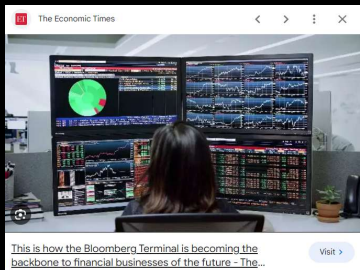


USA+4 More DMAs – P18+ who Used WENDY'S One or More Times in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Used WENDY'S One or More Times in the past 30 days as of March 31, 2026.



Wendy's

Vanguard® BlackRock®



P18+

Hubbard
media that connects

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

Quick service restaurants used past 30 days: Wendy's



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

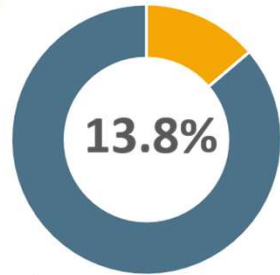


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

37,642,862

235,531,638

Average Age:

47.4

Persons: 19,184,193

48.8

134,358,7...

Men

Men

Women

Women

%M vs. %F:

51.0%

49.2%

49.0%

50.8%

Age Cell Demographics of Target vs. Market:

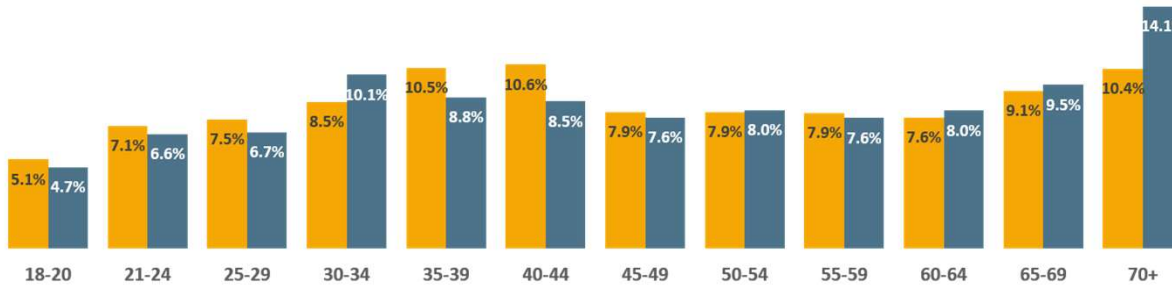
Average Age:

Adults 18 or older

47.2

48.8

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



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

USA

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

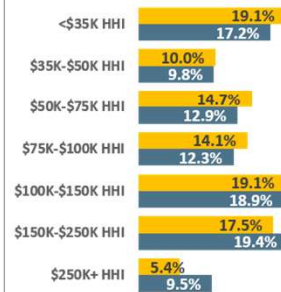
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$87,865

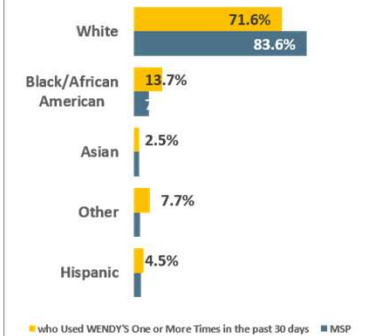
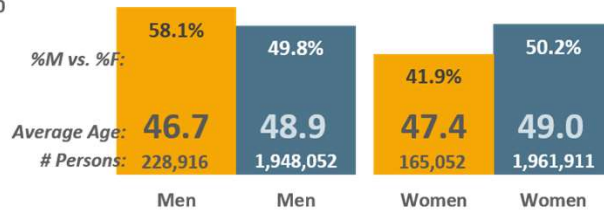
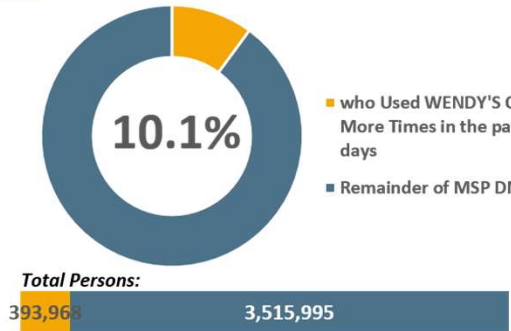
\$98,335

Quick service restaurants used past 30 days: Wendy's

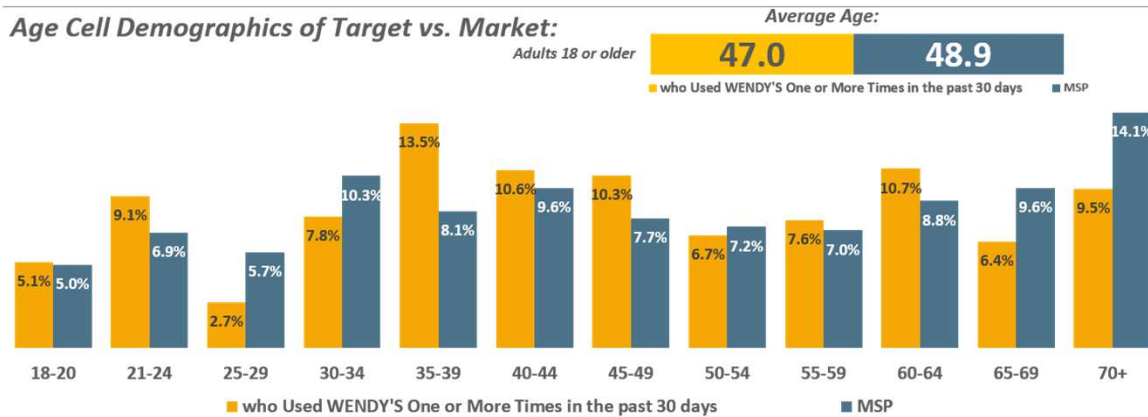


10.1% or 393,968 of MSP DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 47. years old (3.9% younger than average) and have a \$103,419 (9.6% lower than average) annual household income.

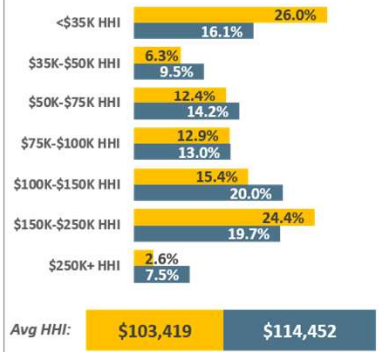
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



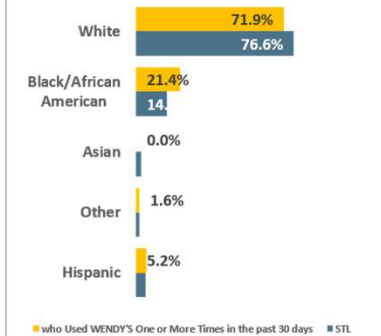
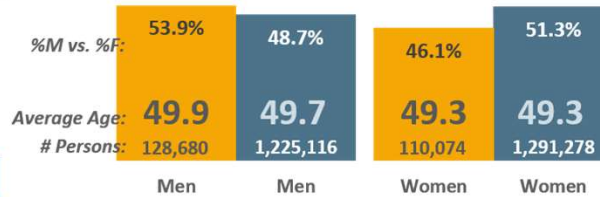
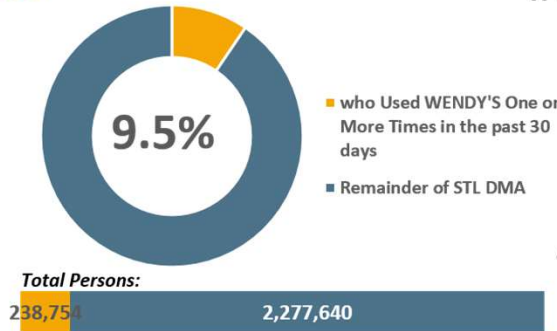
HHI of Target vs. Market:



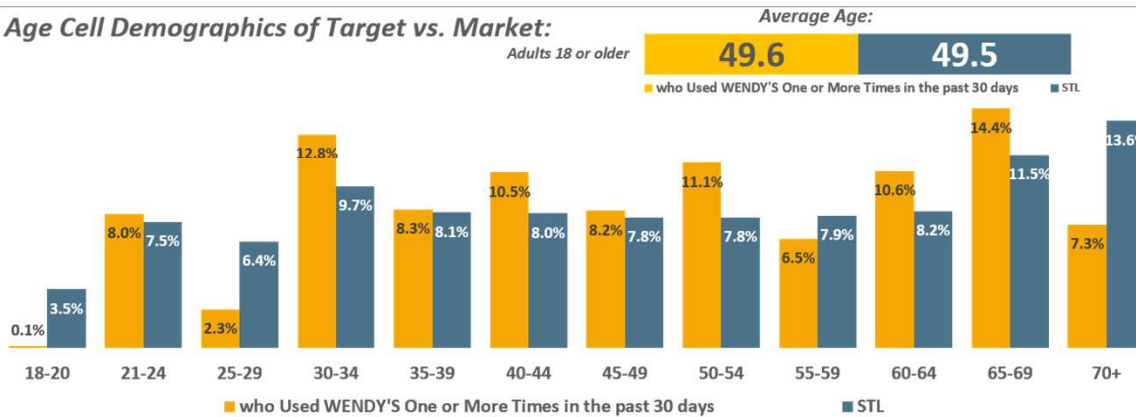


9.5% or 238,754 of STL DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 49.6 years old (.3% older than average) and have a \$87,813 (15.5% lower than average) annual household income.

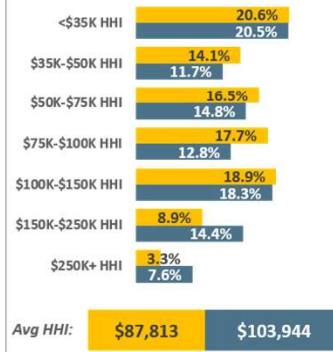
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



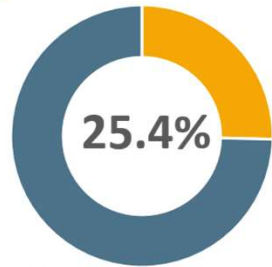
HHI of Target vs. Market:





25.4% or 493,552 of CIN DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 48.9 years old (.4% older than average) and have a \$96,542 (6.7% lower than average) annual household income.

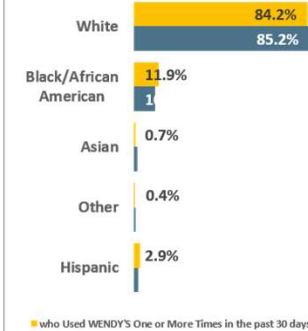
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



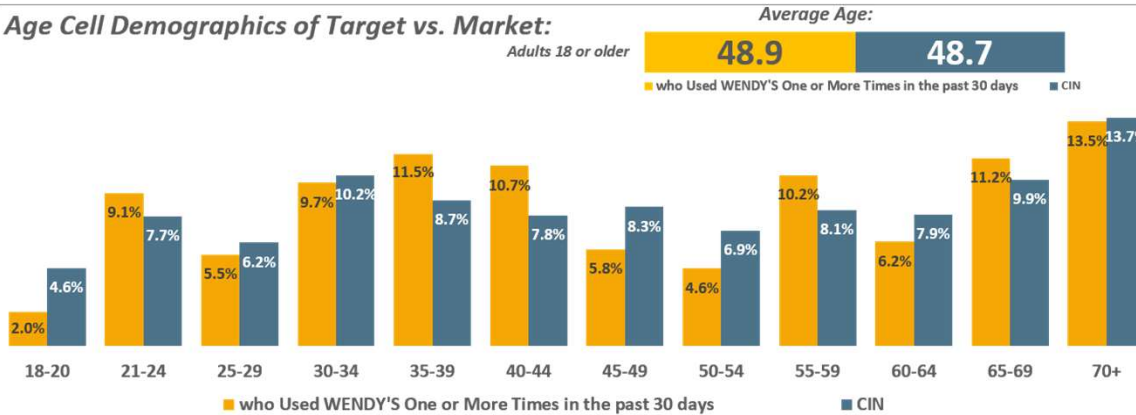
■ who Used WENDY'S One or More Times in the past 30 days
■ Remainder of CIN DMA

Total Persons:
493,552 1,450,412

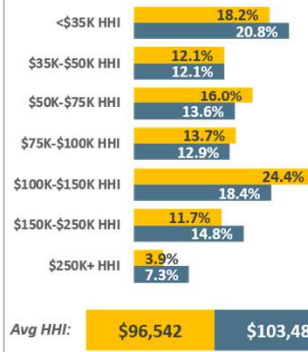
%M vs. %F:	47.9%	48.9%	52.1%	51.1%
Average Age:	49.4	48.6	48.4	48.8
# Persons:	236,215	951,112	257,337	992,852
	Men	Men	Women	Women



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

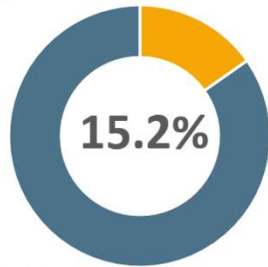




15.2% or 296,454 of WPB DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Typical Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 48.2 years old (9.5% younger than average) and have a \$92,042 (12.7% lower than average) annual household income.



Percent of Market: Adults 18 or older

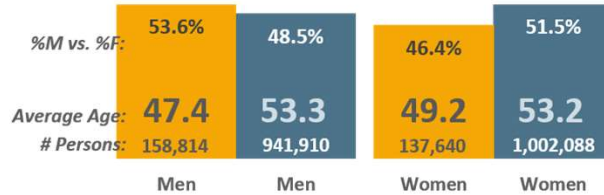


- who Used WENDY'S One or More Times in the past 30 days
- Remainder of WPB DMA

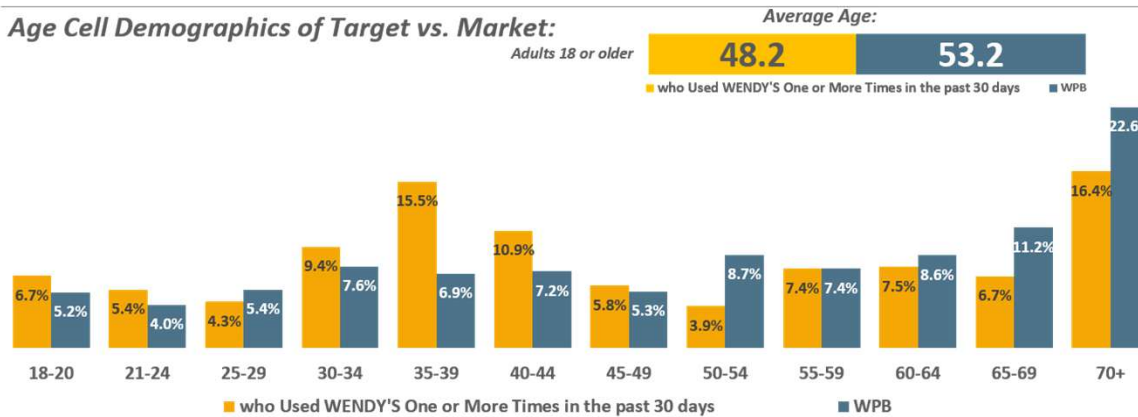
Total Persons:



Gender of Target vs. Market: Adults 18 or older



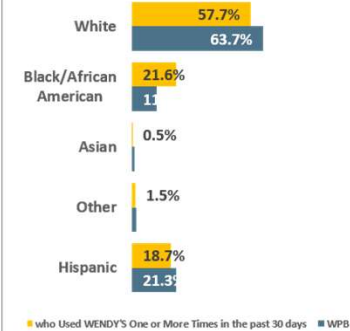
Age Cell Demographics of Target vs. Market:



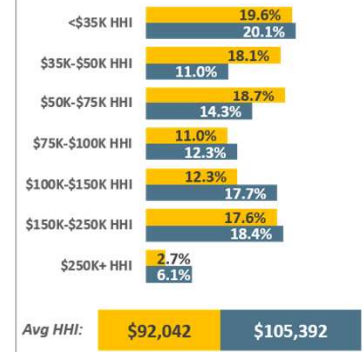
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 377

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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



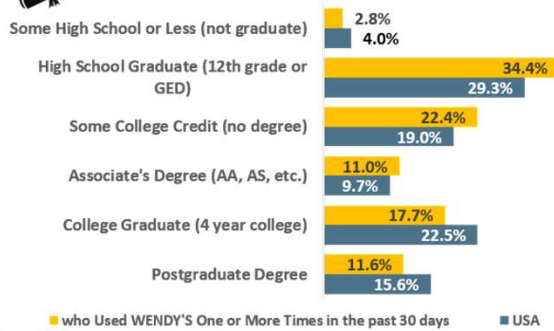
Avg HHI: \$92,042 (Wendy's) vs \$105,392 (WPB)



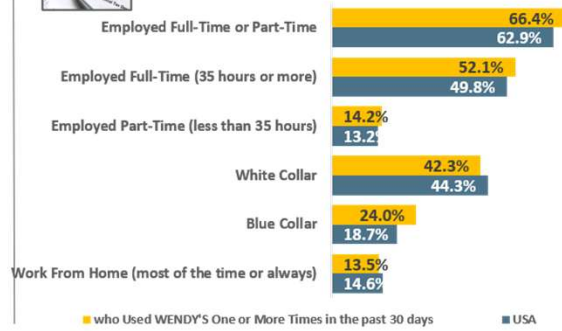
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 23.% less likely to be a college graduate, 4.7% more likely to work full-time, 7.5% less likely to be married, 12.6% more likely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



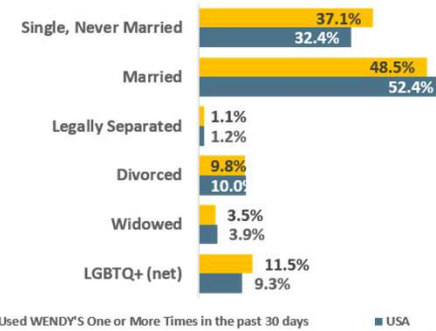
Education Levels: Adults 18 or older



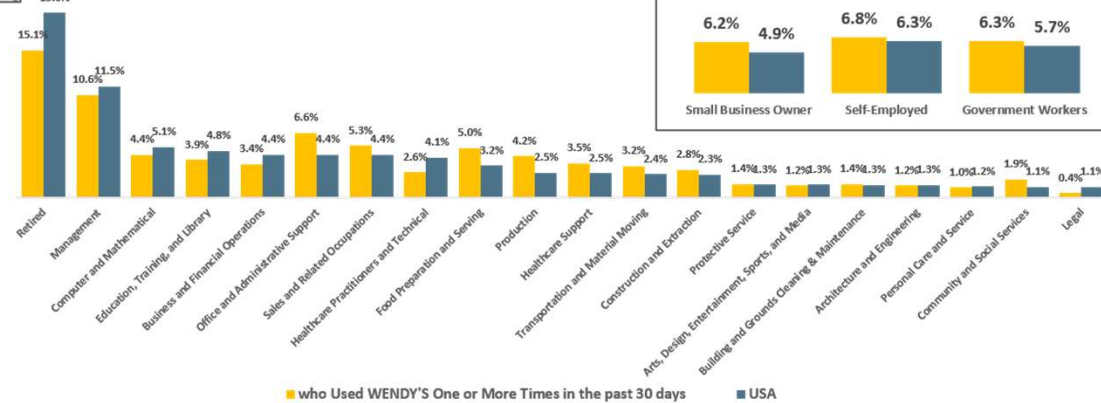
Employment: Adults 18 or older



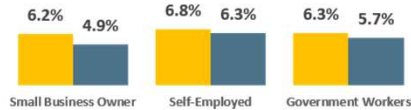
Marital Status: Adults 18 or older



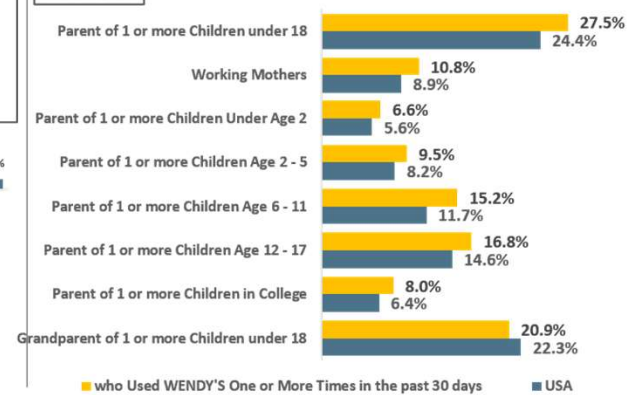
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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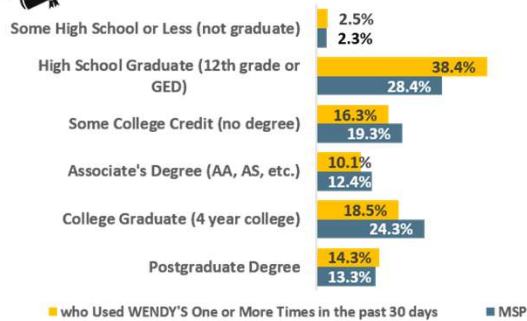
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338



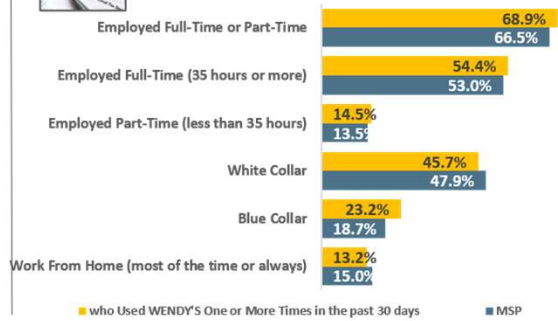
10.1% or 393,968 of MSP DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 12.8% less likely to be a college graduate, 2.5% more likely to work full-time, 4.9% less likely to be married, 22.5% more likely to be a parent of 1 or more children under 18.



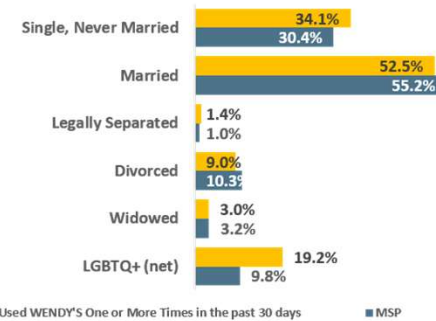
Education Levels: Adults 18 or older



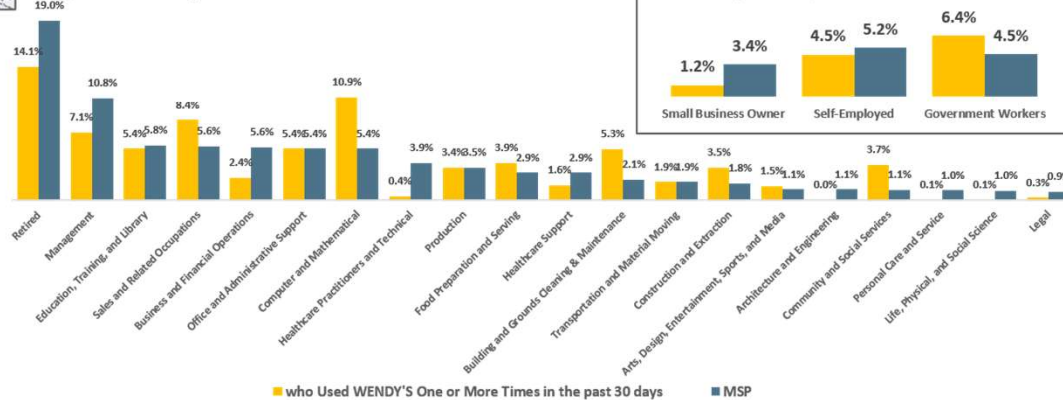
Employment: Adults 18 or older



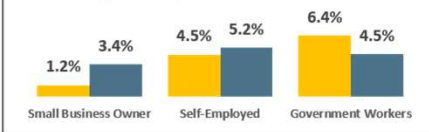
Marital Status: Adults 18 or older



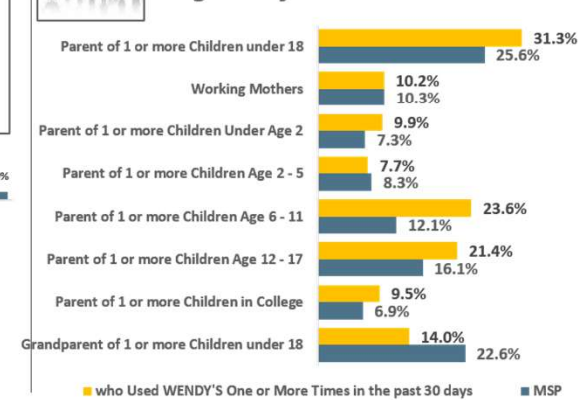
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

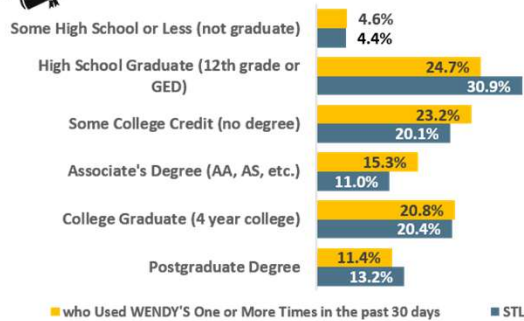




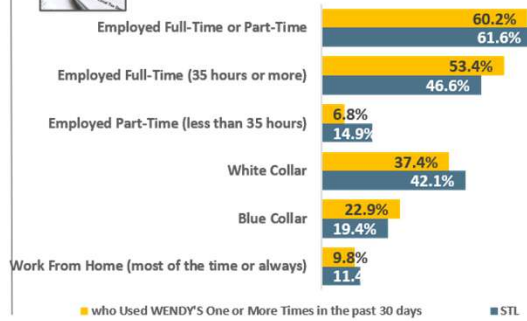
9.5% or 238,754 of STL DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 4.1% less likely to be a college graduate, 14.5% more likely to work full-time, 9.% less likely to be married, 28.6% more likely to be a parent of 1 or more children under 18.



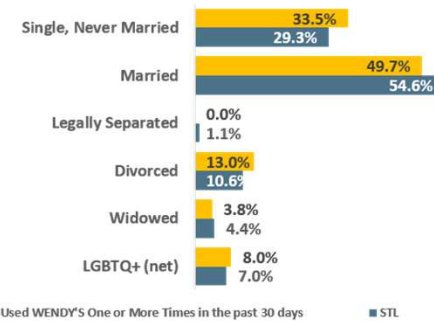
Education Levels: Adults 18 or older



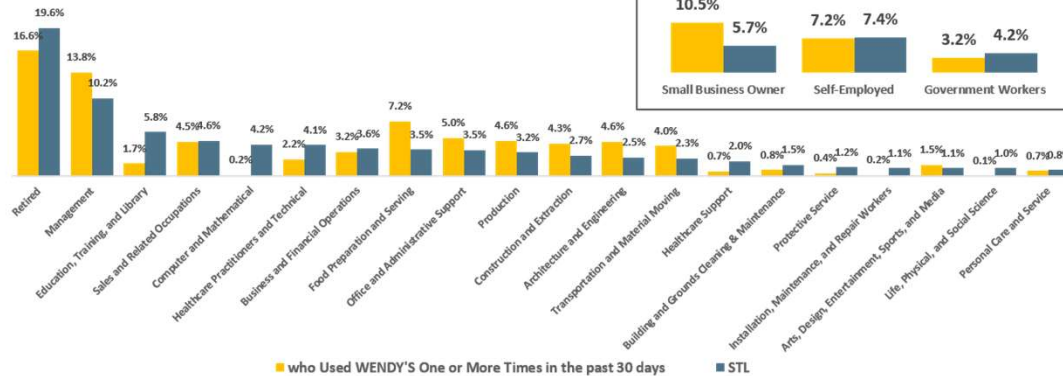
Employment: Adults 18 or older



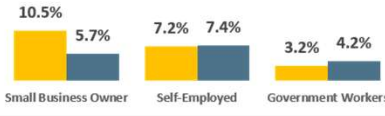
Marital Status: Adults 18 or older



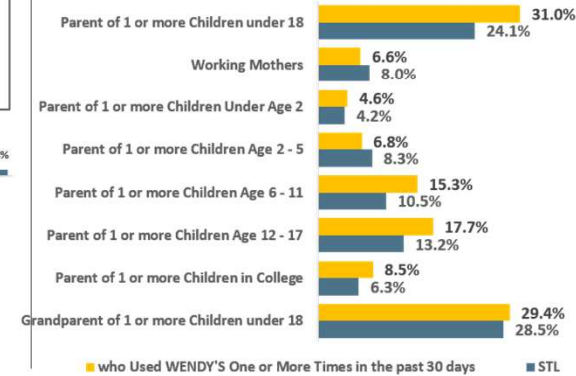
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

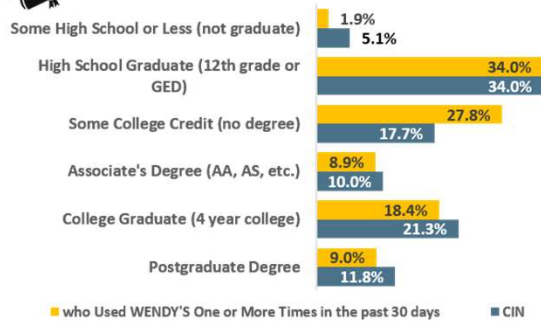




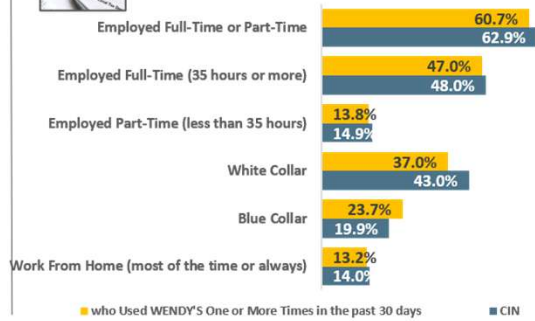
25.4% or 493,552 of CIN DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 17.3% less likely to be a college graduate, 2.2% less likely to work full-time, 5.2% more likely to be married, 17.1% more likely to be a parent of 1 or more children under 18.



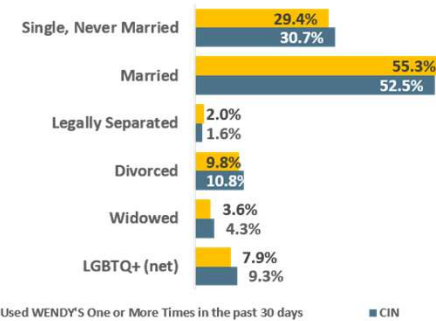
Education Levels: Adults 18 or older



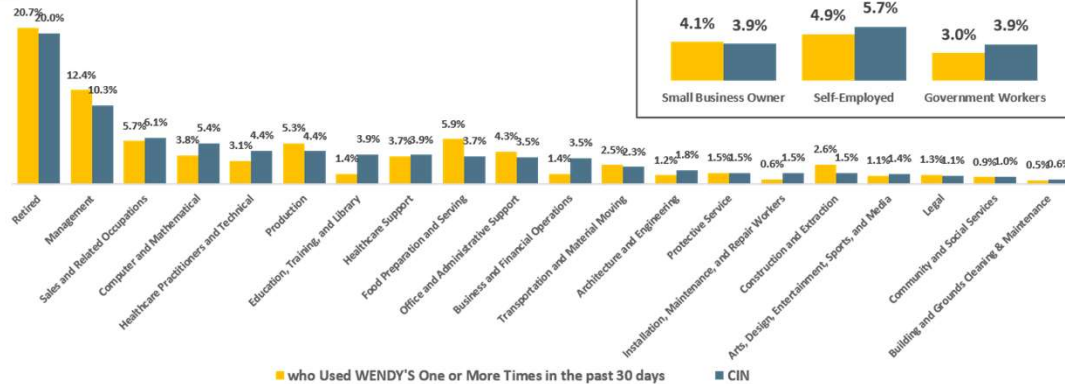
Employment: Adults 18 or older



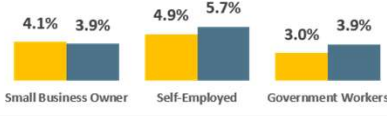
Marital Status: Adults 18 or older



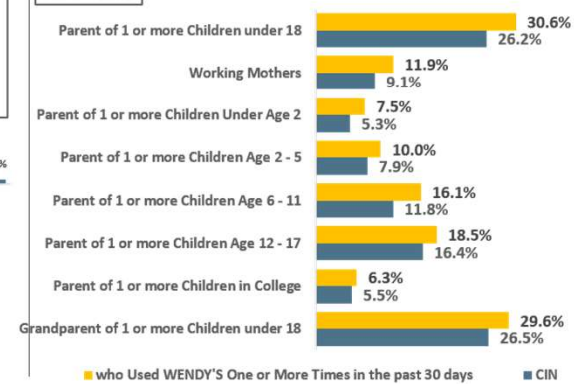
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

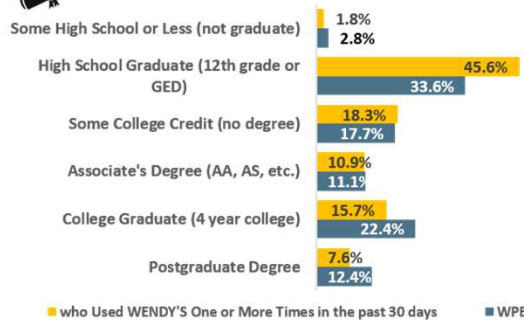




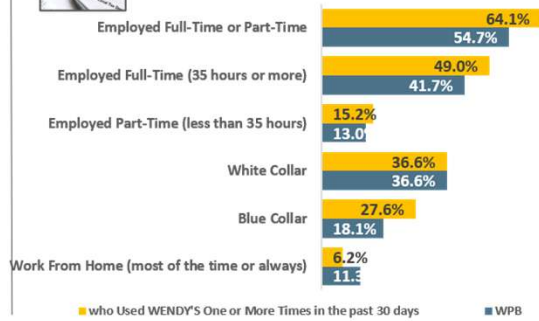
15.2% or 296,454 of WPB DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 32.9% less likely to be a college graduate, 17.4% more likely to work full-time, 19.5% less likely to be married, 45.4% more likely to be a parent of 1 or more children under 18



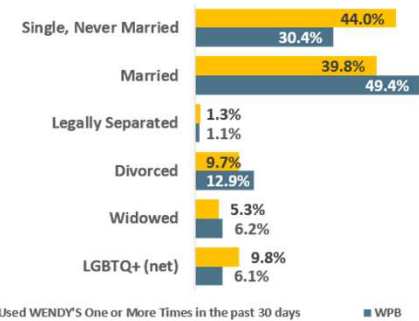
Education Levels: Adults 18 or older



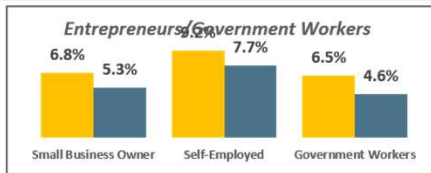
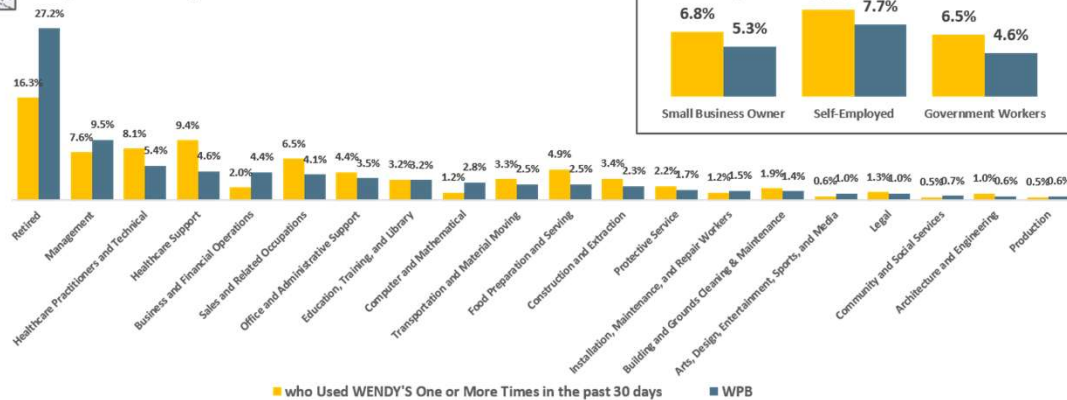
Employment: Adults 18 or older



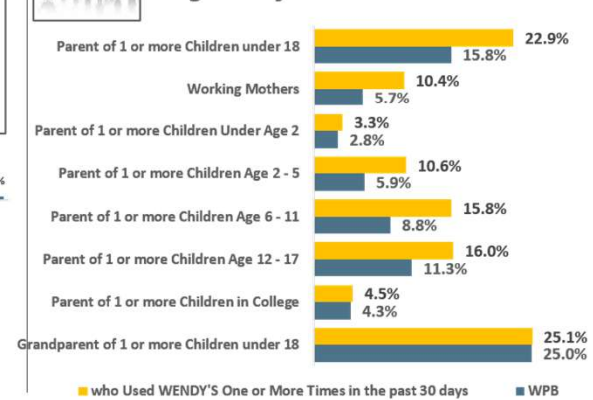
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



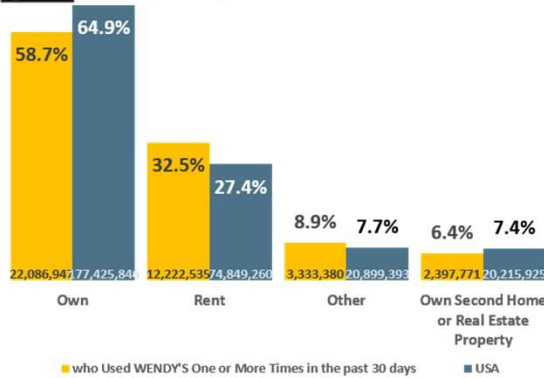
Stage in Life: Adults 18 or older



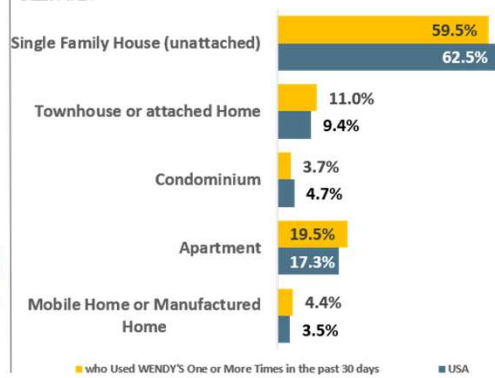


13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 9.7% less likely to own their home, .4% more likely to own a higher valued home, 4.8% less likely to have a single-family home,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

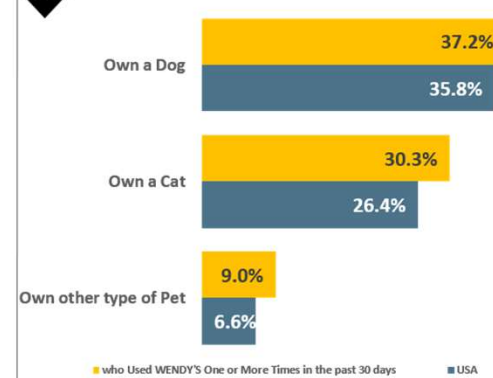
Own/Rent/Other: Adults 18 or older



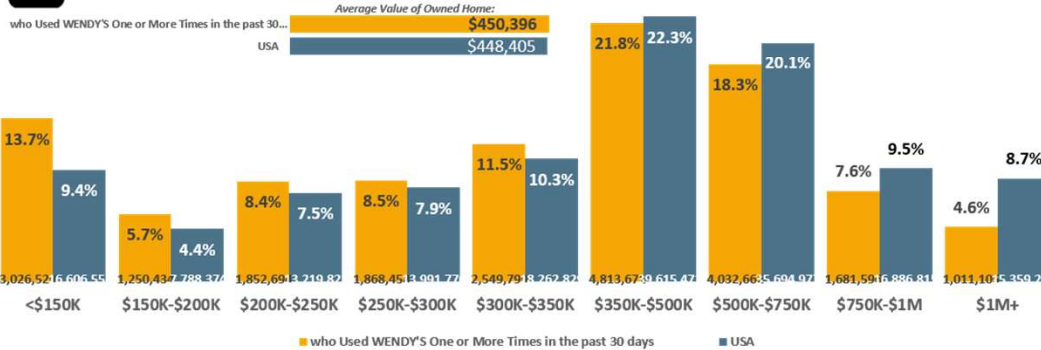
Type of Home: Adults 18 or older



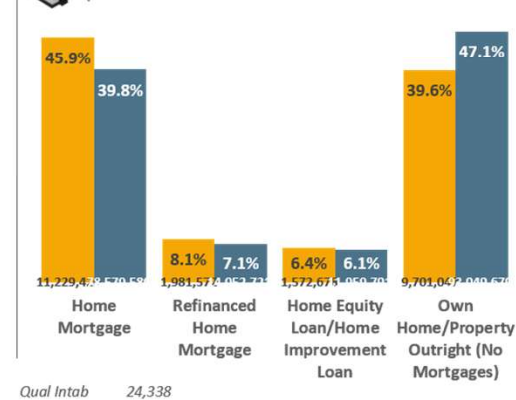
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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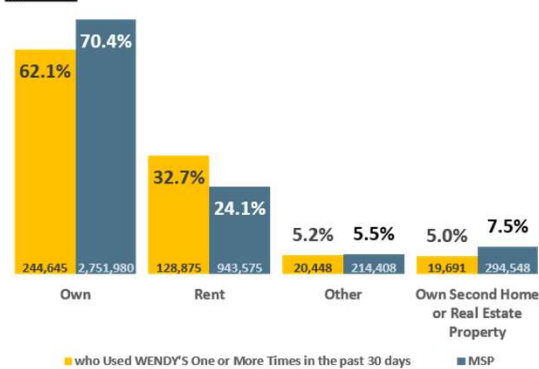
USA Projection Scarborough R1 2026: Jan 25-Mar26

Quick service restaurants used past 30 days: Wendy's

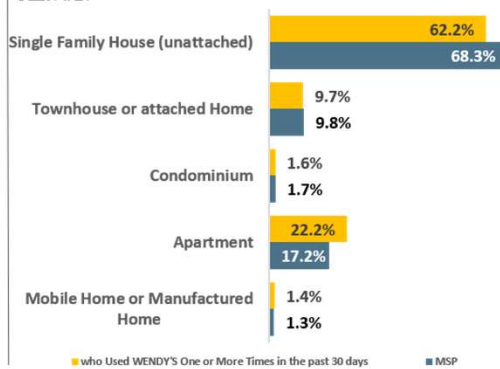


10.1% or 393,968 of MSP DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 11.8% less likely to own their home, 15.7% more likely to own a higher valued home, 9% less likely to have a single-family home, 3.9% more likely to have a dog.

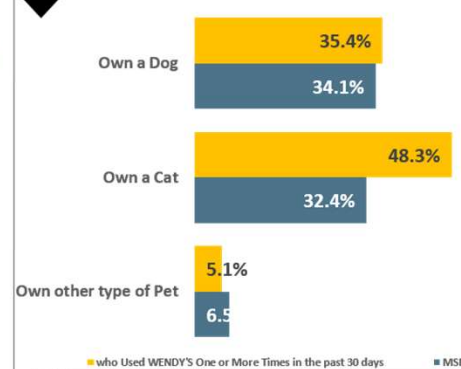
Own/Rent/Other: Adults 18 or older



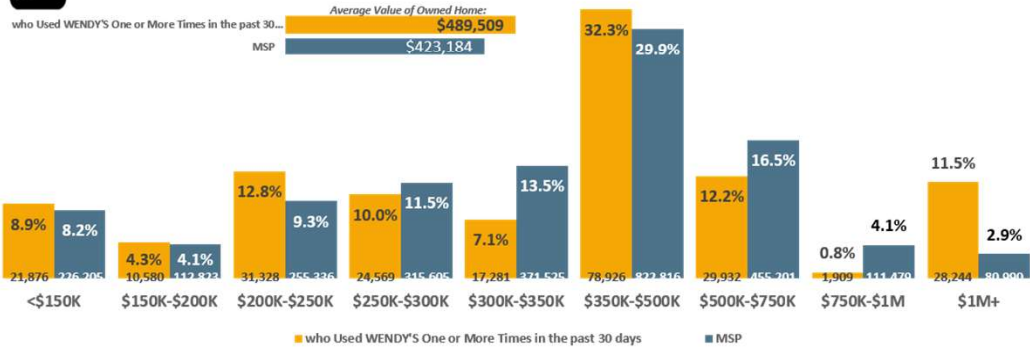
Type of Home: Adults 18 or older



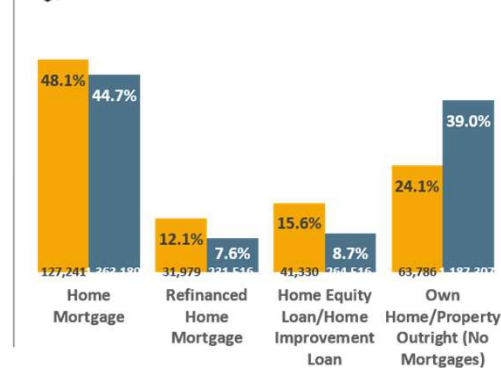
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

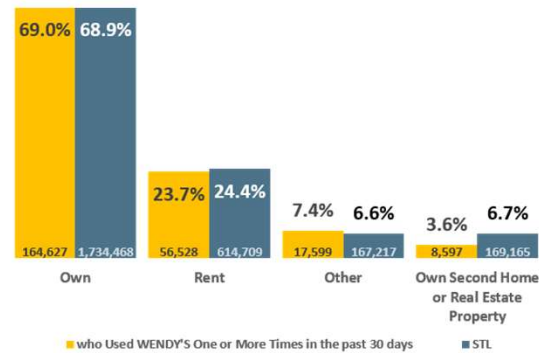




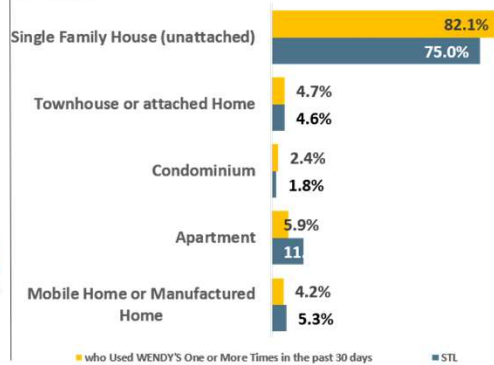
9.5% or 238,754 of STL DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are .% more likely to own their home, 18.8% more likely to own a lower valued home, 9.4% more likely to have a single-family home, 7.9% more likely to have a dog.



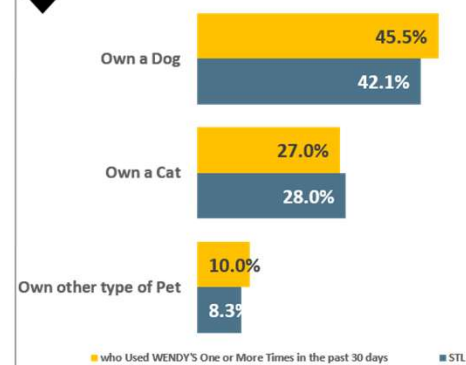
Own/Rent/Other: Adults 18 or older



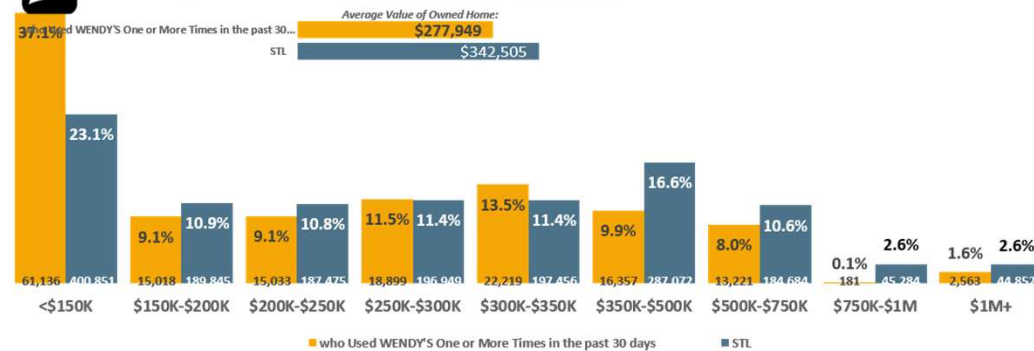
Type of Home: Adults 18 or older



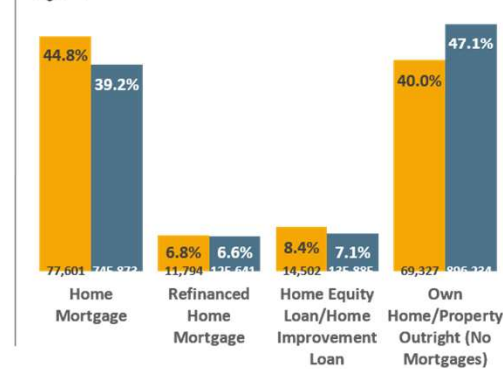
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



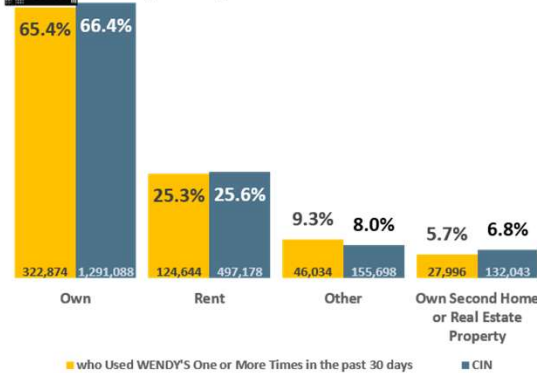
Home Loans: Adults 18 or older



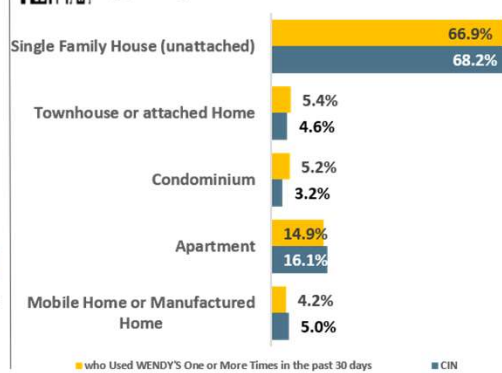


25.4% or 493,552 of CIN DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 1.5% less likely to own their home, 11.3% more likely to own a lower valued home, 1.9% less likely to have a single-family home, 10.7% more likely to have a dog.

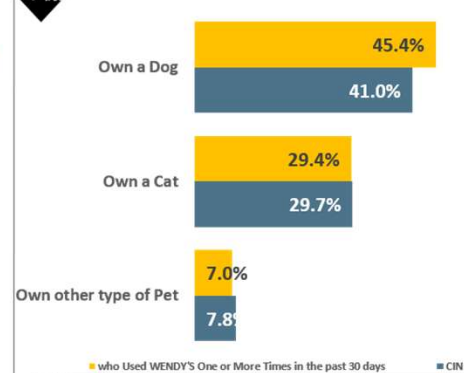
Own/Rent/Other: Adults 18 or older



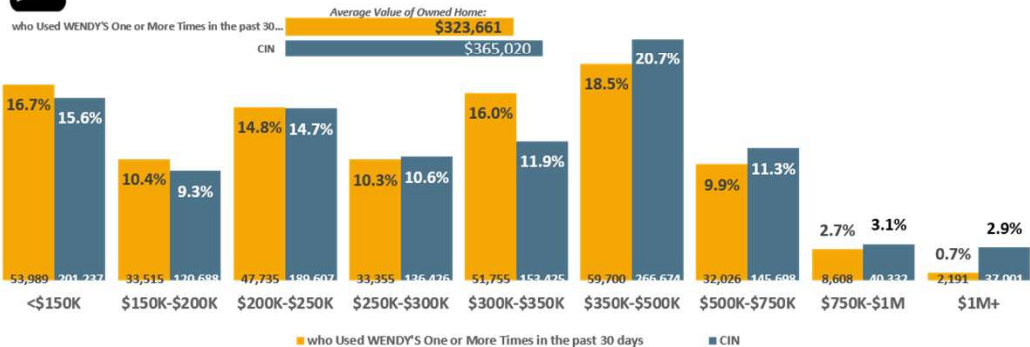
Type of Home: Adults 18 or older



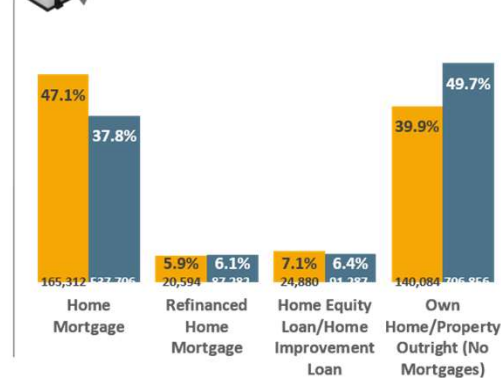
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

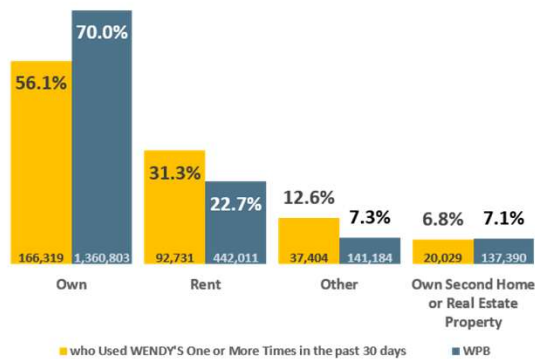




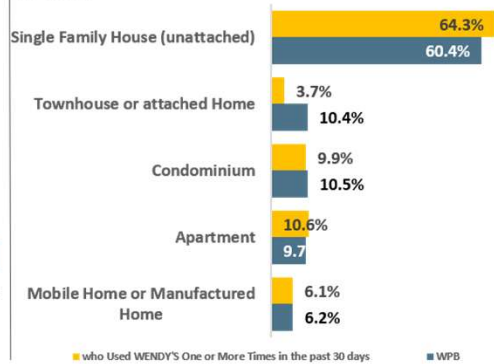
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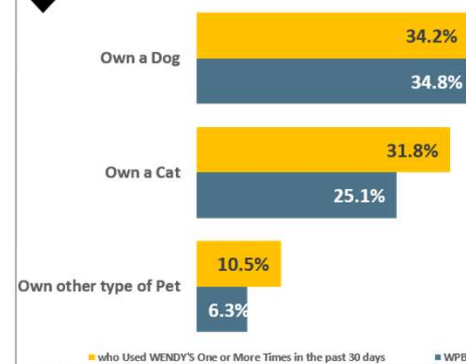
Own/Rent/Other: Adults 18 or older



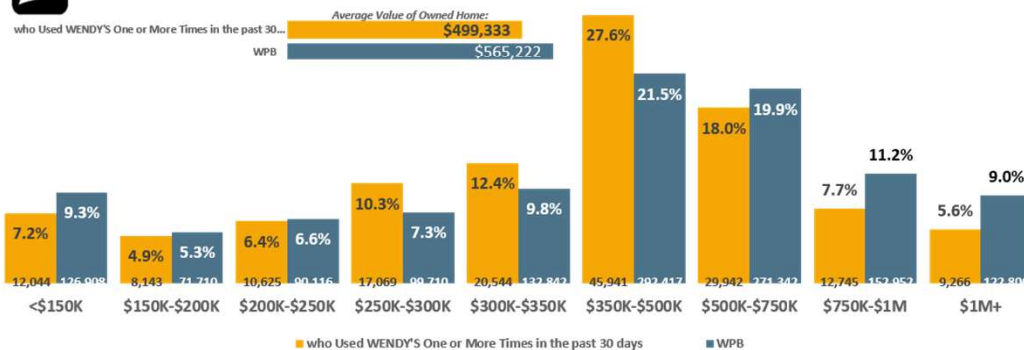
Type of Home: Adults 18 or older



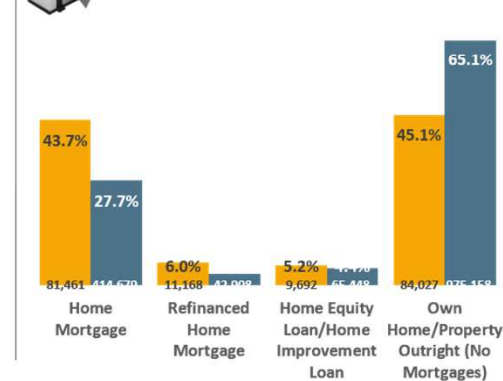
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

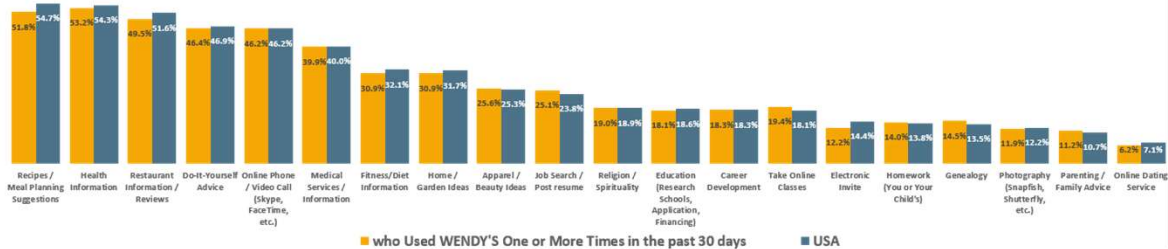




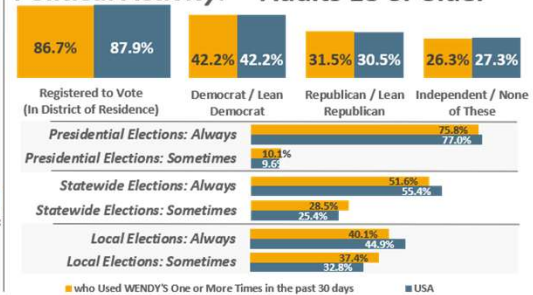
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 1.2% less likely to look up D-I-Y advice online, 10.6% less likely to always vote in local elections, 3.5% more likely to belong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



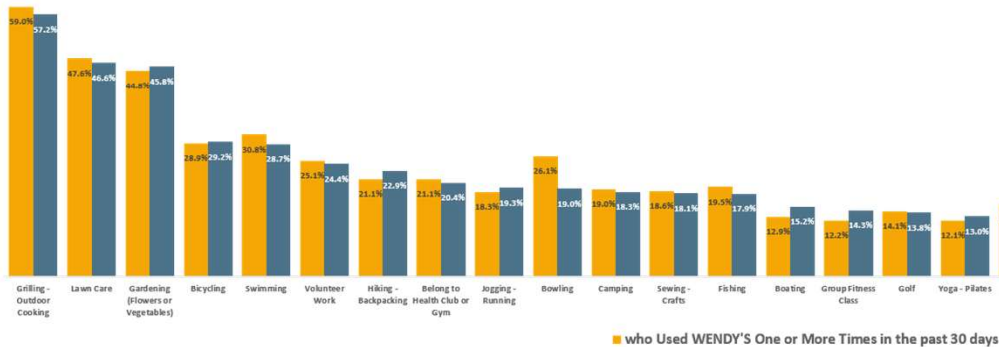
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



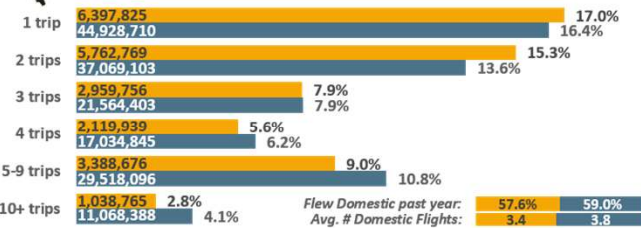
Political Activity: Adults 18 or older



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



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



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

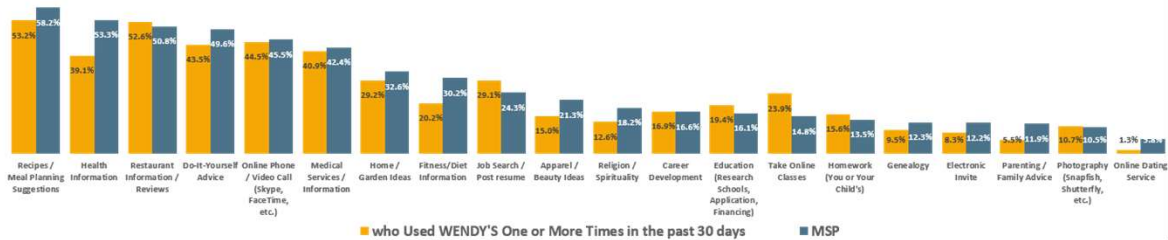
Quick service restaurants used past 30 days: Wendy's



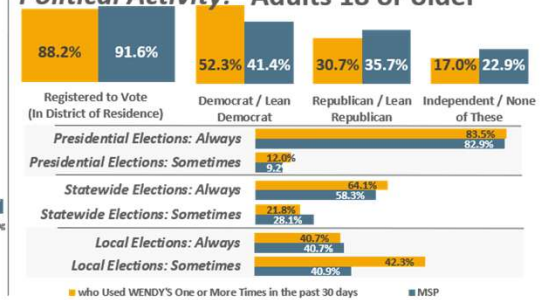
10.1% or 393,968 of MSP DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 12.3% less likely to look up D-I-Y advice online, .2% less likely to always vote in local elections, 40.6% more likely to belong to a gym, 14.1% more likely to fly domestic past



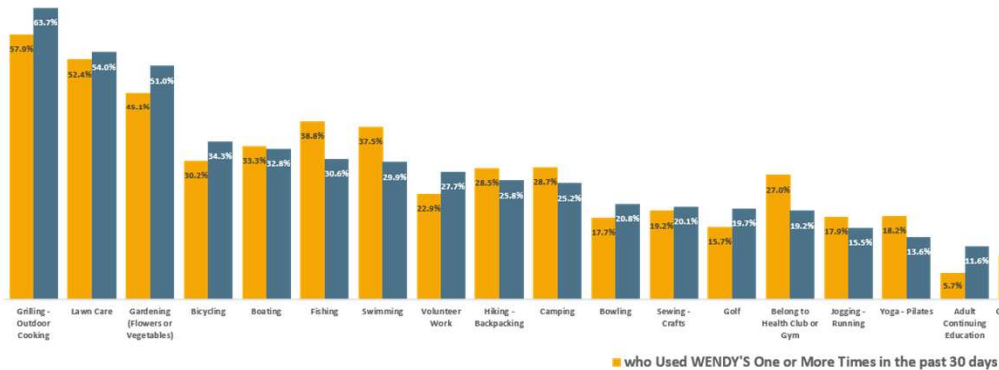
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



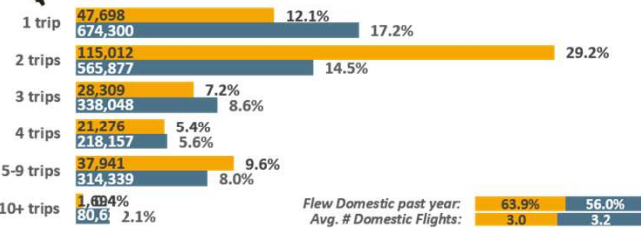
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Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



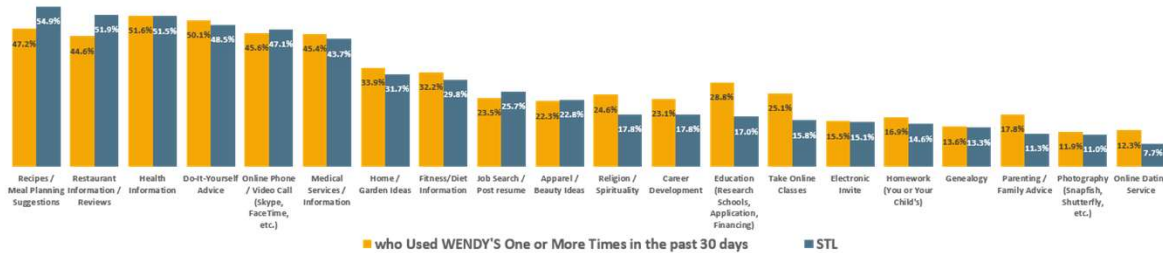
Flew Domestic past year: 63.9% vs 56.0%
Avg. # Domestic Flights: 3.0 vs 3.2



