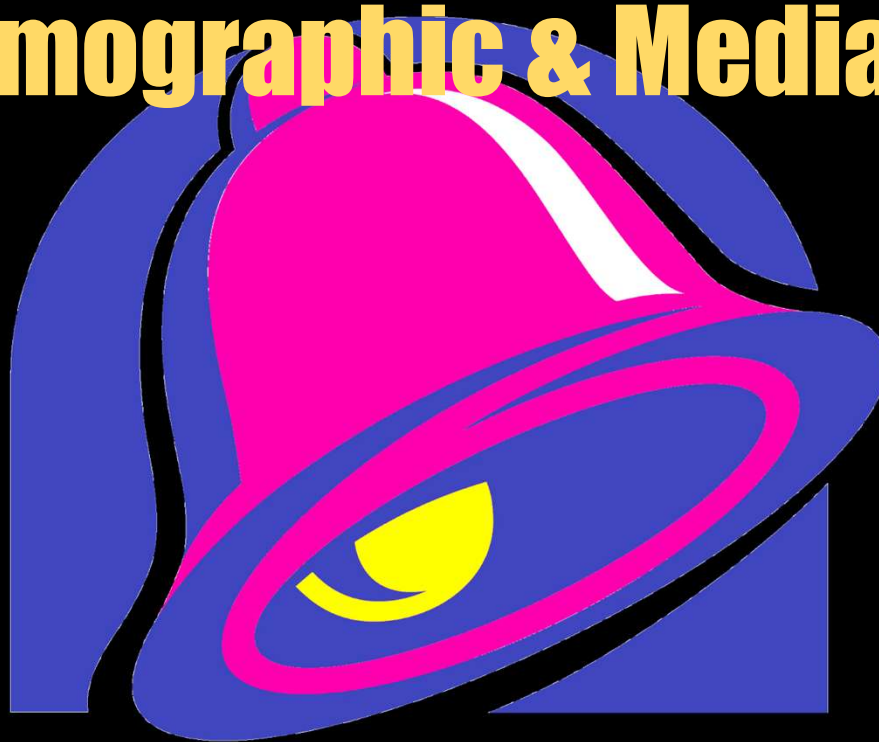
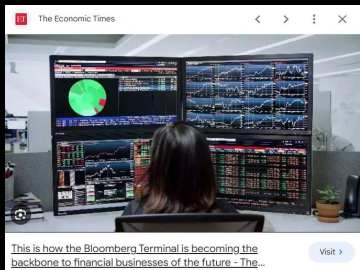


# USA+4 DMAs – P18+ who Used TACO BELL One or More Times in the past 30 days!

## Complete Demographic & Media Use Profiles



Complete Demographic,  
Psychographic, and Total  
Media Usage Profiles of **USA**,  
**CHICAGO**, **WASHINGTON, DC**,  
**SEATTLE-TACOMA** and  
**PHOENIX DMA** P18+ who  
Used TACO BELL One or More  
Times in the past 30 days as  
of August 31, 2025.



# TACO BELL® P18+

**Yum!**

**Vanguard® BlackRock®**

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

Quick service restaurants used past 30 days: Taco Bell





16.5% or 43,293,542 of USA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Typical Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 44.9 years old (7.8% younger than average) and have a \$108,031 (5.0% lower than average) annual household income.

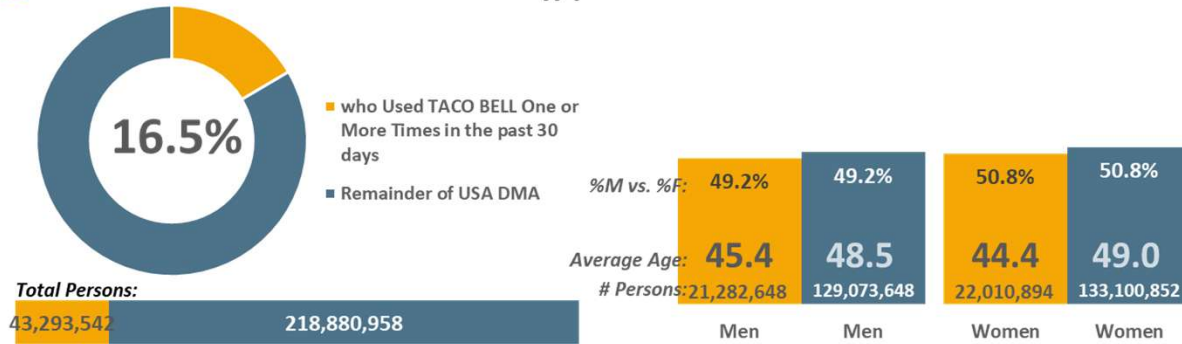


Percent of Market: Adults 18 or older

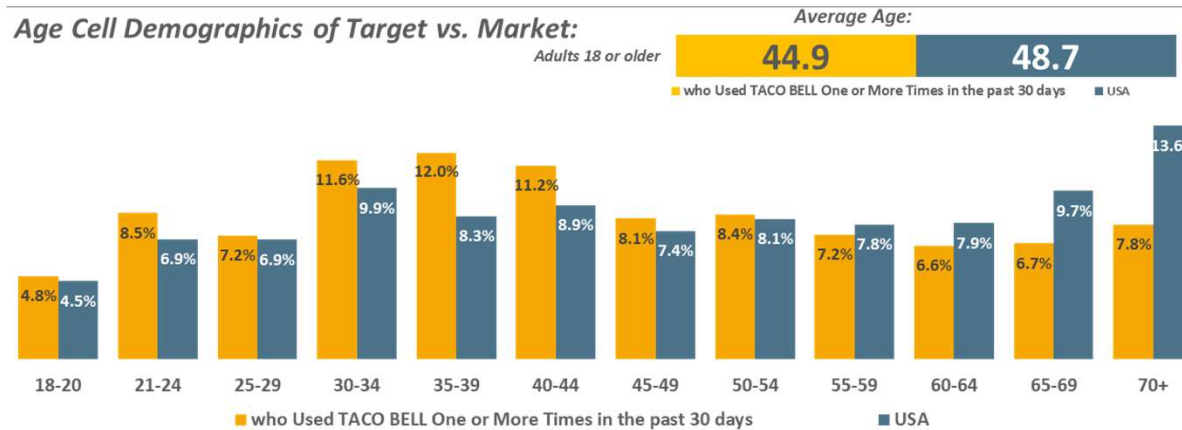


Gender of Target vs. Market: Adults 18 or older

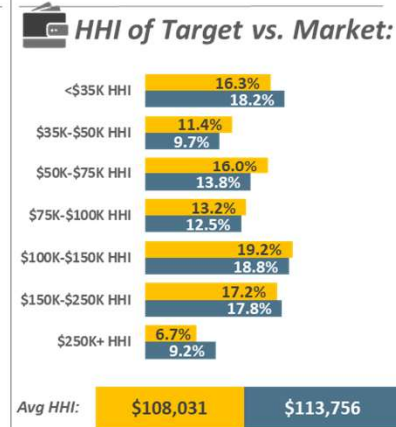
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 4,054  
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Quick service restaurants used past 30 days: Taco Bell





12.2% or 920,884 of CHI DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Typical Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 43.8 years old (9.4% younger than average) and have a \$108,952 (1.4% higher than average) annual household income.

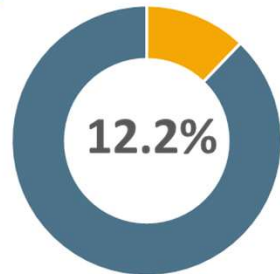


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used TACO BELL One or More Times in the past 30 days  
■ Remainder of CHI DMA

Total Persons:

920,884 6,631,426

%M vs. %F:

Average Age:

# Persons:

49.7%

43.8

457,932

48.7%

48.3

3,680,479

Men

Men

50.3%

43.8

462,952

Women

51.3%

48.3

3,871,831

Women

Age Cell Demographics of Target vs. Market:

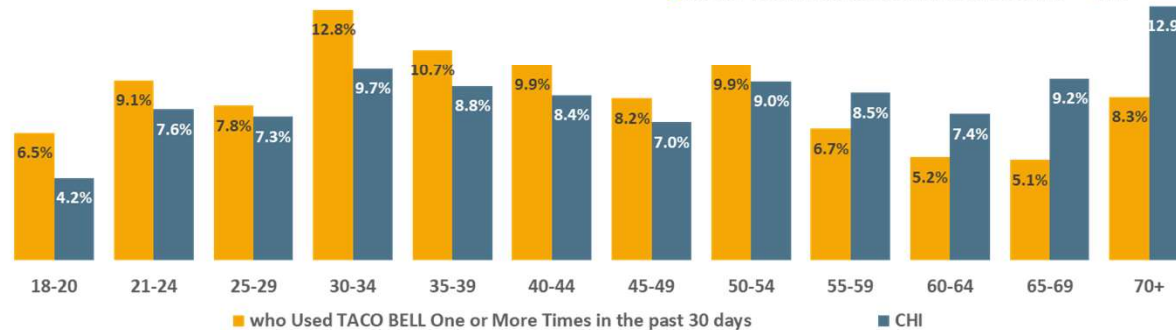
Average Age:

Adults 18 or older

43.8

48.3

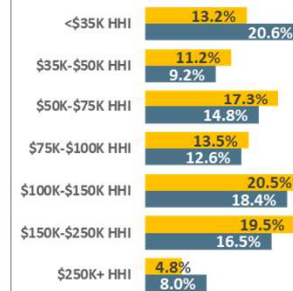
■ who Used TACO BELL One or More Times in the past 30 days ■ CHI



■ who Used TACO BELL One or More Times in the past 30 days

■ CHI

HHI of Target vs. Market:



Avg HHI:

\$108,952

\$107,489



15.3% or 876,125 of WDC DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Typical Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 42.7 years old (10.9% younger than average) and have a \$125,156 (8.7% lower than average) annual household income.

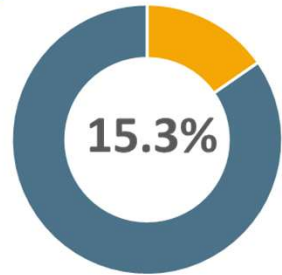


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

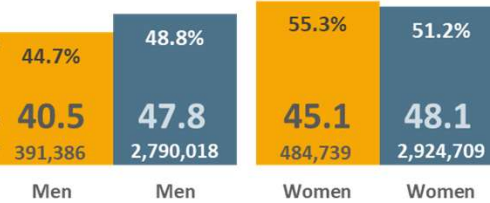


■ who Used TACO BELL One or More Times in the past 30 days  
■ Remainder of WDC DMA

Total Persons:

876,125 4,838,602

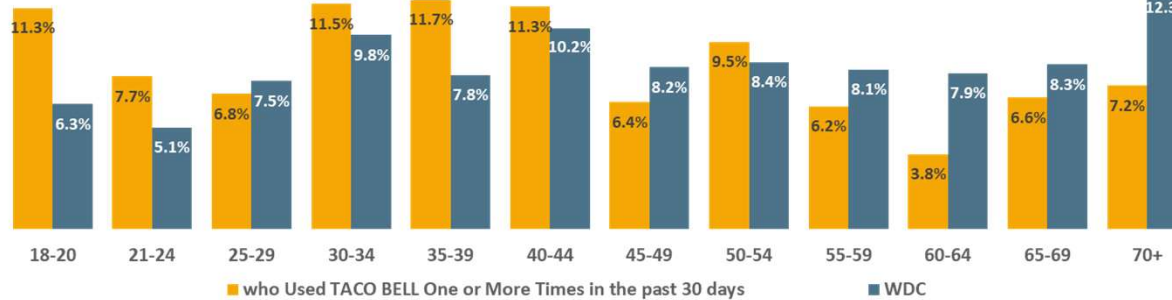
%M vs. %F:  
Average Age:  
# Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

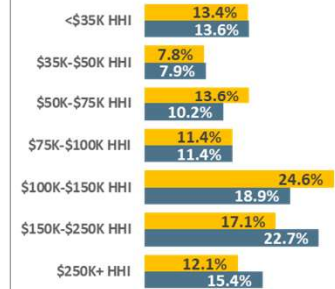


■ who Used TACO BELL One or More Times in the past 30 days

■ WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 882  
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HHI of Target vs. Market:



Avg HHI:

\$125,156 \$137,019



16.1% or 728,555 of SEA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Typical Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 45.8 years old (5.9% younger than average) and have a \$115,176 (7.8% lower than average) annual household income.

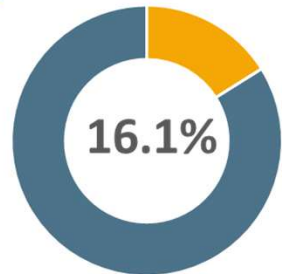


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used TACO BELL One or More Times in the past 30 days  
■ Remainder of SEA DMA

Total Persons:

728,555

3,796,056

%M vs. %F:

Average Age:

# Persons:

51.7%

49.5

376,314

47.9

2,275,509

48.3%

42.5

352,241

49.7%

48.7

2,249,102

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

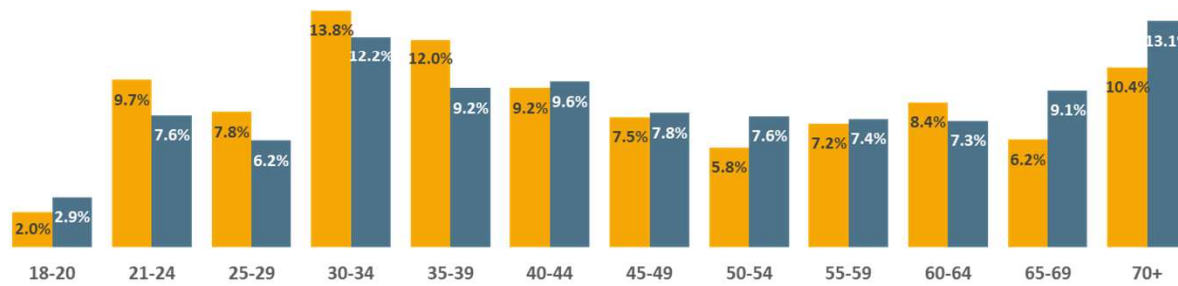
Average Age:

Adults 18 or older

45.8

48.3

■ who Used TACO BELL One or More Times in the past 30 days ■ SEA



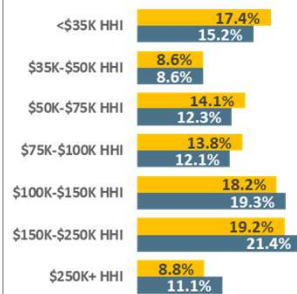
■ who Used TACO BELL One or More Times in the past 30 days

■ SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 612

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HHI of Target vs. Market:



Avg HHI:

\$115,176

\$124,869



17.5% or 835,112 of PHX DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Typical Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 45.3 years old (6.9% younger than average) and have a \$100,297 (4.8% lower than average) annual household income.

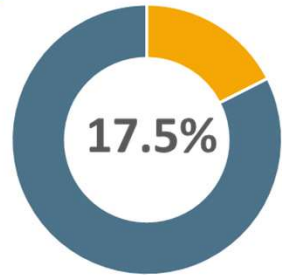


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used TACO BELL One or More Times in the past 30 days  
■ Remainder of PHX DMA

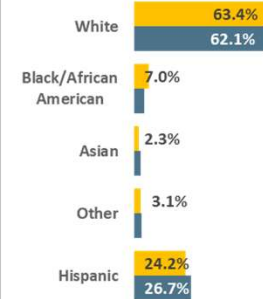
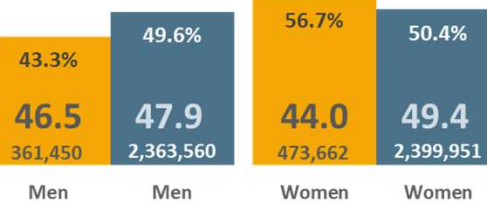
Total Persons:



%M vs. %F:

Average Age:

# Persons:

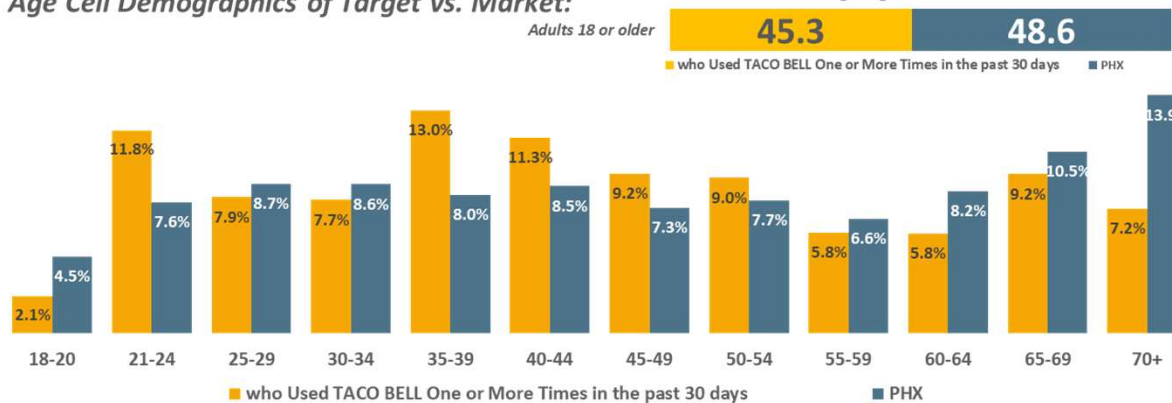


■ who Used TACO BELL One or More Times in the past 30 days ■ PHX

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

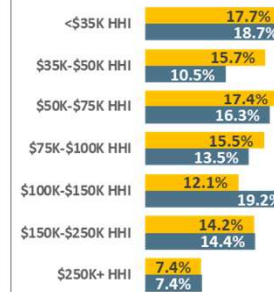


■ who Used TACO BELL One or More Times in the past 30 days

■ PHX



HHI of Target vs. Market:



Avg HHI:



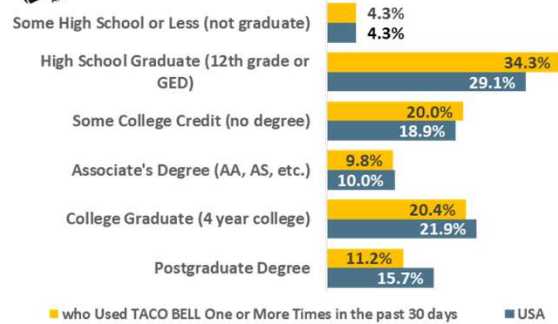




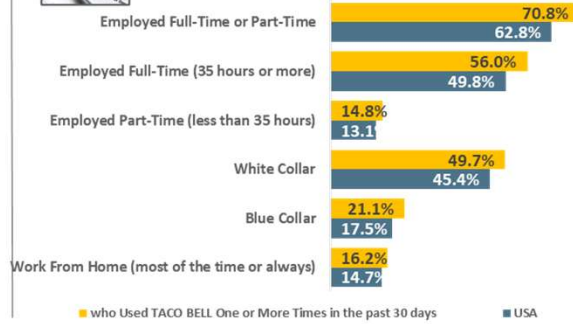
16.5% or 43,293,542 of USA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 16.% less likely to be a college graduate, 12.5% more likely to work full-time, 3.7% less likely to be married, 26.7% more likely to be a parent of 1 or more children under 18



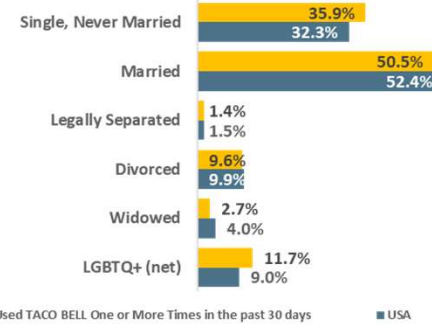
### Education Levels: Adults 18 or older



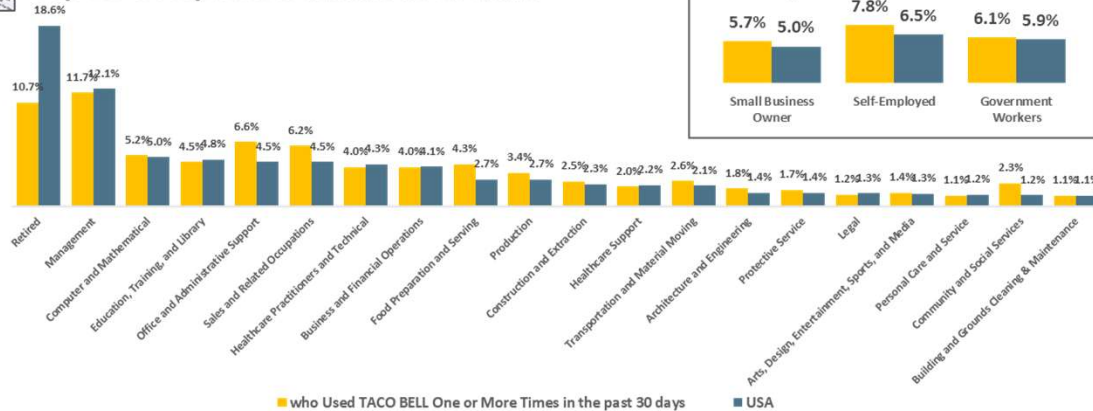
### Employment: Adults 18 or older



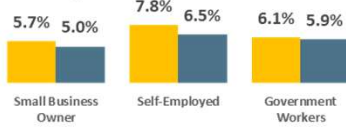
### Marital Status: Adults 18 or older



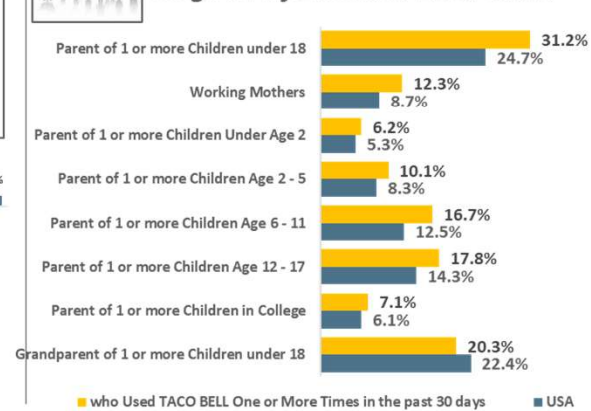
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



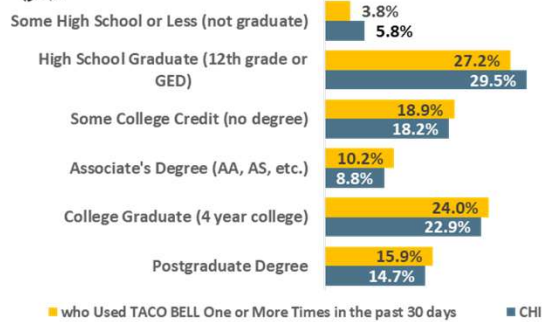
### Stage in Life: Adults 18 or older



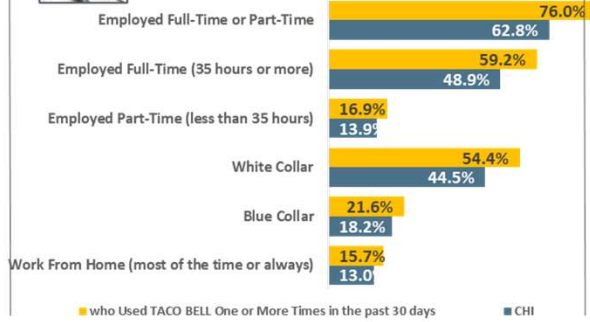


12.2% or 920,884 of CHI DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 6.% more likely to be a college graduate, 21.% more likely to work full-time, 12.6% less likely to be married, 8.9% more likely to be a parent of 1 or more children under 18.

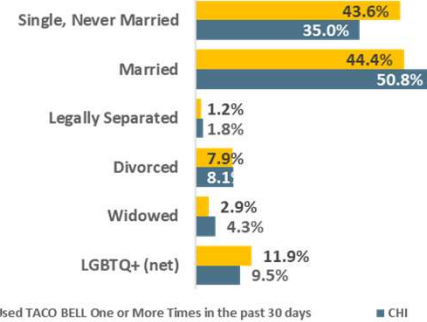
## Education Levels: Adults 18 or older



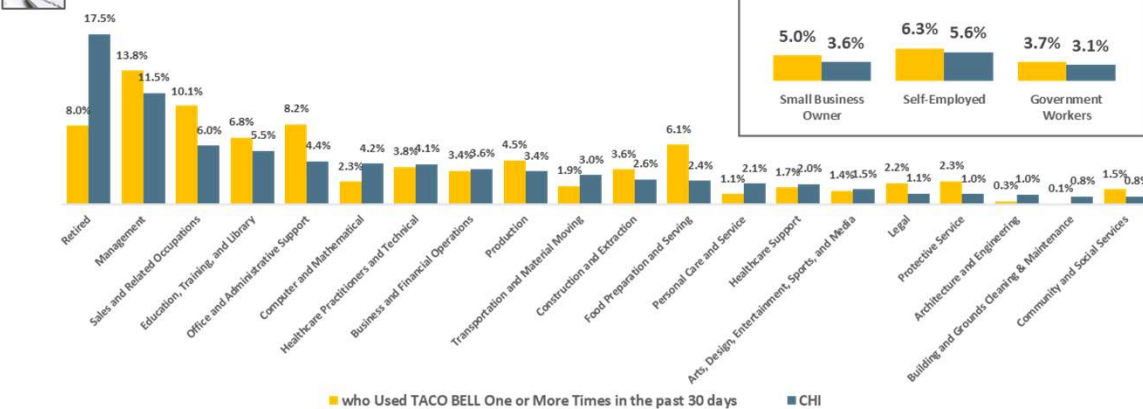
## Employment: Adults 18 or older



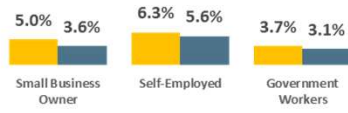
## Marital Status: Adults 18 or older



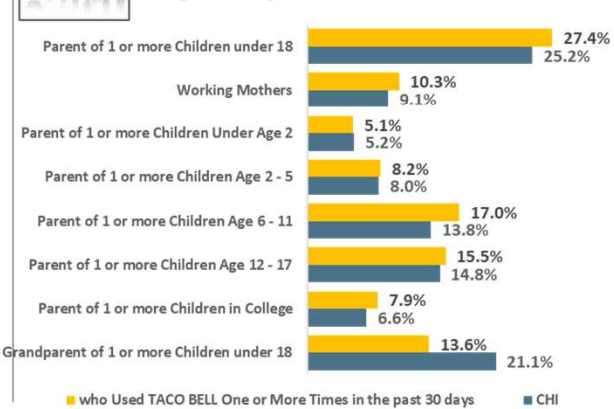
## Top-20 Occupations: Adults 18 or older



## Entrepreneurs/Government Workers



## Stage in Life: Adults 18 or older

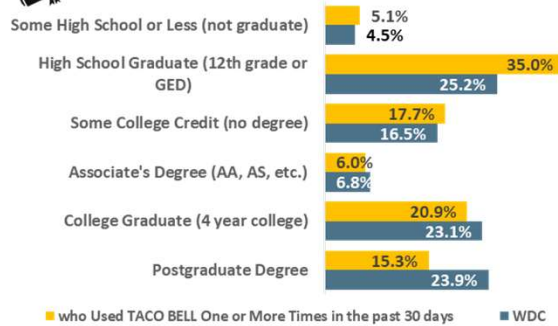




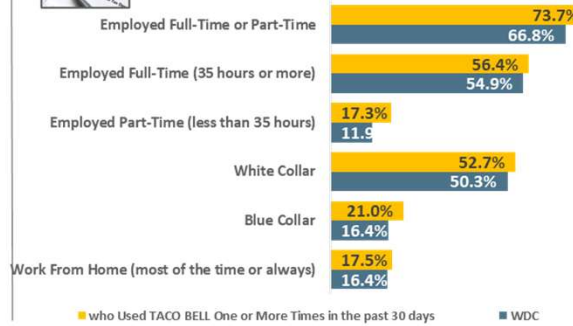
15.3% or 876,125 of WDC DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 23.2% less likely to be a college graduate, 2.8% more likely to work full-time, 8.% less likely to be married, 20.% more likely to be a parent of 1 or more children under 18.



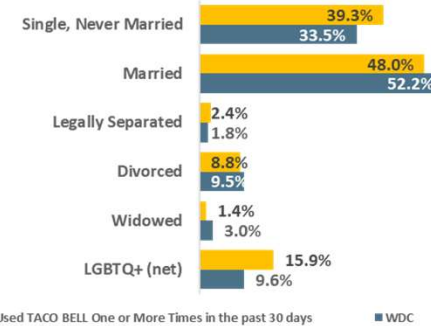
### Education Levels: Adults 18 or older



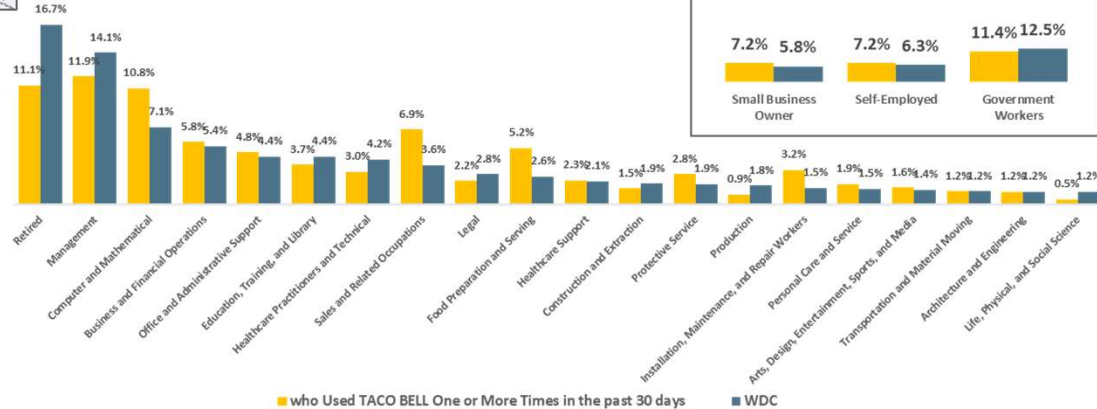
### Employment: Adults 18 or older



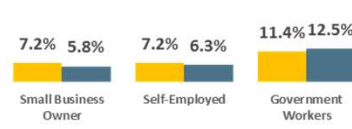
### Marital Status: Adults 18 or older



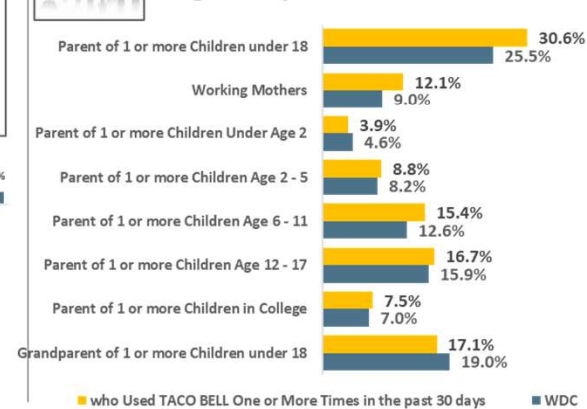
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



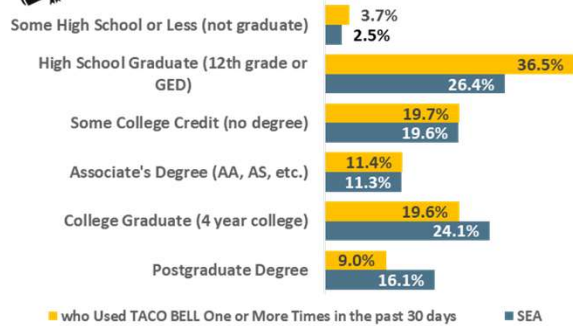




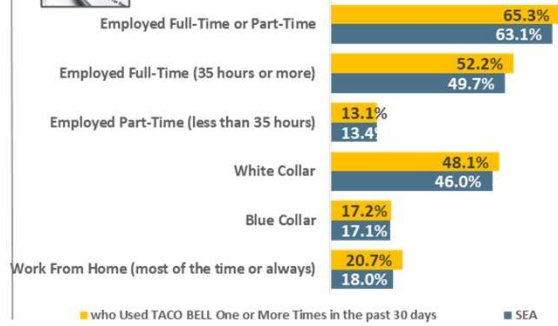
16.1% or 728,555 of SEA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 28.8% less likely to be a college graduate, 4.9% more likely to work full-time, .6% less likely to be married, 26.3% more likely to be a parent of 1 or more children under 18.



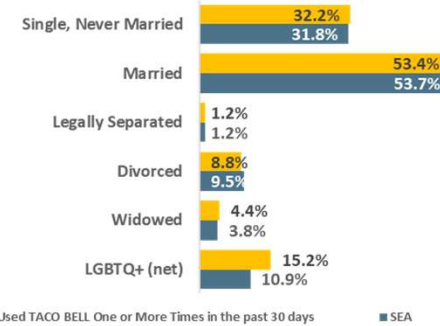
### Education Levels: Adults 18 or older



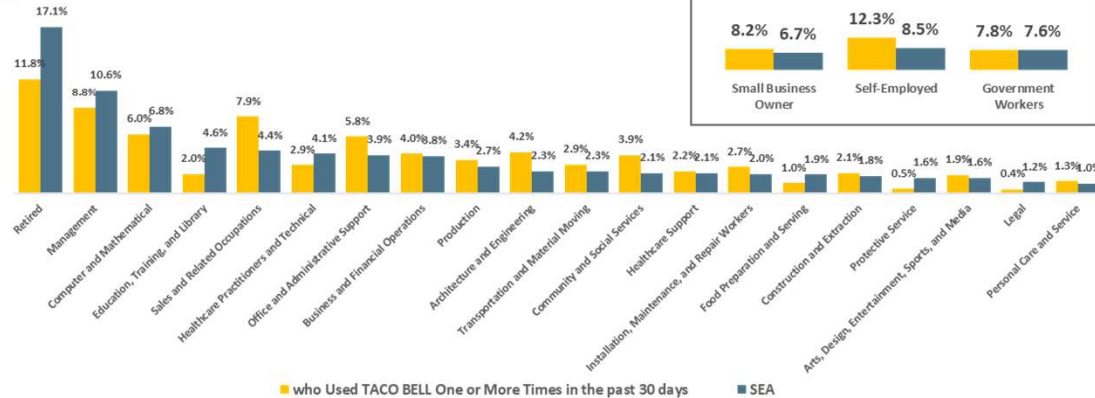
### Employment: Adults 18 or older



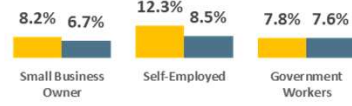
### Marital Status: Adults 18 or older



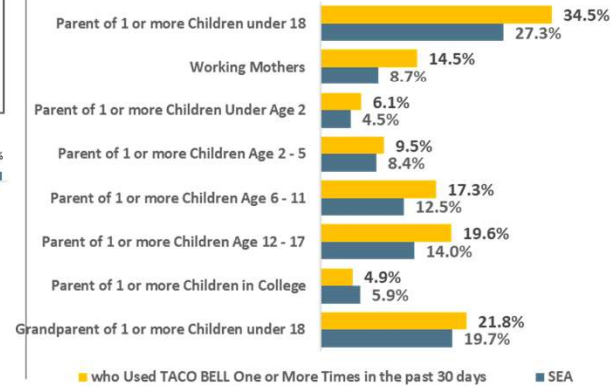
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



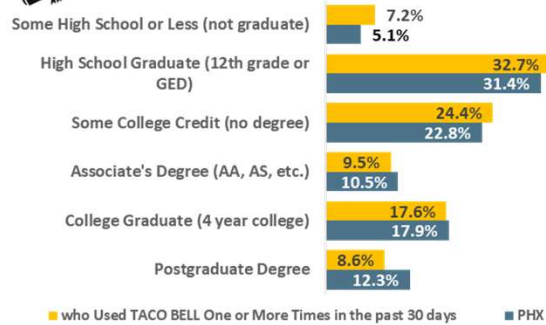




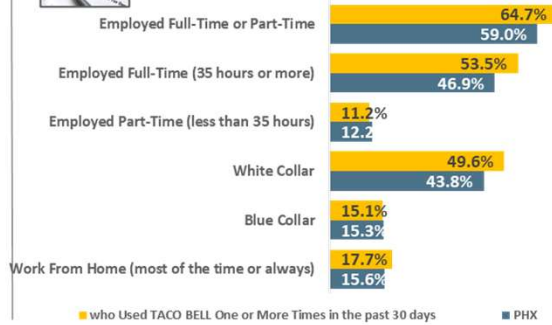
17.5% or 835,112 of PHX DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 13.2% less likely to be a college graduate, 14.1% more likely to work full-time, 2.8% more likely to be married, 34.7% more likely to be a parent of 1 or more children under 1



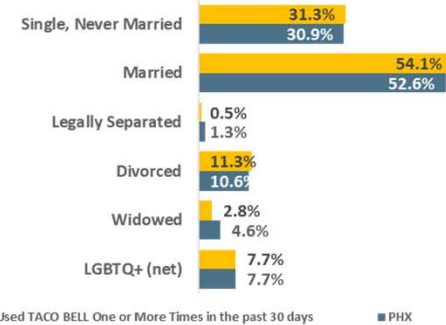
### Education Levels: Adults 18 or older



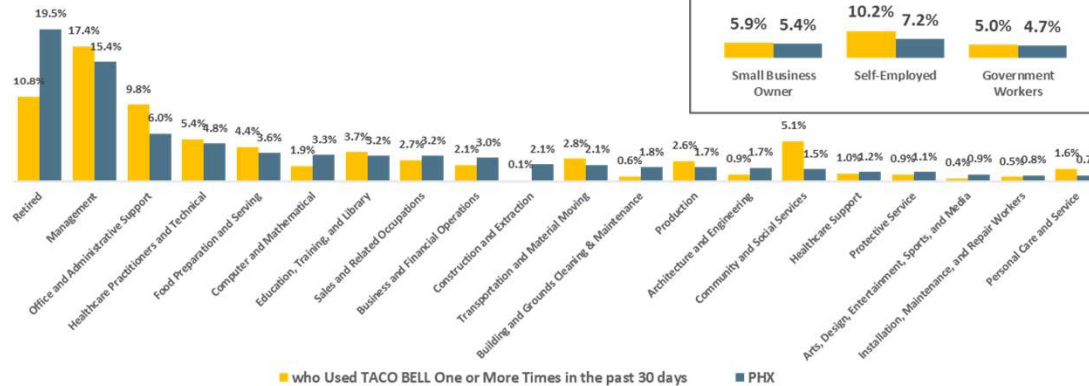
### Employment: Adults 18 or older



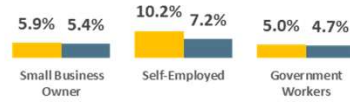
### Marital Status: Adults 18 or older



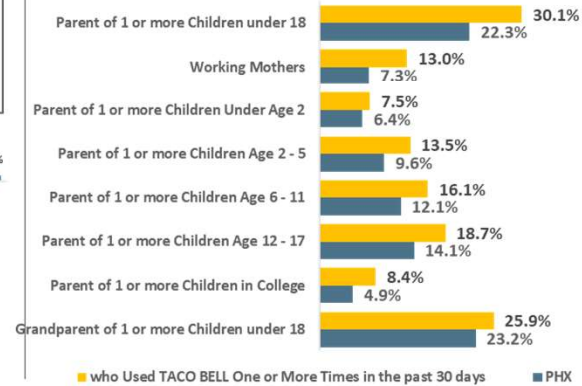
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



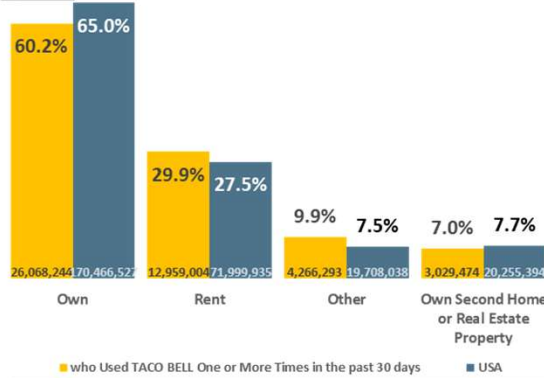
### Stage in Life: Adults 18 or older



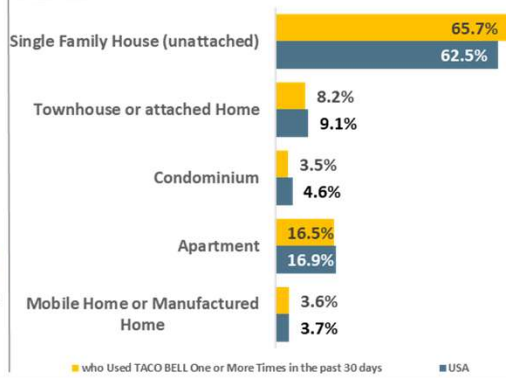


16.5% or 43,293,542 of USA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 7.4% less likely to own their home, 12.6% more likely to own a lower valued home, 5.% more likely to have a single-family home, 21.6% more likely to have a dog.

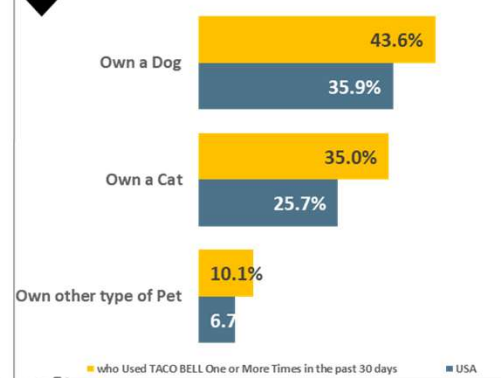
### Own/Rent/Other: Adults 18 or older



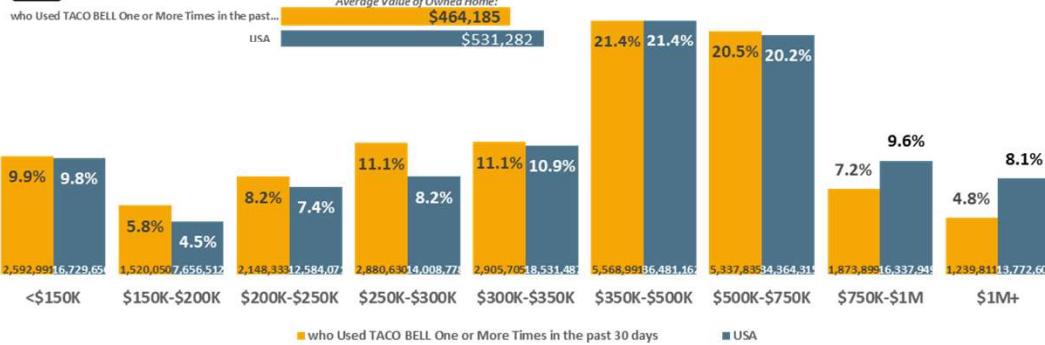
### Type of Home: Adults 18 or older



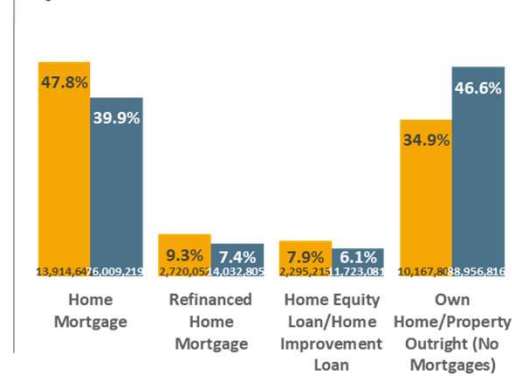
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



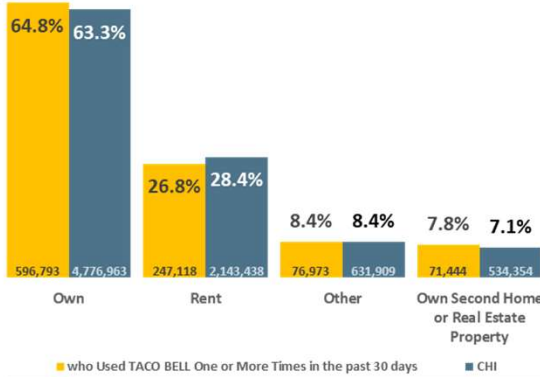
### Home Loans: Adults 18 or older



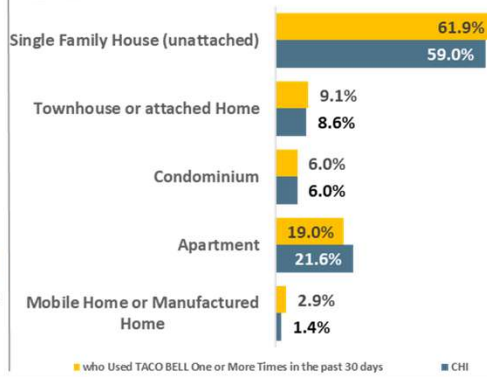


12.2% or 920,884 of CHI DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 2.5% more likely to own their home, 11.8% more likely to own a lower valued home, 4.9% more likely to have a single-family home, 22.7% more likely to have a dog.

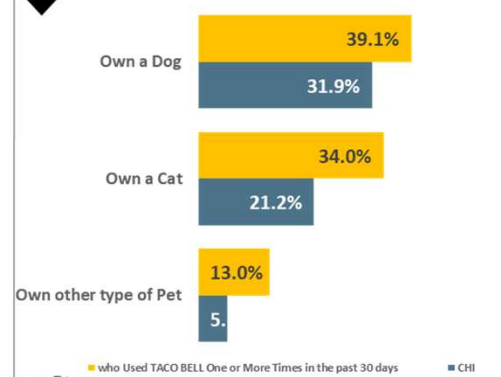
### Own/Rent/Other: Adults 18 or older



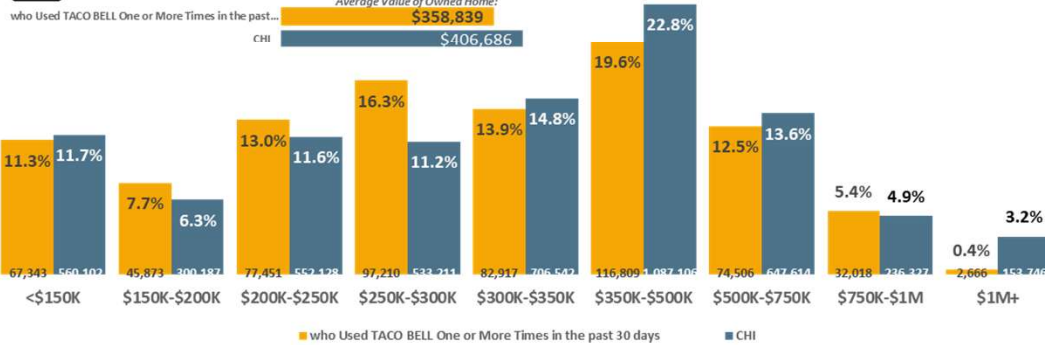
### Type of Home: Adults 18 or older



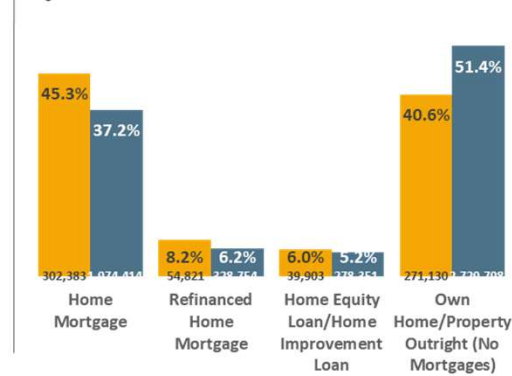
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

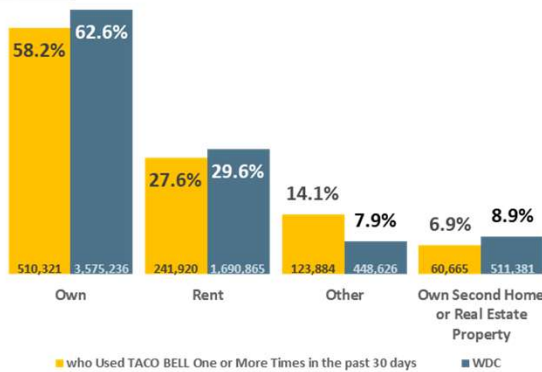




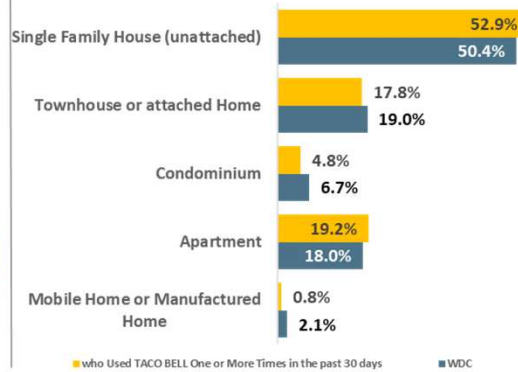
15.3% or 876,125 of WDC DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 6.9% less likely to own their home, 14.8% more likely to own a lower valued home, 5.1% more likely to have a single-family home, 13.7% more likely to have a dog.



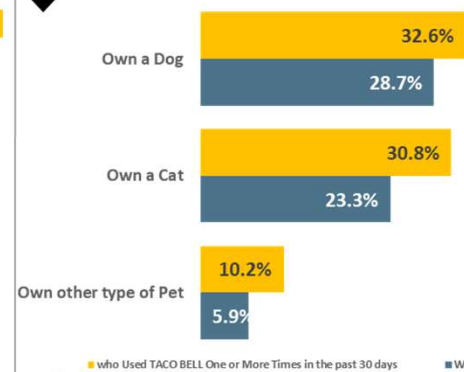
### Own/Rent/Other: Adults 18 or older



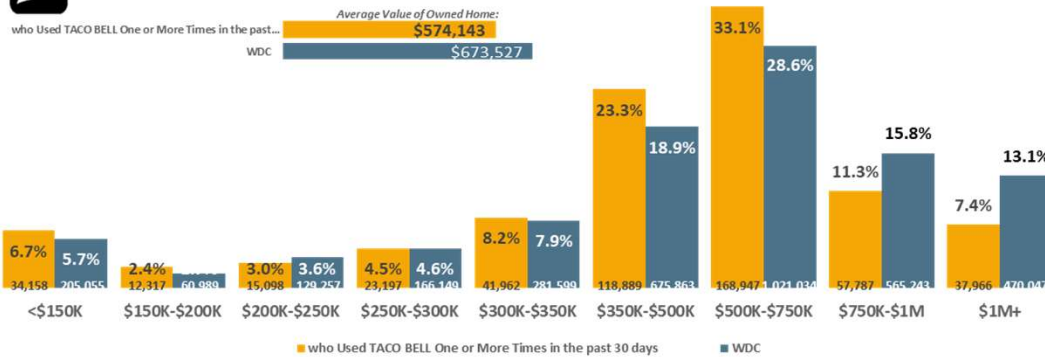
### Type of Home: Adults 18 or older



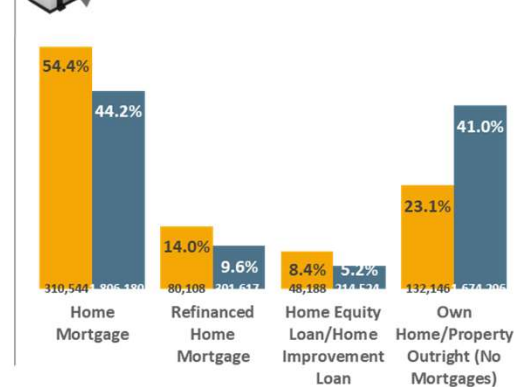
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

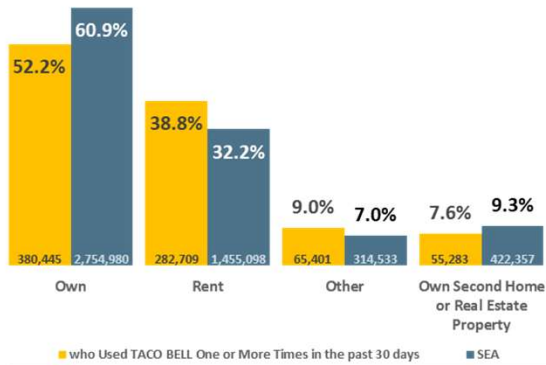




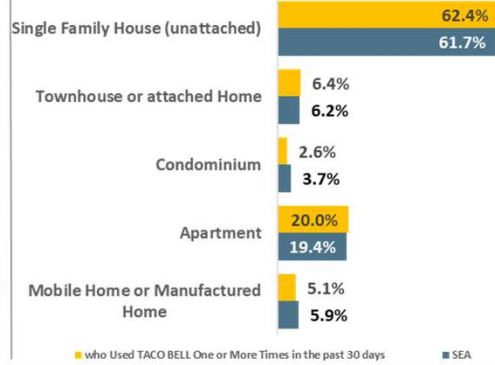


16.1% or 728,555 of SEA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 14.2% less likely to own their home, 9.9% more likely to own a lower valued home, 1.2% more likely to have a single-family home, 10.3% more likely to have a dog.

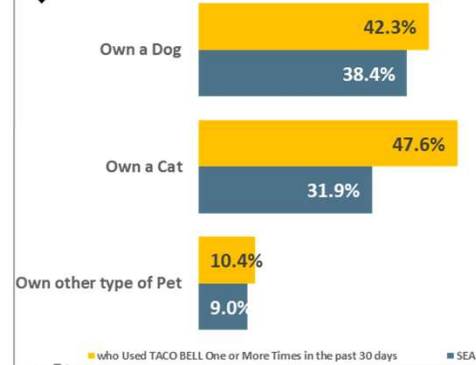
### Own/Rent/Other: Adults 18 or older



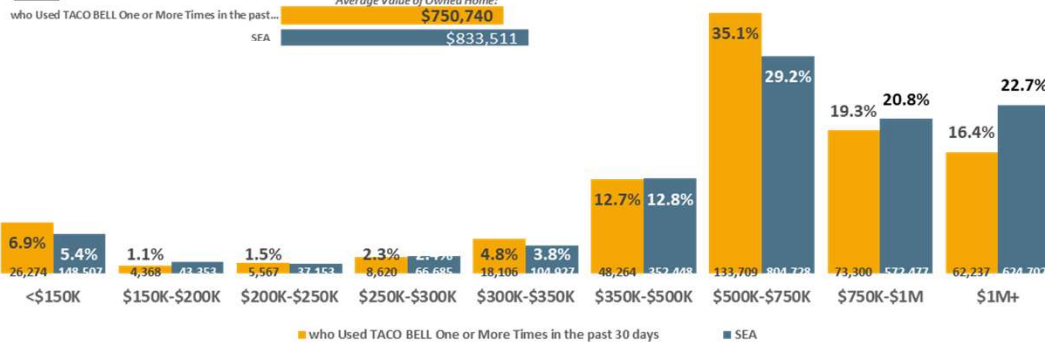
### Type of Home: Adults 18 or older



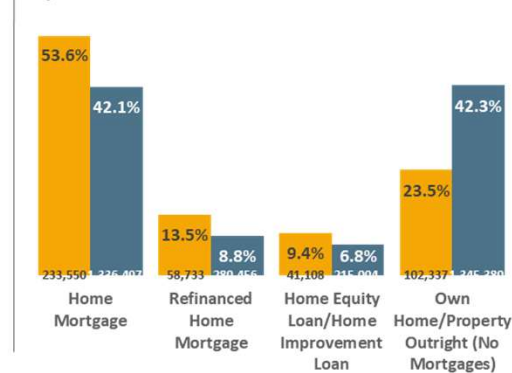
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



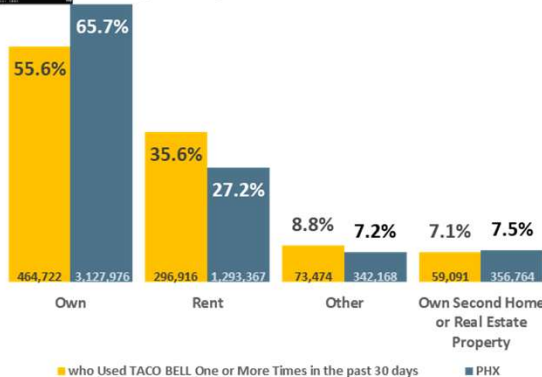
### Home Loans: Adults 18 or older



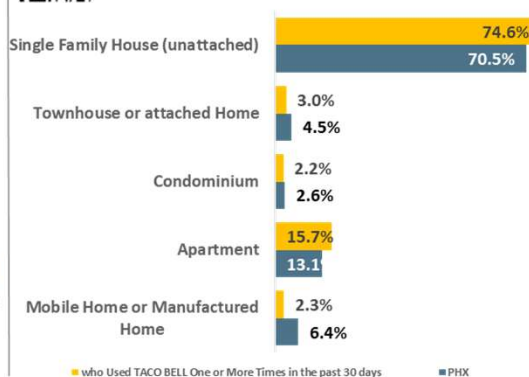


17.5% or 835,112 of PHX DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 15.3% less likely to own their home, 3.7% more likely to own a lower valued home, 5.9% more likely to have a single-family home, 26.4% more likely to have a dog.

