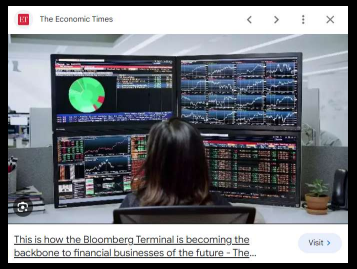
USA–5 QSRs/RESTAURANTS of the WEST PALM BEACH DMA!

Brand New Data as of June 30, 2025!

Complete Demographic & Media Use Profiles











Bud's Chicken & Seafood WPB

Hurricane Grill & Wings WPB

Miller's Ale House WPB

Pollo Tropical Citrus Marinated Chicken WPB

Too Jay's Deli · Bakery · Restaurant WPB

P18+

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

Hubbard Broadcasting Inc. HB

Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Sit-down restaurants used past 30 days: Hurricane Grill & Wings

Sit-down restaurants used past 30 days: Ale House

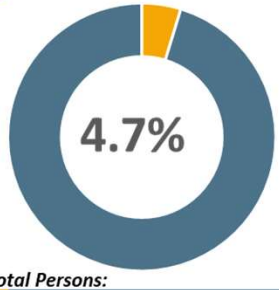
Quick service restaurants used past 30 days: Pollo Tropical

Sit-down restaurants used past 30 days: Too Jay's

Bud's CHICKEN & SEAFOOD WPB

4.7% or 90,343 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Typical Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 48.9 years old (7.9% younger than average) and have a $86,718 (14.8% lower than average) annual household income.

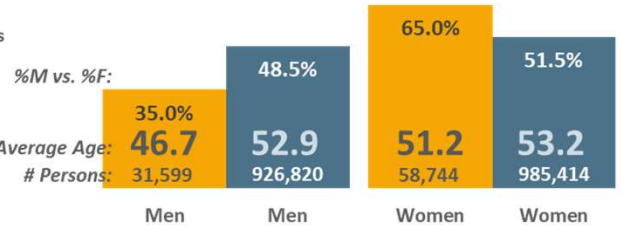
Percent of Market: Adults 18 or older



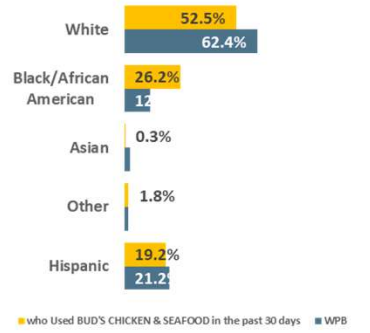
Total Persons:

90,343 | 1,821,891

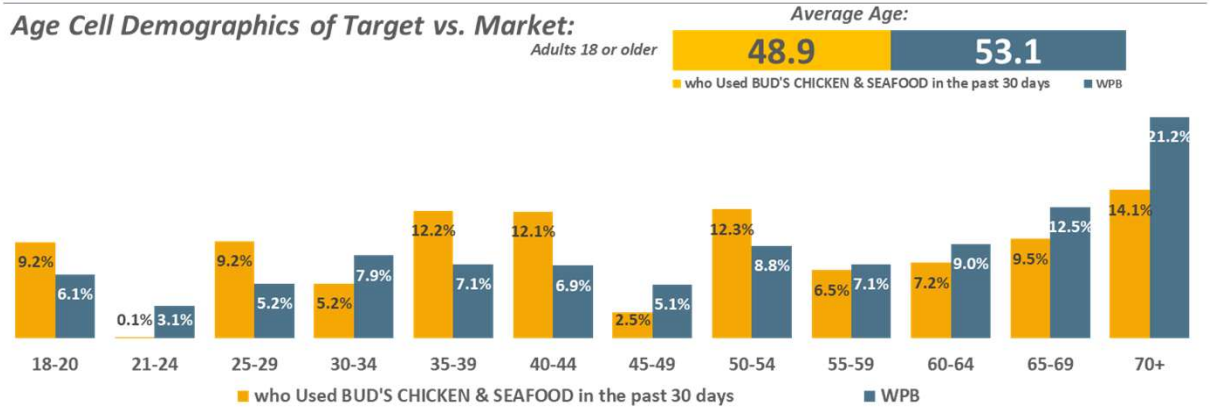
Gender of Target vs. Market: Adults 18 or older



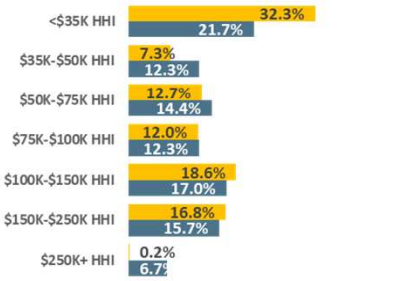
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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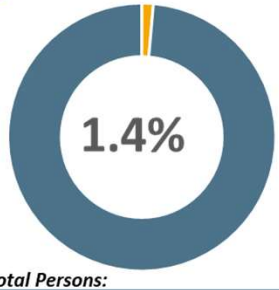
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

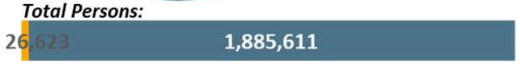
HURRICANE GRILL & WINGS WPB

1.4% or 26,623 of WPB DMA Adults 18 or older Used HURRICANE GRILL & WINGS in the past 30 days. Typical Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days are 57.4 years old (8.1% older than average) and have a $120,715 (18.6% higher than average) annual household income.

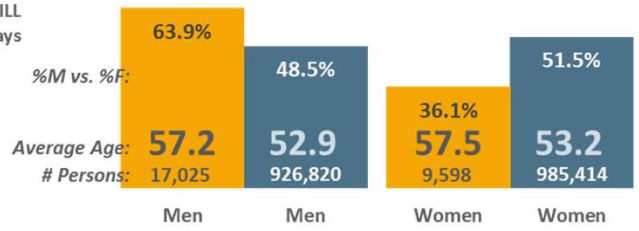
Percent of Market: Adults 18 or older



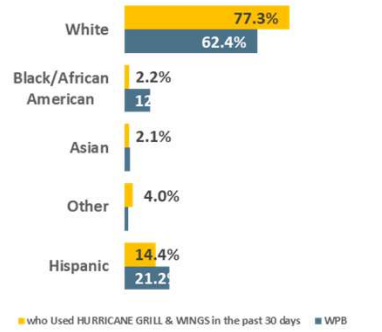
Total Persons:



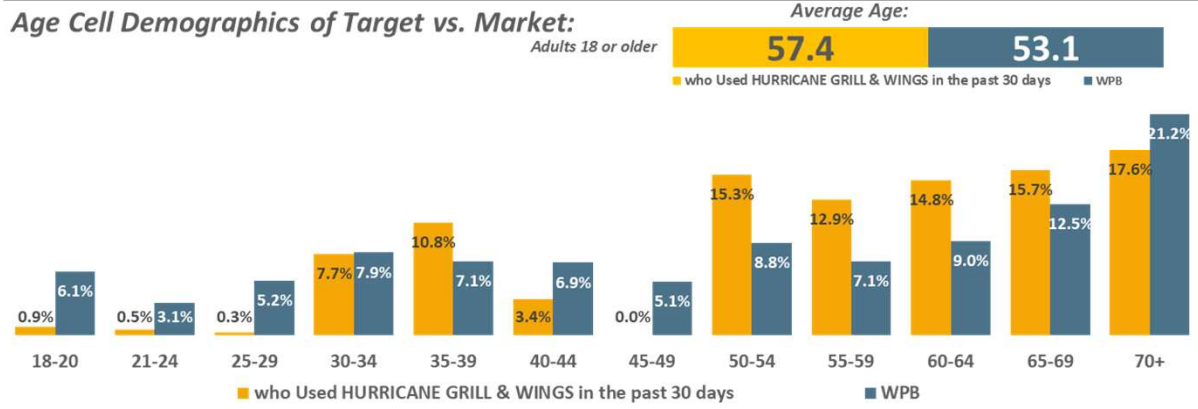
Gender of Target vs. Market: Adults 18 or older



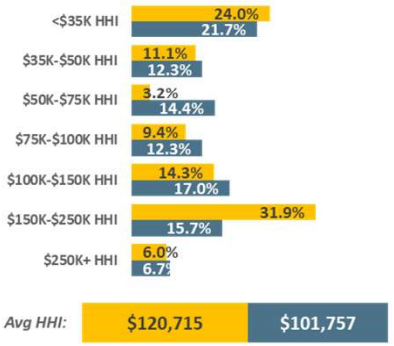
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $120,715 $101,757

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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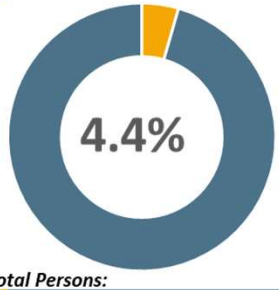
MILLER'S ALE·HOUSE WPB

4.4% or 84,850 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.
Typical Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 52.4 years old (1.2% younger than average) and have a $118,834 (16.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Used MILLER'S ALE HOUSE in the past 30 days
- Remainder of WPB DMA

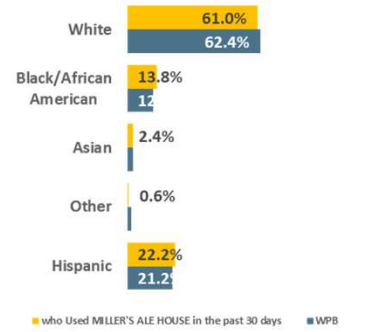
Total Persons:

84,850	1,827,384

Gender of Target vs. Market: Adults 18 or older

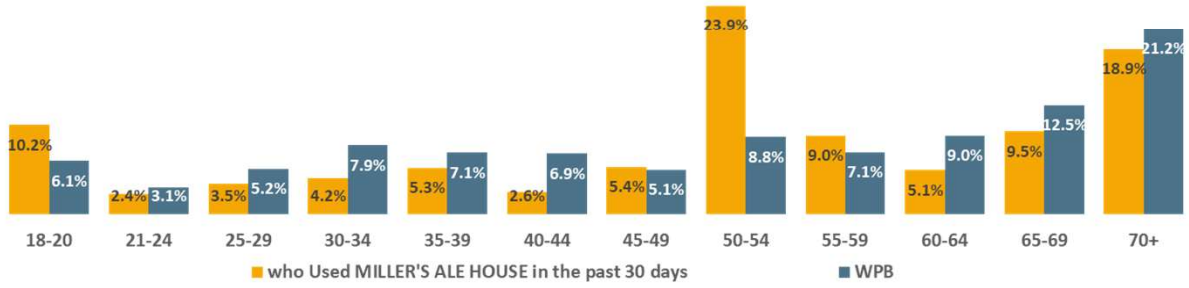
	Men	Men	Women	Women
%M vs. %F:	75.5%	48.5%	48.5%	51.5%
Average Age:	48.7	52.9	52.4	53.2
# Persons:	64,058	926,820	20,792	985,414

Ethnicity of Target vs. Market:

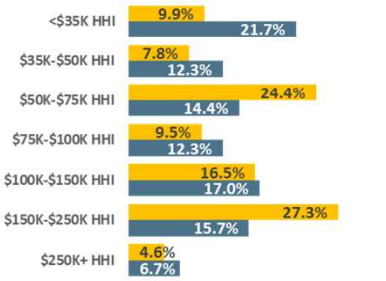


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 52.4	53.1



HHI of Target vs. Market:



Avg HHI:	$118,834	$101,757

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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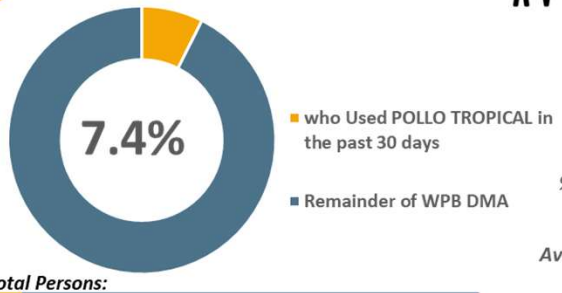
Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN — WPB

7.4% or 142,023 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.
Typical Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 48.3 years old (8.9% younger than average) and have a $91,085 (10.5% lower than average) annual household income.

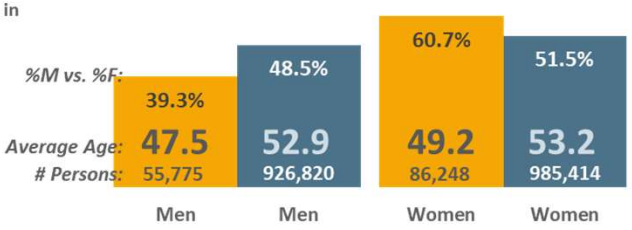
Percent of Market: Adults 18 or older



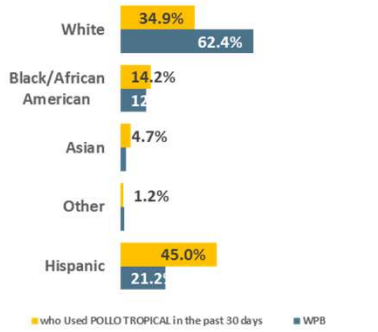
Total Persons:

142,023 | 1,770,211

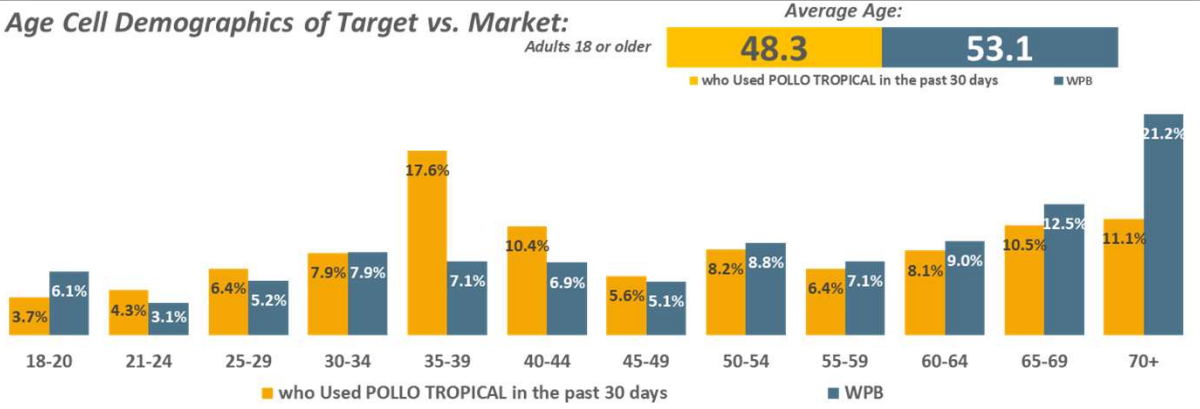
Gender of Target vs. Market: Adults 18 or older



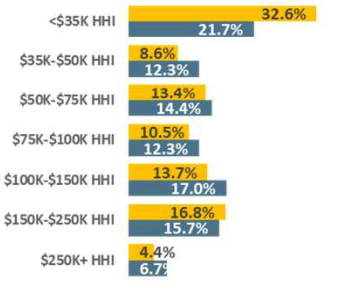
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $91,085 | $101,757

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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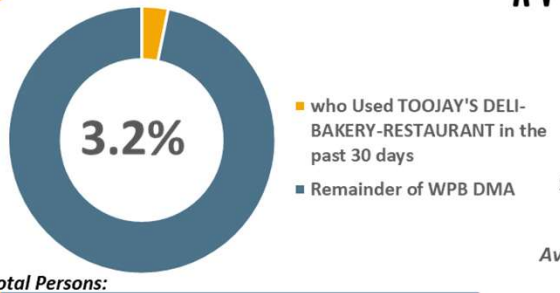
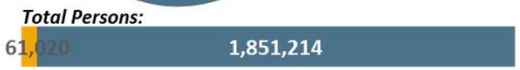
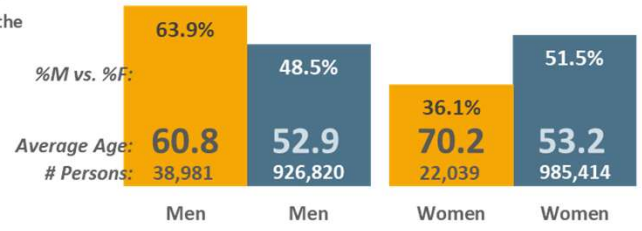
3.2% or 61,020 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Typical Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 65.3 years old (23.1% older than average) and have a $145,675 (43.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

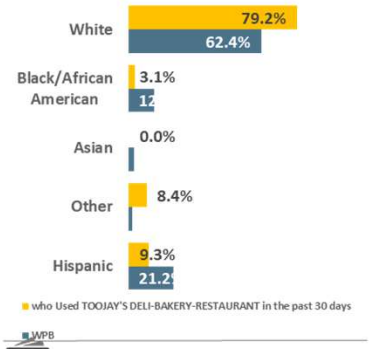




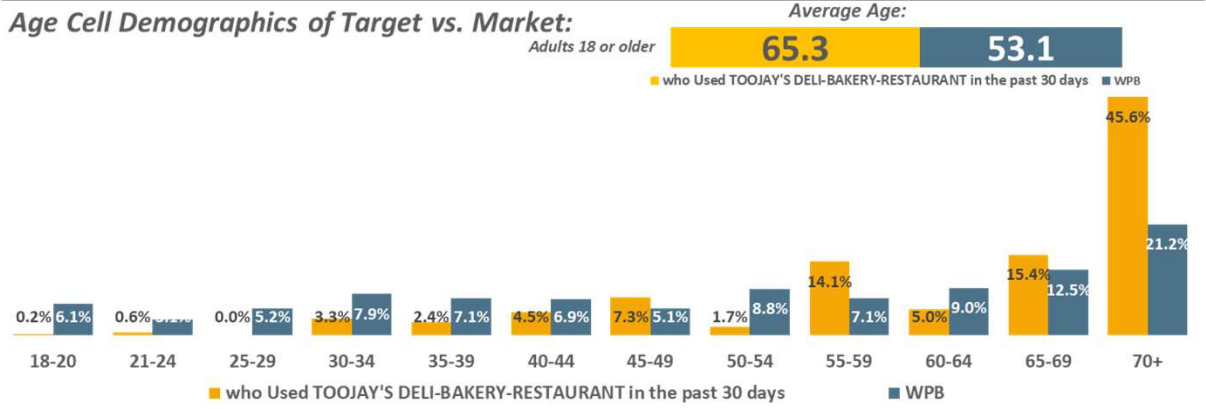
Gender of Target vs. Market: Adults 18 or older



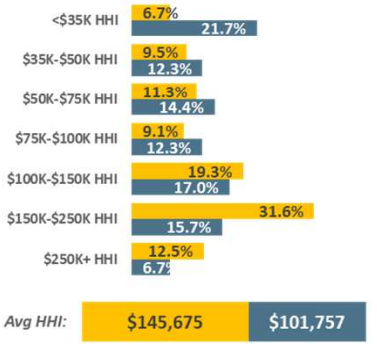
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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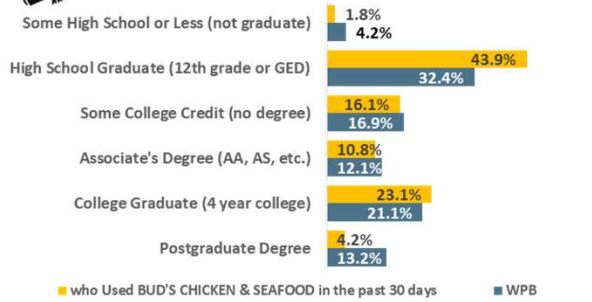
Sit-down restaurants used past 30 days: Too Jay's

Bud's CHICKEN & SEAFOOD

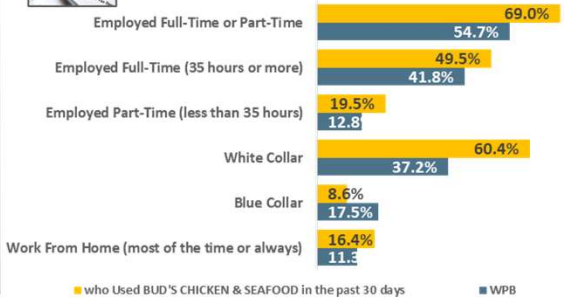
WPB

4.7% or 90,343 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 20.5% less likely to be a college graduate, 18.3% more likely to work full-time, 8.6% less likely to be married, 12.6% more likely to be a parent of 1 or more children under 18.

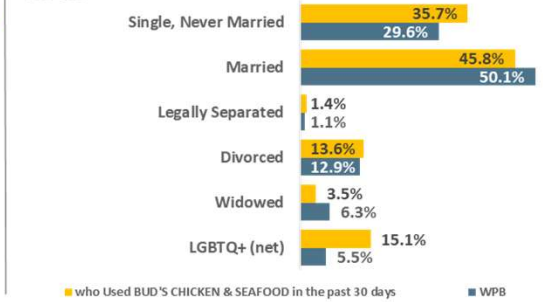
Education Levels: Adults 18 or older



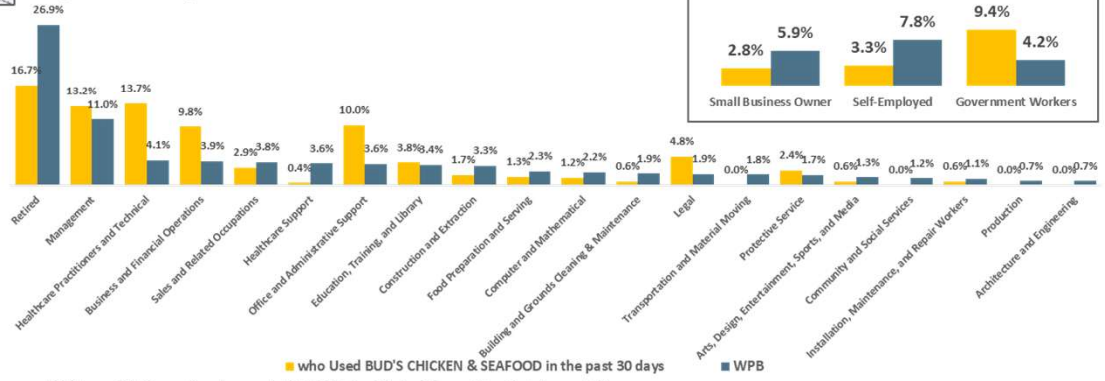
Employment: Adults 18 or older



Marital Status: Adults 18 or older

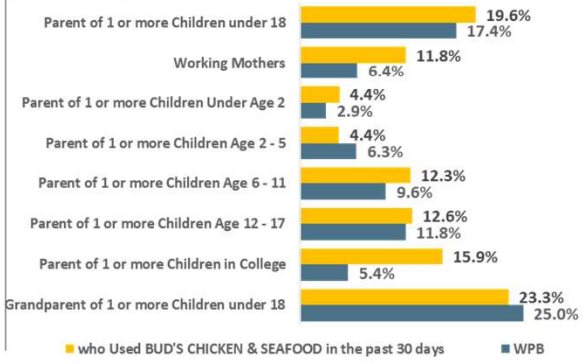


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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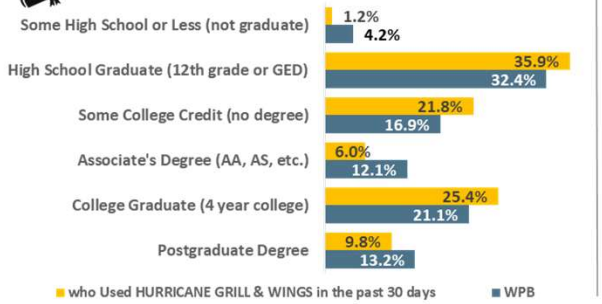
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

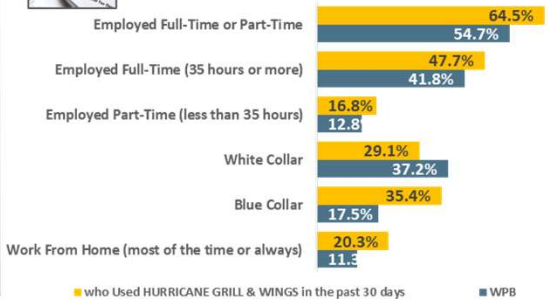
HURRICANE GRILL & WINGS WPB

1.4% or 26,623 of WPB DMA Adults 18 or older Used HURRICANE GRILL & WINGS in the past 30 days. Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days are 2.5% more likely to be a college graduate, 14.% more likely to work full-time, 24.4% more likely to be married, 38.4% more likely to be a parent of 1 or more children under 18.

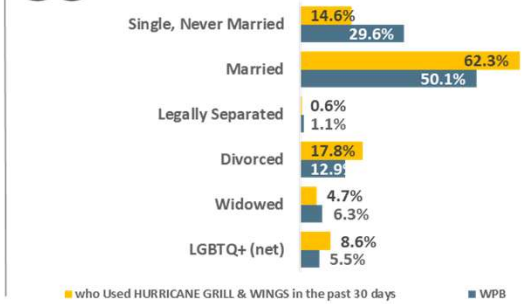
Education Levels: Adults 18 or older



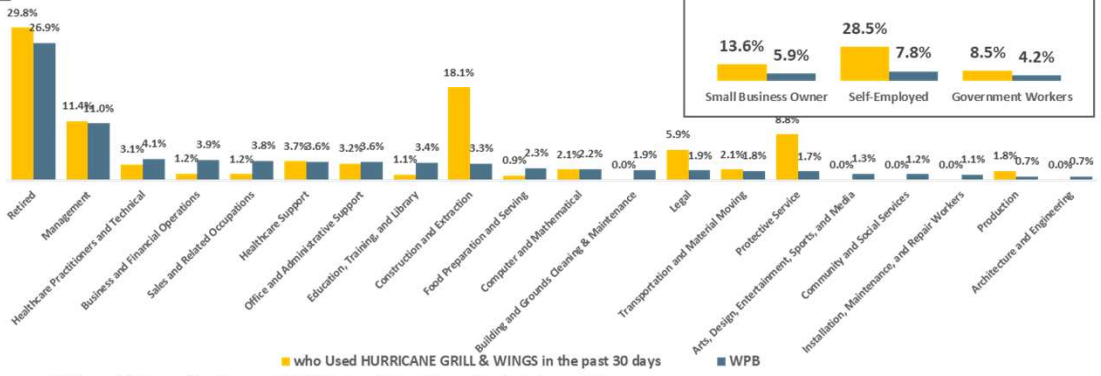
Employment: Adults 18 or older



Marital Status: Adults 18 or older

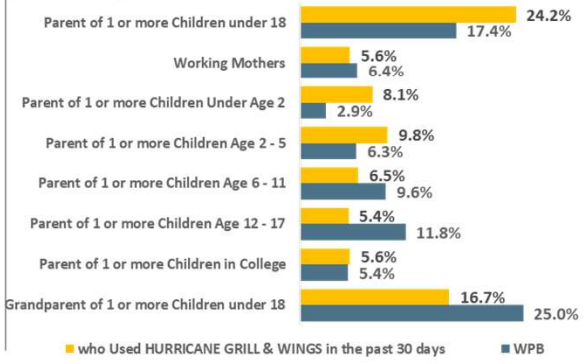


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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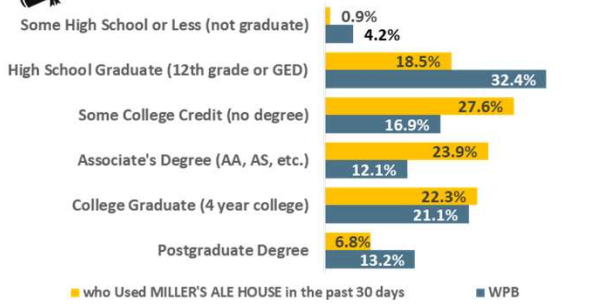
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

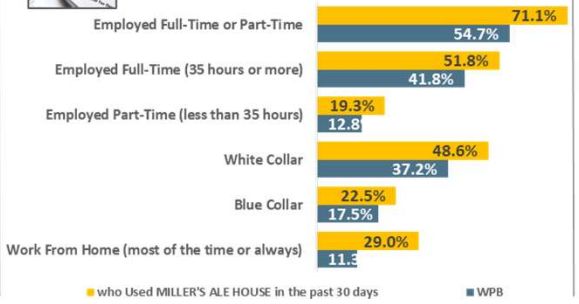
MILLER'S ALE·HOUSE WPB

4.4% or 84,850 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 15.4% less likely to be a college graduate, 23.8% more likely to work full-time, 18.4% more likely to be married, 26.9% less likely to be a parent of 1 or more children under 18.

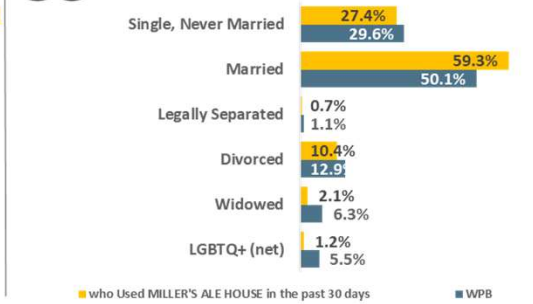
Education Levels: Adults 18 or older



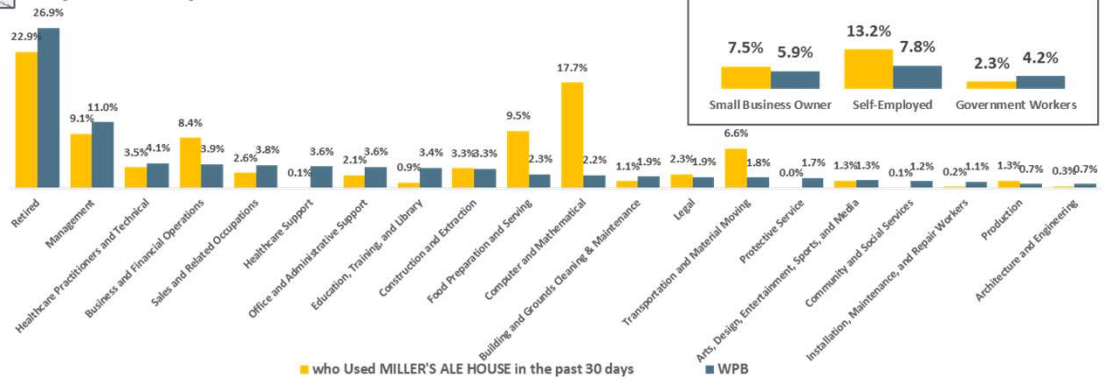
Employment: Adults 18 or older



Marital Status: Adults 18 or older

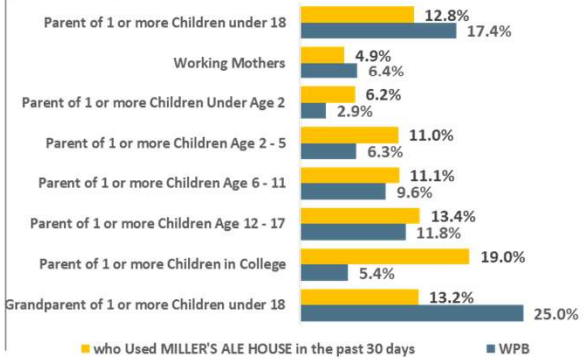


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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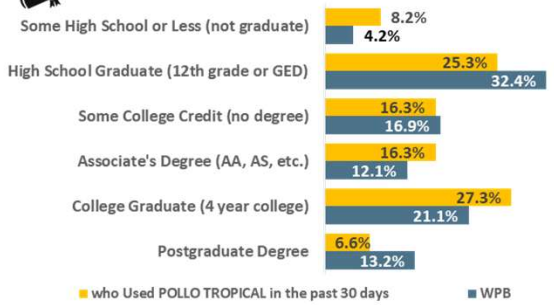
Sit-down restaurants used past 30 days: Ale House

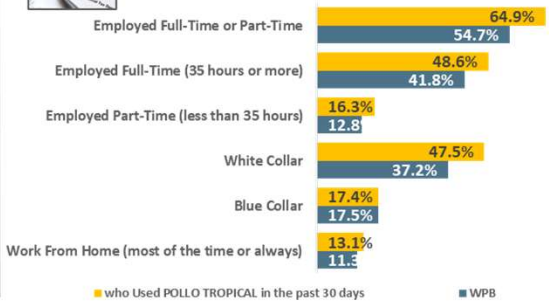
Pollo Tropical® CITRUS MARINATED CHICKEN — WPB

7.4% or 142,023 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.
Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 1.2% less likely to be a college graduate, 16.2% more likely to work full-time, .5% more likely to be married, 90.2% more likely to be a parent of 1 or more children under 18.

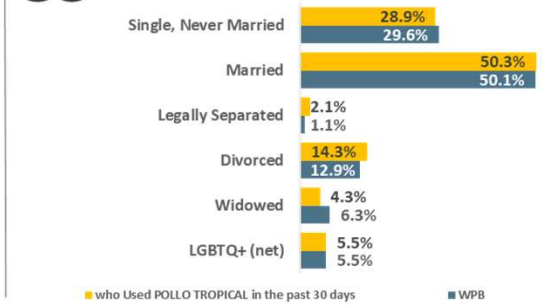
Education Levels: Adults 18 or older



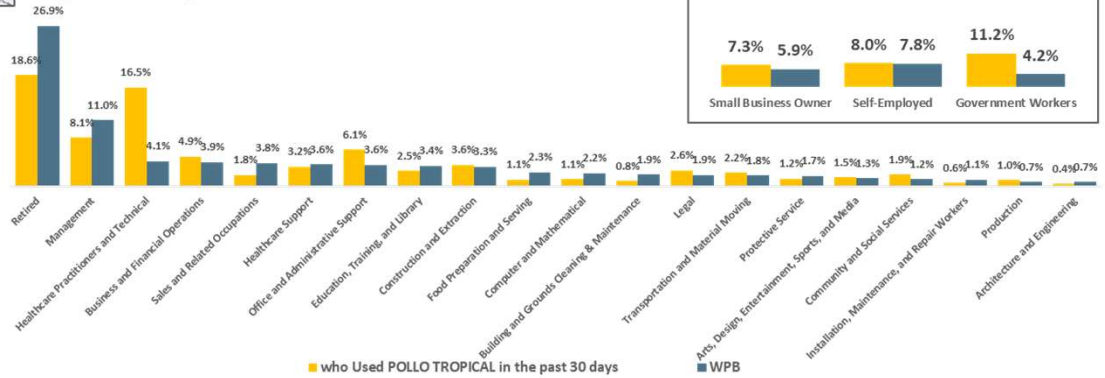
Employment: Adults 18 or older



Marital Status: Adults 18 or older

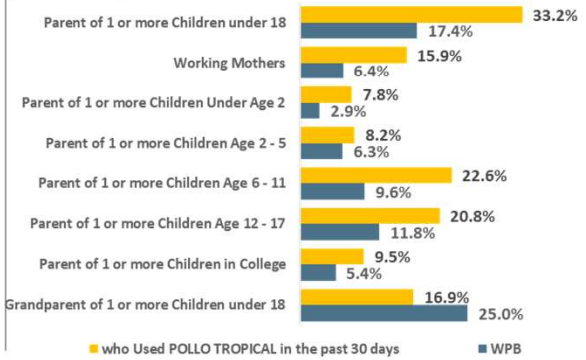


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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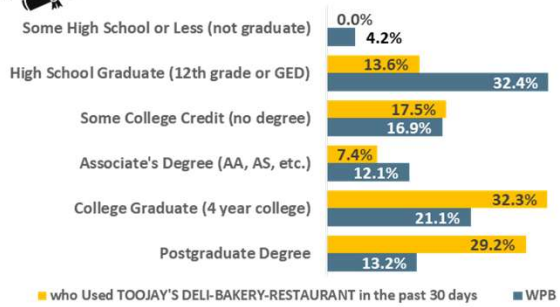
Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI · BAKERY · RESTAURANT

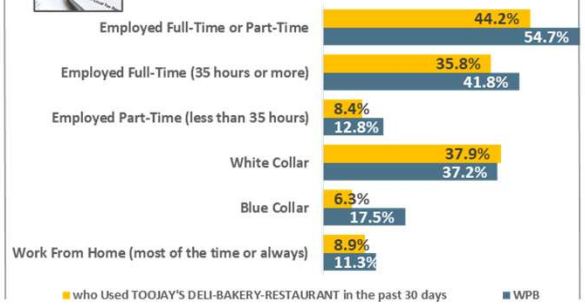
WPB

3.2% or 61,020 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 79.2% more likely to be a college graduate, 14.4% less likely to work full-time, 29.5% more likely to be married, 34.2% less likely to be a parent of 1 or more children un

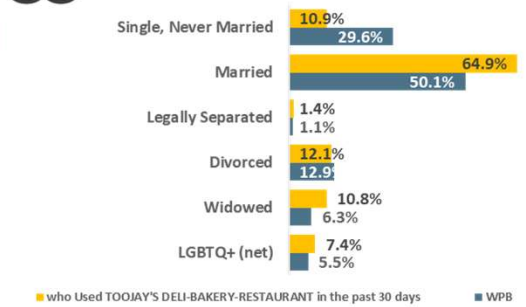
Education Levels: Adults 18 or older



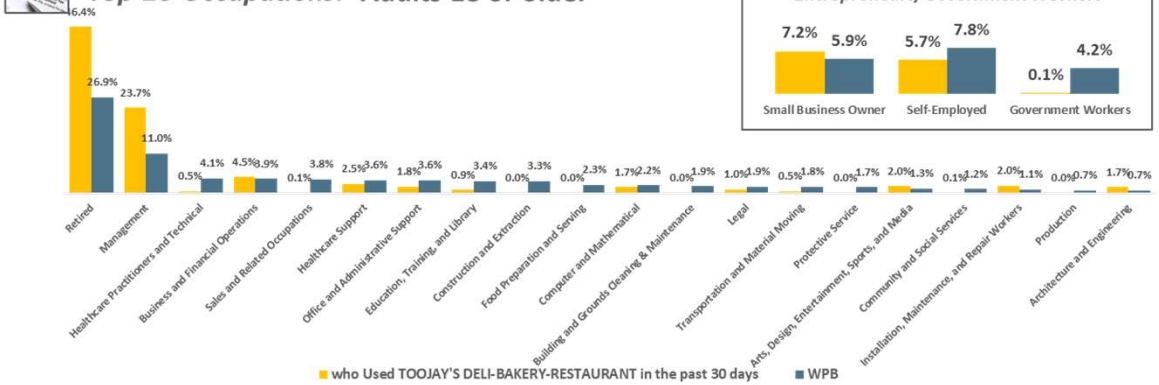
Employment: Adults 18 or older



Marital Status: Adults 18 or older

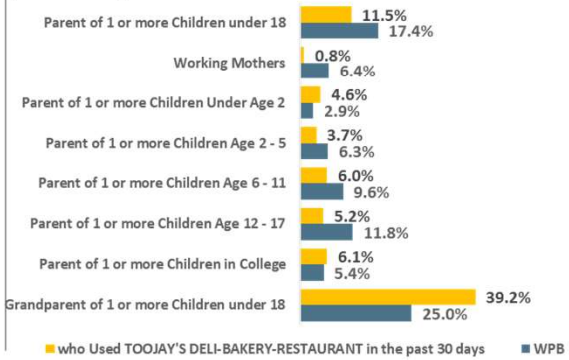


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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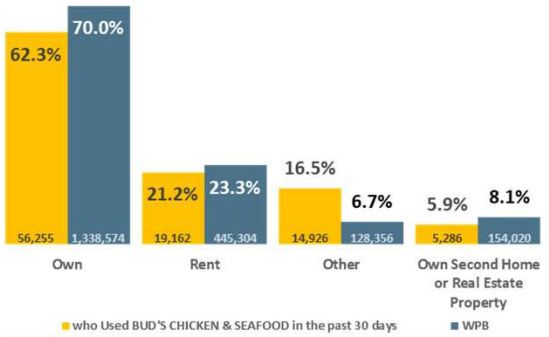
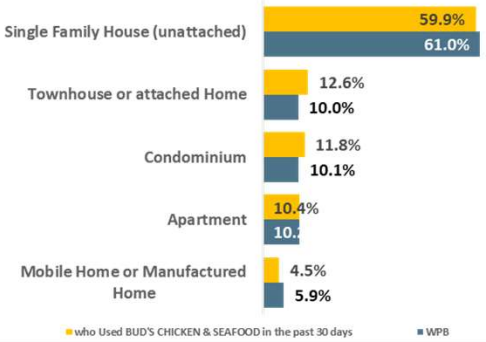
Sit-down restaurants used past 30 days: Too Jay's

4.7% or 90,343 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 11.% less likely to own their home, 14.5% more likely to own a lower valued home, 1.8% less likely to have a single-family home, 19.7% more likely to have a dog.

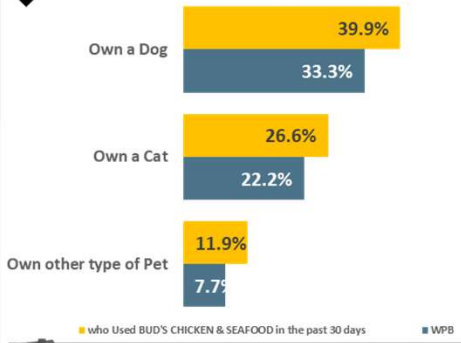
Own/Rent/Other: Adults 18 or older



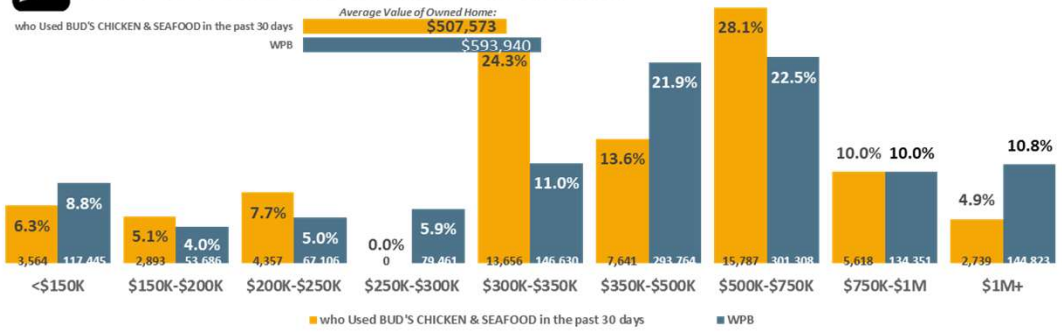
Type of Home: Adults 18 or older



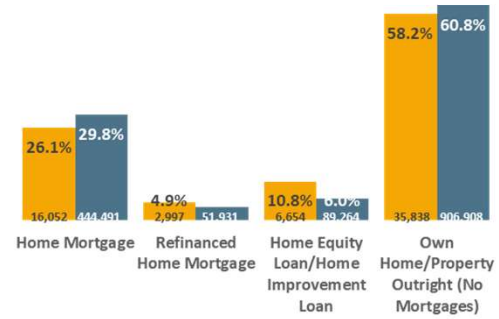
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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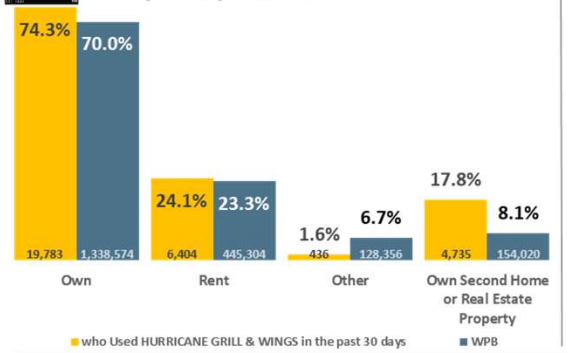
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

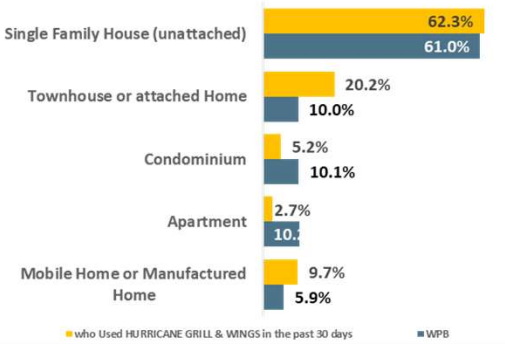
HURRICANE GRILL & WINGS WPB

1.4% or 26,623 of WPB DMA Adults 18 or older Used HURRICANE GRILL & WINGS in the past 30 days. Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days are 6.2% more likely to own their home, 7.3% more likely to own a higher valued home, 2.% more likely to have a single-family home, 13.8% more likely to have a dog.

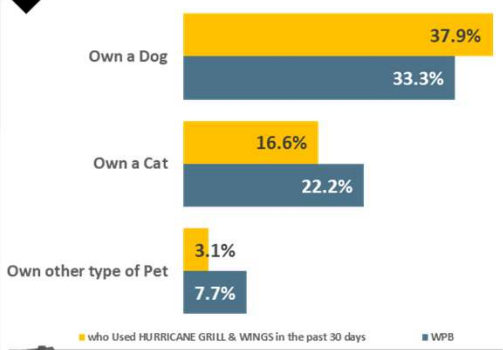
Own/Rent/Other: Adults 18 or older



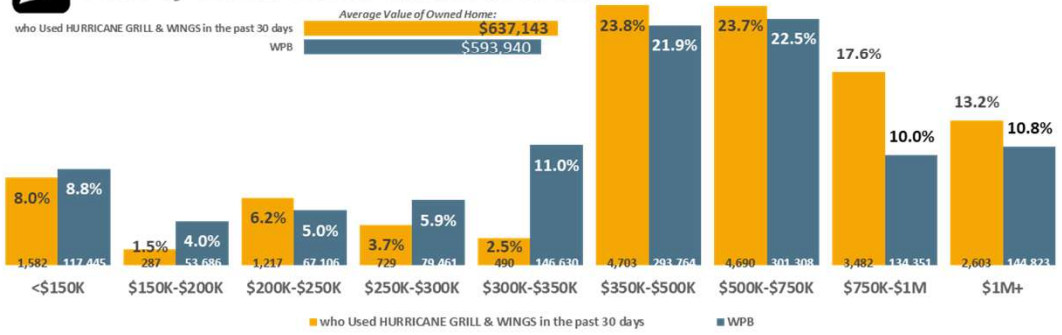
Type of Home: Adults 18 or older



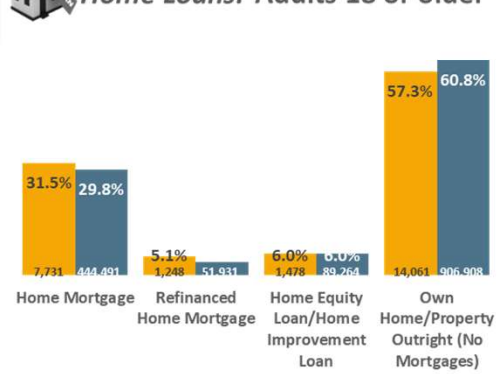
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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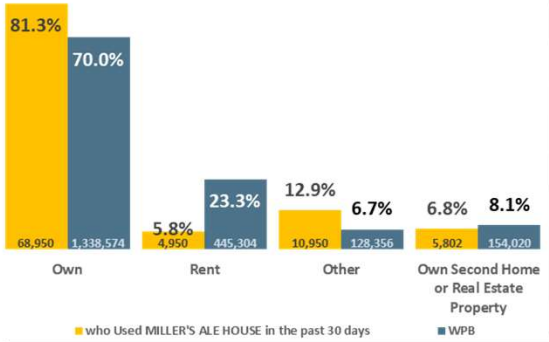
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

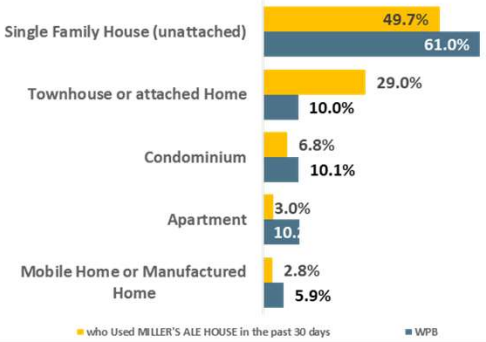
MILLER'S ALE HOUSE WPB

4.4% or 84,850 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 16.1% more likely to own their home, 5.1% more likely to own a lower valued home, 18.6% less likely to have a single-family home, 23.4% more likely to have a dog.

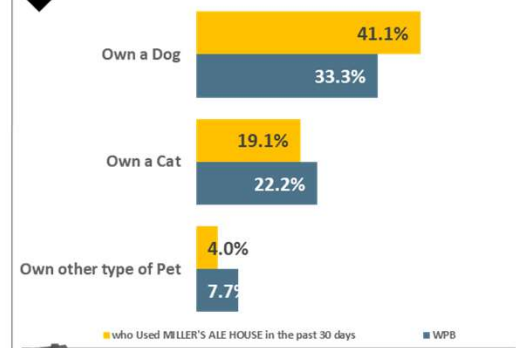
Own/Rent/Other: Adults 18 or older



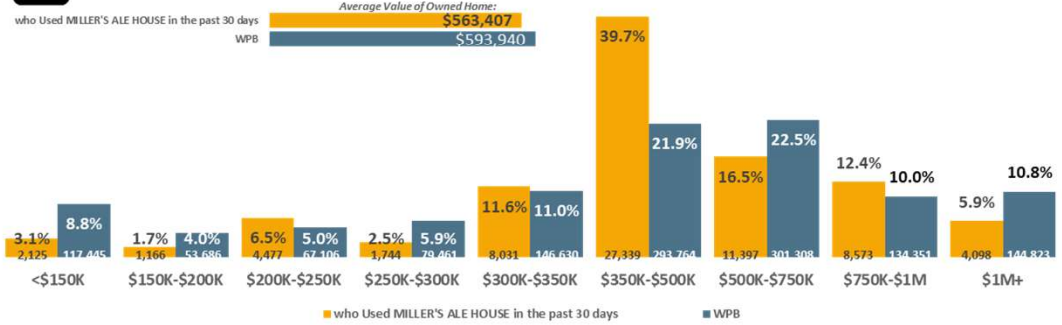
Type of Home: Adults 18 or older



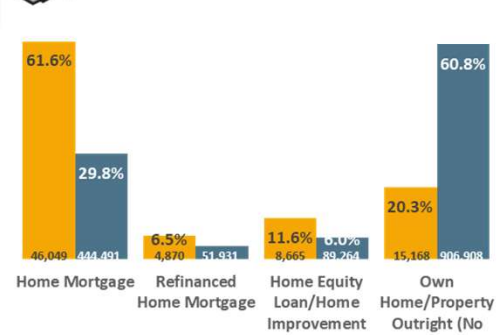
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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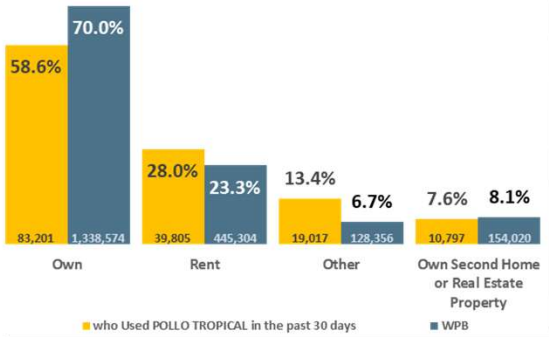
Sit-down restaurants used past 30 days: Ale House

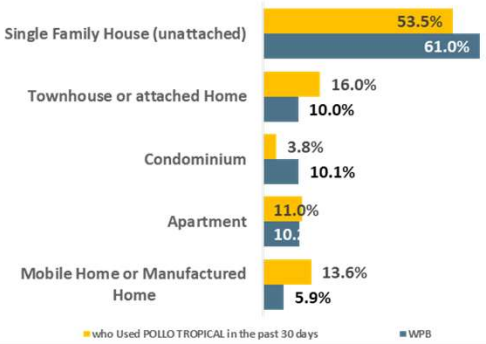
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

7.4% or 142,023 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.
Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 16.3% less likely to own their home, 12.% more likely to own a lower valued home, 12.4% less likely to have a single-family home, .1% more likely to have a dog.

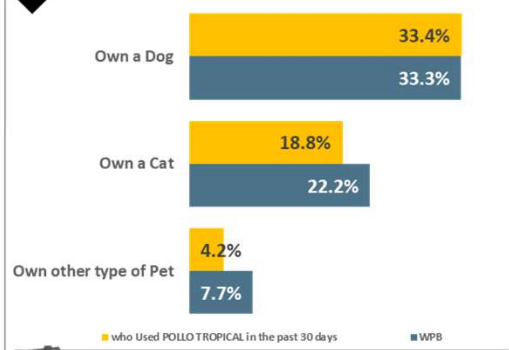
Own/Rent/Other: Adults 18 or older



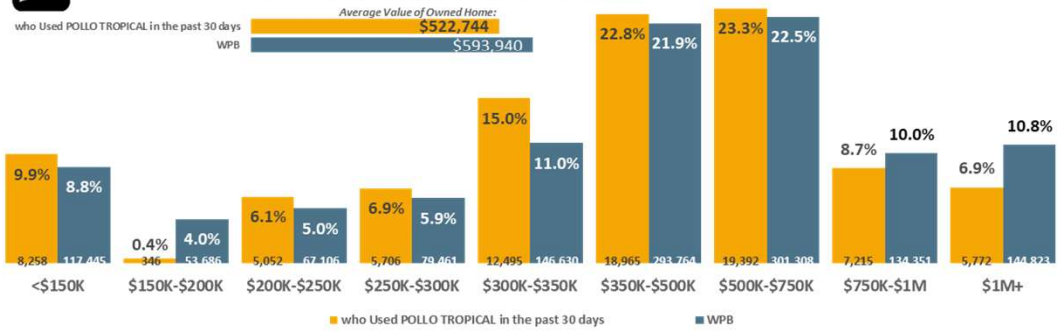
Type of Home: Adults 18 or older



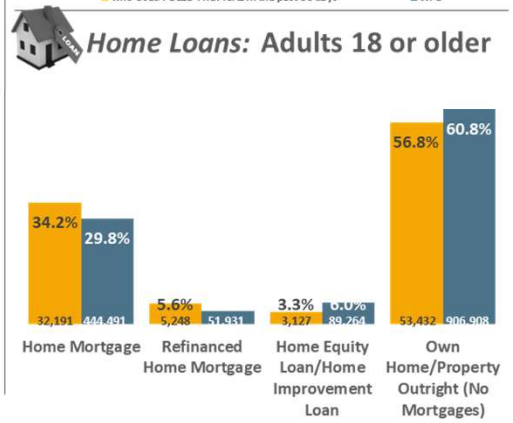
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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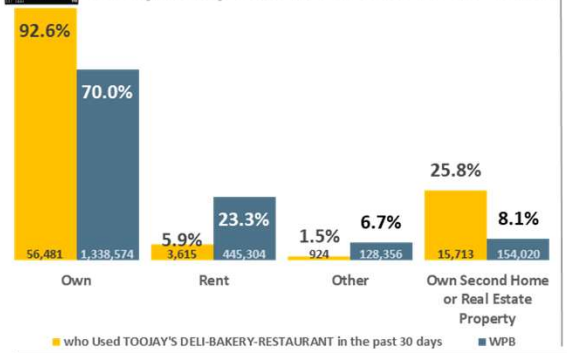
Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI · BAKERY · RESTAURANT

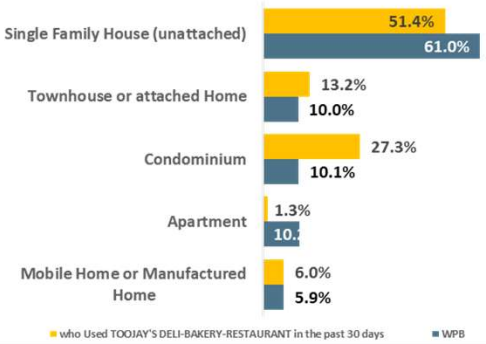
WPB

3.2% or 61,020 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 32.2% more likely to own their home, 35.9% more likely to own a higher valued home, 15.9% less likely to have a single-family home, 6.9% more likely to have a dog.

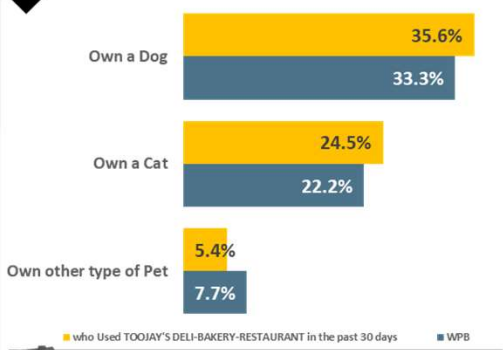
Own/Rent/Other: Adults 18 or older



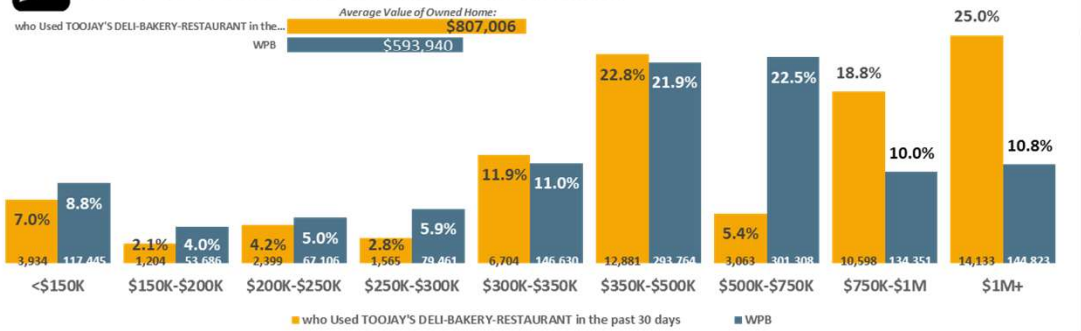
Type of Home: Adults 18 or older



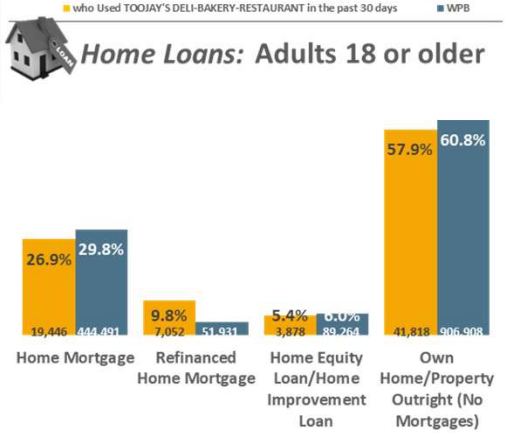
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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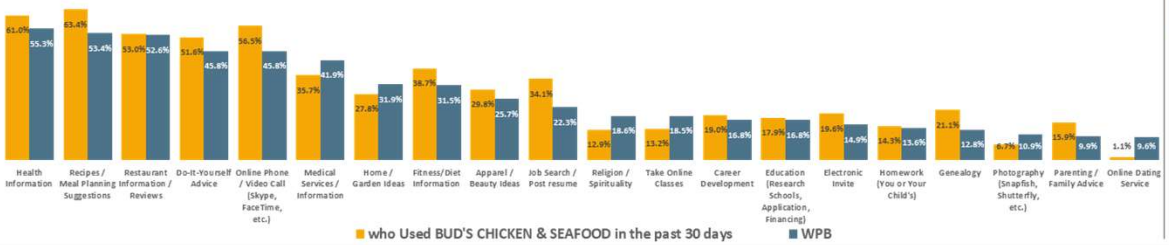
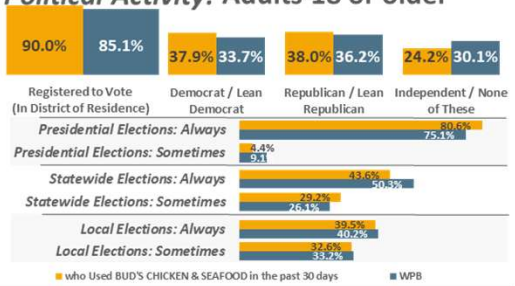
Sit-down restaurants used past 30 days: Too Jay's

4.7% or 90,343 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 12.7% more likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 38.6% less likely to belong to a gym, .4% less likely to fly domestic past yr

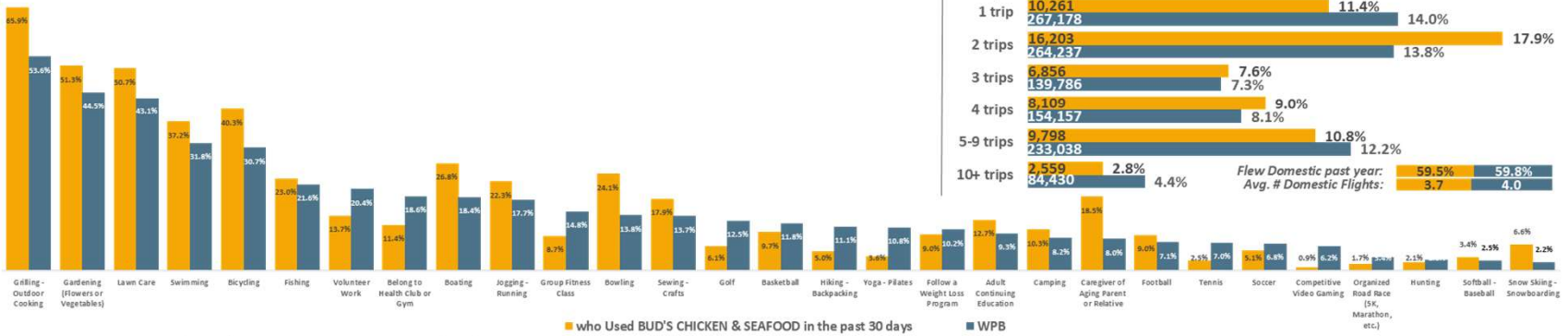
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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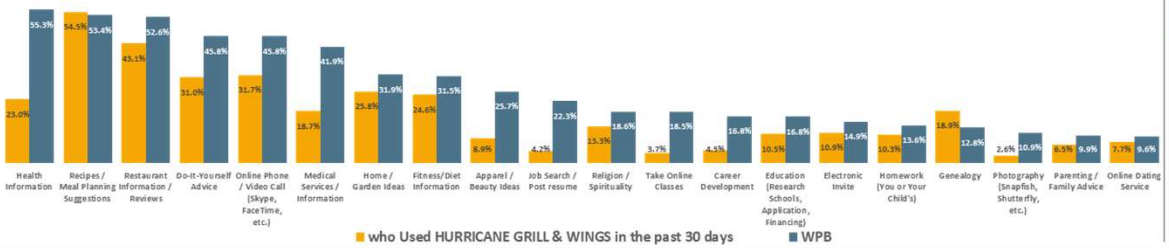
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

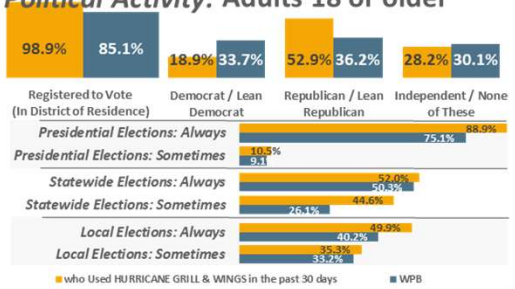
HURRICANE GRILL & WINGS WPB

1.4% or 26,623 of WPB DMA Adults 18 or older Used HURRICANE GRILL & WINGS in the past 30 days. Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days are 32.4% less likely to look up D-I-Y advice online, 24.1% more likely to always vote in local elections, 40.% more likely to belong to a gym, 36.9% more likely to fly domestic past

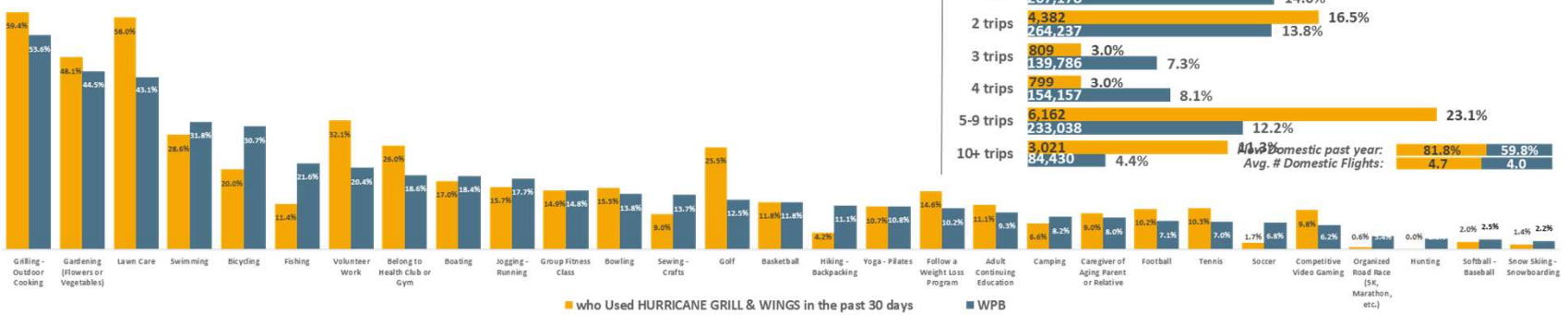
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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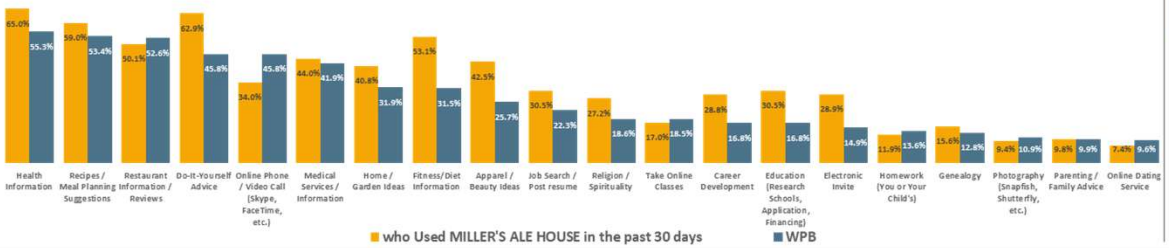
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

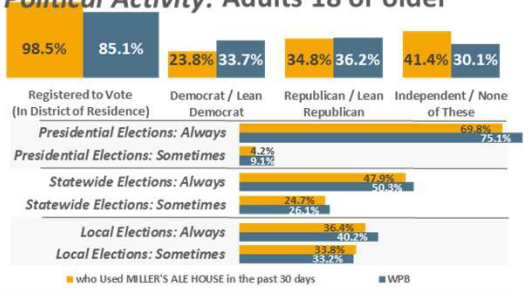
MILLER'S ALE·HOUSE WPB

4.4% or 84,850 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 37.4% more likely to look up D-I-Y advice online, 9.5% less likely to always vote in local elections, 84.7% more likely to belong to a gym, 27.1% more likely to fly domestic past yr.