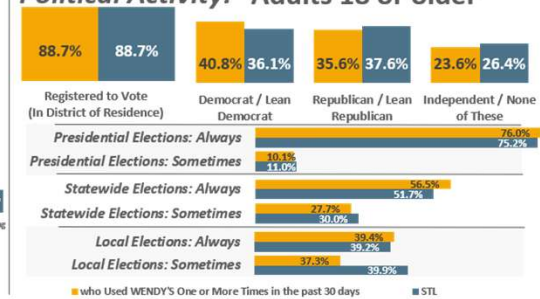
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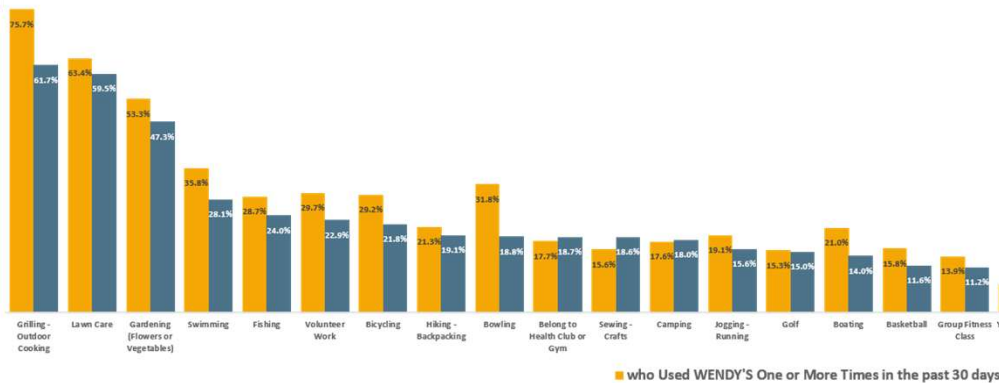
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



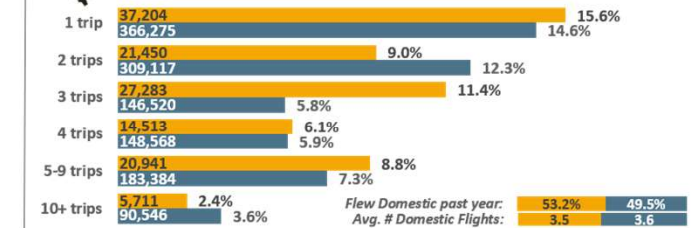
Political Activity: Adults 18 or older



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



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

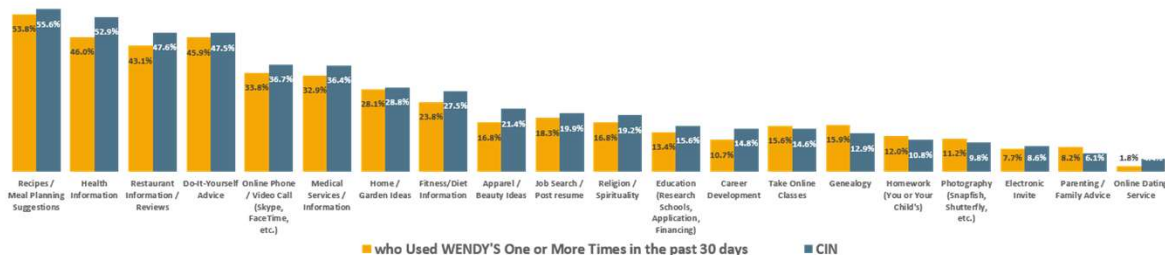




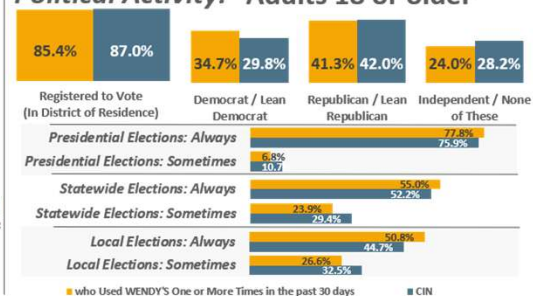
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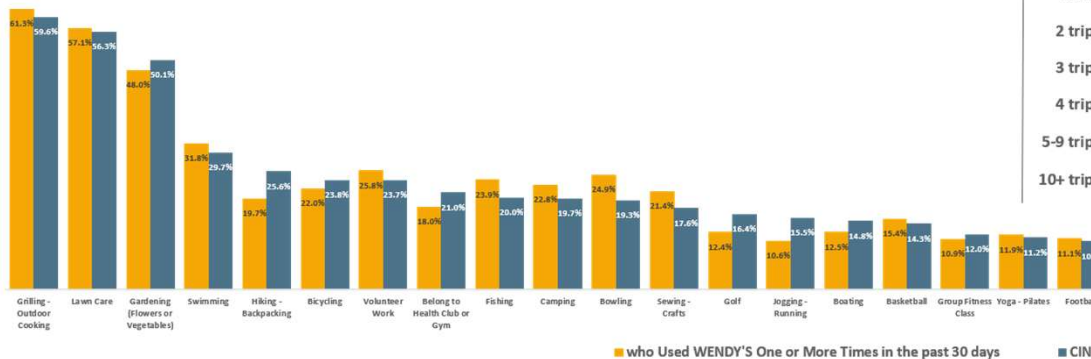
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



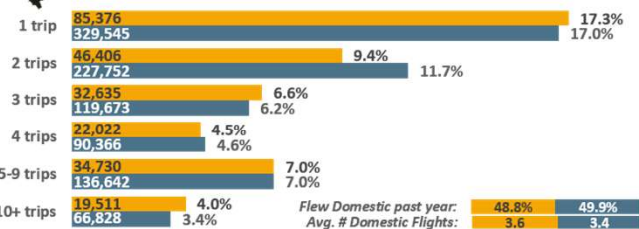
Political Activity: Adults 18 or older



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



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

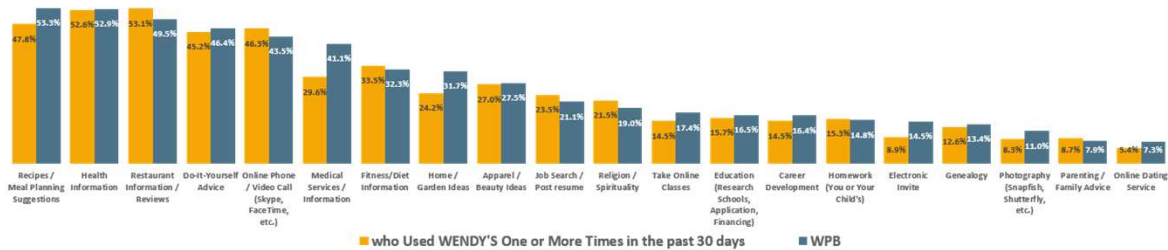




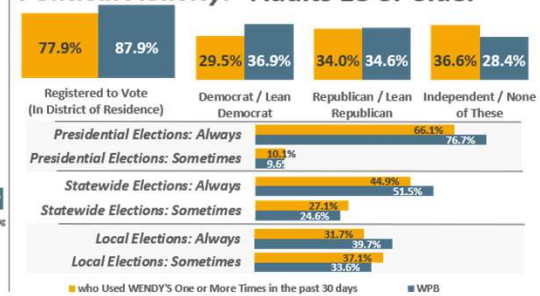
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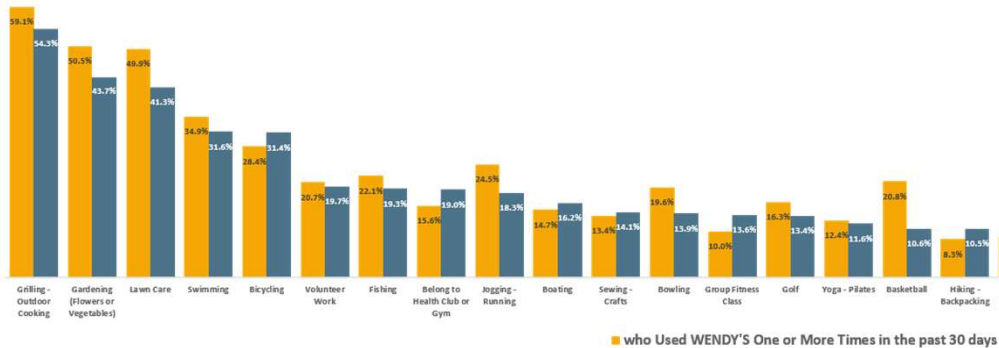
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



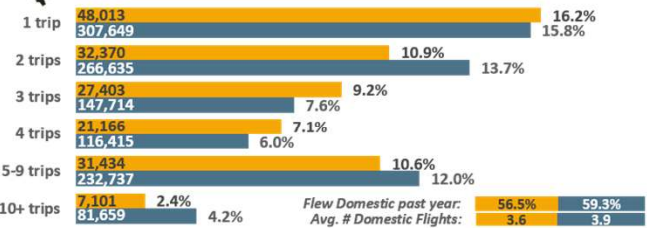
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Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

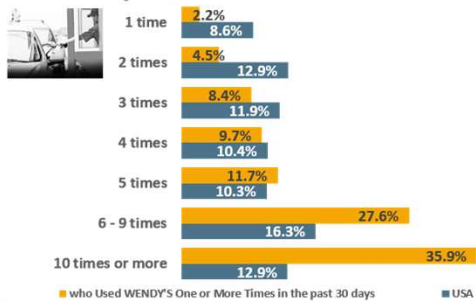


Flew Domestic past year: 56.5%
Avg. # Domestic Flights: 3.6

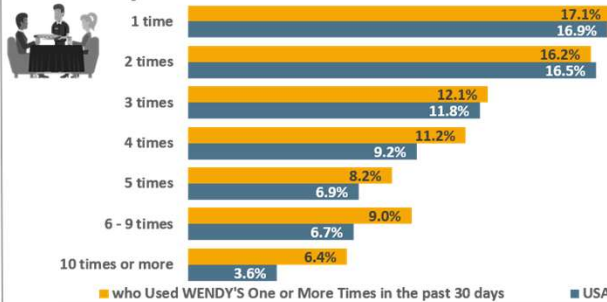


13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 21.5% more likely to use Casinos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

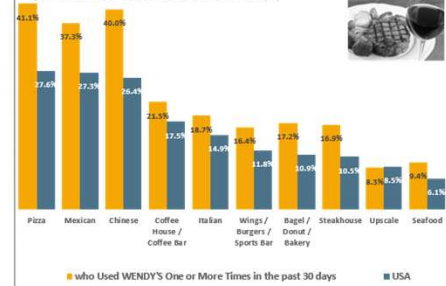
Past 30-days QSR Users: Adults 18 or older



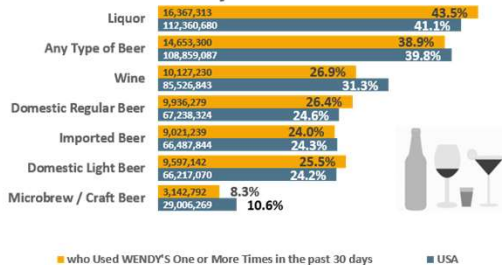
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



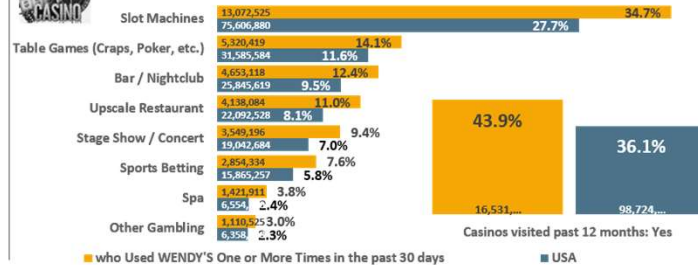
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



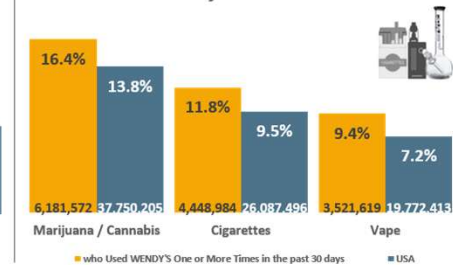
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



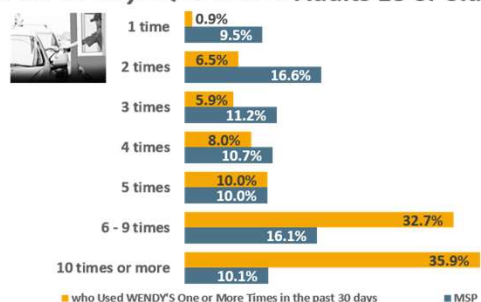
Used Past 30-days: Adults 18 or older



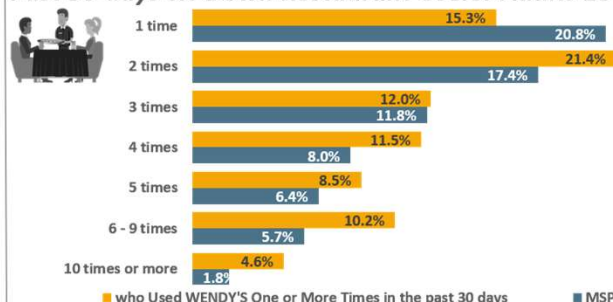


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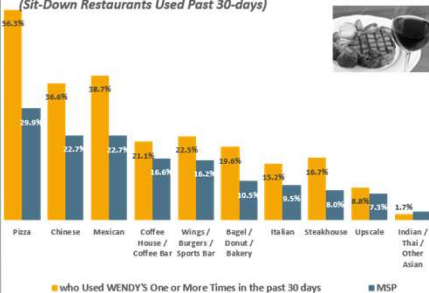
Past 30-days QSR Users: Adults 18 or older



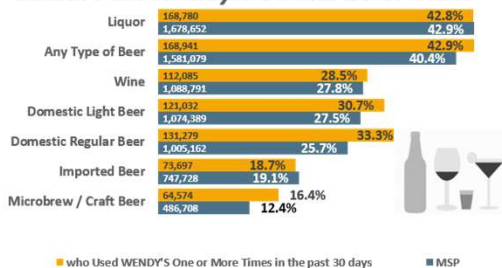
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



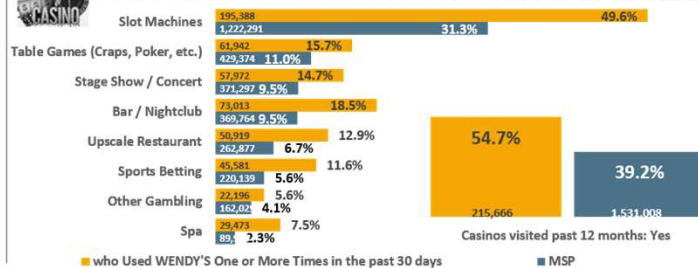
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



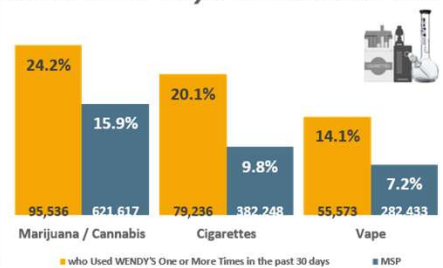
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



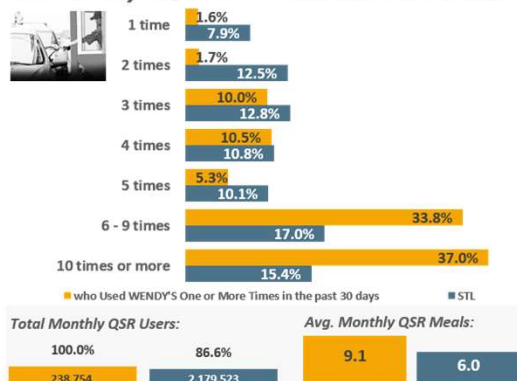
Used Past 30-days: Adults 18 or older



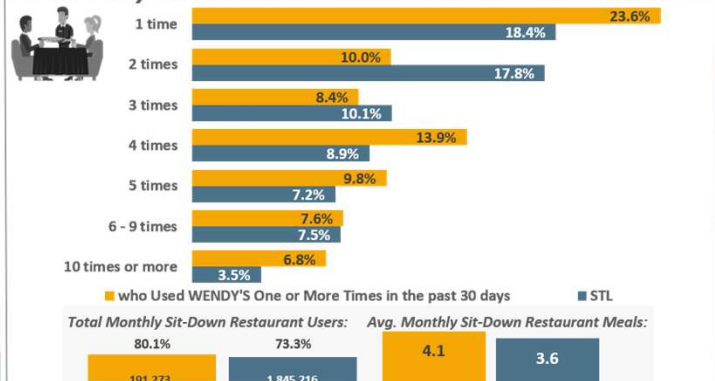


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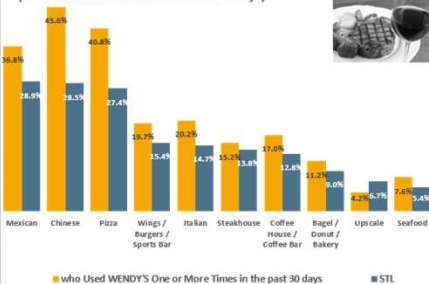
Past 30-days QSR Users: Adults 18 or older



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

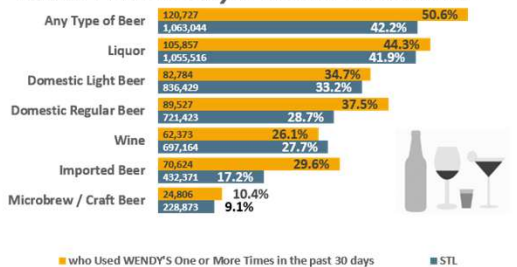


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

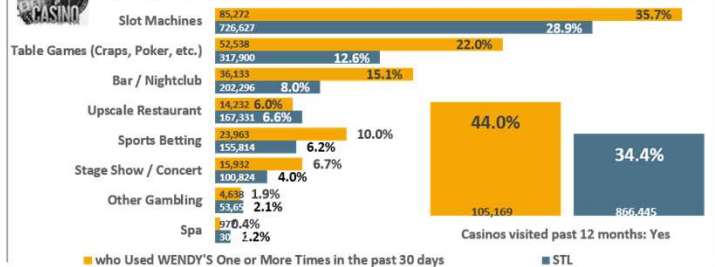


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used WENDY'S One or More Times in the past 30... 40,998 17.2%
 STL 429,308 17.1%

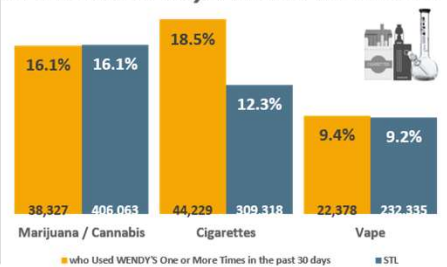
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



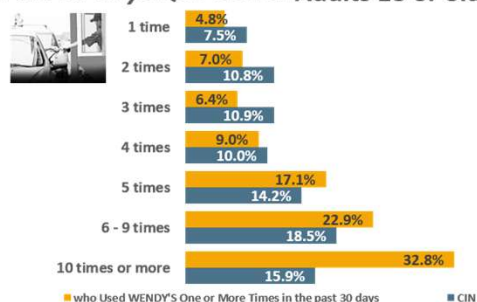
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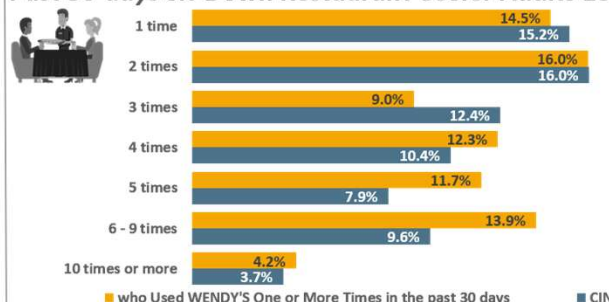


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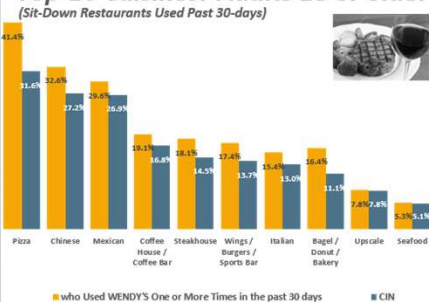
Past 30-days QSR Users: Adults 18 or older



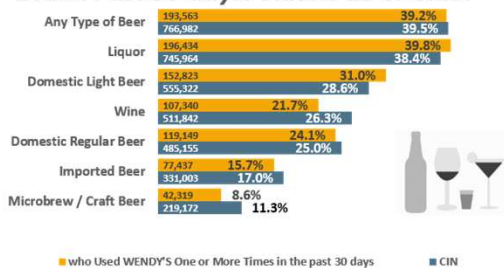
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



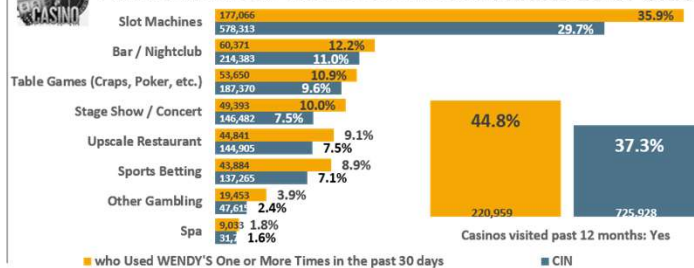
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



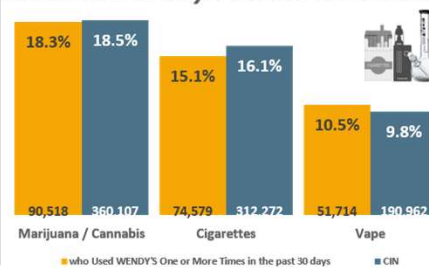
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



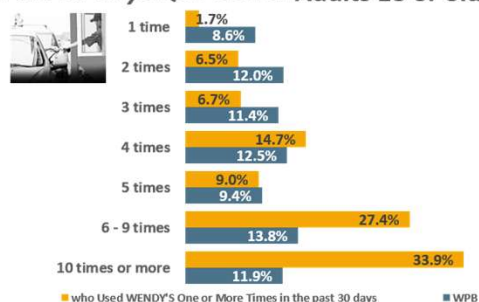
Used Past 30-days: Adults 18 or older



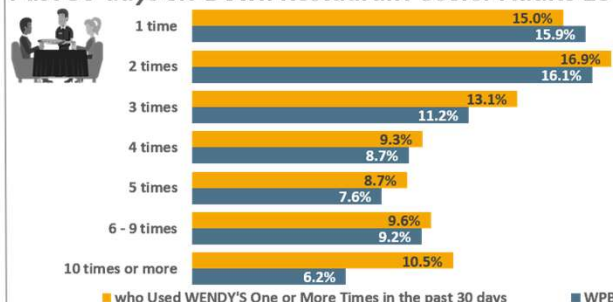


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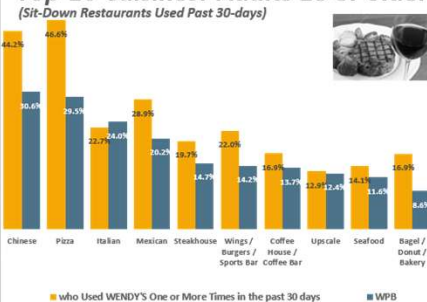
Past 30-days QSR Users: Adults 18 or older



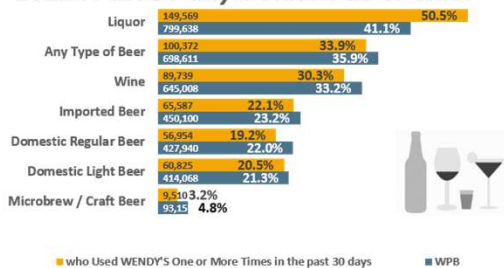
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



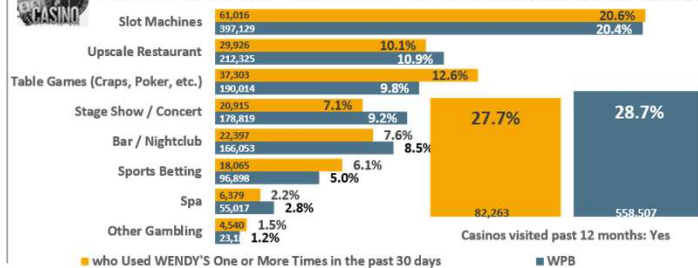
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



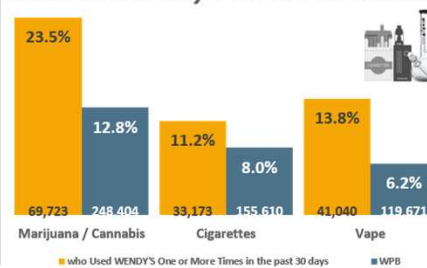
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

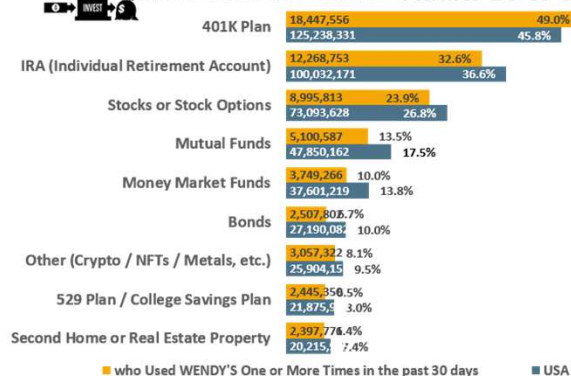




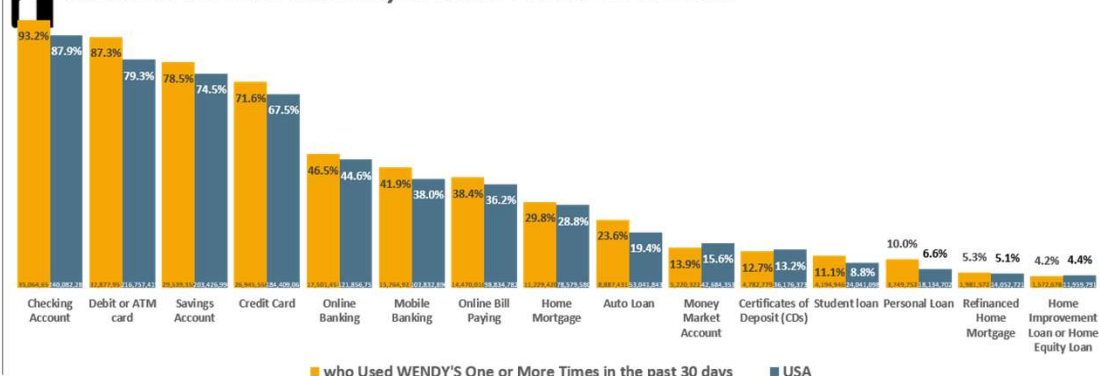
13.8% or 37,642,862 of USA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 6.9% more likely to have a 401K, 21.6% more likely to have an Auto Loan, 1.6% less likely to Invest/Trade Stocks Online, 21.%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



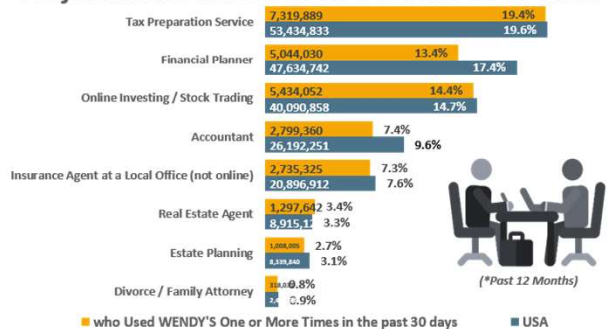
Investments Owned: Adults 18 or older



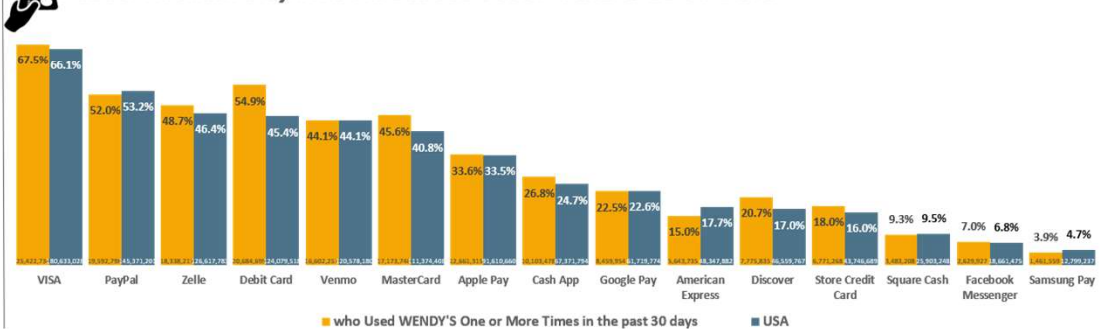
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



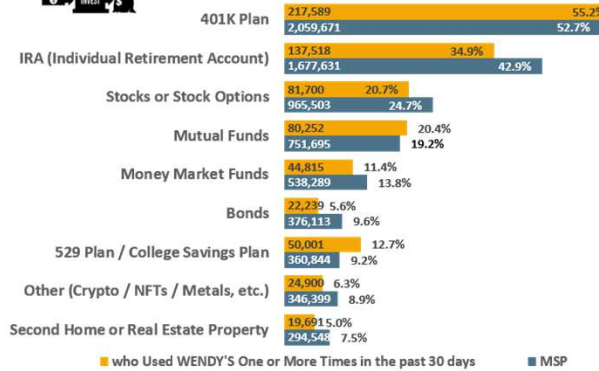
(*Past 12 Months)



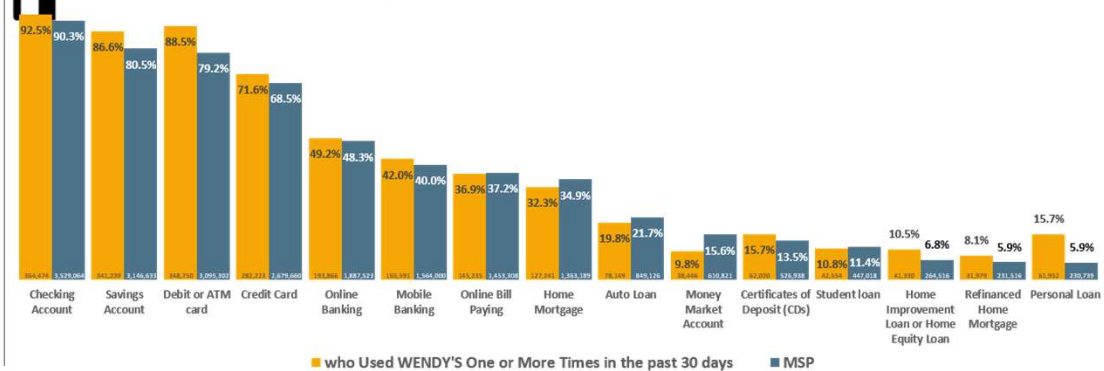
10.1% or 393,968 of MSP DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 4.8% more likely to have a 401K, 8.7% less likely to have an Auto Loan, 34.8% more likely to Invest/Trade Stocks Online, 49.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



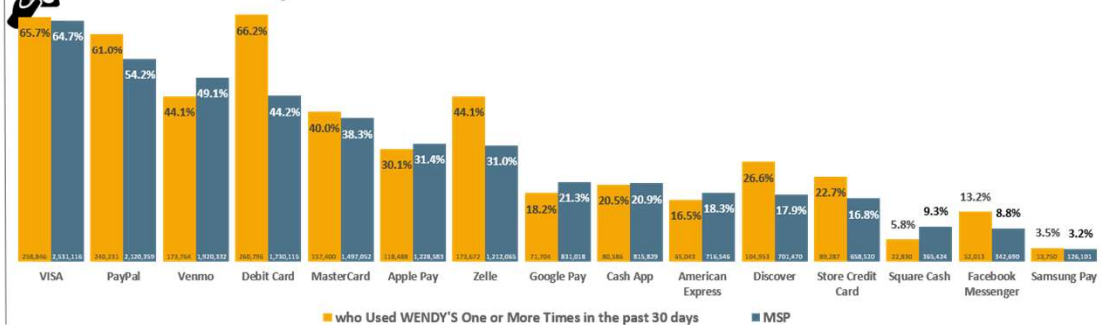
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

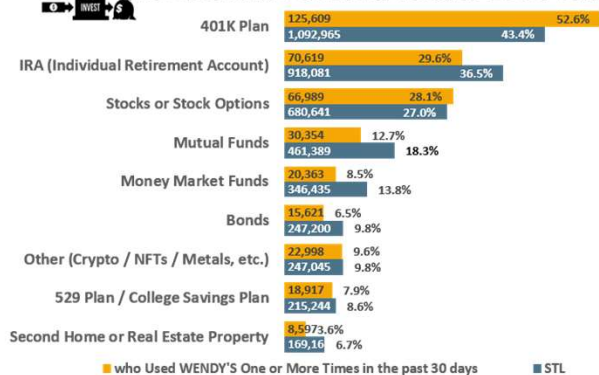




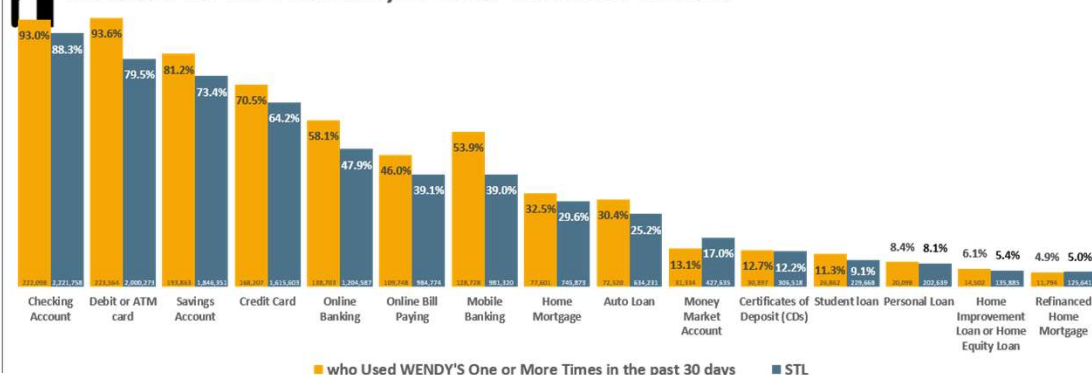
9.5% or 238,754 of STL DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 21.1% more likely to have a 401K, 20.5% more likely to have an Auto Loan, 50.8% more likely to Invest/Trade Stocks Online, 30.6% more likely to pay with their Debit Card.



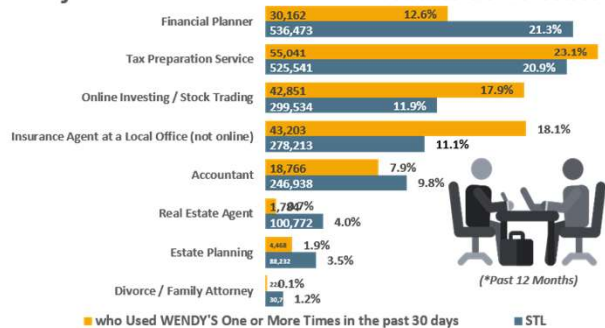
Investments Owned: Adults 18 or older



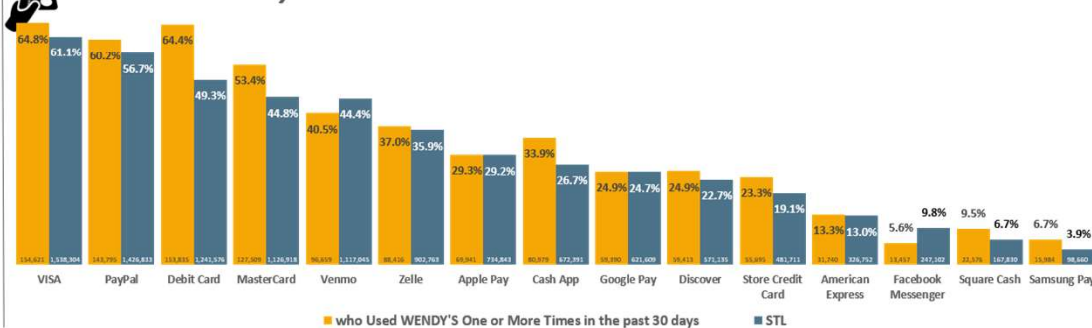
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

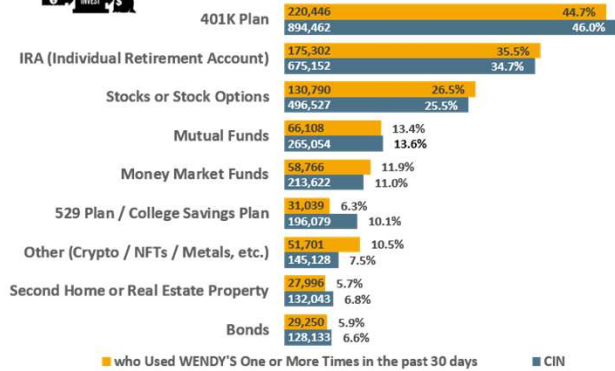




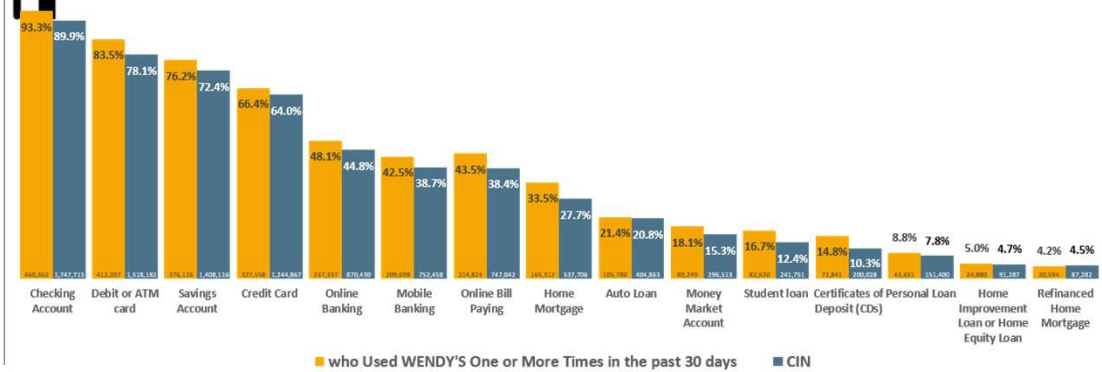
25.4% or 493,552 of CIN DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 2.9% less likely to have a 401K, 2.9% more likely to have an Auto Loan, 10.% less likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



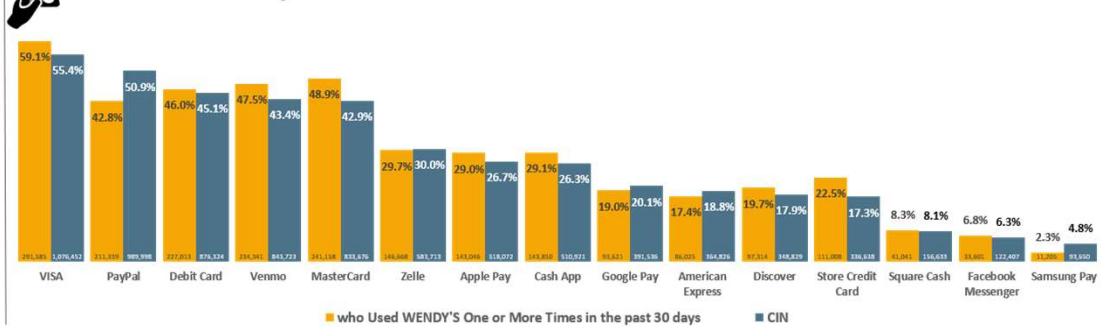
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

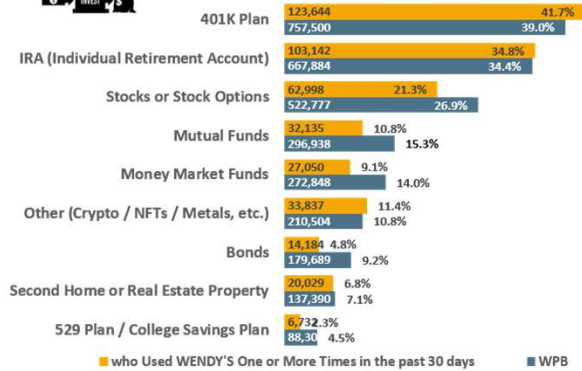




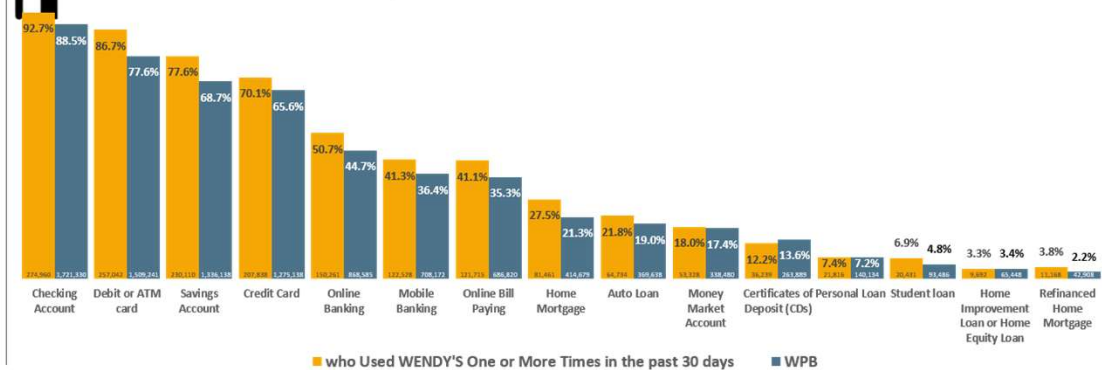
15.2% or 296,454 of WPB DMA Adults 18 or older Used WENDY'S One or More Times in the past 30 days. Adults 18 or older who Used WENDY'S One or More Times in the past 30 days are 7.1% more likely to have a 401K, 14.8% more likely to have an Auto Loan, .3% more likely to Invest/Trade Stocks Online, 23.8% more likely to pay with their Debit Card.



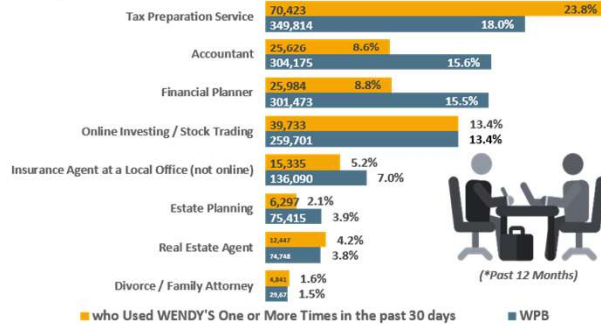
Investments Owned: Adults 18 or older



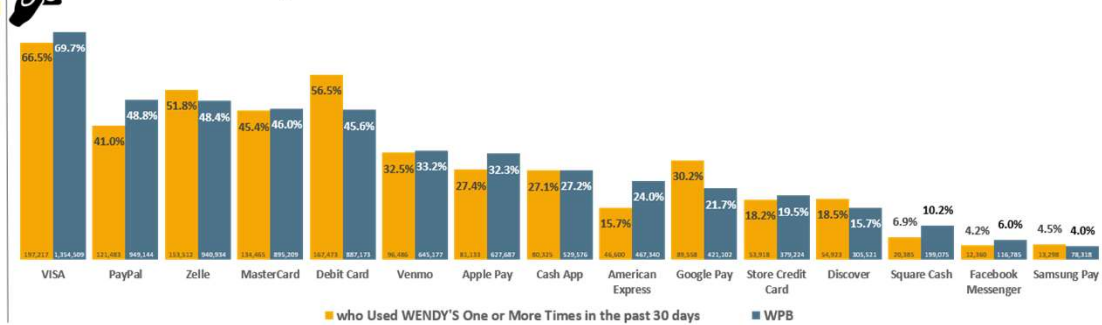
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



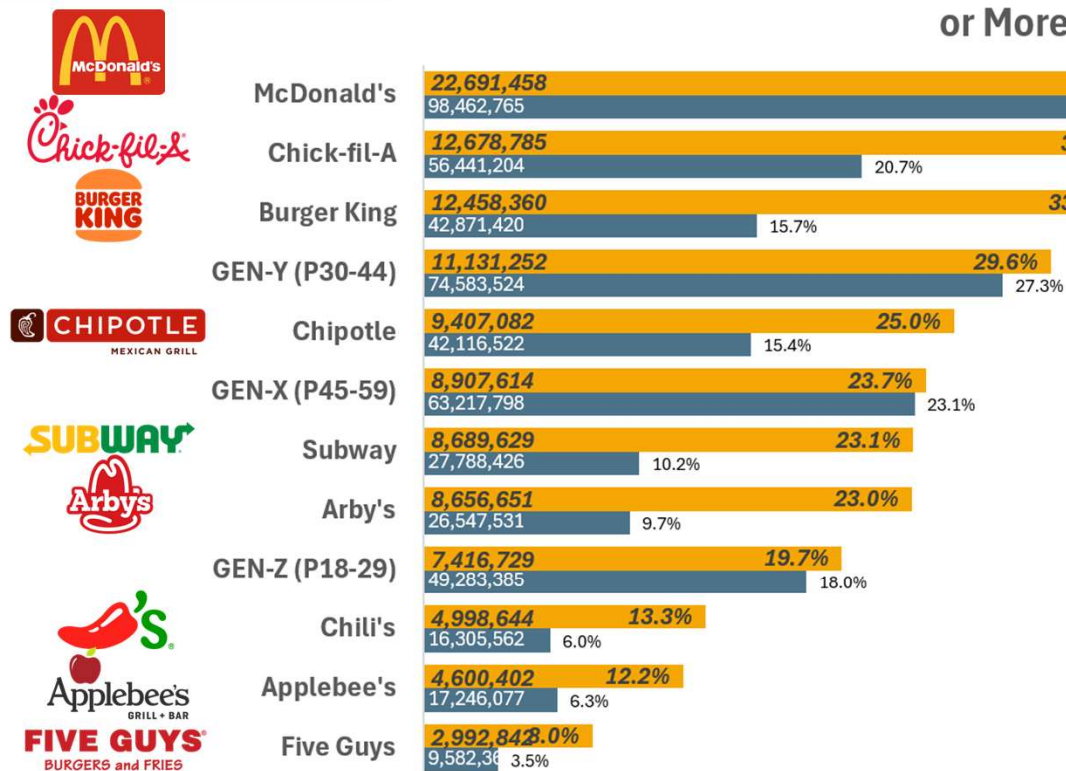
Past 3-Months Payment Methods Used: Adults 18 or older





"Other QSRs Used + 3 Generational Cohorts"

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



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

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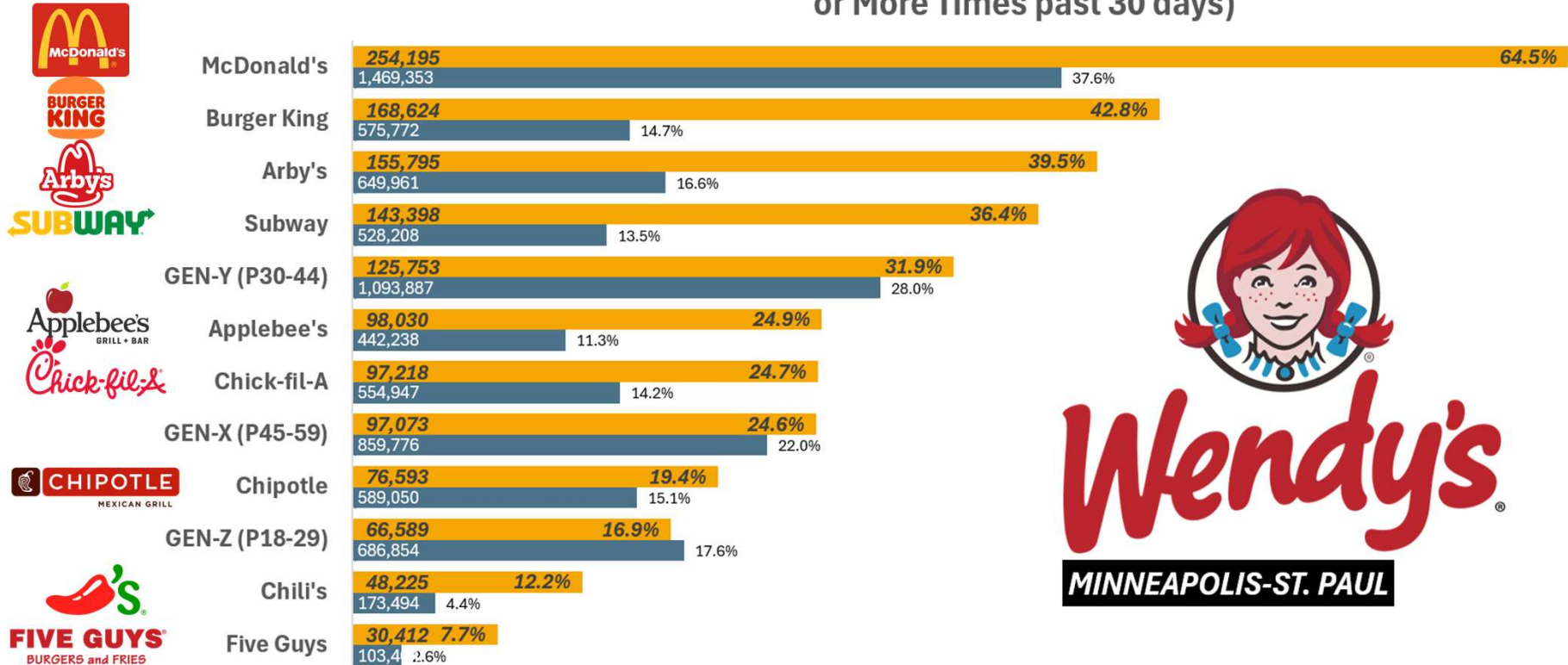
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

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



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

■ P18+ MINNEAPOLIS-ST. PAUL (Other QSRs used One or More Times past 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 169
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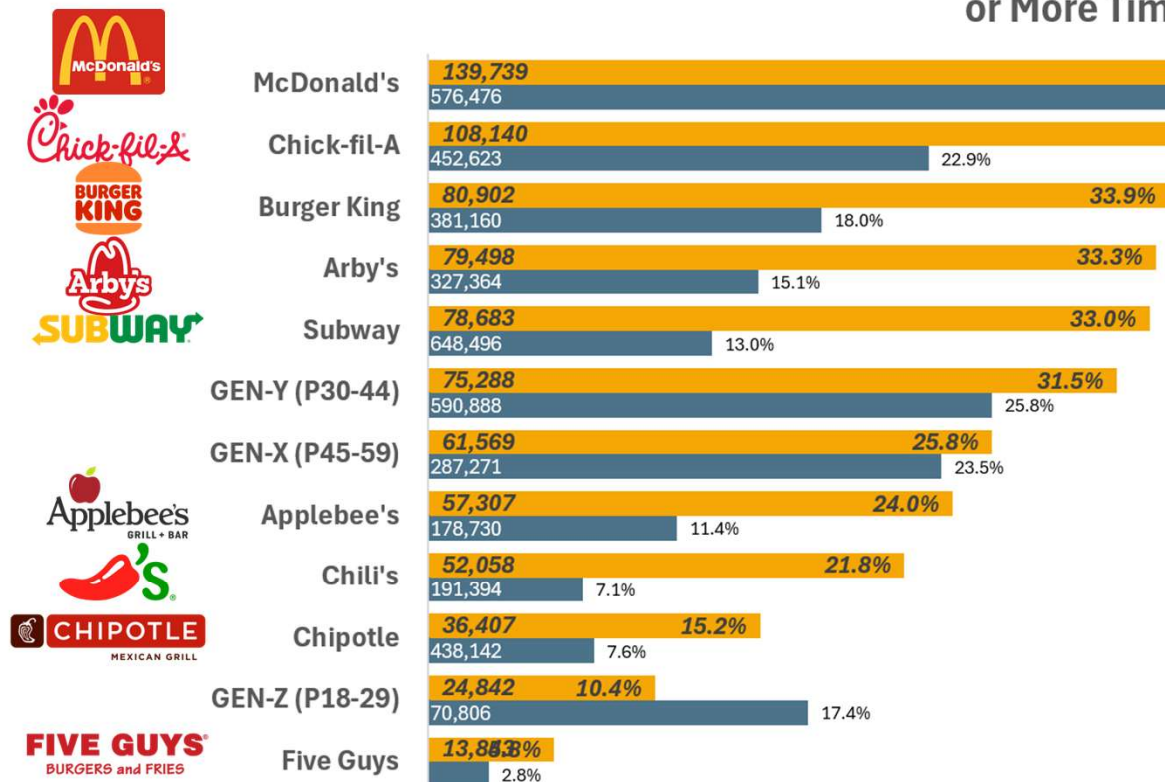
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

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



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

■ P18+ ST. LOUIS (Other QSRs used One or More Times past 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 192
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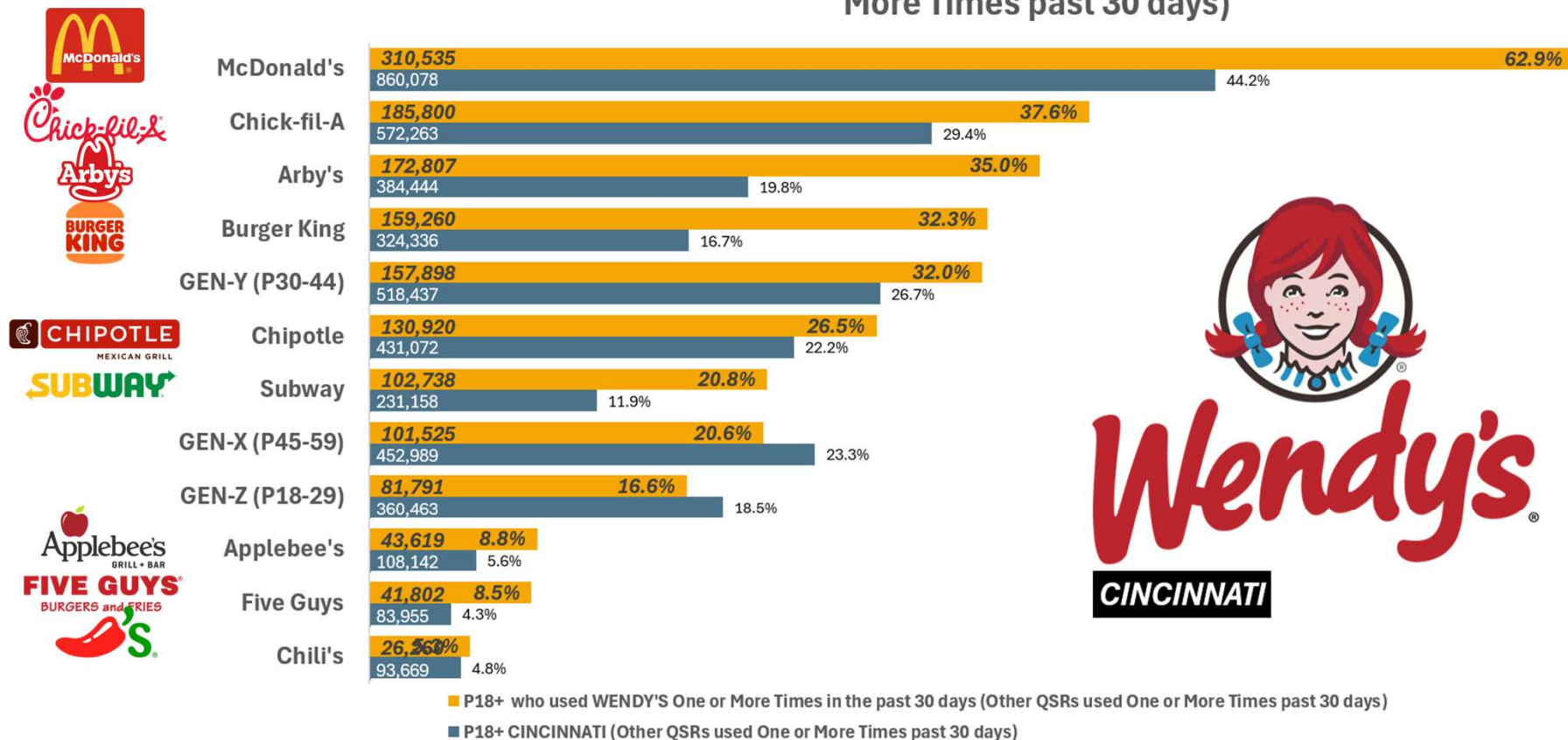
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Quick service restaurants used past 30 days: Wendy's



"Other QSRs Used + 3 Generational Cohorts"

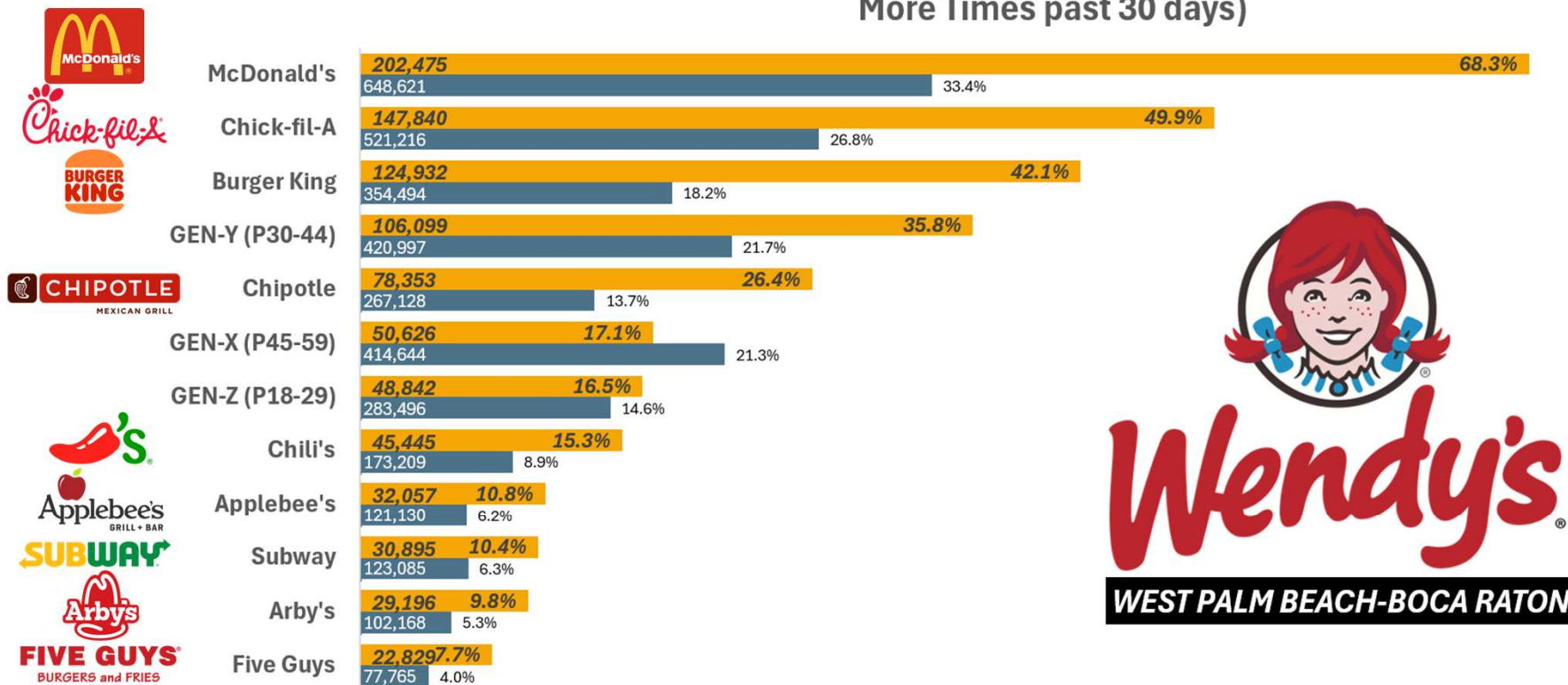
P18+ who used WENDY'S One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)





"Other QSRs Used + 3 Generational Cohorts"

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



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

■ P18+ WEST PALM BEACH-BOCA RATON (Other QSRs used One or More Times past 30 days)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 377
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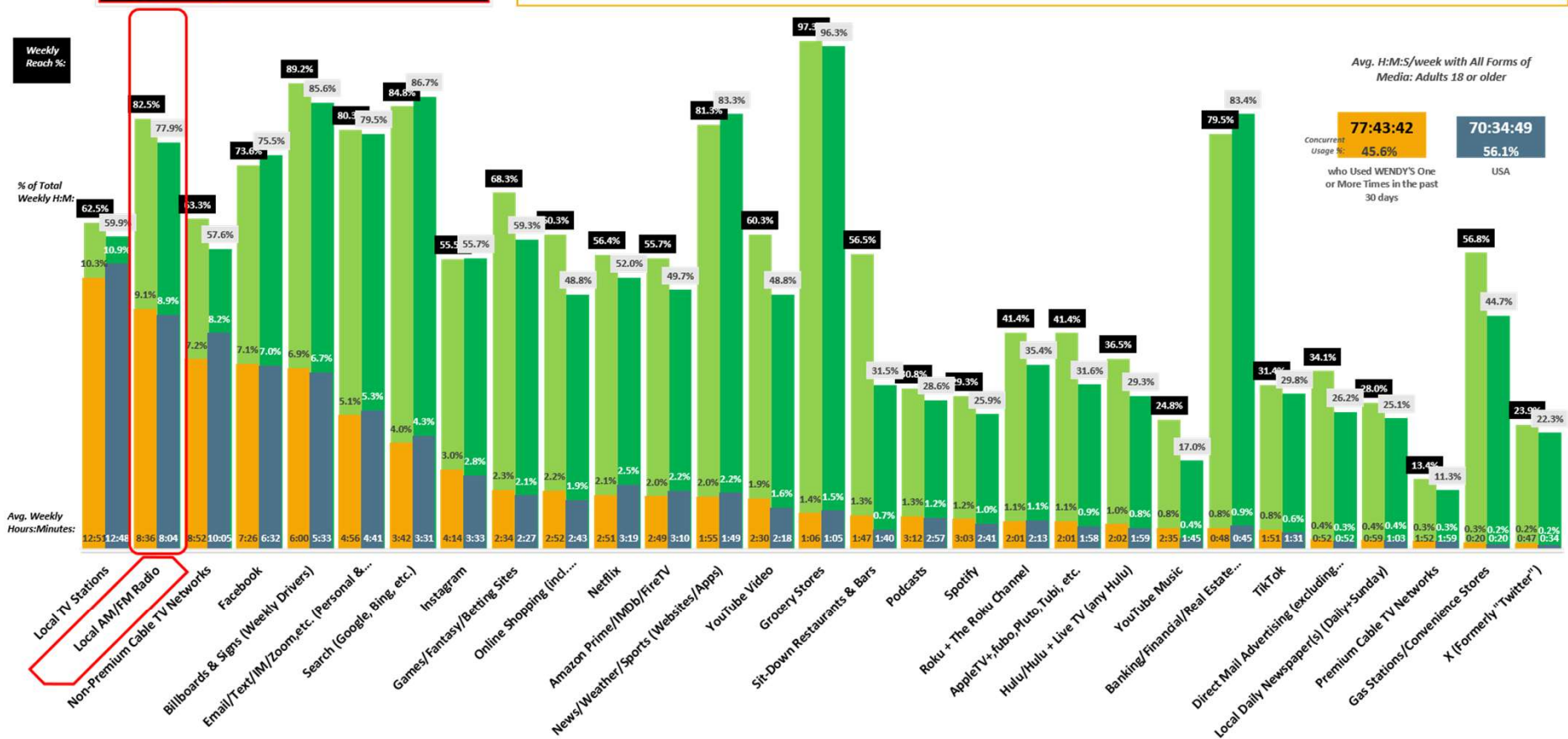
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Quick service restaurants used past 30 days: Wendy's



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

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



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

Concurrent Usage %: 45.6%

77:43:42

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

56.1%

70:34:49

USA

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

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

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

Quick service restaurants used past 30 days: Wendy's

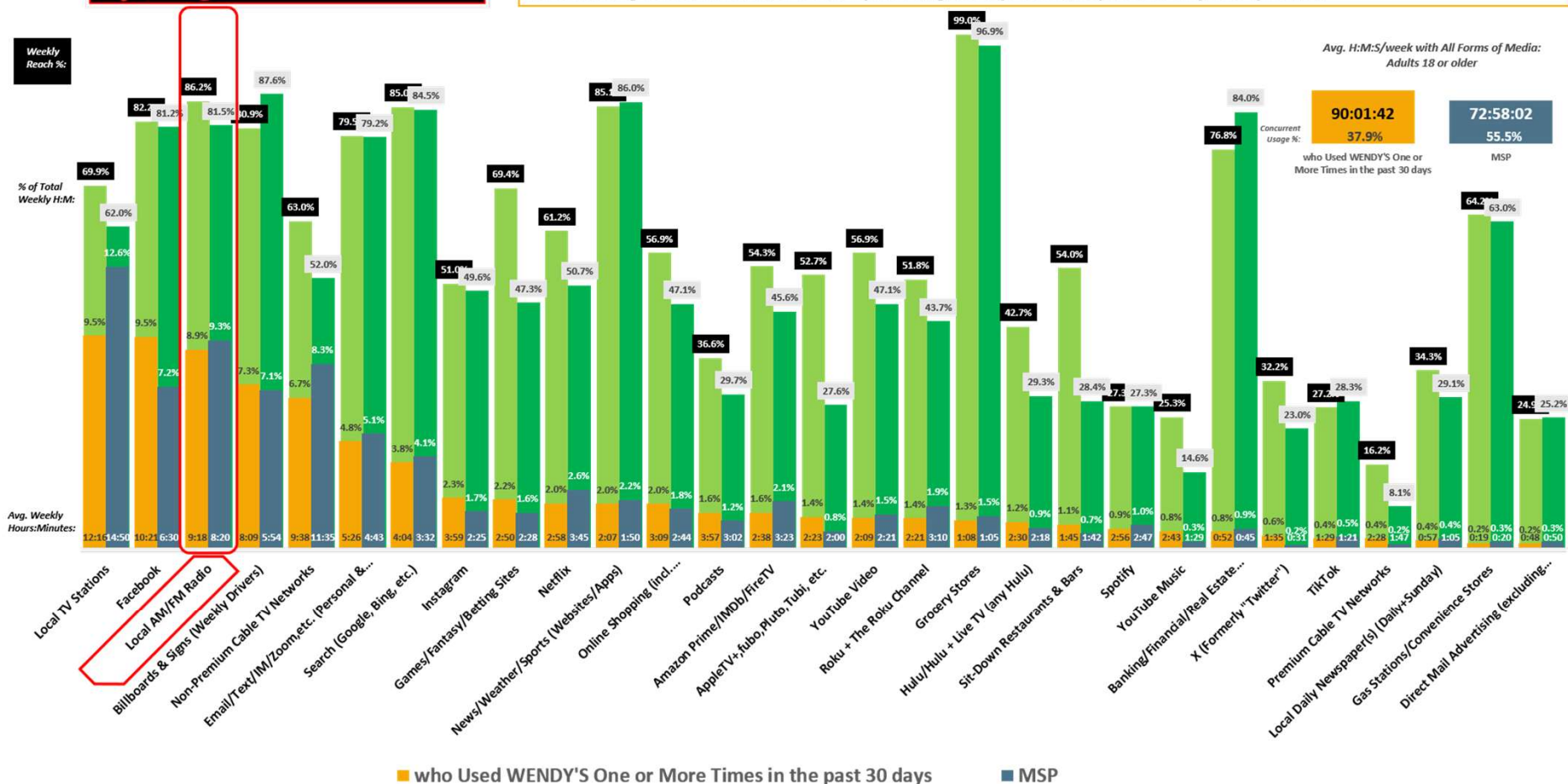


Share of Everything for Anything



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 3 days, 18 hours, 1 minutes and 42 seconds each week with All Forms of Media.

