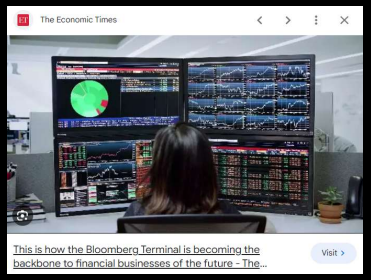
USA+4 DMAs – P18+ who used WINGSTOP in the past 30 days!

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 WINGSTOP in the past 30 days** as of July 31, 2025.















P18+

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

Quick service restaurants used past 30 days: Wingstop

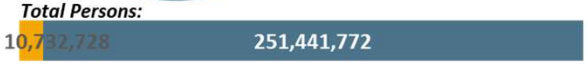
USA

4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Typical Adults 18 or older who used WINGSTOP in the past 30 days are 36.2 years old (25.6% younger than average) and have a $87,401 (8.1% lower than average) annual household income.

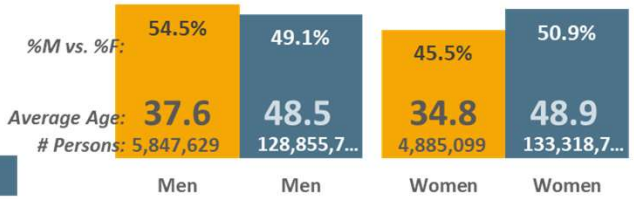
Percent of Market: Adults 18 or older



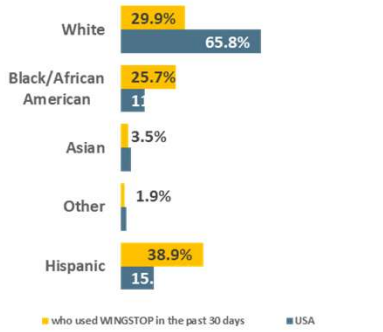
Total Persons:



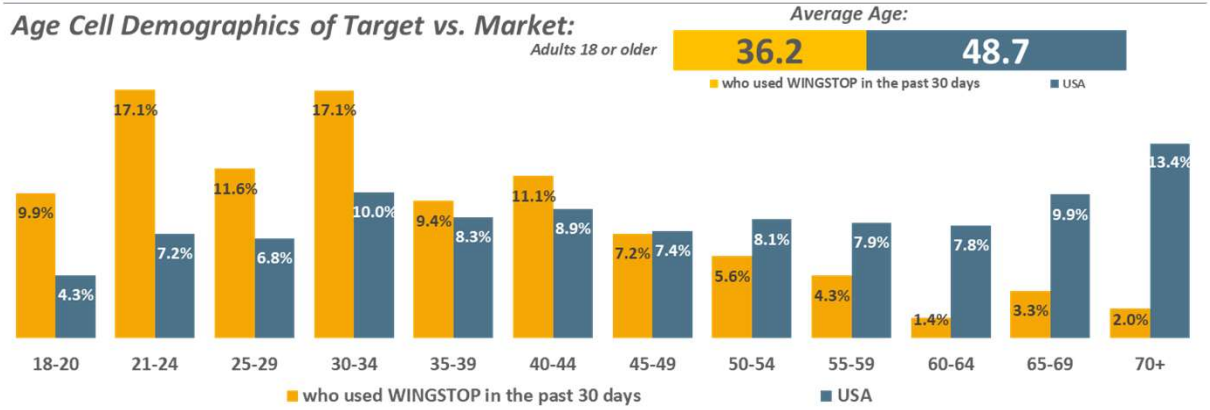
Gender of Target vs. Market: Adults 18 or older



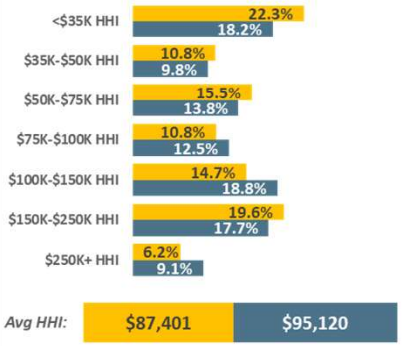
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

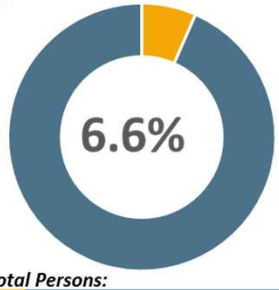
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



