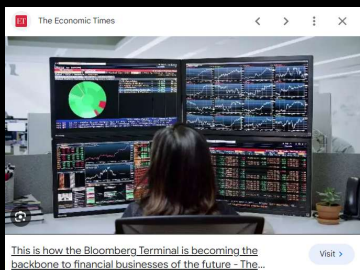


USA+4 DMAs – P18+ who Used PANERA BREAD One or More Times in the past 30 days!

Complete Demographic & Media Use Profiles



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



JAB HOLDING COMPANY

Panera
BRANDS™



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: Panera Bread



P18+



7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 50.8 years old (4.1% older than average) and have a \$136,734 (16.6% higher than average) annual household income.

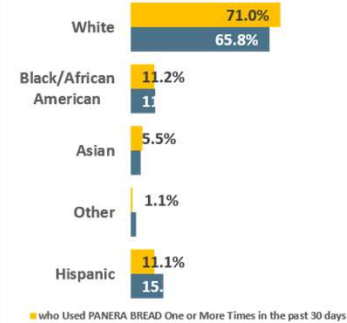
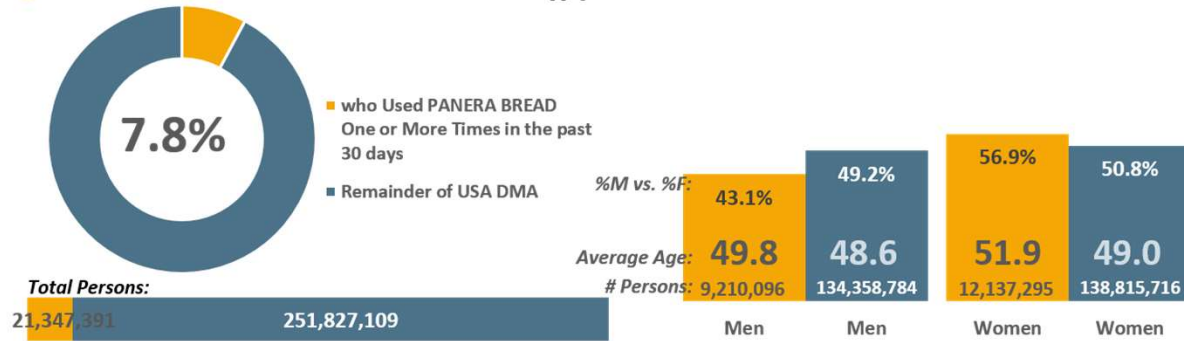


Percent of Market: Adults 18 or older



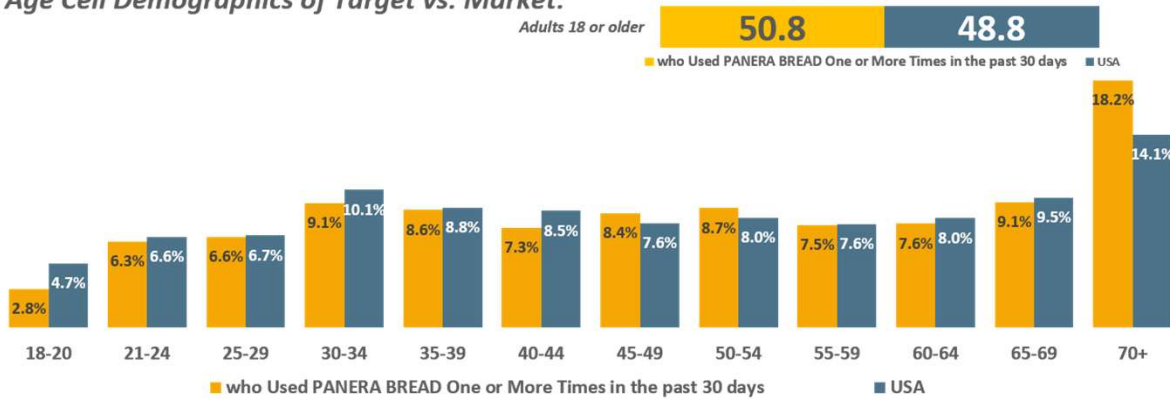
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

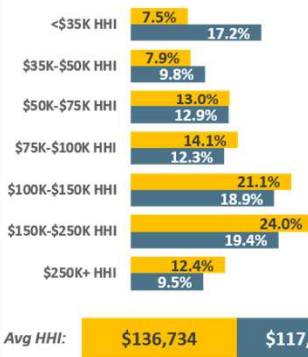


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





10.0% or 762,020 of CHI DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 50.1 years old (3.6% older than average) and have a \$132,735 (18.0% higher 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 PANERA BREAD One or More Times in the past 30 days
Remainder of CHI DMA

Total Persons:

762,020 6,882,081

	Men	Men	Women	Women
%M vs. %F:	43.5%	48.8%	56.5%	51.2%
Average Age:	49.5	48.6	50.7	48.2
# Persons:	331,291	3,726,882	430,729	3,917,219

White	67.2%	57.0%
Black/African American	9.2%	14
Asian	5.1%	
Other	1.0%	
Hispanic	17.5%	22.5%

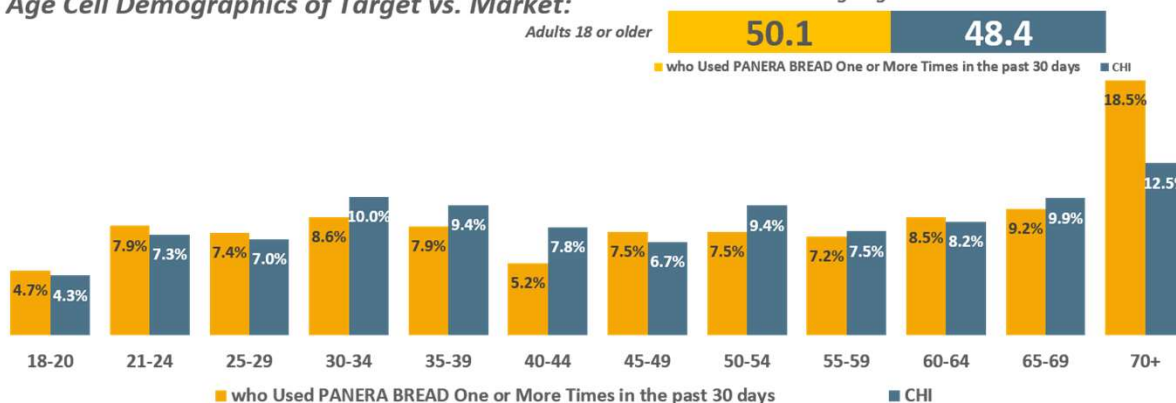
who Used PANERA BREAD One or More Times in the past 30 days CHI

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

who Used PANERA BREAD One or More Times in the past 30 days CHI



who Used PANERA BREAD One or More Times in the past 30 days

CHI

HHI of Target vs. Market:

<\$35K HHI	5.9%	19.2%
\$35K-\$50K HHI	9.0%	9.4%
\$50K-\$75K HHI	19.1%	13.8%
\$75K-\$100K HHI	12.8%	12.2%
\$100K-\$150K HHI	20.3%	18.5%
\$150K-\$250K HHI	19.1%	18.3%
\$250K+ HHI	13.7%	8.7%

Avg HHI: \$132,735 \$112,514



9.8% or 567,740 of WDC DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 50.3 years old (4.9% older than average) and have a \$154,971 (11.3% higher than average) annual household income.

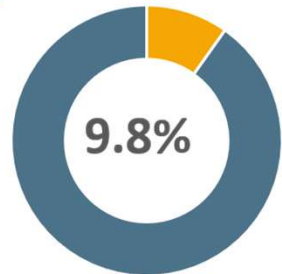


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used PANERA BREAD One or More Times in the past 30 days
■ Remainder of WDC DMA

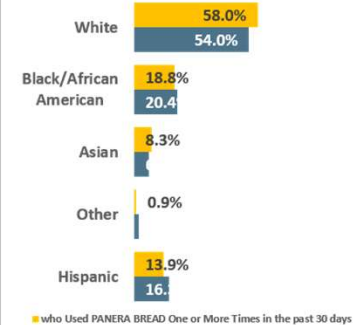
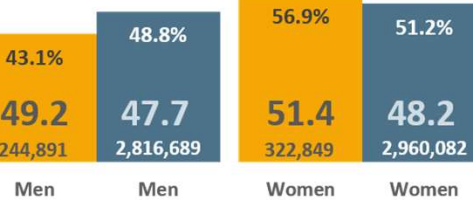
Total Persons:

567,740 5,209,031

%M vs. %F:

Average Age:

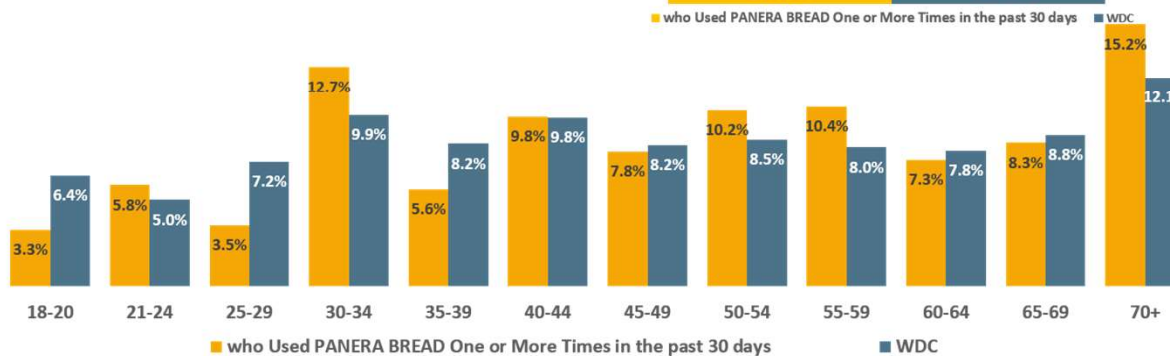
Persons:



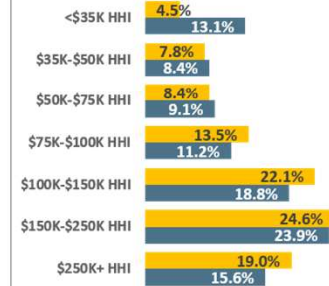
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI: \$154,971 \$139,294



4.7% or 217,395 of SEA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 51.9 years old (7.7% older than average) and have a \$147,455 (14.6% higher than average) annual household income.

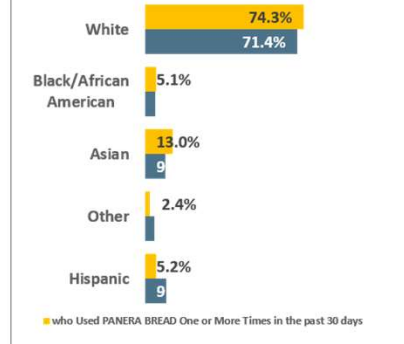
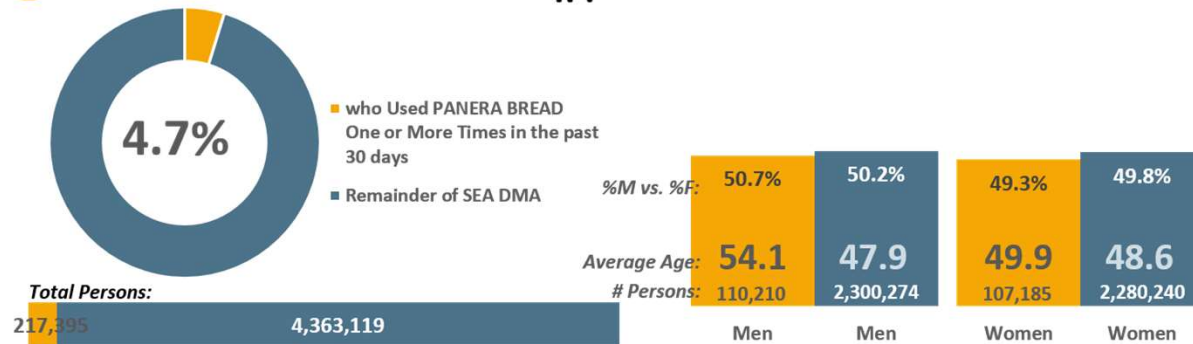


Percent of Market: Adults 18 or older



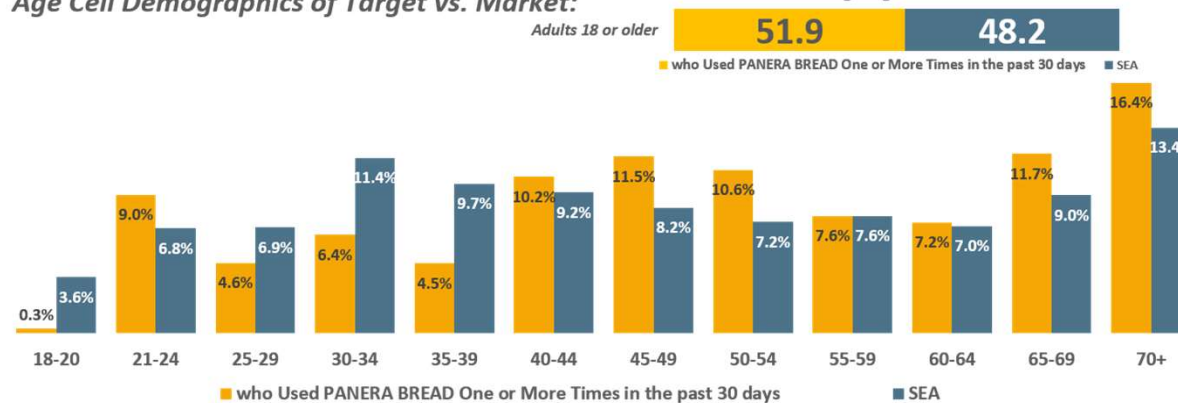
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

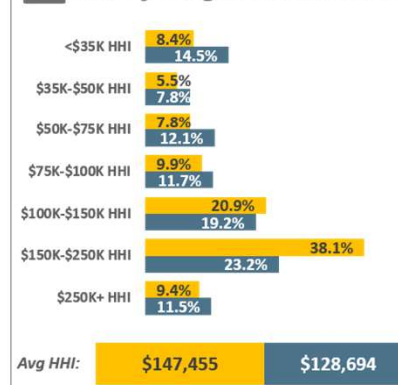


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203
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Quick service restaurants used past 30 days: Panera Bread



3.3% or 158,068 of PHX DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 48.9 years old (.1% younger than average) and have a \$114,244 (6.7% higher than average) annual household income.

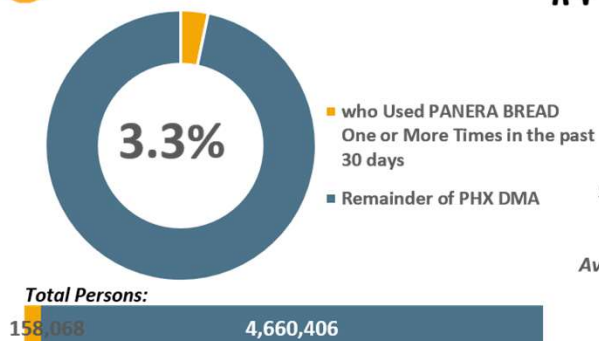


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

31.9%

45.6

50,413

Men

48.2

2,386,757

Men

68.1%

52.6

107,655

Women

50.5%

49.7

2,431,717

Women

Age Cell Demographics of Target vs. Market:

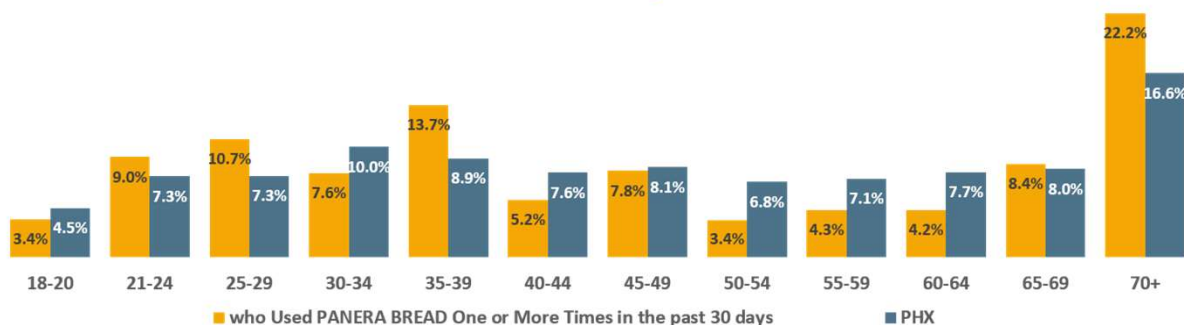
Average Age:

Adults 18 or older

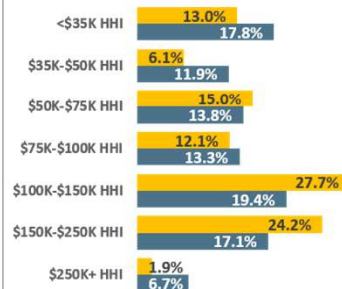
48.9

49.0

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



HHI of Target vs. Market:



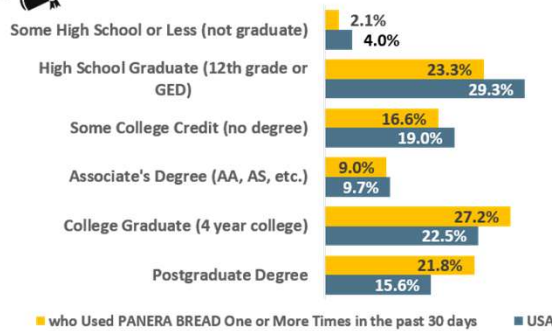
Avg HHI: \$114,244 (Target) vs \$107,066 (Market)



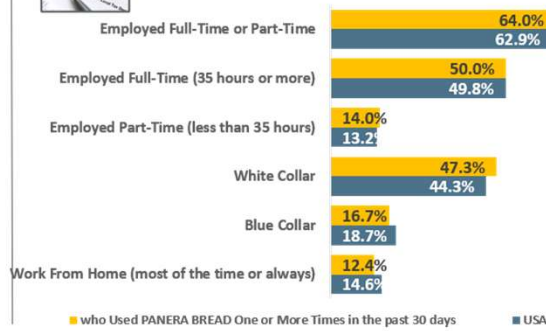
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 28.8% more likely to be a college graduate, .5% more likely to work full-time, 16.1% more likely to be married, 4.7% more likely to be a parent of 1 or more children under



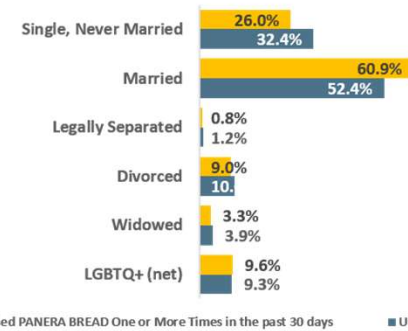
Education Levels: Adults 18 or older



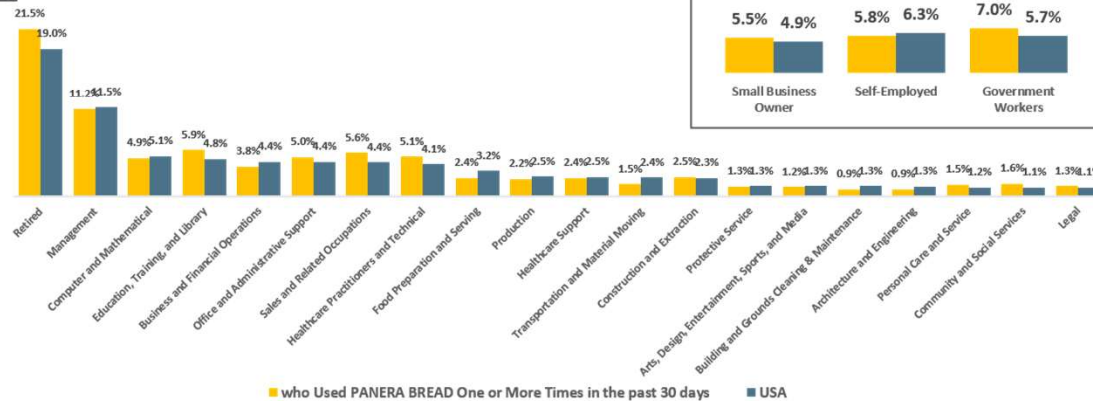
Employment: Adults 18 or older



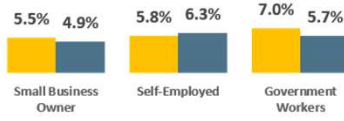
Marital Status: Adults 18 or older



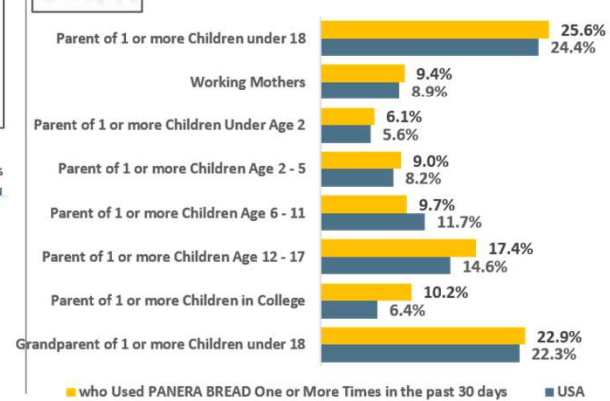
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

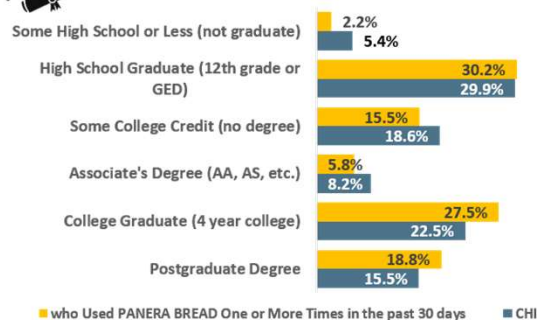




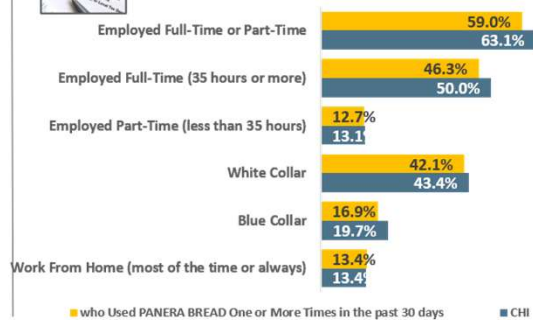
10.0% or 762,020 of CHI DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 22.2% more likely to be a college graduate, 7.3% less likely to work full-time, 18.9% more likely to be married, .9% more likely to be a parent of 1 or more children under



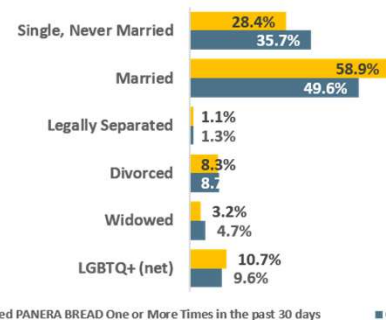
Education Levels: Adults 18 or older



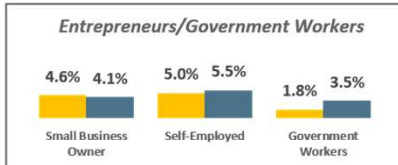
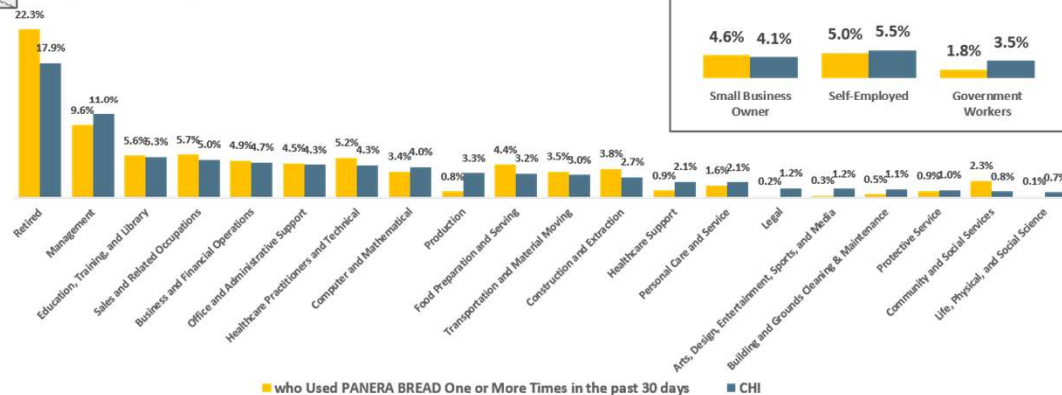
Employment: Adults 18 or older



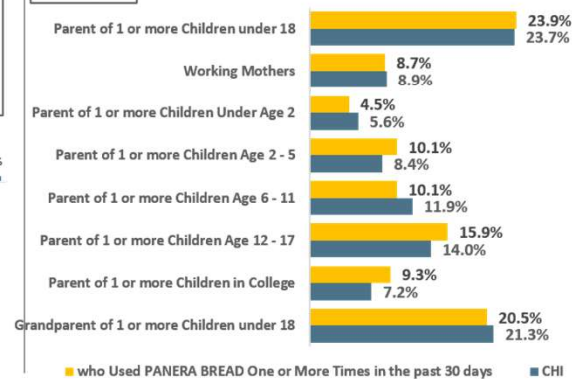
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

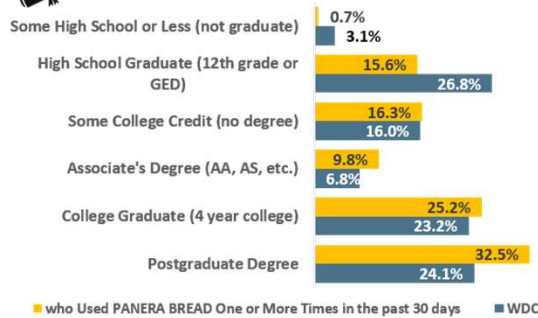




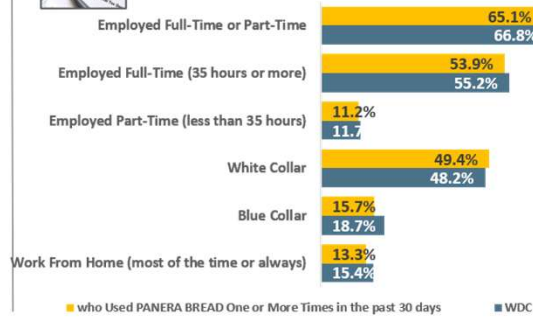
9.8% or 567,740 of WDC DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 22.% more likely to be a college graduate, 2.4% less likely to work full-time, 14.2% more likely to be married, 16.2% more likely to be a parent of 1 or more children under



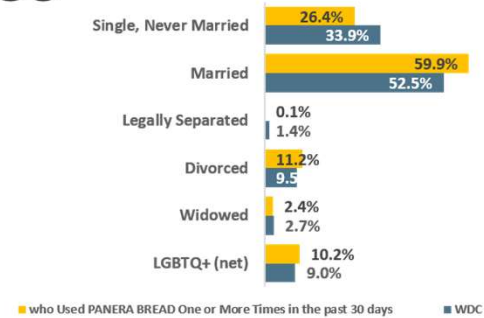
Education Levels: Adults 18 or older



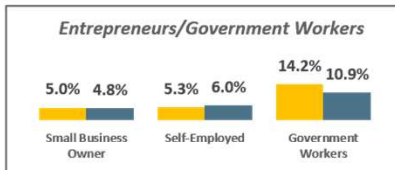
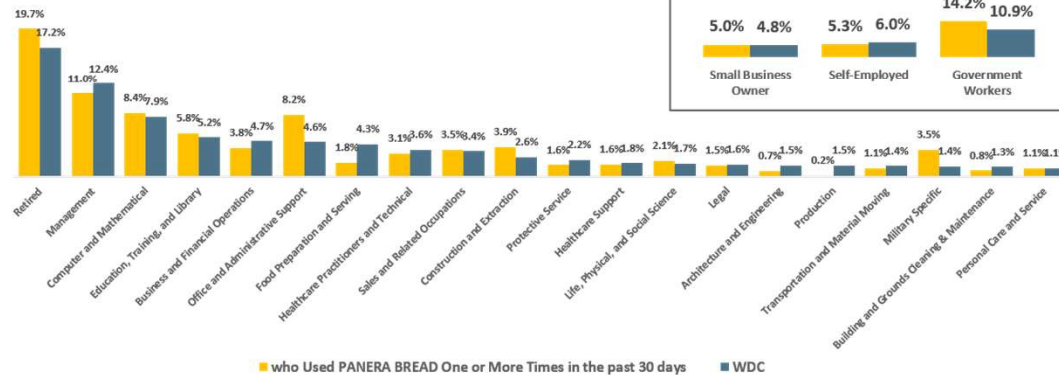
Employment: Adults 18 or older



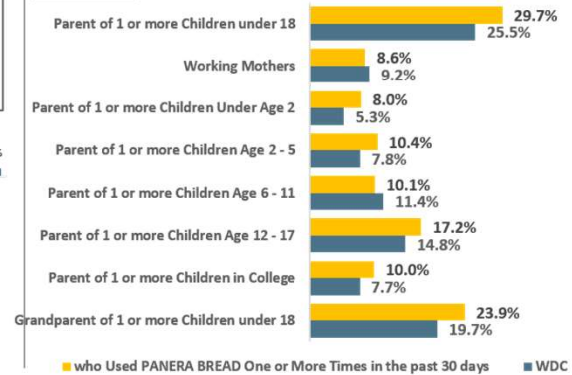
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

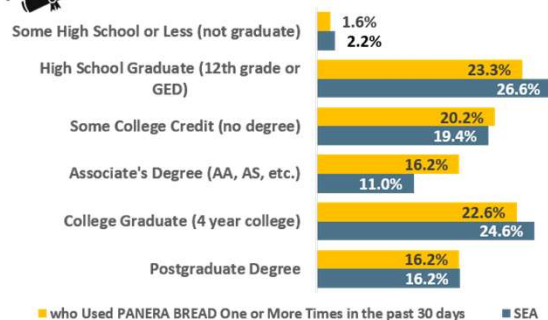




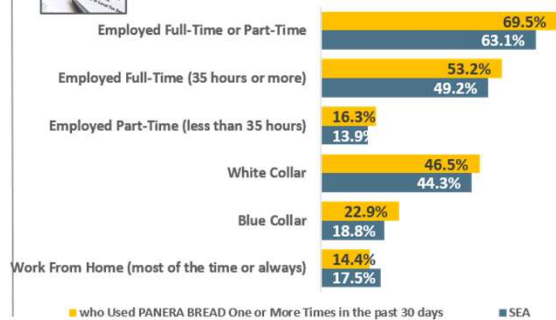
4.7% or 217,395 of SEA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 5.1% less likely to be a college graduate, 8.2% more likely to work full-time, 12.9% more likely to be married, 13.6% less likely to be a parent of 1 or more children under



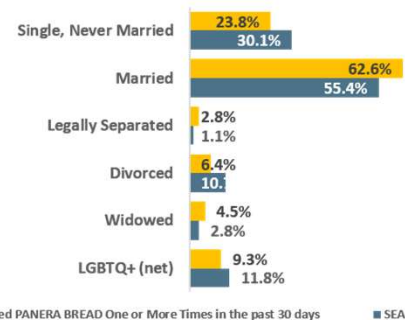
Education Levels: Adults 18 or older



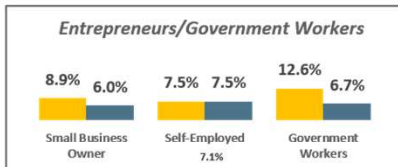
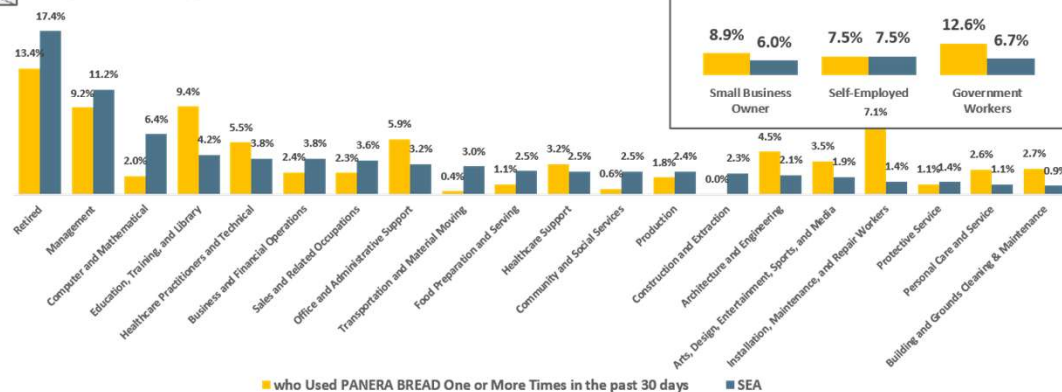
Employment: Adults 18 or older



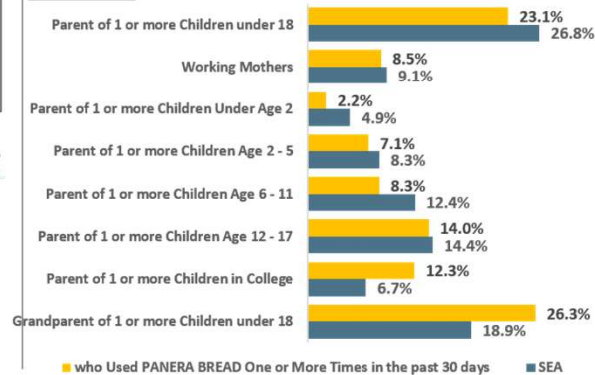
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



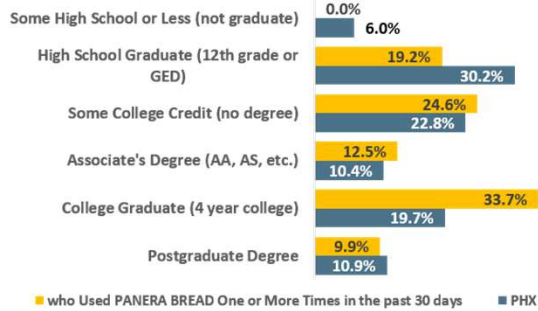
Stage in Life: Adults 18 or older



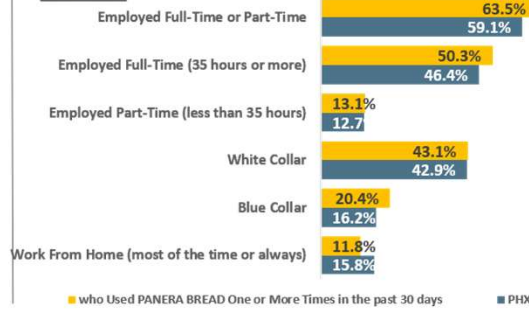


3.3% or 158,068 of PHX DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 42.7% more likely to be a college graduate, 8.4% more likely to work full-time, 10.9% more likely to be married, 24.4% more likely to be a parent of 1 or more children unde

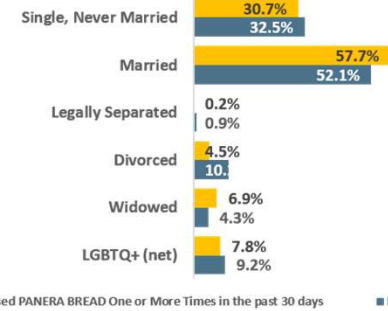
Education Levels: Adults 18 or older



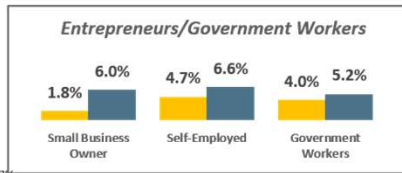
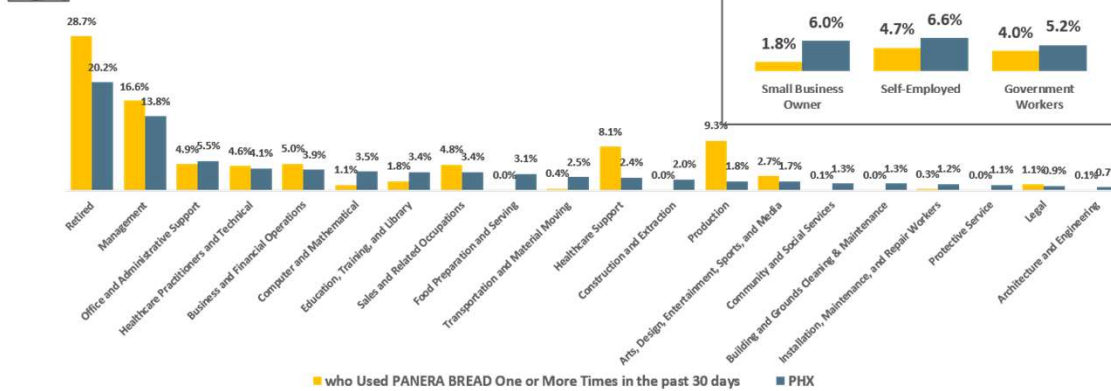
Employment: Adults 18 or older



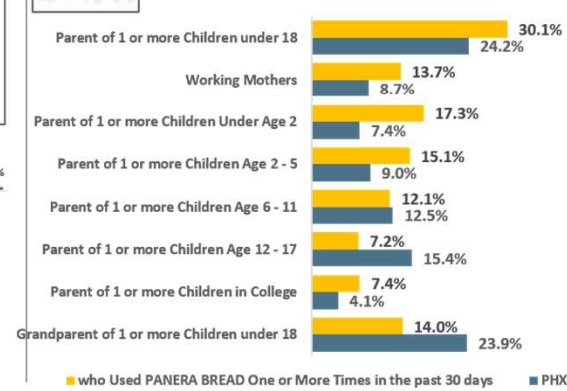
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



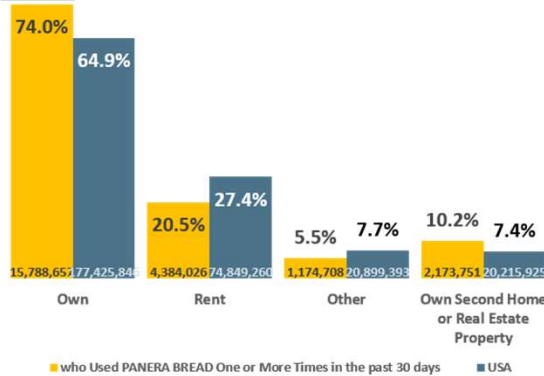
Stage in Life: Adults 18 or older



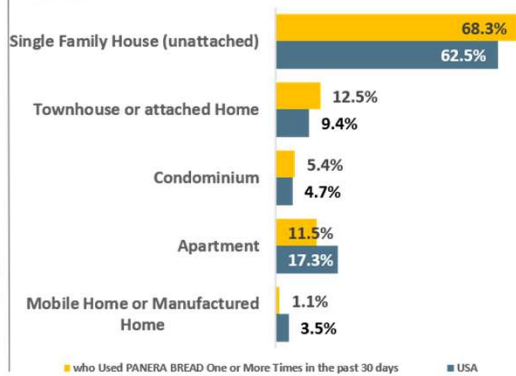


7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 13.9% more likely to own their home, 5.9% more likely to own a higher valued home, 9.4% more likely to have a single-family home, 1.2% more likely to have a dog.

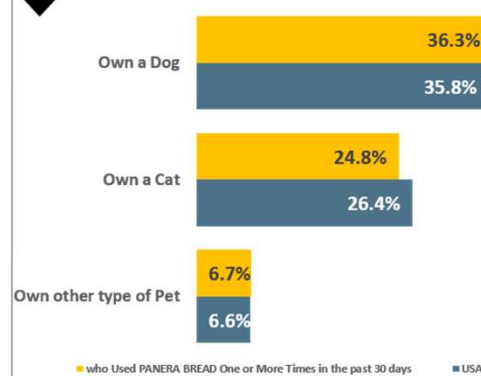
Own/Rent/Other: Adults 18 or older



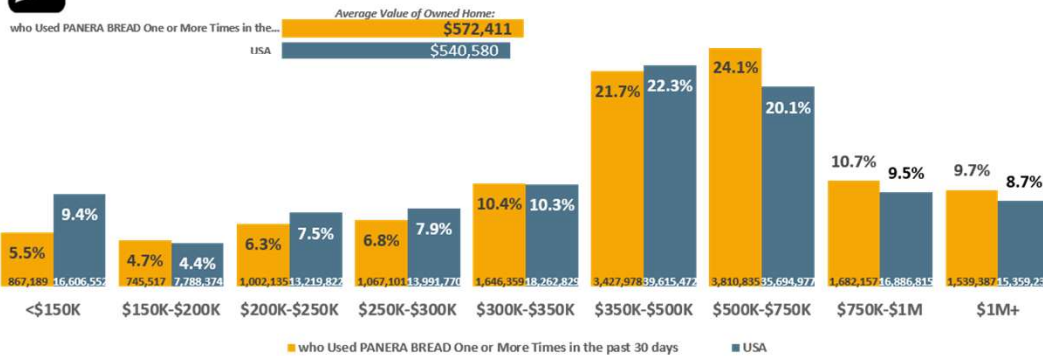
Type of Home: Adults 18 or older



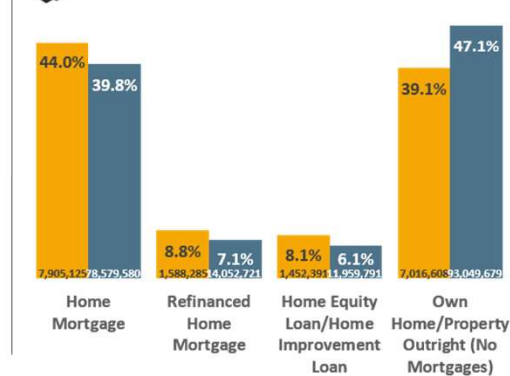
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



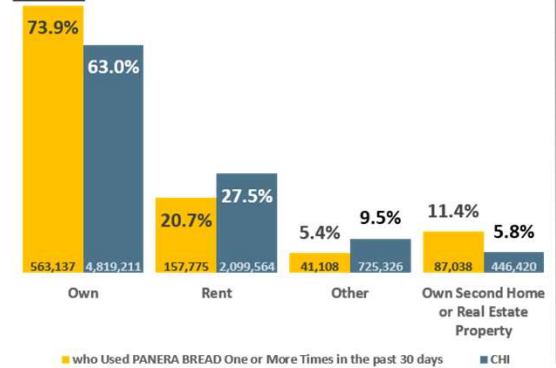
Home Loans: Adults 18 or older



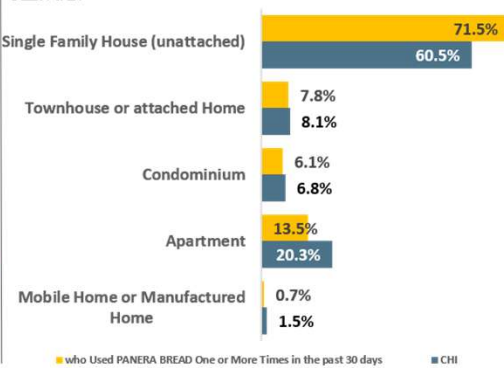


10.0% or 762,020 of CHI DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 17.2% more likely to own their home, 19.5% more likely to own a higher valued home, 18.2% more likely to have a single-family home, 18.6% more likely to have a dog.

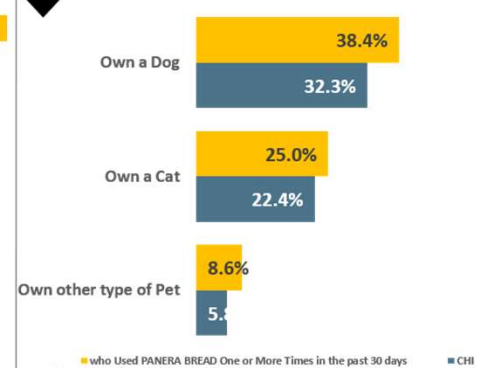
Own/Rent/Other: Adults 18 or older



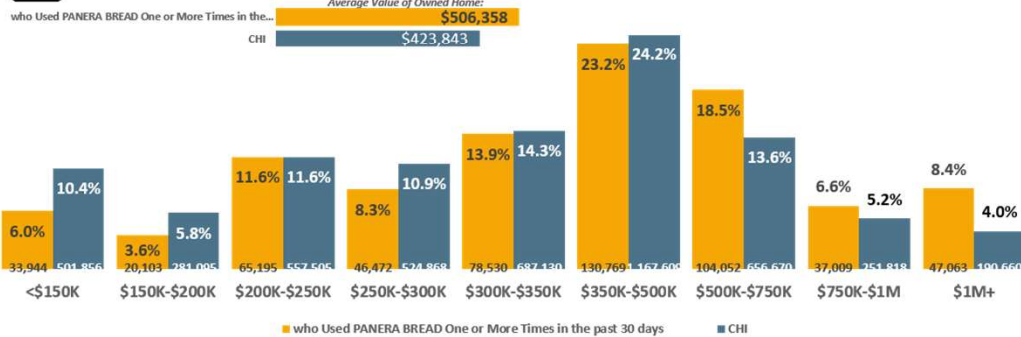
Type of Home: Adults 18 or older



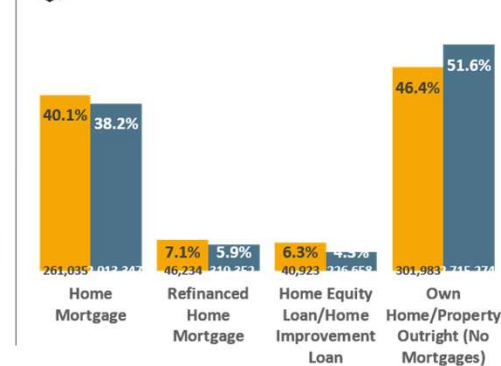
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

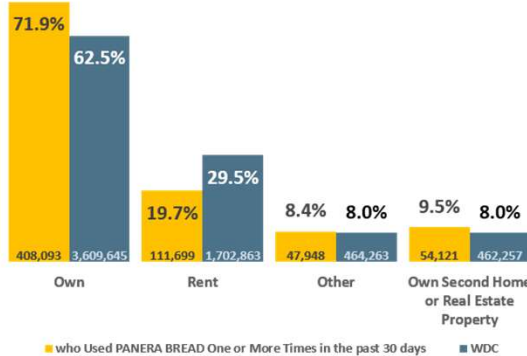




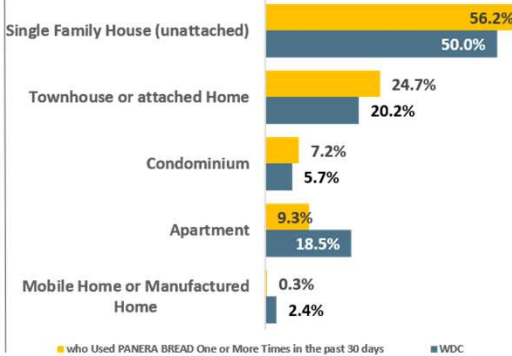
9.8% or 567,740 of WDC DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 15.% more likely to own their home, 1.% more likely to own a higher valued home, 12.3% more likely to have a single-family home, 4.9% less likely to have a dog.



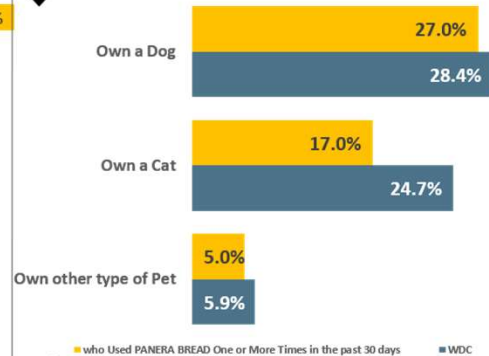
Own/Rent/Other: Adults 18 or older



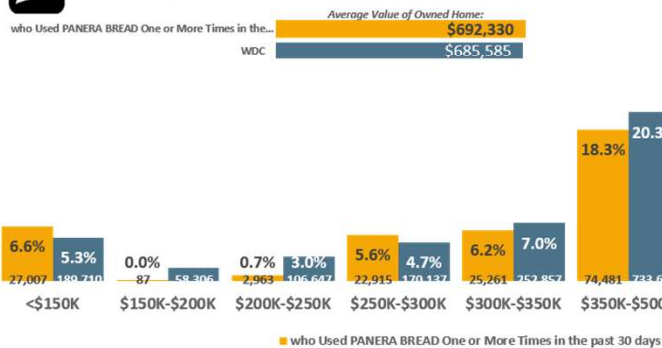
Type of Home: Adults 18 or older



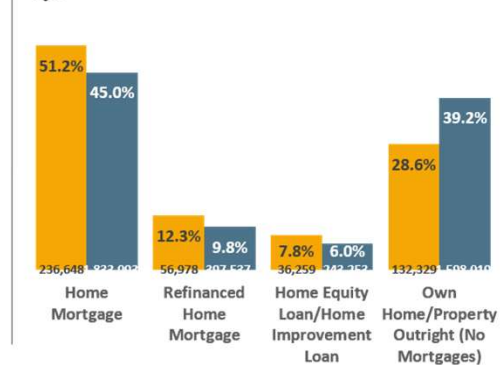
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

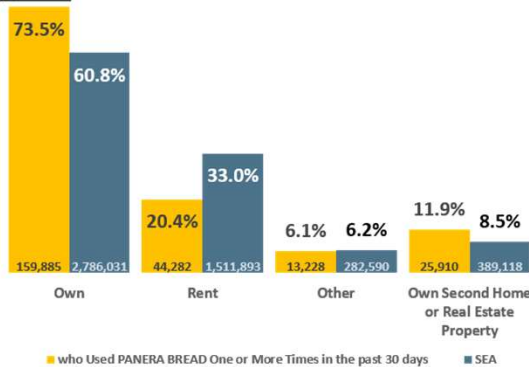




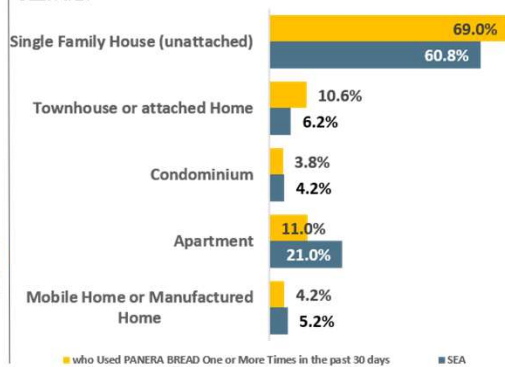
4.7% or 217,395 of SEA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 20.9% more likely to own their home, 9.5% more likely to own a lower valued home, 13.5% more likely to have a single-family home, 14.9% less likely to have a dog.



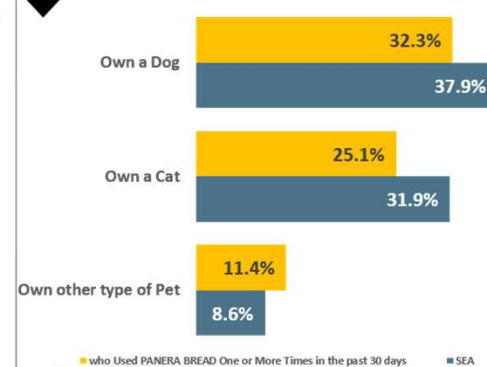
Own/Rent/Other: Adults 18 or older



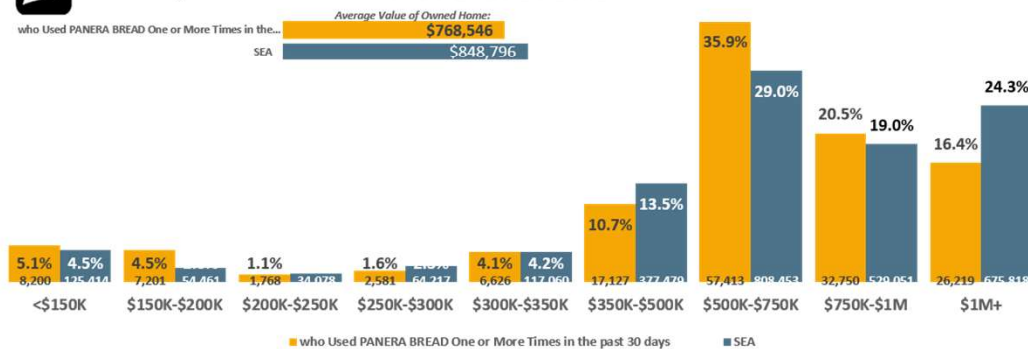
Type of Home: Adults 18 or older



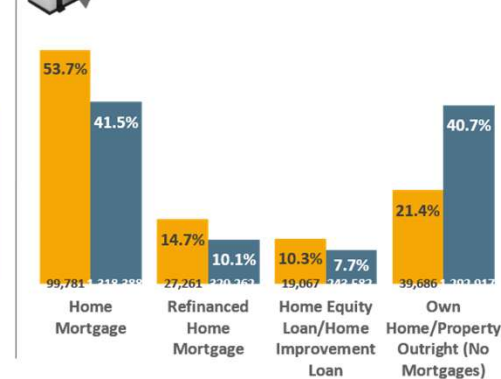
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

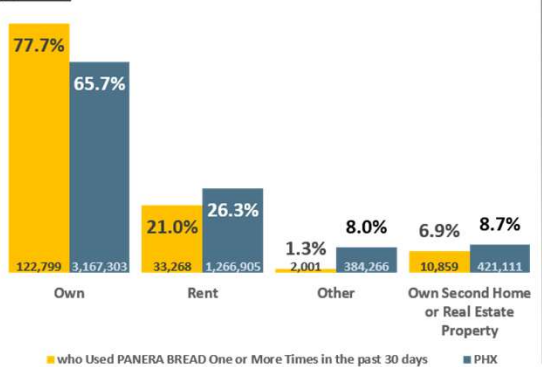




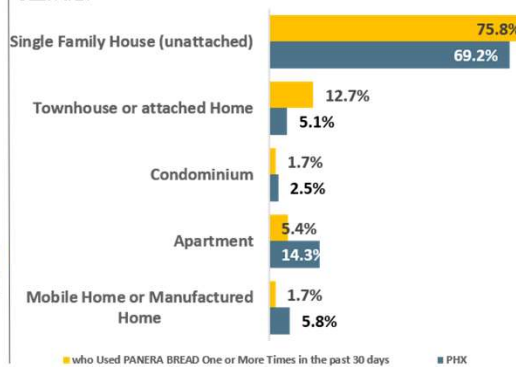
3.3% or 158,068 of PHX DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 18.2% more likely to own their home, 16.7% more likely to own a higher valued home, 9.5% more likely to have a single-family home, 2.3% less likely to have a dog.