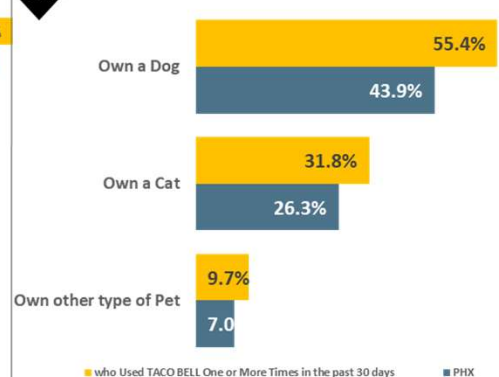
### Own/Rent/Other: Adults 18 or older



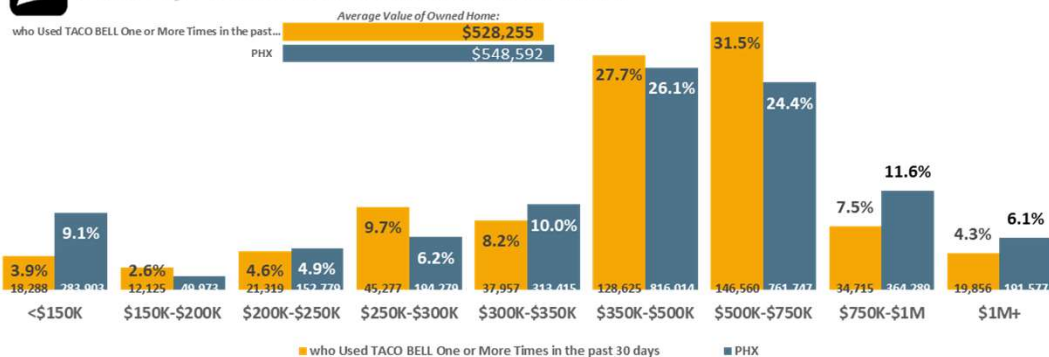
### Type of Home: Adults 18 or older



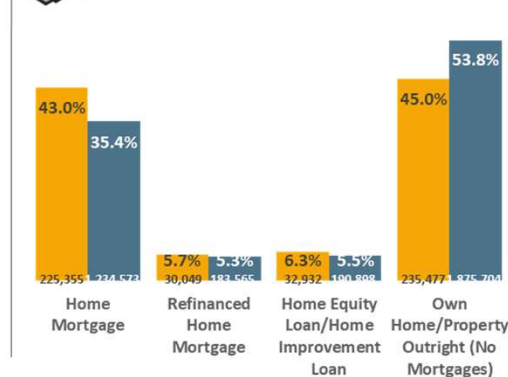
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

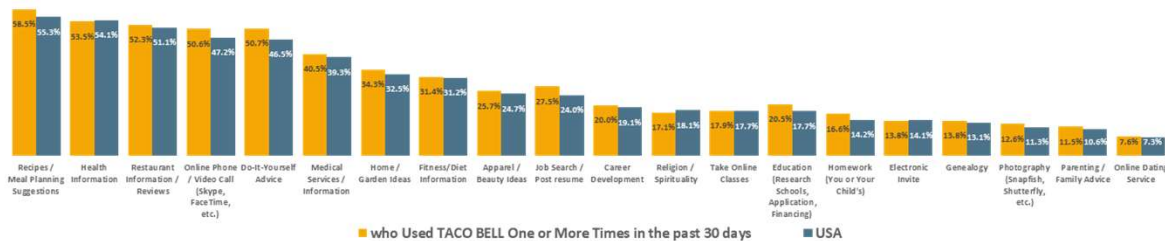




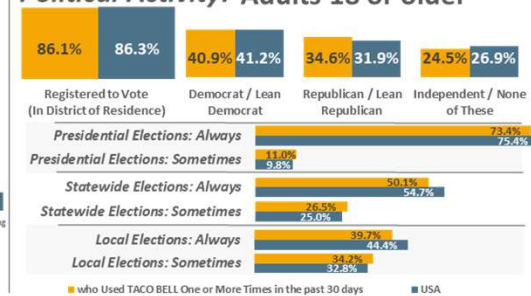
16.5% or 43,293,542 of USA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 9.1% more likely to look up D-I-Y advice online, 10.5% less likely to always vote in local elections, 1.1% less likely to belong to a gym, 1.6% less likely to fly domestic pas



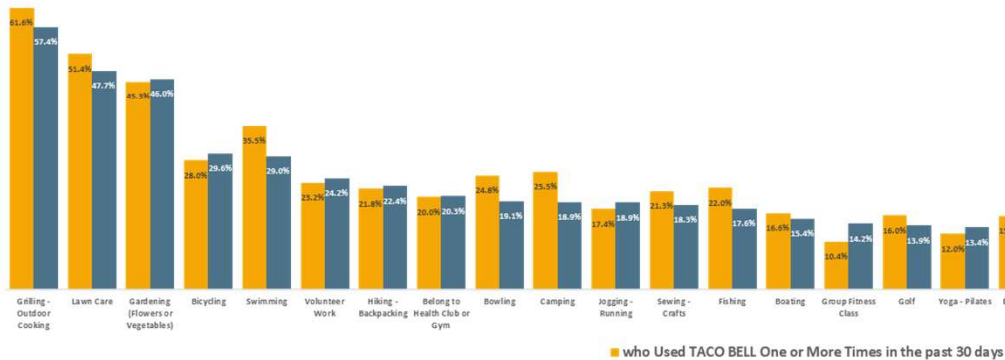
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



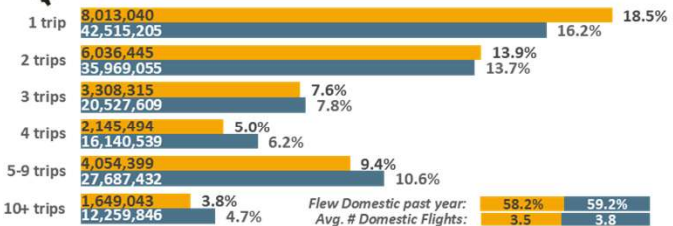
### Political Activity: Adults 18 or older



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



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



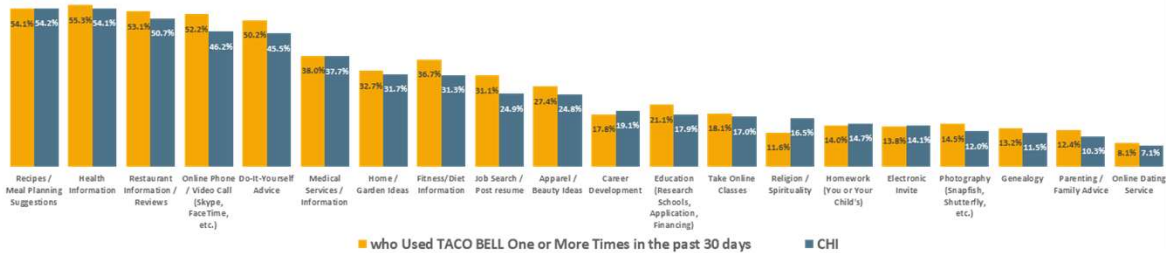
Flew Domestic past year: 58.2%  
Avg. # Domestic Flights: 3.5



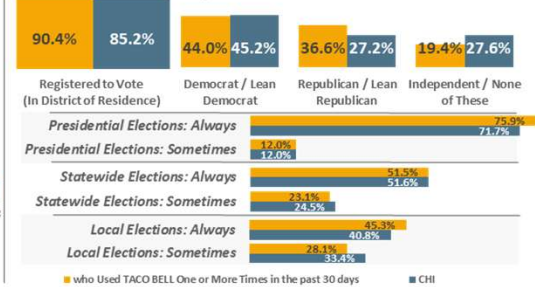
12.2% or 920,884 of CHI DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 10.3% more likely to look up D-I-Y advice online, 11.% more likely to always vote in local elections, 23.9% more likely to belong to a gym, 7.4% more likely to fly domestic pa



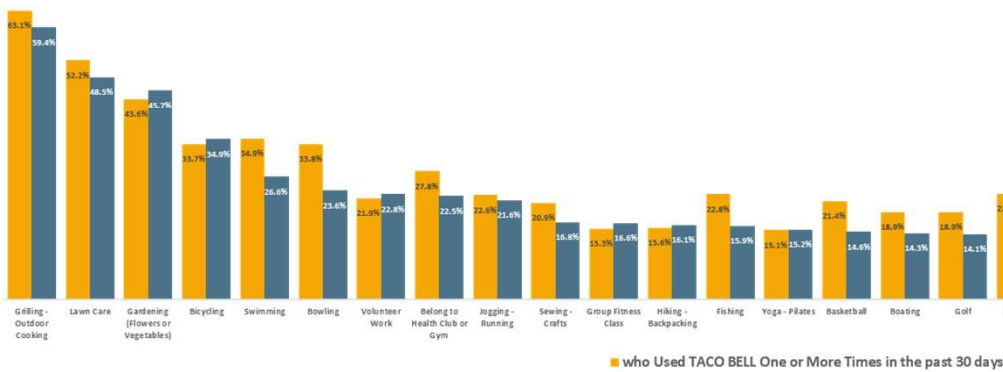
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



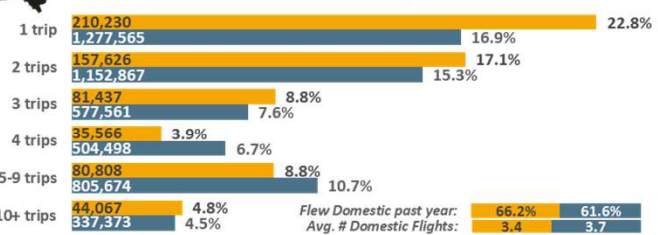
### Political Activity: Adults 18 or older



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



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



Flew Domestic past year: 66.2%  
Avg. # Domestic Flights: 3.4

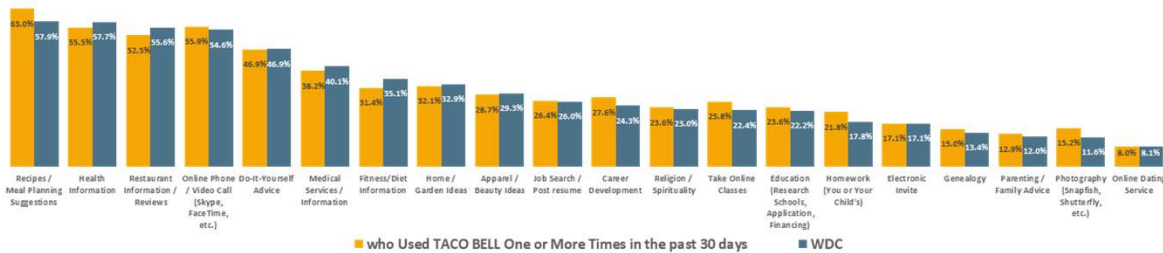




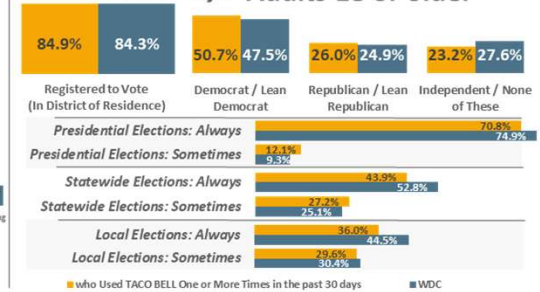
15.3% or 876,125 of WDC DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are .1% less likely to look up D-I-Y advice online, 19.2% less likely to always vote in local elections, 22.9% less likely to belong to a gym, 2.8% less likely to fly domestic pas



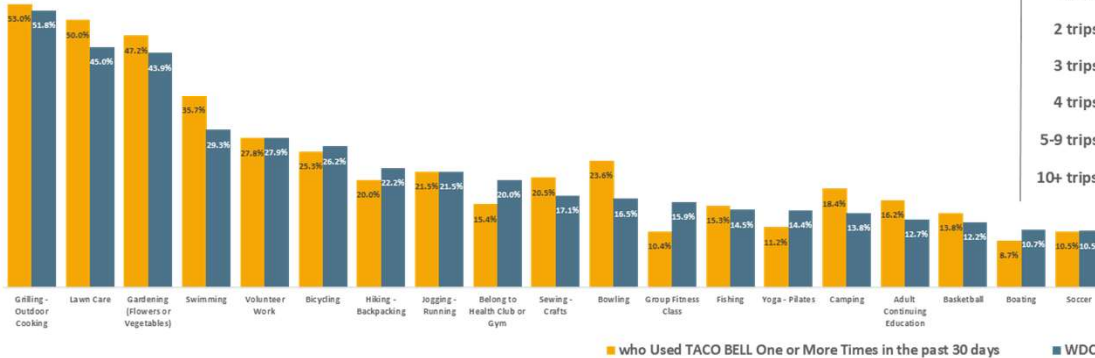
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



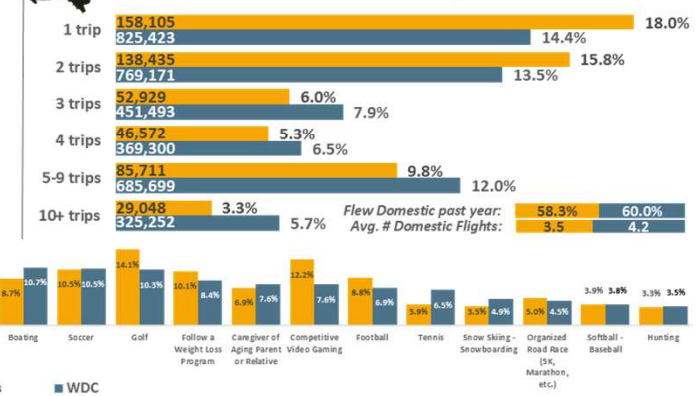
### Political Activity: Adults 18 or older



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



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

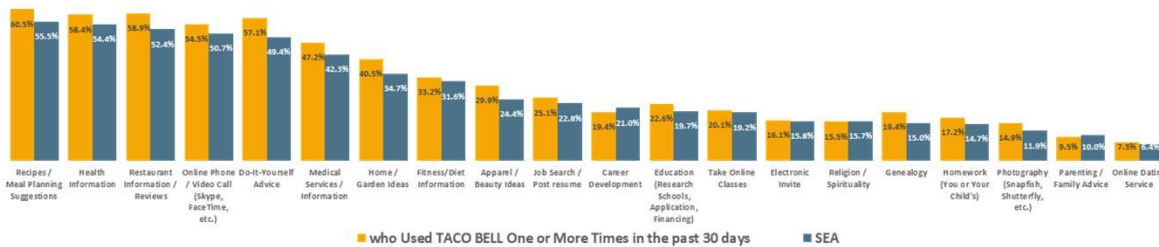




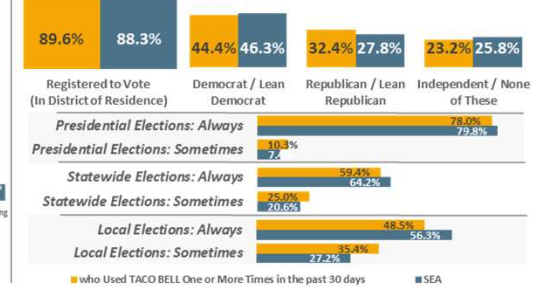
16.1% or 728,555 of SEA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 15.6% more likely to look up D-I-Y advice online, 13.9% less likely to always vote in local elections, 4.3% less likely to belong to a gym, .7% less likely to fly domestic pas



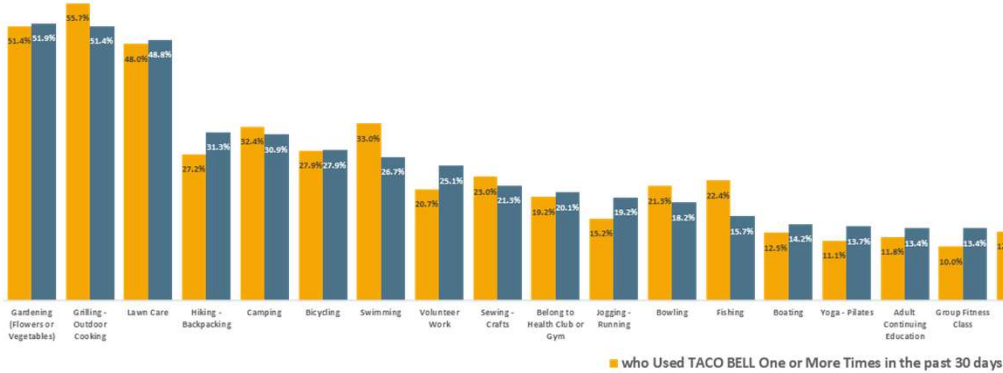
### Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



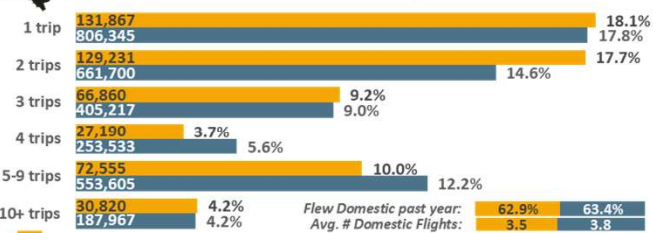
### Political Activity: Adults 18 or older



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



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

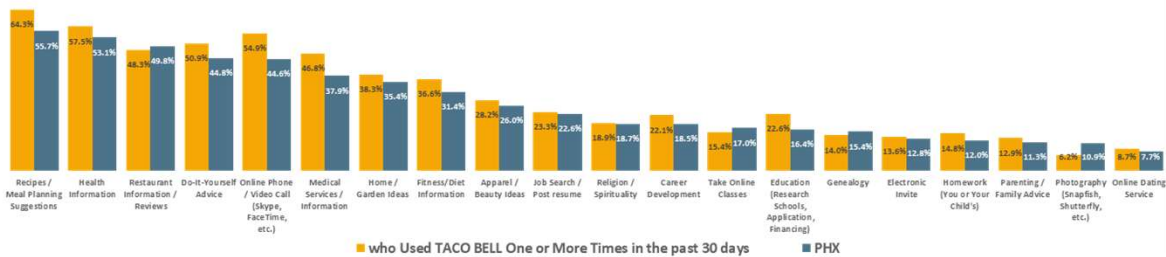




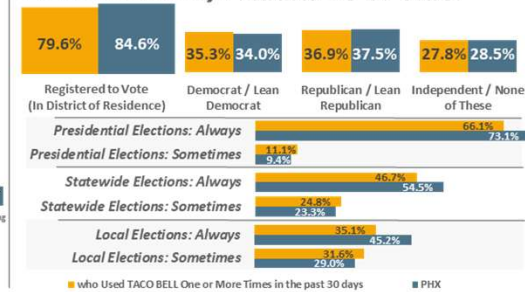
17.5% or 835,112 of PHX DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 13.5% more likely to look up D-I-Y advice online, 22.5% less likely to always vote in local elections, 12.9% more likely to belong to a gym, 2.1% less likely to fly domestic p



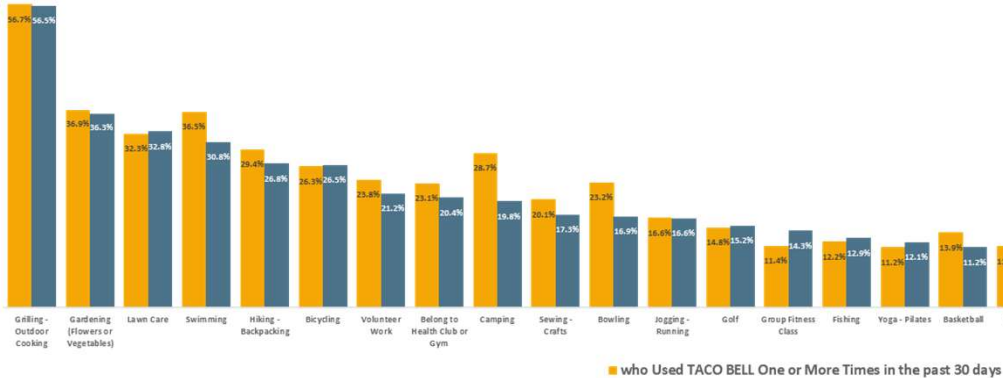
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



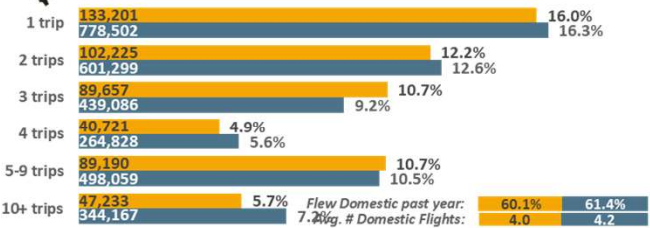
### Political Activity: Adults 18 or older



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



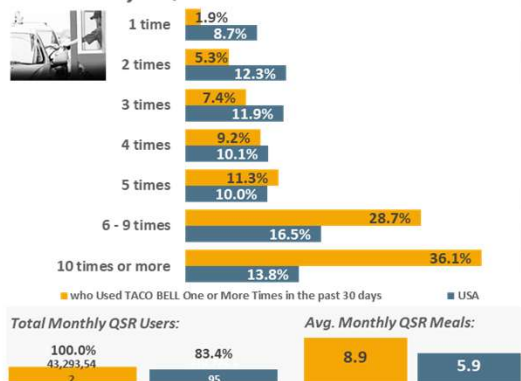
### Past 12-months Domestic Airline Trips: Adults 18 or older



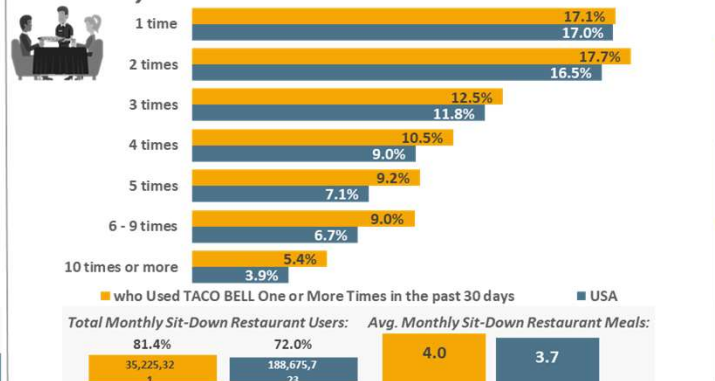


16.5% or 43,293,542 of USA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 19.9% more likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 28.4% more likely to use Casinos past yr., 50.8% more likely to smoke cigarette

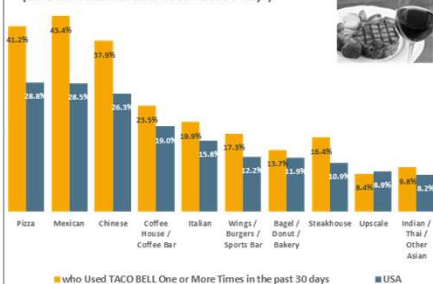
### Past 30-days QSR Users: Adults 18 or older



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

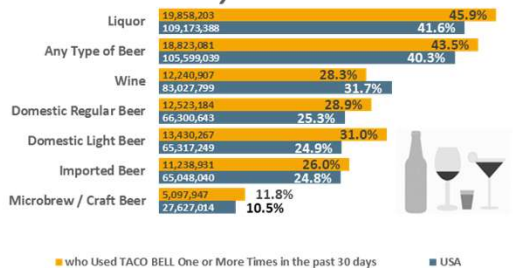


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

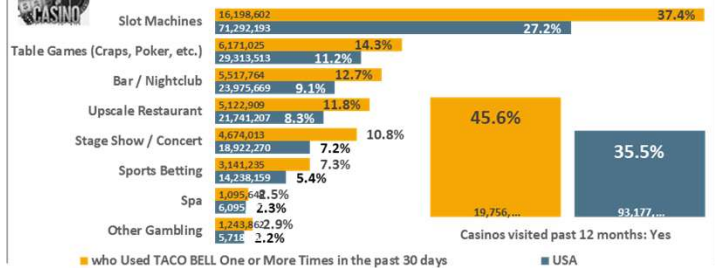


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Used TACO BELL One or More Times in the past 30... 12,919,770 29.8%  
 USA 51,200,423 19.5%

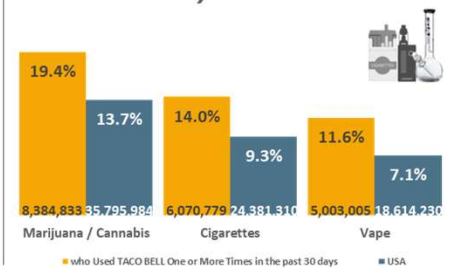
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

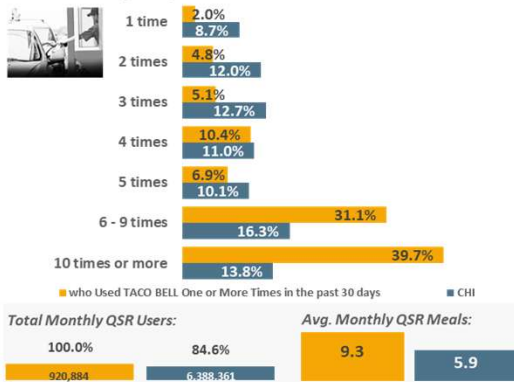




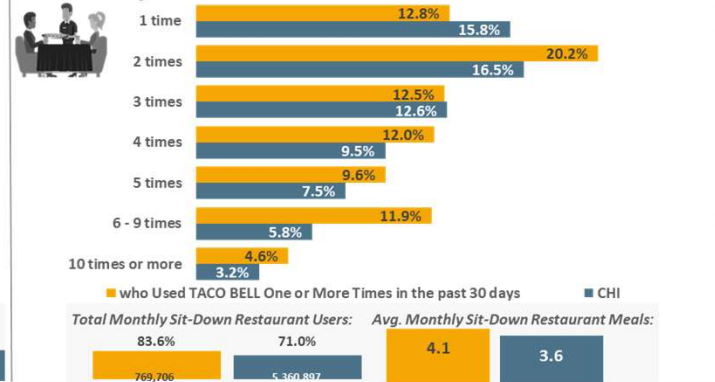


12.2% or 920,884 of CHI DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 18.2% more likely to use QSRs past mo., 17.8% more likely to use Sit-Down Restaurants past mo., 35.5% more likely to use Casinos past yr., 67.6% more likely to smoke cigarette

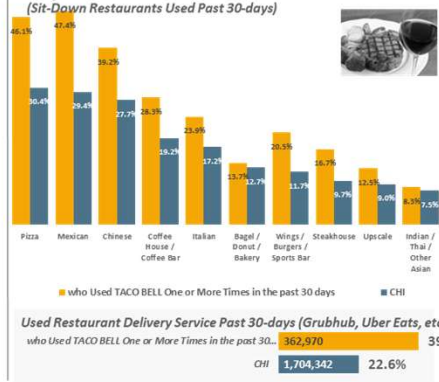
### Past 30-days QSR Users: Adults 18 or older



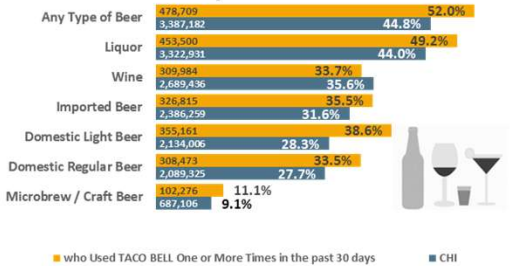
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



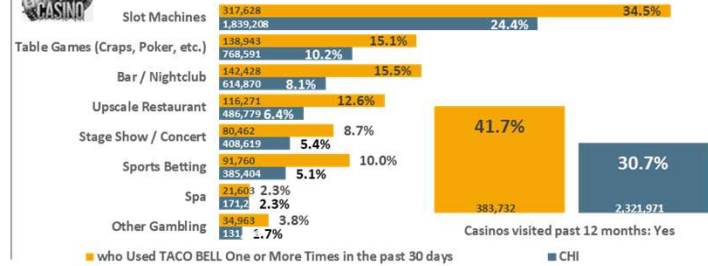
### Top-10 Cuisines: Adults 18 or older



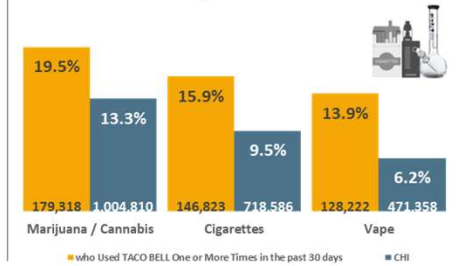
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



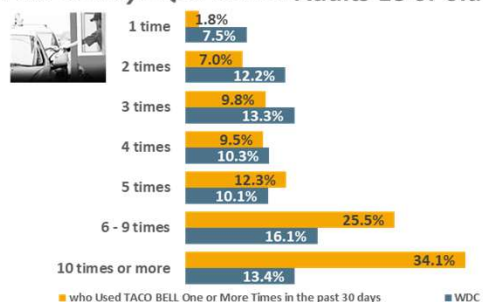
### Used Past 30-days: Adults 18 or older



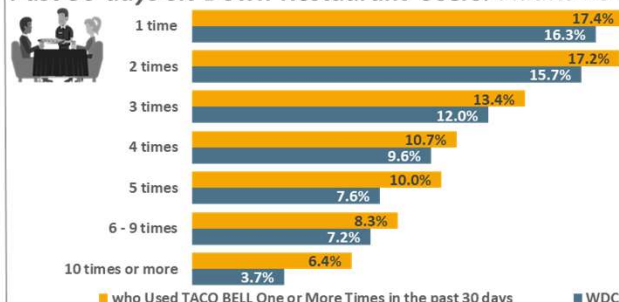


15.3% or 876,125 of WDC DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 20.7% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 24.6% more likely to use Casinos past yr., 61.1% more likely to smoke cigarette

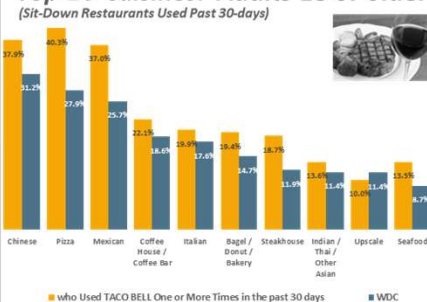
### Past 30-days QSR Users: Adults 18 or older



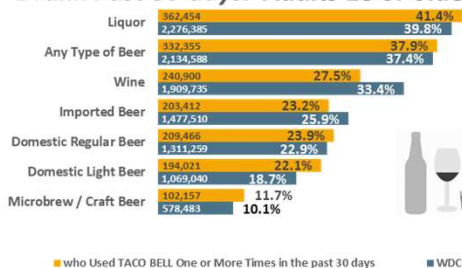
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



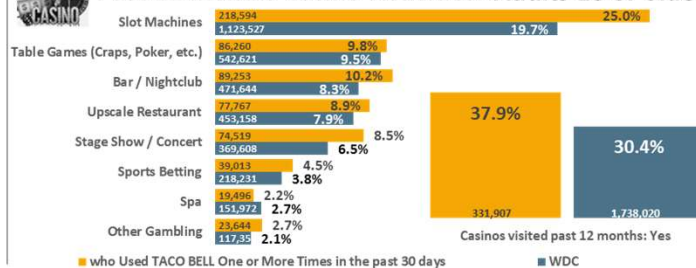
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



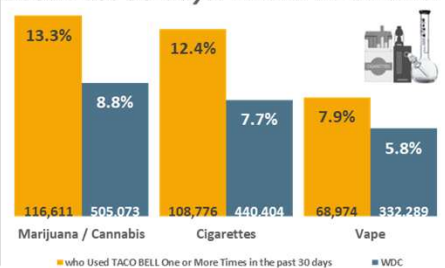
### Drank Past 30-days: Adults 18 or older

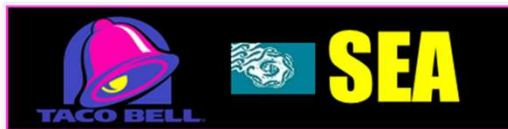


### Past 12 months Casino Activities: Adults 18 or older



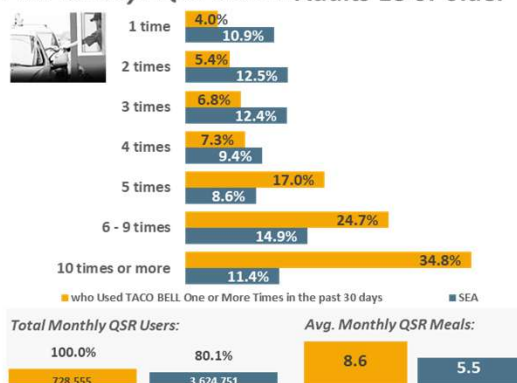
### Used Past 30-days: Adults 18 or older



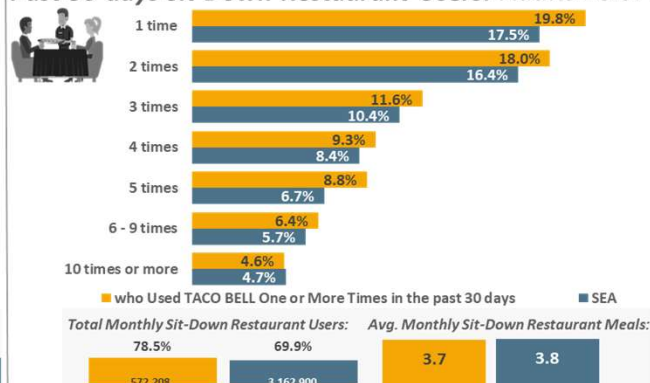


16.1% or 728,555 of SEA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 24.8% more likely to use QSRs past mo., 12.4% more likely to use Sit-Down Restaurants past mo., 27.% more likely to use Casinos past yr., 32.3% more likely to smoke cigarettes

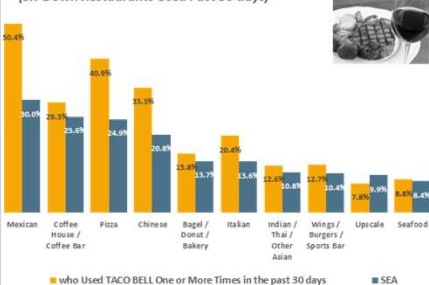
### Past 30-days QSR Users: Adults 18 or older



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

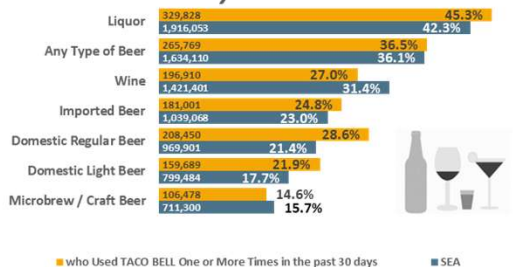


### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

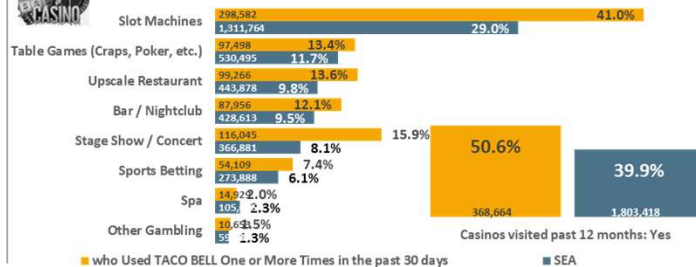


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 who Used TACO BELL One or More Times in the past 30... 233,660 32.1%  
 SEA 893,209 19.7%

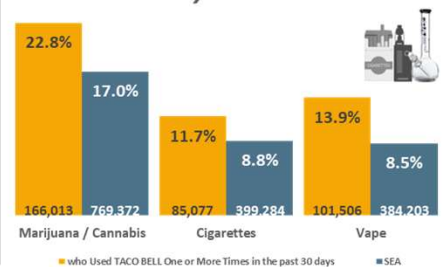
### Drank Past 30-days: Adults 18 or older

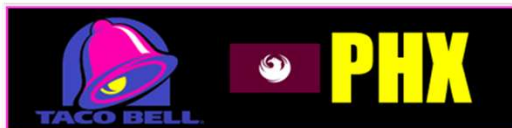


### Past 12 months Casino Activities: Adults 18 or older



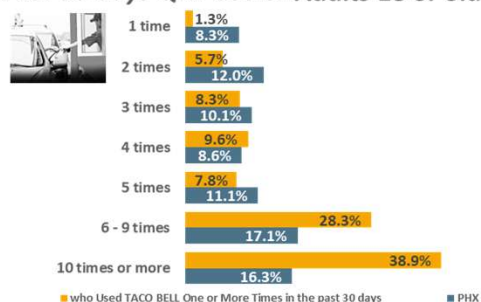
### Used Past 30-days: Adults 18 or older



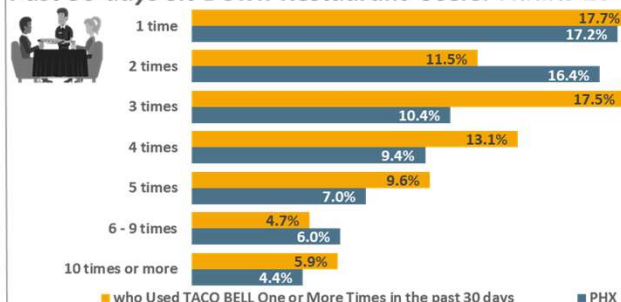


17.5% or 835,112 of PHX DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 19.8% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 31.% more likely to use Casinos past yr., 45.1% more likely to smoke cigarettes.

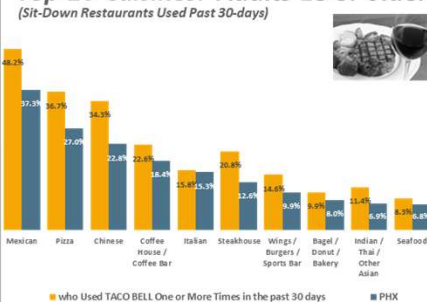
### Past 30-days QSR Users: Adults 18 or older



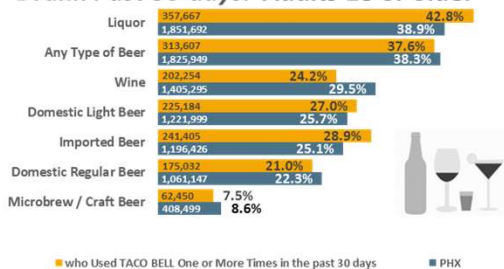
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



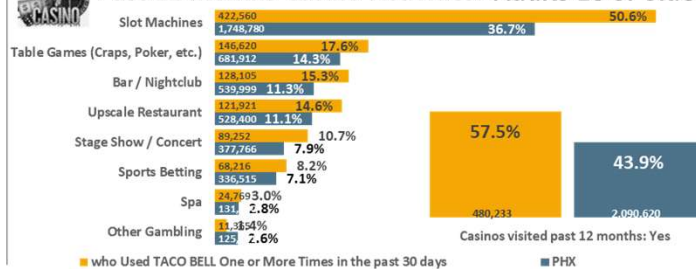
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



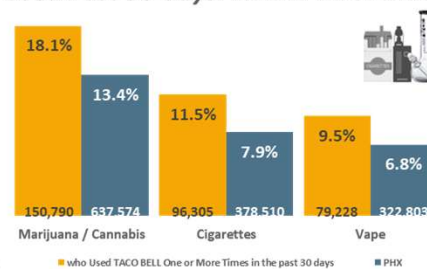
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older



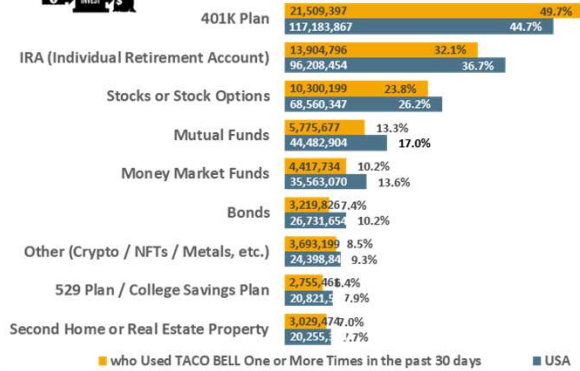




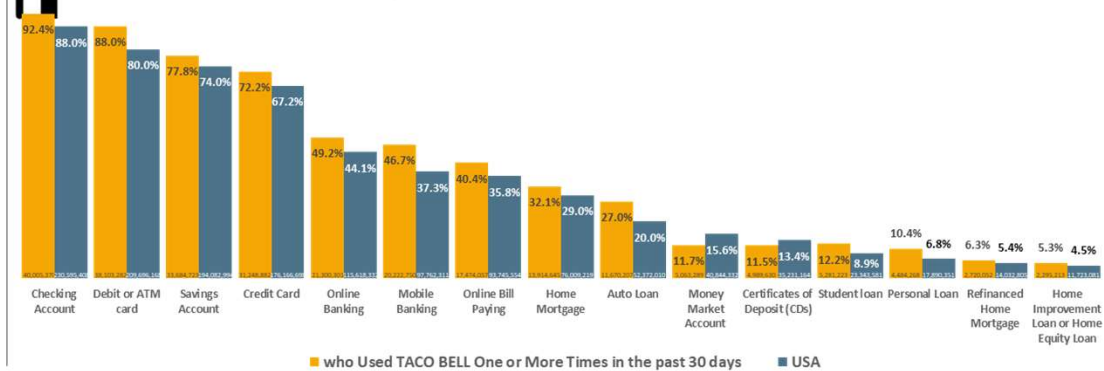
16.5% or 43,293,542 of USA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 11.2% more likely to have a 401K, 34.9% more likely to have an Auto Loan, 6.7% more likely to Invest/Trade Stocks Online, 21.4% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



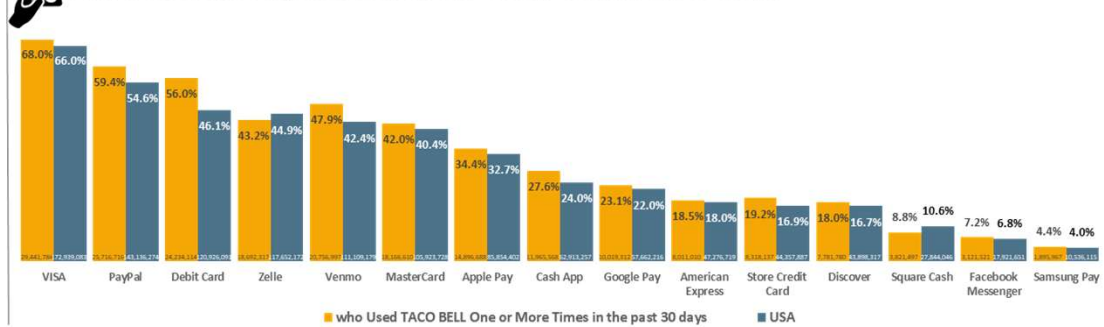
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

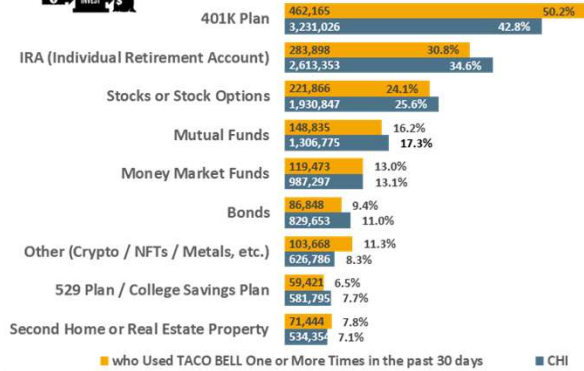




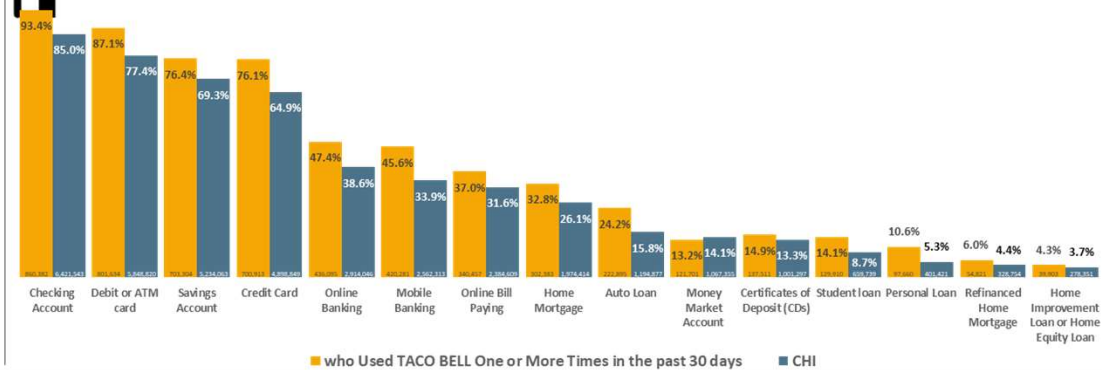
12.2% or 920,884 of CHI DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 17.3% more likely to have a 401K, 53.3% more likely to have an Auto Loan, 30.9% more likely to Invest/Trade Stocks Online, 23.3% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



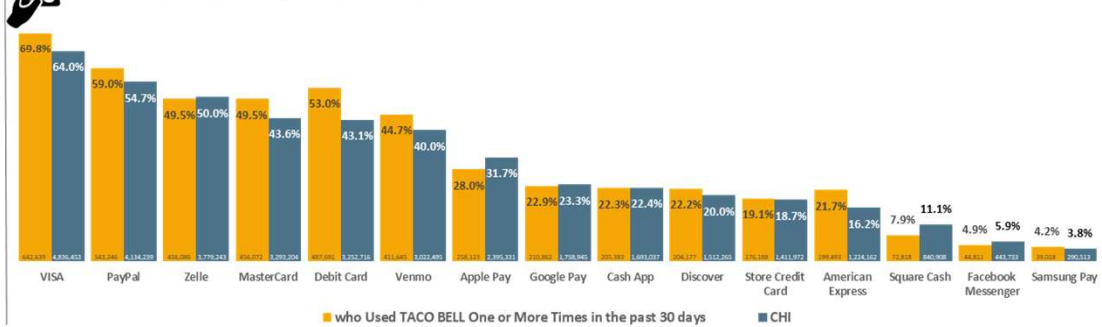
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





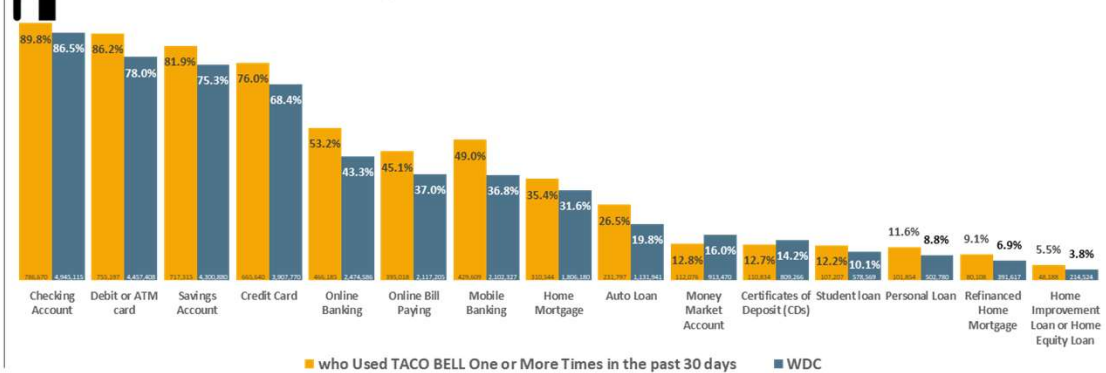
15.3% or 876,125 of WDC DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 13.8% more likely to have a 401K, 33.6% more likely to have an Auto Loan, 24.7% more likely to Invest/Trade Stocks Online, 17.2% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



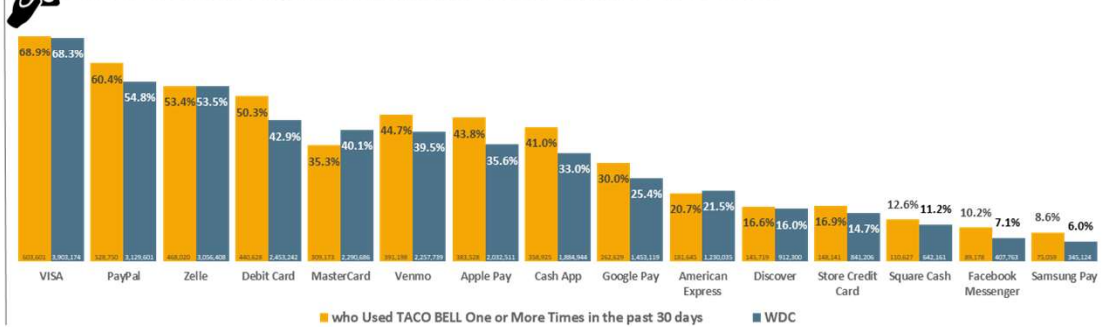
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

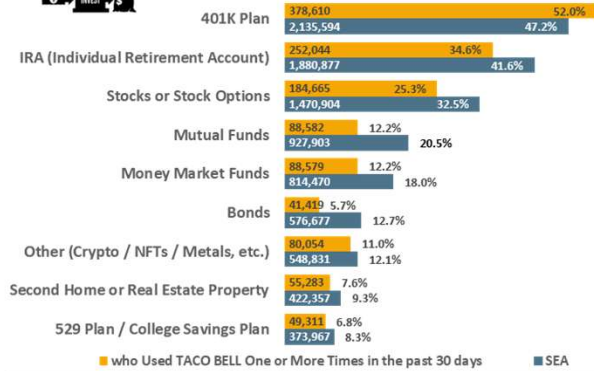




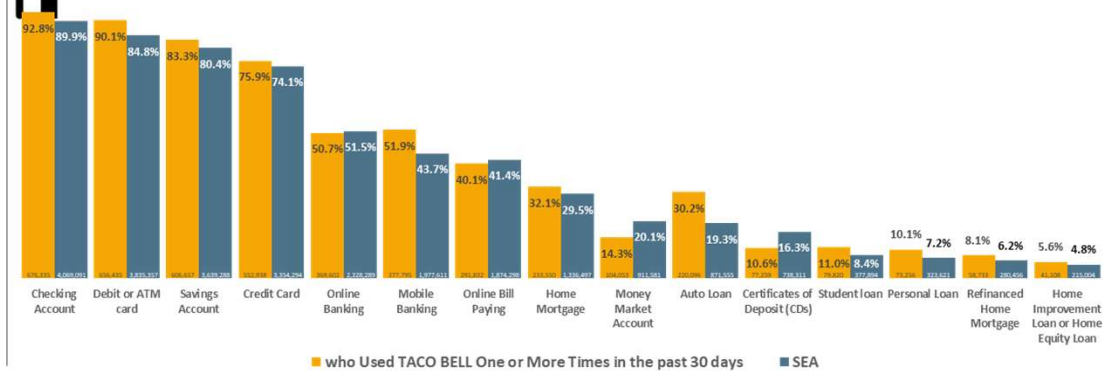
16.1% or 728,555 of SEA DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 10.1% more likely to have a 401K, 56.8% more likely to have an Auto Loan, 11.6% less likely to Invest/Trade Stocks Online, 14.6% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



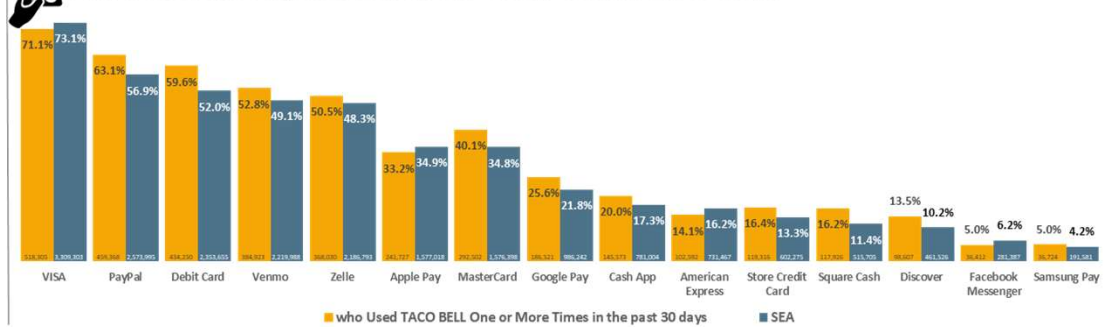
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



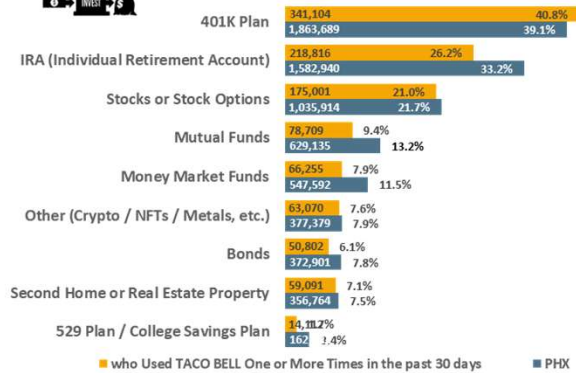




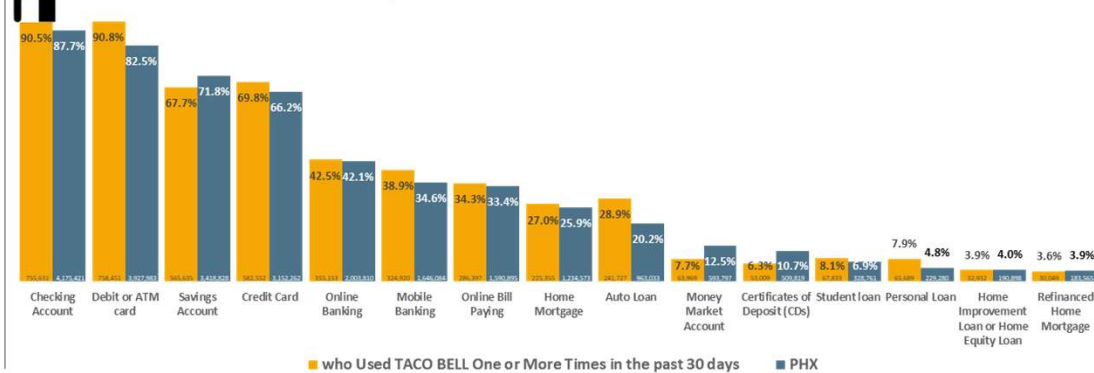
17.5% or 835,112 of PHX DMA Adults 18 or older Used TACO BELL One or More Times in the past 30 days. Adults 18 or older who Used TACO BELL One or More Times in the past 30 days are 4.4% more likely to have a 401K, 43.2% more likely to have an Auto Loan, 26.3% less likely to Invest/Trade Stocks Online, 28.9% more likely to pay with their Debit Card.



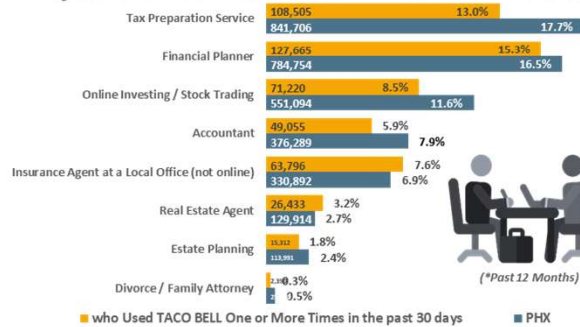
### Investments Owned: Adults 18 or older



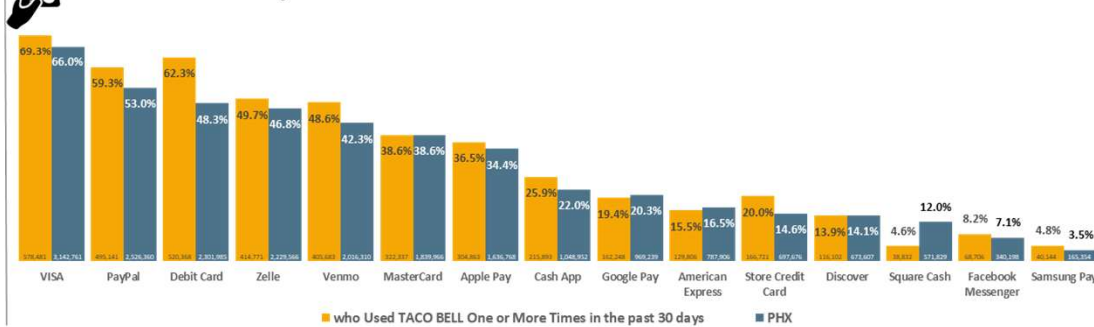
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

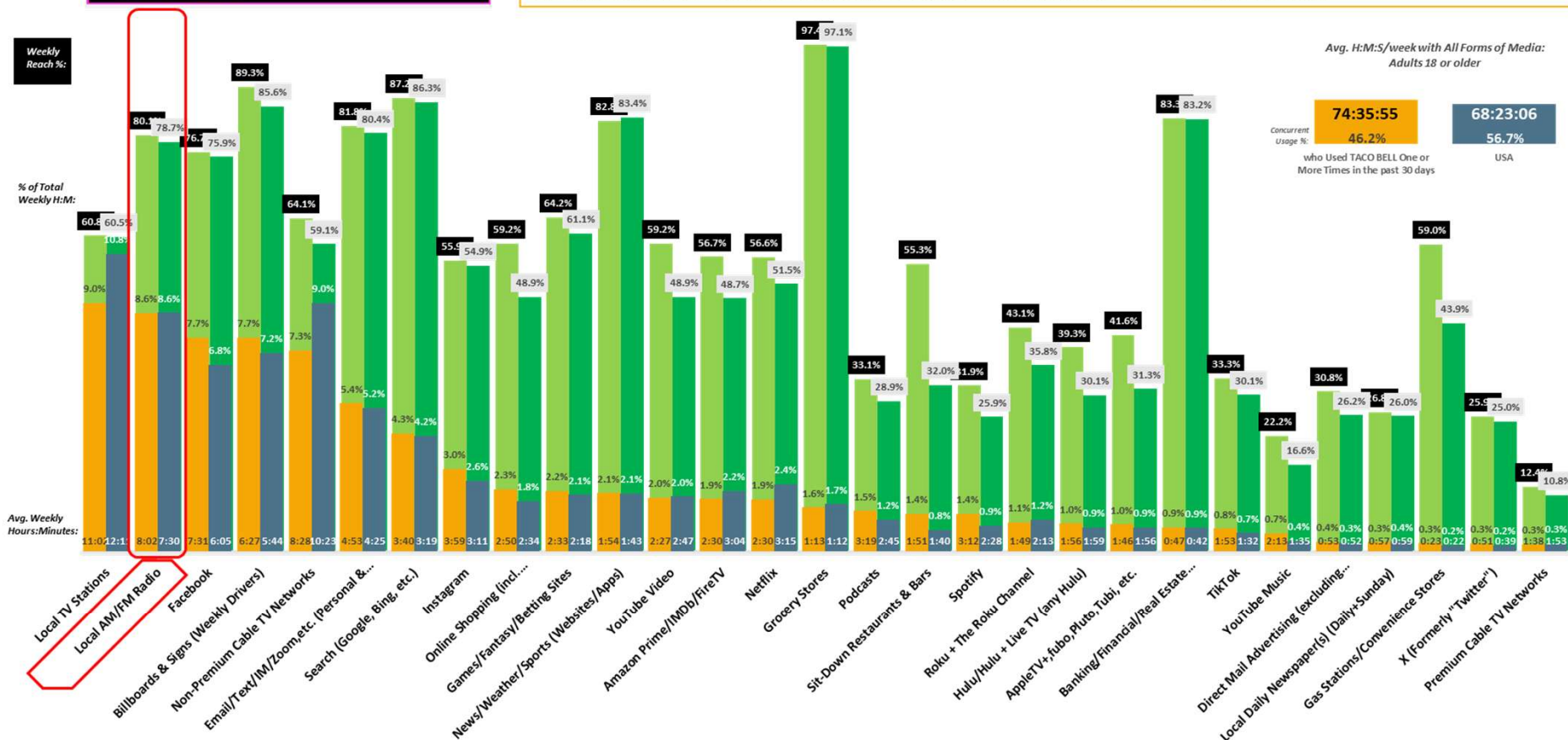


### Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 3 days, 2 hours, 35 minutes and 55 seconds each week with All Forms of Media.  
 80.1% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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

Concurrent Usage %

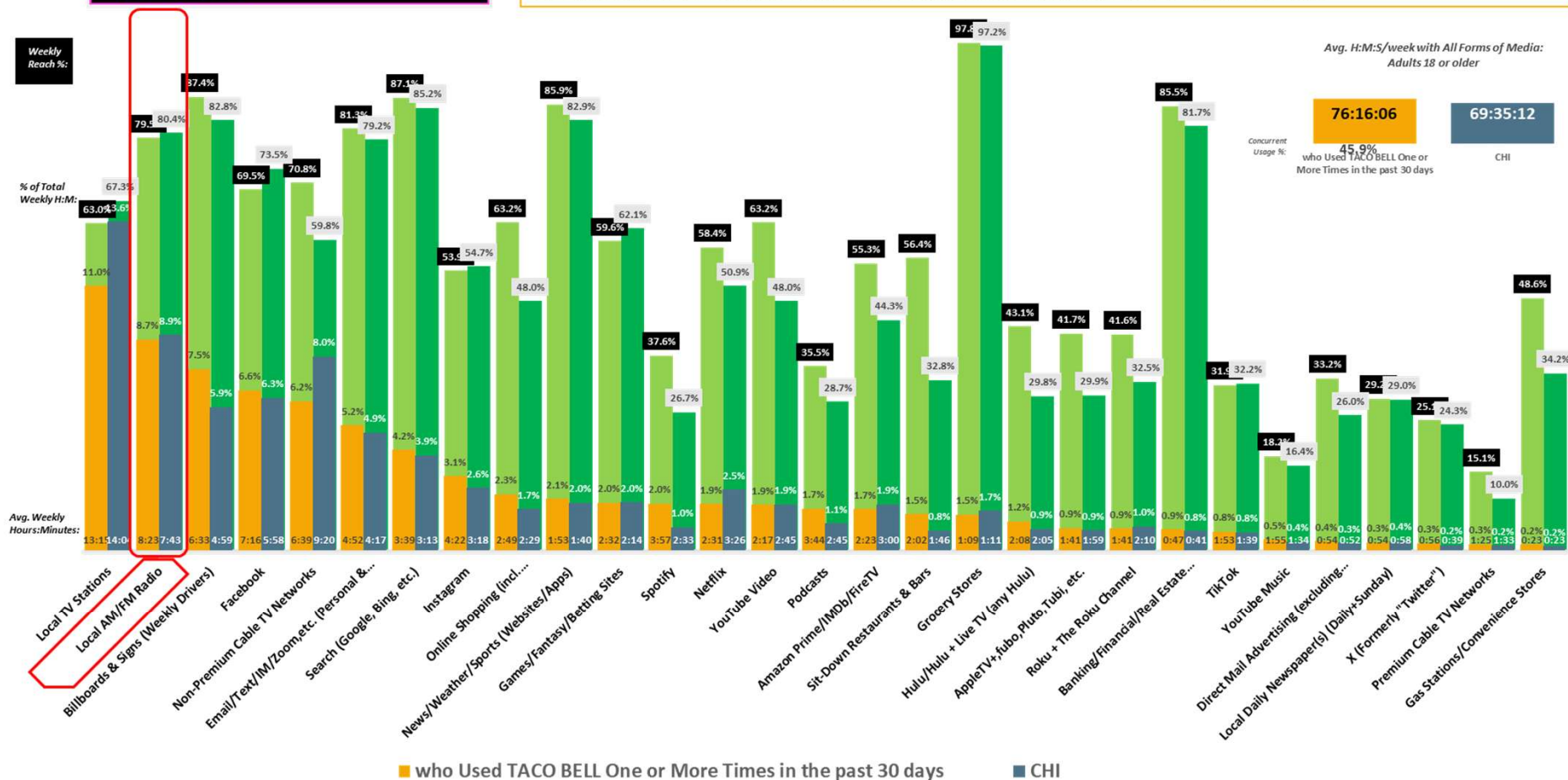
74:35:55 46.2% who Used TACO BELL One or More Times in the past 30 days

68:23:06 56.7% USA

■ who Used TACO BELL One or More Times in the past 30 days ■ USA

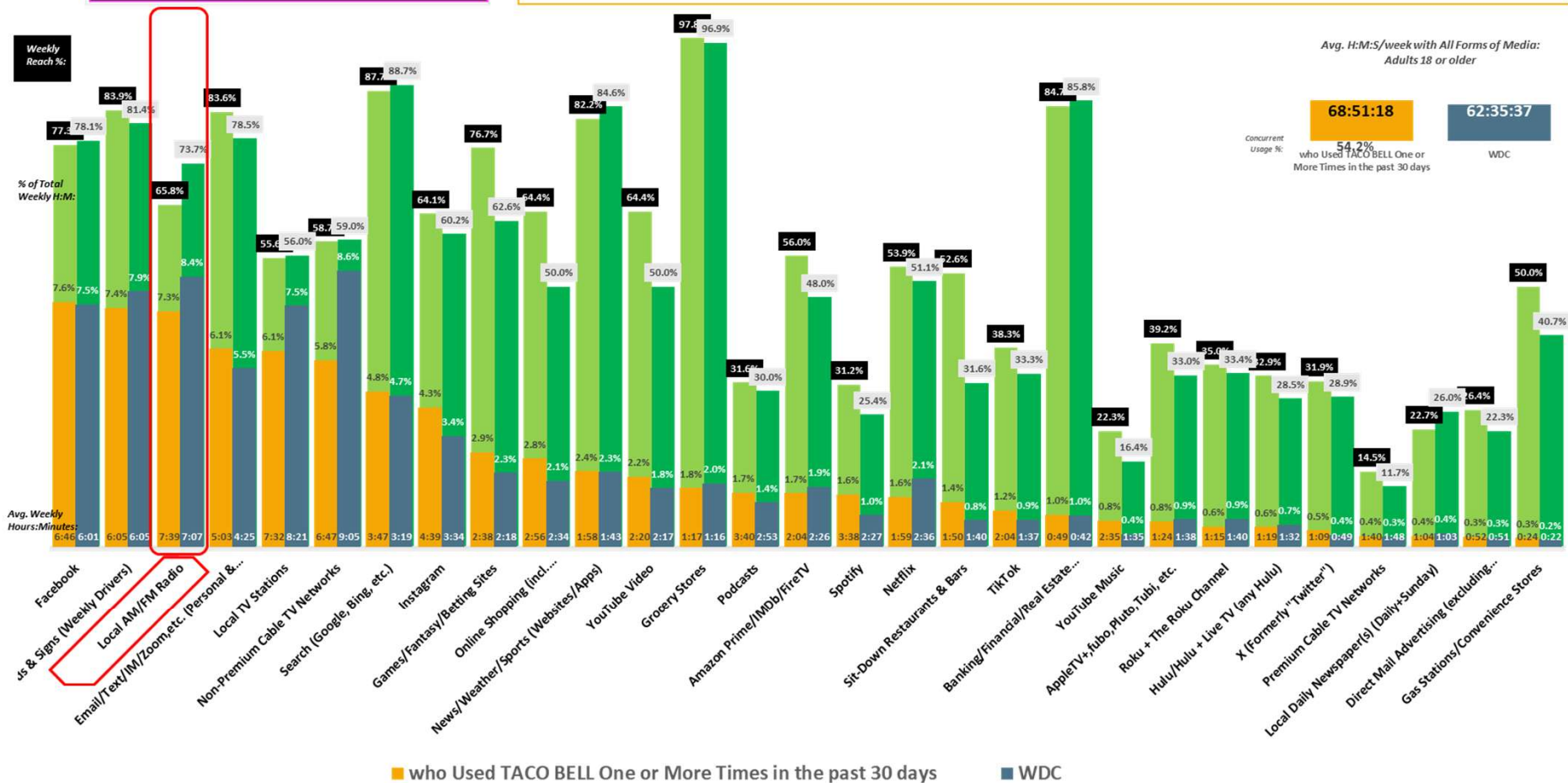


Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 3 days, 4 hours, 16 minutes and 6 seconds each week with All Forms of Media.  
 79.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





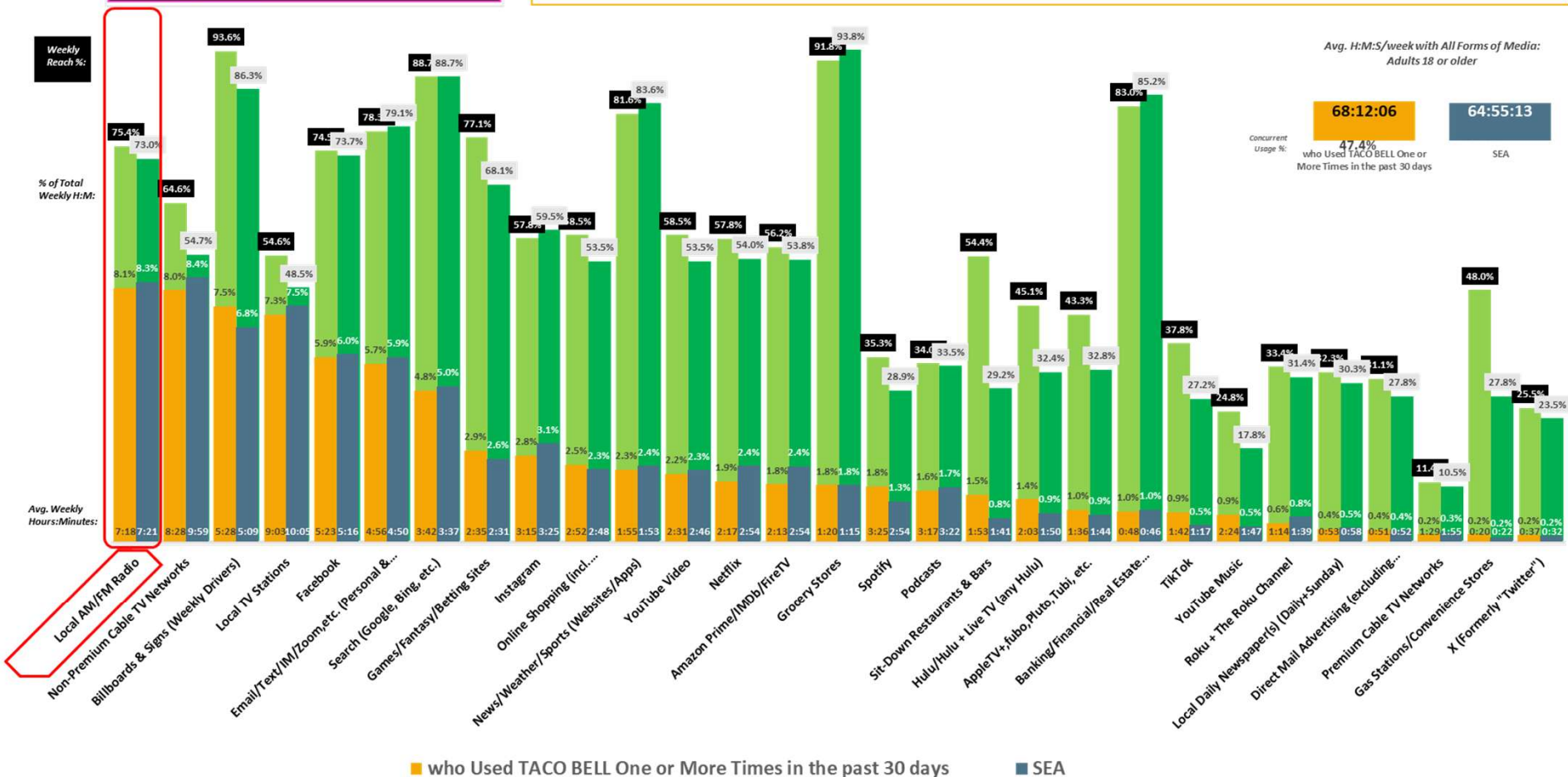
Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 20 hours, 51 minutes and 18 seconds each week with All Forms of Media.  
 65.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.