6.6% or 497,636 of CHICAGO DMA Adults 18 or older used WINGSTOP in the past 30 days.
Typical Adults 18 or older who used WINGSTOP in the past 30 days are 37.4 years old (22.6% younger than average) and have a $94,026 (12.5% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who used WINGSTOP in the past 30 days
- Remainder of CHICAGO DMA

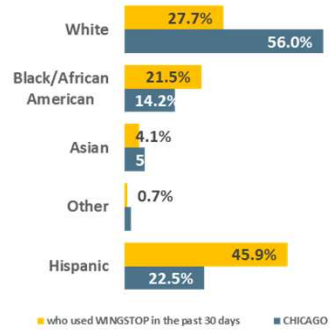
Total Persons:

497,636 | 7,054,674

Gender of Target vs. Market: Adults 18 or older

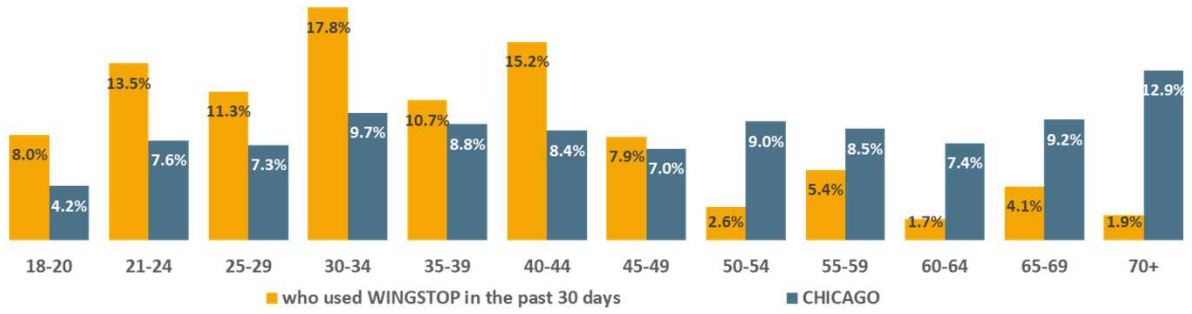
	Men	Men	Women	Women
%M vs. %F:	57.5%	48.7%	42.5%	51.3%
Average Age:	37.7	48.3	37.1	48.3
# Persons:	285,892	3,680,479	211,744	3,871,831

Ethnicity of Target vs. Market:

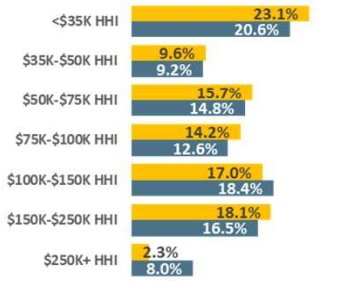


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	37.4	48.3



HHI of Target vs. Market:



Avg HHI:	$94,026	$107,489

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

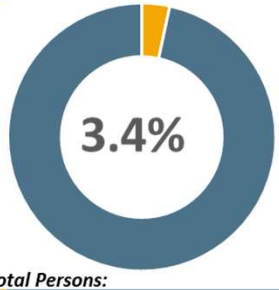
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Quick service restaurants used past 30 days: Wingstop

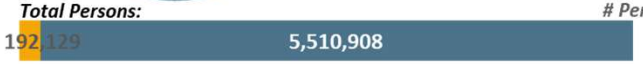


3.4% or 192,129 of WASHINGTON, DC DMA Adults 18 or older used WINGSTOP in the past 30 days. Typical Adults 18 or older who used WINGSTOP in the past 30 days are 34.5 years old (27.7% younger than average) and have a $128,947 (4.6% lower than average) annual household income.

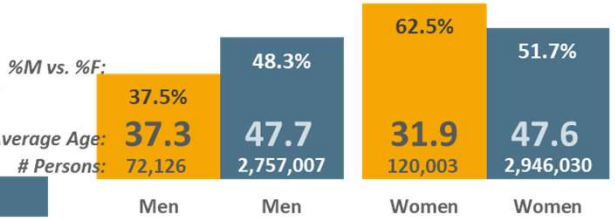
Percent of Market: Adults 18 or older



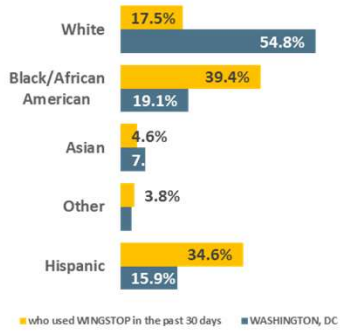
Total Persons:



Gender of Target vs. Market: Adults 18 or older

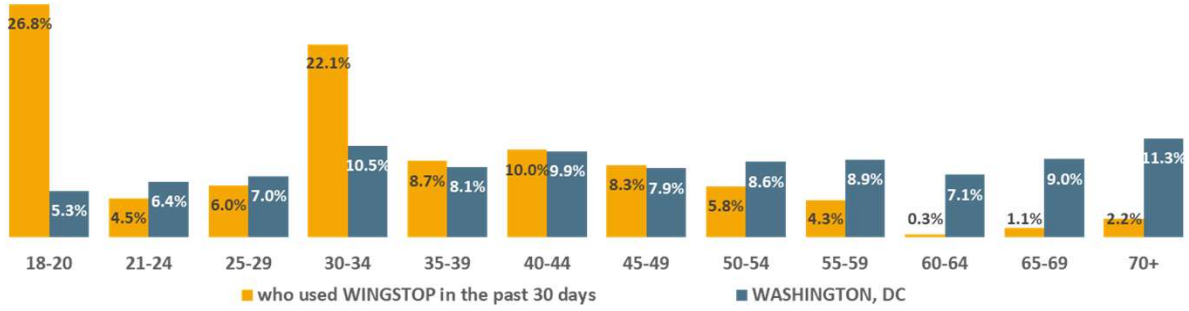


Ethnicity of Target vs. Market:

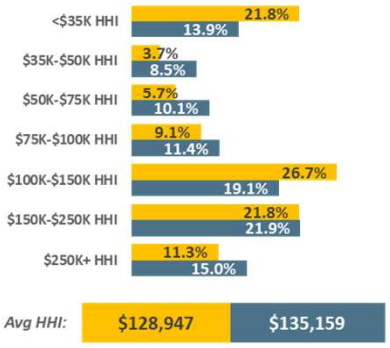


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $128,947 $135,159

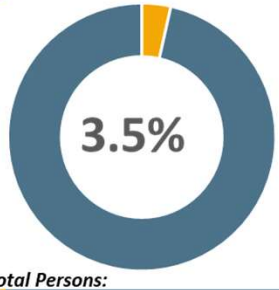
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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3.5% or 158,130 of SEATTLE-TACOMA DMA Adults 18 or older used WINGSTOP in the past 30 days. Typical Adults 18 or older who used WINGSTOP in the past 30 days are 36. years old (25.5% younger than average) and have a $148,429 (18.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

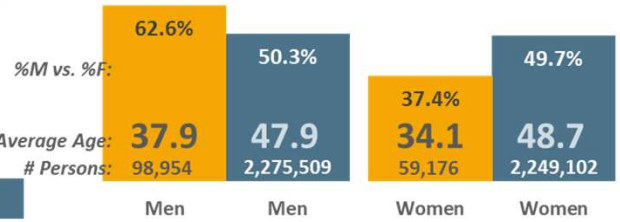


- who used WINGSTOP in the past 30 days
- Remainder of SEATTLE-TACOMA DMA

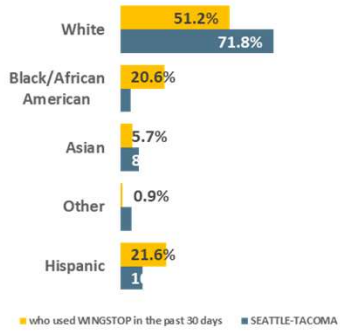
Total Persons:

158,130 | 4,366,481

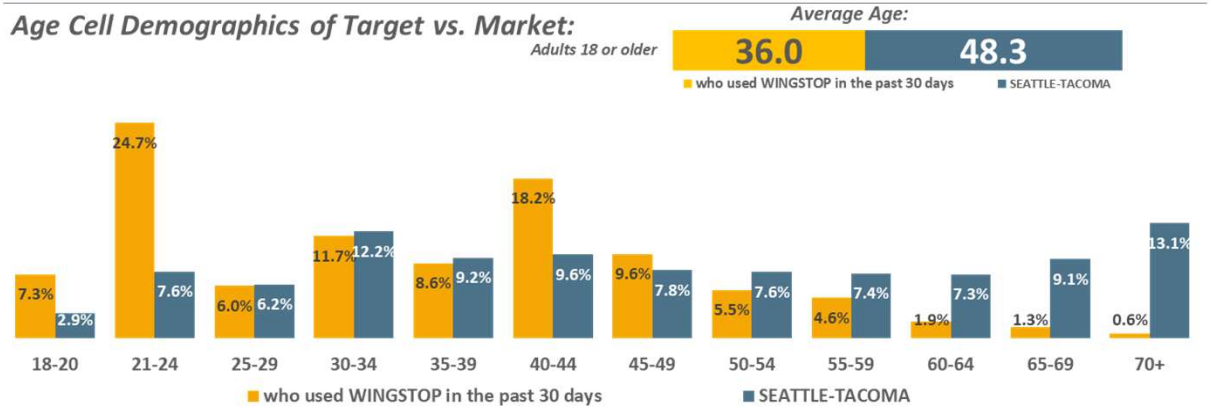
Gender of Target vs. Market: Adults 18 or older



