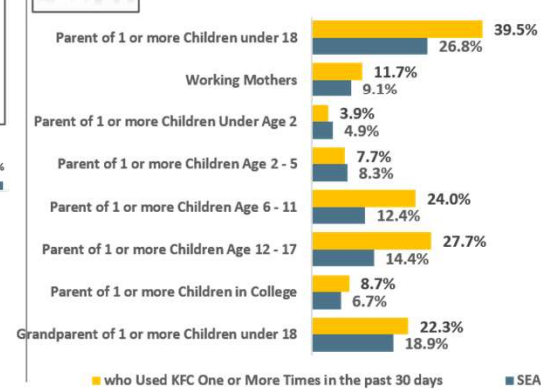
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



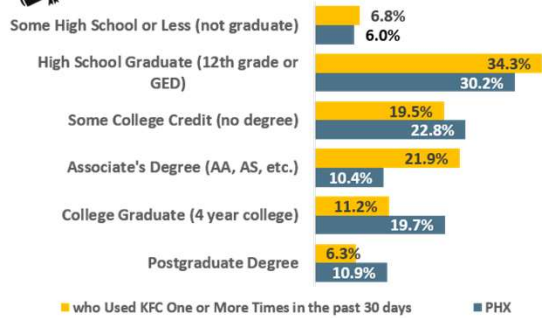
Stage in Life: Adults 18 or older



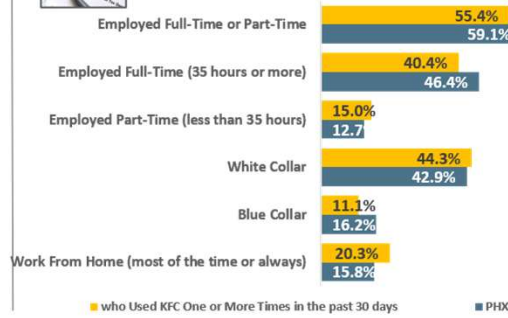


5.4% or 257,956 of PHX DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 42.8% less likely to be a college graduate, 13.% less likely to work full-time, 7.8% less likely to be married, 7.2% less likely to be a parent of 1 or more children under 18.

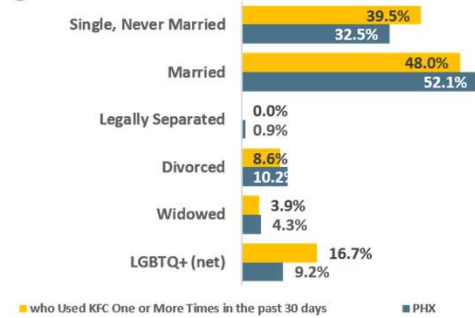
Education Levels: Adults 18 or older



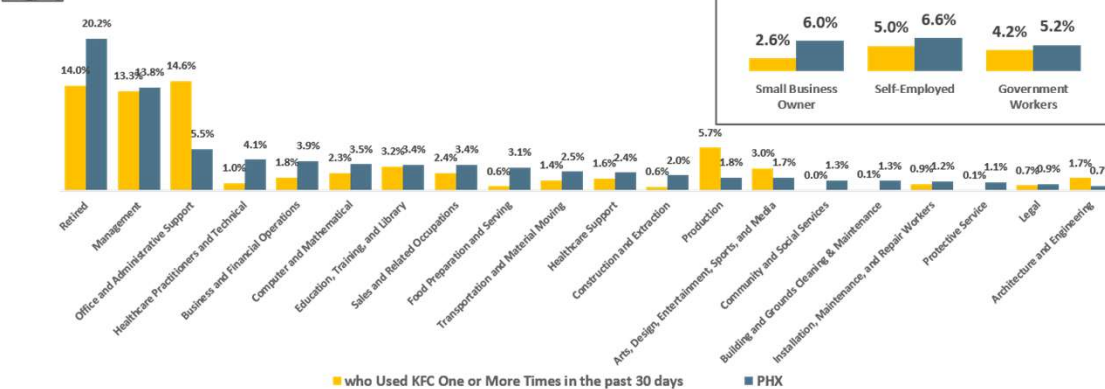
Employment: Adults 18 or older



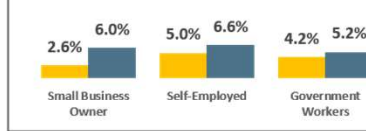
Marital Status: Adults 18 or older



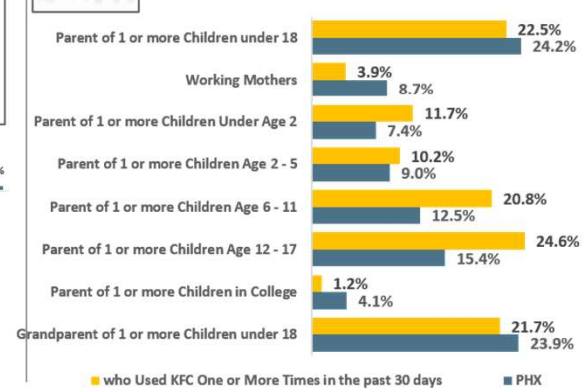
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

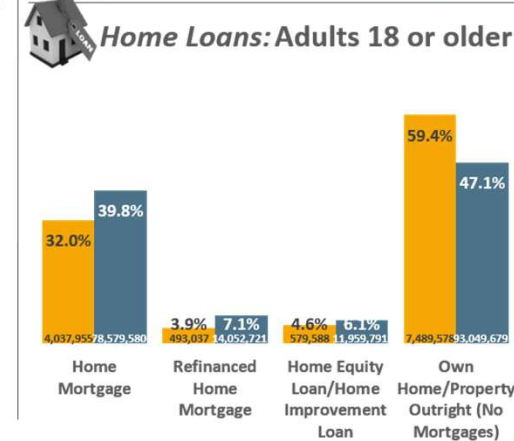
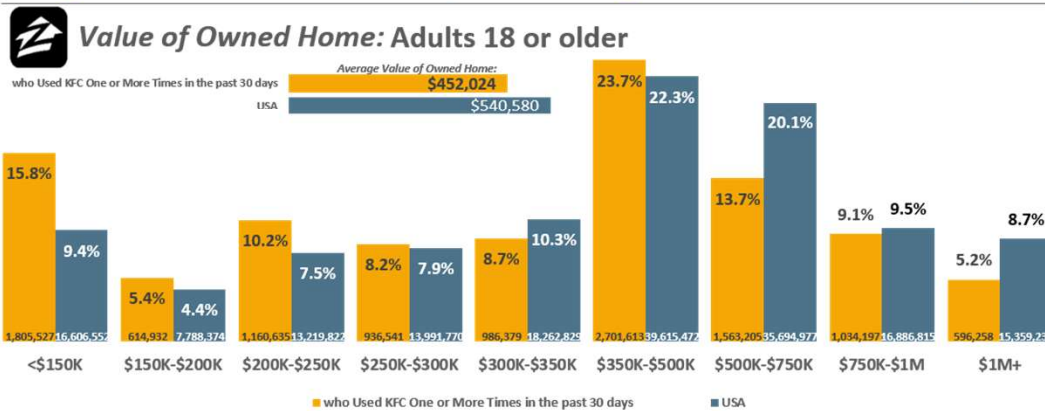
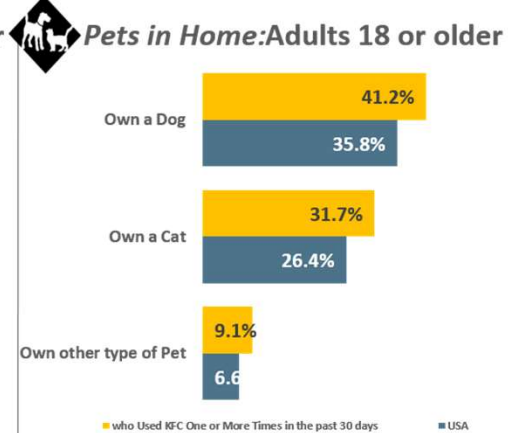
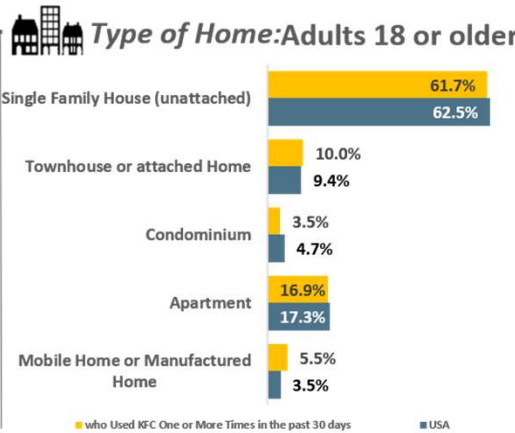
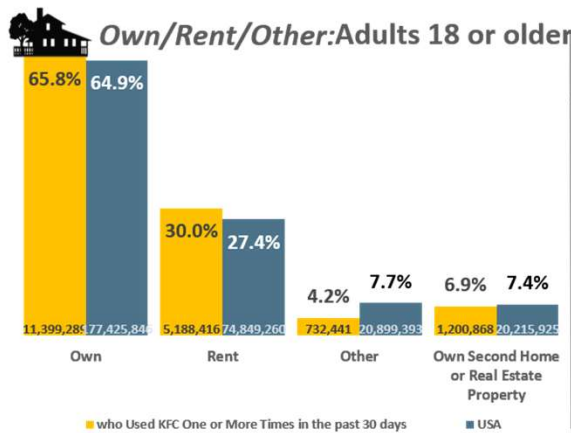


Stage in Life: Adults 18 or older





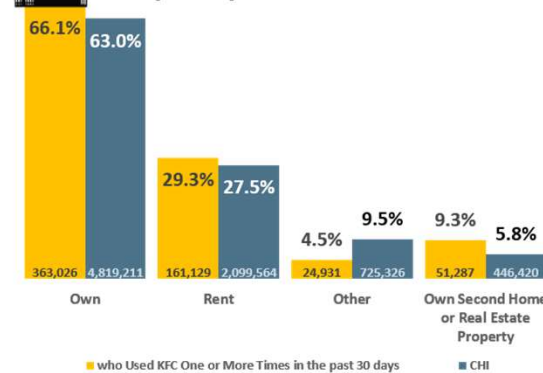
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 1.3% more likely to own their home, 16.4% more likely to own a lower valued home, 1.2% less likely to have a single-family home, 14.9% more likely to have a dog.



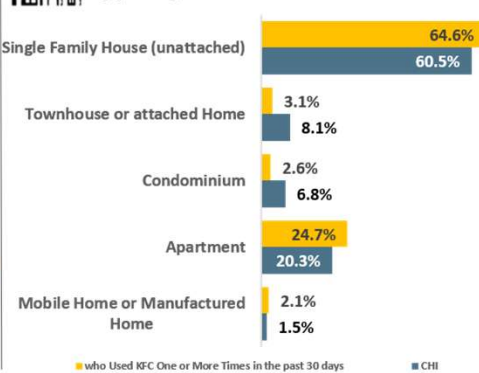


7.2% or 549,086 of CHI DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 4.9% more likely to own their home, 8.1% more likely to own a lower valued home, 6.7% more likely to have a single-family home, 15.4% less likely to have a dog.

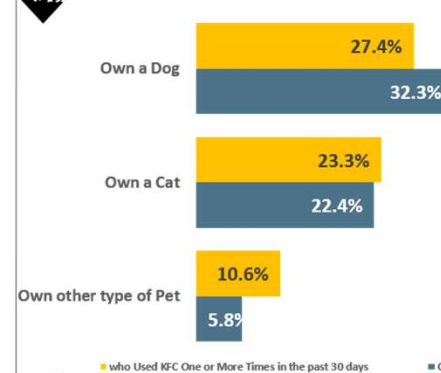
Own/Rent/Other: Adults 18 or older



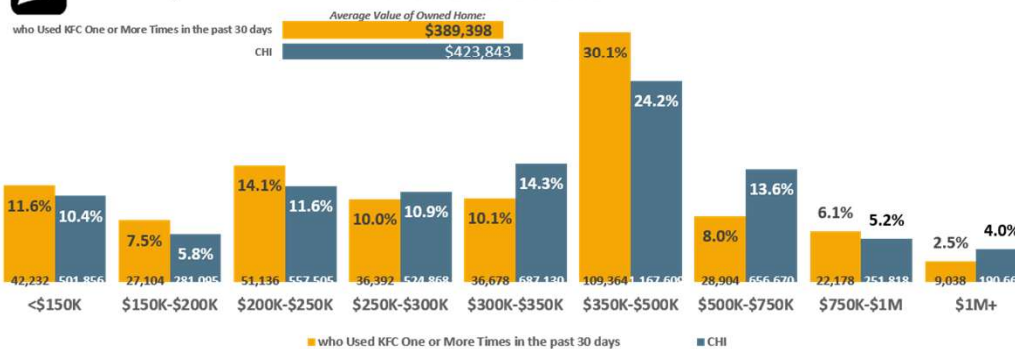
Type of Home: Adults 18 or older



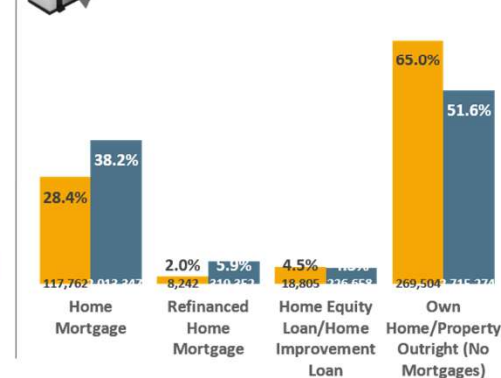
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



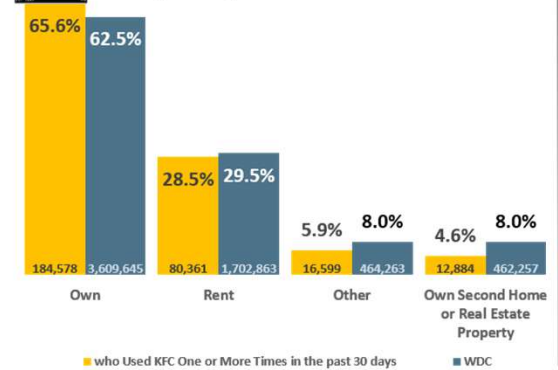
Home Loans: Adults 18 or older



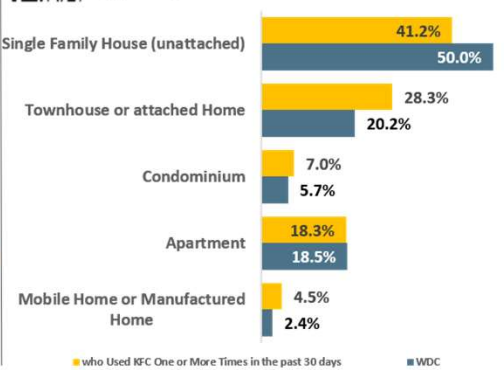


4.9% or 281,538 of WDC DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 4.9% more likely to own their home, 22.9% more likely to own a lower valued home, 17.6% less likely to have a single-family home, 34.4% more likely to have a dog.

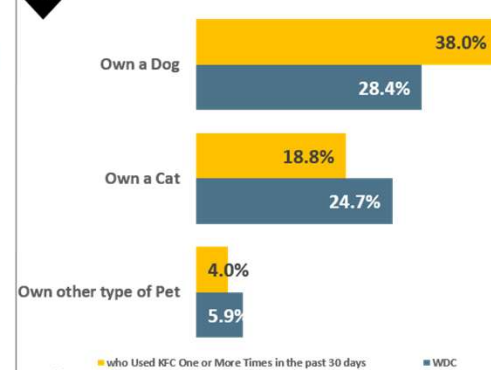
Own/Rent/Other: Adults 18 or older



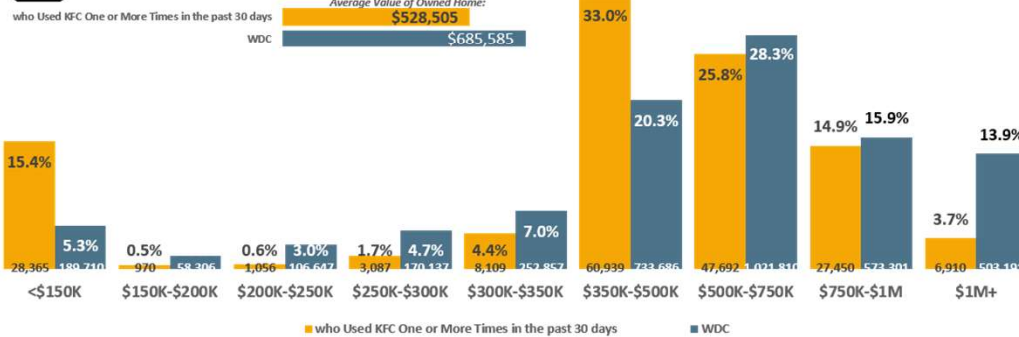
Type of Home: Adults 18 or older



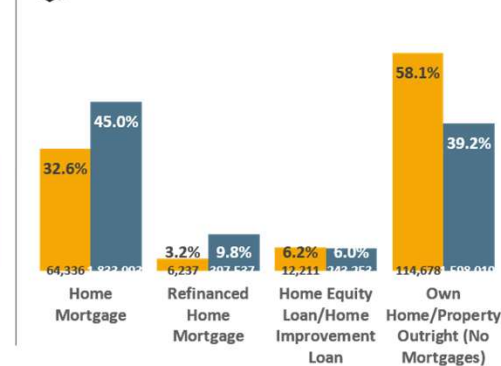
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



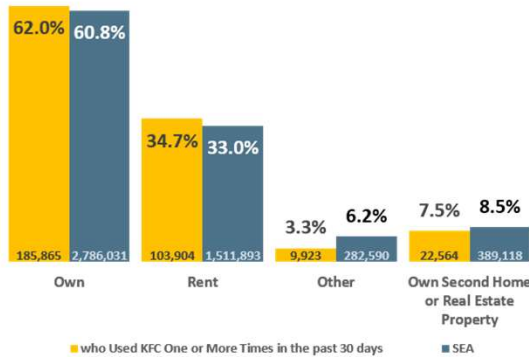
Home Loans: Adults 18 or older



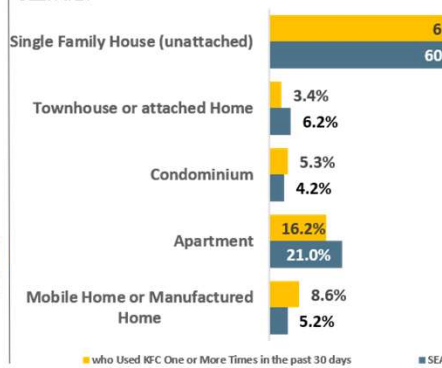


6.5% or 299,692 of SEA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 2.% more likely to own their home, 18.1% more likely to own a lower valued home, 3.9% more likely to have a single-family home, 25.8% more likely to have a dog.

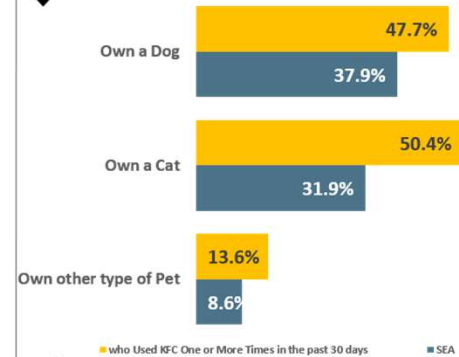
Own/Rent/Other: Adults 18 or older



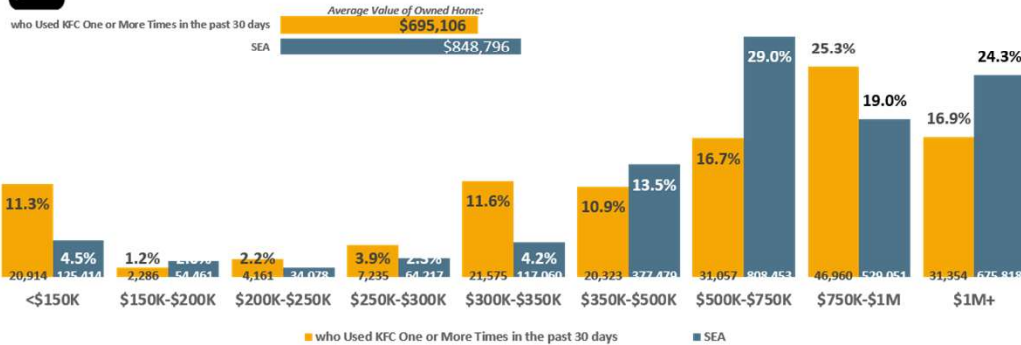
Type of Home: Adults 18 or older



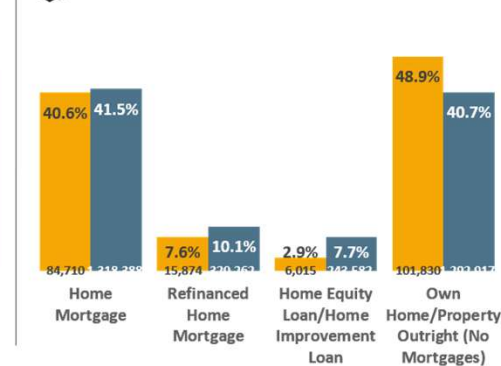
Pets in Home: Adults 18 or older

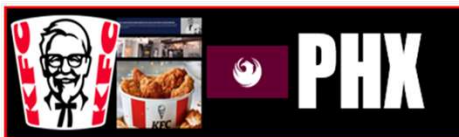


Value of Owned Home: Adults 18 or older



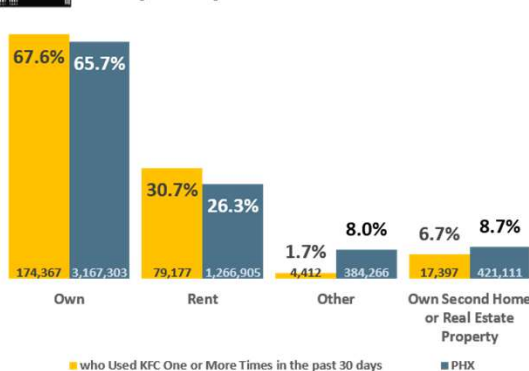
Home Loans: Adults 18 or older



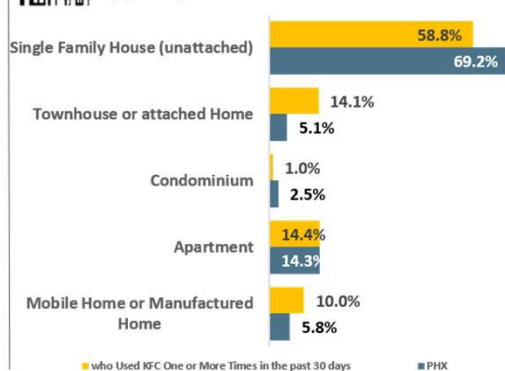


5.4% or 257,956 of PHX DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 2.8% more likely to own their home, 15.2% more likely to own a lower valued home, 15.1% less likely to have a single-family home, 41.4% more likely to have a dog.

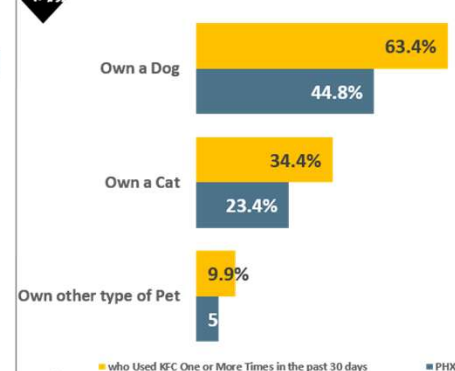
Own/Rent/Other: Adults 18 or older



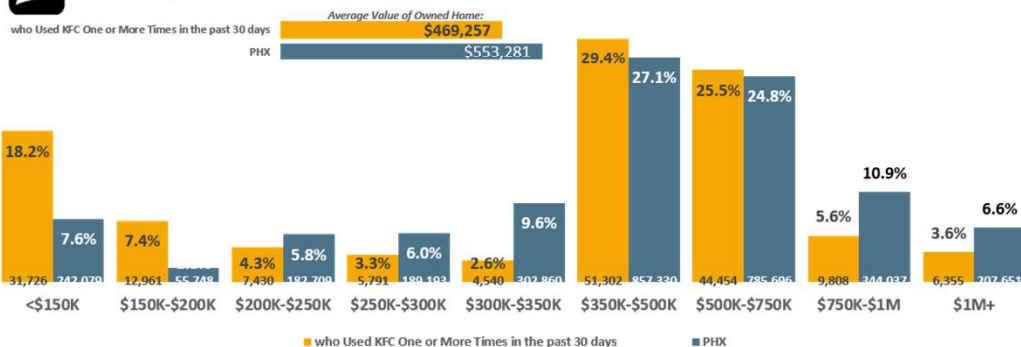
Type of Home: Adults 18 or older



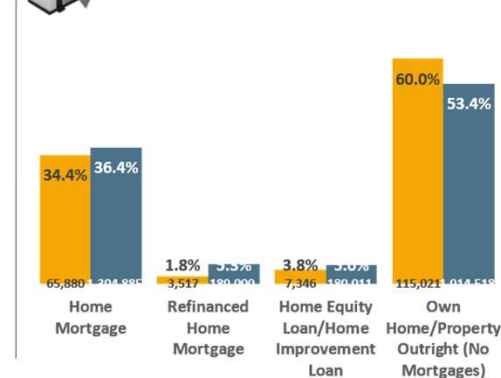
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

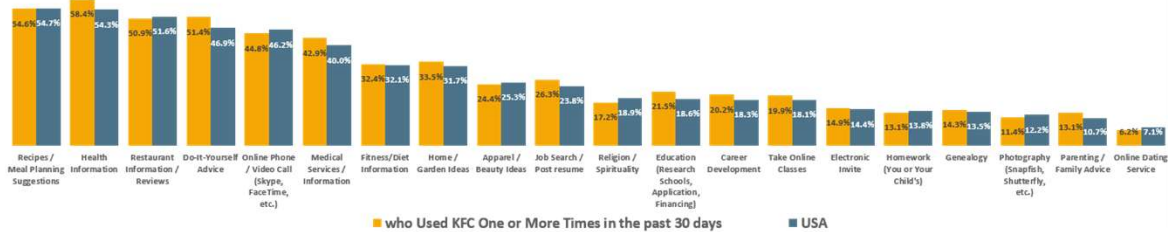




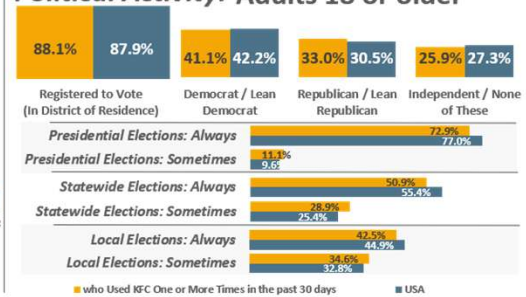
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 9.5% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 11.6% less likely to belong to a gym, .1% more likely to fly domestic past yr.



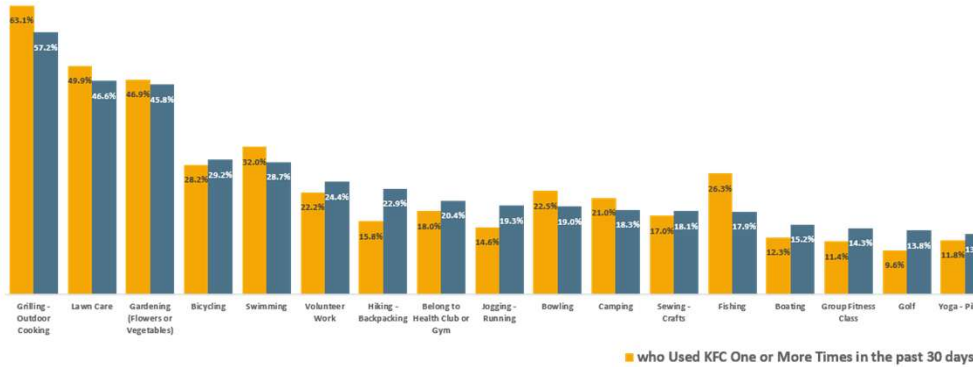
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



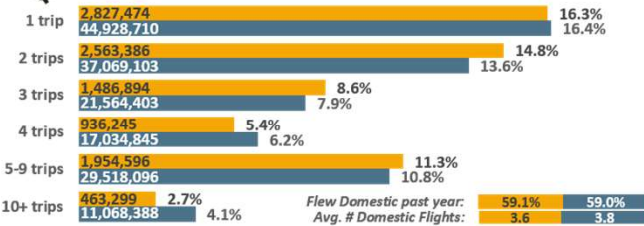
Political Activity: Adults 18 or older



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



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

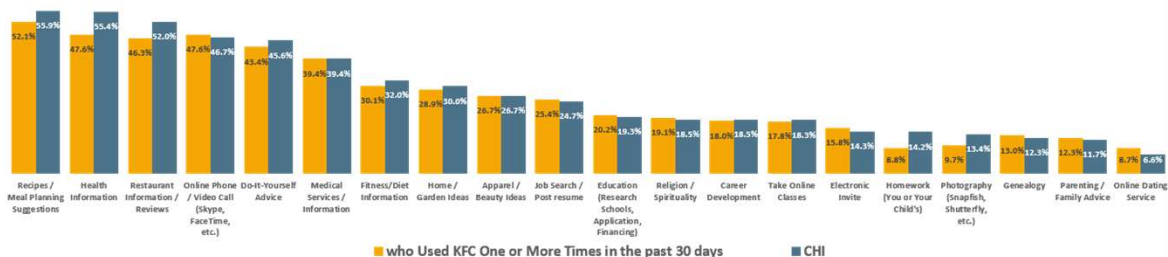




7.2% or 549,086 of CHI DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 4.8% less likely to look up D-I-Y advice online, 12.8% more likely to always vote in local elections, .6% less likely to belong to a gym, 6% more likely to fly domestic past yr.



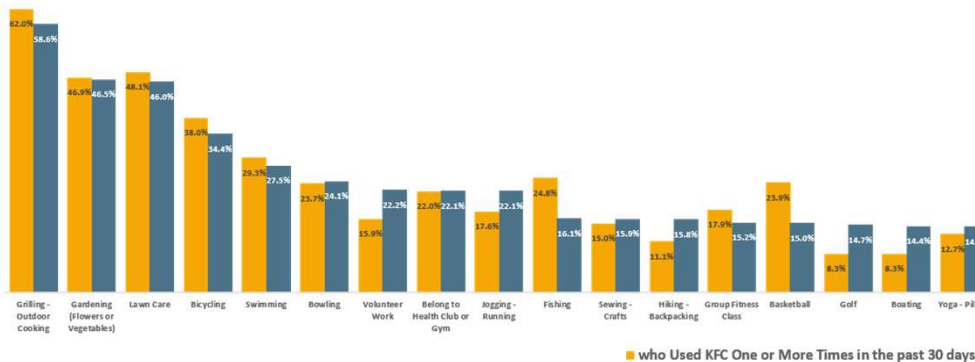
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Used KFC One or More Times in the past 30 days ■ CHI

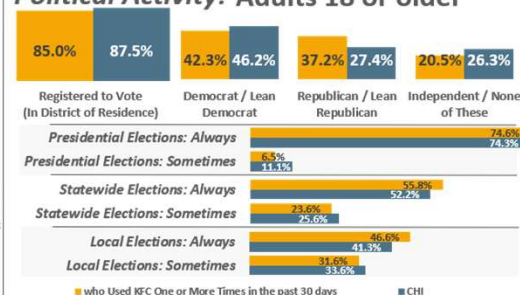


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Used KFC One or More Times in the past 30 days ■ CHI

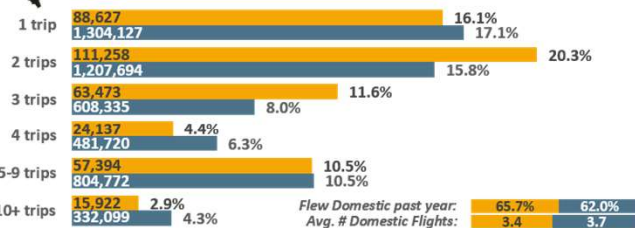
Political Activity: Adults 18 or older



■ who Used KFC One or More Times in the past 30 days ■ CHI



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



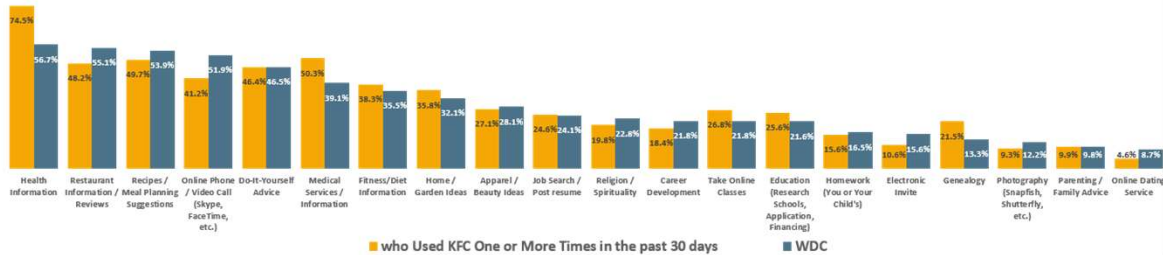
Flew Domestic past year: 65.7% vs 62.0%
Avg. # Domestic Flights: 3.4 vs 3.7



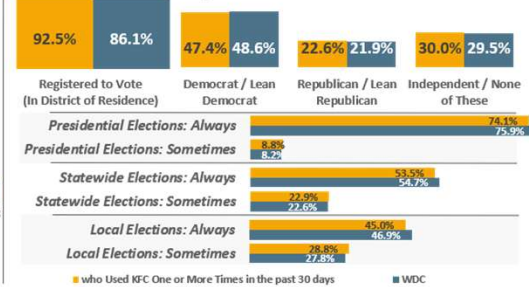
4.9% or 281,538 of WDC DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are .1% less likely to look up D-I-Y advice online, 4.% less likely to always vote in local elections, 10.6% less likely to belong to a gym, 4.1% more likely to fly domestic past yr.



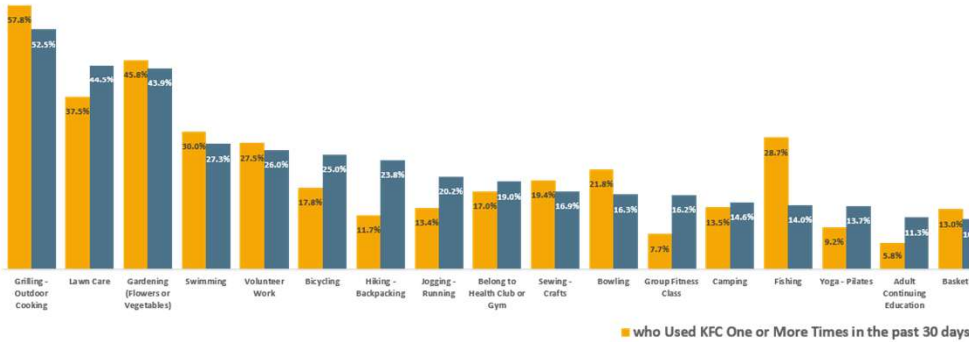
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



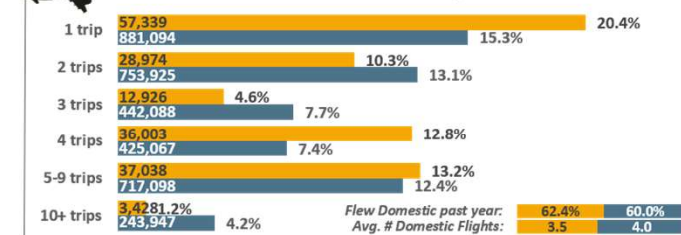
Political Activity: Adults 18 or older



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



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

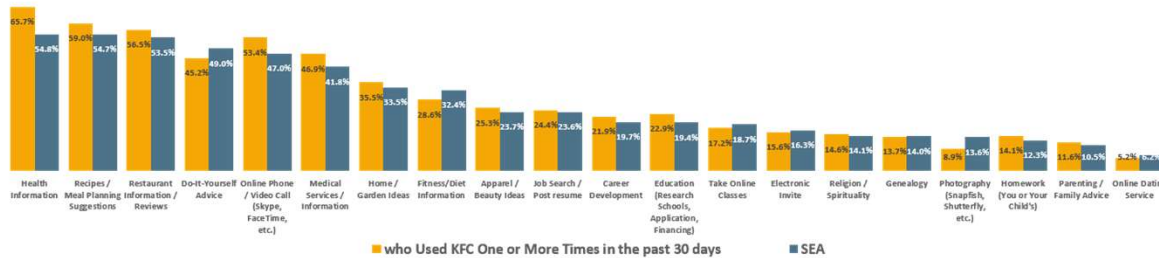




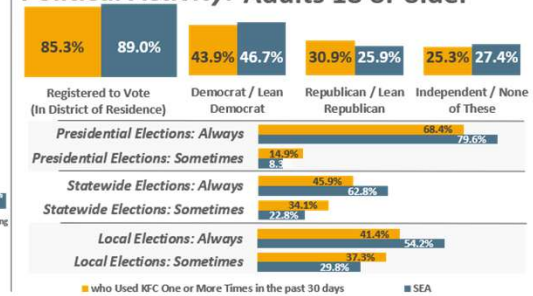
6.5% or 299,692 of SEA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 7.7% less likely to look up D-I-Y advice online, 23.6% less likely to always vote in local elections, 4.7% less likely to belong to a gym, 6.0% more likely to fly domestic past yr.



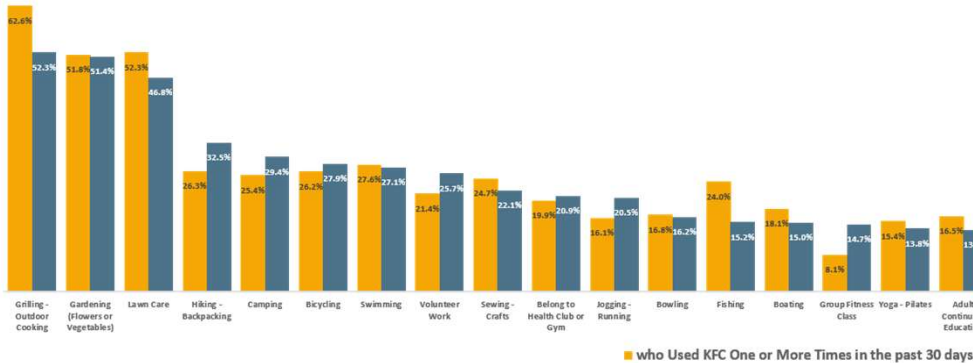
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



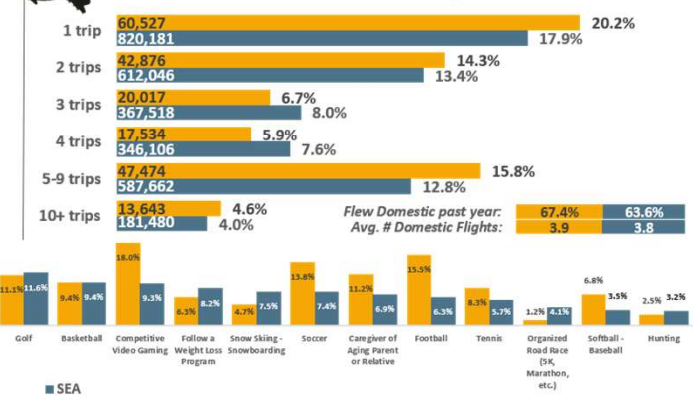
Political Activity: Adults 18 or older

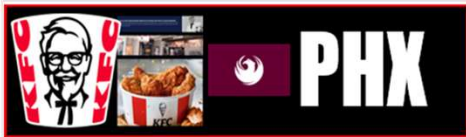


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

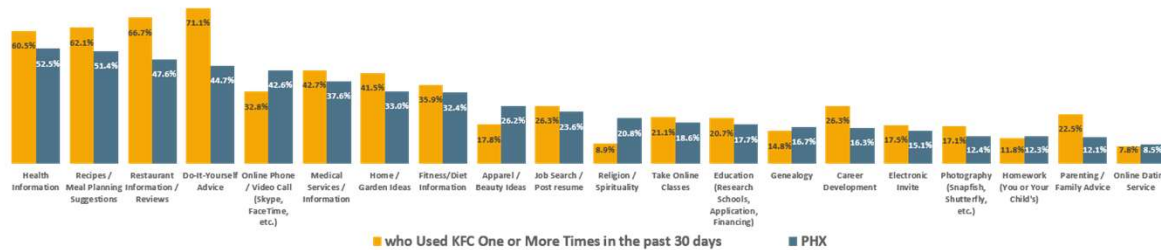




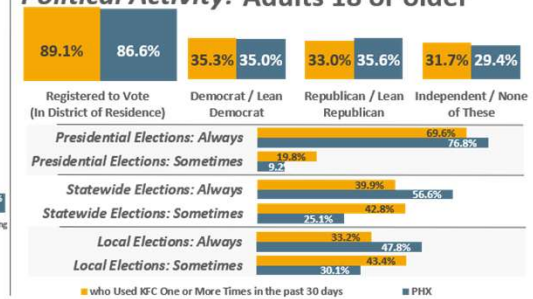
5.4% or 257,956 of PHX DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
Adults 18 or older who Used KFC One or More Times in the past 30 days are 59.1% more likely to look up D-I-Y advice online, 30.5% less likely to always vote in local elections, 40.1% less likely to belong to a gym, 12.8% less likely to fly domestic past y



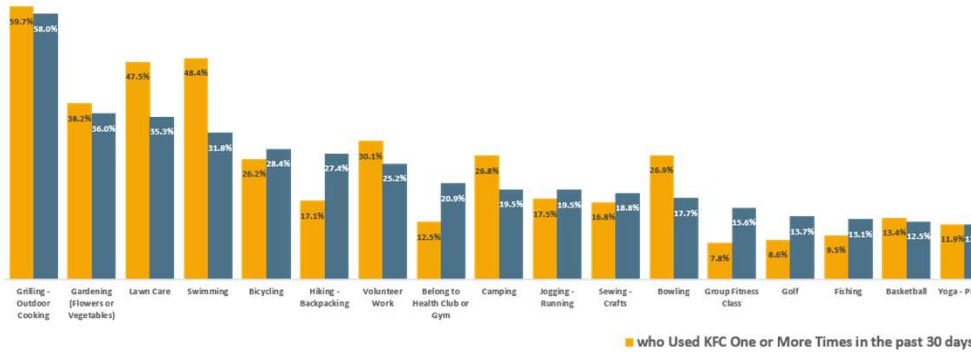
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



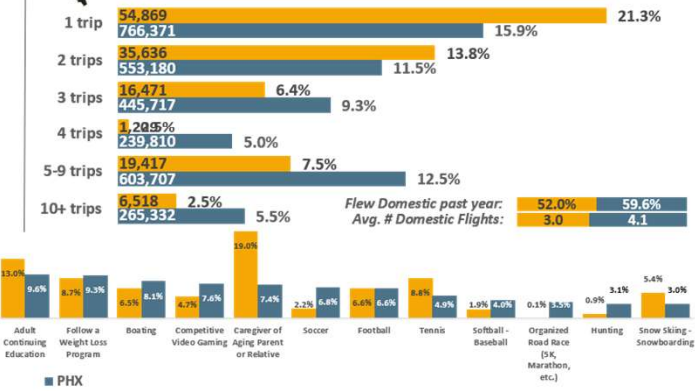
Political Activity: Adults 18 or older



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



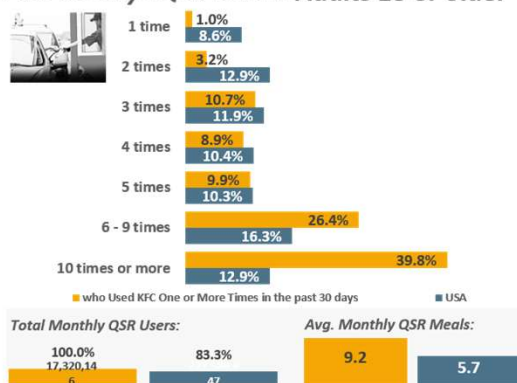
Past 12-months Domestic Airline Trips: Adults 18 or older



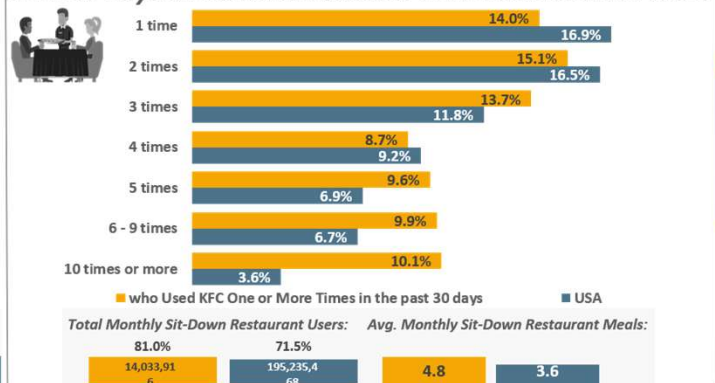


6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 13.4% more likely to use Sit-Down Restaurants past mo., 35.% more likely to use Casinos past yr., 97.% more likely to smoke cigarettes.

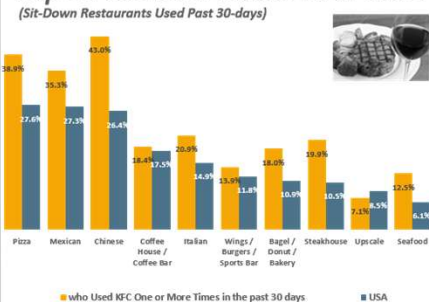
Past 30-days QSR Users: Adults 18 or older



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

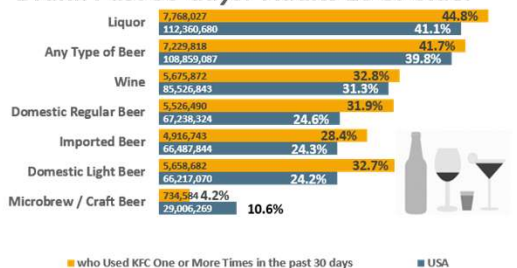


Top-10 Cuisines: Adults 18 or older

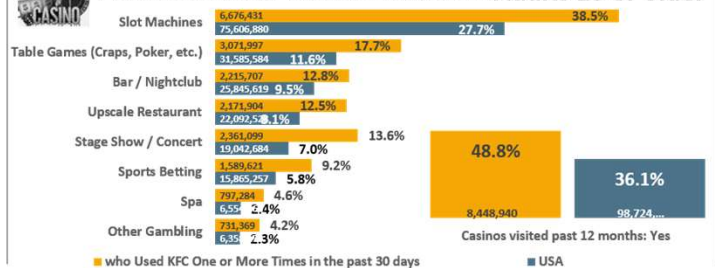


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used KFC One or More Times in the past 30 days: 5,693,878 (32.9%)
 USA: 54,331,216 (19.9%)

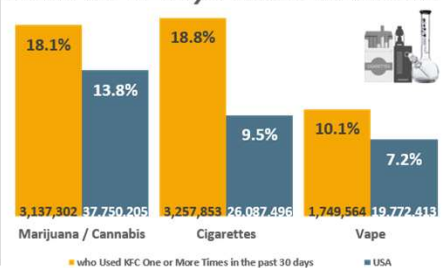
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



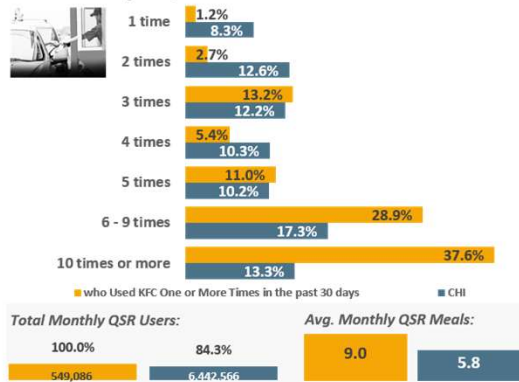
Used Past 30-days: Adults 18 or older



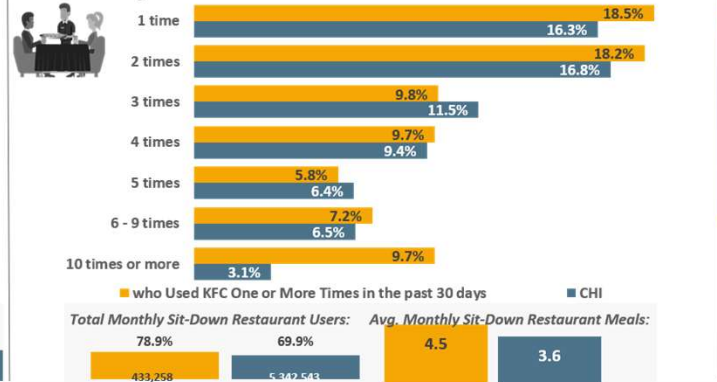


7.2% or 549,086 of CHI DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 18.6% more likely to use QSRs past mo., 12.9% more likely to use Sit-Down Restaurants past mo., 31.2% more likely to use Casinos past yr., 132.7% more likely to smoke cigarettes.

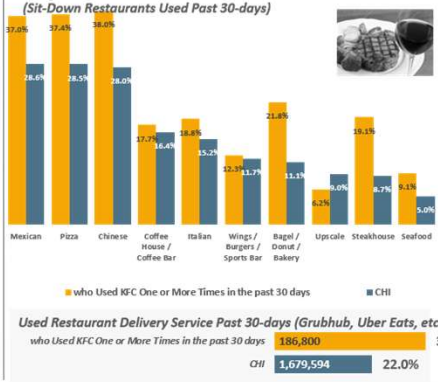
Past 30-days QSR Users: Adults 18 or older



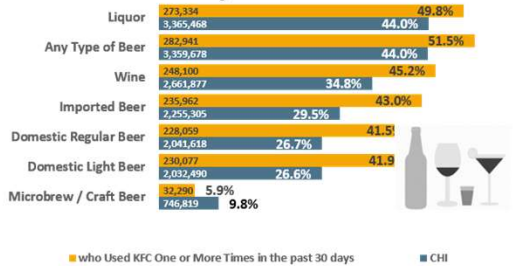
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



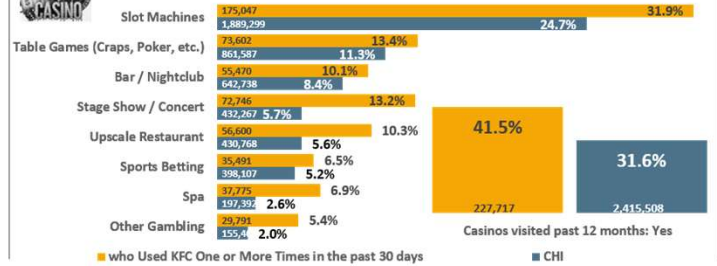
Top-10 Cuisines: Adults 18 or older



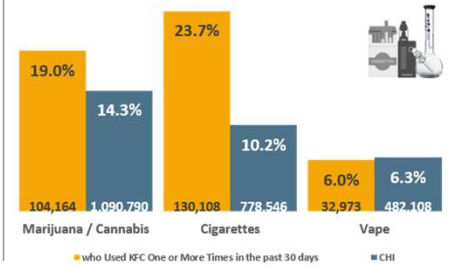
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



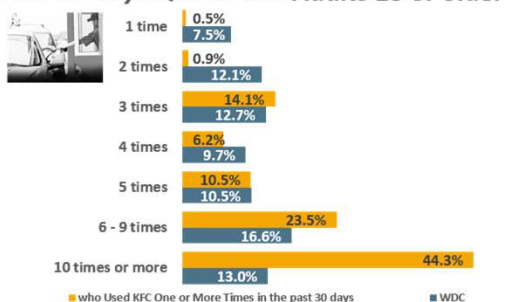
Used Past 30-days: Adults 18 or older



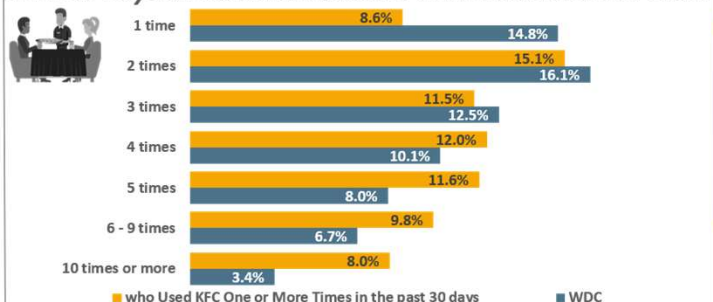


4.9% or 281,538 of WDC DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 21.7% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 98.8% more likely to use Casinos past yr., 114.9% more likely to smoke cigarettes.

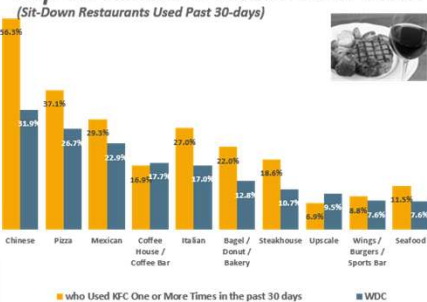
Past 30-days QSR Users: Adults 18 or older



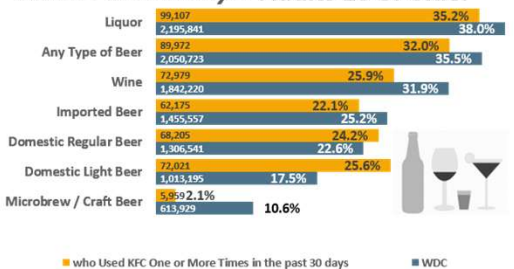
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



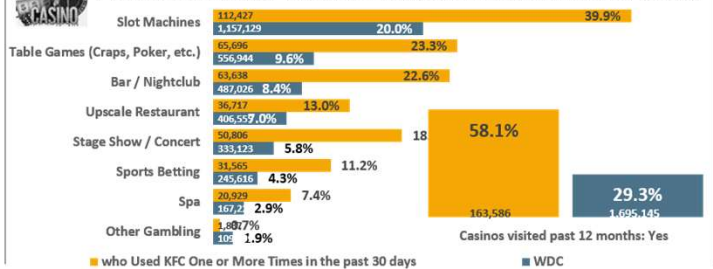
Top-10 Cuisines: Adults 18 or older



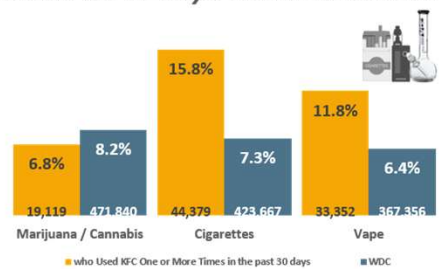
Drank Past 30-days: Adults 18 or older

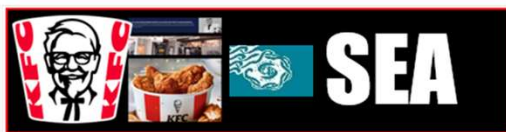


Past 12 months Casino Activities: Adults 18 or older



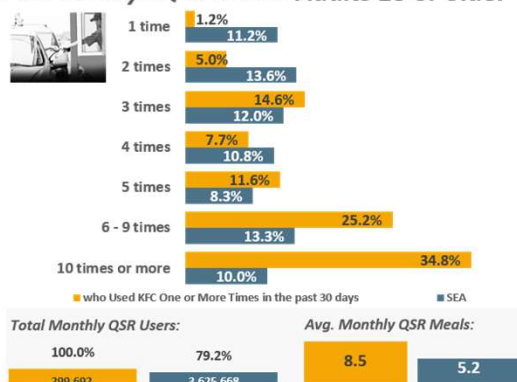
Used Past 30-days: Adults 18 or older



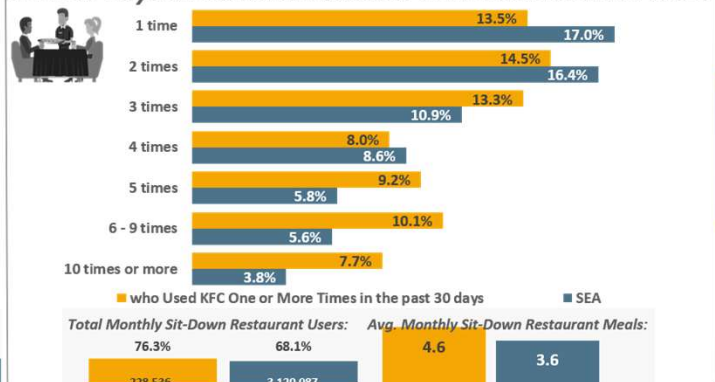


6.5% or 299,692 of SEA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 26.3% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 55.7% more likely to use Casinos past yr., 121.6% more likely to smoke cigarettes.

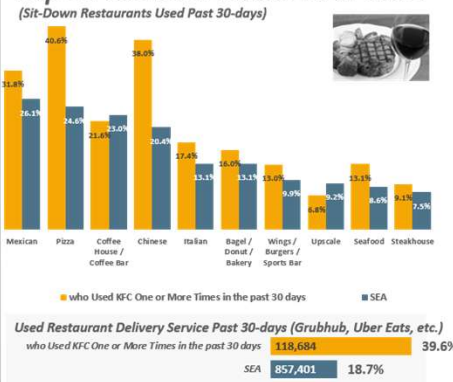
Past 30-days QSR Users: Adults 18 or older



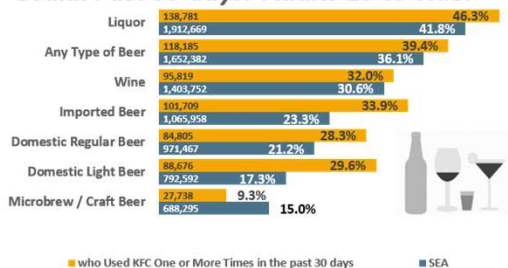
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



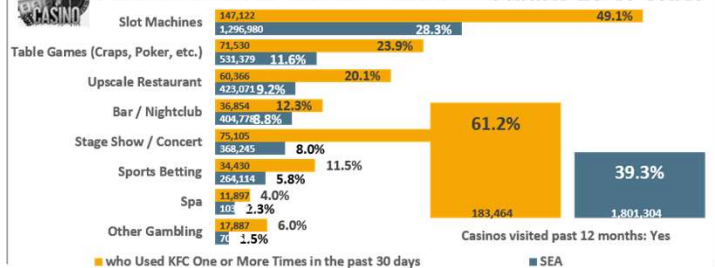
Top-10 Cuisines: Adults 18 or older



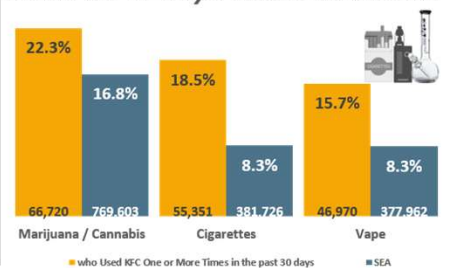
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



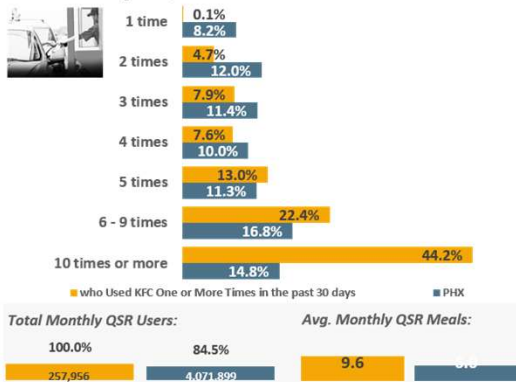
Used Past 30-days: Adults 18 or older



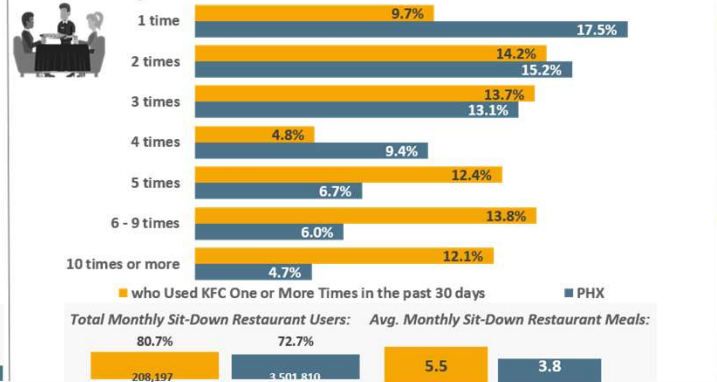


5.4% or 257,956 of PHX DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 18.3% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 20.8% less likely to use Casinos past yr., 41.% more likely to smoke cigarettes.