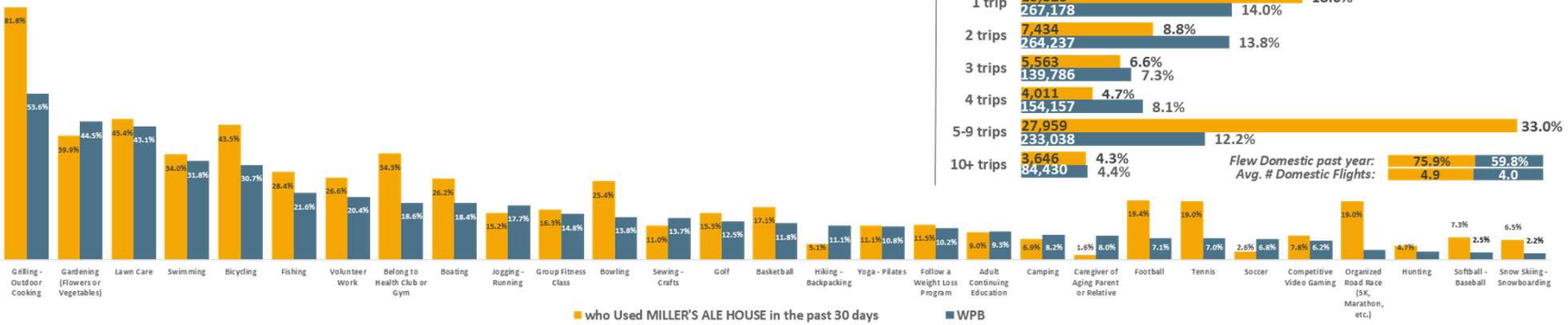
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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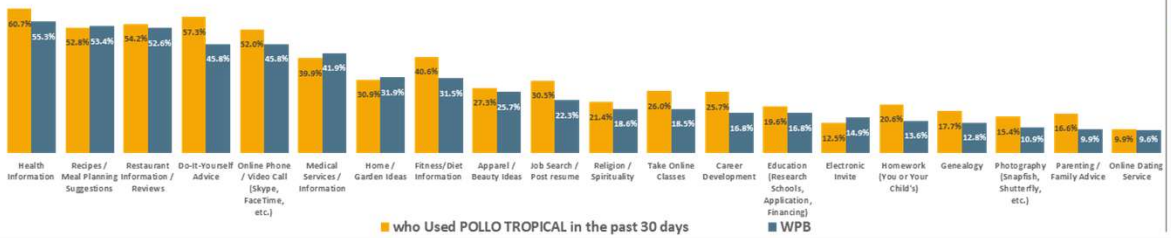
Sit-down restaurants used past 30 days: Ale House

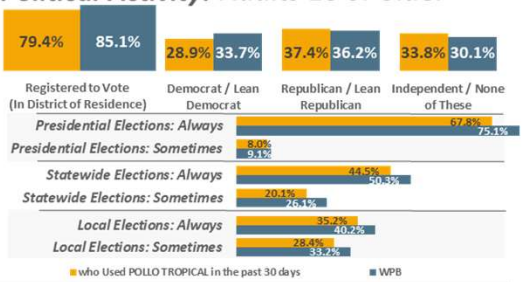
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

7.4% or 142,023 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.
Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 25.5% more likely to look up D-I-Y advice online, 12.5% less likely to always vote in local elections, 24.9% more likely to belong to a gym, 5.2% less likely to fly domestic past yr.

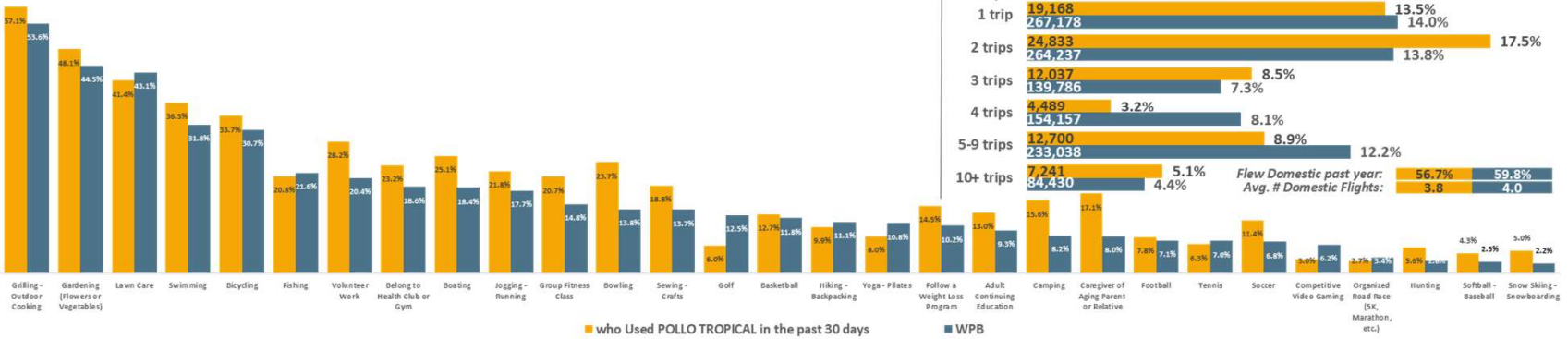
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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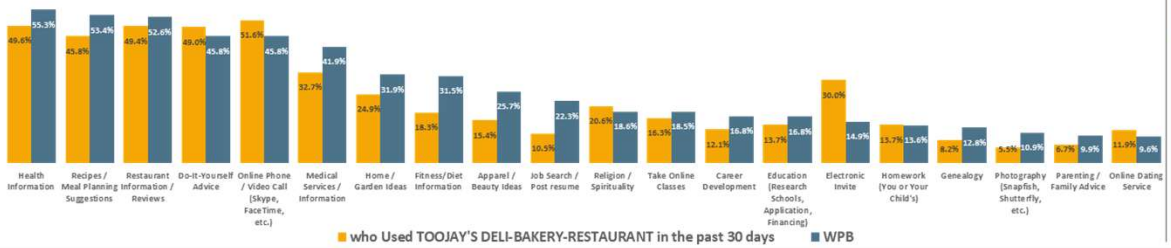
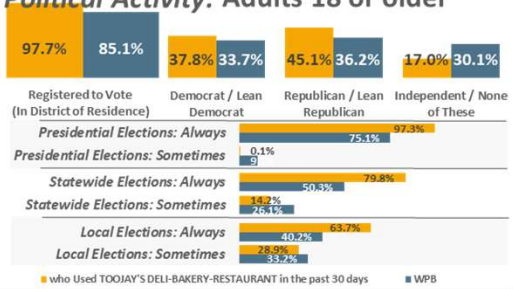
Quick service restaurants used past 30 days: Pollo Tropical

3.2% or 61,020 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 7.7% more likely to look up D-I-Y advice online, 58.3% more likely to always vote in local elections, 21.5% more likely to belong to a gym, 29.1% more likely to fly domesti

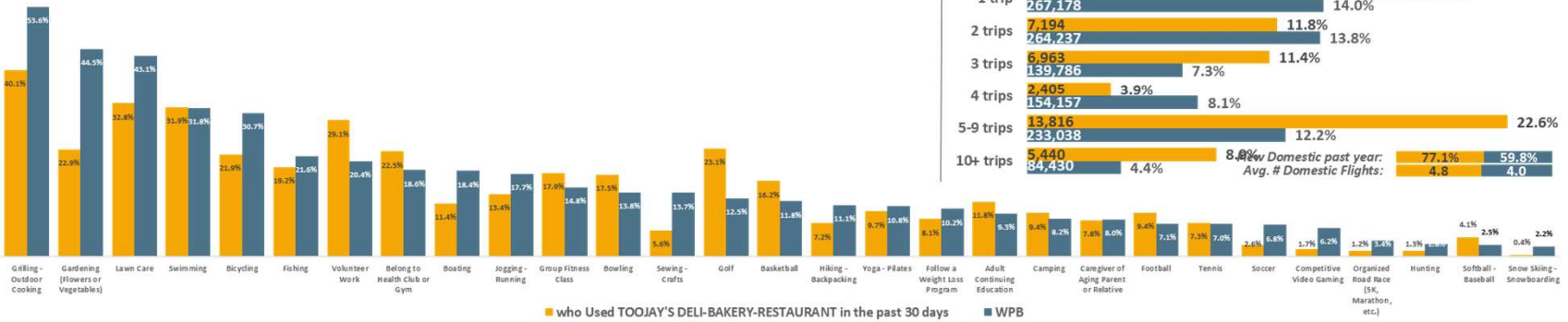
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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Sit-down restaurants used past 30 days: Too Jay's

Bud's CHICKEN & SEAFOOD — WPB

4.7% or 90,343 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 31.7% more likely to use QSRs past mo., 28.7% more likely to use Sit-Down Restaurants past mo., 56.1% more likely to use Casinos past yr., 41.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% (90,343) vs 75.9% (1,452,304)

Avg. Monthly QSR Meals: 8.2 vs 5.4

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



Total Monthly Sit-Down Restaurant Users: 94.0% (84,887) vs 73.0% (1,396,169)

Avg. Monthly Sit-Down Restaurant Meals: 5.3 vs 4.2

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 BUD'S CHICKEN & SEAFOOD in the past 30... 31,574 — 34.9%

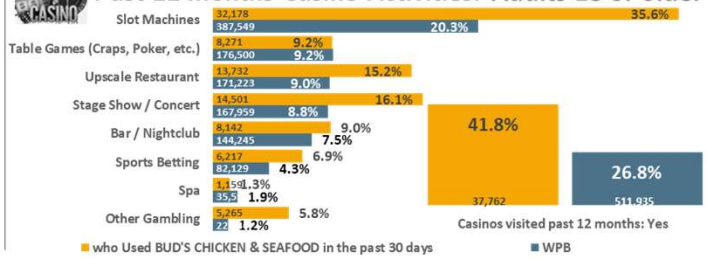
WPB 321,590 — 16.8%

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

HURRICANE GRILL & WINGS

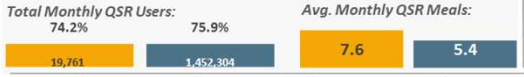
WPB

1.4% or 26,623 of WPB DMA Adults 18 or older Used HURRICANE GRILL & WINGS in the past 30 days. Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days are 2.3% less likely to use QSRs past mo., 37.% more likely to use Sit-Down Restaurants past mo., 87.4% more likely to use Casinos past yr., 101.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

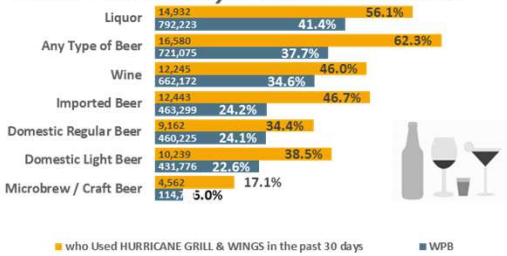
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

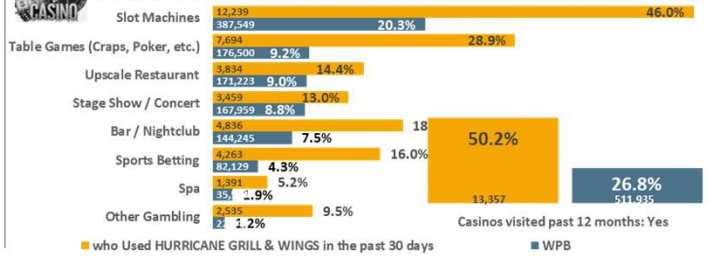


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

4.4% or 84,850 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 21.5% more likely to use QSRs past mo., 37.% more likely to use Sit-Down Restaurants past mo., 115.1% more likely to use Casinos past yr., 210.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

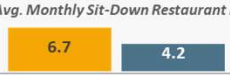
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



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.)

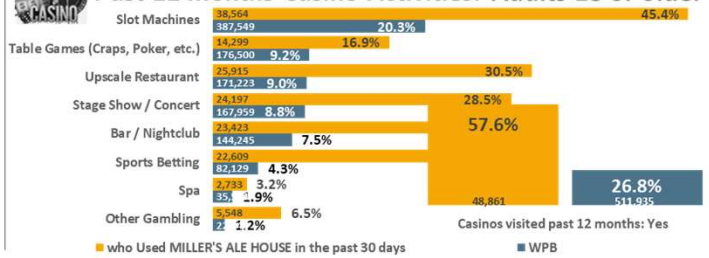


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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Sit-down restaurants used past 30 days: Ale House

Pollo Tropical® CITRUS MARINATED CHICKEN WPB

7.4% or 142,023 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.
Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 31.7% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 36.9% more likely to use Casinos past yr., 11.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 142,023 | 75.9% 1,452,304

Avg. Monthly QSR Meals: 7.8 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 83.5% 118,594 | 73.0% 1,396,169

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.2

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 POLLO TROPICAL in the past 30 days 43,844 30.9%

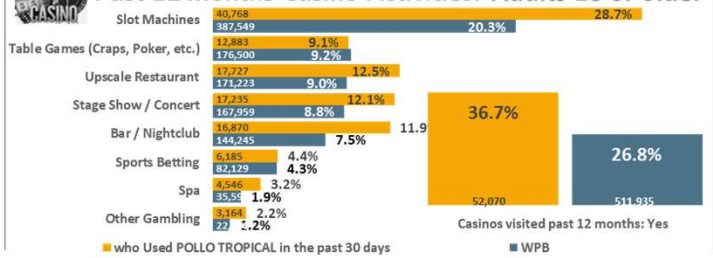
WPB 321,590 16.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





36.7% 52,070 | 26.8% 511,935

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI • BAKERY • RESTAURANT

WPB

3.2% or 61,020 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 12.1% more likely to use QSRs past mo., 37.% more likely to use Sit-Down Restaurants past mo., 63.9% more likely to use Casinos past yr., 13.8% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



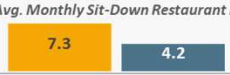
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



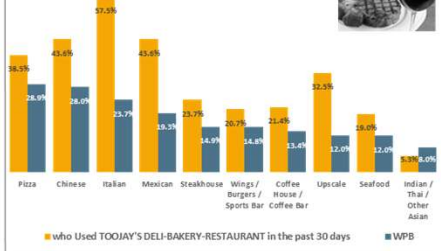
Avg. Monthly Sit-Down Restaurant Meals:



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.)

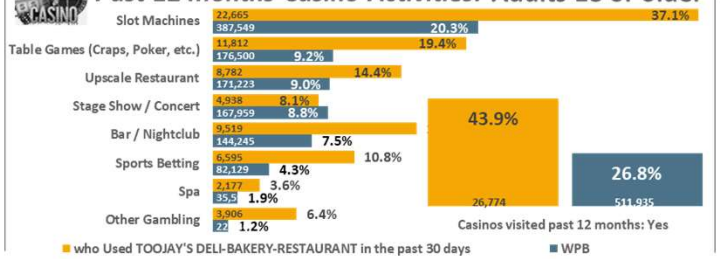


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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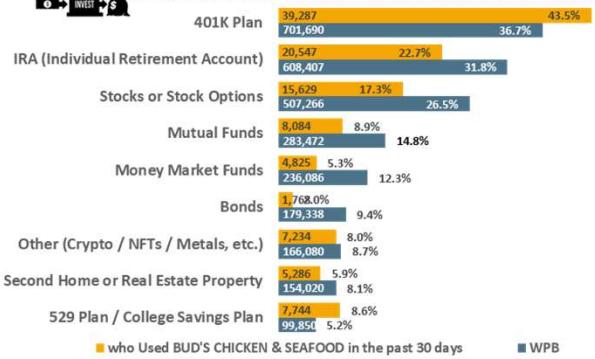
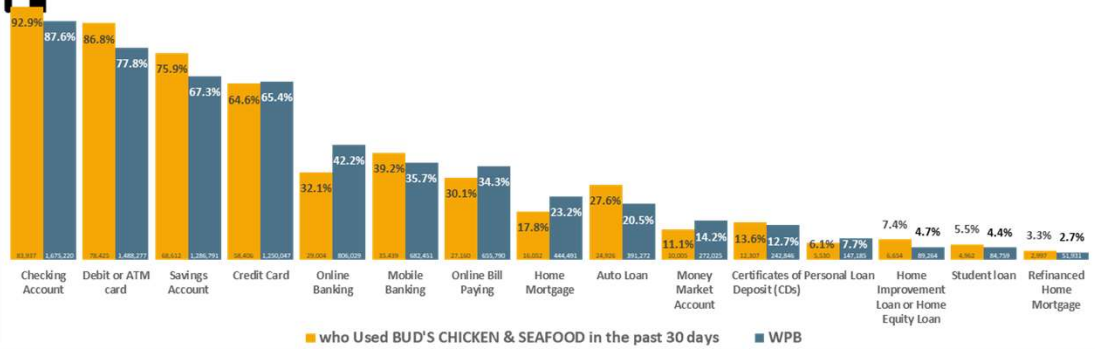
Sit-down restaurants used past 30 days: Too Jay's

4.7% or 90,343 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 18.5% more likely to have a 401K, 34.8% more likely to have an Auto Loan, 31.1% less likely to Invest/Trade Stocks Online, 34.4% 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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

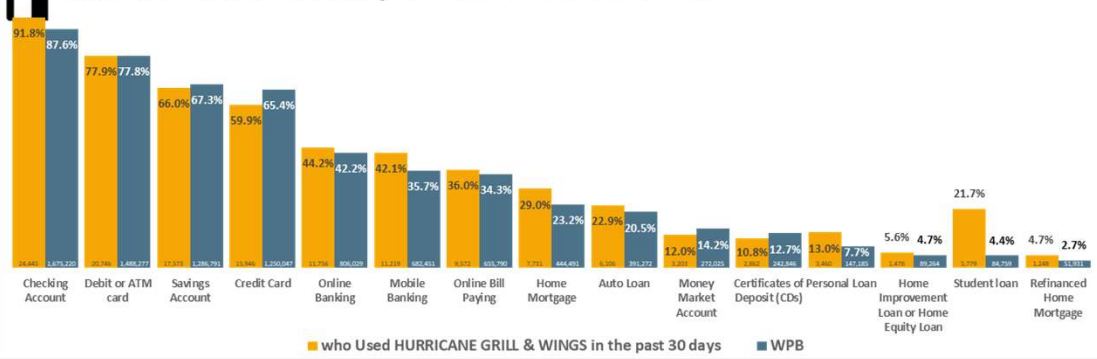
HURRICANE GRILL & WINGS WPB

1.4% or 26,623 of WPB DMA Adults 18 or older Used HURRICANE GRILL & WINGS in the past 30 days. Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days are 1.2% more likely to have a 401K, 12.1% more likely to have an Auto Loan, 97.8% more likely to Invest/Trade Stocks Online, 12.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



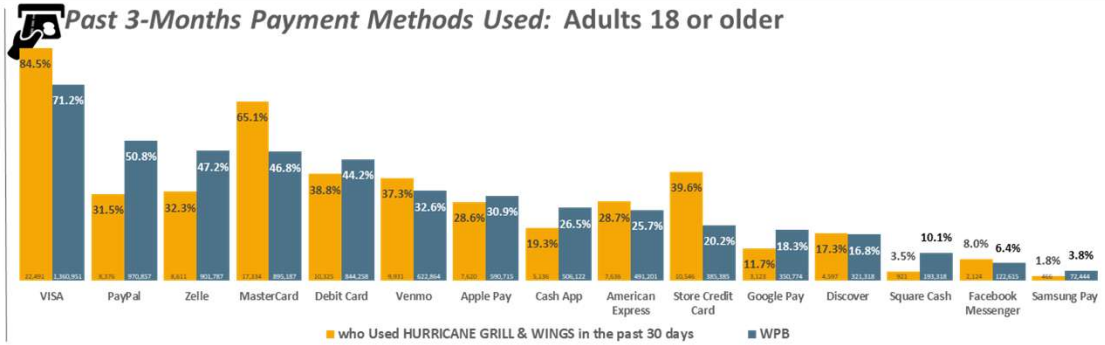
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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Sit-down restaurants used past 30 days: Hurricane Grill & Wings

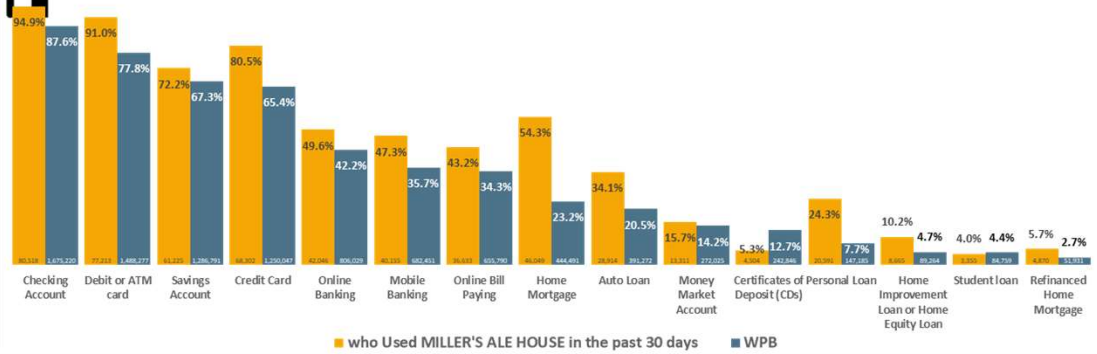
MILLER'S ALE HOUSE WPB

4.4% or 84,850 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 55.4% more likely to have a 401K, 66.5% more likely to have an Auto Loan, 56.8% more likely to Invest/Trade Stocks Online, 47.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



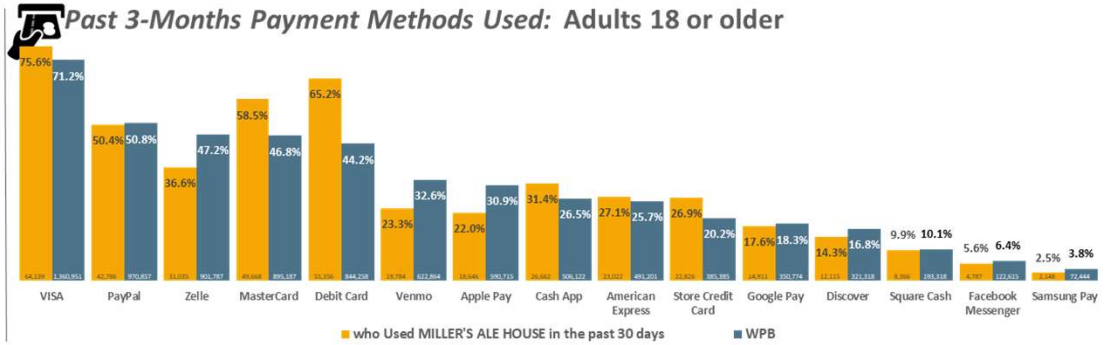
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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Sit-down restaurants used past 30 days: Ale House

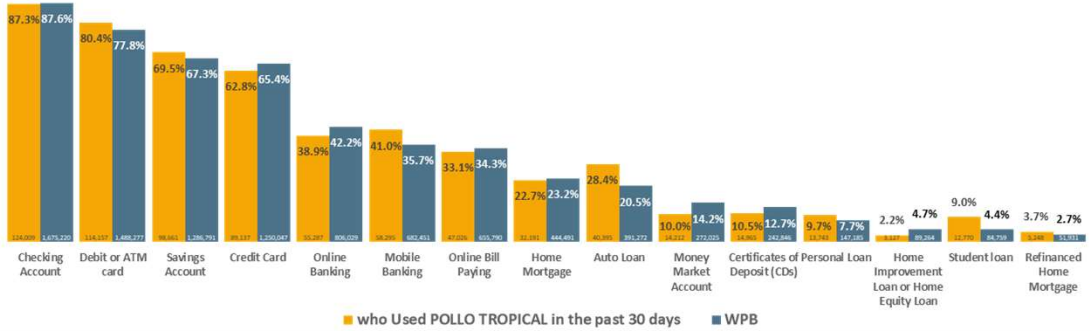
Pollo Tropical® CITRUS MARINATED CHICKEN — WPB

7.4% or 142,023 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.
Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 12.4% more likely to have a 401K, 39.% more likely to have an Auto Loan, 4.1% less likely to Invest/Trade Stocks Online, 14.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



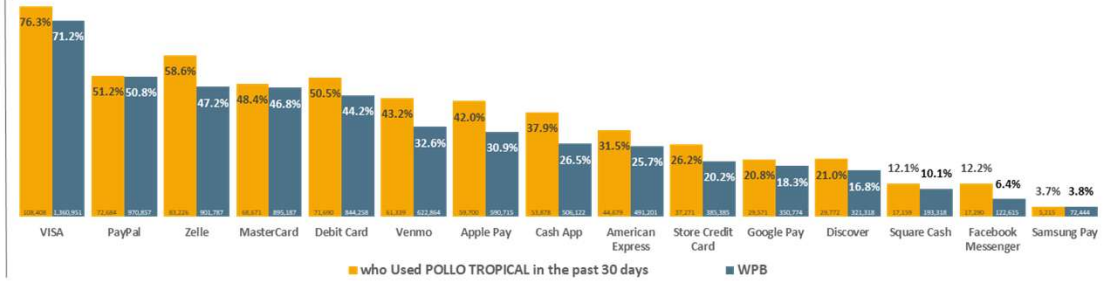
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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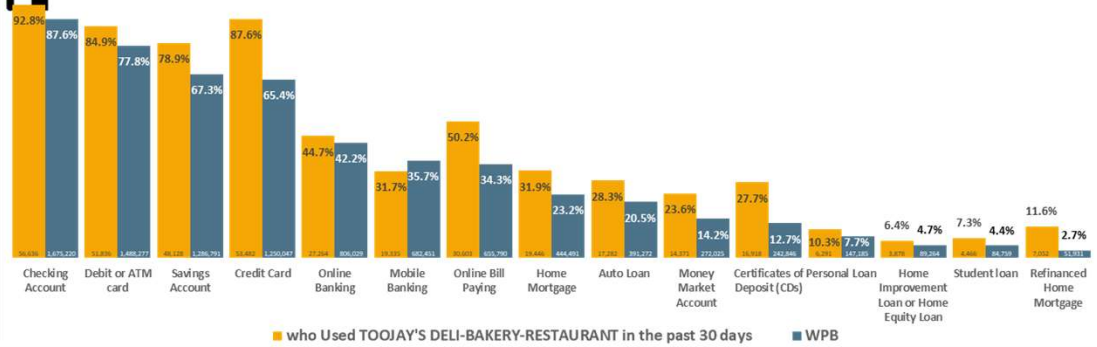
Quick service restaurants used past 30 days: Pollo Tropical

3.2% or 61,020 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 25.8% more likely to have a 401K, 38.4% more likely to have an Auto Loan, 148.% more likely to Invest/Trade Stocks Online, 8.6% less likely to pay with their Debit Card.

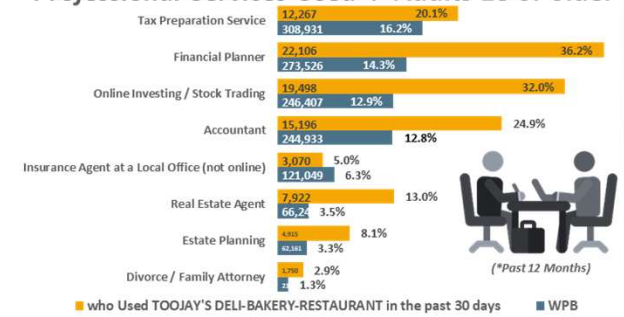
Investments Owned: Adults 18 or older



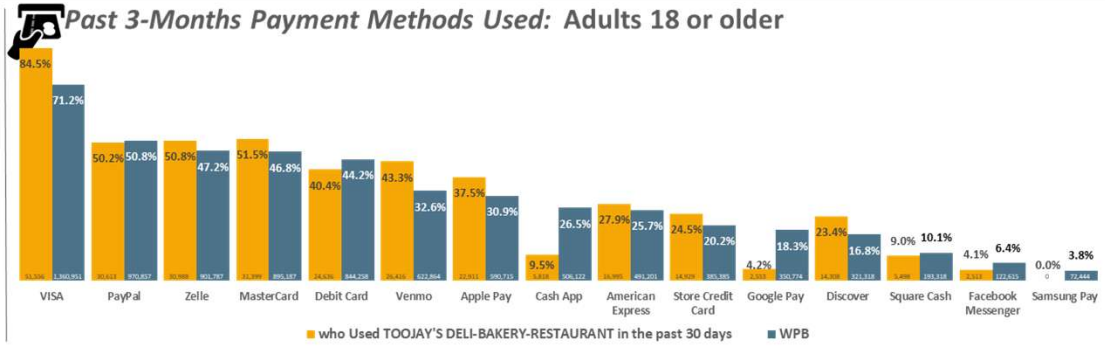
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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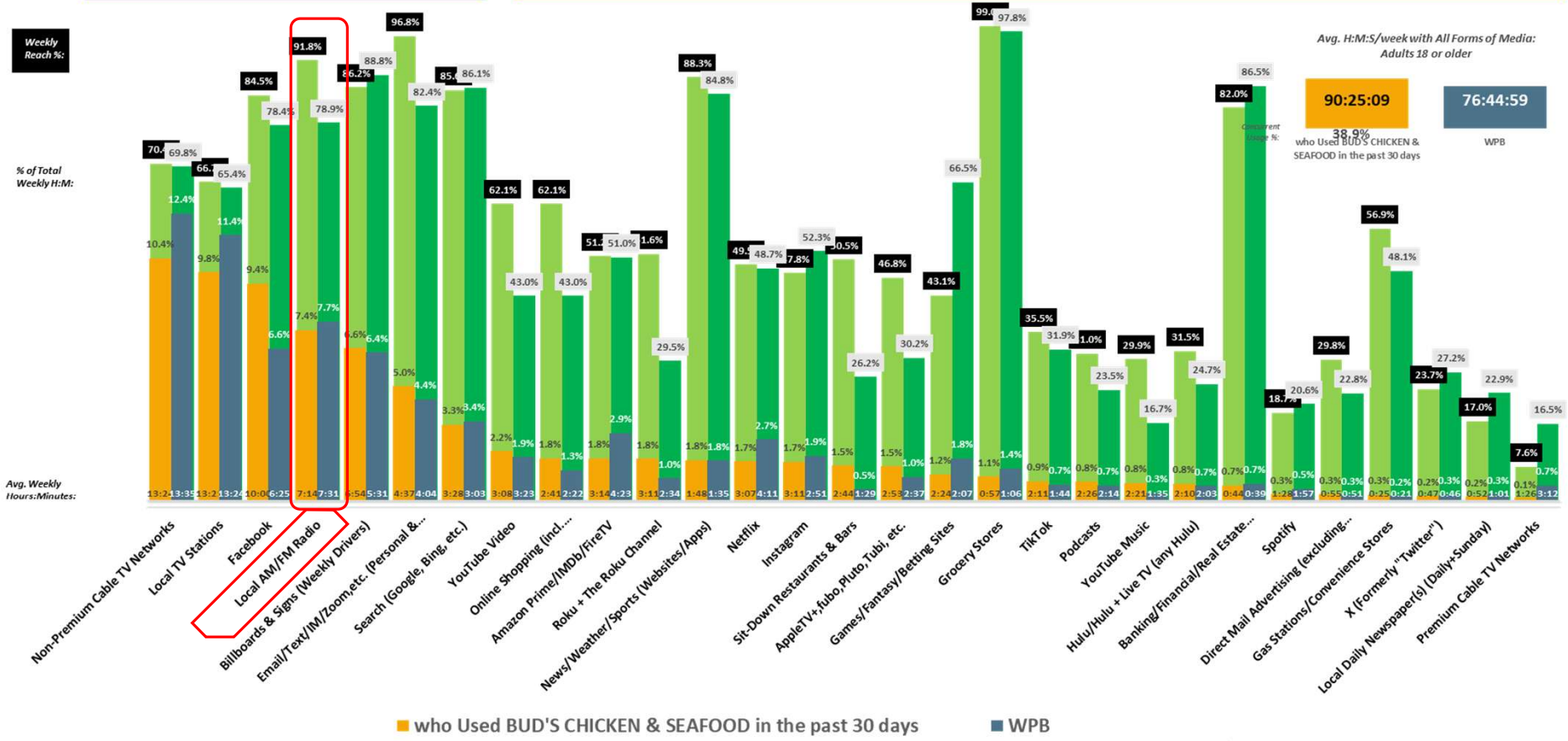
Sit-down restaurants used past 30 days: Too Jay's

Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 3 days, 18 hours, 25 minutes and 9 seconds each week with All Forms of Media.

91.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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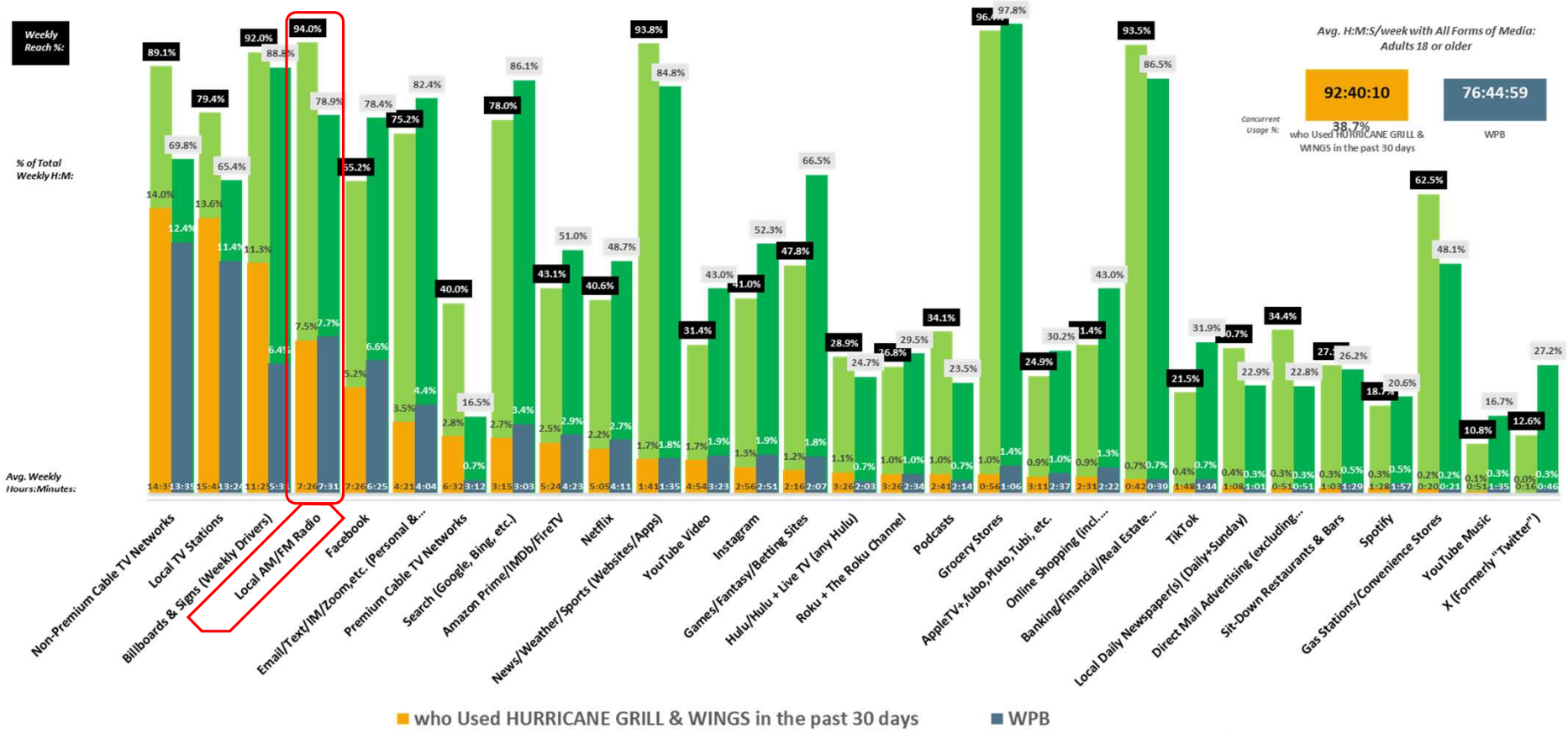
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an average of 3 days, 20 hours, 40 minutes and 10 seconds each week with All Forms of Media.

94.% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an avg. of 7 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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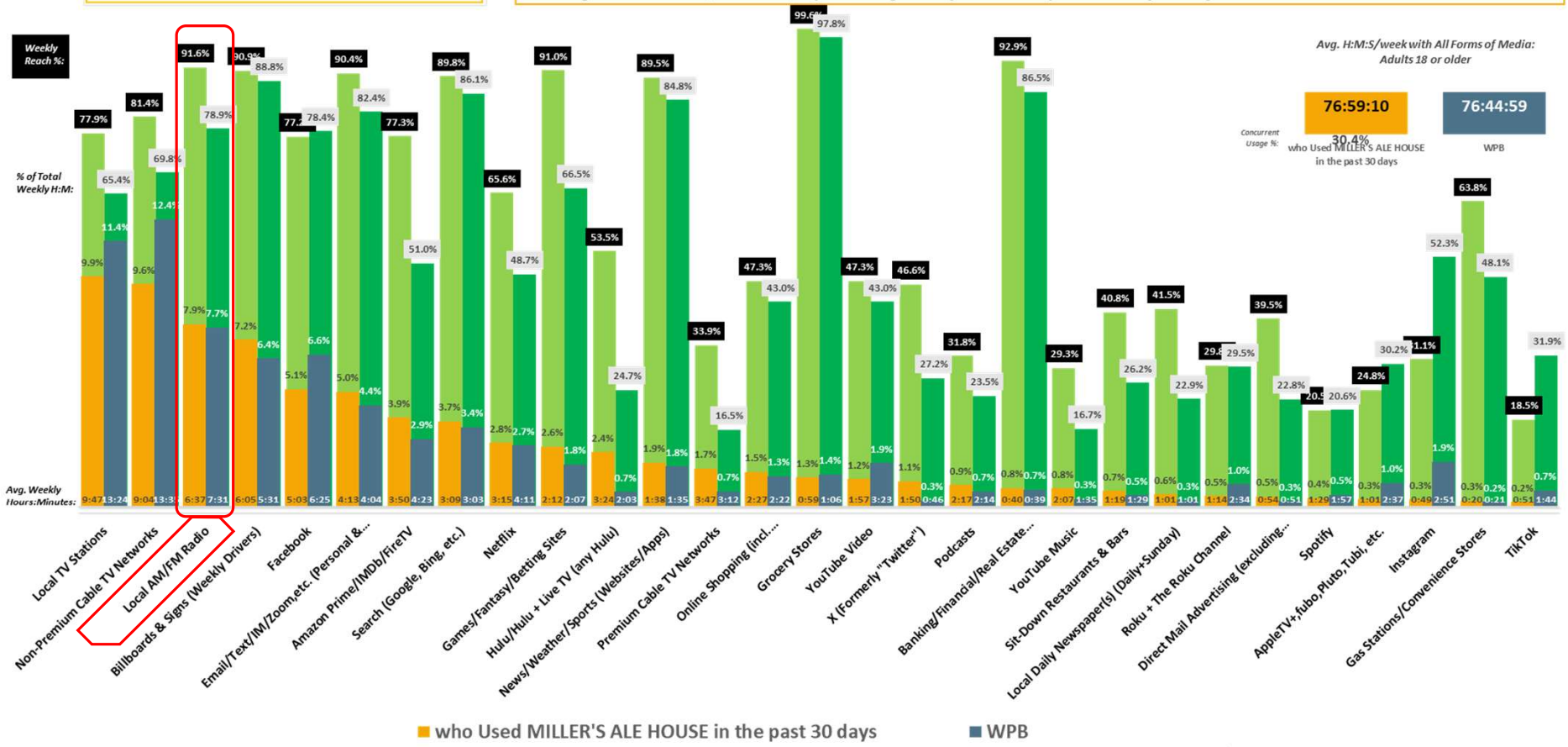
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 3 days, 4 hours, 59 minutes and 10 seconds each week with All Forms of Media.

91.6% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an avg. of 6 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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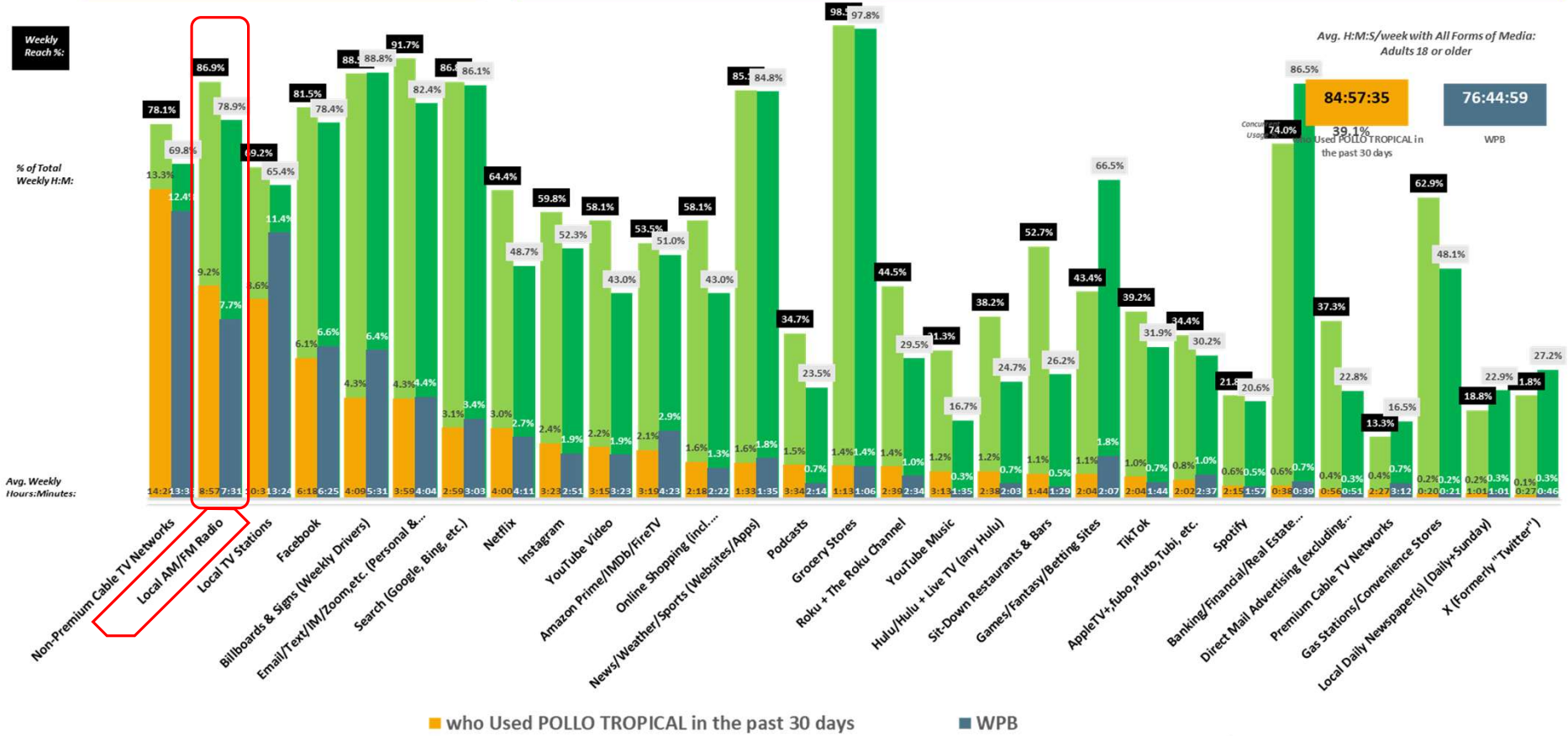
Sit-down restaurants used past 30 days: Ale House

Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 3 days, 12 hours, 57 minutes and 35 seconds each week with All Forms of Media.

86.9% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an avg. of 8 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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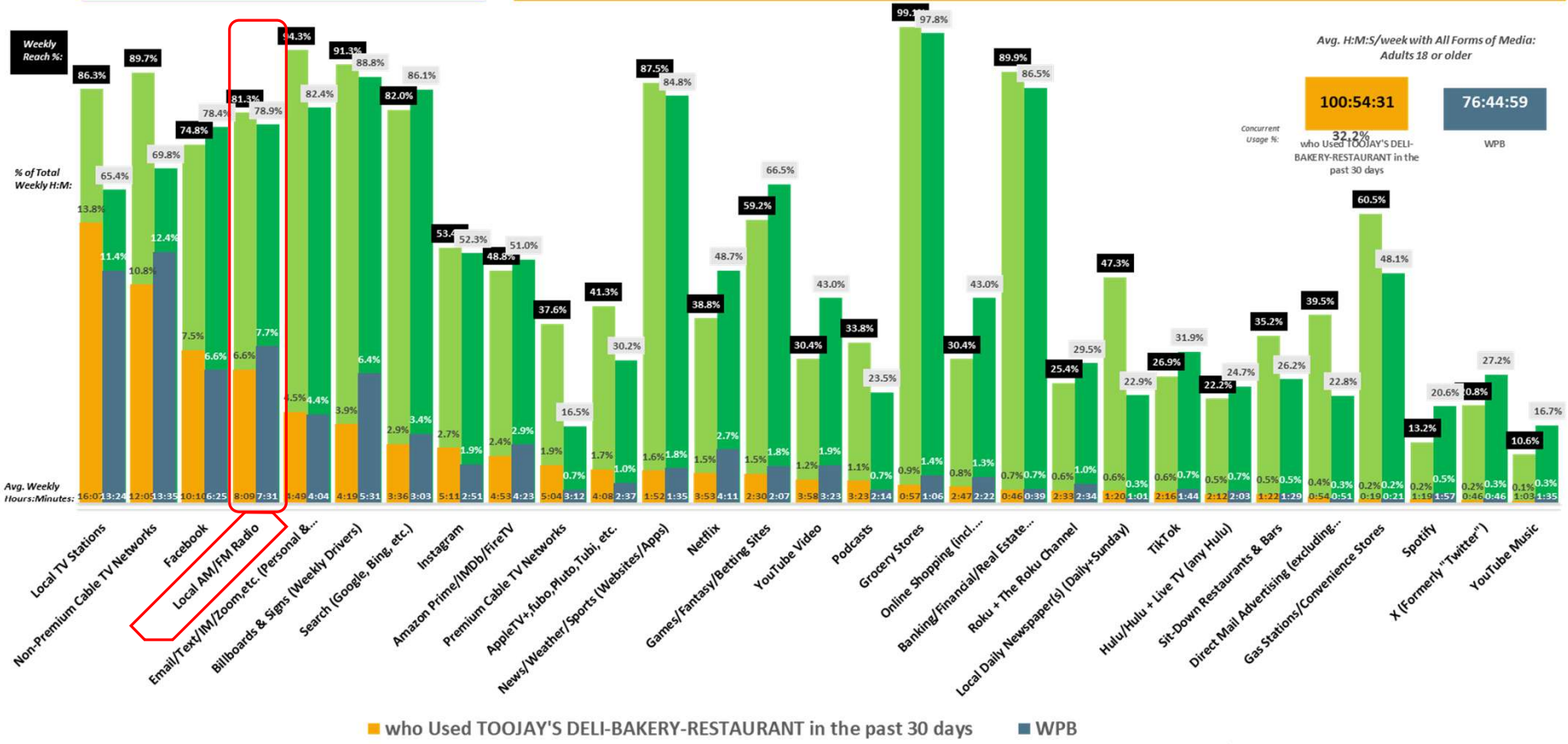
Quick service restaurants used past 30 days: Pollo Tropical

Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 4 days, 4 hours, 54 minutes and 31 seconds each week with All Forms of Media.

81.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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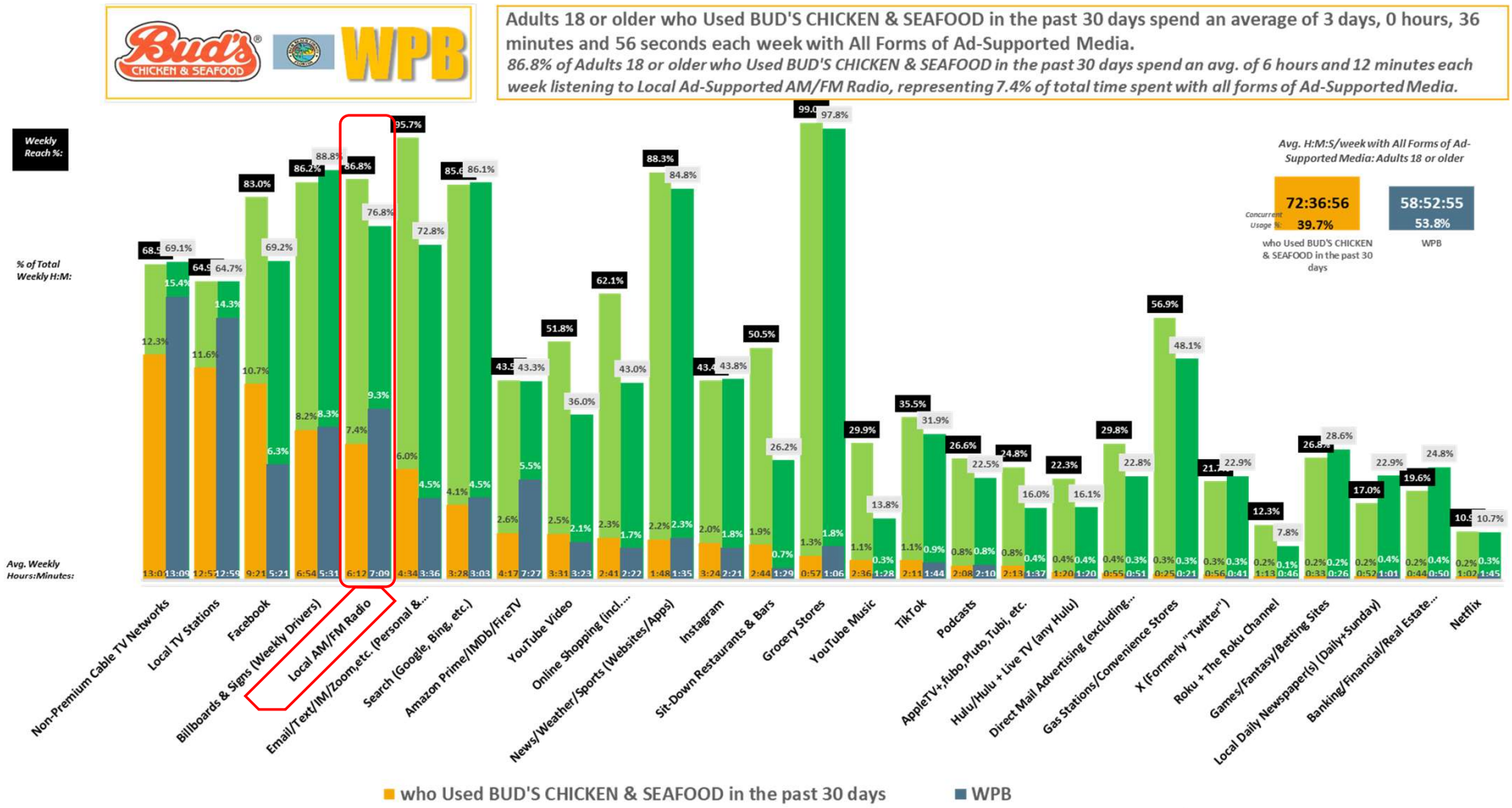
Sit-down restaurants used past 30 days: Too Jay's



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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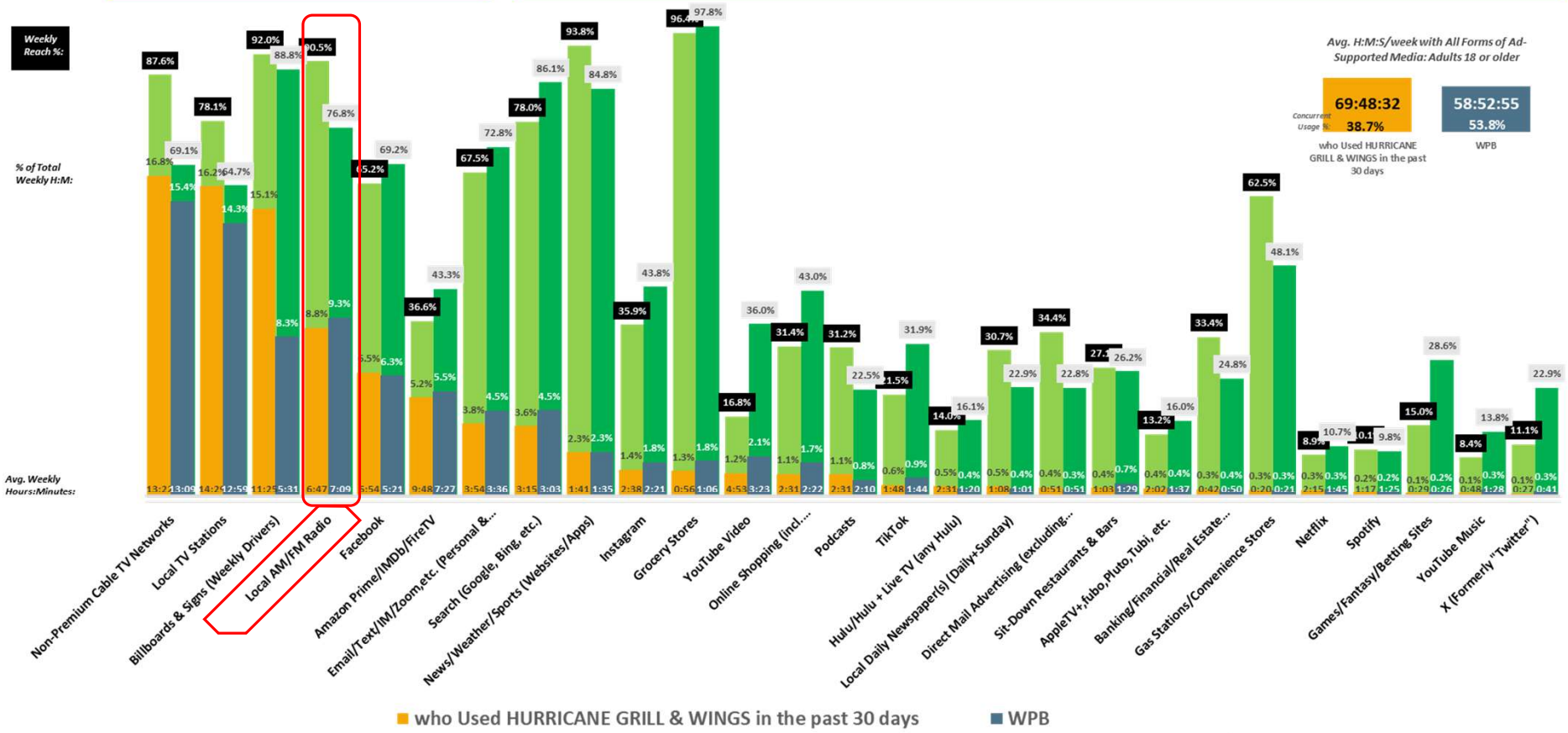
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an average of 2 days, 21 hours, 48 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

90.5% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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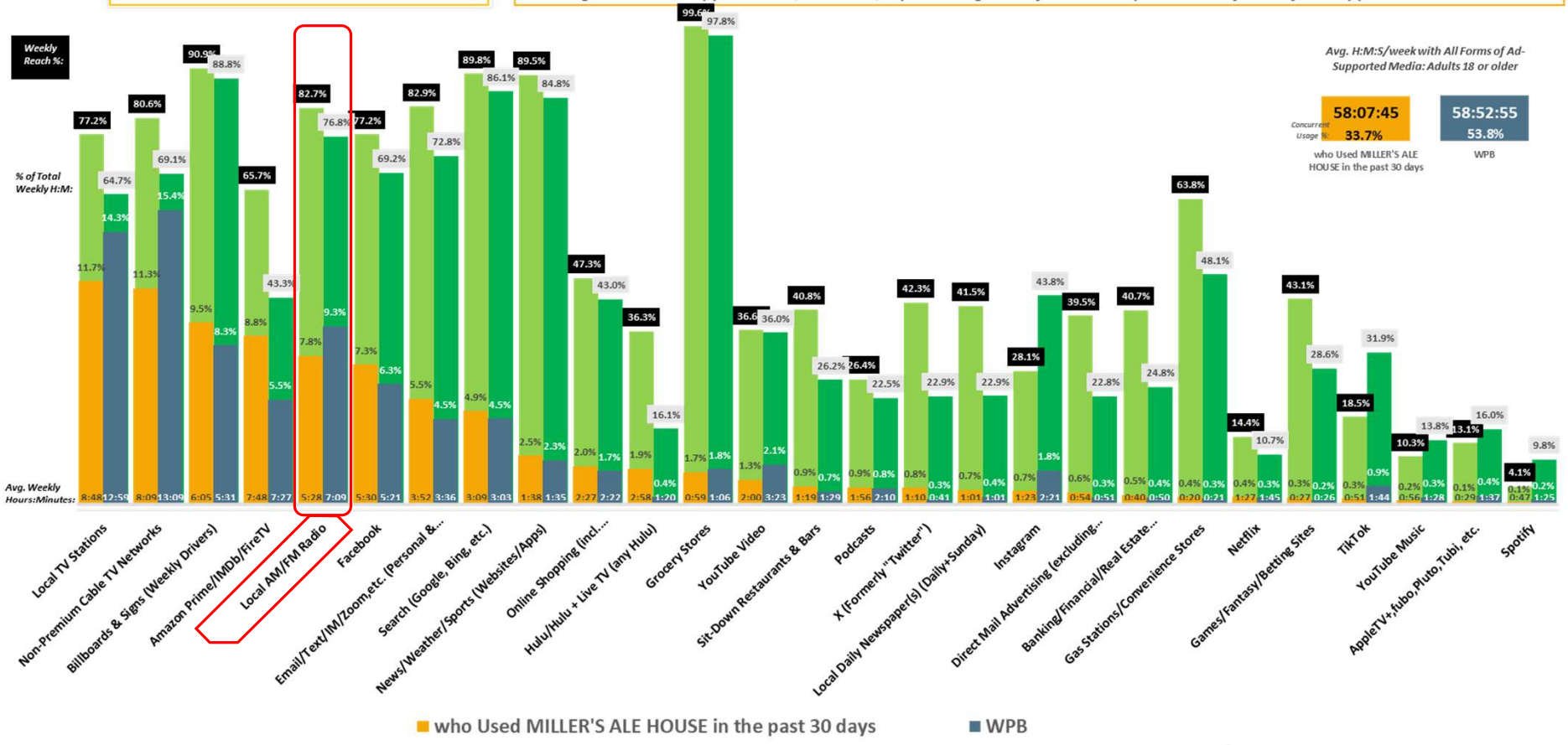
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 2 days, 10 hours, 7 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an avg. of 5 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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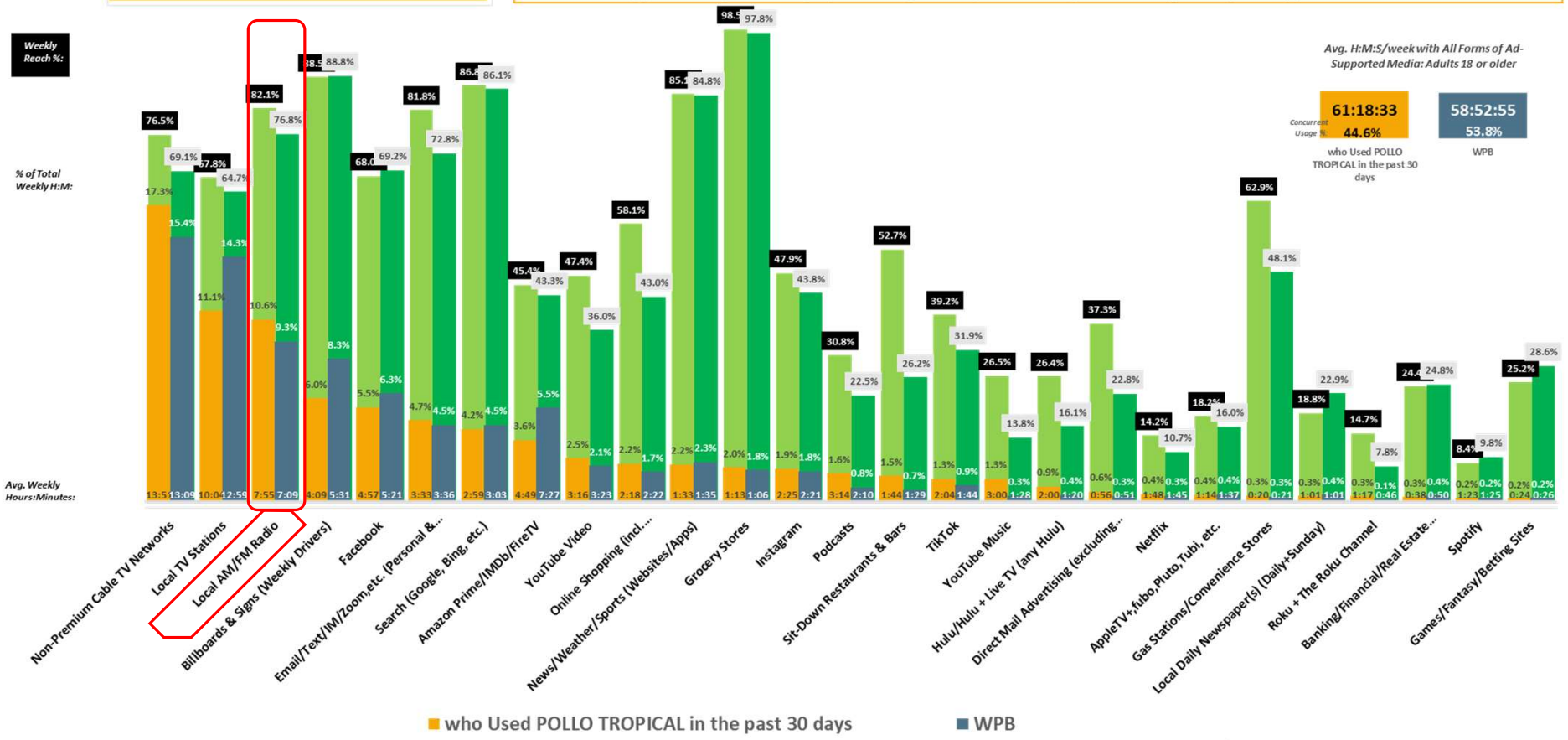
Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN — WPB

Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 2 days, 13 hours, 18 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

82.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an avg. of 7 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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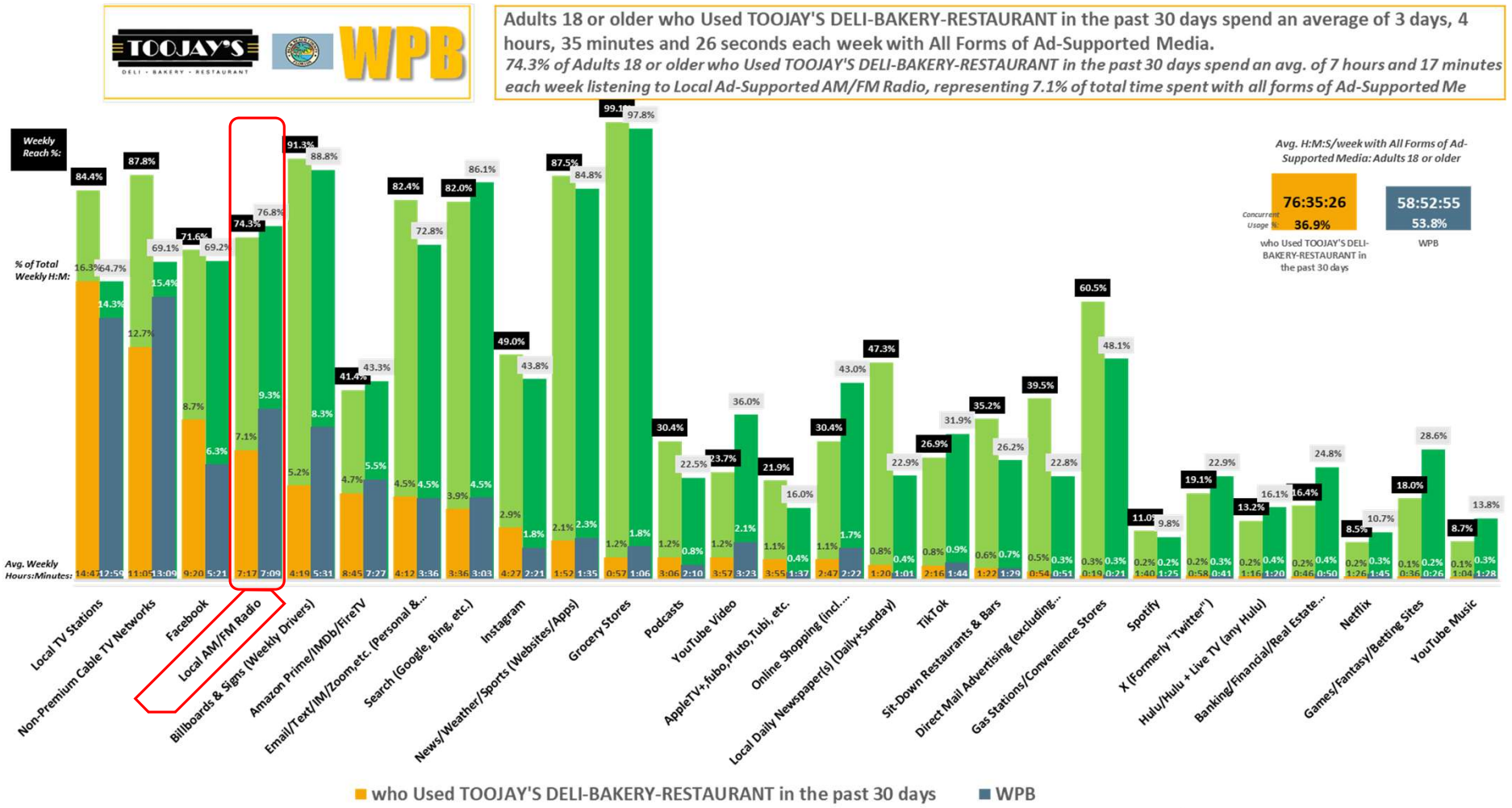
Quick service restaurants used past 30 days: Pollo Tropical



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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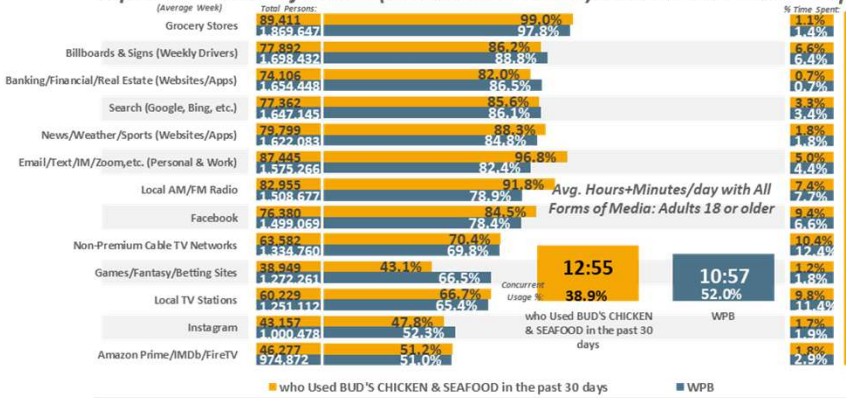
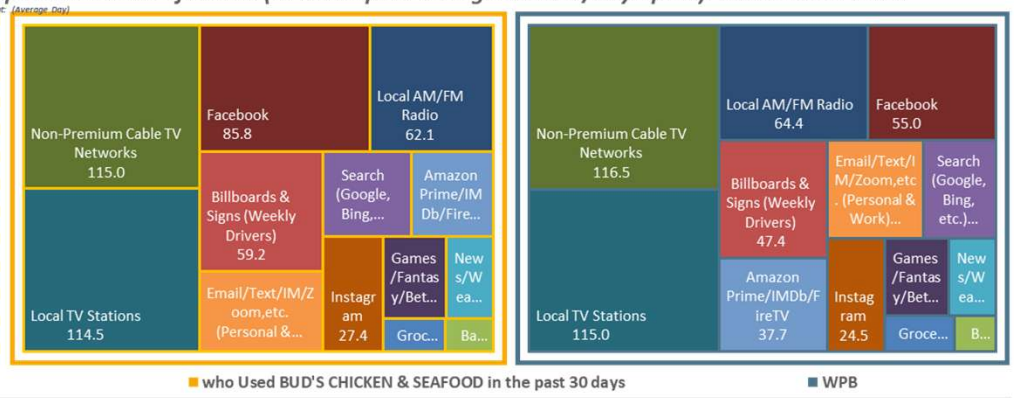
Sit-down restaurants used past 30 days: Too Jay's

Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 10 hours and 22 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 53.2 minutes/day. *(Local Radio delivers 7.4% of Time with Ad-Supported Media.)*

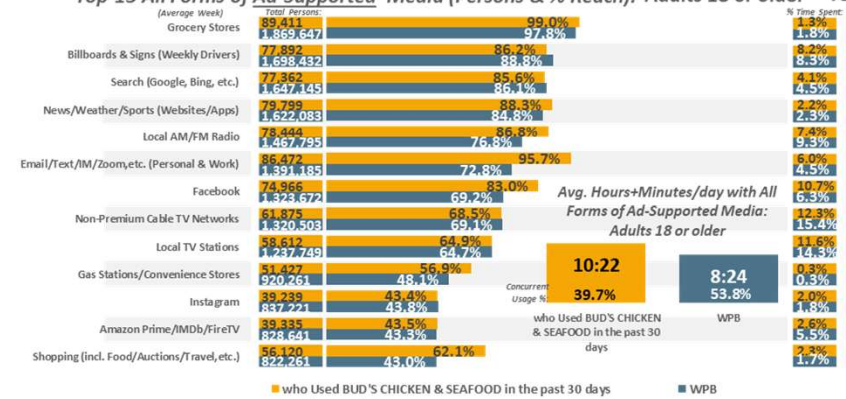
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



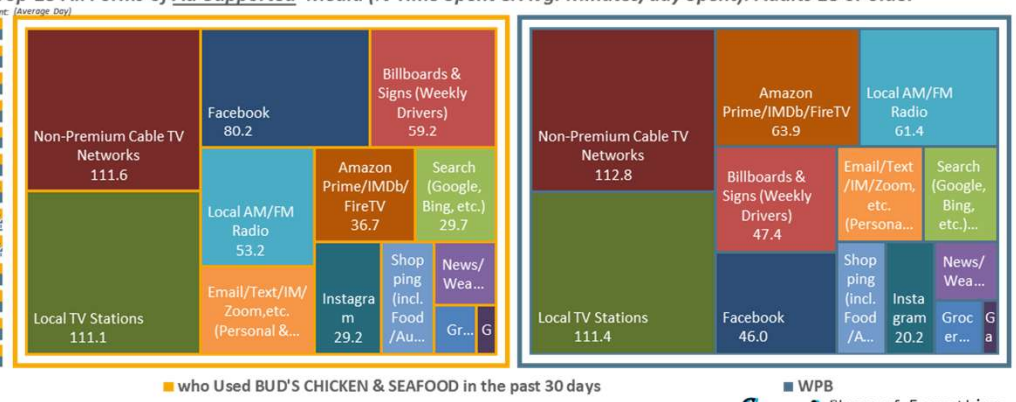
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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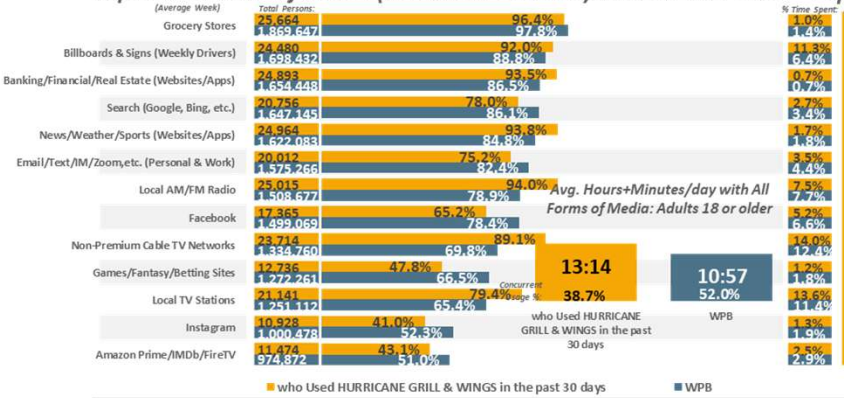
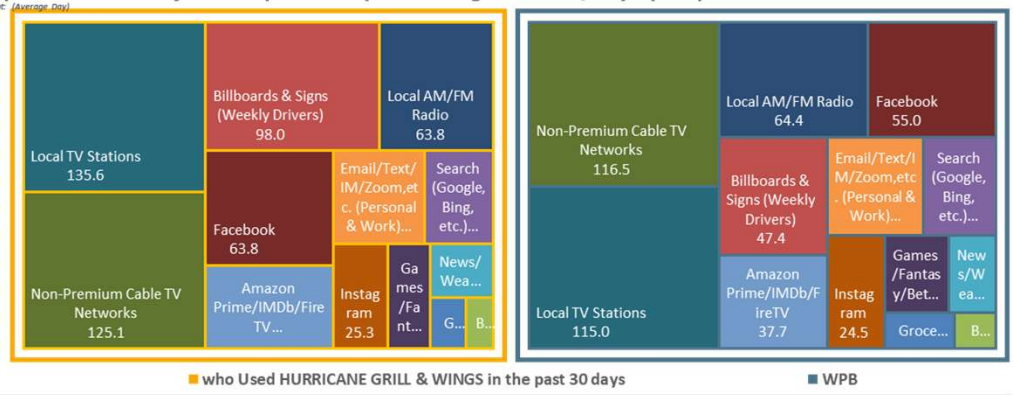
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an average of 9 hours and 58 minutes each day with All Forms of Ad-Supported Media. 90.5% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

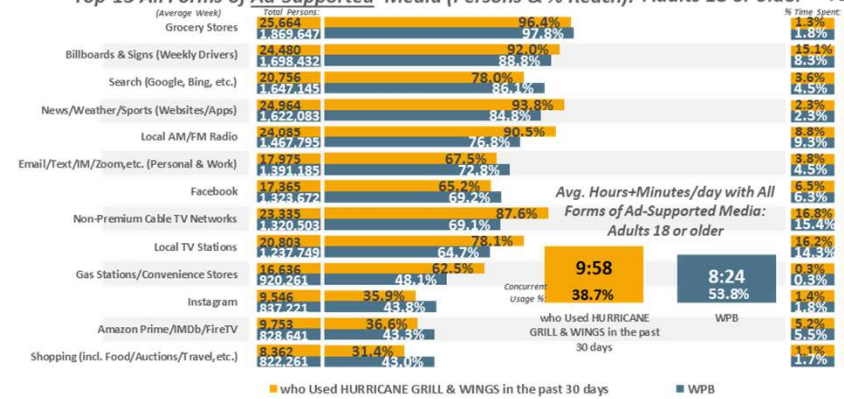
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



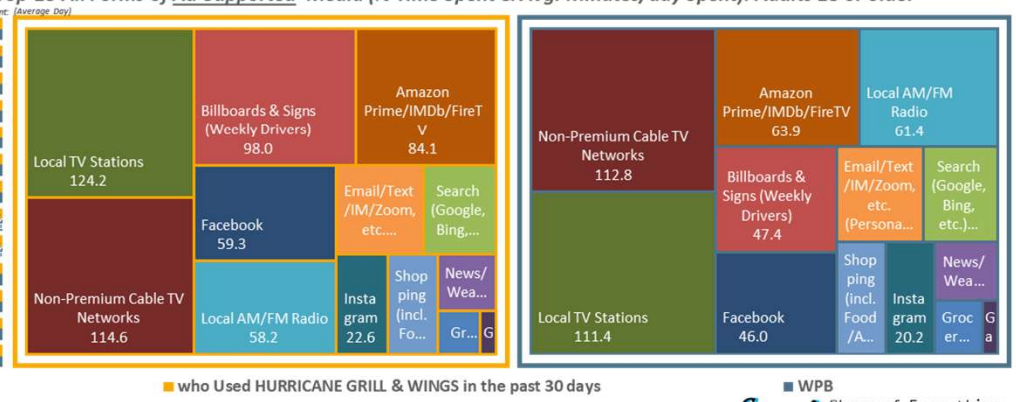
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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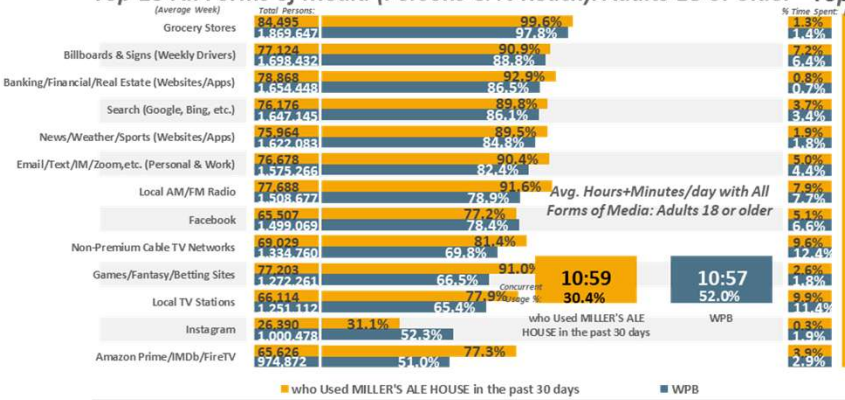
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

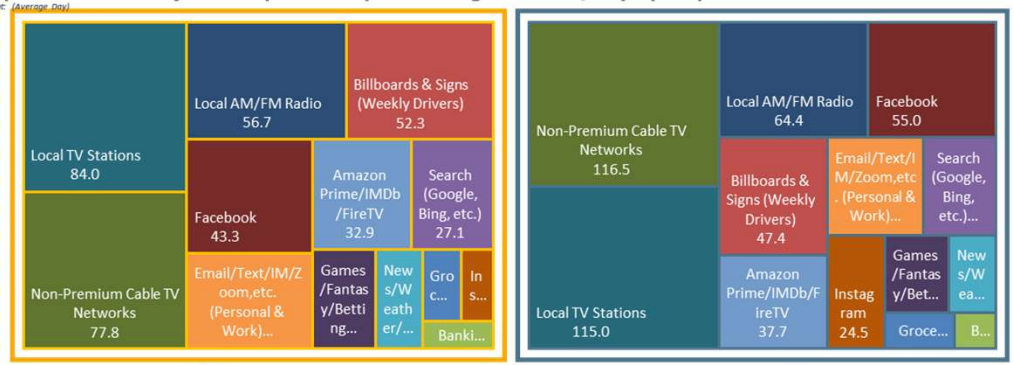
MILLER'S ALE·HOUSE WPB

Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 46.9 minutes/day. *(Local Radio delivers 7.8% of Time with Ad-Supported Media.)*

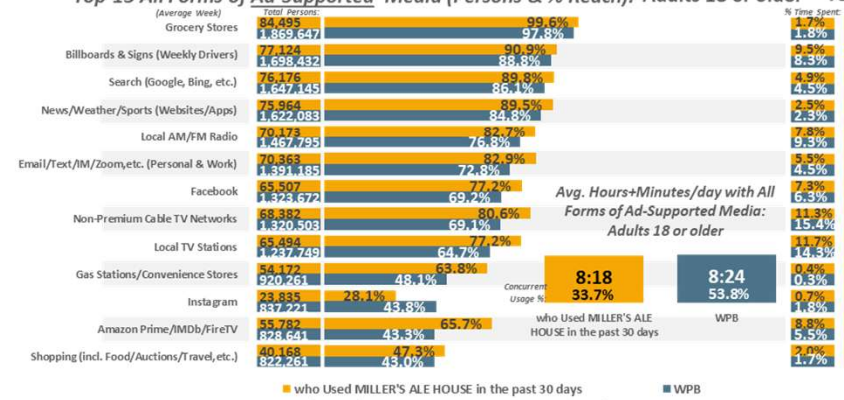
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



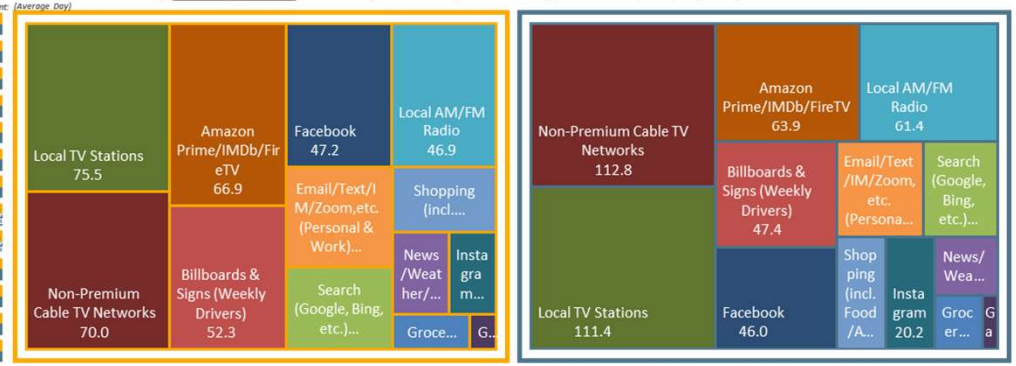
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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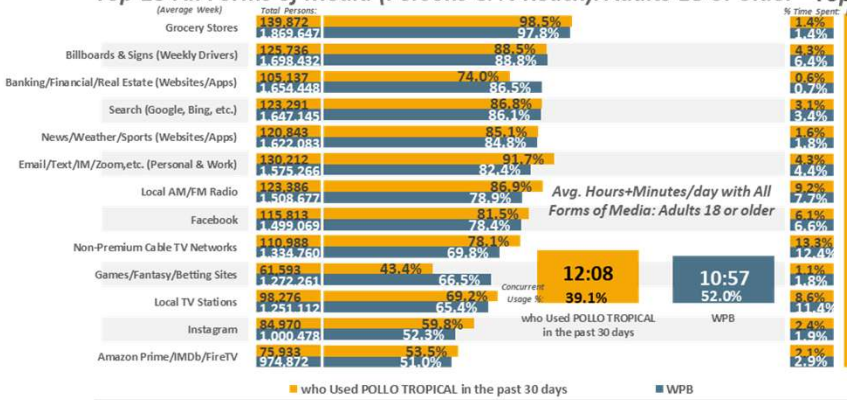
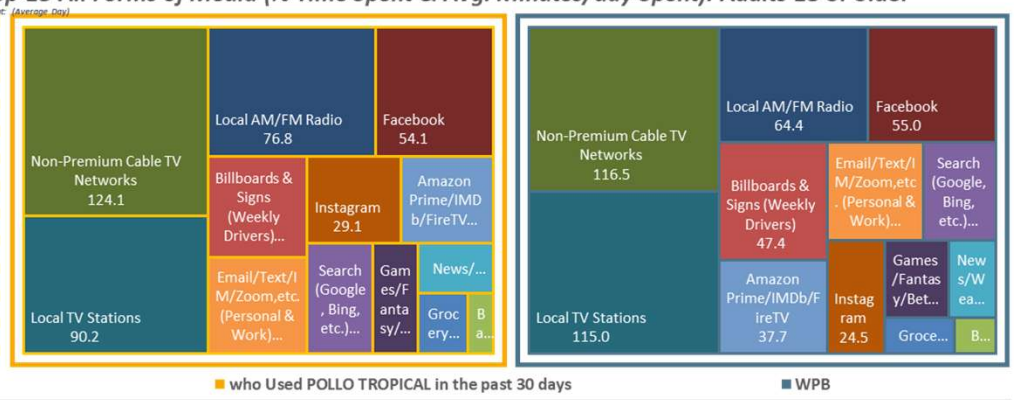
Sit-down restaurants used past 30 days: Ale House

Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 8 hours and 45 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 67.9 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

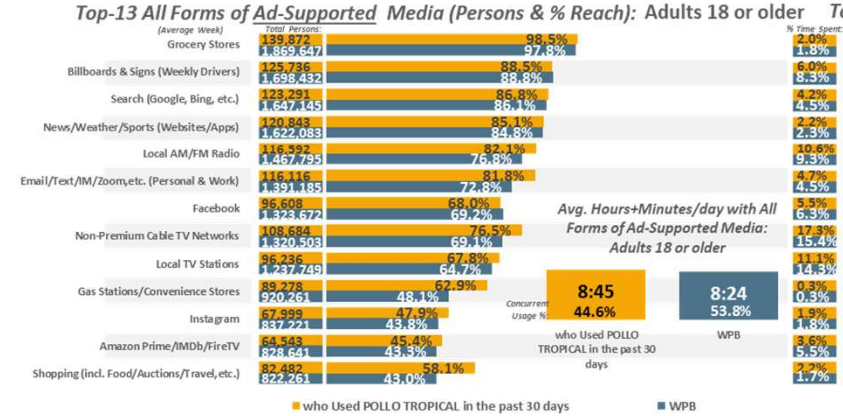
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



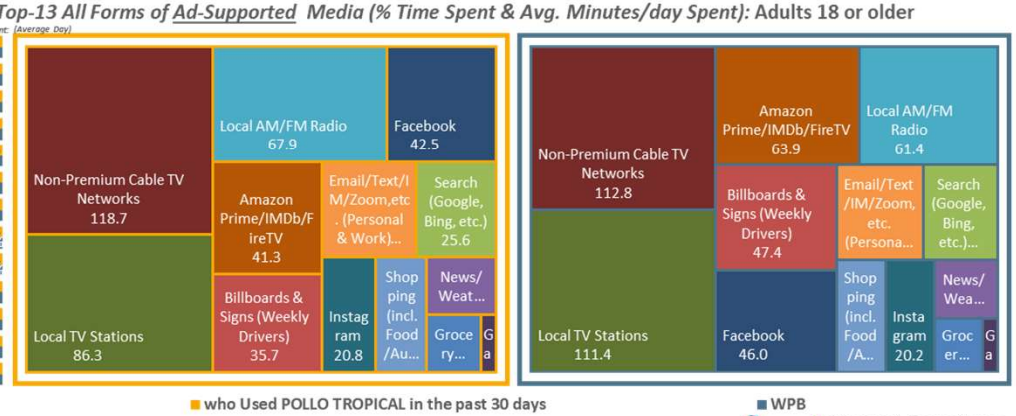
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Aug24-Jun25 Qual Intab 192

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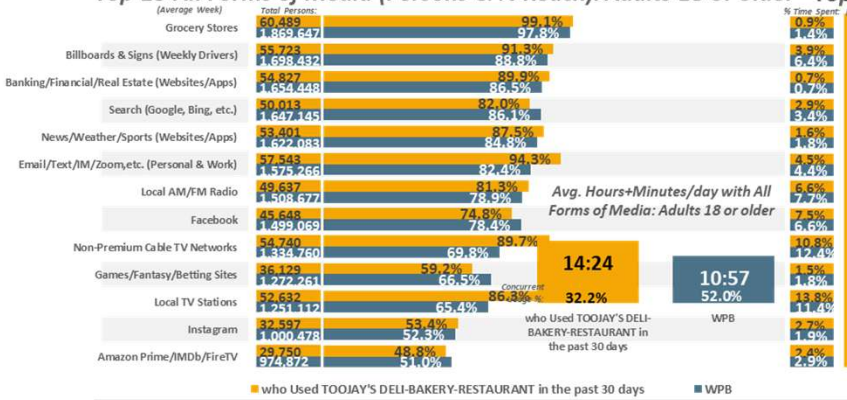
Quick service restaurants used past 30 days: Pollo Tropical

Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 10 hours and 56 minutes each day with All Forms of Ad-Supported Media. 74.3% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day *(Local Radio delivers 7.1% of Time with Ad-Supported Media.)*

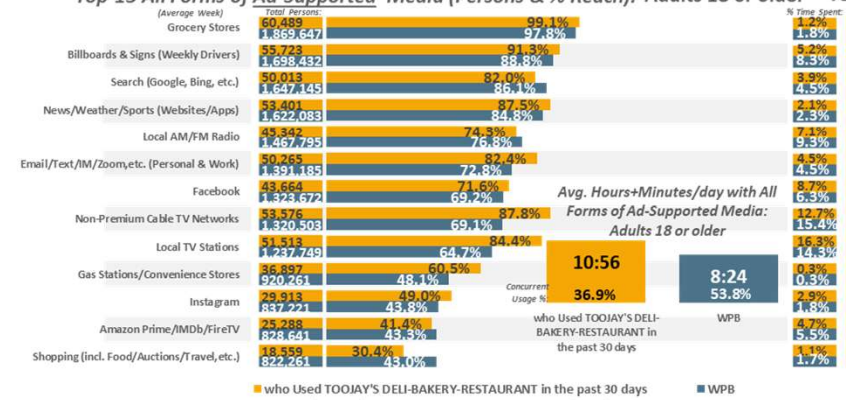
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



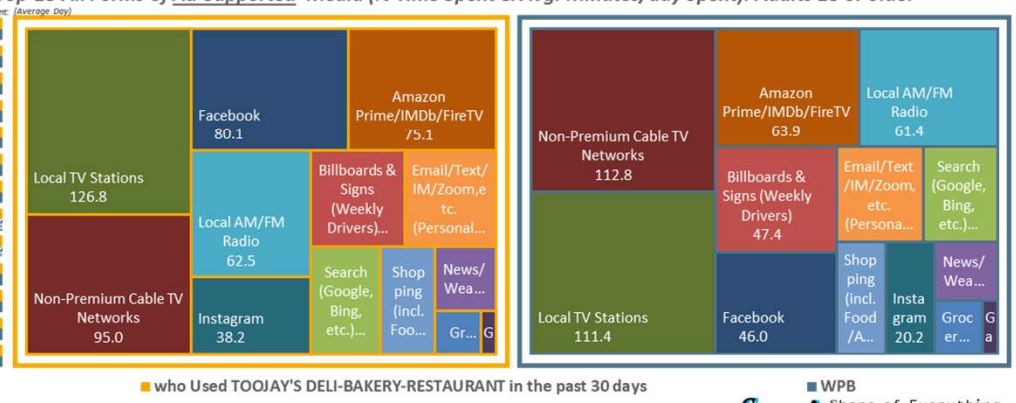
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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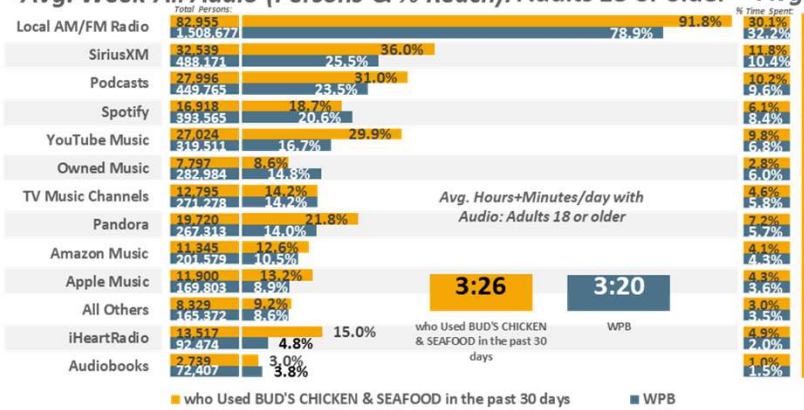
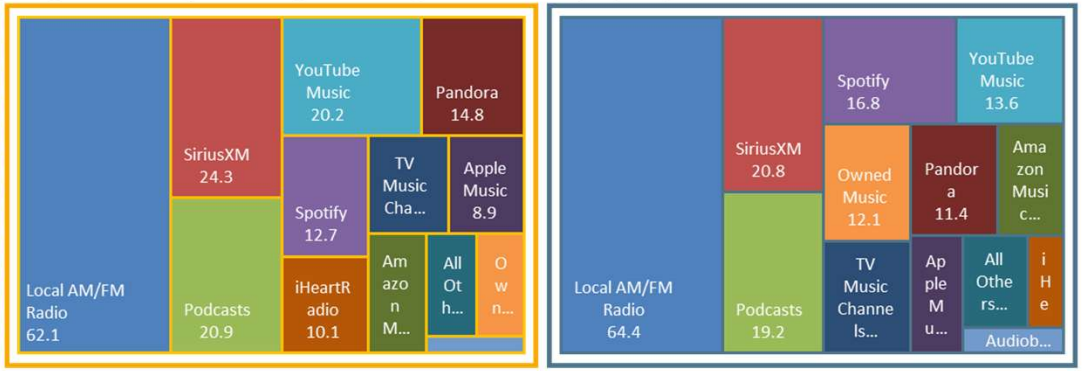
Sit-down restaurants used past 30 days: Too Jay's

78,444 or 86.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

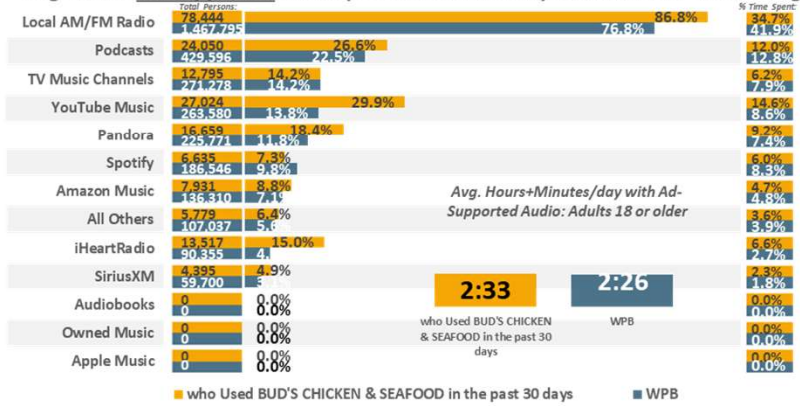
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



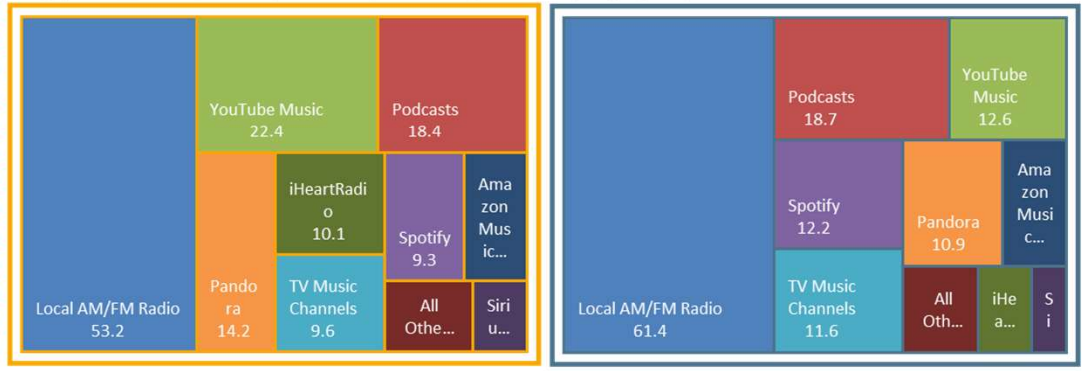
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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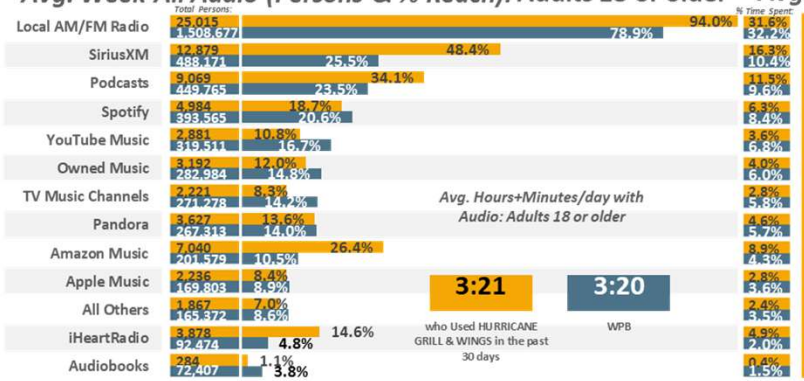
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

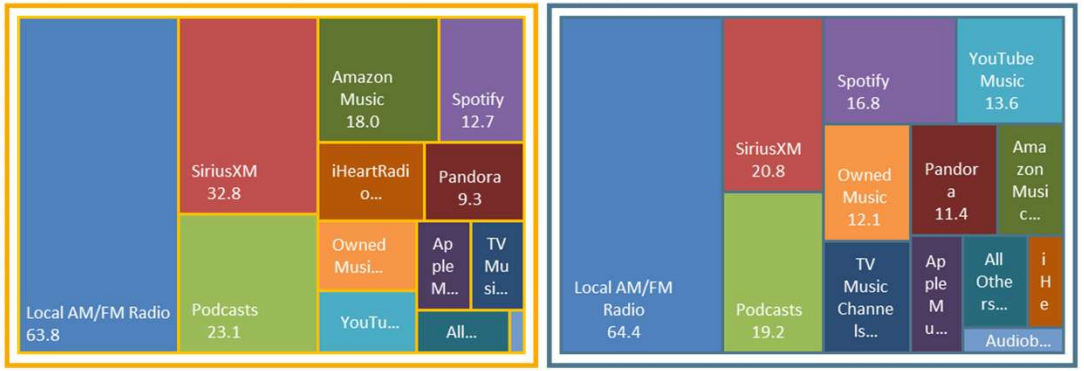
HURRICANE GRILL & WINGS WPB

24,085 or 90.5% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

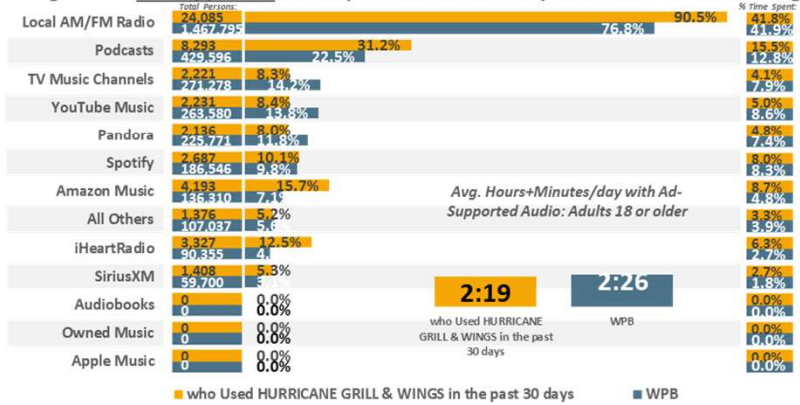
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



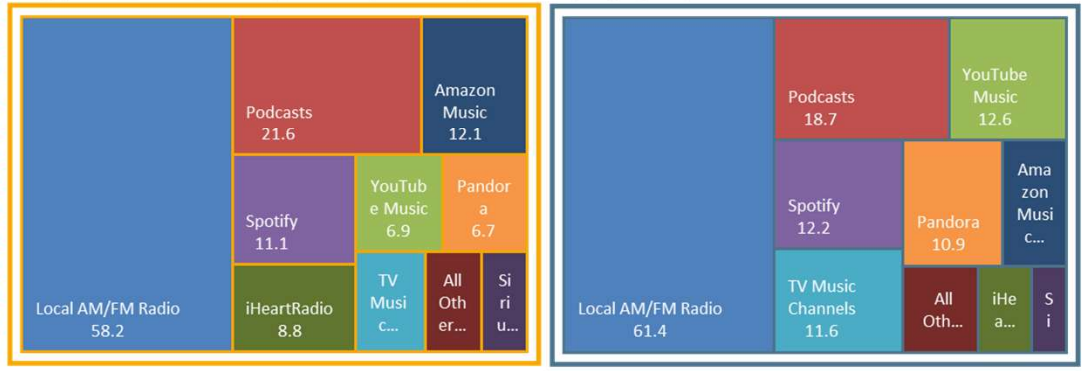
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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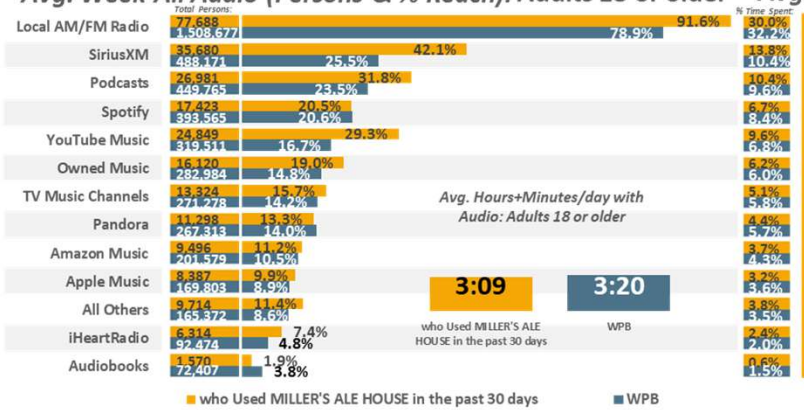
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

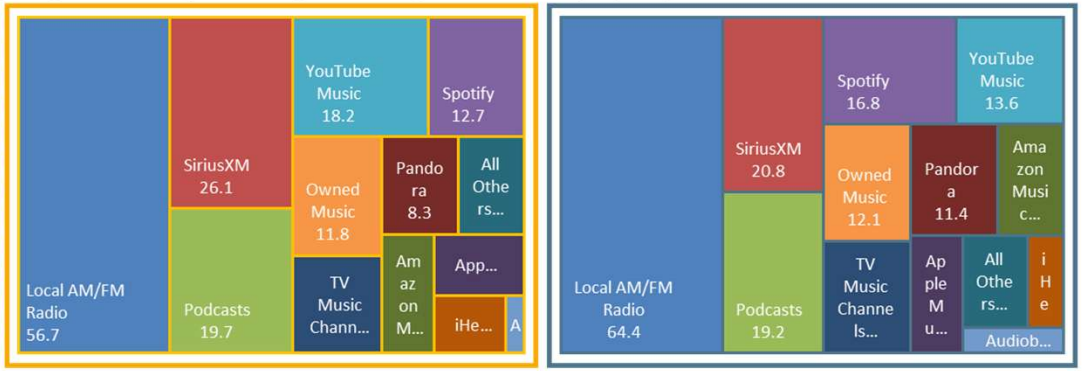
MILLER'S ALE·HOUSE WPB

70,173 or 82.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 46.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

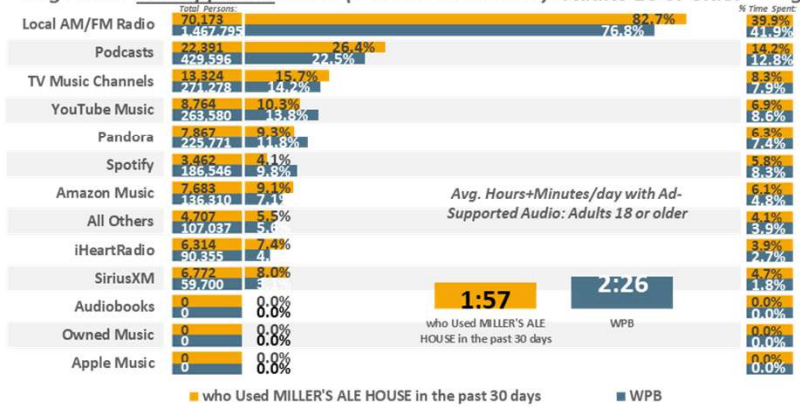
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



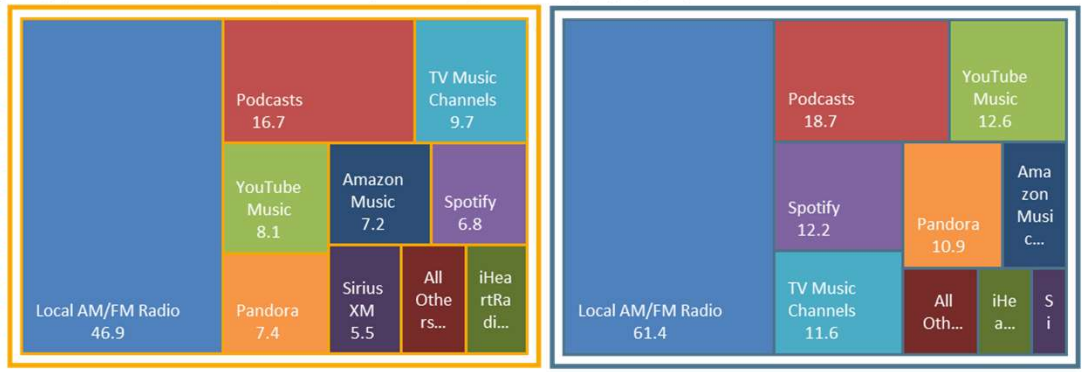
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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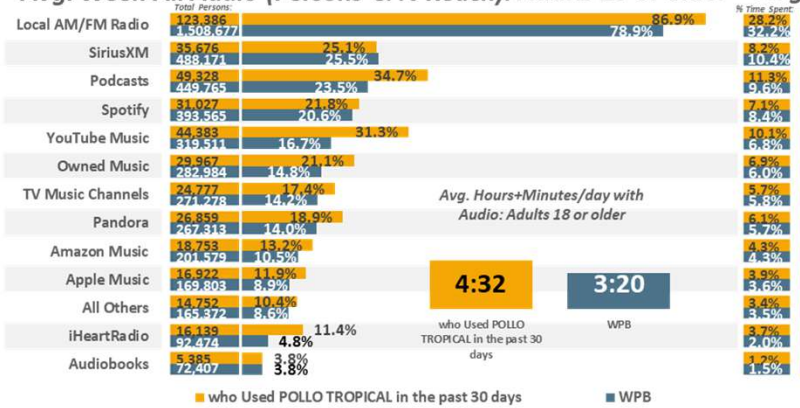
Sit-down restaurants used past 30 days: Ale House

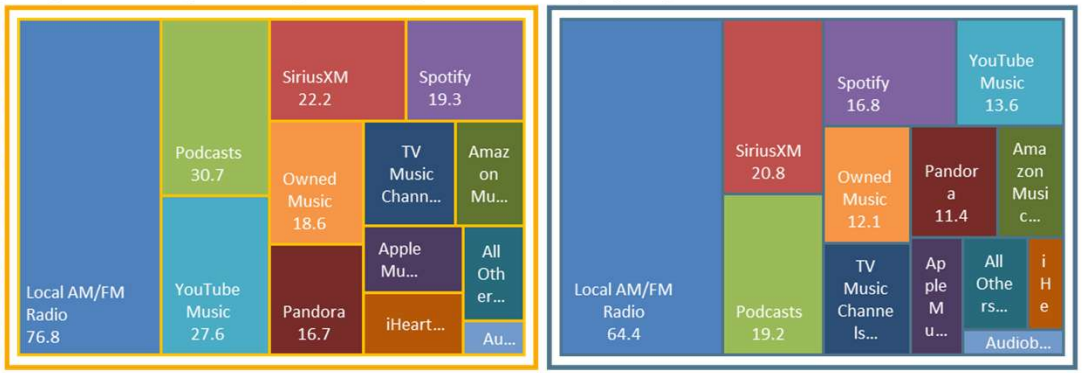
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

116,592 or 82.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

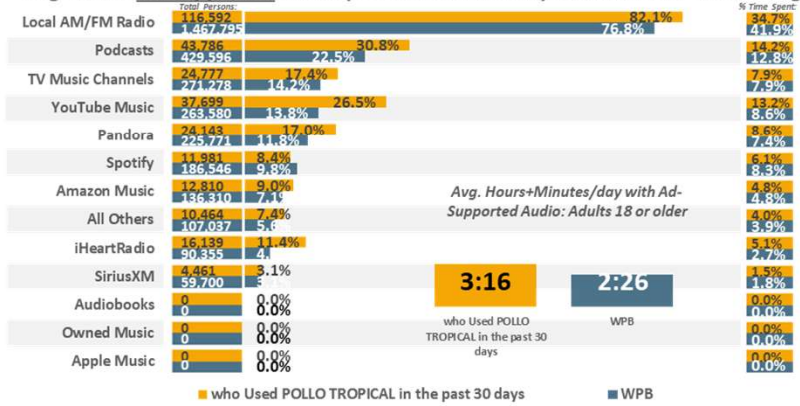
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



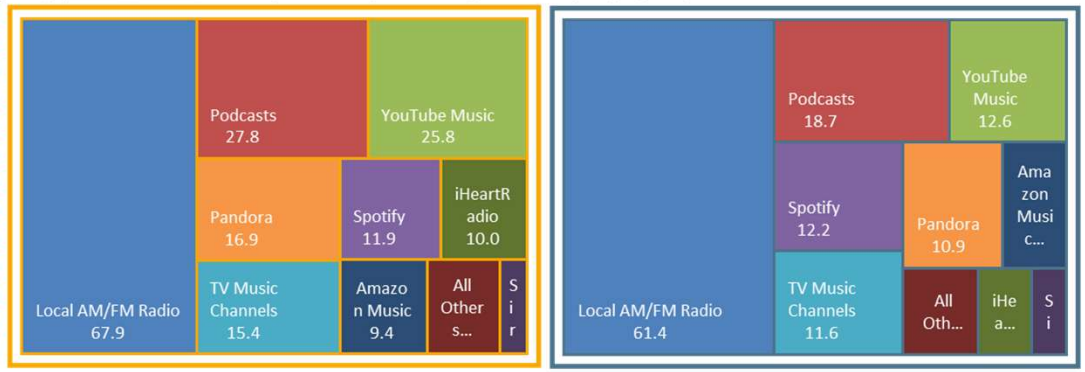
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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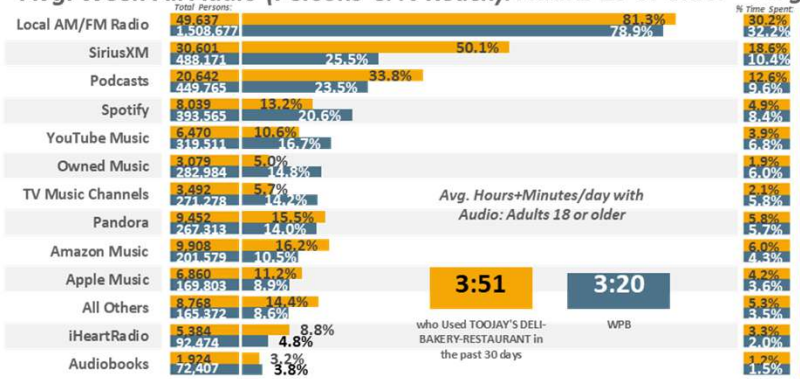
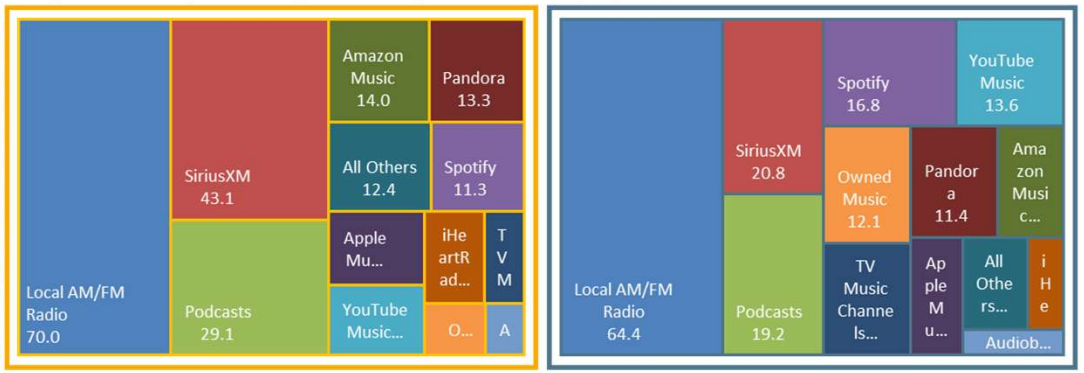
Quick service restaurants used past 30 days: Pollo Tropical

45,342 or 74.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

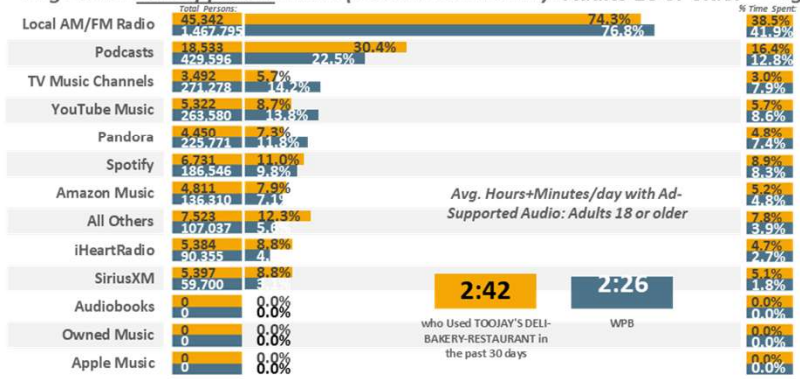
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



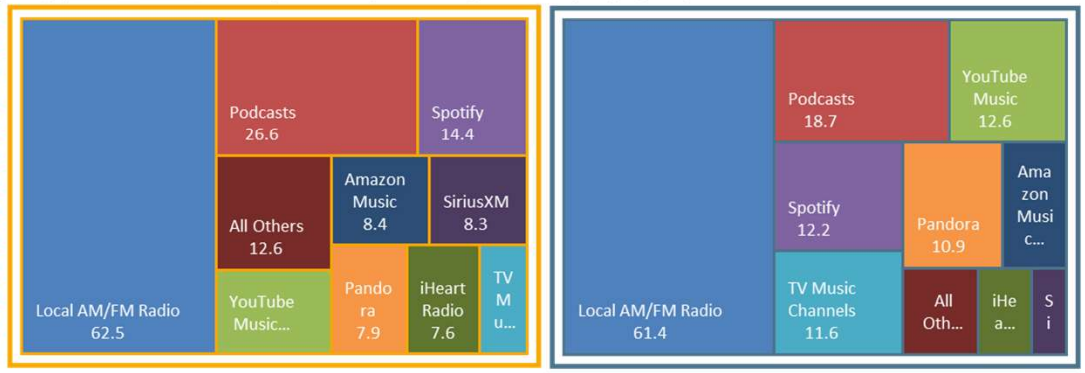
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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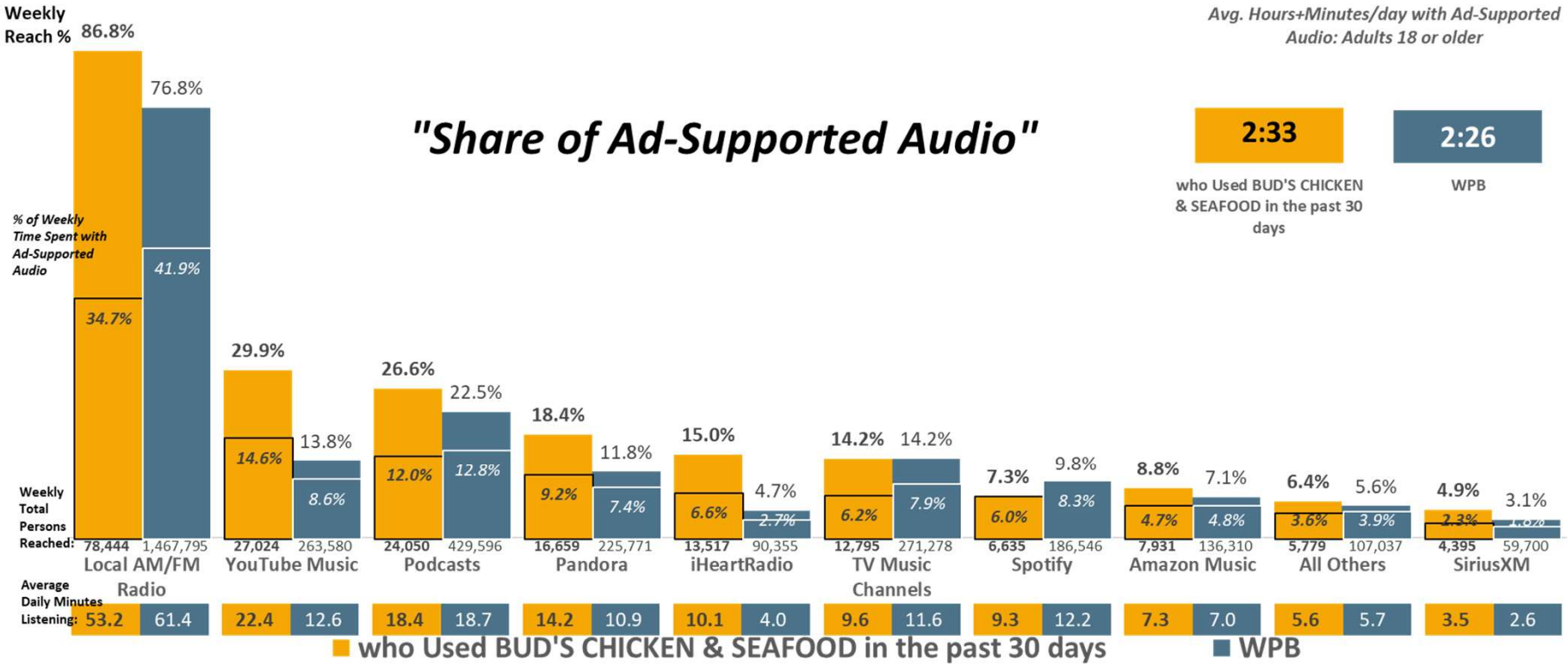
Sit-down restaurants used past 30 days: Too Jay's

78,444 or 86.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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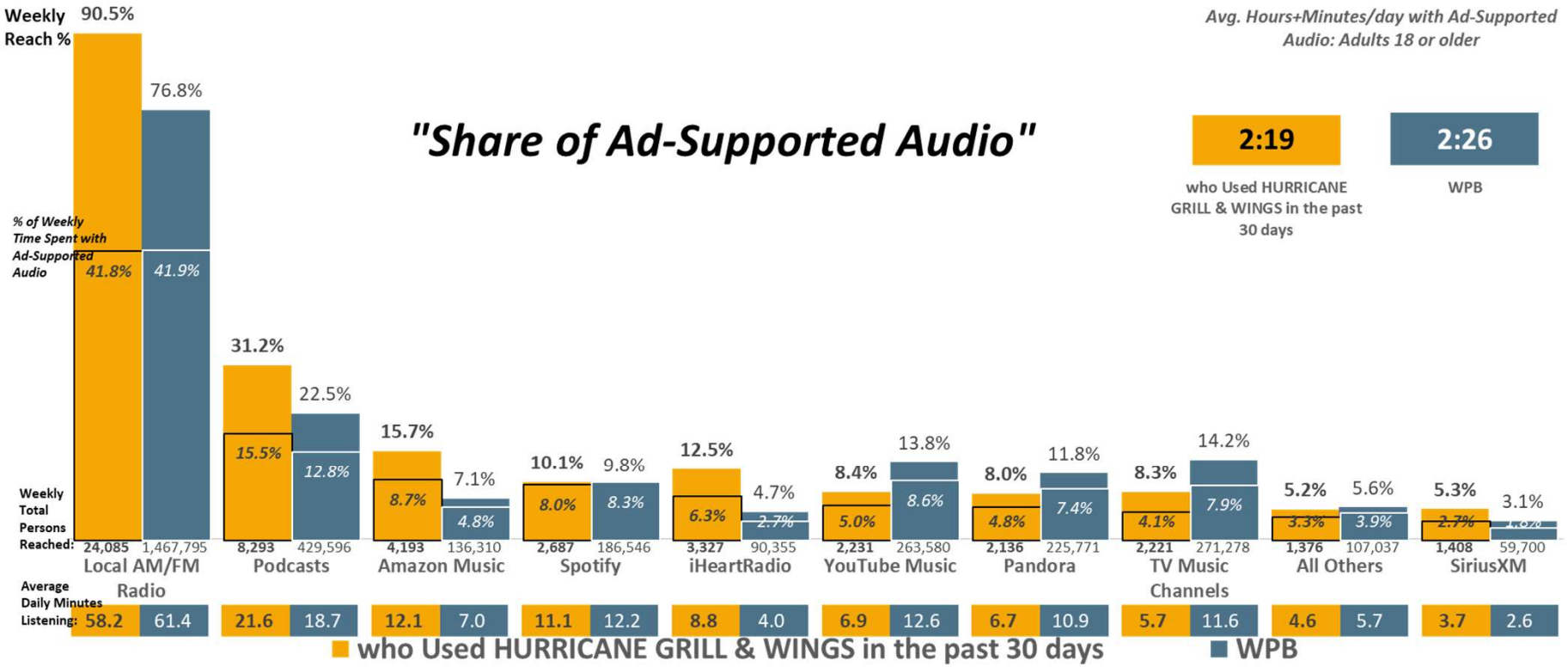
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

24,085 or 90.5% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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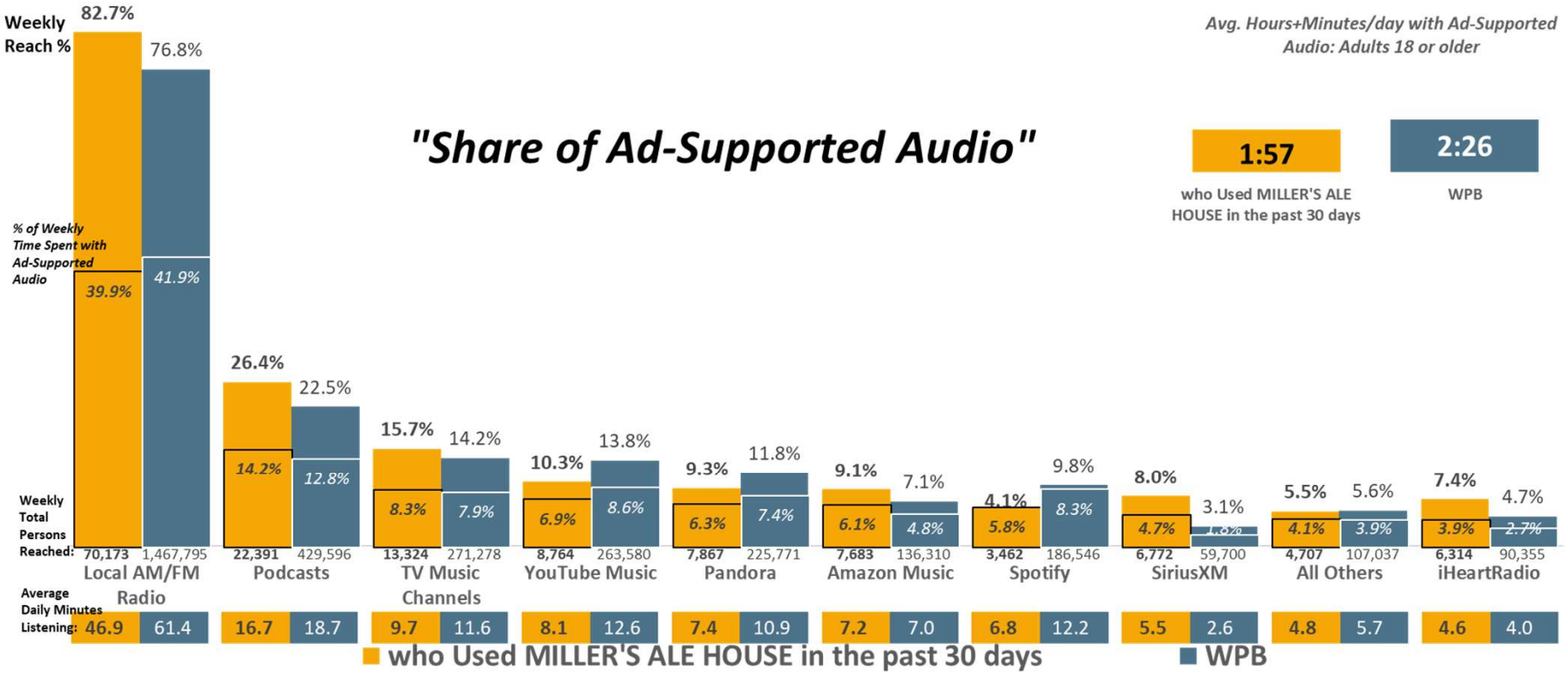
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