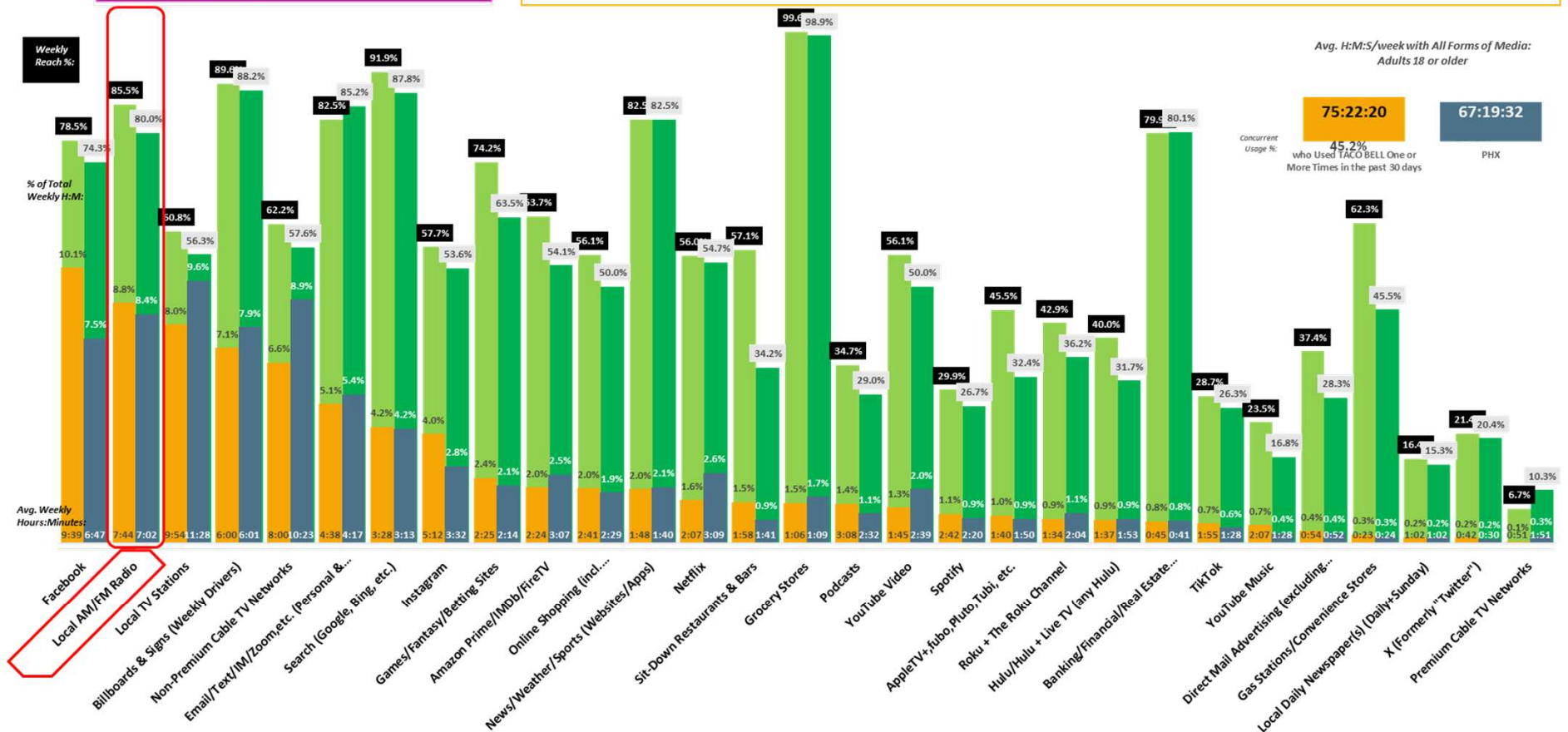


Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 20 hours, 12 minutes and 6 seconds each week with All Forms of Media.  
 75.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 3 days, 3 hours, 22 minutes and 20 seconds each week with All Forms of Media.  
 85.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



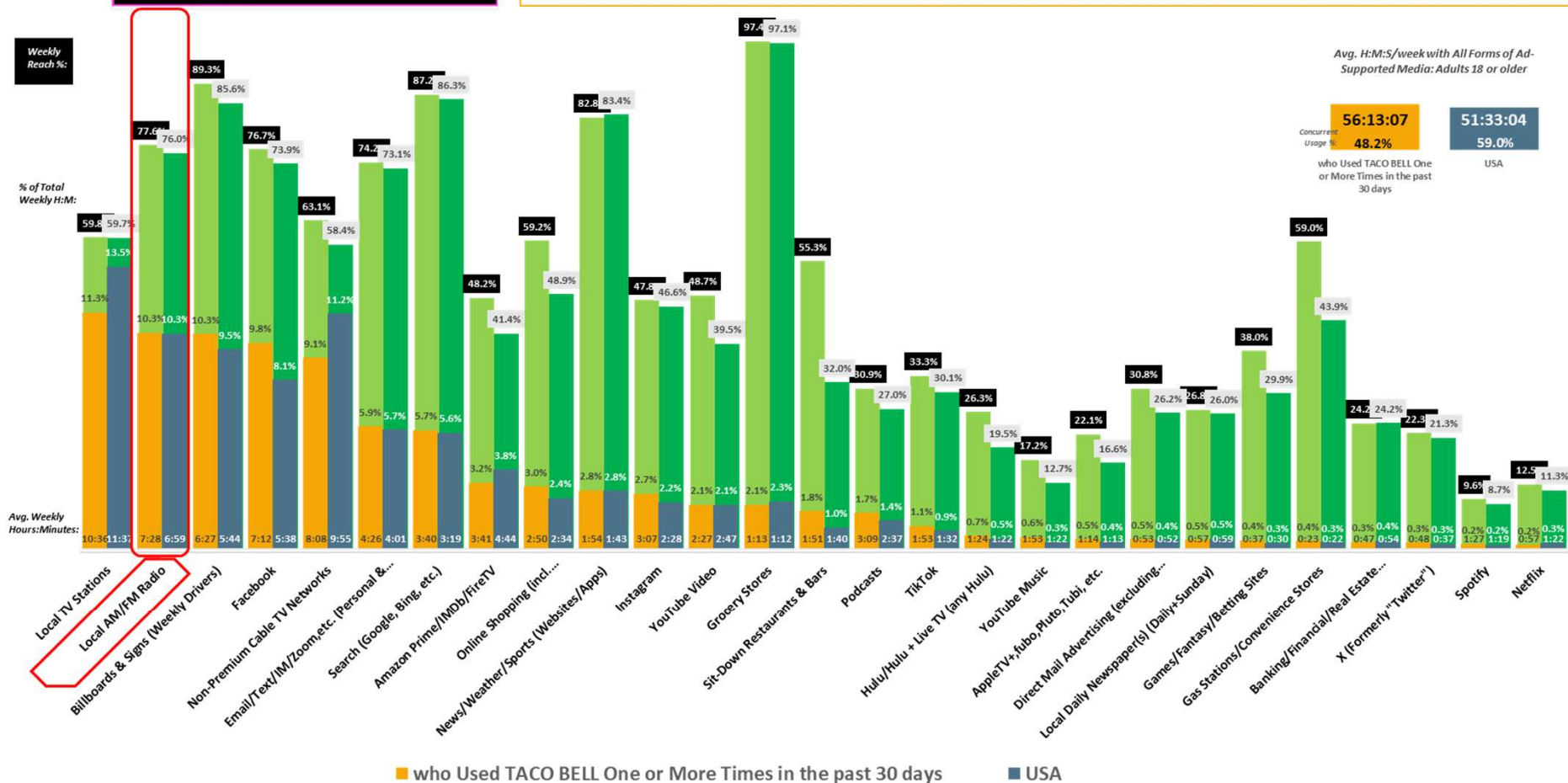
Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

75:22:20  
 who Used TACO BELL One or More Times in the past 30 days  
 45.2%  
 67:19:32  
 PHX

■ who Used TACO BELL One or More Times in the past 30 days ■ PHX



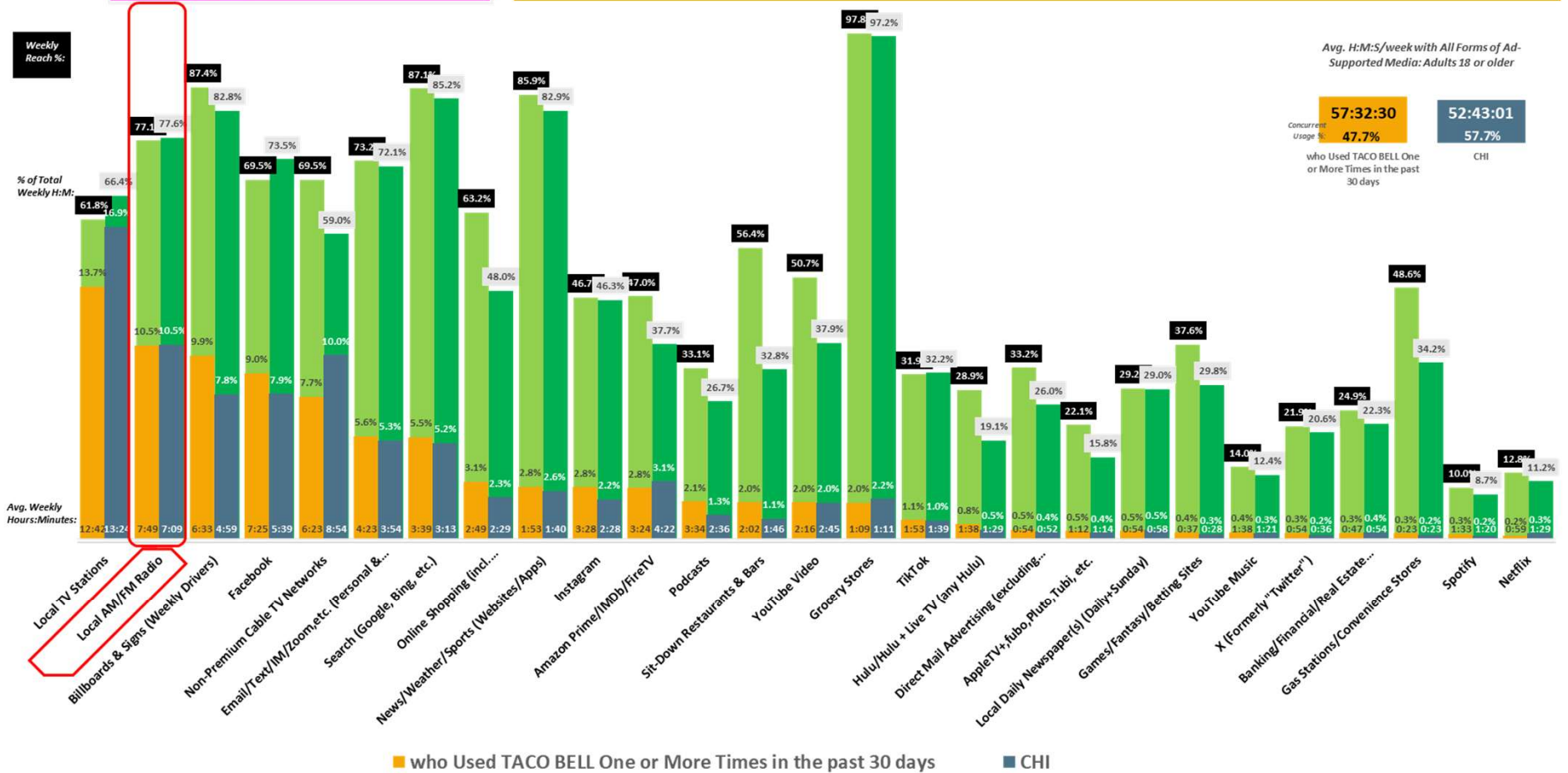
Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 8 hours, 13 minutes and 7 seconds each week with All Forms of Ad-Supported Media.  
 77.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 9 hours, 32 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

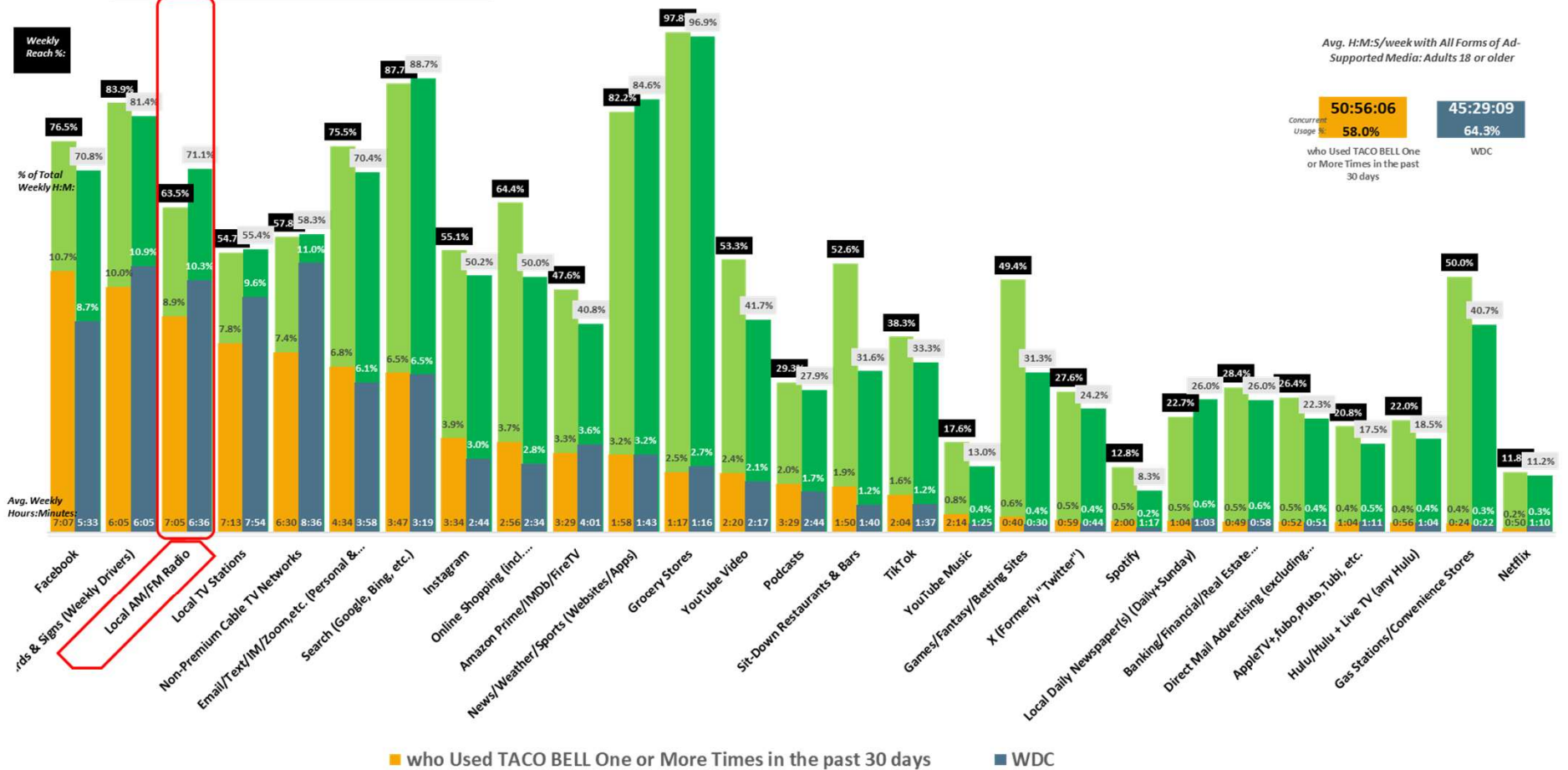
77.1% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media







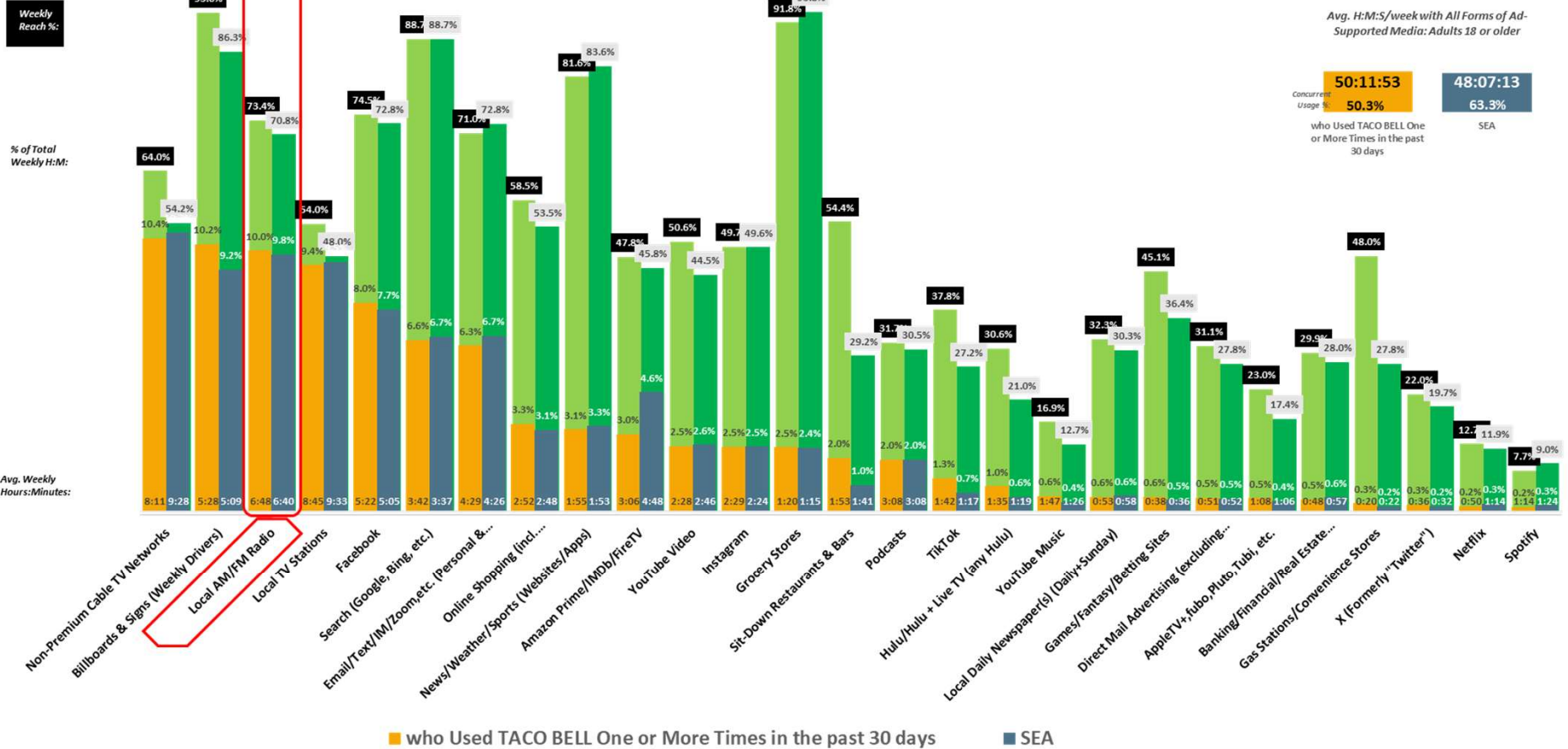
Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 2 hours, 56 minutes and 6 seconds each week with All Forms of Ad-Supported Media.  
 63.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 2 hours, 11 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

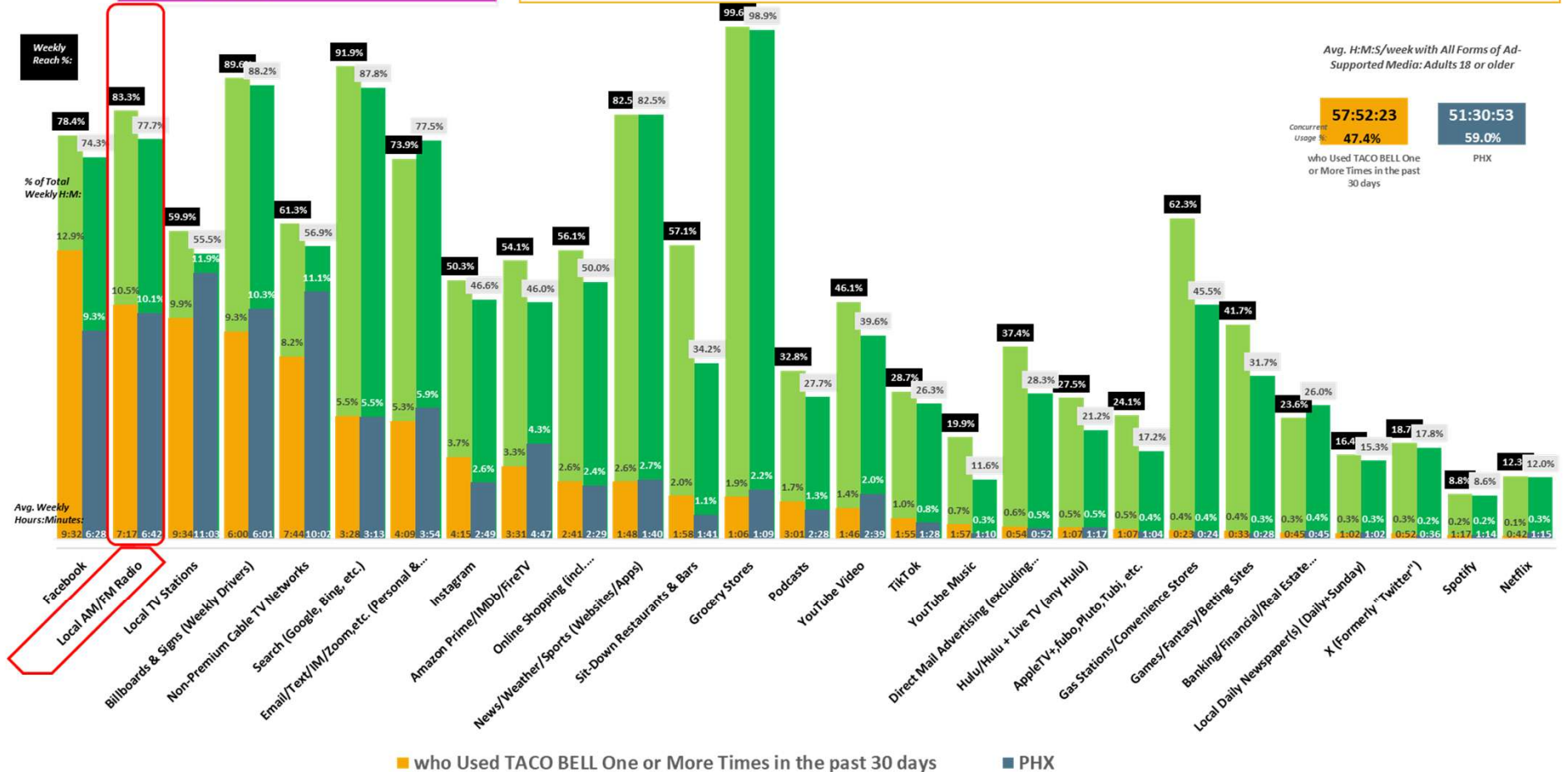
73.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 2 days, 9 hours, 52 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media



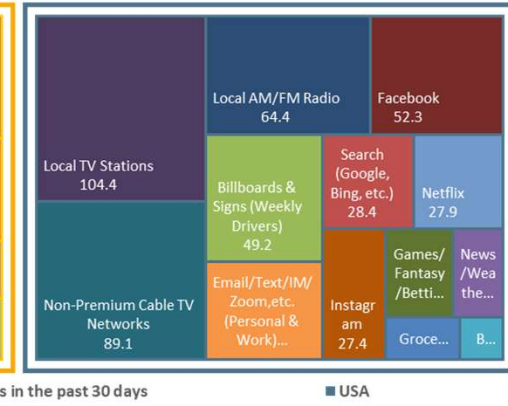
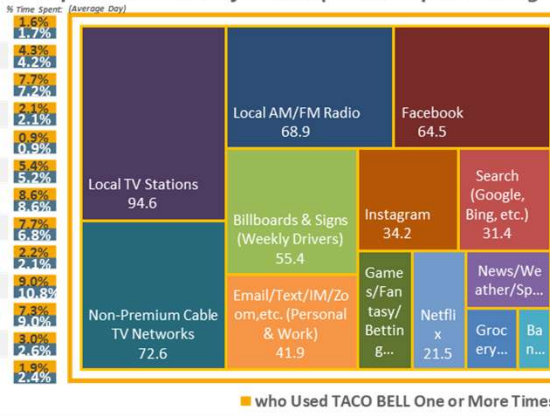
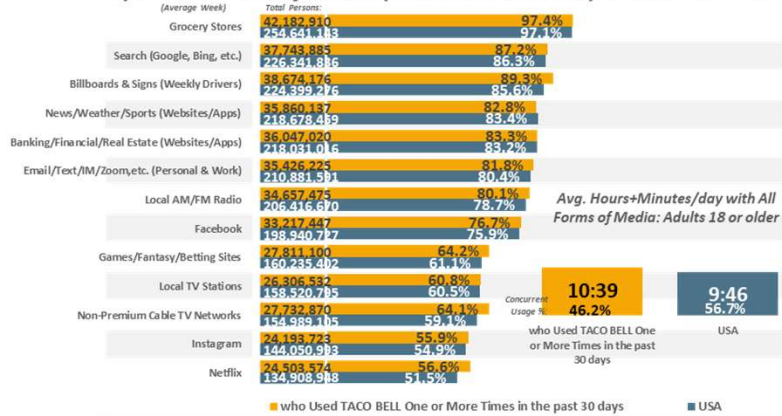




Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

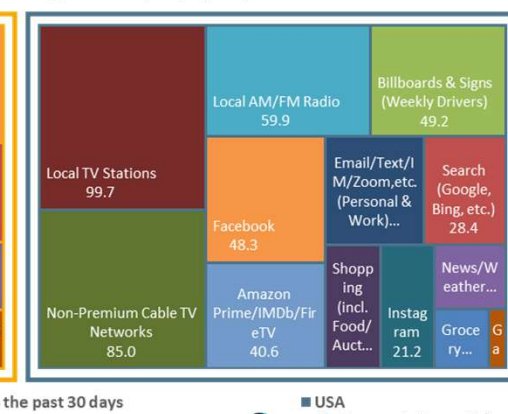
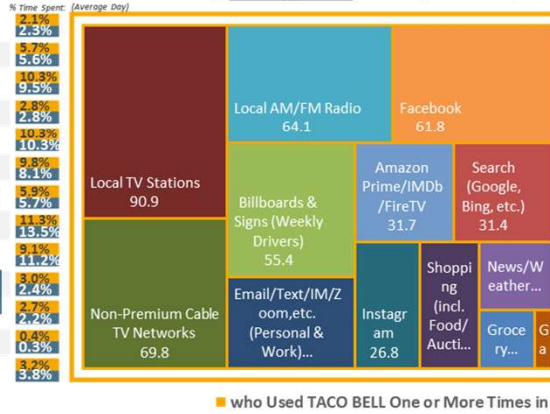
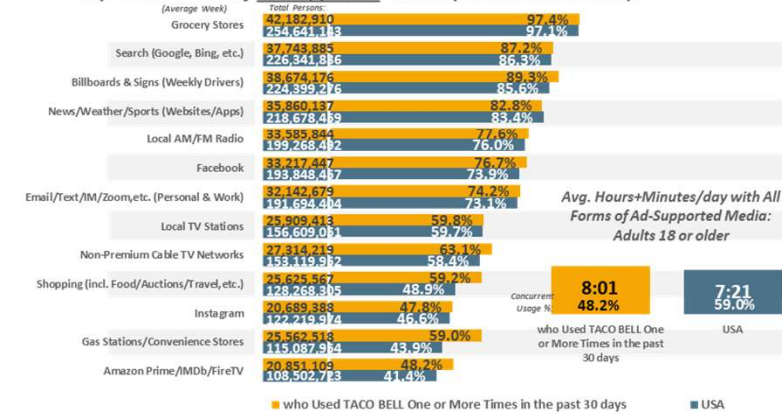
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 4,054  
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Quick service restaurants used past 30 days: Taco Bell

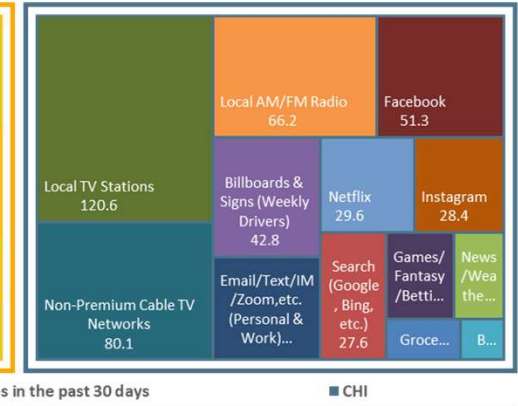
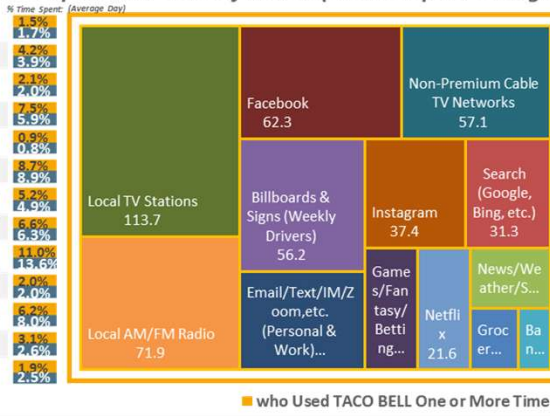
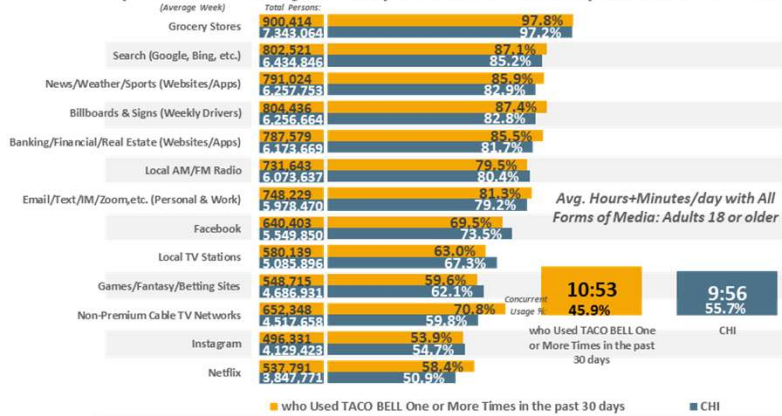




Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 67. minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

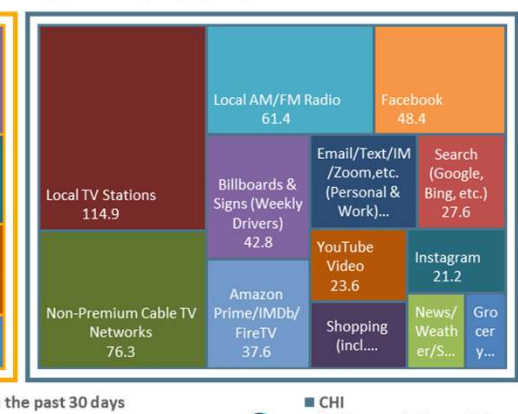
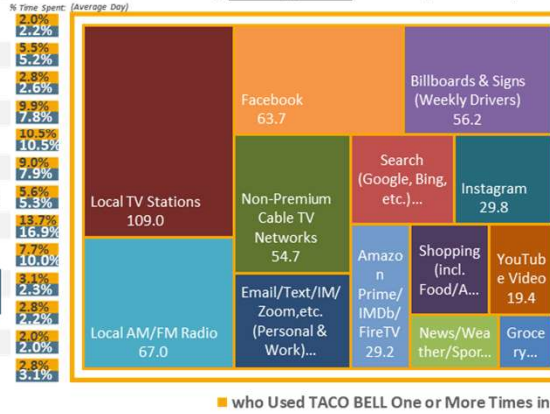
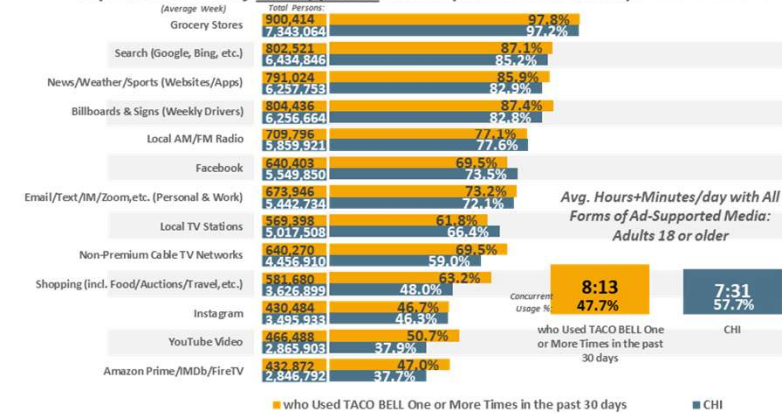
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

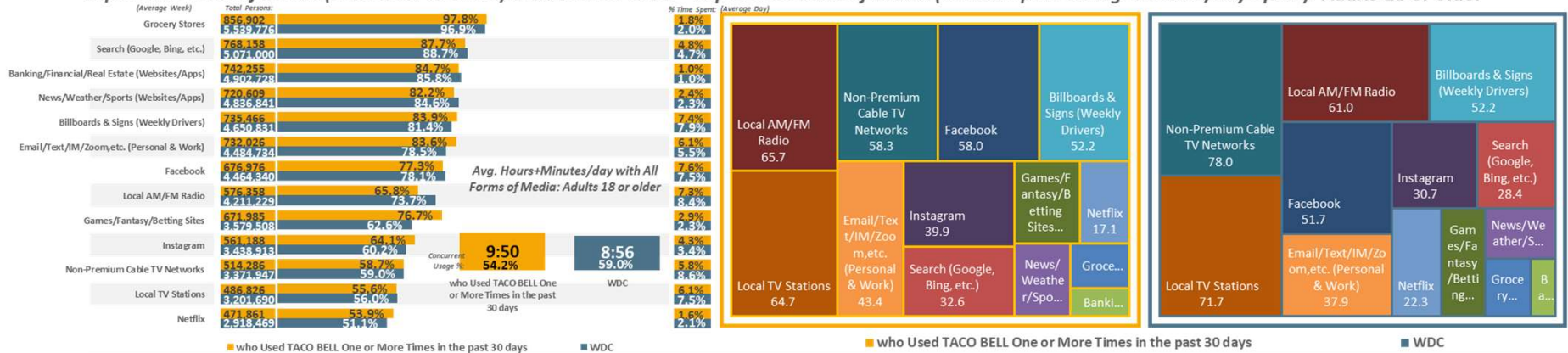
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



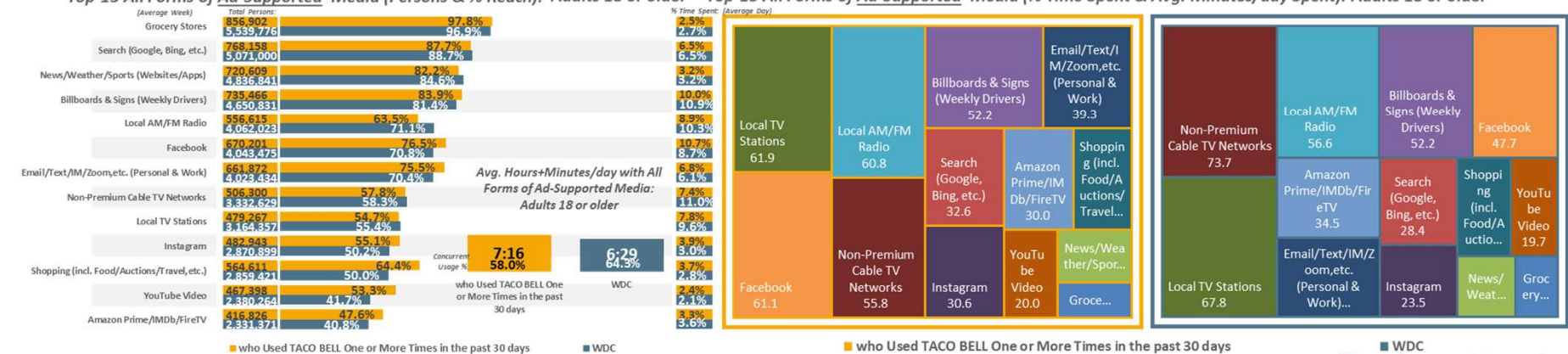


Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 63.5% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. (Local Radio delivers 8.9% of Time with Ad-Supported Media.)

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



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

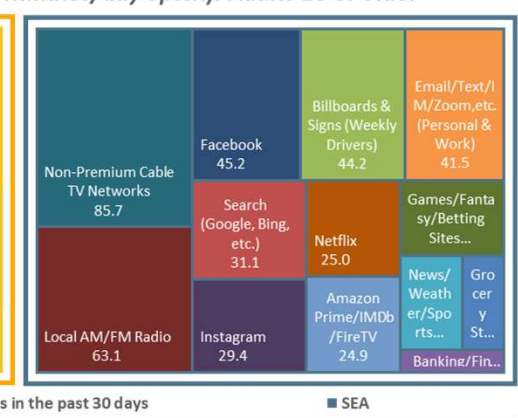
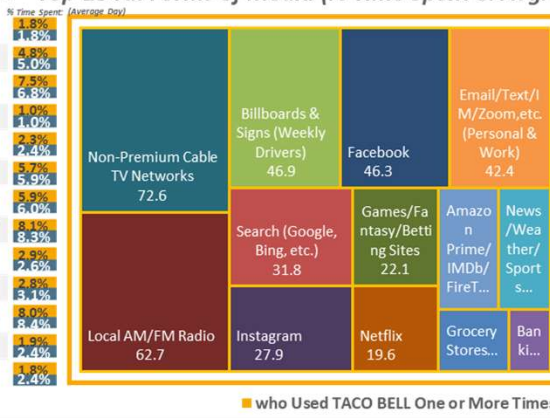
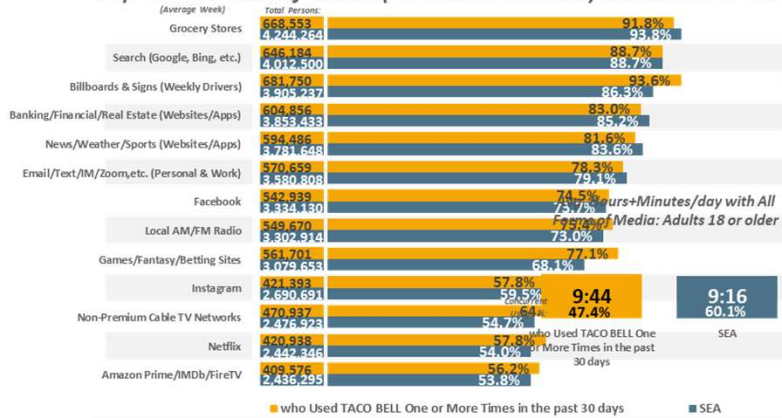




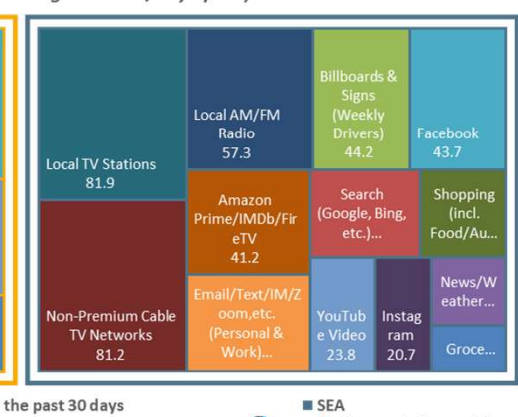
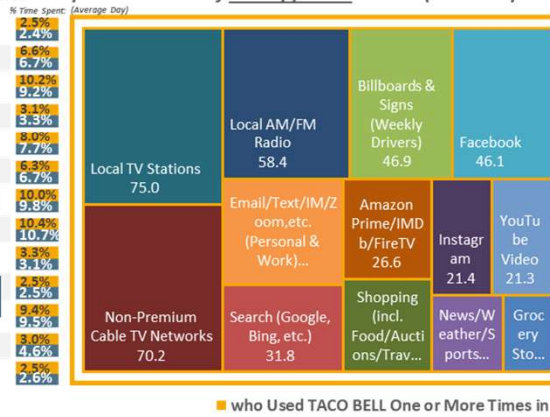
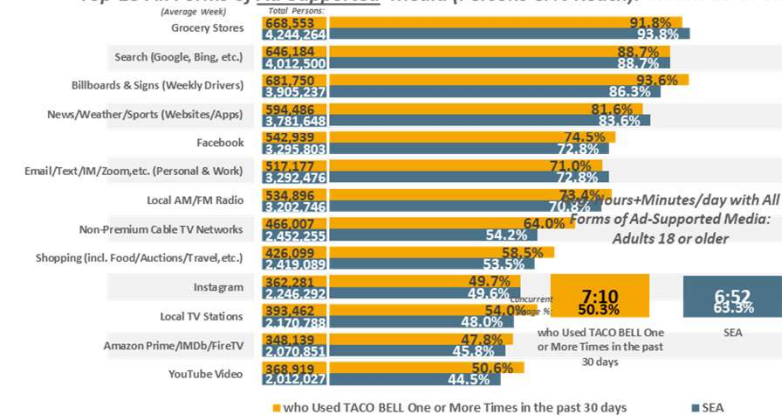


Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

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



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

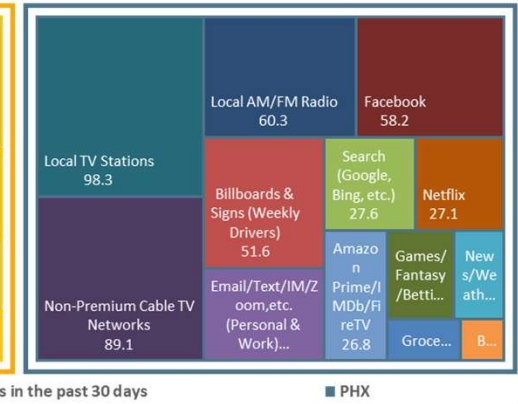
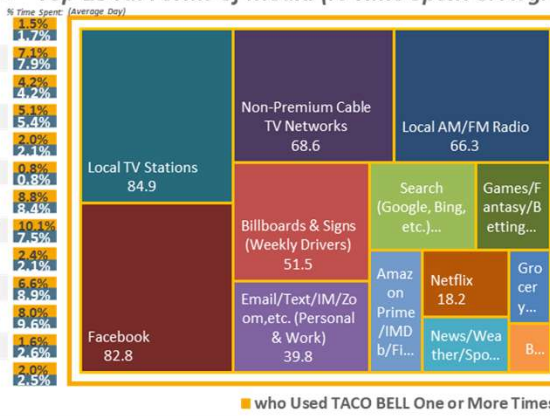
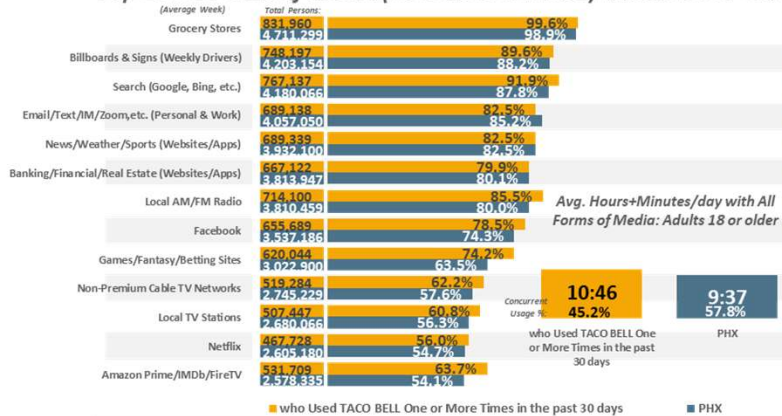




Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

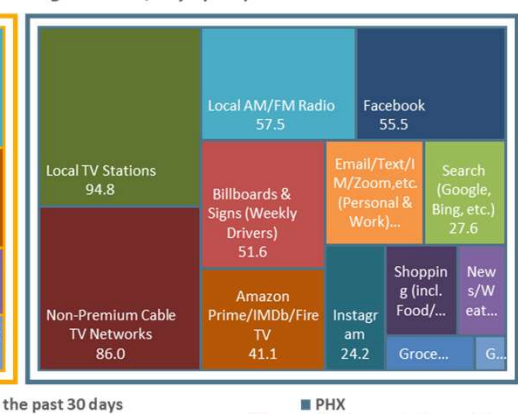
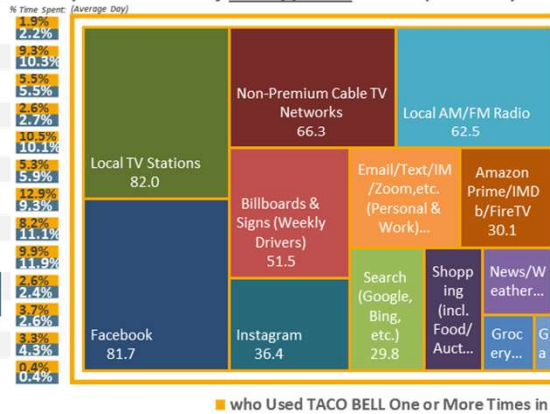
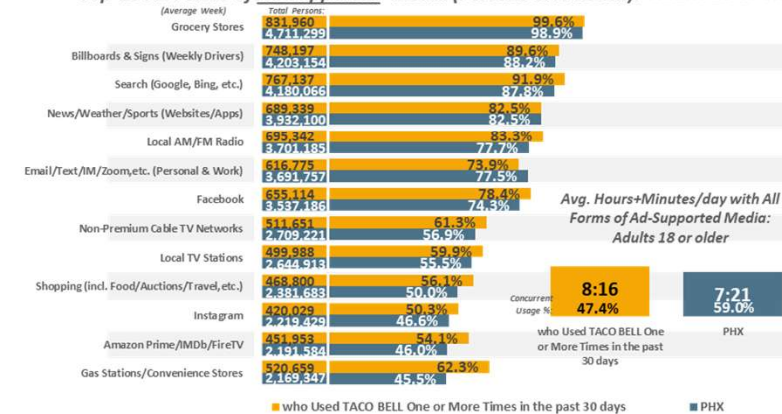
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

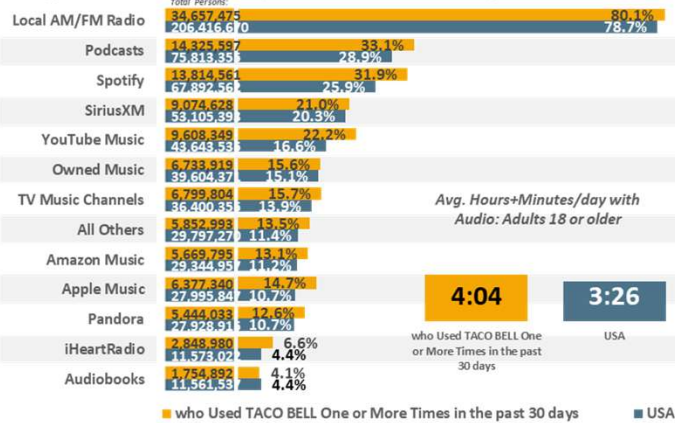




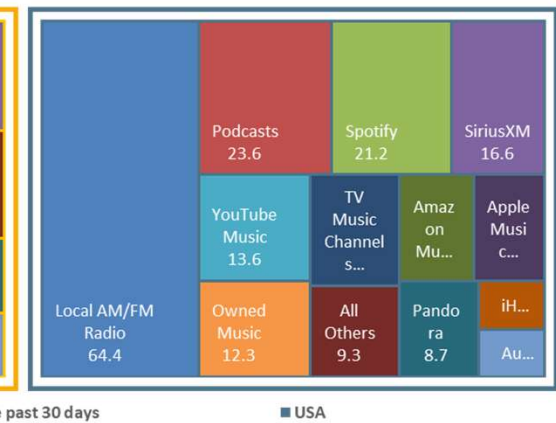
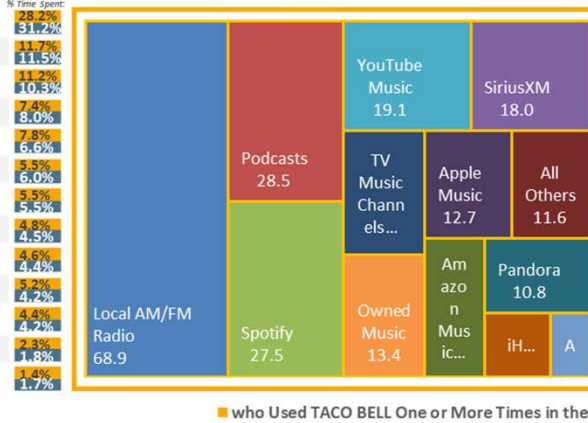


33,585,844 or 77.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

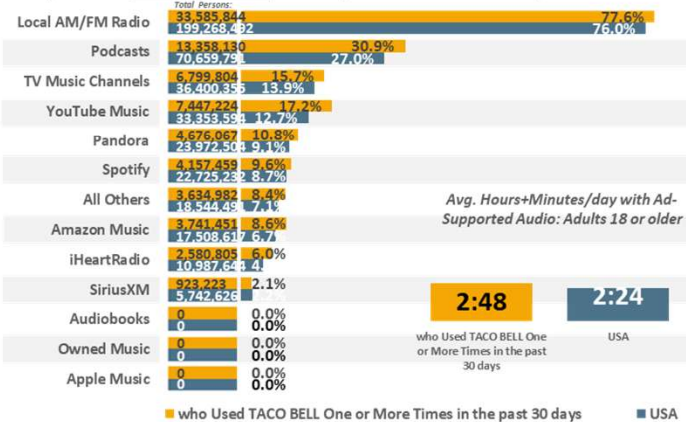
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



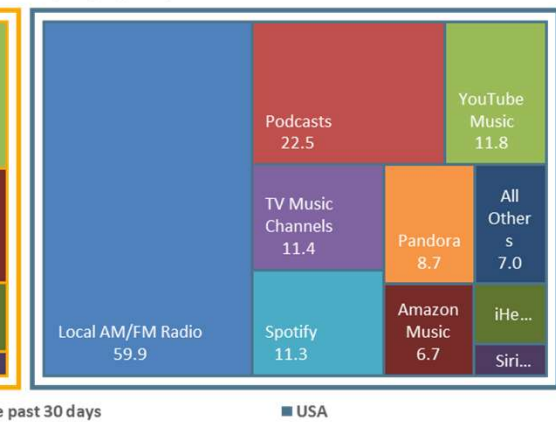
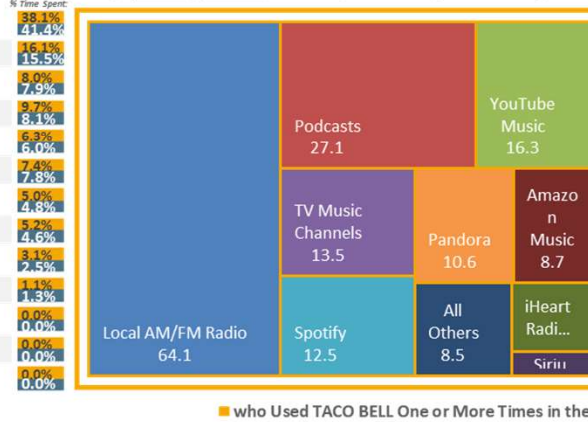
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



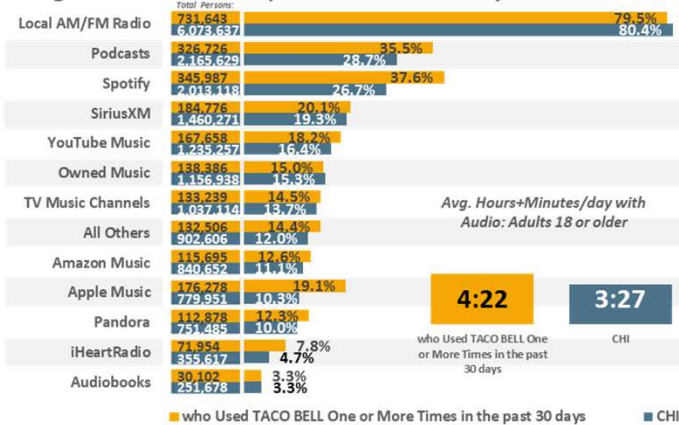
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



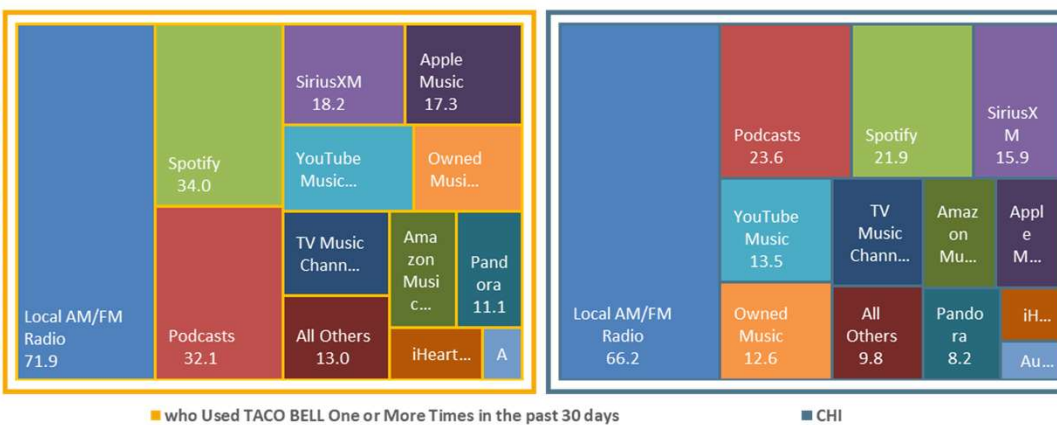


709,796 or 77.1% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

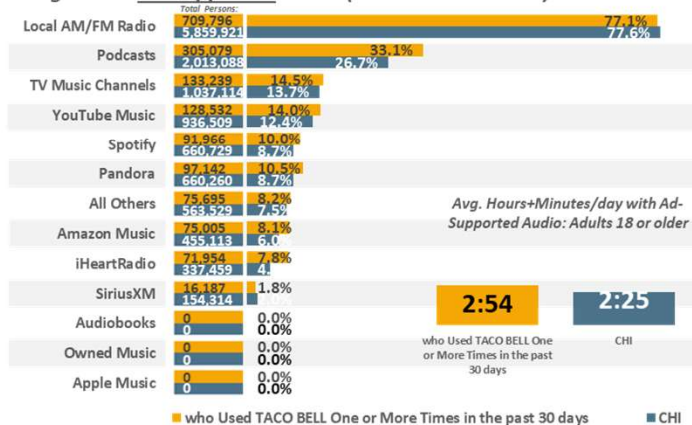
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



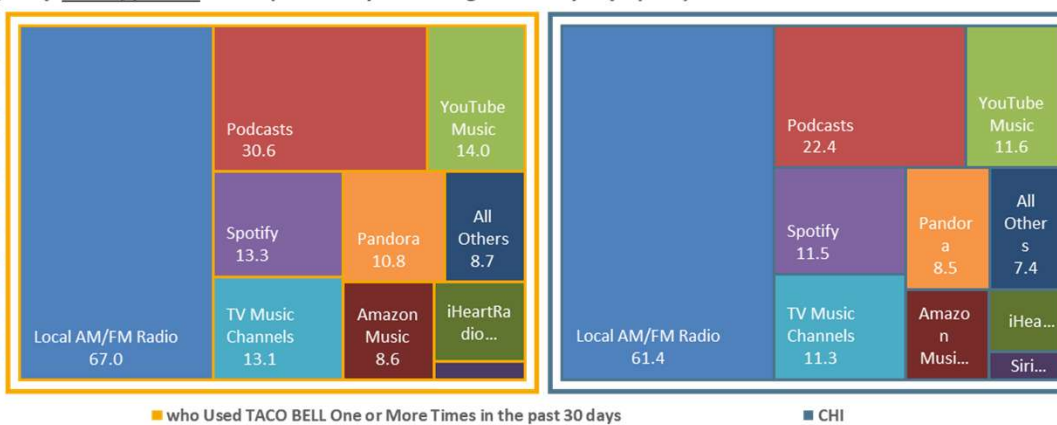
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555  
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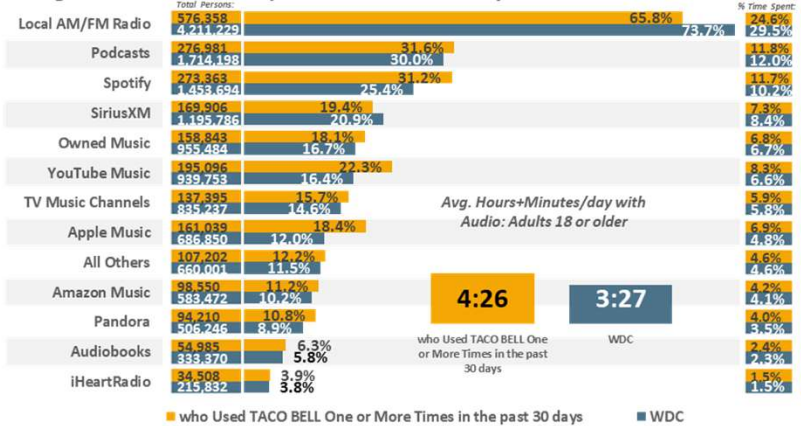
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Taco Bell

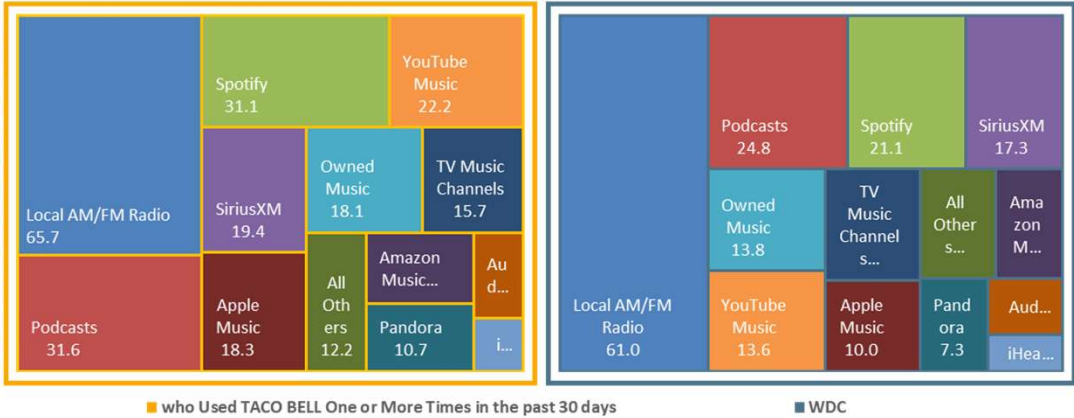


556,615 or 63.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

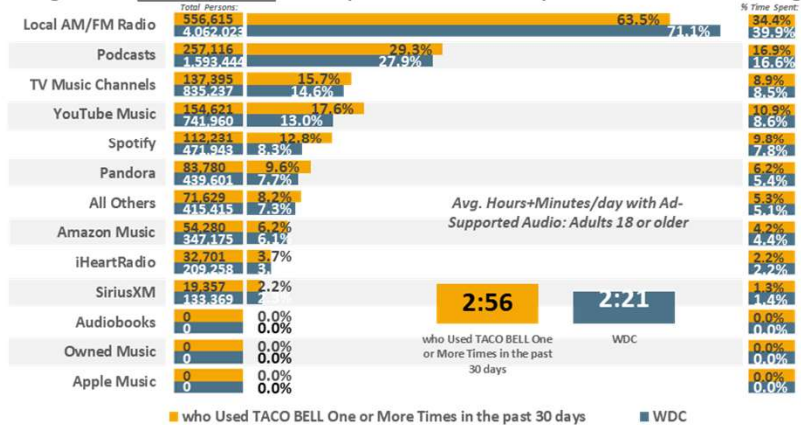
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



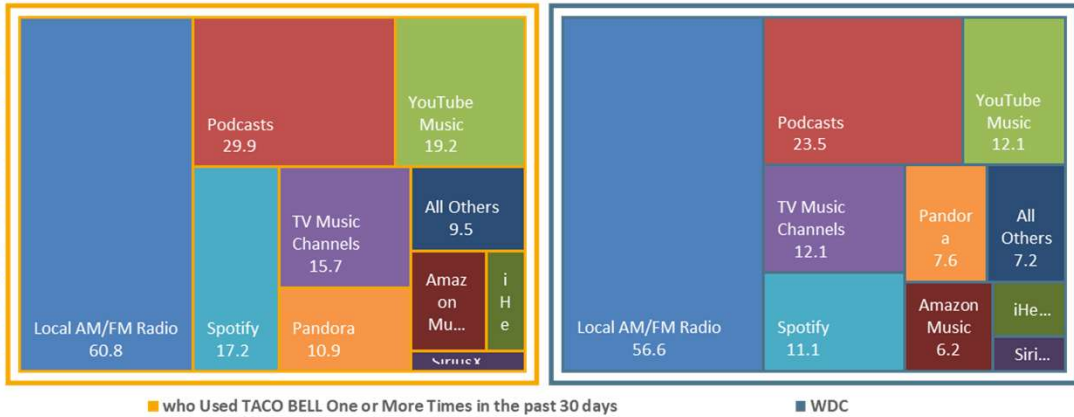
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