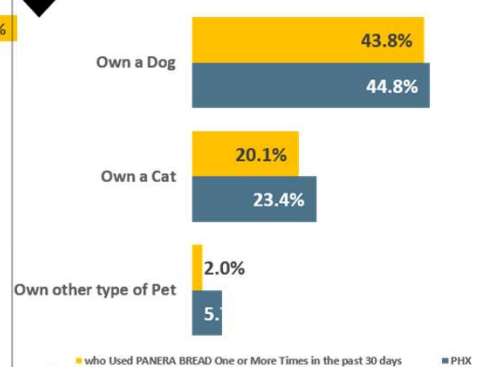
Own/Rent/Other: Adults 18 or older



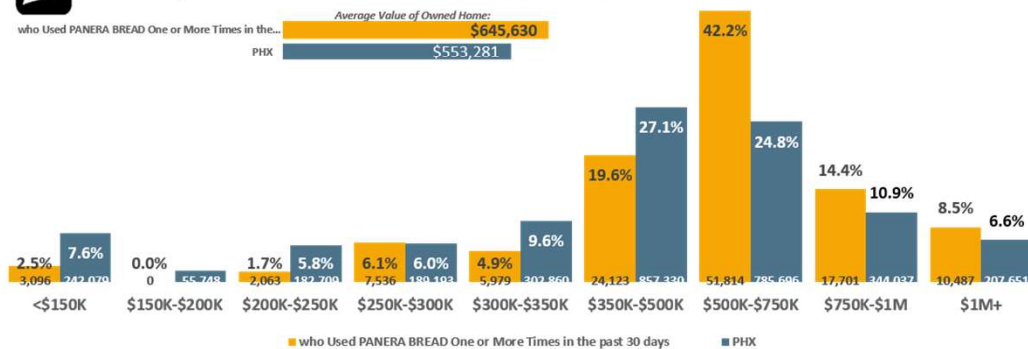
Type of Home: Adults 18 or older



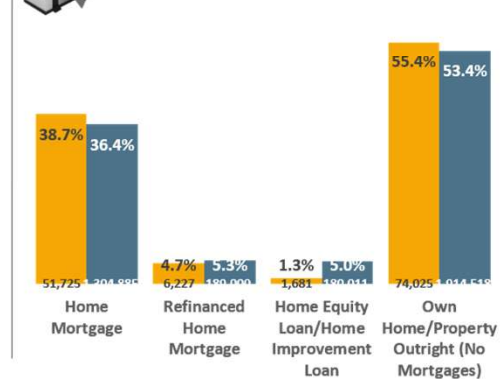
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

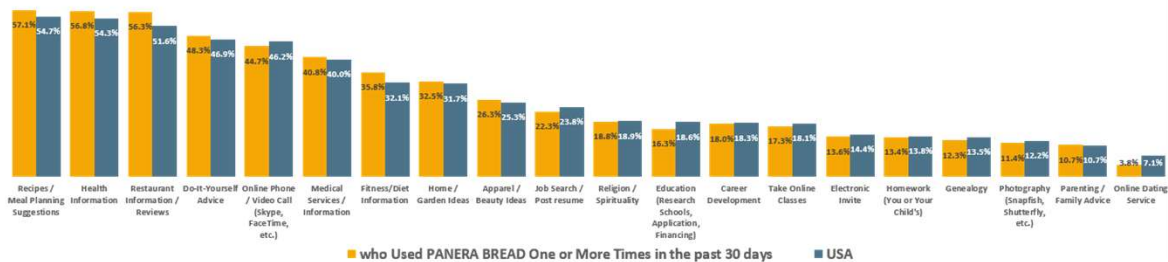




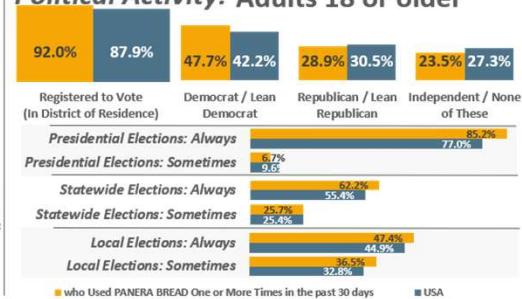
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30...
 Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 2.9% more likely to look up D-I-Y advice online, 5.7% more likely to always vote in local elections, 44.7% more likely to belong to a gym, 15.1% more likely to fly domestic



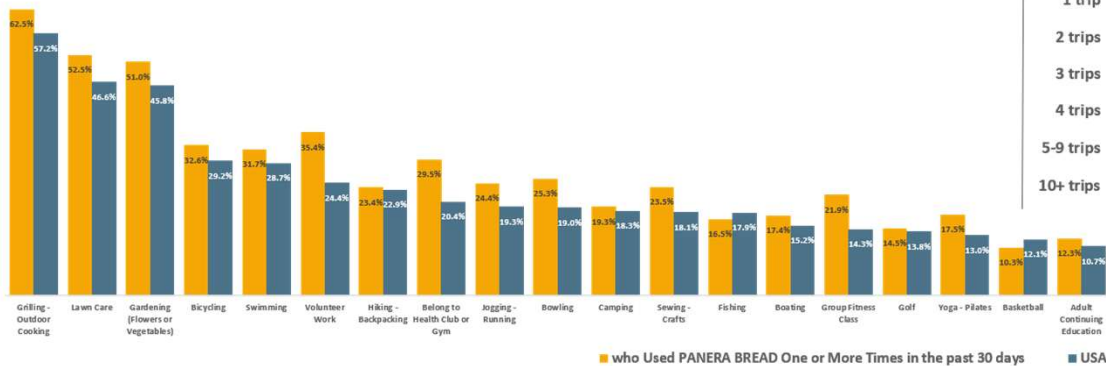
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



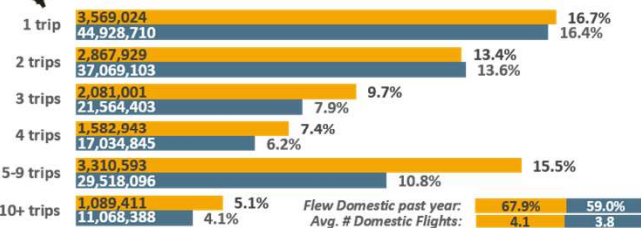
Political Activity: Adults 18 or older



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



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



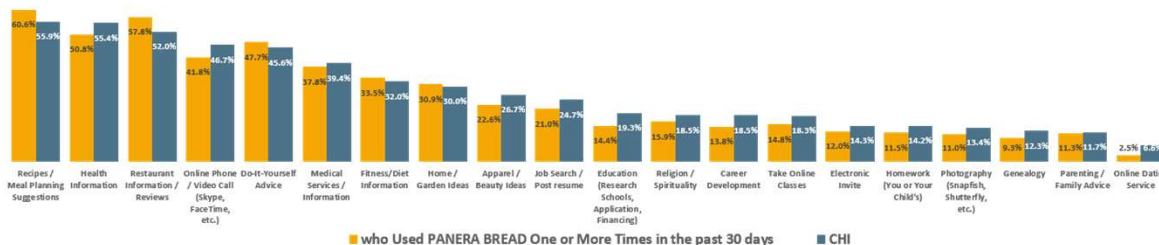
Flew Domestic past year: 67.9%
 Avg. # Domestic Flights: 4.1



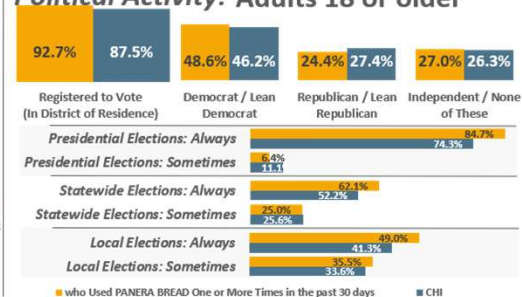
10.0% or 762,020 of CHI DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 4.6% more likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 37.2% more likely to belong to a gym, 4.7% more likely to fly domestic



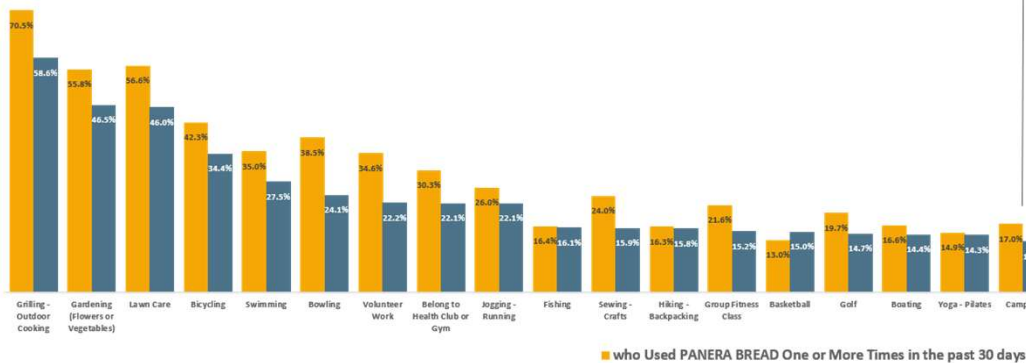
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



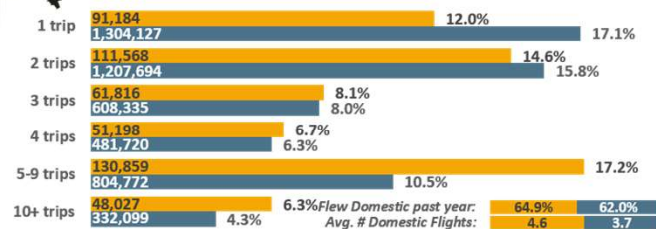
Political Activity: Adults 18 or older



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



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

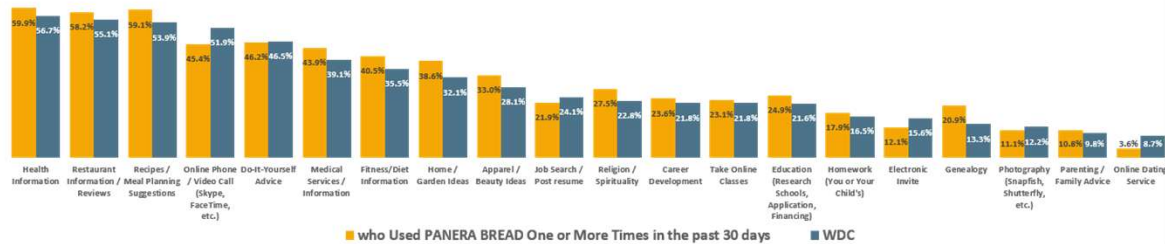




9.8% or 567,740 of WDC DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are .6% less likely to look up D-I-Y advice online, 14.9% more likely to always vote in local elections, 54.5% more likely to belong to a gym, 15.% more likely to fly domestic



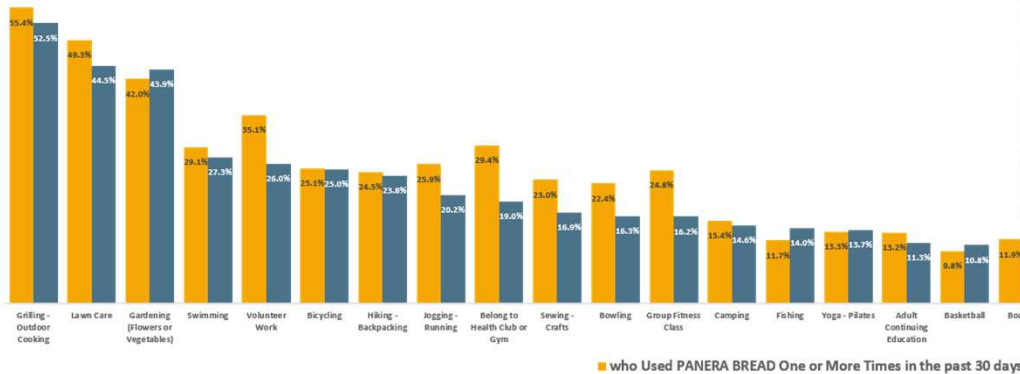
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Used PANERA BREAD One or More Times in the past 30 days ■ WDC

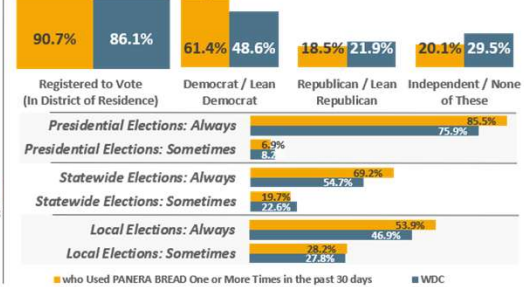


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Used PANERA BREAD One or More Times in the past 30 days ■ WDC

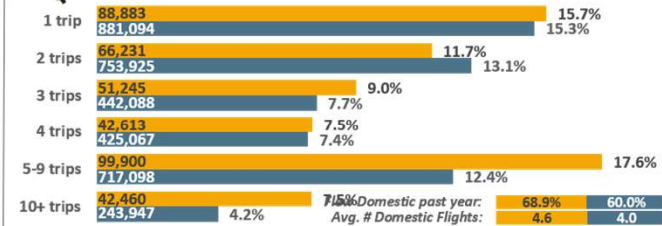
Political Activity: Adults 18 or older



■ who Used PANERA BREAD One or More Times in the past 30 days ■ WDC



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



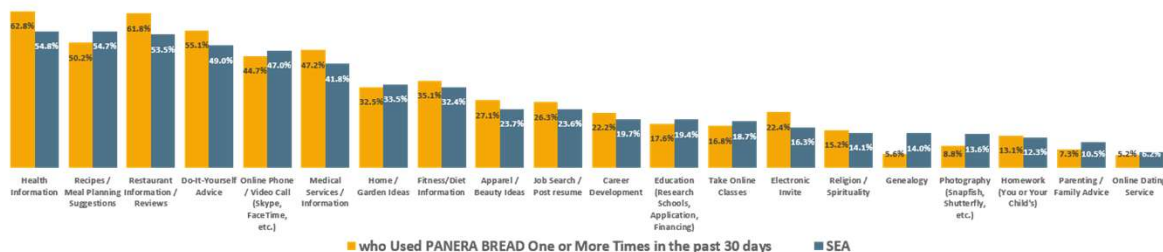
Domestic past year: 68.9%
Avg. # Domestic Flights: 4.6



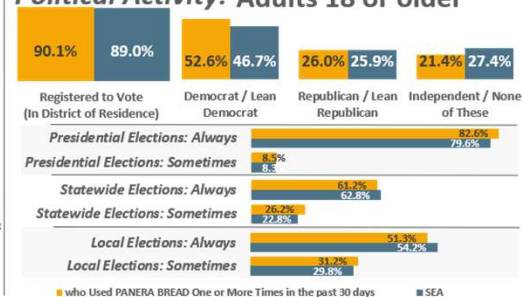
4.7% or 217,395 of SEA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 12.4% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 4.8% more likely to belong to a gym, 16.3% more likely to fly domestic



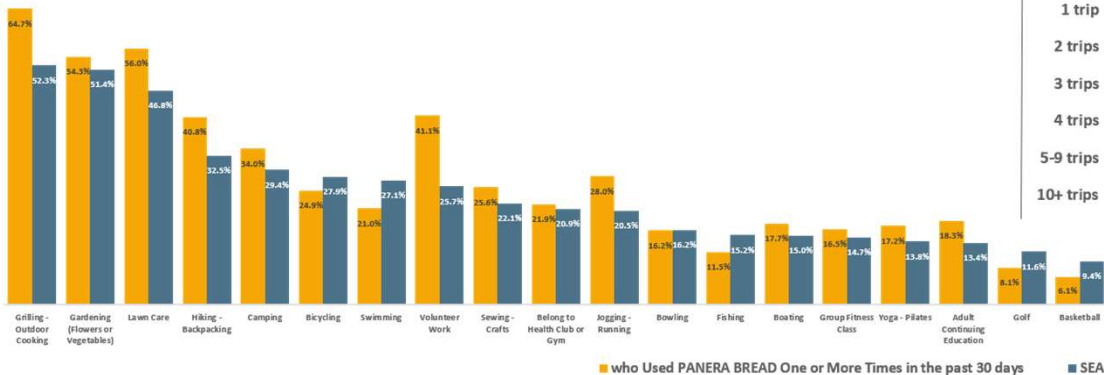
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



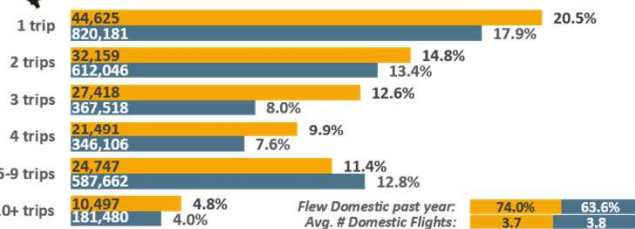
Political Activity: Adults 18 or older



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



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

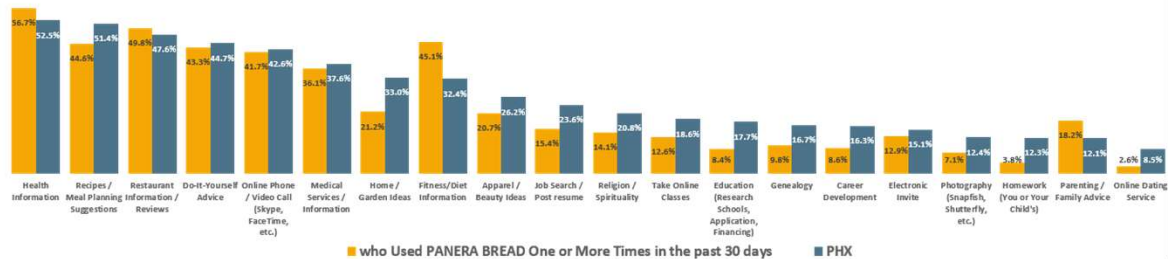




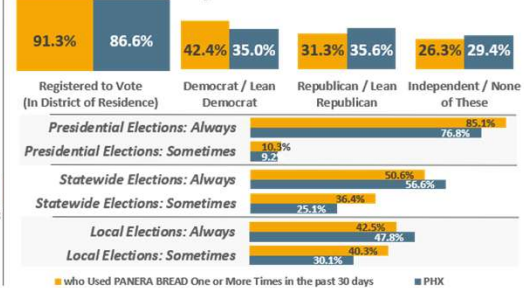
3.3% or 158,068 of PHX DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 3.2% less likely to look up D-I-Y advice online, 11.2% less likely to always vote in local elections, 43.1% more likely to belong to a gym, 22.3% more likely to fly domestic



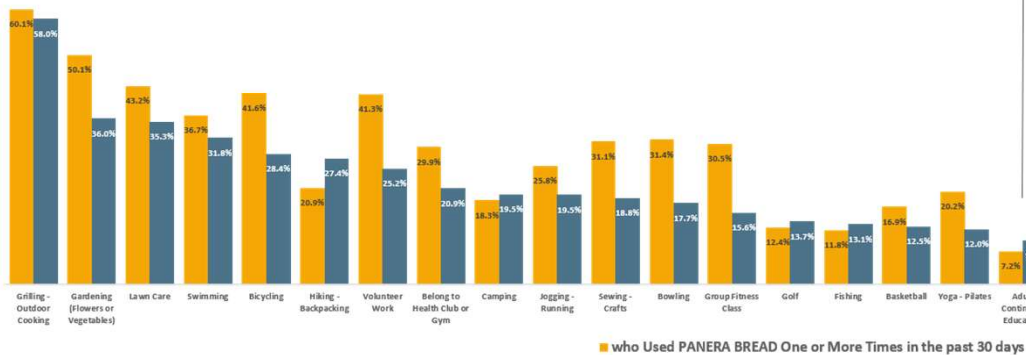
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



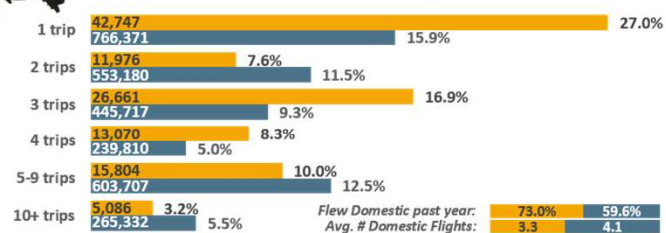
Political Activity: Adults 18 or older



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



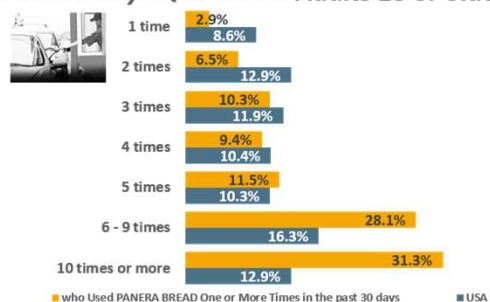
Past 12-months Domestic Airline Trips: Adults 18 or older



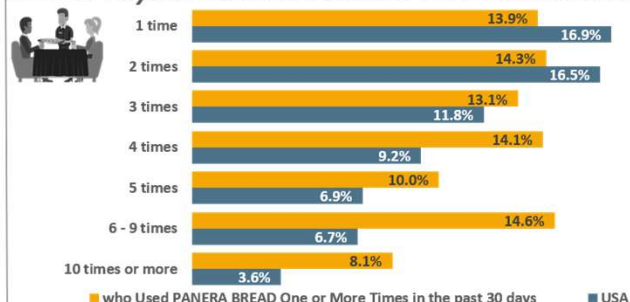


7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 20.0% more likely to use QSRs past mo., 23.4% more likely to use Sit-Down Restaurants past mo., 7.0% more likely to use Casinos past yr., 12.0% less likely to smoke cigarettes

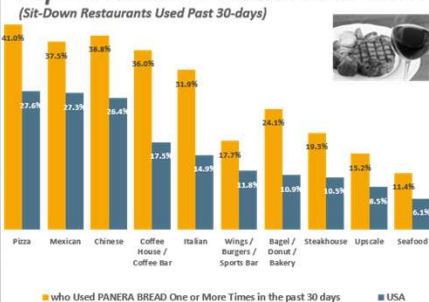
Past 30-days QSR Users: Adults 18 or older



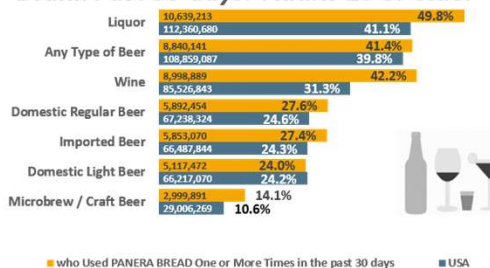
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



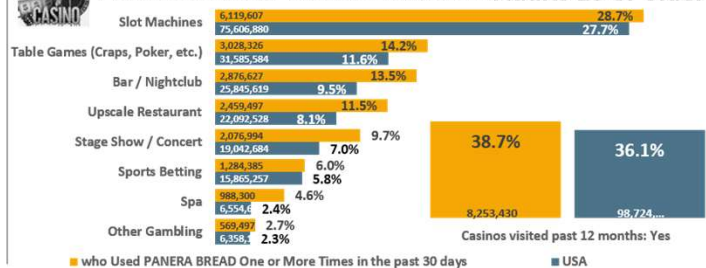
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



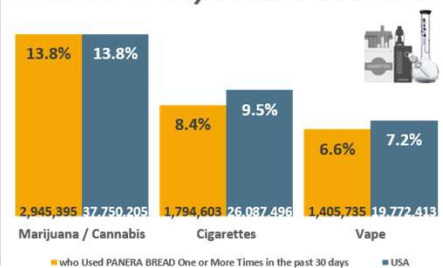
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



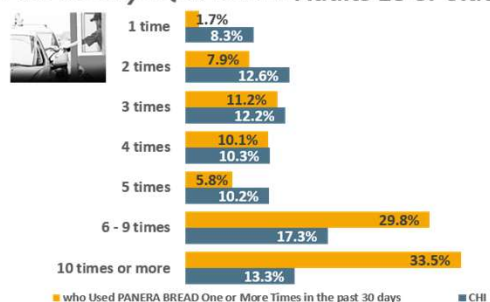
Used Past 30-days: Adults 18 or older



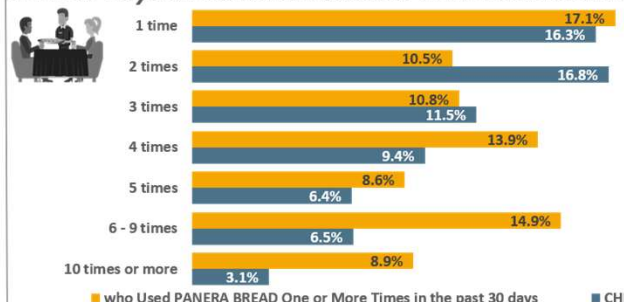


10.0% or 762,020 of CHI DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 18.6% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 22.8% more likely to smoke cigare

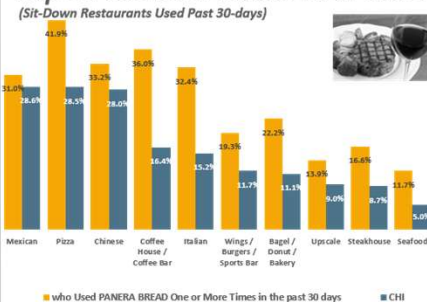
Past 30-days QSR Users: Adults 18 or older



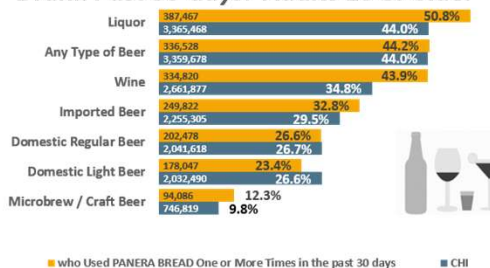
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



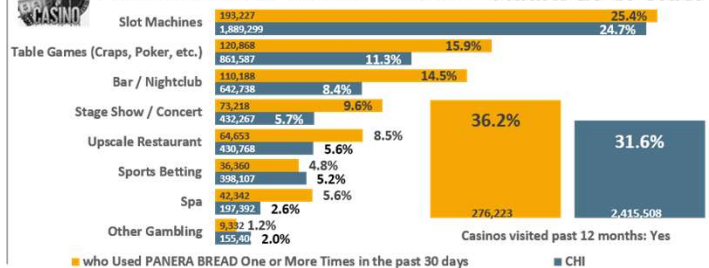
Top-10 Cuisines: Adults 18 or older



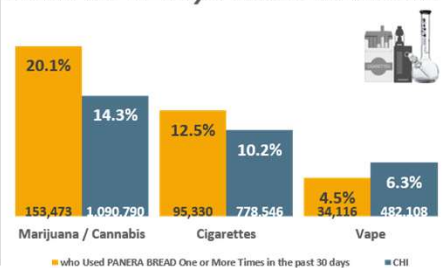
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



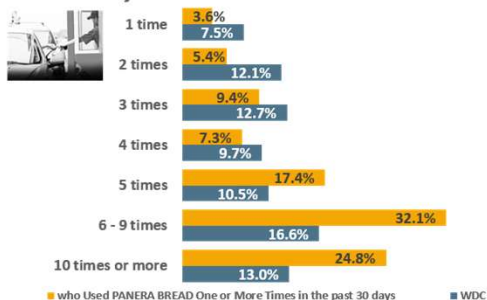
Used Past 30-days: Adults 18 or older



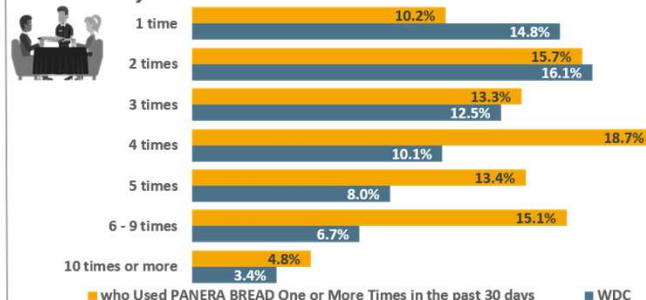


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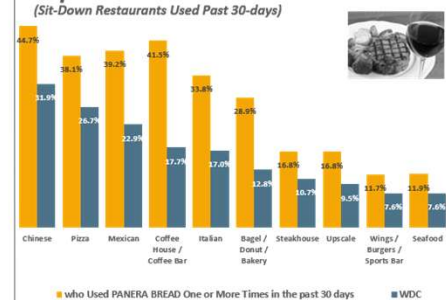
Past 30-days QSR Users: Adults 18 or older



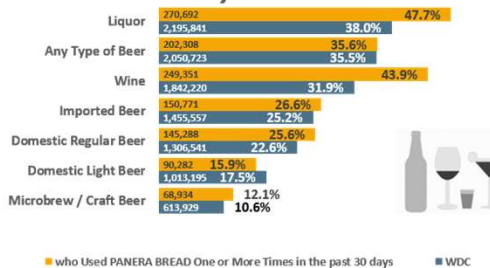
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



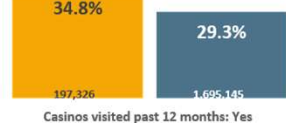
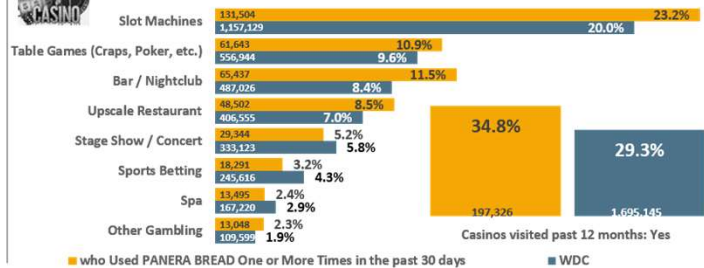
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



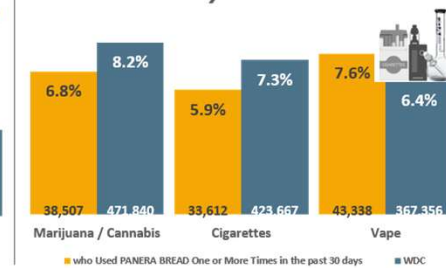
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



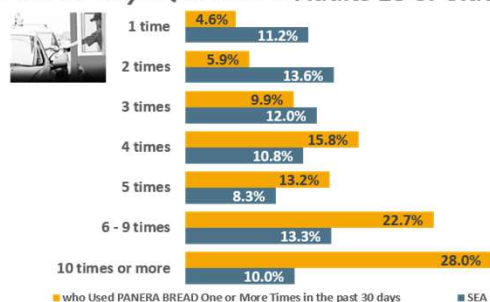
Used Past 30-days: Adults 18 or older



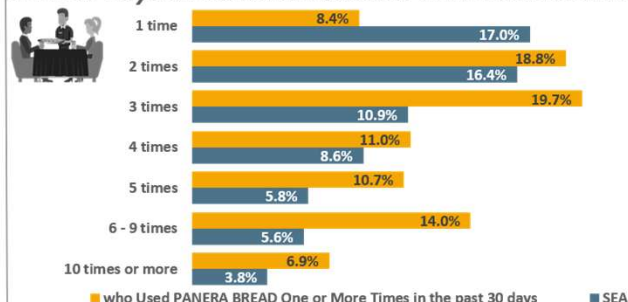


4.7% or 217,395 of SEA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 26.3% more likely to use QSRs past mo., 31.4% more likely to use Sit-Down Restaurants past mo., 10.3% more likely to use Casinos past yr., 75.1% less likely to smoke cigare

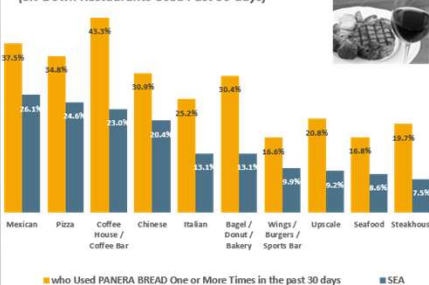
Past 30-days QSR Users: Adults 18 or older



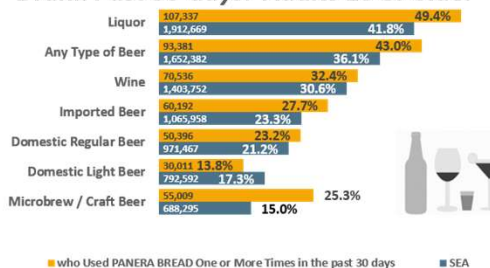
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



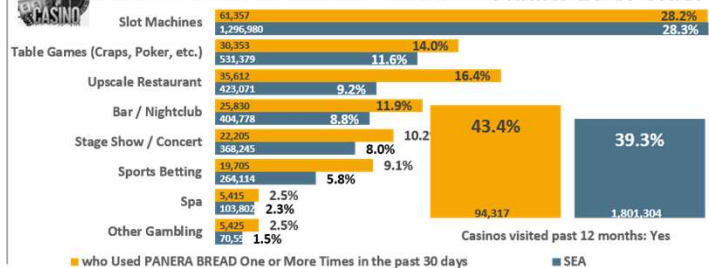
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



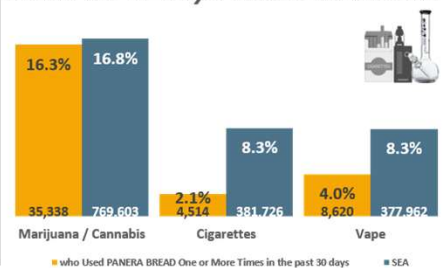
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



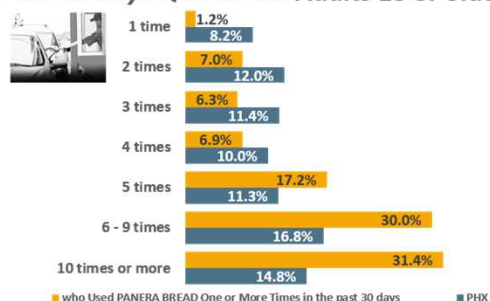
Used Past 30-days: Adults 18 or older



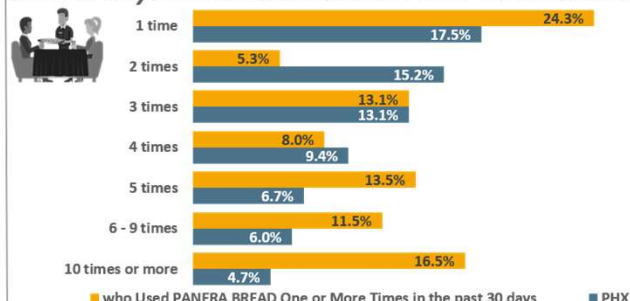


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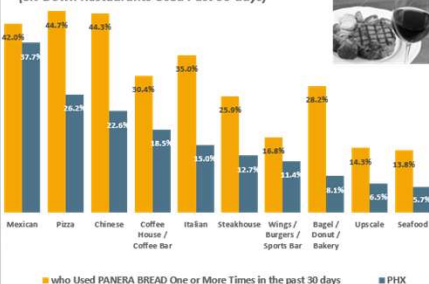
Past 30-days QSR Users: Adults 18 or older



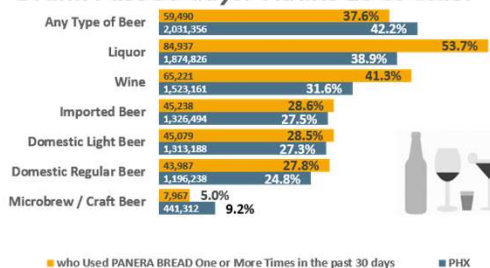
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



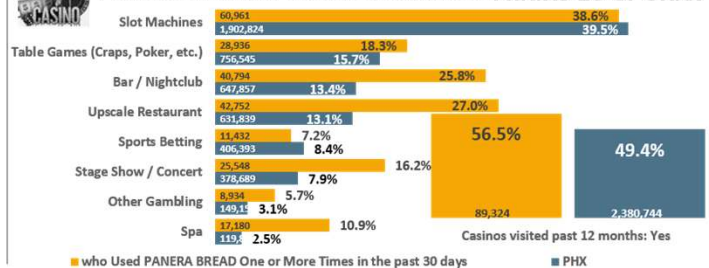
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



Drank Past 30-days: Adults 18 or older

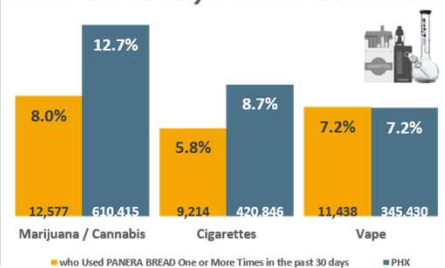


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes (PHX: 56.5%, National Average: 49.4%)

Used Past 30-days: Adults 18 or older





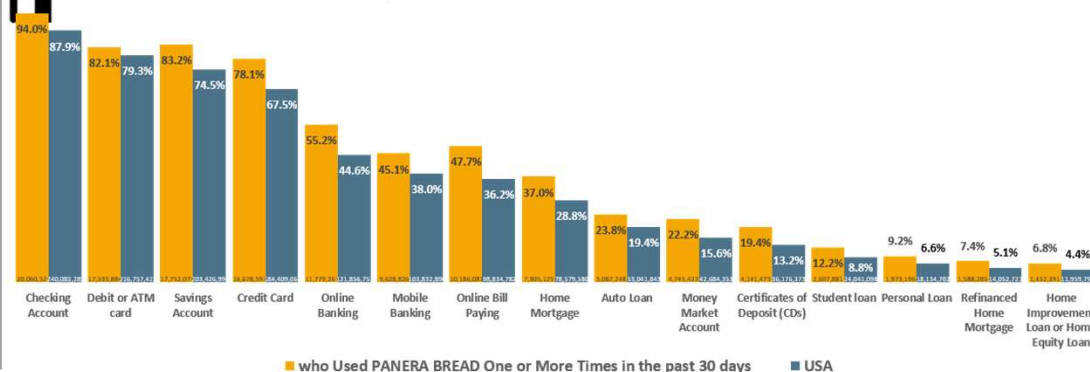
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30... Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 18.7% more likely to have a 401K, 22.7% more likely to have an Auto Loan, 14.5% more likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



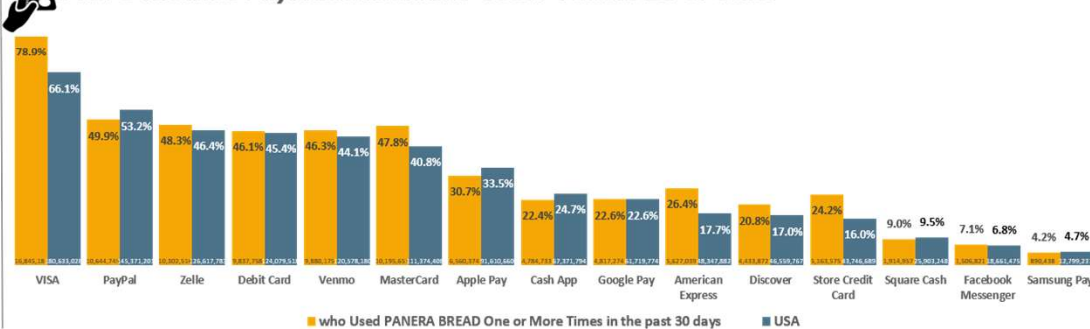
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

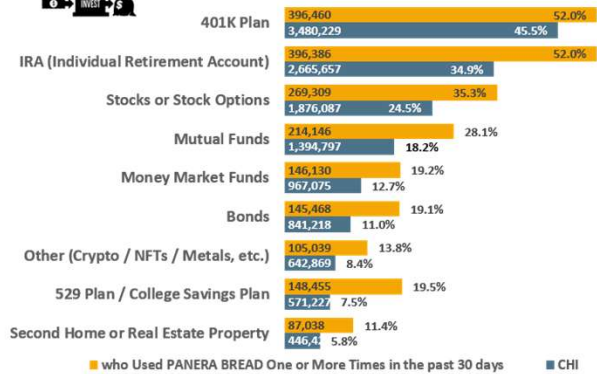




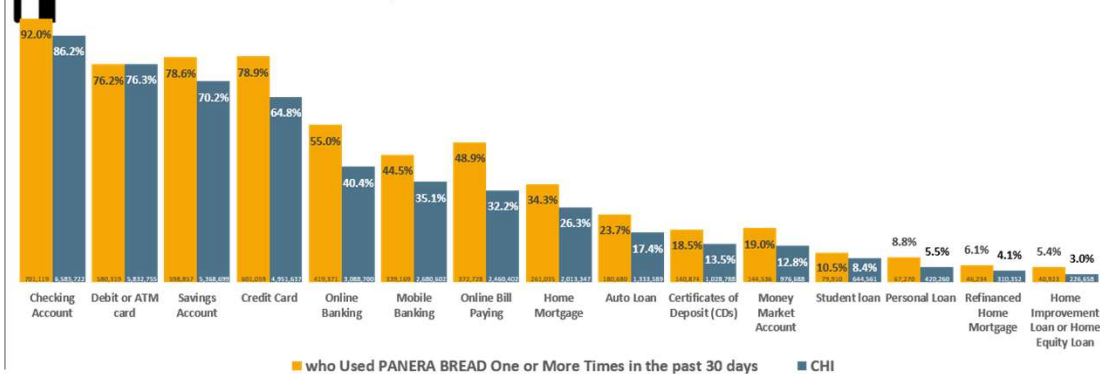
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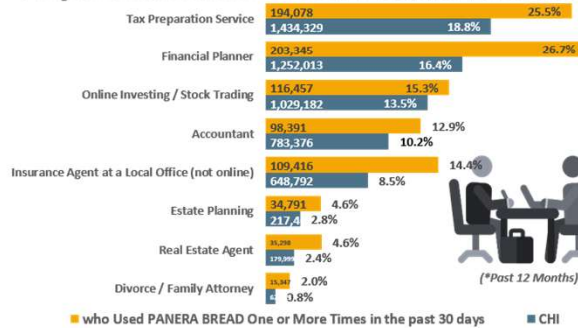
Investments Owned: Adults 18 or older



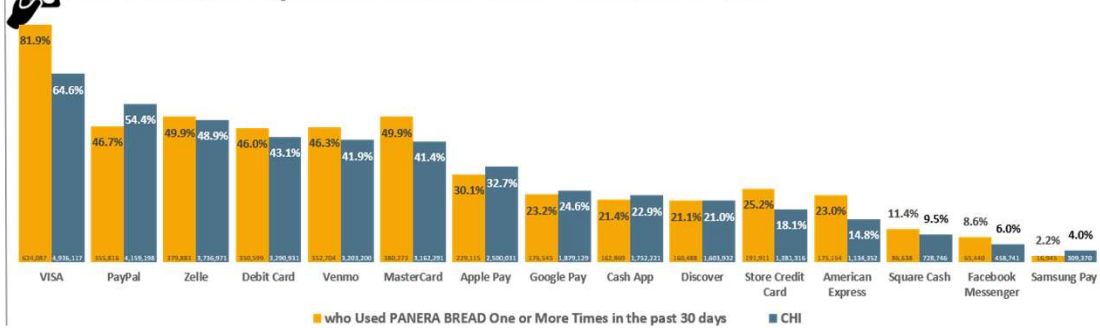
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

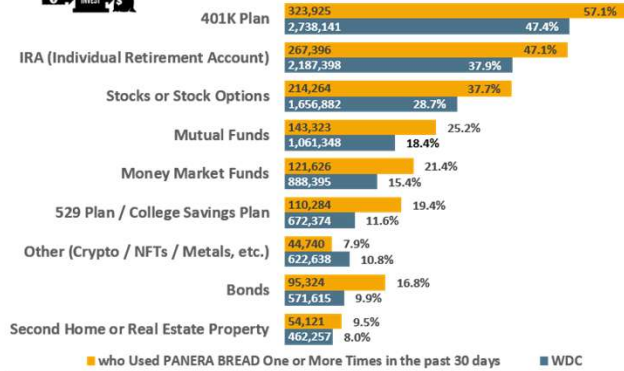




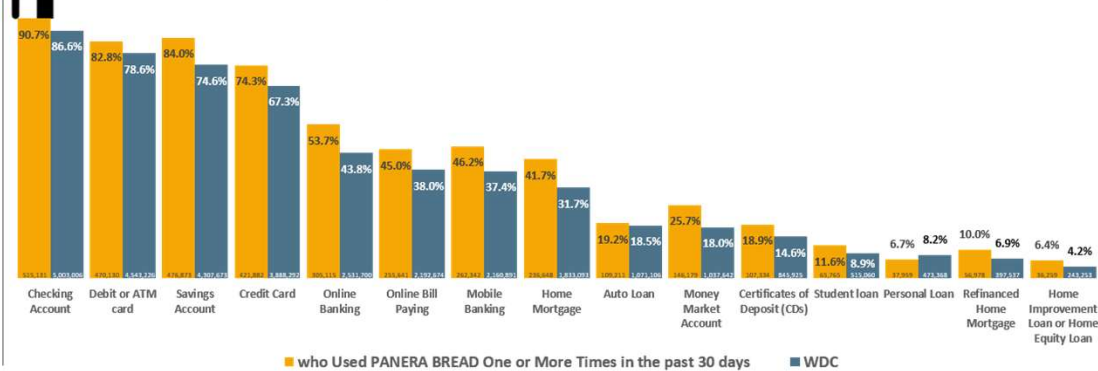
9.8% or 567,740 of WDC DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 20.4% more likely to have a 401K, 3.7% more likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 2.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



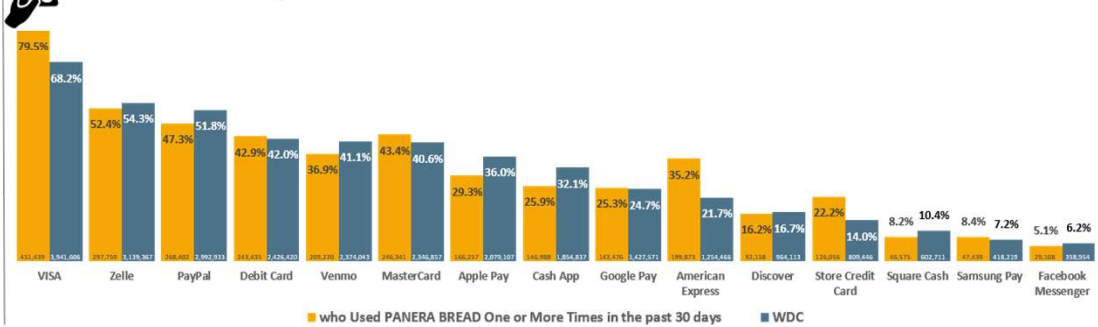
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

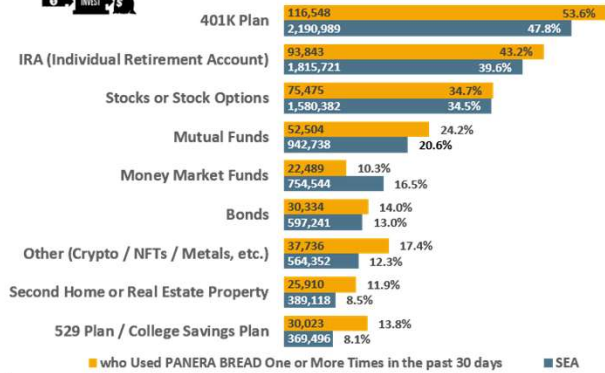




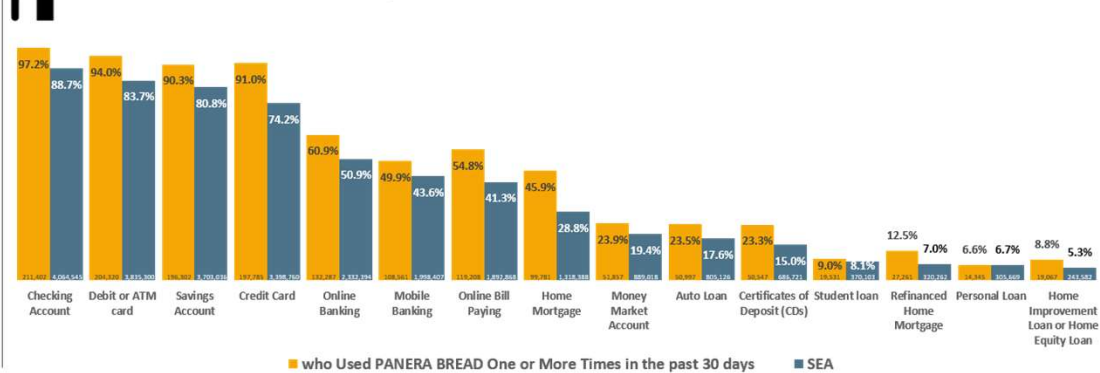
4.7% or 217,395 of SEA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 12.1% more likely to have a 401K, 33.5% more likely to have an Auto Loan, 2.% less likely to Invest/Trade Stocks Online, 22.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



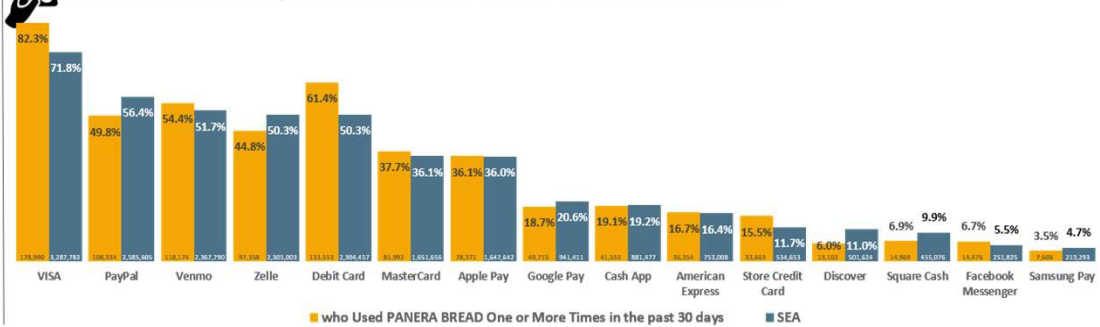
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

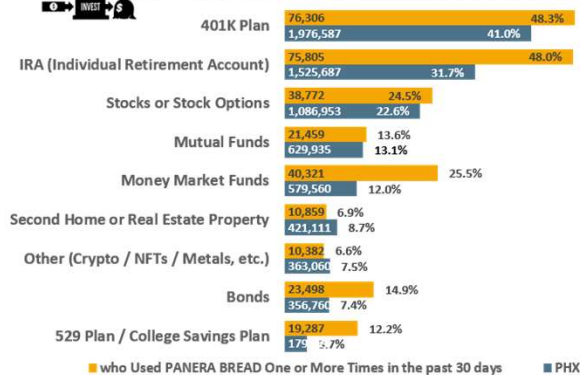




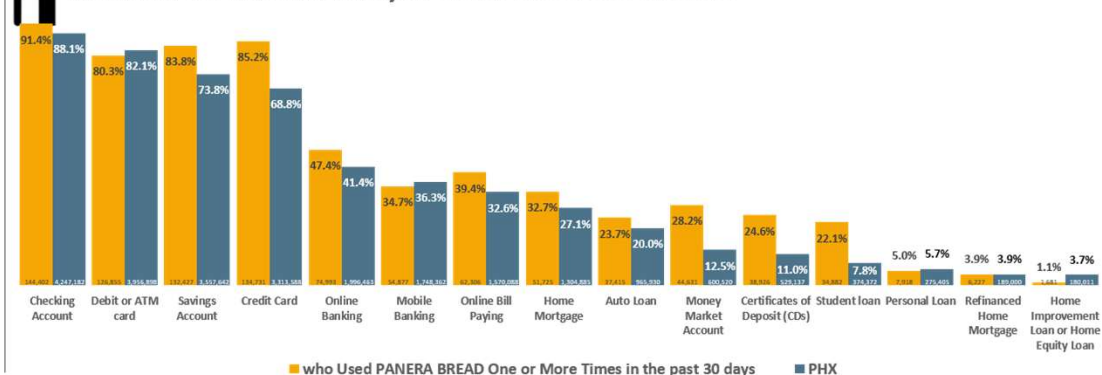
3.3% or 158,068 of PHX DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 17.7% more likely to have a 401K, 18.1% more likely to have an Auto Loan, 18.1% less likely to Invest/Trade Stocks Online, 20.8% less likely to pay with their Debit Card.



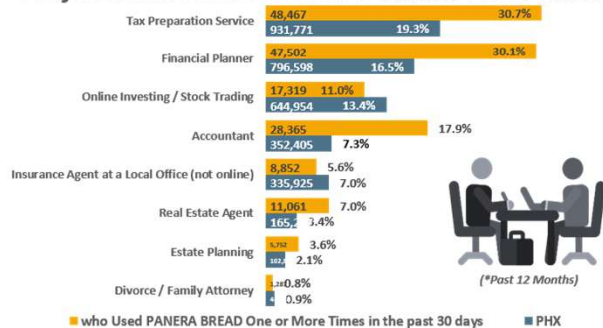
Investments Owned: Adults 18 or older



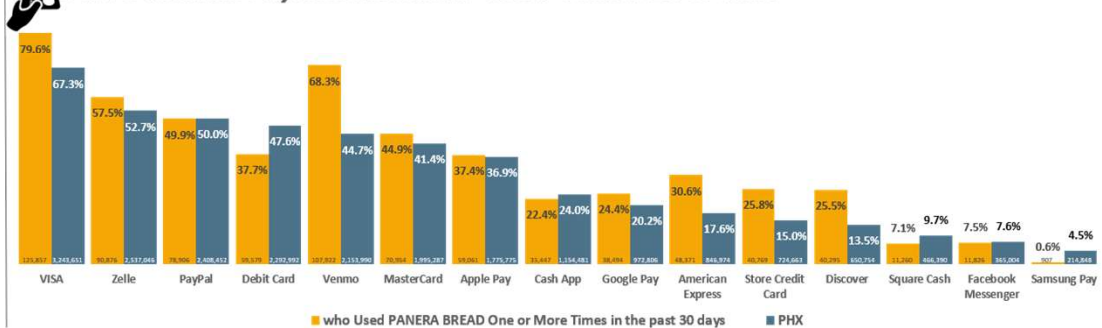
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



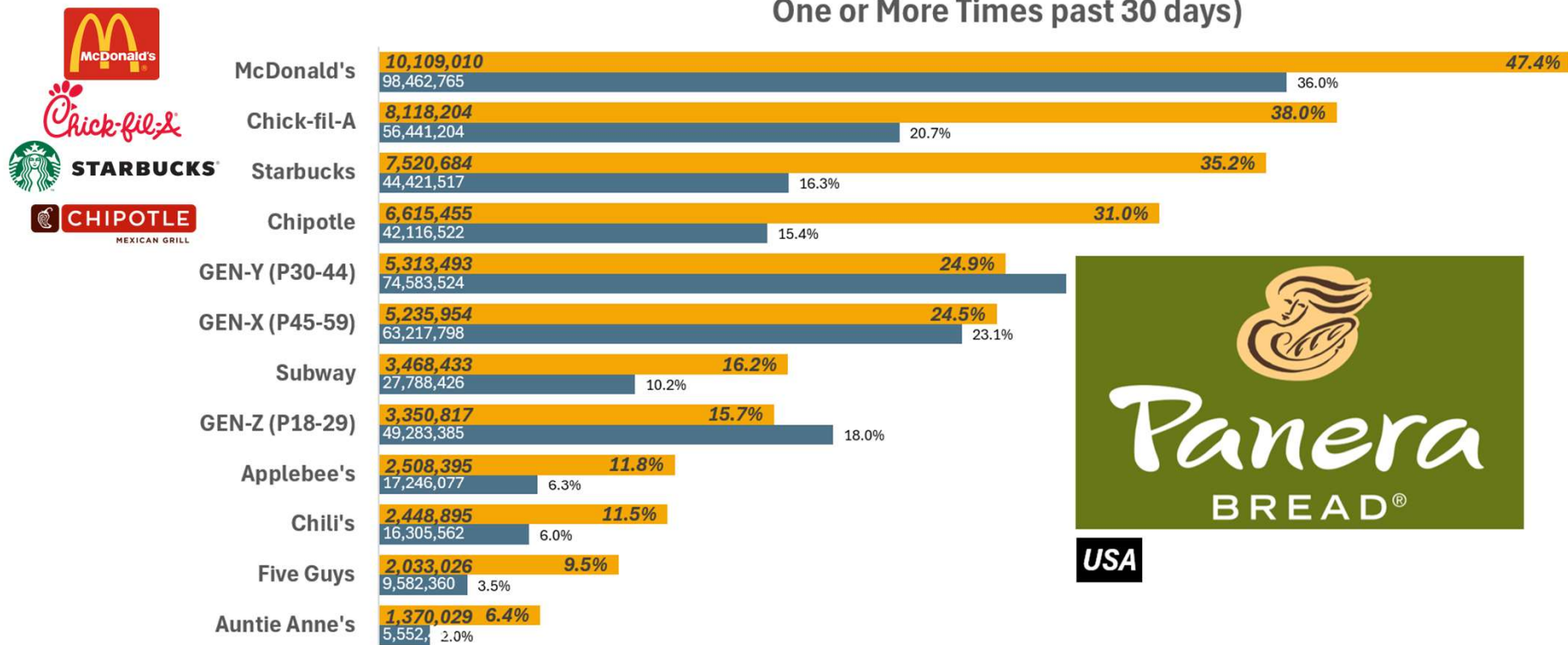
Past 3-Months Payment Methods Used: Adults 18 or older





"Other QSRs Used + 3 Generational Cohorts"

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

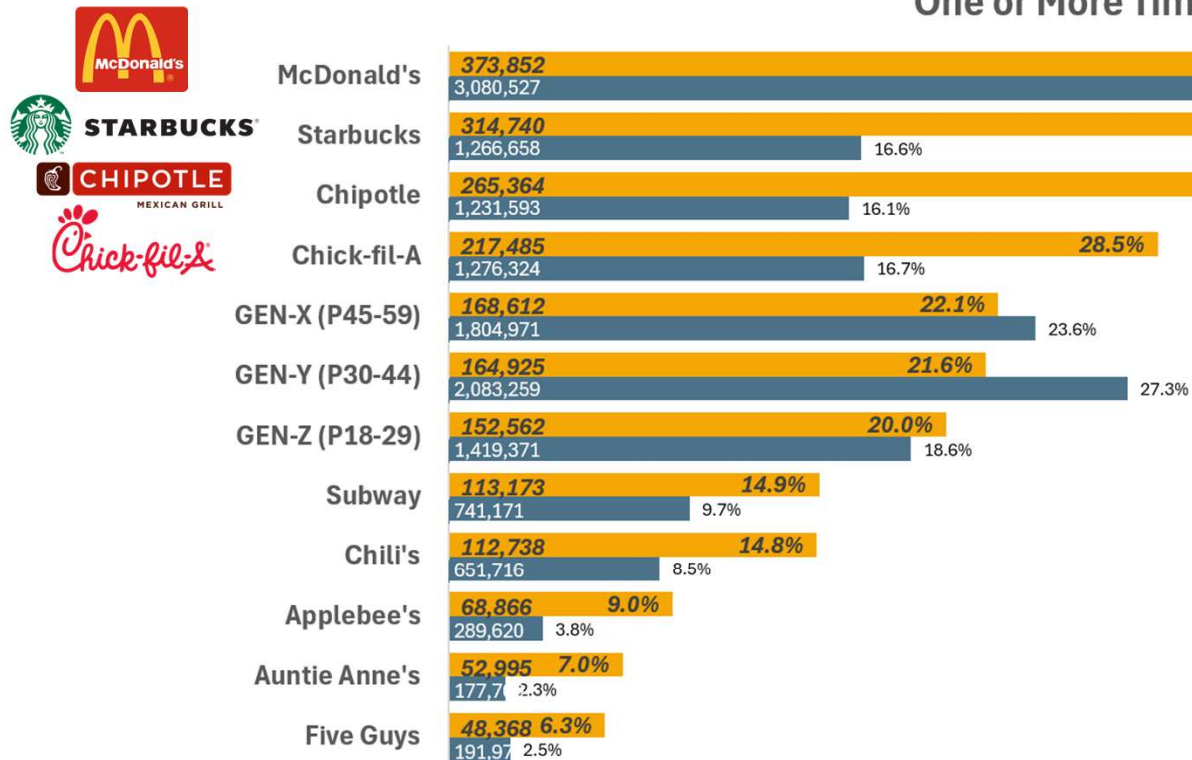


■ P18+ who used PANERA BREAD One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)
■ P18+ USA (Other QSRs used One or More Times past 30 days)



"Other QSRs Used + 3 Generational Cohorts"

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



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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 479
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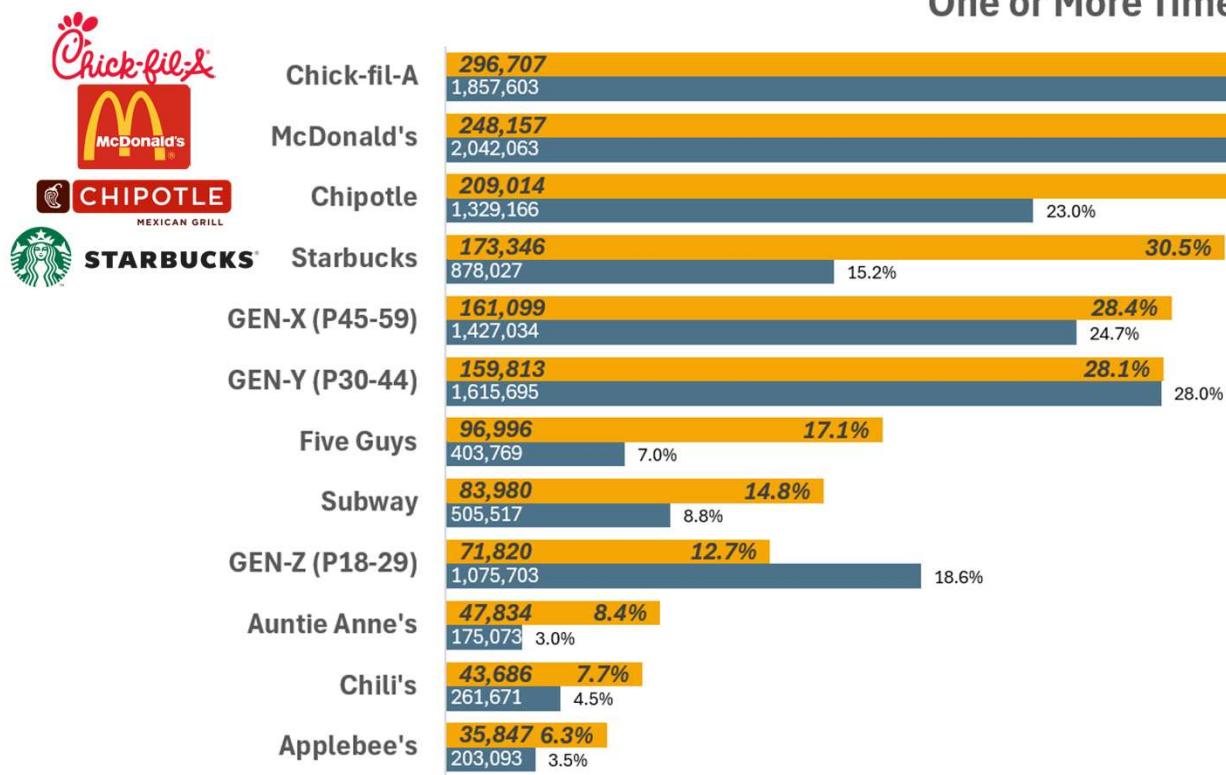
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Quick service restaurants used past 30 days: Panera Bread



"Other QSRs Used + 3 Generational Cohorts"

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



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

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

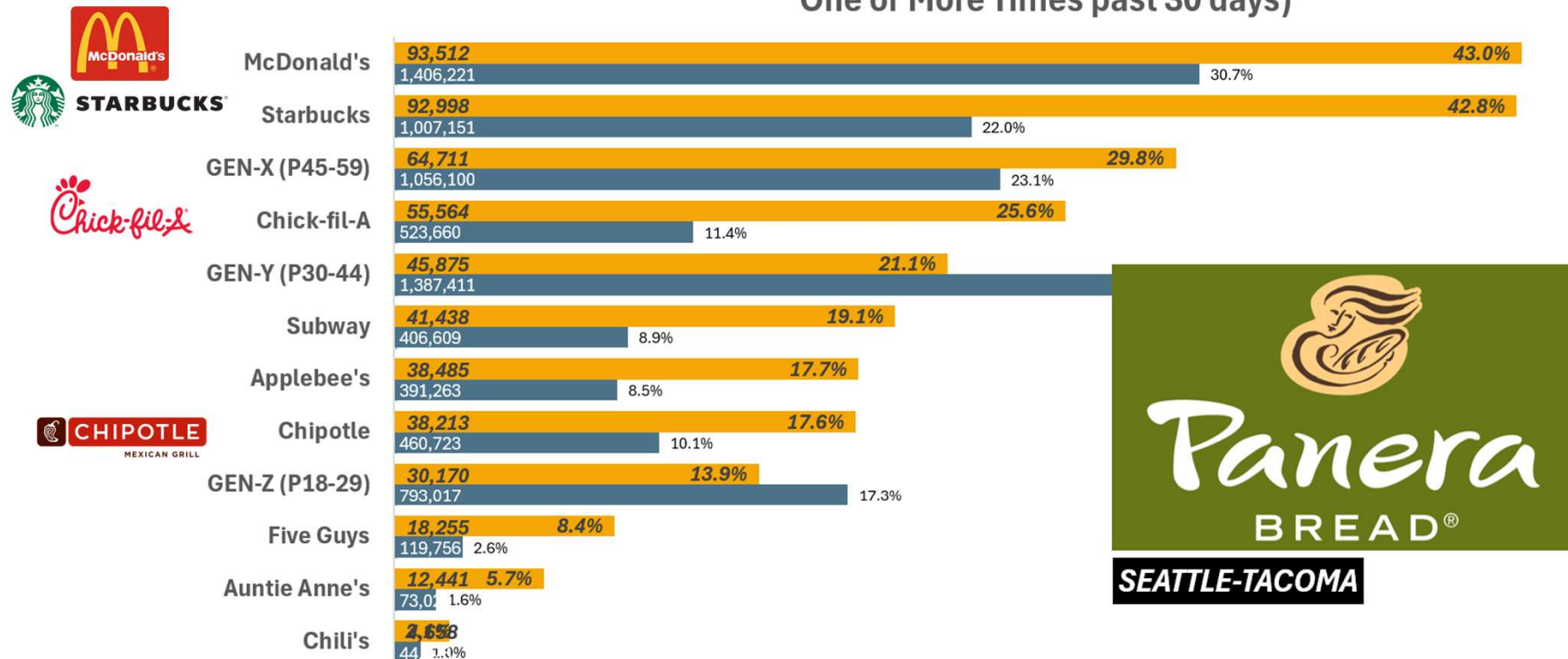
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 688
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"Other QSRs Used + 3 Generational Cohorts"

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



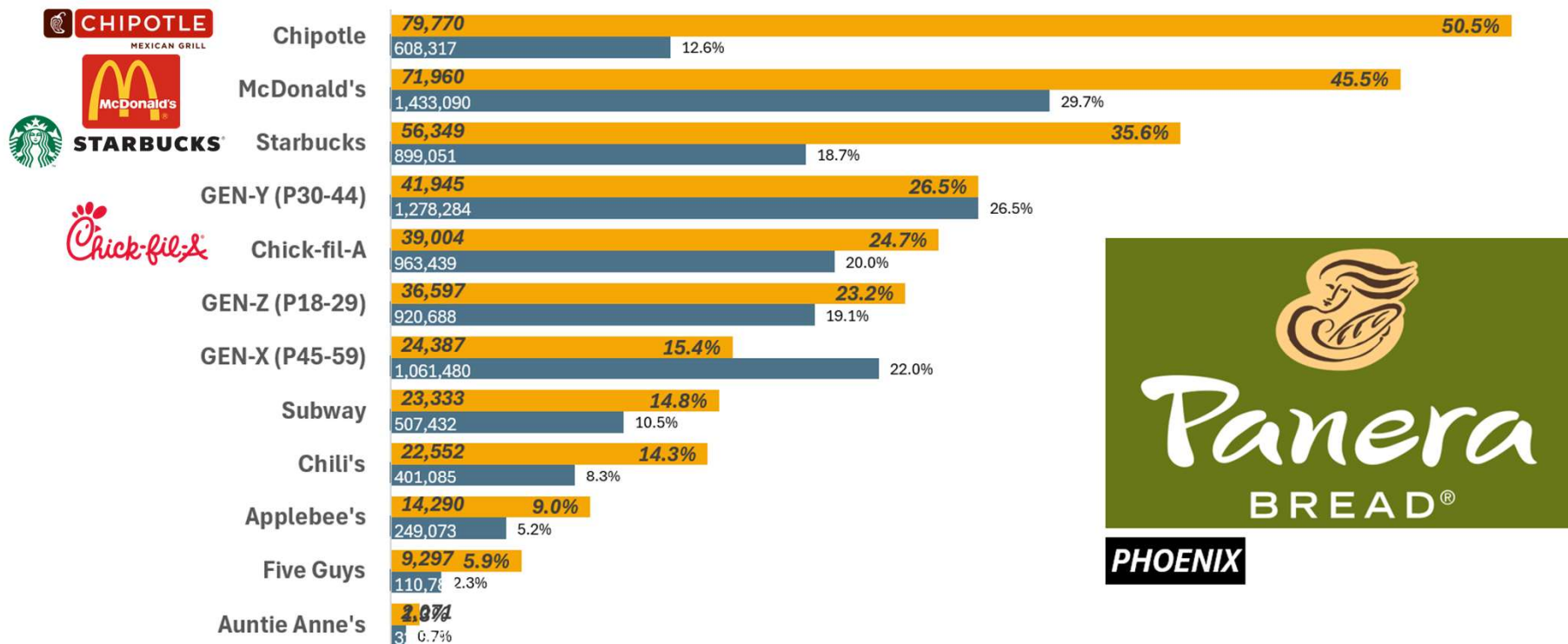
■ P18+ who used PANERA BREAD One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)
■ P18+ SEATTLE-TACOMA (Other QSRs used One or More Times past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 203
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"Other QSRs Used + 3 Generational Cohorts"

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



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

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

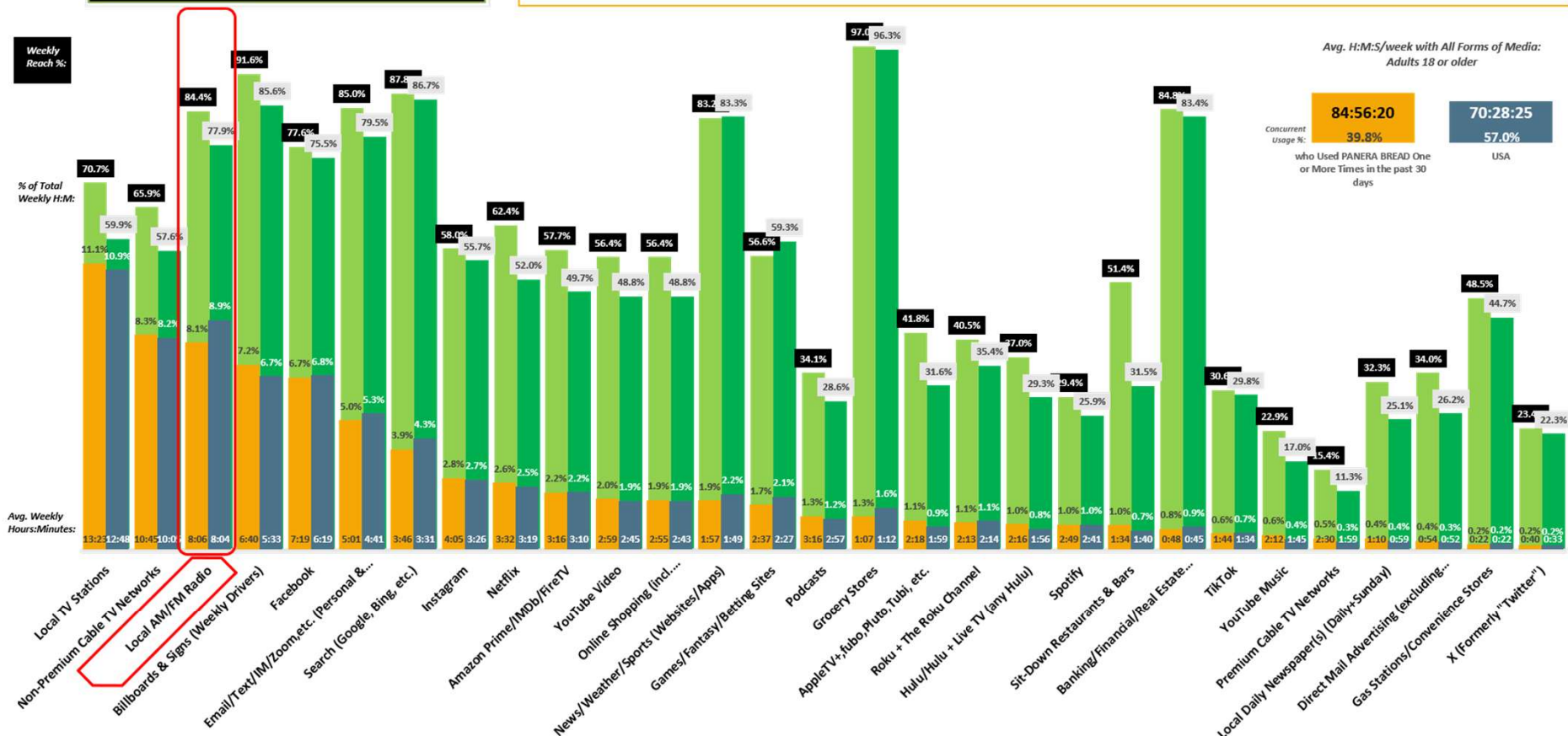
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 119
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Quick service restaurants used past 30 days: Panera Bread



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 12 hours, 56 minutes and 20 seconds each week with All Forms of Media.
84.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 8.1% 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 %: 39.8%