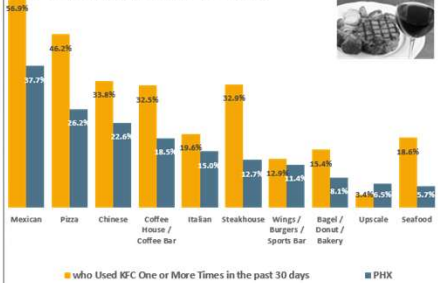
Past 30-days QSR Users: Adults 18 or older



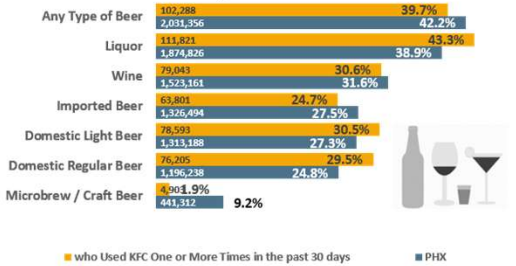
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



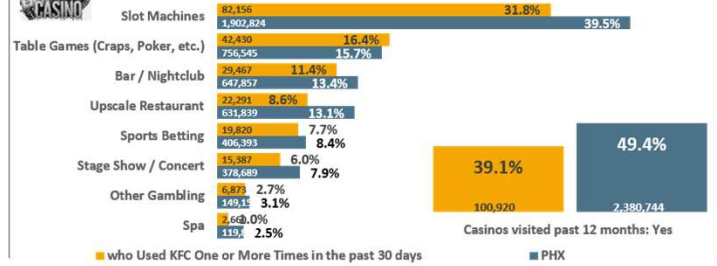
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



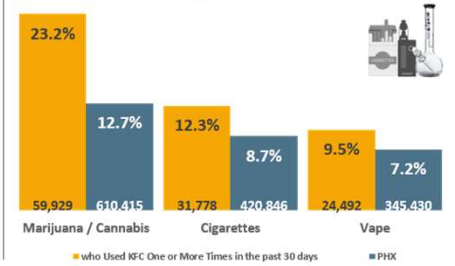
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

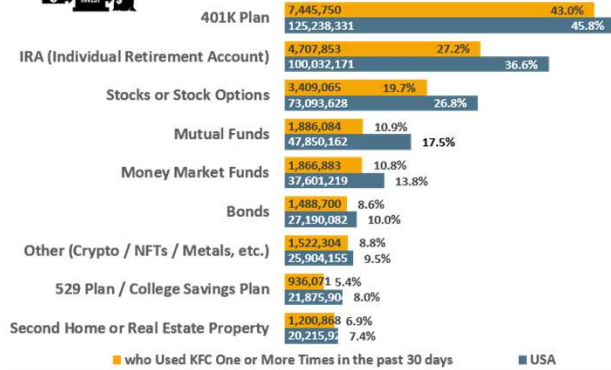




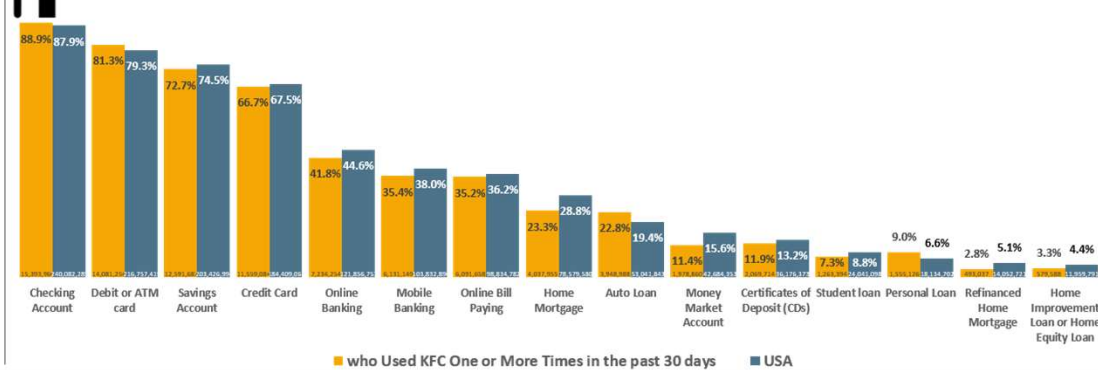
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 6.2% less likely to have a 401K, 17.4% more likely to have an Auto Loan, 19.3% less likely to Invest/Trade Stocks Online, 18.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



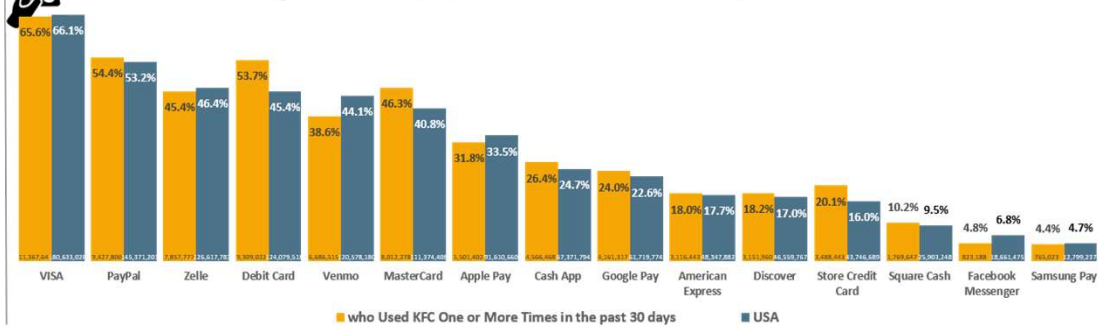
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





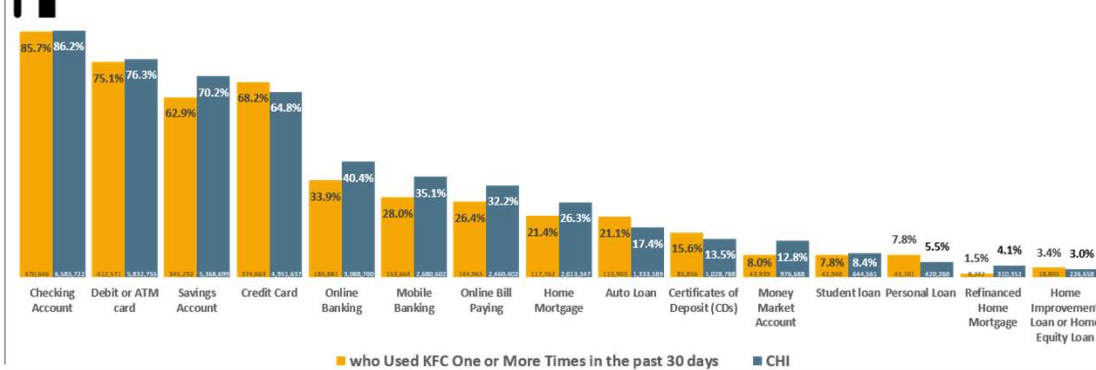
7.2% or 549,086 of CHI DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 14.3% less likely to have a 401K, 21.1% more likely to have an Auto Loan, 16.4% less likely to Invest/Trade Stocks Online, 17.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



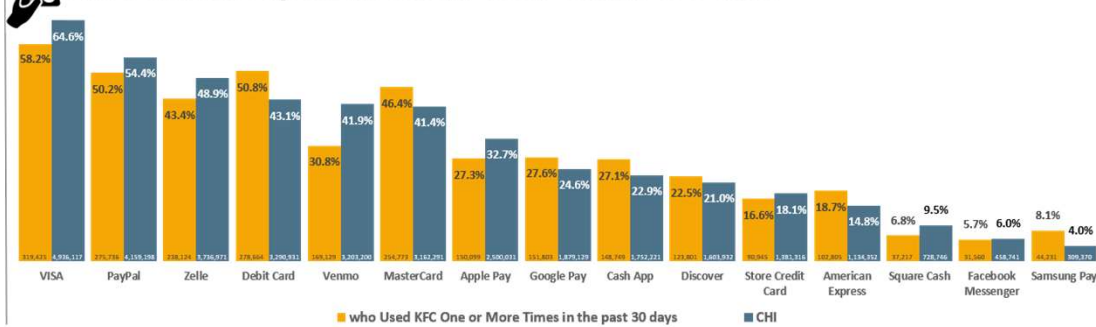
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

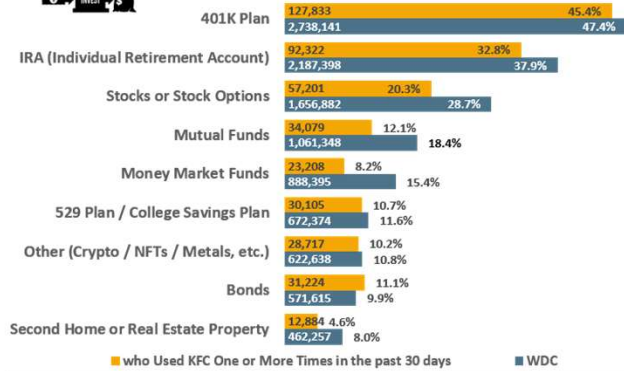




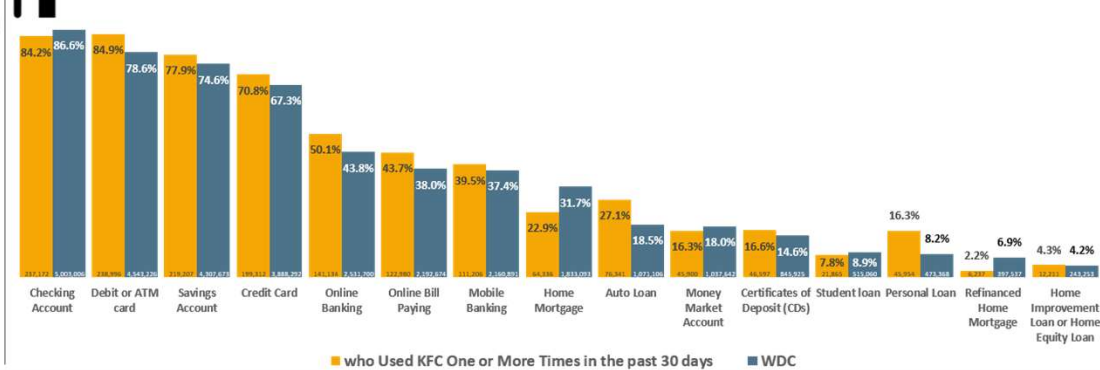
4.9% or 281,538 of WDC DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 4.2% less likely to have a 401K, 46.2% more likely to have an Auto Loan, 8.9% less likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



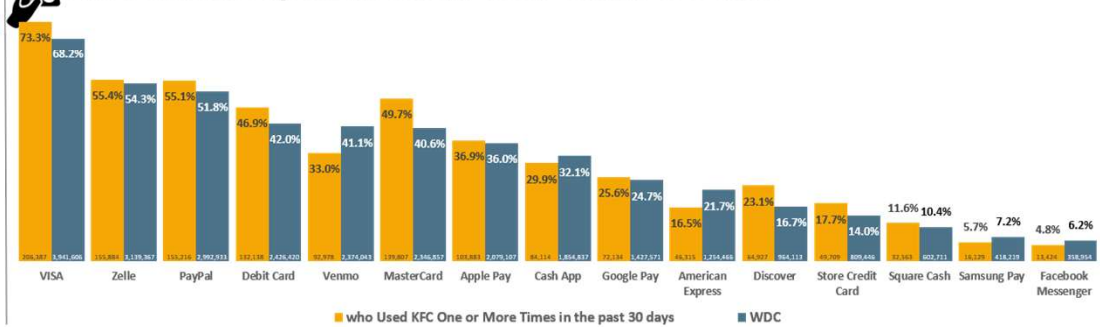
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

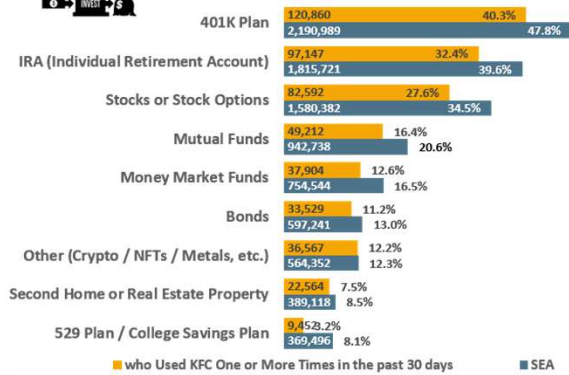




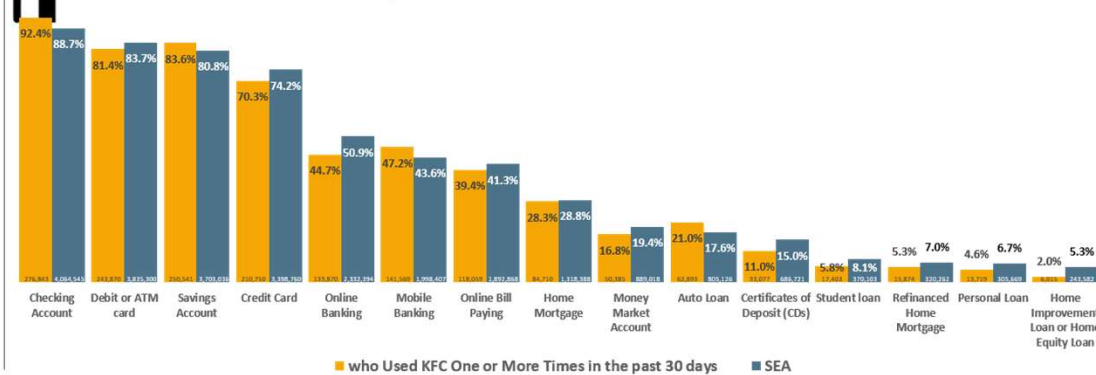
6.5% or 299,692 of SEA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 15.7% less likely to have a 401K, 19.4% more likely to have an Auto Loan, 23.1% less likely to Invest/Trade Stocks Online, 16.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



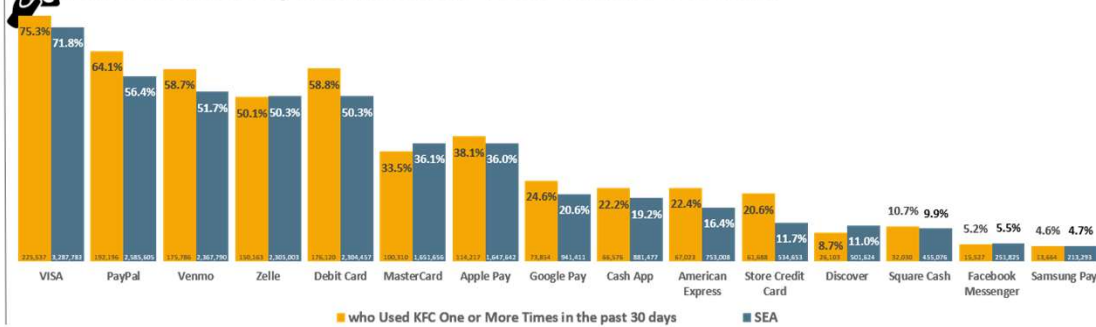
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

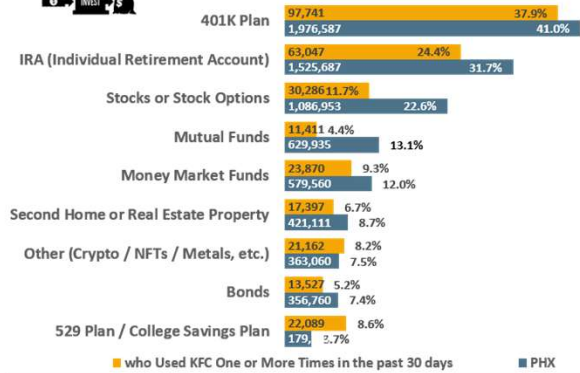




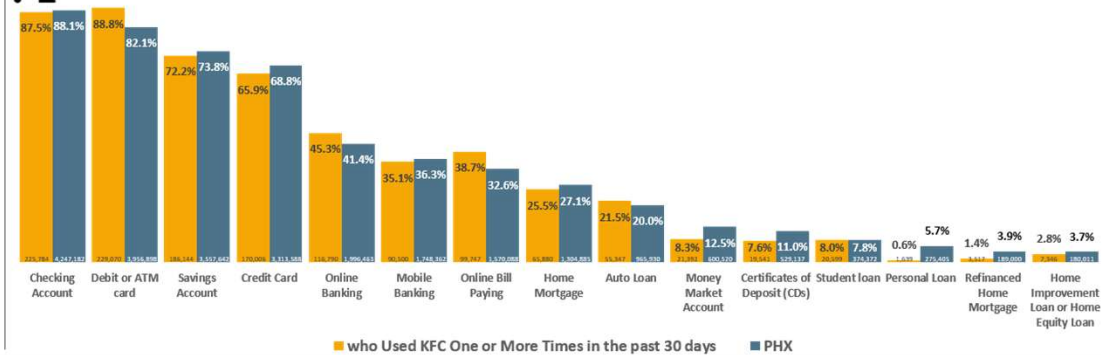
5.4% or 257,956 of PHX DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 7.6% less likely to have a 401K, 7.7% more likely to have an Auto Loan, 25.7% less likely to Invest/Trade Stocks Online, 28.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



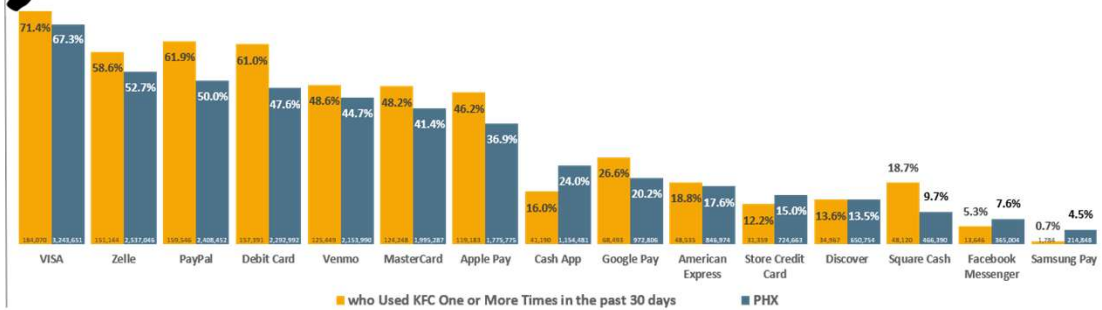
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



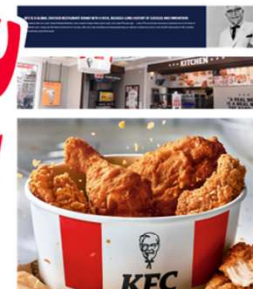
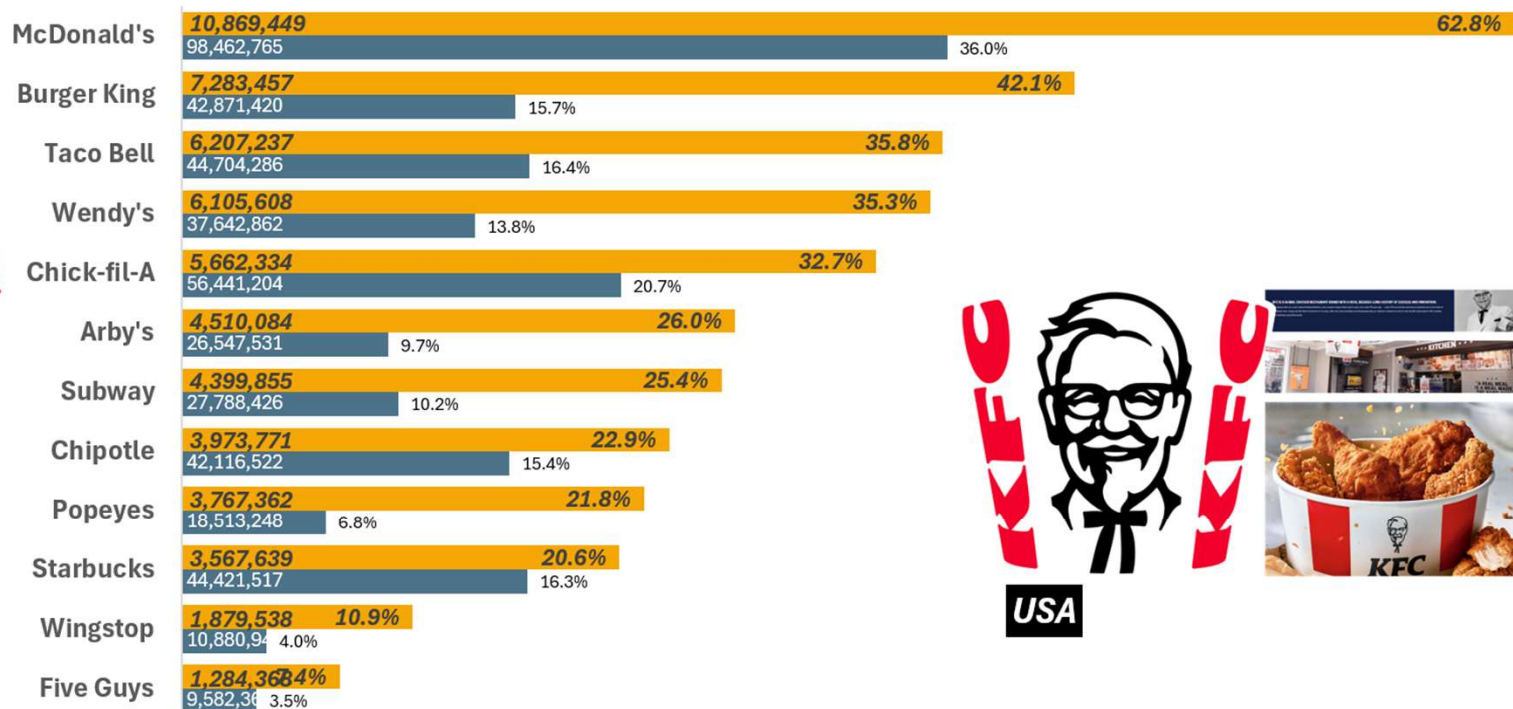
Past 3-Months Payment Methods Used: Adults 18 or older





"Other QSRs Used past 30 days"

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



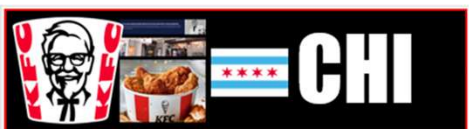
■ P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1664
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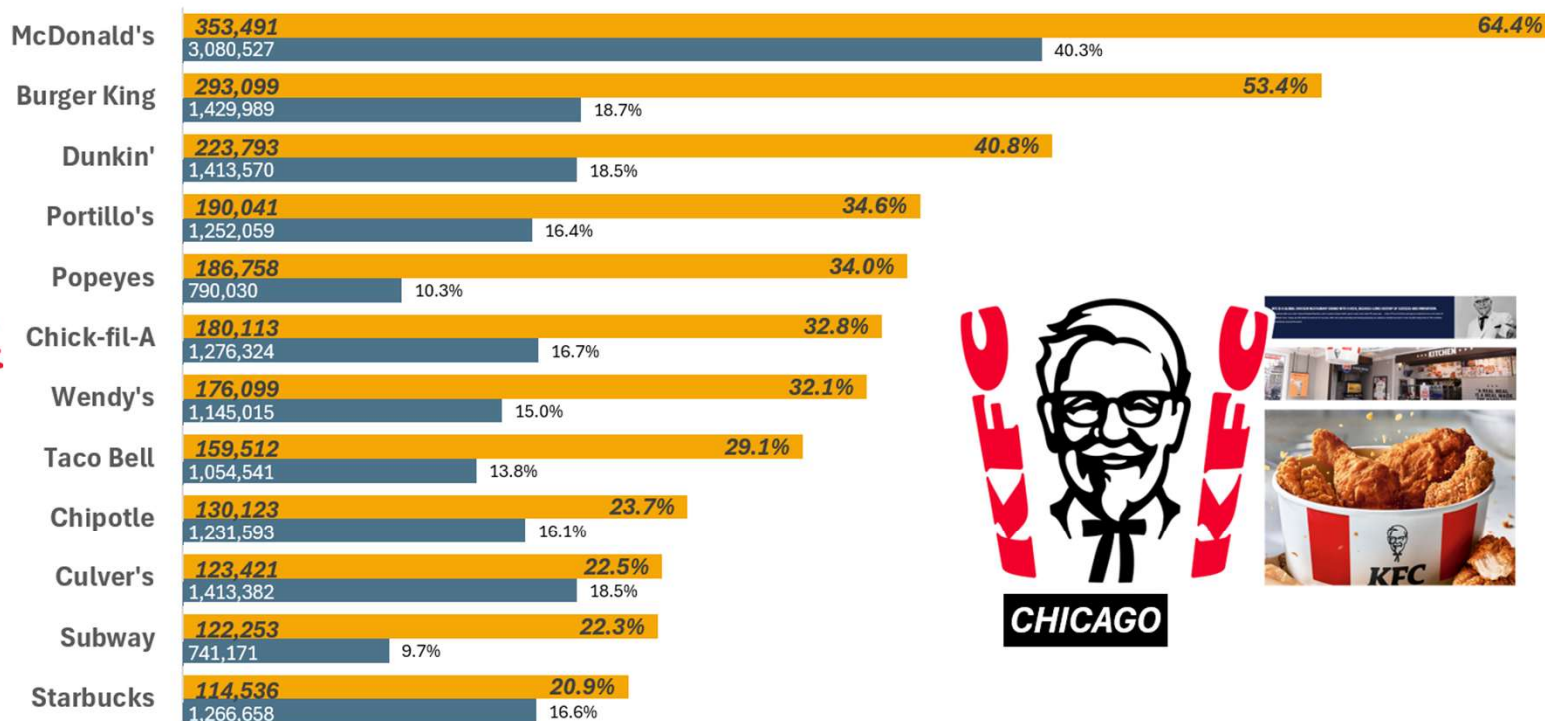
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

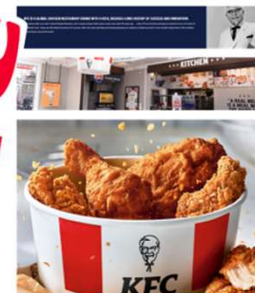
P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



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

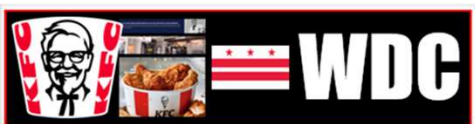
■ P18+ CHICAGO (Other QSRs used One or More Times past 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 313
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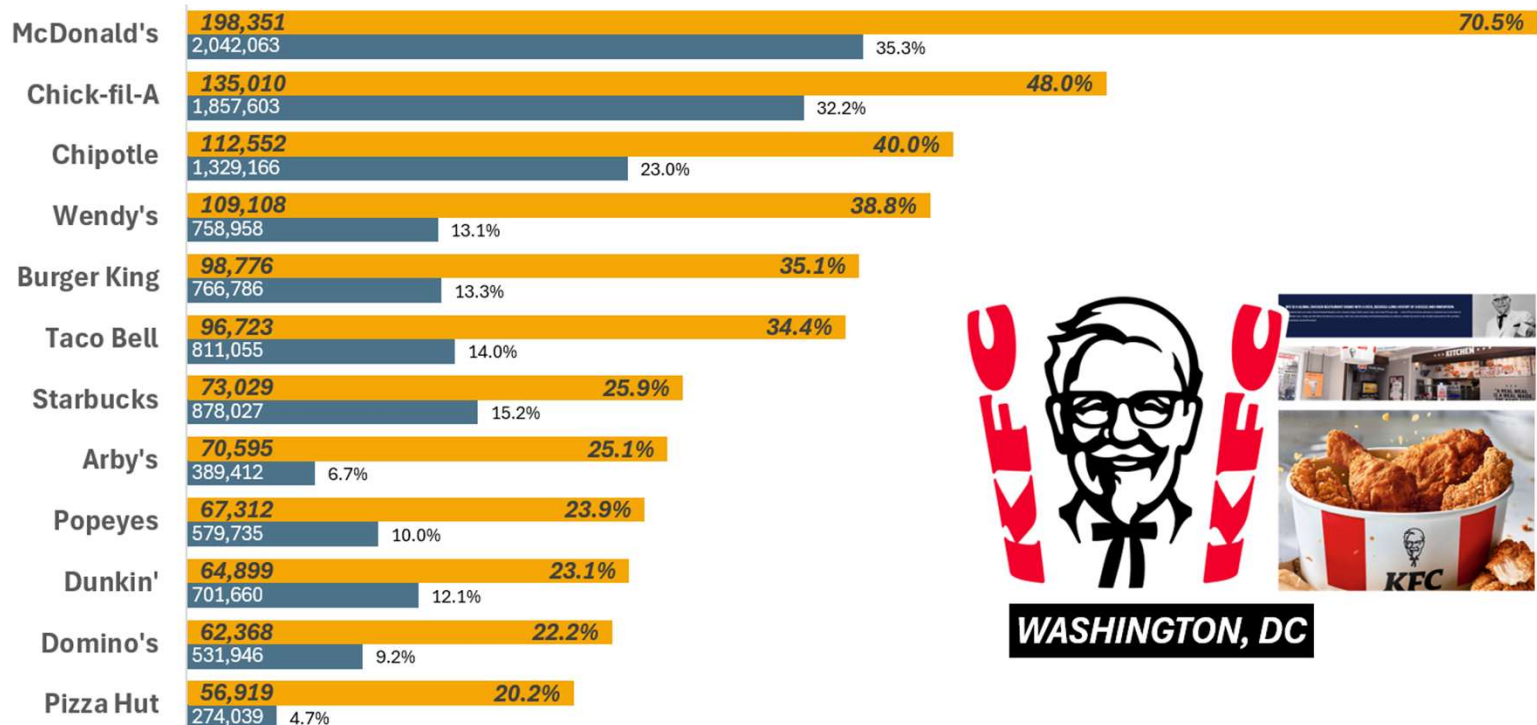
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Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

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



■ P18+ who used KFC 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: 329
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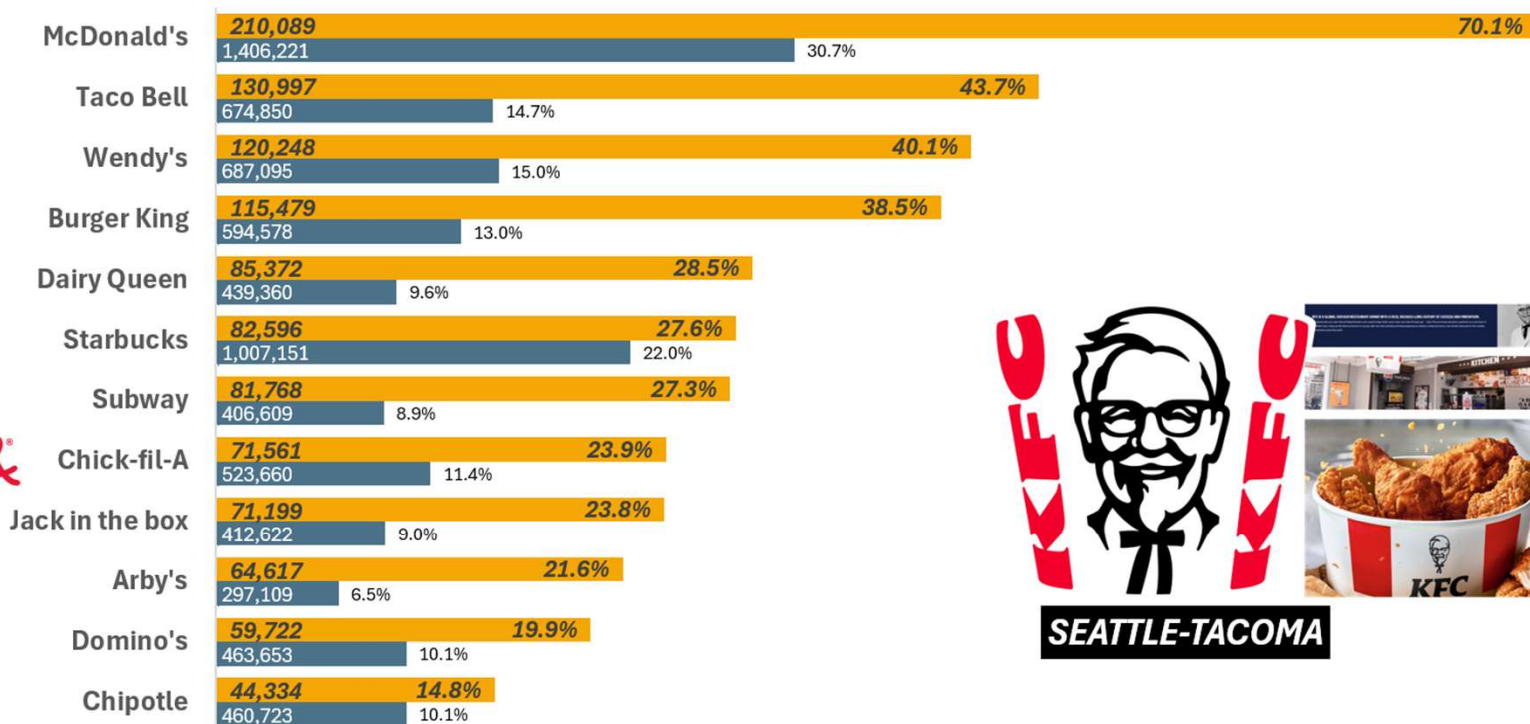
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Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

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



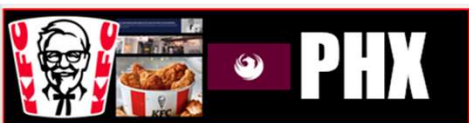
SEATTLE-TACOMA

■ P18+ who used KFC 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: 247
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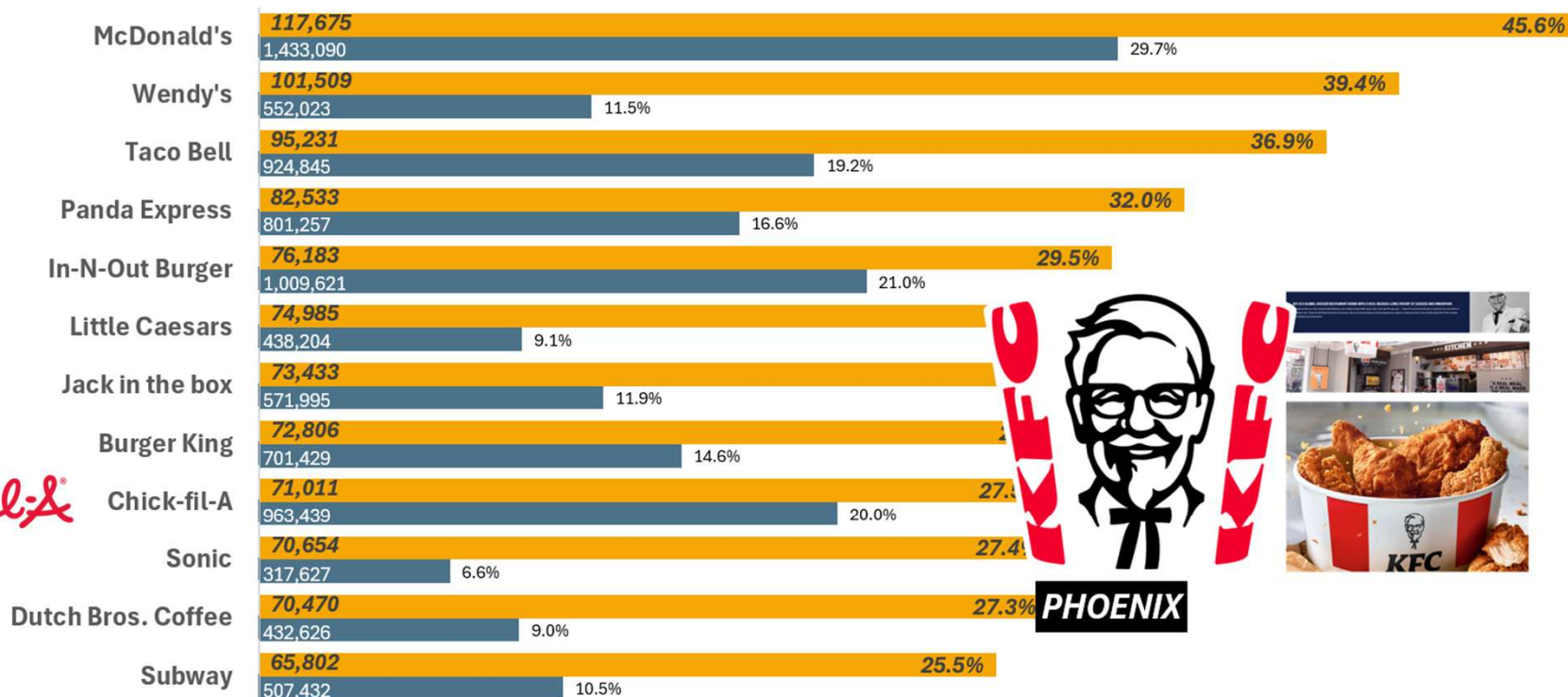
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Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

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



■ P18+ who used KFC 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)

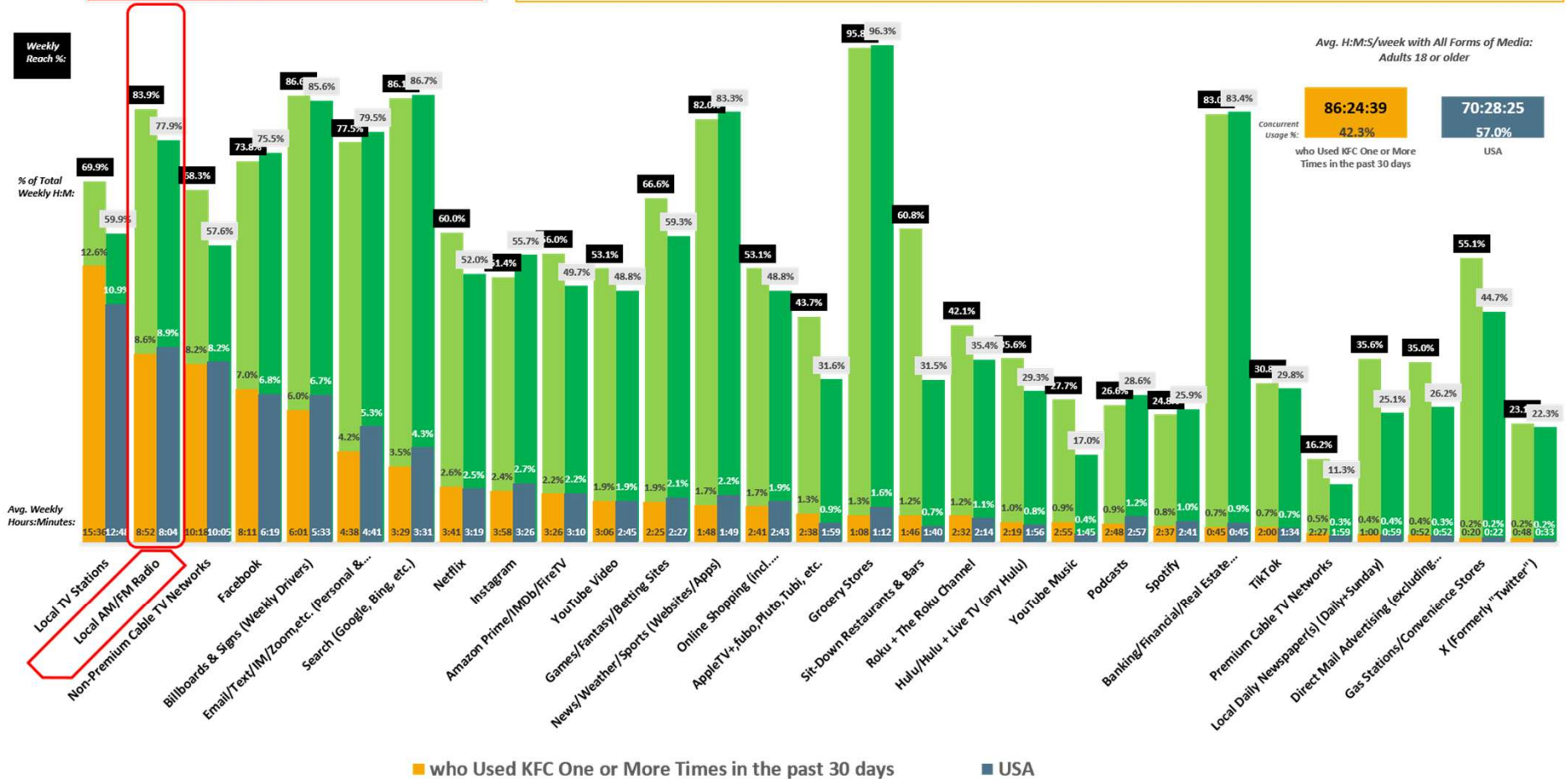
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 146
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Quick service restaurants used past 30 days: KFC

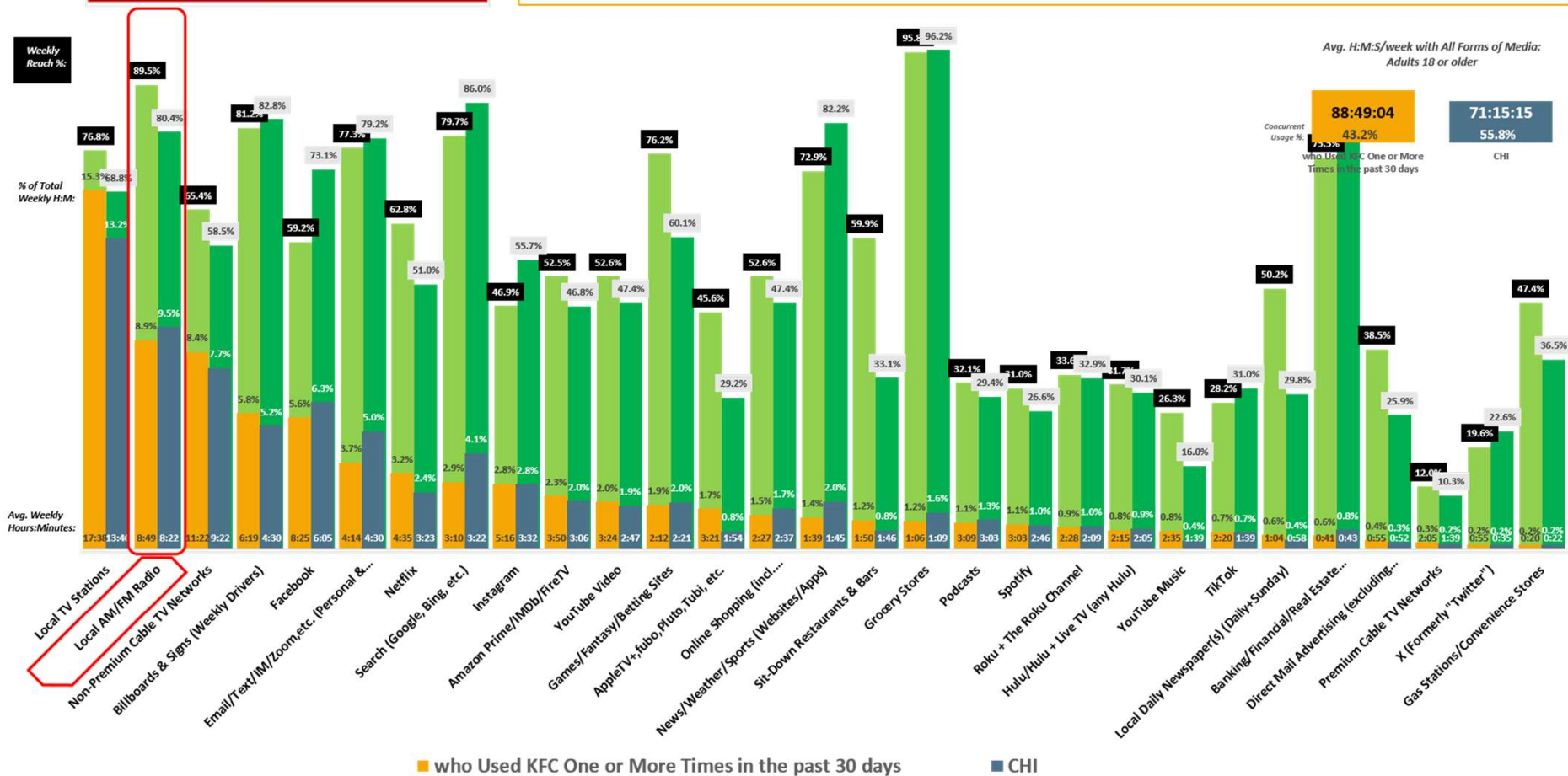


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 14 hours, 24 minutes and 39 seconds each week with All Forms of Media.
 83.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





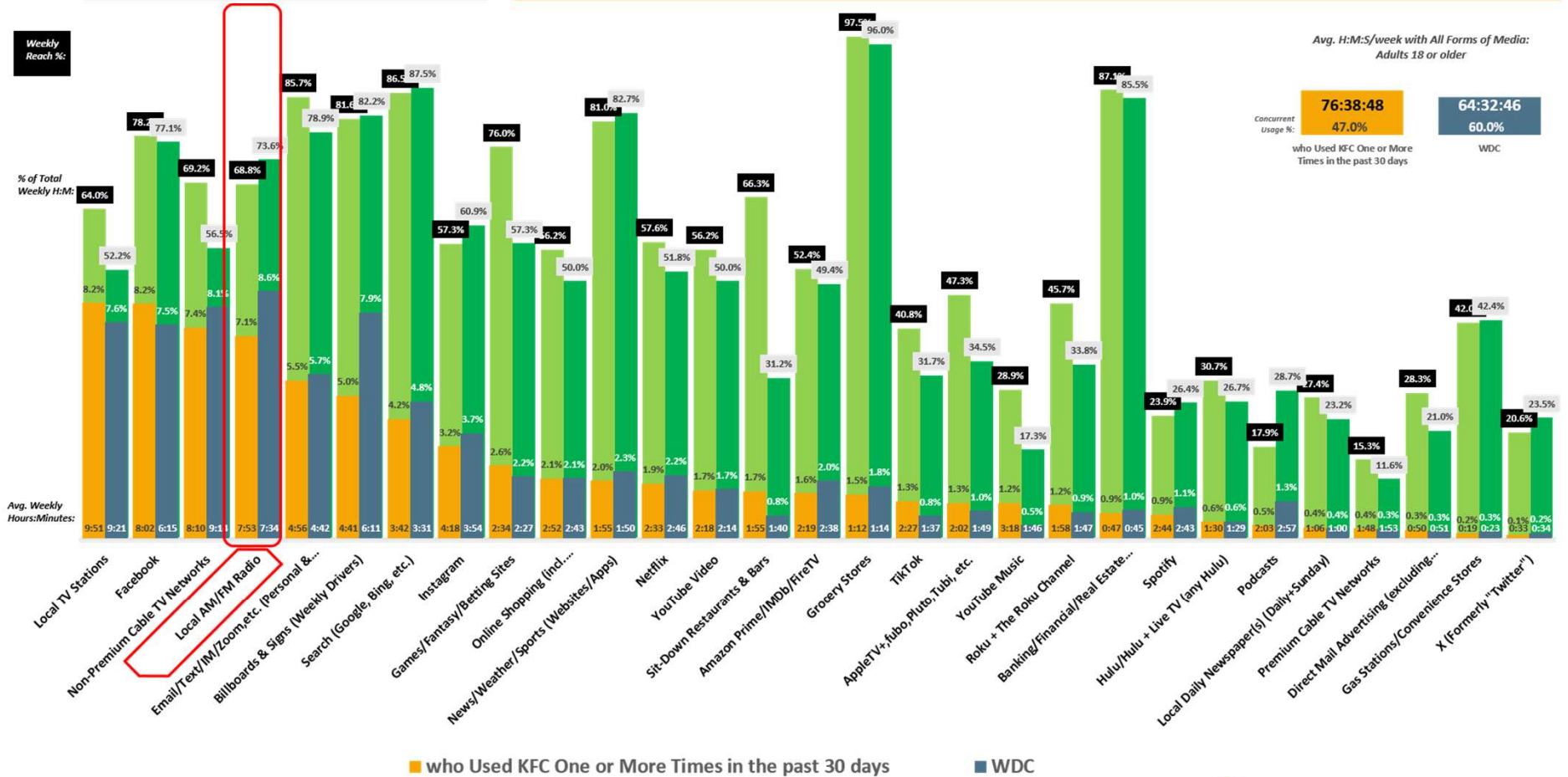
Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 16 hours, 49 minutes and 4 seconds each week with All Forms of Media.
 89.5% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.





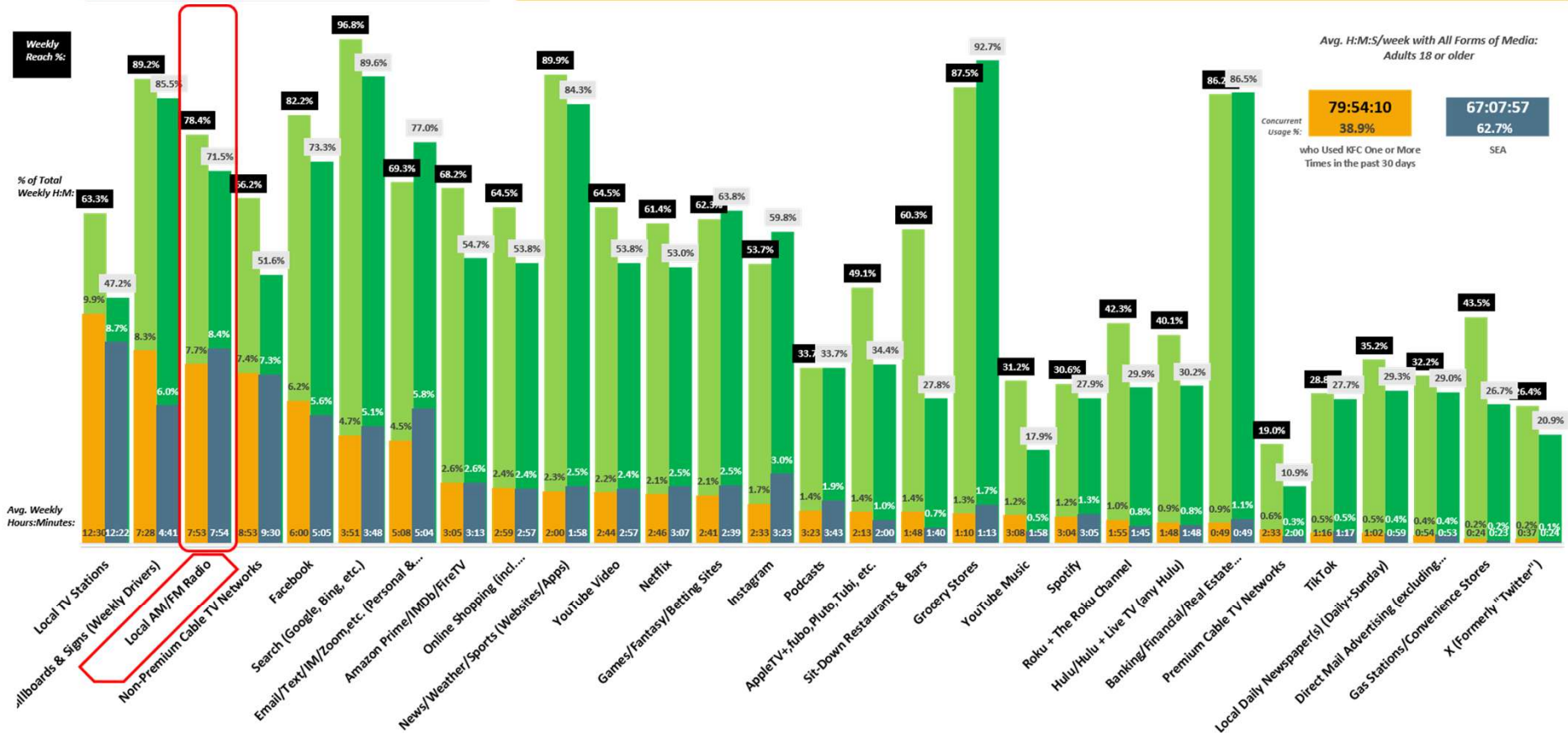
Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 4 hours, 38 minutes and 48 seconds each week with All Forms of Media.

68.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 7 hours, 54 minutes and 10 seconds each week with All Forms of Media.
 78.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.7% 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 %: 79:54:10 38.9% who Used KFC One or More Times in the past 30 days

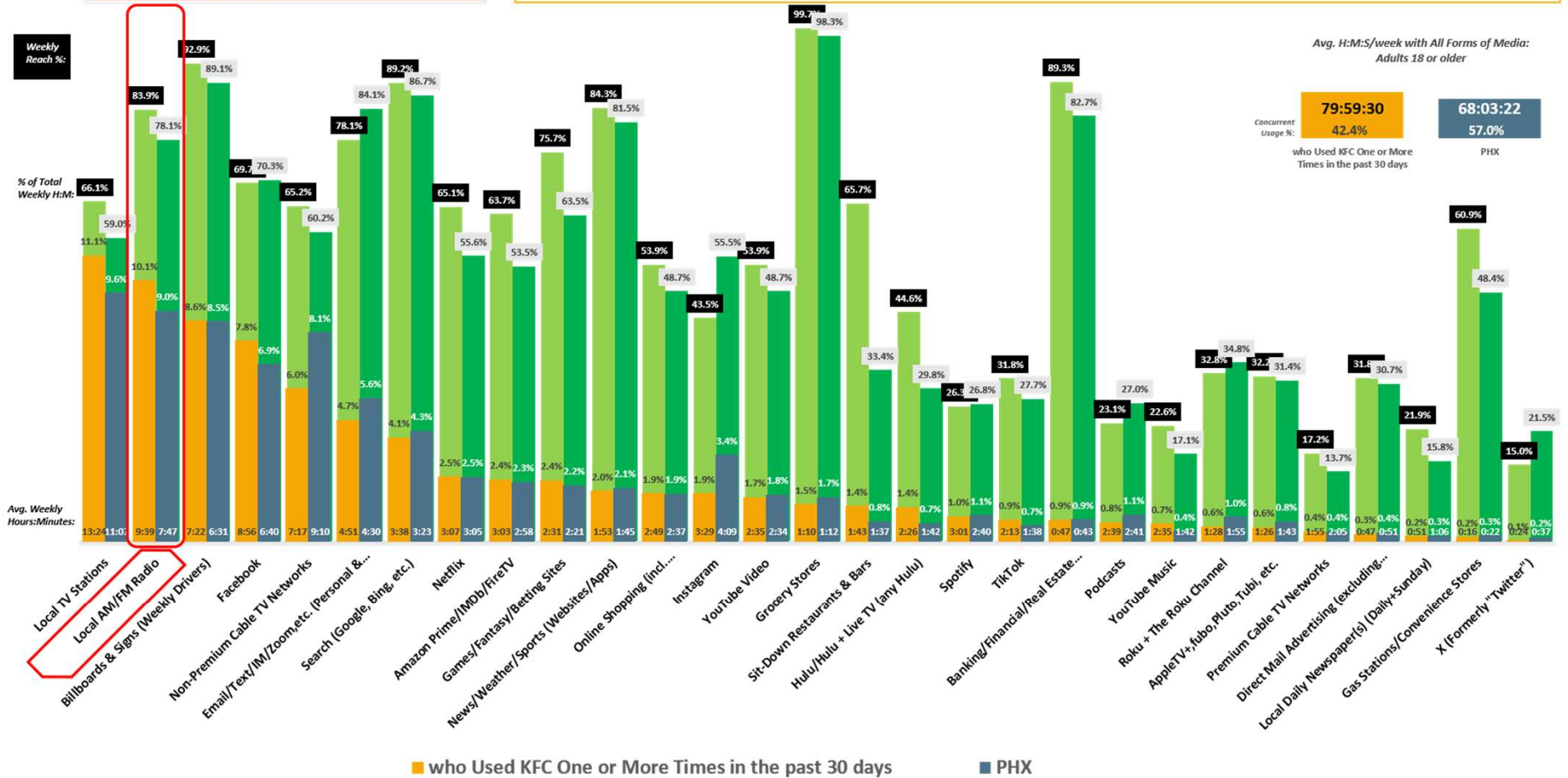
SEA 67:07:57 62.7%

who Used KFC One or More Times in the past 30 days SEA



Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 7 hours, 59 minutes and 30 seconds each week with All Forms of Media.

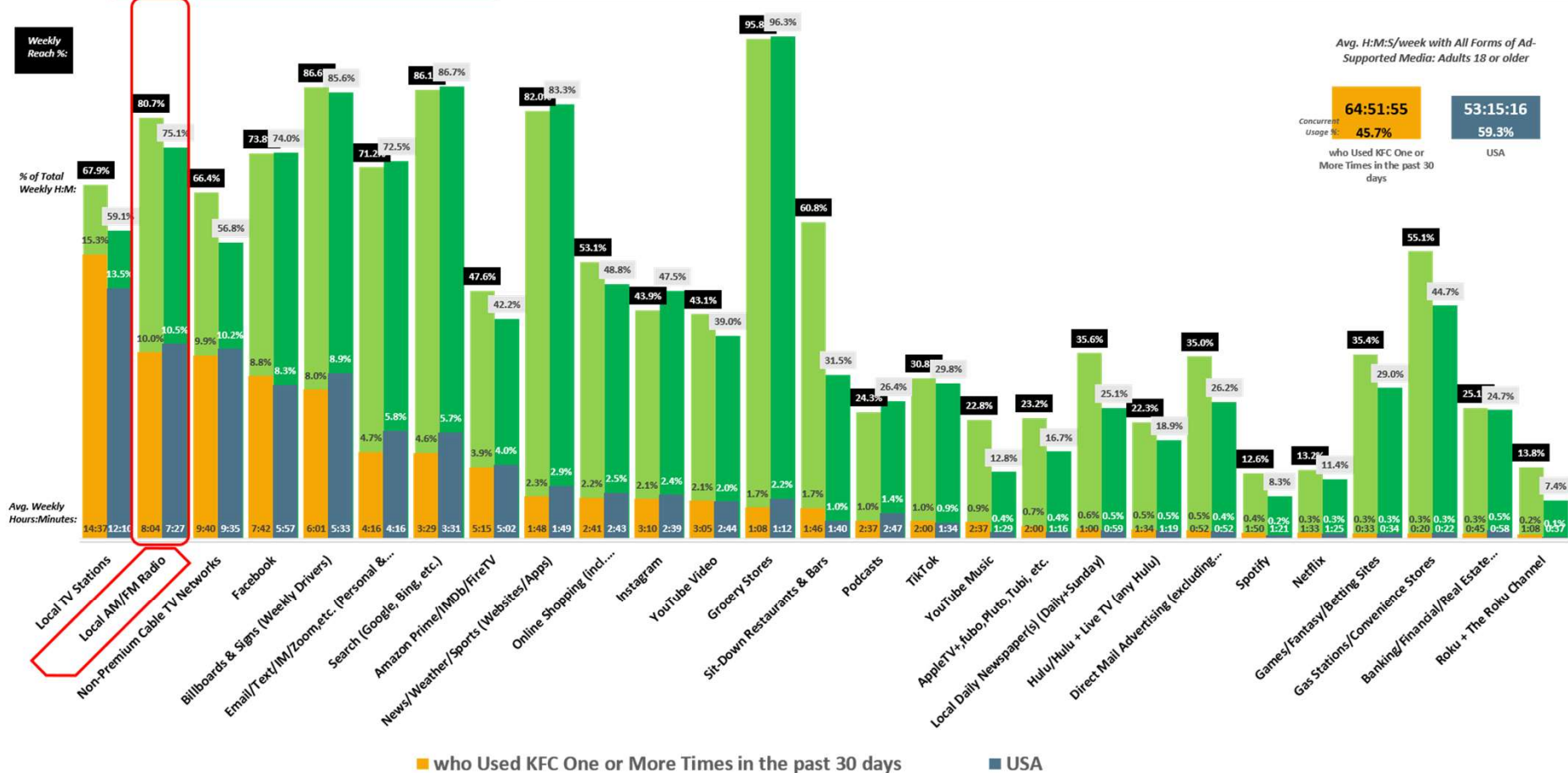
83.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 16 hours, 51 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

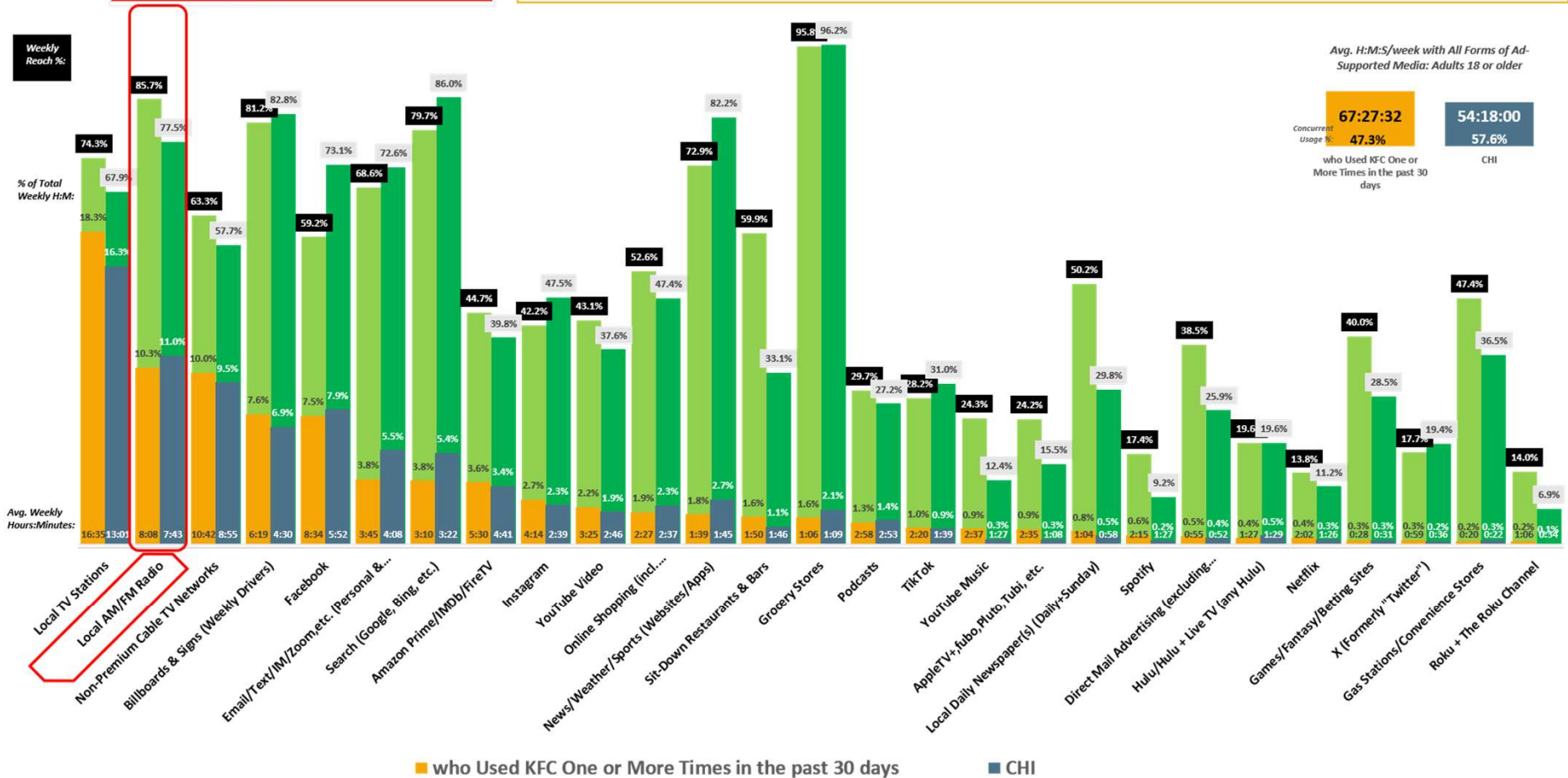
80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 19 hours, 27 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

85.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% 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

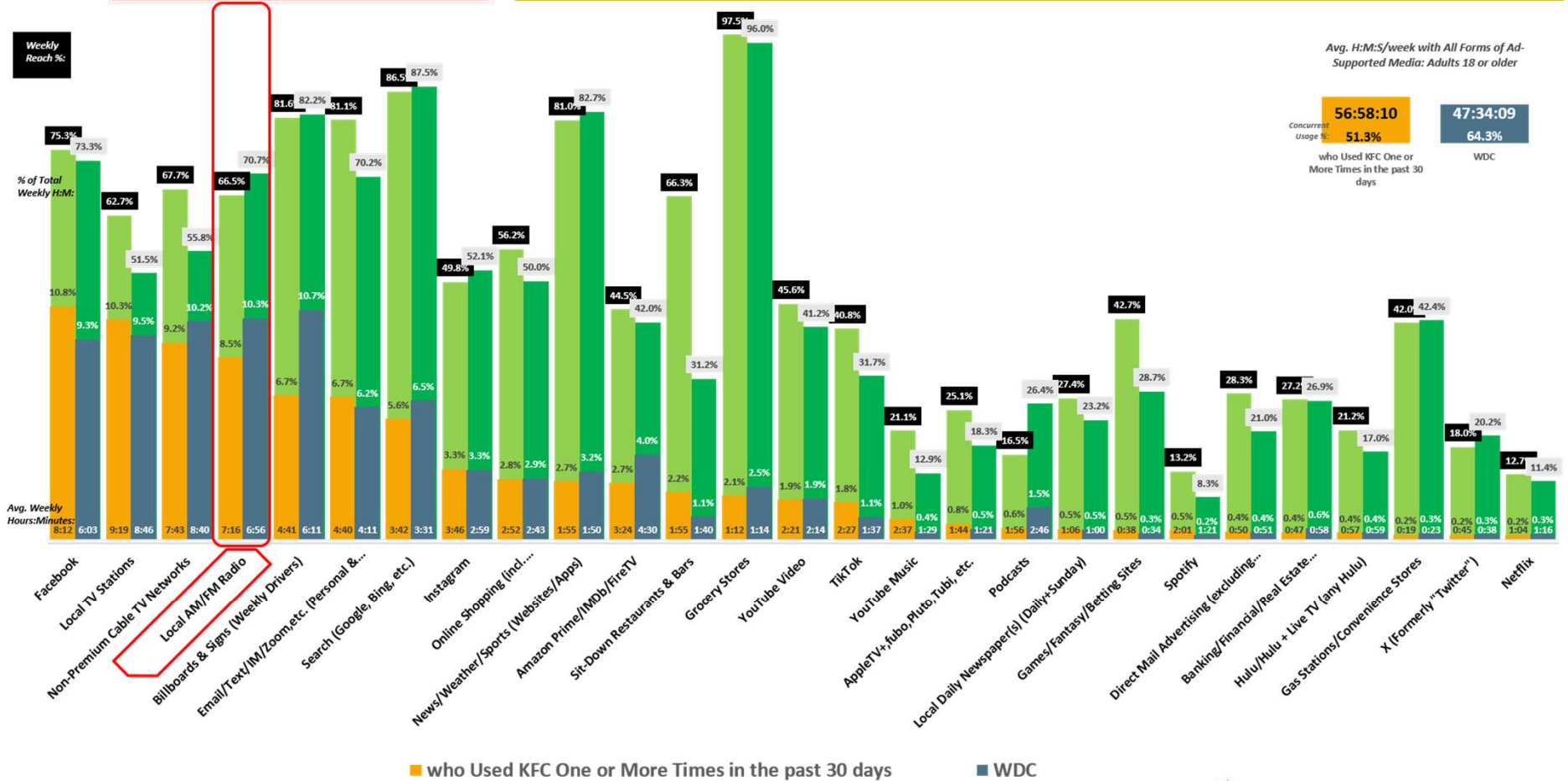
67:27:32
47.3%
who Used KFC One or More Times in the past 30 days

54:18:00
57.6%
CHI



Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 8 hours, 58 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

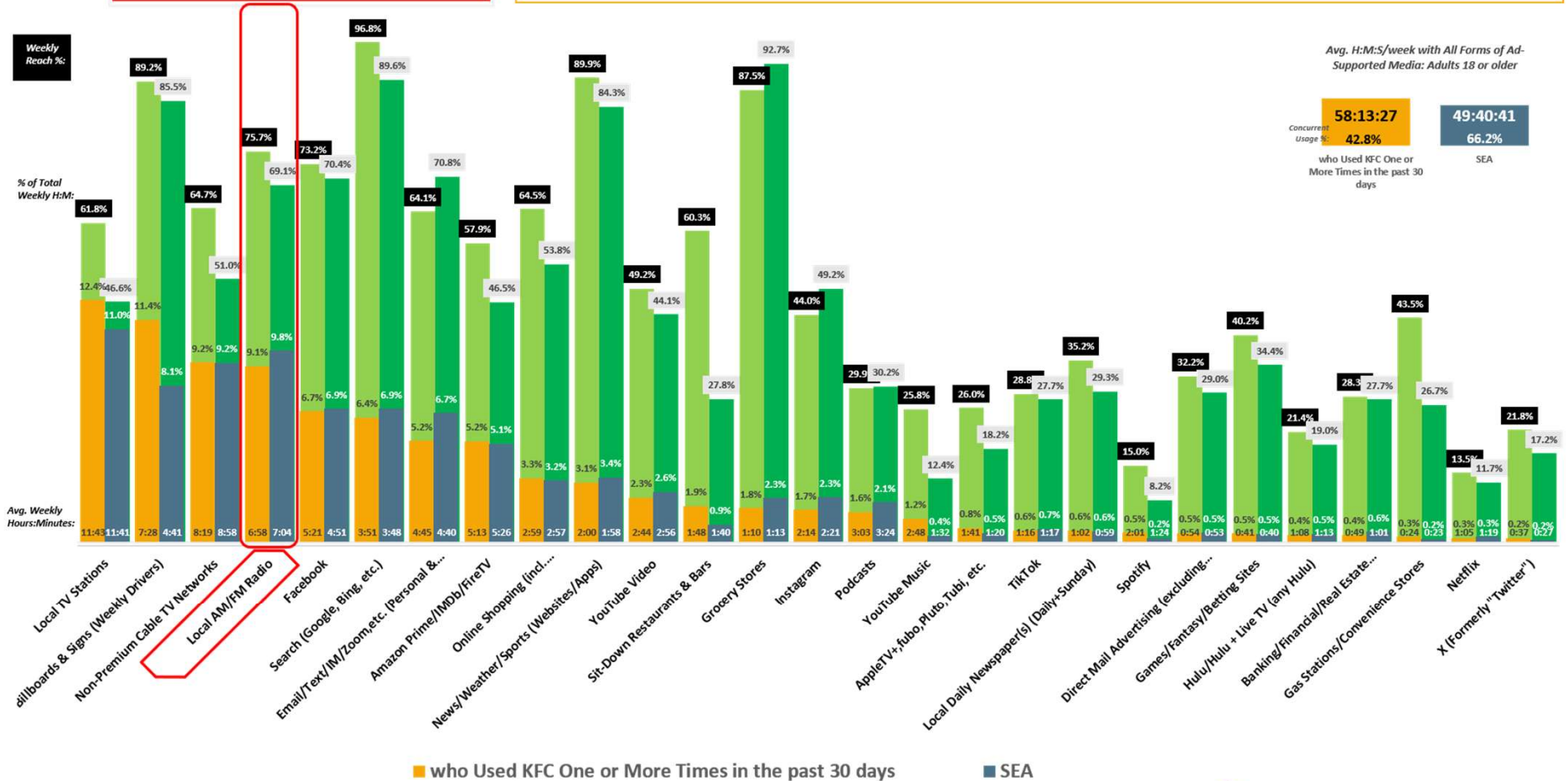
66.5% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Media.

