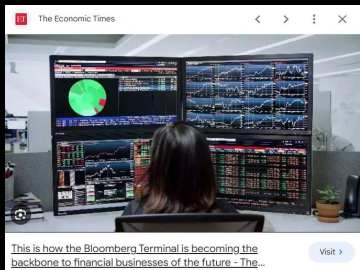


USA+4 More DMAs – P18+ who used DOMINO'S Pizza in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P18+ who used DOMINO'S Pizza in the past 30 days as of March 31, 2026.**



P18+

 **Fidelity**  **Vanguard**  **BlackRock**

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

Quick service restaurants used past 30 days: Domino's





10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days.
Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 44.4 years old (9.% younger than average) and have a \$108,855 (6.8% lower than average) annual household income.

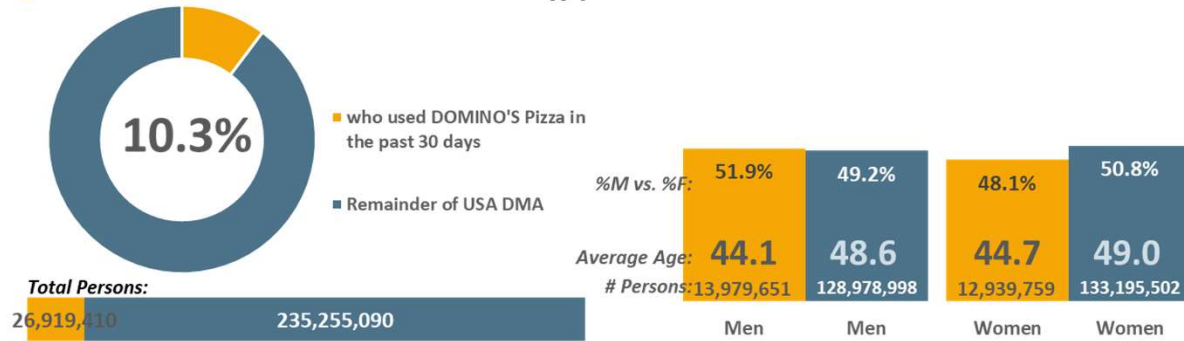


Percent of Market: Adults 18 or older

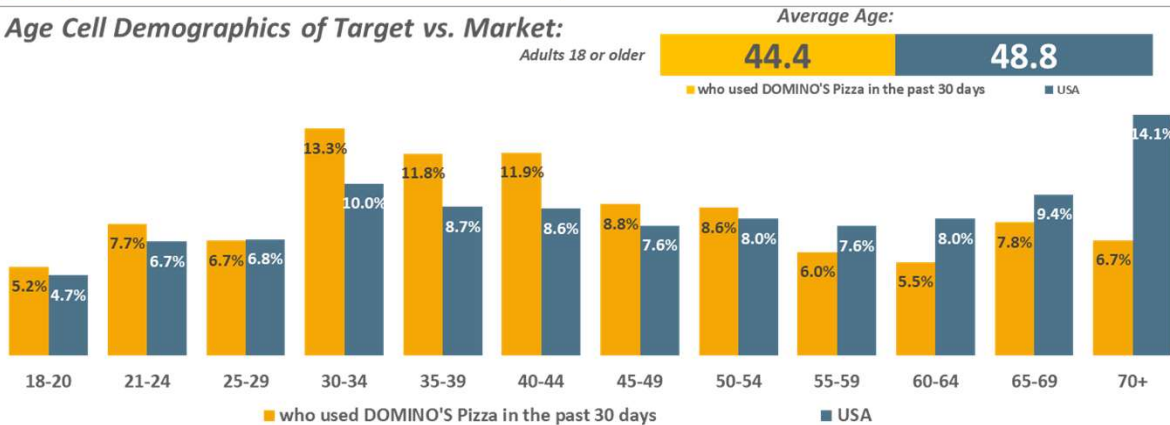


Gender of Target vs. Market: Adults 18 or older

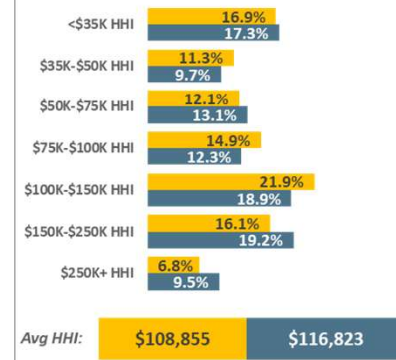
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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Quick service restaurants used past 30 days: Domino's



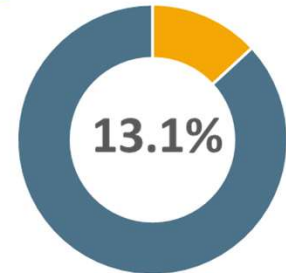
13.1% or 513,898 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 42.1 years old (13.9% younger than average) and have a \$102,374 (10.6% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



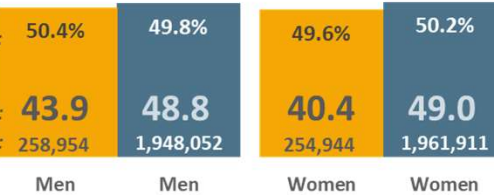
Total Persons:



%M vs. %F:

Average Age:

Persons:

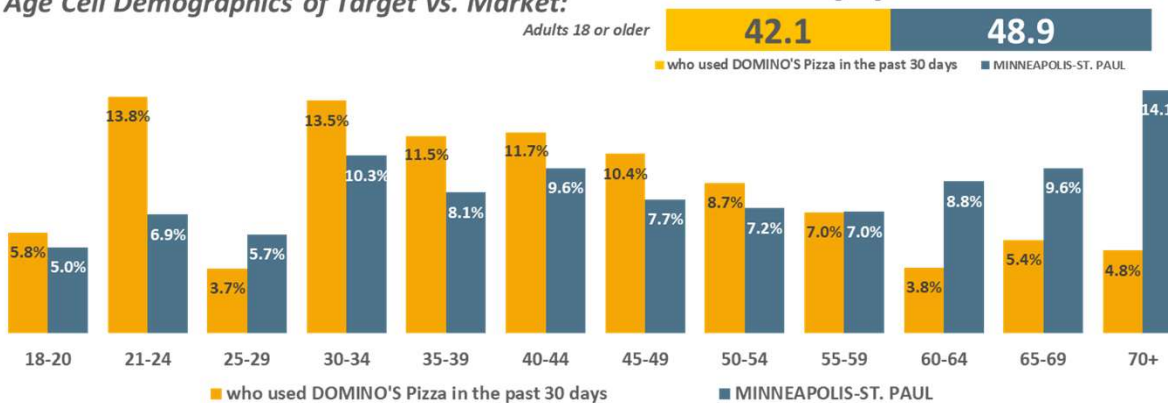


Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

who used DOMINO'S Pizza in the past 30 days MINNEAPOLIS-ST. PAUL

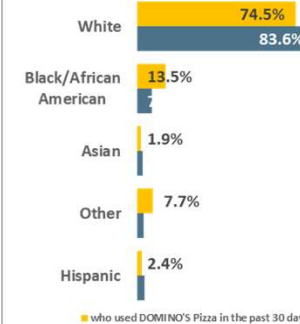


who used DOMINO'S Pizza in the past 30 days

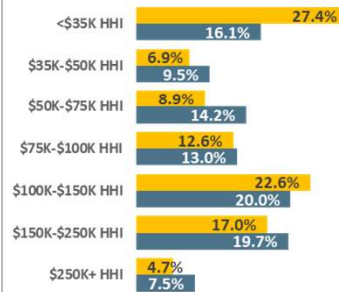
MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$102,374 \$114,452

Quick service restaurants used past 30 days: Domino's



14.4% or 363,085 of ST. LOUIS DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 47.3 years old (4.4% younger than average) and have a \$98,085 (5.6% lower than average) annual household income.

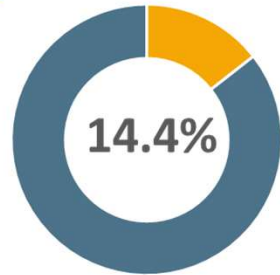


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who used DOMINO'S Pizza in the past 30 days
■ Remainder of ST. LOUIS DMA

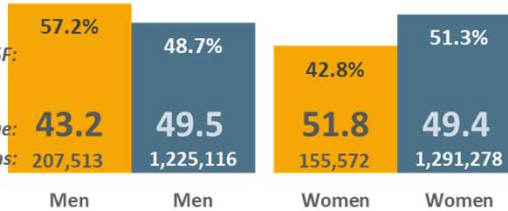
Total Persons:



%M vs. %F:

Average Age:

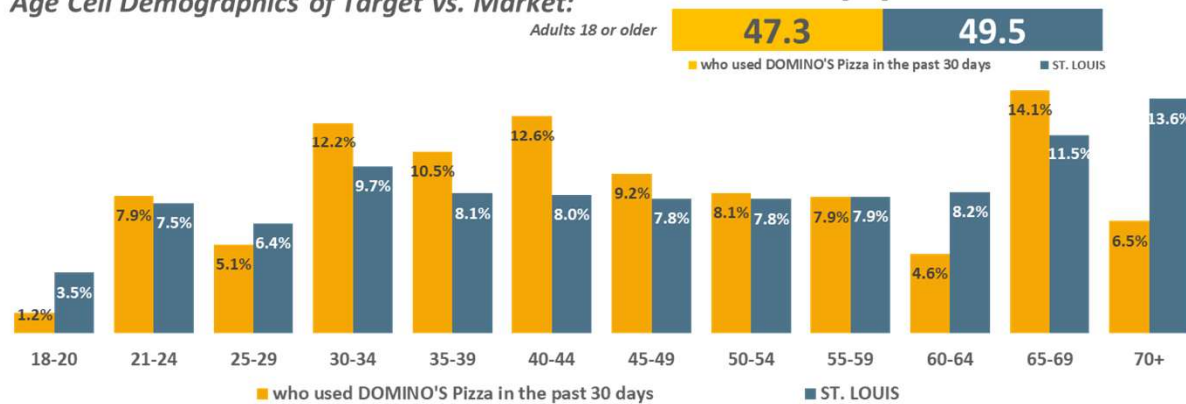
Persons:



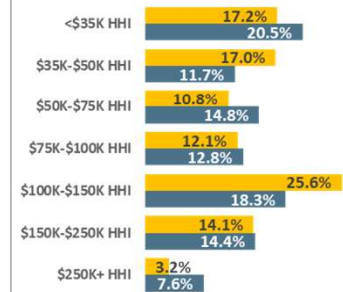
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$98,085 vs \$103,944



15.3% or 298,086 of CINCINNATI DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 46.6 years old (4.1% younger than average) and have a \$90,781 (12.3% lower than average) annual household income.

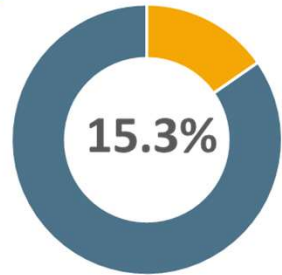


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

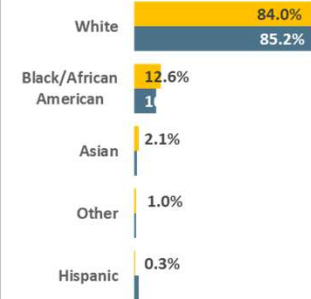


■ who used DOMINO'S Pizza in the past 30 days
■ Remainder of CINCINNATI DMA

Total Persons:

298,086 1,645,878

%M vs. %F:	47.2%	48.9%	52.8%	51.1%
Average Age:	47.2	48.4	46.1	49.0
# Persons:	140,694	951,112	157,392	992,852
	Men	Men	Women	Women

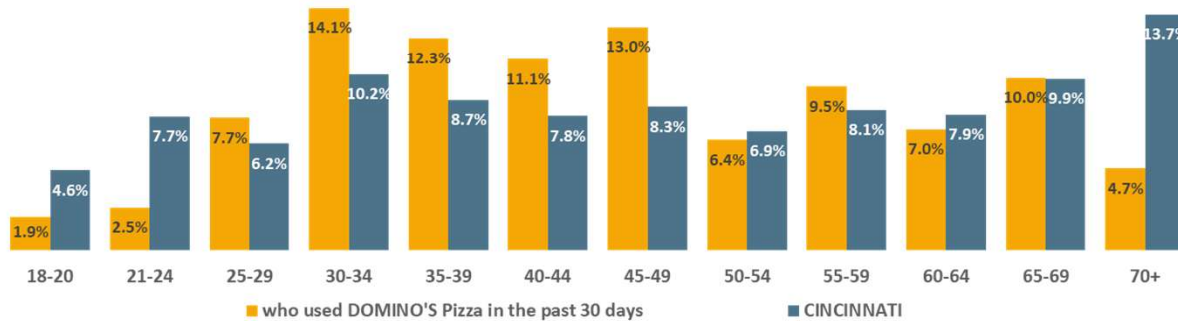


■ who used DOMINO'S Pizza in the past 30 days ■ CINCINNATI

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

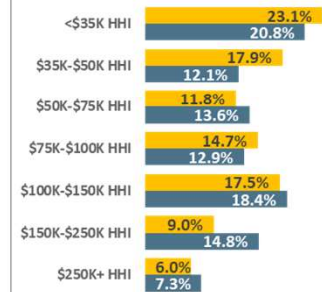


■ who used DOMINO'S Pizza in the past 30 days

■ CINCINNATI



HHI of Target vs. Market:



Avg HHI: \$90,781 \$103,481



9.3% or 180,183 of WEST PALM BEACH-BOCA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 45.5 years old (14.5% younger than average) and have a \$97,256 (7.7% lower than average) annual household income.

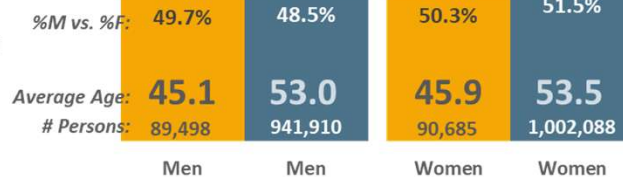
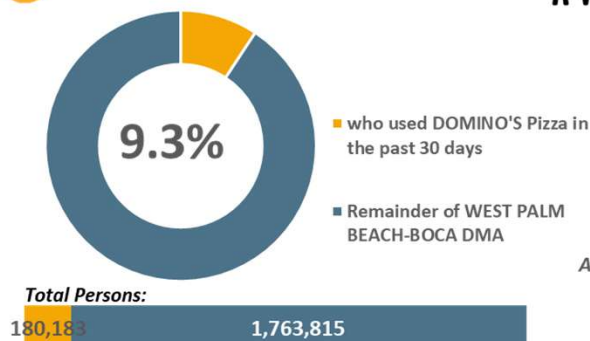


Percent of Market: Adults 18 or older

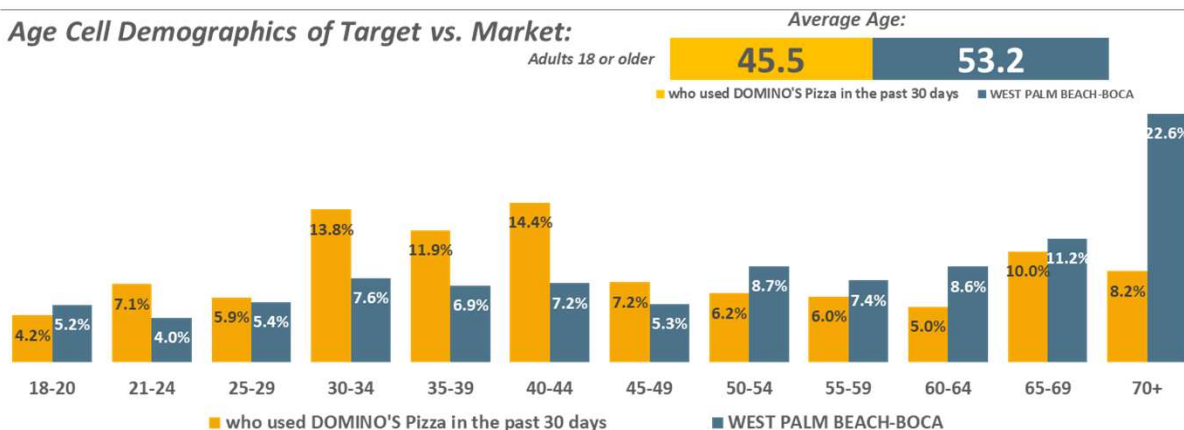


Gender of Target vs. Market: Adults 18 or older

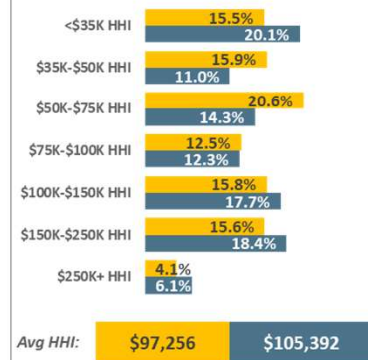
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

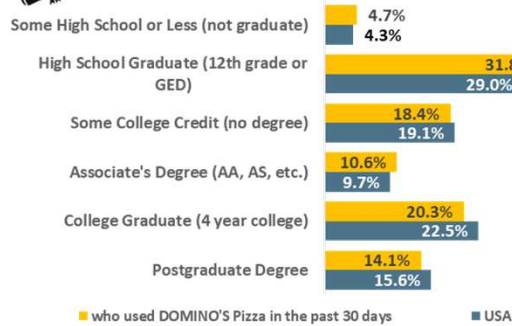




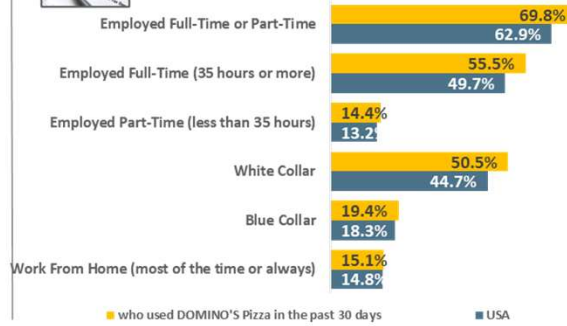
10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 9.3% less likely to be a college graduate, 11.6% more likely to work full-time, .1% less likely to be married, 44.1% more likely to be a parent of 1 or more children under 18.



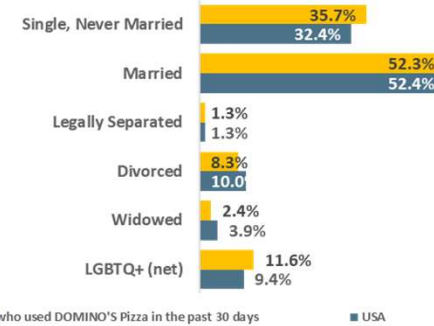
Education Levels: Adults 18 or older



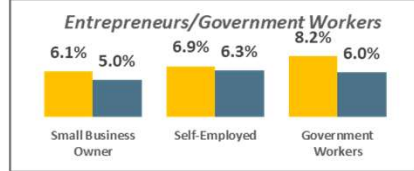
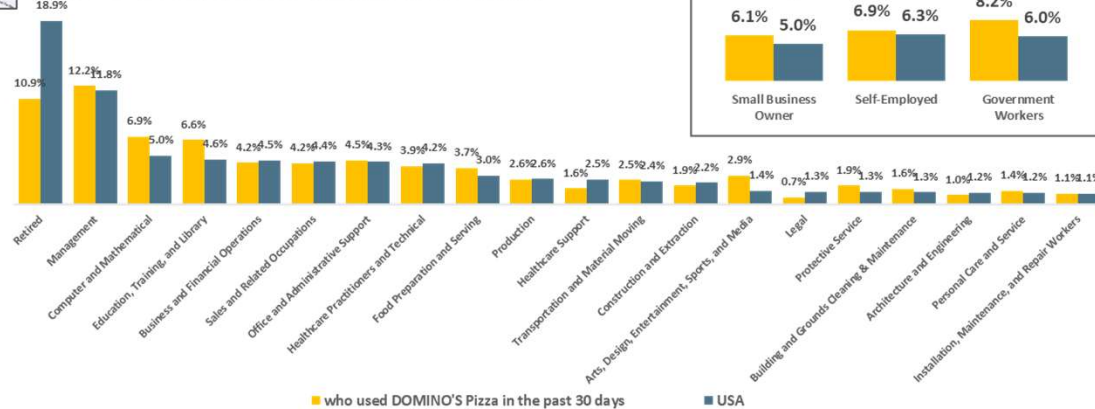
Employment: Adults 18 or older



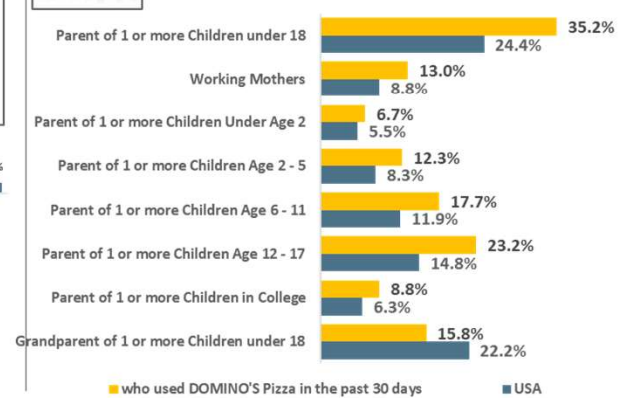
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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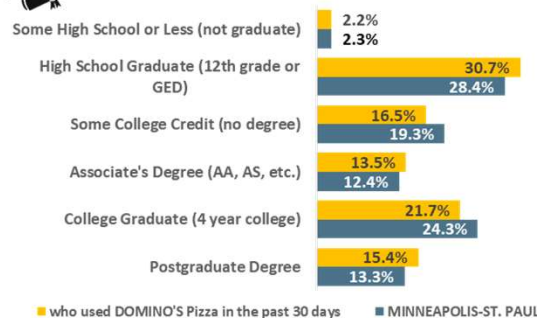
Quick service restaurants used past 30 days: Domino's



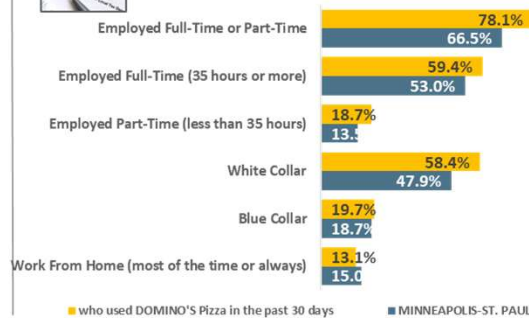
13.1% or 513,898 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 1.5% less likely to be a college graduate, 12.1% more likely to work full-time, 8.3% less likely to be married, 42.2% more likely to be a parent of 1 or more children under 18.



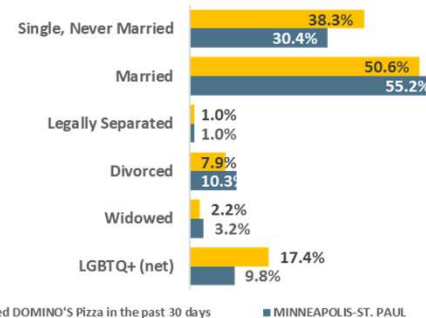
Education Levels: Adults 18 or older



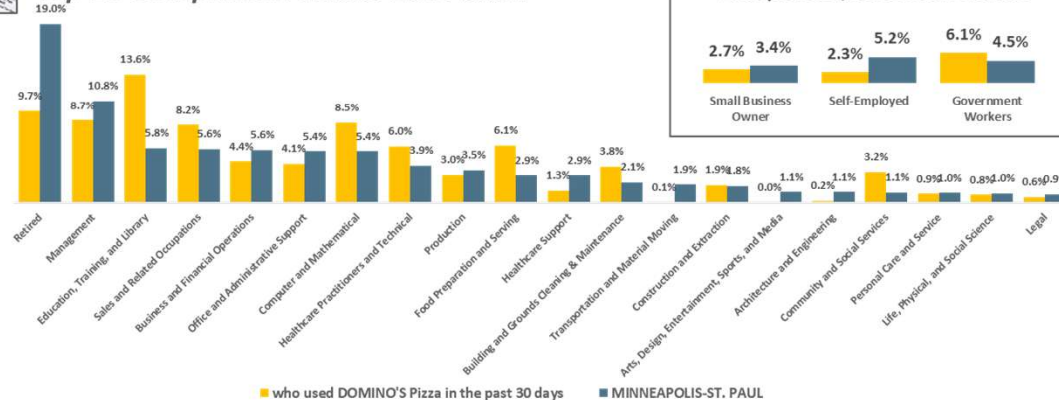
Employment: Adults 18 or older



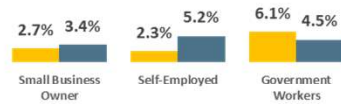
Marital Status: Adults 18 or older



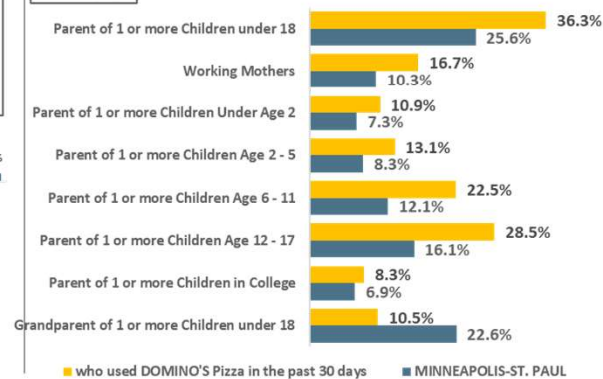
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

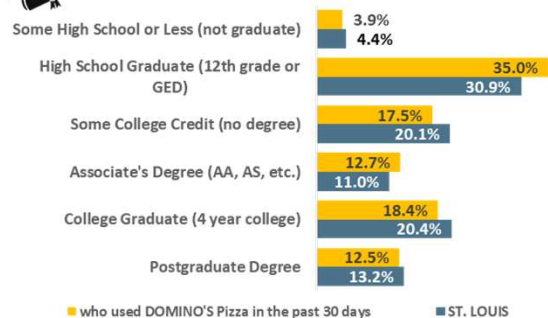




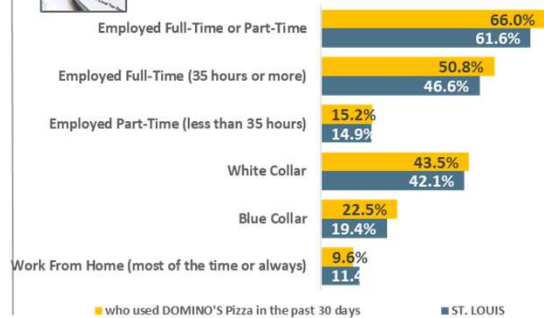
14.4% or 363,085 of ST. LOUIS DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 8.1% less likely to be a college graduate, 9.1% more likely to work full-time, 2.1% less likely to be married, 36.8% more likely to be a parent of 1 or more children under 18.



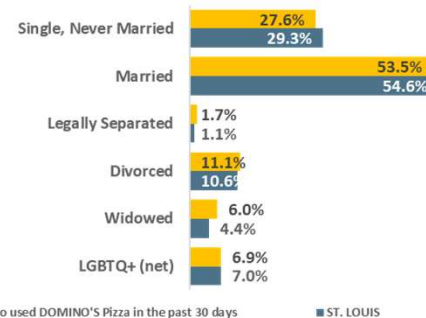
Education Levels: Adults 18 or older



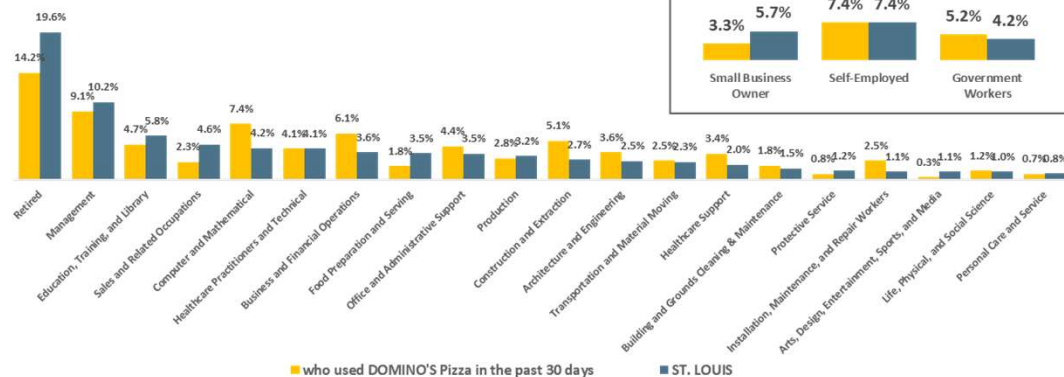
Employment: Adults 18 or older



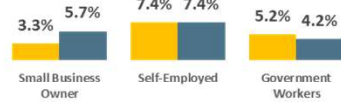
Marital Status: Adults 18 or older



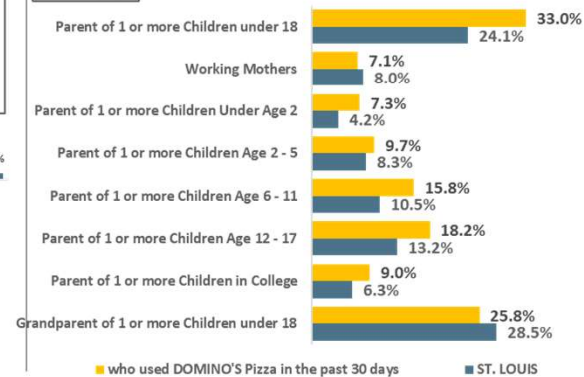
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

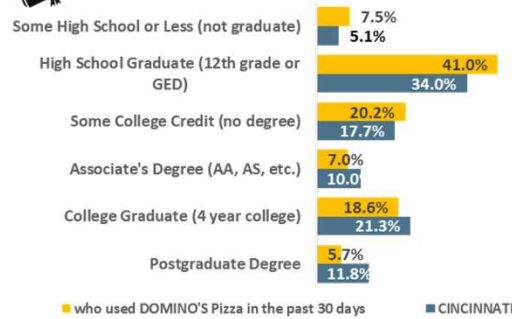




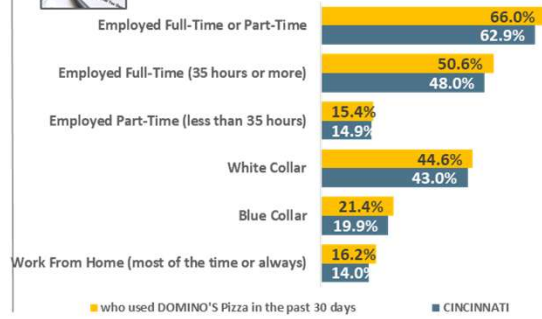
15.3% or 298,086 of CINCINNATI DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 26.6% less likely to be a college graduate, 5.4% more likely to work full-time, 12.7% less likely to be married, 34.6% more likely to be a parent of 1 or more children under 18.



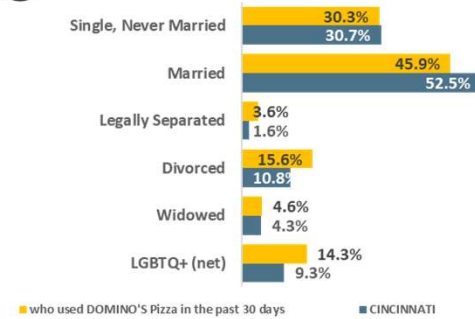
Education Levels: Adults 18 or older



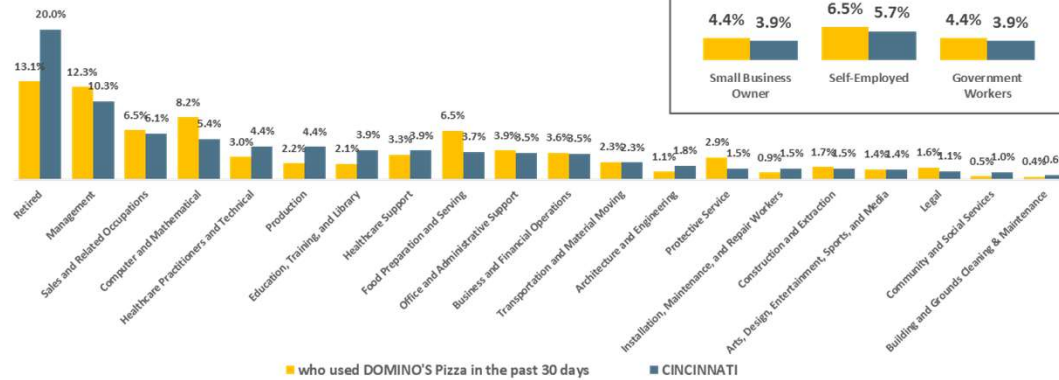
Employment: Adults 18 or older



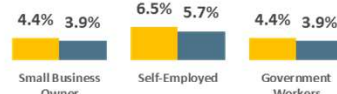
Marital Status: Adults 18 or older



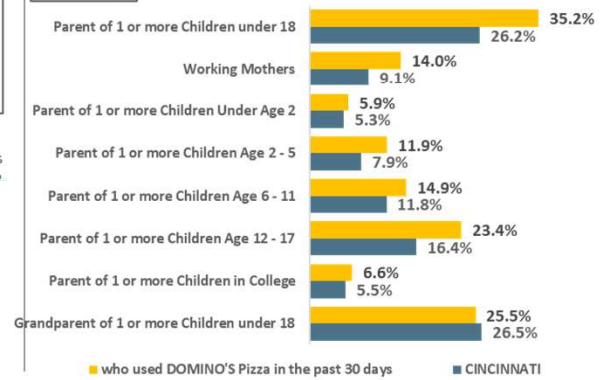
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

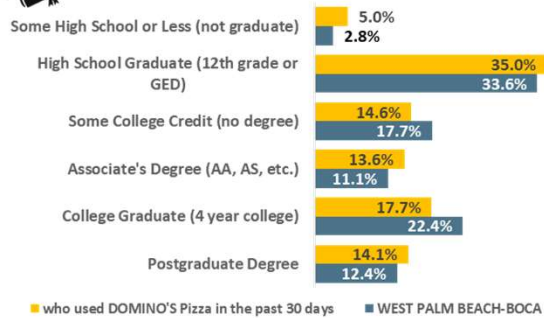




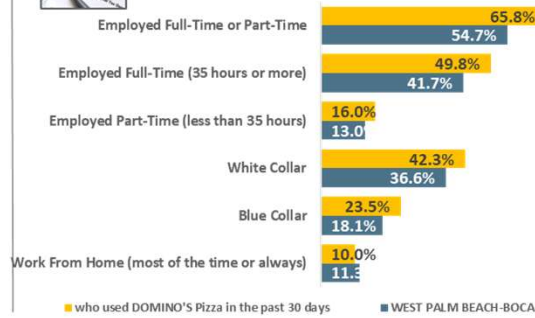
9.3% or 180,183 of WEST PALM BEACH-BOCA DMA Adults 18 or older used DOMINO'S Pizza in the past 30... Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 8.6% less likely to be a college graduate, 19.2% more likely to work full-time, 18.3% less likely to be married, 99.7% more likely to be a parent of 1 or more children under 18.



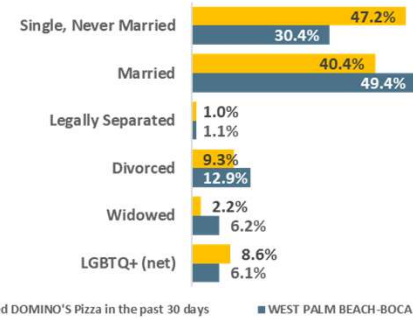
Education Levels: Adults 18 or older



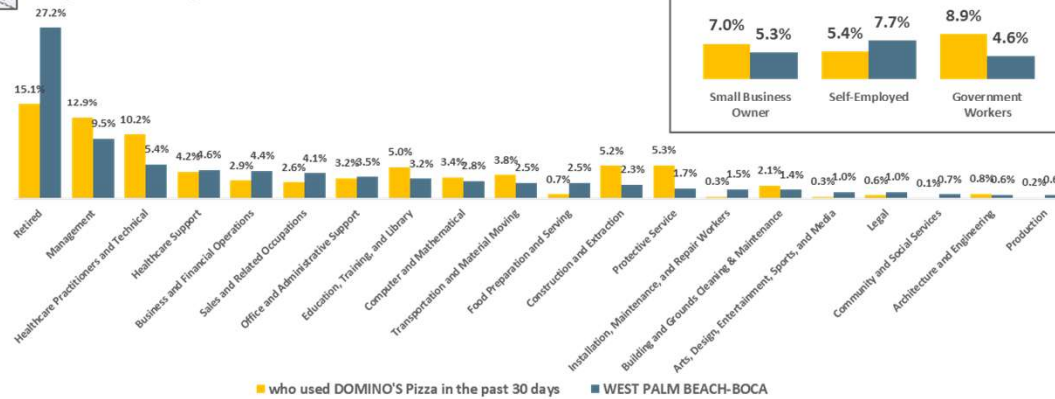
Employment: Adults 18 or older



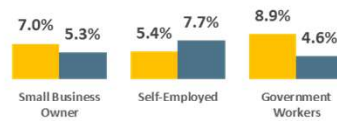
Marital Status: Adults 18 or older



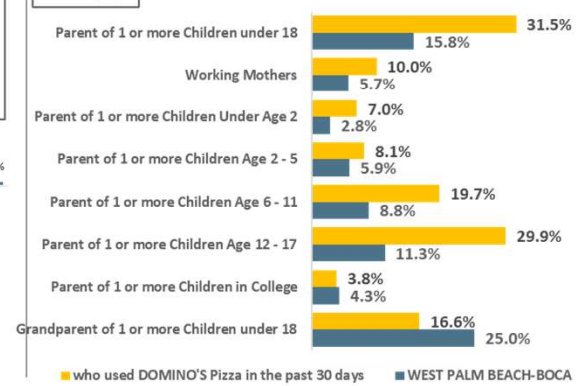
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

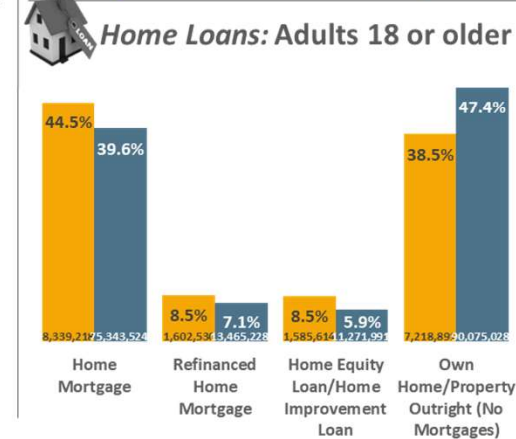
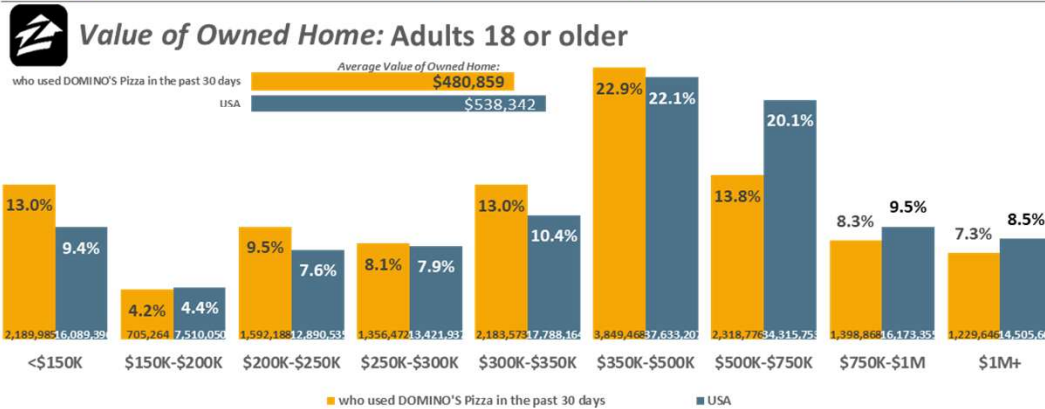
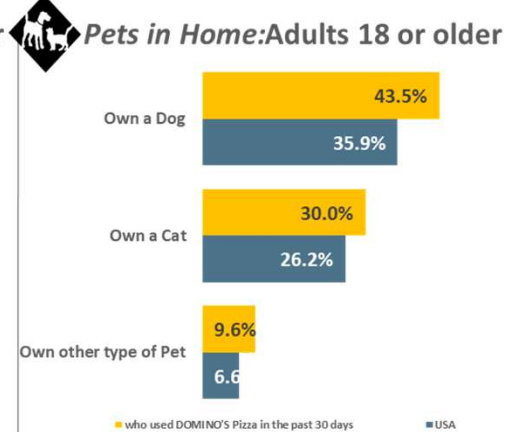
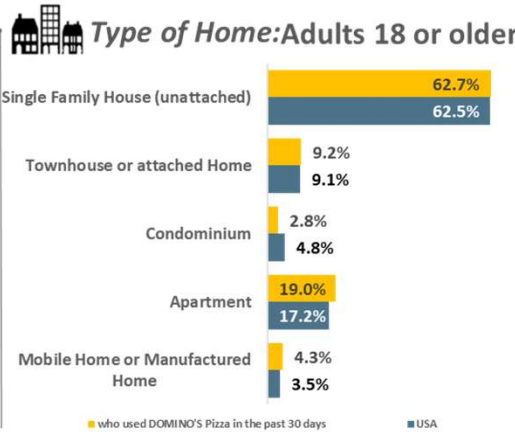
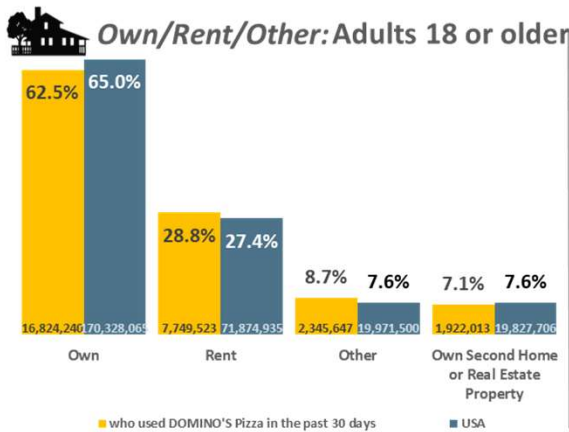


Stage in Life: Adults 18 or older





10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 3.8% less likely to own their home, 10.7% more likely to own a lower valued home, .3% more likely to have a single-family home, 21.3% more likely to have a dog.

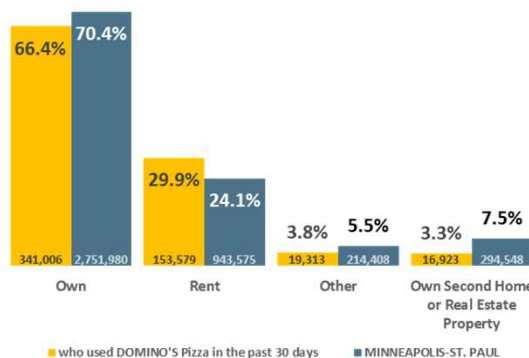




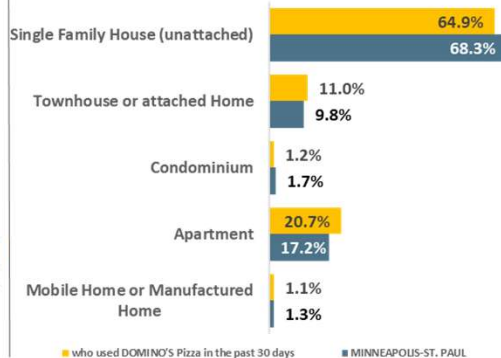
13.1% or 513,898 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 5.7% less likely to own their home, 3.6% more likely to own a higher valued home, 4.9% less likely to have a single-family home, .3% more likely to have a dog.



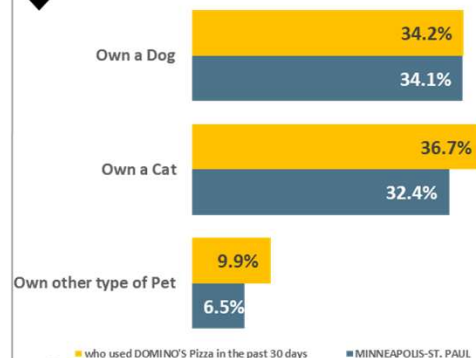
Own/Rent/Other: Adults 18 or older



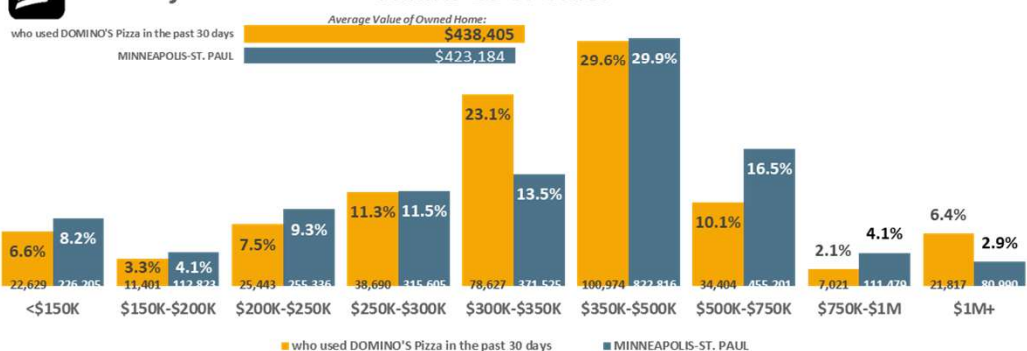
Type of Home: Adults 18 or older



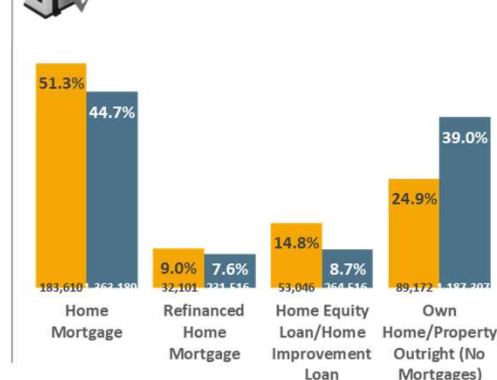
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

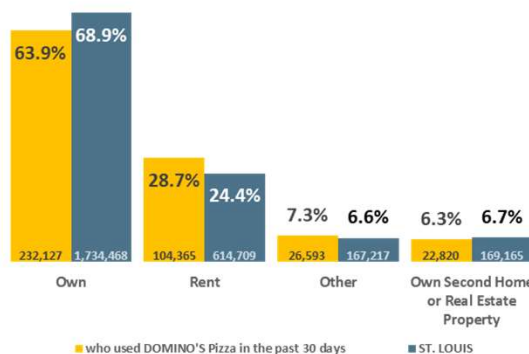




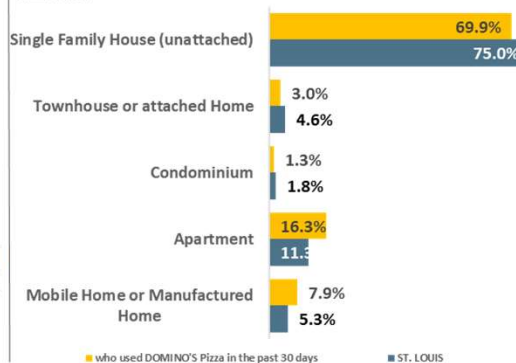
14.4% or 363,085 of ST. LOUIS DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 7.2% less likely to own their home, 14.9% more likely to own a lower valued home, 6.8% less likely to have a single-family home, 11.6% more likely to have a dog.



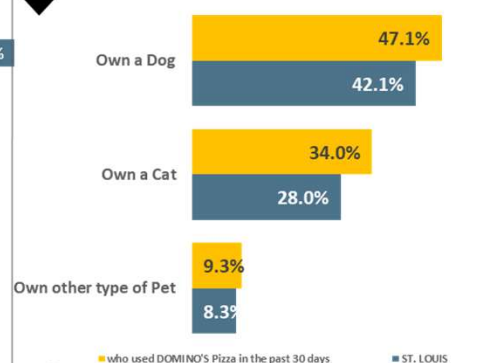
Own/Rent/Other: Adults 18 or older



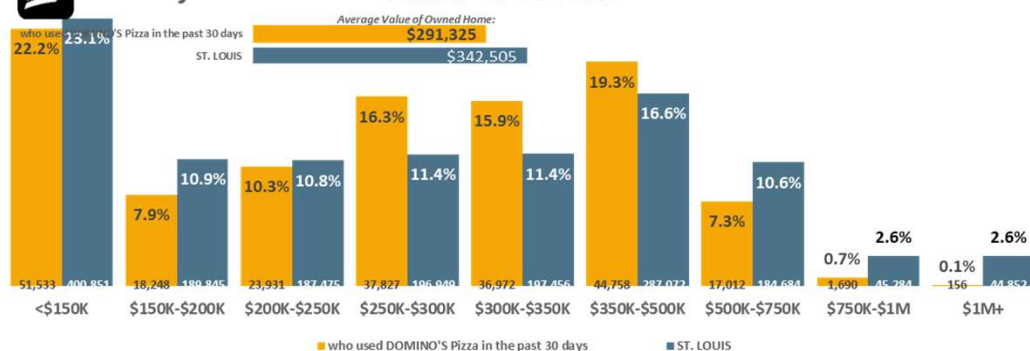
Type of Home: Adults 18 or older



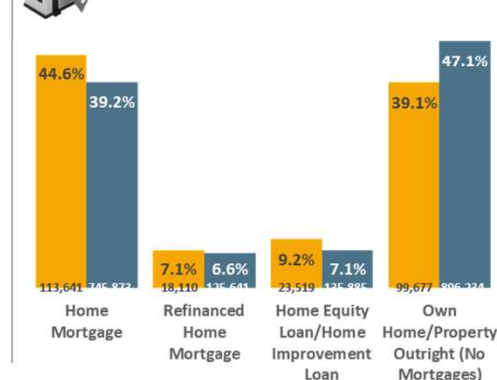
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



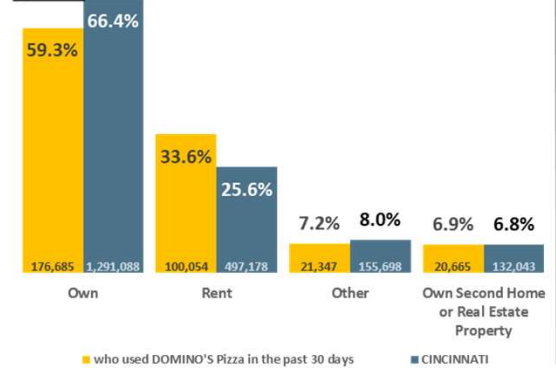
Home Loans: Adults 18 or older



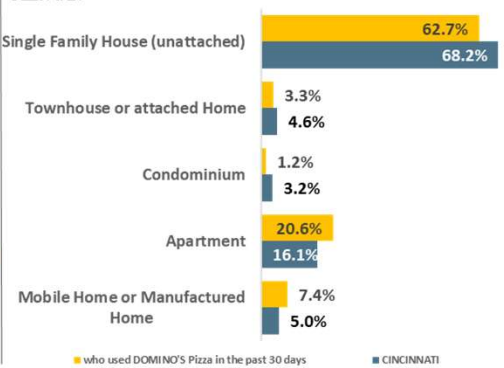


15.3% or 298,086 of CINCINNATI DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 10.8% less likely to own their home, 9.4% more likely to own a lower valued home, 8.1% less likely to have a single-family home, 30.% more likely to have a dog.

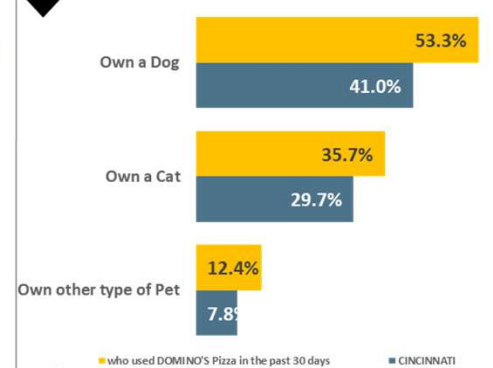
Own/Rent/Other: Adults 18 or older



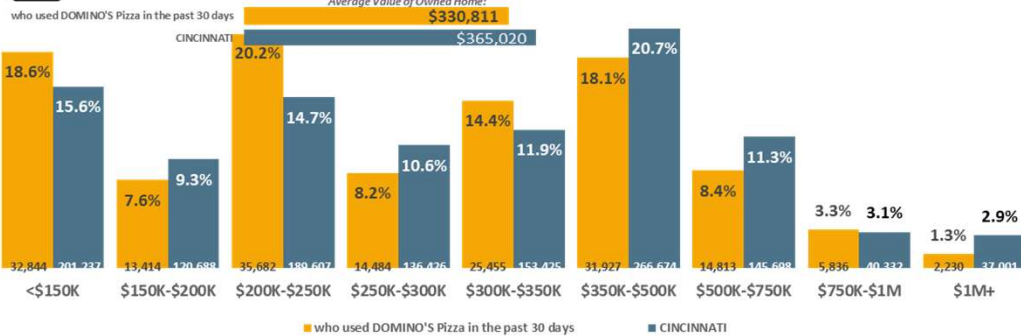
Type of Home: Adults 18 or older



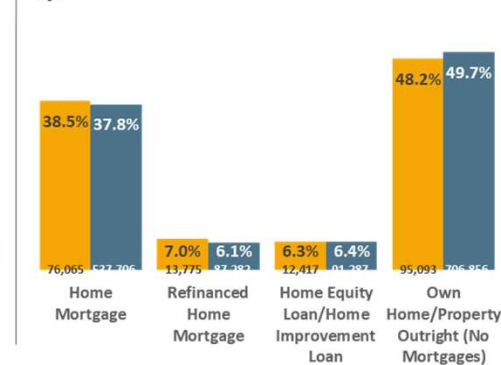
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

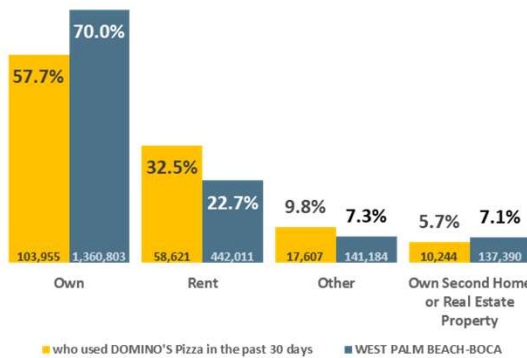




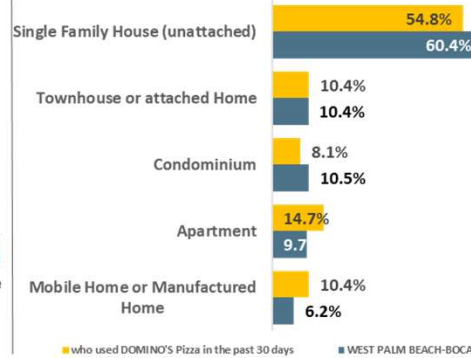
9.3% or 180,183 of WEST PALM BEACH-BOCA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 17.6% less likely to own their home, 4.8% more likely to own a lower valued home, 9.2% less likely to have a single-family home, 11.2% more likely to have a dog.



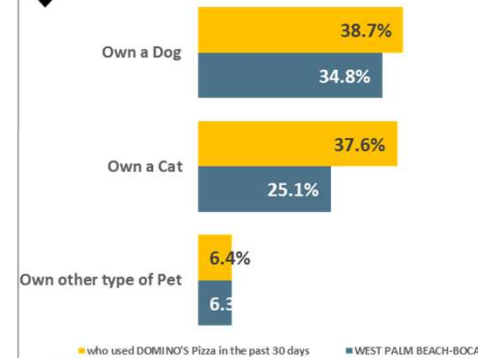
Own/Rent/Other: Adults 18 or older



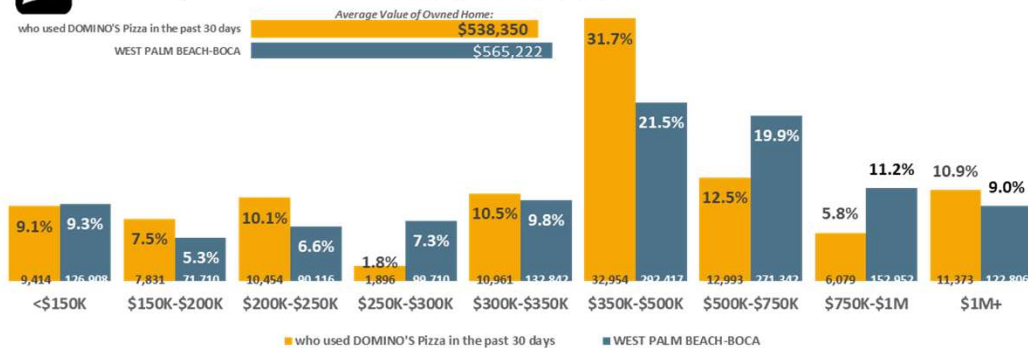
Type of Home: Adults 18 or older



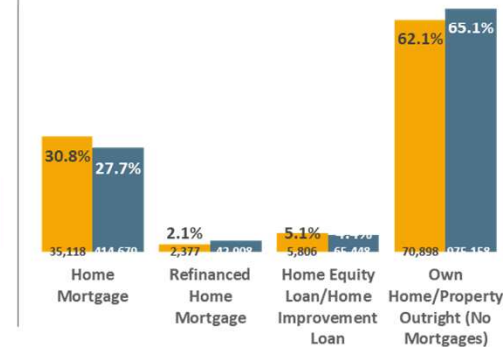
Pets in Home: Adults 18 or older

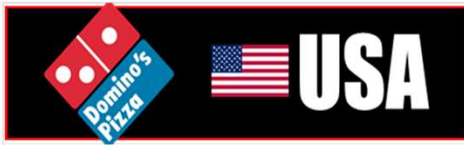


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

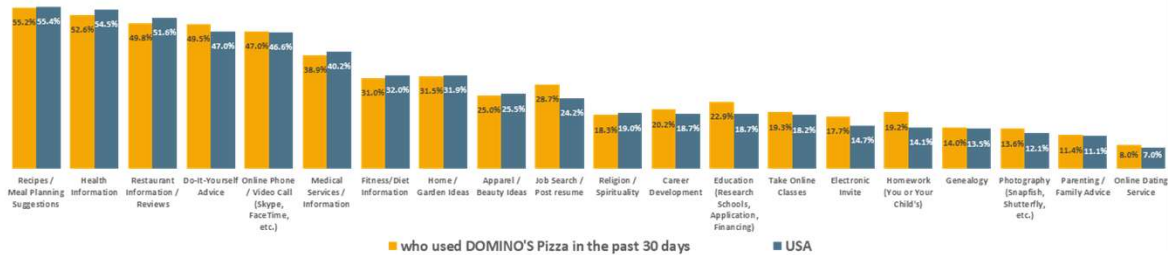




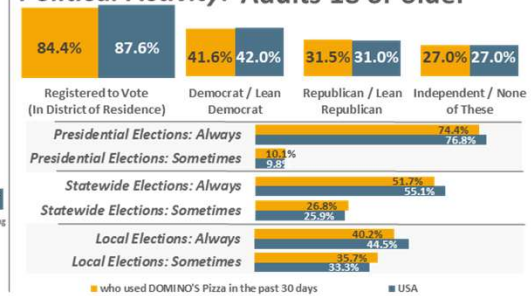
10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 5.4% more likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 3.8% less likely to belong to a gym, 1.7% less likely to fly domestic past yr.



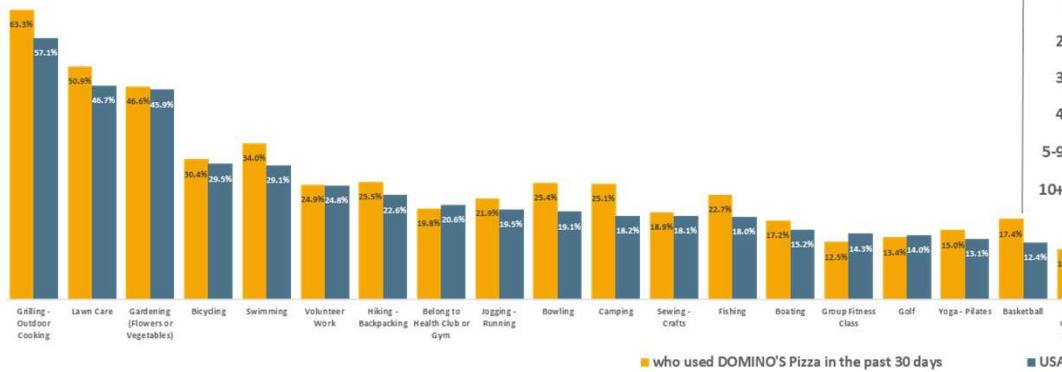
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



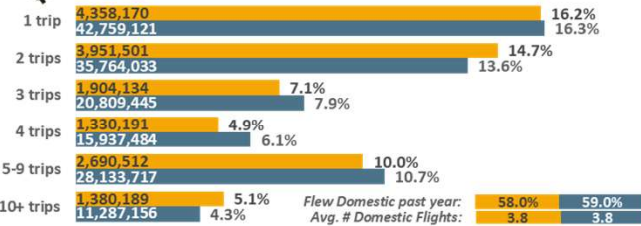
Political Activity: Adults 18 or older

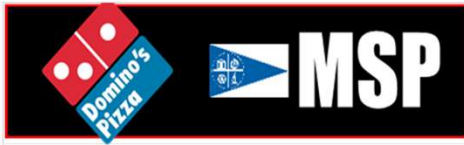


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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





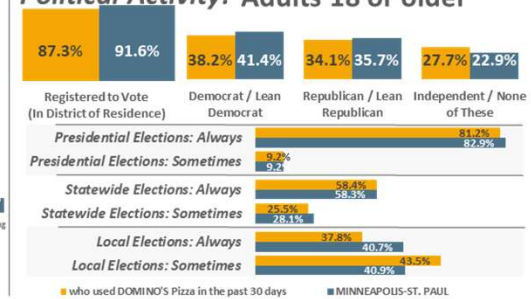
13.1% or 513,898 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 13.2% more likely to look up D-I-Y advice online, 7.3% less likely to always vote in local elections, 5.9% more likely to belong to a gym, 7% more likely to fly domestic past yr.