84:56:20

70:28:25

57.0%

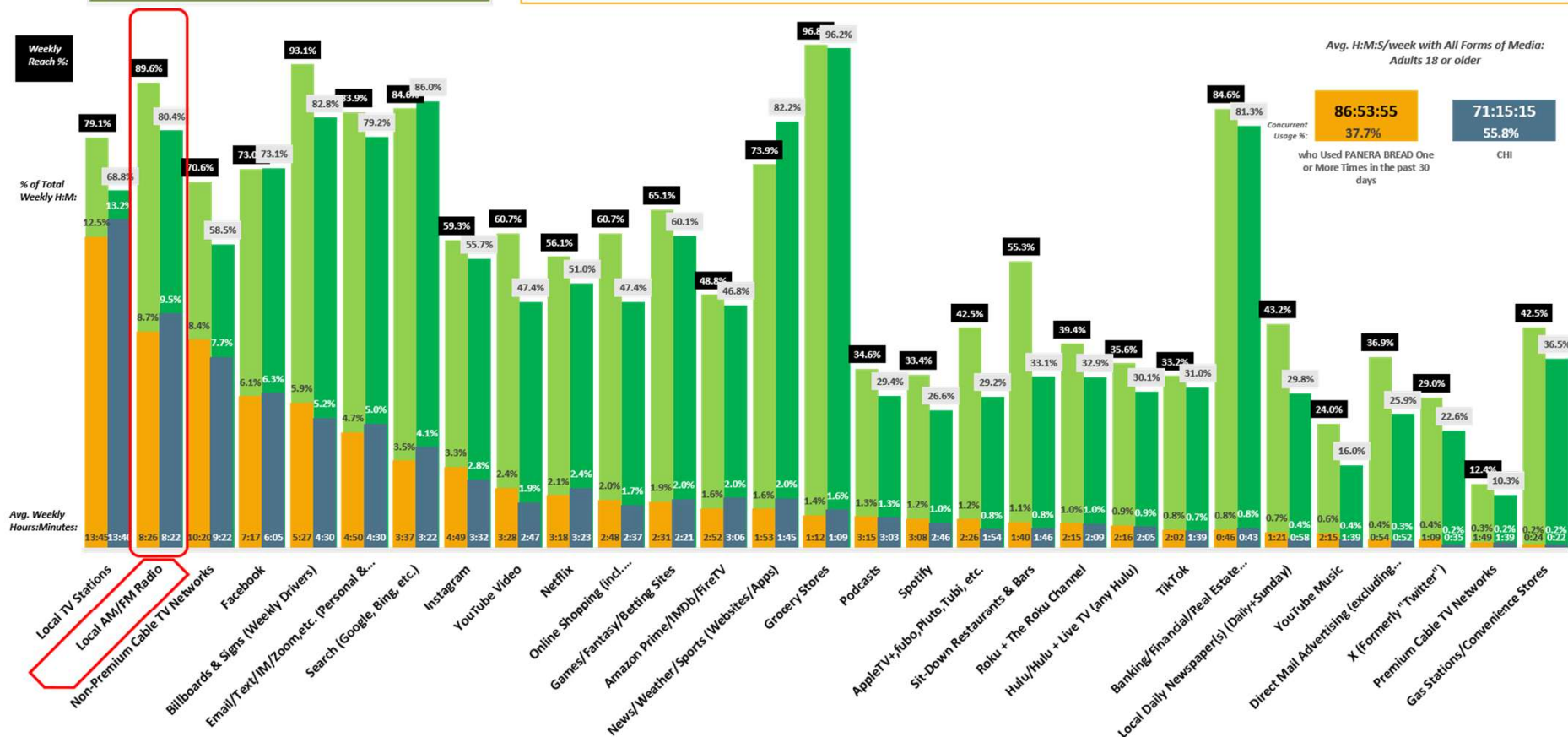
who Used PANERA BREAD One or More Times in the past 30 days

USA

who Used PANERA BREAD One or More Times in the past 30 days USA



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 14 hours, 53 minutes and 55 seconds each week with All Forms of Media.
 89.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



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

86:53:55
37.7%
who Used PANERA BREAD One or More Times in the past 30 days

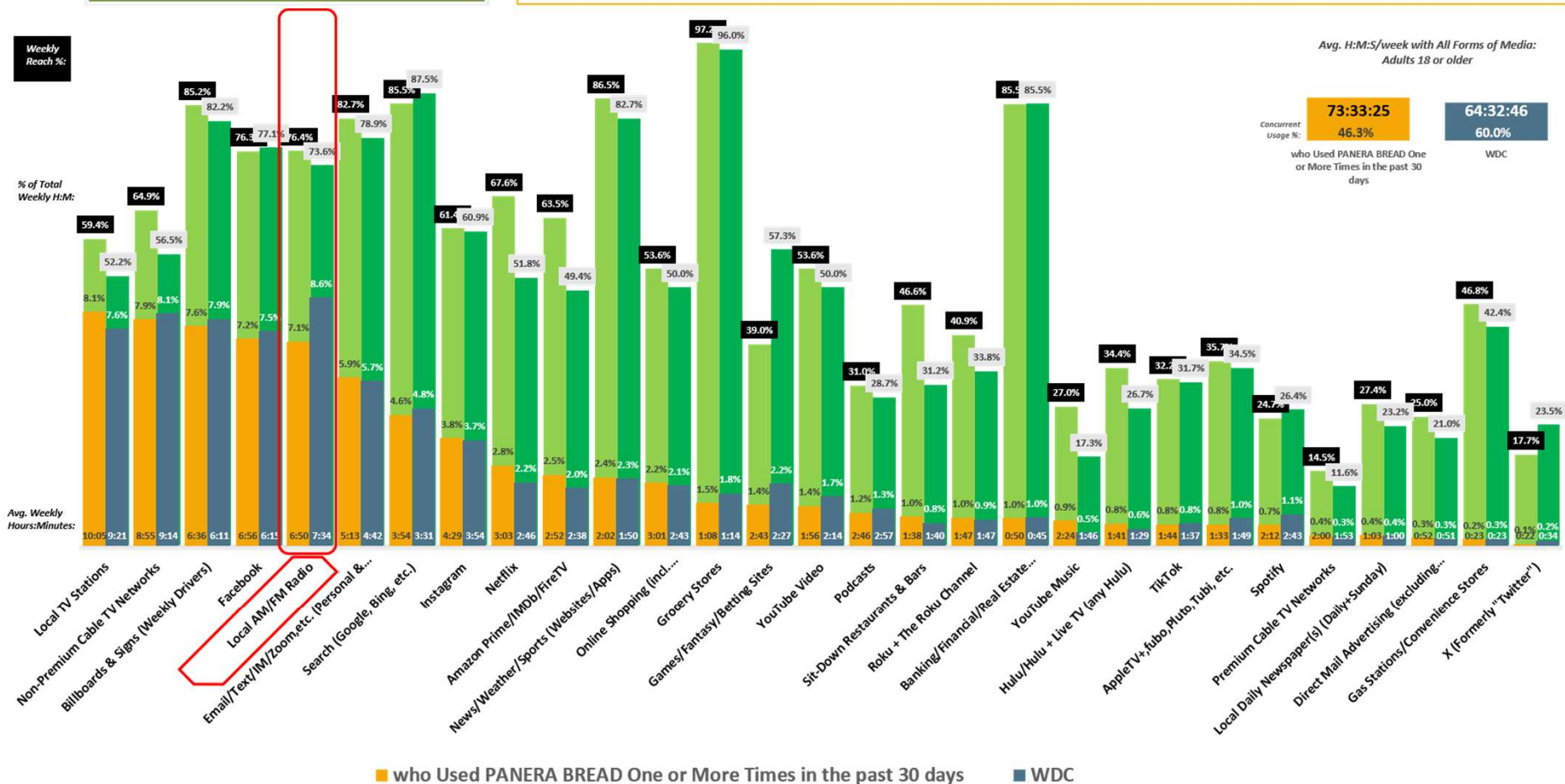
71:15:15
55.8%
CHI

■ who Used PANERA BREAD One or More Times in the past 30 days

■ CHI



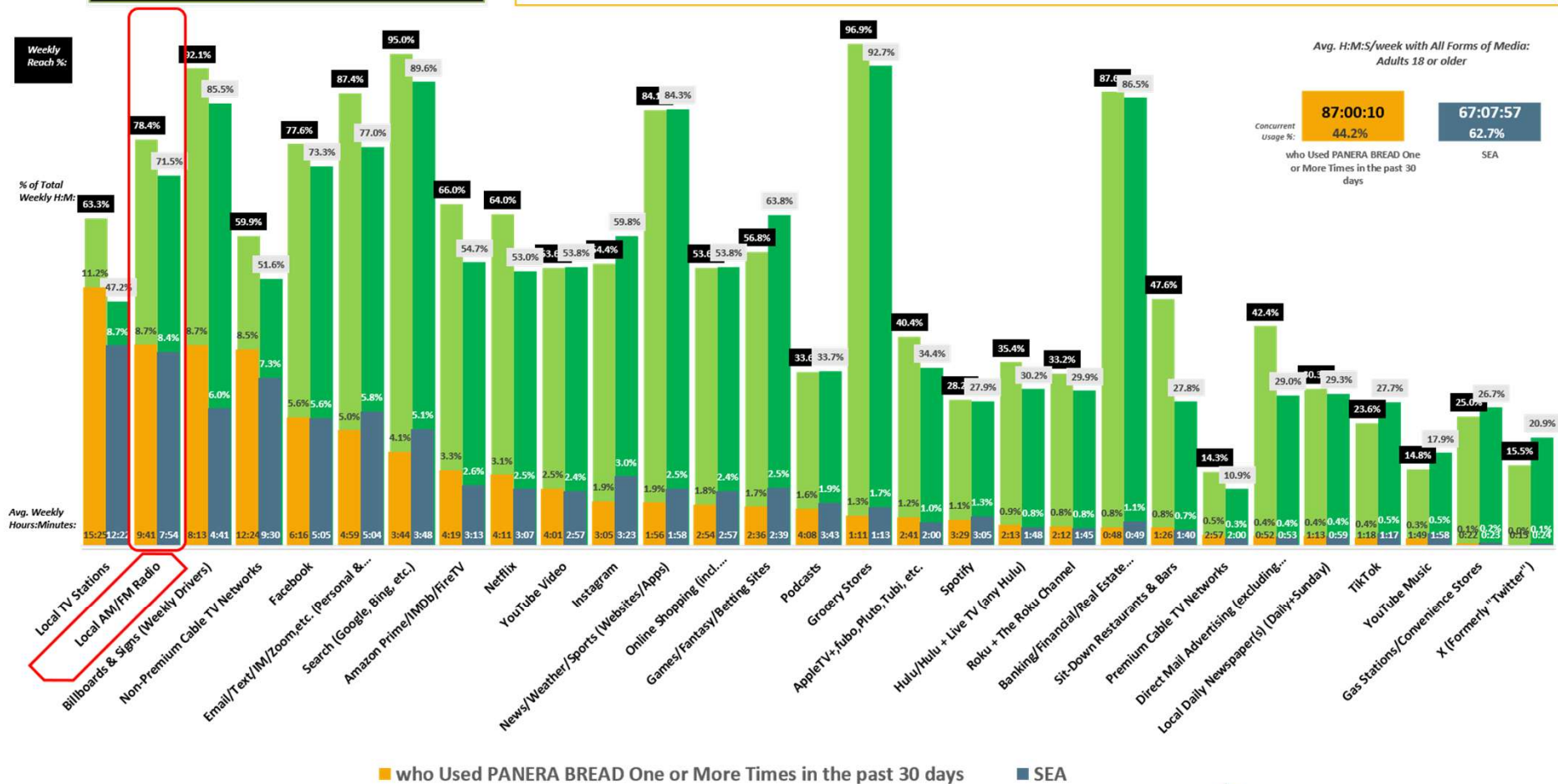
Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 1 hour, 33 minutes and 25 seconds each week with All Forms of Media.
 76.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 6 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.





Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 15 hours, 0 minutes and 10 seconds each week with All Forms of Media.

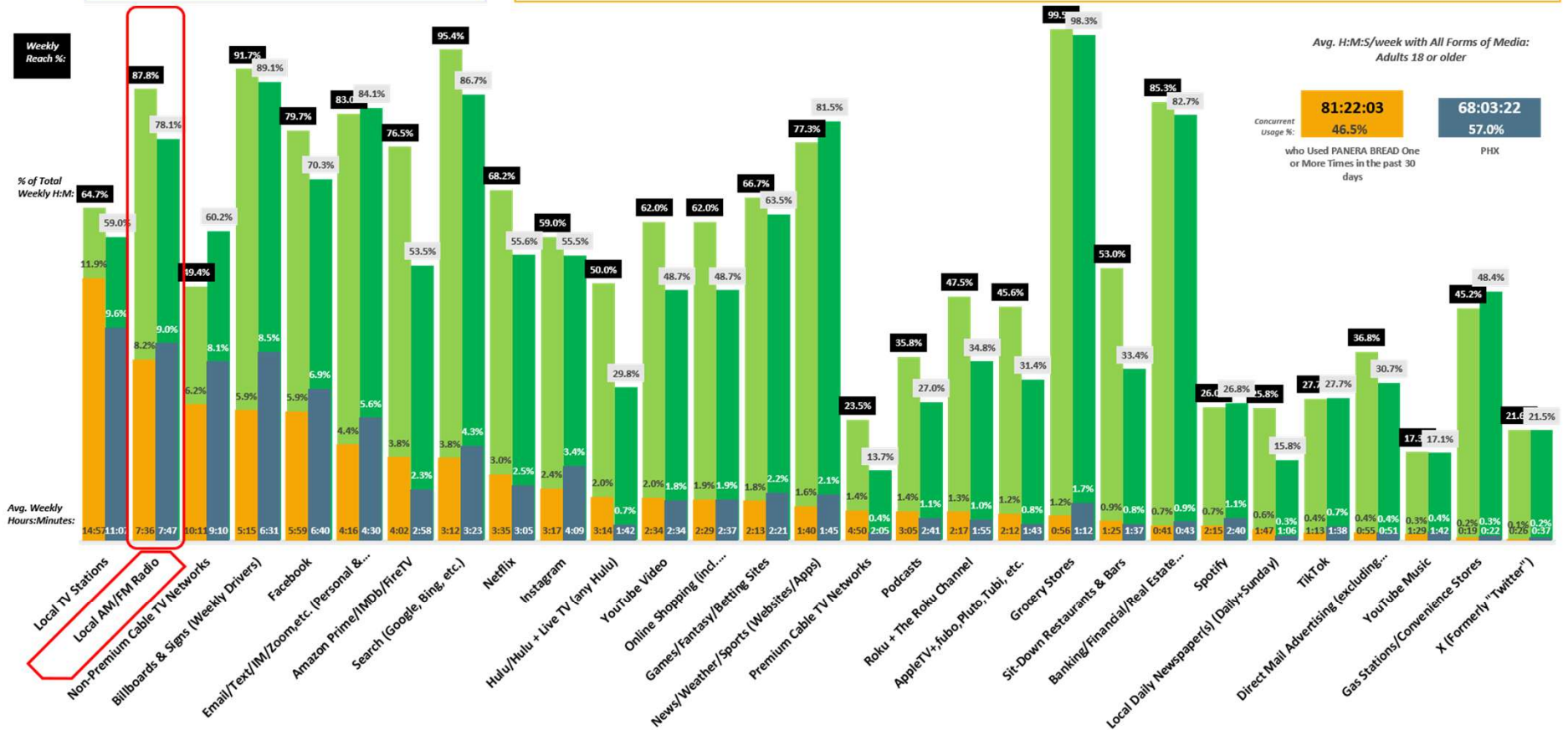
78.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 9 hours, 22 minutes and 3 seconds each week with All Forms of Media.

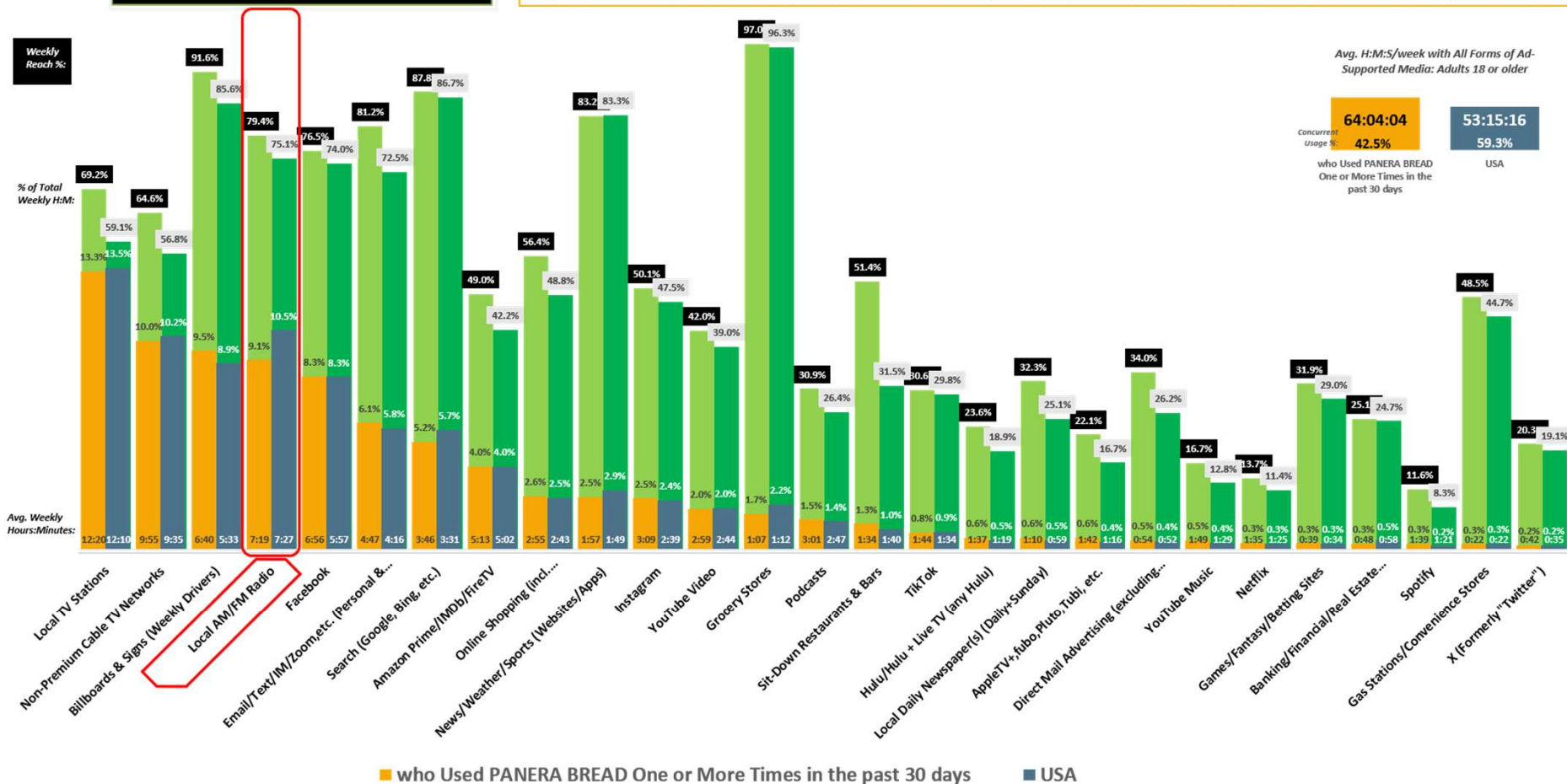
87.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



■ who Used PANERA BREAD One or More Times in the past 30 days ■ PHX



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 16 hours, 4 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Med



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

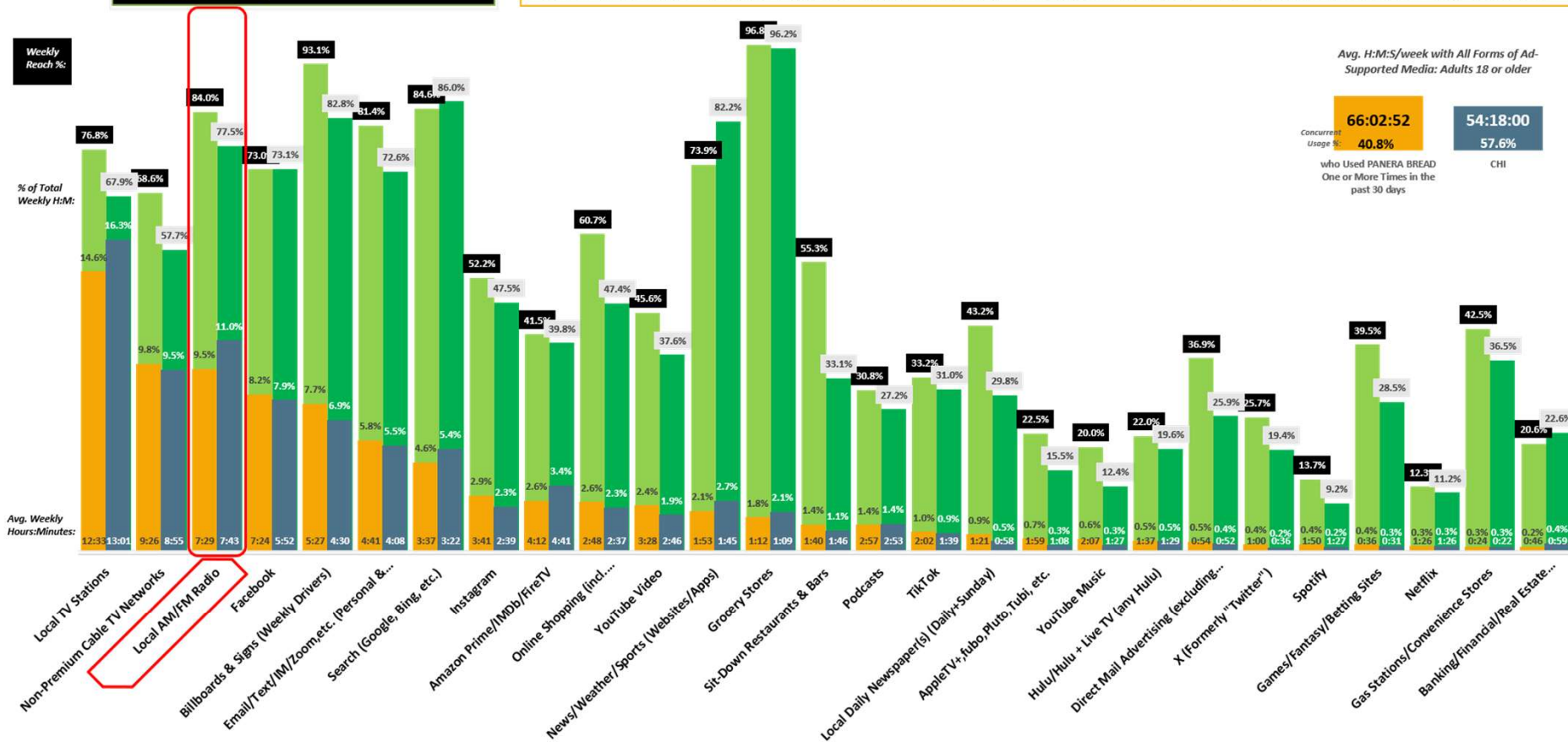
64:04:04
 Concurrent Usage %: 42.5%
 who Used PANERA BREAD One or More Times in the past 30 days

53:15:16
 59.3%
 USA



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 18 hours, 2 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

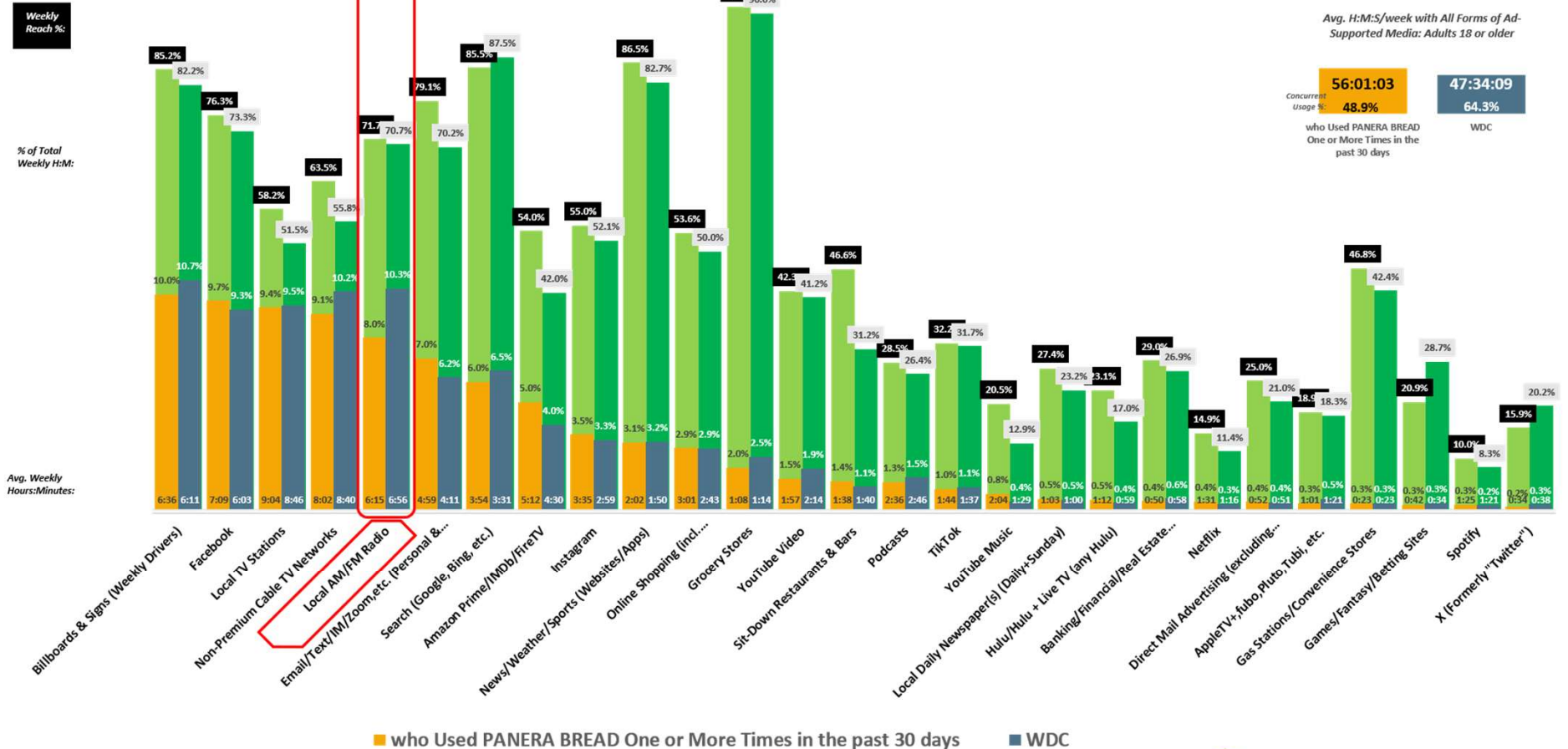
84.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Medi



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

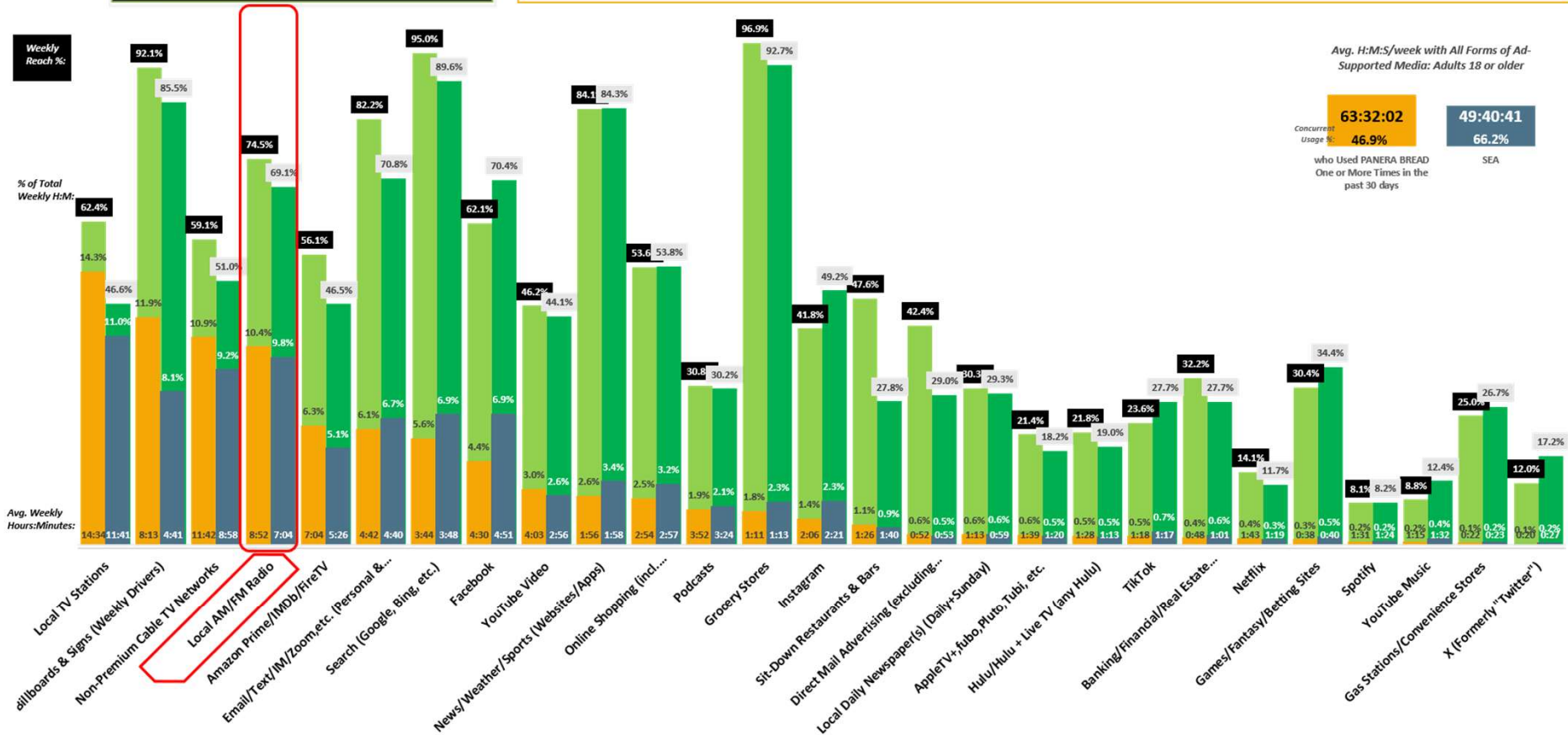


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 8 hours, 1 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 71.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 6 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Medi





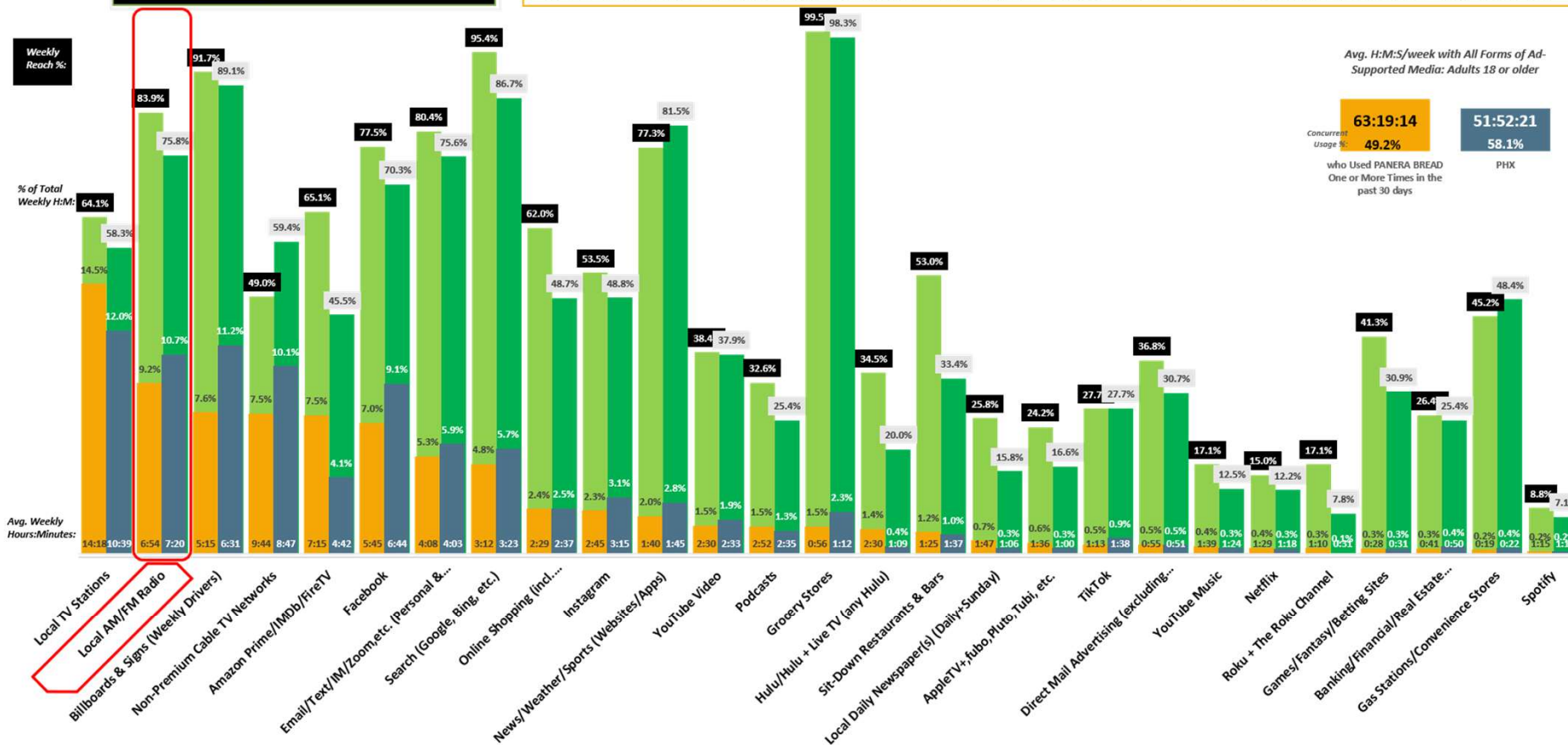
Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 15 hours, 32 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 74.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Me



■ who Used PANERA BREAD One or More Times in the past 30 days ■ SEA



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 15 hours, 19 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 83.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Med



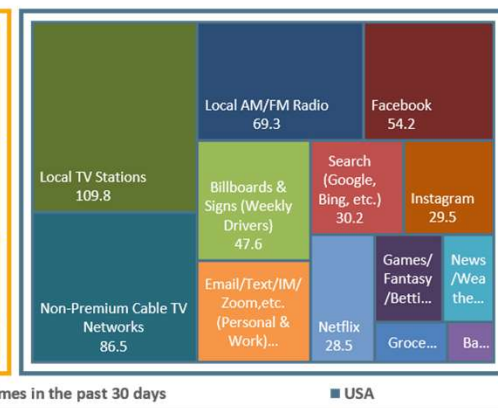
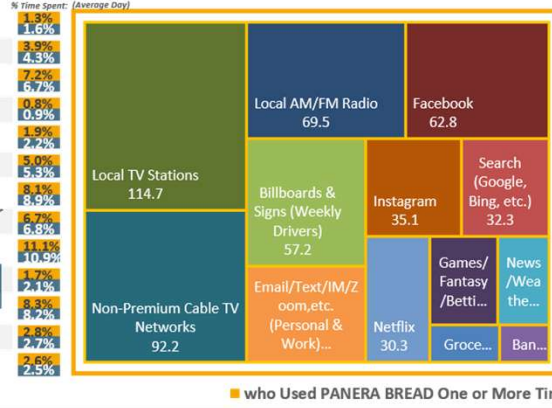
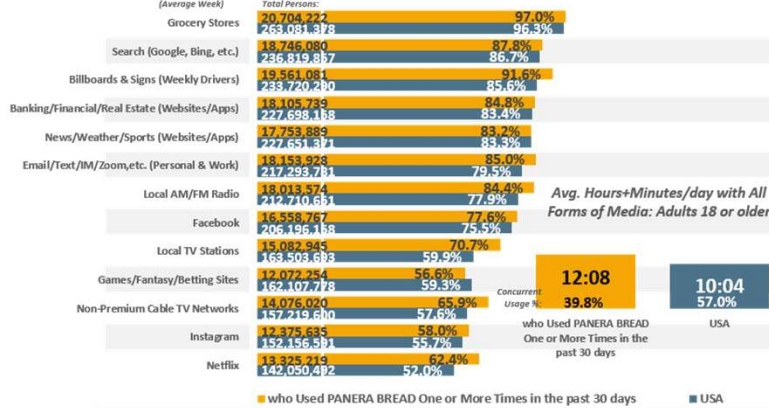
who Used PANERA BREAD One or More Times in the past 30 days PHX



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 9 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

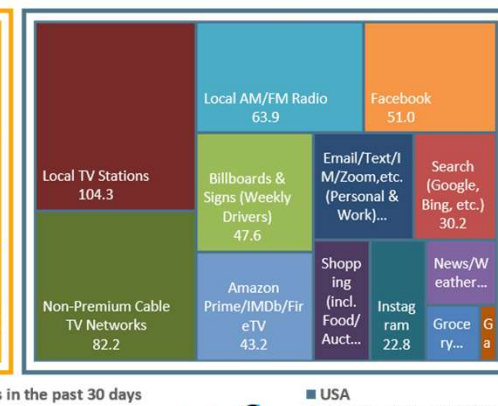
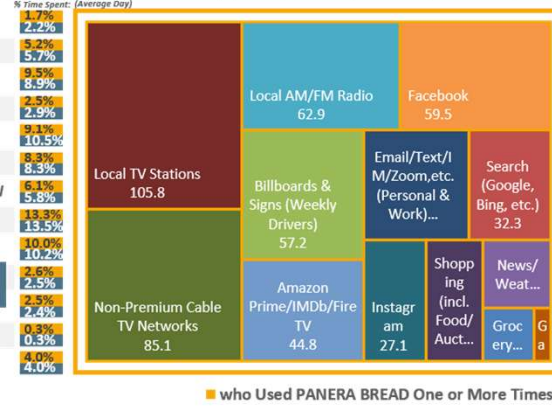
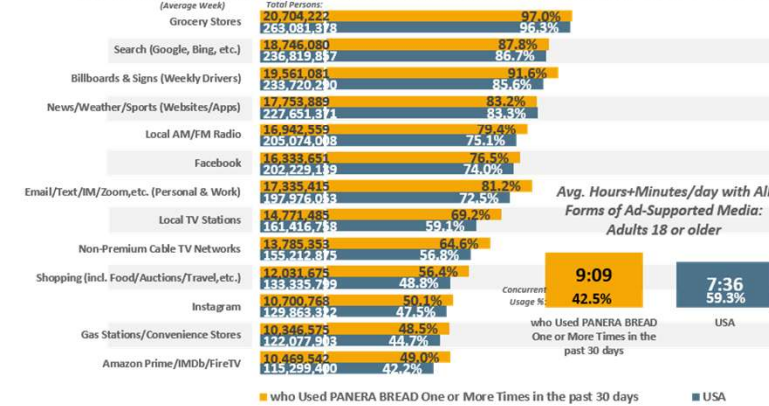
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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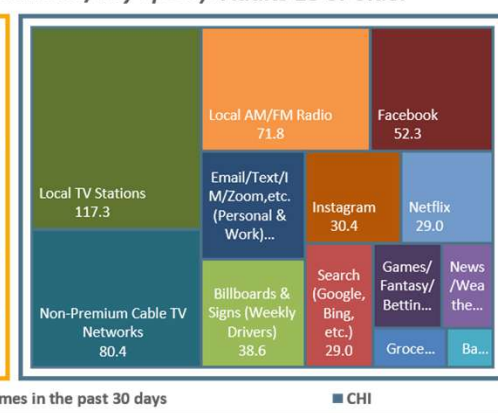
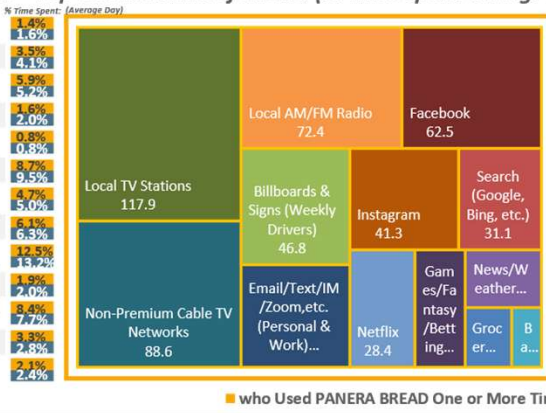
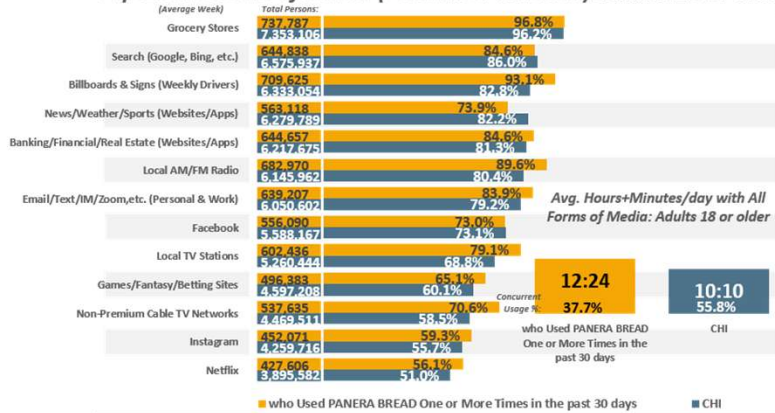
Quick service restaurants used past 30 days: Panera Bread



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 26 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

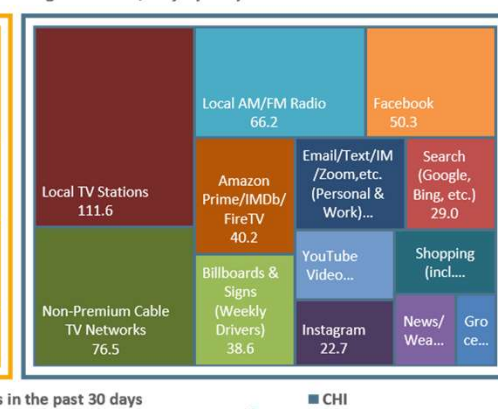
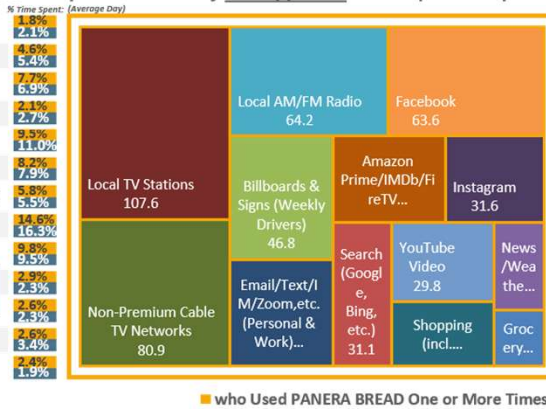
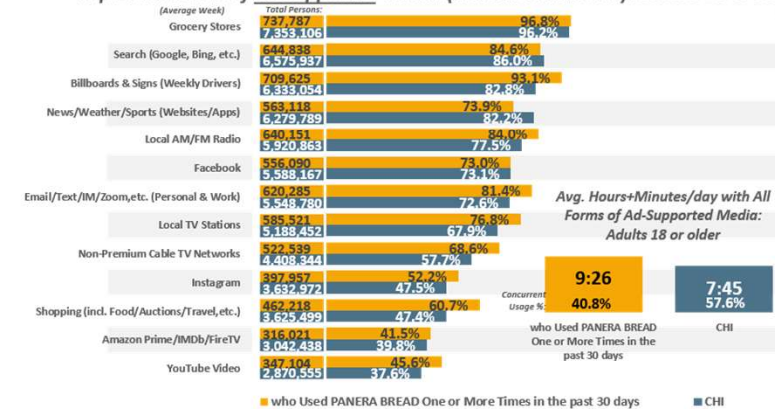
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 479
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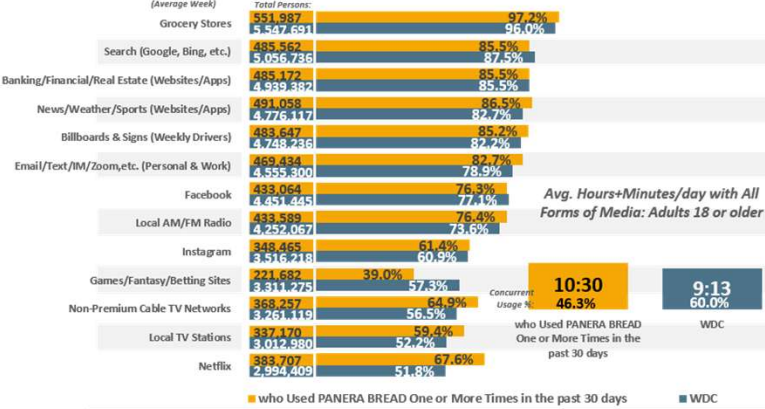
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Quick service restaurants used past 30 days: Panera Bread

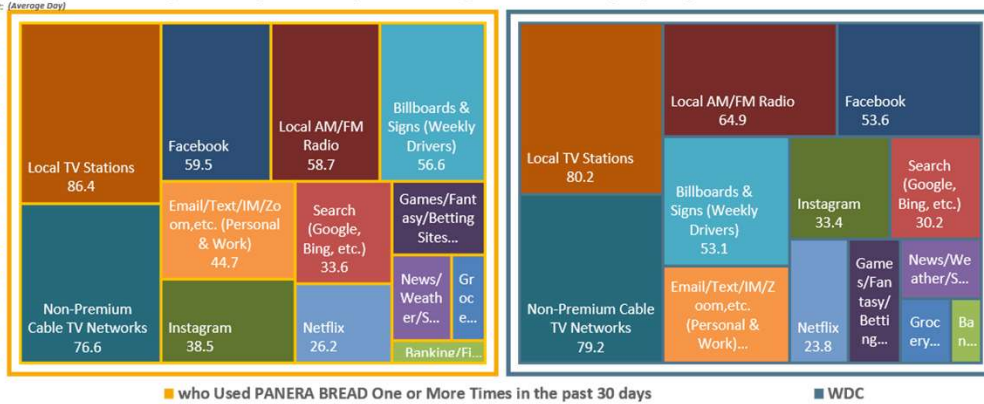


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 71.7% listen to Local AM/FM Radio for an avg. of 53.7 minutes/day. (Local Radio delivers 8.% of Time with Ad-Supported Media.)

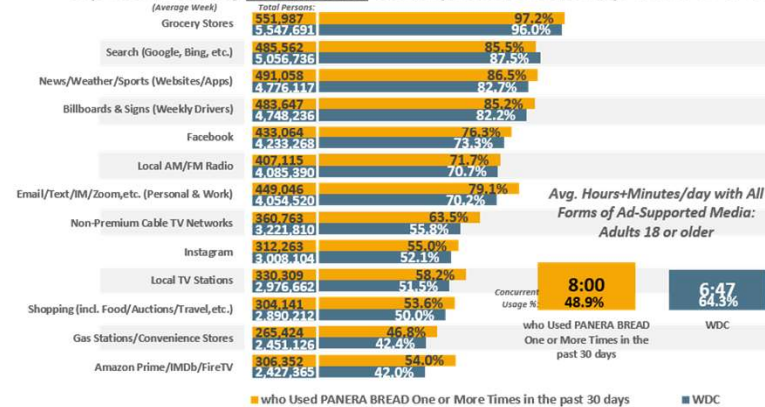
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



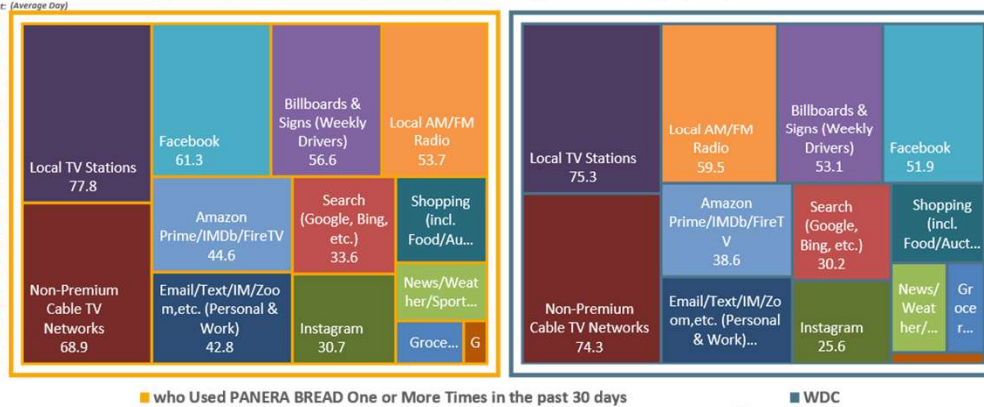
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



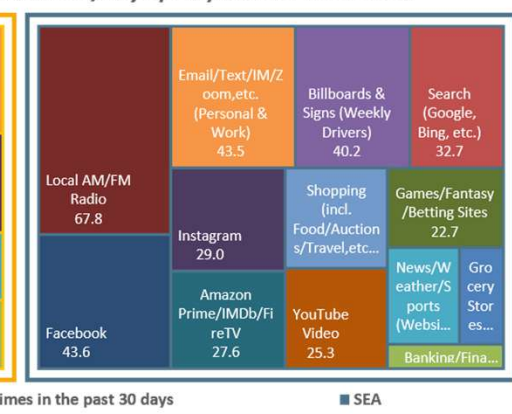
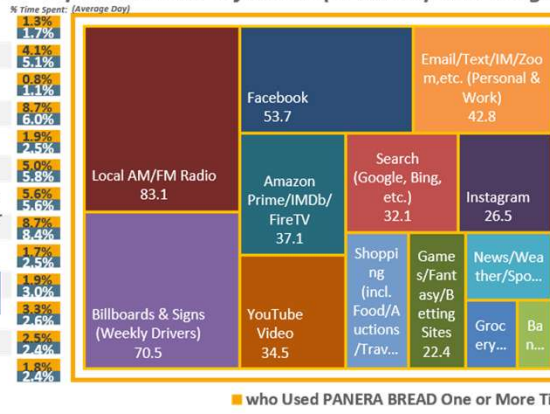
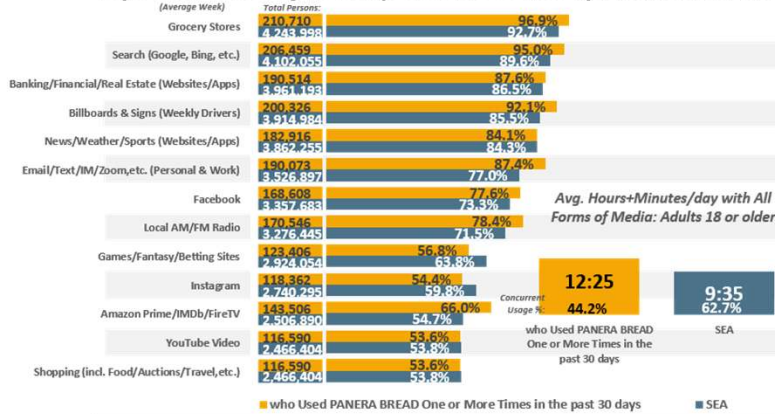
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



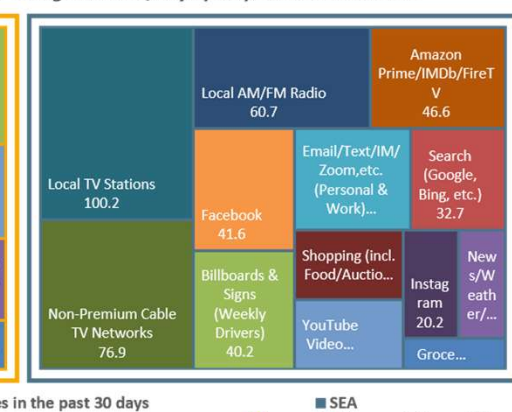
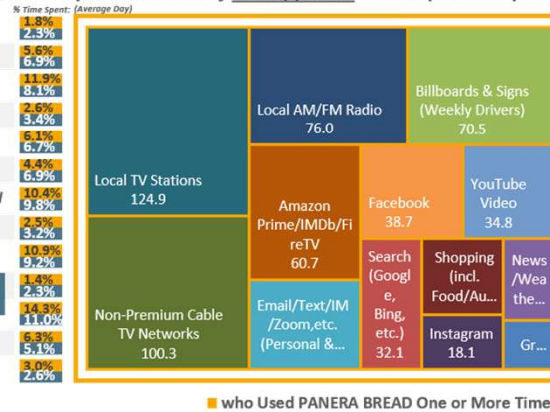
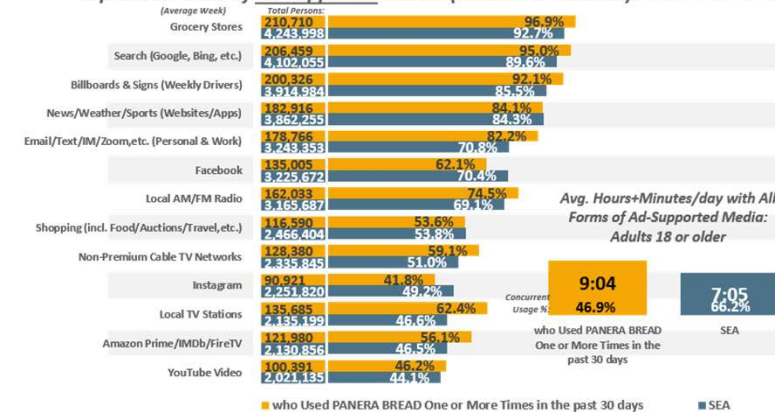


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 4 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 76. minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

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



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

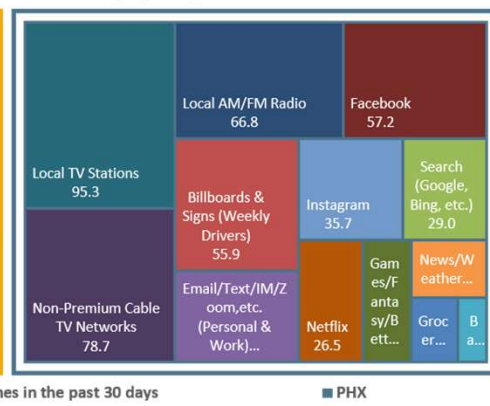
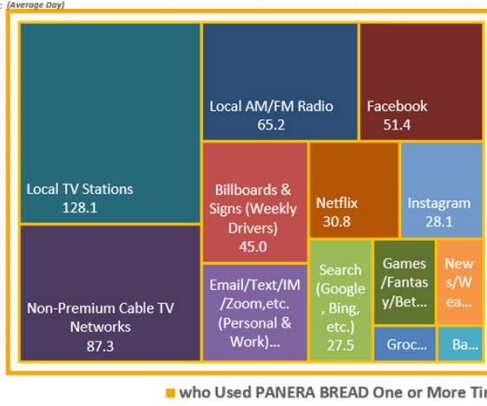
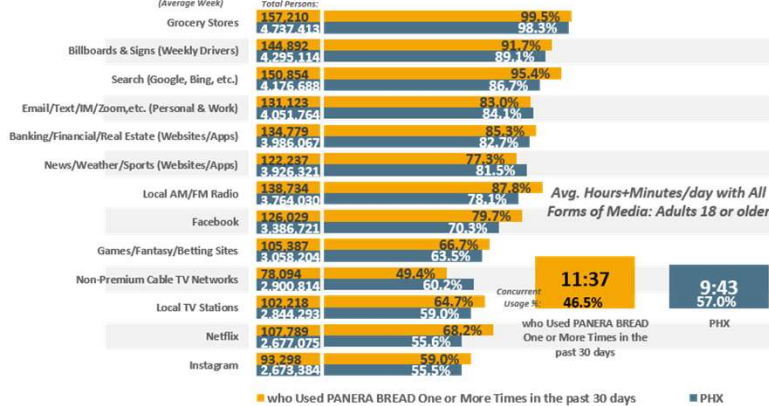




Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

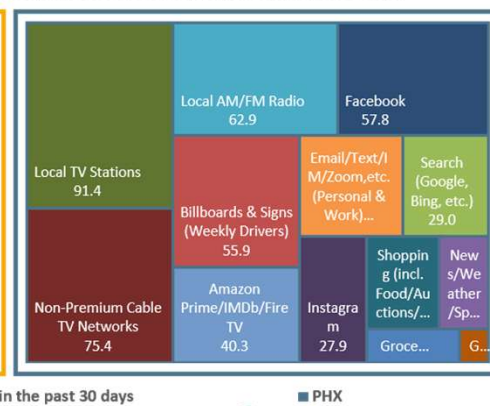
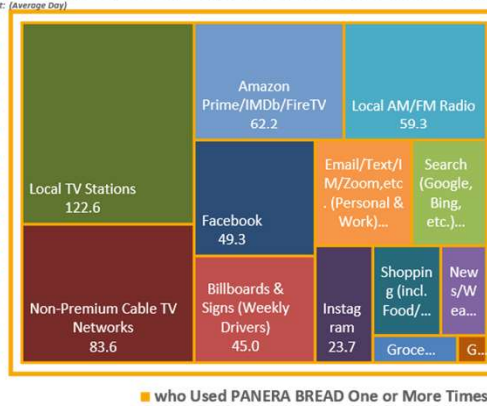
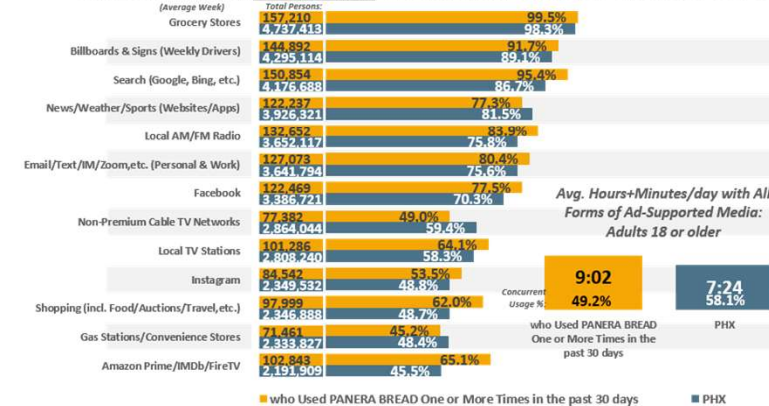
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

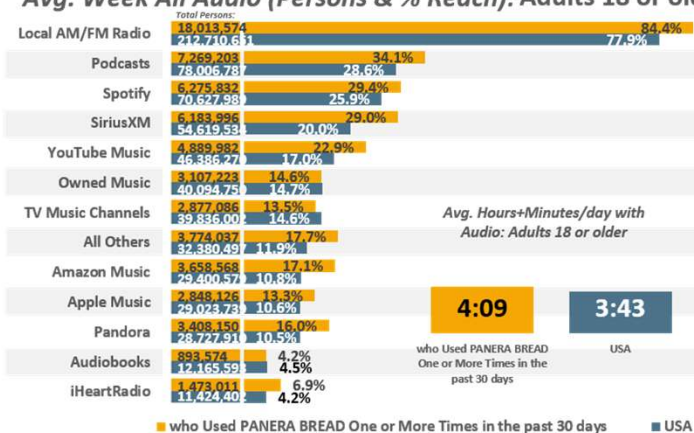
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



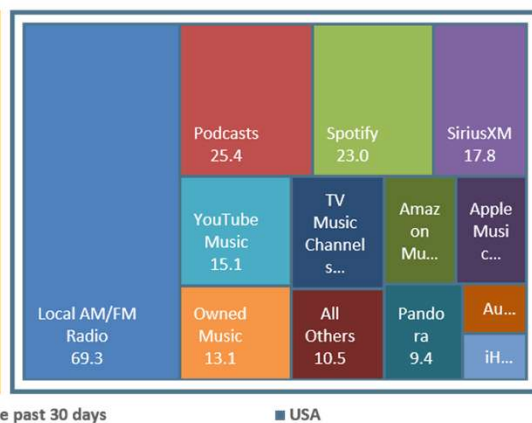
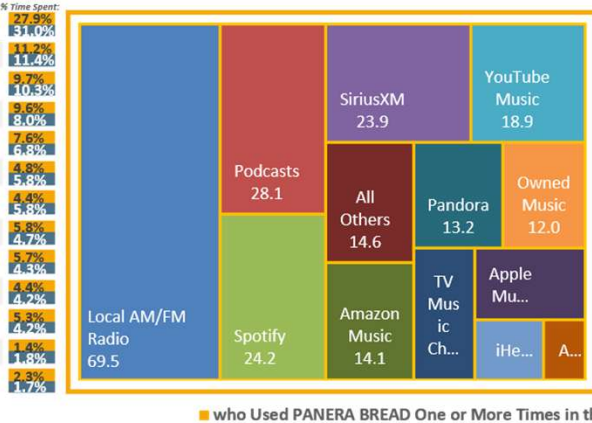


16,942,559 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

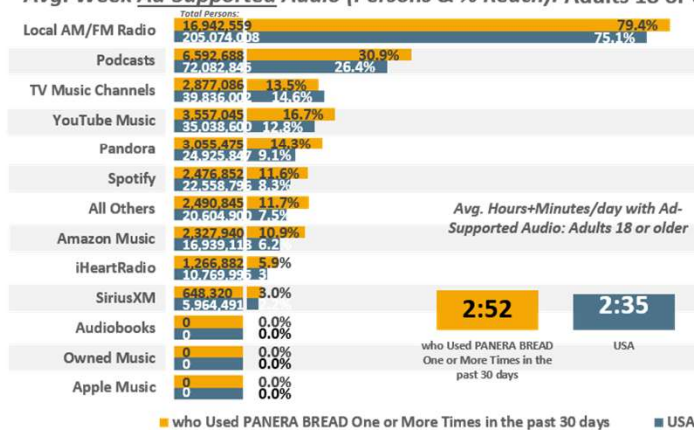
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



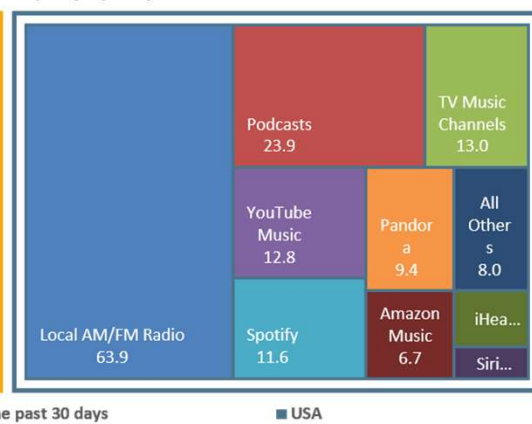
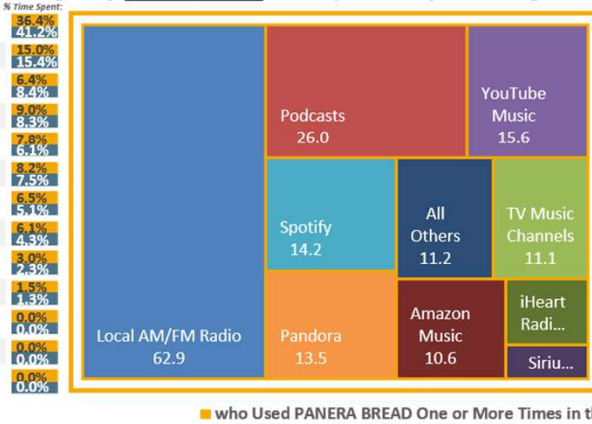
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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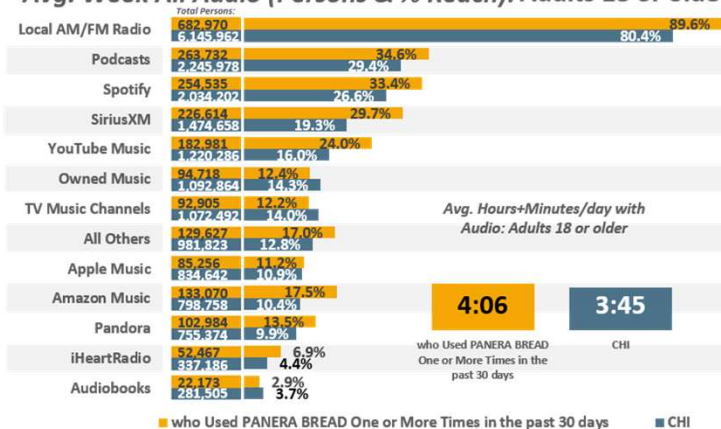
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Quick service restaurants used past 30 days: Panera Bread