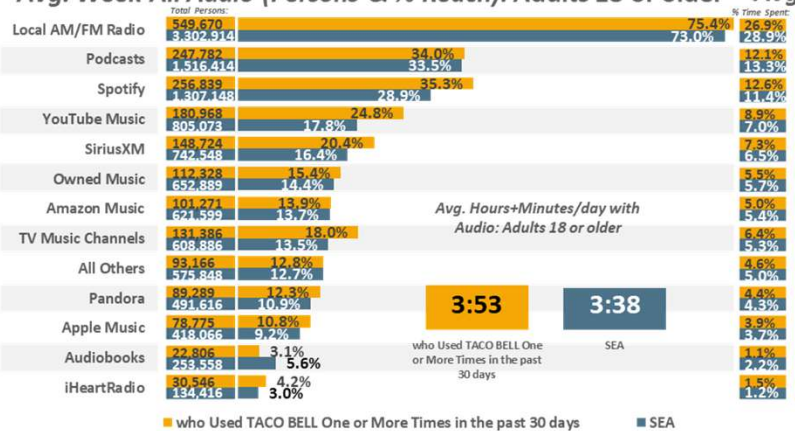




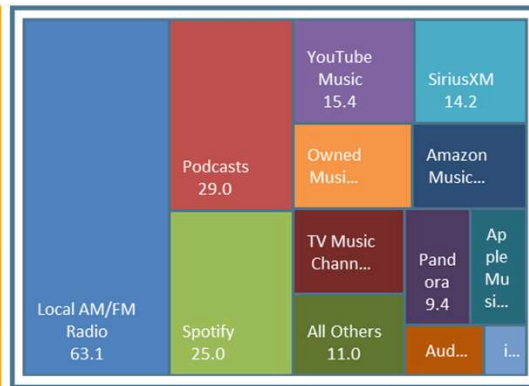
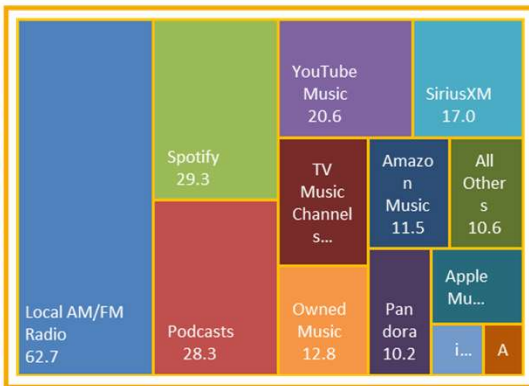


534,896 or 73.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

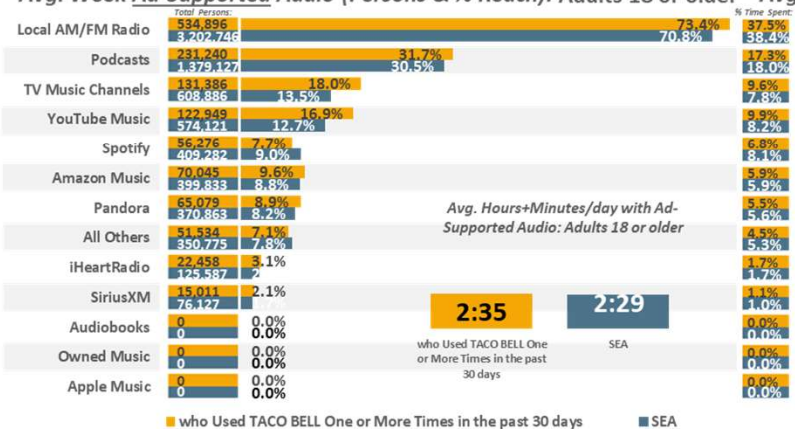
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



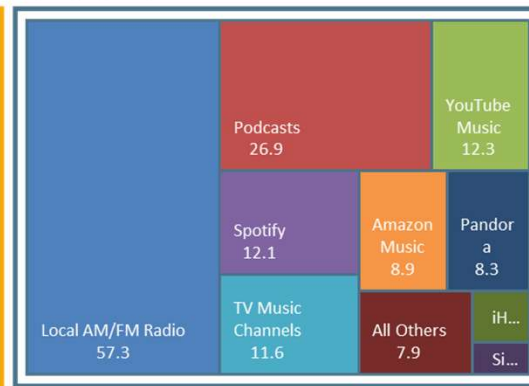
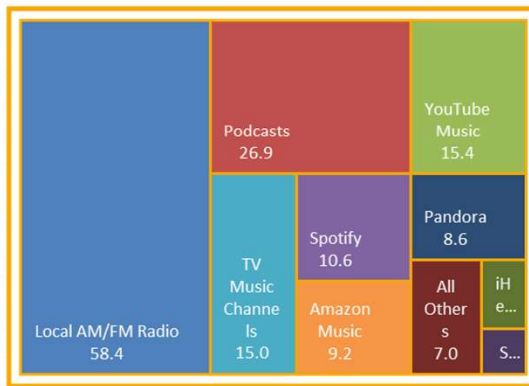
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



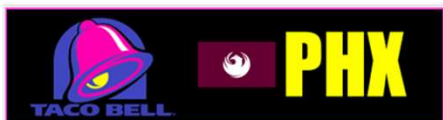
**Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older**



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

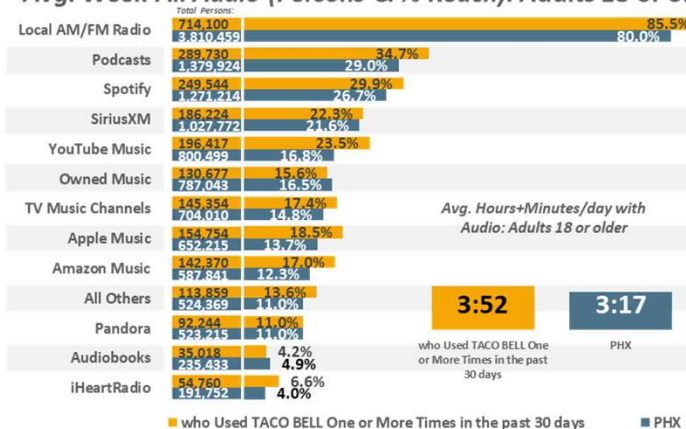




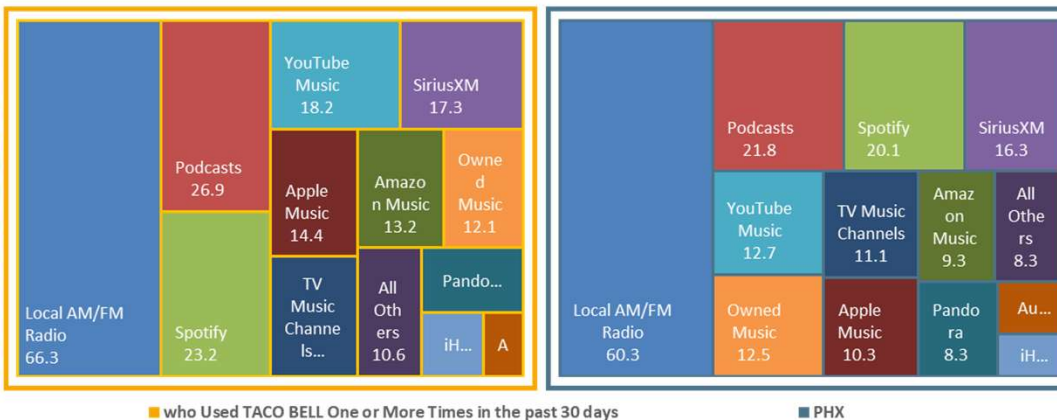


695,342 or 83.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

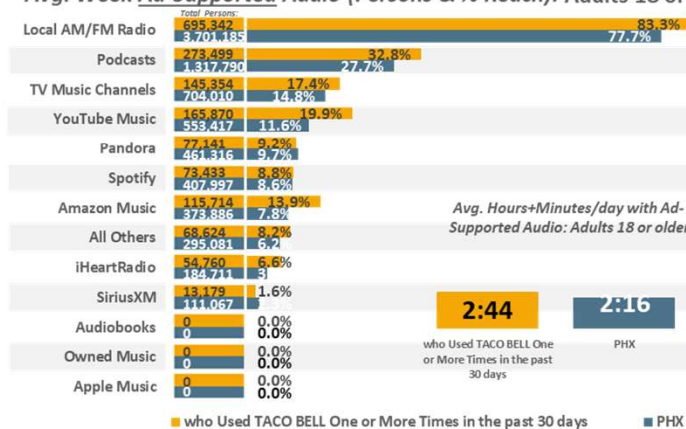
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



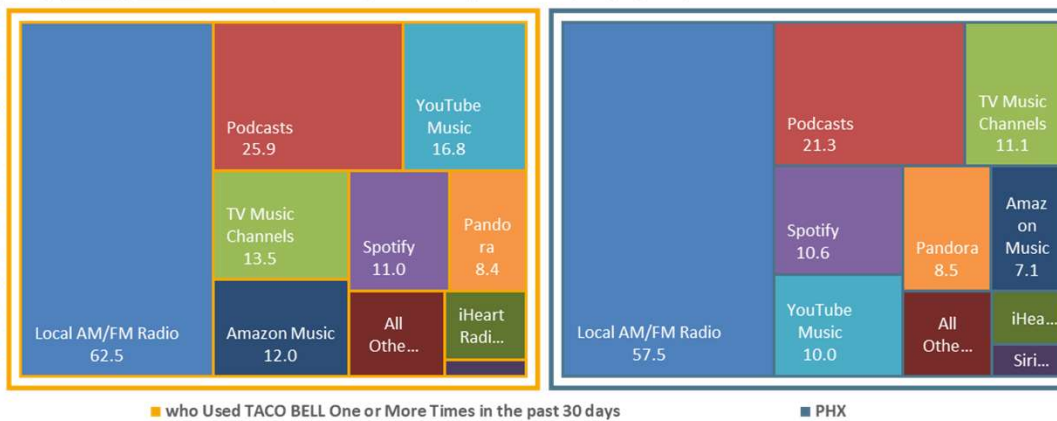
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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





33,585,844 or 77.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 77.6% 76.0%

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

## "Share of Ad-Supported Audio"

2:48

2:24

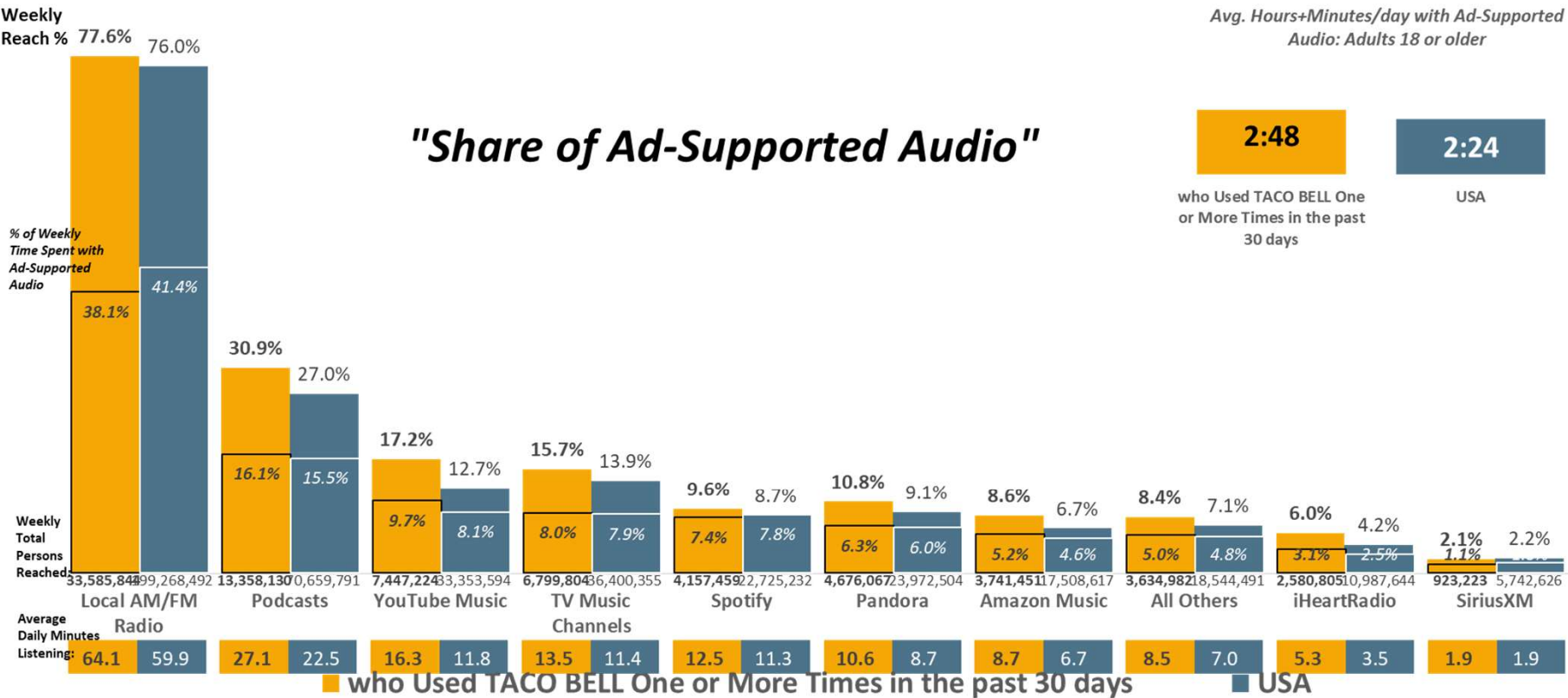
who Used TACO BELL One  
or More Times in the past  
30 days

USA

% of Weekly  
Time Spent with  
Ad-Supported  
Audio

Weekly  
Total  
Persons  
Reached

Average  
Daily Minutes  
Listening



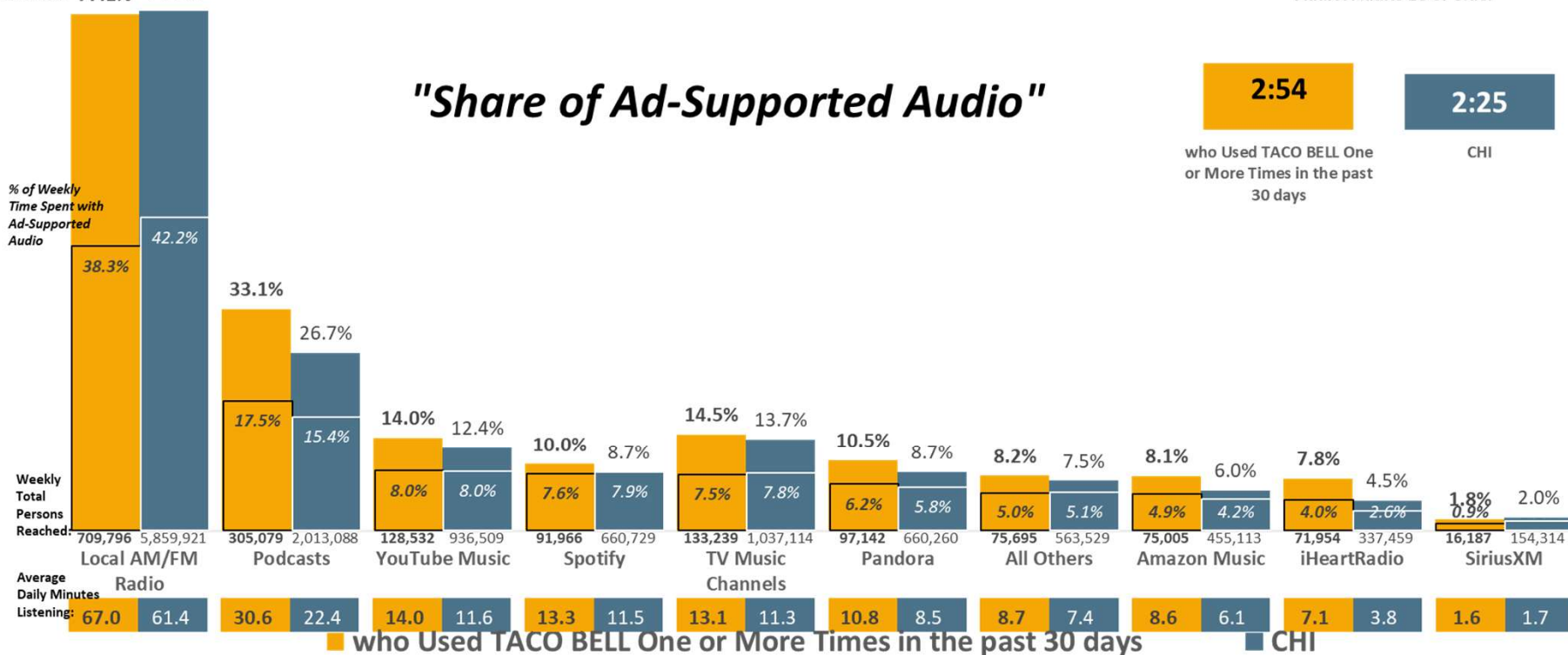


709,796 or 77.1% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 77.1% 77.6%

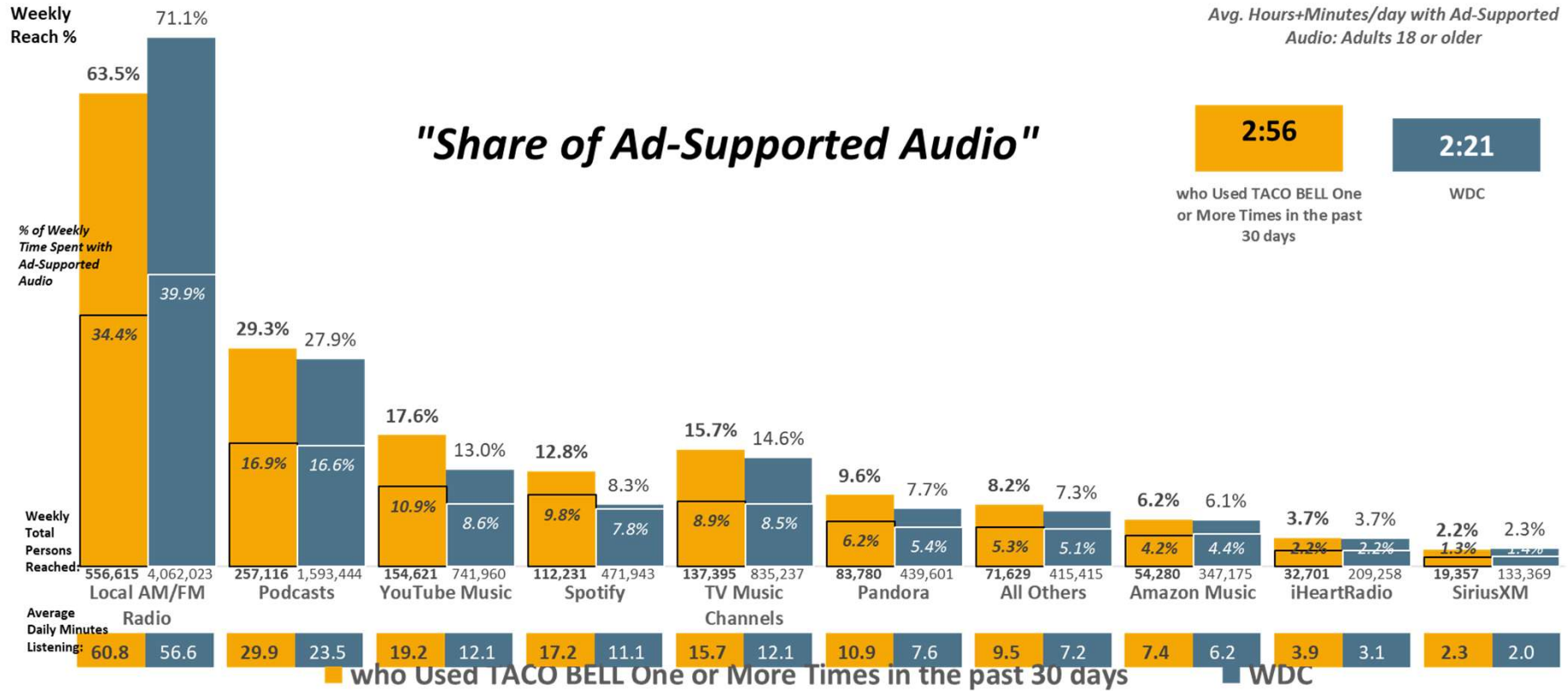
Avg. Hours+Minutes/day with Ad-Supported  
Audio: Adults 18 or older

## "Share of Ad-Supported Audio"





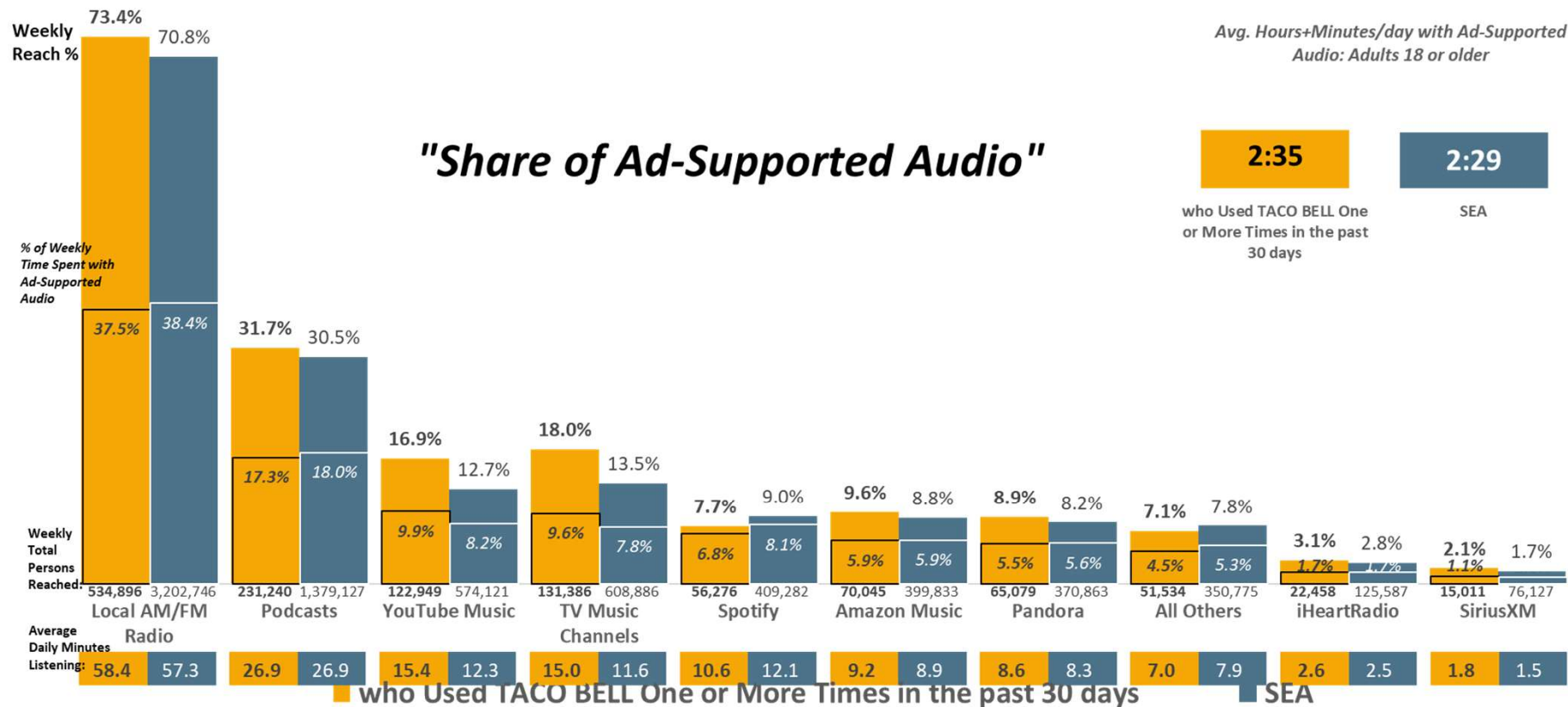
556,615 or 63.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

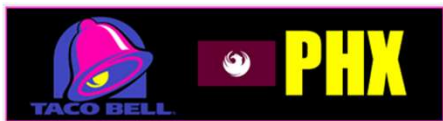




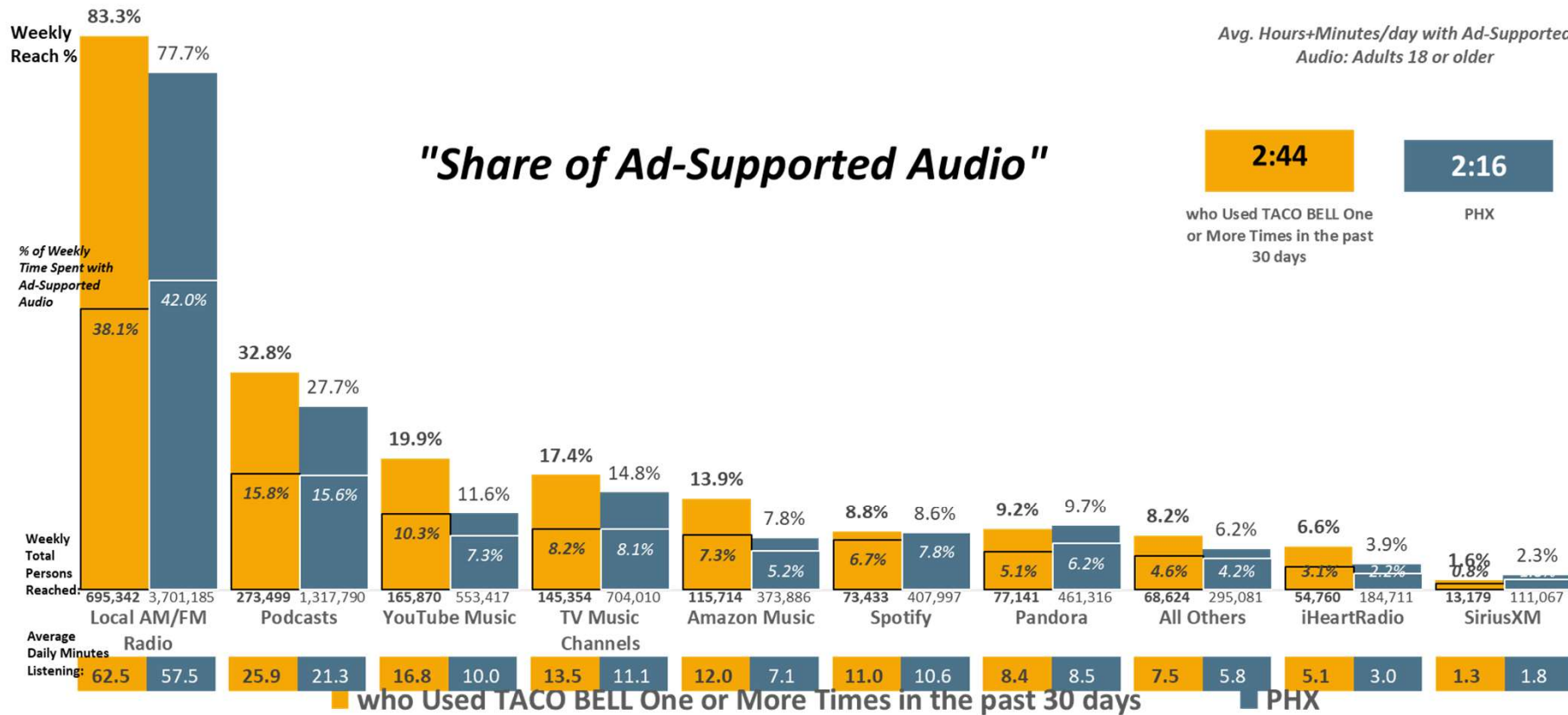


534,896 or 73.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.





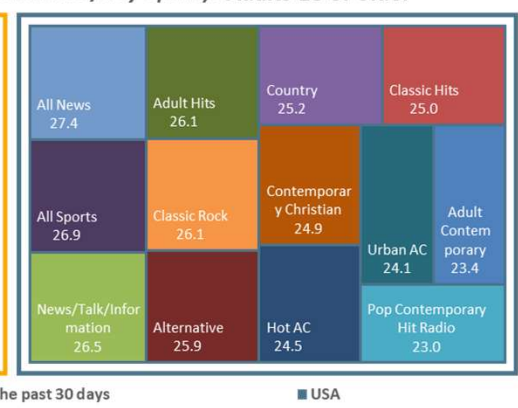
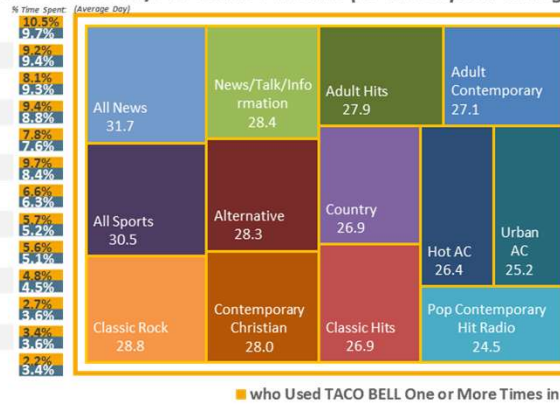
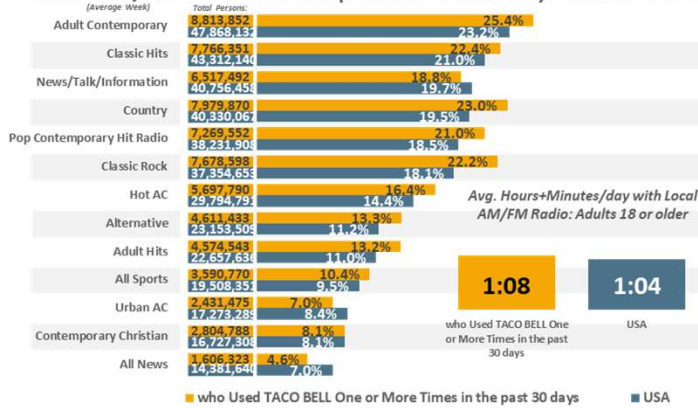
695,342 or 83.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



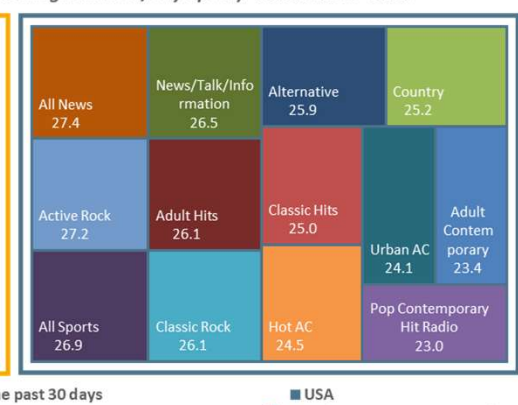
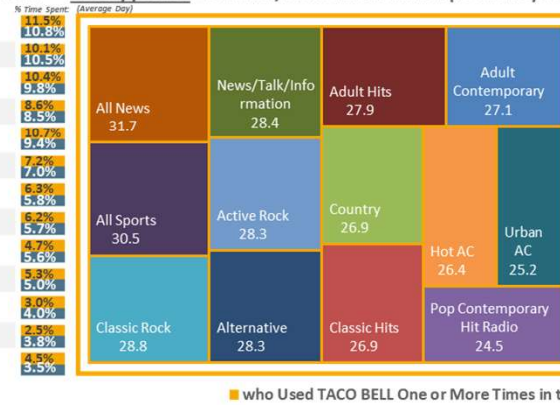
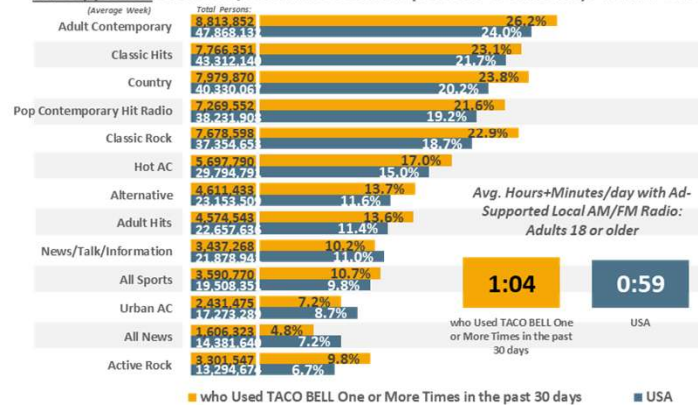


33,585,844 or 77.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



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



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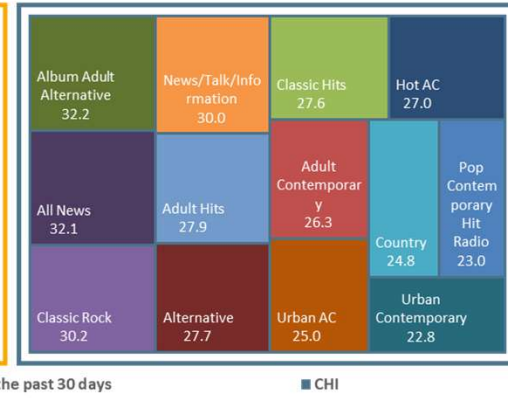
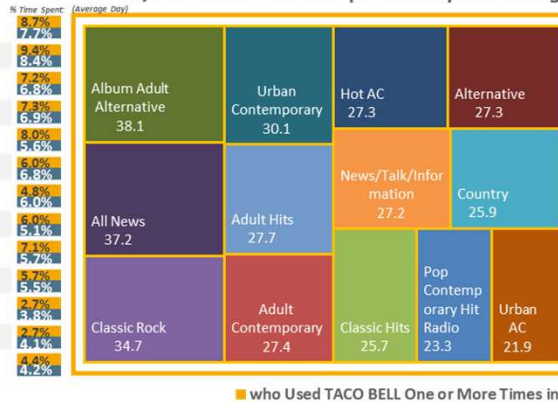
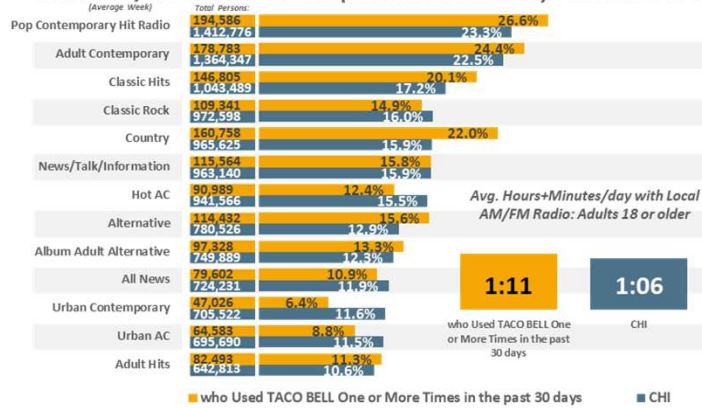
Quick service restaurants used past 30 days: Taco Bell



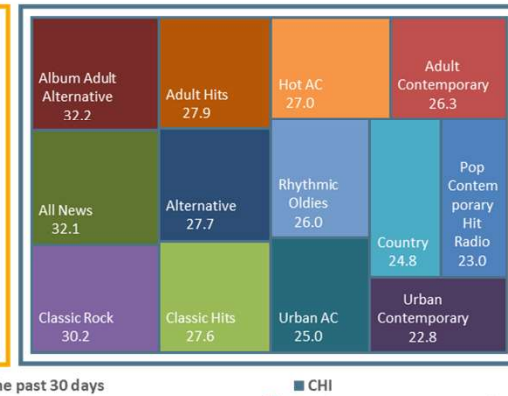
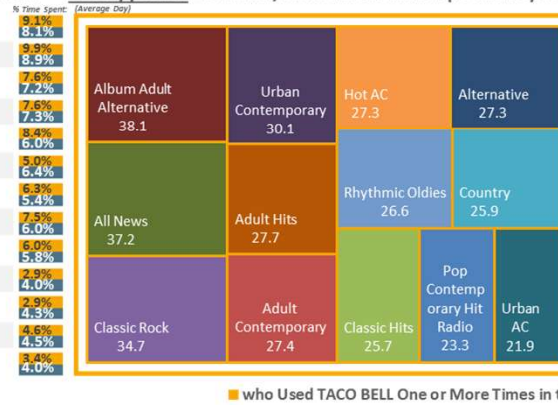
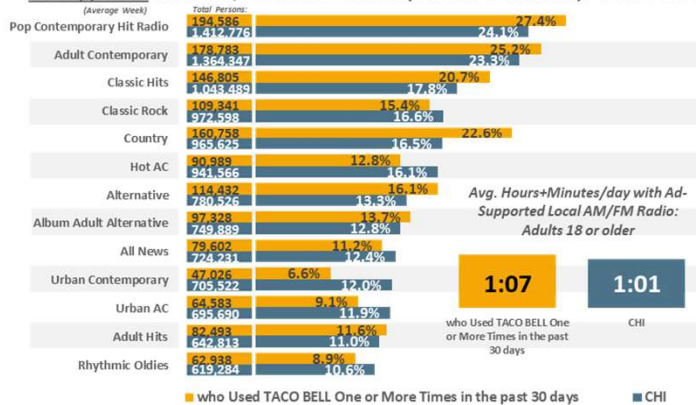


709,796 or 77.1% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Alternative.

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



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

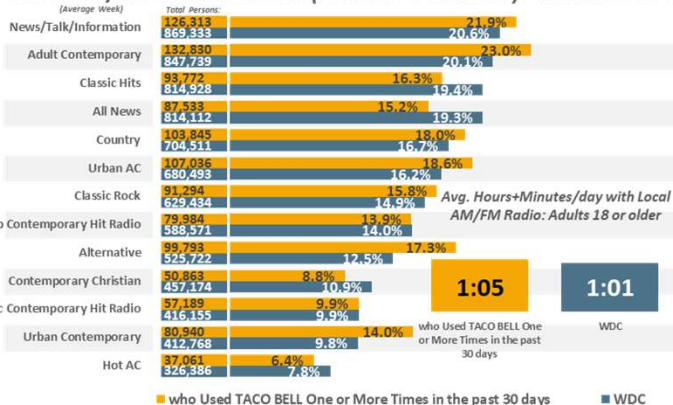




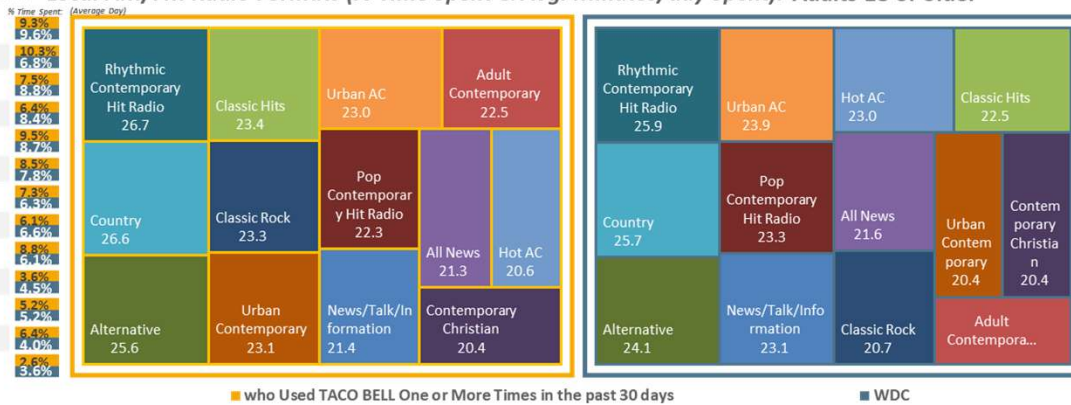


556,615 or 63.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Country, Alternative, and Classic Hits.

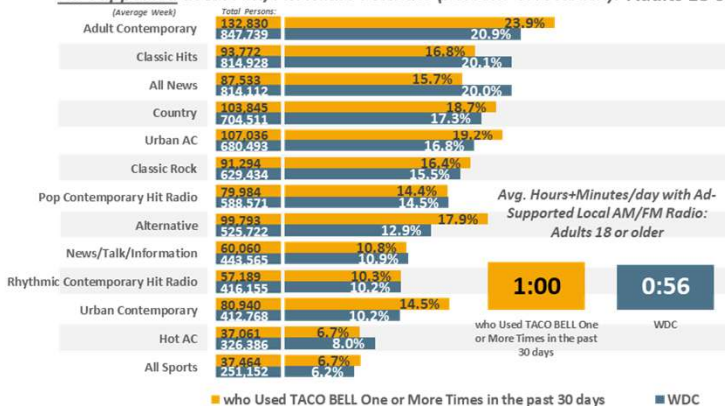
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



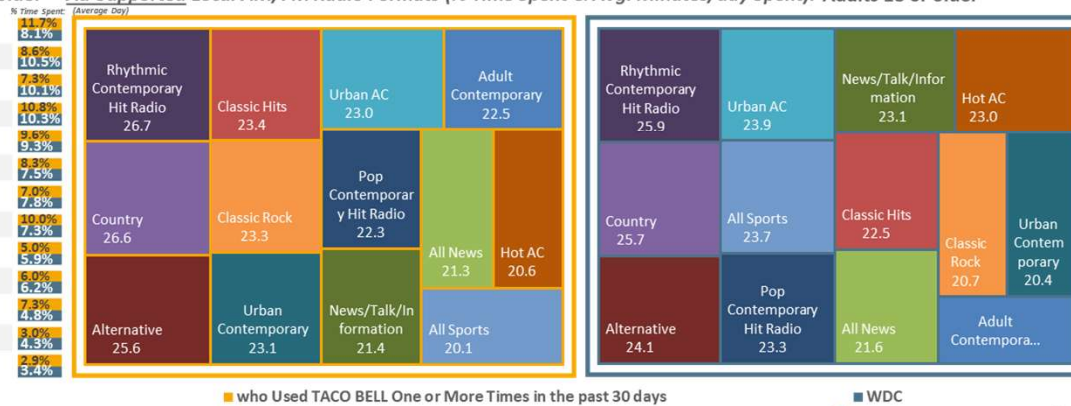
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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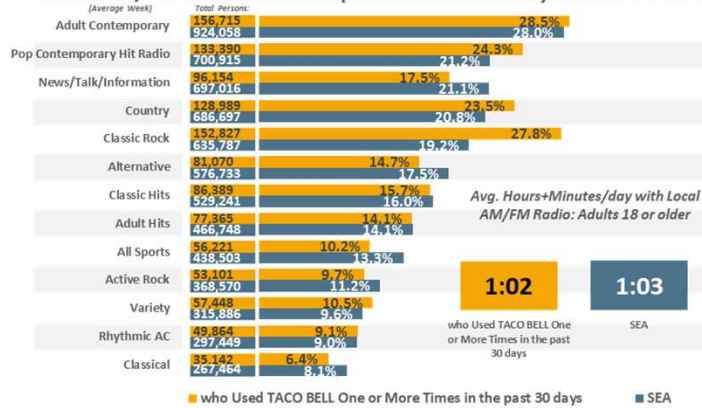
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Taco Bell

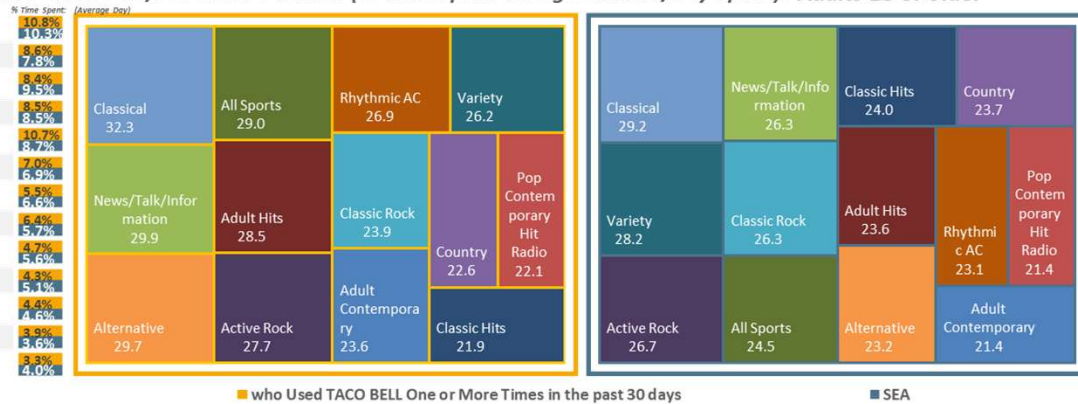


534,896 or 73.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

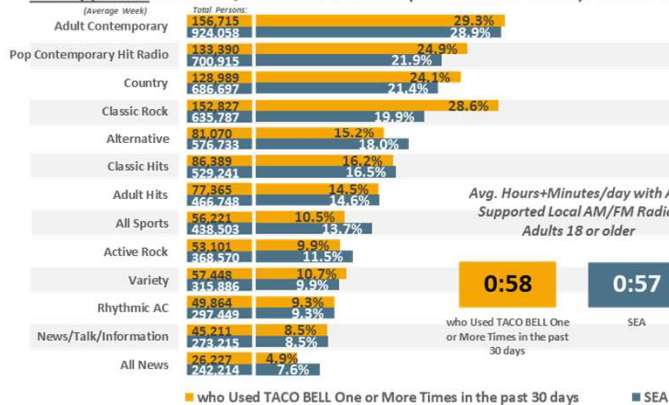
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



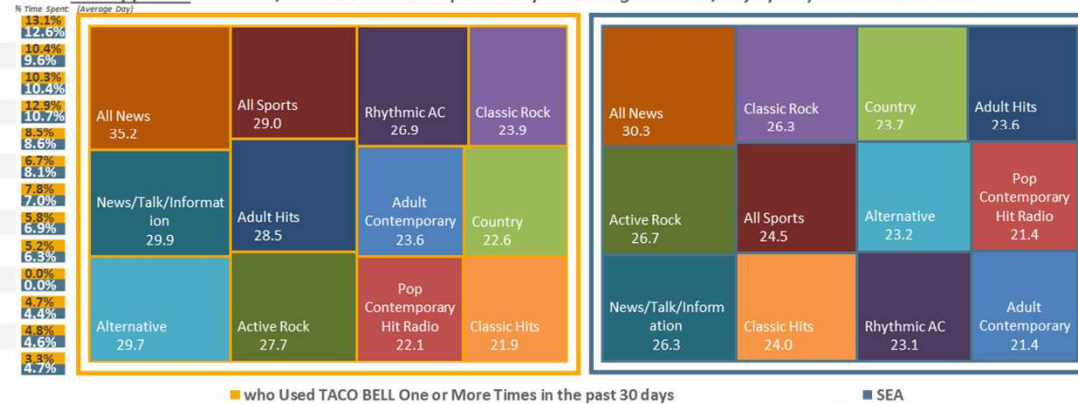
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



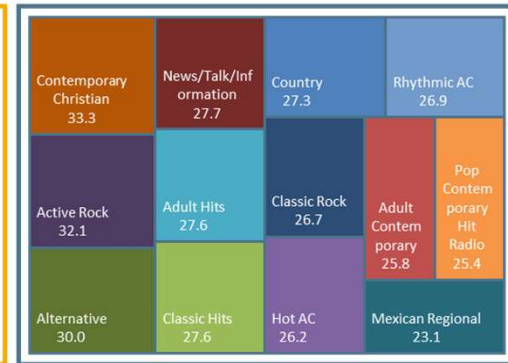
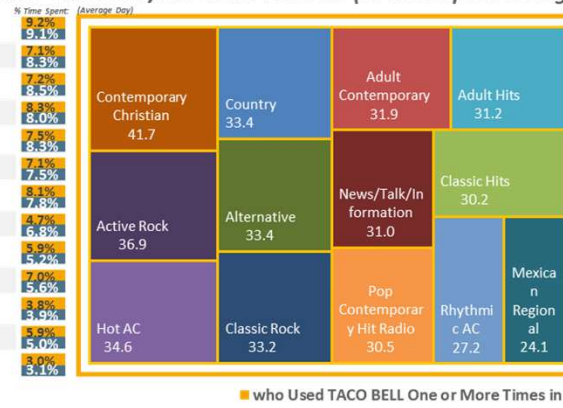
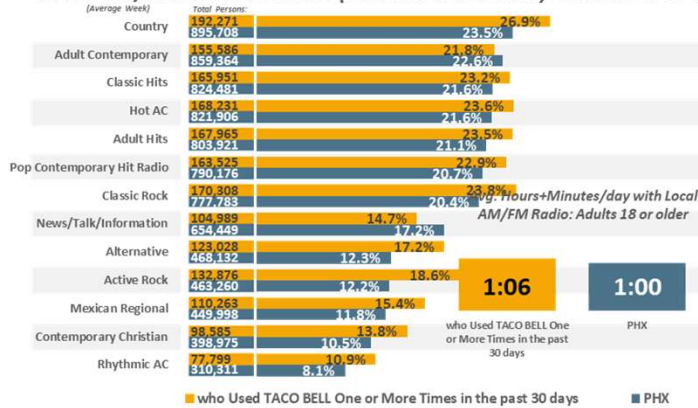
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



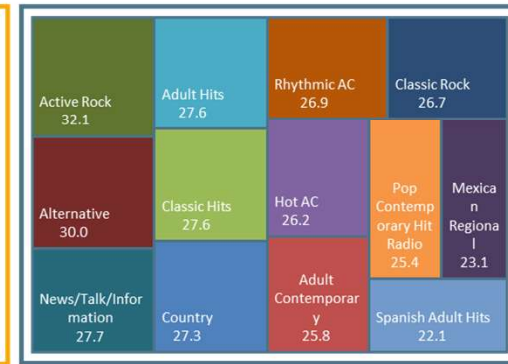
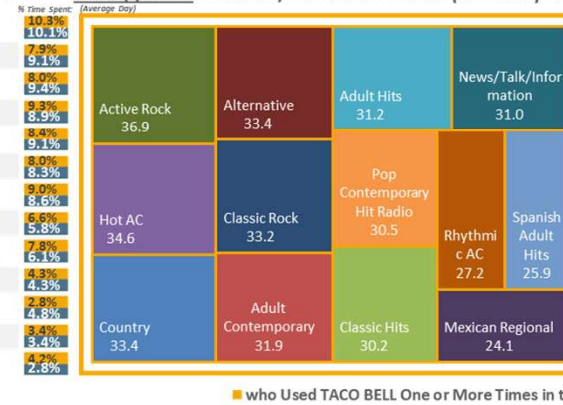
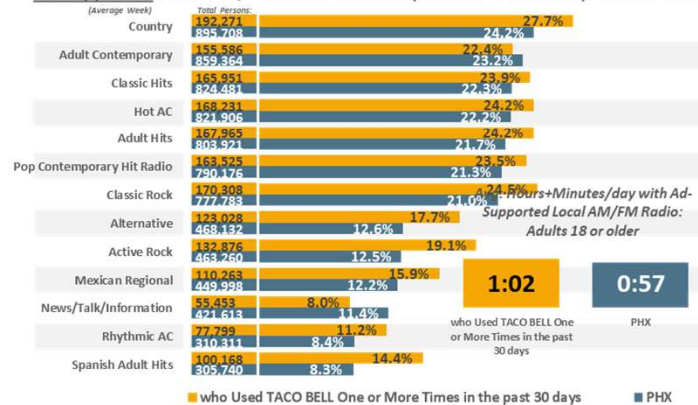


695,342 or 83.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Hot AC, Adult Hits, and Classic Hits.

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



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



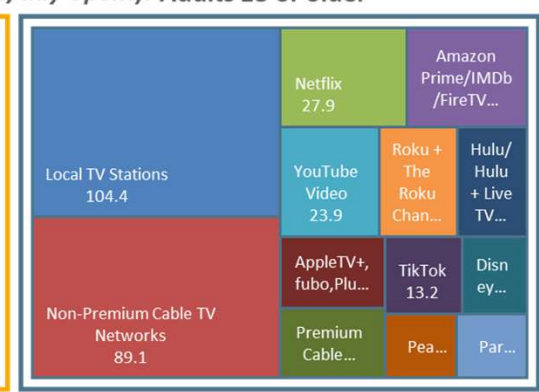
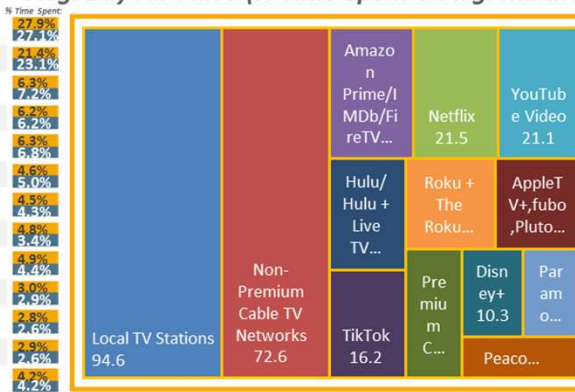
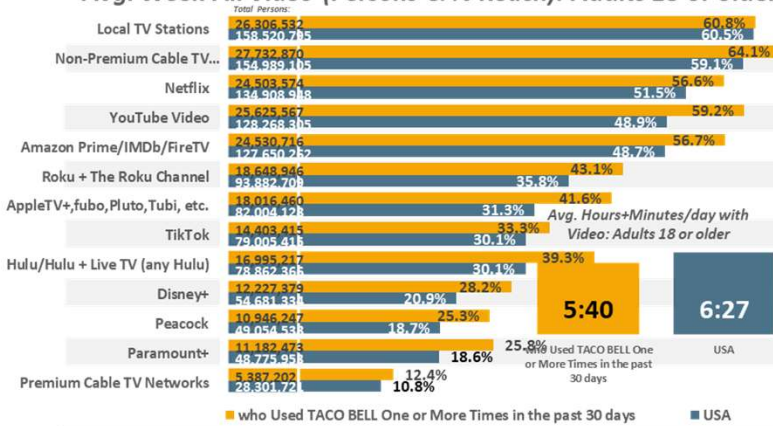




25,909,413 or 59.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

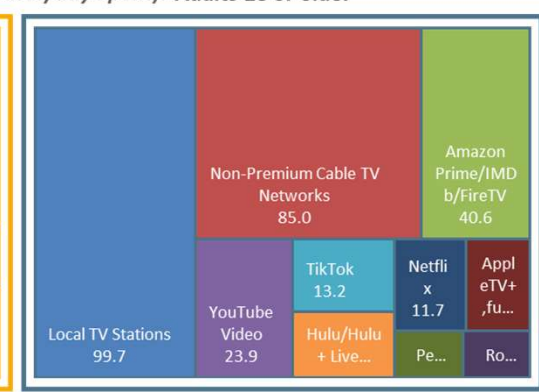
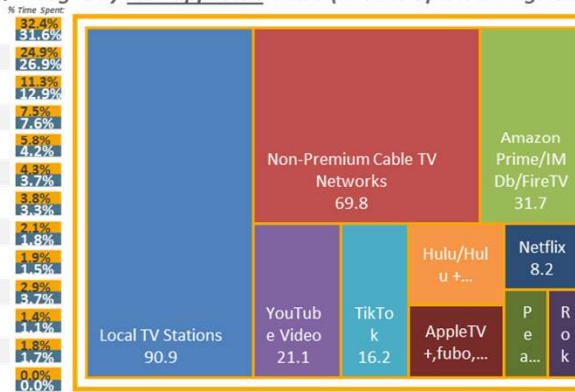
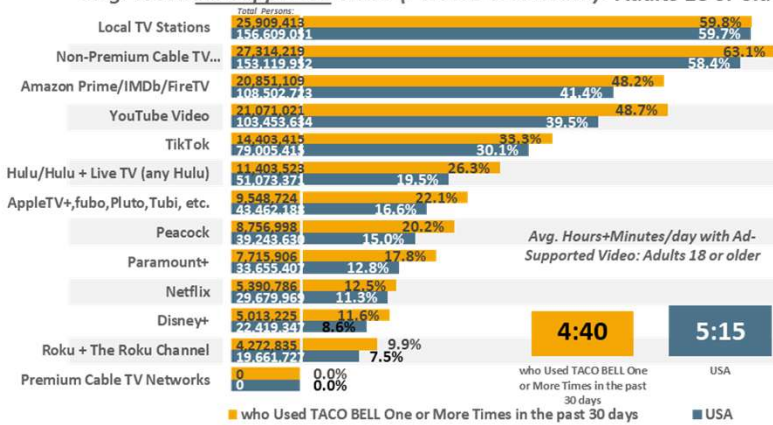
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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Quick service restaurants used past 30 days: Taco Bell

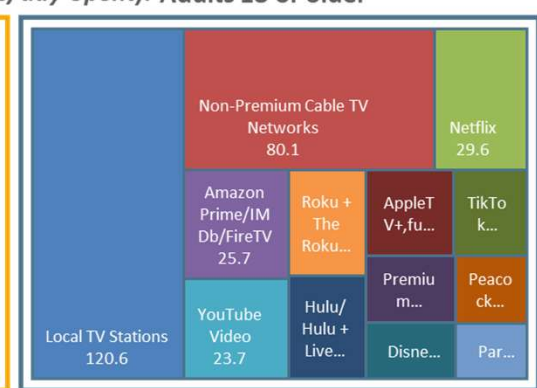
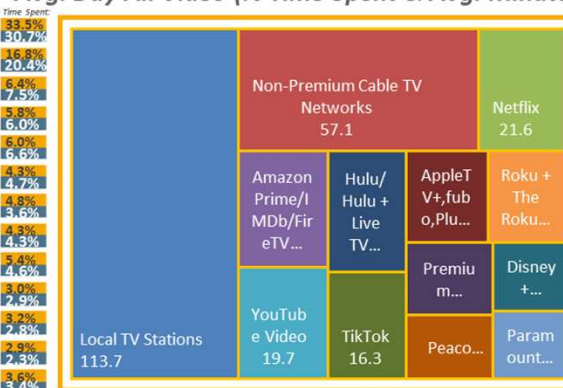
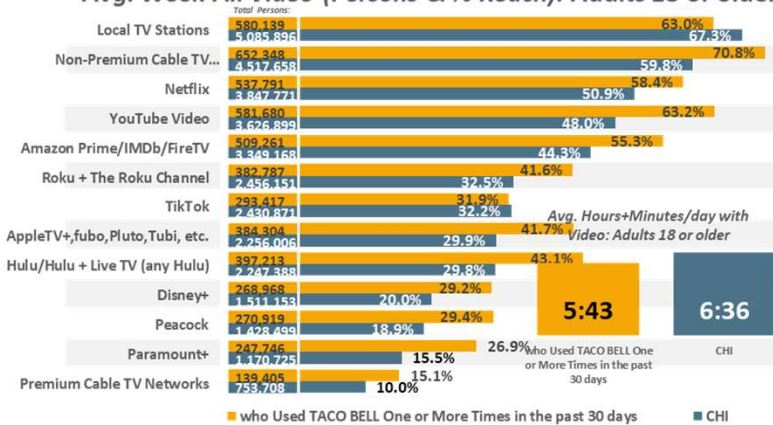




569,398 or 61.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 38.5% of all time spent daily with Ad-Supported Video.