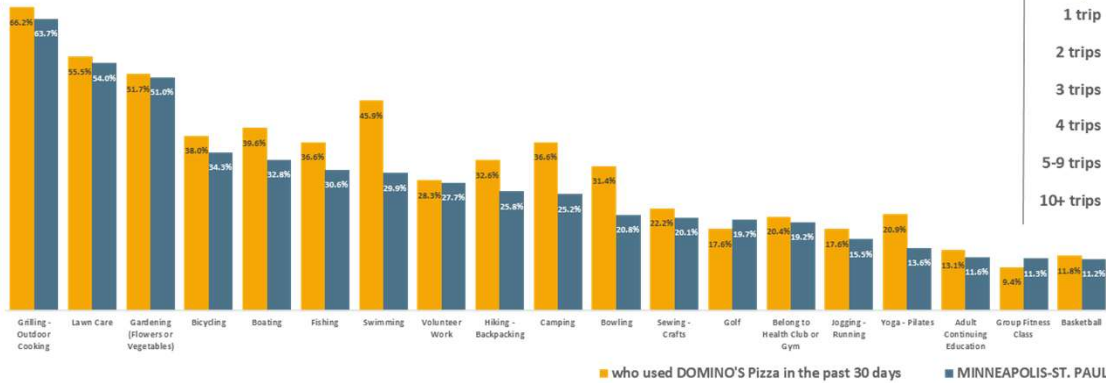
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



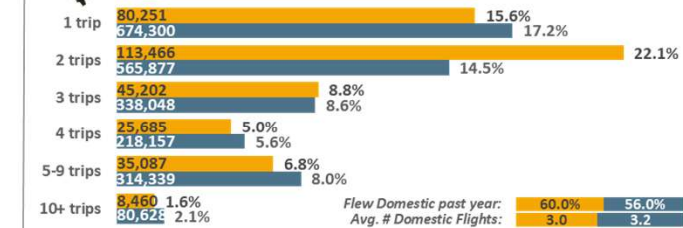
Political Activity: Adults 18 or older



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



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

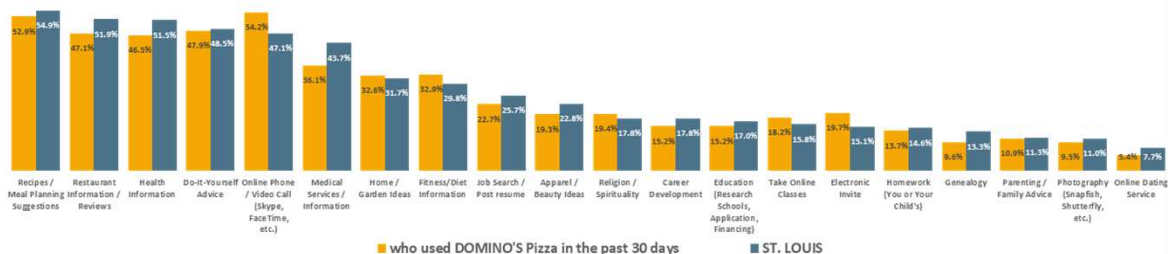




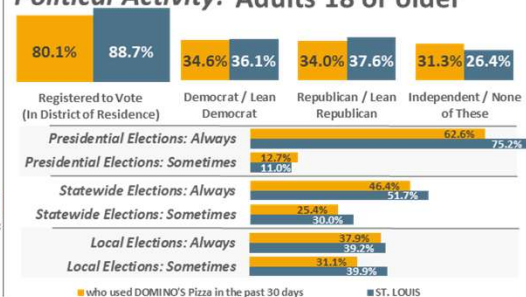
14.4% or 363,085 of ST. LOUIS DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 1.2% less likely to look up D-I-Y advice online, 3.3% less likely to always vote in local elections, .5% more likely to belong to a gym, 3.3% more likely to fly domestic past yr.



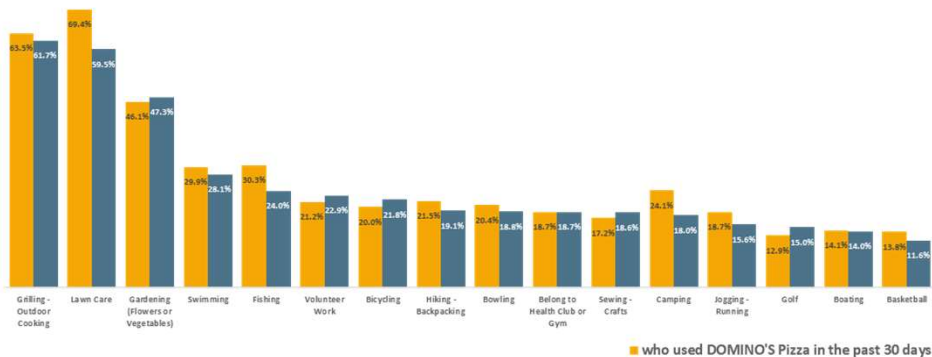
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



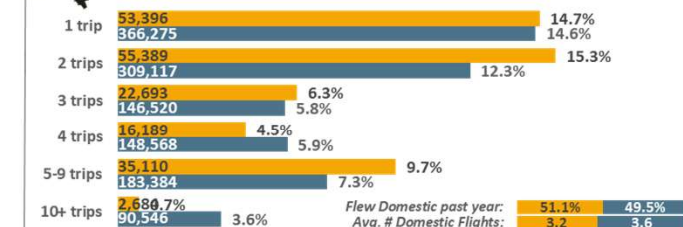
Political Activity: Adults 18 or older



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



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

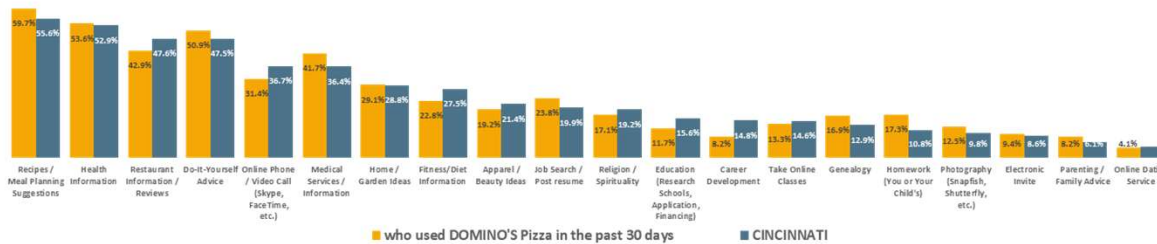




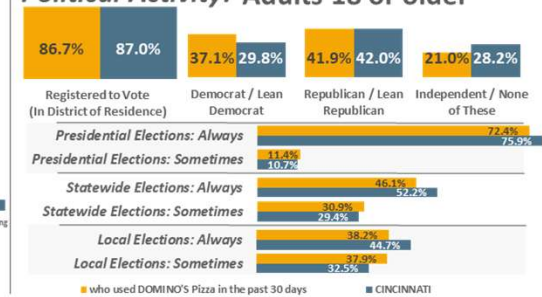
15.3% or 298,086 of CINCINNATI DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 7.1% more likely to look up D-I-Y advice online, 14.4% less likely to always vote in local elections, 19.4% less likely to belong to a gym, 5.5% less likely to fly domestic past yr.



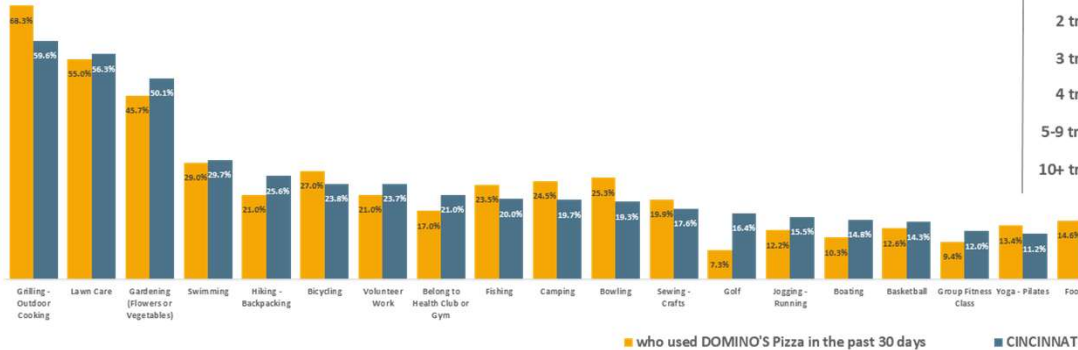
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



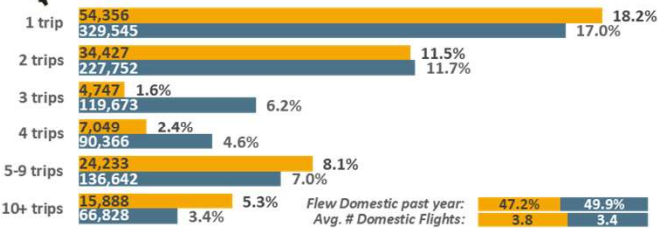
Political Activity: Adults 18 or older



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



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



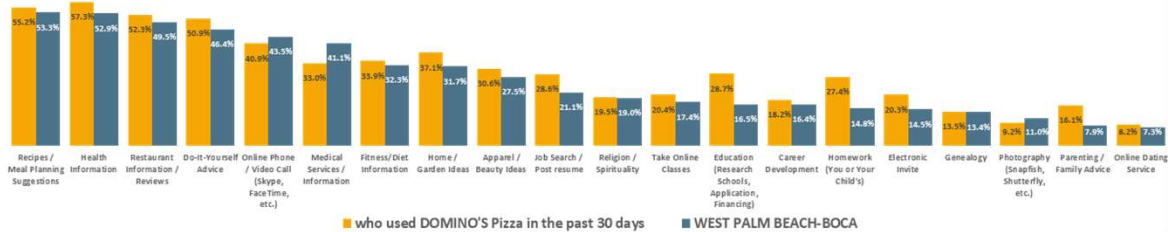
Flew Domestic past year: 47.2%
Avg. # Domestic Flights: 3.8



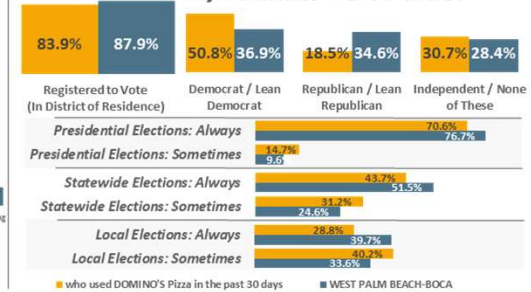
9.3% or 180,183 of WEST PALM BEACH-BOCA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 9.8% more likely to look up D-I-Y advice online, 27.5% less likely to always vote in local elections, 18.6% less likely to belong to a gym, 3.8% more likely to fly domestic past yr.



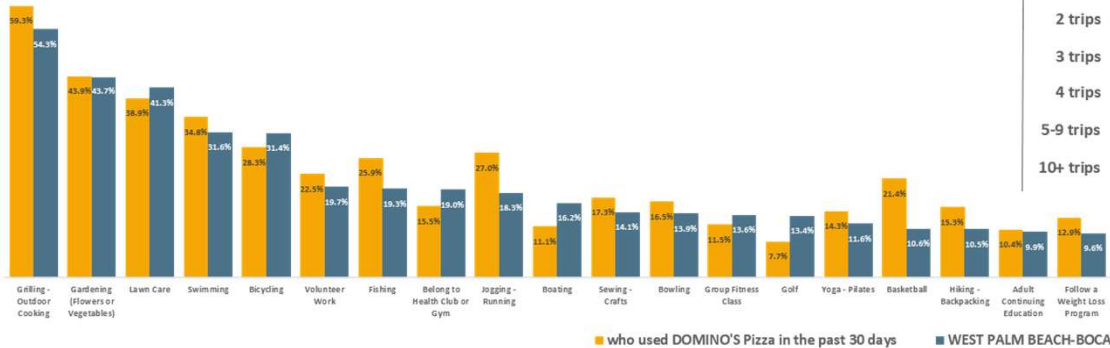
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



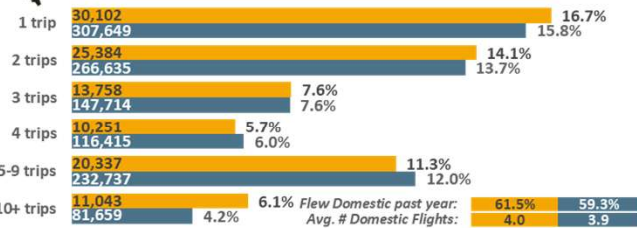
Political Activity: Adults 18 or older



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



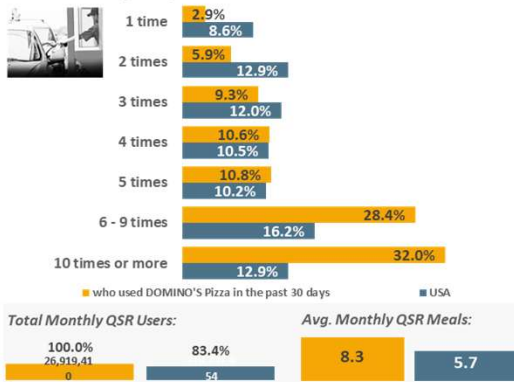
Past 12-months Domestic Airline Trips: Adults 18 or older



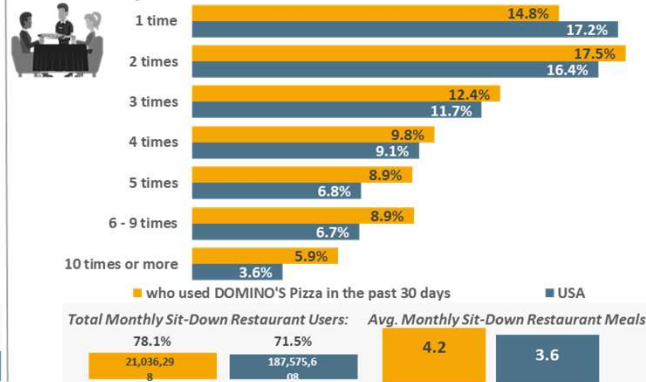


10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 19.9% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 17.4% more likely to use Casinos past yr., 61.6% more likely to smoke cigarettes.

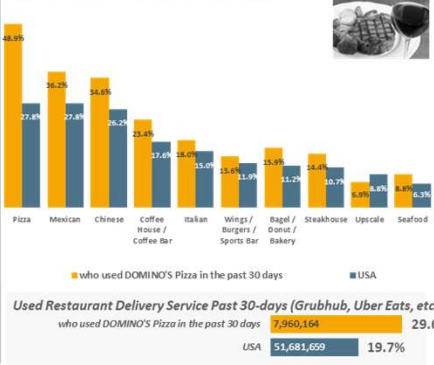
Past 30-days QSR Users: Adults 18 or older



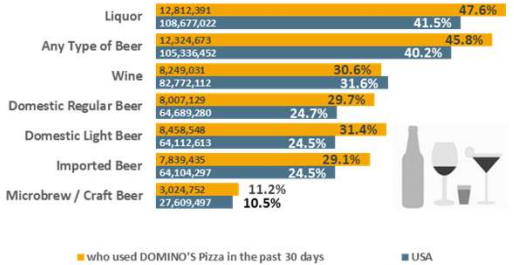
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



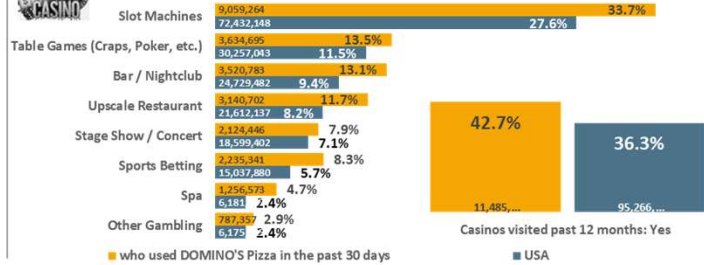
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



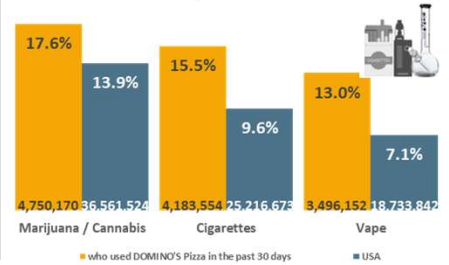
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



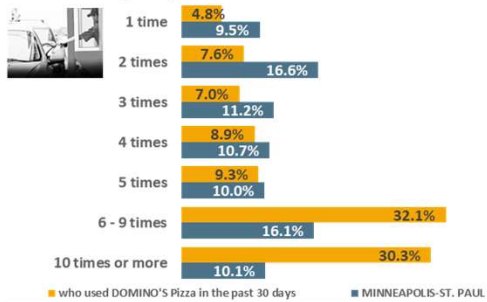
Used Past 30-days: Adults 18 or older



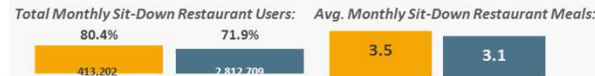
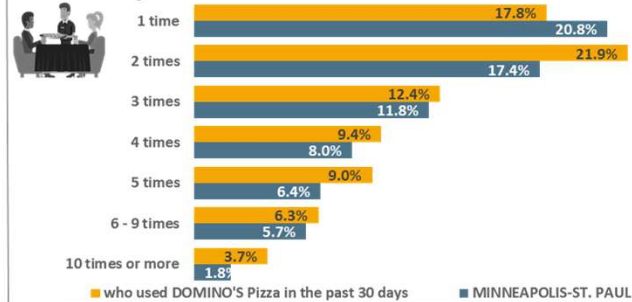


13.1% or 513,898 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 18.9% more likely to use QSRs past mo., 11.8% more likely to use Sit-Down Restaurants past mo., 1.1% more likely to use Casinos past yr., 19.2% more likely to smoke cigarettes.

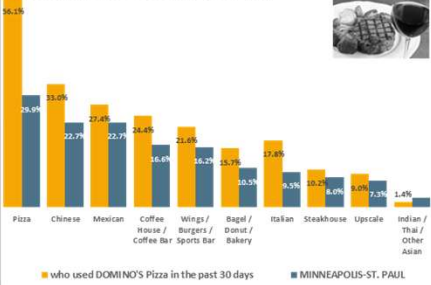
Past 30-days QSR Users: Adults 18 or older



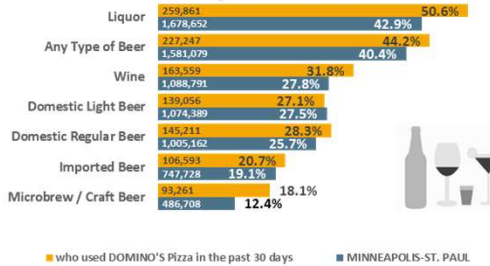
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



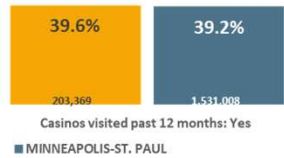
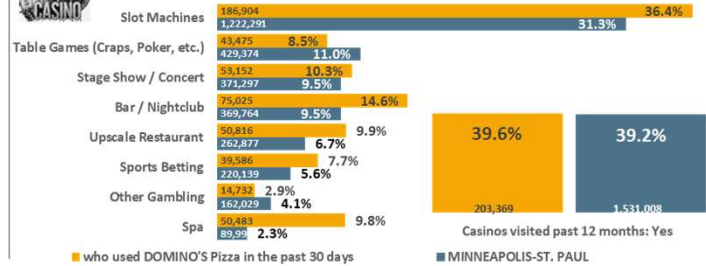
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



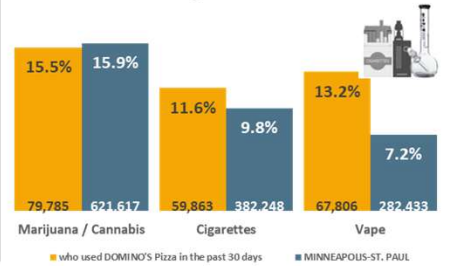
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



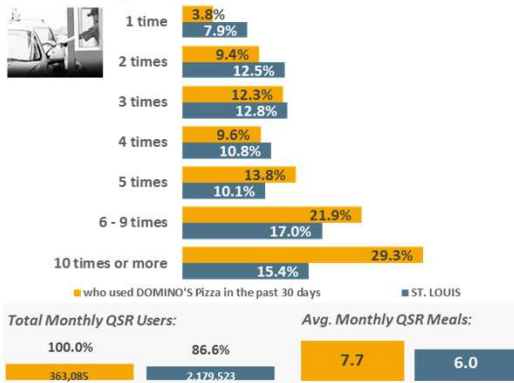
Used Past 30-days: Adults 18 or older



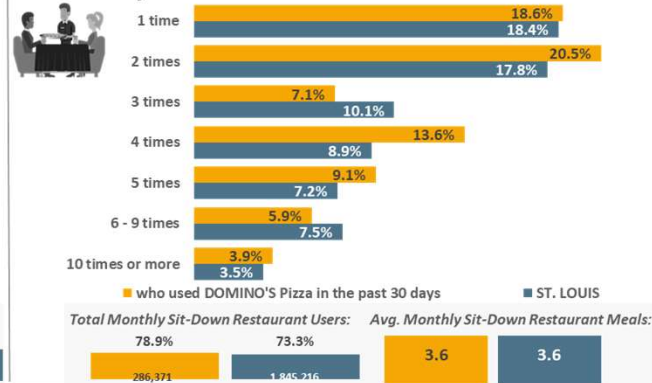


14.4% or 363,085 of ST. LOUIS DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 15.5% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 29.4% more likely to use Casinos past yr., 63.7% more likely to smoke cigarettes.

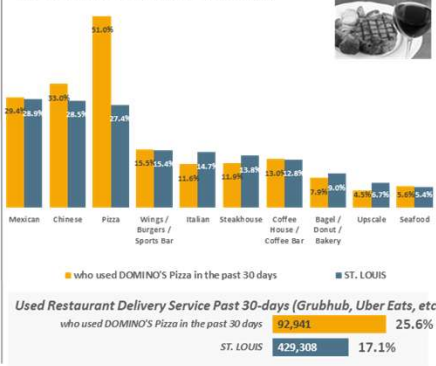
Past 30-days QSR Users: Adults 18 or older



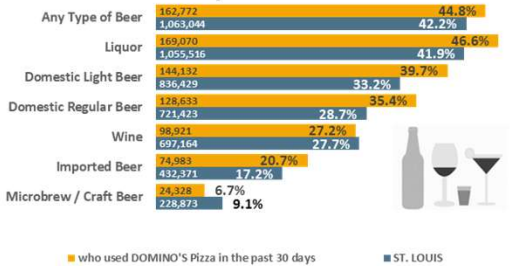
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



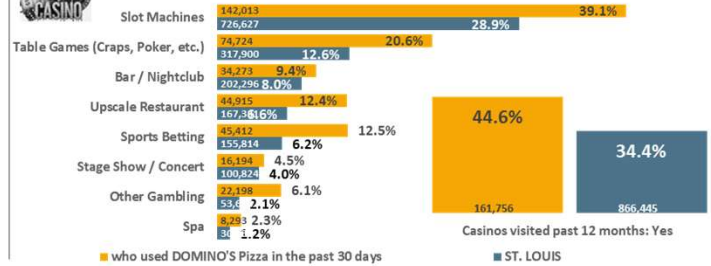
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



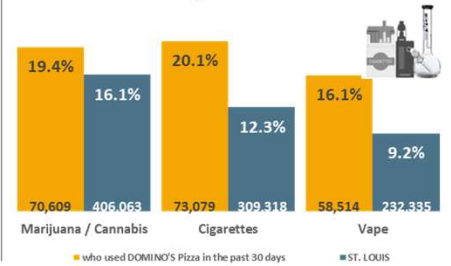
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



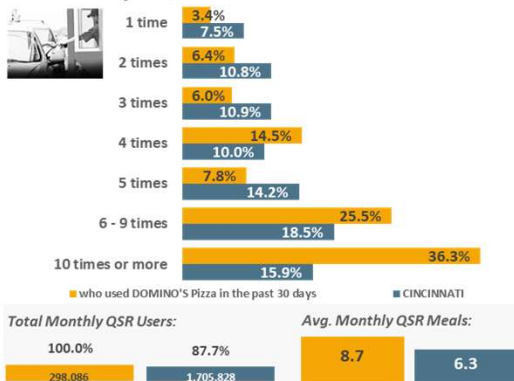
Used Past 30-days: Adults 18 or older



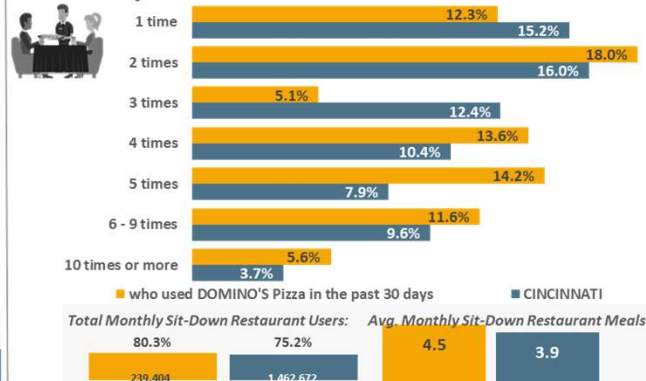


15.3% or 298,086 of CINCINNATI DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 14.% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 29.9% more likely to use Casinos past yr., 91.9% more likely to smoke cigarettes.

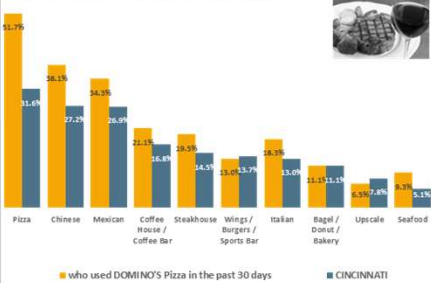
Past 30-days QSR Users: Adults 18 or older



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

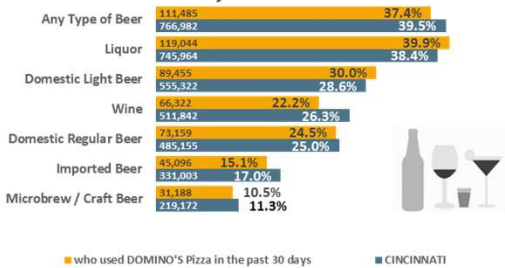


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

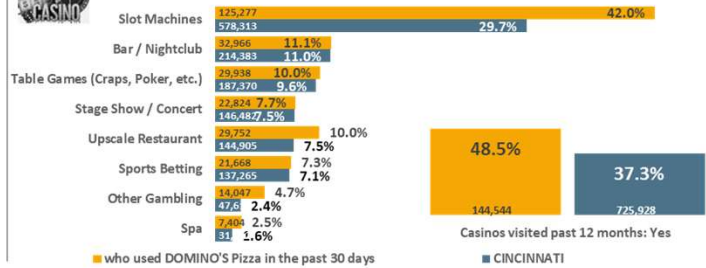


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who used DOMINO'S Pizza in the past 30 days: 103,993 (34.9%)
 CINCINNATI: 412,644 (21.2%)

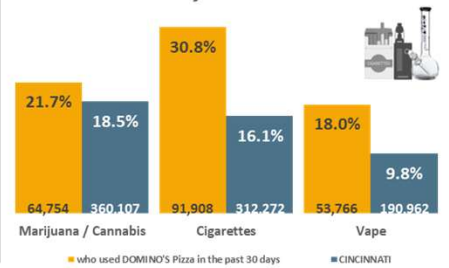
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



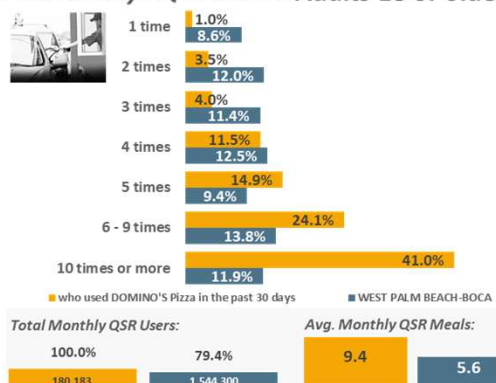
Used Past 30-days: Adults 18 or older



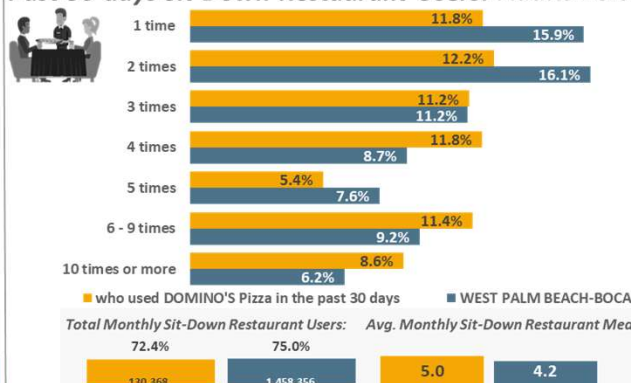


9.3% or 180,183 of WEST PALM BEACH-BOCA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 25.9% more likely to use QSRs past mo., 3.6% less likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 60.9% more likely to smoke cigarettes.

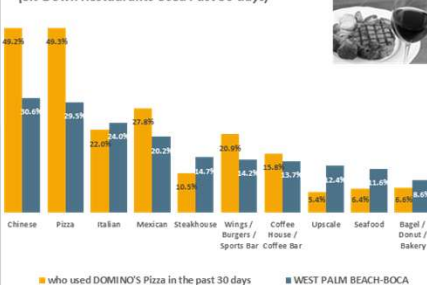
Past 30-days QSR Users: Adults 18 or older



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

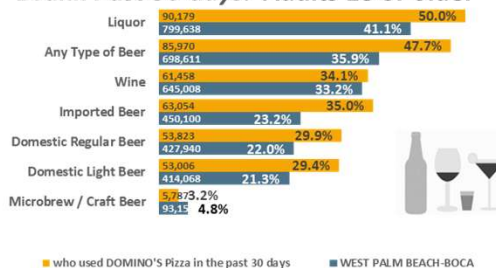


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

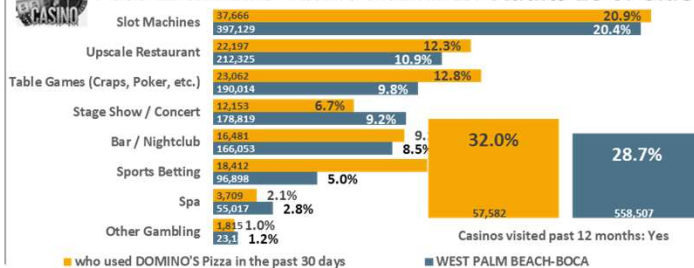


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who used DOMINO'S Pizza in the past 30 days: 70,934 (39.4%)
 WEST PALM BEACH-BOCA: 387,595 (19.9%)

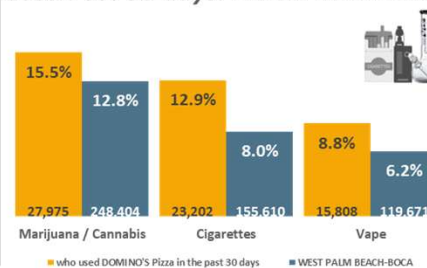
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

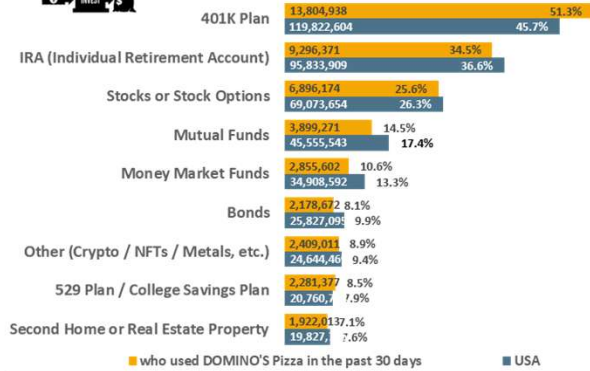




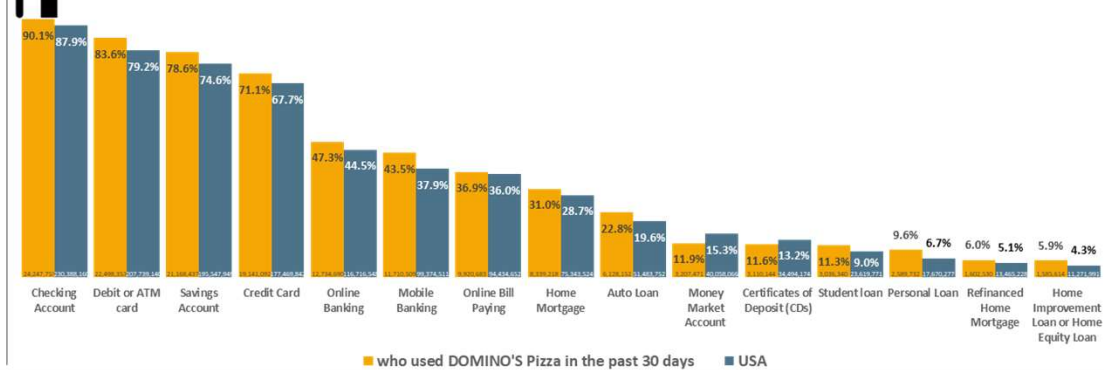
10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 12.2% more likely to have a 401K, 15.9% more likely to have an Auto Loan, .2% less likely to Invest/Trade Stocks Online, 17.1% more likely to pay with their Debit Card.



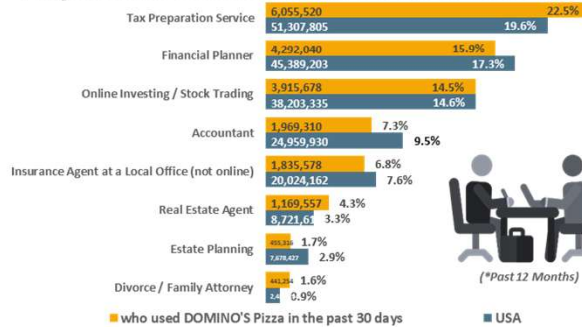
Investments Owned: Adults 18 or older



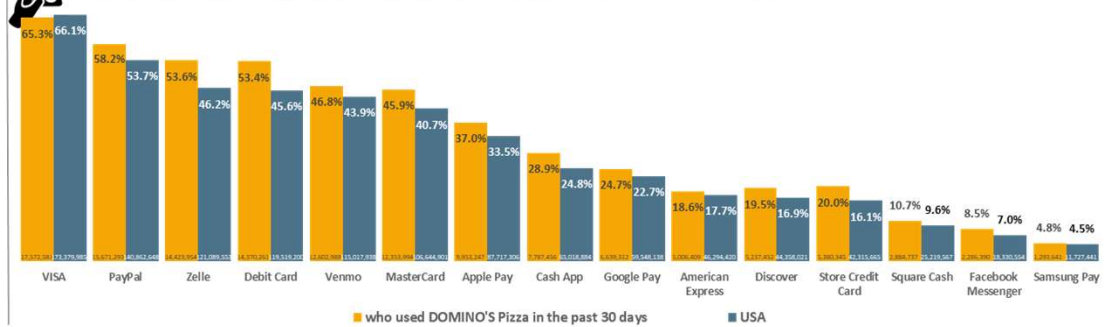
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

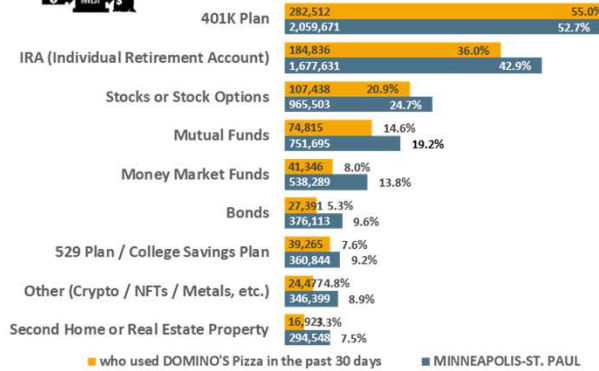




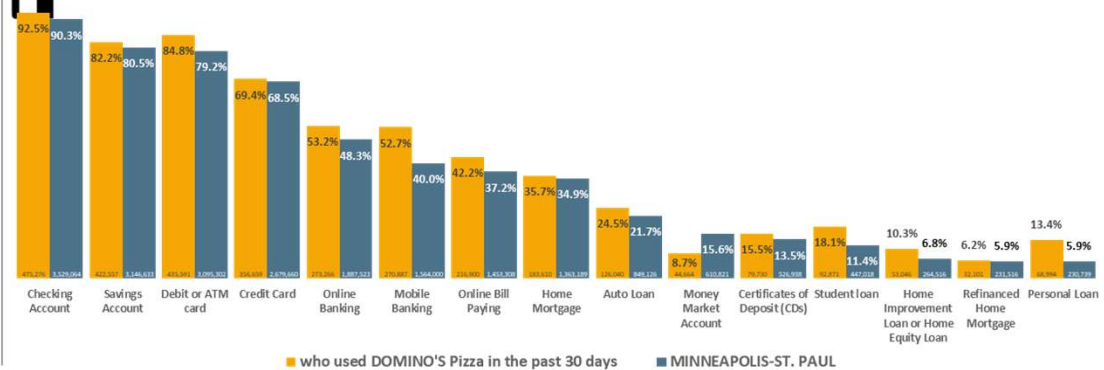
13.1% or 513,898 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 4.4% more likely to have a 401K, 12.9% more likely to have an Auto Loan, 15.7% more likely to Invest/Trade Stocks Online, 23.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



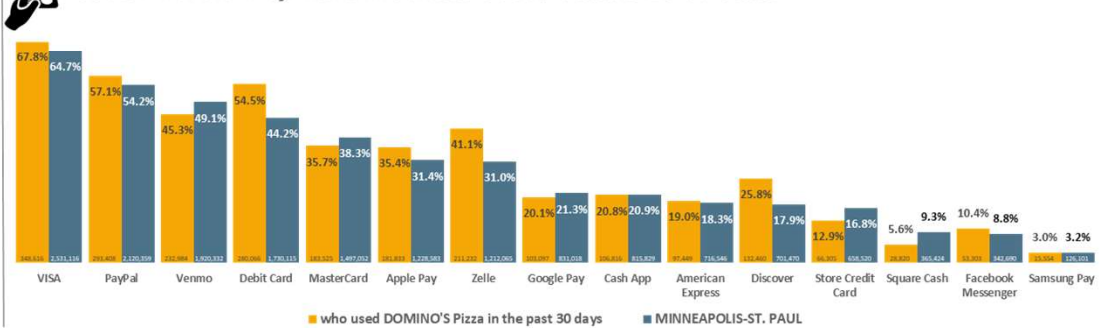
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

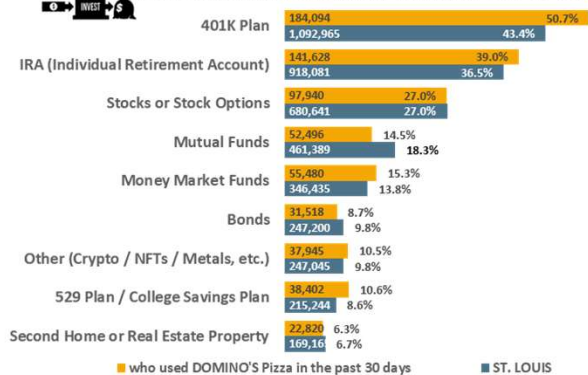




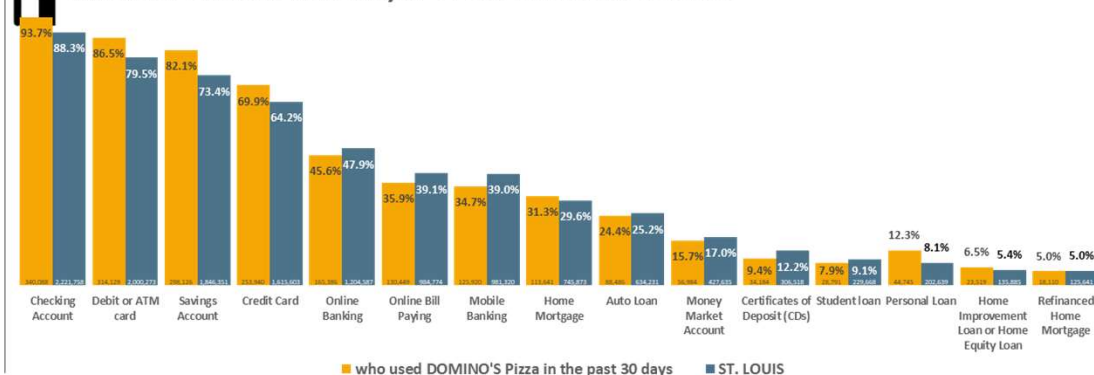
14.4% or 363,085 of ST. LOUIS DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 16.7% more likely to have a 401K, 3.3% less likely to have an Auto Loan, 23.2% more likely to Invest/Trade Stocks Online, 1.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



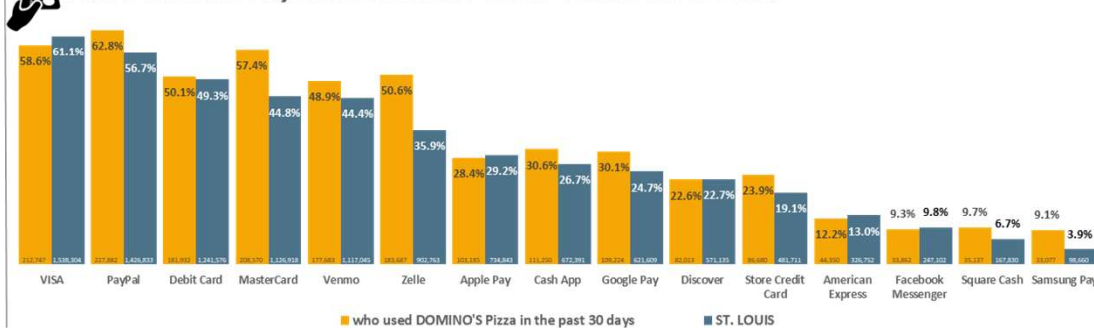
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

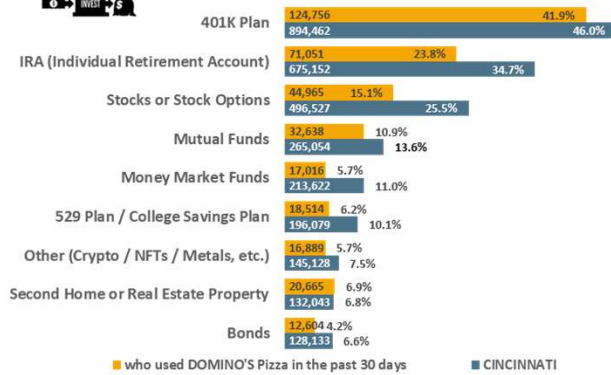




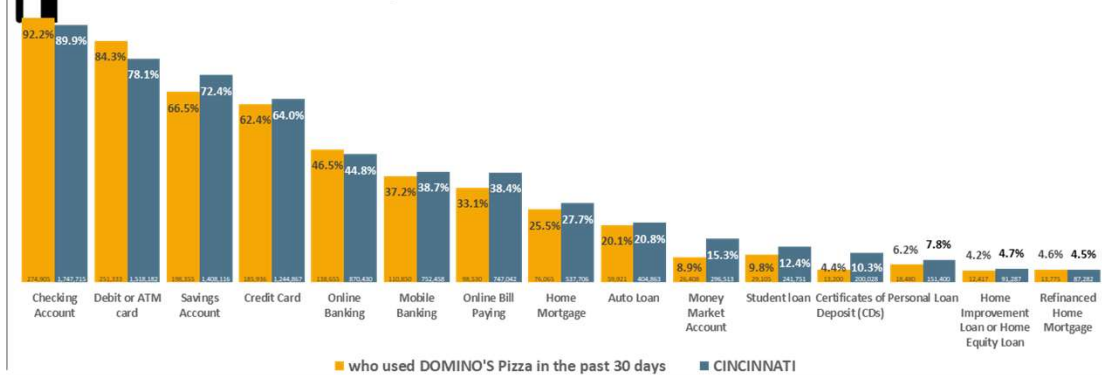
15.3% or 298,086 of CINCINNATI DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 9.0% less likely to have a 401K, 3.5% less likely to have an Auto Loan, 26.2% less likely to Invest/Trade Stocks Online, 33.6% more likely to pay with their Debit Card.



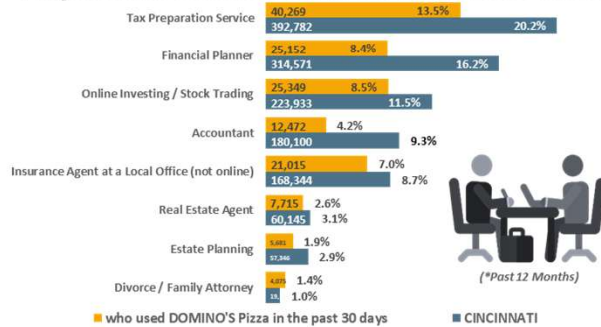
Investments Owned: Adults 18 or older



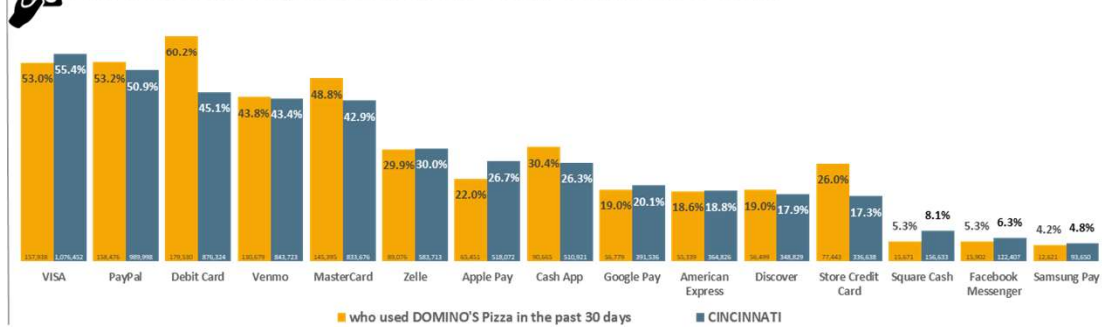
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

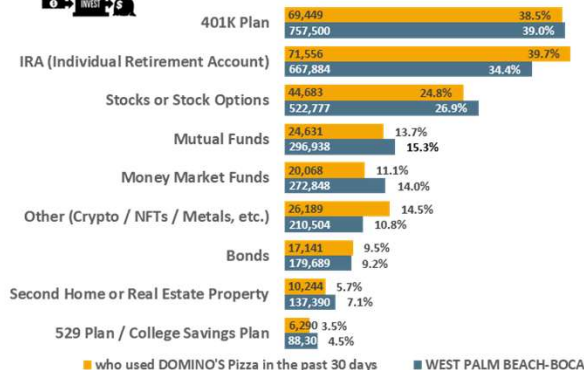




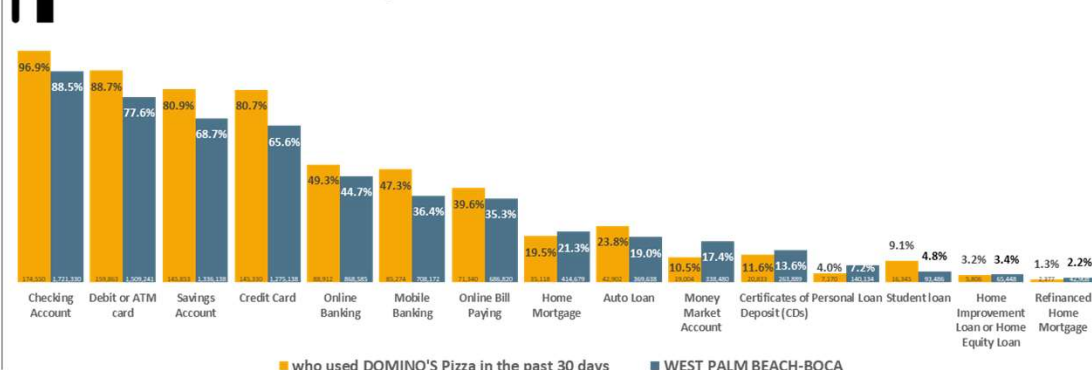
9.3% or 180,183 of WEST PALM BEACH-BOCA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 1.1% less likely to have a 401K, 25.2% more likely to have an Auto Loan, 41.6% more likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



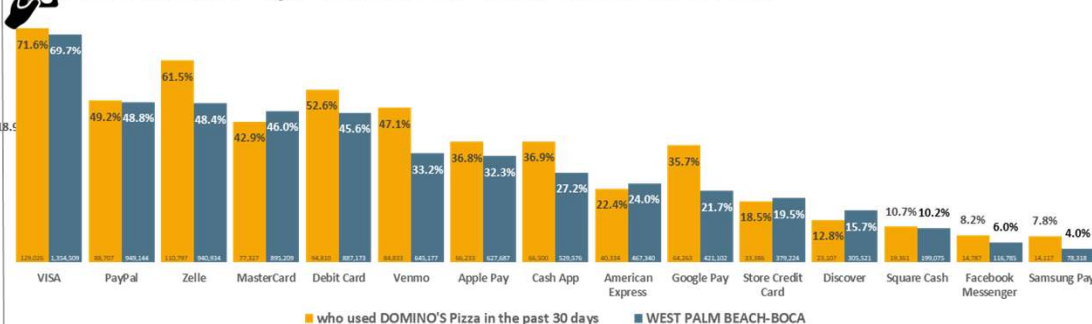
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

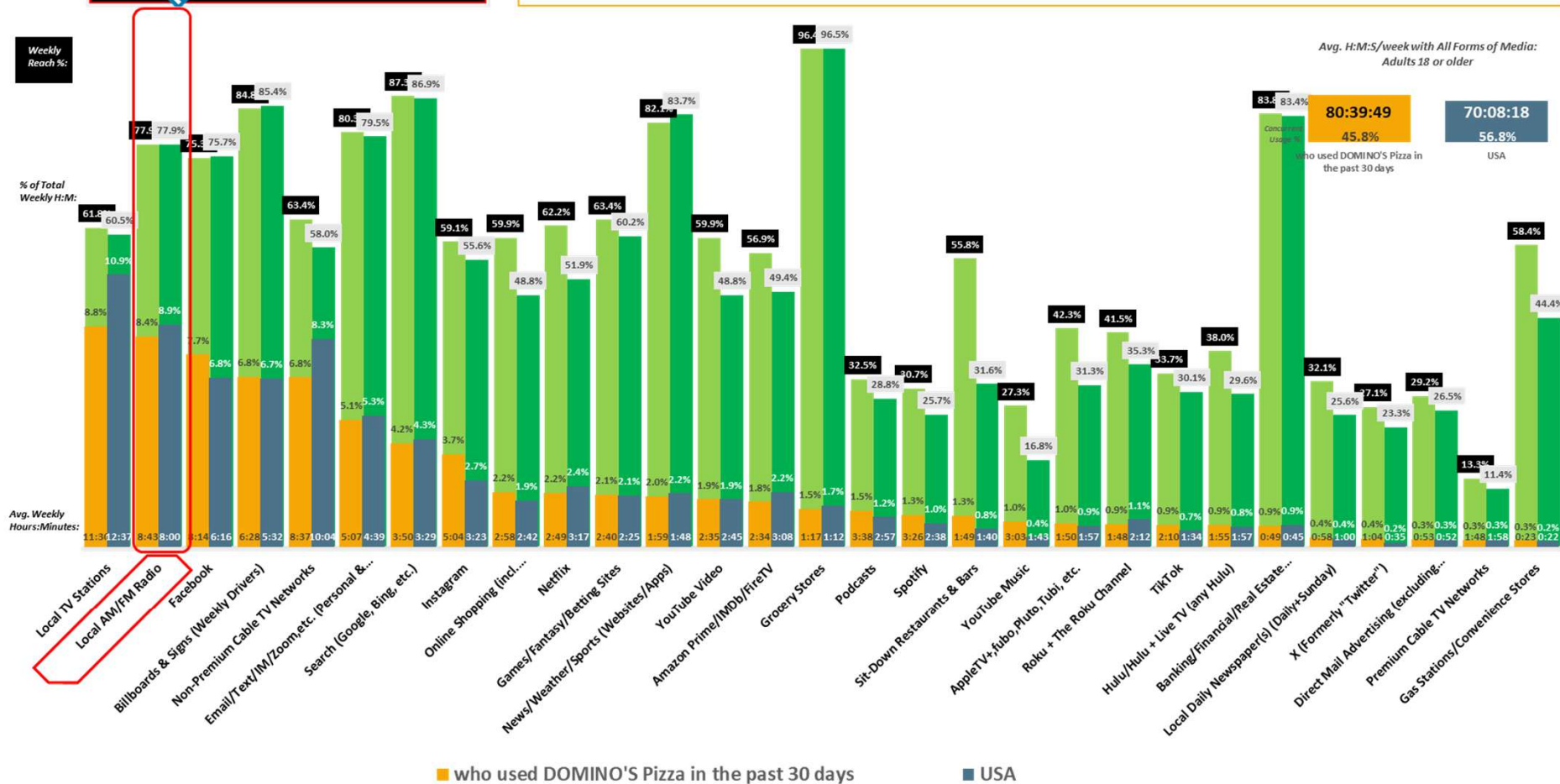


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 8 hours, 39 minutes and 49 seconds each week with All Forms of Media.
 77.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

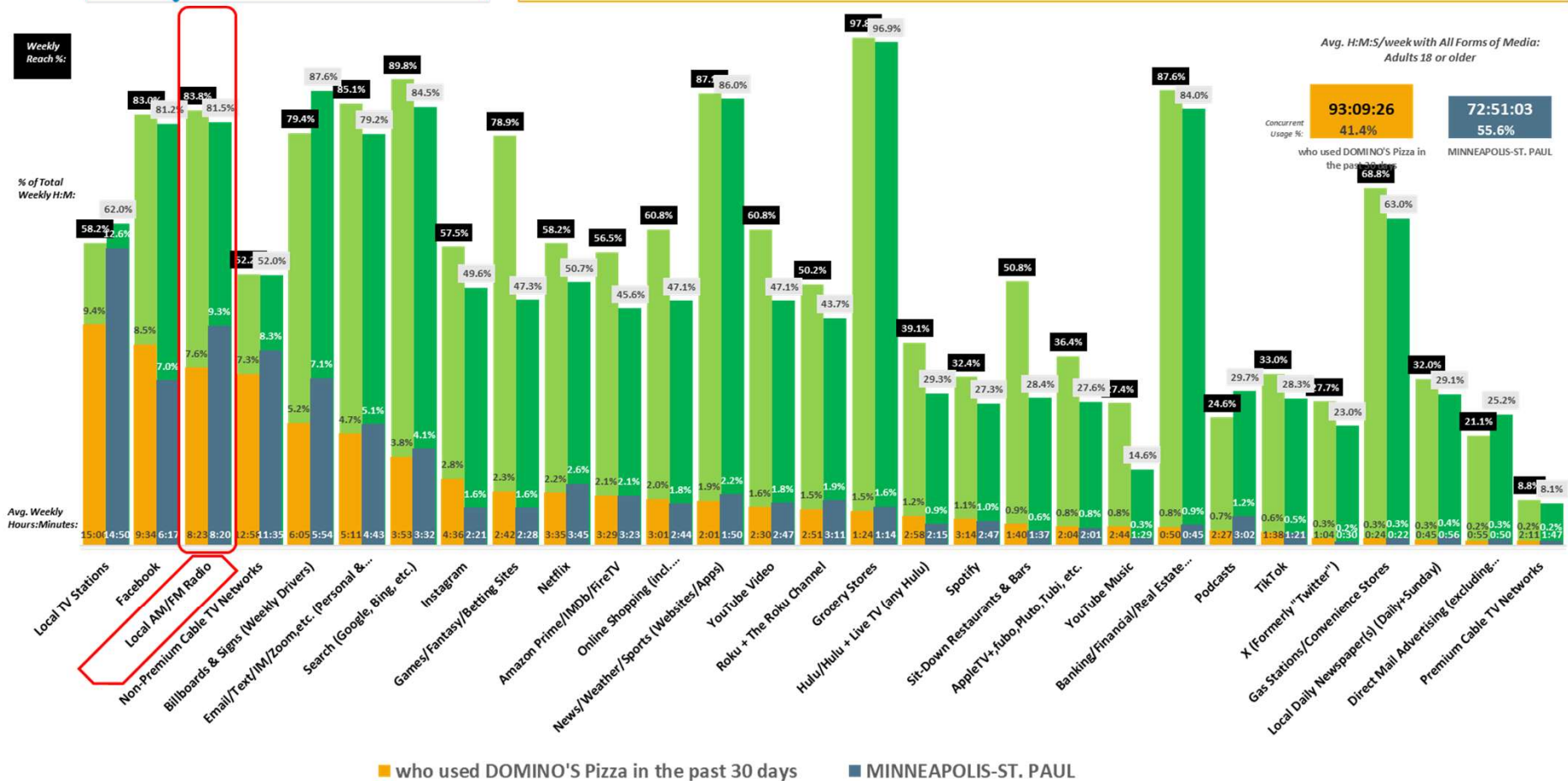


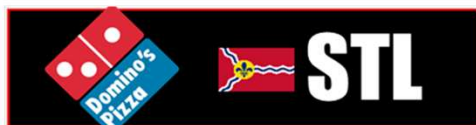
Share of Everything for Anything



Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 21 hours, 9 minutes and 26 seconds each week with All Forms of Media.

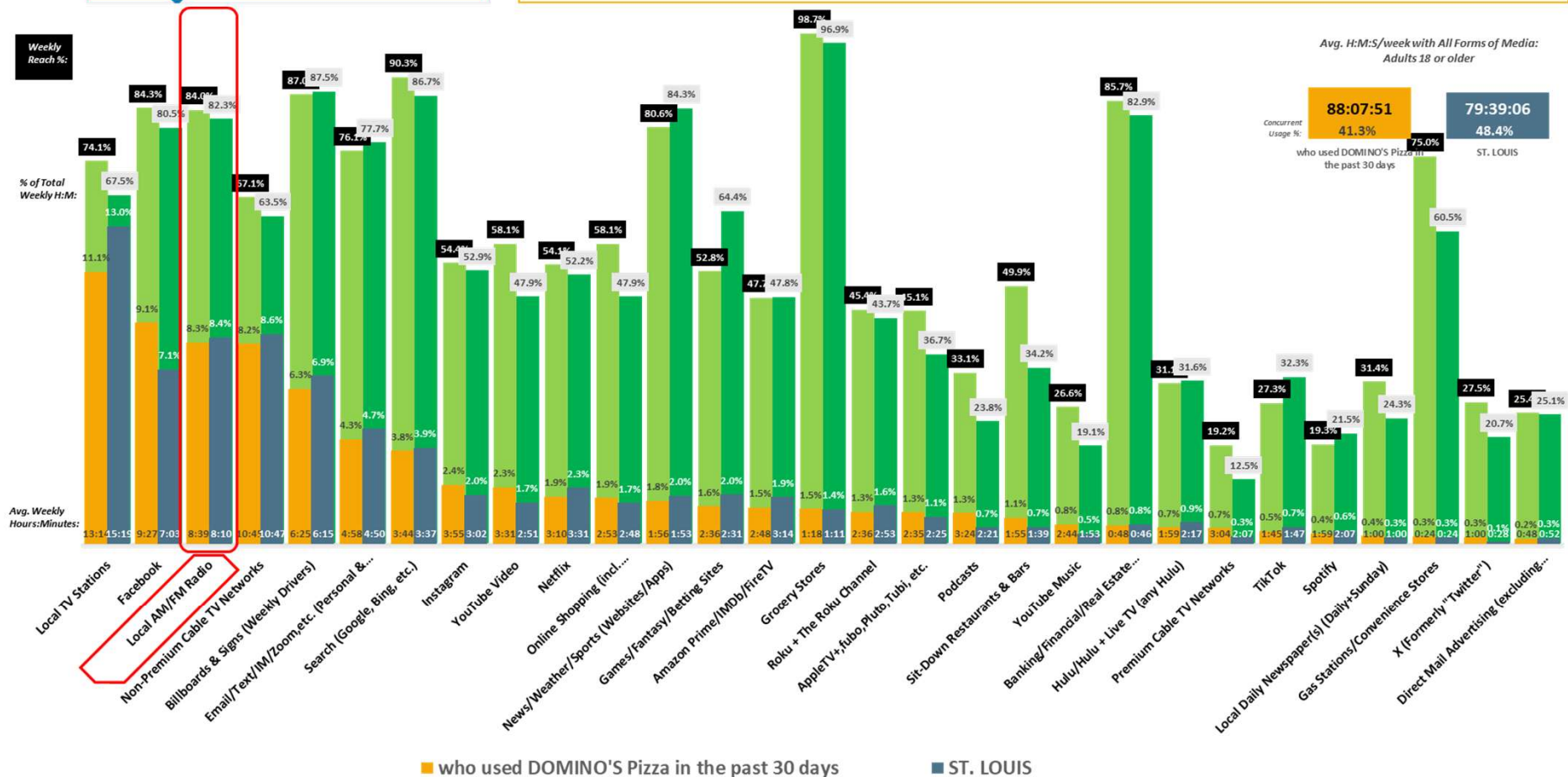
83.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 16 hours, 7 minutes and 51 seconds each week with All Forms of Media.

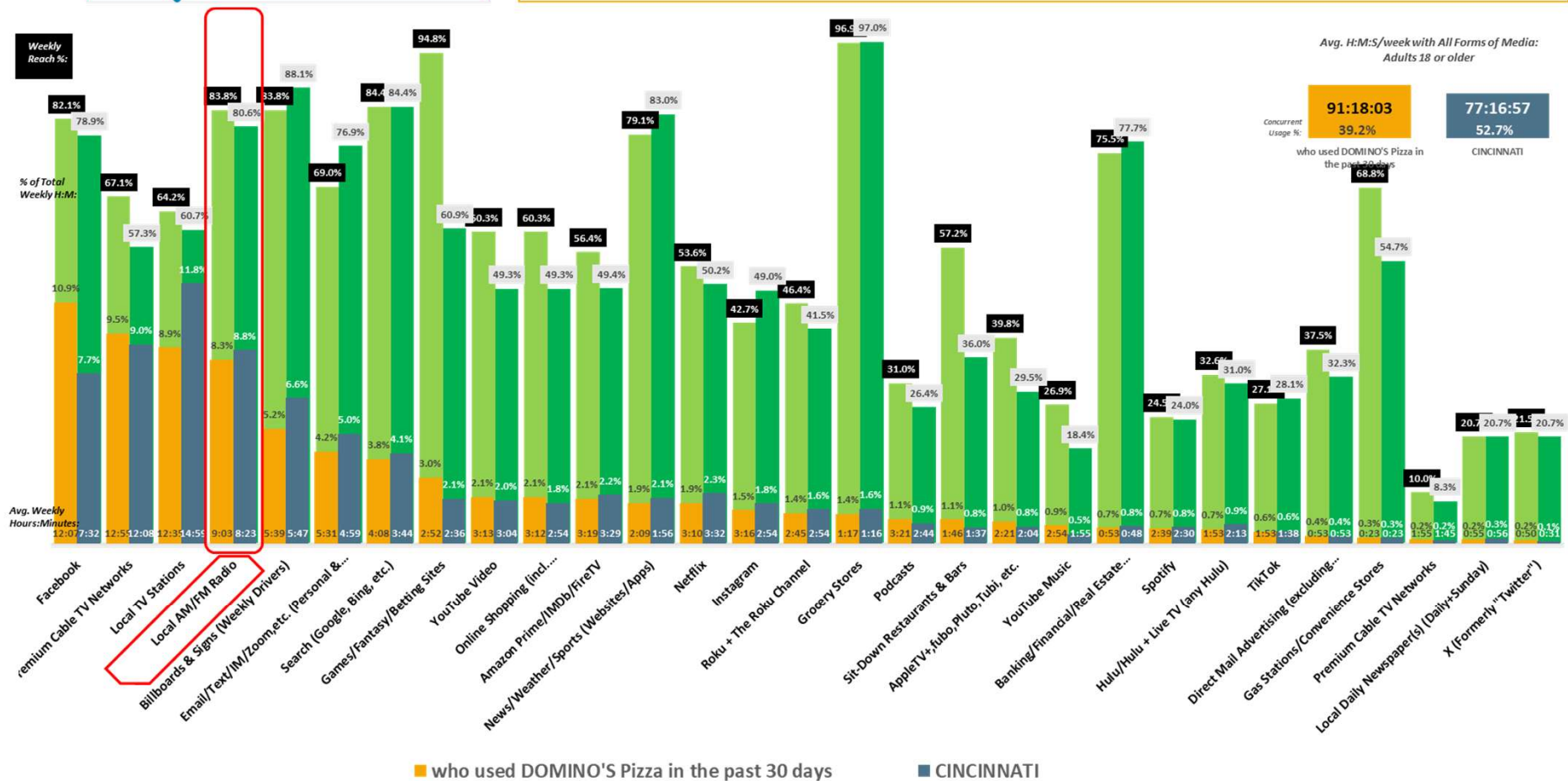
84.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.





