

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

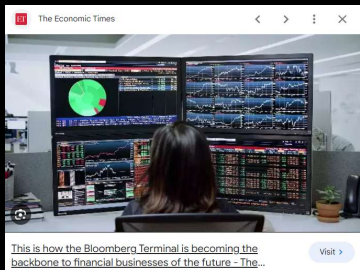
Complete Demographic & Media Use Profiles



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



P18+



ROYAL BANK OF CANADA



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

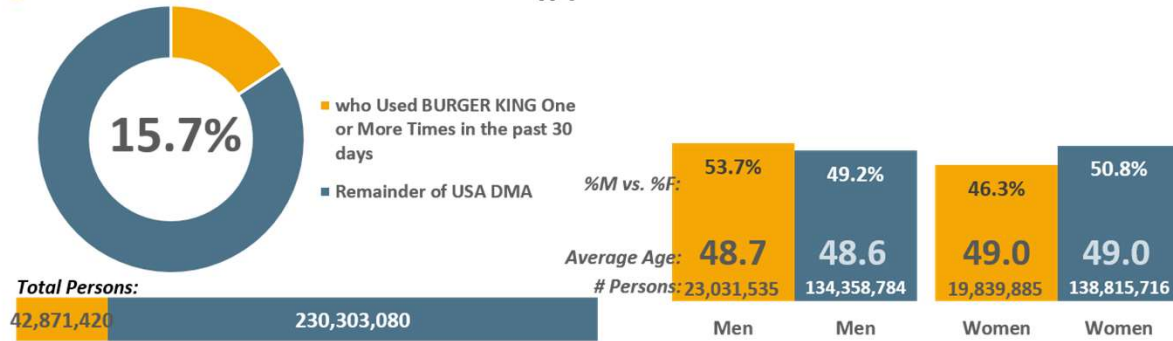
Quick service restaurants used past 30 days: Burger King



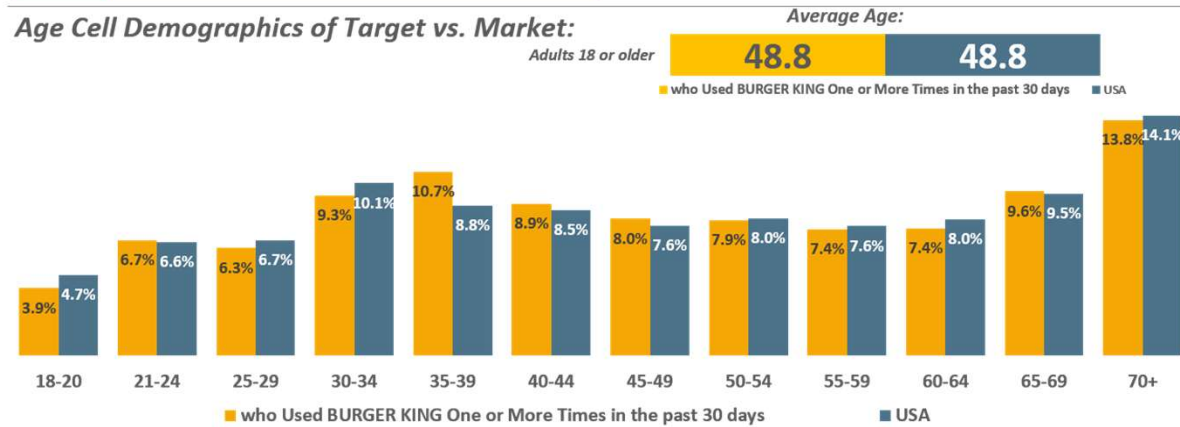
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days.
 Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 48.8 years old
 (.% older than average) and have a \$95,927 (18.2% lower than average) annual household income.



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

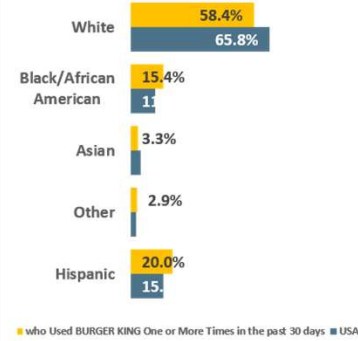


Age Cell Demographics of Target vs. Market:

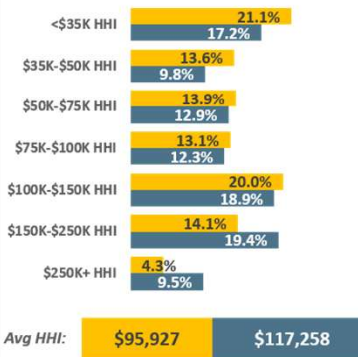


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:





14.7% or 575,772 of MSP DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 50.7 years old (3.7% older than average) and have a \$101,549 (11.3% lower than average) annual household income.

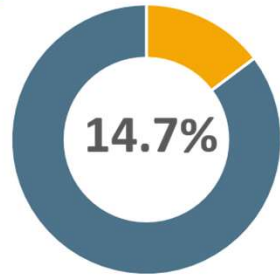


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used BURGER KING One or More Times in the past 30 days
■ Remainder of MSP DMA

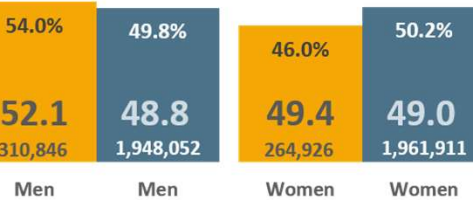
Total Persons:

575,772 3,334,191

%M vs. %F:

Average Age:

Persons:

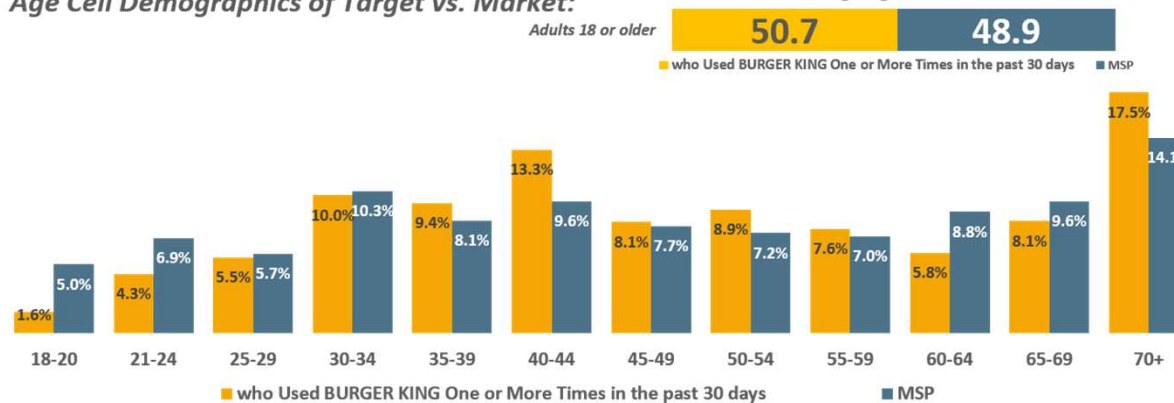


Age Cell Demographics of Target vs. Market:

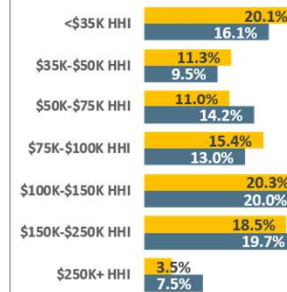
Average Age:

Adults 18 or older

■ who Used BURGER KING One or More Times in the past 30 days ■ MSP



HHI of Target vs. Market:



Avg HHI:

\$101,549 \$114,452



18.0% or 452,623 of STL DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 50.3 years old (1.6% older than average) and have a \$82,281 (20.8% lower than average) annual household income.

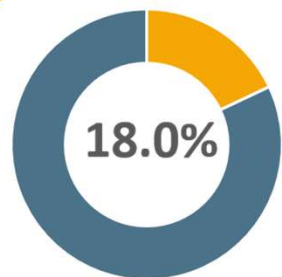


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used BURGER KING One or More Times in the past 30 days
■ Remainder of STL DMA

Total Persons:

452,623

2,063,771

%M vs. %F:

Average Age:

Persons:

54.7%

48.7%

45.3%

51.3%

49.5

49.5

51.0

49.4

247,648

1,225,116

204,975

1,291,278

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

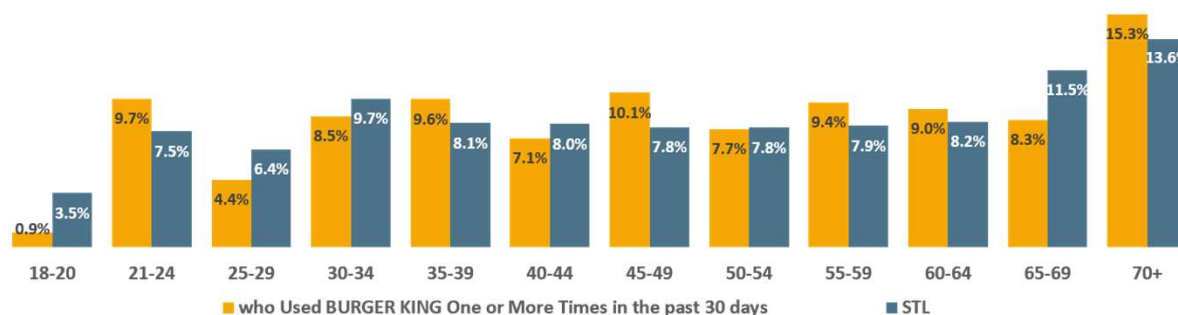
Average Age:

Adults 18 or older

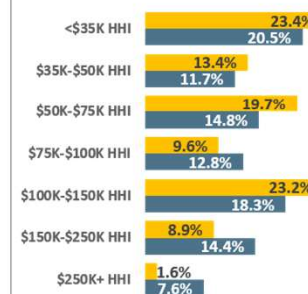
50.3

49.5

■ who Used BURGER KING One or More Times in the past 30 days ■ STL



HHI of Target vs. Market:



Avg HHI:

\$82,281

\$103,944



16.7% or 324,336 of CIN DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 51.3 years old (5.5% older than average) and have a \$82,951 (19.8% lower than average) annual household income.

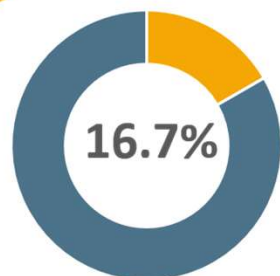


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used BURGER KING One or More Times in the past 30 days

■ Remainder of CIN DMA

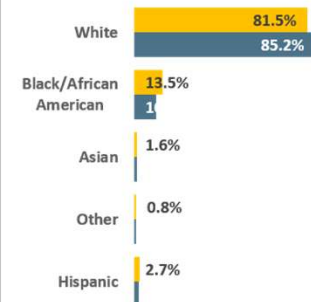
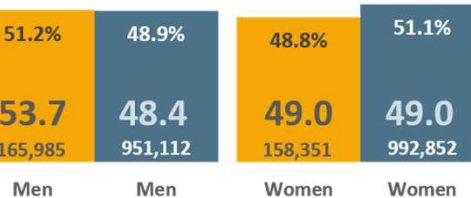
Total Persons:

324,336 1,619,628

%M vs. %F:

Average Age:

Persons:



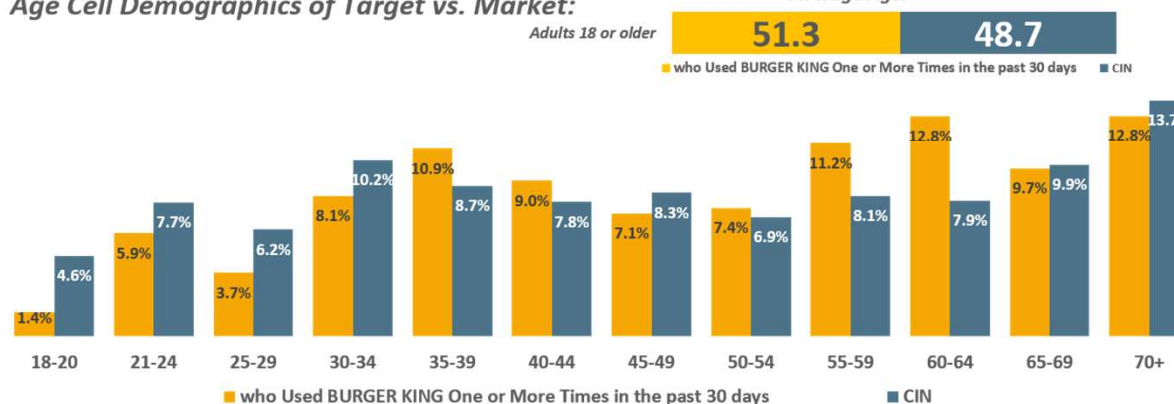
■ who Used BURGER KING One or More Times in the past 30 days ■ CIN

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

■ who Used BURGER KING One or More Times in the past 30 days ■ CIN

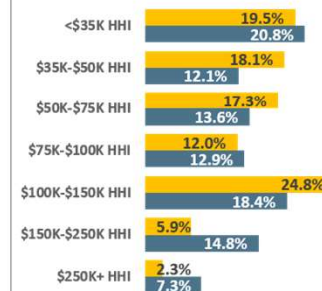


■ who Used BURGER KING One or More Times in the past 30 days

■ CIN



HHI of Target vs. Market:



Avg HHI: \$82,951 \$103,481



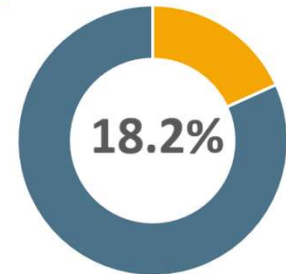
18.2% or 354,494 of WPB DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 49.9 years old (6.3% younger than average) and have a \$78,265 (25.7% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



■ who Used BURGER KING One or More Times in the past 30 days
■ Remainder of WPB DMA

Total Persons:

354,494 1,589,504

%M vs. %F:

Average Age:

Persons:

50.5%

48.5%

49.5%

51.5%

49.0

53.0

50.8

53.5

179,109

941,910

175,385

1,002,088

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

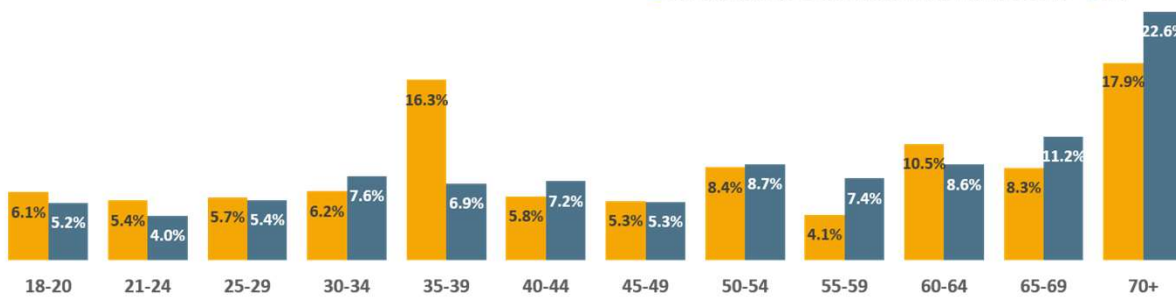
Average Age:

Adults 18 or older

49.9

53.2

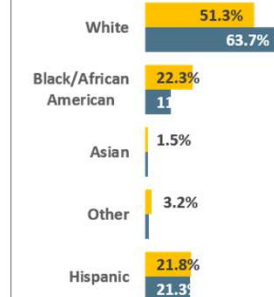
■ who Used BURGER KING One or More Times in the past 30 days ■ WPB



■ who Used BURGER KING One or More Times in the past 30 days

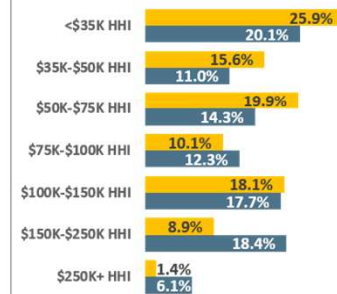
■ WPB

Ethnicity of Target vs. Market:



■ who Used BURGER KING One or More Times in the past 30 days ■ WPB

HHI of Target vs. Market:



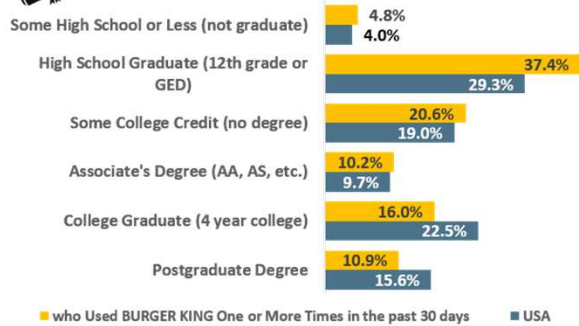
Avg HHI: \$78,265 \$105,392



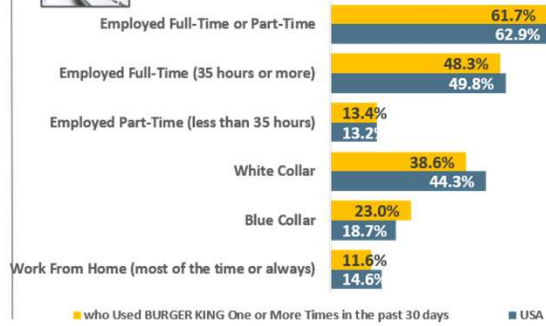
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30...
 Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 29.2% less likely to be a college graduate, 2.9% less likely to work full-time, 2.3% less likely to be married, 20.2% more likely to be a parent of 1 or more children under



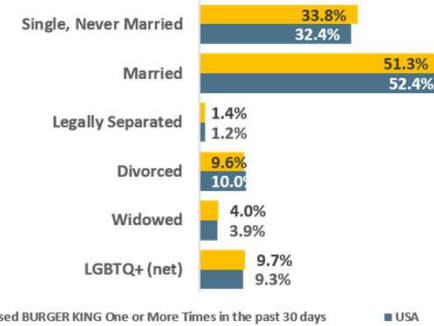
Education Levels: Adults 18 or older



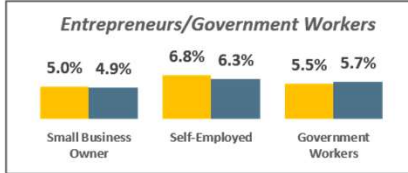
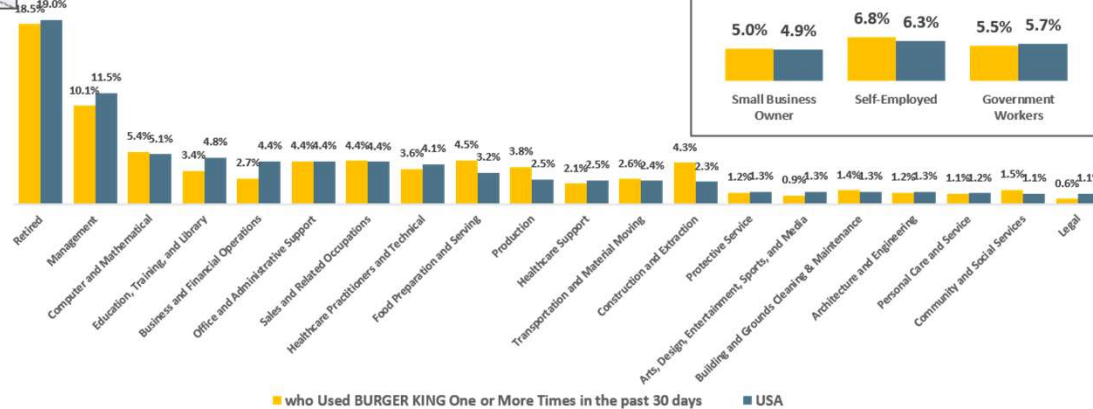
Employment: Adults 18 or older



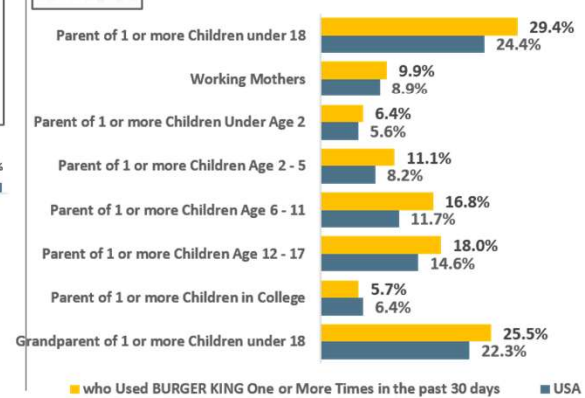
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



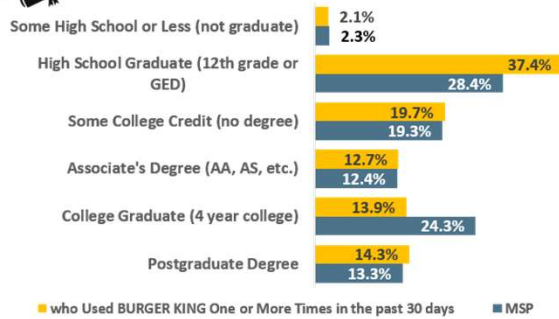
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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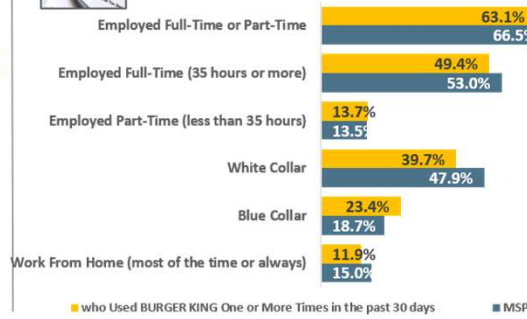
14.7% or 575,772 of MSP DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 25.1% less likely to be a college graduate, 6.8% less likely to work full-time, 2.% more likely to be married, 33.4% more likely to be a parent of 1 or more children under 1



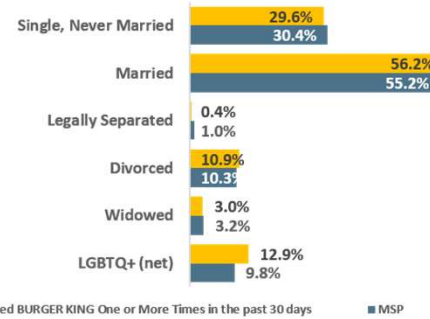
Education Levels: Adults 18 or older



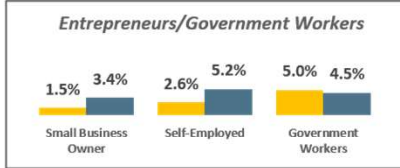
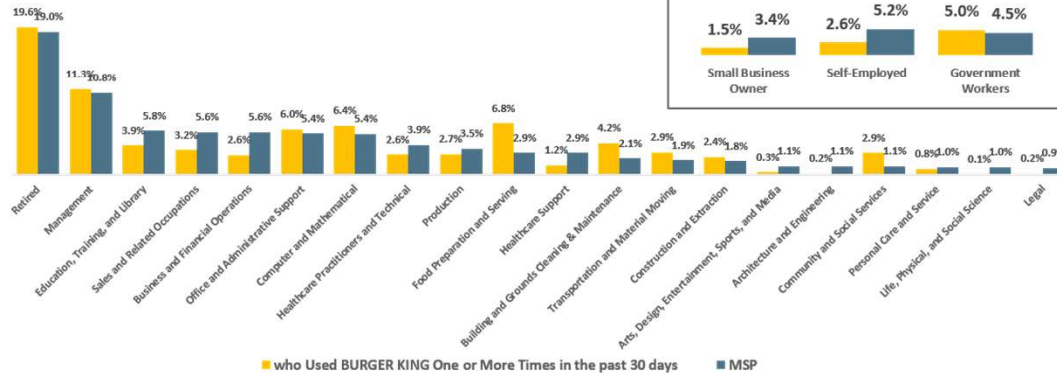
Employment: Adults 18 or older



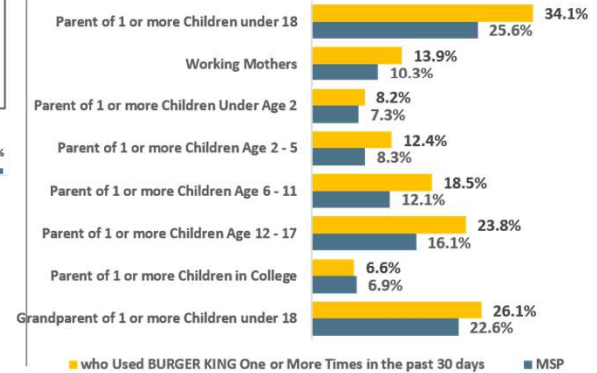
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

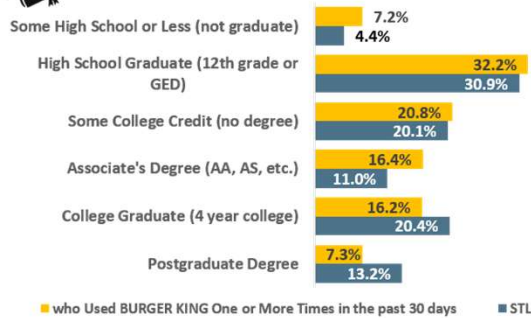




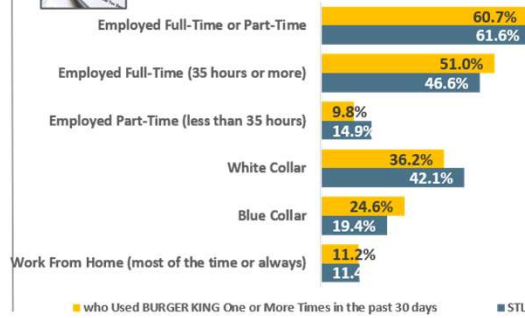
18.8% or 452,623 of STL DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 30.2% less likely to be a college graduate, 9.3% more likely to work full-time, 12.3% more likely to be married, 30.0% more likely to be a parent of 1 or more children under



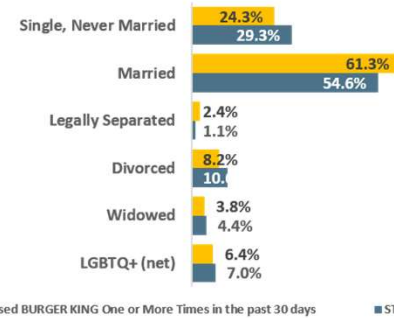
Education Levels: Adults 18 or older



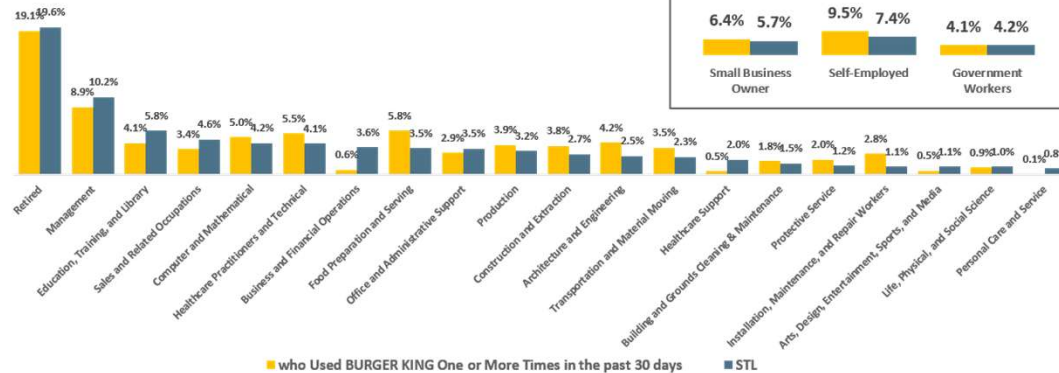
Employment: Adults 18 or older



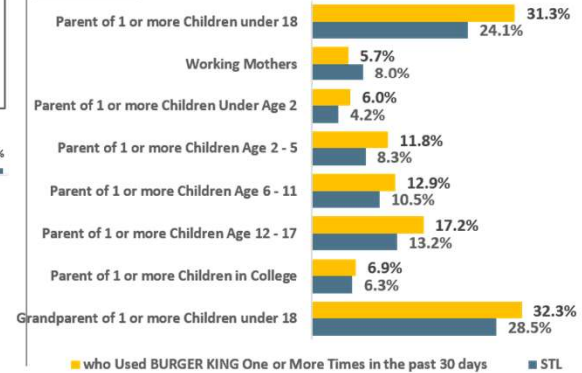
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



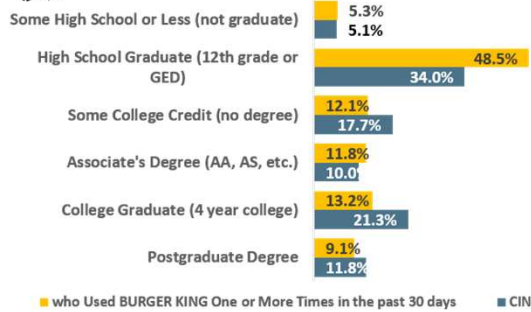
Stage in Life: Adults 18 or older



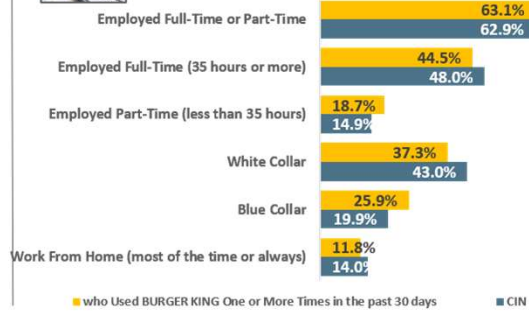


16.7% or 324,336 of CIN DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 32.8% less likely to be a college graduate, 7.4% less likely to work full-time, 5.1% less likely to be married, 17.4% less likely to be a parent of 1 or more children under

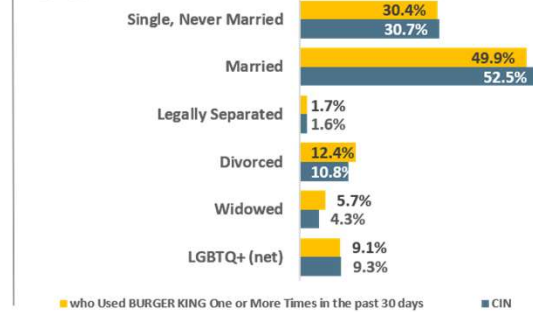
Education Levels: Adults 18 or older



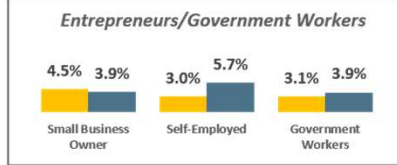
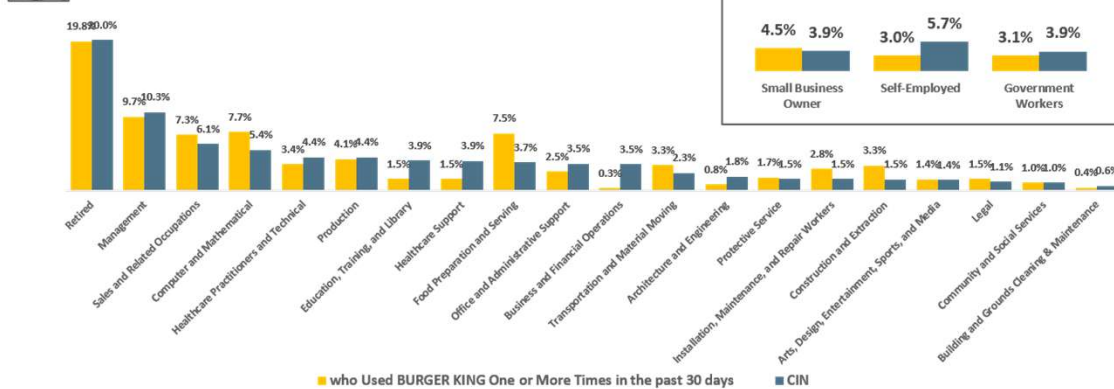
Employment: Adults 18 or older



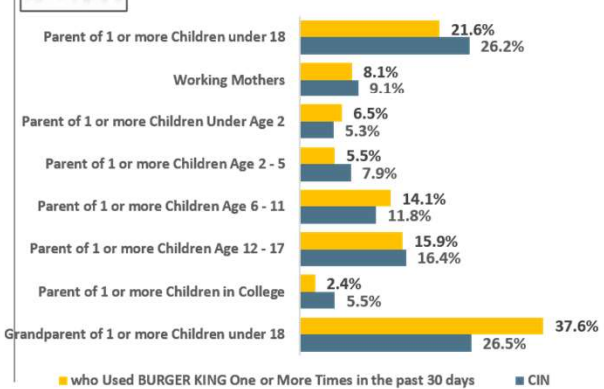
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



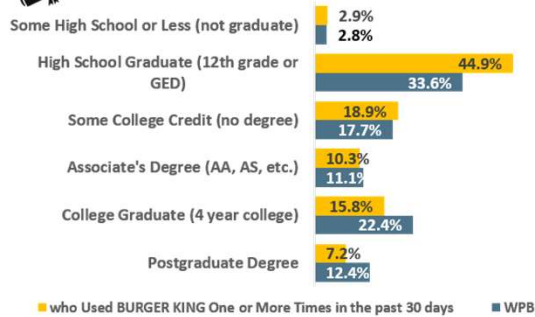
Stage in Life: Adults 18 or older



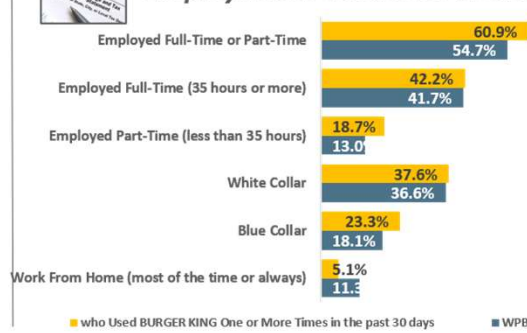


18.2% or 354,494 of WPB DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 34.% less likely to be a college graduate, 1.1% more likely to work full-time, 9.2% less likely to be married, 41.9% more likely to be a parent of 1 or more children under 1

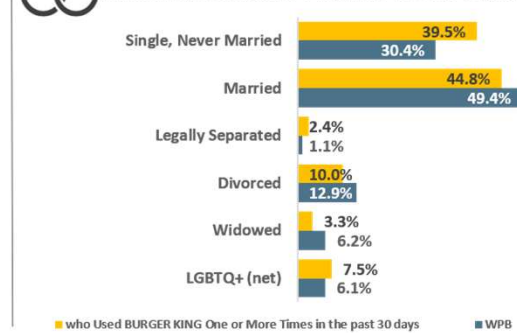
Education Levels: Adults 18 or older



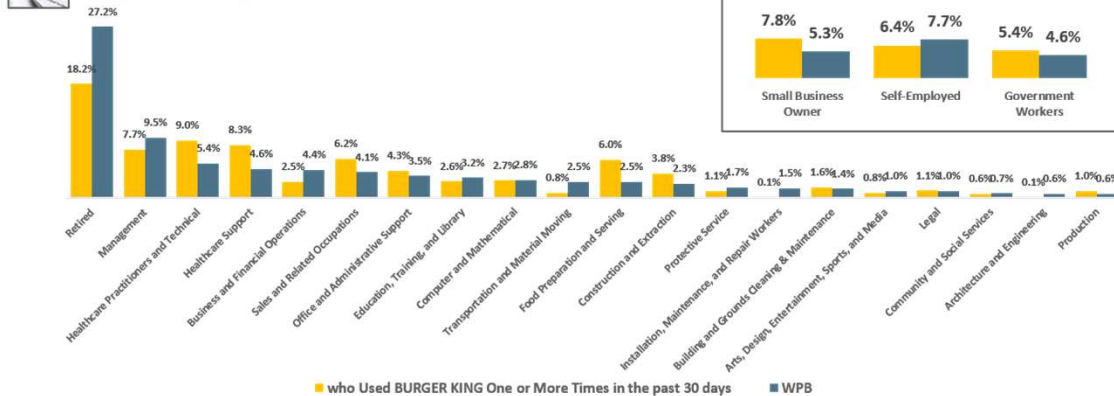
Employment: Adults 18 or older



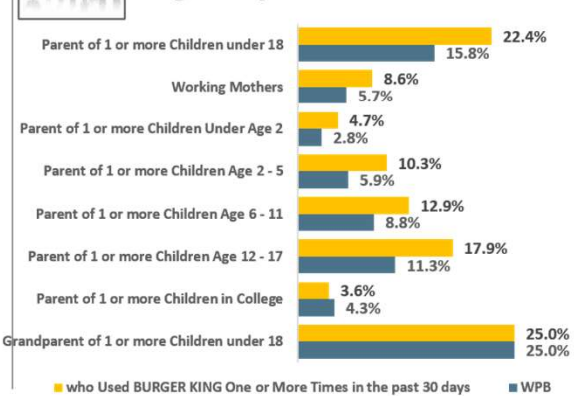
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

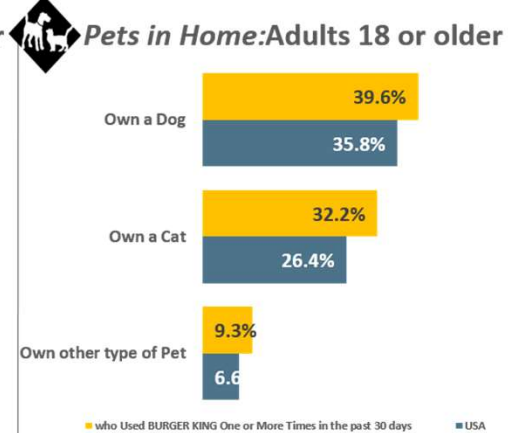
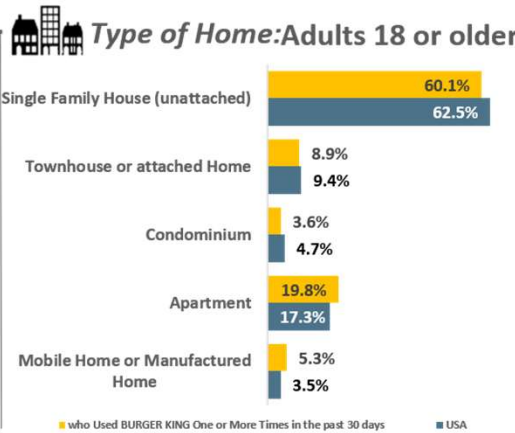
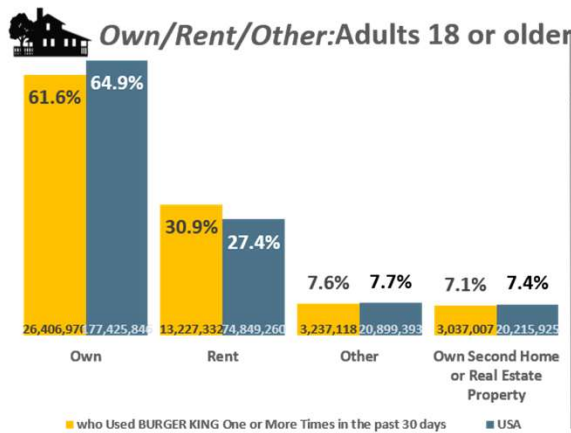


Stage in Life: Adults 18 or older

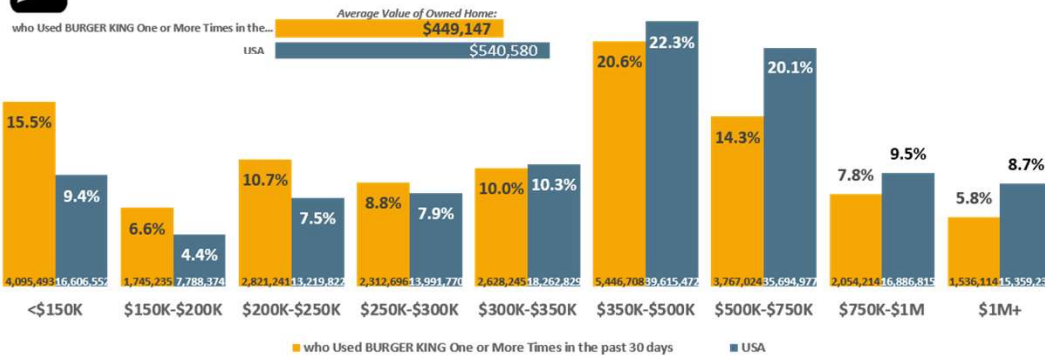




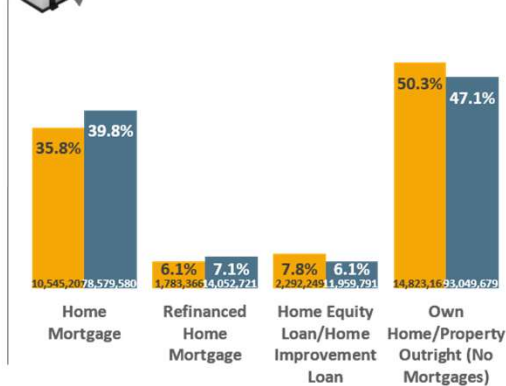
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 5.2% less likely to own their home, 16.9% more likely to own a lower valued home, 3.8% less likely to have a single-family home, 10.6% more likely to have a dog.



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

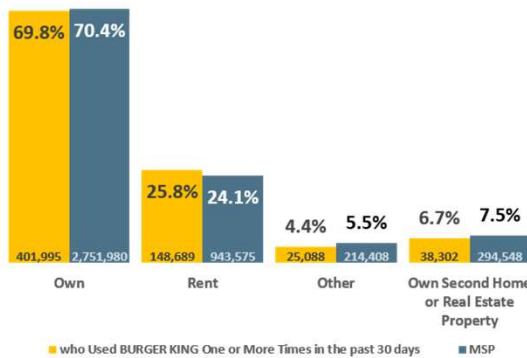




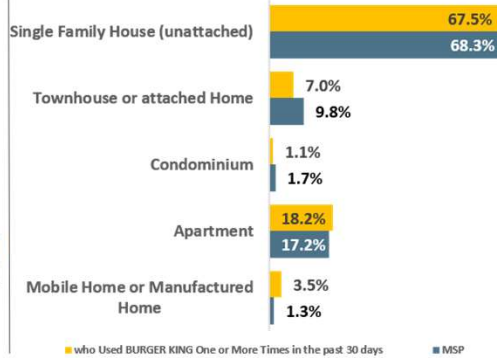
14.7% or 575,772 of MSP DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are .8% less likely to own their home, 6.2% more likely to own a higher valued home, 1.1% less likely to have a single-family home, 19.9% less likely to have a dog.



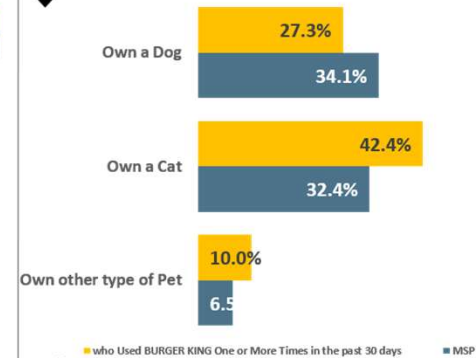
Own/Rent/Other: Adults 18 or older



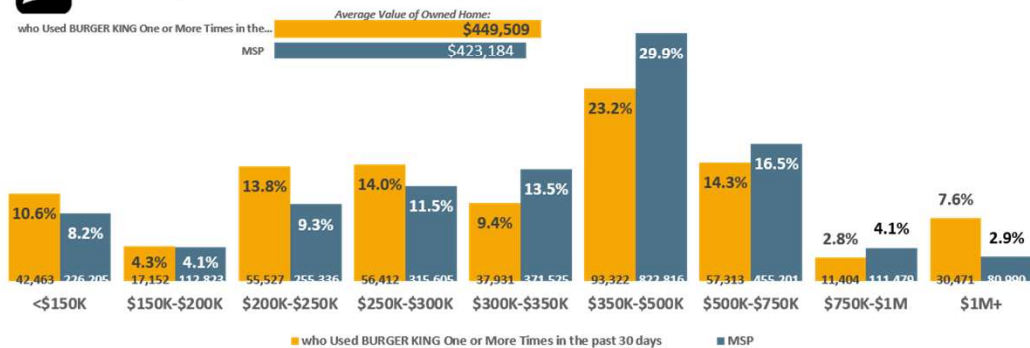
Type of Home: Adults 18 or older



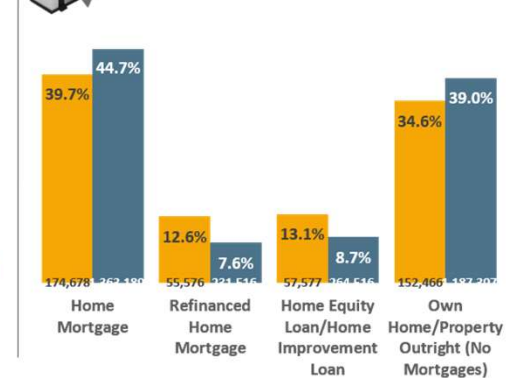
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

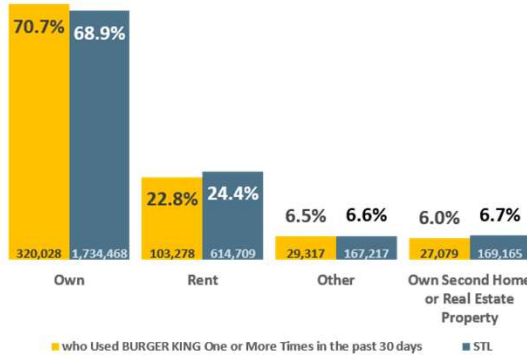




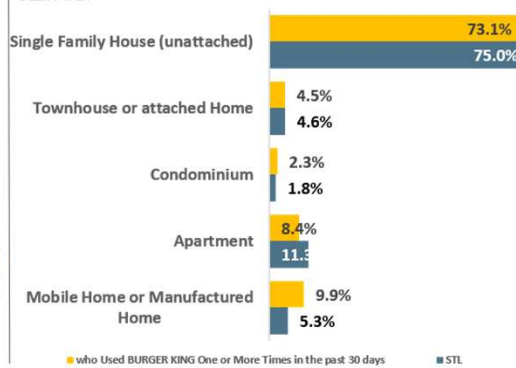
18.0% or 452,623 of STL DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 2.6% more likely to own their home, 27.3% more likely to own a lower valued home, 2.4% less likely to have a single-family home, 5.1% more likely to have a dog.



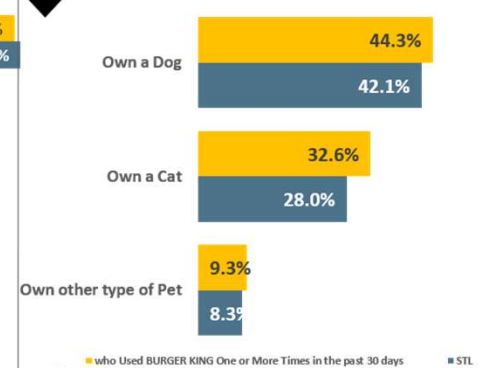
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



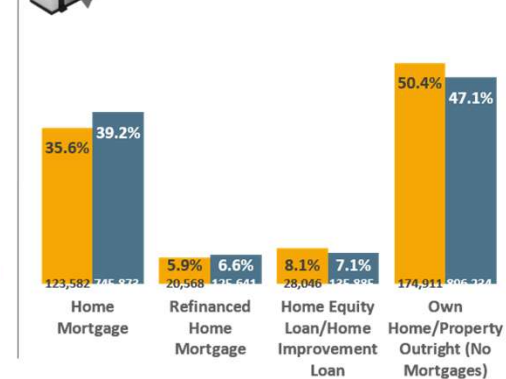
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



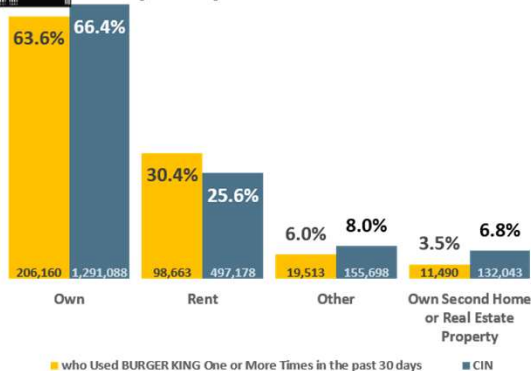
Home Loans: Adults 18 or older



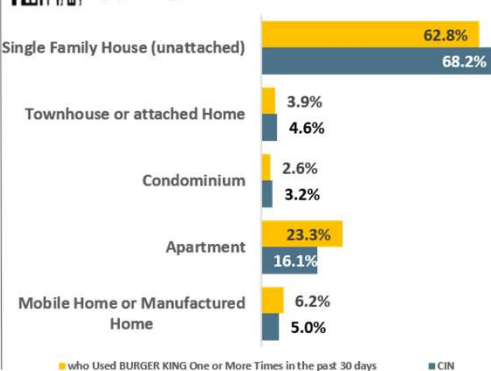


16.7% or 324,336 of CIN DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 4.3% less likely to own their home, 23.7% more likely to own a lower valued home, 7.9% less likely to have a single-family home, 18.7% more likely to have a dog.

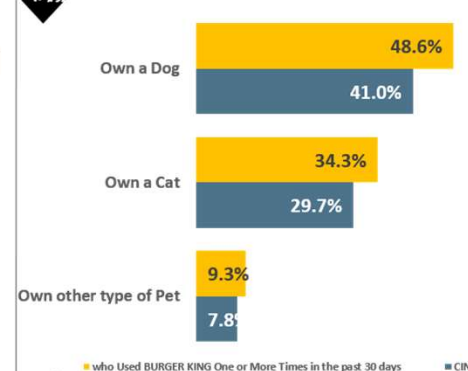
Own/Rent/Other: Adults 18 or older



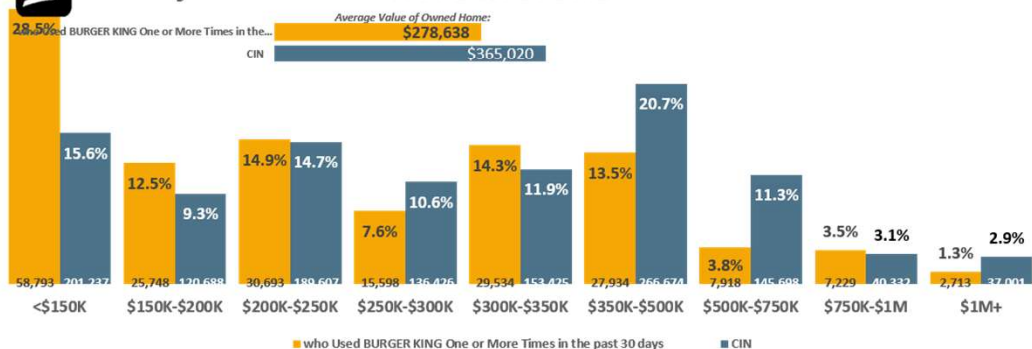
Type of Home: Adults 18 or older



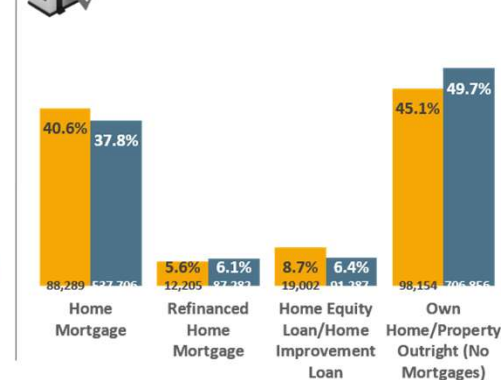
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

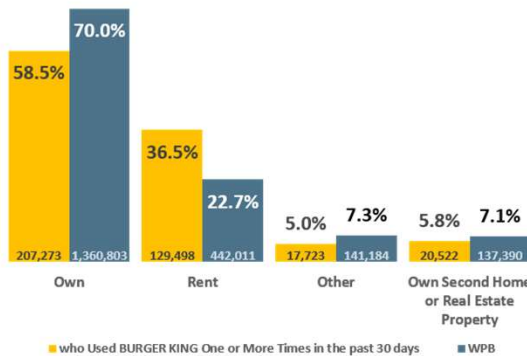




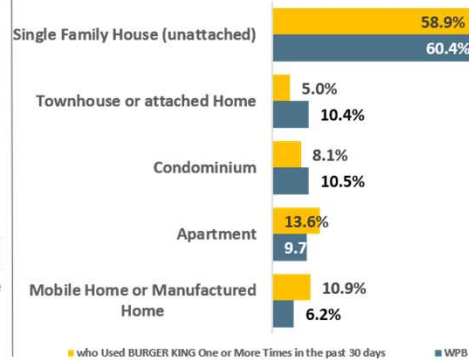
18.2% or 354,494 of WPB DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 16.5% less likely to own their home, 19.9% more likely to own a lower valued home, 2.5% less likely to have a single-family home, 1.1% more likely to have a dog.