70,173 or 82.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 46.9 minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Pandora	Amazon Music	Spotify	SiriusXM	All Others	iHeartRadio
Weekly Reach %	82.7% / 76.8%	26.4% / 22.5%	15.7% / 14.2%	10.3% / 13.8%	9.3% / 11.8%	9.1% / 7.1%	4.1% / 9.8%	8.0% / 3.1%	5.5% / 5.6%	7.4% / 4.7%
% of Weekly Time Spent with Ad-Supported Audio	39.9% / 41.9%	14.2% / 12.8%	8.3% / 7.9%	6.9% / 8.6%	6.3% / 7.4%	6.1% / 4.8%	5.8% / 8.3%	4.7% / [illegible]	4.1% / 3.9%	3.9% / 2.7%
Weekly Total Persons Reached:	70,173 / 1,467,795	22,391 / 429,596	13,324 / 271,278	8,764 / 263,580	7,867 / 225,771	7,683 / 136,310	3,462 / 186,546	6,772 / 59,700	4,707 / 107,037	6,314 / 90,355
Average Daily Minutes Listening:	46.9 / 61.4	16.7 / 18.7	9.7 / 11.6	8.1 / 12.6	7.4 / 10.9	7.2 / 7.0	6.8 / 12.2	5.5 / 2.6	4.8 / 5.7	4.6 / 4.0

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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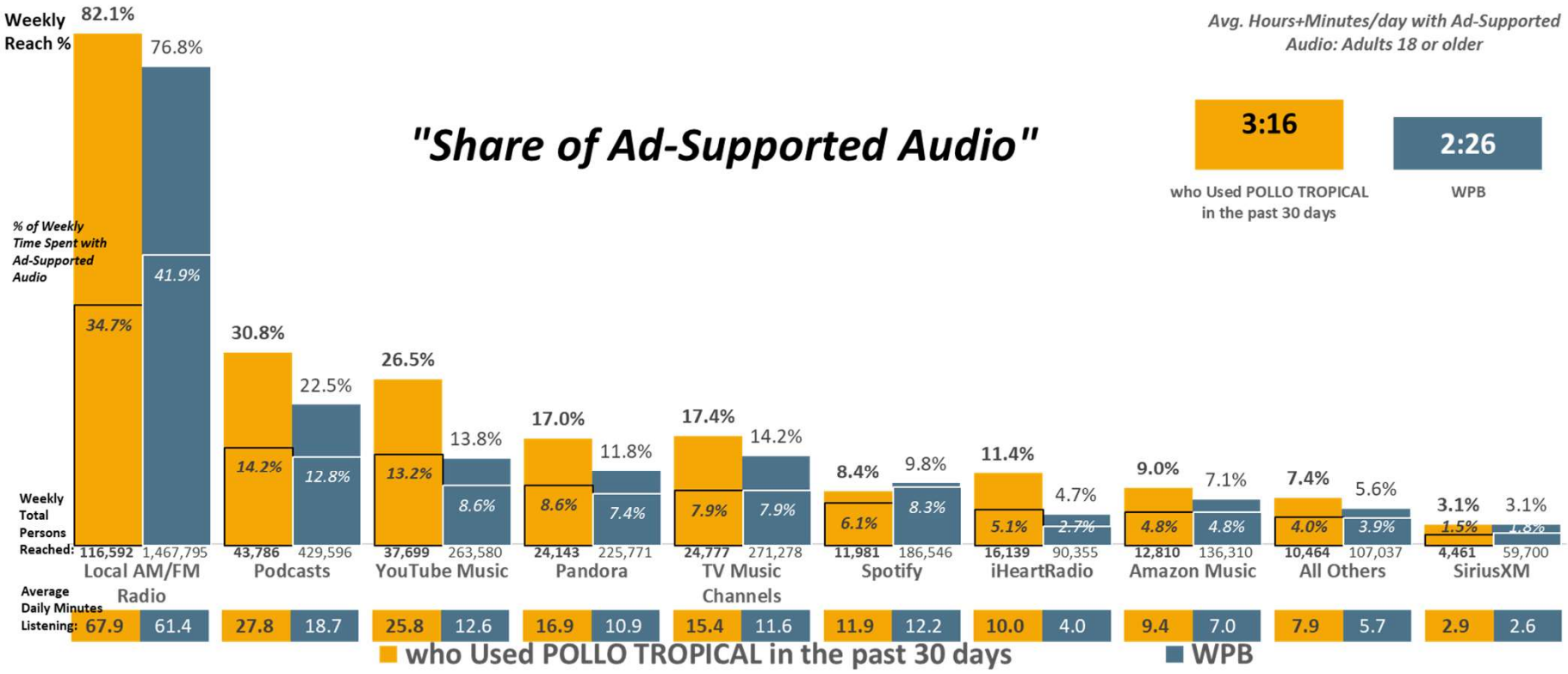
Sit-down restaurants used past 30 days: Ale House

116,592 or 82.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.9 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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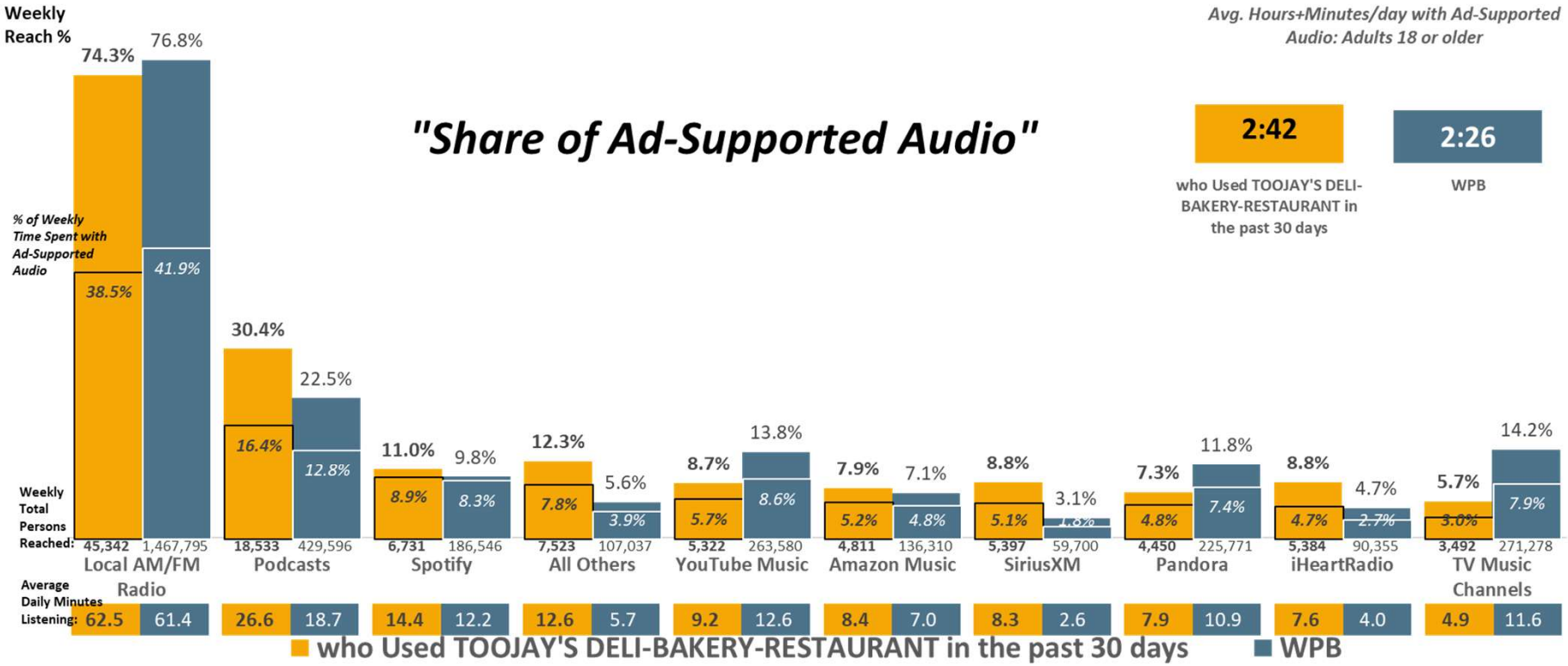
Quick service restaurants used past 30 days: Pollo Tropical

45,342 or 74.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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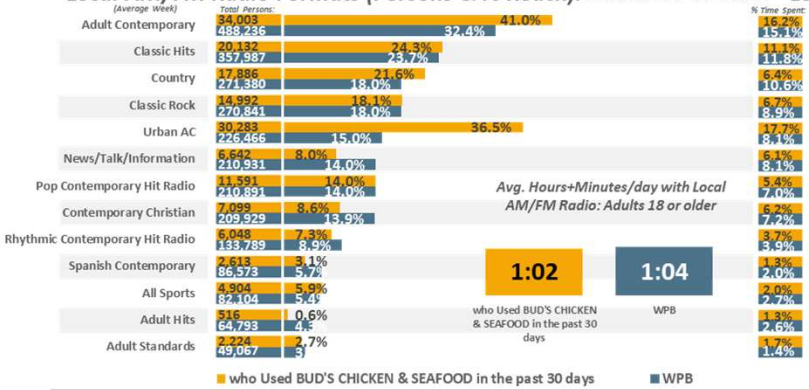
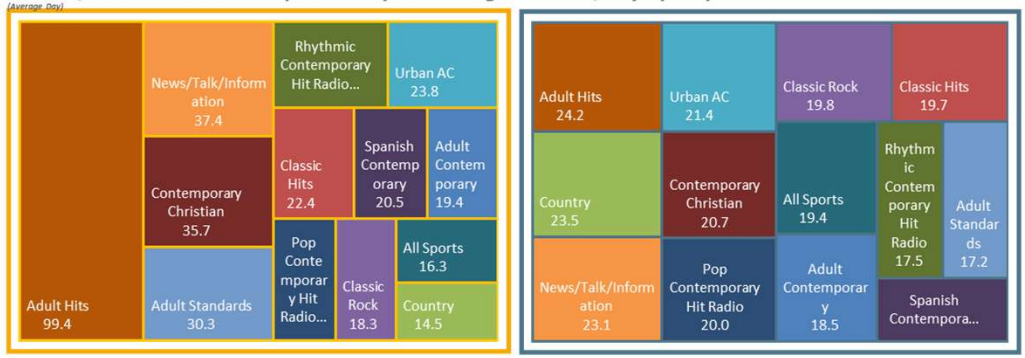
Sit-down restaurants used past 30 days: Too Jay's

78,444 or 86.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Classic Rock.

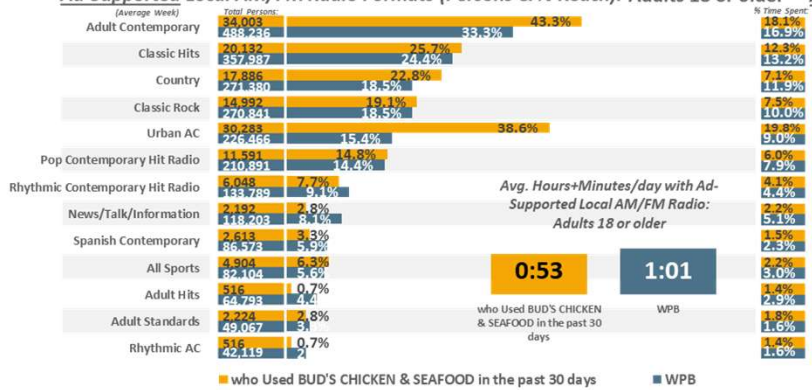
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



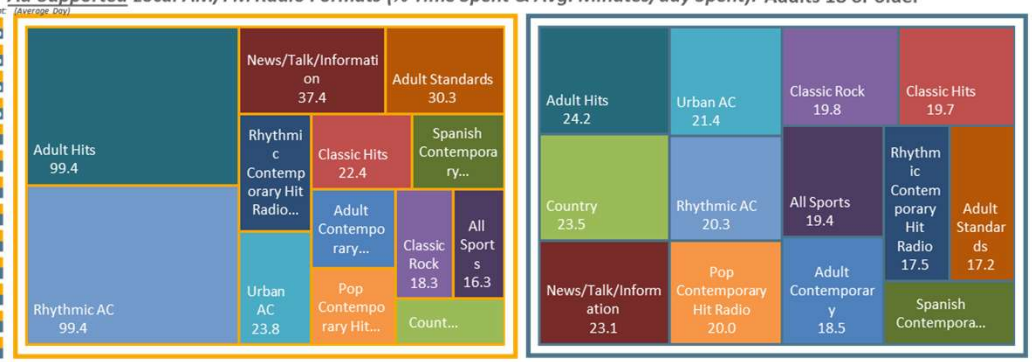
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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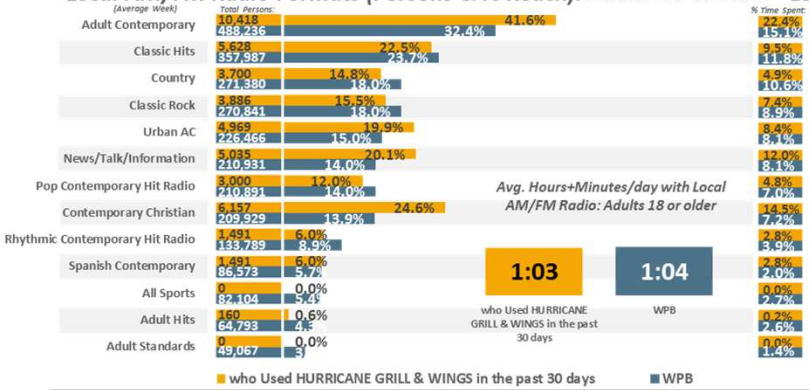
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

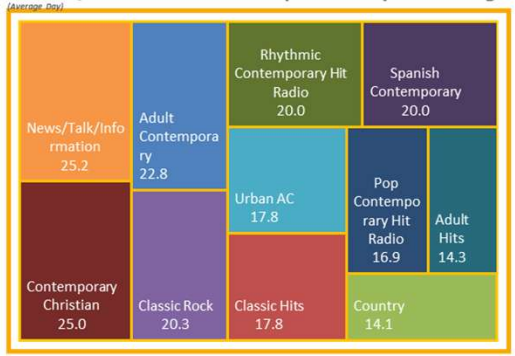
HURRICANE GRILL & WINGS WPB

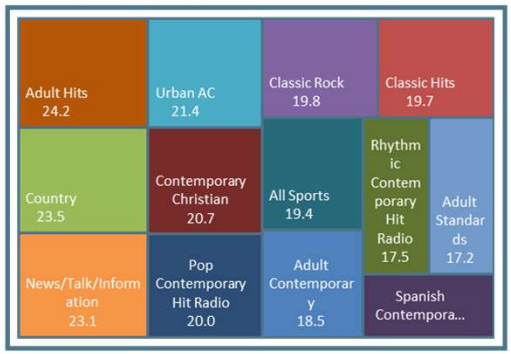
24,085 or 90.5% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Country.

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

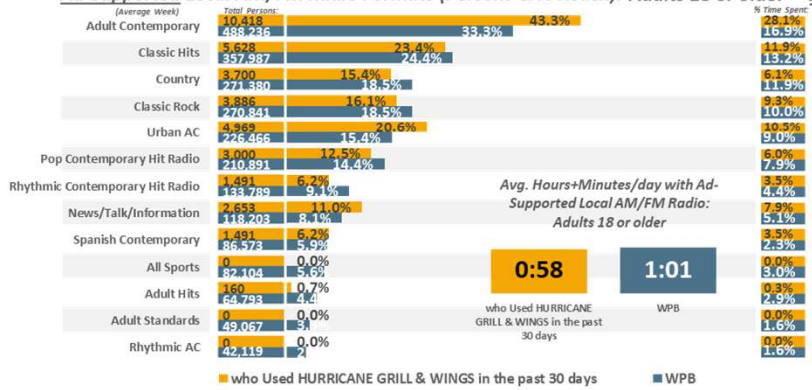


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

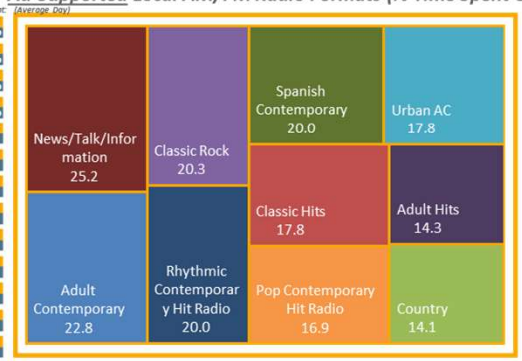


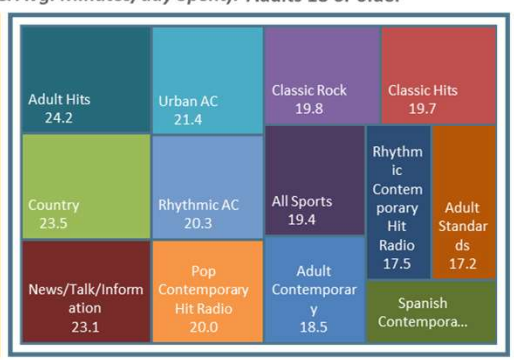


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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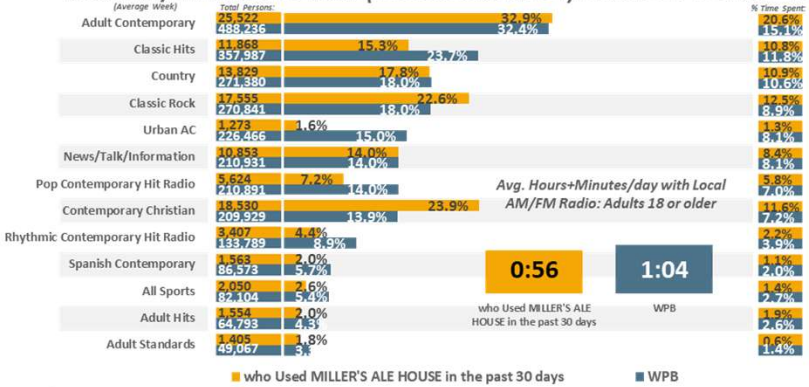
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

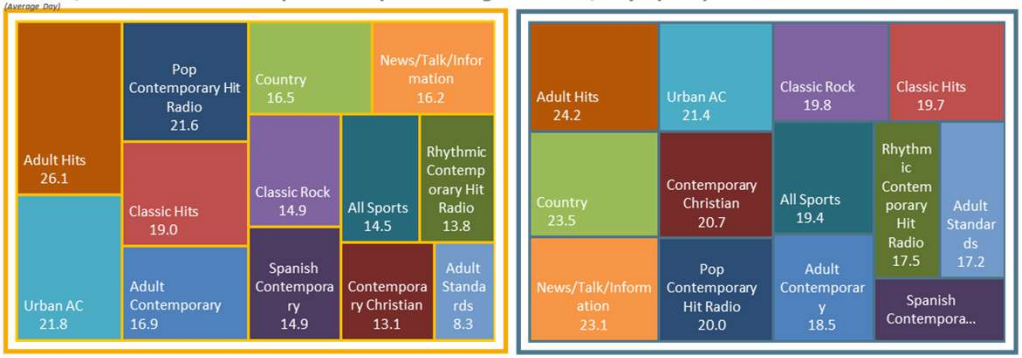
MILLER'S ALE·HOUSE WPB

70,173 or 82.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and Pop Contemporary Hit Radio.

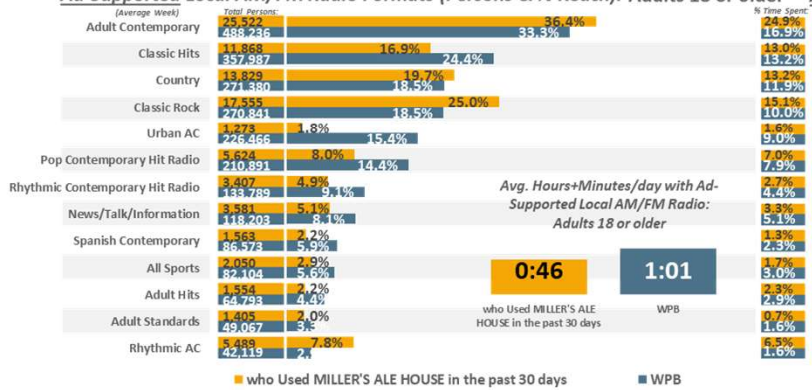
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



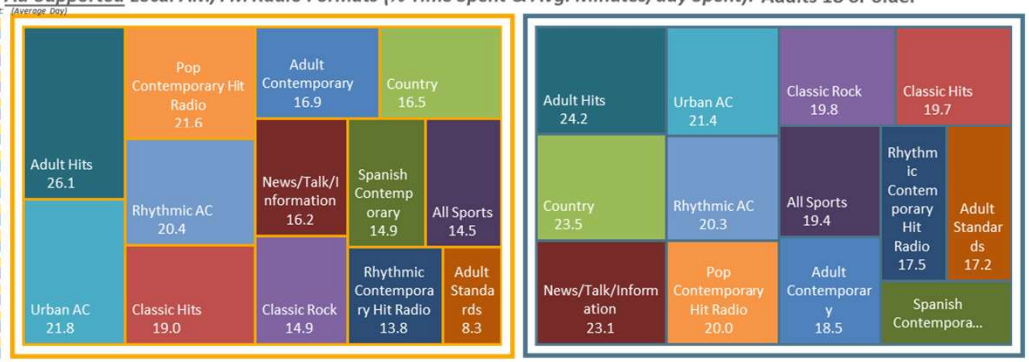
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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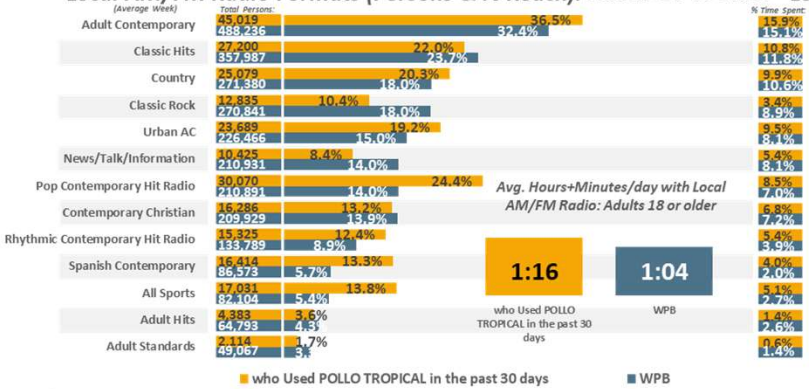
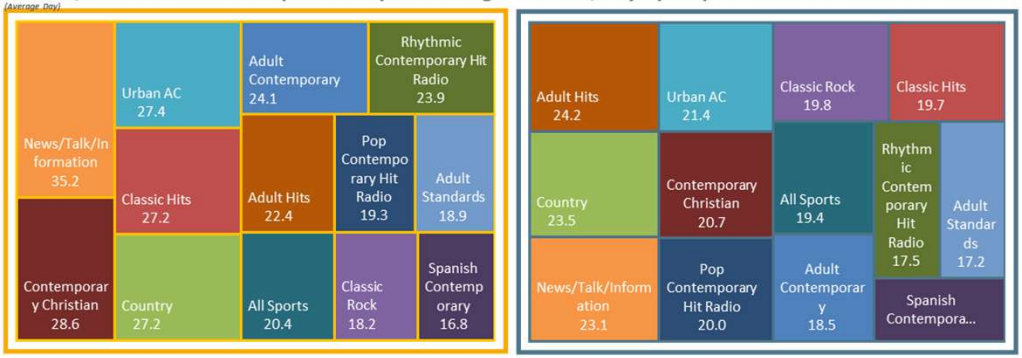
Sit-down restaurants used past 30 days: Ale House

116,592 or 82.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Urban AC.

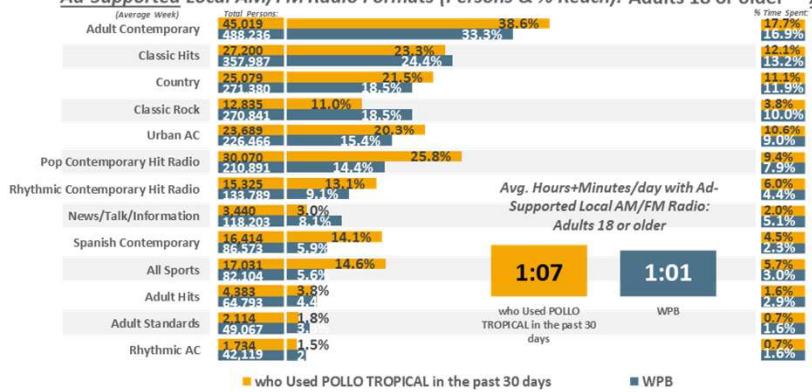
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



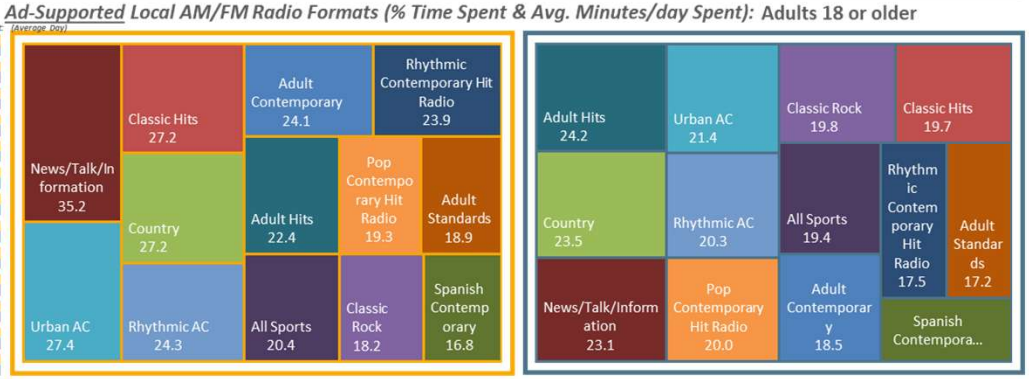
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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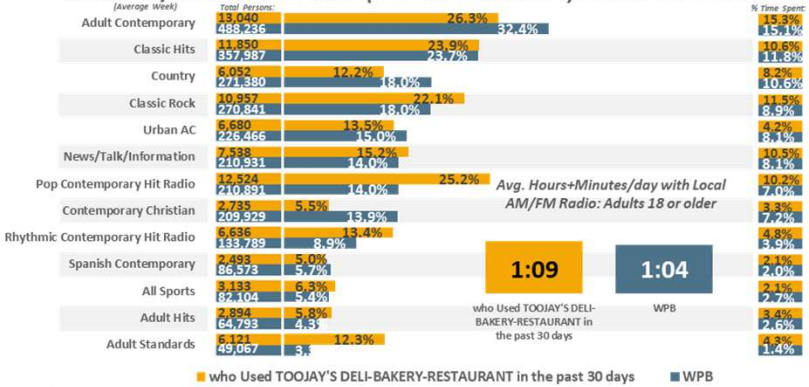
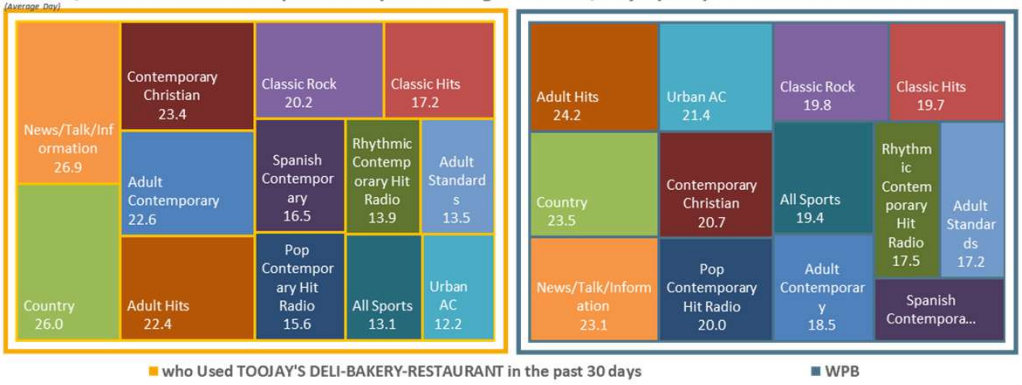
Quick service restaurants used past 30 days: Pollo Tropical

45,342 or 74.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Urban AC.

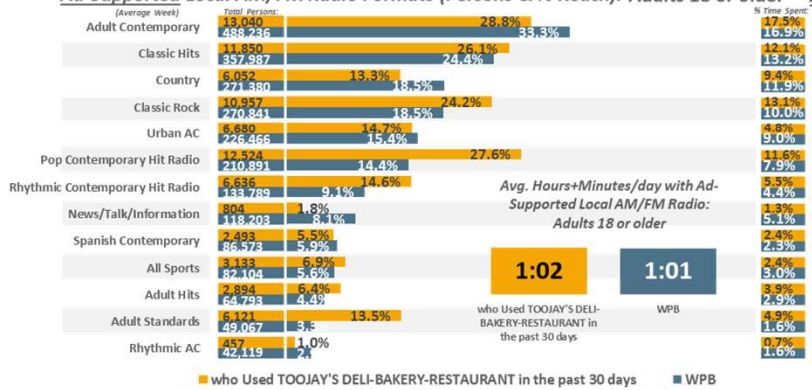
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



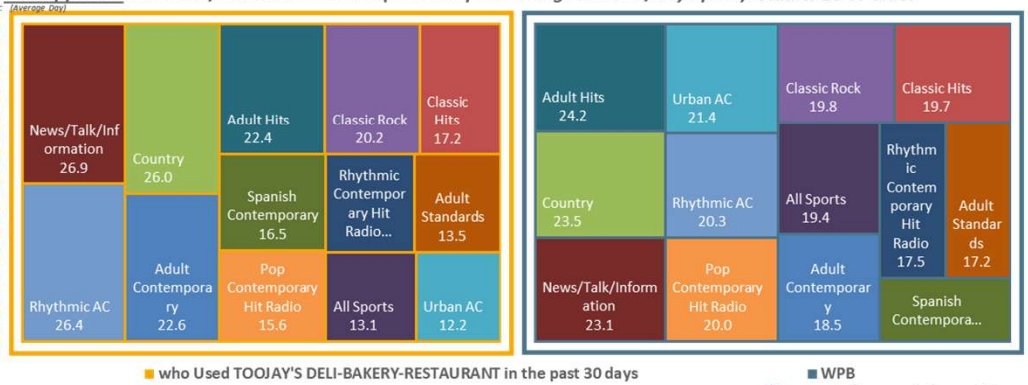
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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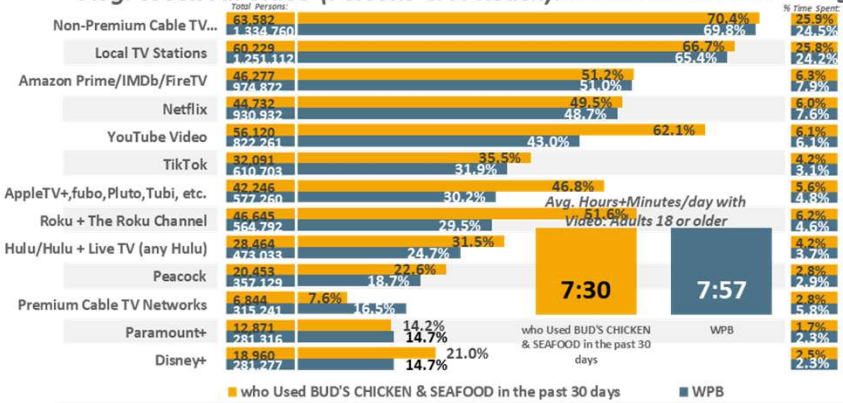
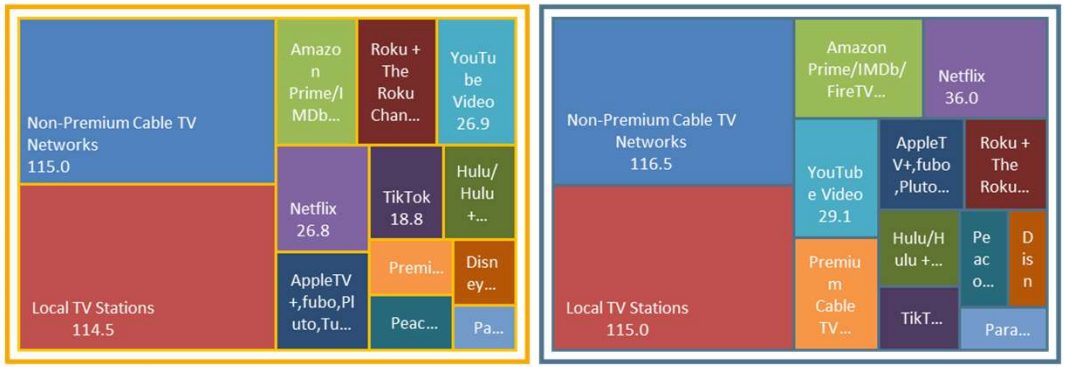
Sit-down restaurants used past 30 days: Too Jay's

58,612 or 64.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

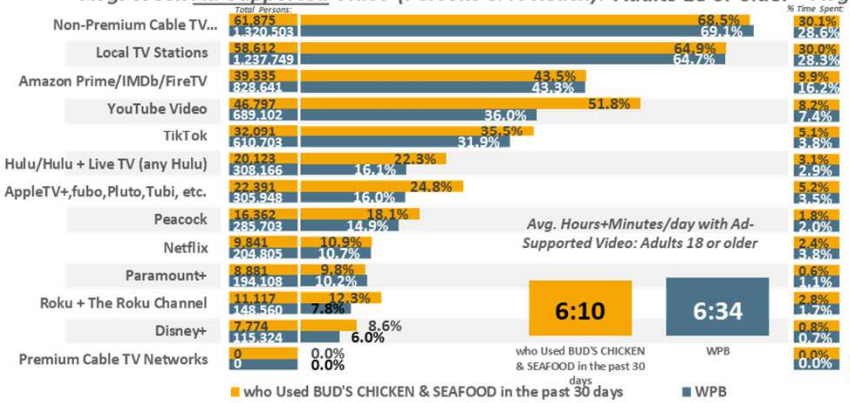
Avg. Week All Video (Persons & % Reach): Adults 18 or older



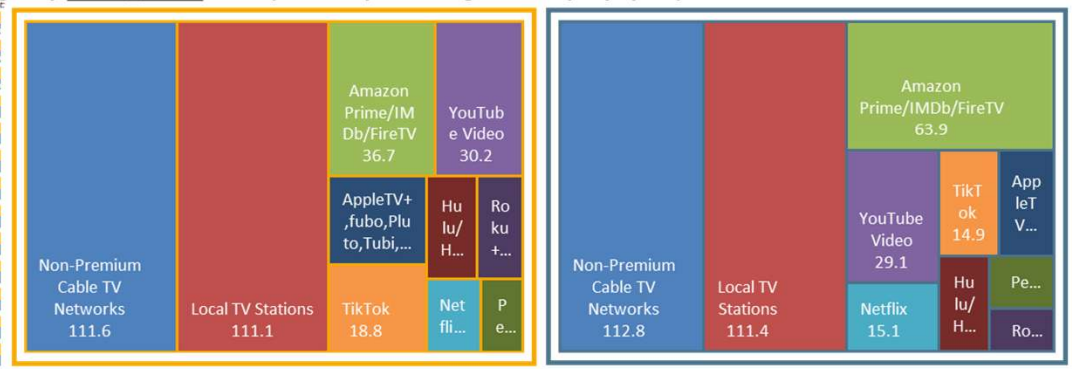
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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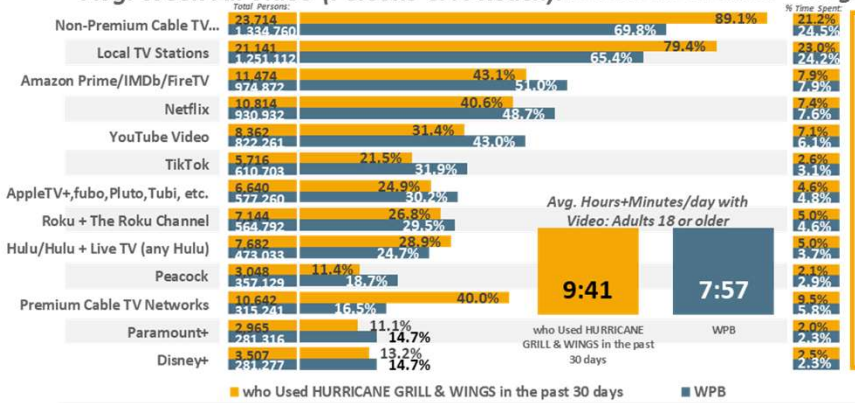
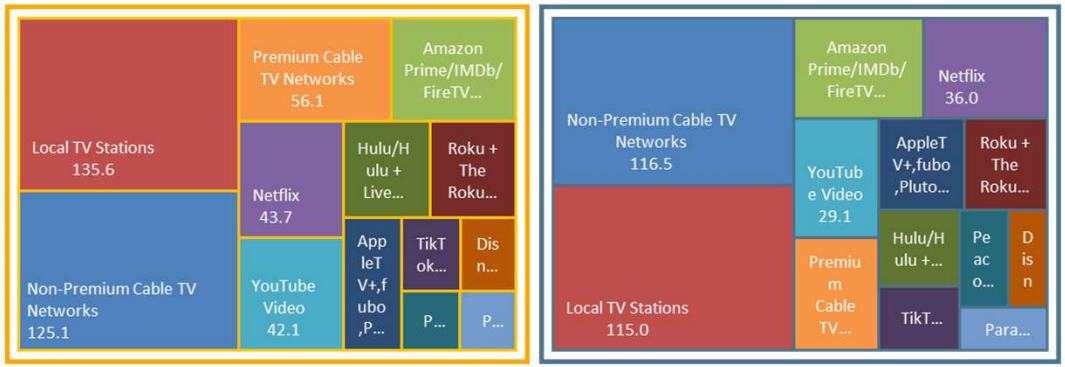
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

20,803 or 78.1% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days watch Ad-Supported Local TV Stations for an average of 124.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

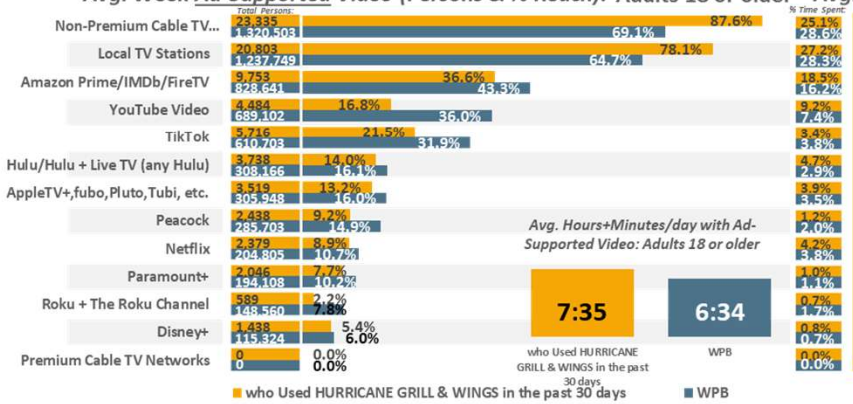
Avg. Week All Video (Persons & % Reach): Adults 18 or older



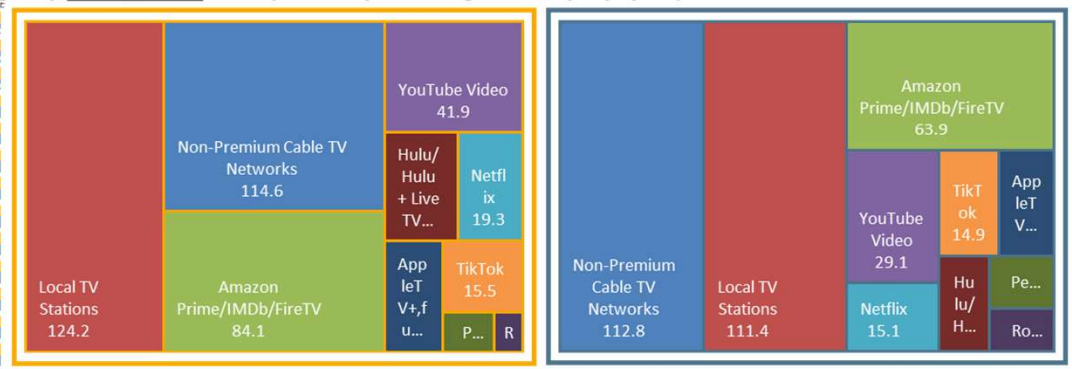
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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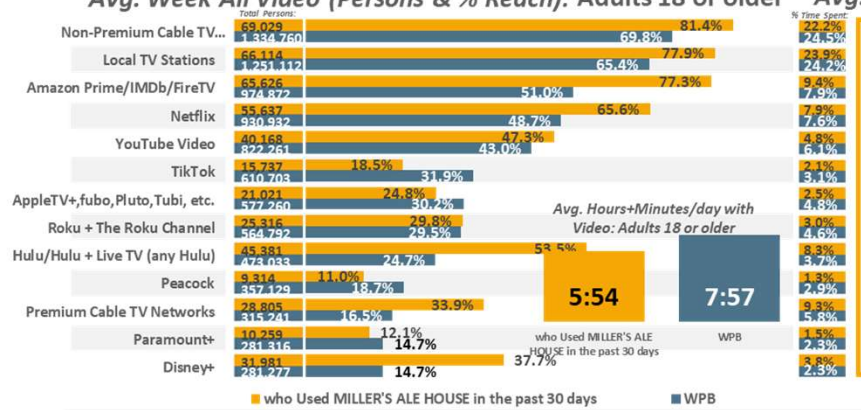
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

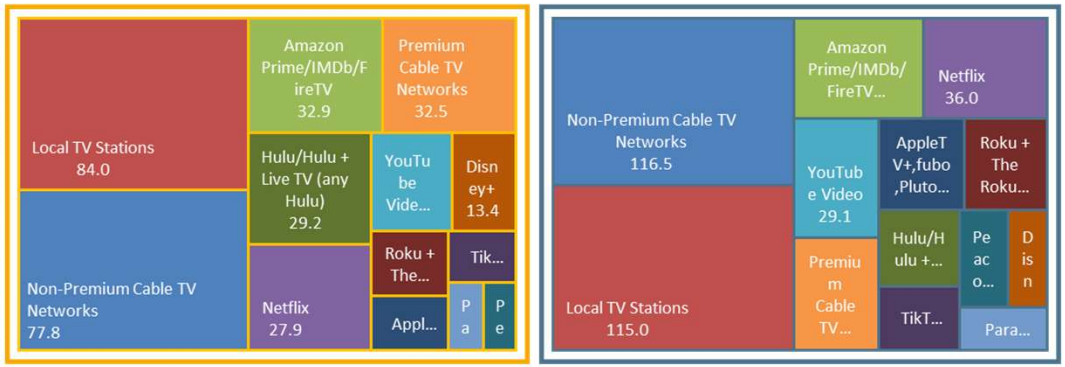
MILLER'S ALE·HOUSE WPB

65,494 or 77.2% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days watch Ad-Supported Local TV Stations for an average of 75.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

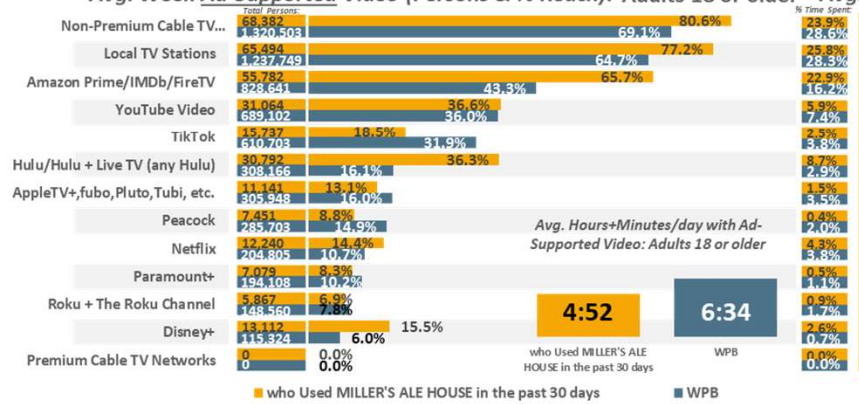
Avg. Week All Video (Persons & % Reach): Adults 18 or older



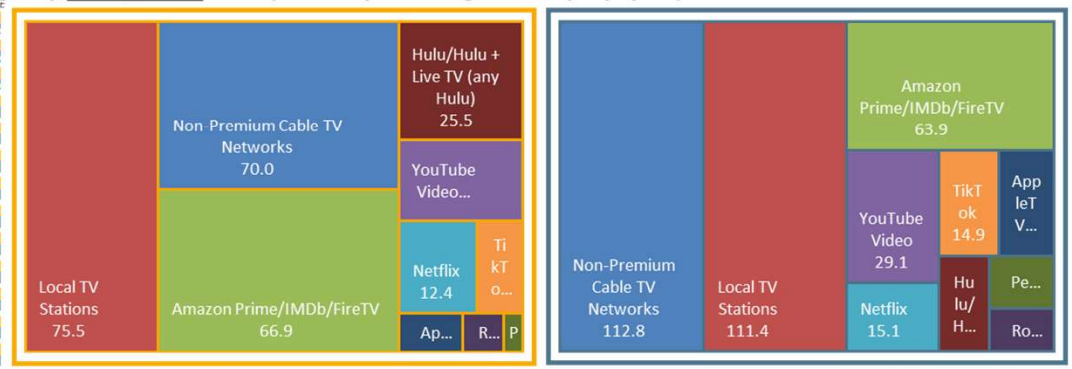
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Aug24-Jun25 Qual Intab 112

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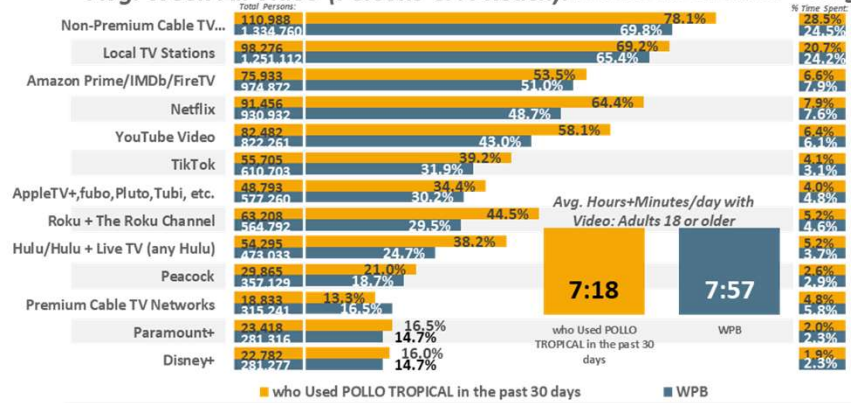
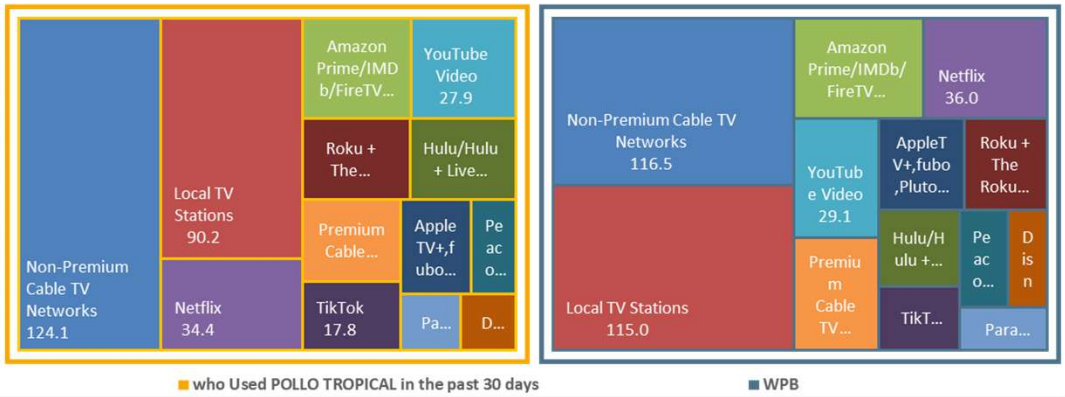
Sit-down restaurants used past 30 days: Ale House

96,236 or 67.8% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.3 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

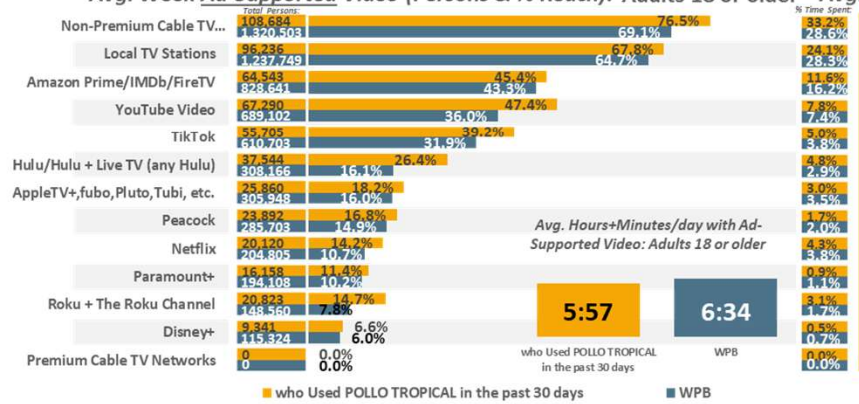
Avg. Week All Video (Persons & % Reach): Adults 18 or older



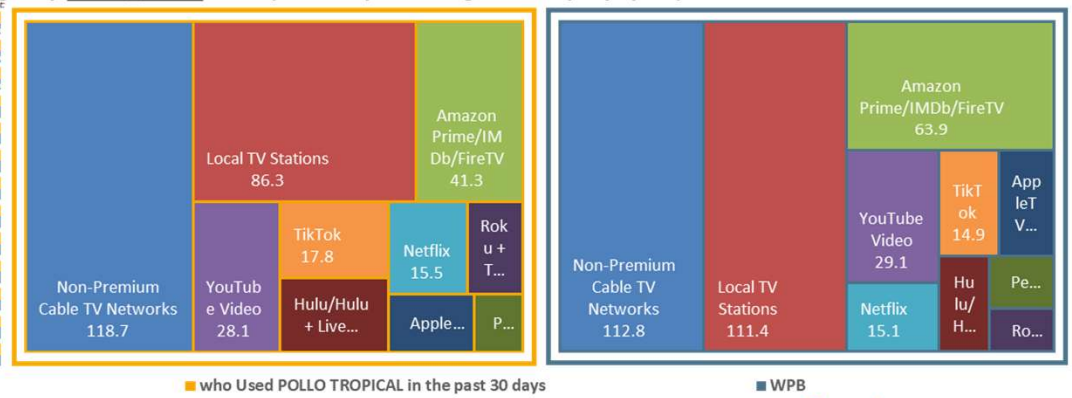
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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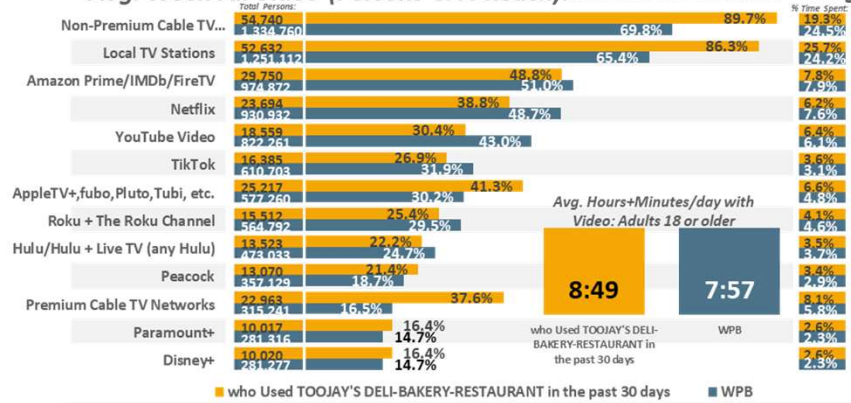
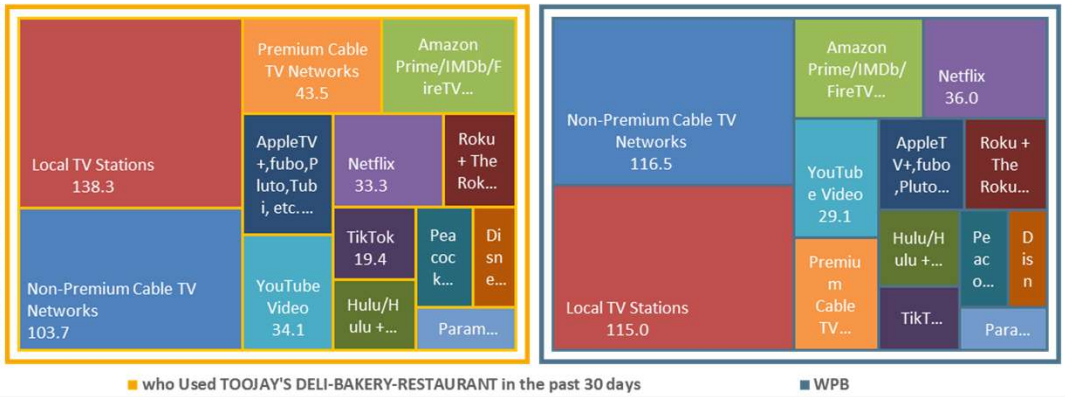
Quick service restaurants used past 30 days: Pollo Tropical

51,513 or 84.4% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days watch Ad-Supported Local TV Stations for an average of 126.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

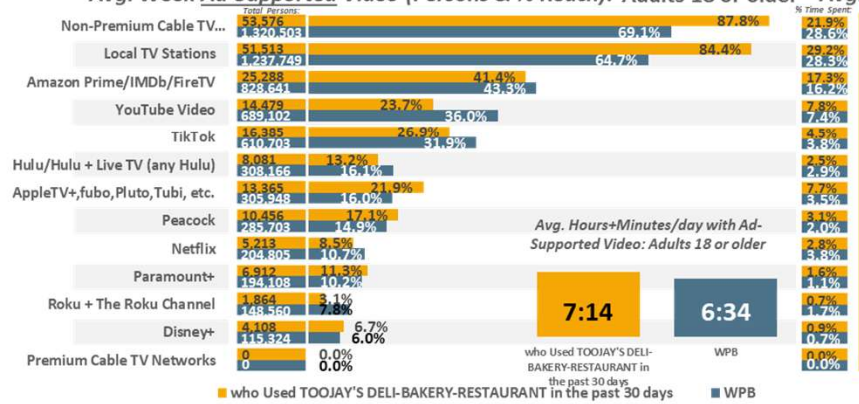
Avg. Week All Video (Persons & % Reach): Adults 18 or older



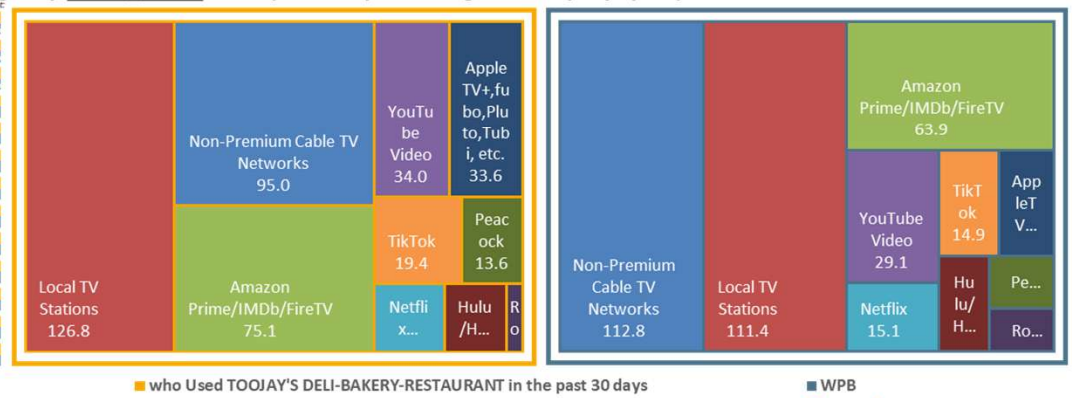
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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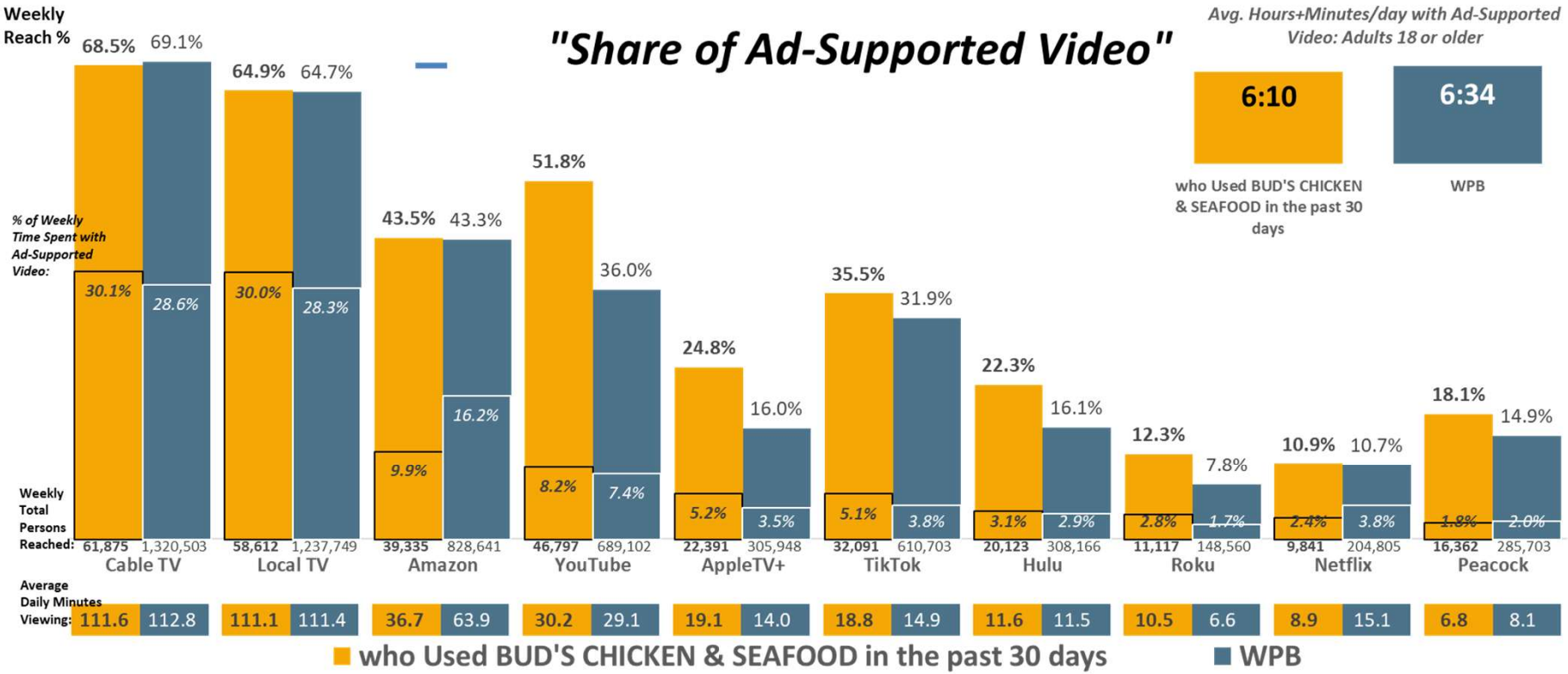
Sit-down restaurants used past 30 days: Too Jay's

58,612 or 64.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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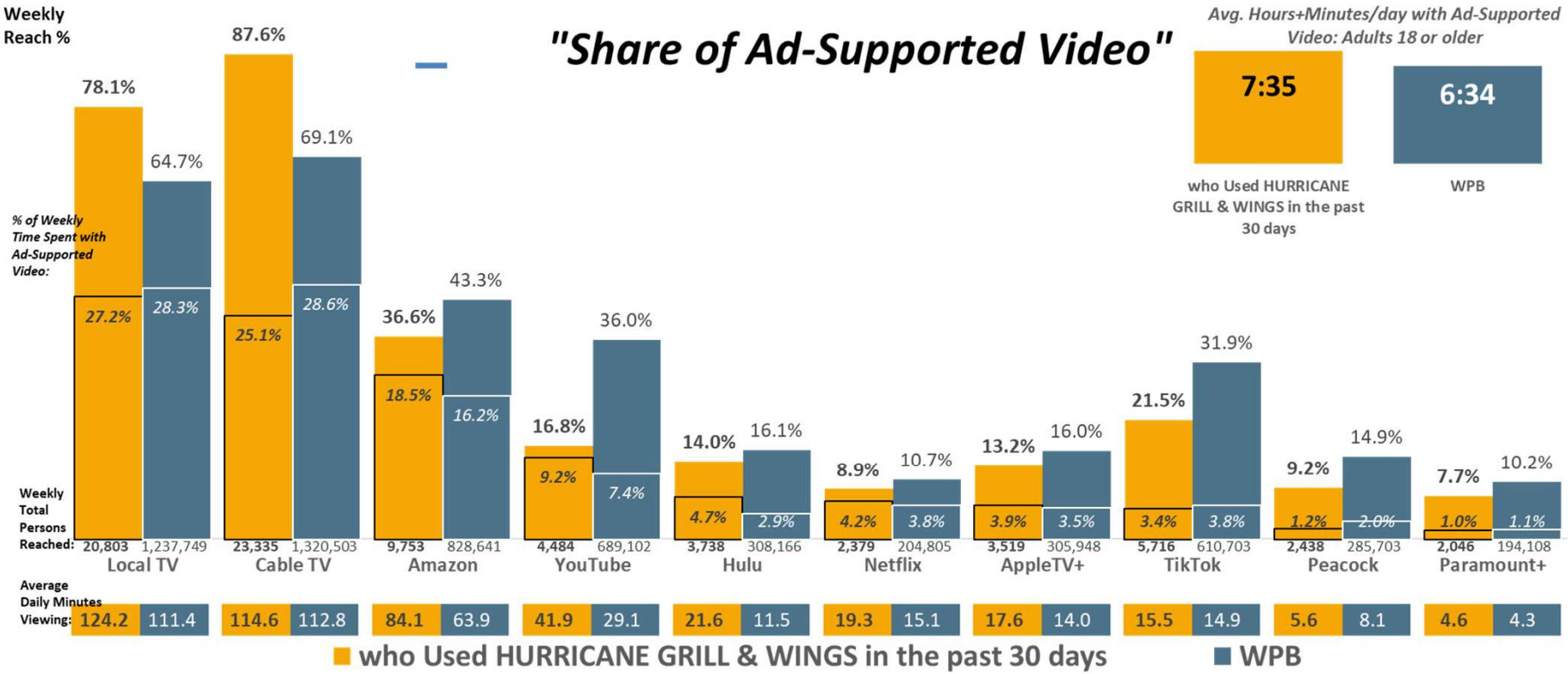
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