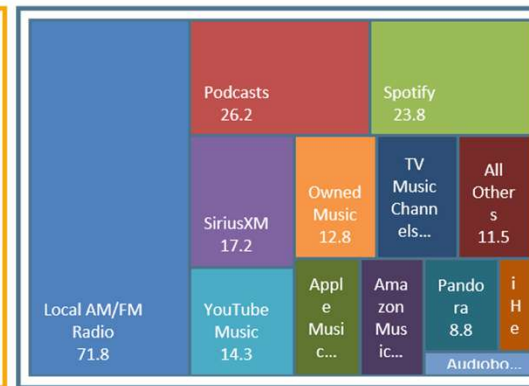
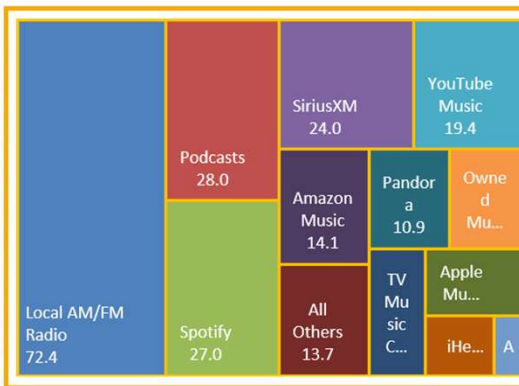


640,151 or 84.% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

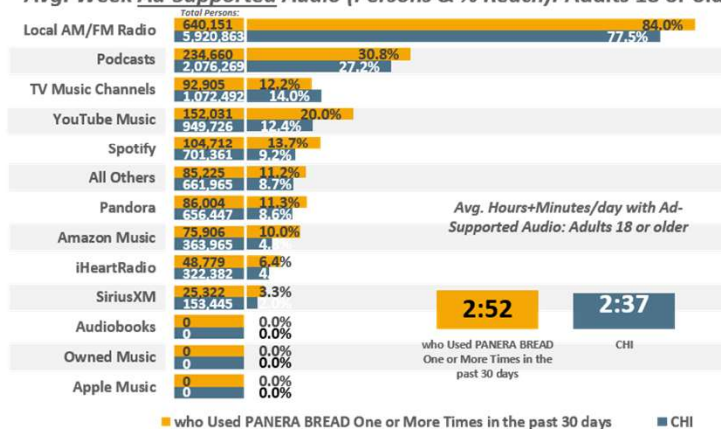
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



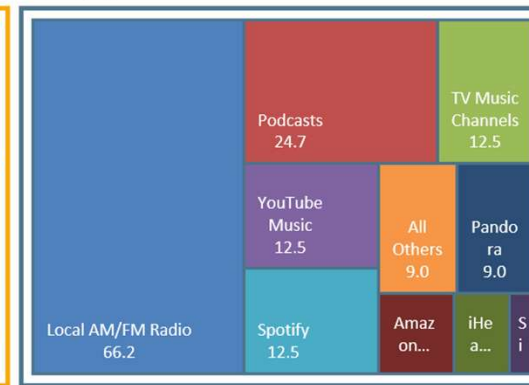
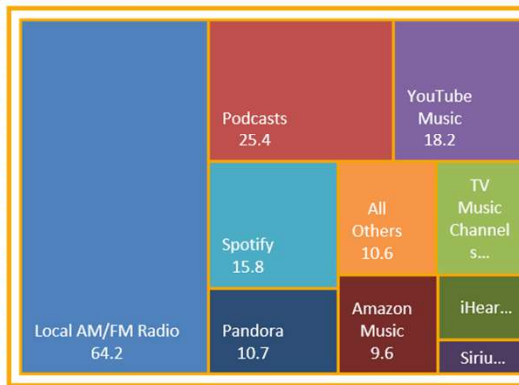
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

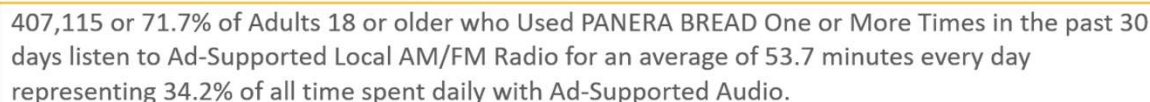


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

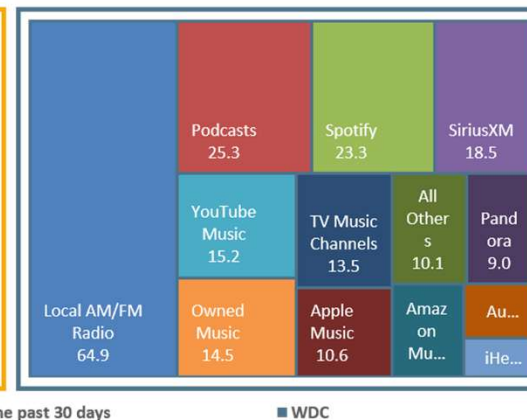
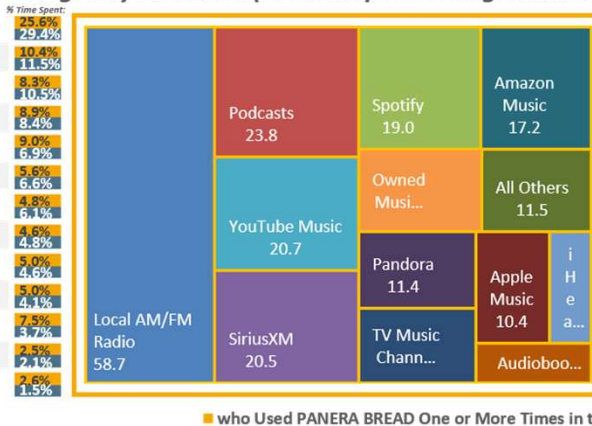


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

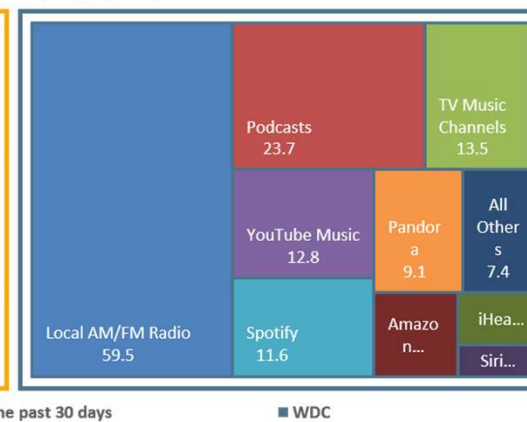
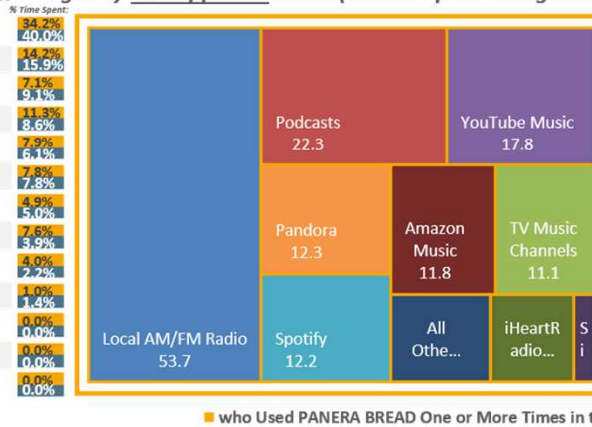




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



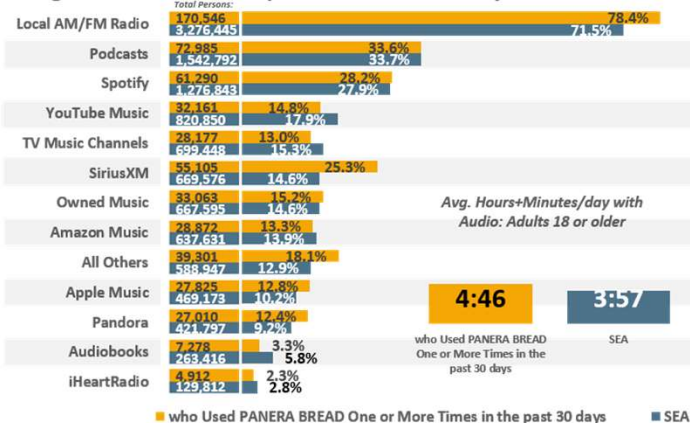
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Quick service restaurants used past 30 days: Panera Bread

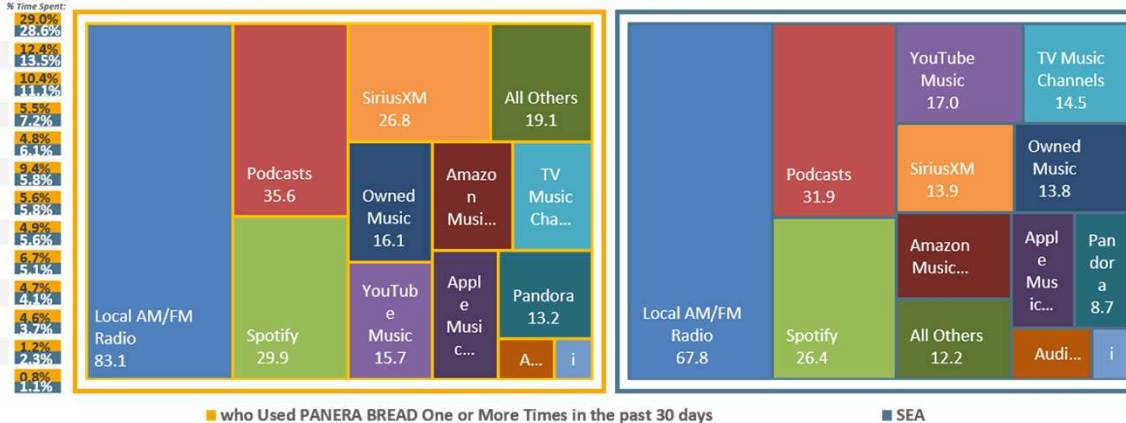


162,033 or 74.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

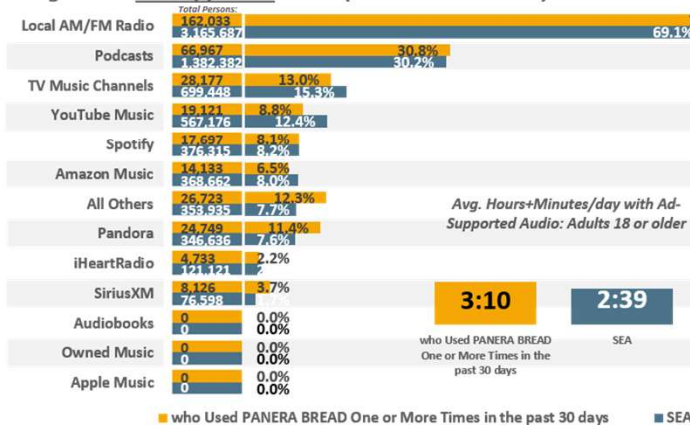
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



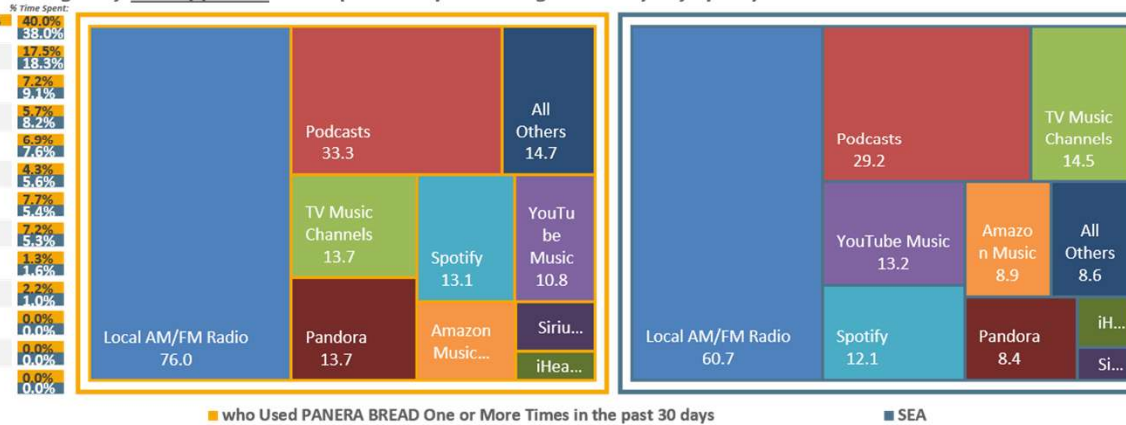
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203
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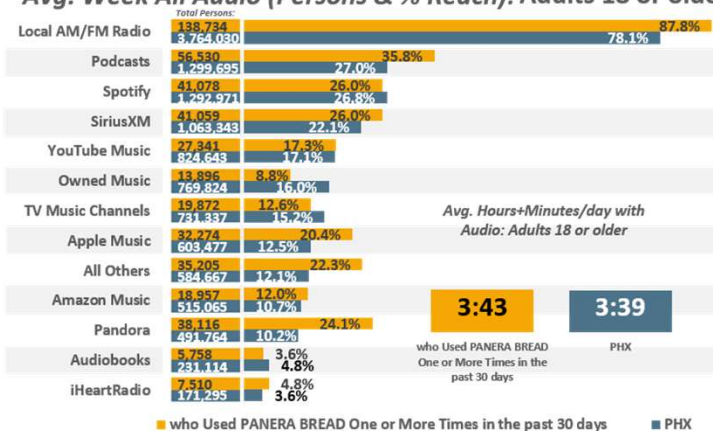
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

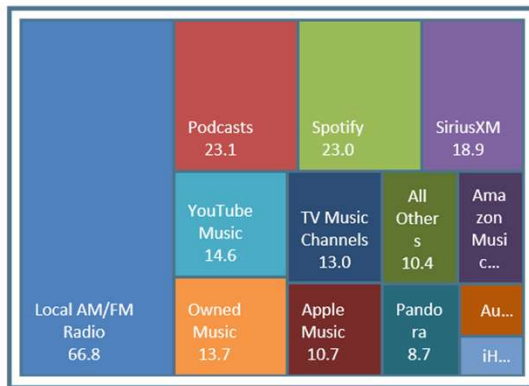
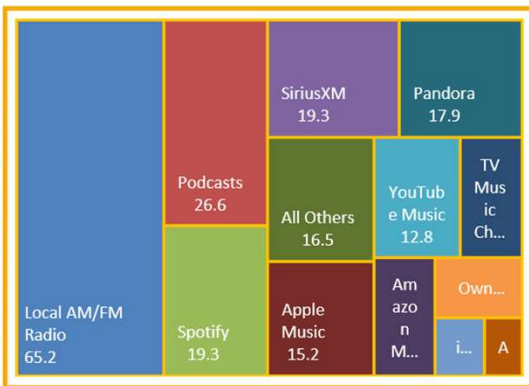


132,652 or 83.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

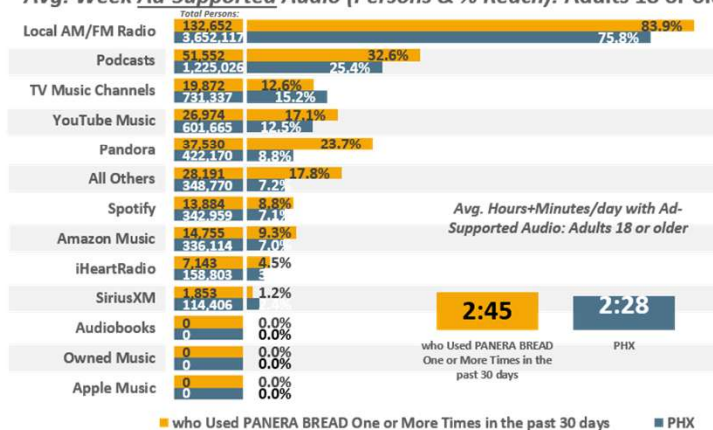
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



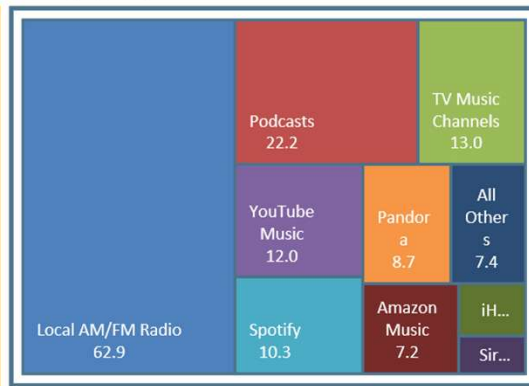
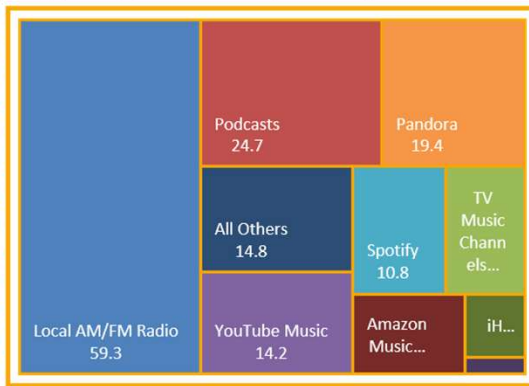
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

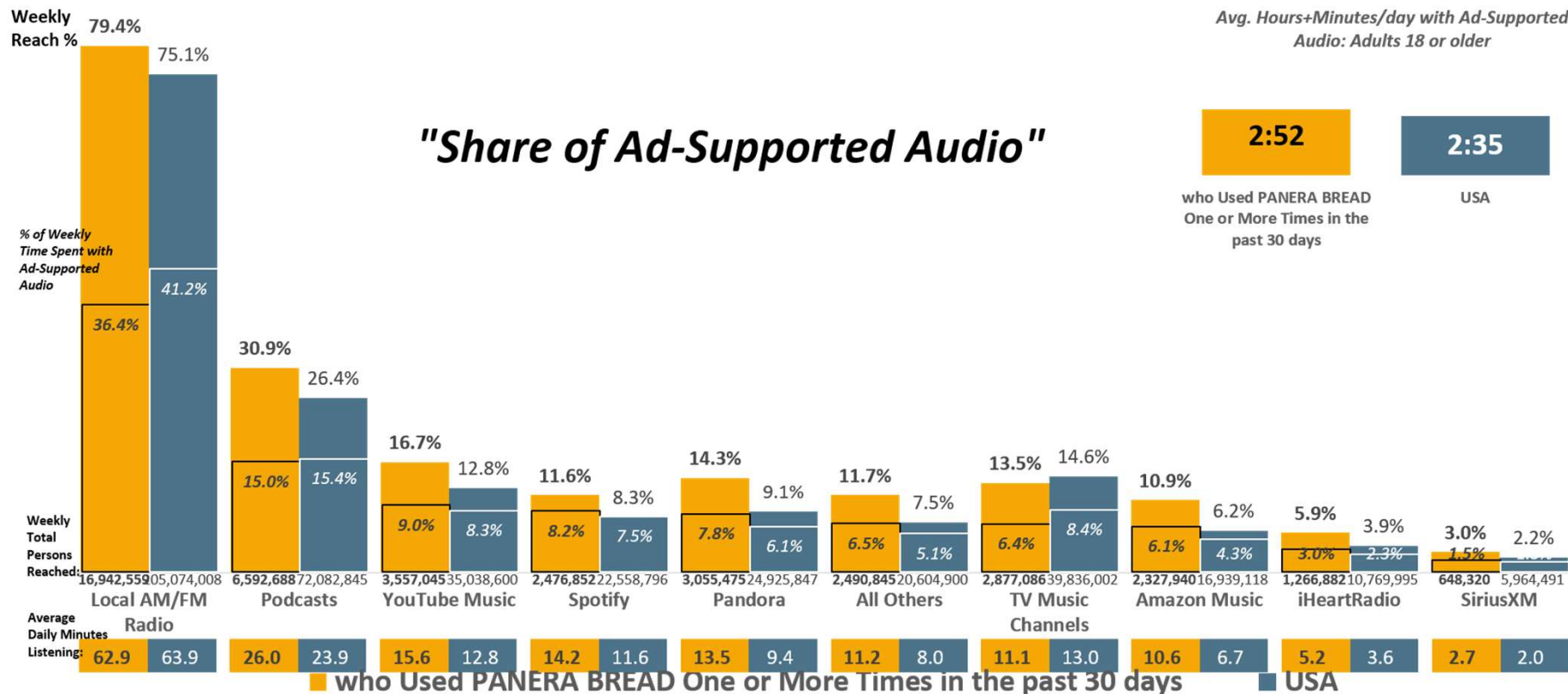


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



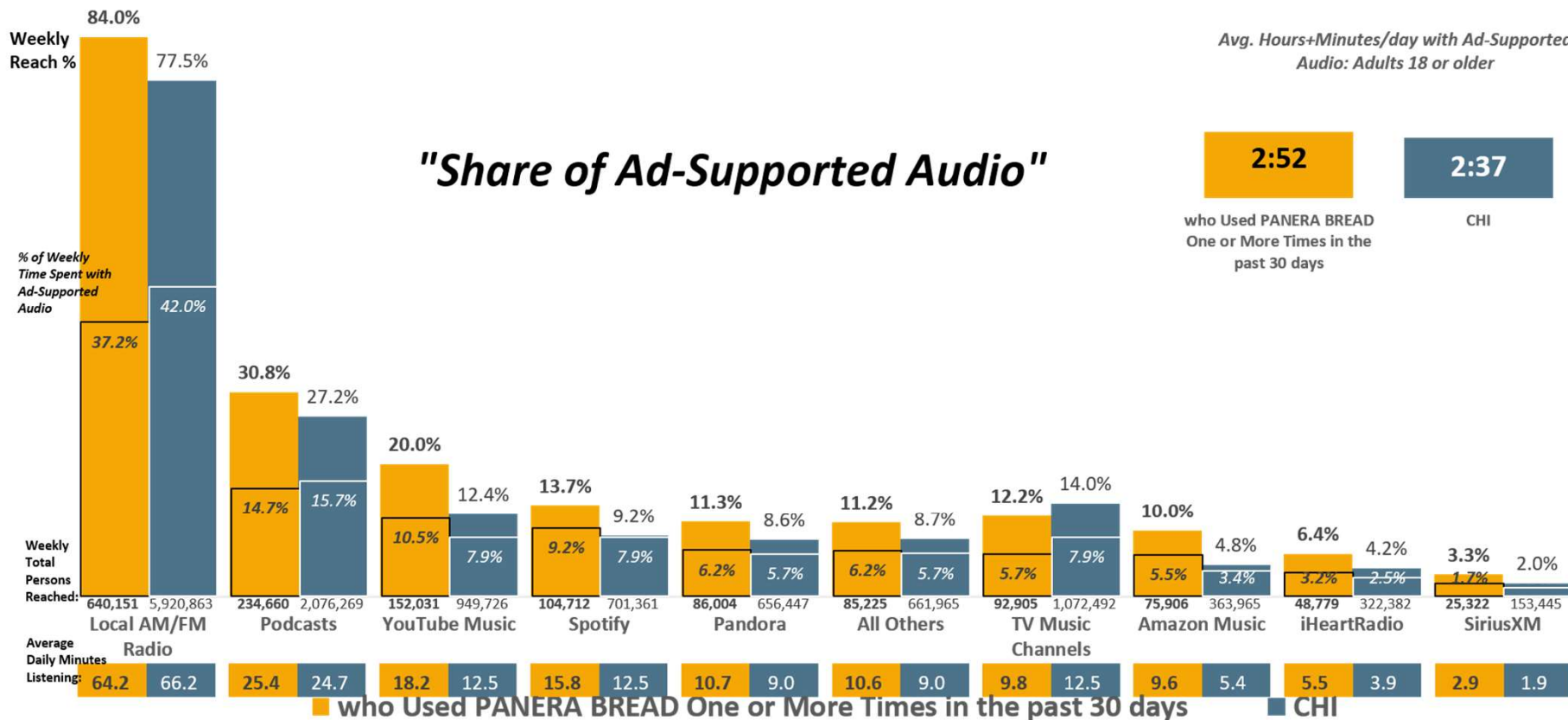


16,942,559 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.





640,151 or 84.0% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.





407,115 or 71.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

71.7% 70.7%

% of Weekly Time Spent with Ad-Supported Audio

34.2% 40.0%

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

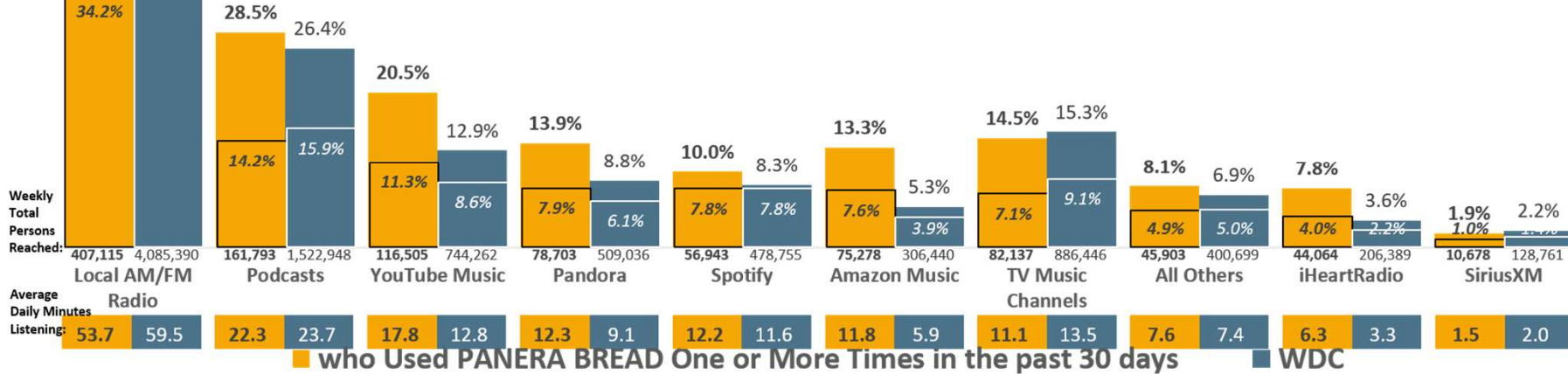
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:36

2:28

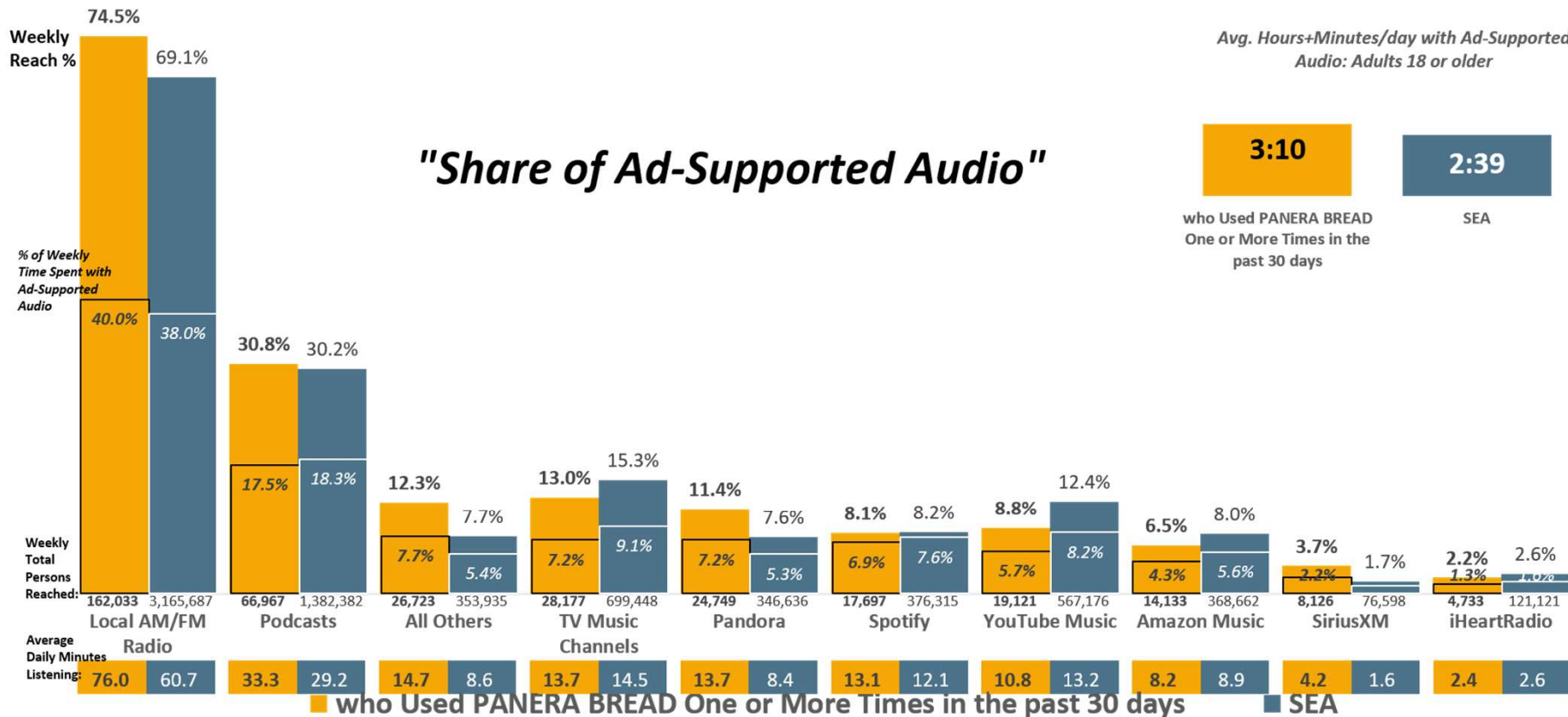
who Used PANERA BREAD One or More Times in the past 30 days

WDC



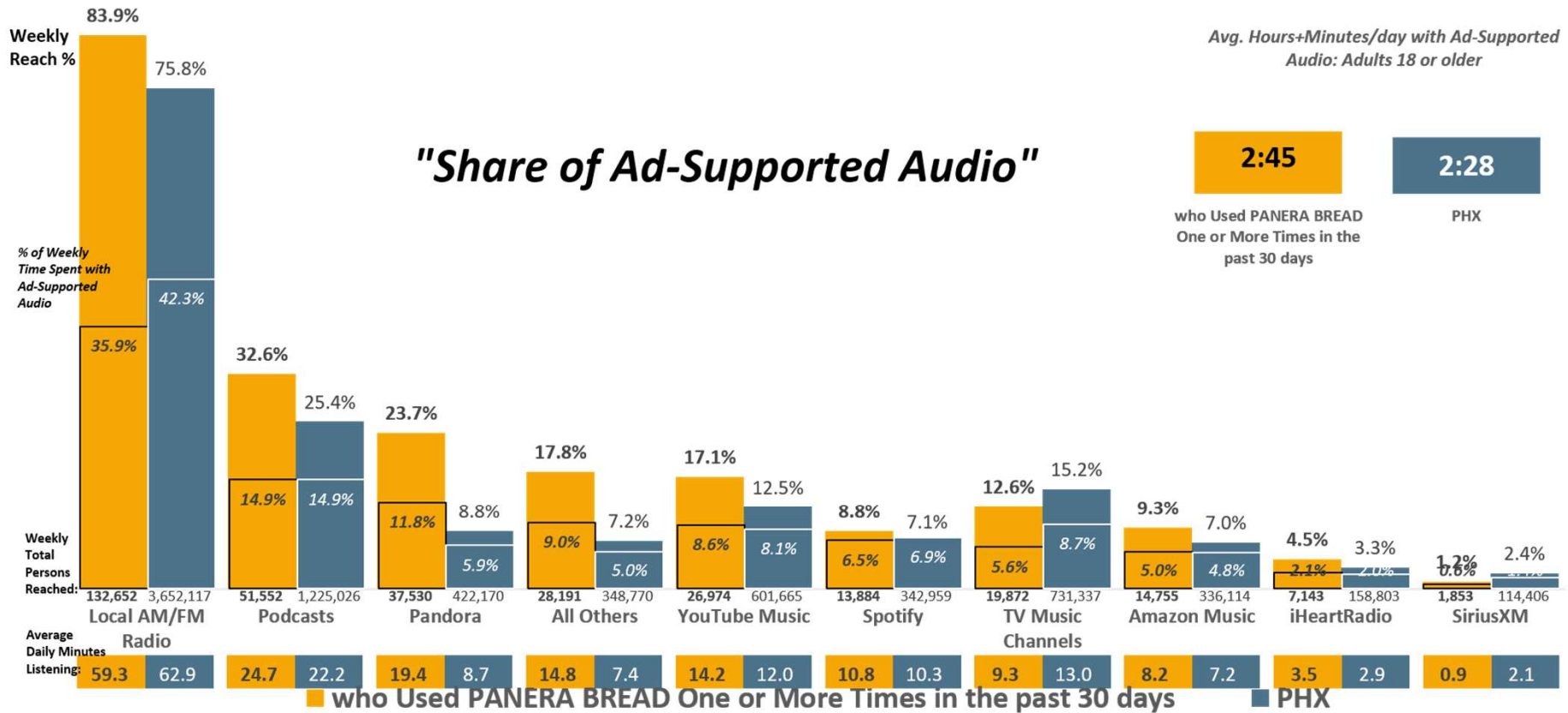


162,033 or 74.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.





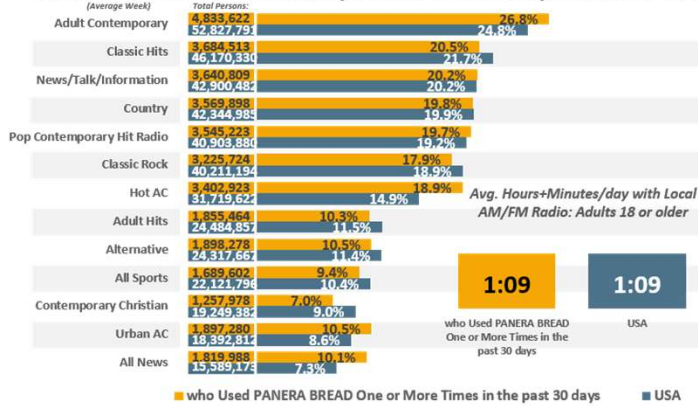
132,652 or 83.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



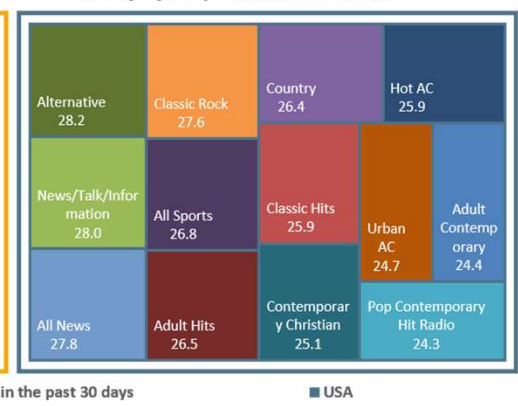
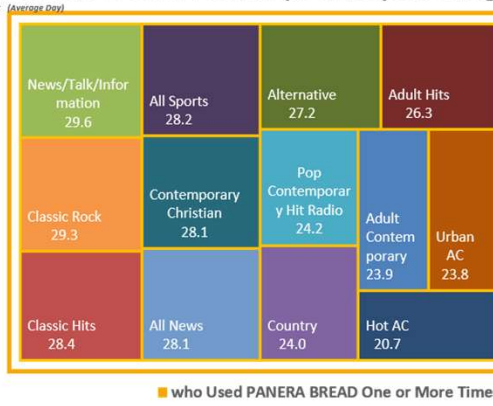


16,942,559 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Hot AC.

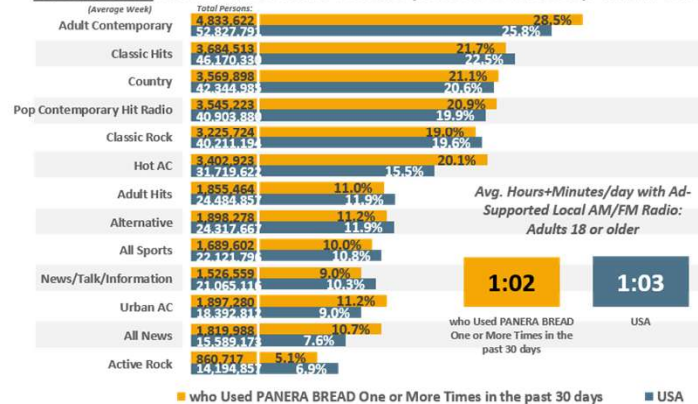
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



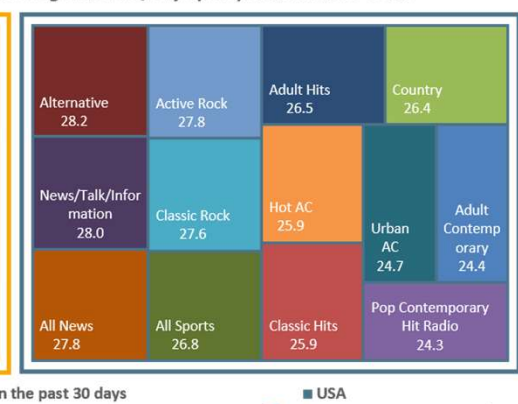
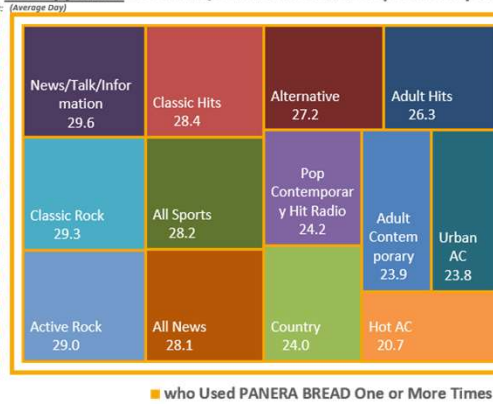
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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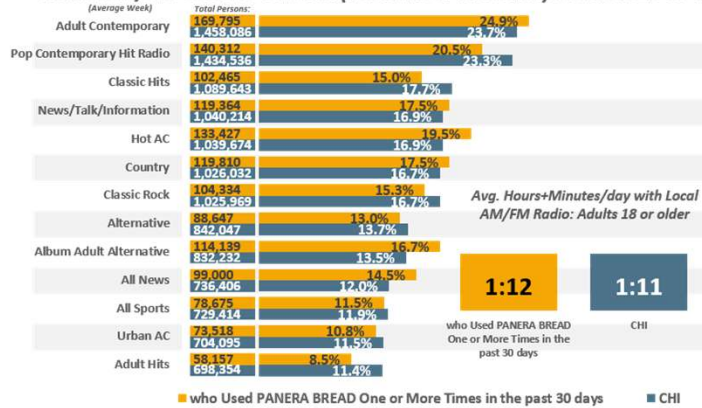
soeja.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

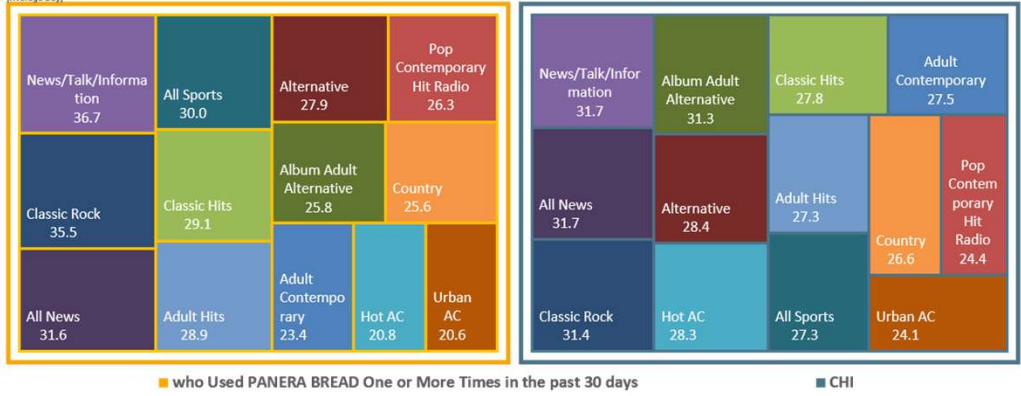


640,151 or 84.% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Contemporary Hit Radio, Hot AC, Country, and Album Adult Alternative.

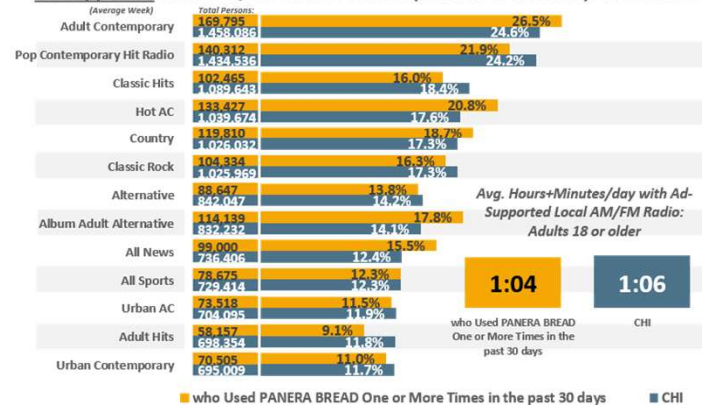
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



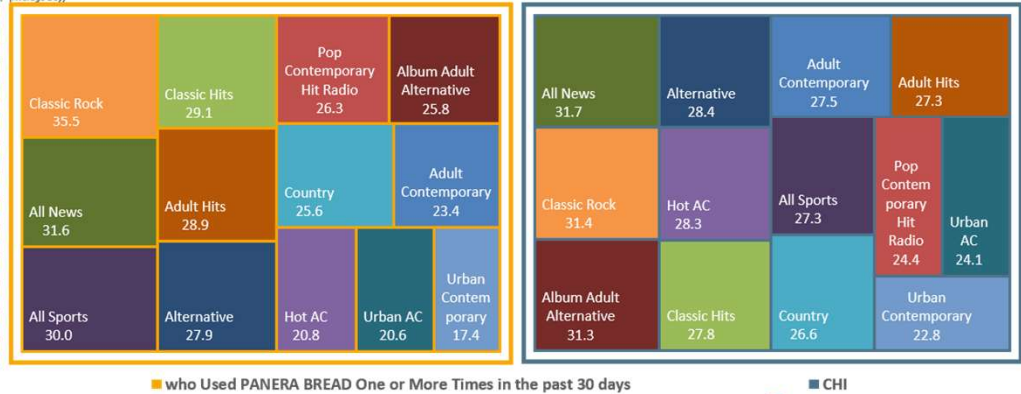
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



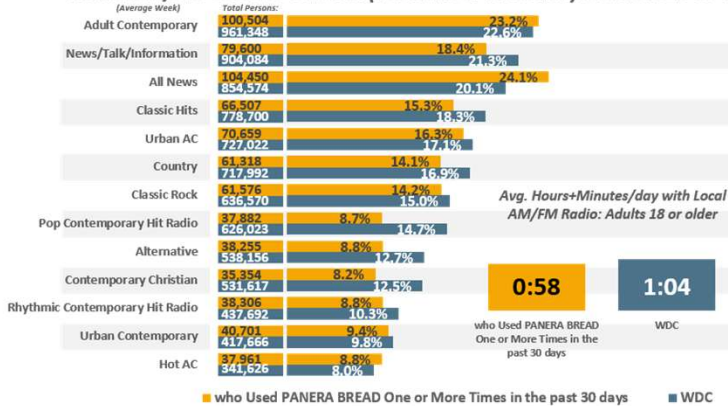
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



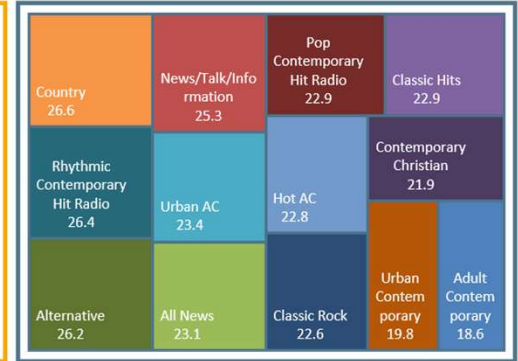
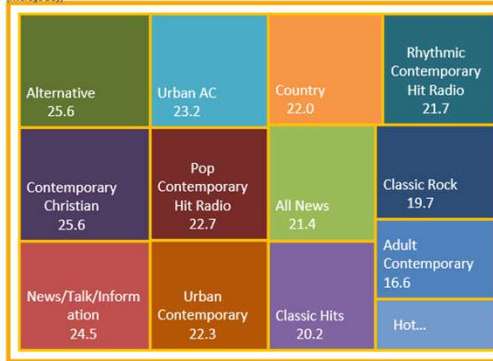


407,115 or 71.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Classic Hits, and Classic Rock.

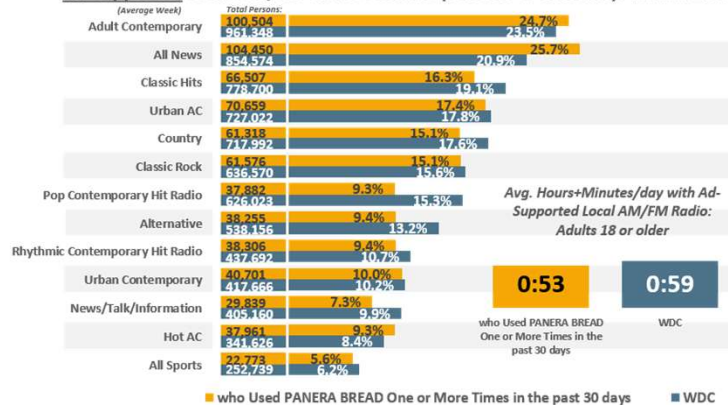
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



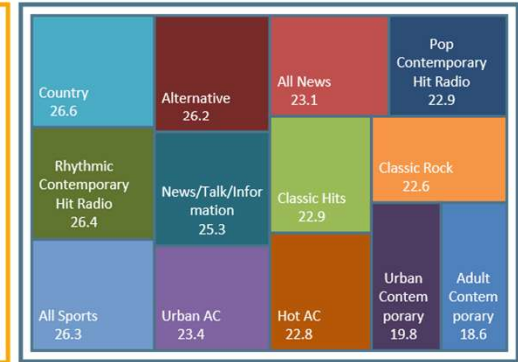
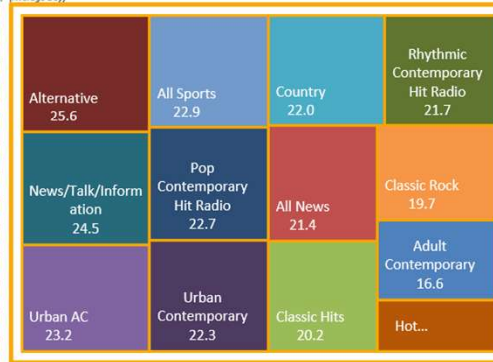
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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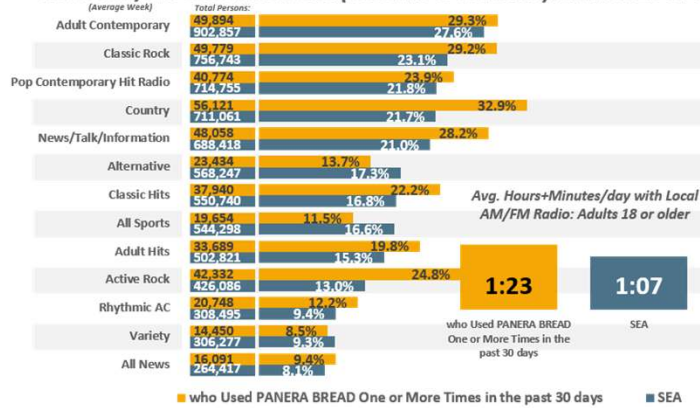
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

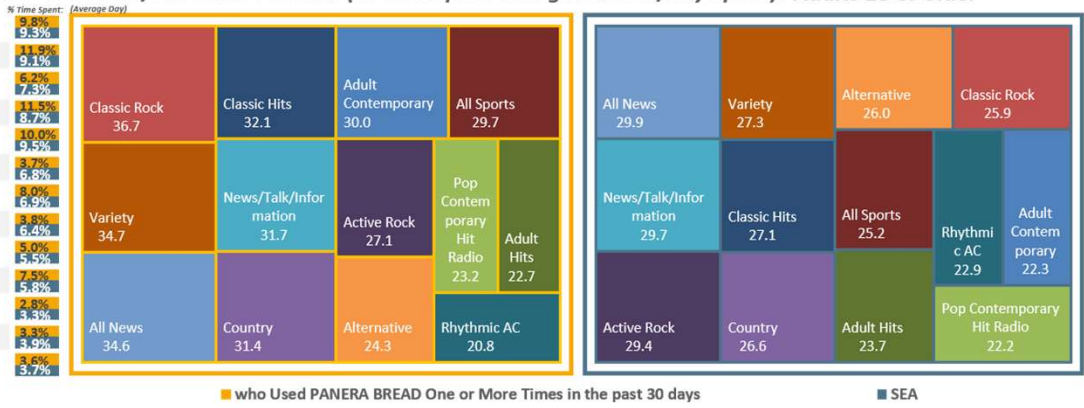


162,033 or 74.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Active Rock, and Pop Contemporary Hit Radio.

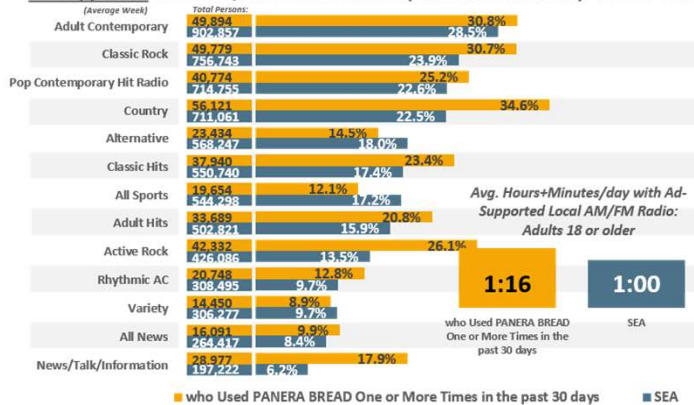
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



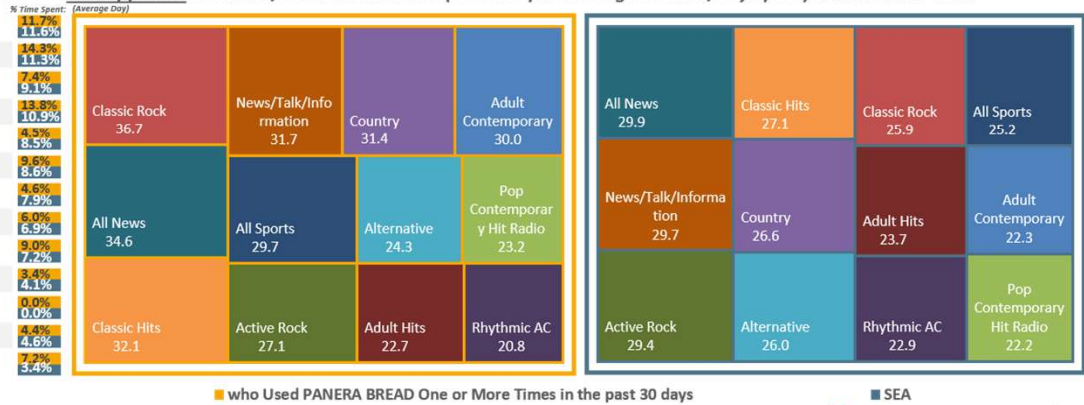
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



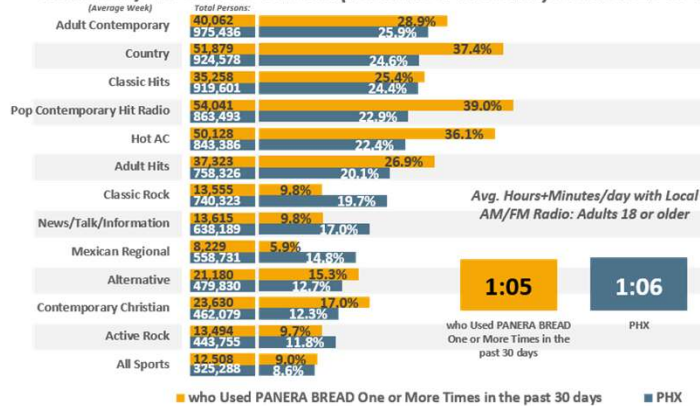
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



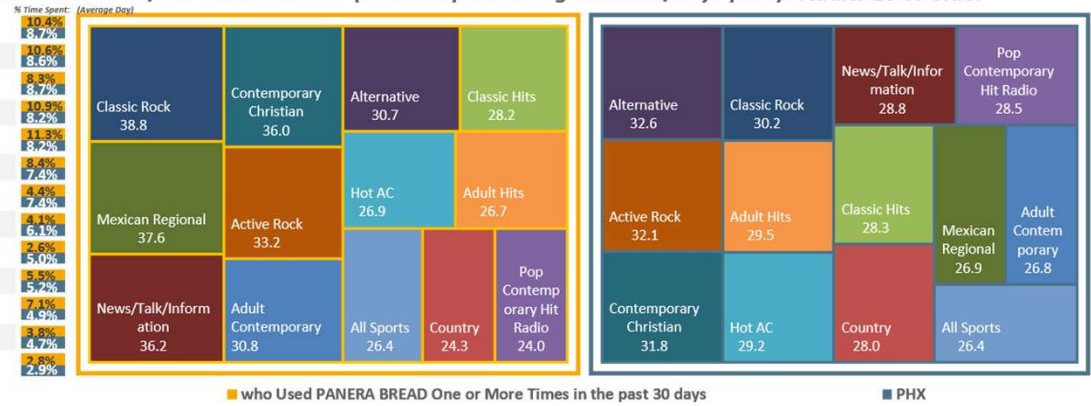


132,652 or 83.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Hot AC, Adult Contemporary, and Adult Hits.

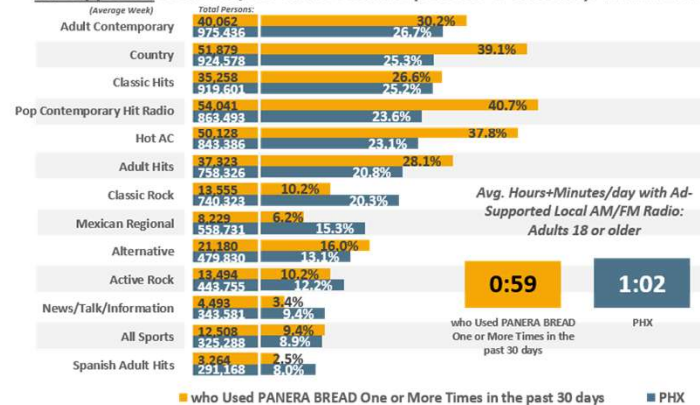
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



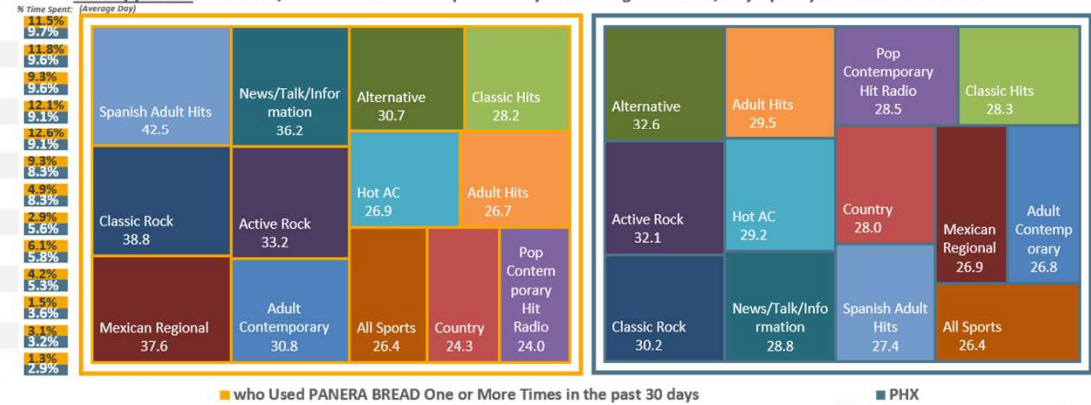
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

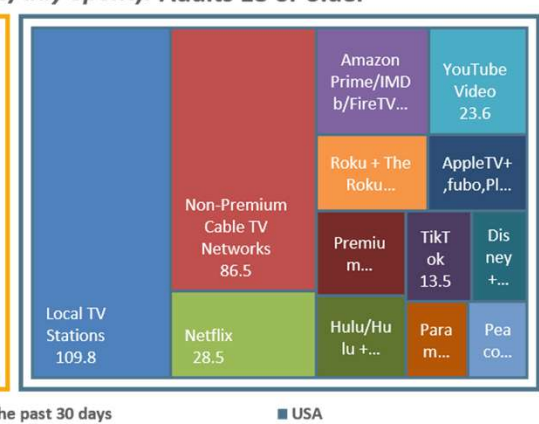
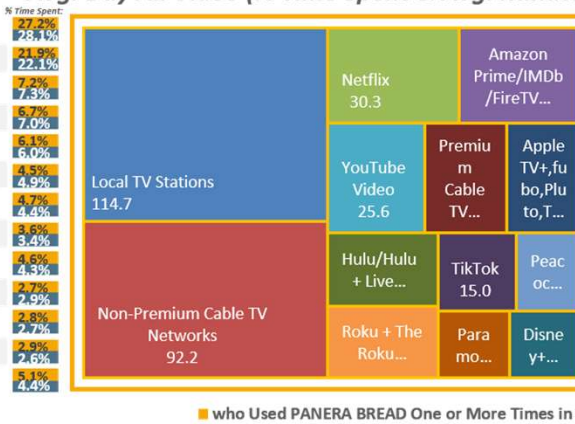
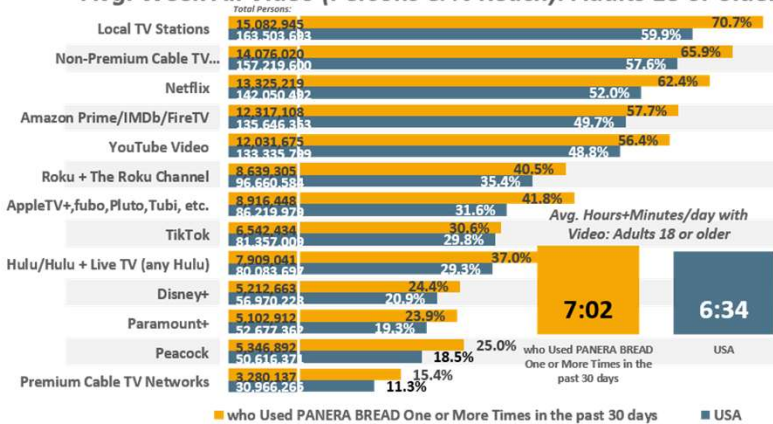




14,771,485 or 69.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

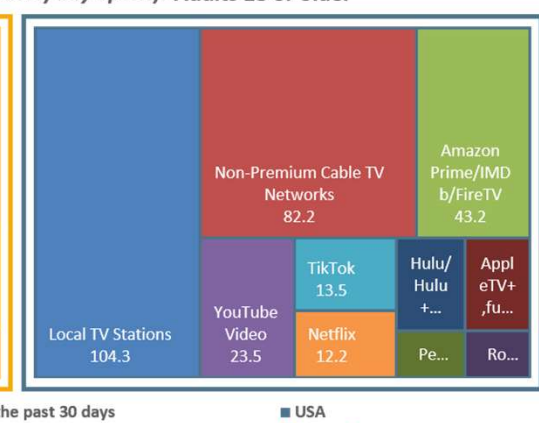
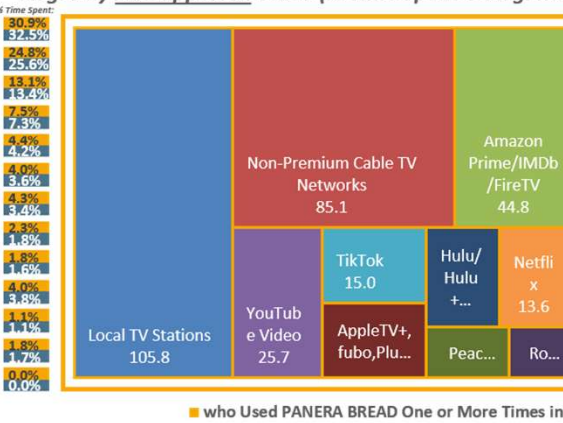
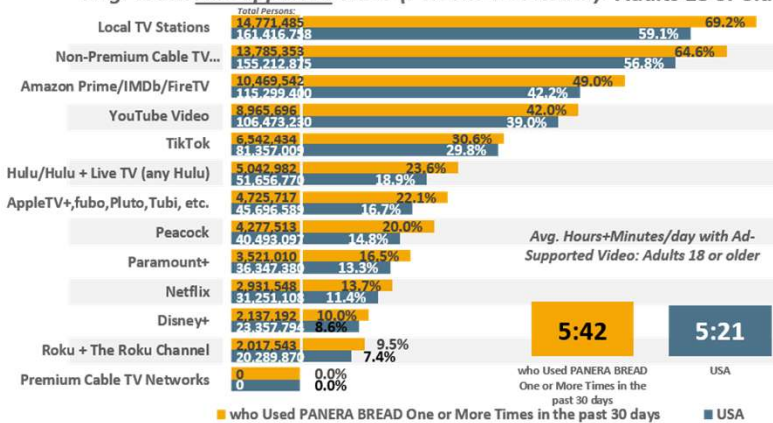
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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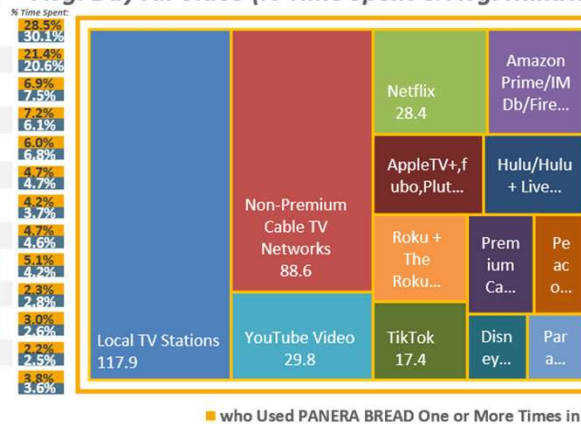
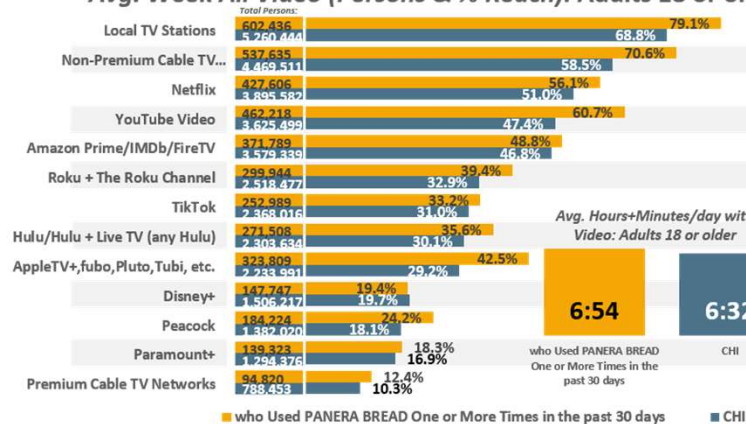
Quick service restaurants used past 30 days: Panera Bread