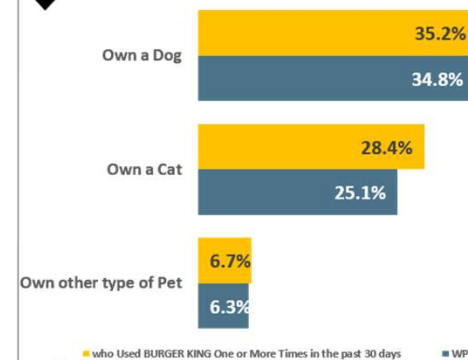
Own/Rent/Other: Adults 18 or older



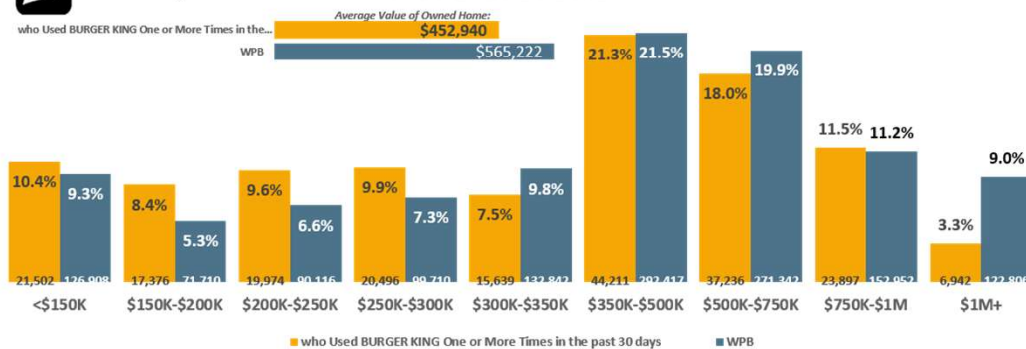
Type of Home: Adults 18 or older



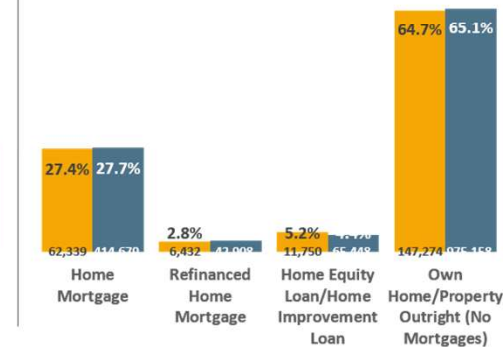
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

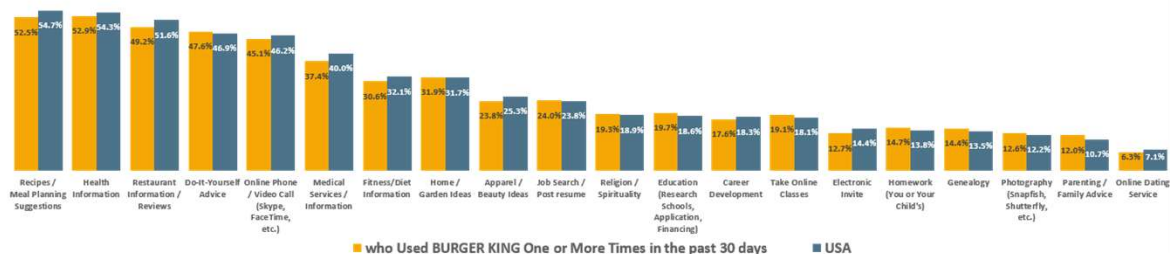




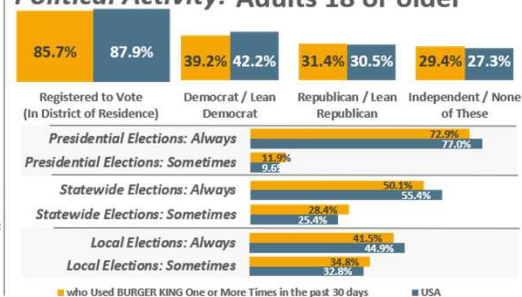
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30...
 Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 1.3% more likely to look up D-I-Y advice online, 7.5% less likely to always vote in local elections, 3.6% less likely to belong to a gym, 8.2% less likely to fly domestic pa



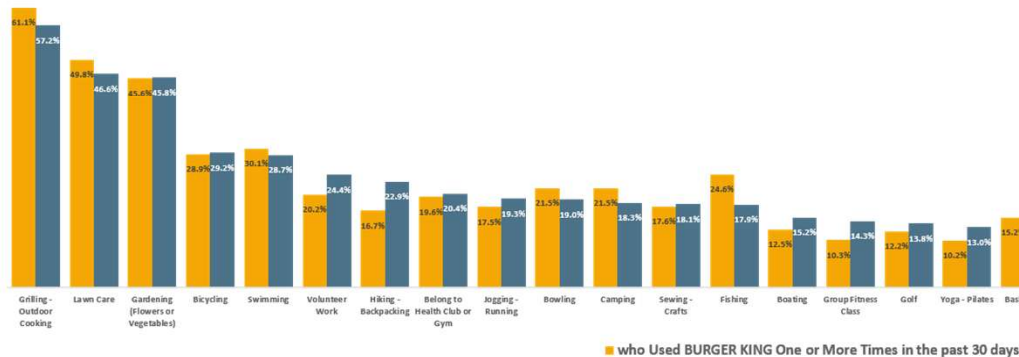
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



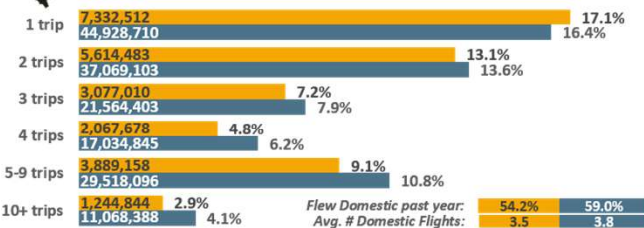
Political Activity: Adults 18 or older



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



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

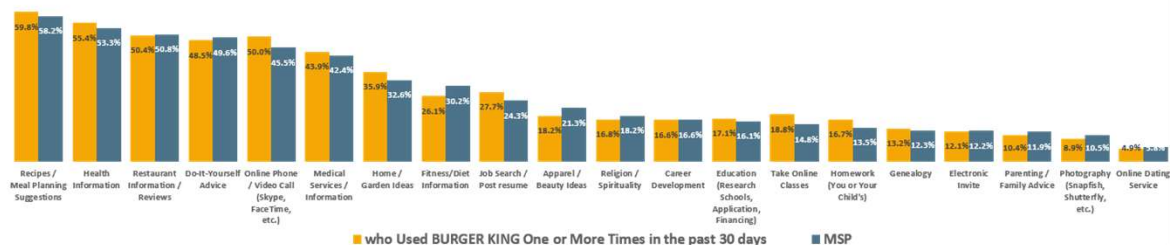




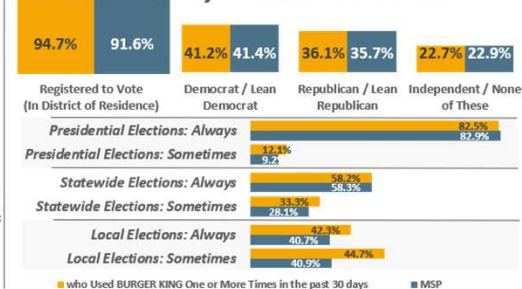
14.7% or 575,772 of MSP DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 2.2% less likely to look up D-I-Y advice online, 3.9% more likely to always vote in local elections, 8.6% more likely to belong to a gym, 5.6% less likely to fly domestic pa



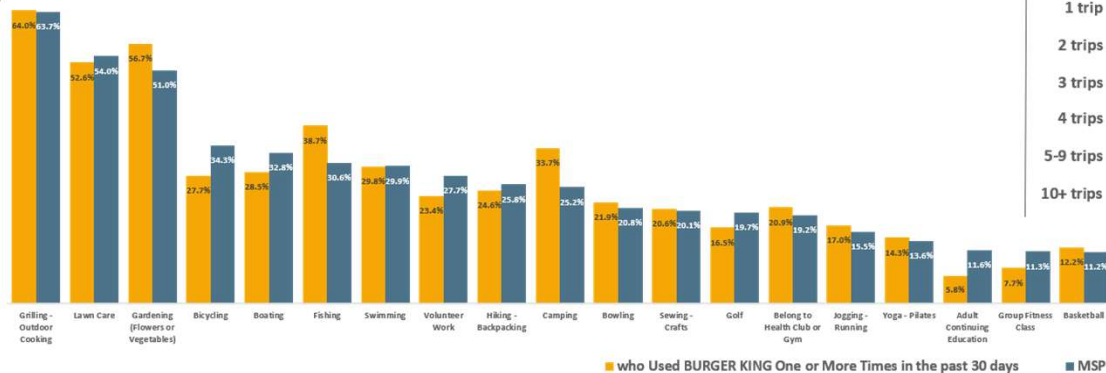
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



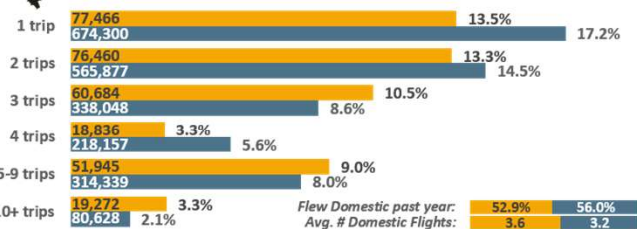
Political Activity: Adults 18 or older



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



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

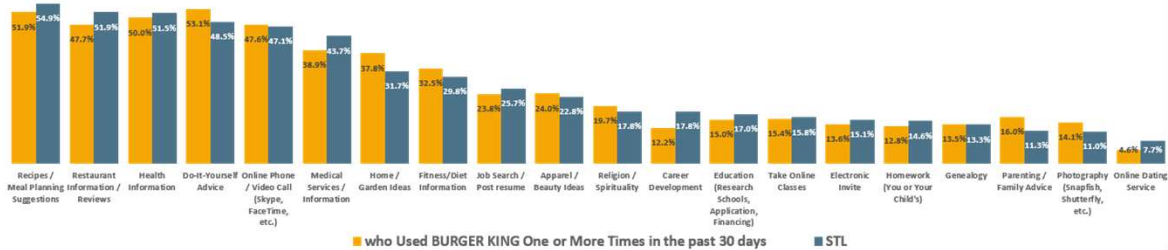




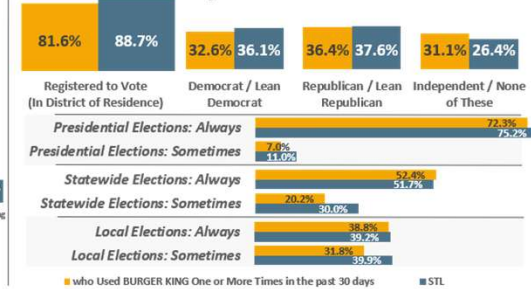
18.8% or 452,623 of STL DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 9.4% more likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 10.5% less likely to belong to a gym, 1.9% less likely to fly domestic p



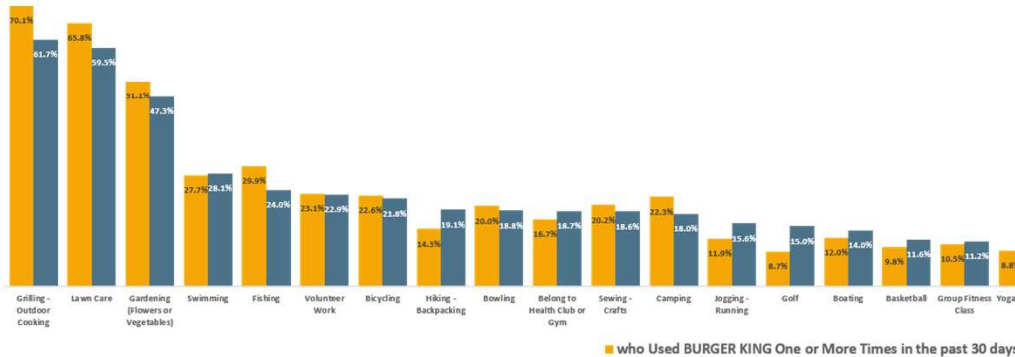
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



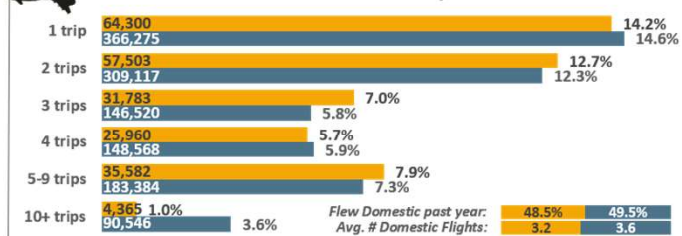
Political Activity: Adults 18 or older



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



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



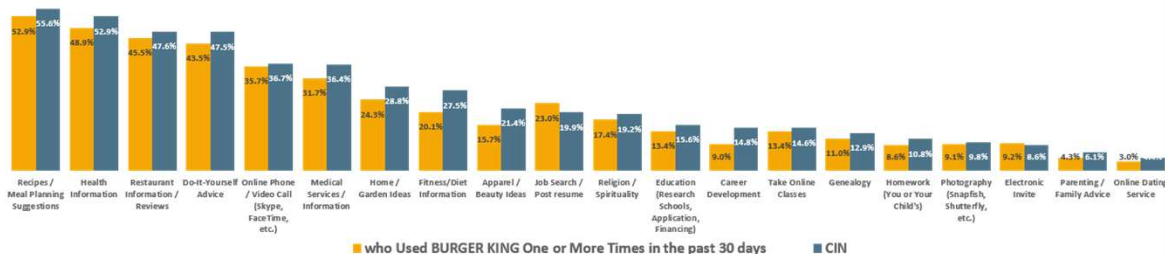
Flew Domestic past year: 48.5%
Avg. # Domestic Flights: 3.2



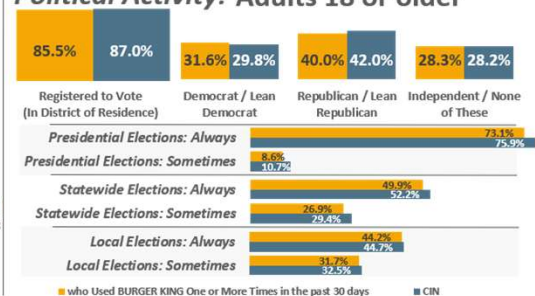
16.7% or 324,336 of CIN DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 8.4% less likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 11.6% less likely to belong to a gym, 6.1% less likely to fly domestic p



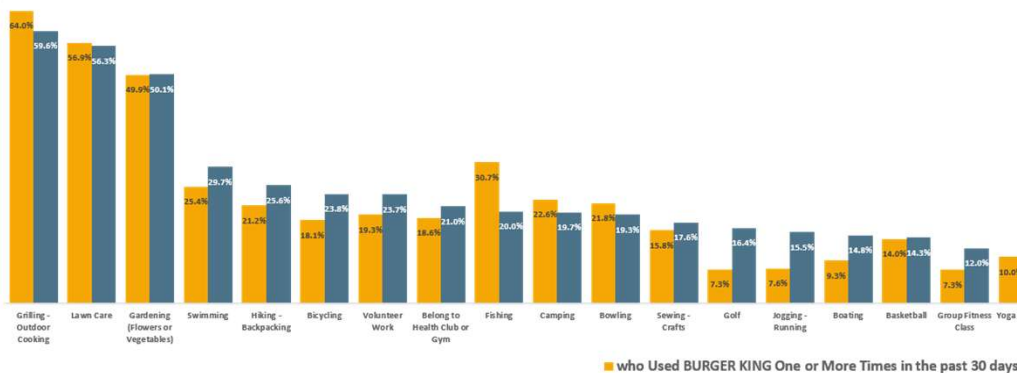
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



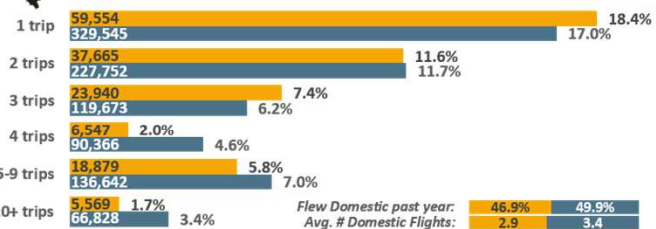
Political Activity: Adults 18 or older



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



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



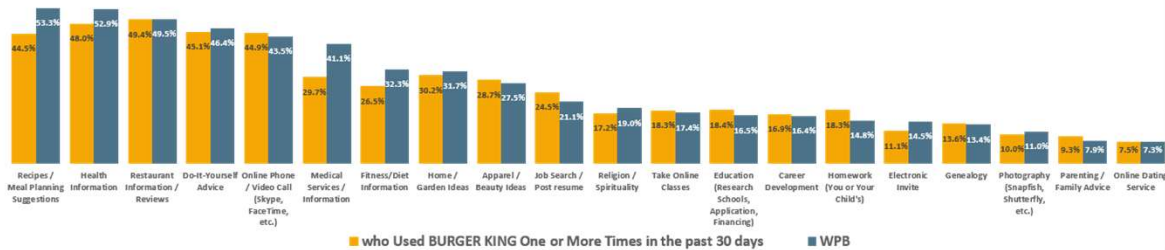
Flew Domestic past year: 46.9% vs 49.9%
Avg. # Domestic Flights: 2.9 vs 3.4



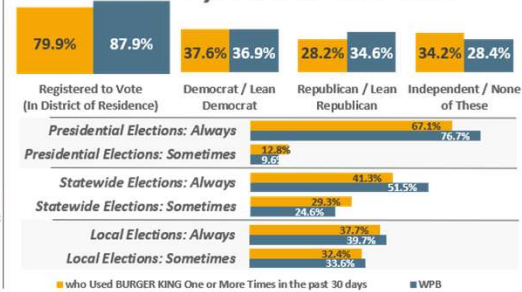
18.2% or 354,494 of WPB DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 2.7% less likely to look up D-I-Y advice online, 5.1% less likely to always vote in local elections, 37.5% less likely to belong to a gym, 13.3% less likely to fly domestic p



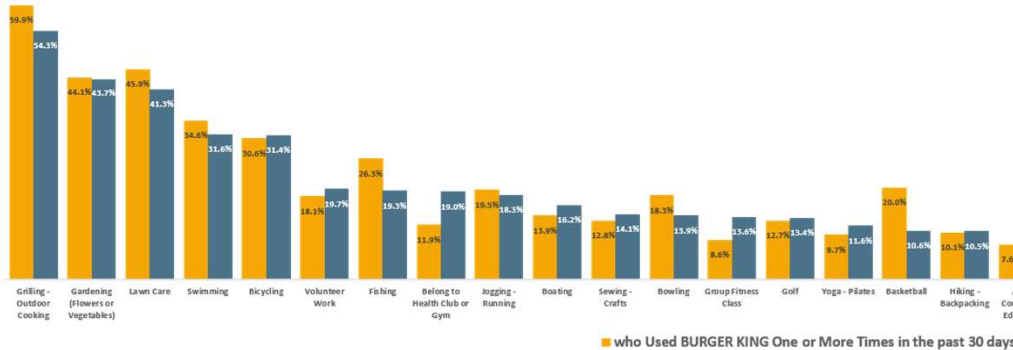
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



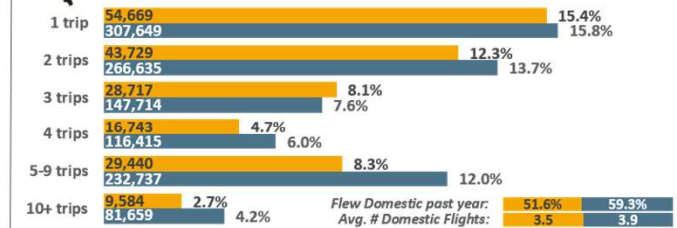
Political Activity: Adults 18 or older



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



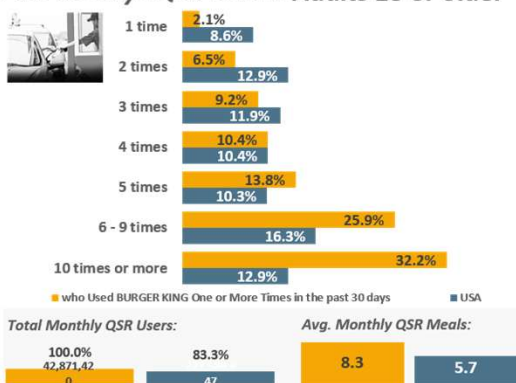
Past 12-months Domestic Airline Trips: Adults 18 or older



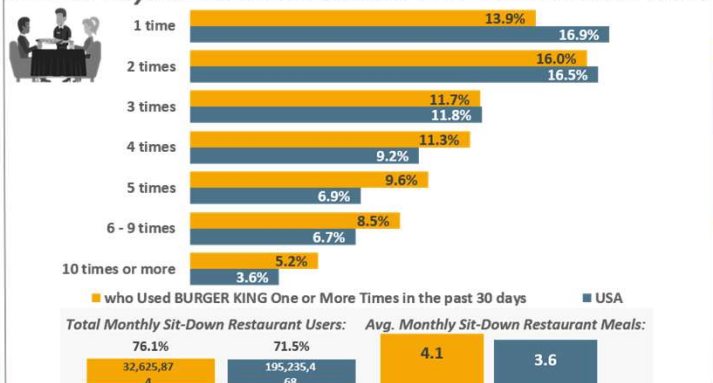


15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 20.0% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 33.1% more likely to use Casinos past yr., 69.4% more likely to smoke cigarette

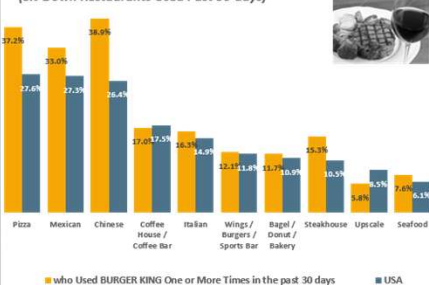
Past 30-days QSR Users: Adults 18 or older



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

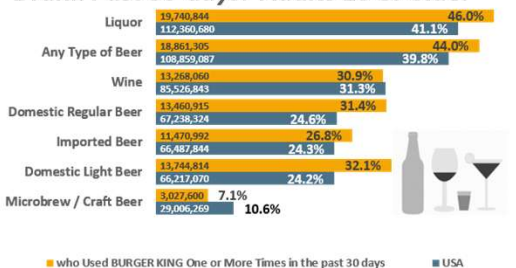


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

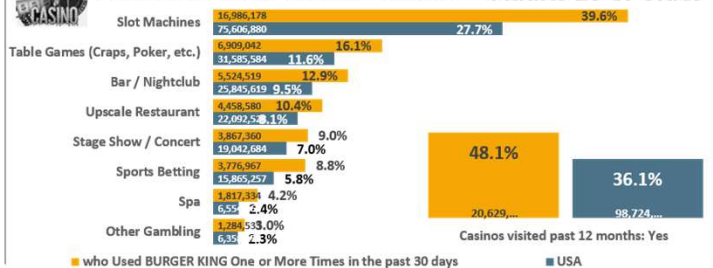


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used BURGER KING One or More Times in the... 11,506,954 (26.8%)
 USA 54,331,216 (19.9%)

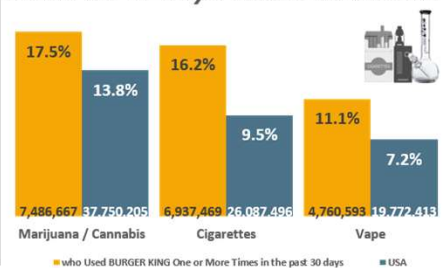
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



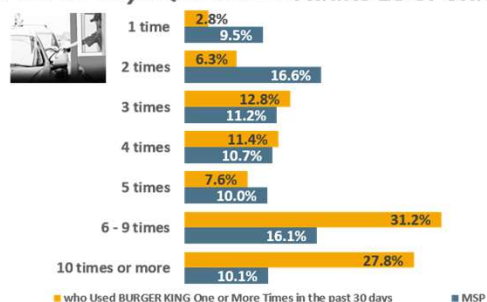
Used Past 30-days: Adults 18 or older



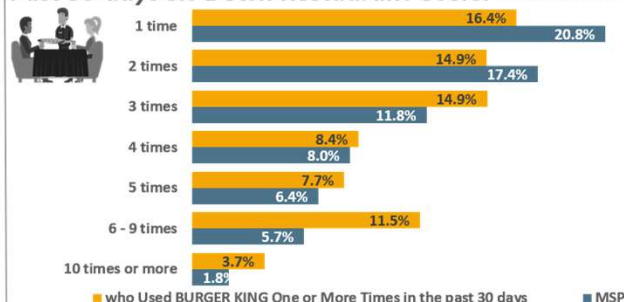


14.7% or 575,772 of MSP DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 18.9% more likely to use QSRs past mo., 7.5% more likely to use Sit-Down Restaurants past mo., 37.8% more likely to use Casinos past yr., 55.6% more likely to smoke cigarett

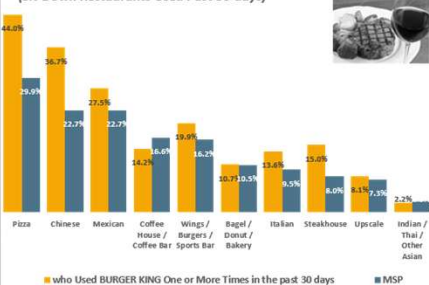
Past 30-days QSR Users: Adults 18 or older



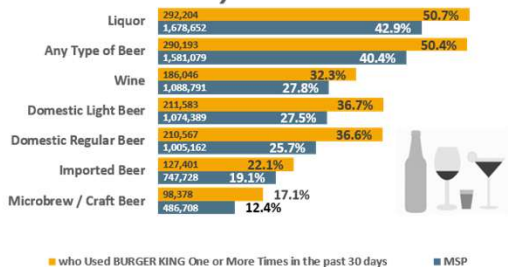
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



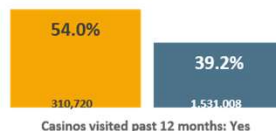
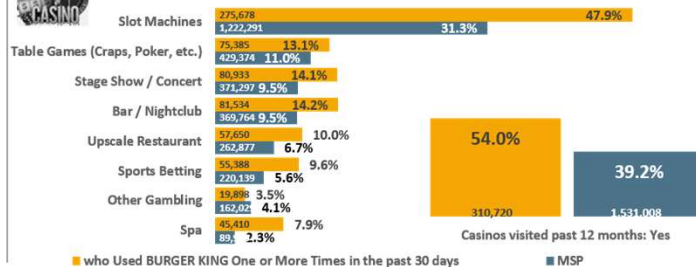
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



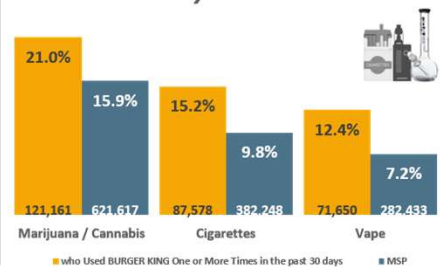
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



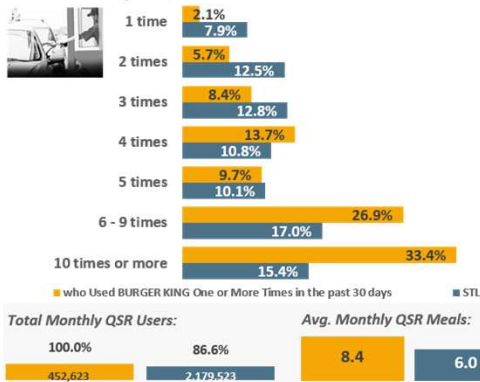
Used Past 30-days: Adults 18 or older



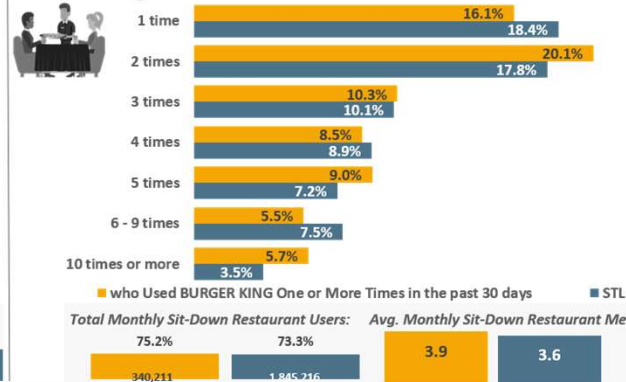


18.1% or 452,623 of STL DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 15.5% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 39.9% more likely to use Casinos past yr., 71.6% more likely to smoke cigarett

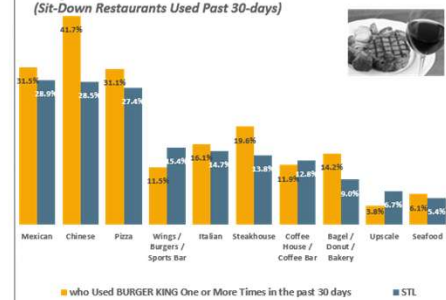
Past 30-days QSR Users: Adults 18 or older



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

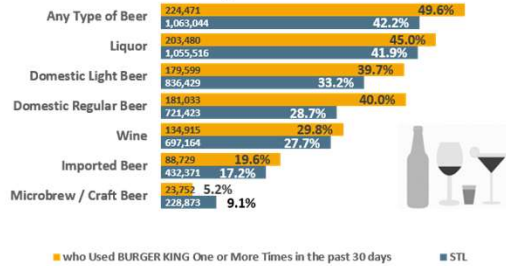


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

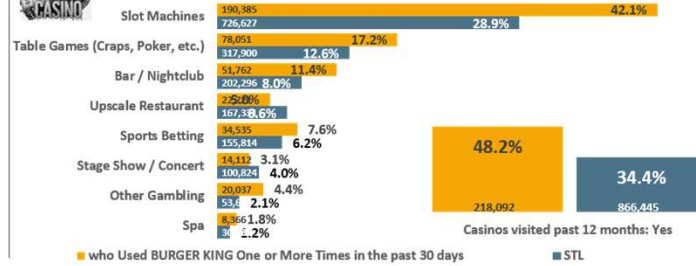


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) who Used BURGER KING One or More Times in the... 94,242 20.8% STL 429,308 17.1%

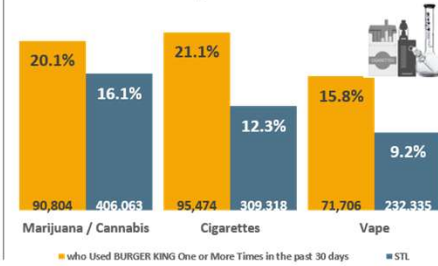
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



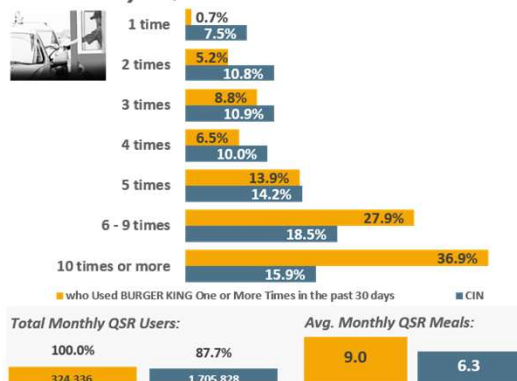
Used Past 30-days: Adults 18 or older



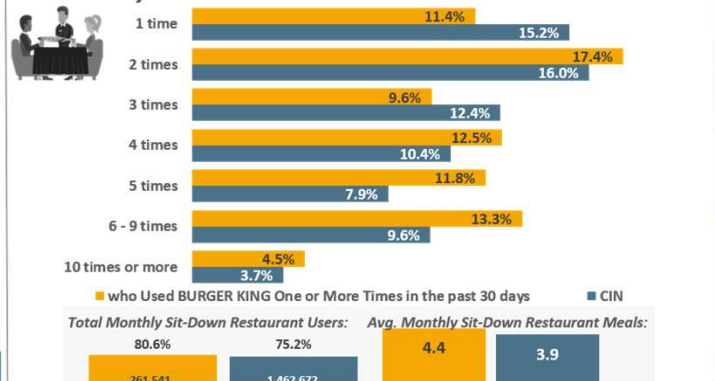


16.7% or 324,336 of CIN DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 14.% more likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 22.5% more likely to use Casinos past yr., 41.9% more likely to smoke cigarette

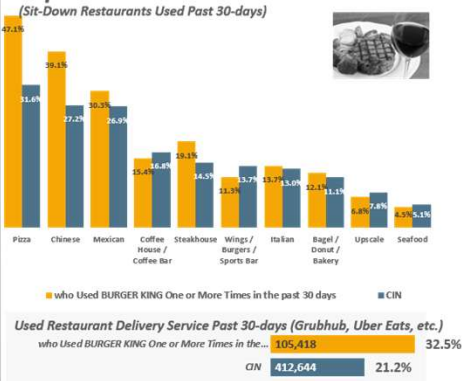
Past 30-days QSR Users: Adults 18 or older



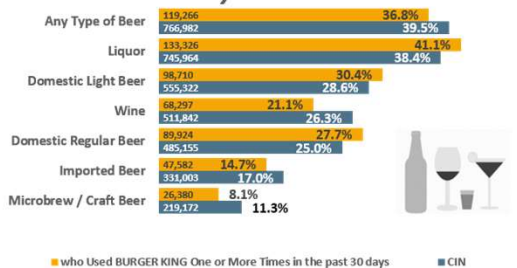
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



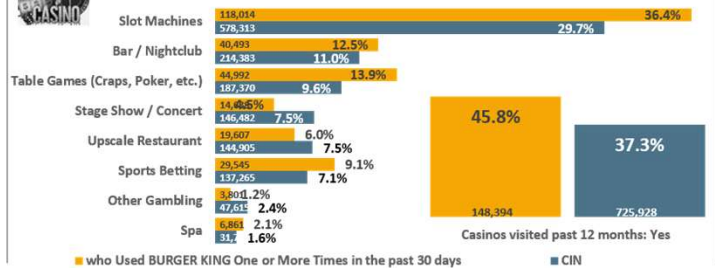
Top-10 Cuisines: Adults 18 or older



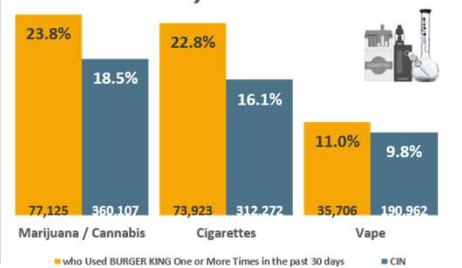
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



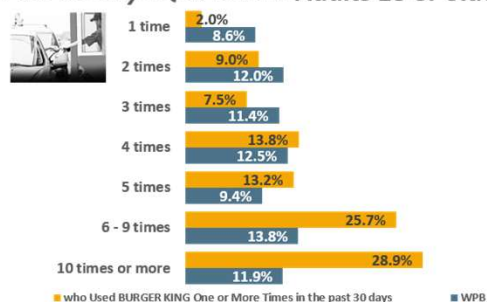
Used Past 30-days: Adults 18 or older



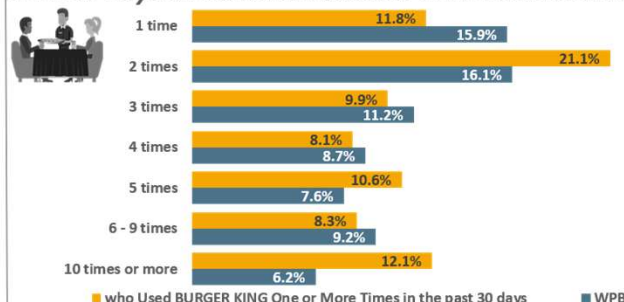


18.2% or 354,494 of WPB DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 25.9% more likely to use QSRs past mo., 9% more likely to use Sit-Down Restaurants past mo., 3.8% more likely to use Casinos past yr., 64.4% more likely to smoke cigarettes

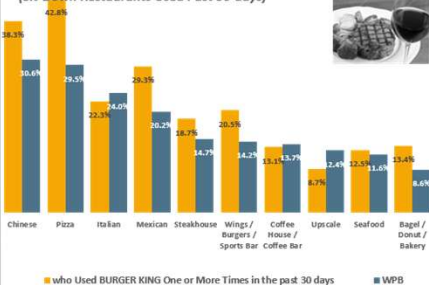
Past 30-days QSR Users: Adults 18 or older



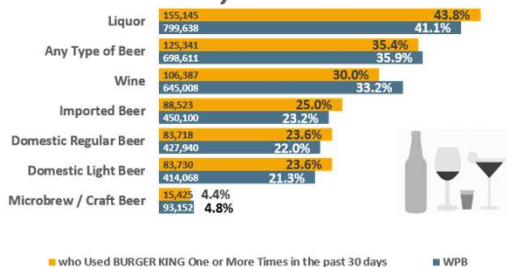
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



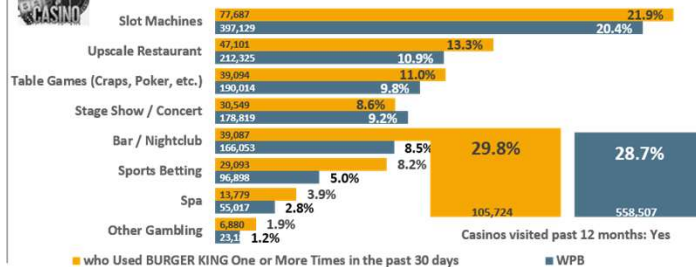
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



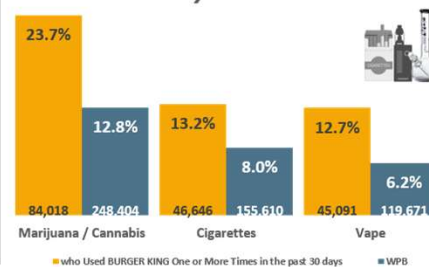
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

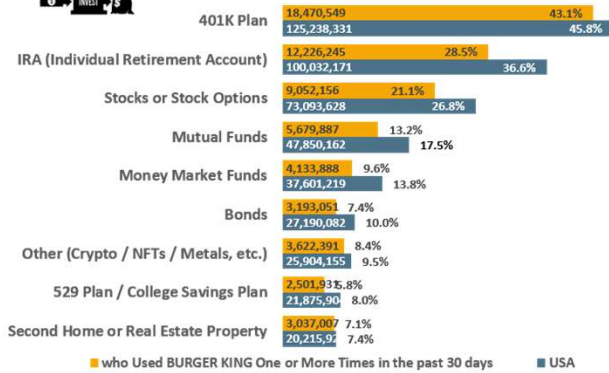




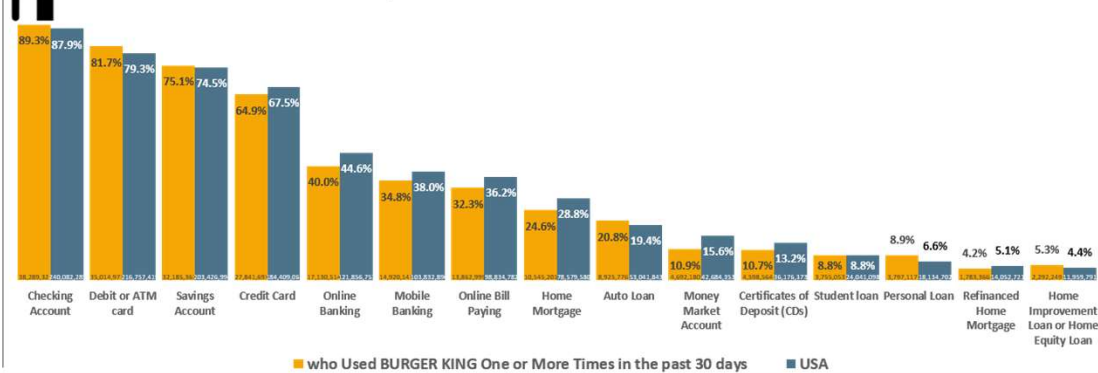
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30... Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 6% less likely to have a 401K, 7.2% more likely to have an Auto Loan, 9.6% less likely to Invest/Trade Stocks Online, 17.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



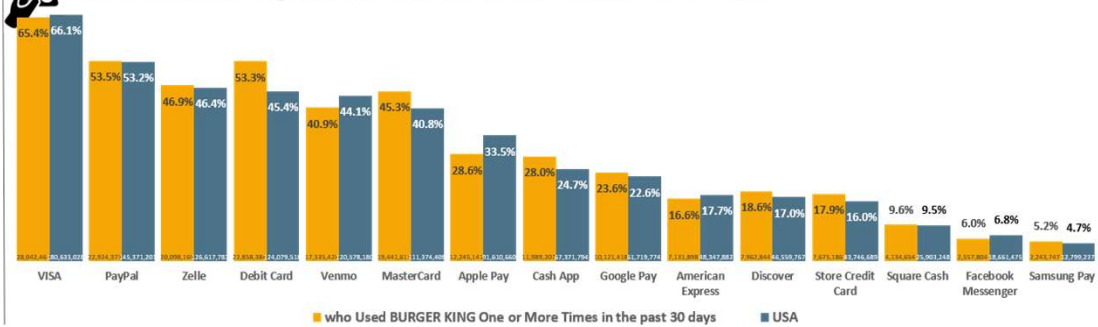
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

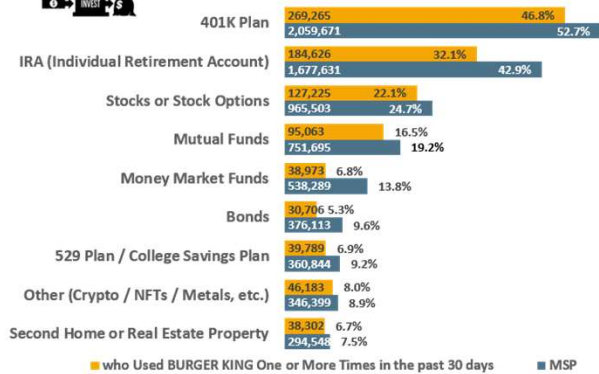




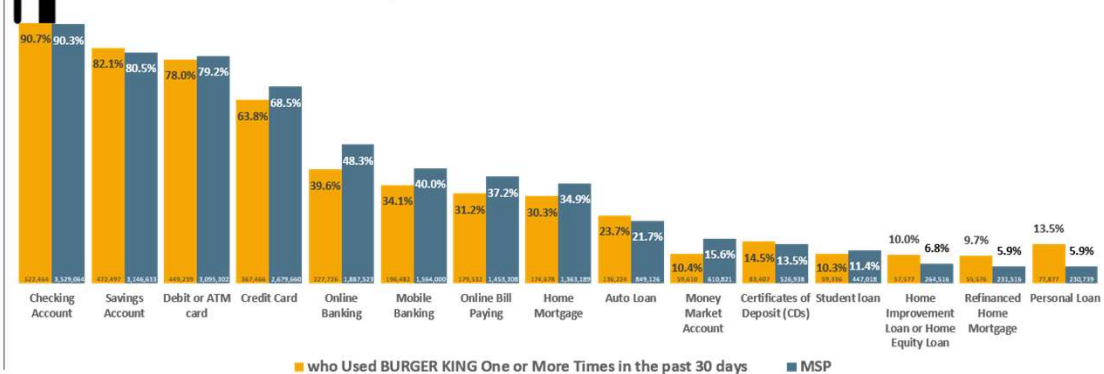
14.7% or 575,772 of MSP DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 11.2% less likely to have a 401K, 8.9% more likely to have an Auto Loan, 4.6% more likely to Invest/Trade Stocks Online, 21.7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



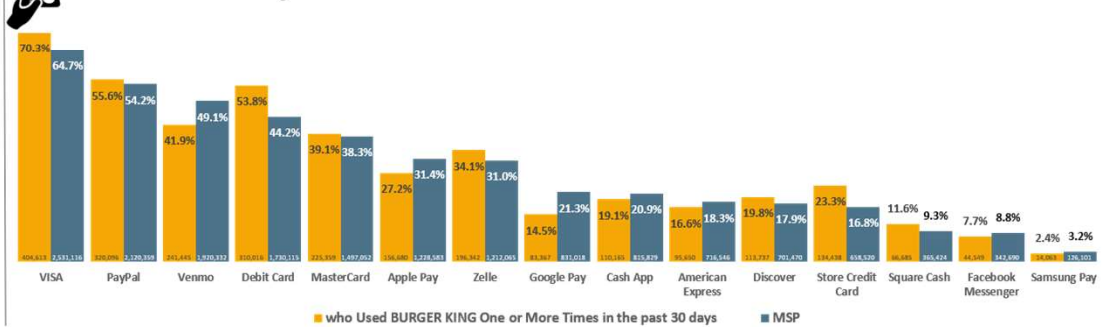
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

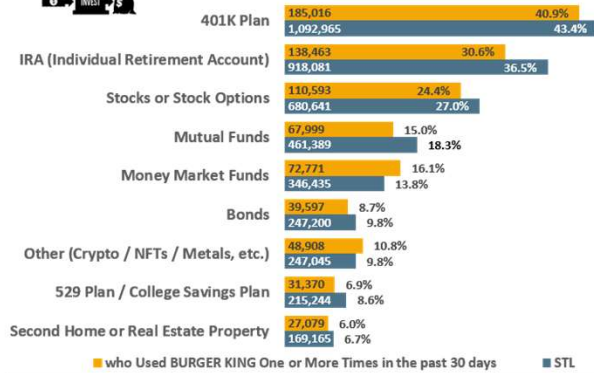




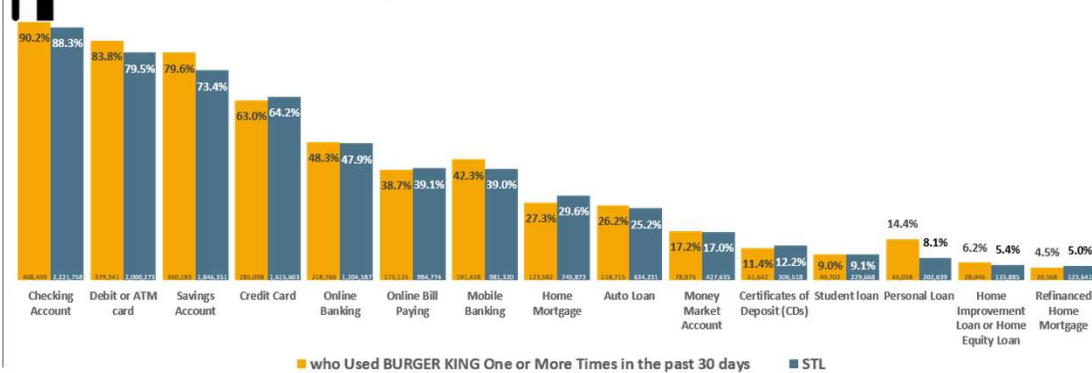
18.1% or 452,623 of STL DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 5.9% less likely to have a 401K, 4.1% more likely to have an Auto Loan, 29.6% more likely to Invest/Trade Stocks Online, 11.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



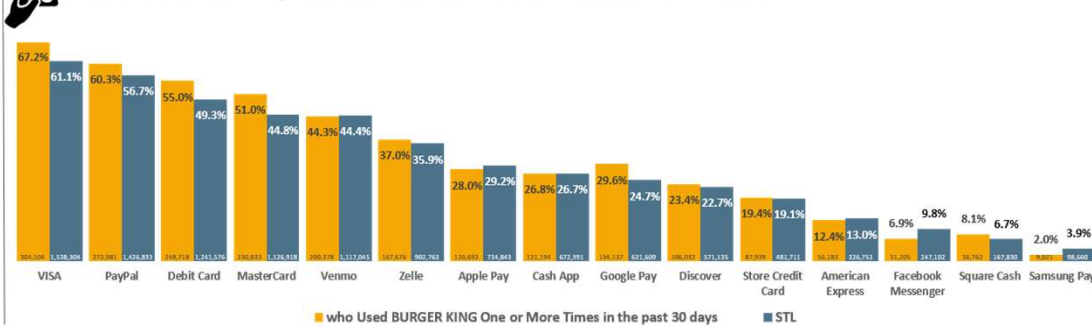
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

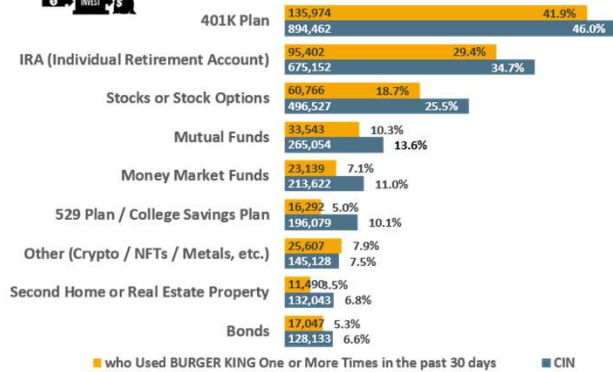




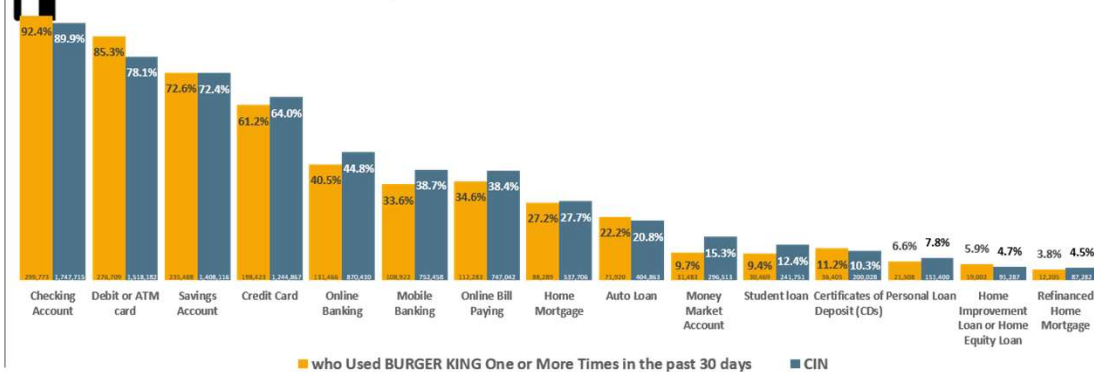
16.7% or 324,336 of CIN DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 8.9% less likely to have a 401K, 6.5% more likely to have an Auto Loan, 25.1% less likely to Invest/Trade Stocks Online, 31.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



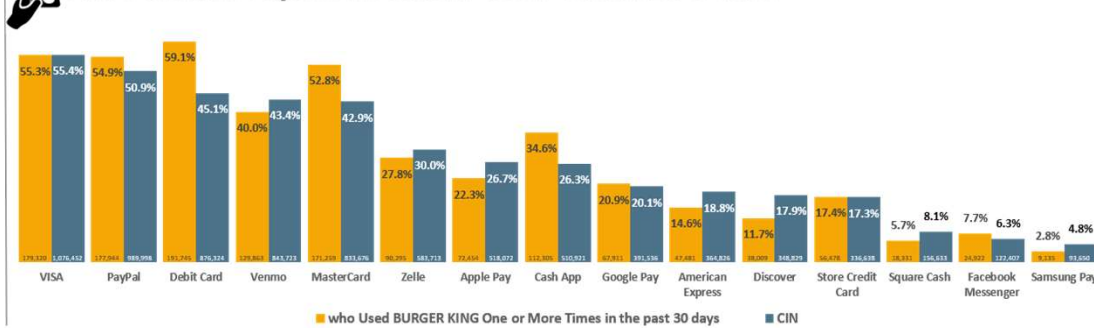
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

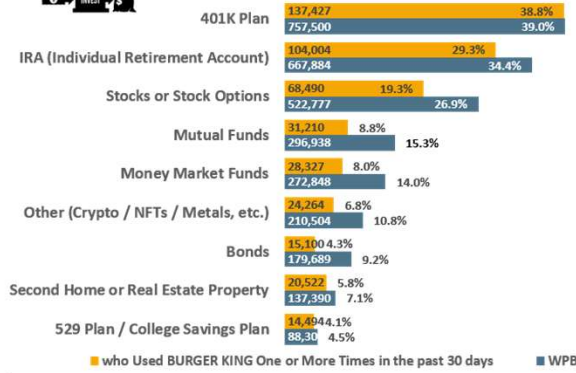




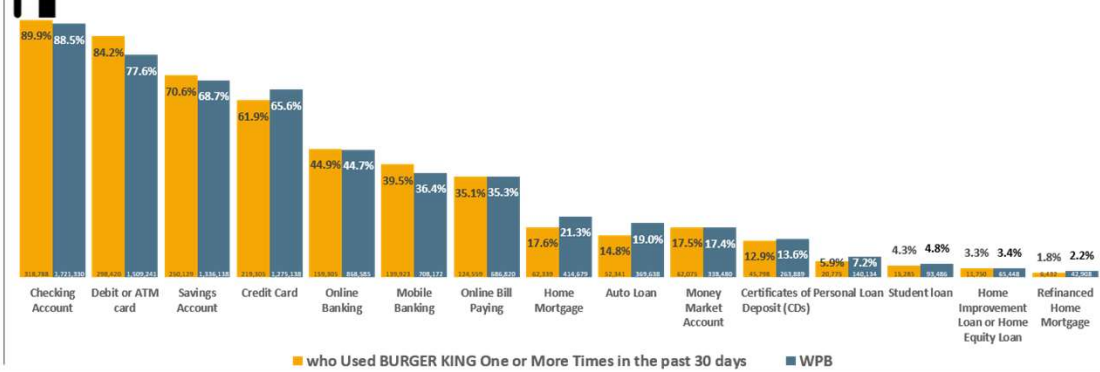
18.2% or 354,494 of WPB DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are .5% less likely to have a 401K, 22.3% less likely to have an Auto Loan, 20.4% less likely to Invest/Trade Stocks Online, 15.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



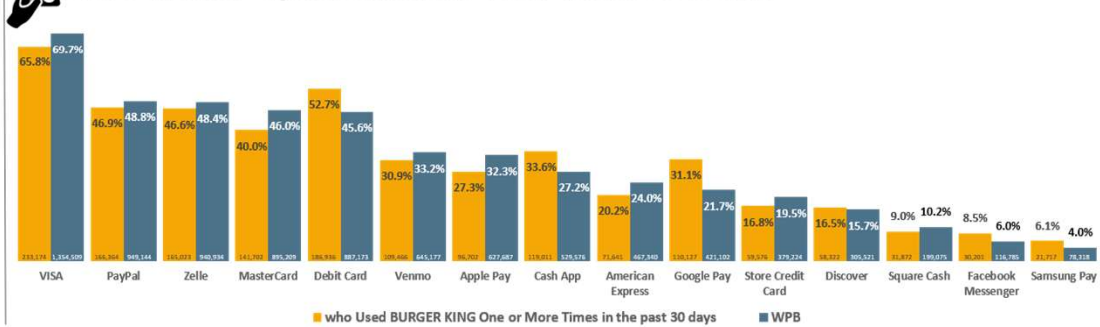
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



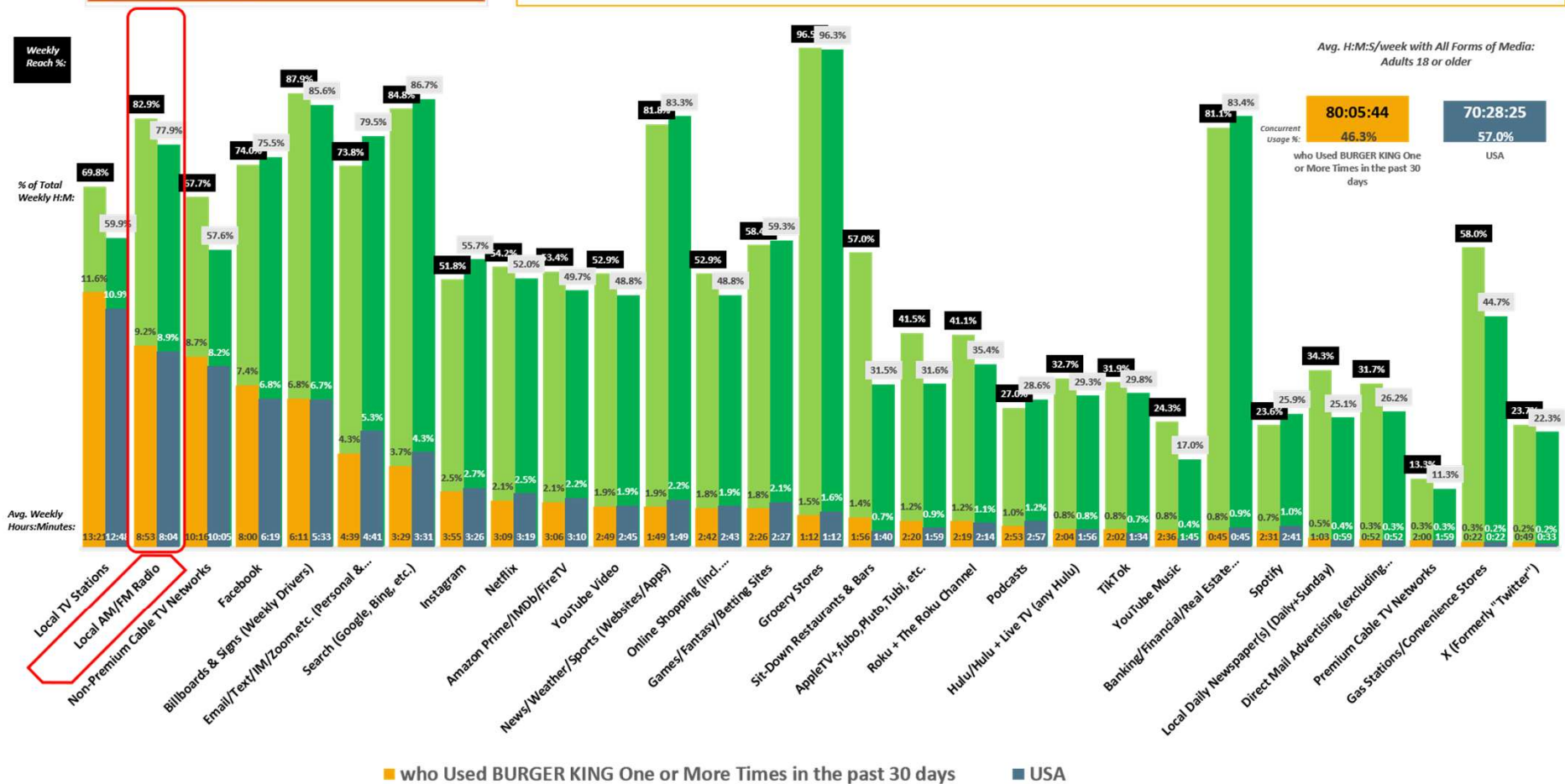
Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 8 hours, 5 minutes and 44 seconds each week with All Forms of Media.

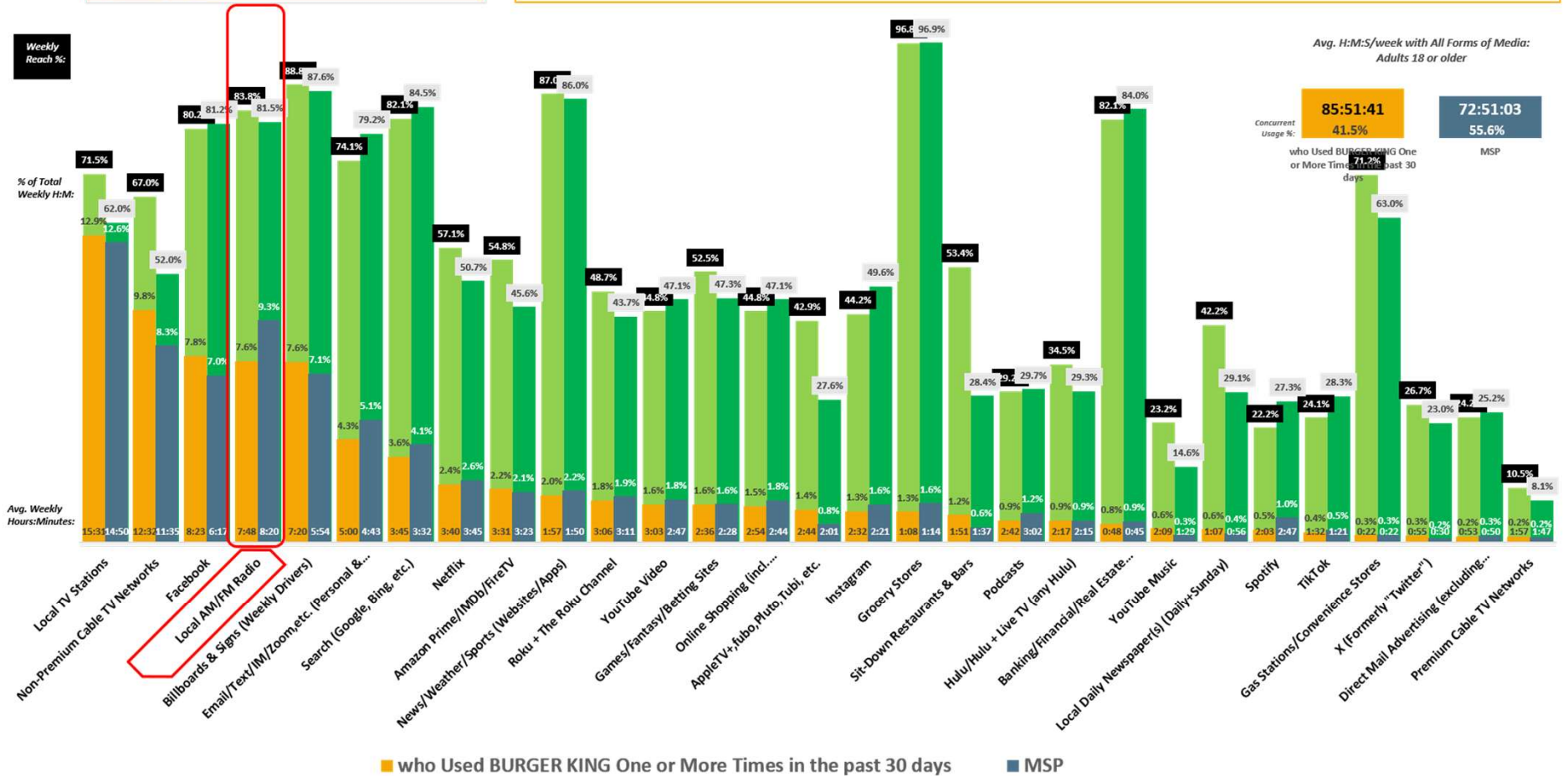
82.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 13 hours, 51 minutes and 41 seconds each week with All Forms of Media.

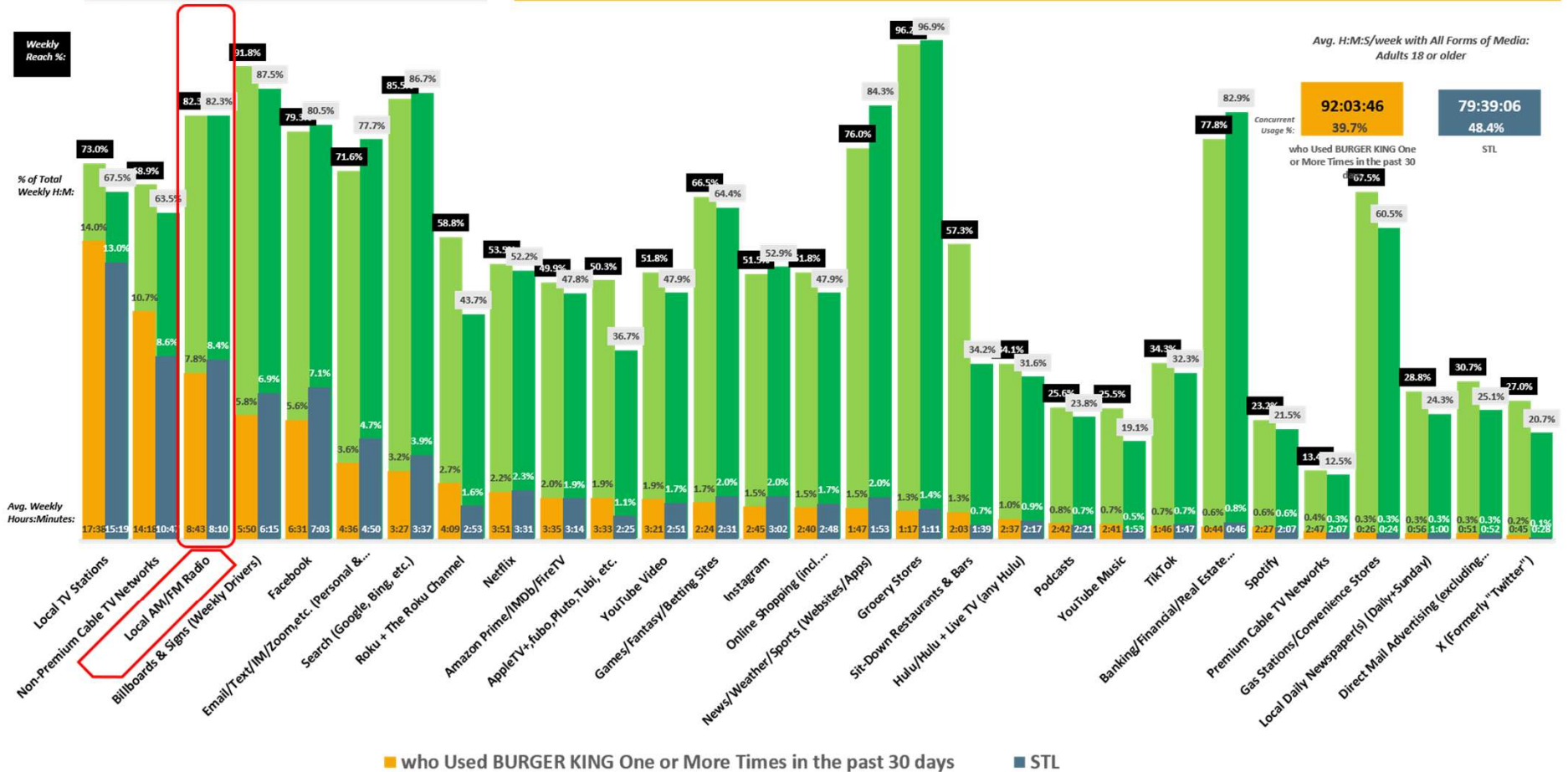
83.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 20 hours, 3 minutes and 46 seconds each week with All Forms of Media.

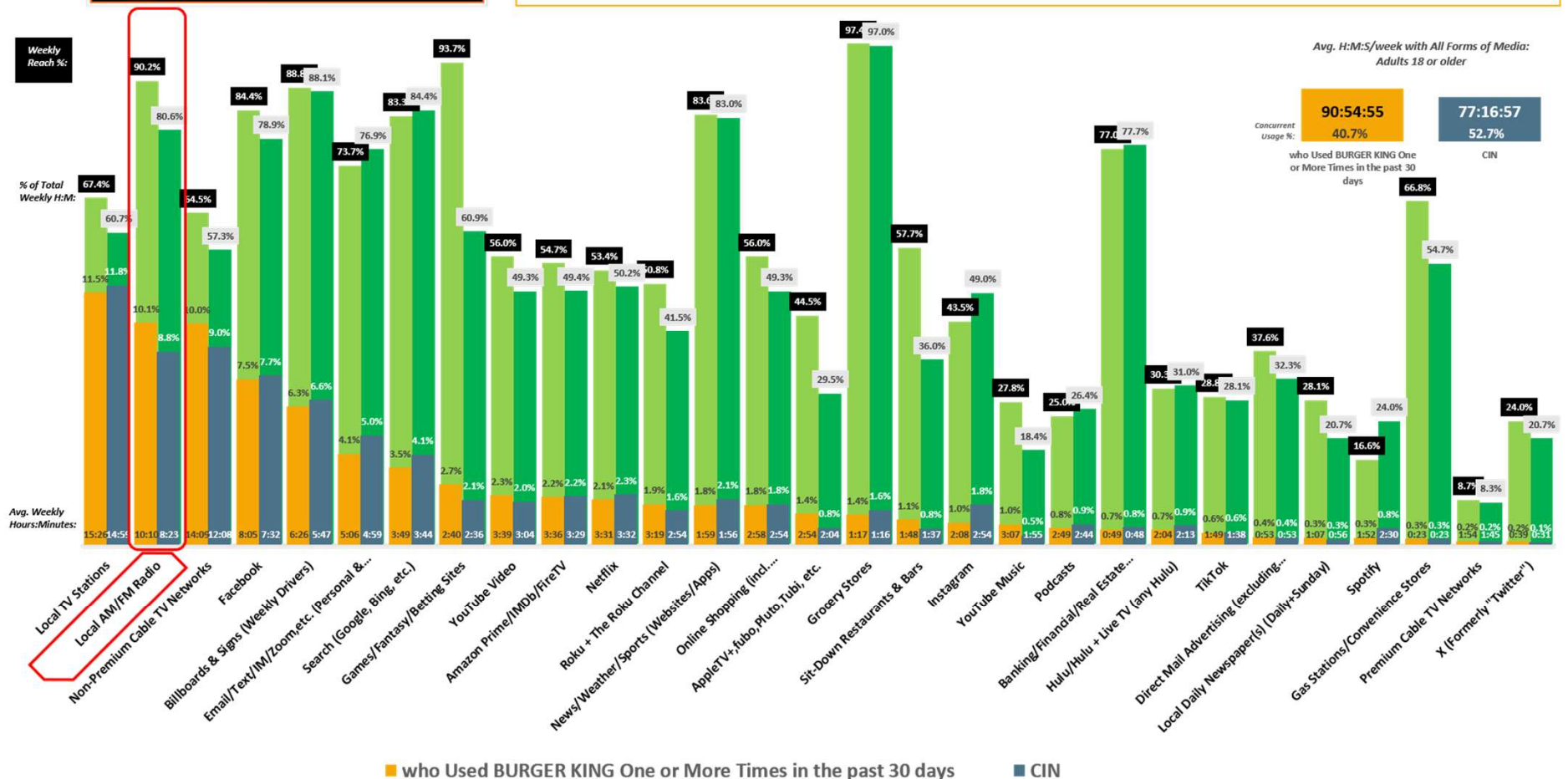
82.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.