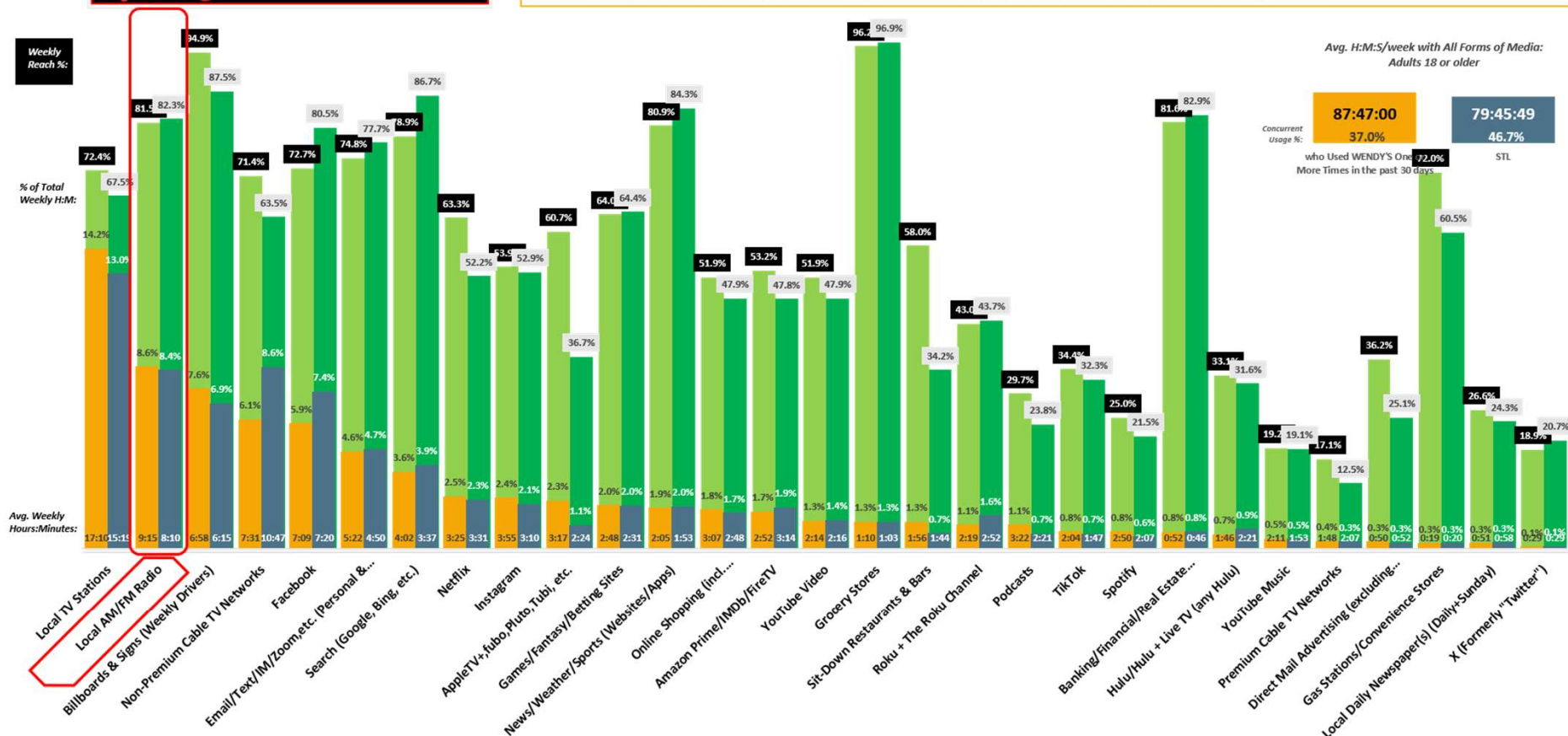
86.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 9 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.





Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 3 days, 15 hours, 47 minutes and 0 seconds each week with All Forms of Media.

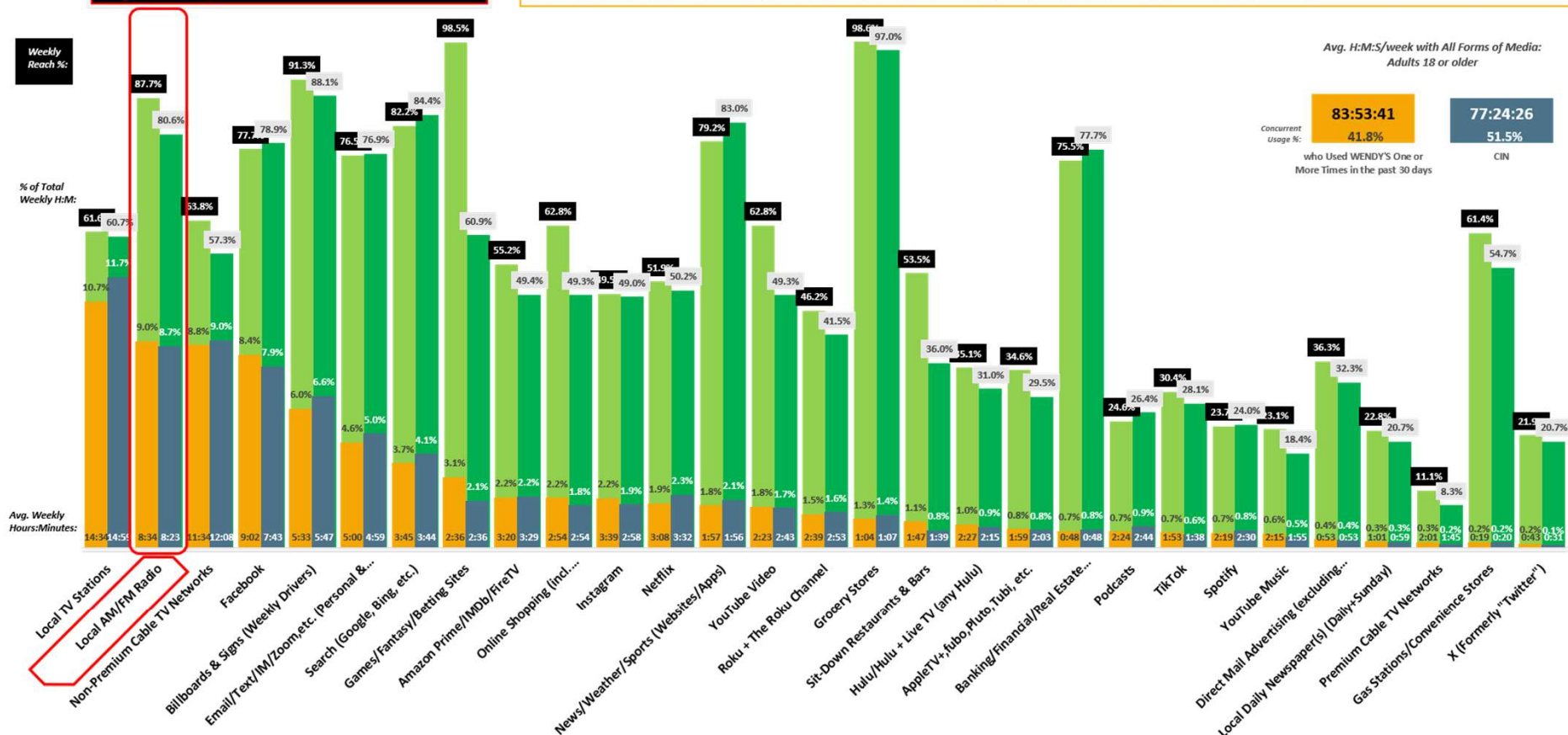
81.5% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 9 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 3 days, 11 hours, 53 minutes and 41 seconds each week with All Forms of Media.
87.7% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



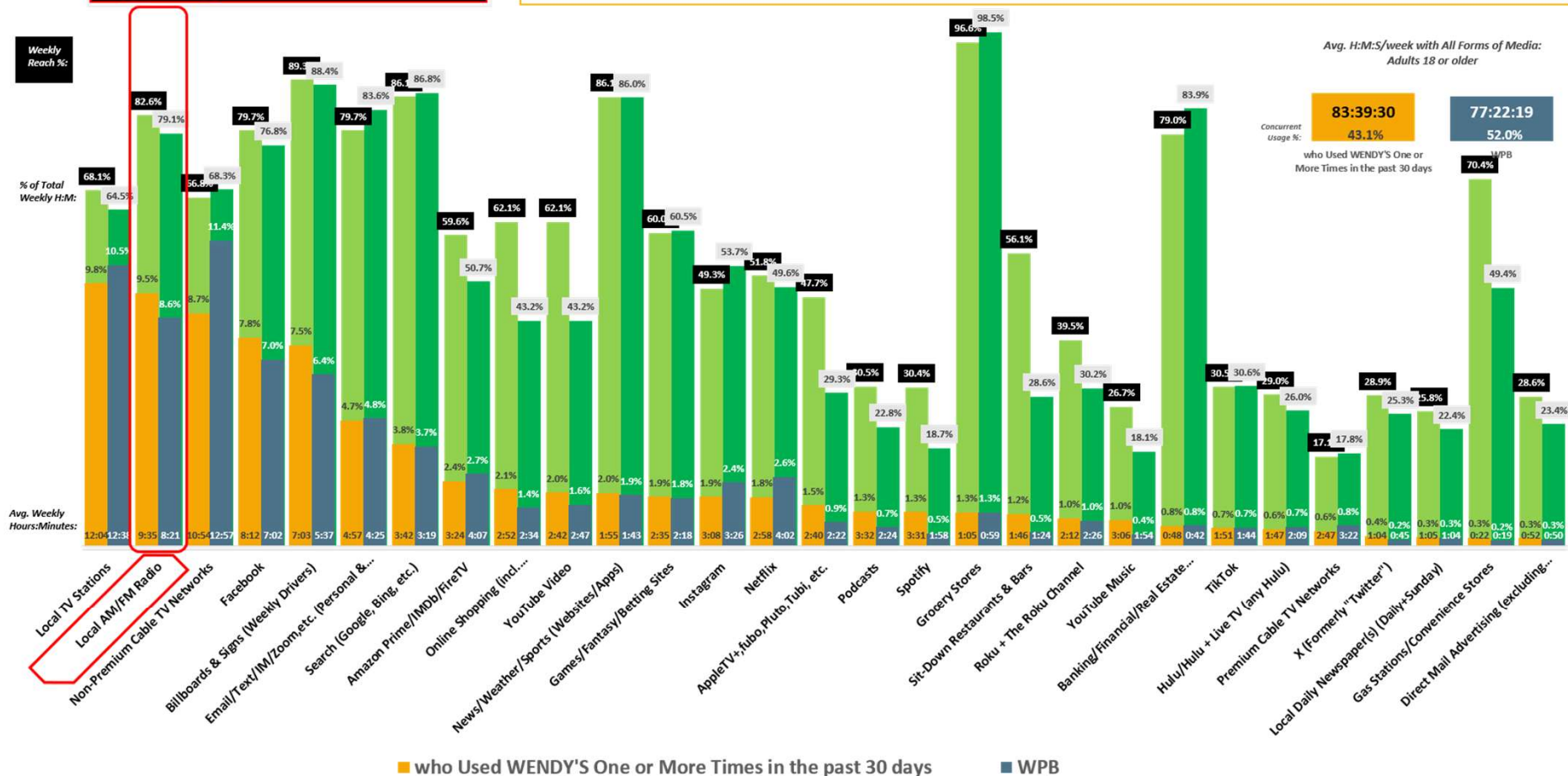
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

who Used WENDY'S One or More Times in the past 30 days	CIN
83:53:41	77:24:26
41.8%	51.5%

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

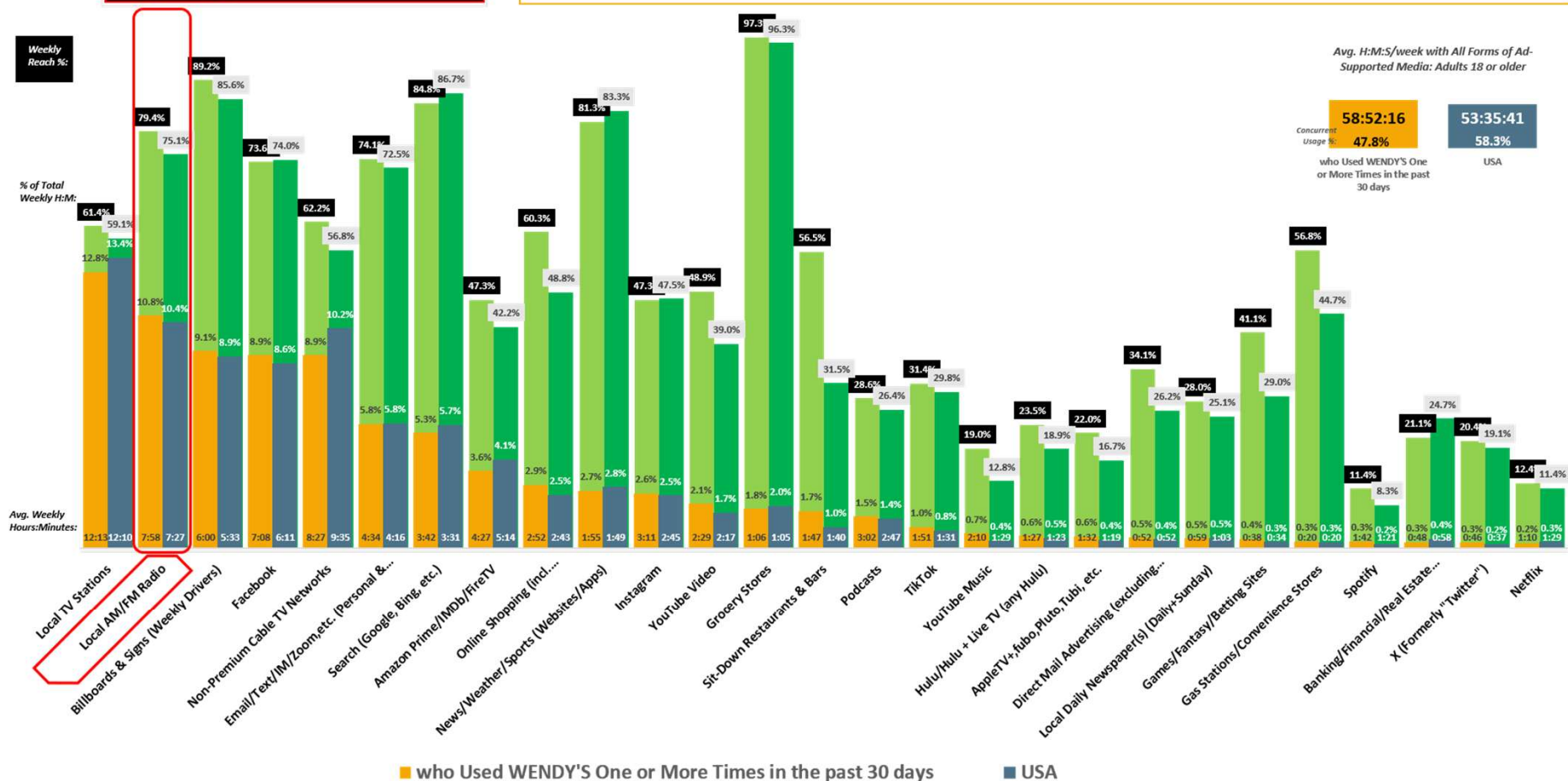


Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 3 days, 11 hours, 39 minutes and 30 seconds each week with All Forms of Media.
 82.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 9 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





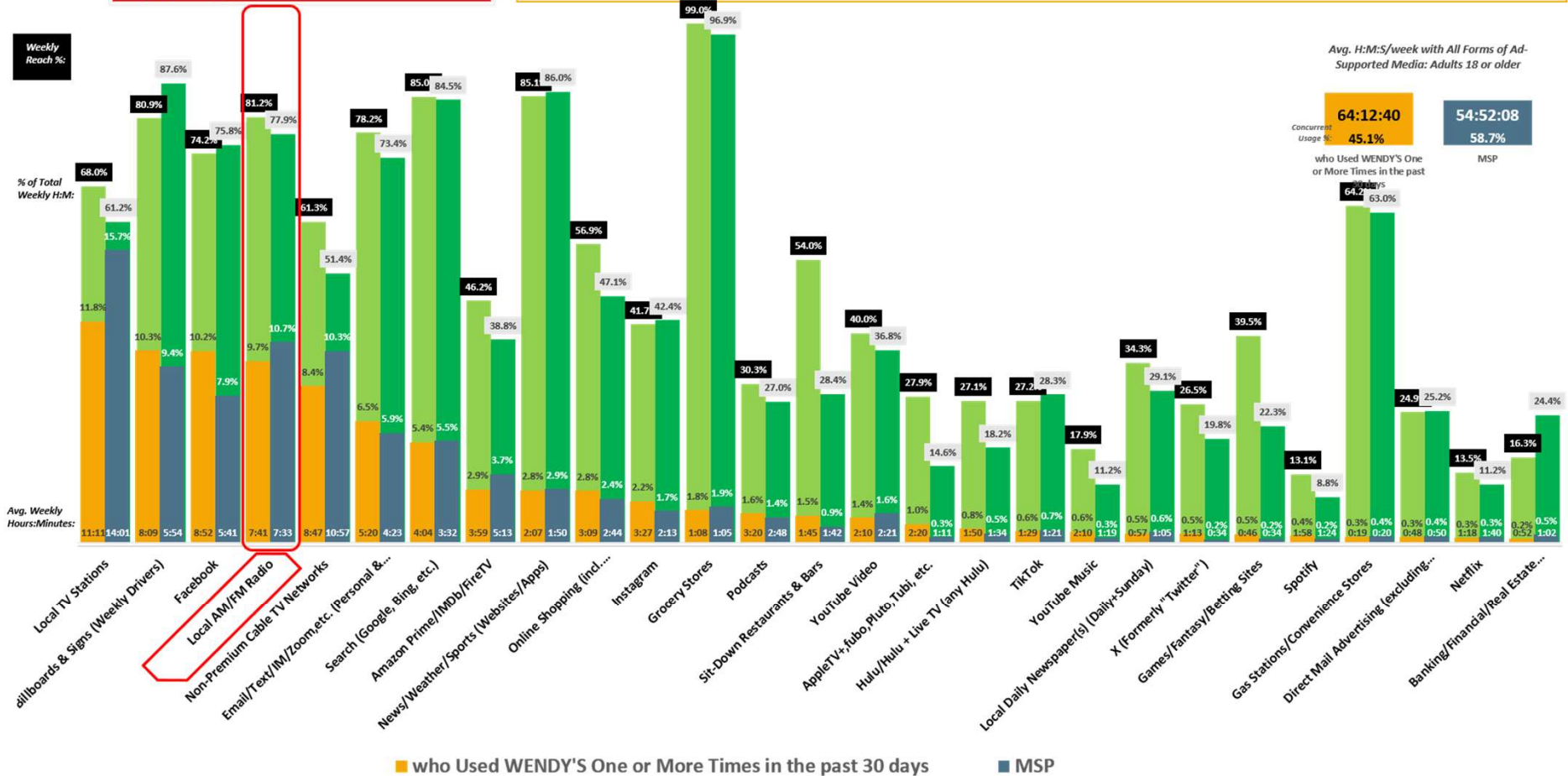
Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 10 hours, 52 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 58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





Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 16 hours, 12 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

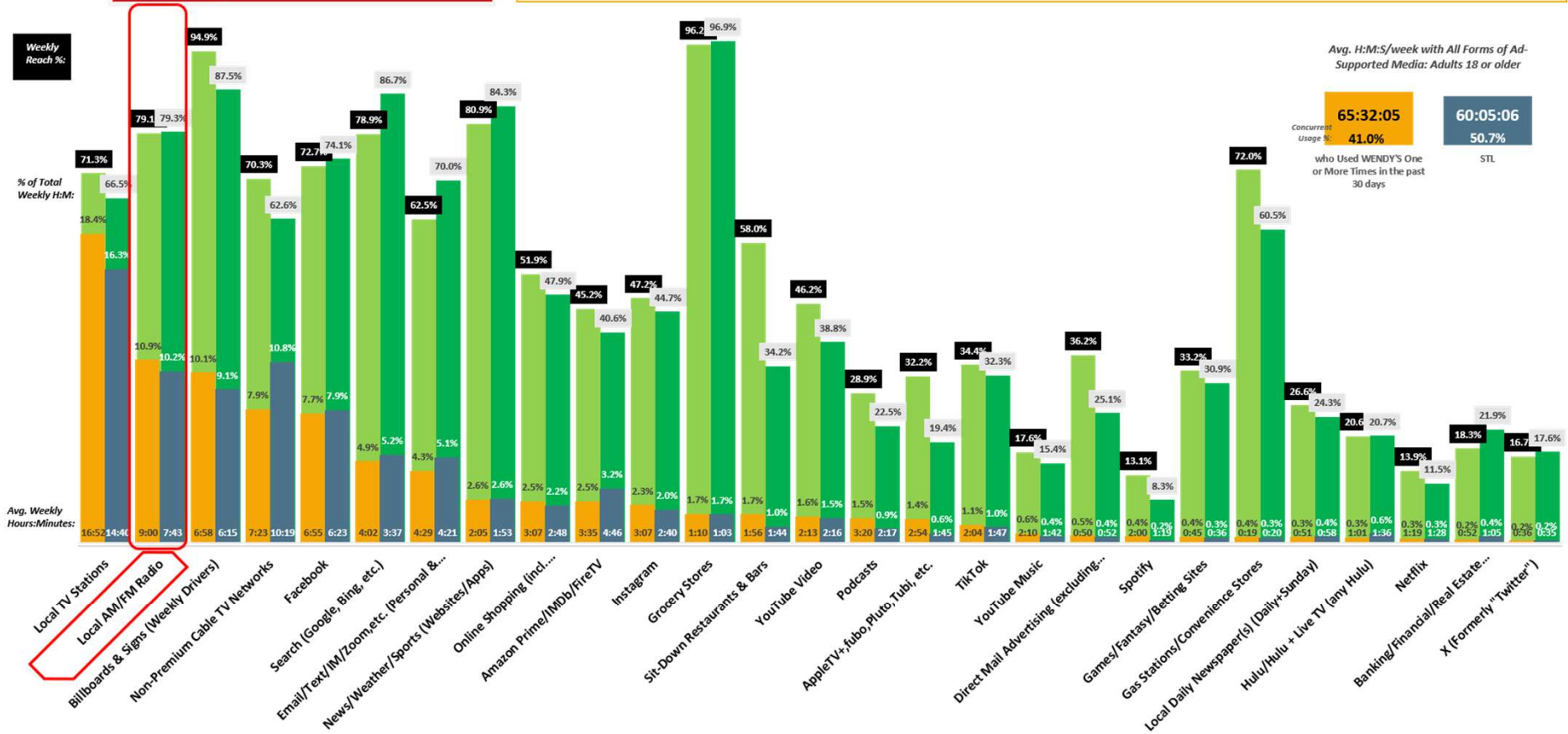
81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 17 hours, 32 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

79.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 9 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 41.0%

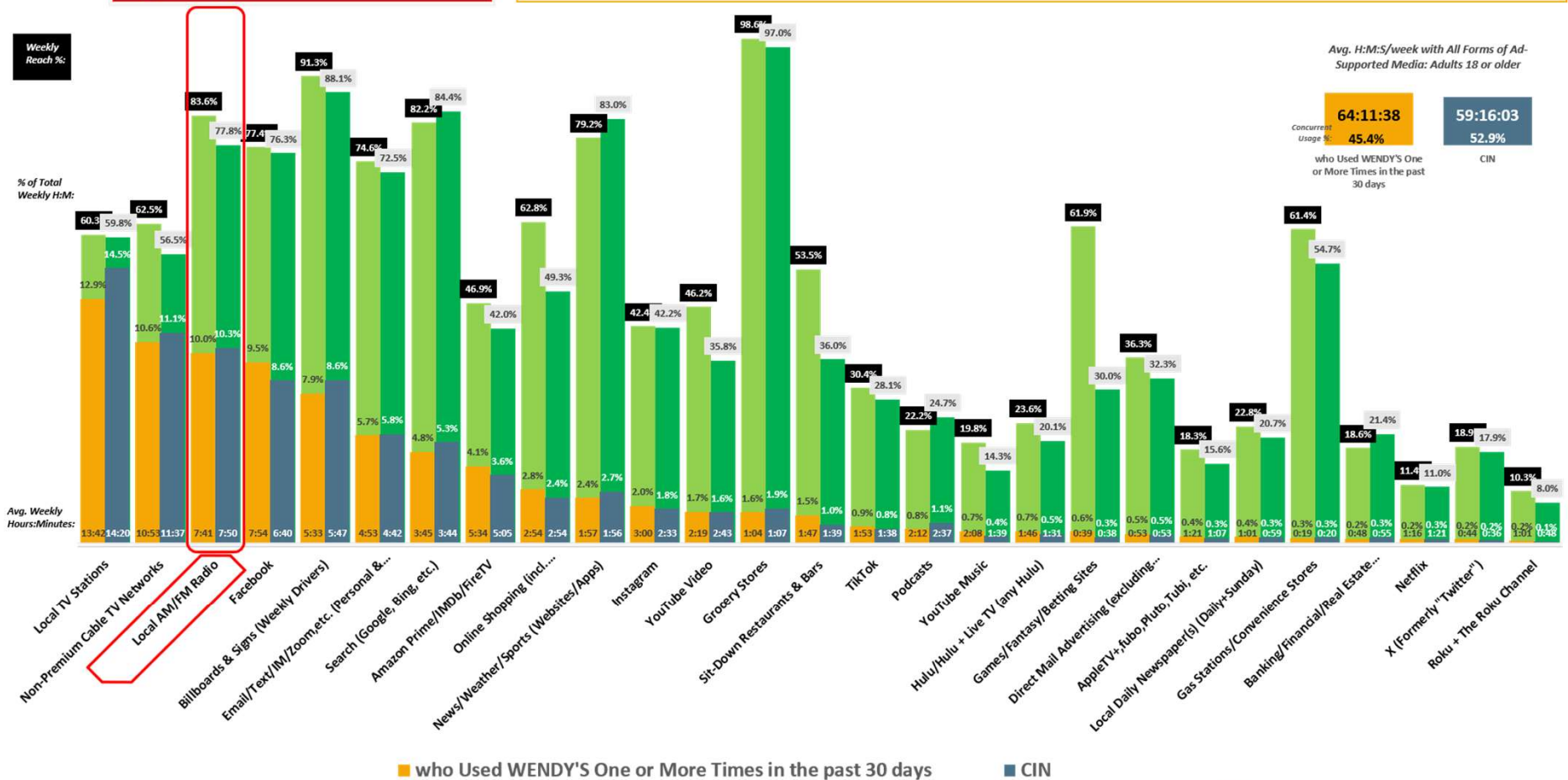
who Used WENDY'S One or More Times in the past 30 days

STL



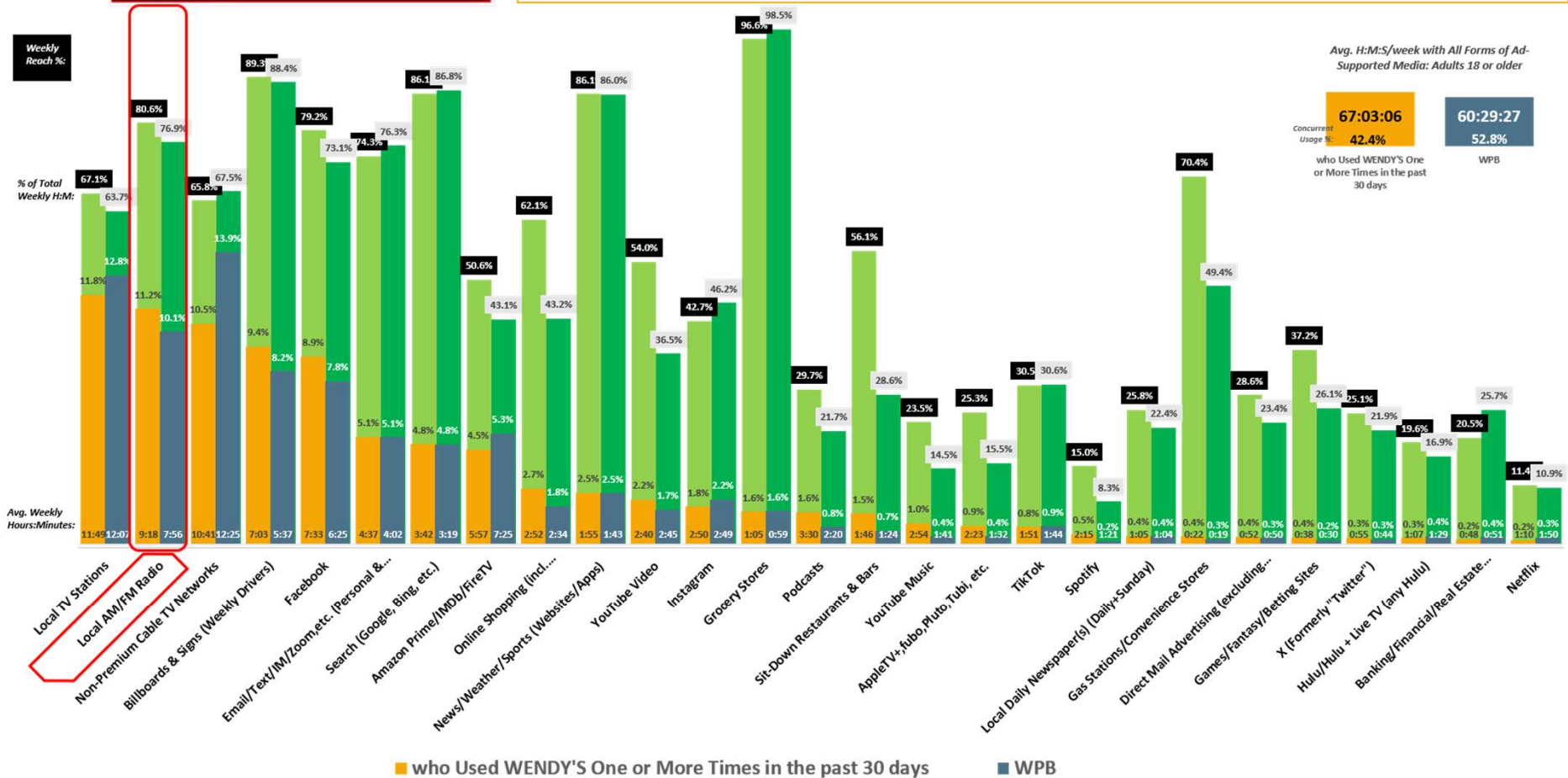
Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 16 hours, 11 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

83.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 2 days, 19 hours, 3 minutes and 6 seconds each week with All Forms of Ad-Supported Media.
 80.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an avg. of 9 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.

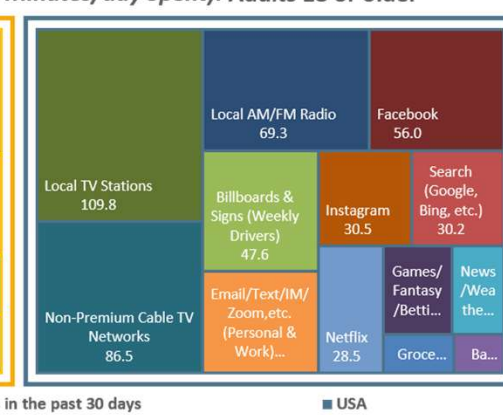
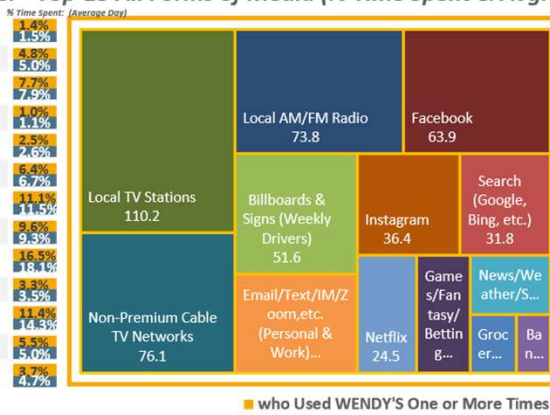
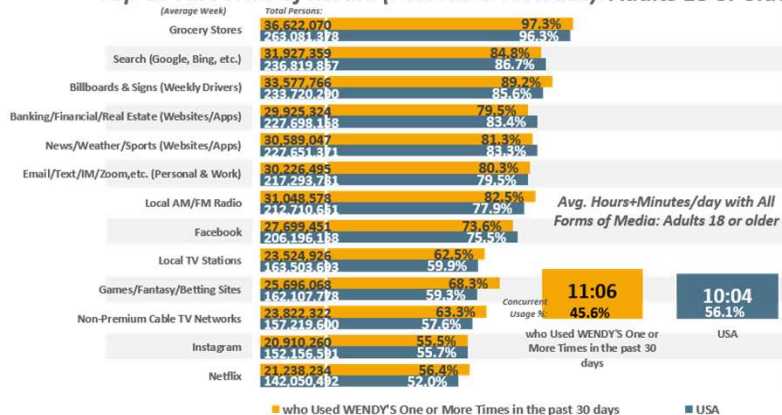




Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 8 hours and 24 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

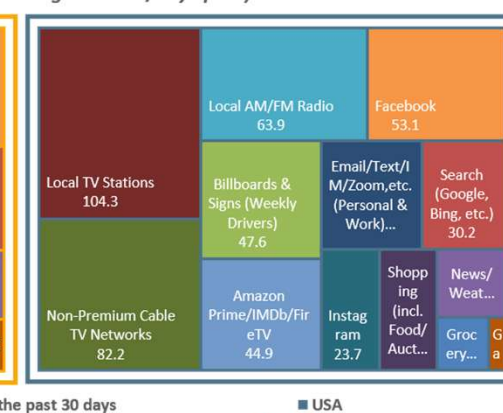
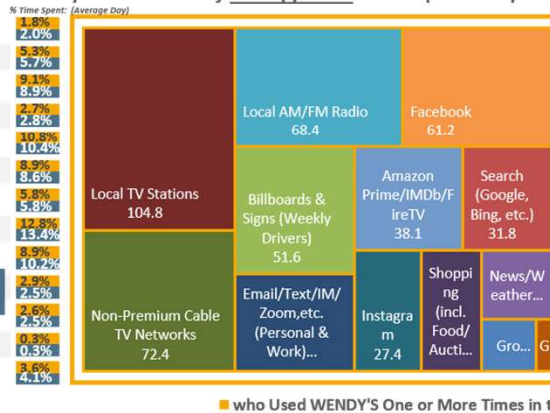
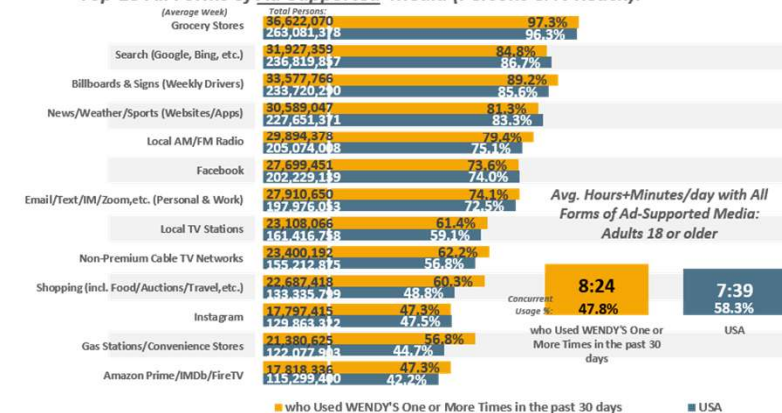
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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

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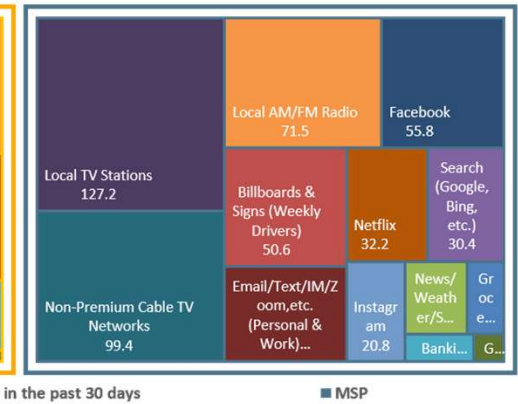
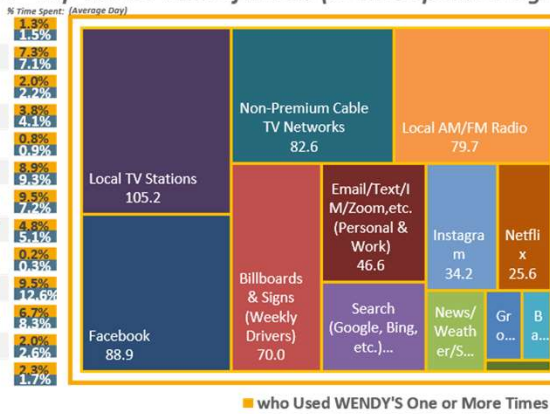
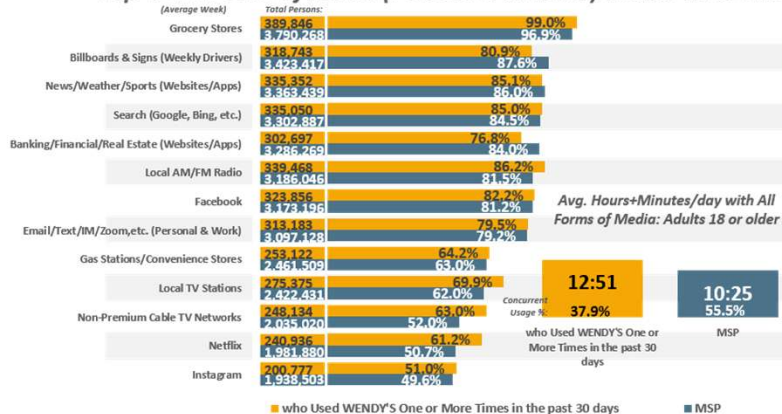
Quick service restaurants used past 30 days: Wendy's



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 9 hours and 10 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

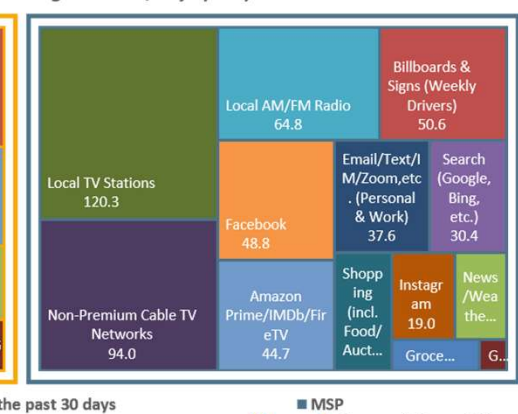
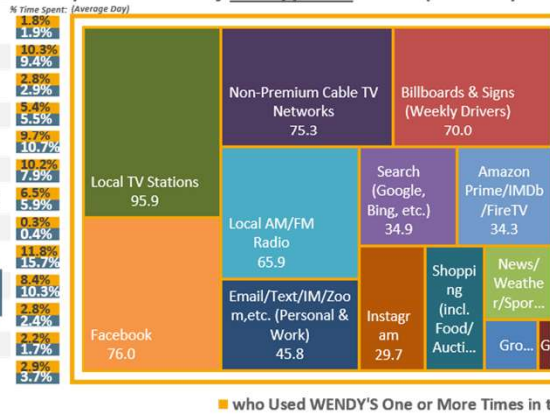
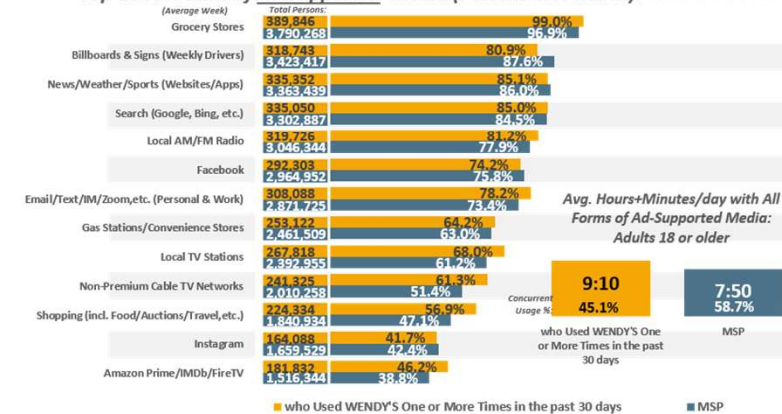
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

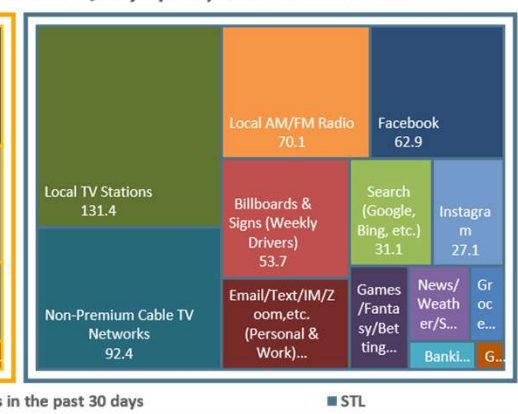
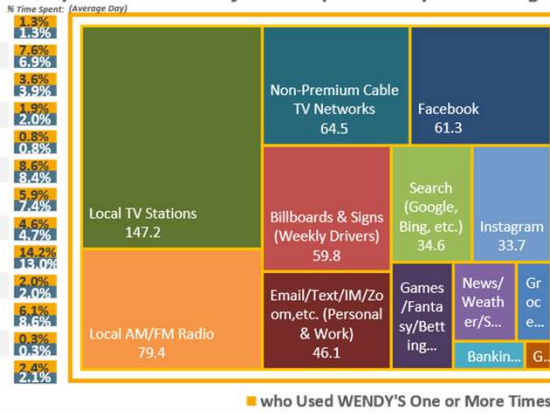
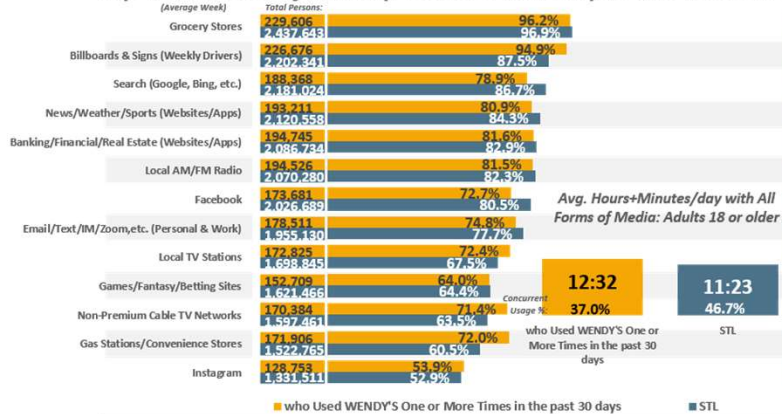




Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 9 hours and 21 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 77.2 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

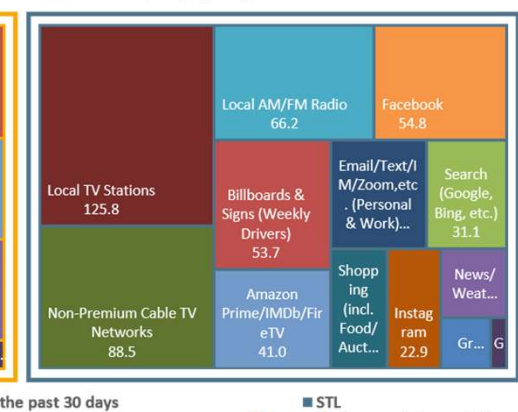
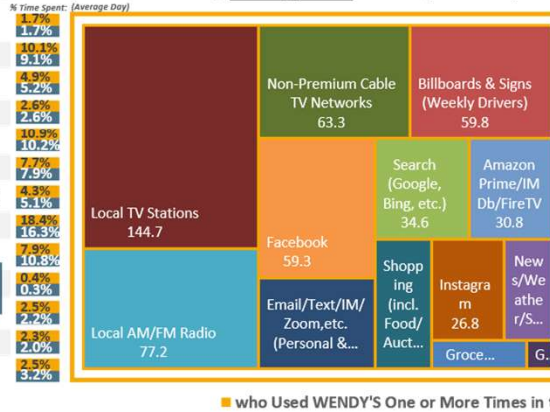
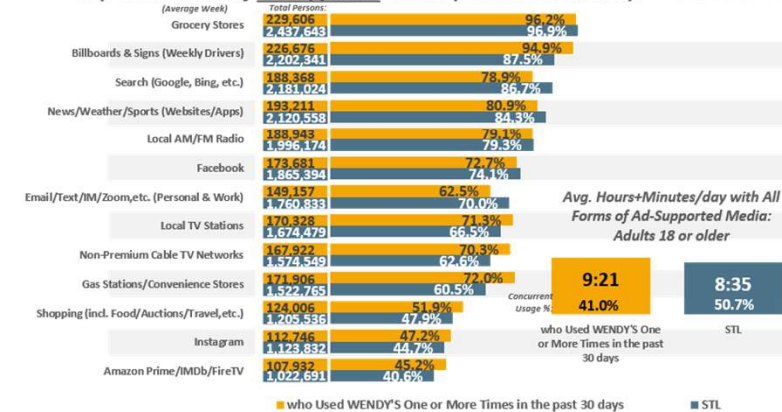
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 192
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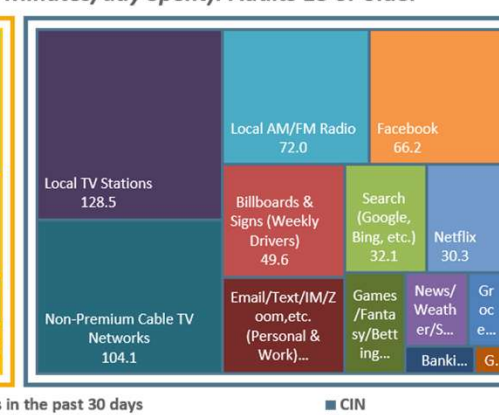
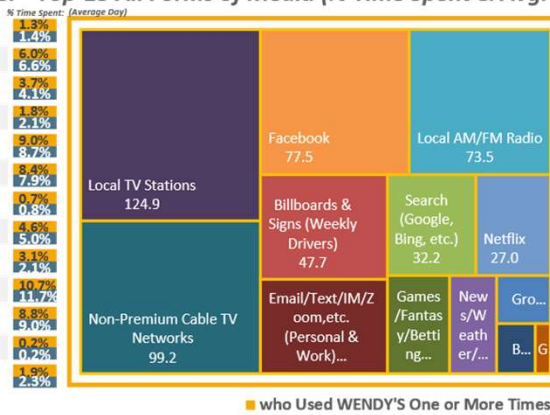
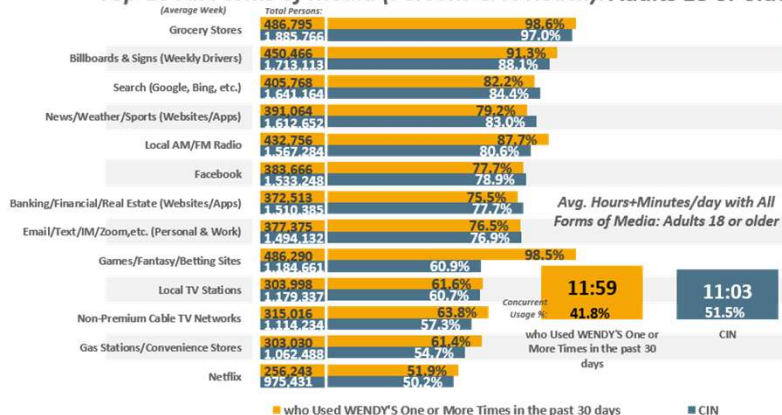
Quick service restaurants used past 30 days: Wendy's



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 9 hours and 10 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

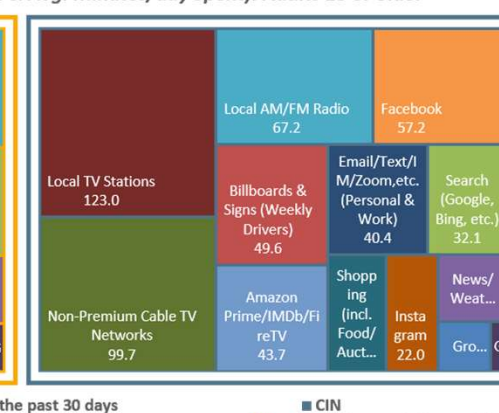
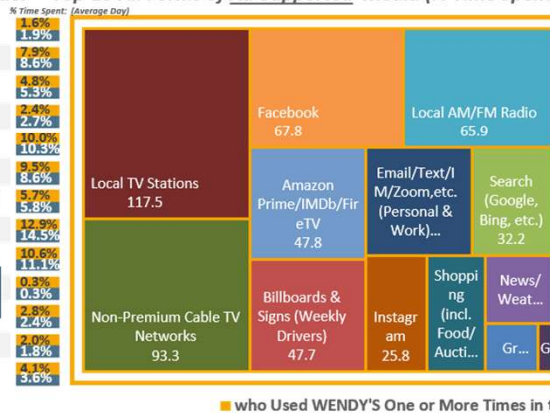
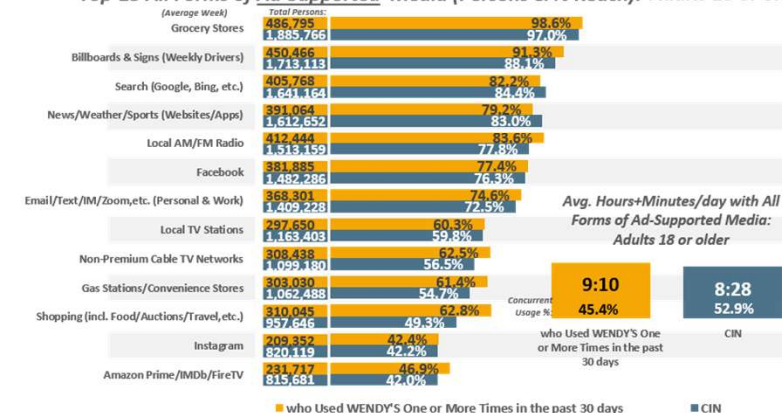
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 467
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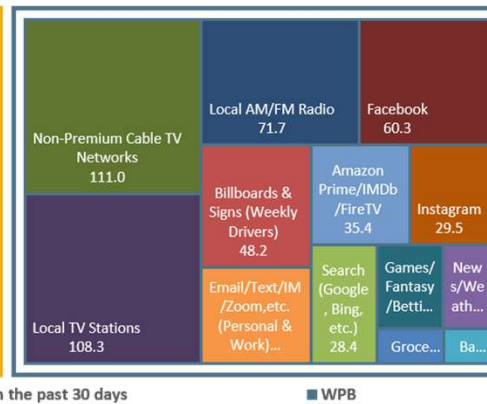
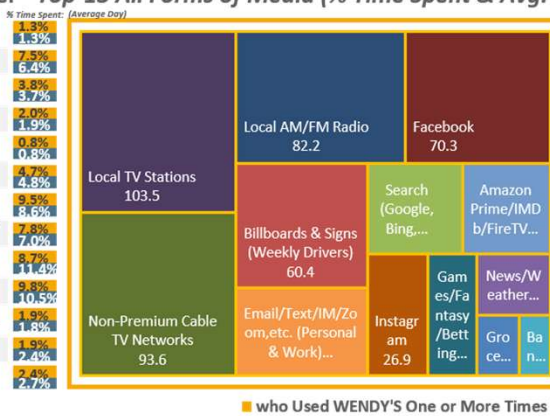
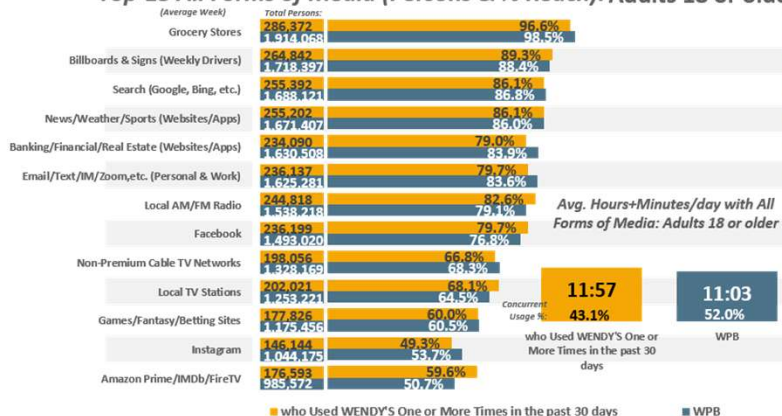
Quick service restaurants used past 30 days: Wendy's



Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 79.8 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

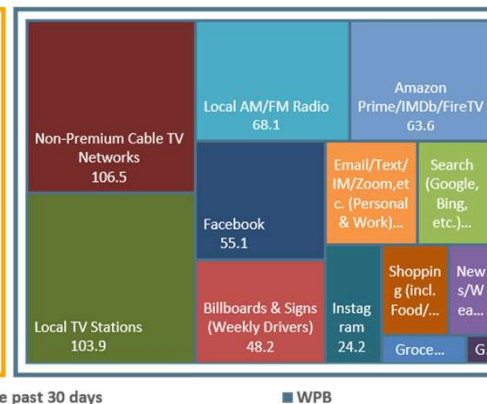
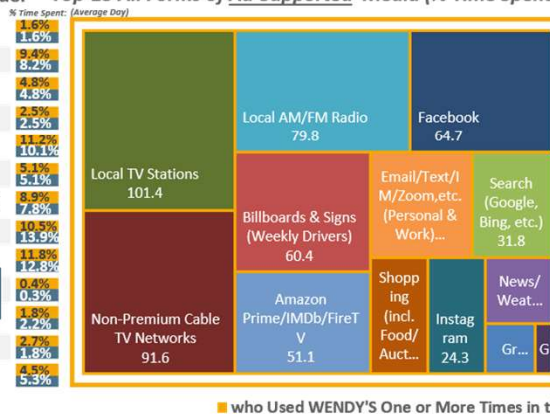
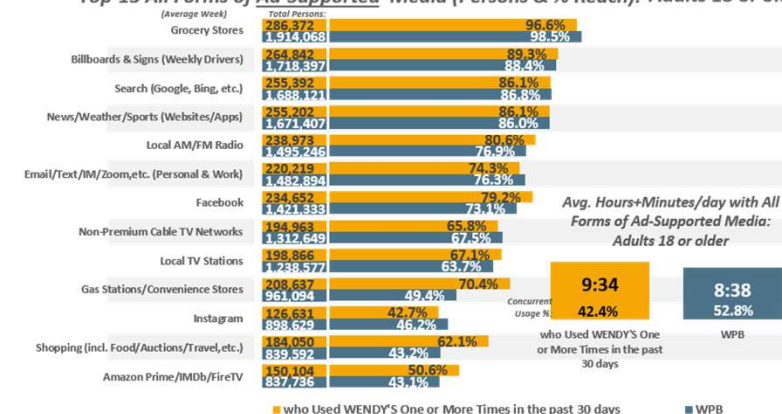
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

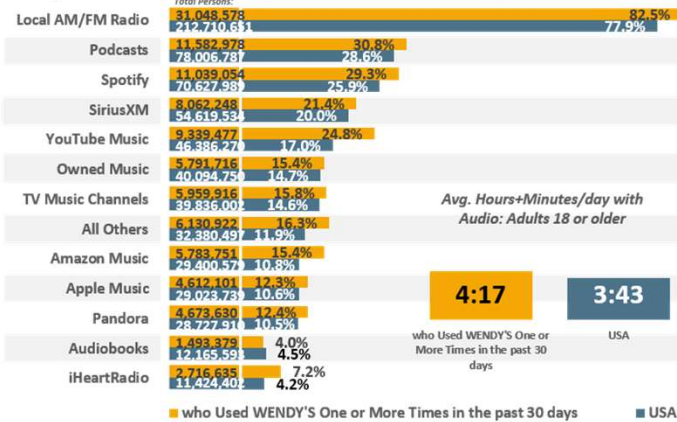
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



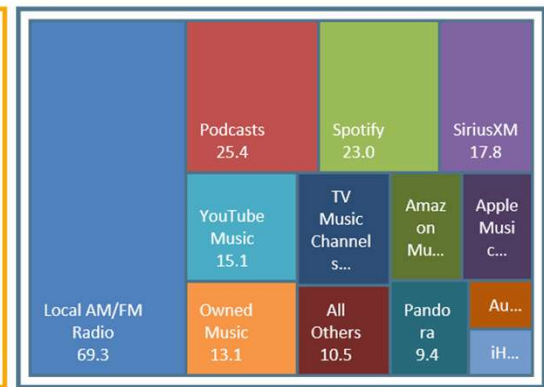
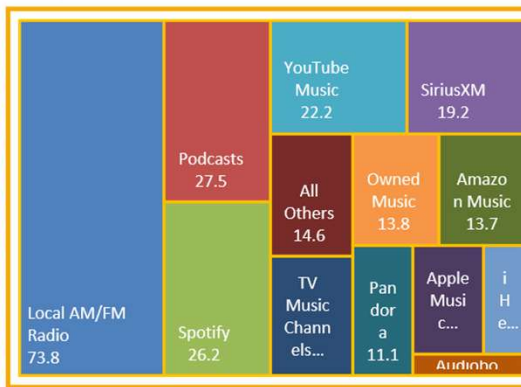


29,894,378 or 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

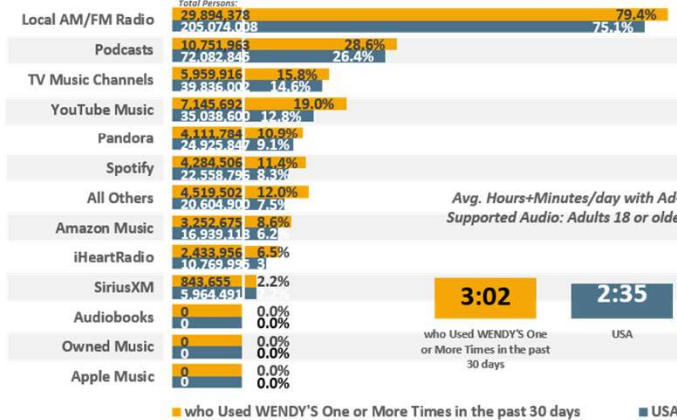
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



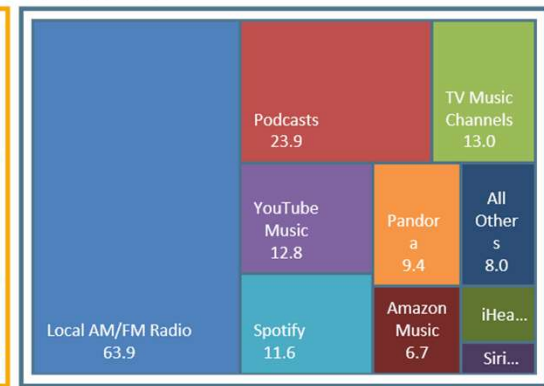
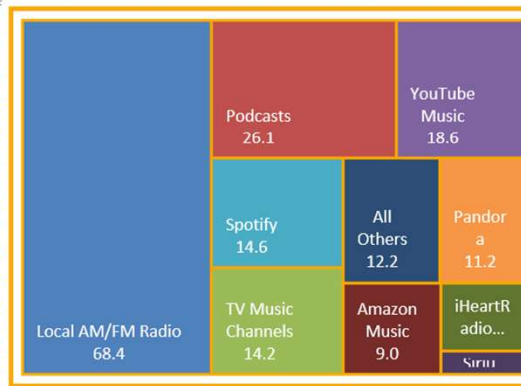
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

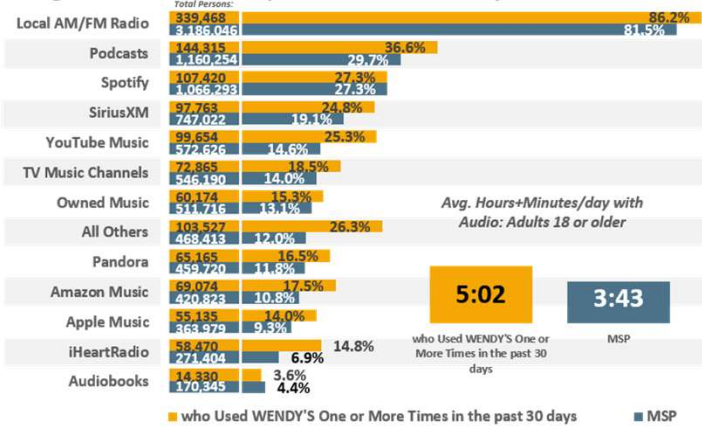
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

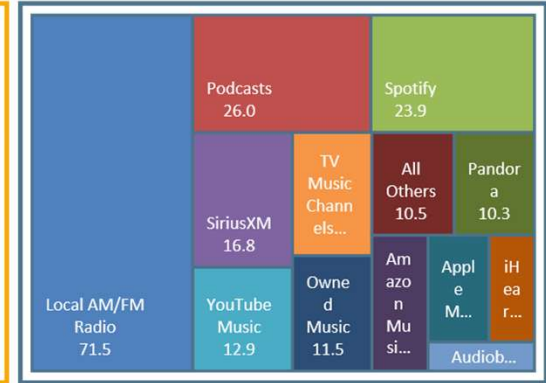
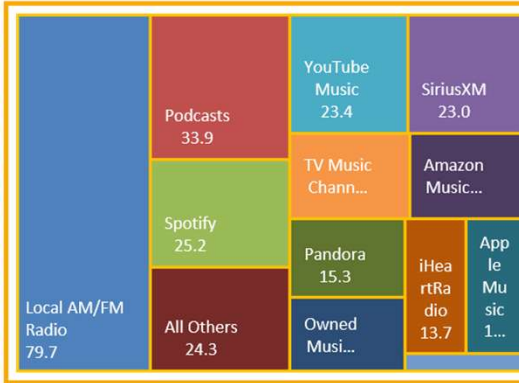


319,726 or 81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Audio.