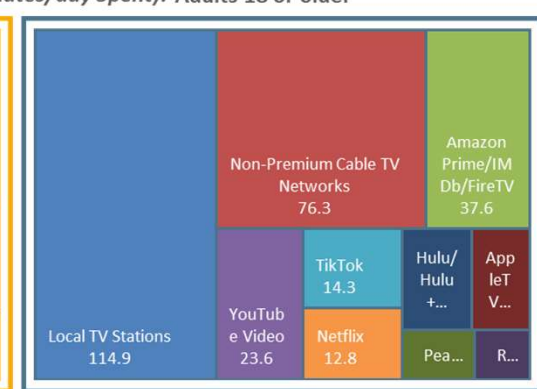
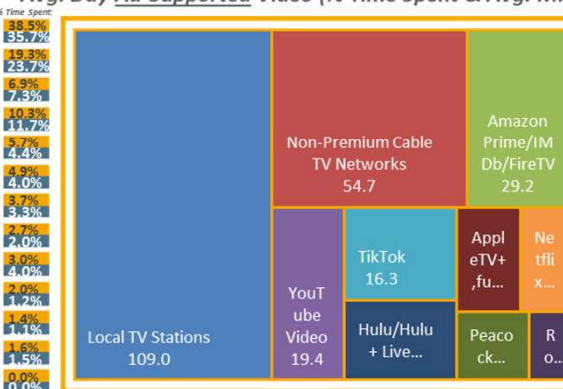
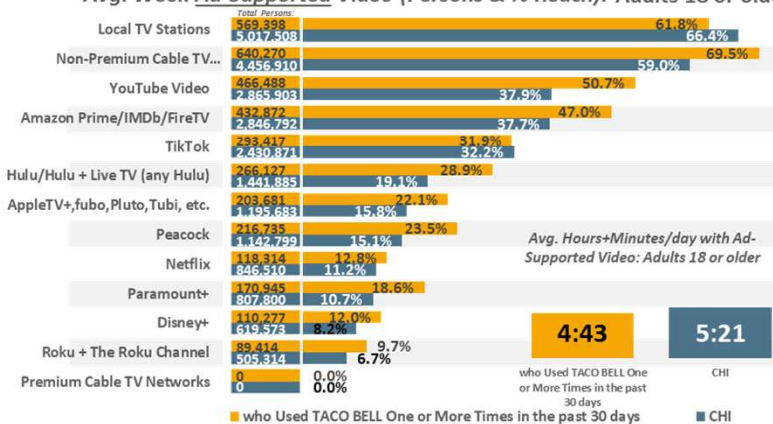
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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

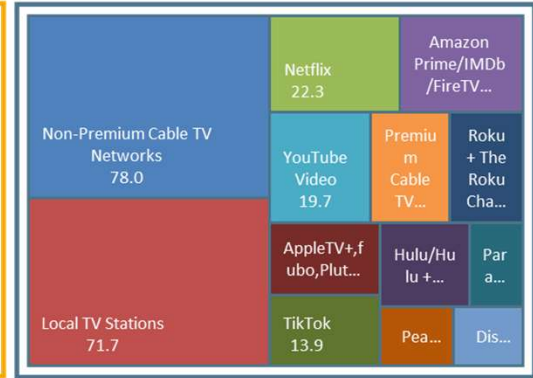
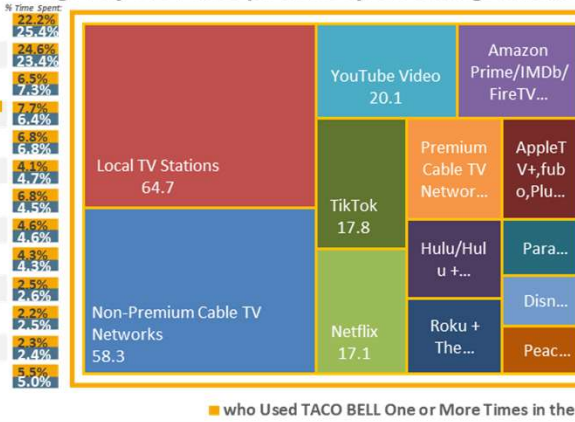
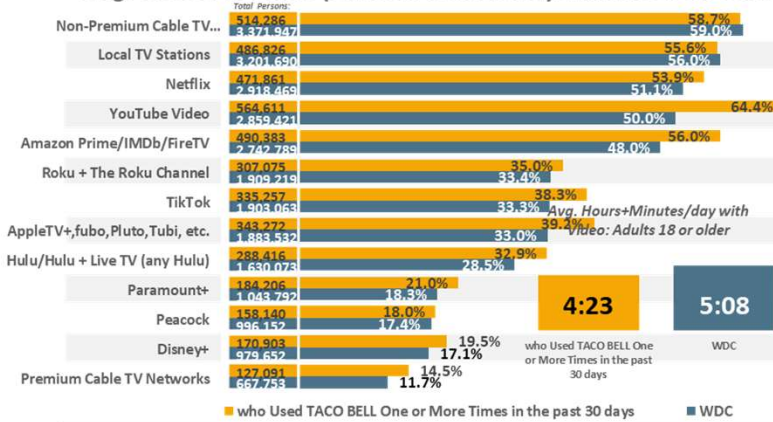




479,267 or 54.7% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 61.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

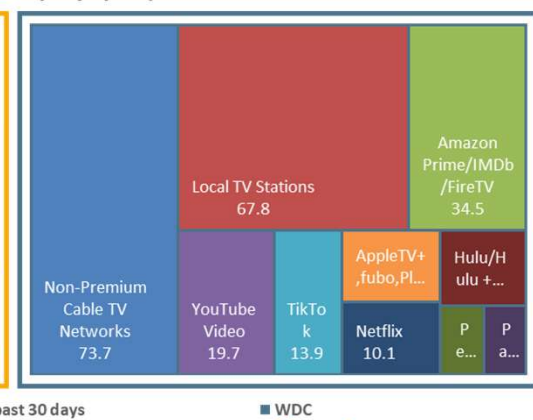
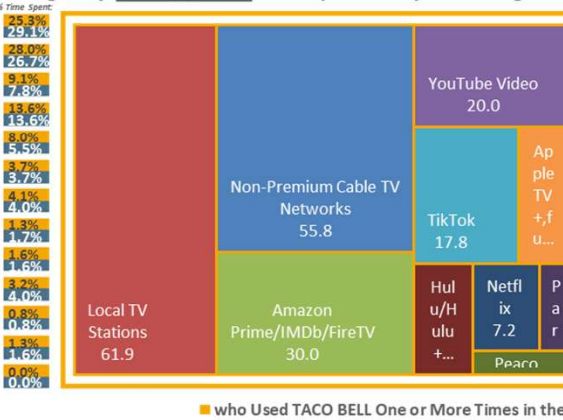
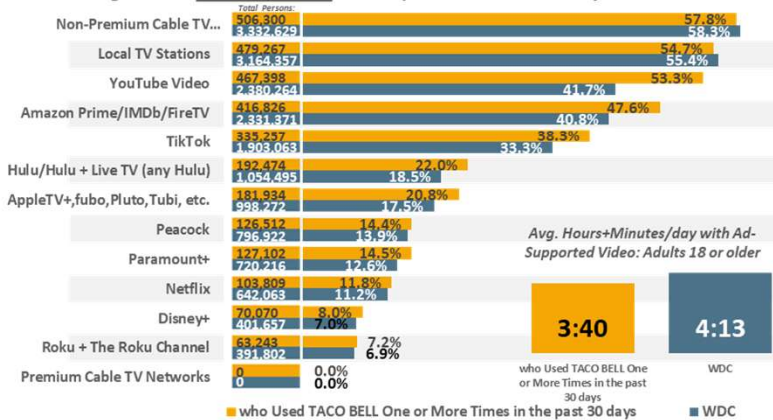
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 882  
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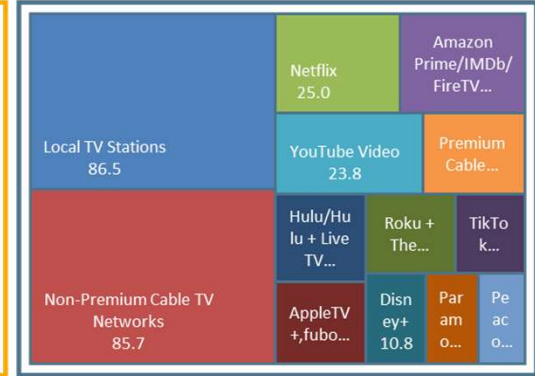
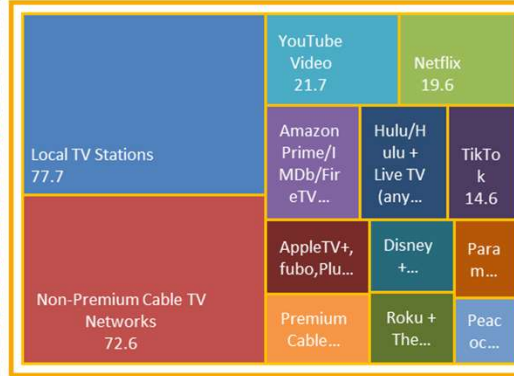
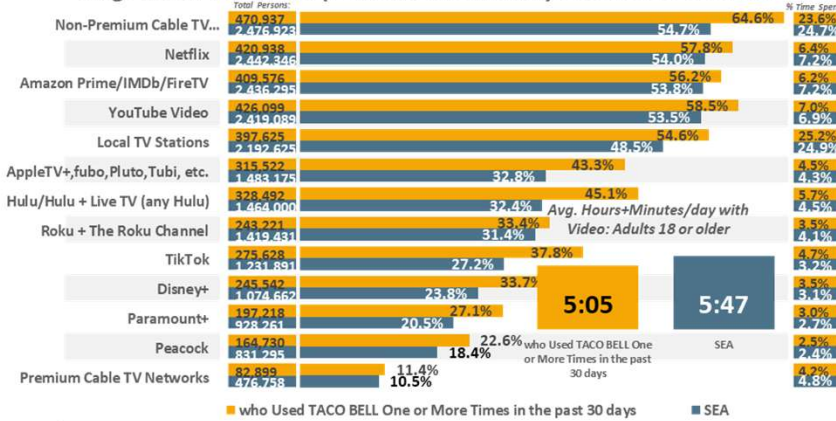
Quick service restaurants used past 30 days: Taco Bell



393,462 or 54.% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

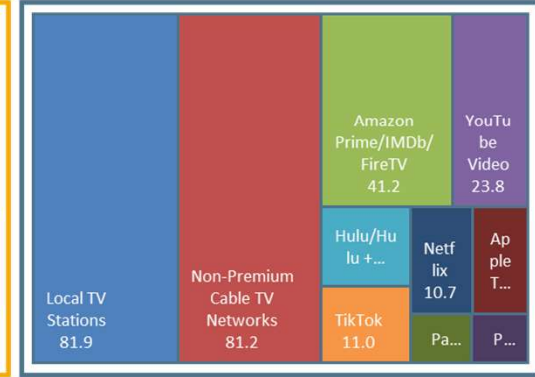
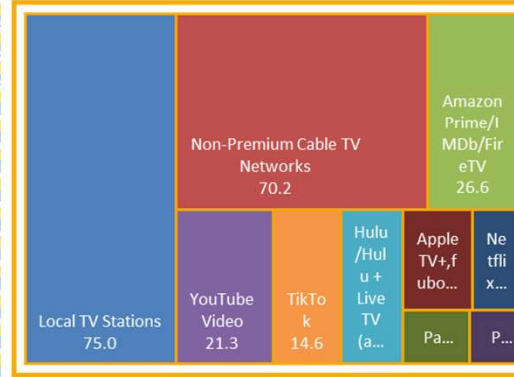
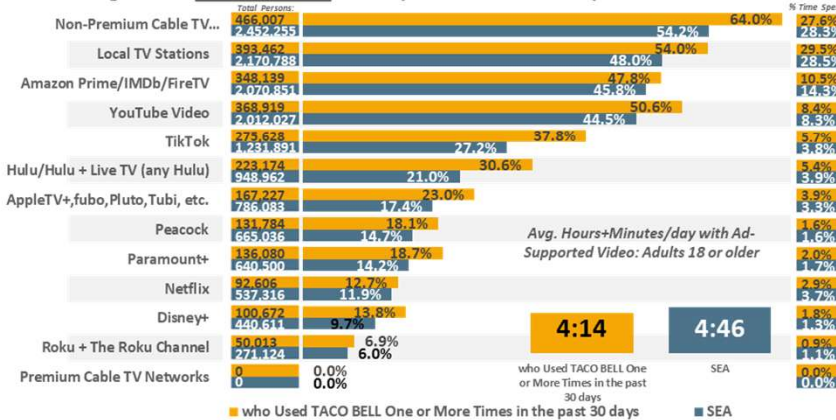
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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

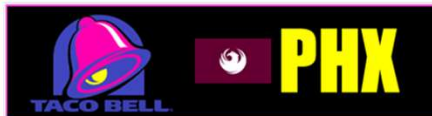


**Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older**

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



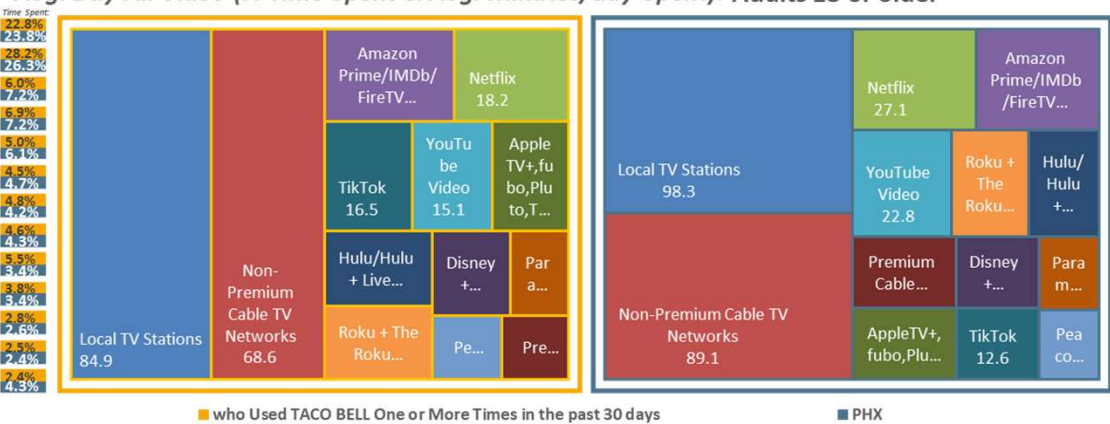
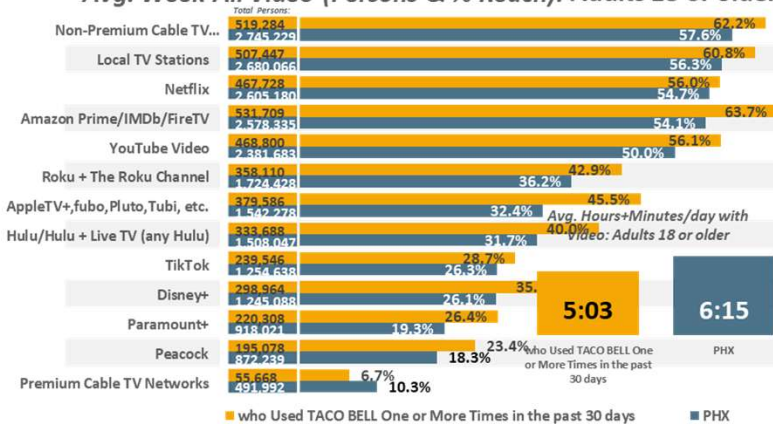




499,988 or 59.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 82. minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

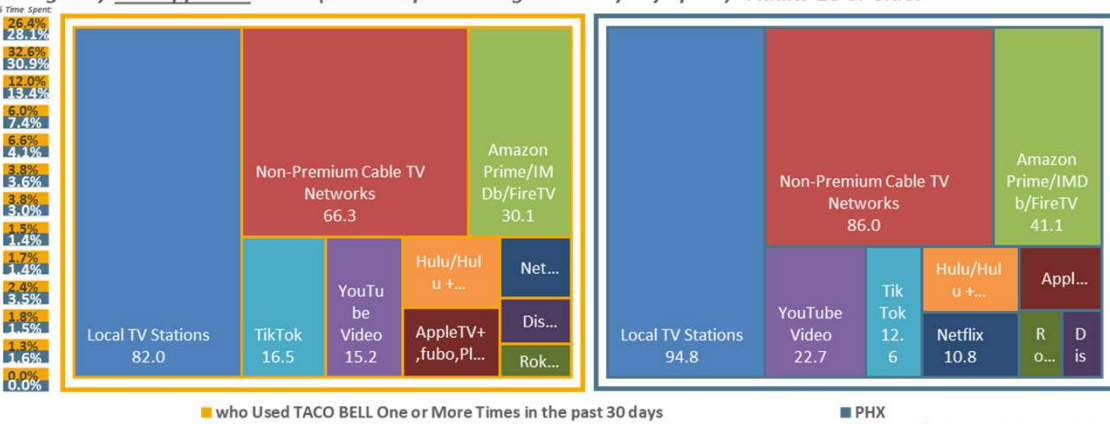
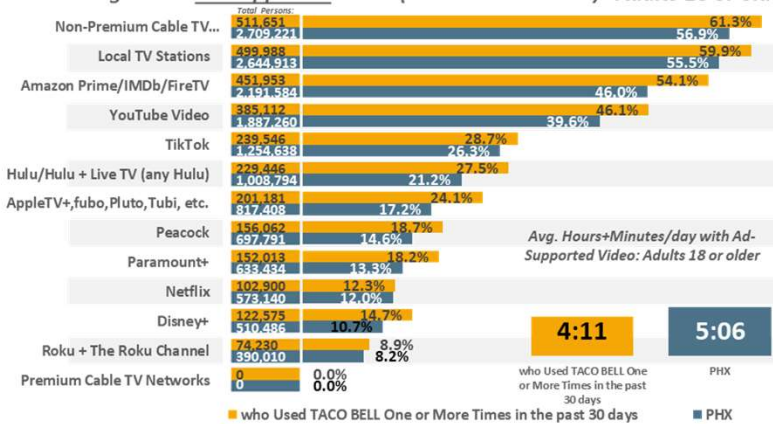
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 464  
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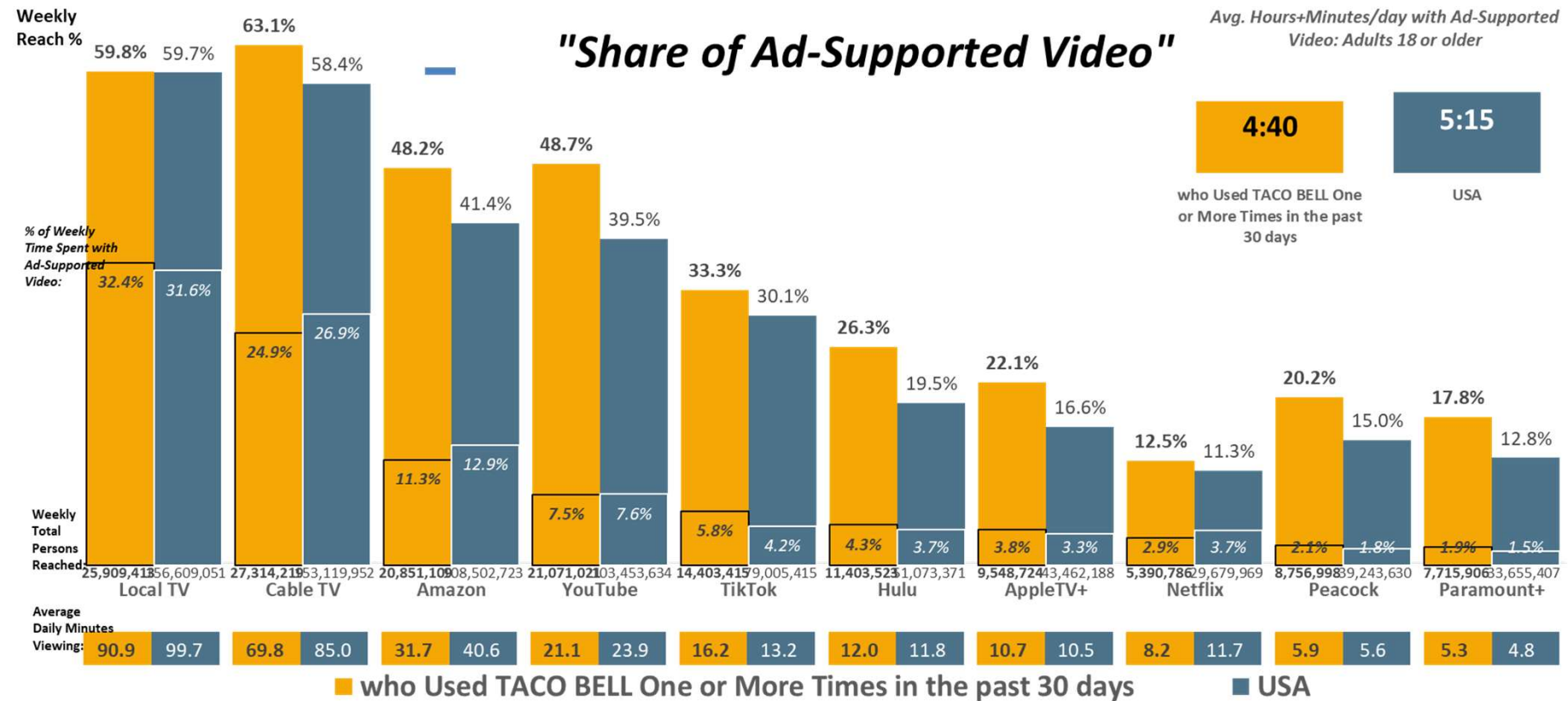
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Quick service restaurants used past 30 days: Taco Bell





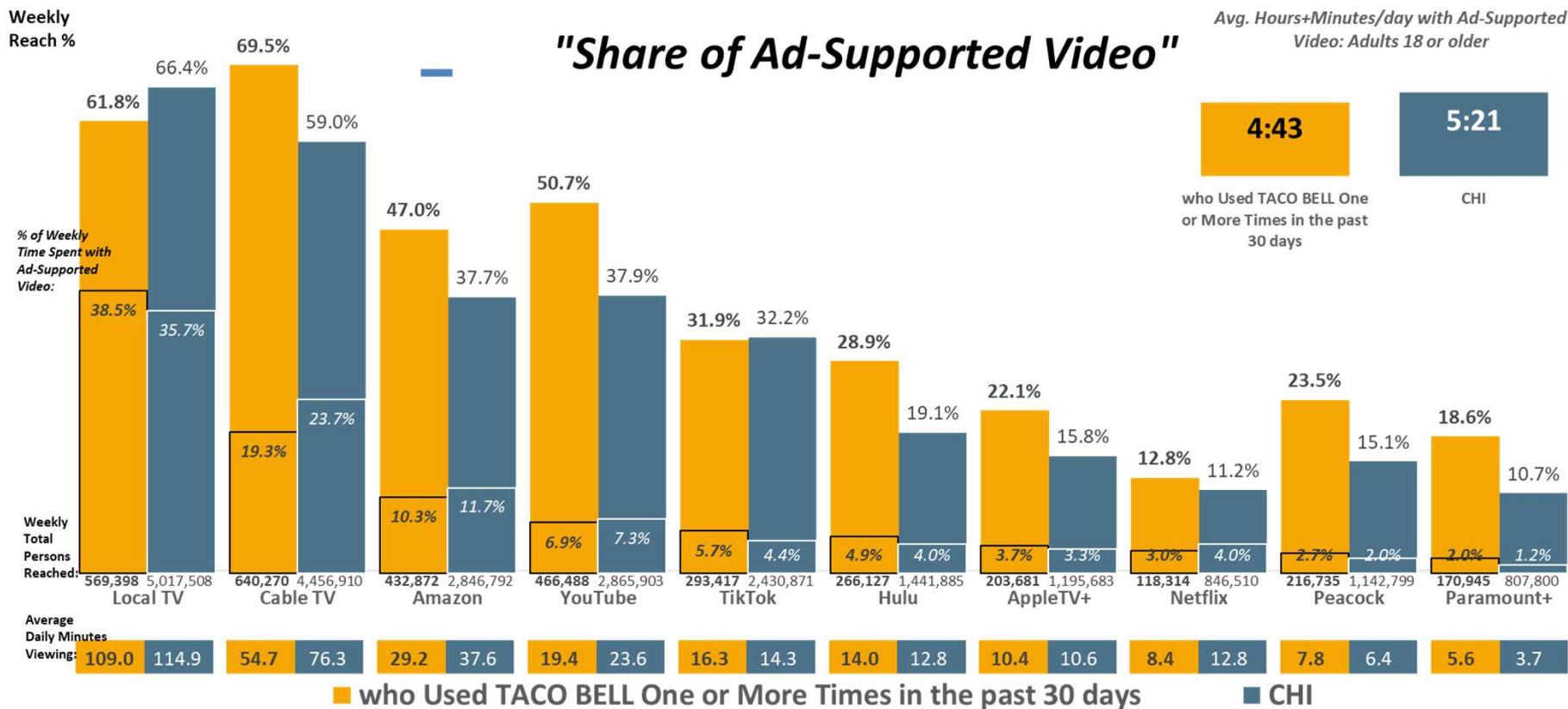
25,909,413 or 59.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.





569,398 or 61.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 38.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



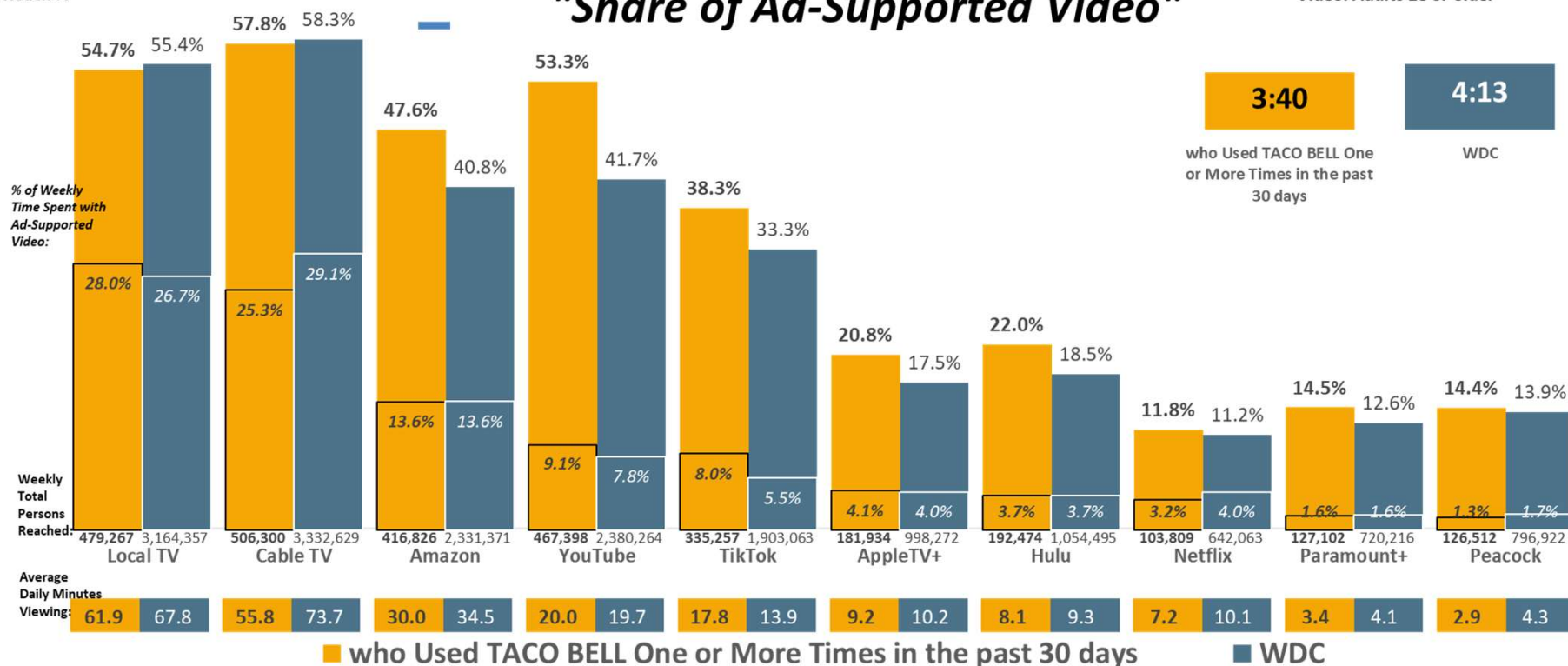


479,267 or 54.7% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 61.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

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

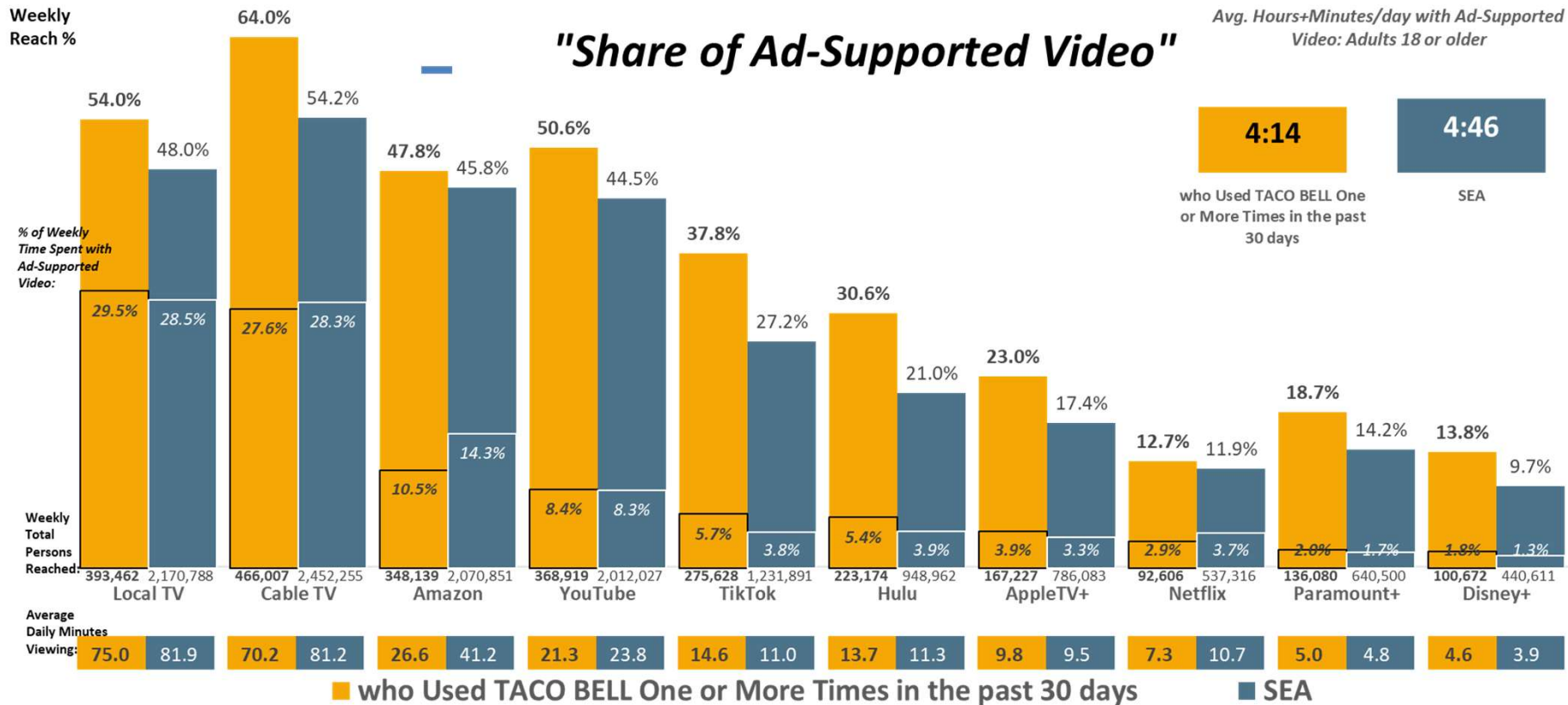


**3:40**  
 who Used TACO BELL One  
 or More Times in the past  
 30 days

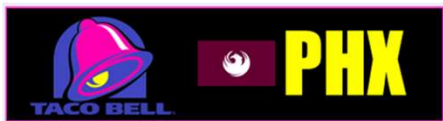
**4:13**  
 WDC



393,462 or 54.% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

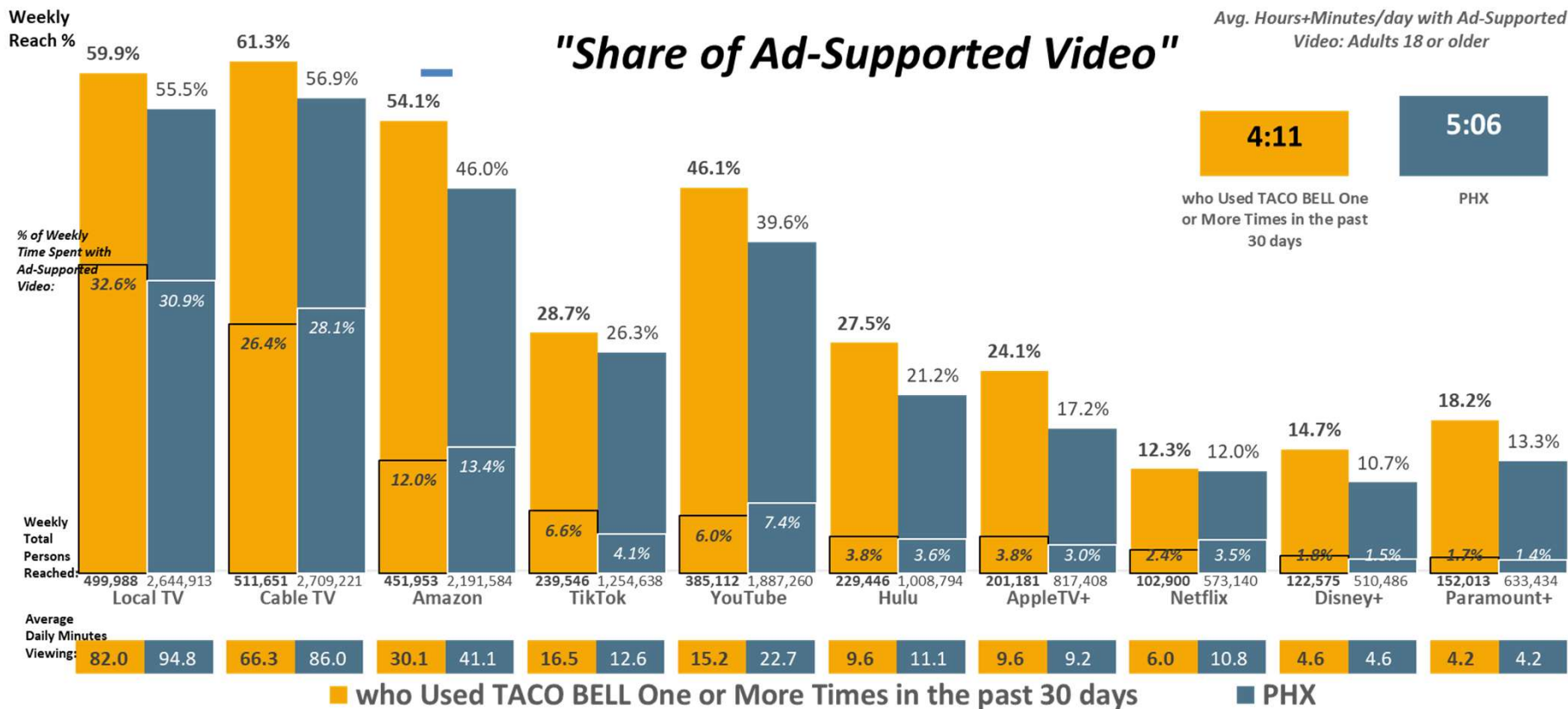


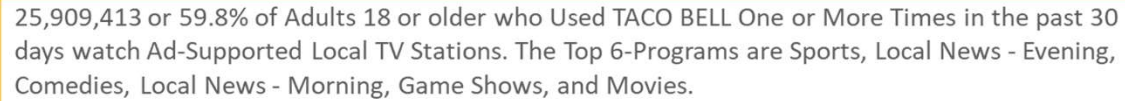




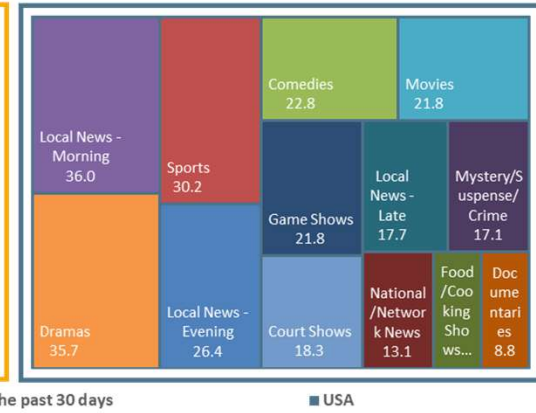
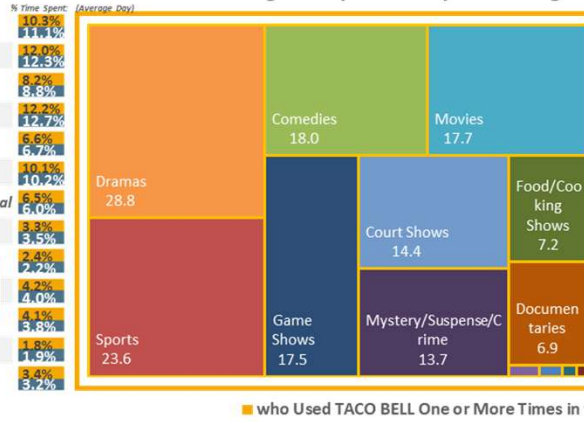
499,988 or 59.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 82. minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

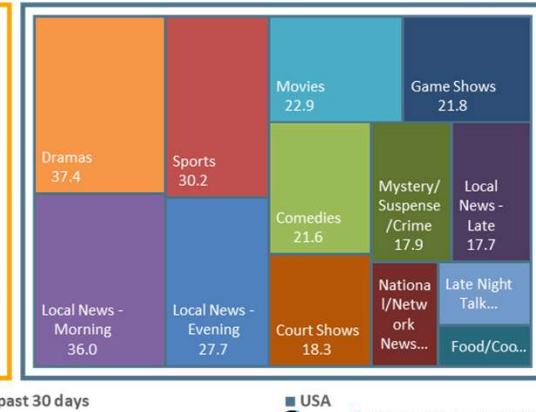




**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



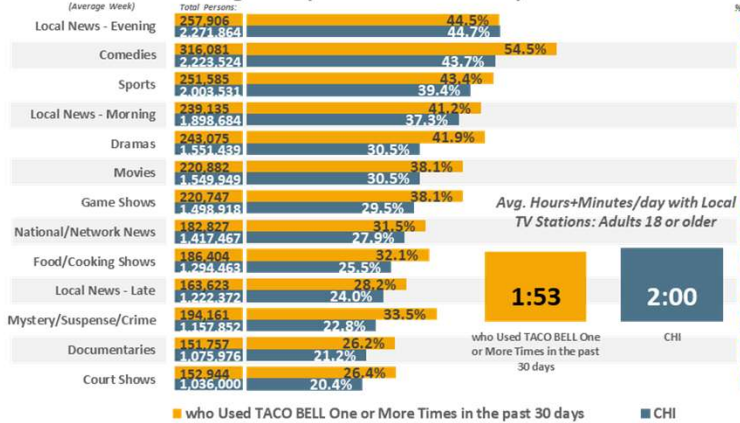
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Quick service restaurants used past 30 days: Taco Bell

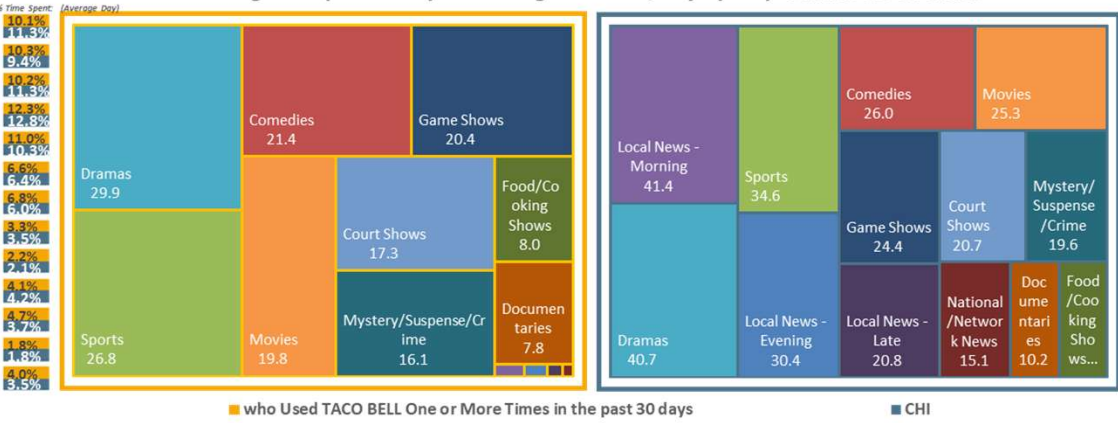


569,398 or 61.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Dramas, and Game Shows.

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



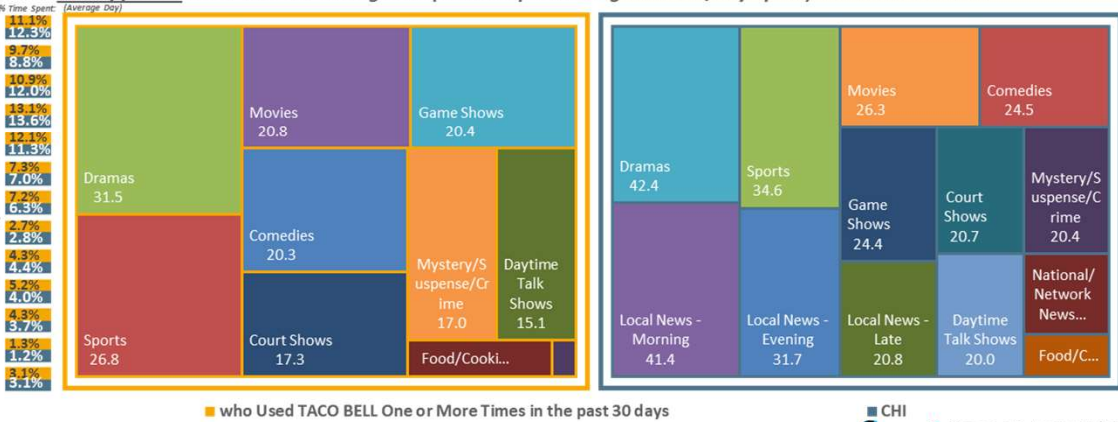
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

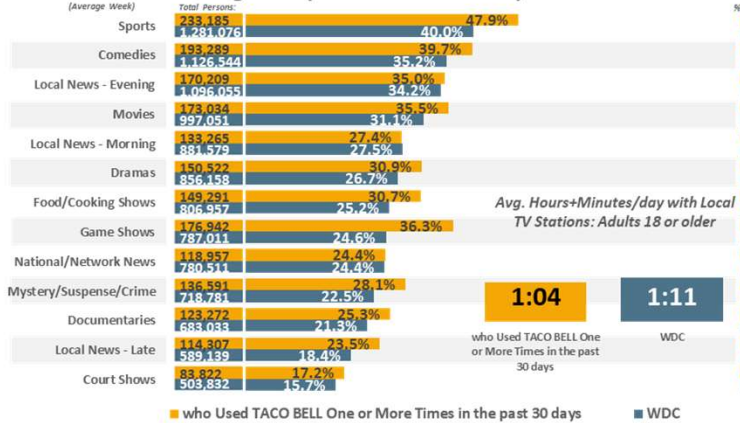




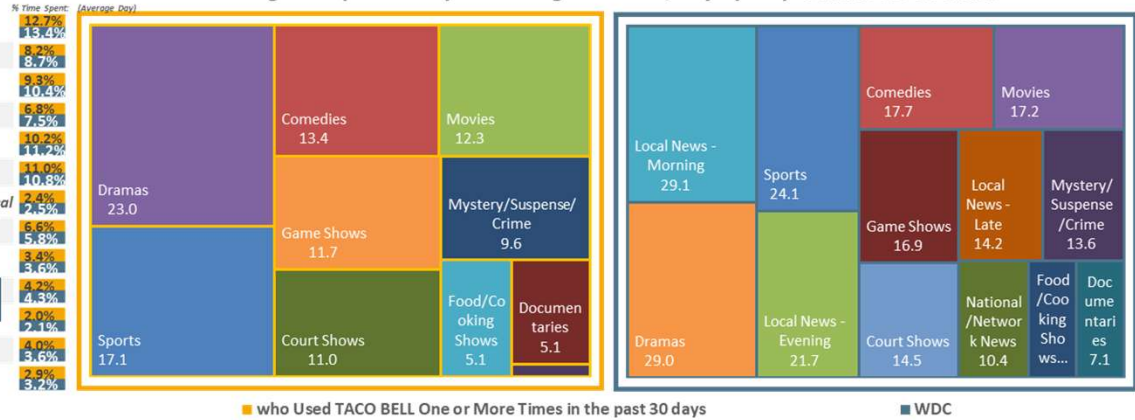


479,267 or 54.7% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Movies, Local News - Evening, and Dramas.

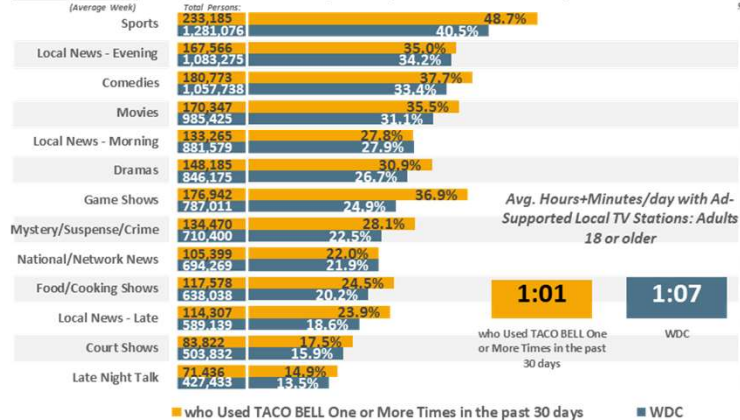
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



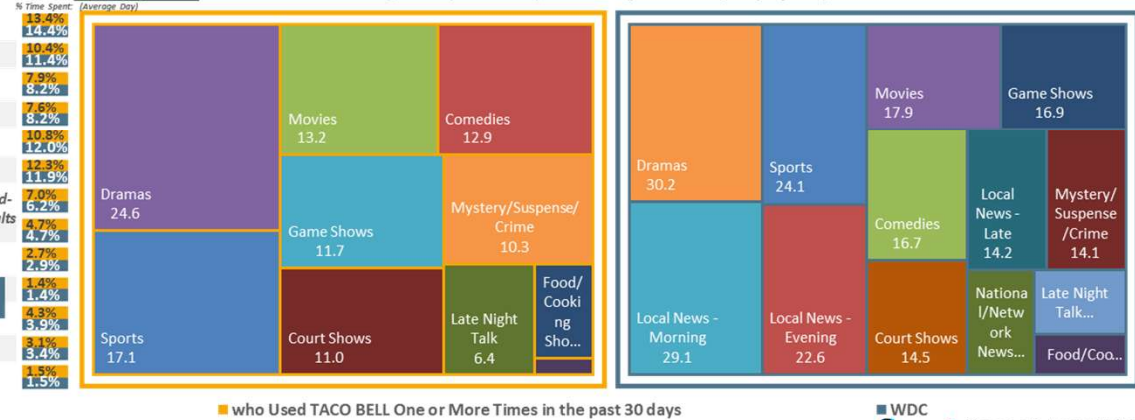
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



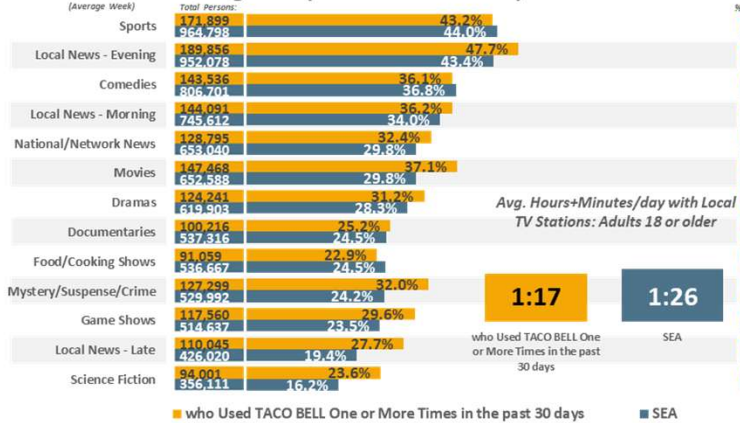
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



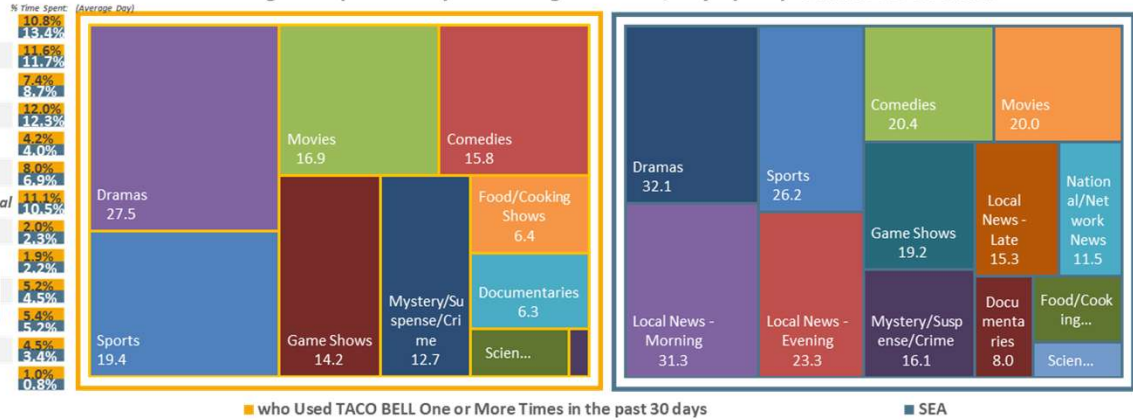


393,462 or 54.% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

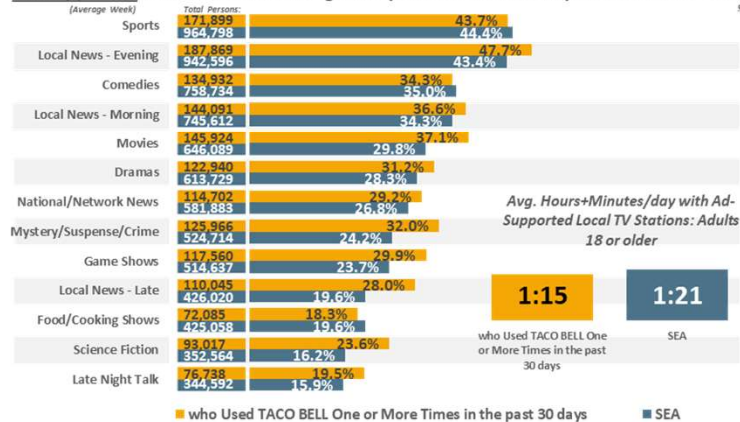
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



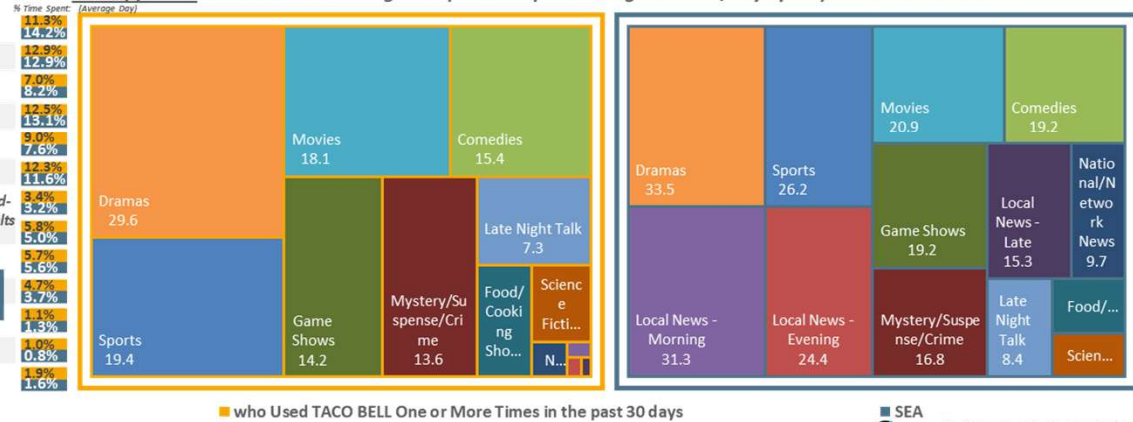
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



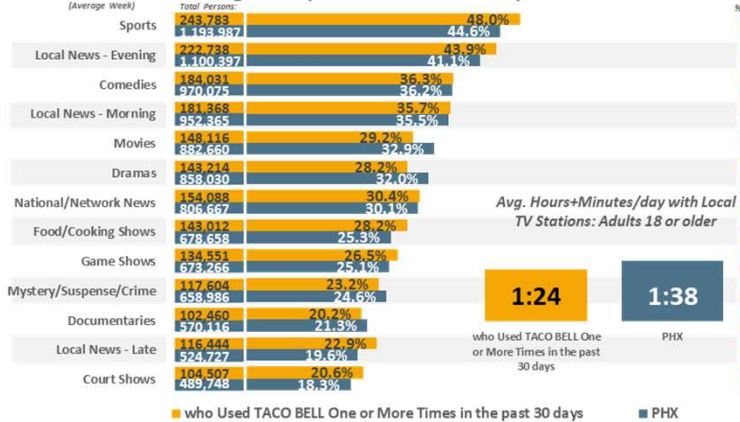
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



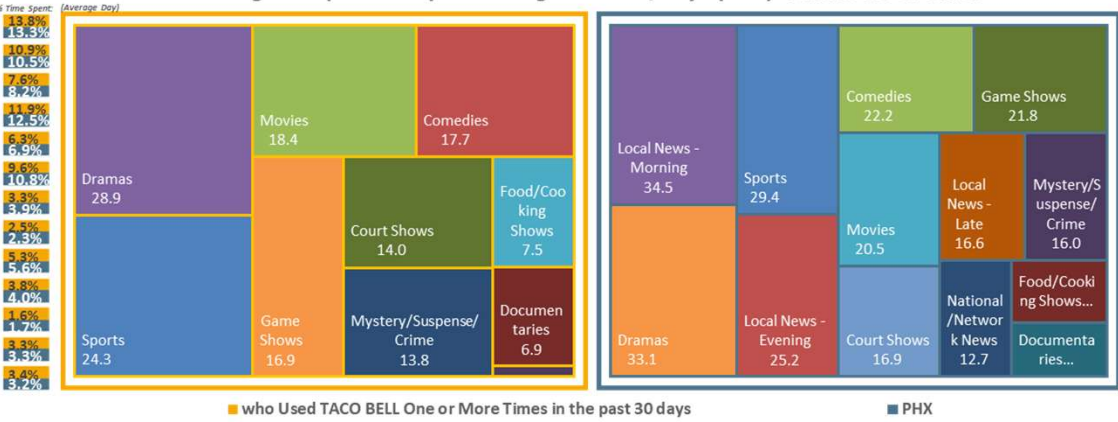


499,988 or 59.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

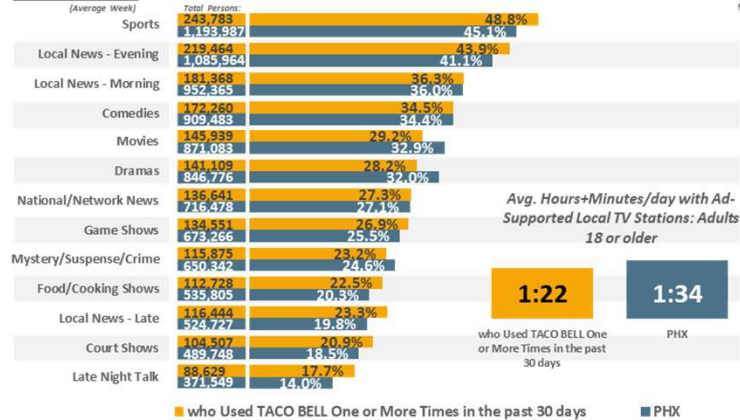
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



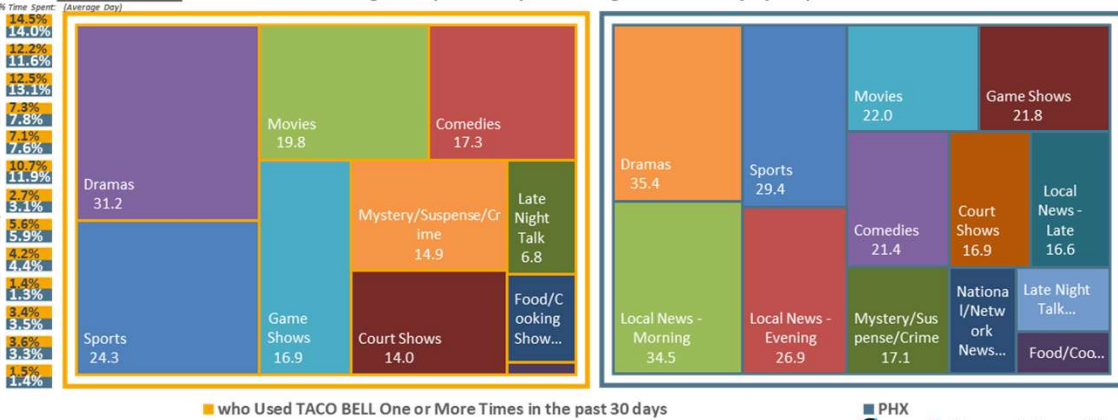
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



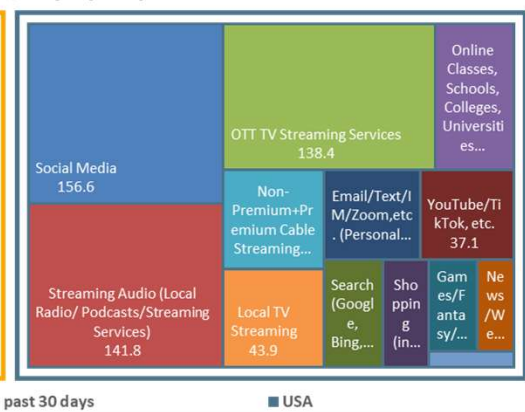
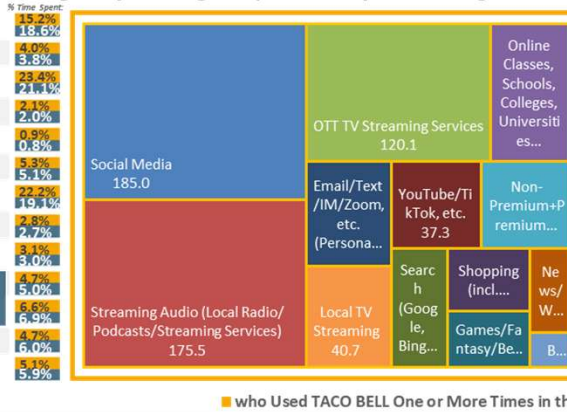
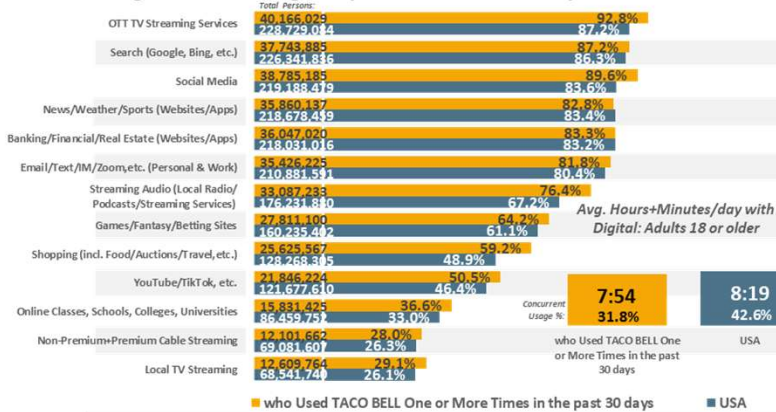




34,572,399 or 79.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Social Media for an average of 164.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

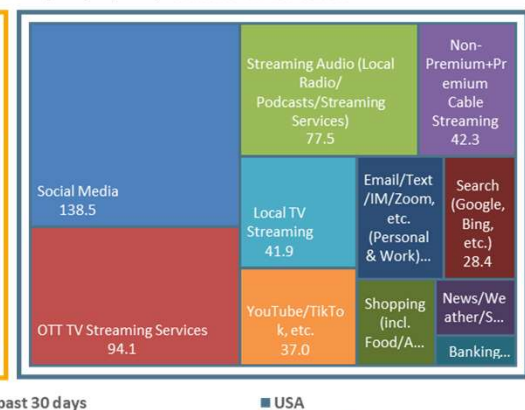
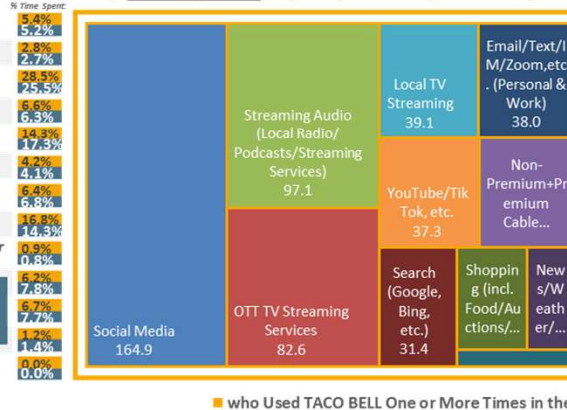
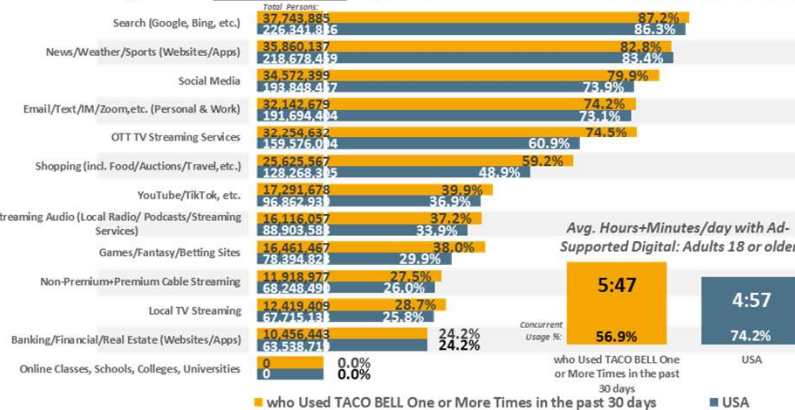
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

### 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



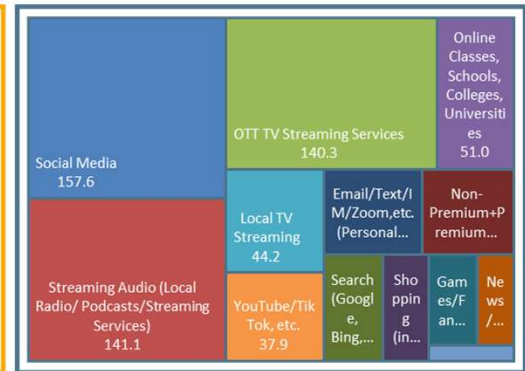
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 4,054  
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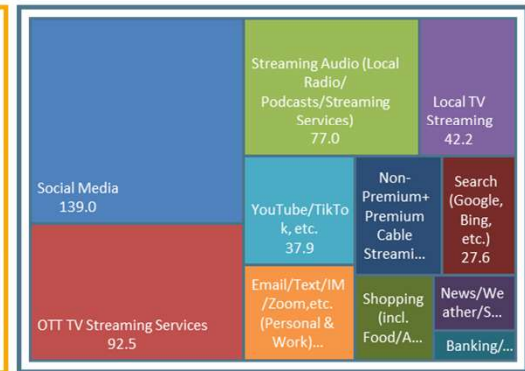
Quick service restaurants used past 30 days: Taco Bell



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



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



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Quick service restaurants used past 30 days: Taco Bell

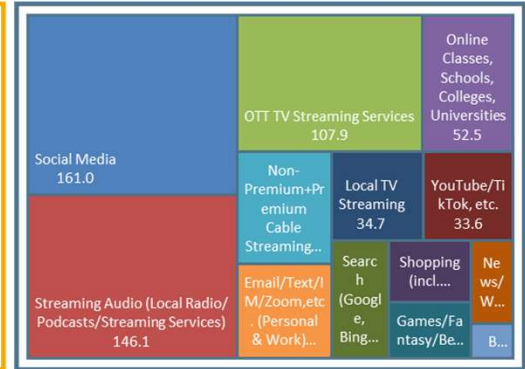
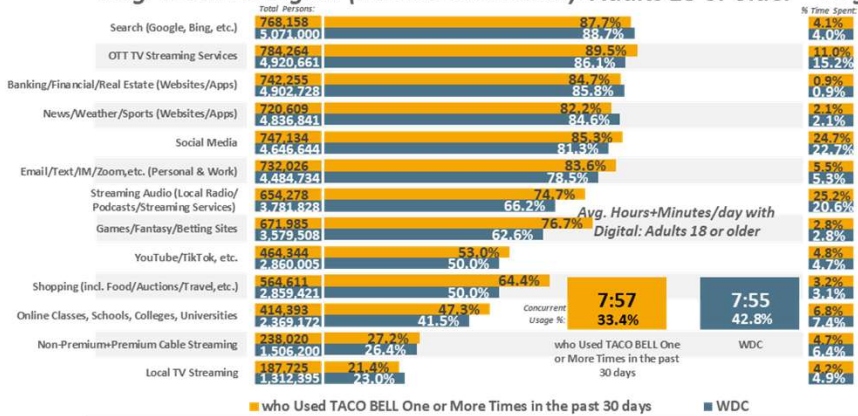




670,201 or 76.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Social Media for an average of 176.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

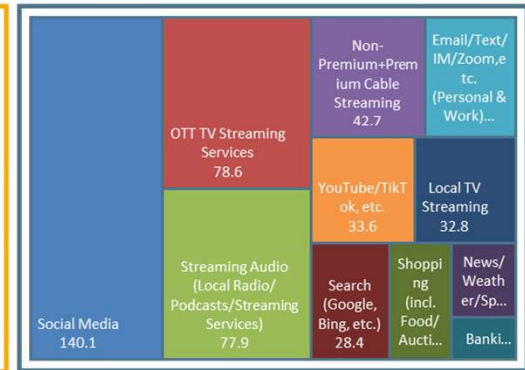
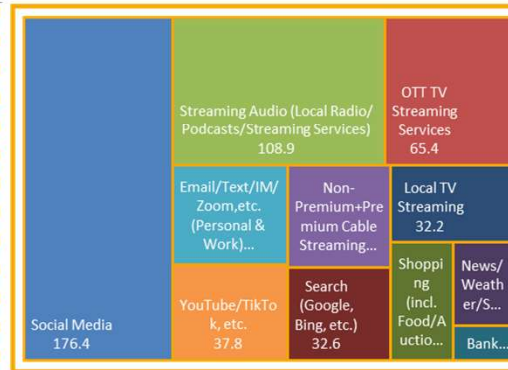
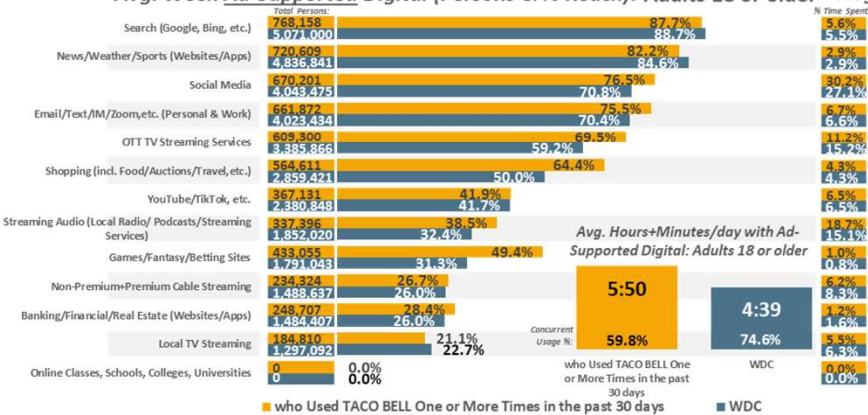
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