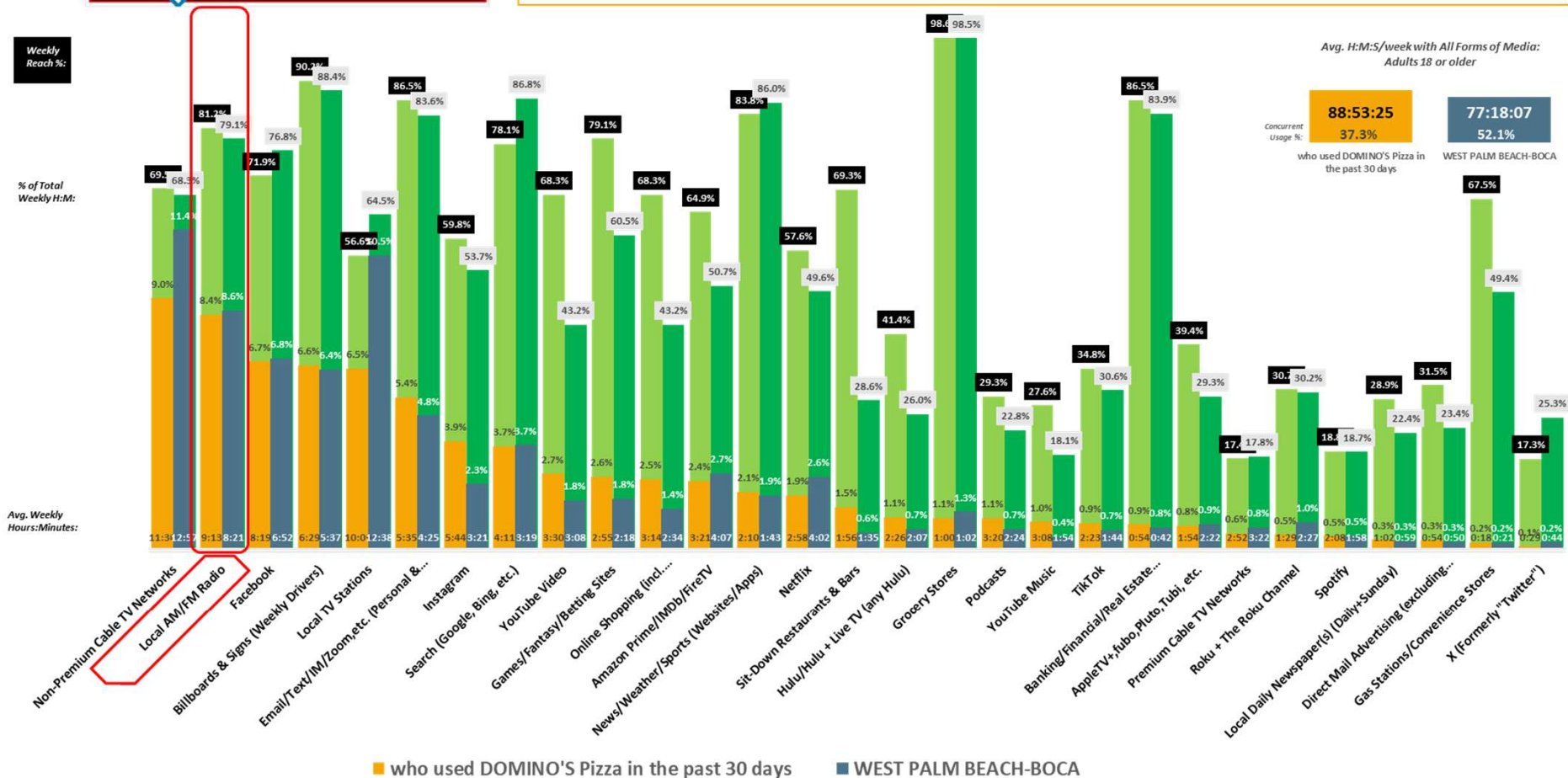
Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 19 hours, 18 minutes and 3 seconds each week with All Forms of Media.

83.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



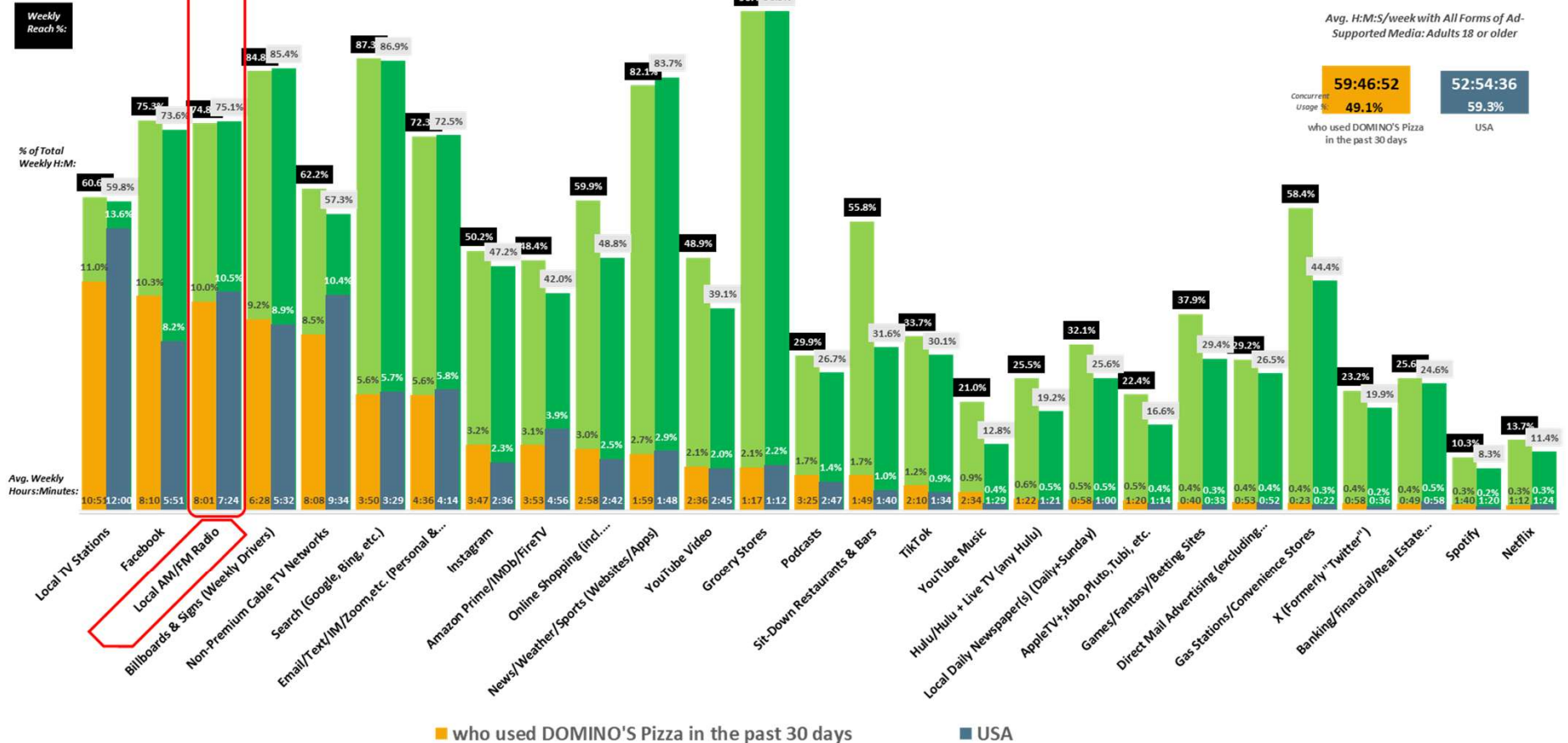


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 16 hours, 53 minutes and 25 seconds each week with All Forms of Media.
 81.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





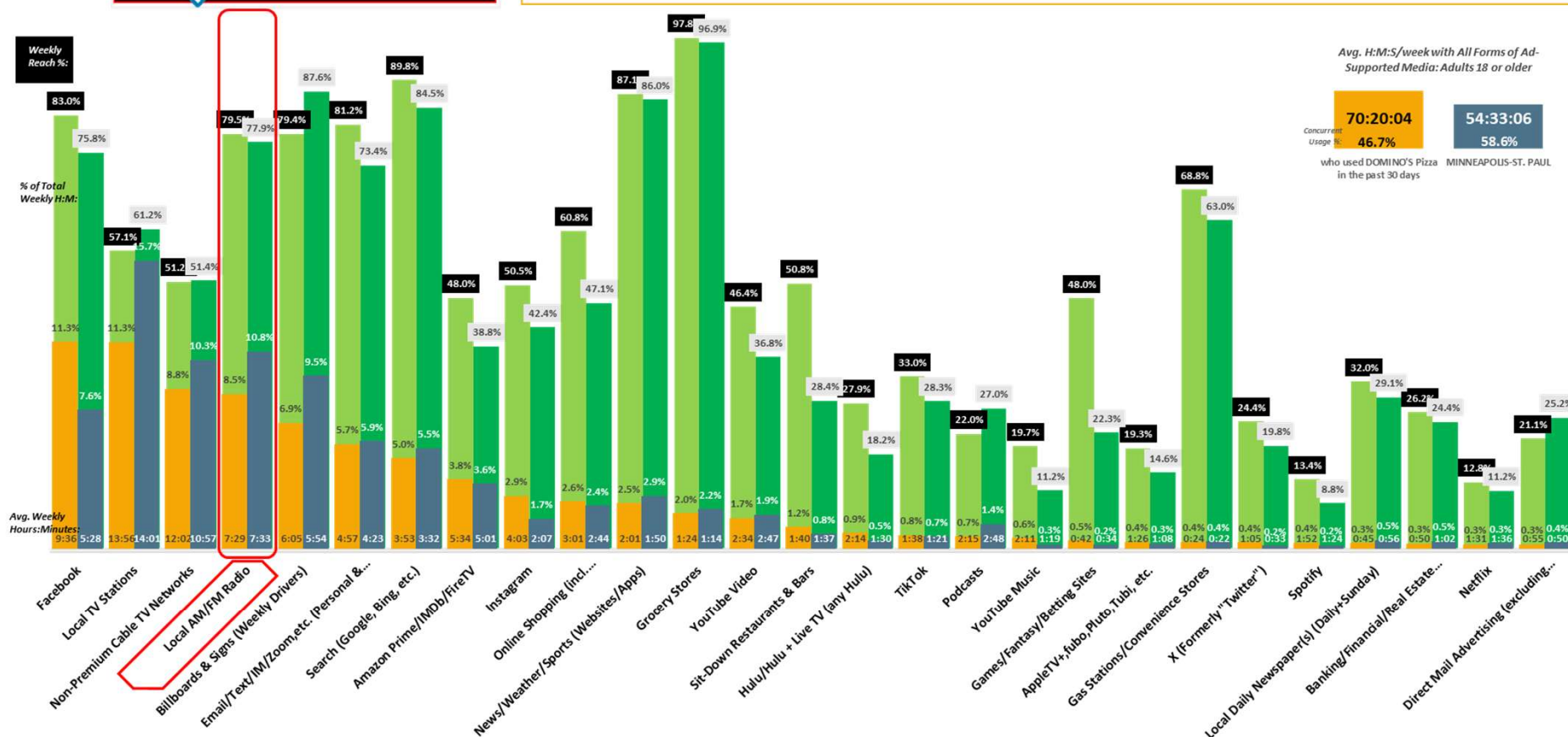
Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 11 hours, 46 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 22 hours, 20 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 18 or older who used DOMINO'S Pizza 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 8.5% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 46.7%

who used DOMINO'S Pizza in the past 30 days

70:20:04

54:33:06

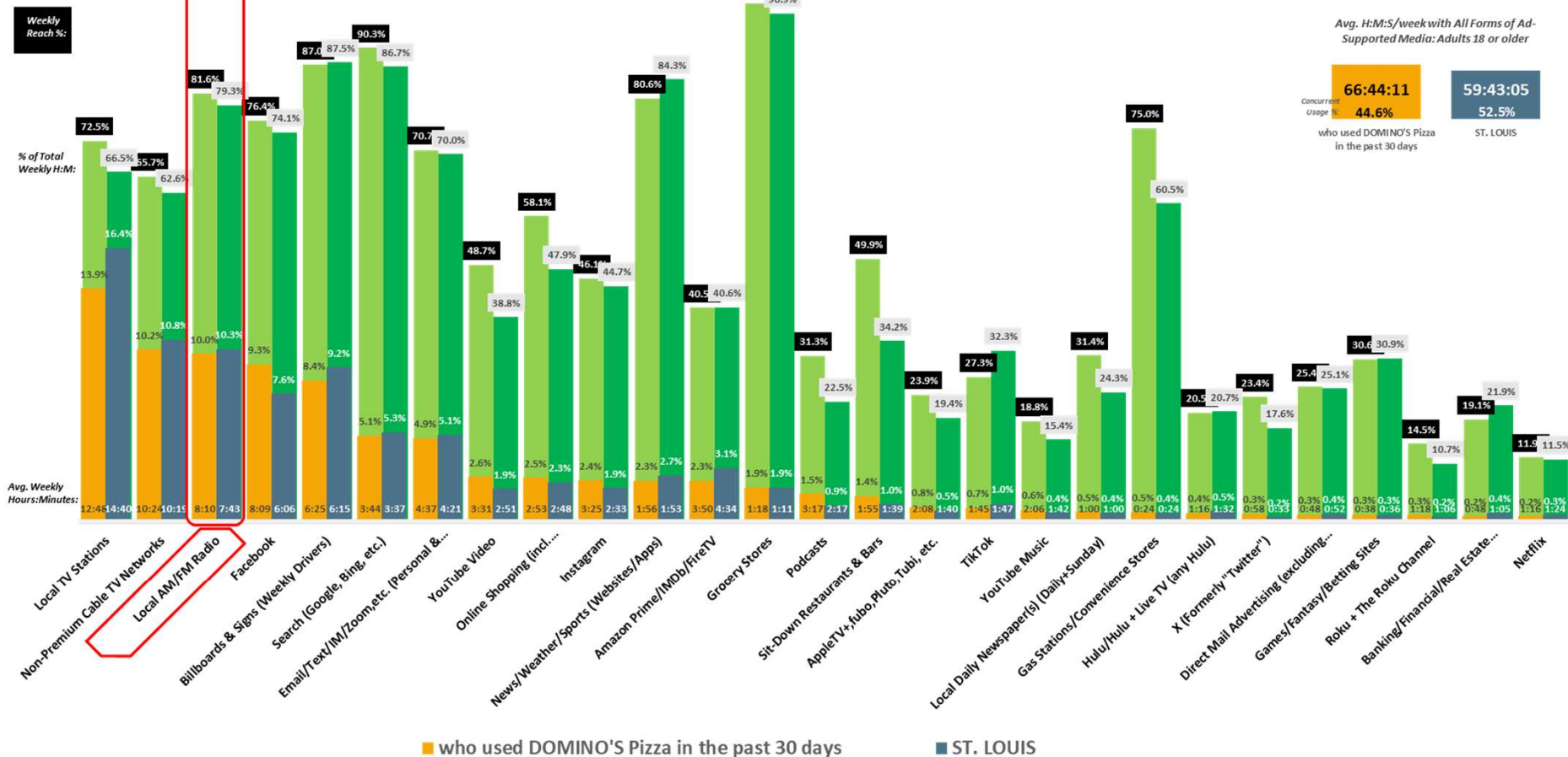
MINNEAPOLIS-ST. PAUL

■ who used DOMINO'S Pizza in the past 30 days ■ MINNEAPOLIS-ST. PAUL



Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 18 hours, 44 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

81.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 44.6%

who used DOMINO'S Pizza in the past 30 days

66:44:11

ST. LOUIS

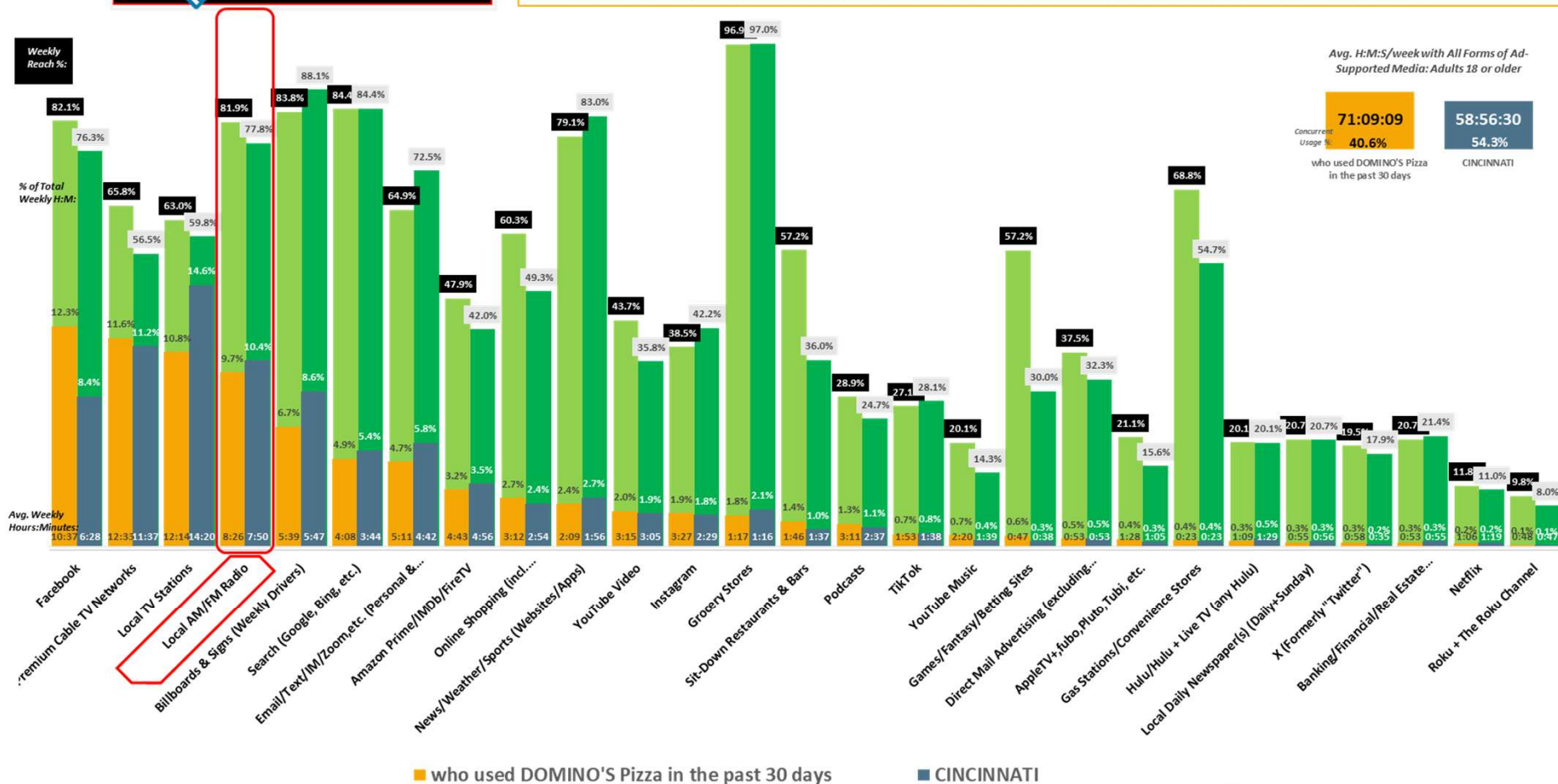
59:43:05

52.5%



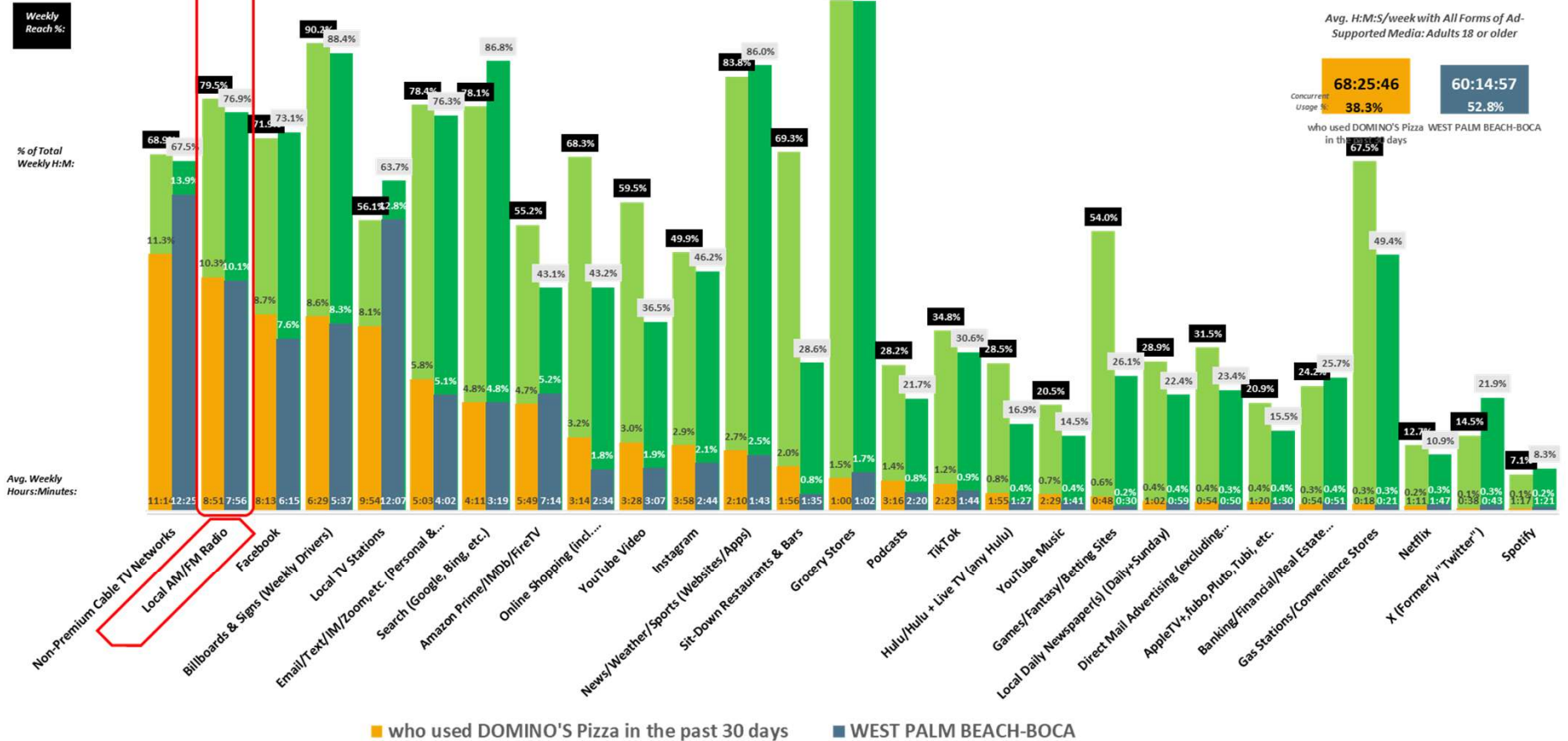
Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 23 hours, 9 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 20 hours, 25 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.

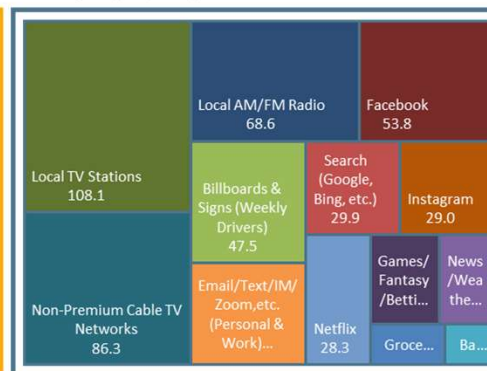
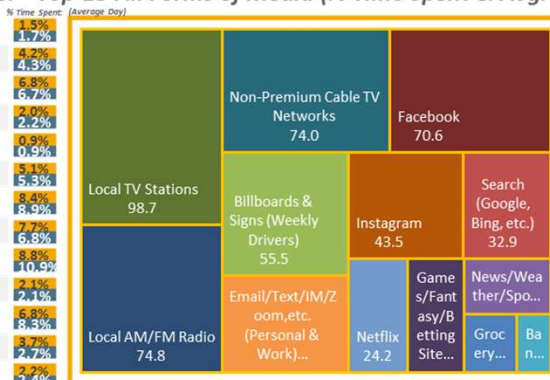
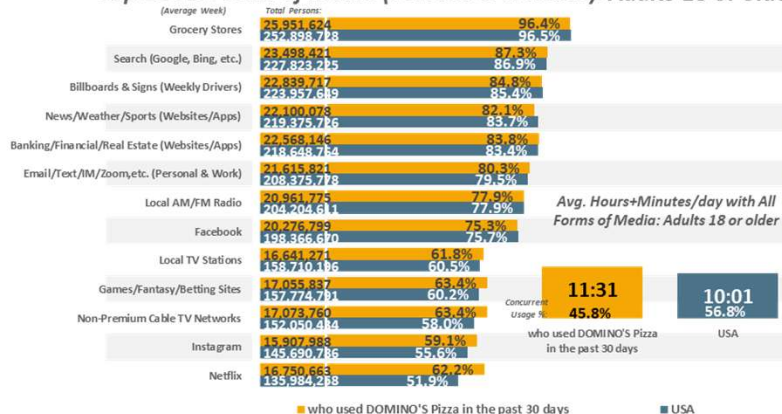




Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

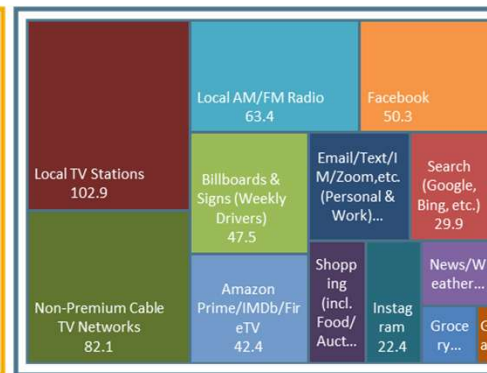
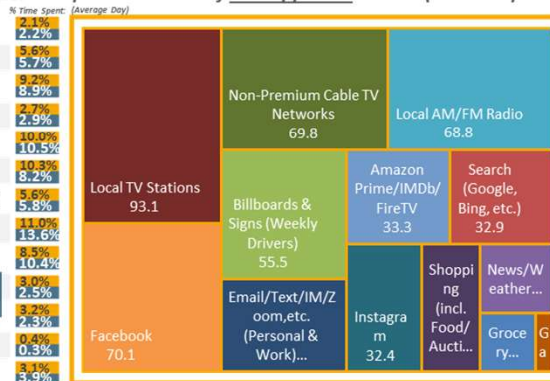
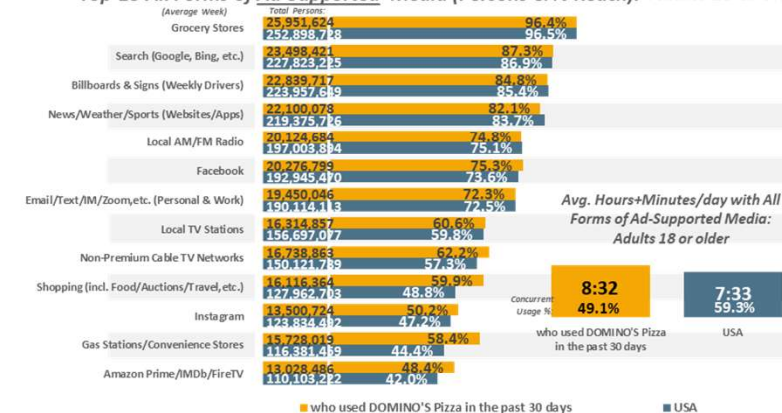
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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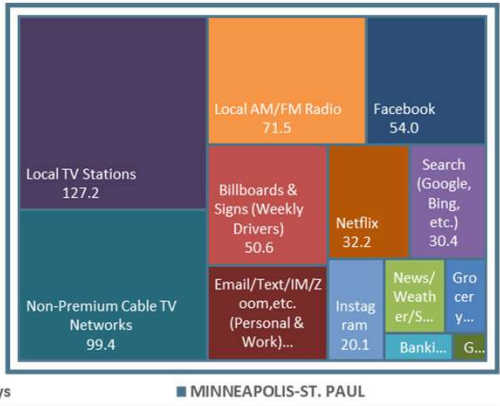
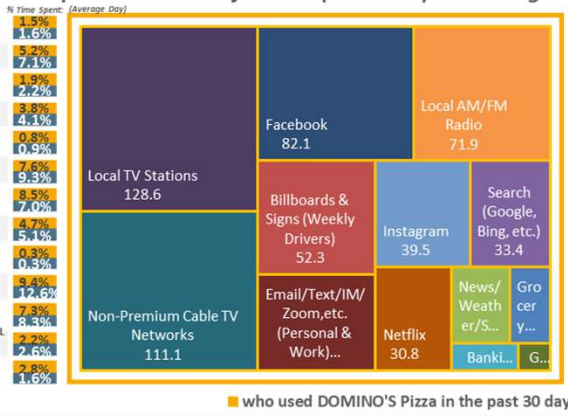
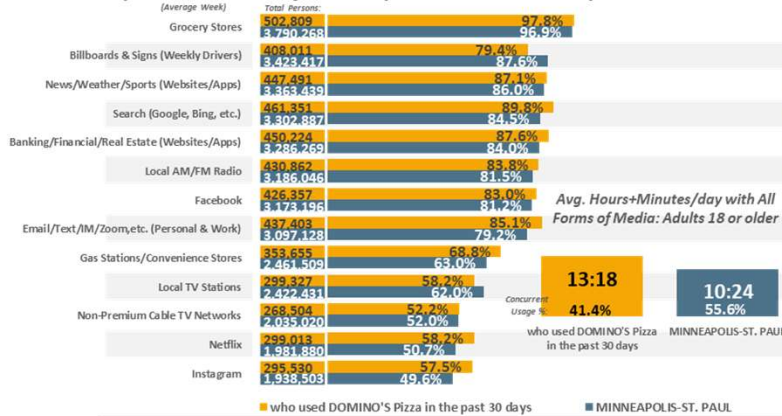
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

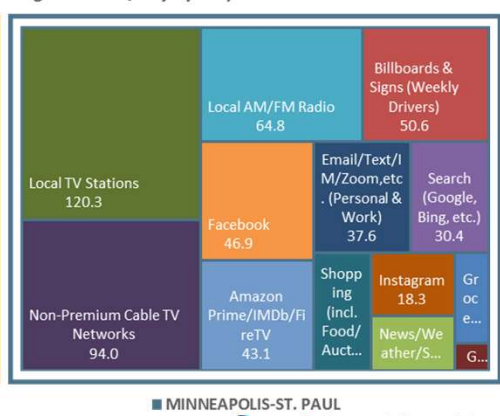
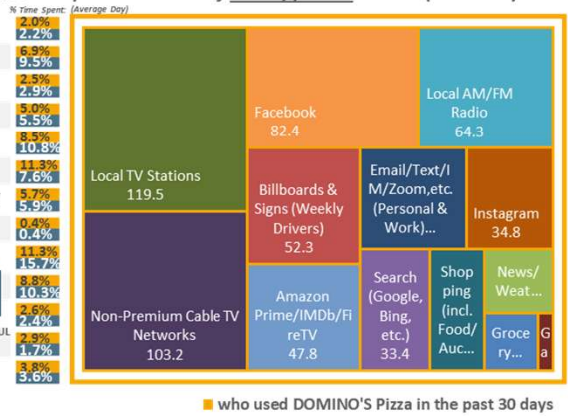
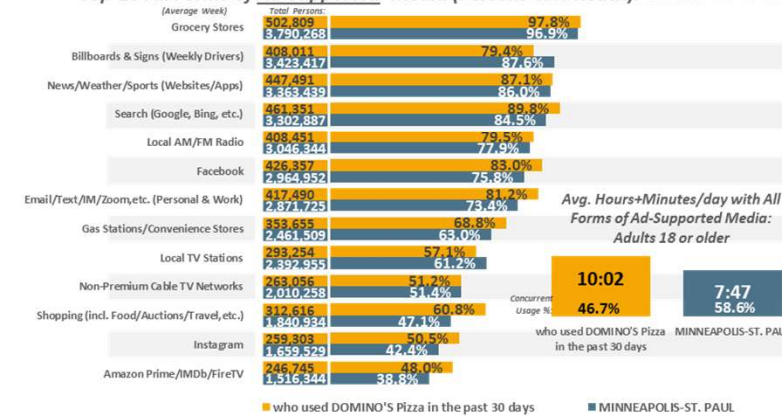


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 10 hours and 2 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day.
(Local Radio delivers 8.5% of Time with Ad-Supported Media.)

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



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

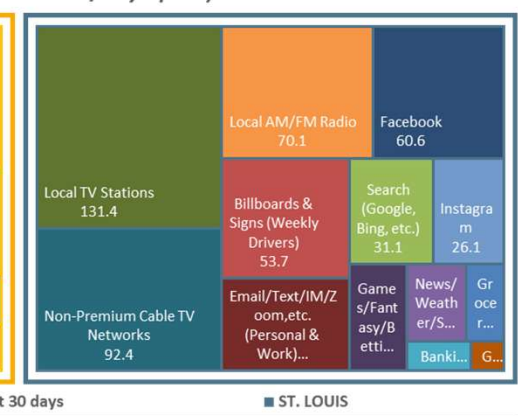
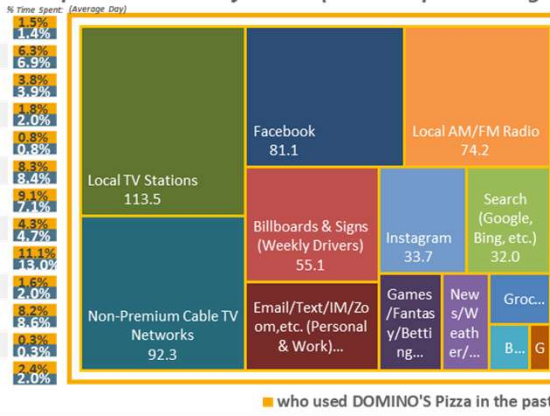
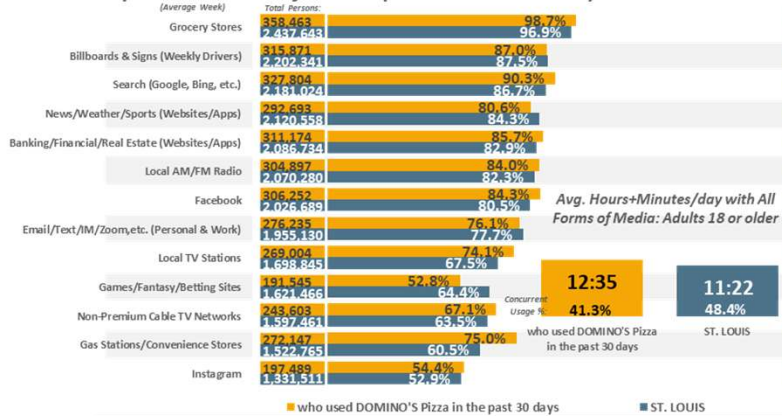




Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 9 hours and 32 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 70. minutes/day.
(Local Radio delivers 10.% of Time with Ad-Supported Media.)

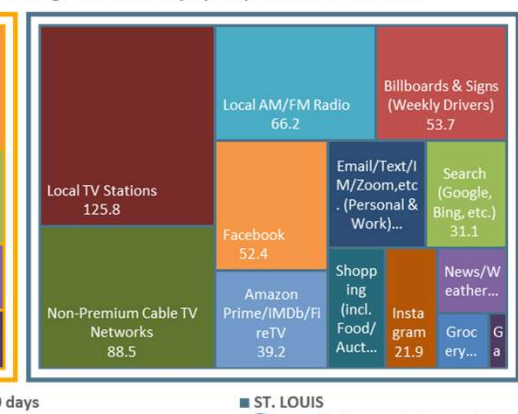
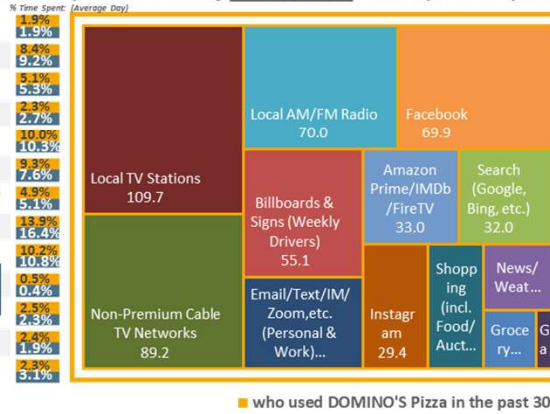
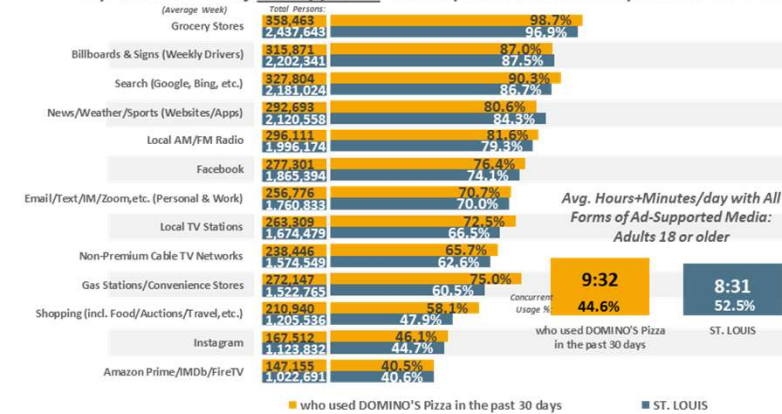
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 263
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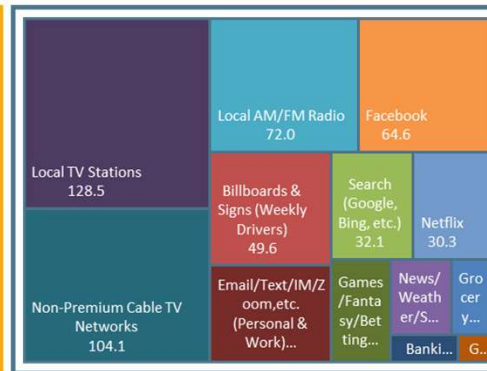
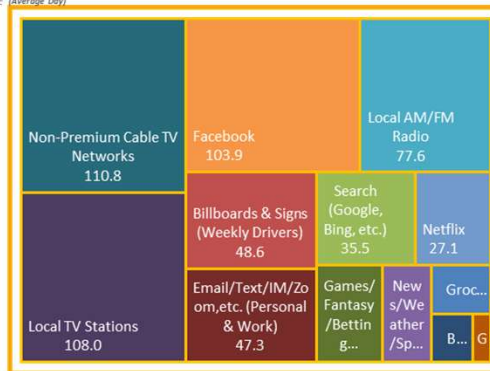
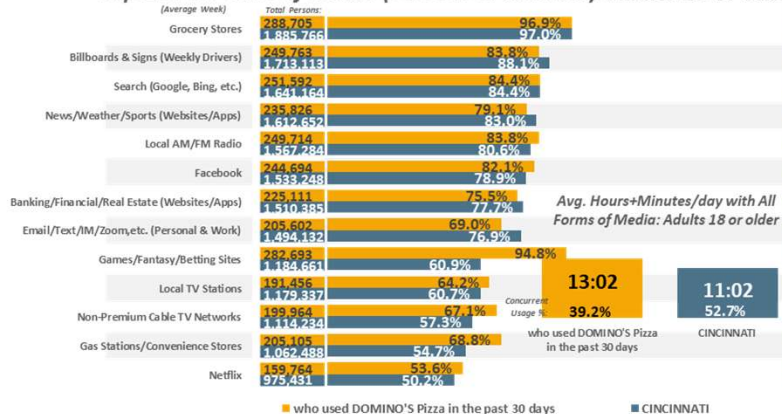
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

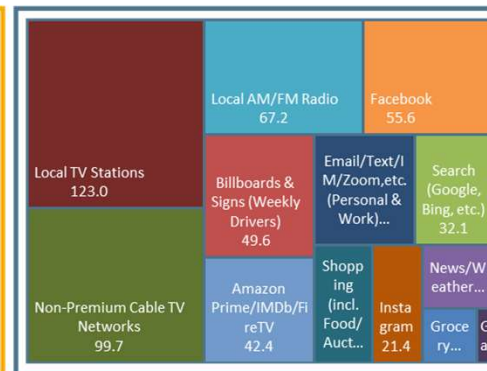
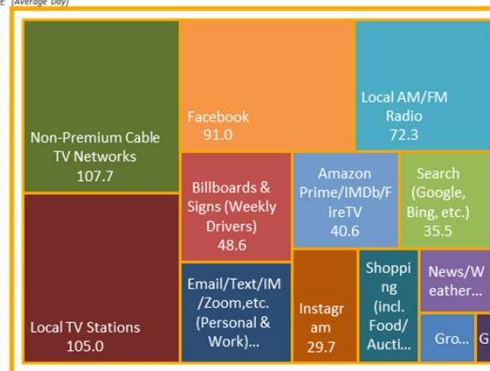
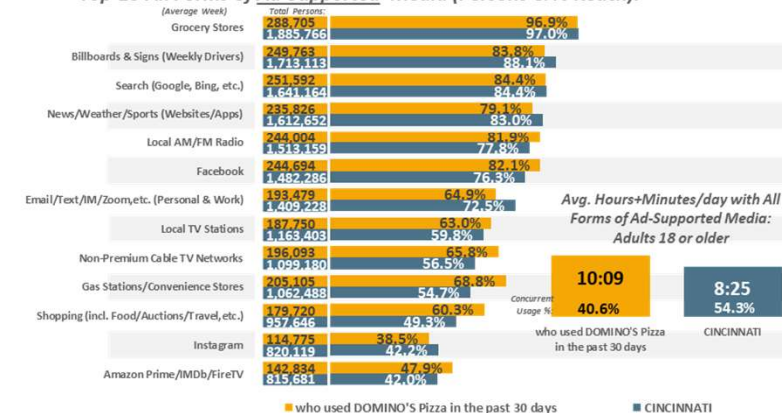


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 10 hours and 9 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day.
(Local Radio delivers 9.7% of Time with Ad-Supported Media.)

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



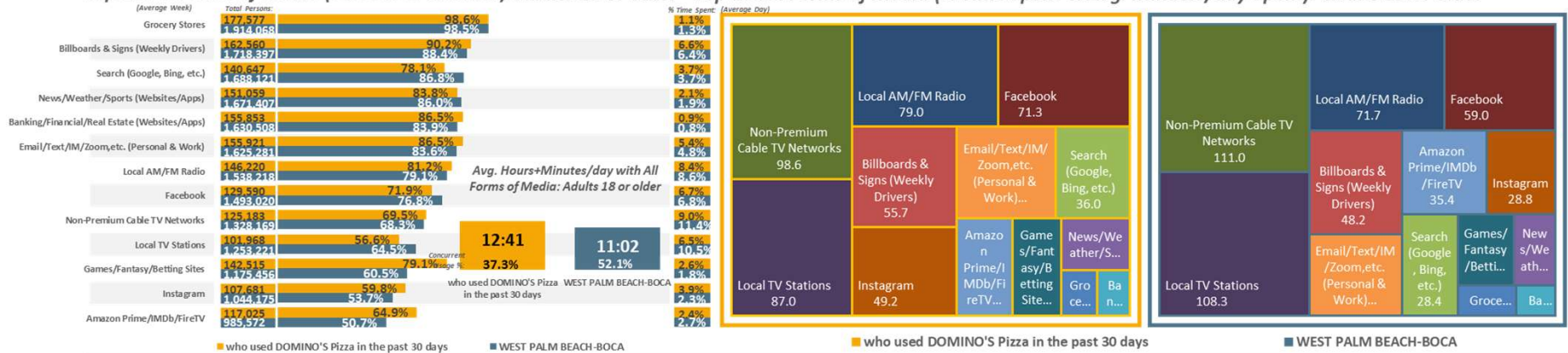
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



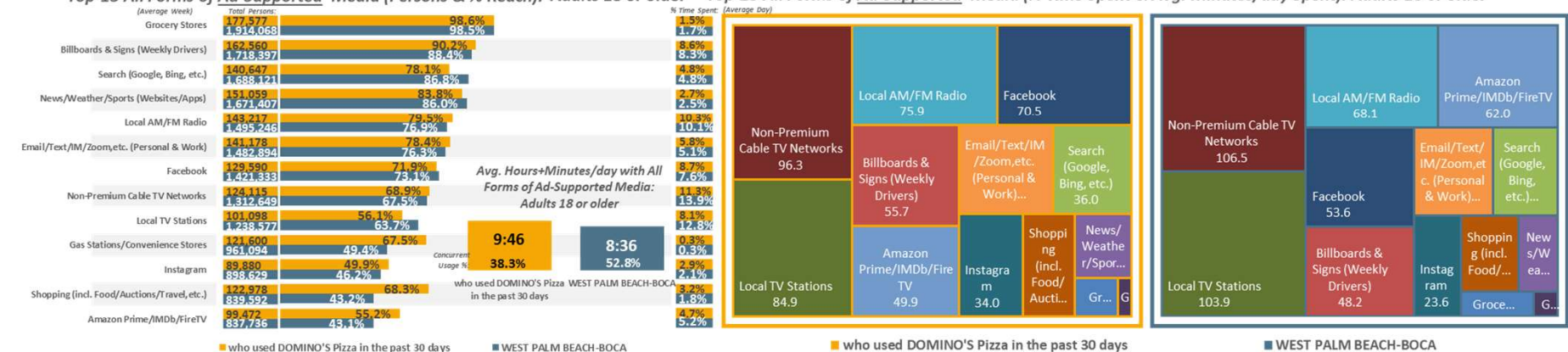


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 9 hours and 46 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 75.9 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

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



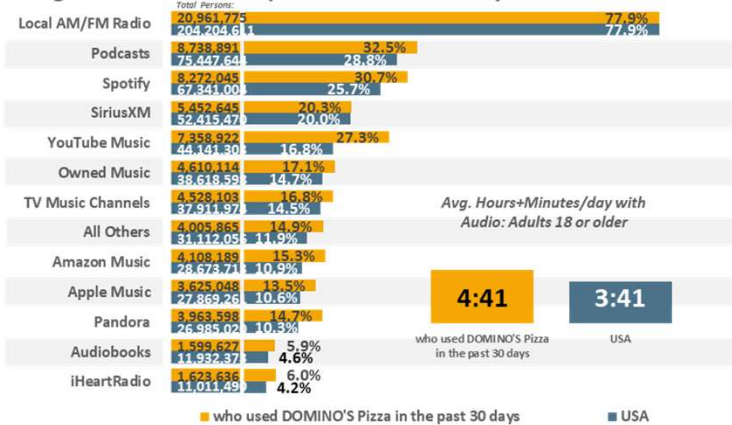
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



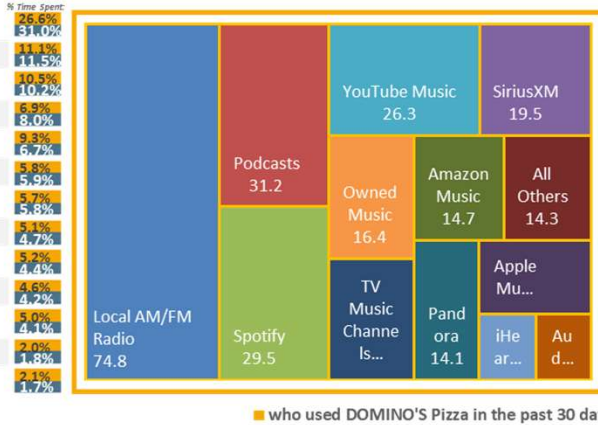


20,124,684 or 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

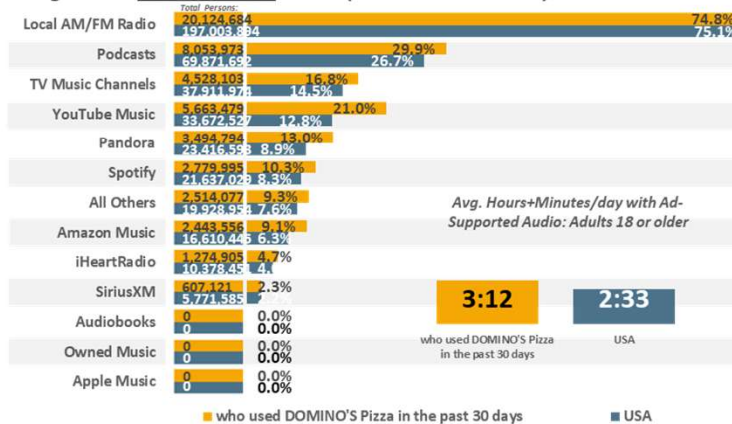
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



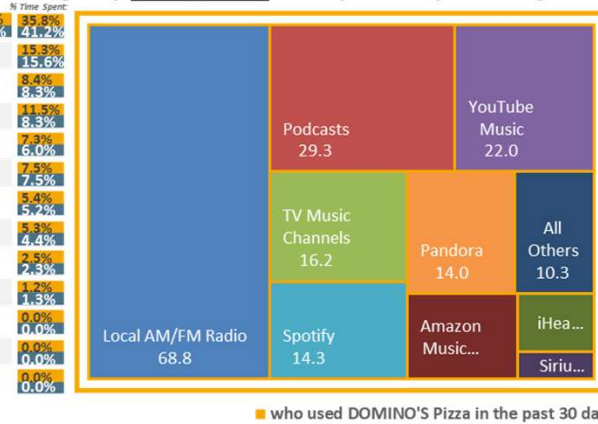
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



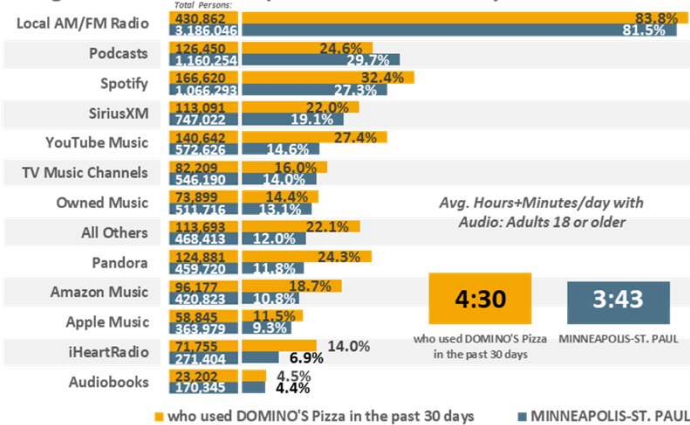
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



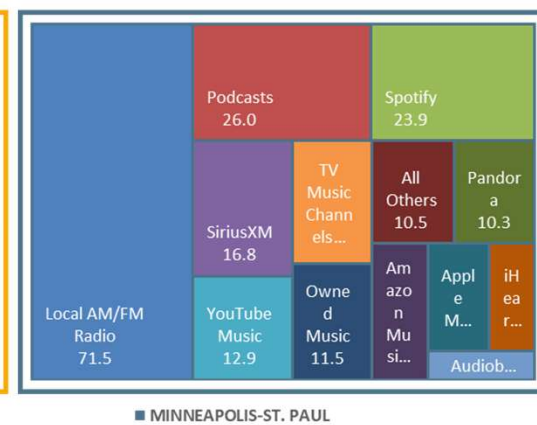
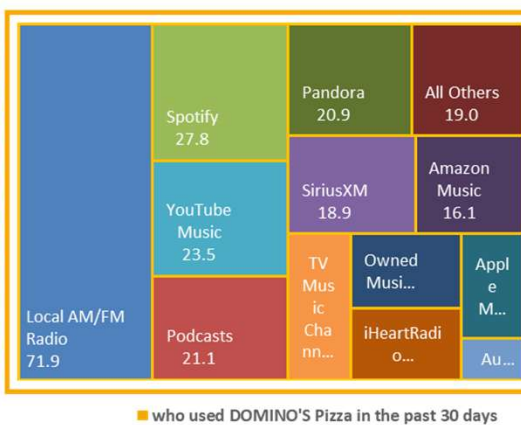


408,451 or 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

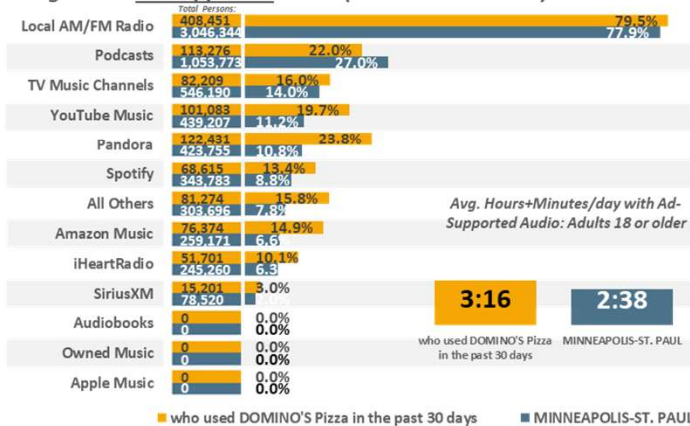
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



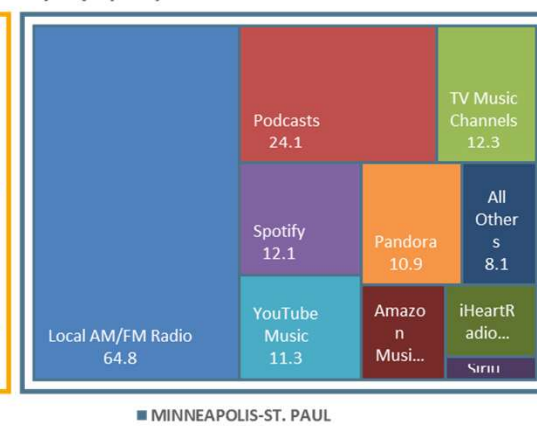
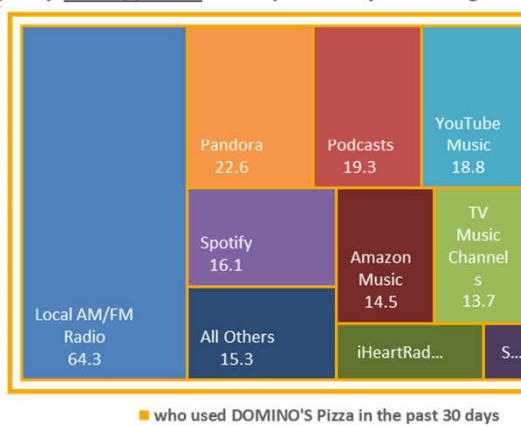
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



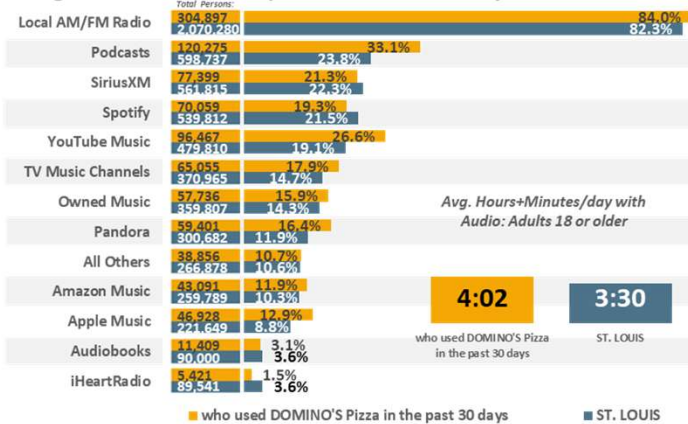
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



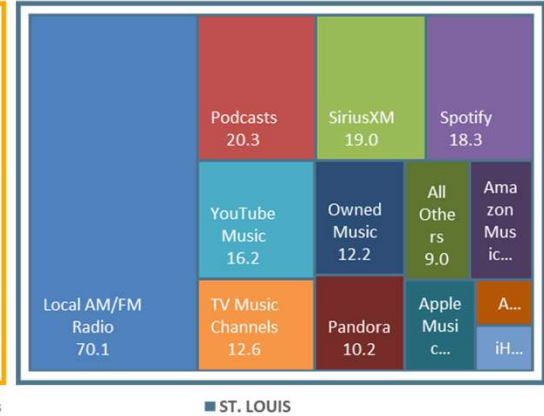
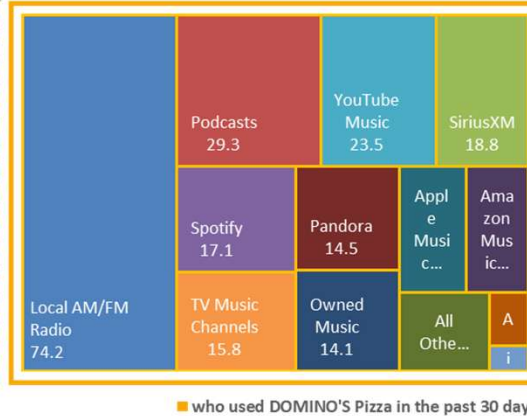


296,111 or 81.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

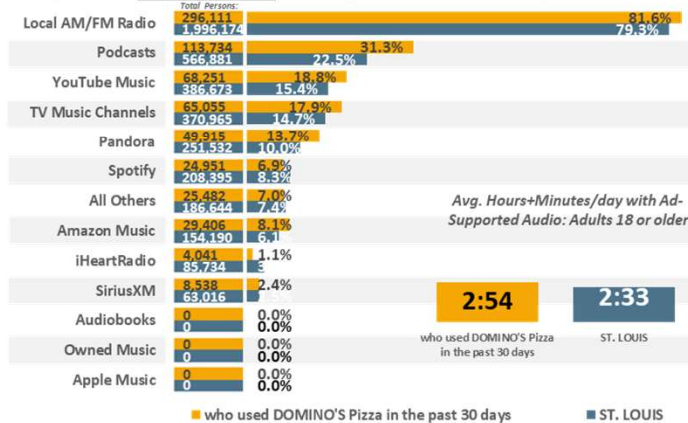
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



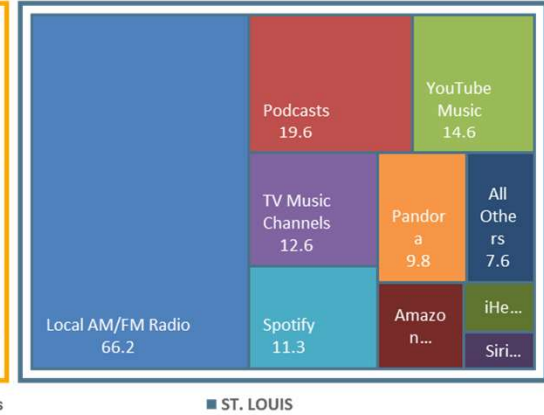
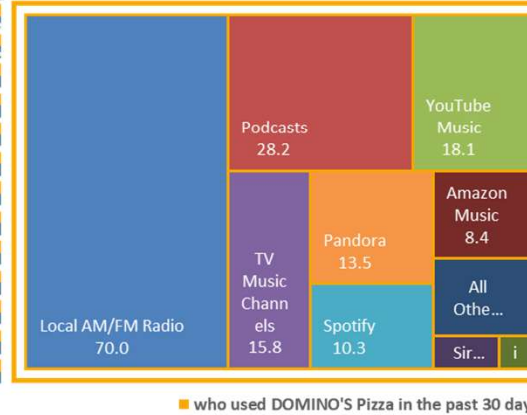
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



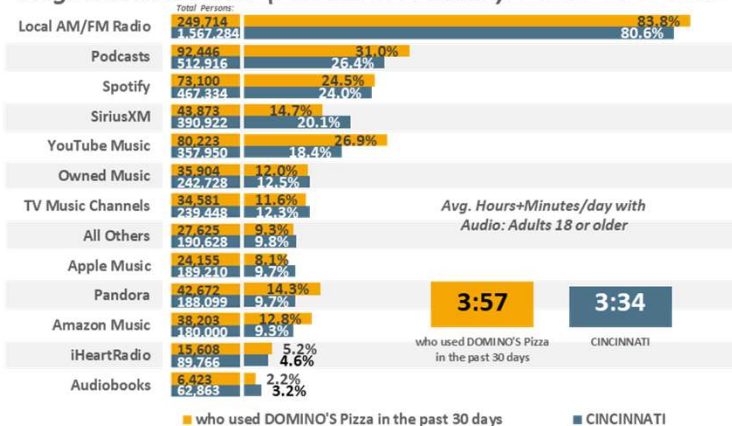
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



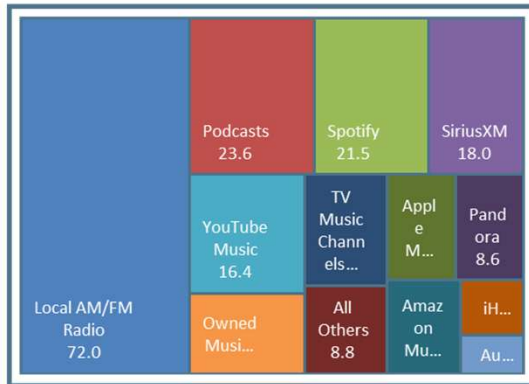
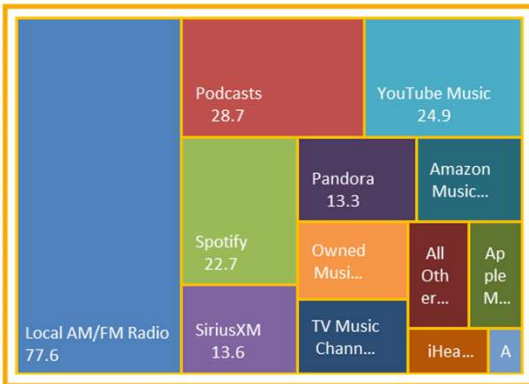