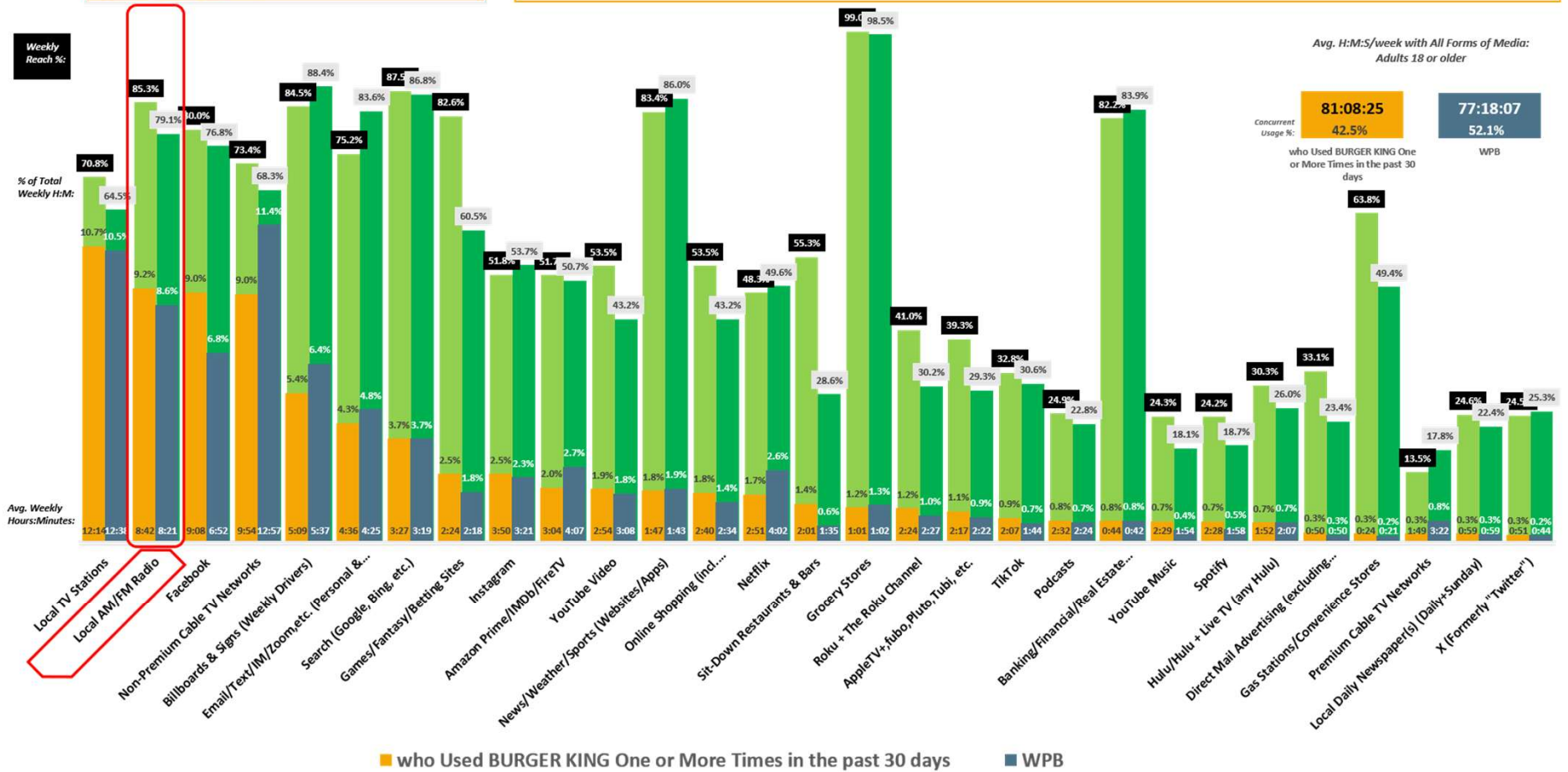
Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 18 hours, 54 minutes and 55 seconds each week with All Forms of Media.

90.2% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 10 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



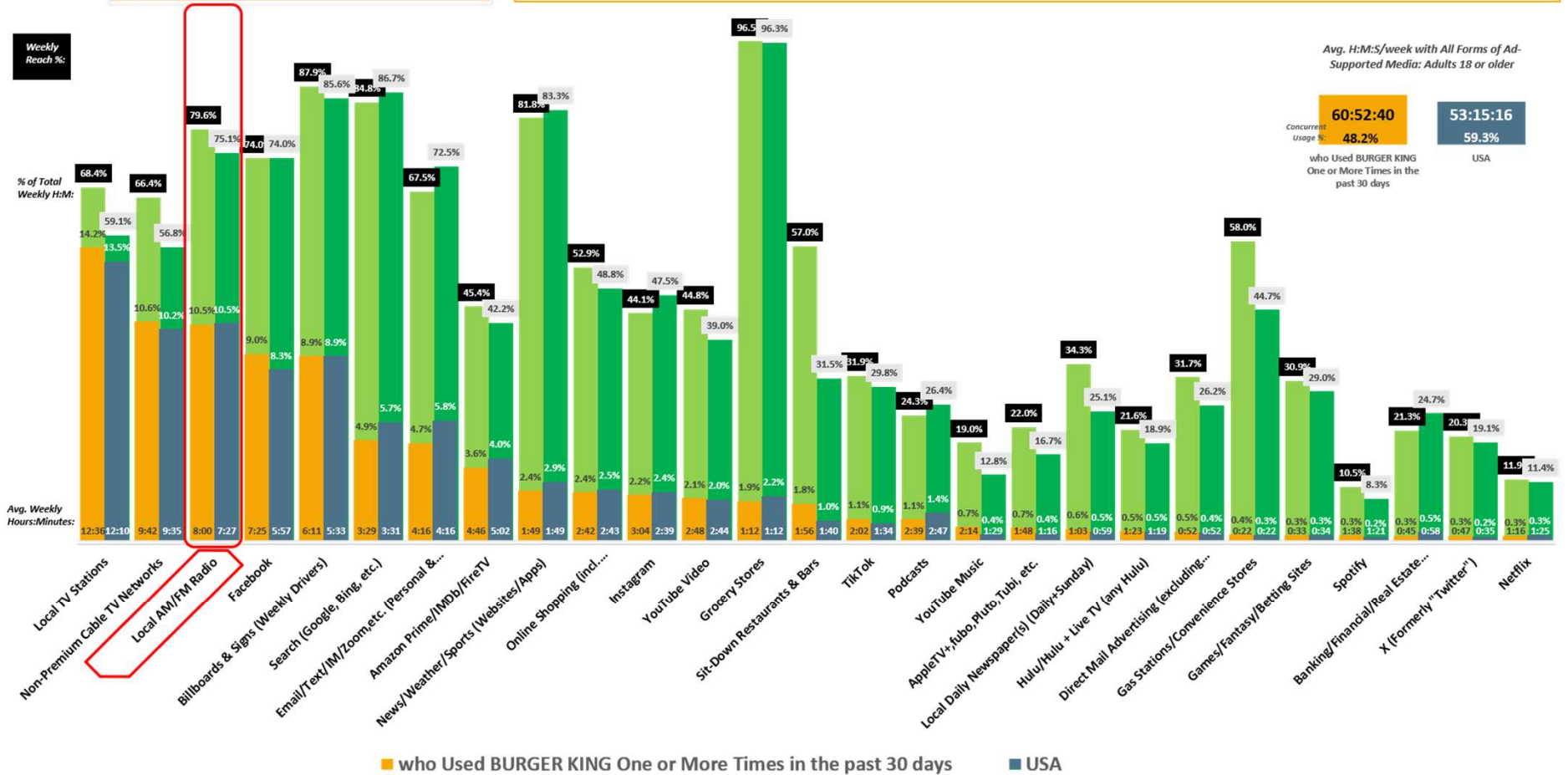


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 9 hours, 8 minutes and 25 seconds each week with All Forms of Media.
 85.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



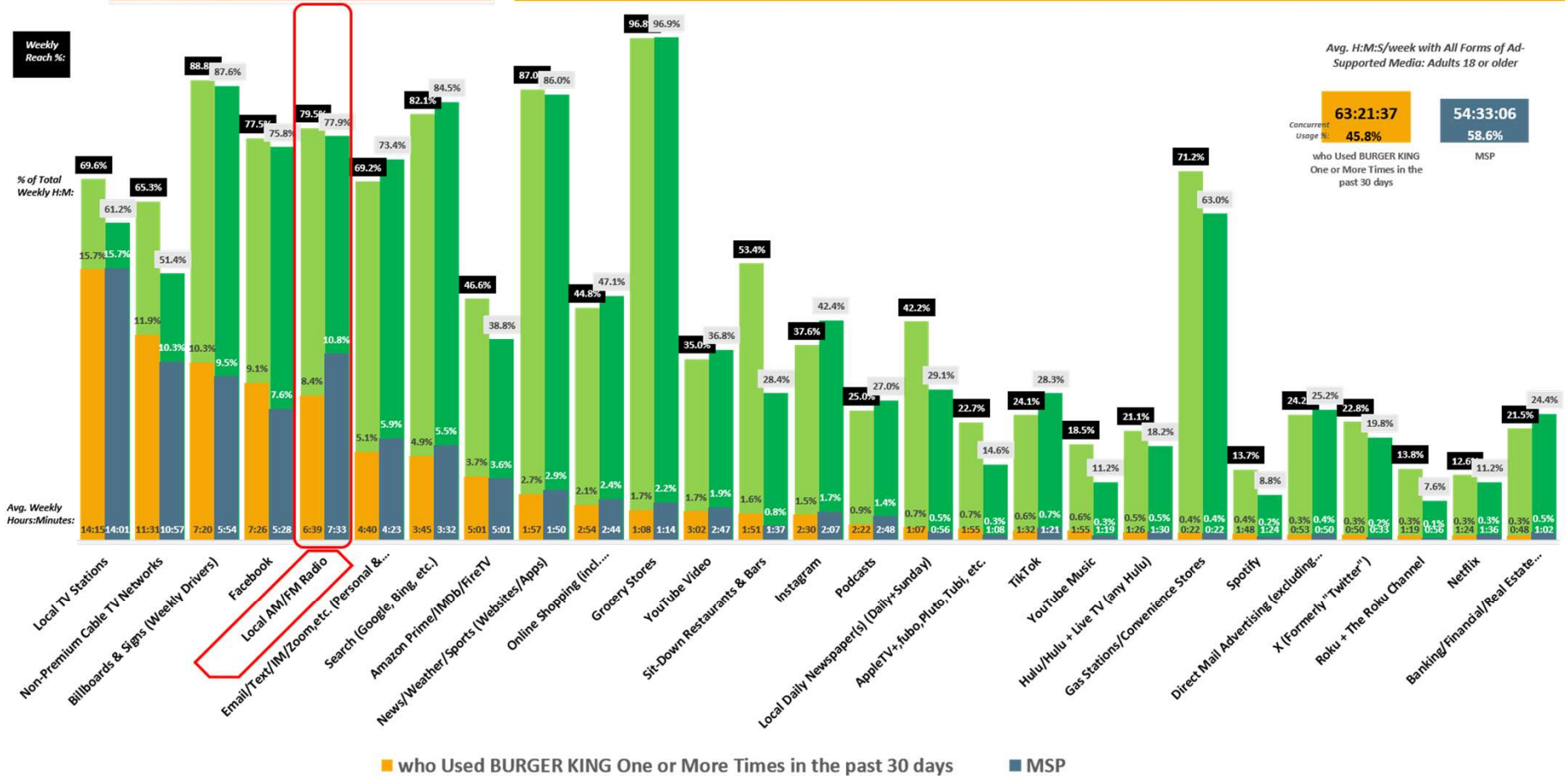


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 12 hours, 52 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 15 hours, 21 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
 79.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 6 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Medi

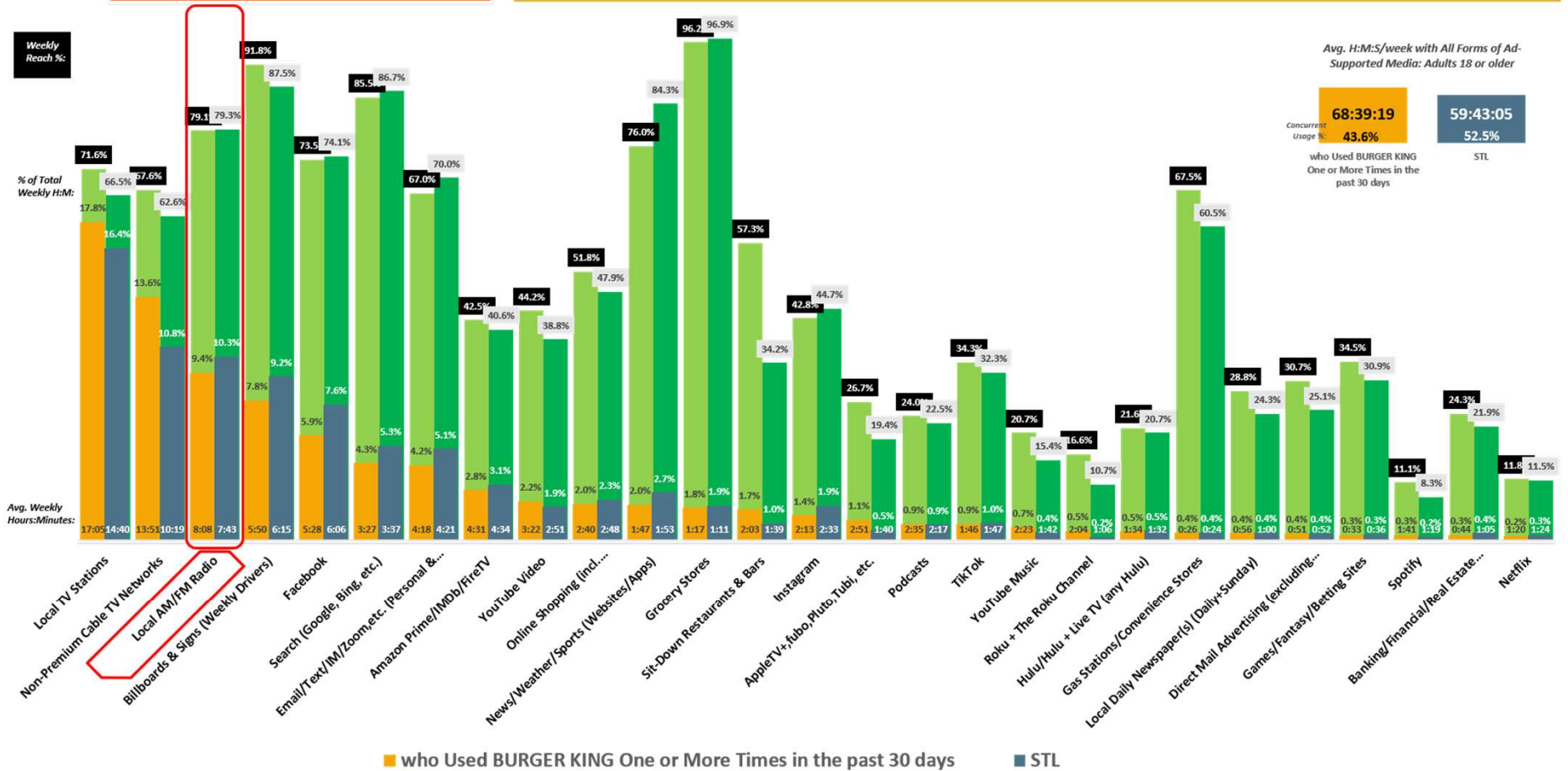


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 63:21:37 (45.8%)
 who Used BURGER KING One or More Times in the past 30 days
 MSP: 54:33:06 (58.6%)

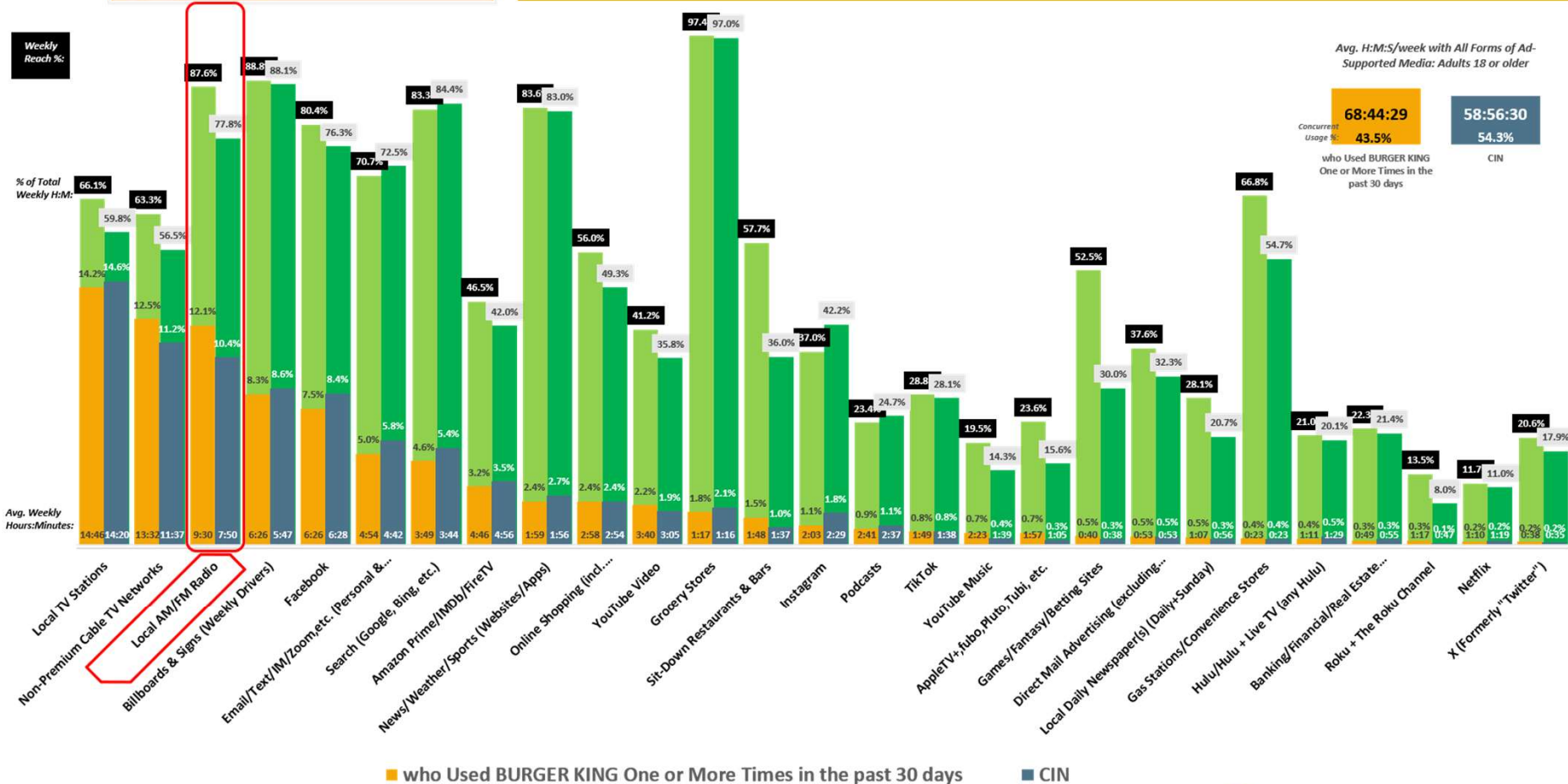


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 20 hours, 39 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
79.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media



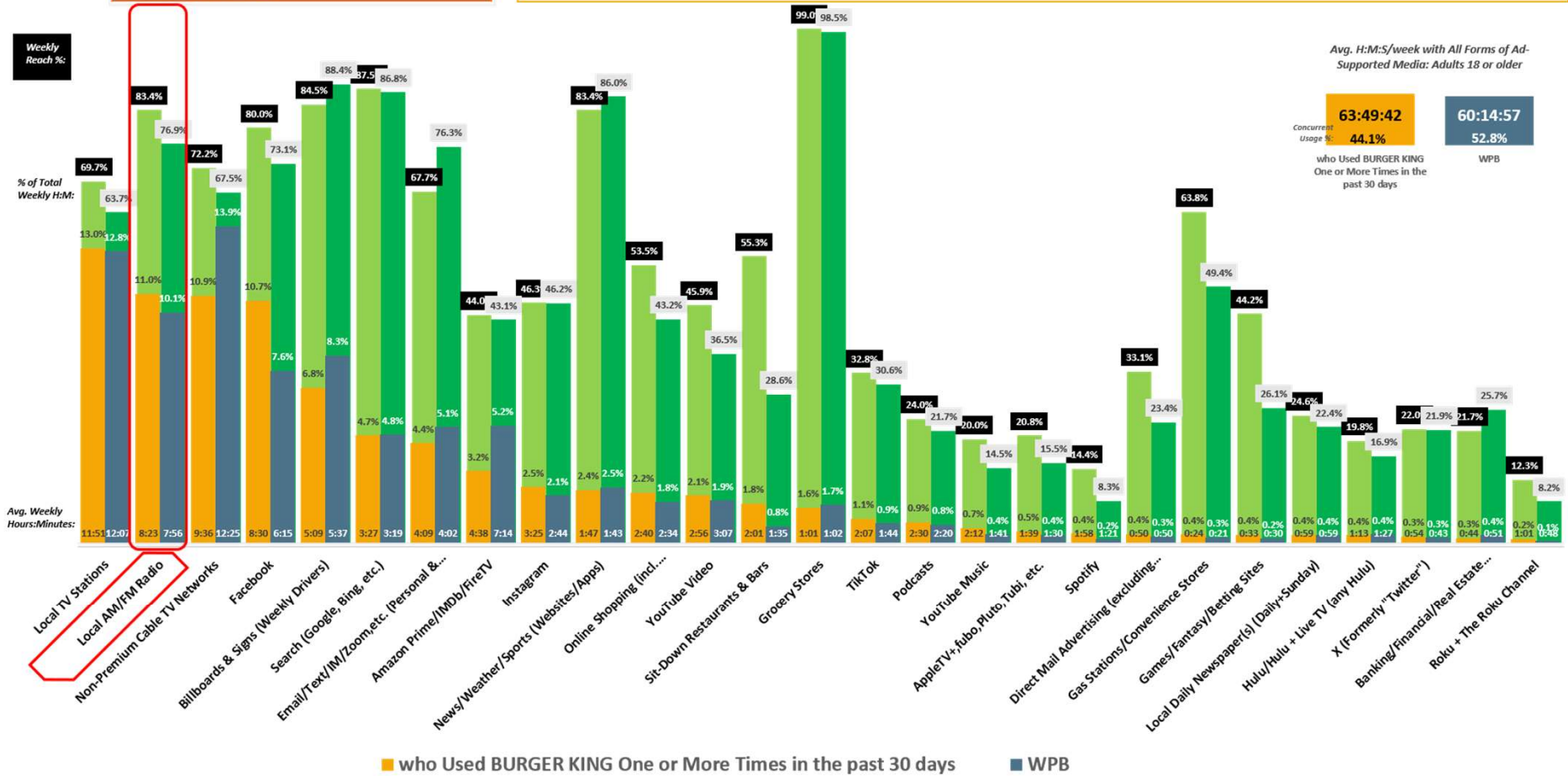


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 20 hours, 44 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 87.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 9 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 15 hours, 49 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 83.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Medi

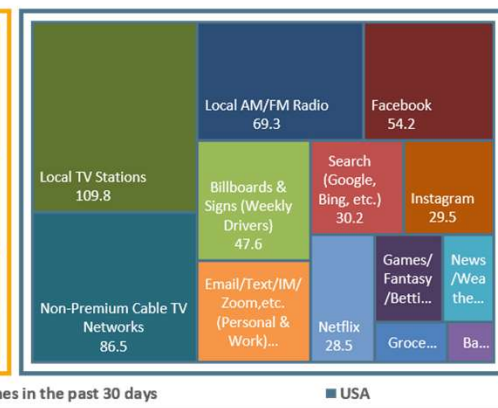
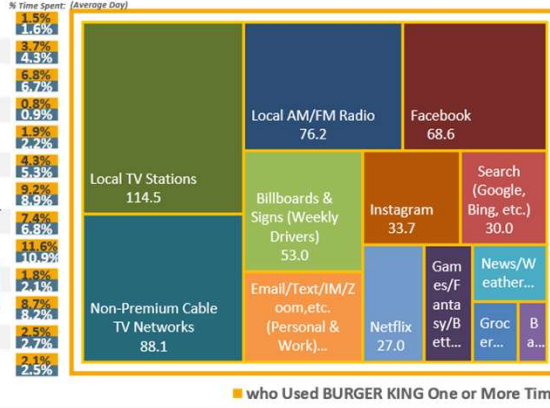
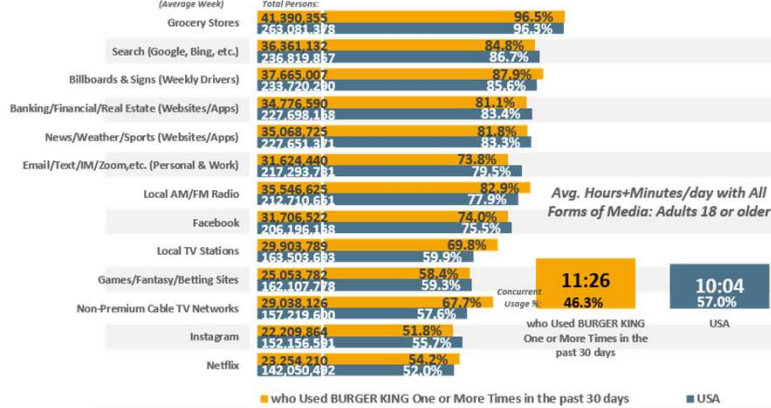




Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

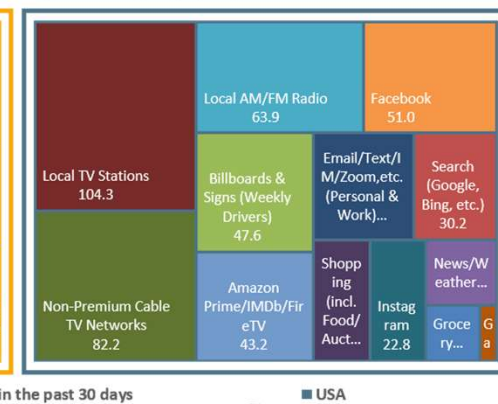
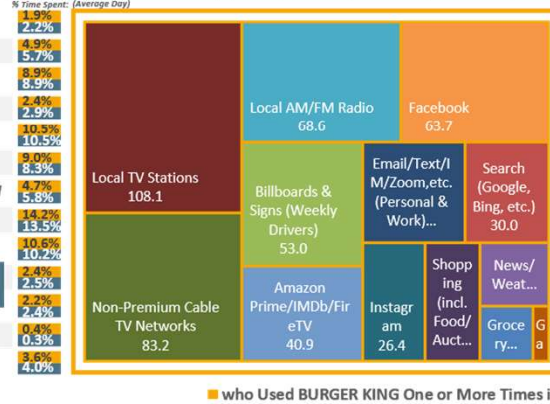
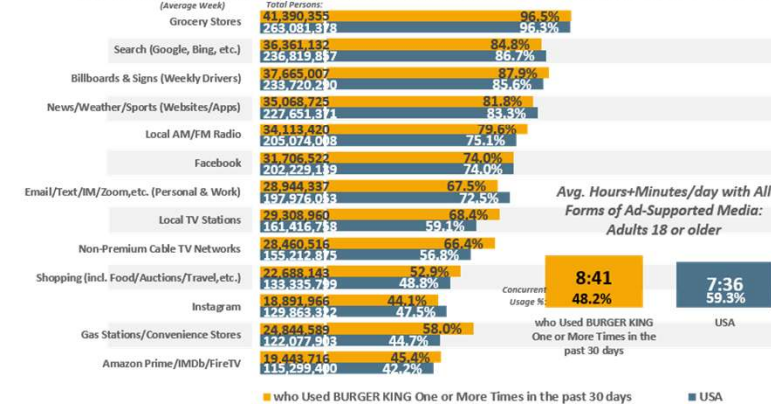
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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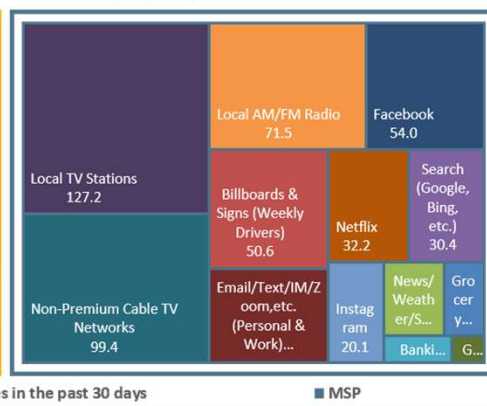
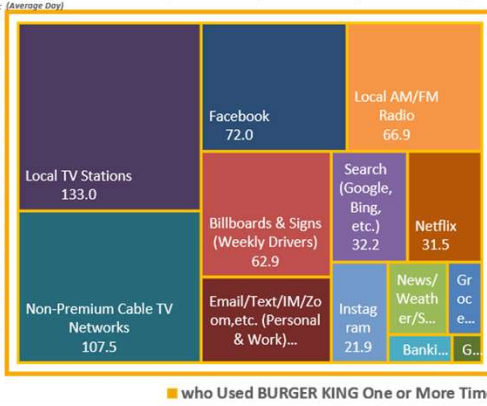
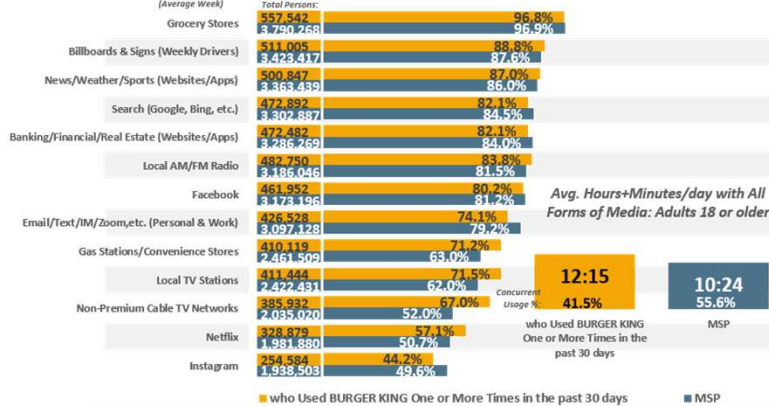
Quick service restaurants used past 30 days: Burger King



Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 57.1 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

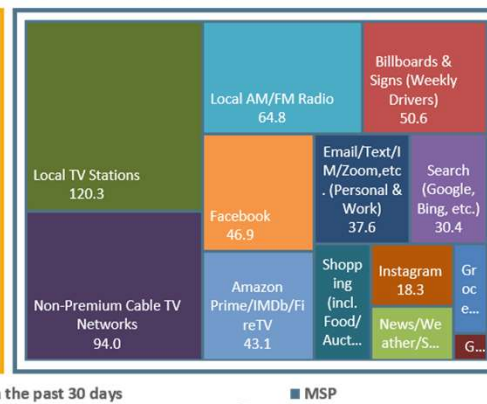
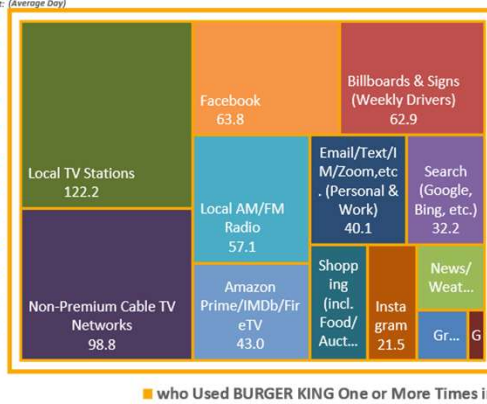
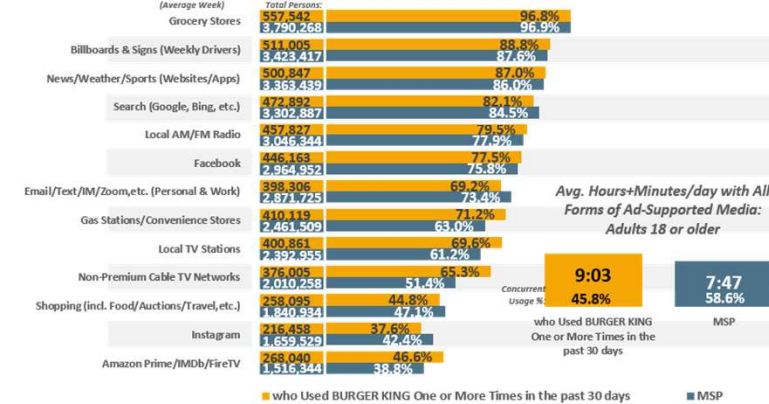
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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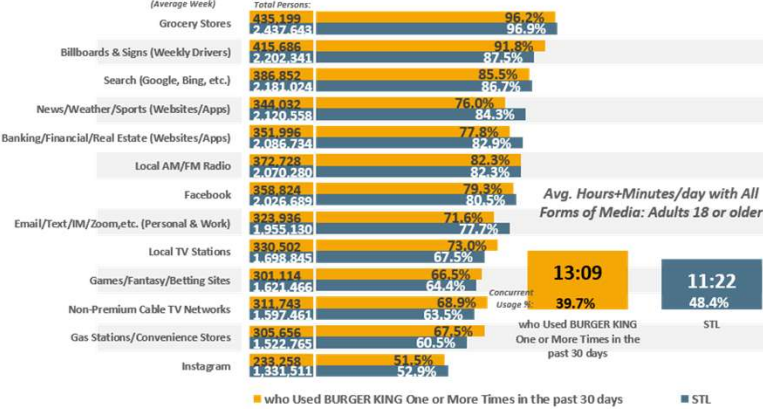
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

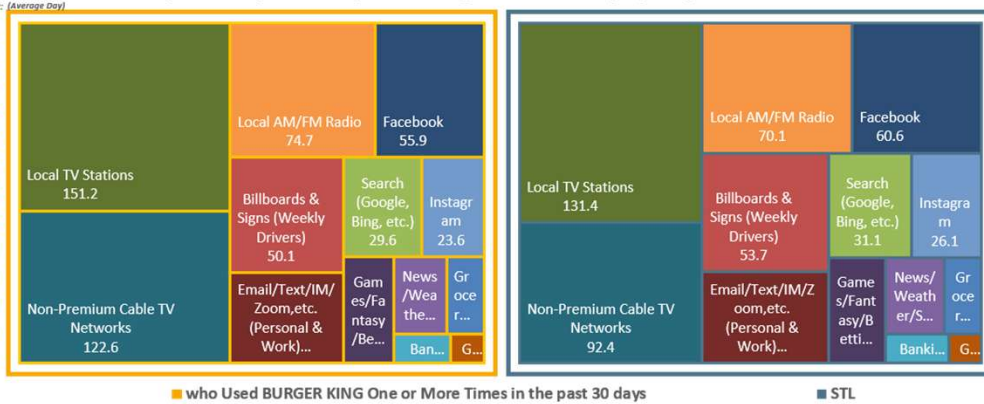


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 9 hours and 48 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 69.7 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

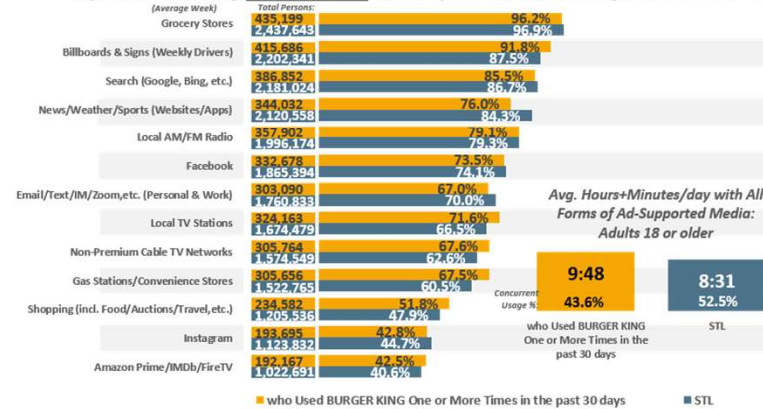
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



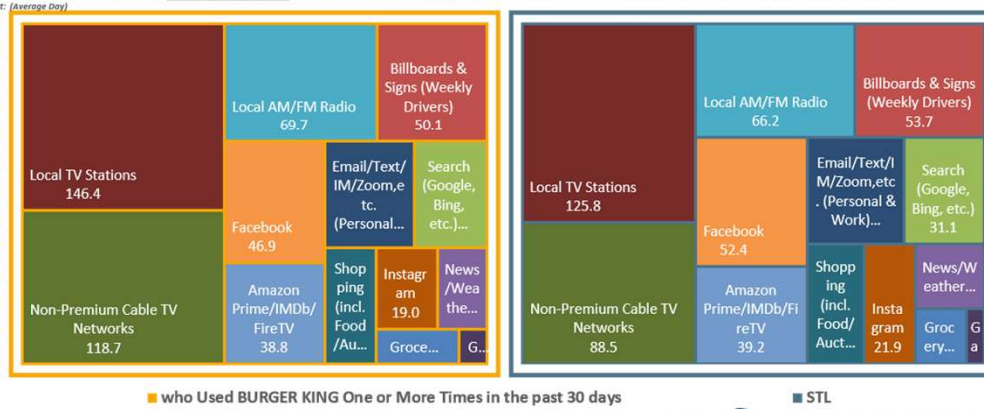
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 330
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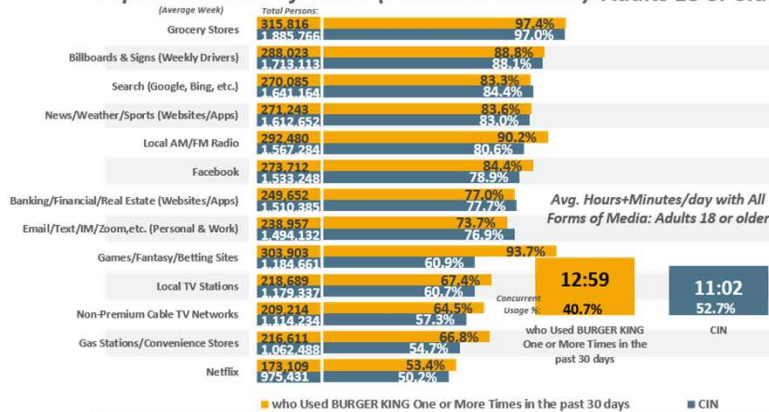
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

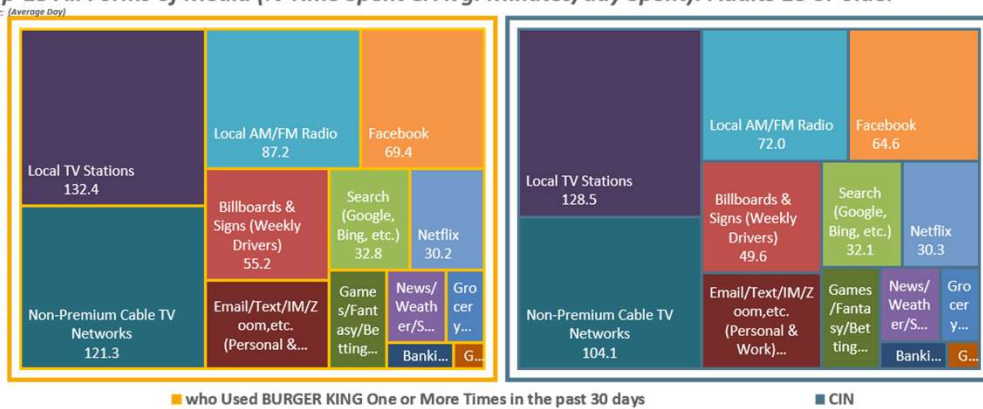


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 9 hours and 49 minutes each day with All Forms of Ad-Supported Media. 87.6% listen to Local AM/FM Radio for an avg. of 81.5 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

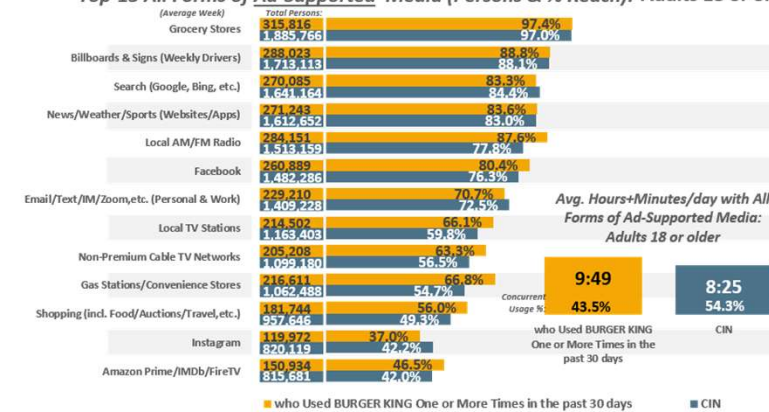
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



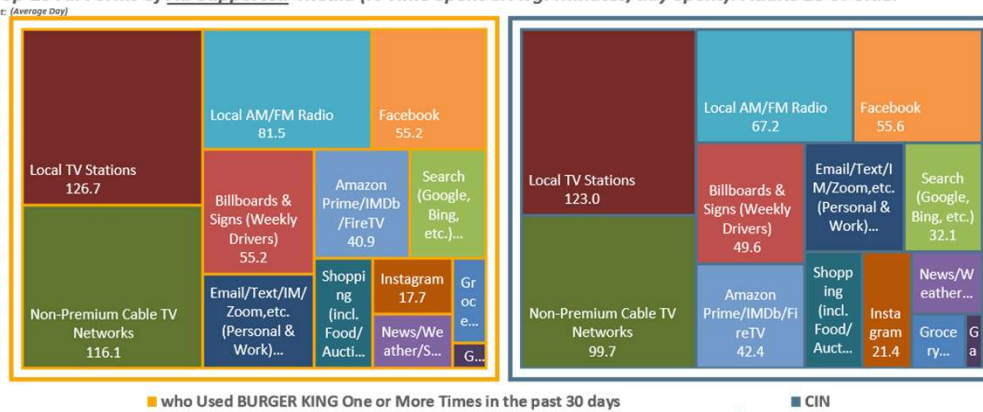
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



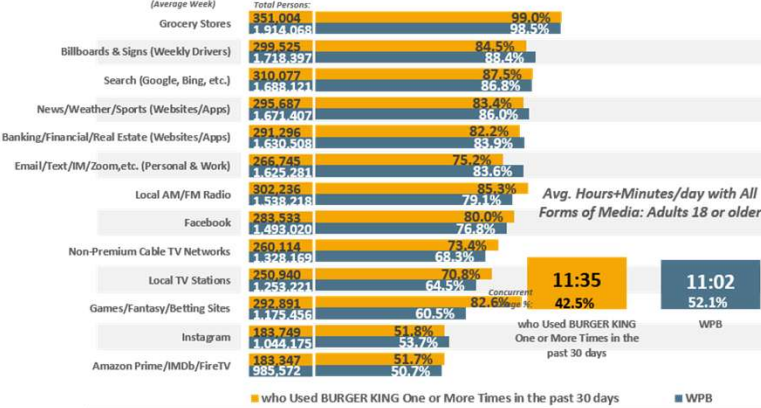
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



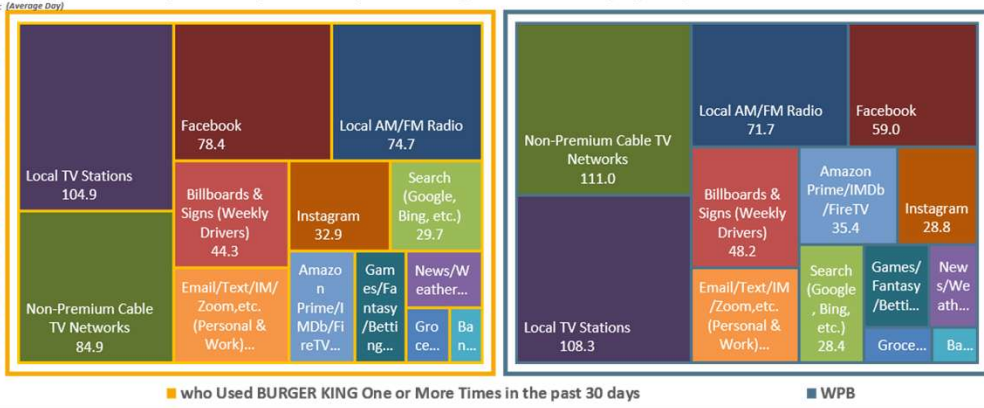


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

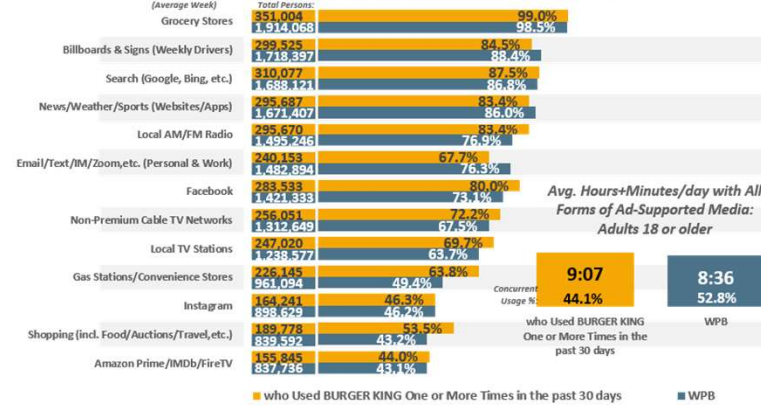
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



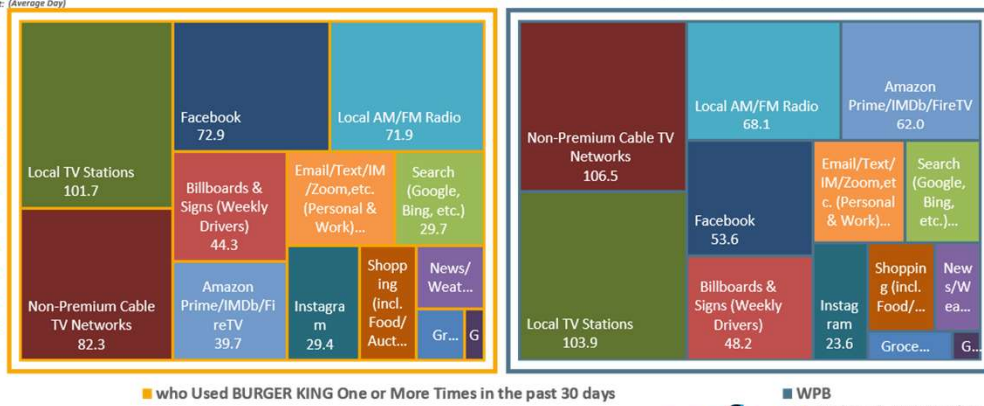
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 444
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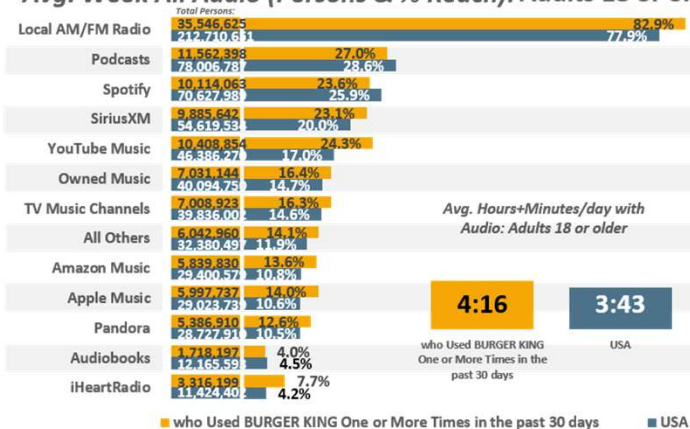
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

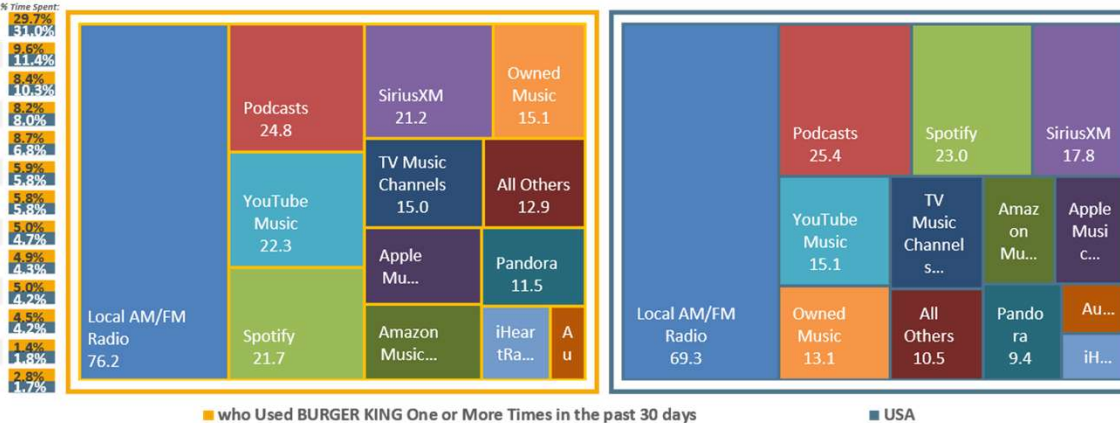


34,113,420 or 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

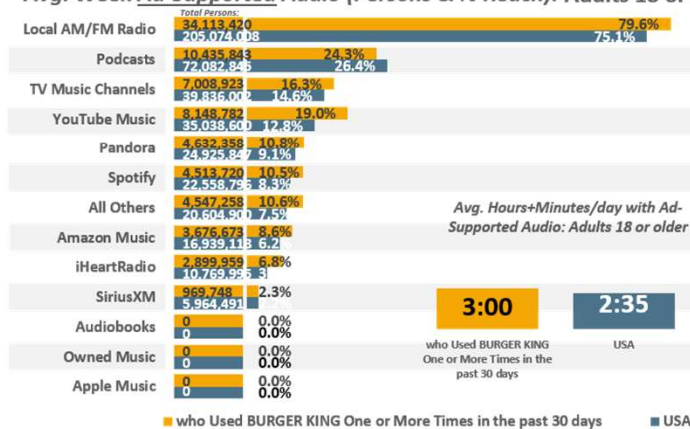
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



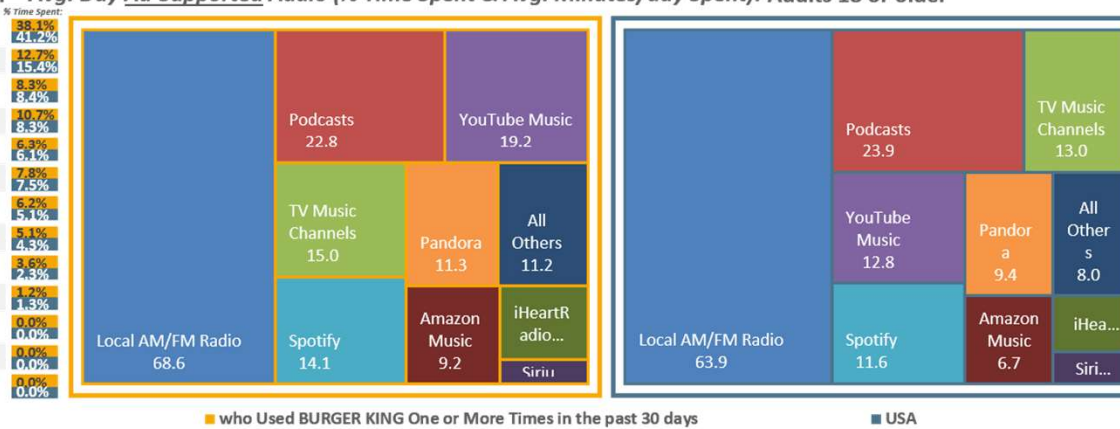
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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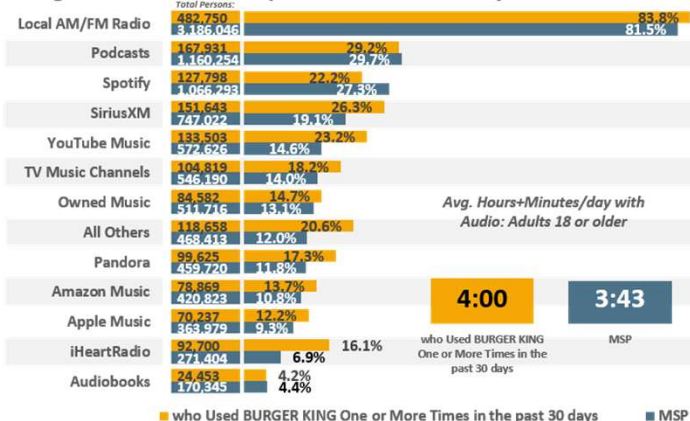
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

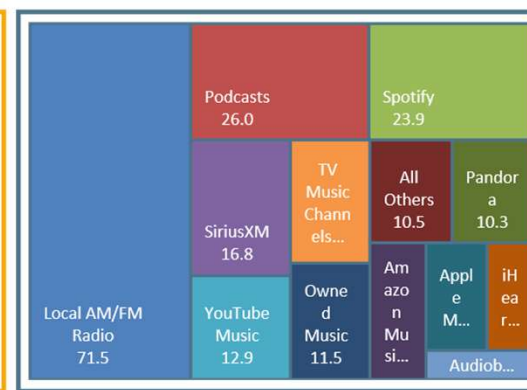
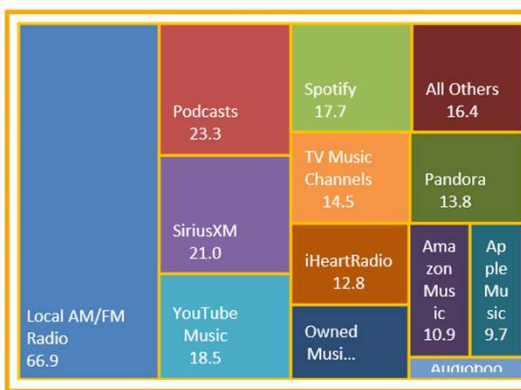


457,827 or 79.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.