585,521 or 76.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

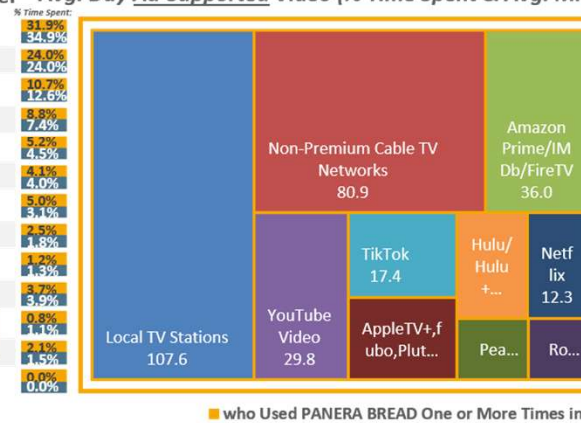
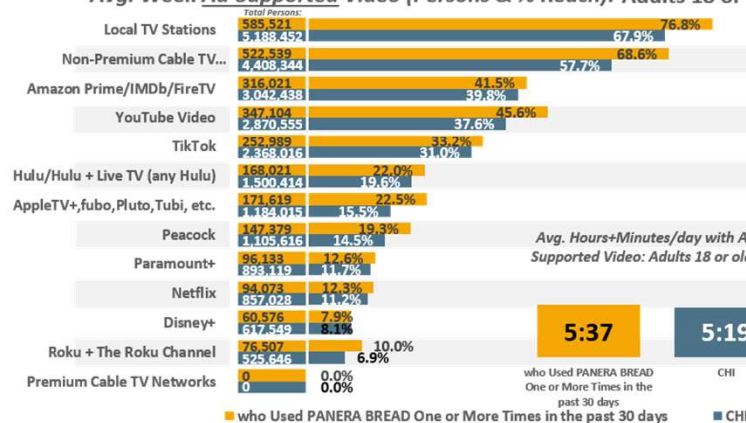
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 479
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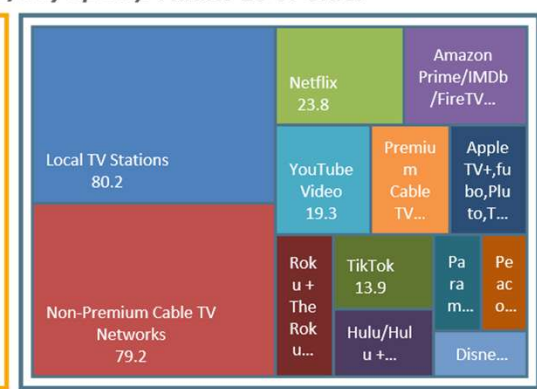
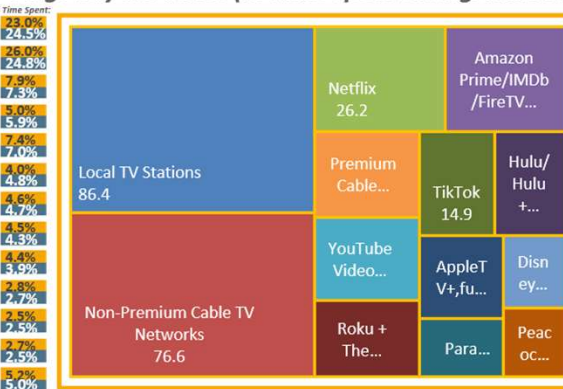
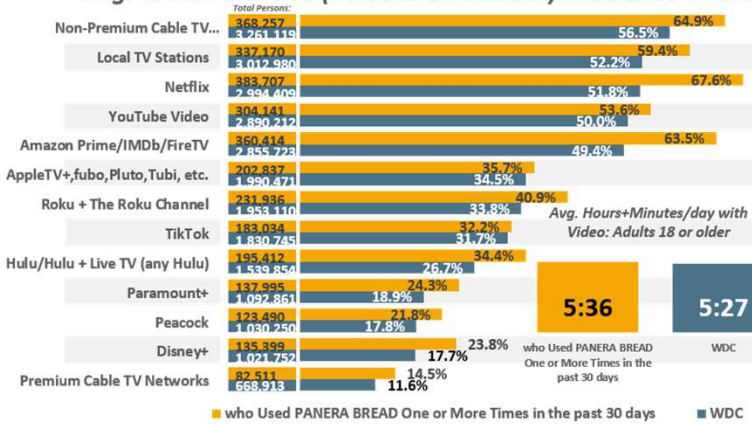
Quick service restaurants used past 30 days: Panera Bread



330,309 or 58.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

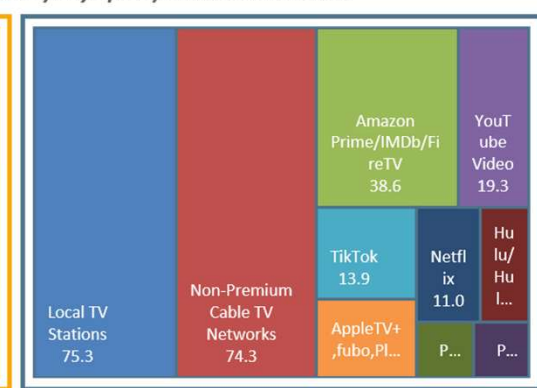
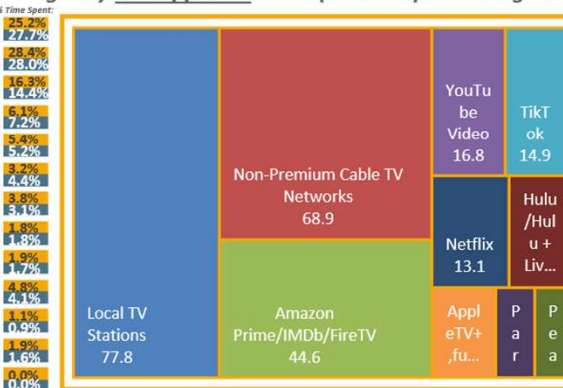
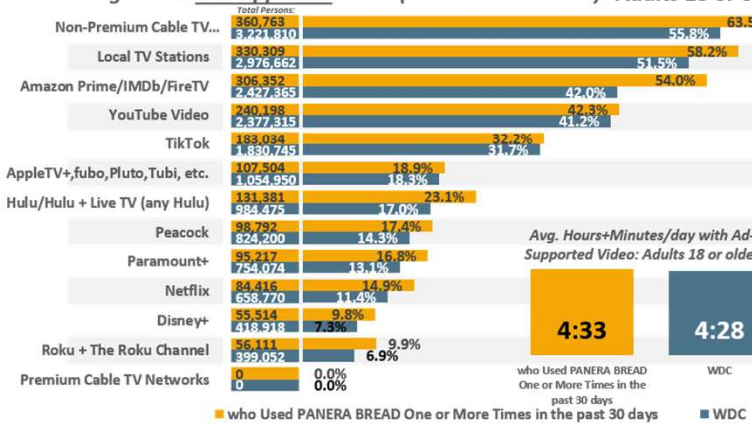
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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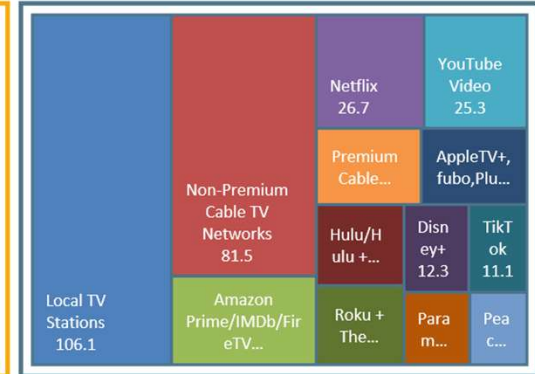
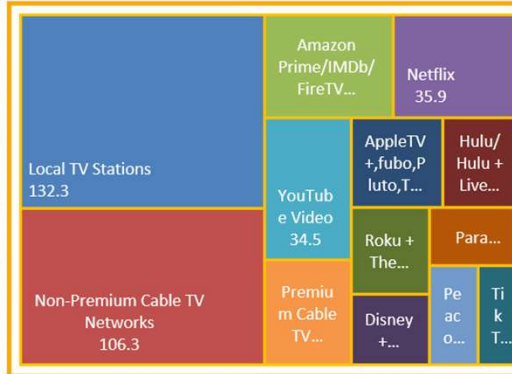
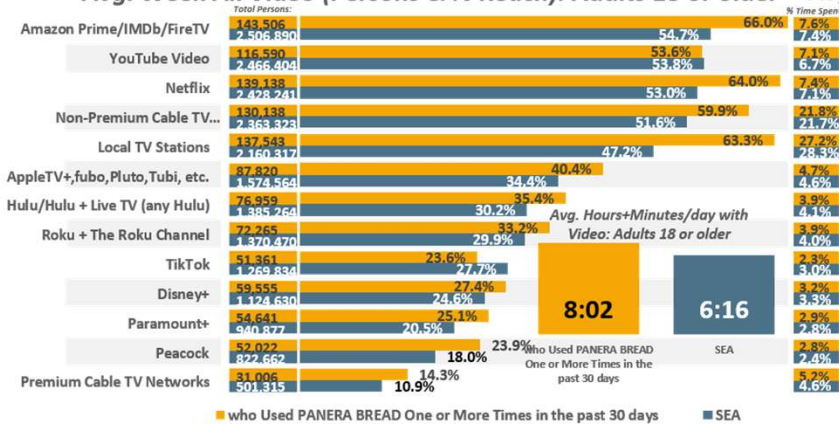
Quick service restaurants used past 30 days: Panera Bread



135,685 or 62.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 124.9 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

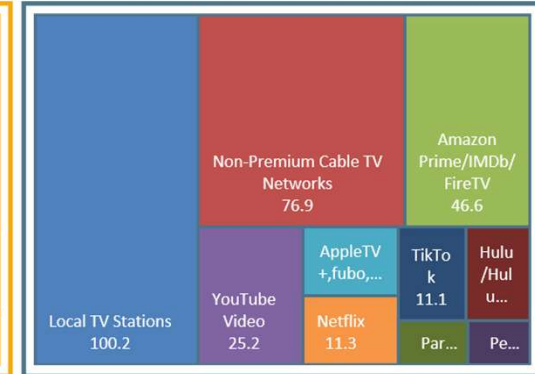
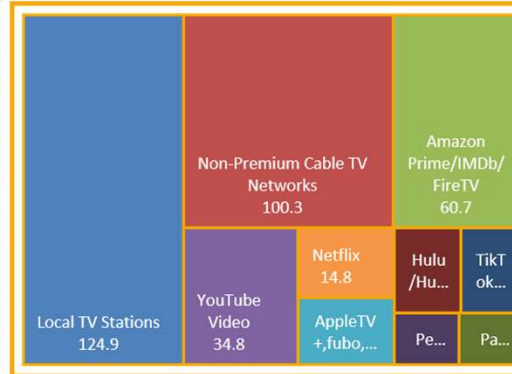
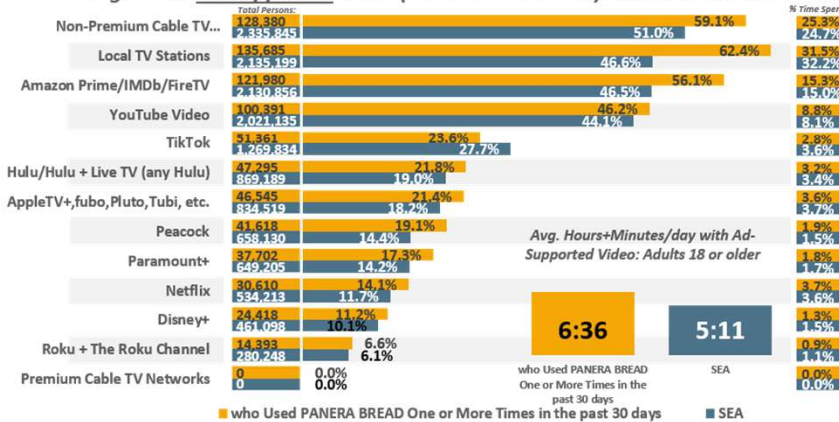
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203
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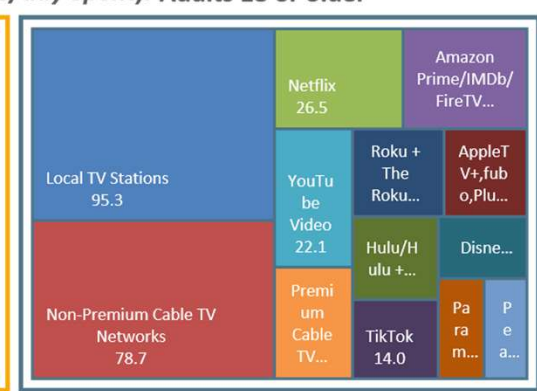
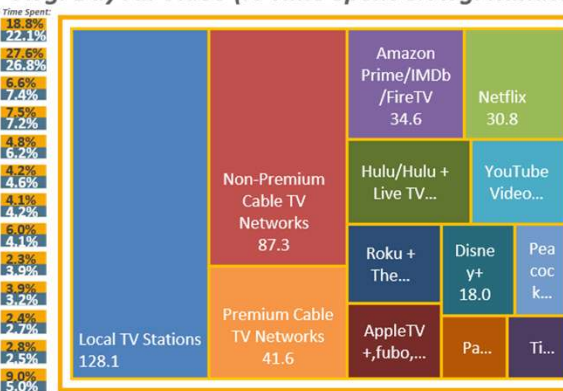
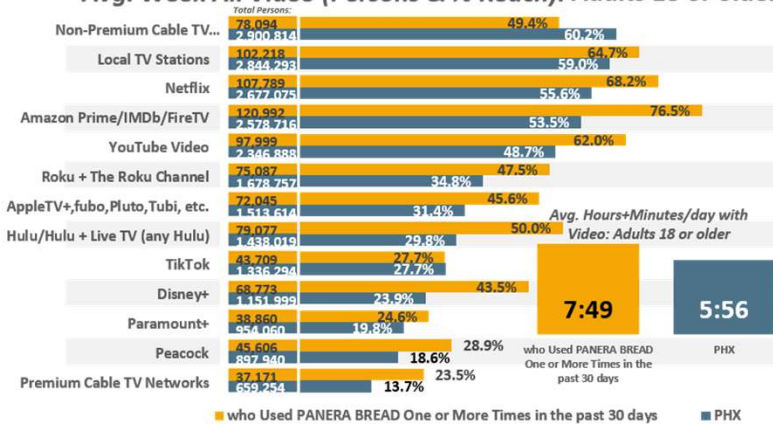
Quick service restaurants used past 30 days: Panera Bread



101,286 or 64.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

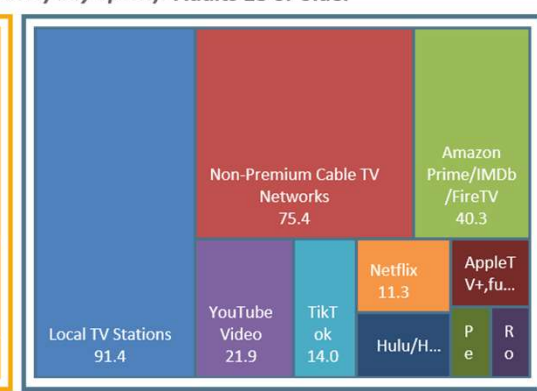
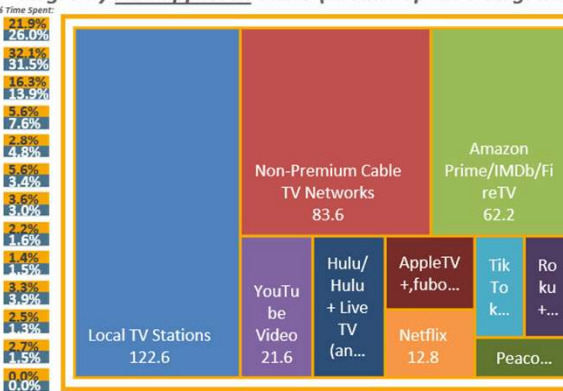
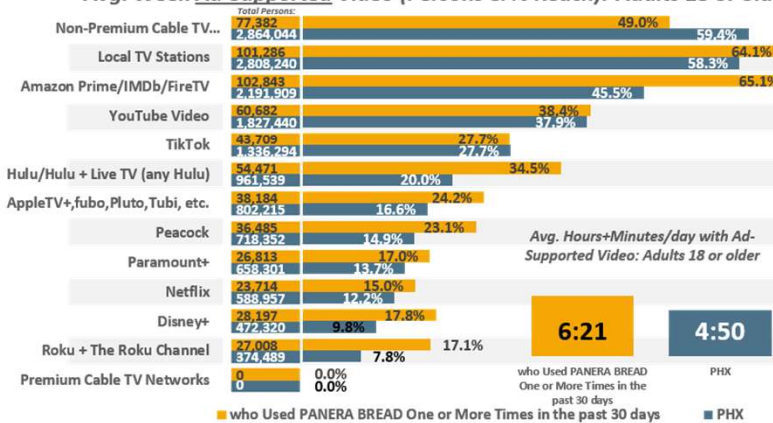
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

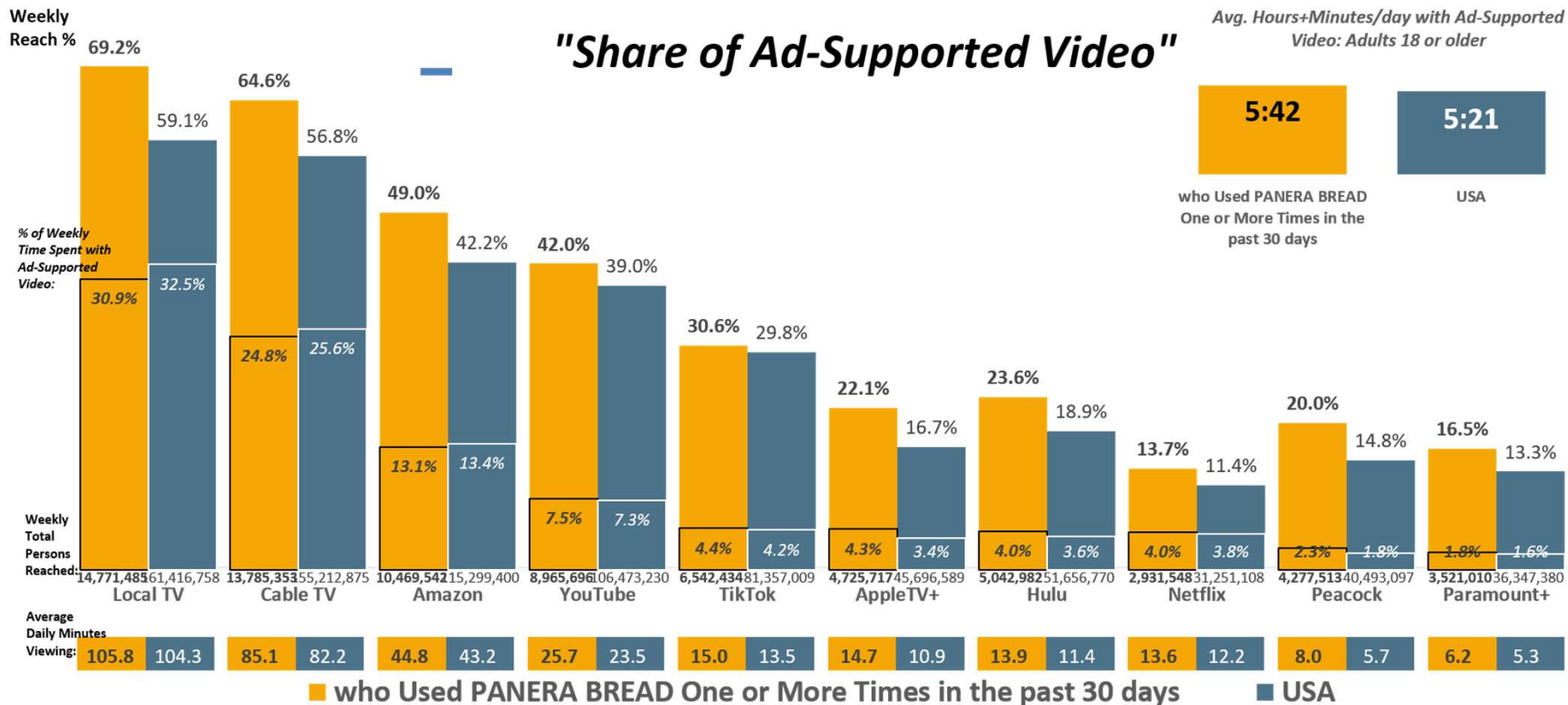
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





14,771,485 or 69.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

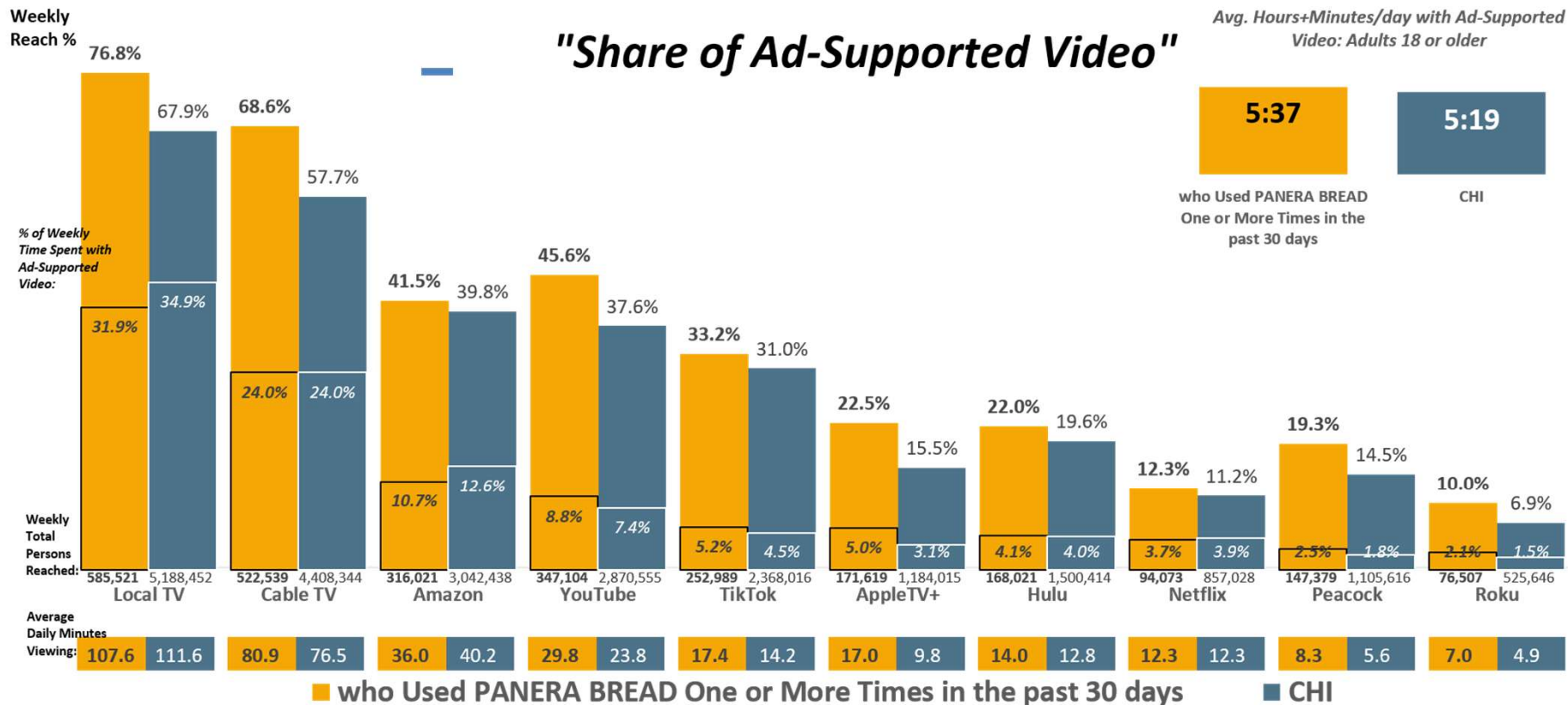
"Share of Ad-Supported Video"





585,521 or 76.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

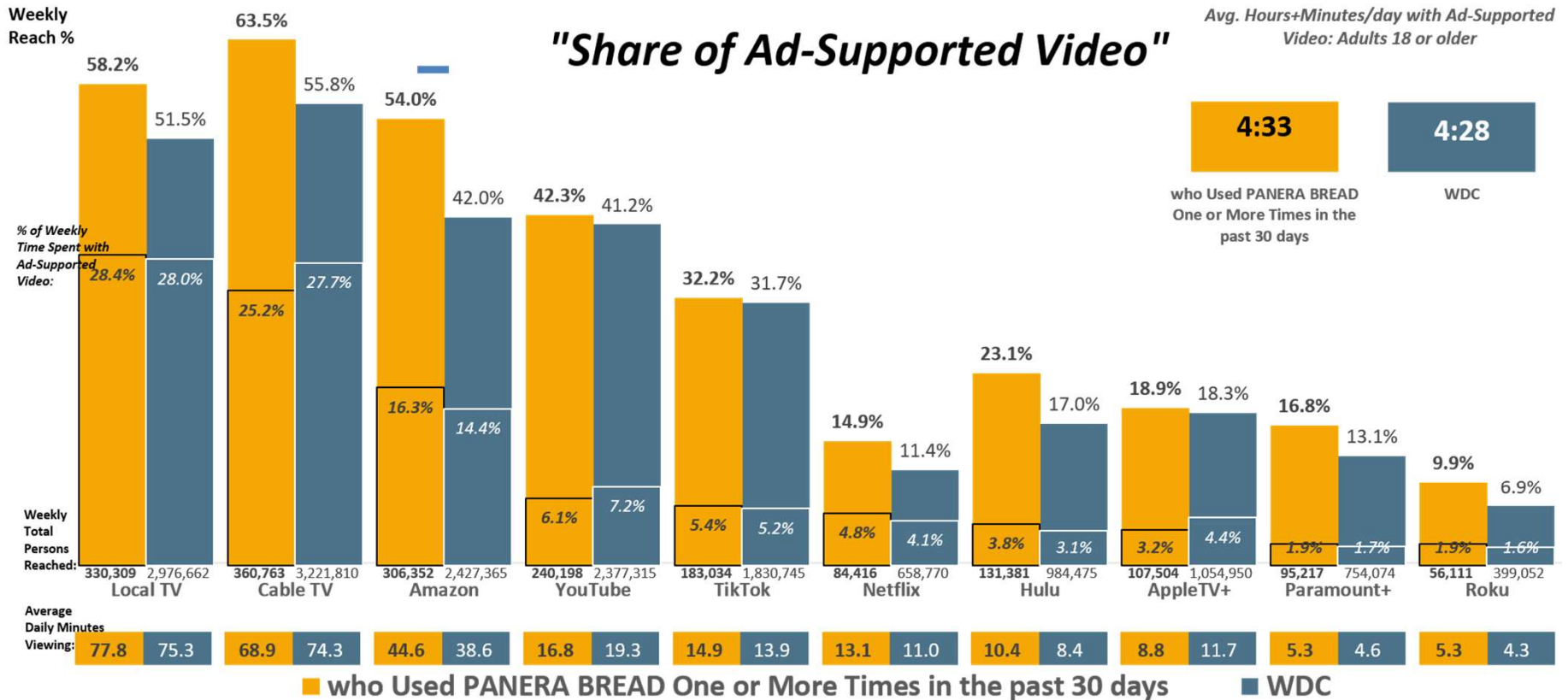
"Share of Ad-Supported Video"





330,309 or 58.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

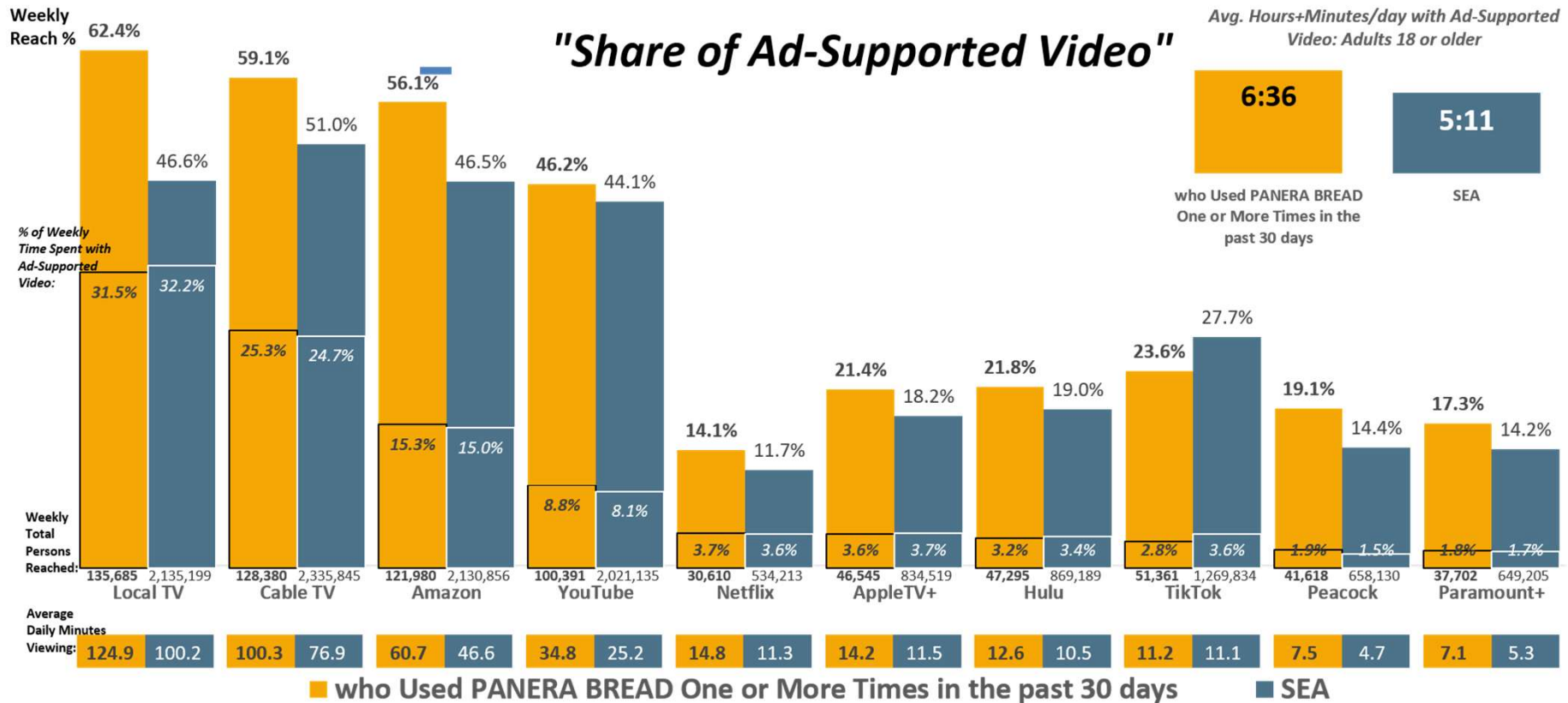
"Share of Ad-Supported Video"





135,685 or 62.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 124.9 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

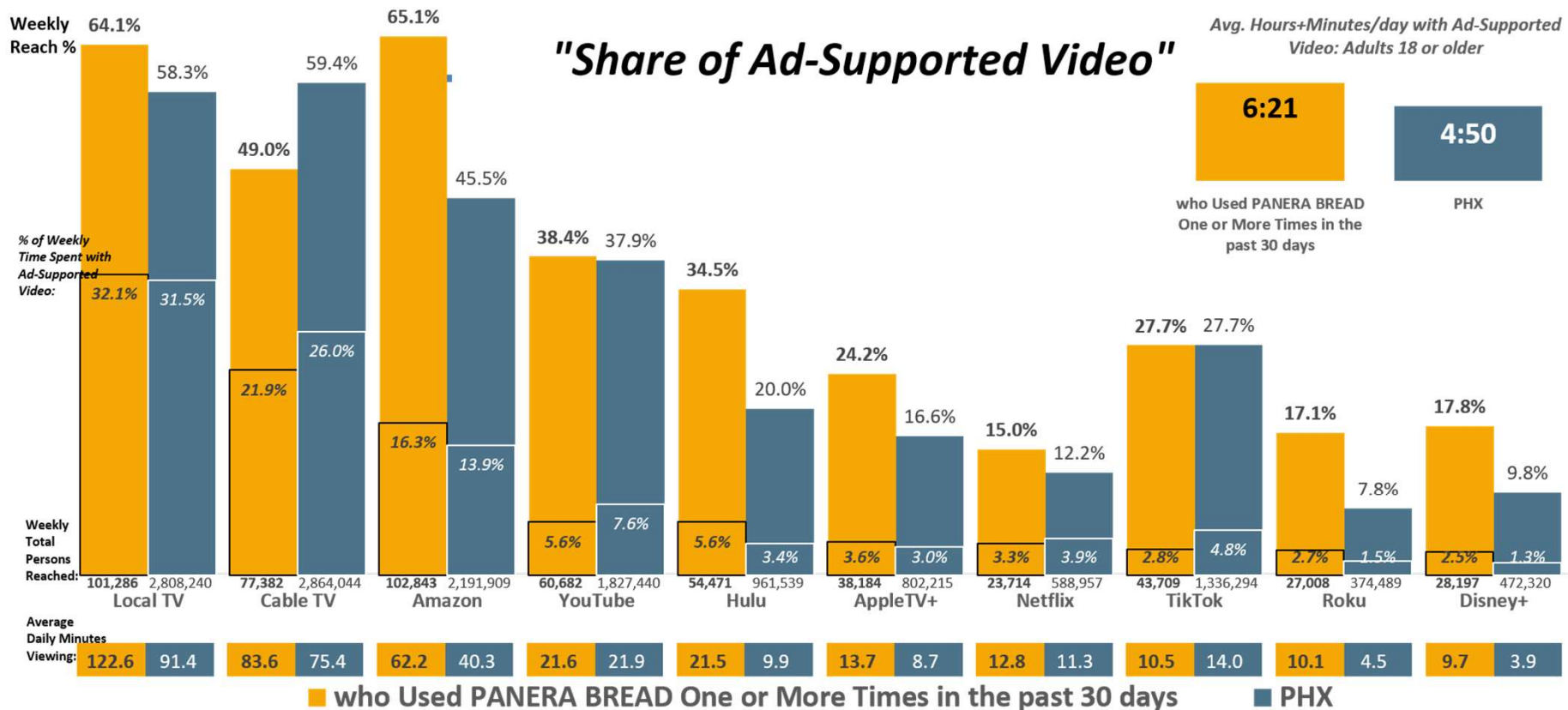
"Share of Ad-Supported Video"





101,286 or 64.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

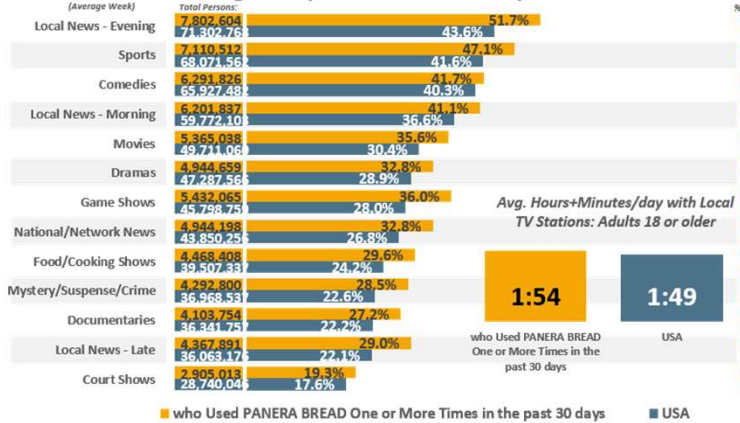
"Share of Ad-Supported Video"



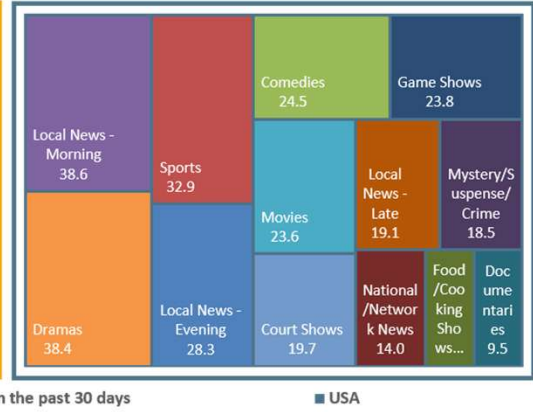
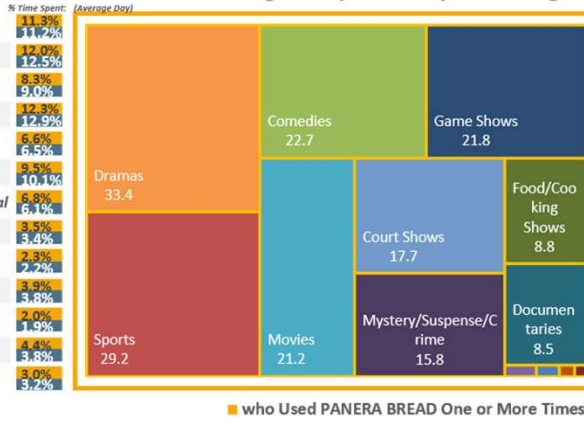


14,771,485 or 69.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

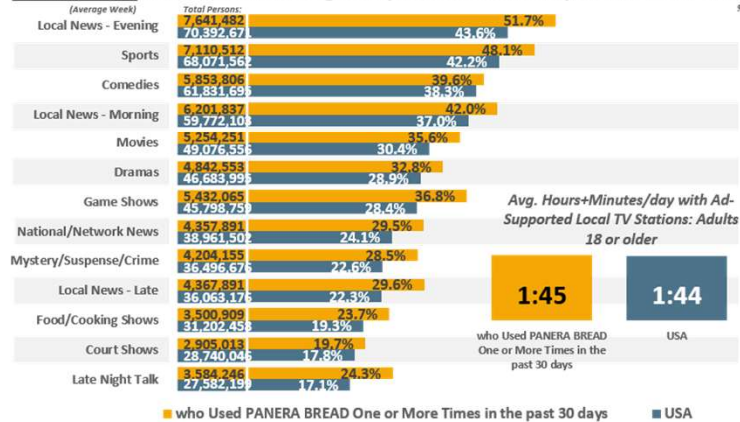
Local TV Station Programs (Persons & % Reach): Adults 18 or older



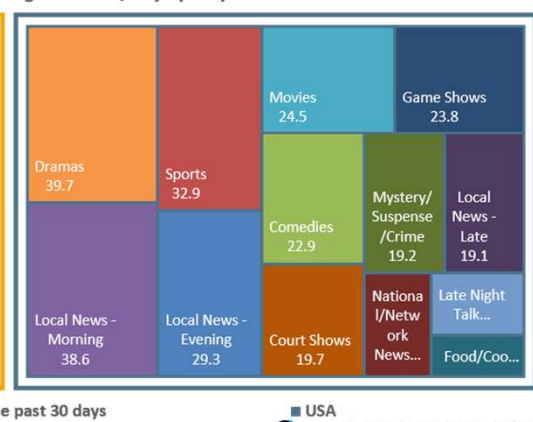
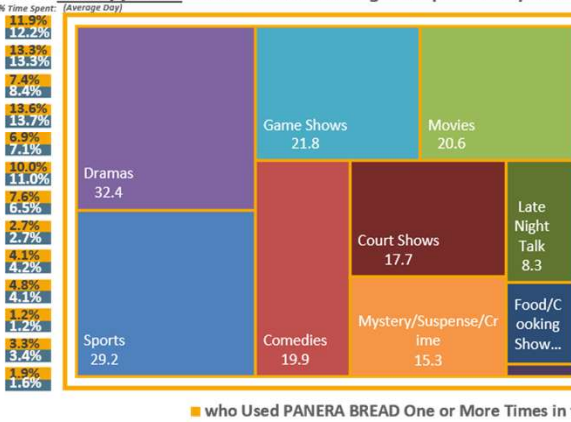
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



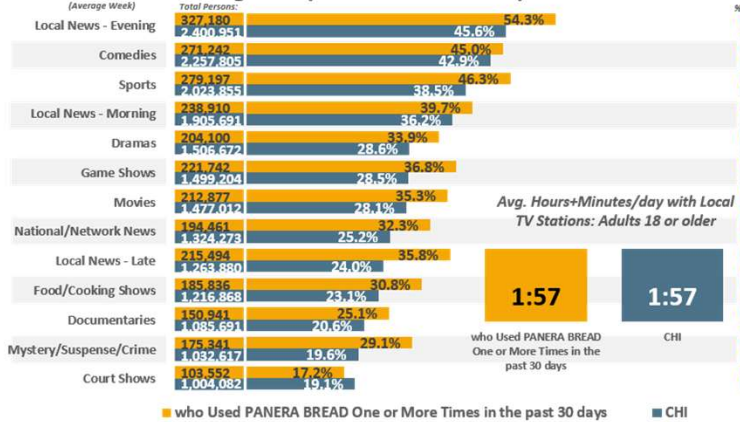
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



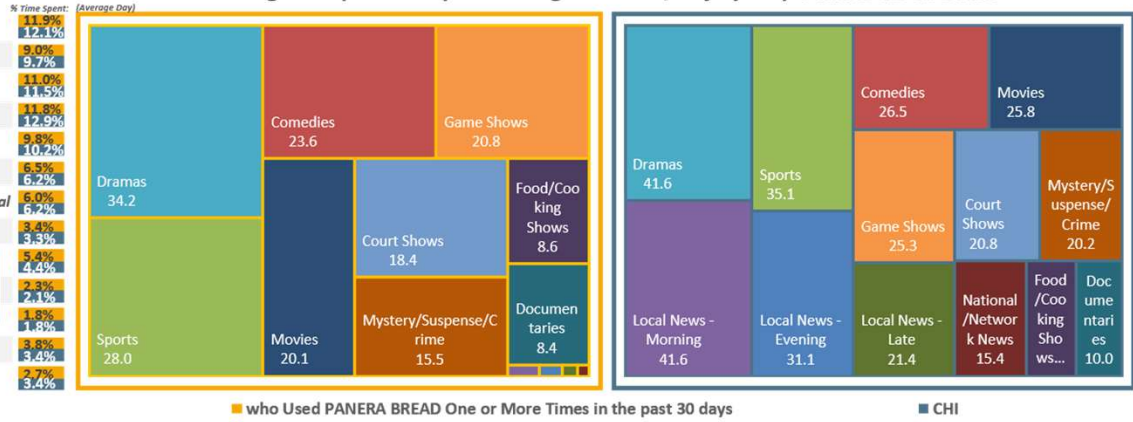


585,521 or 76.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Local News - Late

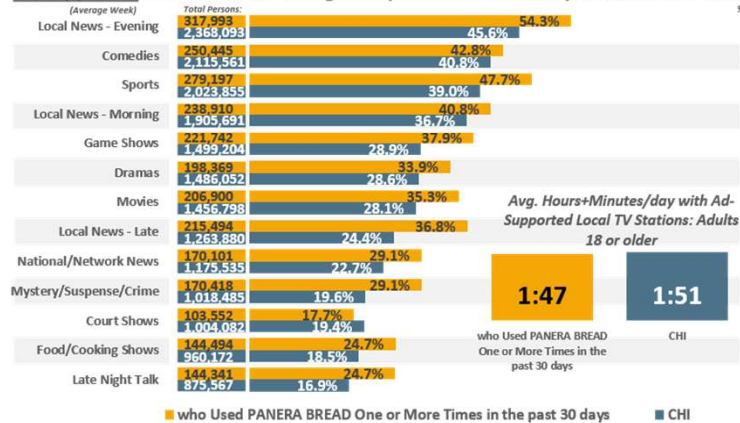
Local TV Station Programs (Persons & % Reach): Adults 18 or older



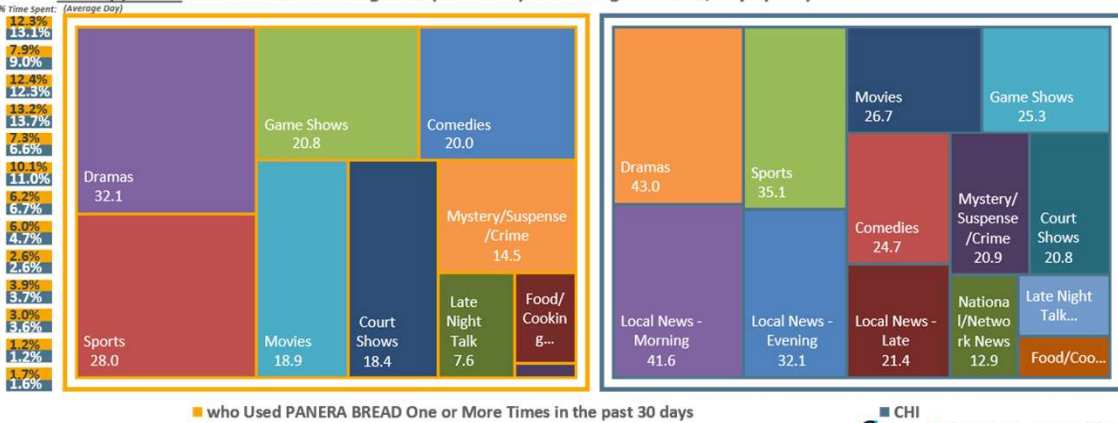
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



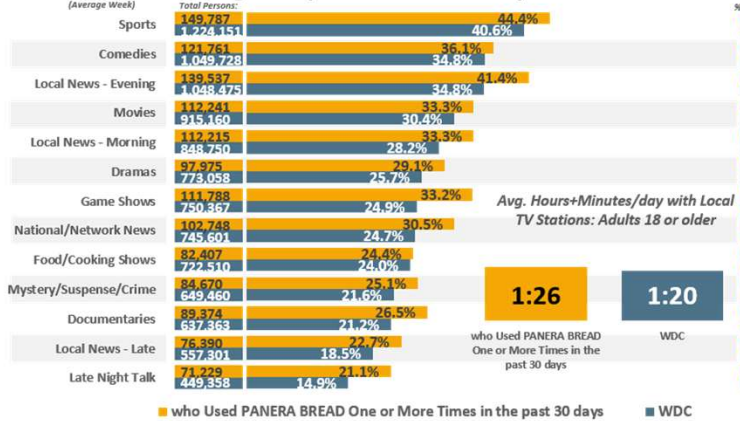
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



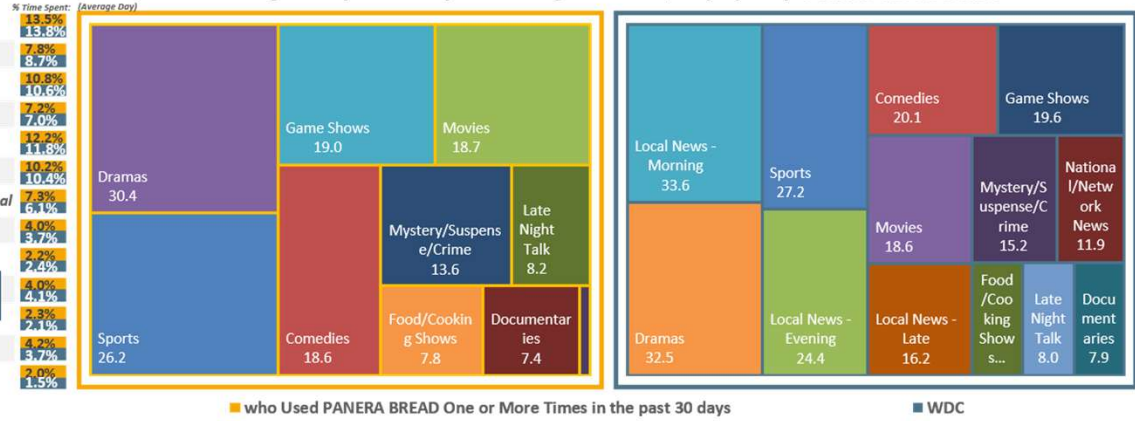


330,309 or 58.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

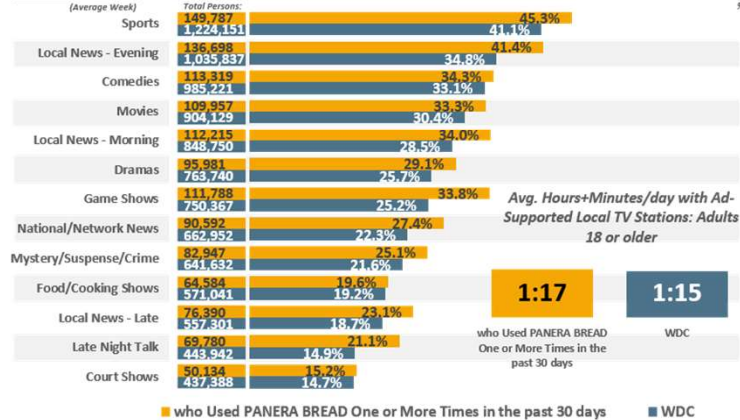
Local TV Station Programs (Persons & % Reach): Adults 18 or older



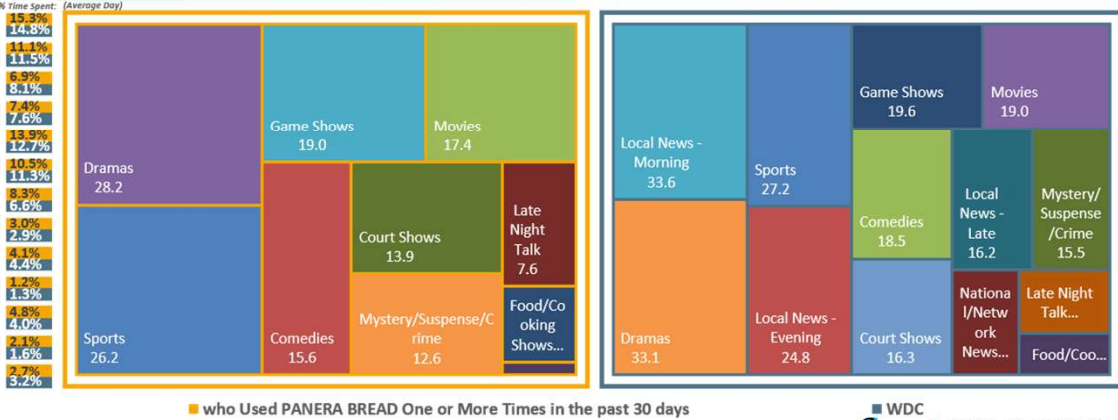
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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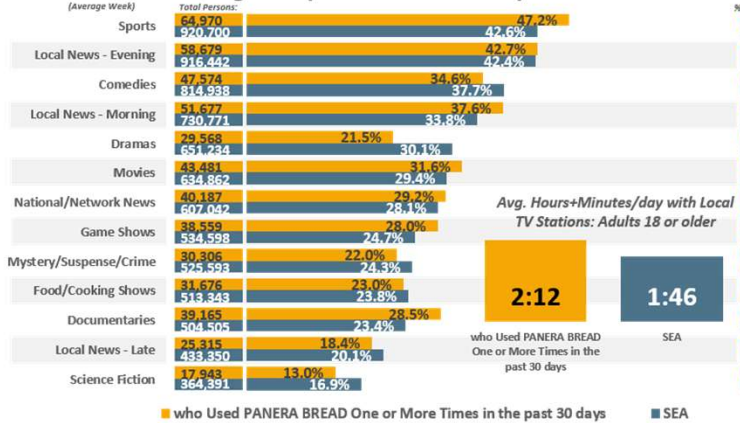
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Quick service restaurants used past 30 days: Panera Bread

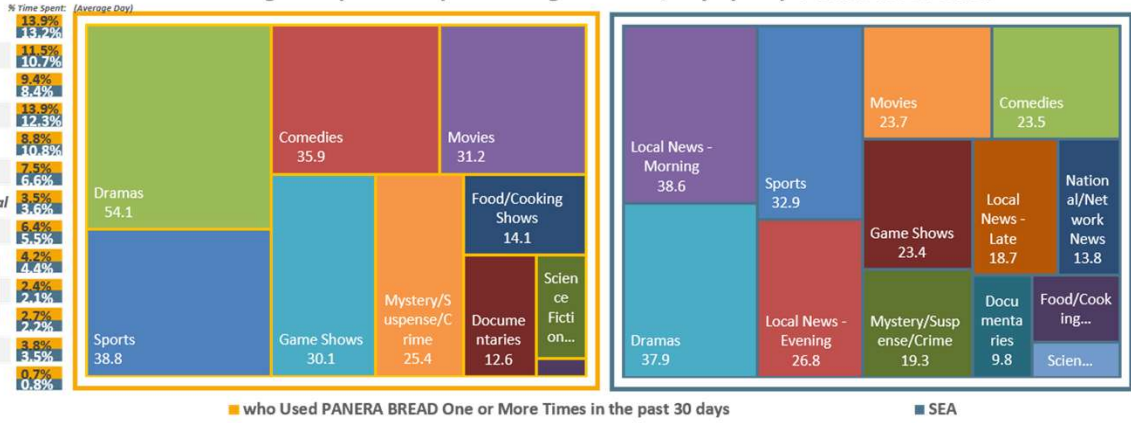


135,685 or 62.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

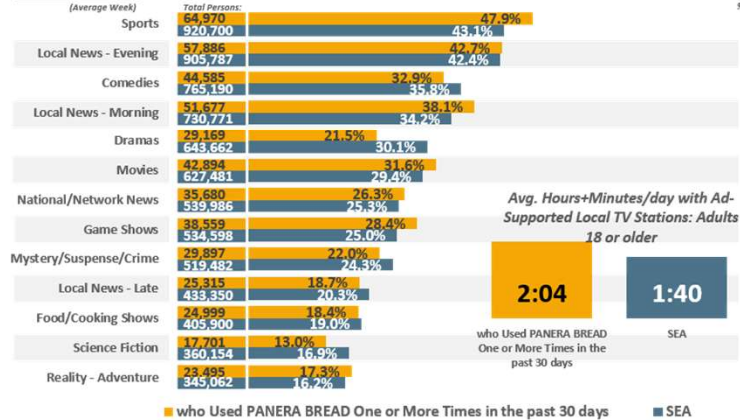
Local TV Station Programs (Persons & % Reach): Adults 18 or older



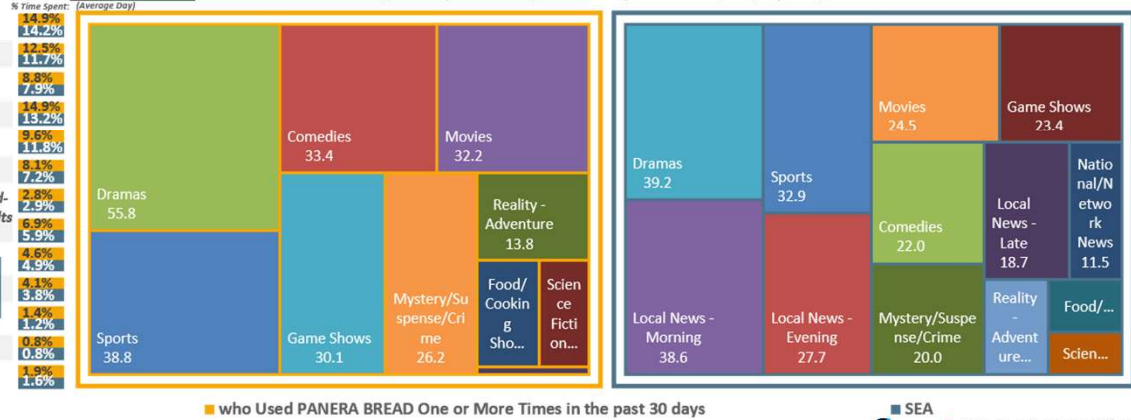
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203
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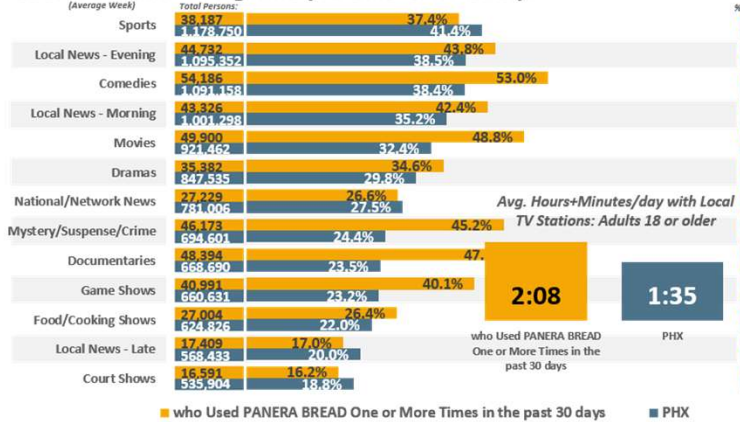
SEA
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Quick service restaurants used past 30 days: Panera Bread

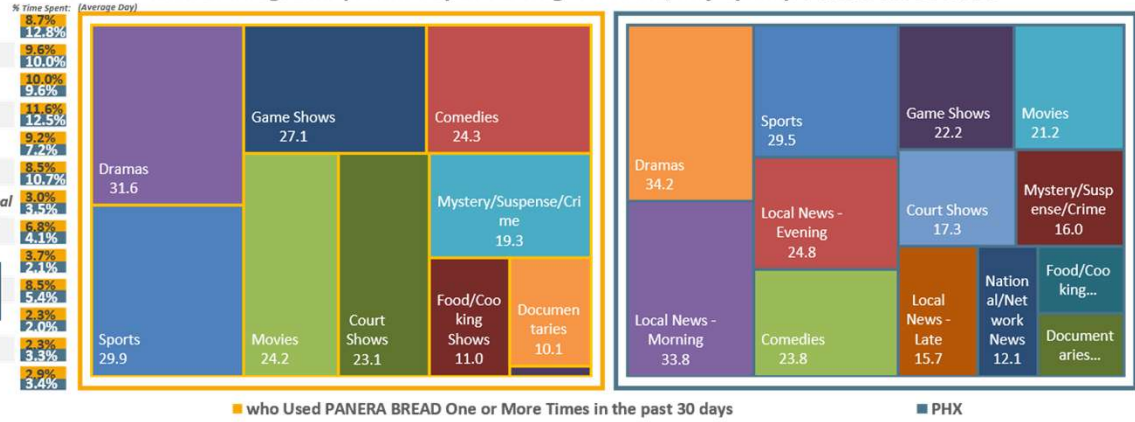


101,286 or 64.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Mystery/Suspense/Crime, Local News - Evening, Local News - Morning, and Game

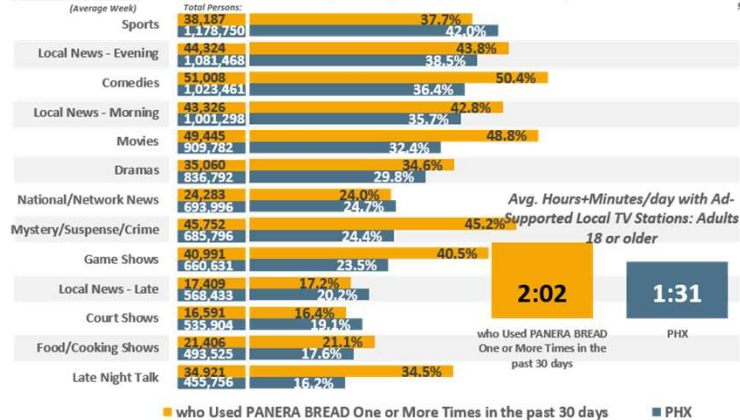
Local TV Station Programs (Persons & % Reach): Adults 18 or older



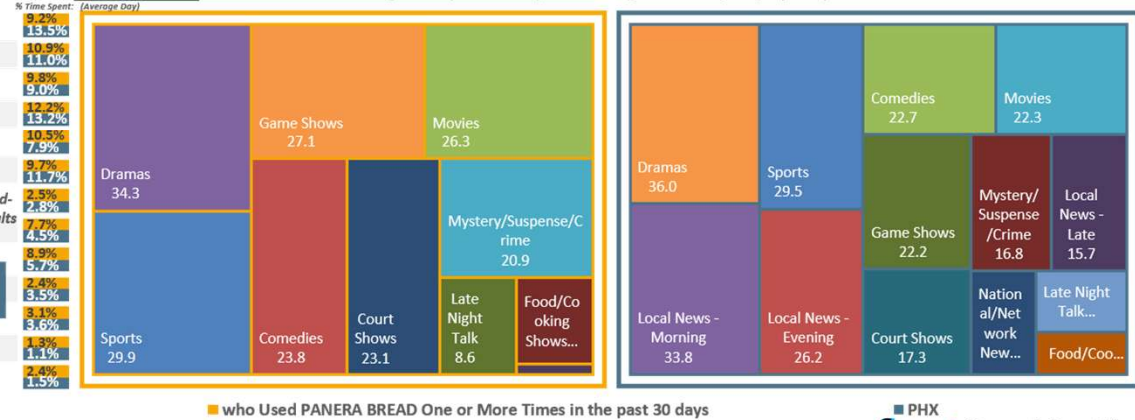
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

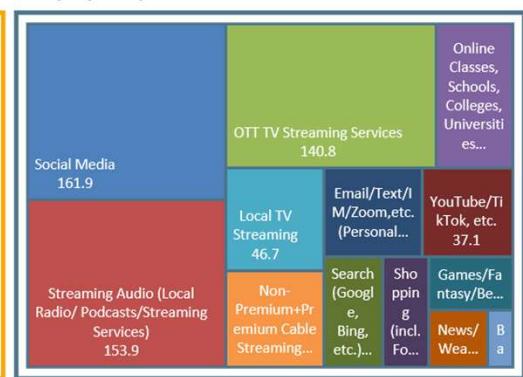
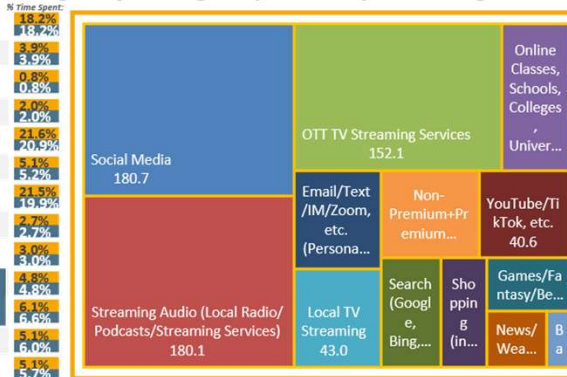
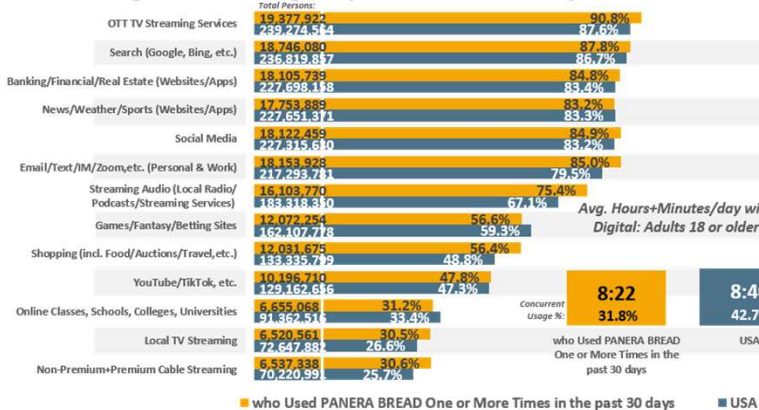




16,333,651 or 76.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 162.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