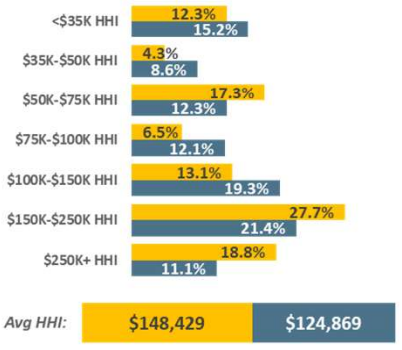
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

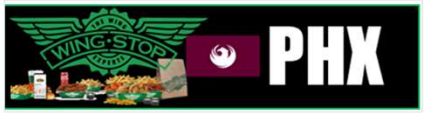


HHI of Target vs. Market:



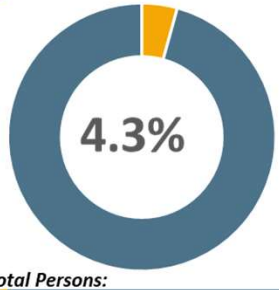
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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4.3% or 204,221 of PHOENIX DMA Adults 18 or older used WINGSTOP in the past 30 days.
Typical Adults 18 or older who used WINGSTOP in the past 30 days are 31.7 years old (34.7% younger than average) and have a $103,224 (2.% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who used WINGSTOP in the past 30 days
- Remainder of PHOENIX DMA

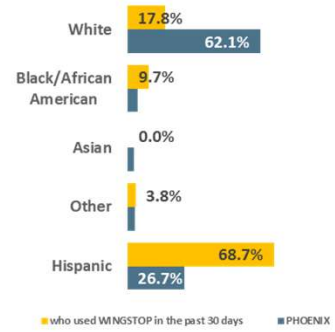
Total Persons:

204,221 | 4,559,290

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	54.5%	49.6%	45.5%	50.4%
Average Age:	35.5	47.9	28.3	49.4
# Persons:	111,222	2,363,560	92,999	2,399,951

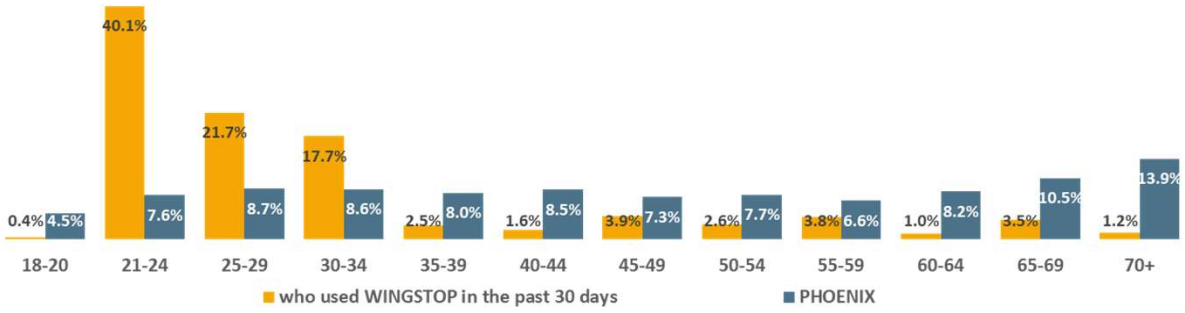
Ethnicity of Target vs. Market:



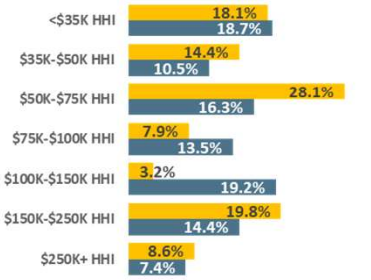
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	31.7	48.6

who used WINGSTOP in the past 30 days | PHOENIX



HHI of Target vs. Market:



Avg HHI:	$103,224	$105,341

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

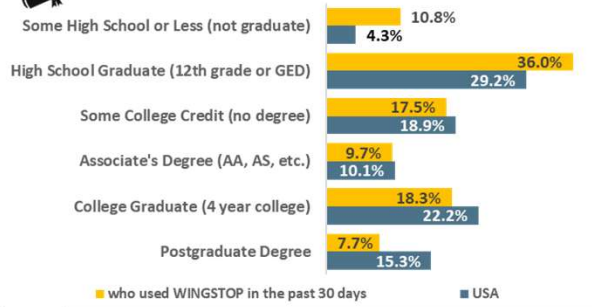
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Quick service restaurants used past 30 days: Wingstop

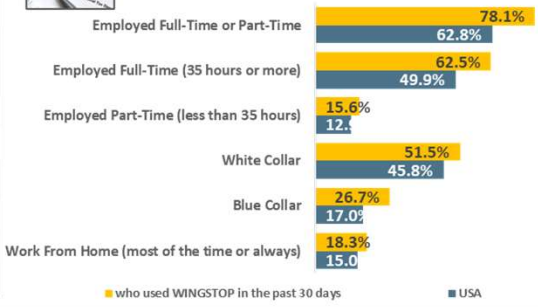


4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 30.8% less likely to be a college graduate, 25.1% more likely to work full-time, 36.% less likely to be married, 37.1% more likely to be a parent of 1 or more children under 18.

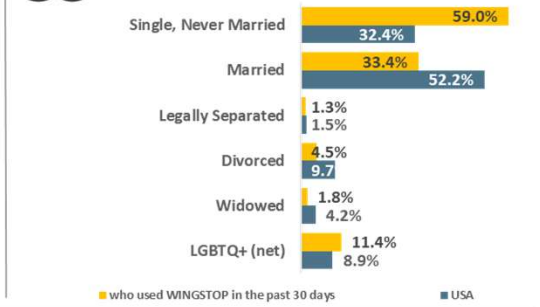
Education Levels: Adults 18 or older



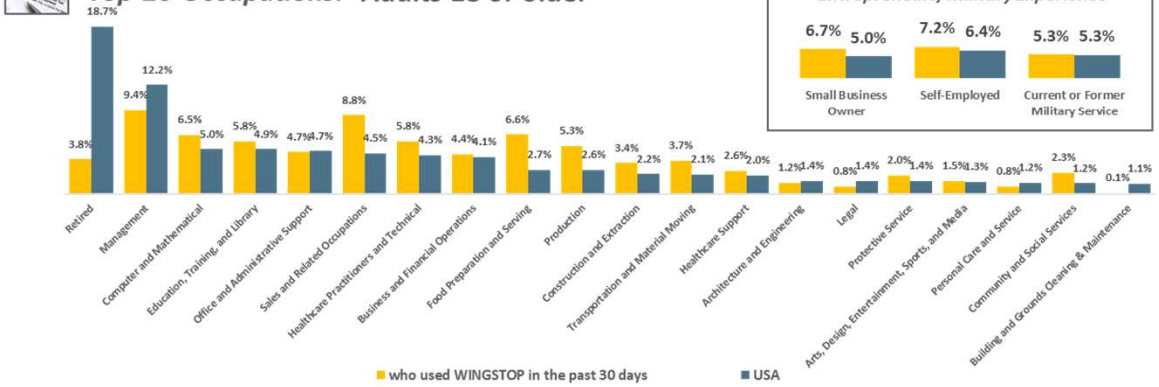
Employment: Adults 18 or older



Marital Status: Adults 18 or older

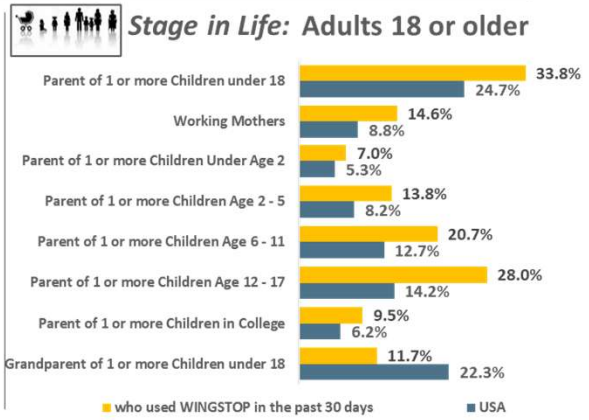


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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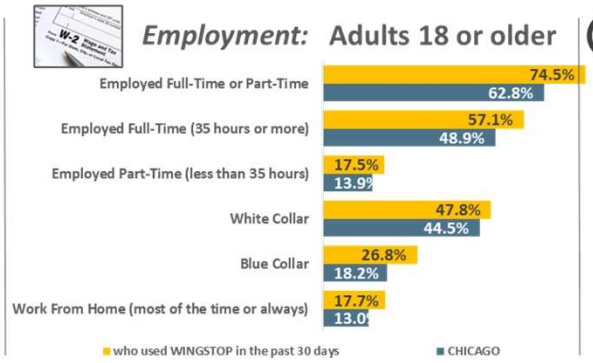
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