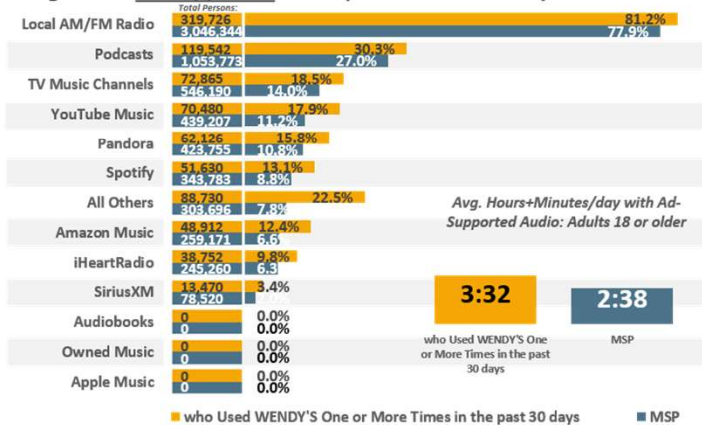
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



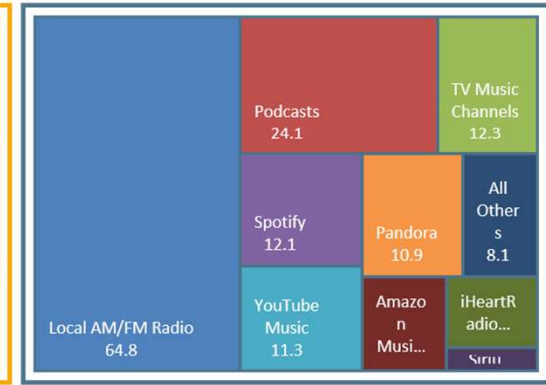
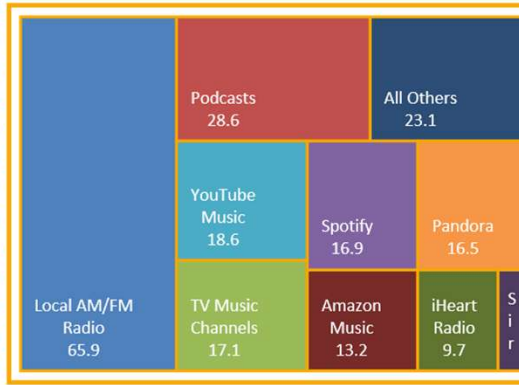
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



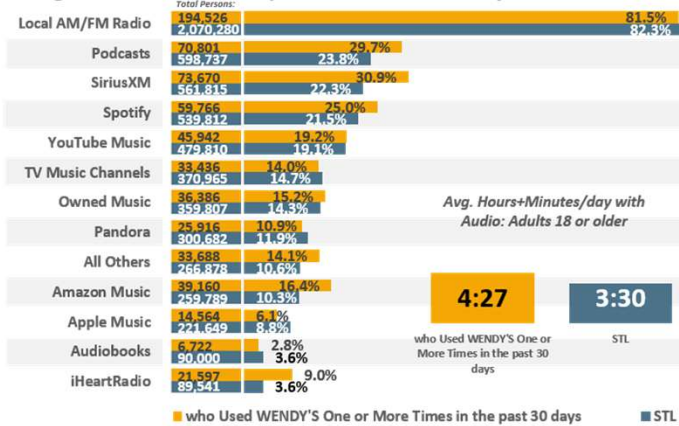
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



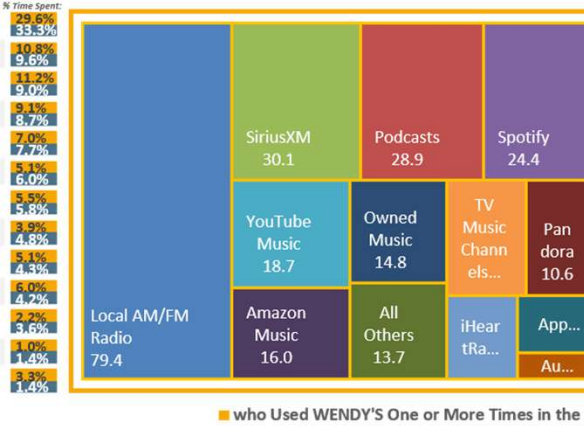


188,943 or 79.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.2 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

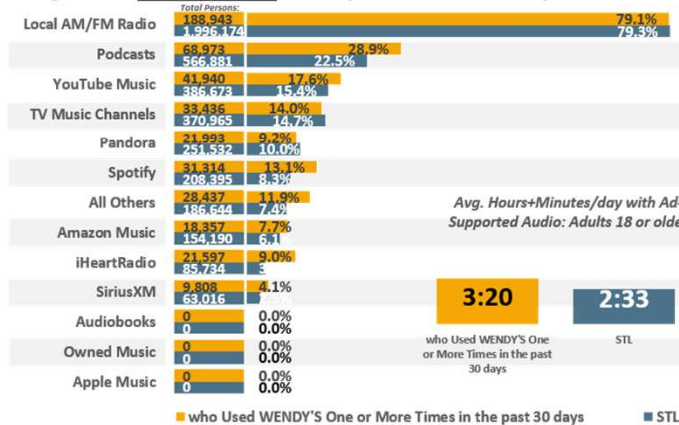
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



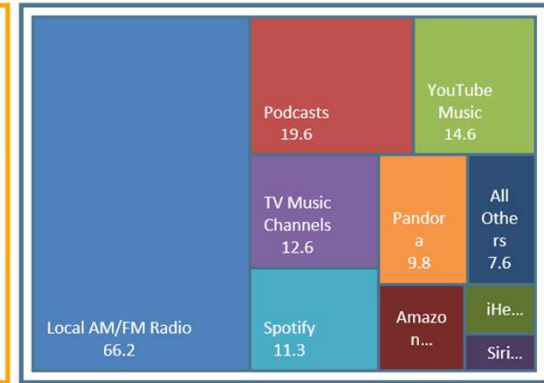
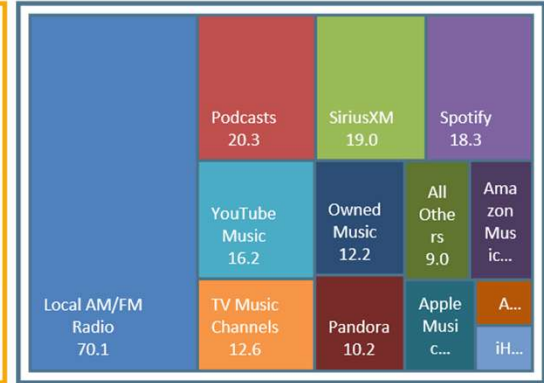
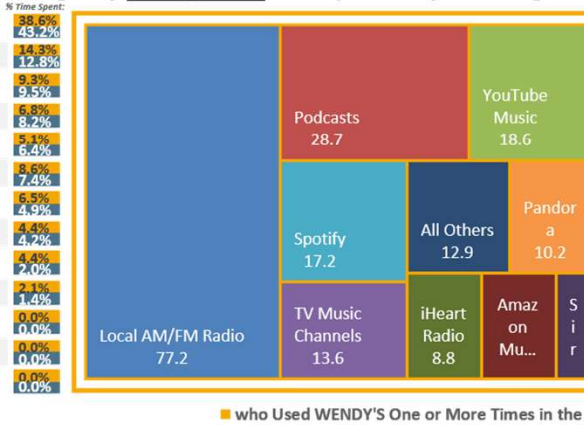
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



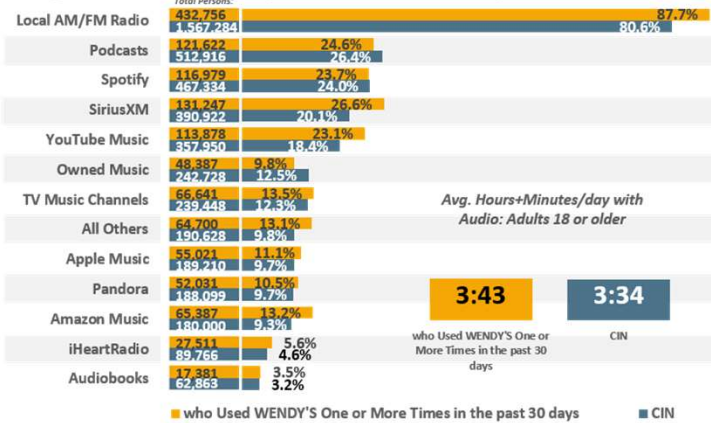
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



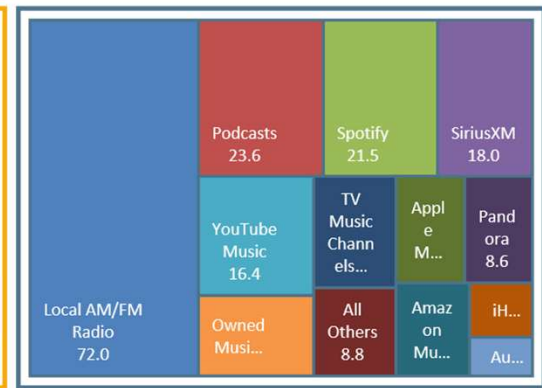
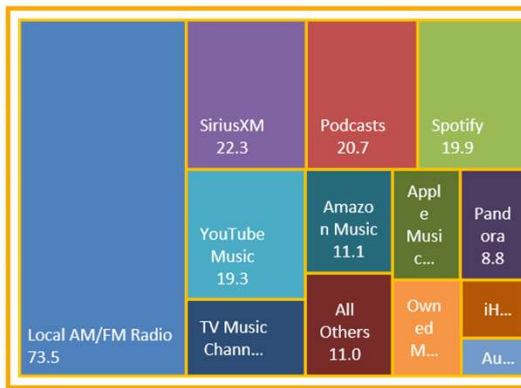


412,444 or 83.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

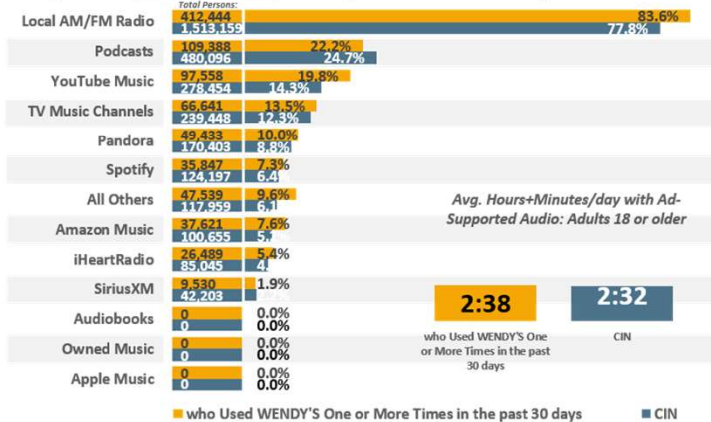
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



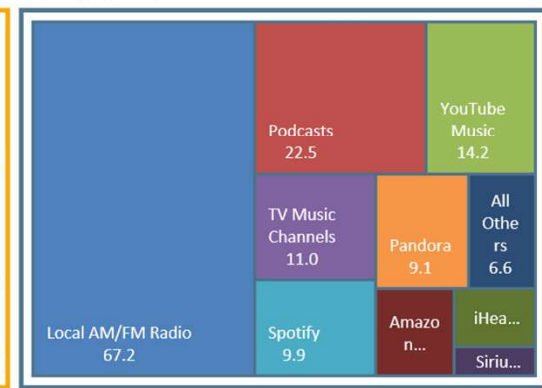
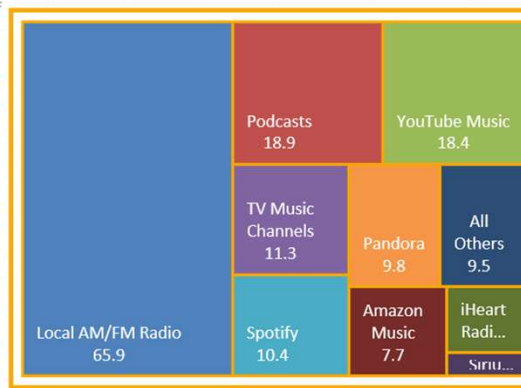
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



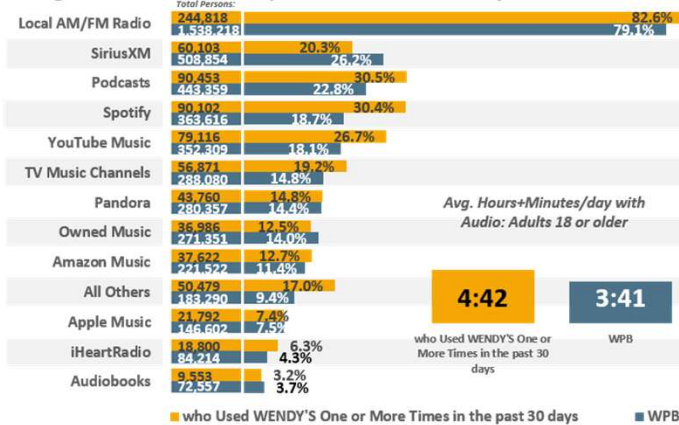
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



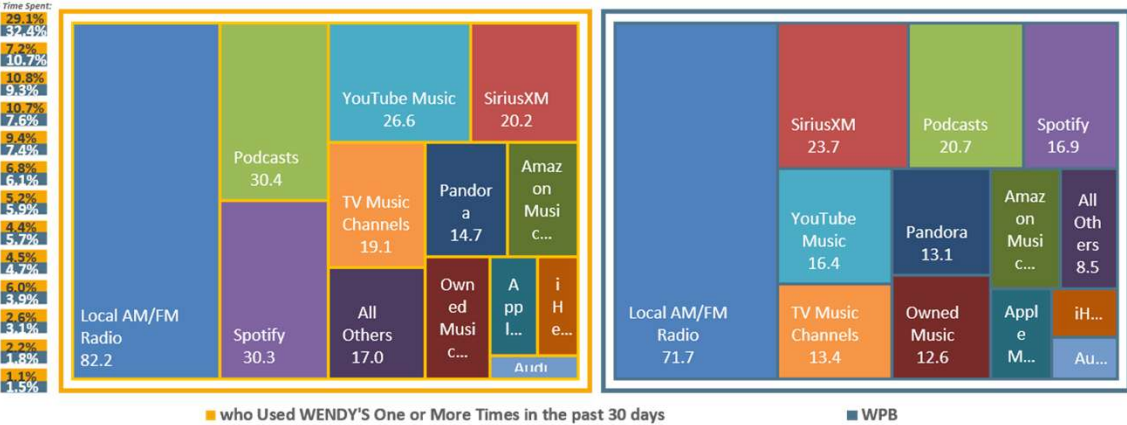


238,973 or 80.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

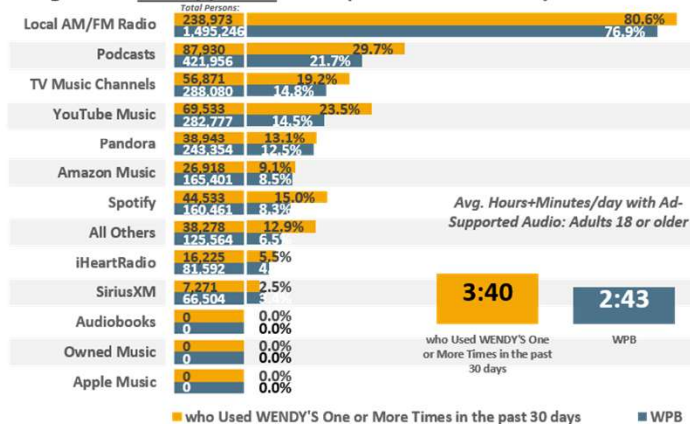
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



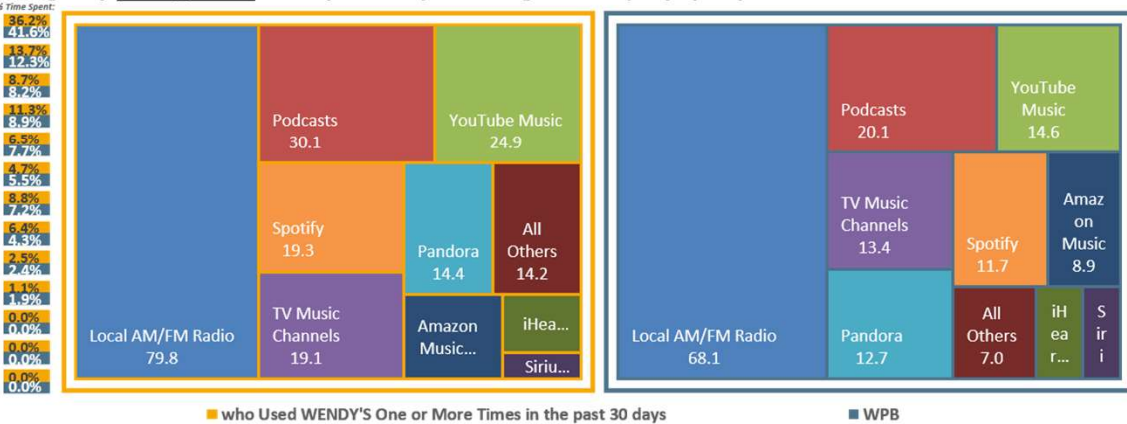
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

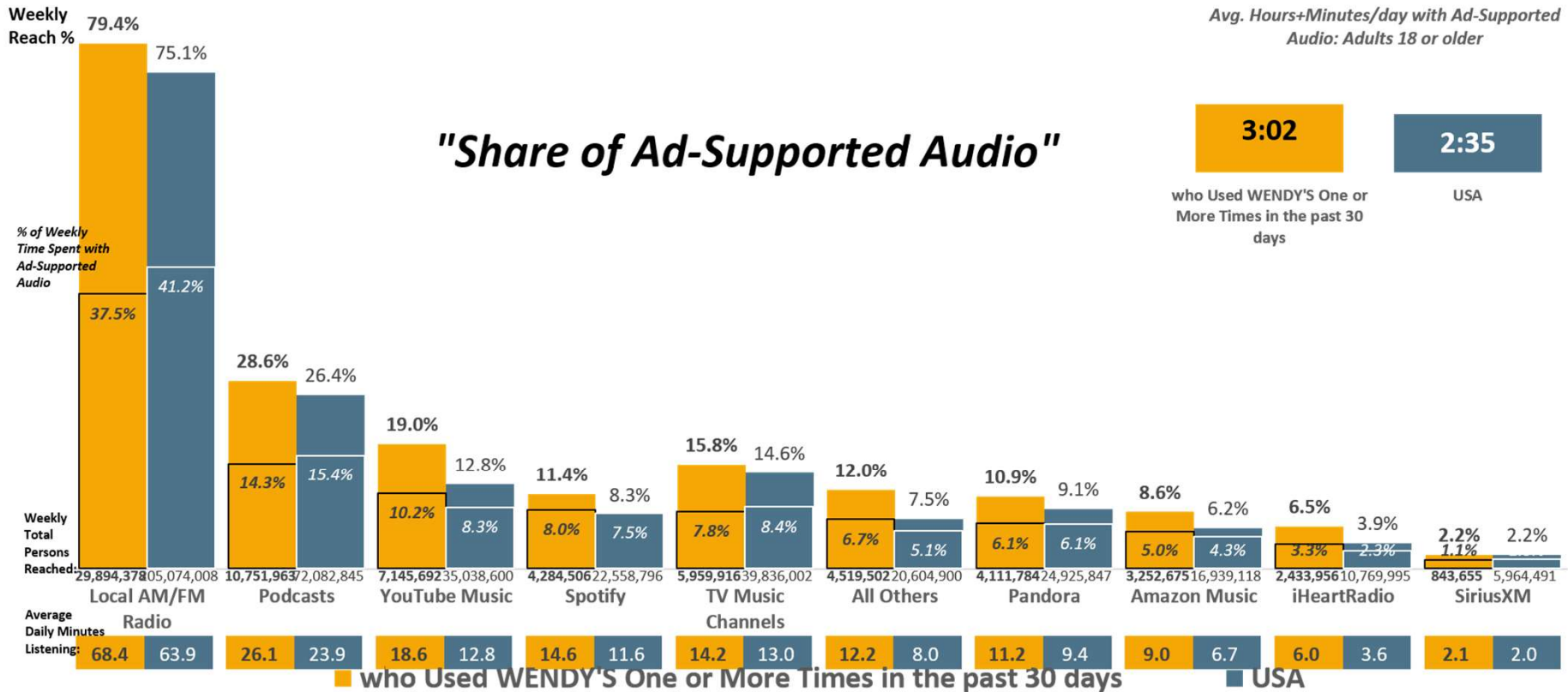


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



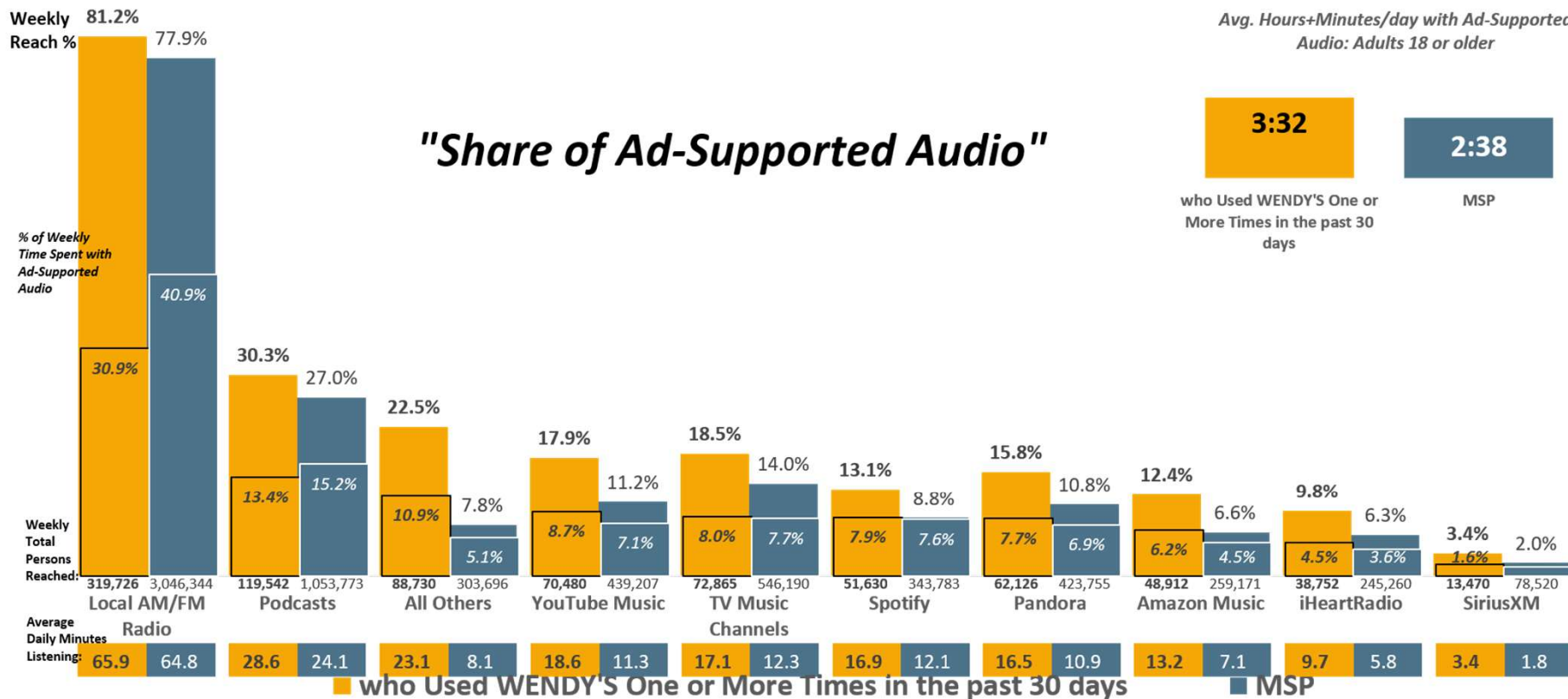


29,894,378 or 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.





319,726 or 81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 30.9% of all time spent daily with Ad-Supported Audio.





188,943 or 79.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.2 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

79.1% 79.3%

% of Weekly Time Spent with Ad-Supported Audio

38.6% 43.2%

Weekly Total Persons Reached:

188,943 1,996,174

Average Daily Minutes Listening:

77.2 66.2

"Share of Ad-Supported Audio"

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

3:20

2:33

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

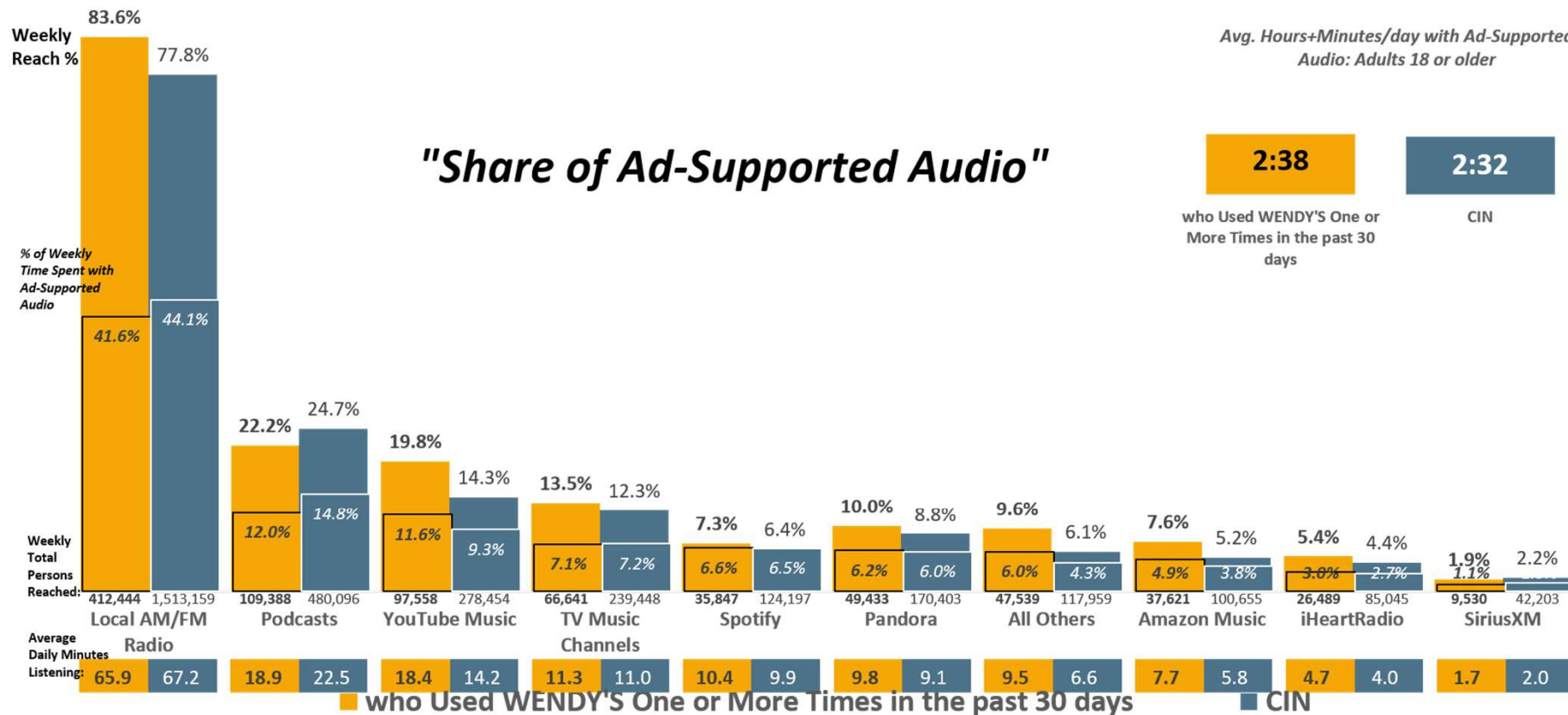
STL

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

STL

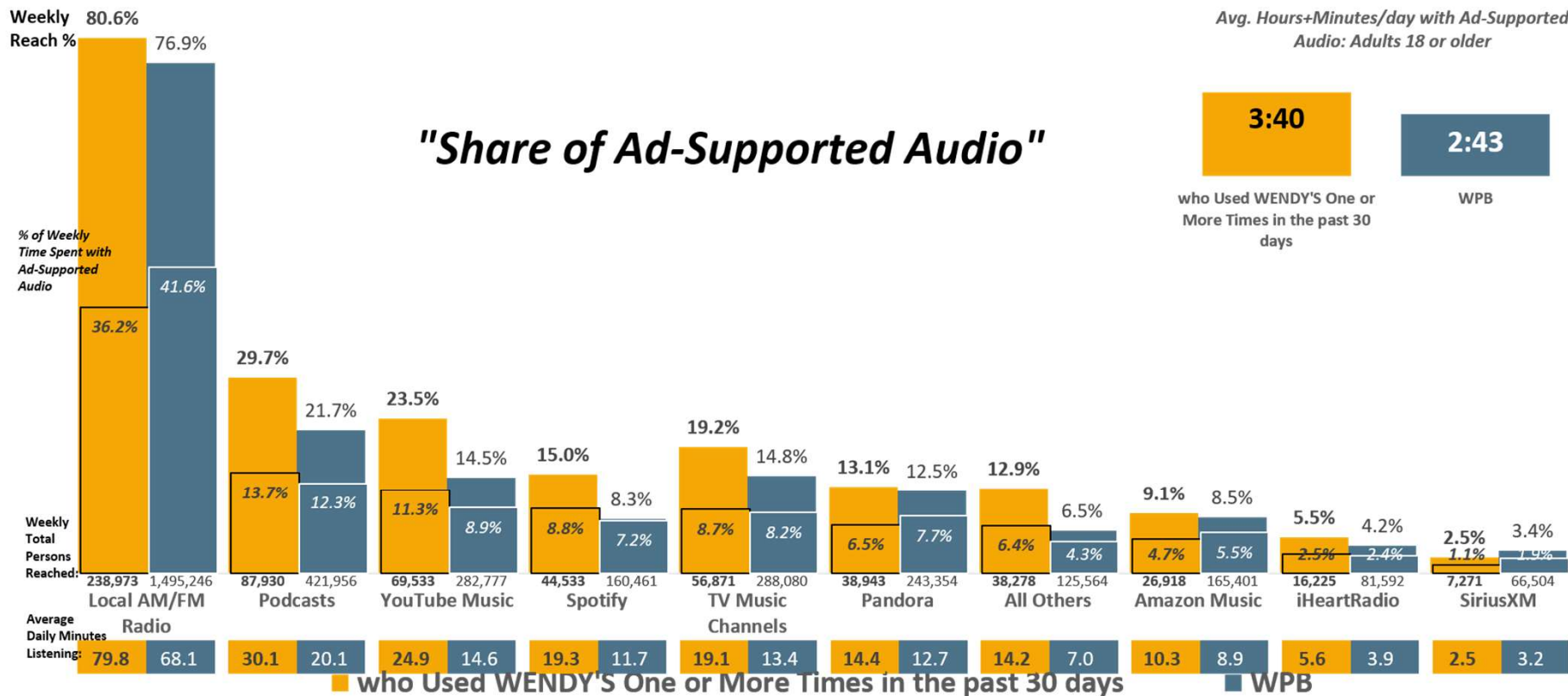


412,444 or 83.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.





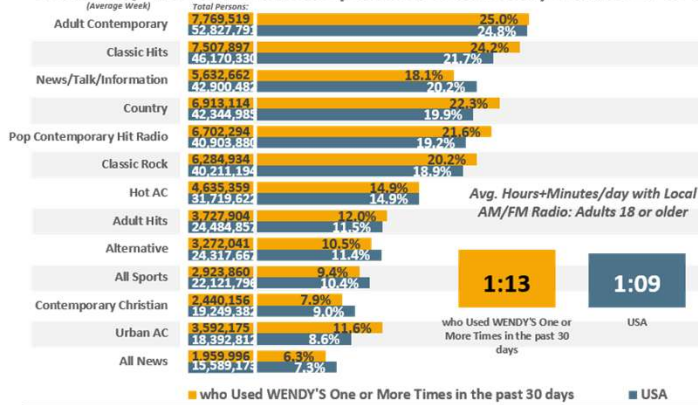
238,973 or 80.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 79.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



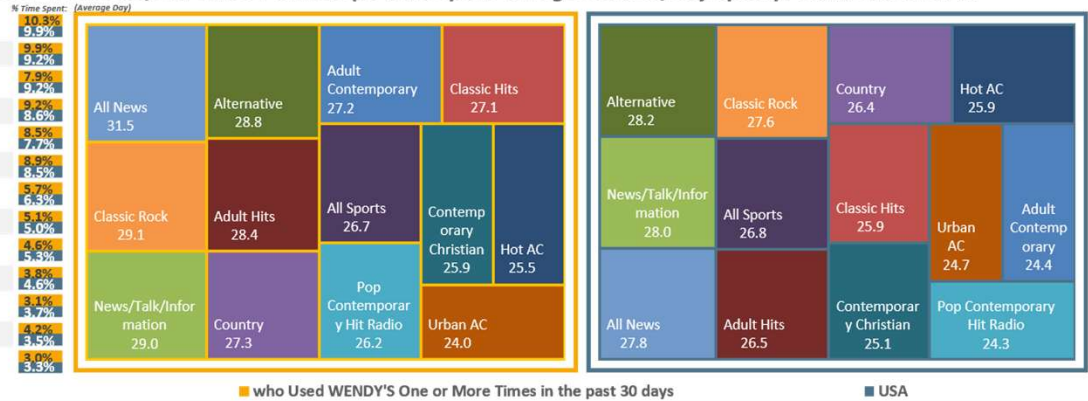


29,894,378 or 79.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

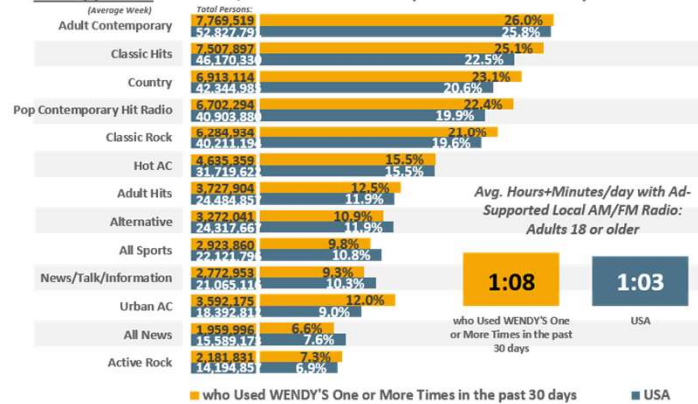
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



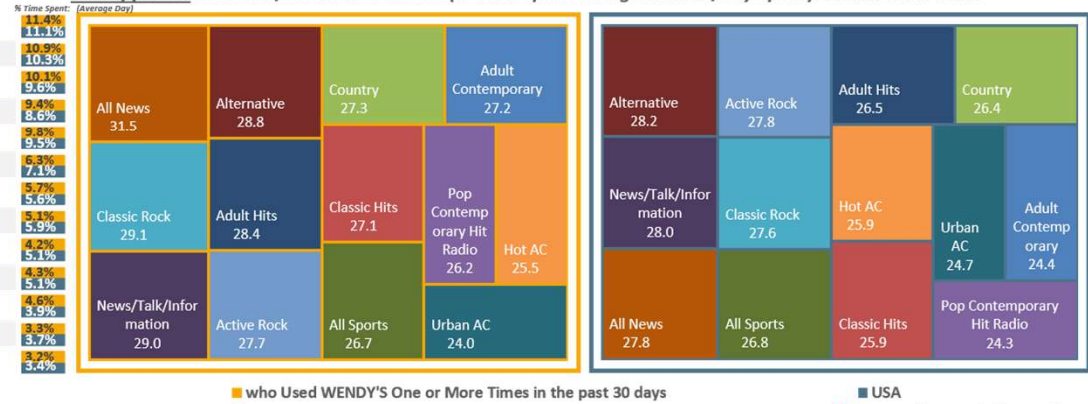
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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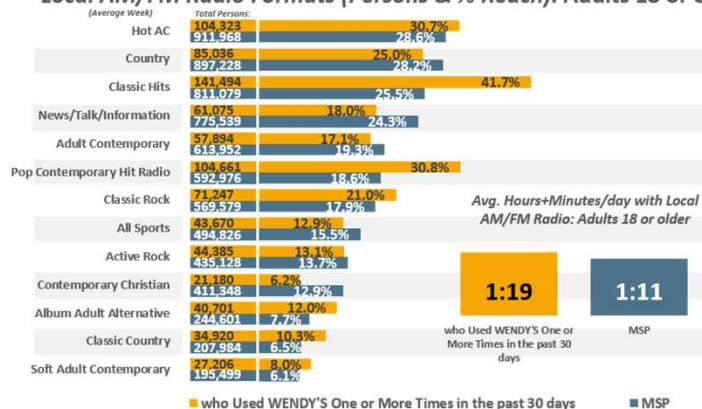
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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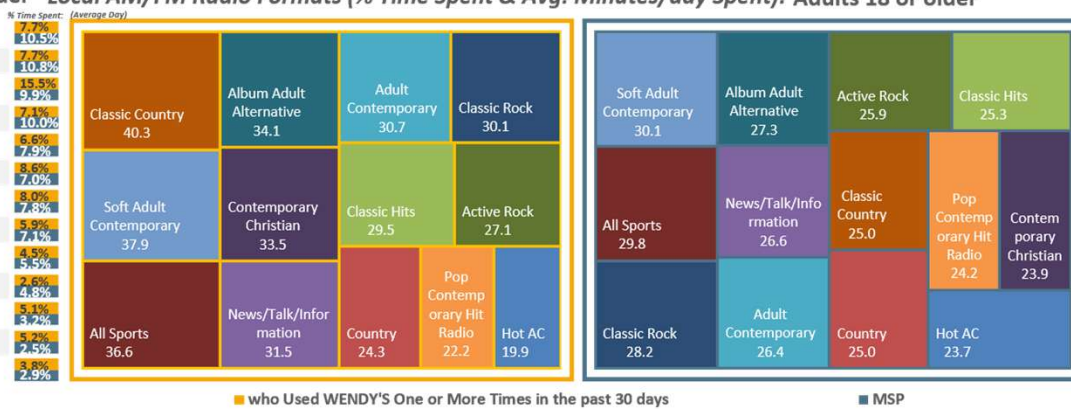


319,726 or 81.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Hot AC, Country, and Classic Rock.

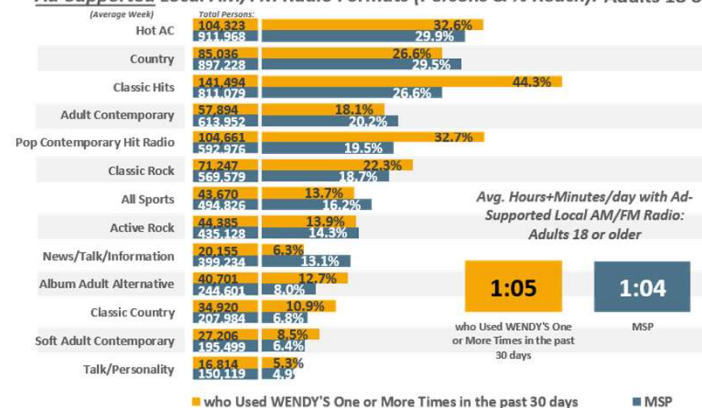
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



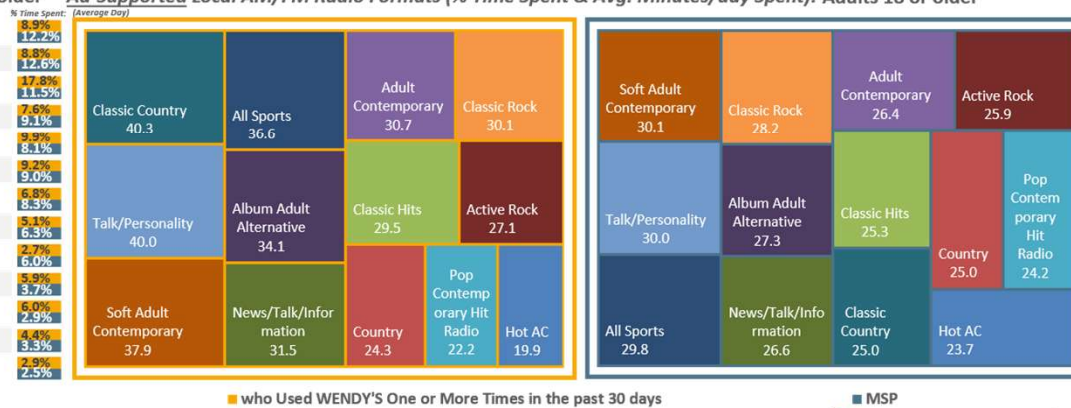
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



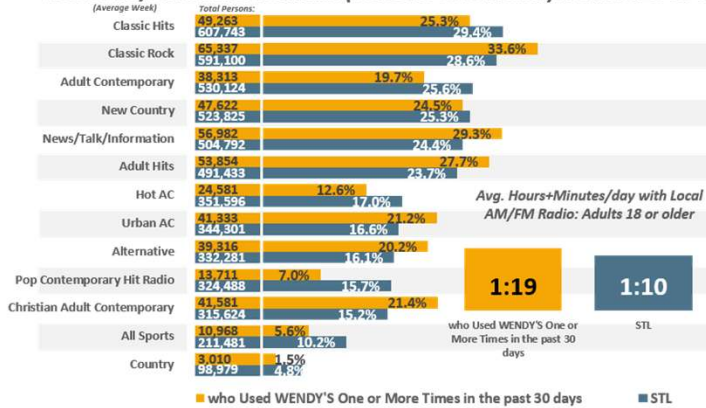
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



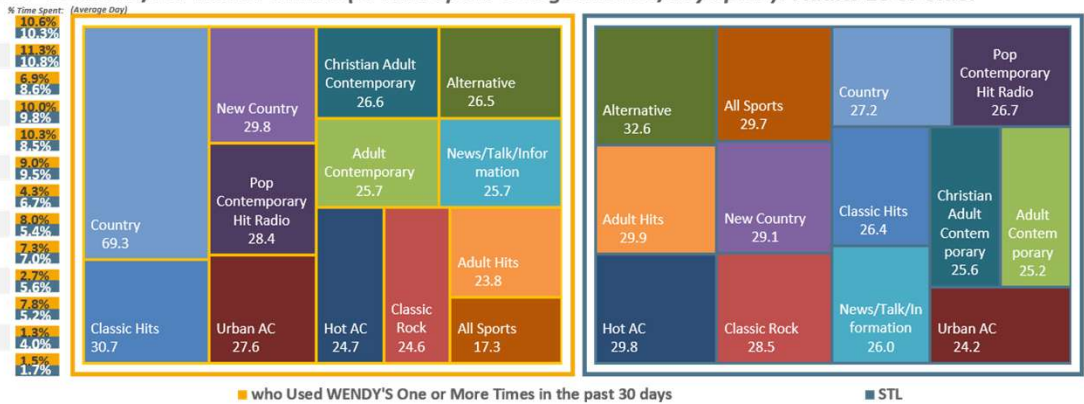


188,943 or 79.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, News/Talk/Information, Classic Hits, and New Country.

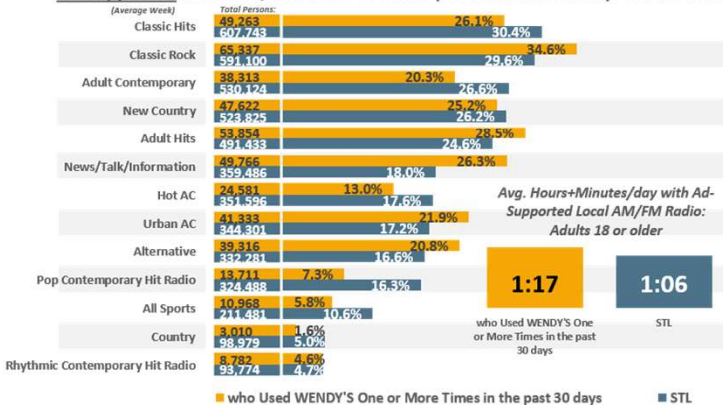
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



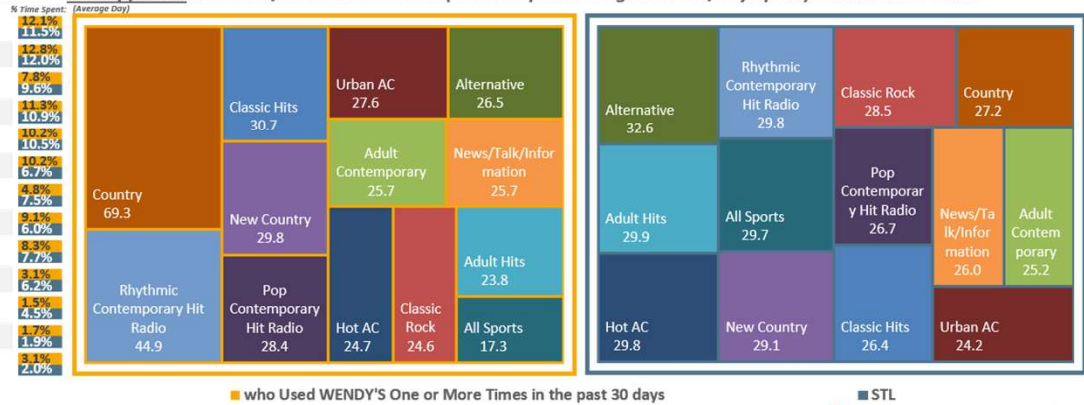
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



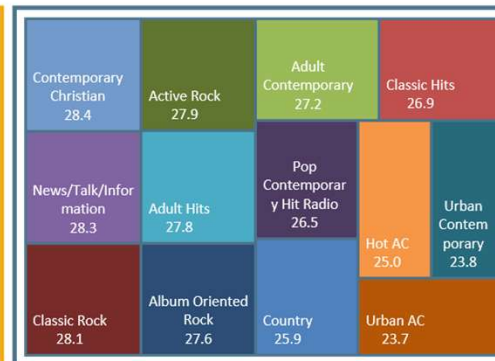
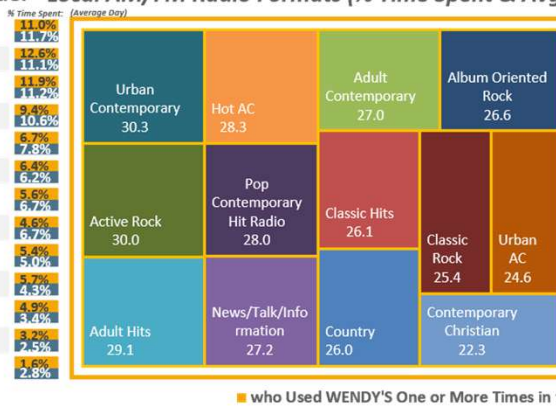
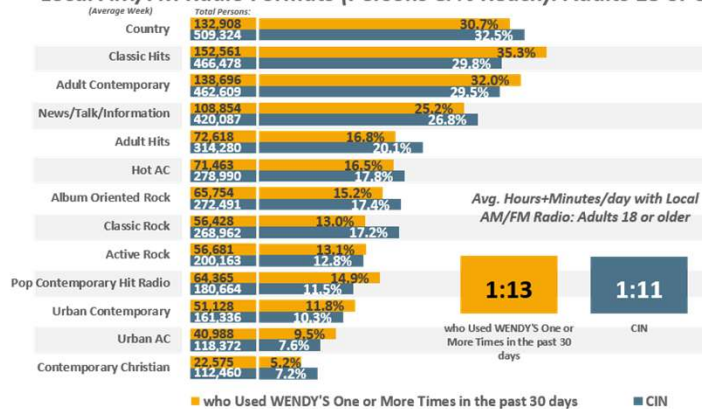
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



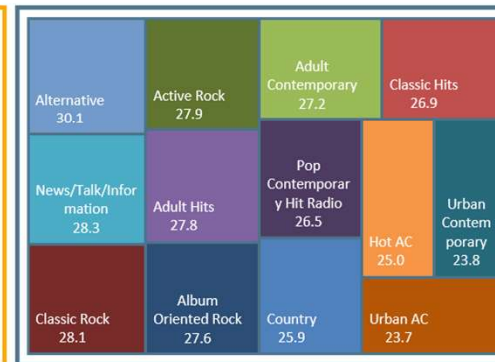
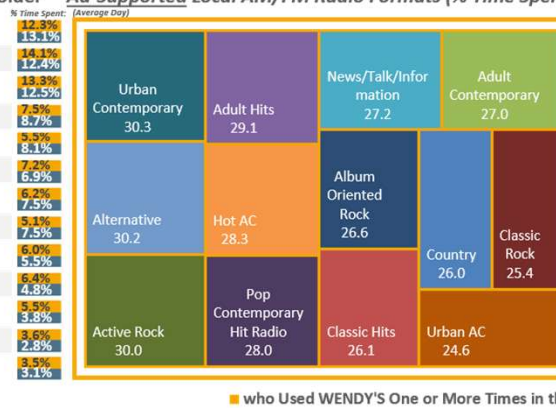
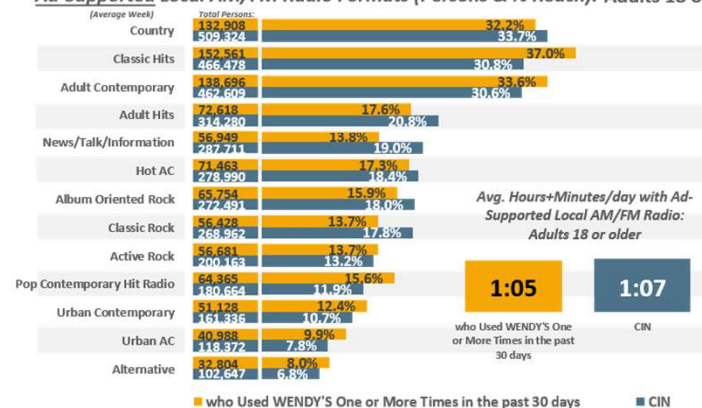


412,444 or 83.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Adult Hits, and Hot AC.

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



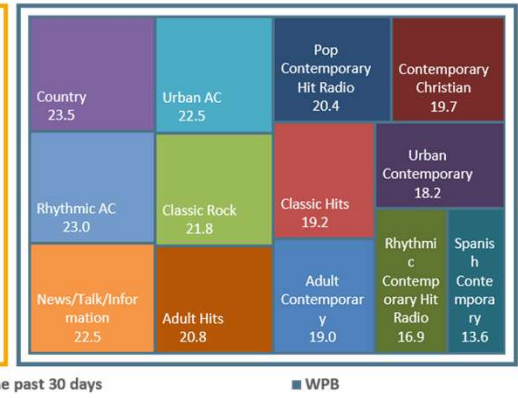
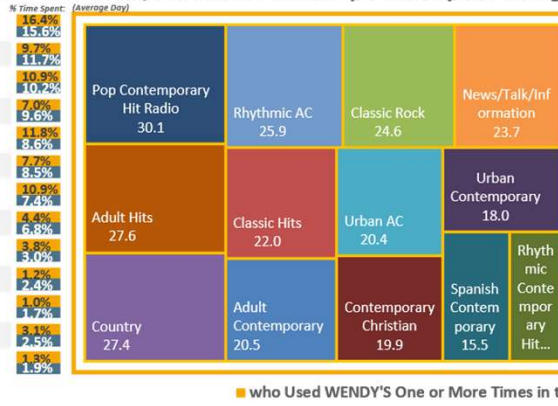
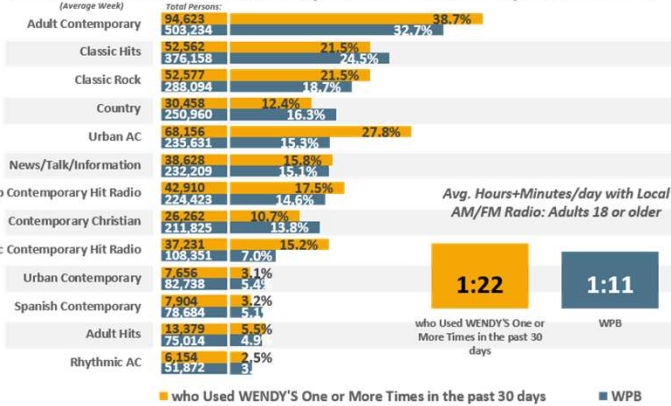
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



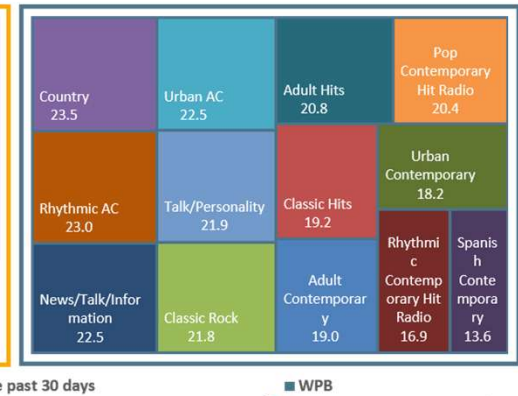
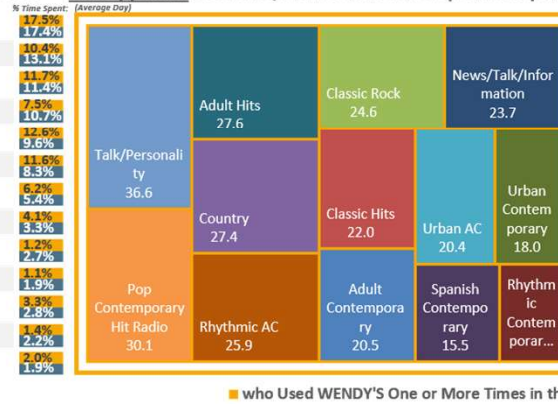
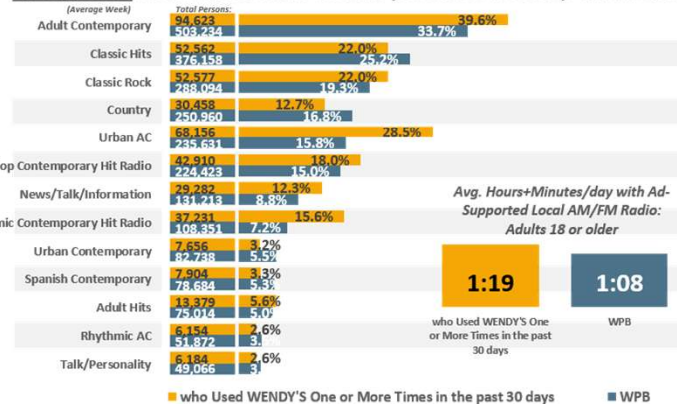


238,973 or 80.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

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



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

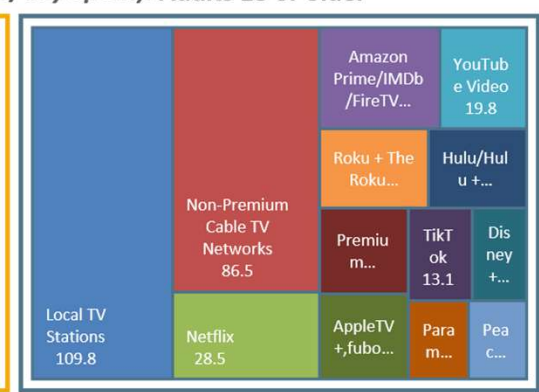
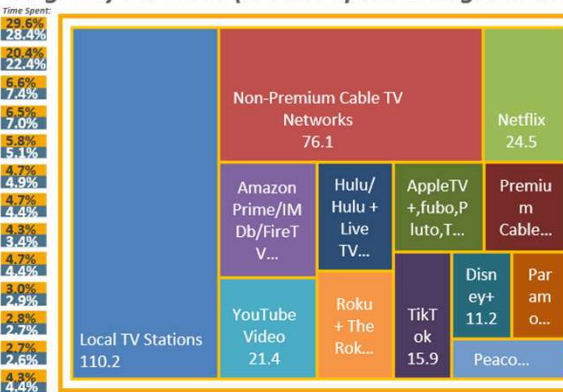
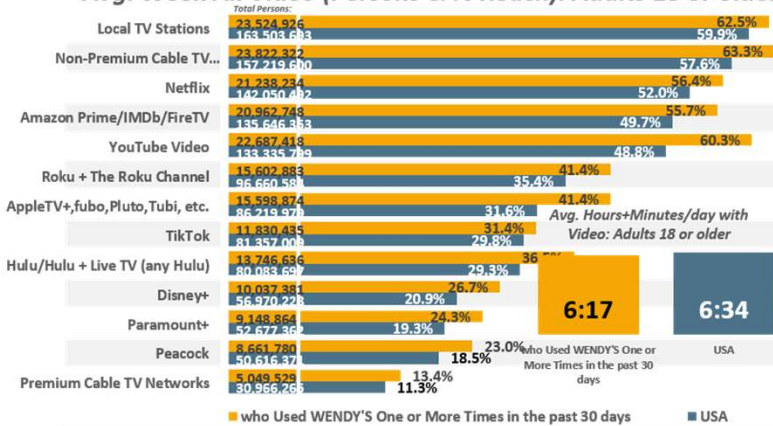




23,108,066 or 61.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

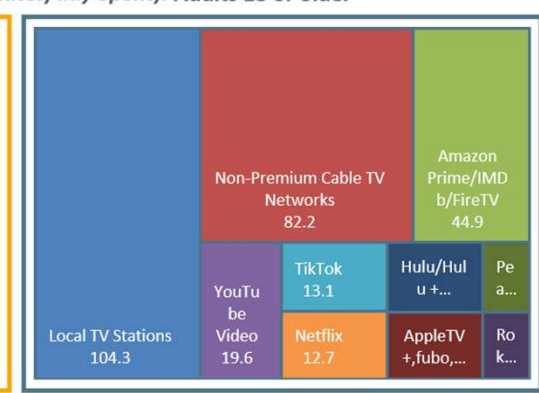
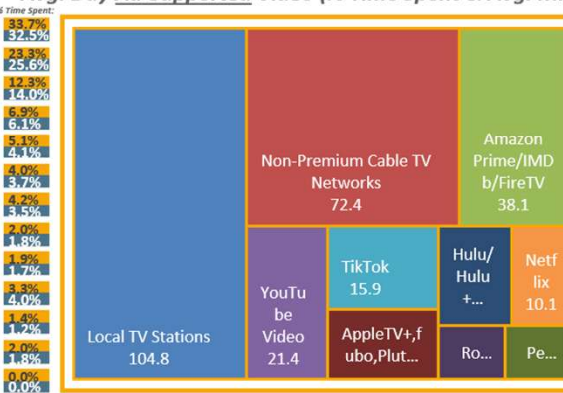
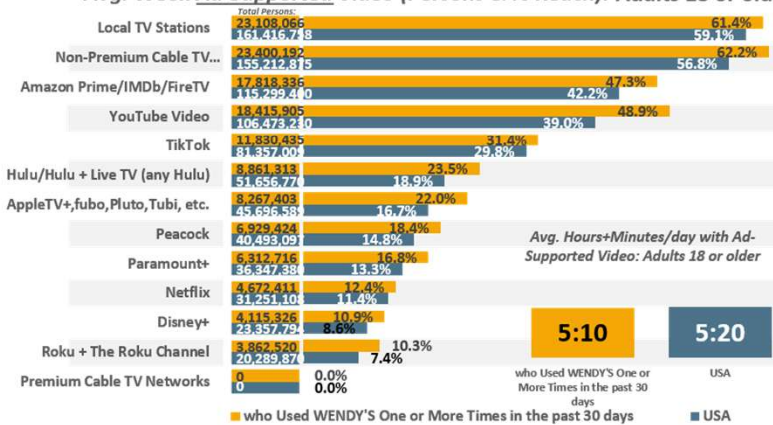
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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

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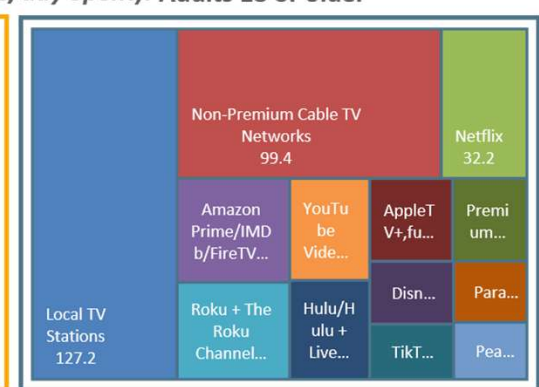
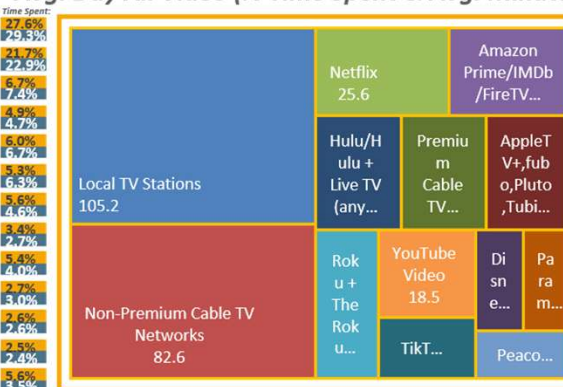
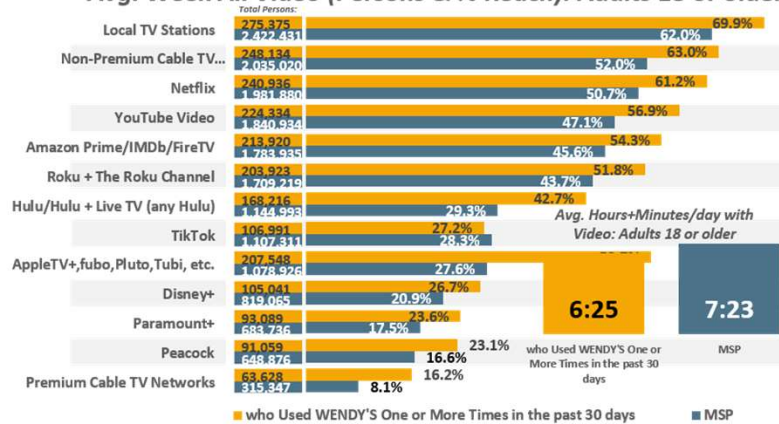
Quick service restaurants used past 30 days: Wendy's



267,818 or 68.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

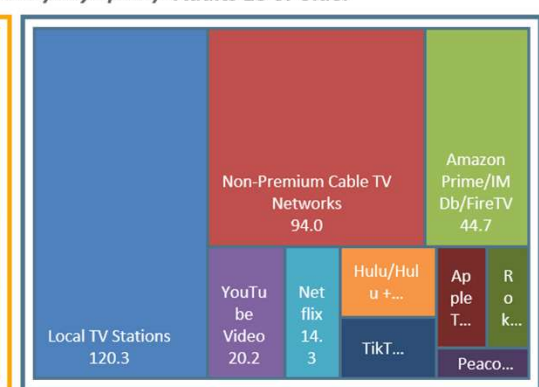
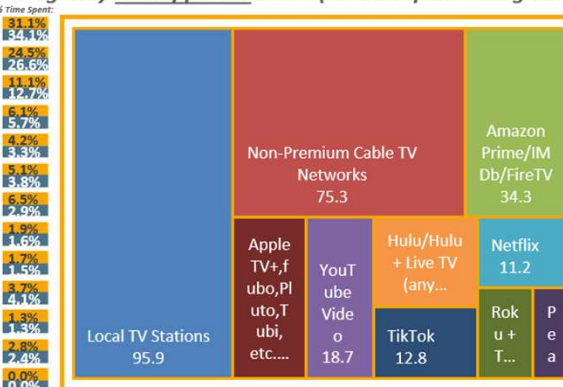
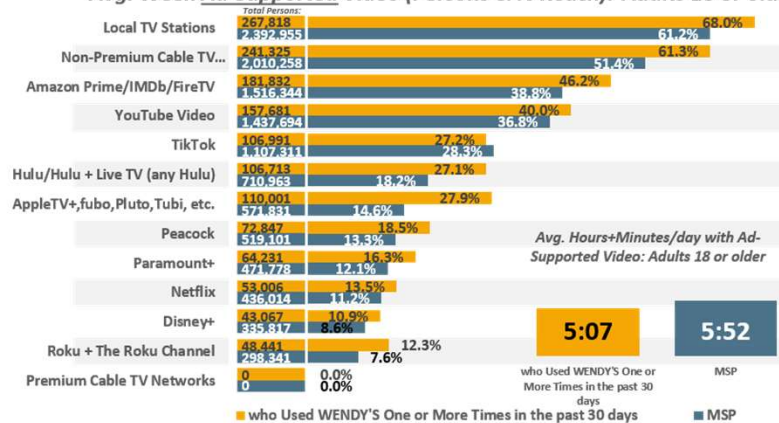
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 169
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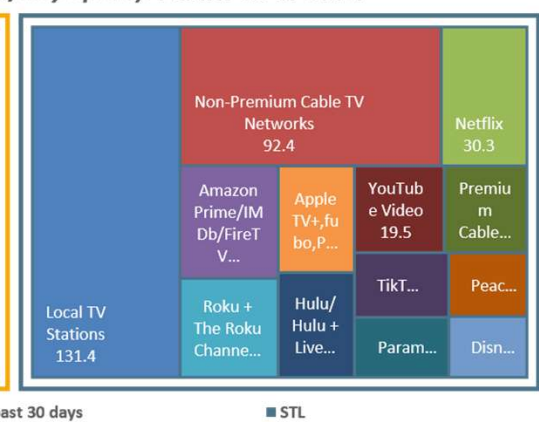
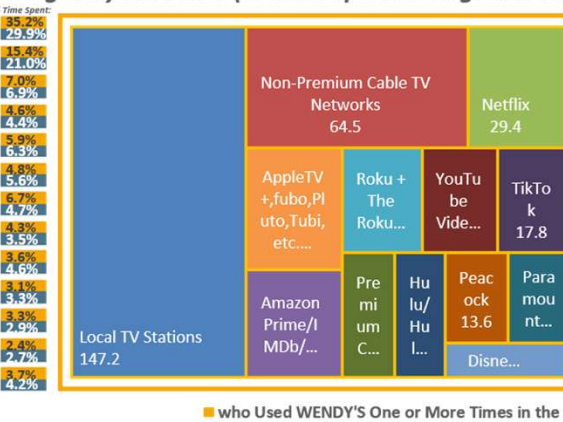
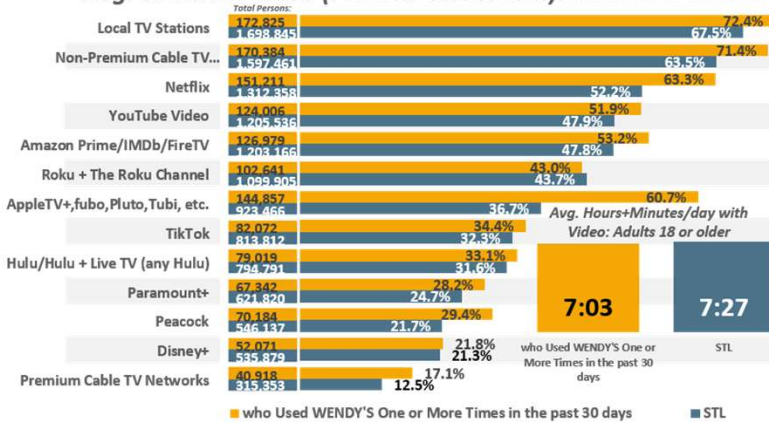
Quick service restaurants used past 30 days: Wendy's



170,328 or 71.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Video.