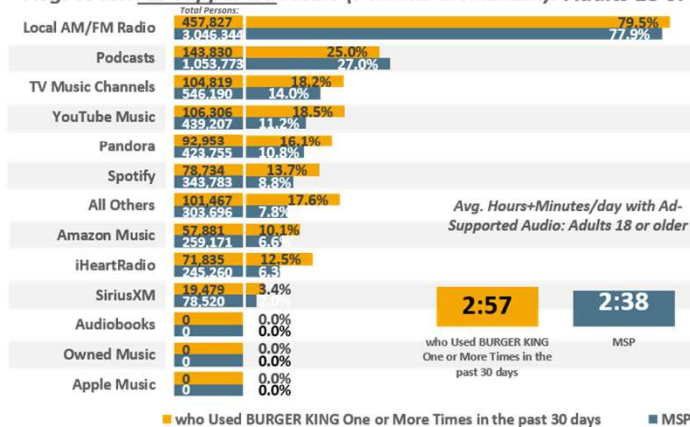
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



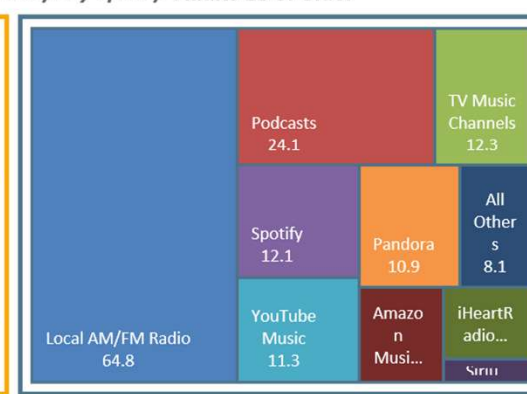
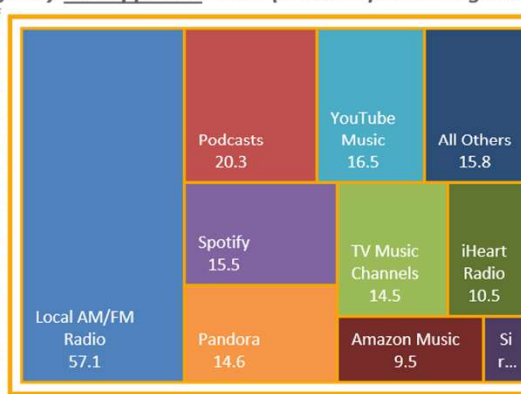
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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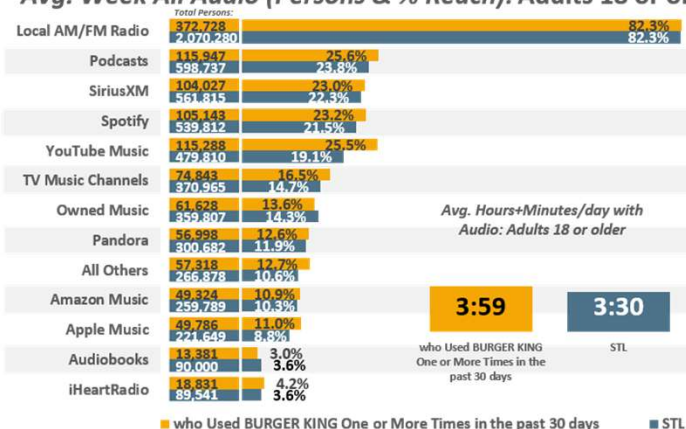
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Quick service restaurants used past 30 days: Burger King

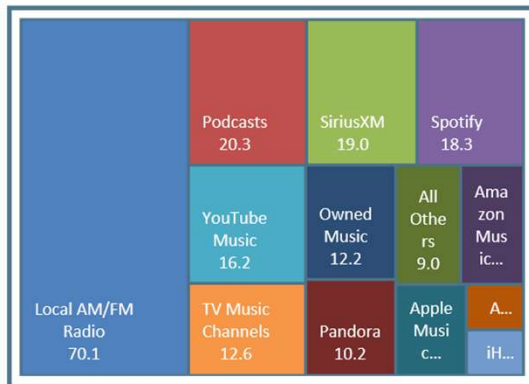
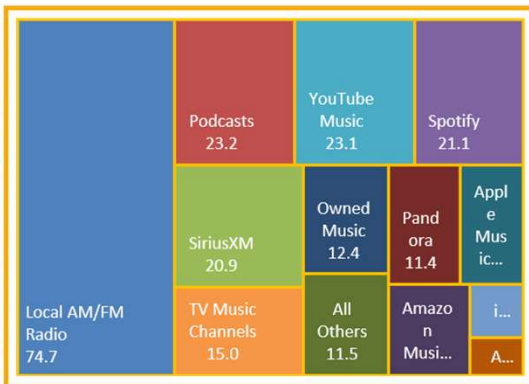


357,902 or 79.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

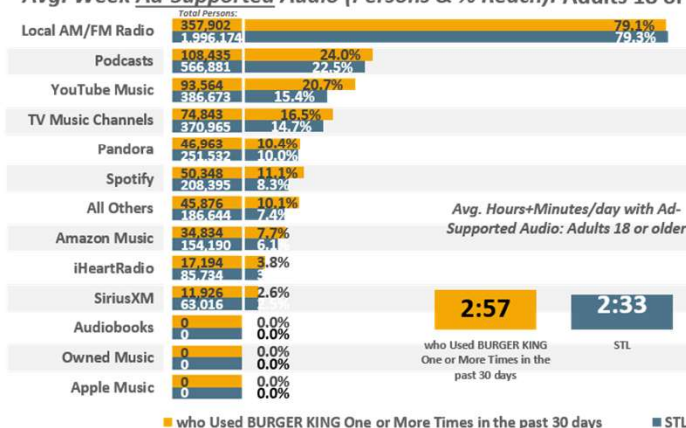
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



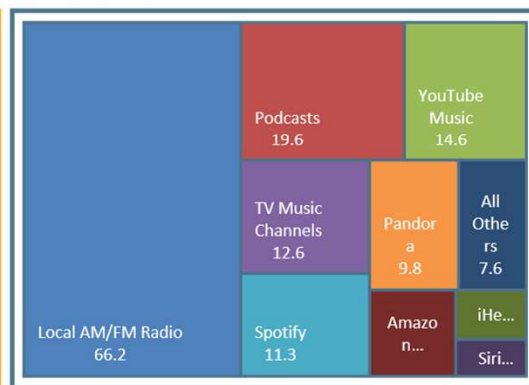
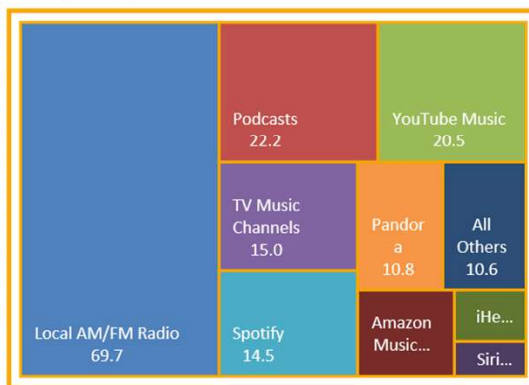
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 330
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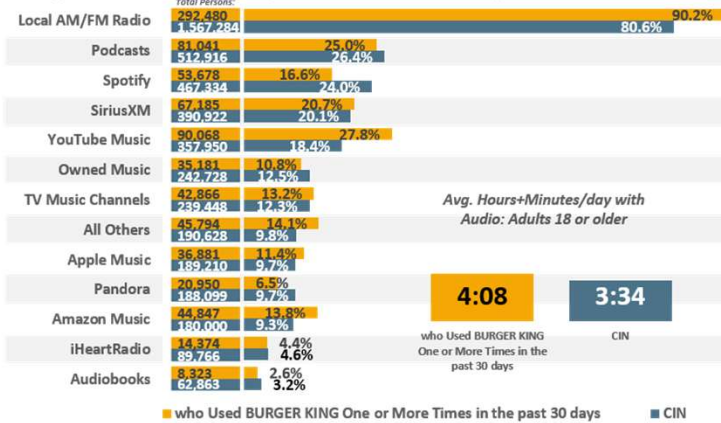
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

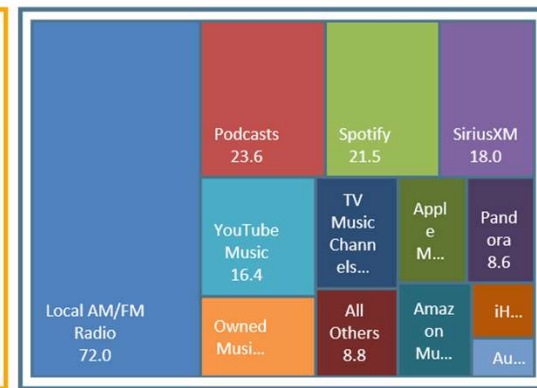
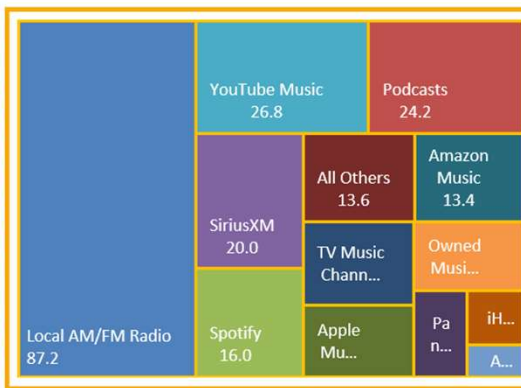


284,151 or 87.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 81.5 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

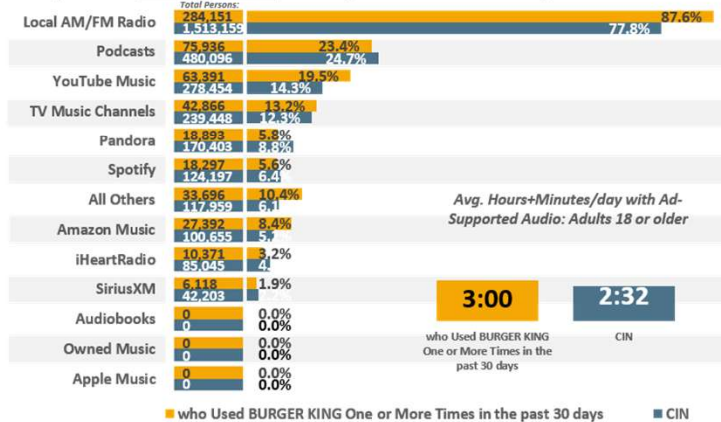
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



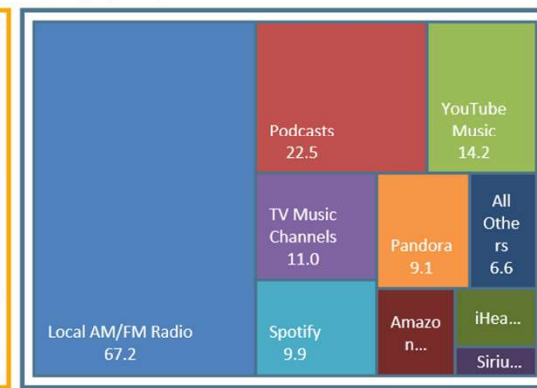
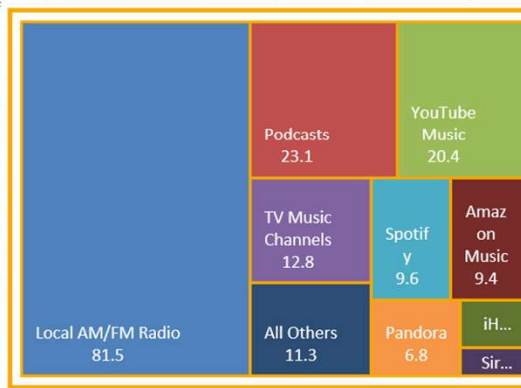
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



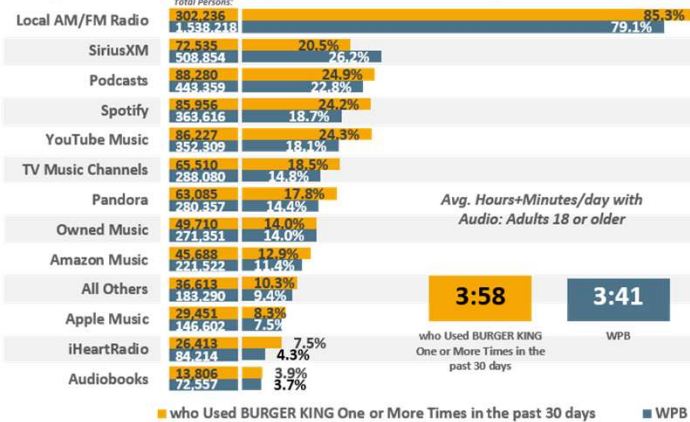
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



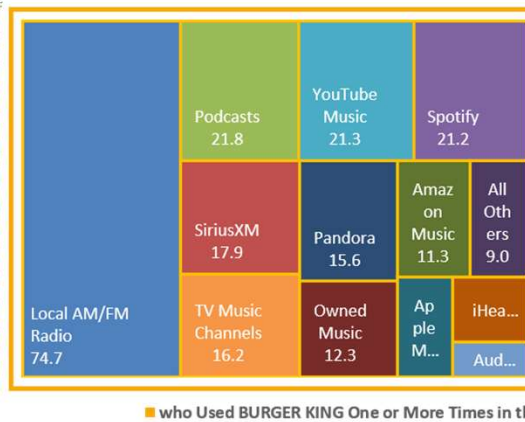


295,670 or 83.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

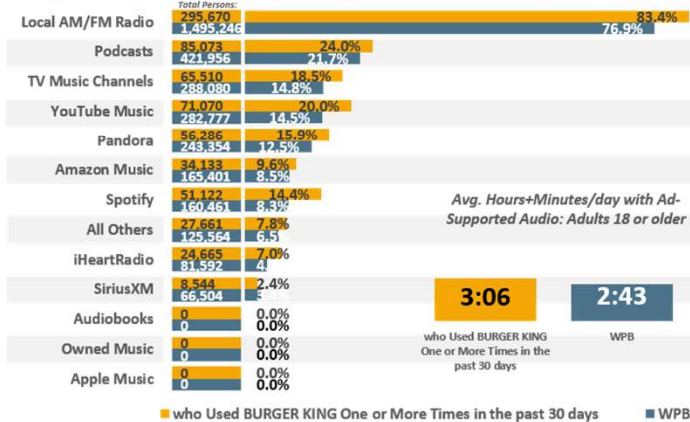
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



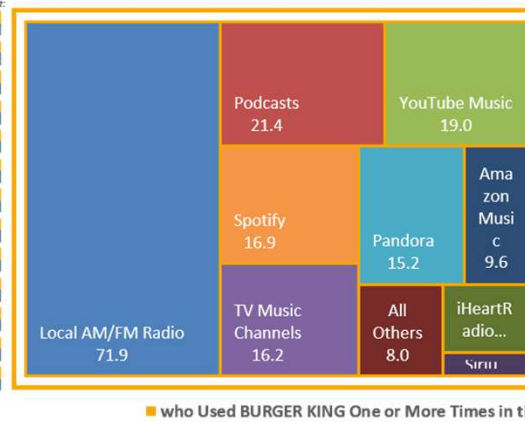
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

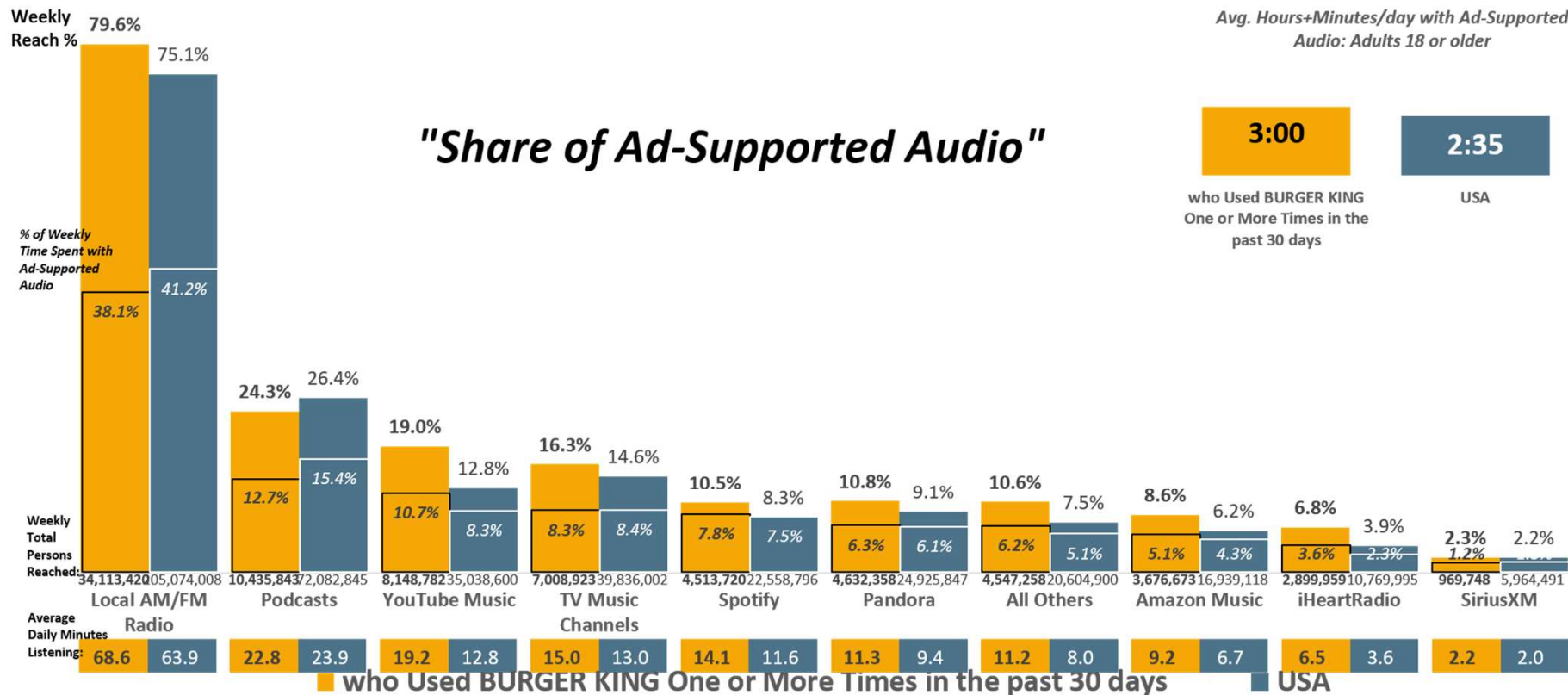


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



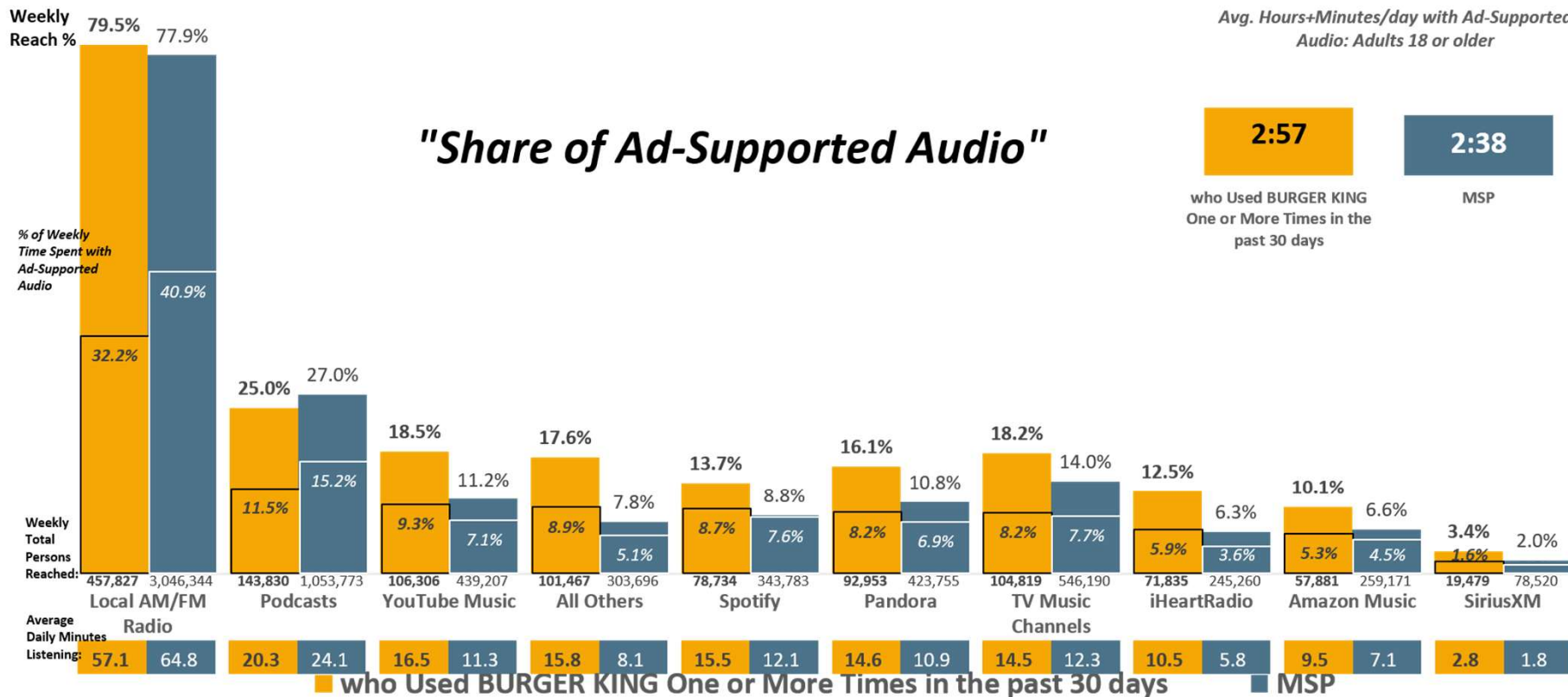


34,113,420 or 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.





457,827 or 79.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.1 minutes every day representing 32.2% of all time spent daily with Ad-Supported Audio.





357,902 or 79.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

79.1% 79.3%

% of Weekly Time Spent with Ad-Supported Audio

39.2% 43.2%

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

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

2:57

2:33

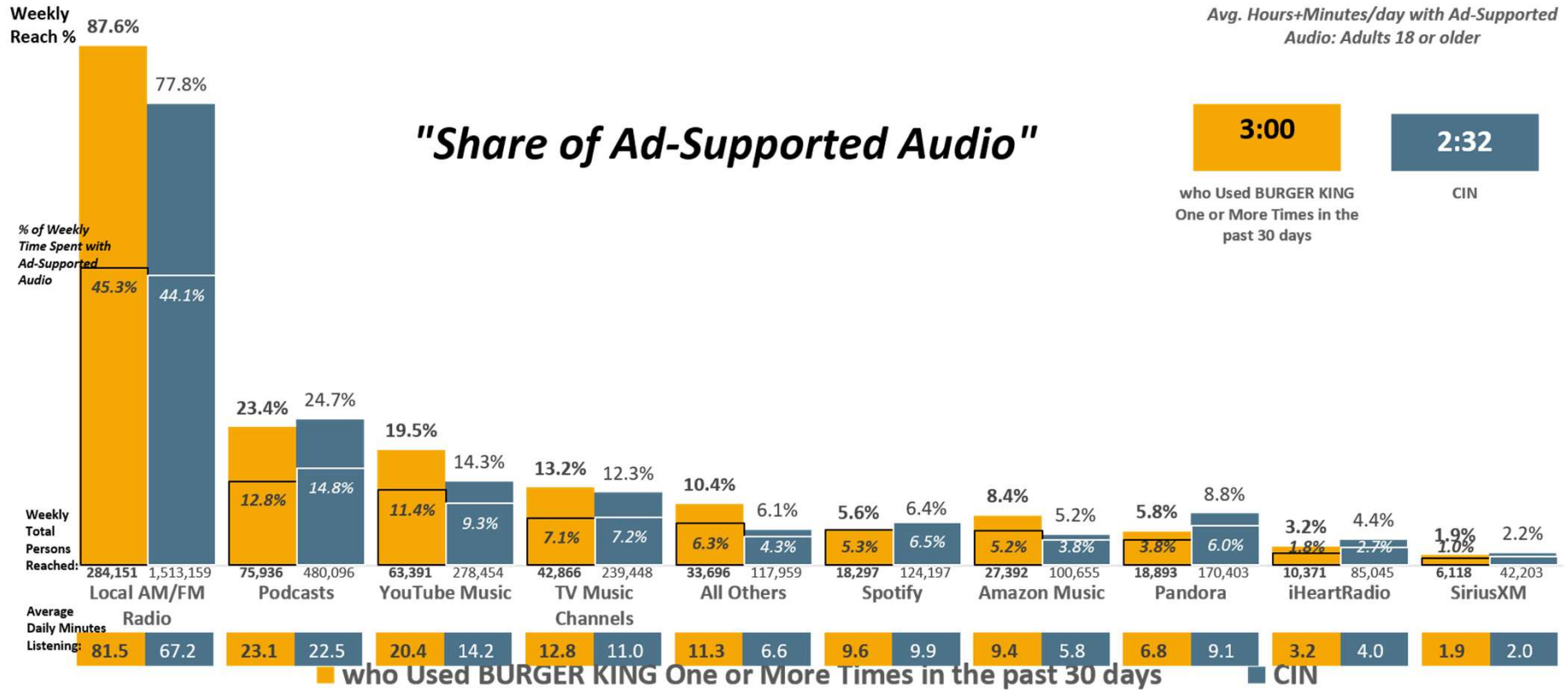
who Used BURGER KING One or More Times in the past 30 days

STL



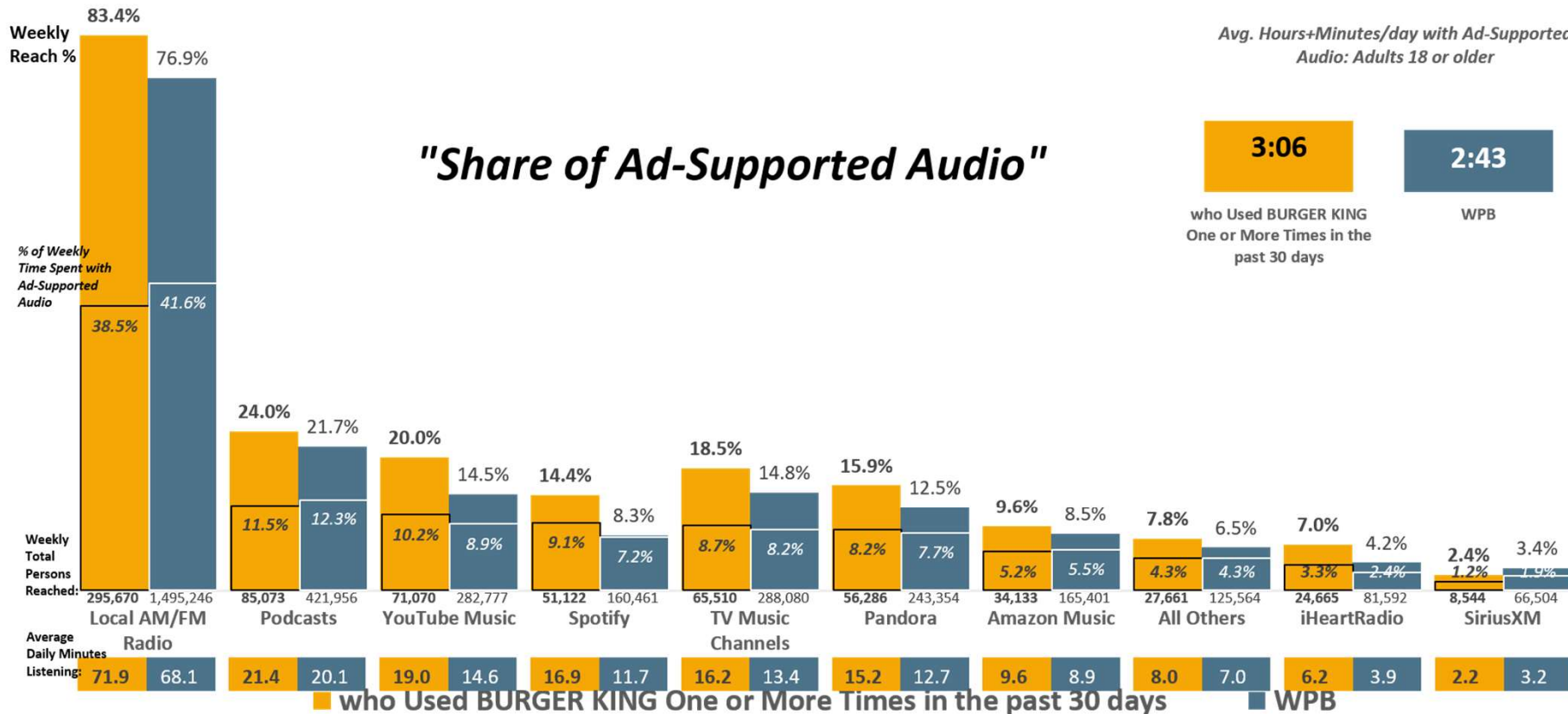


284,151 or 87.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 81.5 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.





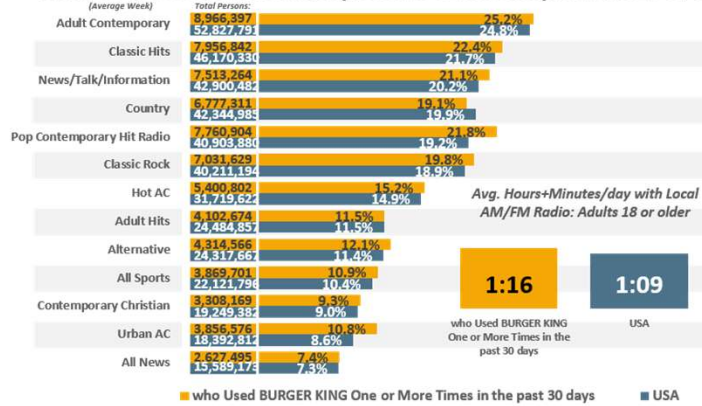
295,670 or 83.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



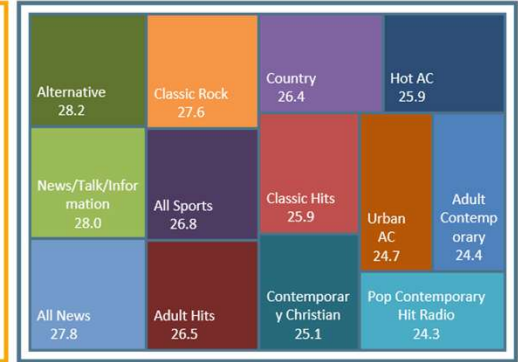
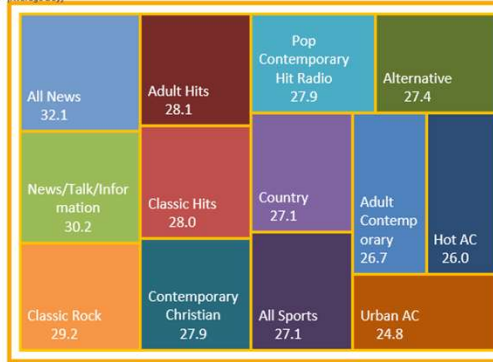


34,113,420 or 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

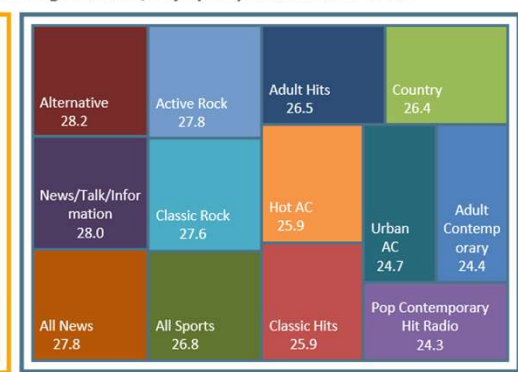
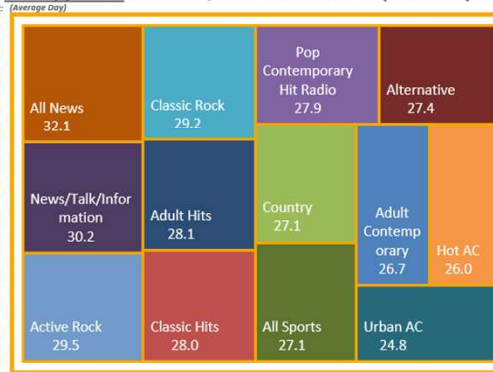
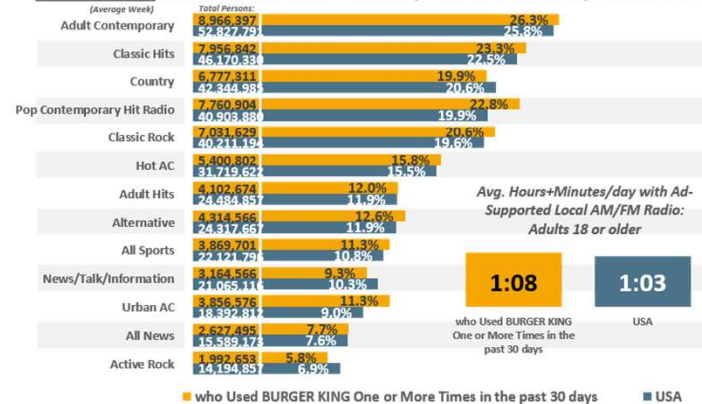
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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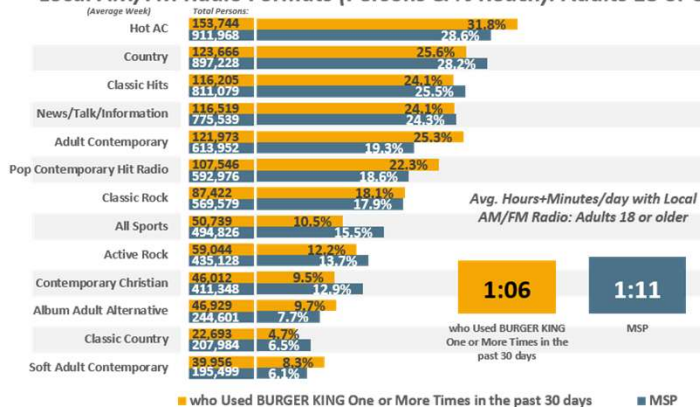
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Quick service restaurants used past 30 days: Burger King

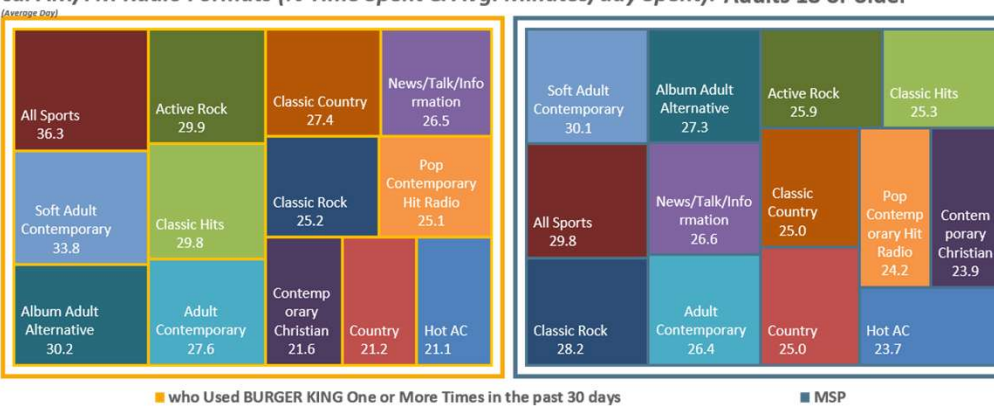


457,827 or 79.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

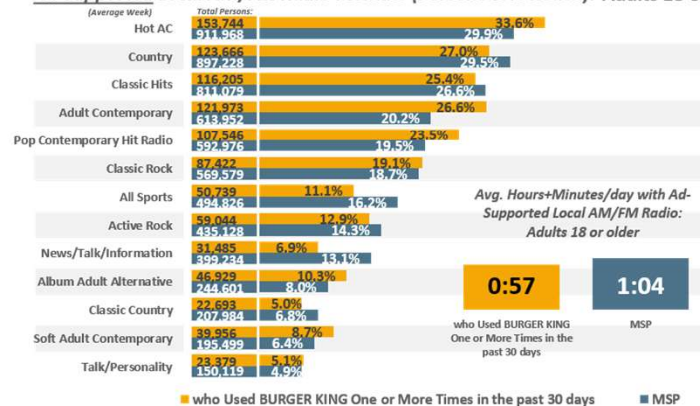
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



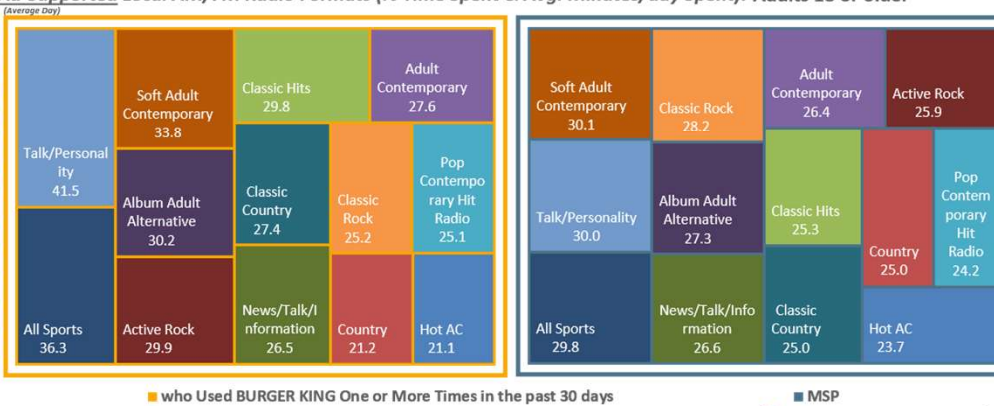
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



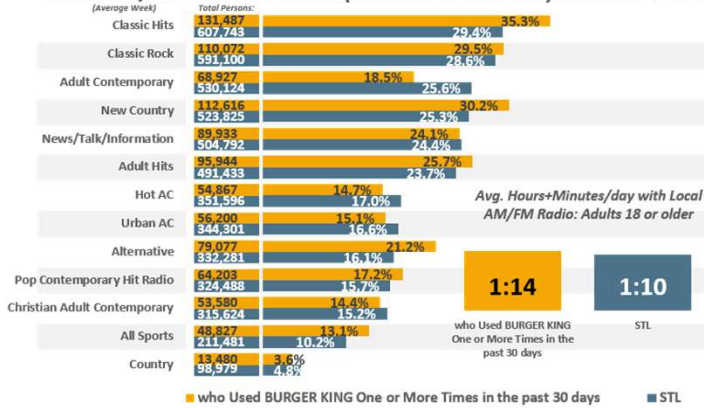
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



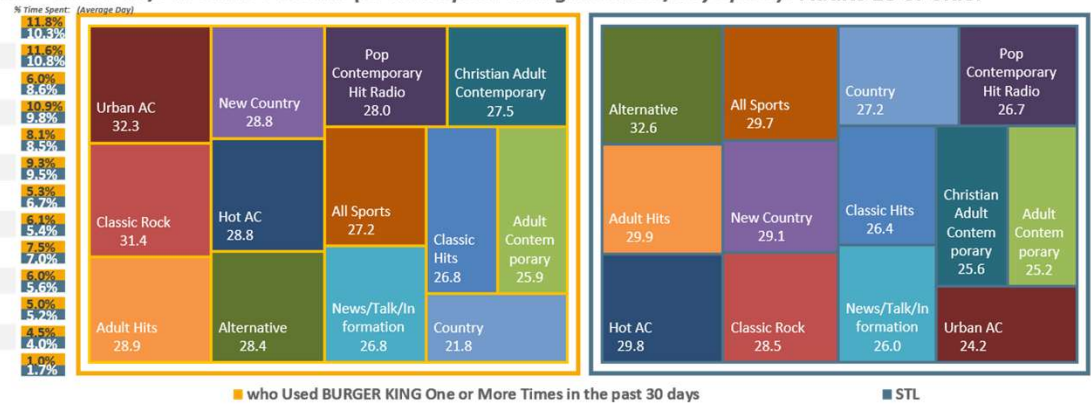


357,902 or 79.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Classic Rock, Adult Hits, and Alternative.

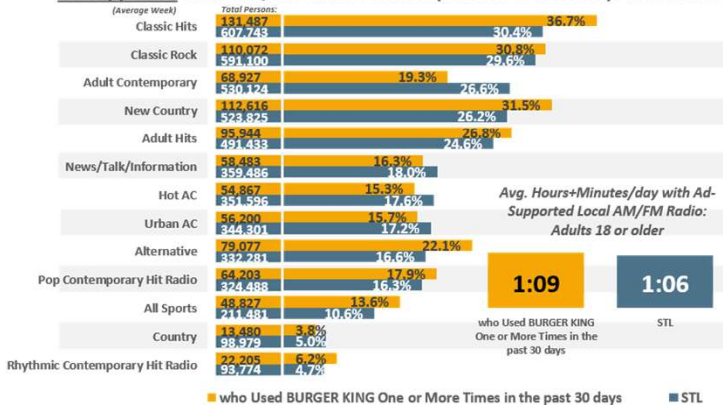
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



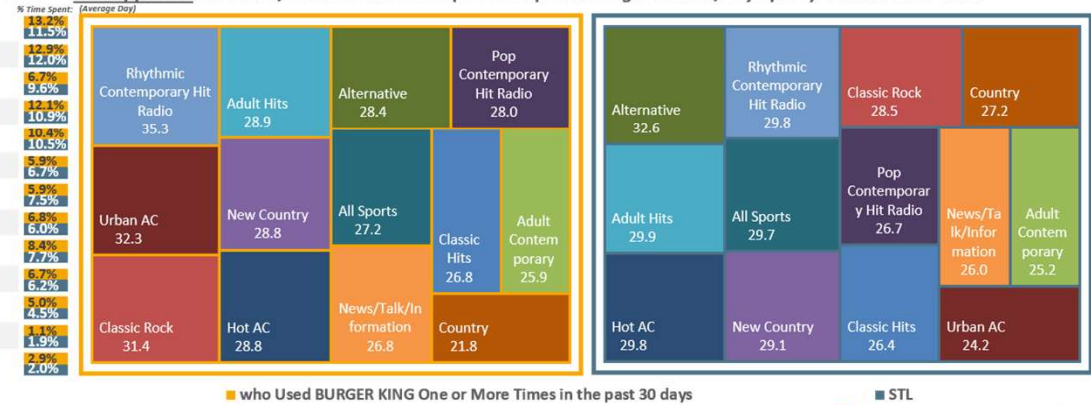
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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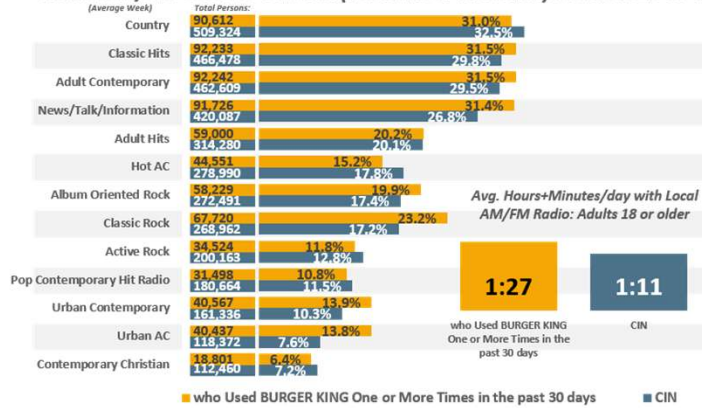
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Quick service restaurants used past 30 days: Burger King

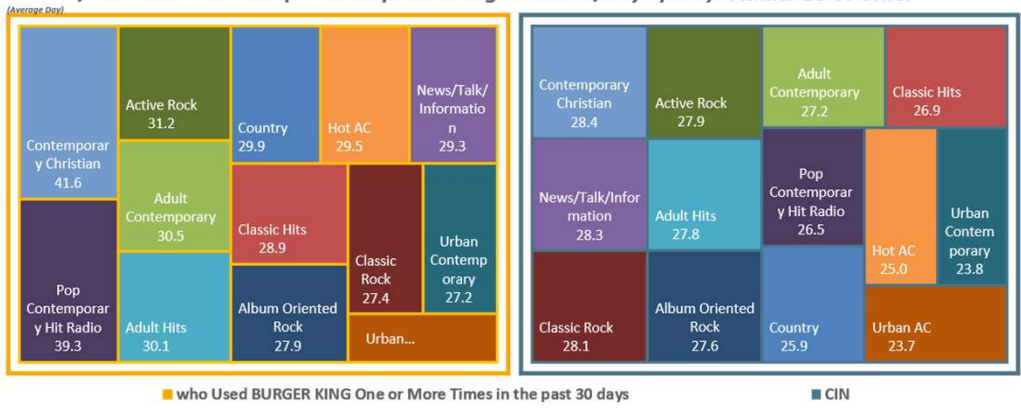


284,151 or 87.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, News/Talk/Information, and Classic Rock.

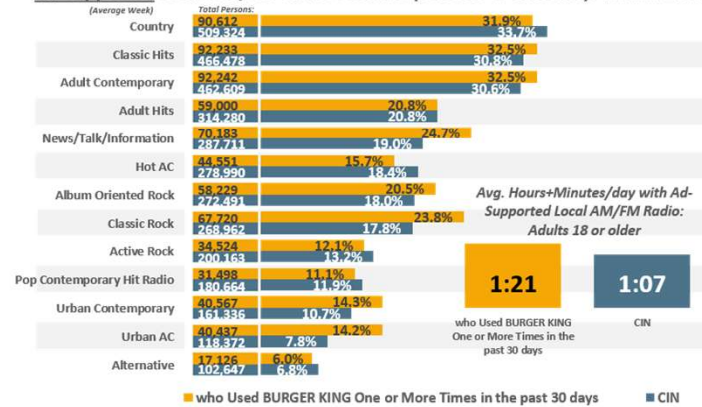
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



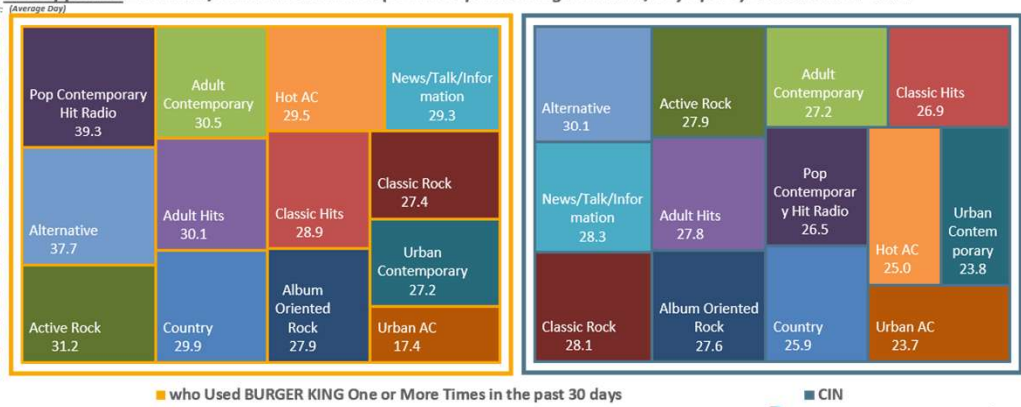
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



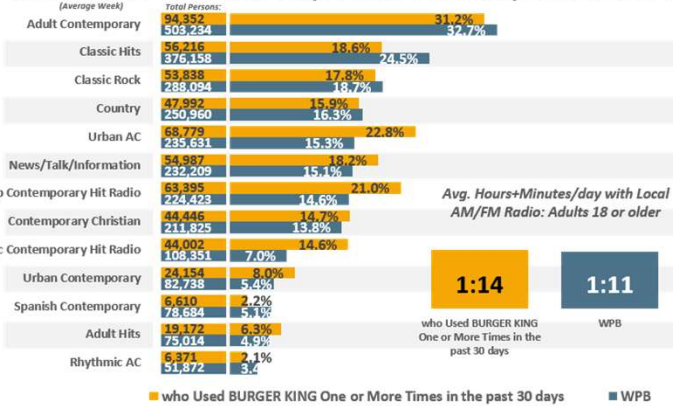
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



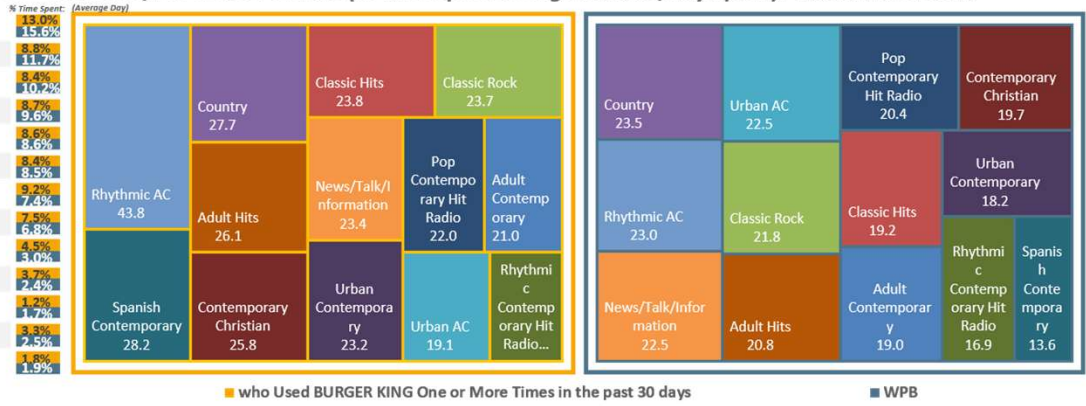


295,670 or 83.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

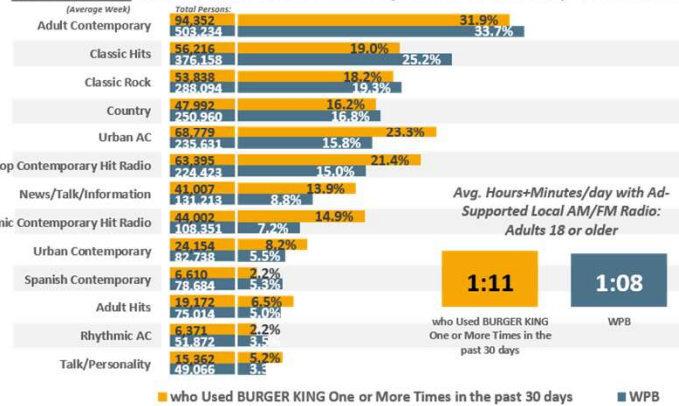
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



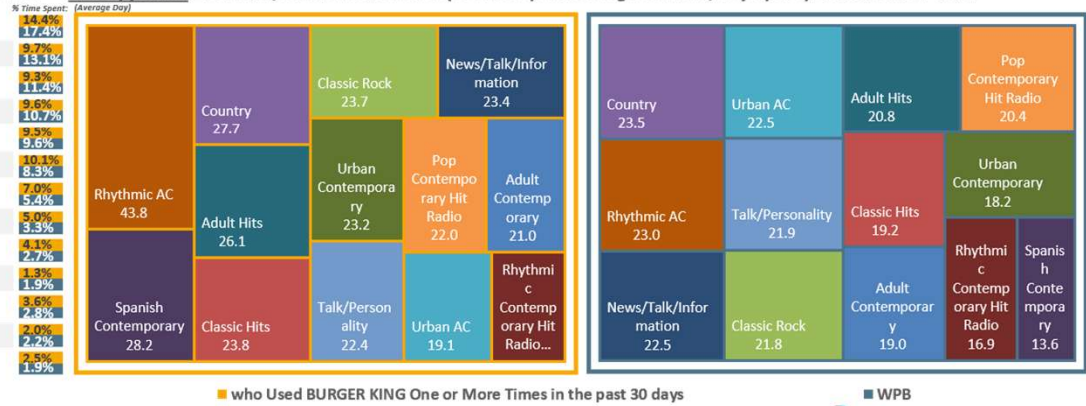
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

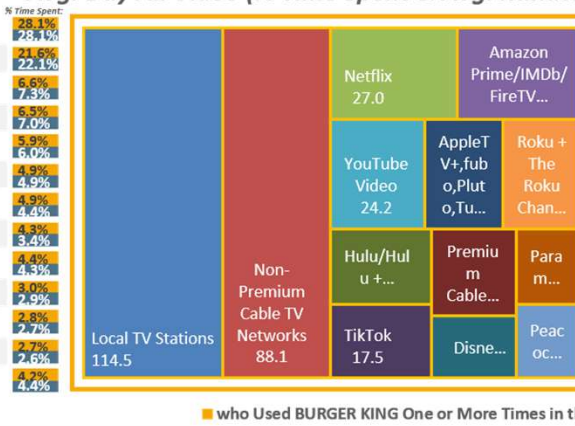
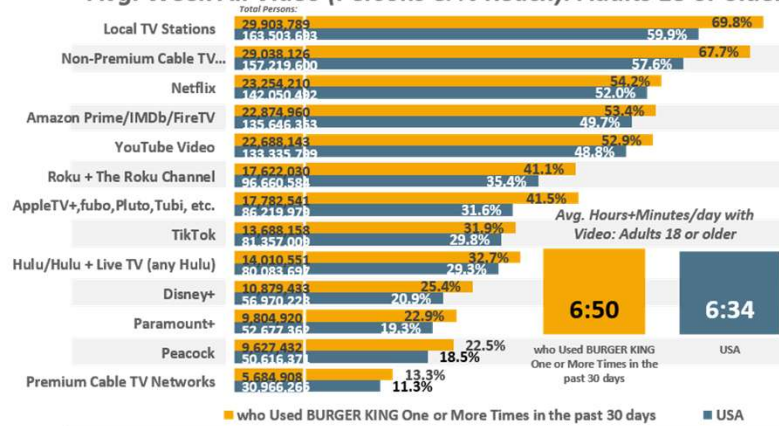




29,308,960 or 68.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

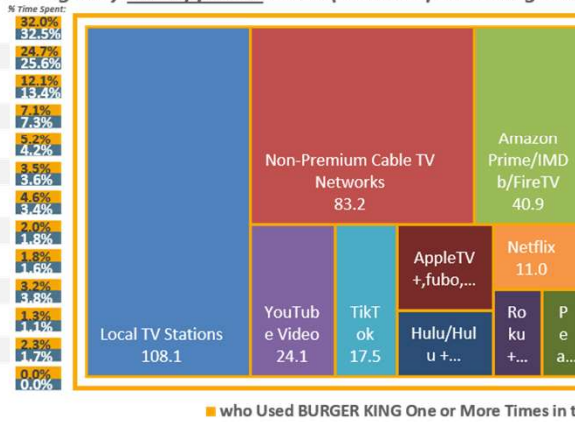
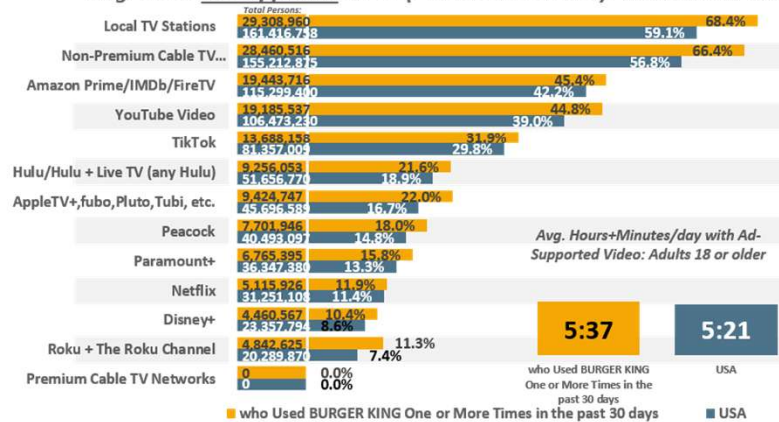
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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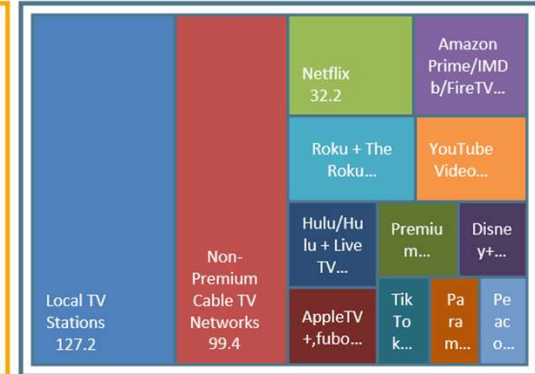
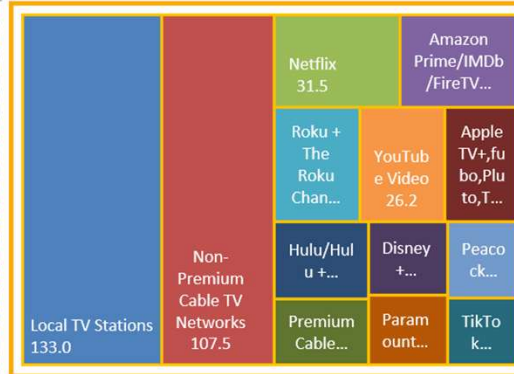
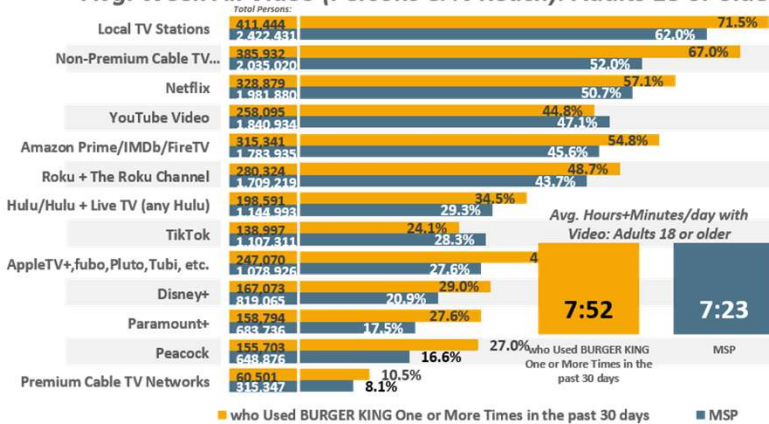
Quick service restaurants used past 30 days: Burger King



400,861 or 69.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

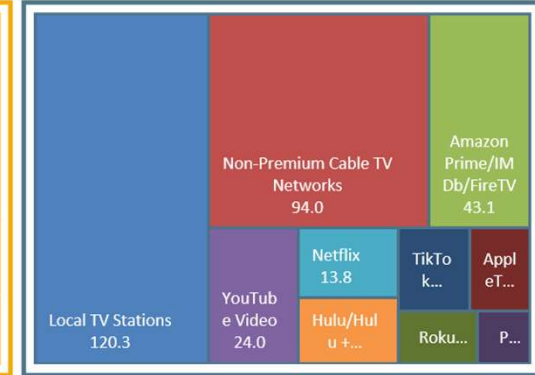
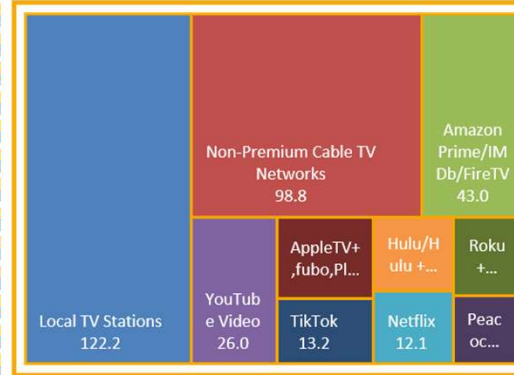
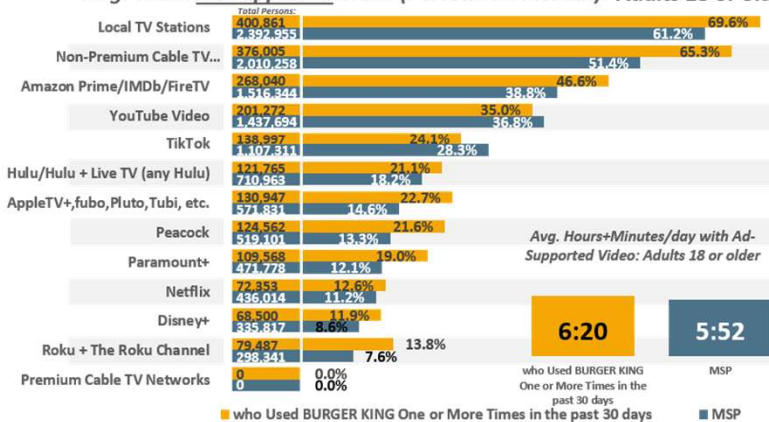
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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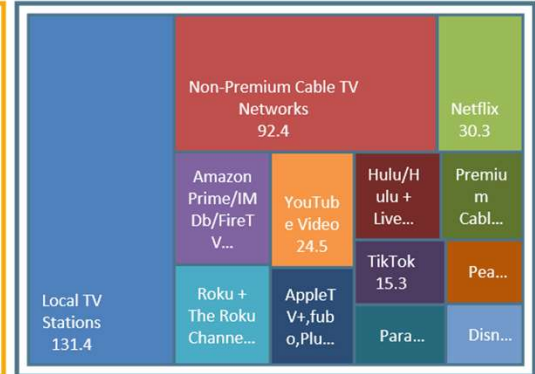
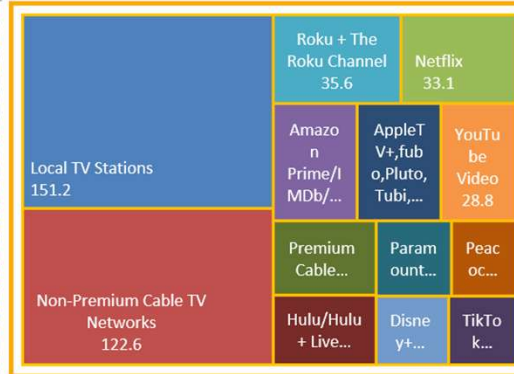
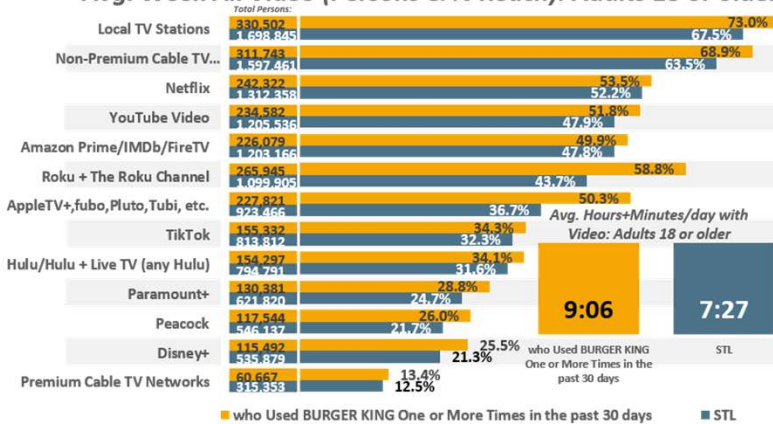
Quick service restaurants used past 30 days: Burger King



324,163 or 71.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

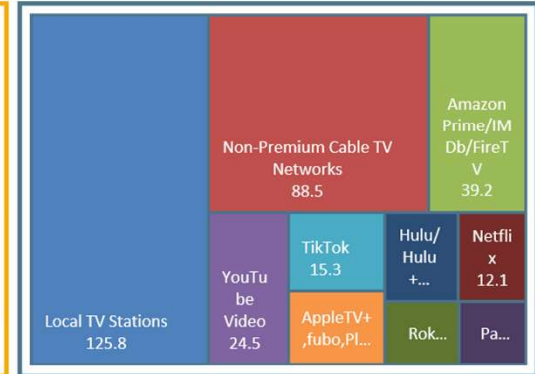
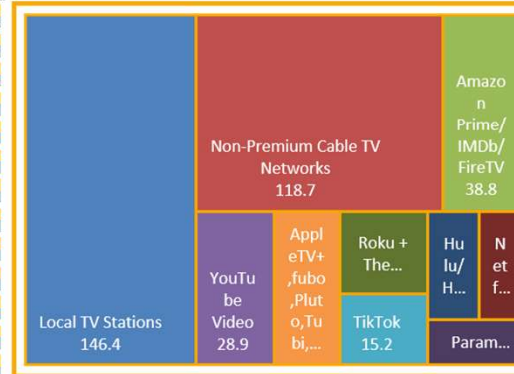
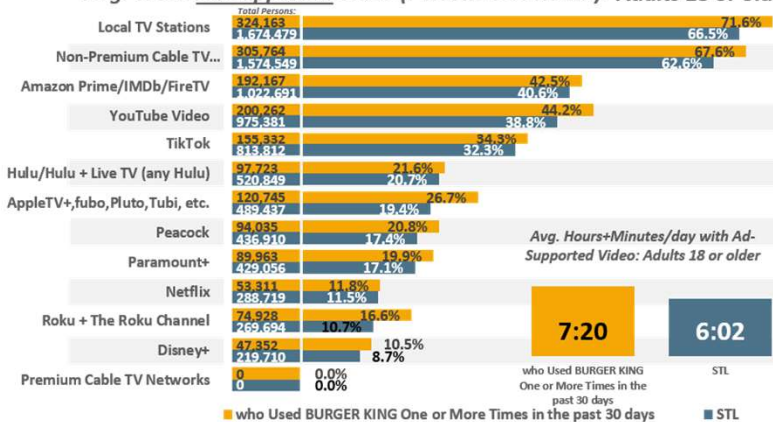
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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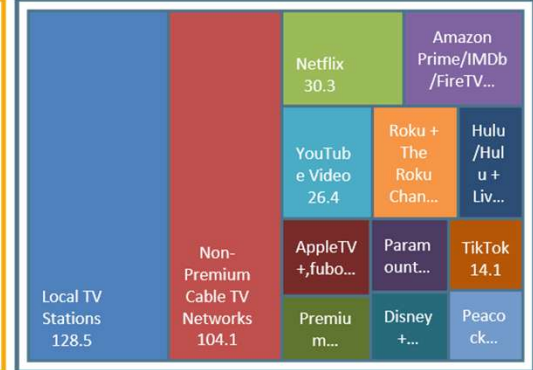
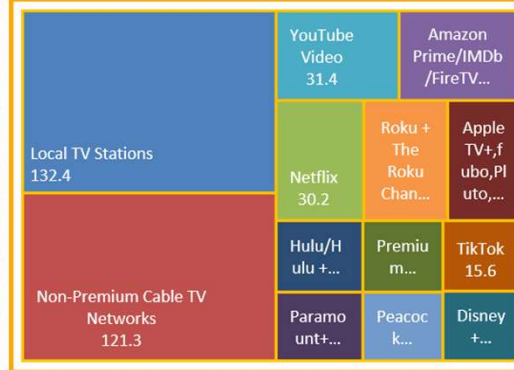
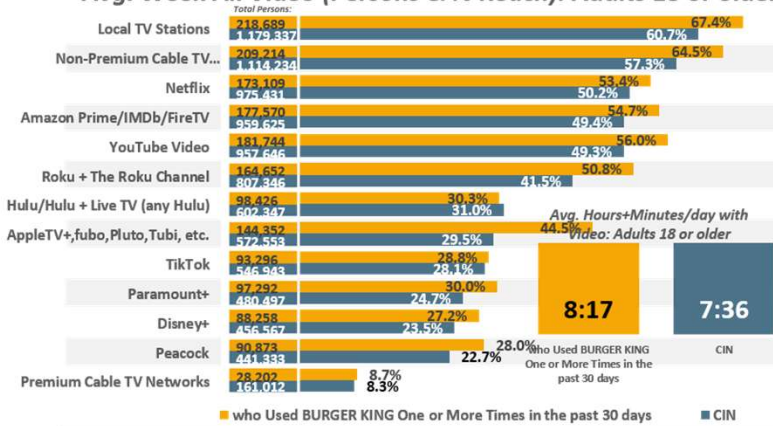
Quick service restaurants used past 30 days: Burger King



214,502 or 66.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 126.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