Quick service restaurants used past 30 days: Wingstop



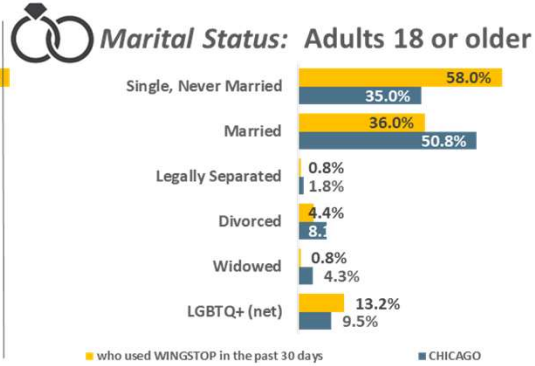
6.6% or 497,636 of CHICAGO DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 18.3% less likely to be a college graduate, 16.7% more likely to work full-time, 29.2% less likely to be married, 31.8% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 18 or older

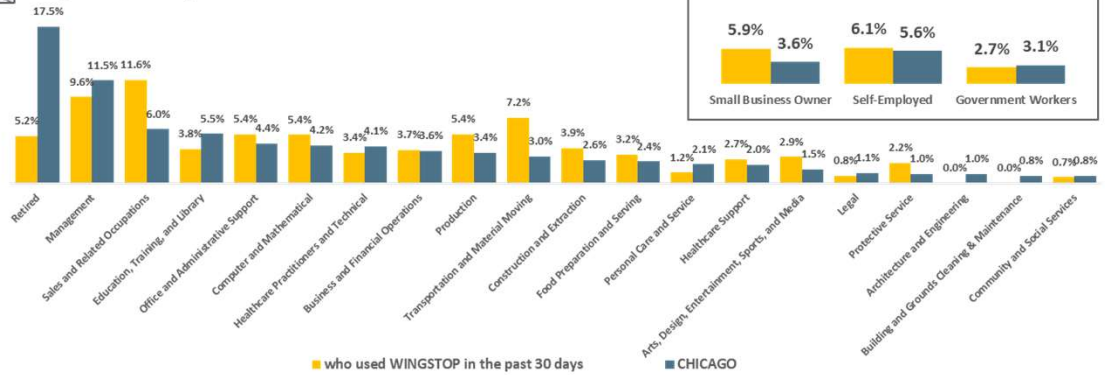


Employment: Adults 18 or older

Marital Status: Adults 18 or older

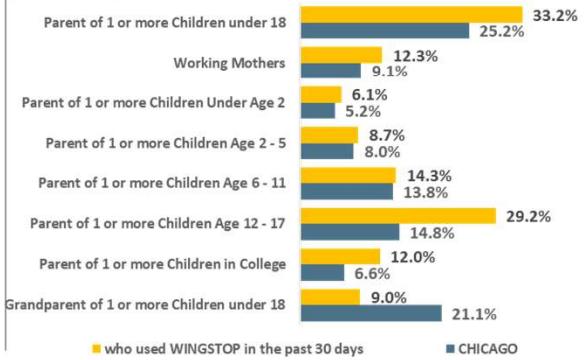


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

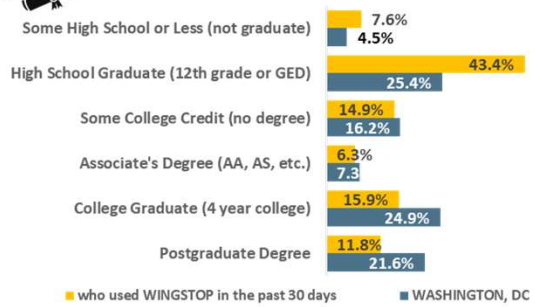
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Quick service restaurants used past 30 days: Wingstop