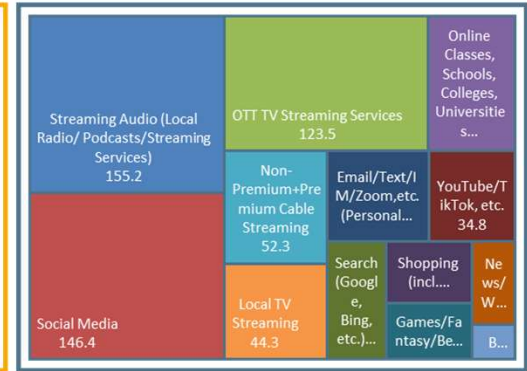
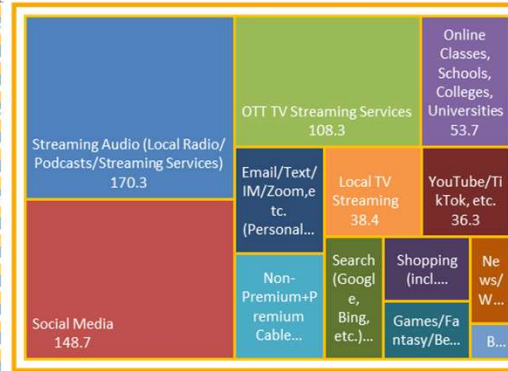
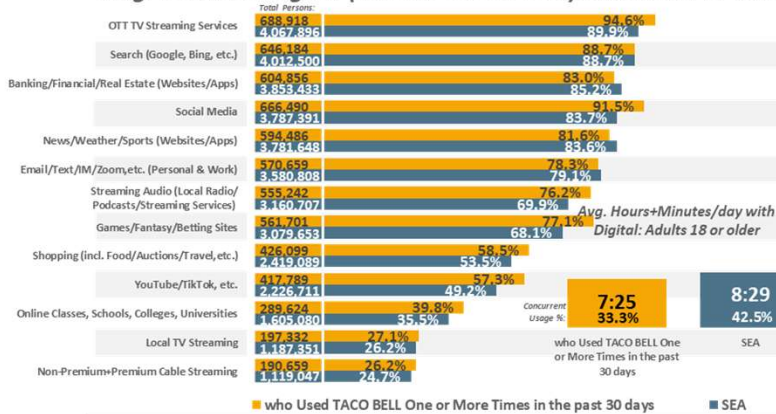




597,270 or 82.% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Social Media for an average of 133.2 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

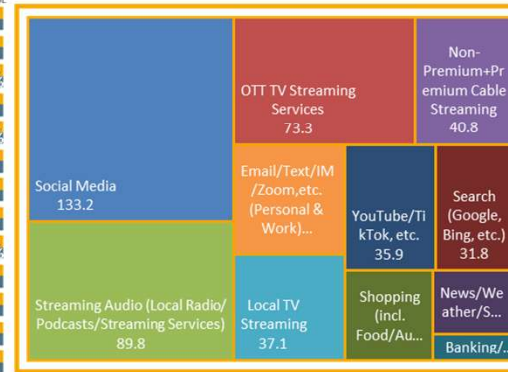
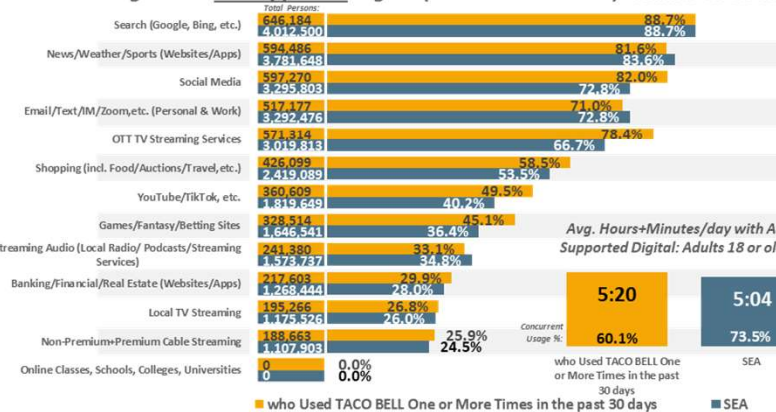
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

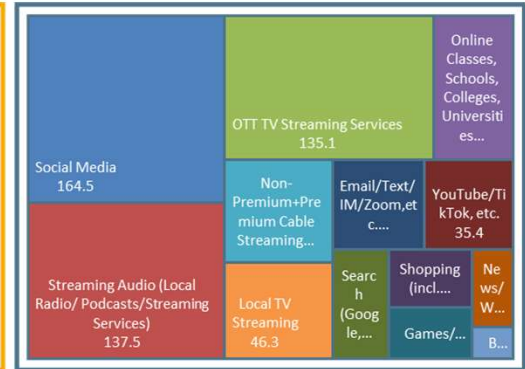
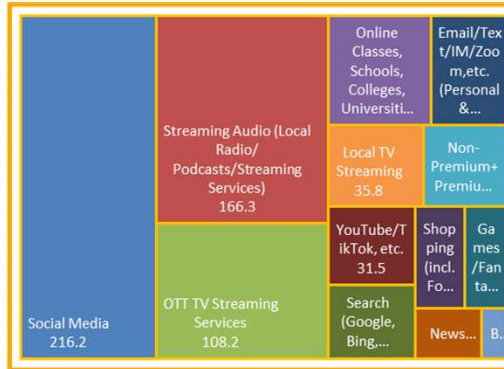
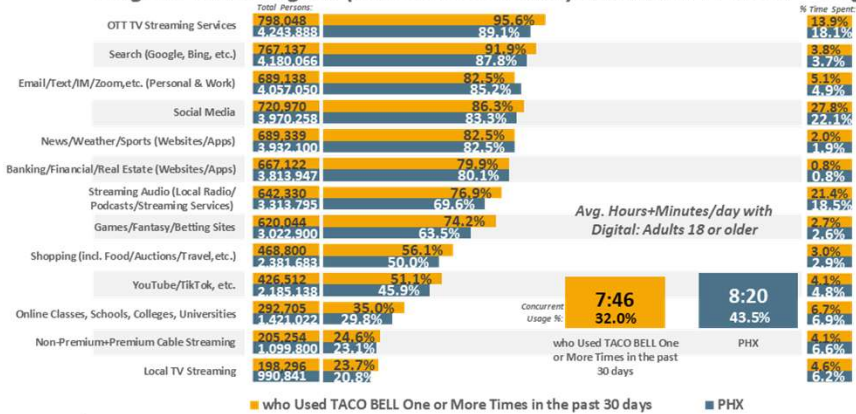




655,114 or 78.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Social Media for an average of 196.5 minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

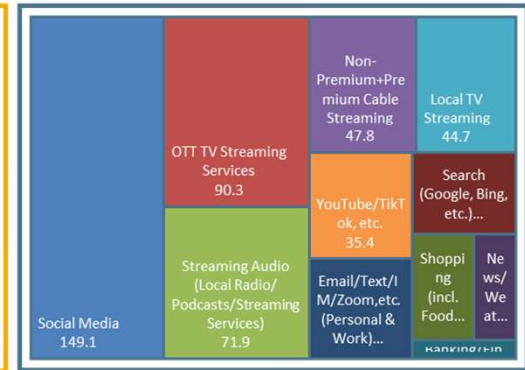
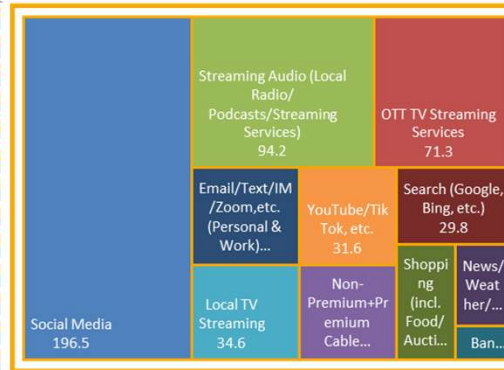
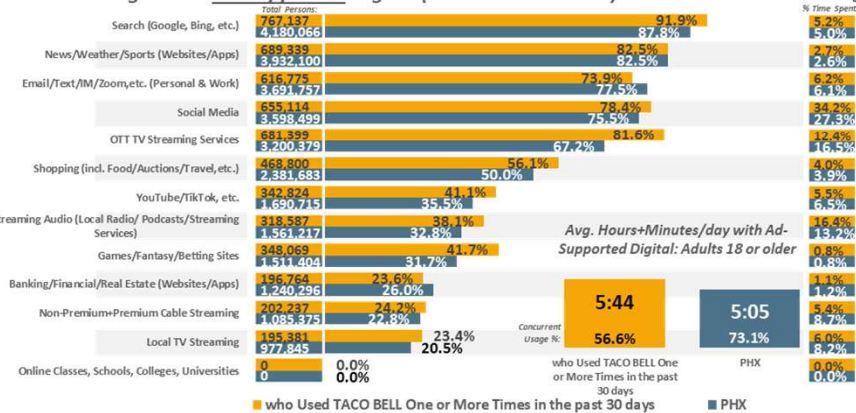
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

**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**

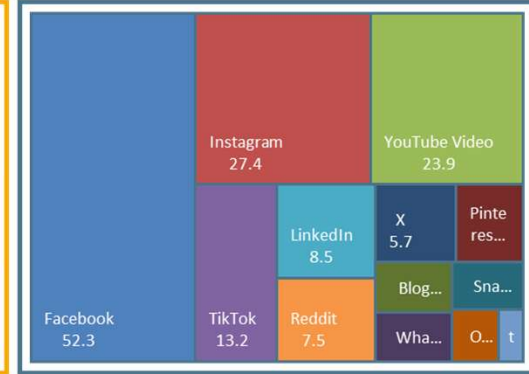
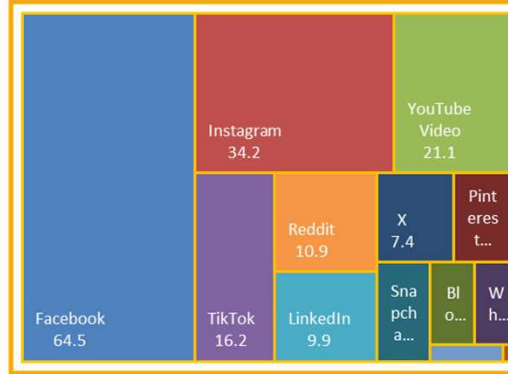
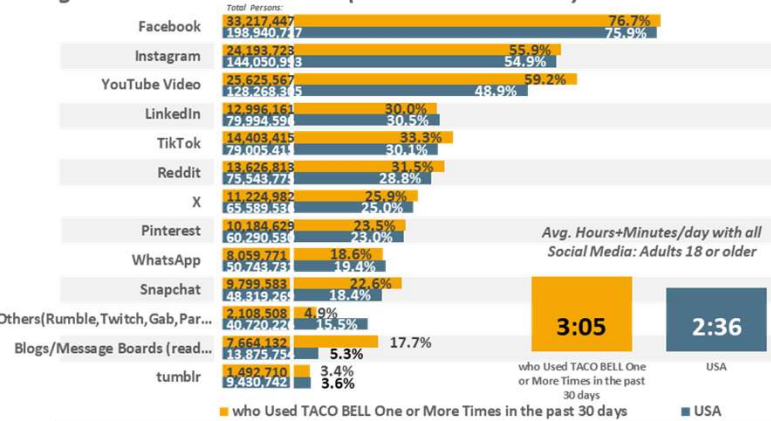




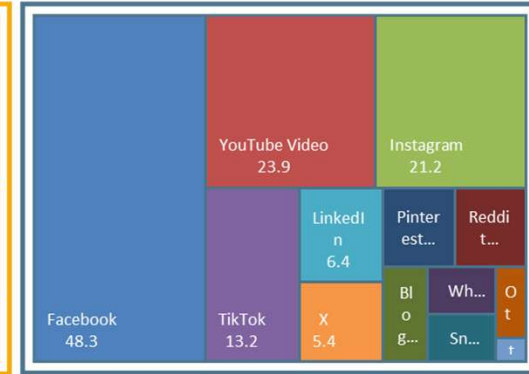
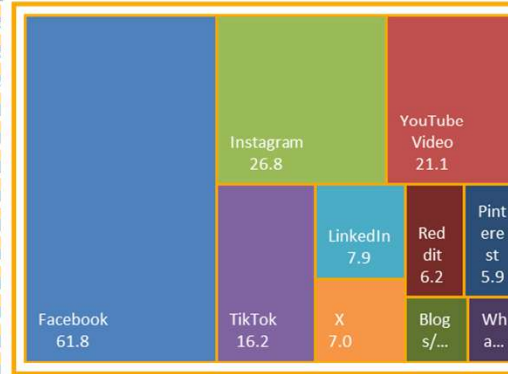
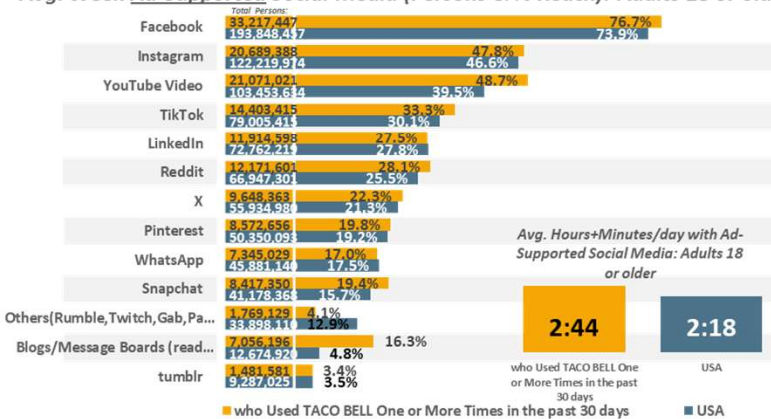


33,217,447 or 76.7% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA      USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      4,054  
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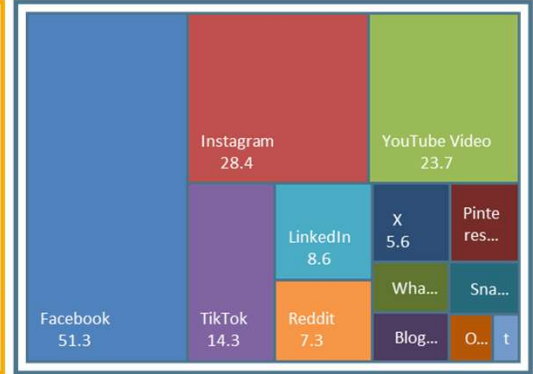
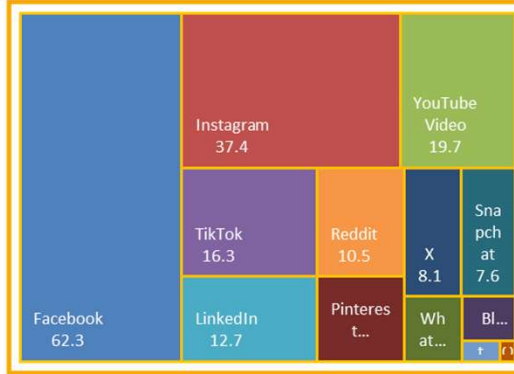
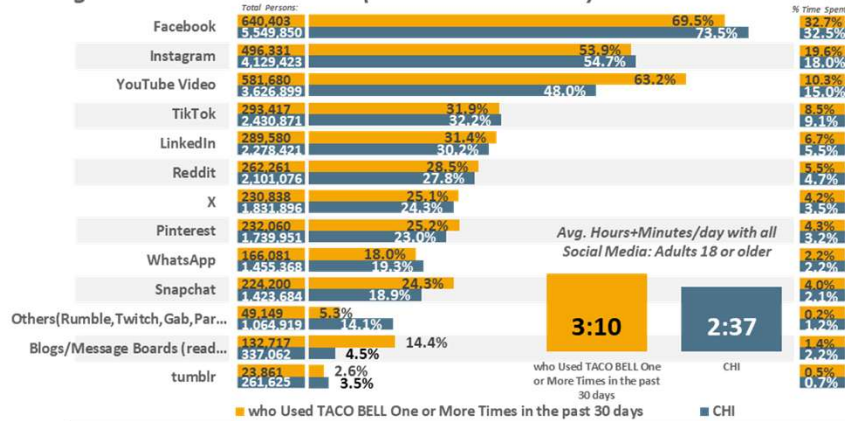
Quick service restaurants used past 30 days: Taco Bell



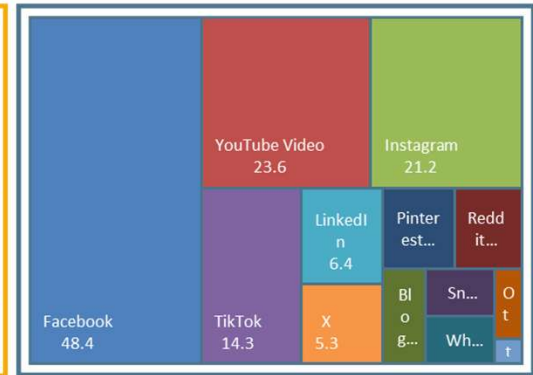
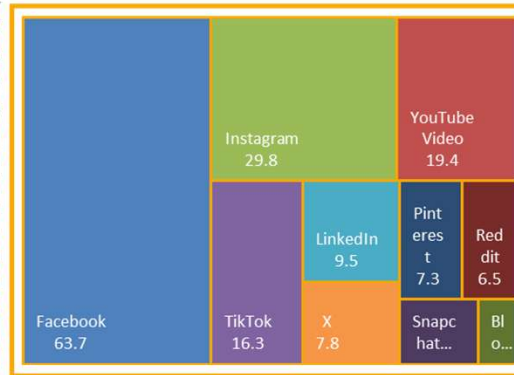
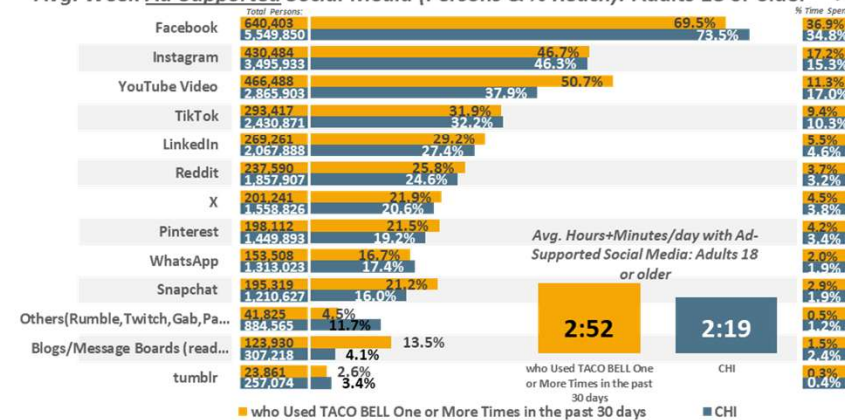


640,403 or 69.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



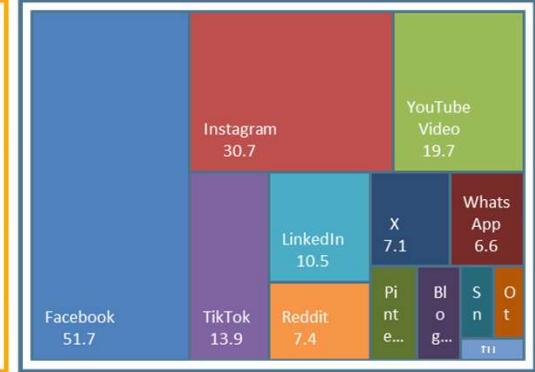
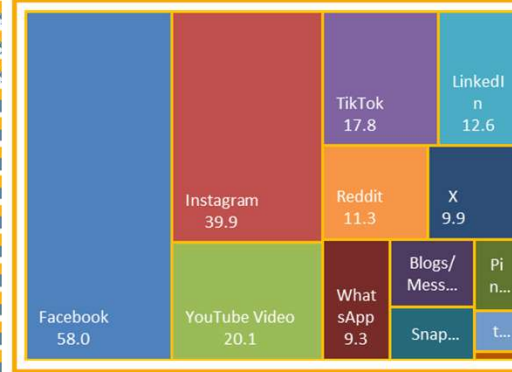
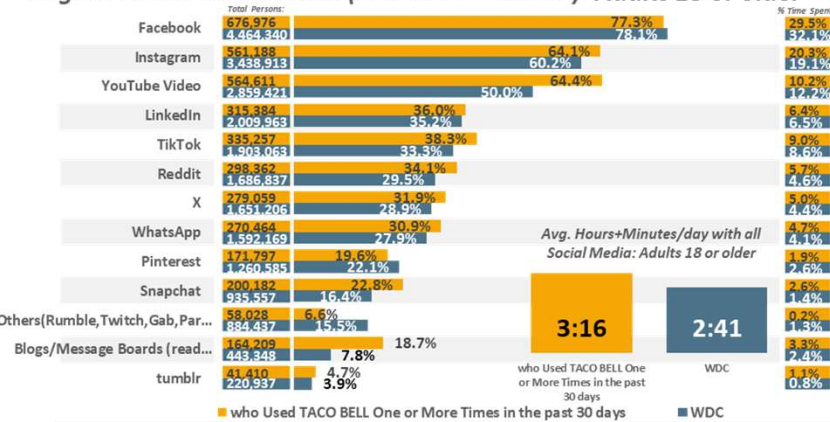
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



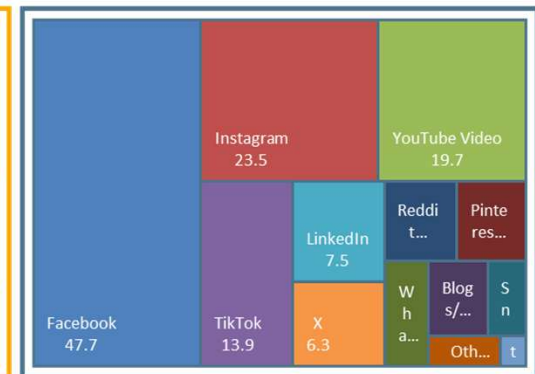
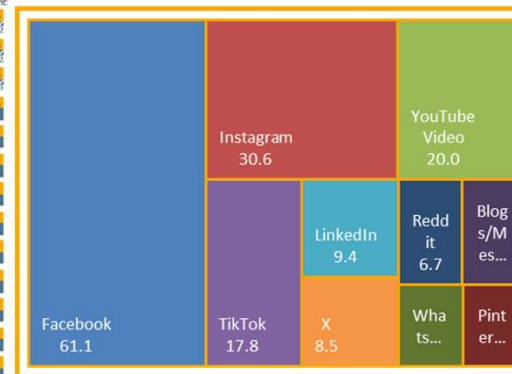
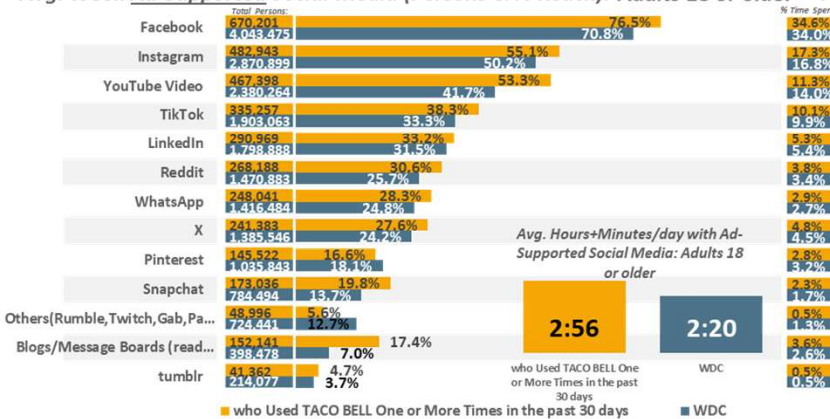


670,201 or 76.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

**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**



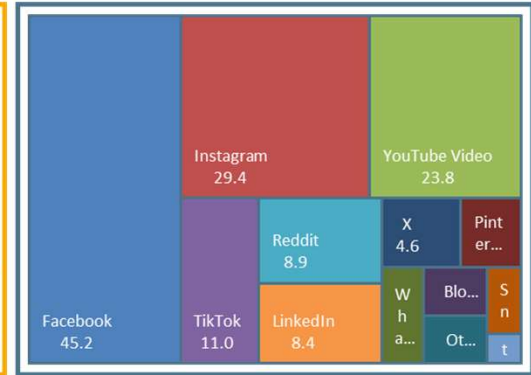
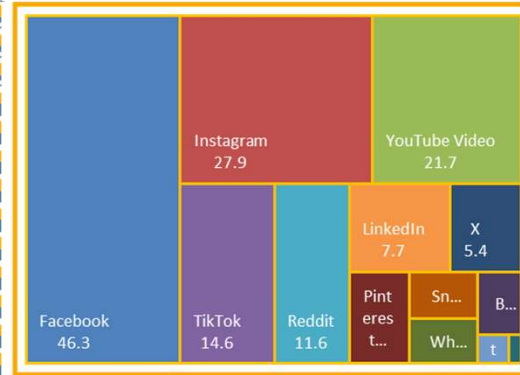
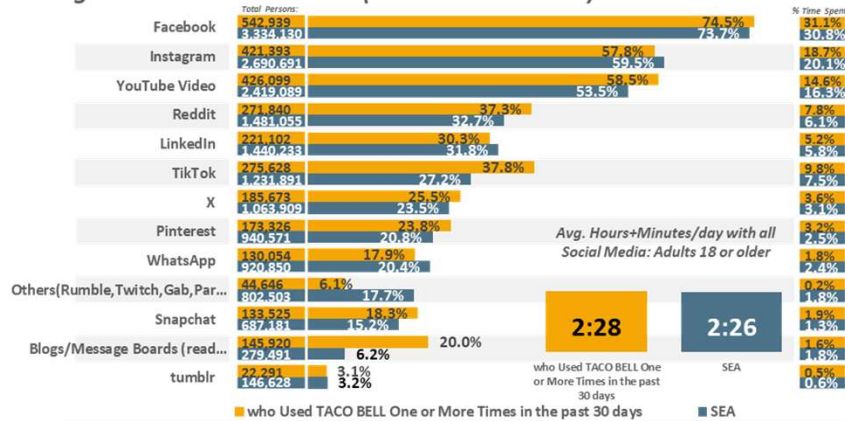
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



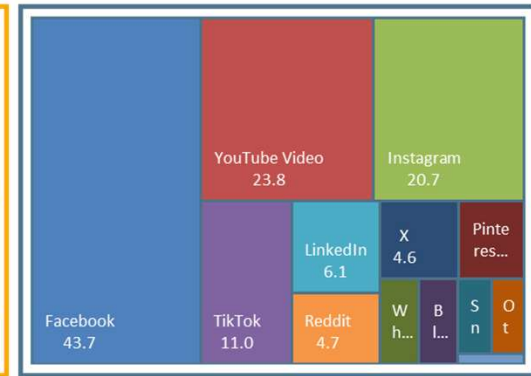
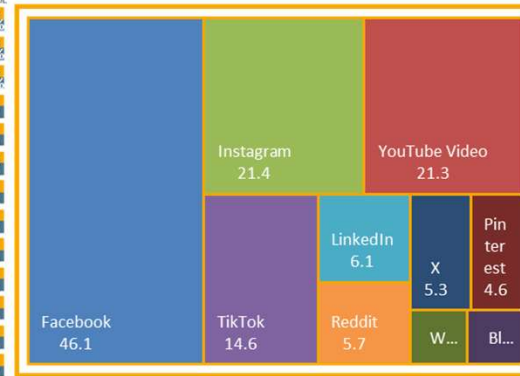
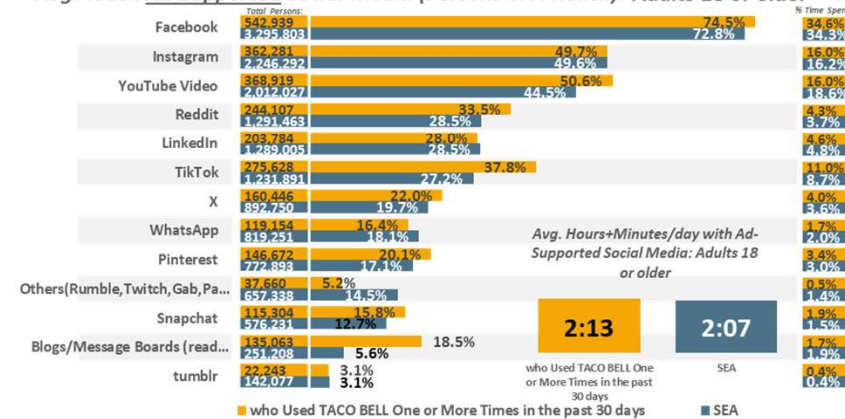


542,939 or 74.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

**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**

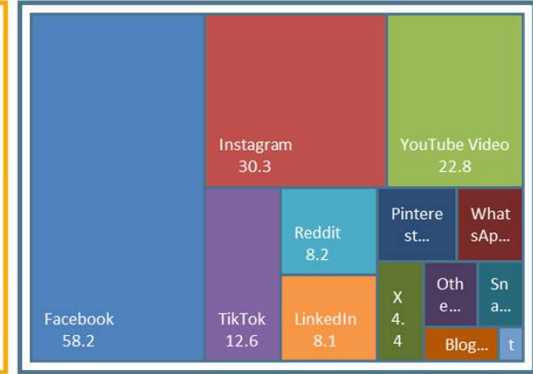
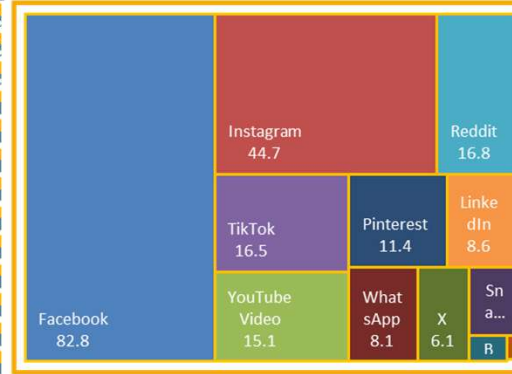
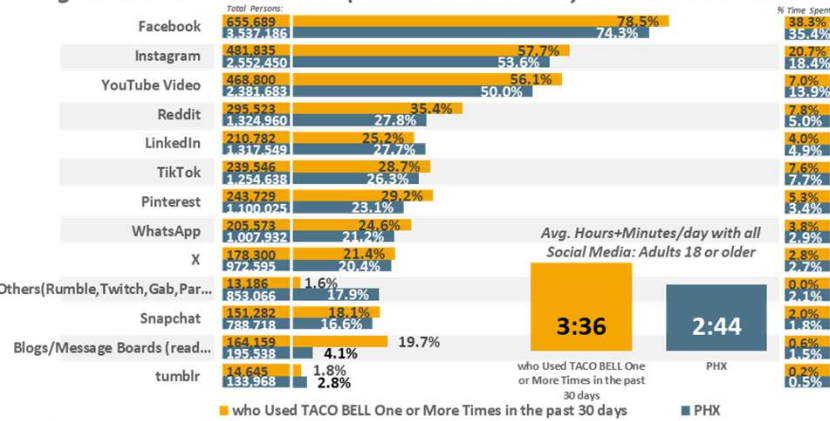




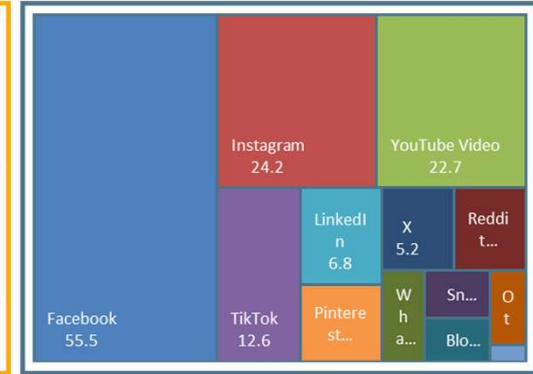
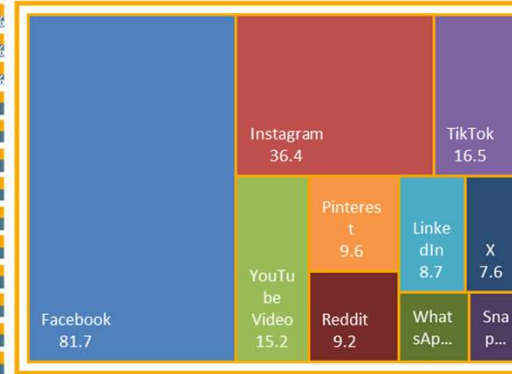
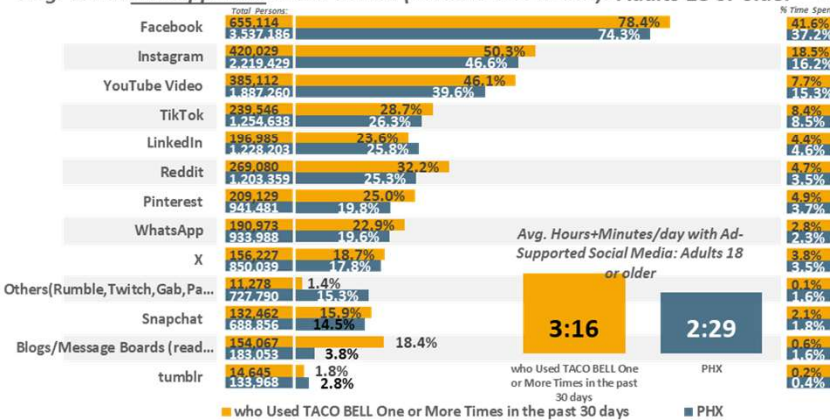


655,114 or 78.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 81.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

**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**



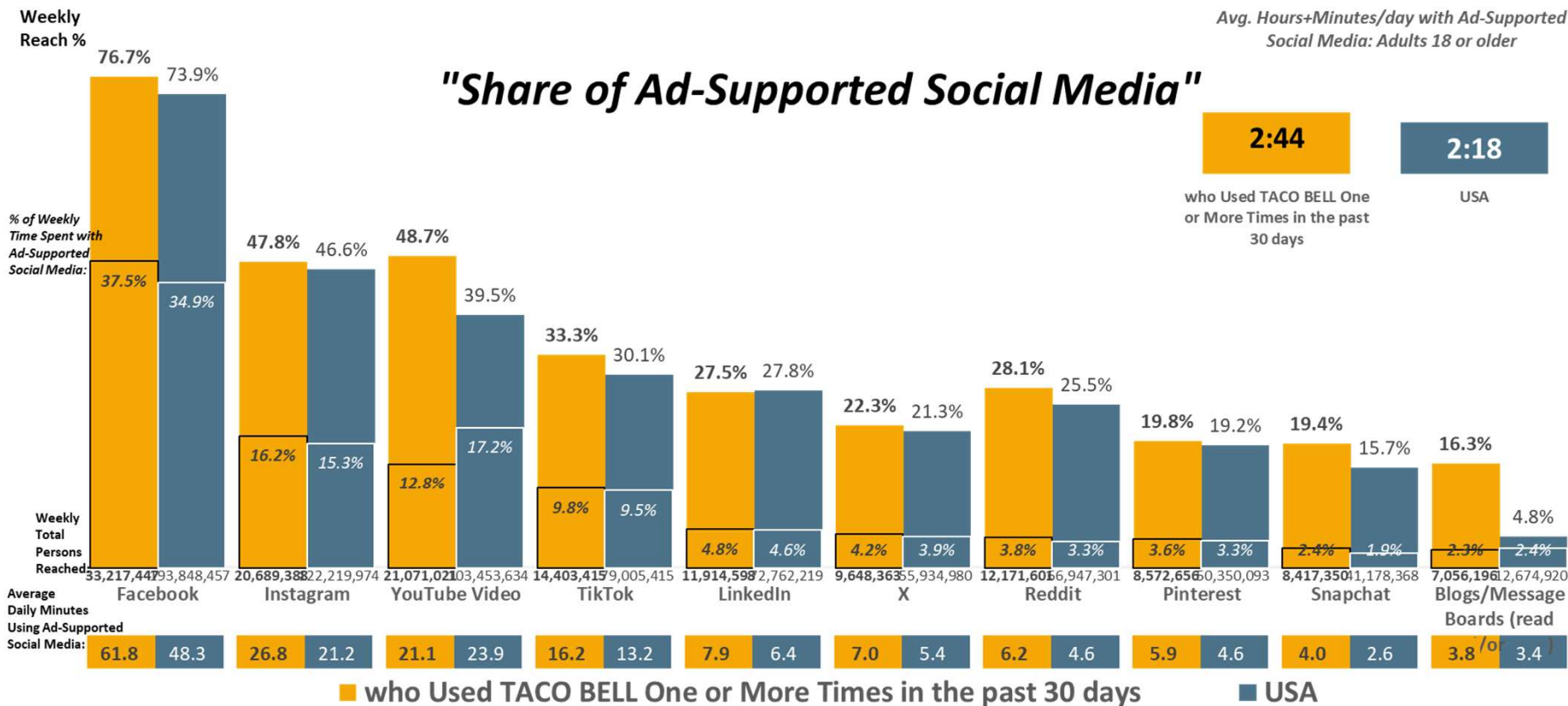
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





33,217,447 or 76.7% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA    USA Projection    Scarborough R2 2025: Sep24-Aug25    Qual Intab    4,054    Scarborough R2 2025: Sep24-Aug25    USA Projection    Scarborough R2 2025: Sep24-Aug25    Qual Intab    25,507

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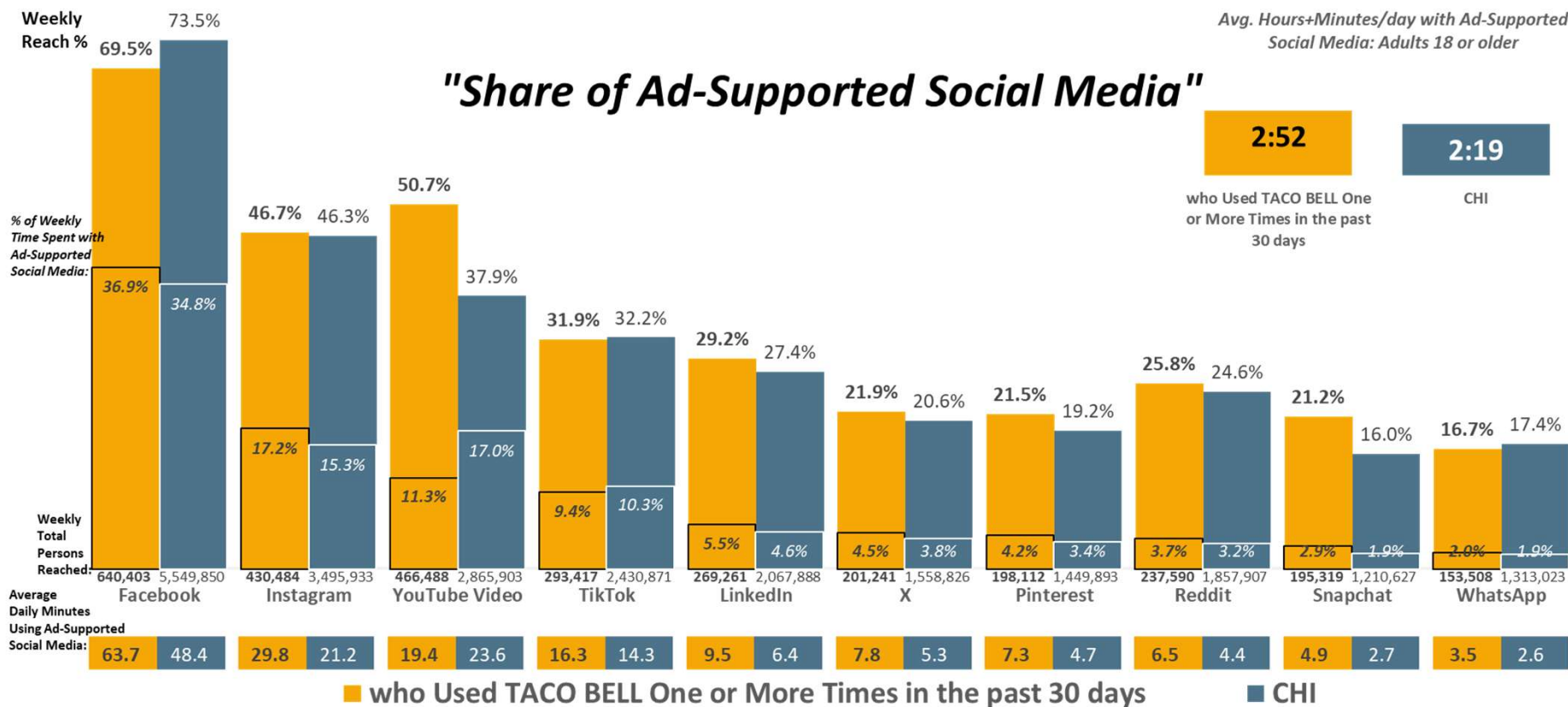
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Taco Bell



640,403 or 69.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

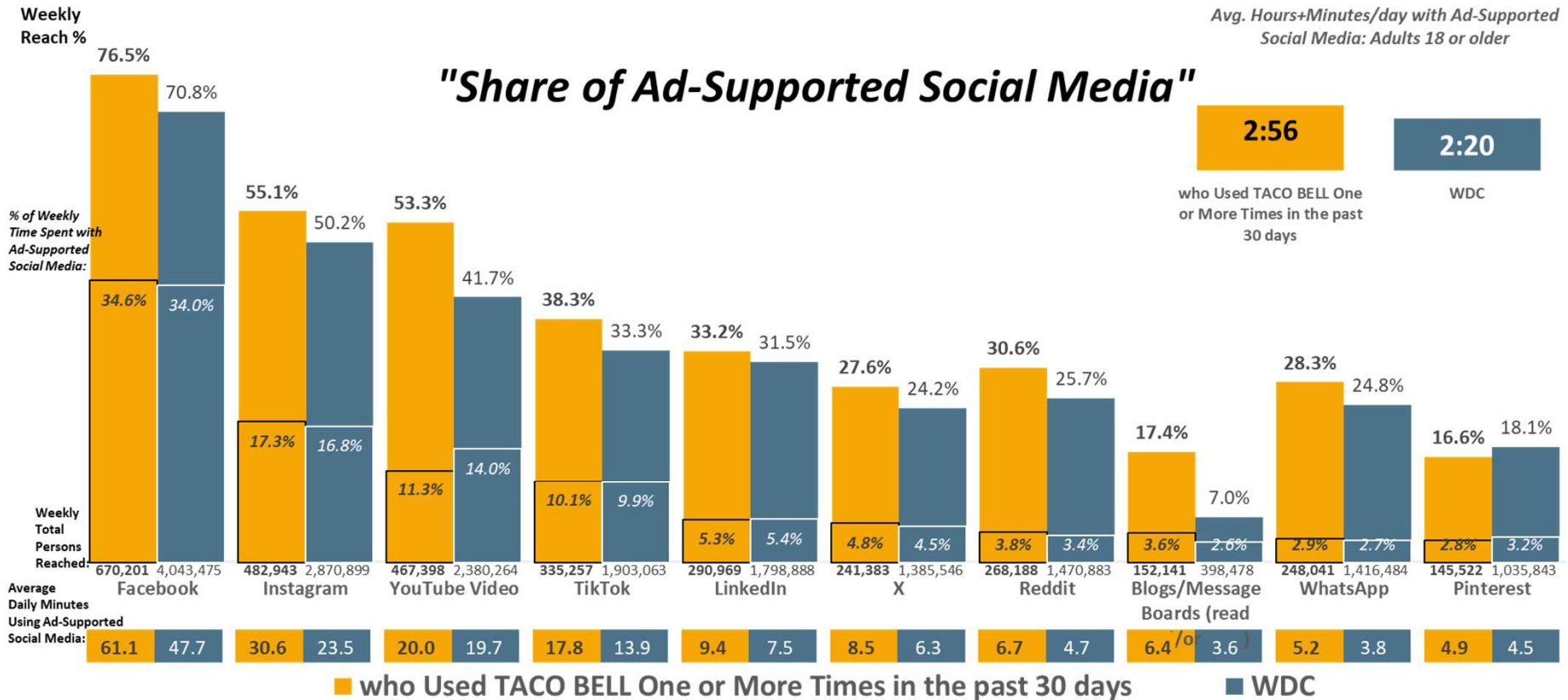






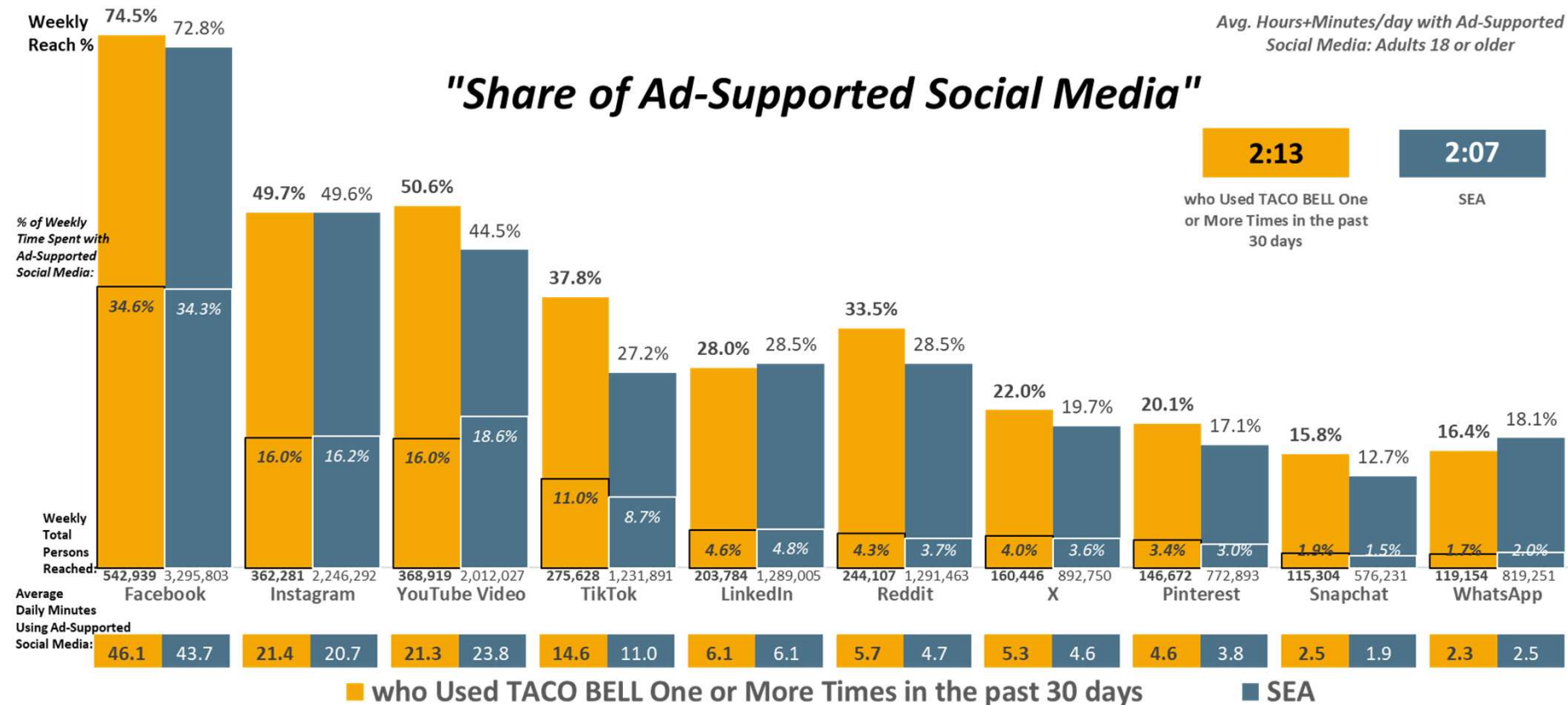
670,201 or 76.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



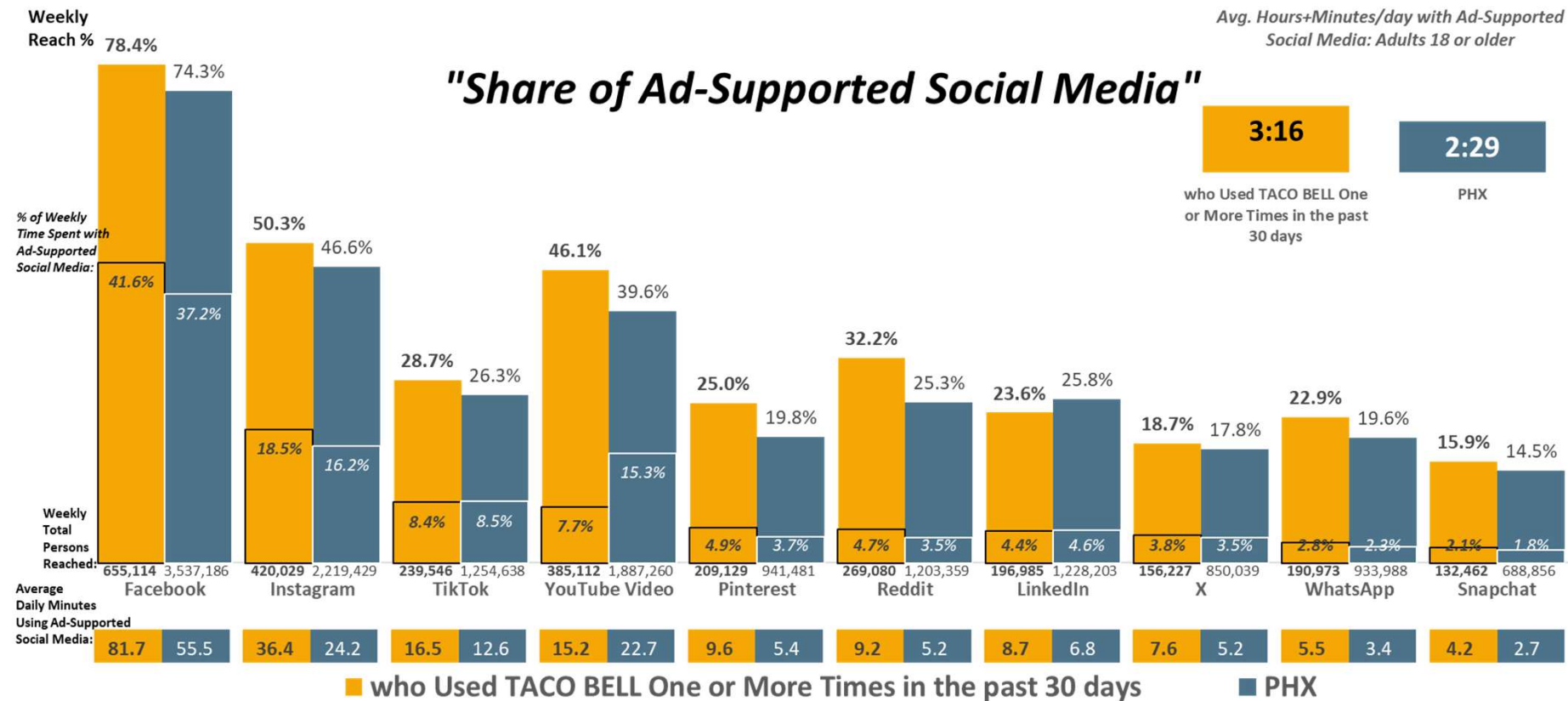


542,939 or 74.5% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 46.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.





655,114 or 78.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days use Ad-Supported Facebook for an average of 81.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

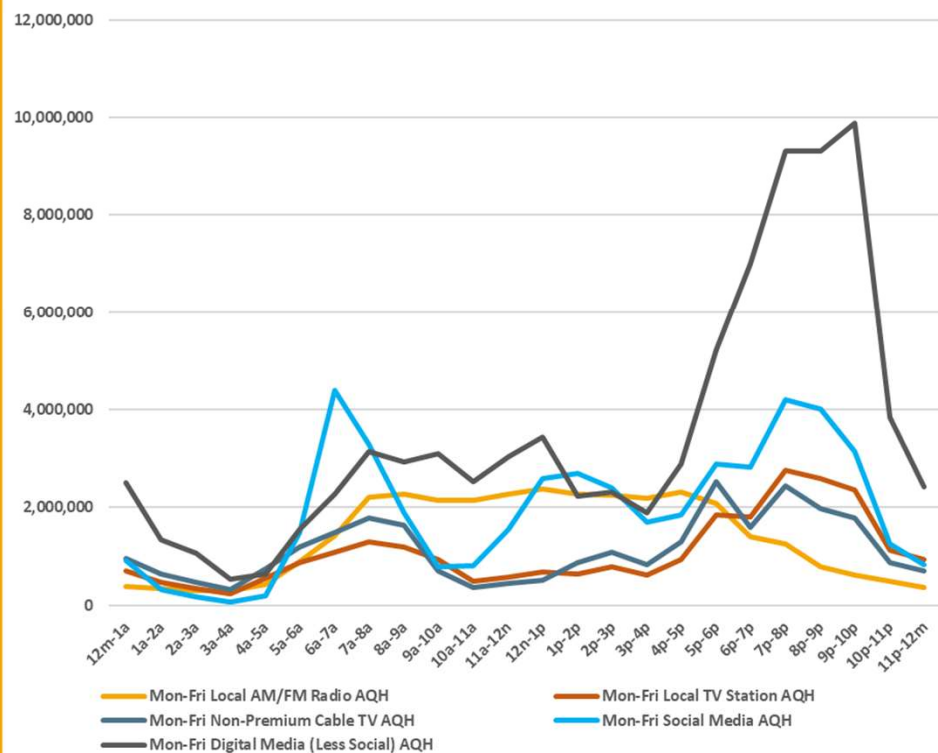




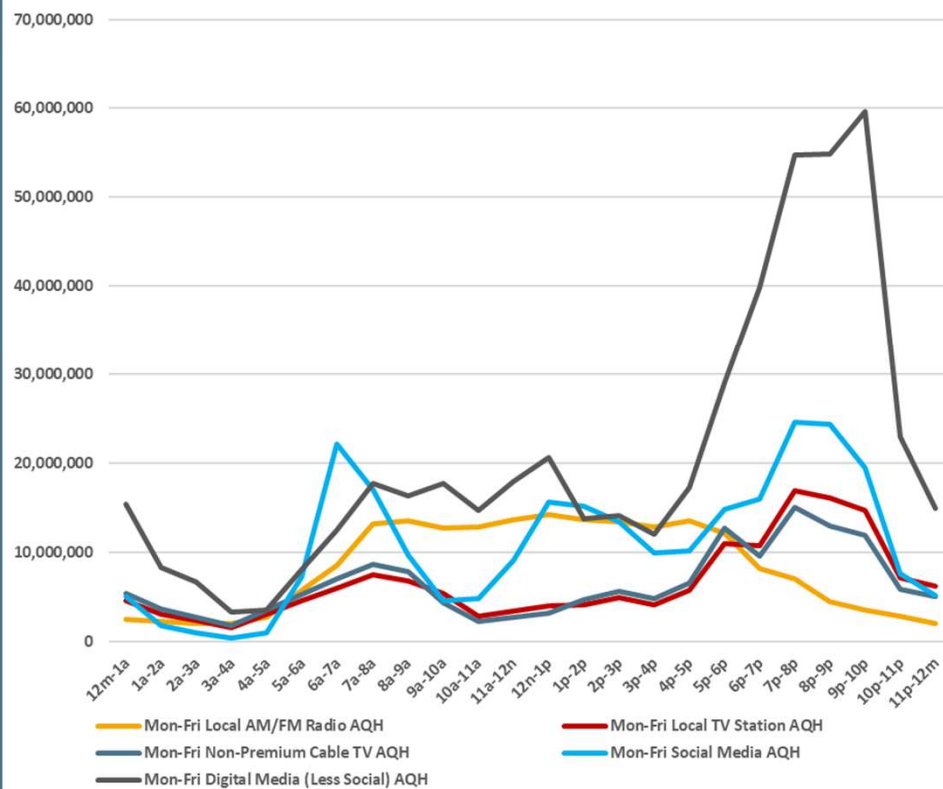


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,232,919;  
Social Media: 2,286,406; Local Radio: 2,106,149; Non-Prem. Cable: 1,168,012; Local TV:  
994,960 reaching Adults 18 or older who Used TACO BELL One or More Times

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



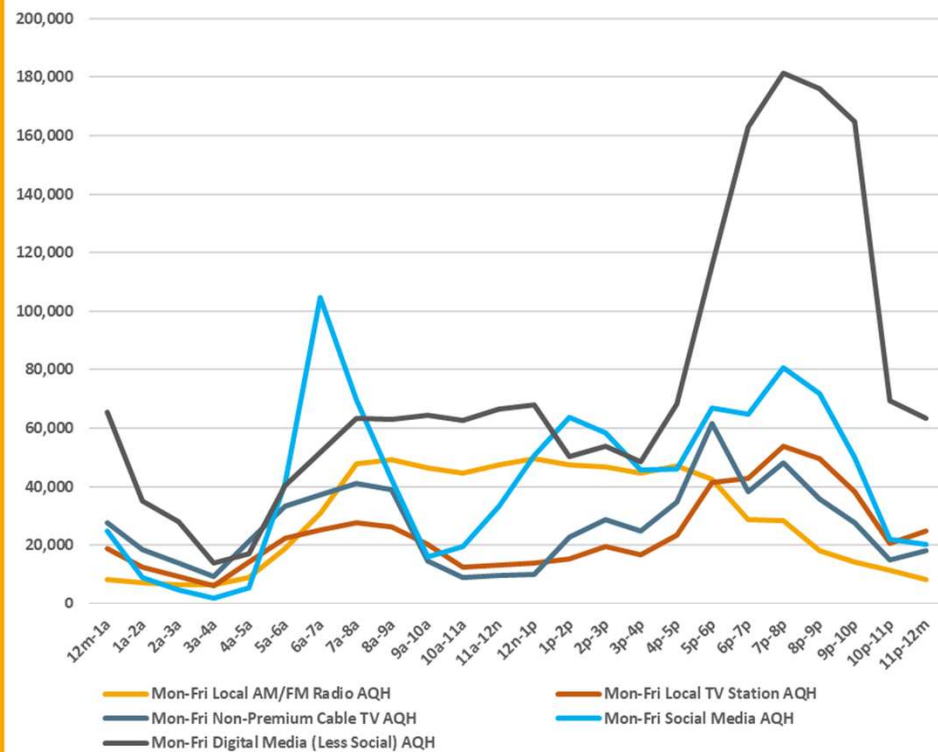
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area Adults 18 or older*



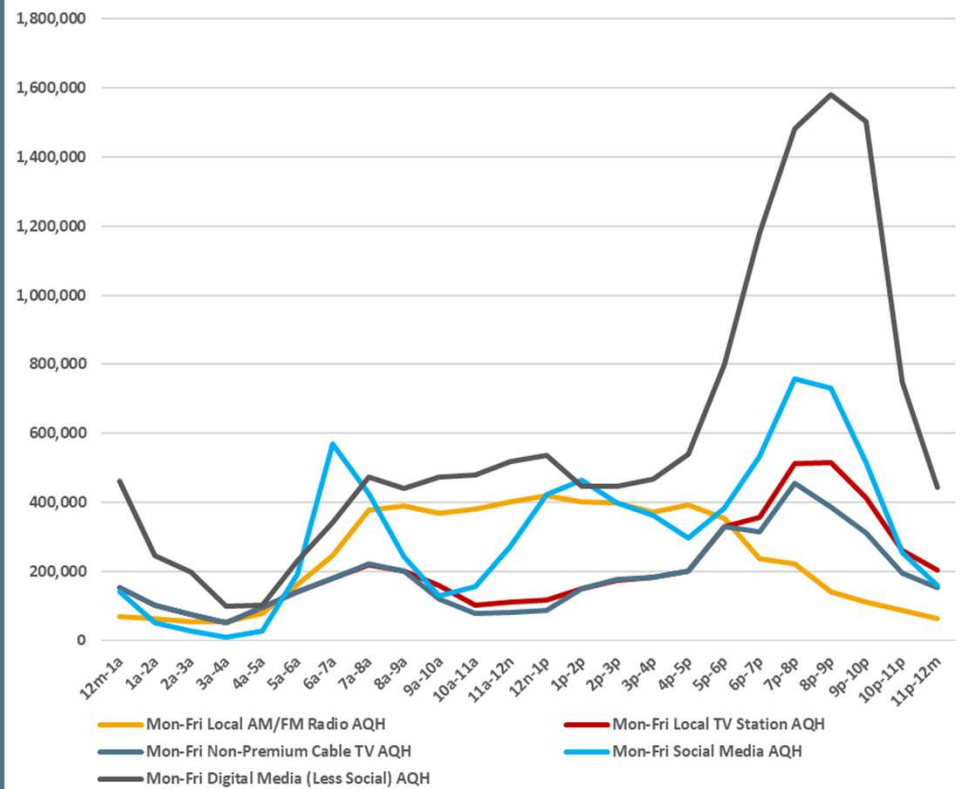


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 72,223; Social Media: 52,387; Local Radio: 44,100; Non-Prem. Cable: 28,616; Local TV: 22,978 reaching Adults 18 or older who Used TACO BELL One or More Times in the past

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



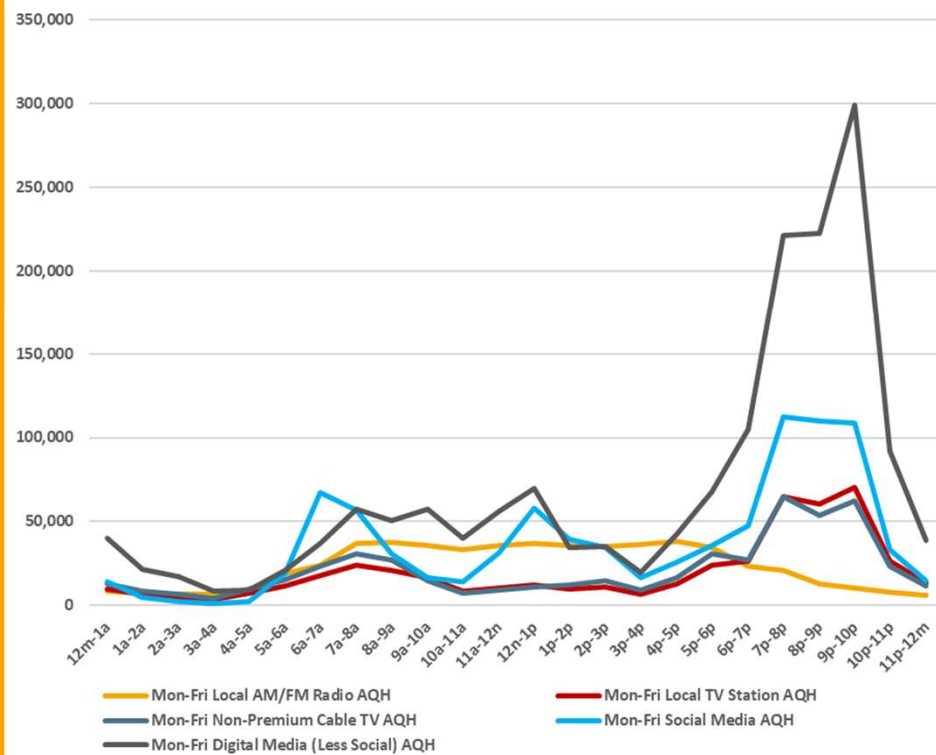
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHI Metro Area Adults 18 or older*