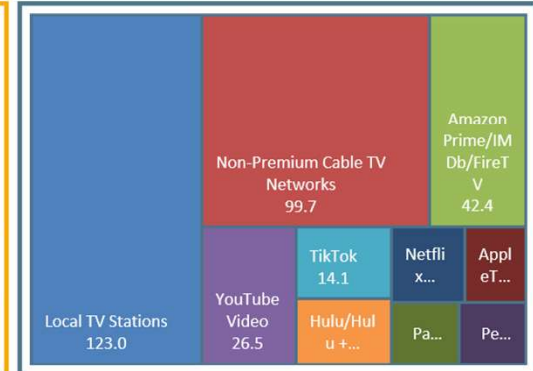
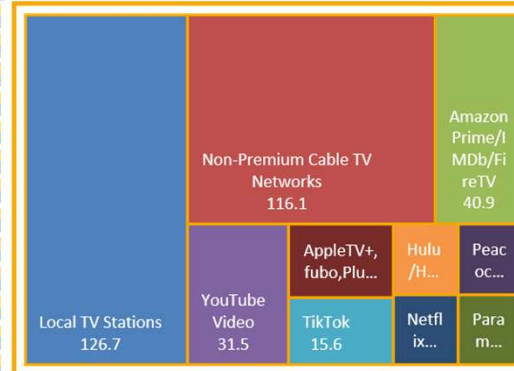
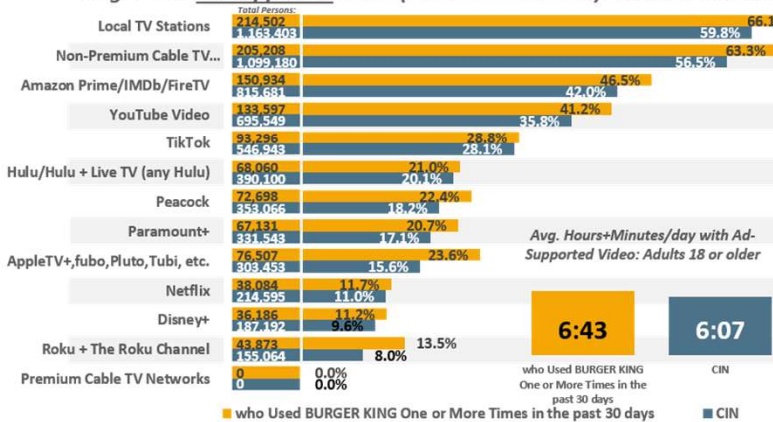
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 319
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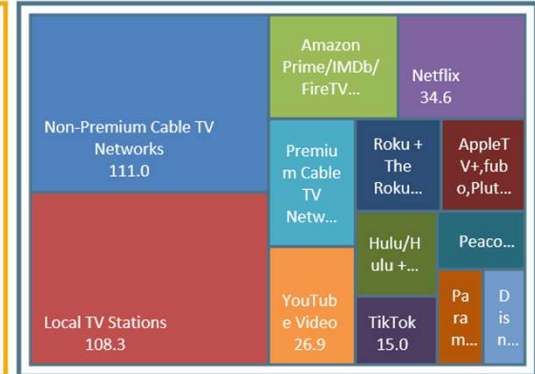
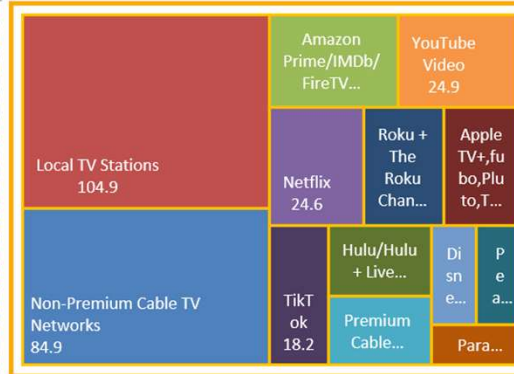
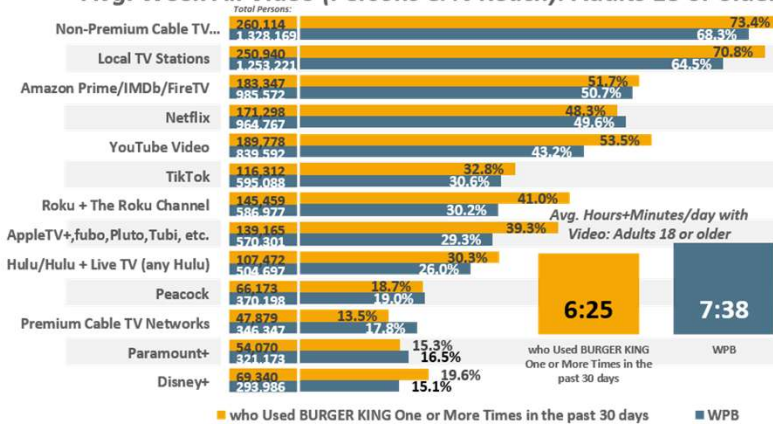
Quick service restaurants used past 30 days: Burger King



247,020 or 69.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

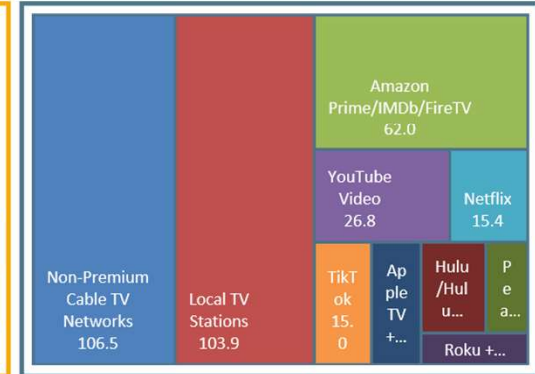
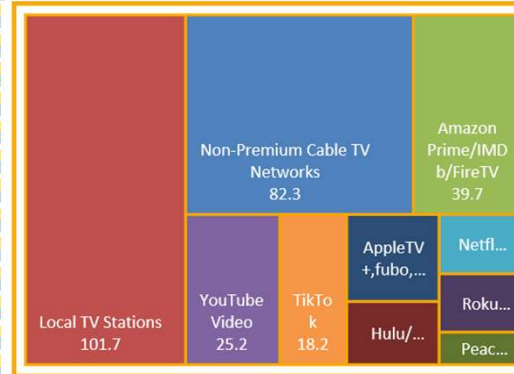
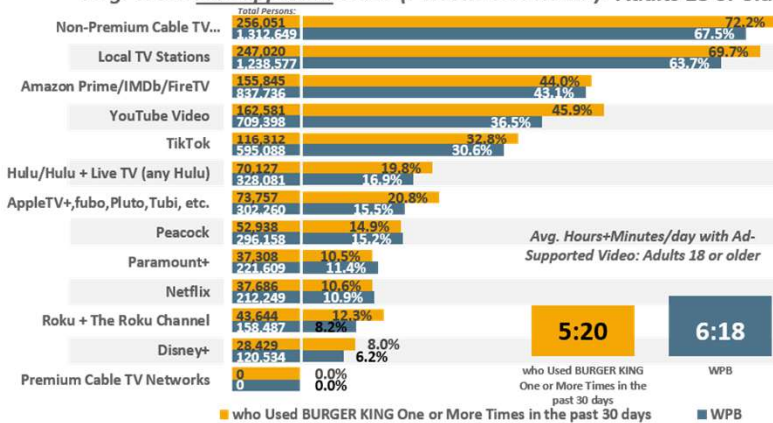
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 444
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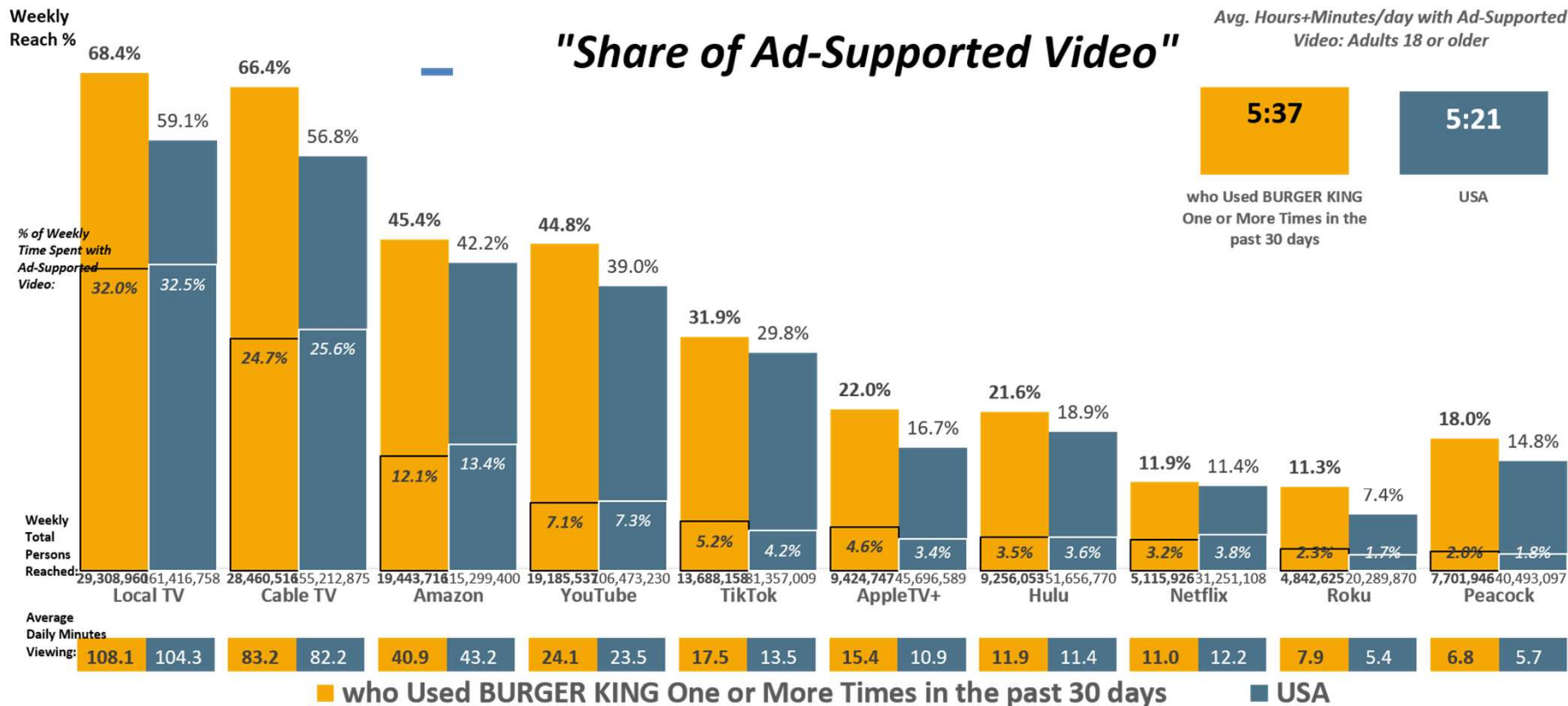
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



29,308,960 or 68.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

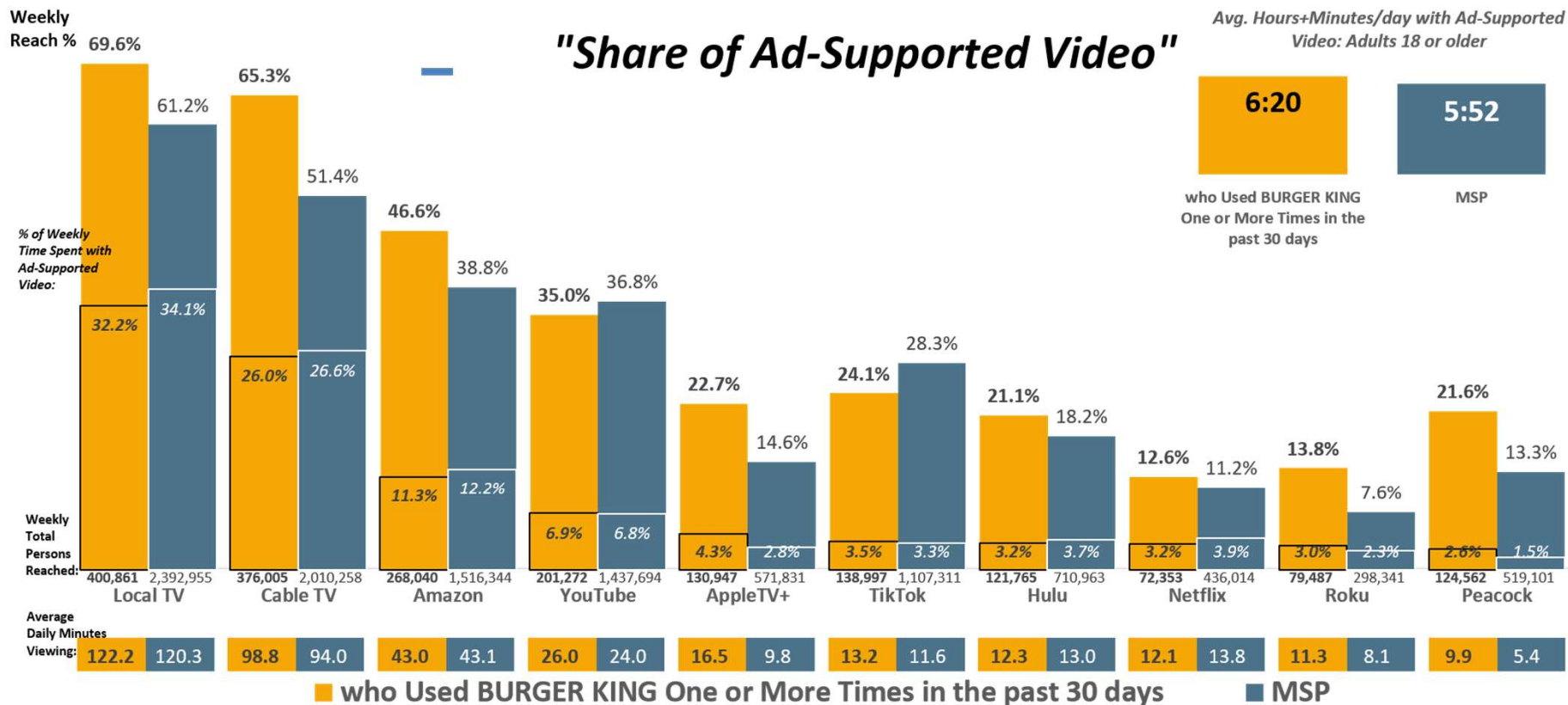
"Share of Ad-Supported Video"





400,861 or 69.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

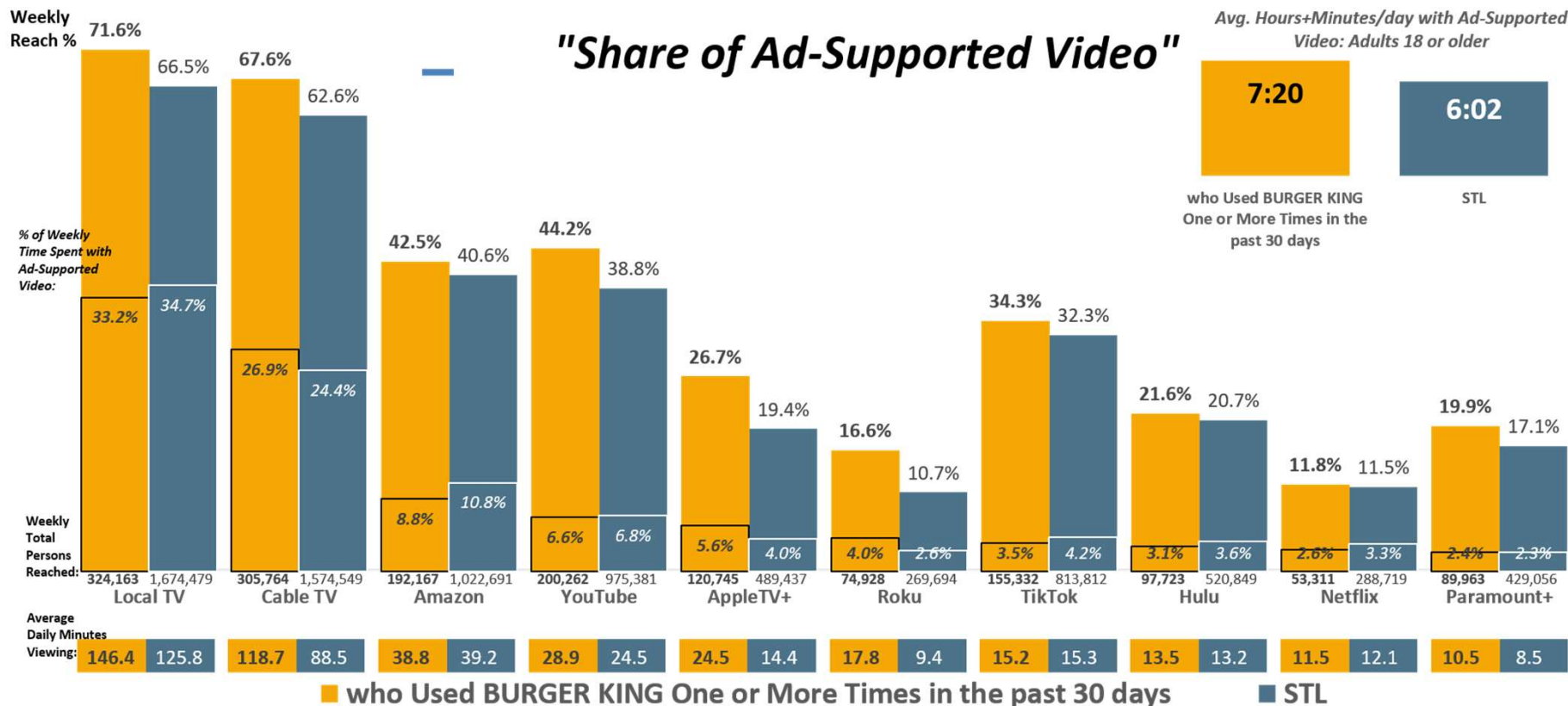
"Share of Ad-Supported Video"





324,163 or 71.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

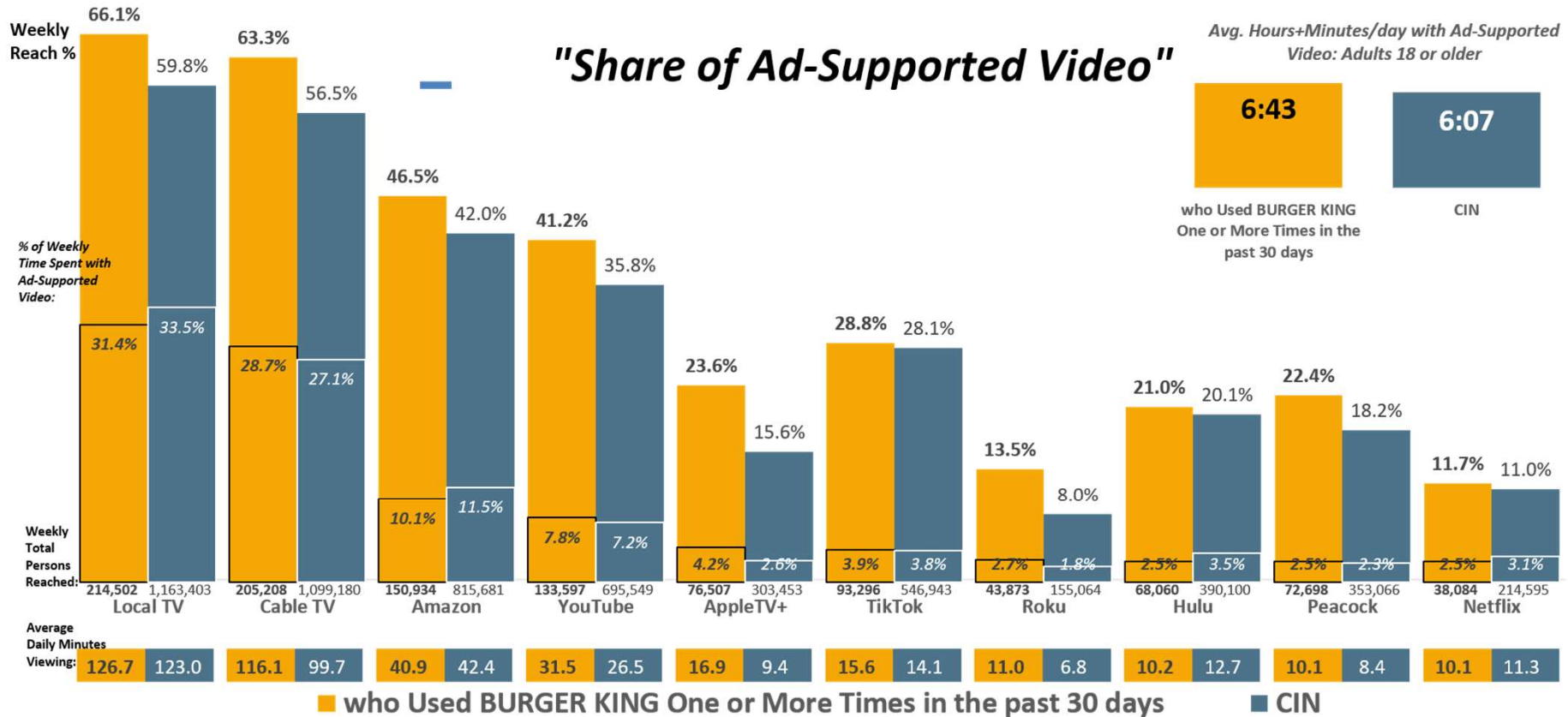
"Share of Ad-Supported Video"





214,502 or 66.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 126.7 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

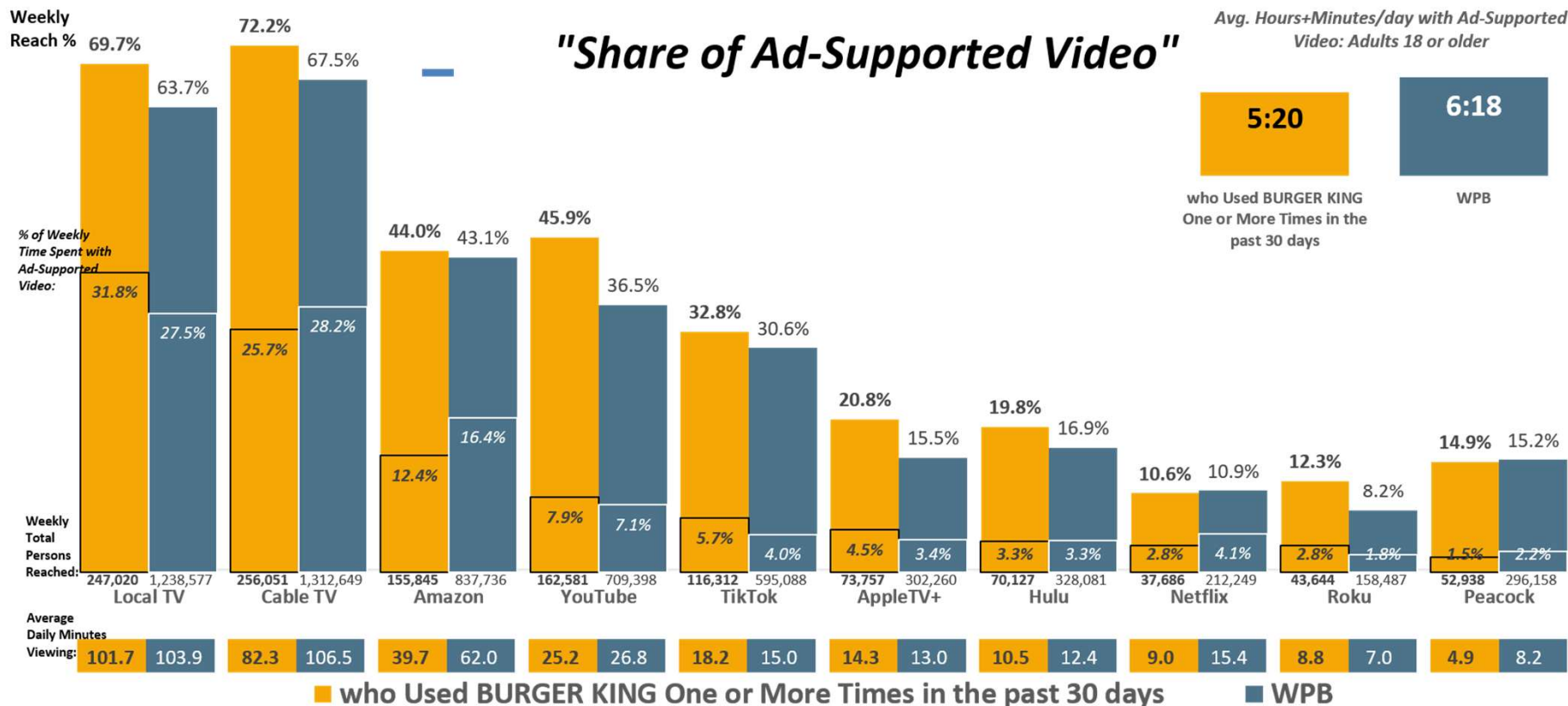
"Share of Ad-Supported Video"





247,020 or 69.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

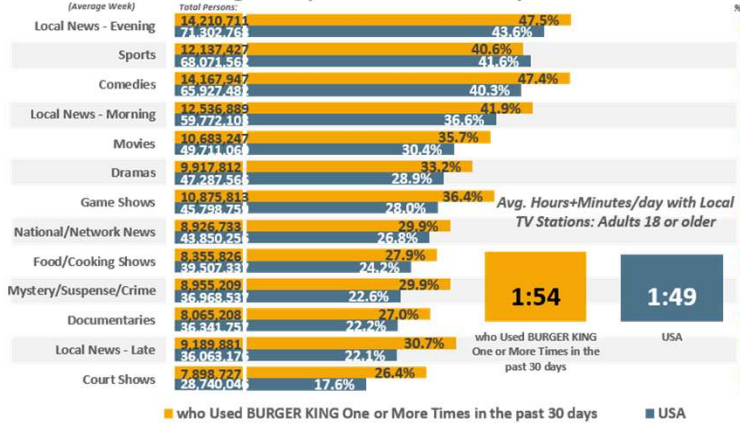
"Share of Ad-Supported Video"



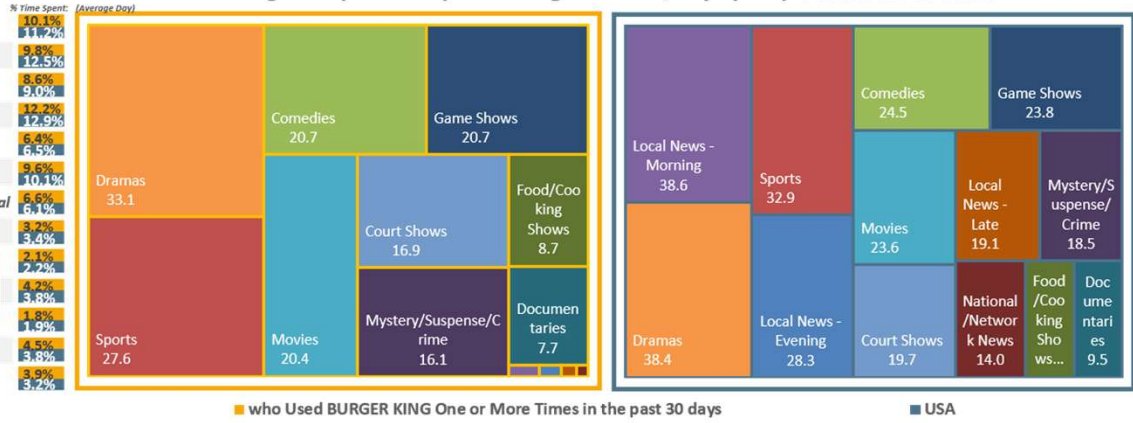


29,308,960 or 68.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Game Shows, and Movies.

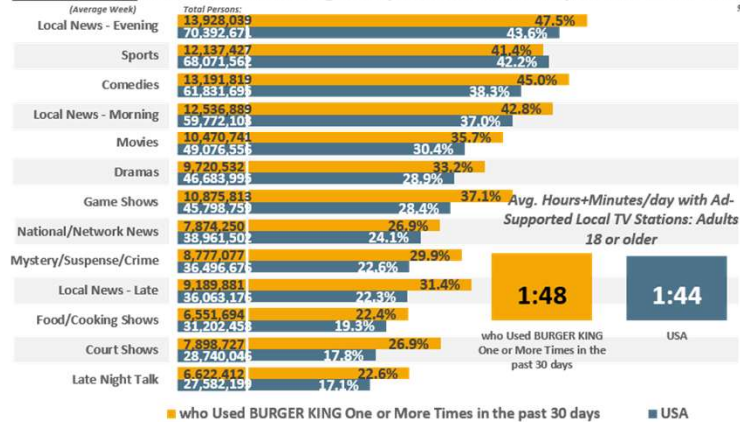
Local TV Station Programs (Persons & % Reach): Adults 18 or older



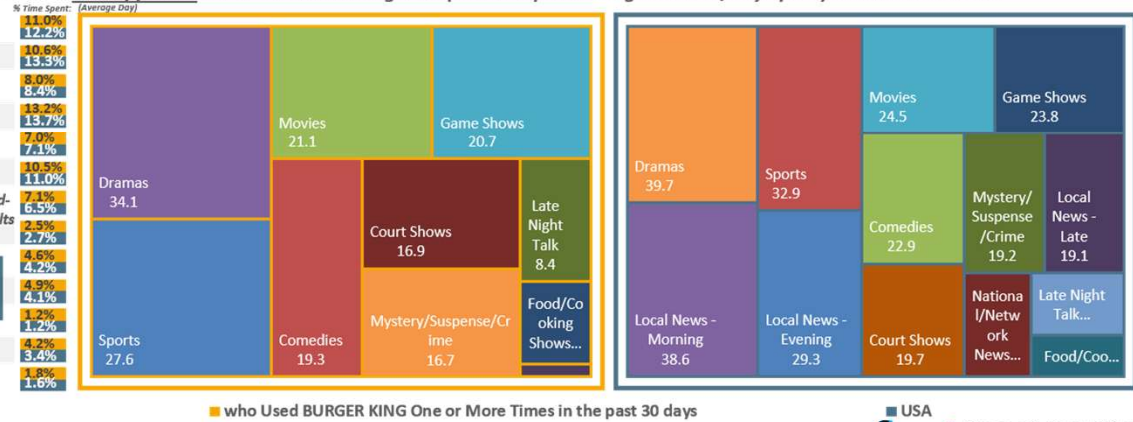
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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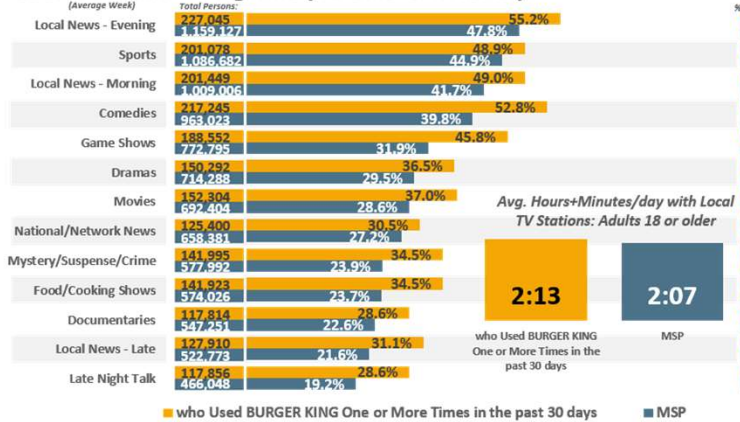
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

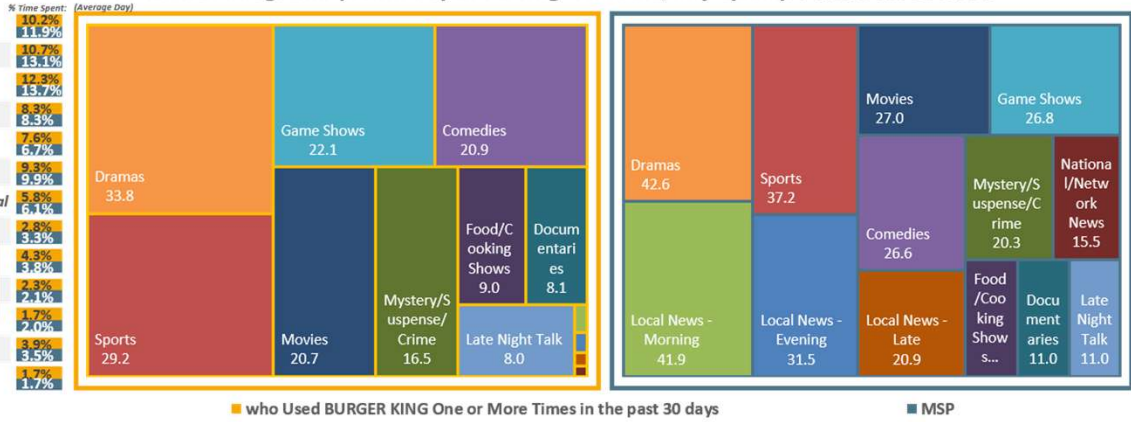


400,861 or 69.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

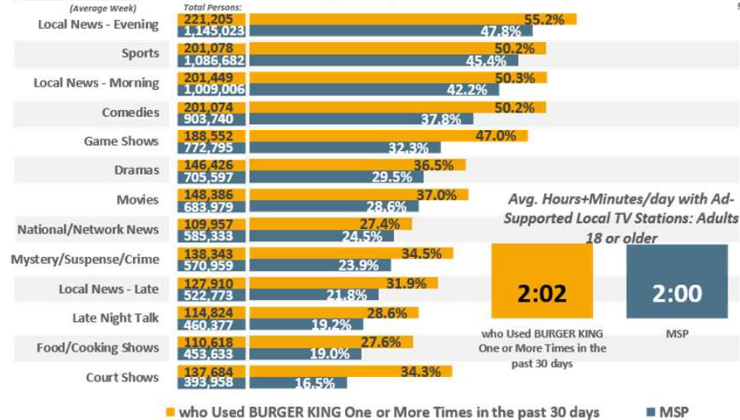
Local TV Station Programs (Persons & % Reach): Adults 18 or older



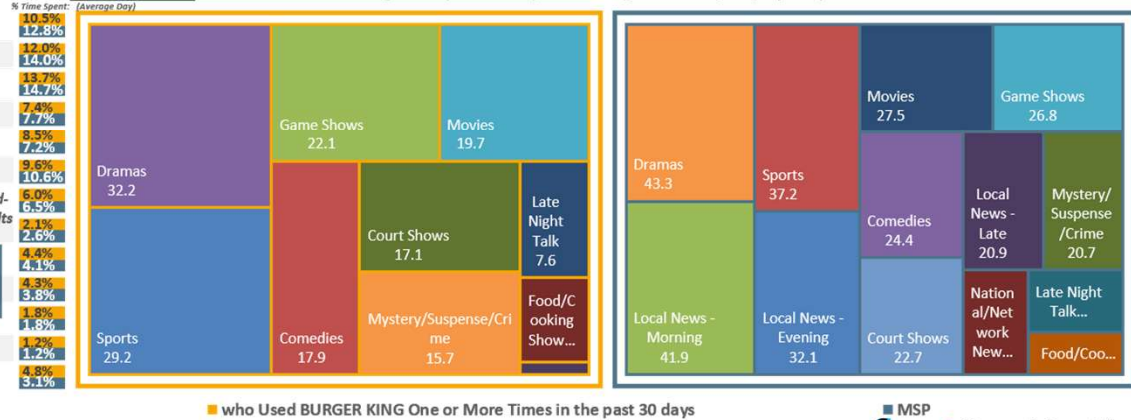
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



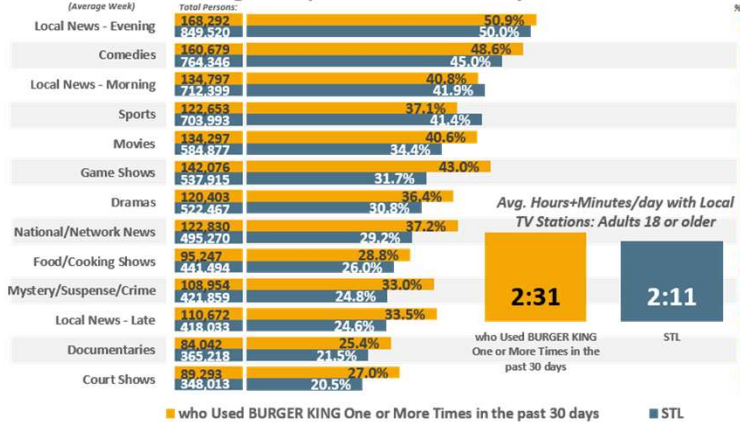
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



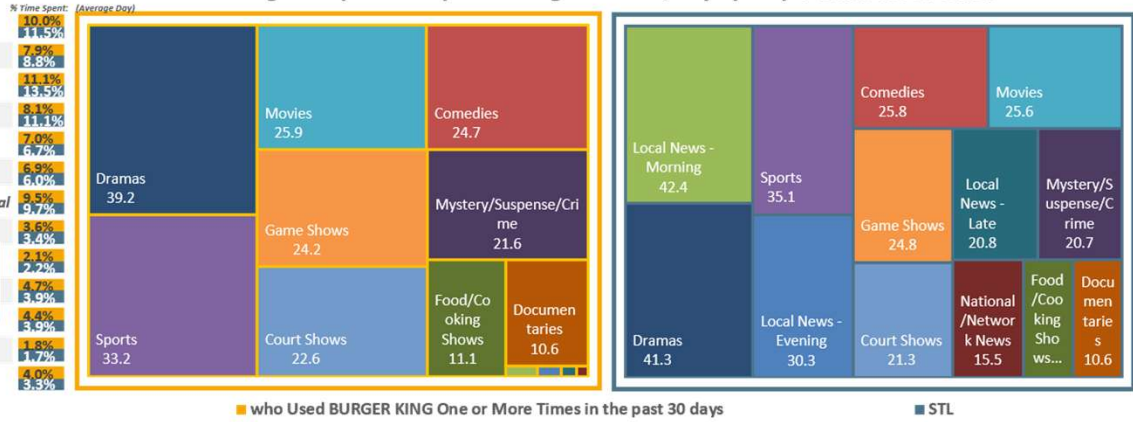


324,163 or 71.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Game Shows, Local News - Morning, Movies, and Sports.

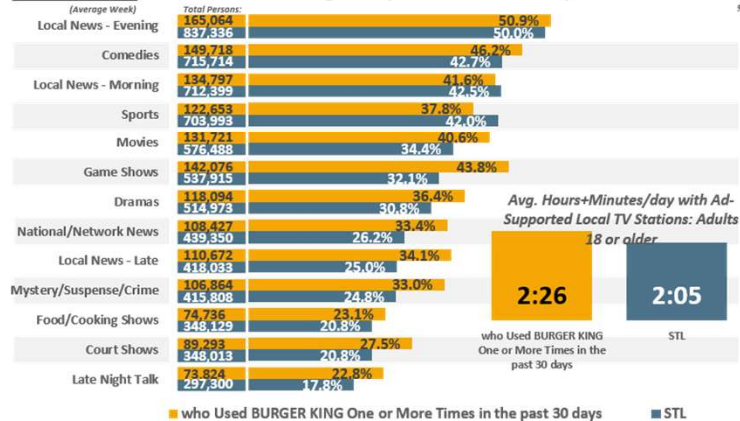
Local TV Station Programs (Persons & % Reach): Adults 18 or older



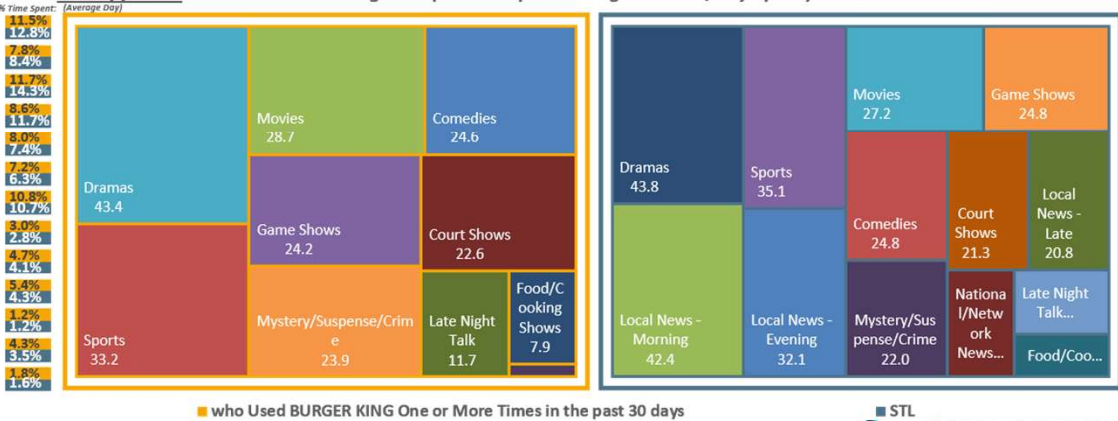
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

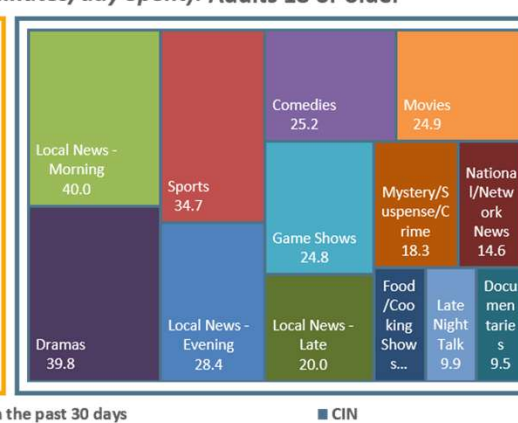
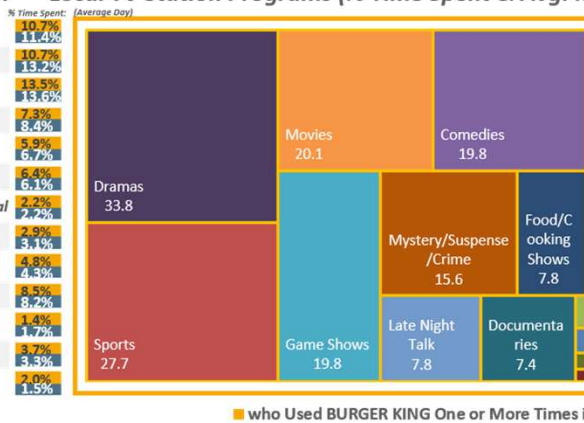


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

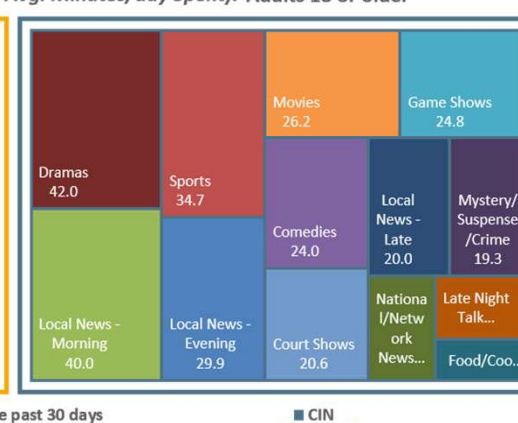
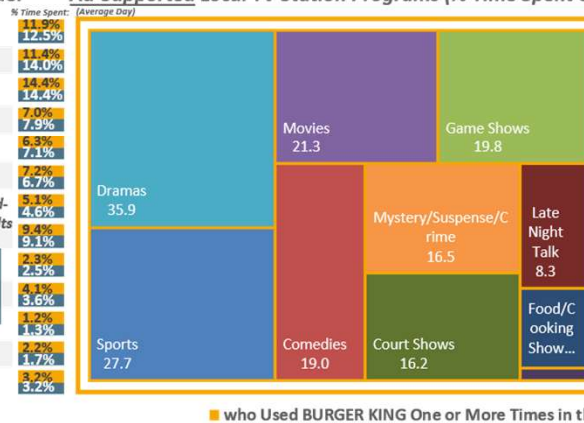




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



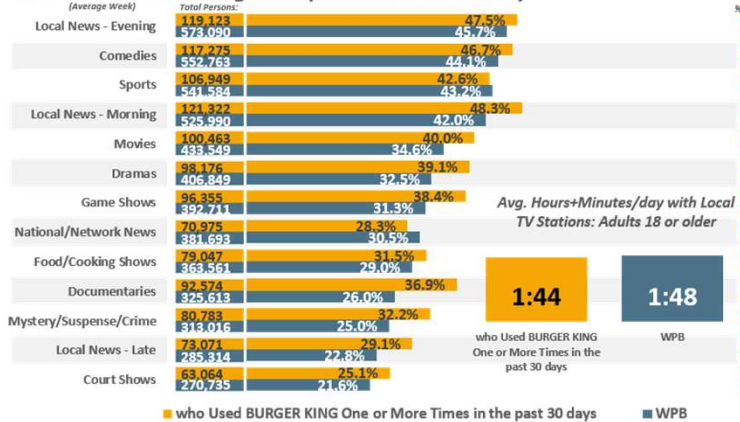
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Quick service restaurants used past 30 days: Burger King

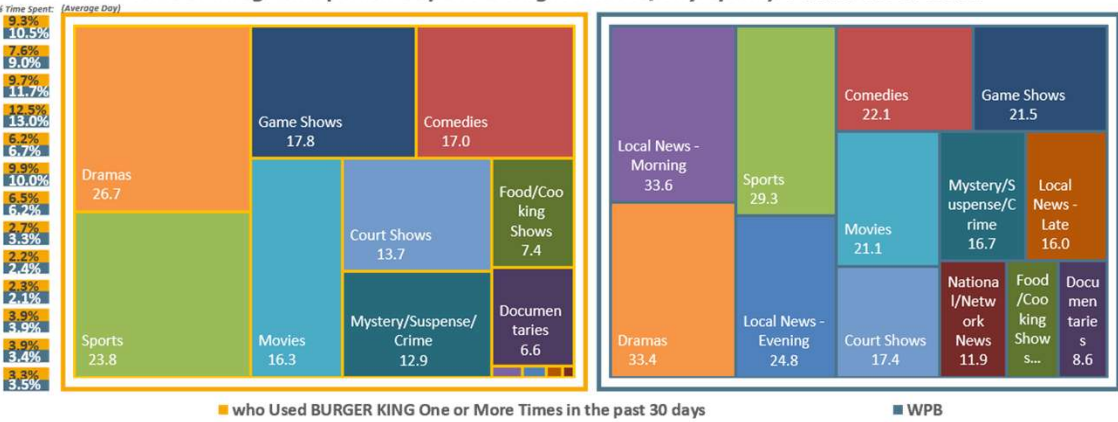


247,020 or 69.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Movies, and Dramas.

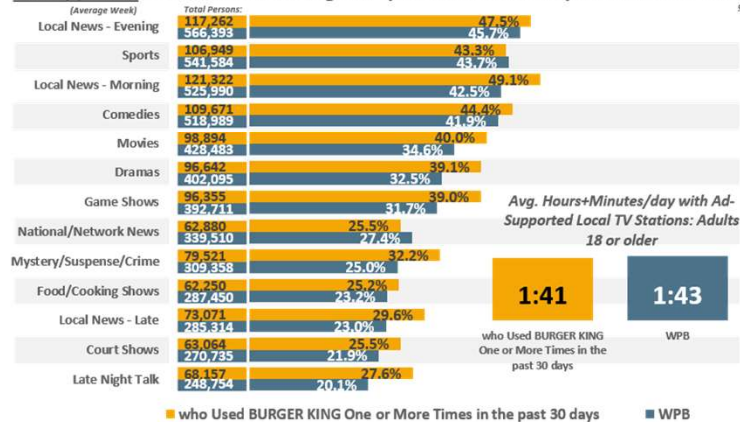
Local TV Station Programs (Persons & % Reach): Adults 18 or older



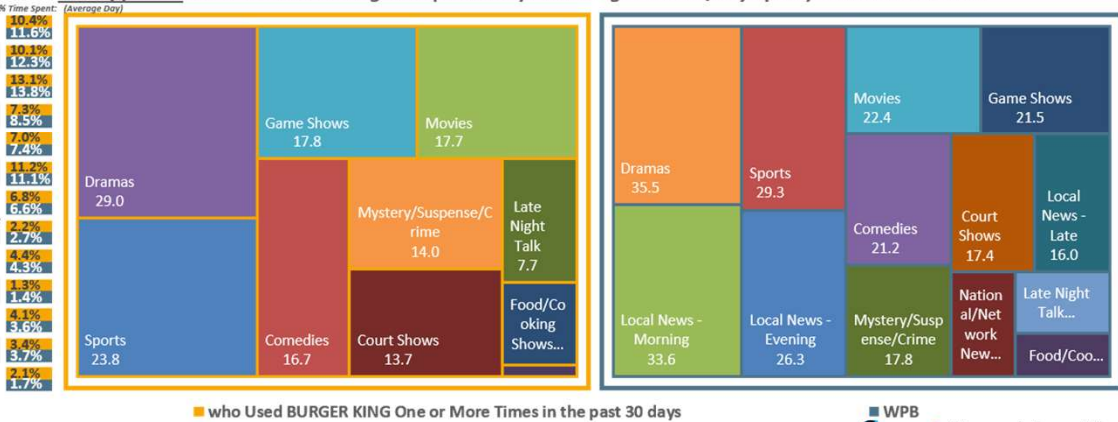
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

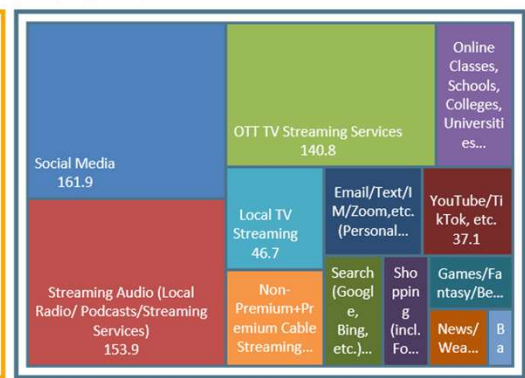
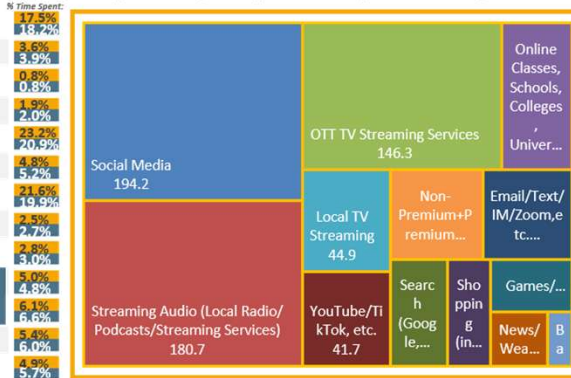
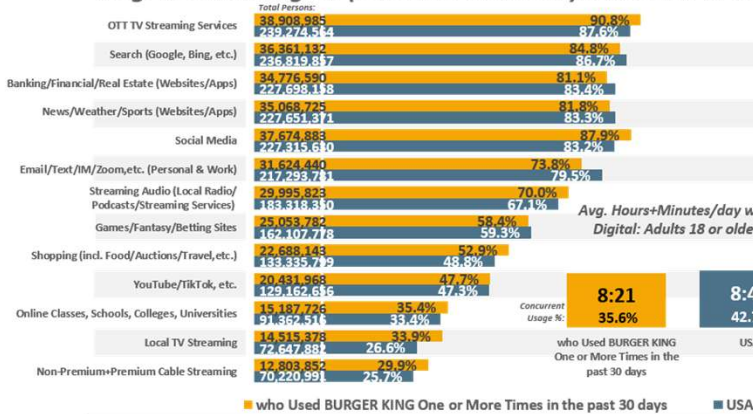




33,404,261 or 77.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 172.2 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

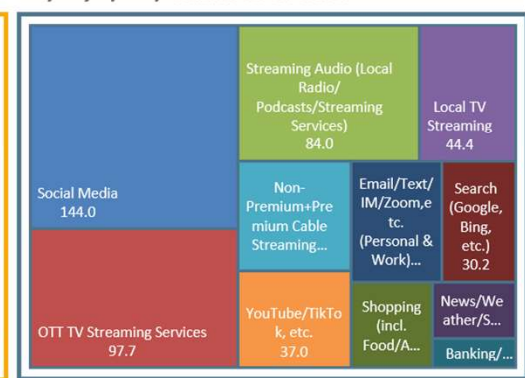
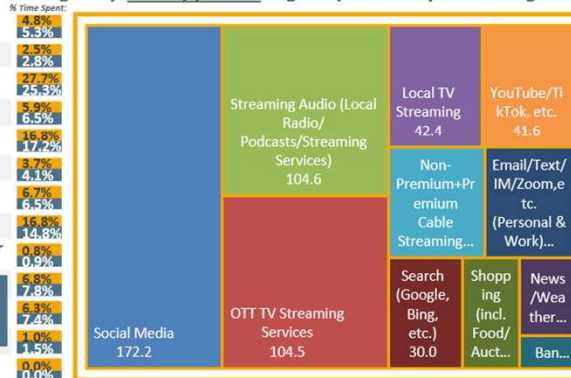
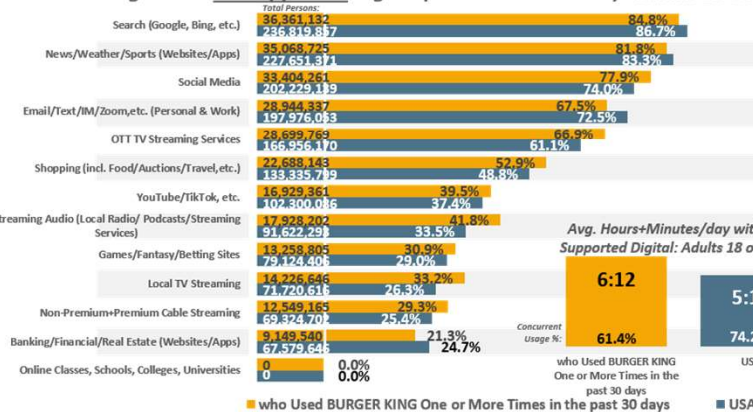
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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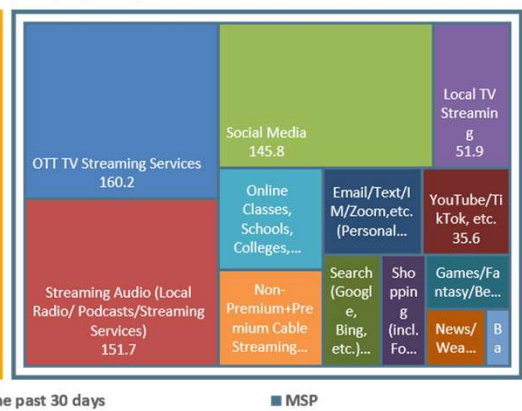
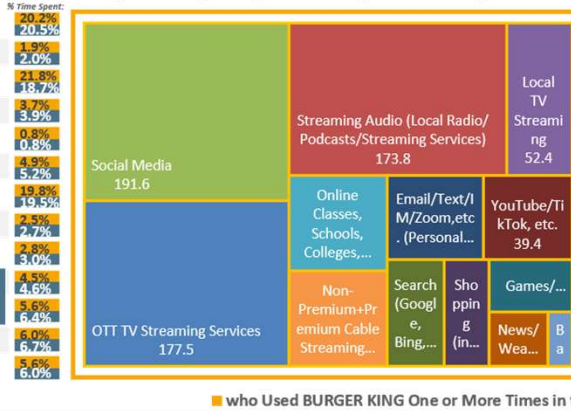
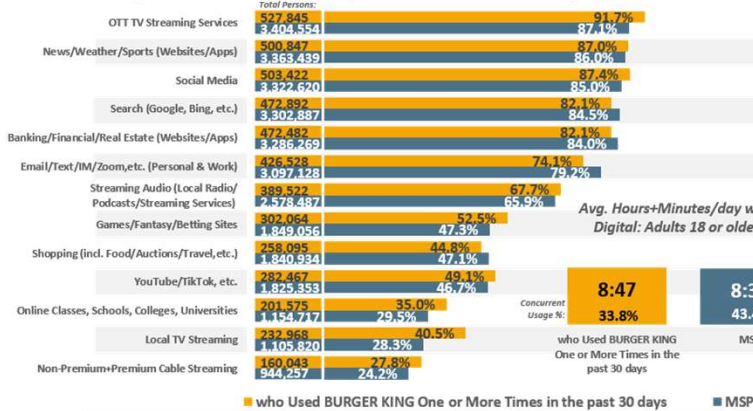
Quick service restaurants used past 30 days: Burger King



446,163 or 77.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 169.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

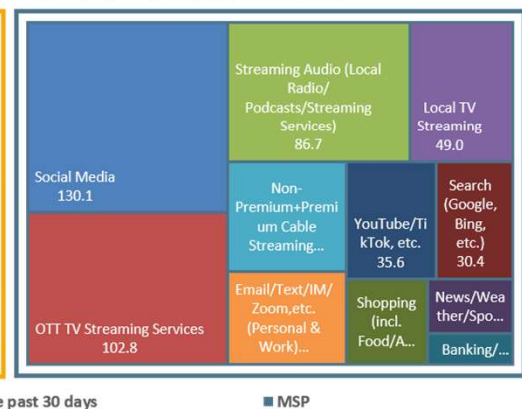
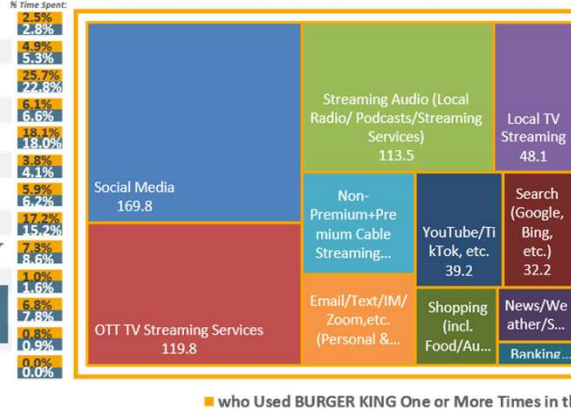
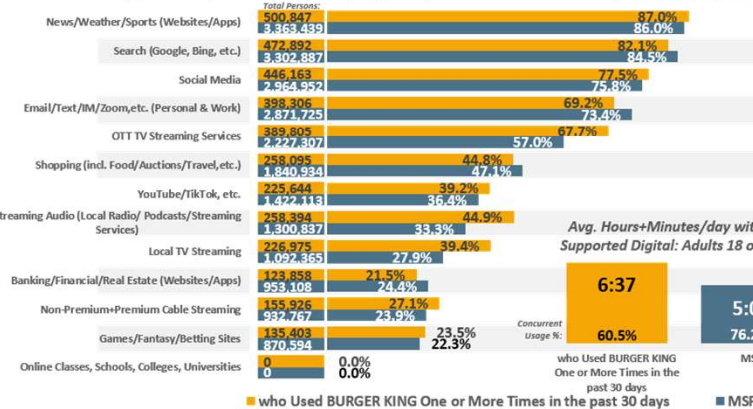
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

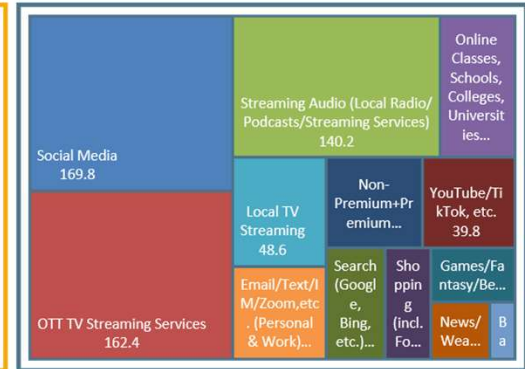
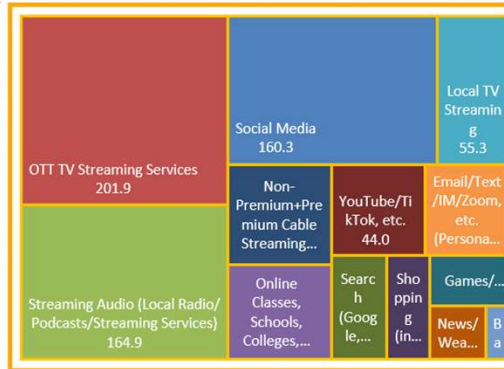
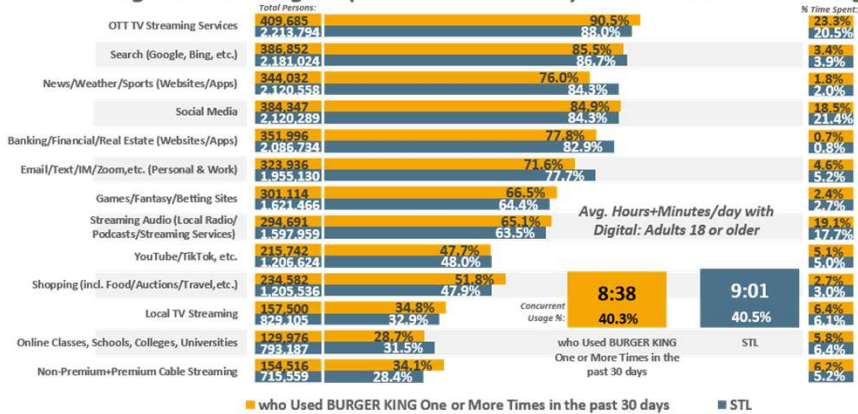




332,678 or 73.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 138.8 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

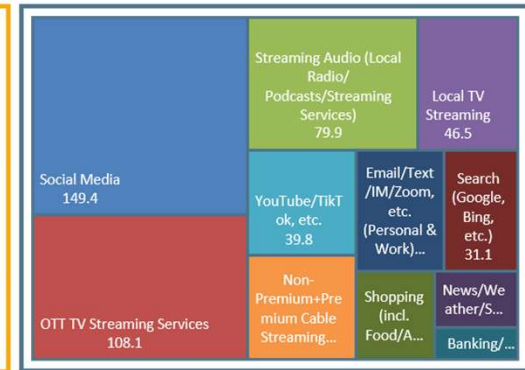
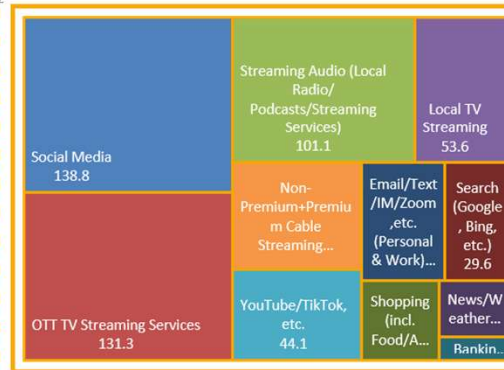
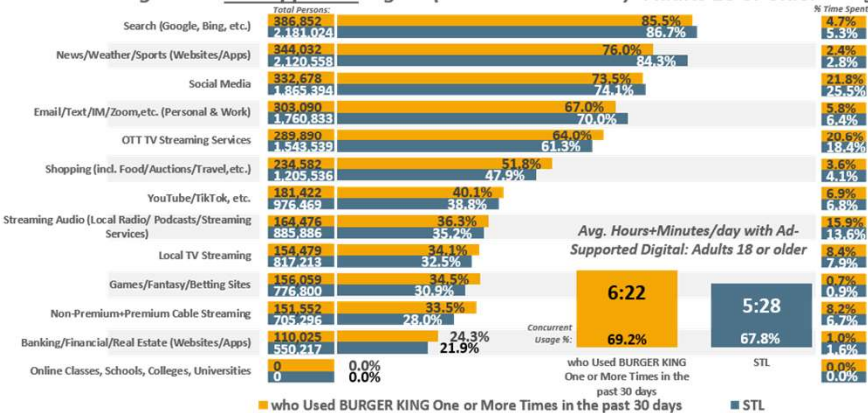
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 330
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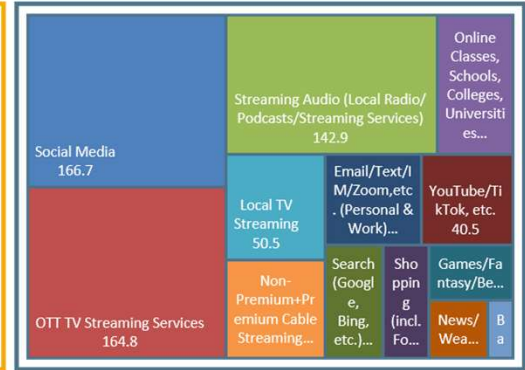
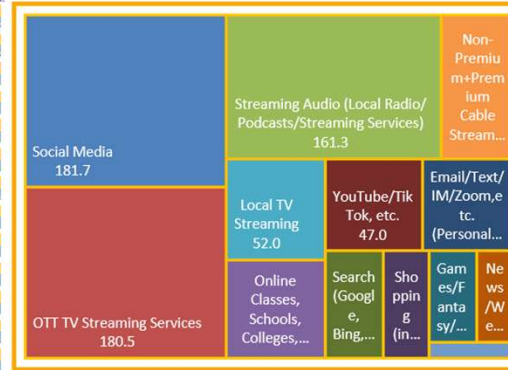
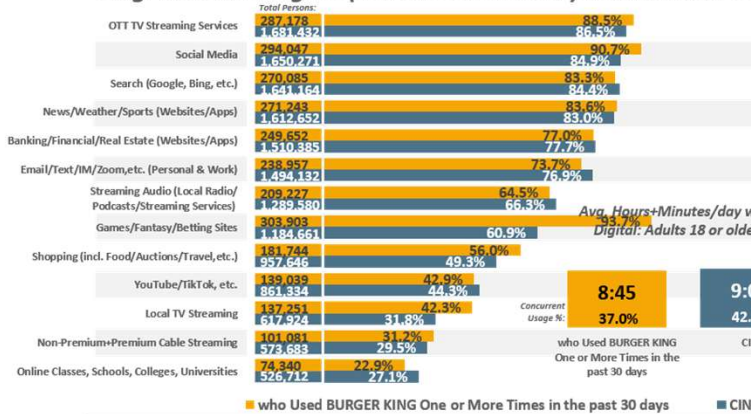
Quick service restaurants used past 30 days: Burger King