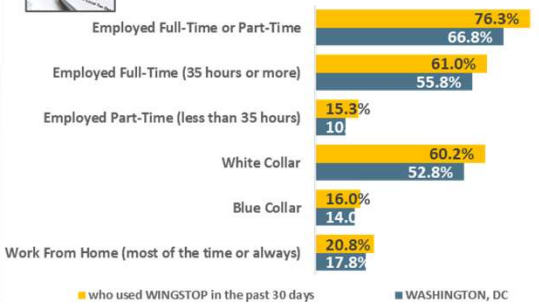


3.4% or 192,129 of WASHINGTON, DC DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 40.4% less likely to be a college graduate, 9.2% more likely to work full-time, 44.5% less likely to be married, 68.8% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 18 or older



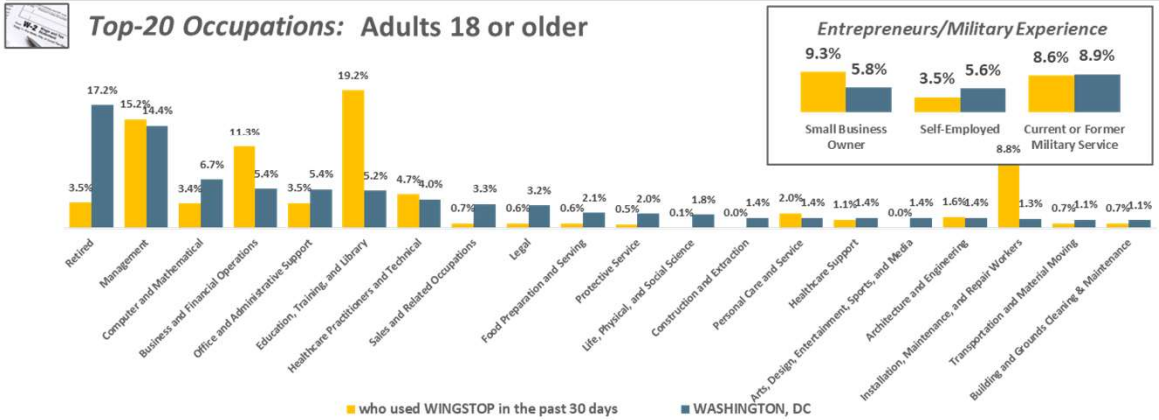
Employment: Adults 18 or older



Marital Status: Adults 18 or older

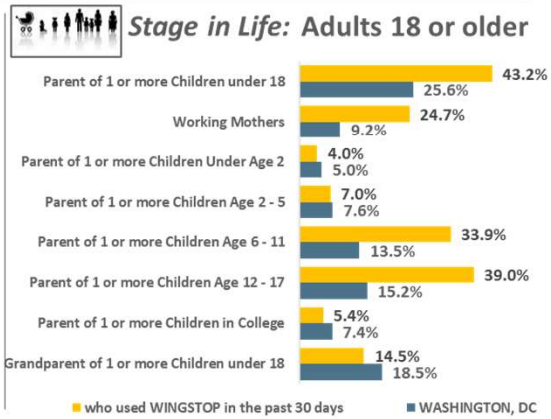


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

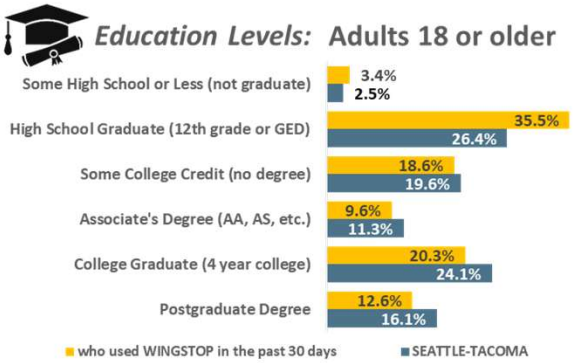
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Quick service restaurants used past 30 days: Wingstop

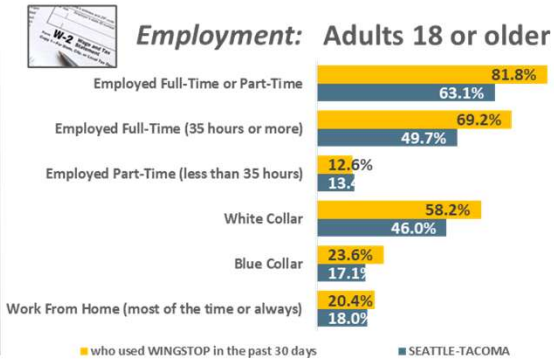


3.5% or 158,130 of SEATTLE-TACOMA DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 18.3% less likely to be a college graduate, 39.1% more likely to work full-time, 39.8% less likely to be married, 24.% more likely to be a parent of 1 or more children under 18.