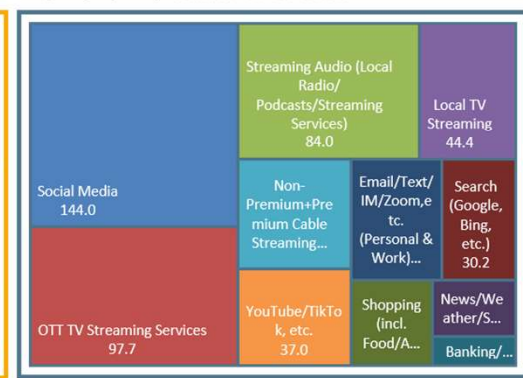
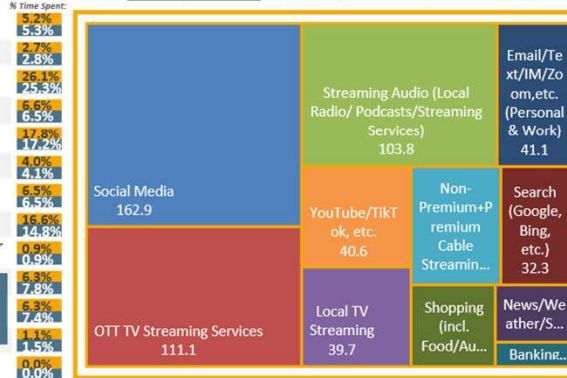
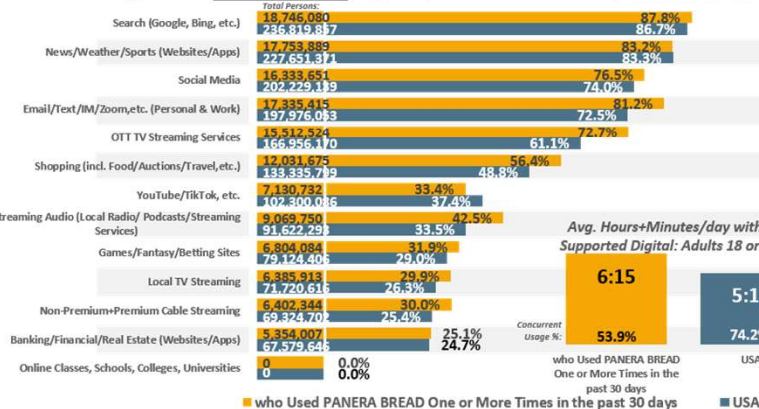
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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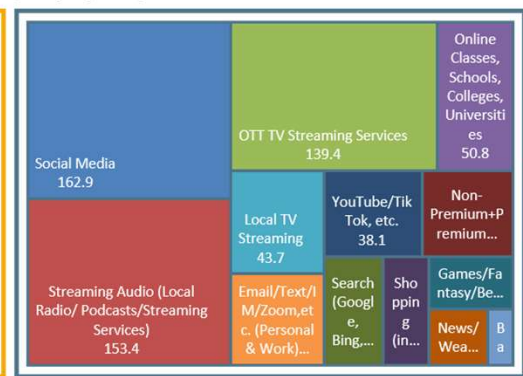
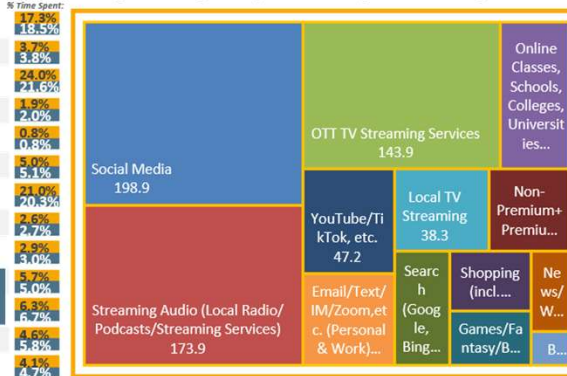
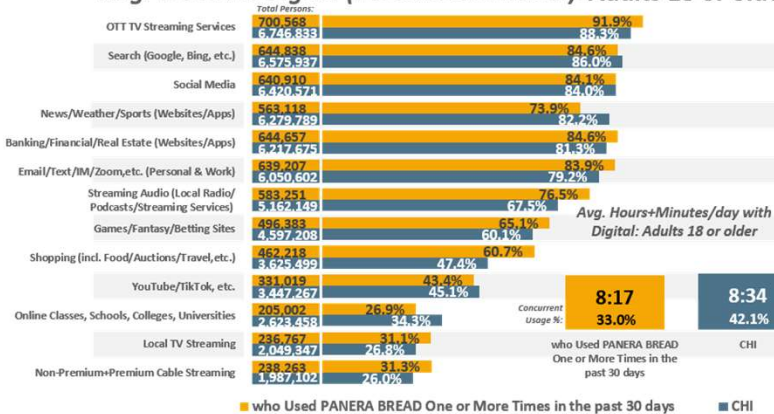
Quick service restaurants used past 30 days: Panera Bread



588,092 or 77.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 182.5 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

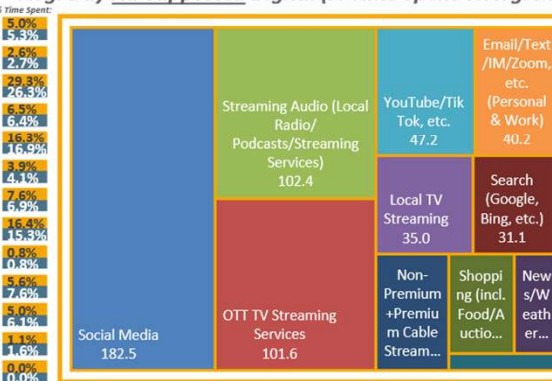
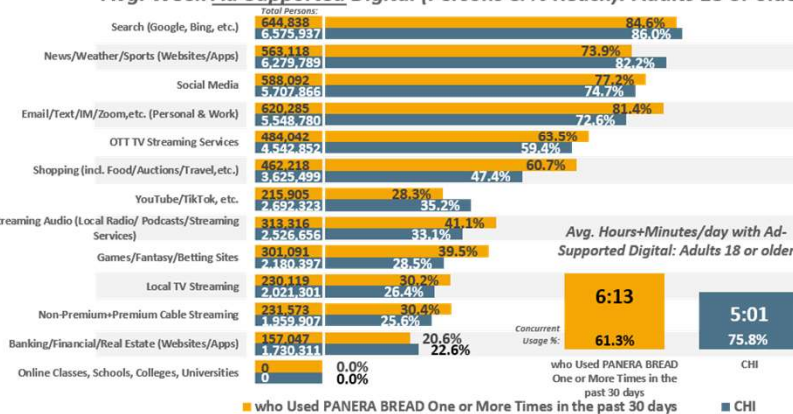
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 479
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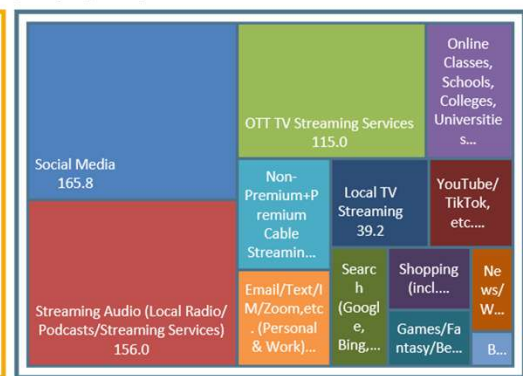
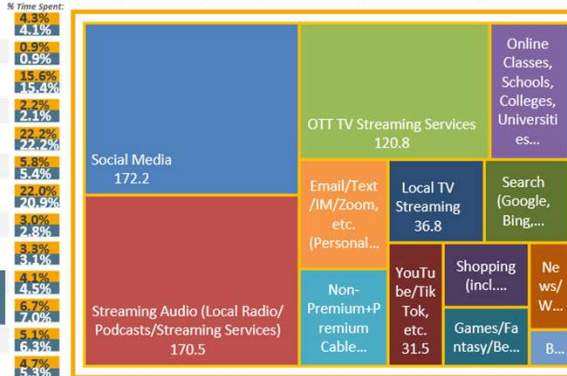
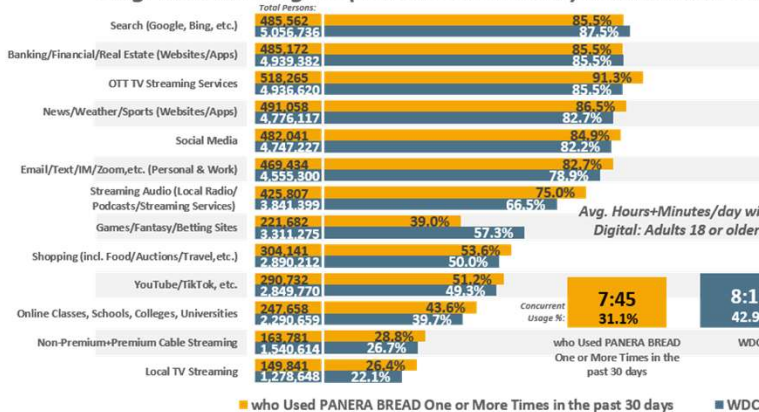
Quick service restaurants used past 30 days: Panera Bread



450,260 or 79.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 160.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

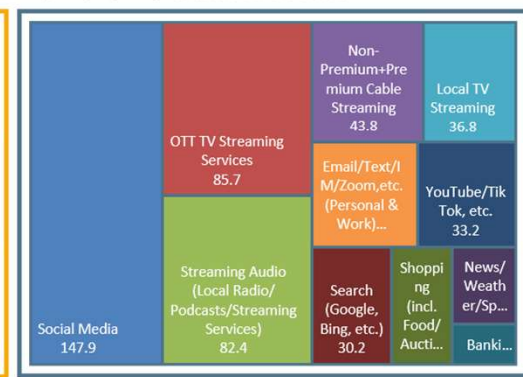
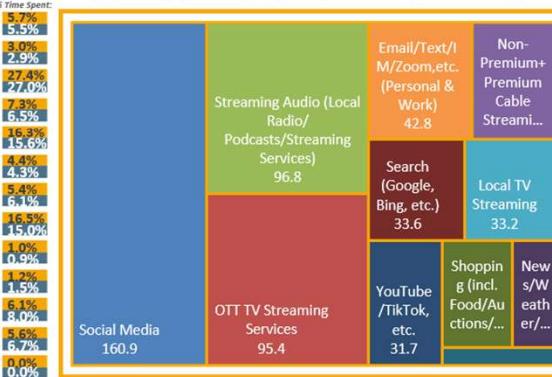
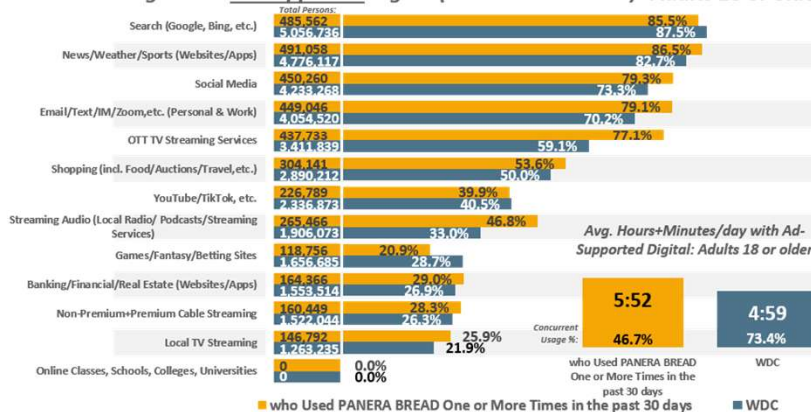
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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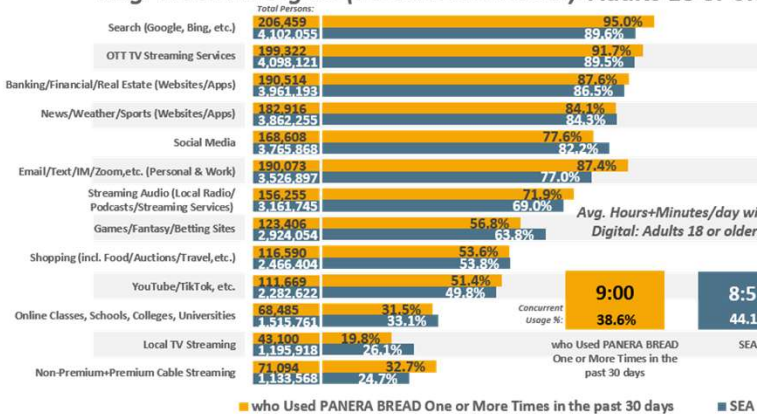
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

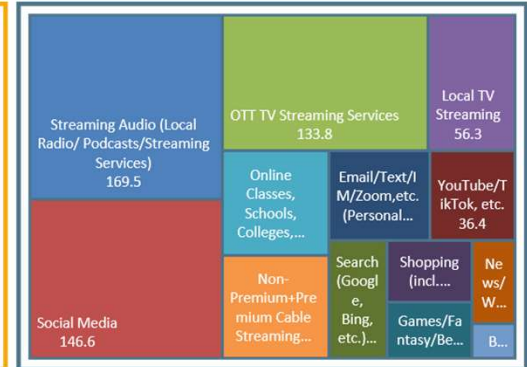
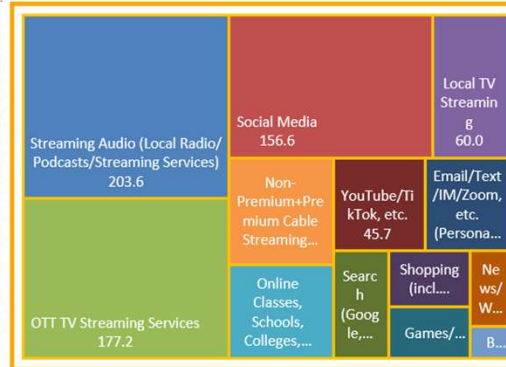


135,005 or 62.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 125.4 minutes every day representing 19.5% of all time spent daily with Ad-Supported Digital Media.

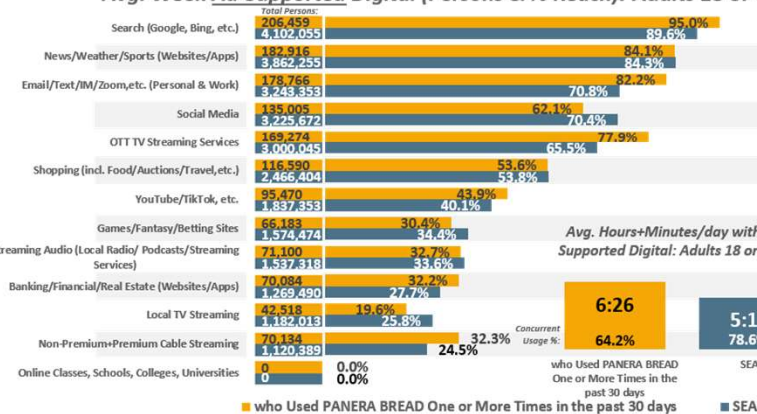
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



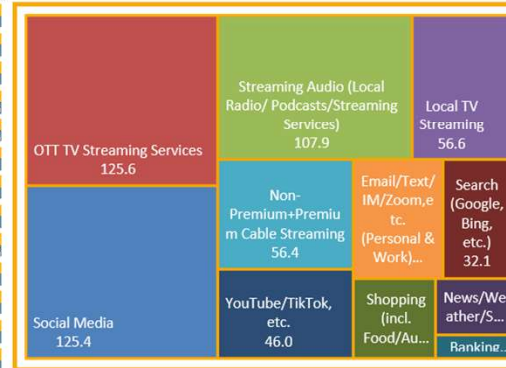
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203
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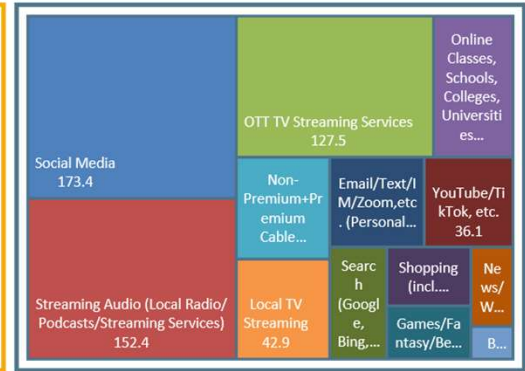
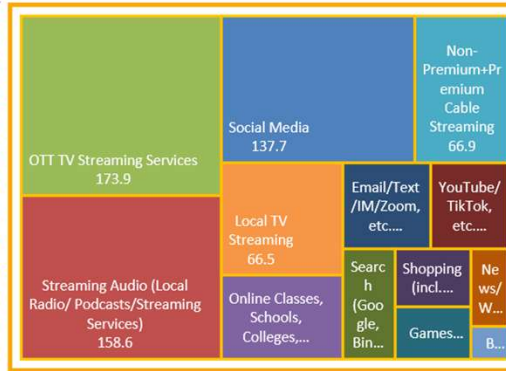
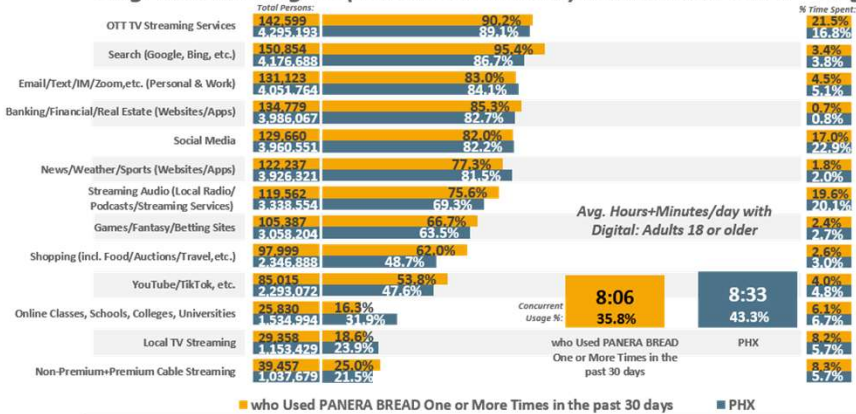
Quick service restaurants used past 30 days: Panera Bread



122,469 or 77.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 130. minutes every day representing 20.3% of all time spent daily with Ad-Supported Digital Media.

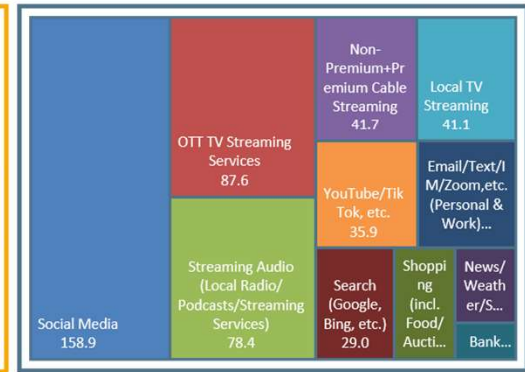
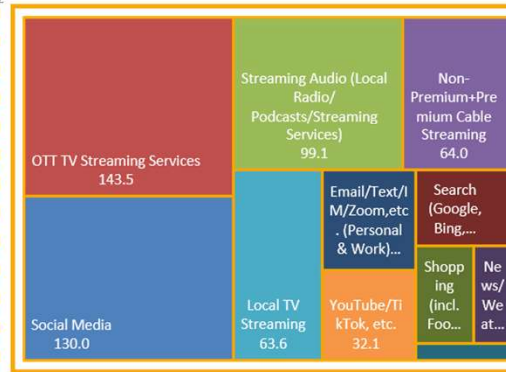
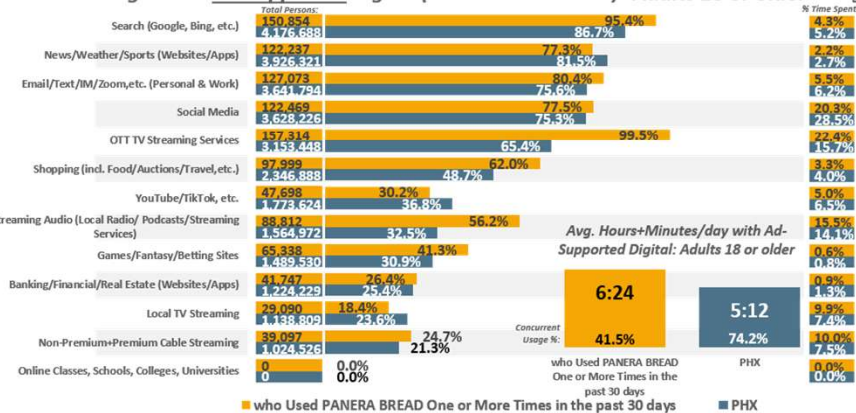
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

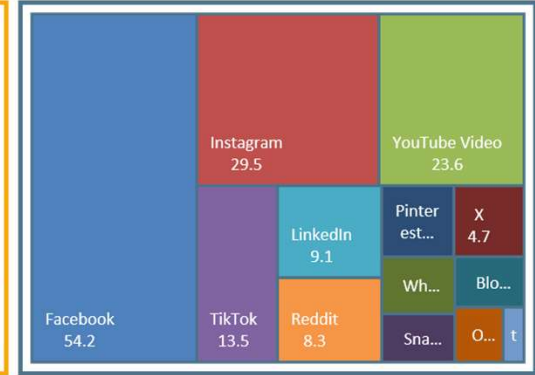
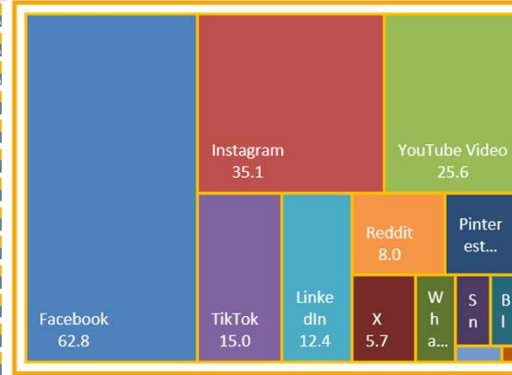
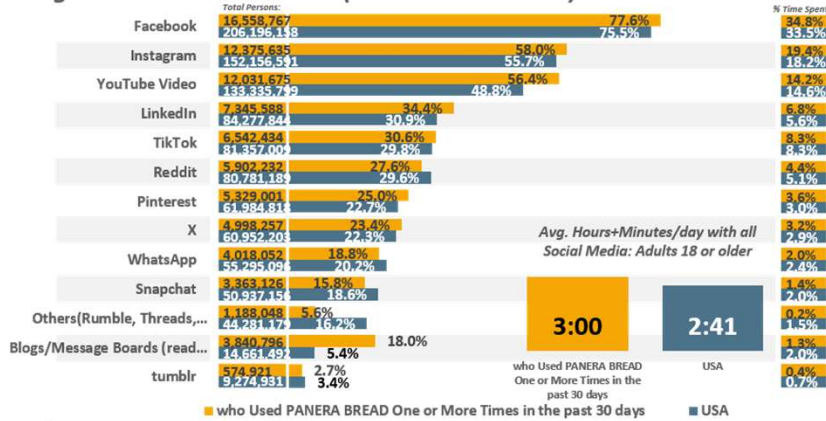
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



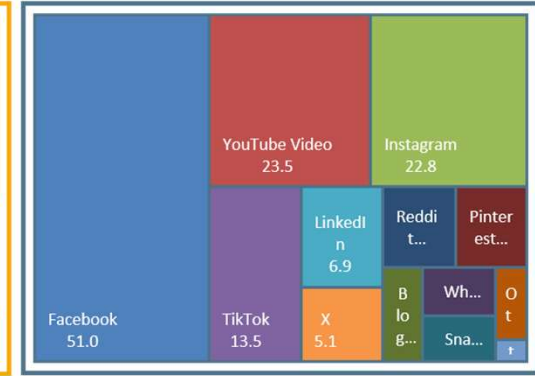
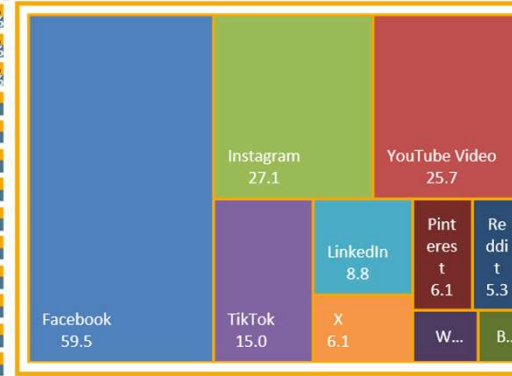
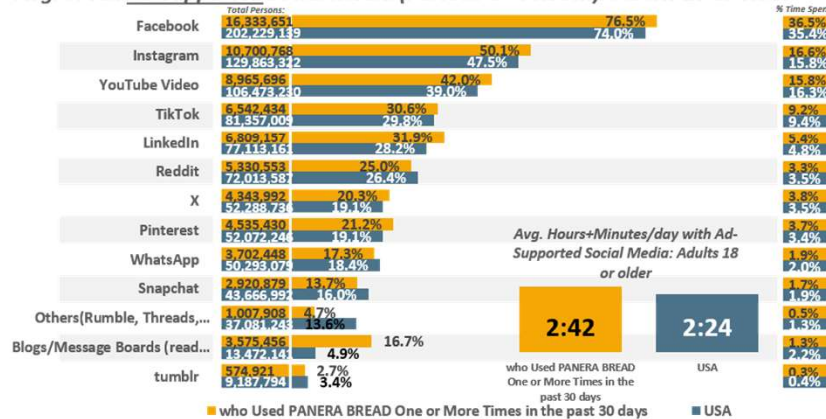


16,333,651 or 76.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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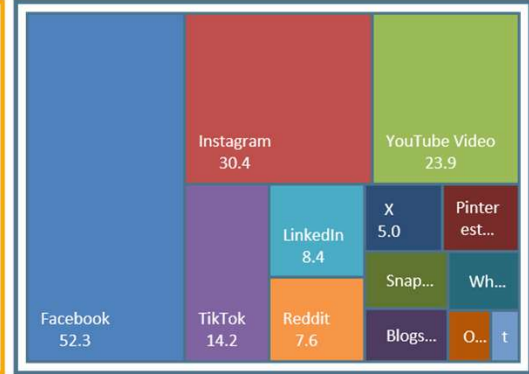
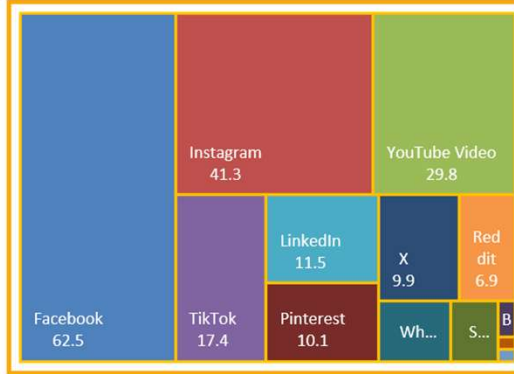
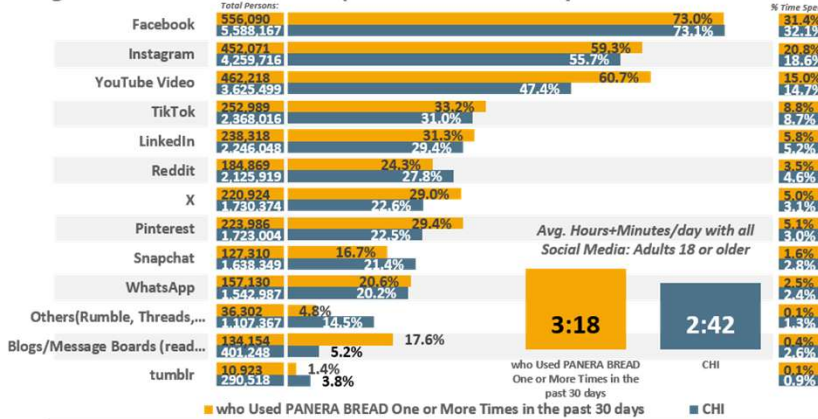
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Quick service restaurants used past 30 days: Panera Bread

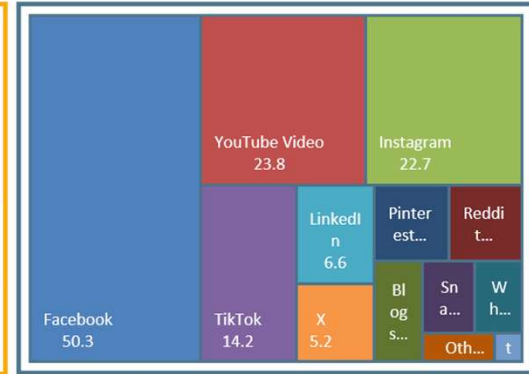
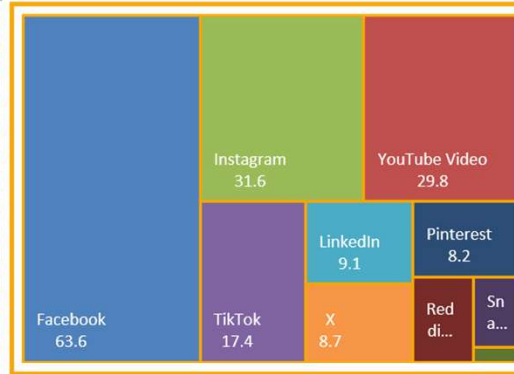
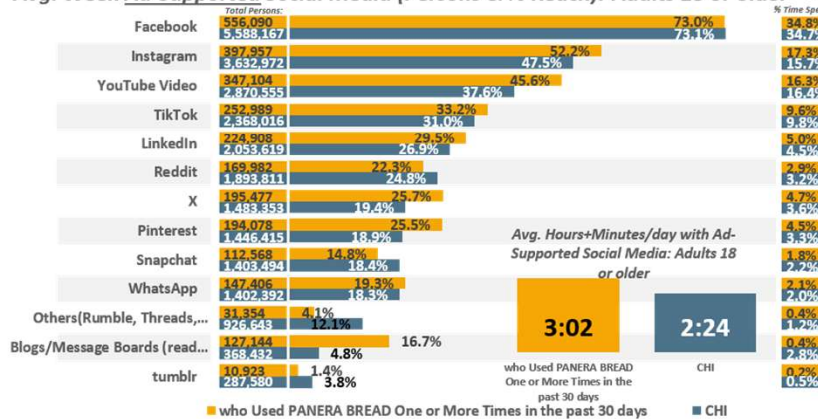


556,090 or 73.% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



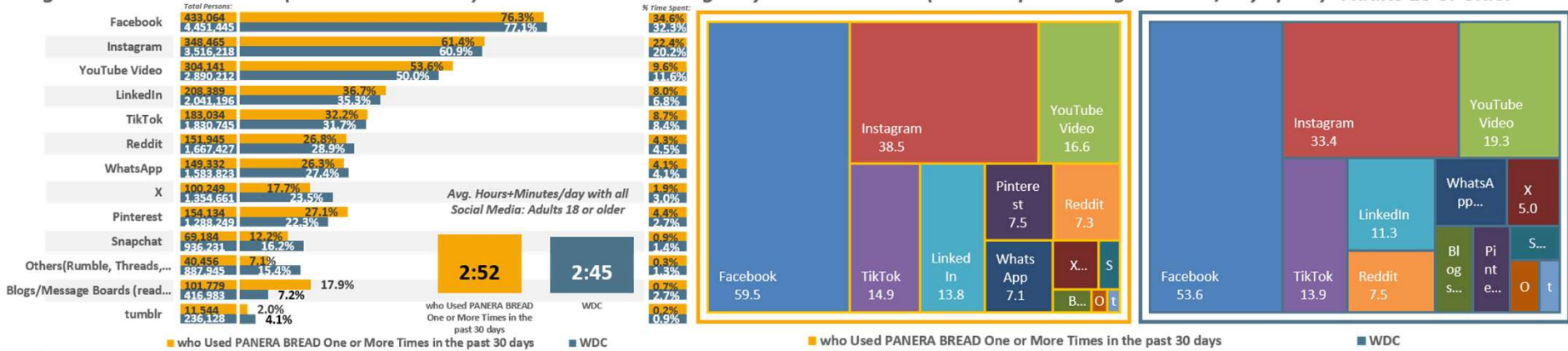
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



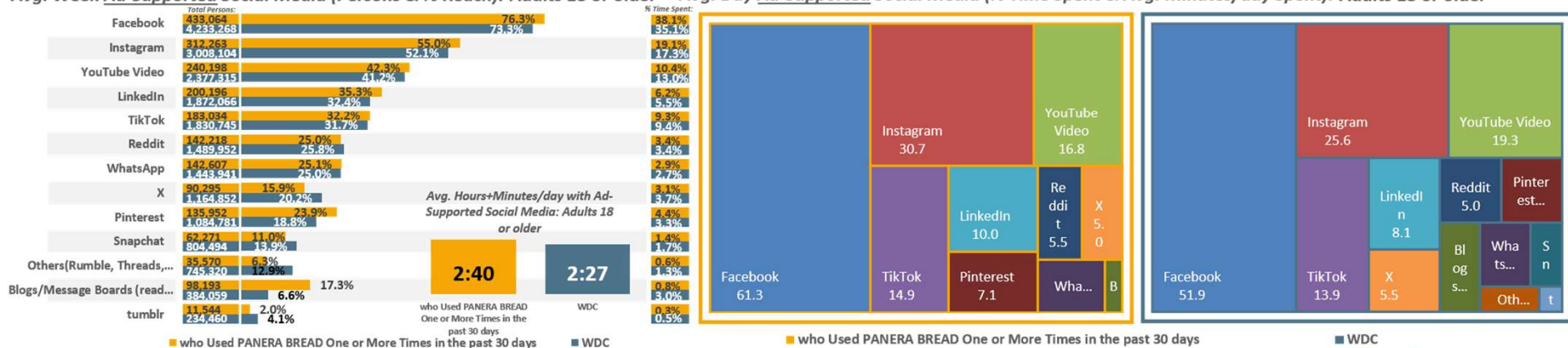


433,064 or 76.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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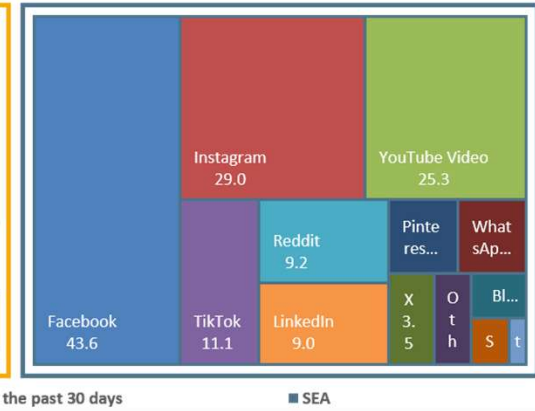
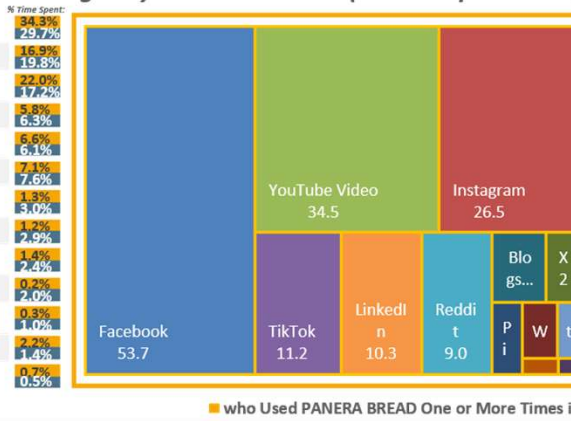
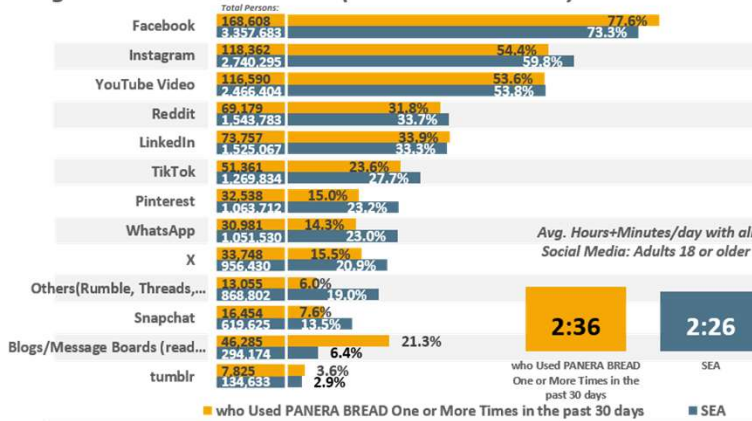
soefa.ai Share of Everything for Anything.

Quick service restaurants used past 30 days: Panera Bread

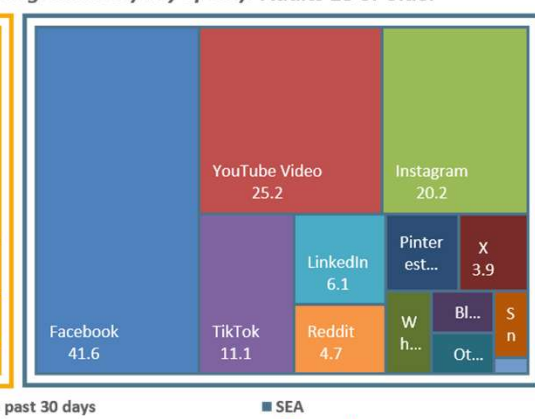
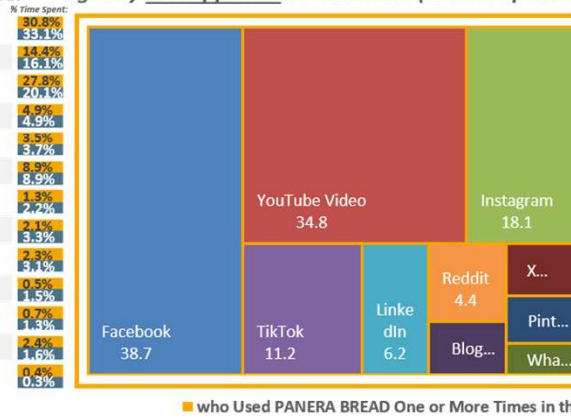
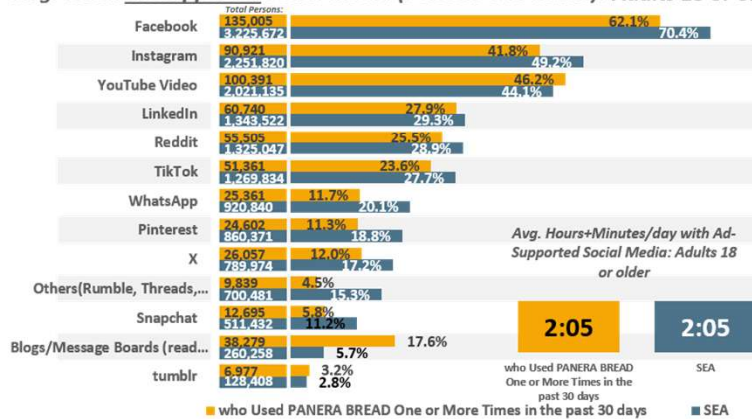


135,005 or 62.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 38.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203
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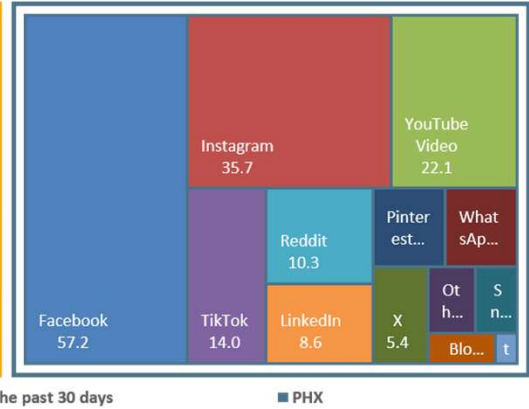
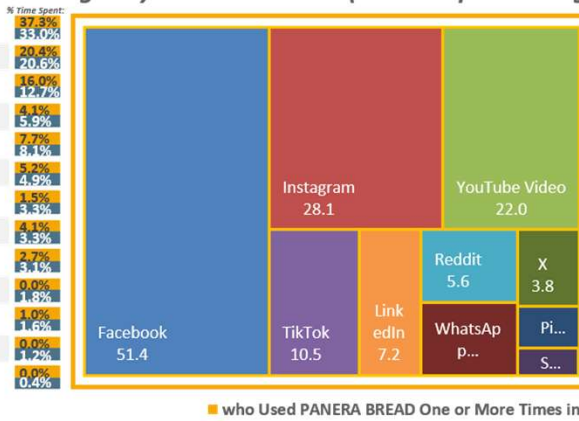
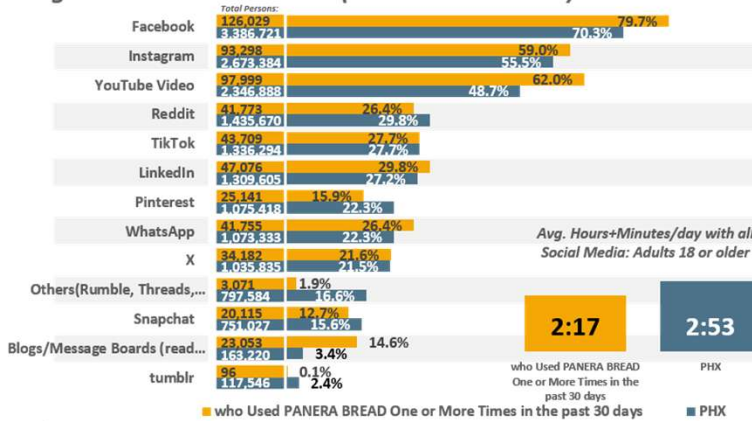
soefa.ai Share of Everything for Anything.

Quick service restaurants used past 30 days: Panera Bread

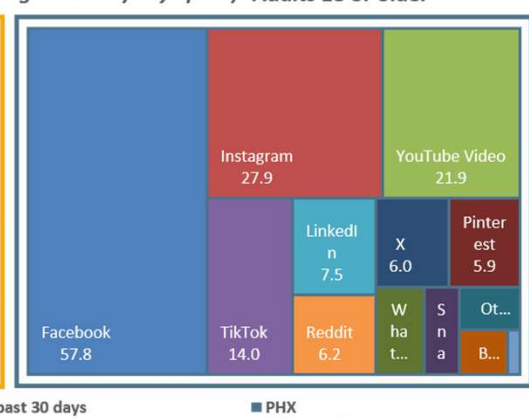
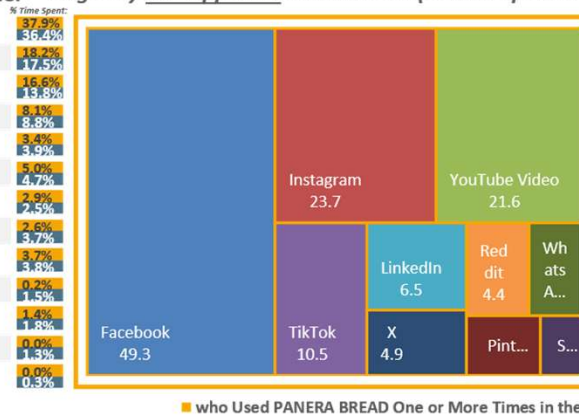
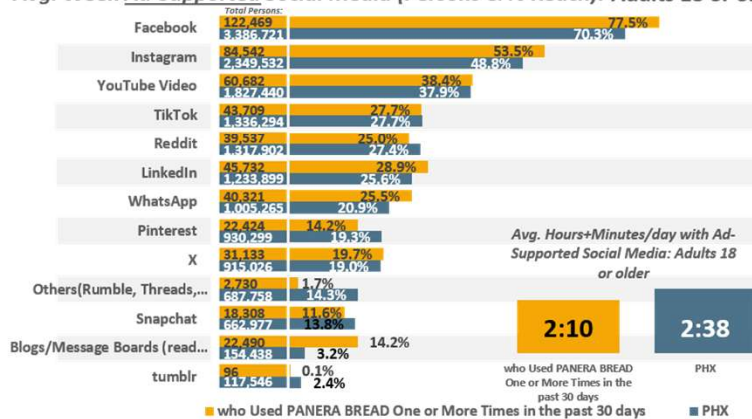


122,469 or 77.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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**



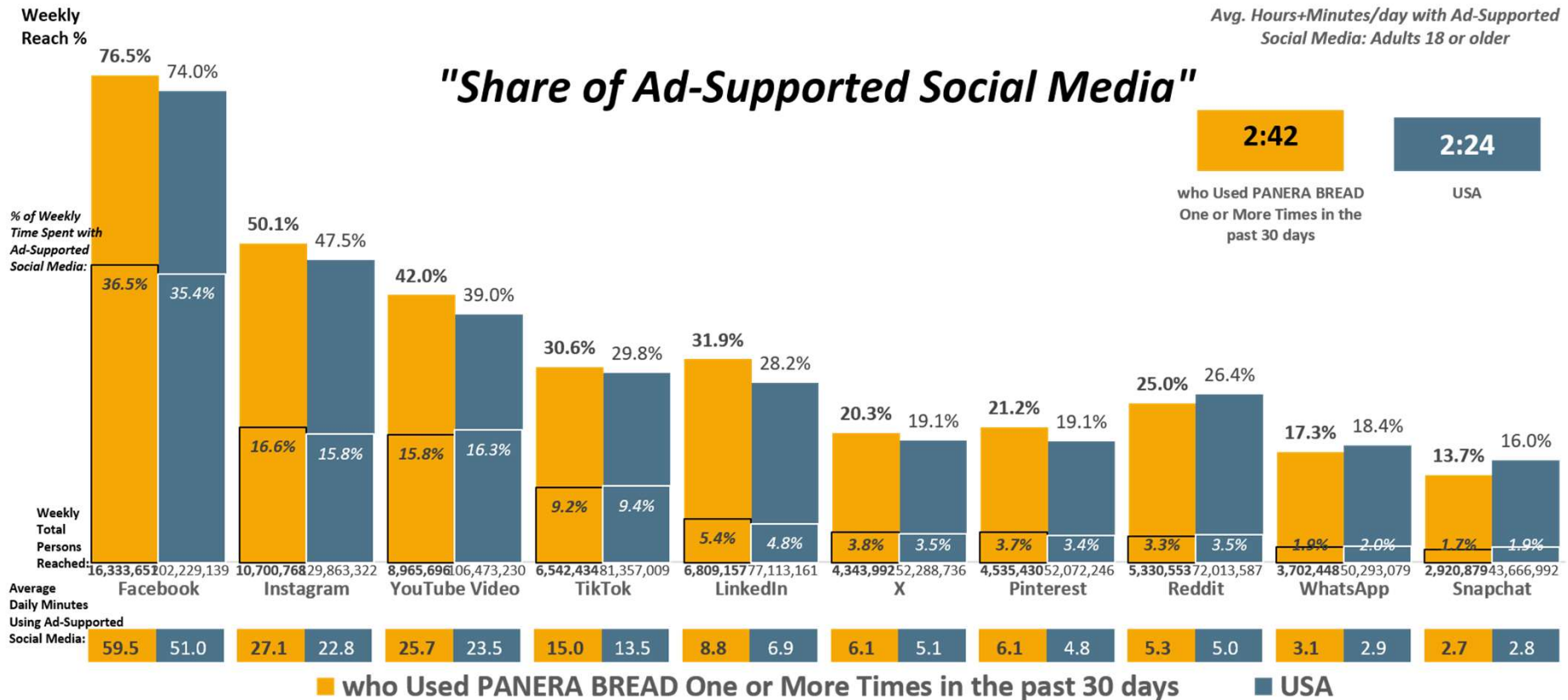
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





16,333,651 or 76.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

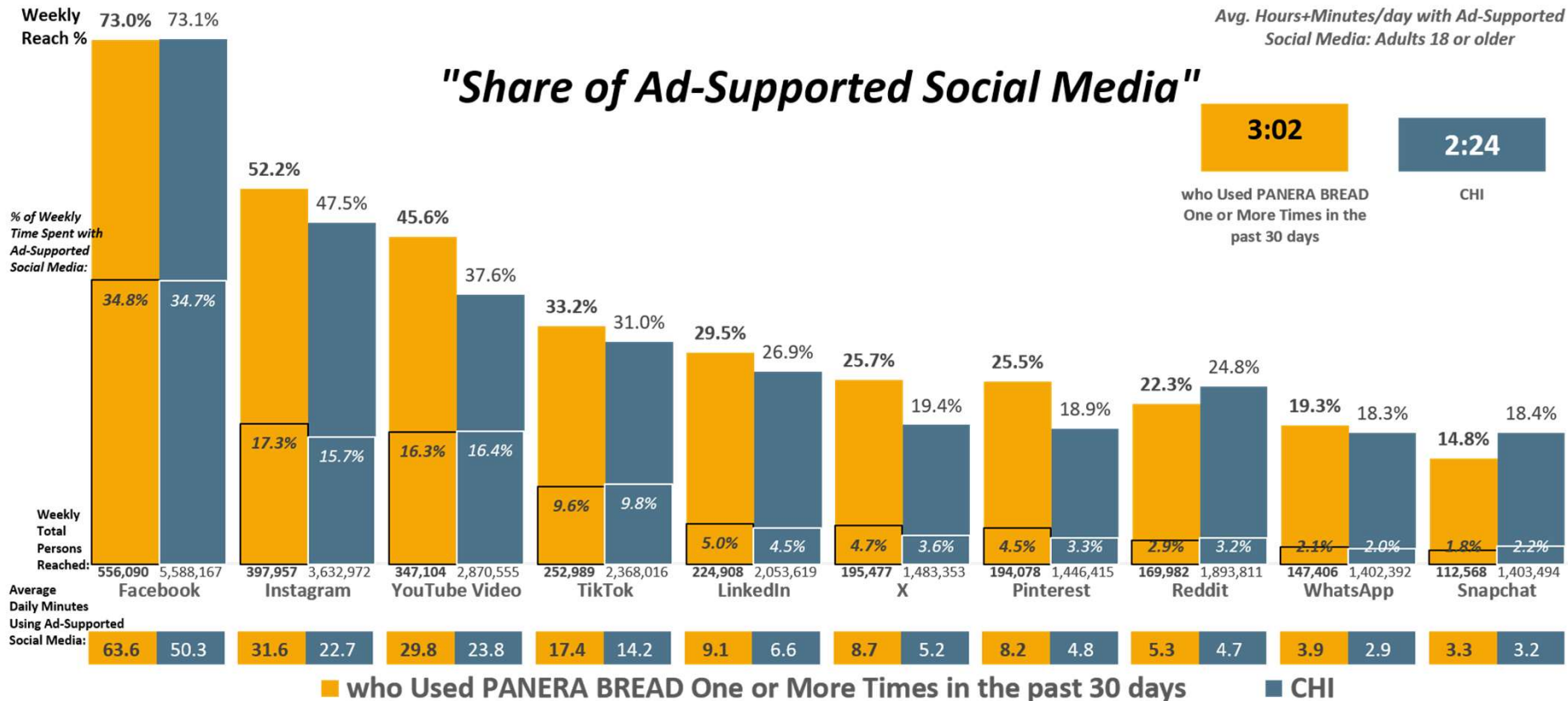
"Share of Ad-Supported Social Media"





556,090 or 73.0% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

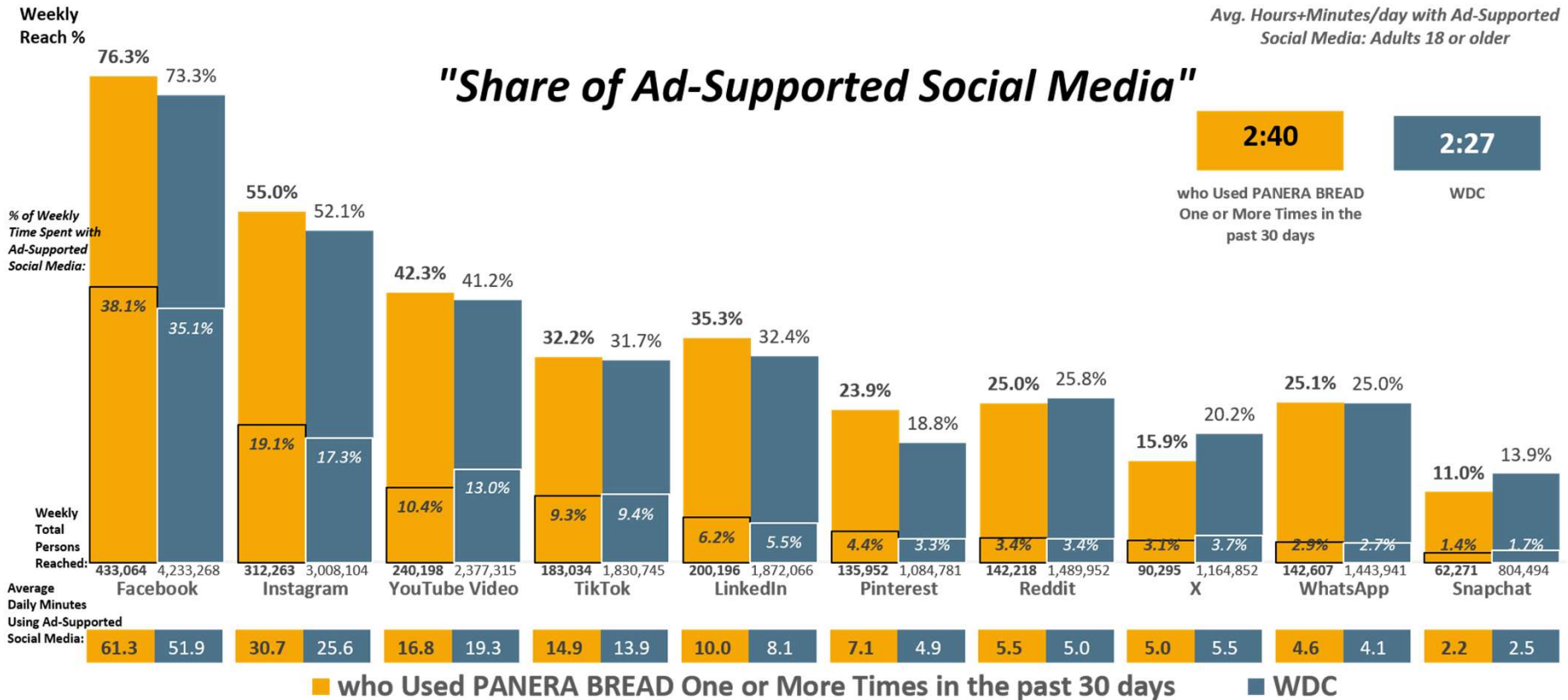
"Share of Ad-Supported Social Media"





433,064 or 76.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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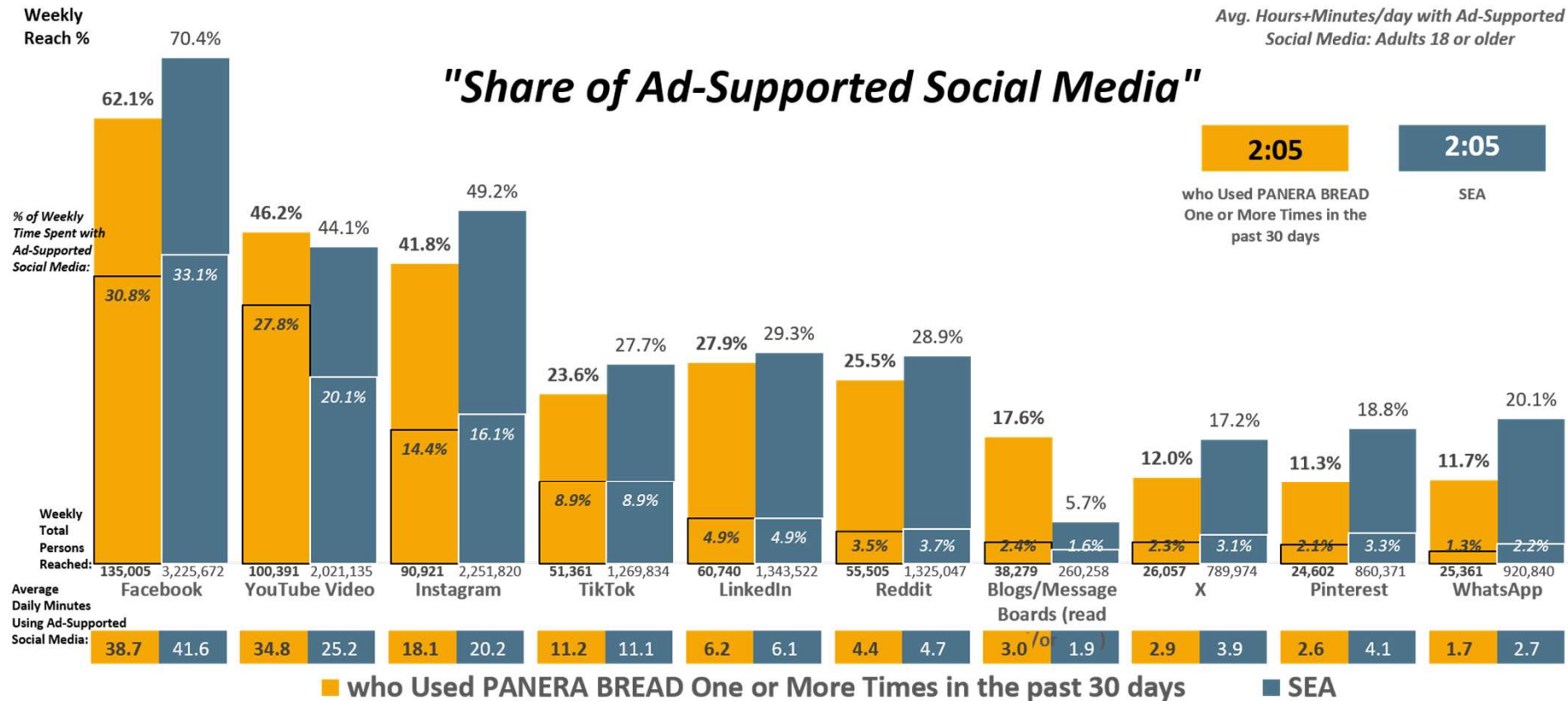
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread



135,005 or 62.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 38.7 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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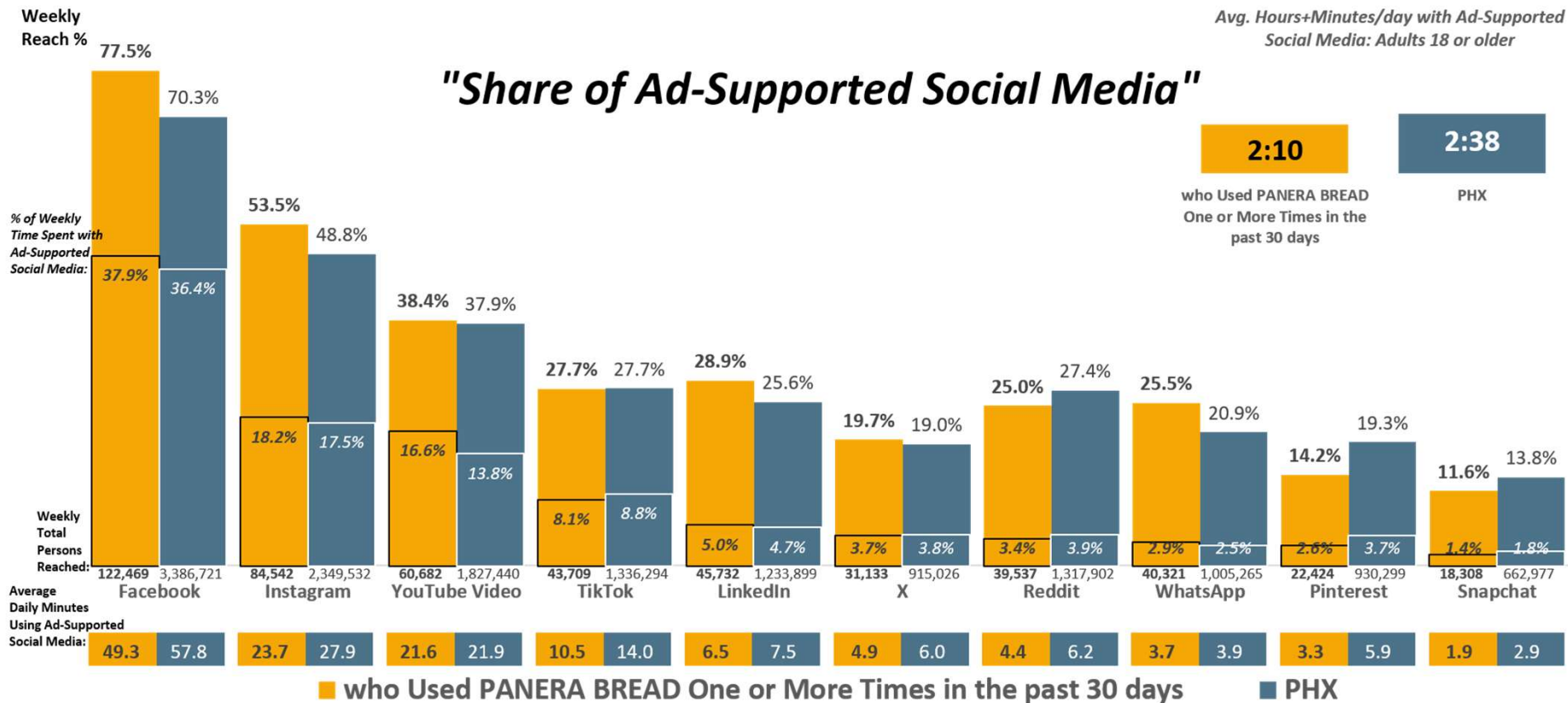
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread



122,469 or 77.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

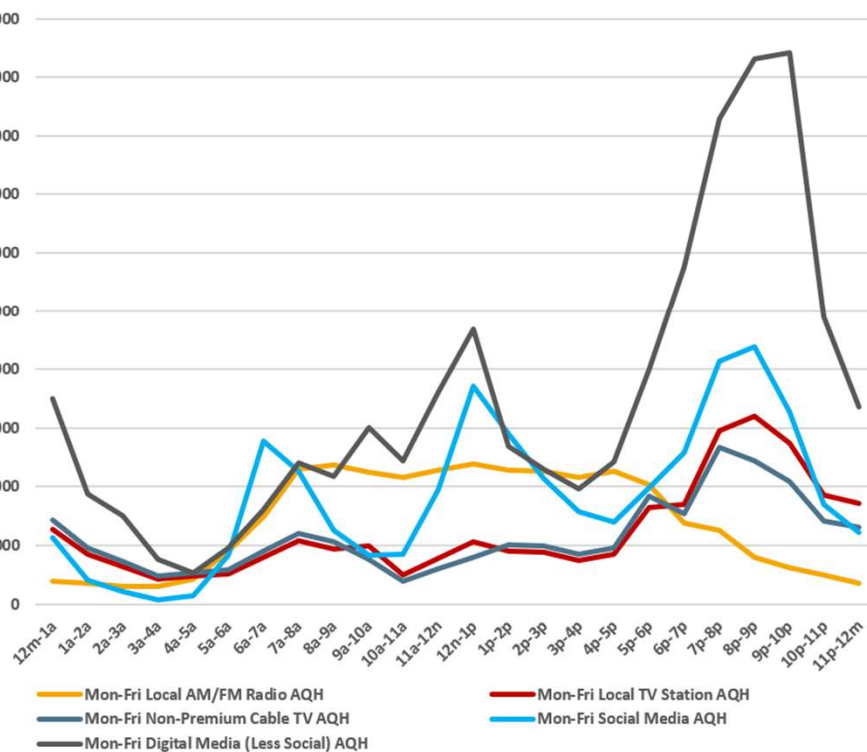
"Share of Ad-Supported Social Media"



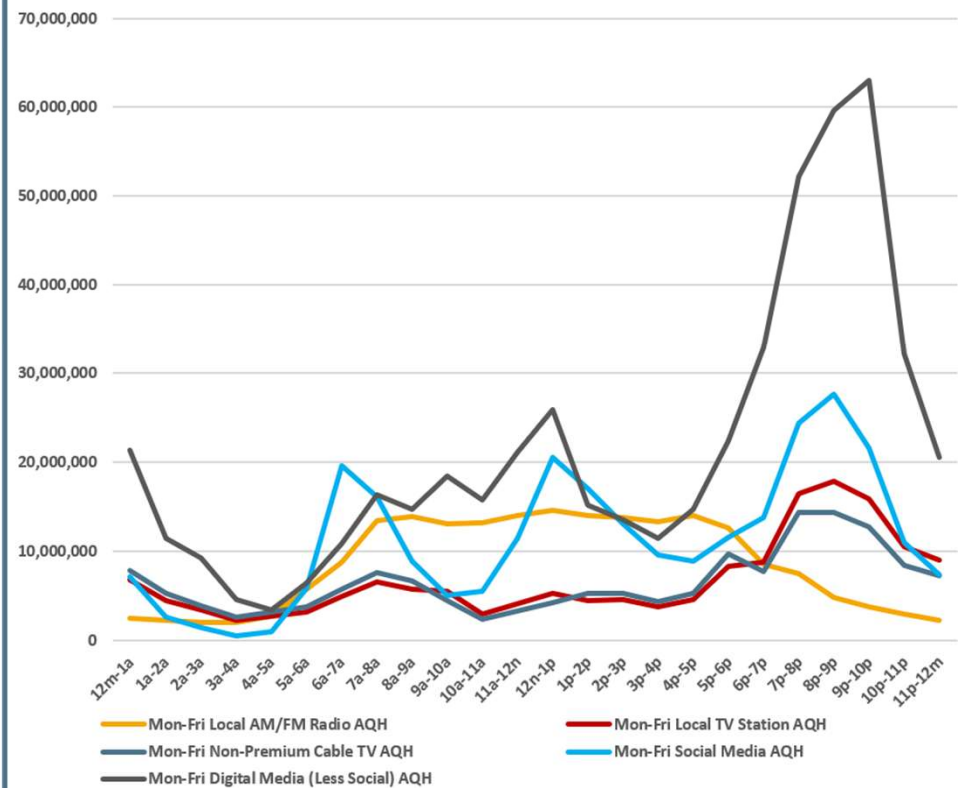


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,502,864; Local Radio: 1,063,719; Social Media: 1,008,415; Non-Prem. Cable: 496,760; Local TV: 495,999 reaching Adults 18 or older who Used PANERA BREAD One or More Time

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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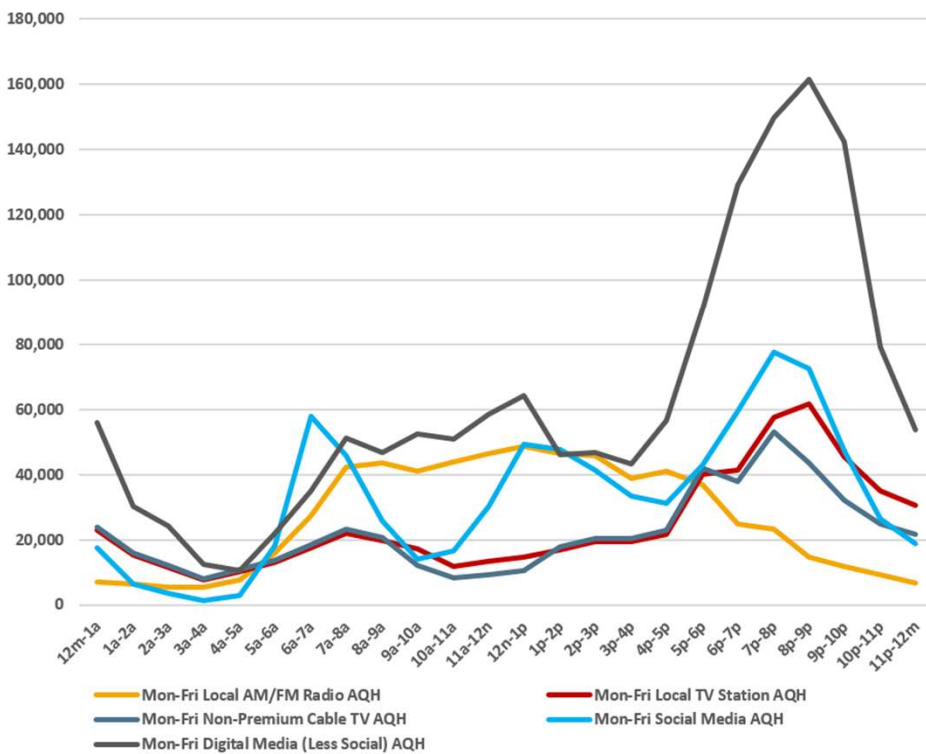
soefa.ai Share of Everything
 for Anything.