260,889 or 80.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 161.2 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

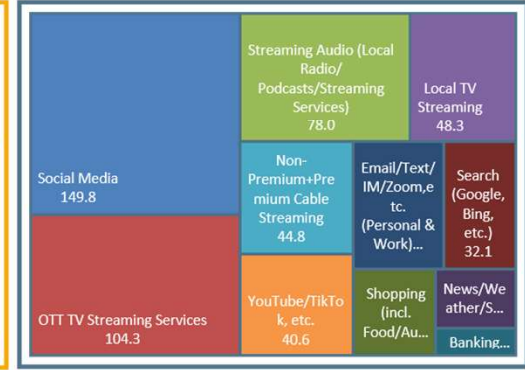
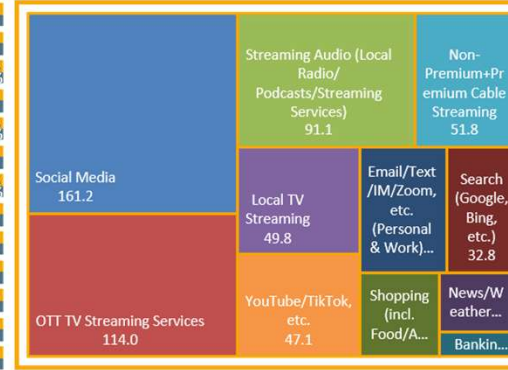
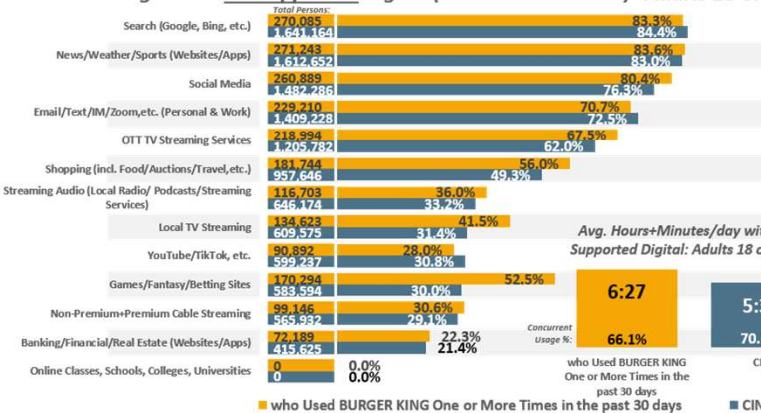
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

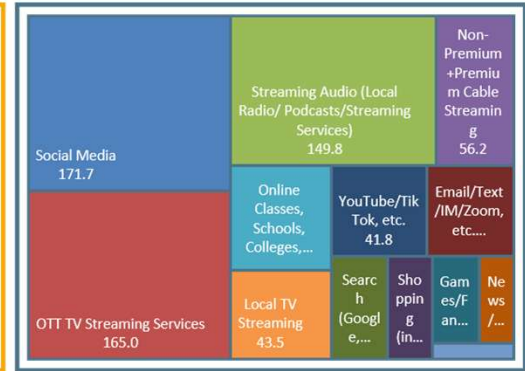
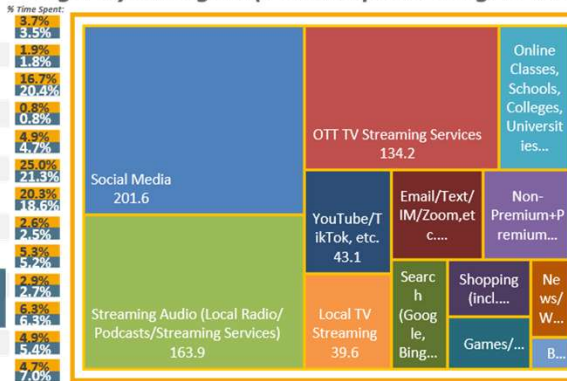
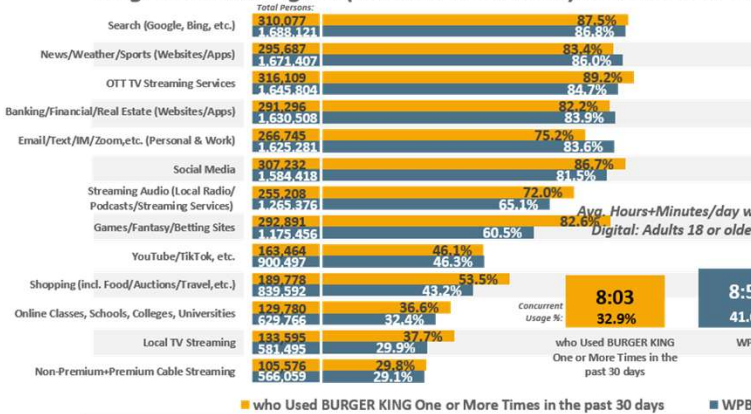




286,248 or 80.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 187.9 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

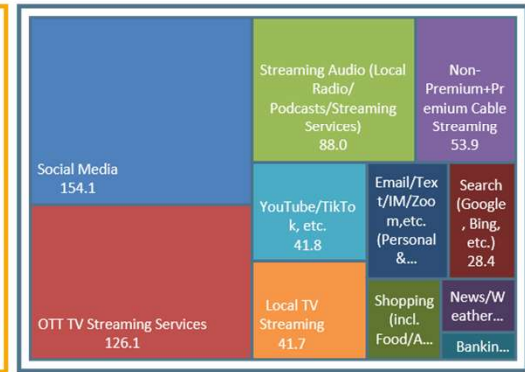
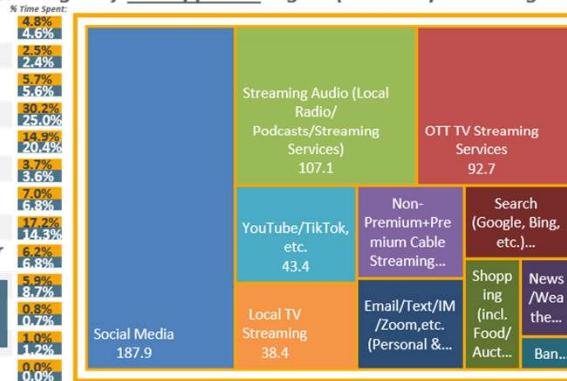
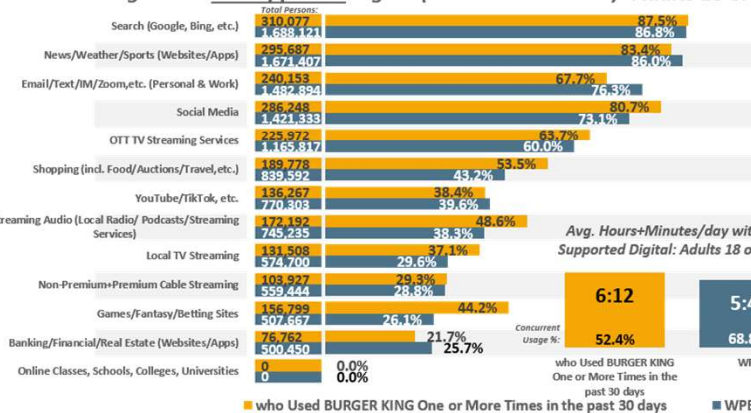
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

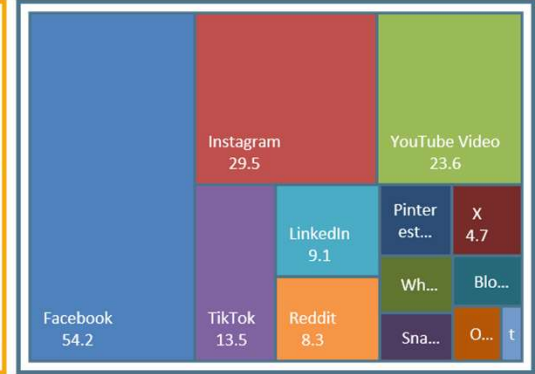
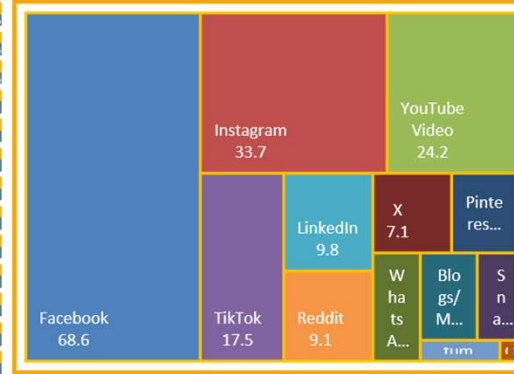
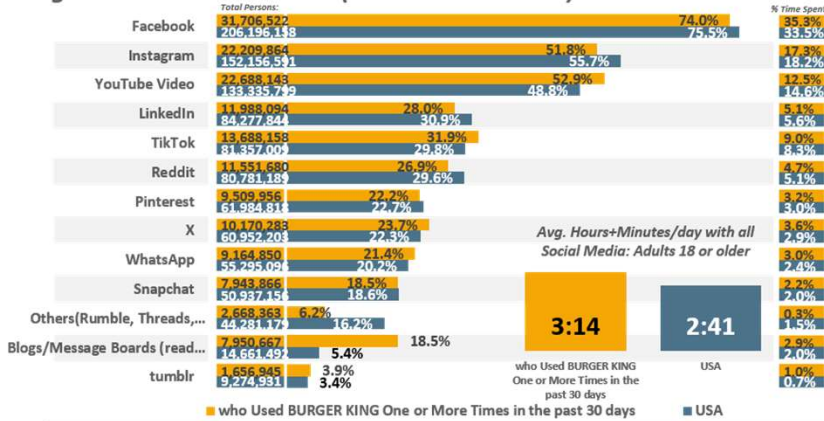
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



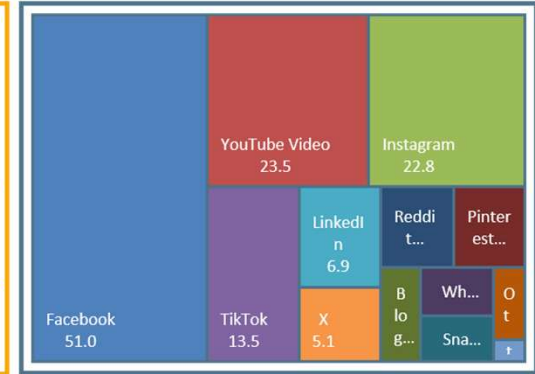
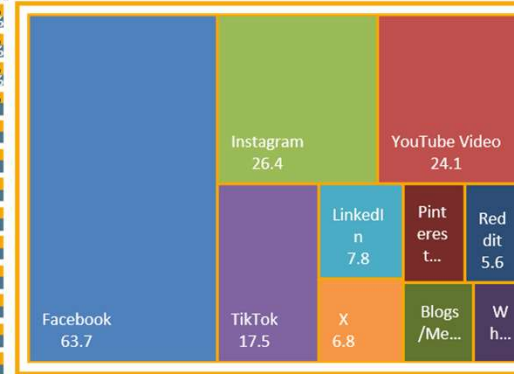
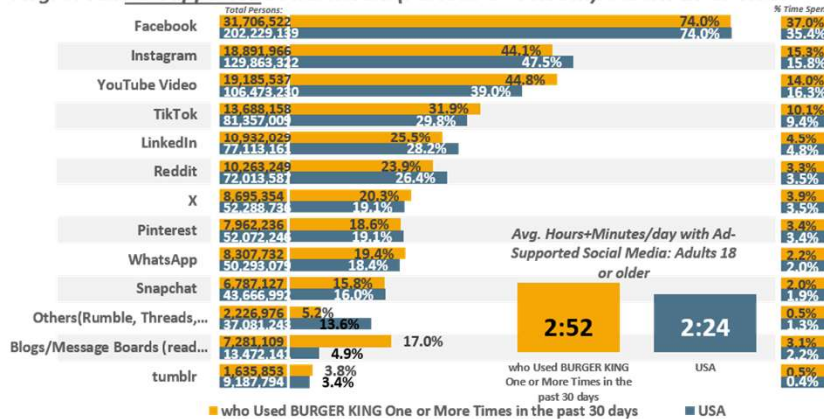


31,706,522 or 74.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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 3,861
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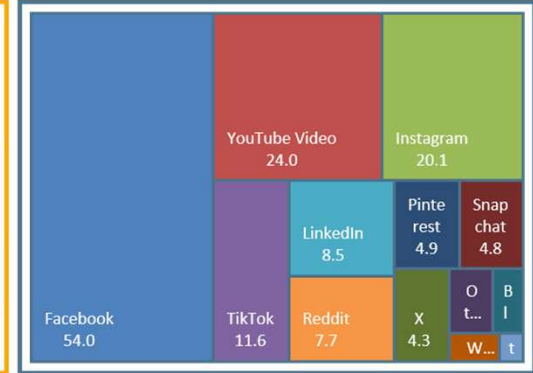
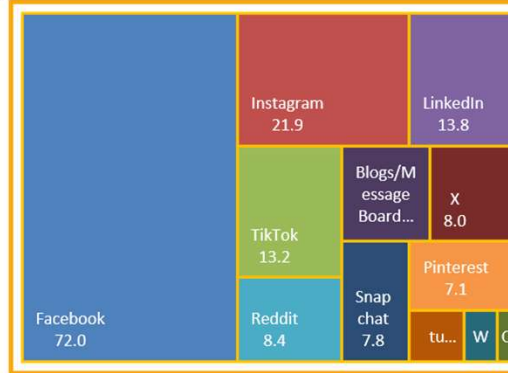
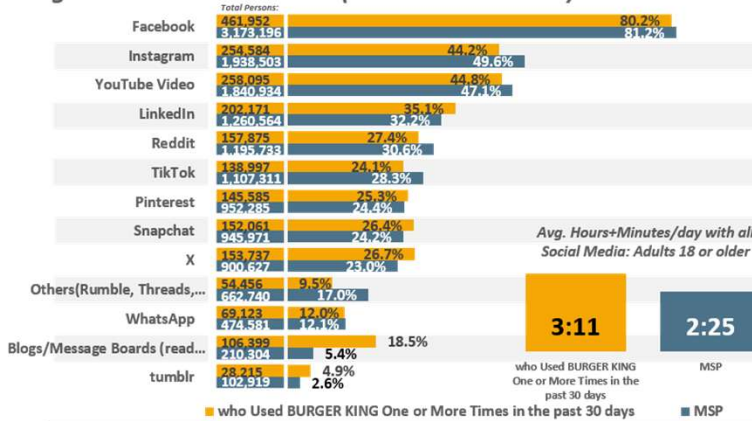
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

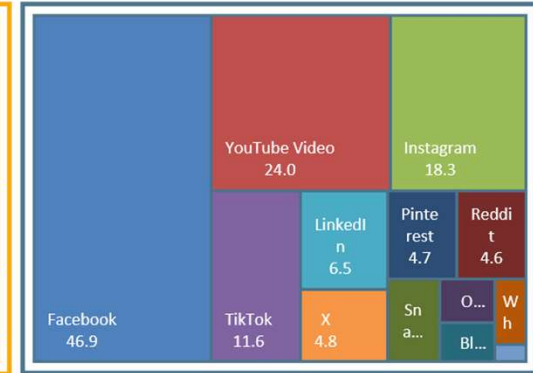
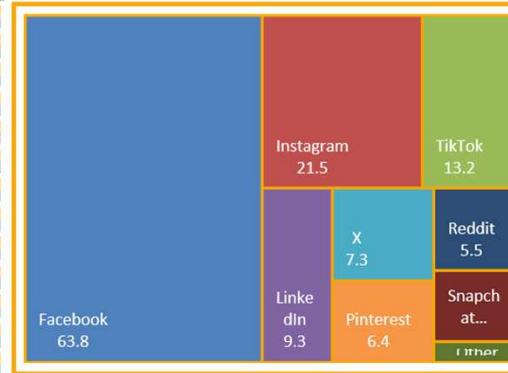
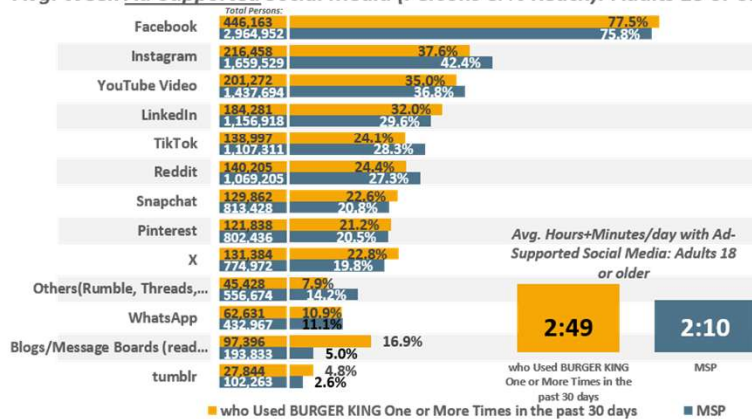


446,163 or 77.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.8 minutes every day representing 44.4% of all time spent daily with Ad-Supported Social Media.

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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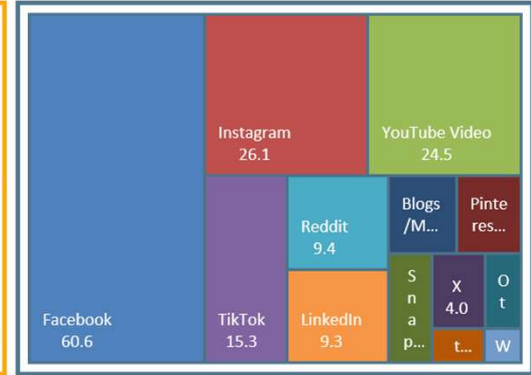
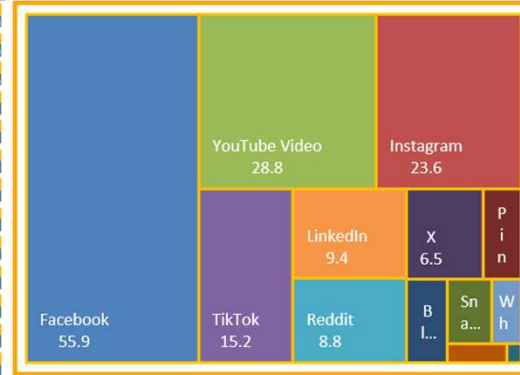
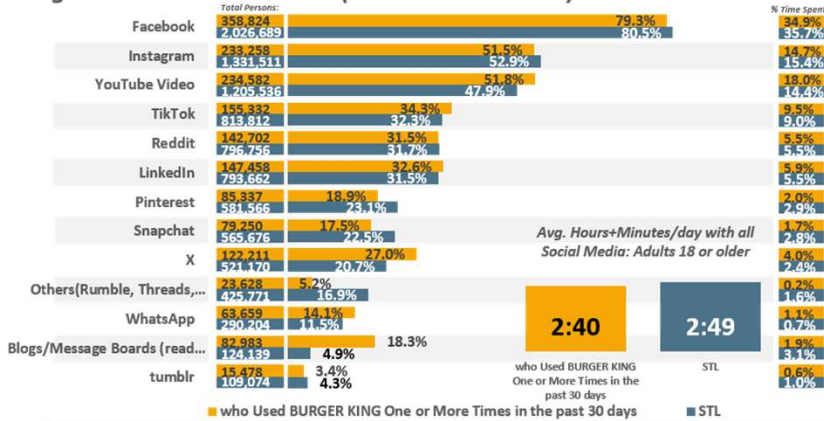
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

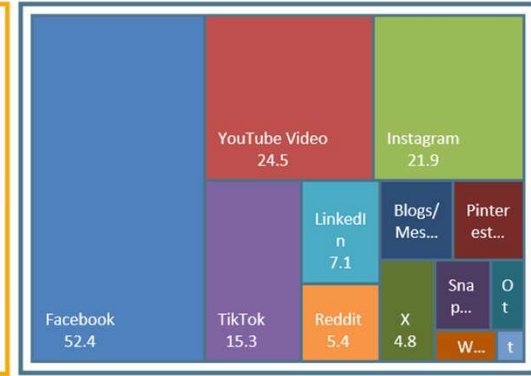
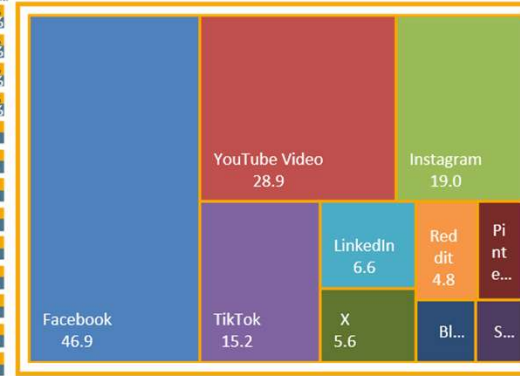
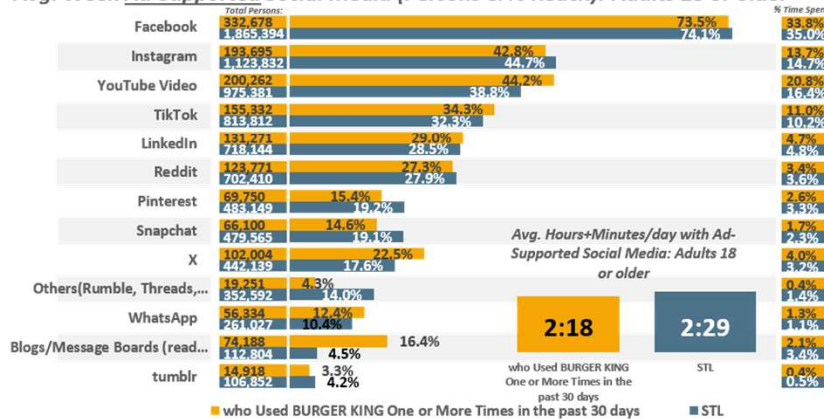


332,678 or 73.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 46.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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**



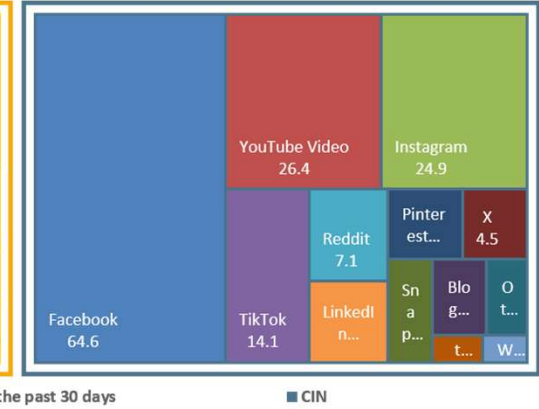
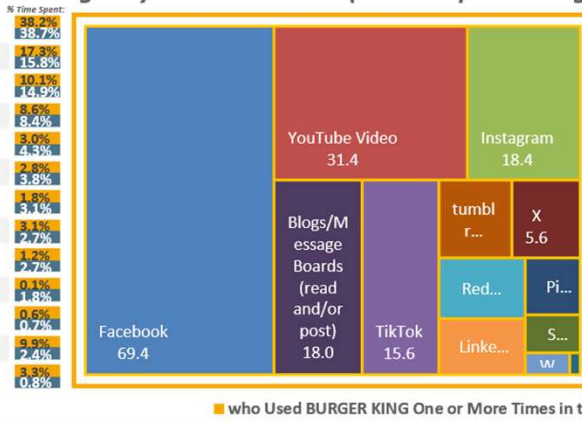
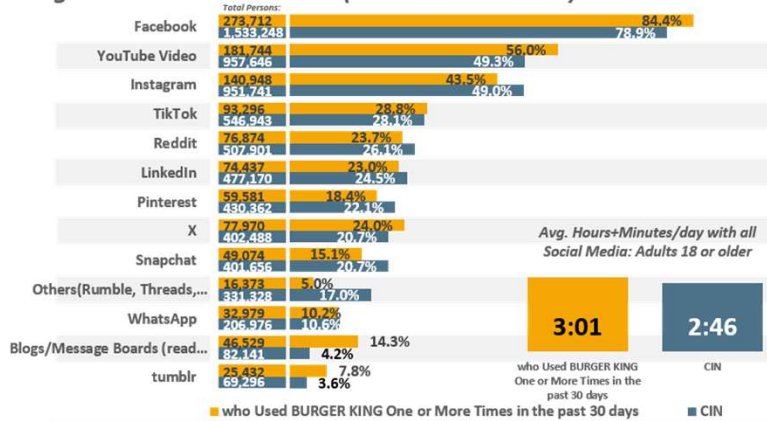
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



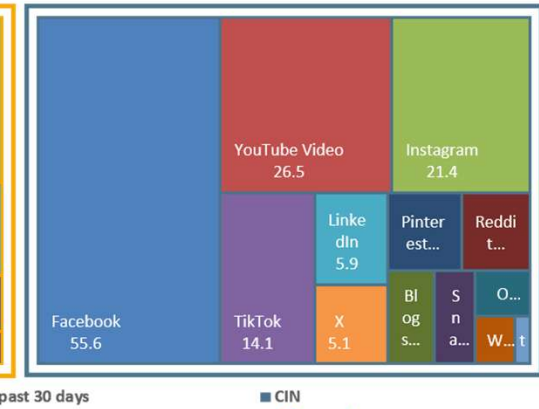
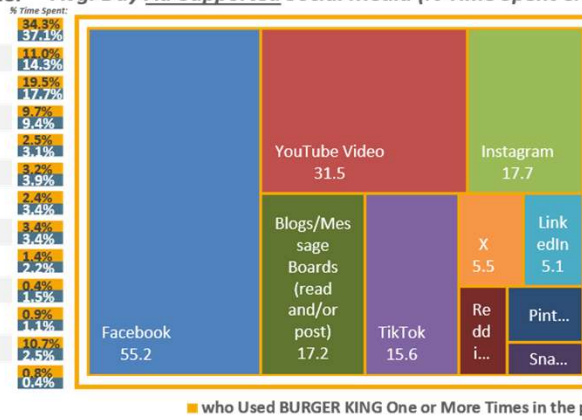
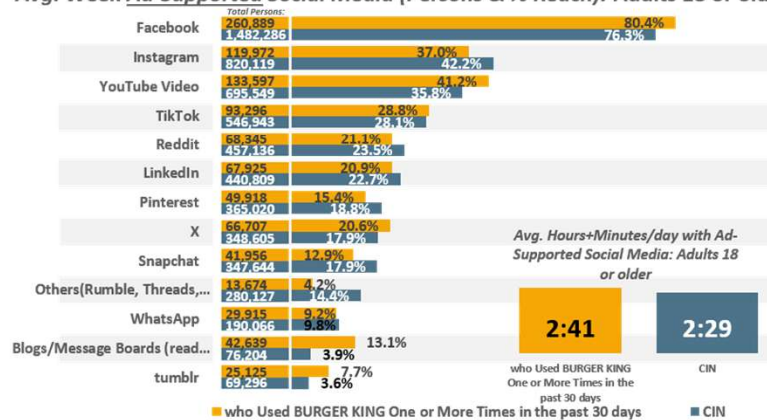


260,889 or 80.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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**



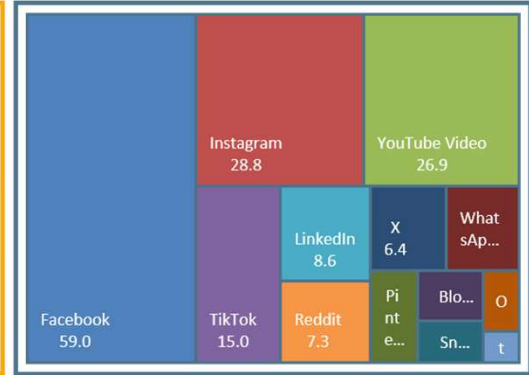
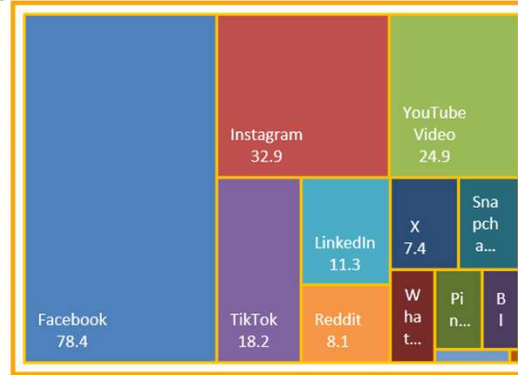
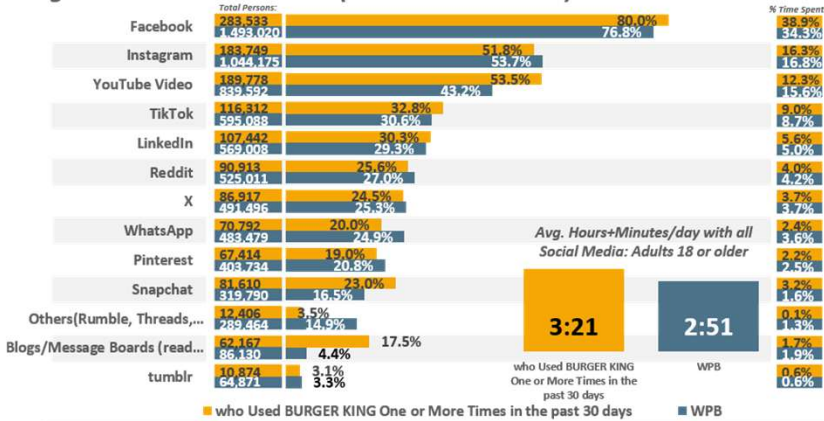
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



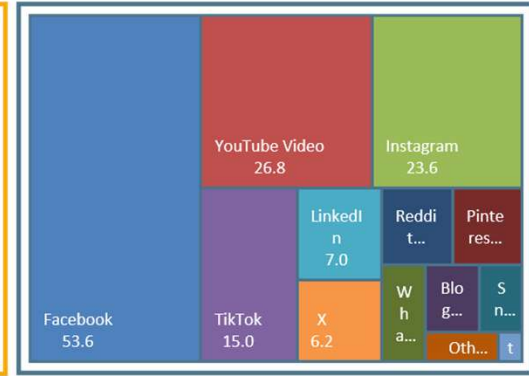
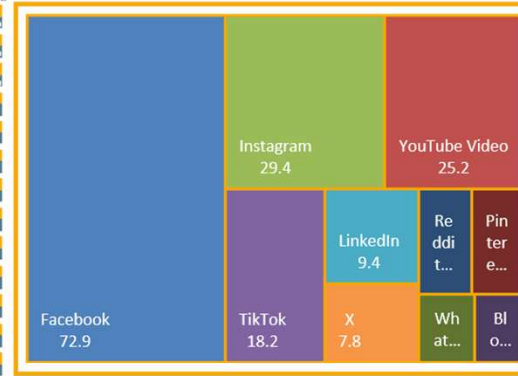
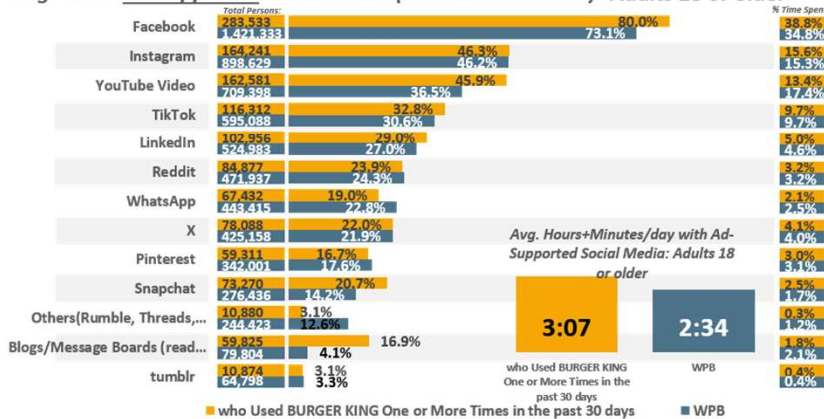


283,533 or 80.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 72.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

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**



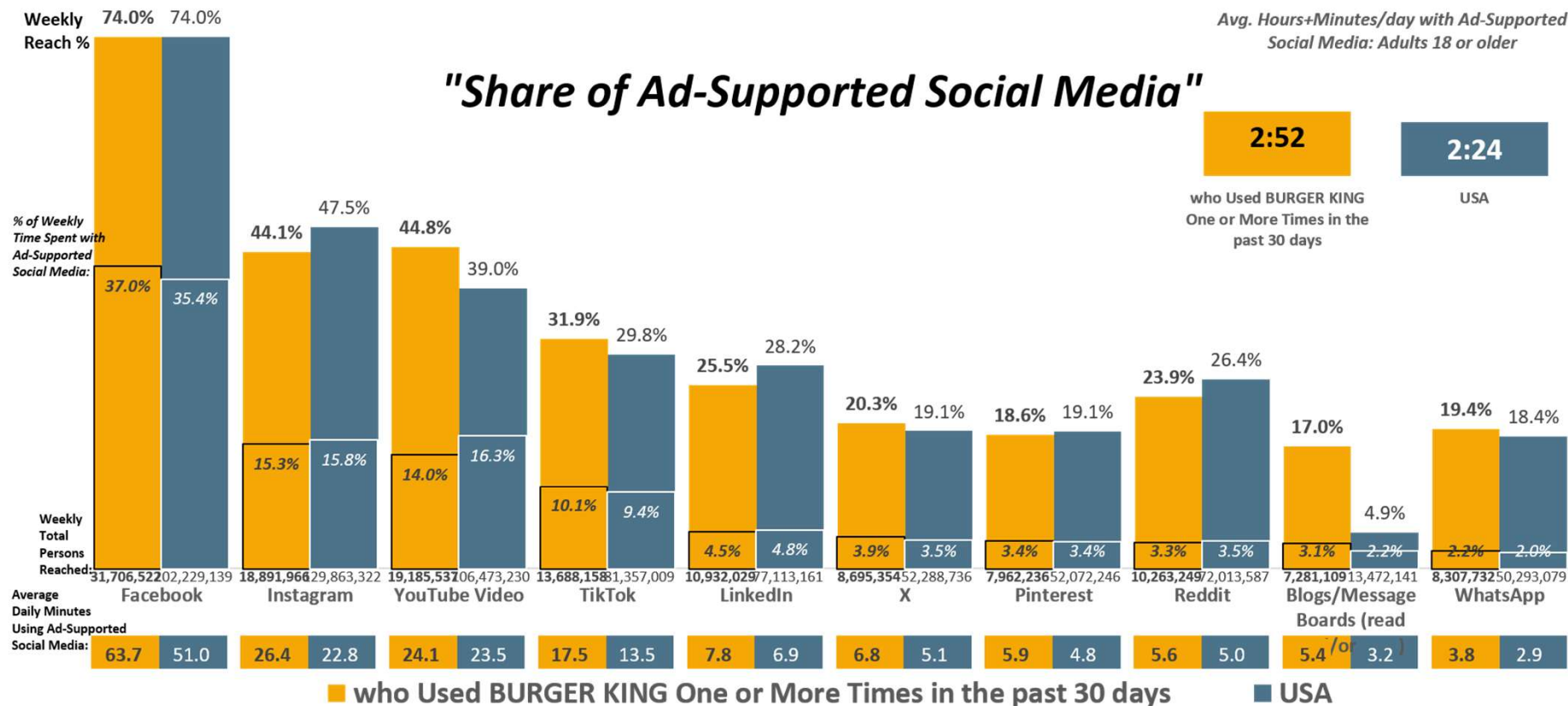
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





31,706,522 or 74.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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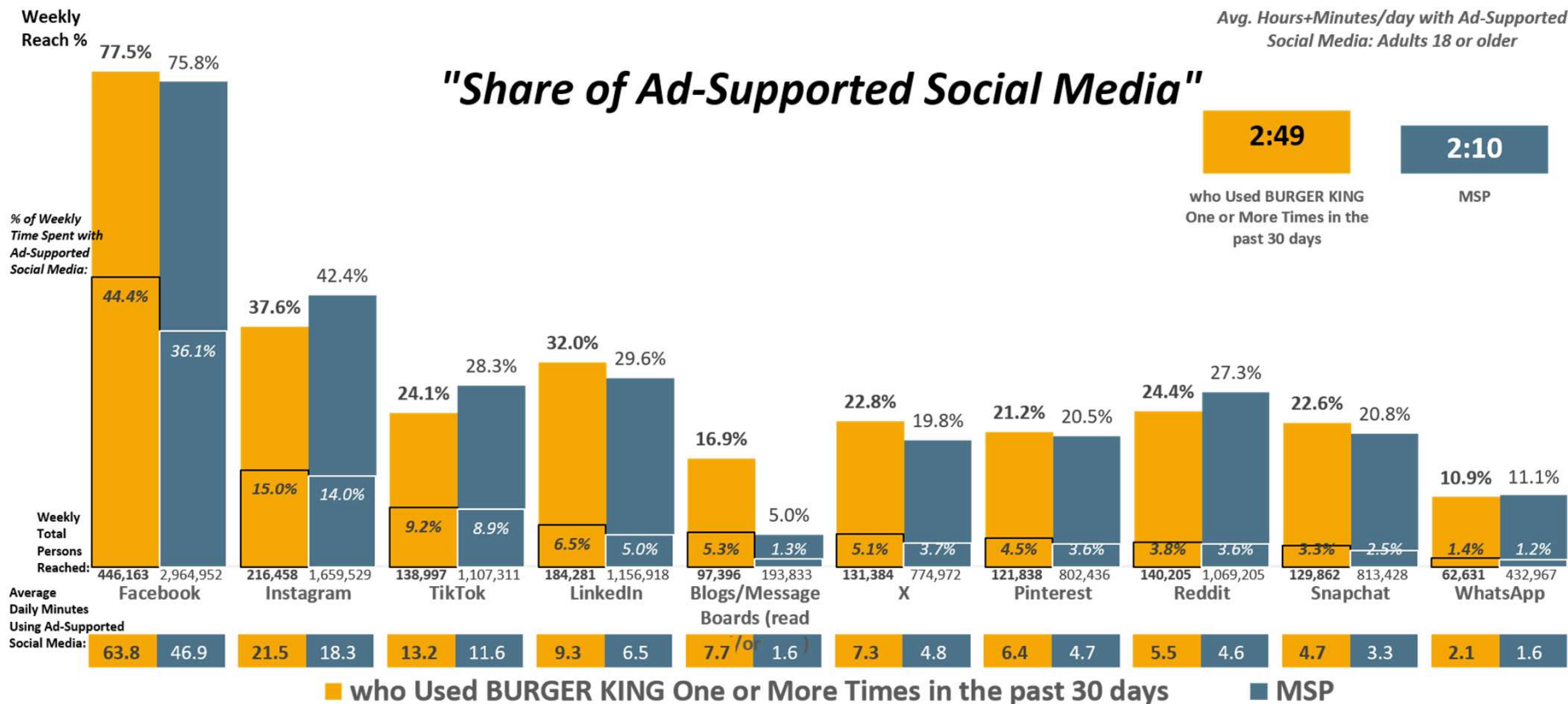
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



446,163 or 77.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.8 minutes every day representing 44.4% of all time spent daily with Ad-Supported Social Media.

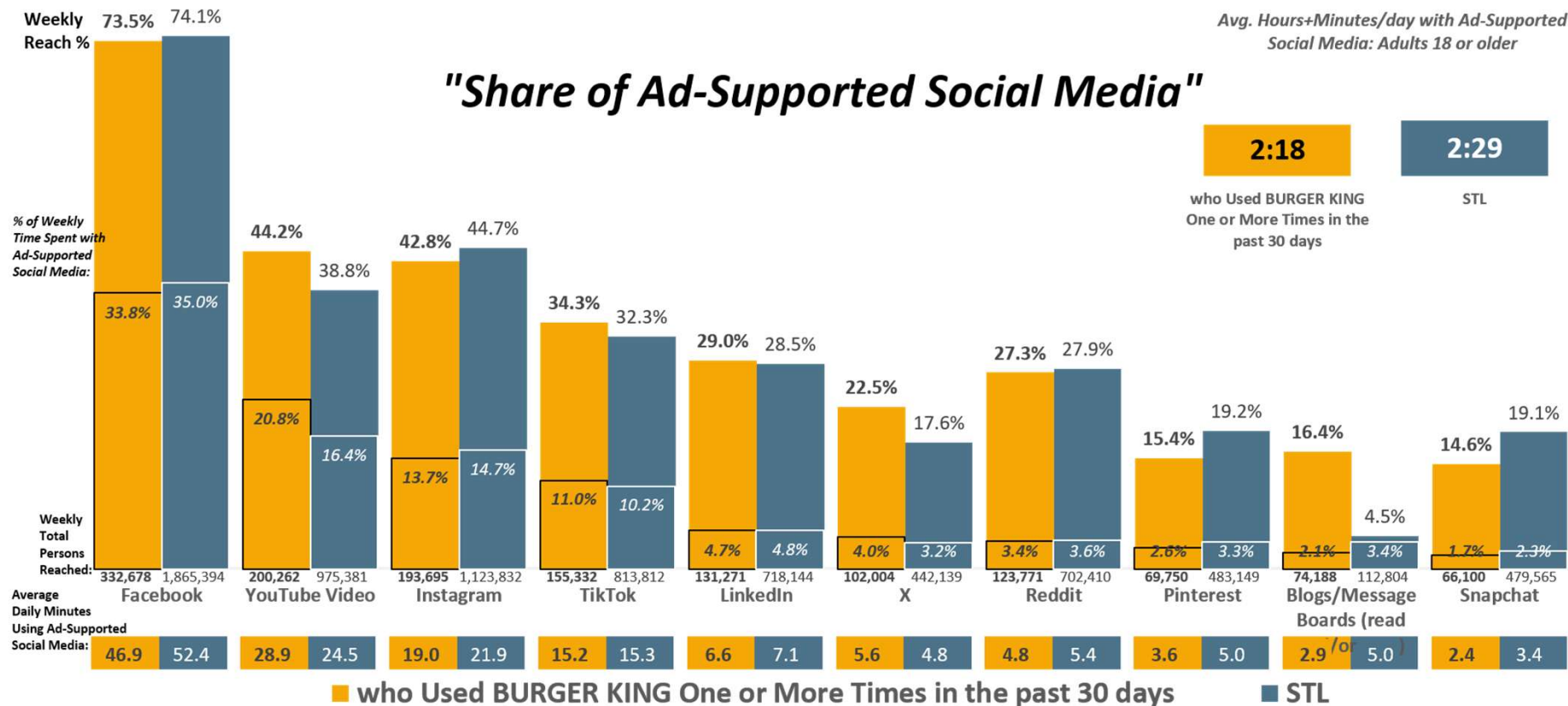
"Share of Ad-Supported Social Media"





332,678 or 73.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 46.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

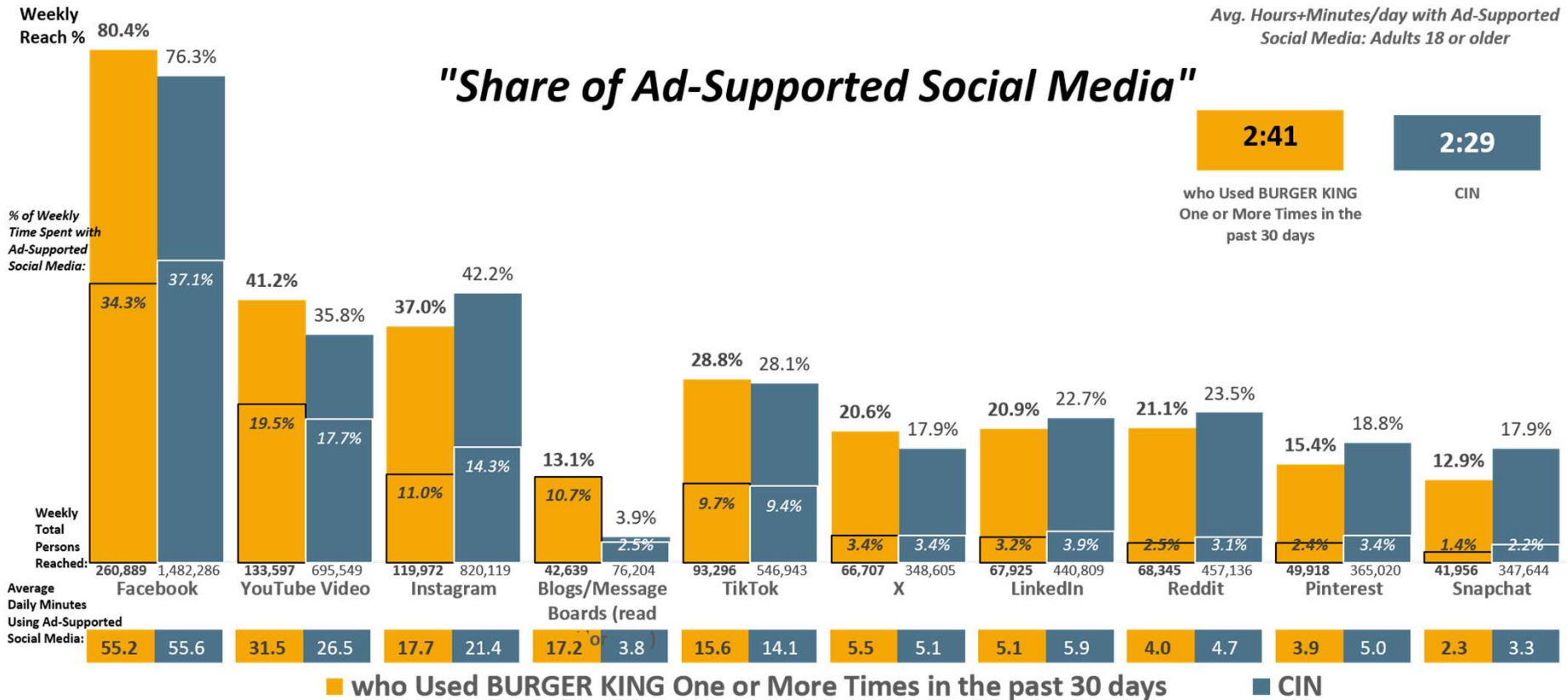
"Share of Ad-Supported Social Media"





260,889 or 80.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 55.2 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

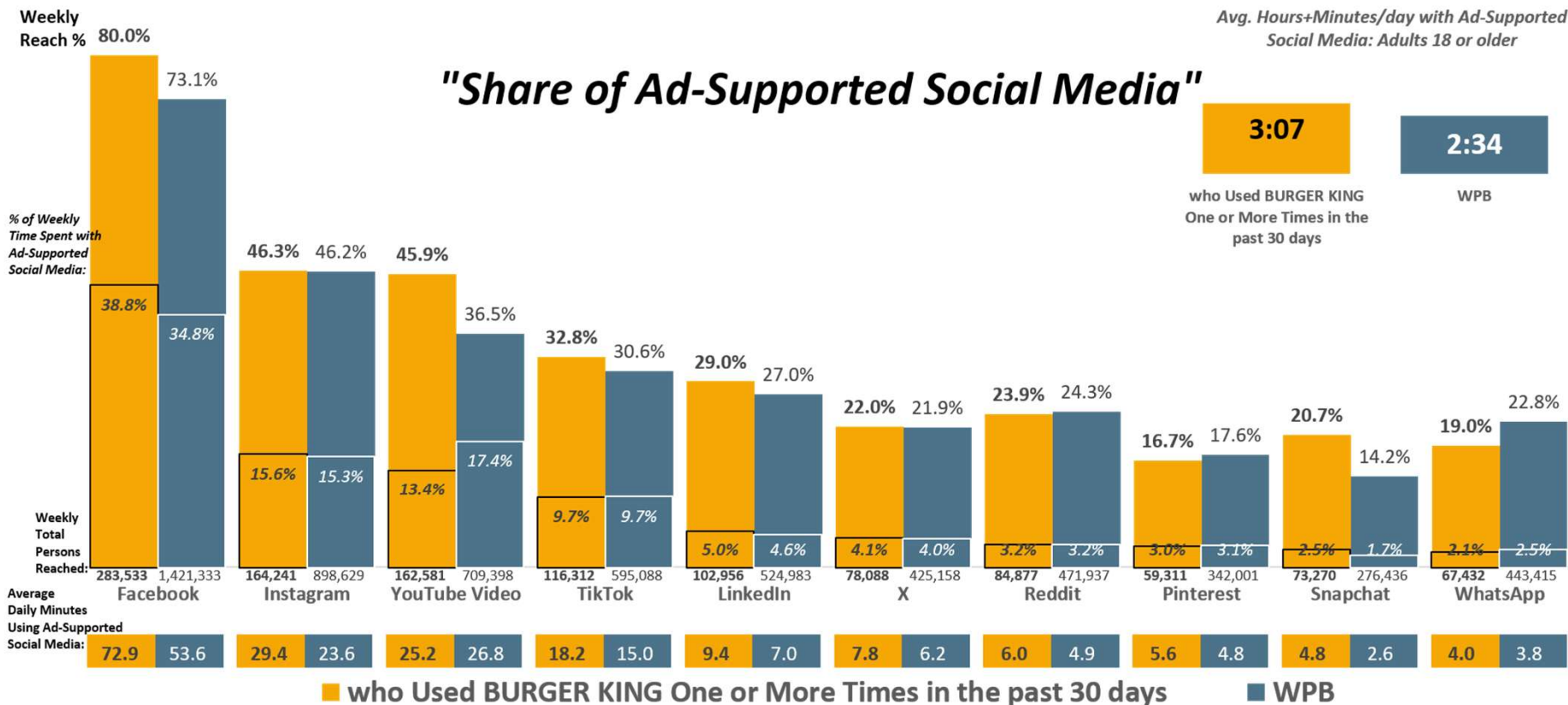
"Share of Ad-Supported Social Media"





283,533 or 80.0% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 72.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

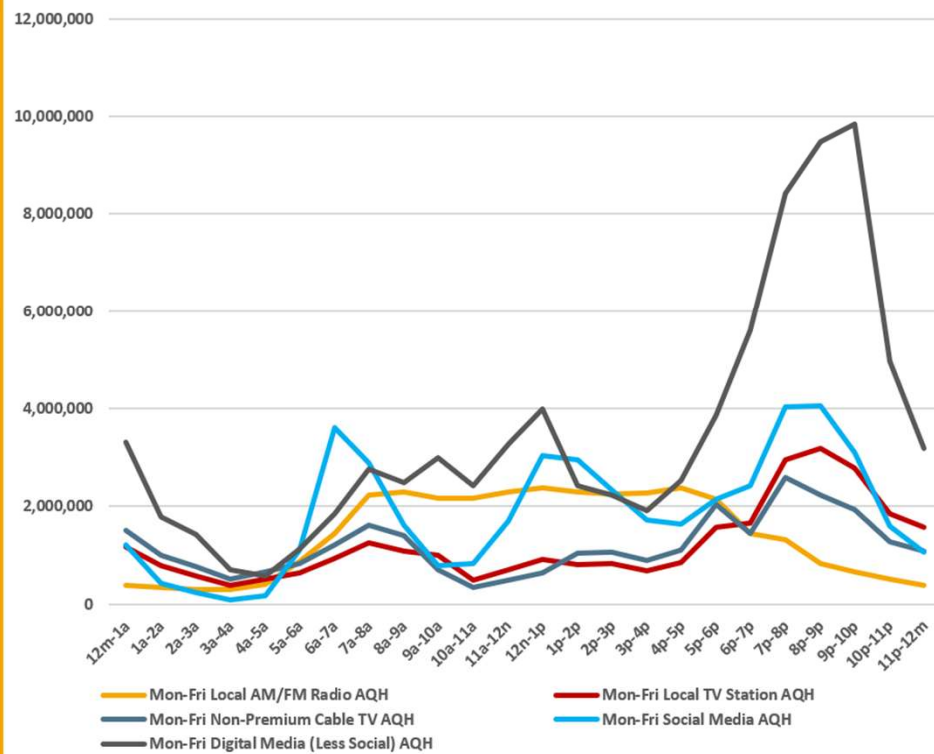
"Share of Ad-Supported Social Media"



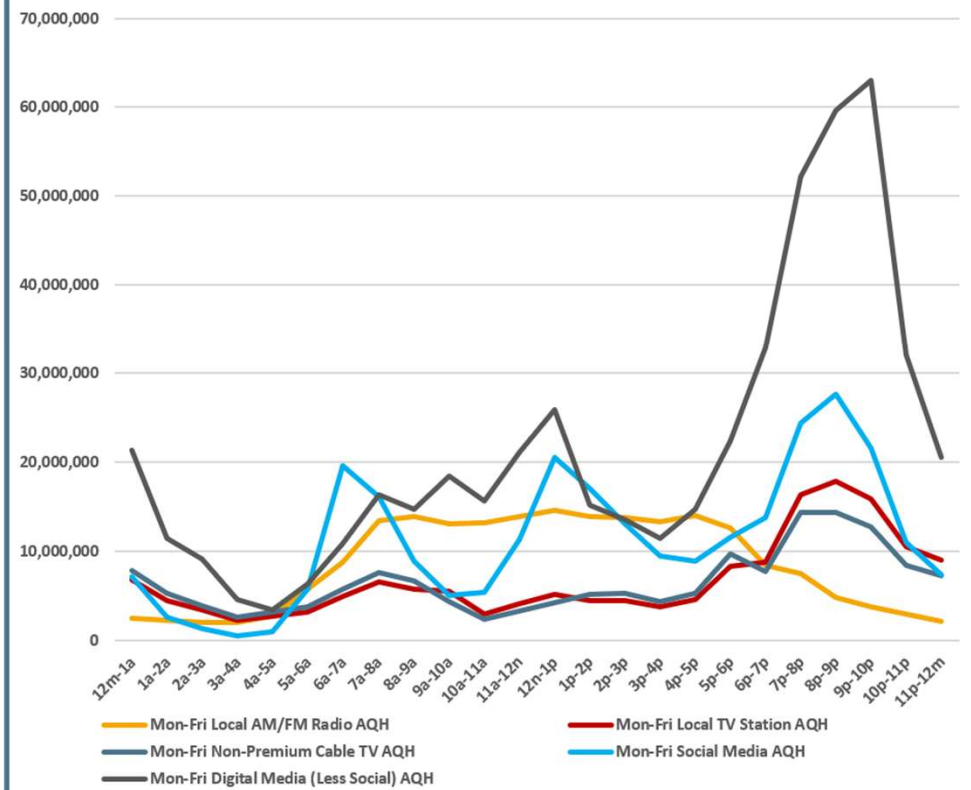


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,953,835;
Local Radio: 2,134,873; Social Media: 2,128,023; Non-Prem. Cable: 1,079,462; Local TV:
988,840 reaching Adults 18 or older who Used BURGER KING One or More Tim

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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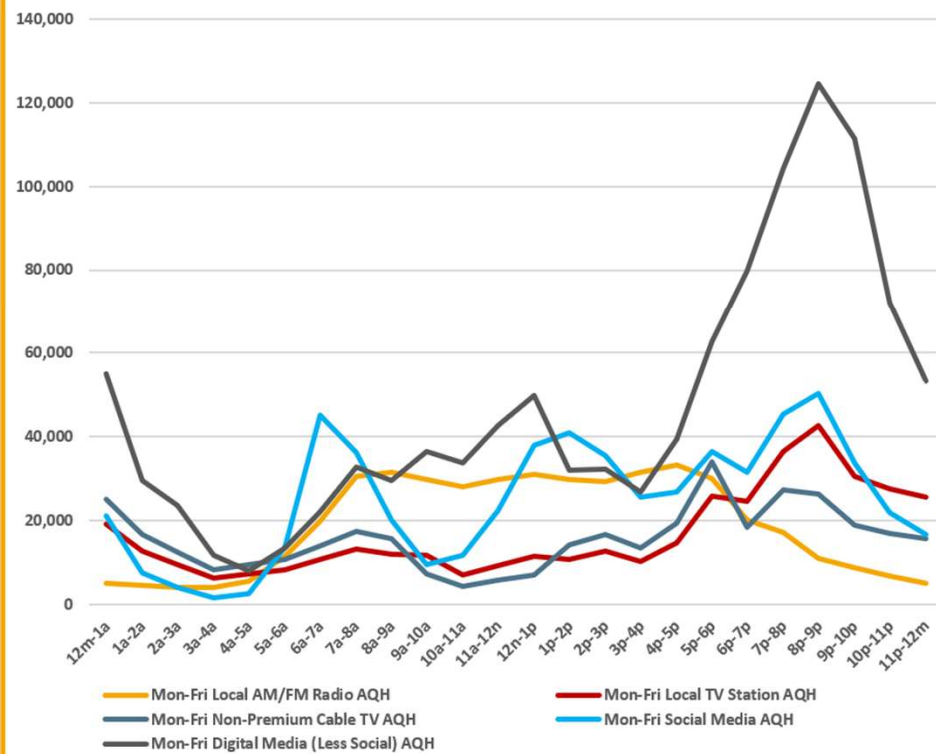
Quick service restaurants used past 30 days: Burger King

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for Anything ®

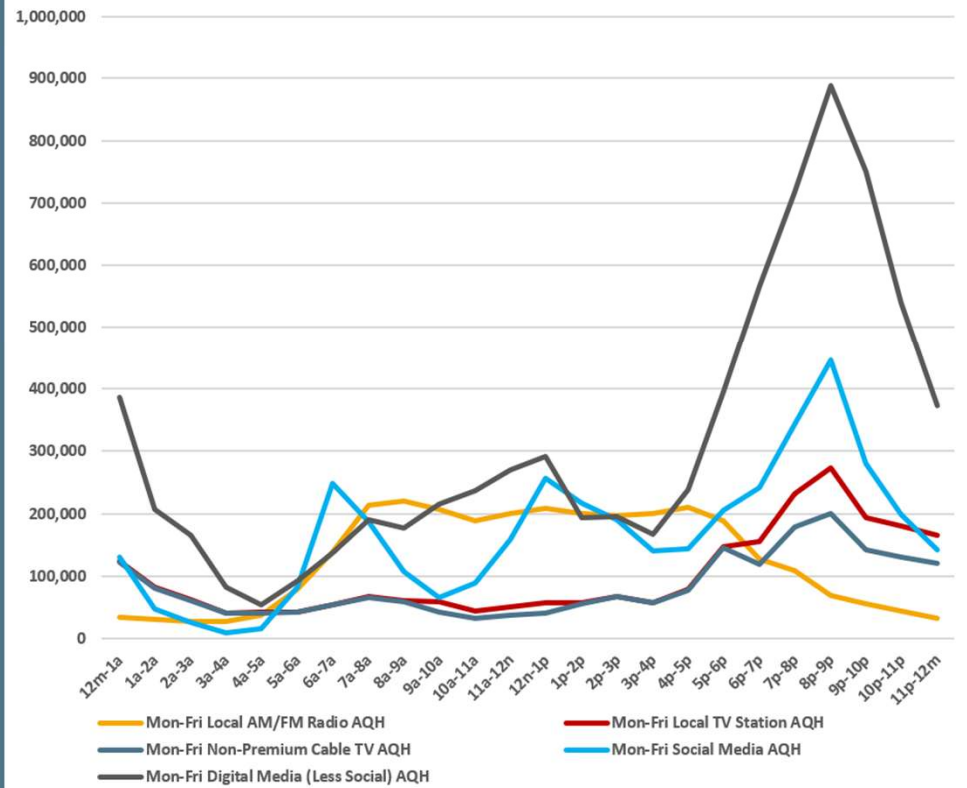


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,040; Social Media: 29,186; Local Radio: 28,823; Non-Prem. Cable: 14,439; Local TV: 13,447 reaching Adults 18 or older who Used BURGER KING One or More Times in the pas