20,803 or 78.1% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days watch Ad-Supported Local TV Stations for an average of 124.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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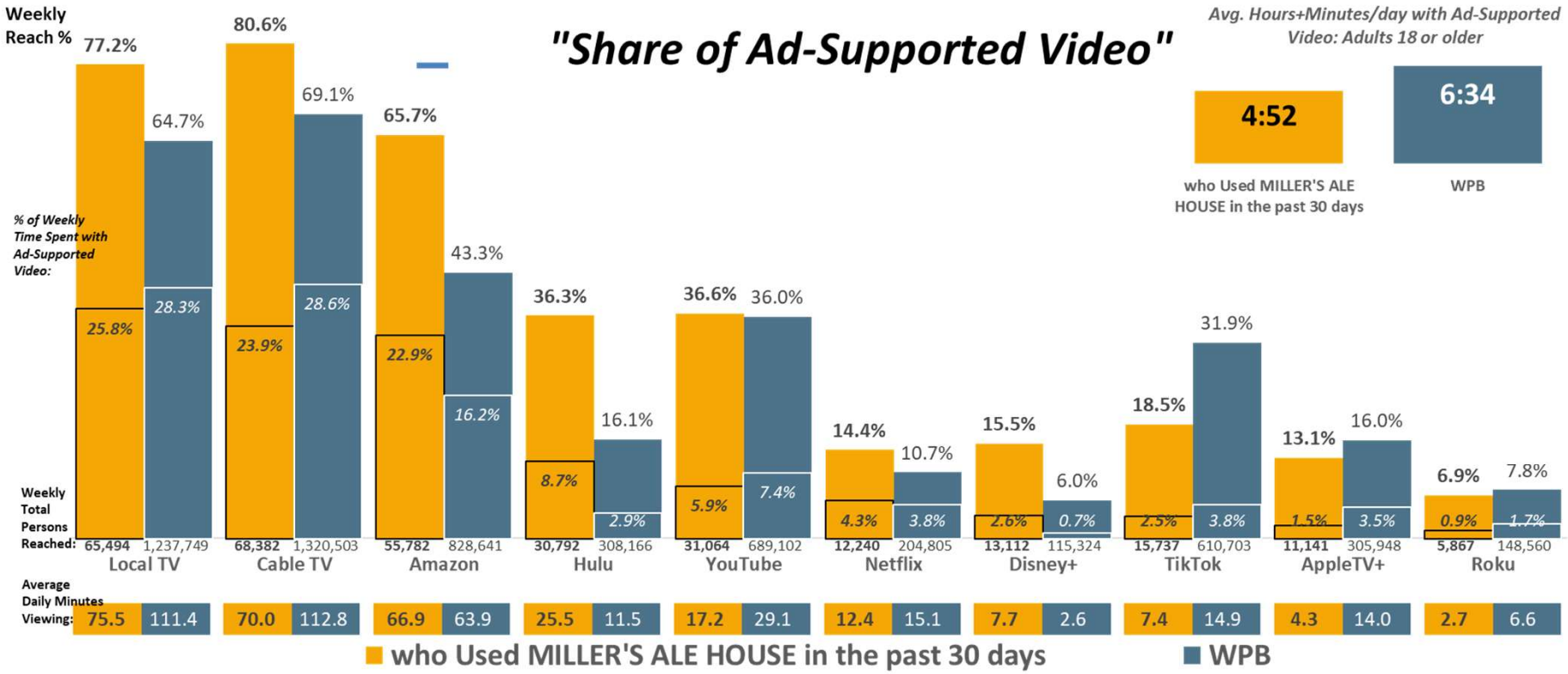
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

65,494 or 77.2% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days watch Ad-Supported Local TV Stations for an average of 75.5 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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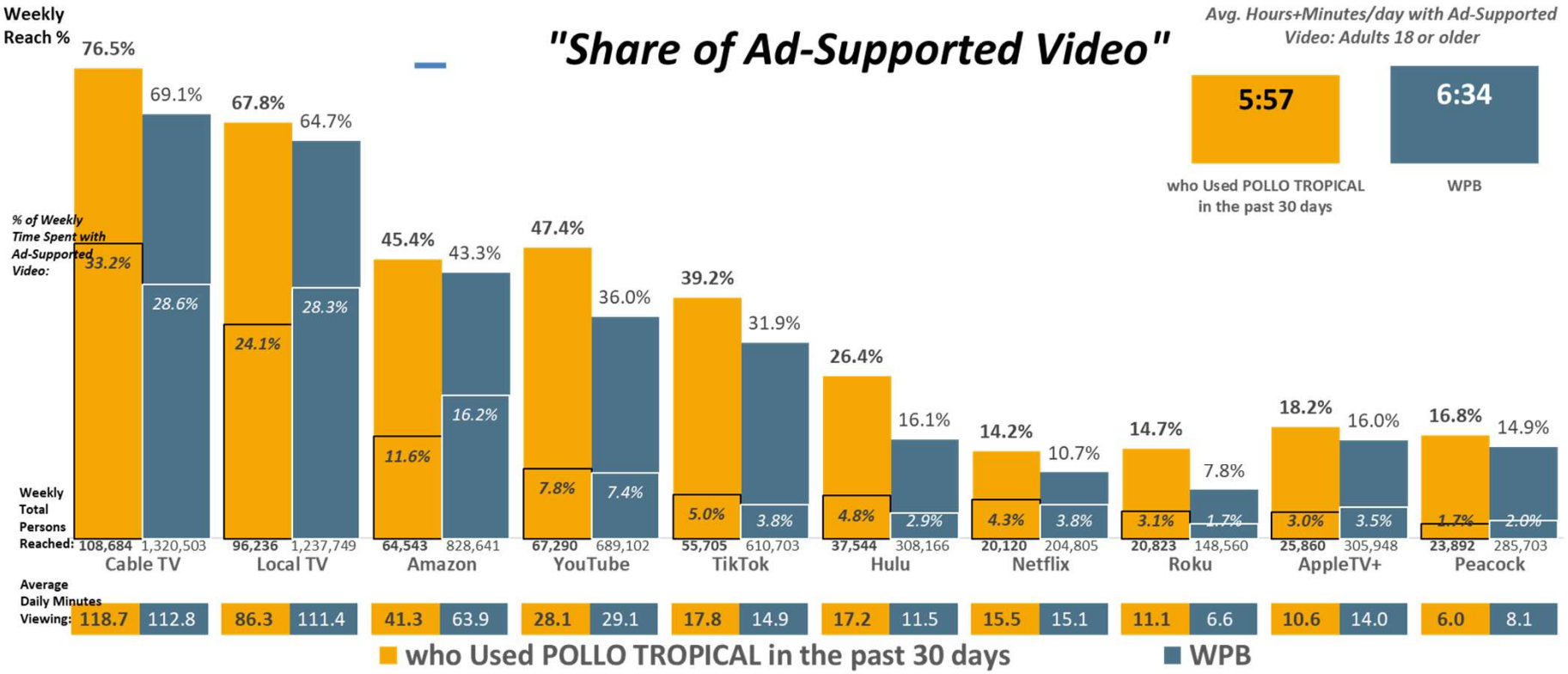
Sit-down restaurants used past 30 days: Ale House

96,236 or 67.8% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days watch Ad-Supported Local TV Stations for an average of 86.3 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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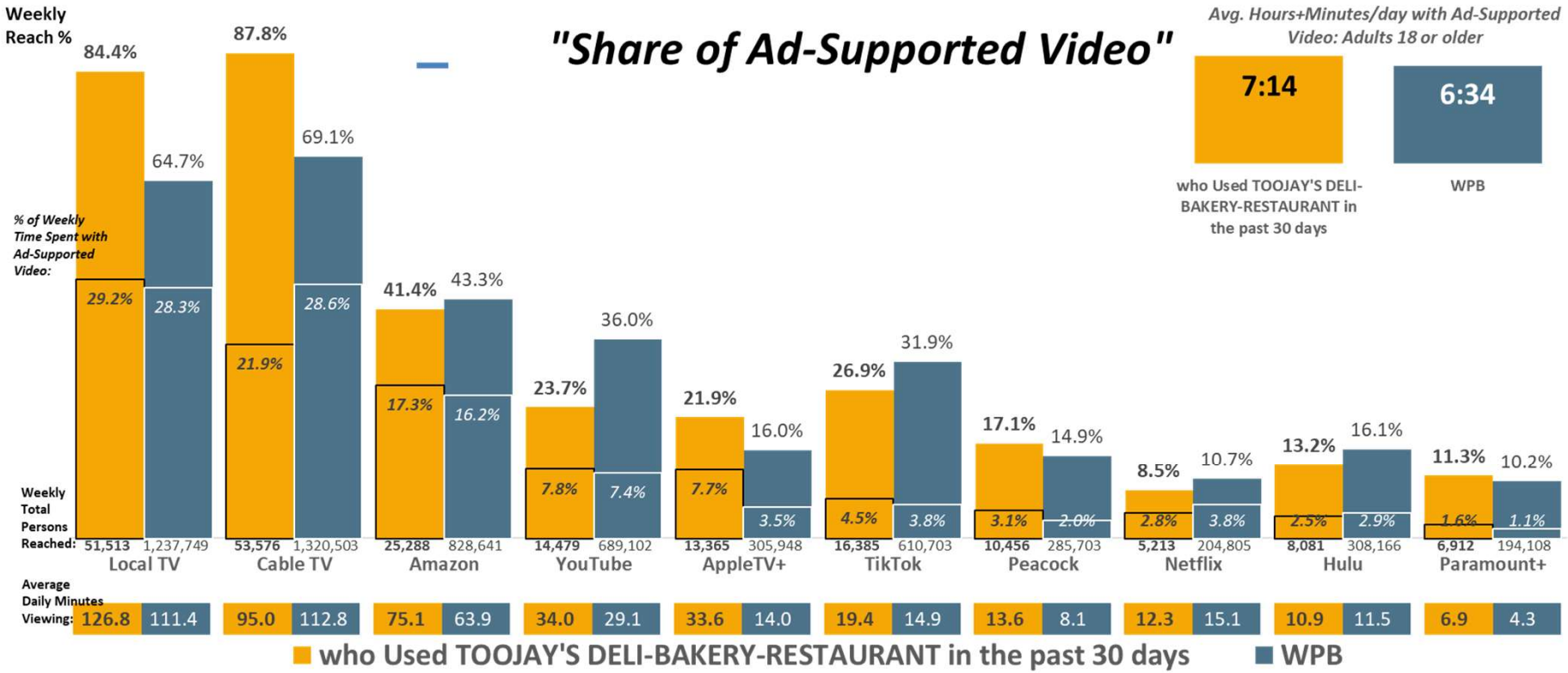
Quick service restaurants used past 30 days: Pollo Tropical

51,513 or 84.4% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days watch Ad-Supported Local TV Stations for an average of 126.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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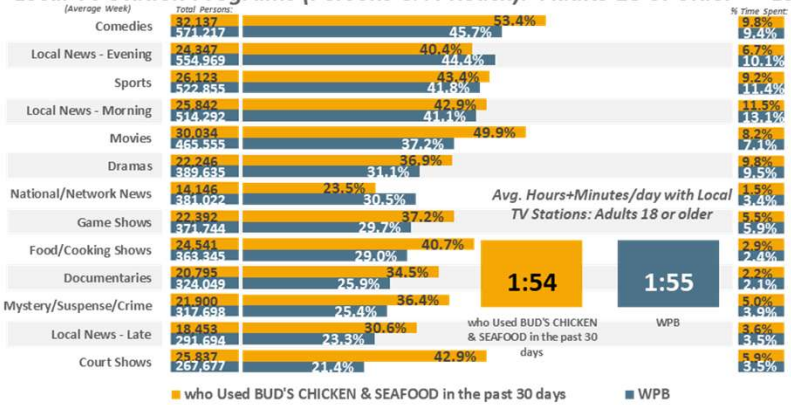
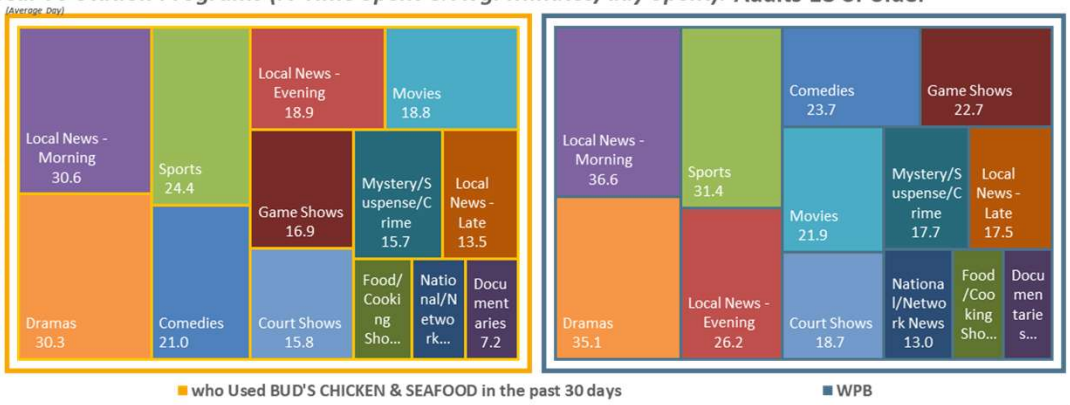
Sit-down restaurants used past 30 days: Too Jay's

58,612 or 64.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Sports, Local News - Morning, Court Shows, and Daytime Talk Shows.

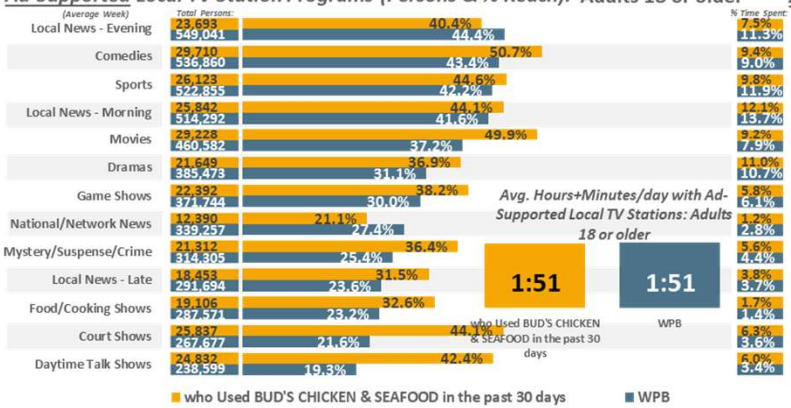
Local TV Station Programs (Persons & % Reach): Adults 18 or older



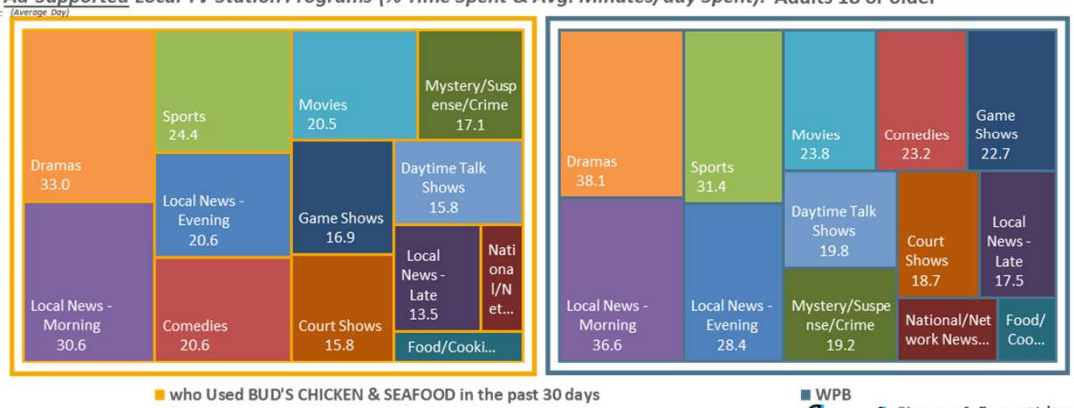
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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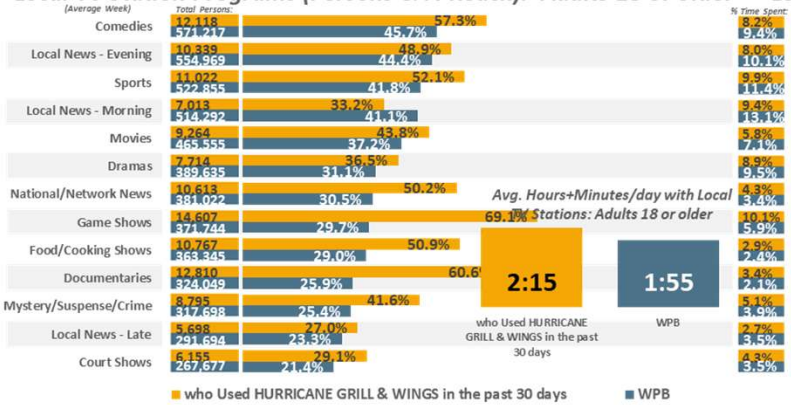
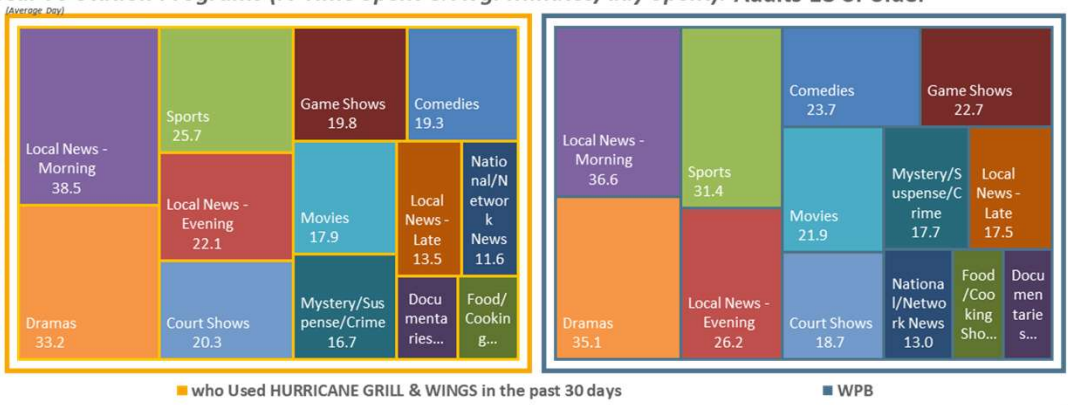
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

20,803 or 78.1% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Comedies, Sports, Local News - Evening, National/Network News, and Movies.

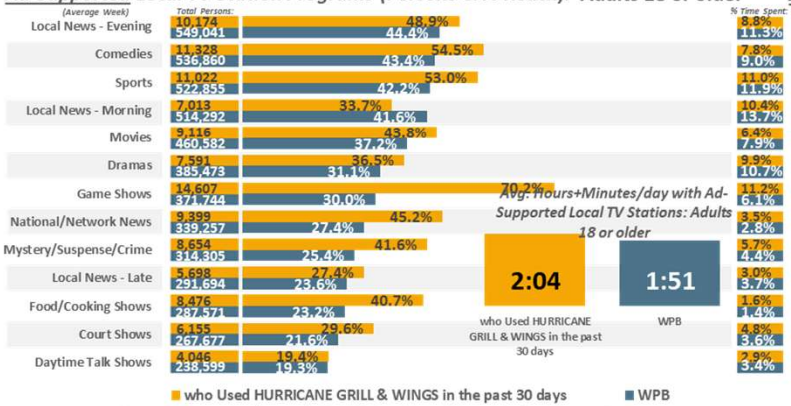
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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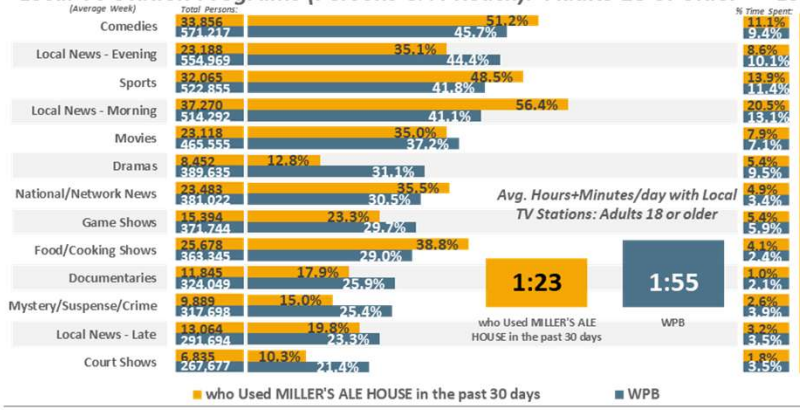
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

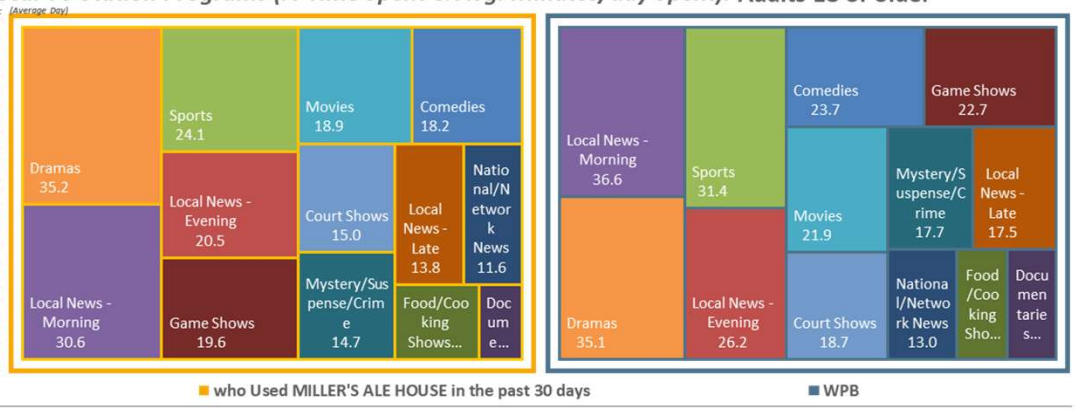
MILLER'S ALE·HOUSE WPB

65,494 or 77.2% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Comedies, Local News - Evening, Movies, and National/Network News.

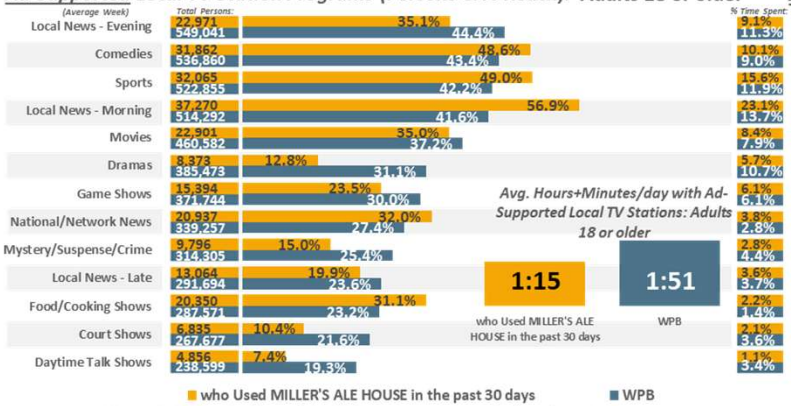
Local TV Station Programs (Persons & % Reach): Adults 18 or older



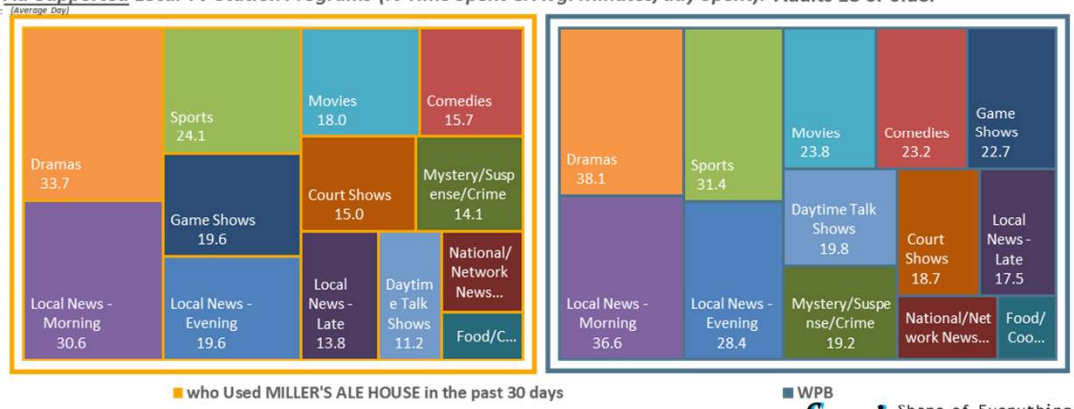
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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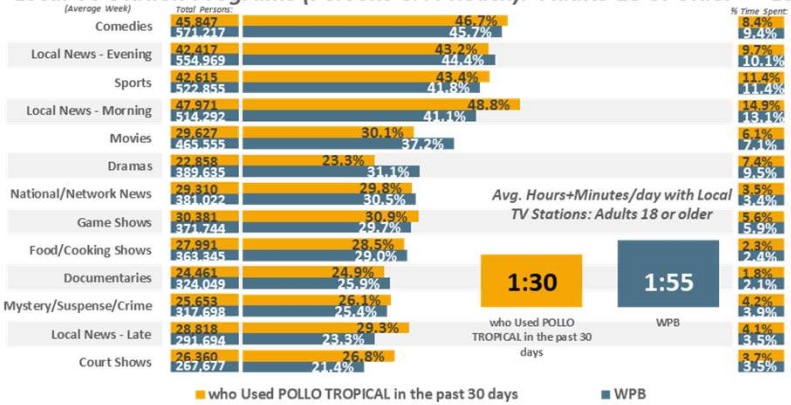
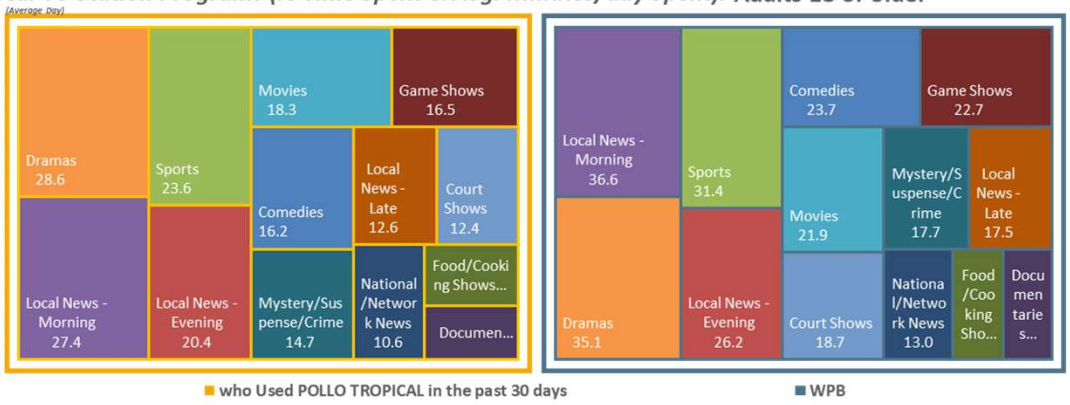
Sit-down restaurants used past 30 days: Ale House

96,236 or 67.8% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Sports, Local News - Evening, Daytime Talk Shows, and Game Shows.

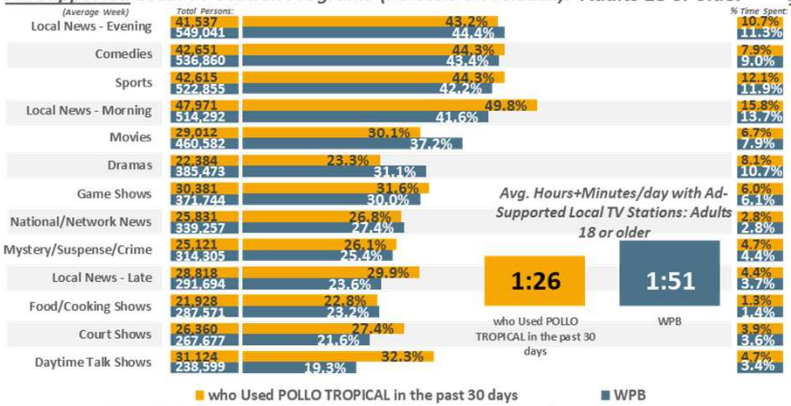
Local TV Station Programs (Persons & % Reach): Adults 18 or older



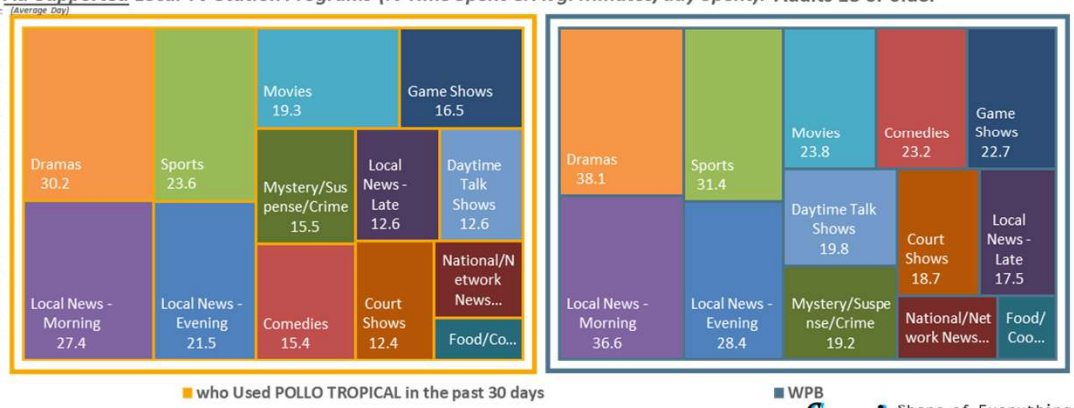
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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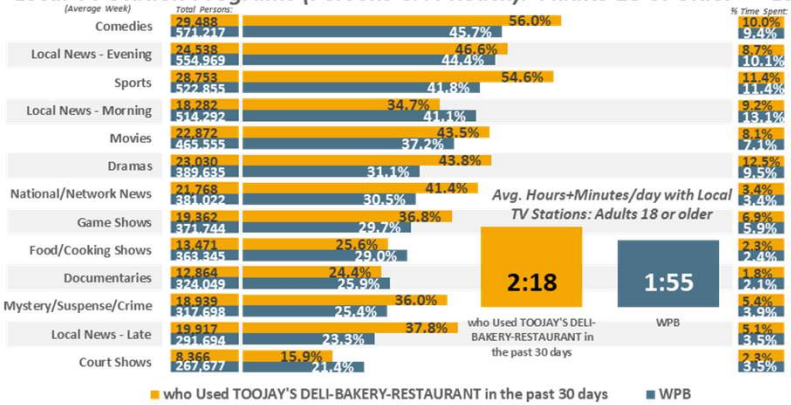
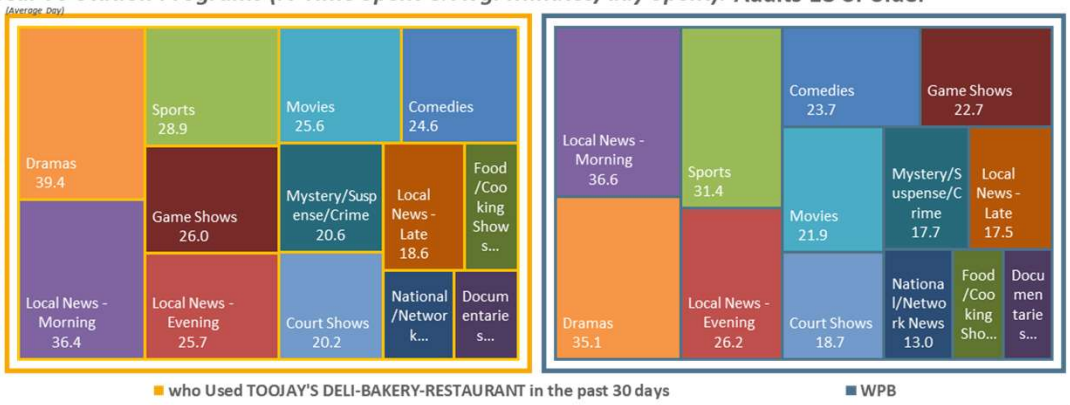
Quick service restaurants used past 30 days: Pollo Tropical

51,513 or 84.4% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Movies, and Local News - Late.

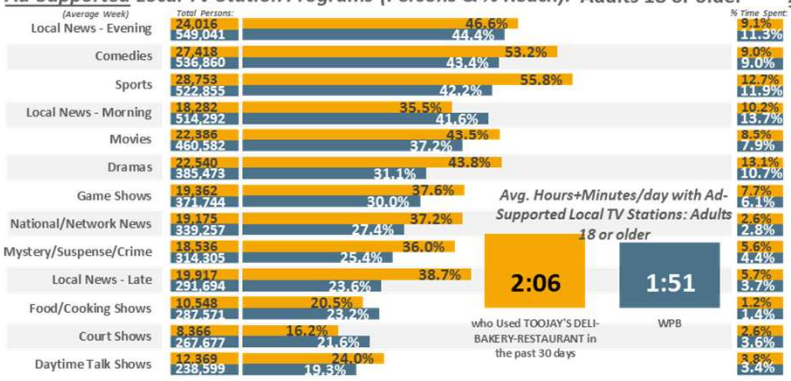
Local TV Station Programs (Persons & % Reach): Adults 18 or older



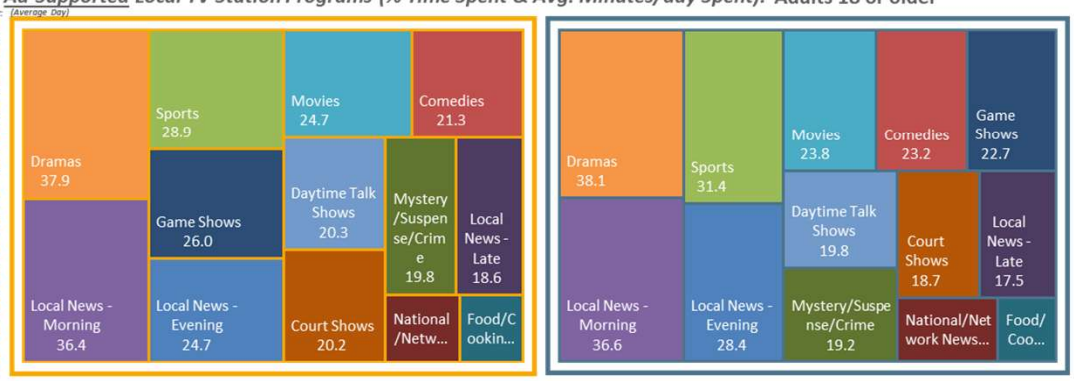
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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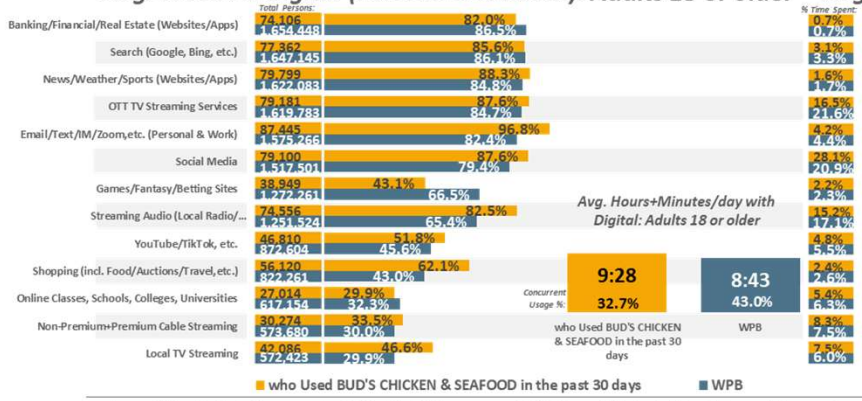
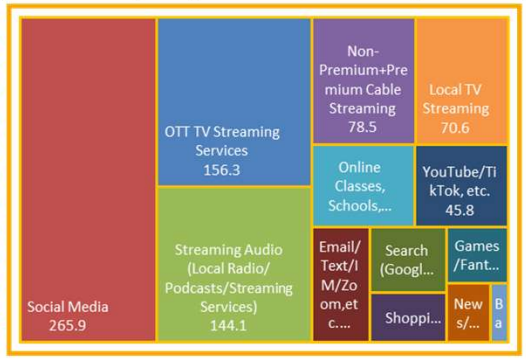
Sit-down restaurants used past 30 days: Too Jay's

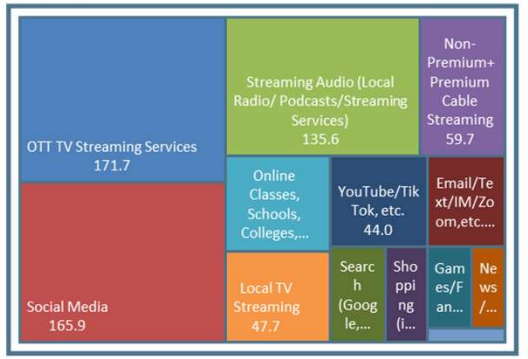
74,966 or 83.% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days use Ad-Supported Social Media for an average of 252. minutes every day representing 33.3% of all time spent daily with Ad-Supported Digital Media.

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

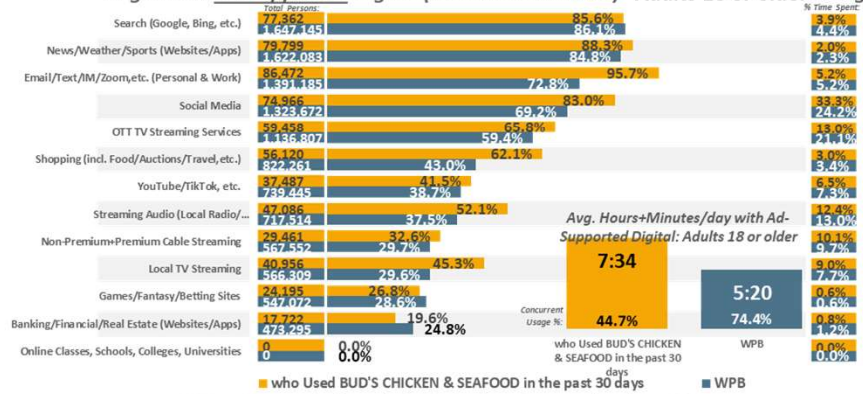


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

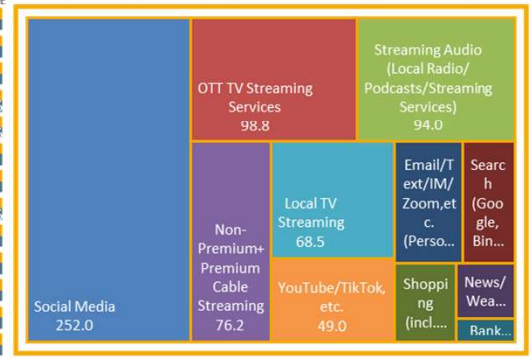


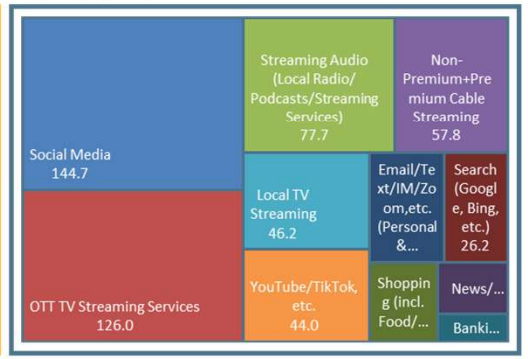


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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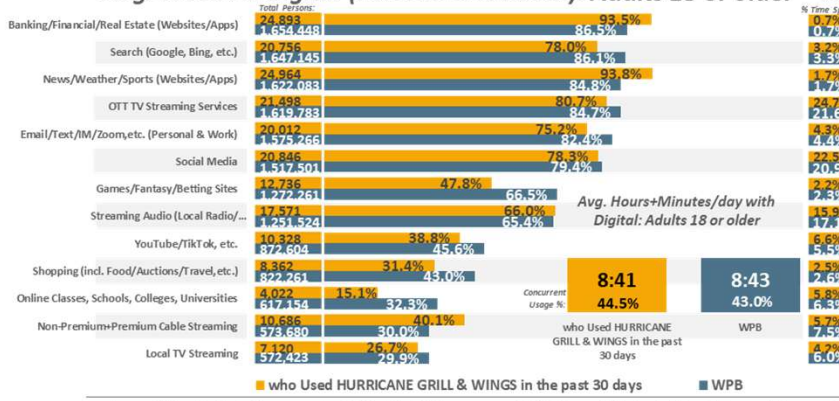
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

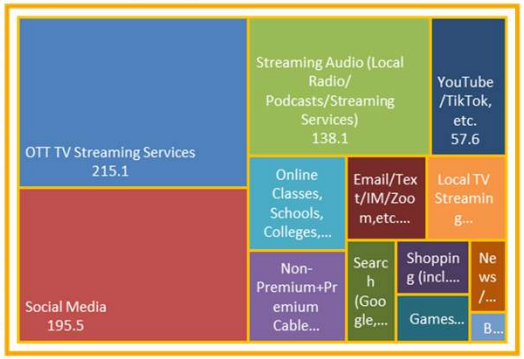
HURRICANE GRILL & WINGS WPB

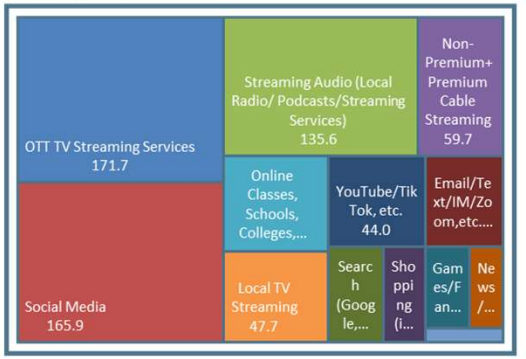
18,982 or 71.3% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days use Ad-Supported Social Media for an average of 178. minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

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

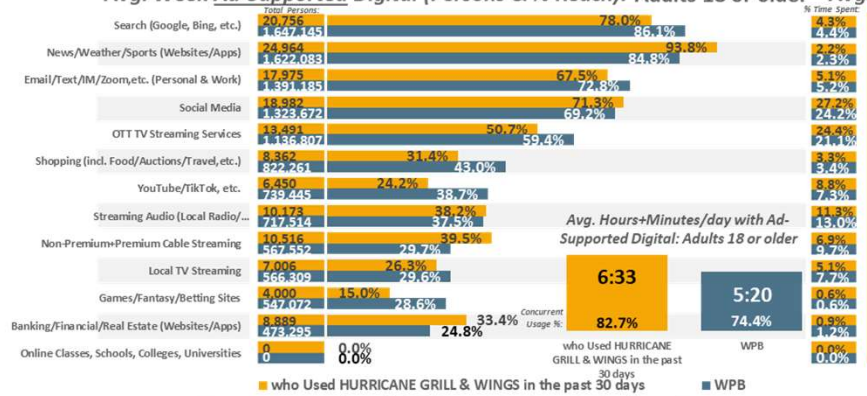


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

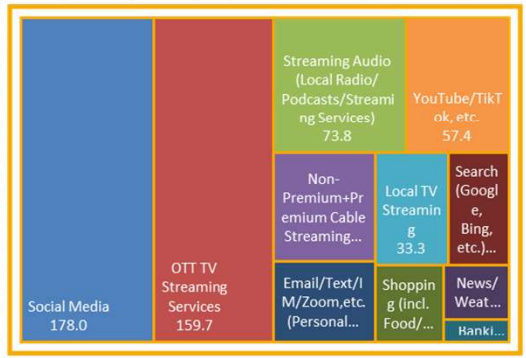


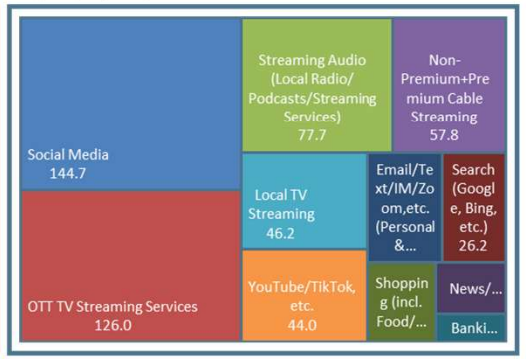


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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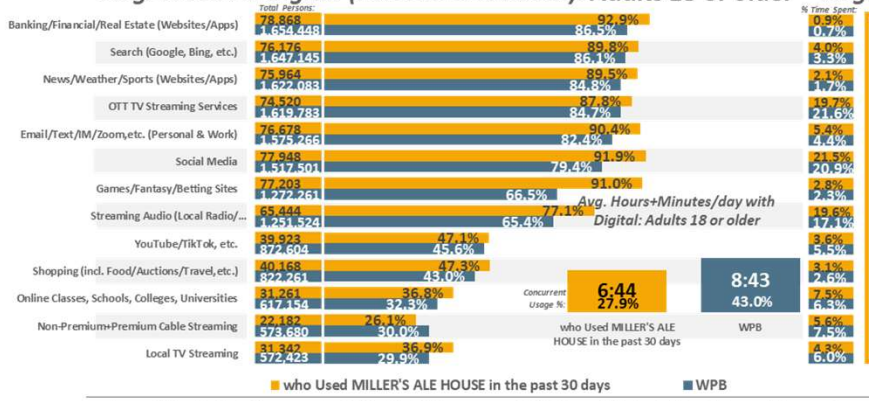
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

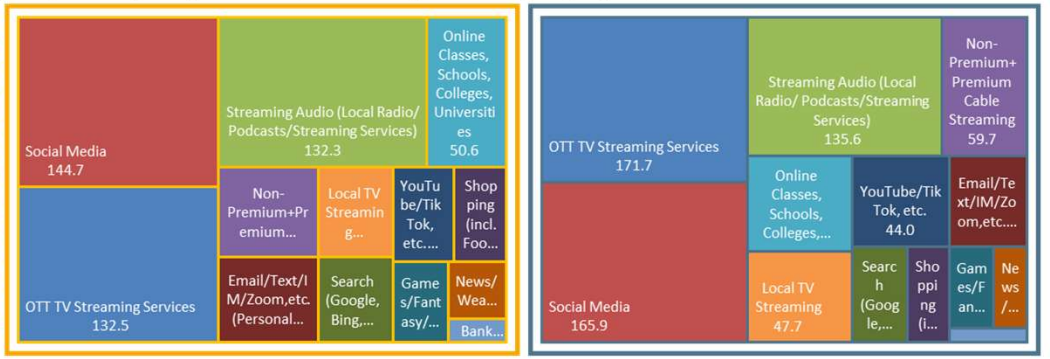
MILLER'S ALE·HOUSE WPB

73,383 or 86.5% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days use Ad-Supported Social Media for an average of 136.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

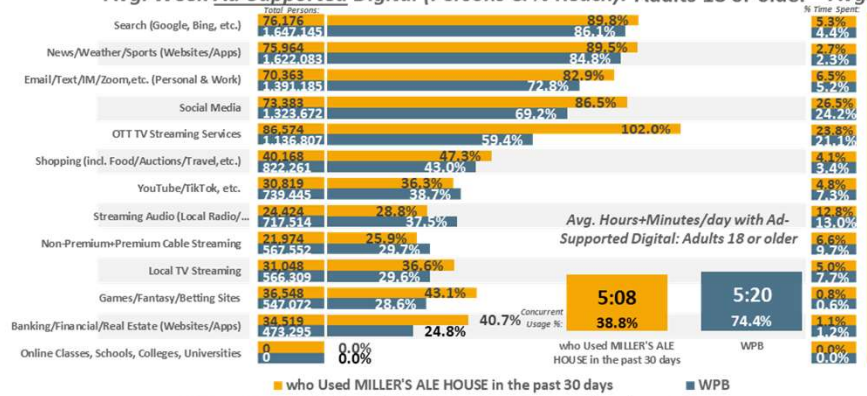
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



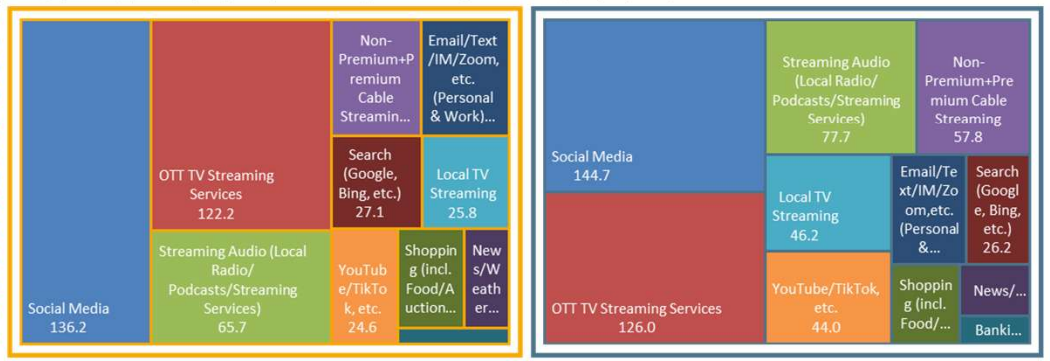
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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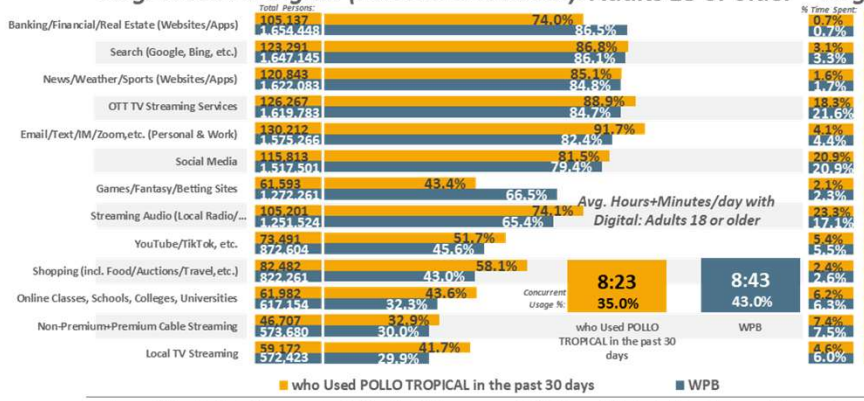
Sit-down restaurants used past 30 days: Ale House

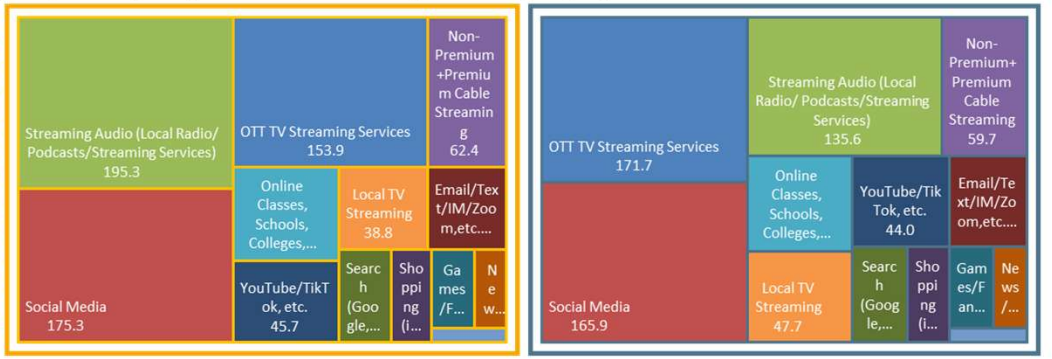
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

96,608 or 68.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days use Ad-Supported Social Media for an average of 146.2 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

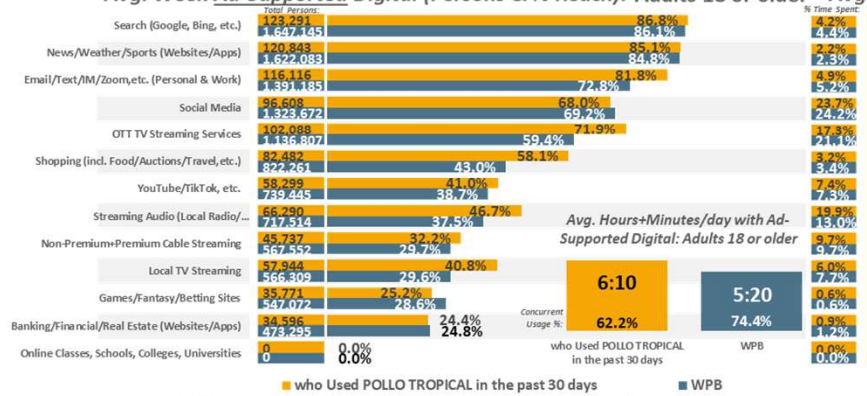
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



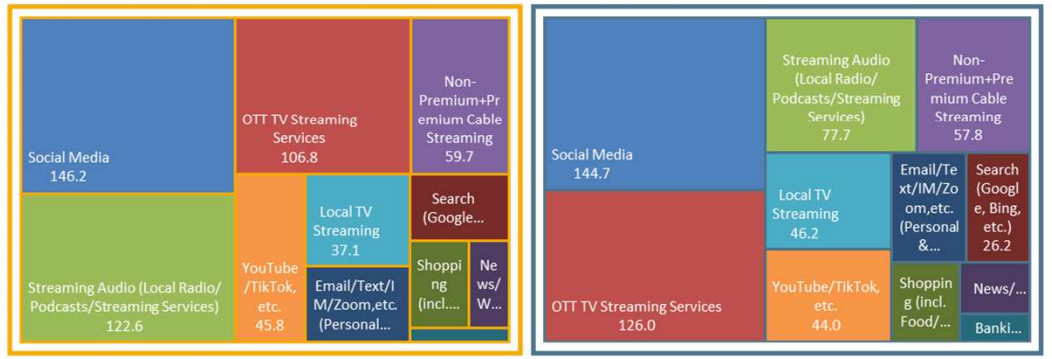
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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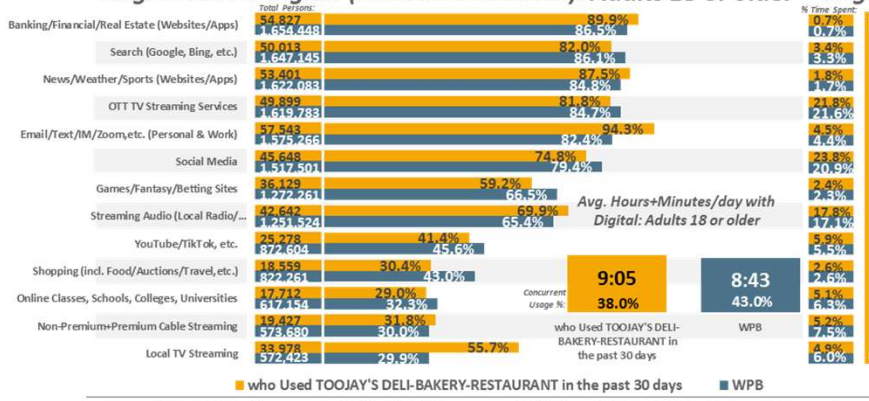
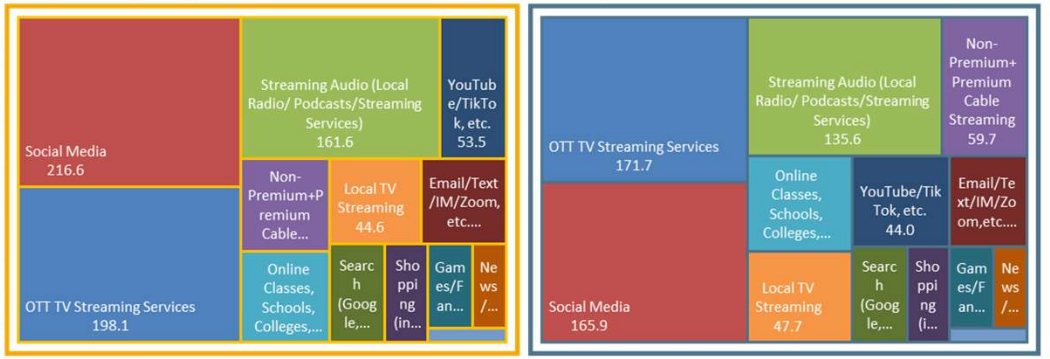
Quick service restaurants used past 30 days: Pollo Tropical

43,664 or 71.6% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days use Ad-Supported Social Media for an average of 207.2 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

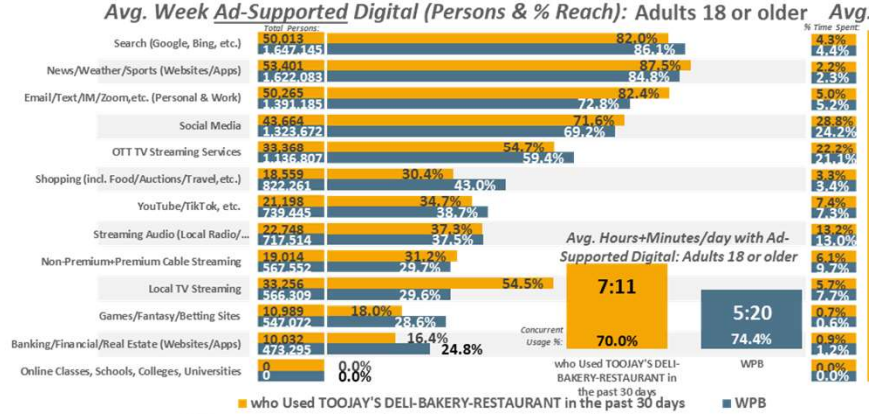
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



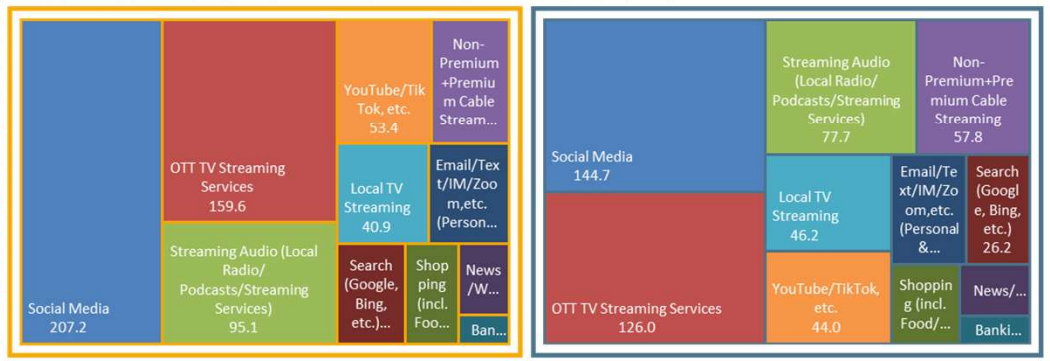
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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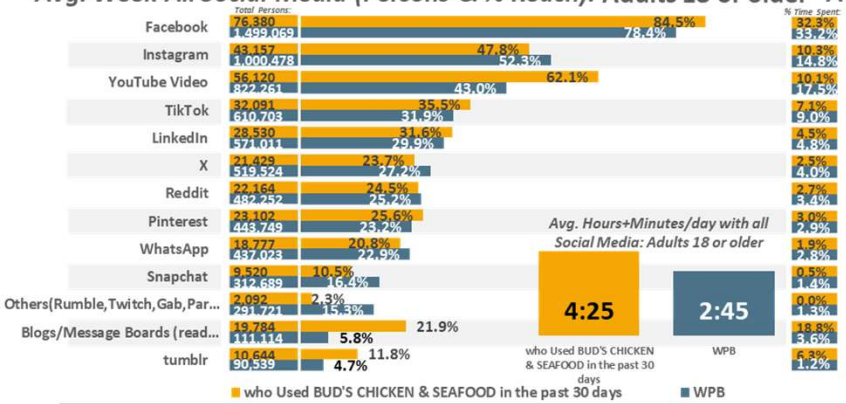
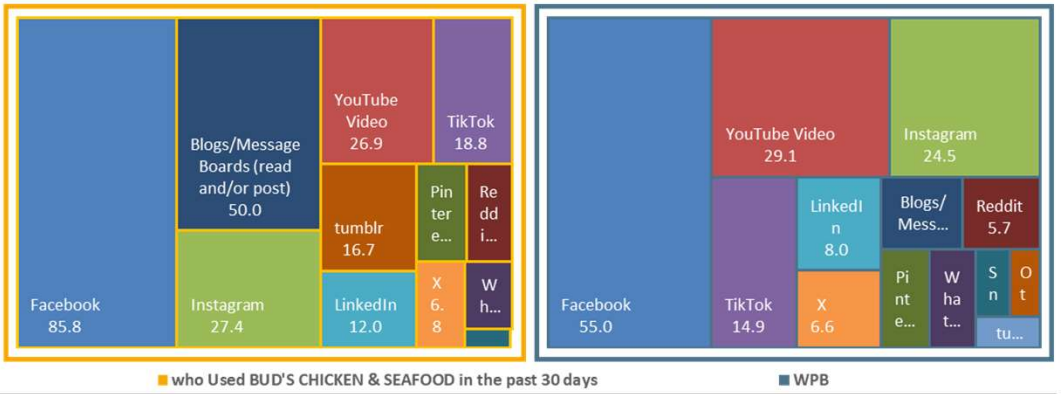
Sit-down restaurants used past 30 days: Too Jay's

74,966 or 83.% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days use Ad-Supported Facebook for an average of 80.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.