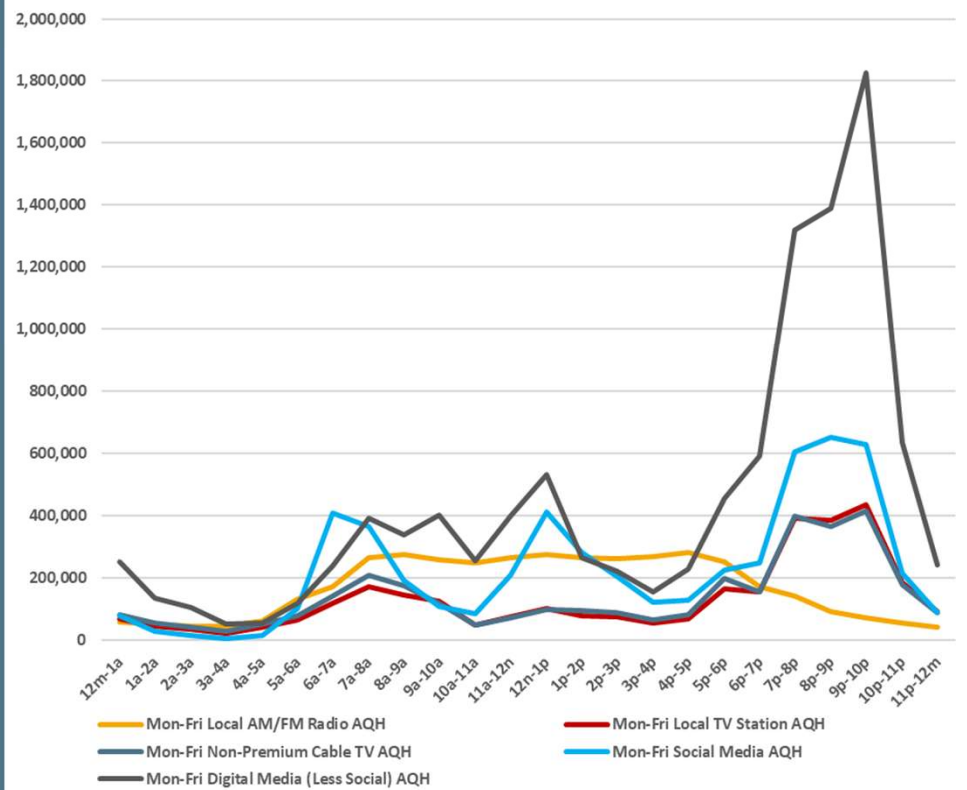


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,690;  
Social Media: 36,515; Local Radio: 33,978; Non-Prem. Cable: 17,908; Local TV: 15,417  
reaching Adults 18 or older who Used TACO BELL One or More Times in the past

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



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

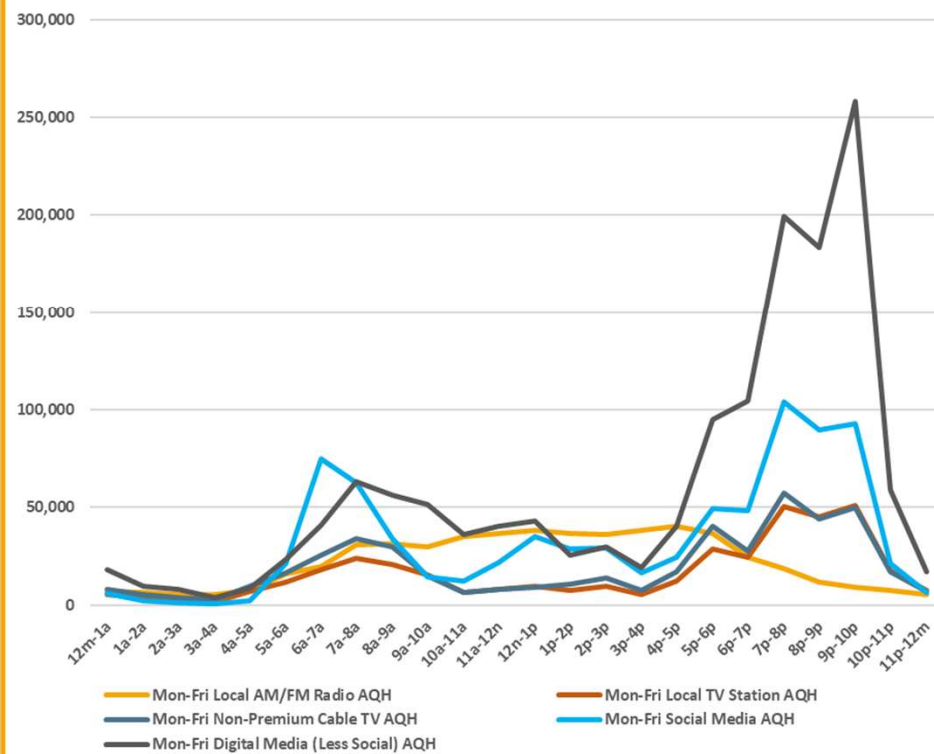




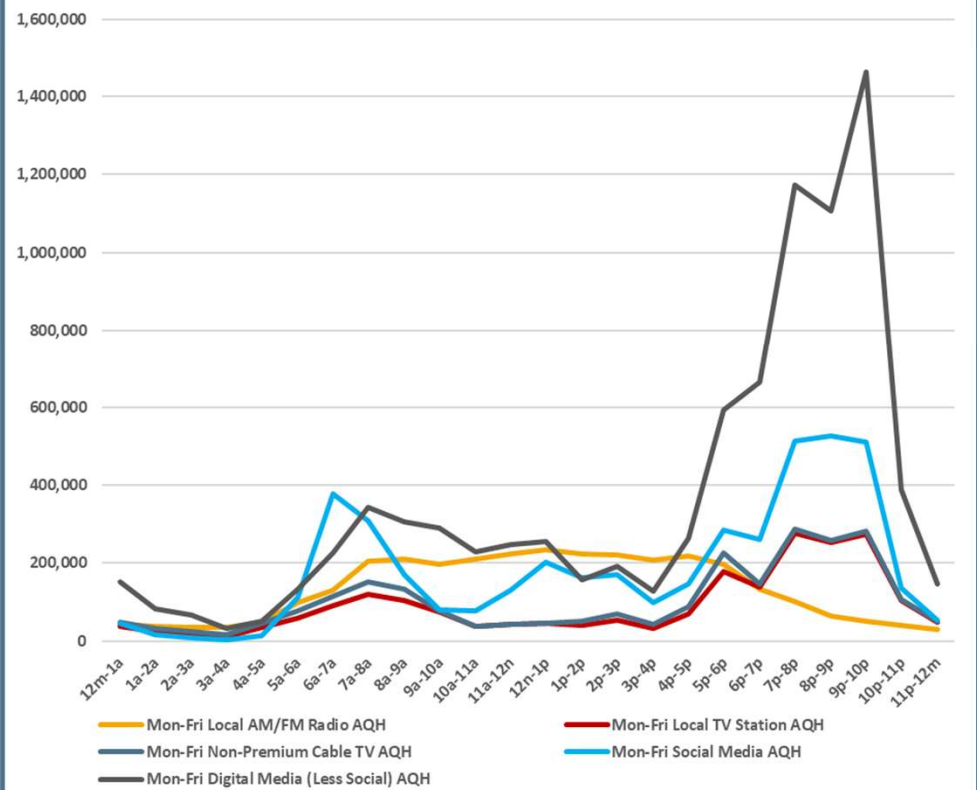


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,624; Social Media: 34,806; Local Radio: 33,466; Non-Prem. Cable: 18,828; Local TV: 14,576 reaching Adults 18 or older who Used TACO BELL One or More Times in the past

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



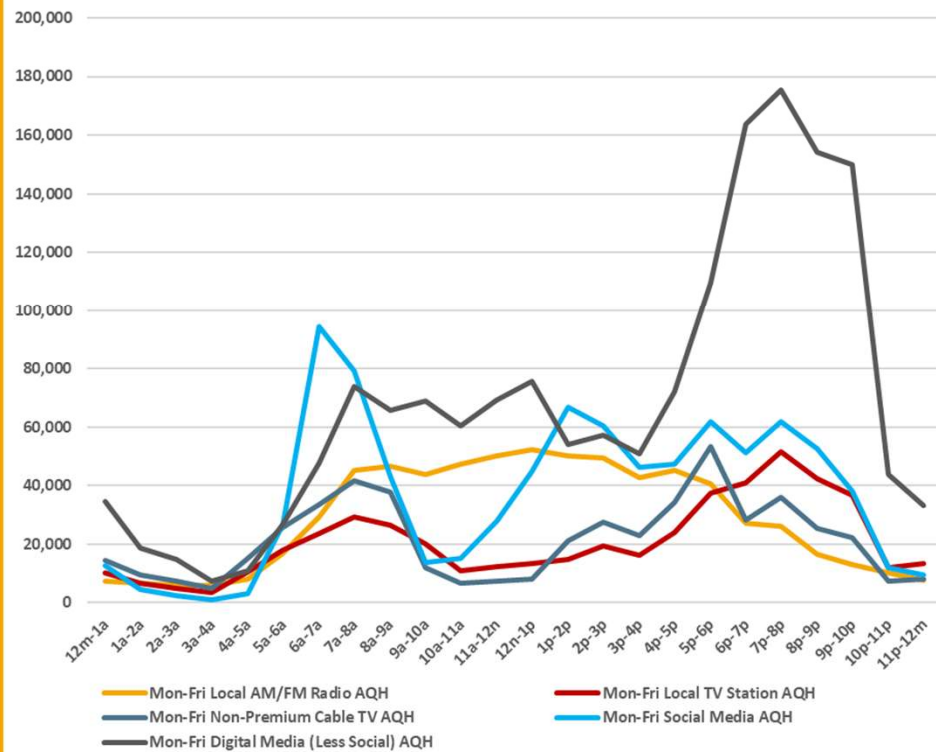
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
SEA Metro Area Adults 18 or older



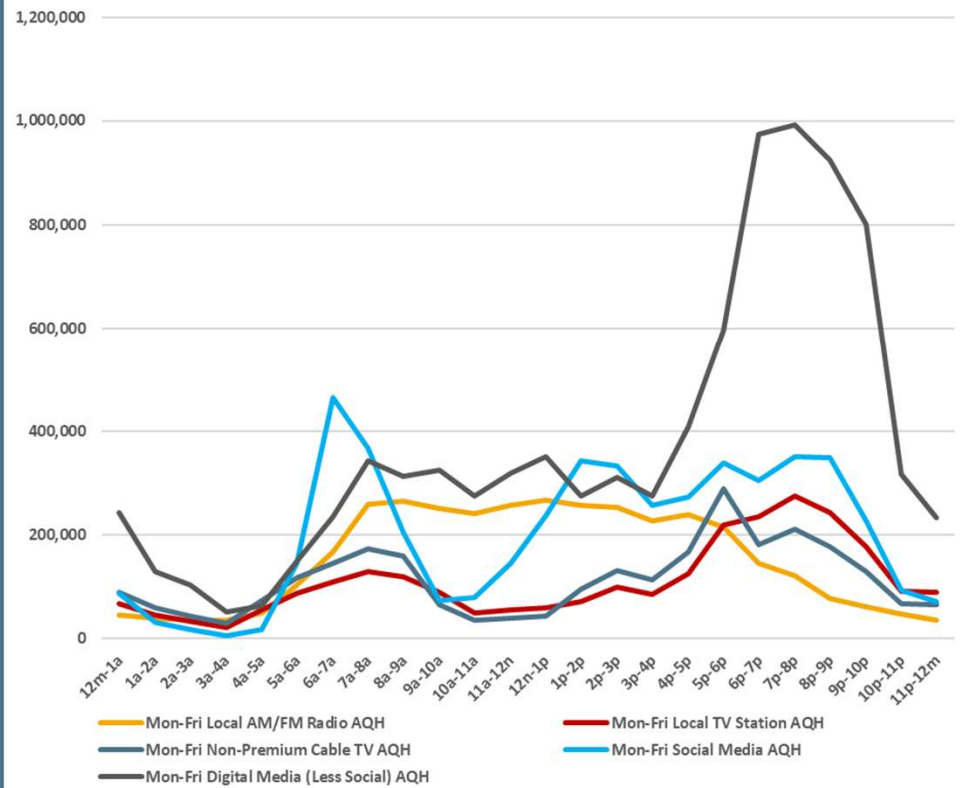


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 74,581; Social Media: 50,218; Local Radio: 43,869; Non-Prem. Cable: 25,793; Local TV: 22,235 reaching Adults 18 or older who Used TACO BELL One or More Times in the past

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



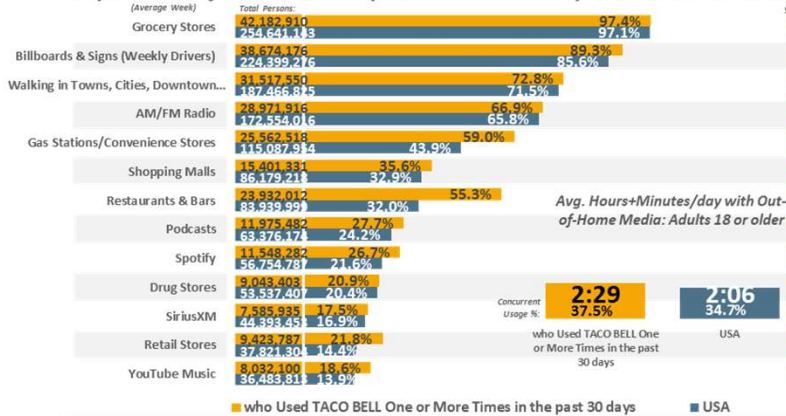
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHX Metro Area Adults 18 or older**



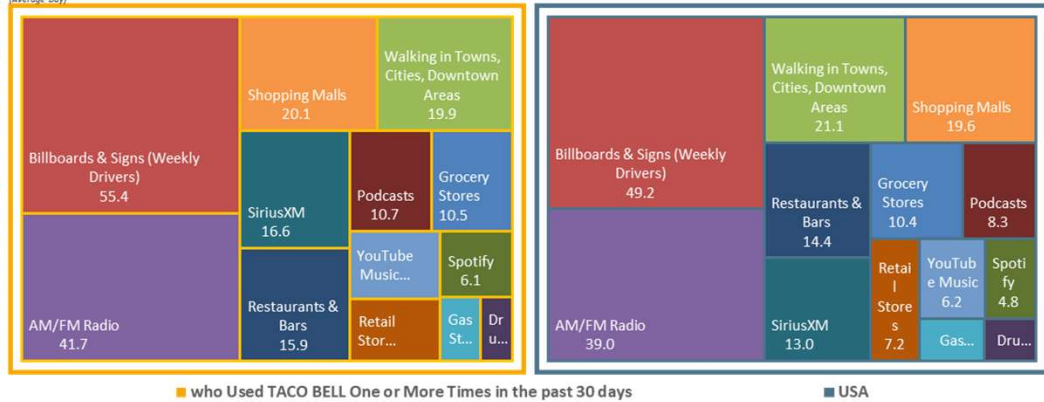


38,674,176 or 89.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minut

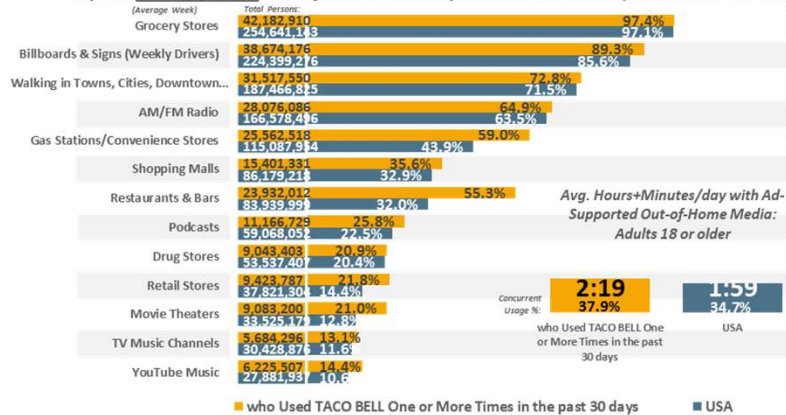
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



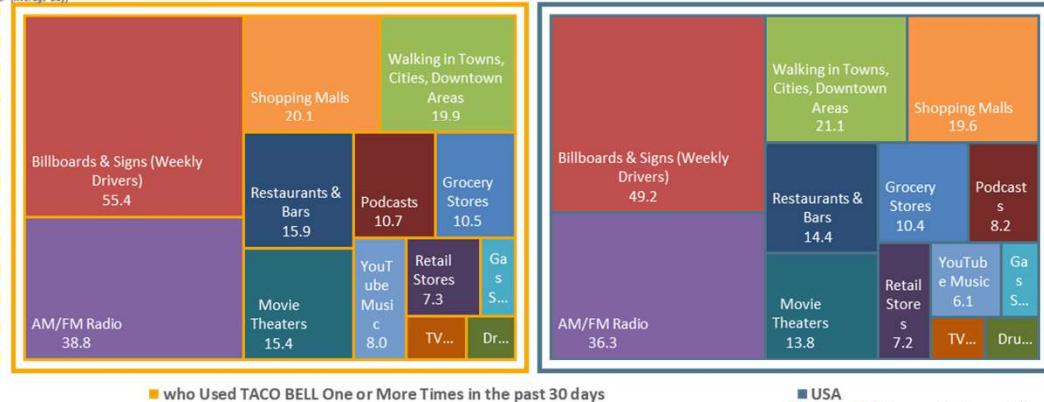
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 4,054  
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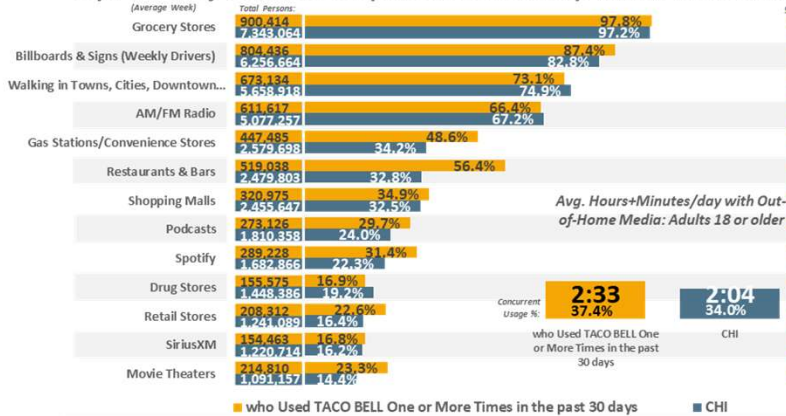
Quick service restaurants used past 30 days: Taco Bell



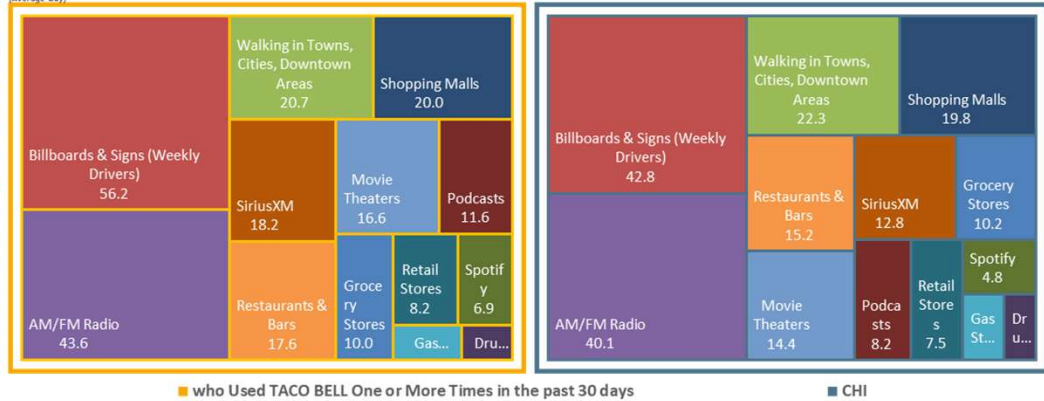


804,436 or 87.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/

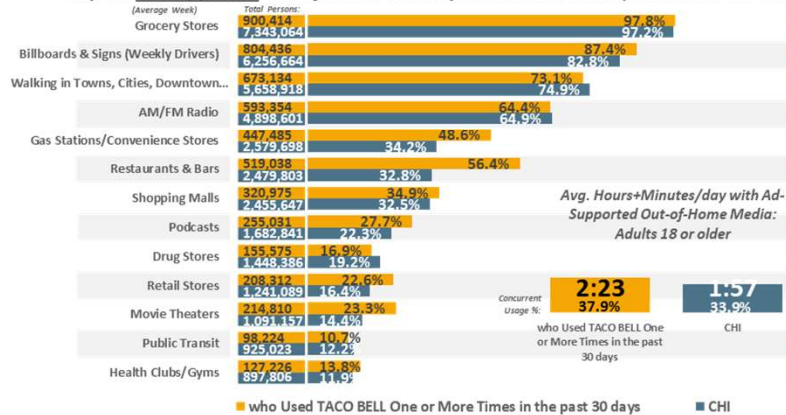
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



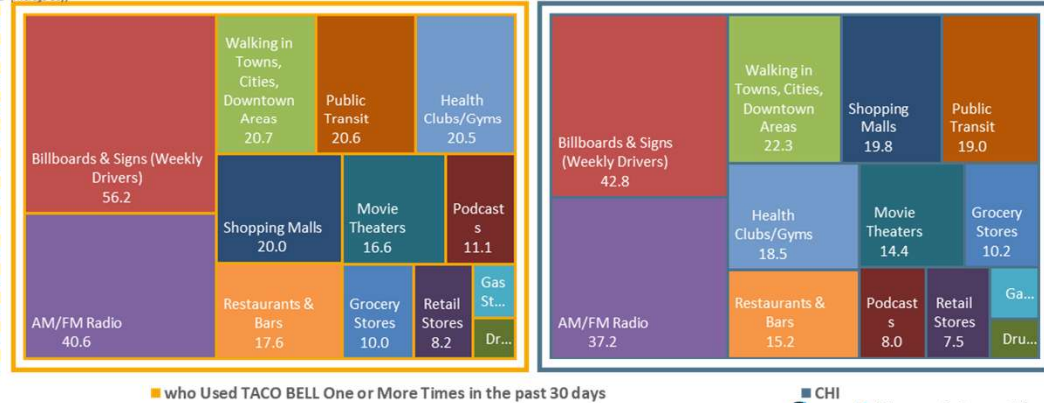
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



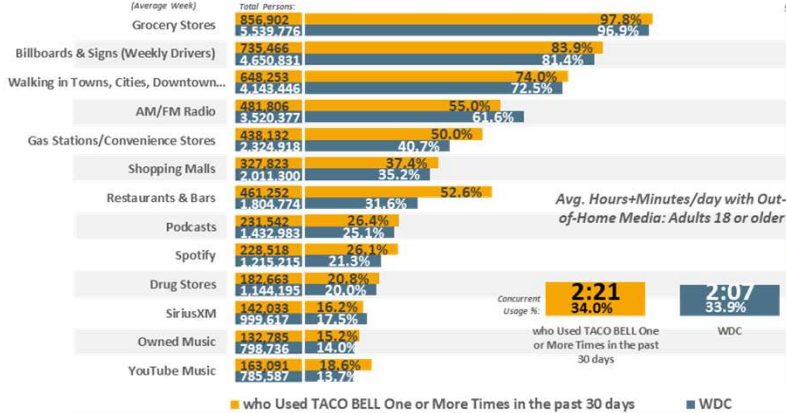
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



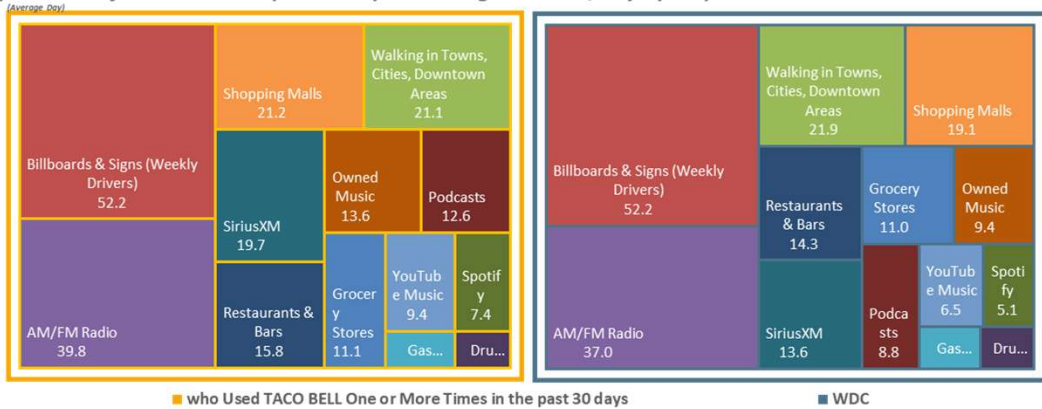


735,466 or 83.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs. 53.1% Listen to Local Radio Stations Out-of-Home for an average of 36.9 minutes/

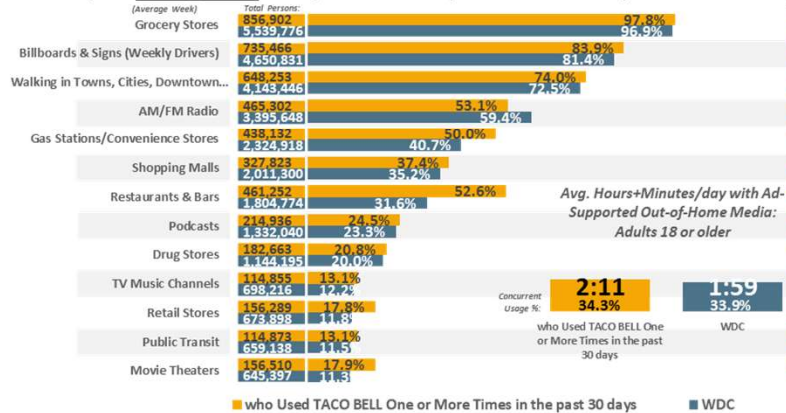
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



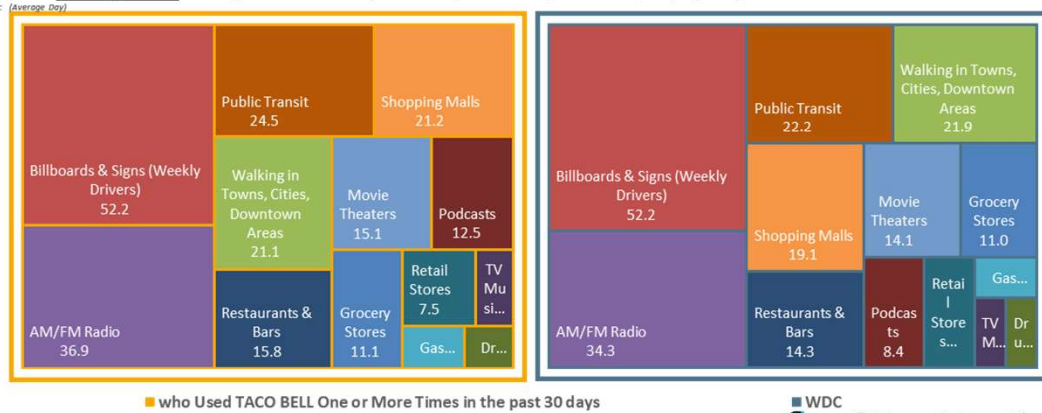
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

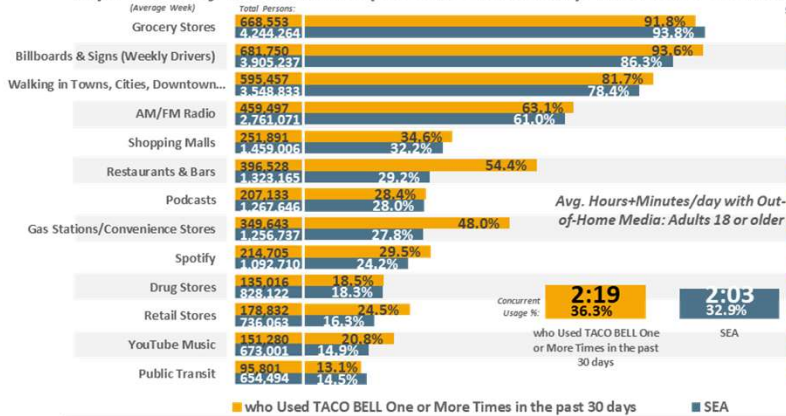




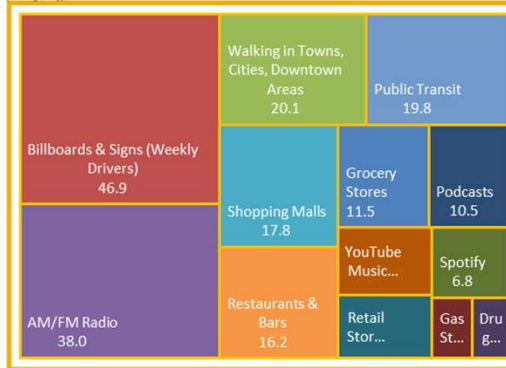


681,750 or 93.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/

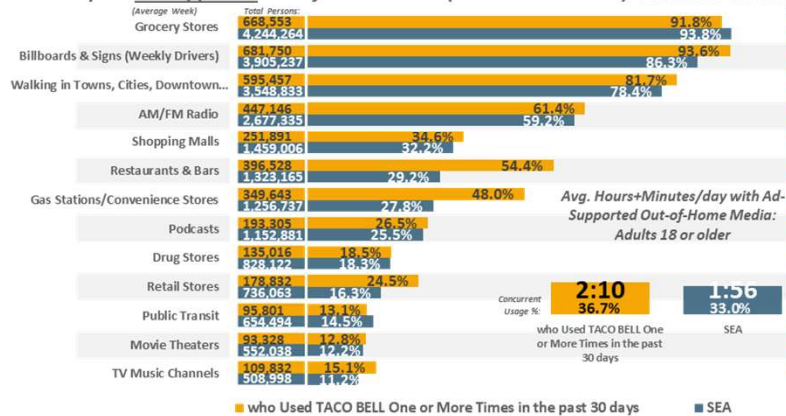
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



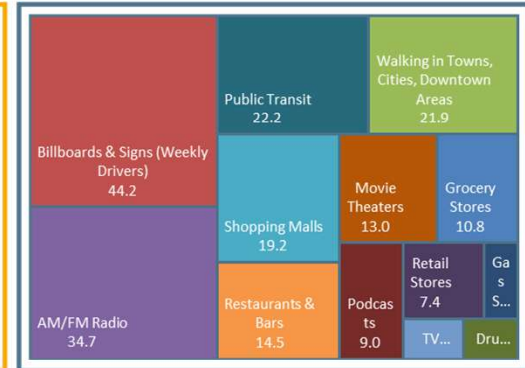
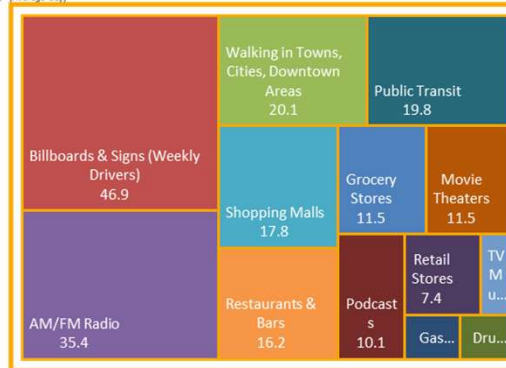
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

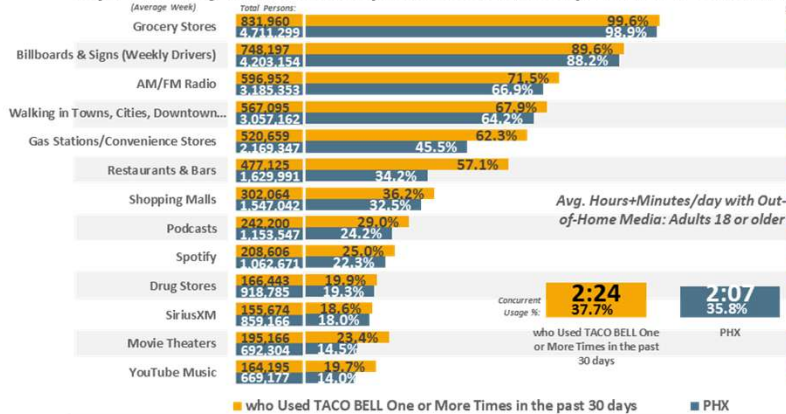




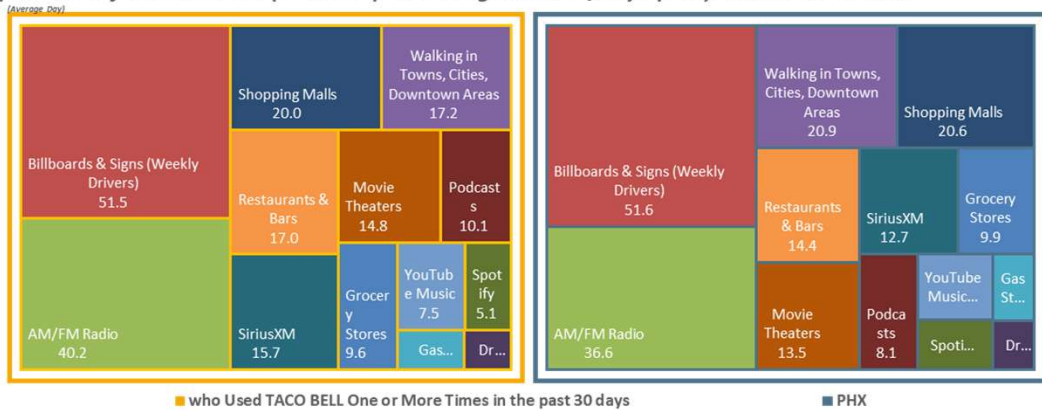


748,197 or 89.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 51.5 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/

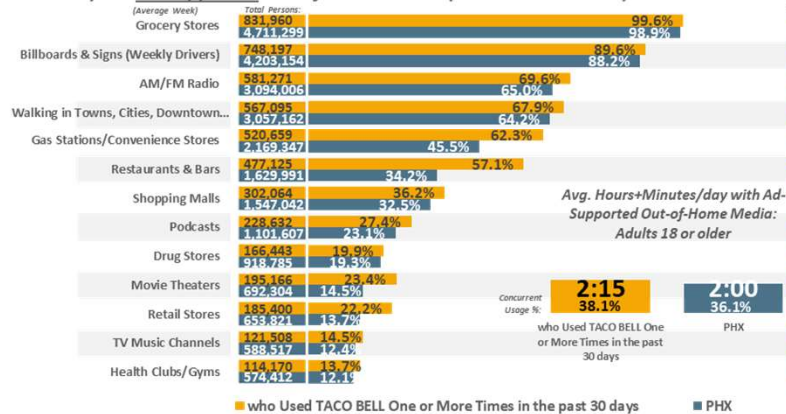
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



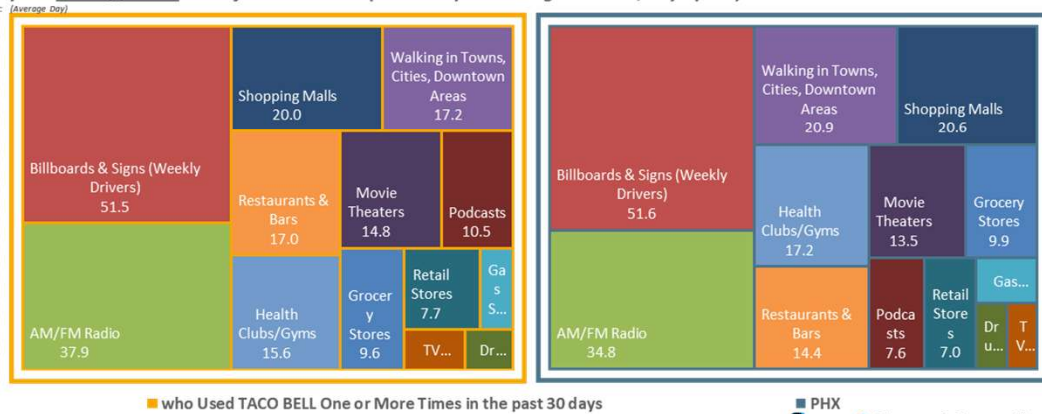
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



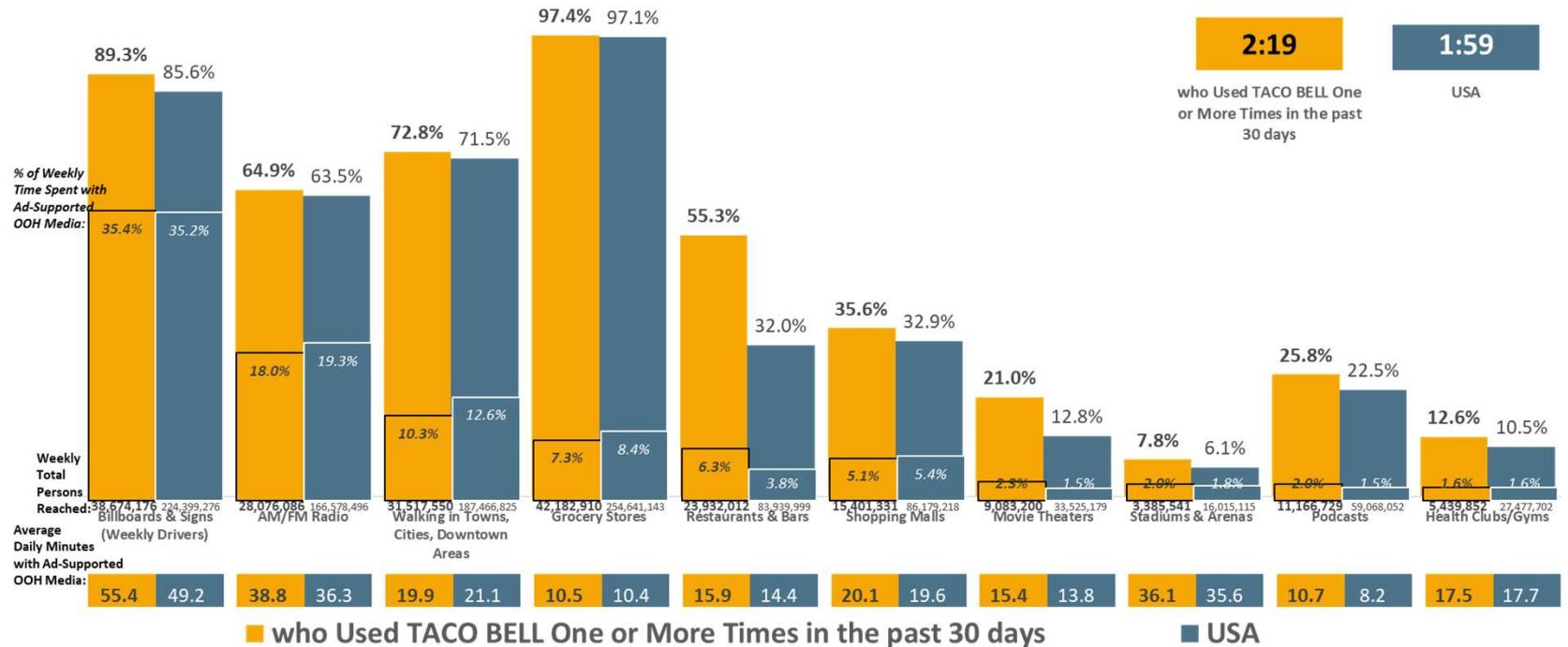


38,674,176 or 89.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 4,054 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Quick service restaurants used past 30 days: Taco Bell

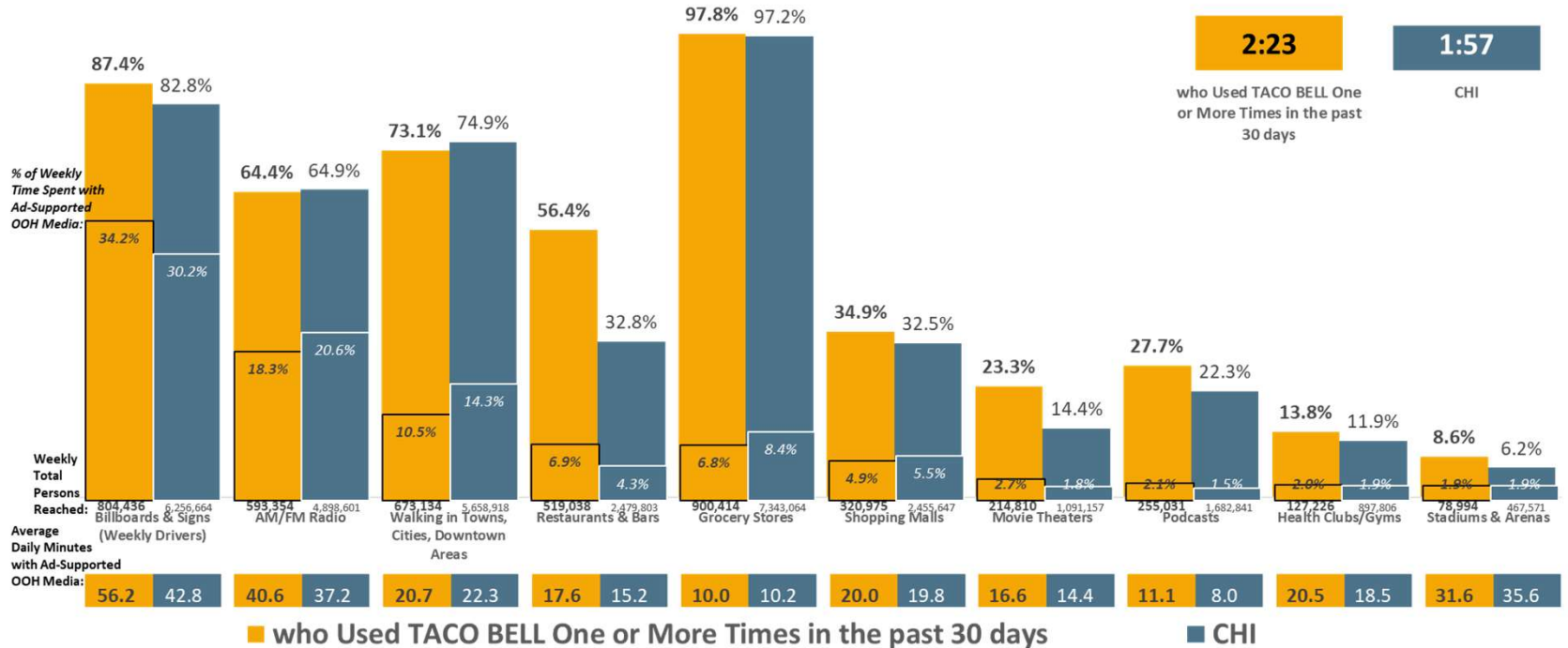


804,436 or 87.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 34.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555  
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Quick service restaurants used past 30 days: Taco Bell



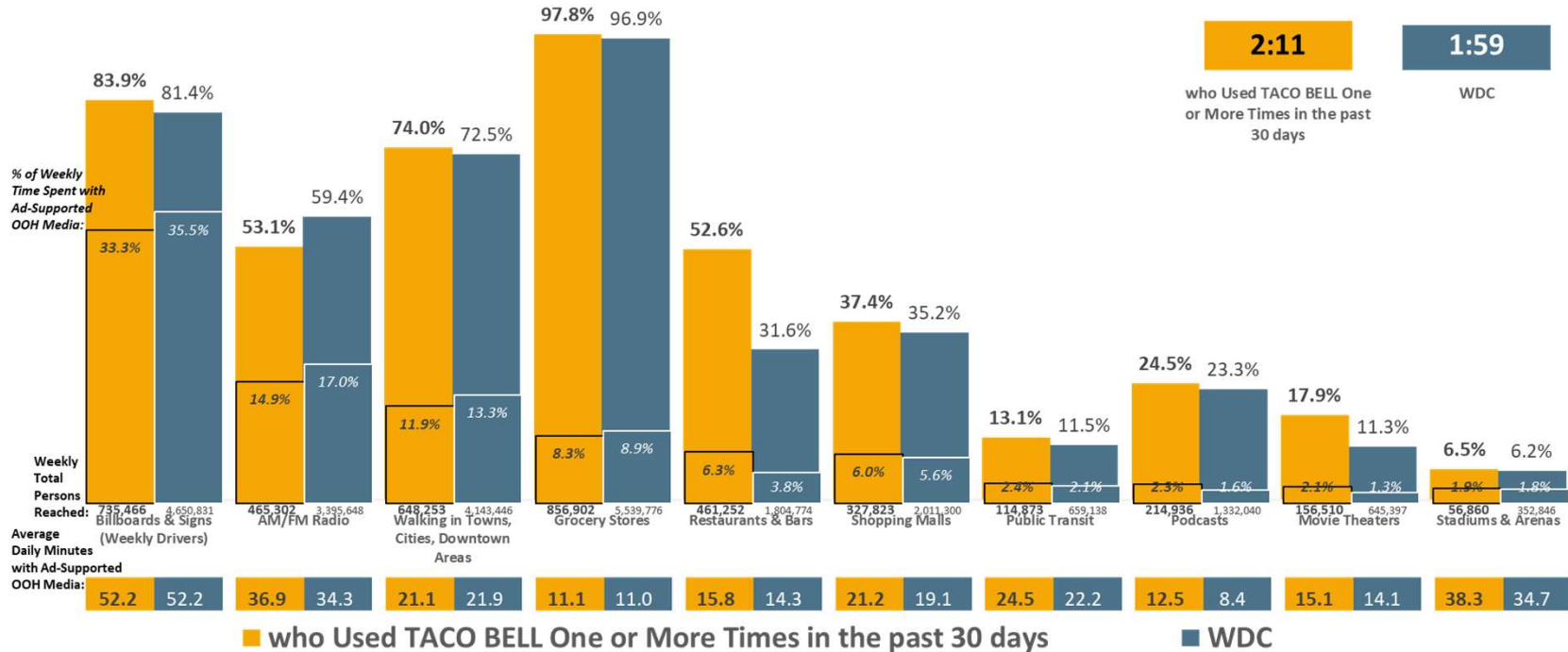


735,466 or 83.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 52.2 minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:11

who Used TACO BELL One or More Times in the past 30 days

1:59

WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 882 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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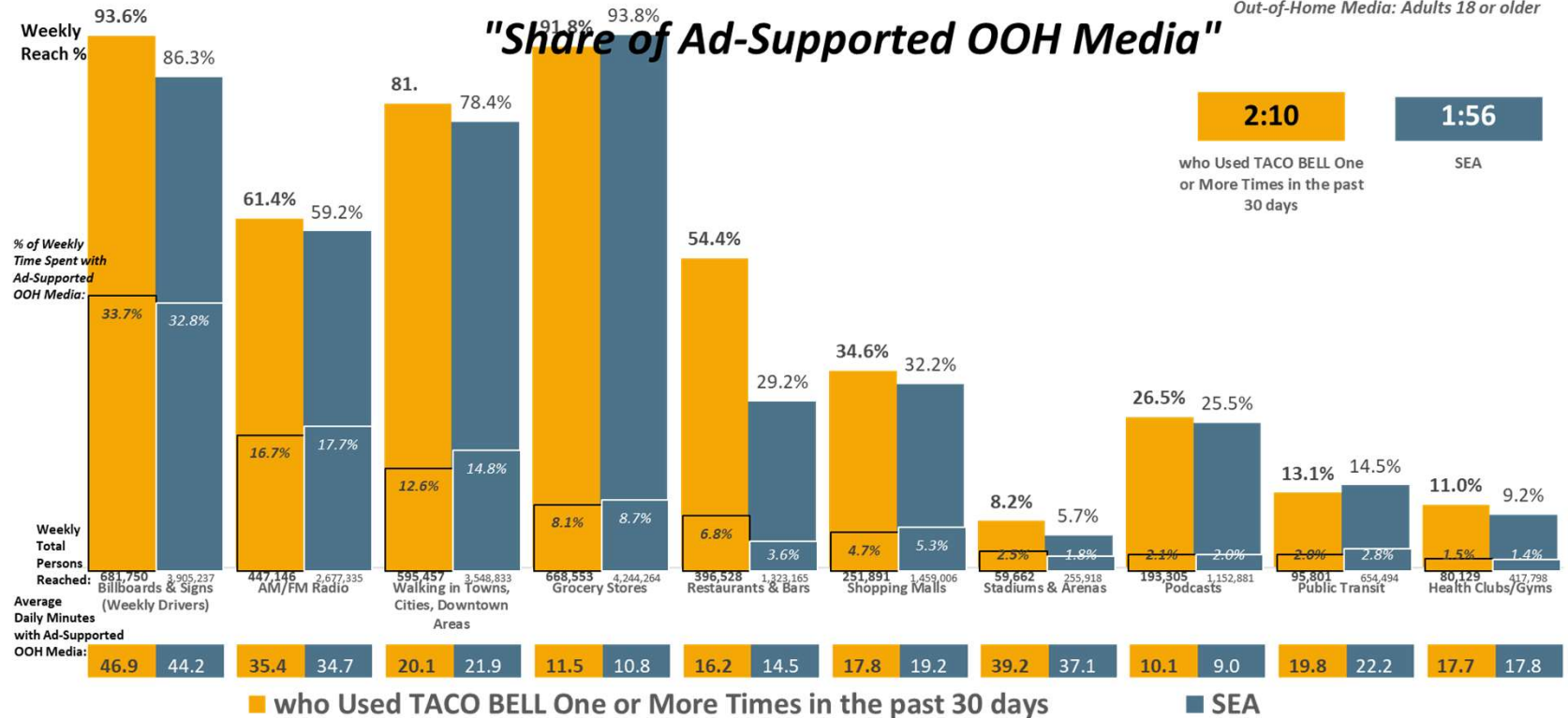
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Taco Bell



681,750 or 93.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 33.7% 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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 612 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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Quick service restaurants used past 30 days: Taco Bell

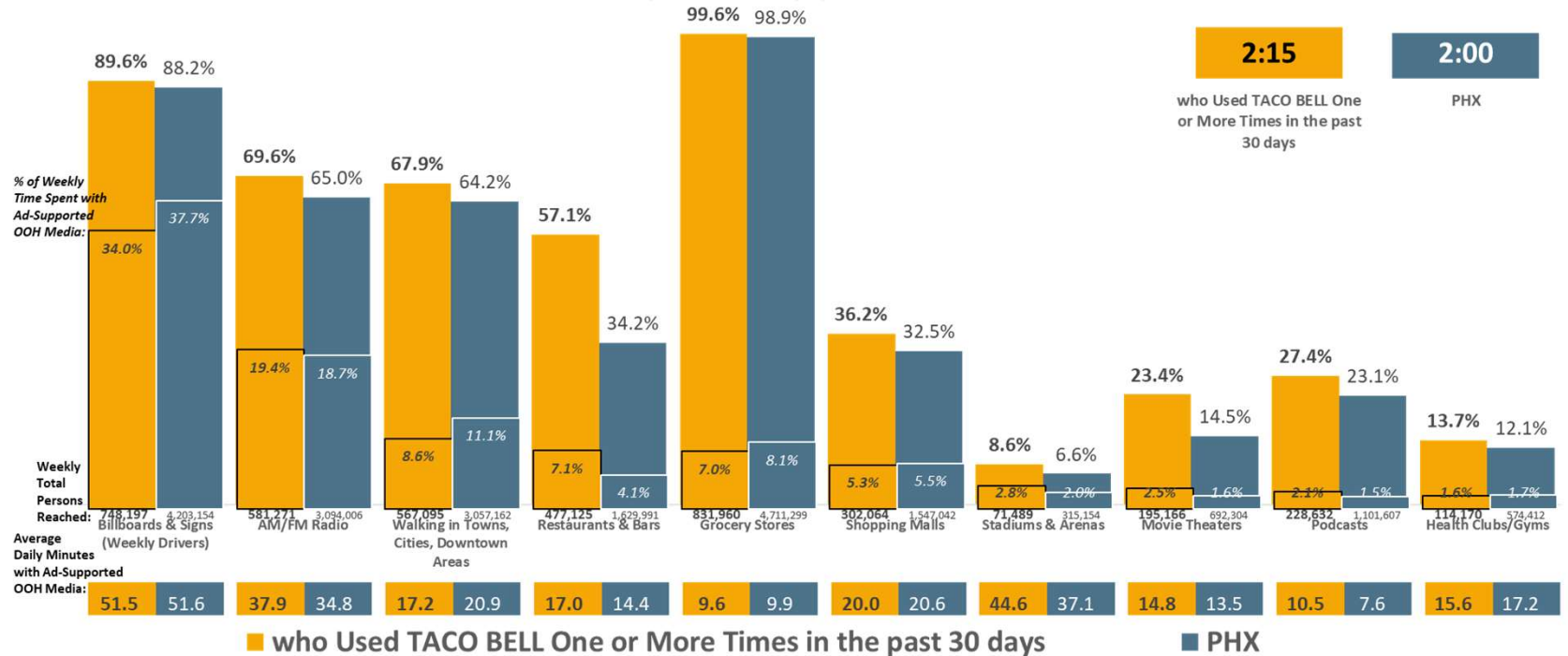


748,197 or 89.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 51.5 minutes per day driving, seeing Billboards and Signs representing 34.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 464 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520  
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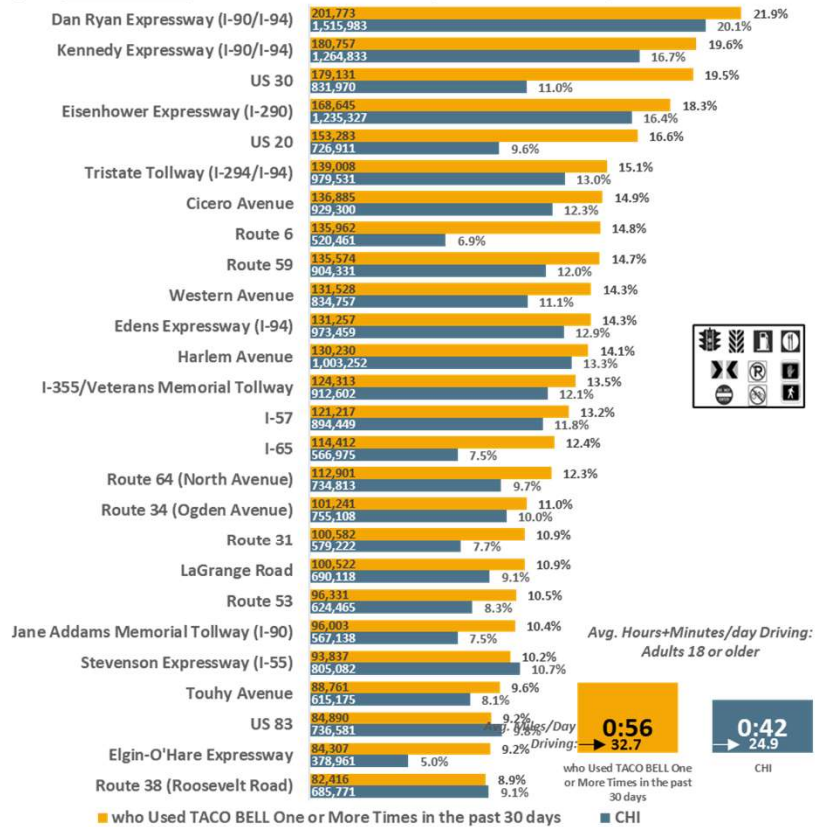
Quick service restaurants used past 30 days: Taco Bell



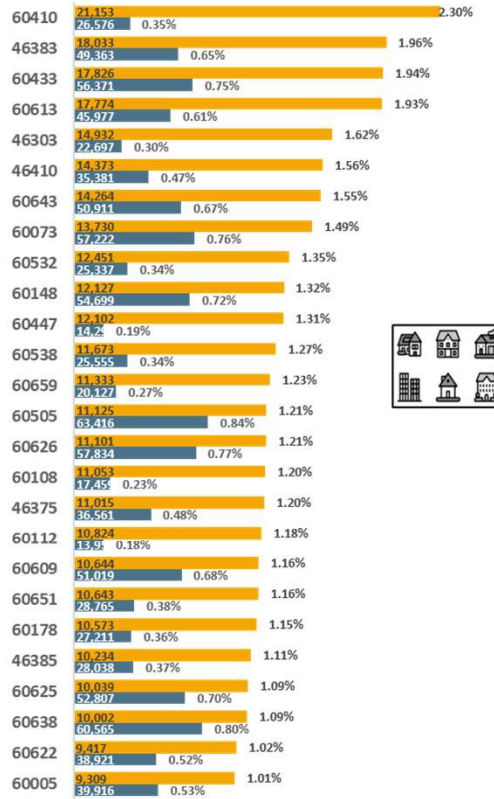


804,436 or 87.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 114.2% more likely to use Route 6 than the Metro average.

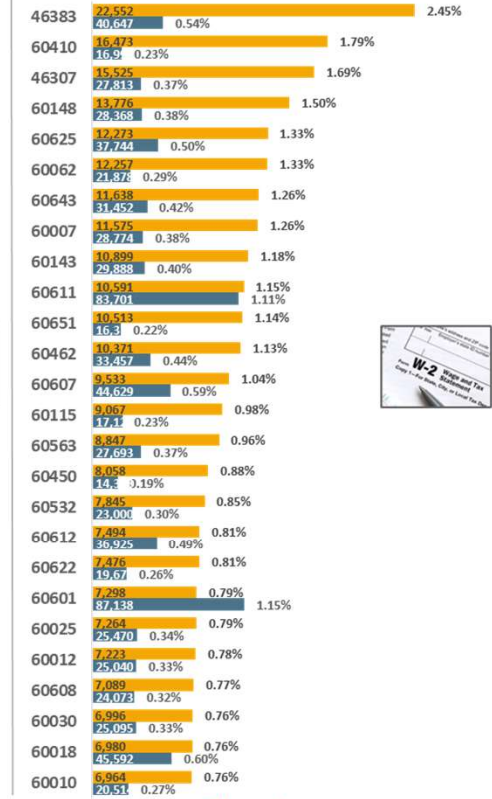
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



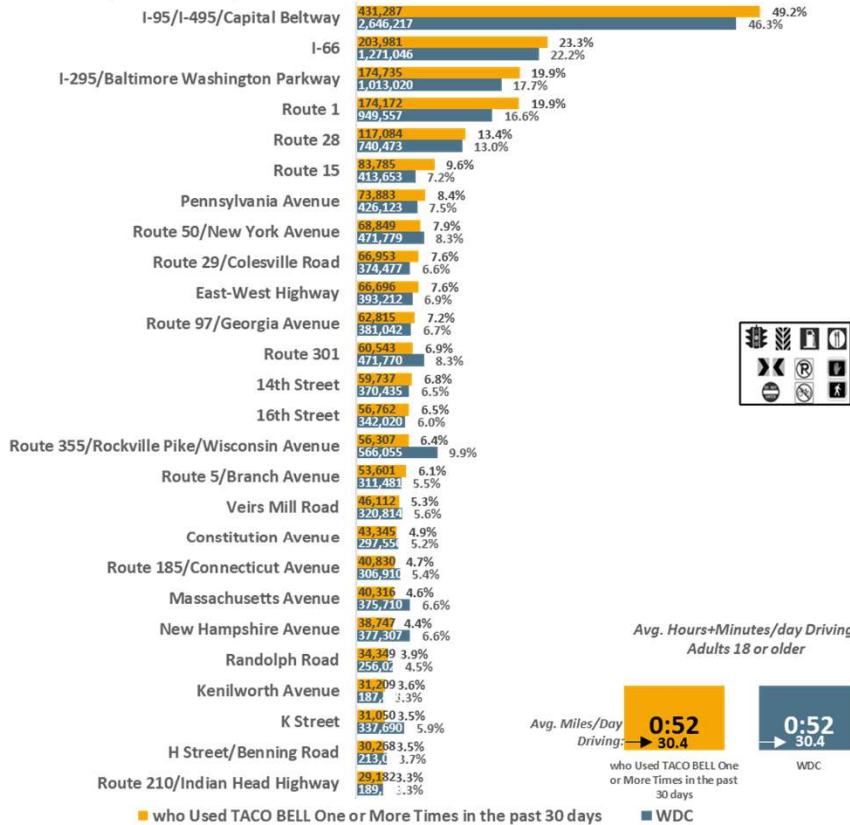
#### Top-26 Employment Zip Codes: Adults 18 or older





735,466 or 83.9% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 52.2 minutes per day driving an average of 30.4 miles each day and are 32.1% more likely to use Route 15 than the Metro average.