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



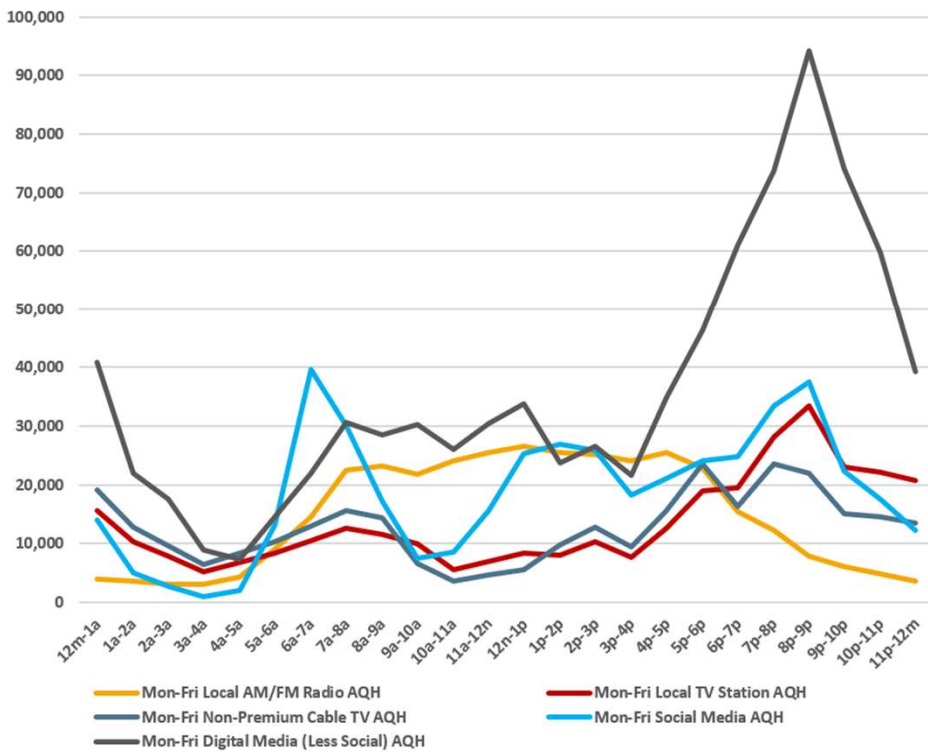
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



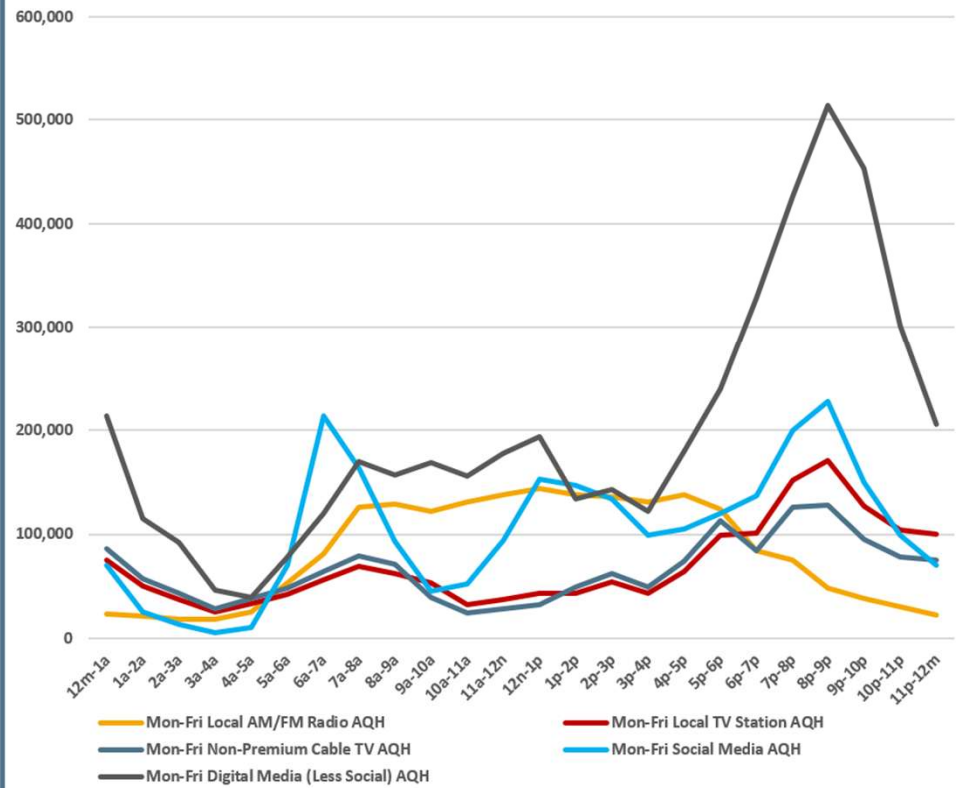


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,985;
Local Radio: 22,803; Social Media: 21,912; Non-Prem. Cable: 11,576; Local TV: 10,974
reaching Adults 18 or older who Used BURGER KING One or More Times in the pas

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



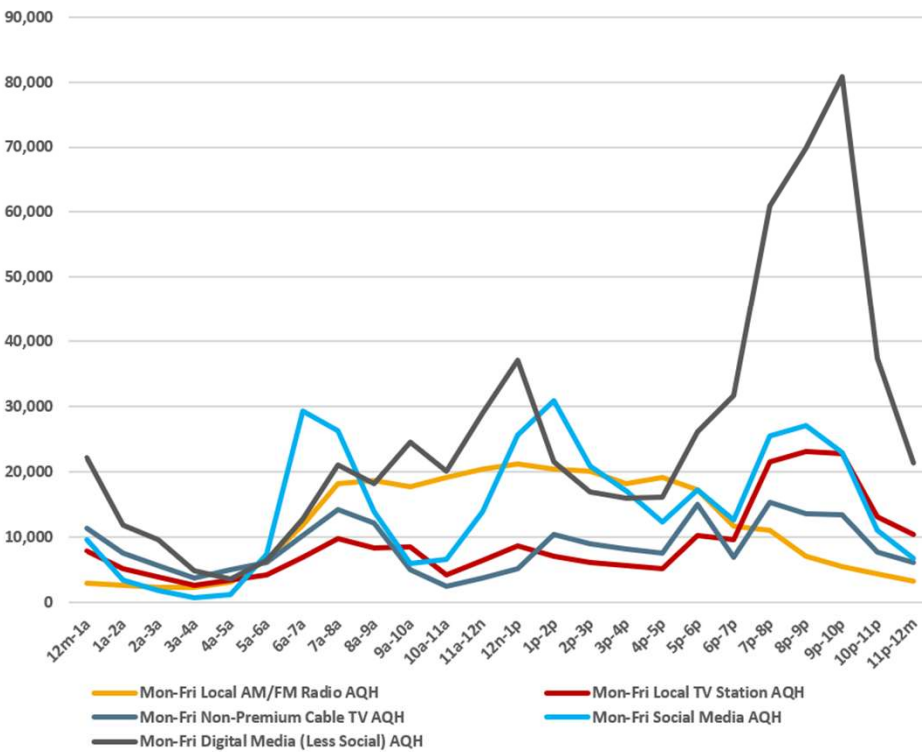
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



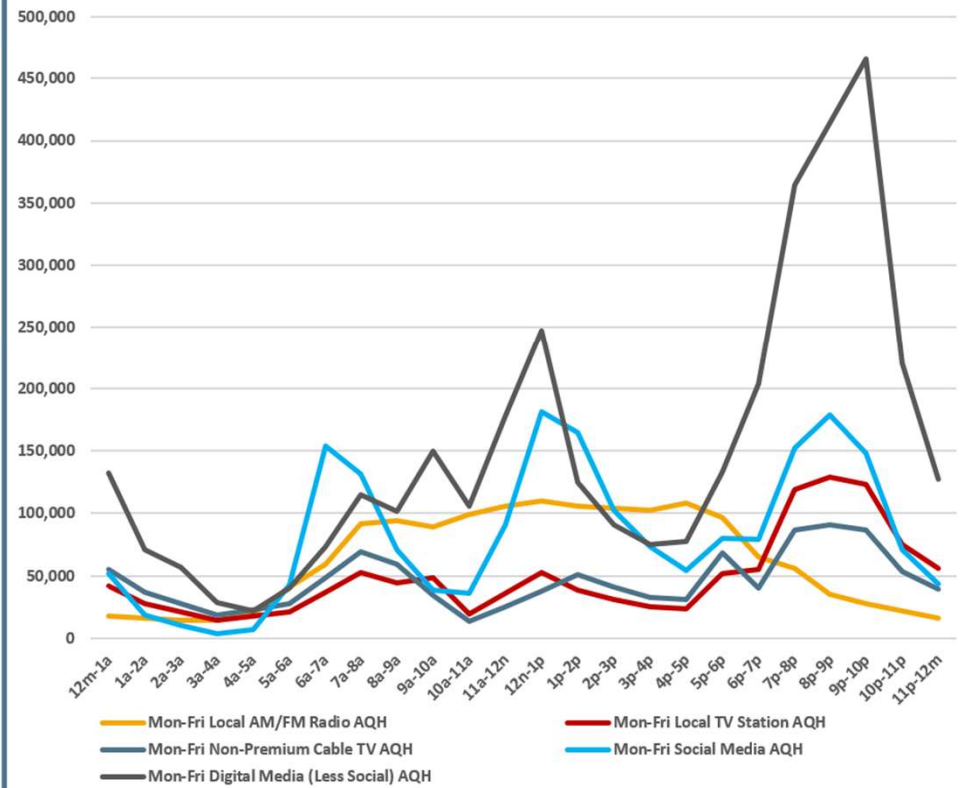


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,380;
Local Radio: 17,955; Social Media: 17,876; Non-Prem. Cable: 8,448; Local TV: 7,434
reaching Adults 18 or older who Used BURGER KING One or More Times in the past

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



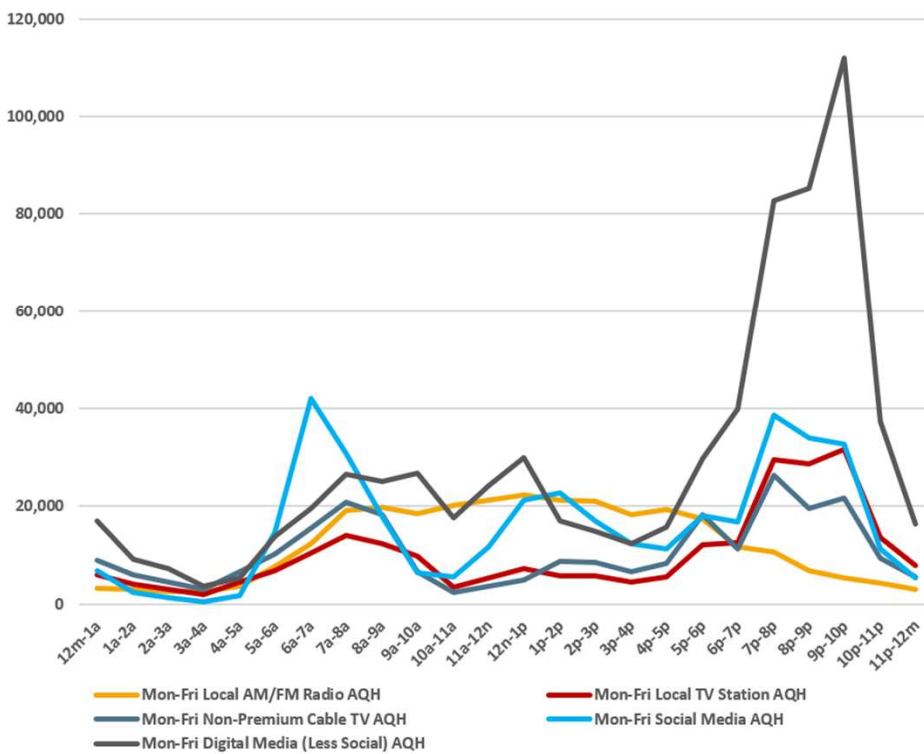
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



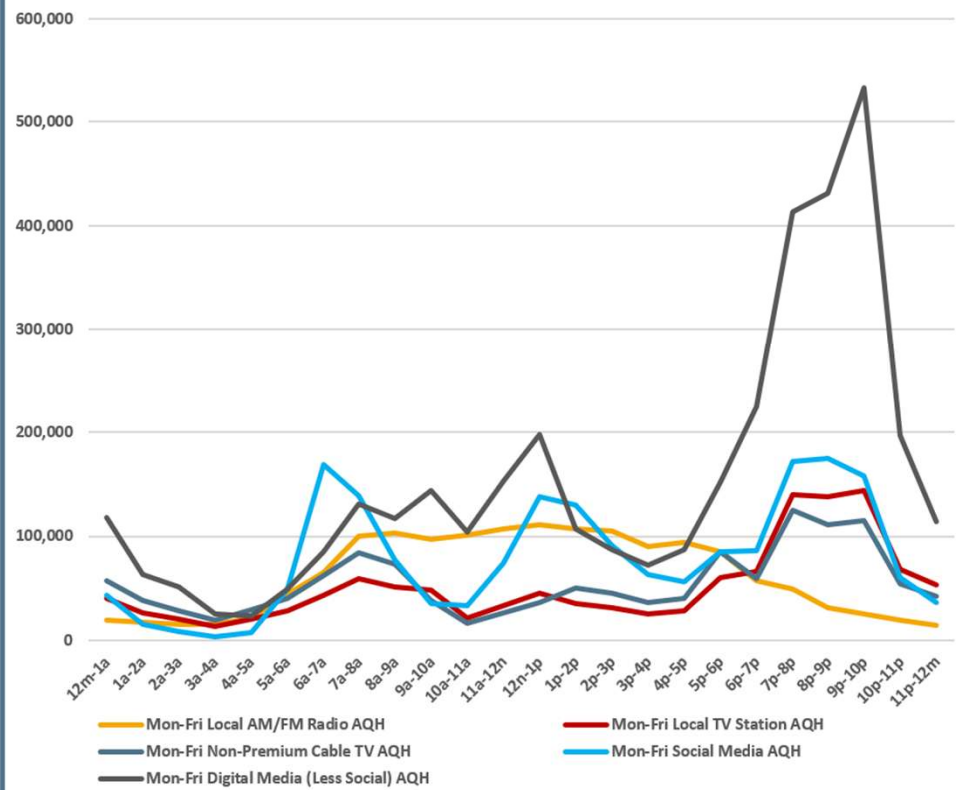


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,047;
Local Radio: 18,649; Social Media: 18,019; Non-Prem. Cable: 10,340; Local TV: 8,422
reaching Adults 18 or older who Used BURGER KING One or More Times in the past

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



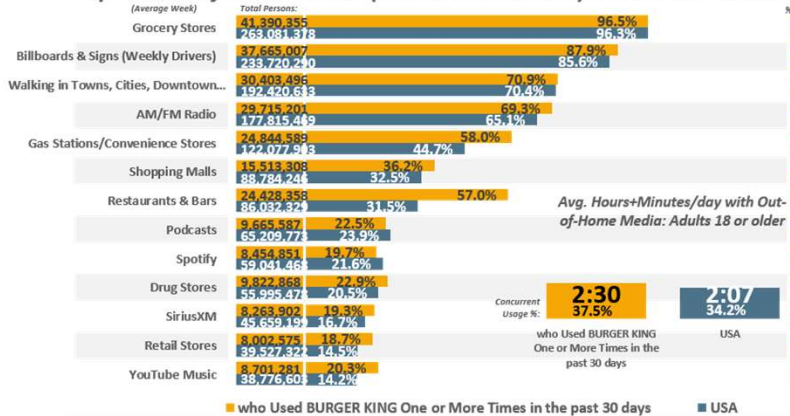
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



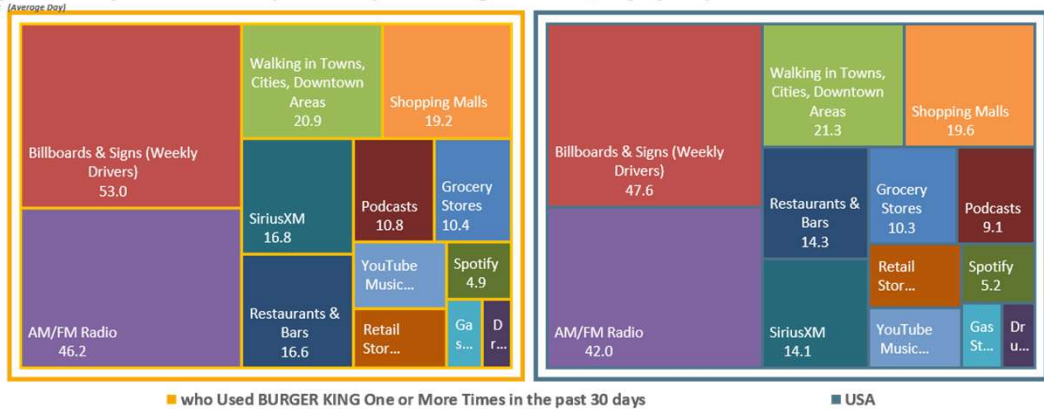


37,665,007 or 87.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minu

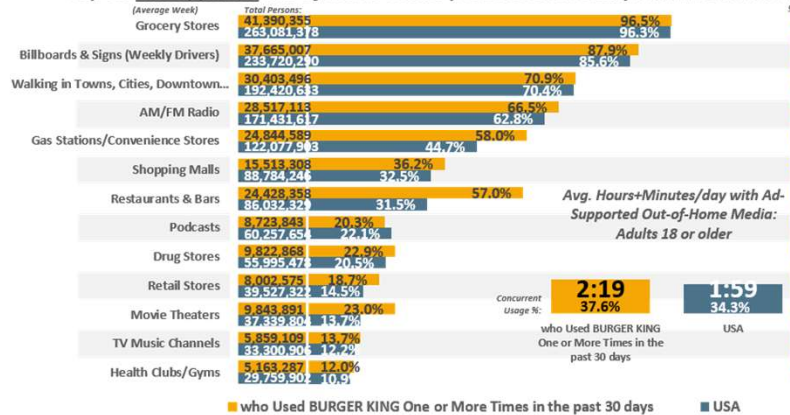
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



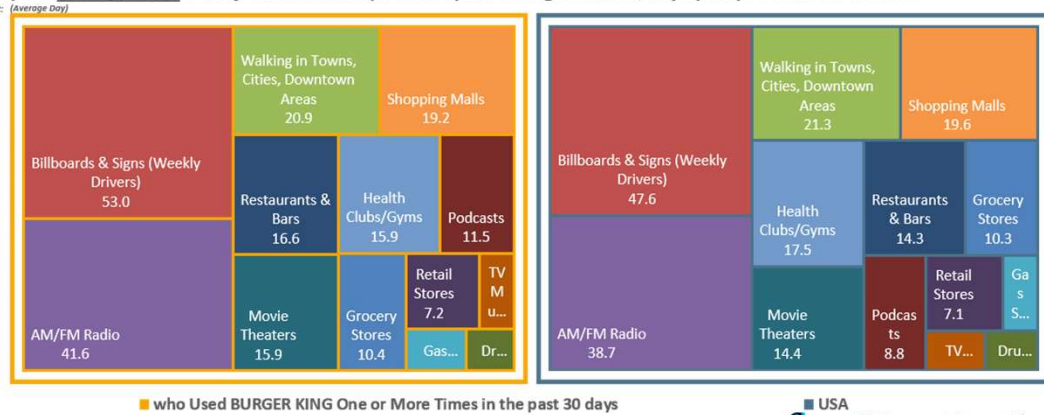
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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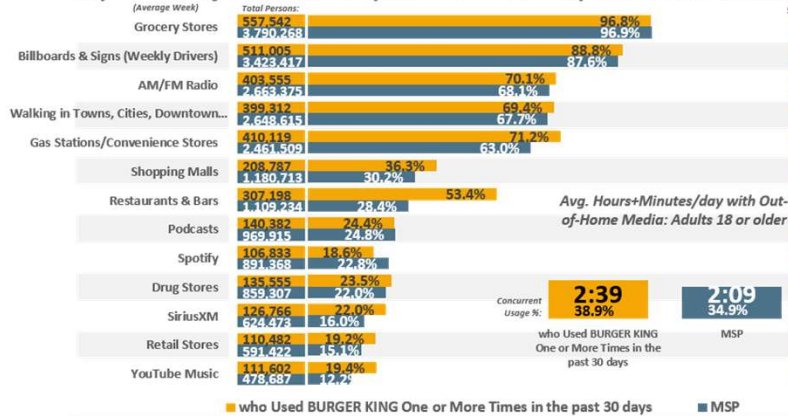
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

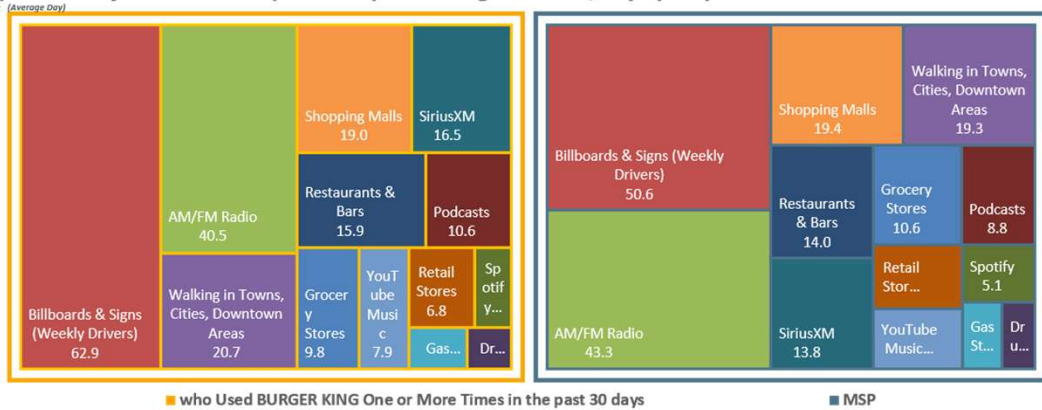


511,005 or 88.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minute

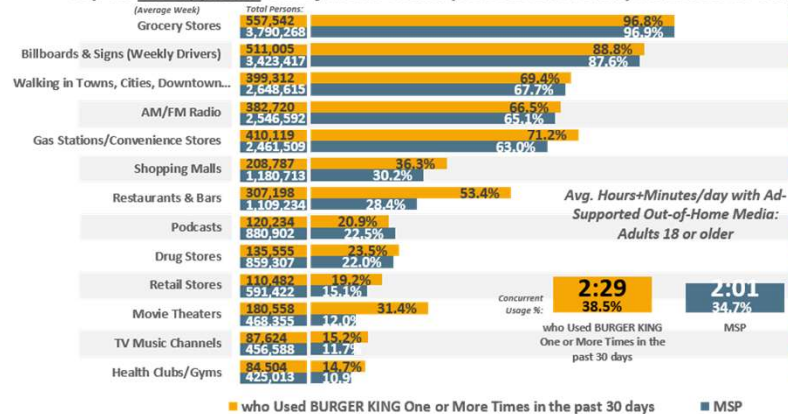
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



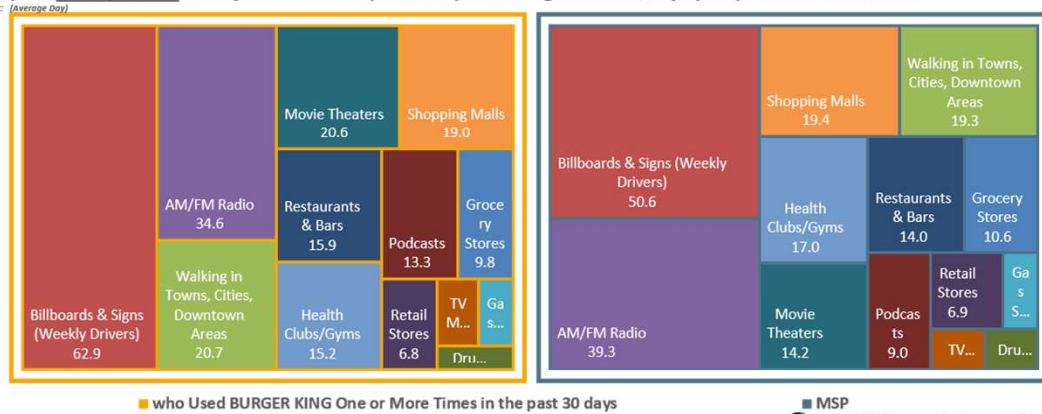
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281
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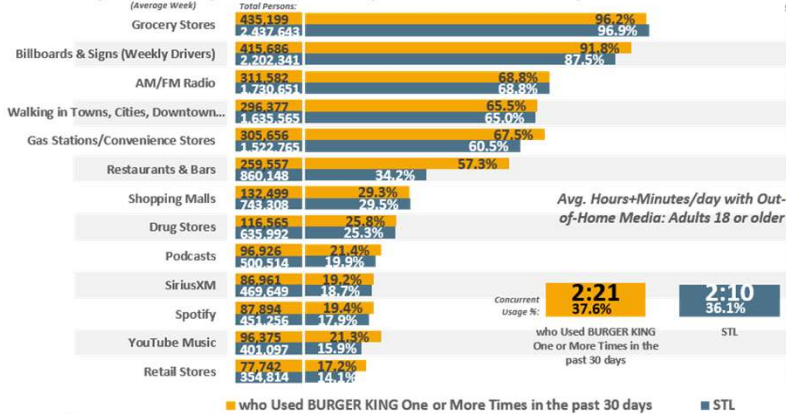
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

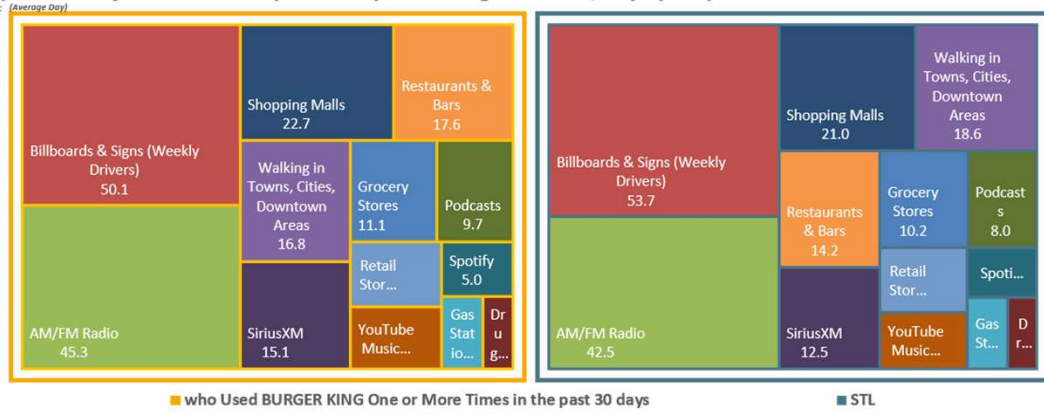


415,686 or 91.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minute

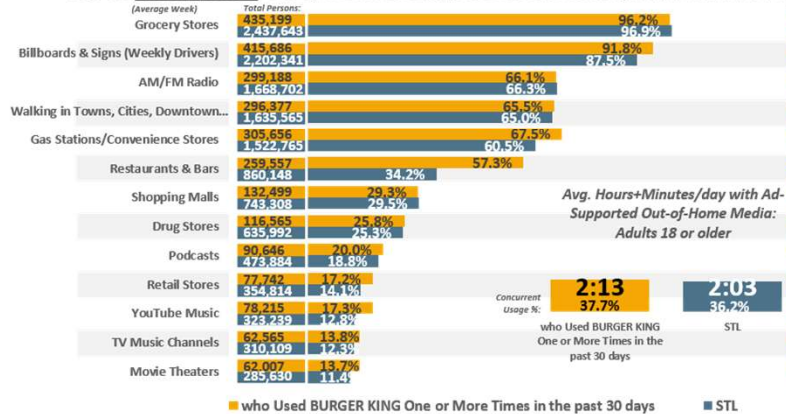
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



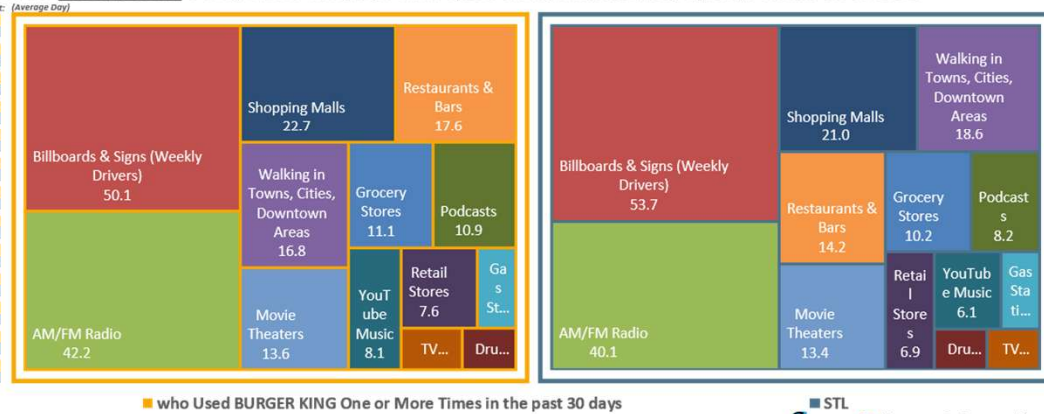
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



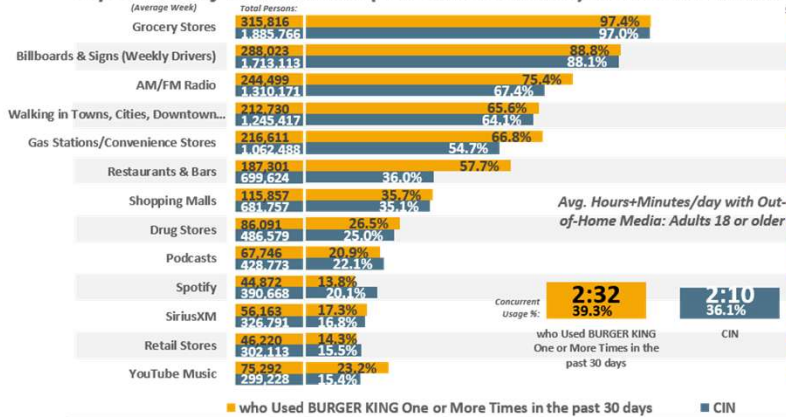
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



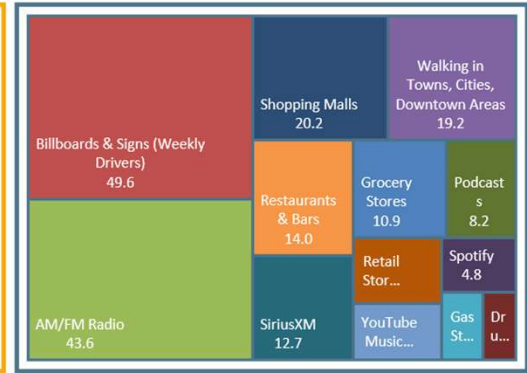
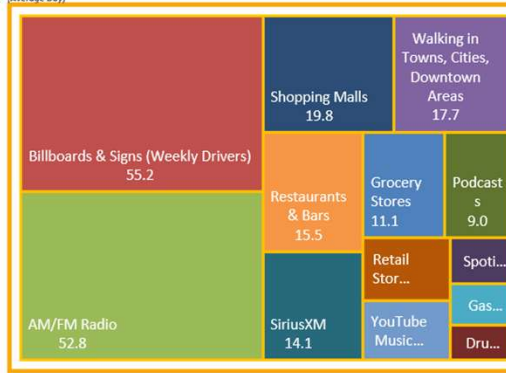


288,023 or 88.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 49.4 minute

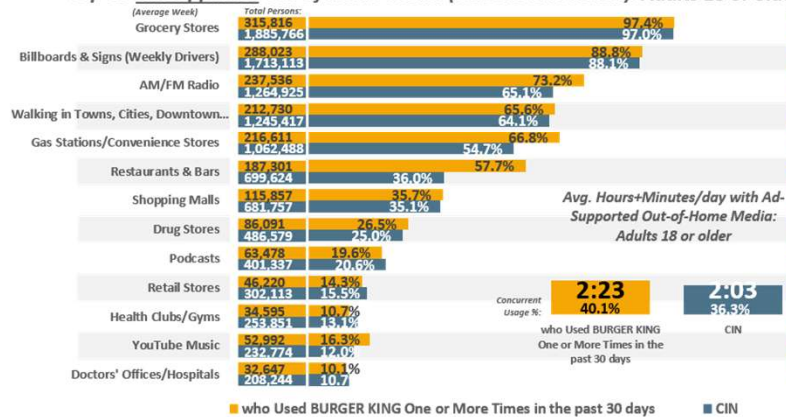
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



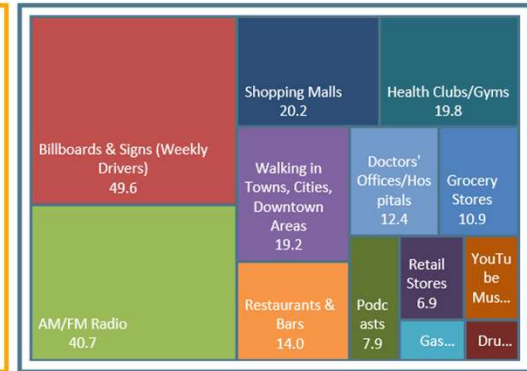
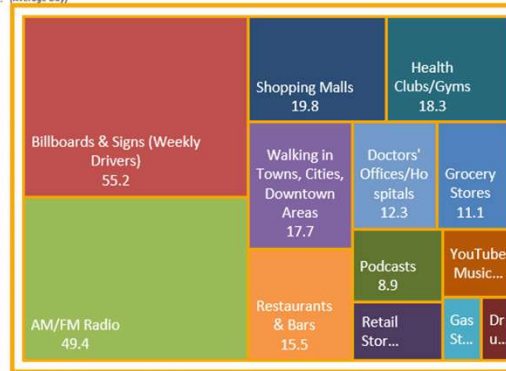
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



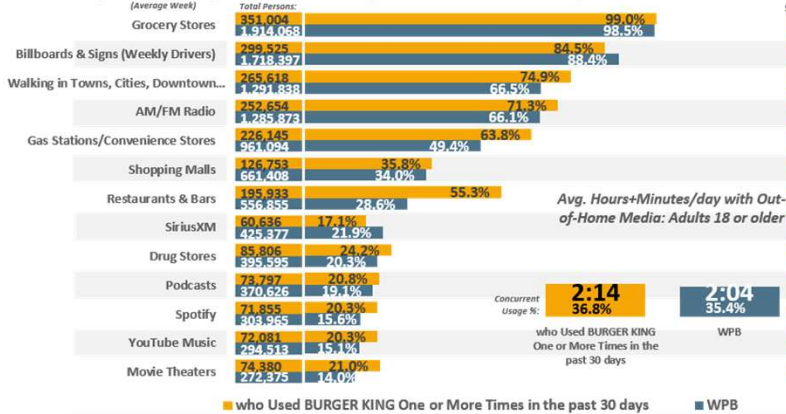
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



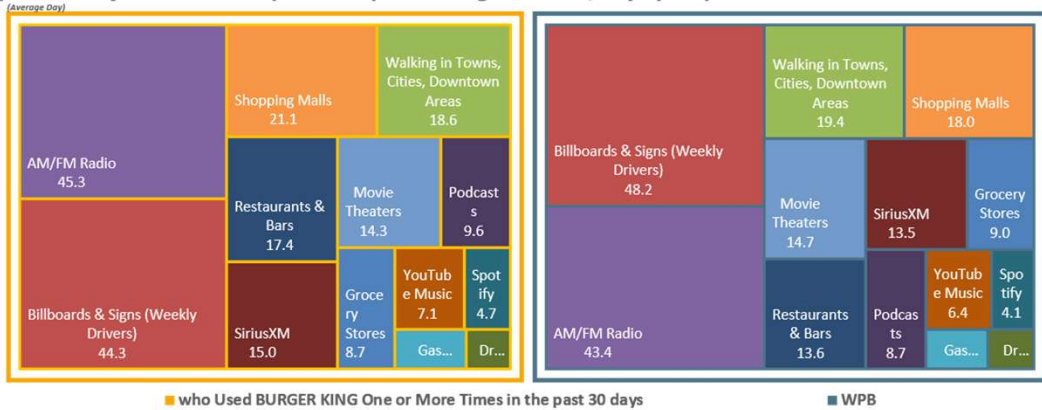


299,525 or 84.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minute

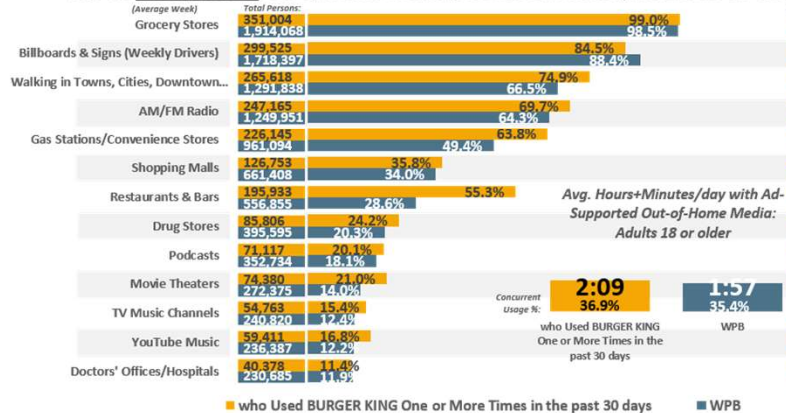
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



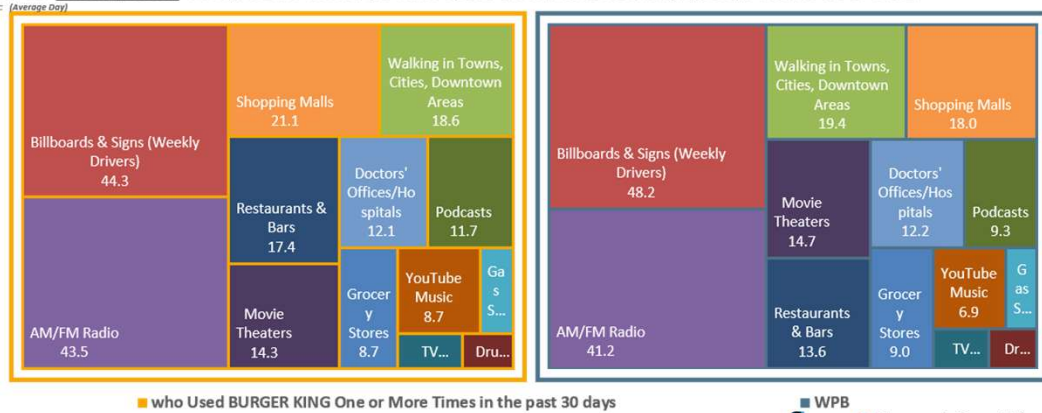
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



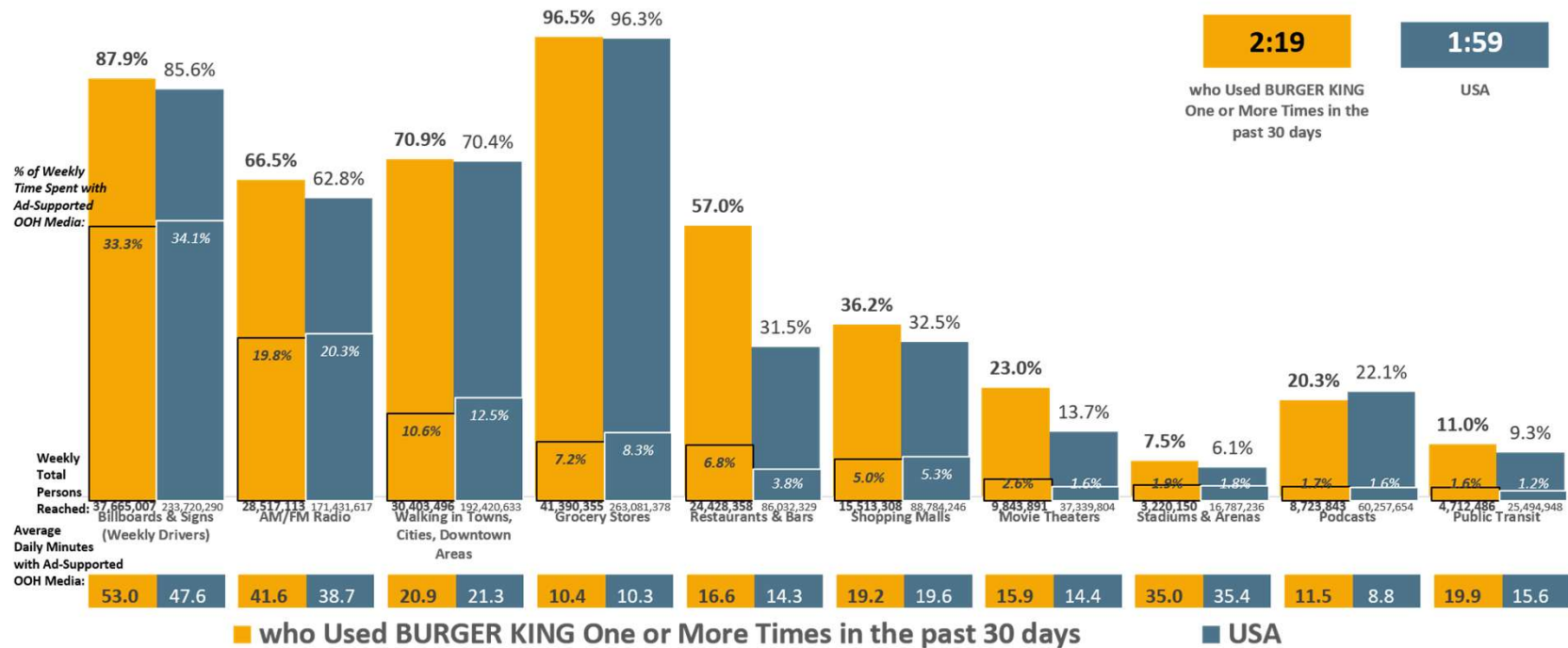


37,665,007 or 87.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: Burger King

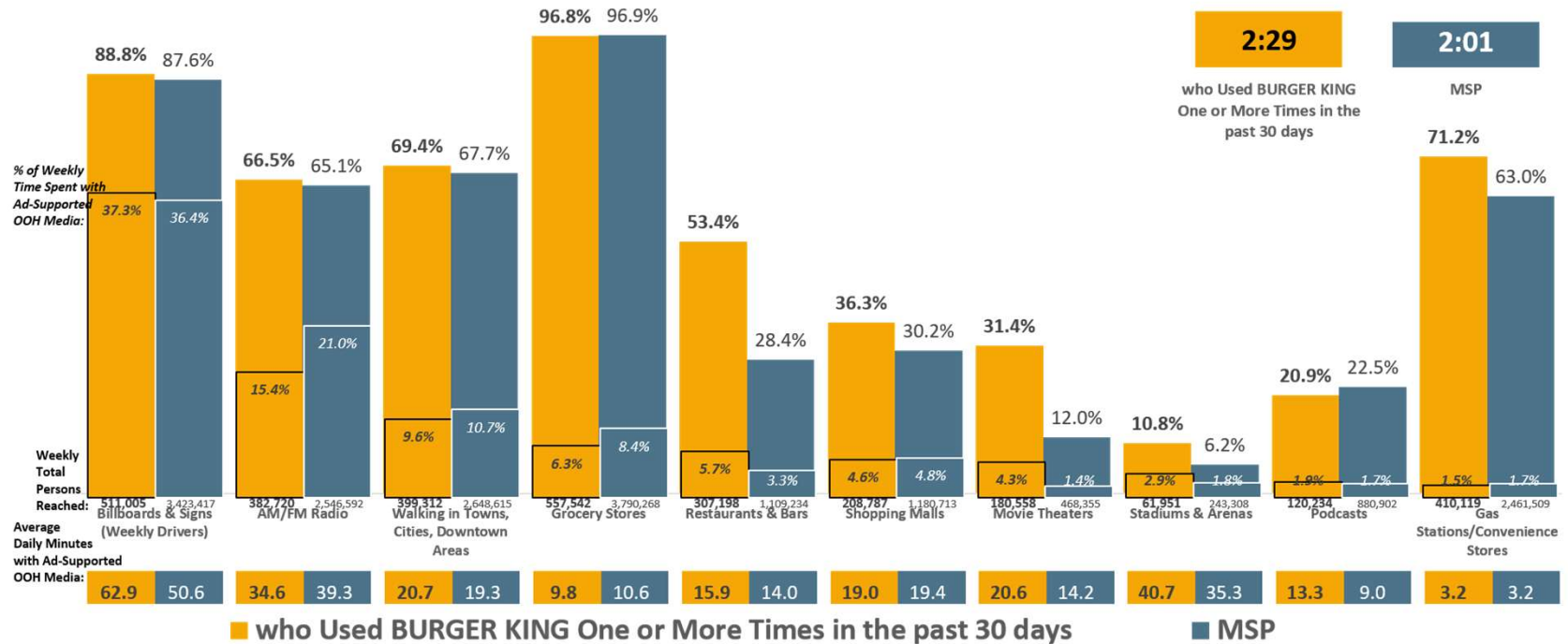


511,005 or 88.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 62.9 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

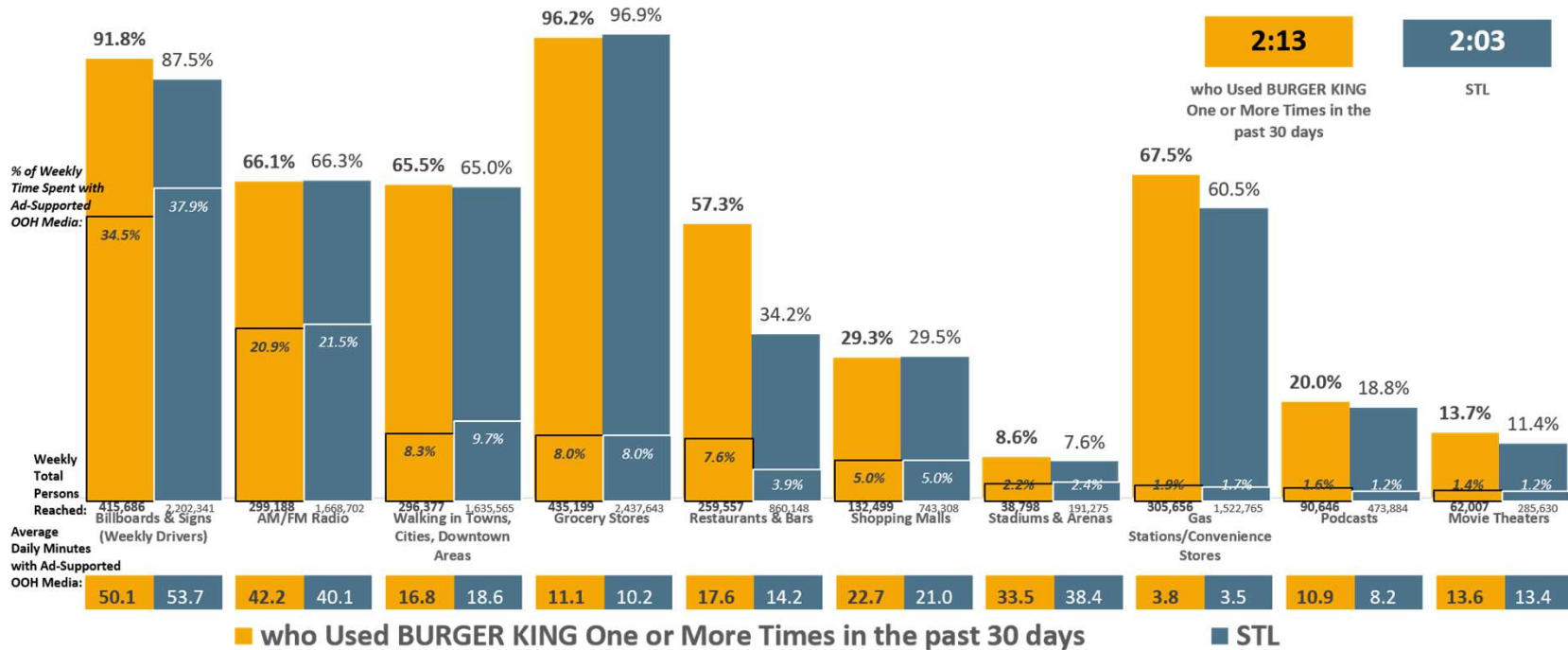


415,686 or 91.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 50.1 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 330
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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: Burger King

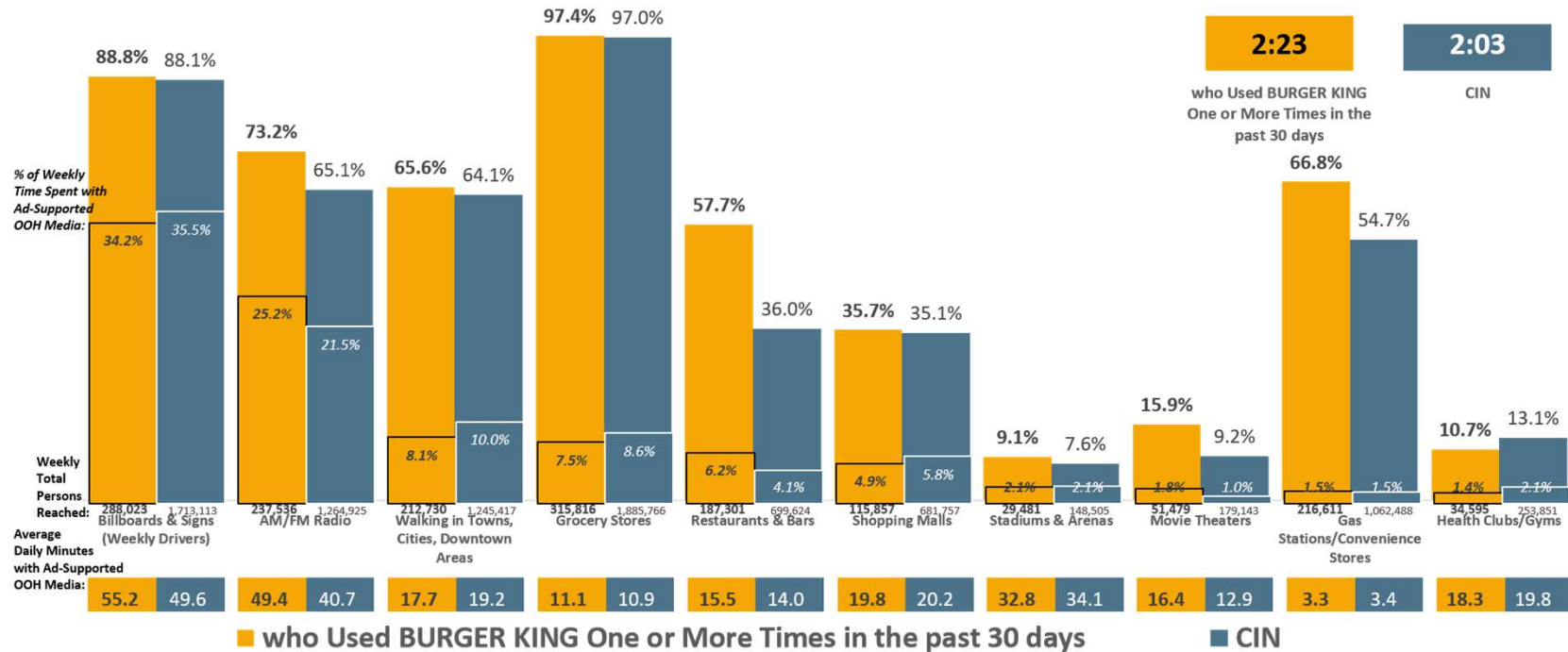


288,023 or 88.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 319
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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: Burger King

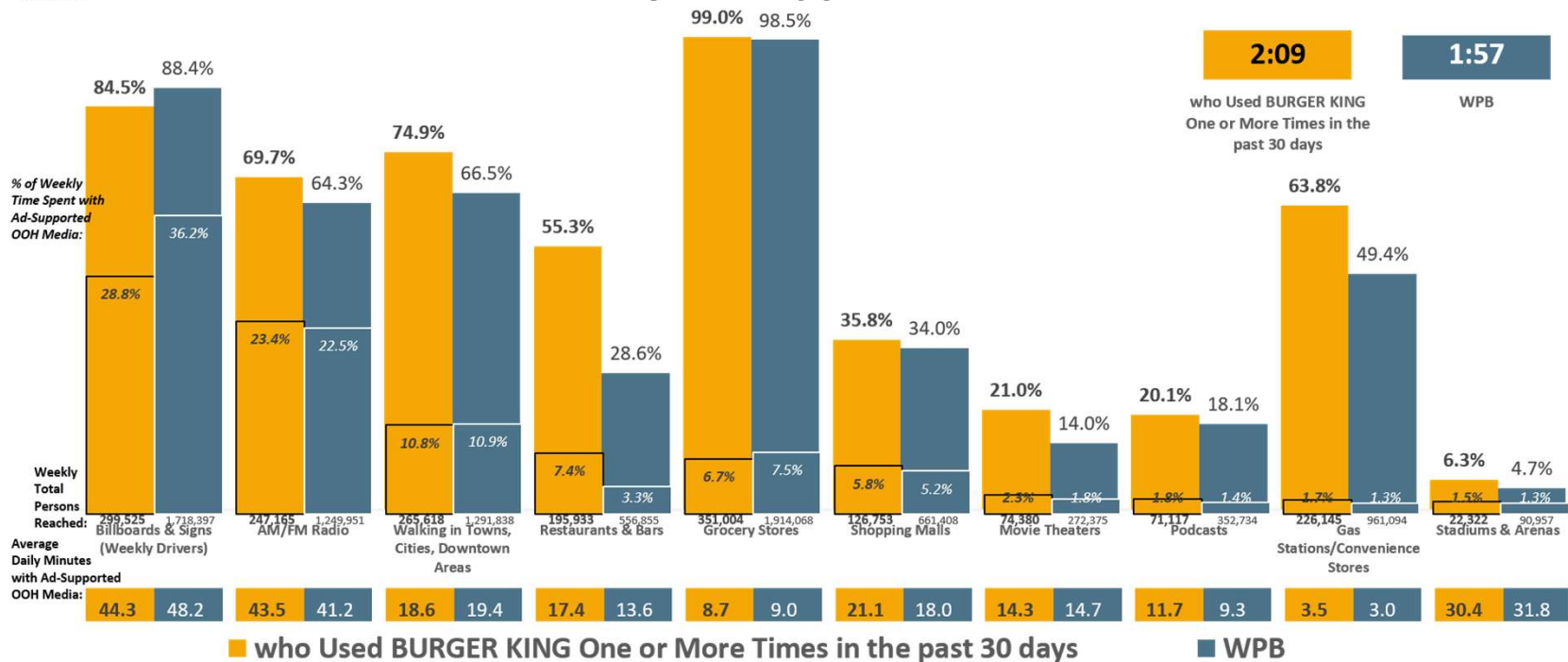


299,525 or 84.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 444 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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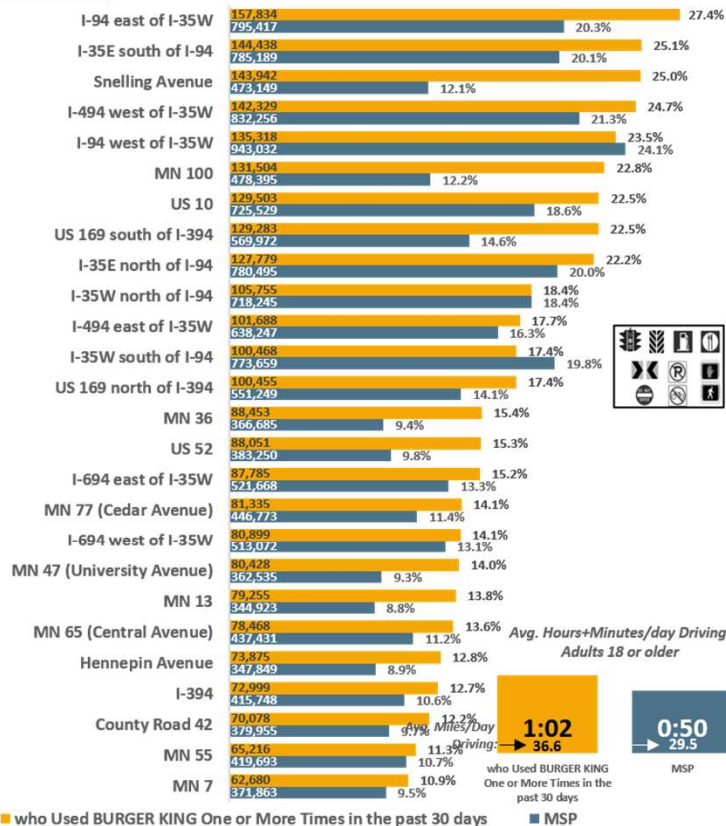
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

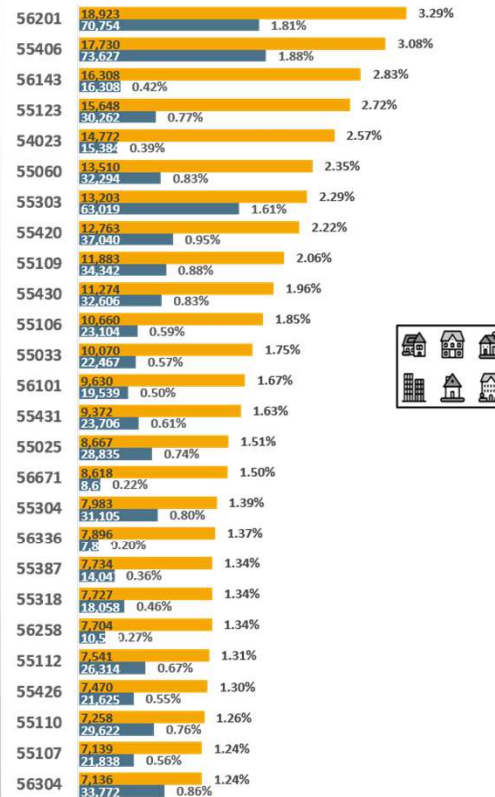


511,005 or 88.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 62.9 minutes per day driving an average of 36.6 miles each day and are 106.6% more likely to use Snelling Avenue than the Metro average.