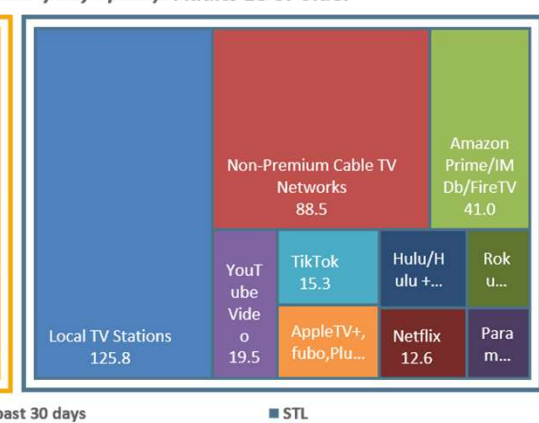
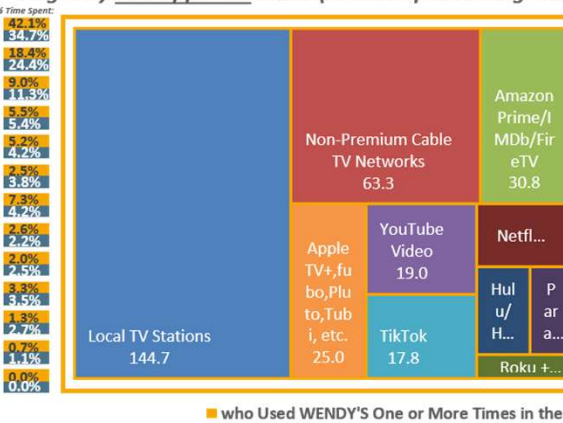
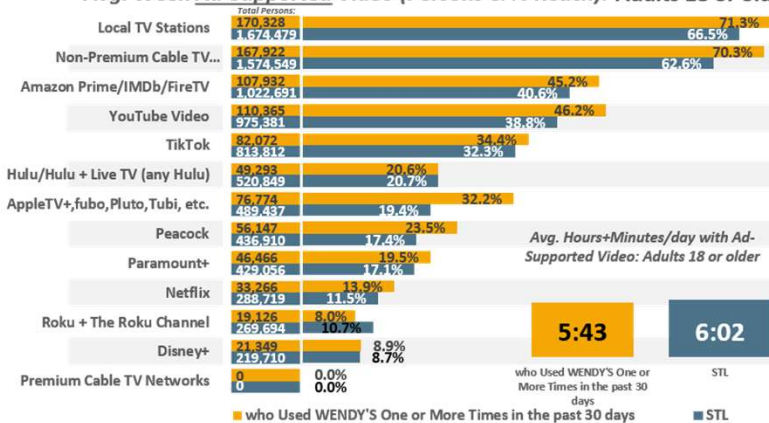
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 192
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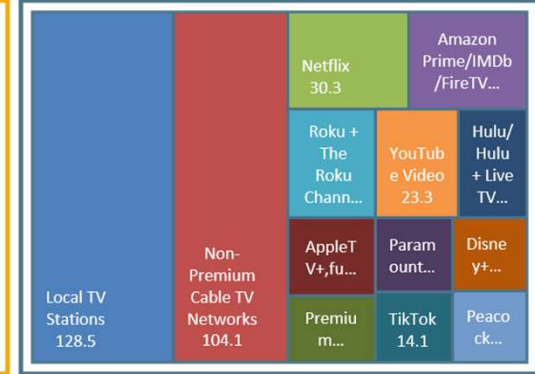
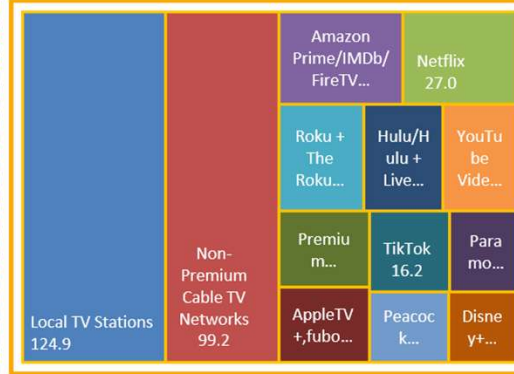
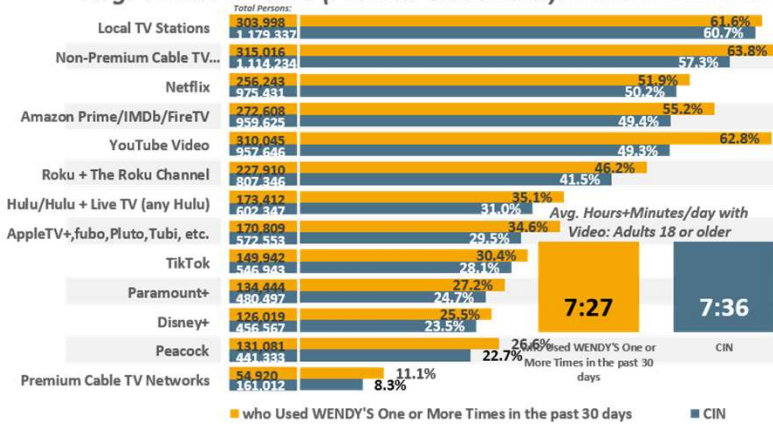
Quick service restaurants used past 30 days: Wendy's



297,650 or 60.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

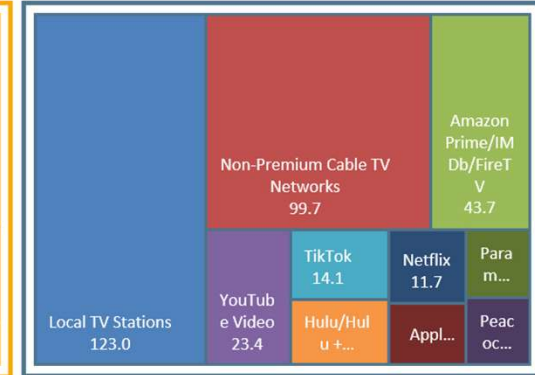
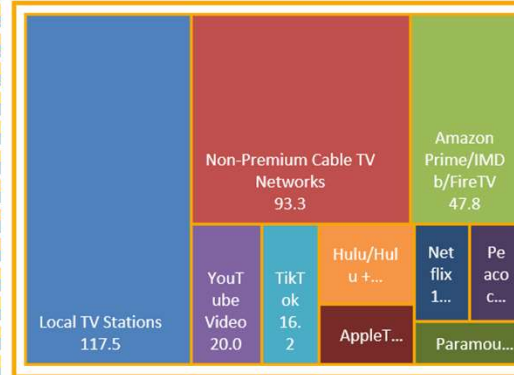
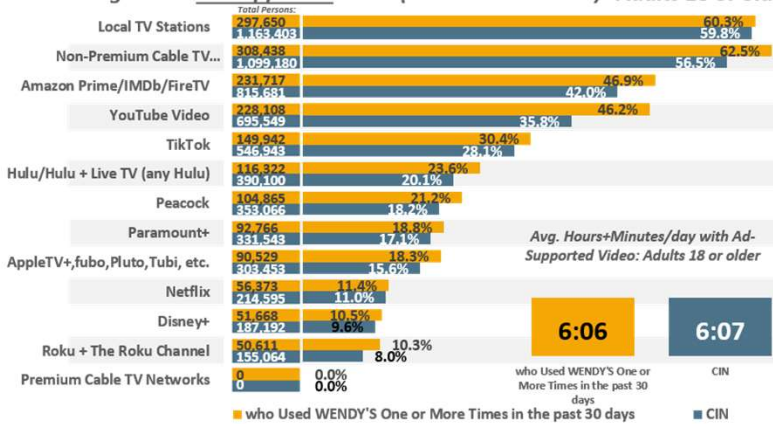
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 467
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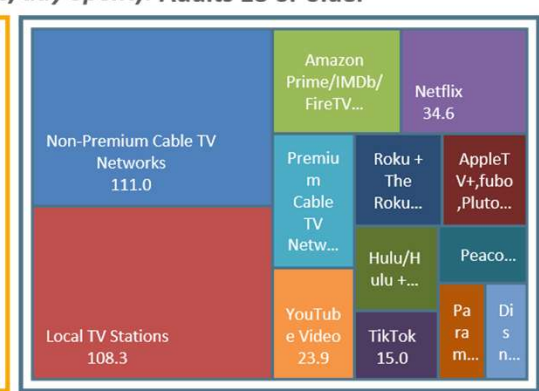
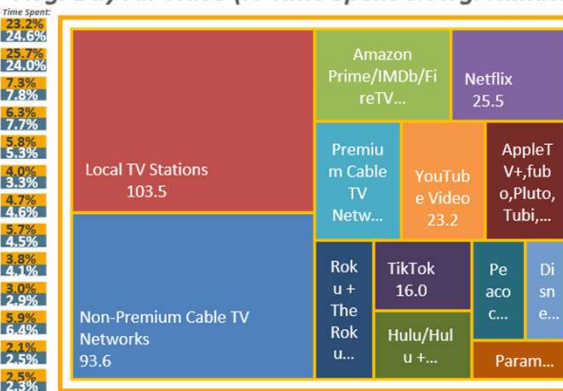
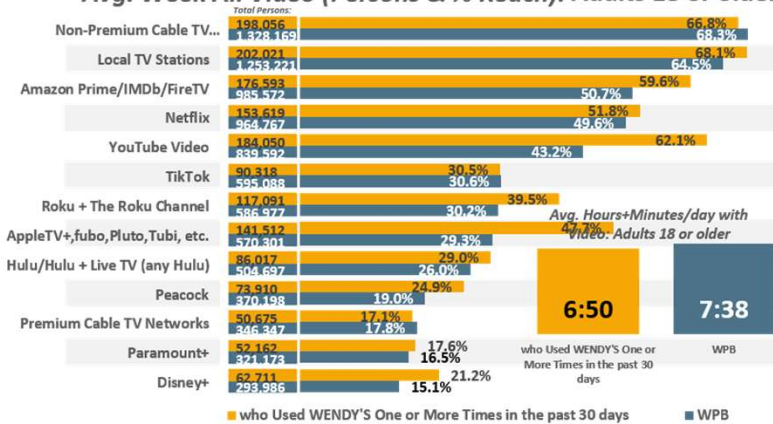
Quick service restaurants used past 30 days: Wendy's



198,866 or 67.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

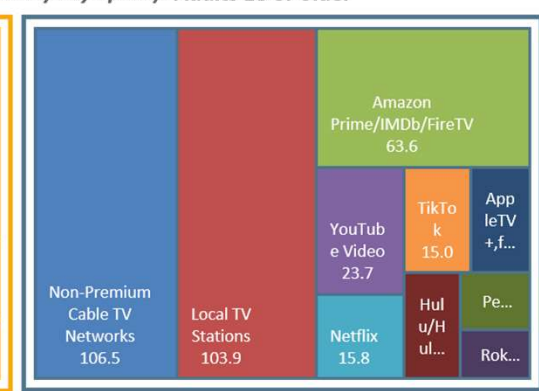
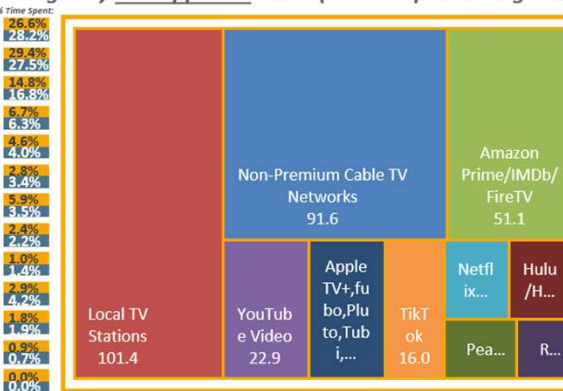
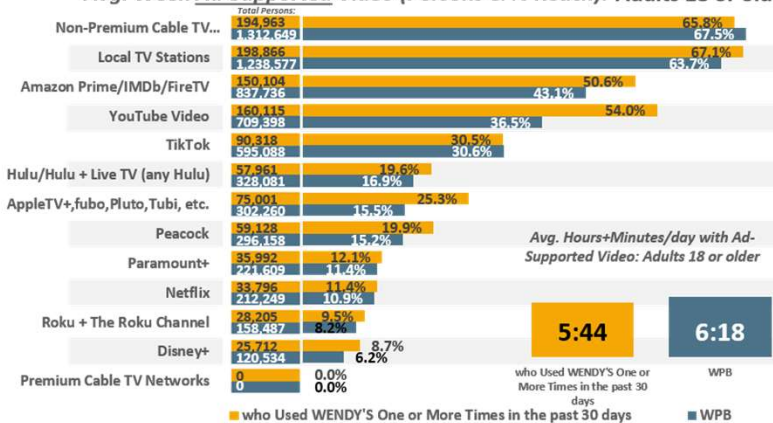
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



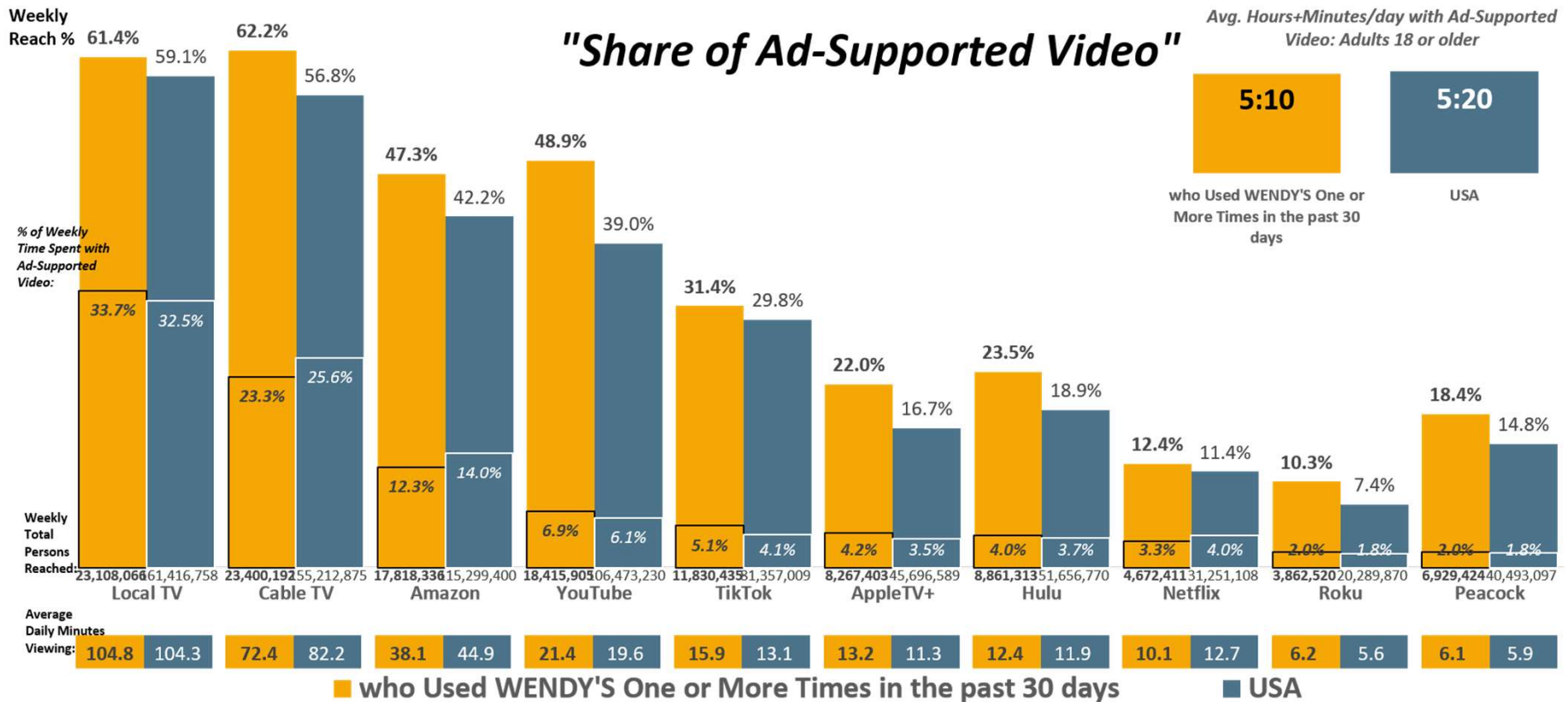
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 377
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Quick service restaurants used past 30 days: Wendy's



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



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

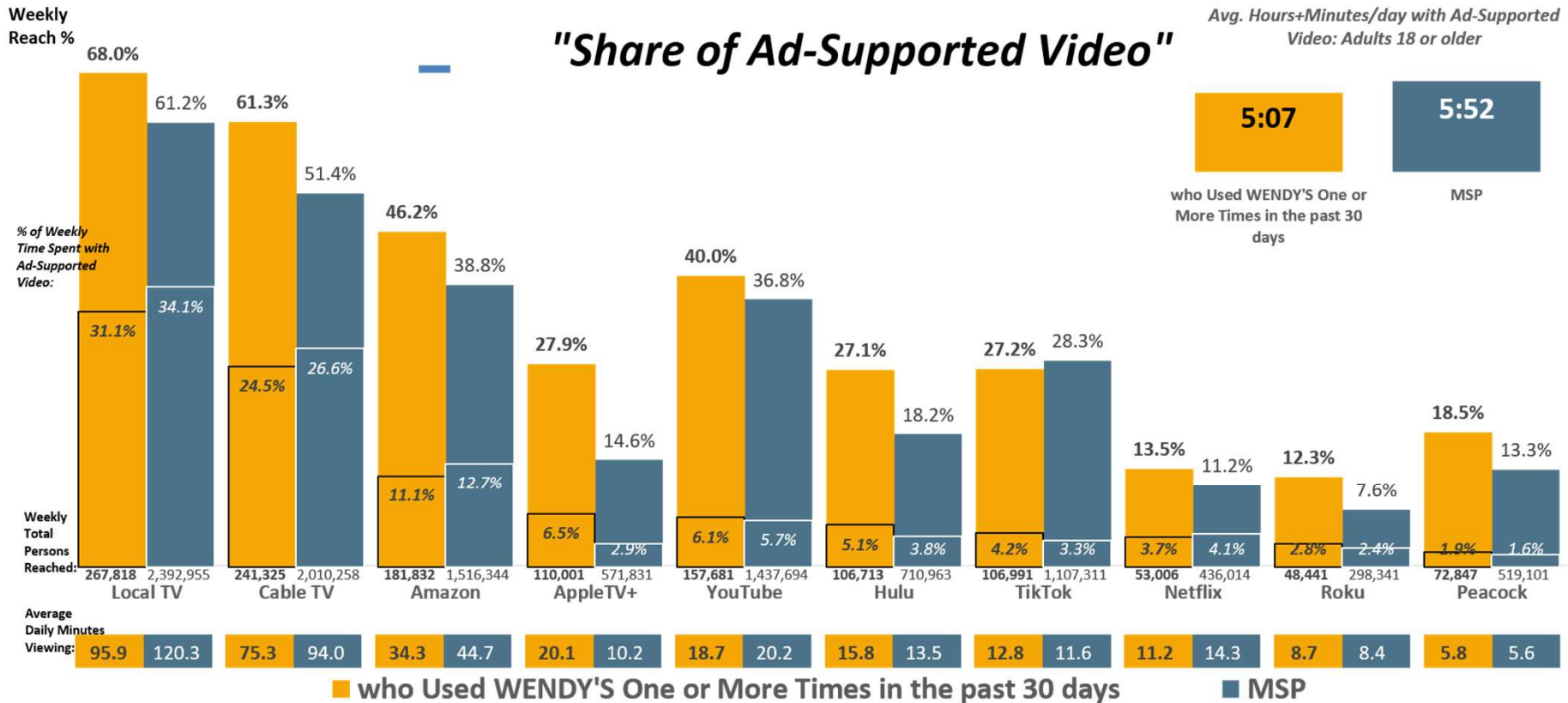
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Quick service restaurants used past 30 days: Wendy's



267,818 or 68.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 95.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

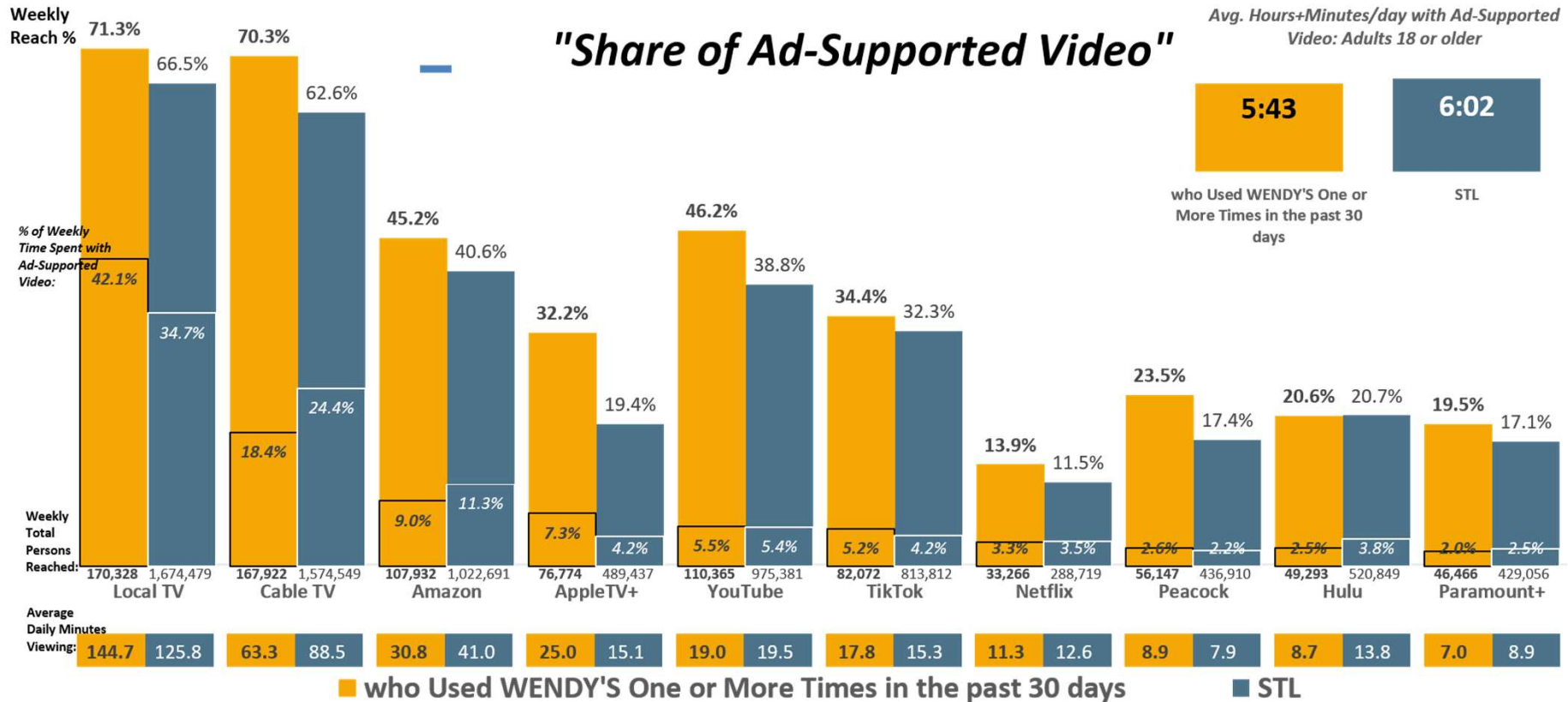
"Share of Ad-Supported Video"





170,328 or 71.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.7 minutes every day representing 42.1% of all time spent daily with Ad-Supported Video.

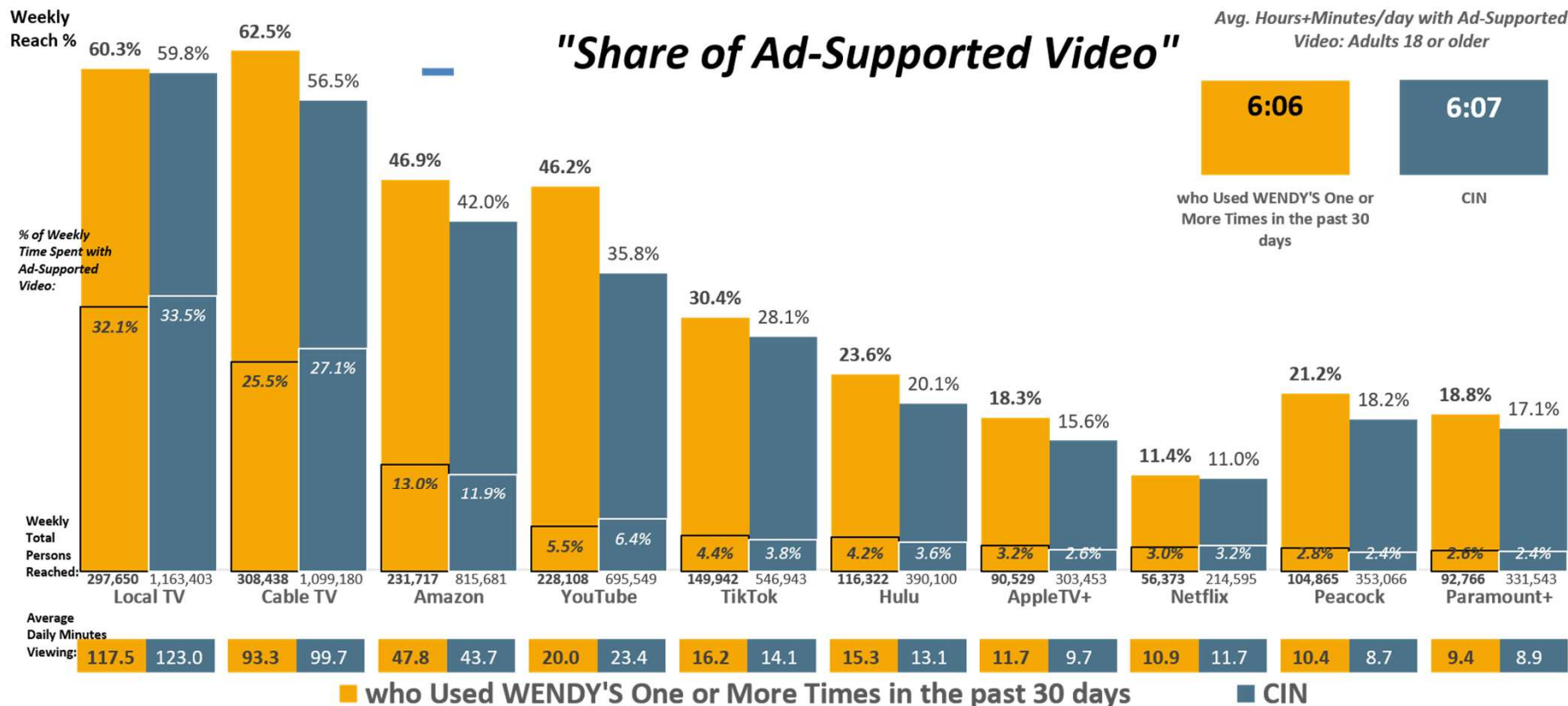
"Share of Ad-Supported Video"





297,650 or 60.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 117.5 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

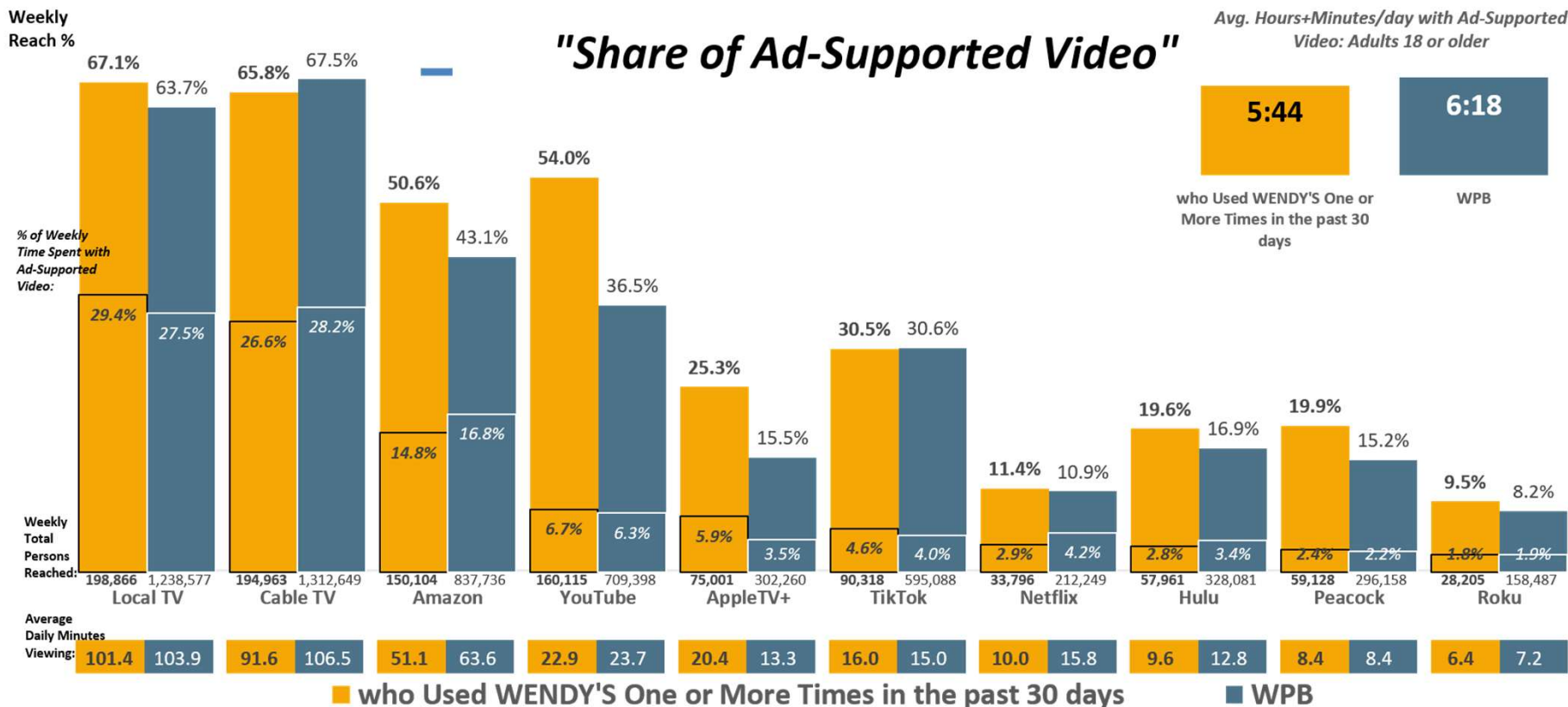
"Share of Ad-Supported Video"





198,866 or 67.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

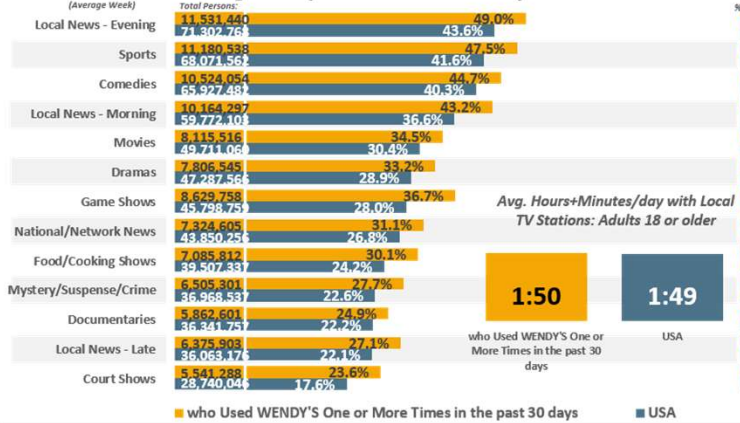
"Share of Ad-Supported Video"



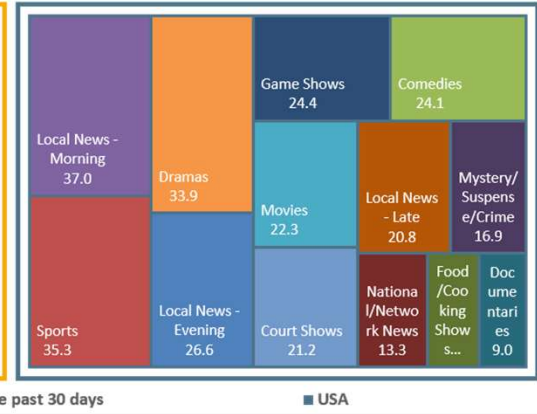
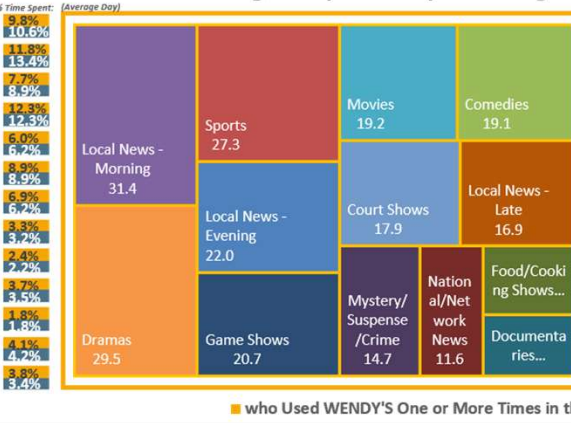


23,108,066 or 61.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

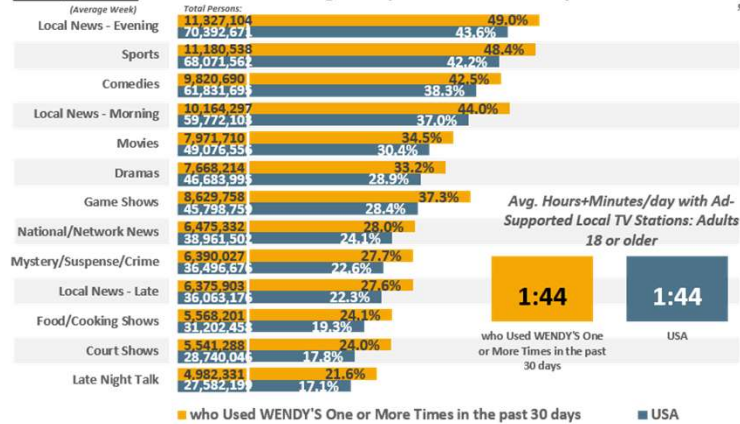
Local TV Station Programs (Persons & % Reach): Adults 18 or older



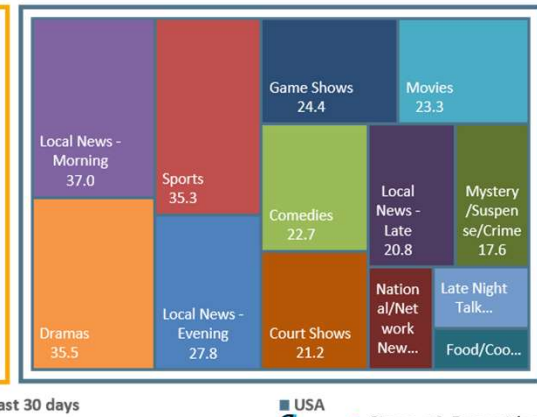
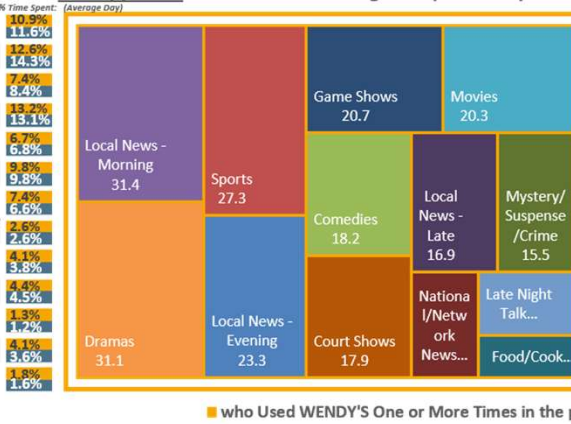
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



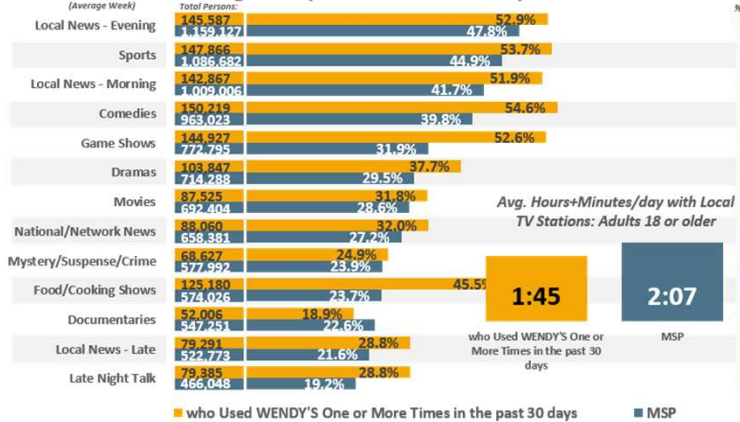
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



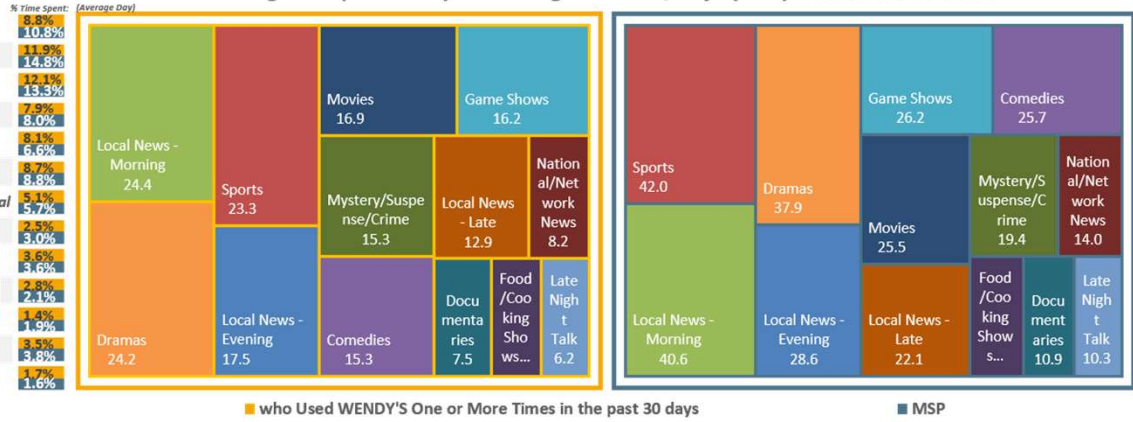


267,818 or 68.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Local News - Evening, Comedies, and Dramas.

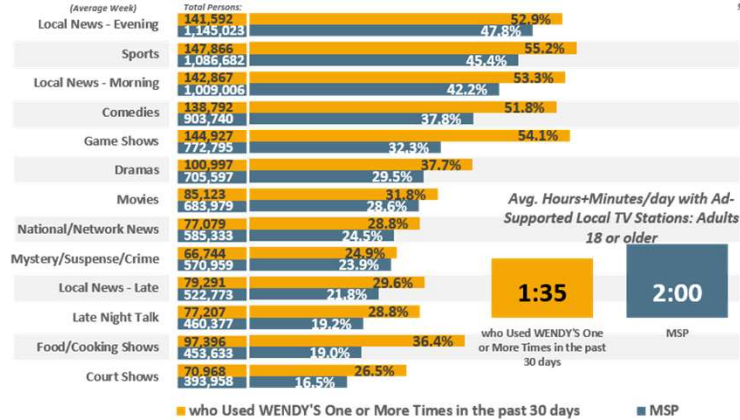
Local TV Station Programs (Persons & % Reach): Adults 18 or older



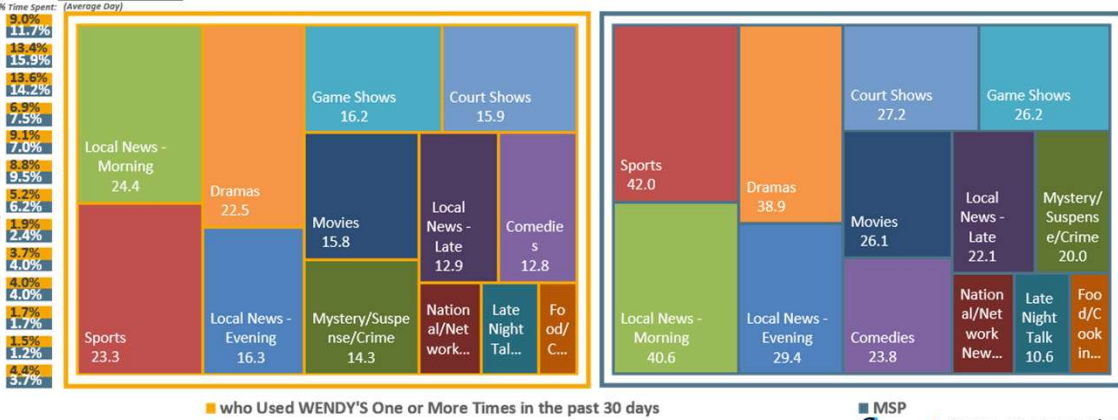
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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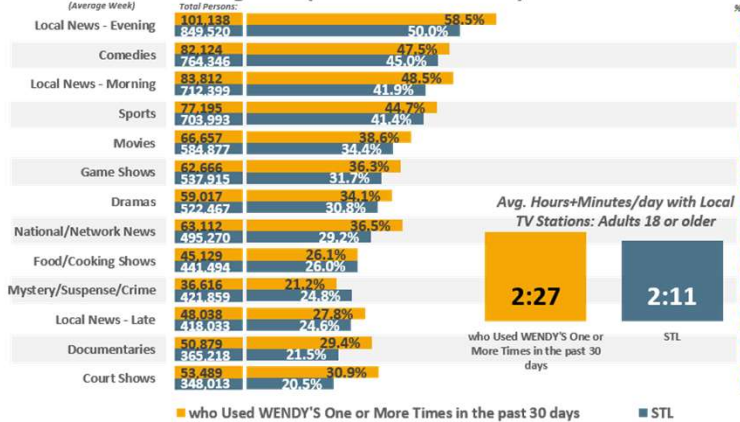
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Quick service restaurants used past 30 days: Wendy's

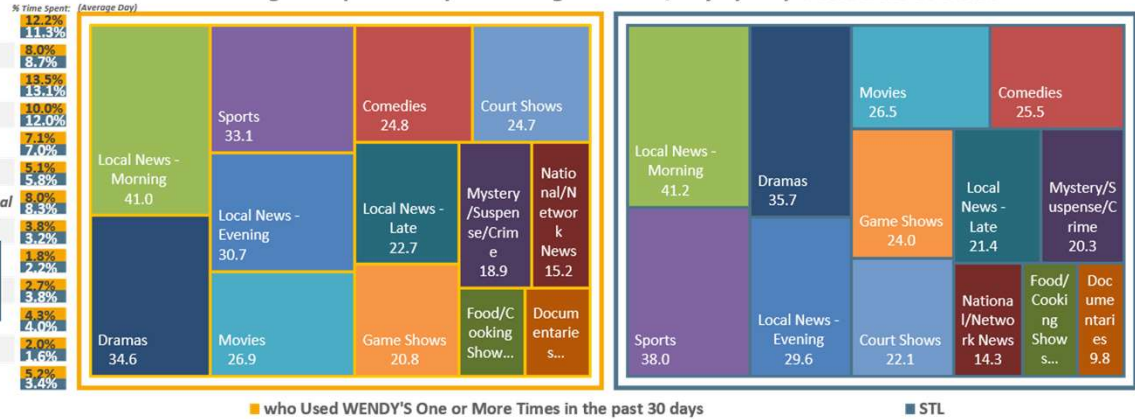


170,328 or 71.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Game Shows.

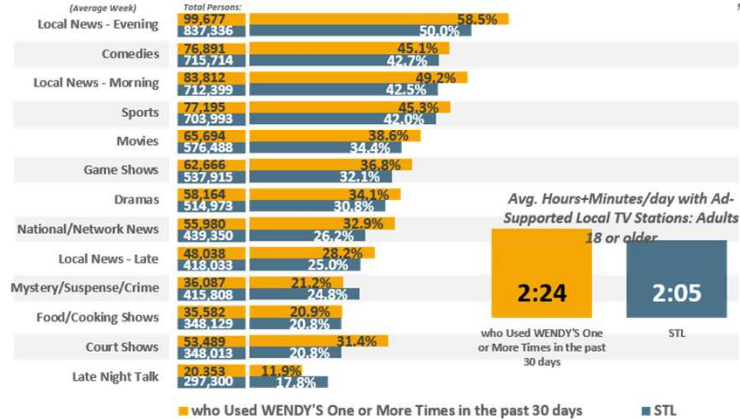
Local TV Station Programs (Persons & % Reach): Adults 18 or older



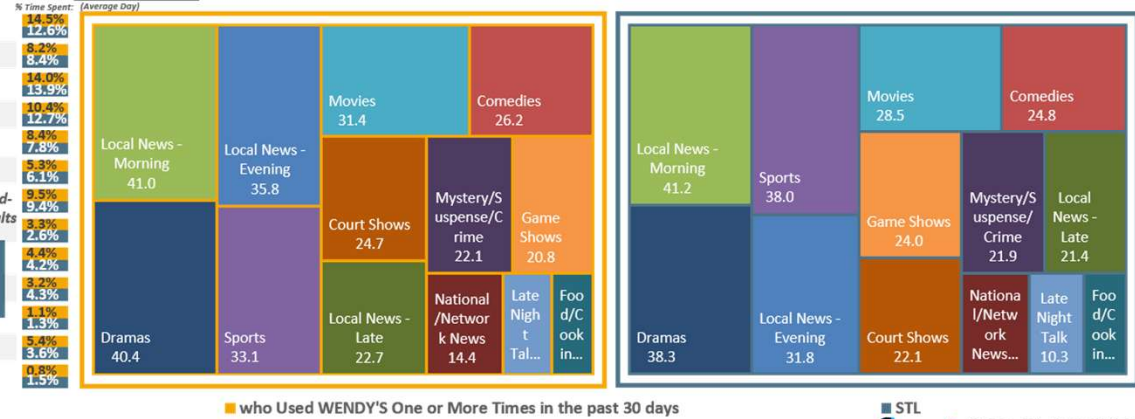
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



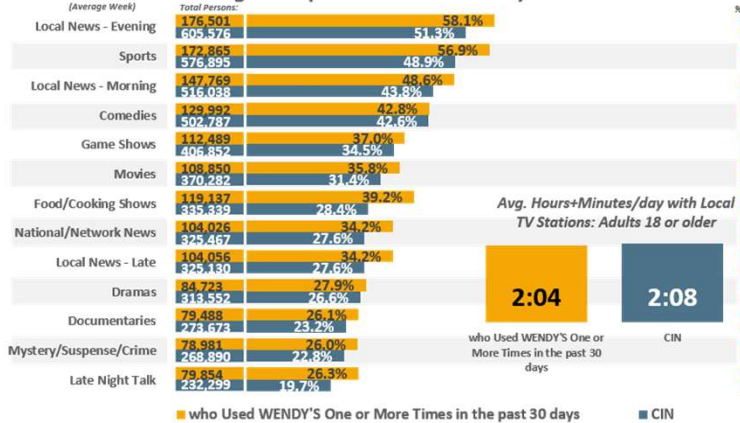
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



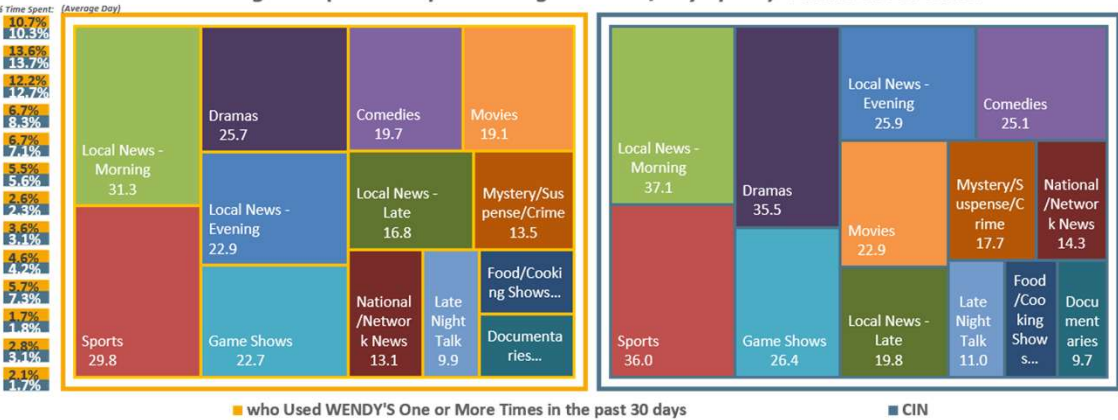


297,650 or 60.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

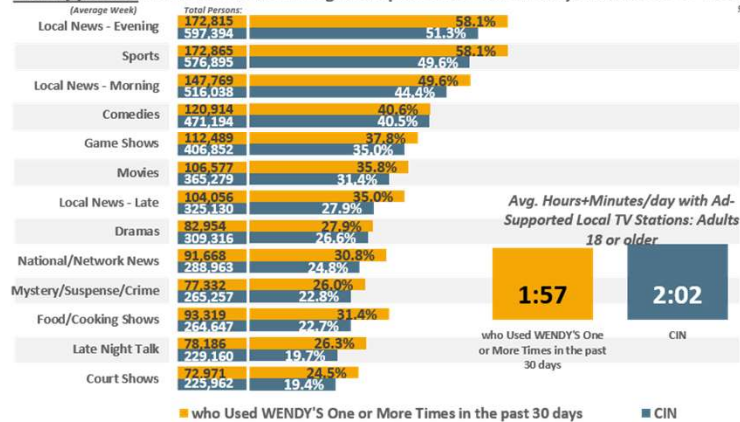
Local TV Station Programs (Persons & % Reach): Adults 18 or older



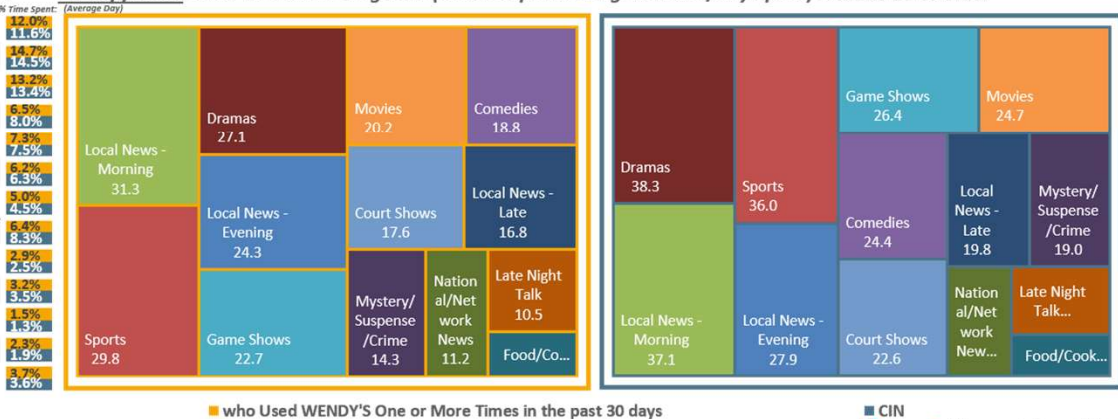
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



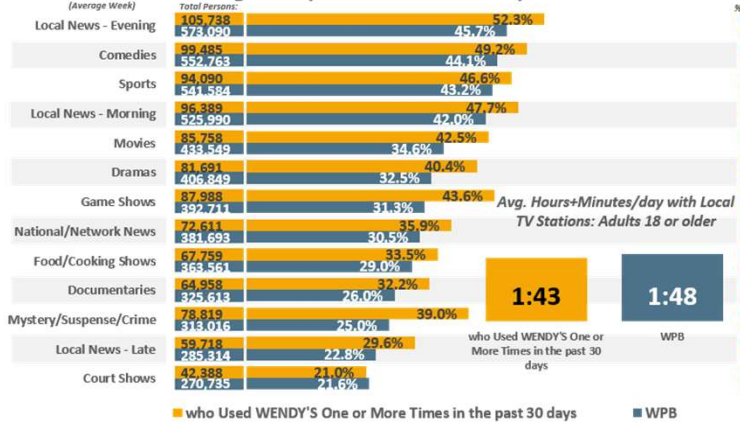
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



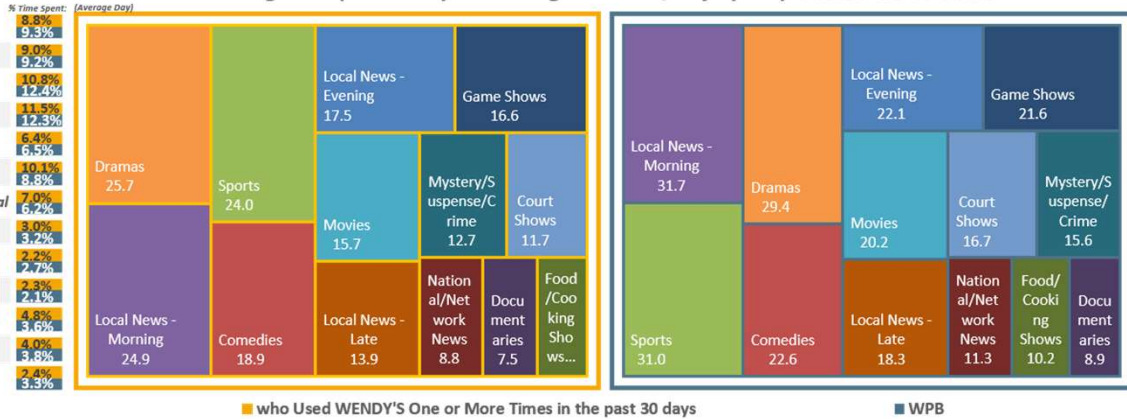


198,866 or 67.1% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

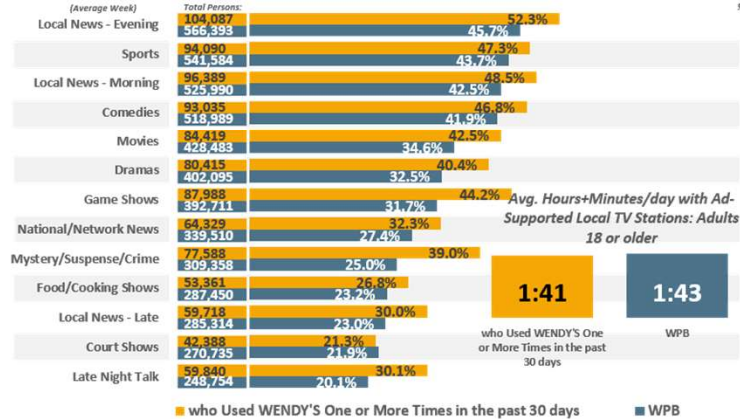
Local TV Station Programs (Persons & % Reach): Adults 18 or older



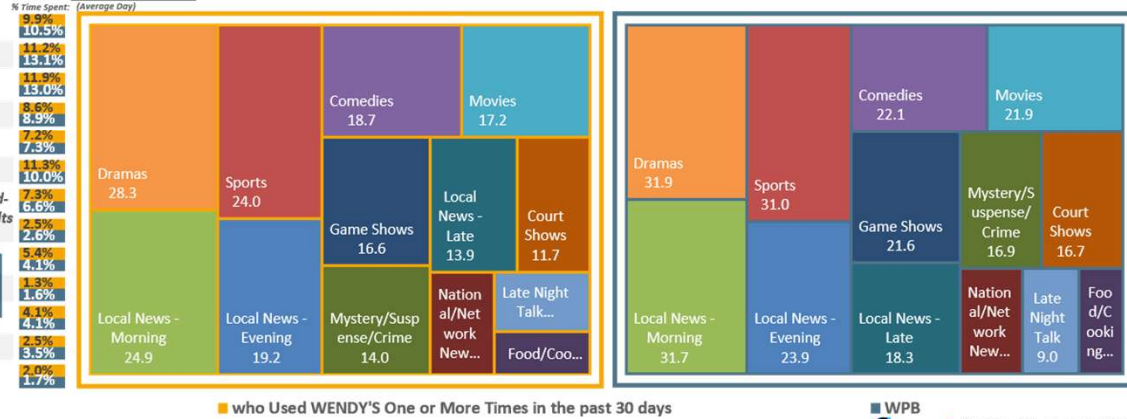
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 377
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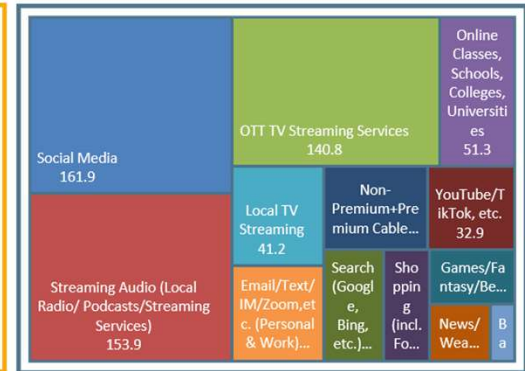
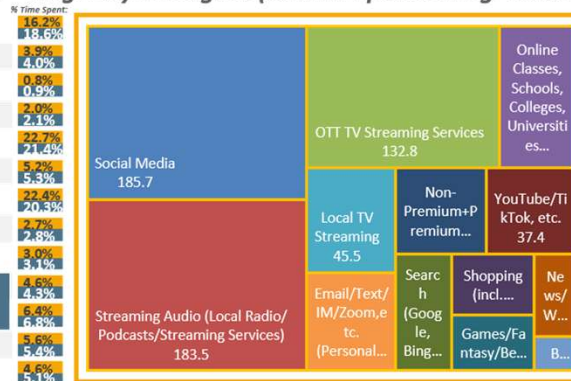
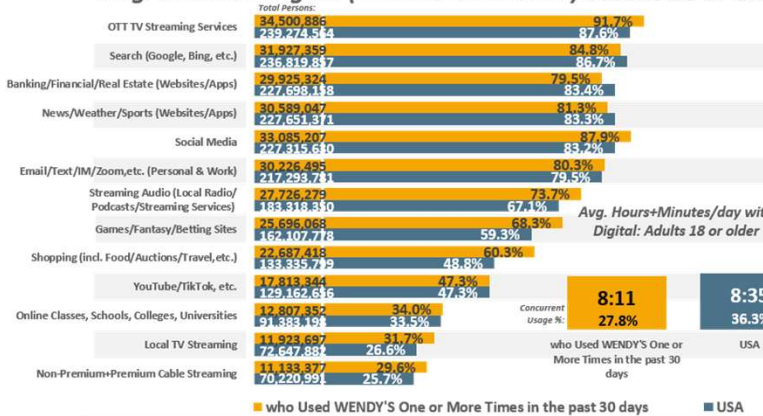
Quick service restaurants used past 30 days: Wendy's



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

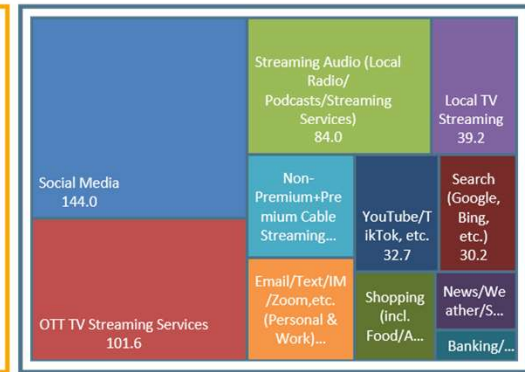
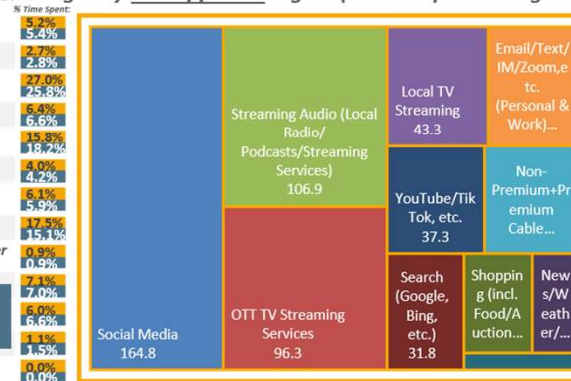
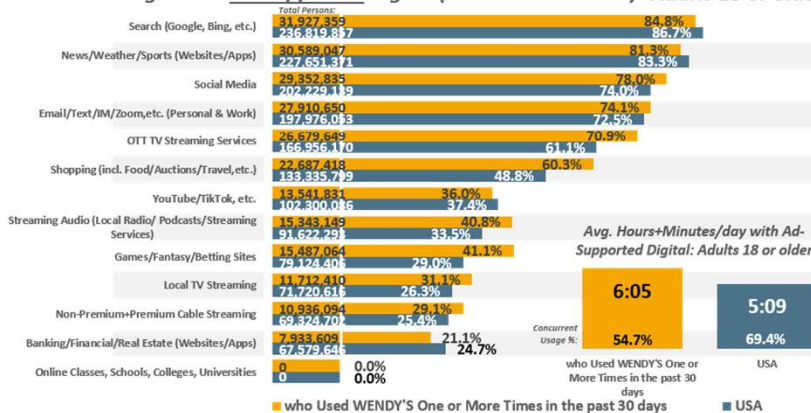
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

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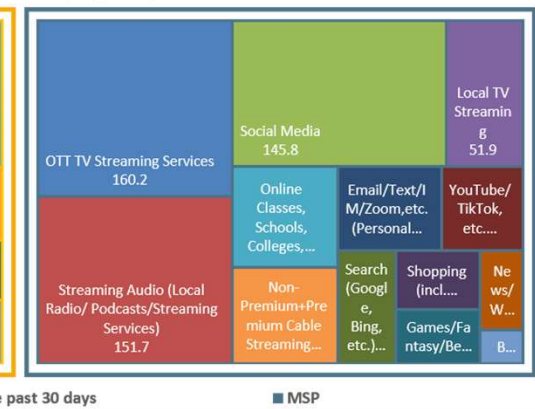
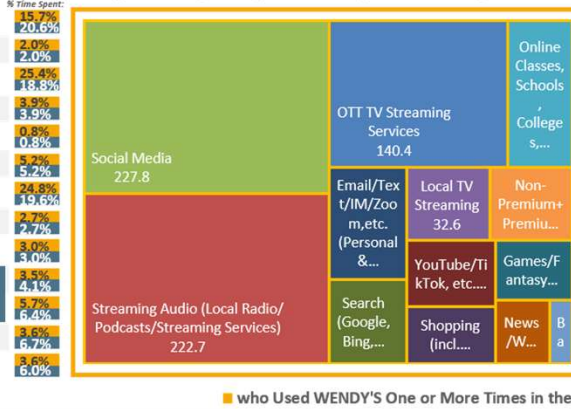
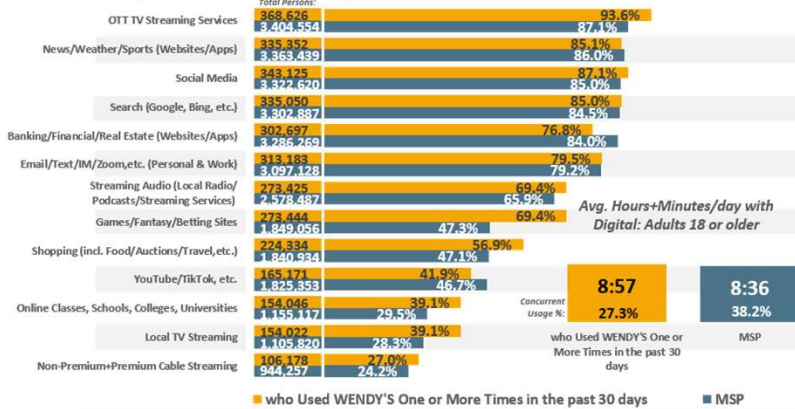
Quick service restaurants used past 30 days: Wendy's