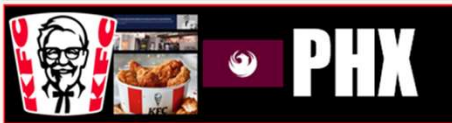




Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 10 hours, 13 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

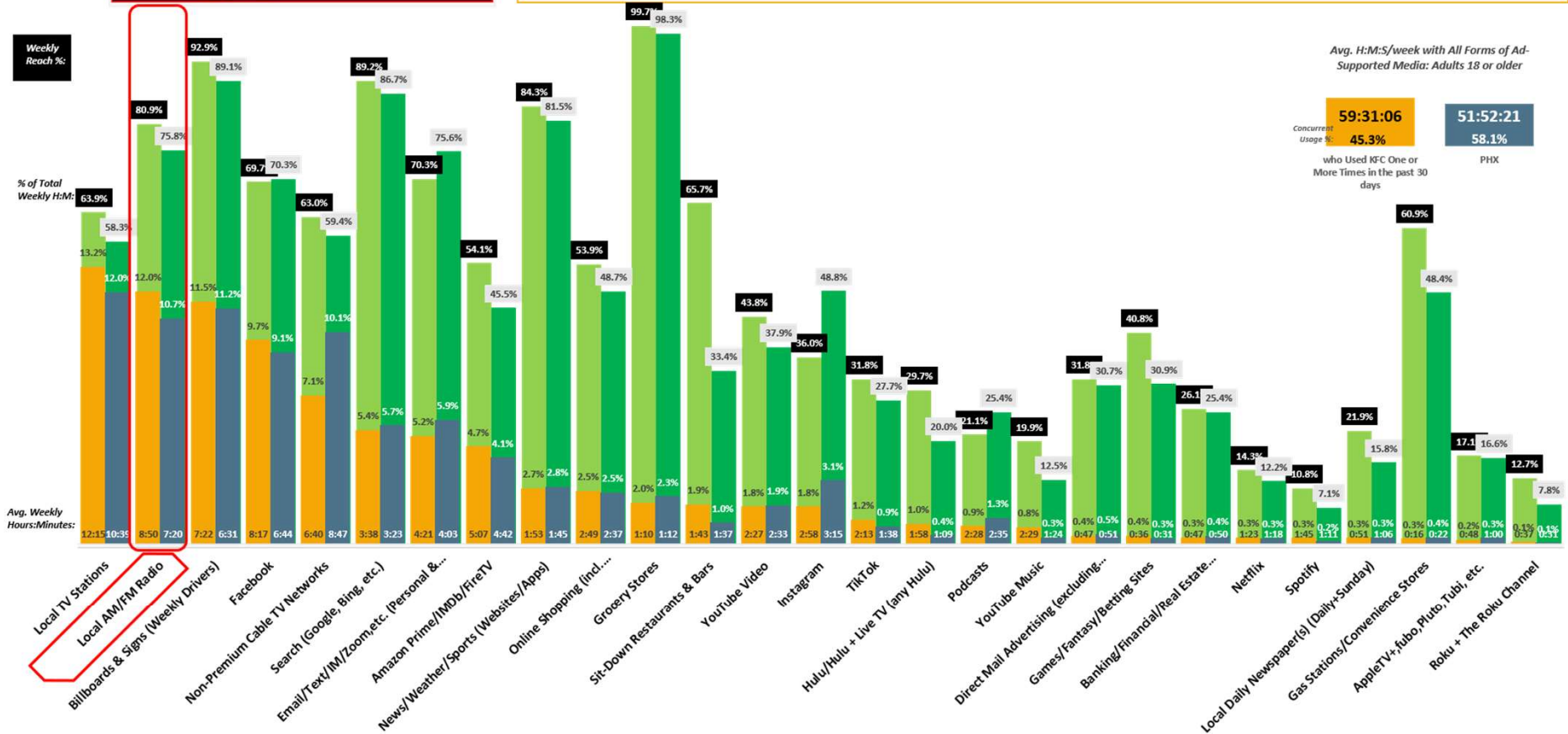
75.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 11 hours, 31 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% 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

who Used KFC One or More Times in the past 30 days: 59:31:06 (45.3% Concurrent Usage)

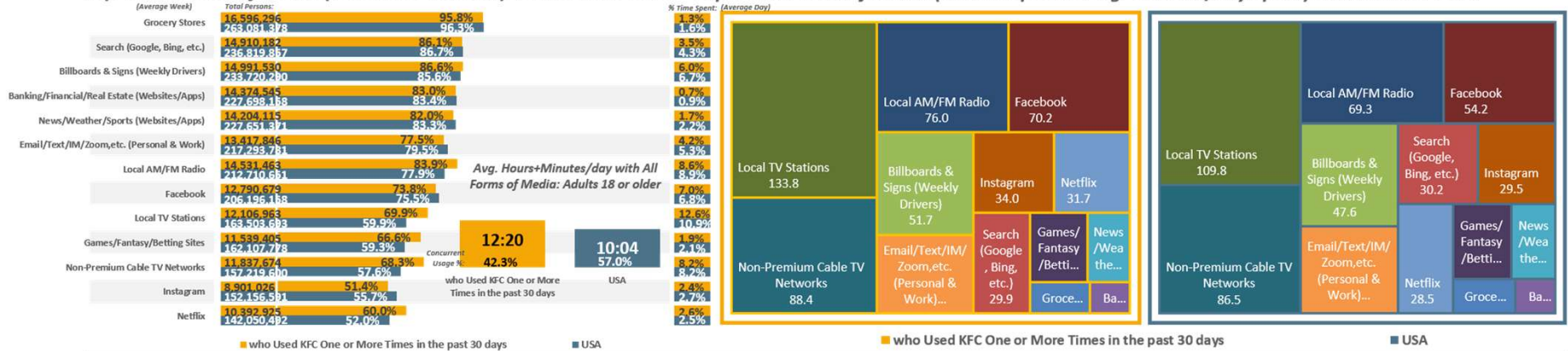
PHX: 51:52:21 (58.1% Concurrent Usage)

who Used KFC One or More Times in the past 30 days PHX

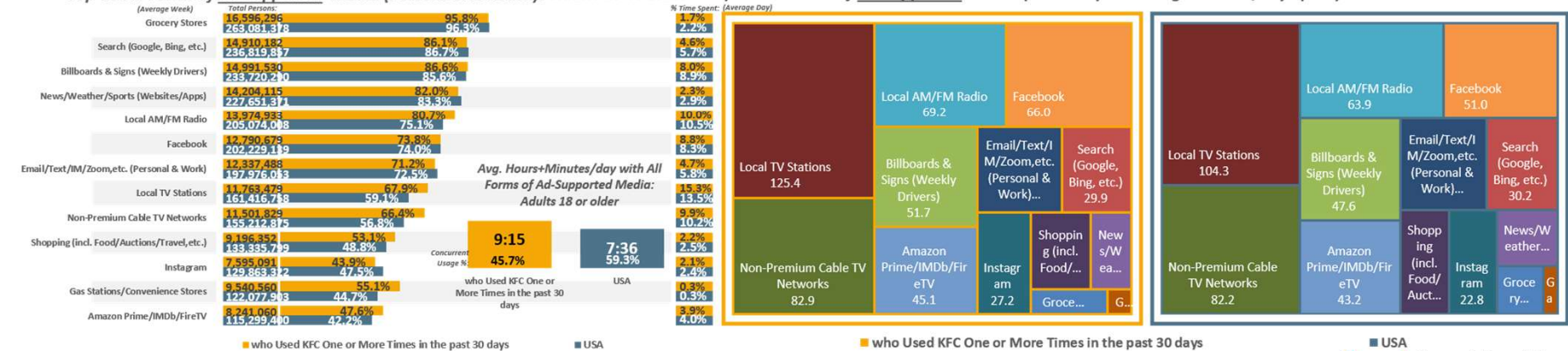


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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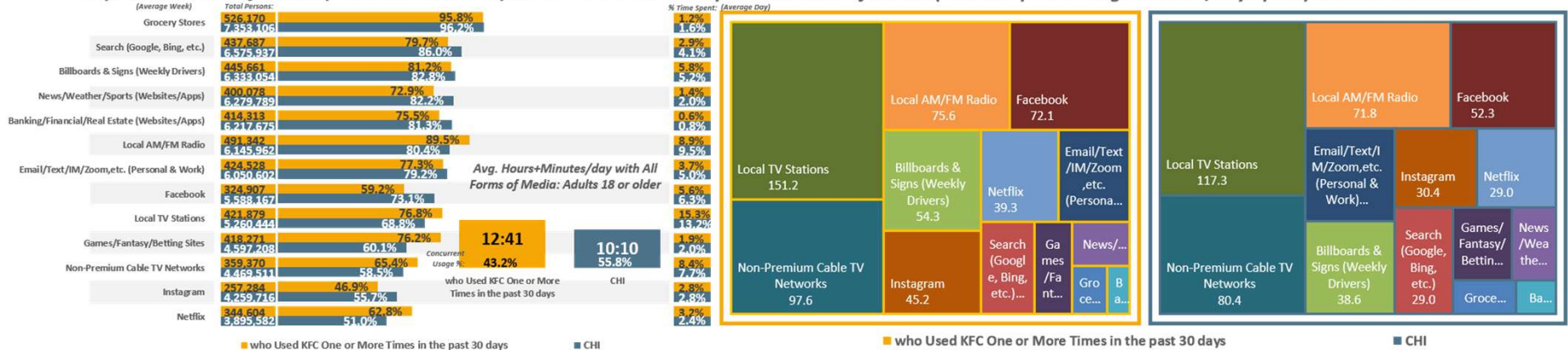
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Quick service restaurants used past 30 days: KFC

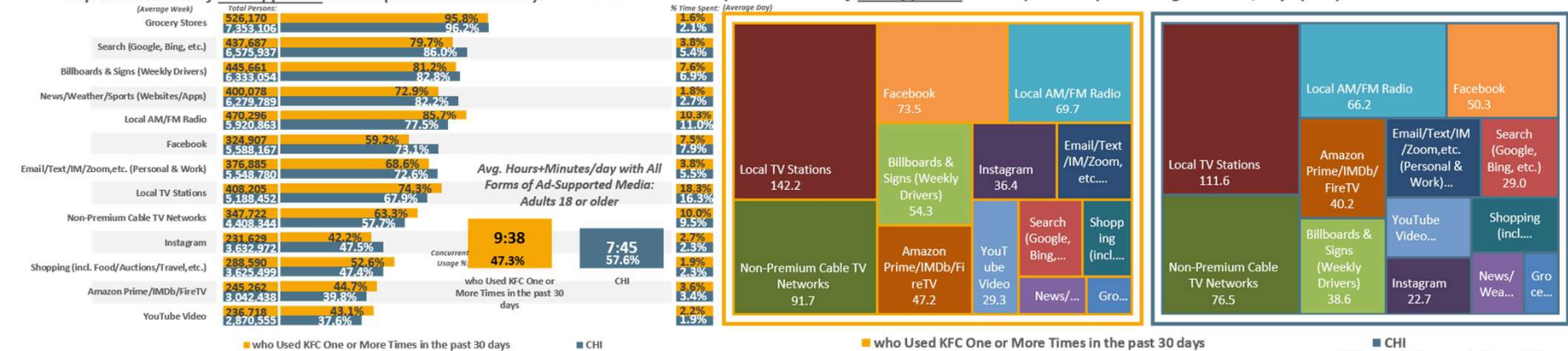


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 9 hours and 38 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 313
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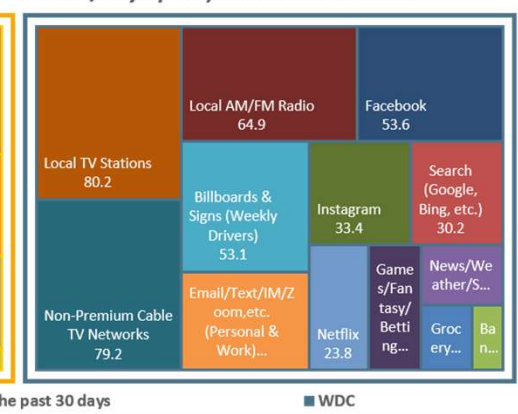
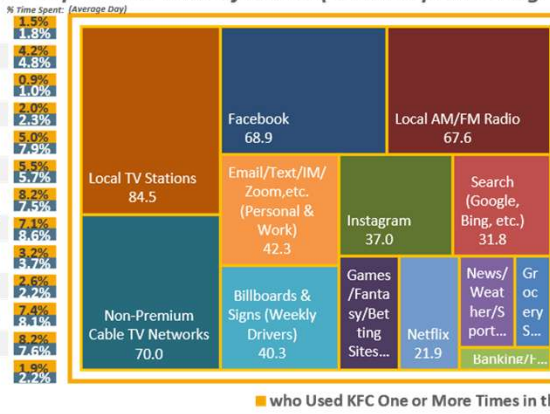
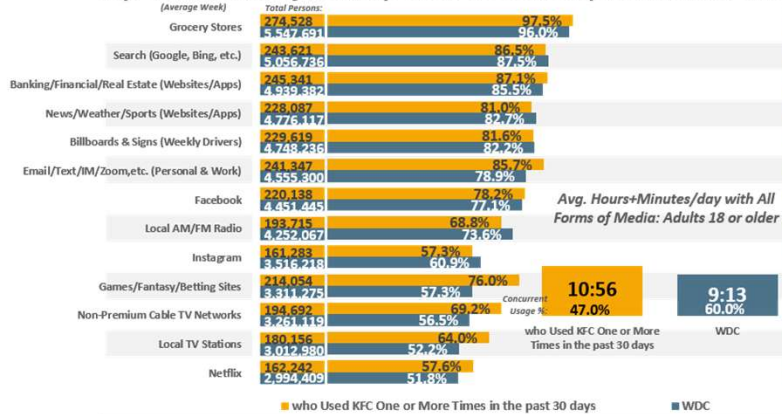
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Quick service restaurants used past 30 days: KFC

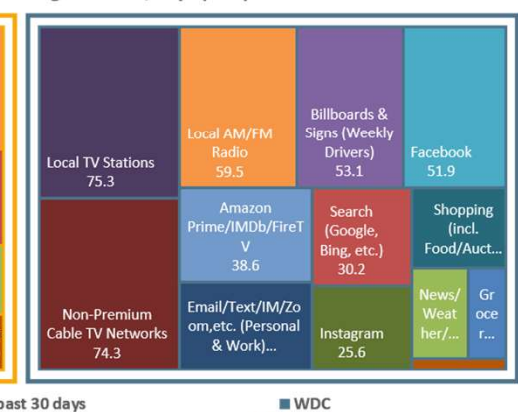
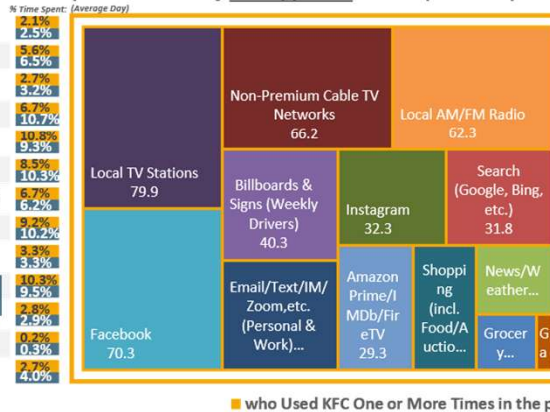
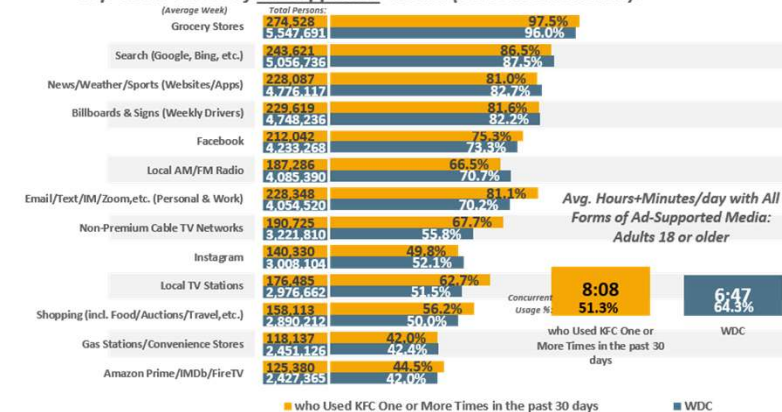


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 66.5% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. (Local Radio delivers 8.5% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 329
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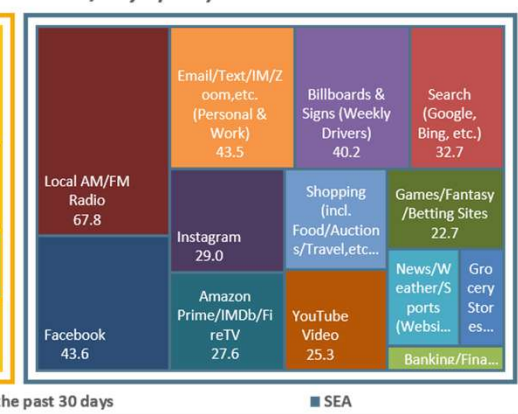
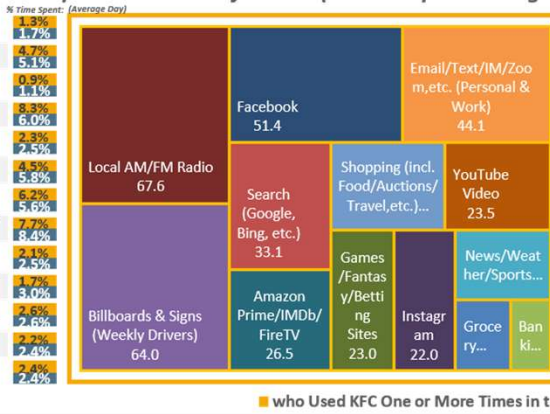
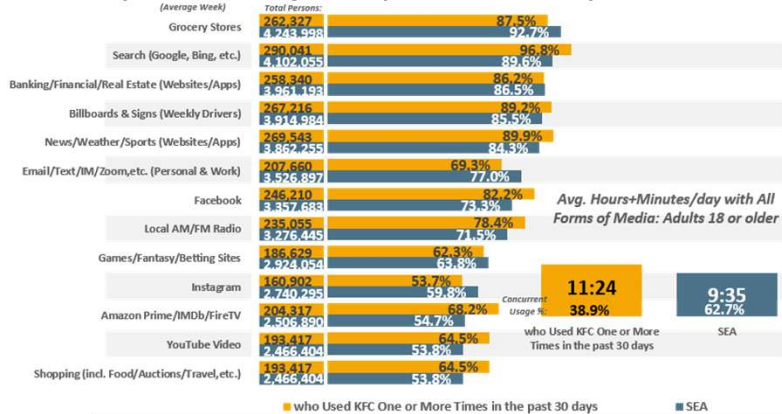
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Quick service restaurants used past 30 days: KFC

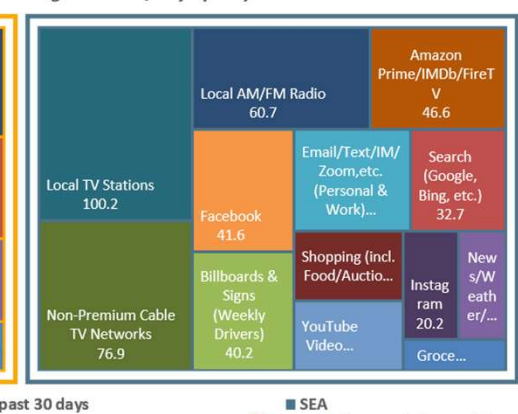
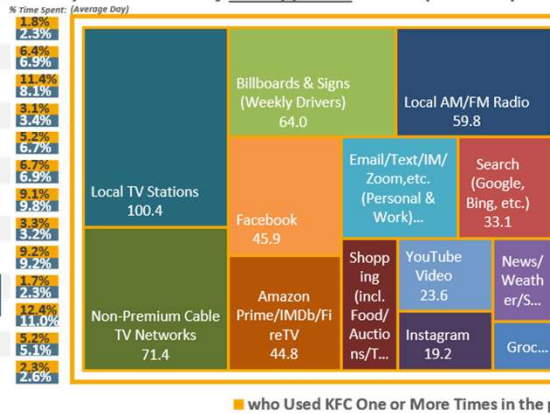
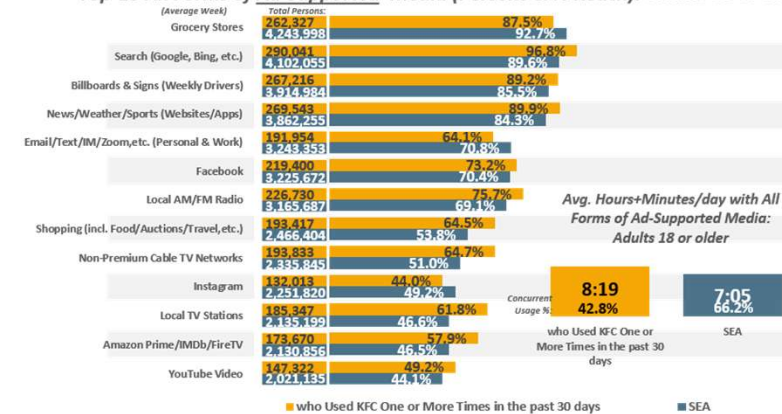


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 247
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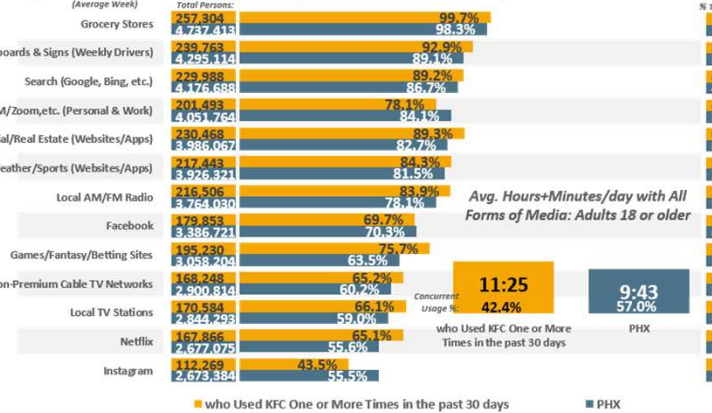
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

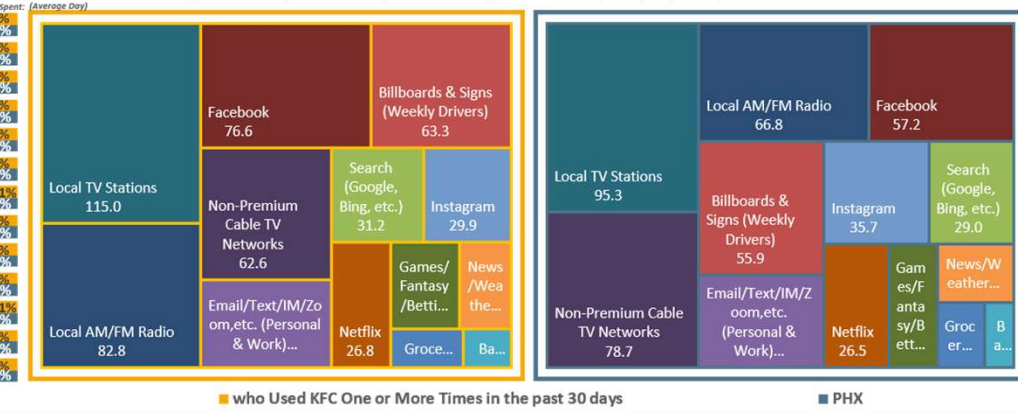


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 75.8 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

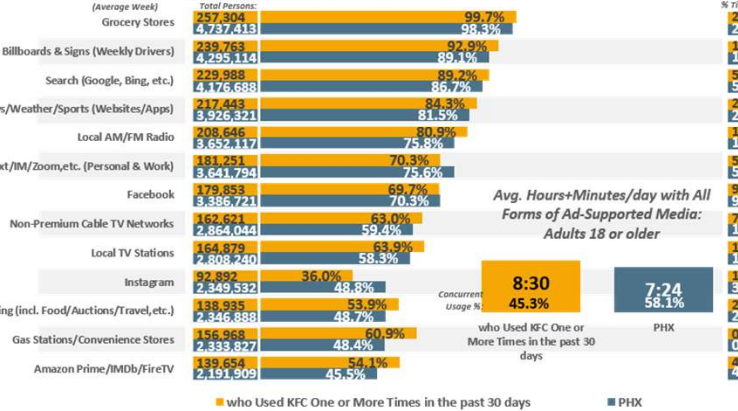
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



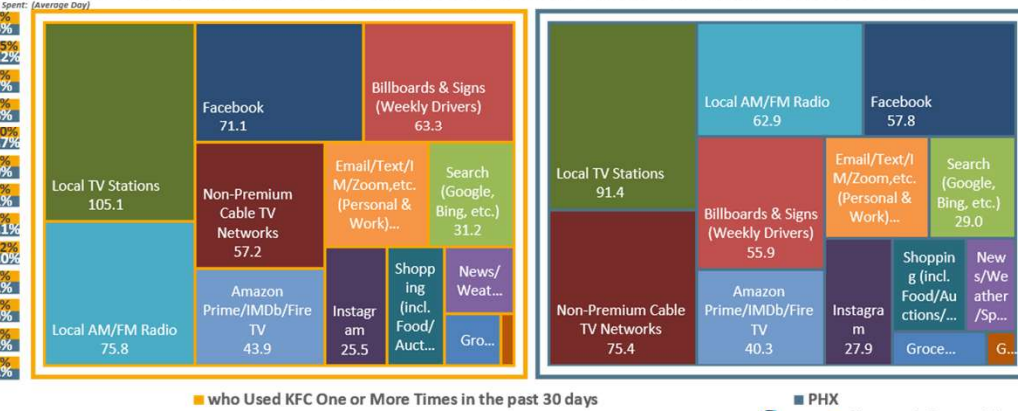
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 146
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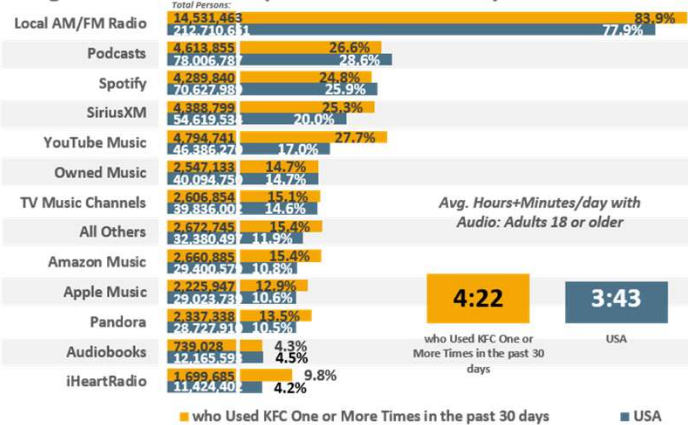
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Quick service restaurants used past 30 days: KFC

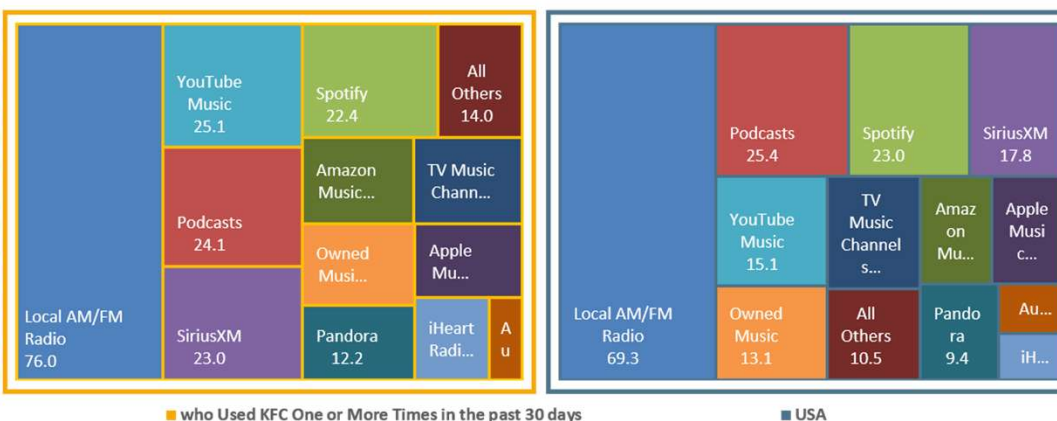


13,974,933 or 80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

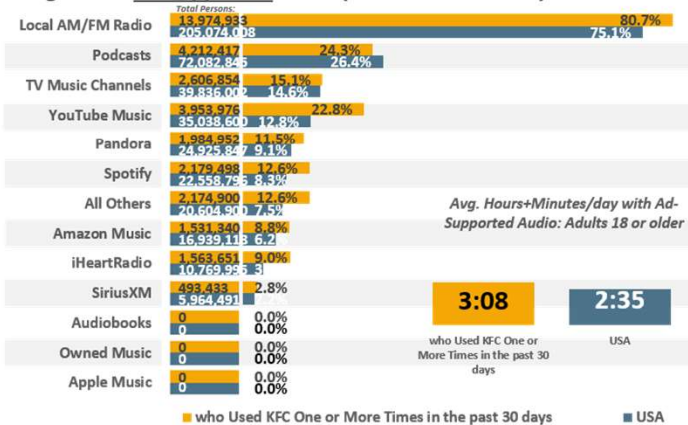
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



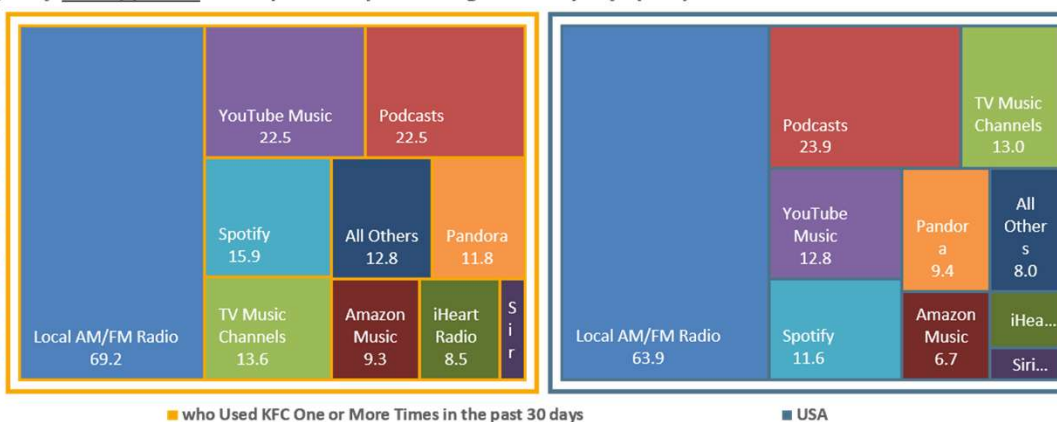
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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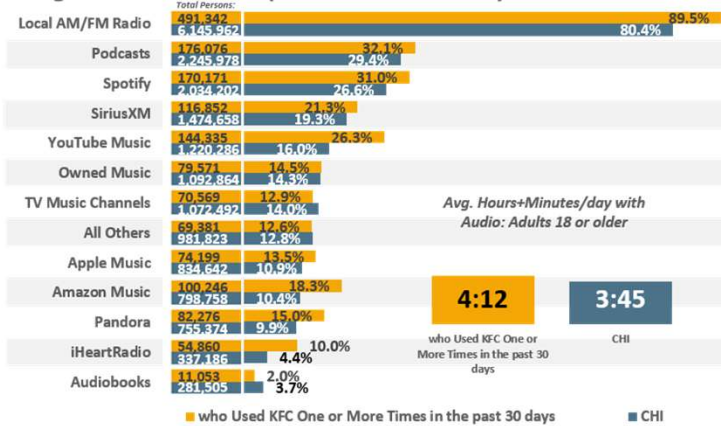
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

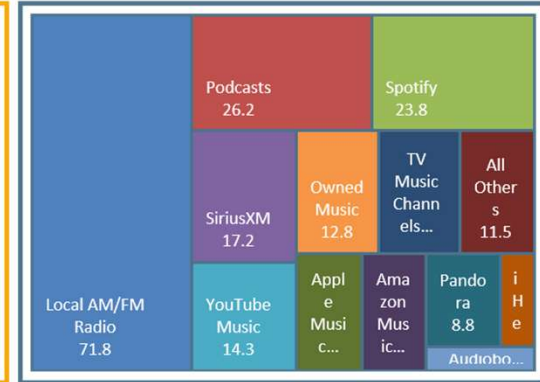
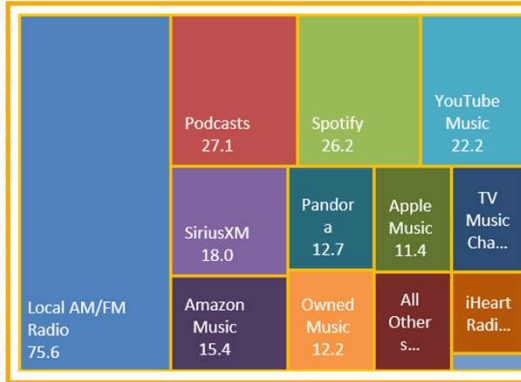


470,296 or 85.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

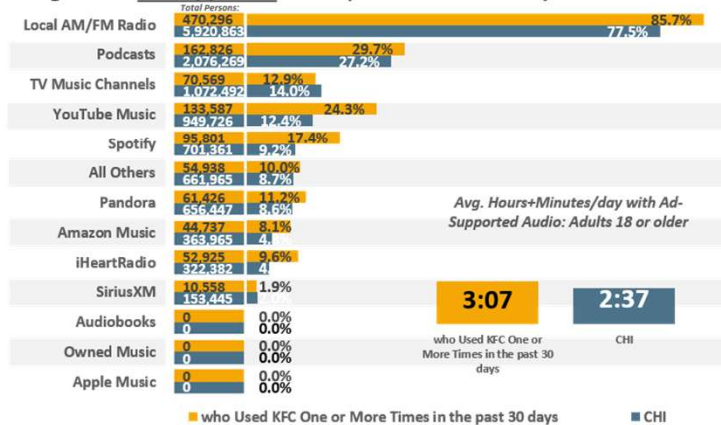
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



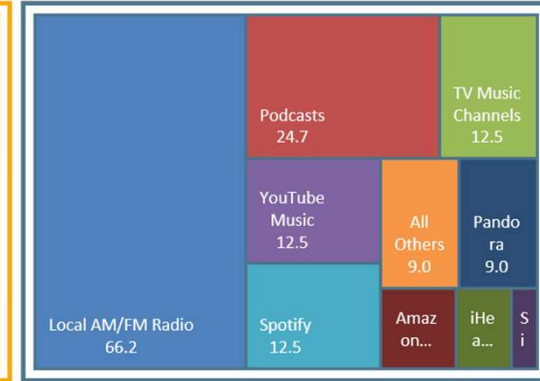
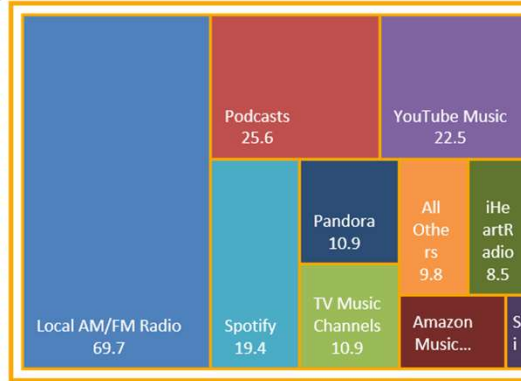
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



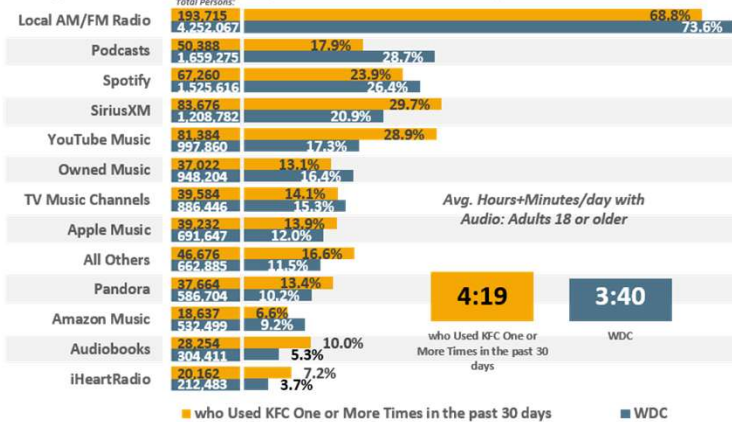
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



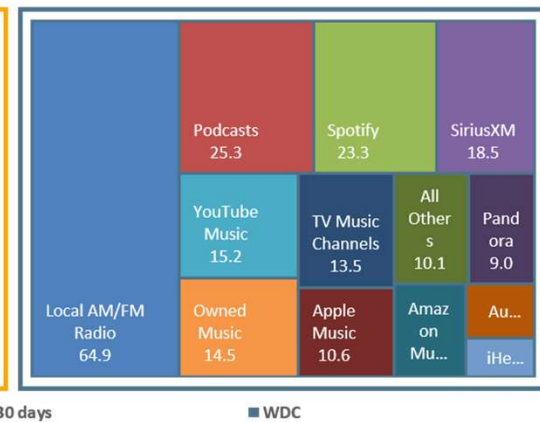
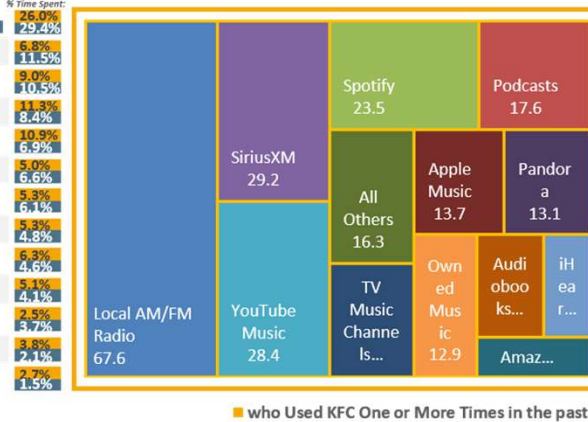


187,286 or 66.5% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

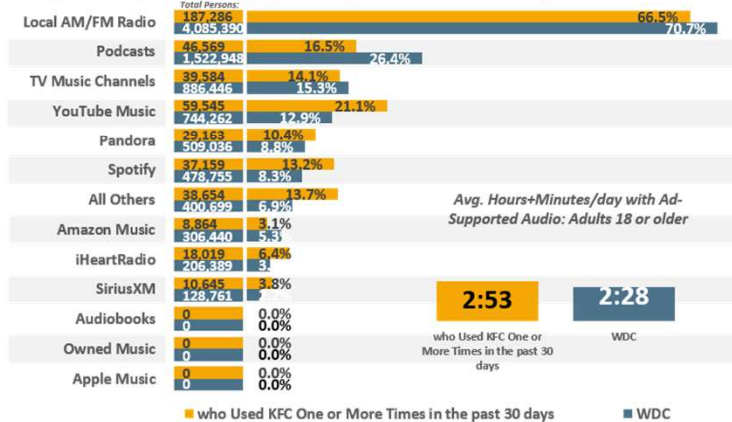
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



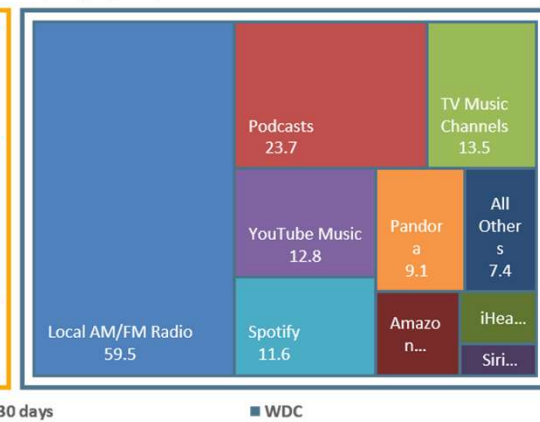
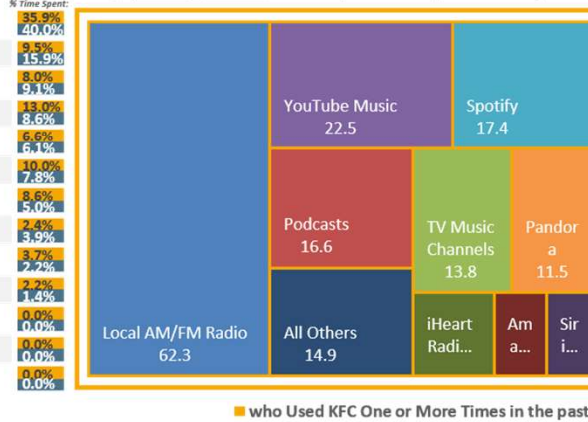
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



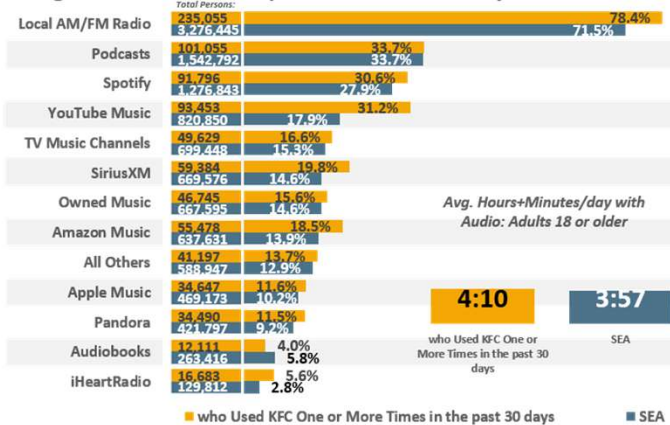
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



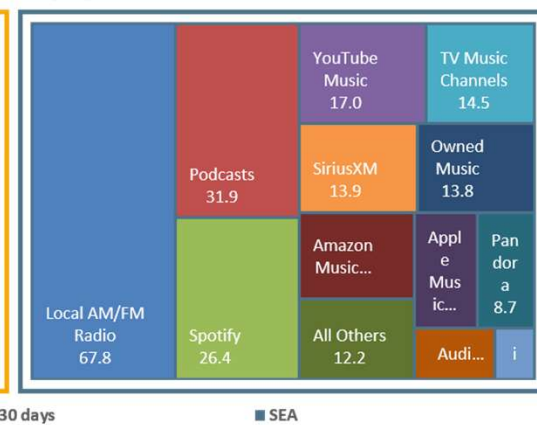
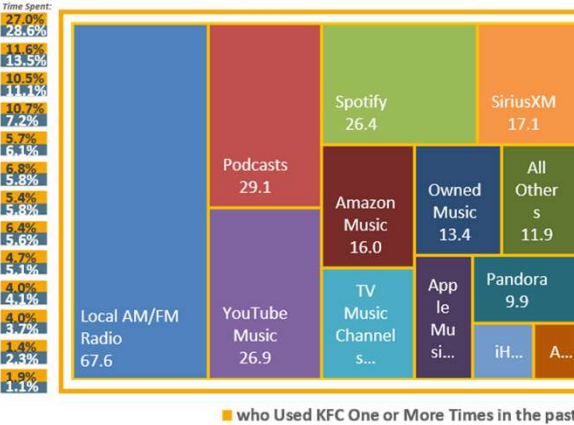


226,730 or 75.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.

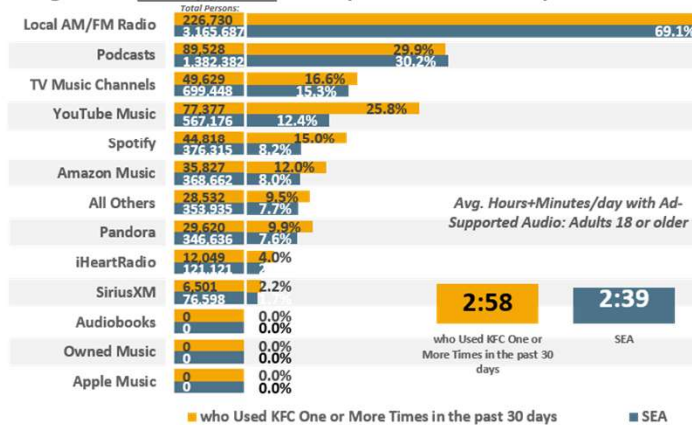
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



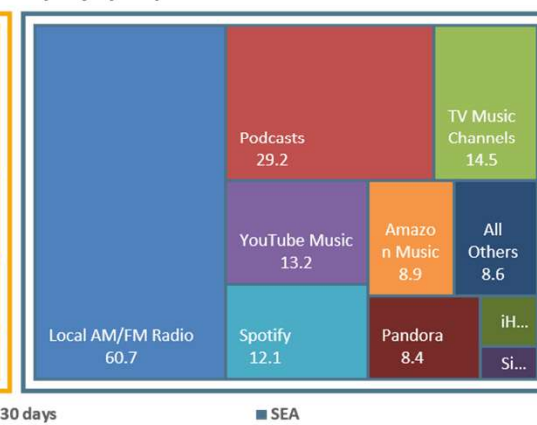
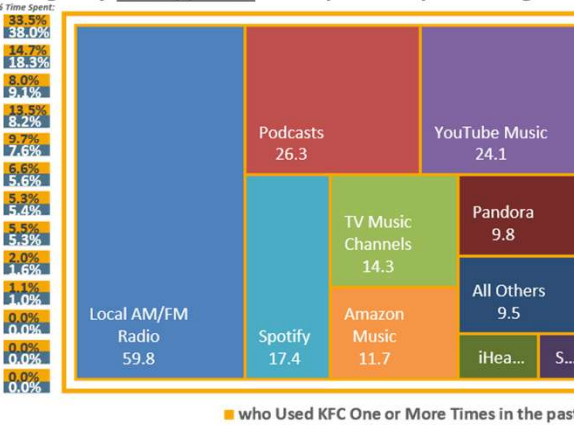
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

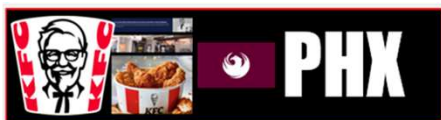


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



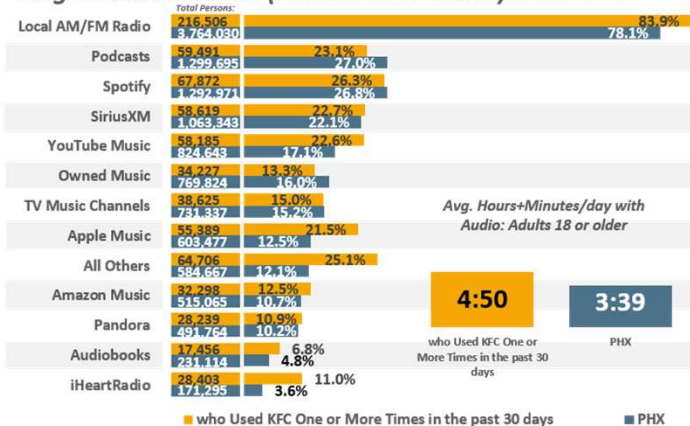
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



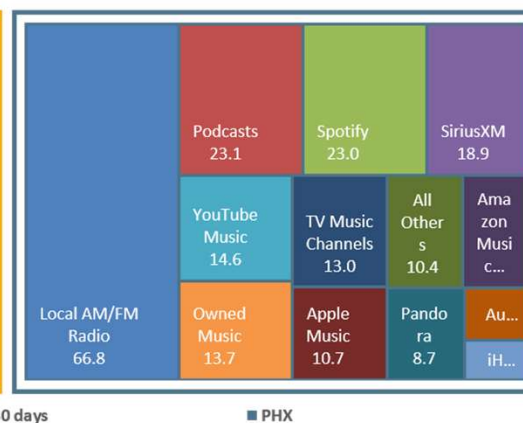
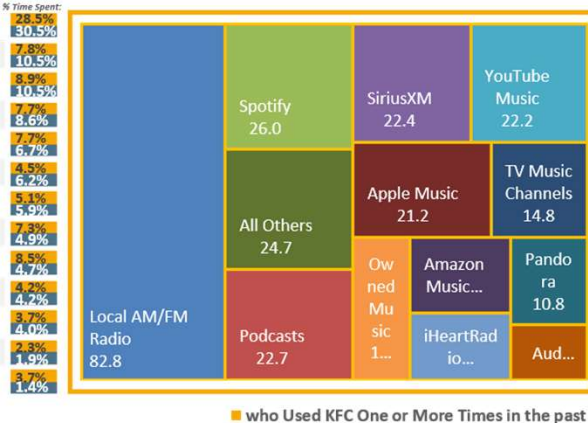


208,646 or 80.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

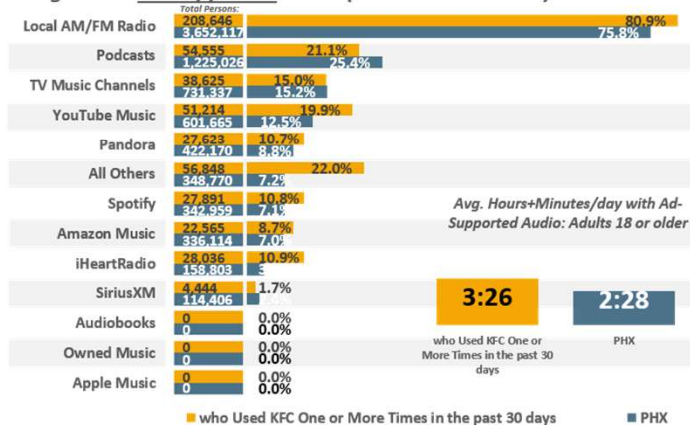
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



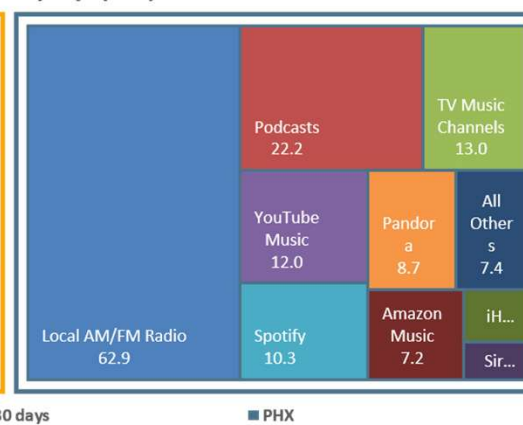
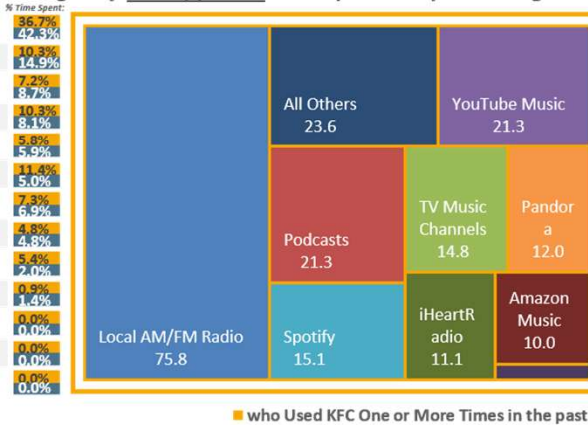
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