244,004 or 81.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

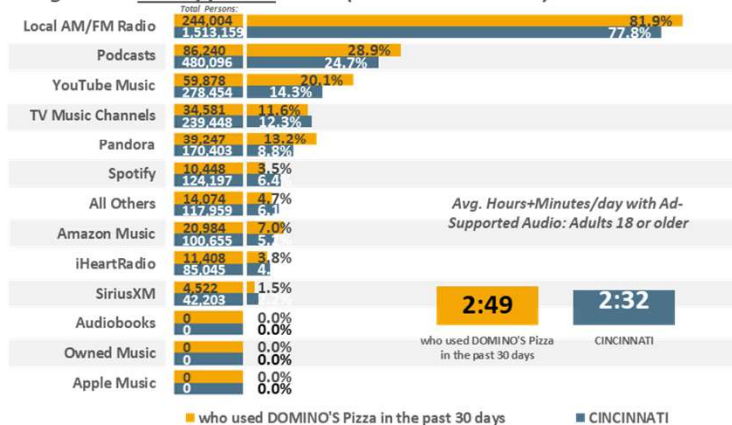
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



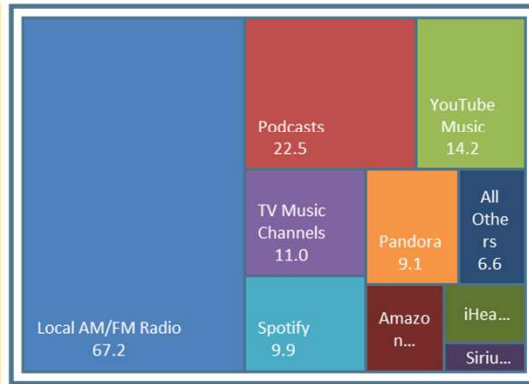
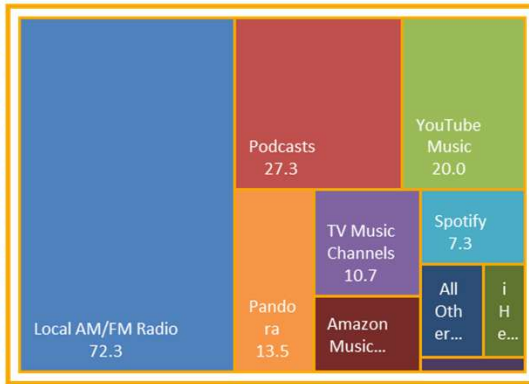
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



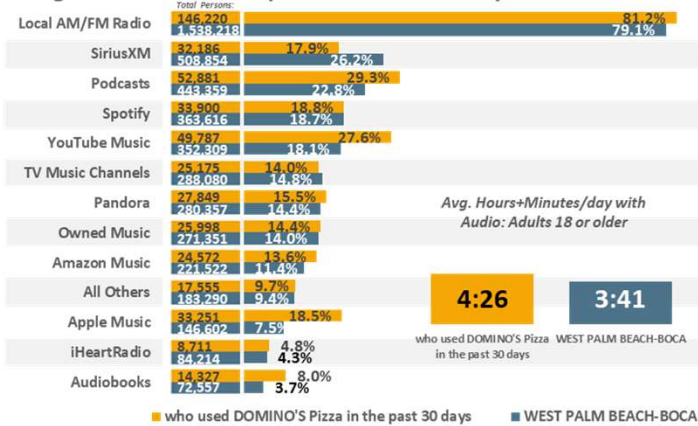
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



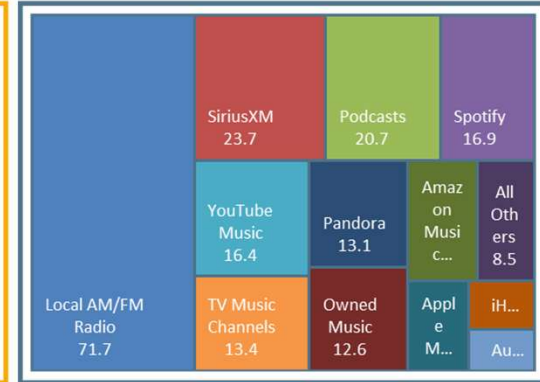
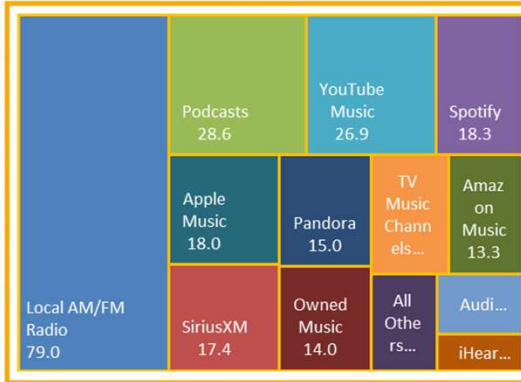


143,217 or 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

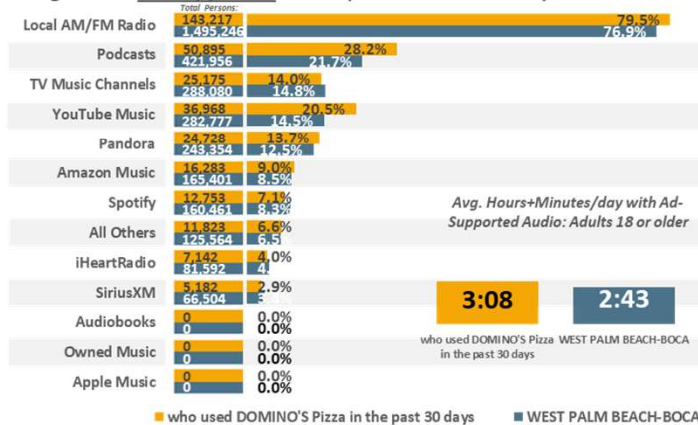
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



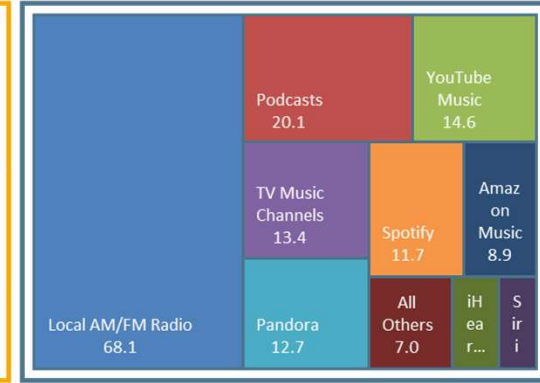
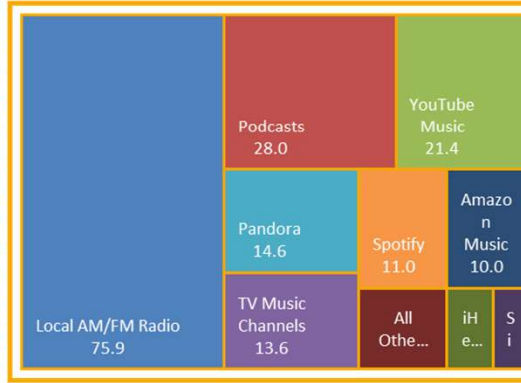
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

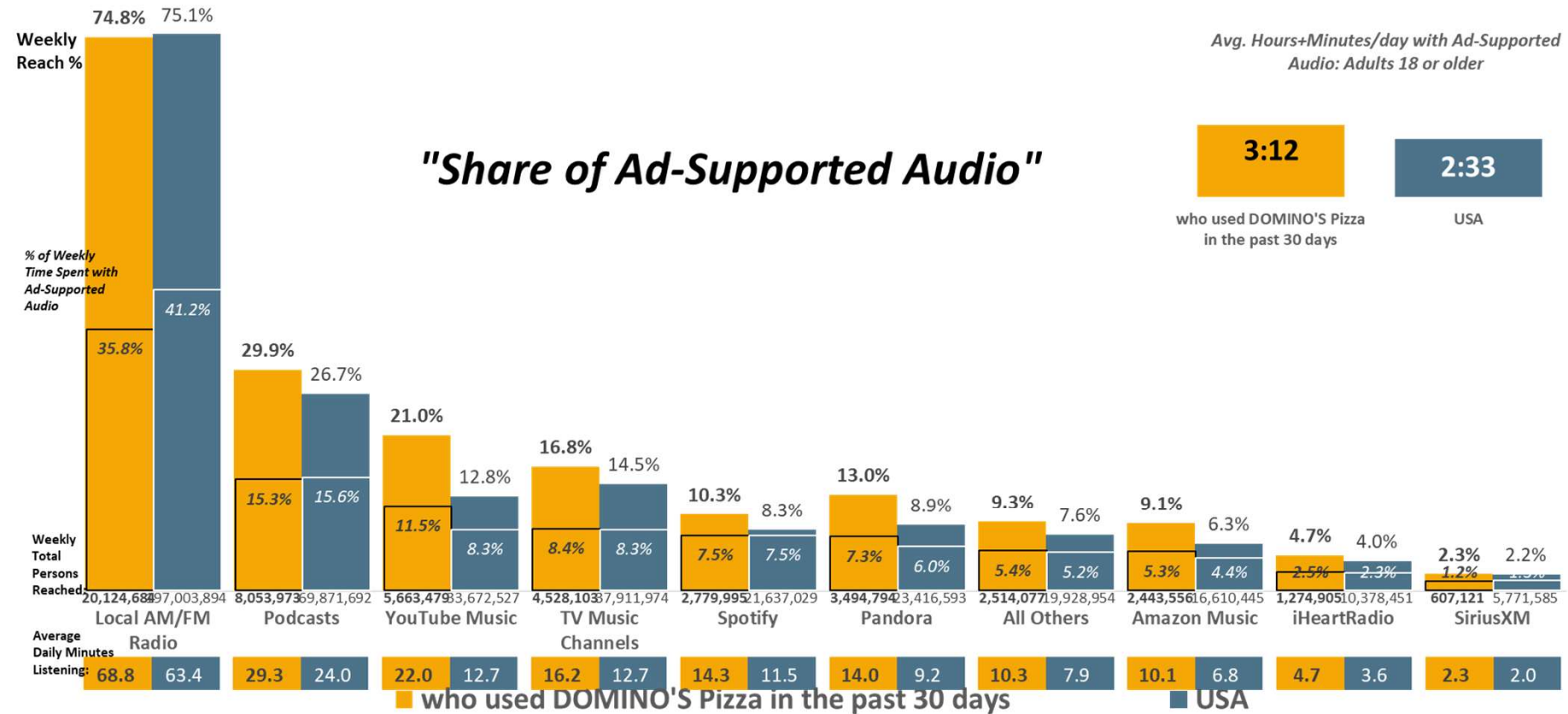


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



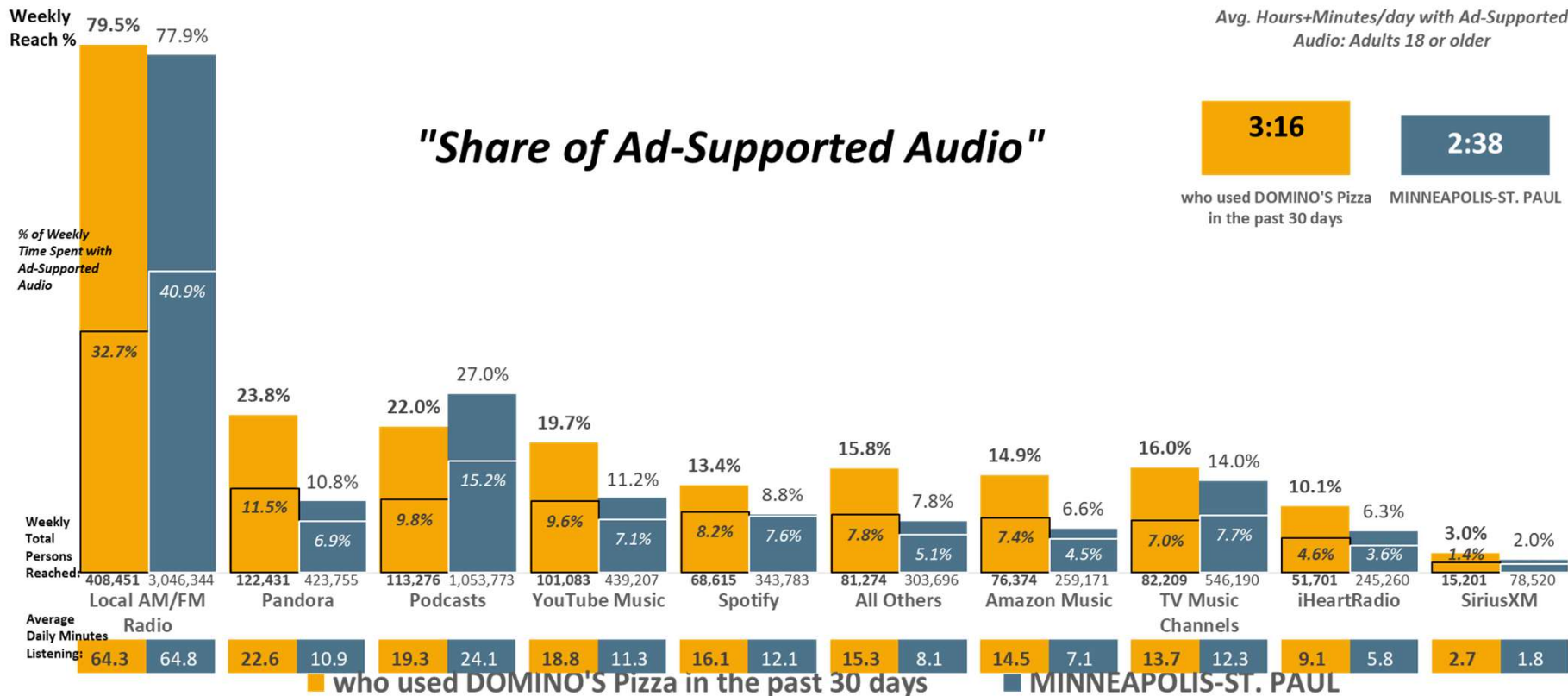


20,124,684 or 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.



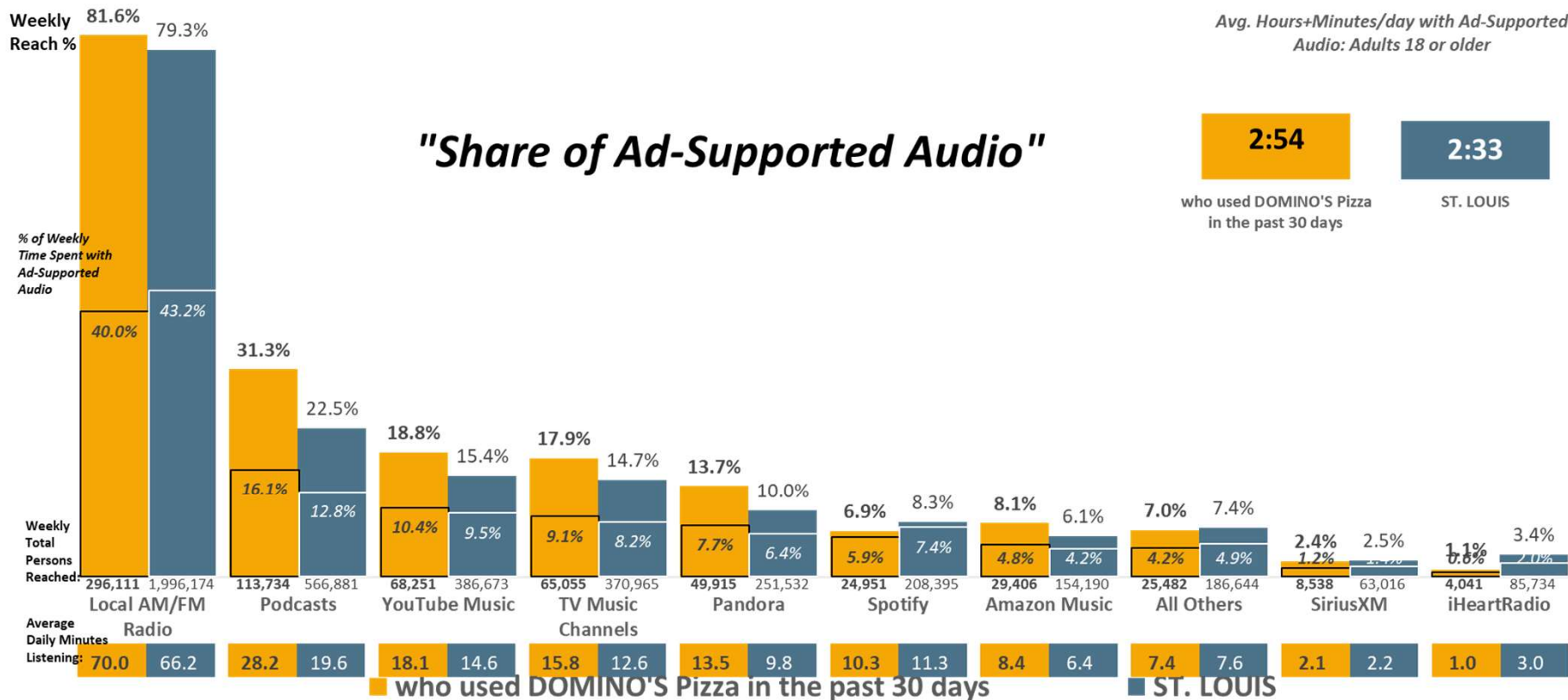


408,451 or 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.



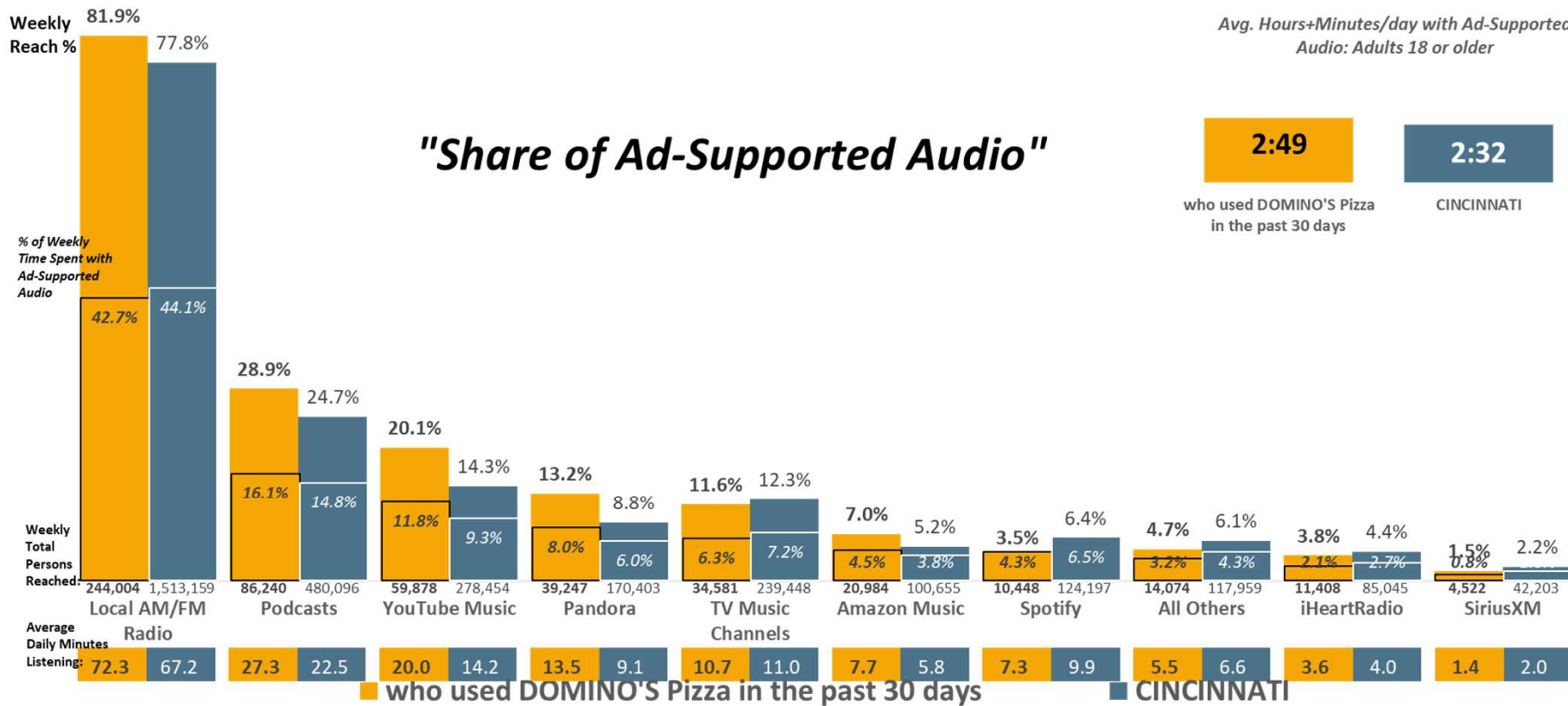


296,111 or 81.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



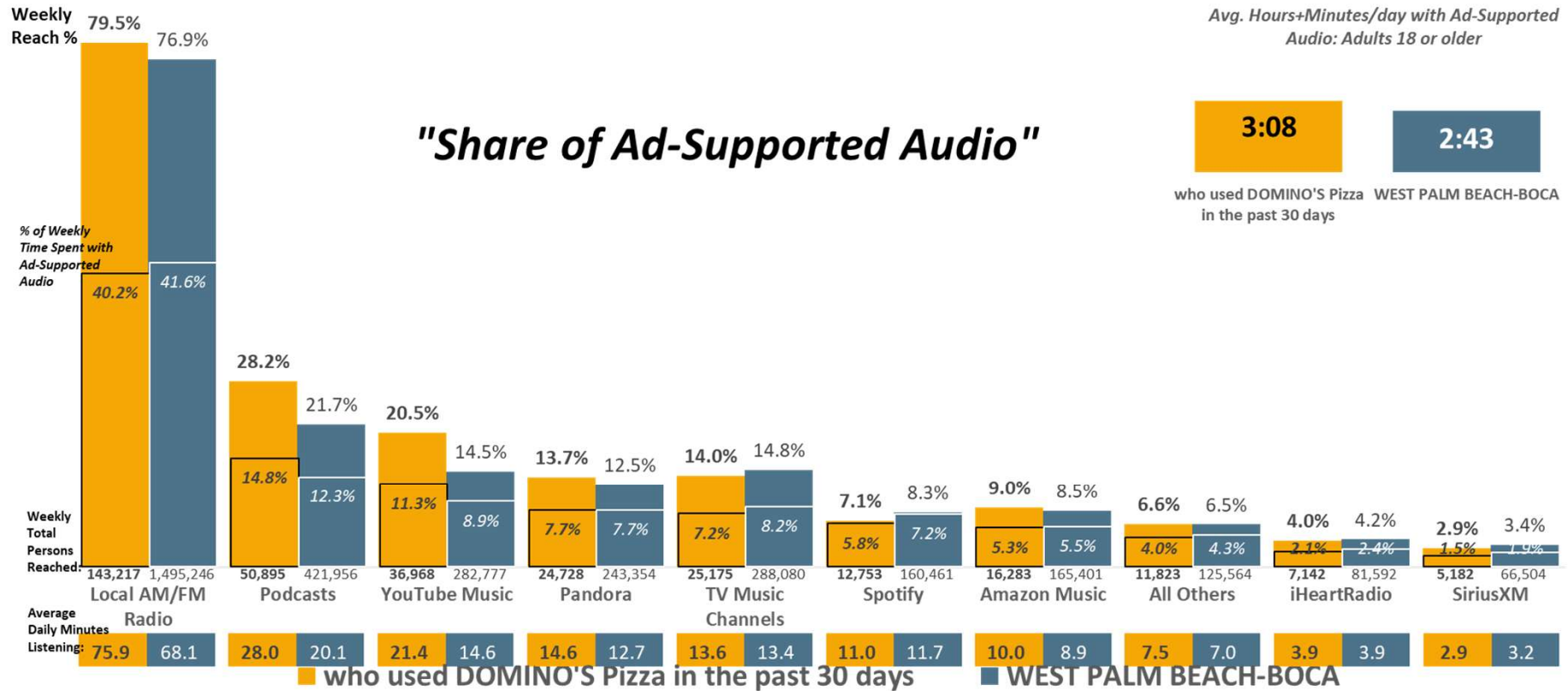


244,004 or 81.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.





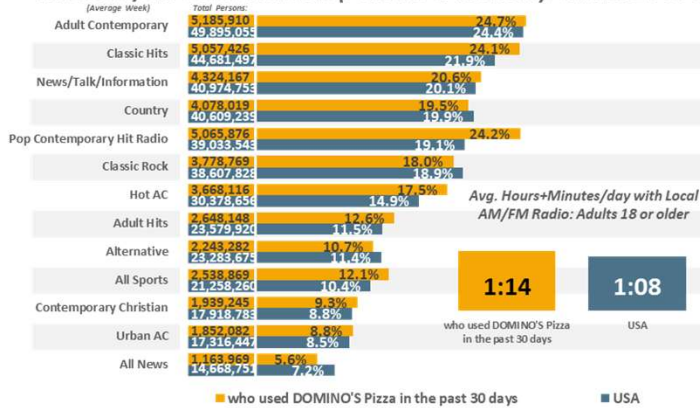
143,217 or 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 75.9 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



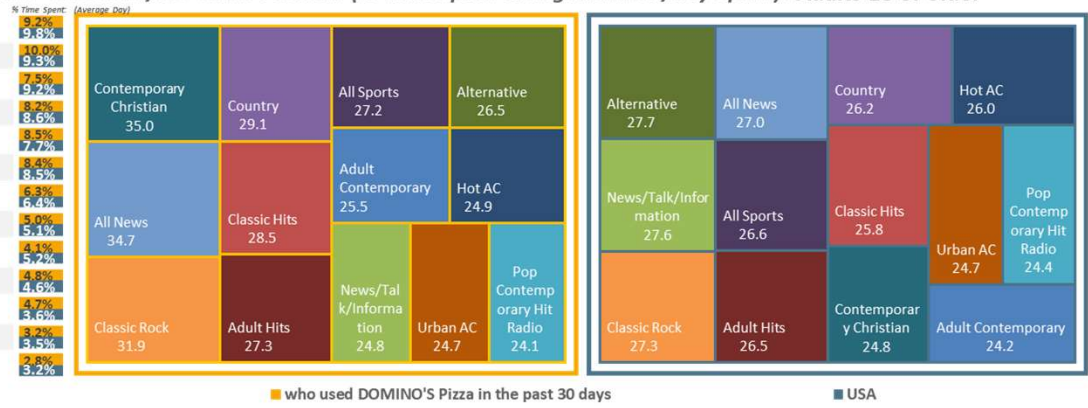


20,124,684 or 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

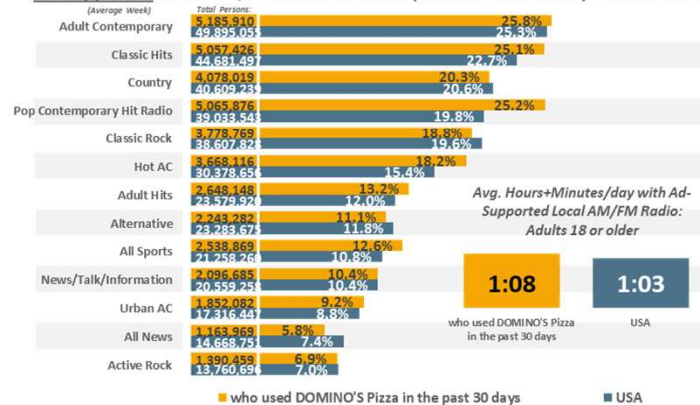
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



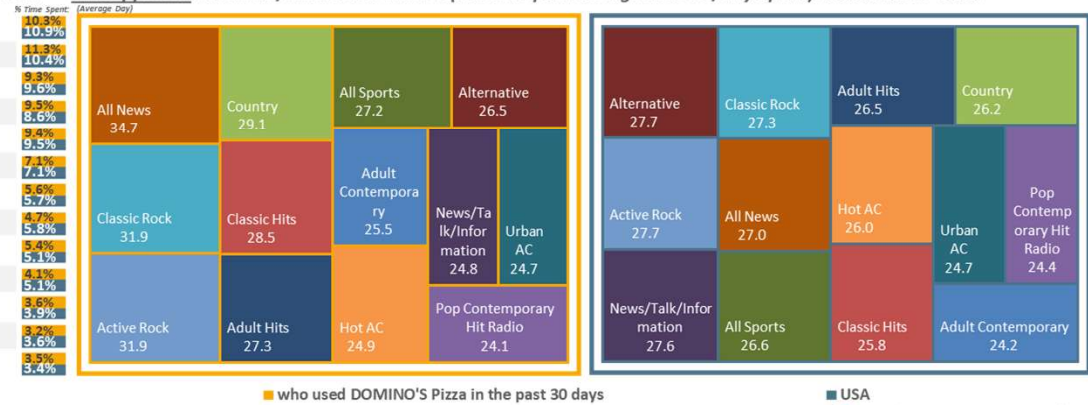
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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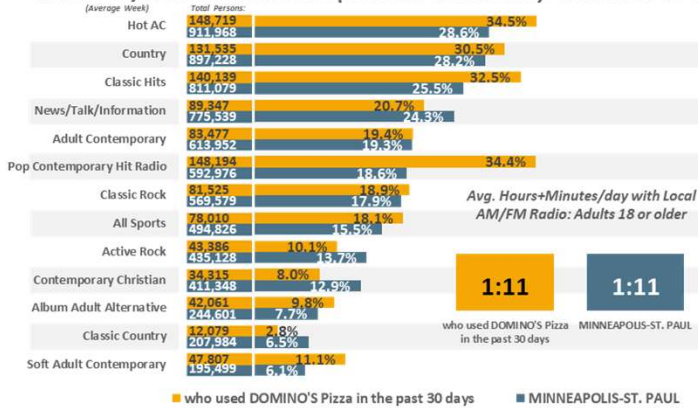
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Quick service restaurants used past 30 days: Domino's

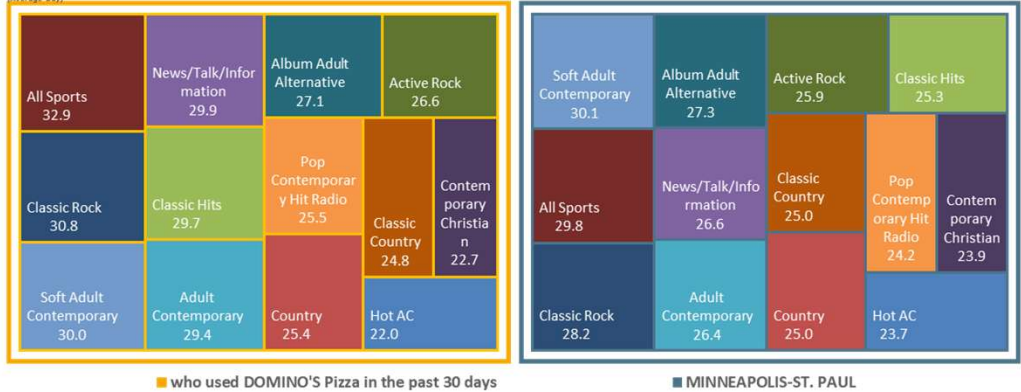


408,451 or 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Classic Hits, Country, and Adult Contemporary.

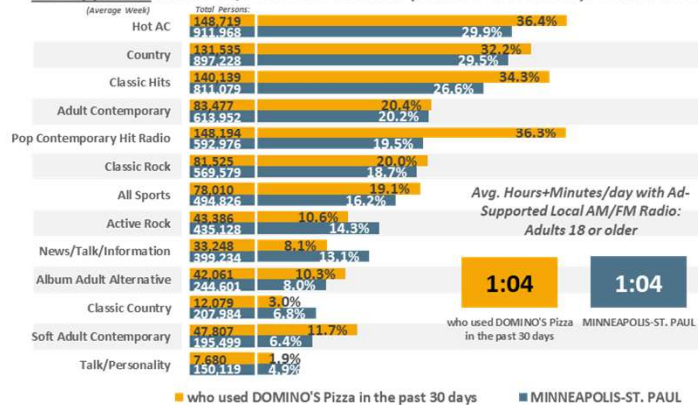
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



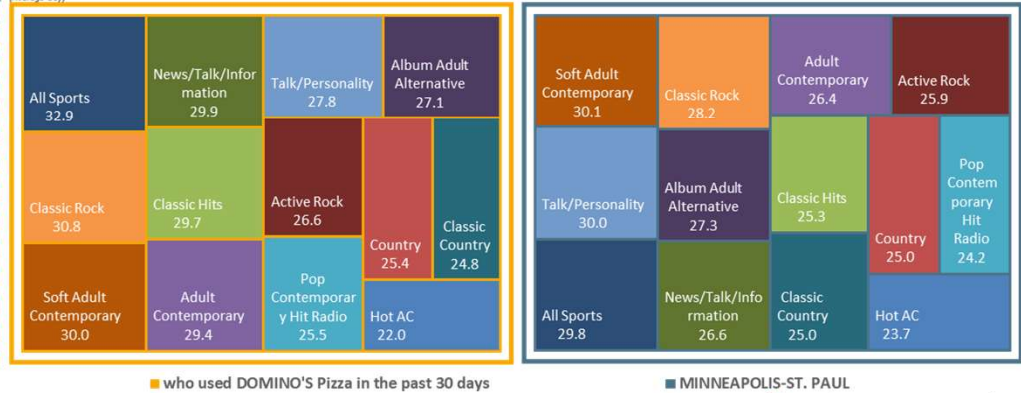
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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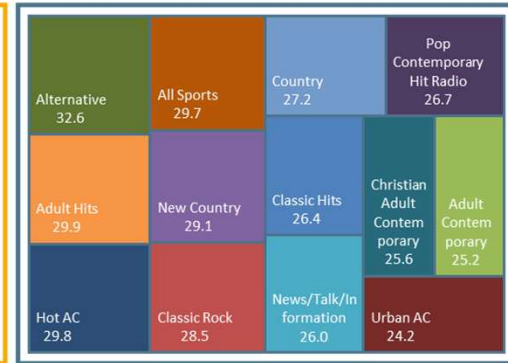
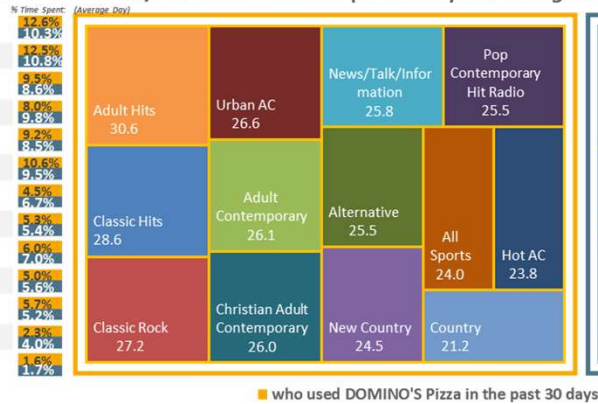
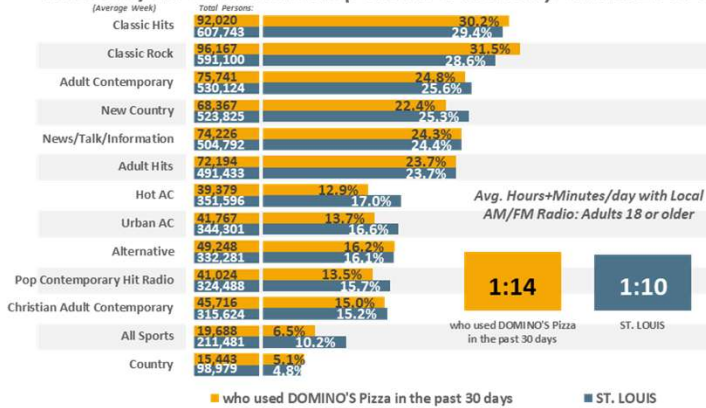
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Quick service restaurants used past 30 days: Domino's

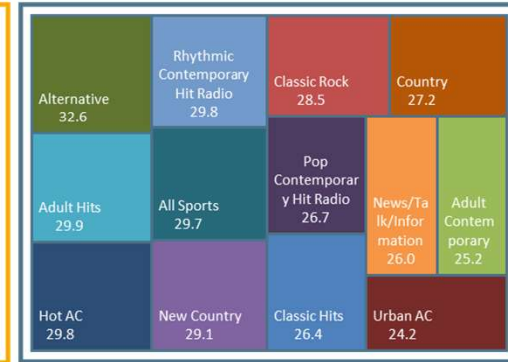
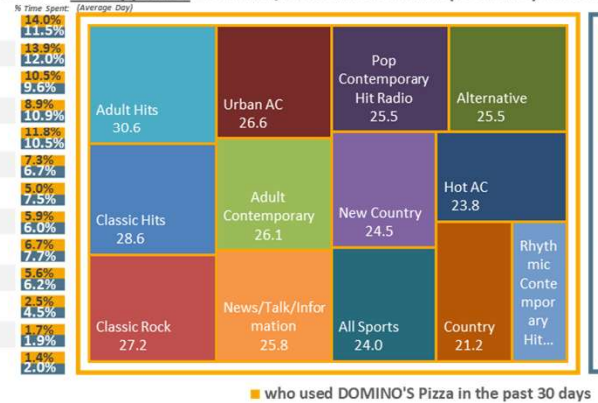
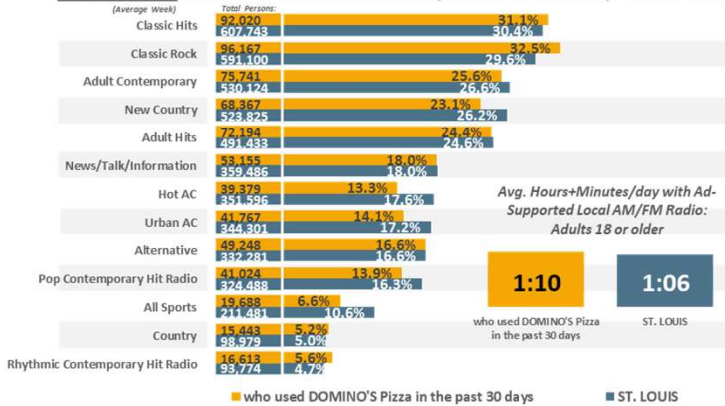


296,111 or 81.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Contemporary, Adult Hits, and New Country.

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



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



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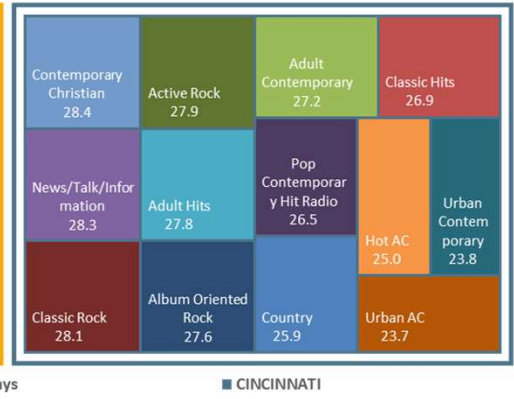
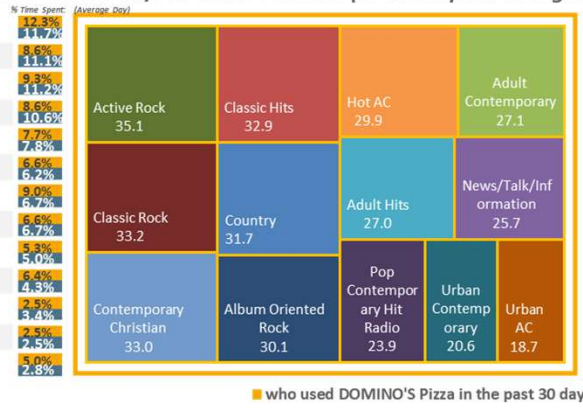
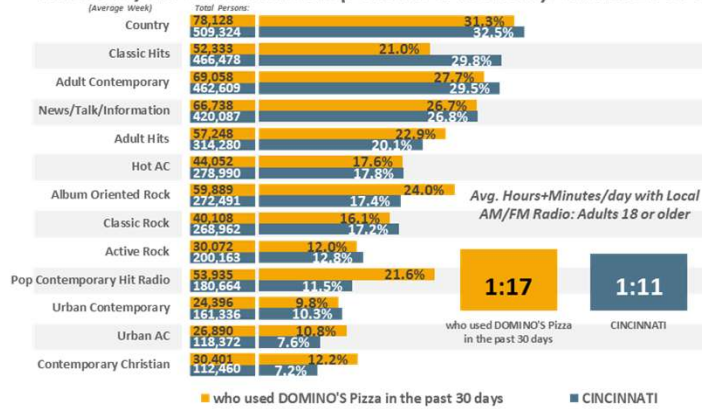
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Quick service restaurants used past 30 days: Domino's

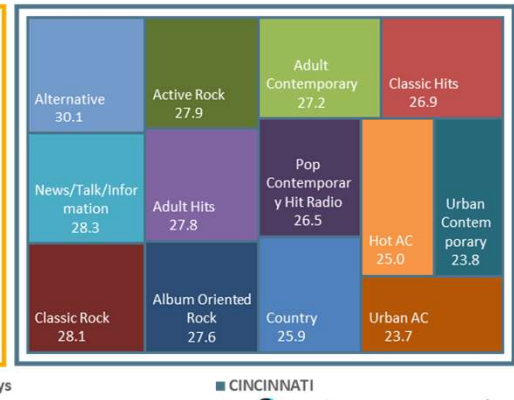
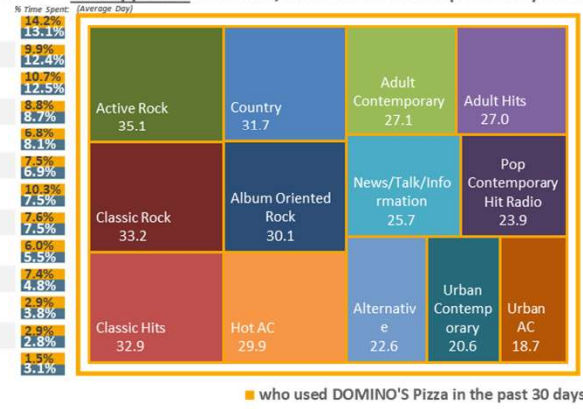
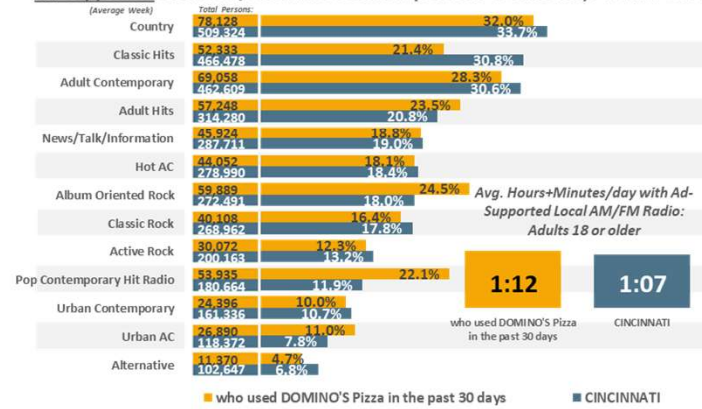


244,004 or 81.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Album Oriented Rock, Adult Hits, and Pop Contemporary Hit Radio.

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**



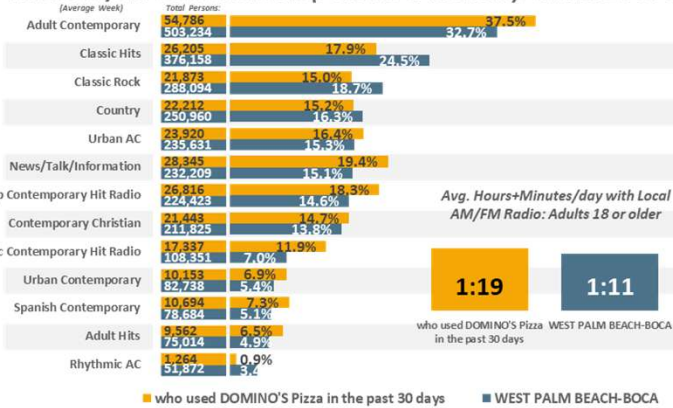
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



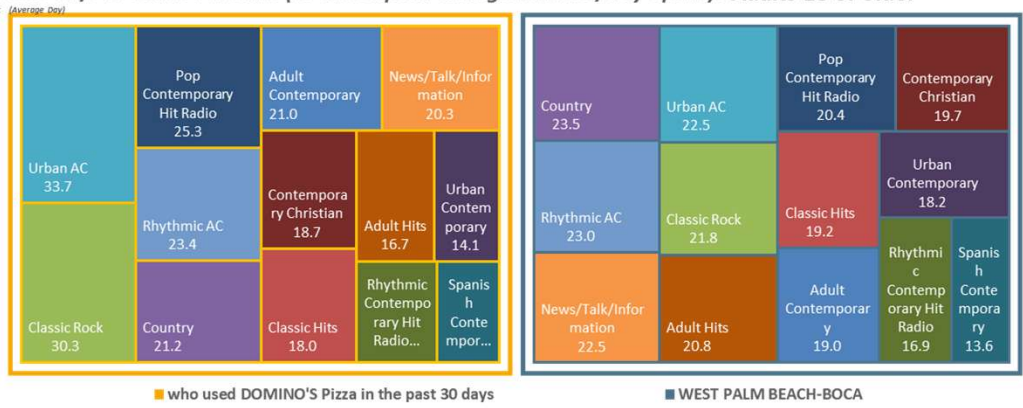


143,217 or 79.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Urban AC, and Country.

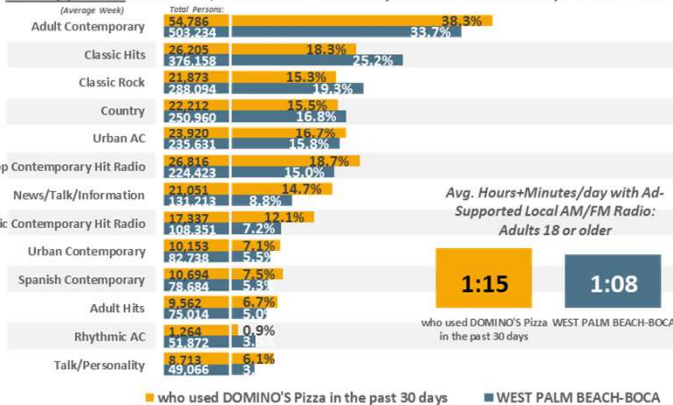
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



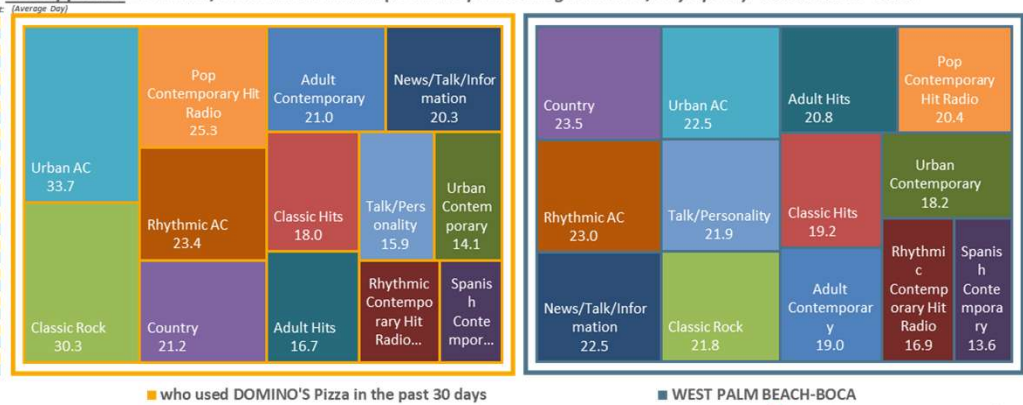
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

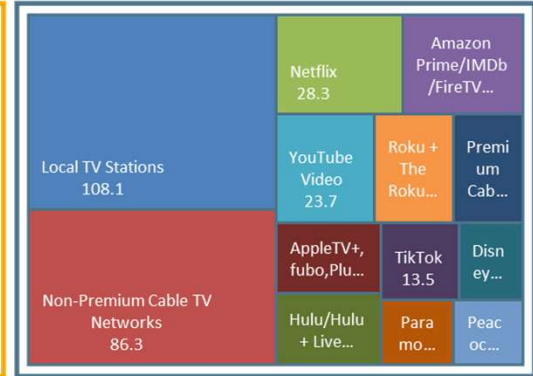
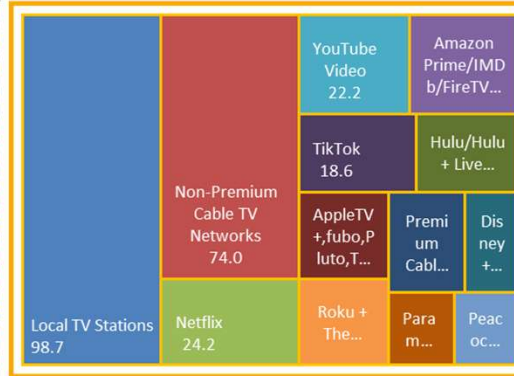
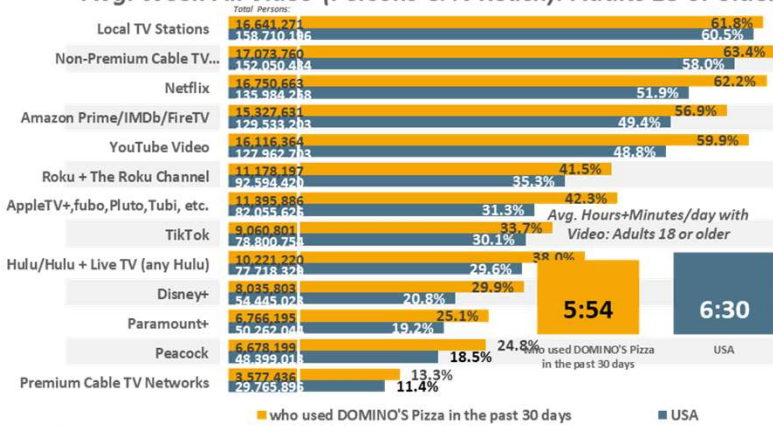




16,314,857 or 60.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

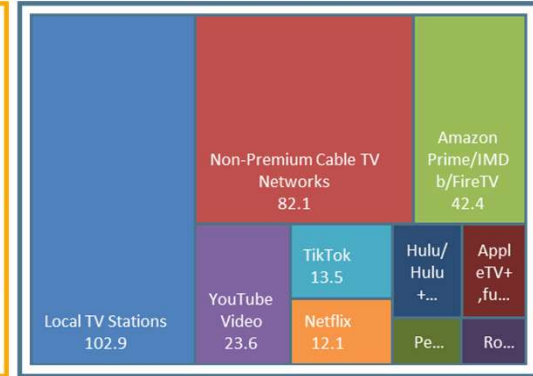
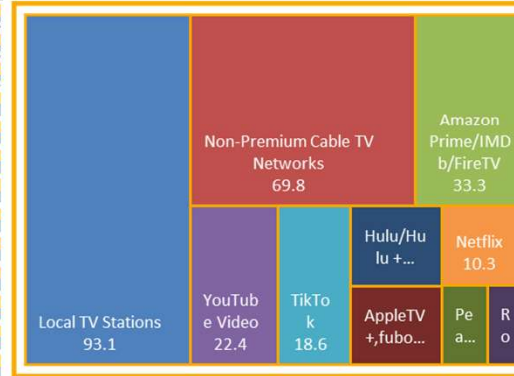
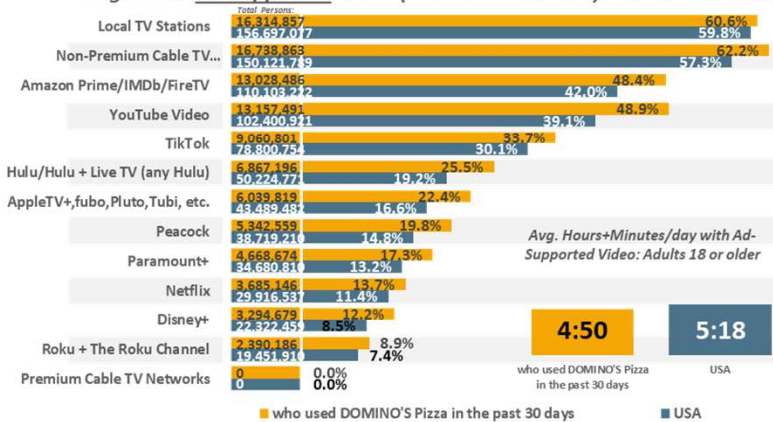
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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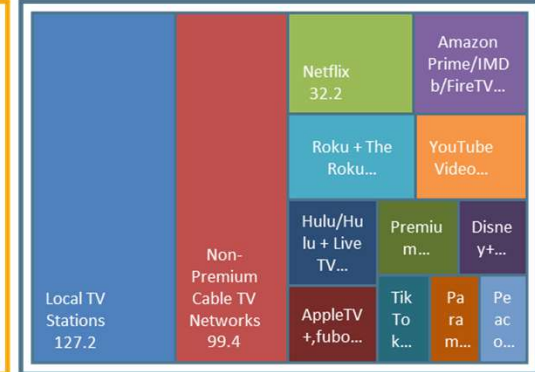
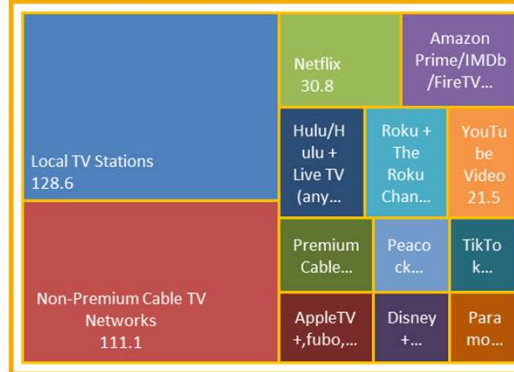
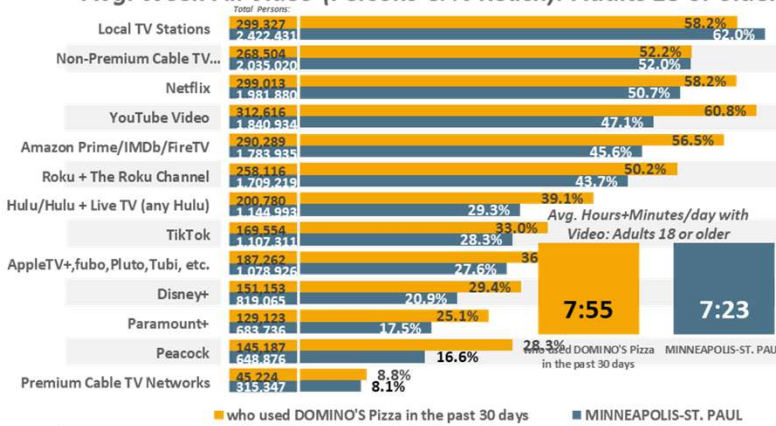
Quick service restaurants used past 30 days: Domino's



293,254 or 57.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 119.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

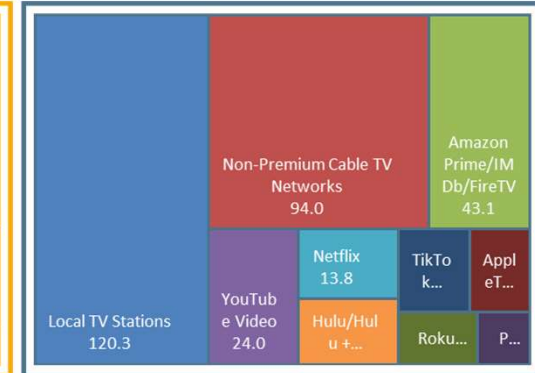
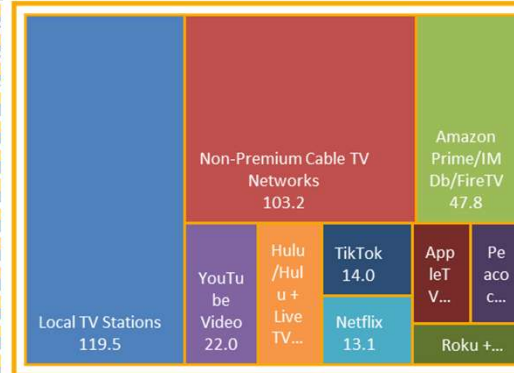
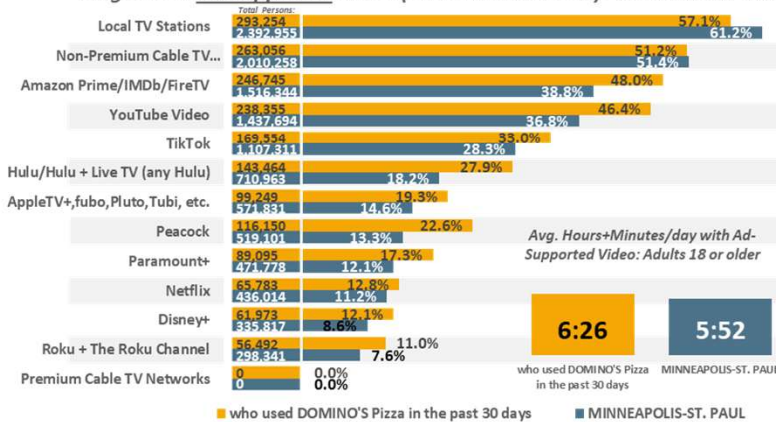
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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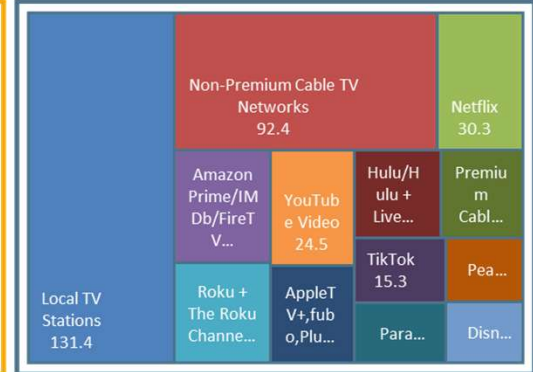
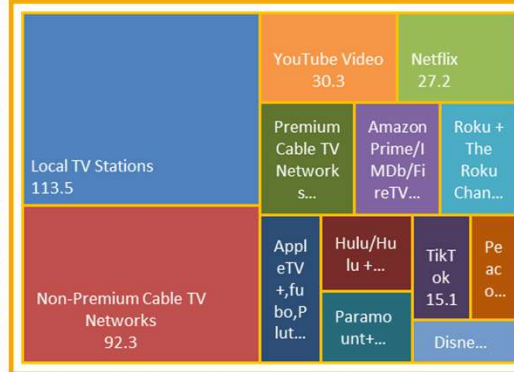
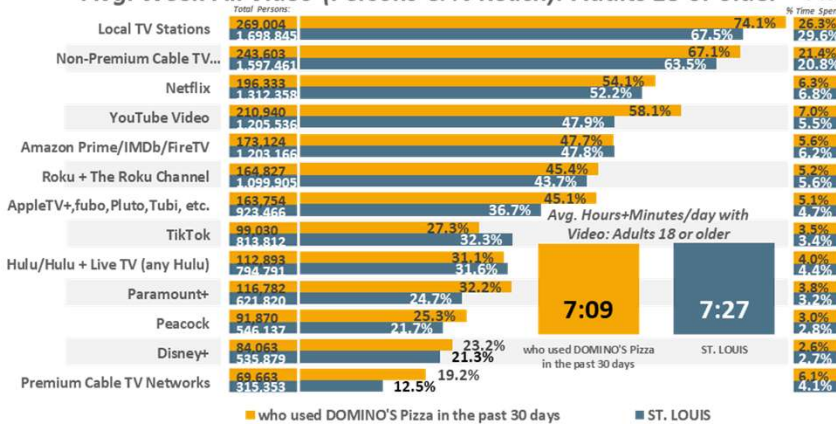
Quick service restaurants used past 30 days: Domino's



263,309 or 72.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 109.7 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