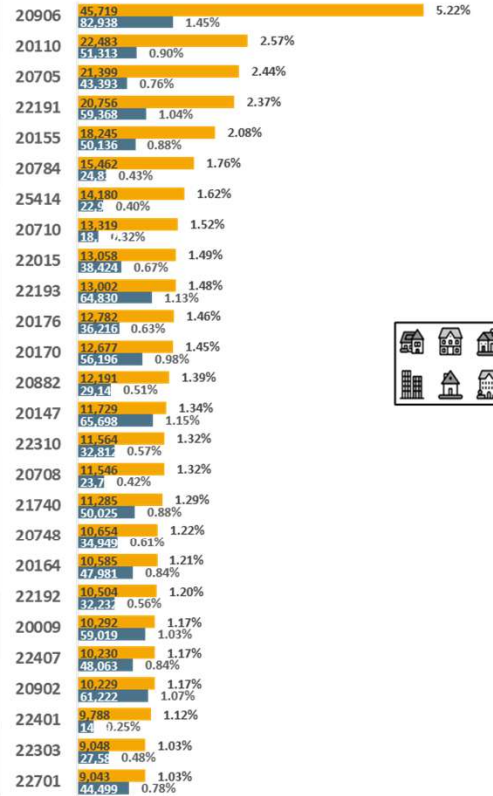
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



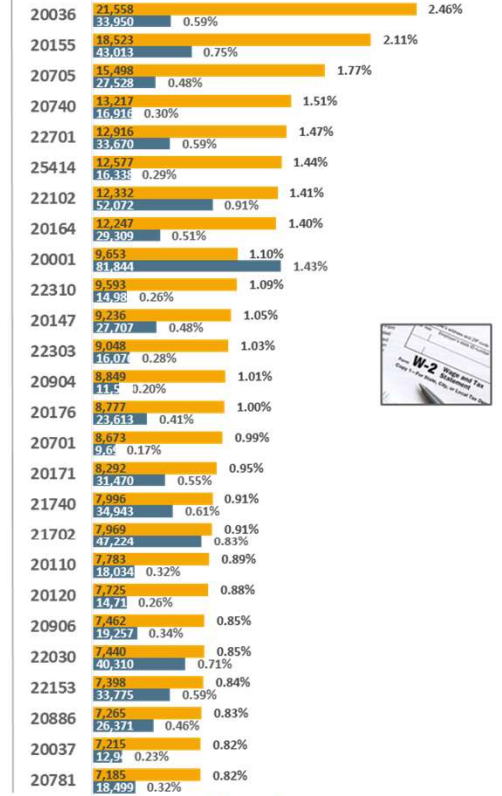
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



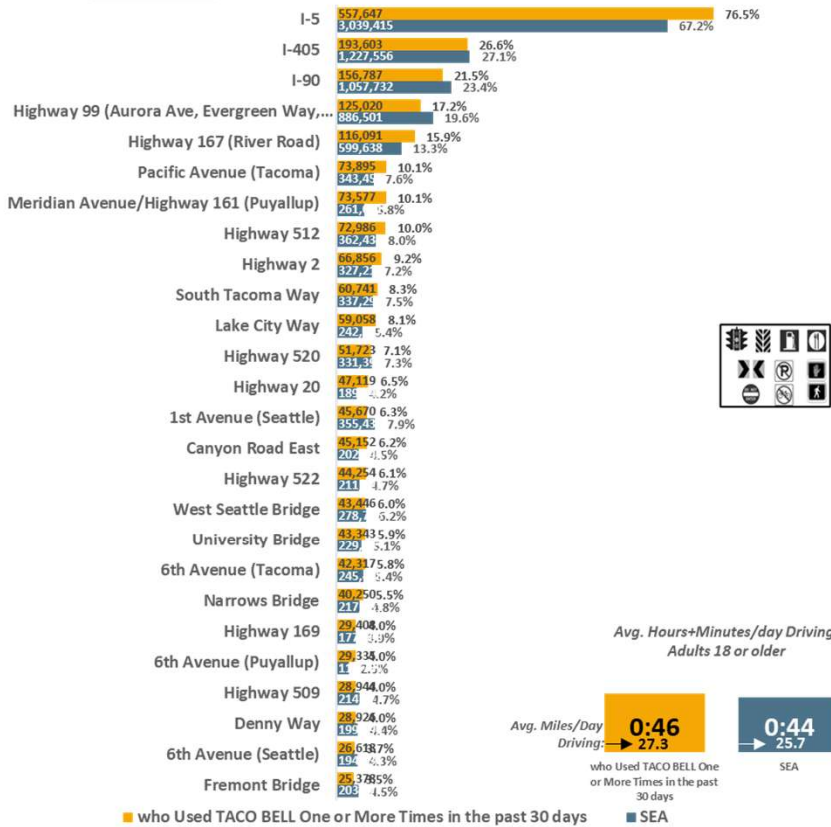
#### Top-26 Employment Zip Codes: Adults 18 or older



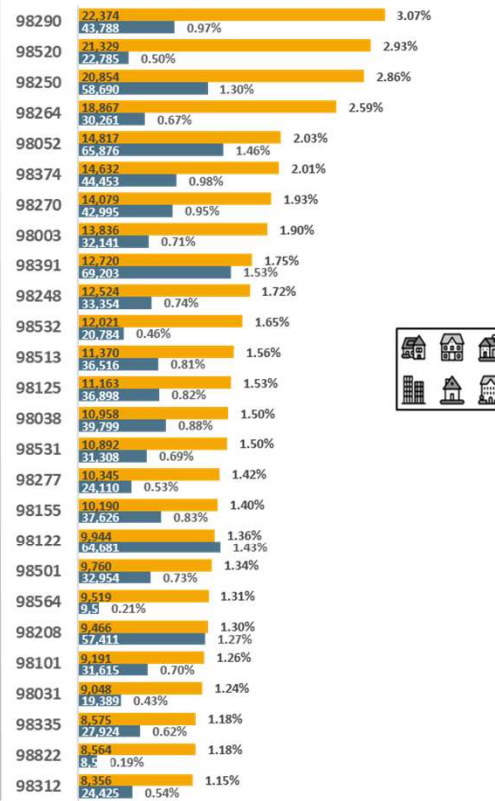


681,750 or 93.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 75.% more likely to use Meridian Avenue/Highway 161 (Puyallup) than

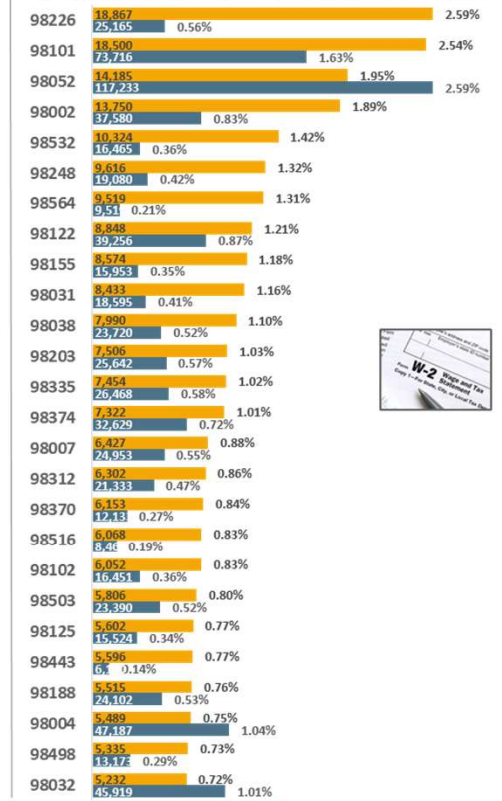
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

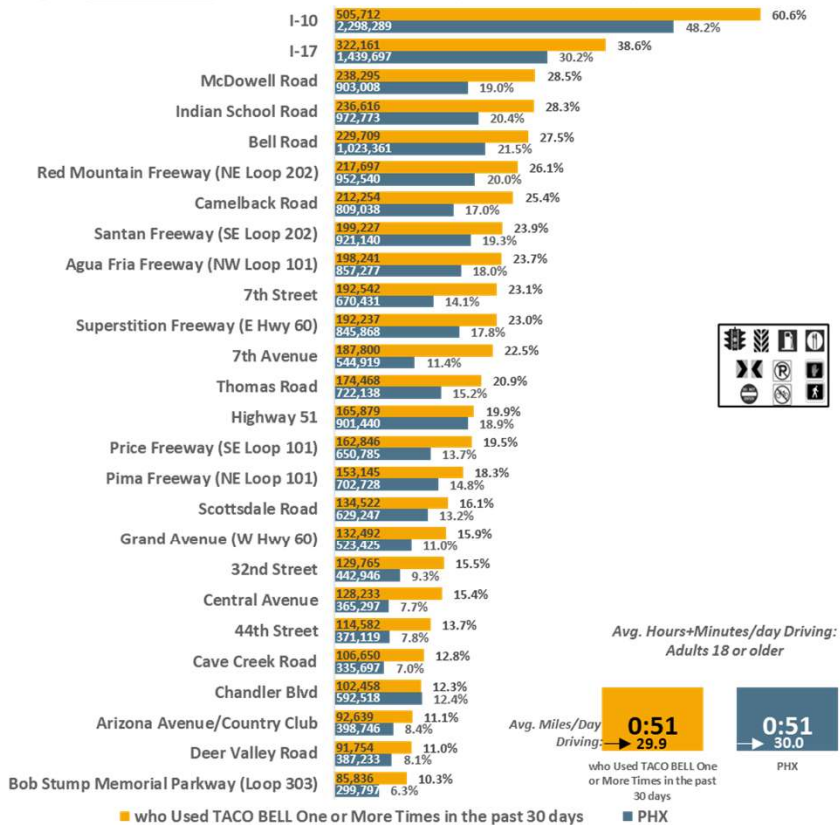






748,197 or 89.6% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days spend an average of 51.5 minutes per day driving an average of 29.9 miles each day and are 96.6% more likely to use 7th Avenue than the Metro average.

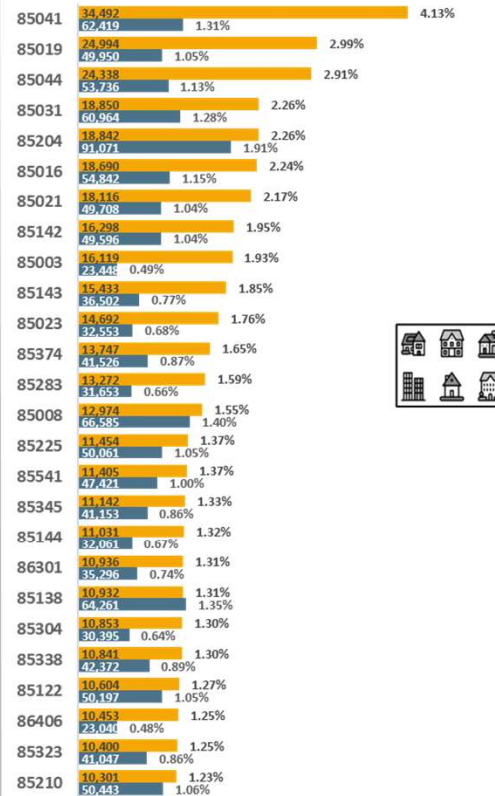
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



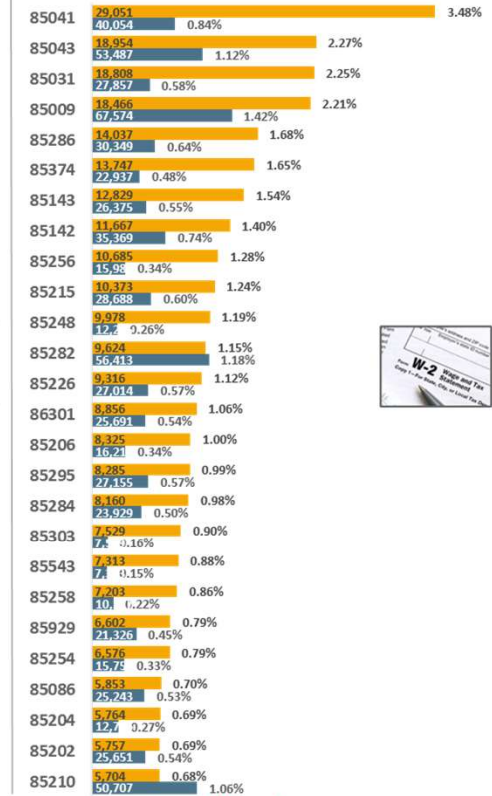
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

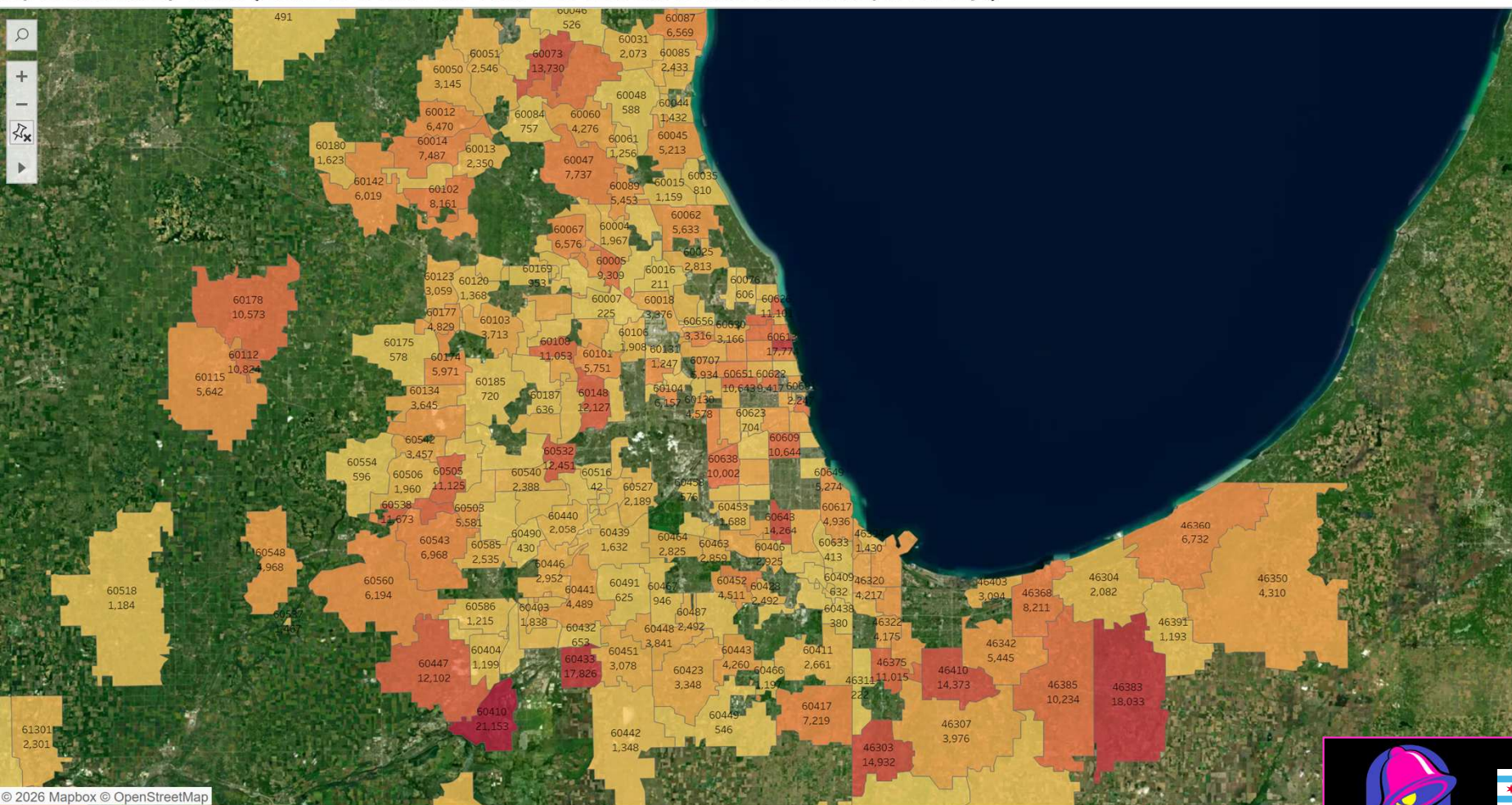


Top-26 Employment Zip Codes: Adults 18 or older



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# Top Residential Zip Codes: (Adults 18 or older who Used TACO BELL One or More Times in the past 30 days)



SUM(Adults 18 or older...  
42 21,153

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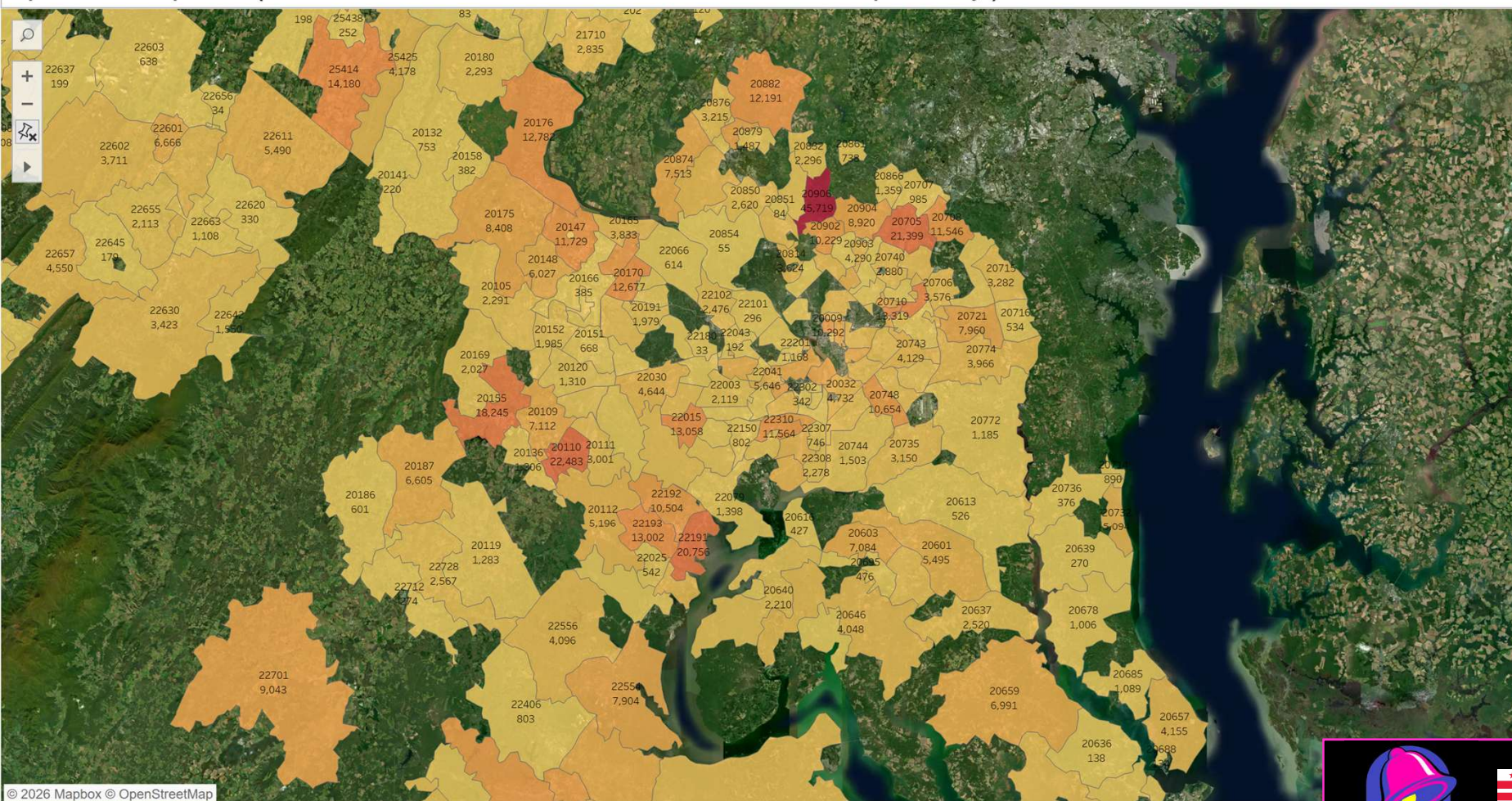
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 555  
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Quick service restaurants used past 30 days: Taco Bell



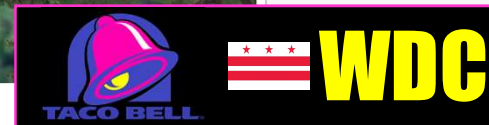
# Top Residential Zip Codes: (Adults 18 or older who Used TACO BELL One or More Times in the past 30 days)



SUM(Adults 18 or older...



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WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 882

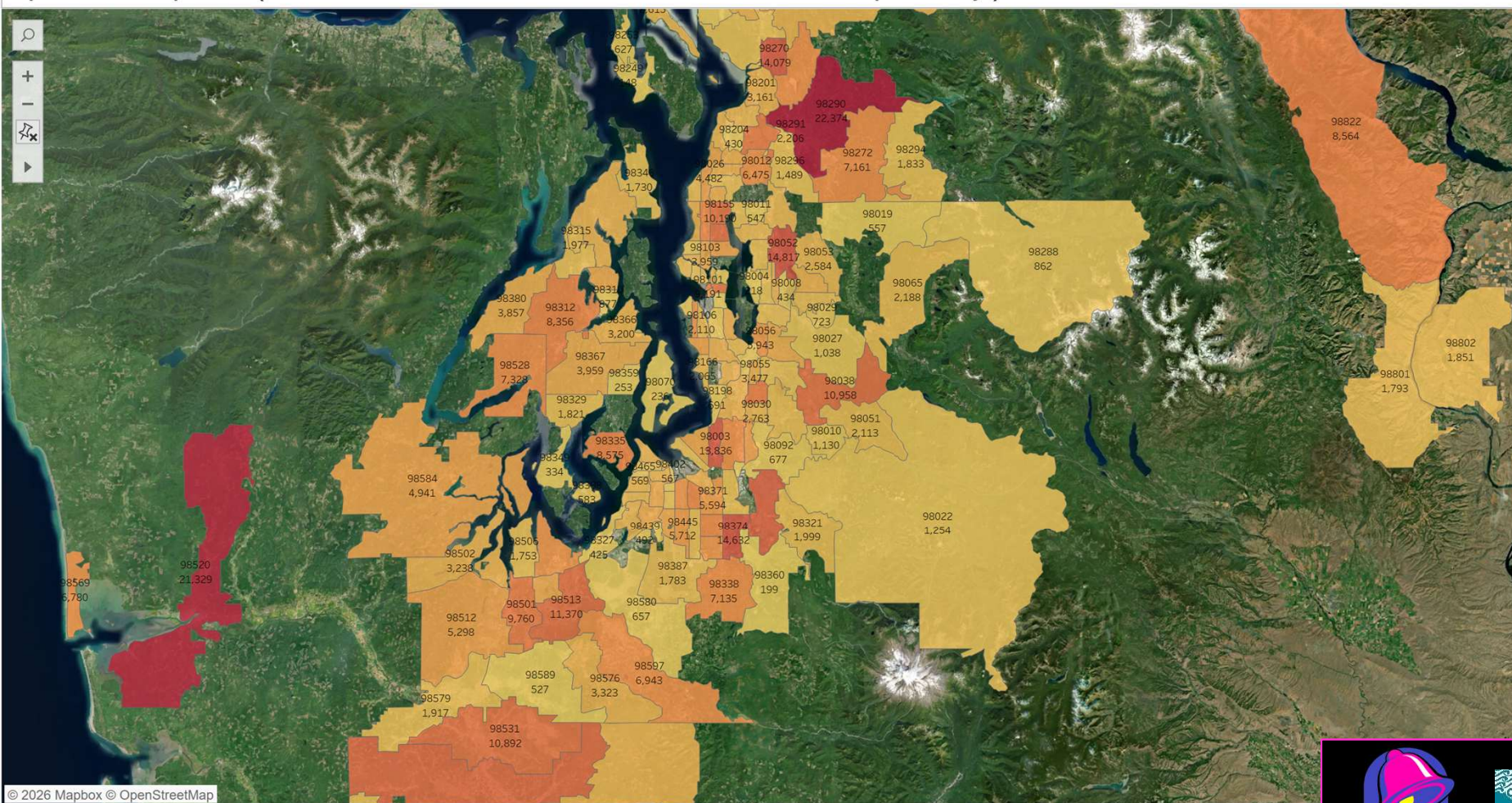
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Quick service restaurants used past 30 days: Taco Bell

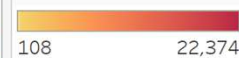
soefa.ai Share of Everything for Anything



# Top Residential Zip Codes: (Adults 18 or older who Used TACO BELL One or More Times in the past 30 days)



SUM(Adults 18 or older...



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SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 612  
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Quick service restaurants used past 30 days: Taco Bell



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for Anything.

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intob 464

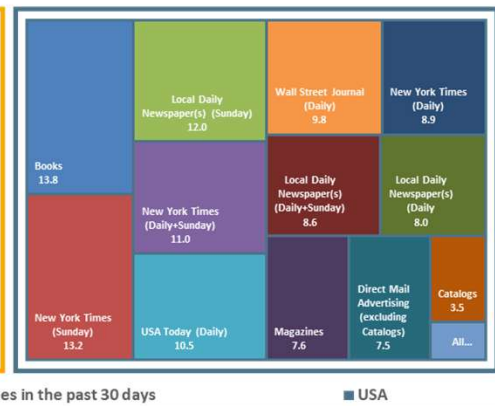
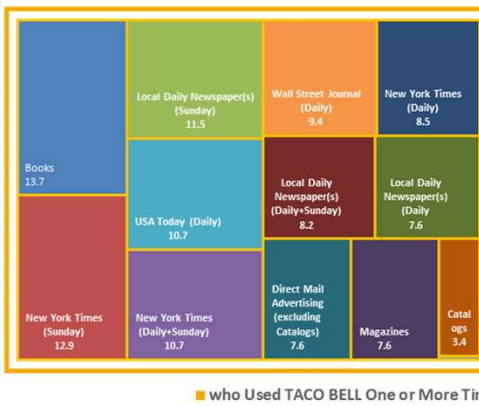
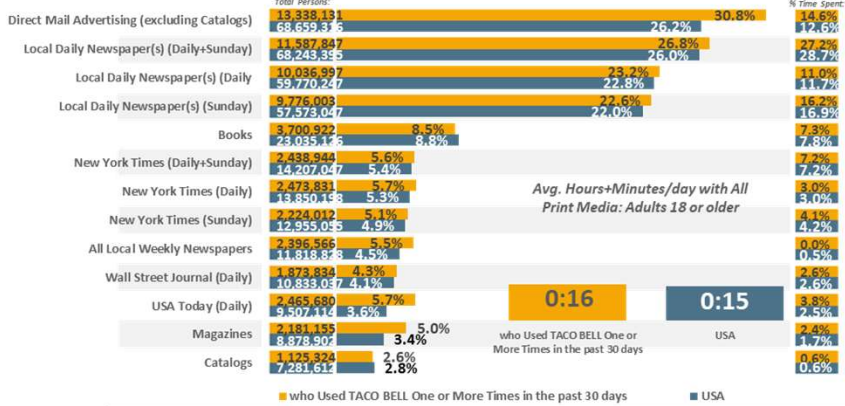
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Quick service restaurants used past 30 days: Taco Bell

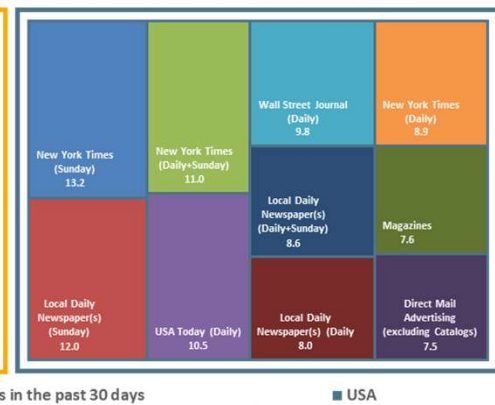
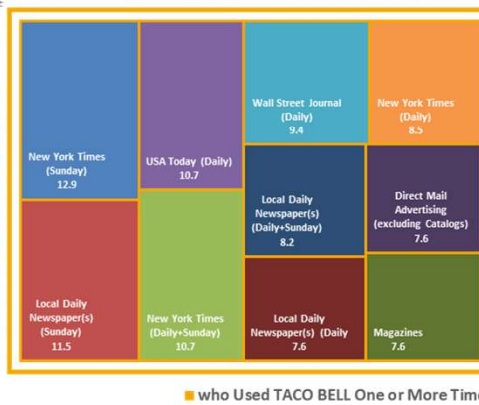
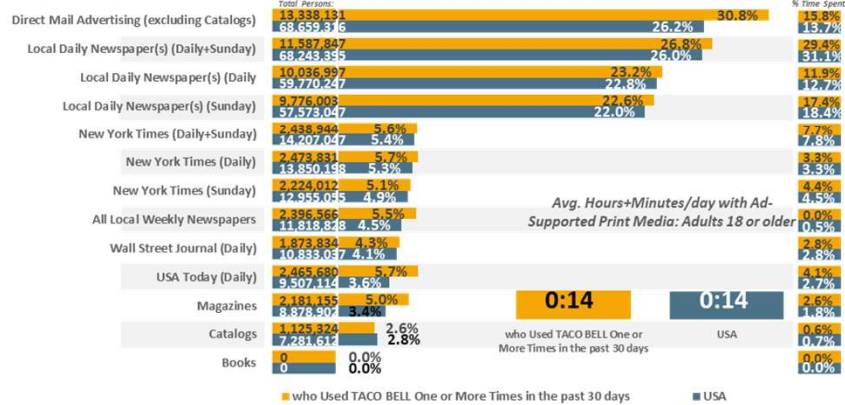


11,587,847 or 26.8% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 29.4% of all time spent daily with All forms of Print Med

**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**

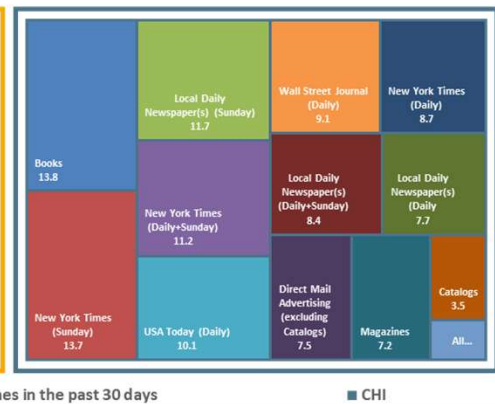
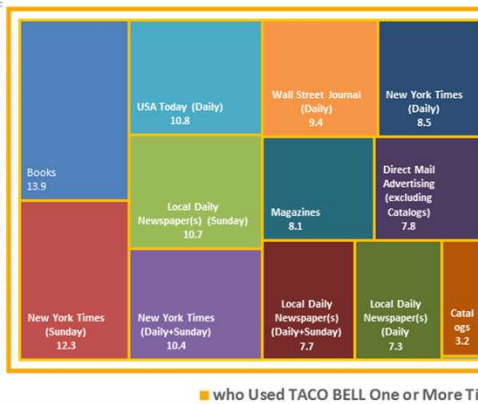
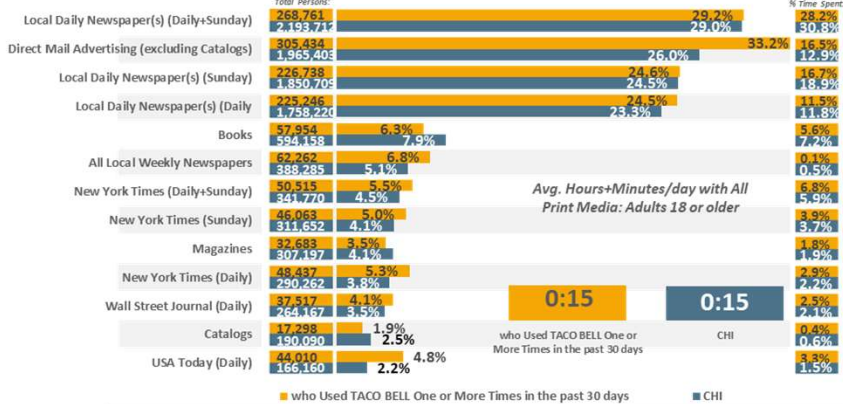




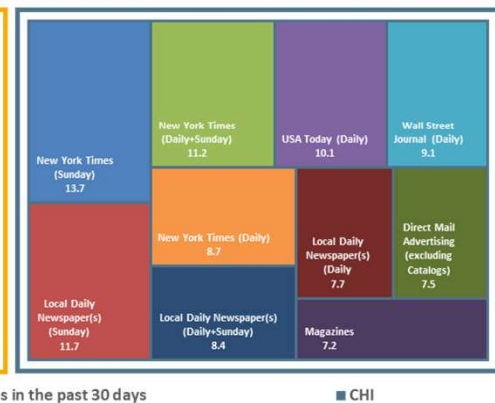
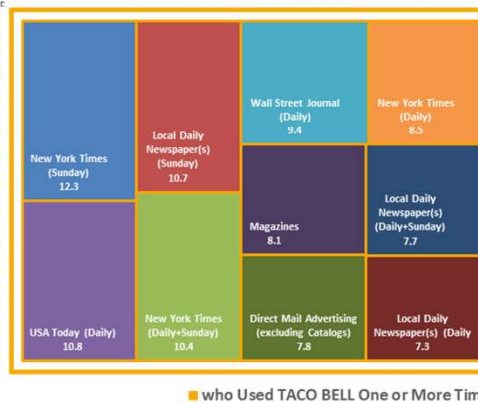
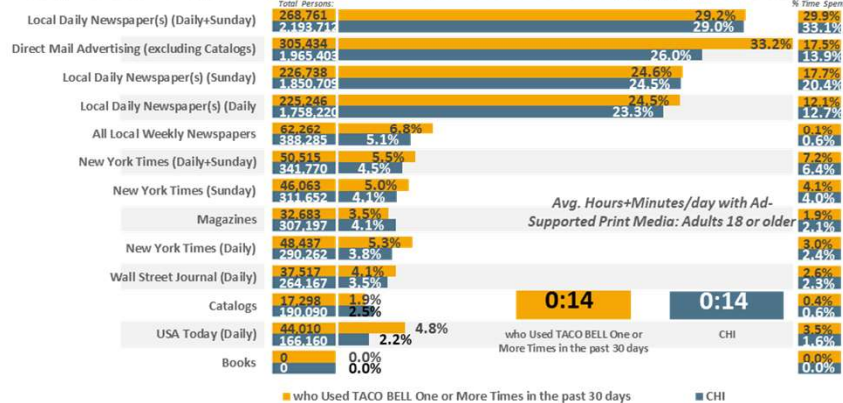


268,761 or 29.2% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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



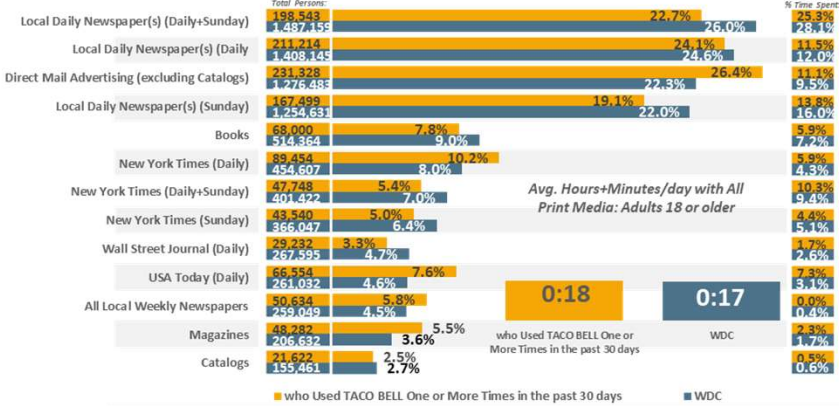
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





198,543 or 22.7% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

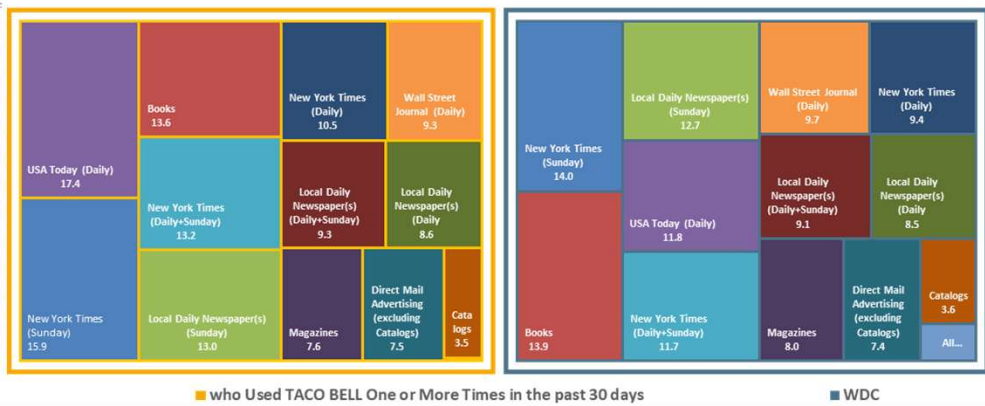
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



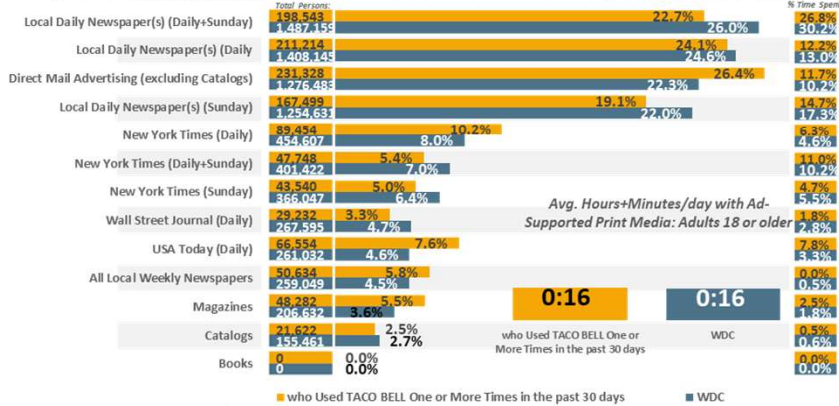
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:18 0:17

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



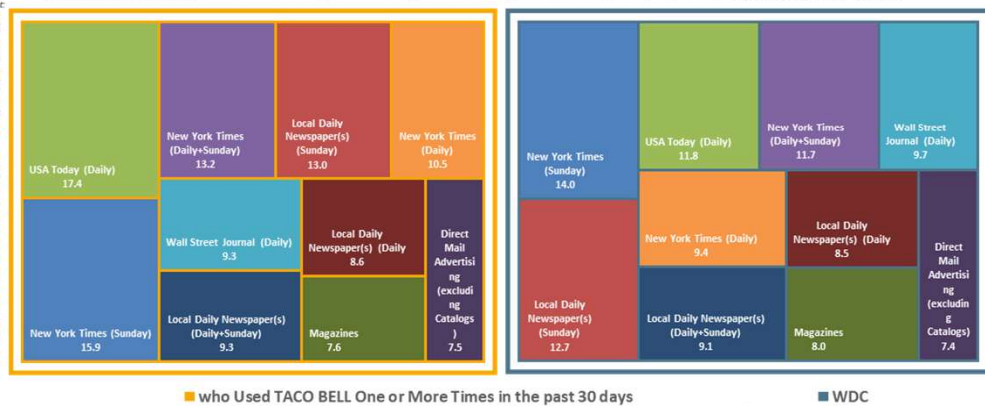
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**



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

0:16 0:16

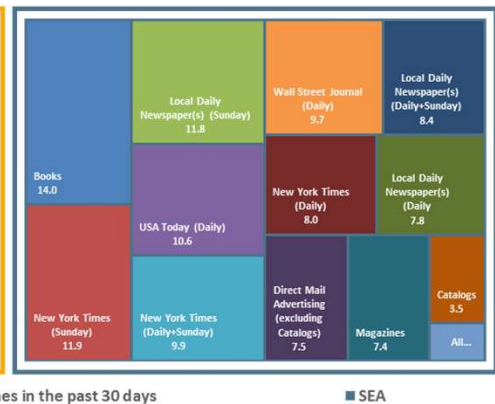
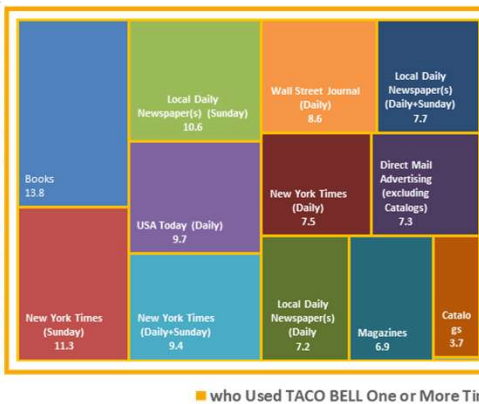
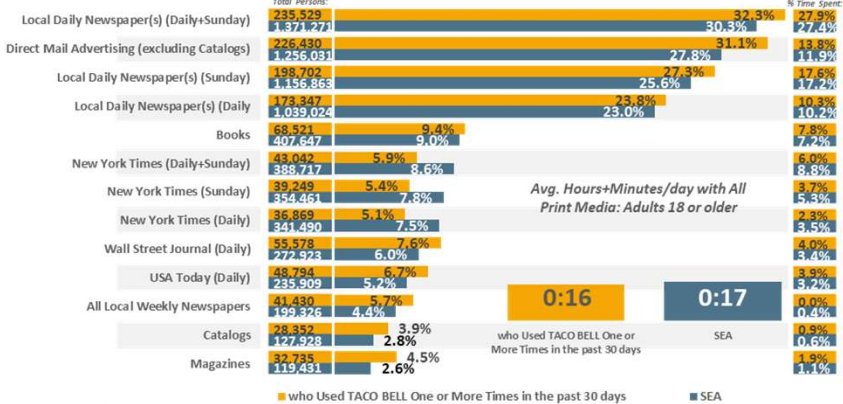
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



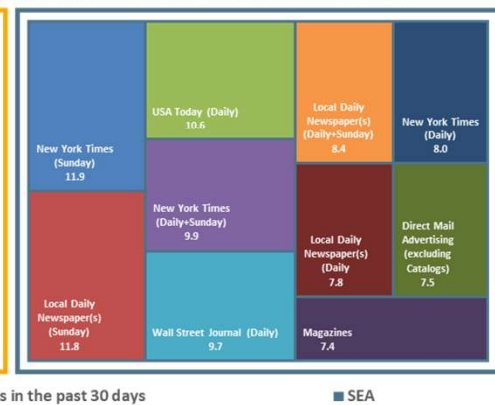
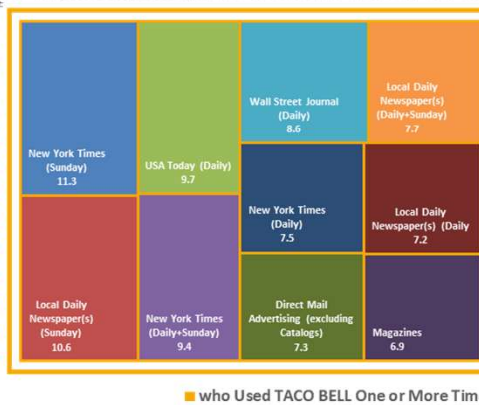
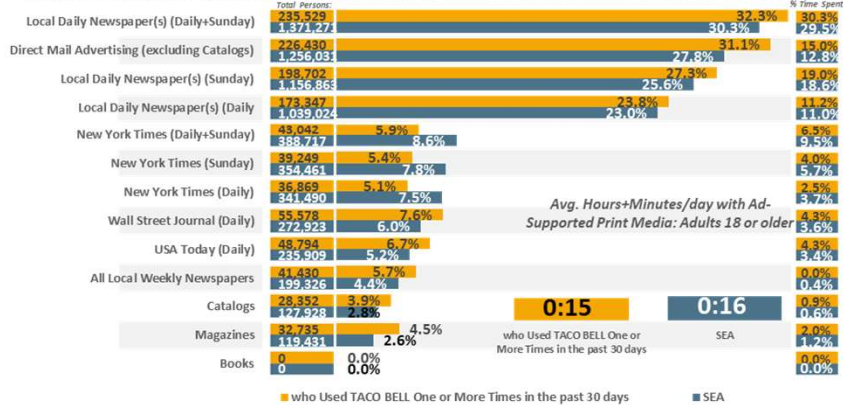


235,529 or 32.3% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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



**Avg. 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**

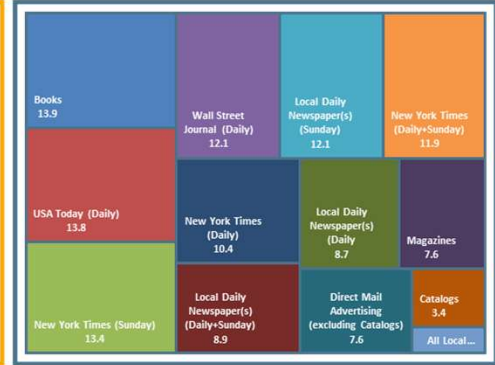
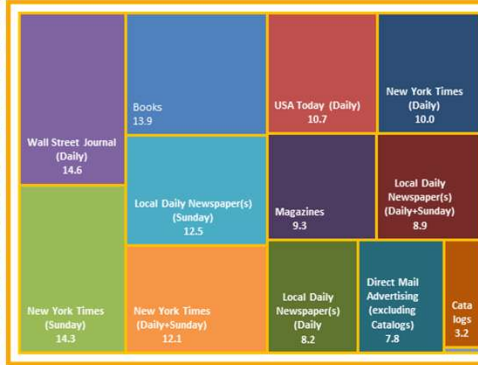
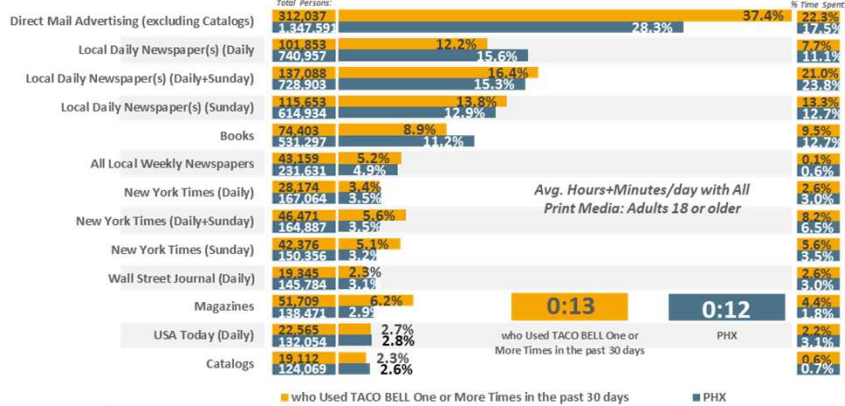




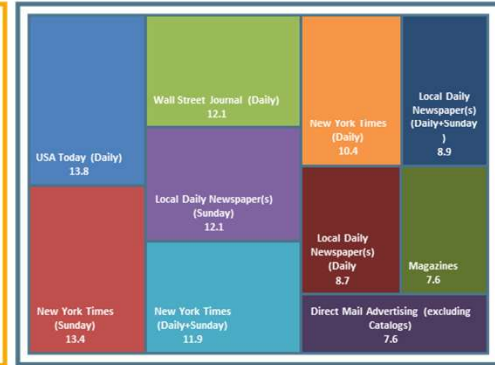
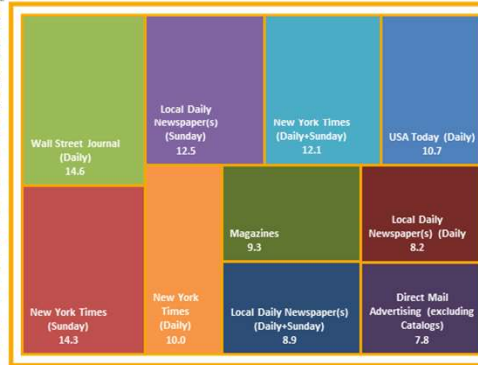
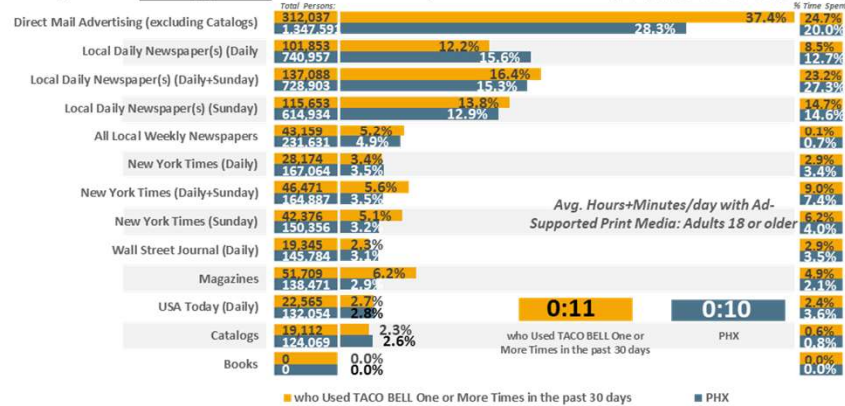


312,037 or 37.4% of Adults 18 or older who Used TACO BELL One or More Times in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 24.7% of all time spent daily with All forms of Print M

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



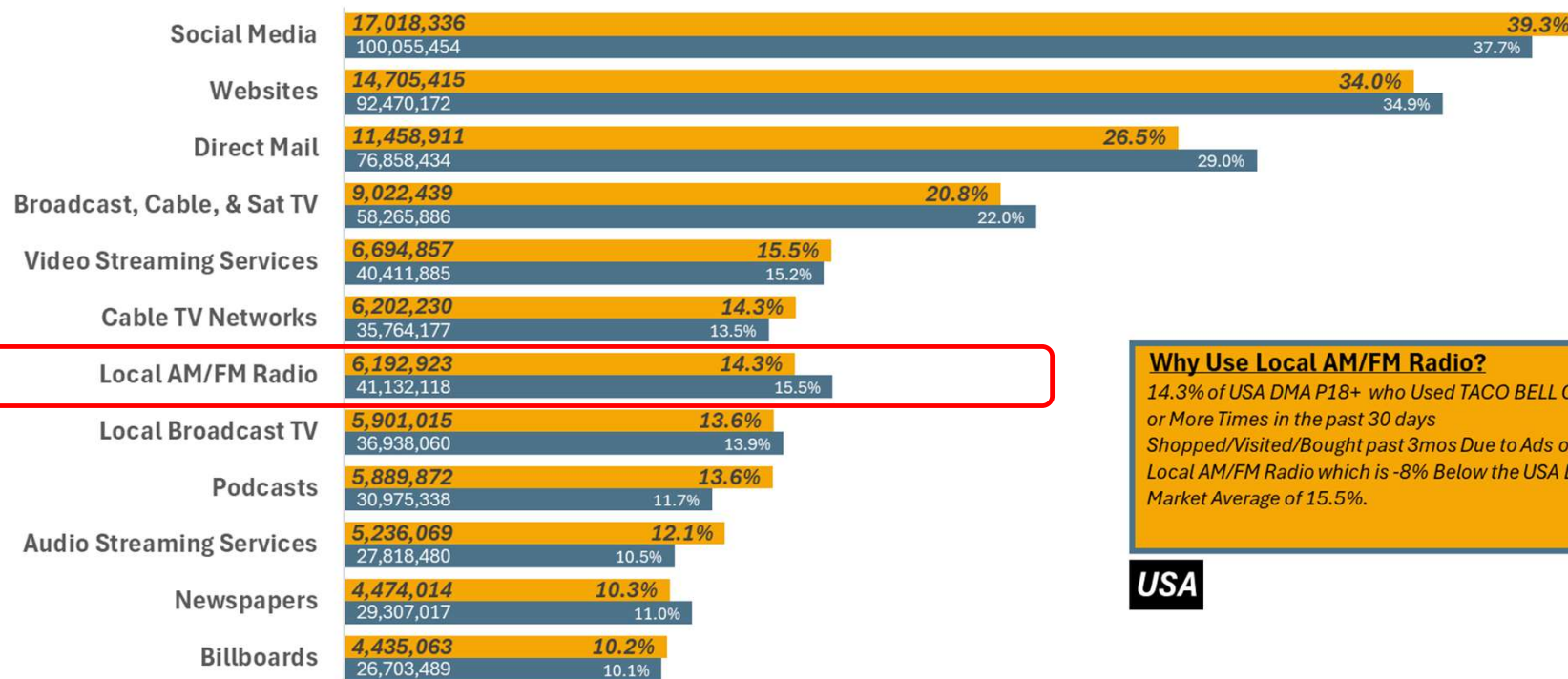
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

14.3% of USA DMA P18+ who Used TACO BELL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 4054  
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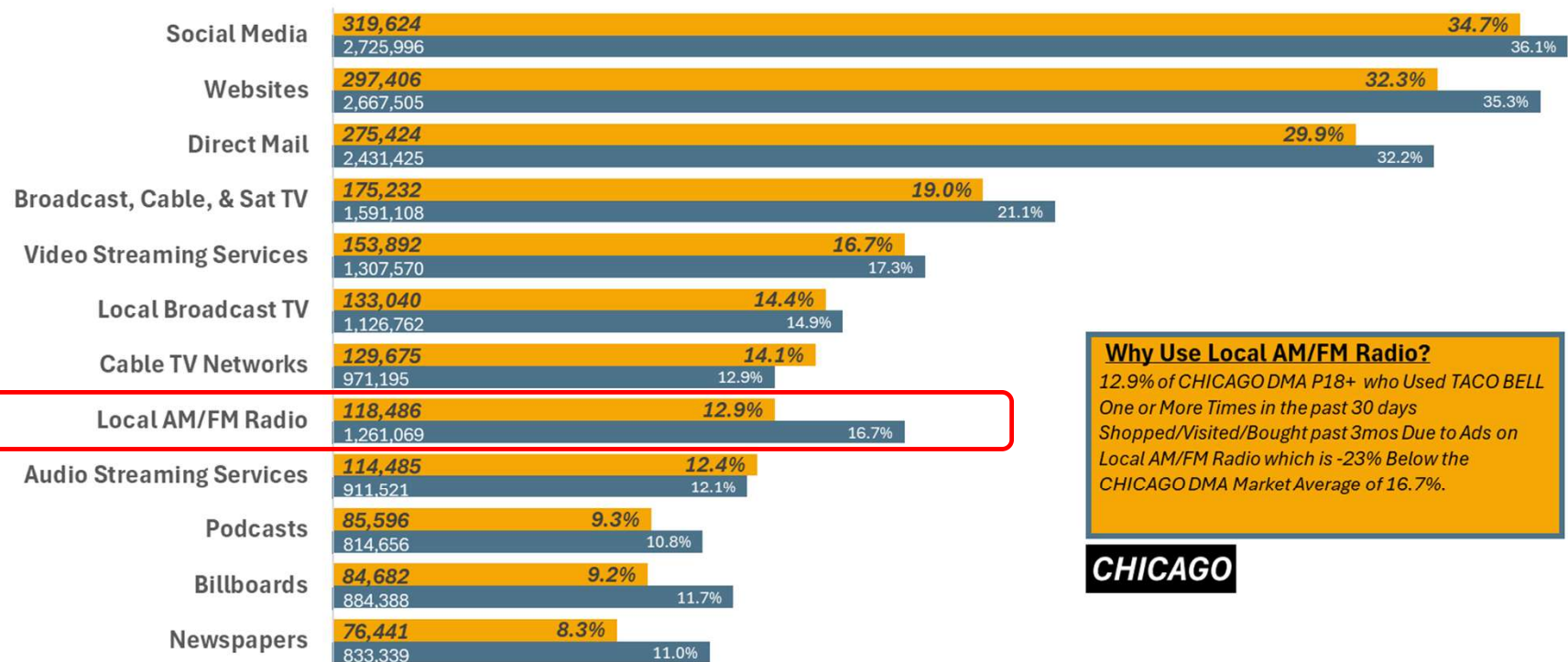
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Quick service restaurants used past 30 days: Taco Bell



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

12.9% of CHICAGO DMA P18+ who Used TACO BELL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the CHICAGO DMA Market Average of 16.7%.

**CHICAGO**

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

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

CHICAGO DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 555  
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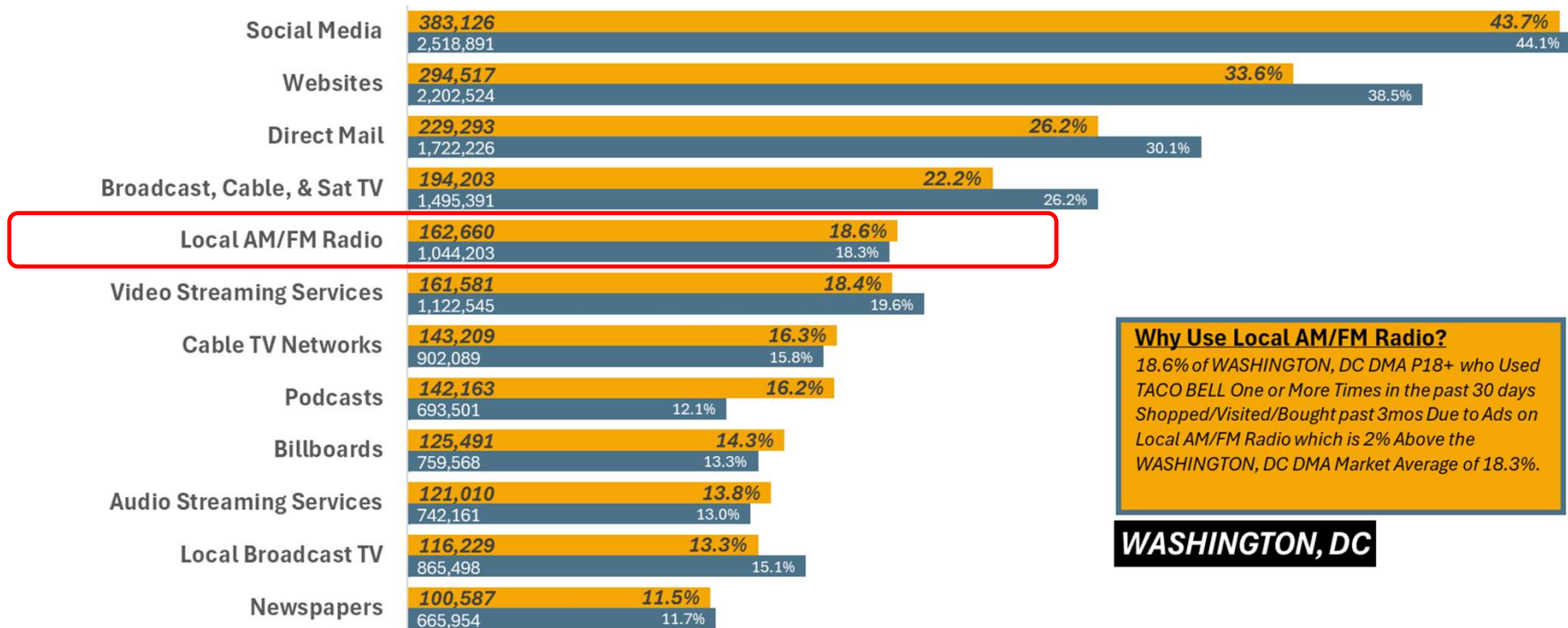
Quick service restaurants used past 30 days: Taco Bell





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

18.6% of WASHINGTON, DC DMA P18+ who Used TACO BELL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WASHINGTON, DC DMA Market Average of 18.3%.

**WASHINGTON, DC**

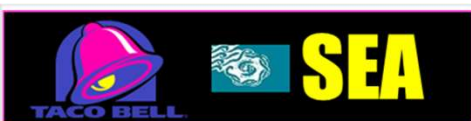
■ P18+ who Used TACO BELL One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 882  
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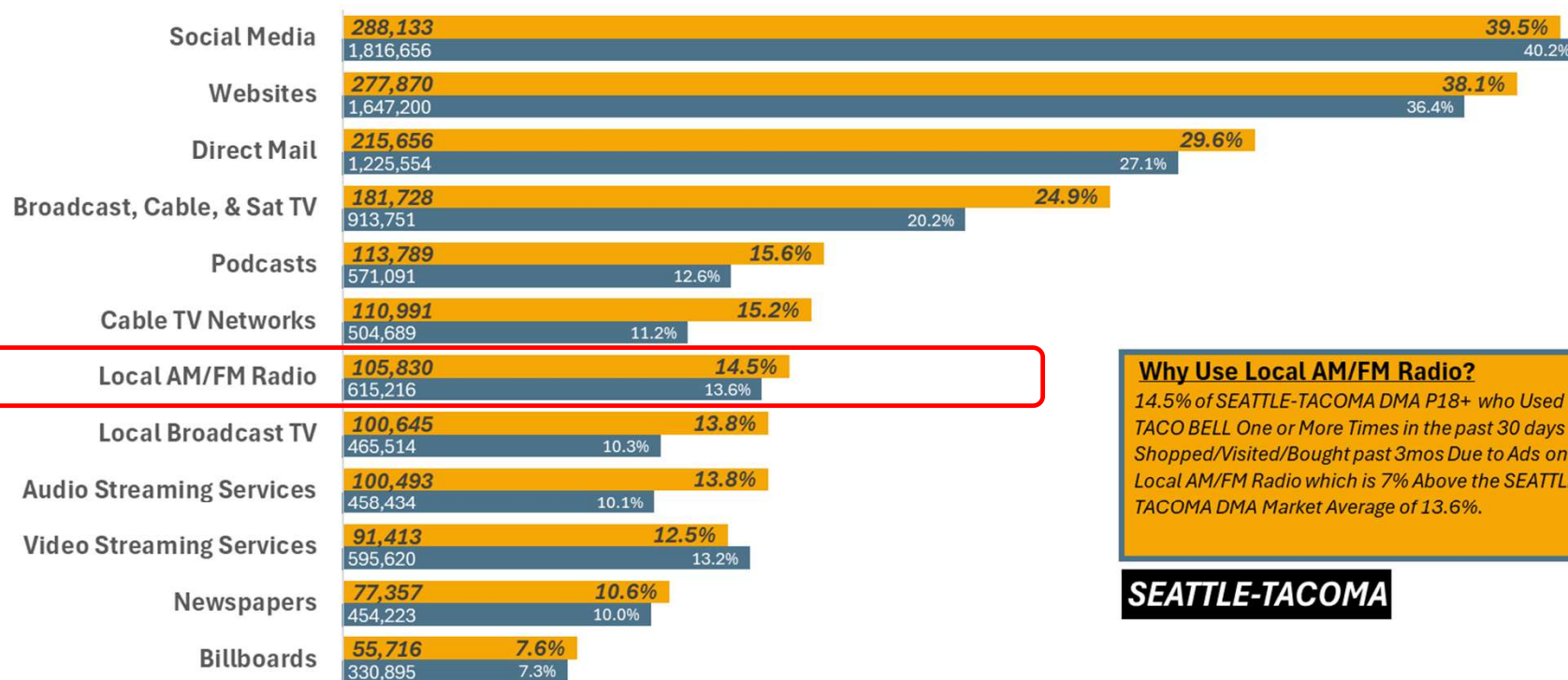
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Quick service restaurants used past 30 days: Taco Bell



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

14.5% of SEATTLE-TACOMA DMA P18+ who Used TACO BELL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the SEATTLE-TACOMA DMA Market Average of 13.6%.

**SEATTLE-TACOMA**

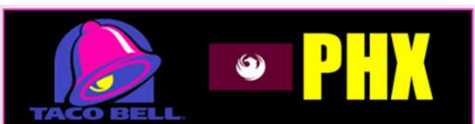
■ P18+ who Used TACO BELL One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 612  
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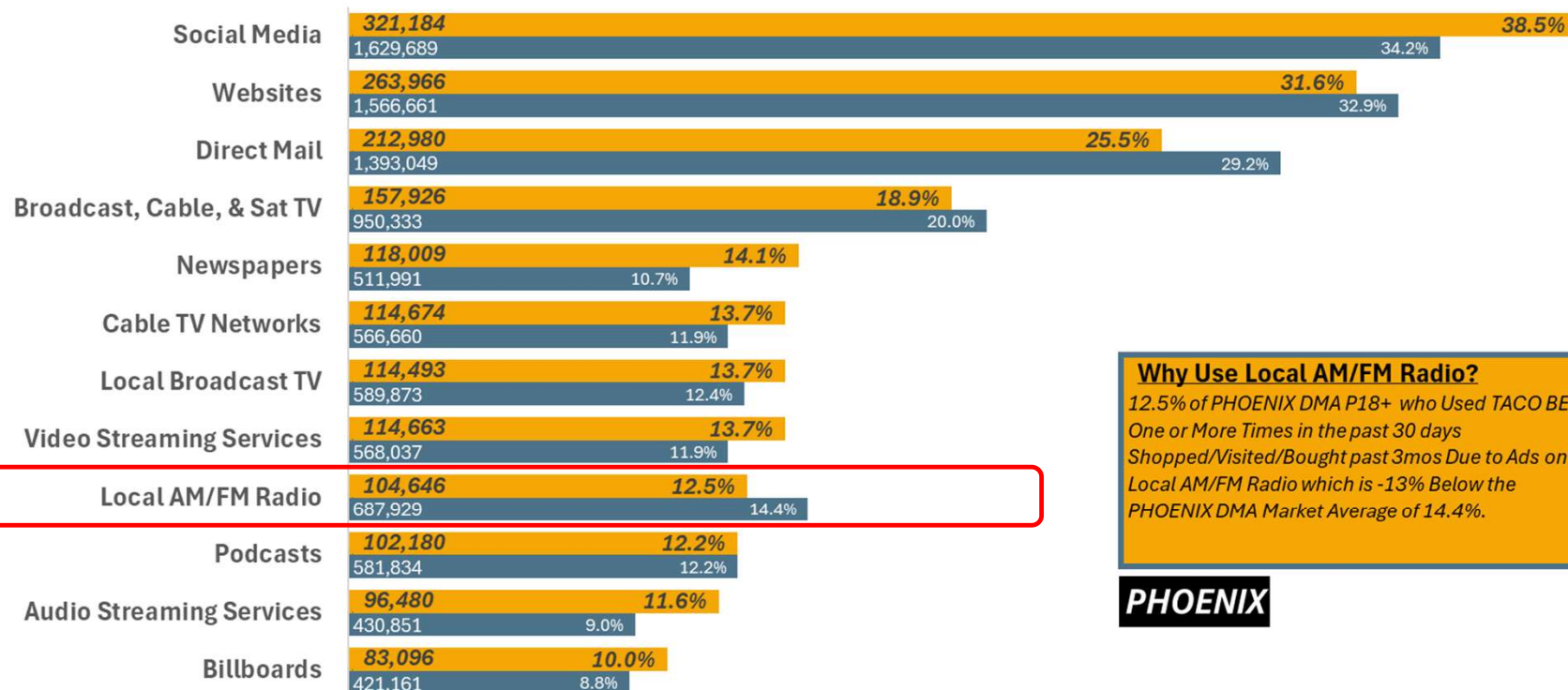
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Quick service restaurants used past 30 days: Taco Bell



## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

12.5% of PHOENIX DMA P18+ who Used TACO BELL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the PHOENIX DMA Market Average of 14.4%.

**PHOENIX**

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 464  
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Quick service restaurants used past 30 days: Taco Bell