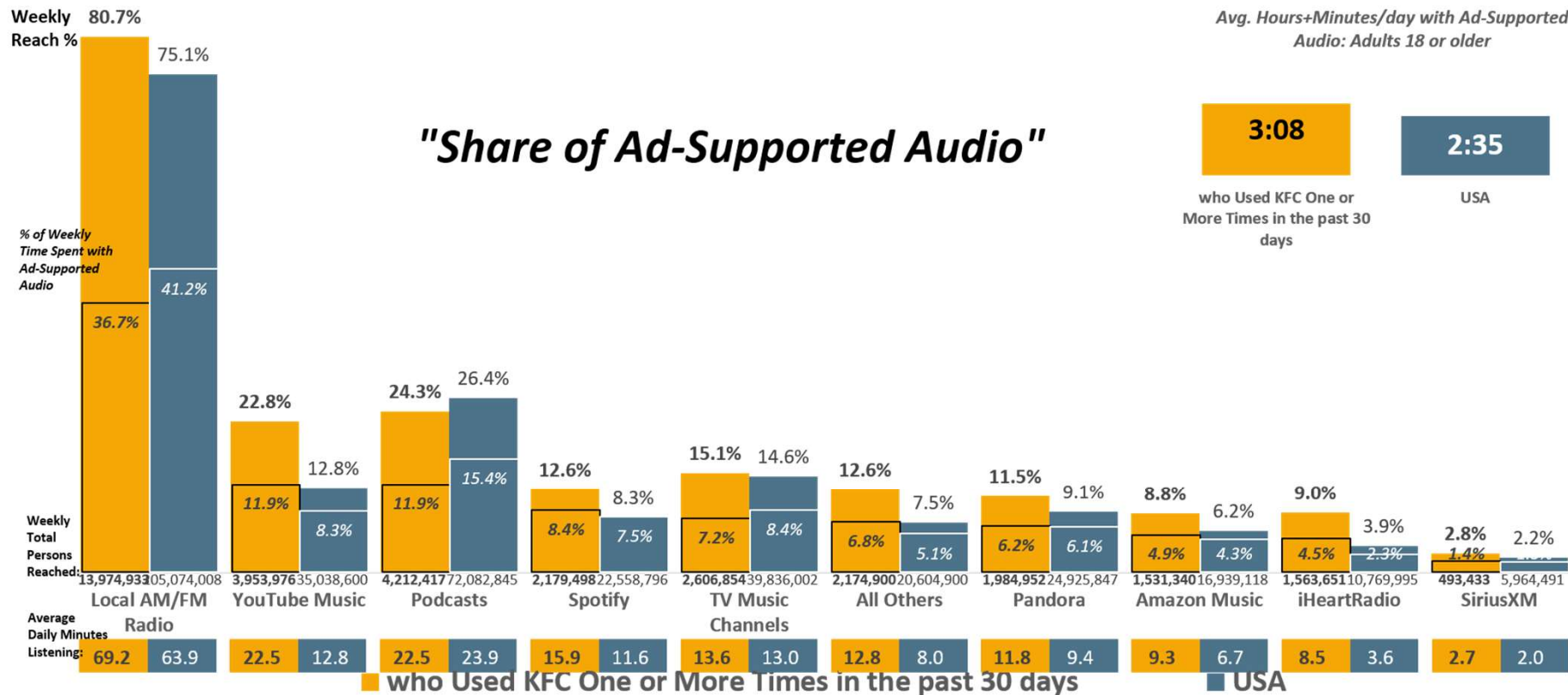


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



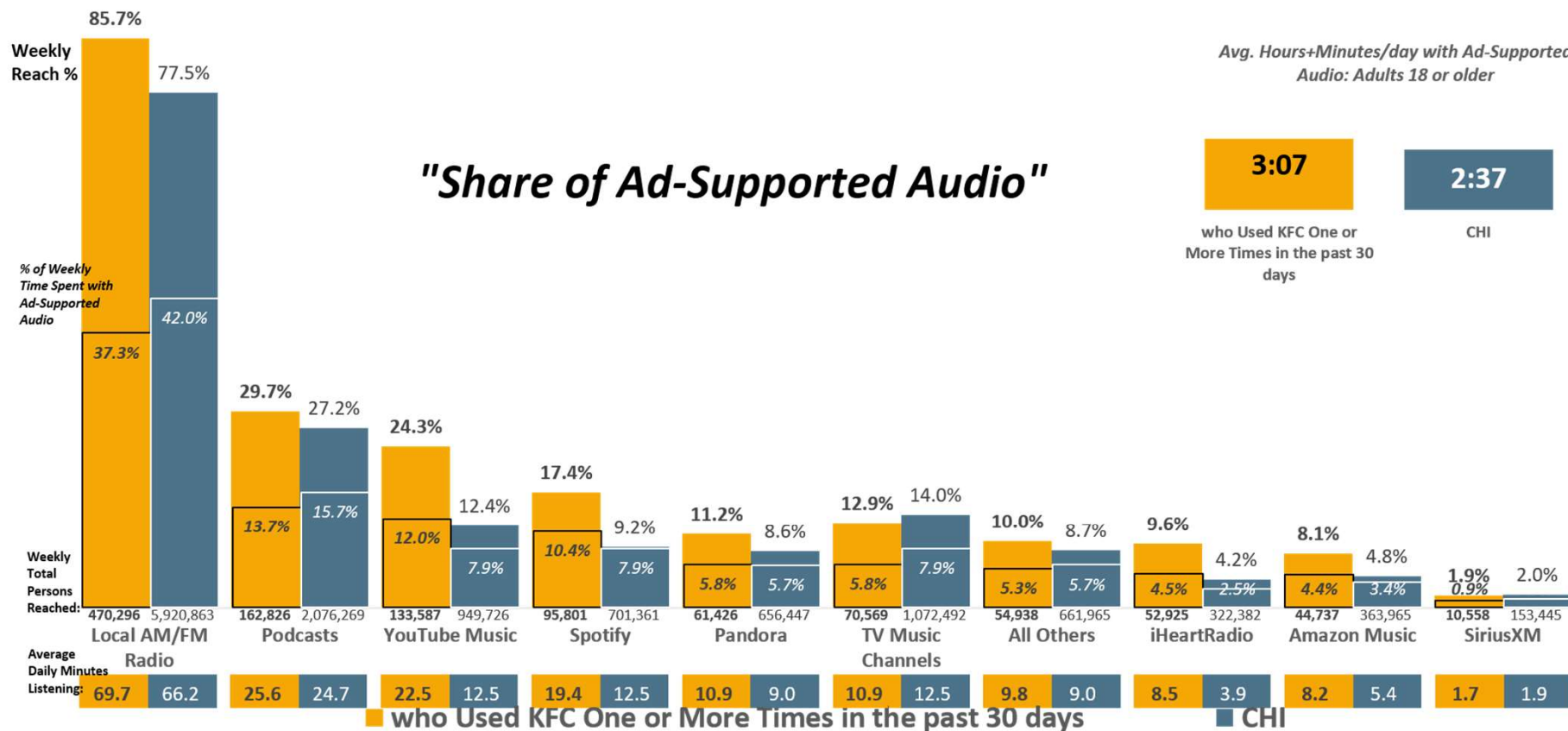


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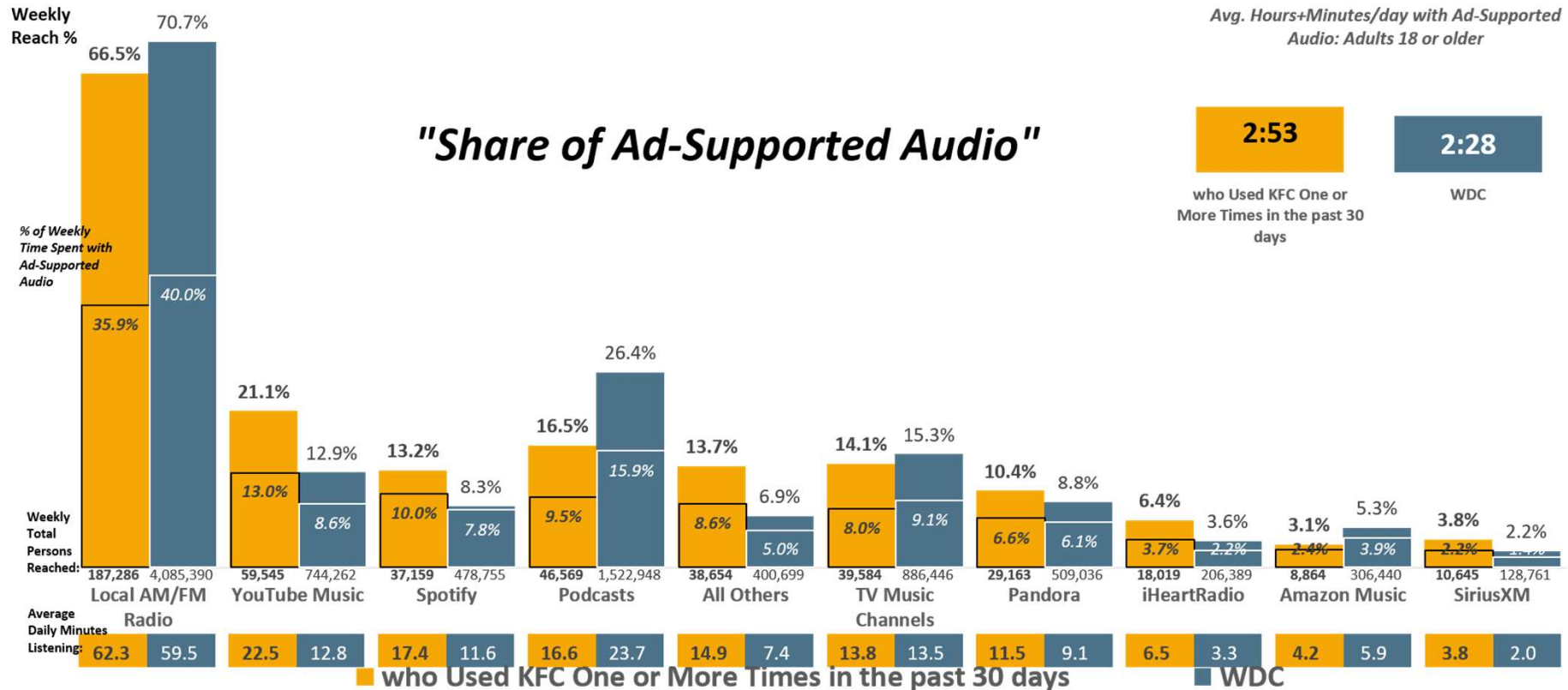


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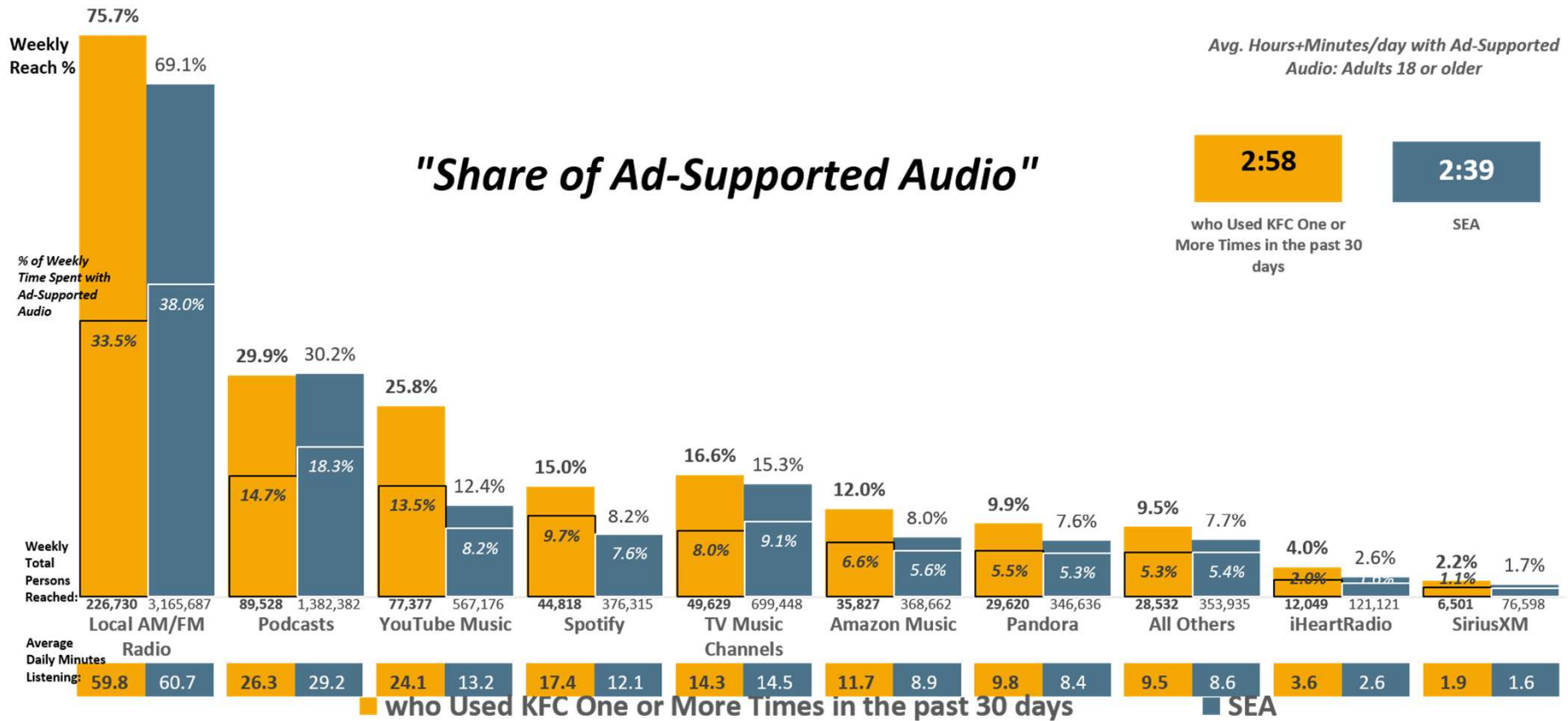


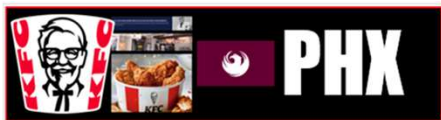
187,286 or 66.5% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



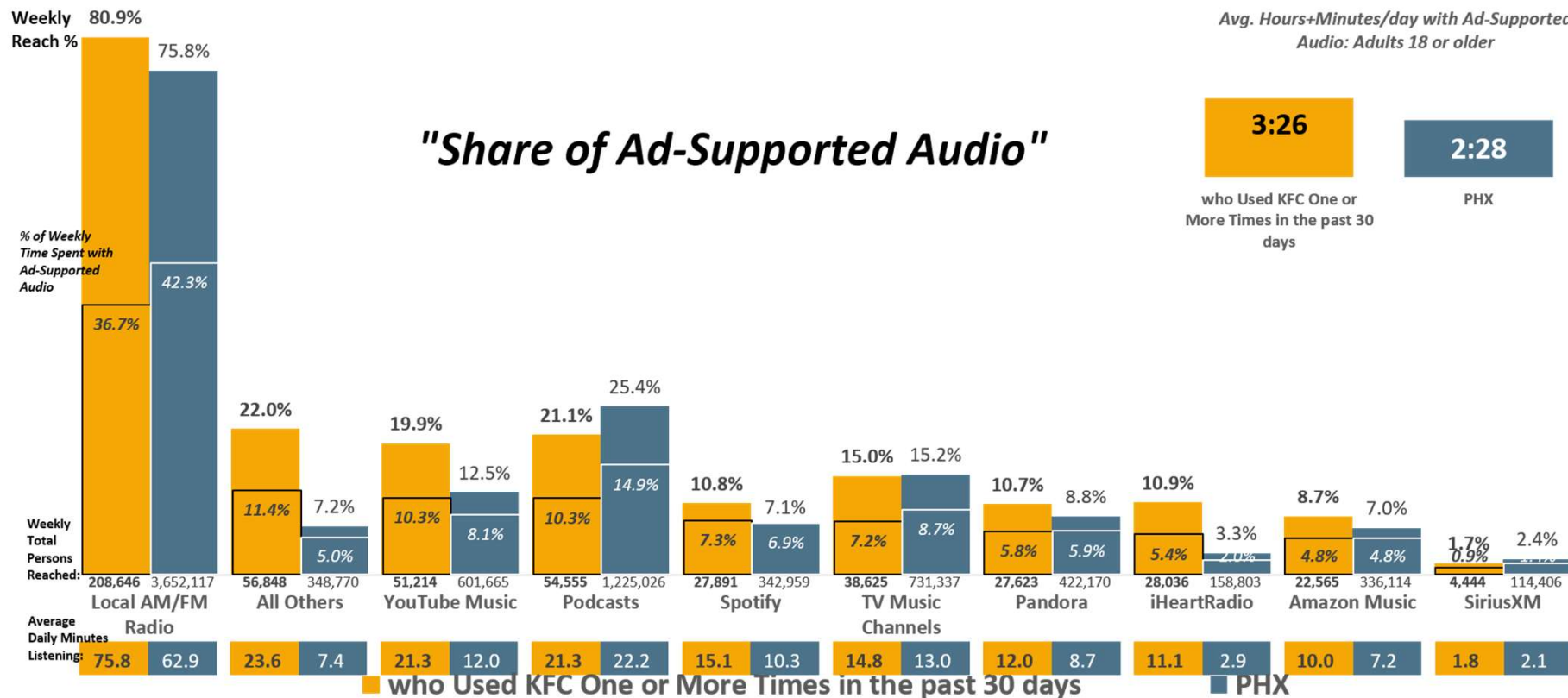


226,730 or 75.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.





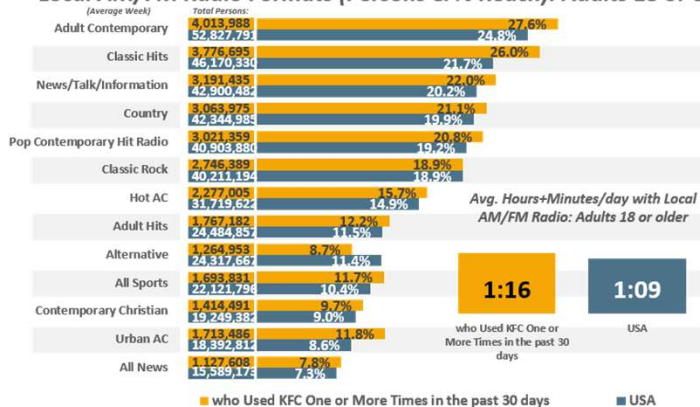
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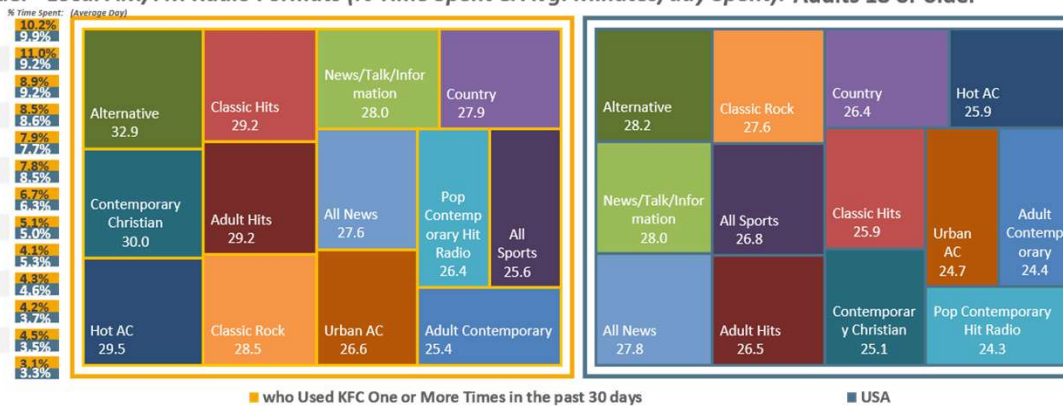


13,974,933 or 80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

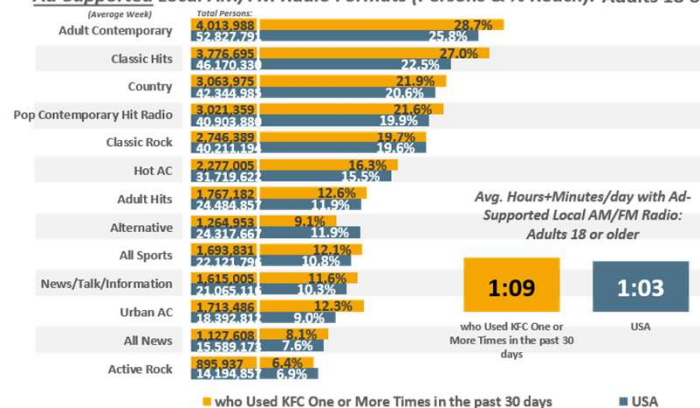
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



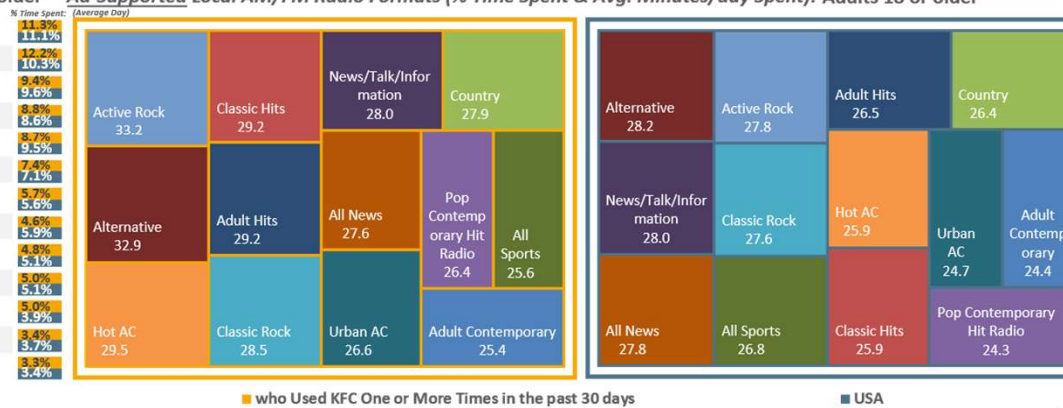
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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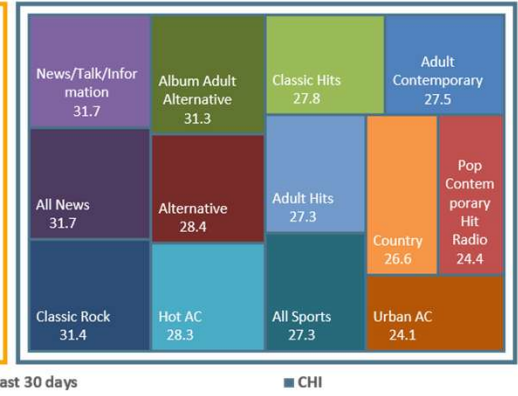
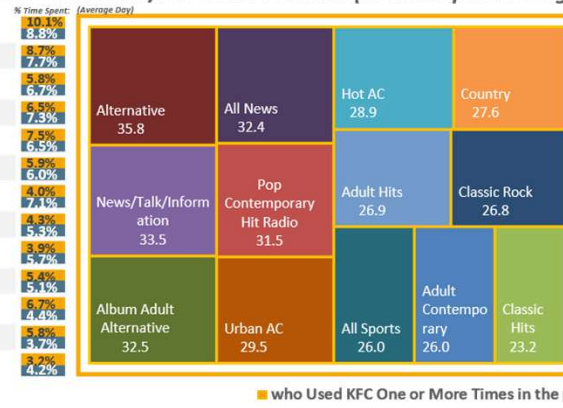
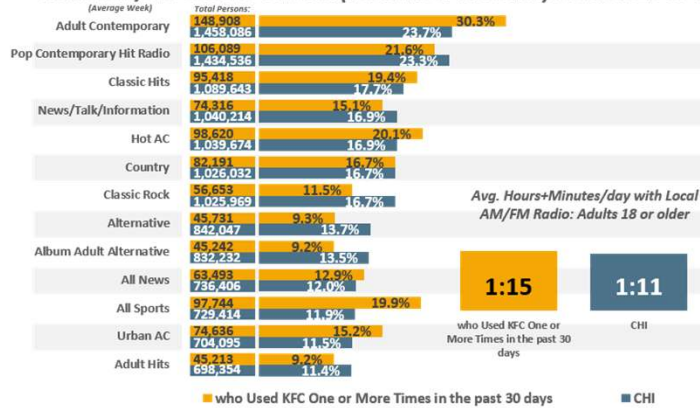
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Quick service restaurants used past 30 days: KFC

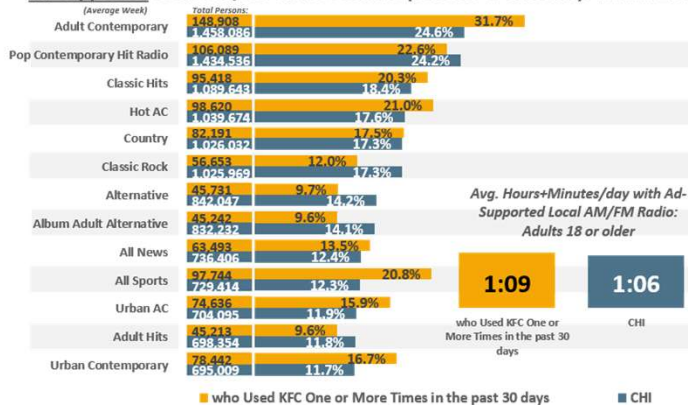


470,296 or 85.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, All Sports, and Classic Hits.

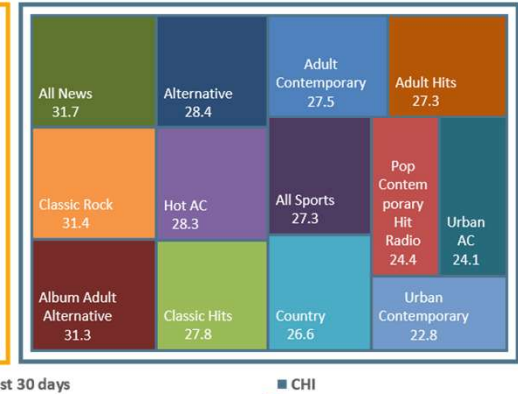
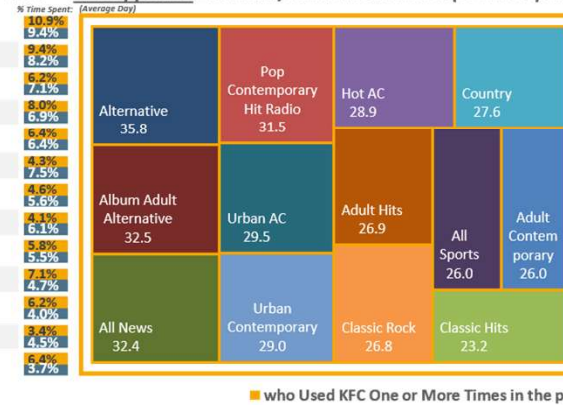
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 313
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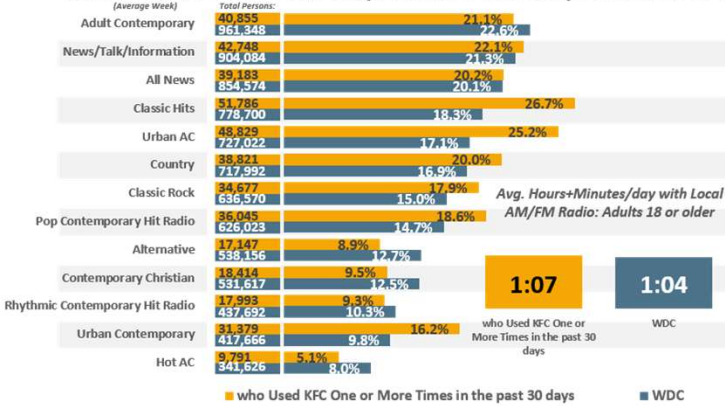
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

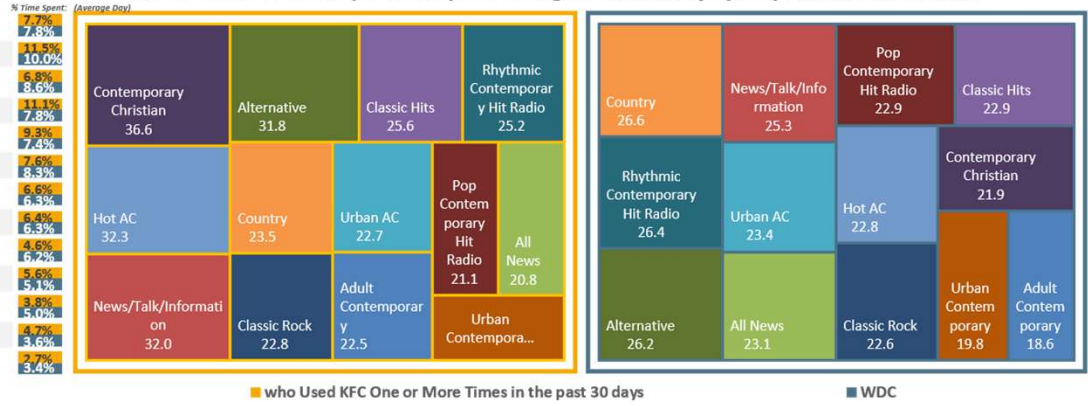


187,286 or 66.5% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Urban AC, Adult Contemporary, All News, and Country.

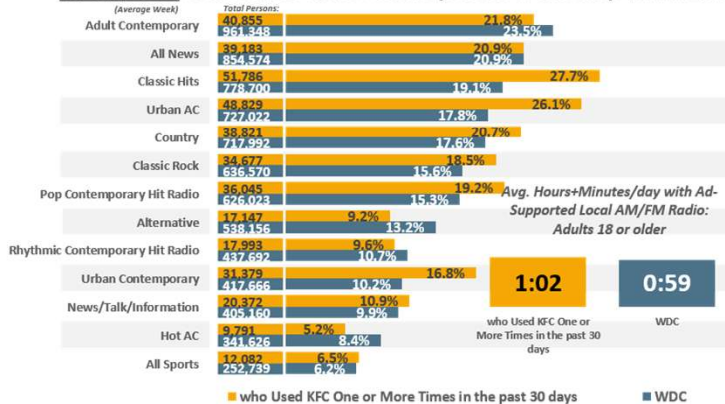
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



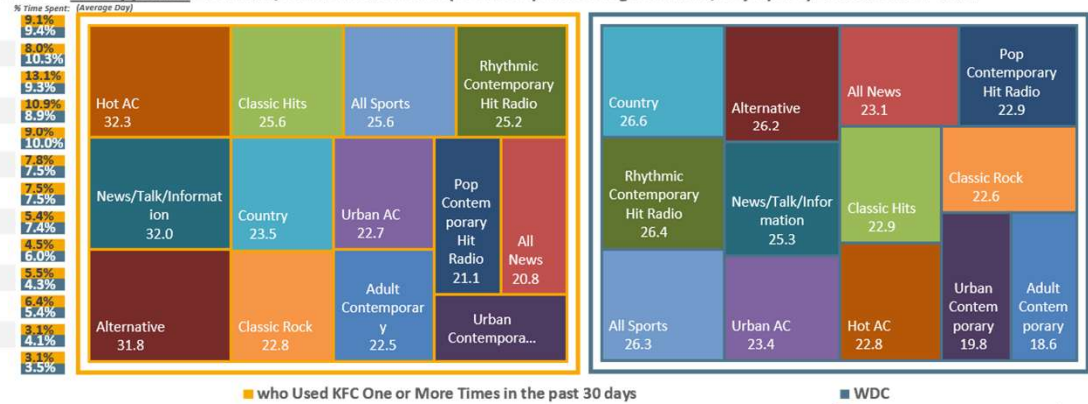
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



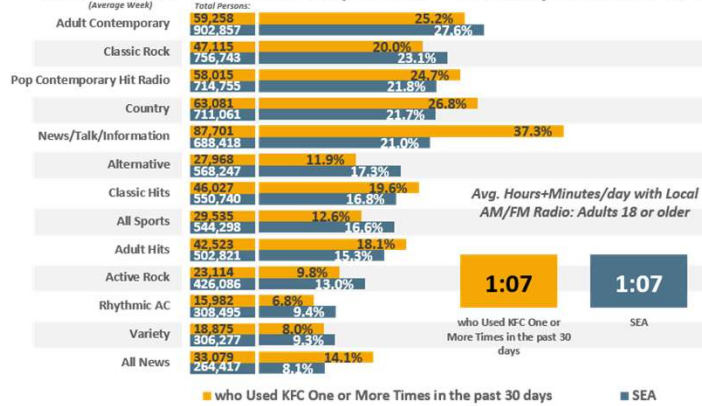
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



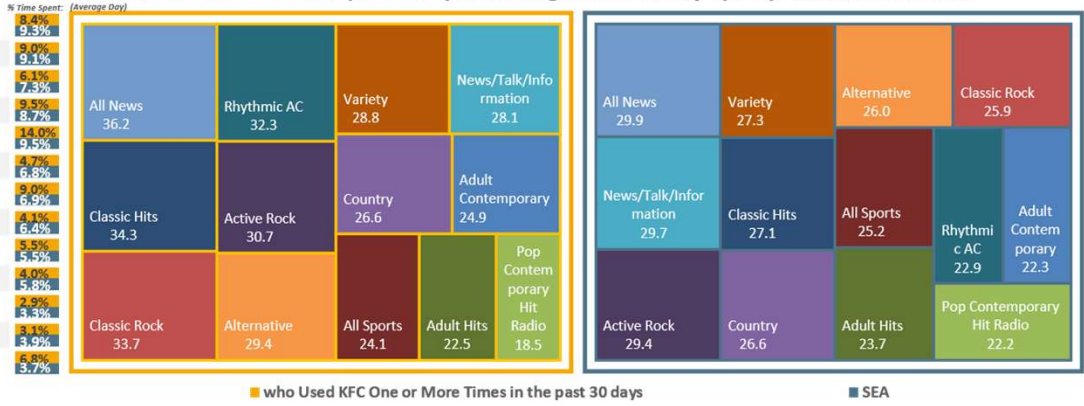


226,730 or 75.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, News/Talk/Information, and Classic Rock.

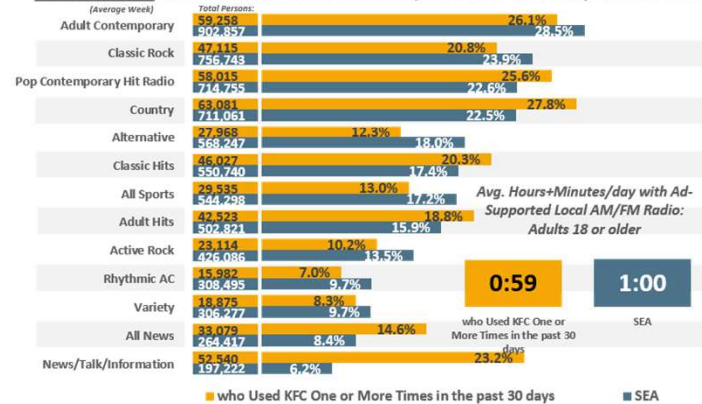
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



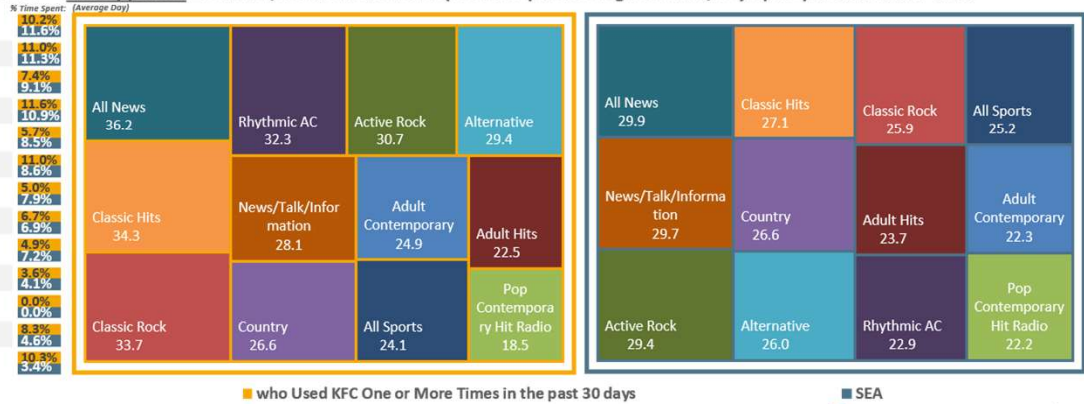
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

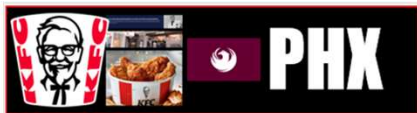


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



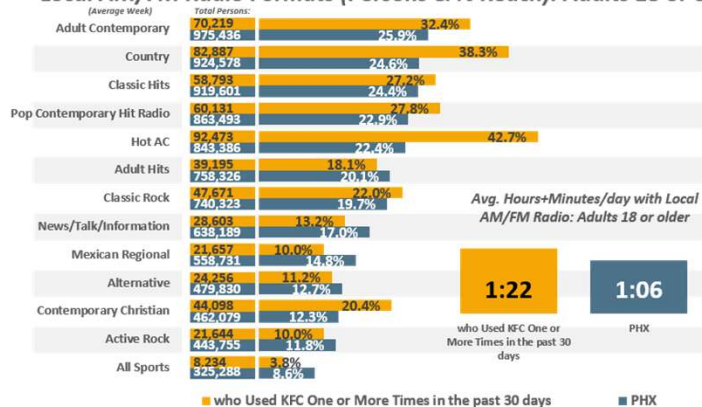
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



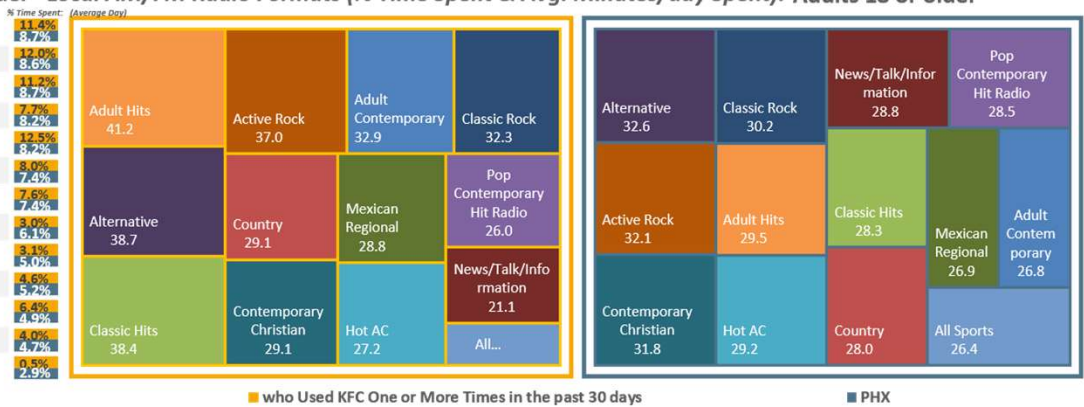


208,646 or 80.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Hits.

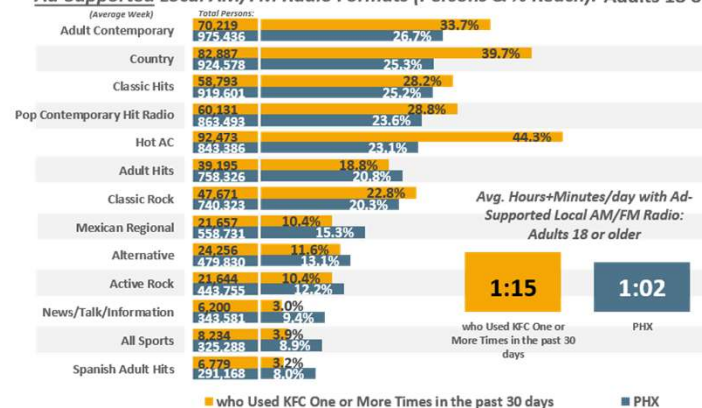
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



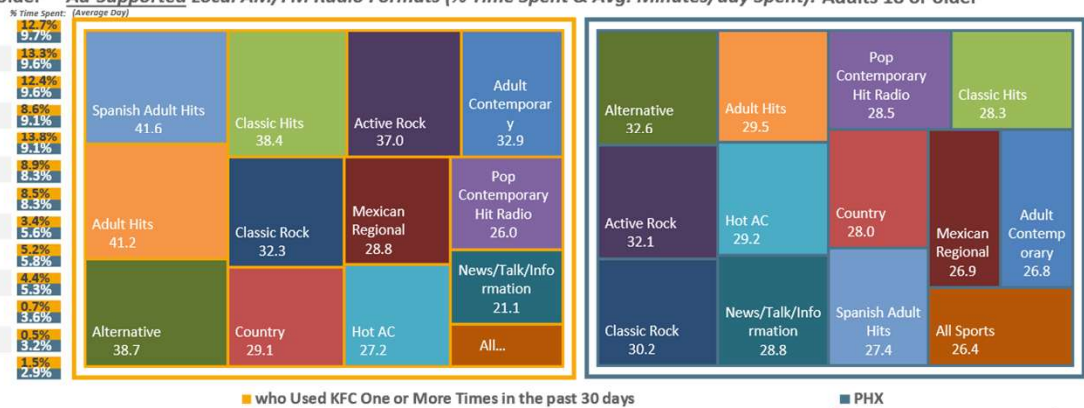
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

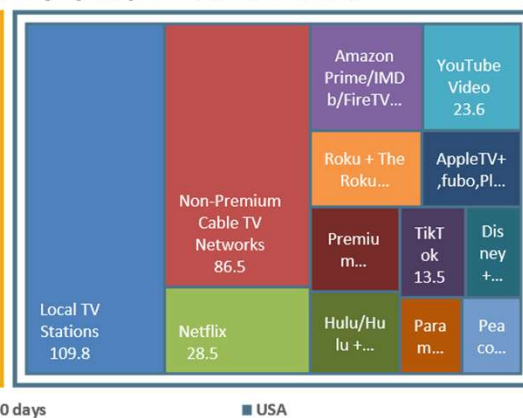
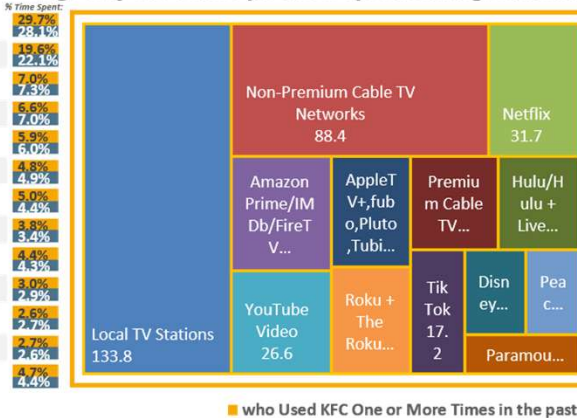
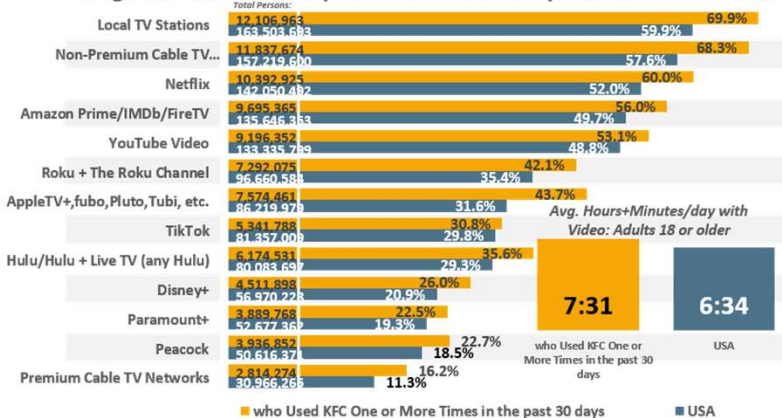




11,763,479 or 67.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 34.0% of all time spent daily with Ad-Supported Video.

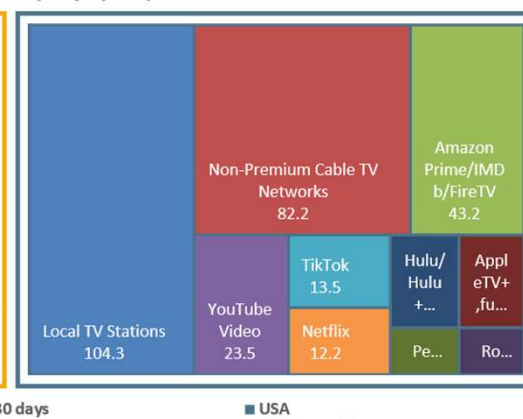
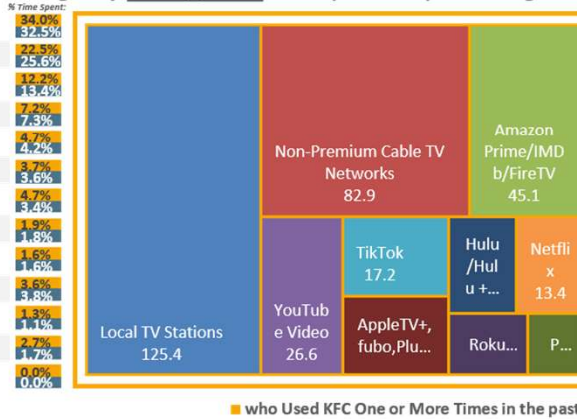
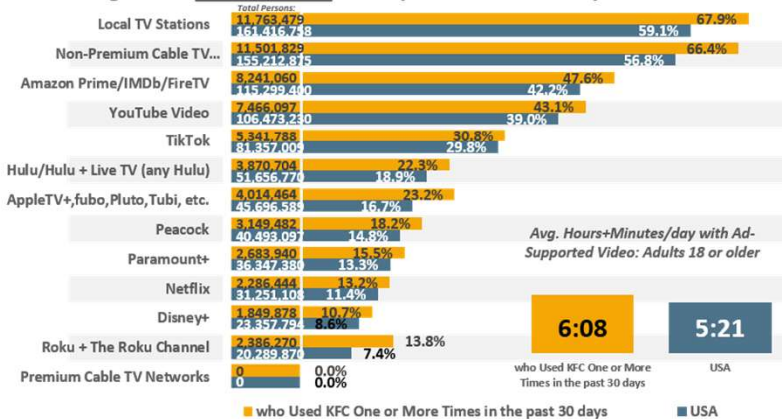
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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: Jan25-Mar26 Qual Intab 1,664
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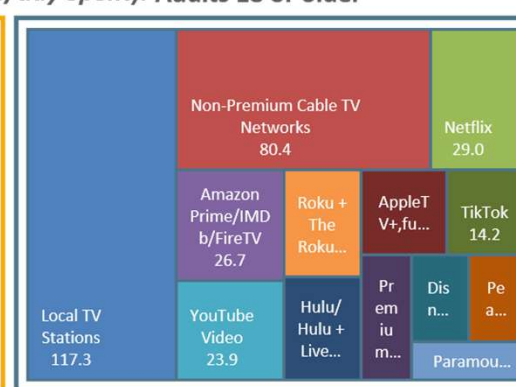
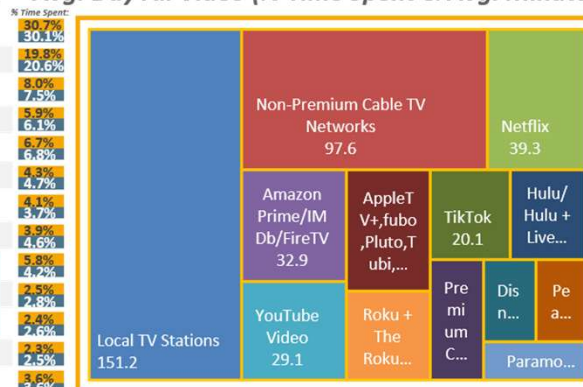
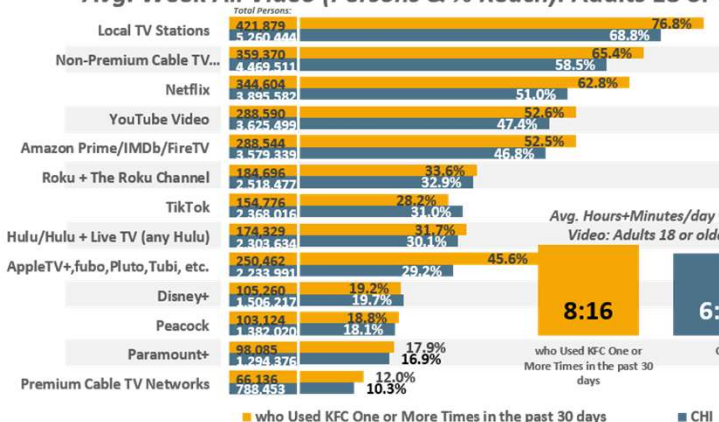
Quick service restaurants used past 30 days: KFC



408,205 or 74.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 142.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

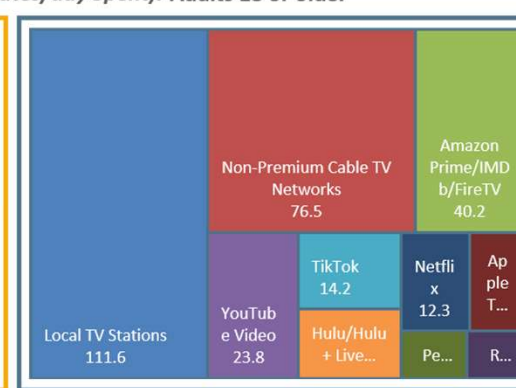
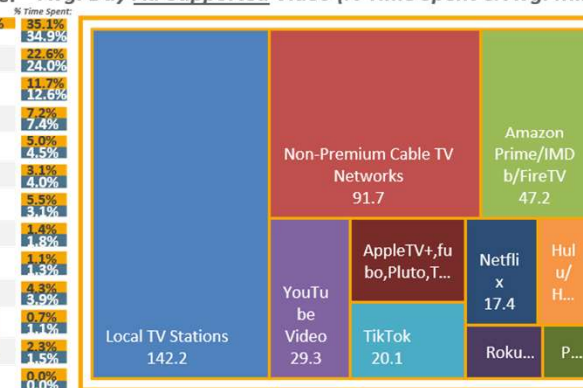
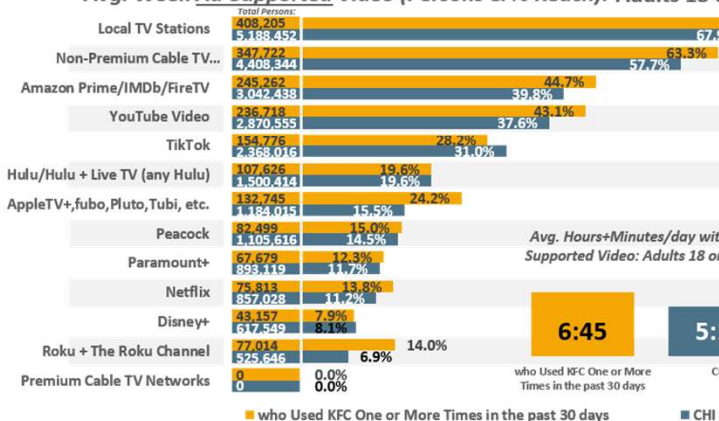
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 313
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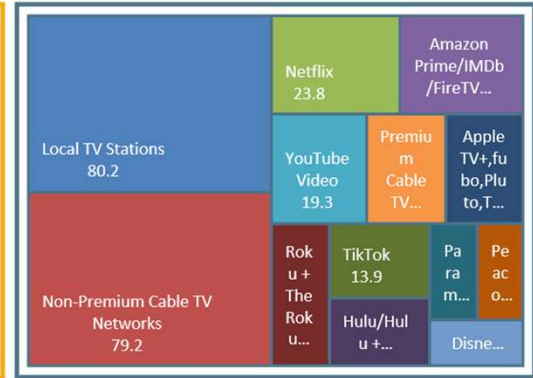
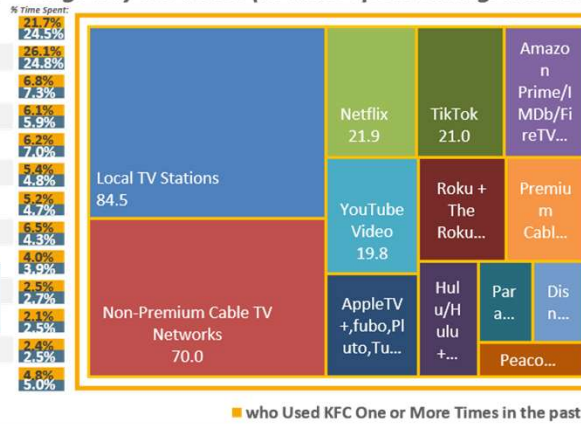
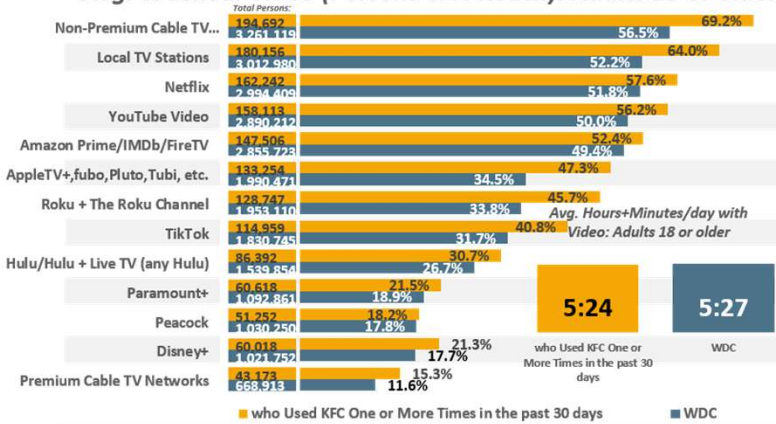
Quick service restaurants used past 30 days: KFC



176,485 or 62.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.9 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

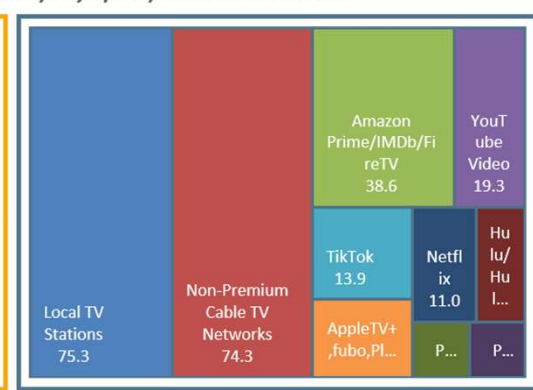
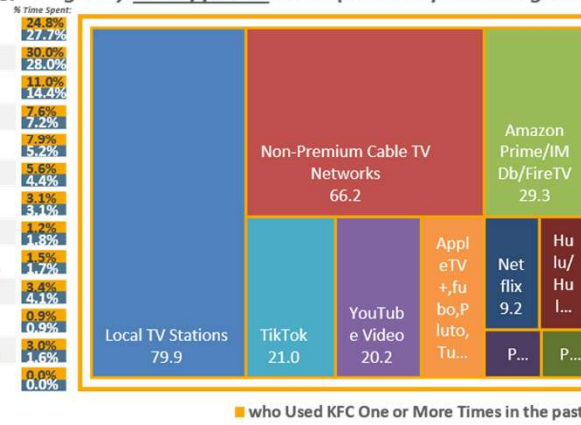
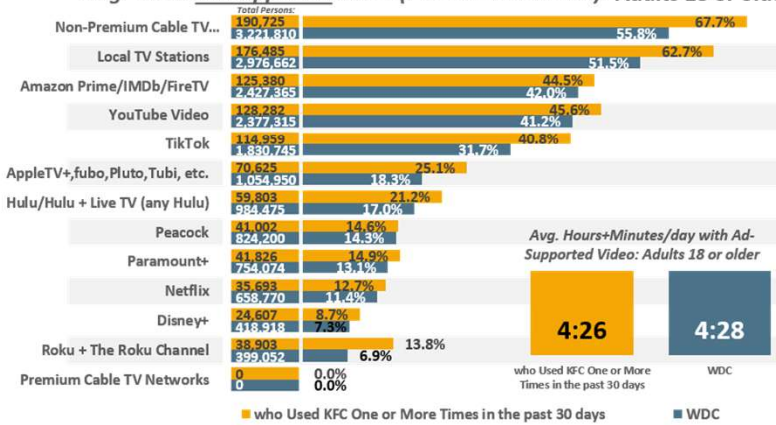
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 329
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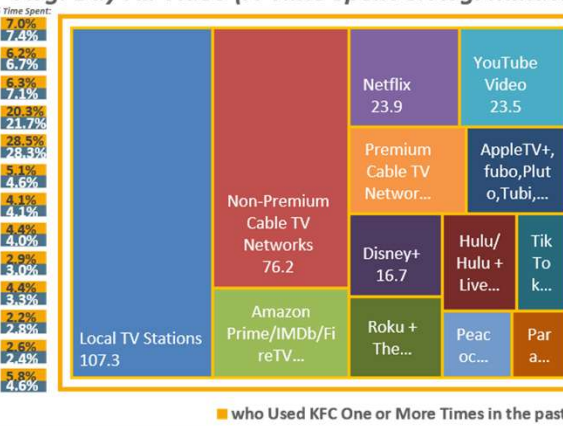
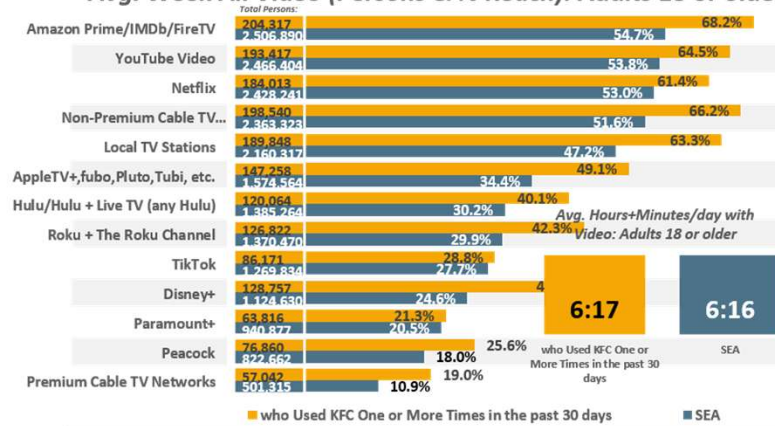
Quick service restaurants used past 30 days: KFC



185,347 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

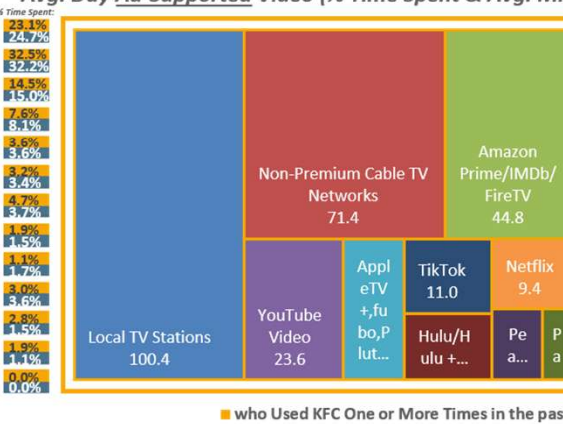
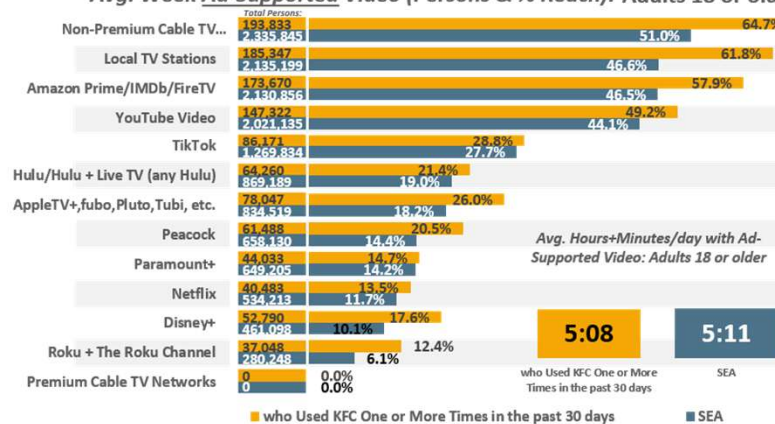
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

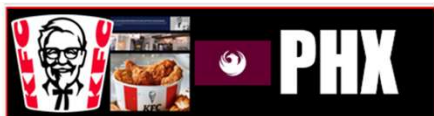
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 247
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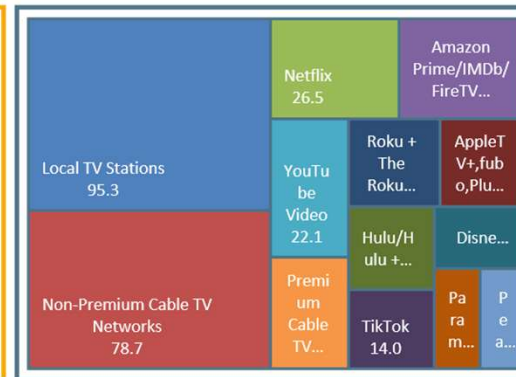
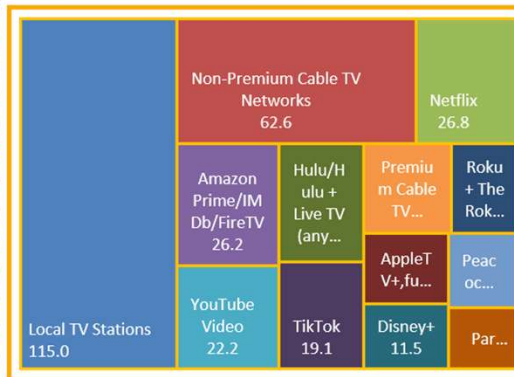
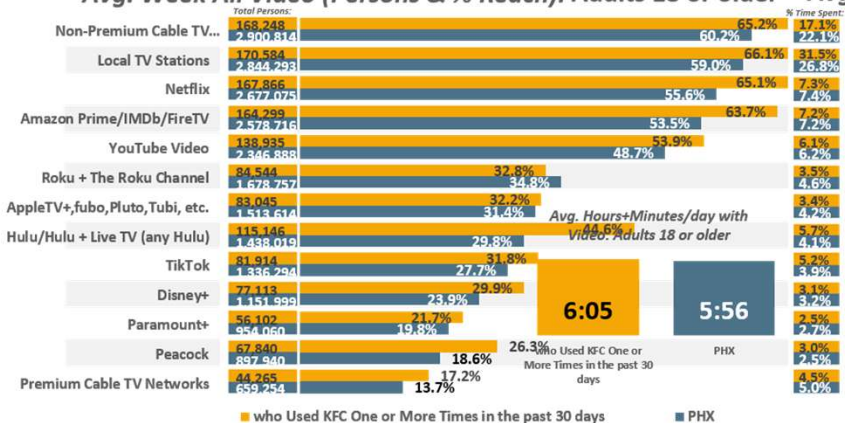
Quick service restaurants used past 30 days: KFC



164,879 or 63.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

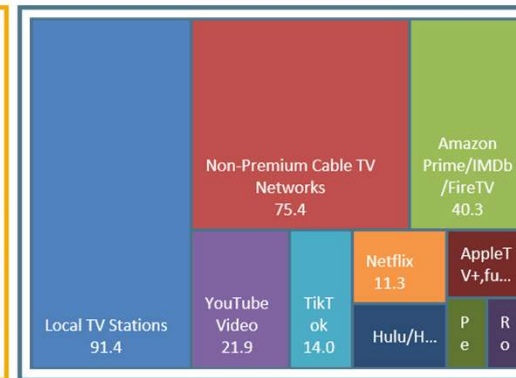
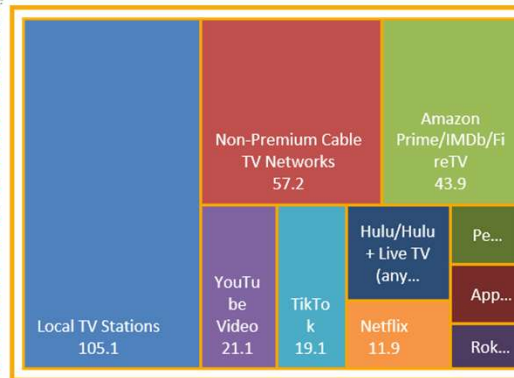
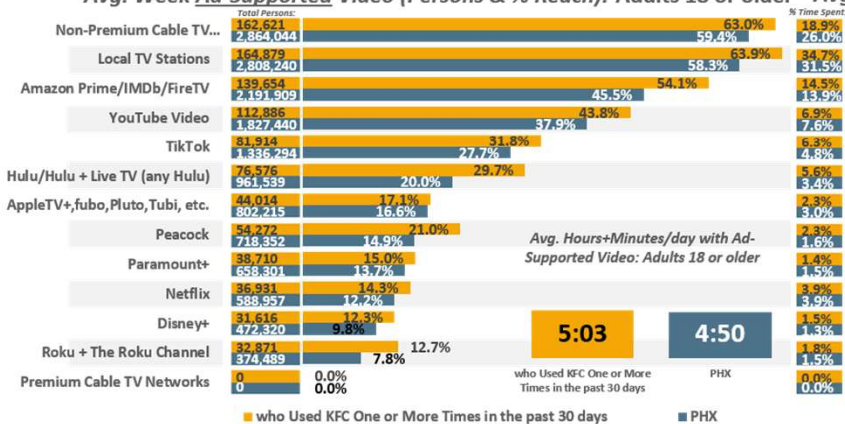
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 146
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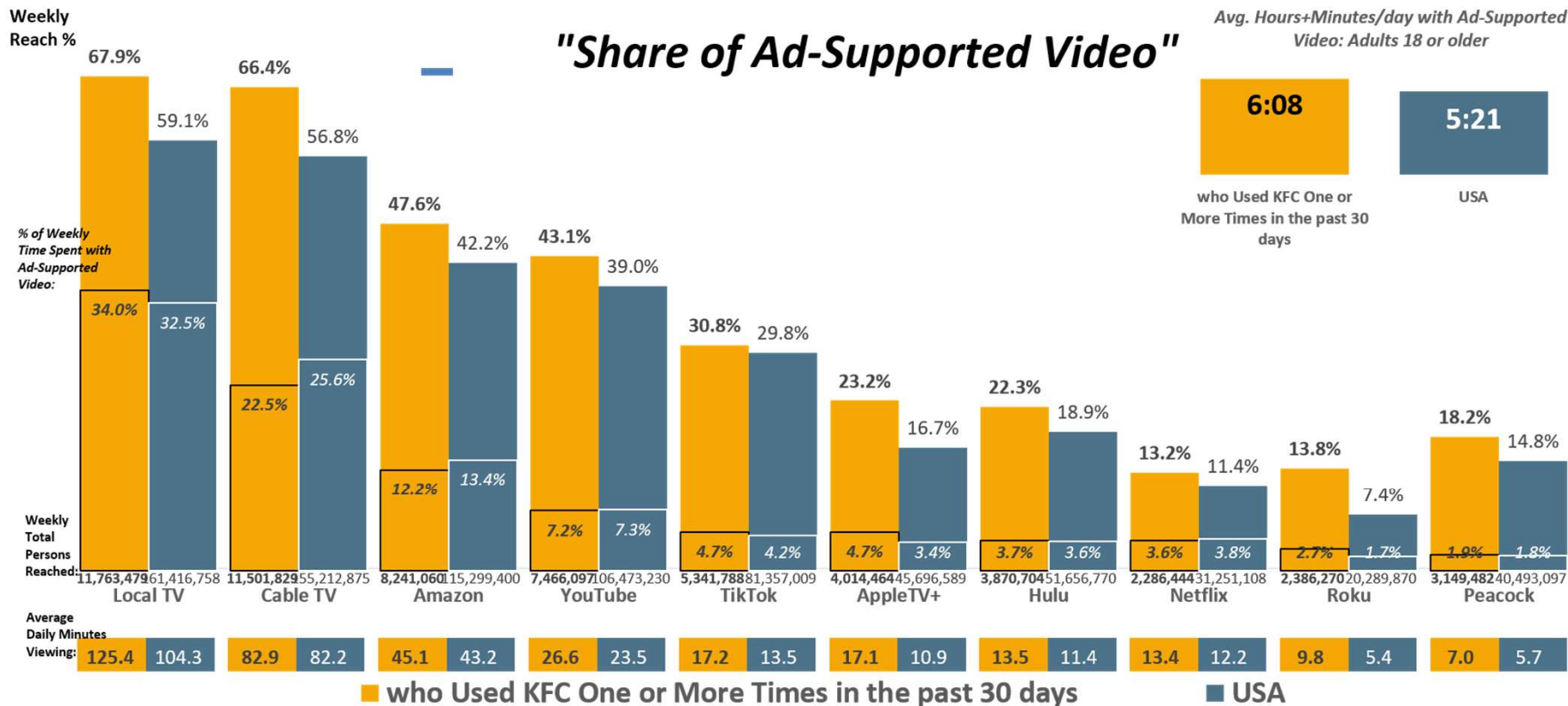
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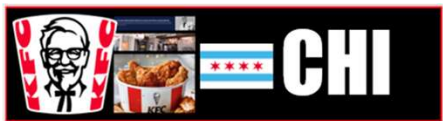
Quick service restaurants used past 30 days: KFC



11,763,479 or 67.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 34.0% of all time spent daily with Ad-Supported Video.