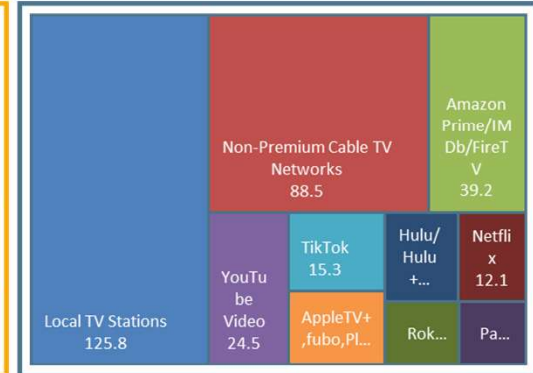
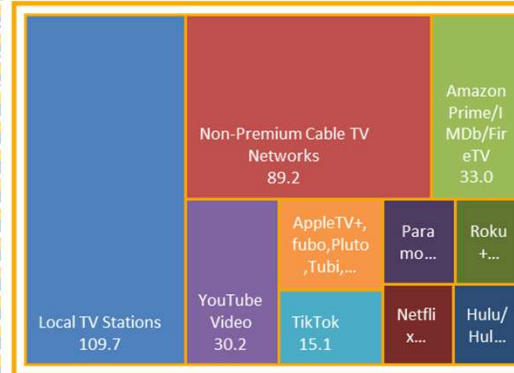
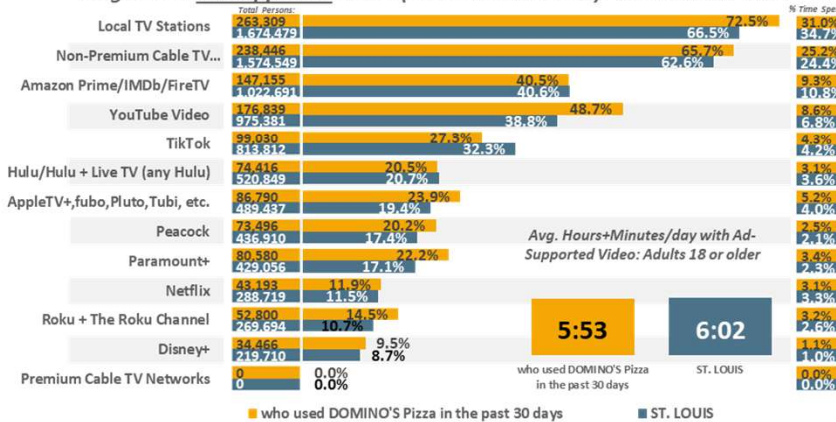
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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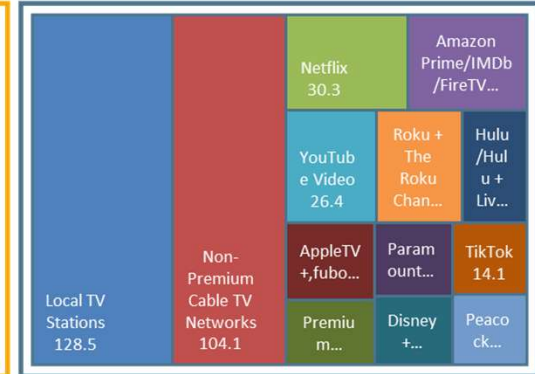
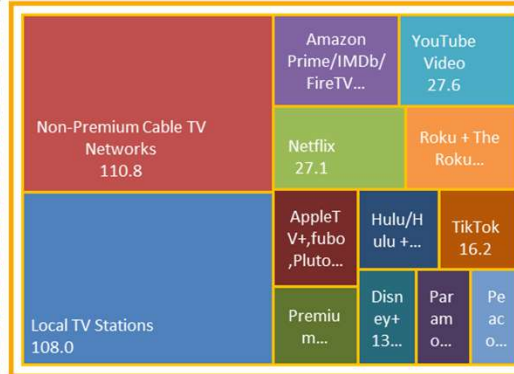
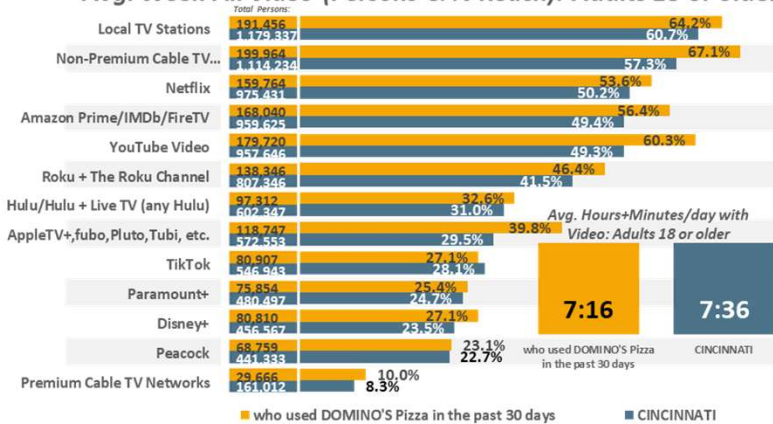
Quick service restaurants used past 30 days: Domino's



187,750 or 63.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 105. minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

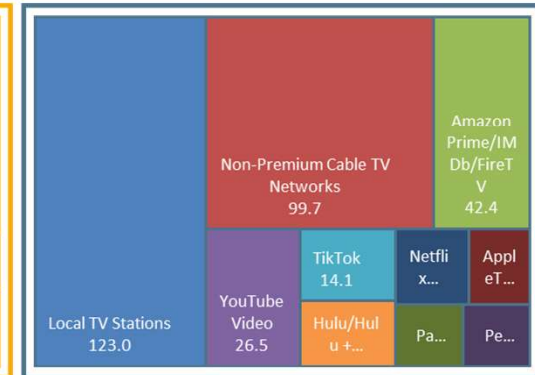
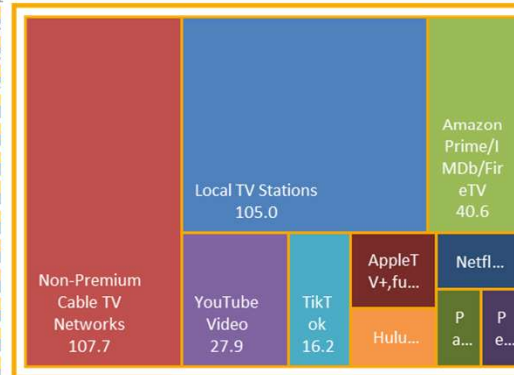
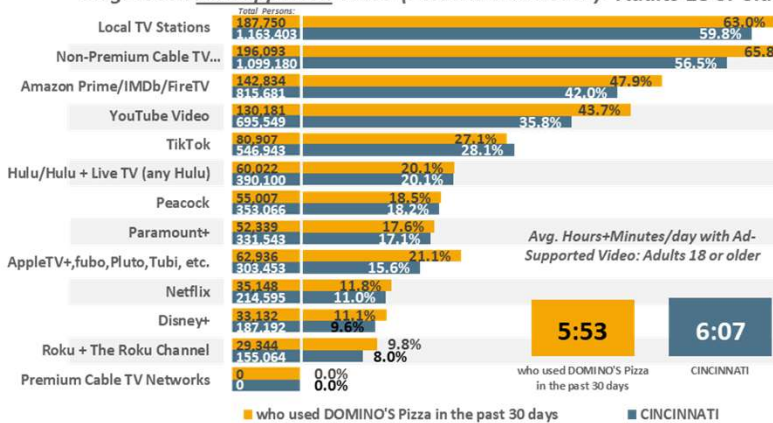
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

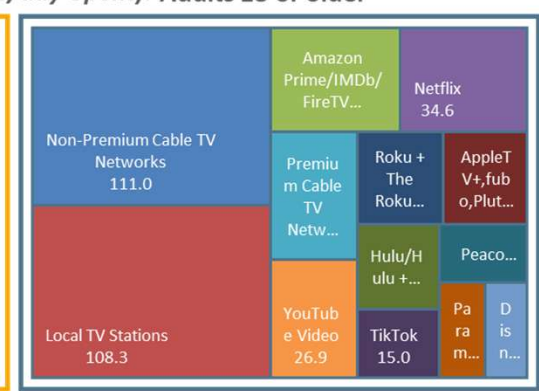
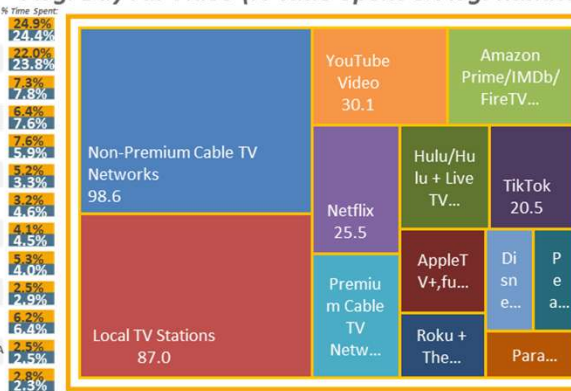
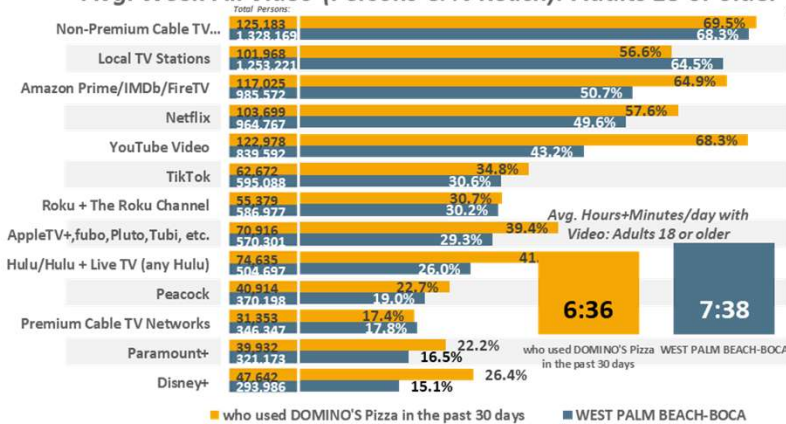




101,098 or 56.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

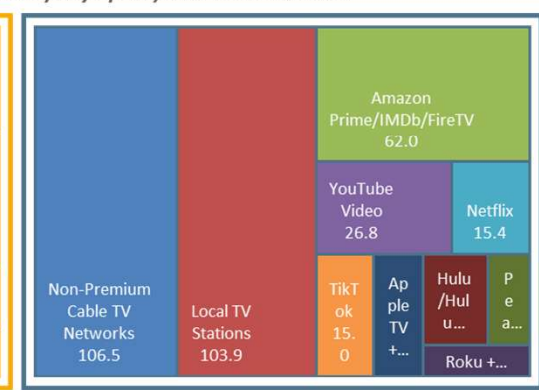
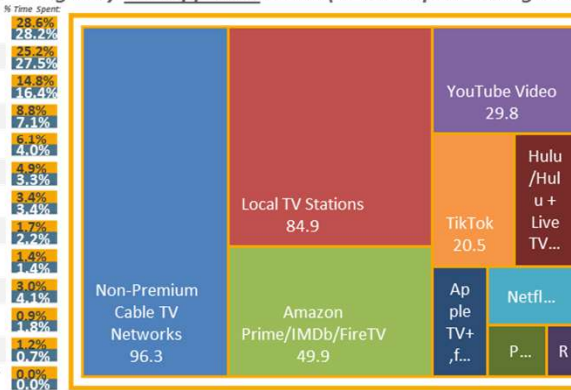
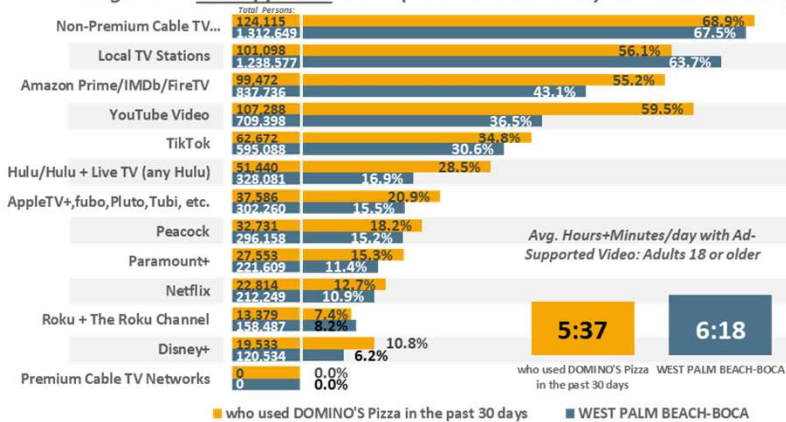
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

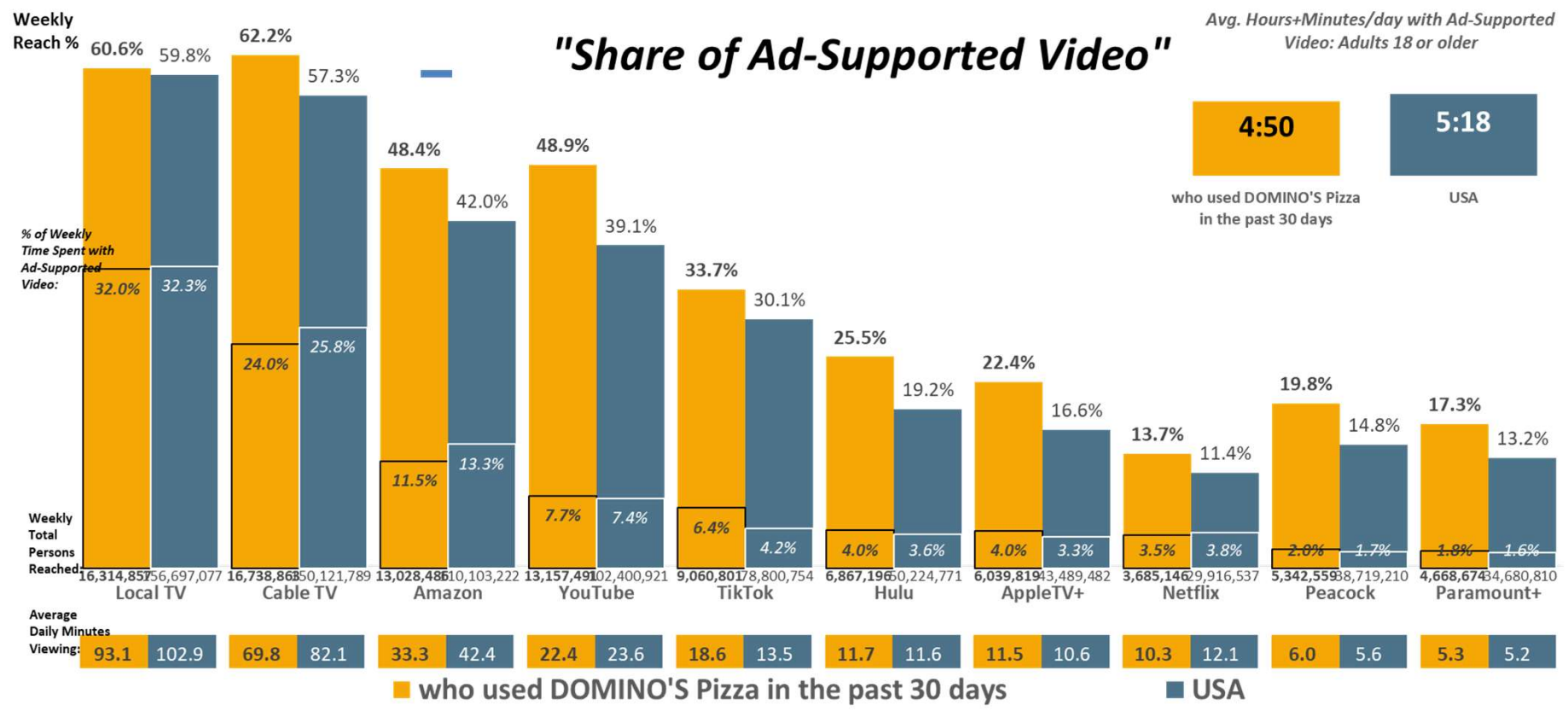
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





16,314,857 or 60.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

4:50
who used DOMINO'S Pizza in the past 30 days

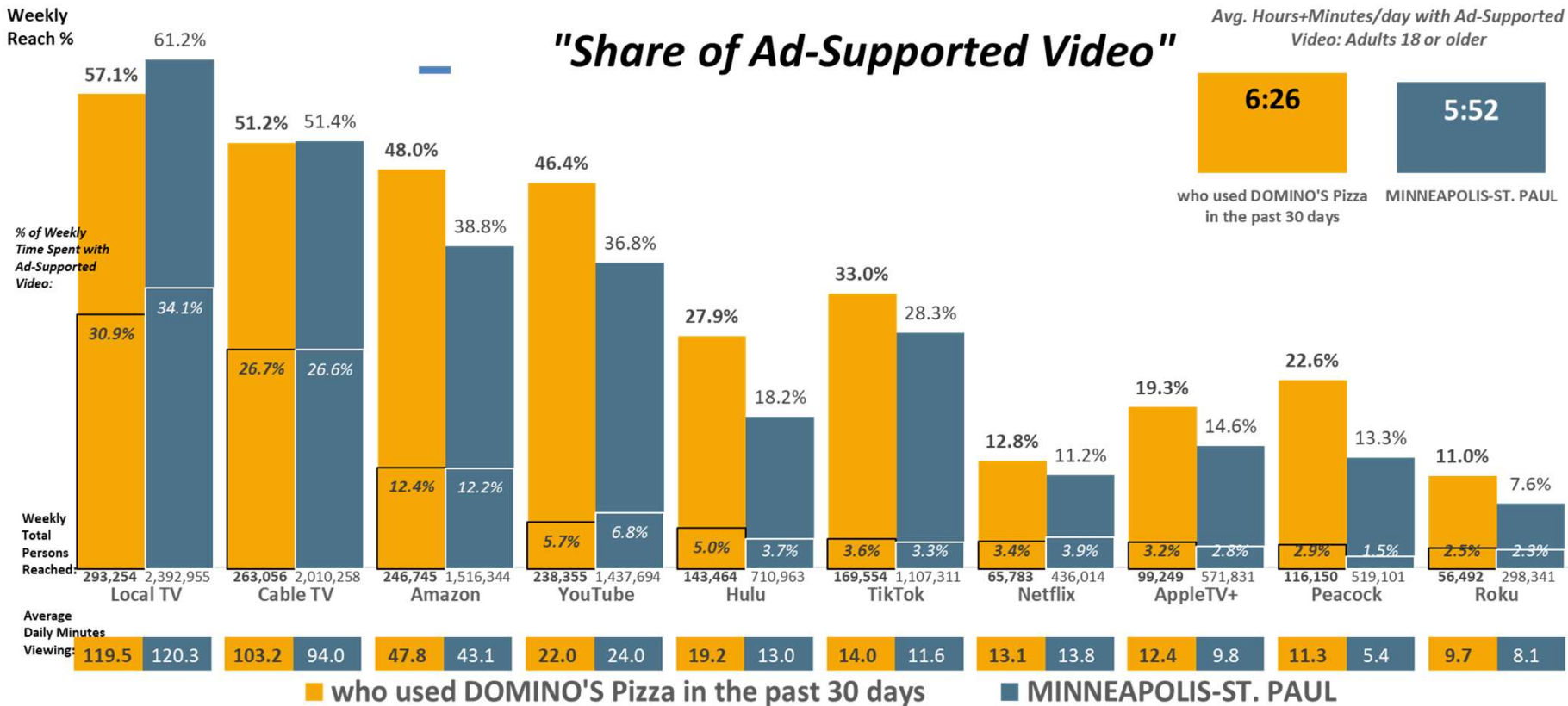
5:18
USA

Quick service restaurants used past 30 days: Domino's



293,254 or 57.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 119.5 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

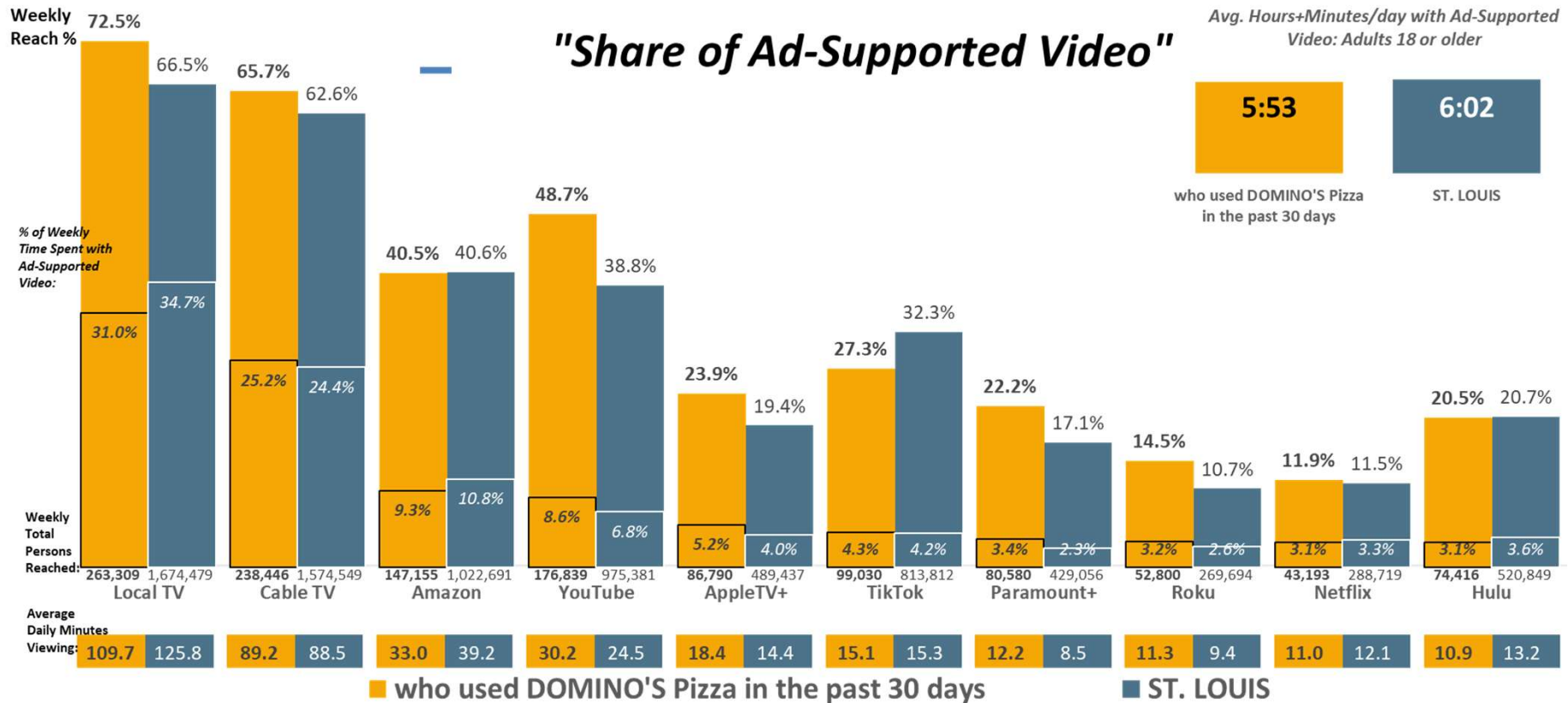
"Share of Ad-Supported Video"





263,309 or 72.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 109.7 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

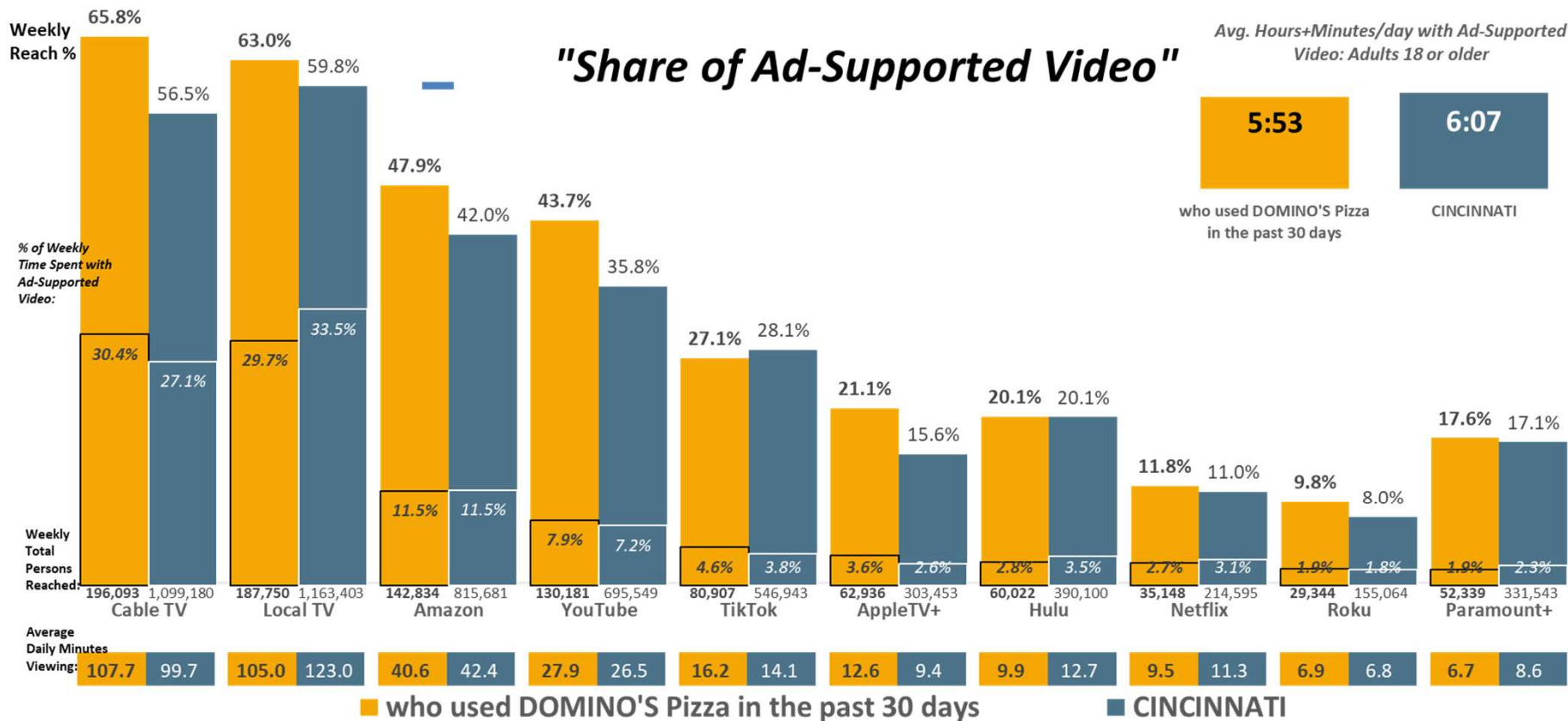
"Share of Ad-Supported Video"





187,750 or 63.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 105. minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

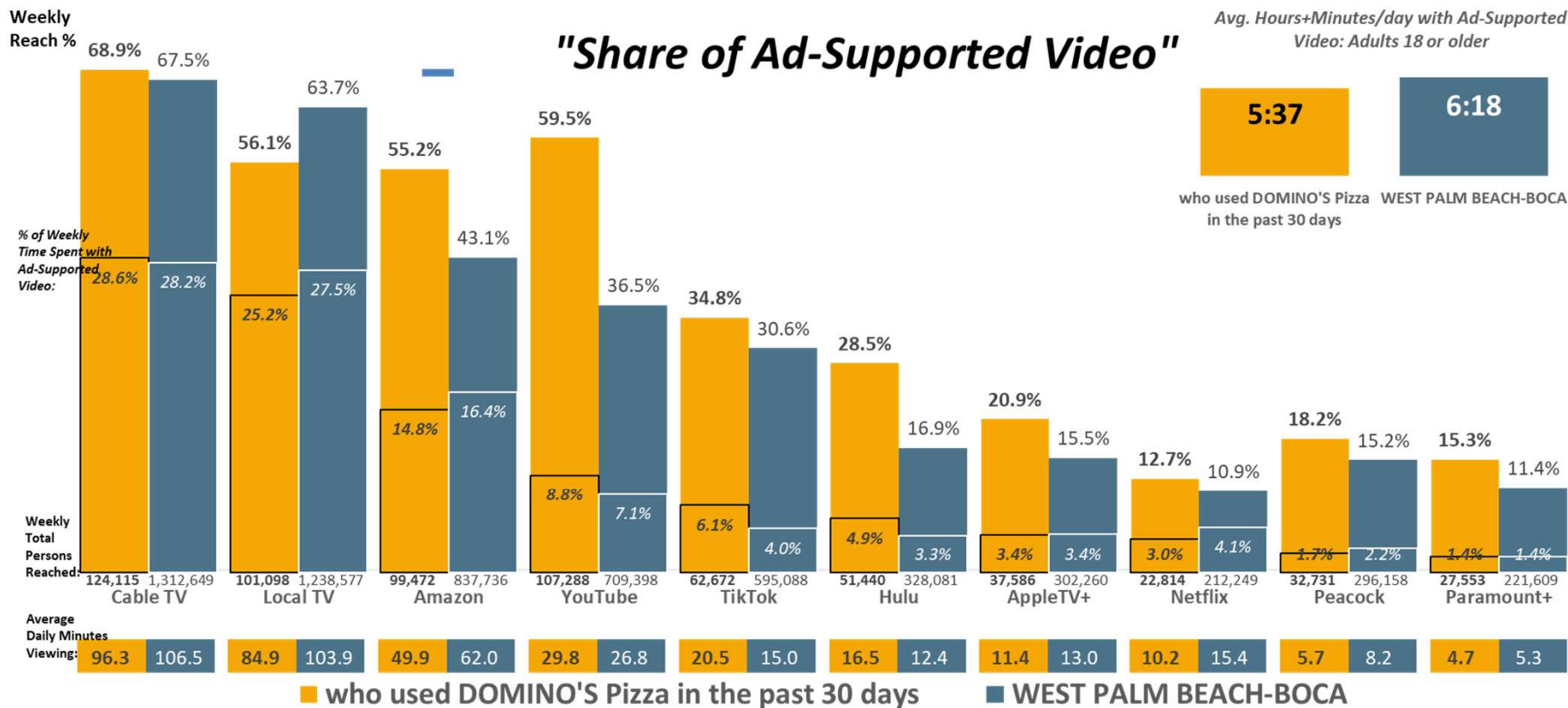
"Share of Ad-Supported Video"





101,098 or 56.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.9 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

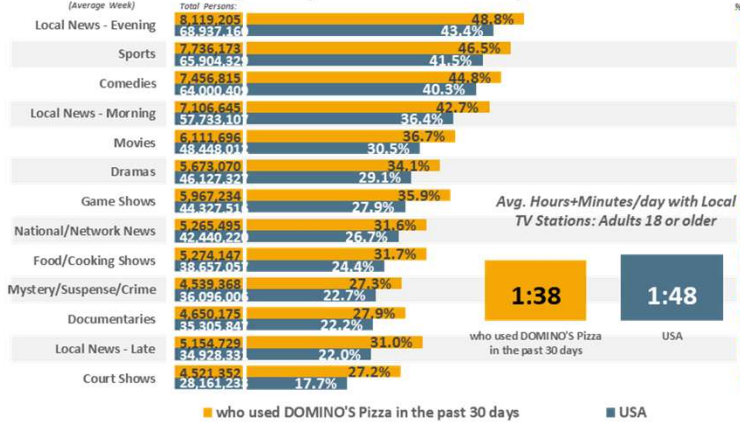
"Share of Ad-Supported Video"



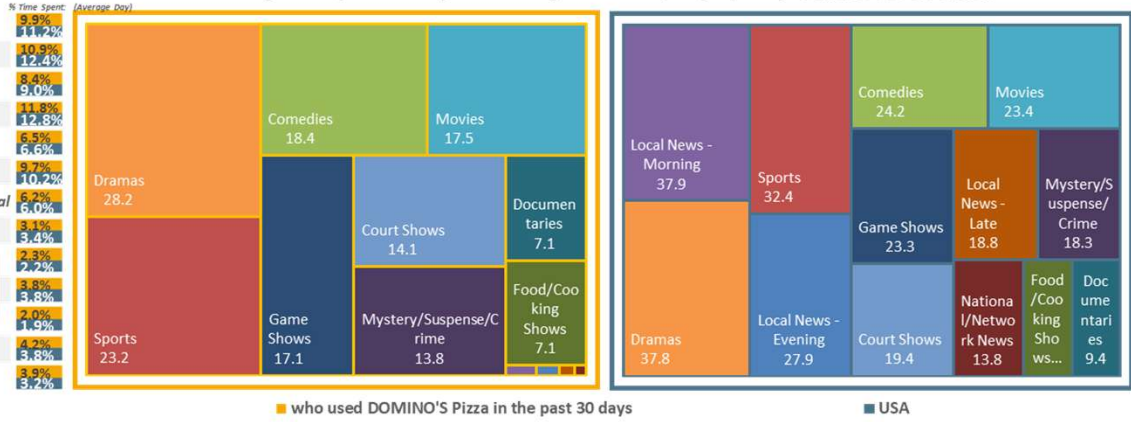


16,314,857 or 60.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

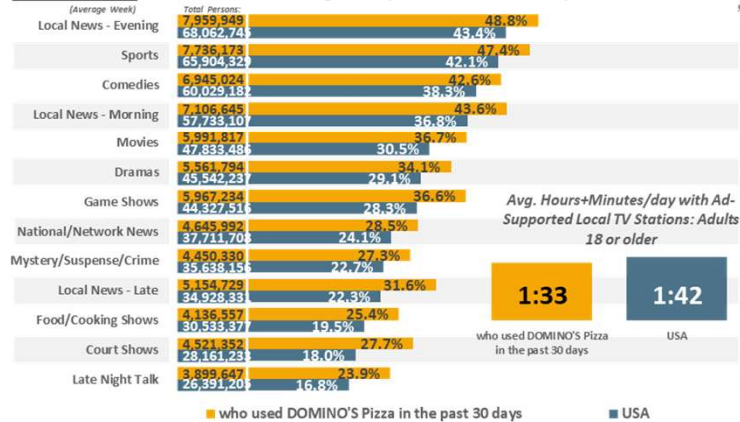
Local TV Station Programs (Persons & % Reach): Adults 18 or older



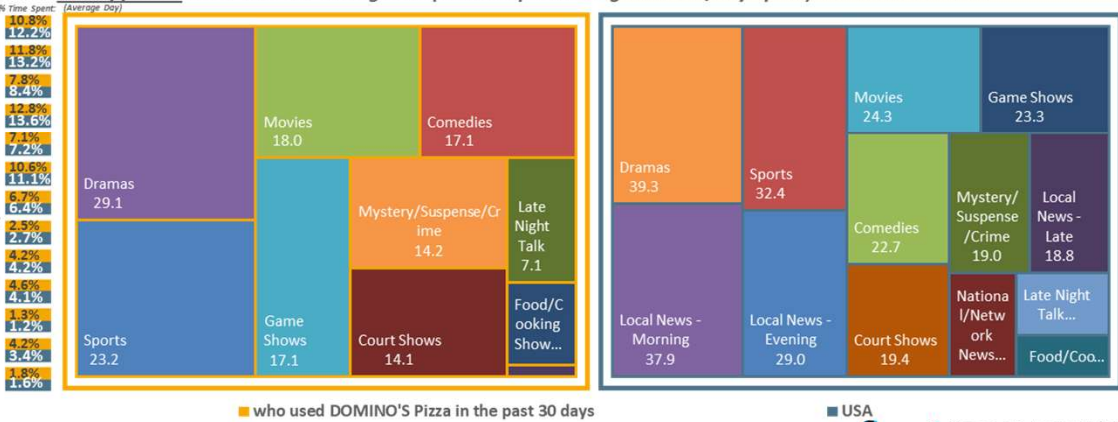
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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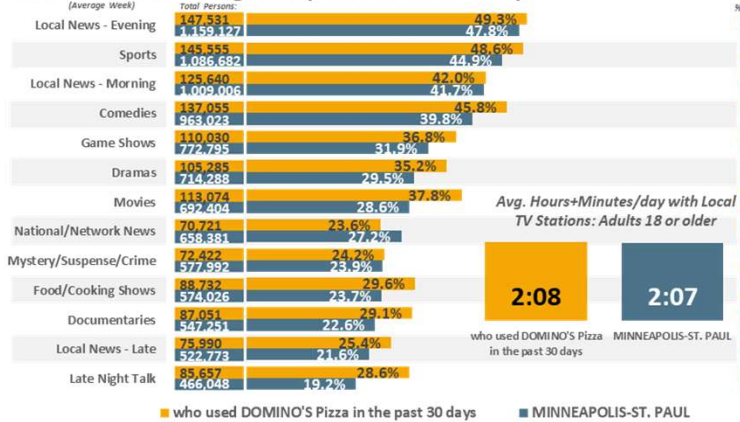
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

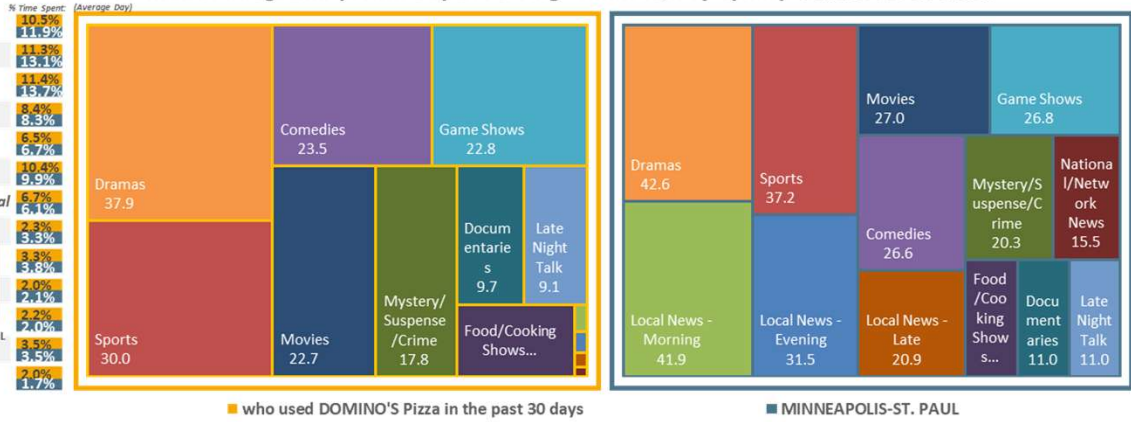


293,254 or 57.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

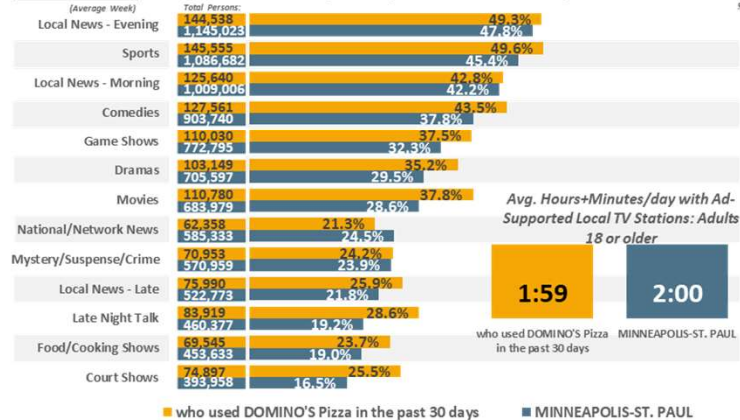
Local TV Station Programs (Persons & % Reach): Adults 18 or older



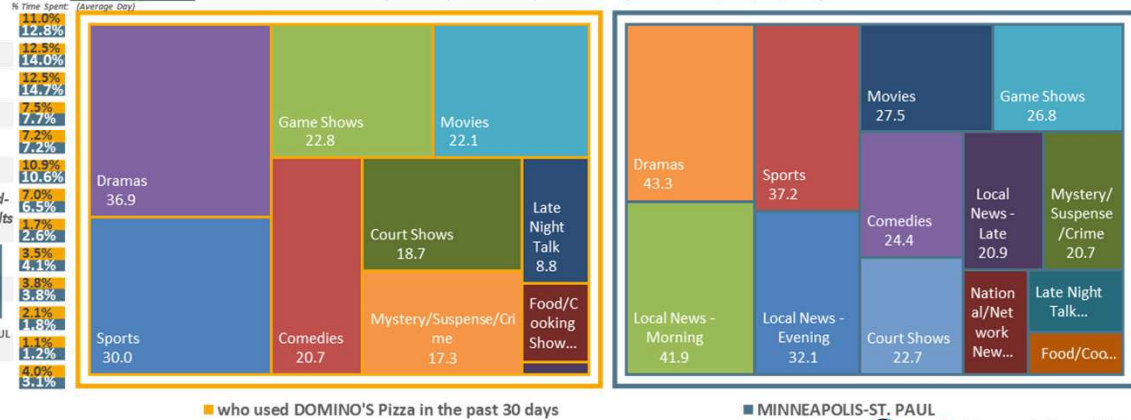
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



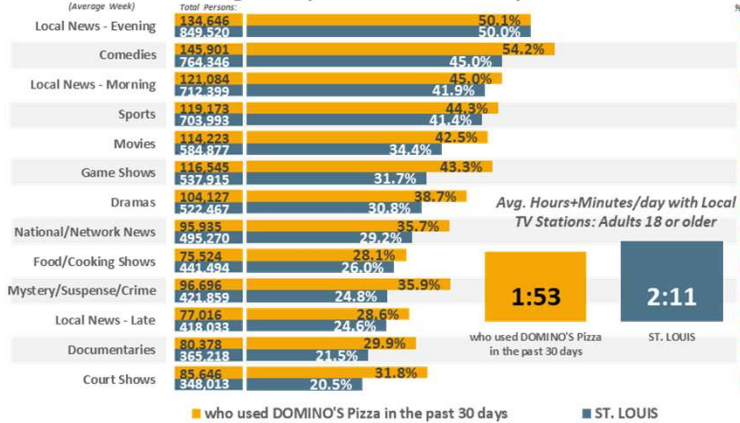
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



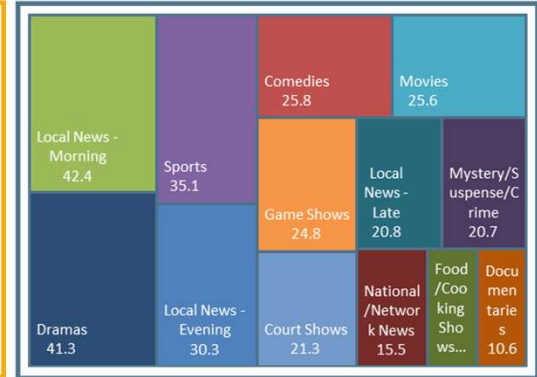
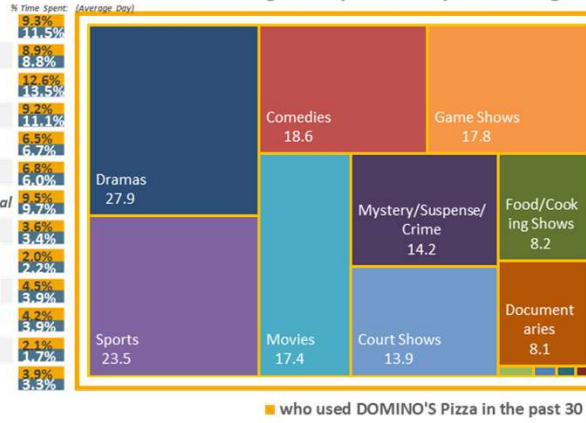


263,309 or 72.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Game Shows, and Movies.

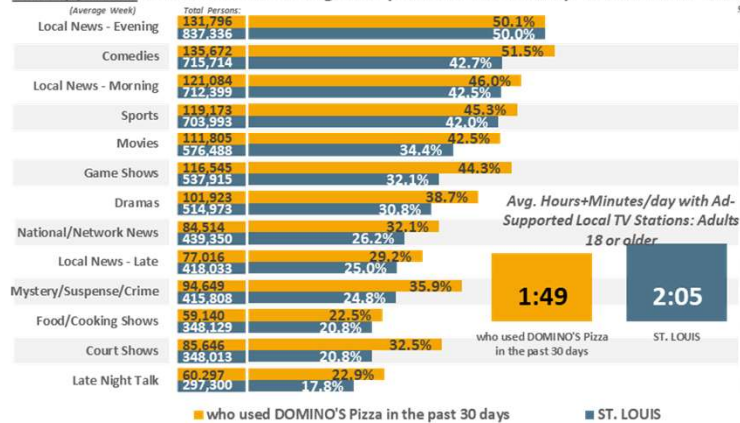
Local TV Station Programs (Persons & % Reach): Adults 18 or older



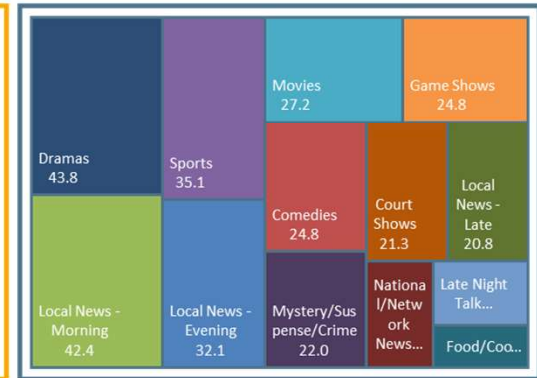
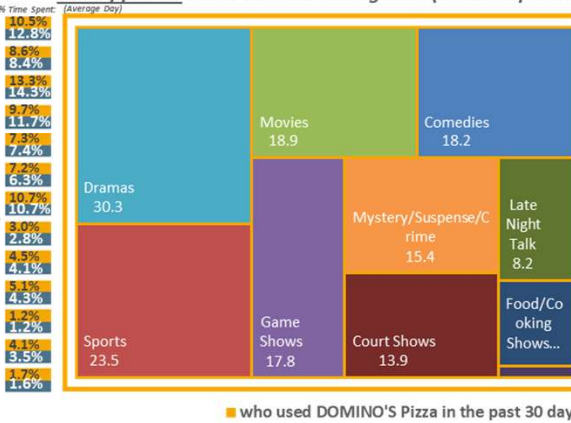
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 263
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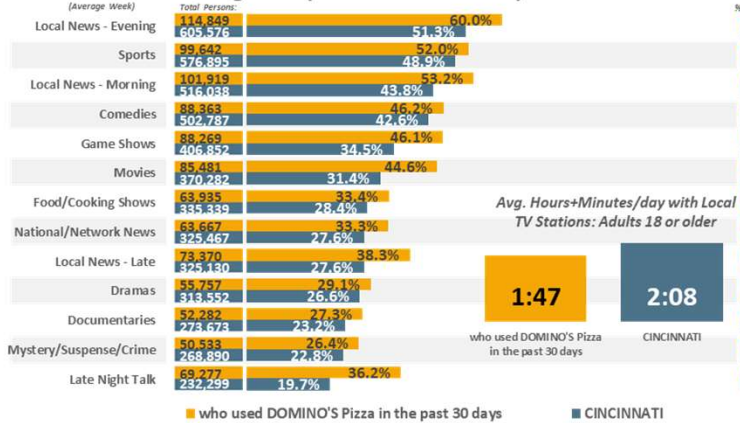
Quick service restaurants used past 30 days: Domino's

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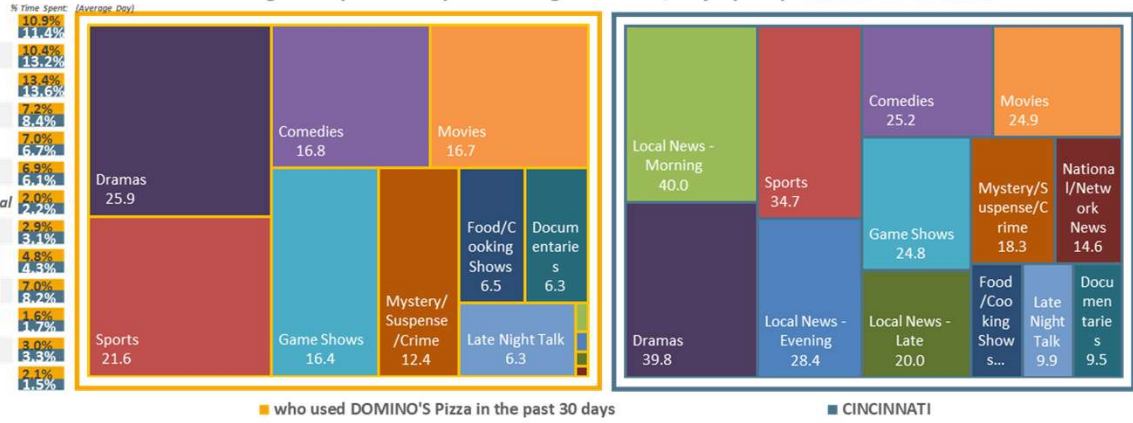


187,750 or 63.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Game Shows, Movies, and Comedies.

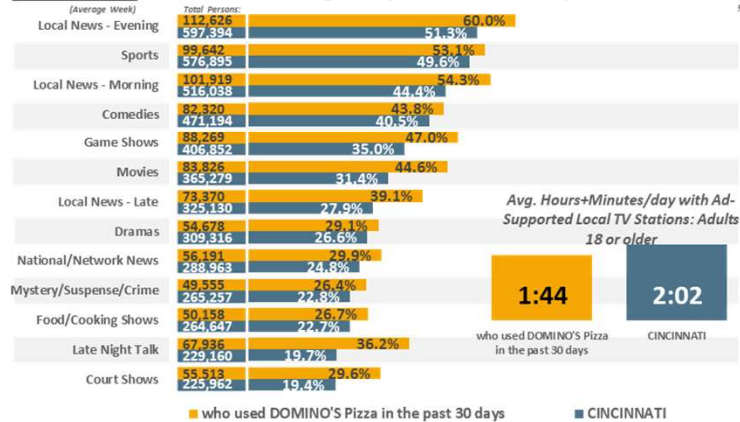
Local TV Station Programs (Persons & % Reach): Adults 18 or older



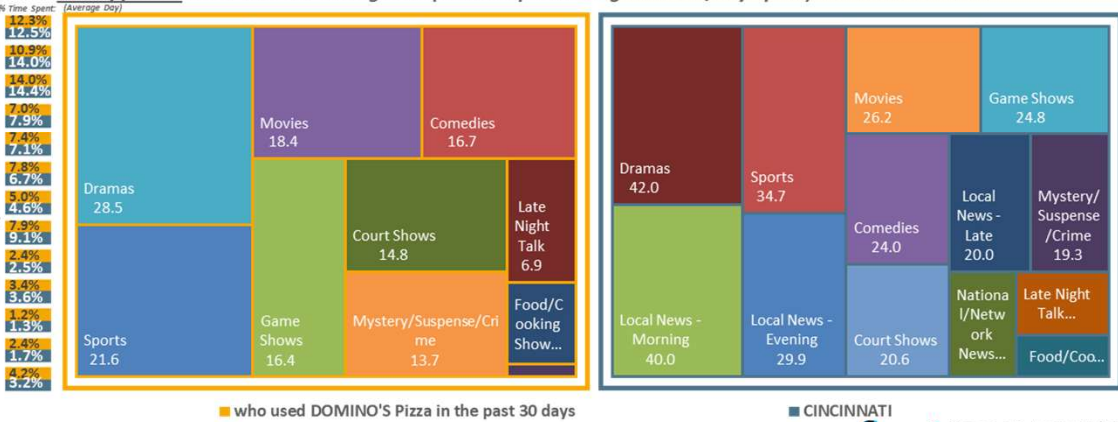
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 259
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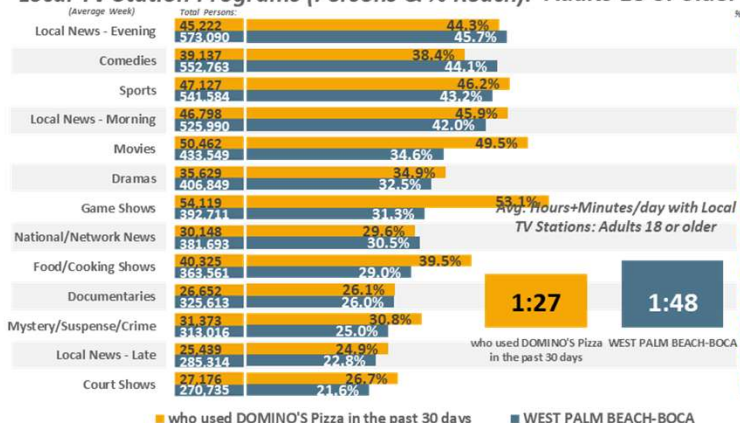
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

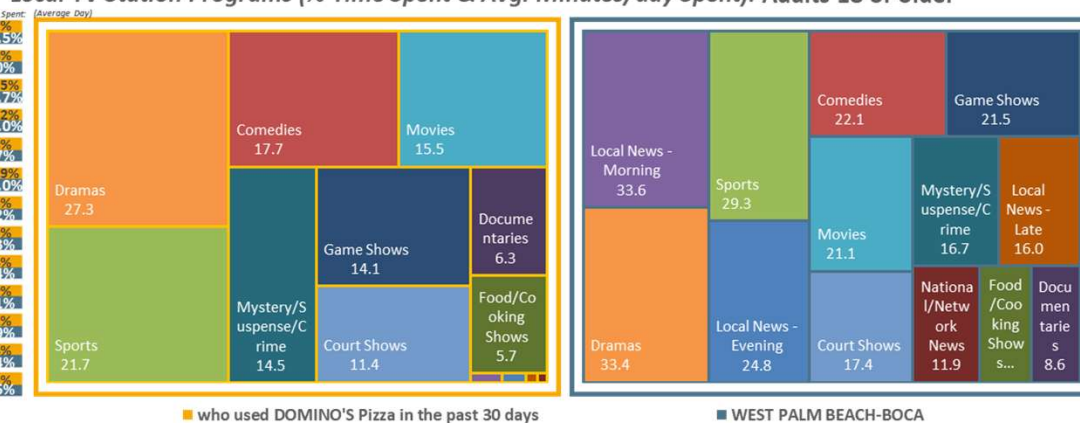


101,098 or 56.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Movies, Sports, Local News - Morning, Local News - Evening, and Comedies.

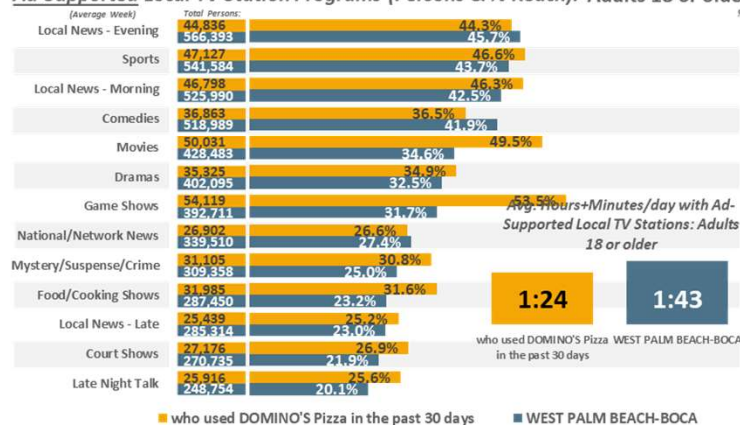
Local TV Station Programs (Persons & % Reach): Adults 18 or older



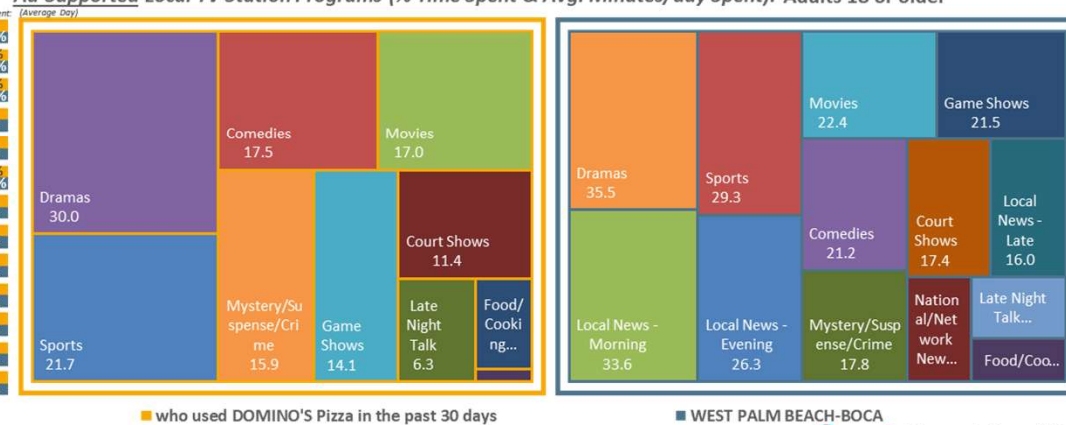
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

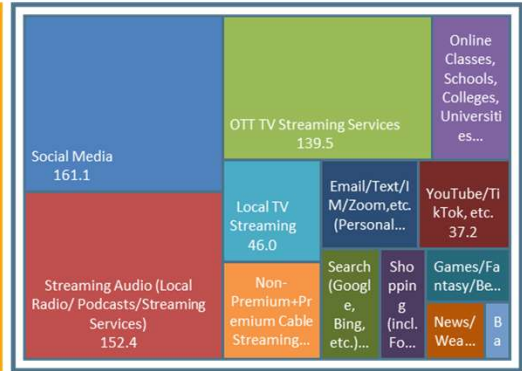
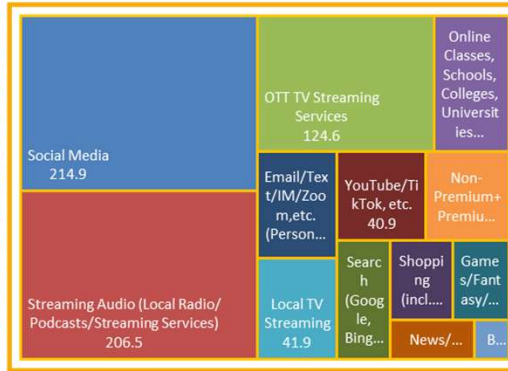
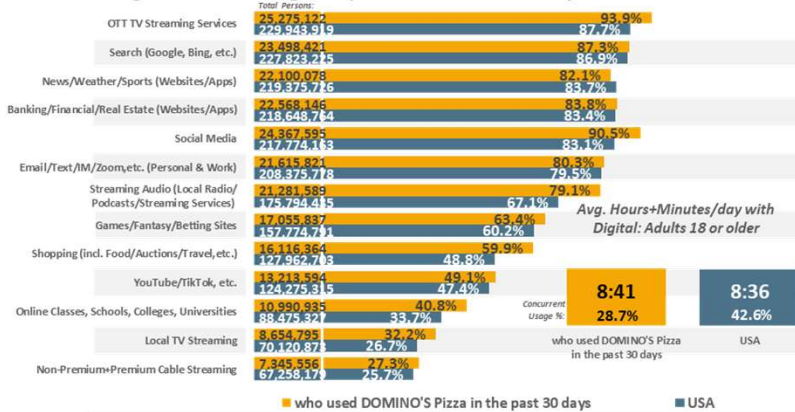




21,556,249 or 80.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 190.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

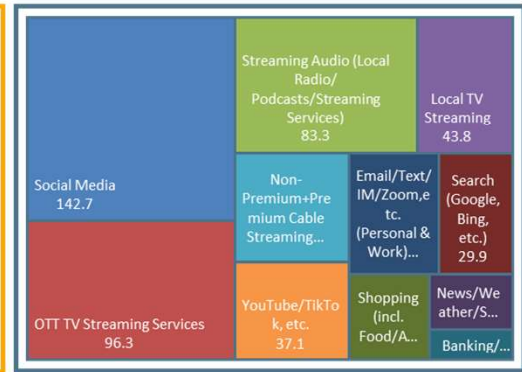
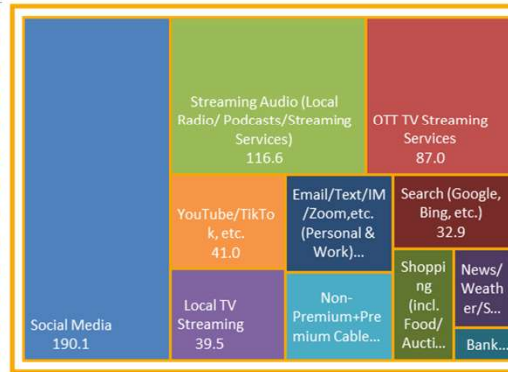
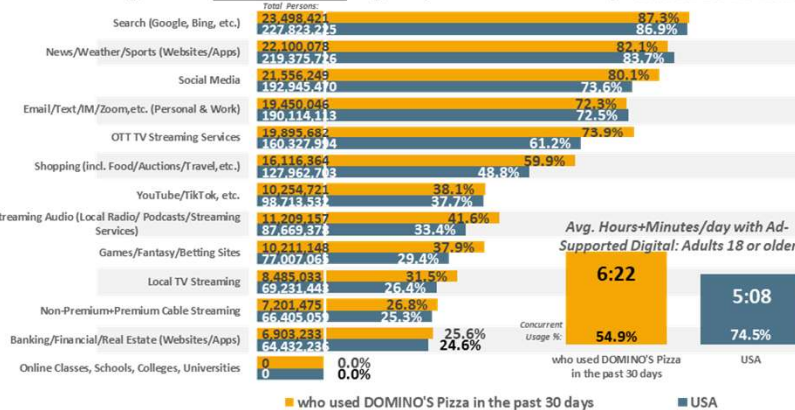
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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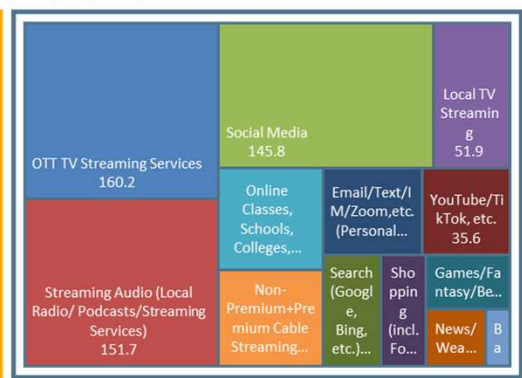
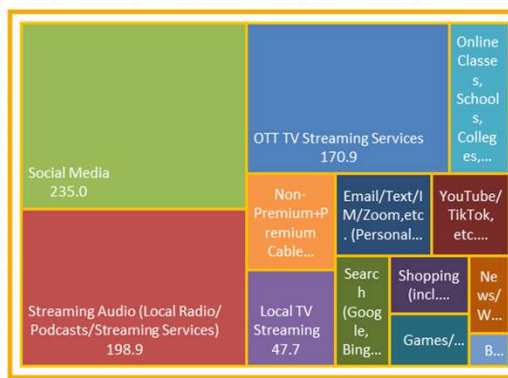
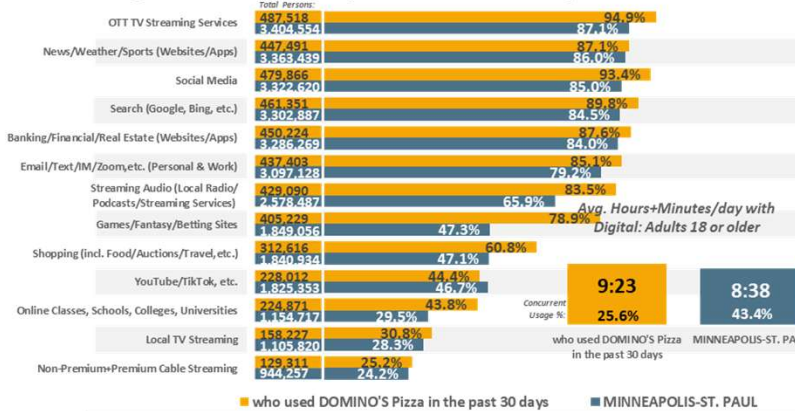
Quick service restaurants used past 30 days: Domino's



438,879 or 85.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 214.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

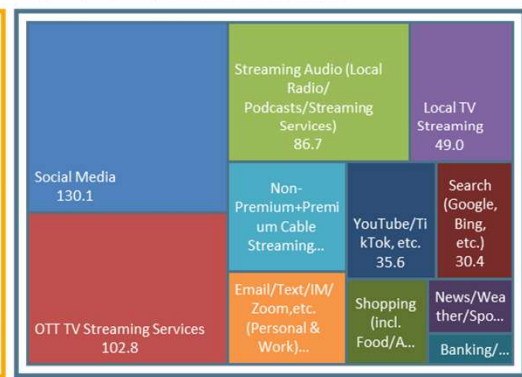
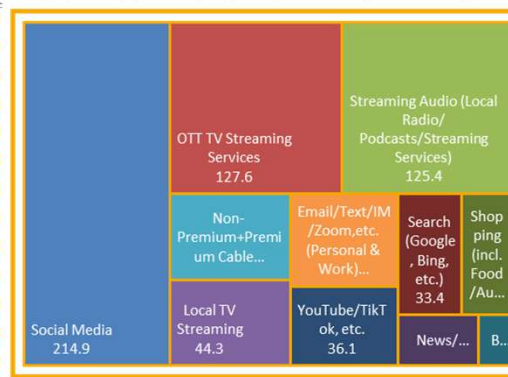
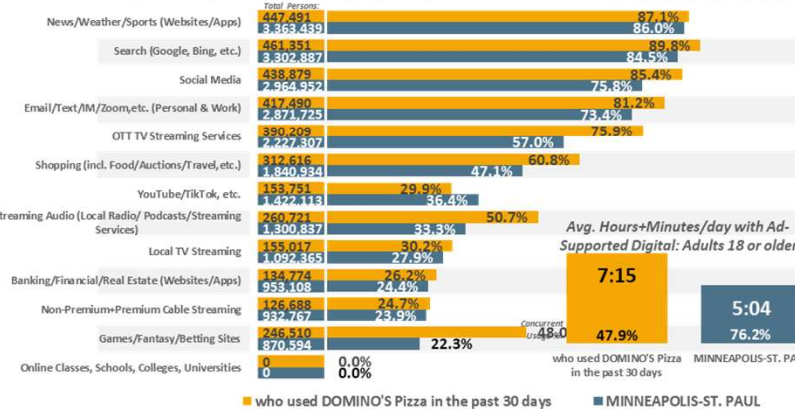
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

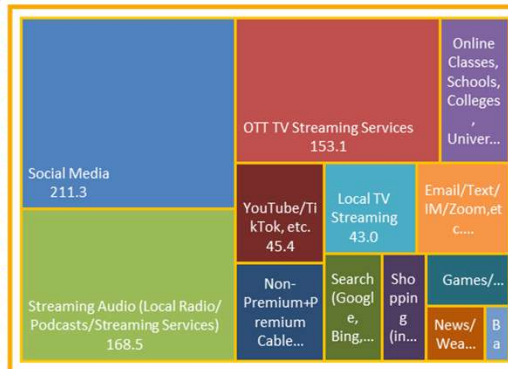
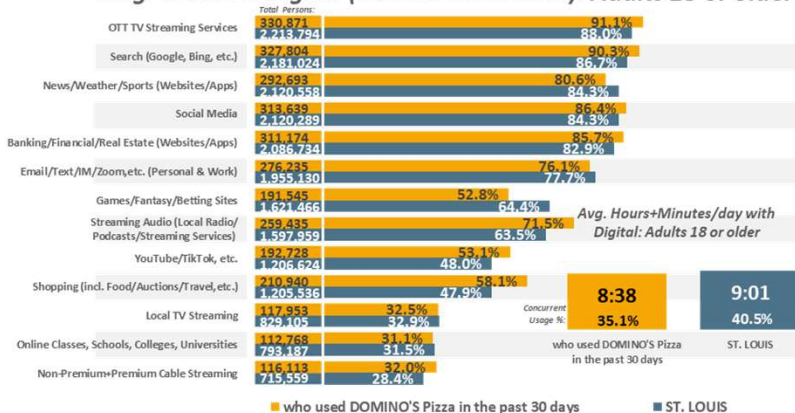




277,301 or 76.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 186.8 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

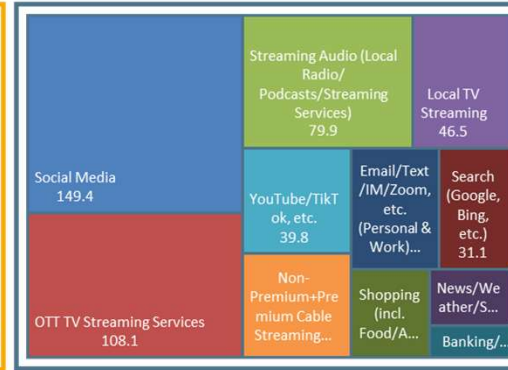
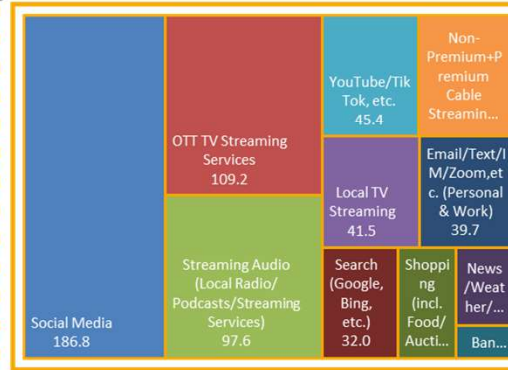
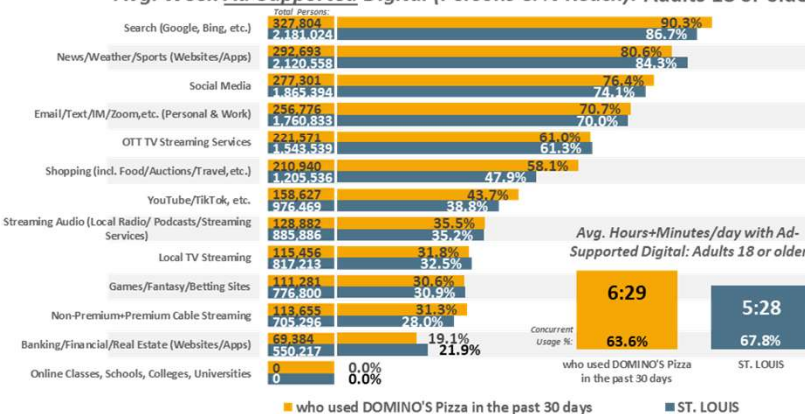
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

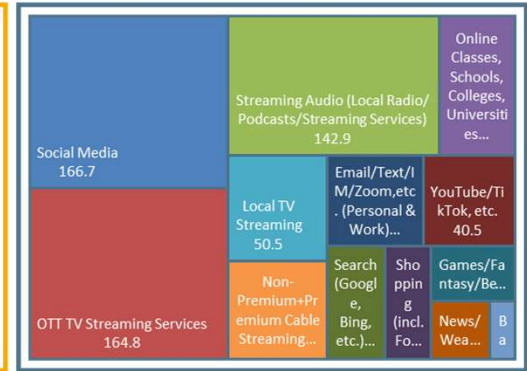
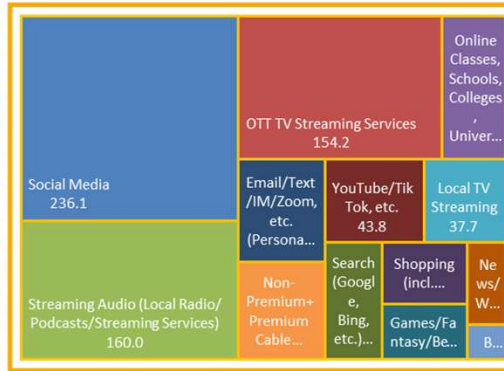
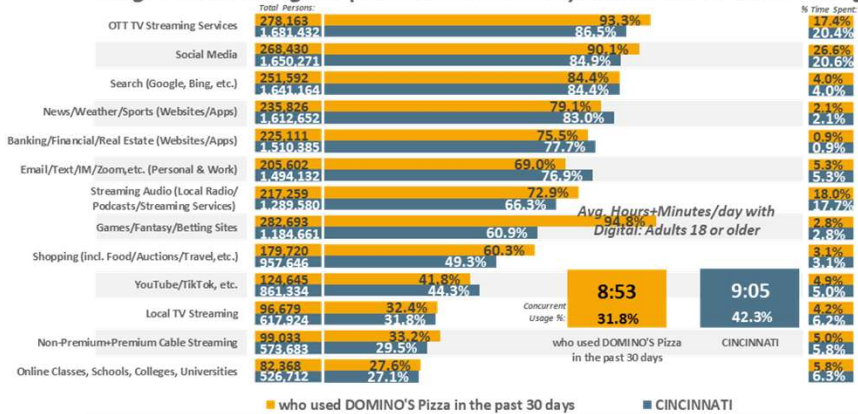




252,247 or 84.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 221.9 minutes every day representing 33.% of all time spent daily with Ad-Supported Digital Media.