292,303 or 74.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 194.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

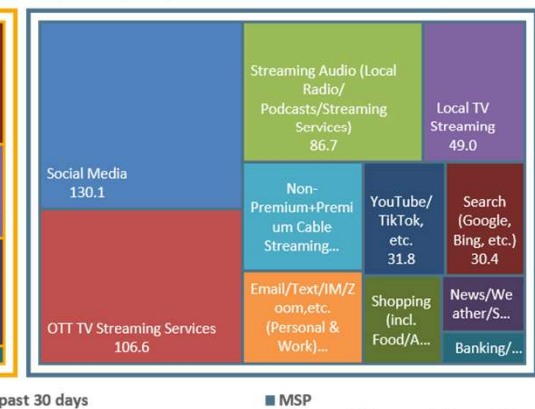
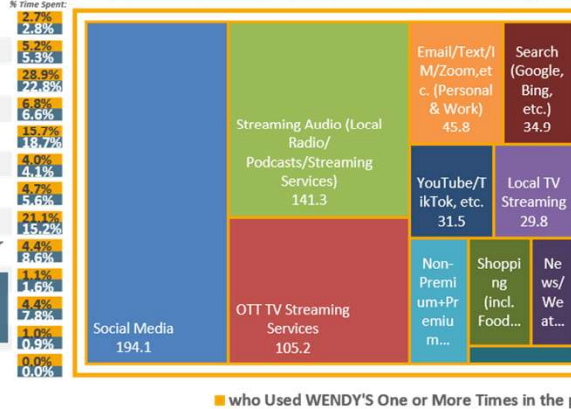
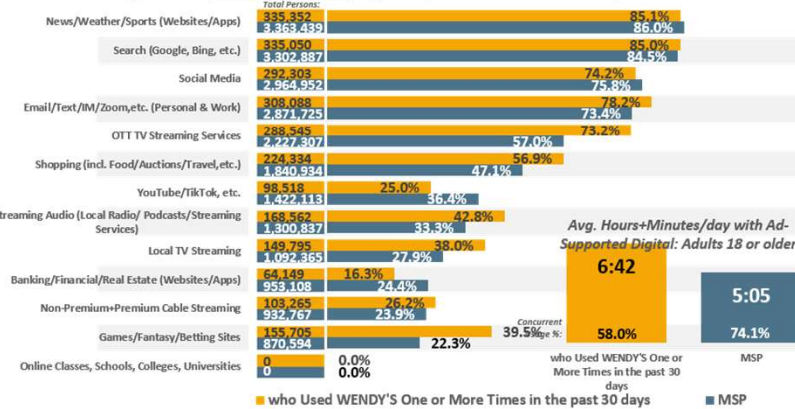
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

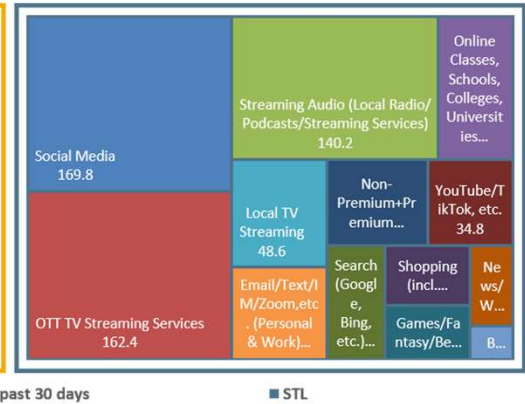
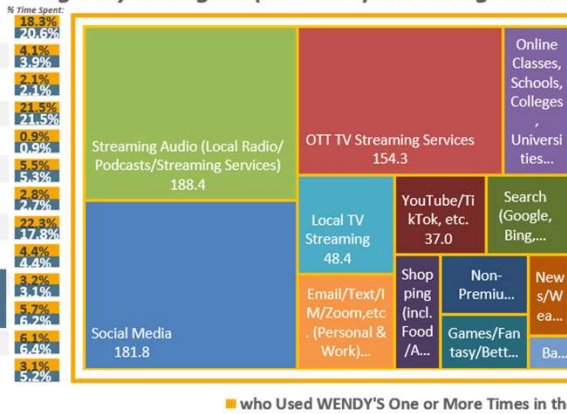
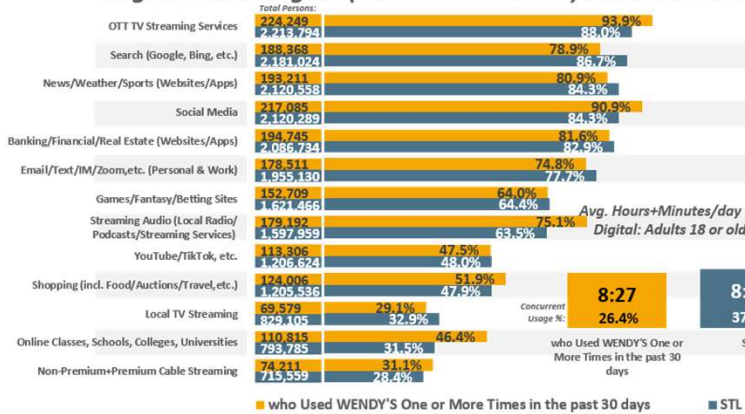




198,150 or 83.% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 166. minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

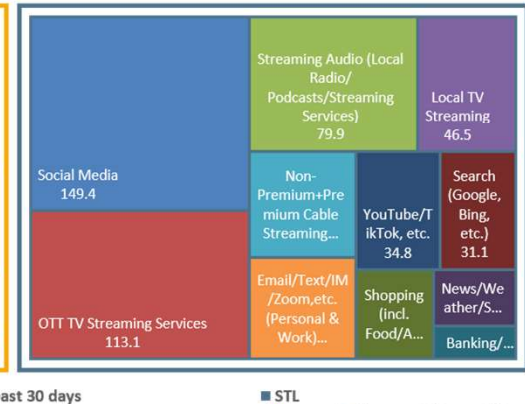
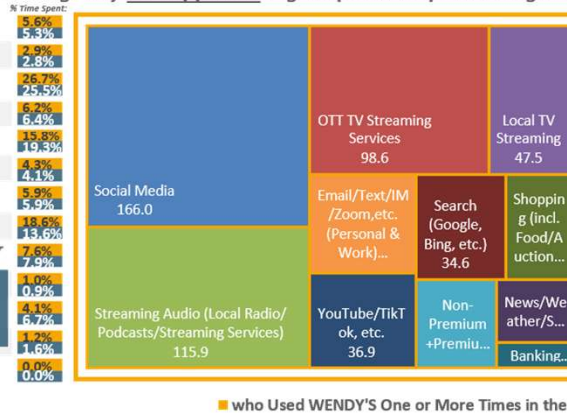
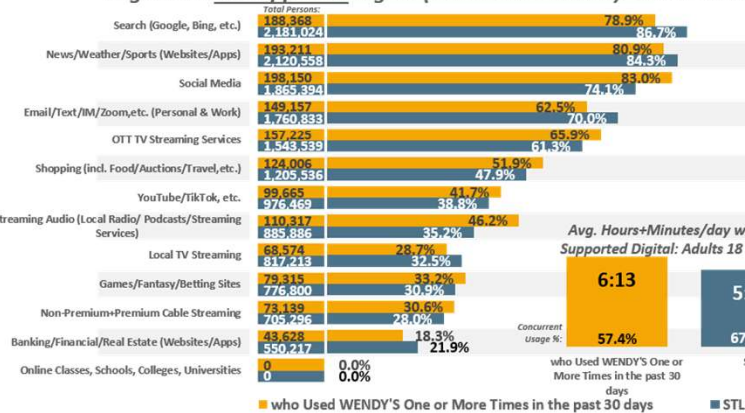
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 192
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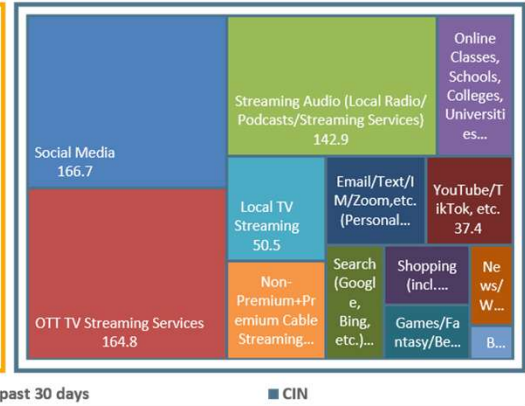
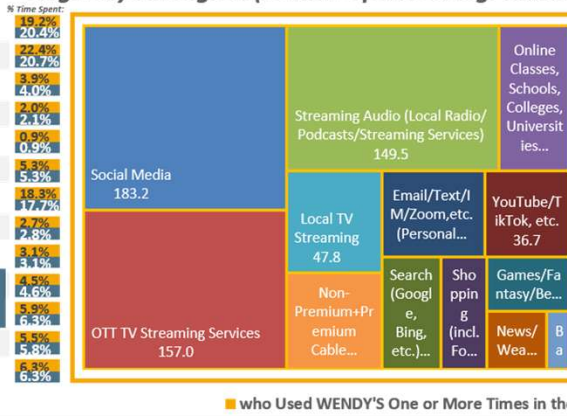
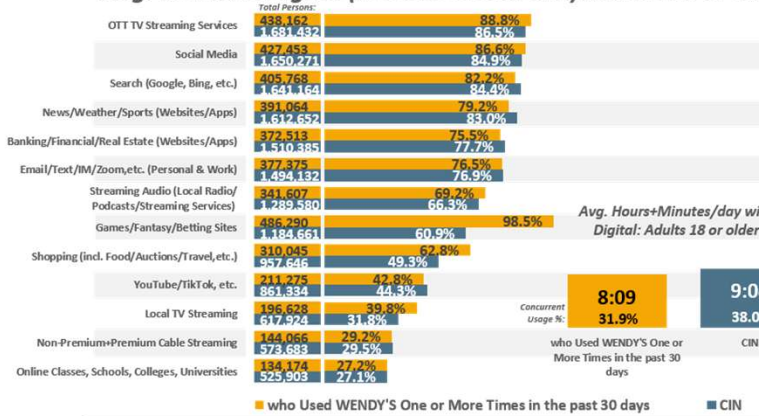
Quick service restaurants used past 30 days: Wendy's



381,885 or 77.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Social Media for an average of 163.6 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

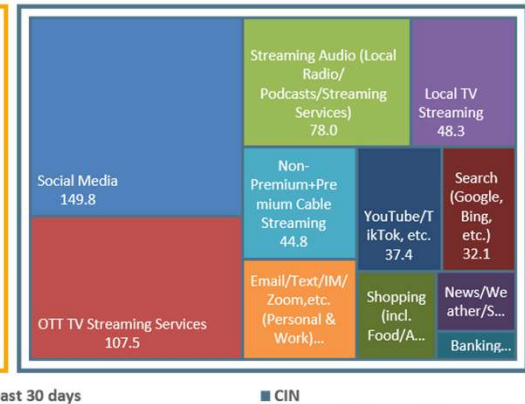
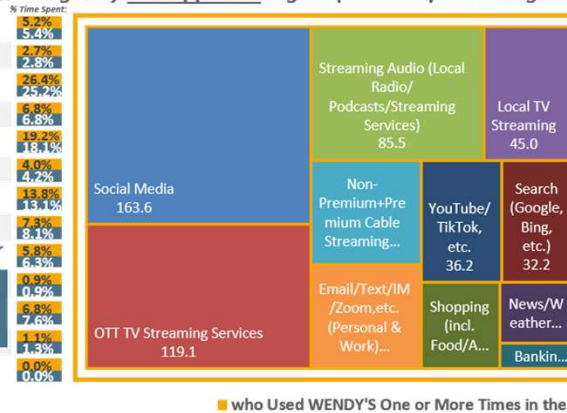
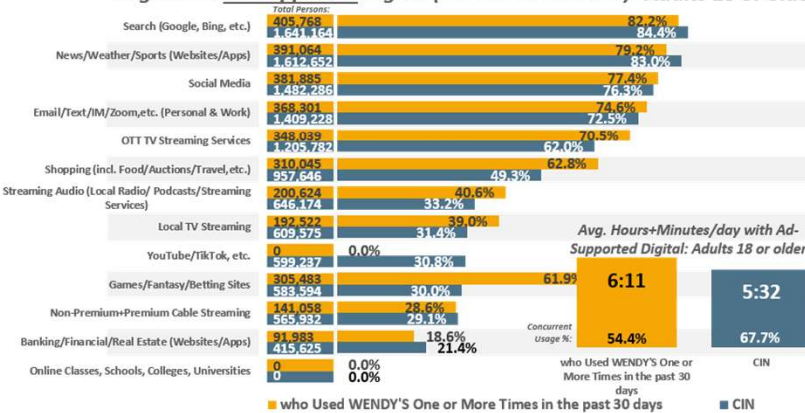
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

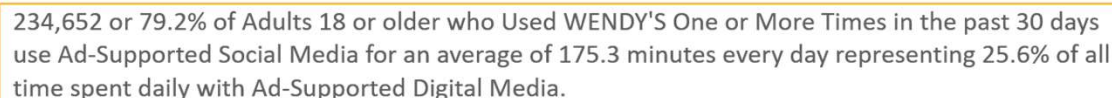
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



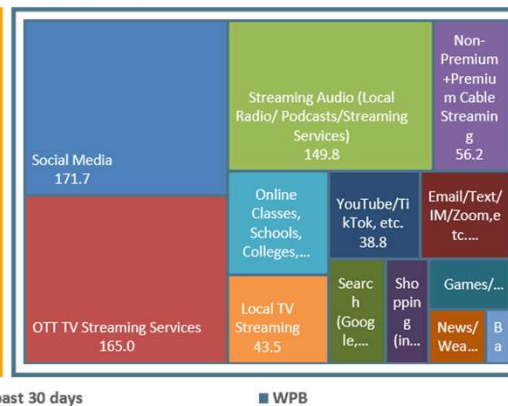
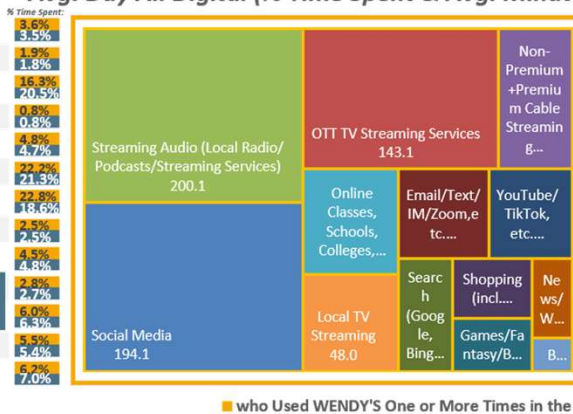
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 467
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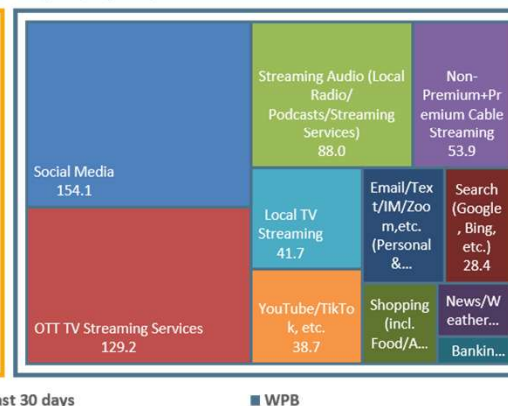
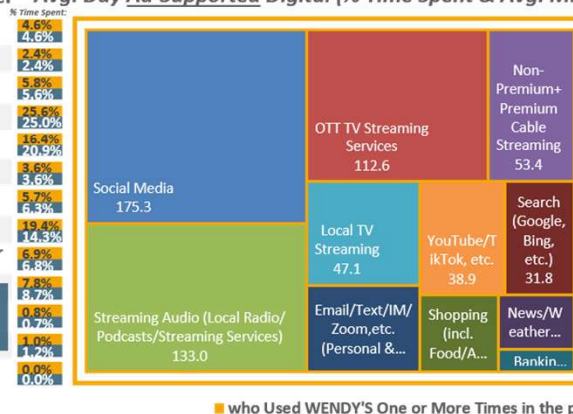
Quick service restaurants used past 30 days: Wendy's



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



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



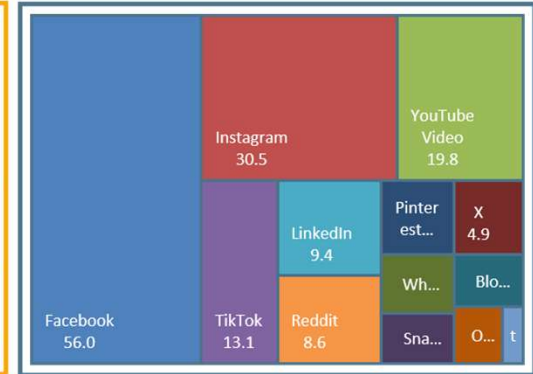
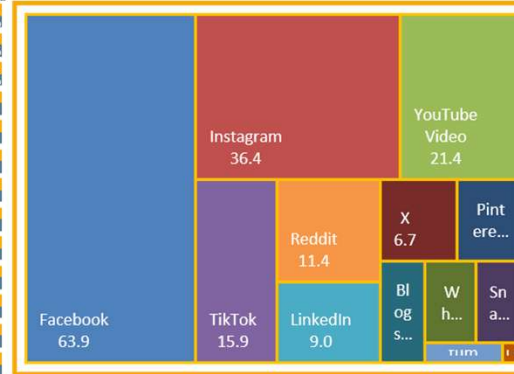
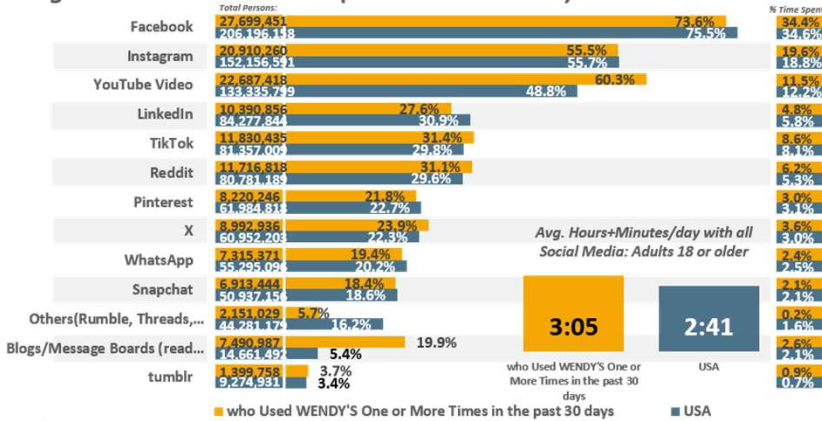
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for Anything.

Quick service restaurants used past 30 days: Wendy's

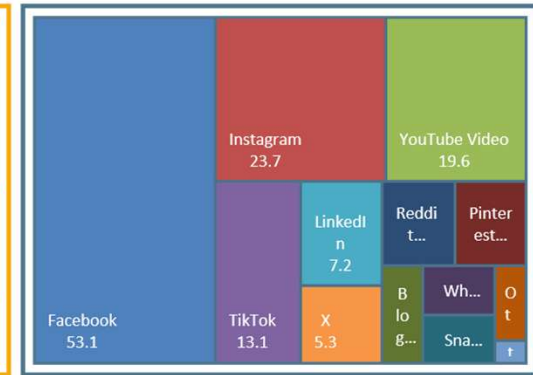
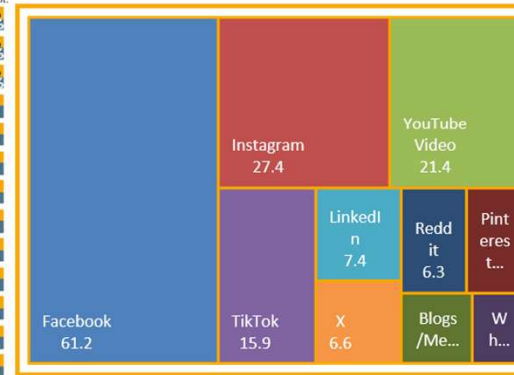
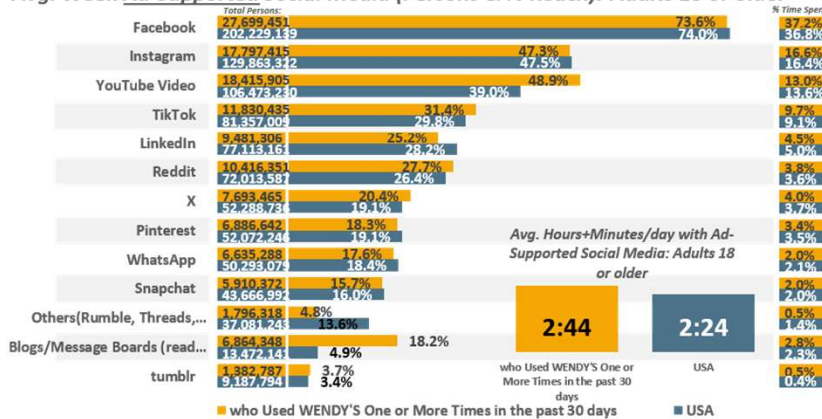


27,699,451 or 73.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

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



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



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

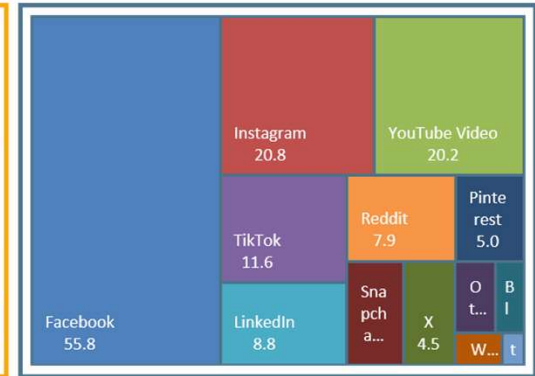
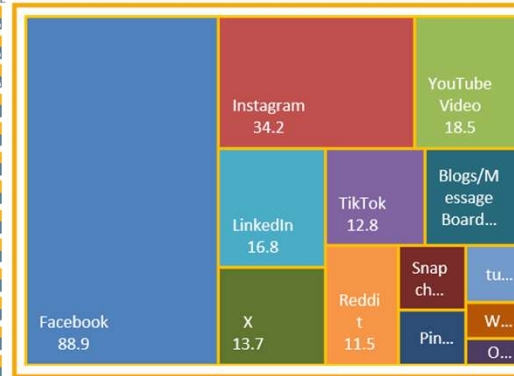
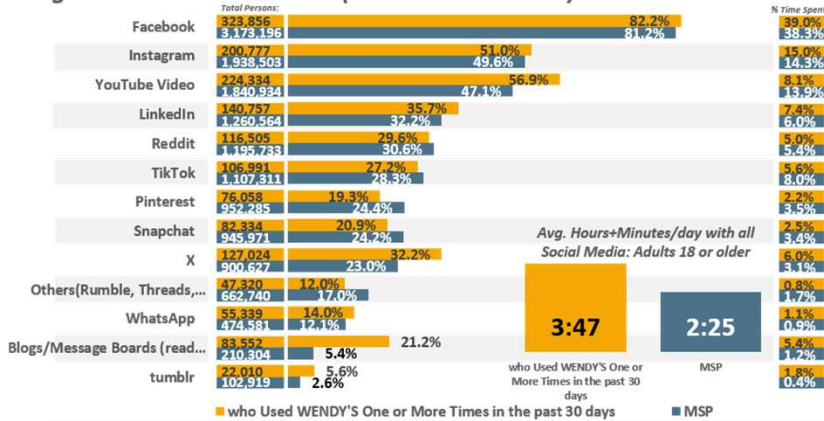
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Quick service restaurants used past 30 days: Wendy's

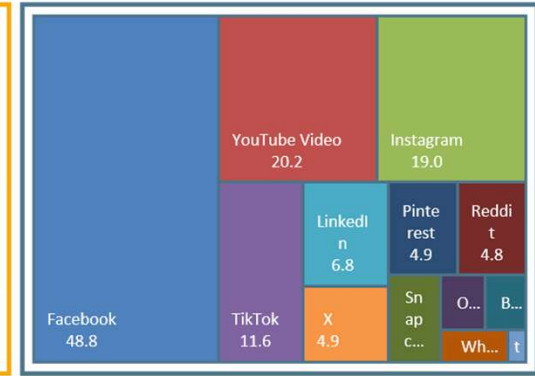
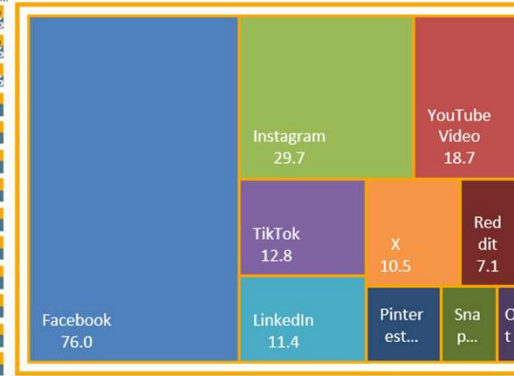
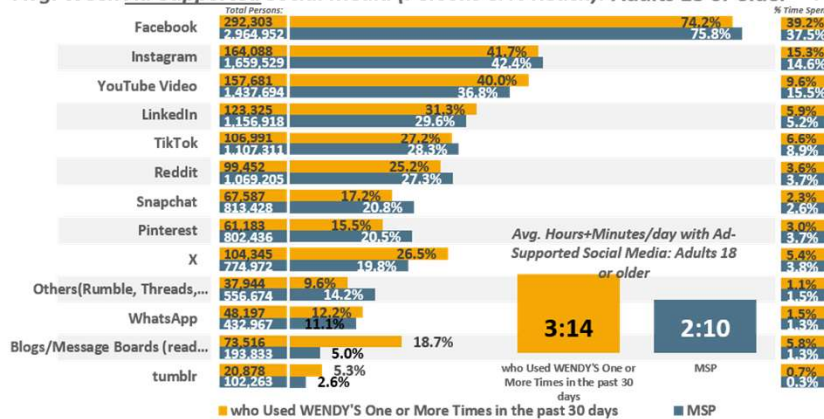


292,303 or 74.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 76. minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

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**



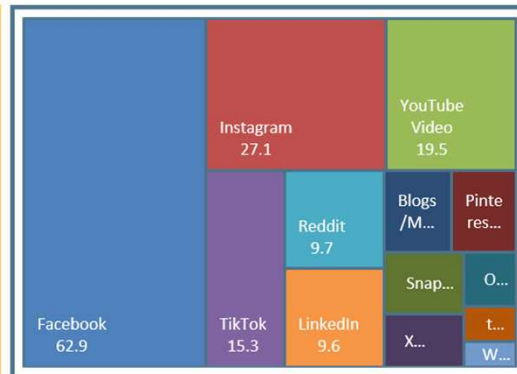
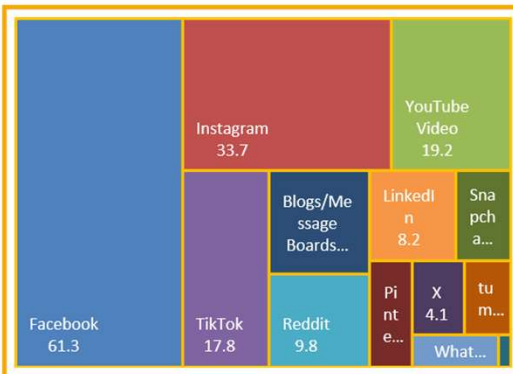
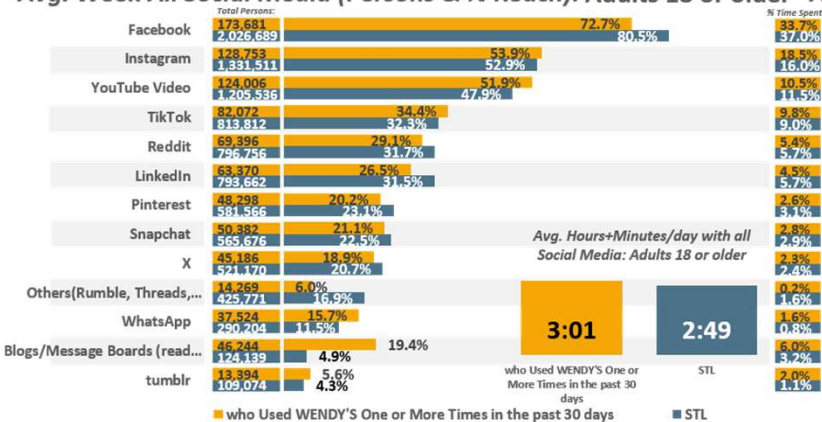
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



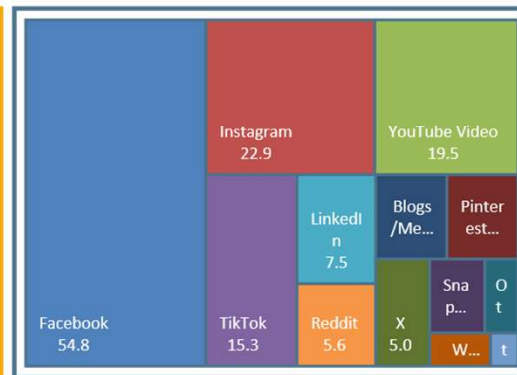
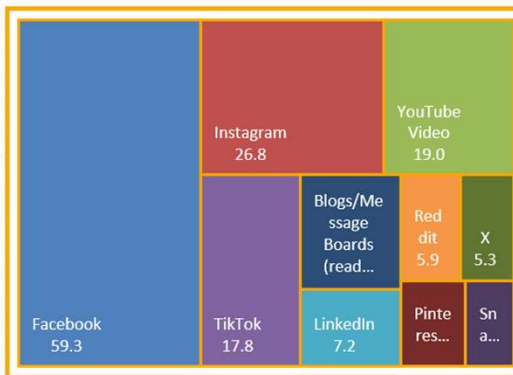
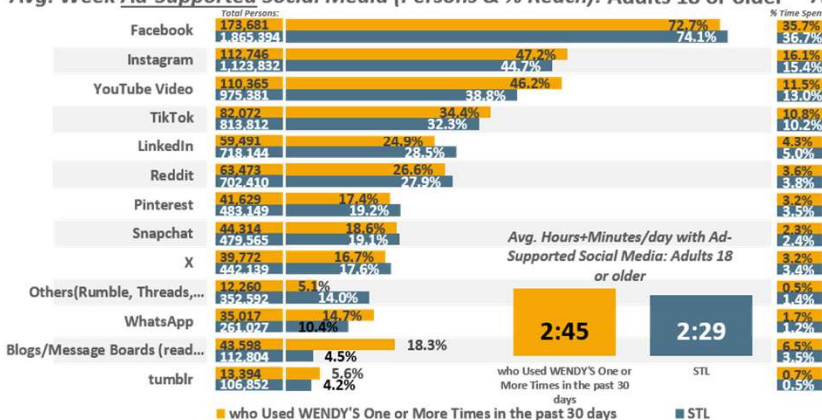


173,681 or 72.7% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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



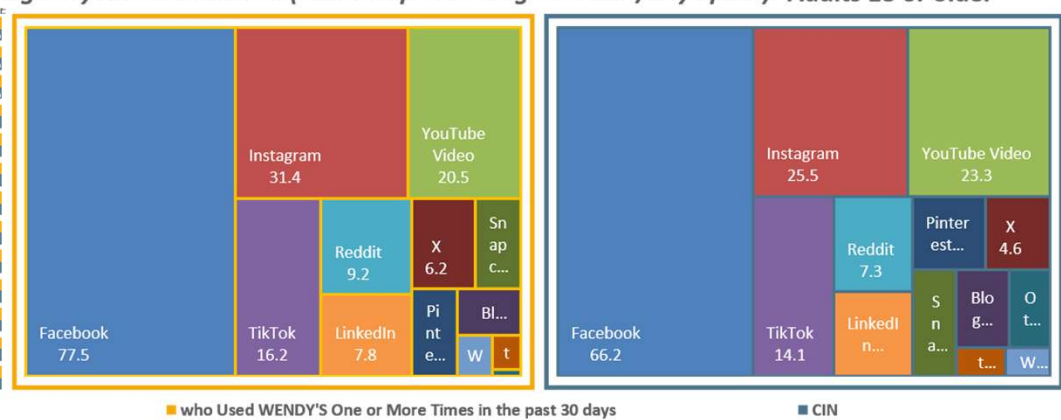
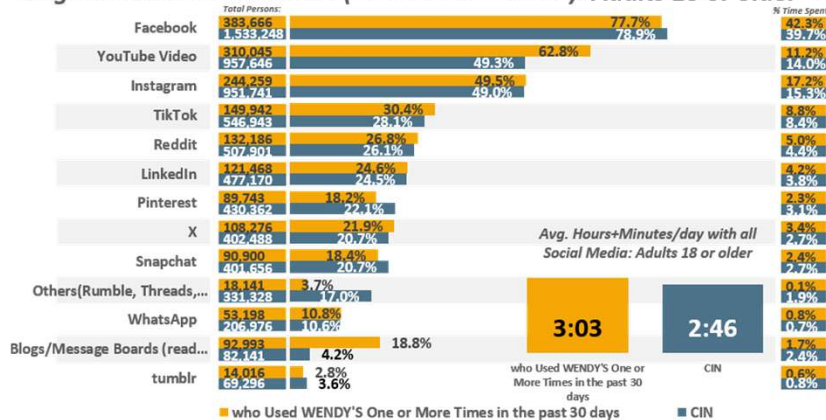
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



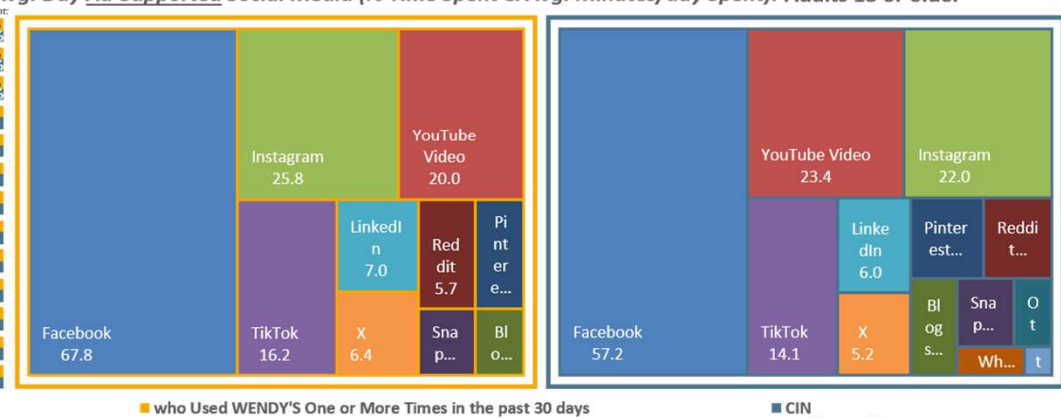
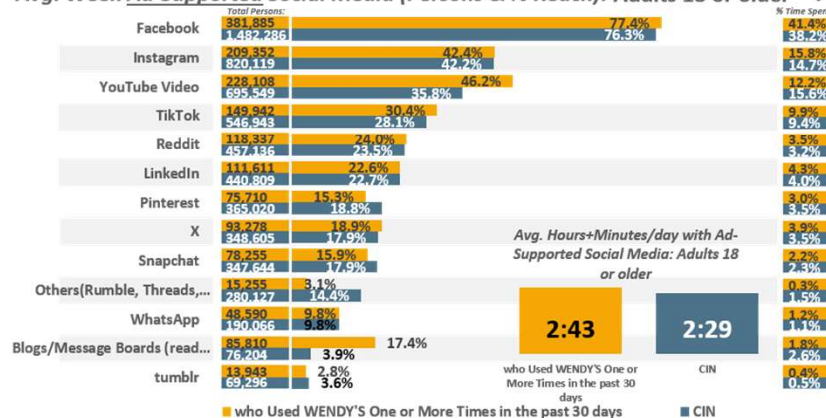


381,885 or 77.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 67.8 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.

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**



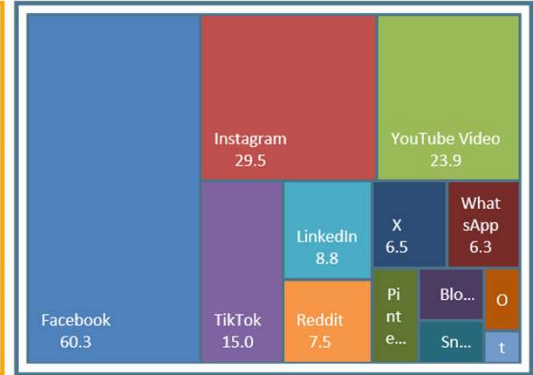
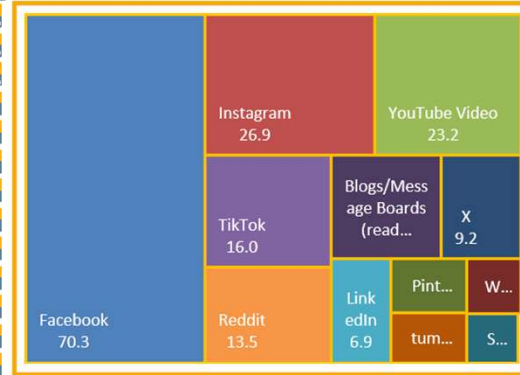
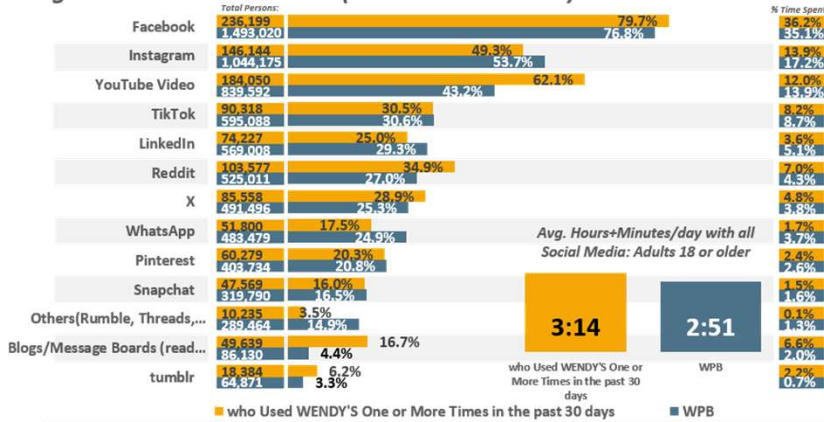
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



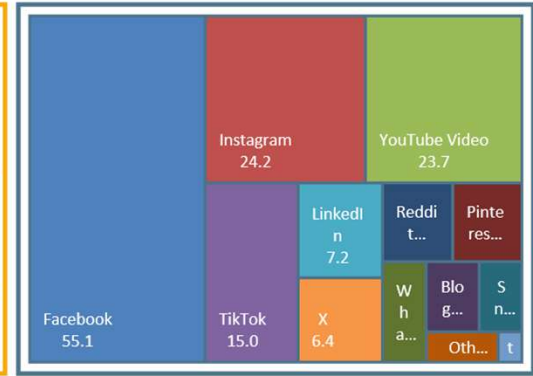
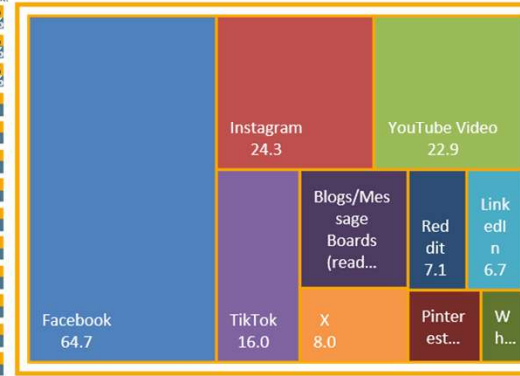
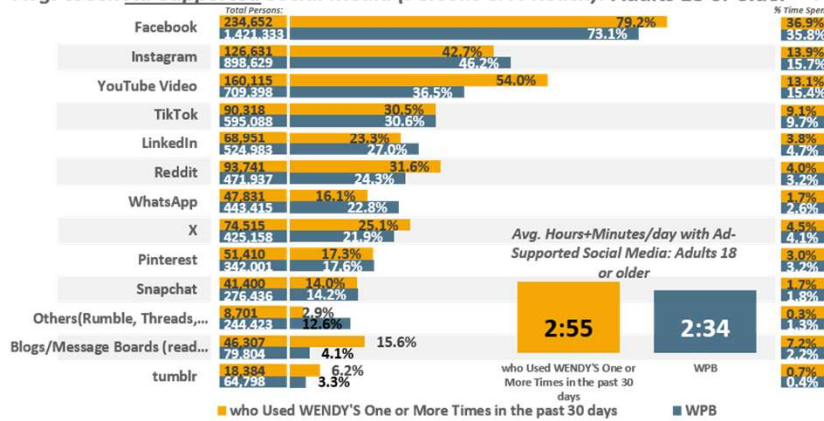


234,652 or 79.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



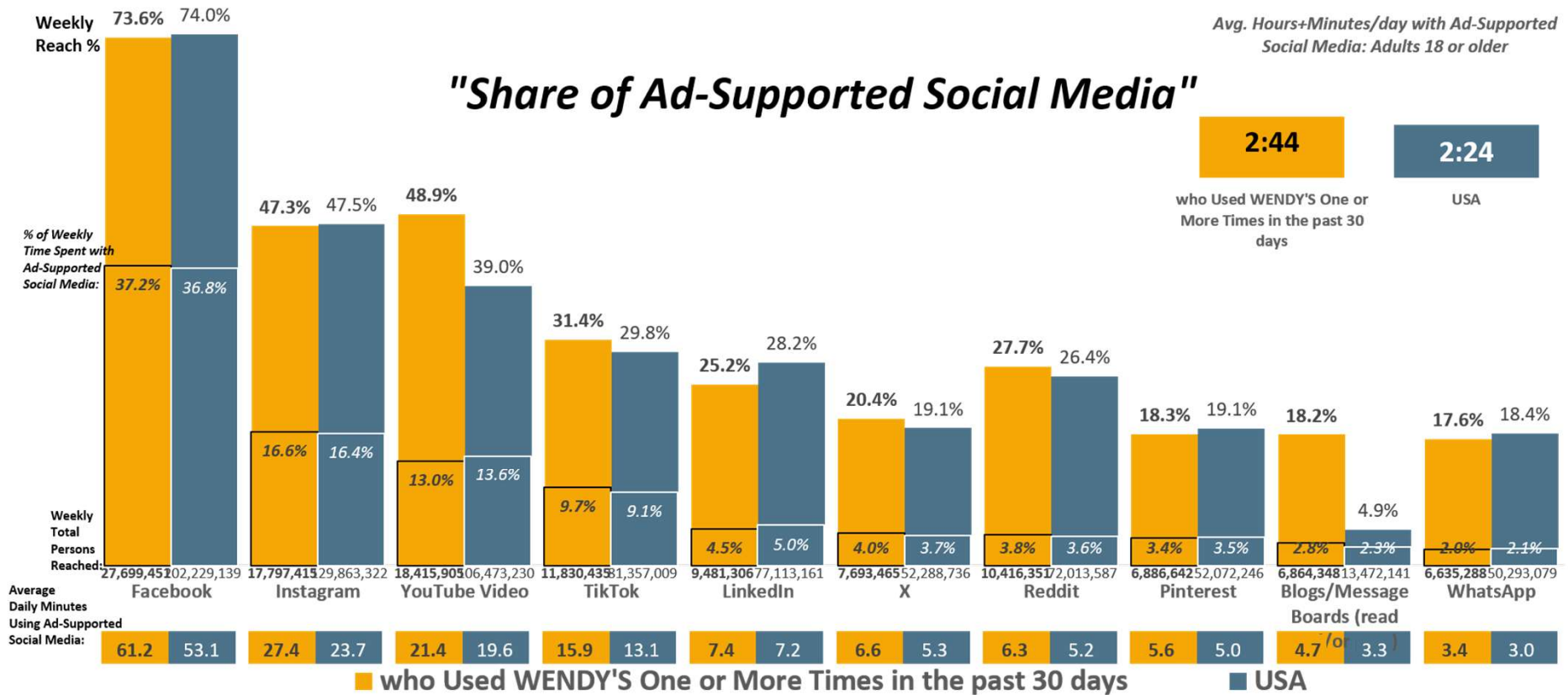
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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

"Share of Ad-Supported Social Media"



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

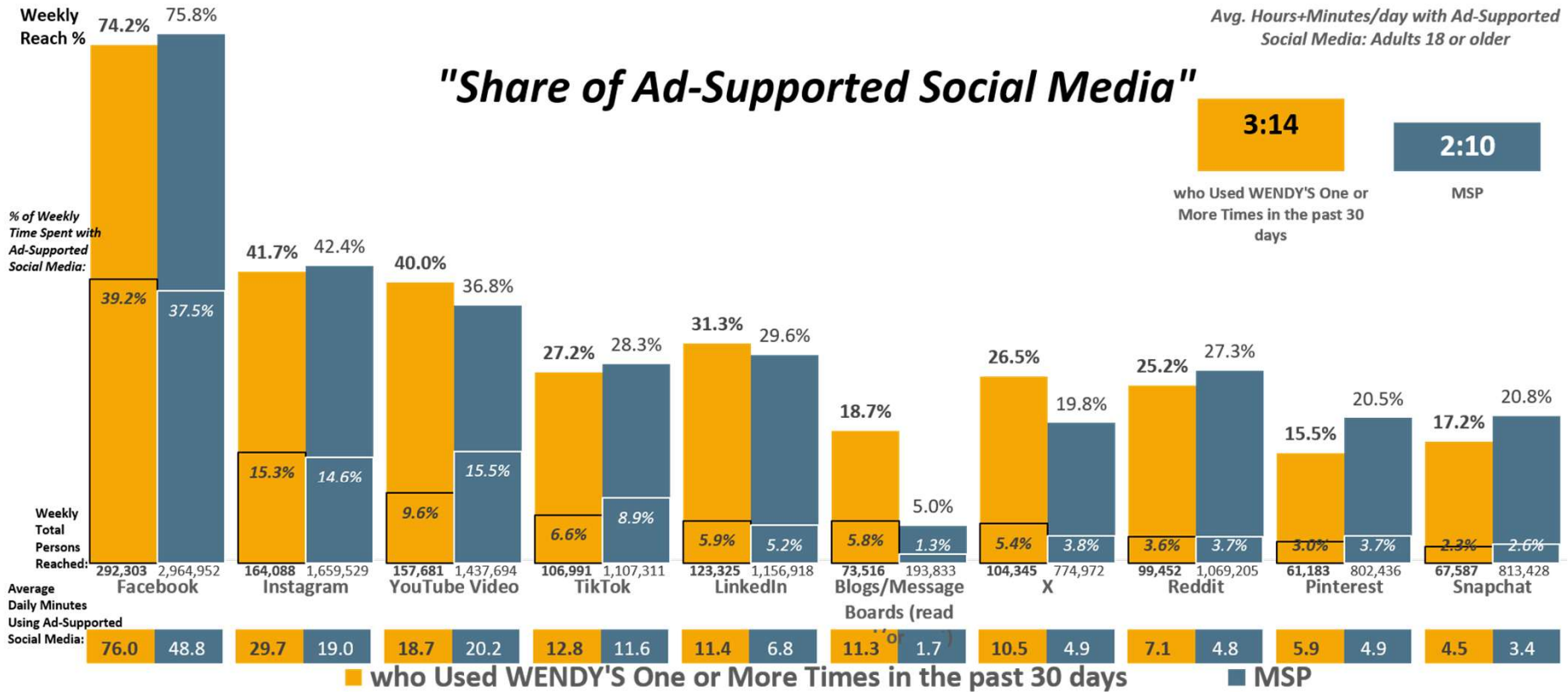
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Quick service restaurants used past 30 days: Wendy's



292,303 or 74.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 76. minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

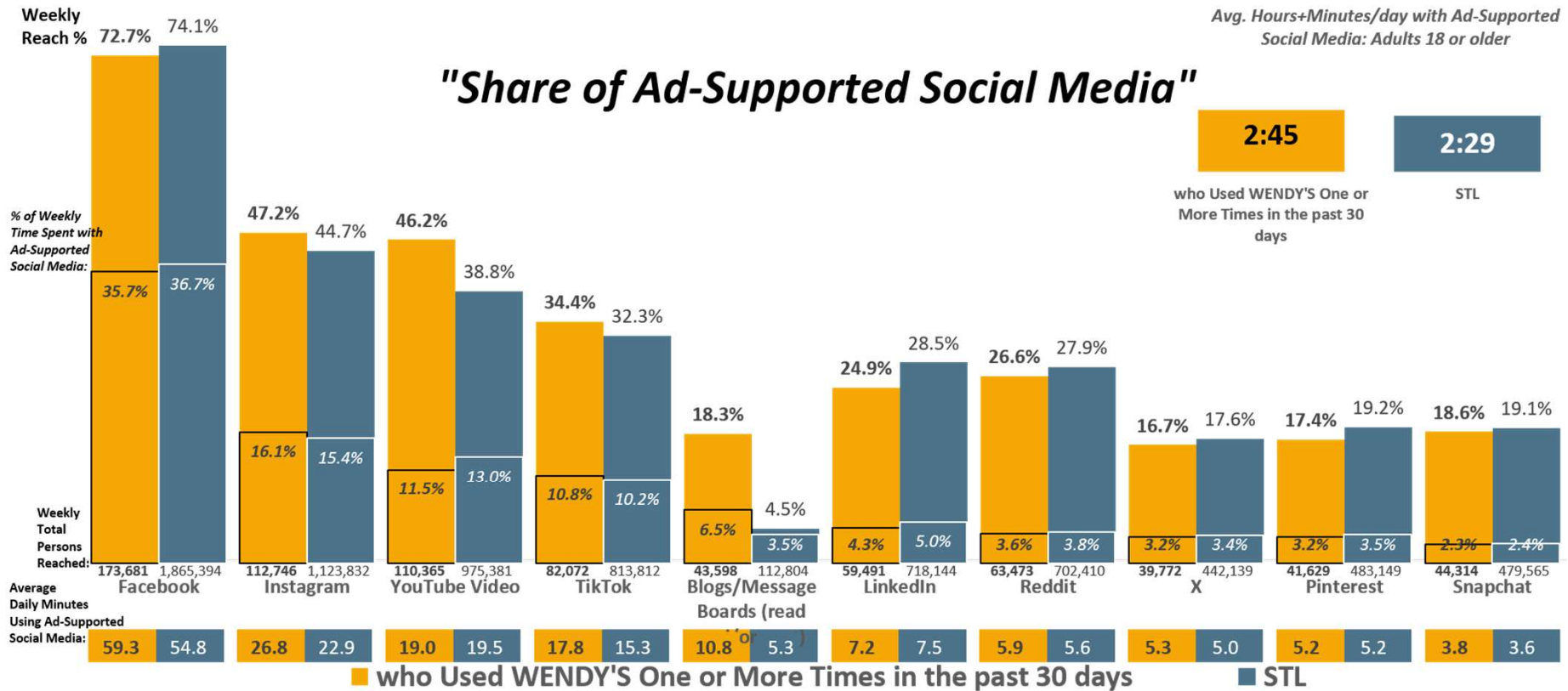
"Share of Ad-Supported Social Media"





173,681 or 72.7% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

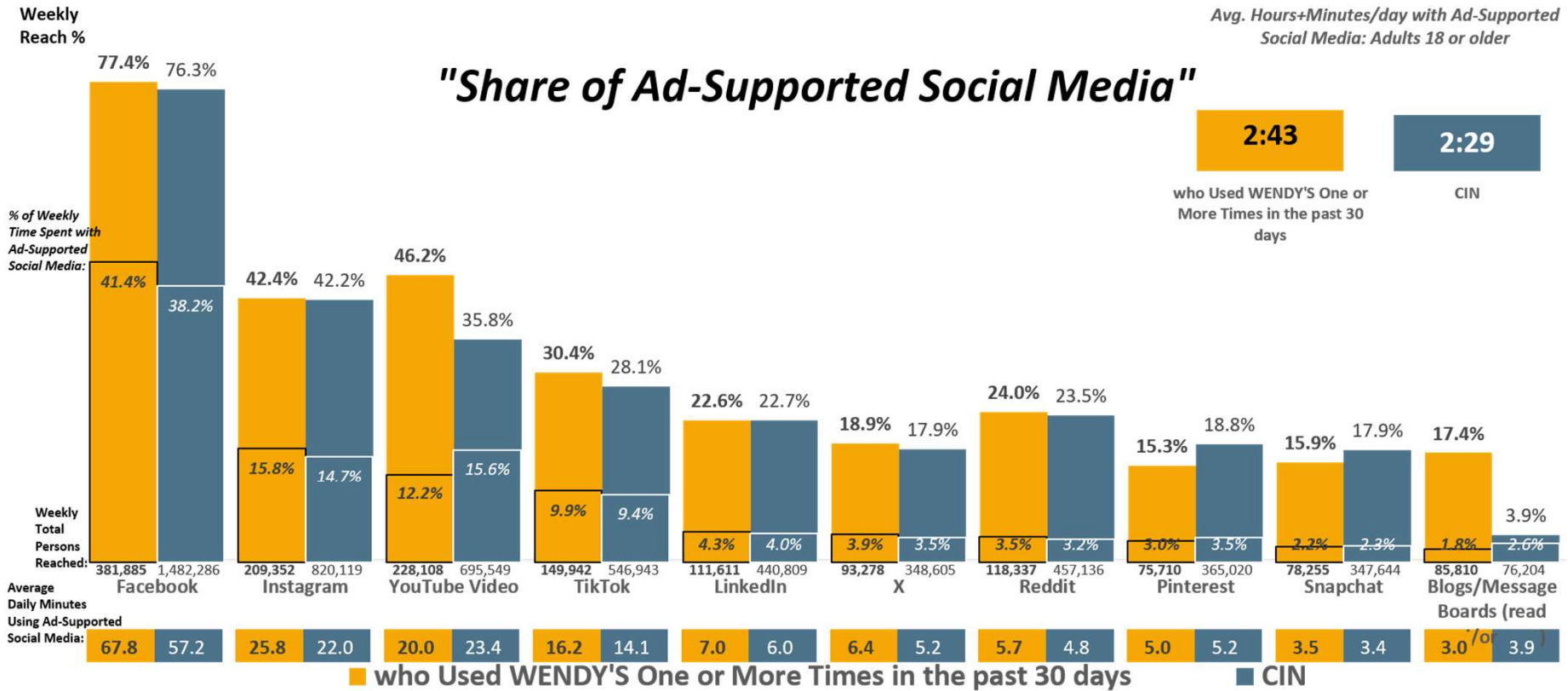
"Share of Ad-Supported Social Media"





381,885 or 77.4% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 67.8 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.