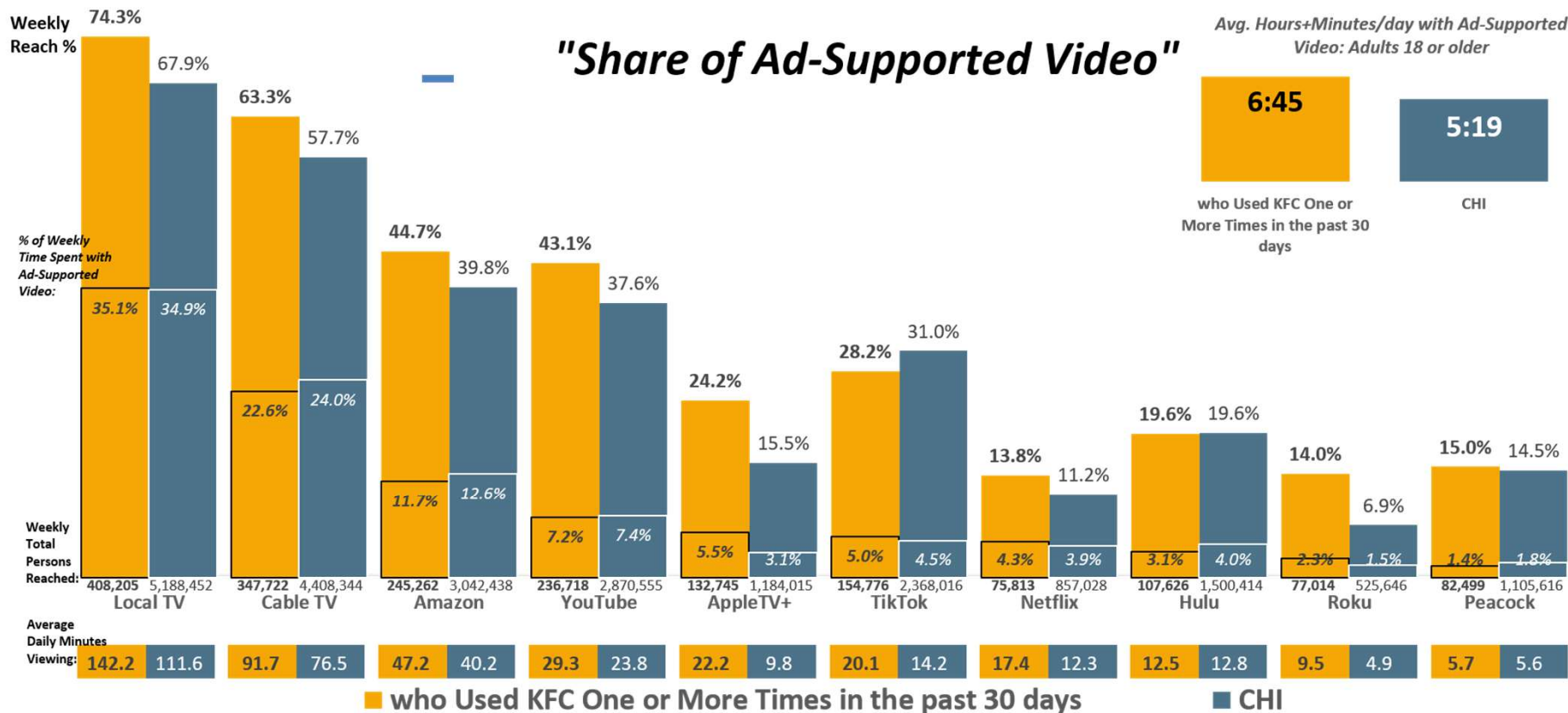
"Share of Ad-Supported Video"





408,205 or 74.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 142.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



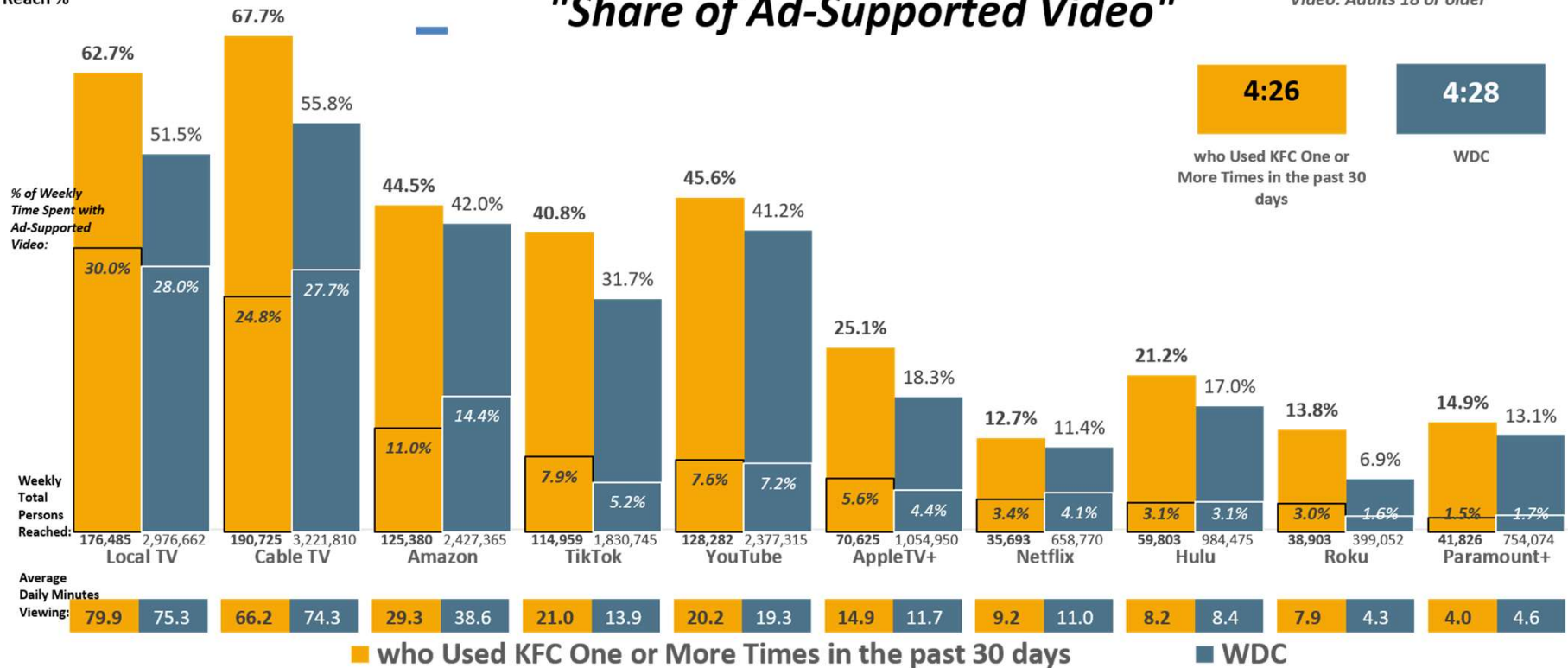


176,485 or 62.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.9 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



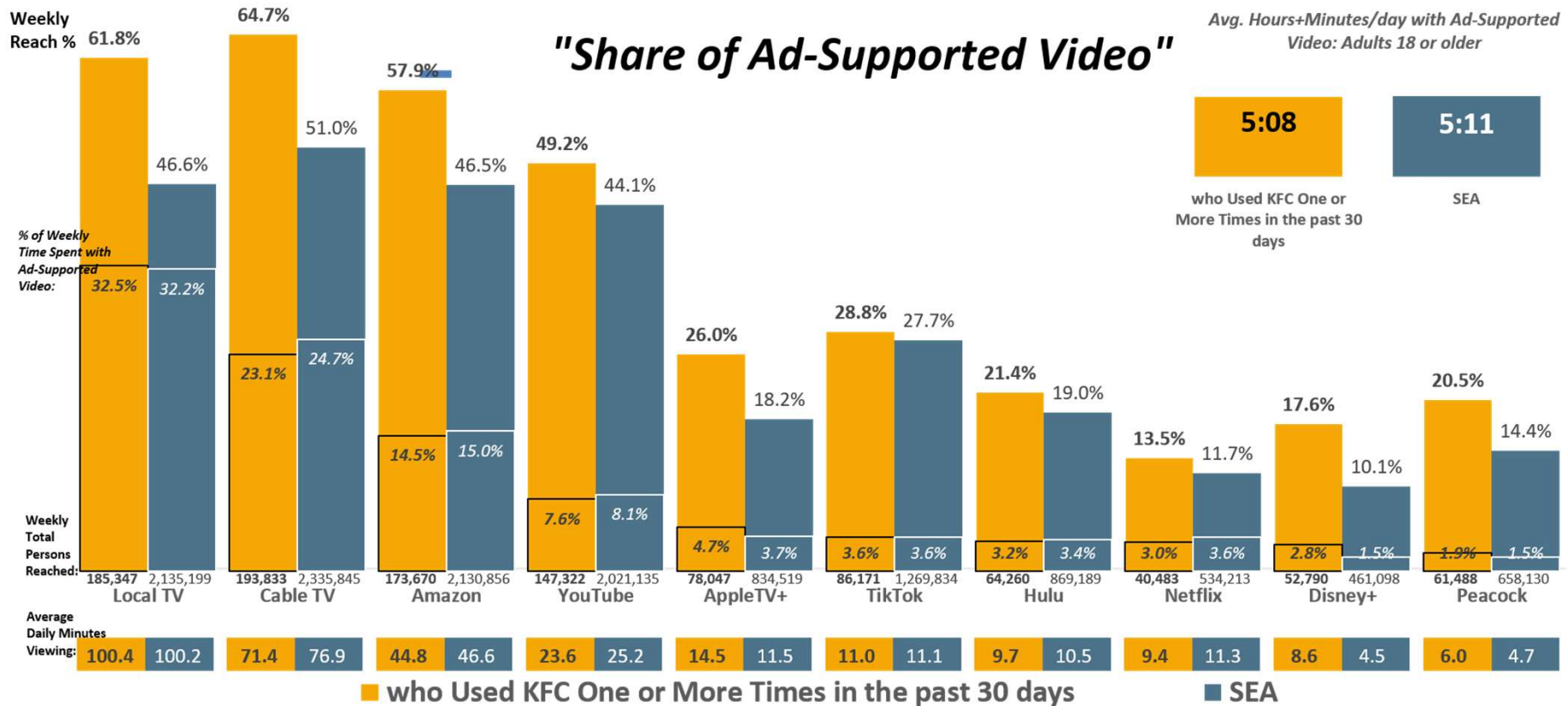
4:26
who Used KFC One or More Times in the past 30 days

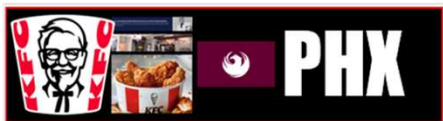
4:28
WDC



185,347 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 100.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

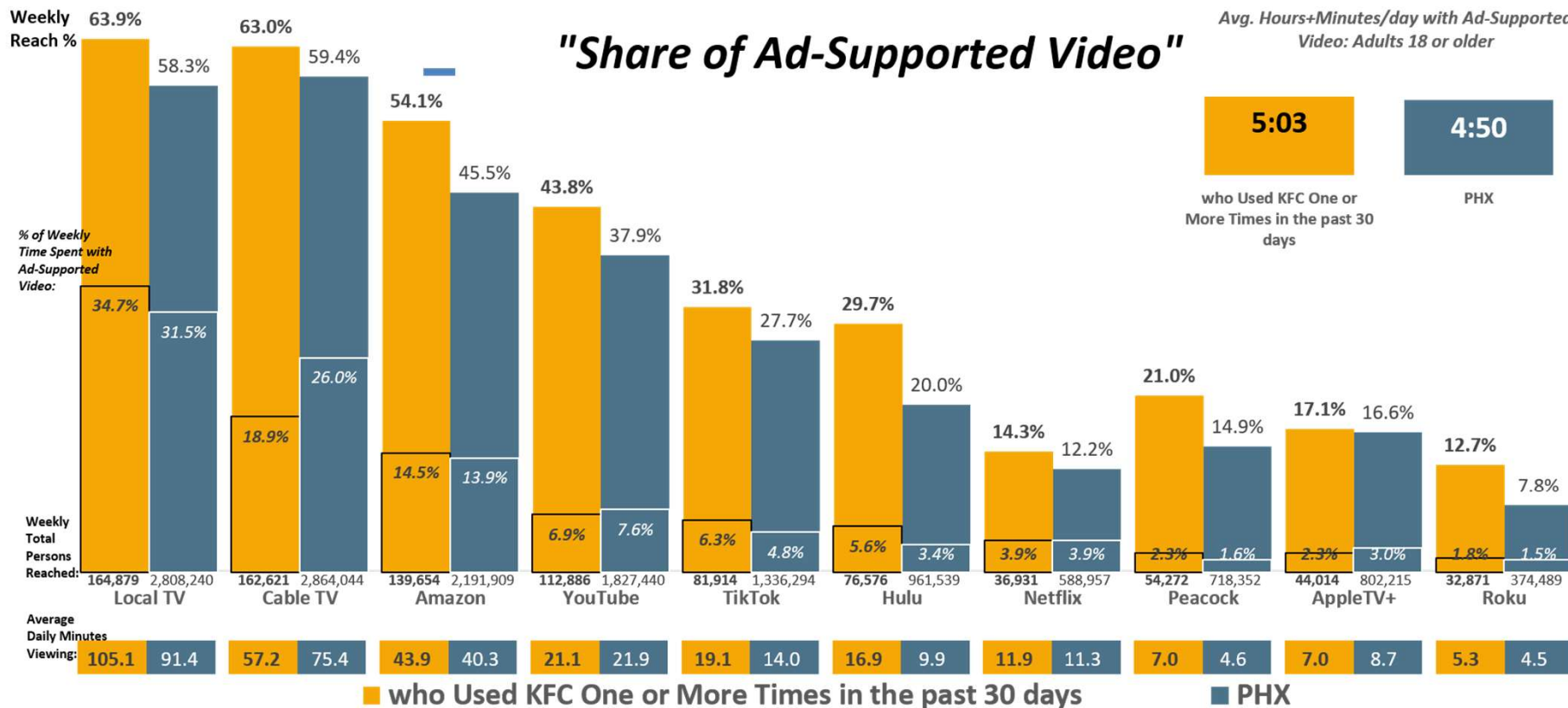
"Share of Ad-Supported Video"





164,879 or 63.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

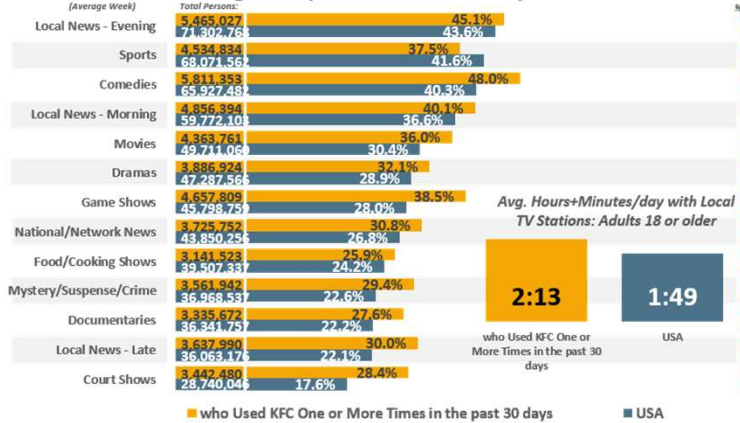
"Share of Ad-Supported Video"



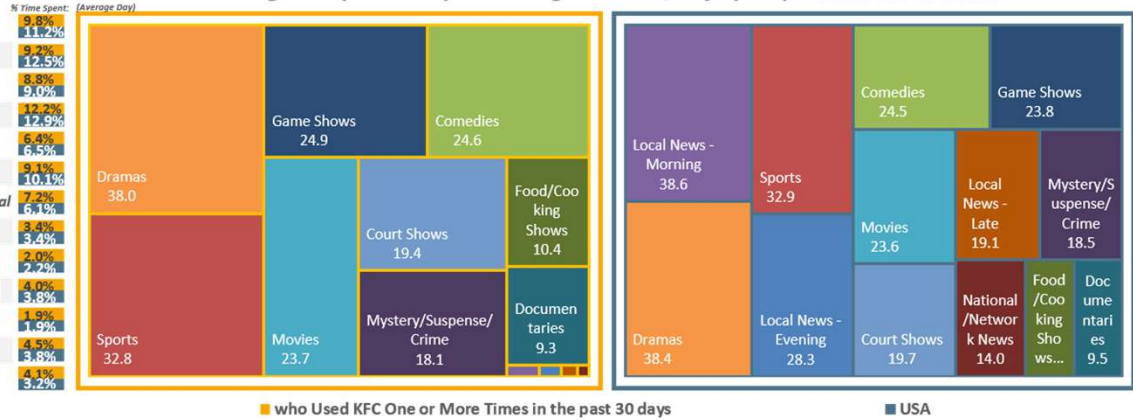


11,763,479 or 67.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Game Shows, Sports, and Movies.

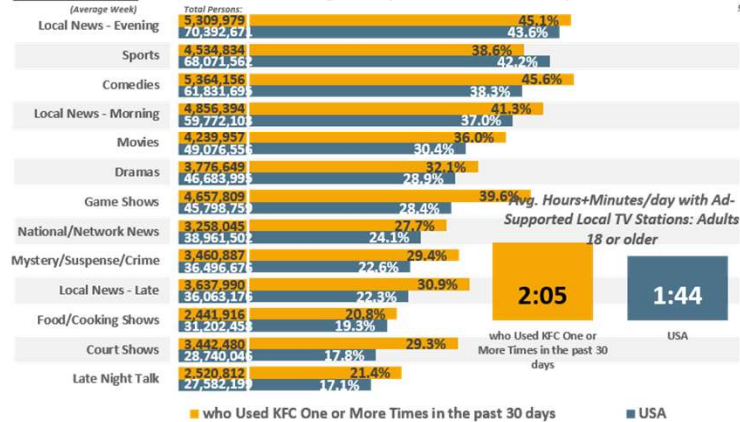
Local TV Station Programs (Persons & % Reach): Adults 18 or older



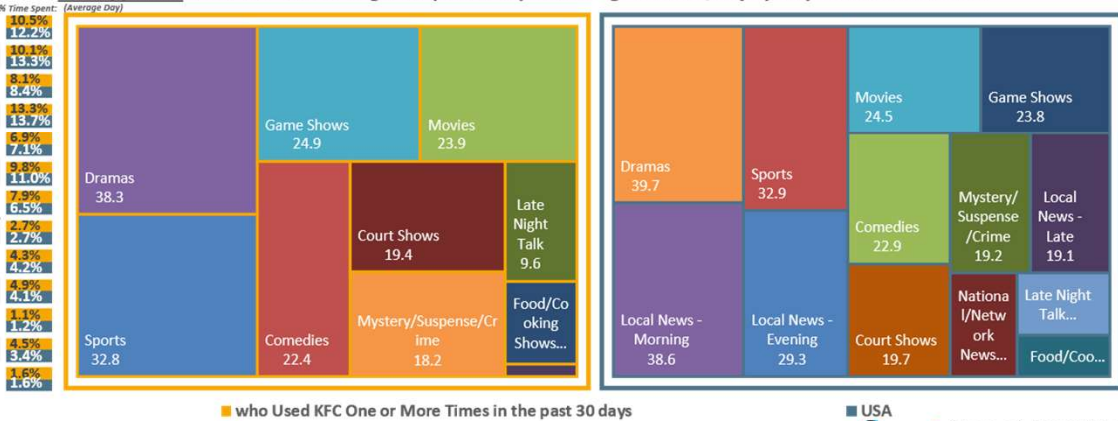
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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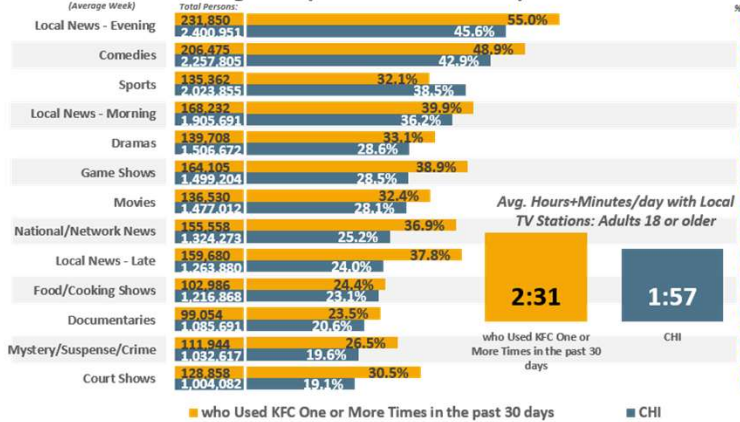
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Quick service restaurants used past 30 days: KFC

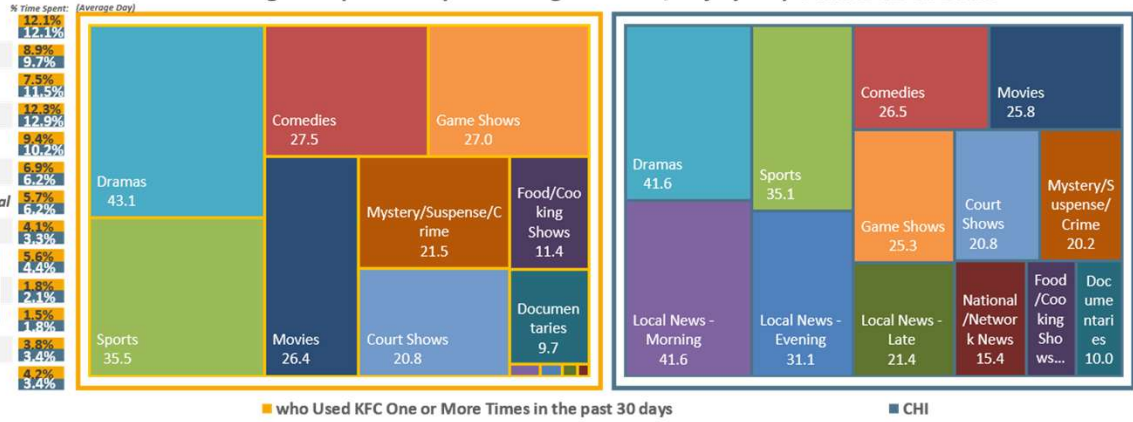


408,205 or 74.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Game Shows, Local News - Late, and National/Network

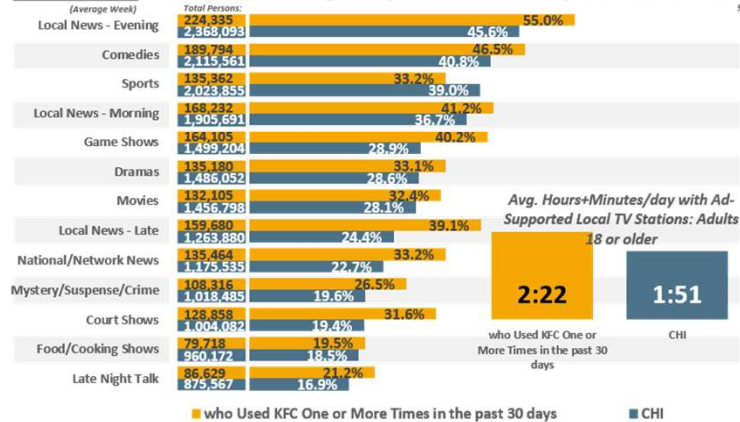
Local TV Station Programs (Persons & % Reach): Adults 18 or older



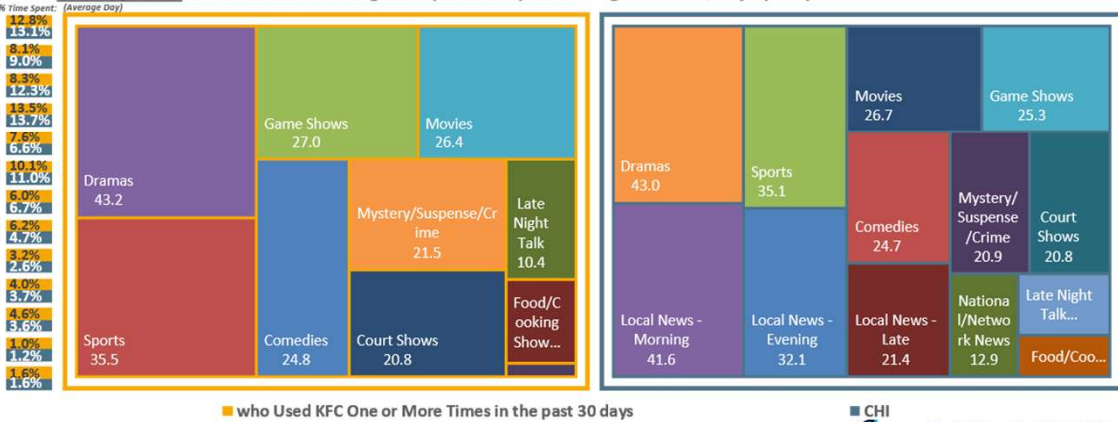
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



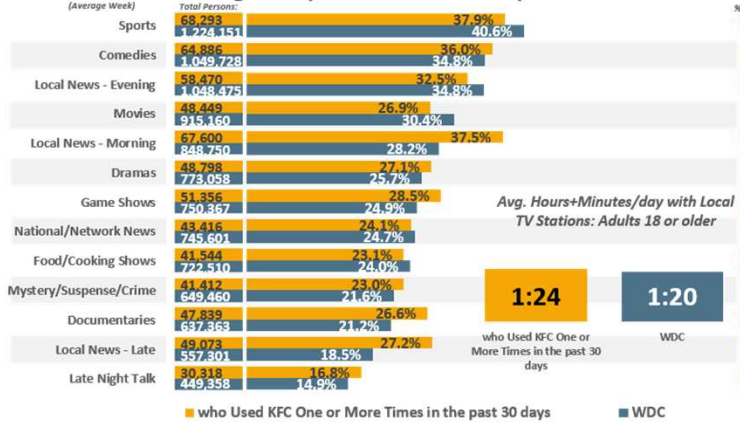
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



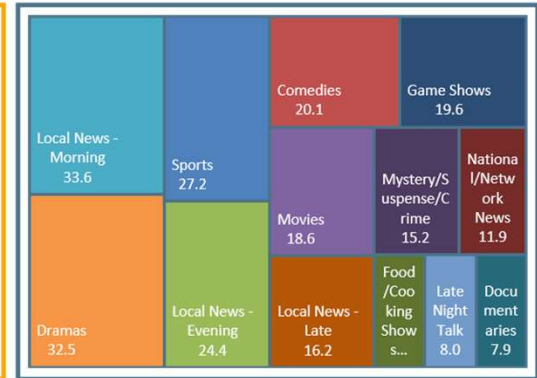
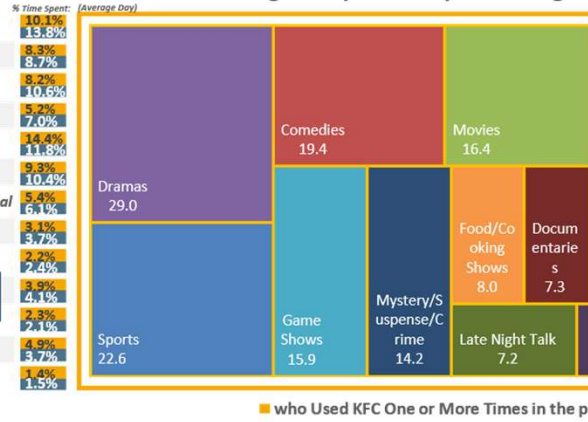


176,485 or 62.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Game Shows, and Local News - Late.

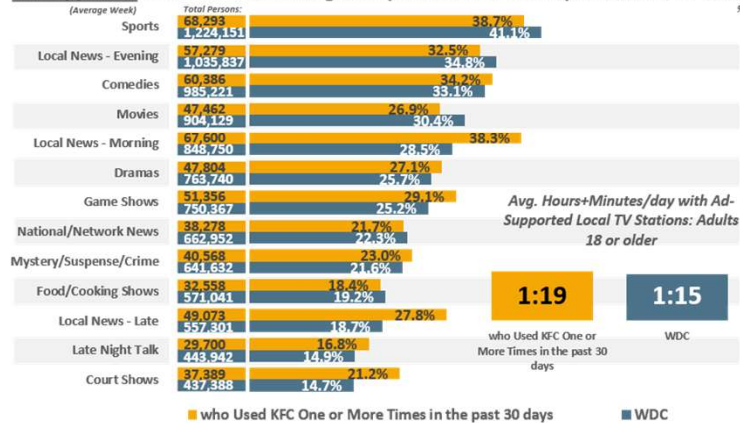
Local TV Station Programs (Persons & % Reach): Adults 18 or older



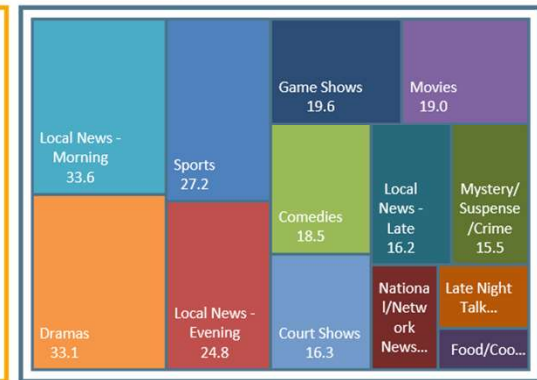
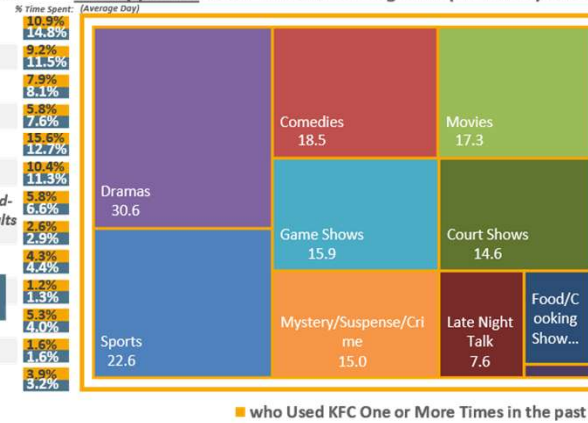
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



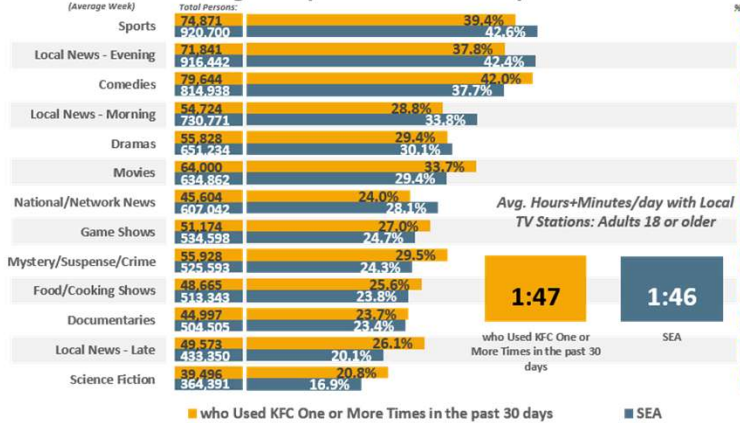
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



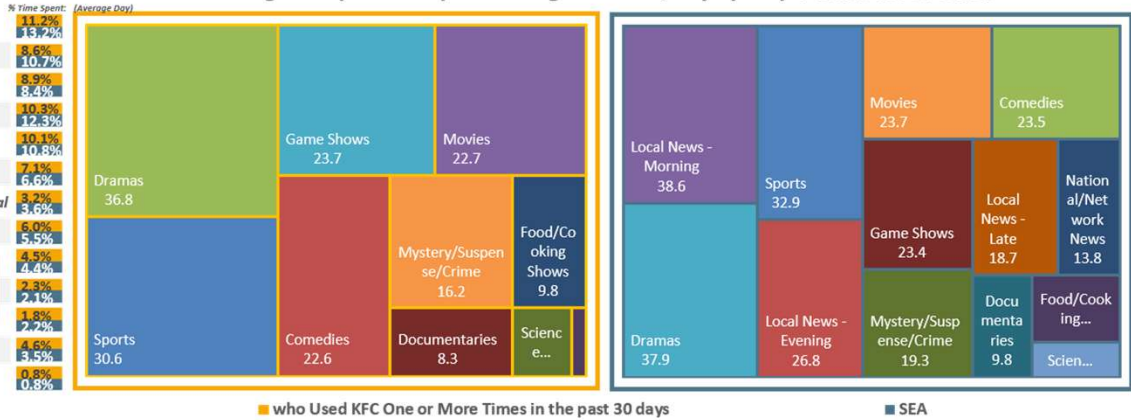


185,347 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Mystery/Suspense/Crime.

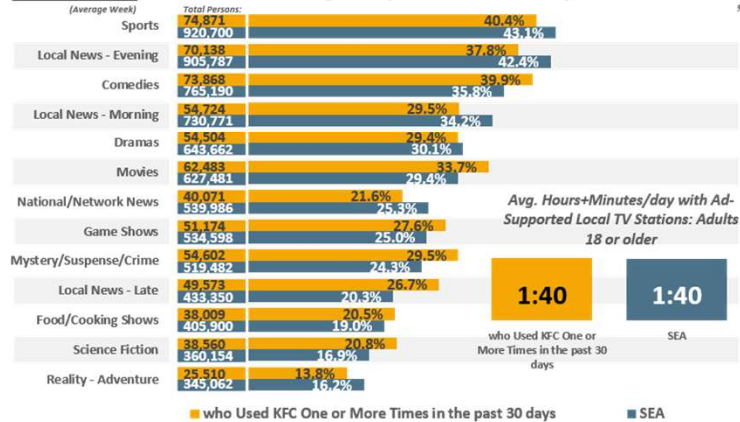
Local TV Station Programs (Persons & % Reach): Adults 18 or older



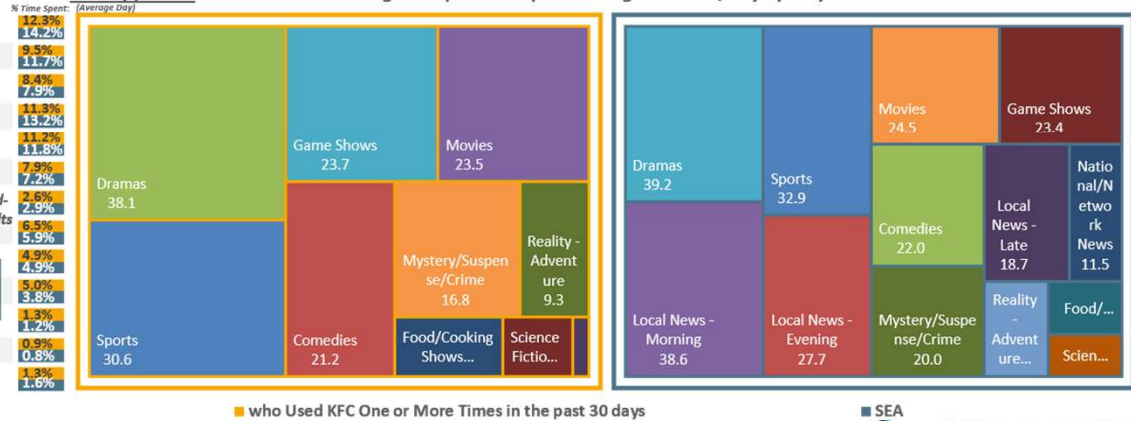
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



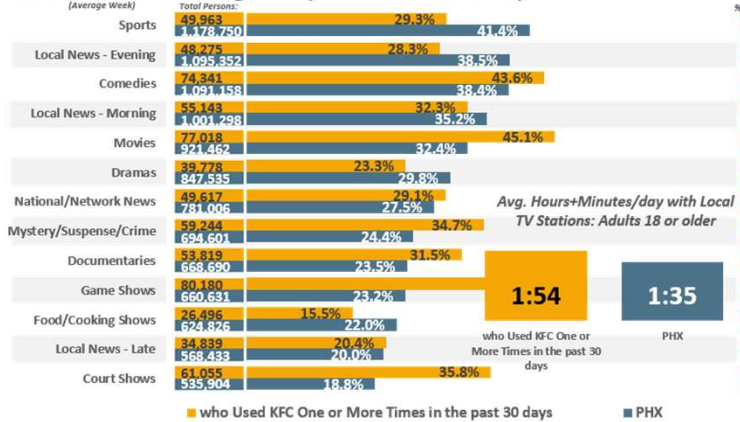
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



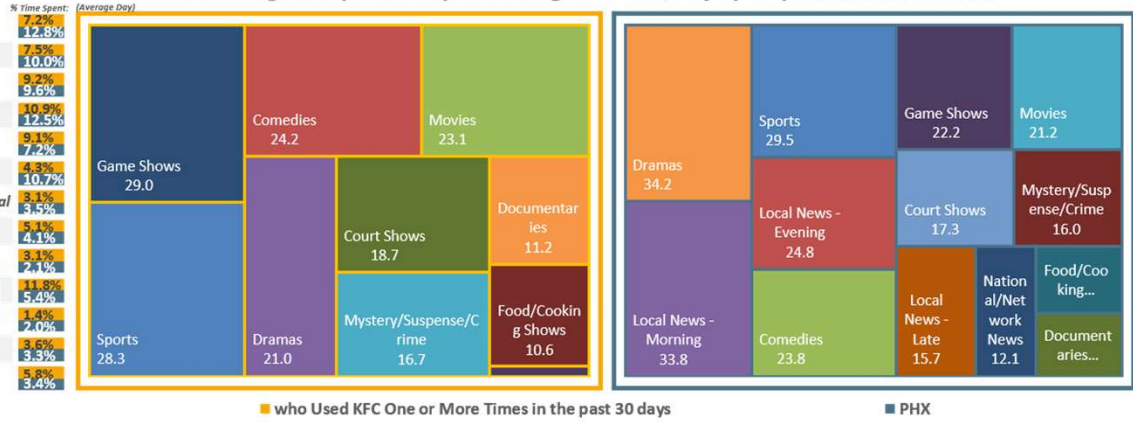


164,879 or 63.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Movies, Comedies, Court Shows, Mystery/Suspense/Crime, and Local News - Morning.

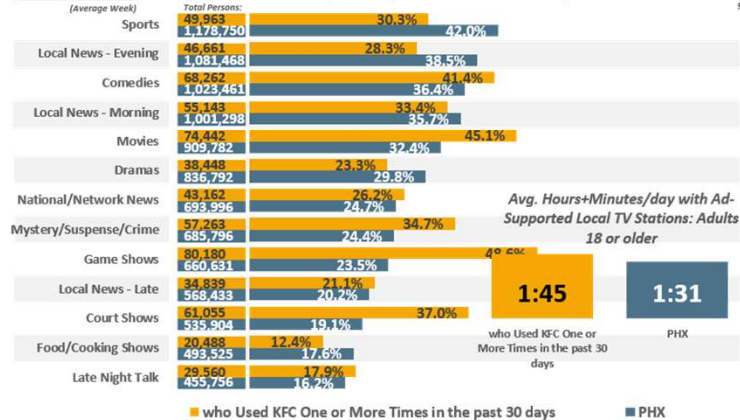
Local TV Station Programs (Persons & % Reach): Adults 18 or older



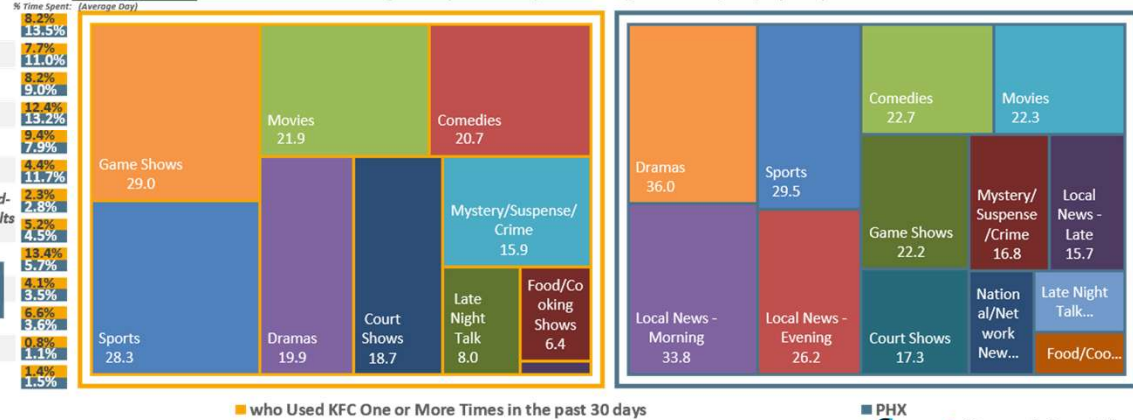
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

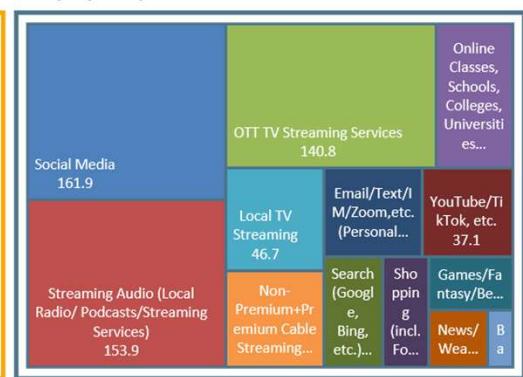
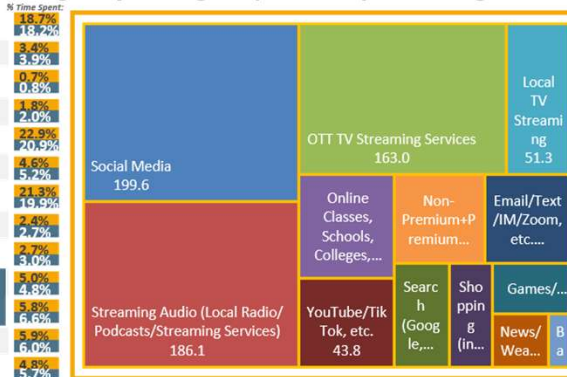
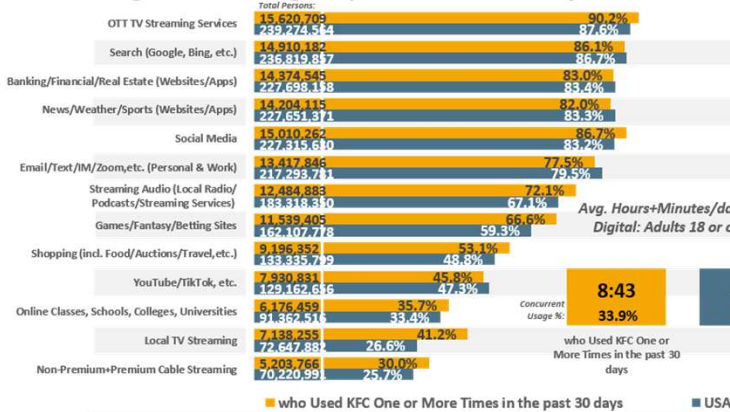




13,350,571 or 77.1% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 177.5 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

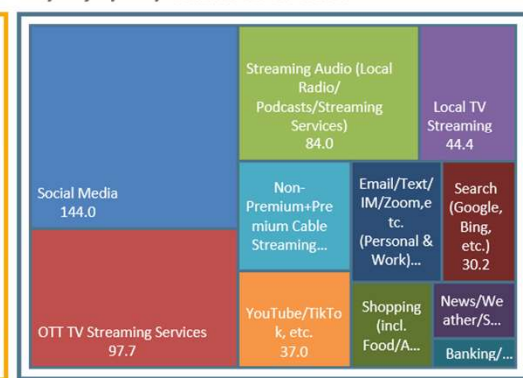
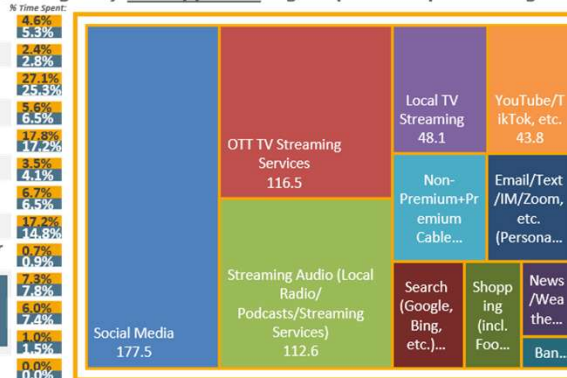
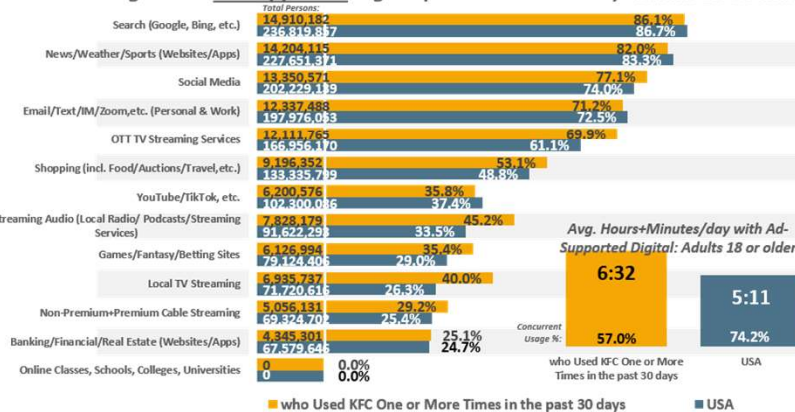
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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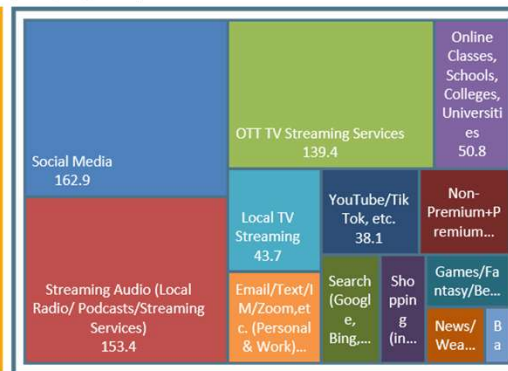
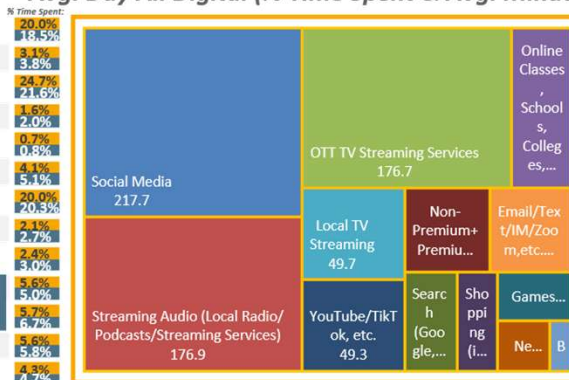
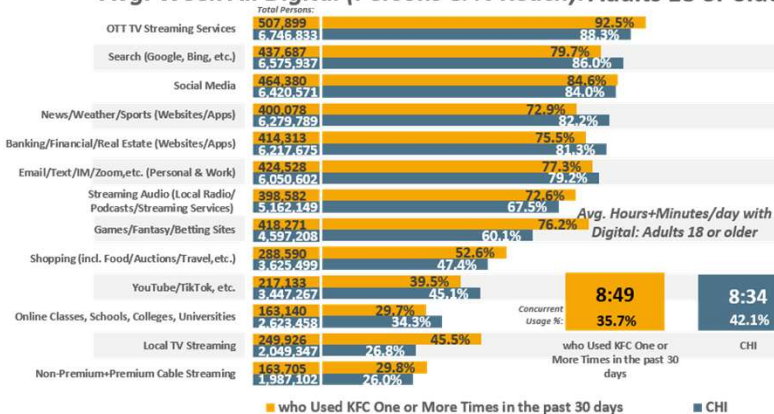
Quick service restaurants used past 30 days: KFC



435,786 or 79.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 204.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

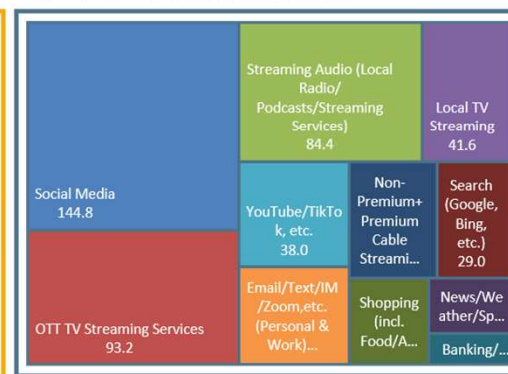
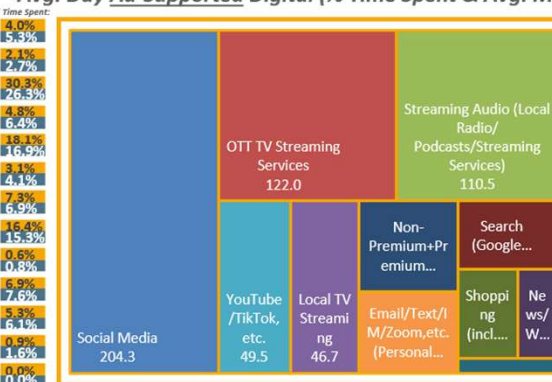
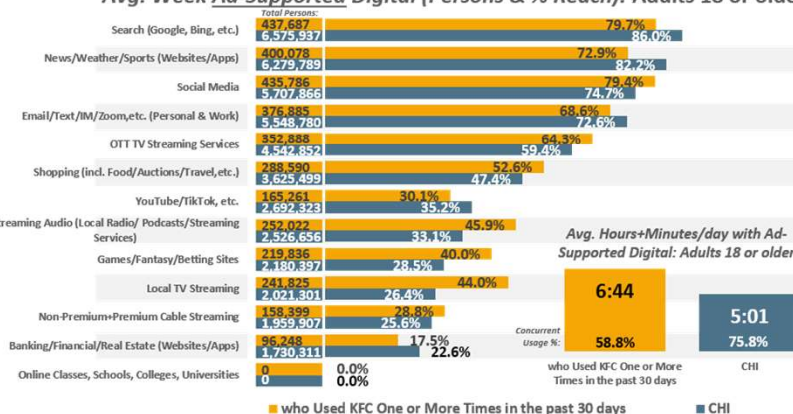
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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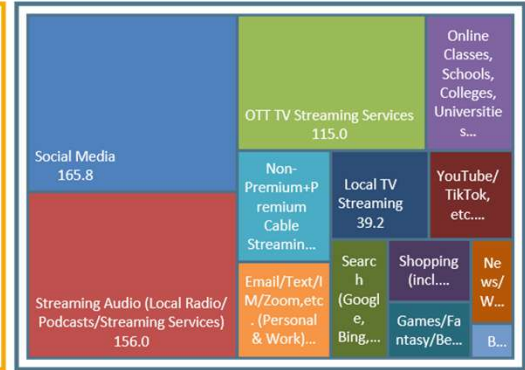
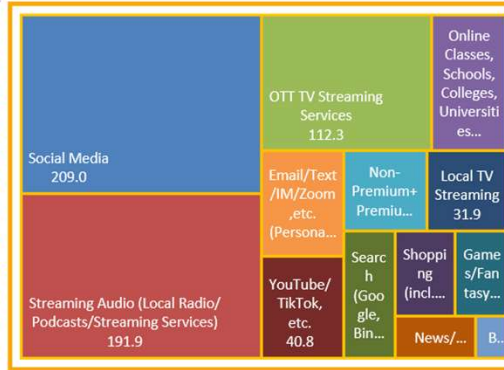
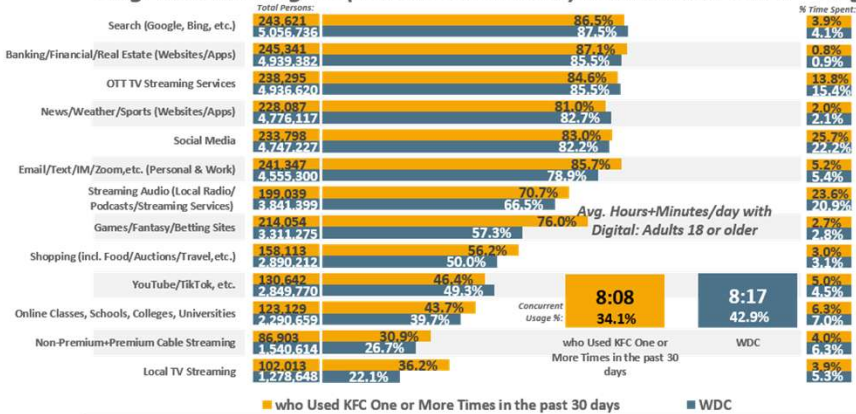
Quick service restaurants used past 30 days: KFC



212,042 or 75.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 189.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

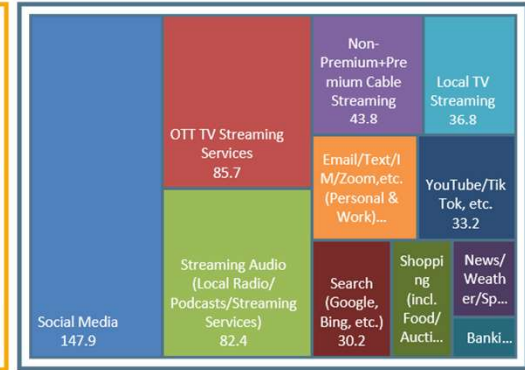
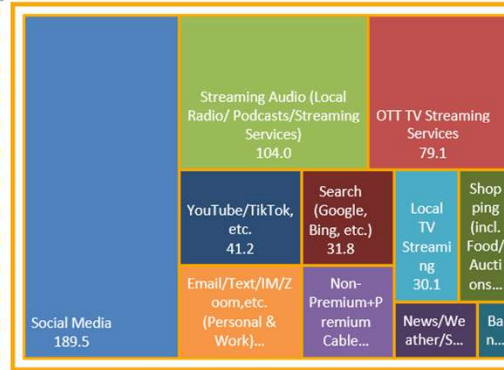
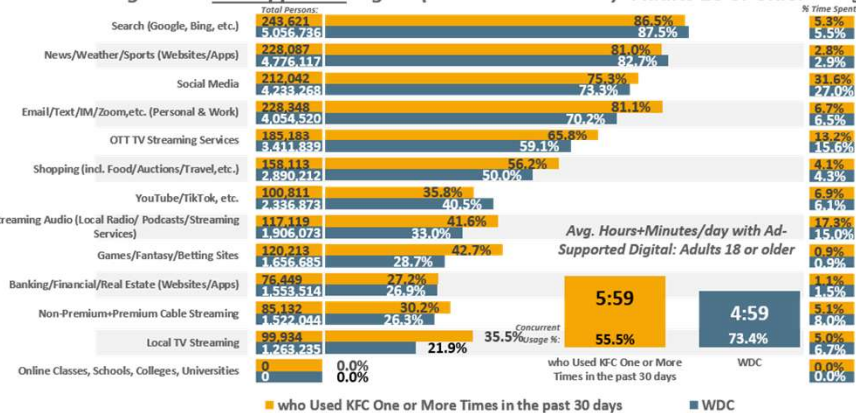
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

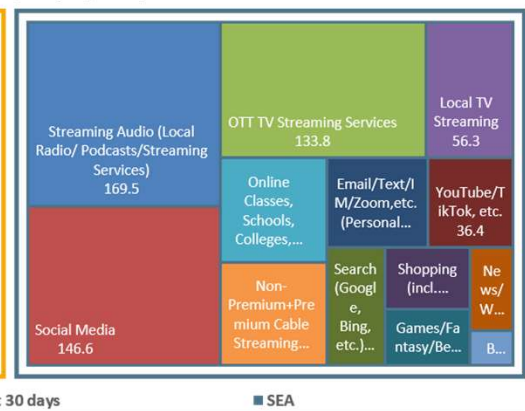
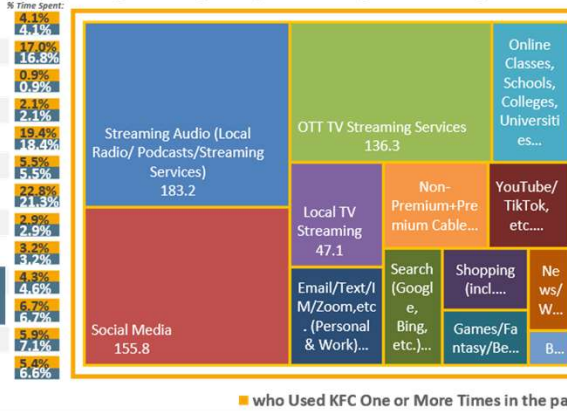
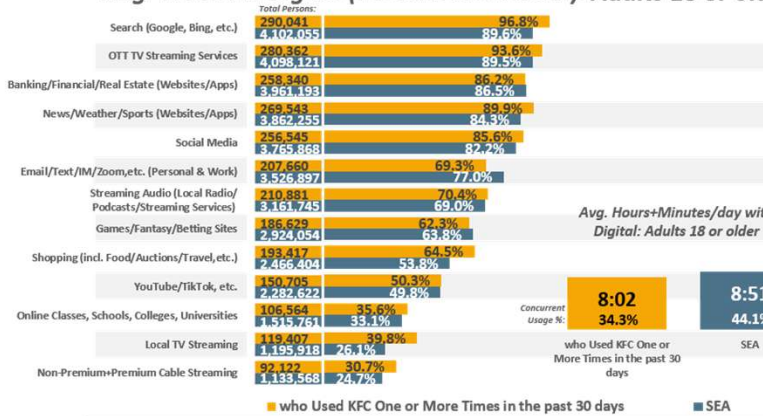




219,400 or 73.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 133.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

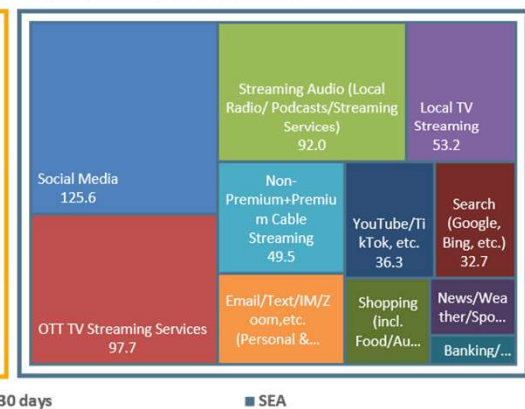
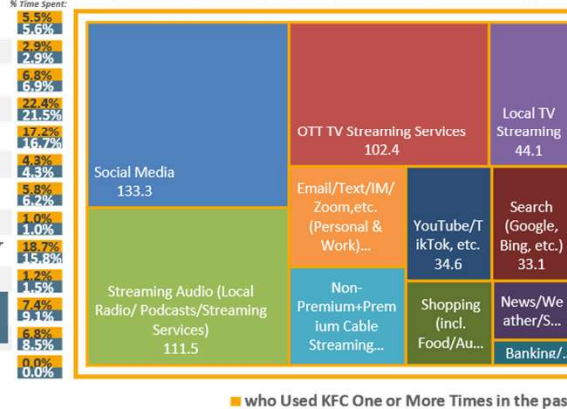
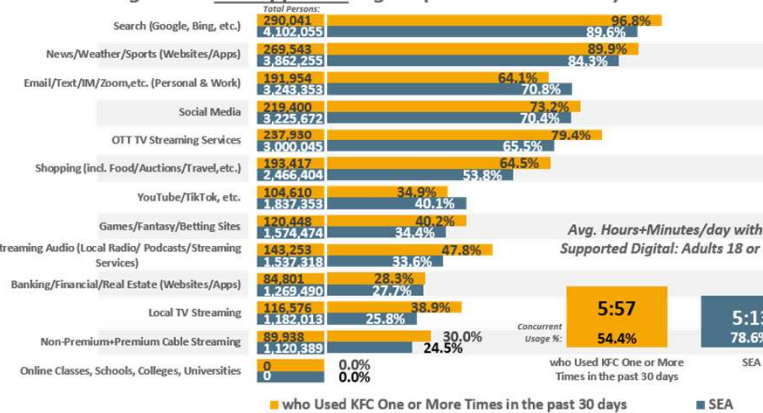
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