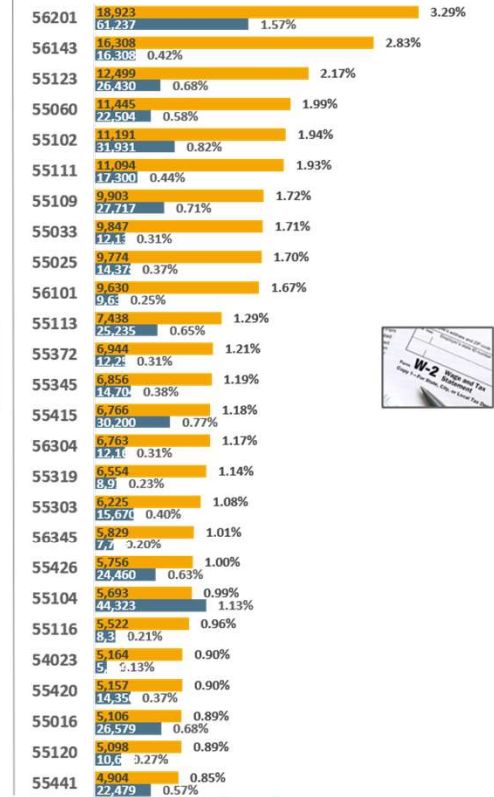
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



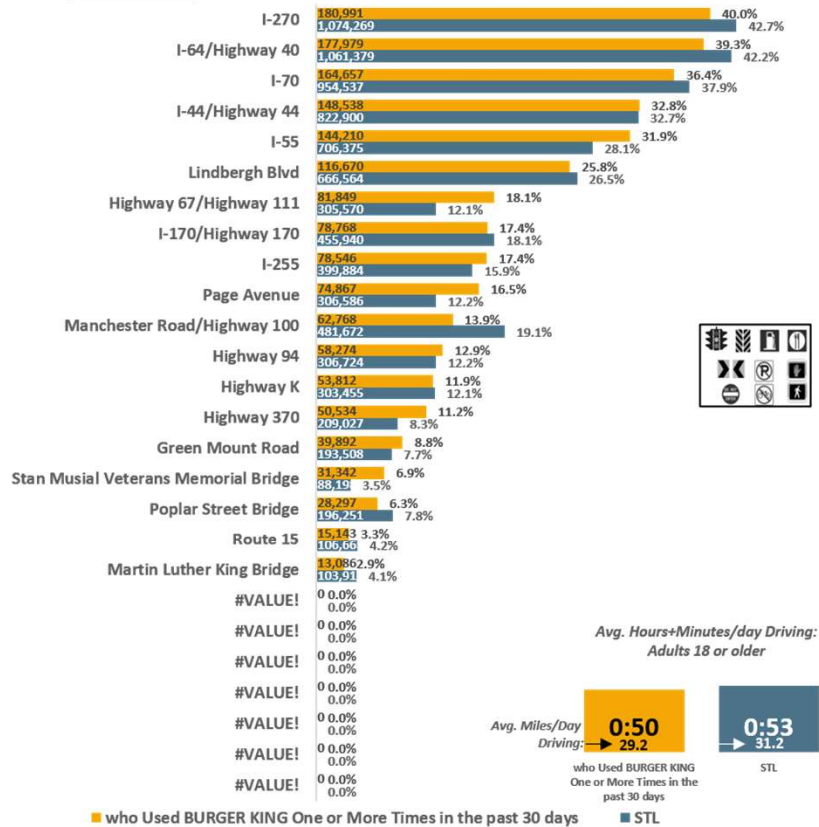
Top-26 Employment Zip Codes: Adults 18 or older



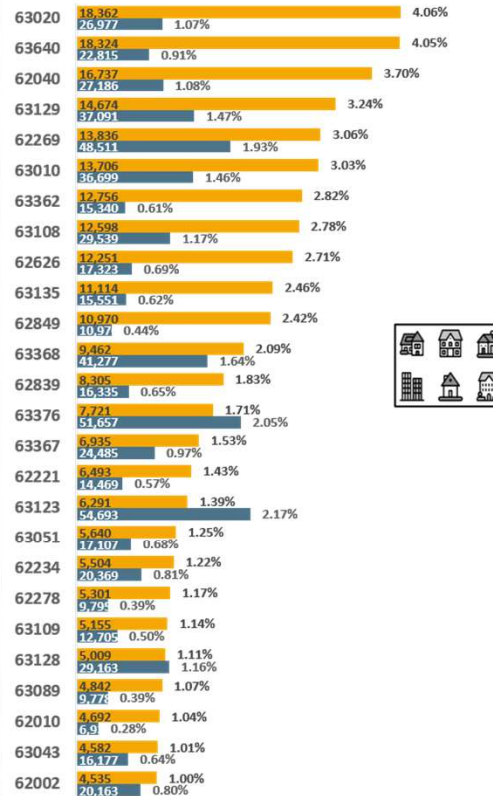


415,686 or 91.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 50.1 minutes per day driving an average of 29.2 miles each day and are 97.6% more likely to use Stan Musial Veterans Memorial Bridge than

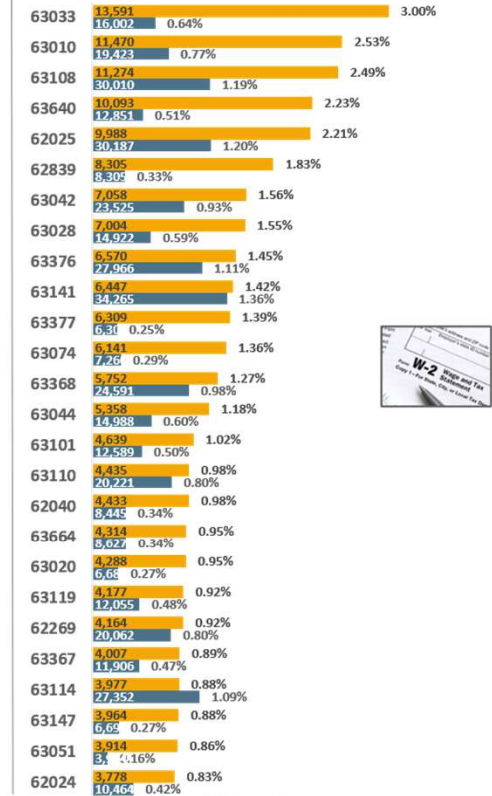
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

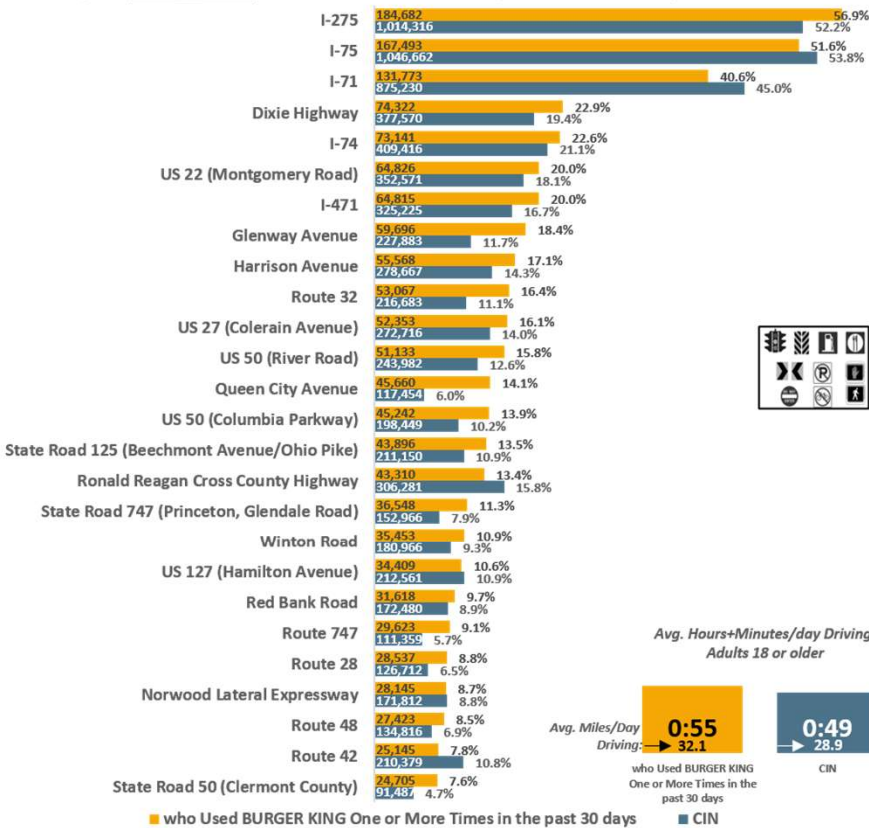


soefa.ai Share of Everything for Anything

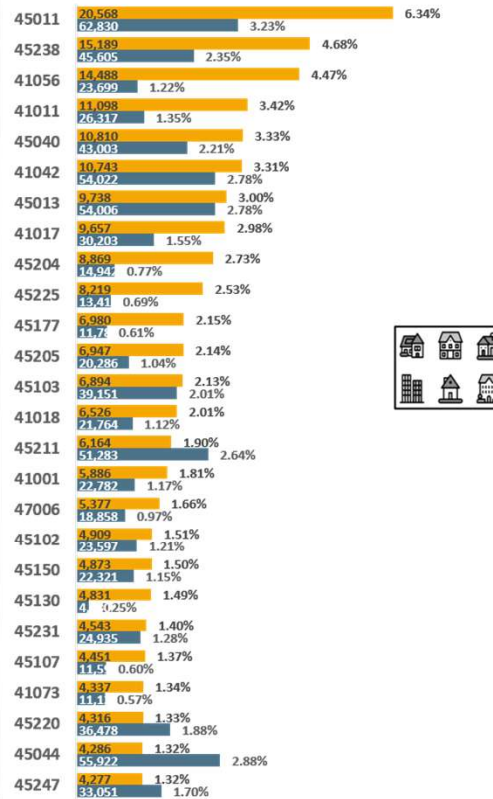


288,023 or 88.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 55.2 minutes per day driving an average of 32.1 miles each day and are 133.% more likely to use Queen City Avenue than the Metro average.

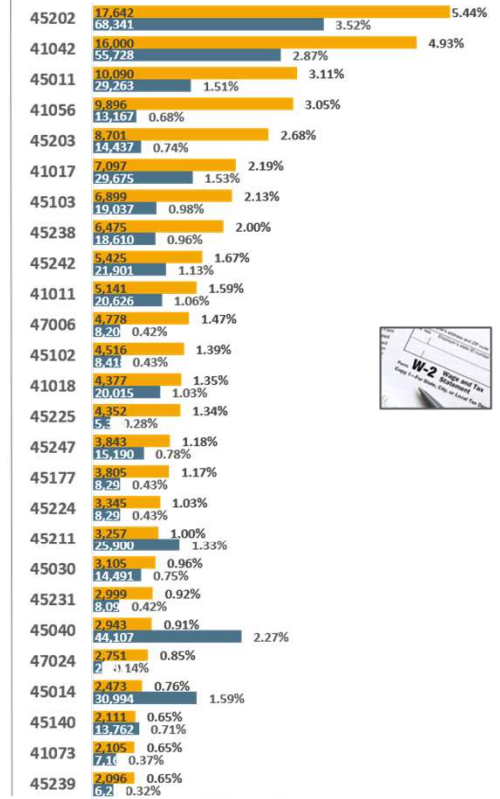
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



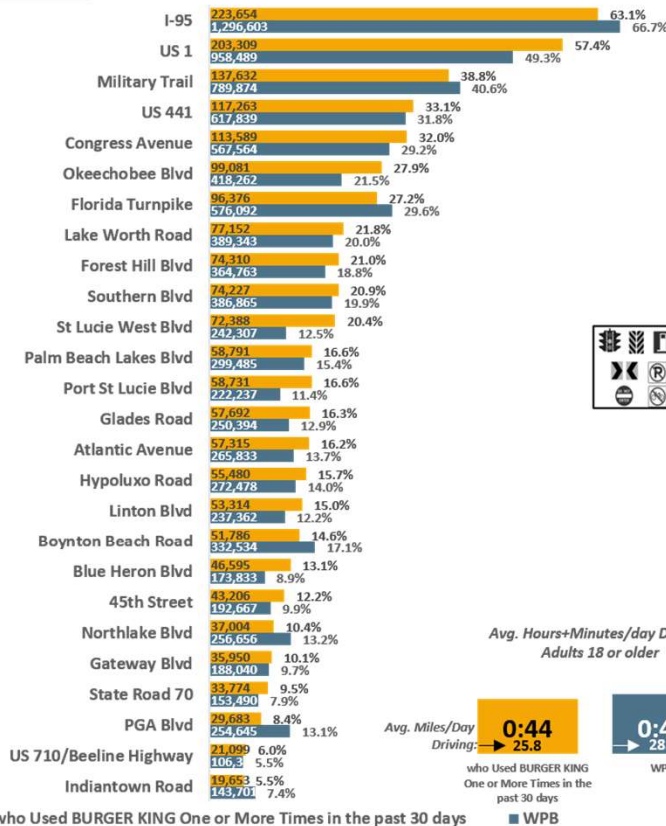
Top-26 Employment Zip Codes: Adults 18 or older





299,525 or 84.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 63.8% more likely to use St Lucie West Blvd than the Metro average

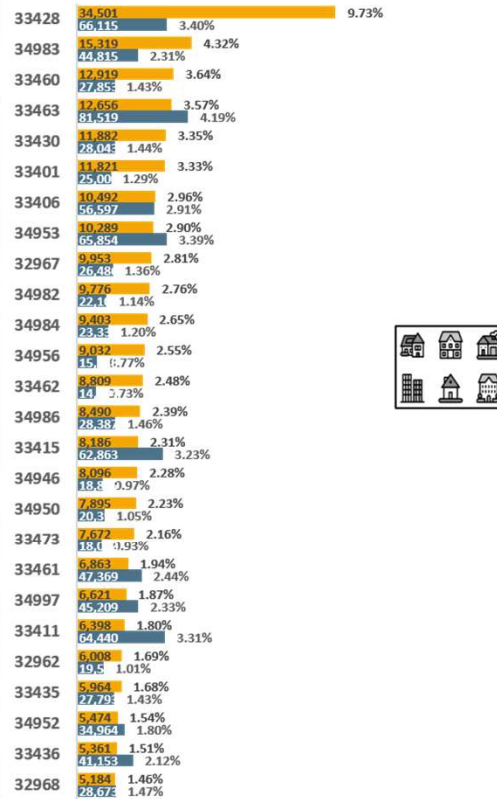
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



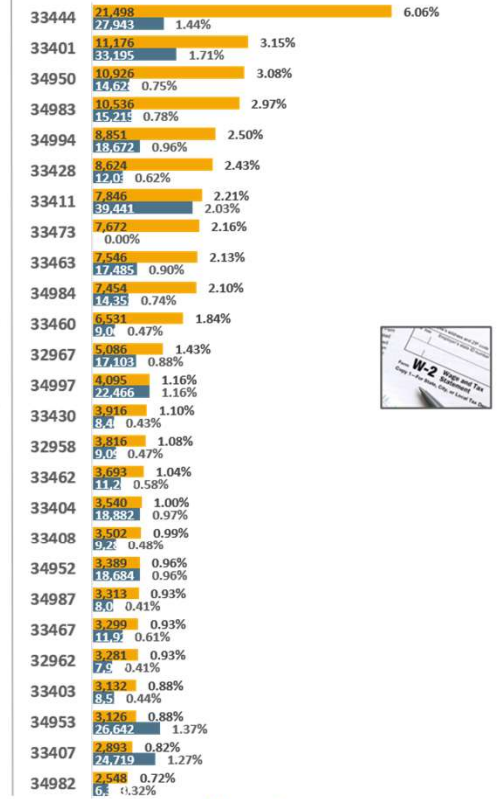
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

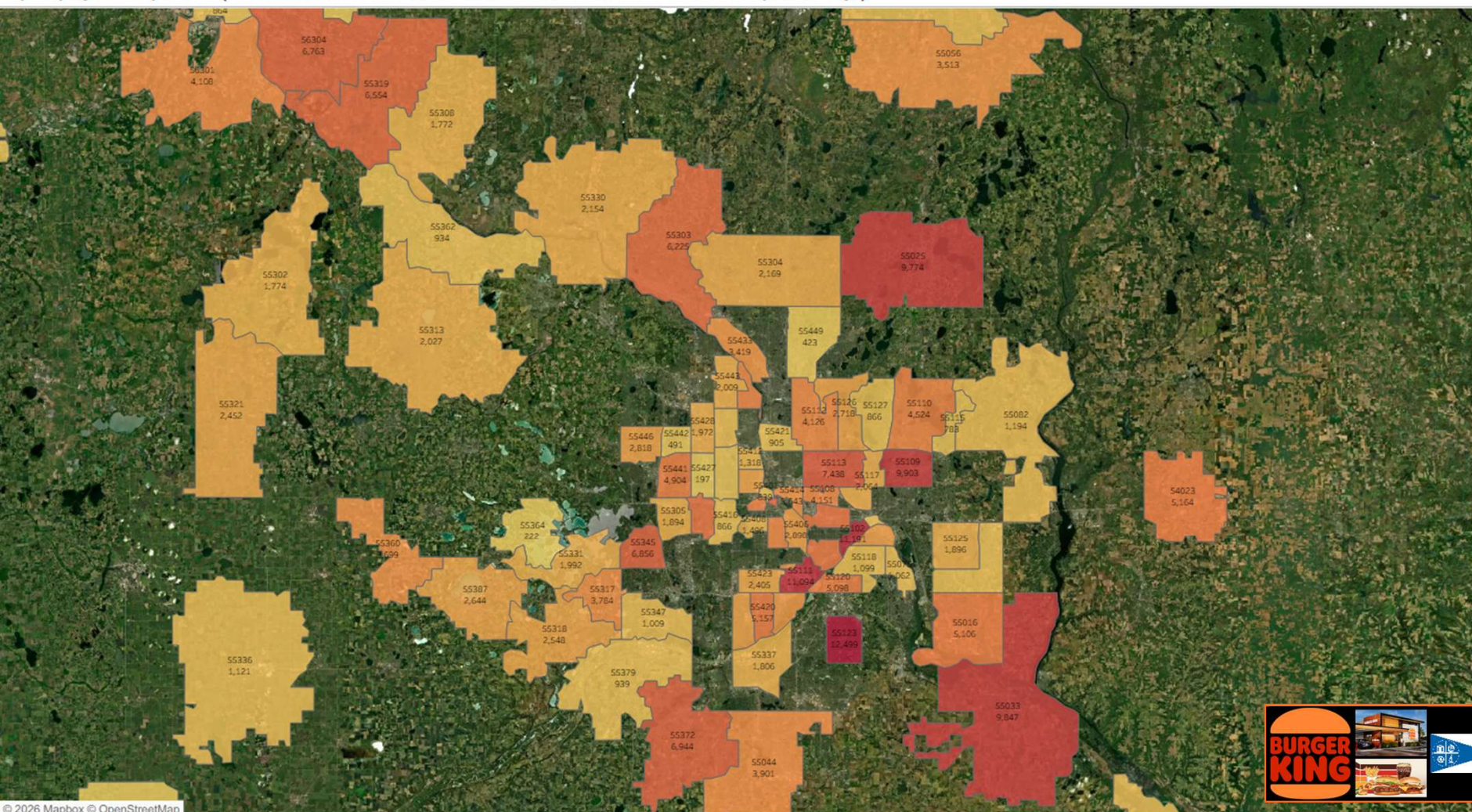


Top-26 Employment Zip Codes: Adults 18 or older



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



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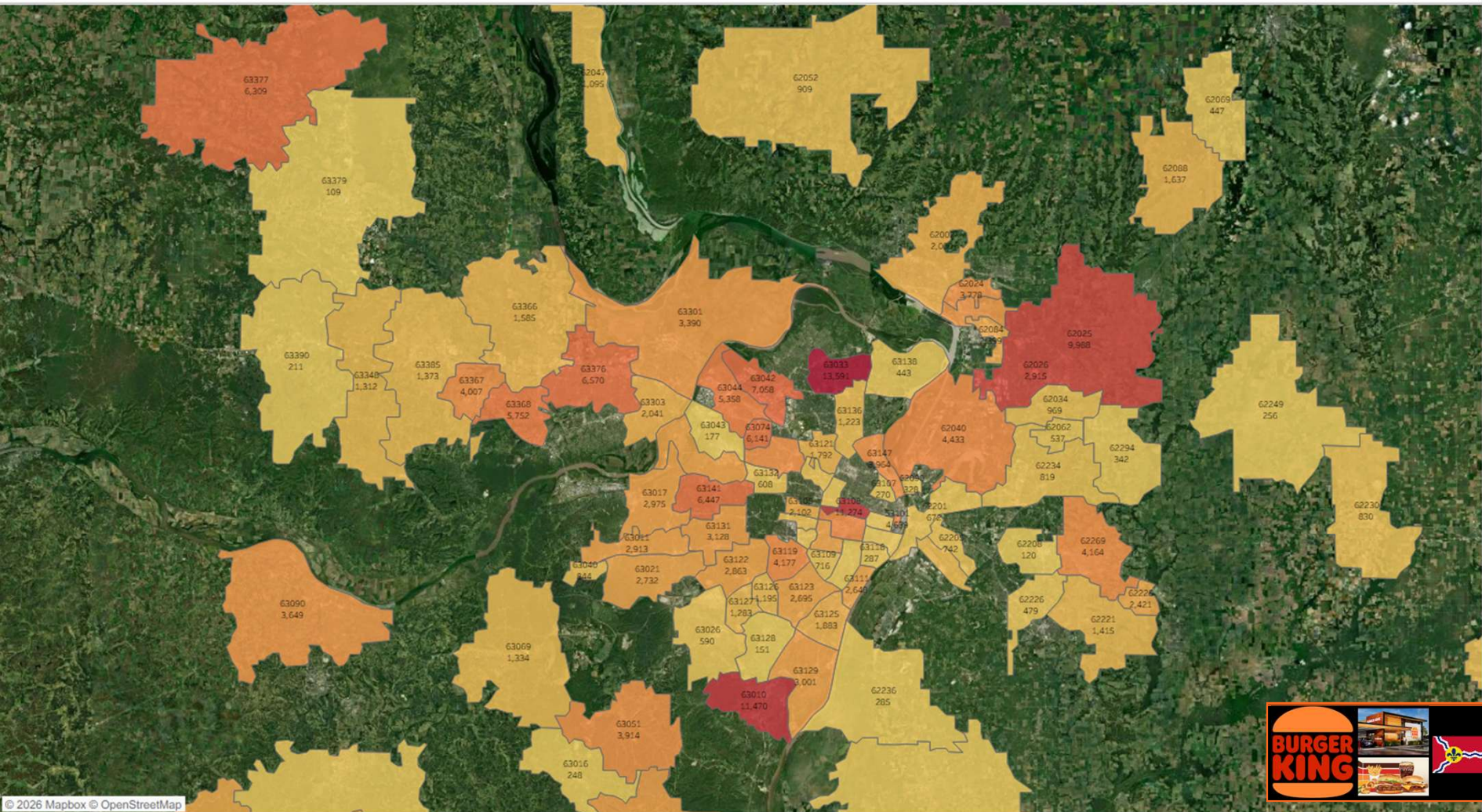
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 281

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Quick service restaurants used past 30 days: Burger King

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



SUM(Adults 18 or olde...
39 13,591



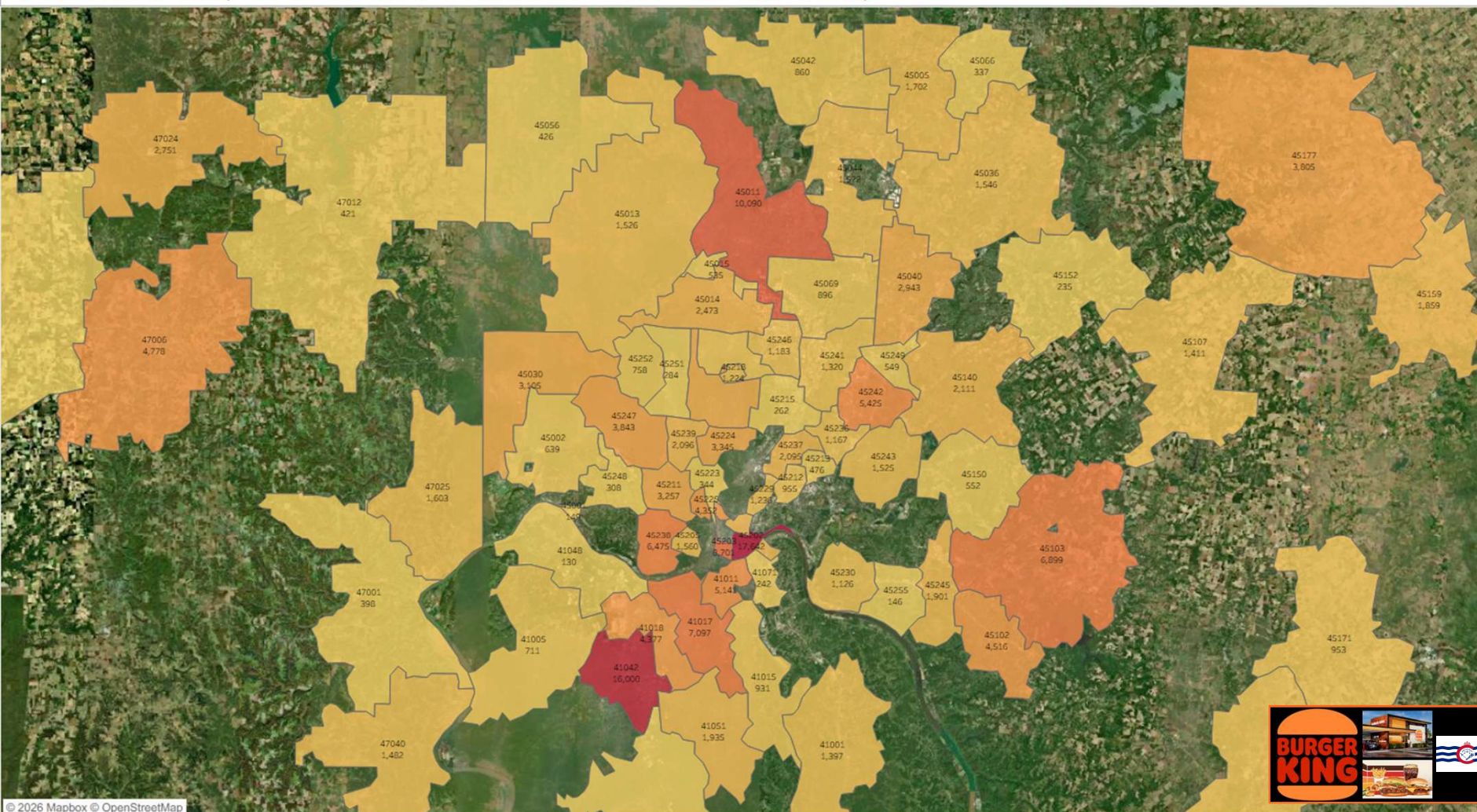
© 2026 Mapbox © OpenStreetMap

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 330
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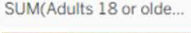
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

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



▼



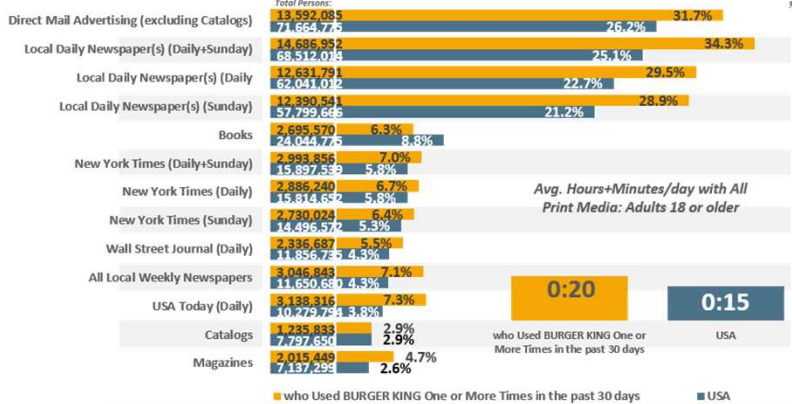
soefa.ai Share of Everything
for Anything.

Quick service restaurants used past 30 days: Burger King



14,686,952 or 34.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.9% of all time spent daily with All forms of Print M

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

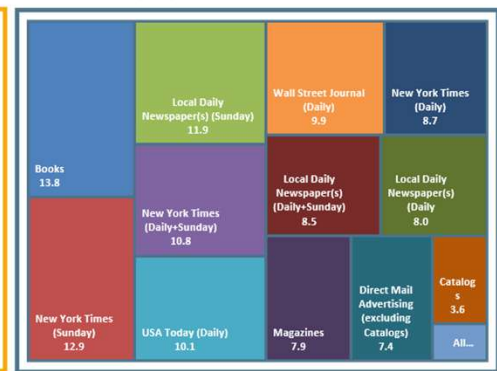
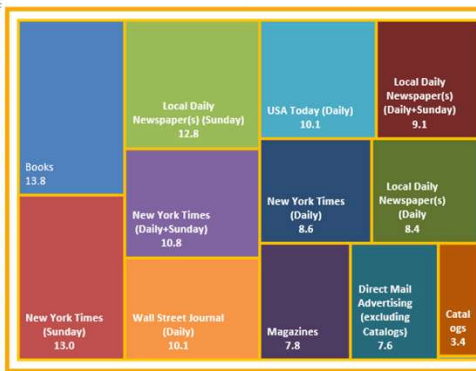


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

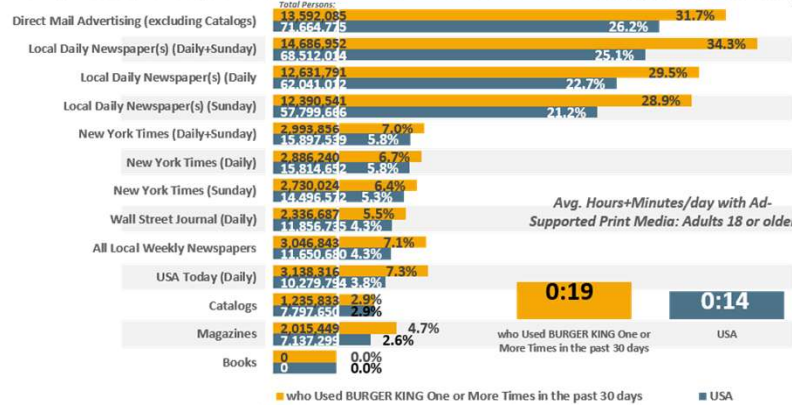
0:20

0:15

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



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

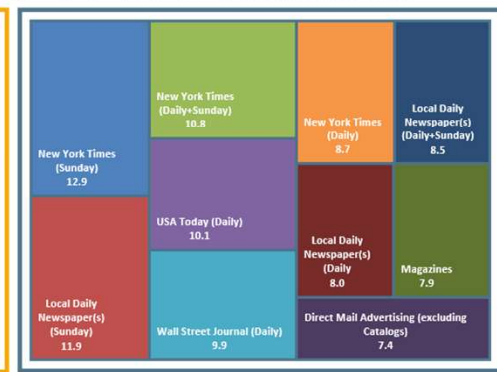


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:19

0:14

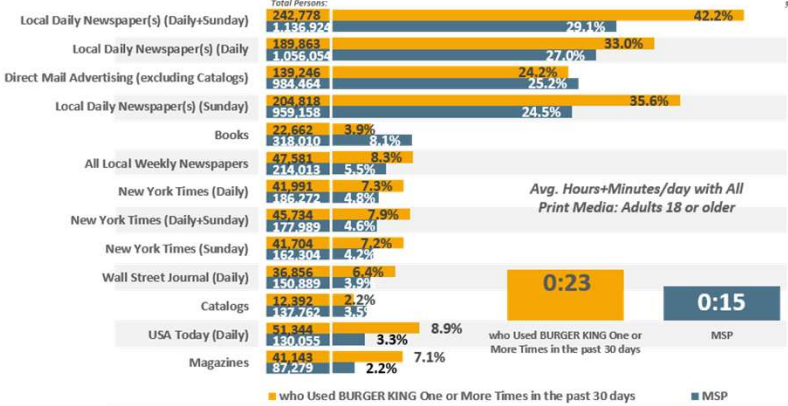
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



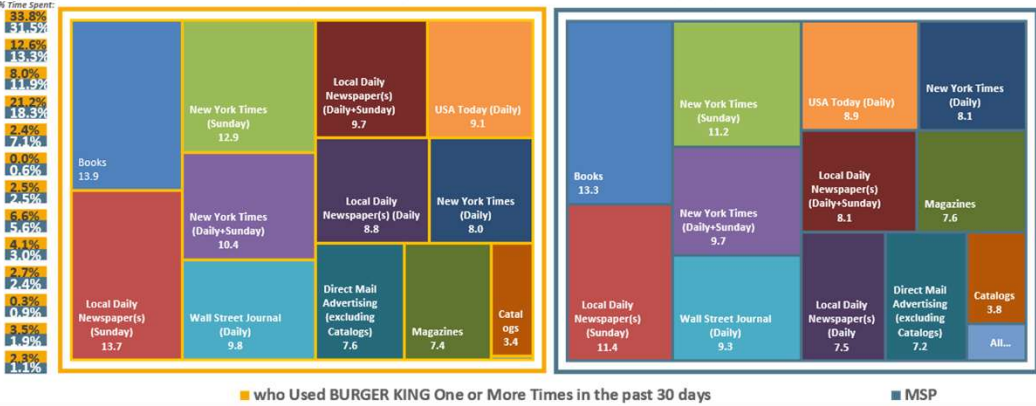


242,778 or 42.2% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 34.6% of all time spent daily with All forms of Print Medi

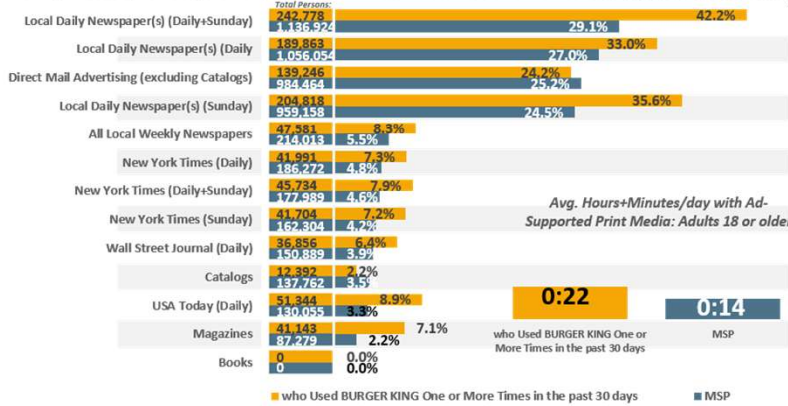
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



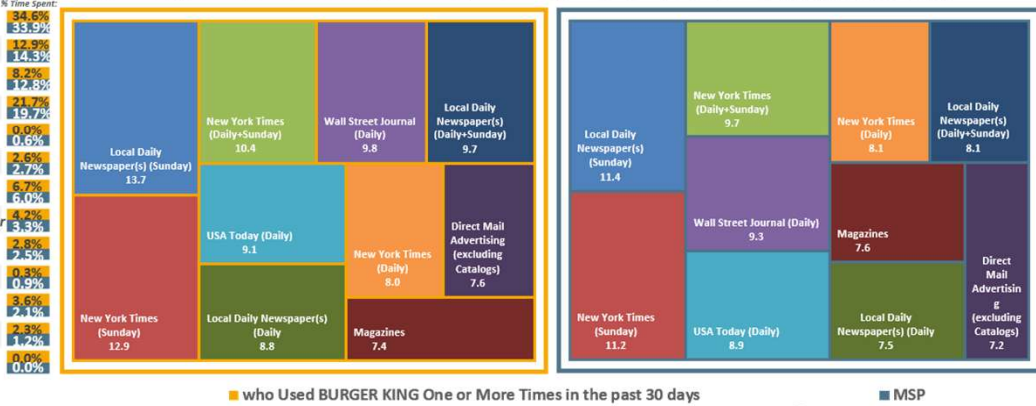
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



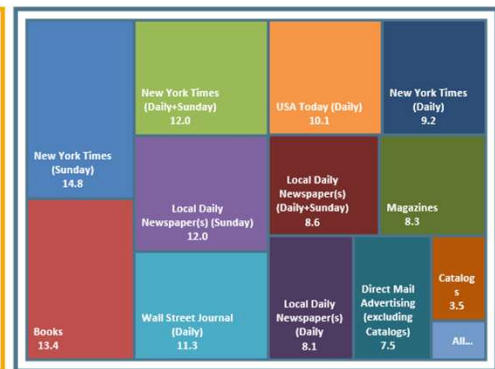
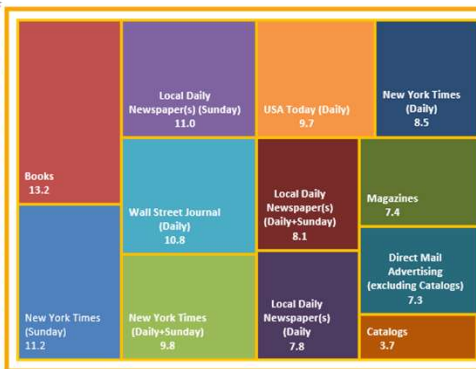
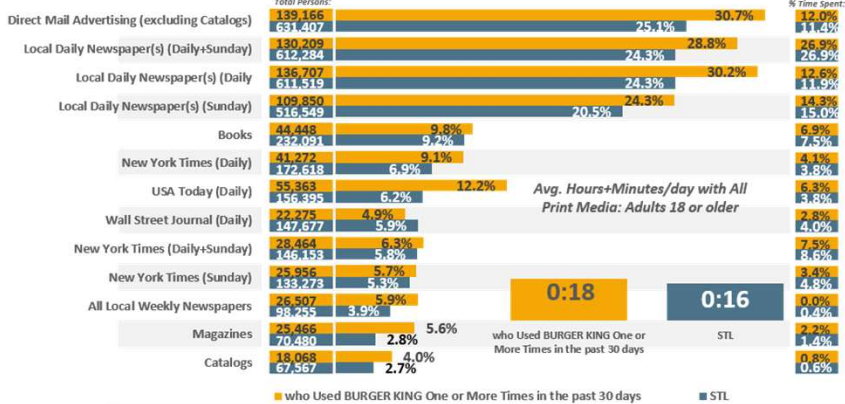
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



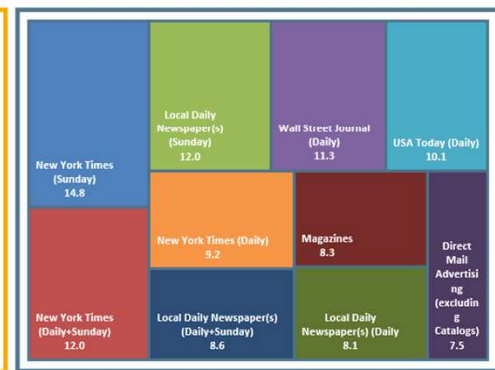
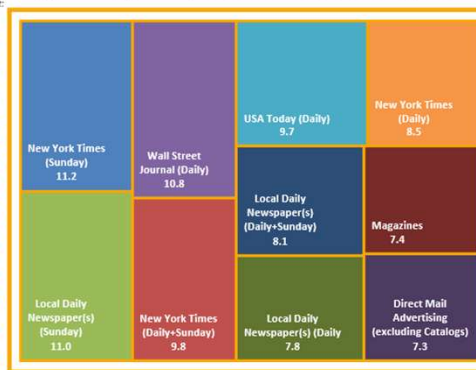
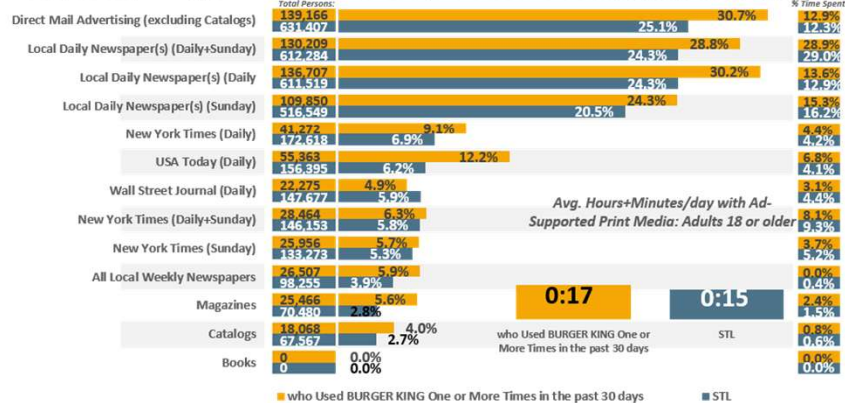


130,209 or 28.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 28.9% of all time spent daily with All forms of Print Medi

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**



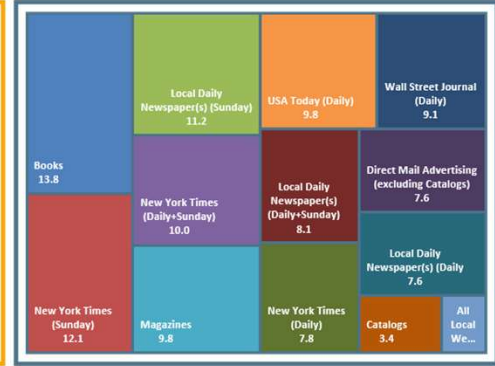
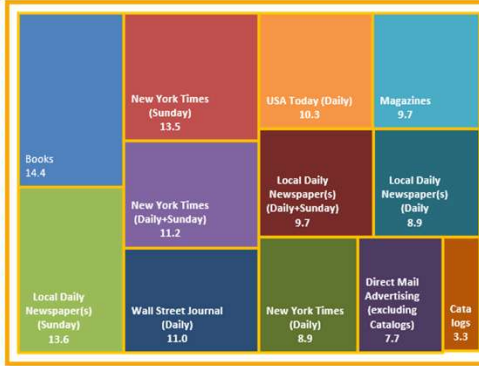
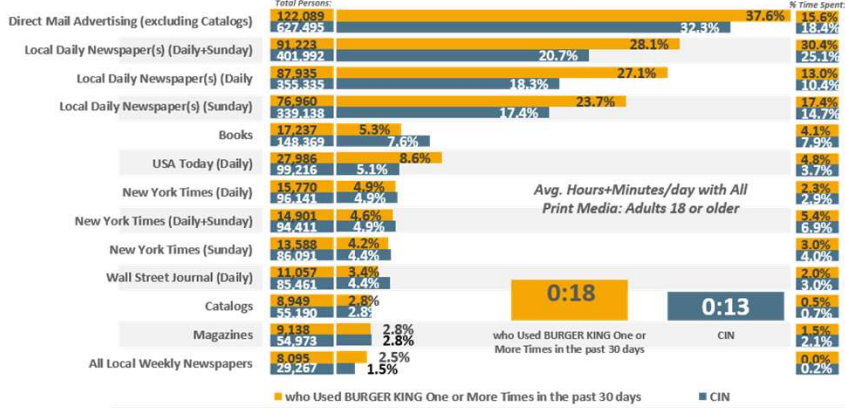
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



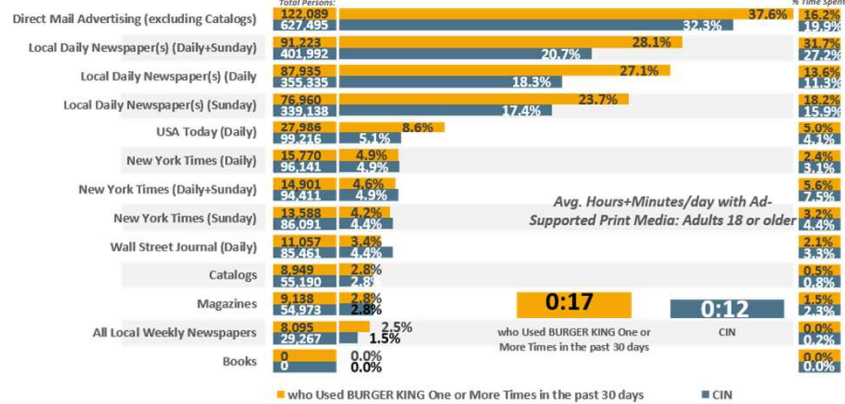


91,223 or 28.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 31.7% of all time spent daily with All forms of Print Media

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



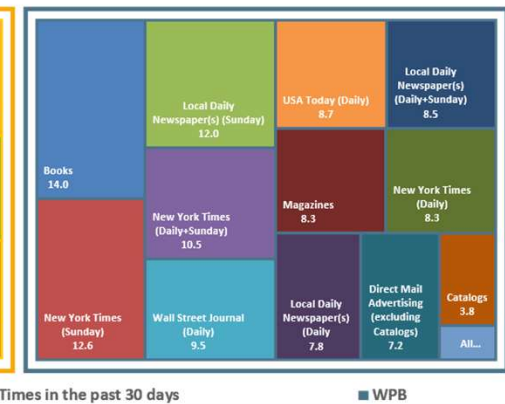
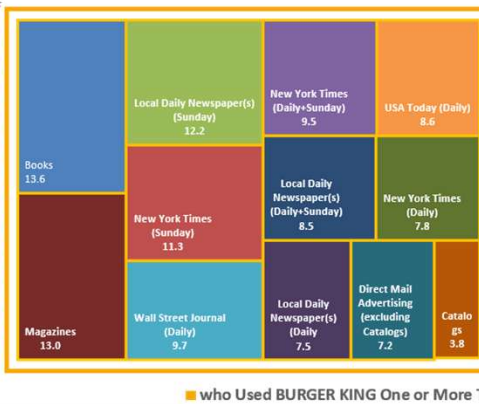
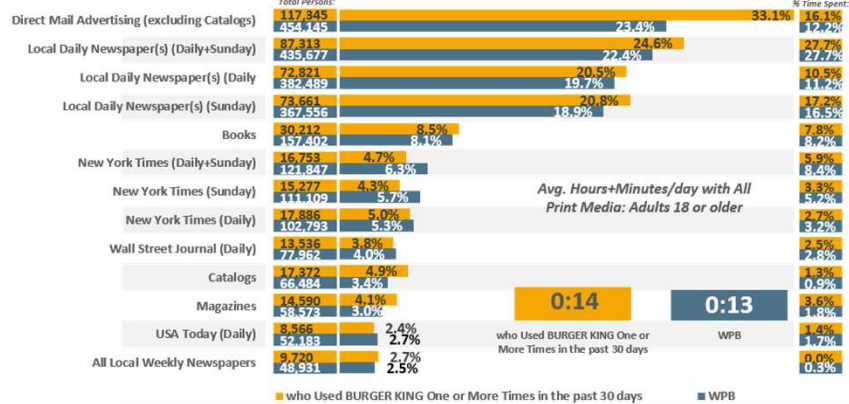
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



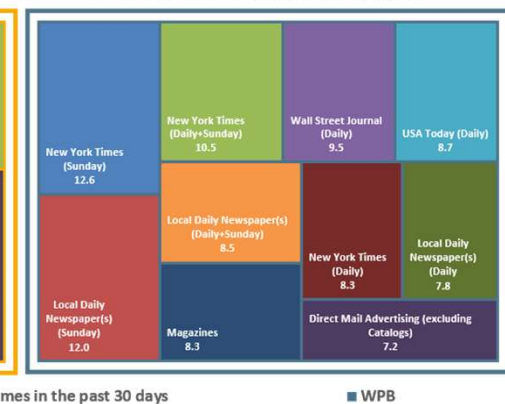
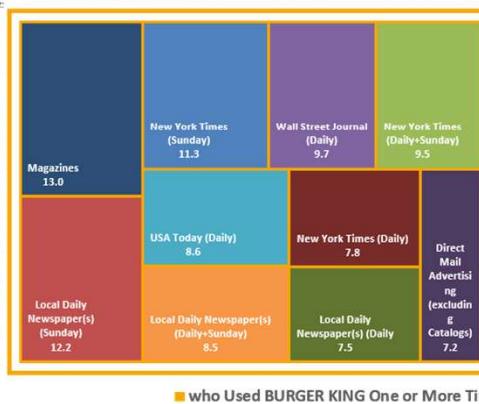
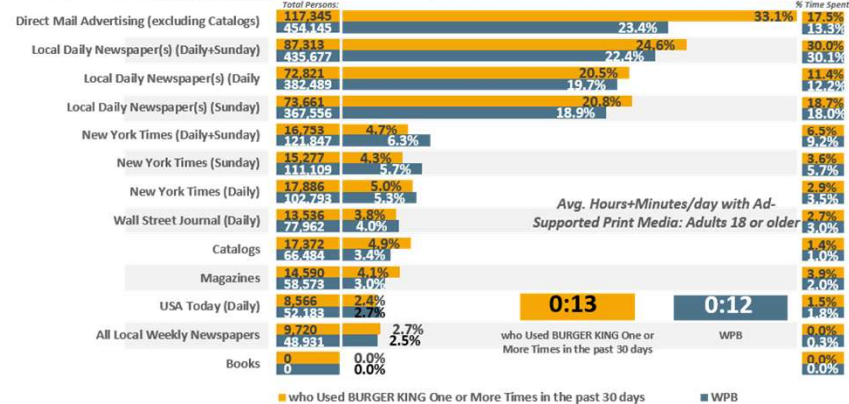


87,313 or 24.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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**



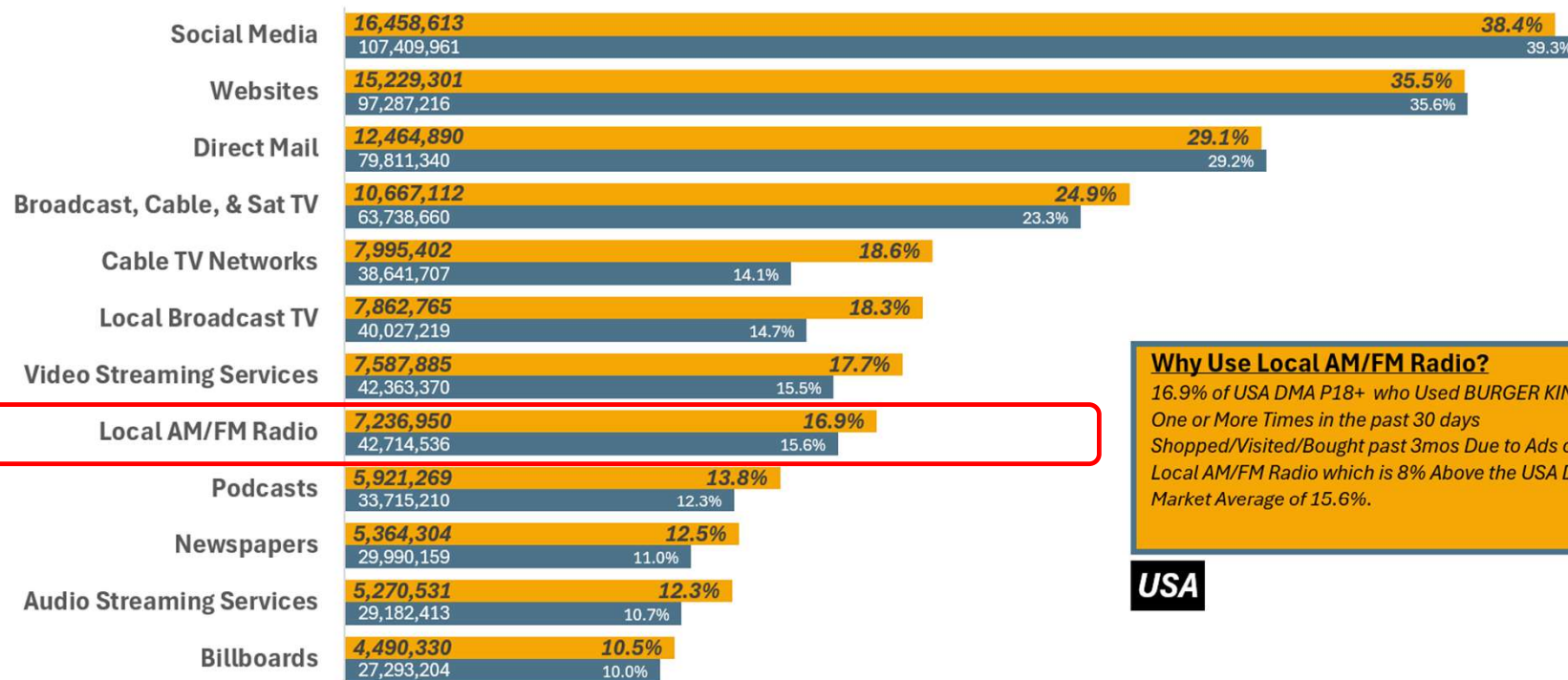
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.9% of USA DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.6%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3861
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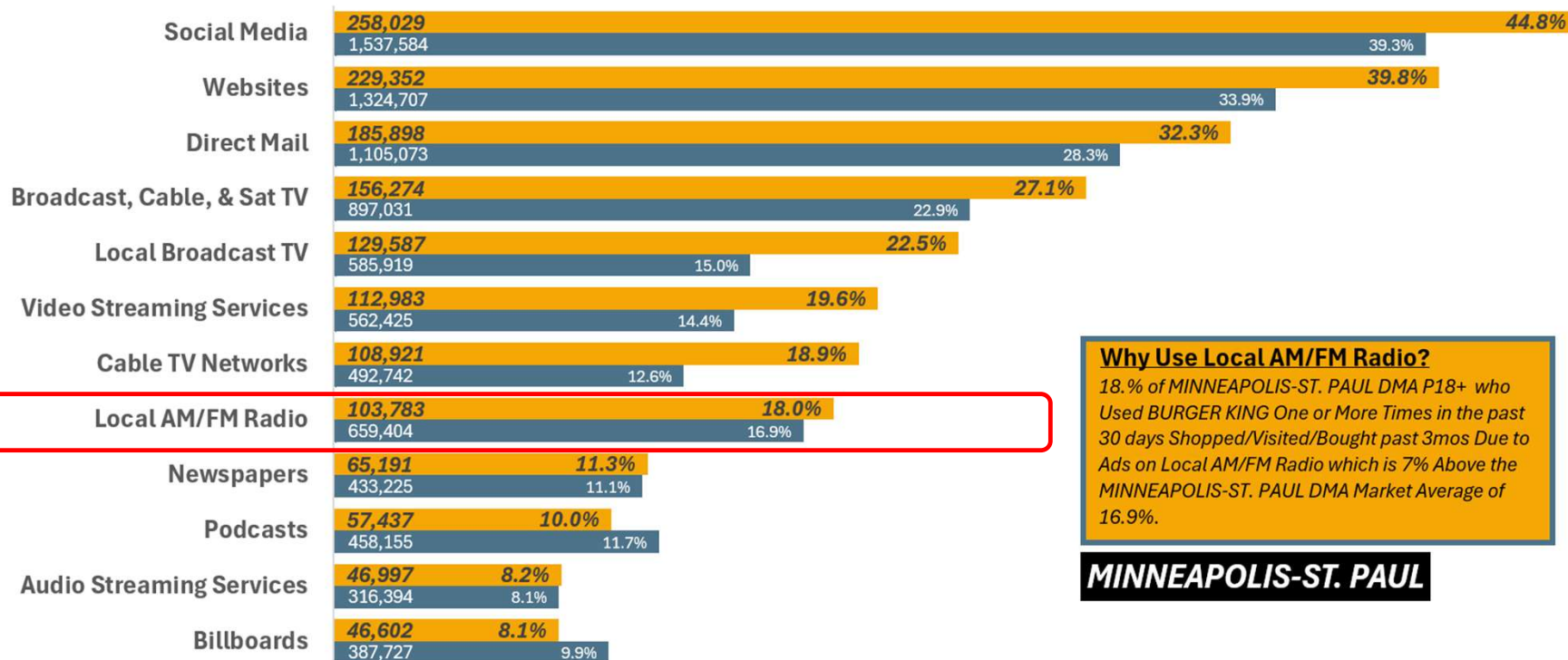
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 281
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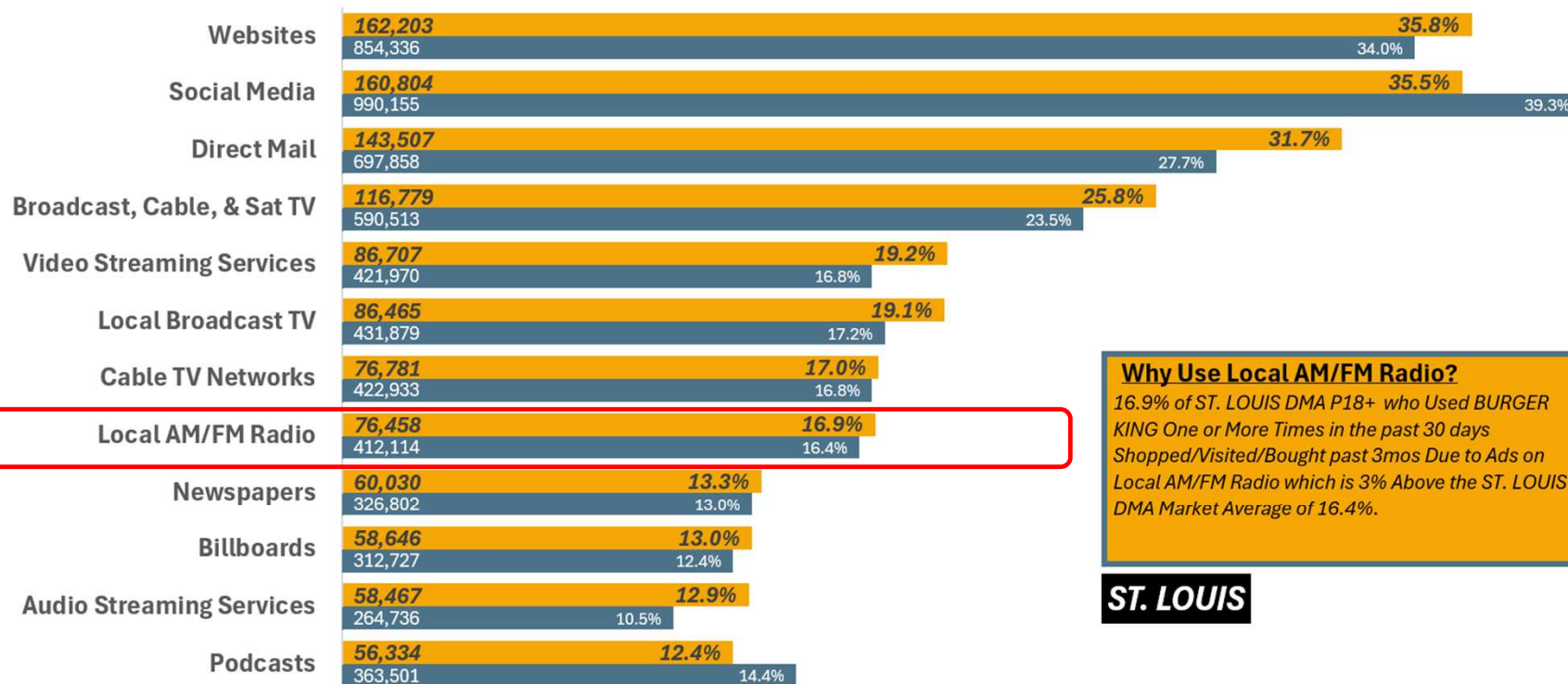
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.9% of ST. LOUIS DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 330
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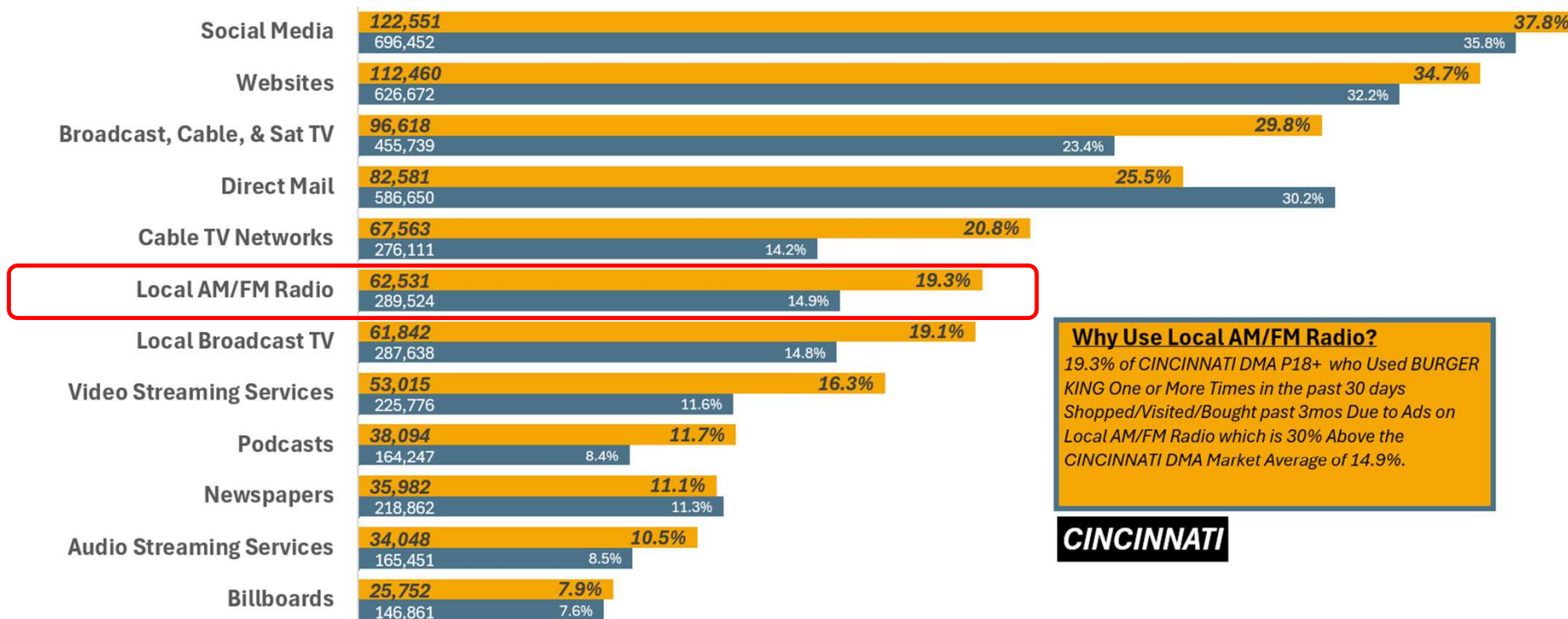
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.3% of CINCINNATI DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 319
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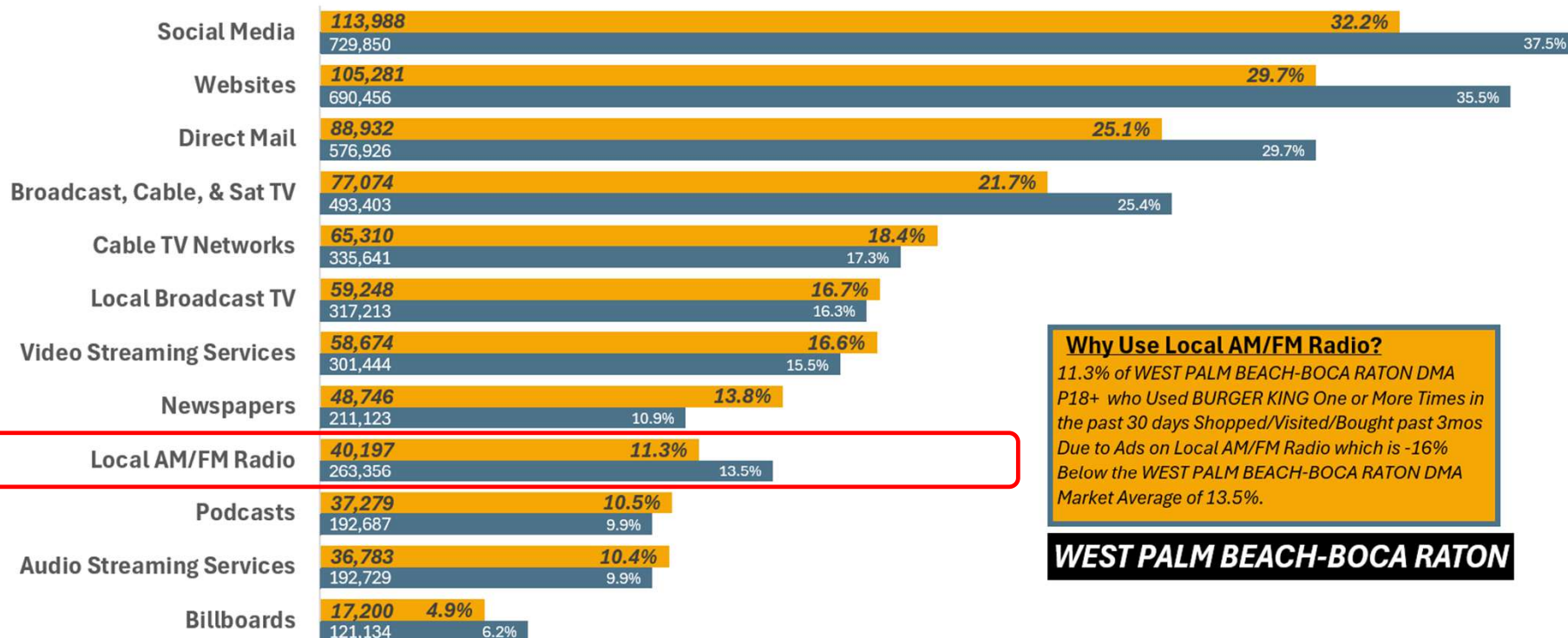
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.3% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Used BURGER KING One or More Times in
the past 30 days Shopped/Visited/Bought past 3mos
Due to Ads on Local AM/FM Radio which is -16%
Below the WEST PALM BEACH-BOCA RATON DMA
Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 444

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Quick service restaurants used past 30 days: Burger King