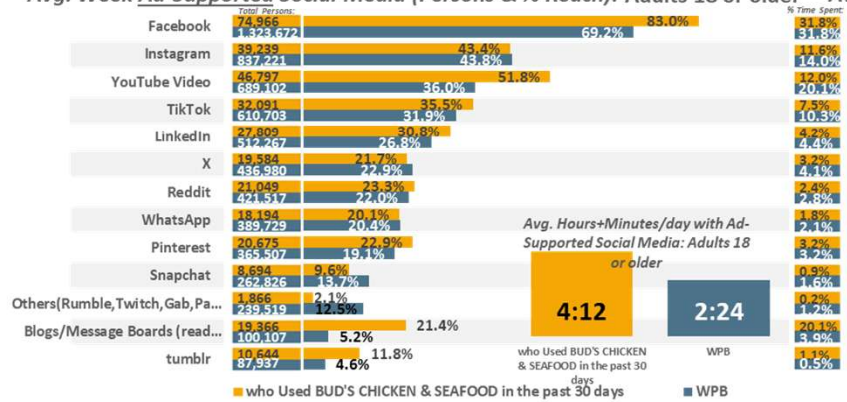
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



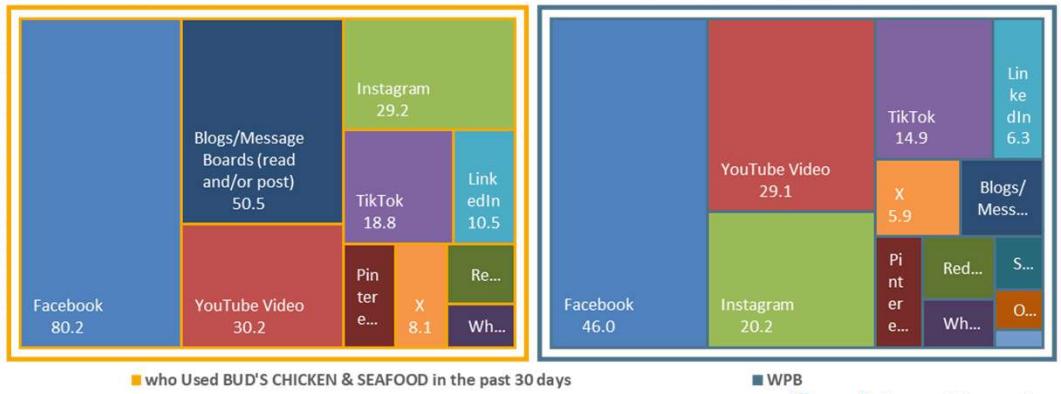
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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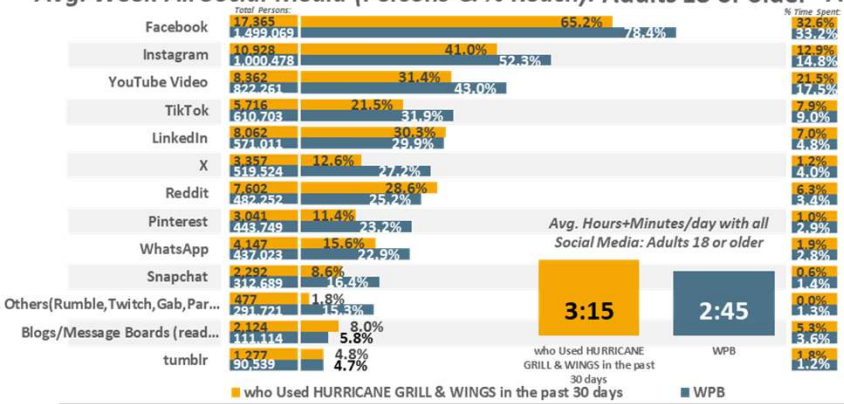
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

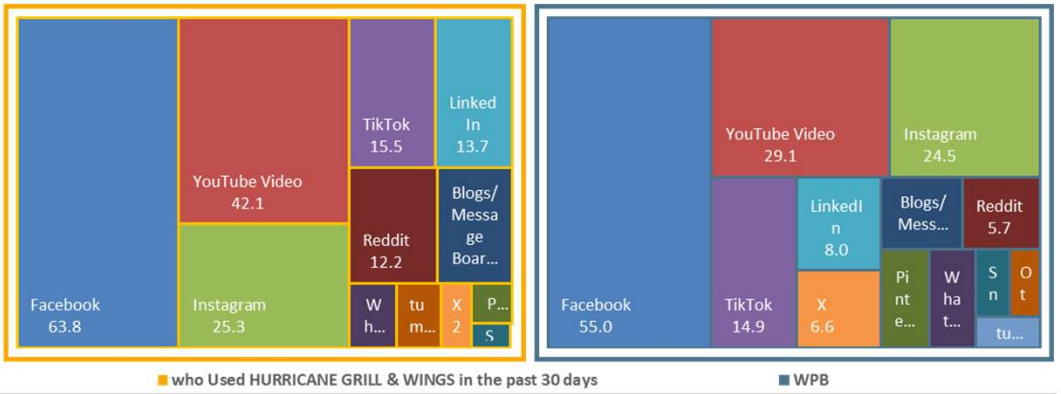
HURRICANE GRILL & WINGS WPB

17,365 or 65.2% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days use Ad-Supported Facebook for an average of 59.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

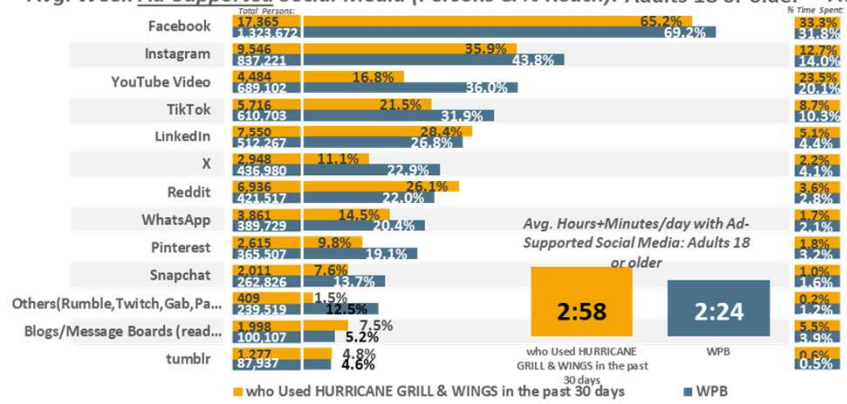
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



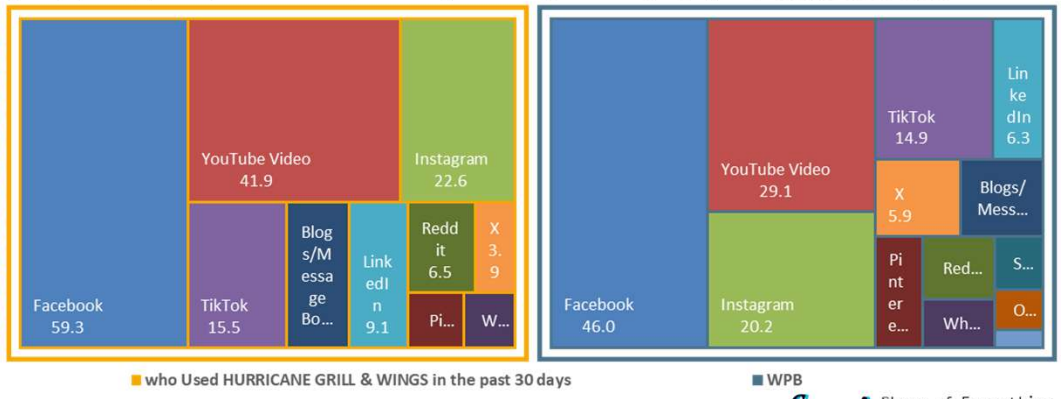
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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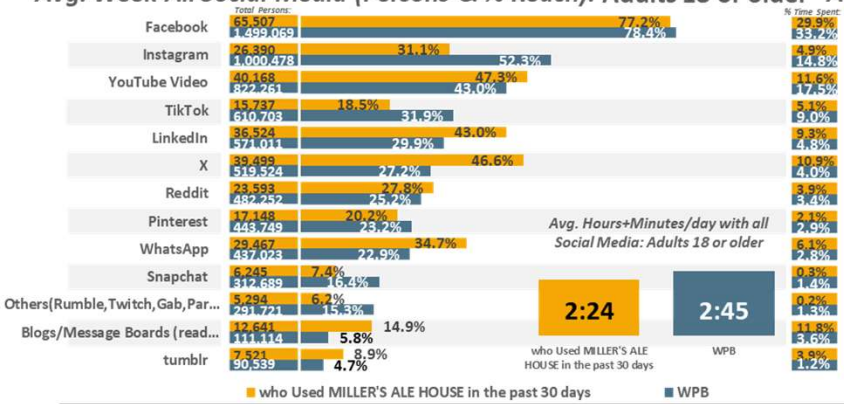
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

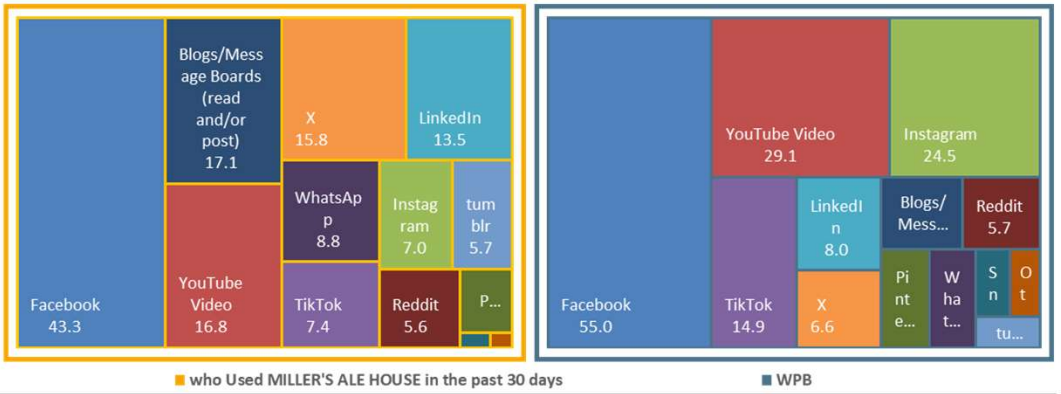
MILLER'S ALE·HOUSE WPB

65,507 or 77.2% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

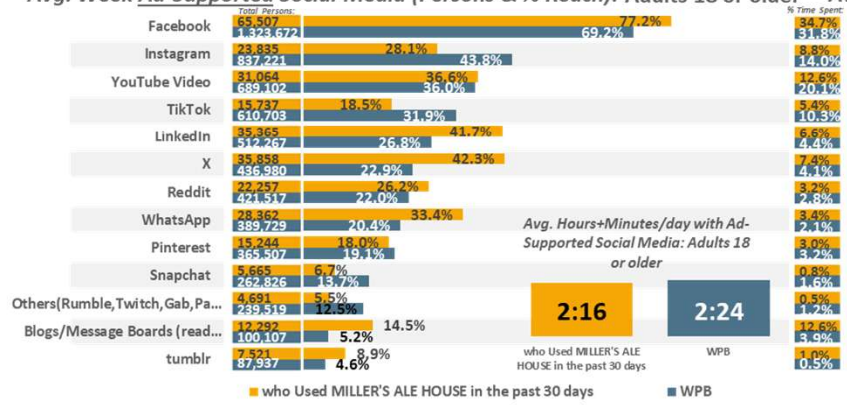
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



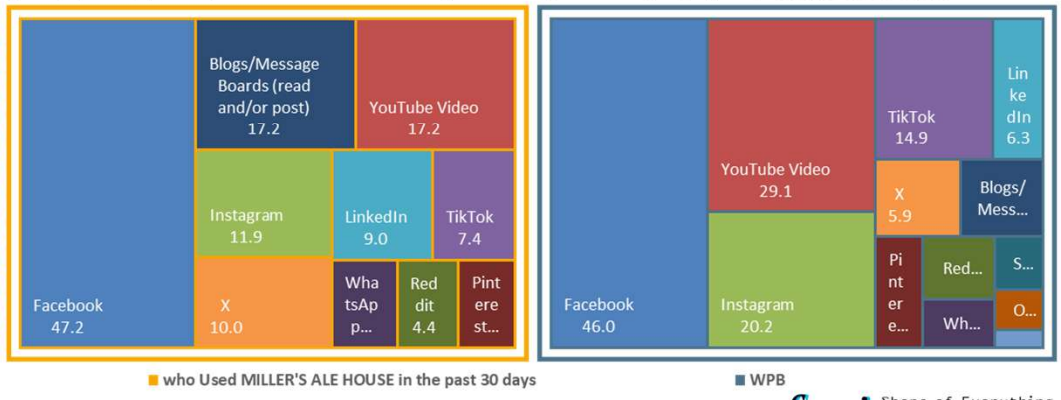
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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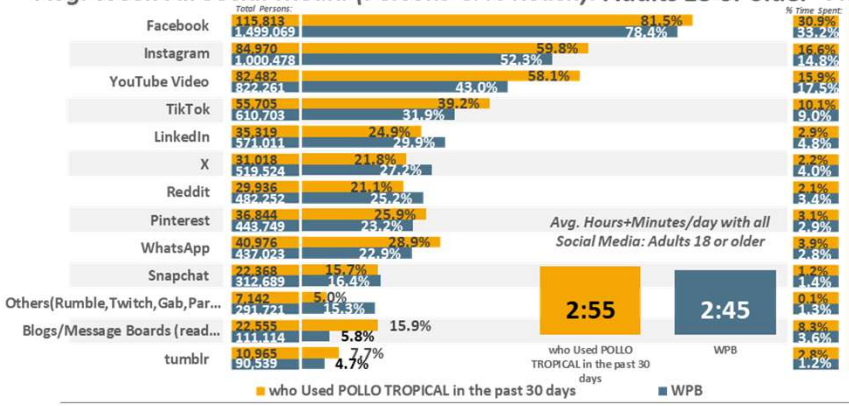
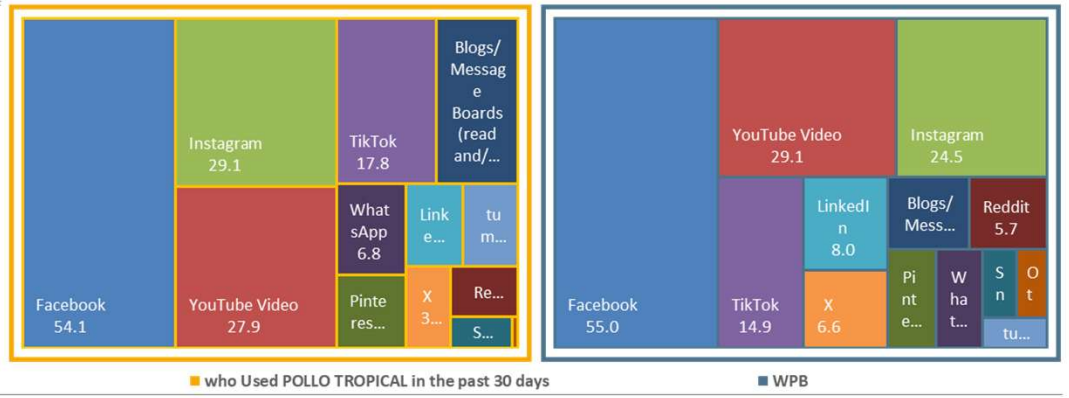
Sit-down restaurants used past 30 days: Ale House

96,608 or 68.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.

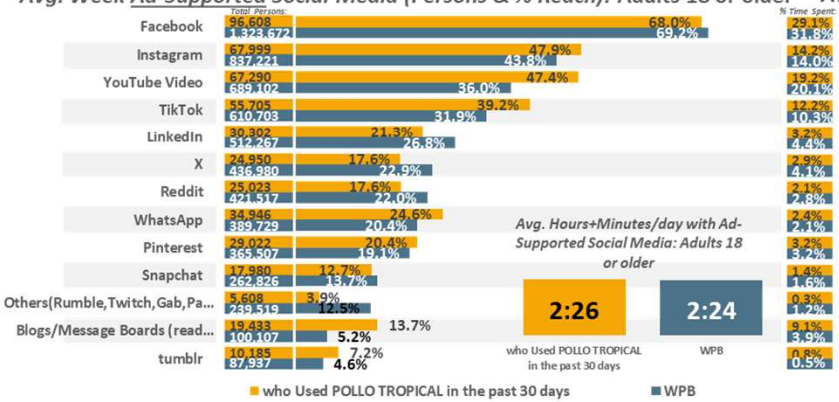
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



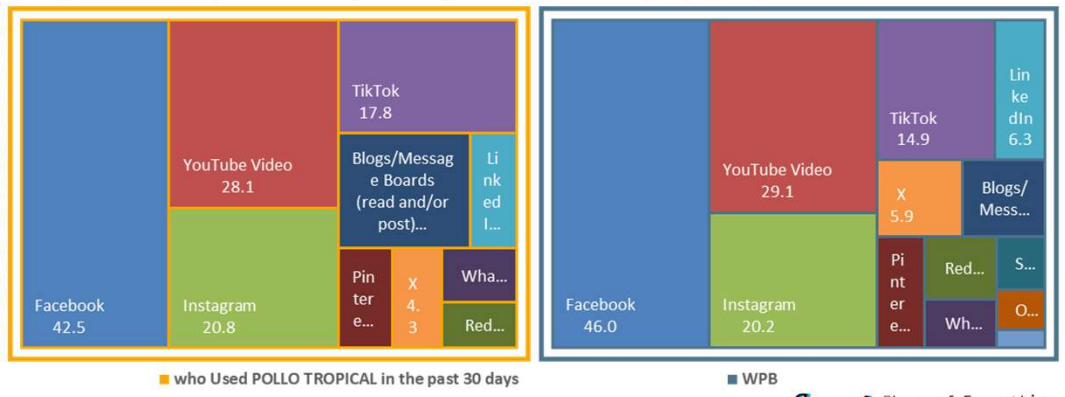
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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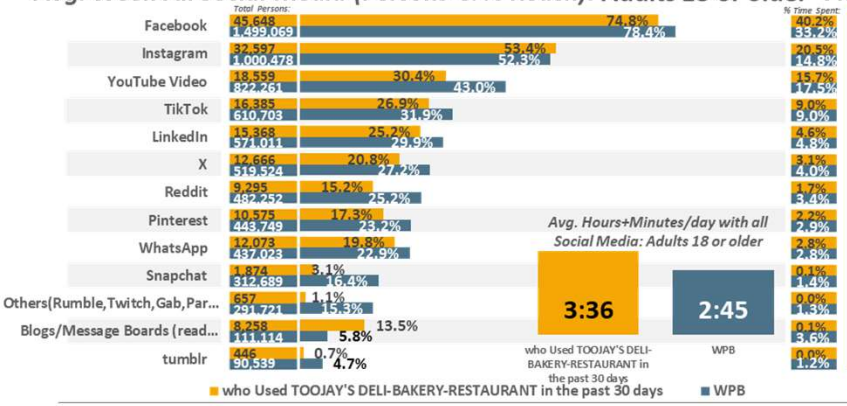
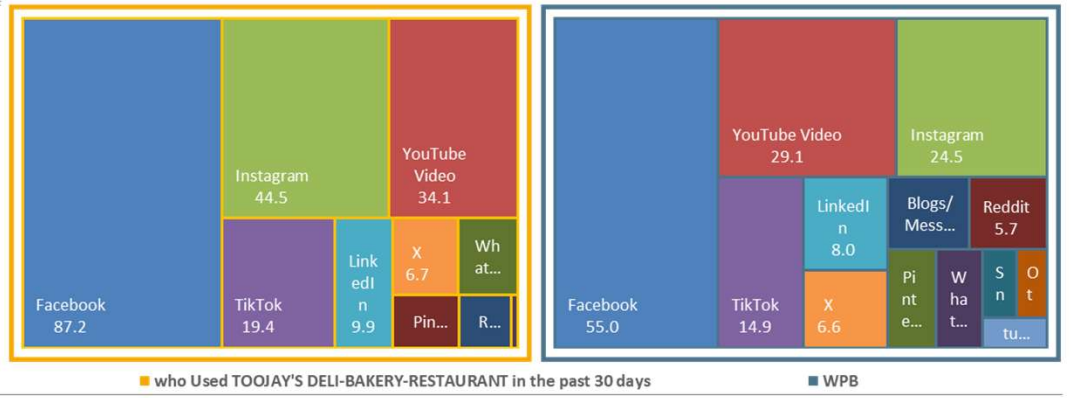
Quick service restaurants used past 30 days: Pollo Tropical

43,664 or 71.6% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days use Ad-Supported Facebook for an average of 80.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

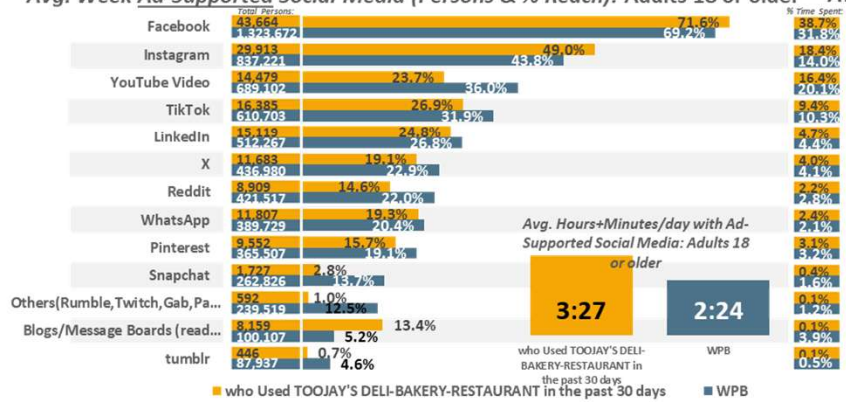
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



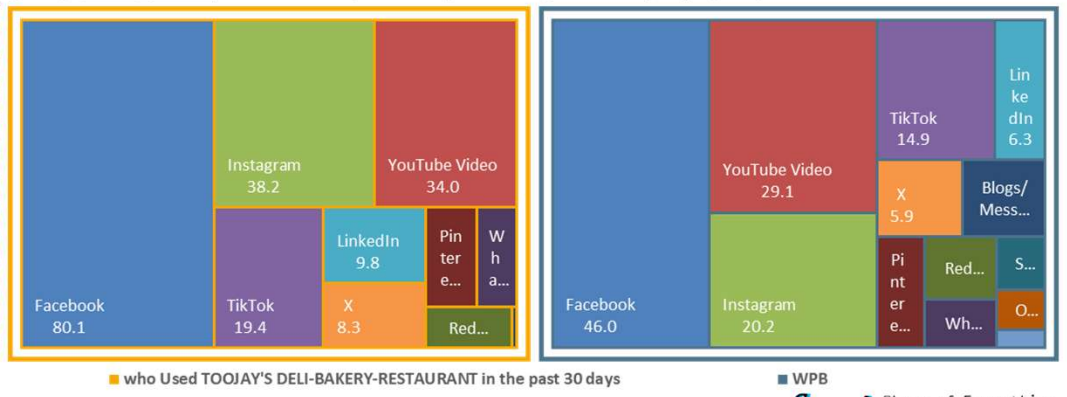
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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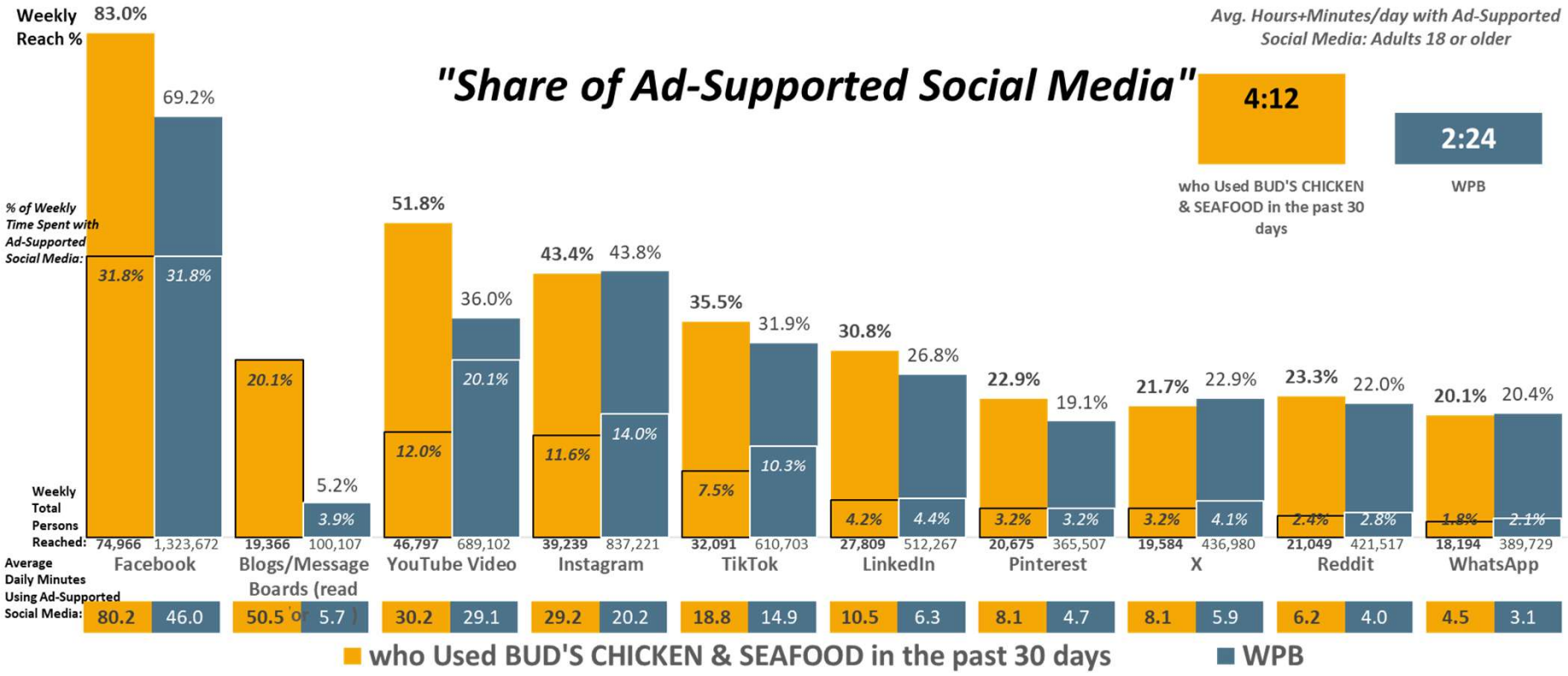
Sit-down restaurants used past 30 days: Too Jay's

74,966 or 83.% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days use Ad-Supported Facebook for an average of 80.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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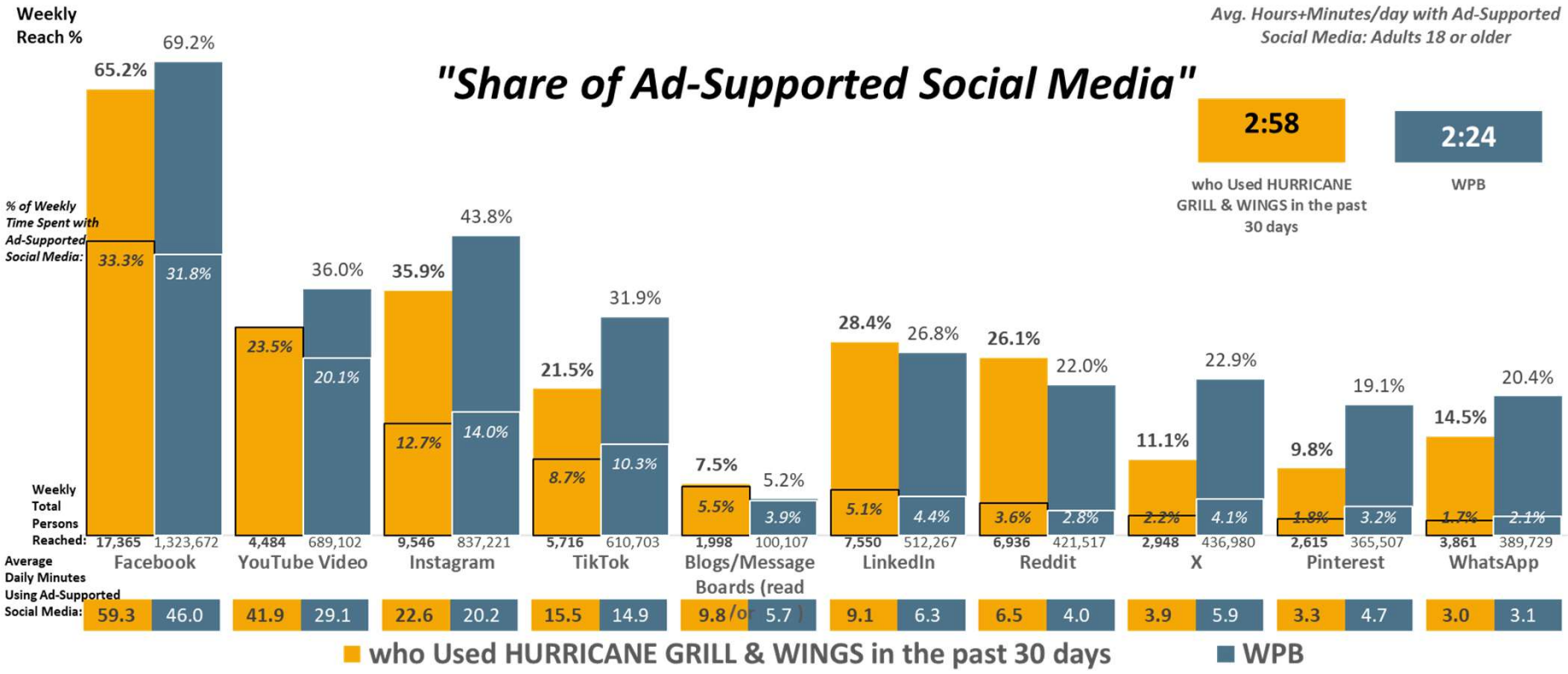
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

17,365 or 65.2% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days use Ad-Supported Facebook for an average of 59.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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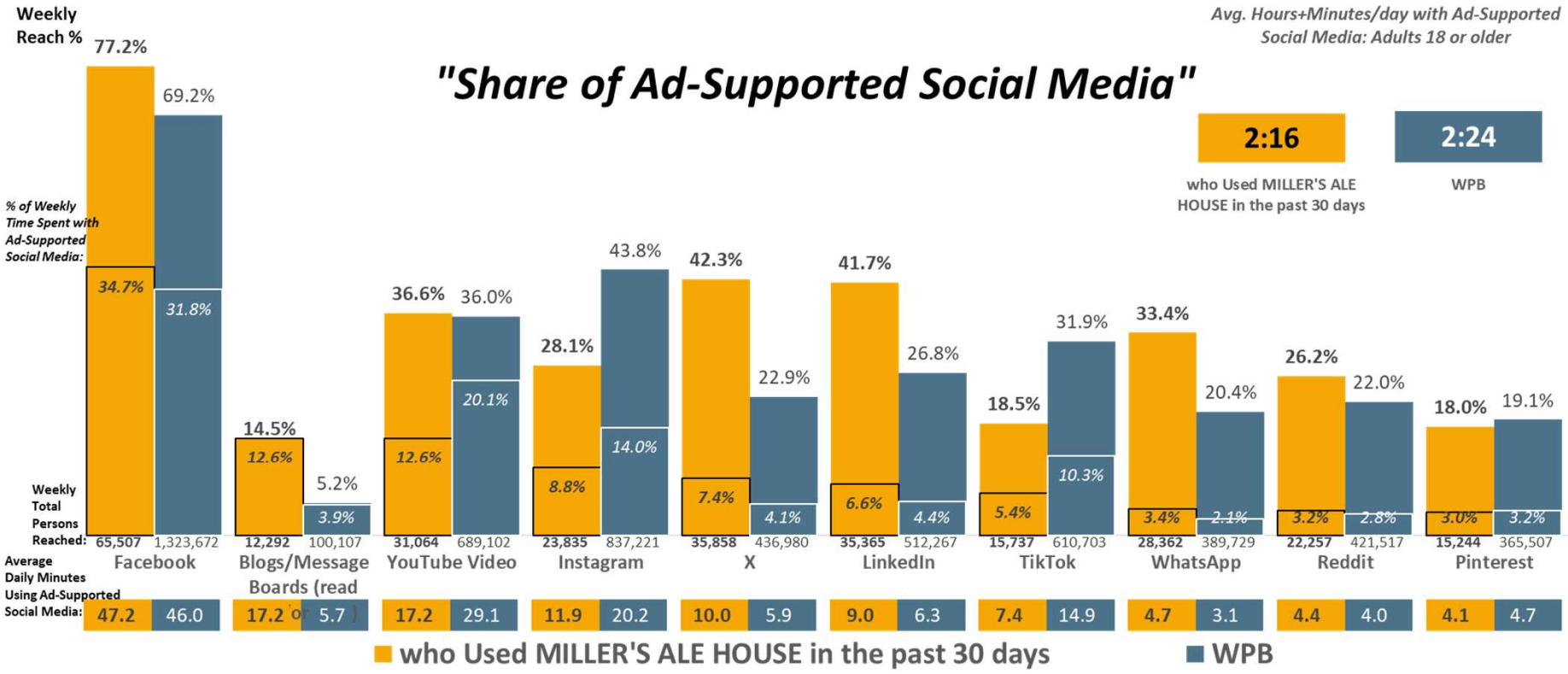
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

65,507 or 77.2% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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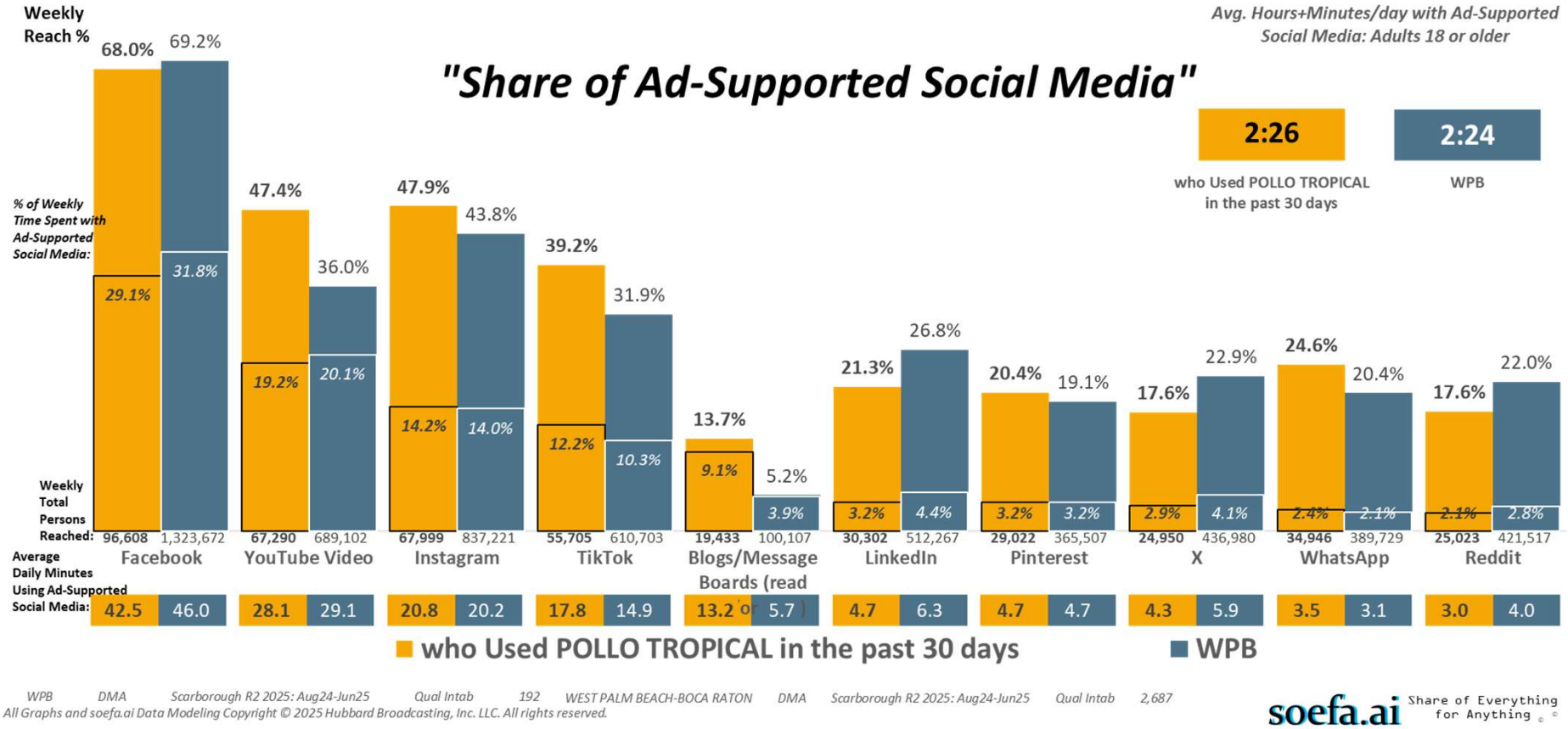
Sit-down restaurants used past 30 days: Ale House

96,608 or 68.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days use Ad-Supported Facebook for an average of 42.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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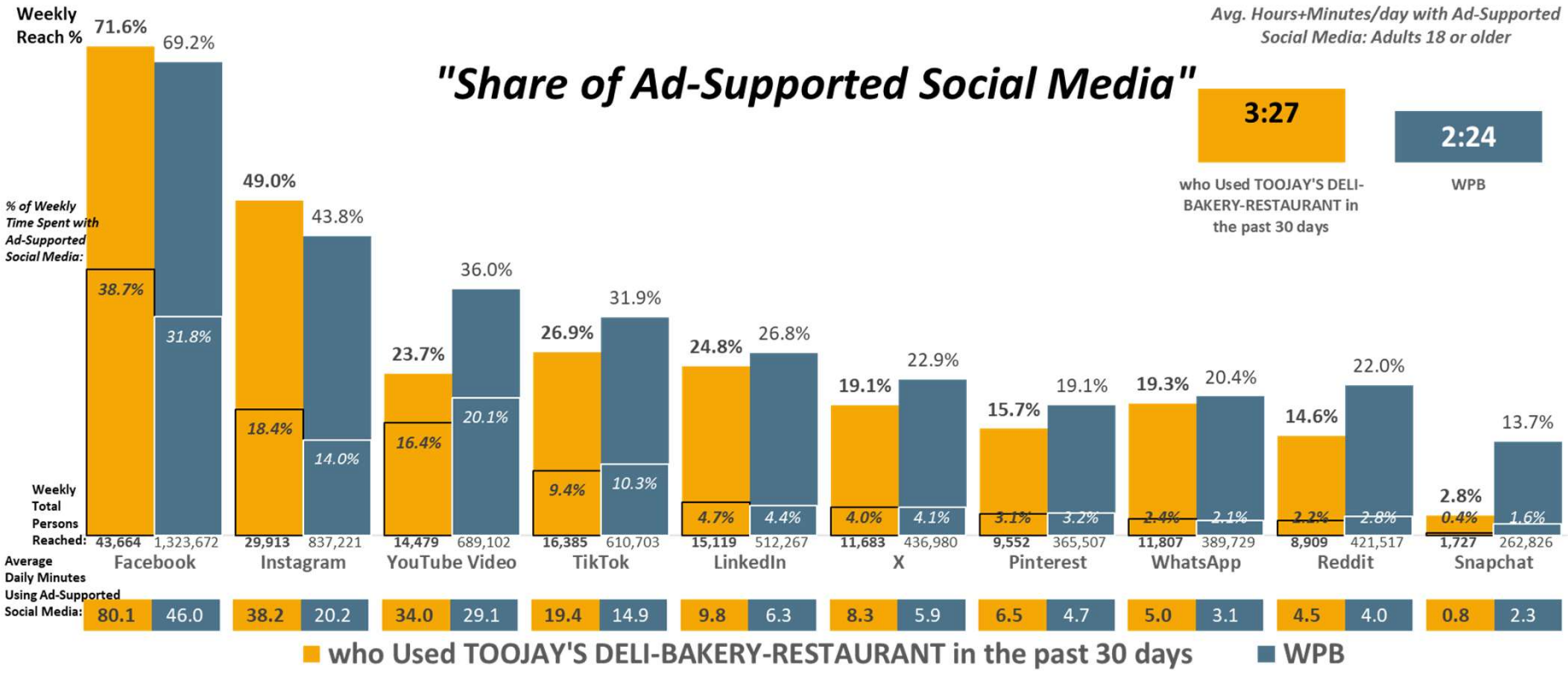
Quick service restaurants used past 30 days: Pollo Tropical

43,664 or 71.6% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days use Ad-Supported Facebook for an average of 80.1 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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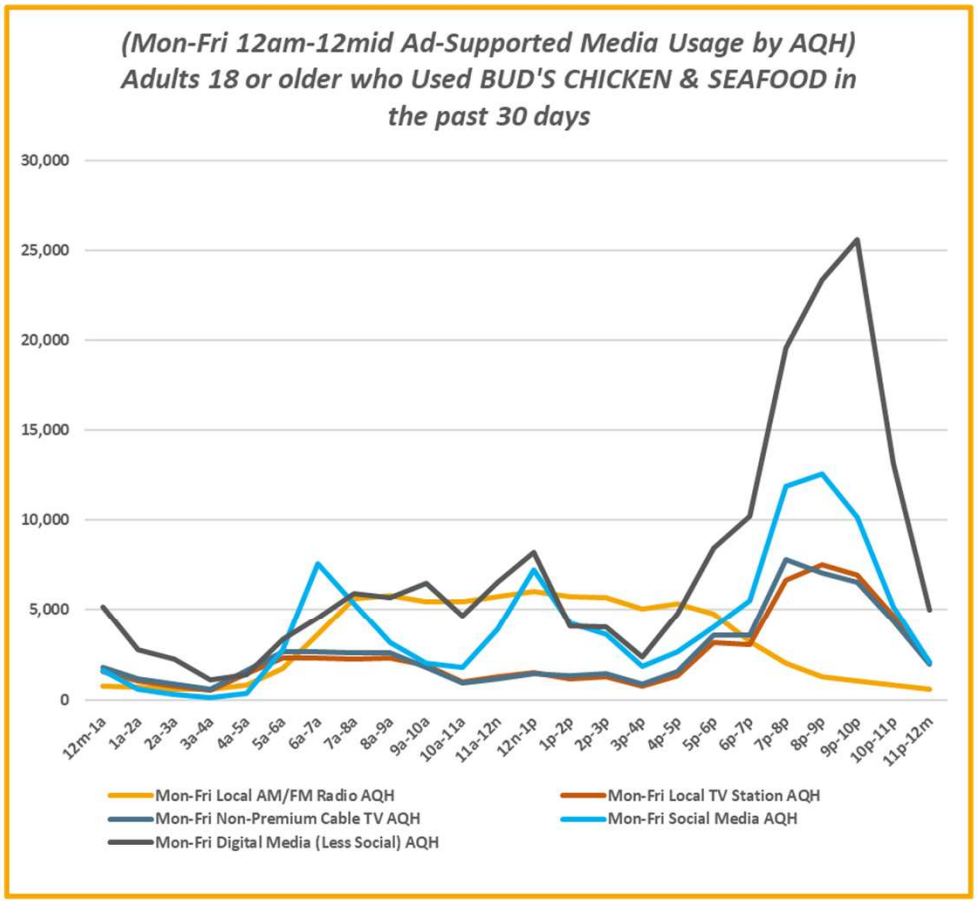
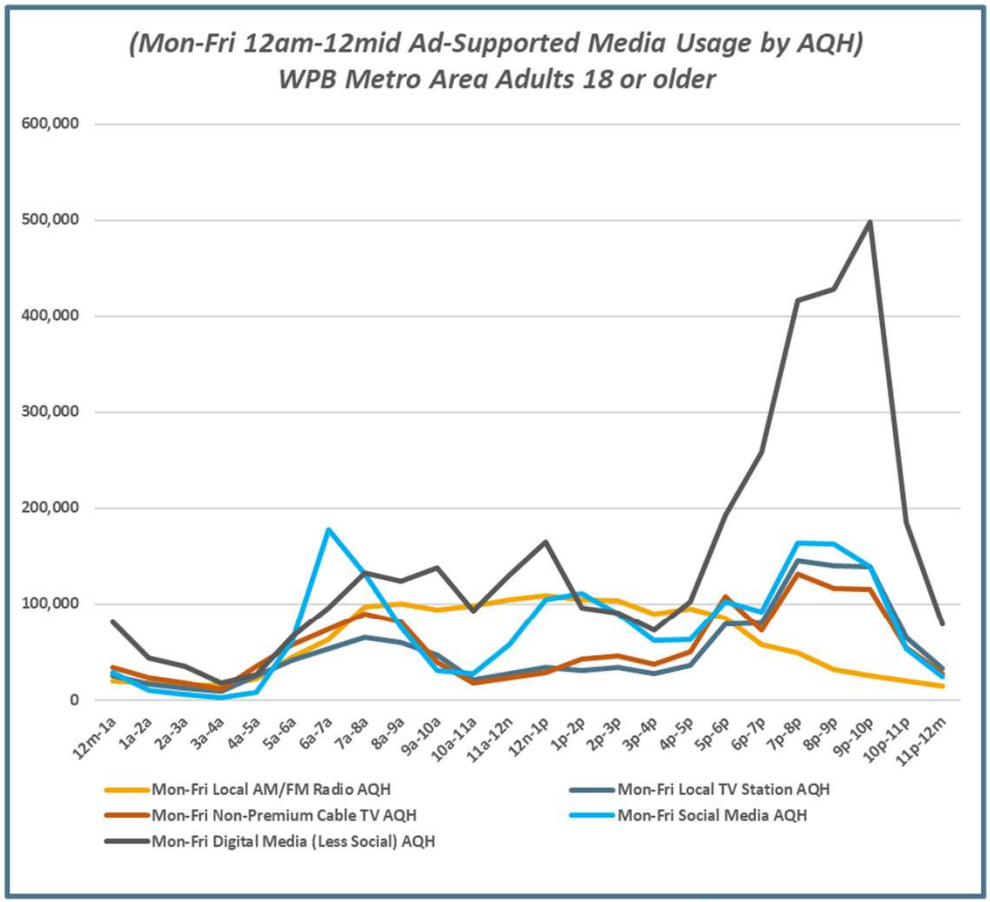
Sit-down restaurants used past 30 days: Too Jay's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,843; Local Radio: 5,196; Social Media: 4,065; Non-Prem. Cable: 1,954; Local TV: 1,780 reaching Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days.





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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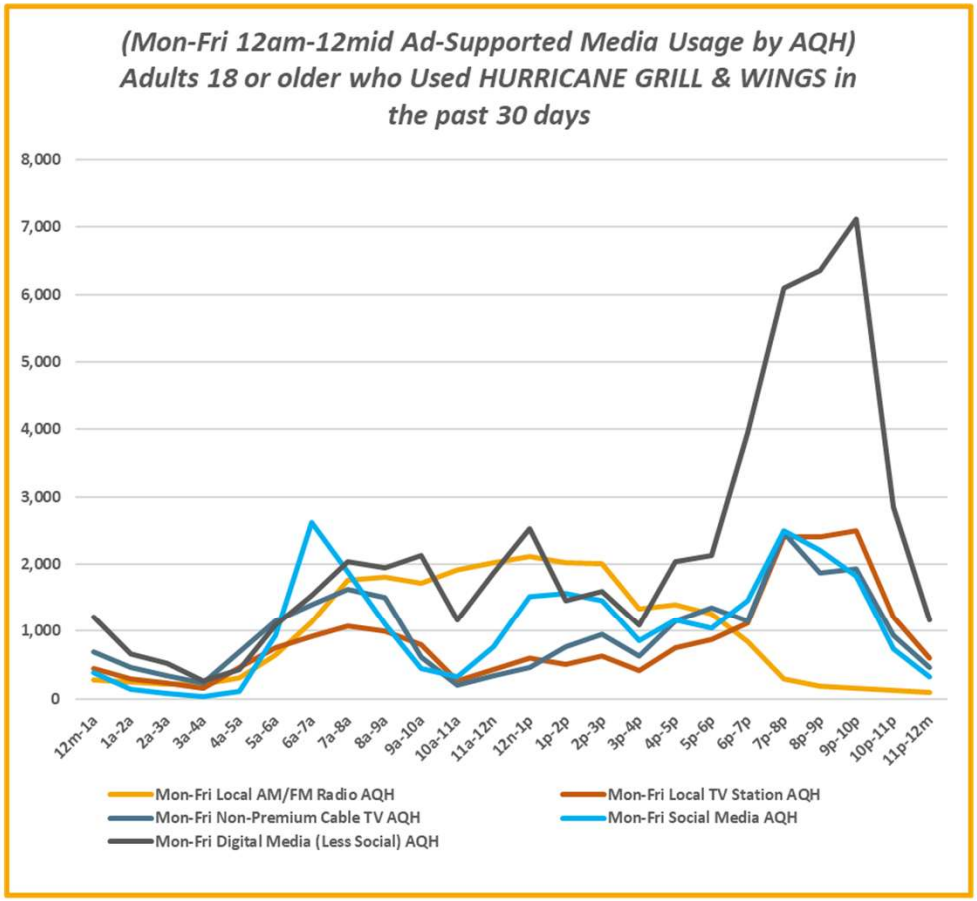
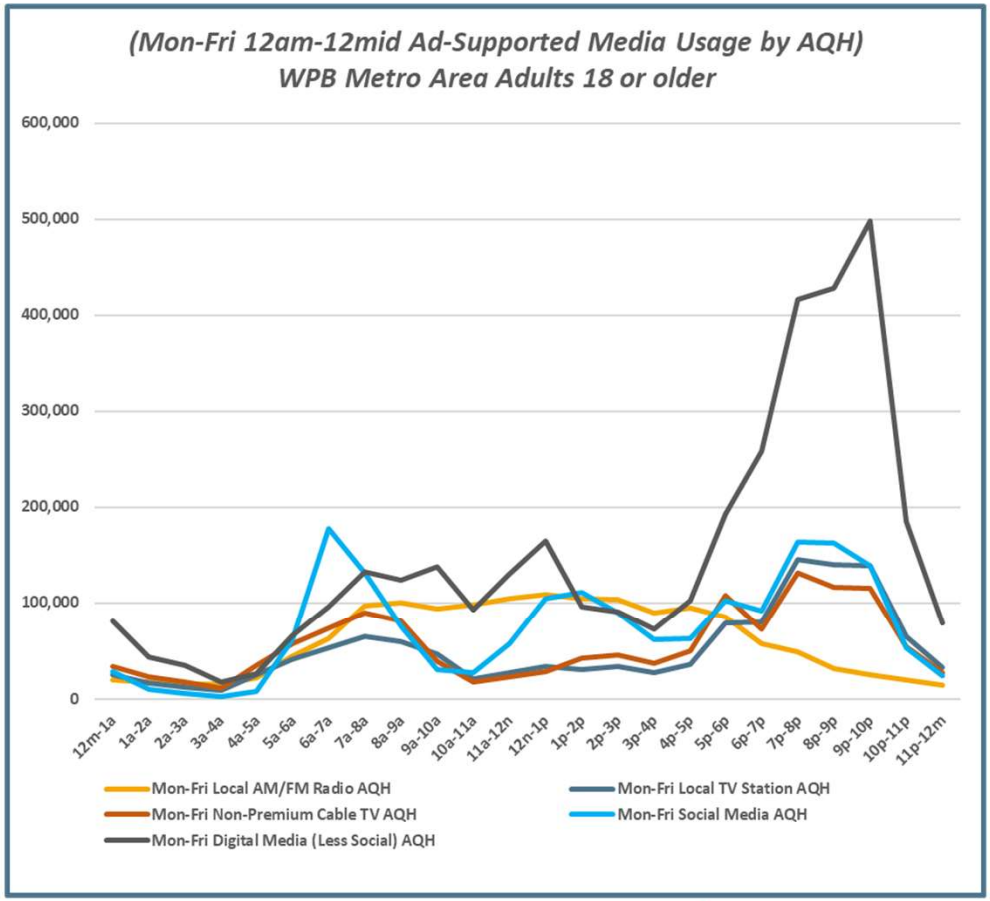
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,959; Local Radio: 1,641; Social Media: 1,243; Non-Prem. Cable: 932; Local TV: 719 reaching Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days.





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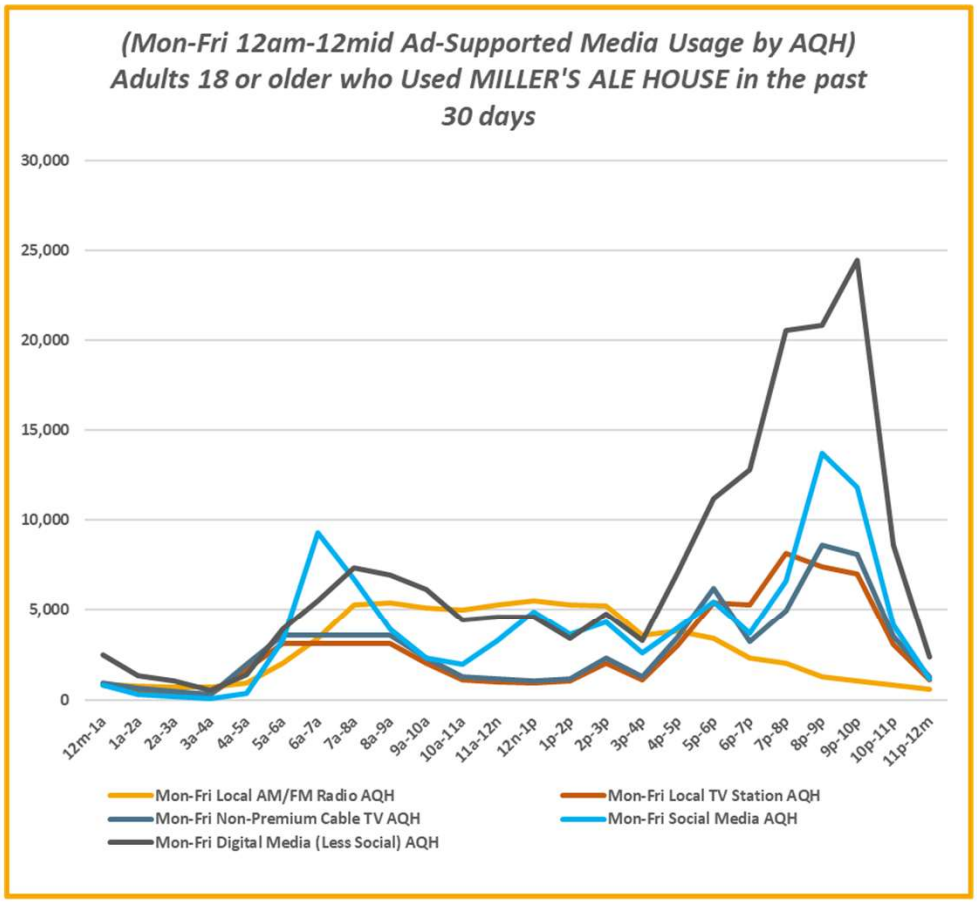
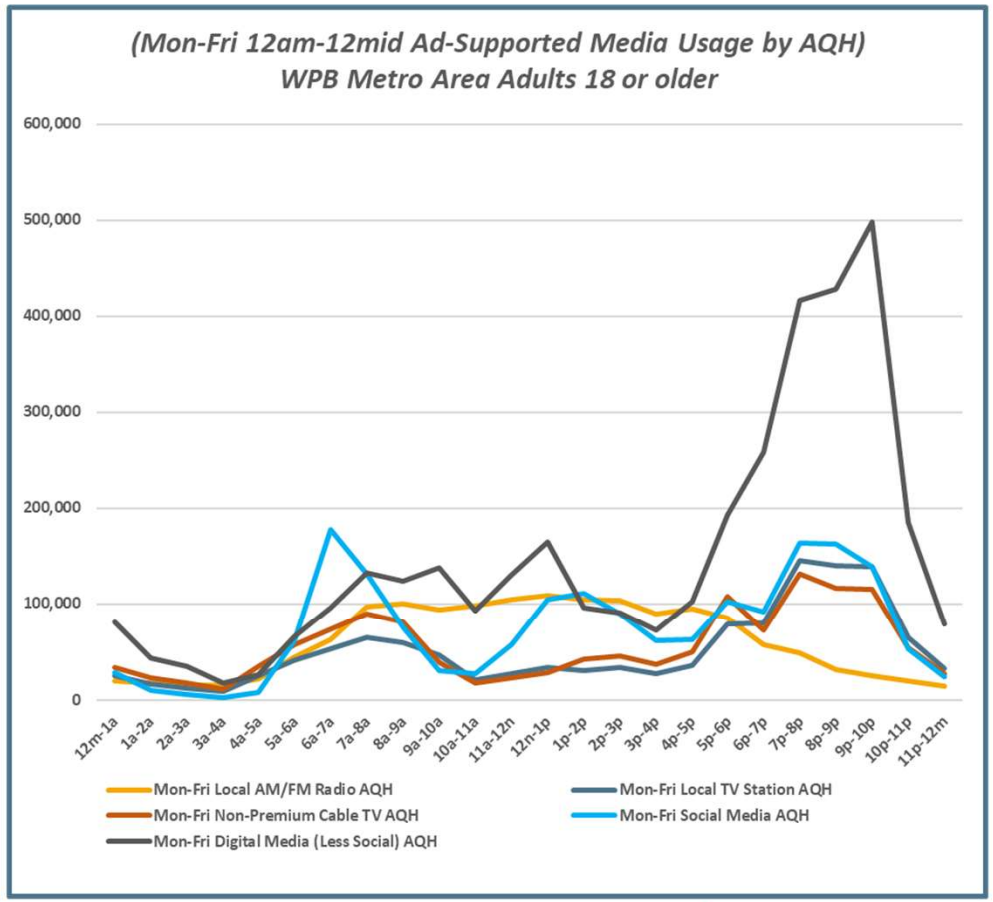
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,317; Local Radio: 4,502; Social Media: 4,300; Non-Prem. Cable: 2,623; Local TV: 2,461 reaching Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days.





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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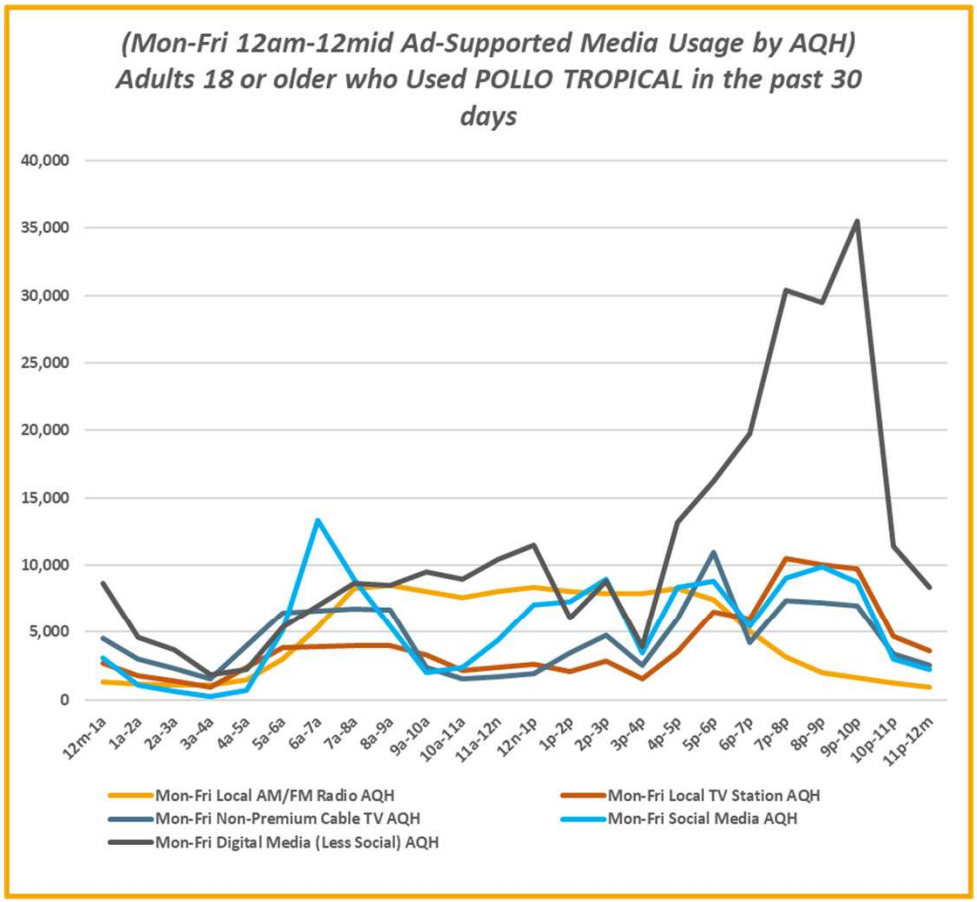
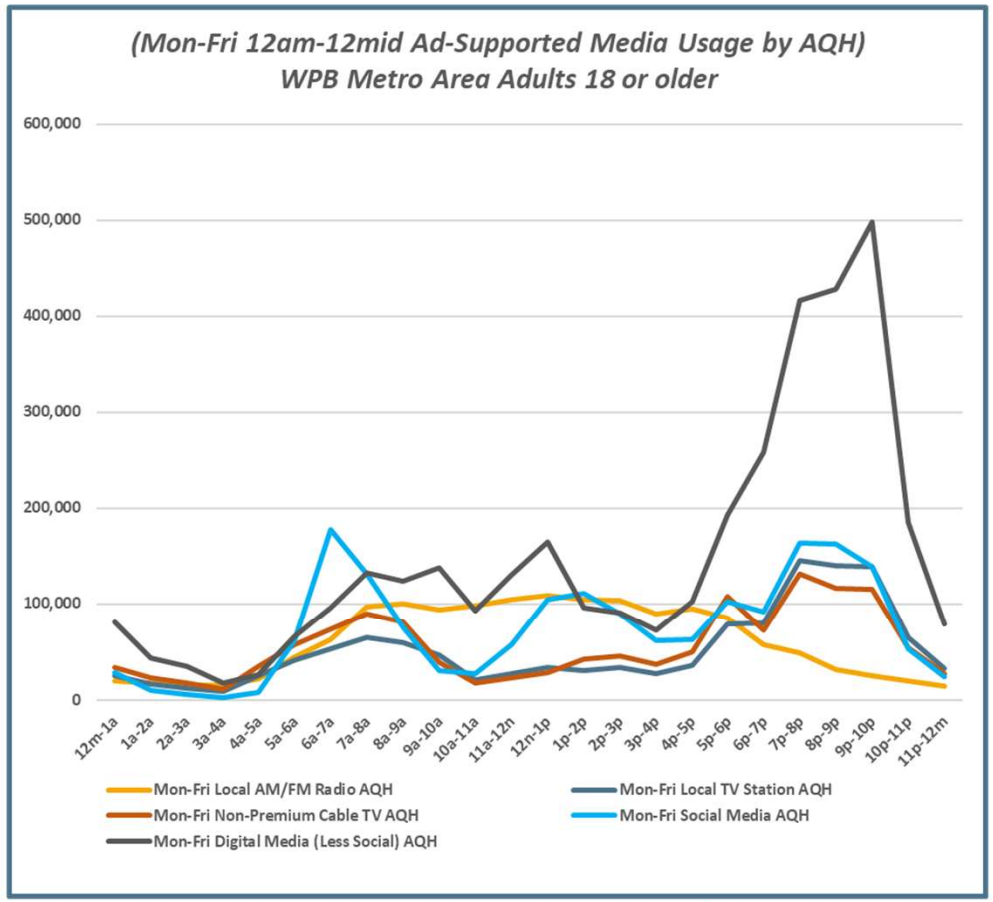
Sit-down restaurants used past 30 days: Ale House

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,174; Local Radio: 7,589; Social Media: 6,597; Non-Prem. Cable: 4,571; Local TV: 3,444 reaching Adults 18 or older who Used POLLO TROPICAL in the past 30 days.