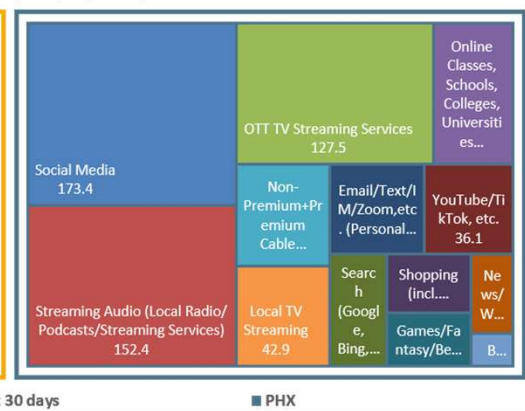




Activity	who Used KFC One or More Times in the past 30 days	PHX
OTT TV Streaming Services	226,419 (87.3%)	247,493 (89.1%)
Search (Google, Bing, etc.)	229,988 (89.2%)	4,176,688 (86.7%)
/Zoom/etc. (Personal & Work)	201,493 (78.1%)	4,051,764 (84.1%)
/Real Estate (Websites/Apps)	230,468 (89.3%)	3,986,067 (82.7%)
Social Media	226,864 (87.9%)	3,430,551 (82.2%)
Weather/Sports (Websites/Apps)	217,443 (84.3%)	3,625,621 (81.5%)
Streaming Audio (Local Radio/Podcasts/Streaming Services)	199,050 (76.8%)	3,338,551 (69.5%)
Games/Fantasy/Betting Sites	195,230 (75.7%)	3,058,204 (63.5%)
Food/Auctions/Travel, etc.)	138,935 (53.9%)	2,346,888 (48.7%)
YouTube/TikTok, etc.)	122,389 (47.4%)	2,498,072 (47.6%)
Schools, Colleges, Universities	91,317 (35.4%)	1,466,621 (31.6%)
Local TV Streaming	109,375 (42.4%)	1,143,479 (23.9%)
Cum+Premium Cable Streaming	57,584 (21.5%)	1,037,679 (21.5%)

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

Group	Current Usage
who Used KFC One or More Times in the past 30 days	8:50 (40.8%)
PHX	8:33 (43.3%)

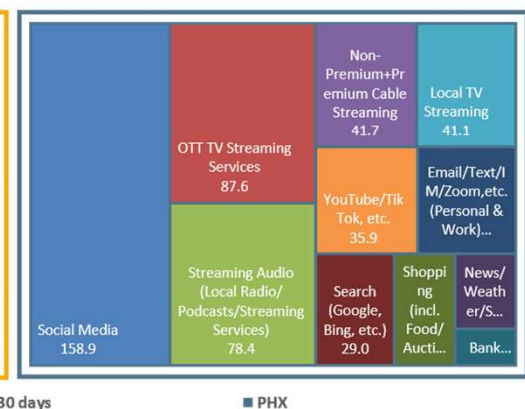


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older

Category	who Used KFC One or More Times in the past 30 days	PHX
Search (Google, Bing, etc.)	89.2%	86.7%
Weather/Sports (Websites/Apps)	84.3%	81.5%
Zoom, etc. (Personal & Work)	70.3%	74.6%
Social Media	75.9%	75.8%
OTT TV Streaming Services	83.8%	65.4%
Food/Auctions/Travel, etc.)	53.9%	48.7%
YouTube/TikTok, etc.	37.3%	45.8%
Radio/Podcasts/Streaming Services)	51.3%	32.5%
Games/Fantasy/Betting Sites	40.8%	30.9%
Real Estate (Websites/Apps)	26.1%	24.6%
Local TV Streaming	41.0%	24.6%
Premium Cable Streaming	21.7%	21.3%
Schools, Colleges, Universities	0.0%	0.0%

Concurrent Usage %:

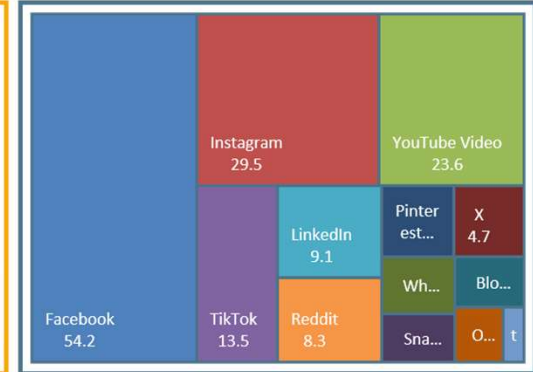
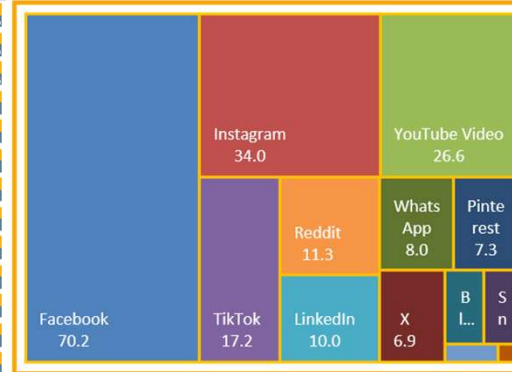
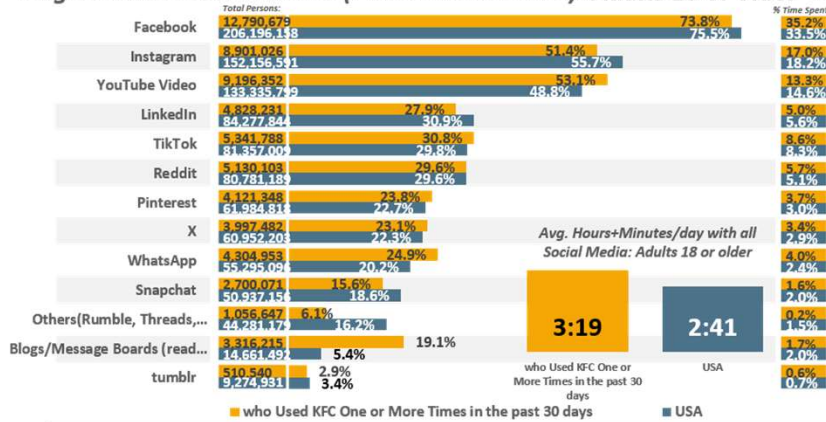
Category	who Used KFC One or More Times in the past 30 days	PHX
Concurrent Usage %	52.4%	74.2%



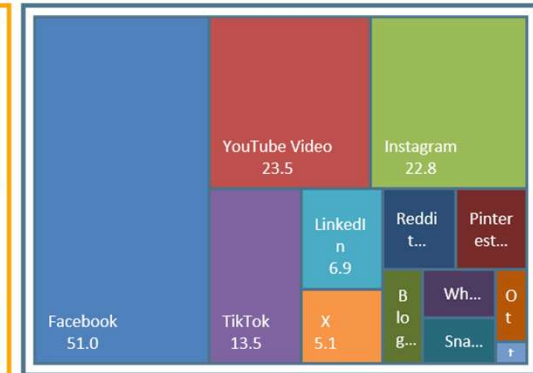
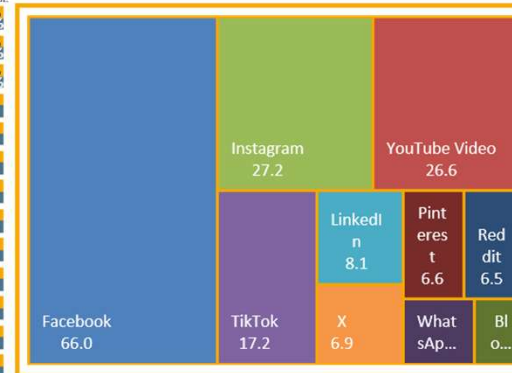
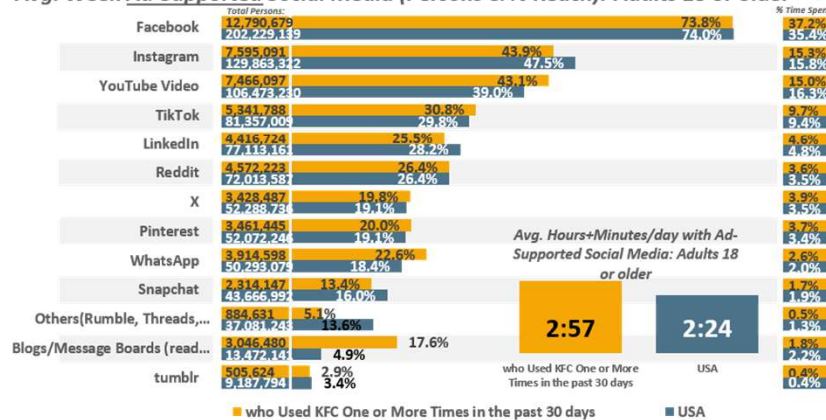


12,790,679 or 73.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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: Jan25-Mar26 Qual Intab 1,664
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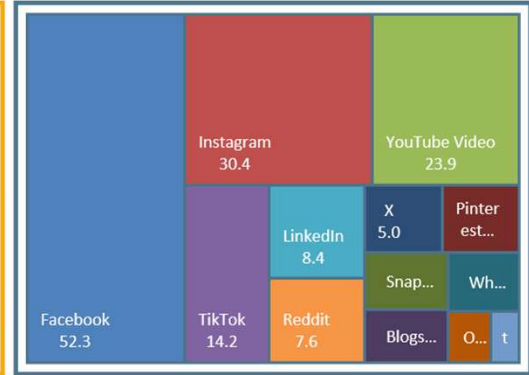
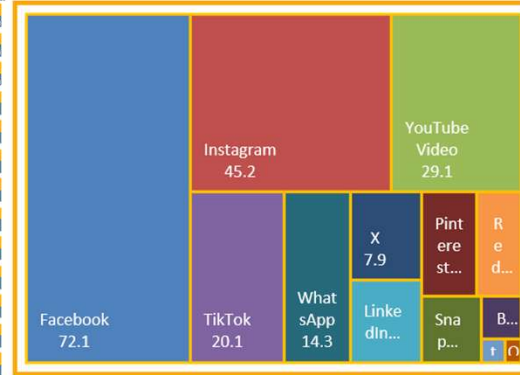
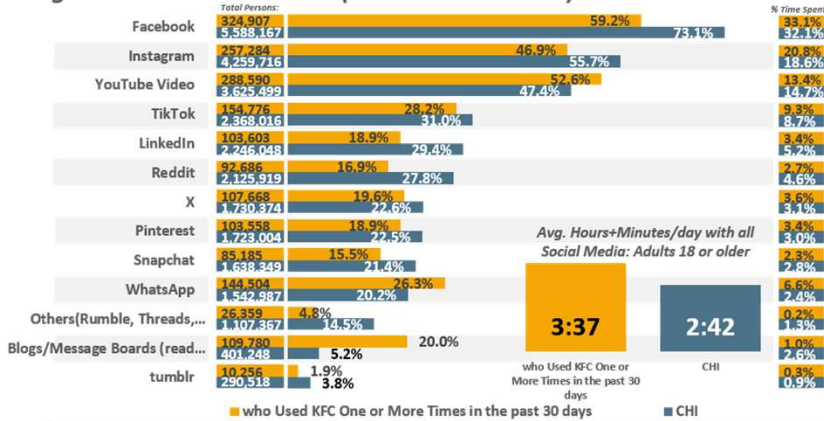
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

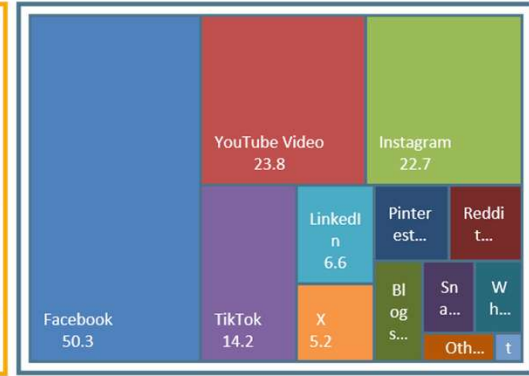
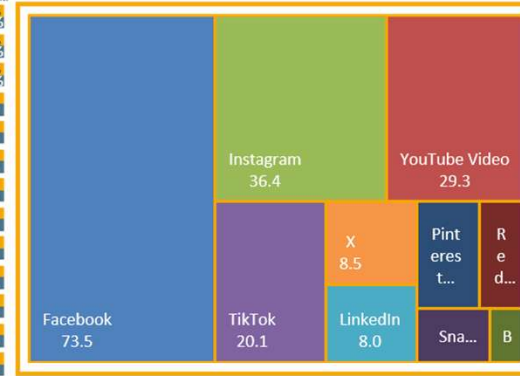
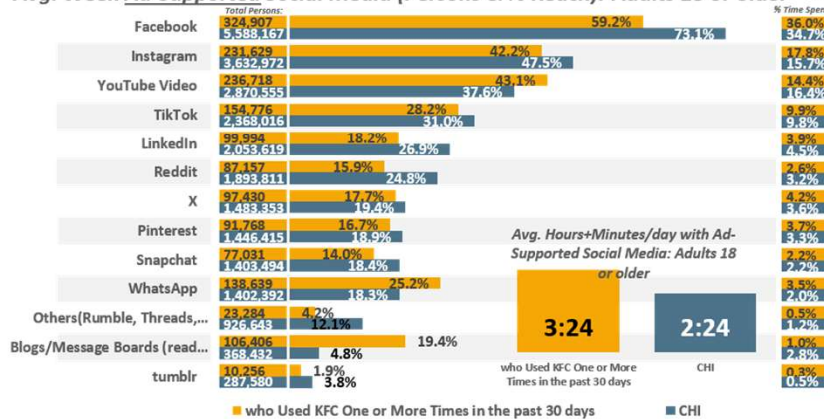


324,907 or 59.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 73.5 minutes every day representing 36.0% of all time spent daily with Ad-Supported Social Media.

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**



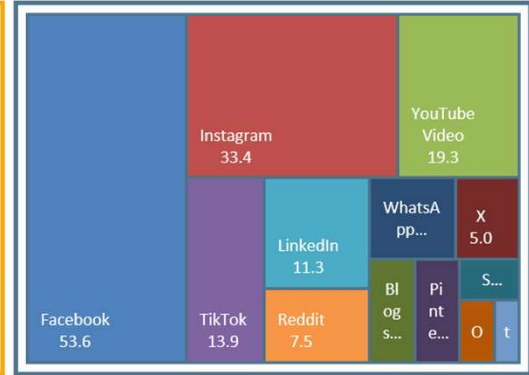
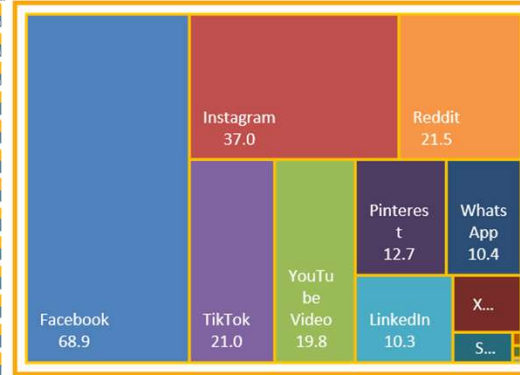
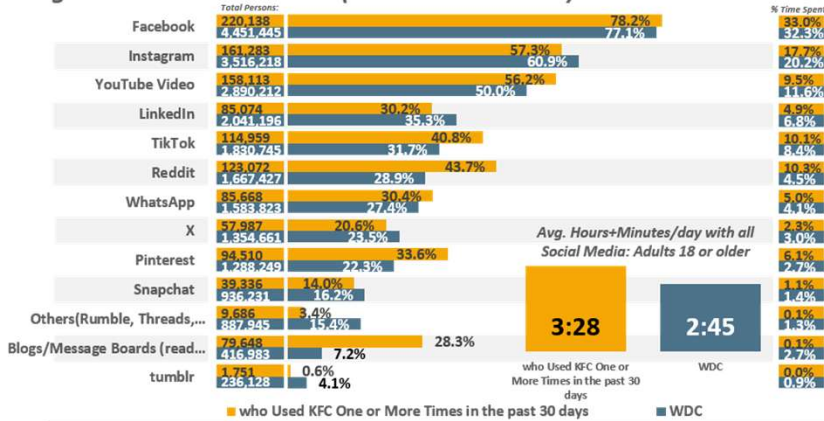
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



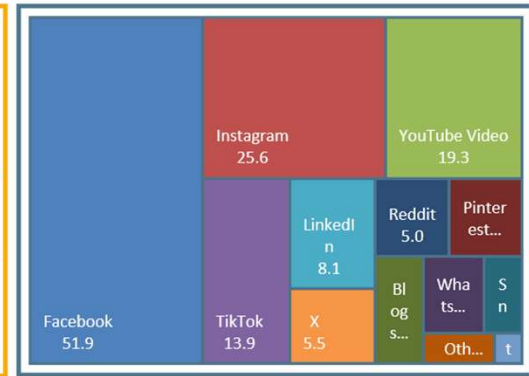
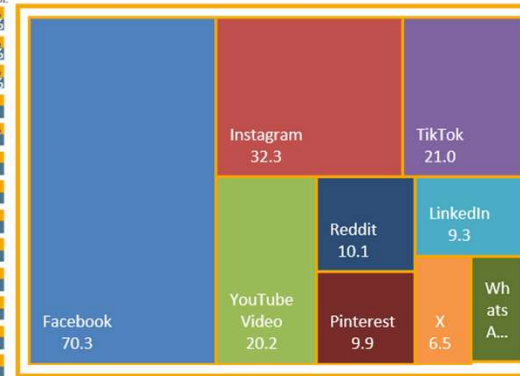
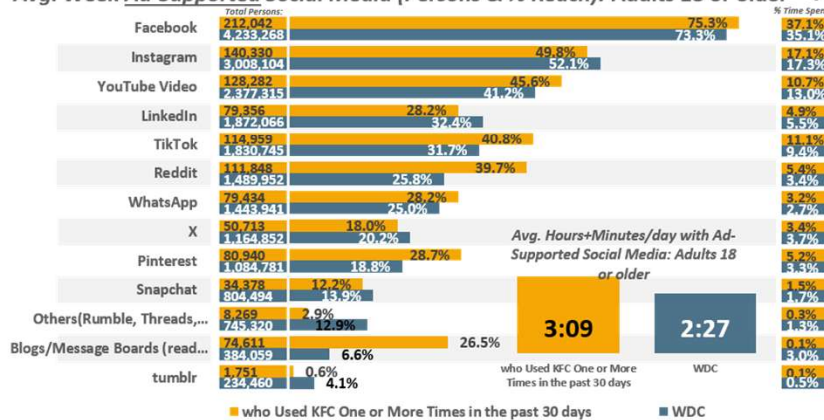


212,042 or 75.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 70.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 329
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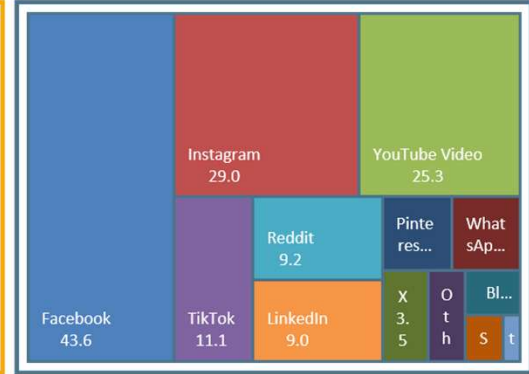
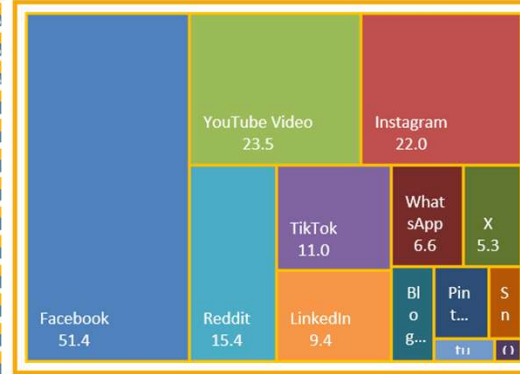
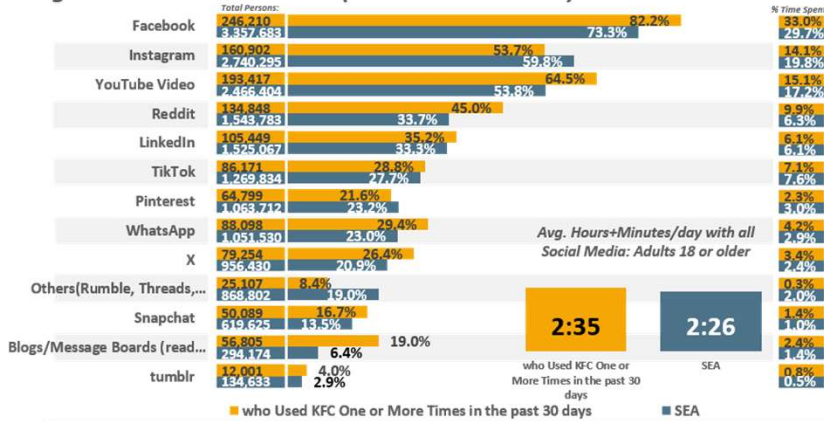
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

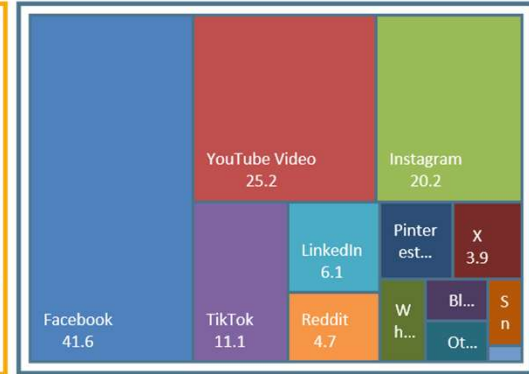
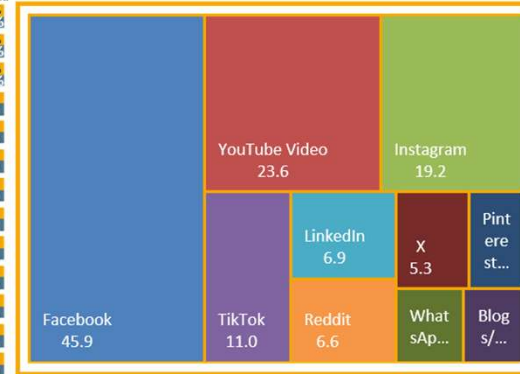
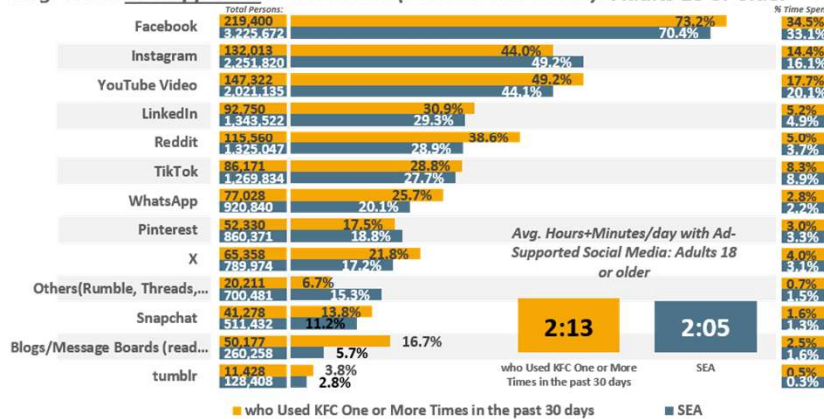


219,400 or 73.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 45.9 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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**



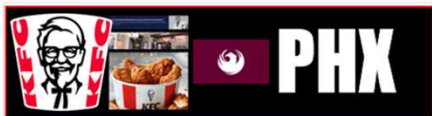
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 247
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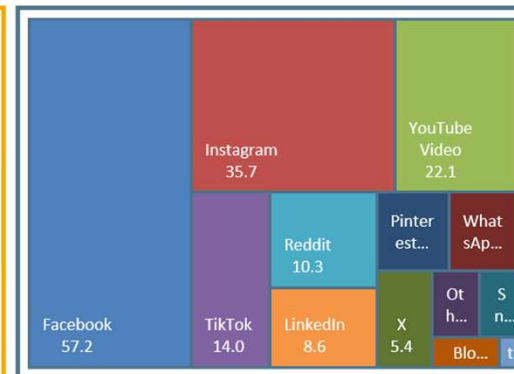
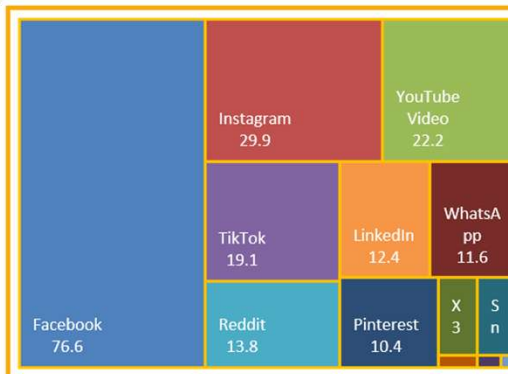
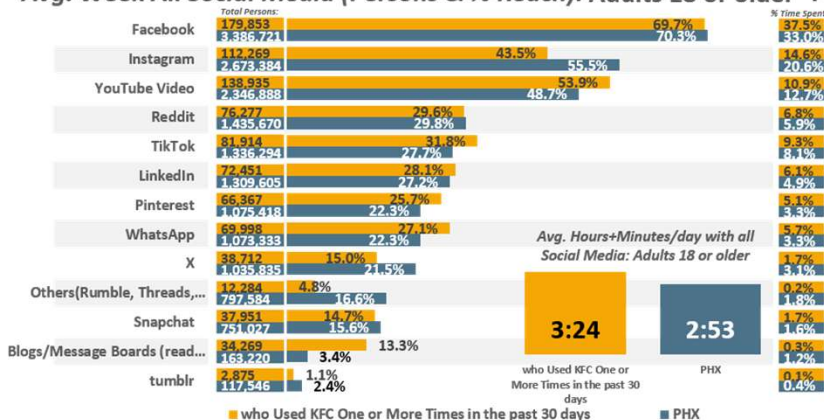
soefa.ai Share of Everything for Anything.

Quick service restaurants used past 30 days: KFC

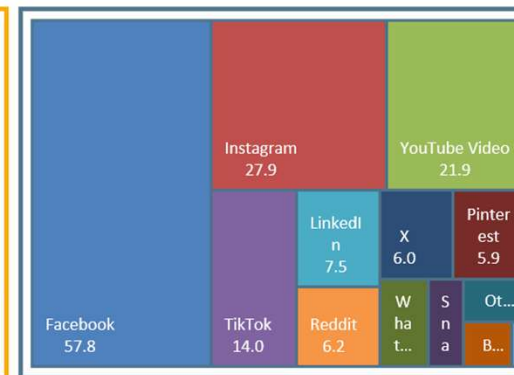
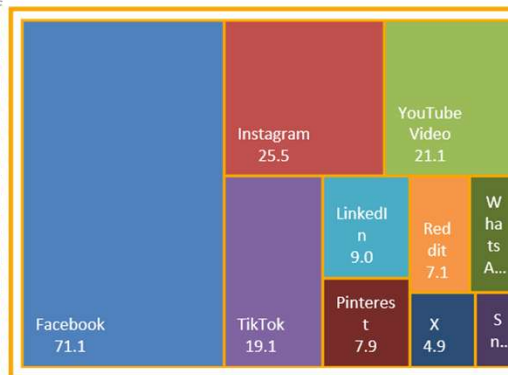
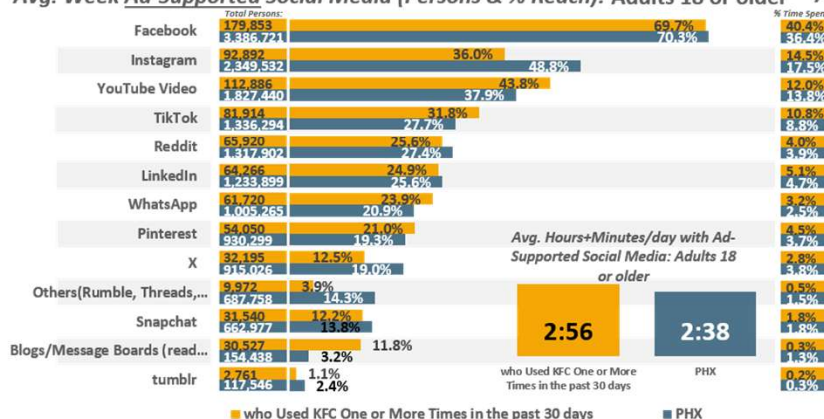


179,853 or 69.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.1 minutes every day representing 40.4% of all time spent daily with Ad-Supported Social Media.

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**



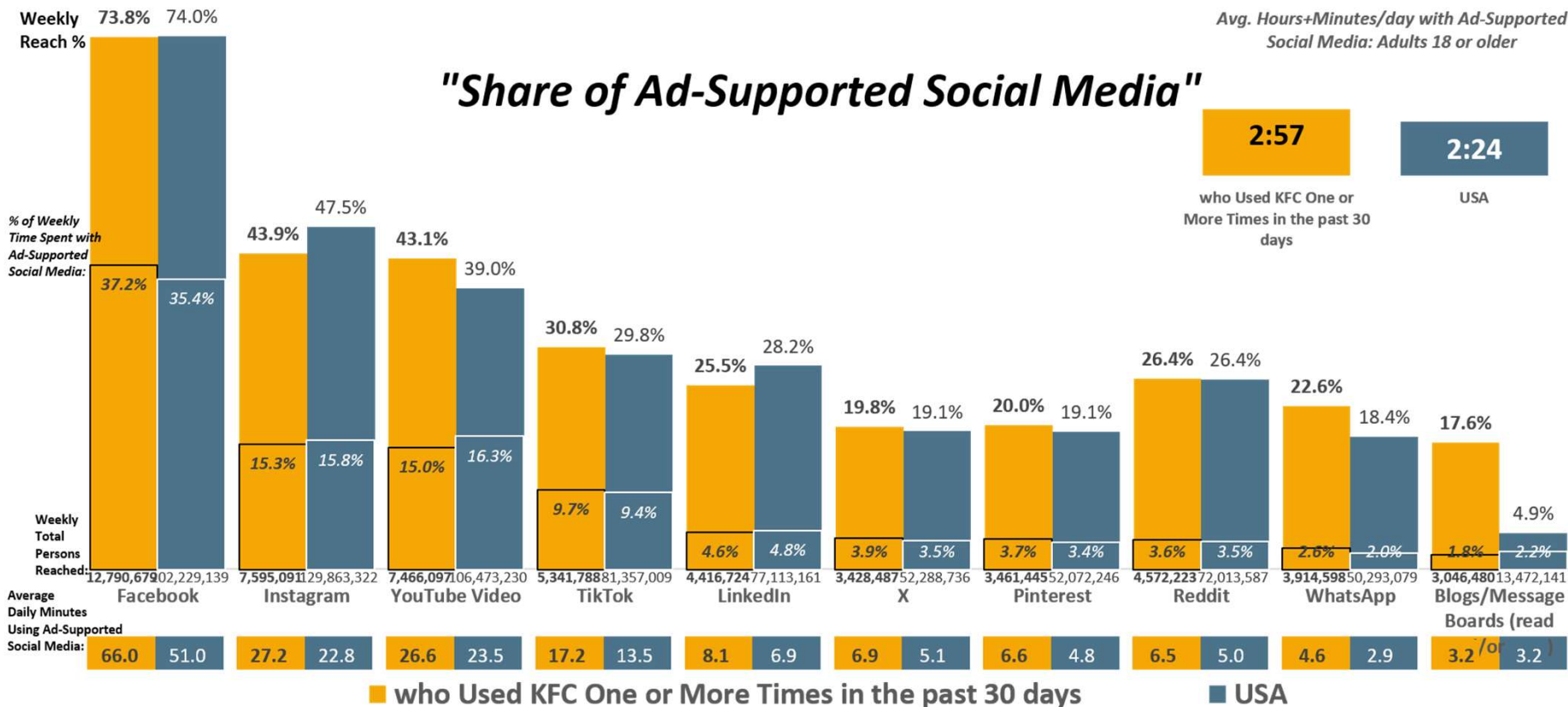
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





12,790,679 or 73.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66. 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: Jan25-Mar26 Qual Intab 1,664 Scarborough R1 2026: Jan25-Mar26
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USA Projection Scarborough R1 2026: Jan25-Mar26

Qual Intab 24,338

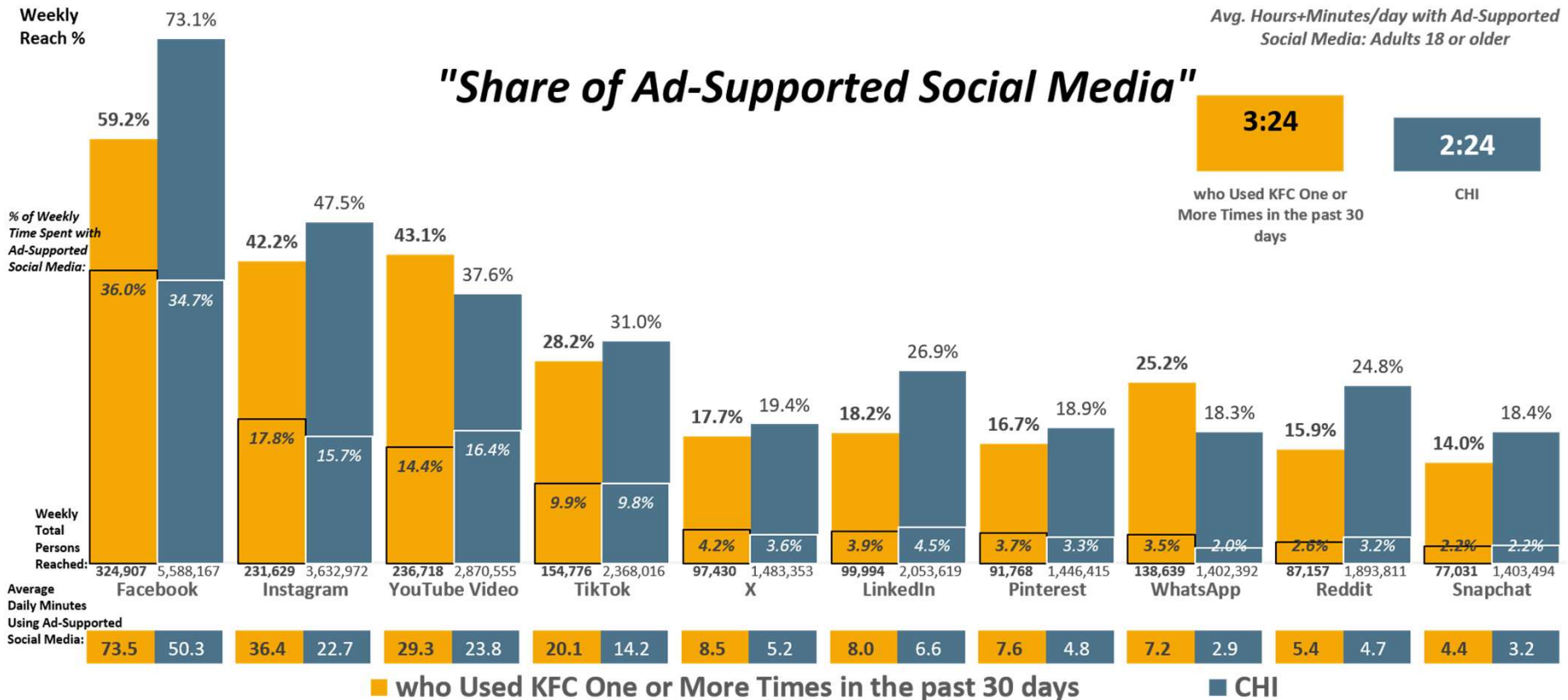
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC



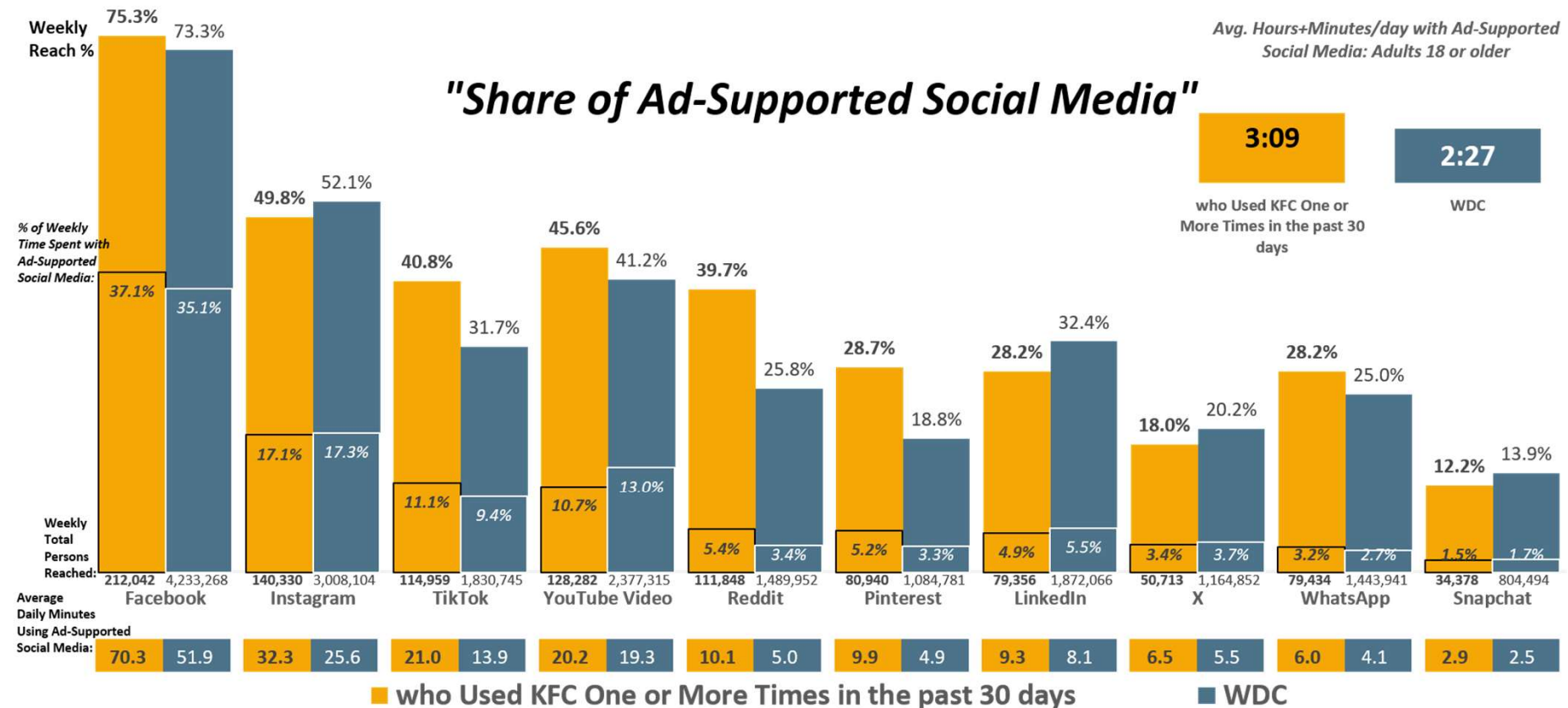
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"Share of Ad-Supported Social Media"





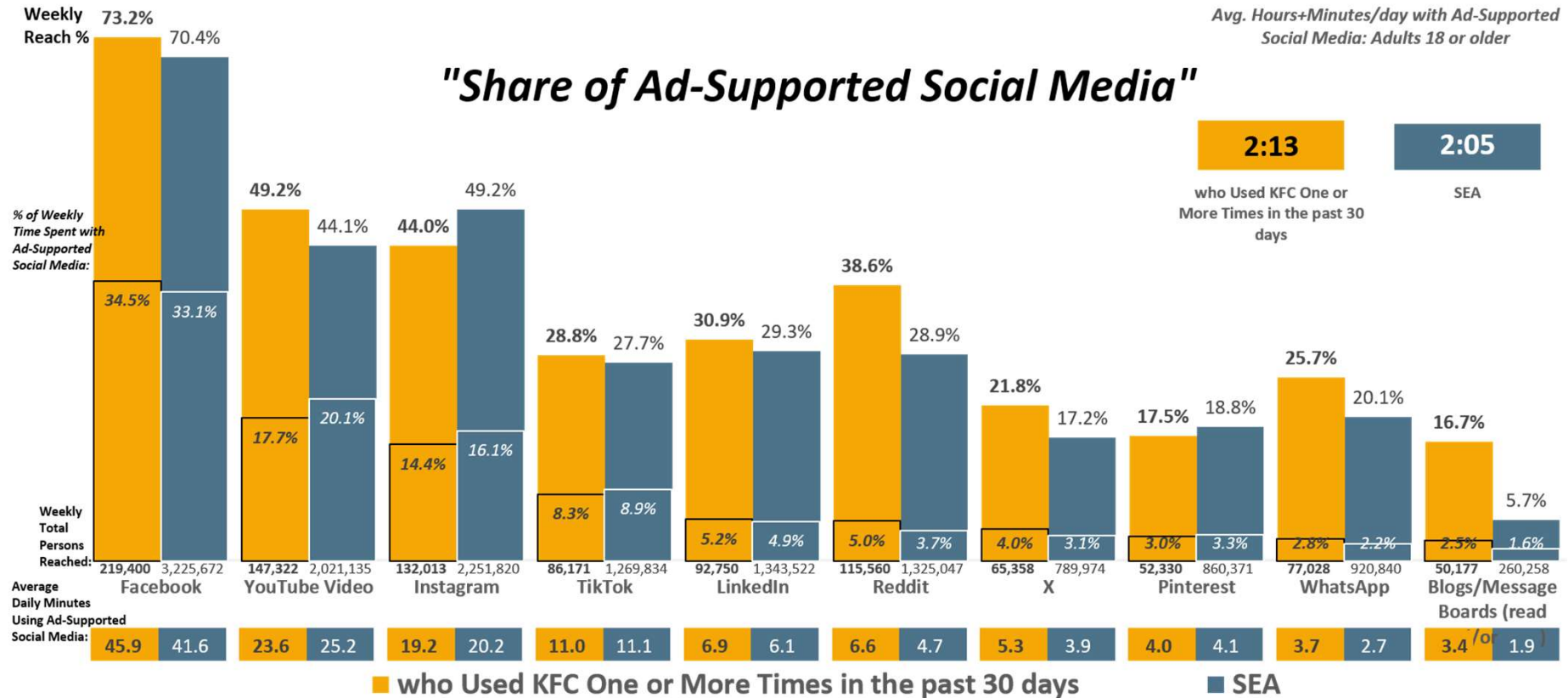
212,042 or 75.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 70.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

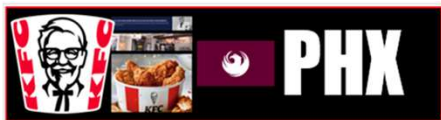




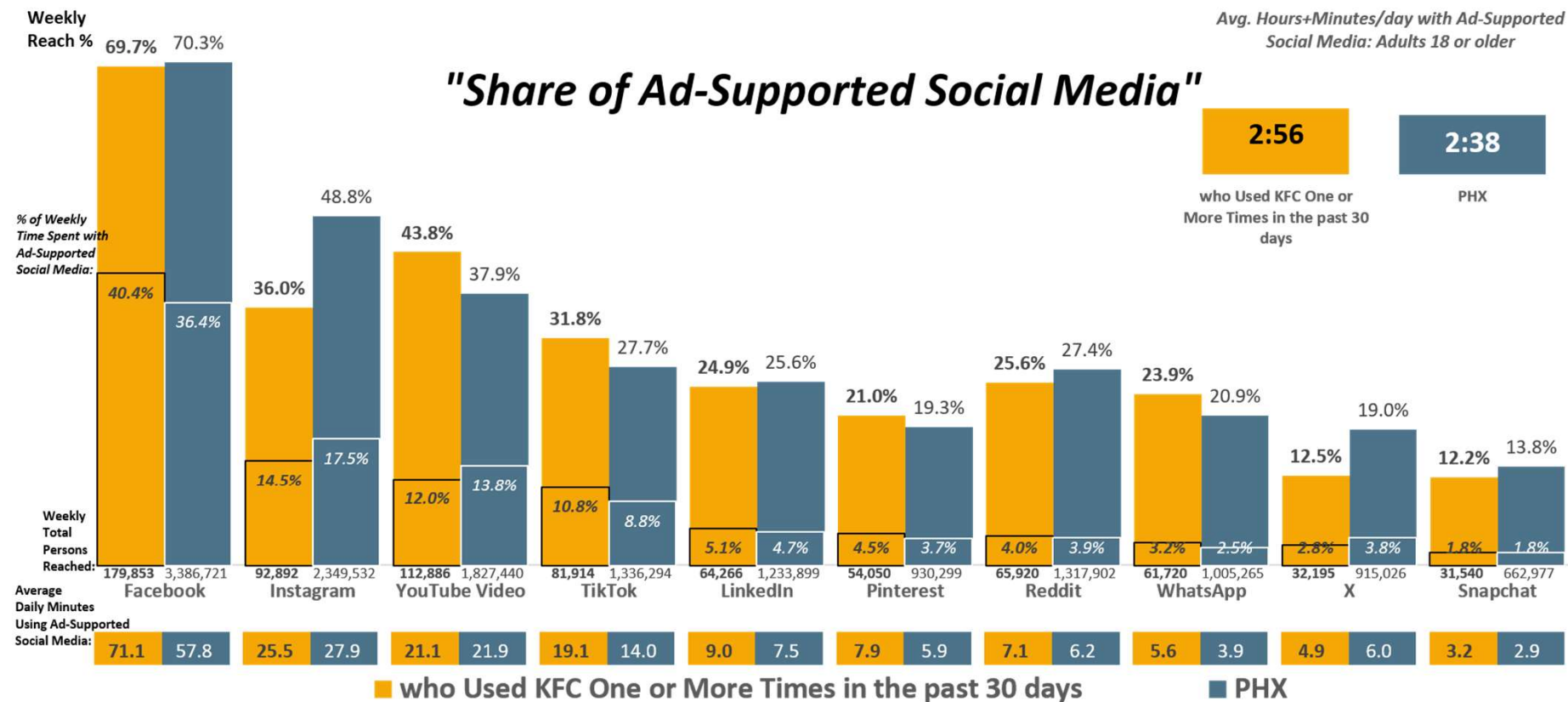
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"Share of Ad-Supported Social Media"





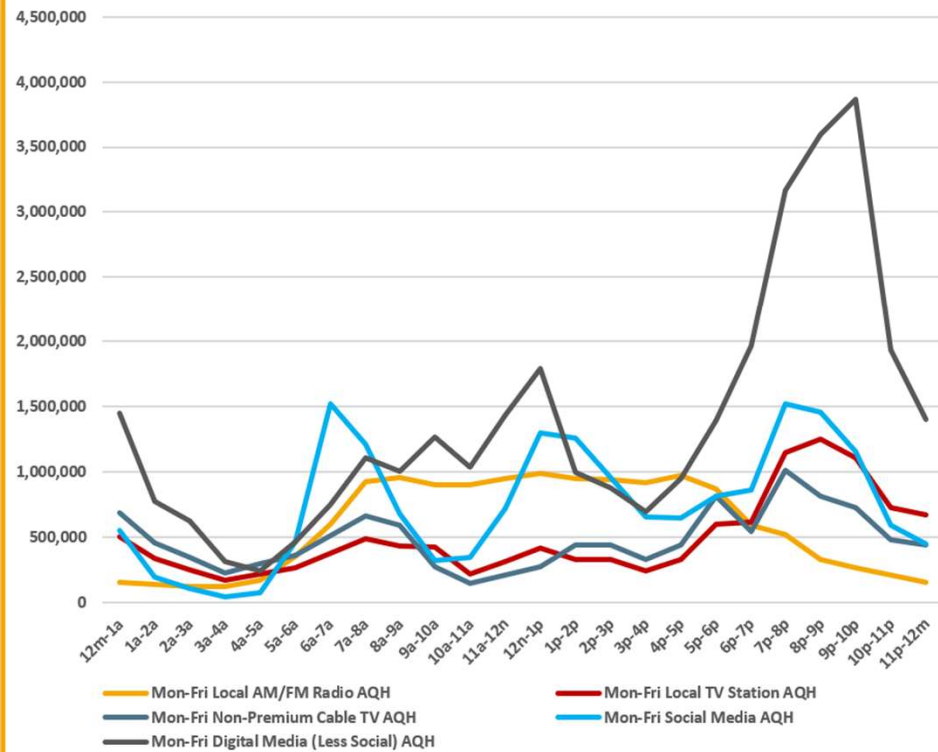
179,853 or 69.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.1 minutes every day representing 40.4% of all time spent daily with Ad-Supported Social Media.



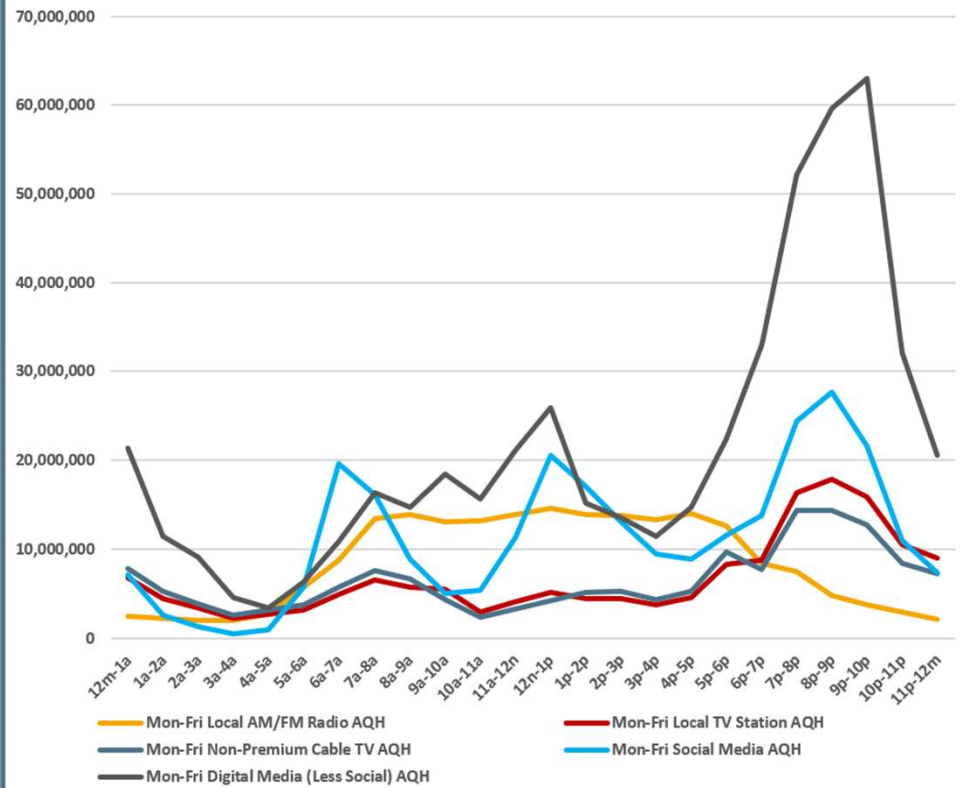


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,173,418; Local Radio: 881,197; Social Media: 867,053; Non-Prem. Cable: 436,241; Local TV: 392,925 reaching Adults 18 or older who Used KFC One or More Times in the past

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



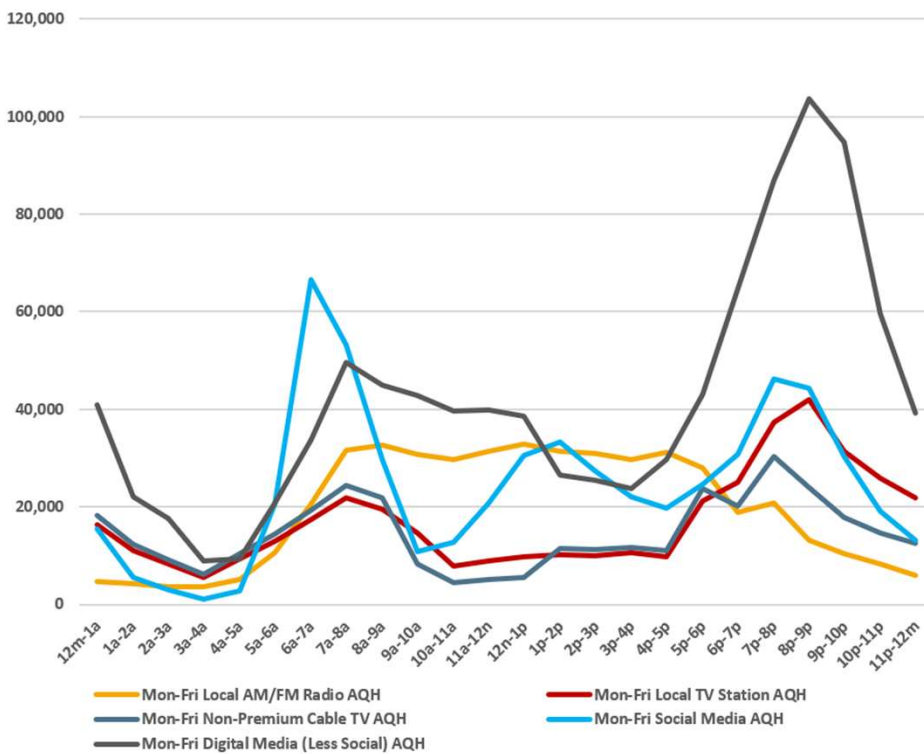
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



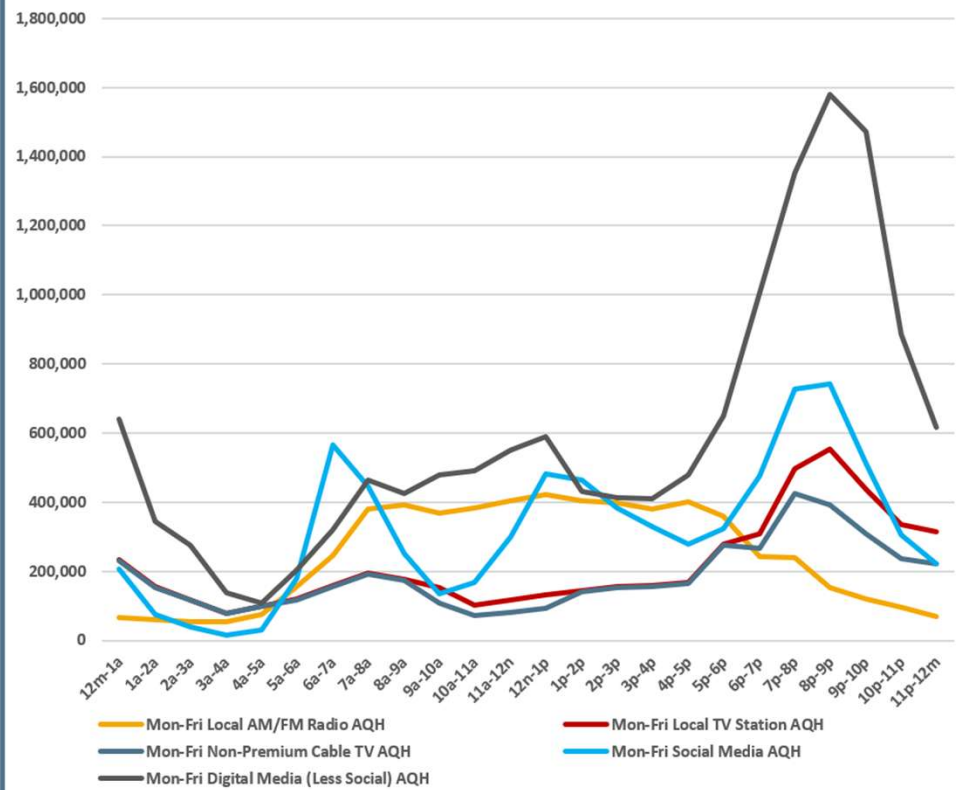


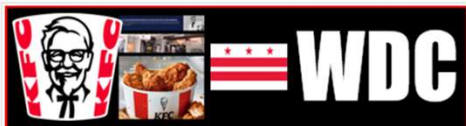
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,602;
Social Media: 29,397; Local Radio: 29,227; Local TV: 14,353; Non-Prem. Cable: 13,697
reaching Adults 18 or older who Used KFC One or More Times in the past 30 day

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



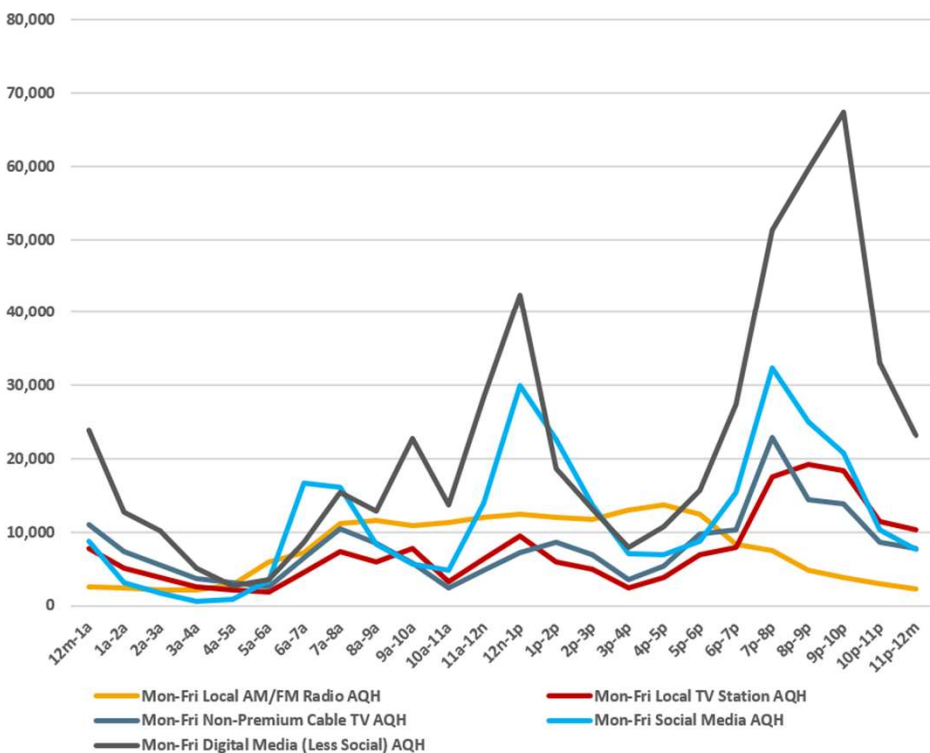
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



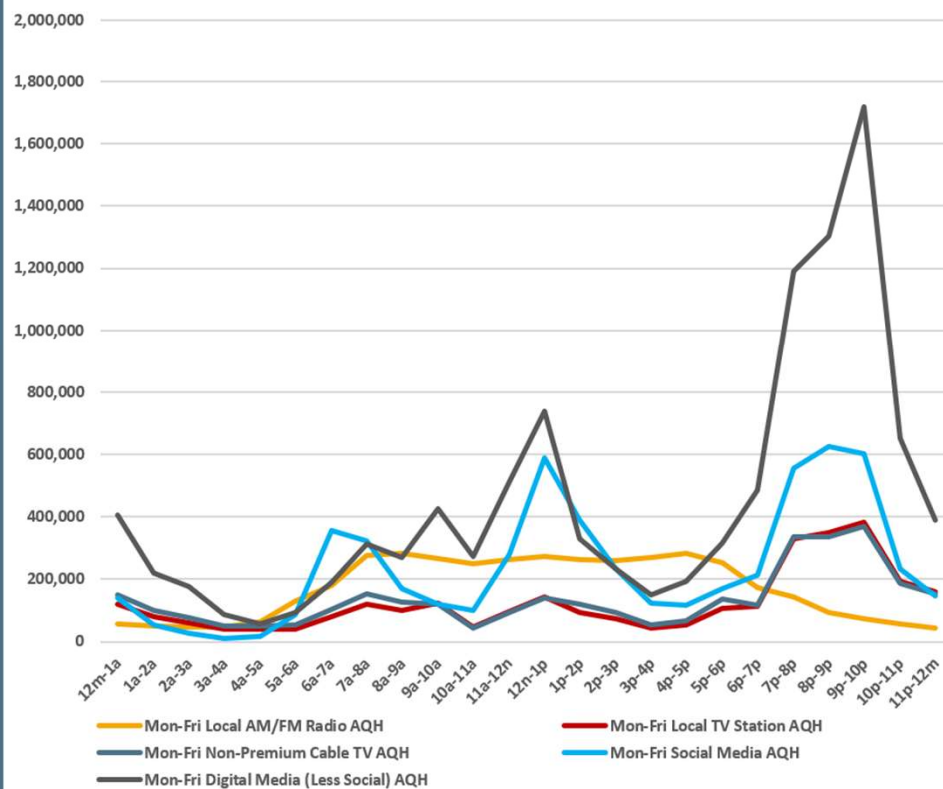


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,288;
Social Media: 13,054; Local Radio: 11,380; Non-Prem. Cable: 6,924; Local TV: 5,873
reaching Adults 18 or older who Used KFC One or More Times in the past 30 days.