Quick service restaurants used past 30 days: Panera Bread

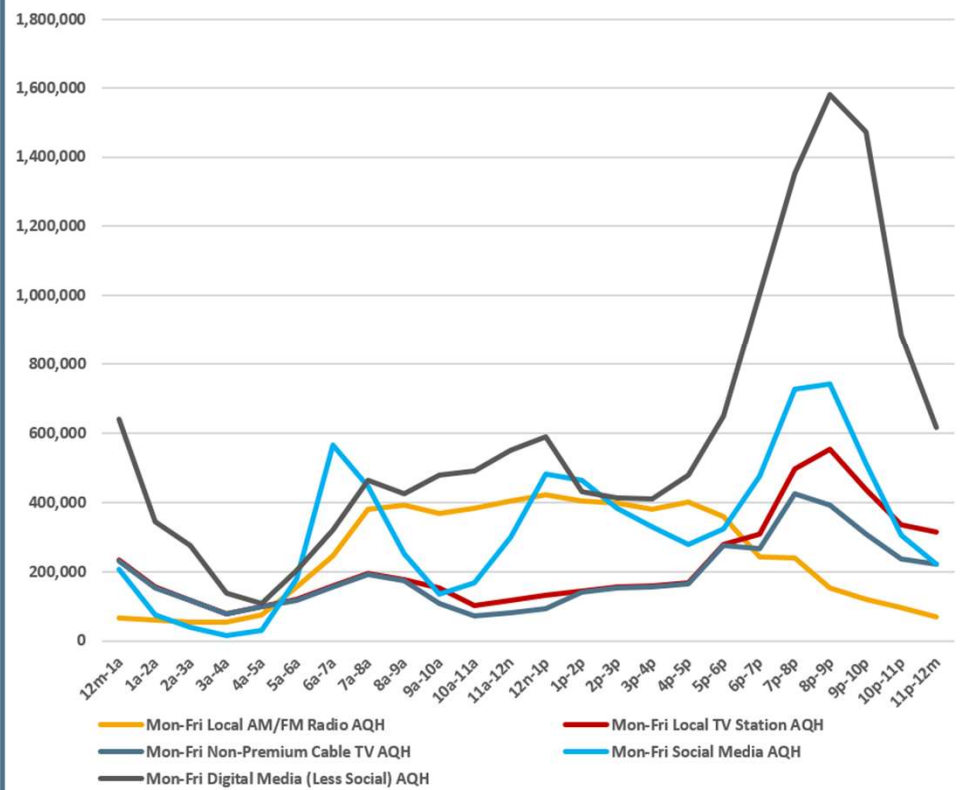


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 59,388; Local Radio: 40,519; Social Media: 38,174; Local TV: 21,171; Non-Prem. Cable: 20,272 reaching Adults 18 or older who Used PANERA BREAD One or More Times in the pa

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



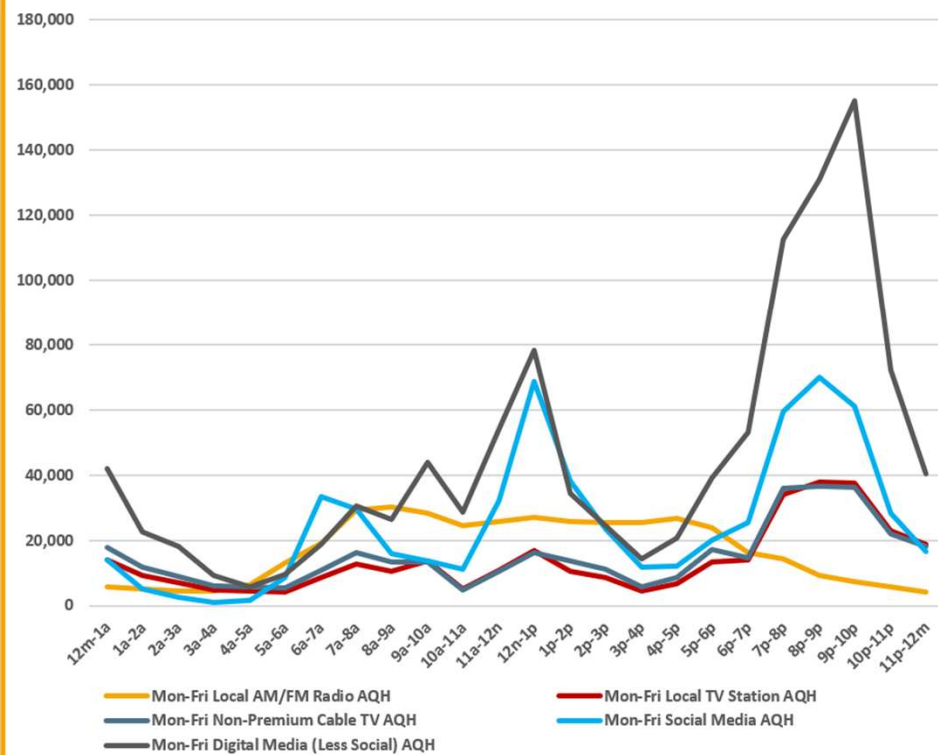
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



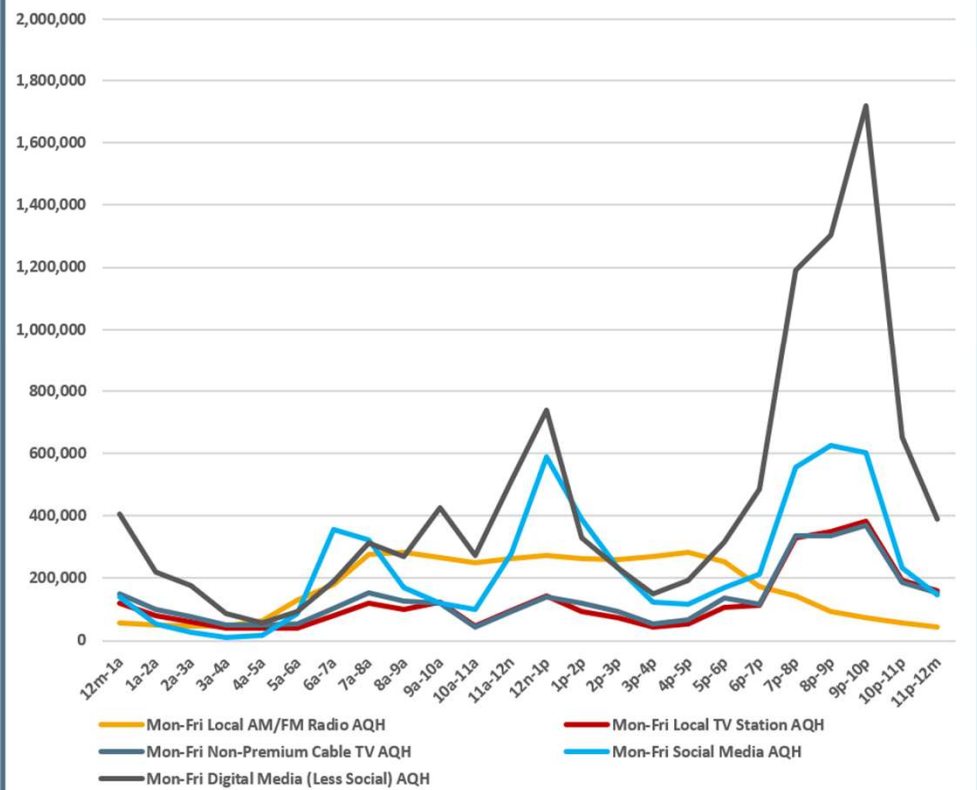


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,857; Social Media: 25,755; Local Radio: 25,170; Non-Prem. Cable: 11,993; Local TV: 10,441 reaching Adults 18 or older who Used PANERA BREAD One or More Times in the pa

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



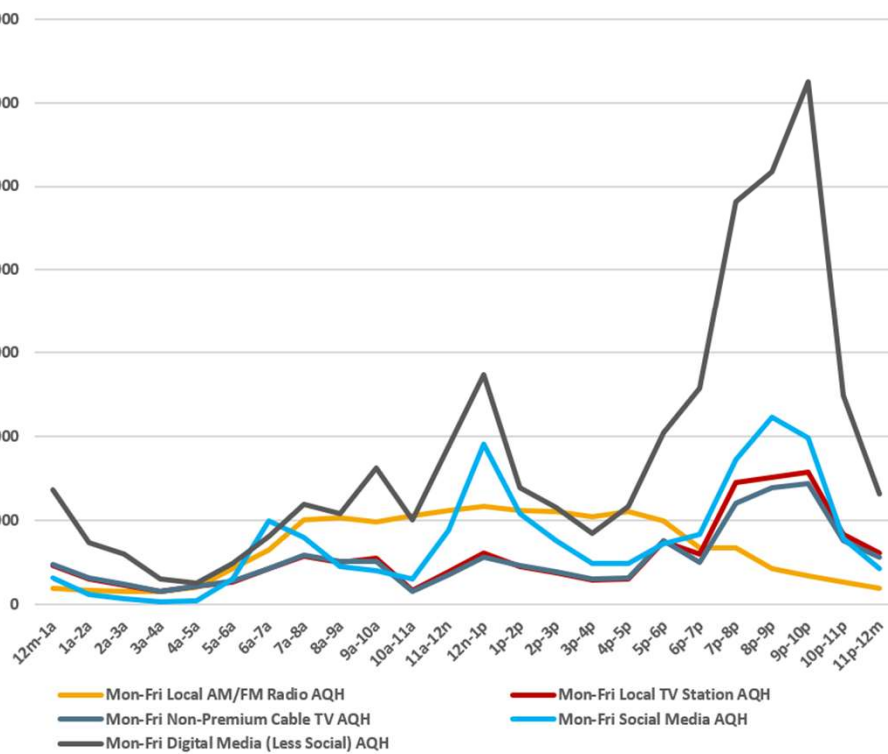
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



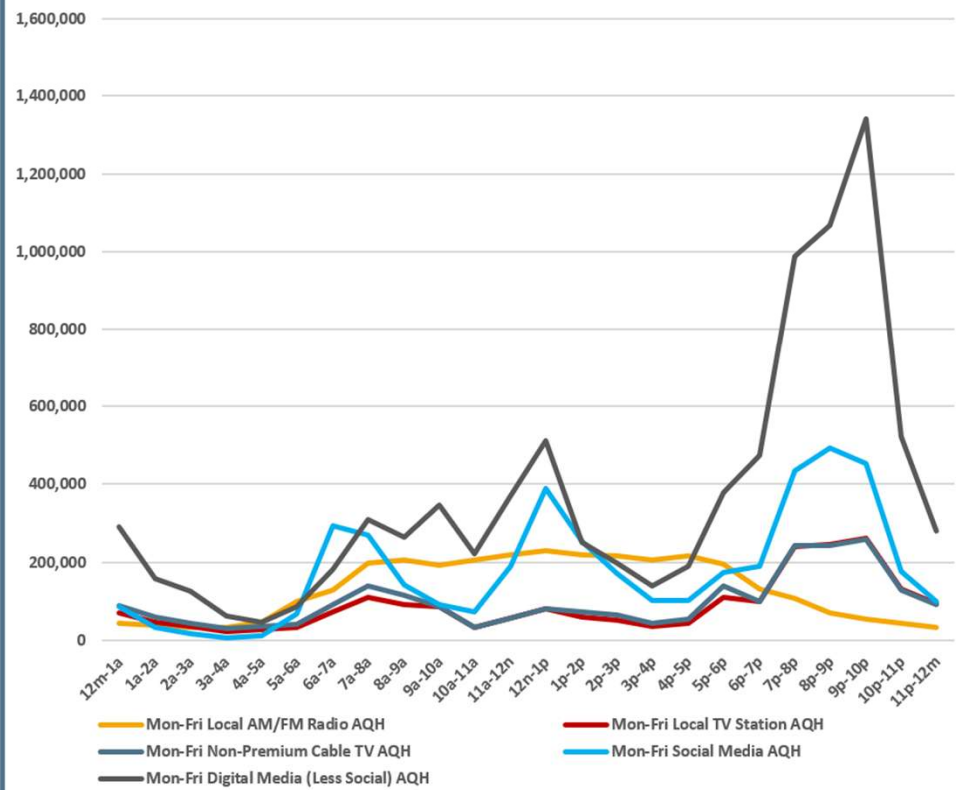


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,002;
Local Radio: 10,028; Social Media: 7,754; Local TV: 4,589; Non-Prem. Cable: 4,474
reaching Adults 18 or older who Used PANERA BREAD One or More Times in the past

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



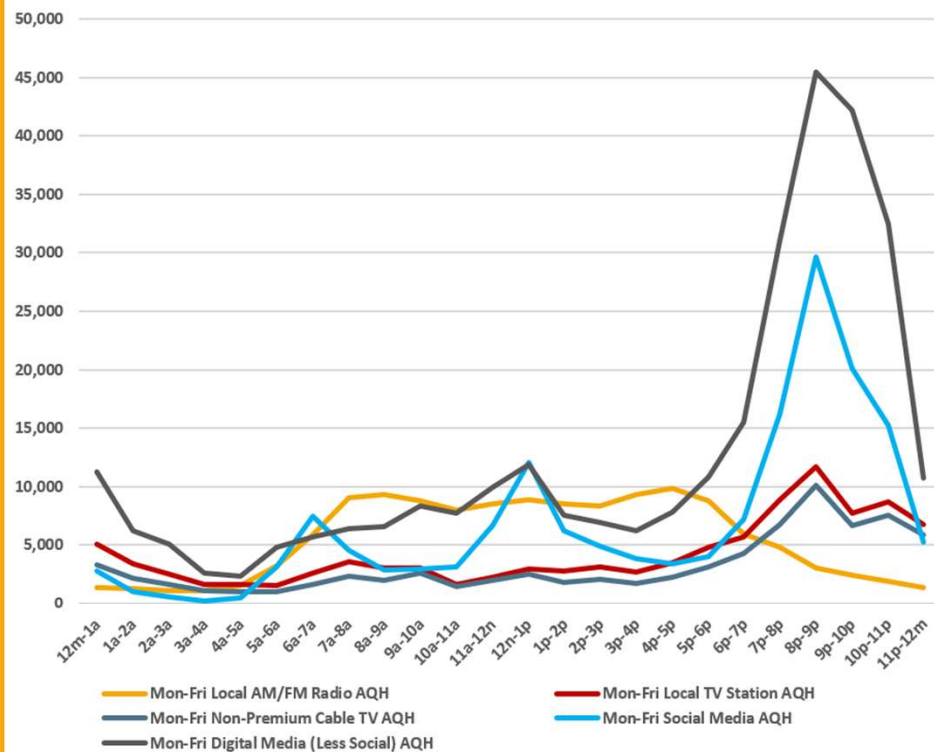
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



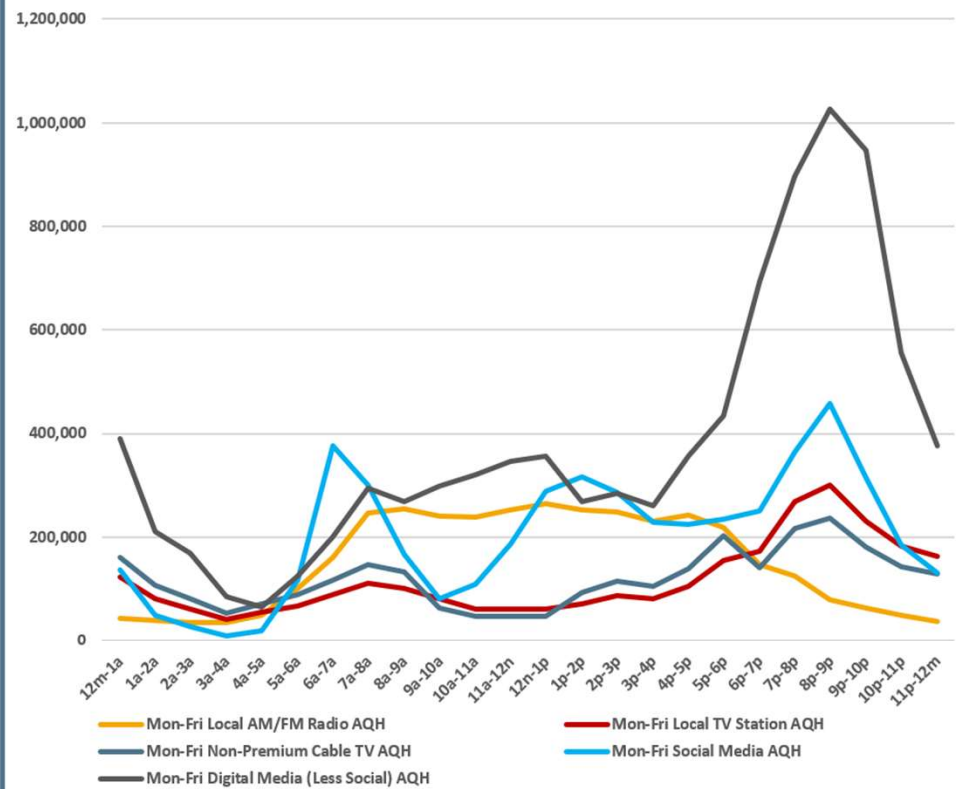


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,575; Local Radio: 8,410; Social Media: 5,341; Local TV: 3,219; Non-Prem. Cable: 2,316 reaching Adults 18 or older who Used PANERA BREAD One or More Times in the past 30

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



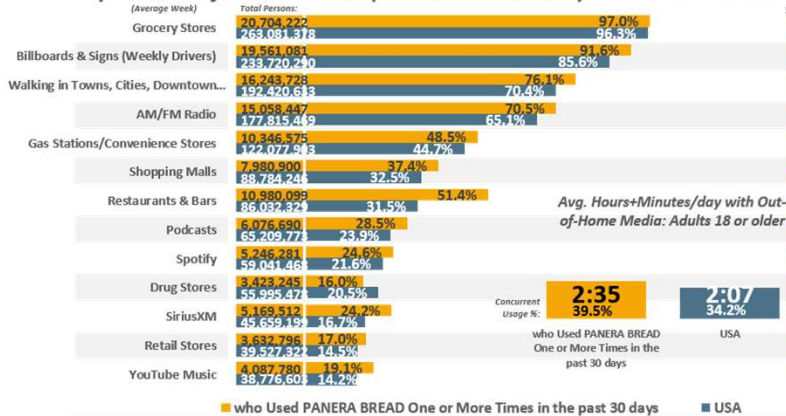
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



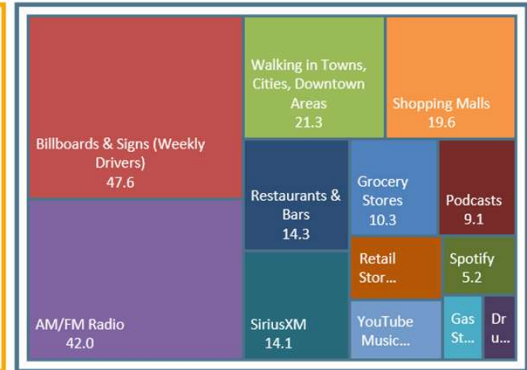
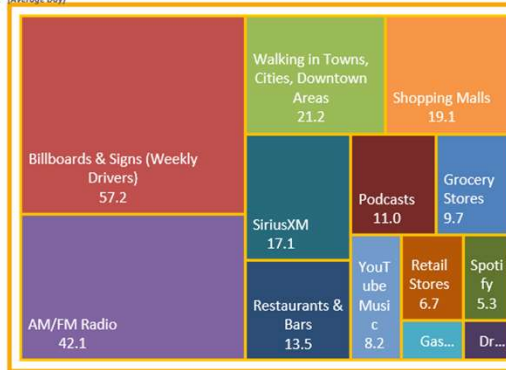


19,561,081 or 91.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 38.1 mi

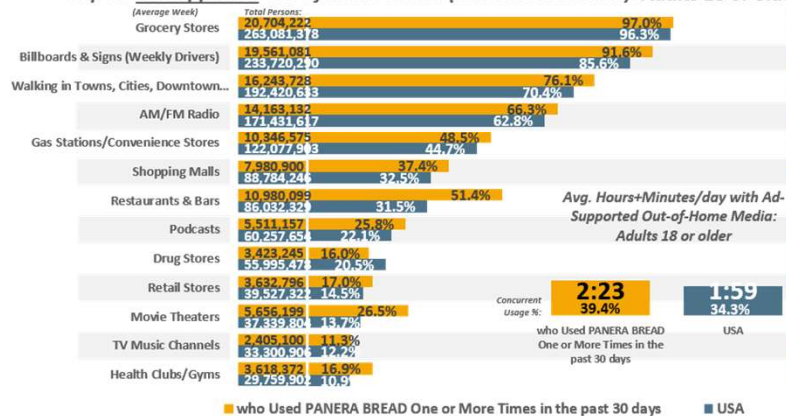
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



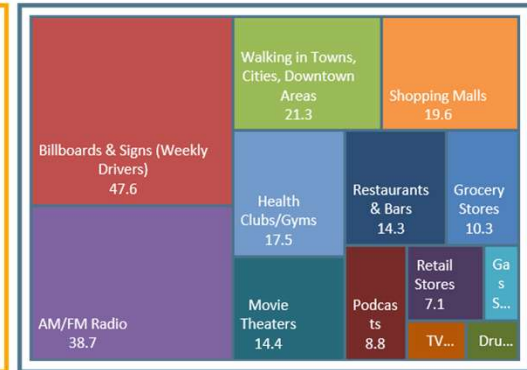
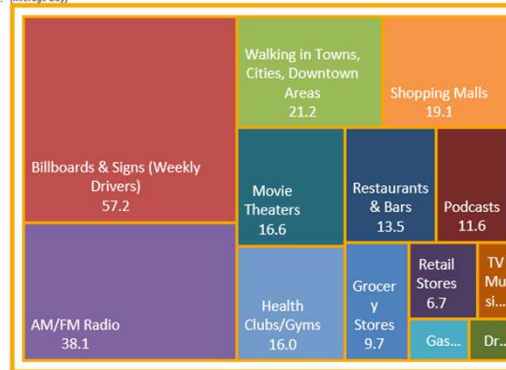
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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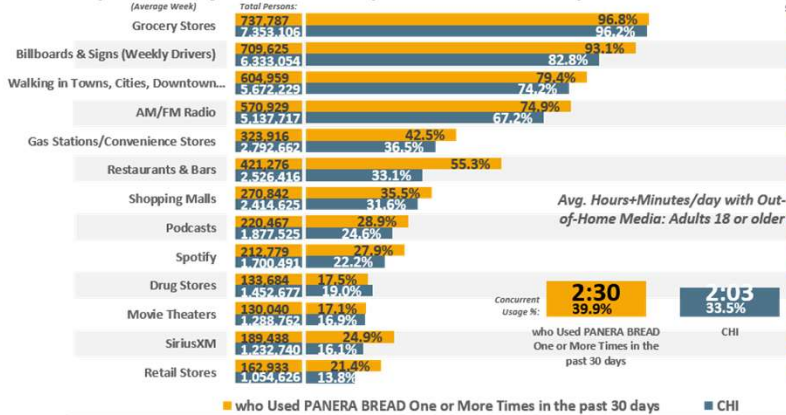
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

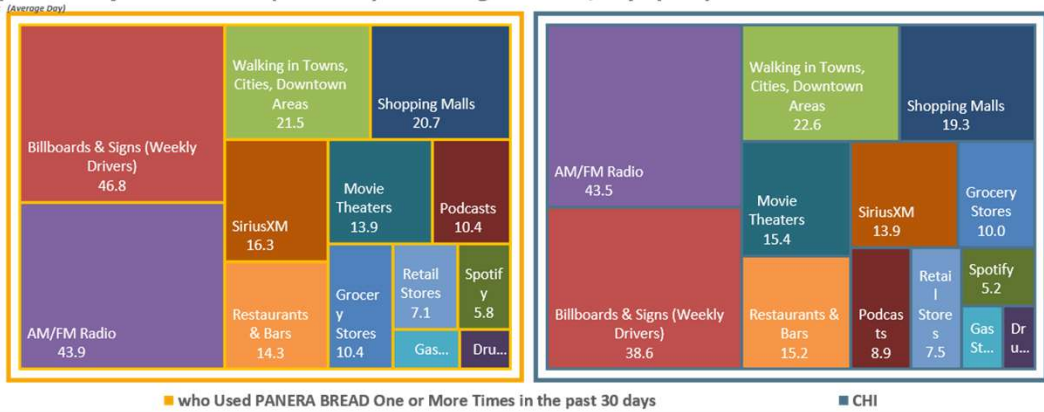


709,625 or 93.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes

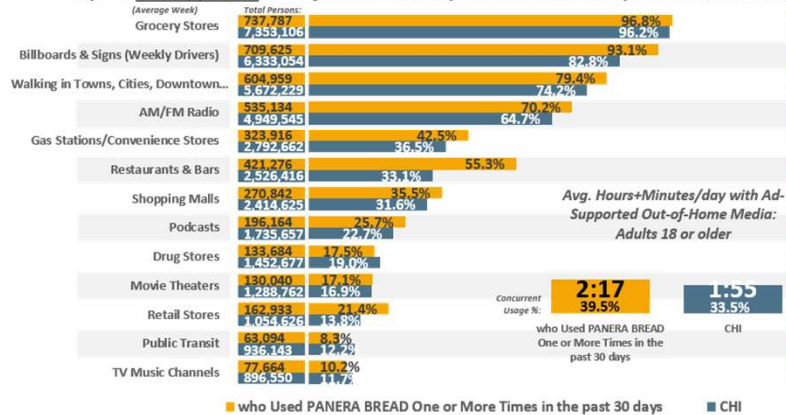
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



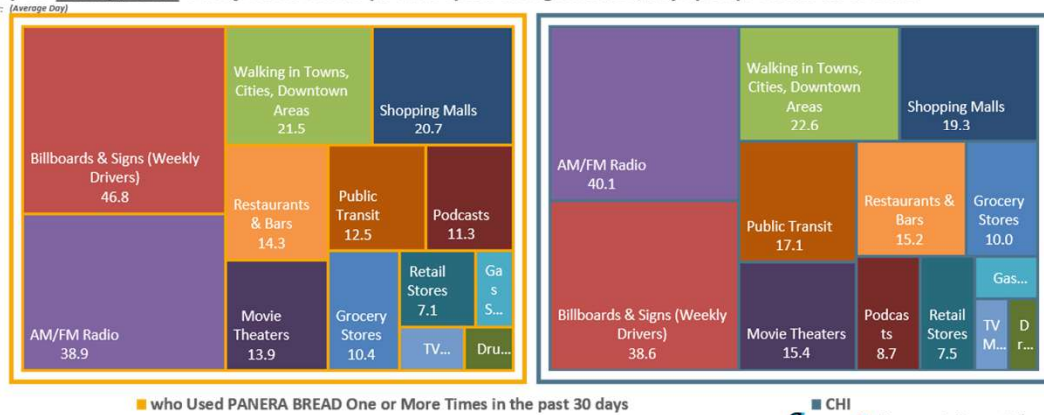
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 479
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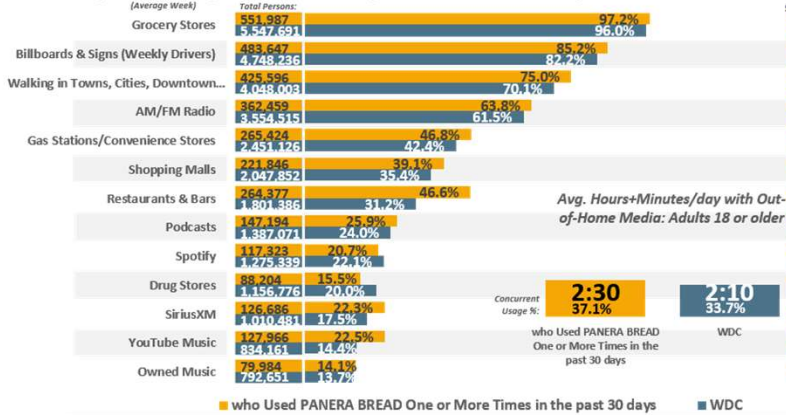
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

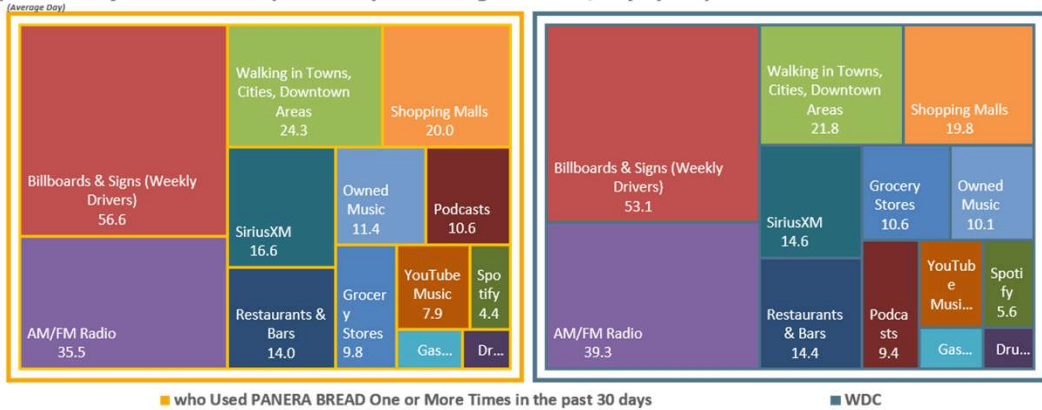


483,647 or 85.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 56.6 minutes per day driving, seeing Billboards and Signs. 59.9% Listen to Local Radio Stations Out-of-Home for an average of 32.5 minutes

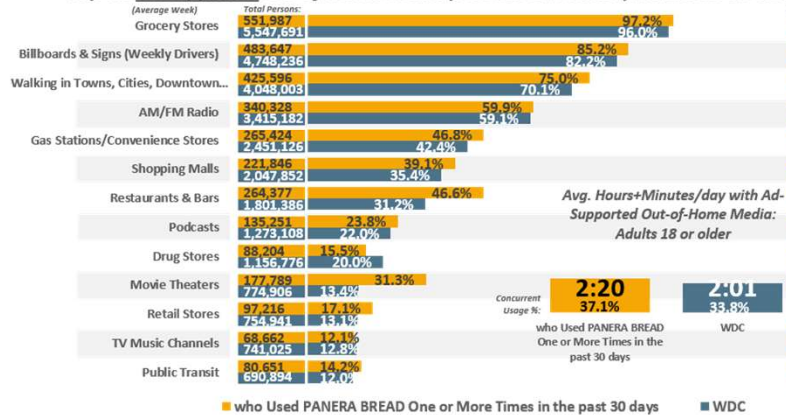
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



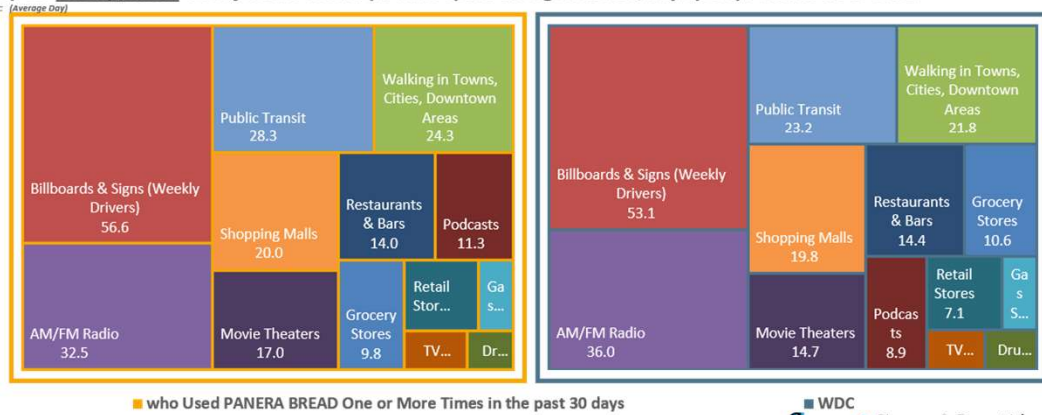
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



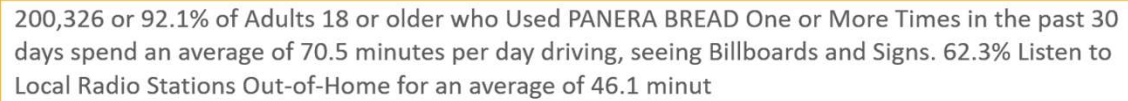
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



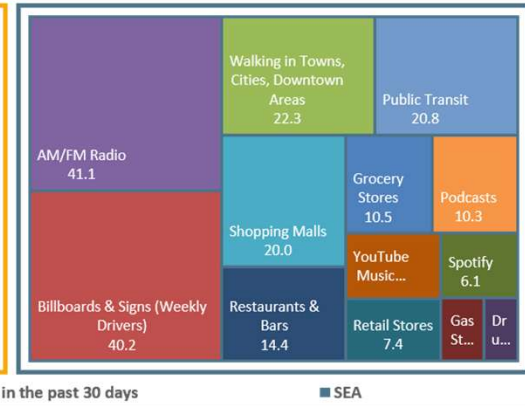
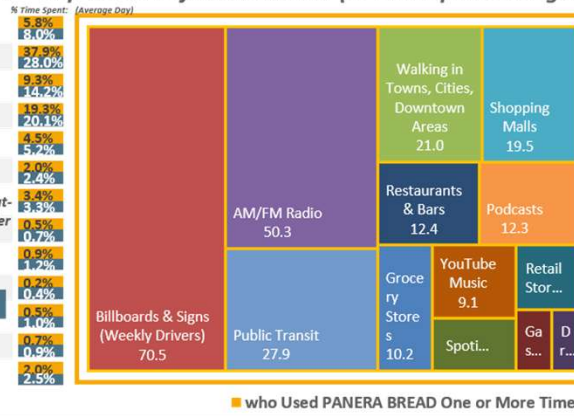
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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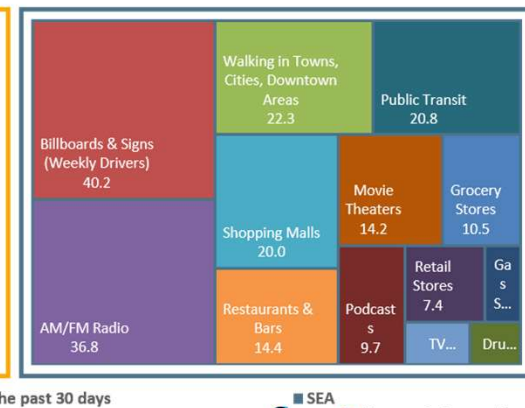
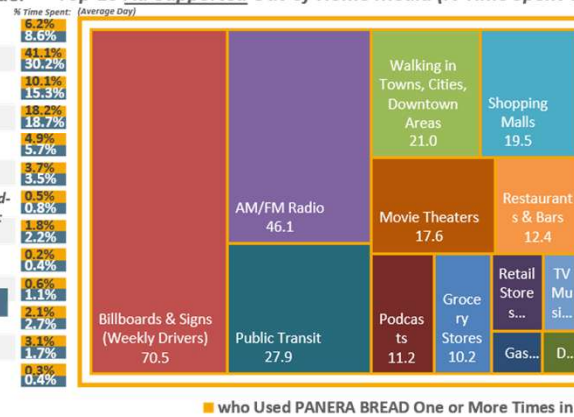
Quick service restaurants used past 30 days: Panera Bread



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



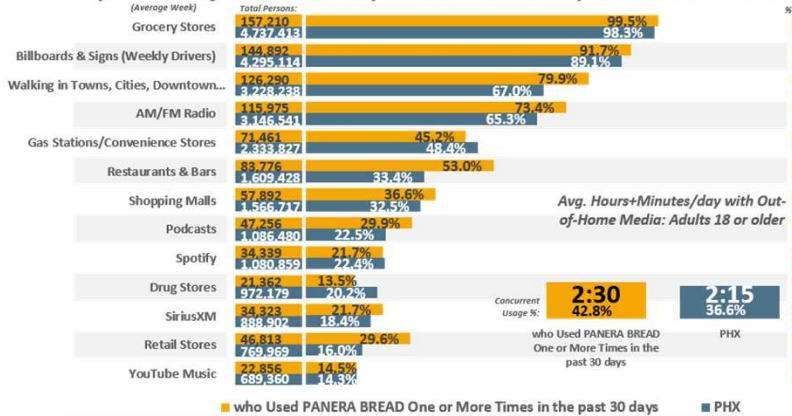
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



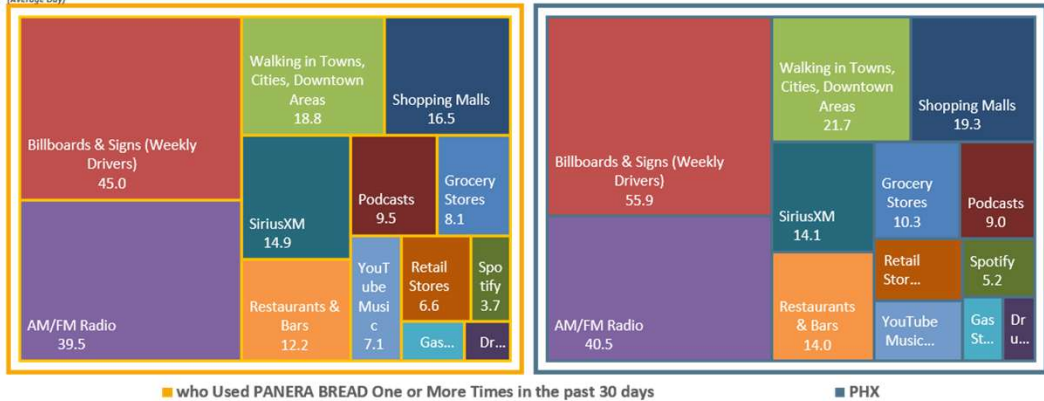


144,892 or 91.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 45. minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minute

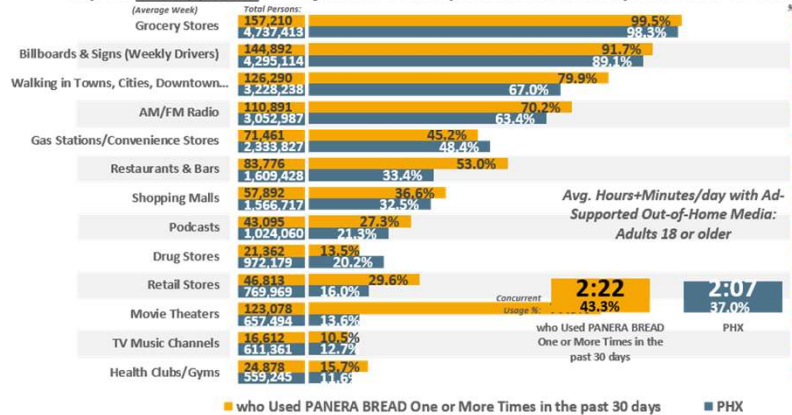
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



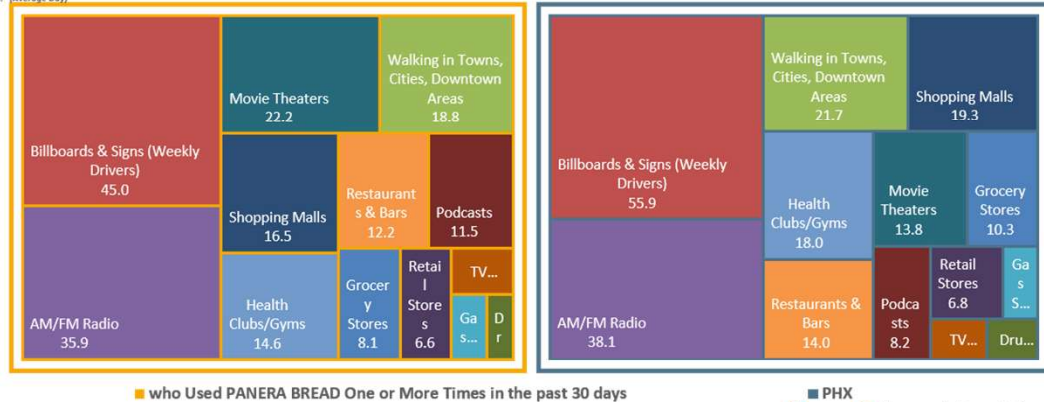
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 119
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Quick service restaurants used past 30 days: Panera Bread

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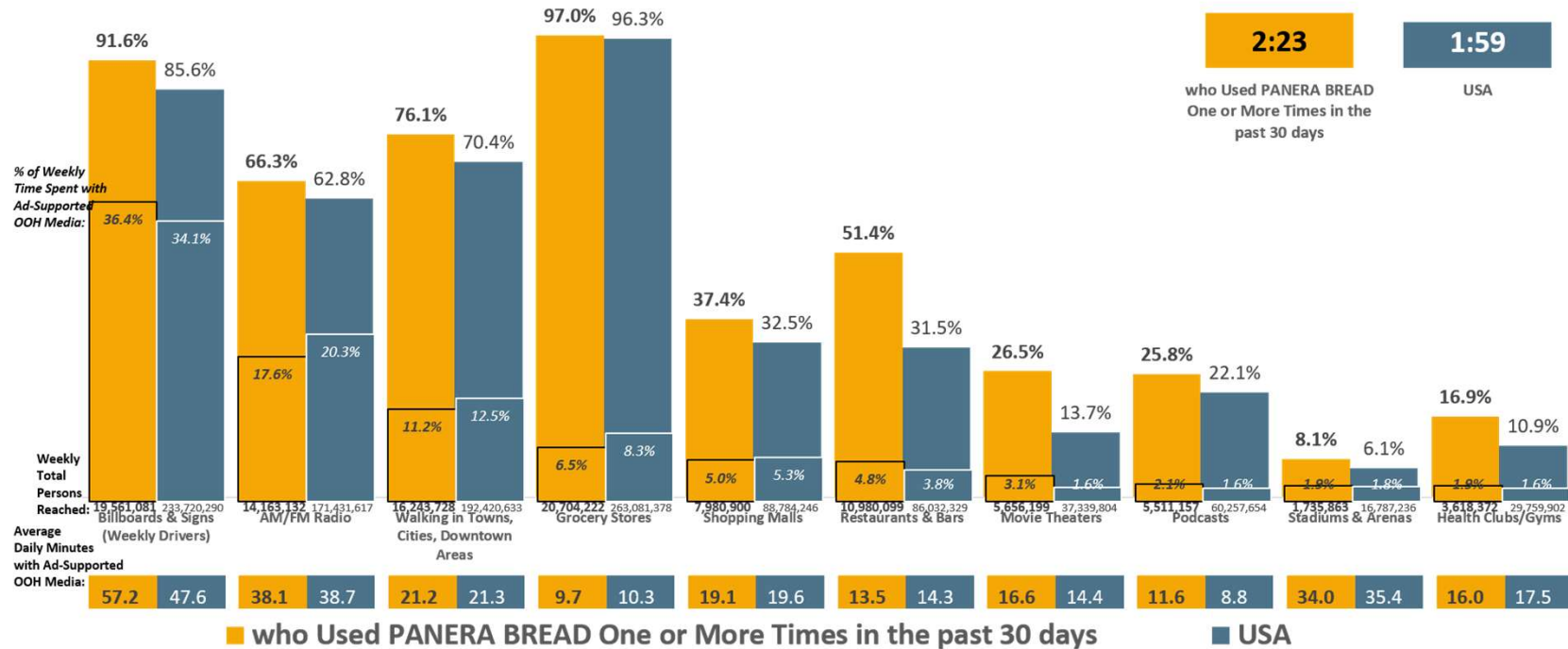


19,561,081 or 91.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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: Jan25-Mar26 Qual Intab 2,320 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: Panera Bread

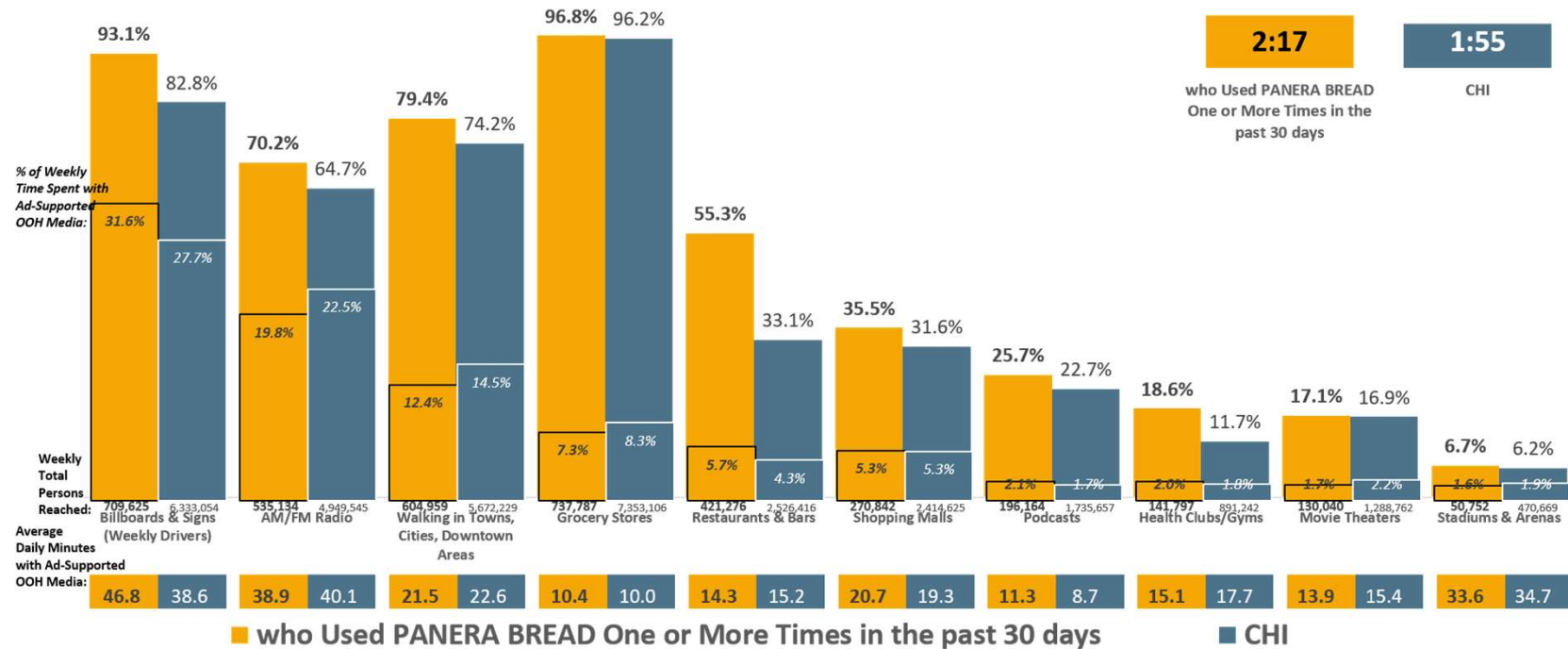


709,625 or 93.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 46.8 minutes per day driving, seeing Billboards and Signs representing 31.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 479
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Quick service restaurants used past 30 days: Panera Bread

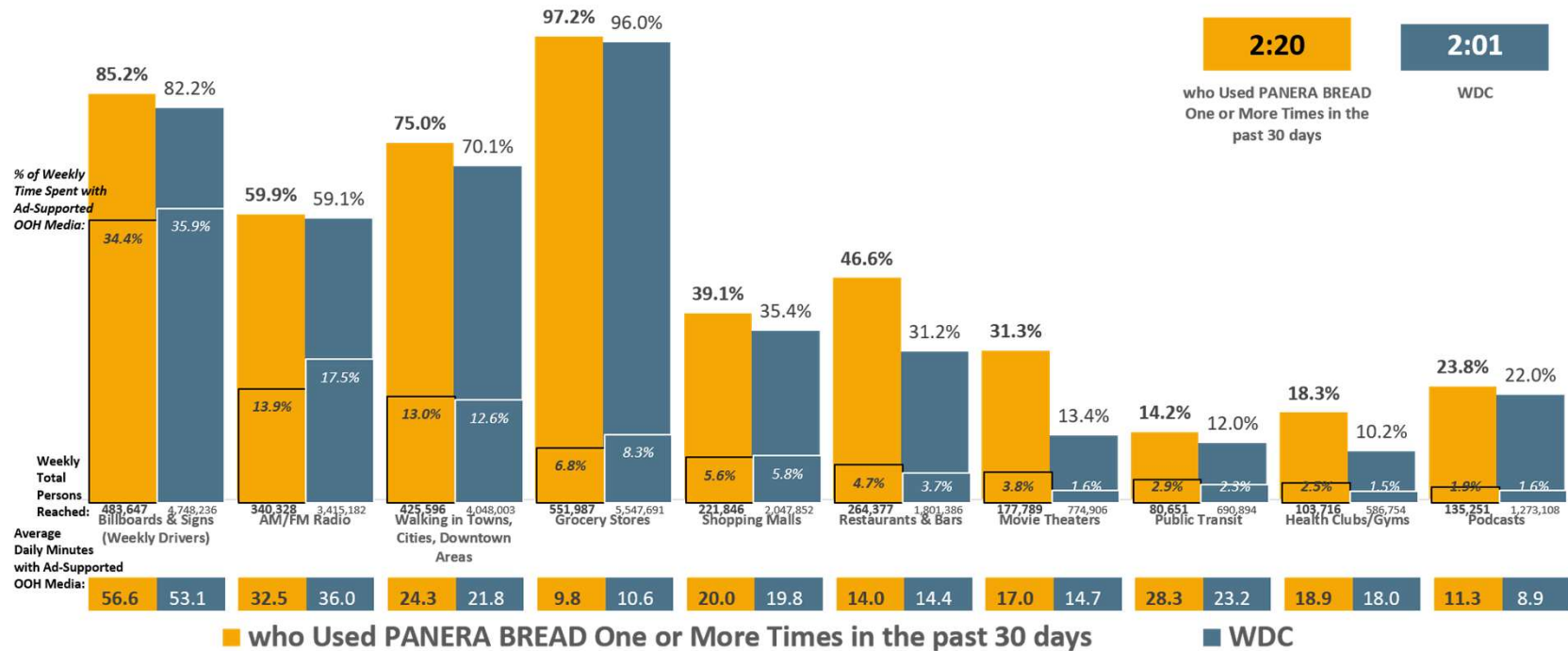


483,647 or 85.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 56.6 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

soefa.ai Share of Everything for Anything

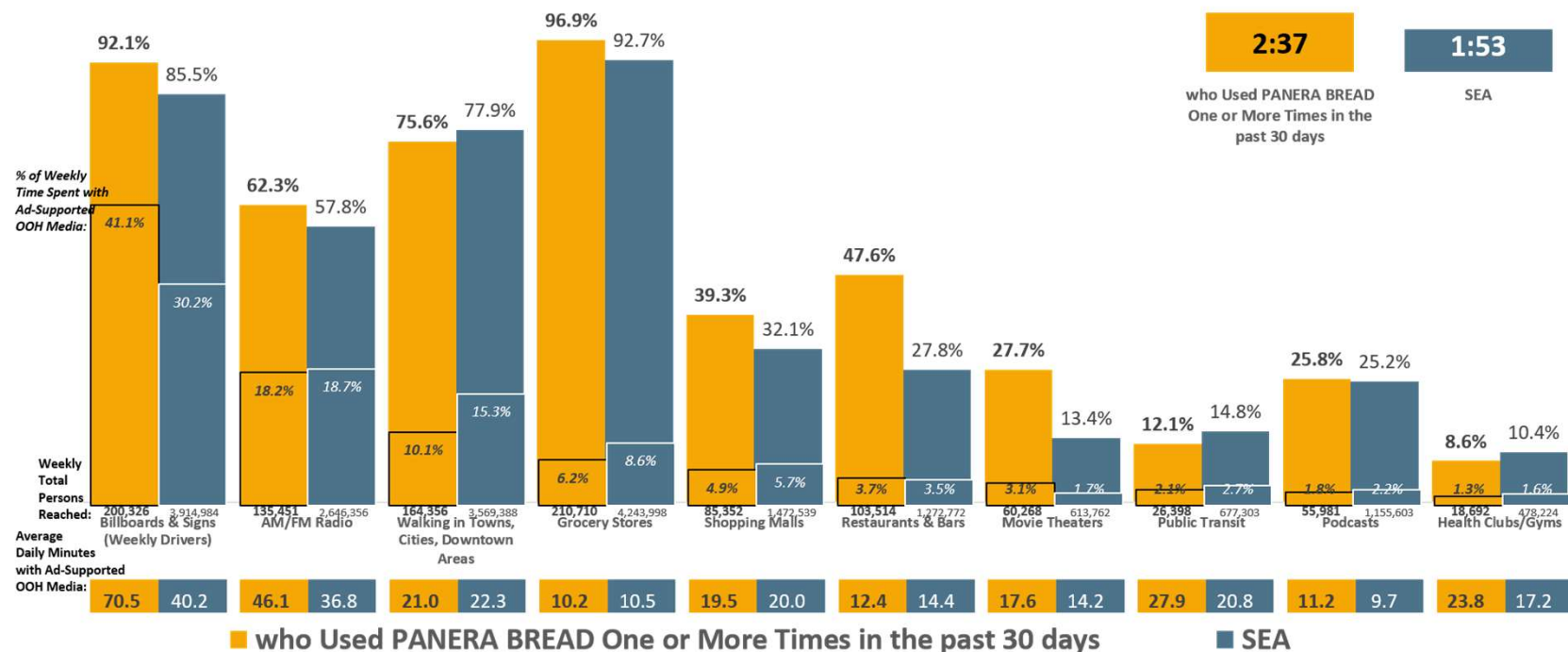


200,326 or 92.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 70.5 minutes per day driving, seeing Billboards and Signs representing 41.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:37

who Used PANERA BREAD One or More Times in the past 30 days

1:53

SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Quick service restaurants used past 30 days: Panera Bread

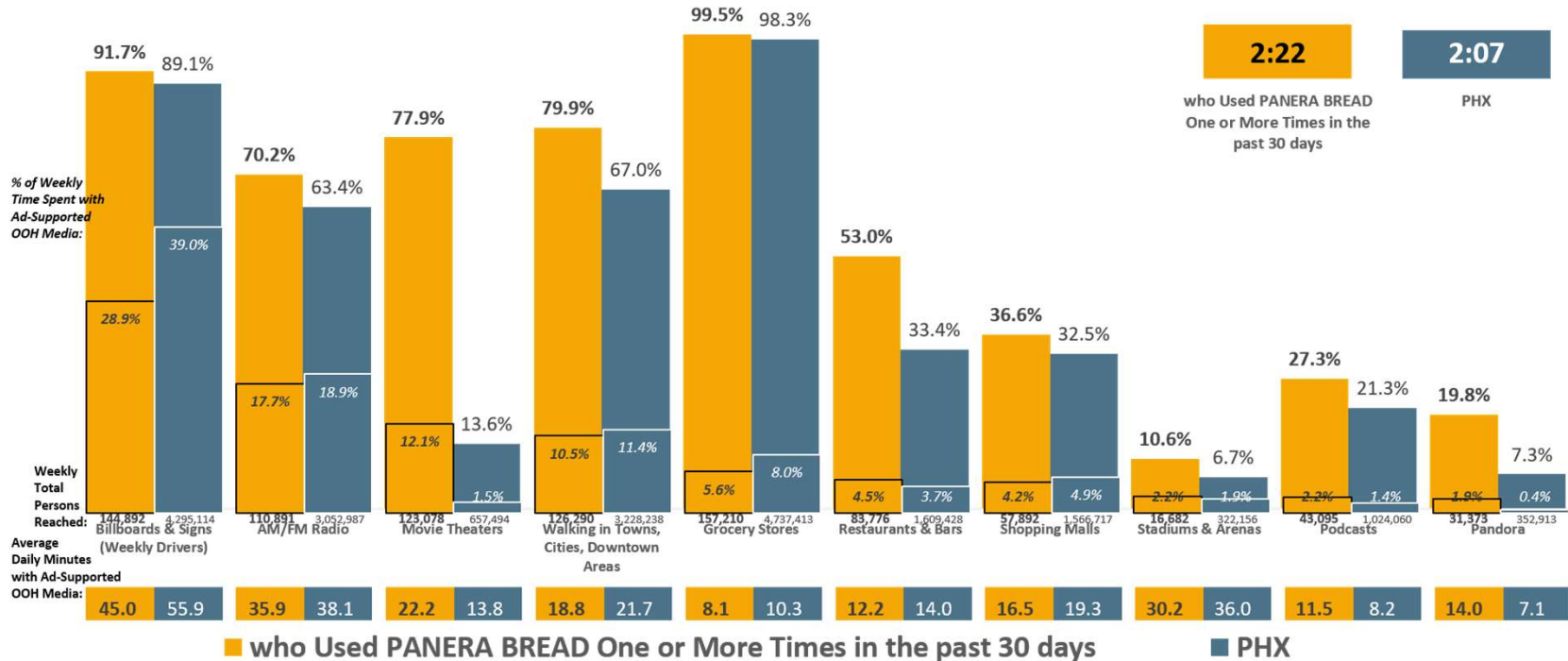


144,892 or 91.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 45. minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 119
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

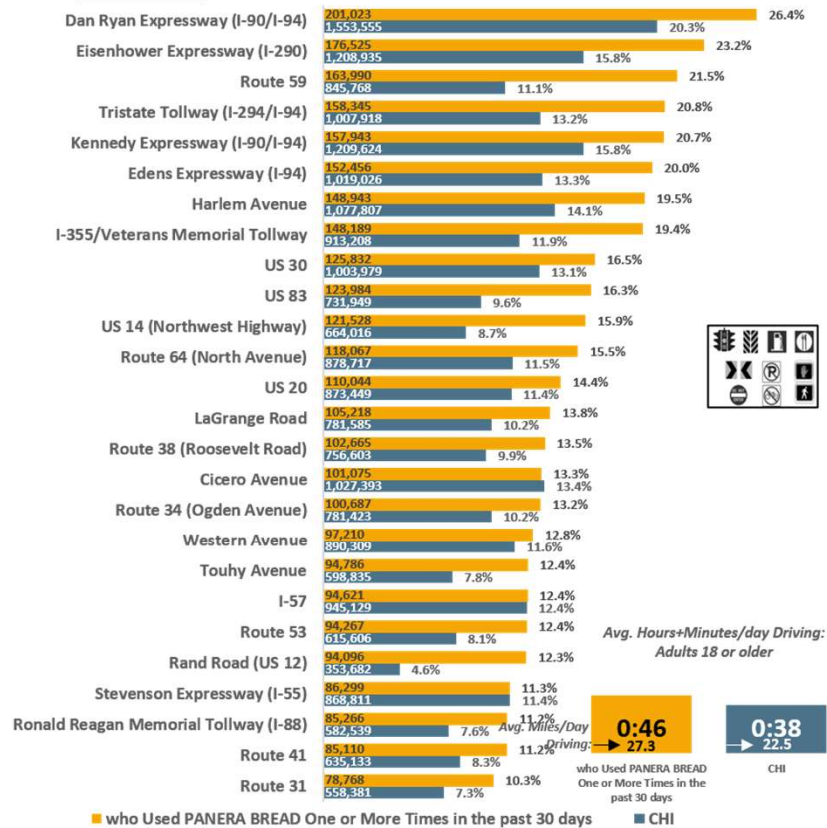
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

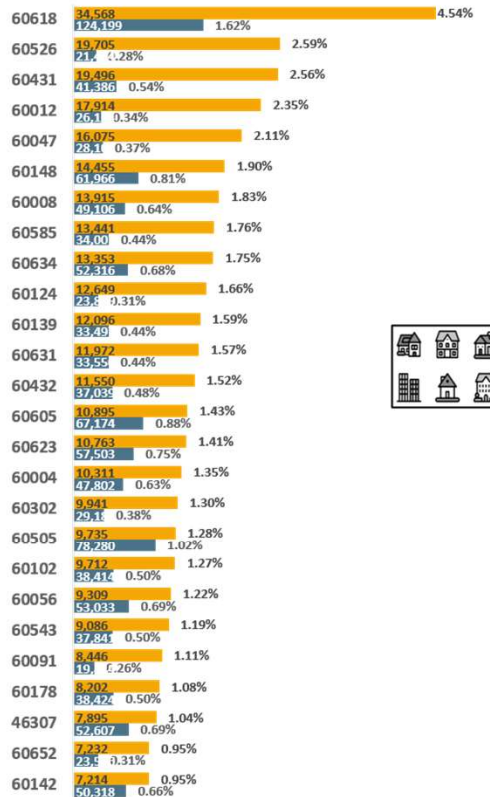


709,625 or 93.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 46.8 minutes per day driving an average of 27.3 miles each day and are 94.5% more likely to use Route 59 than the Metro average.