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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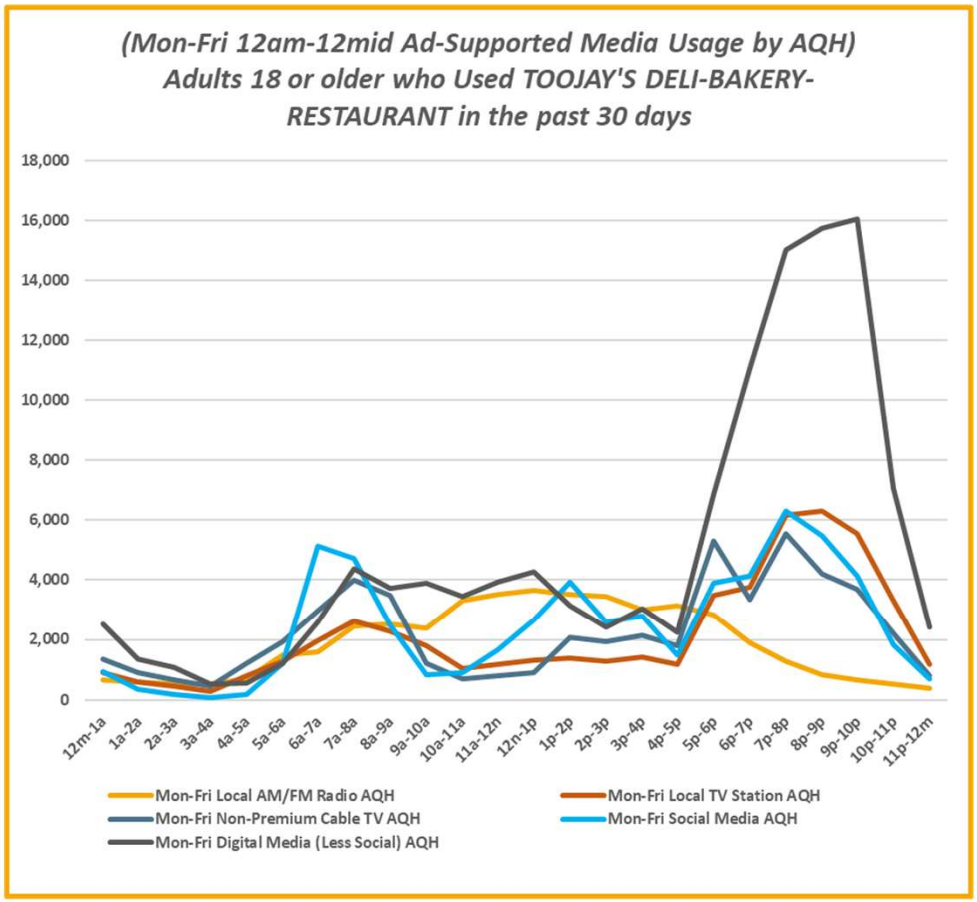
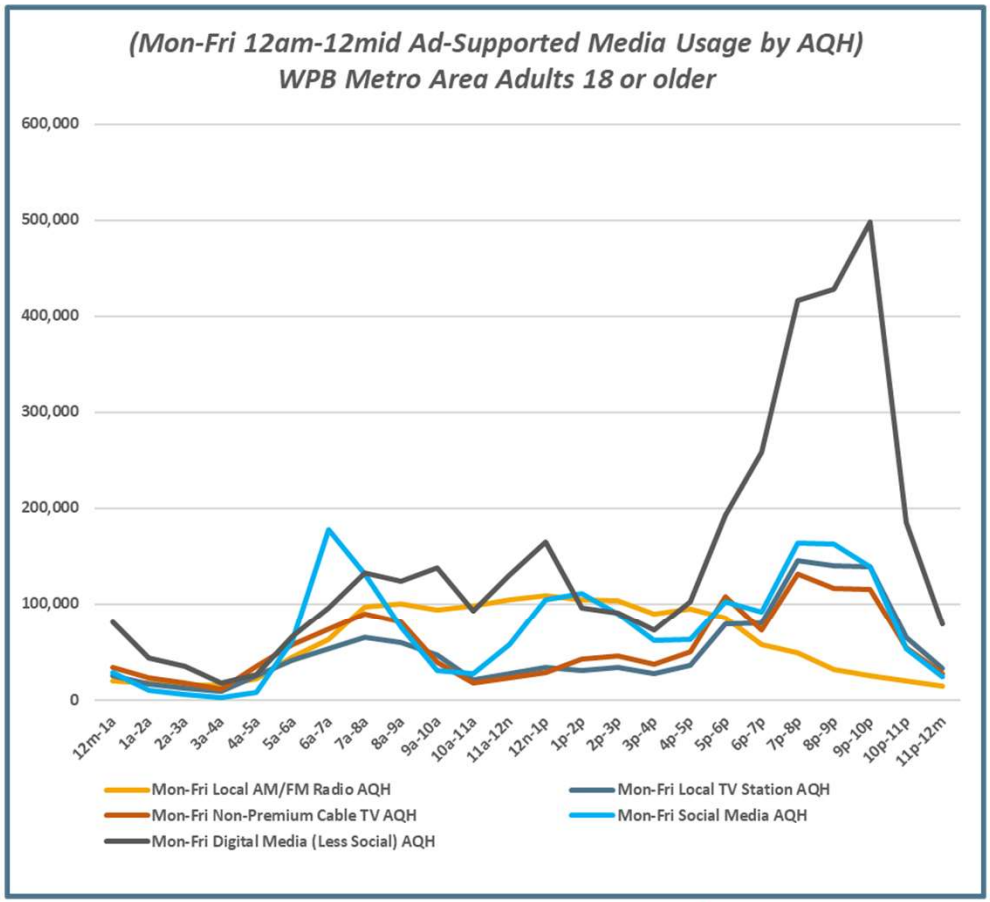
Quick service restaurants used past 30 days: Pollo Tropical

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,228; Local Radio: 2,866; Social Media: 2,859; Non-Prem. Cable: 2,359; Local TV: 1,901 reaching Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 3





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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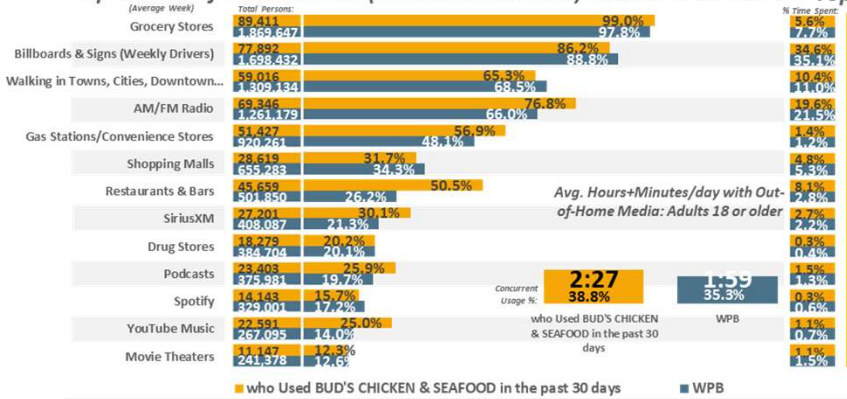
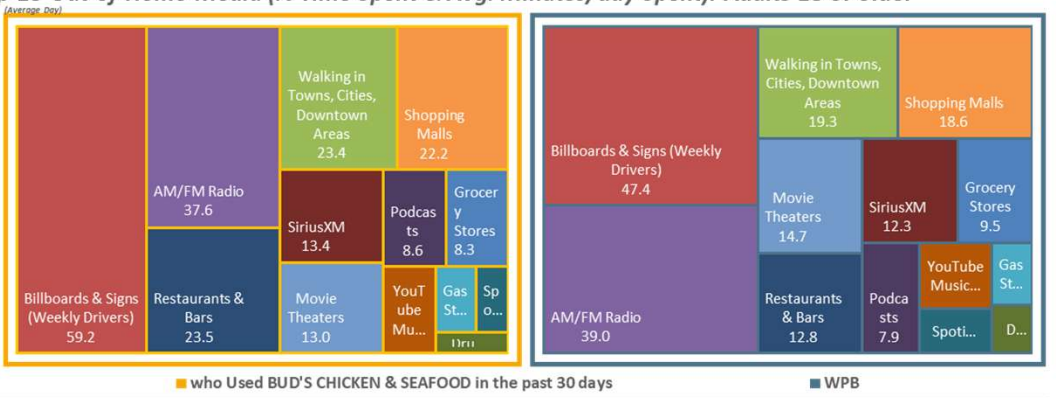
Sit-down restaurants used past 30 days: Too Jay's

77,892 or 86.2% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minutes/day.

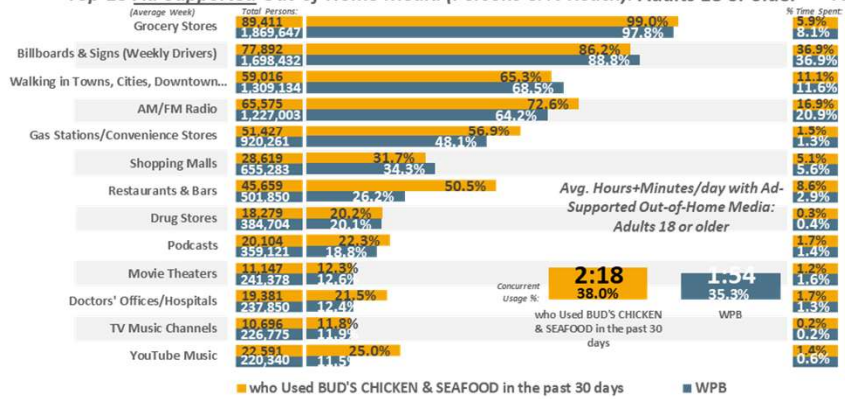
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



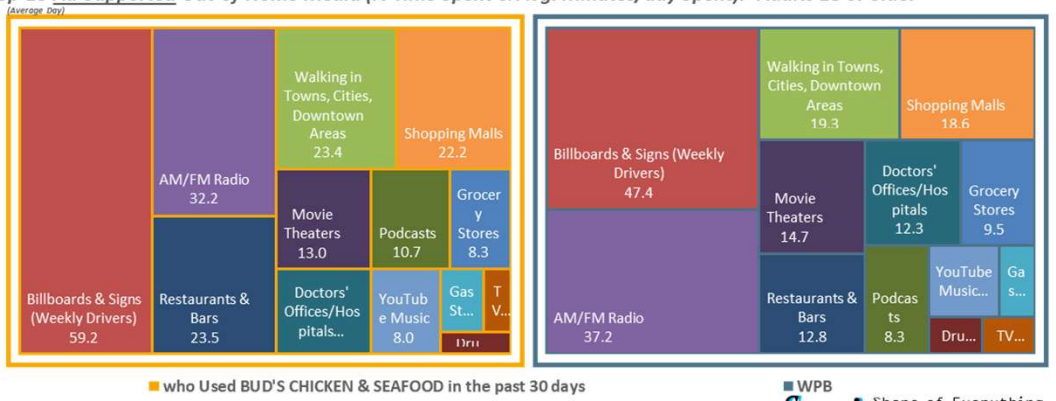
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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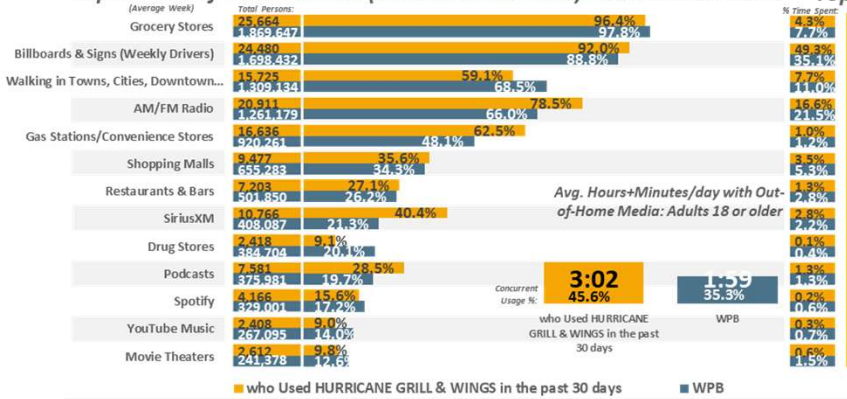
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

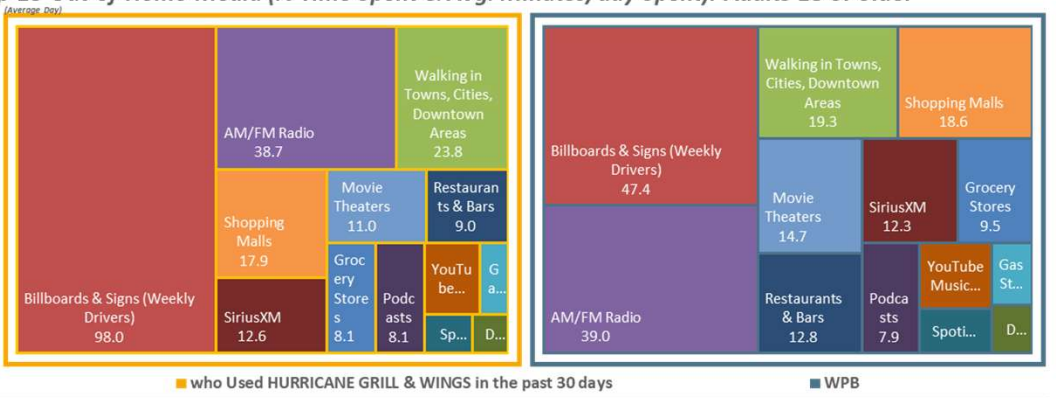
HURRICANE GRILL & WINGS WPB

24,480 or 92.% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an average of 98. minutes per day driving, seeing Billboards and Signs. 75.6% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minutes/day.

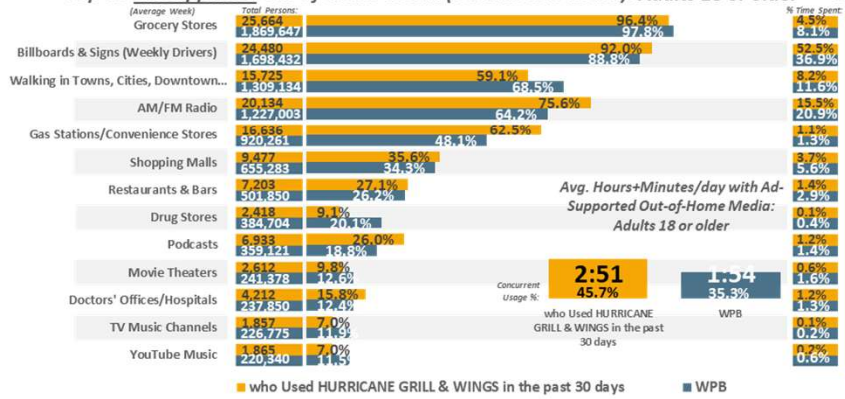
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



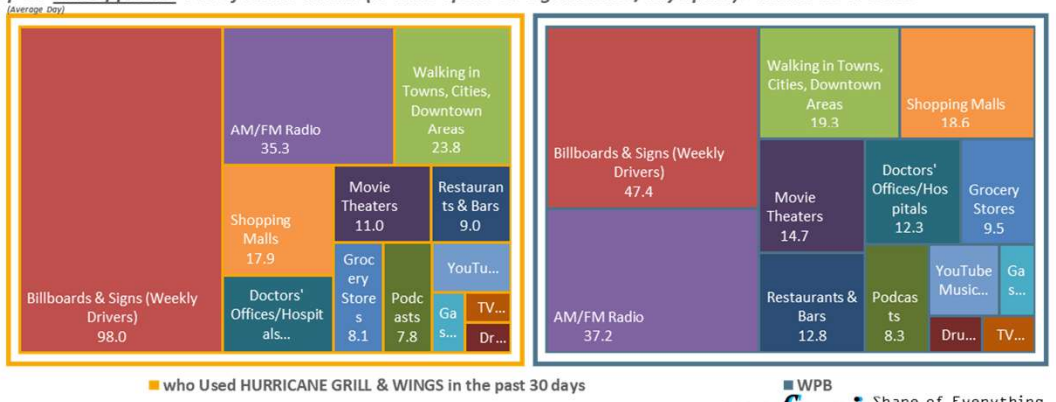
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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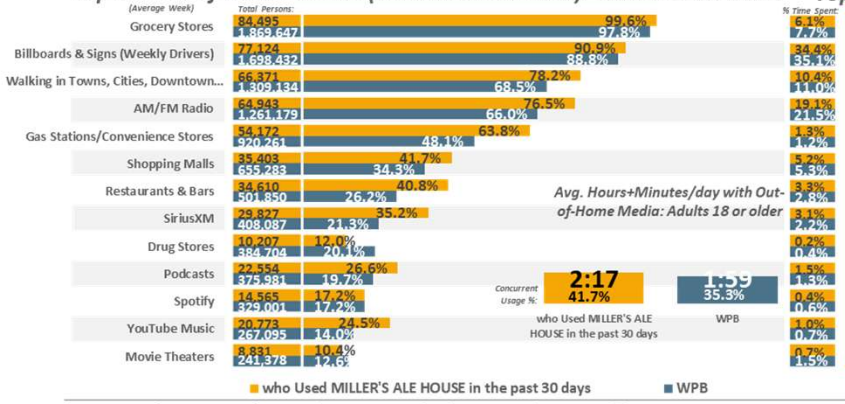
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

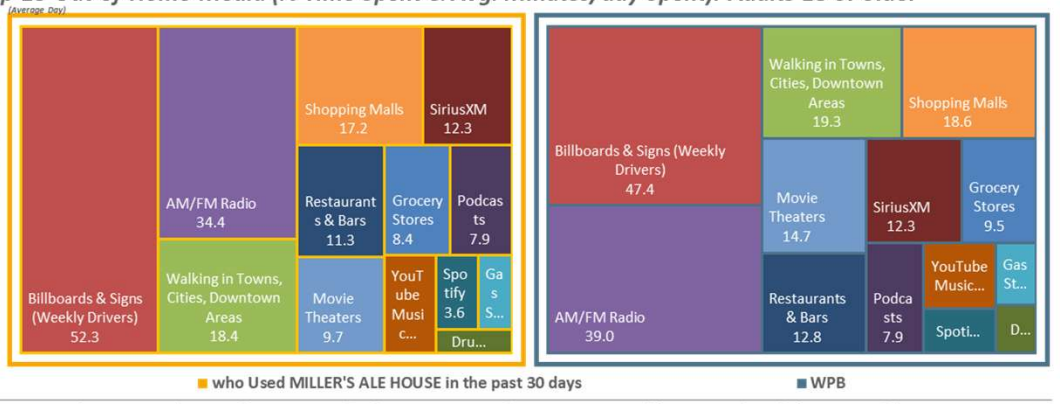
MILLER'S ALE·HOUSE WPB

77,124 or 90.9% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 28.4 minutes/day.

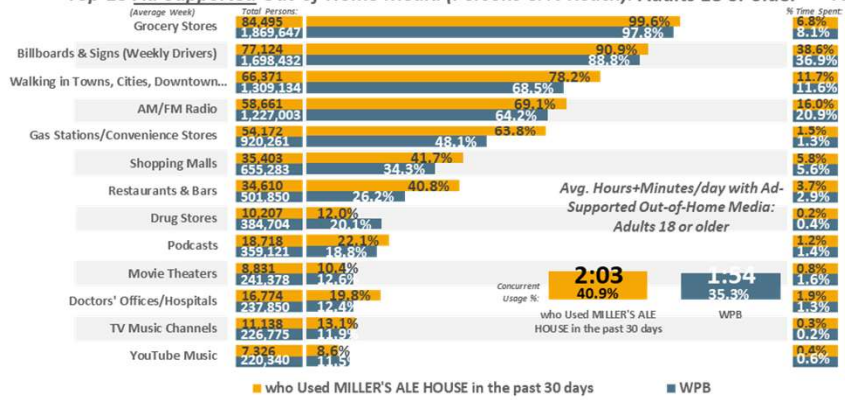
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



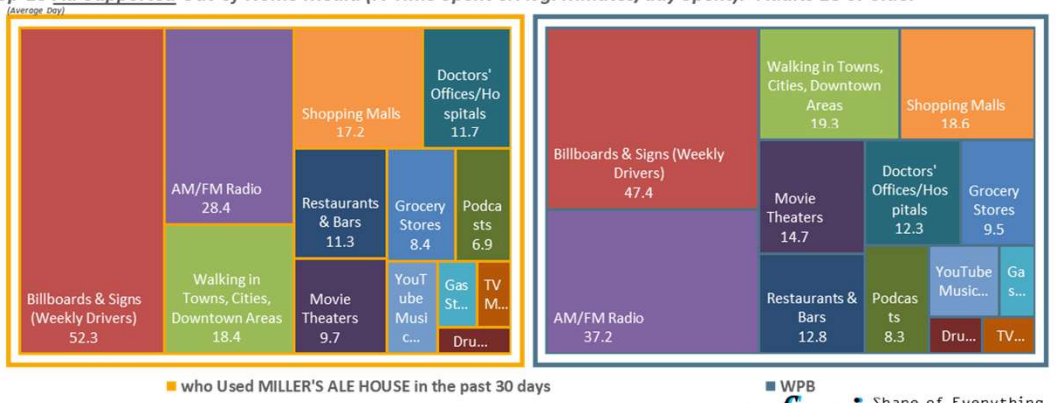
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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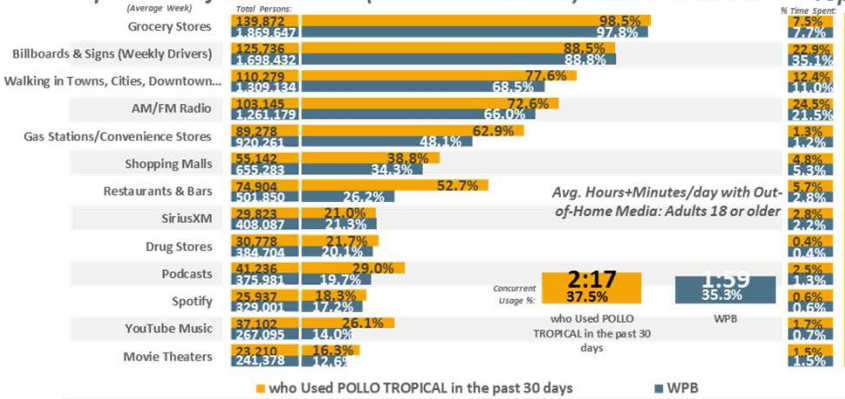
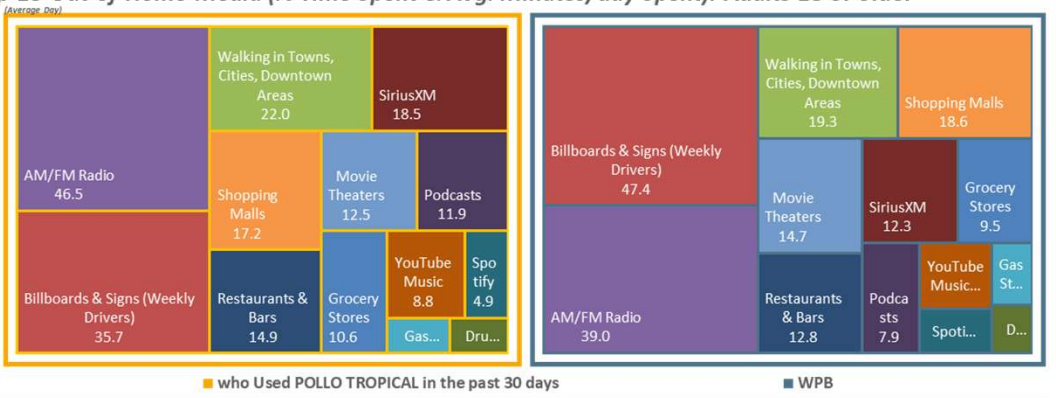
Sit-down restaurants used past 30 days: Ale House

125,736 or 88.5% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 35.7 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes/day.

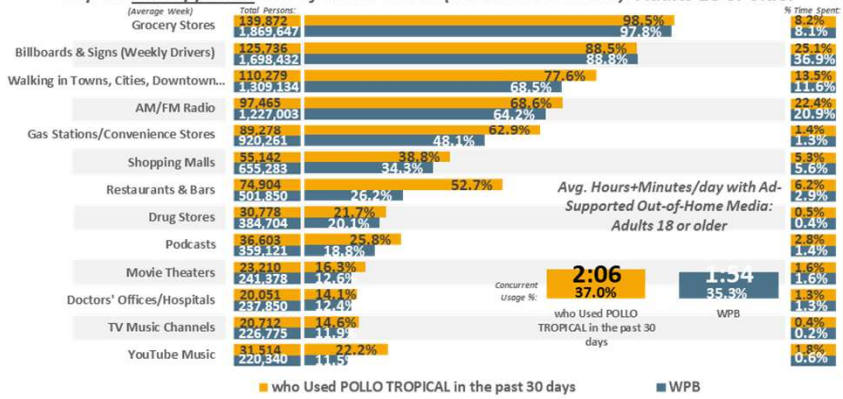
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



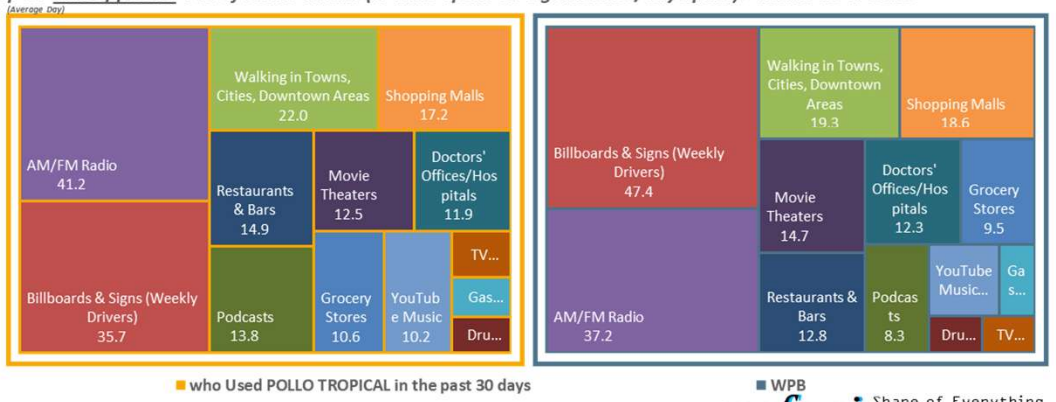
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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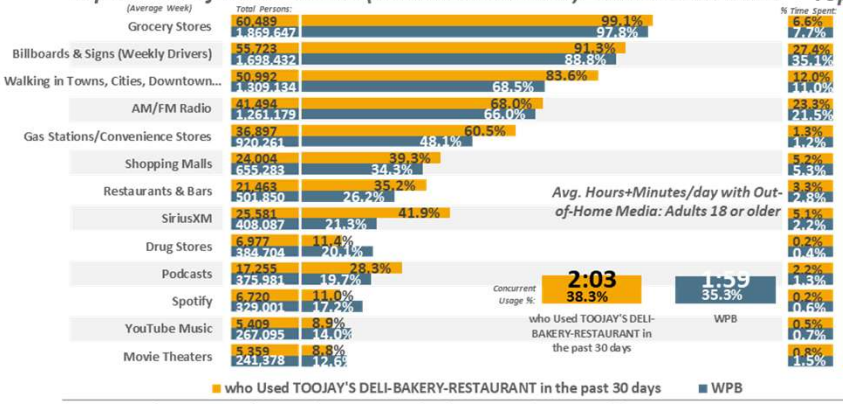
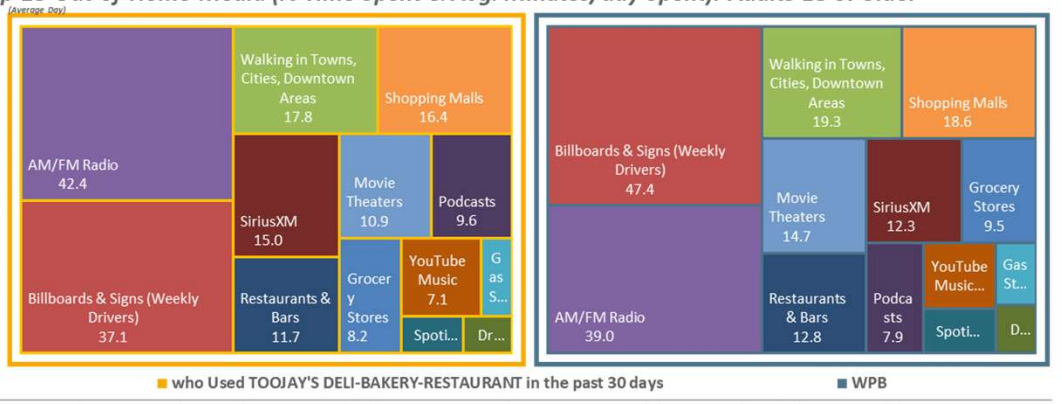
Quick service restaurants used past 30 days: Pollo Tropical

55,723 or 91.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 37.1 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minut

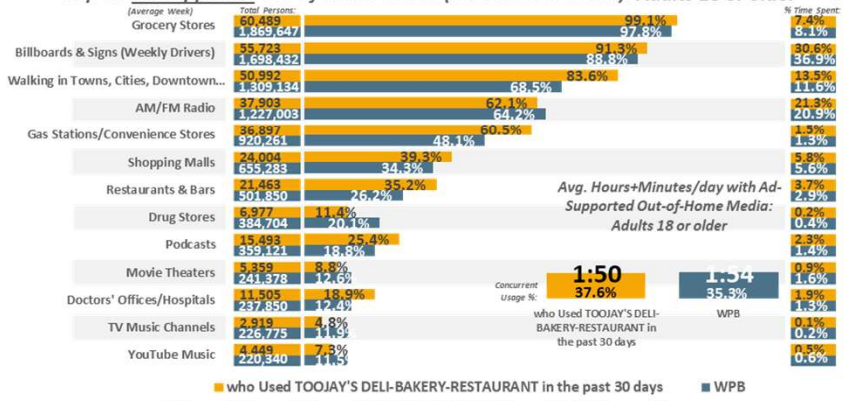
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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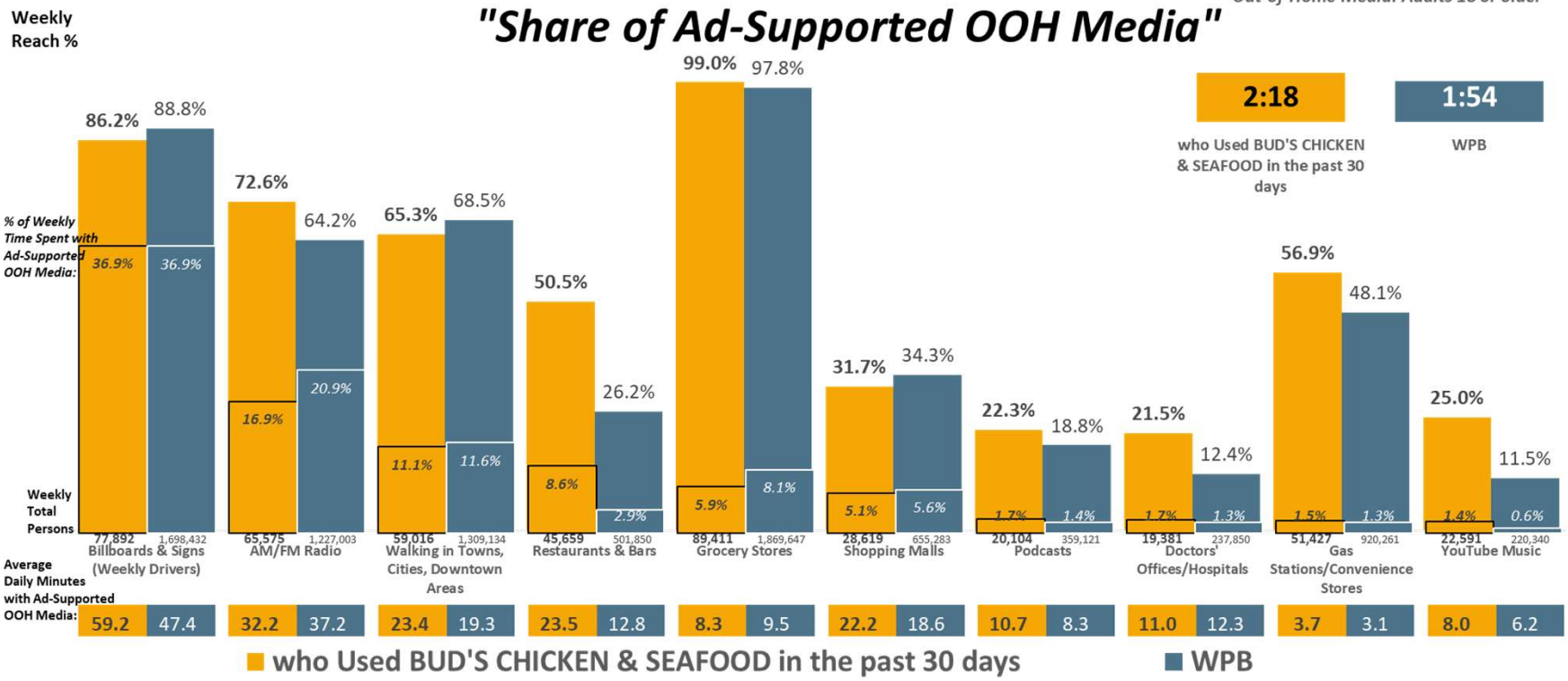
Sit-down restaurants used past 30 days: Too Jay's

77,892 or 86.2% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 59.2 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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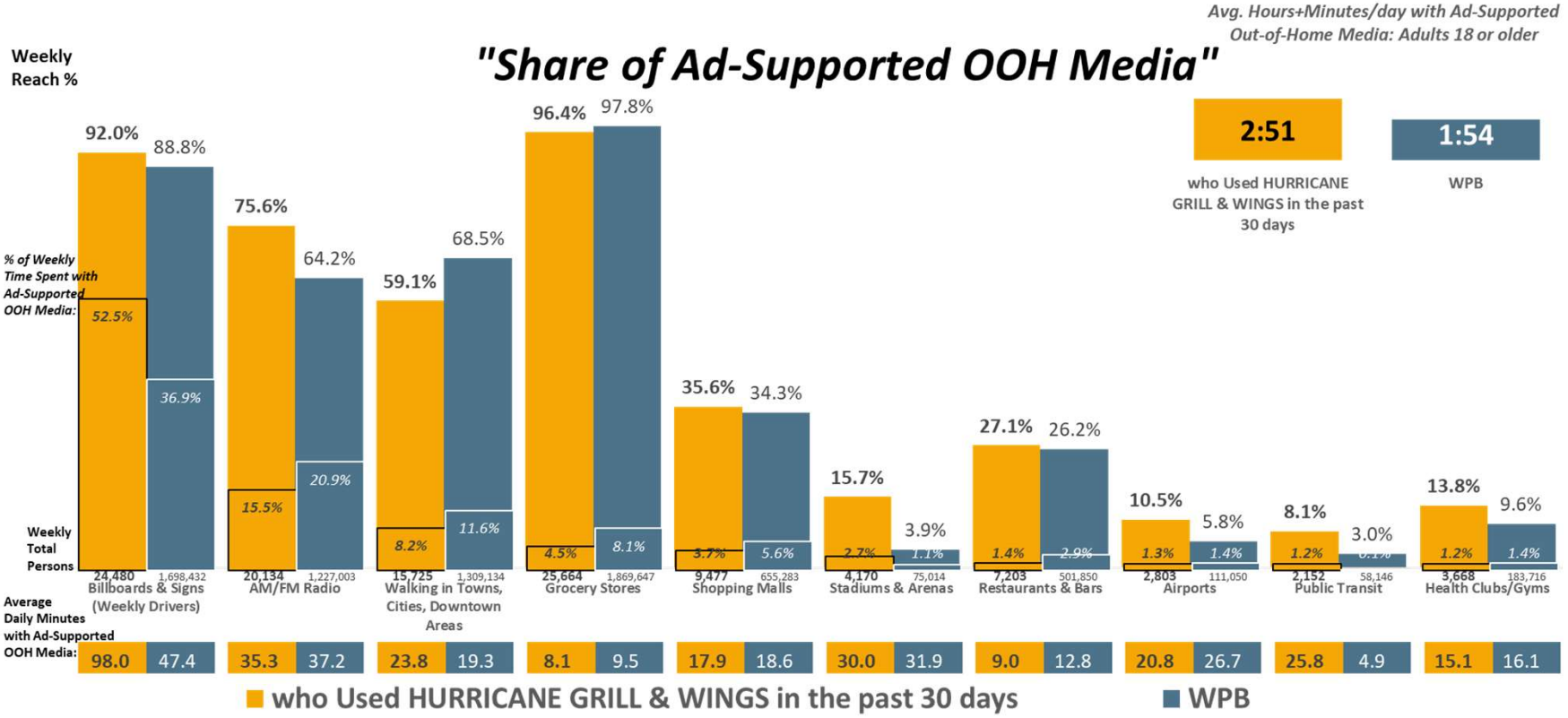
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

HURRICANE GRILL & WINGS WPB

24,480 or 92.% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an average of 98. minutes per day driving, seeing Billboards and Signs representing 52.5% of all Time Spent with Ad-Supported Out-of-Home Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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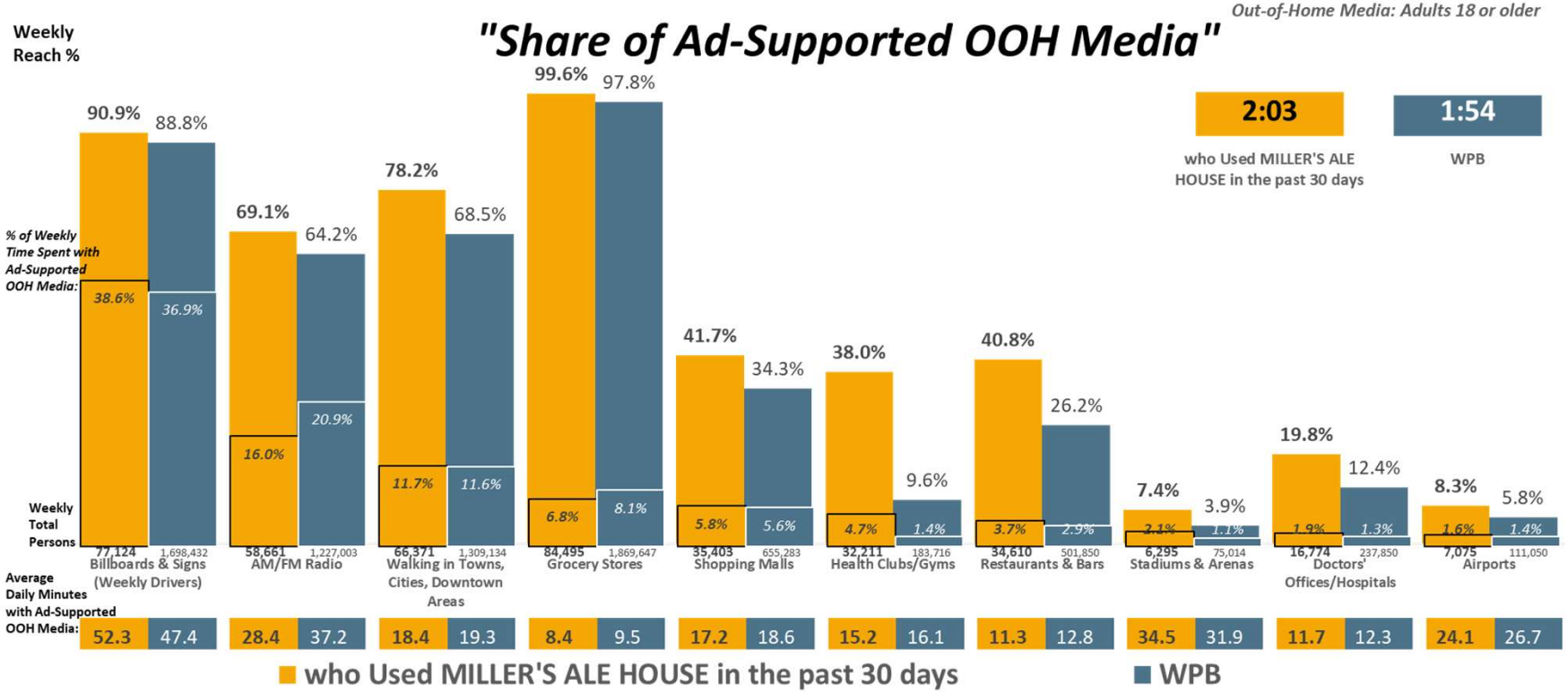
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

77,124 or 90.9% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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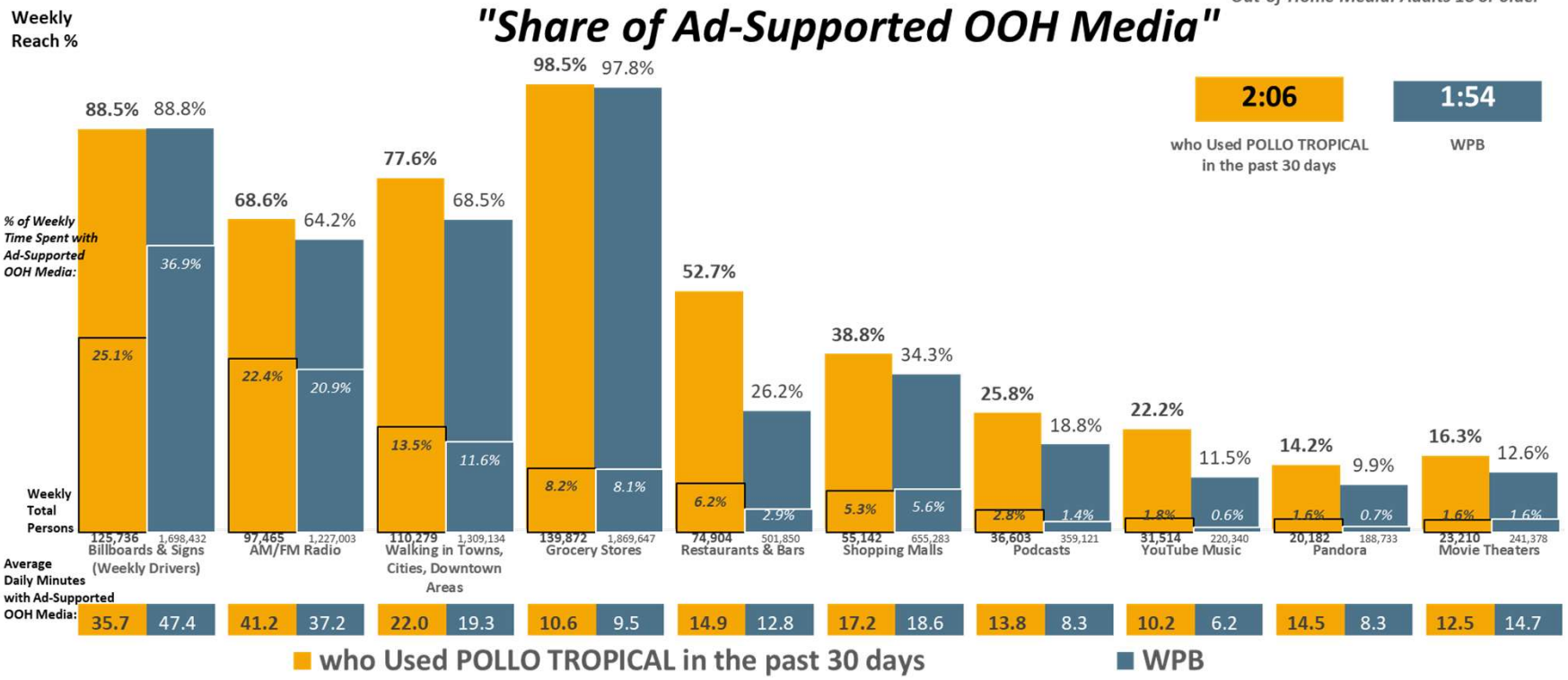
Sit-down restaurants used past 30 days: Ale House

125,736 or 88.5% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 35.7 minutes per day driving, seeing Billboards and Signs representing 25.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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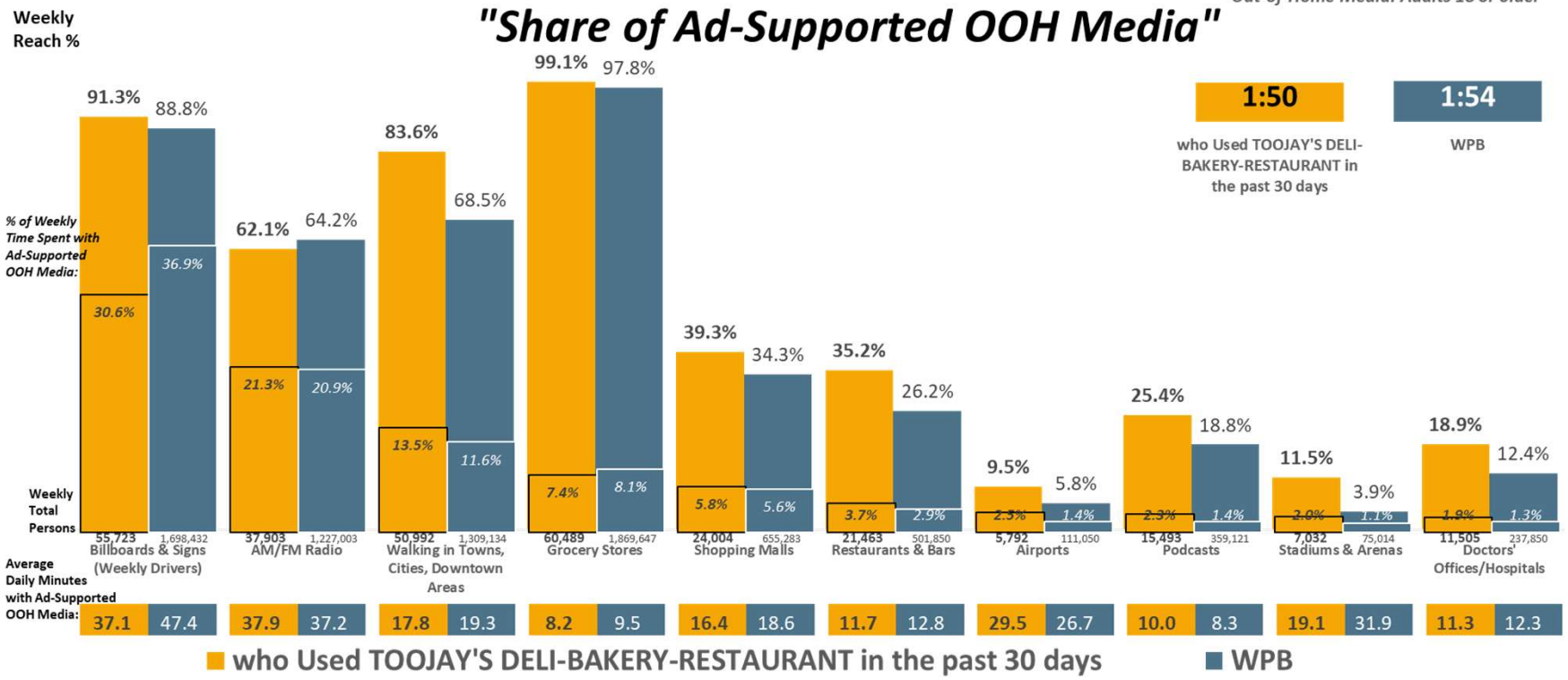
Quick service restaurants used past 30 days: Pollo Tropical

55,723 or 91.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 37.1 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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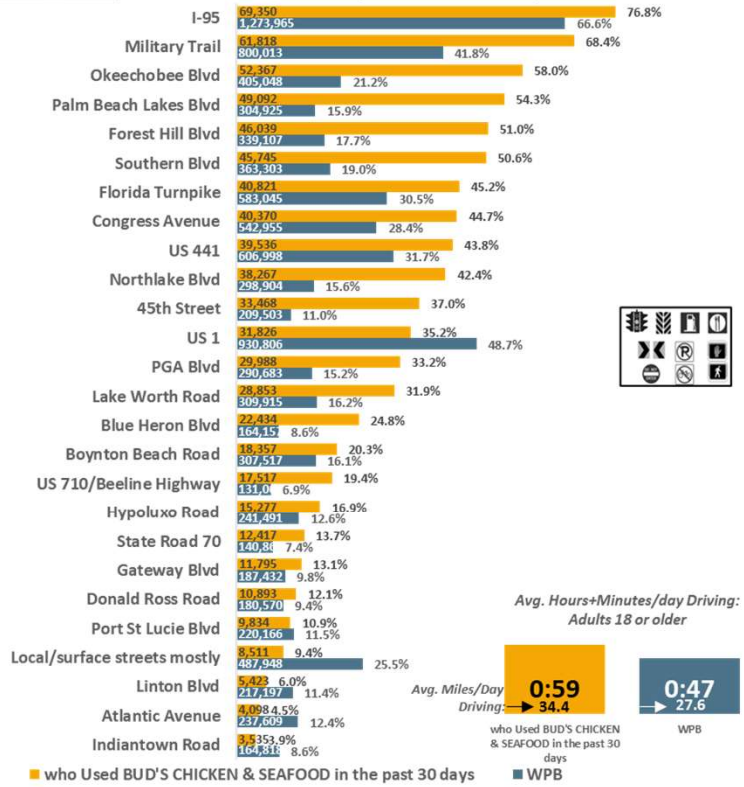
Sit-down restaurants used past 30 days: Too Jay's

77,892 or 86.2% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 59.2 minutes per day driving an average of 34.4 miles each day and are 240.8% more likely to use Palm Beach Lakes Blvd than the Metro average.

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



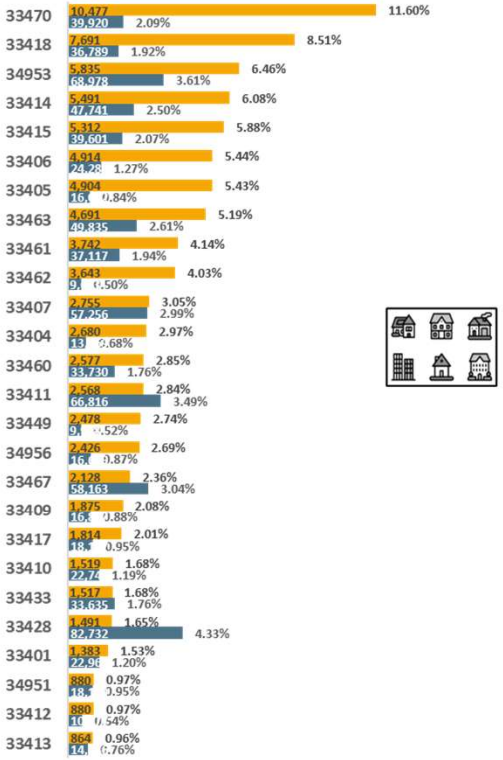
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 34.4

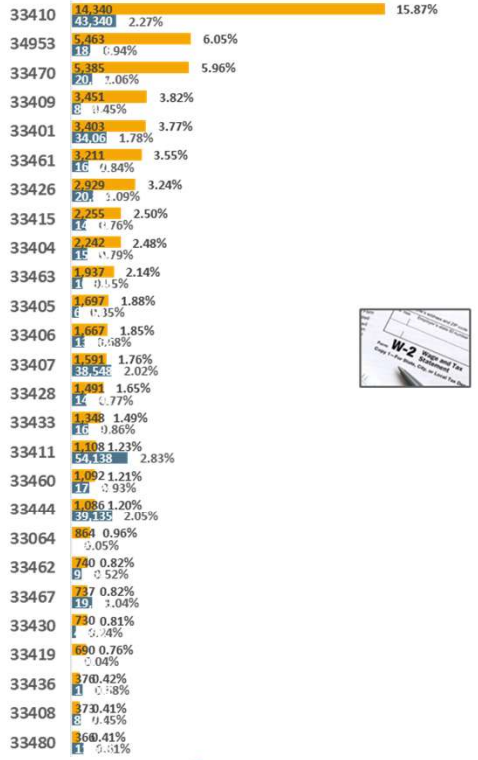
0:59 who Used BUD'S CHICKEN & SEAFOOD in the past 30 days

0:47 → 27.6 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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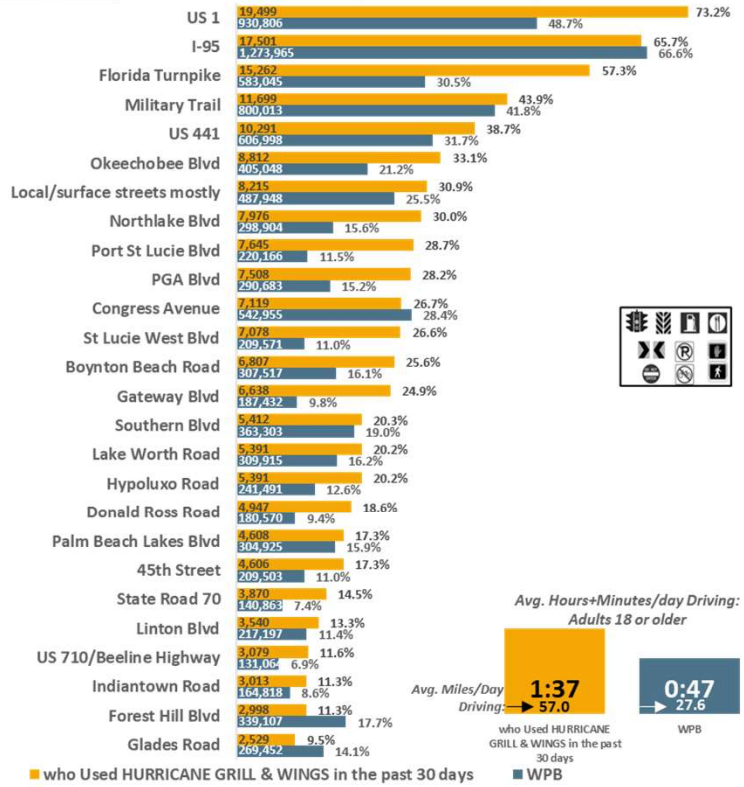
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

HURRICANE GRILL & WINGS | WPB

24,480 or 92.% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days spend an average of 98. minutes per day driving an average of 57. miles each day and are 154.4% more likely to use Gateway Blvd than the Metro average.

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



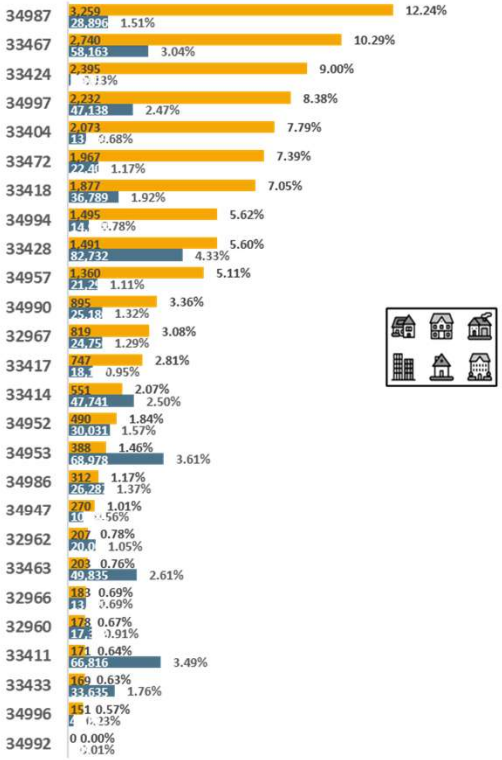
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 57.0

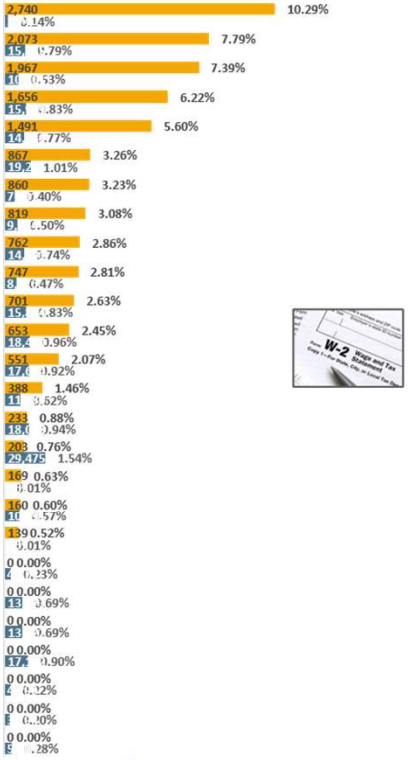
1:37 who Used HURRICANE GRILL & WINGS in the past 30 days

0:47 (27.6) WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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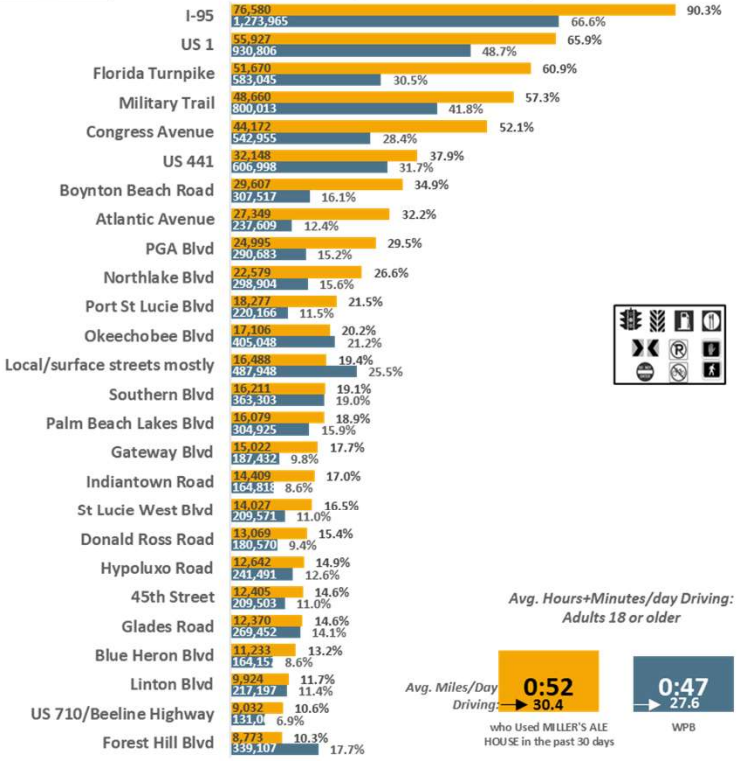
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

77,124 or 90.9% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 52.3 minutes per day driving an average of 30.4 miles each day and are 159.4% more likely to use Atlantic Avenue than the Metro average.

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



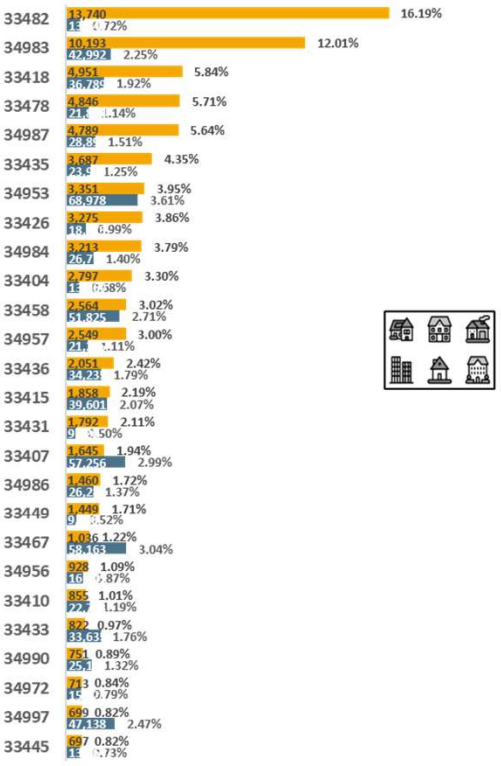
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 30.4

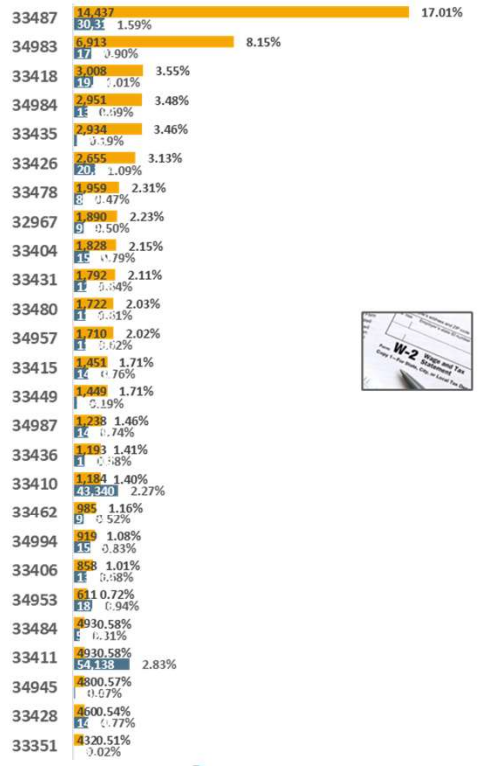
0:52 who Used MILLER'S ALE HOUSE in the past 30 days

0:47 → 27.6 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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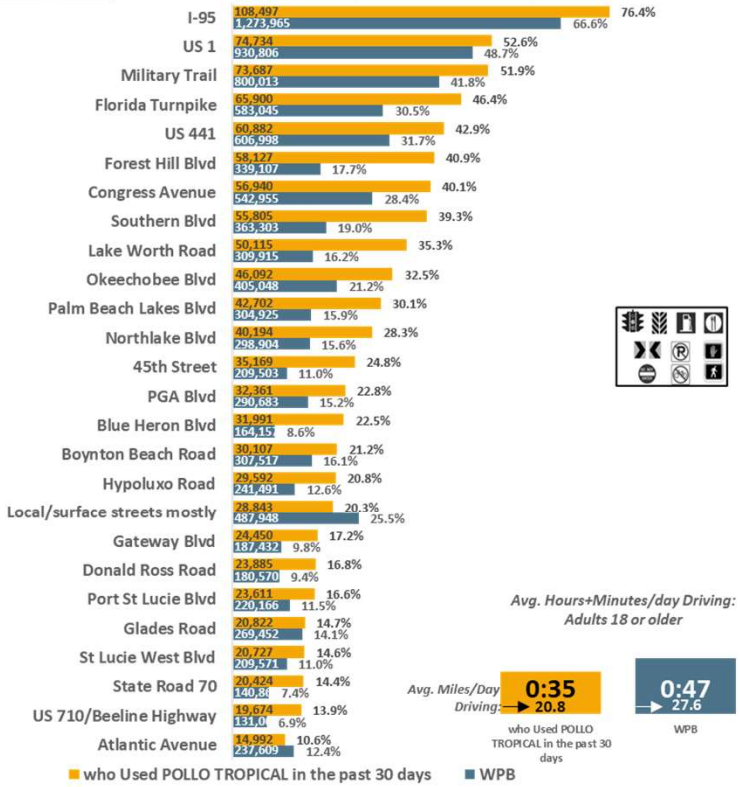
Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN — WPB

125,736 or 88.5% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 35.7 minutes per day driving an average of 20.8 miles each day and are 162.4% more likely to use Blue Heron Blvd than the Metro average.