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



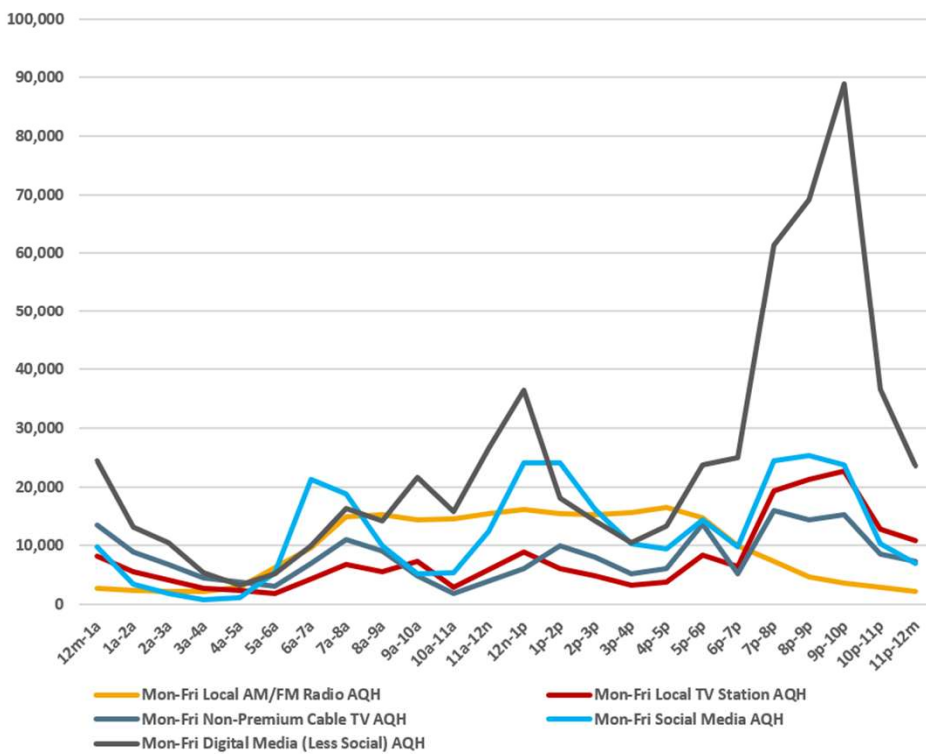
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



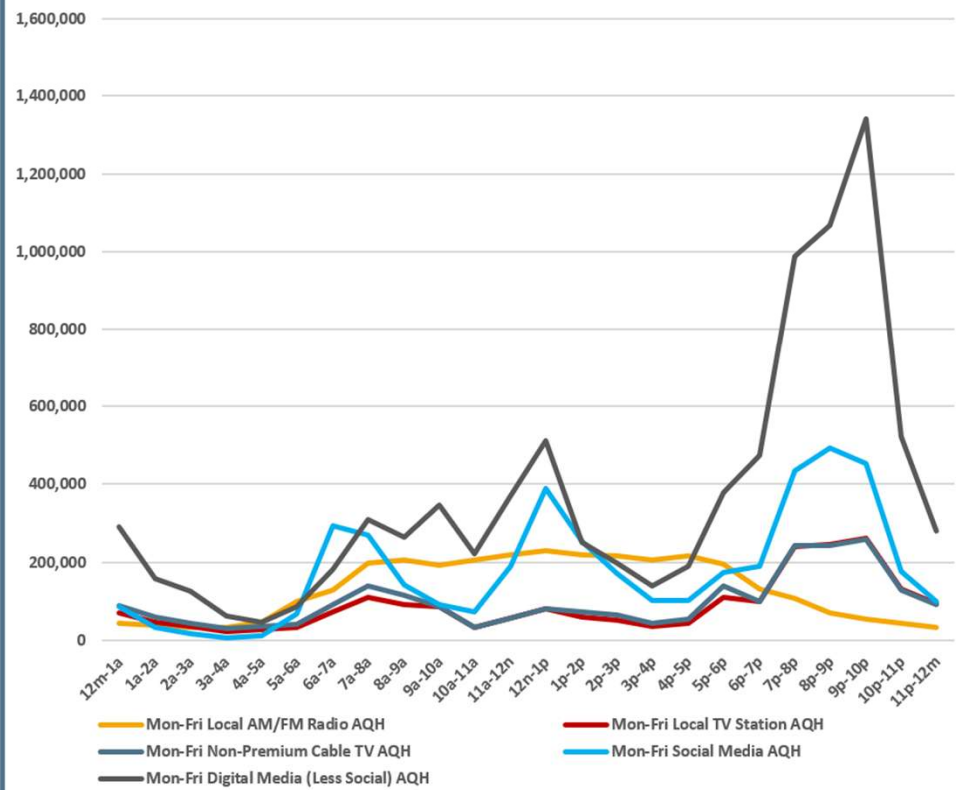


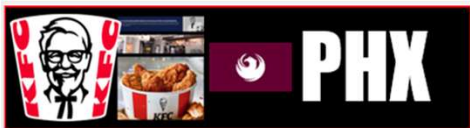
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,897;
Local Radio: 14,435; Social Media: 13,919; Non-Prem. Cable: 7,077; Local TV: 5,681
reaching Adults 18 or older who Used KFC One or More Times in the past 30 days.

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



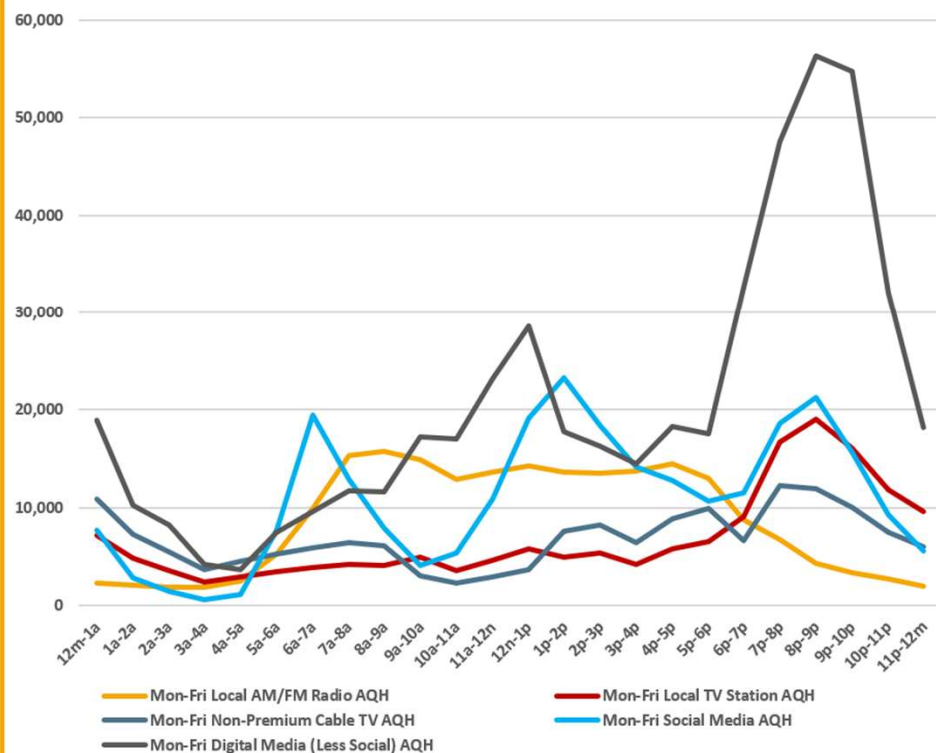
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



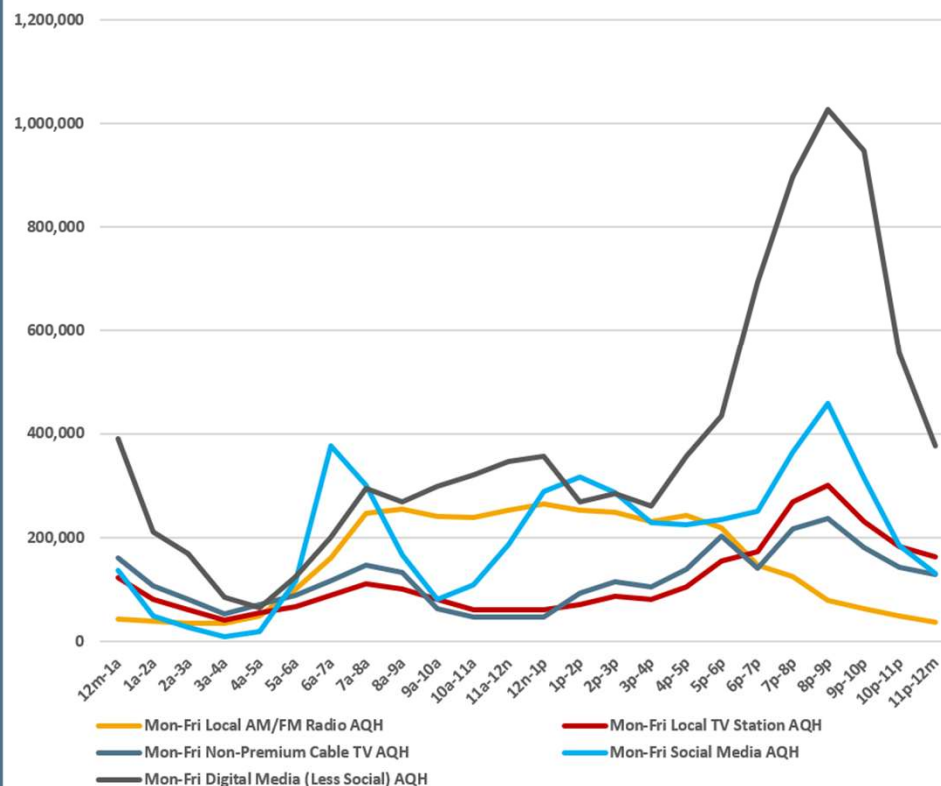


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,140;
Local Radio: 13,377; Social Media: 13,113; Non-Prem. Cable: 5,992; Local TV: 5,166
reaching Adults 18 or older who Used KFC One or More Times in the past 30 days.

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



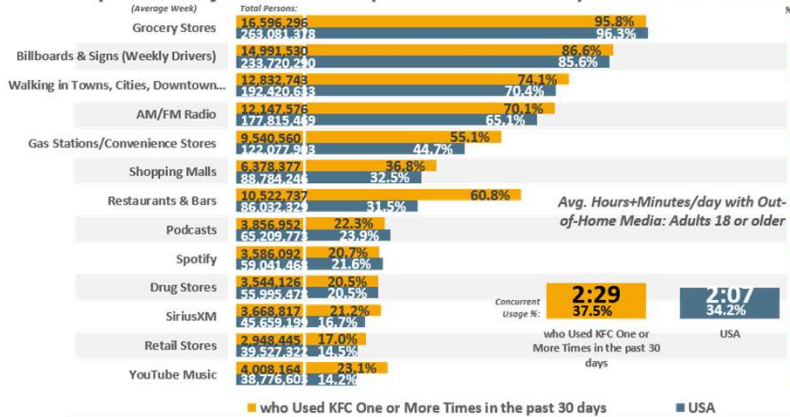
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



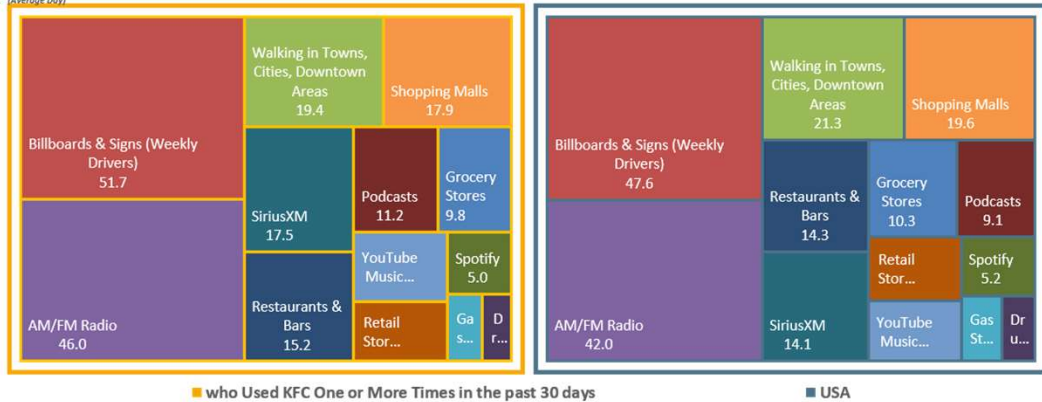


14,991,530 or 86.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

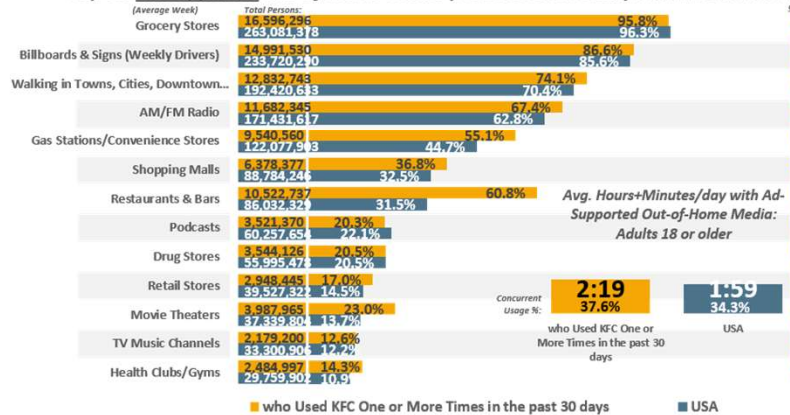
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



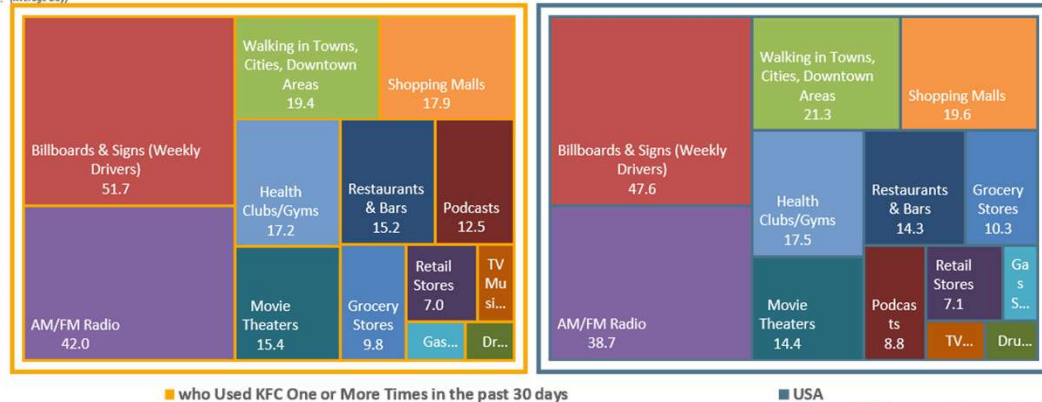
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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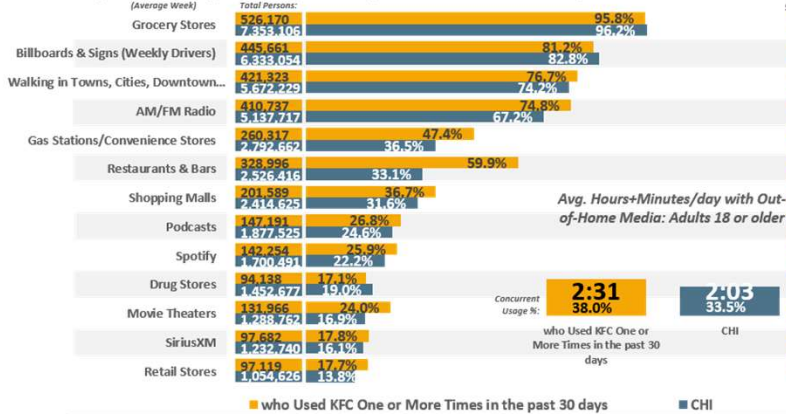
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

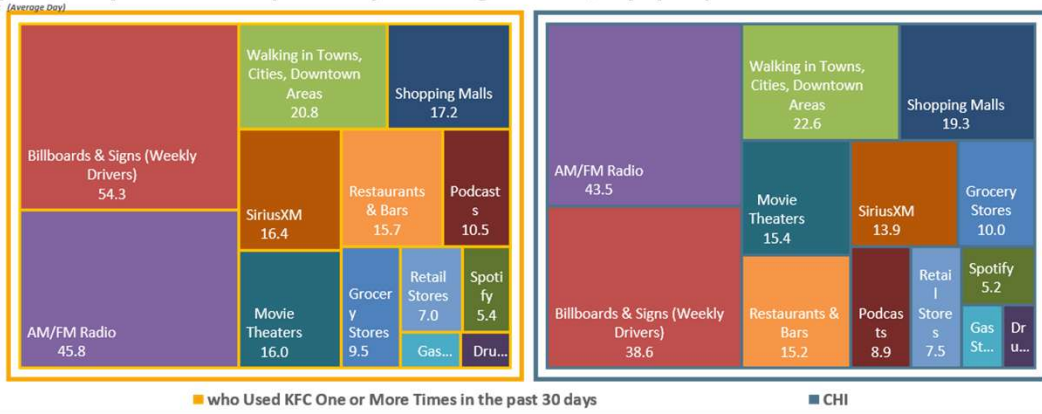


445,661 or 81.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 54.3 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 42.3 minutes/day.

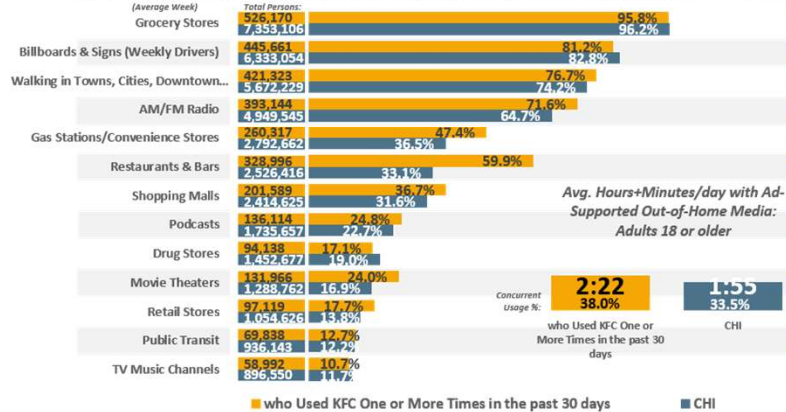
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



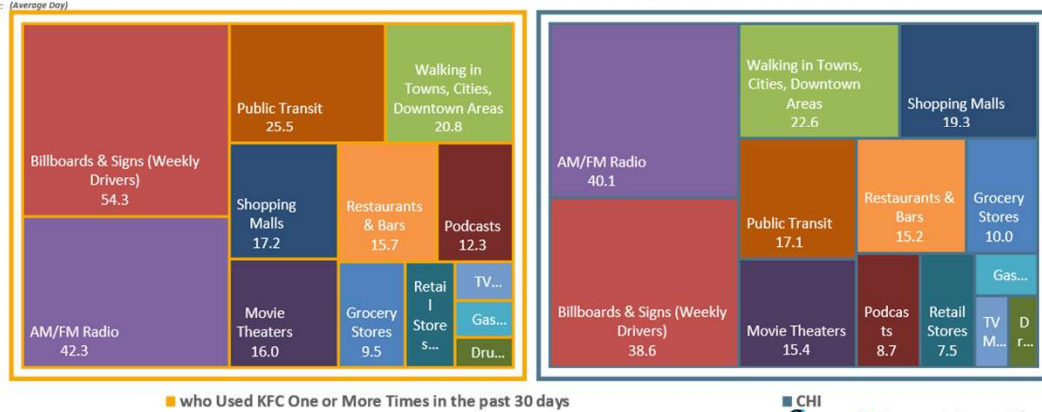
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



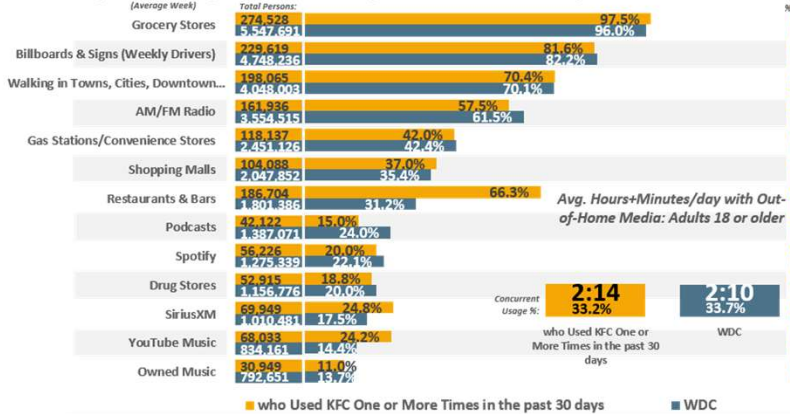
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



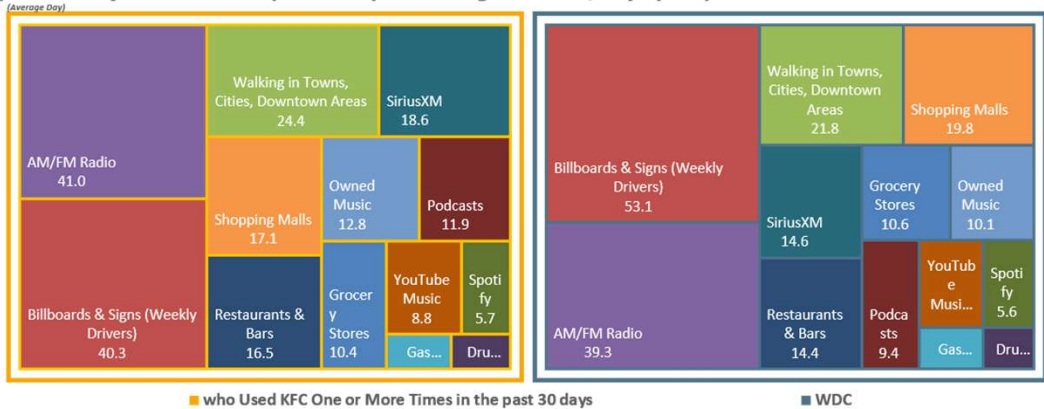


229,619 or 81.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 40.3 minutes per day driving, seeing Billboards and Signs. 55.6% Listen to Local Radio Stations Out-of-Home for an average of 37.8 minutes/day.

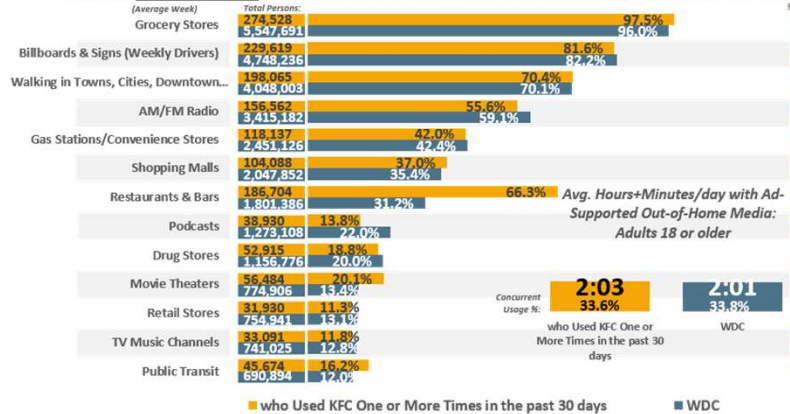
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



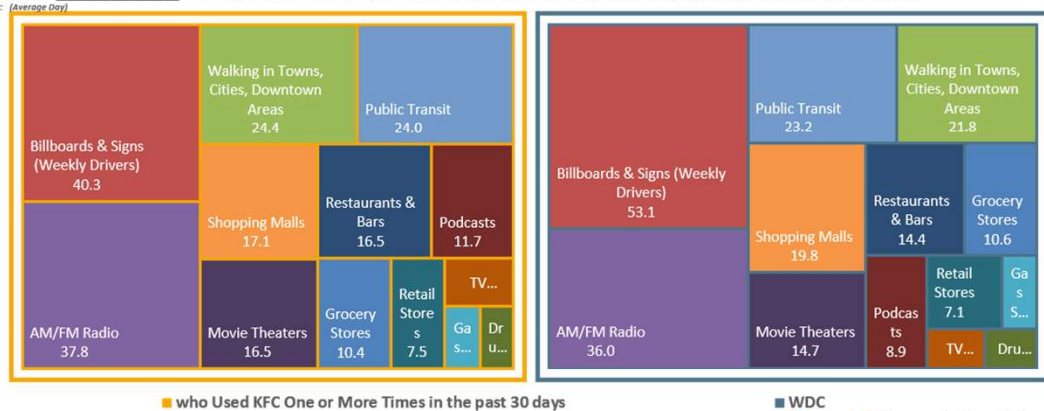
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



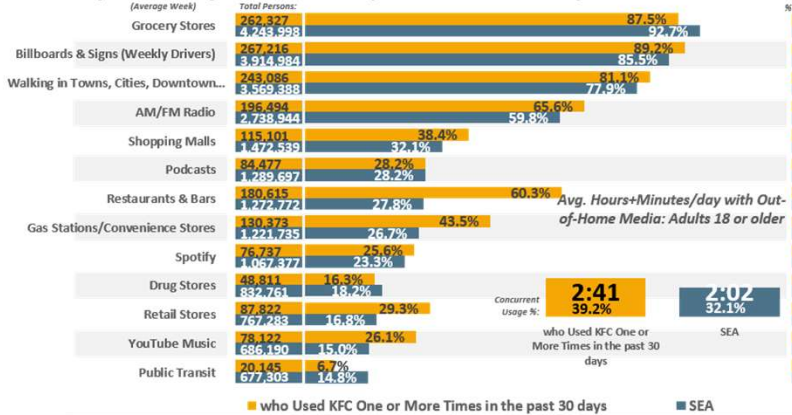
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



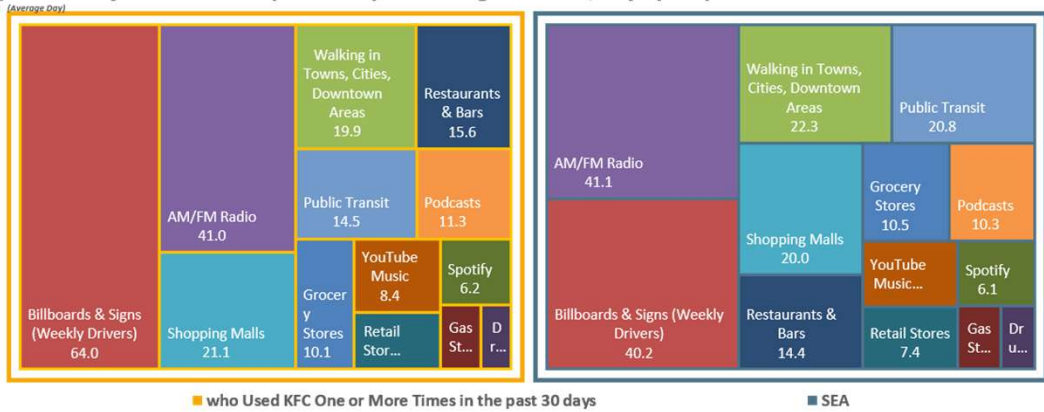


267,216 or 89.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 64. minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

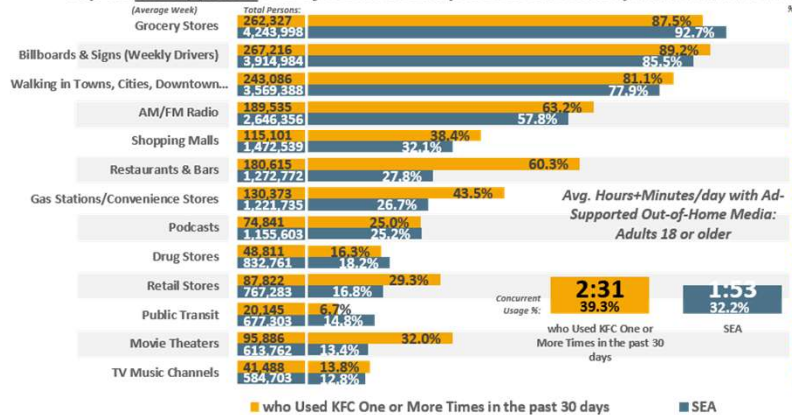
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



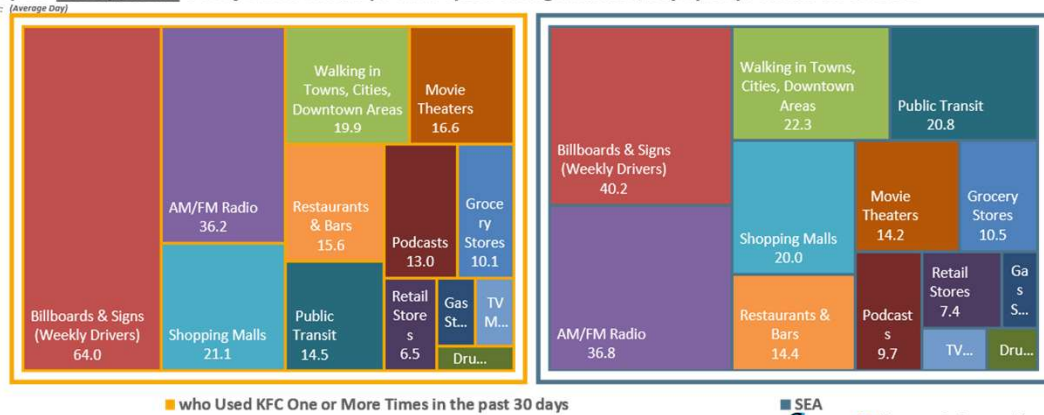
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



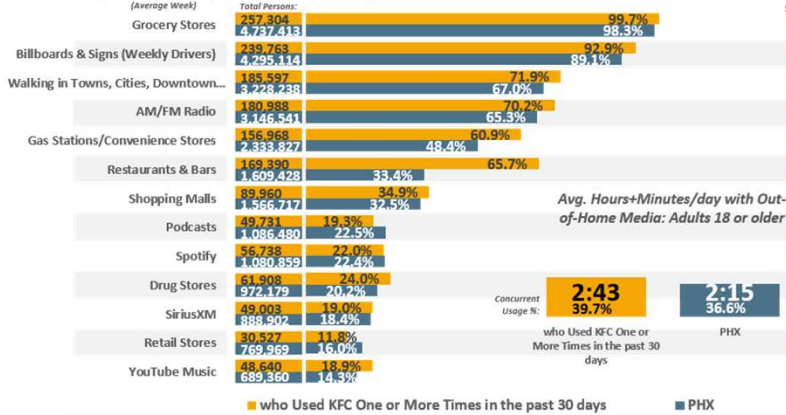
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



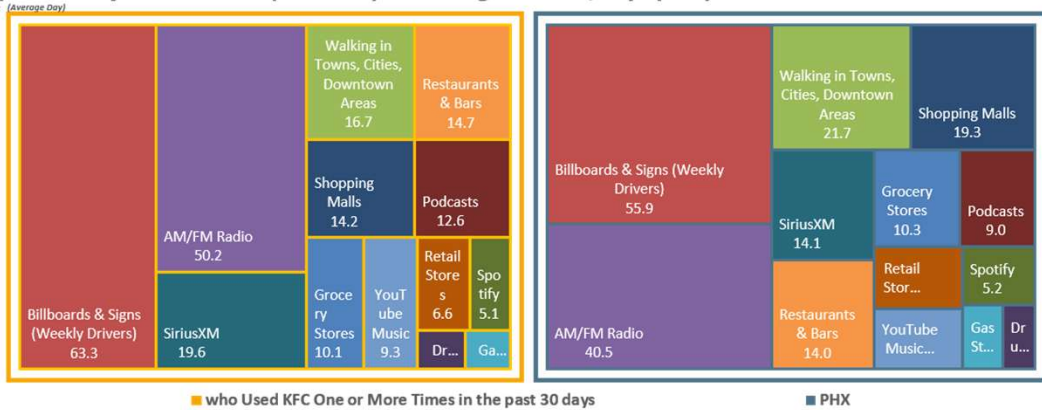


239,763 or 92.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

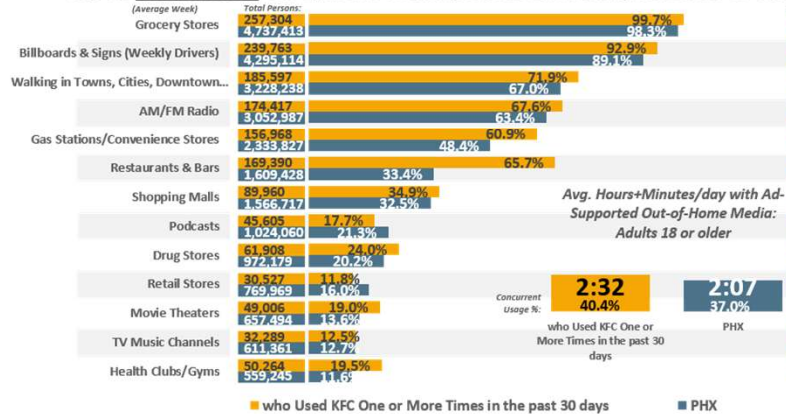
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



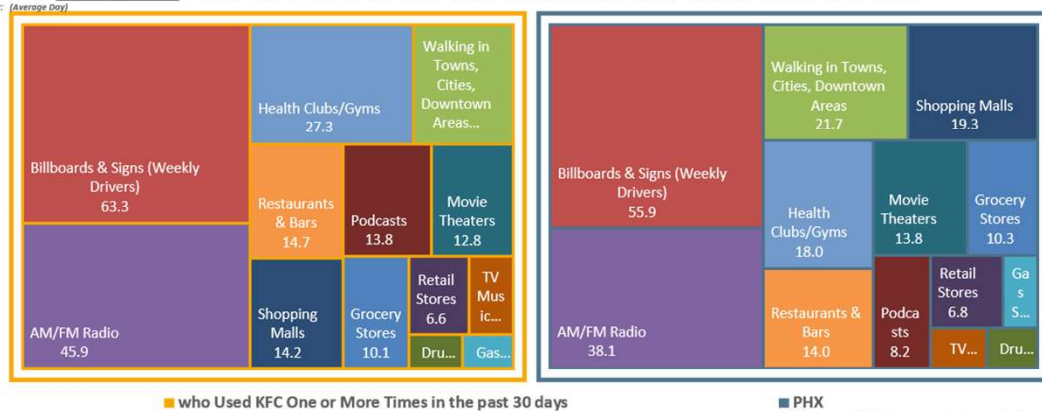
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



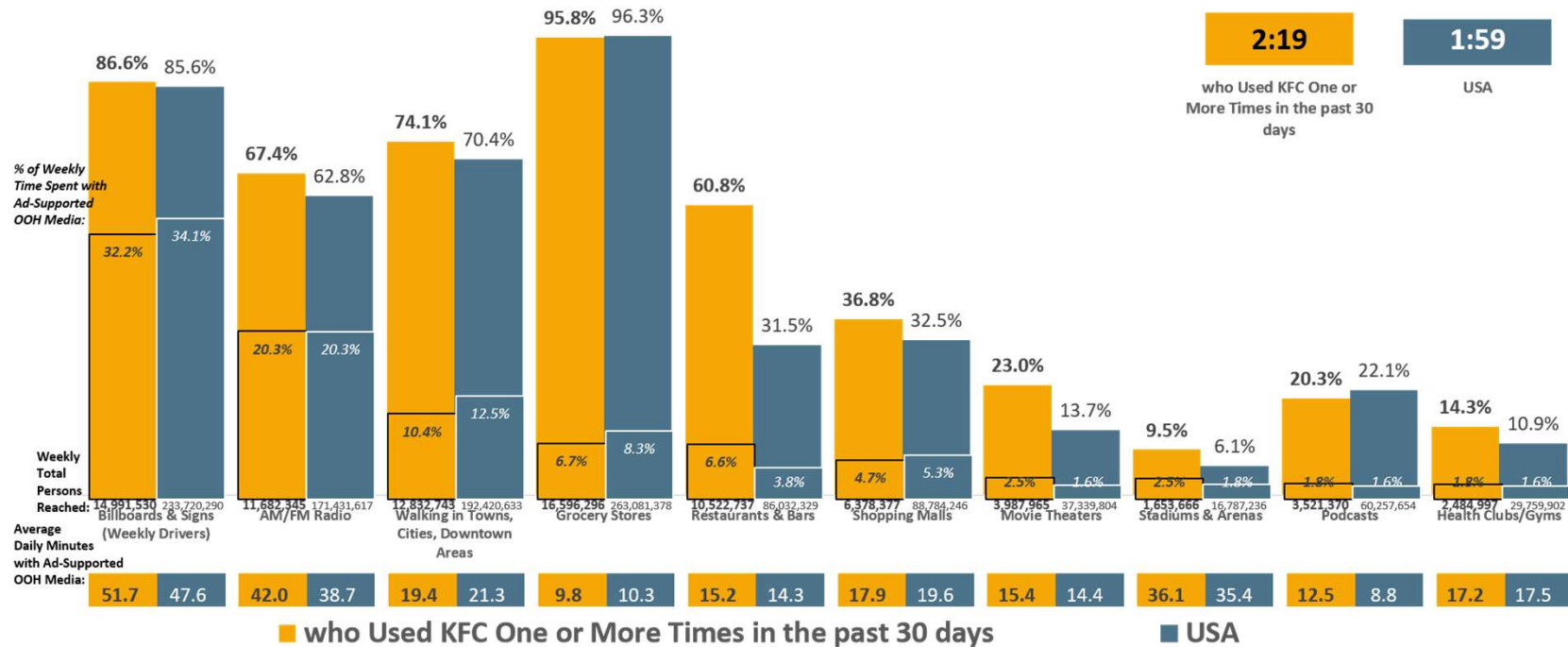


14,991,530 or 86.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: KFC

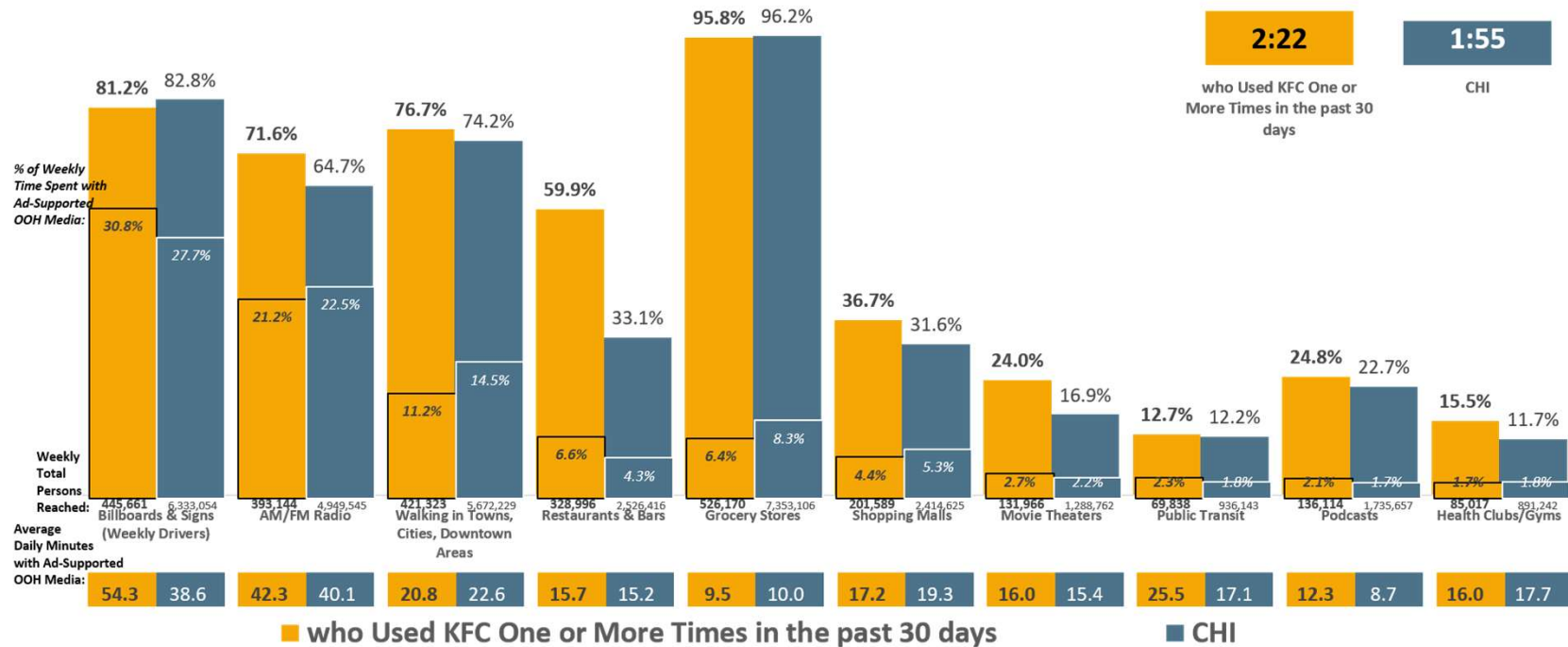


445,661 or 81.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 54.3 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 313
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Quick service restaurants used past 30 days: KFC

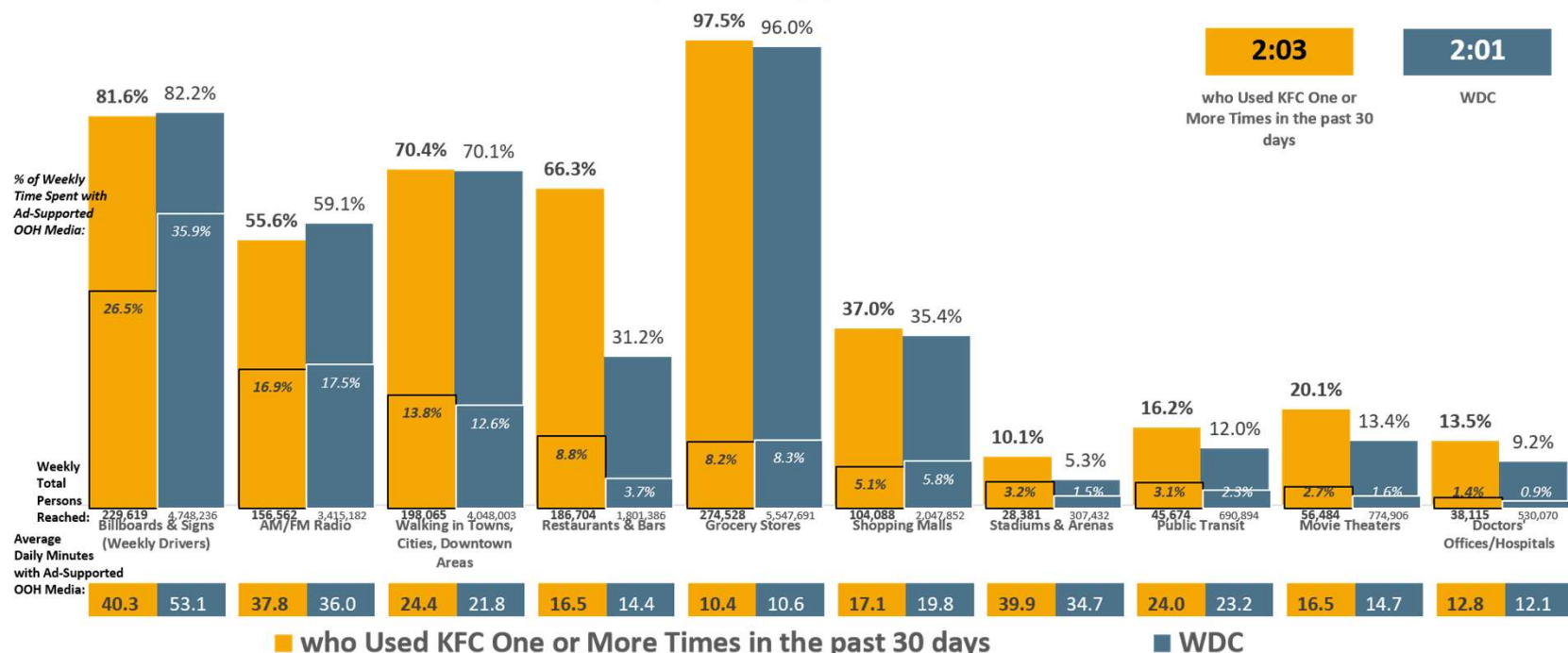


229,619 or 81.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 40.3 minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 329 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

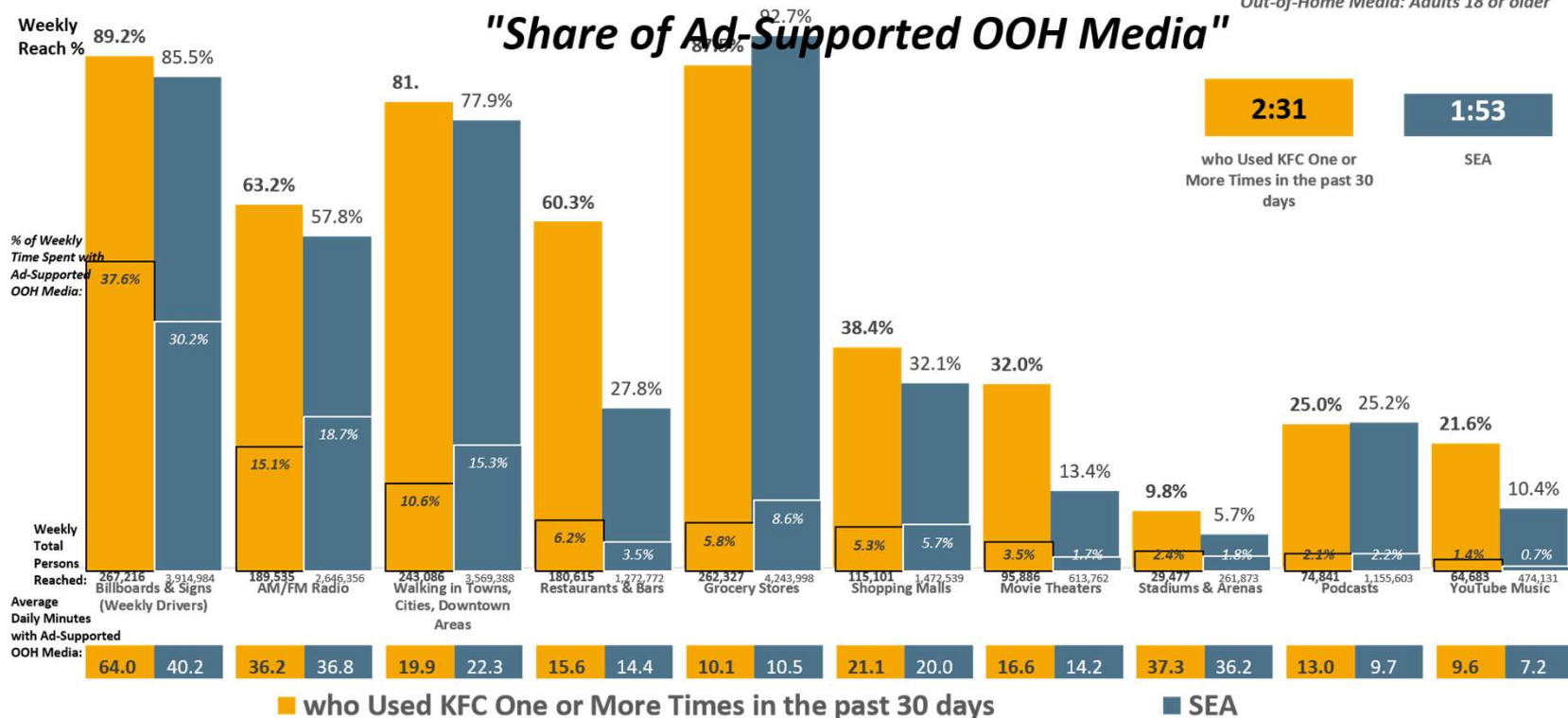
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC



267,216 or 89.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 64. minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 247 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Quick service restaurants used past 30 days: KFC

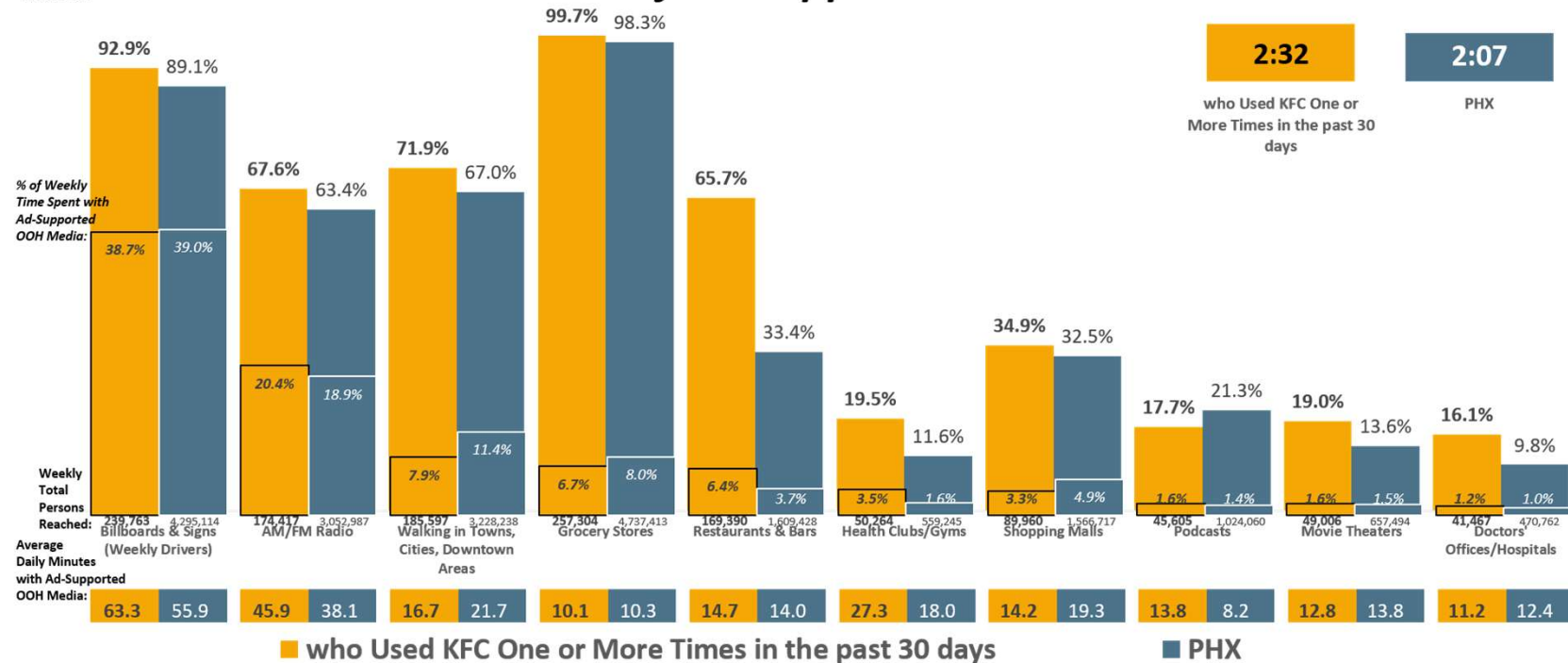


239,763 or 92.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 63.3 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"

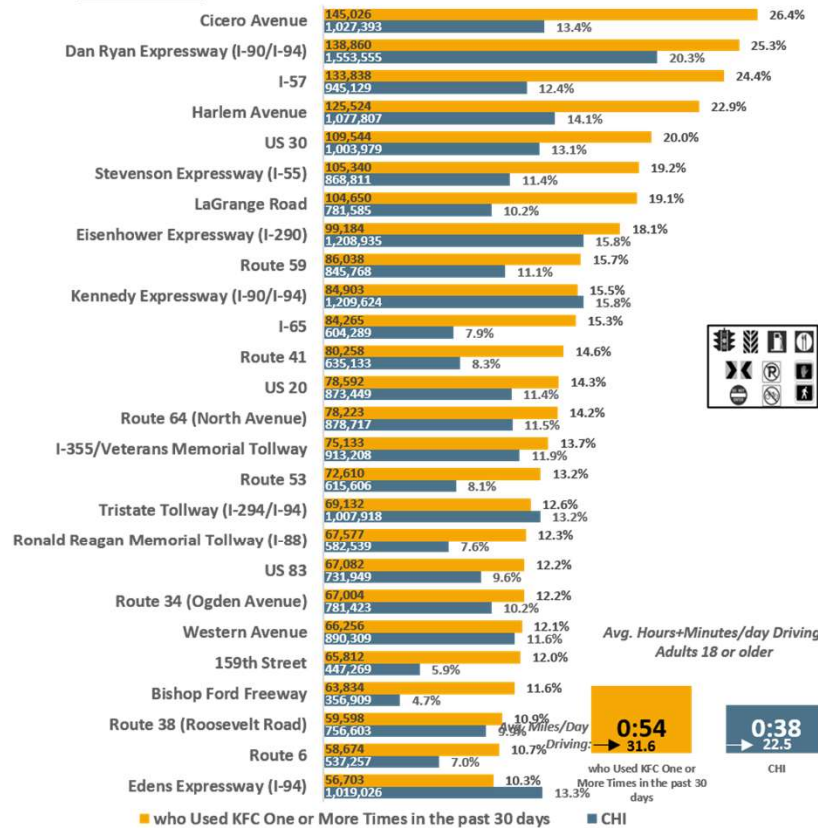


2:32
 who Used KFC One or More Times in the past 30 days
2:07
 PHX

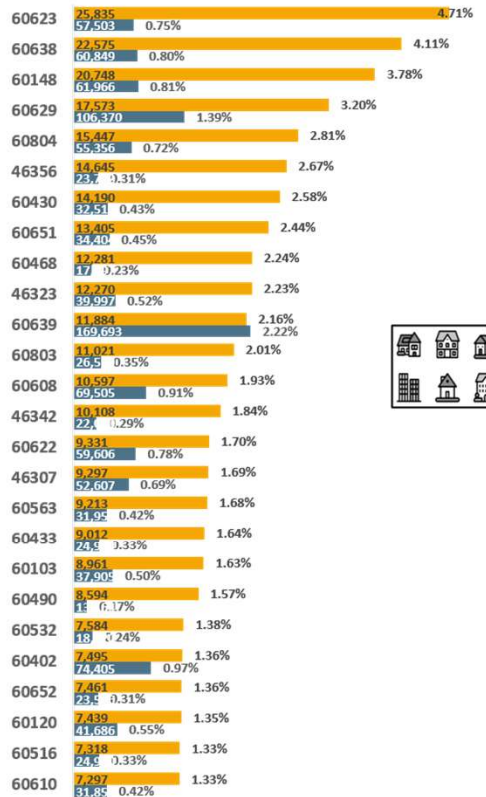


445,661 or 81.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 54.3 minutes per day driving an average of 31.6 miles each day and are 97.1% more likely to use I-57 than the Metro average.

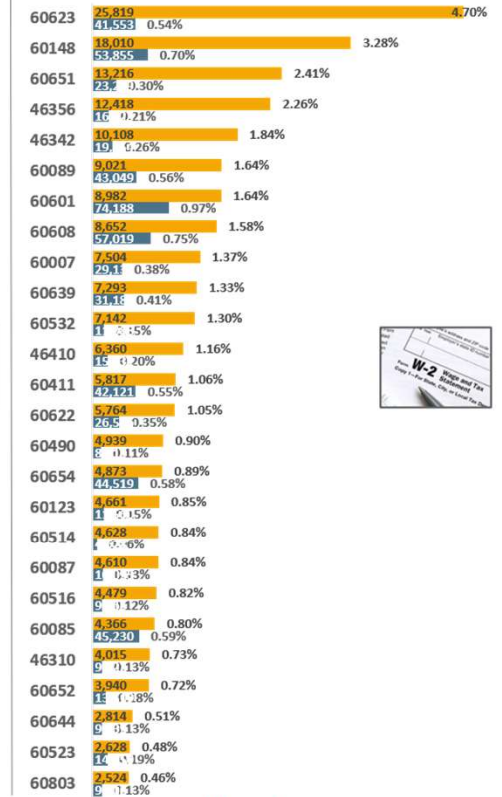
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



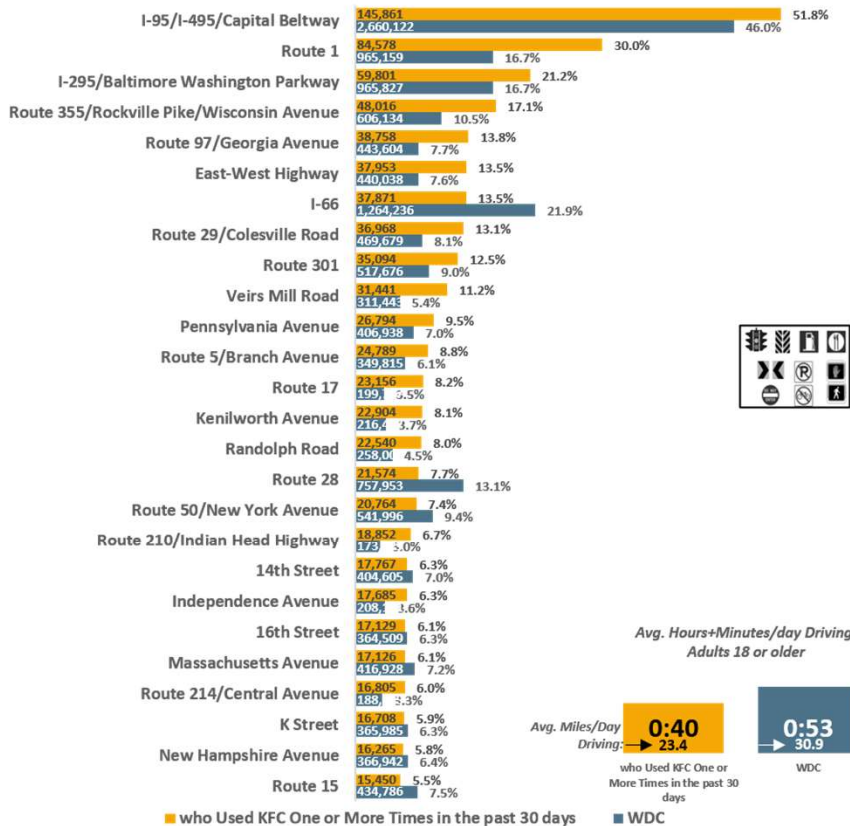
Top-26 Employment Zip Codes: Adults 18 or older





229,619 or 81.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 40.3 minutes per day driving an average of 23.4 miles each day and are 137.9% more likely to use Route 17 than the Metro average.

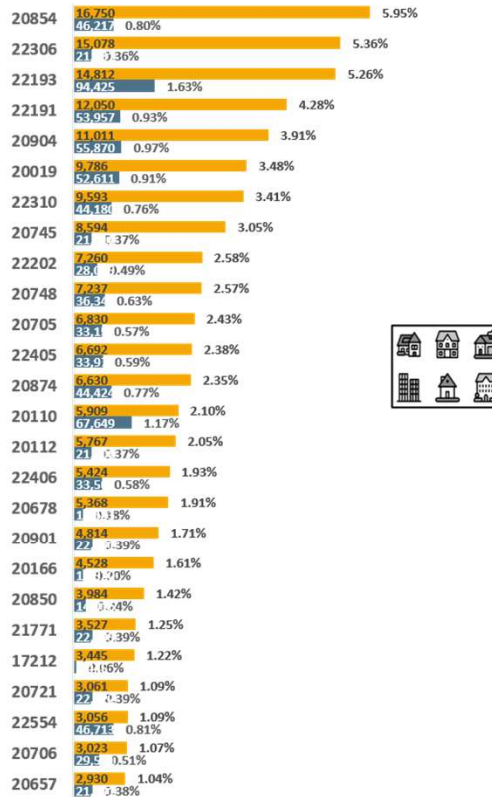
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



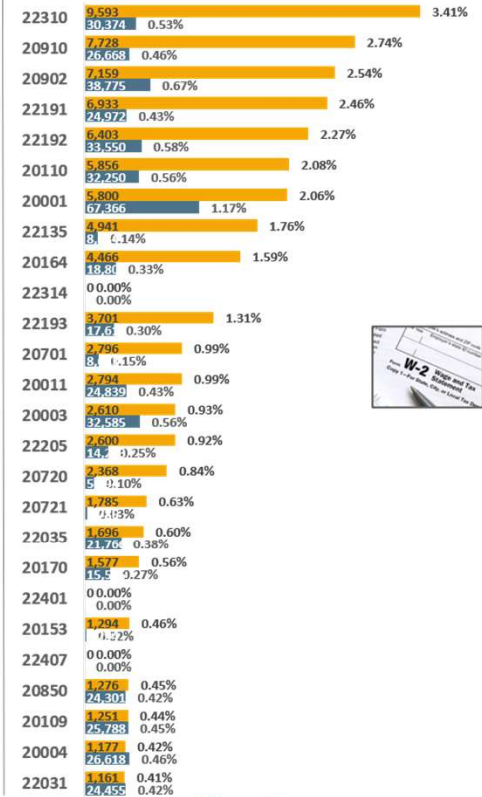
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

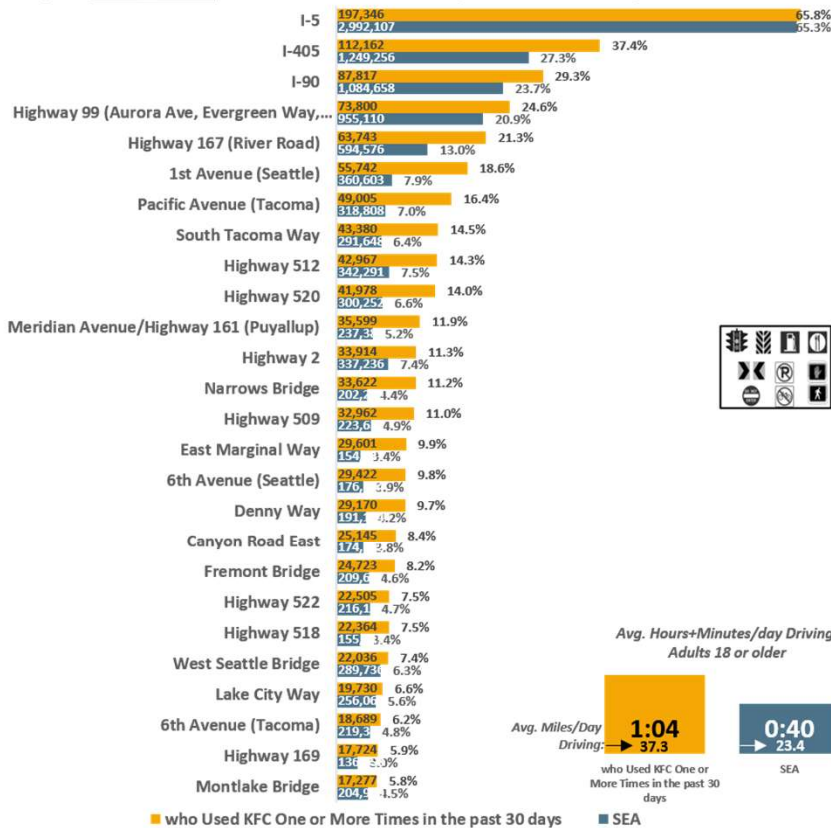


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267,216 or 89.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 64. minutes per day driving an average of 37.3 miles each day and are 192.4% more likely to use East Marginal Way than the Metro average.