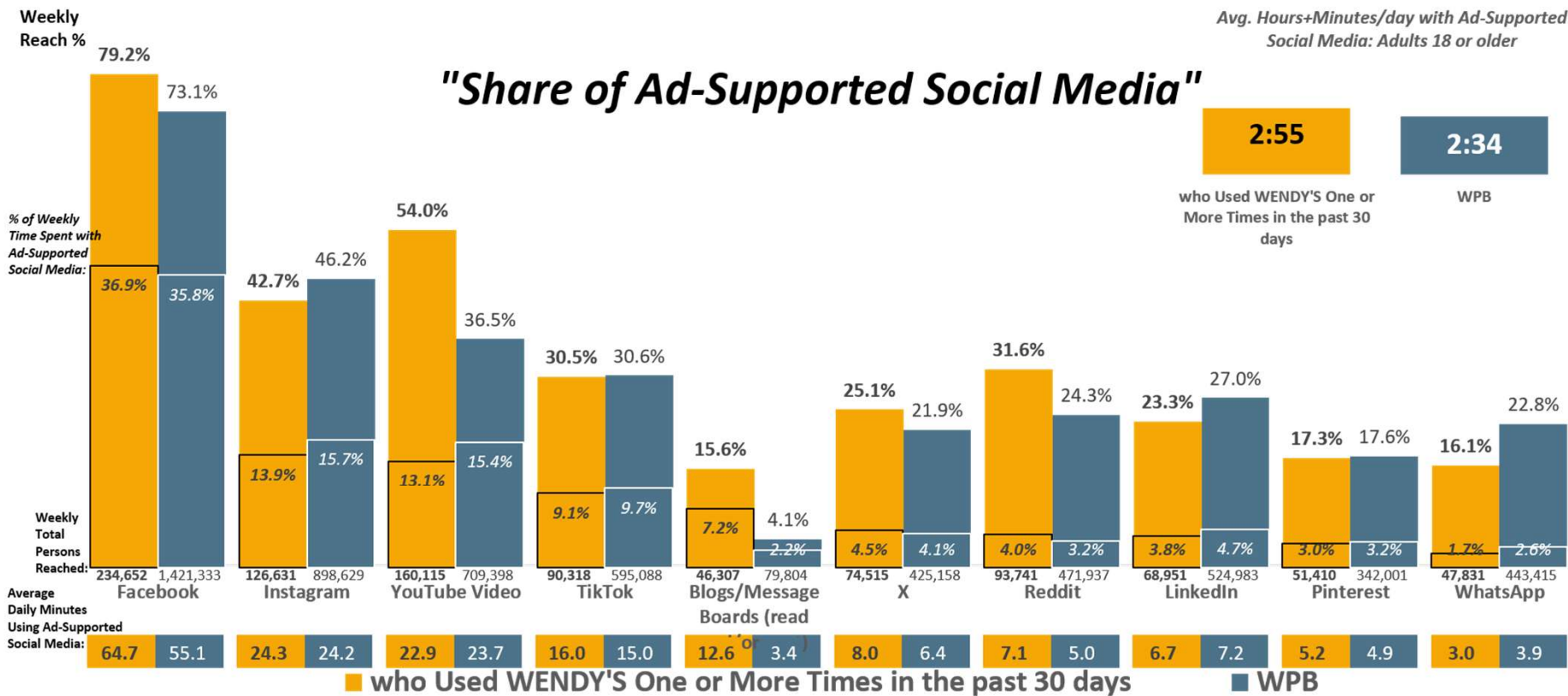
"Share of Ad-Supported Social Media"





234,652 or 79.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

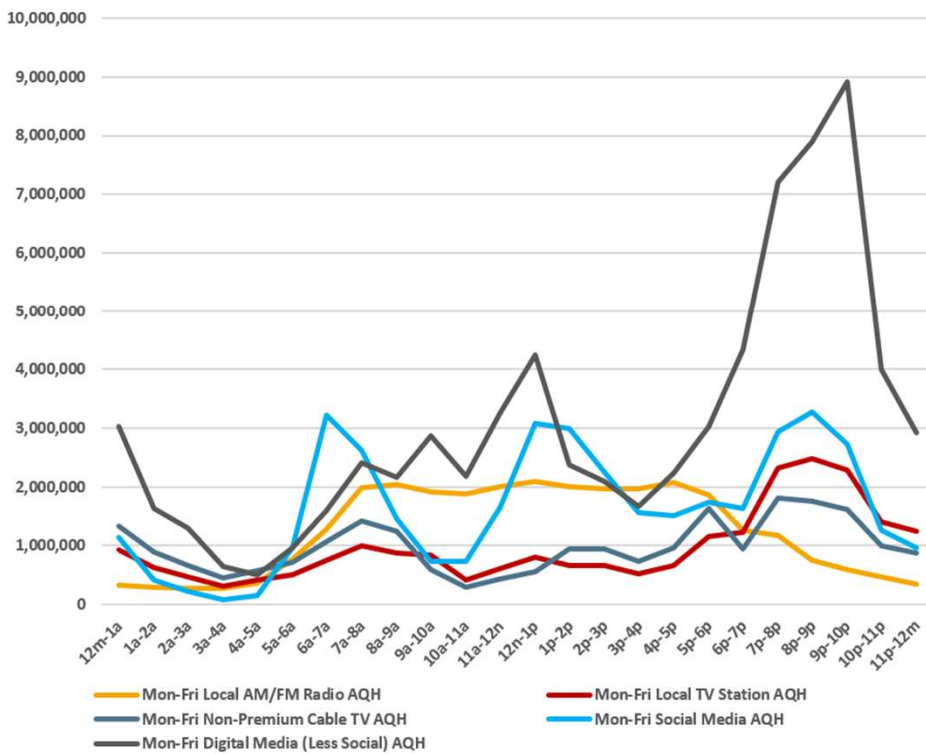
"Share of Ad-Supported Social Media"



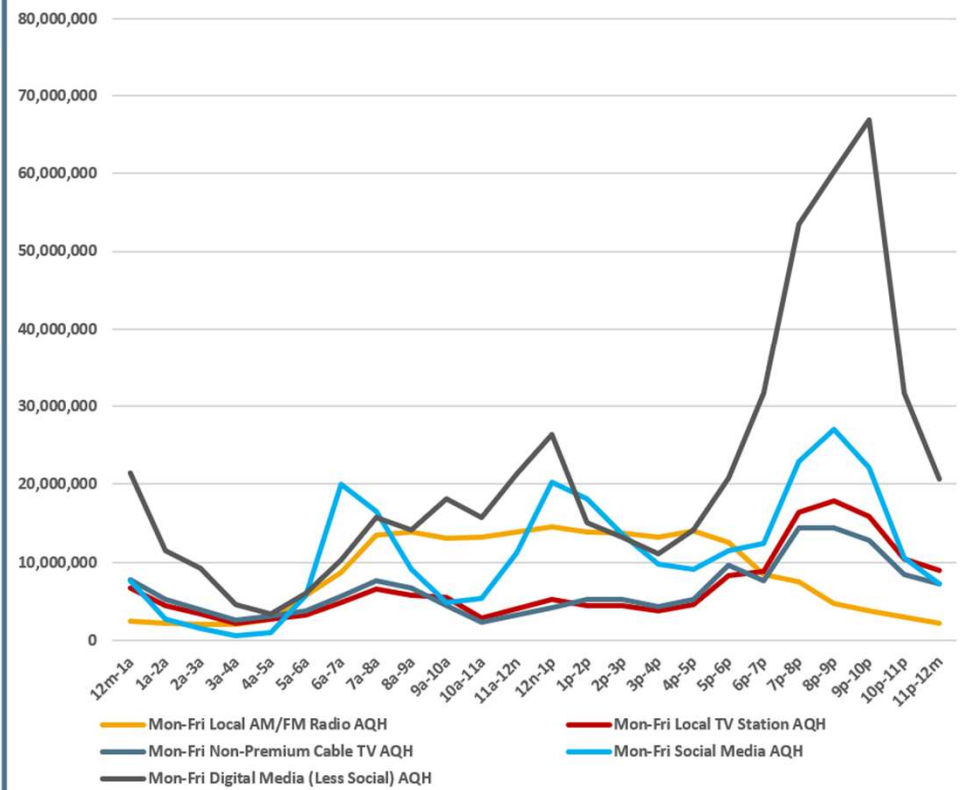


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,649,778;
Social Media: 1,939,136; Local Radio: 1,869,660; Non-Prem. Cable: 903,619; Local TV:
779,955 reaching Adults 18 or older who Used WENDY'S One or More Times in

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



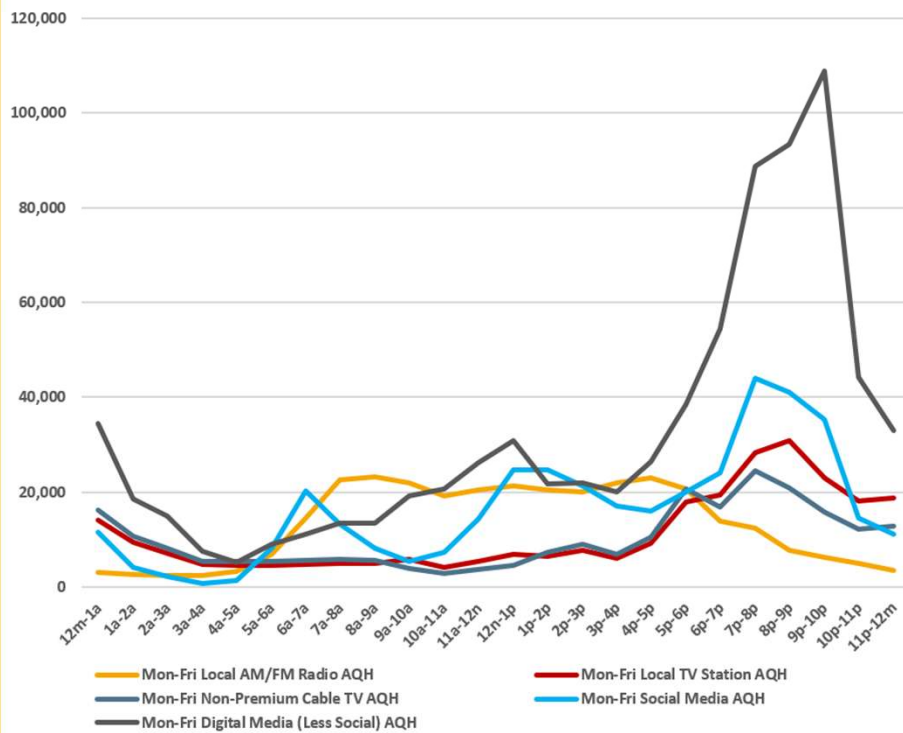
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



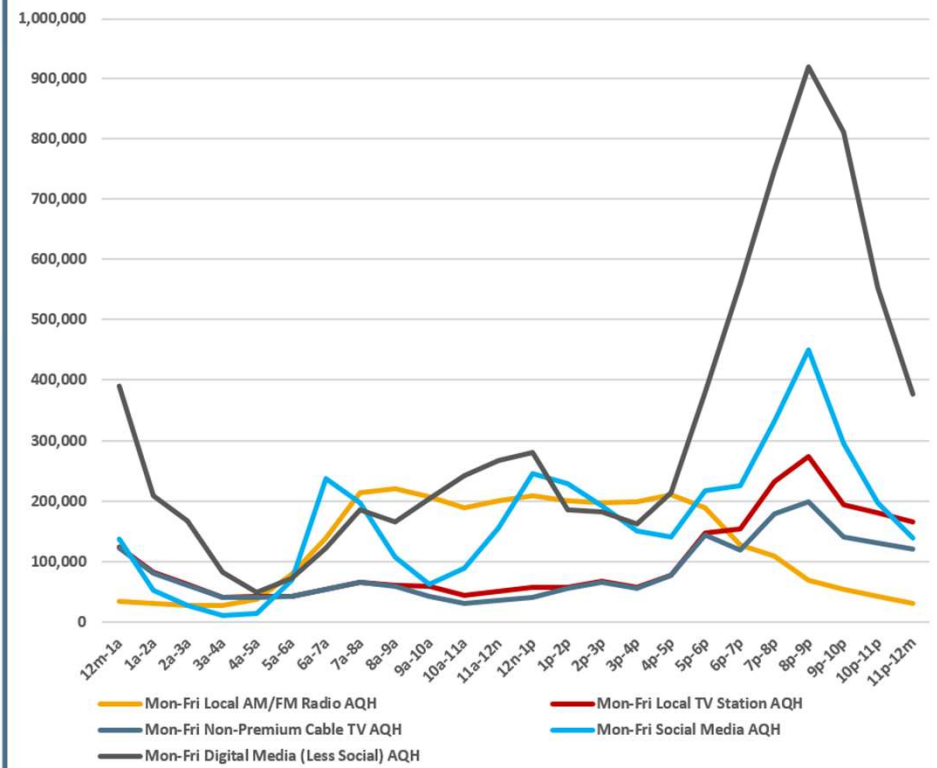


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,518; Local Radio: 20,292; Social Media: 16,695; Local TV: 8,022; Non-Prem. Cable: 7,988 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30 d

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



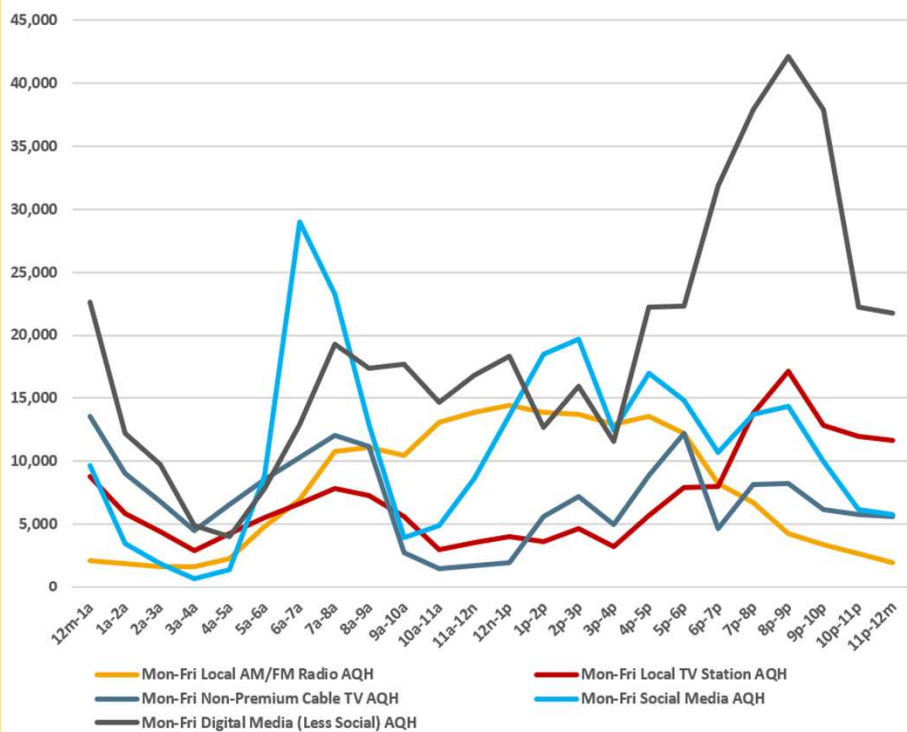
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older**



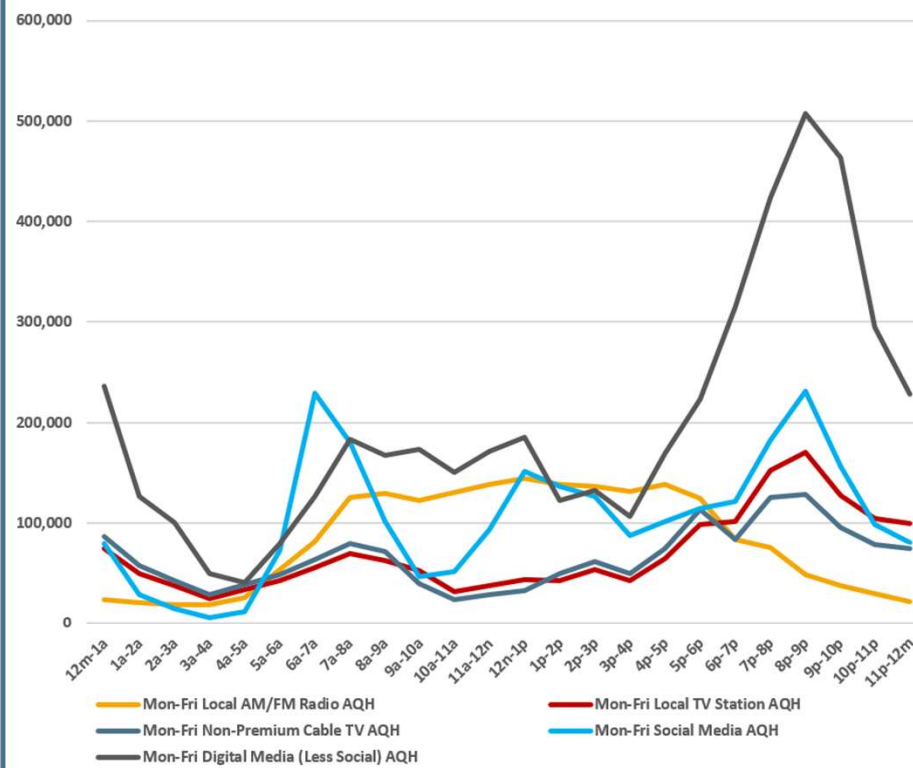


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,973; Social Media: 14,575; Local Radio: 11,958; Non-Prem. Cable: 6,540; Local TV: 5,474 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30 d

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



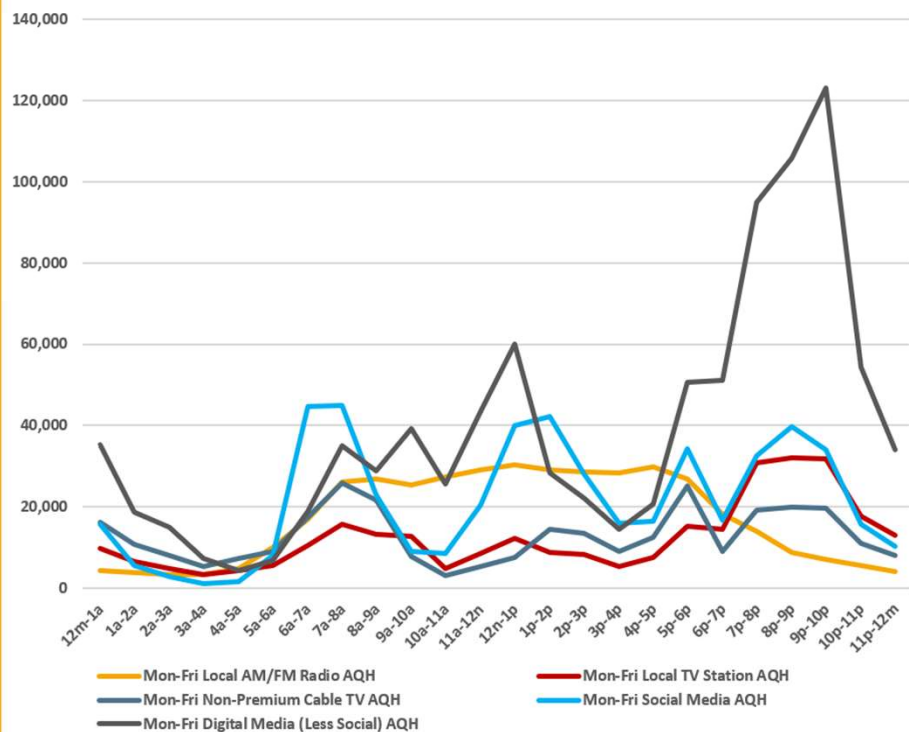
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older**



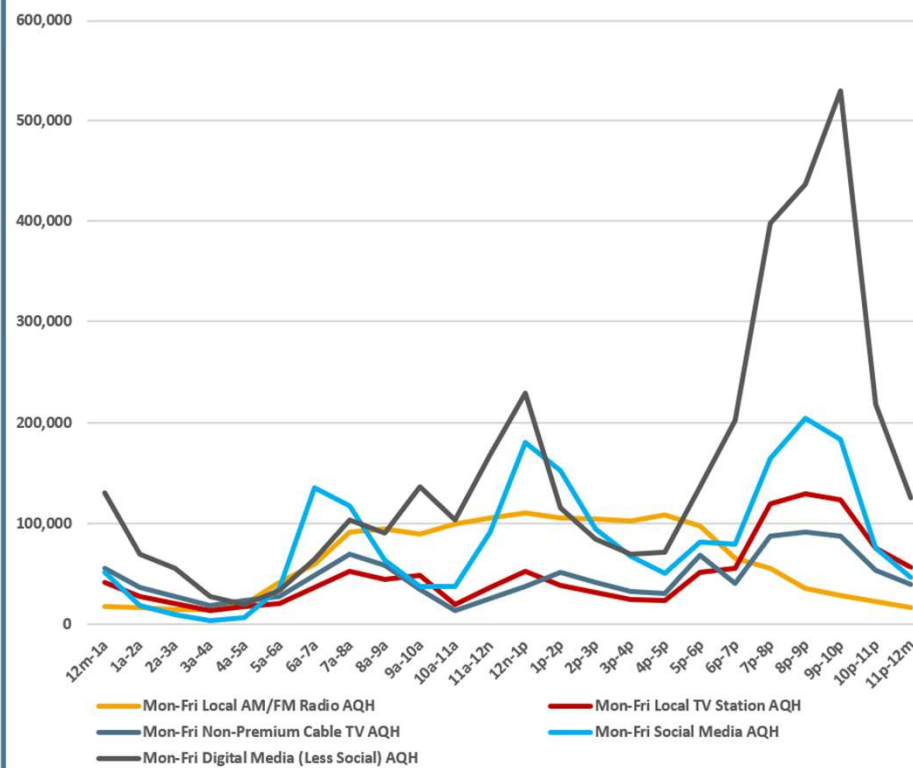


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,727; Social Media: 26,482; Local Radio: 26,364; Non-Prem. Cable: 13,332; Local TV: 10,606 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30

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



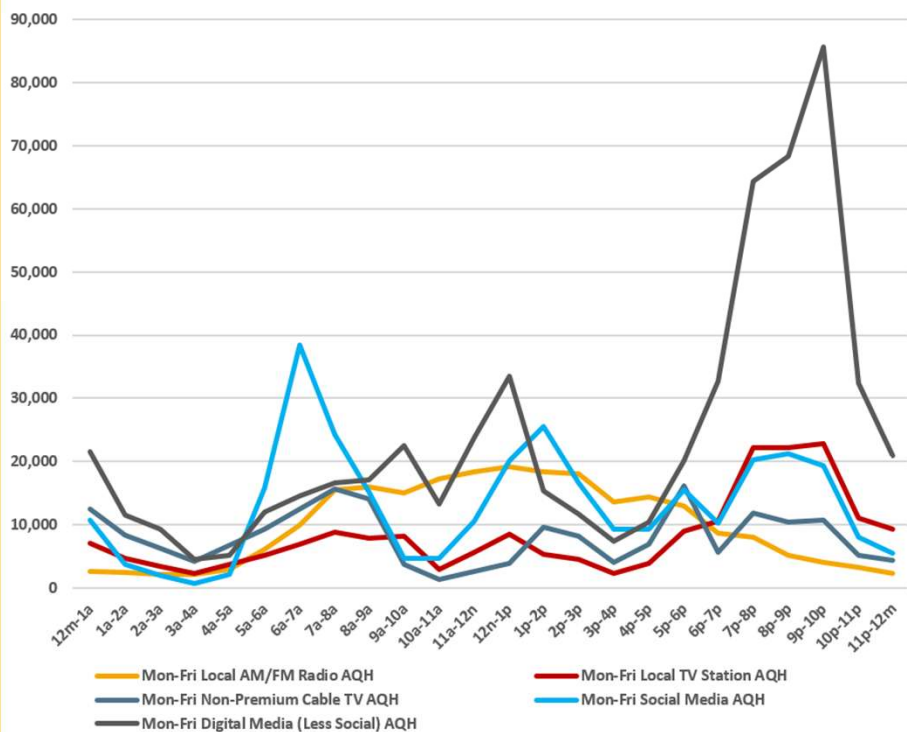
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older**



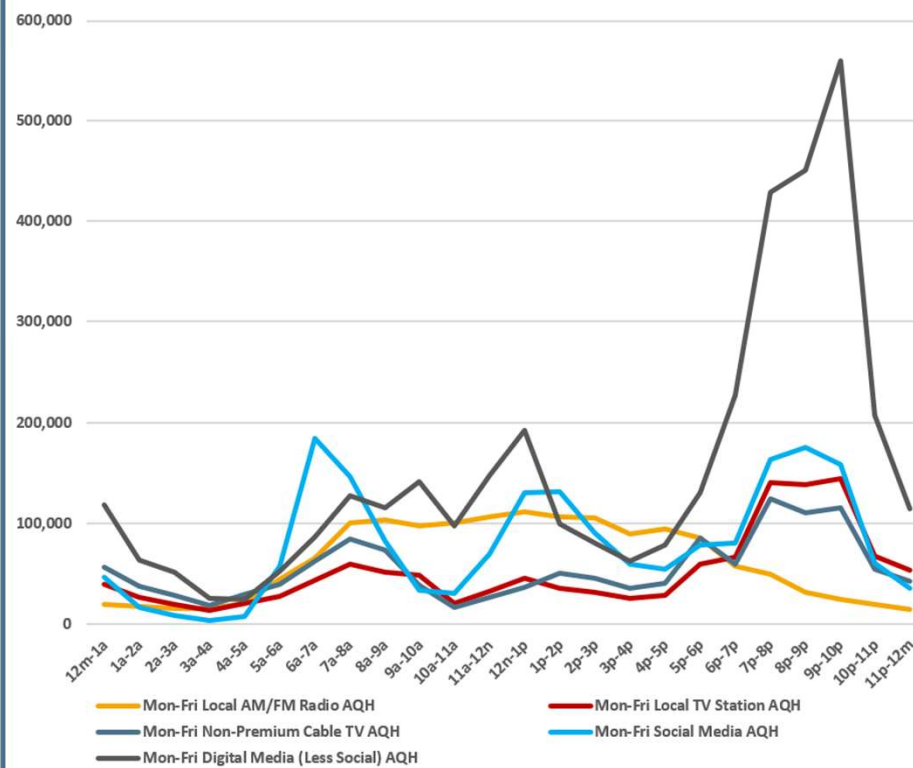


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,413; Social Media: 15,751; Local Radio: 15,193; Non-Prem. Cable: 8,067; Local TV: 6,512 reaching Adults 18 or older who Used WENDY'S One or More Times in the past 30 d

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



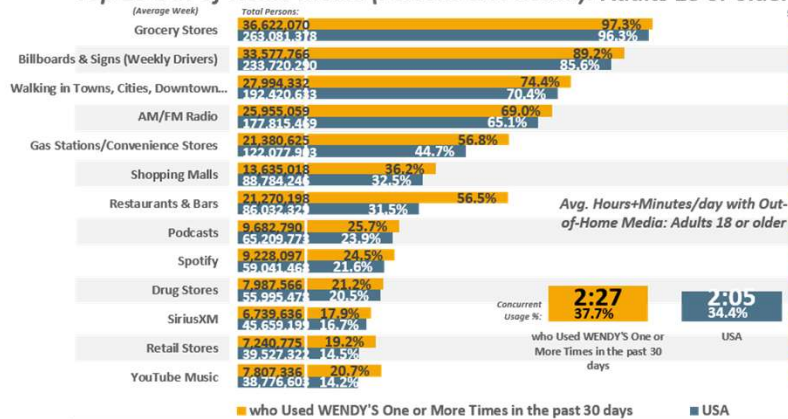
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



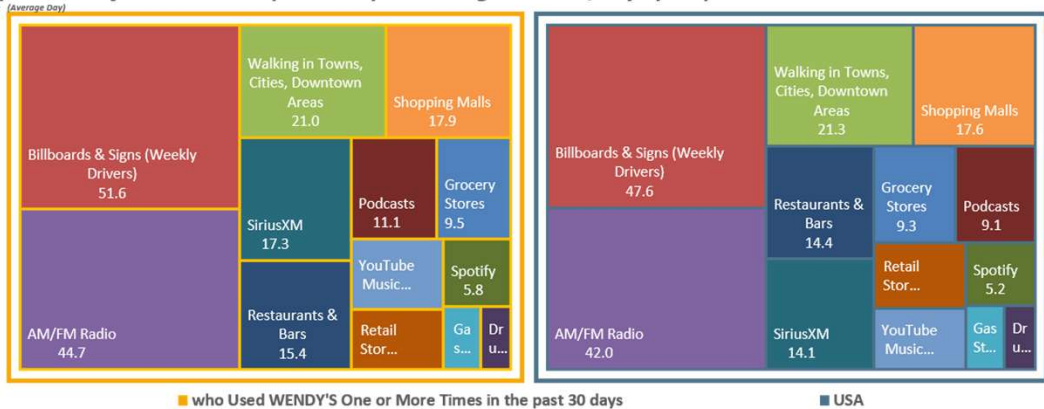


33,577,766 or 89.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes

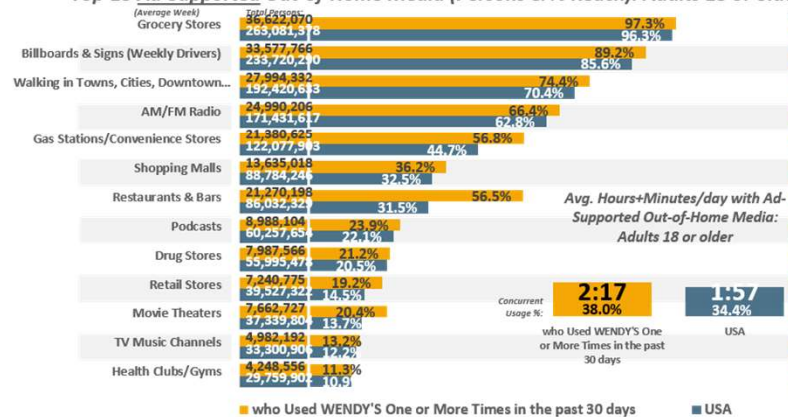
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



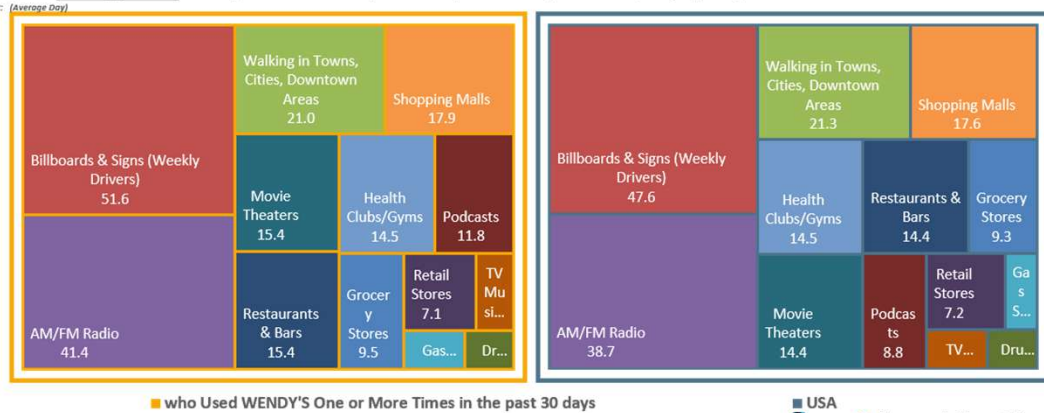
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

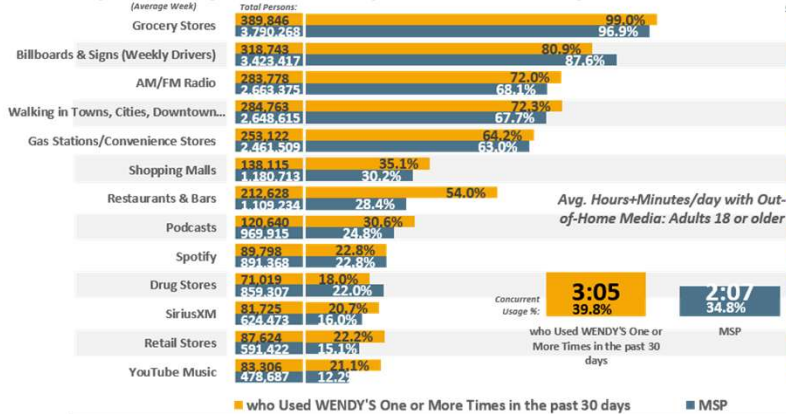
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

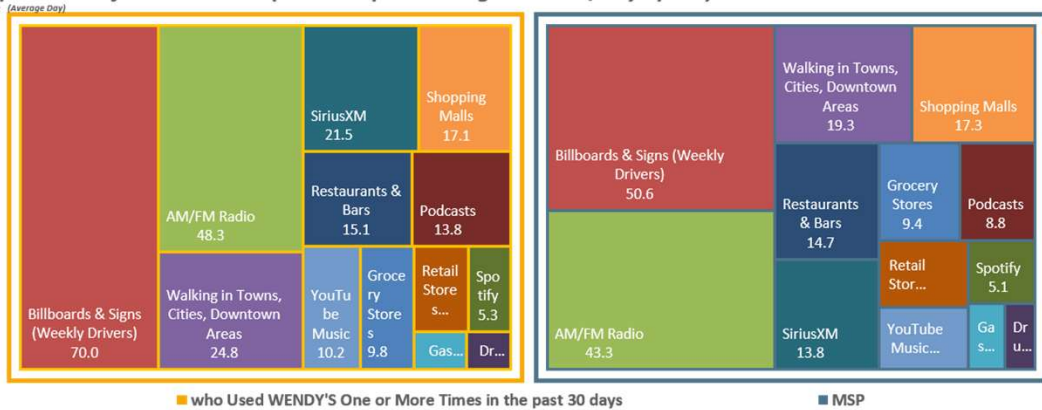


318,743 or 80.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 70. minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day

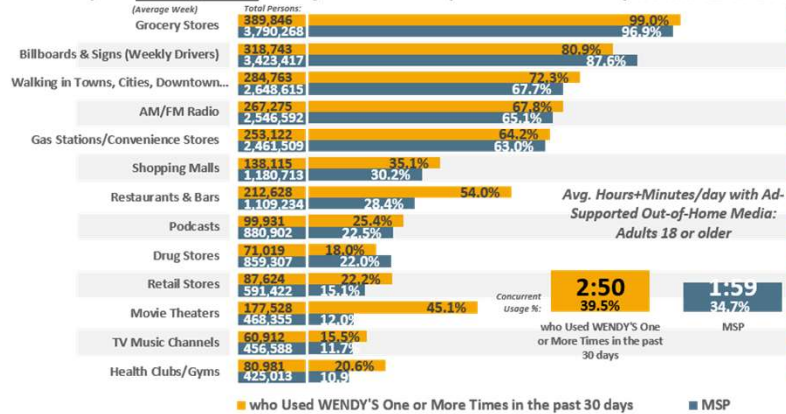
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



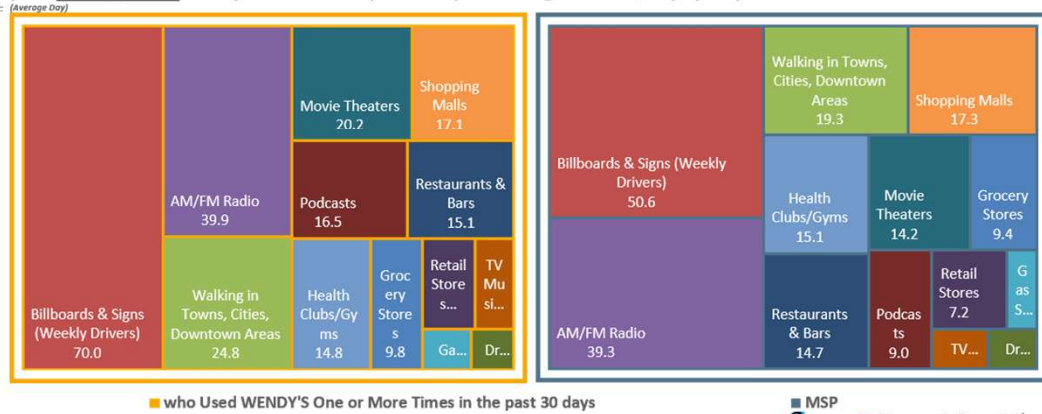
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



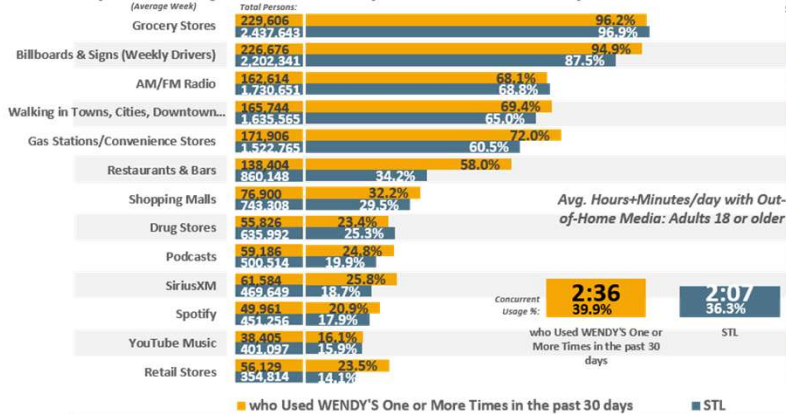
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



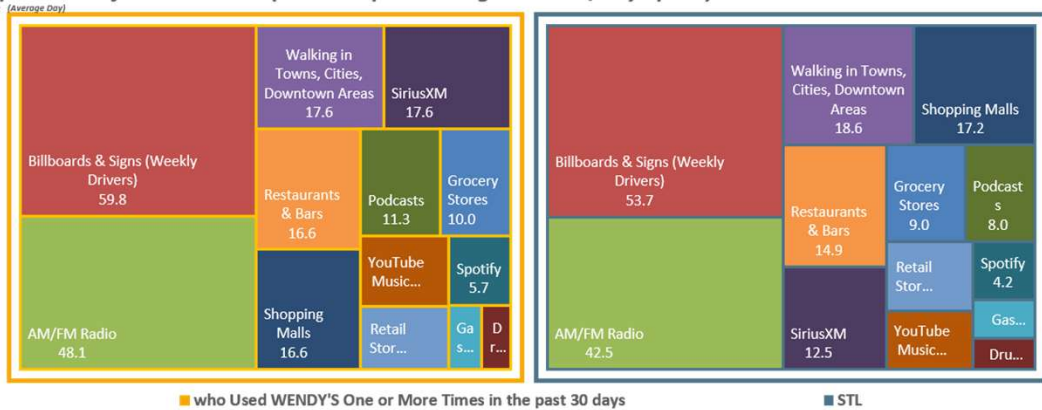


226,676 or 94.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 59.8 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 46.7 minutes/day

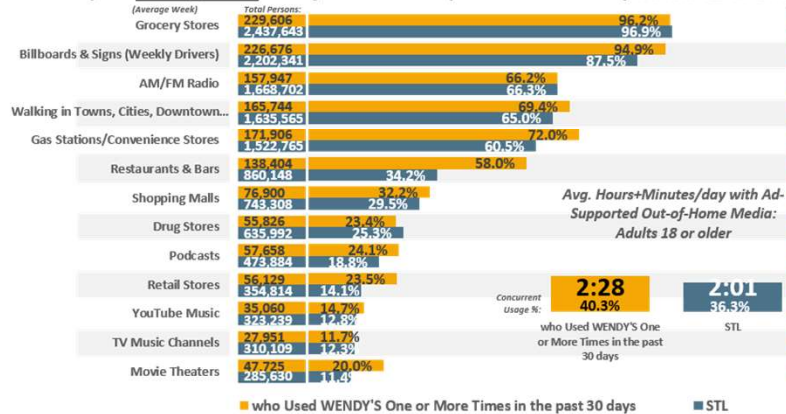
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



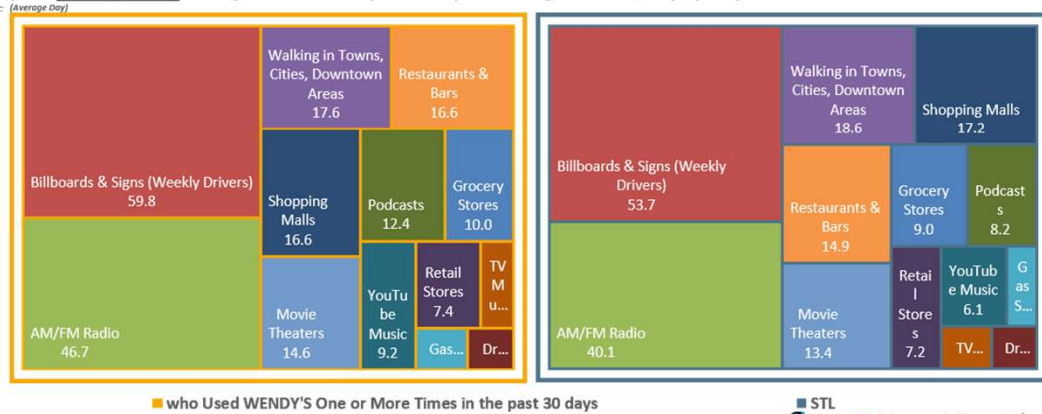
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



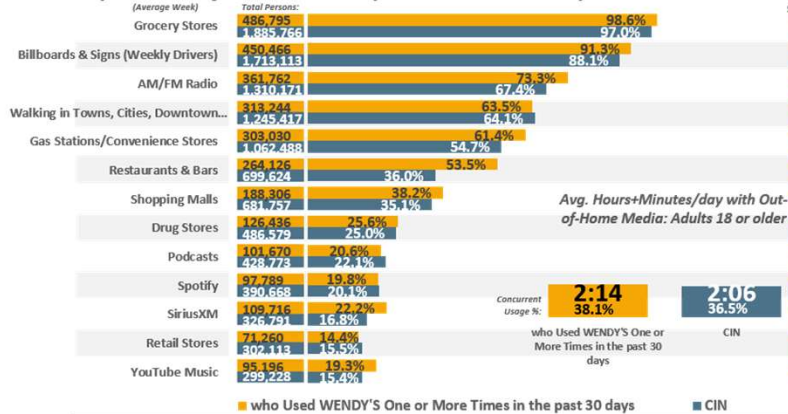
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



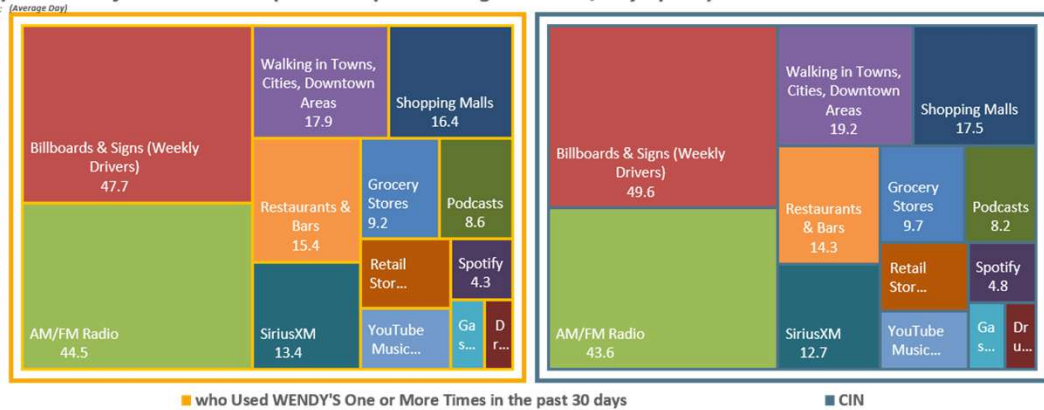


450,466 or 91.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 47.7 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day

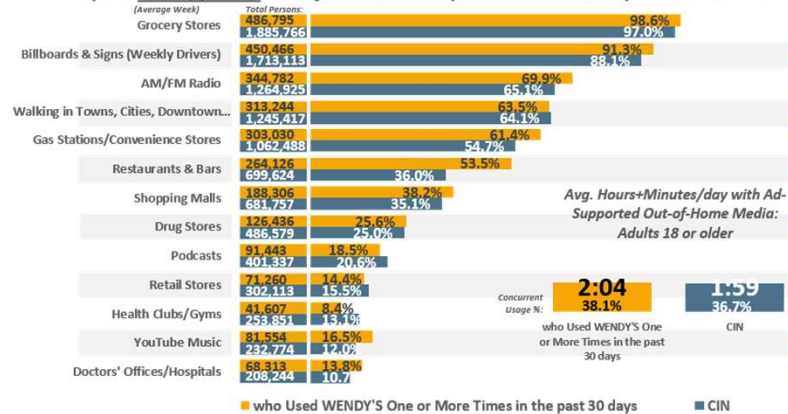
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



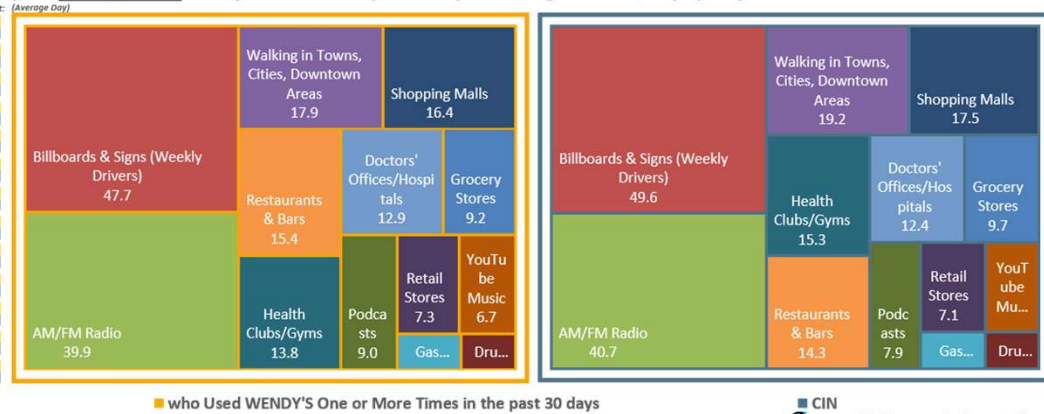
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



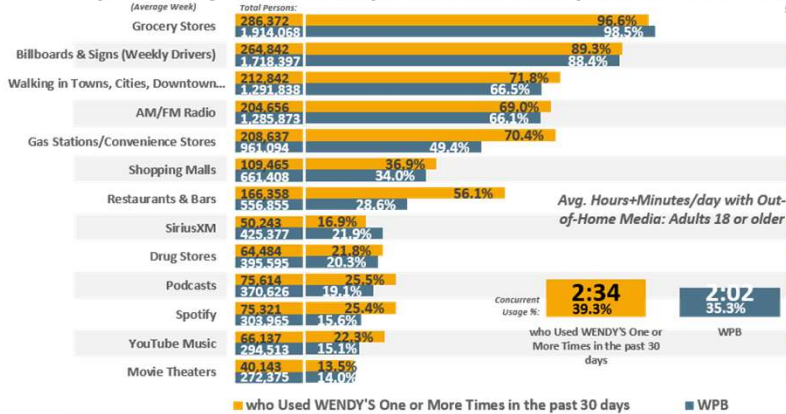
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



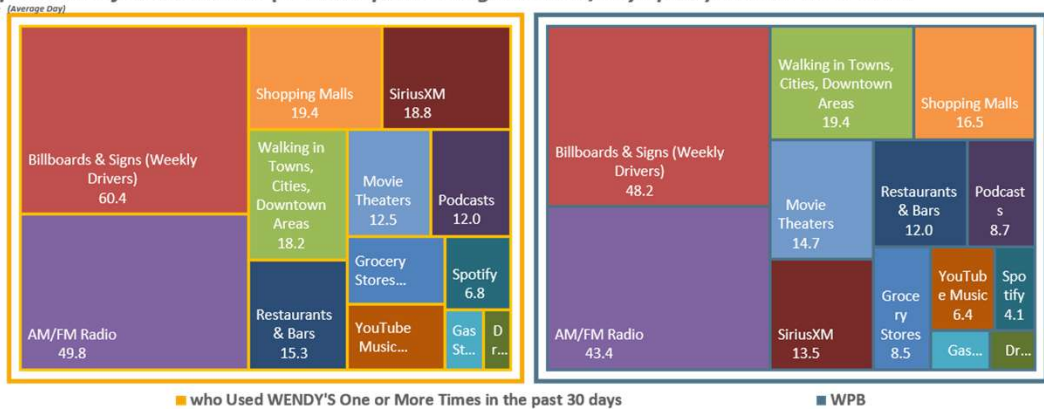


264,842 or 89.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minutes/day

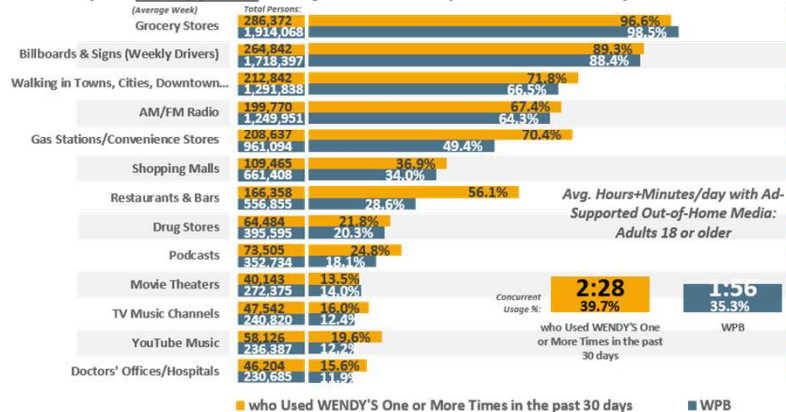
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



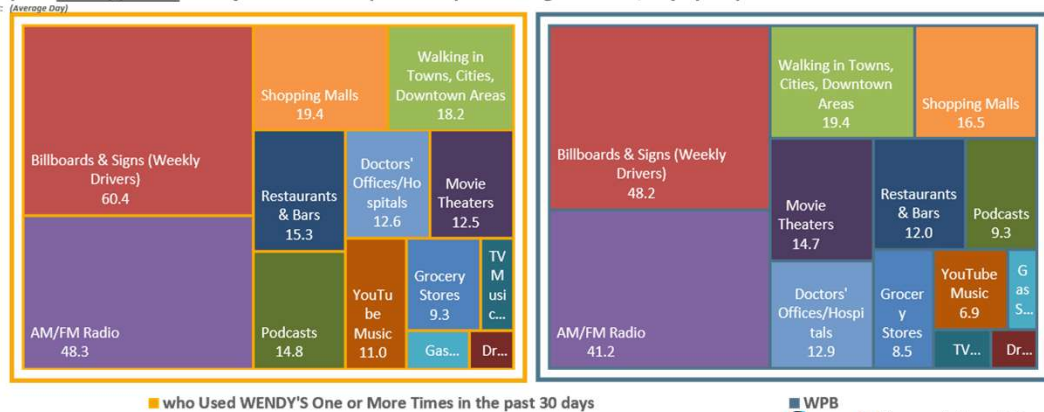
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



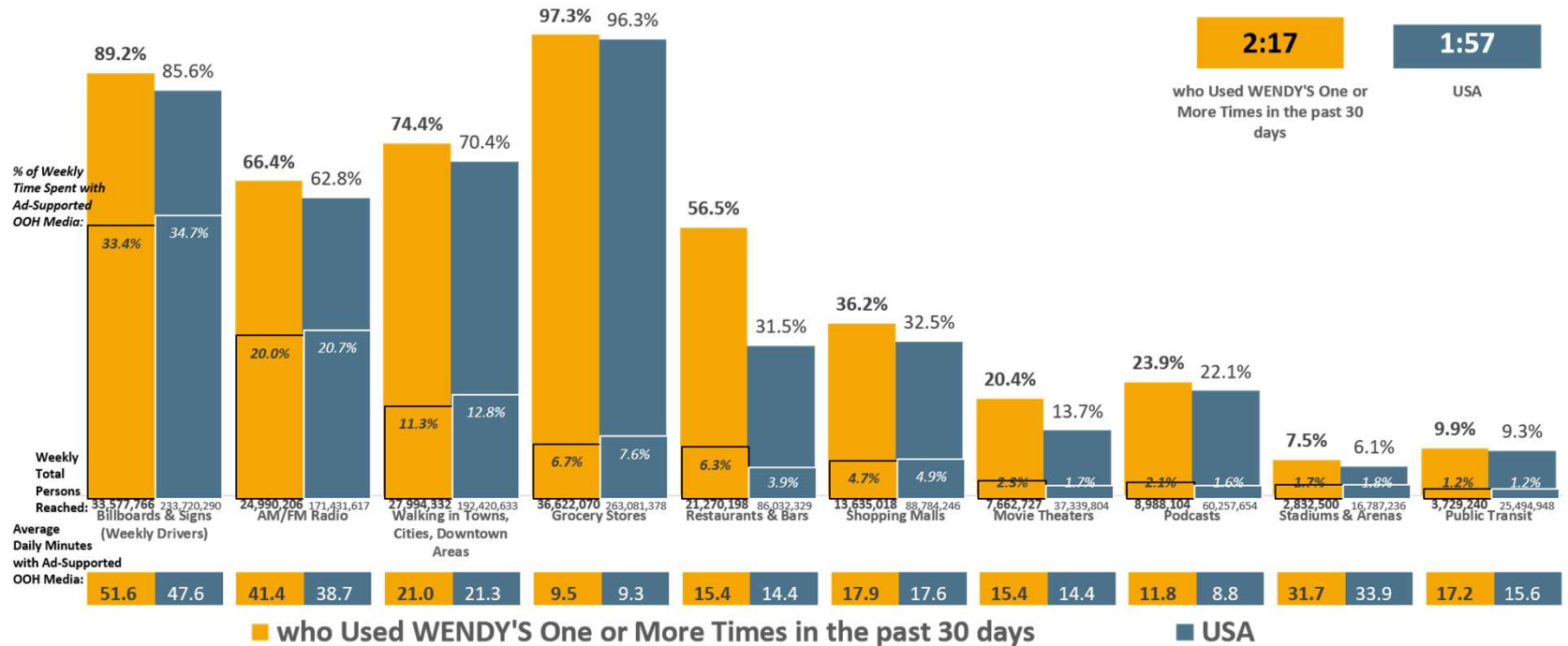


33,577,766 or 89.2% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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Quick service restaurants used past 30 days: Wendy's

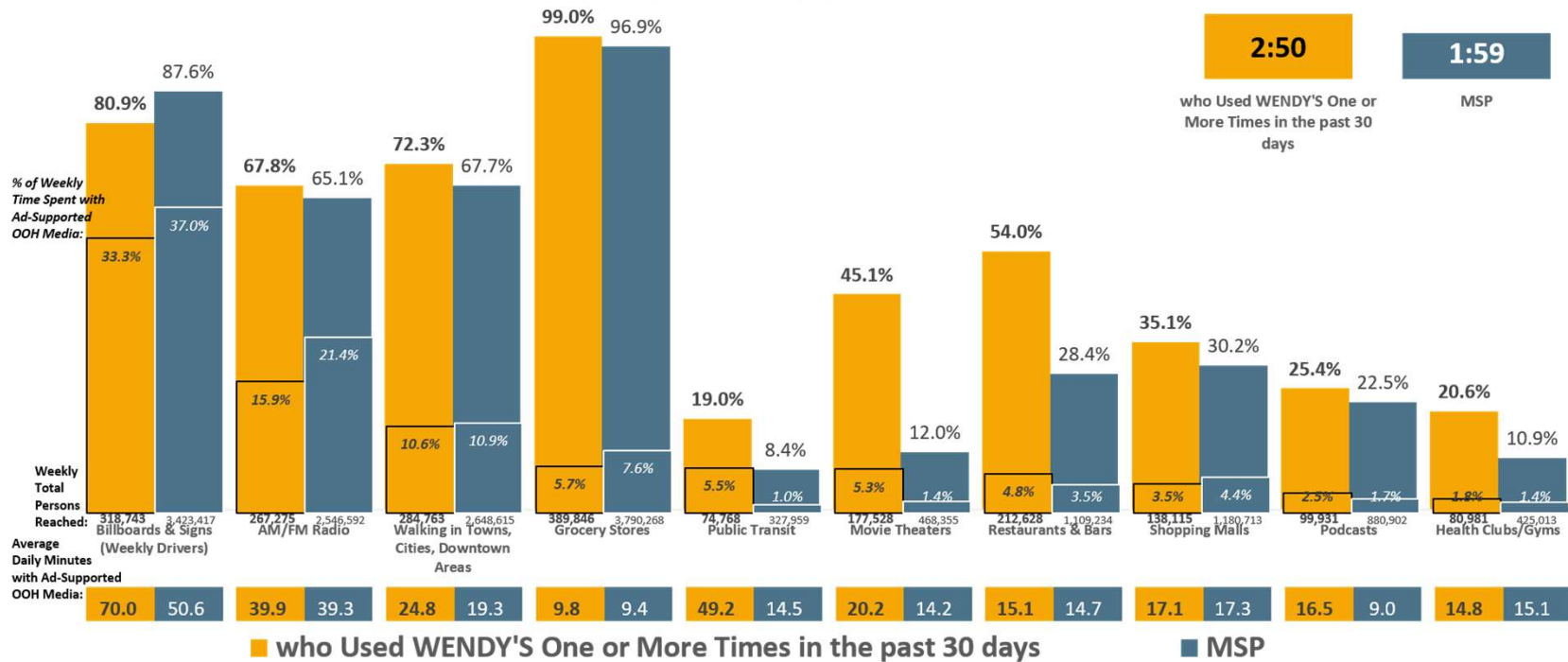


318,743 or 80.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 70. minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:50
who Used WENDY'S One or More Times in the past 30 days

1:59
MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 169 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

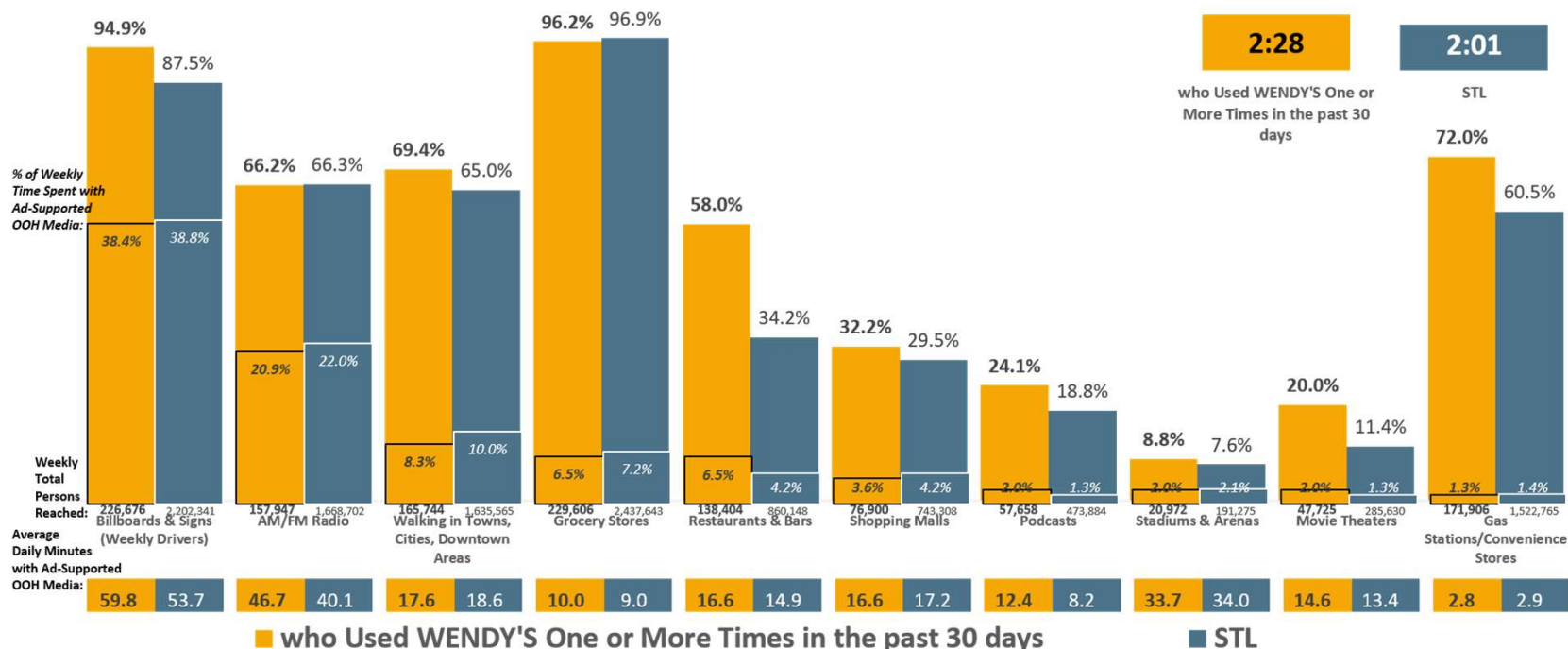


226,676 or 94.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 59.8 minutes per day driving, seeing Billboards and Signs representing 38.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 192
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

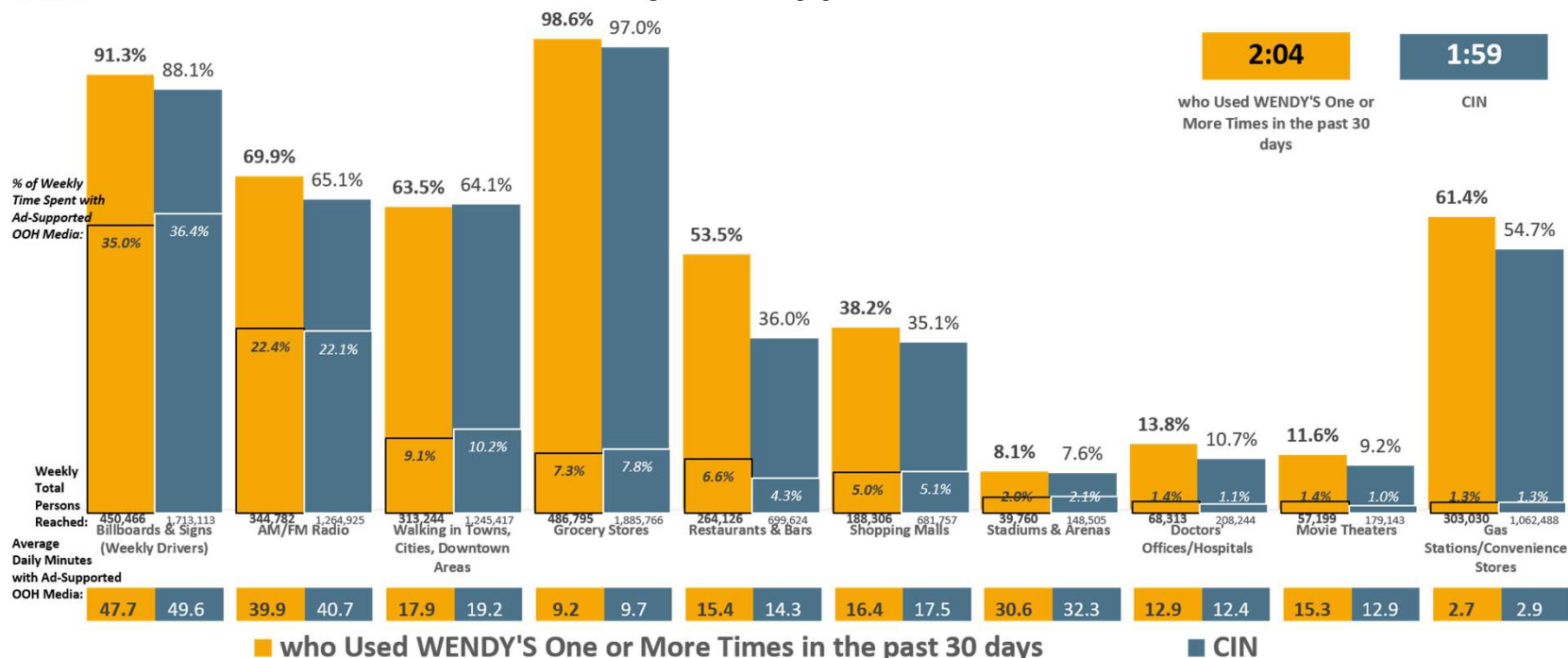


450,466 or 91.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 47.7 minutes per day driving, seeing Billboards and Signs representing 35.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 467
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

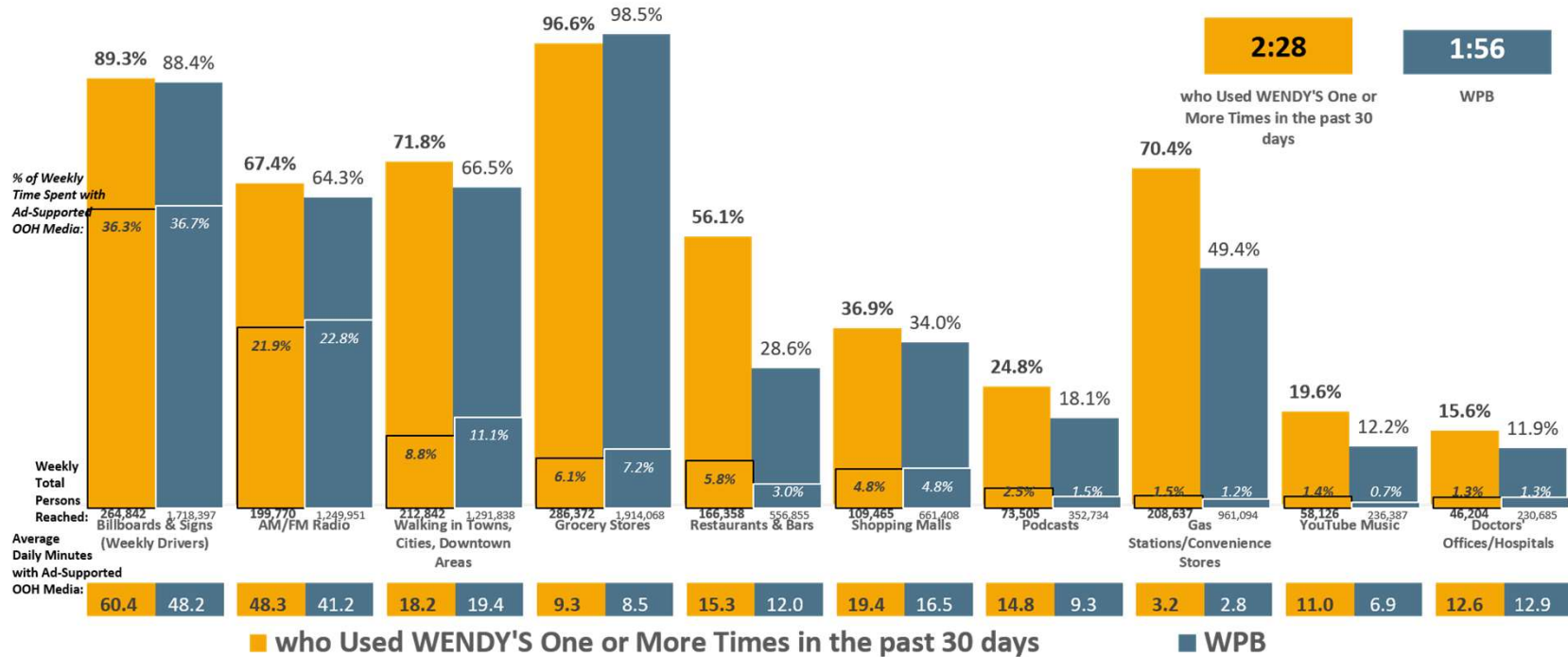


264,842 or 89.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 377 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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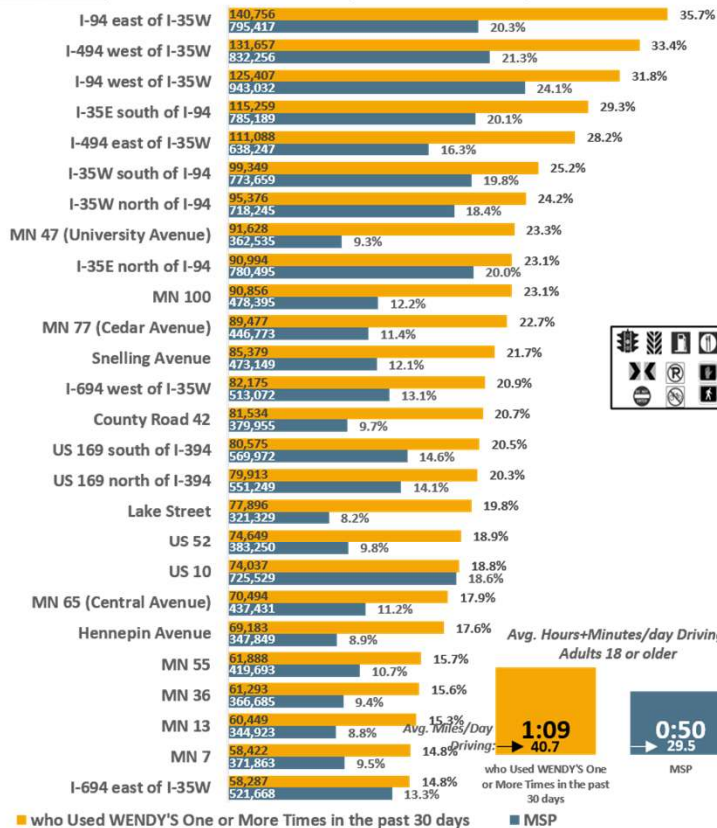
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's

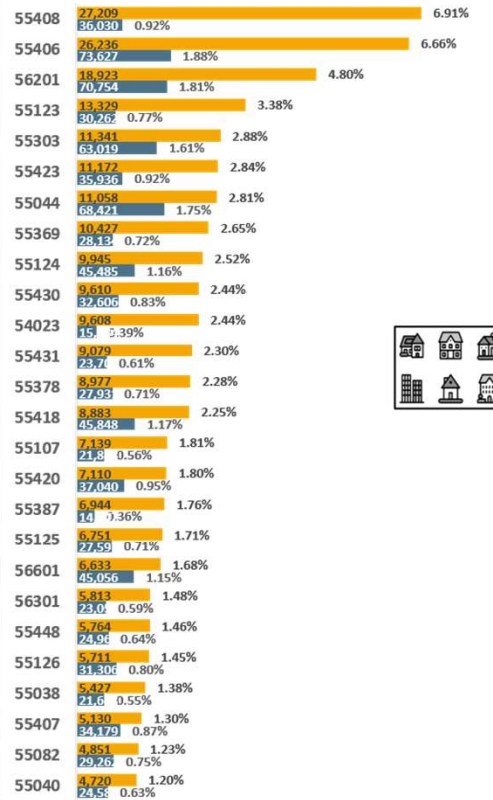


318,743 or 80.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 70. minutes per day driving an average of 40.7 miles each day and are 150.8% more likely to use MN 47 (University Avenue) than the Metro aver

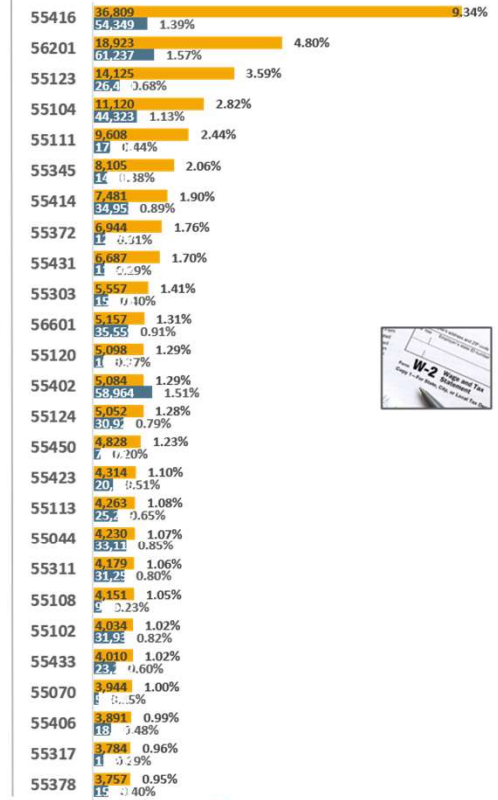
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



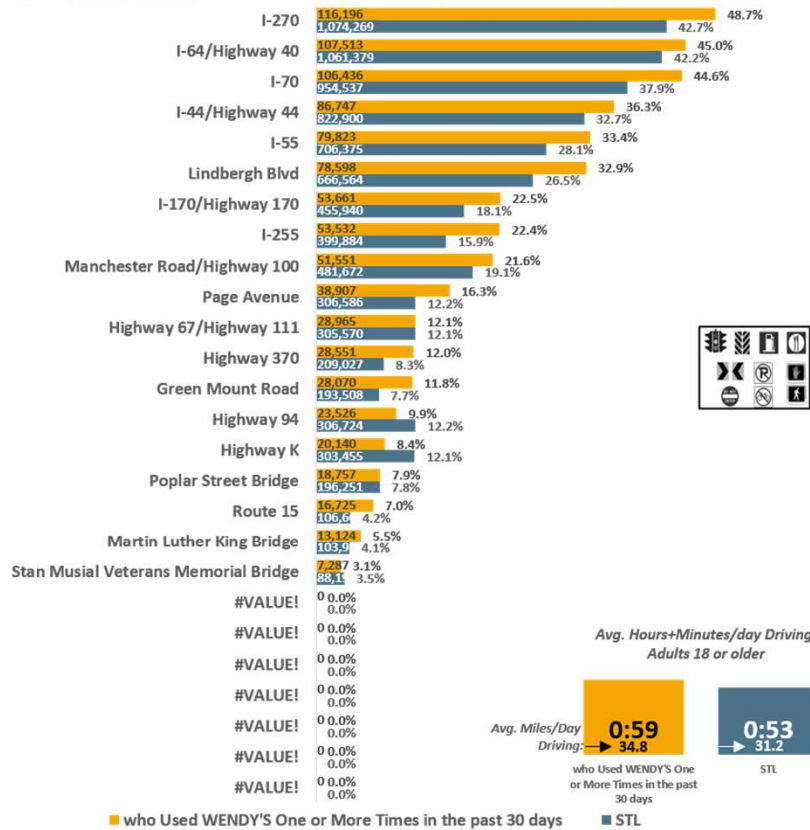
Top-26 Employment Zip Codes: Adults 18 or older



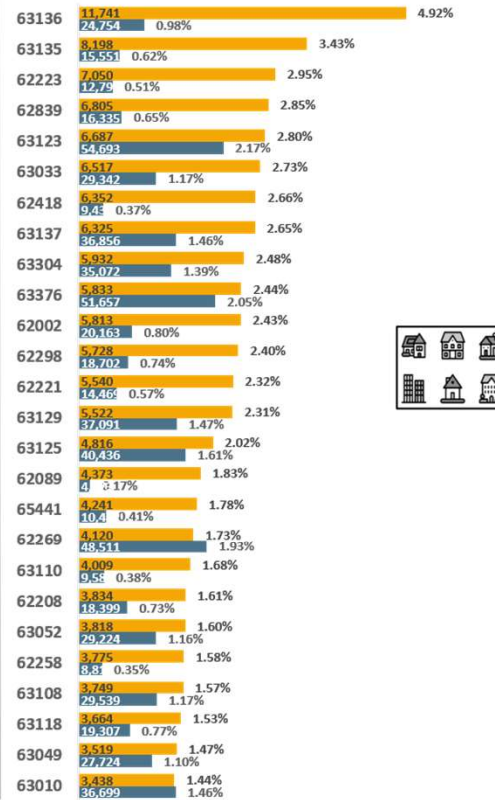


226,676 or 94.9% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 59.8 minutes per day driving an average of 34.8 miles each day and are 65.3% more likely to use Route 15 than the Metro average.