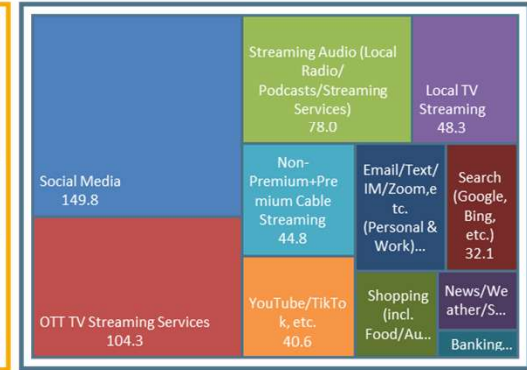
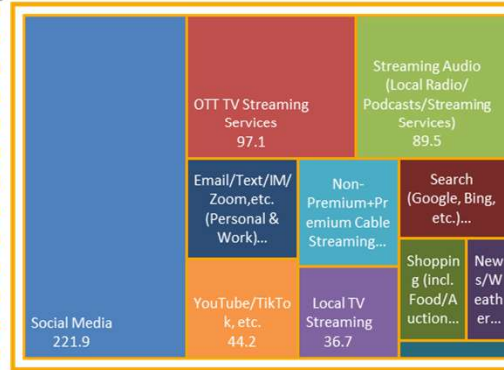
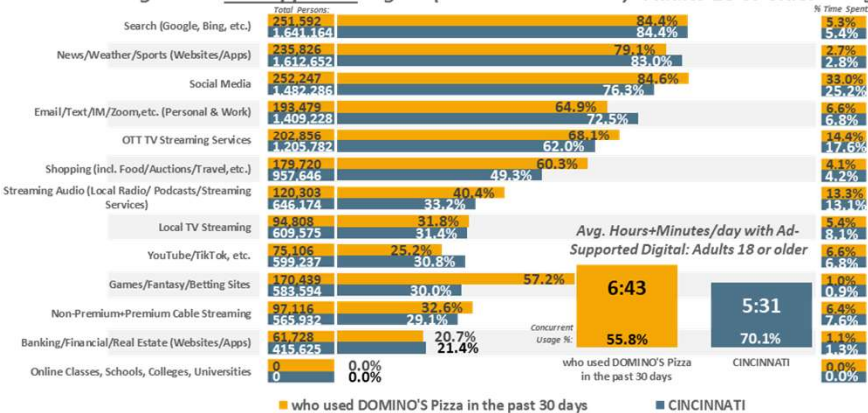
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

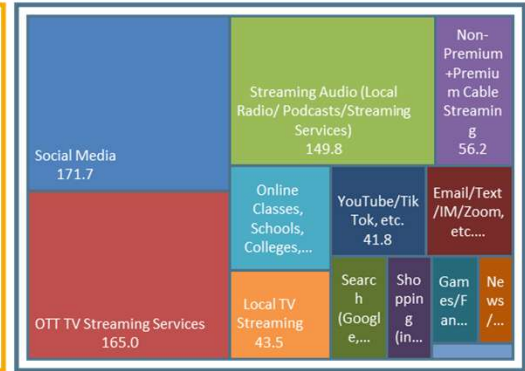
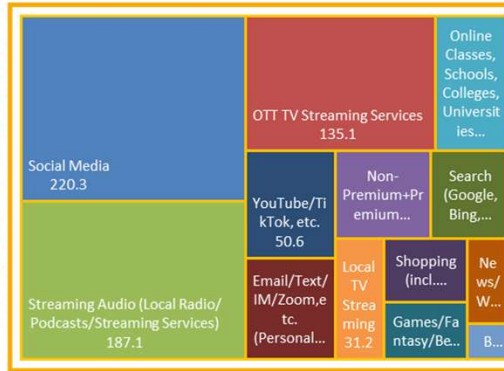
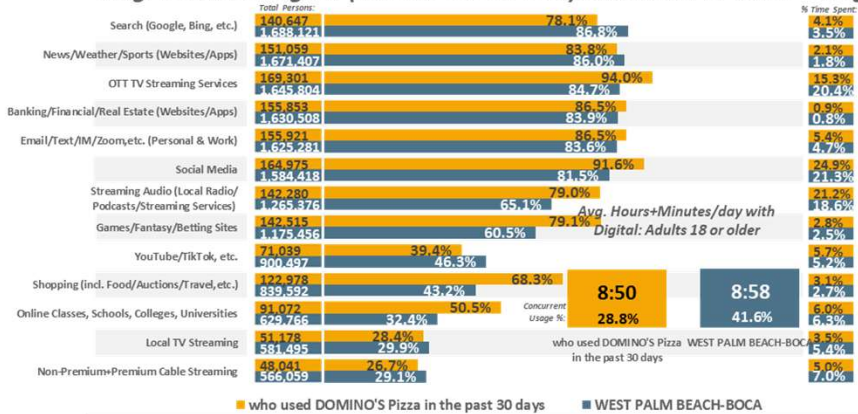




143,536 or 79.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 191.7 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

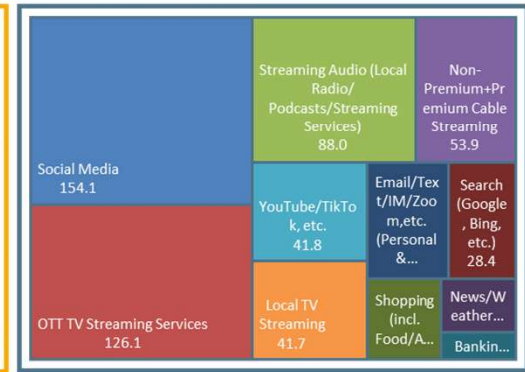
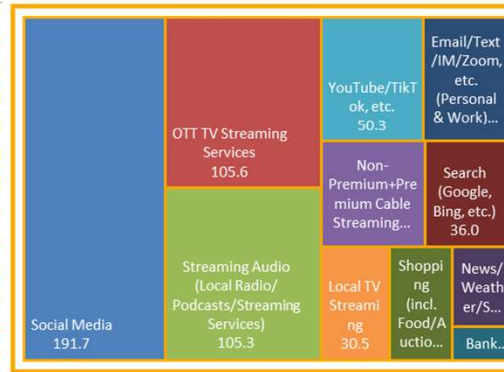
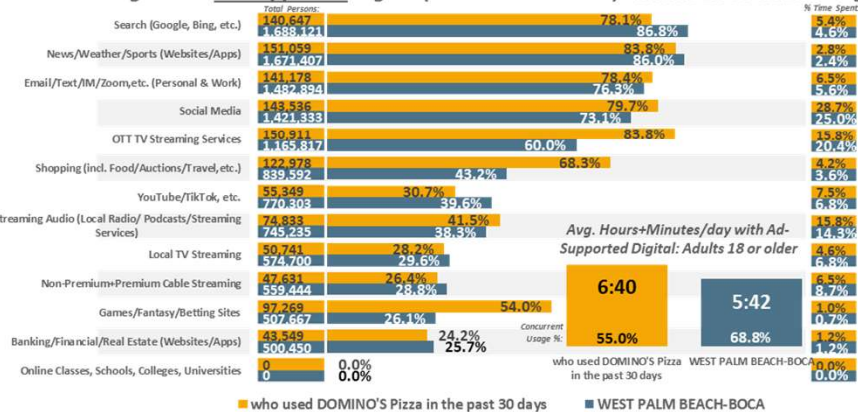
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

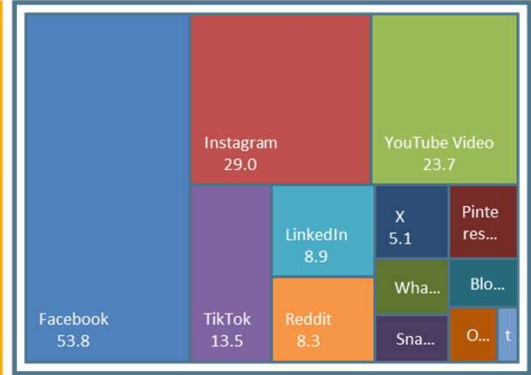
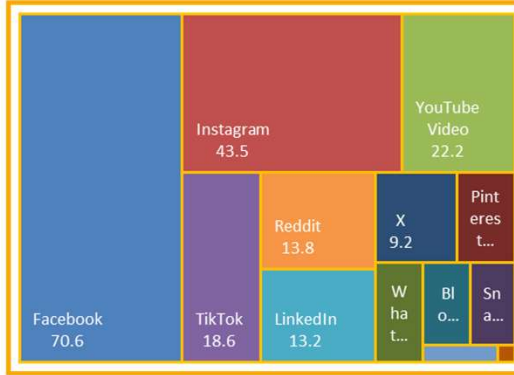
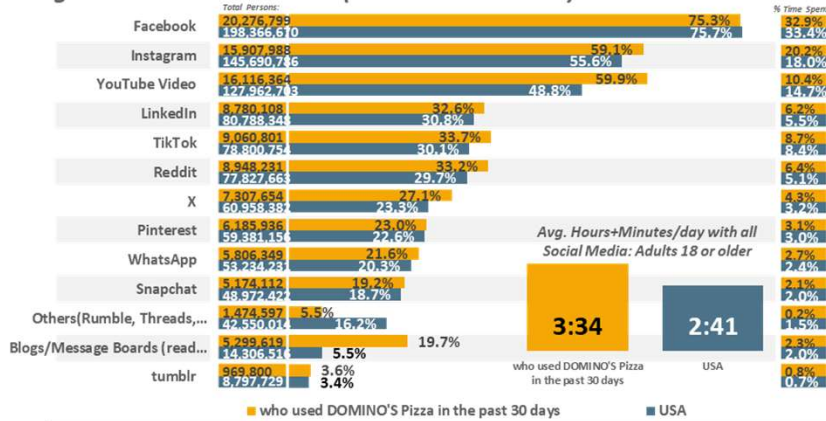
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



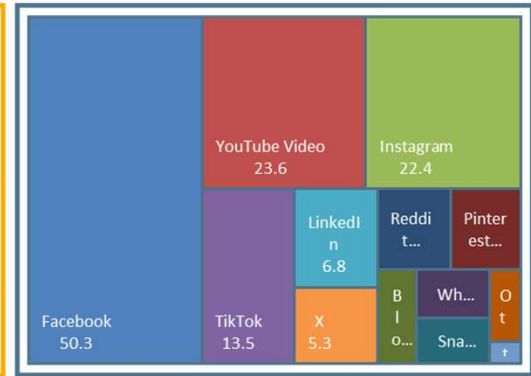
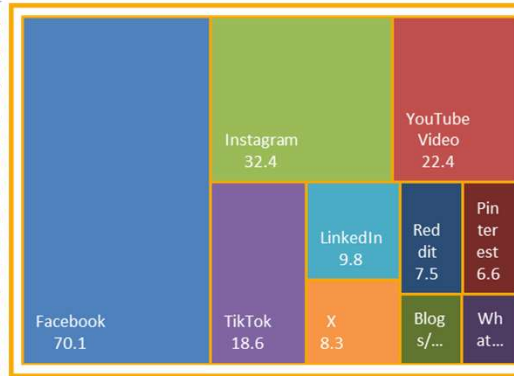
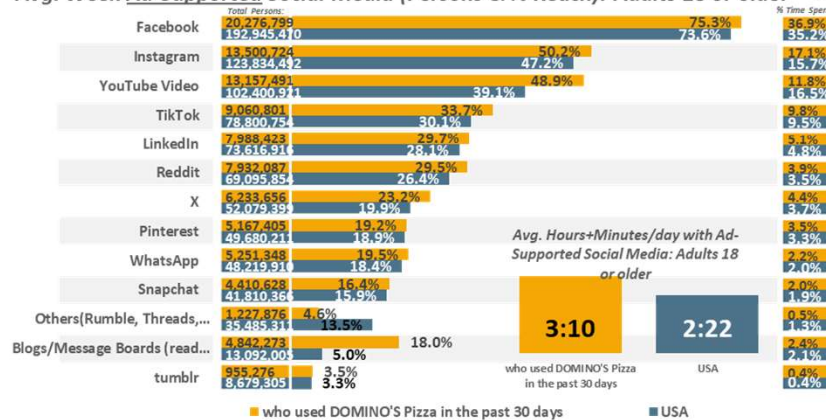


20,276,799 or 75.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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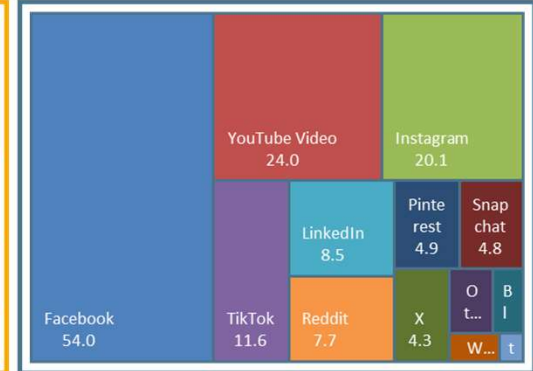
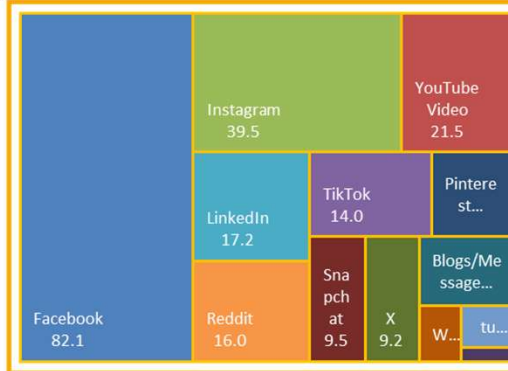
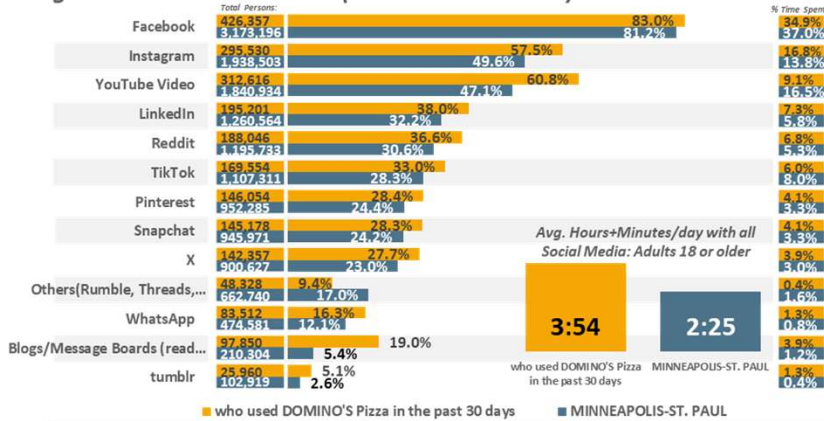
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

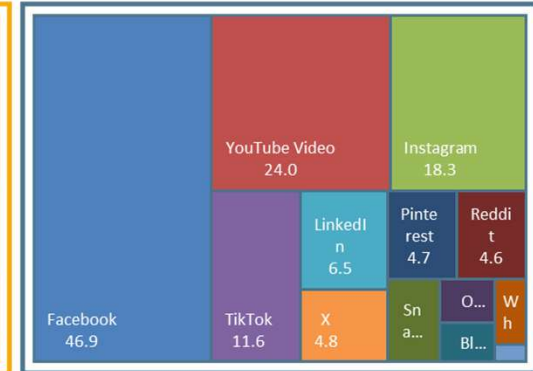
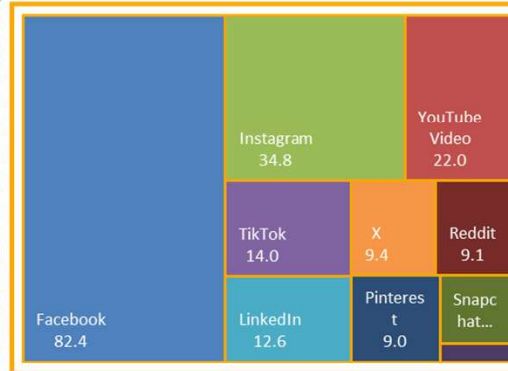
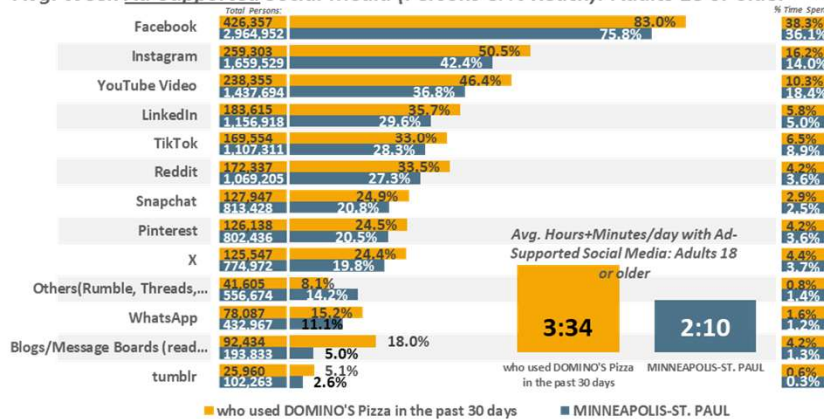


426,357 or 83.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 82.4 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

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**

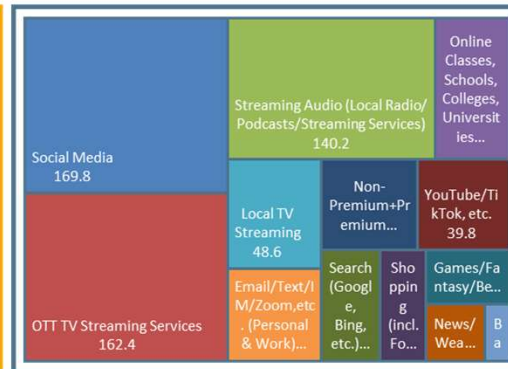
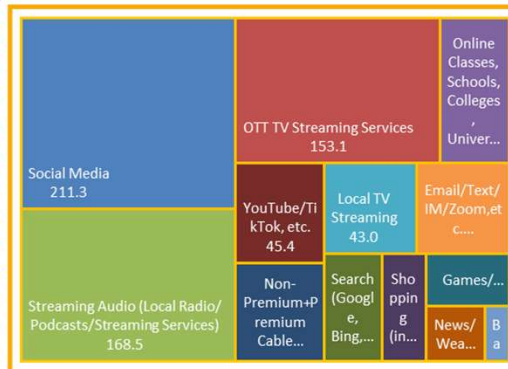
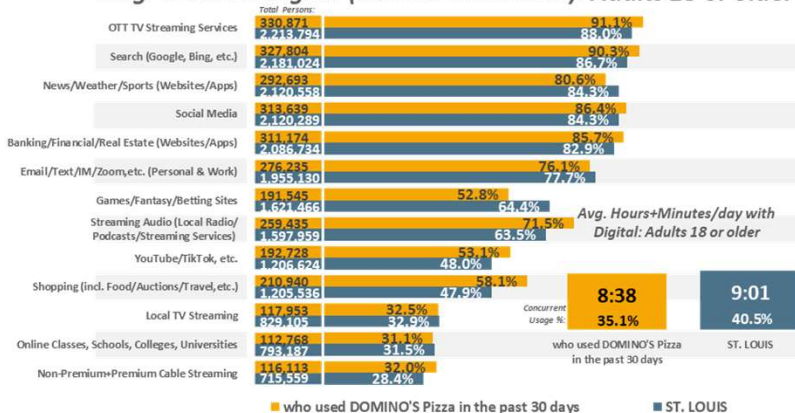




277,301 or 76.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 186.8 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

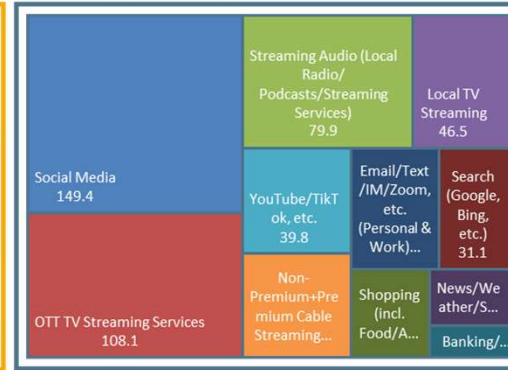
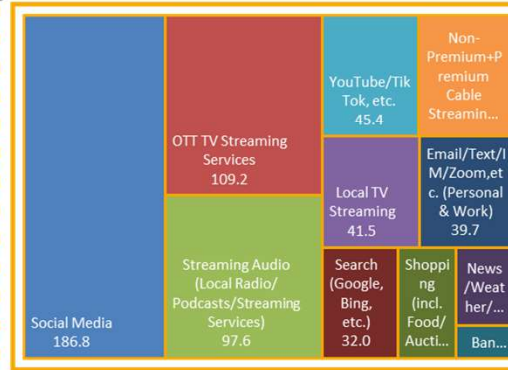
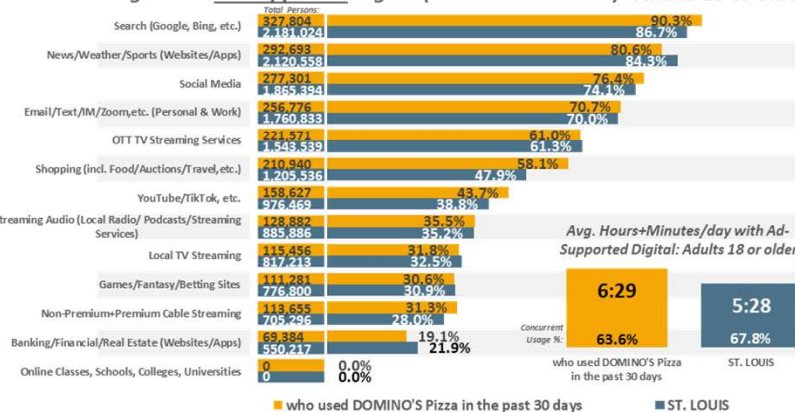
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

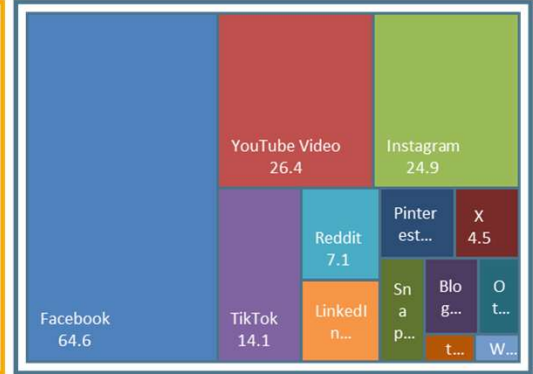
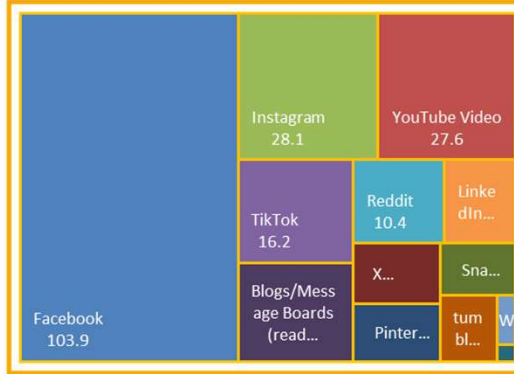
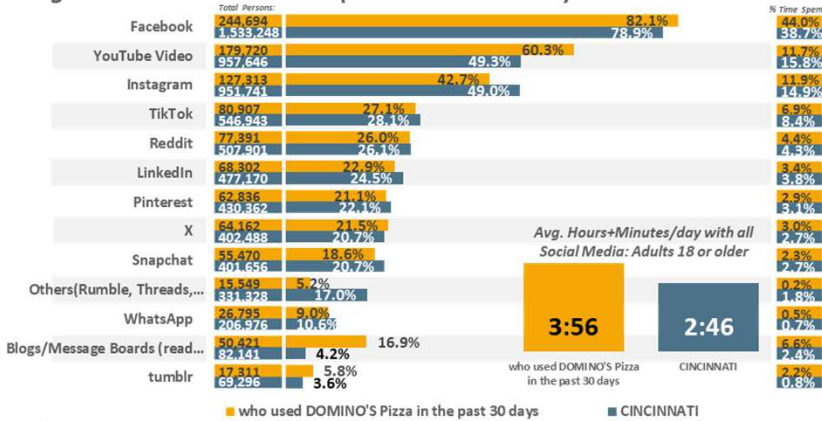
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



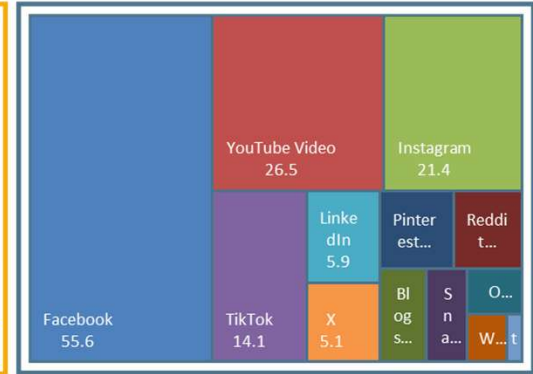
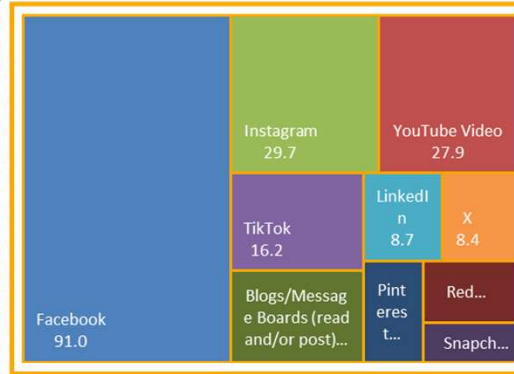
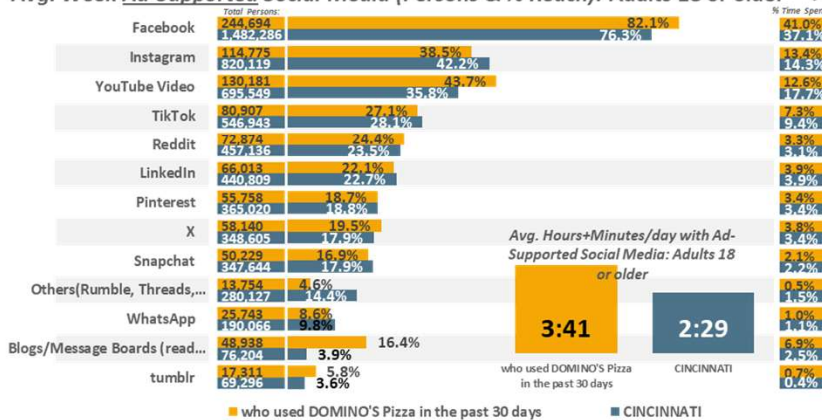


244,694 or 82.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 91. minutes every day representing 41.% of all time spent daily with Ad-Supported Social Media.

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**



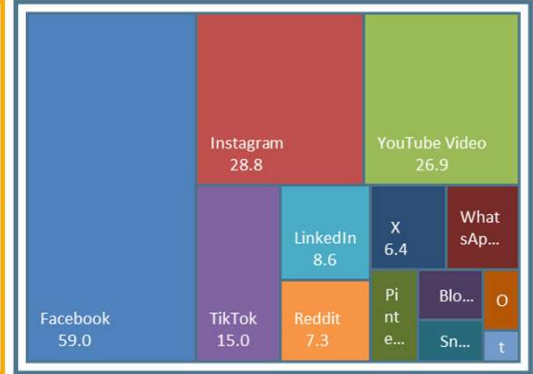
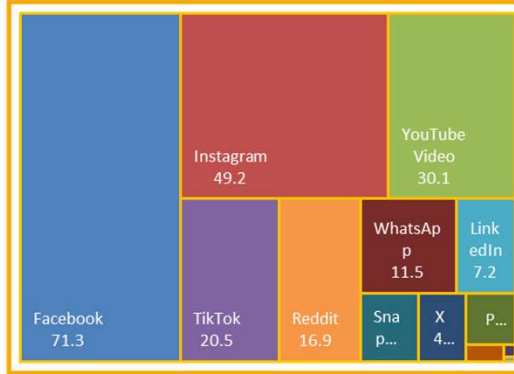
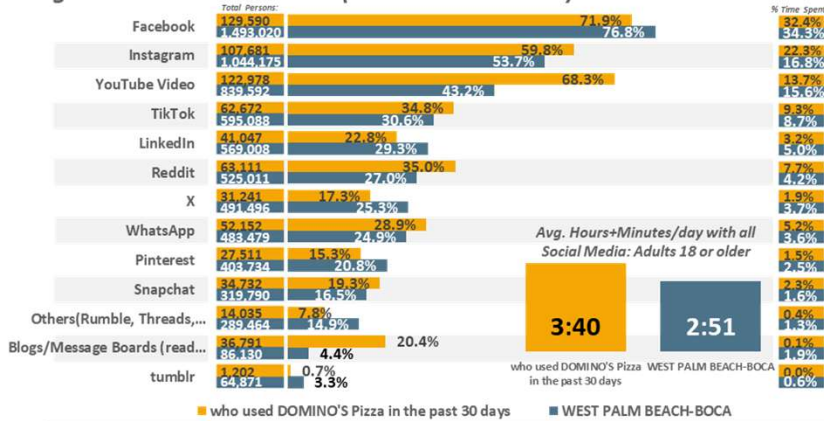
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



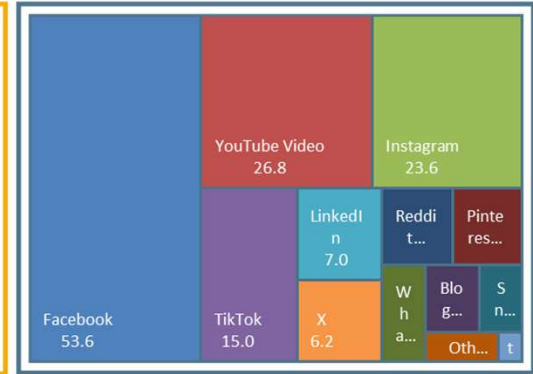
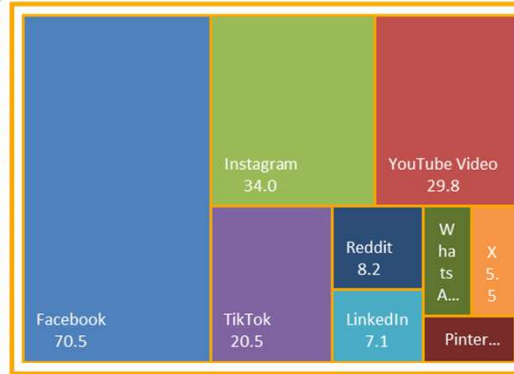
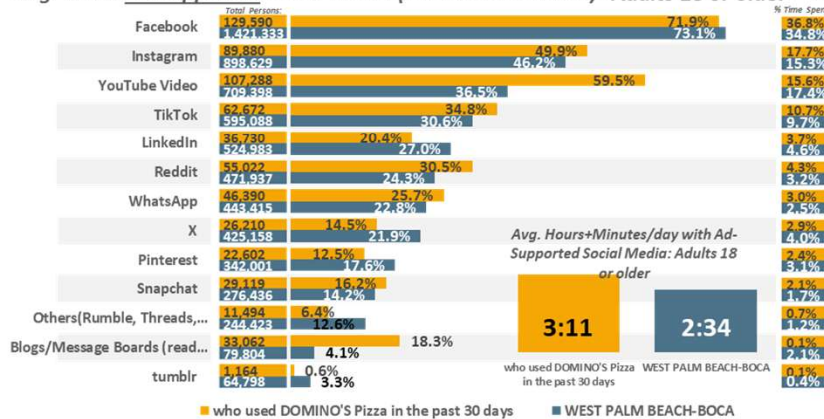


129,590 or 71.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 70.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

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**



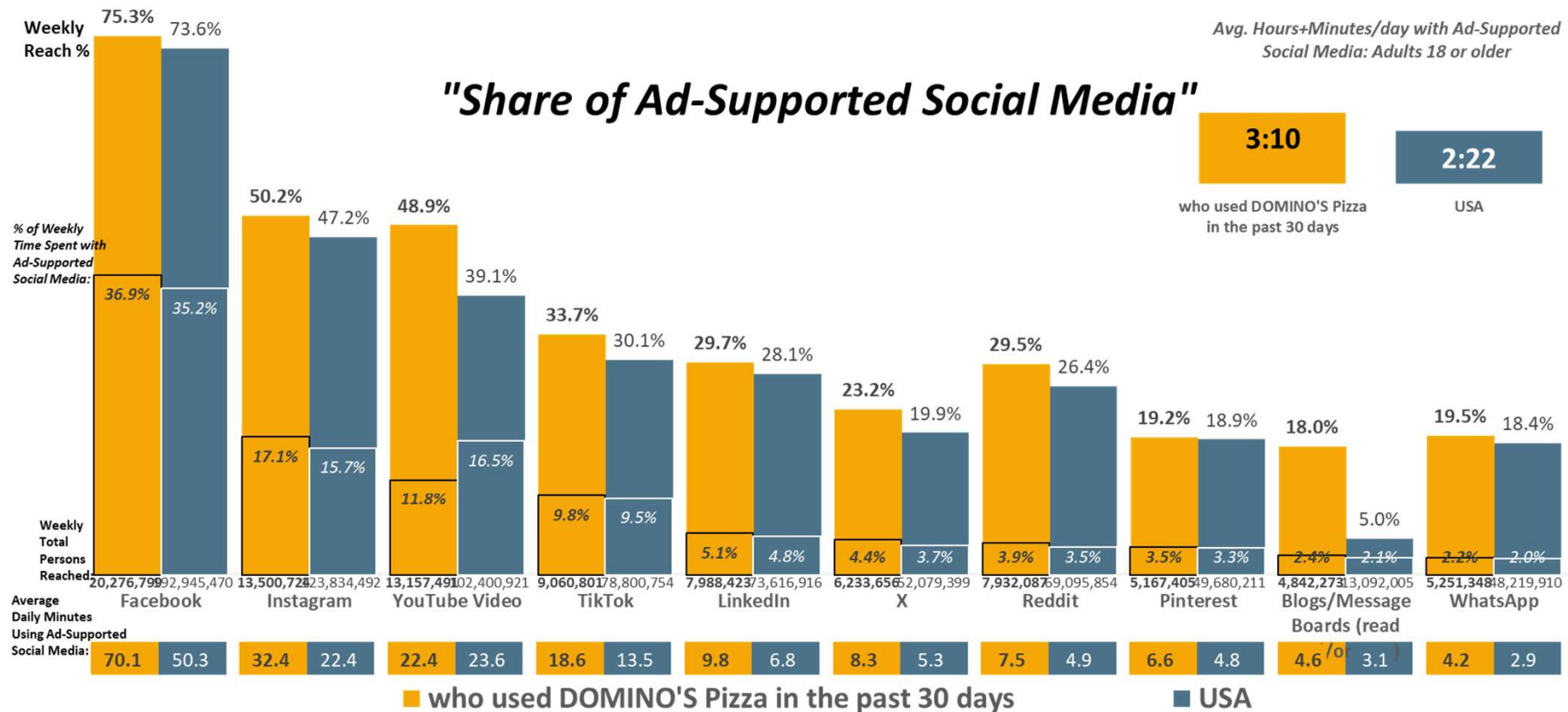
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





20,276,799 or 75.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,554

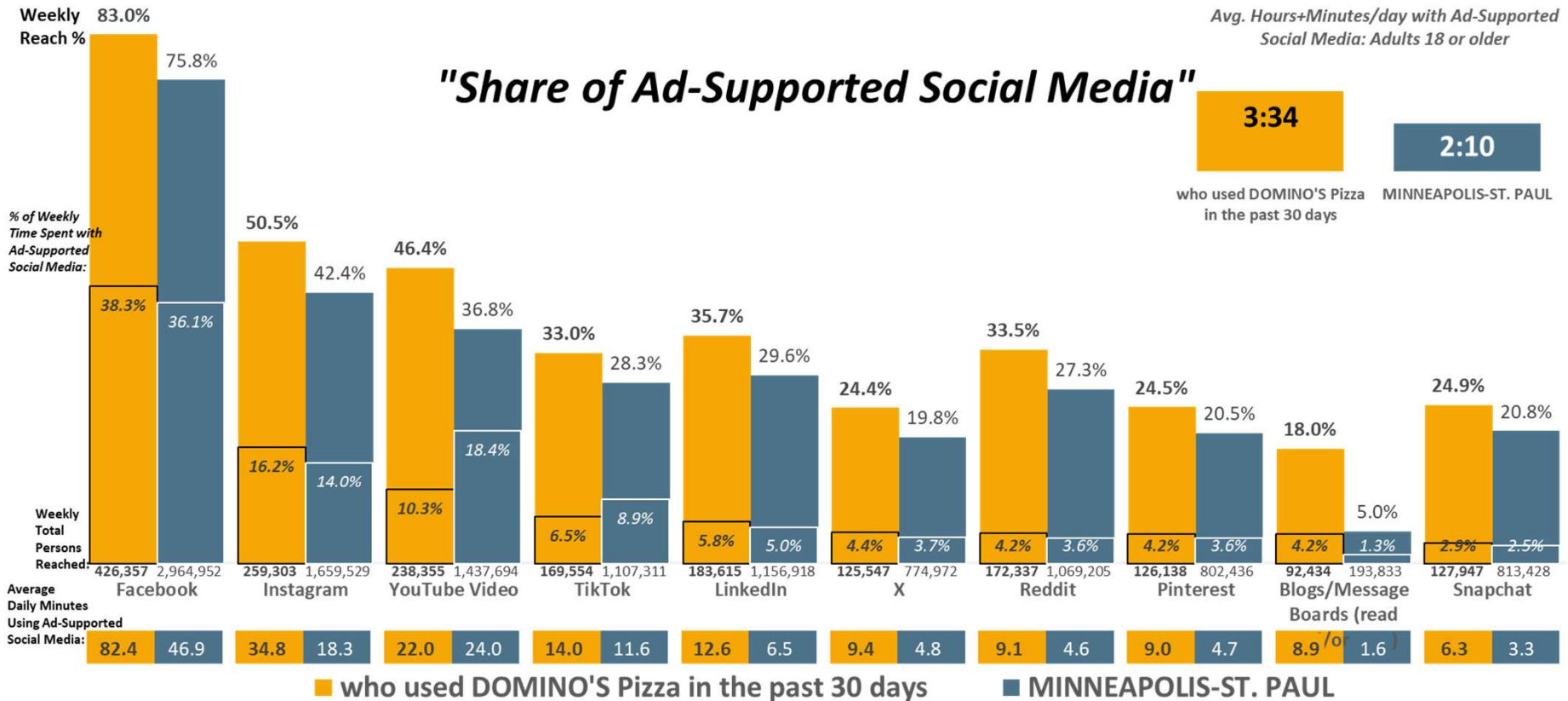
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's



426,357 or 83.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 82.4 minutes every day representing 38.3% of all time spent daily with Ad-Supported Social Media.

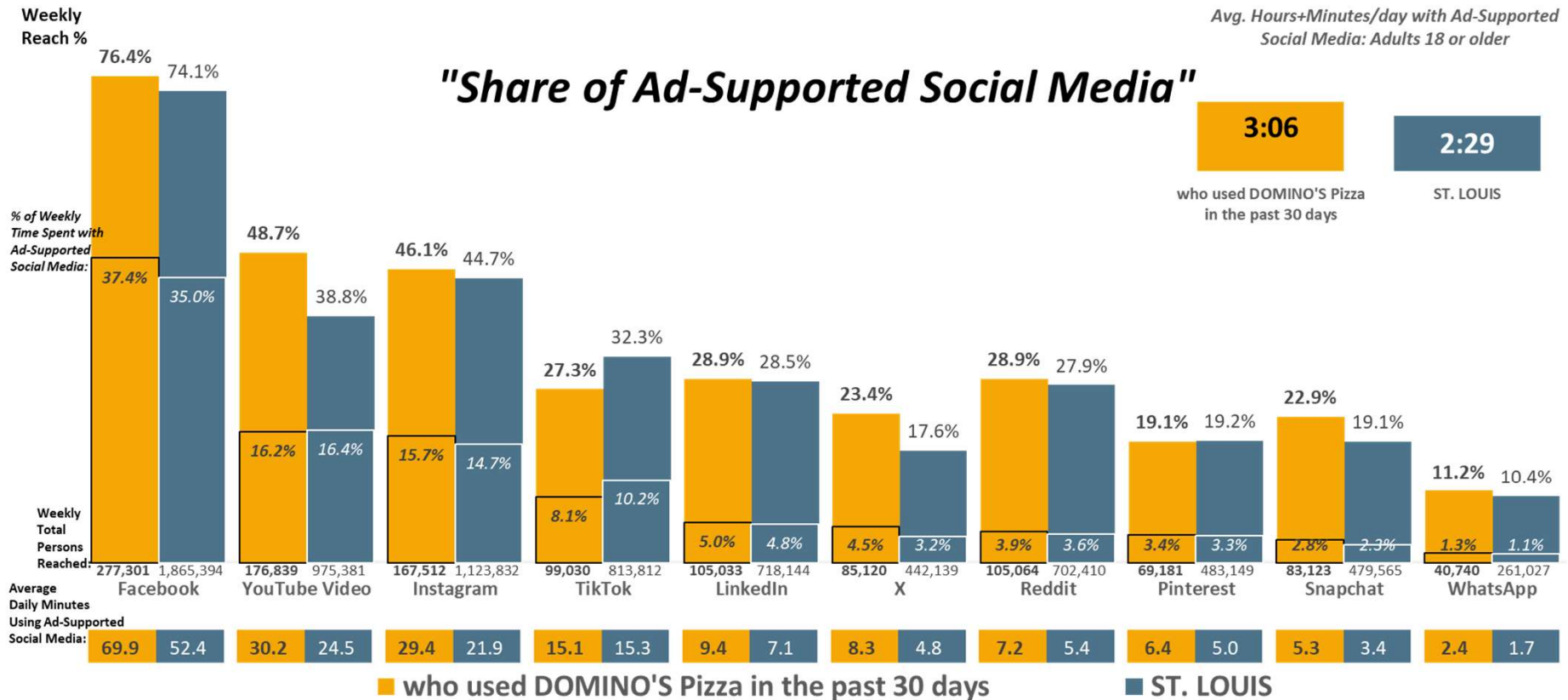
"Share of Ad-Supported Social Media"





277,301 or 76.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 69.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

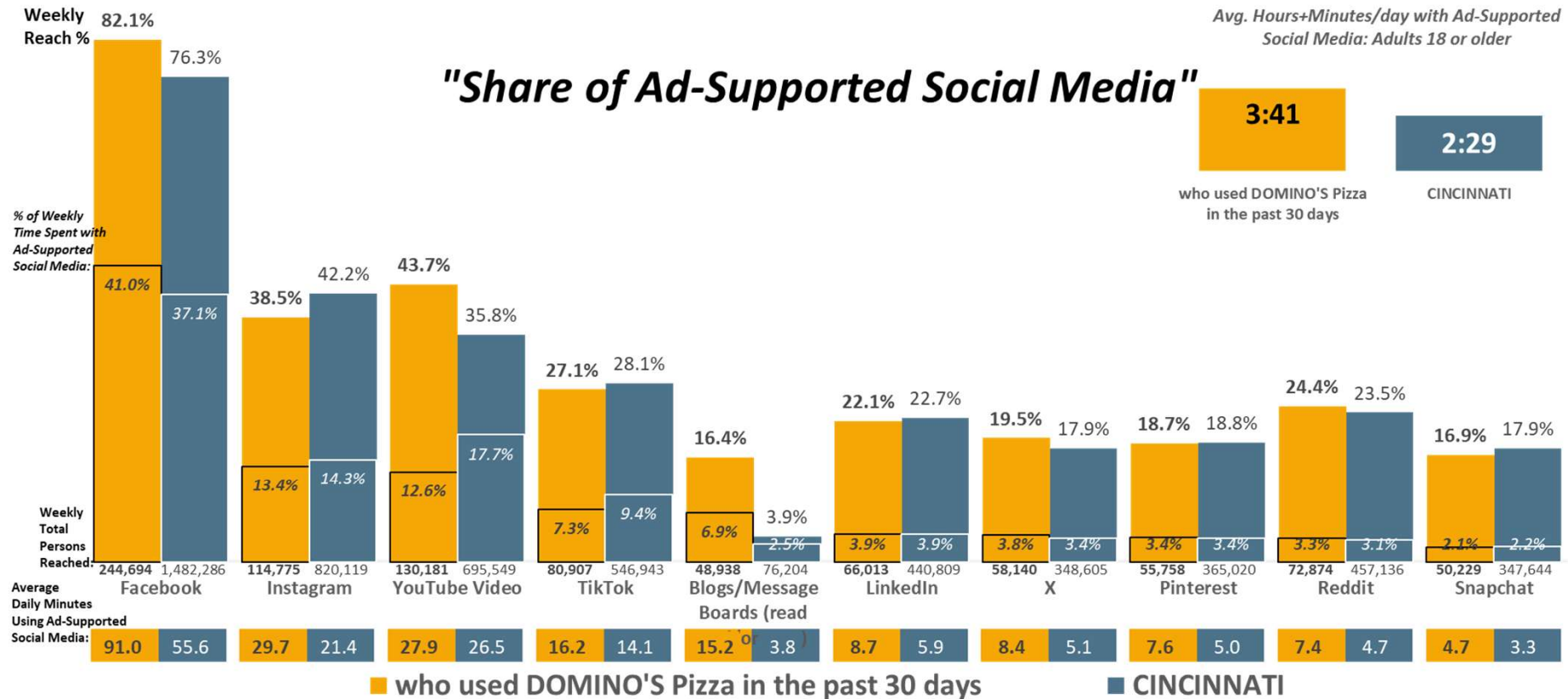
"Share of Ad-Supported Social Media"





244,694 or 82.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 91. minutes every day representing 41.% of all time spent daily with Ad-Supported Social Media.