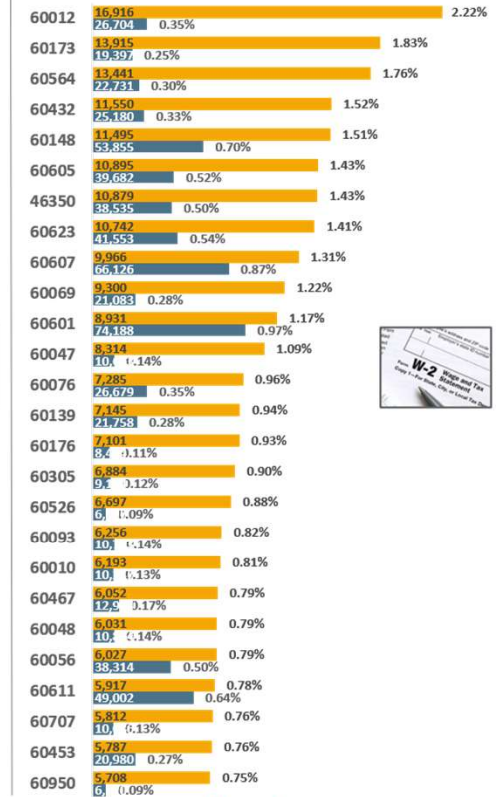
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



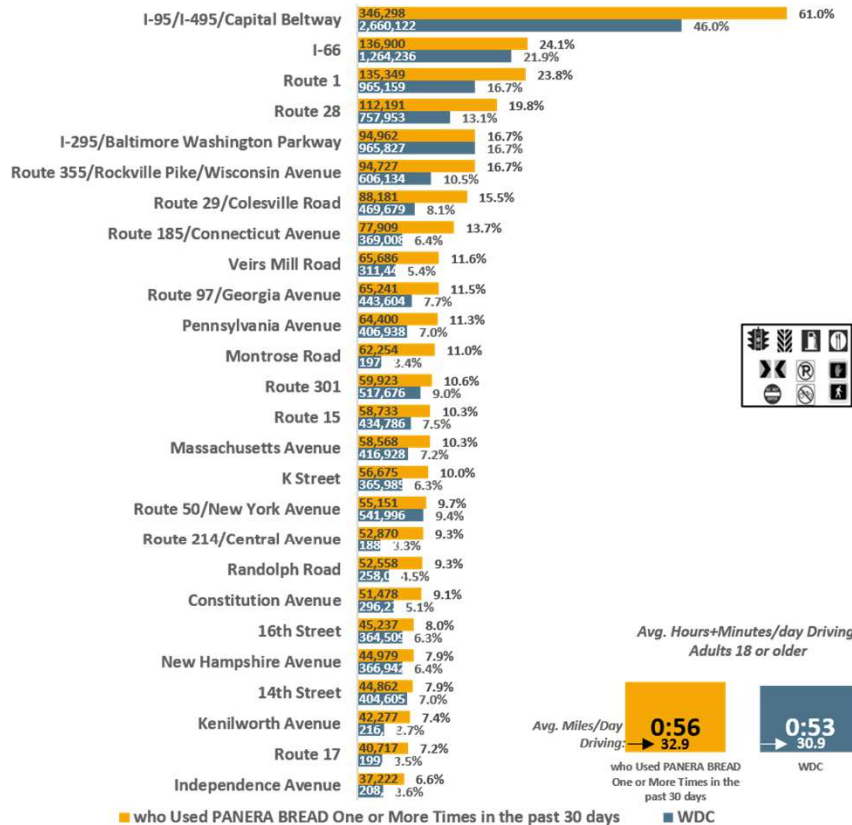
Top-26 Employment Zip Codes: Adults 18 or older





483,647 or 85.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 56.6 minutes per day driving an average of 32.9 miles each day and are 221.5% more likely to use Montrose Road than the Metro average.

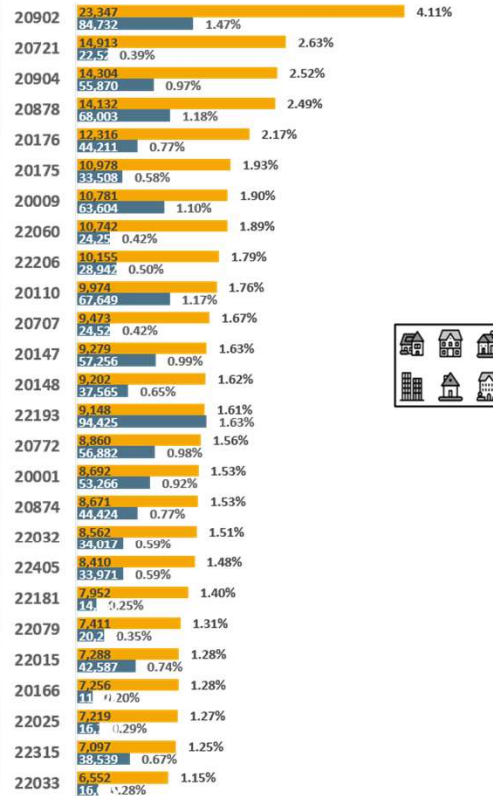
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



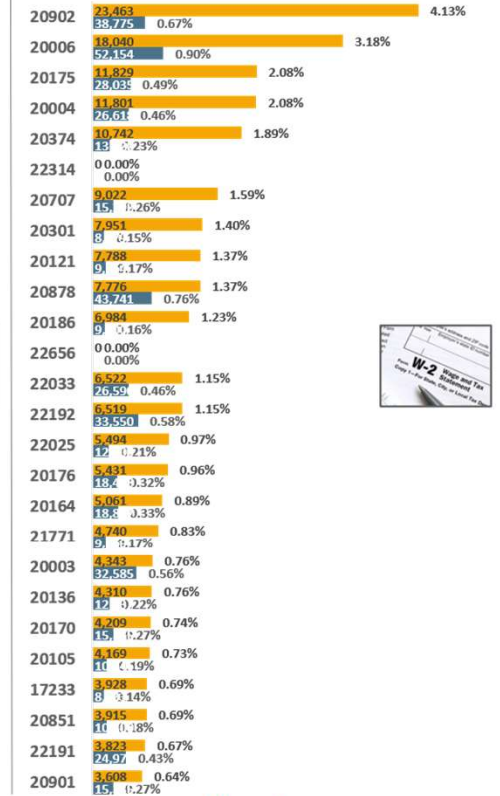
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



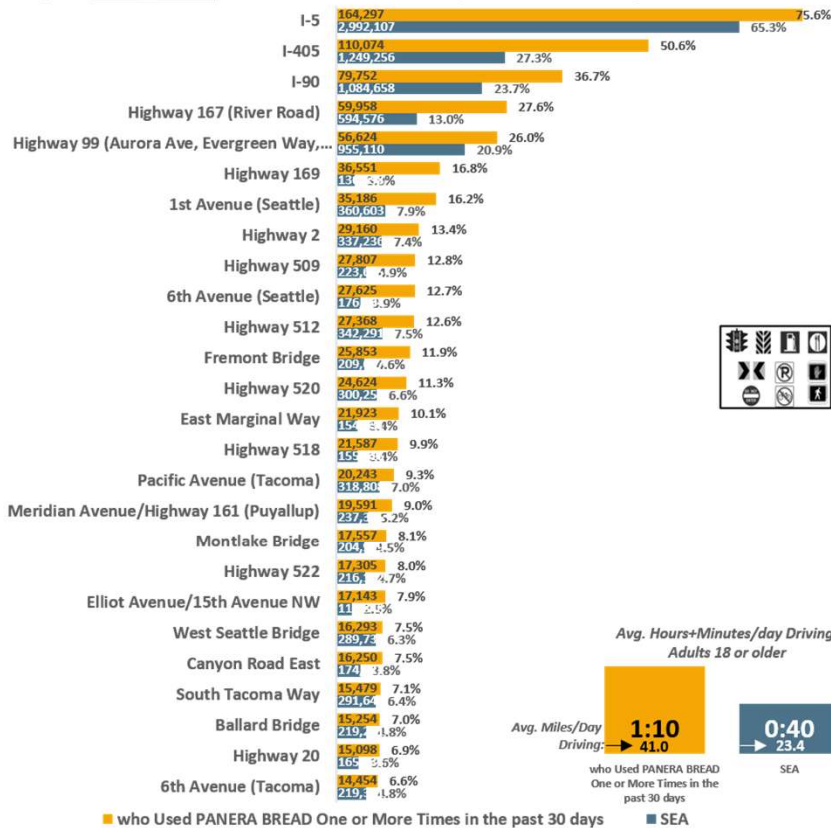
Top-26 Employment Zip Codes: Adults 18 or older



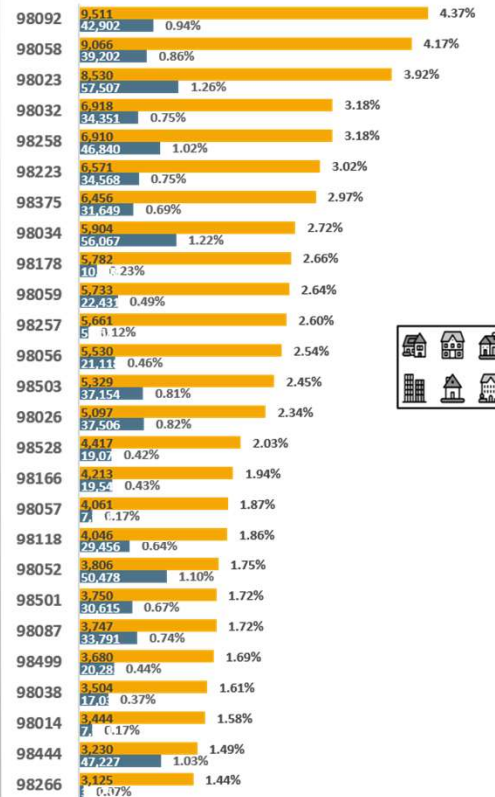


200,326 or 92.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 70.5 minutes per day driving an average of 41. miles each day and are 463.5% more likely to use Highway 169 than the Metro average.

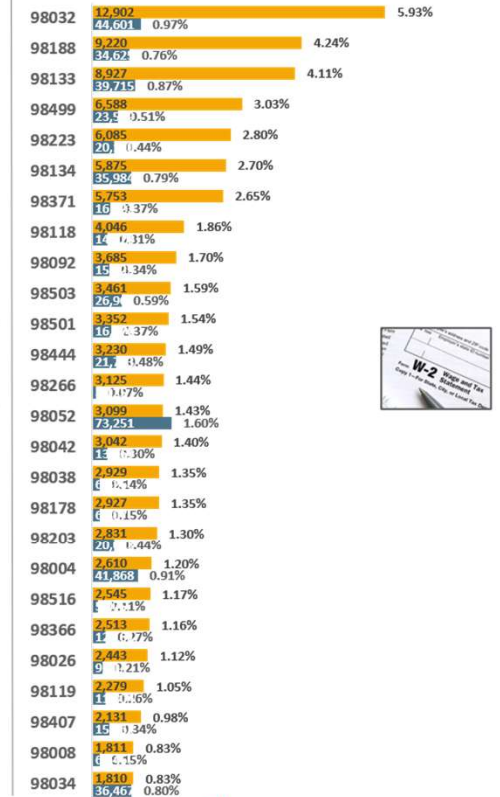
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



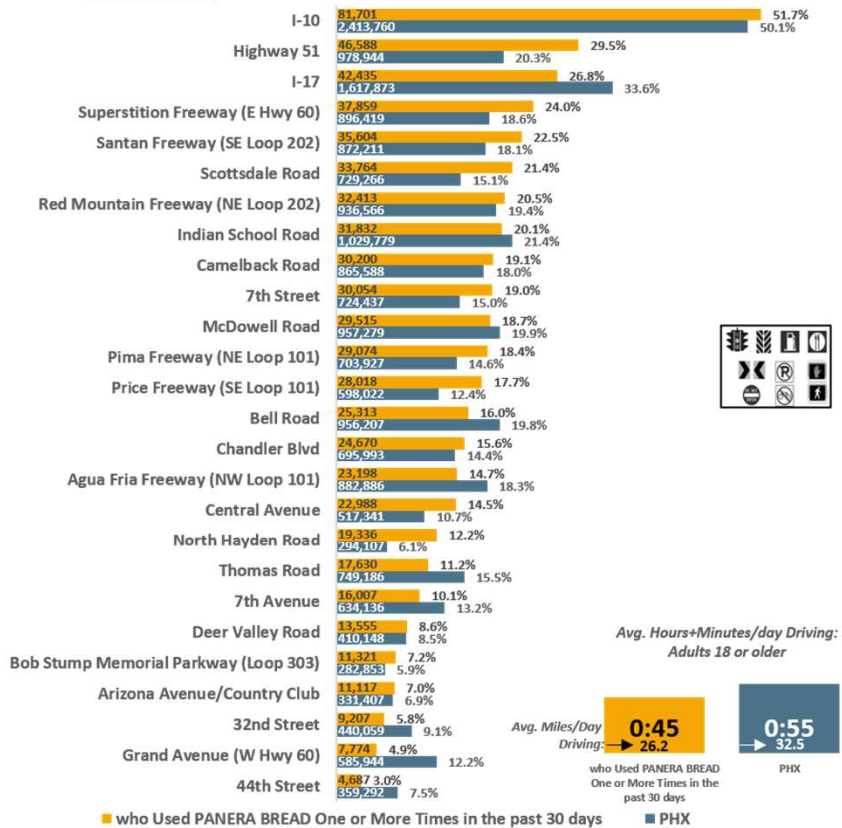
Top-26 Employment Zip Codes: Adults 18 or older



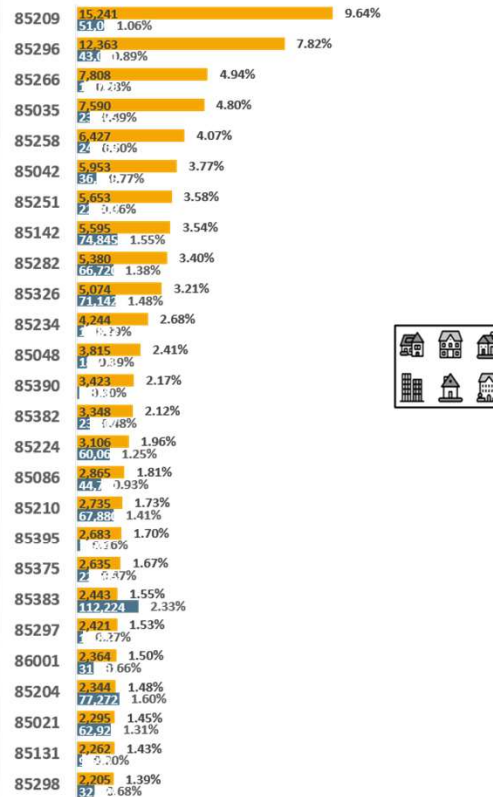


144,892 or 91.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 45. minutes per day driving an average of 26.2 miles each day and are 100.4% more likely to use North Hayden Road than the Metro average

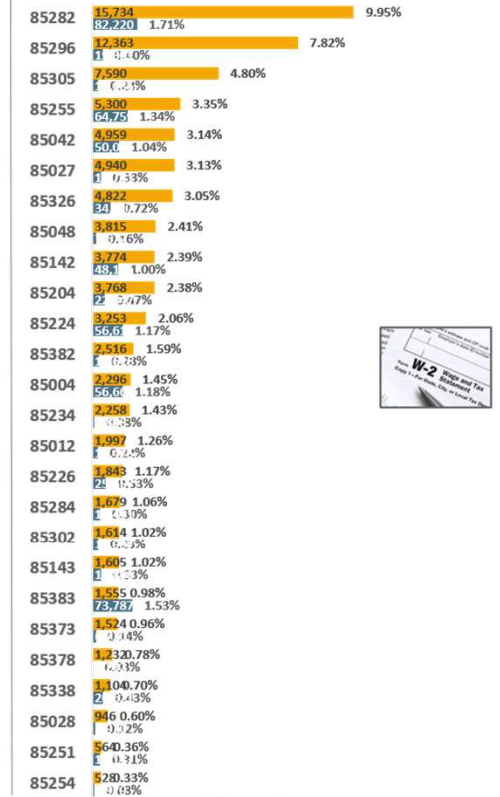
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



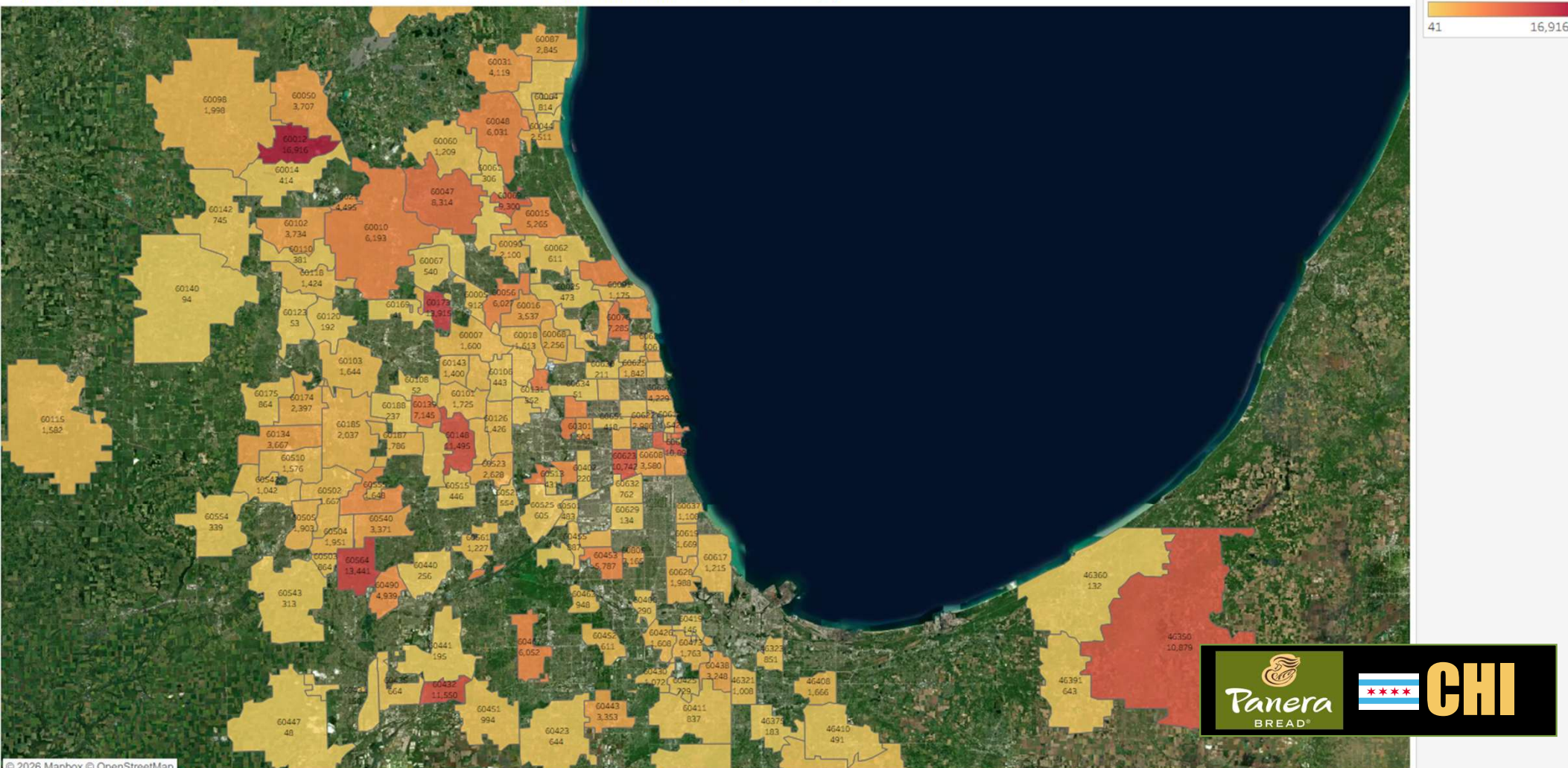
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

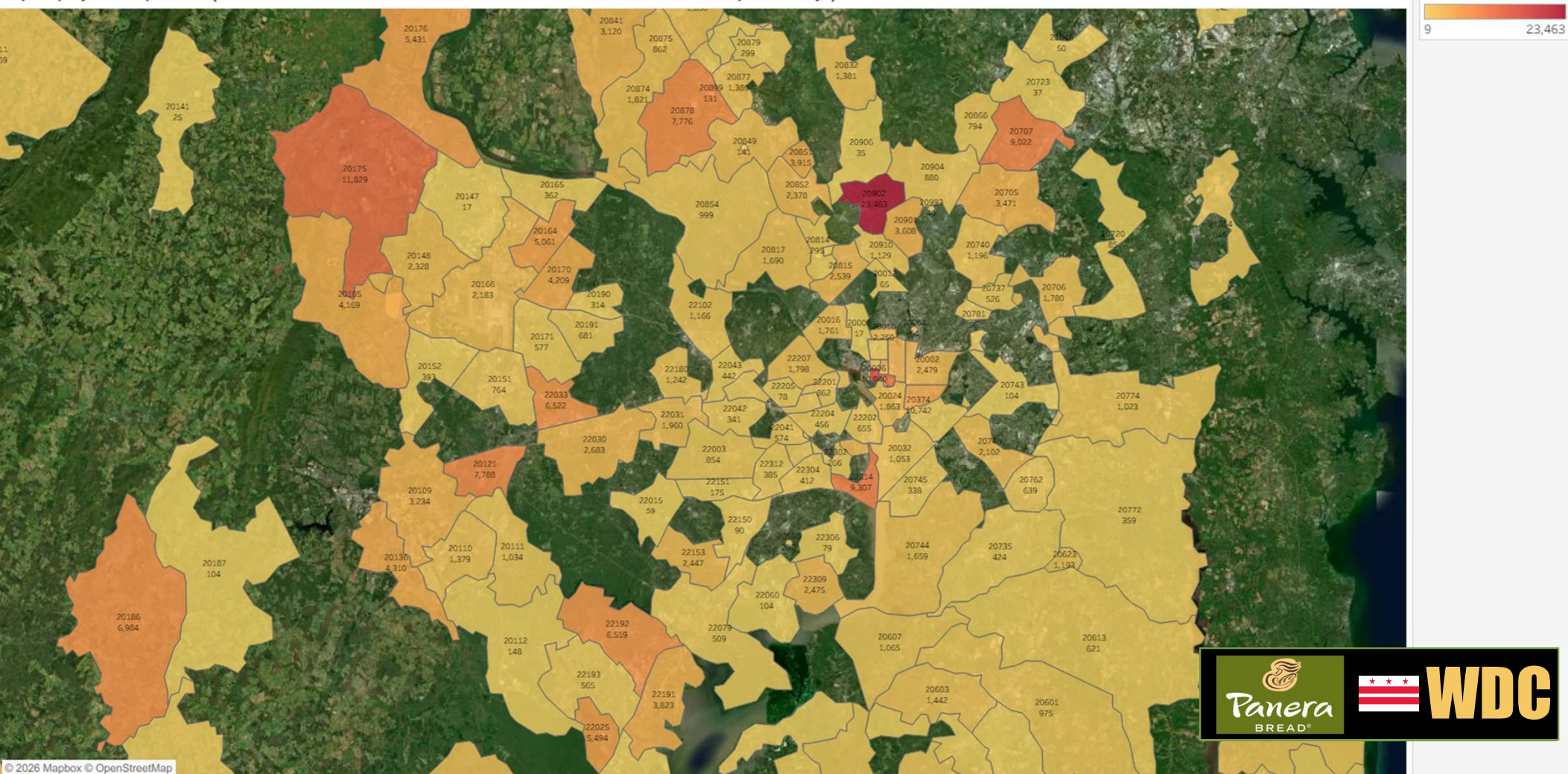


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 479
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Quick service restaurants used past 30 days: Panera Bread

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



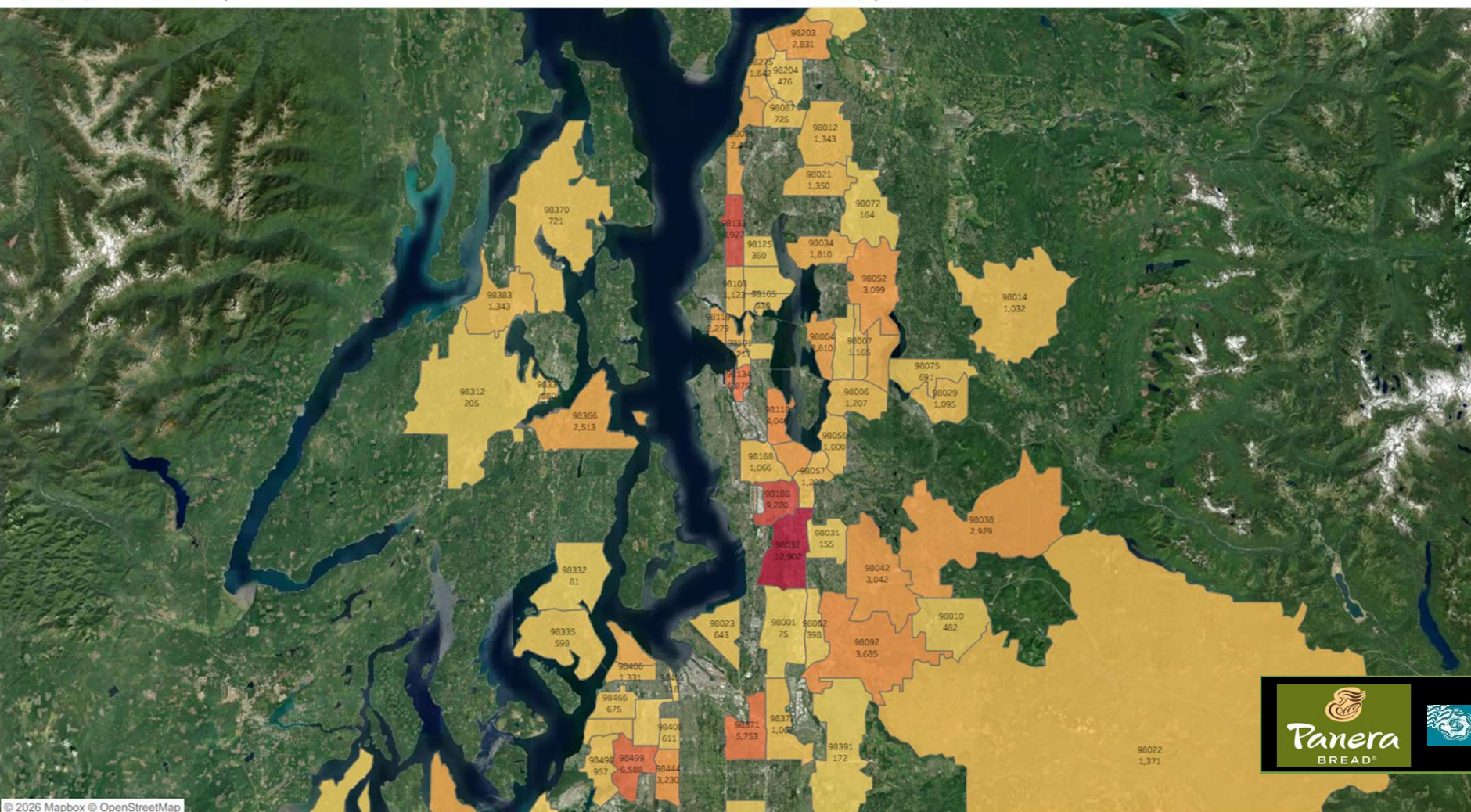
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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 688
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for Anything .

Quick service restaurants used past 30 days: Panera Bread

SUM(Adults 18 or olde...
61 12,902



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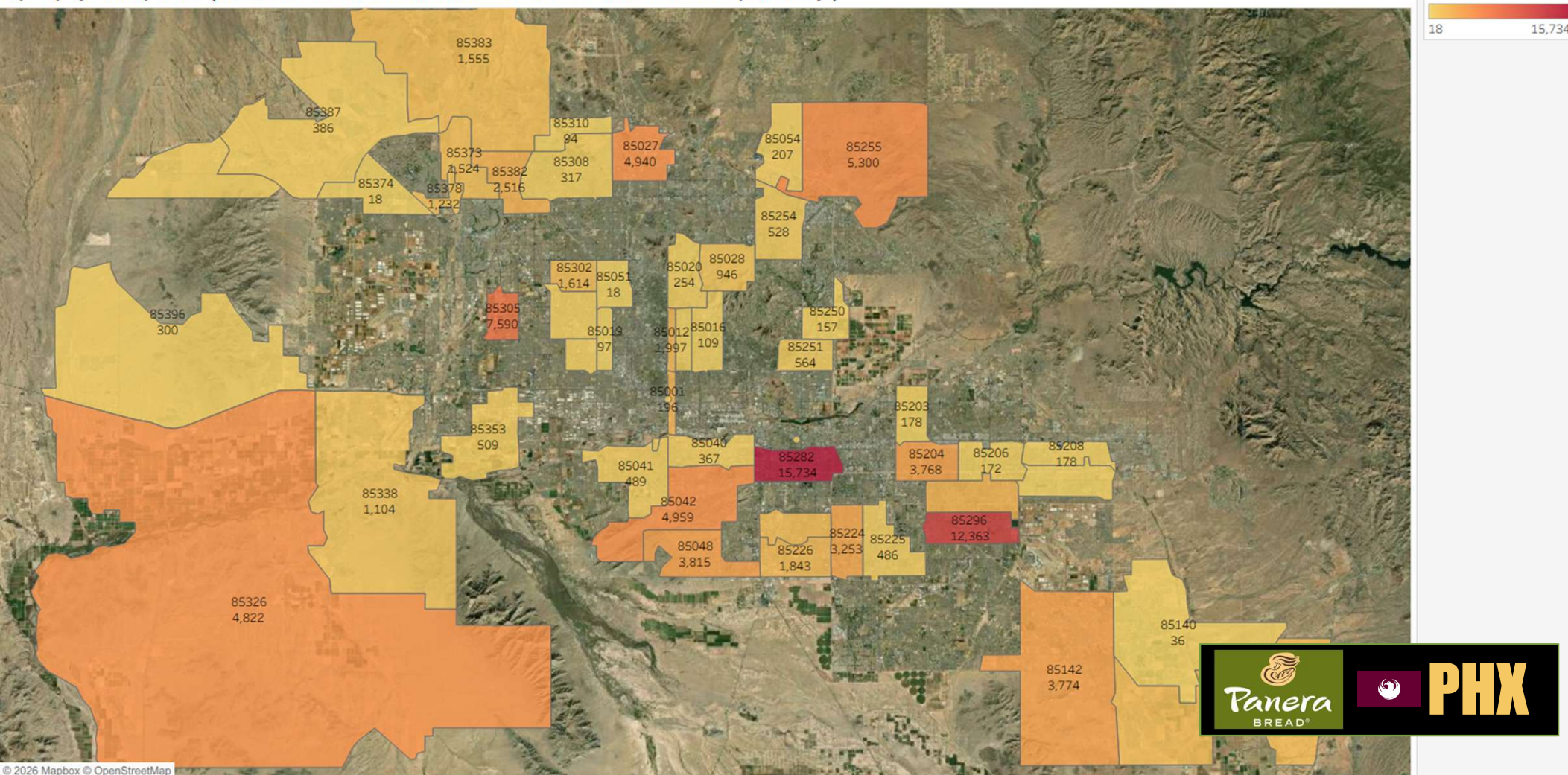

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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 203

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Quick service restaurants used past 30 days: Panera Bread

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



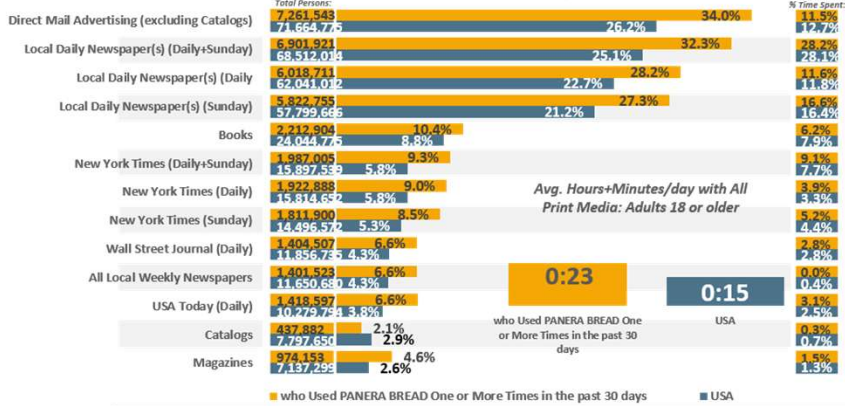
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6,901,921 or 32.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 30.1% of all time spent daily with All forms of Print

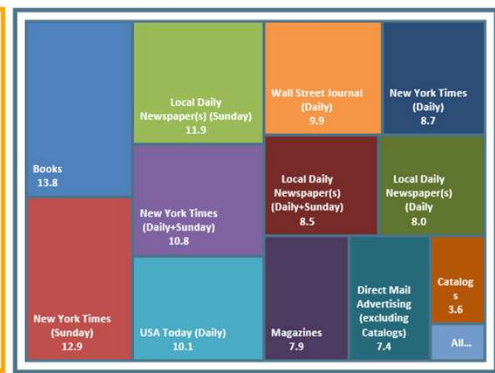
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



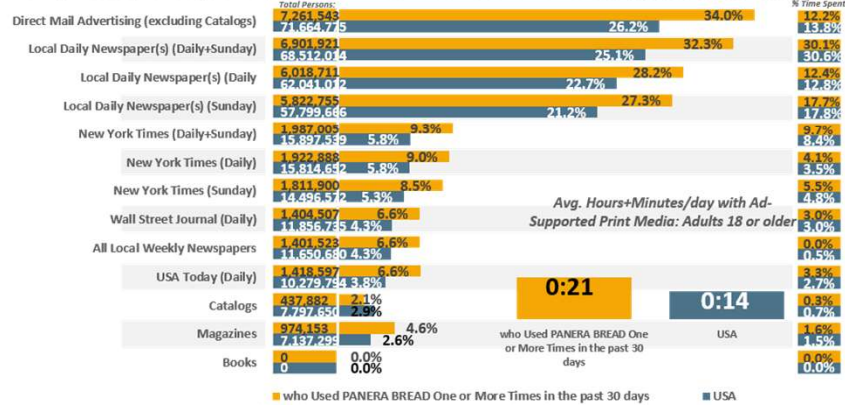
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older



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



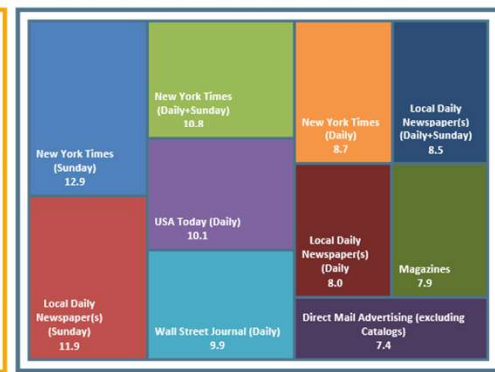
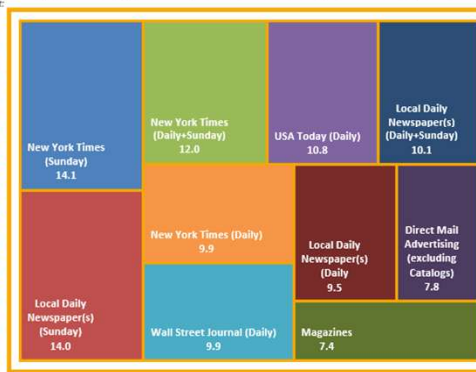
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



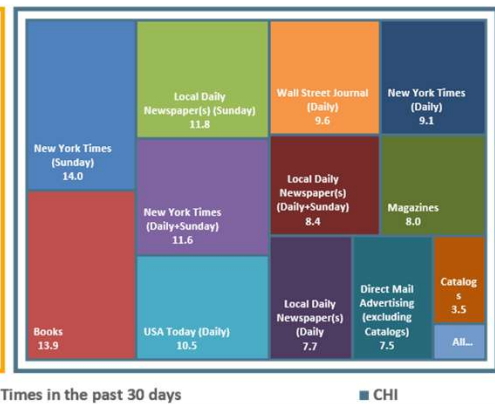
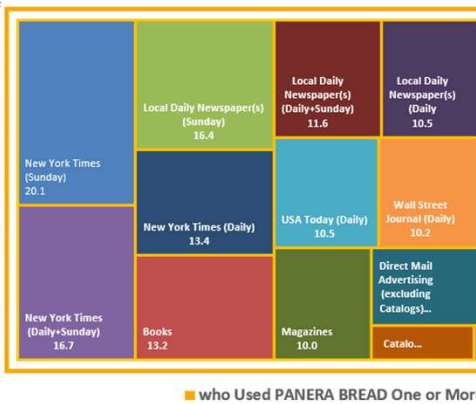
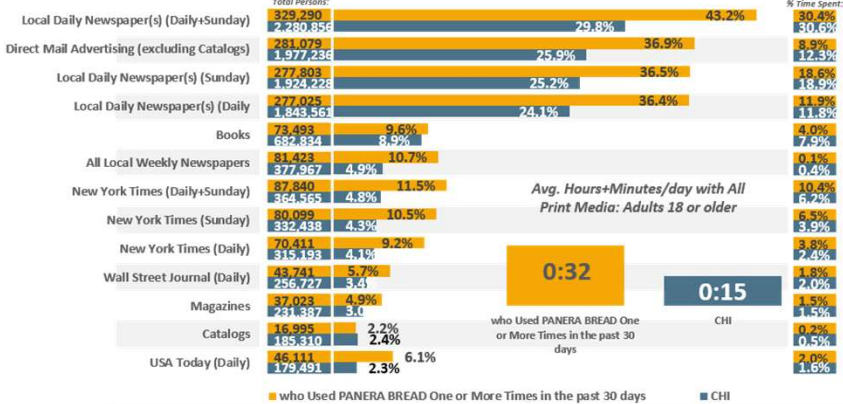
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



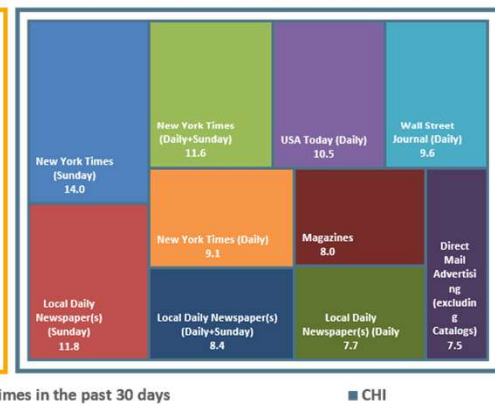
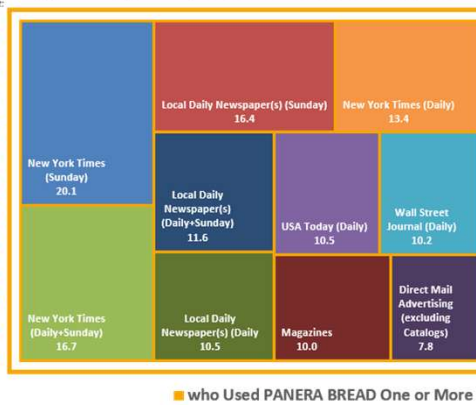
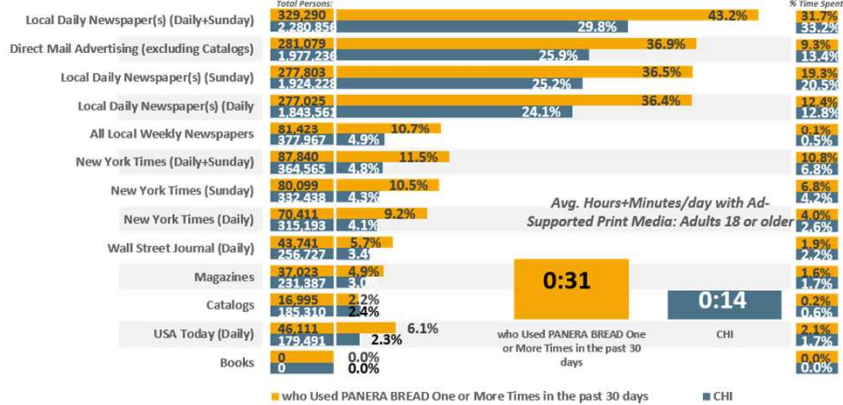


329,290 or 43.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 31.7% of all time spent daily with All forms of Print Media

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**



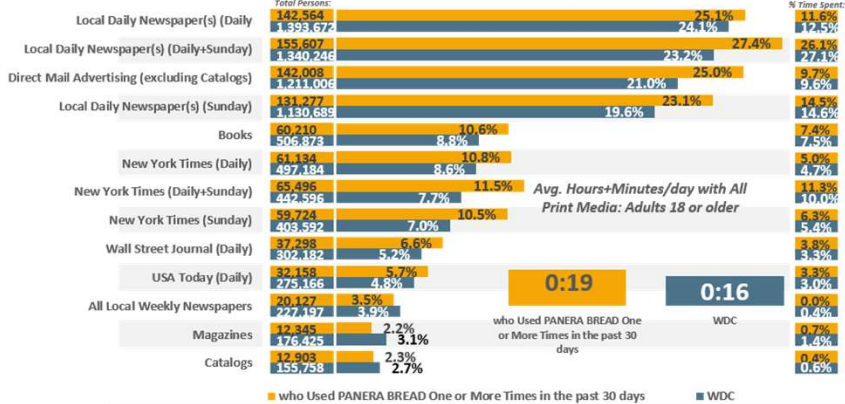
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





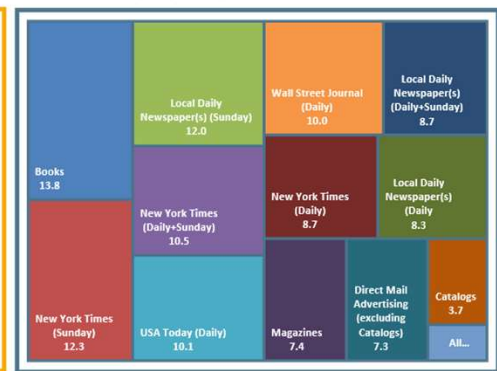
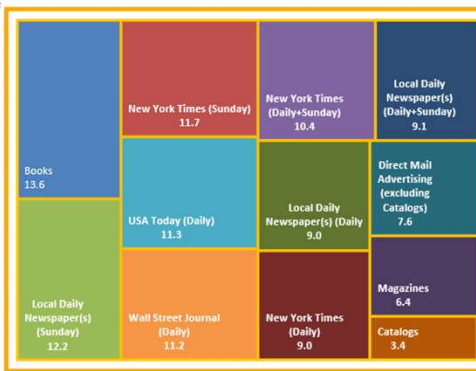
155,607 or 27.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.2% of all time spent daily with All forms of Print Med

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

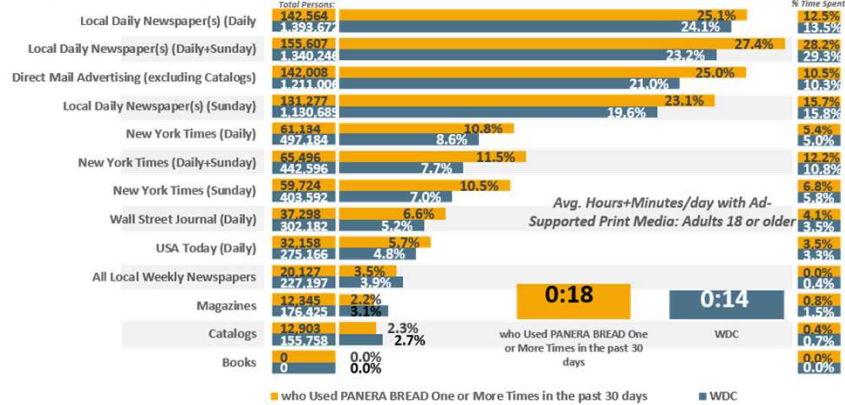


0:19 0:16

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

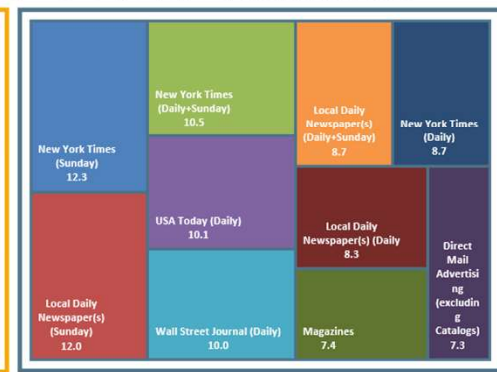
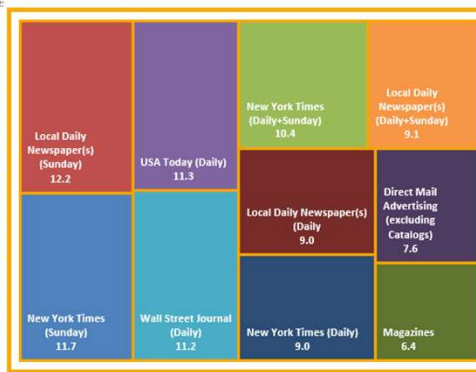


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



0:18 0:14

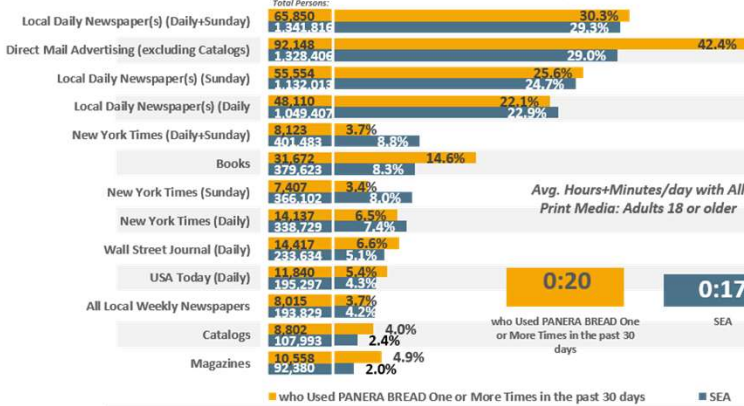
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





65,850 or 30.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 31.4% of all time spent daily with All forms of Print Med

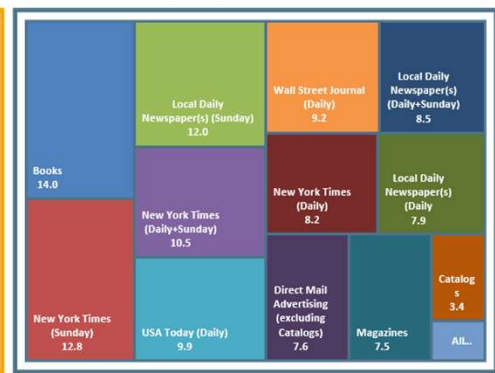
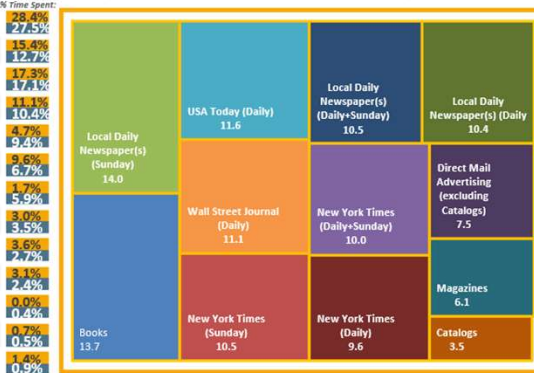
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



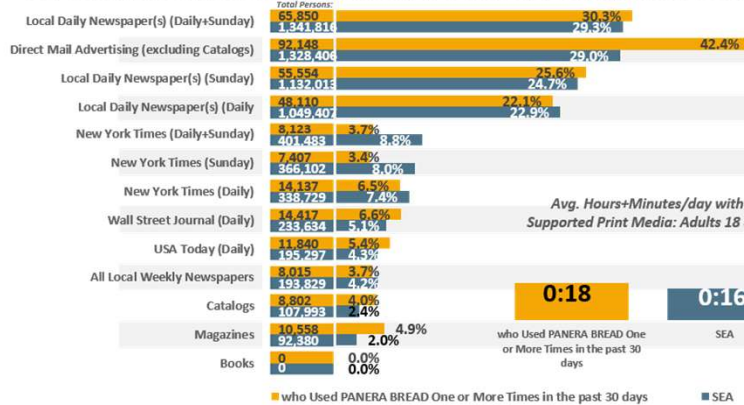
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:20 SEA

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



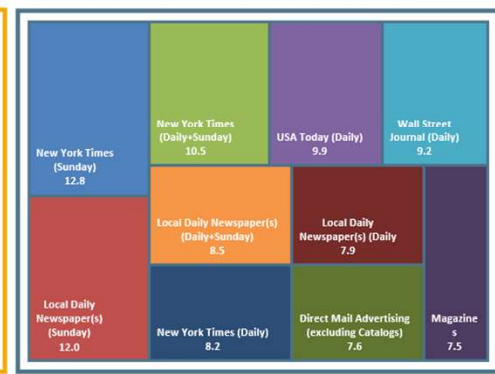
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older

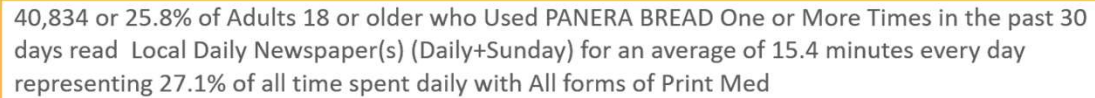


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:18 SEA

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

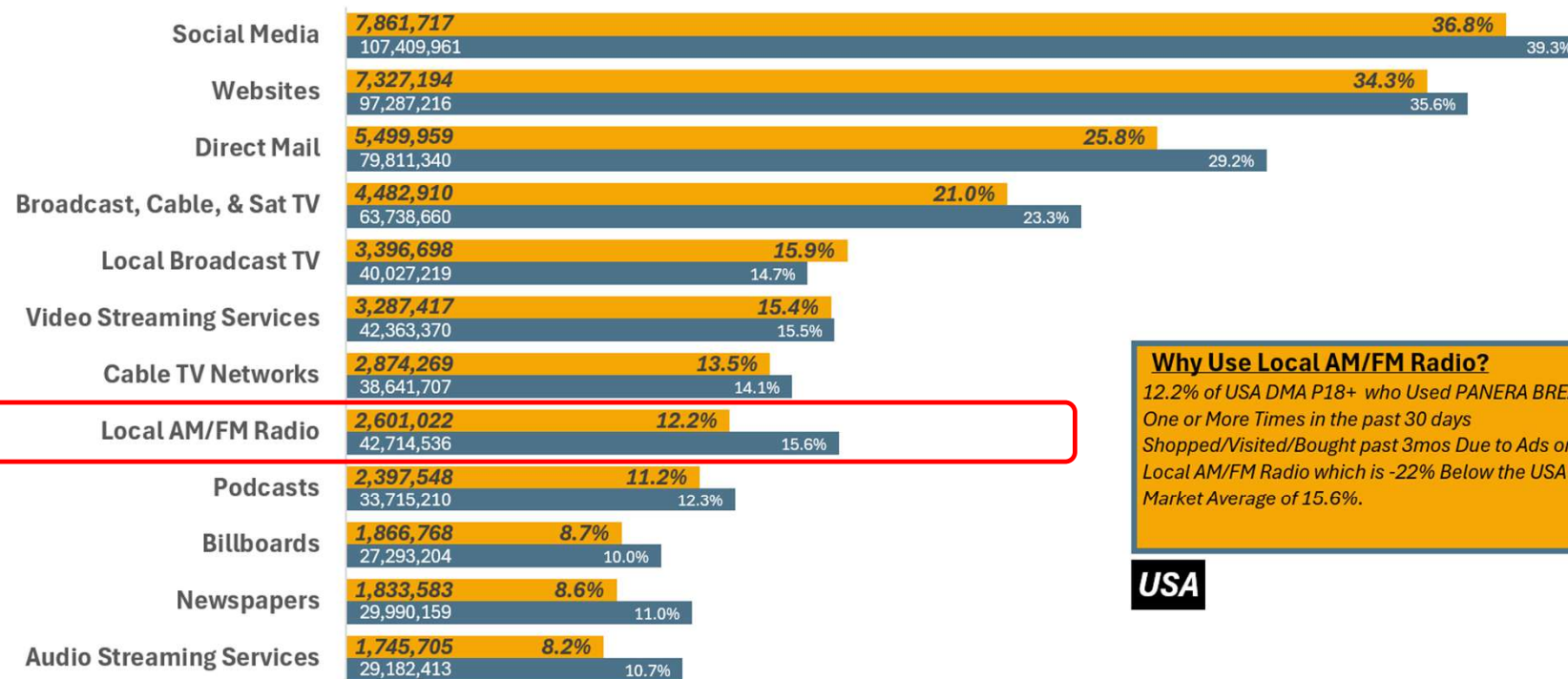






"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.2% of USA DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the USA DMA Market Average of 15.6%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2320
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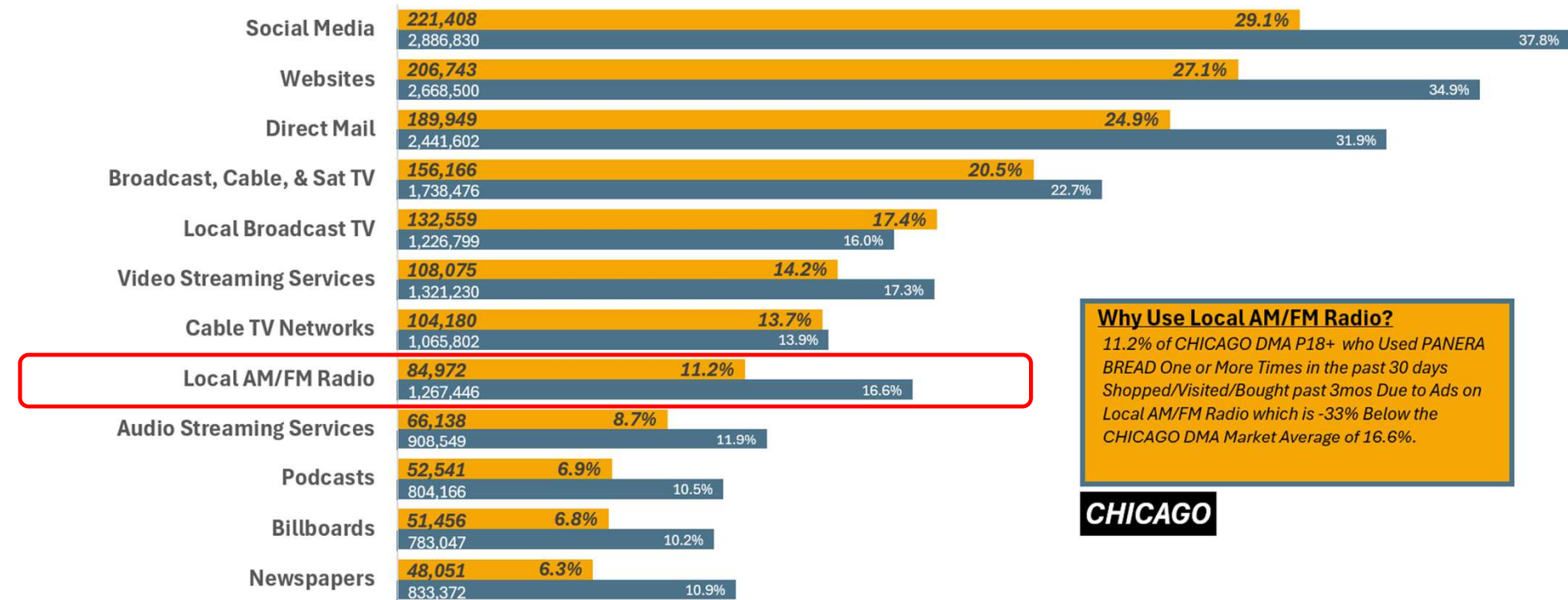
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Quick service restaurants used past 30 days: Panera Bread



"Advertising Actions"

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



Why Use Local AM/FM Radio?
11.2% of CHICAGO DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -33% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

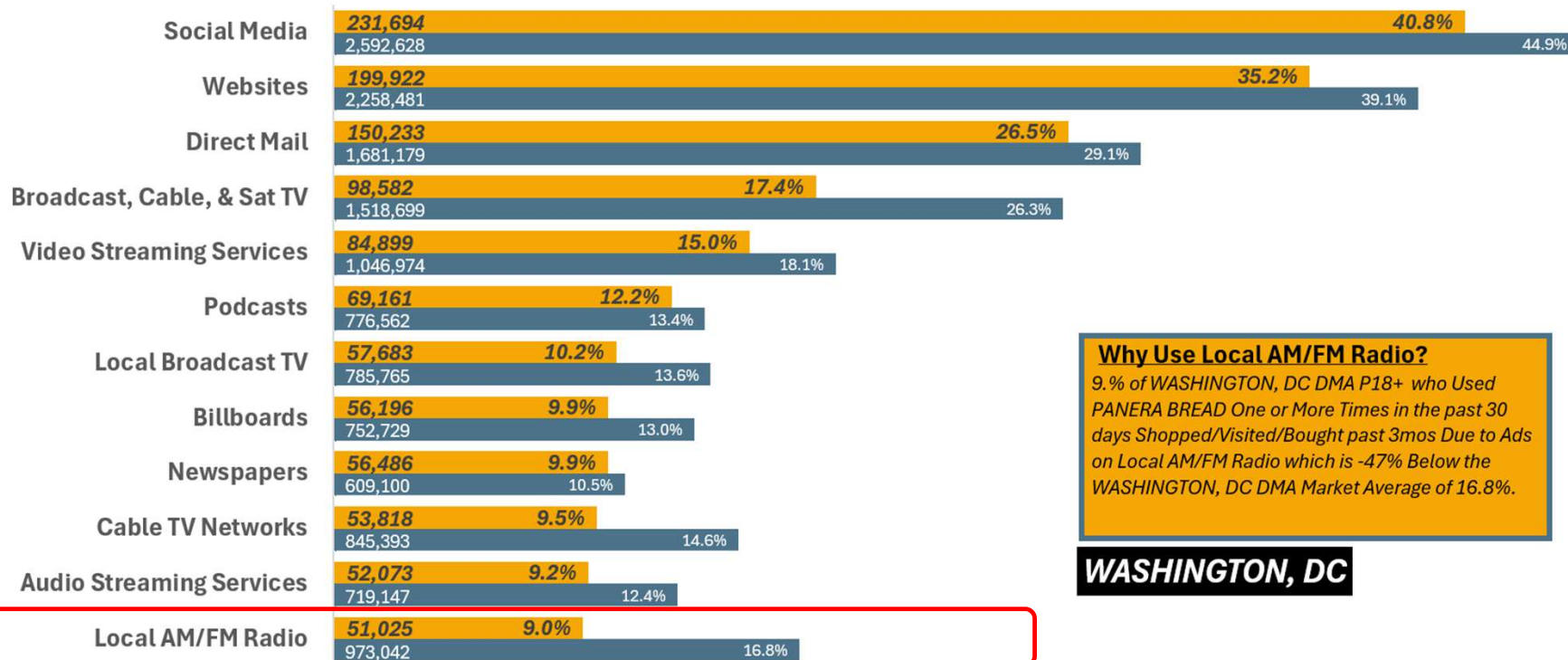
■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 479
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.9% of WASHINGTON, DC DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -47% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 688
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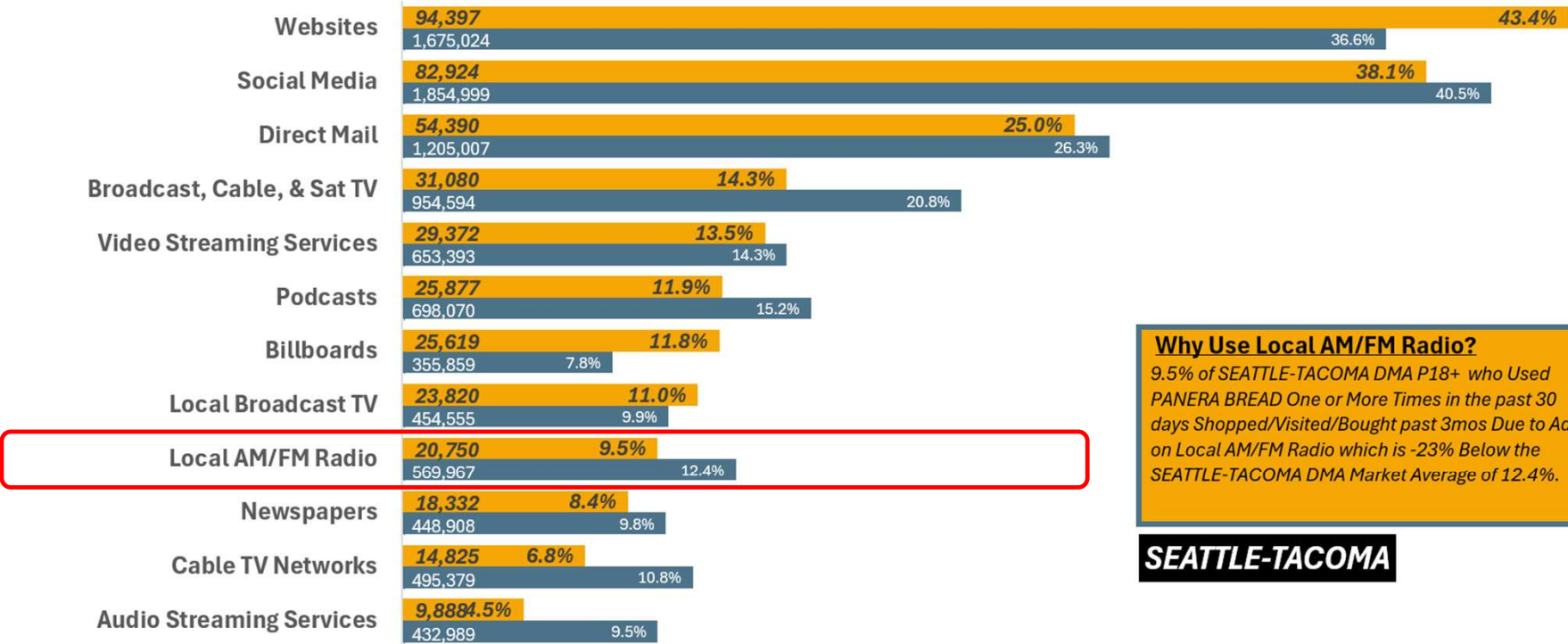
soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Panera Bread



"Advertising Actions"

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



Why Use Local AM/FM Radio?
9.5% of SEATTLE-TACOMA DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

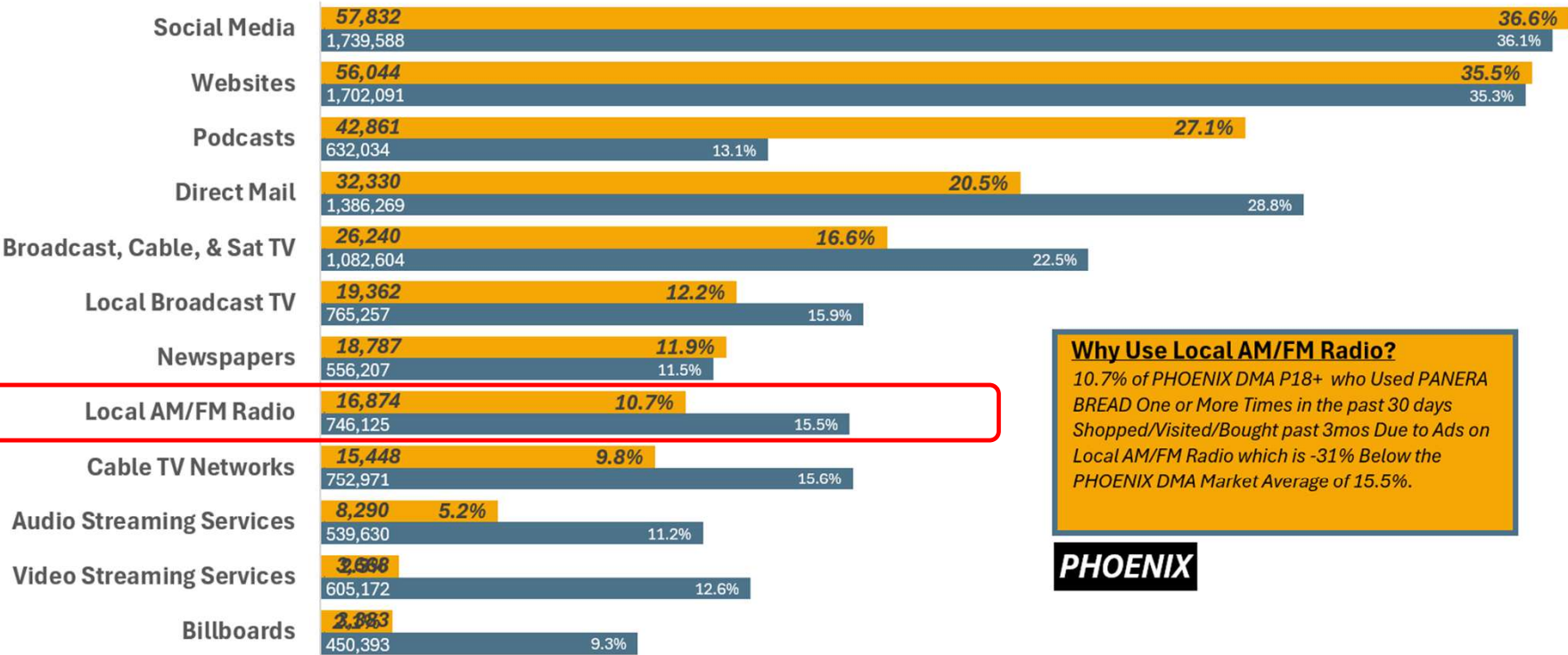
■ P18+ who Used PANERA BREAD One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 203
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"Advertising Actions"

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



Why Use Local AM/FM Radio?
10.7% of PHOENIX DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -31% Below the PHOENIX DMA Market Average of 15.5%.



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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 119
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