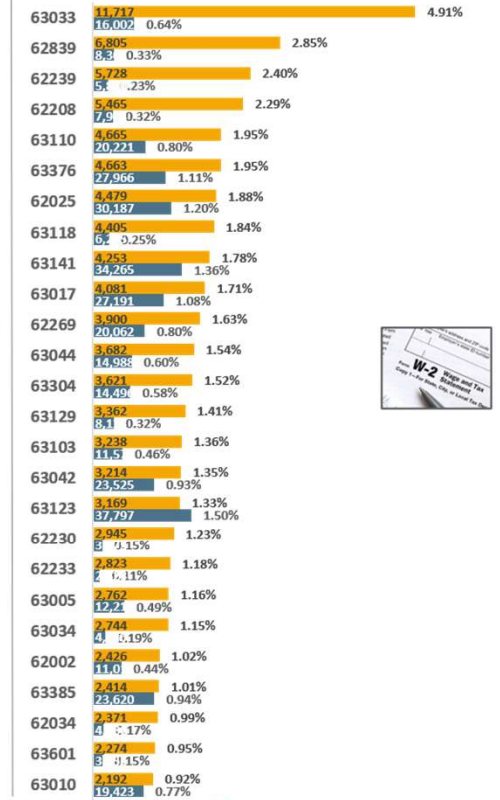
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



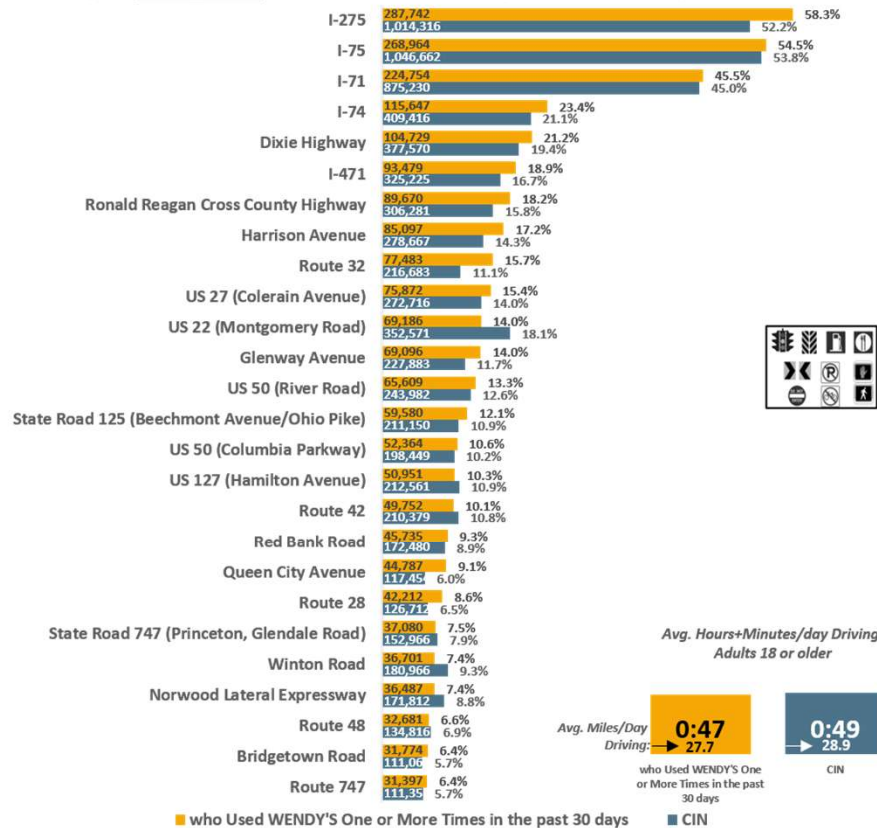
Top-26 Employment Zip Codes: Adults 18 or older





450,466 or 91.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 47.7 minutes per day driving an average of 27.7 miles each day and are 50.2% more likely to use Queen City Avenue than the Metro average.

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



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

Avg. Miles/Day
Driving:

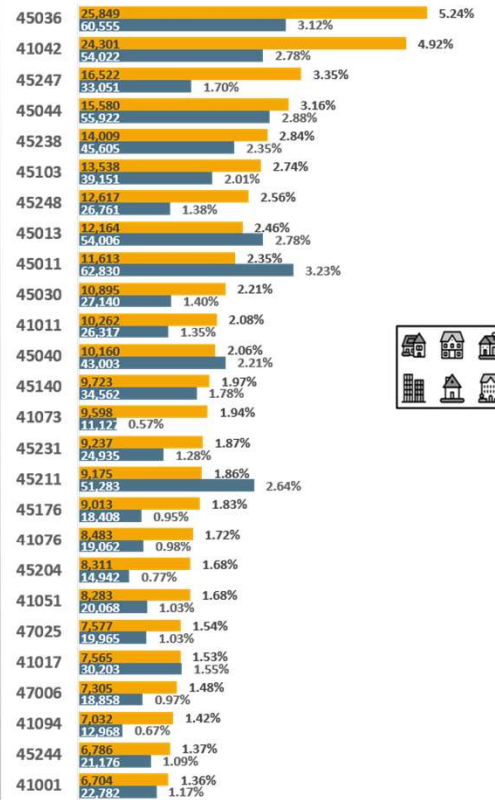
0:47
27.7

0:49
28.9

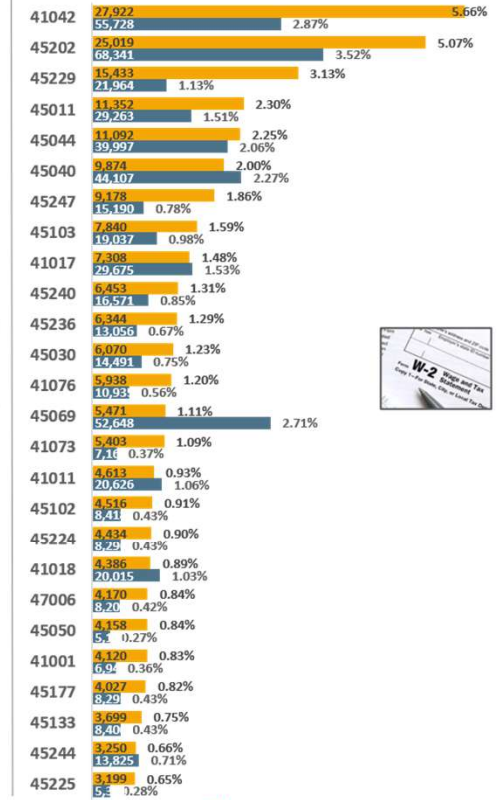
who Used WENDY'S One or More Times in the past 30 days

CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

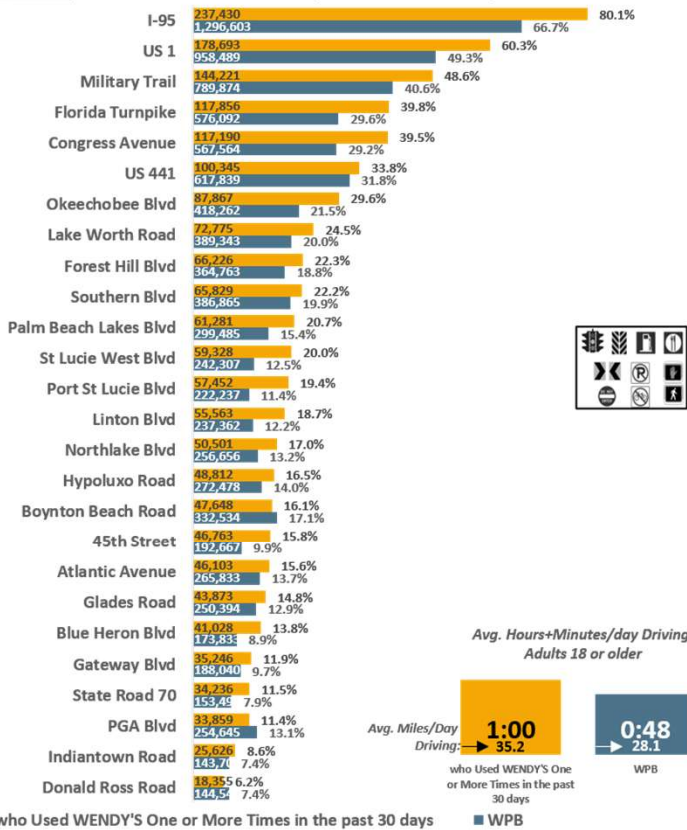


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264,842 or 89.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days spend an average of 60.4 minutes per day driving an average of 35.2 miles each day and are 69.5% more likely to use Port St Lucie Blvd than the Metro average.

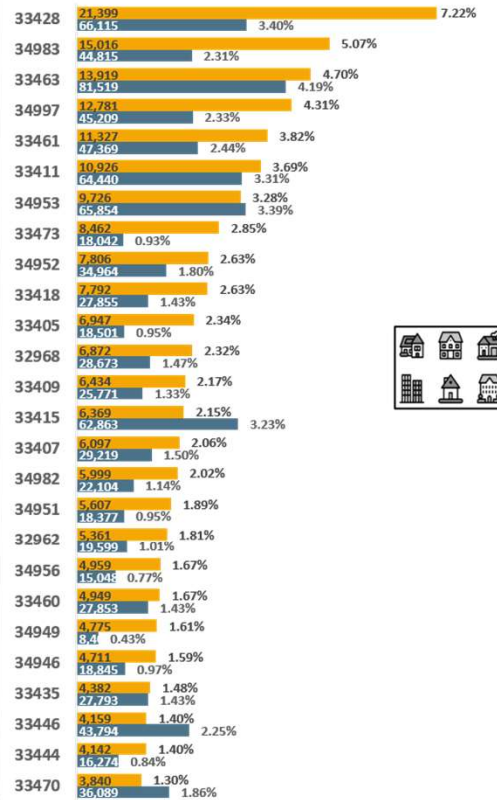
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



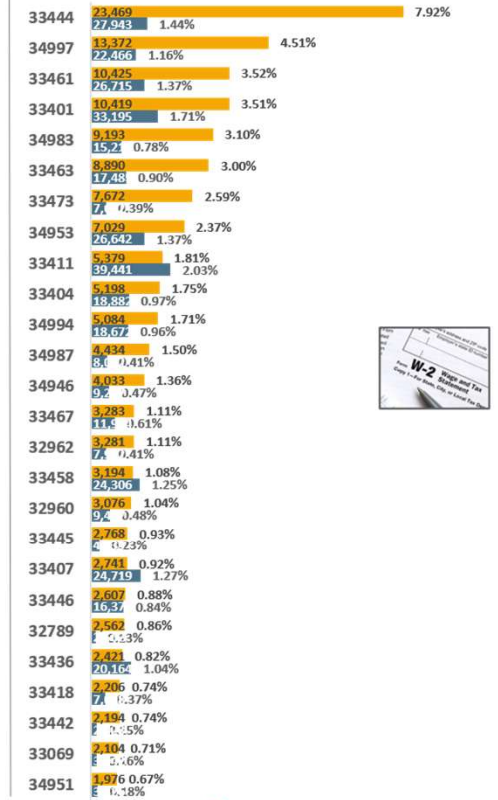
Avg. Hours+Minutes/day Driving:
Adults 18 or older



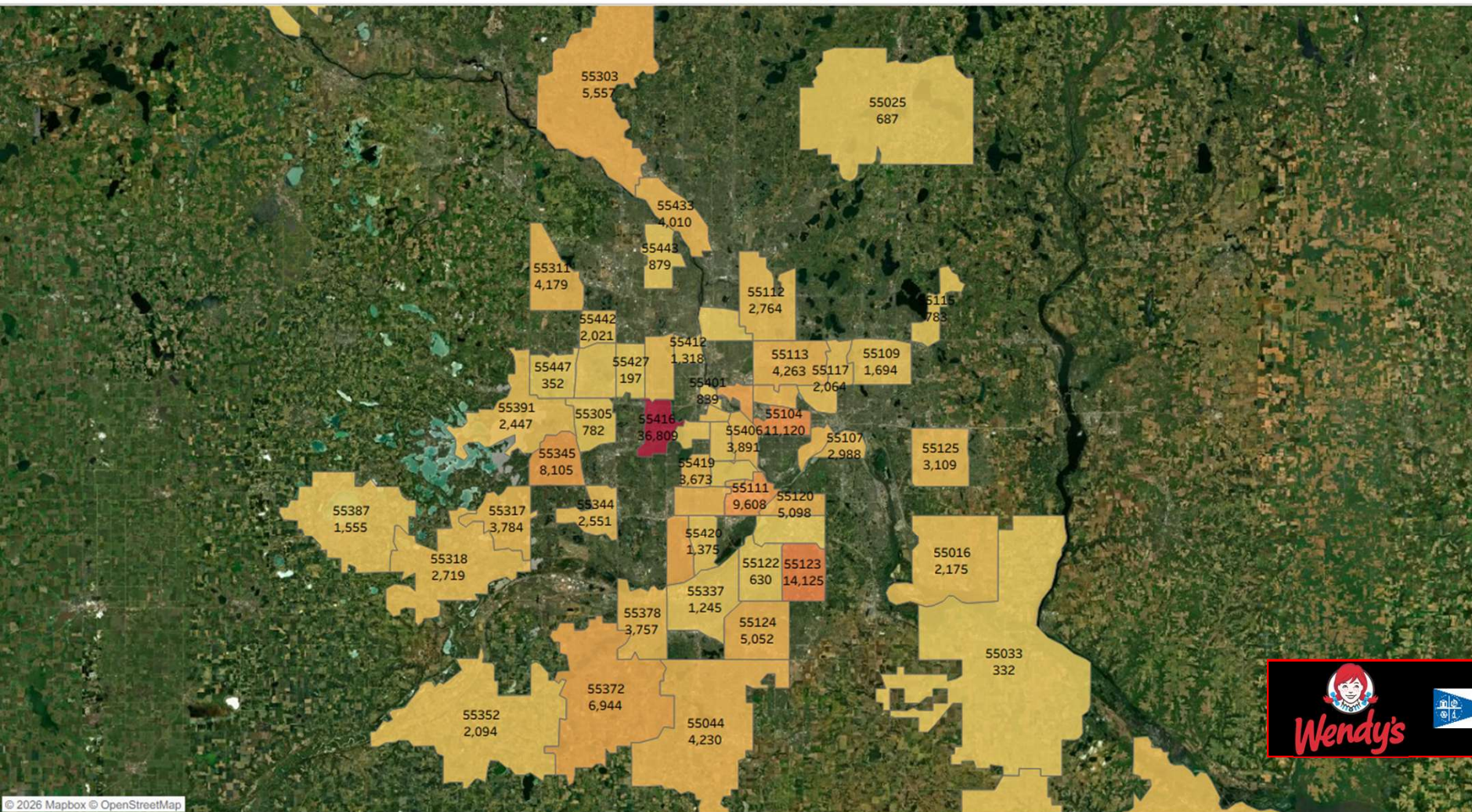
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

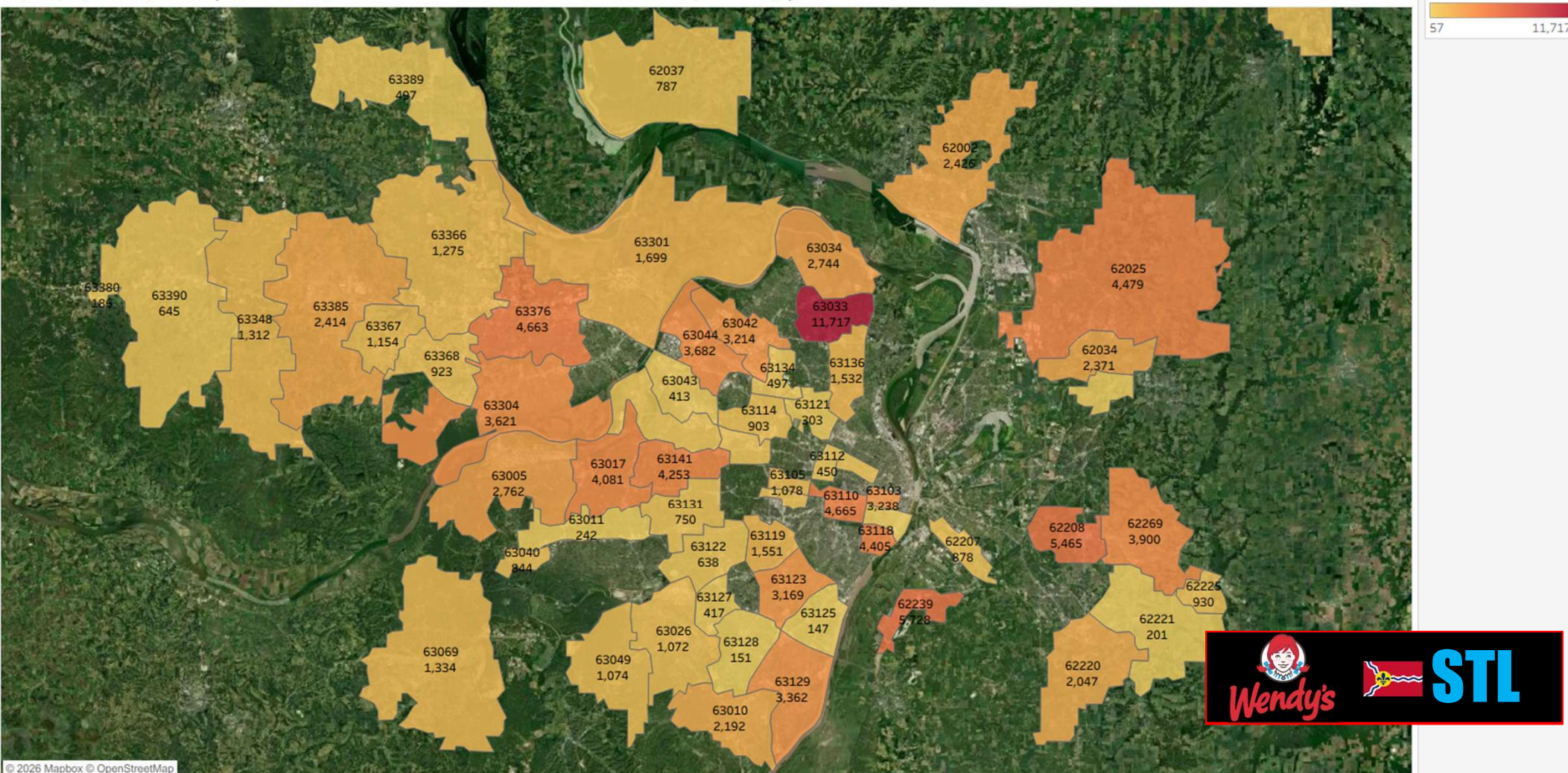


SUM(Adults 18 or olde...
197 36,809

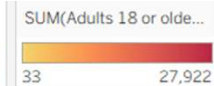
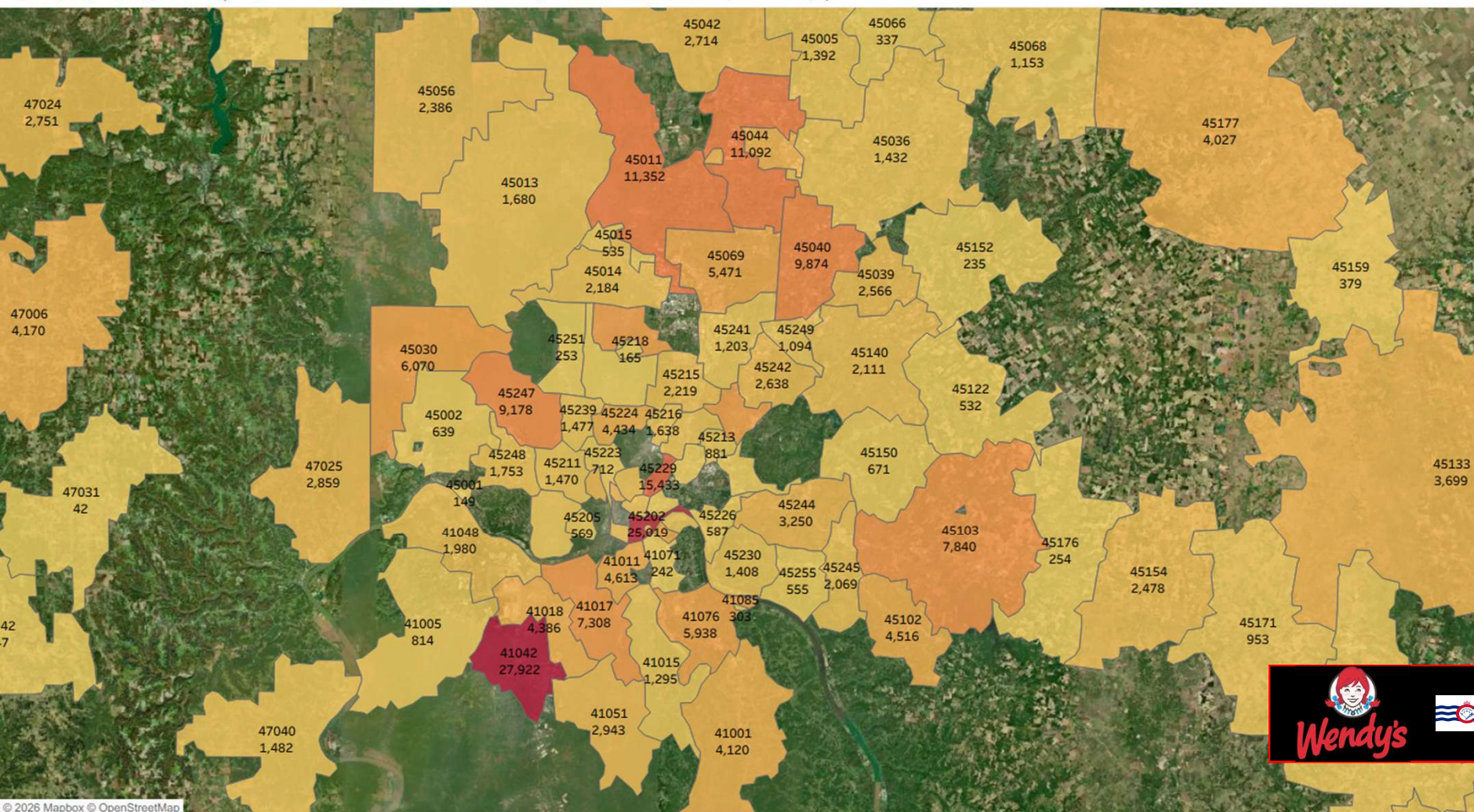


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Top Employment Zip Codes: (Adults 18 or older who Used WENDY'S One or More Times in the past 30 days)



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



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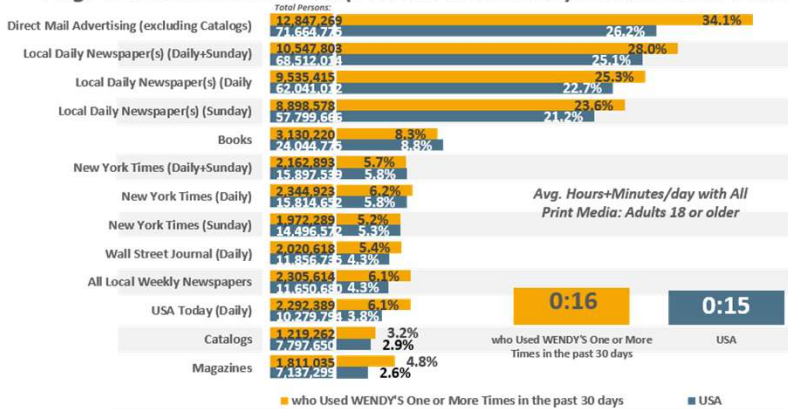
▼ ||| SUM(Adults 18 or olde...





10,547,803 or 28.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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

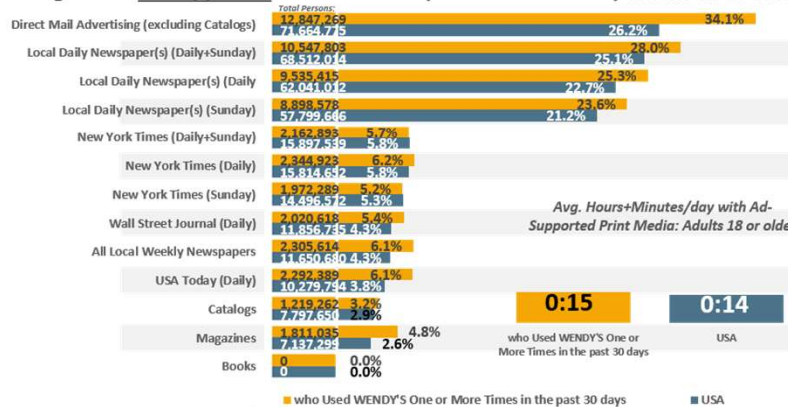


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:16

0:15

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



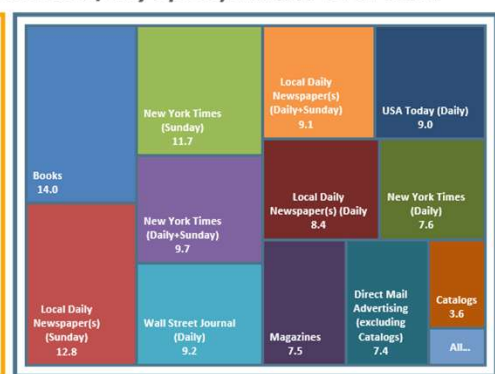
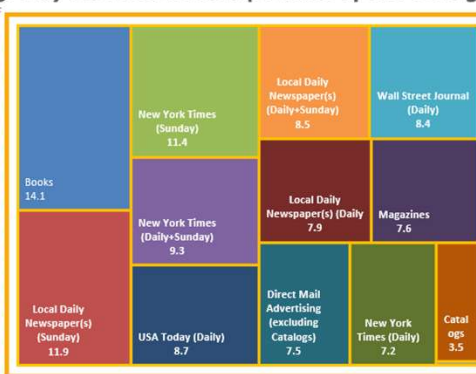
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:15

0:14

USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 3,344
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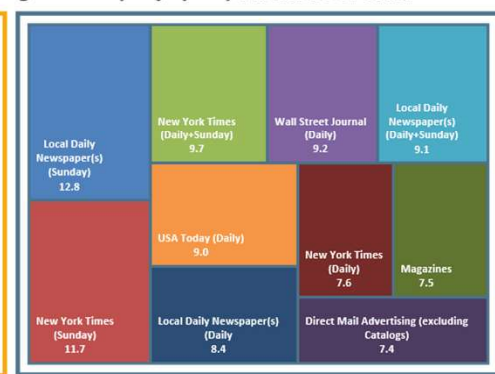
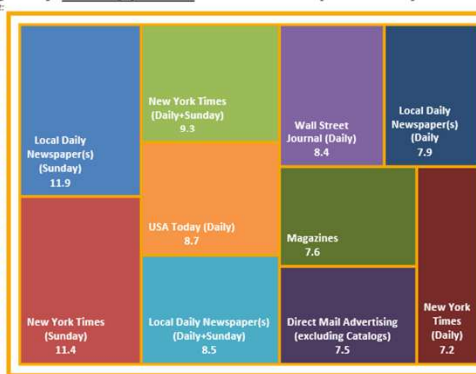
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

USA

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



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

USA

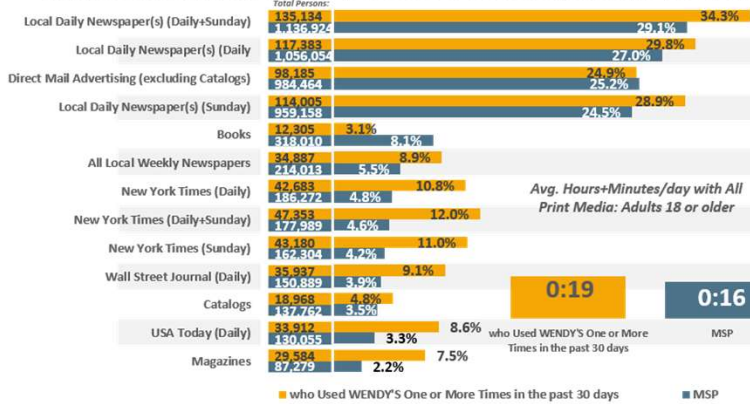
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wendy's



135,134 or 34.3% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

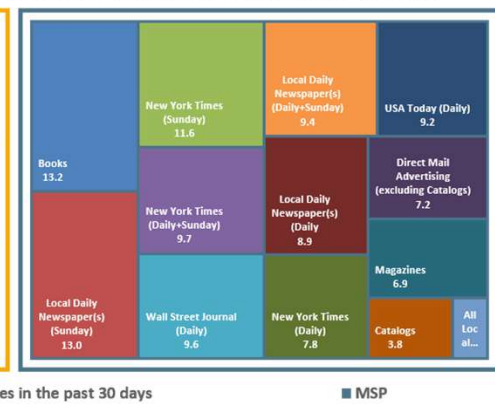
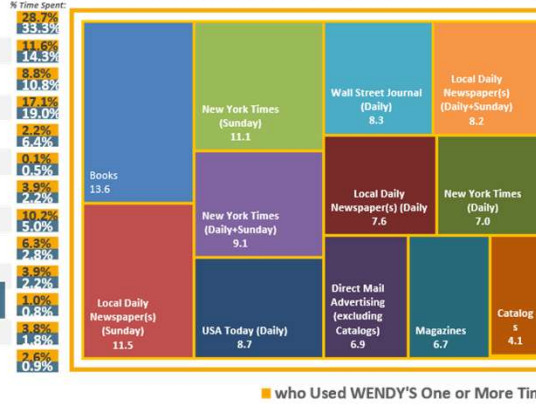
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



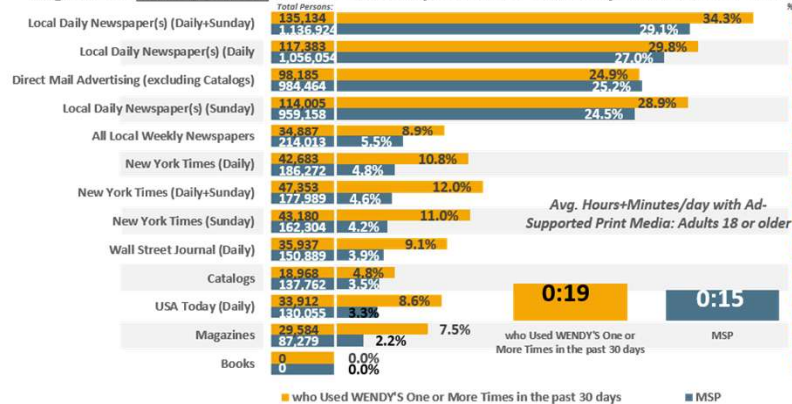
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

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0:16



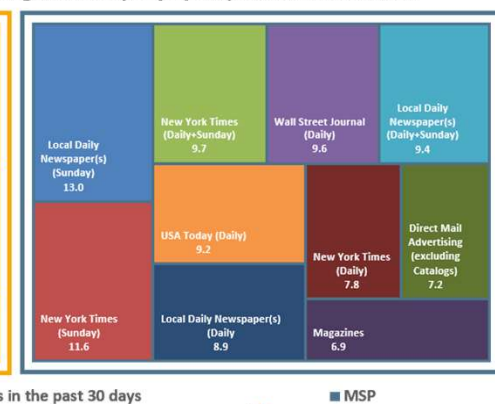
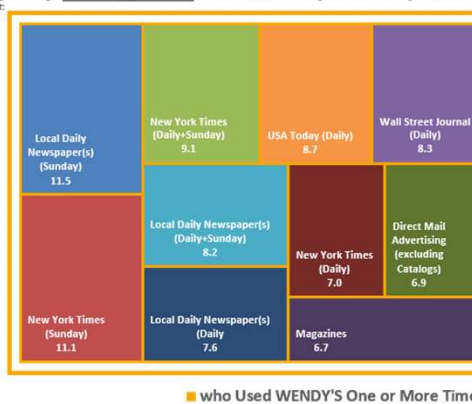
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

0:19

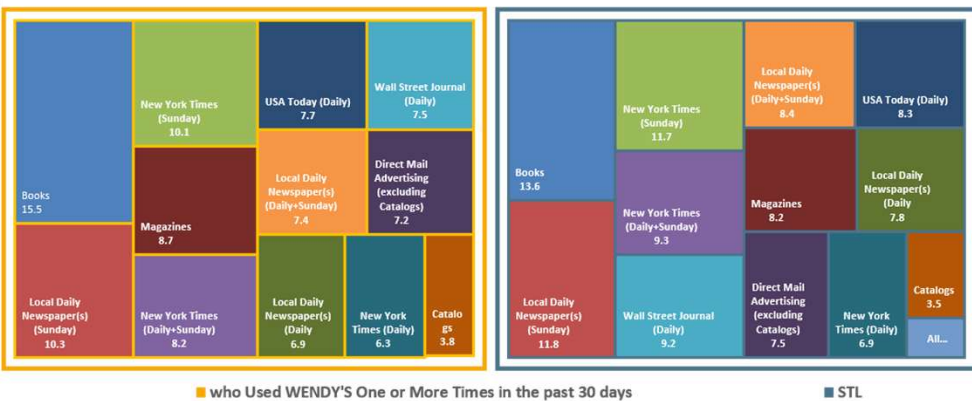
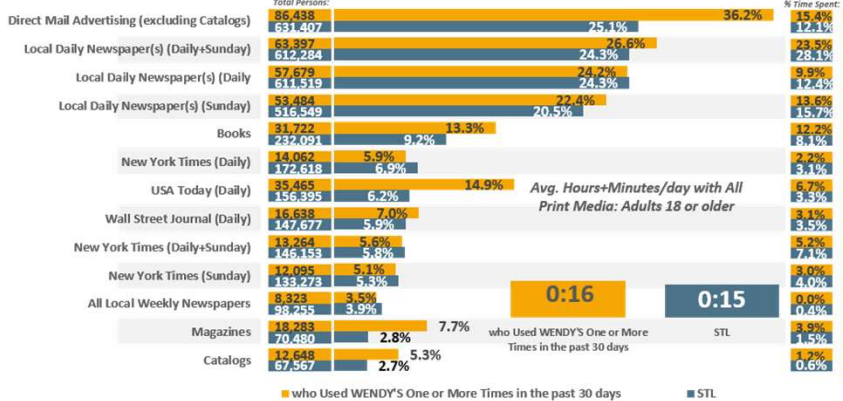
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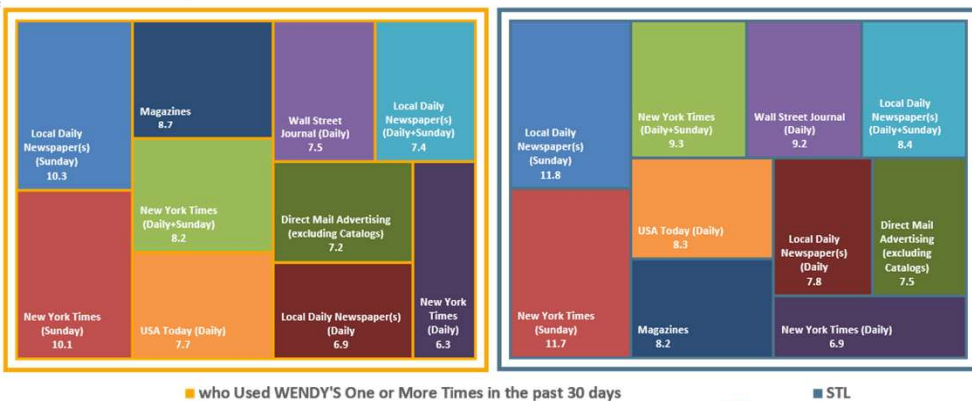
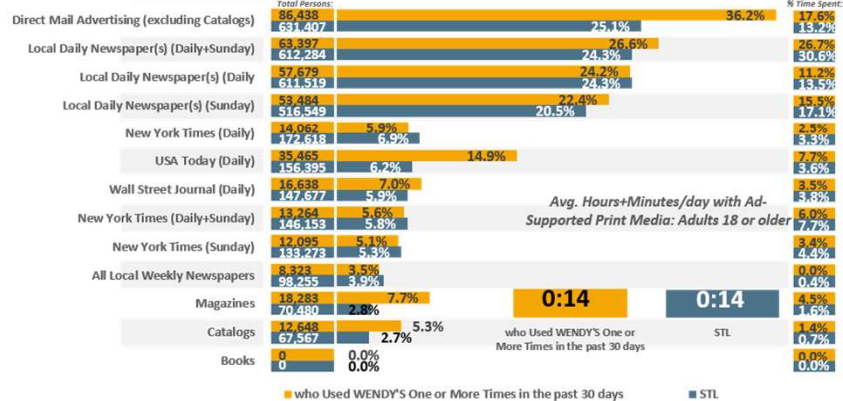


63,397 or 26.6% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 26.7% of all time spent daily with All forms of Print Media.

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



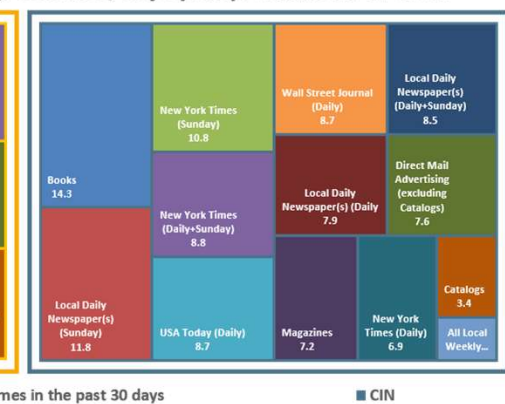
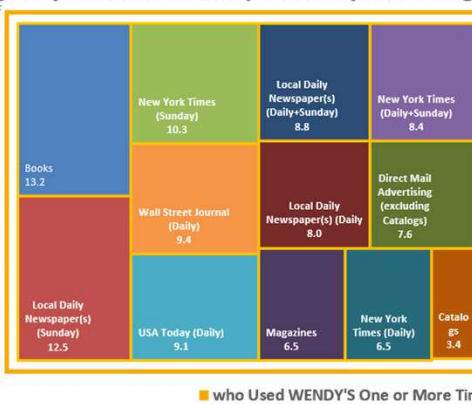
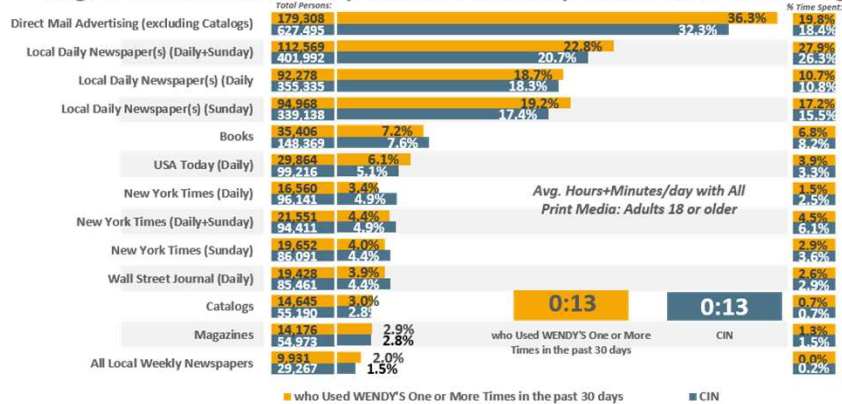
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



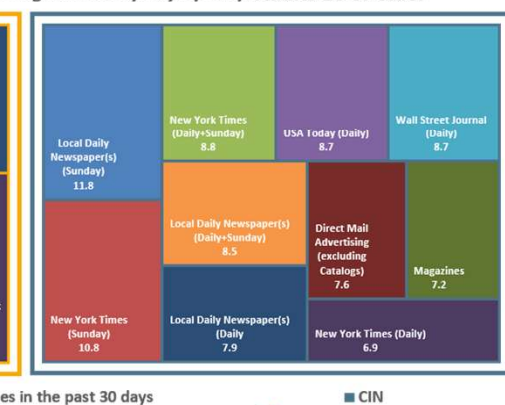
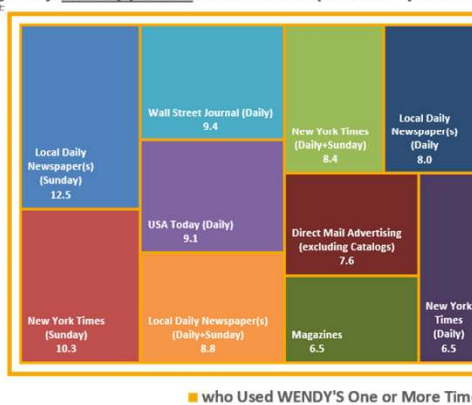
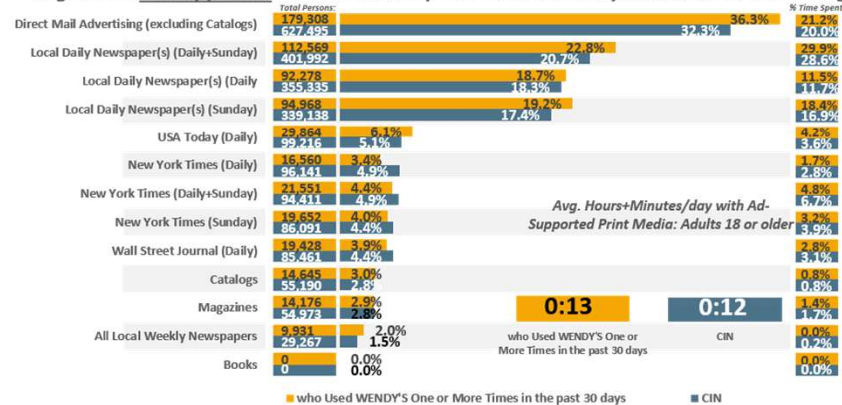


112,569 or 22.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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



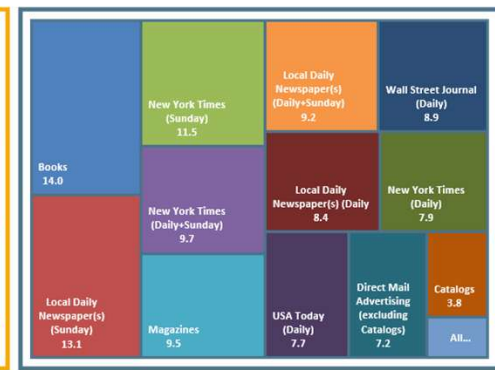
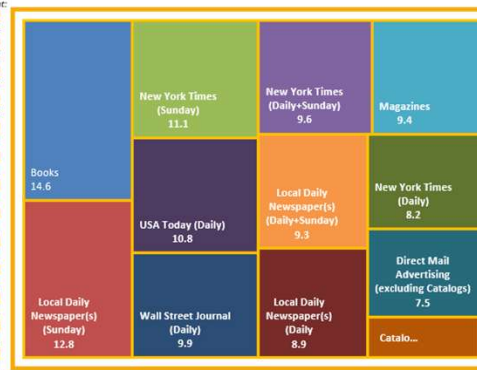
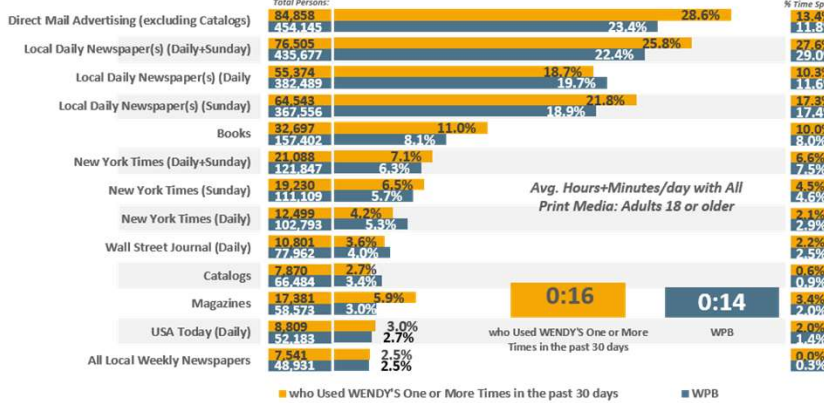
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



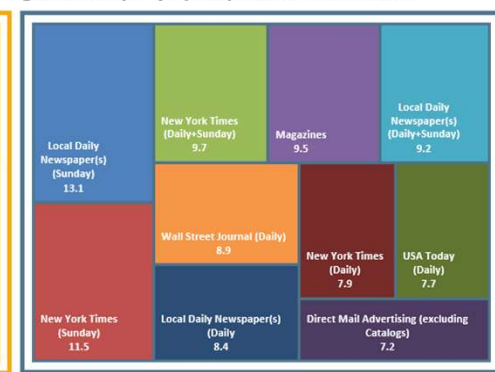
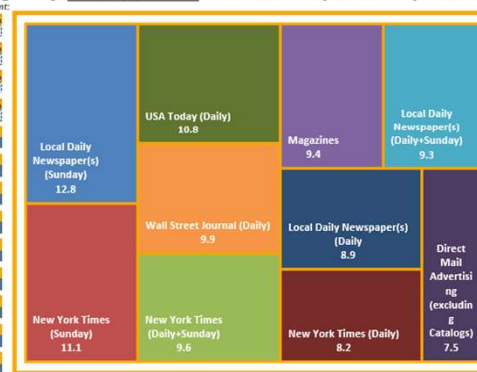
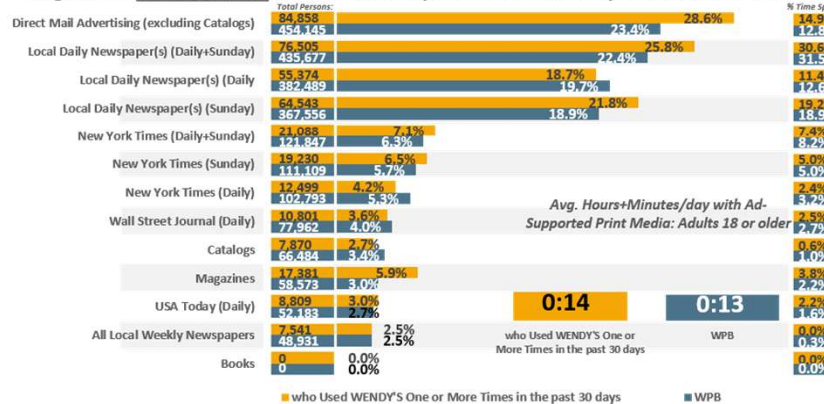


76,505 or 25.8% of Adults 18 or older who Used WENDY'S One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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**



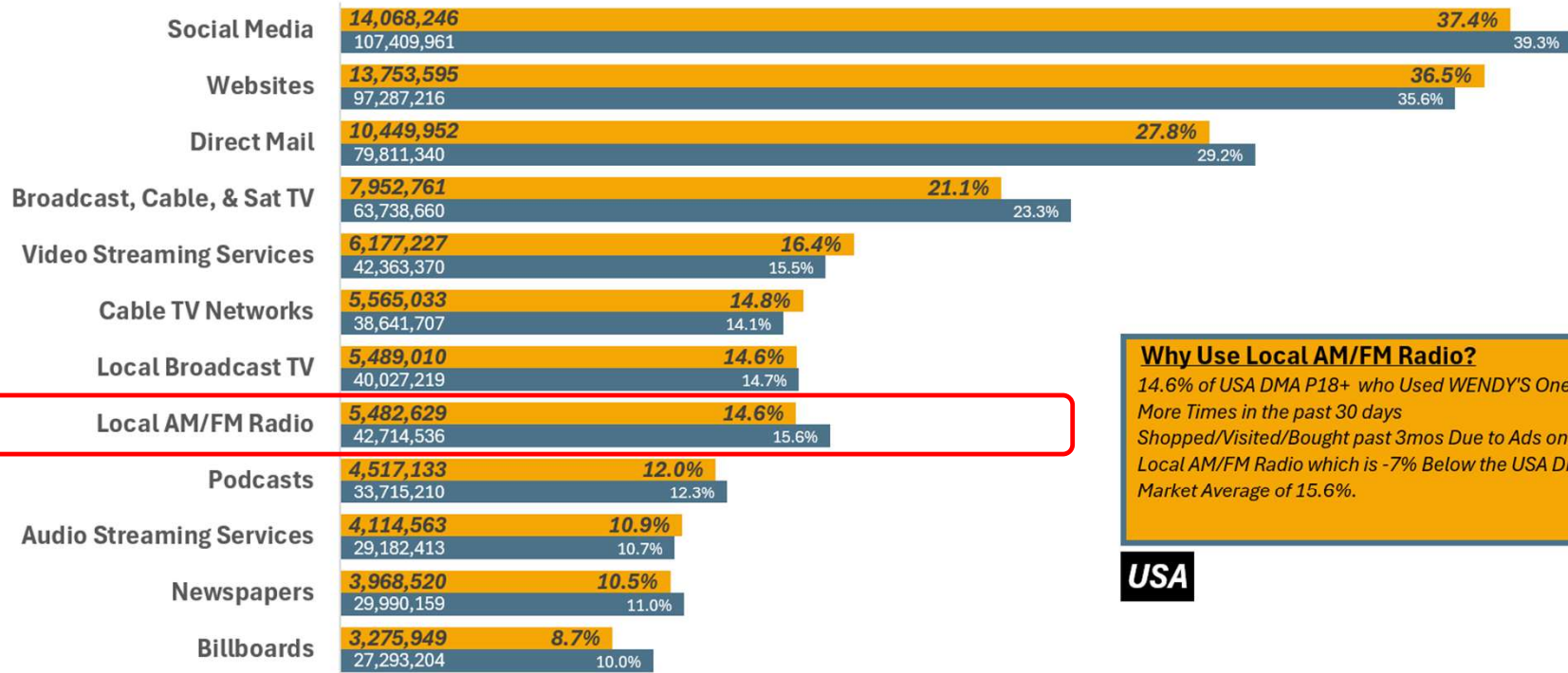
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

Qual Intab: 3344

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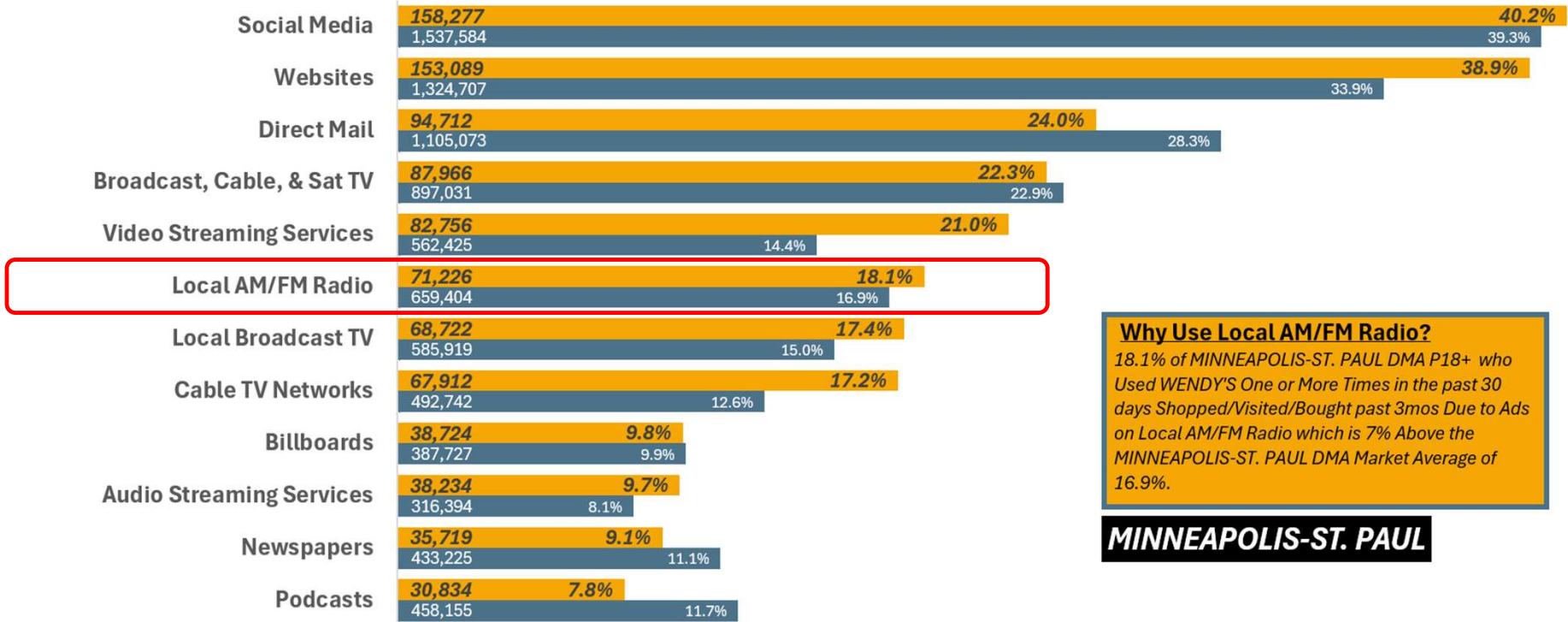
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Quick service restaurants used past 30 days: Wendy's



"Advertising Actions"

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



Why Use Local AM/FM Radio?
18.1% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

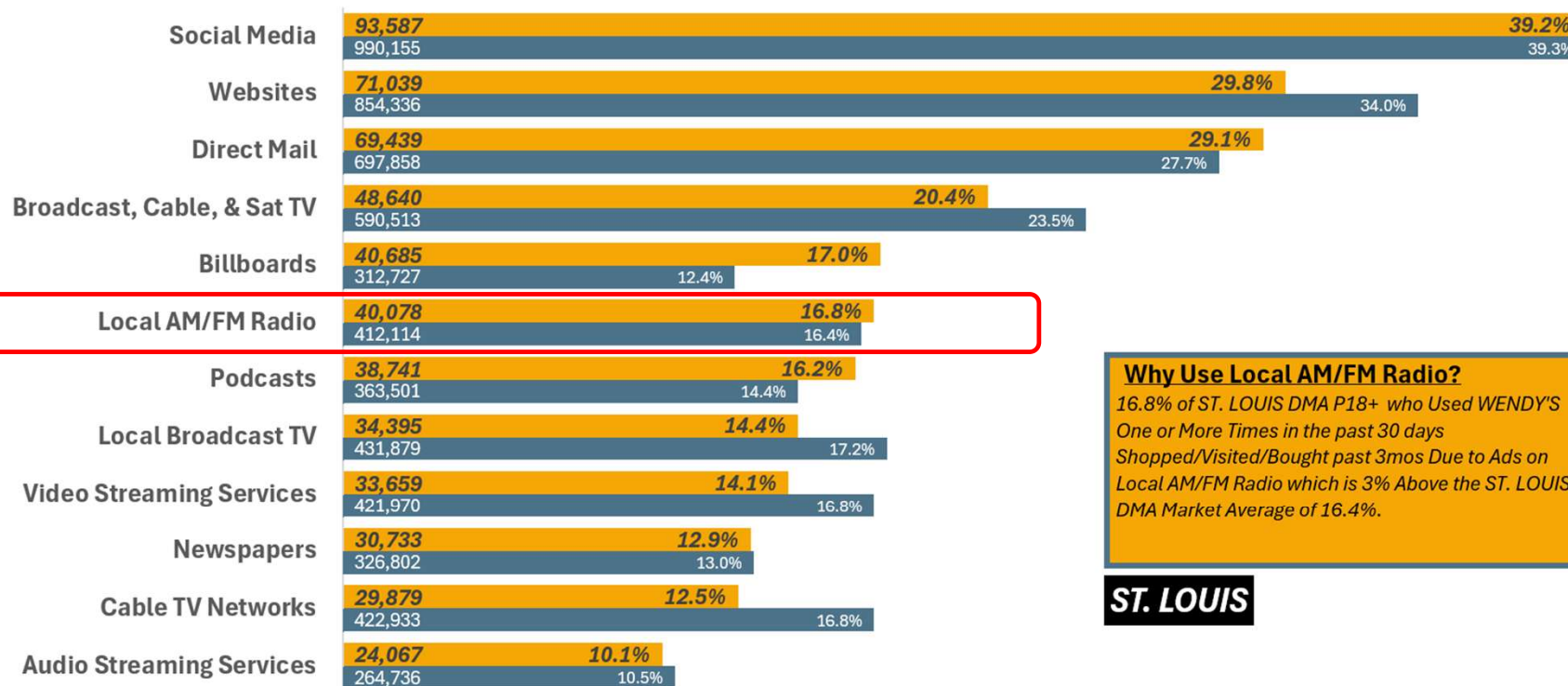
MINNEAPOLIS-ST. PAUL

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of ST. LOUIS DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 192
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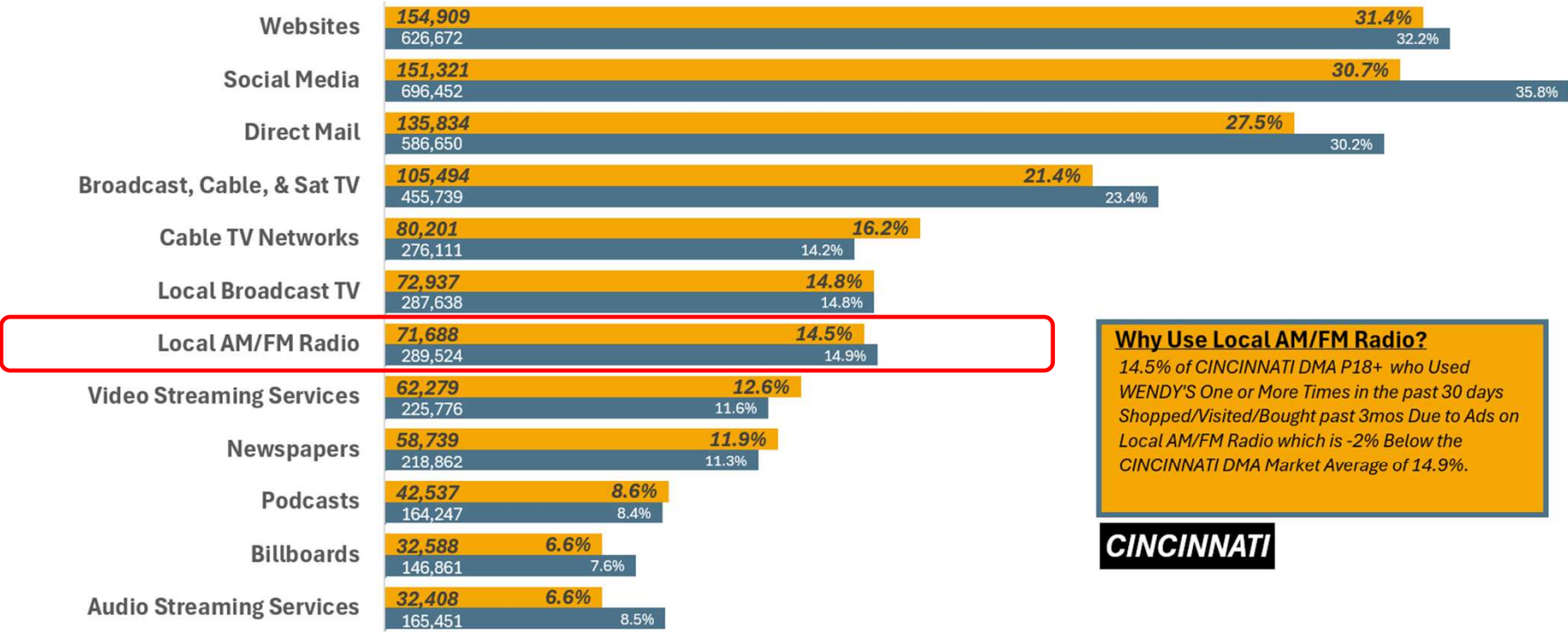
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Quick service restaurants used past 30 days: Wendy's



"Advertising Actions"

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



Why Use Local AM/FM Radio?
14.5% of CINCINNATI DMA P18+ who Used WENDY'S One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

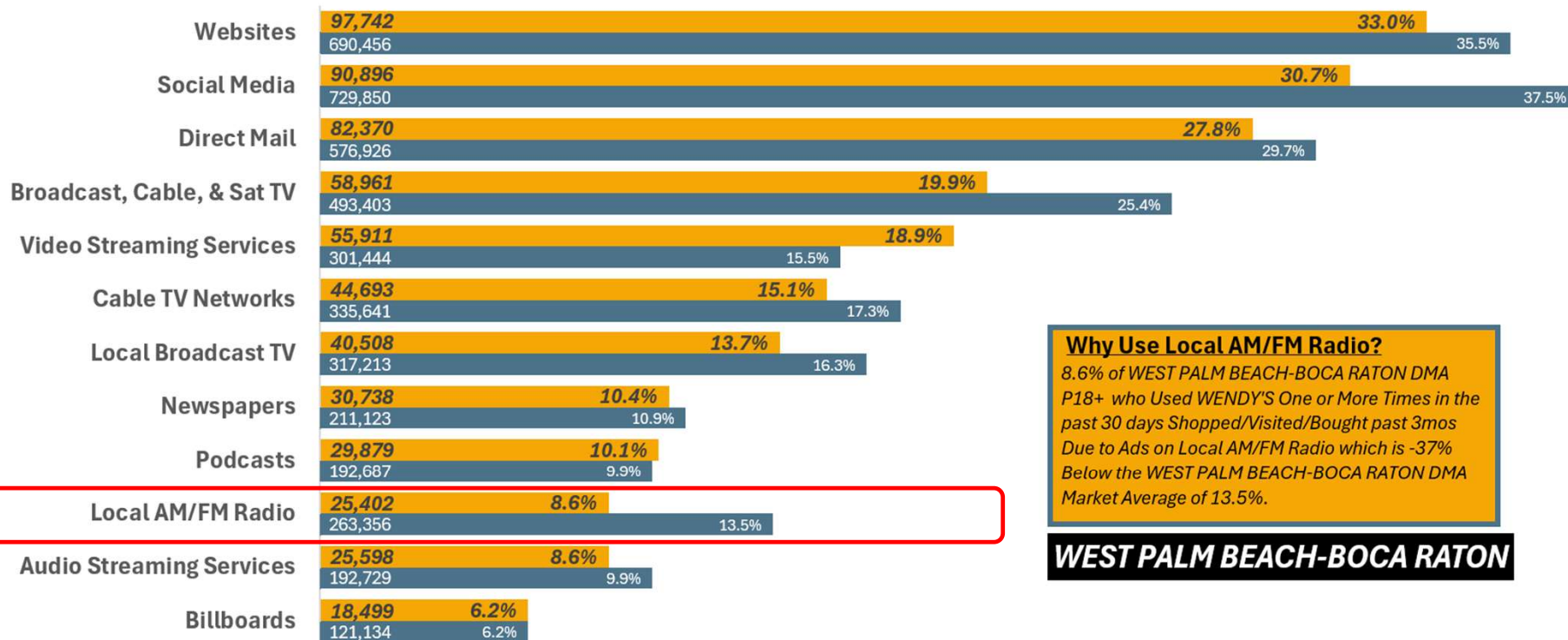
■ P18+ who Used WENDY'S One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 467
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.6% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Used WENDY'S One or More Times in the
past 30 days Shopped/Visited/Bought past 3mos
Due to Ads on Local AM/FM Radio which is -37%
Below the WEST PALM BEACH-BOCA RATON DMA
Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 377
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Quick service restaurants used past 30 days: Wendy's