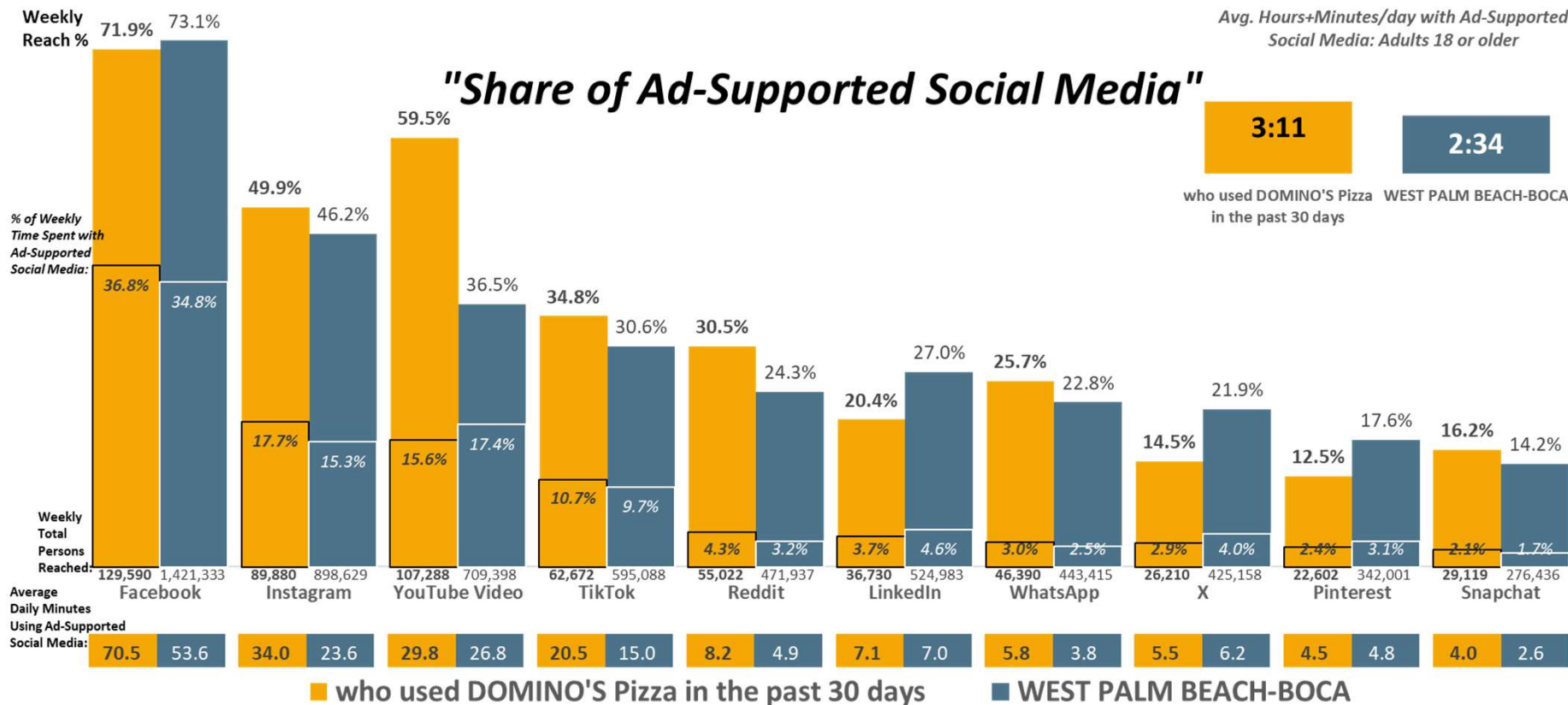
"Share of Ad-Supported Social Media"





129,590 or 71.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 70.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

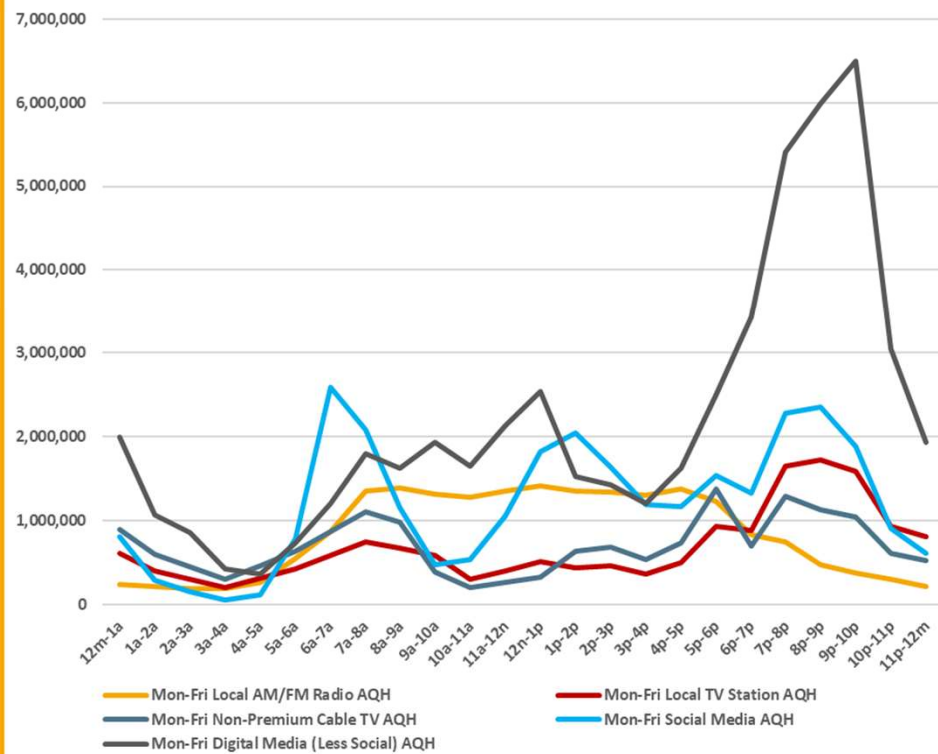
"Share of Ad-Supported Social Media"



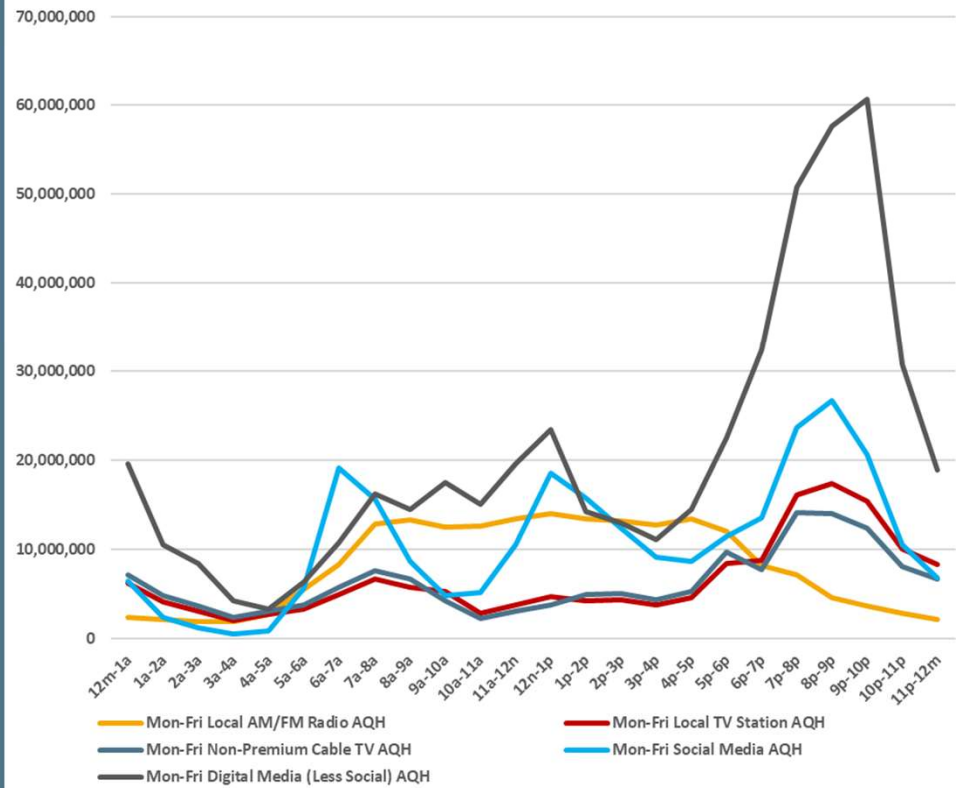


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,891,899;
Social Media: 1,433,248; Local Radio: 1,260,898; Non-Prem. Cable: 676,705; Local TV:
566,064 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30
days*



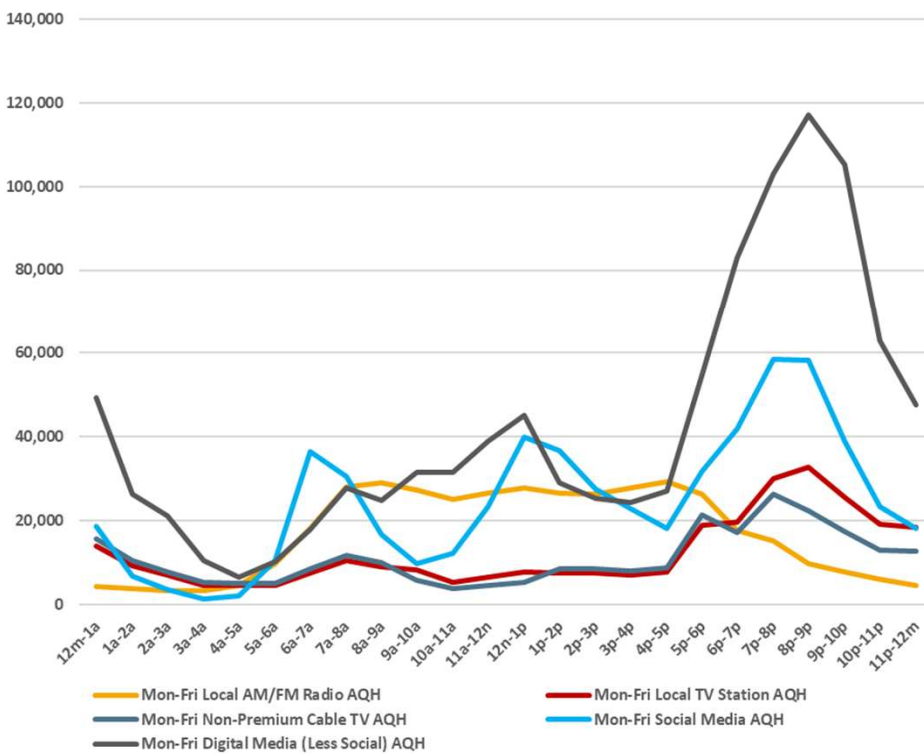
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older*



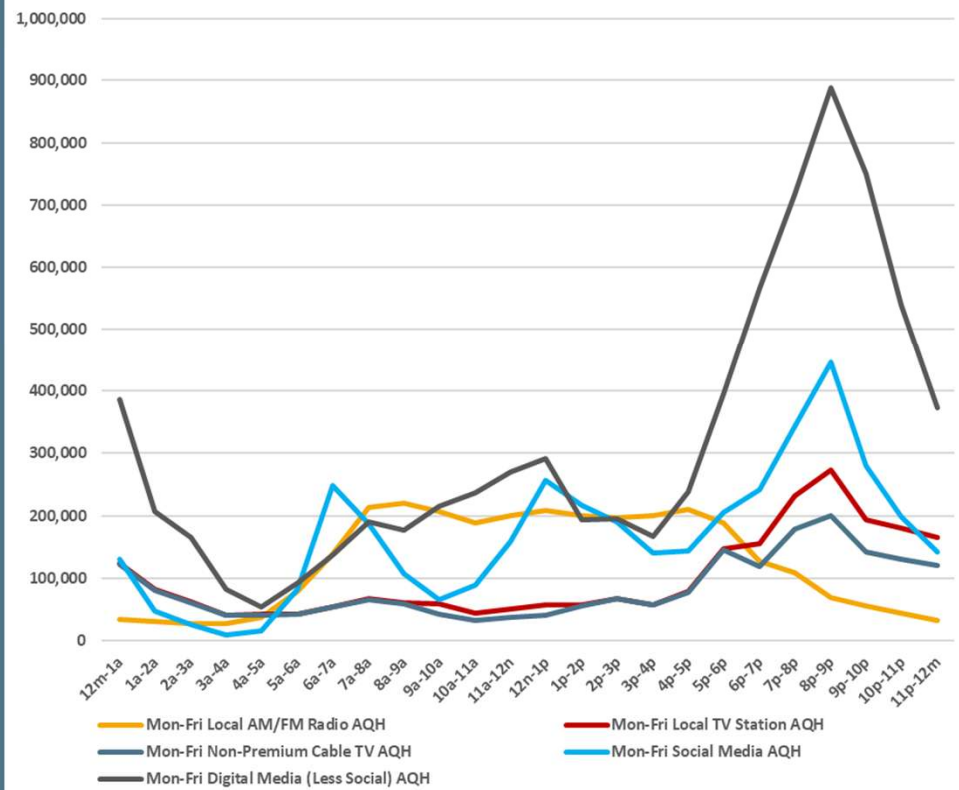


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,482; Social Media: 26,779; Local Radio: 25,846; Local TV: 9,495; Non-Prem. Cable: 9,366 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30 days



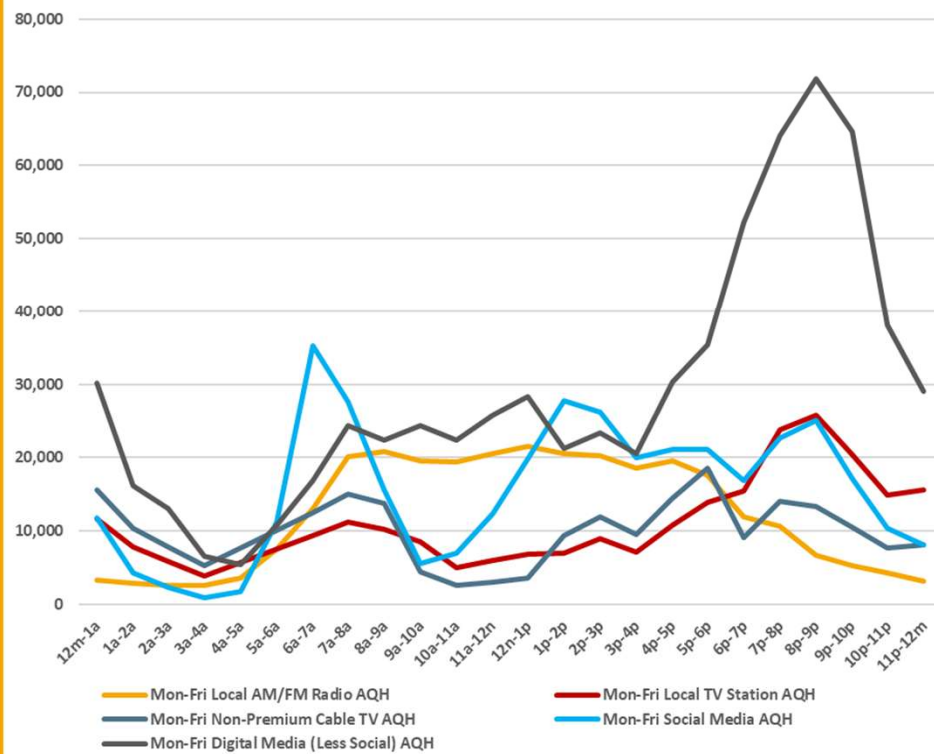
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MINNEAPOLIS-ST. PAUL Metro Area Adults 18 or older



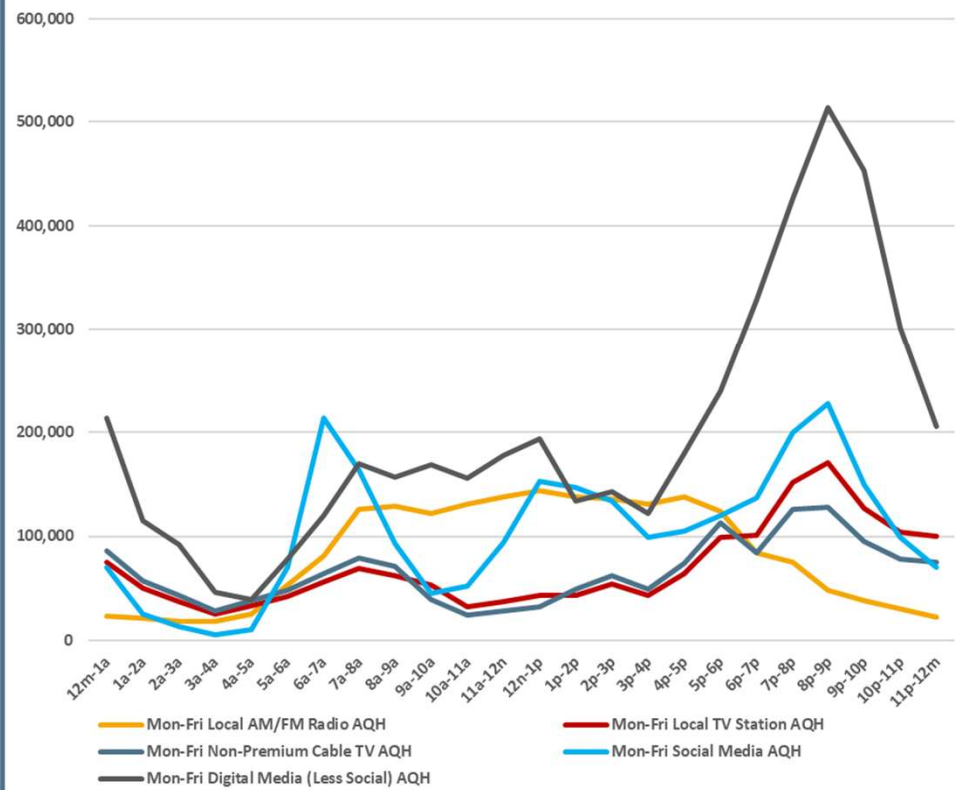


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,733; Social Media: 19,698; Local Radio: 18,741; Non-Prem. Cable: 9,844; Local TV: 9,262 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30 days*



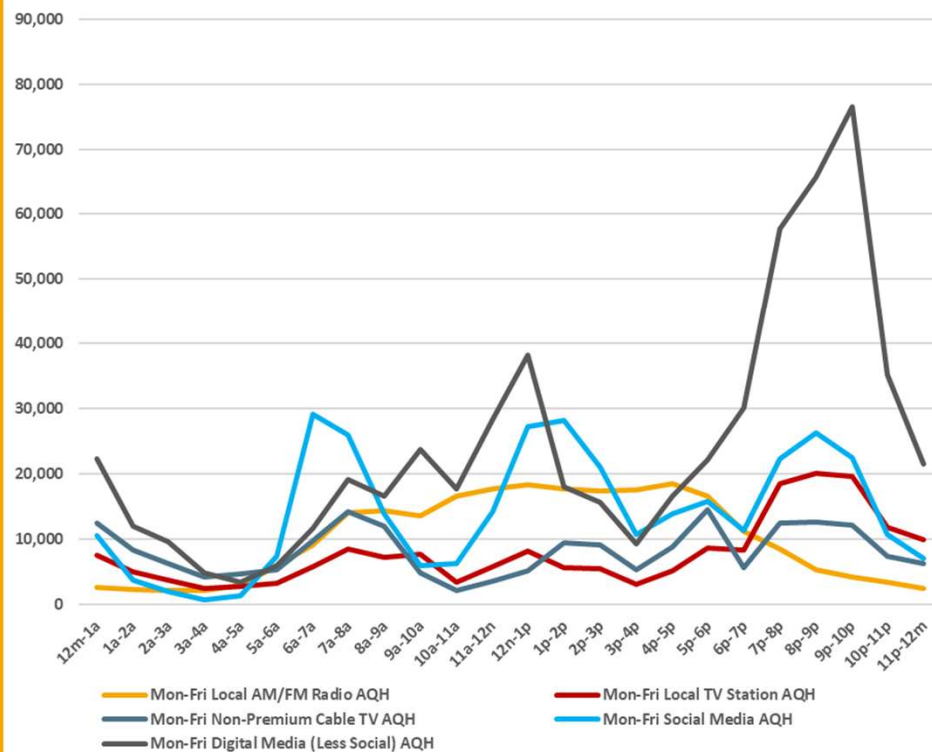
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older*



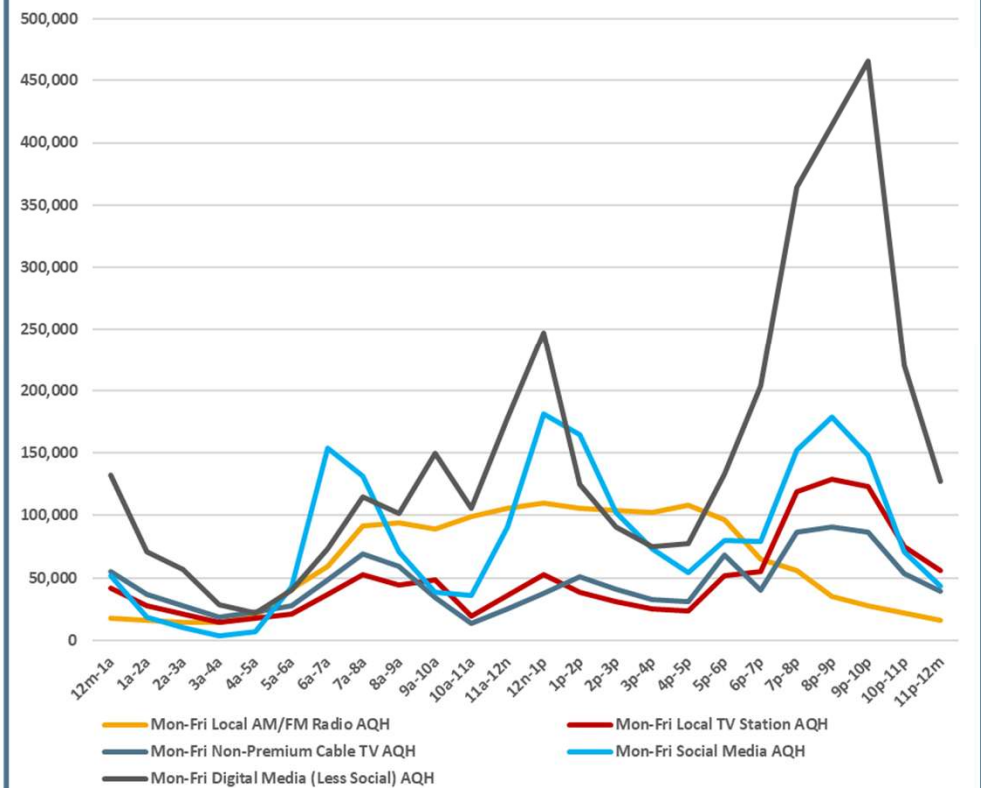


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,543;
Social Media: 17,199; Local Radio: 15,563; Non-Prem. Cable: 8,024; Local TV: 6,400
reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30
days*



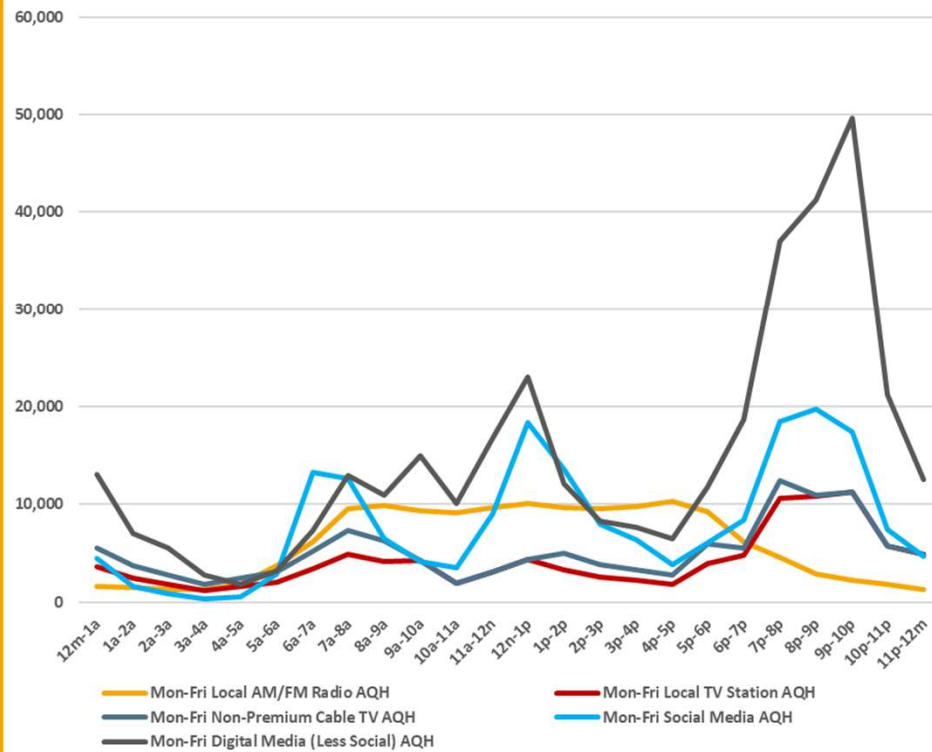
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older*



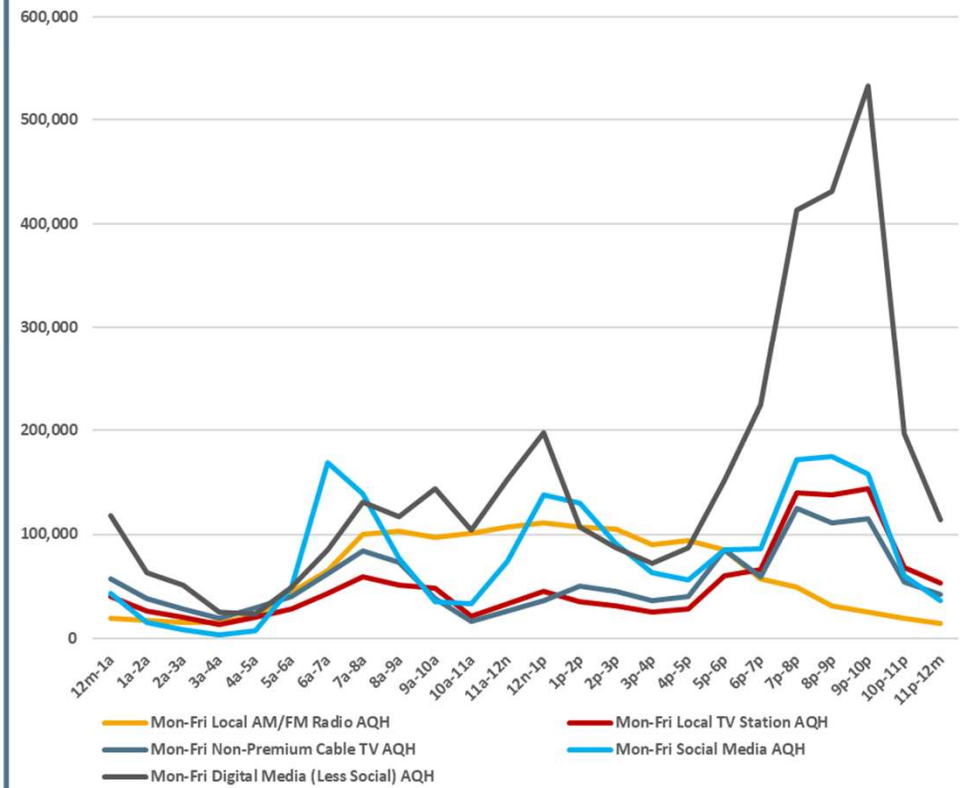


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,407; Local Radio: 9,150; Social Media: 8,767; Non-Prem. Cable: 4,559; Local TV: 3,443 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30 days*



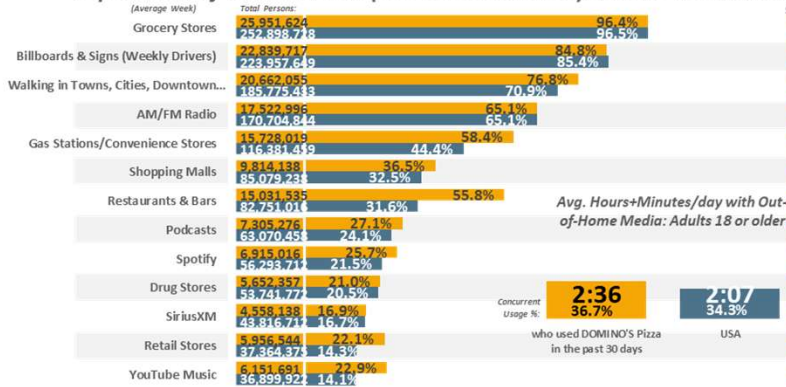
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA Metro Area Adults 18 or older*



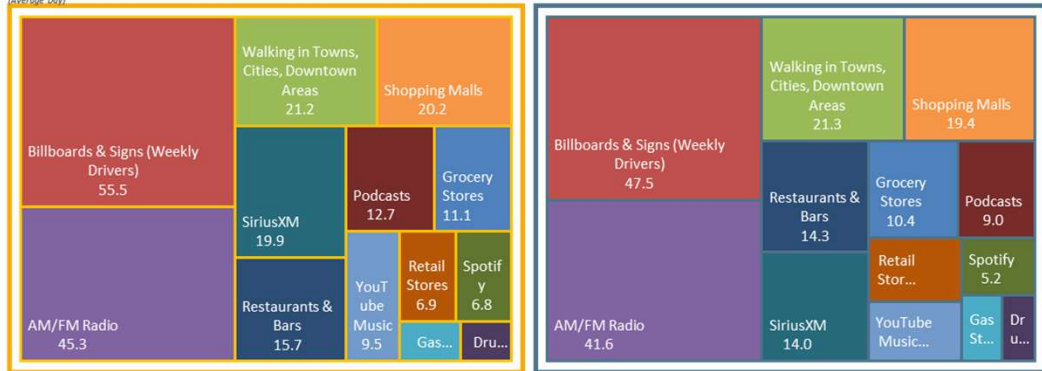


22,839,717 or 84.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

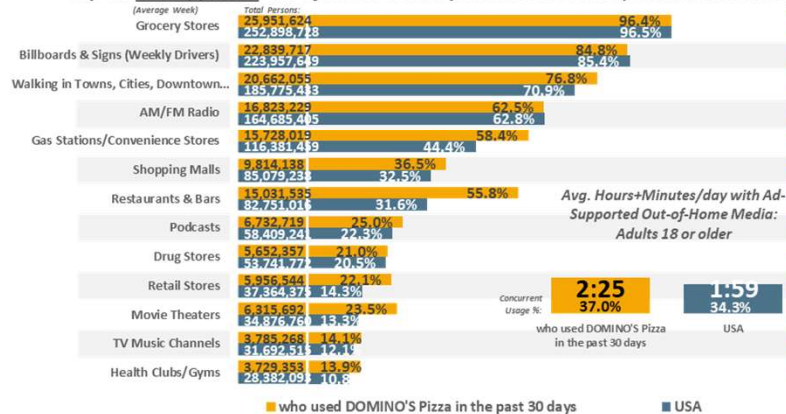
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



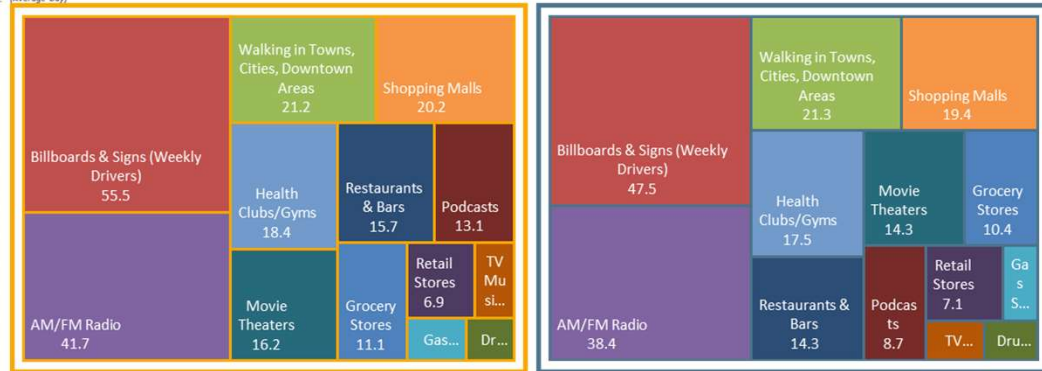
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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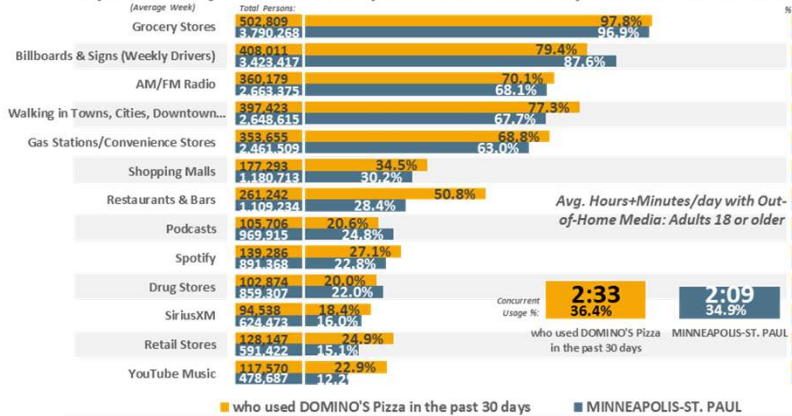
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

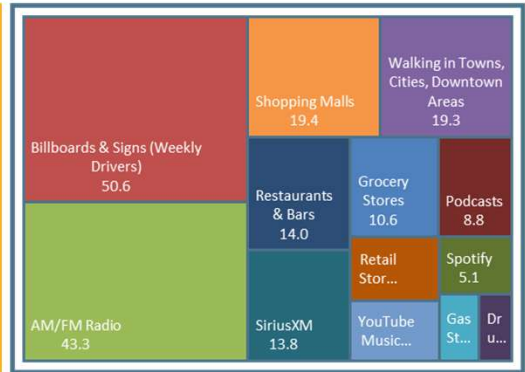
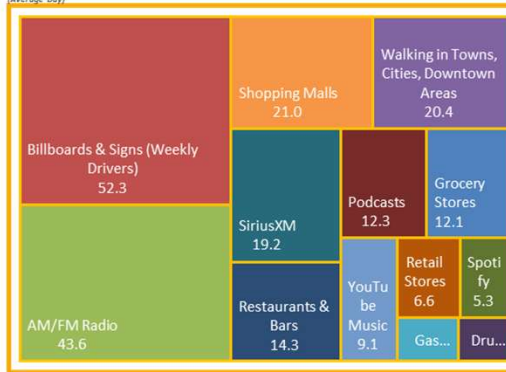


408,011 or 79.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

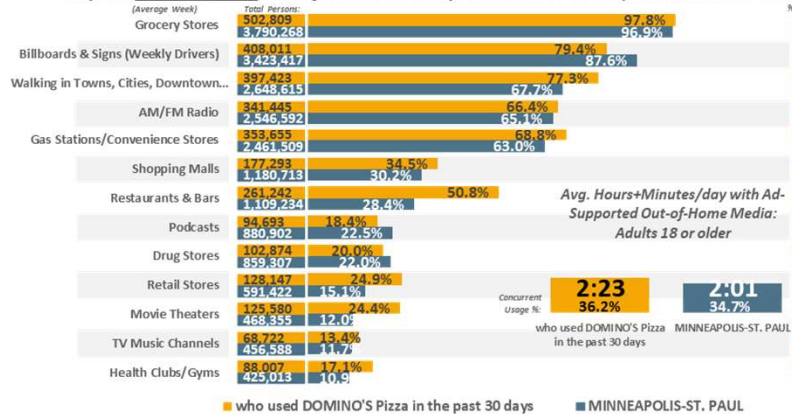
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



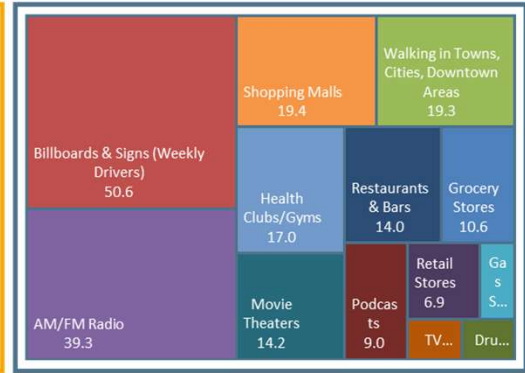
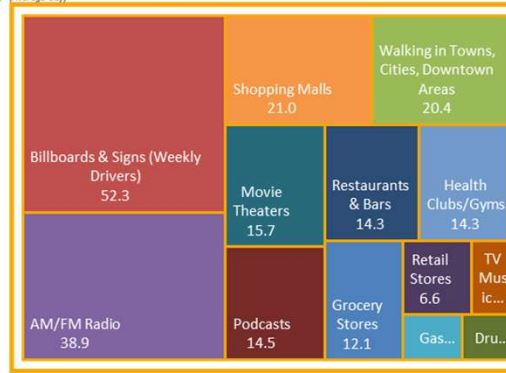
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



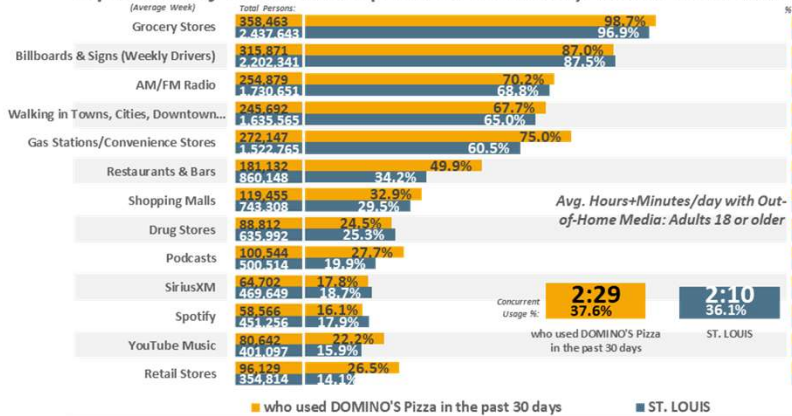
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





315,871 or 87.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.1 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day.

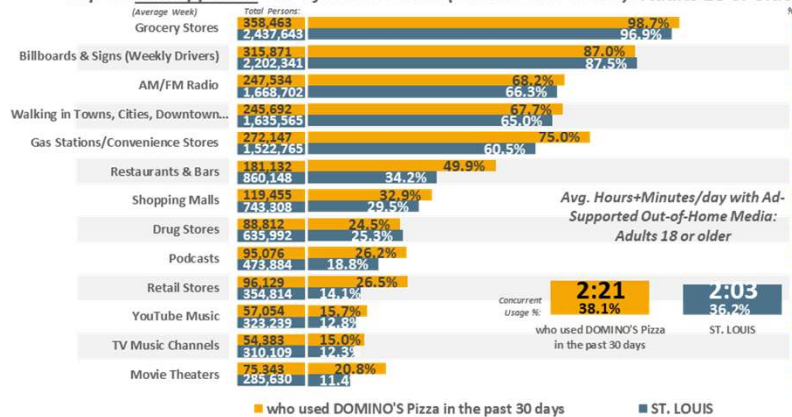
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



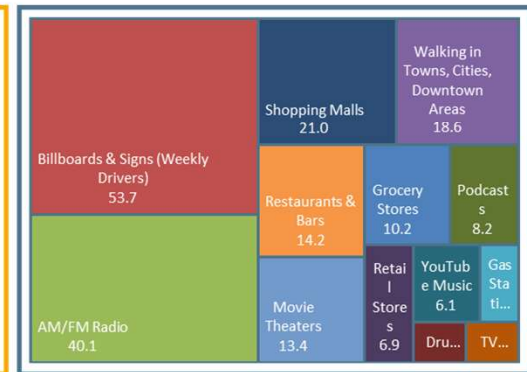
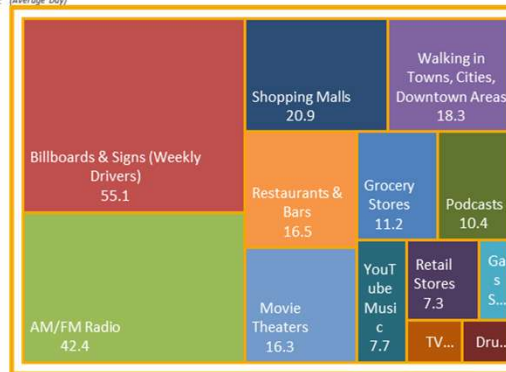
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



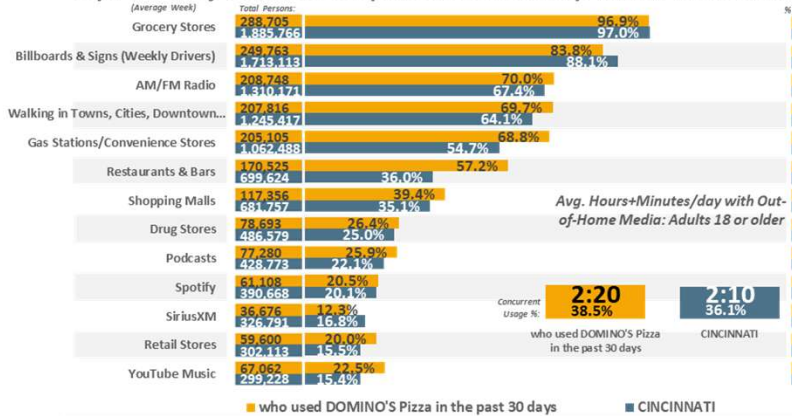
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



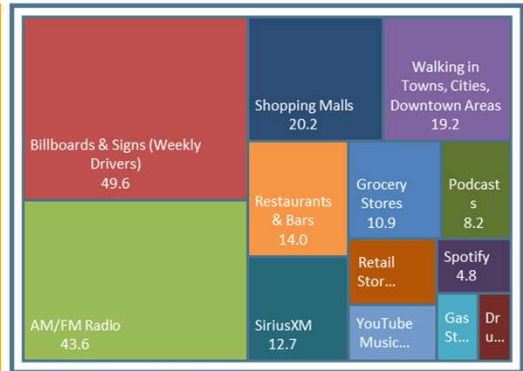
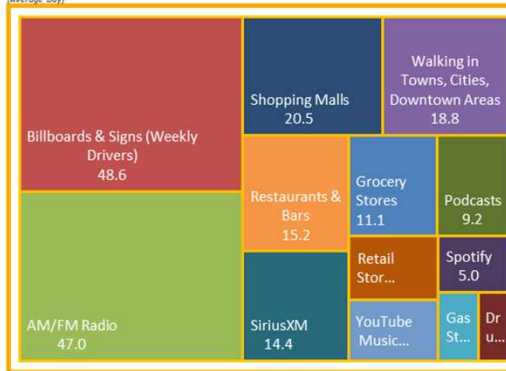


249,763 or 83.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 48.6 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day.

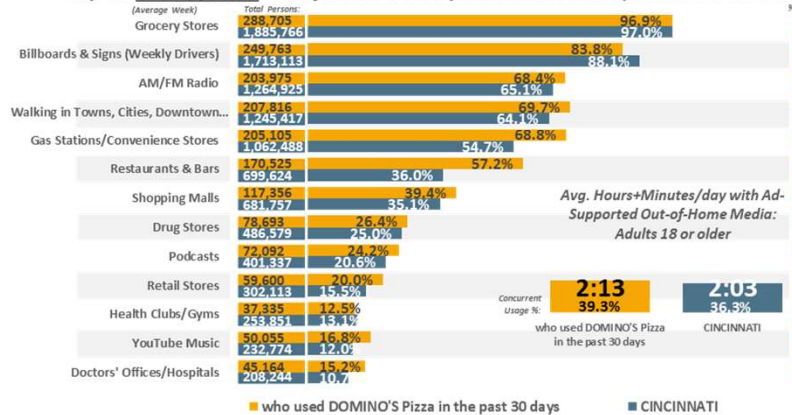
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



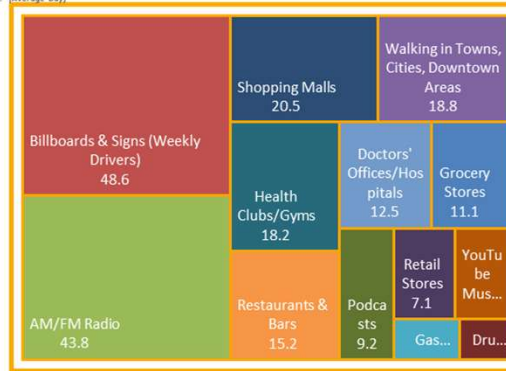
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



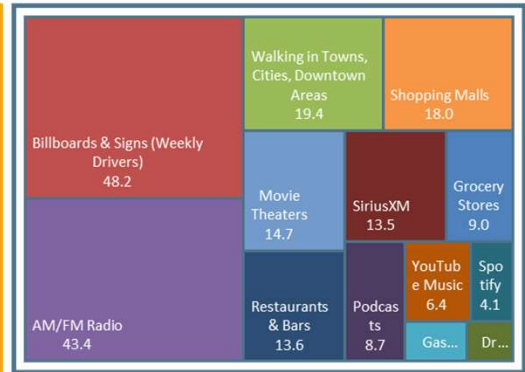
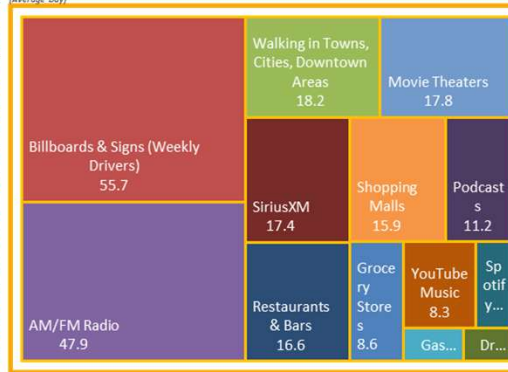


162,560 or 90.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

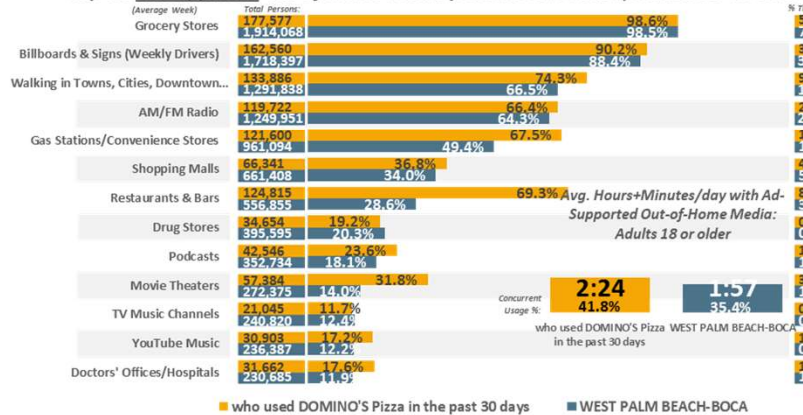
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



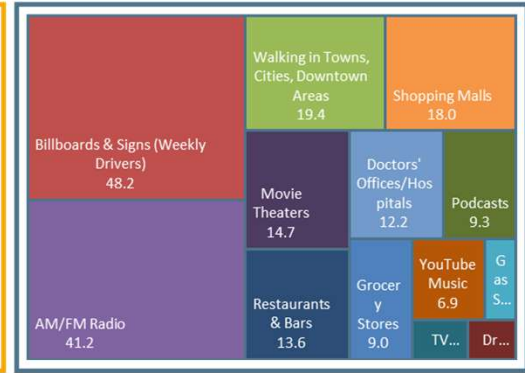
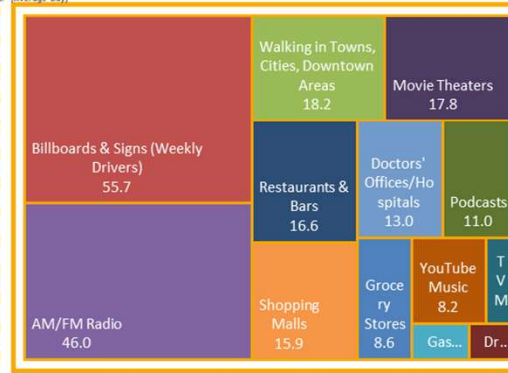
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



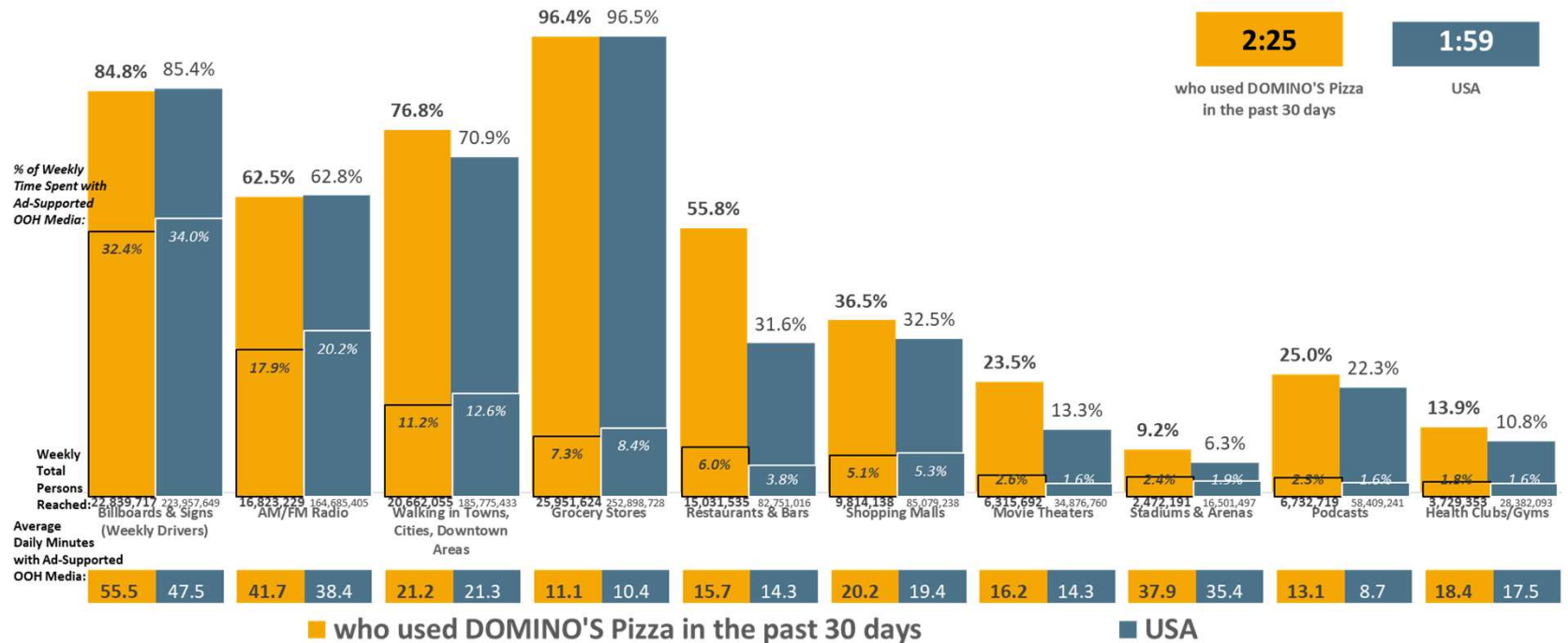


22,839,717 or 84.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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 2,490 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,554

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Quick service restaurants used past 30 days: Domino's

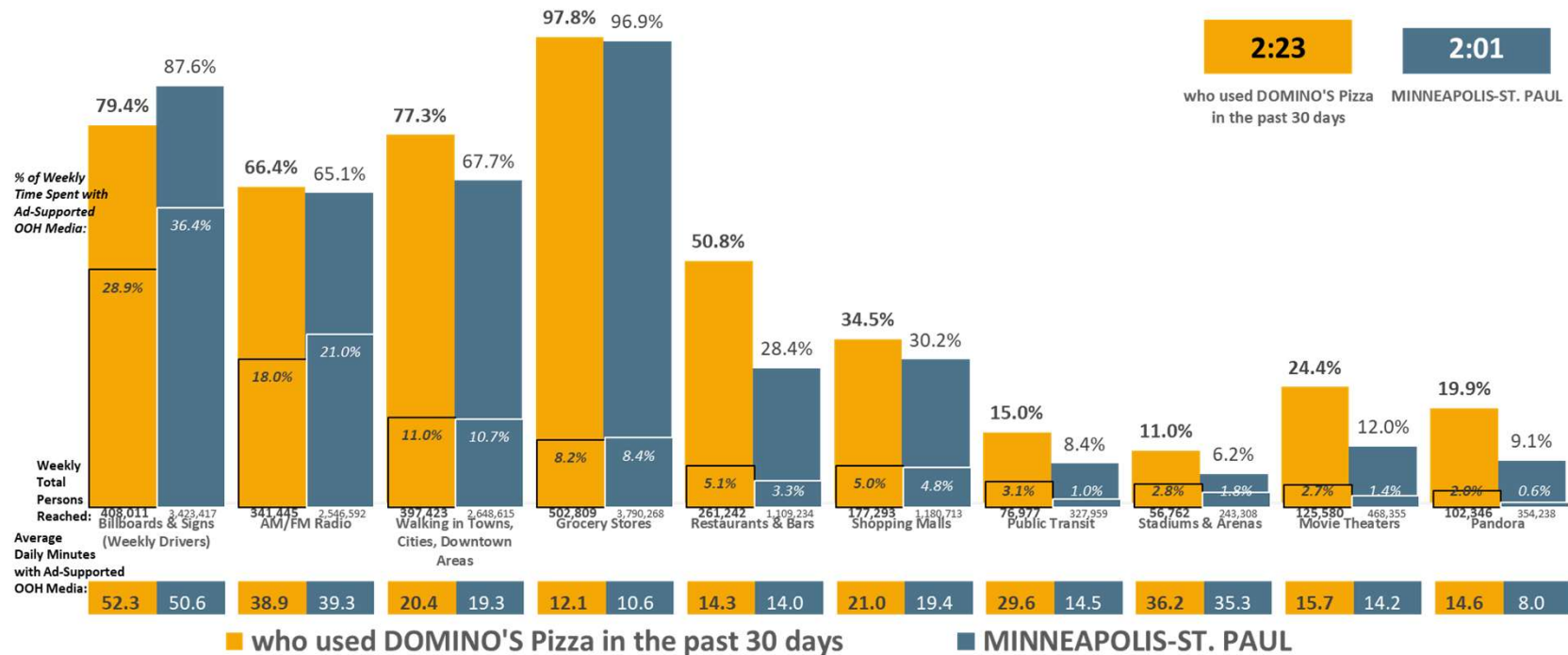


408,011 or 79.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 229 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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Quick service restaurants used past 30 days: Domino's

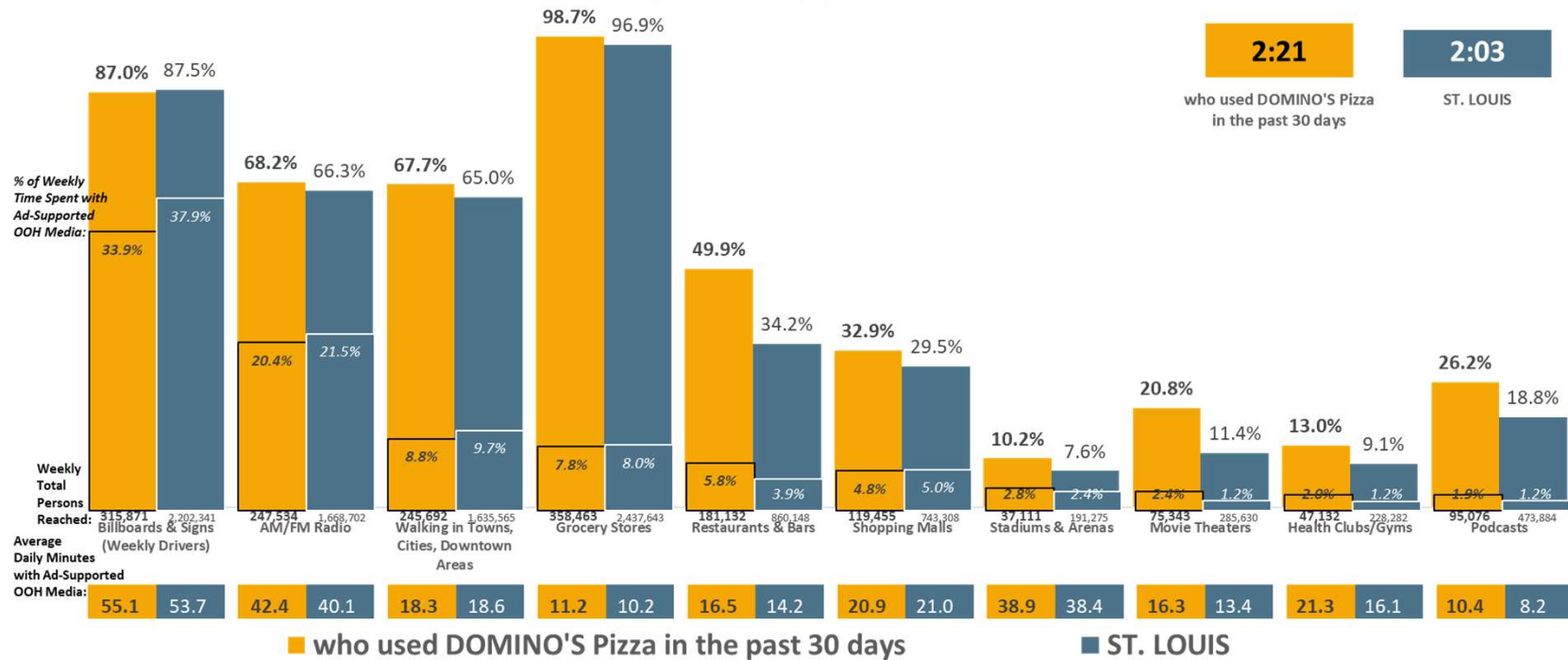


315,871 or 87.0% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.1 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 263
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Quick service restaurants used past 30 days: Domino's

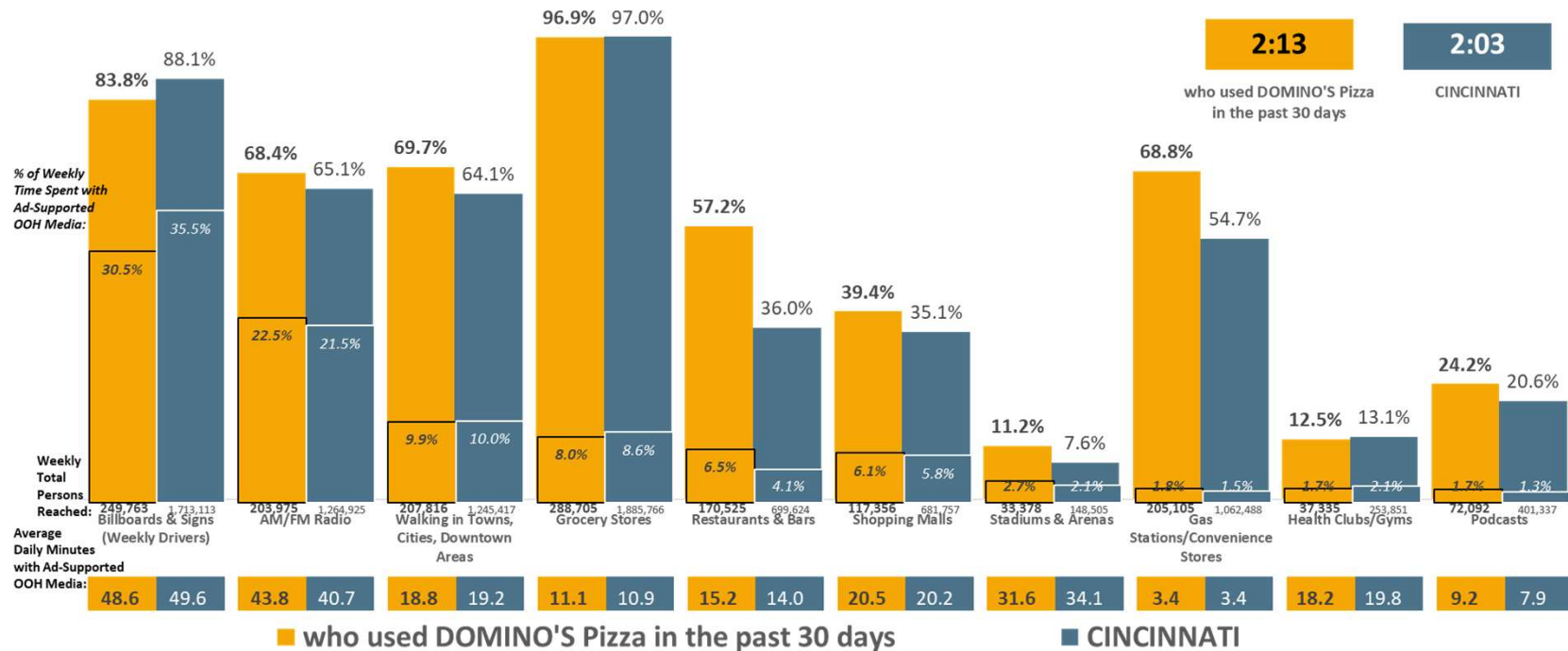


249,763 or 83.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 48.6 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 259
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Quick service restaurants used past 30 days: Domino's

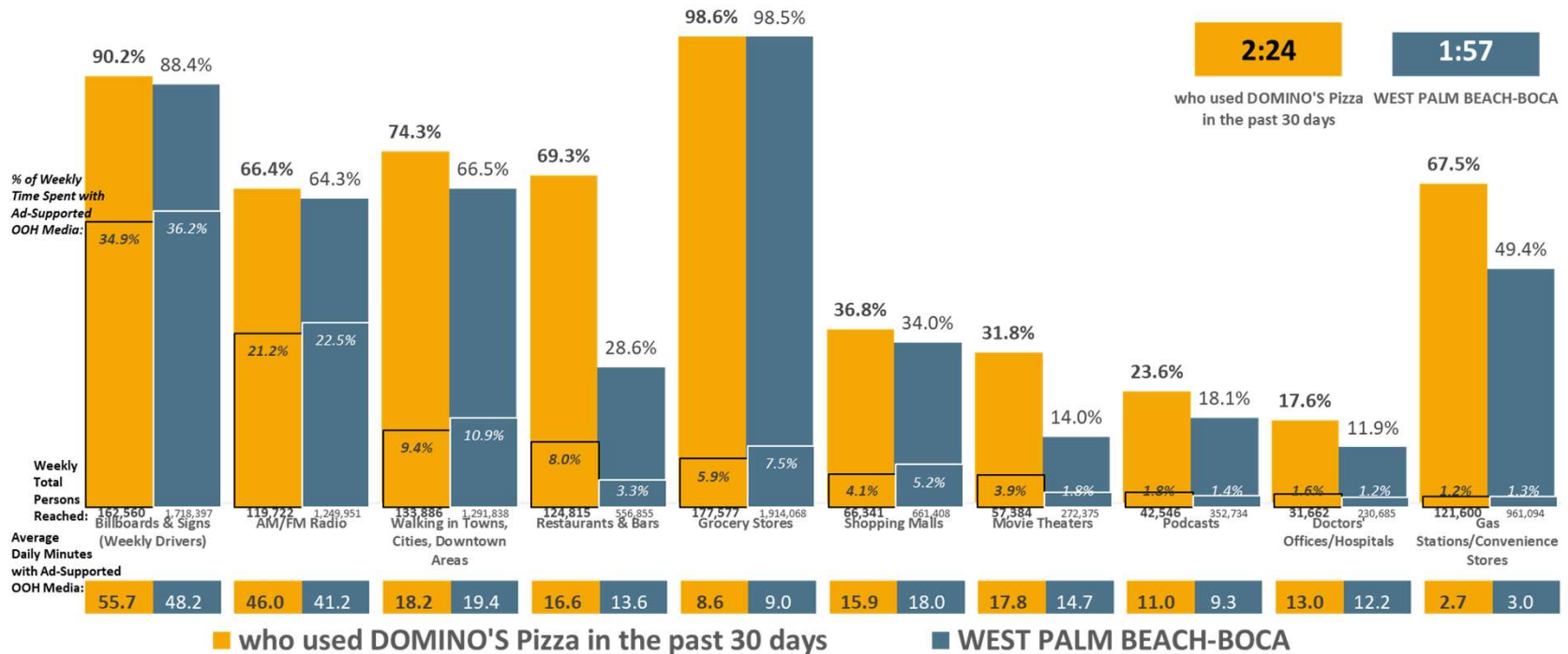


162,560 or 90.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 245 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

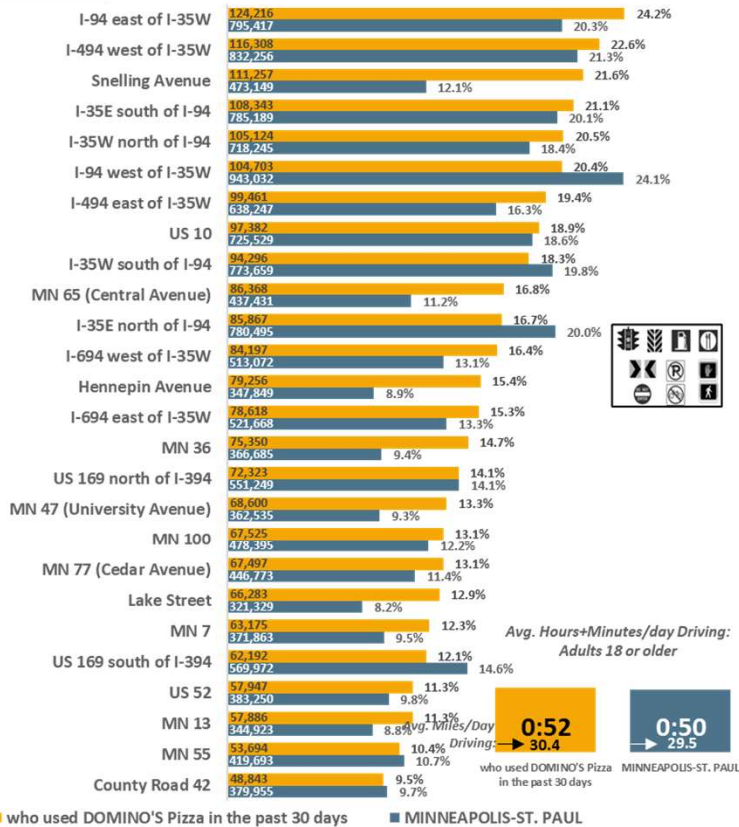
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

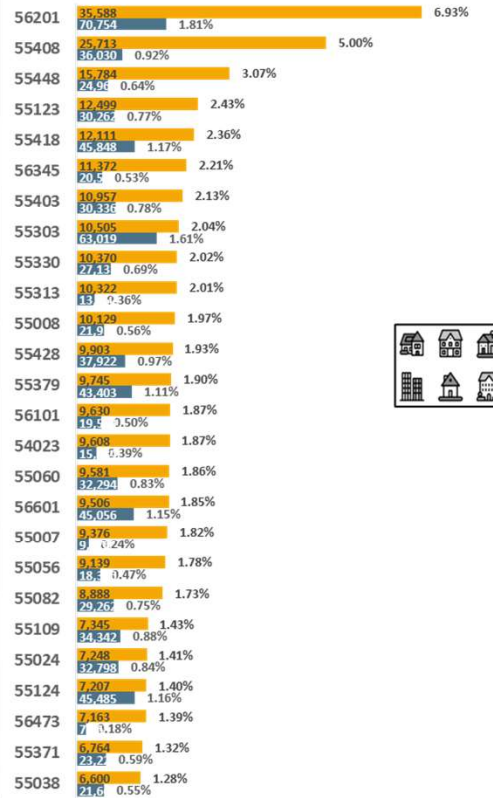


408,011 or 79.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 52.3 minutes per day driving an average of 30.4 miles each day and are 78.9% more likely to use Snelling Avenue than the Metro average.

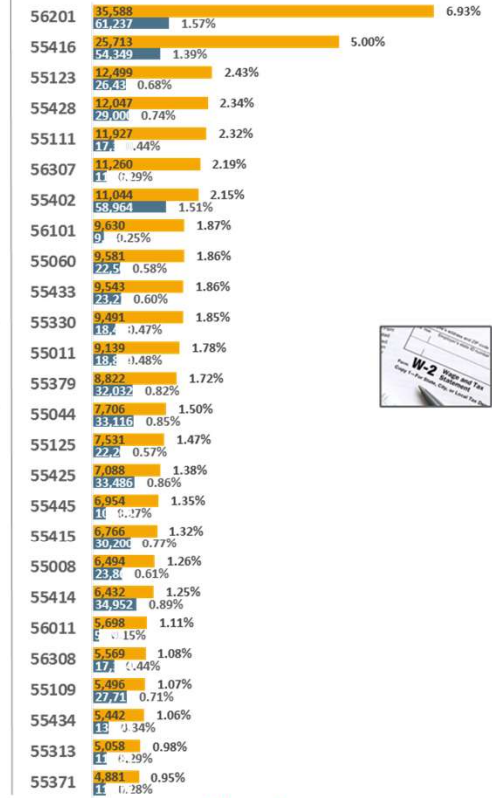
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



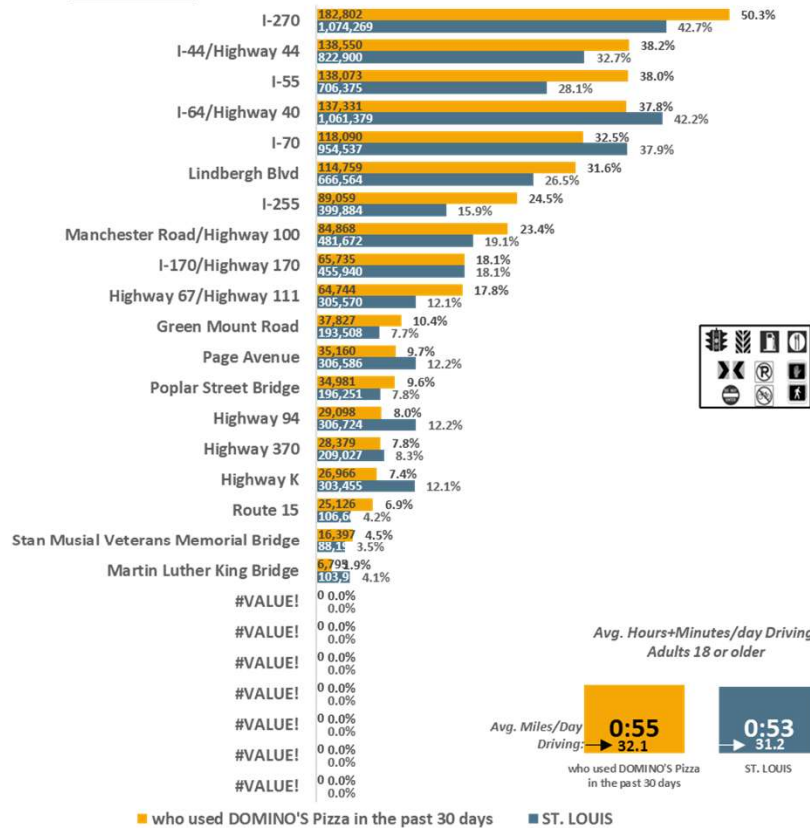
Top-26 Employment Zip Codes: Adults 18 or older



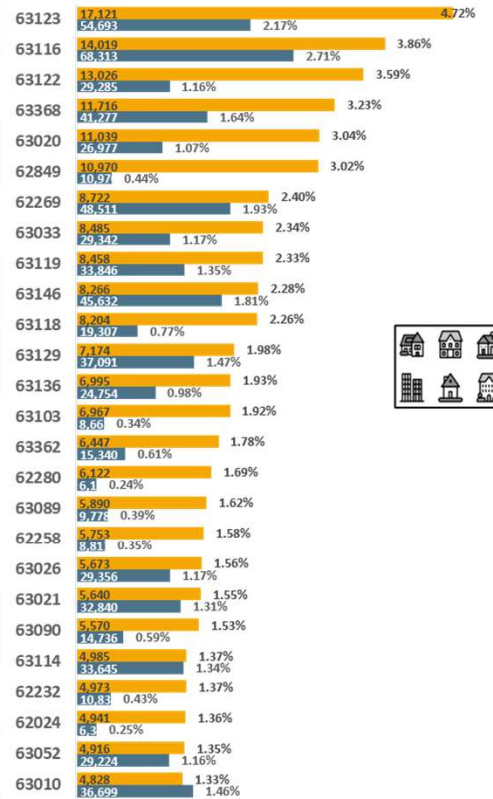


315,871 or 87.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.1 minutes per day driving an average of 32.1 miles each day and are 63.3% more likely to use Route 15 than the Metro average.