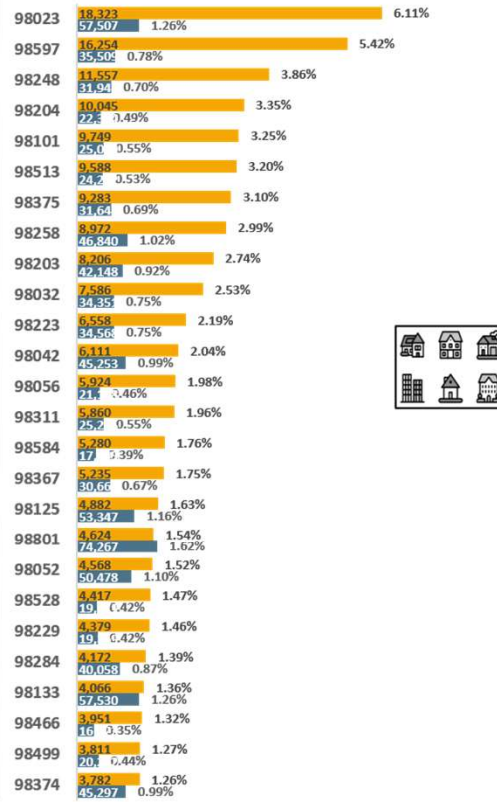
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



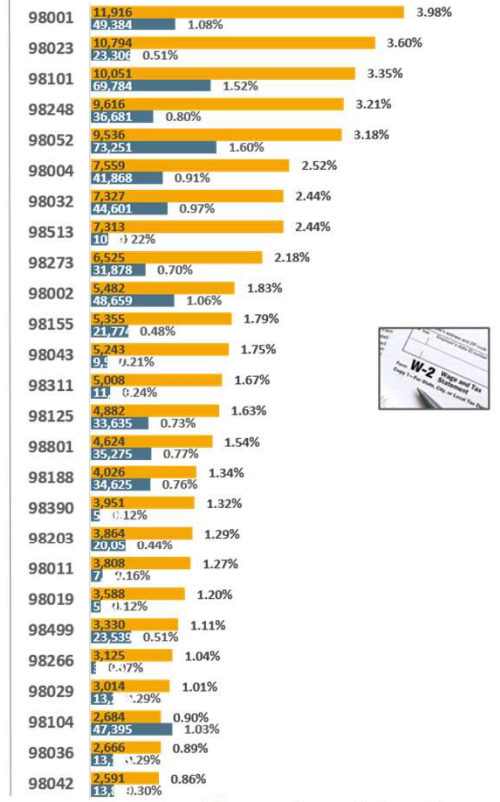
Avg. Hours+Minutes/day Driving:
Adults 18 or older



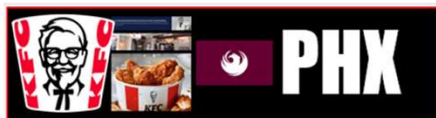
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

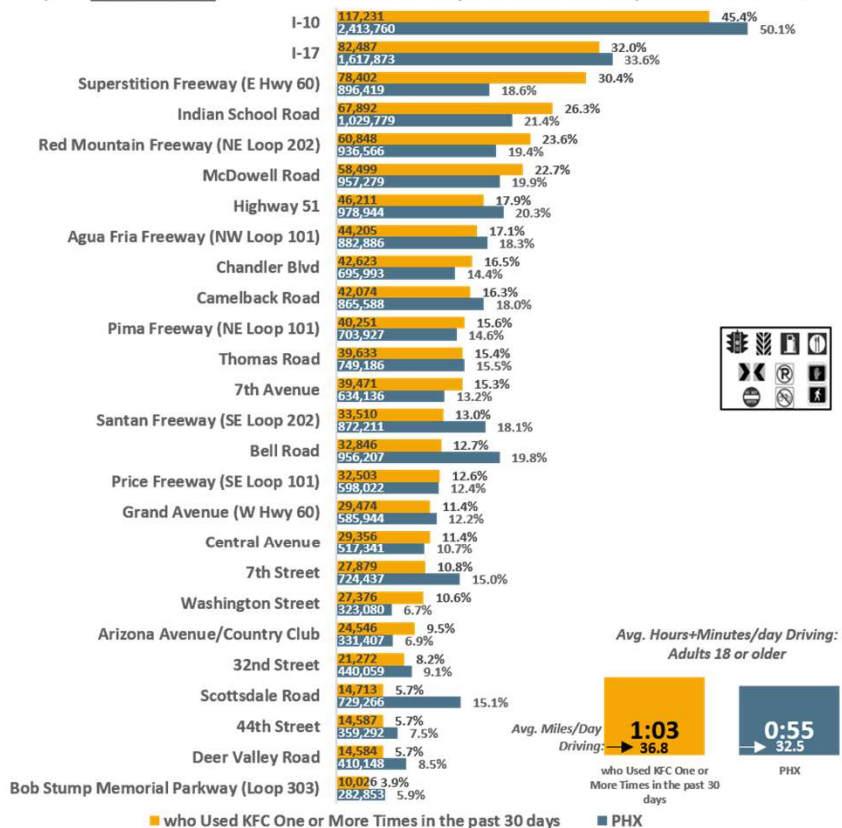


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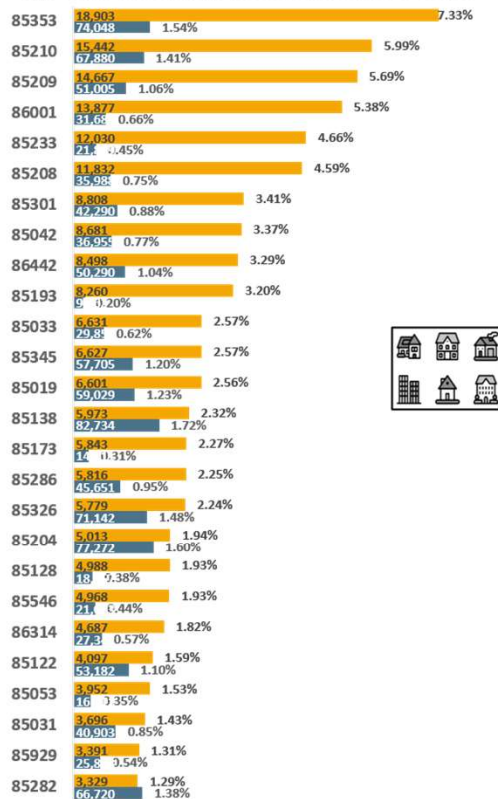


239,763 or 92.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 63.3 minutes per day driving an average of 36.8 miles each day and are 63.4% more likely to use Superstition Freeway (E Hwy 60) than the Metro av

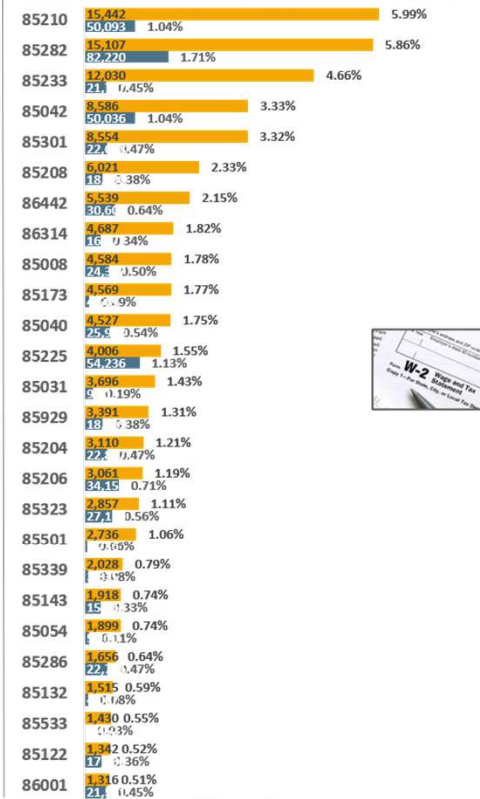
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



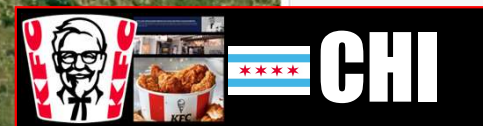
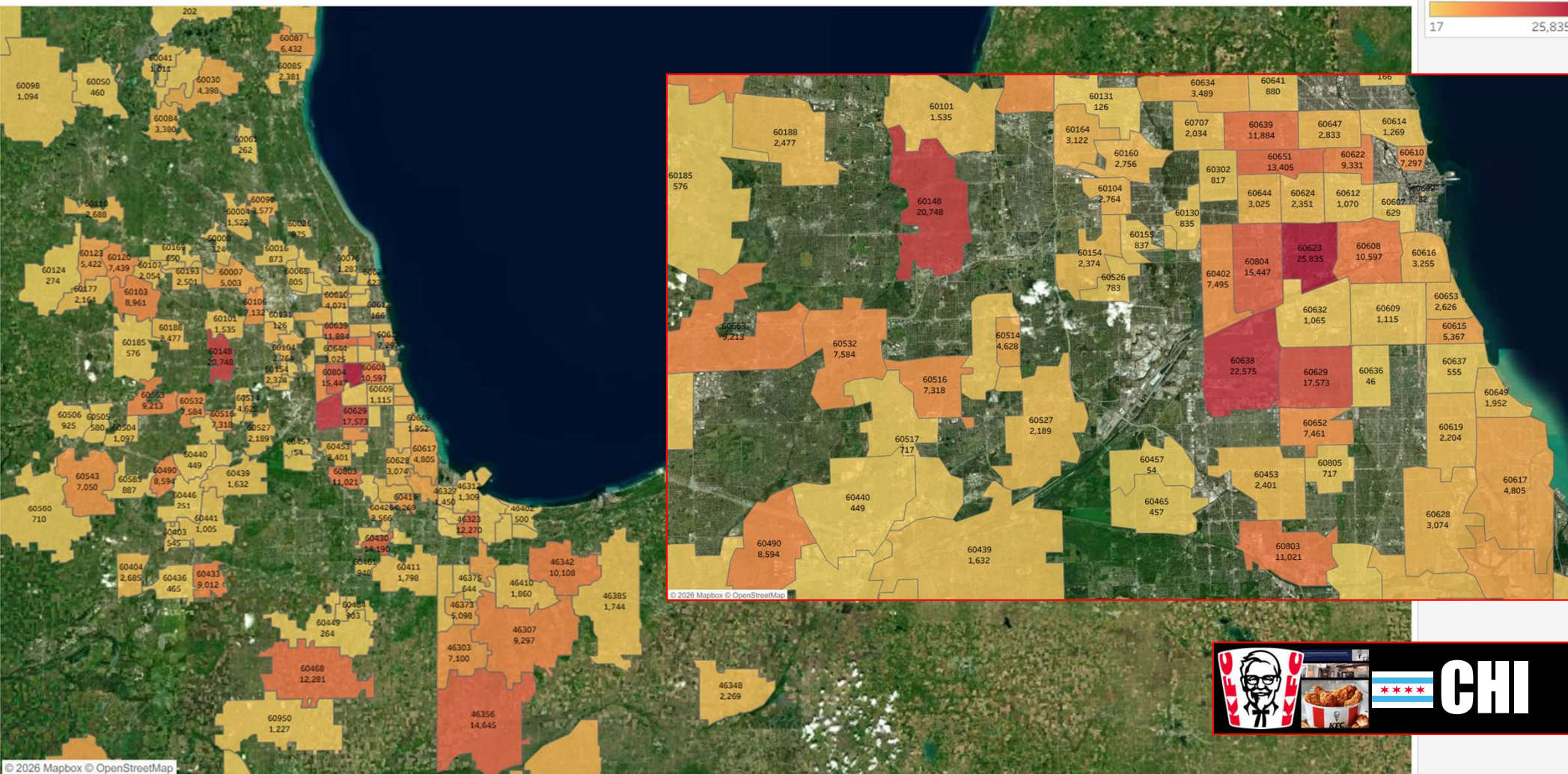
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)



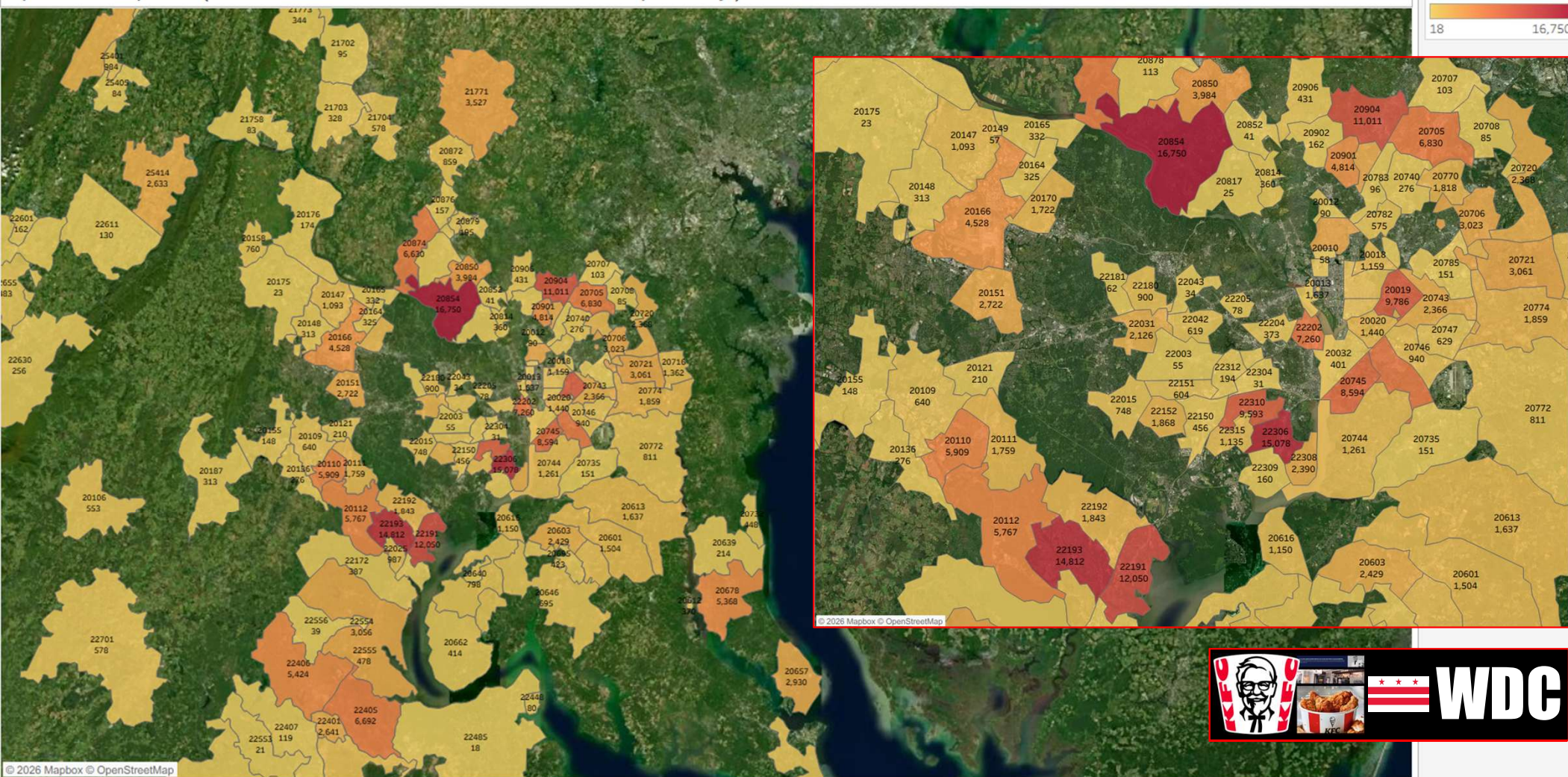
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 313

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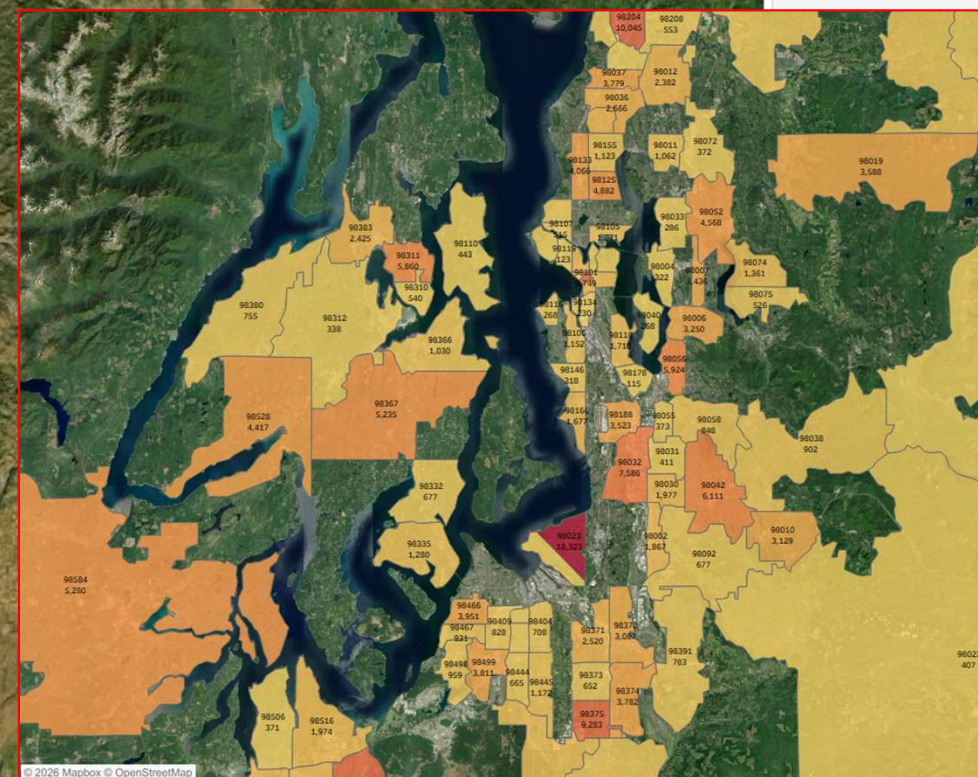
Quick service restaurants used past 30 days: KFC

Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)



This map displays 100 census tracts in the San Francisco Bay Area, each labeled with its FIPS code and population. The tracts are color-coded based on population size: red for populations over 10,000, orange for populations between 5,000 and 10,000, and yellow for populations under 5,000. The map includes the San Francisco Bay, surrounding mountains, and the city of San Francisco.

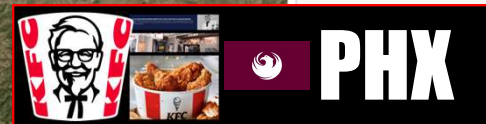
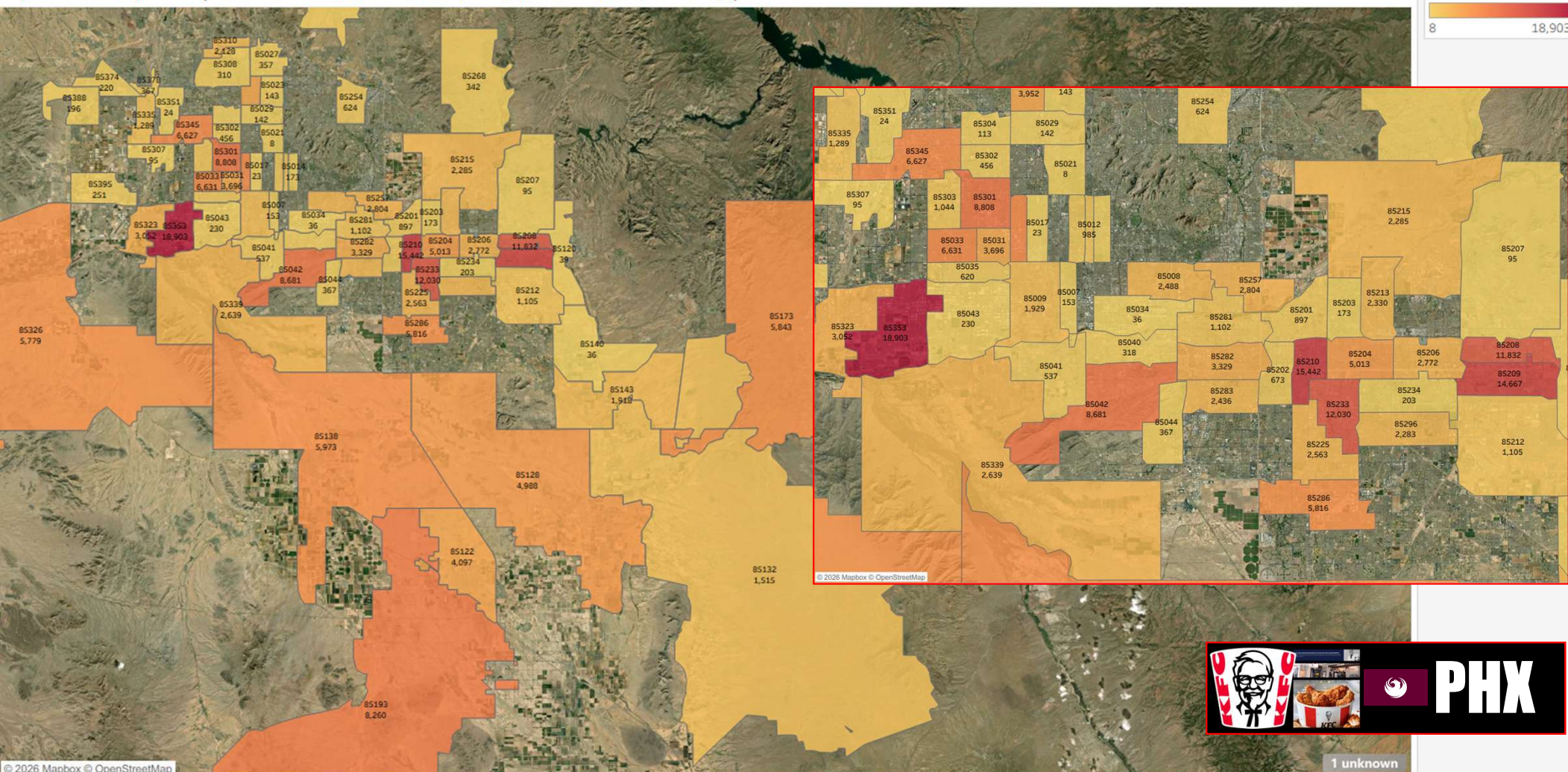
FIPS Code	Population
980248	11,557
98225	1,111
98284	4,172
98273	2,353
98292	1,088
98223	6,558
98282	2,600
98271	2,355
98250	6,972
98290	710
98294	1,007
98251	548
98204	10,045
98037	2,779
98156	1,121
98011	1,062
98019	3,688
98074	1,361
98064	1,250
98045	1,250
98001	4,624
98022	407
98038	902
98055	773
98030	1,977
98010	3,129
98092	677
98023	10,325
98037	5,235
98032	677
98033	1,290
98036	1,445
98037	1,497
98038	790
98039	1,497
98040	1,497
98041	1,497
98042	1,497
98043	1,497
98044	1,497
98045	1,497
98046	1,497
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98101	1,497
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98109	1,497
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98111	1,497
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98117	1,497
98118	1,497
98119	1,497
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98122	1,497
98123	1,497
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98129	1,497
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98131	1,497
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98143	1,497
98144	1,497
98145	1,497
98146	1,497
98147	1,497
98148	1,497
98149	1,497
98150	1,497
98151	1,497
98152	1,497
98153	1,497
98154	1,497
98155	1,497
98156	1,497
98157	1,497
98158	1,497
98159	1,497



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Quick service restaurants used past 30 days: KFC

Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 146

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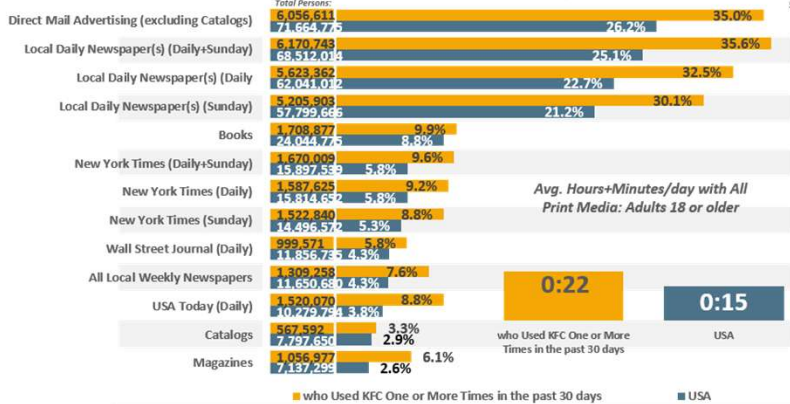
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Quick service restaurants used past 30 days: KFC



6,170,743 or 35.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

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

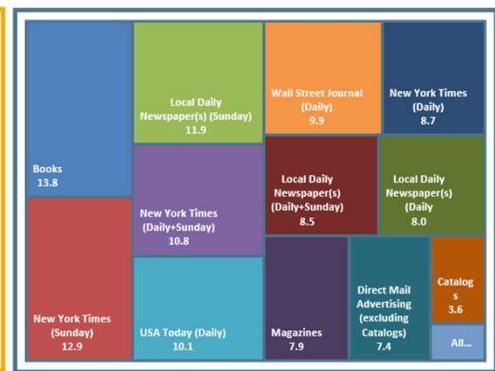
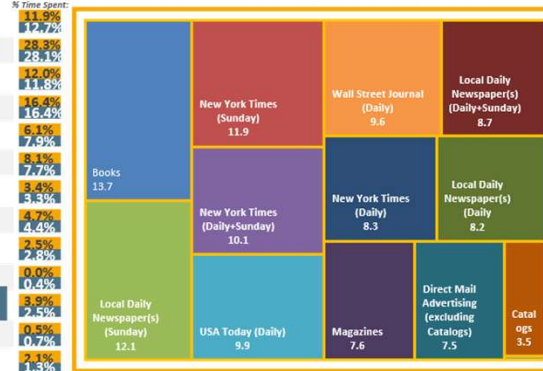


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

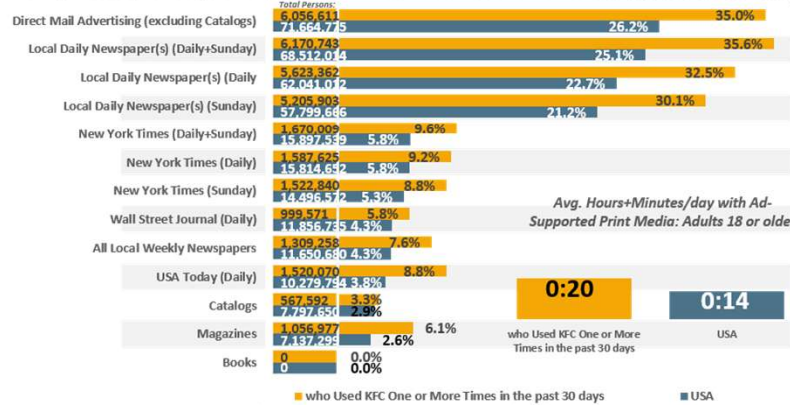
0:22

0:15

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

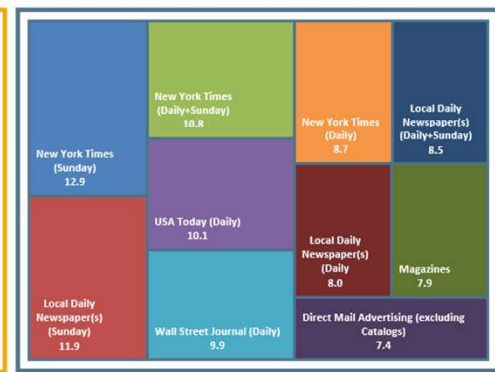
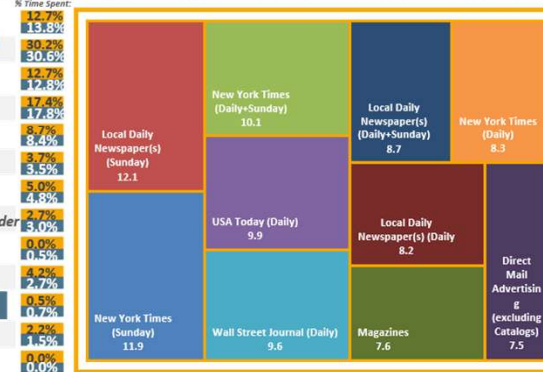


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:20

0:14

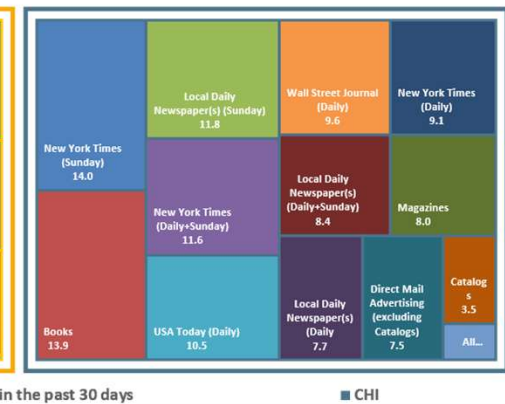
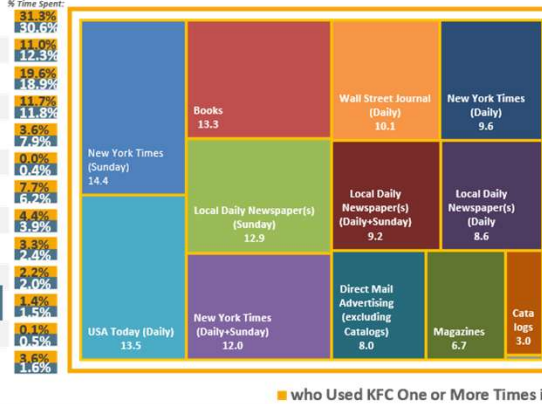
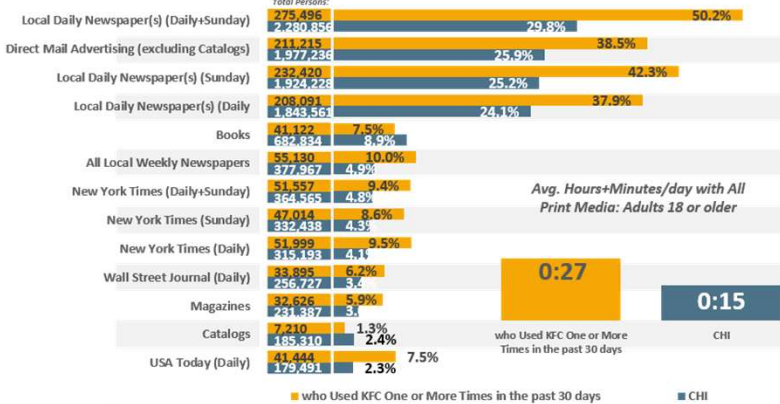
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



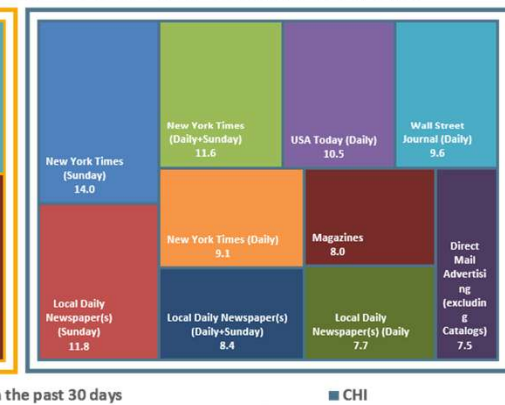
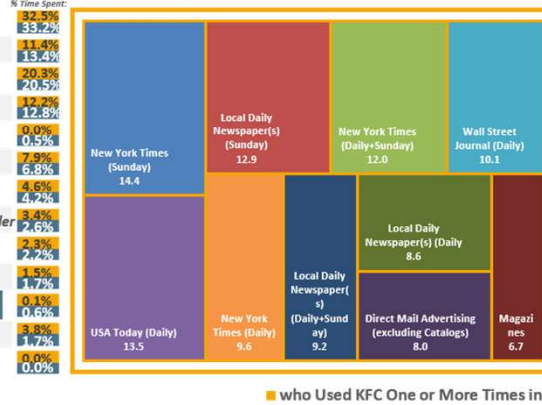
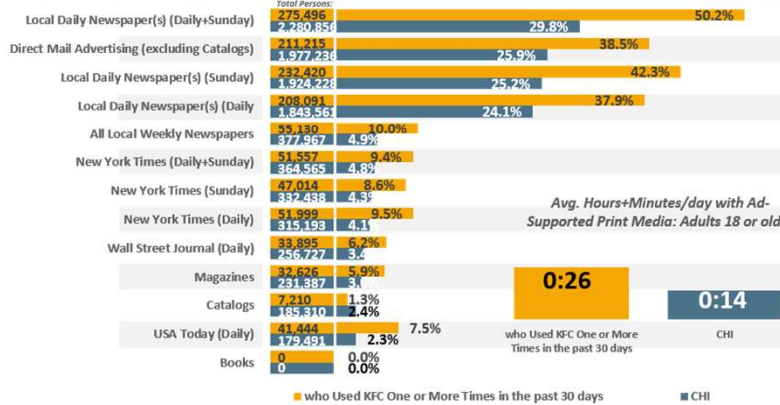


275,496 or 50.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

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**



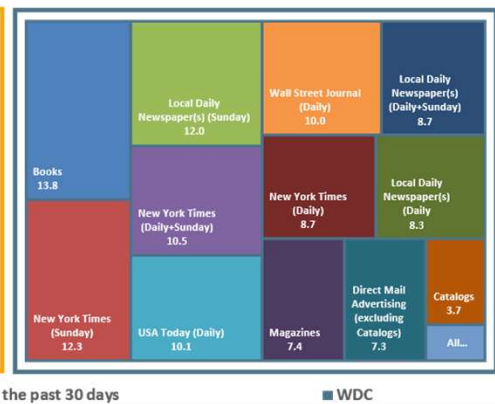
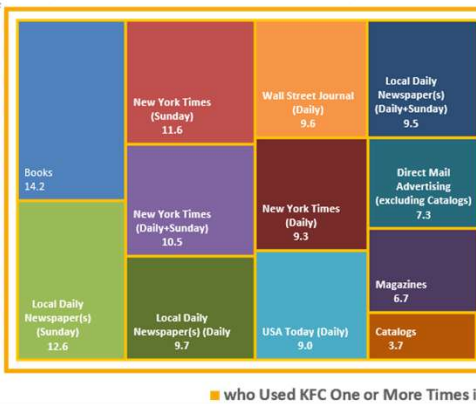
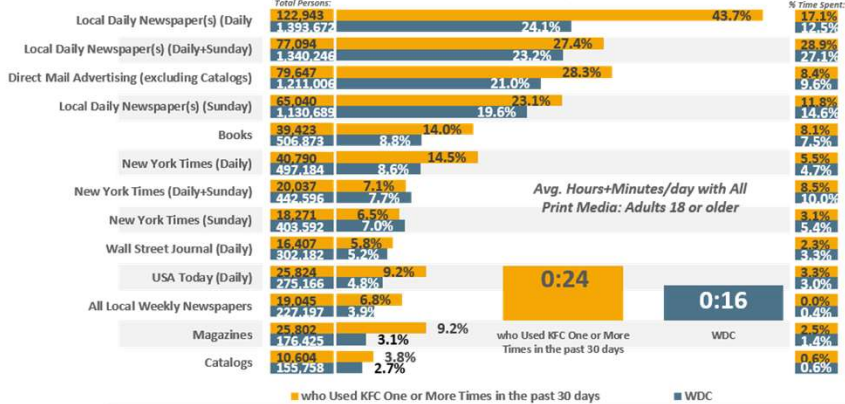
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



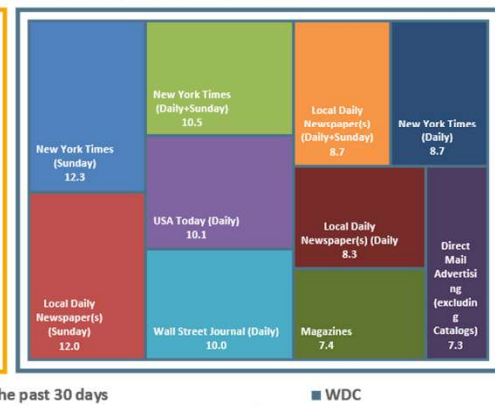
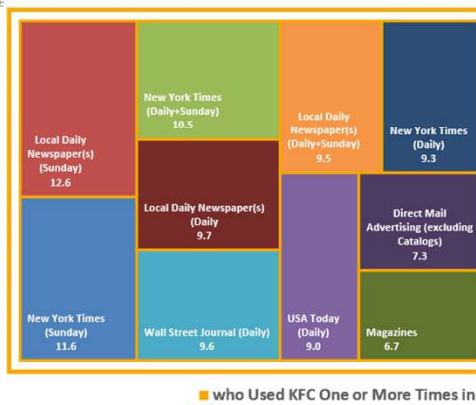
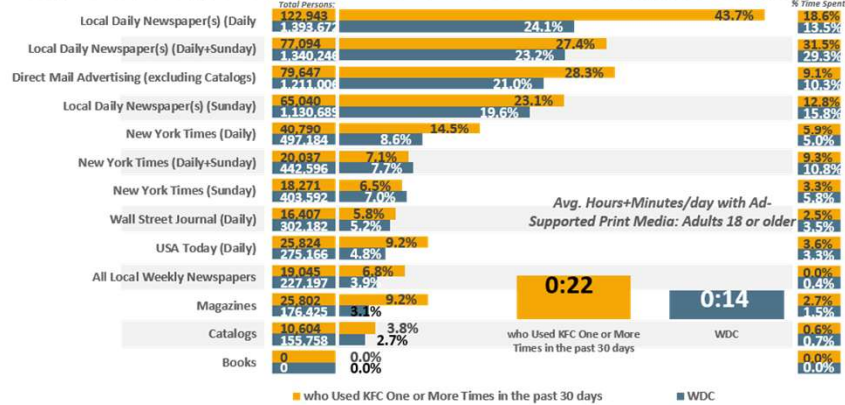


77,094 or 27.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

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**



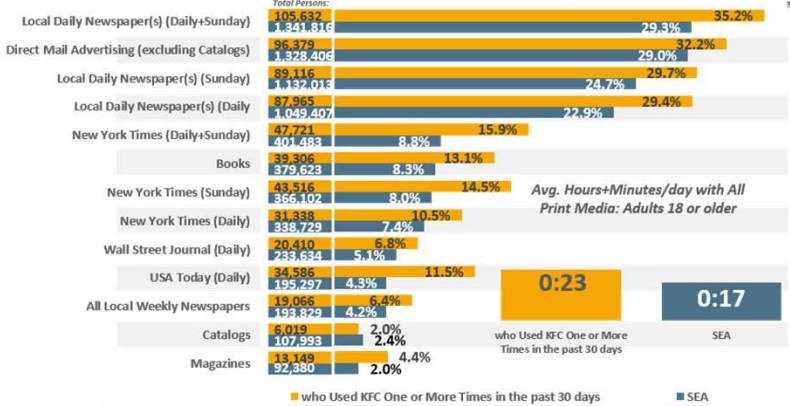
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





105,632 or 35.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

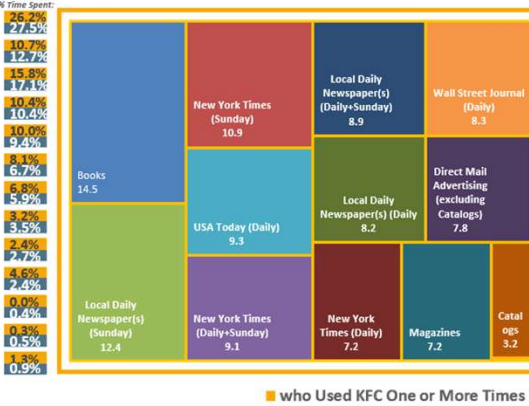
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



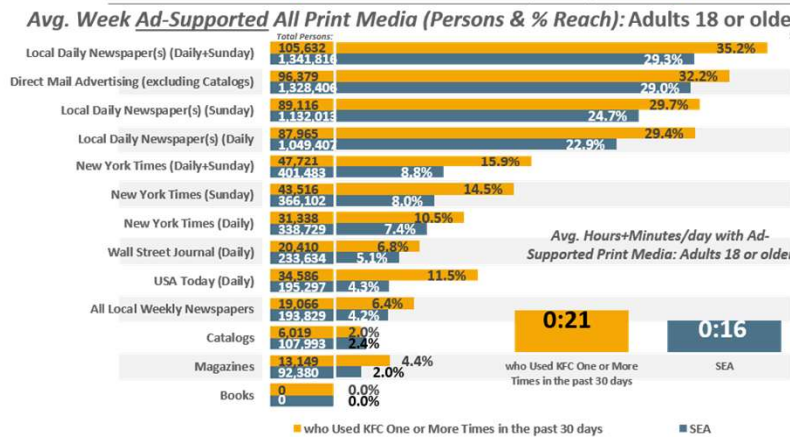
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:23 SEA

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



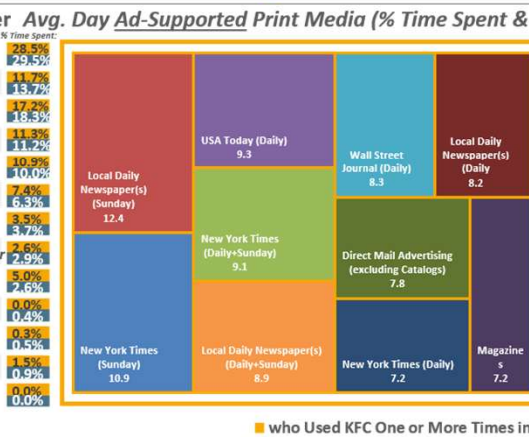
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



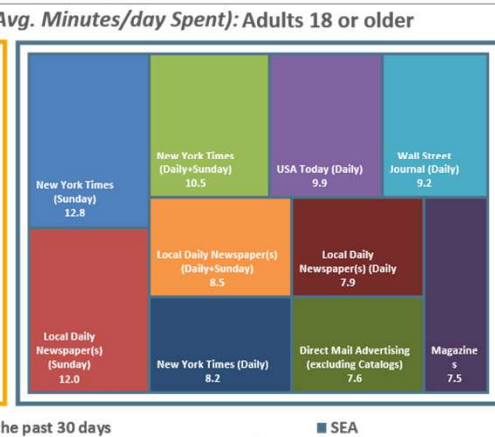
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:21 SEA

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



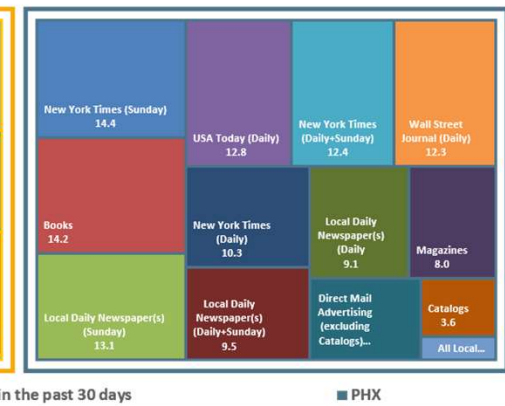
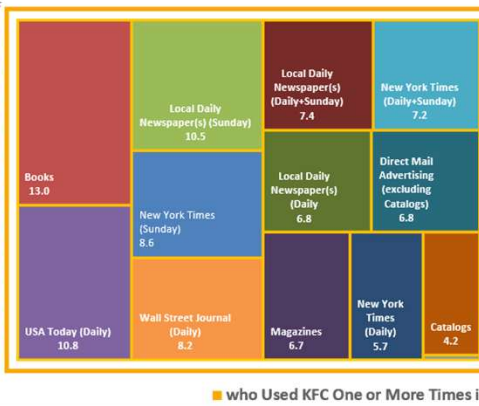
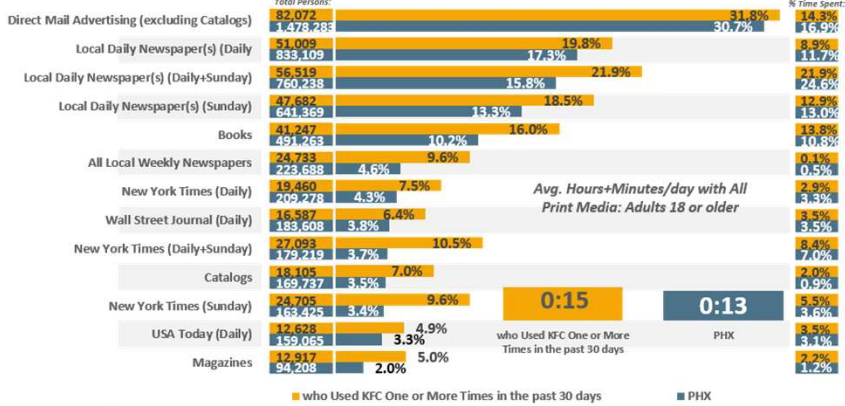
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



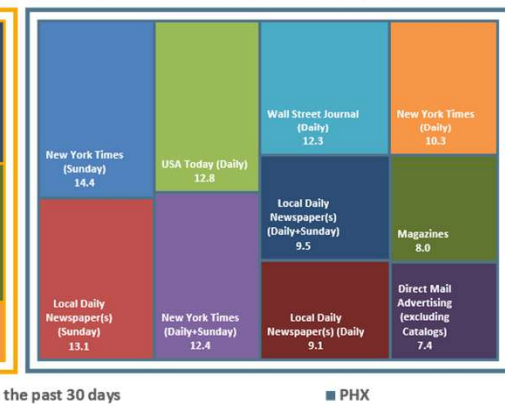
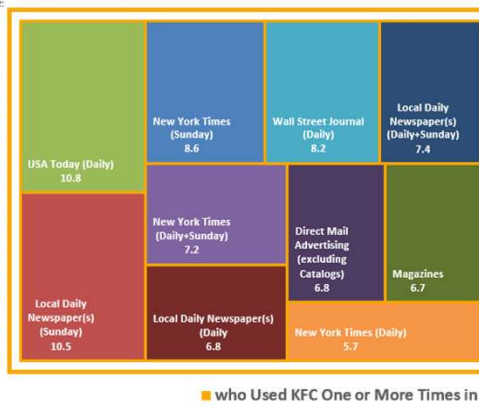
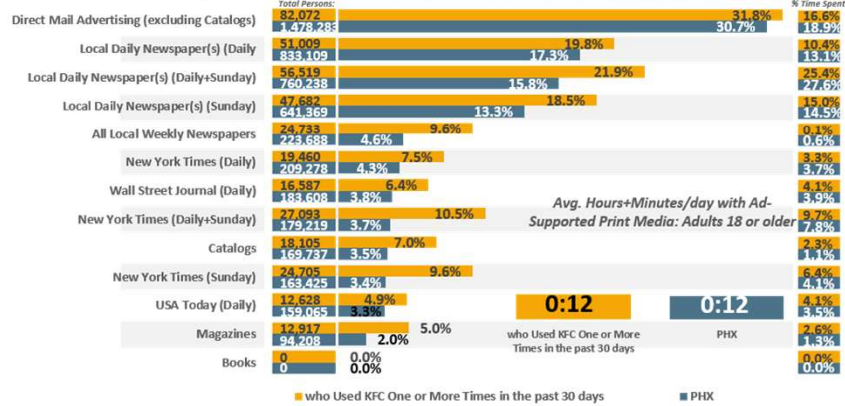


56,519 or 21.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

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



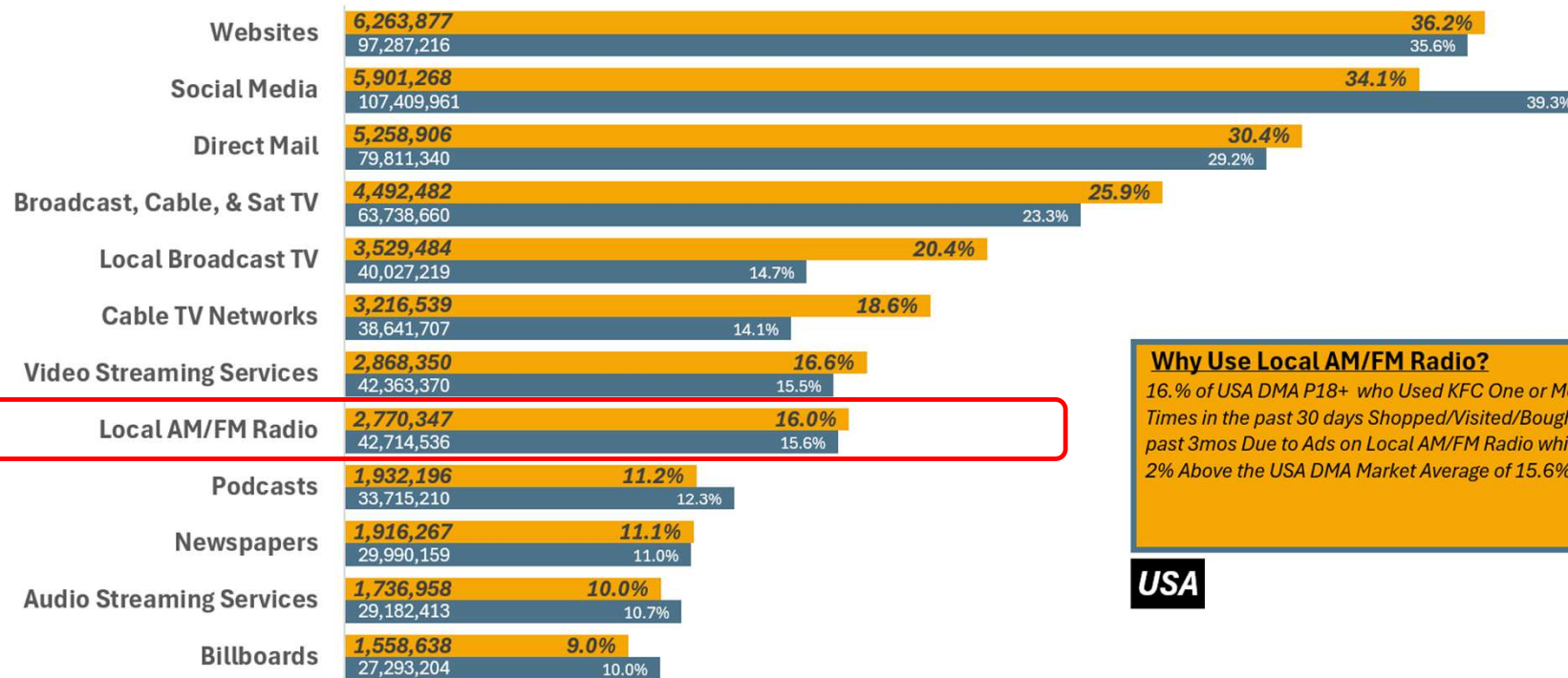
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16. % of USA DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Used KFC 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 %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1664
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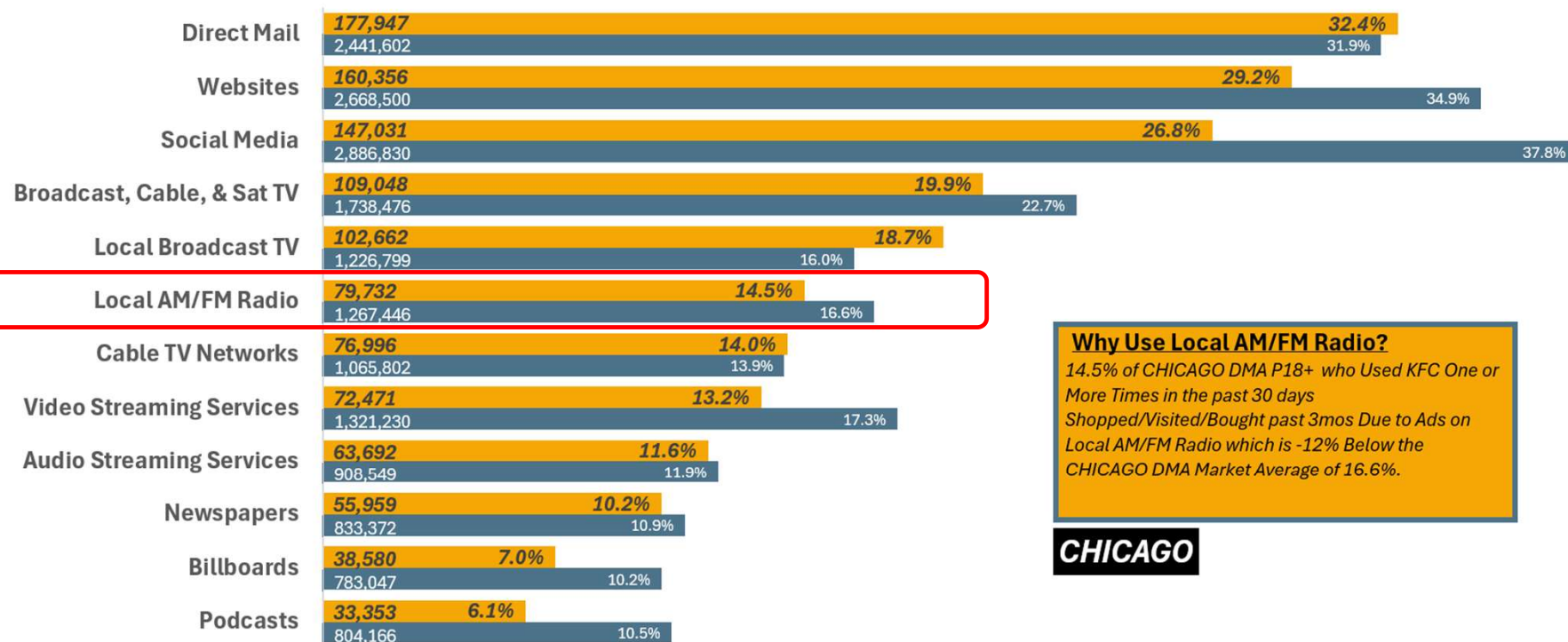
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.5% of CHICAGO DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

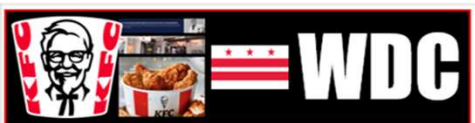
■ P18+ who Used KFC One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 313
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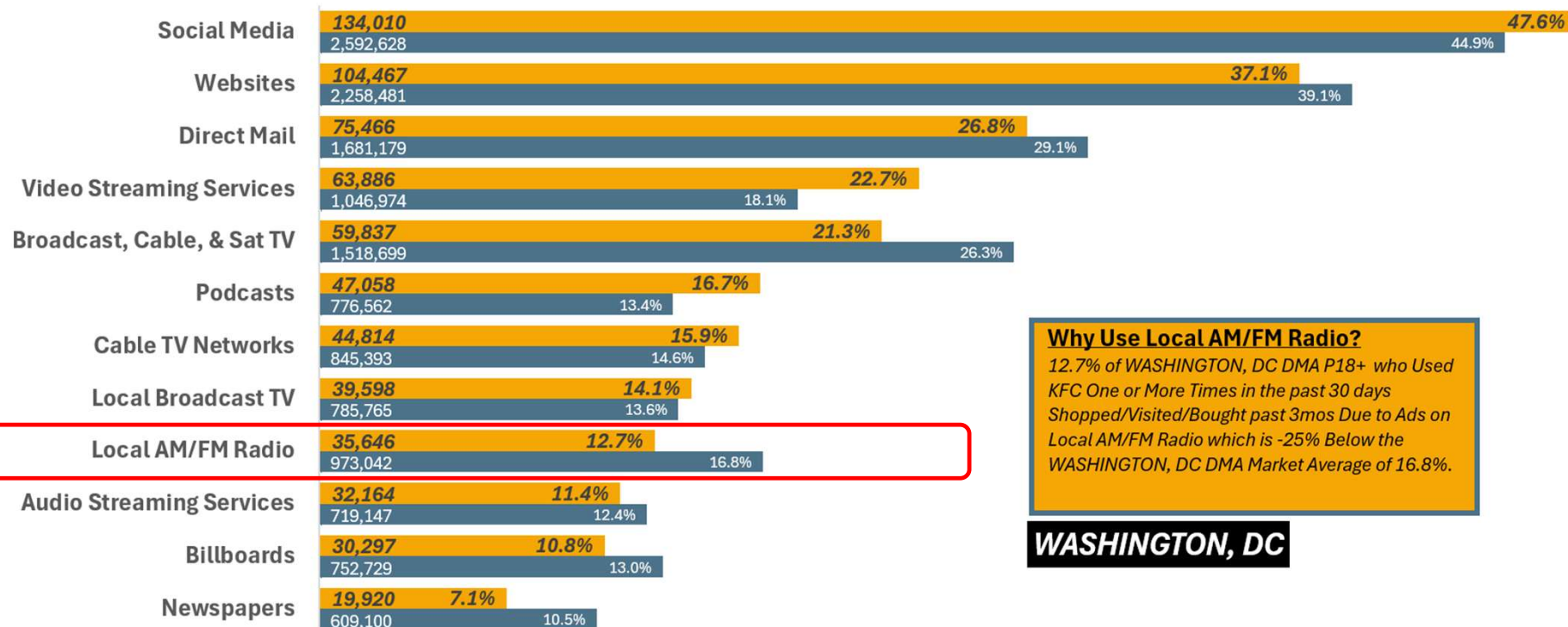
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.7% of WASHINGTON, DC DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Used KFC 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: 329
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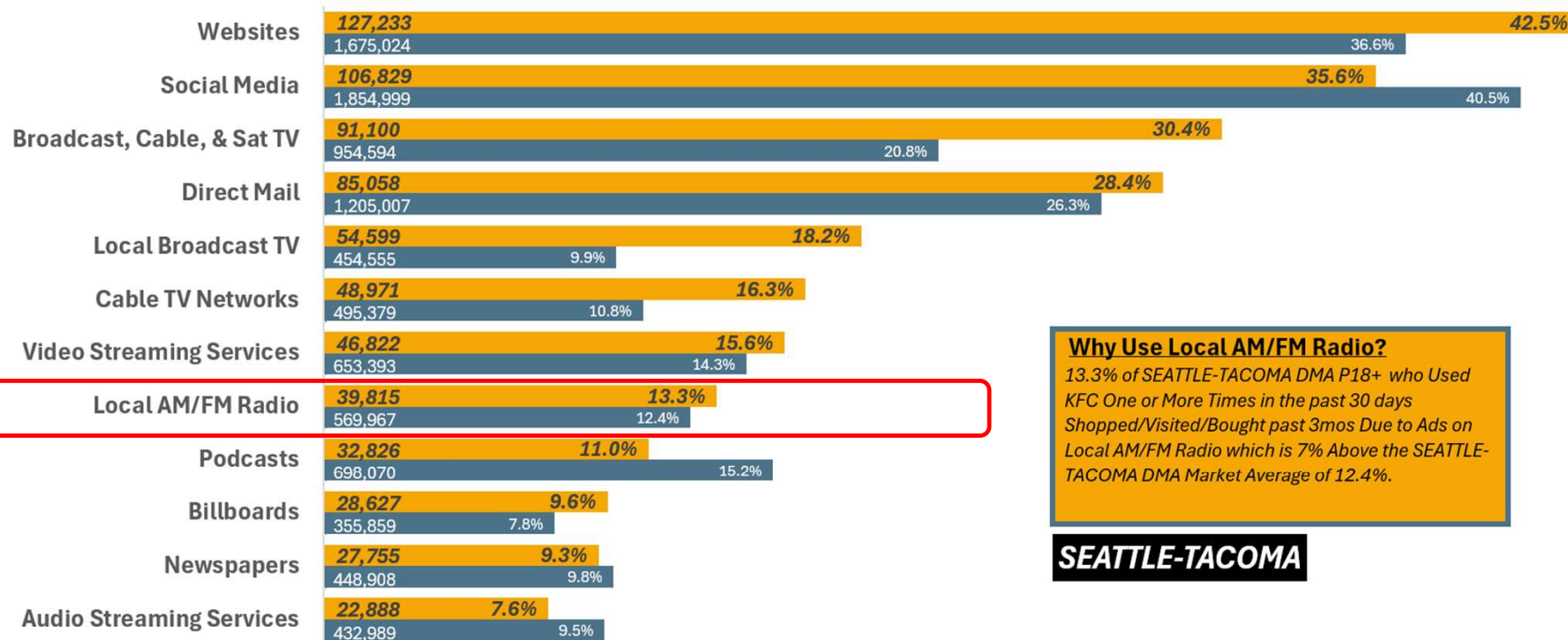
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.3% of SEATTLE-TACOMA DMA P18+ who Used KFC 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% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

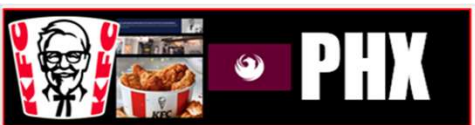
■ P18+ who Used KFC One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 247
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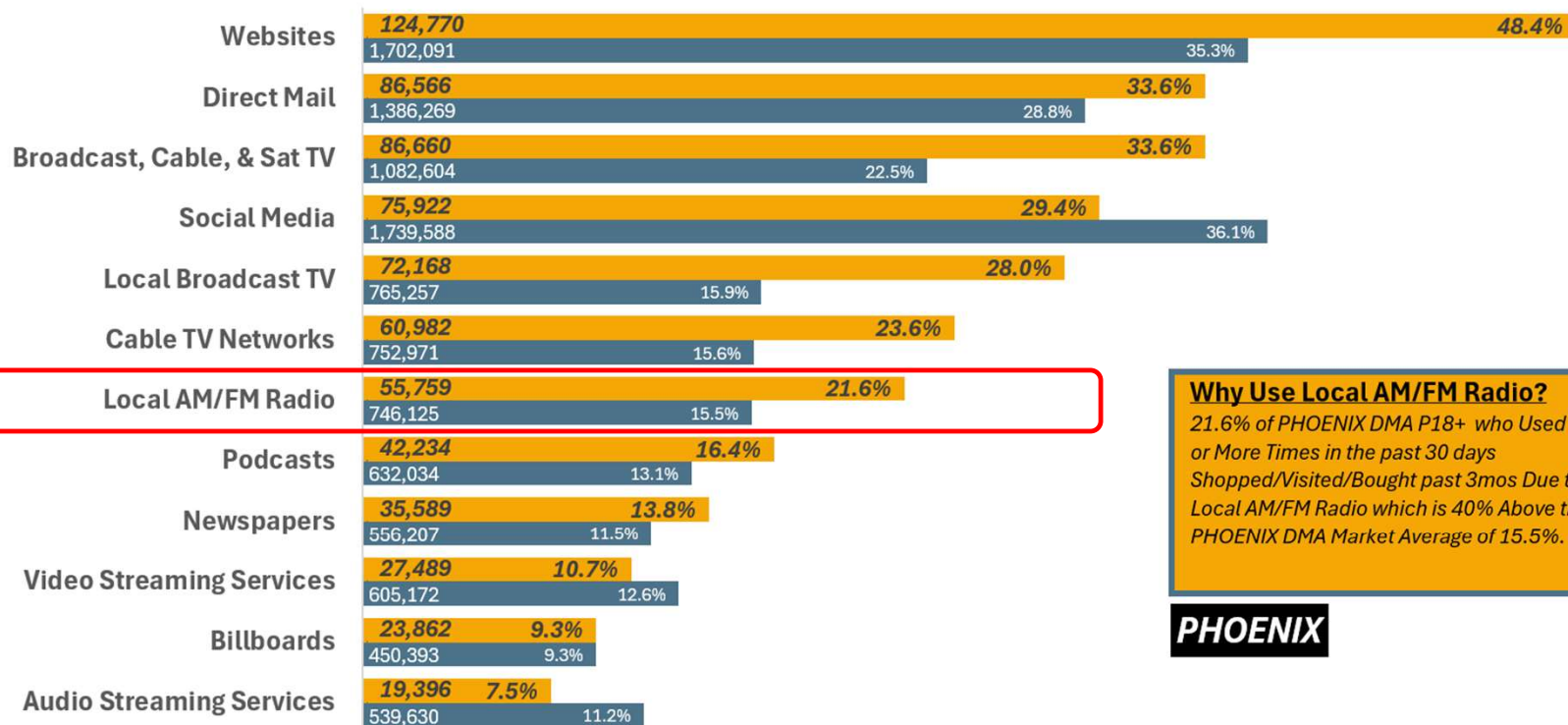
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.6% of PHOENIX DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Used KFC 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: 146
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Quick service restaurants used past 30 days: KFC