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



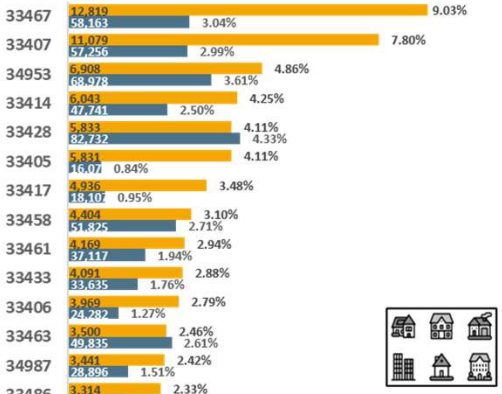
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 20.8

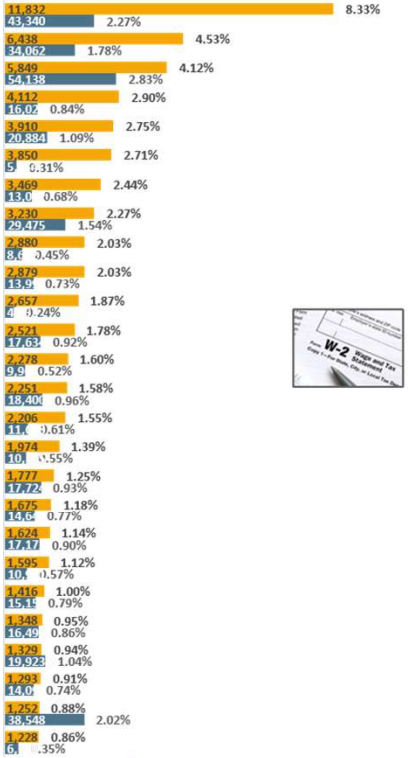
0:35 who Used POLLO TROPICAL in the past 30 days

0:47 (27.6) WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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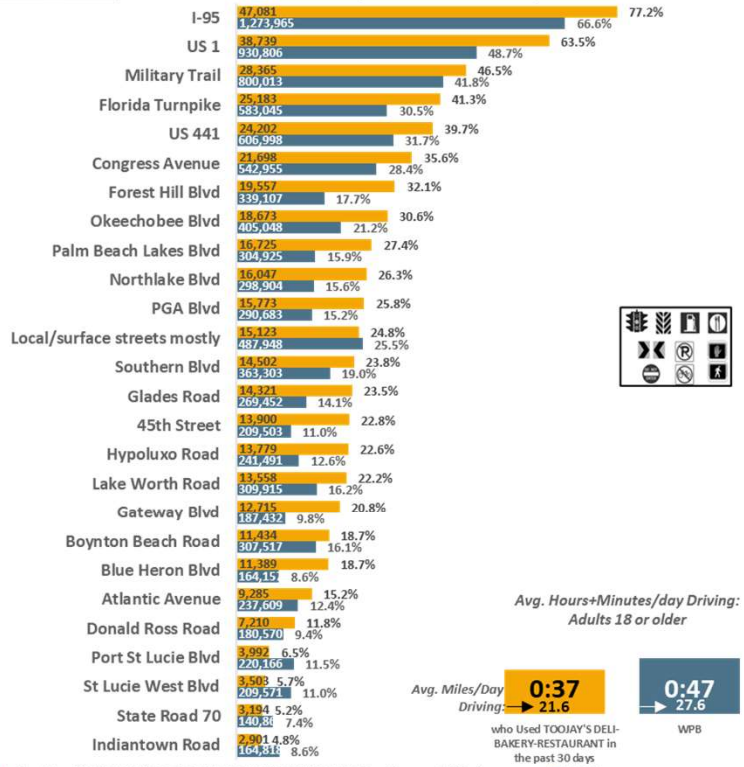
Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI · BAKERY · RESTAURANT

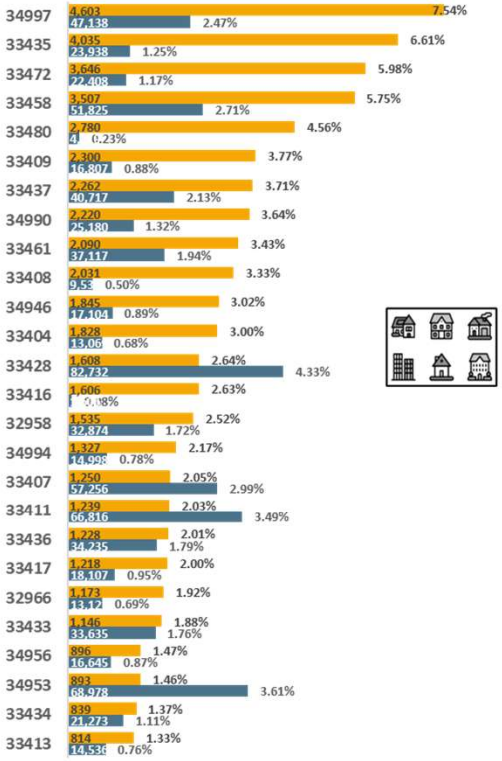
WPB

55,723 or 91.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 37.1 minutes per day driving an average of 21.6 miles each day and are 112.6% more likely to use Gateway Blvd than the Metro average.

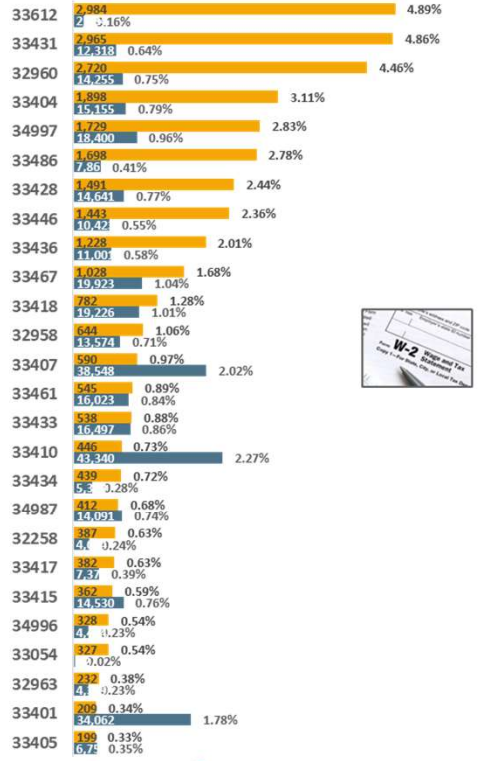
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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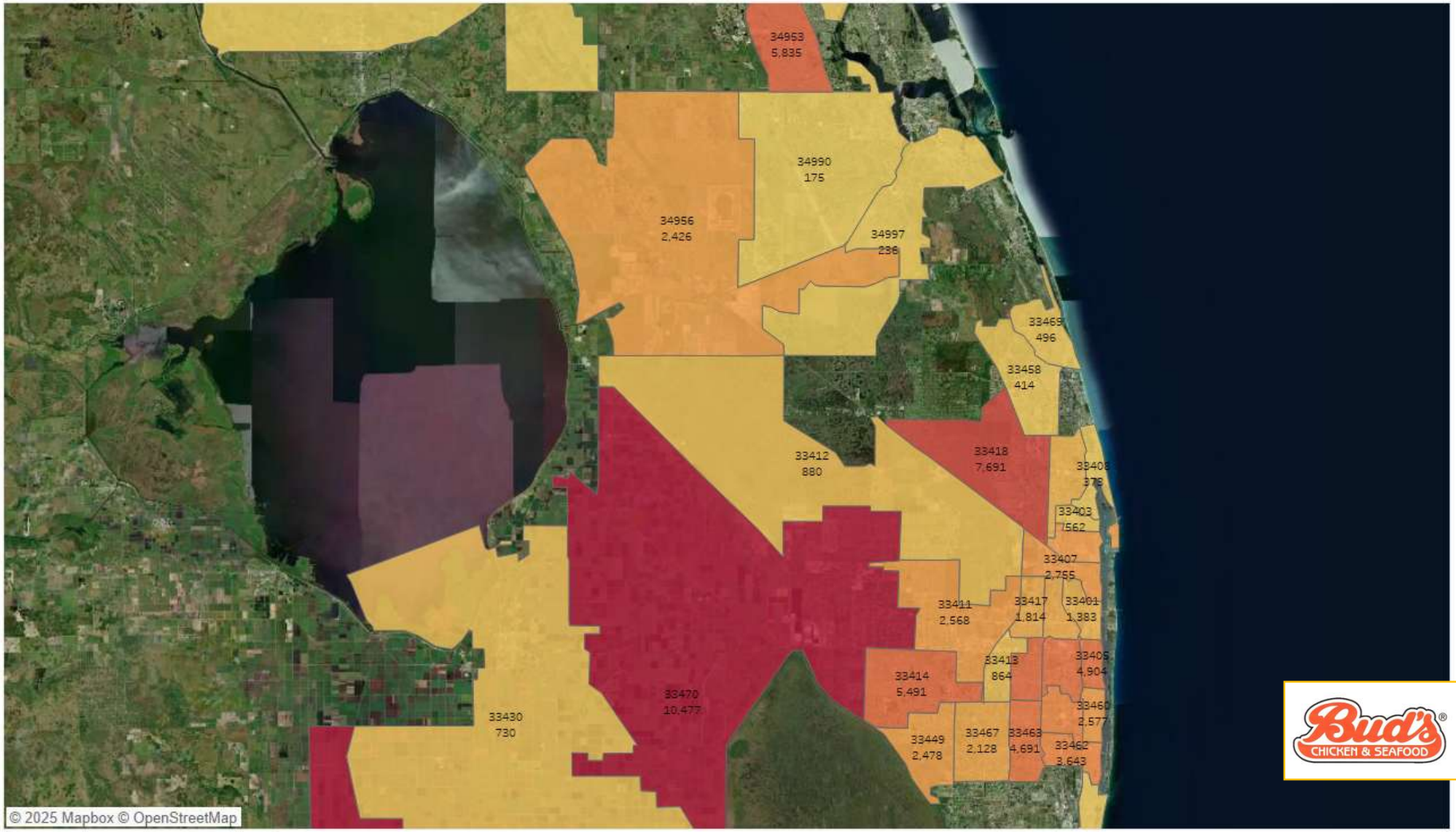
Sit-down restaurants used past 30 days: Too Jay's

Top Residential Zip Codes: (Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days)



SUM(Adults 18 or older ...

67 10,477

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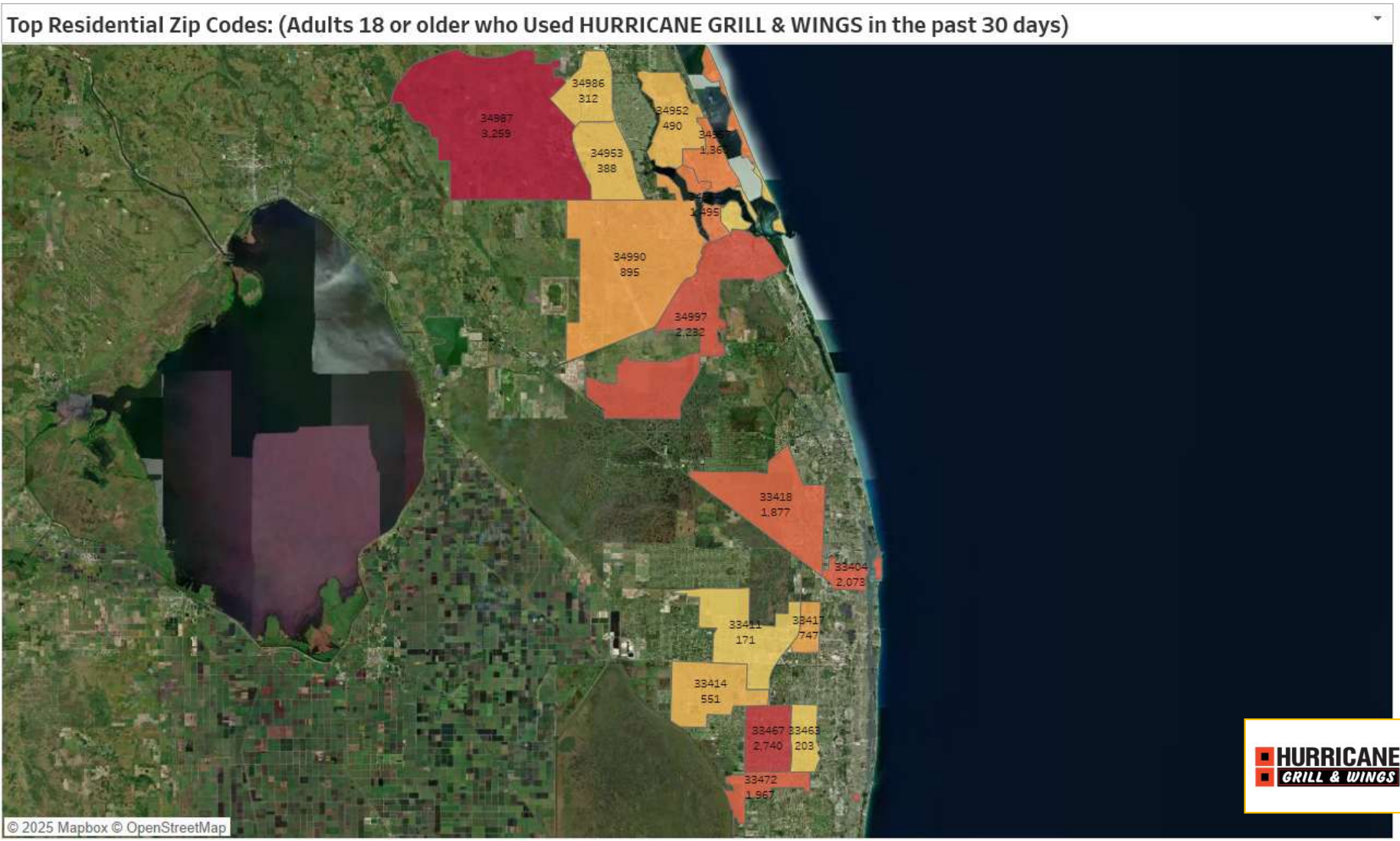
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Top Residential Zip Codes: (Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days)



SUM(Adults 18 or older ...
151 3,259

HURRICANE GRILL & WINGS WPB

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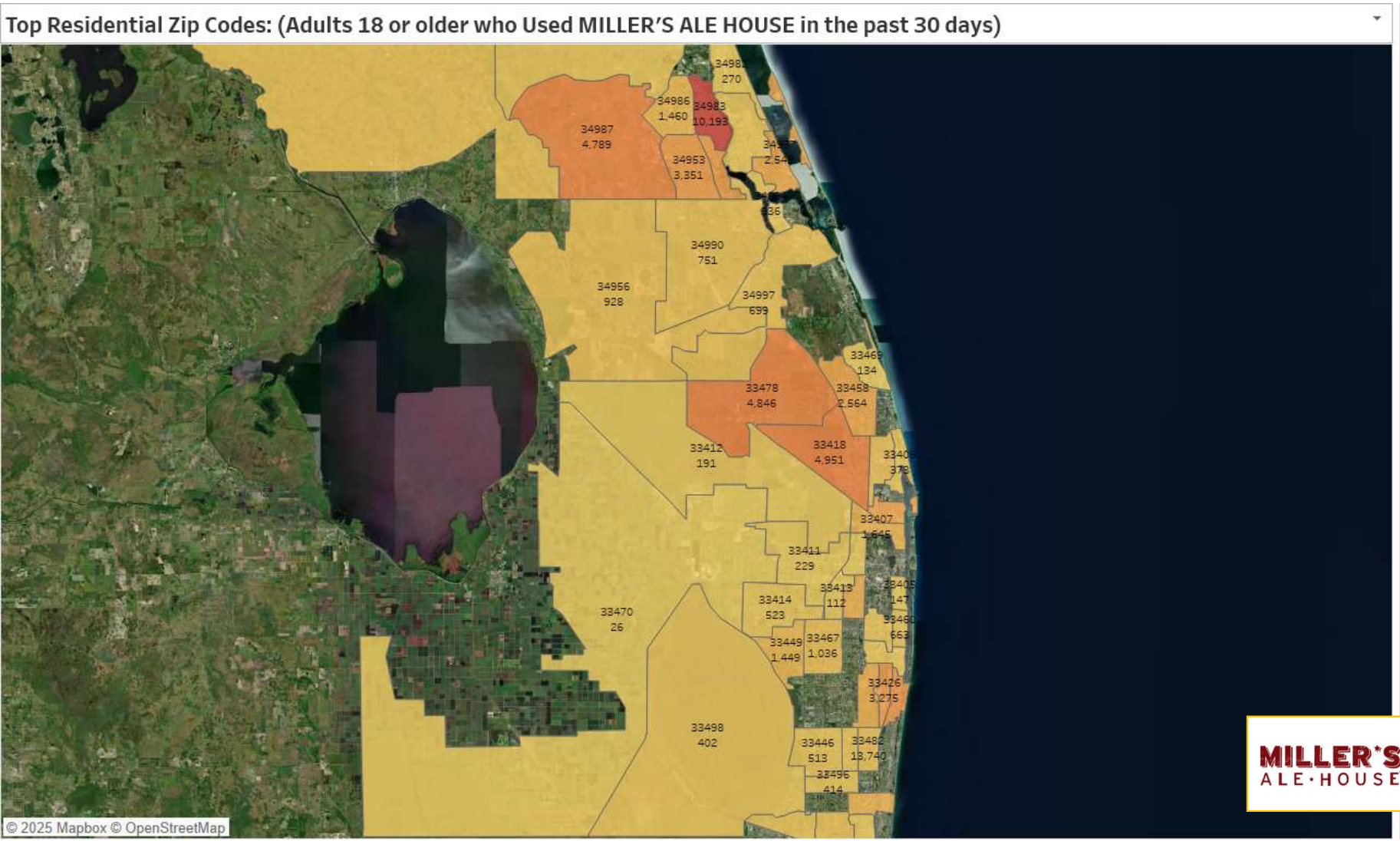
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

Top Residential Zip Codes: (Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days)



MILLER'S ALE·HOUSE WPB

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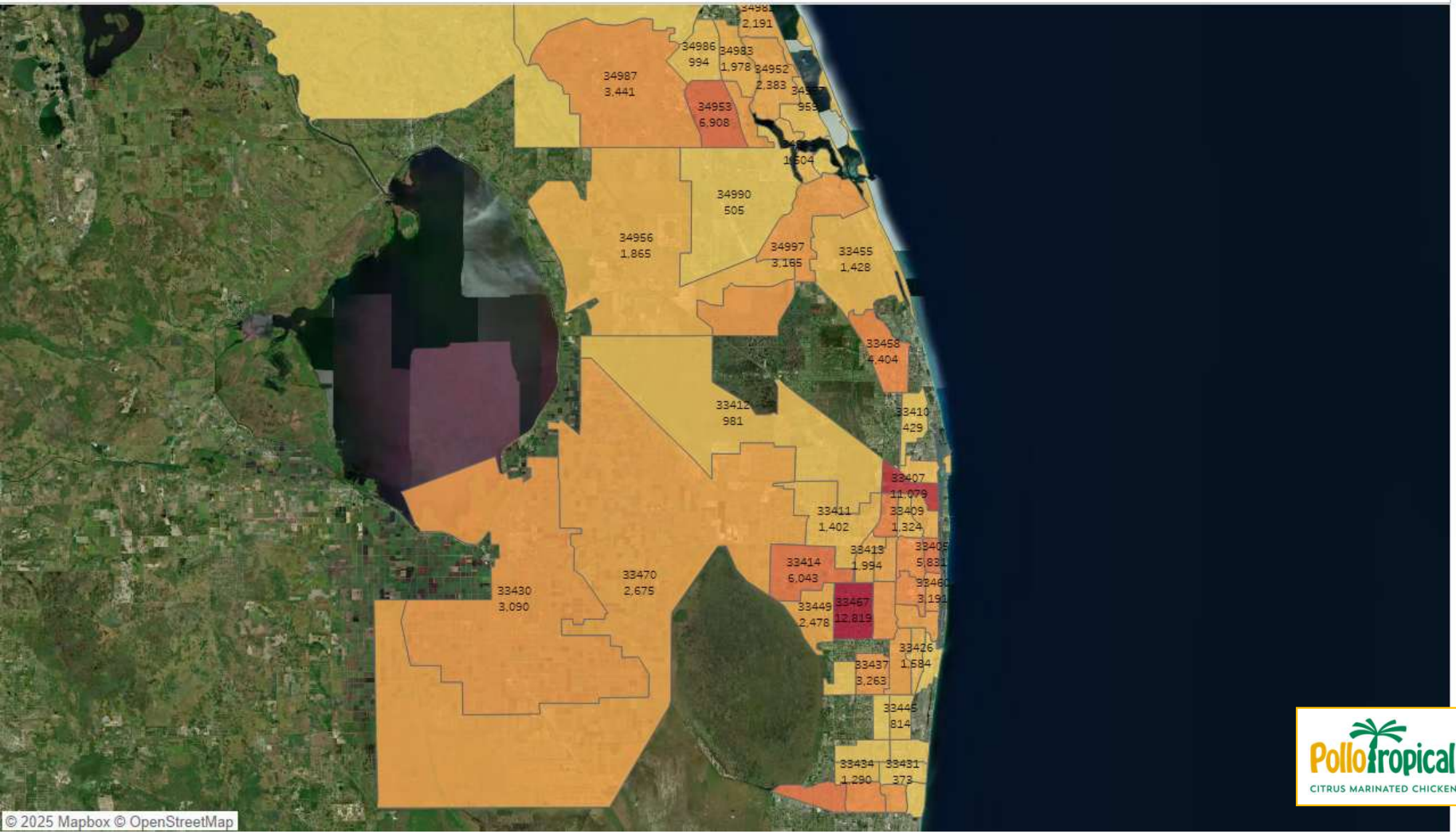
Sit-down restaurants used past 30 days: Ale House

Top Residential Zip Codes: (Adults 18 or older who Used POLLO TROPICAL in the past 30 days)



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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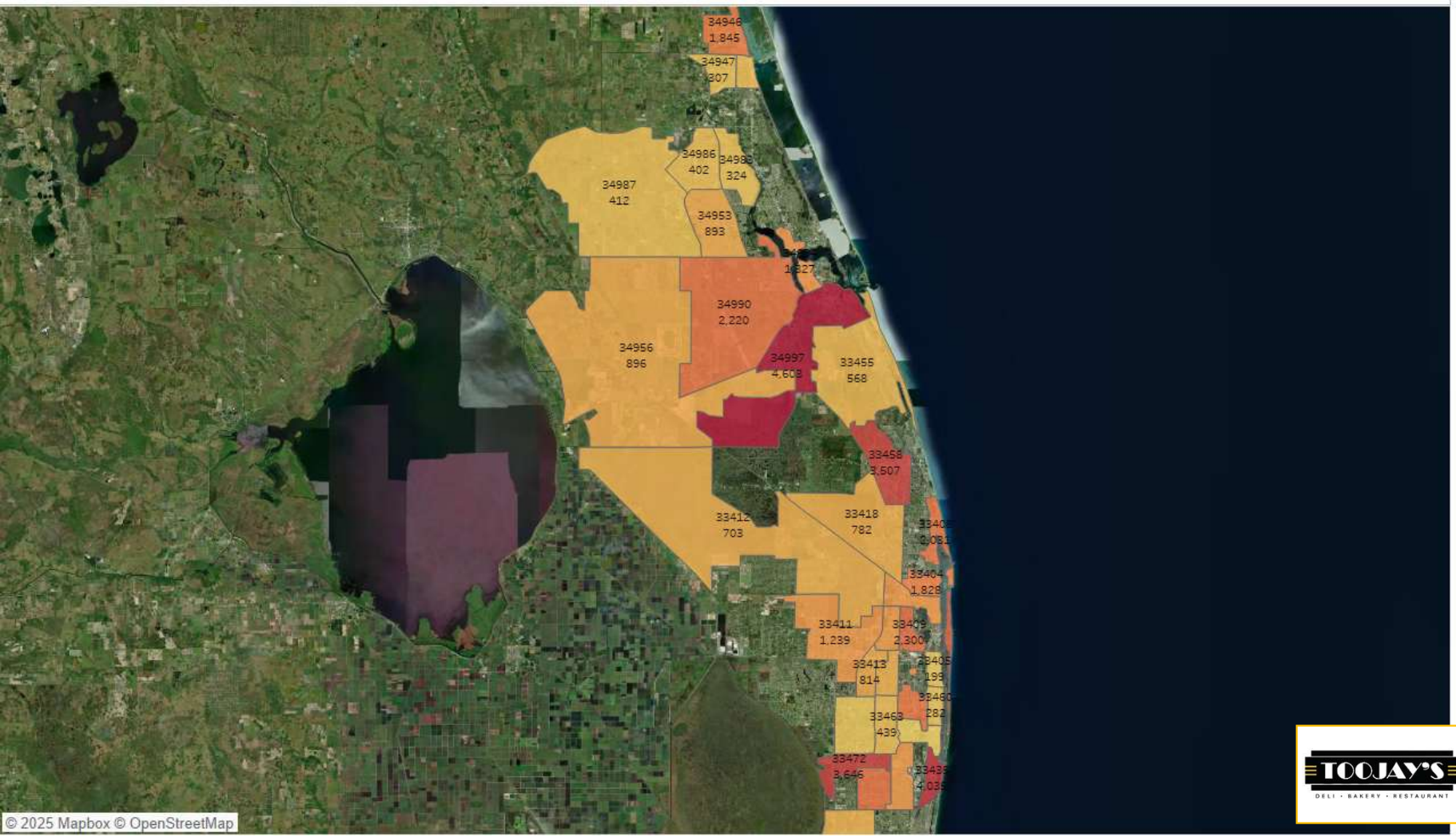
Quick service restaurants used past 30 days: Pollo Tropical

Top Residential Zip Codes: (Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days)



TOOJAY'S DELI · BAKERY · RESTAURANT

WPB

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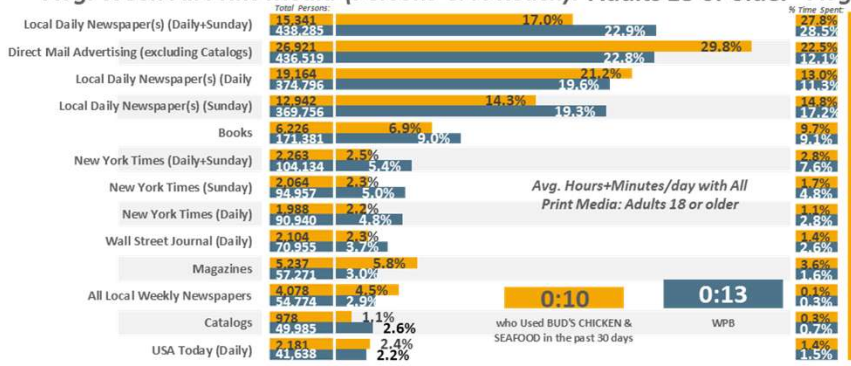
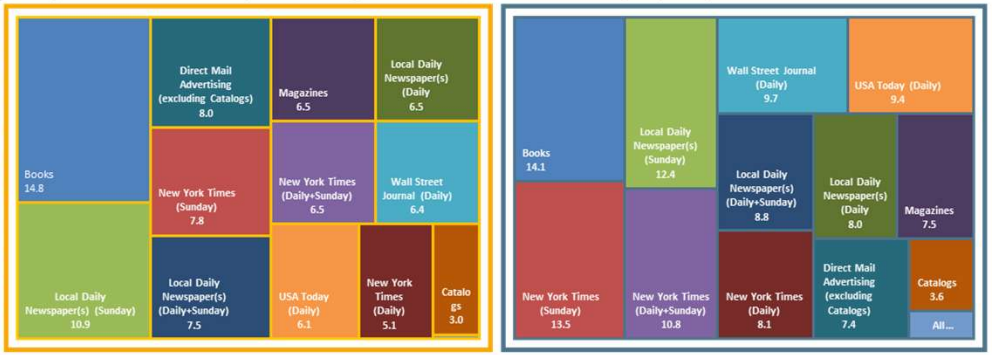
Sit-down restaurants used past 30 days: Too Jay's

15,341 or 17.% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 30.8% of all time spent daily with All forms of Print Media.

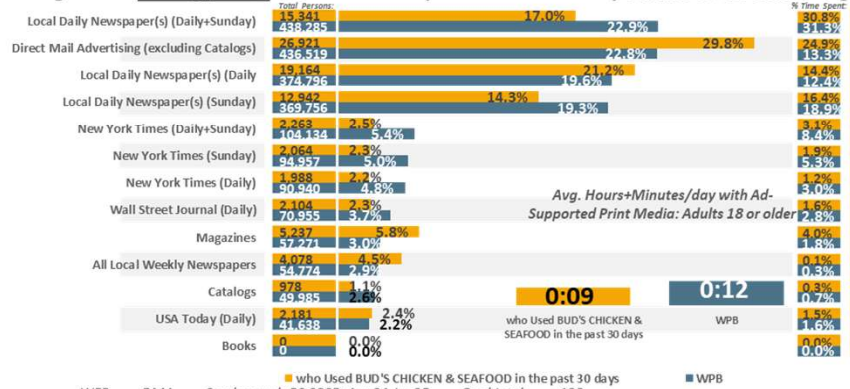
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 100

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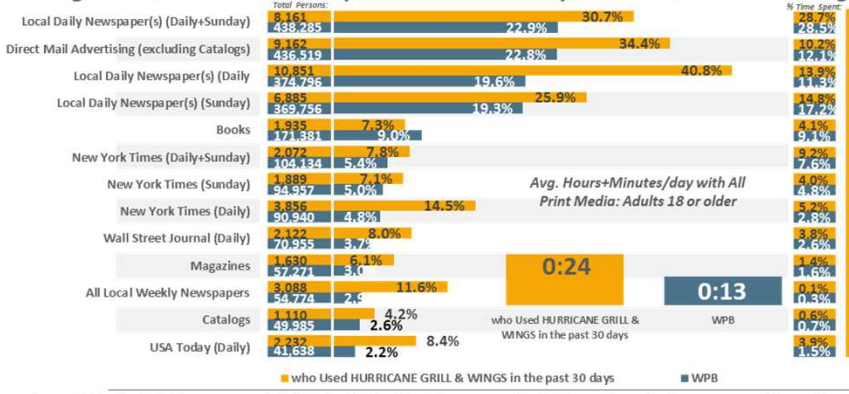
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

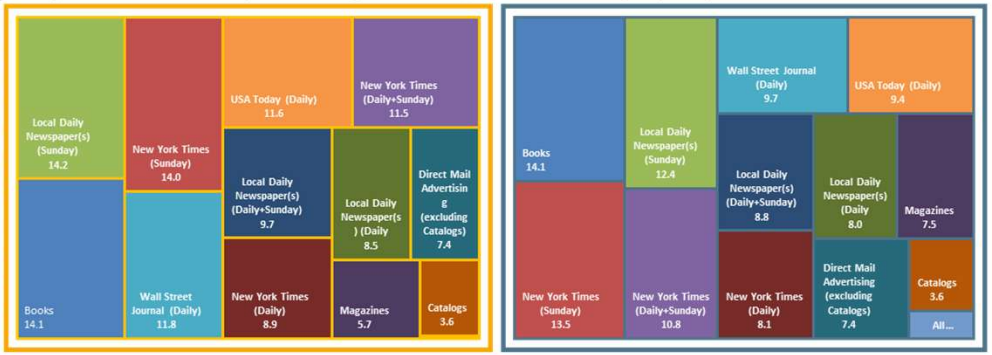
HURRICANE GRILL & WINGS WPB

8,161 or 30.7% of Adults 18 or older who Used HURRICANE GRILL & WINGS in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

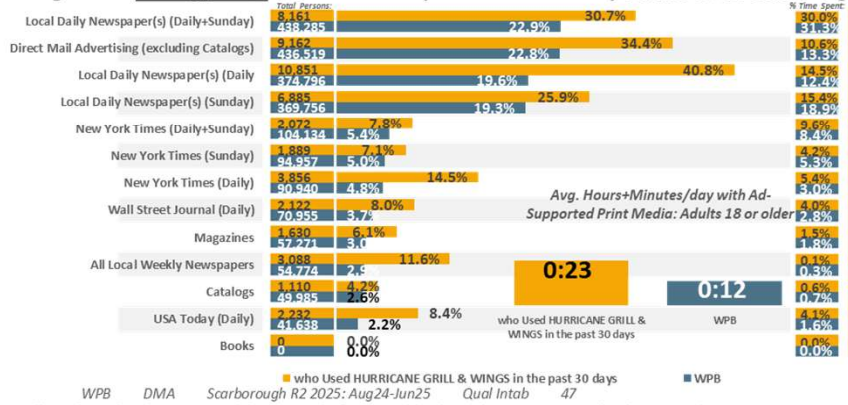
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



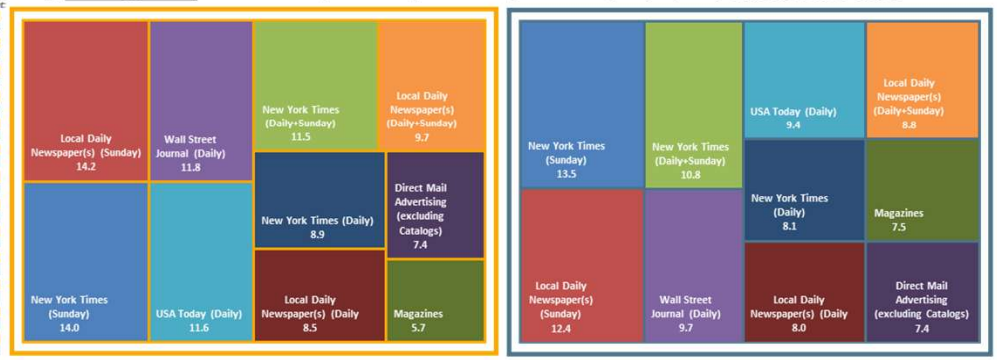
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 47

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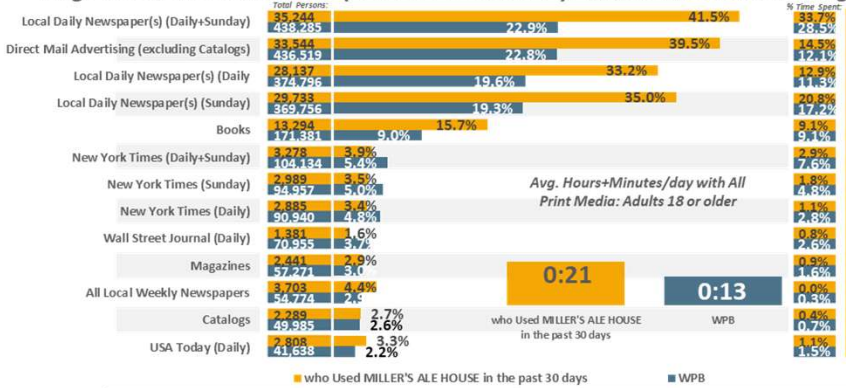
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

35,244 or 41.5% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 37.% of all time spent daily with All forms of Print Media.

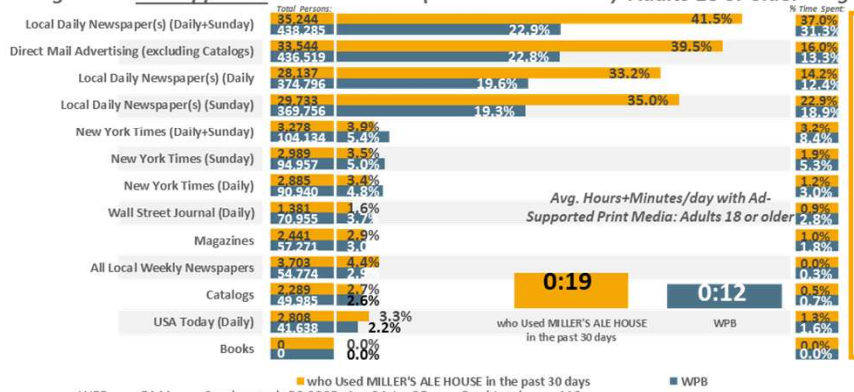
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



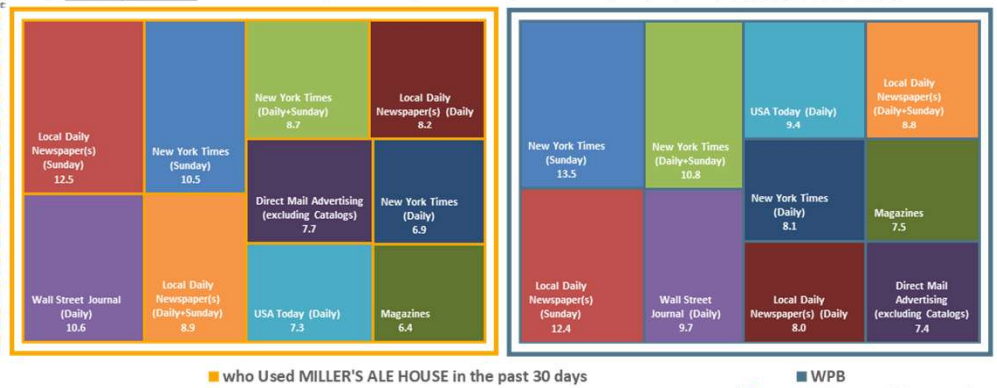
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 112

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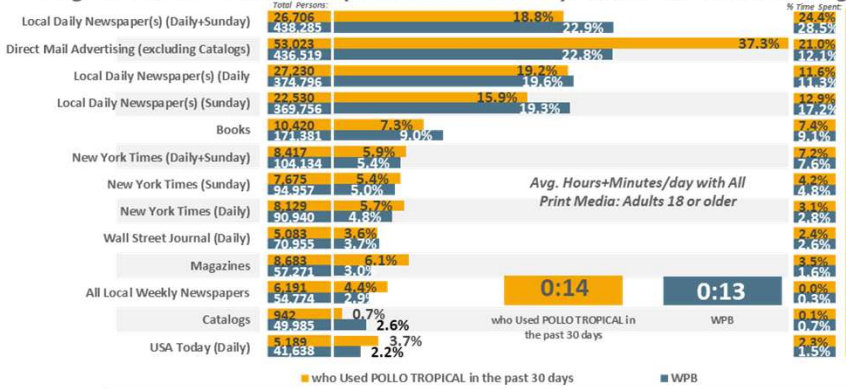
Sit-down restaurants used past 30 days: Ale House

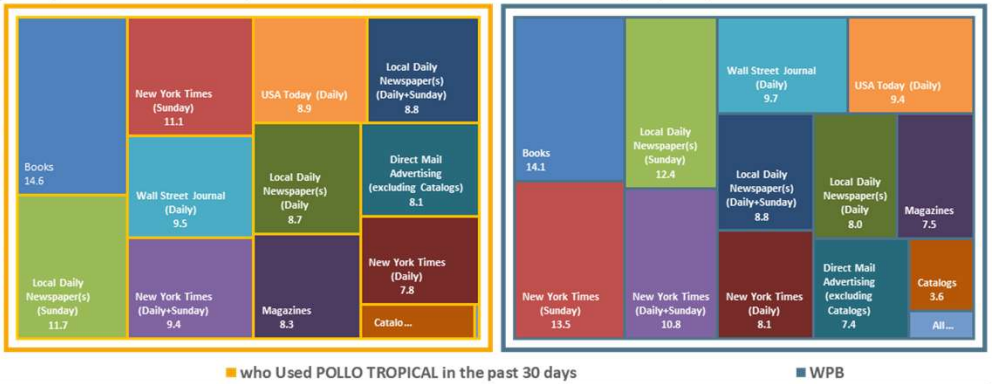
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

26,706 or 18.8% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

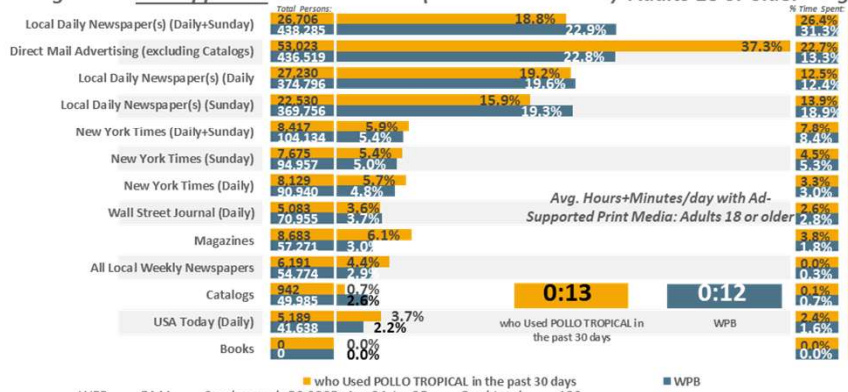
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



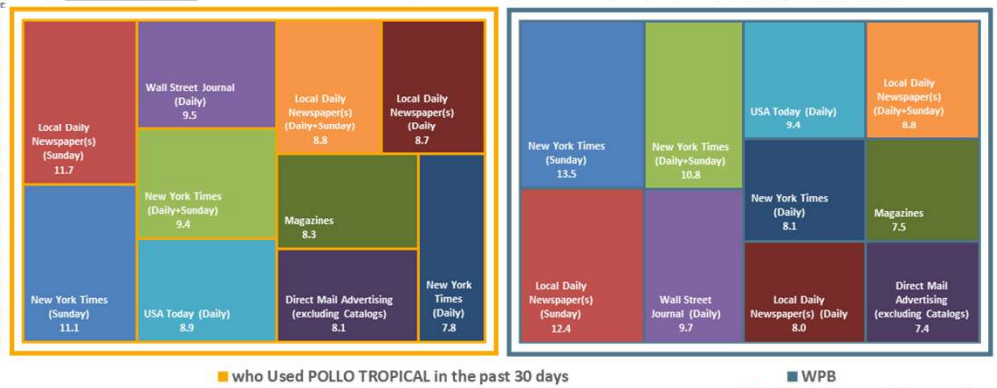
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 192

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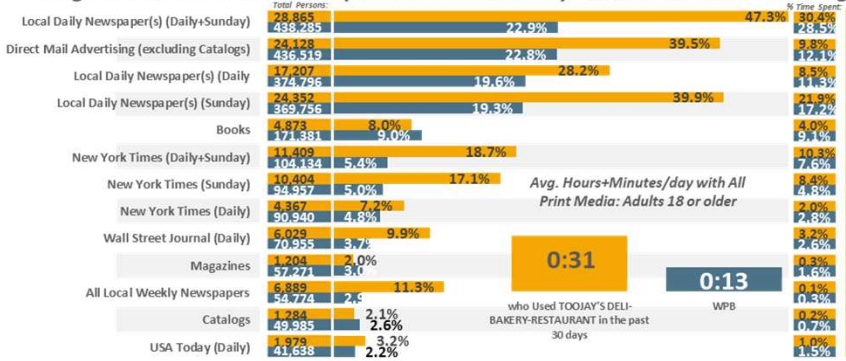
Quick service restaurants used past 30 days: Pollo Tropical

28,865 or 47.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 31.7% of all time spent daily with All forms of Print Me

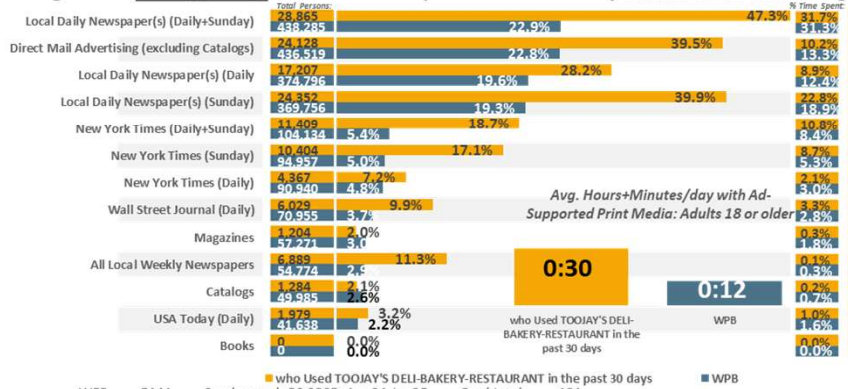
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



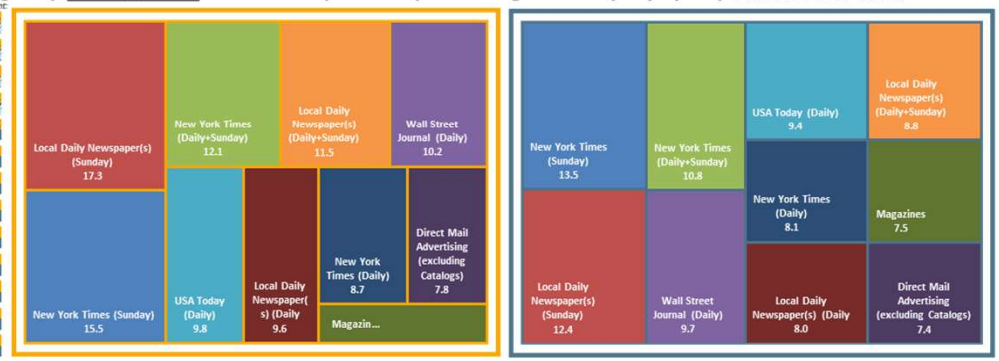
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 101

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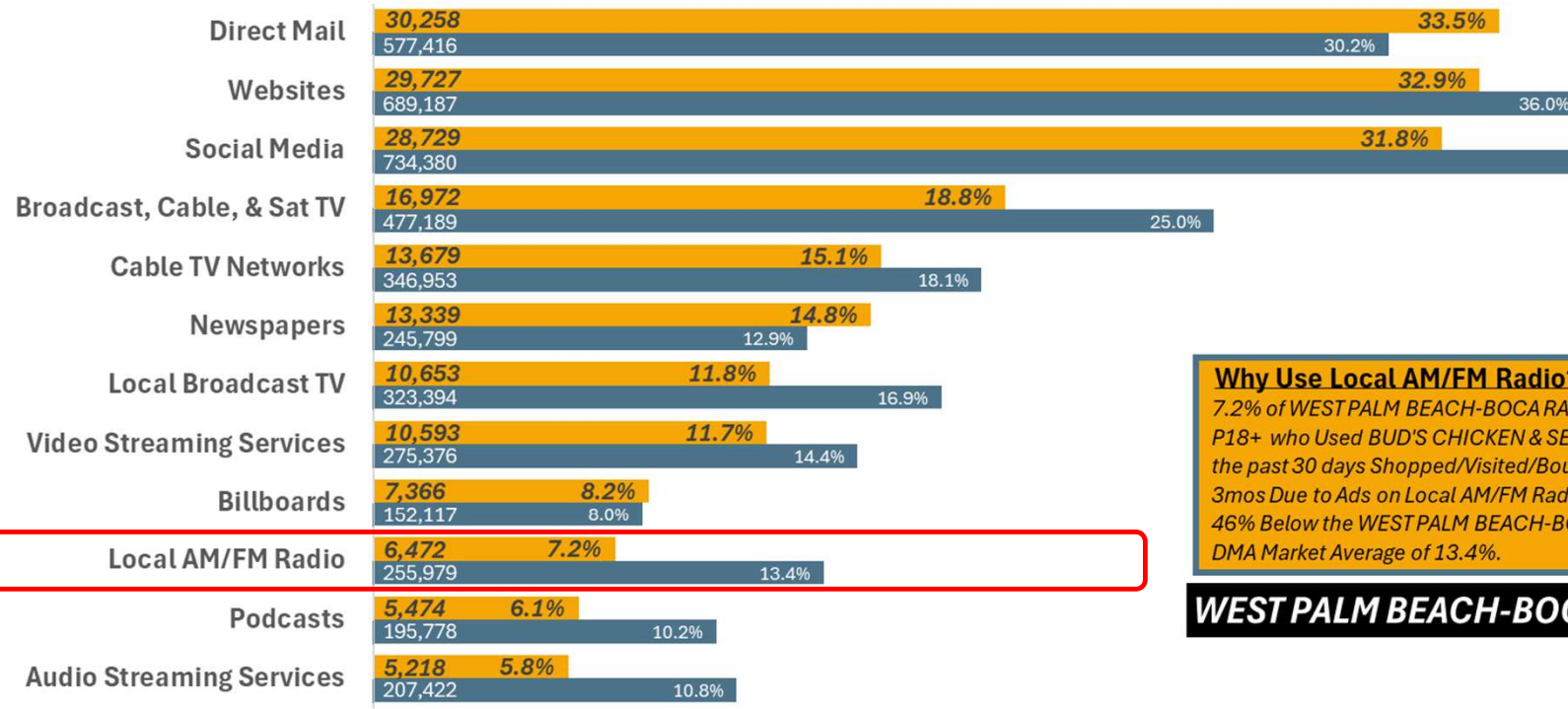
Sit-down restaurants used past 30 days: Too Jay's

"Advertising Actions"

P18+ who Used BUD'S CHICKEN & SEAFOOD in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

7.2% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used BUD'S CHICKEN & SEAFOOD in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -46% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA ScarboroughR2 2025: Aug24-Jun25 Qual Intab: 100

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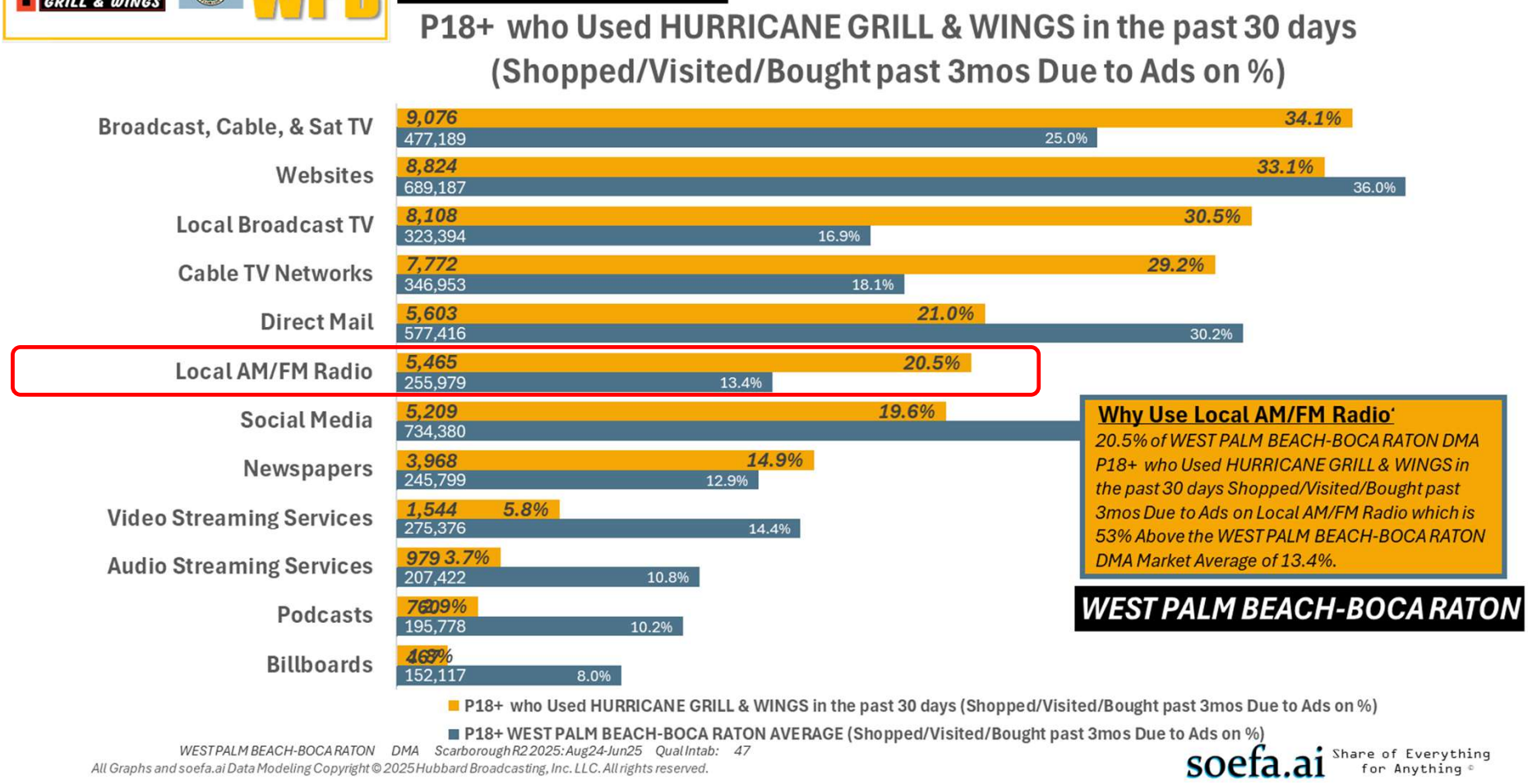
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

HURRICANE GRILL & WINGS WPB

"Advertising Actions"



Why Use Local AM/FM Radio'

20.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used HURRICANE GRILL & WINGS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 53% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 47

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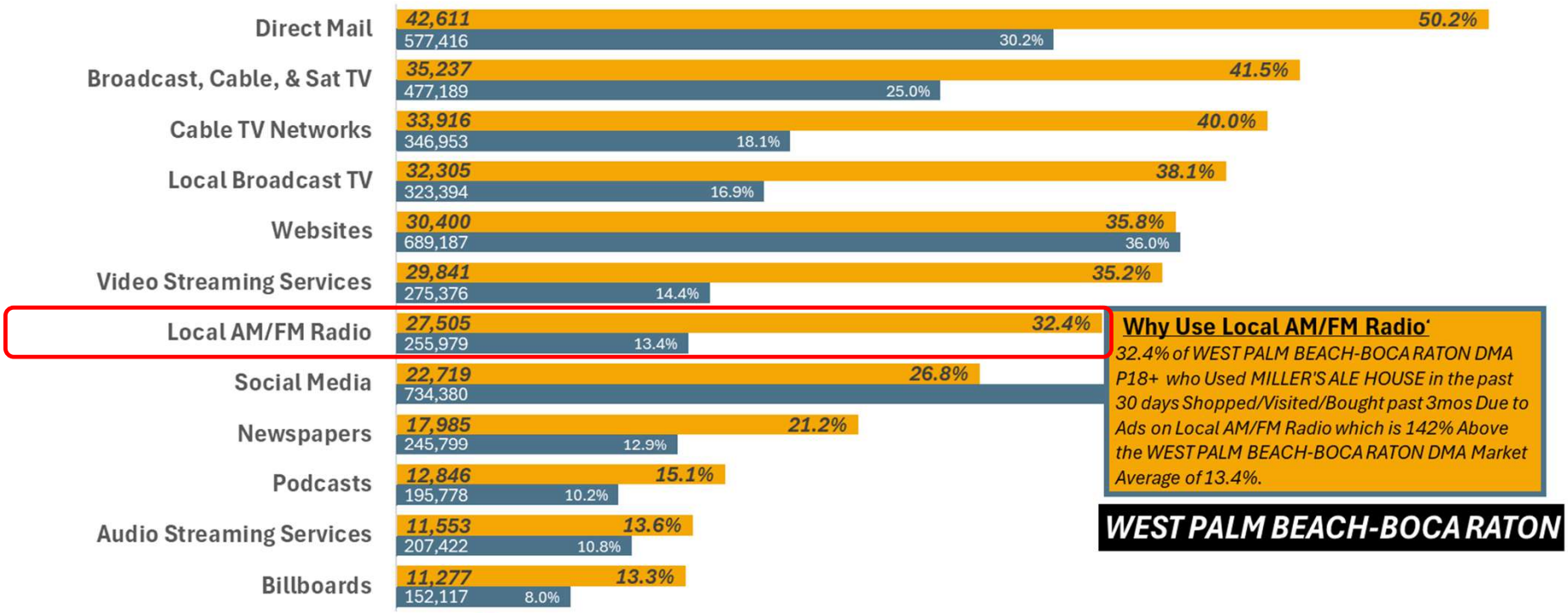
Sit-down restaurants used past 30 days: Hurricane Grill & Wings

MILLER'S ALE·HOUSE WPB

"Advertising Actions"

P18+ who Used MILLER'S ALE HOUSE in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

32.4% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used MILLER'S ALE HOUSE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 142% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 112

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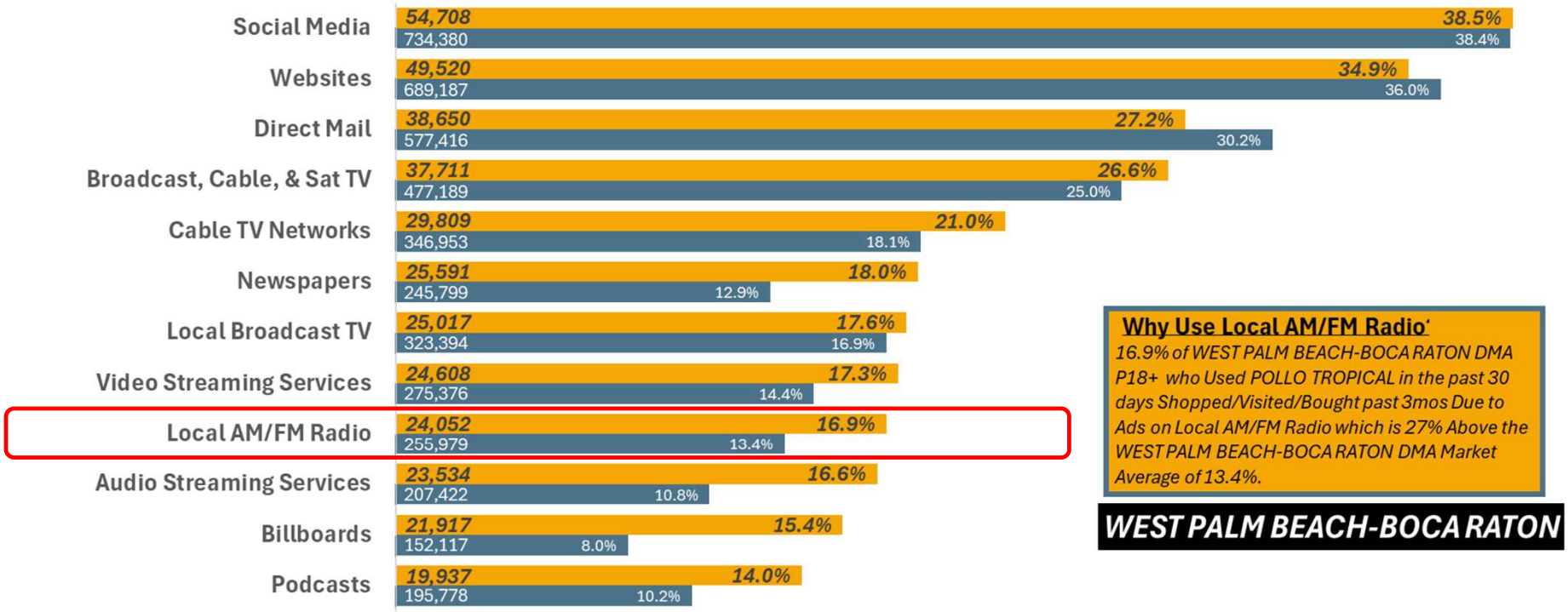
Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN WPB

"Advertising Actions"

P18+ who Used POLLO TROPICAL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

16.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used POLLO TROPICAL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA ScarboroughR2 2025: Aug24-Jun25 Qual Intab: 192

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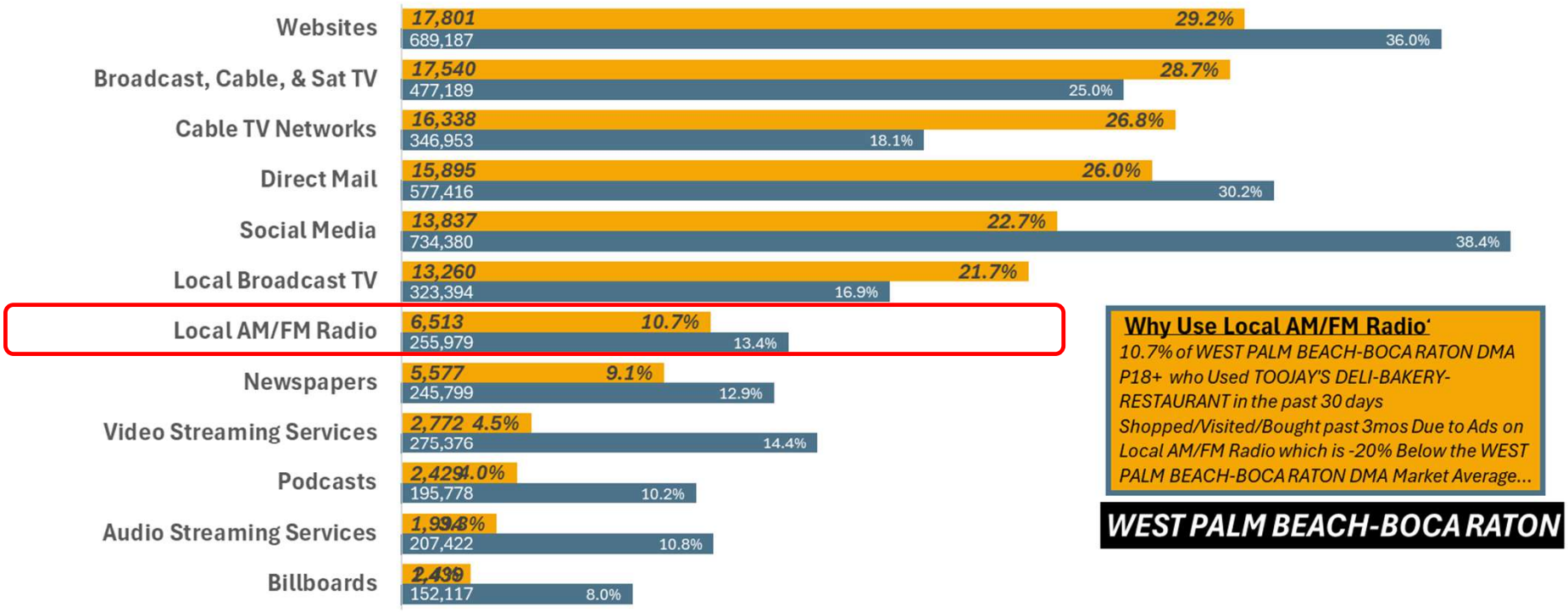
Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI · BAKERY · RESTAURANT WPB

"Advertising Actions"

P18+ who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

10.7% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA ScarboroughR2 2025:Aug24-Jun25 Qual Intab: 101

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Sit-down restaurants used past 30 days: Too Jay's