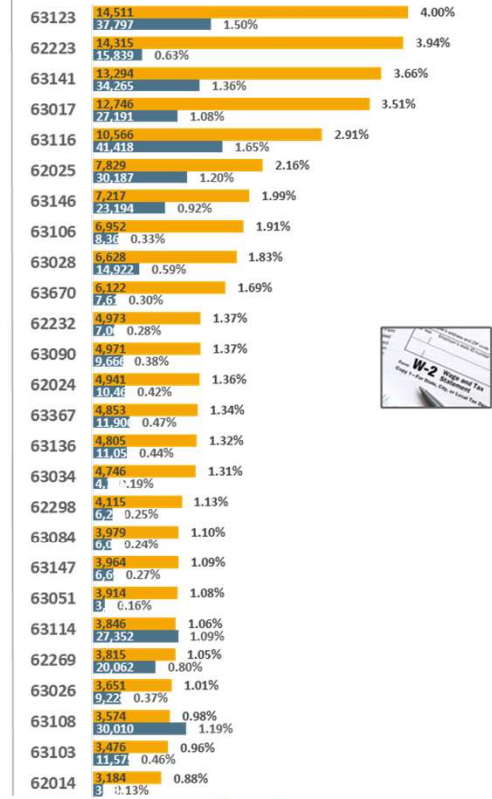
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



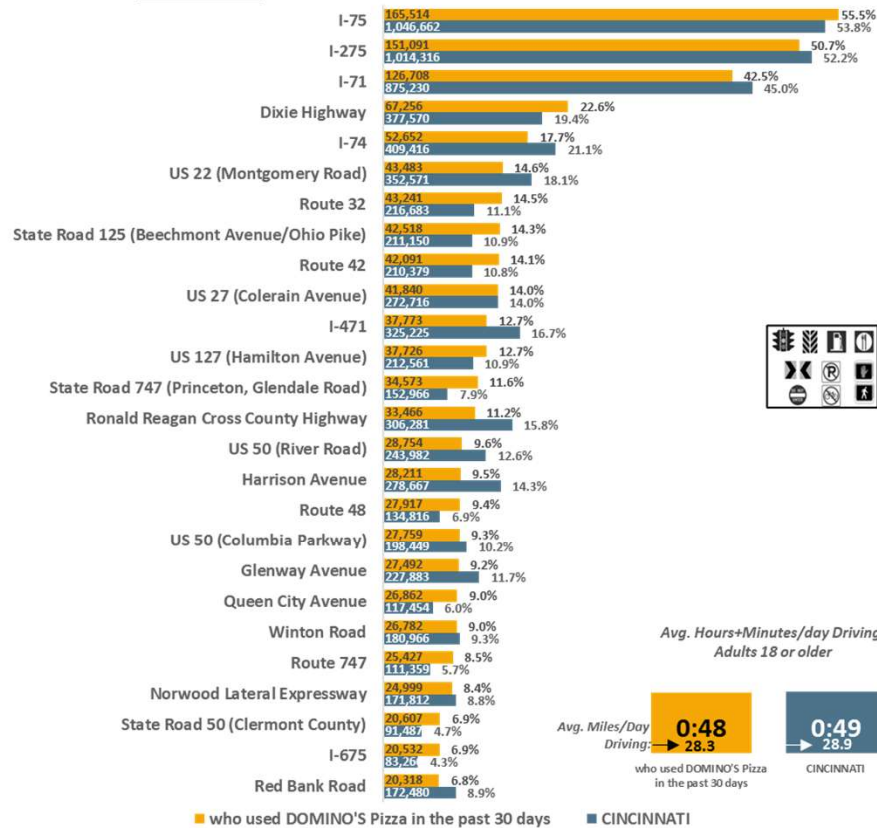
Top-26 Employment Zip Codes: Adults 18 or older





249,763 or 83.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 48.6 minutes per day driving an average of 28.3 miles each day and are 47.4% more likely to use State Road 747 (Princeton, Glendale Road) than the Metro

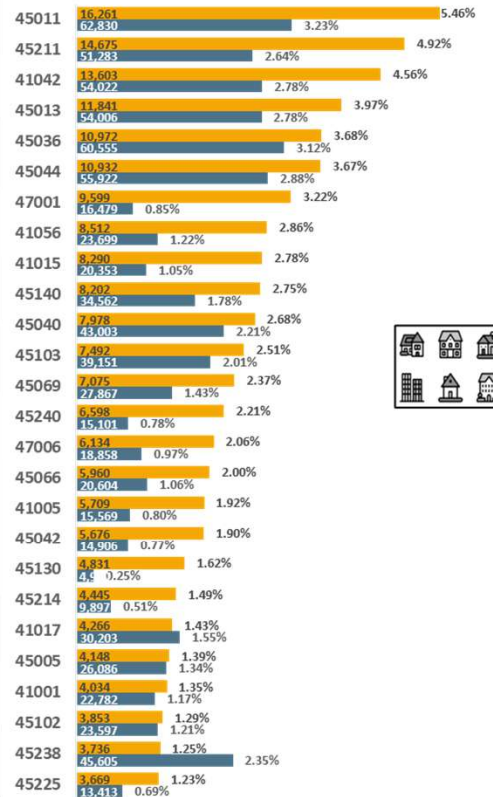
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



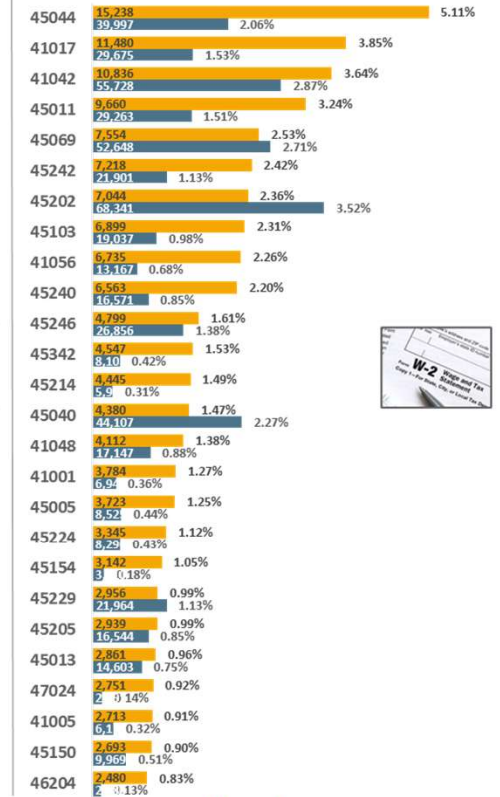
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



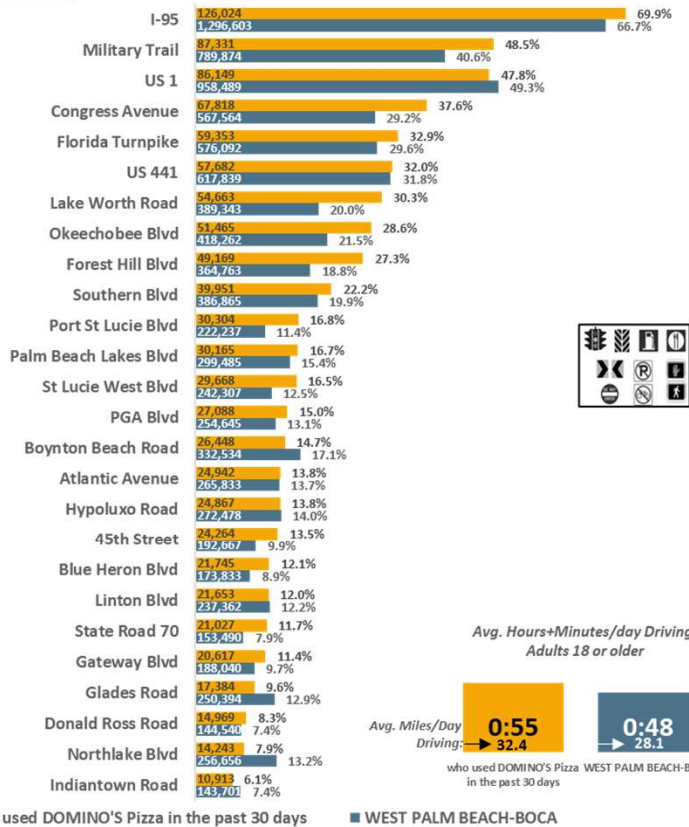
Top-26 Employment Zip Codes: Adults 18 or older





162,560 or 90.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.7 minutes per day driving an average of 32.4 miles each day and are 51.5% more likely to use Lake Worth Road than the Metro average.

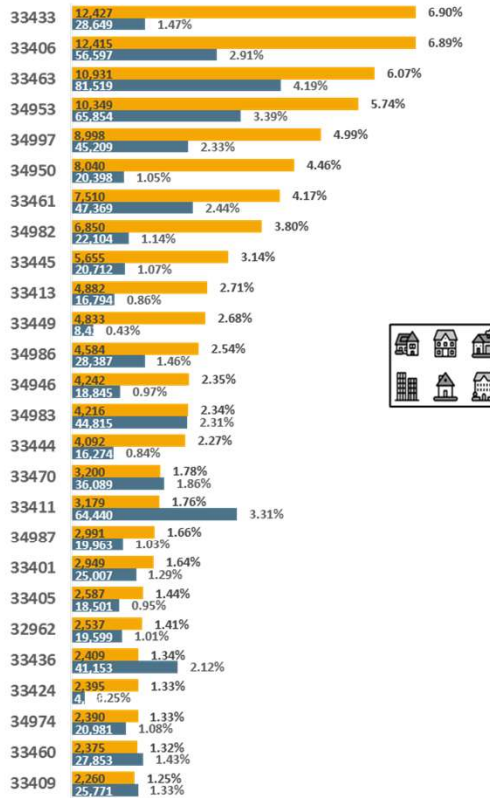
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



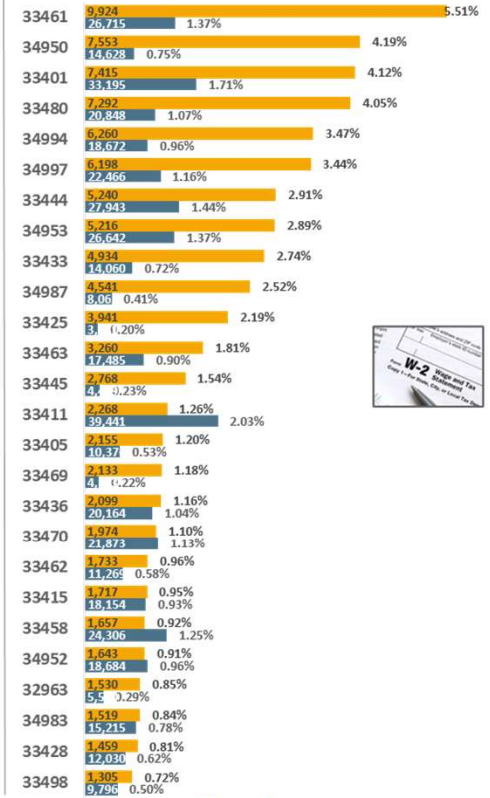
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

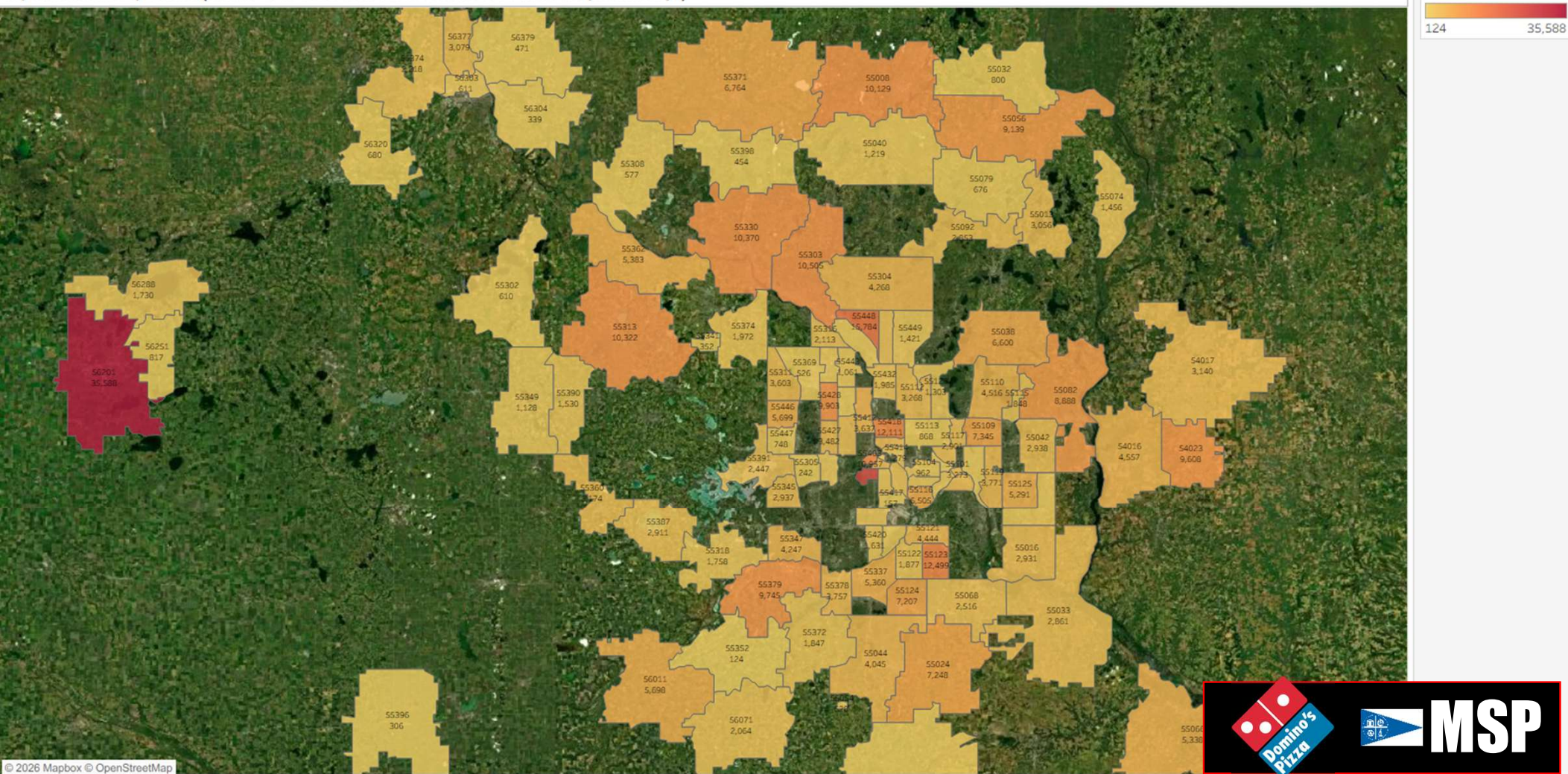


Top-26 Employment Zip Codes: Adults 18 or older

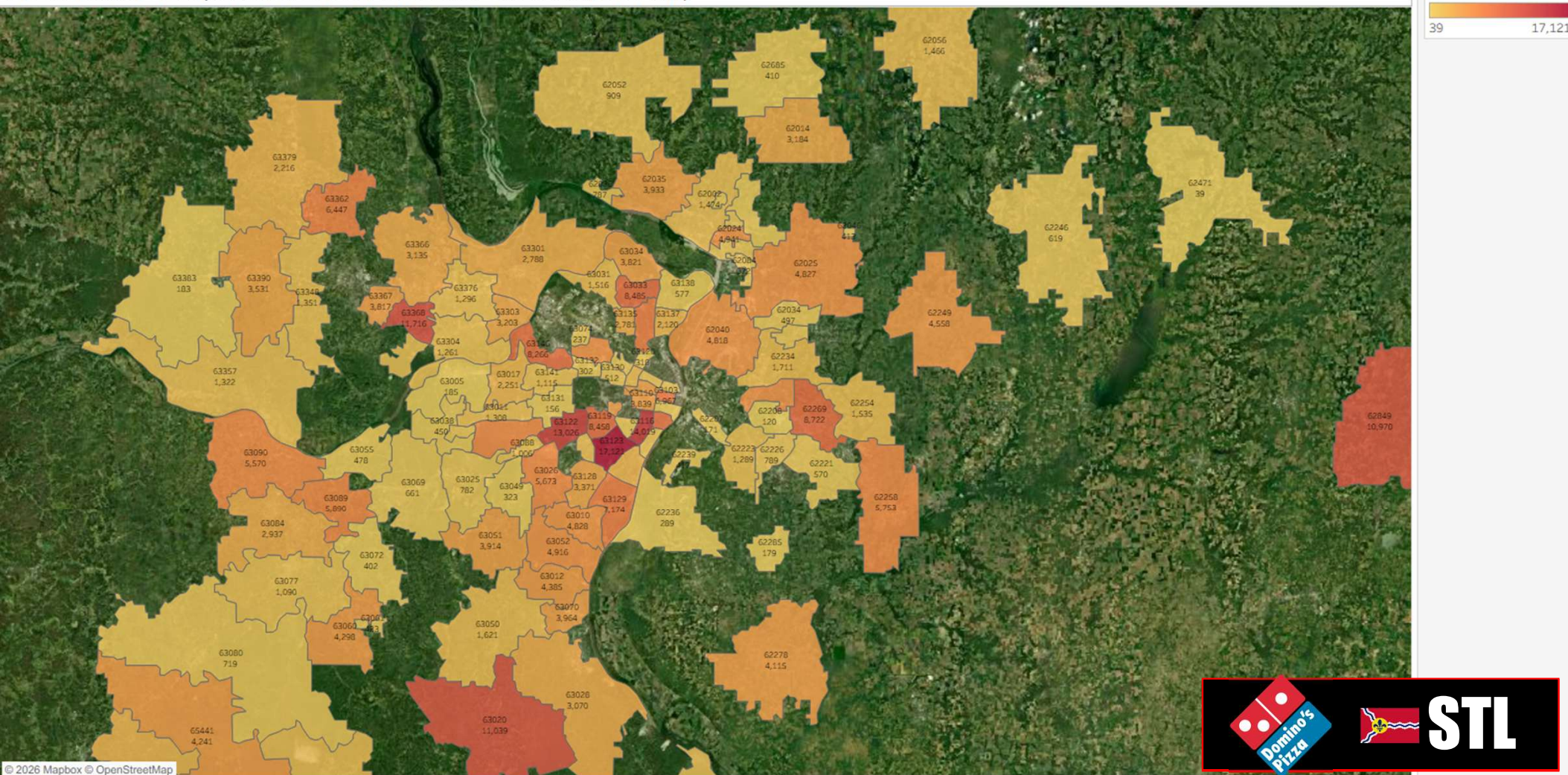


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Top Residential Zip Codes: (Adults 18 or older who used DOMINO'S Pizza in the past 30 days)



Top Residential Zip Codes: (Adults 18 or older who used DOMINO'S Pizza in the past 30 days)



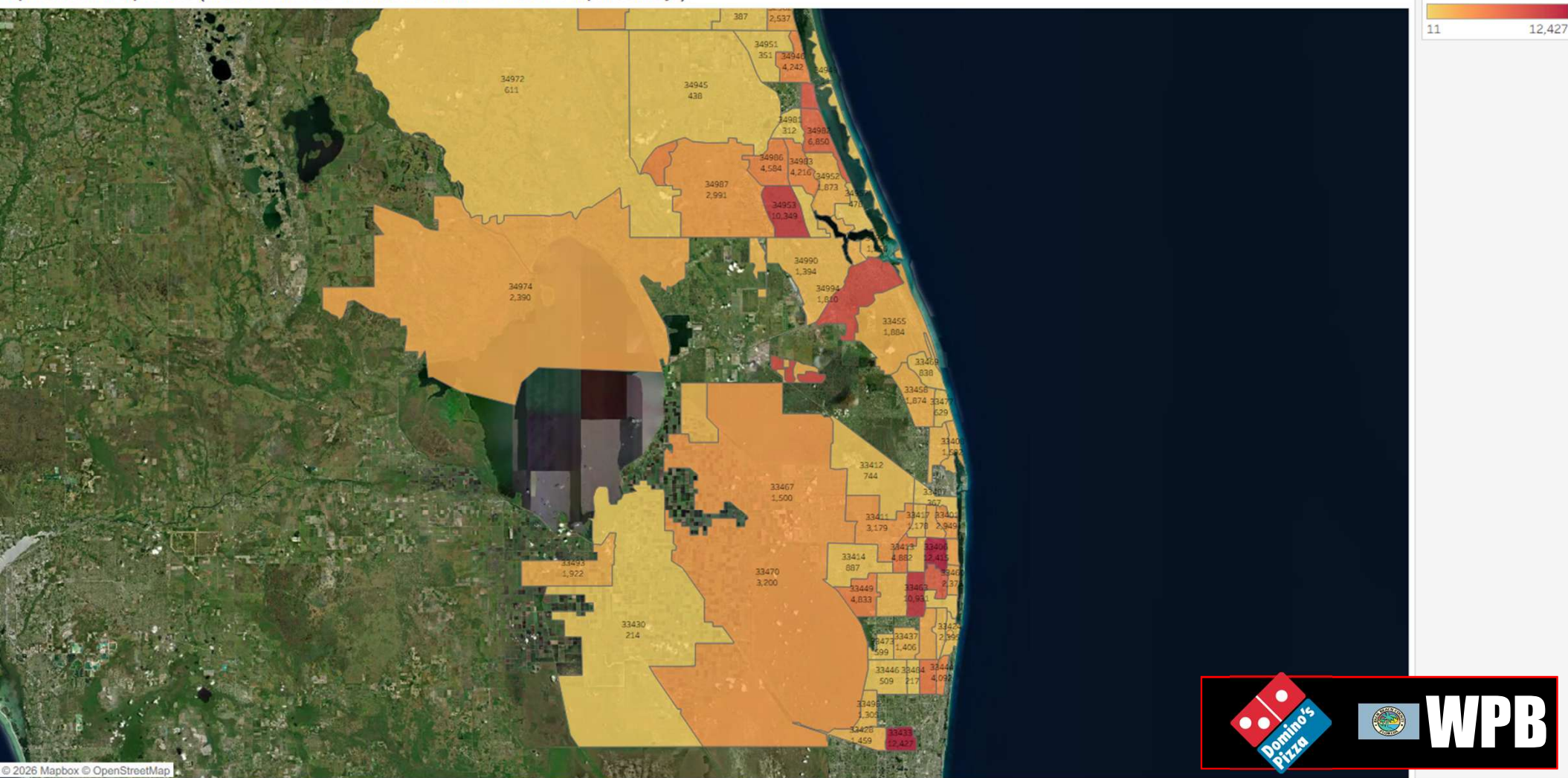
SUM(Adults 18 or olde...



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for Anything. ®

Quick service restaurants used past 30 days: Domino's

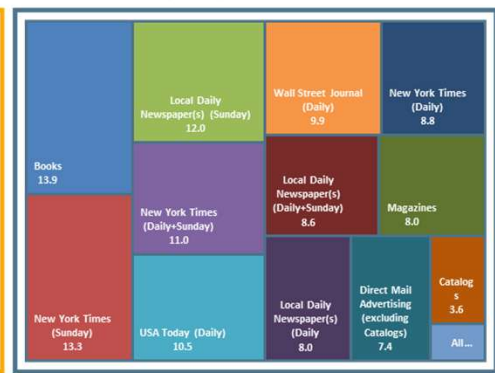
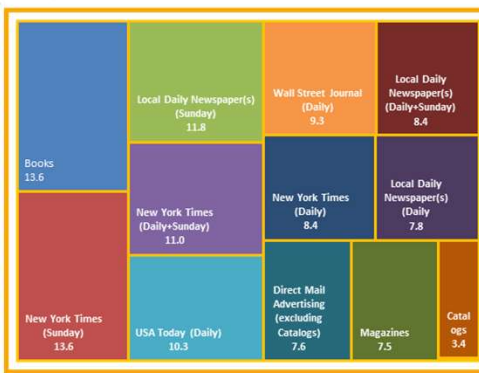
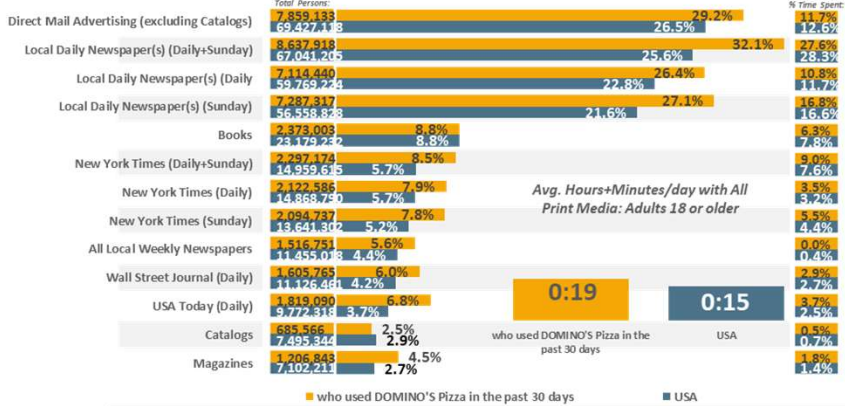
Top Residential Zip Codes: (Adults 18 or older who used DOMINO'S Pizza in the past 30 days)



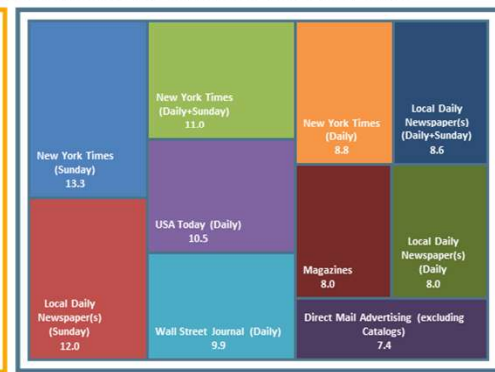
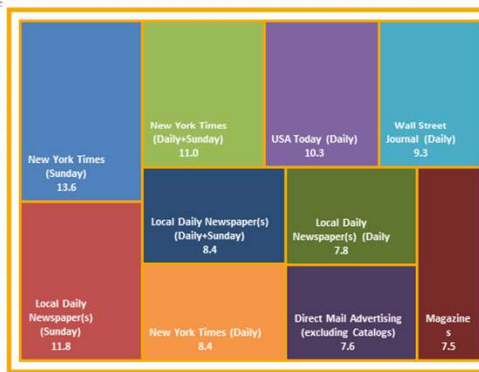
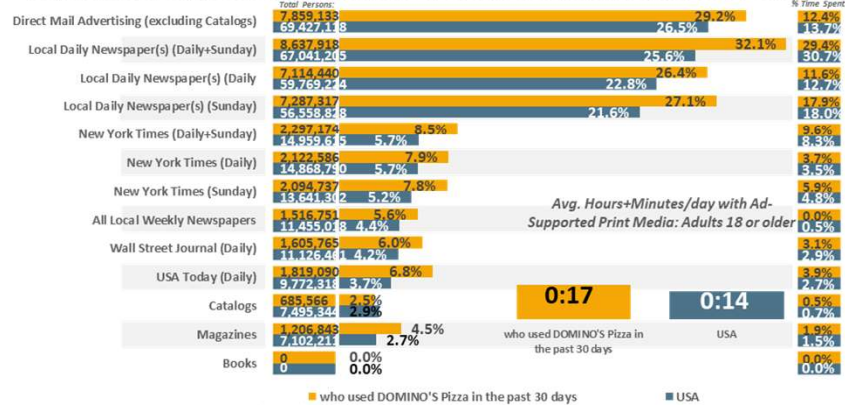


8,637,918 or 32.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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



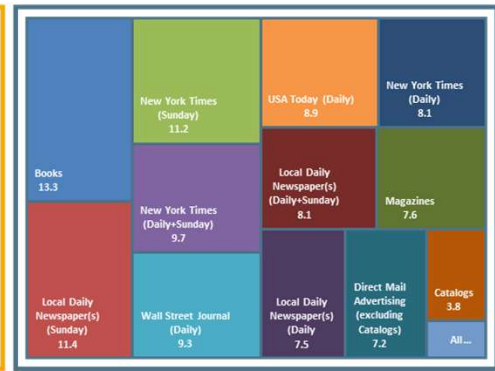
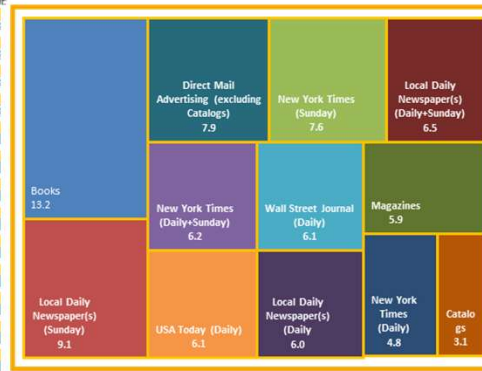
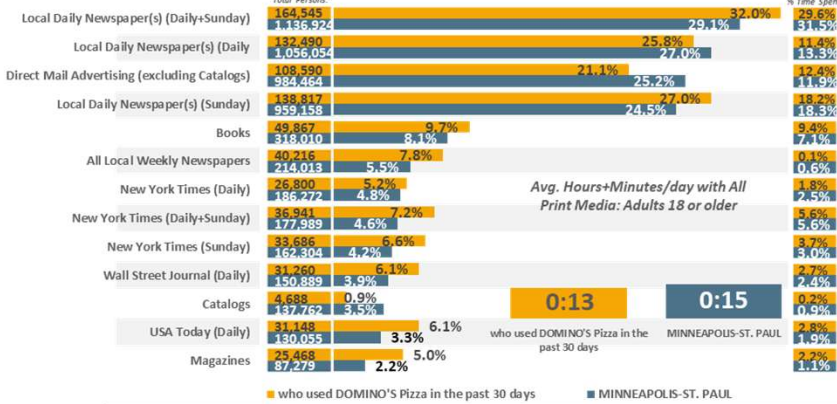
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



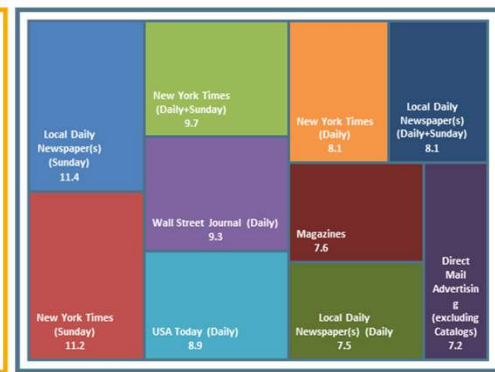
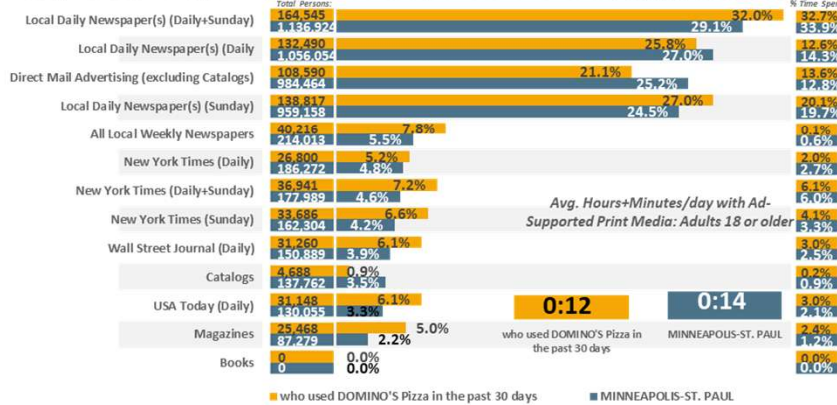


164,545 or 32.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.5 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

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**



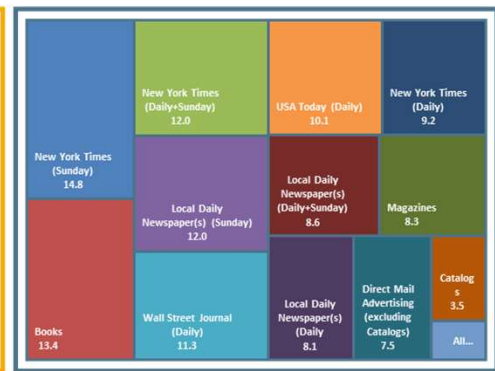
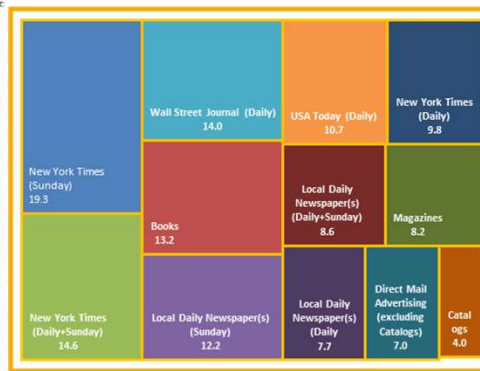
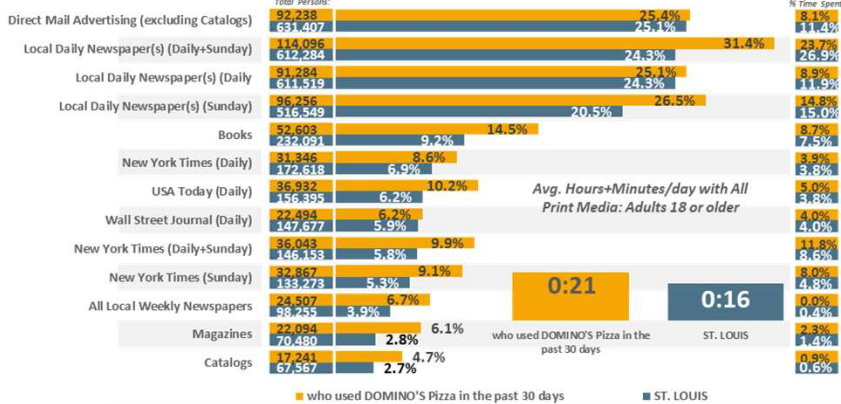
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



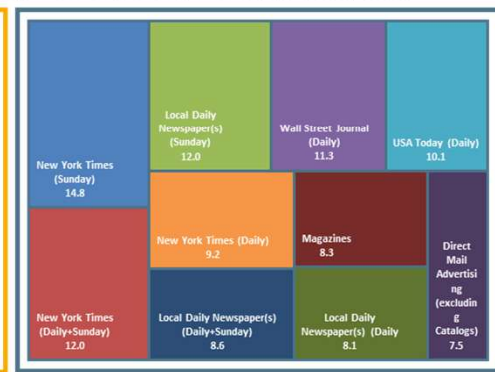
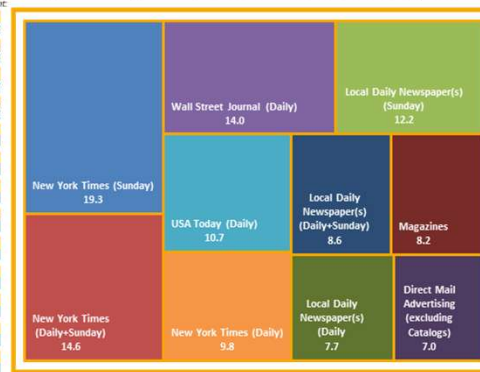
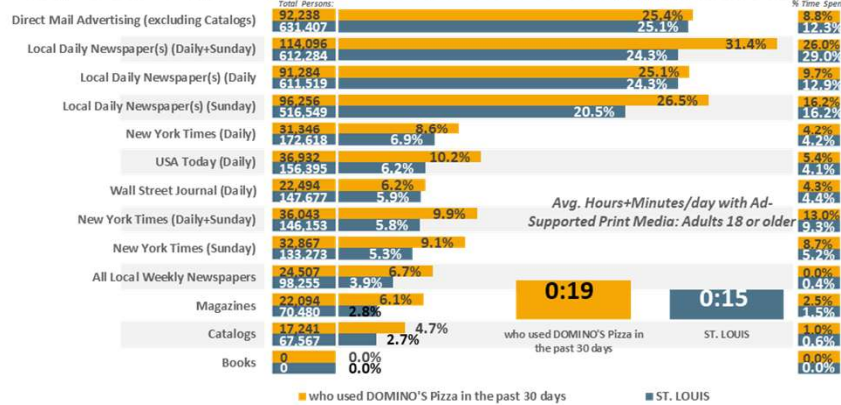


114,096 or 31.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 26.% of all time spent daily with All forms of Print Media.

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**



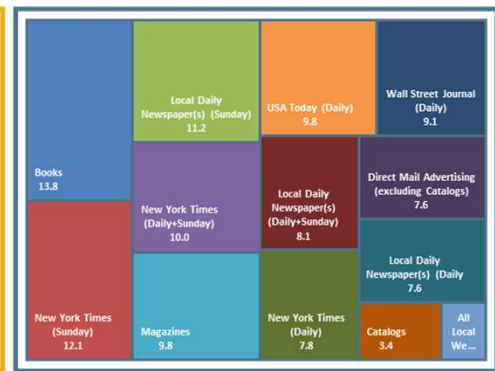
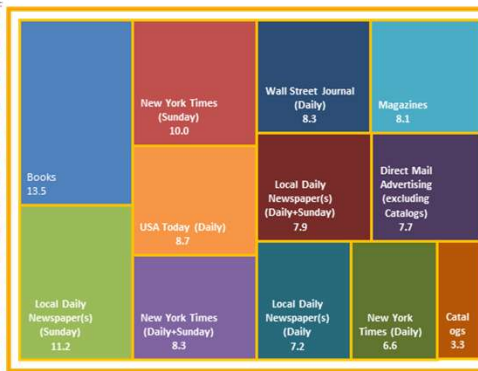
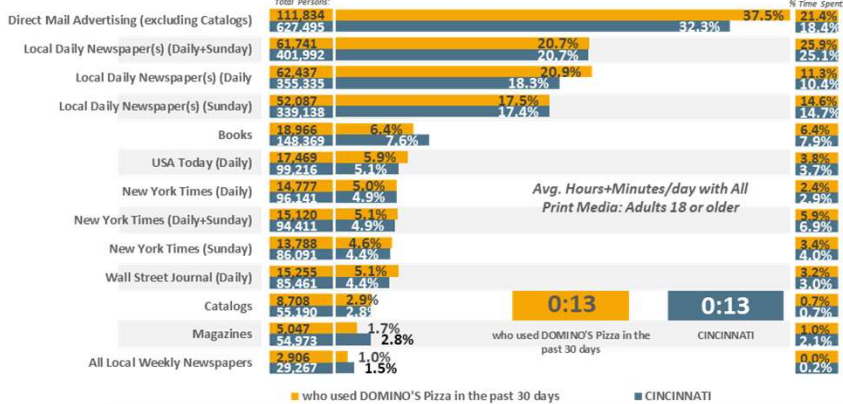
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



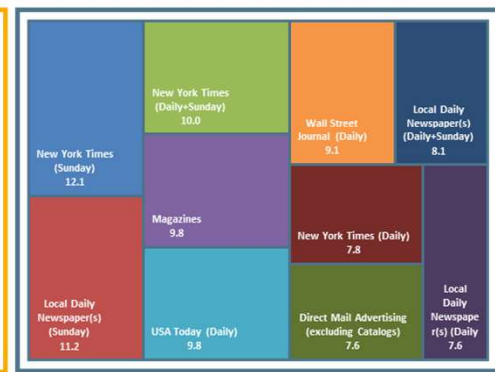
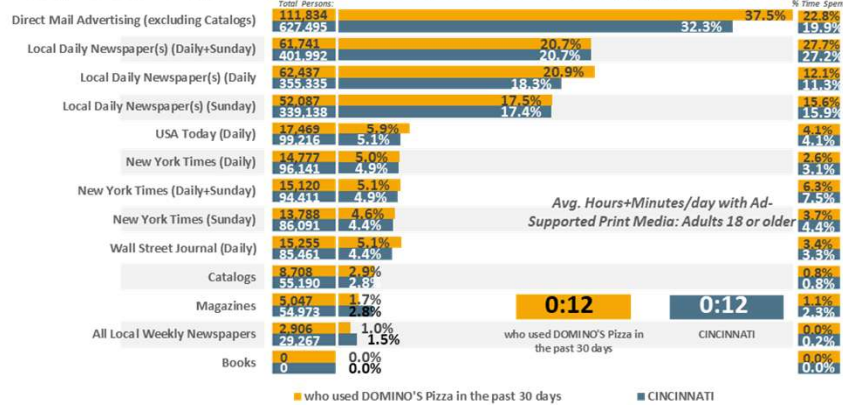


61,741 or 20.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

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**



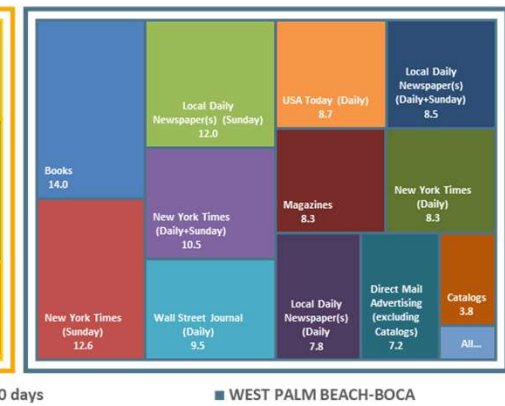
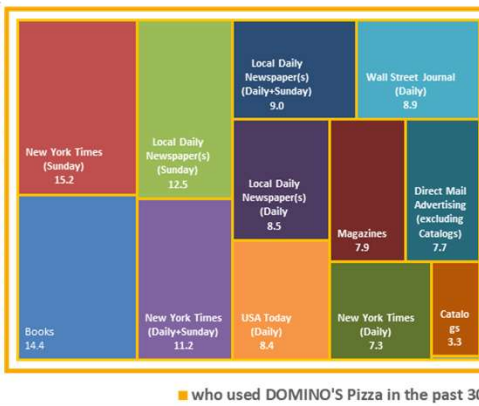
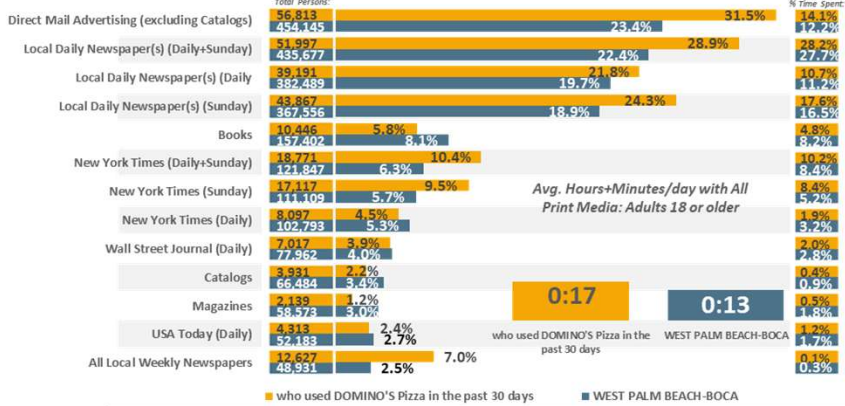
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



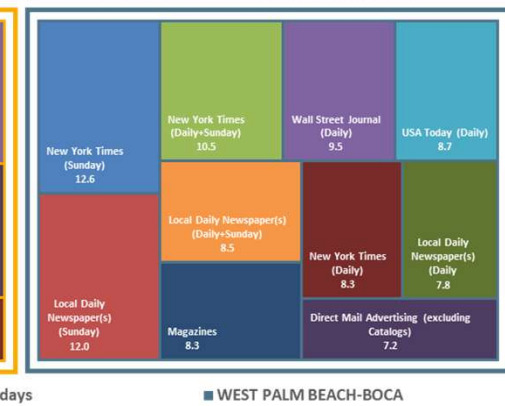
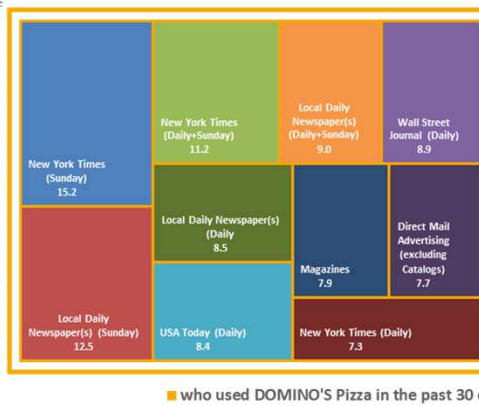
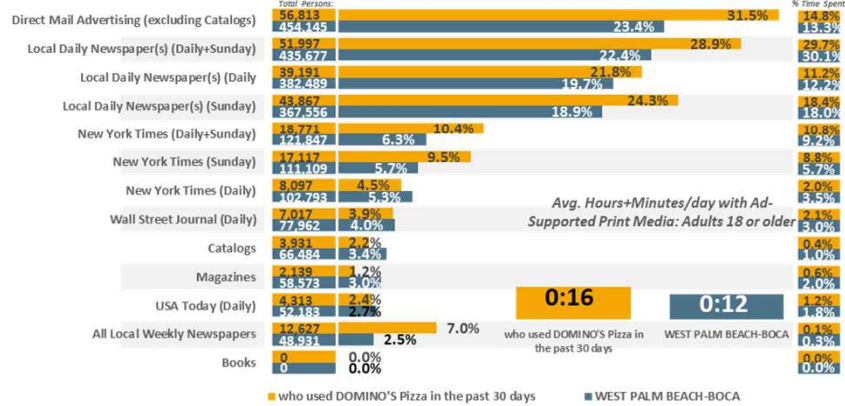


51,997 or 28.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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**



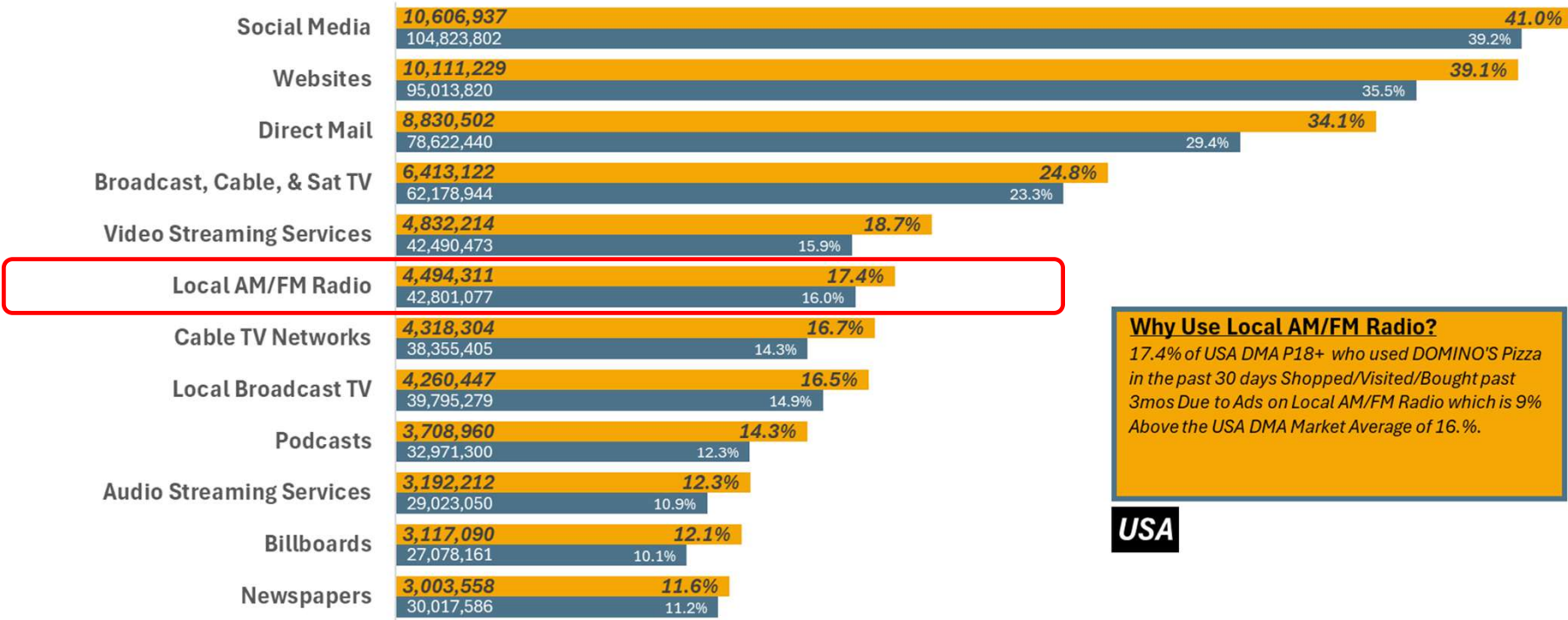
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
17.4% of USA DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 16.0%.

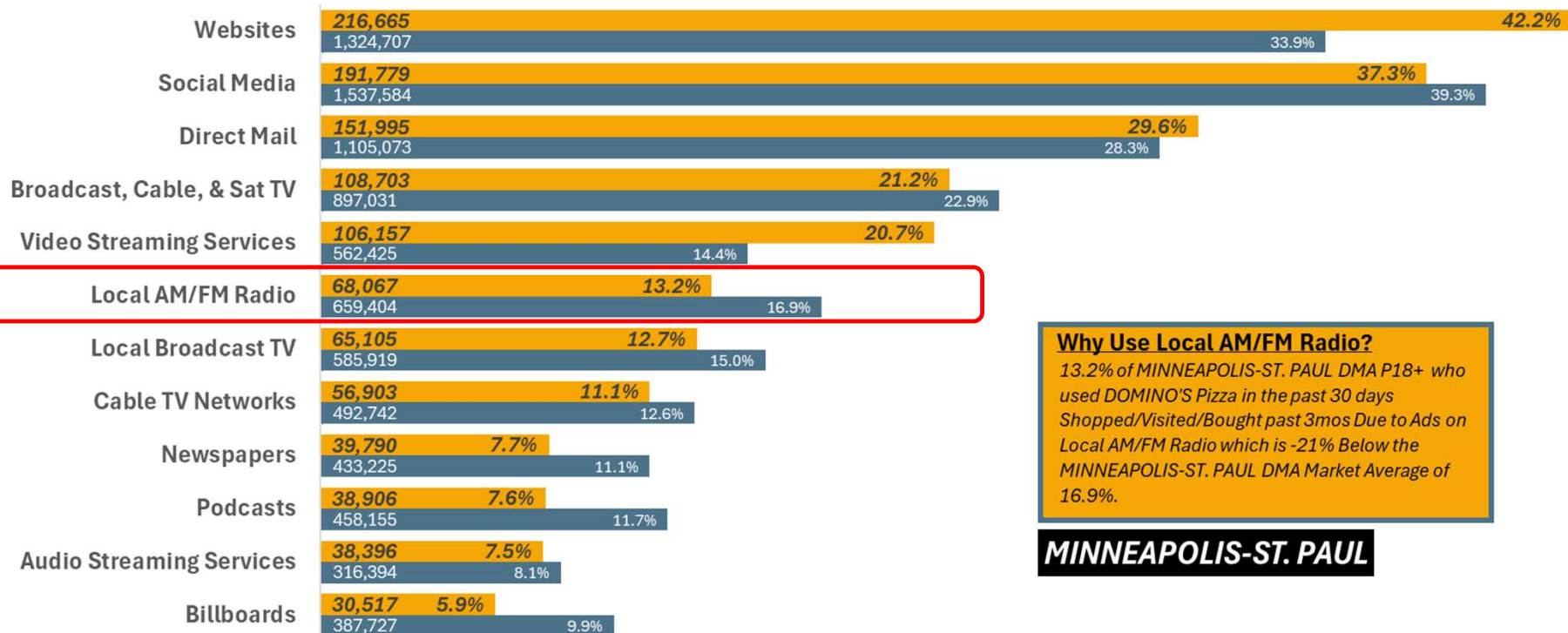


■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



"Advertising Actions"

P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.2% of MINNEAPOLIS-ST. PAUL DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 229
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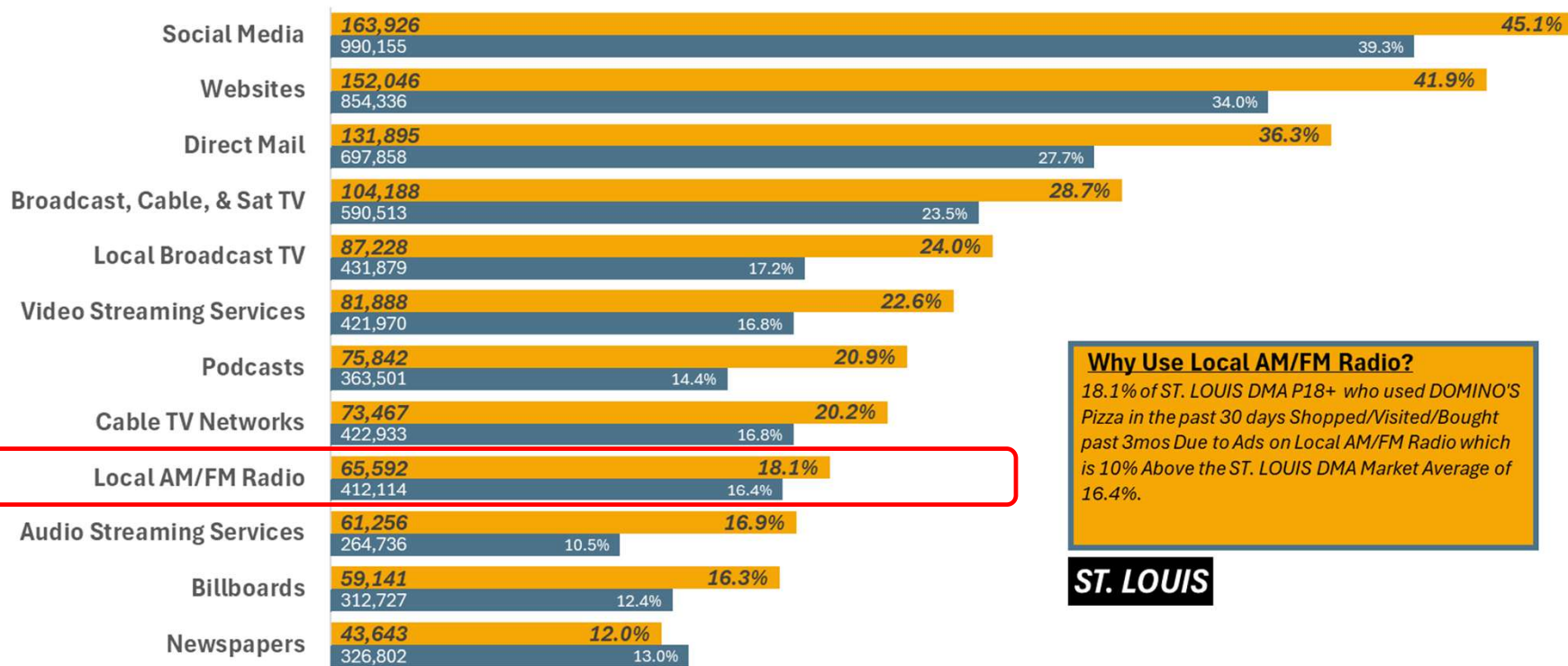
Quick service restaurants used past 30 days: Domino's



STL

"Advertising Actions"

P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.1% of ST. LOUIS DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 Qual Intab: 263
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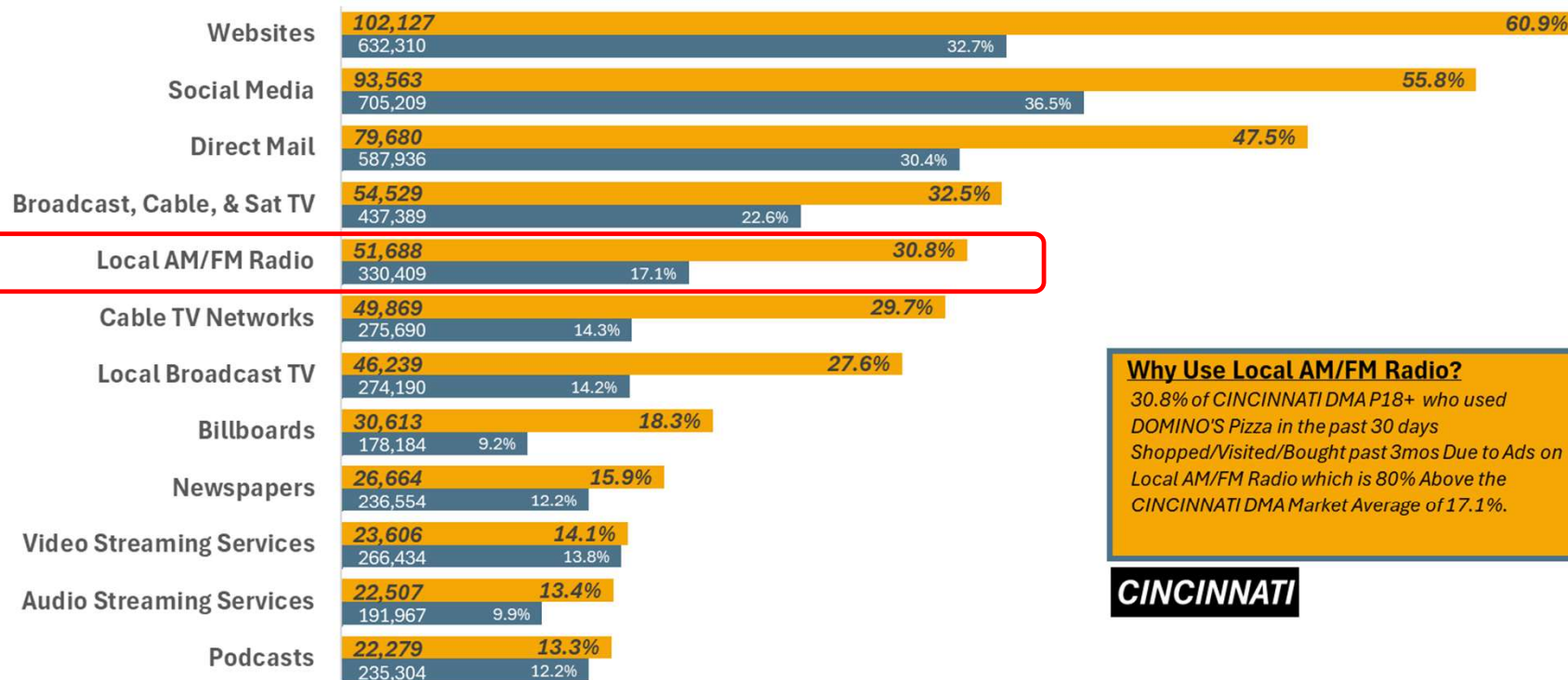
Quick service restaurants used past 30 days: Domino's



CIN

"Advertising Actions"

P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

30.8% of CINCINNATI DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 80% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 192
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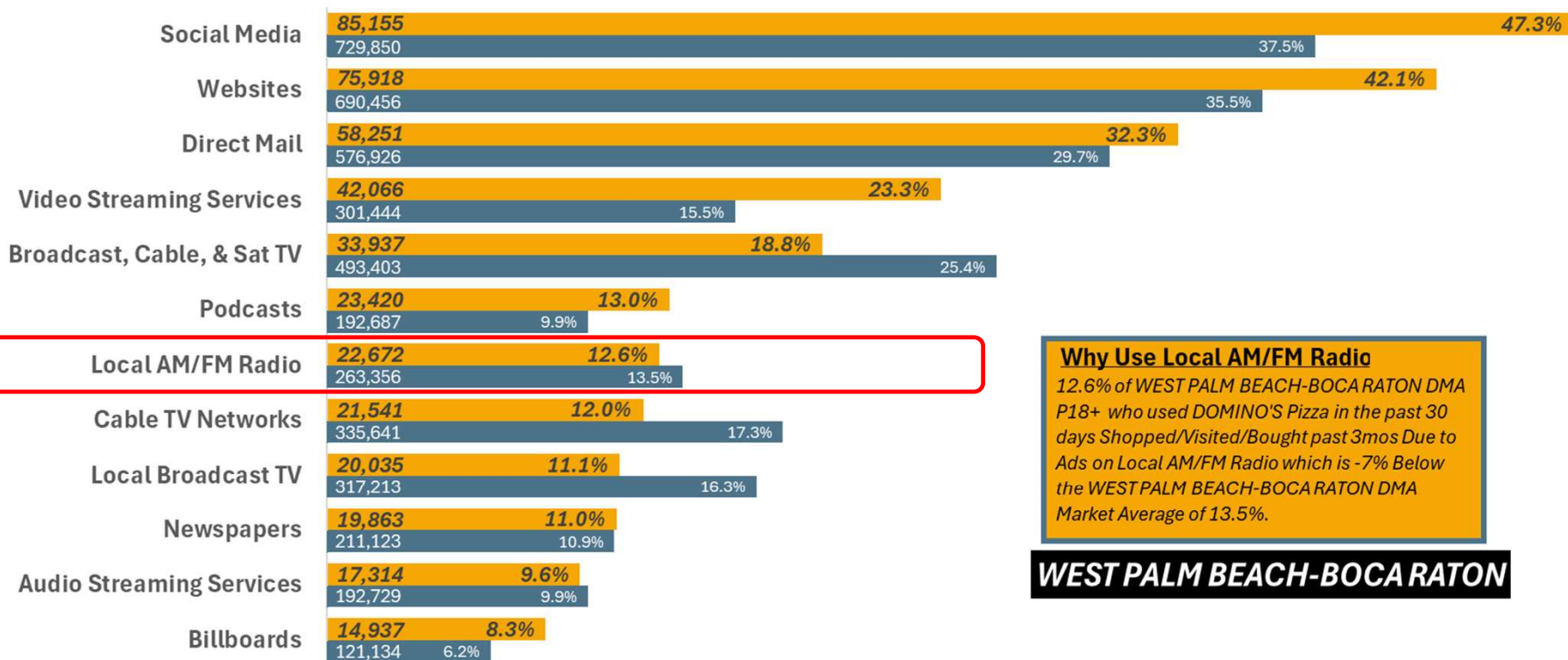
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Quick service restaurants used past 30 days: Domino's



"Advertising Actions"

P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

12.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 245

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Quick service restaurants used past 30 days: Domino's