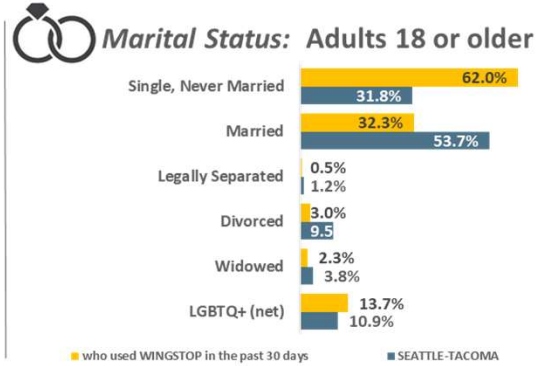
Education Levels: Adults 18 or older



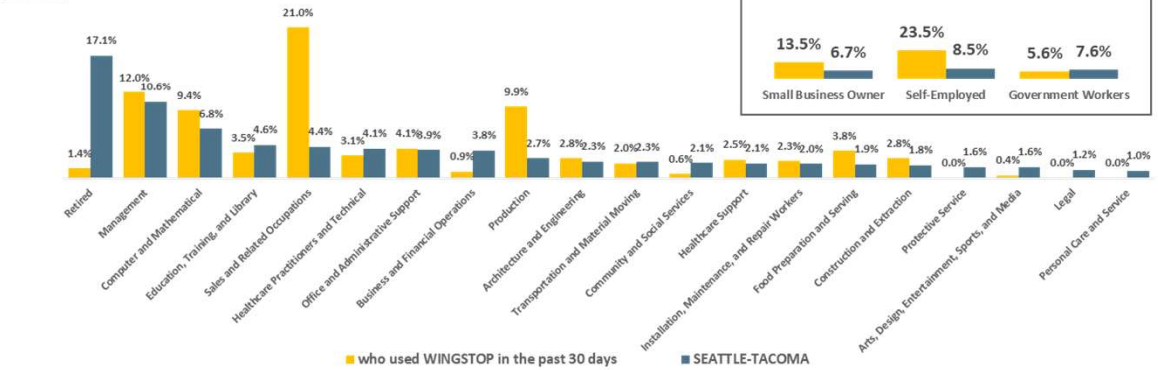
Employment: Adults 18 or older



Marital Status: Adults 18 or older

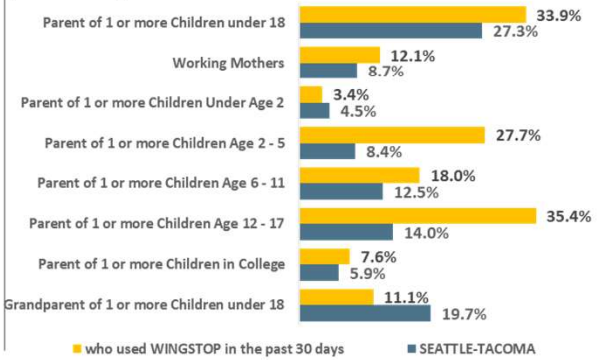


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

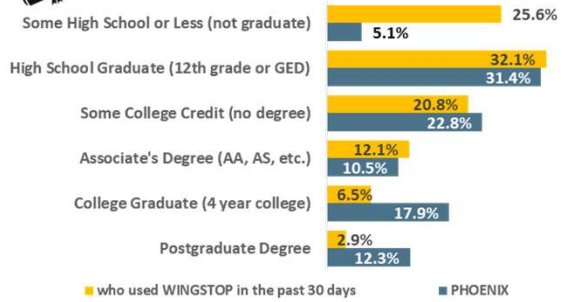
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Quick service restaurants used past 30 days: Wingstop

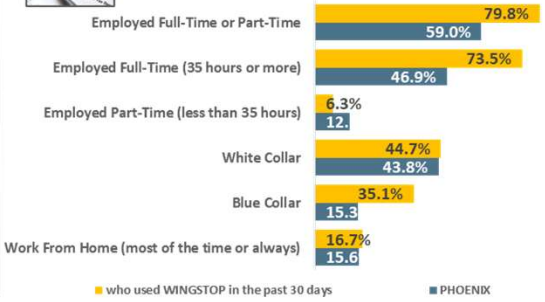


4.3% or 204,221 of PHOENIX DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 68.7% less likely to be a college graduate, 56.8% more likely to work full-time, 40.7% less likely to be married, 31.1% more likely to be a parent of 1 or more children under 18.

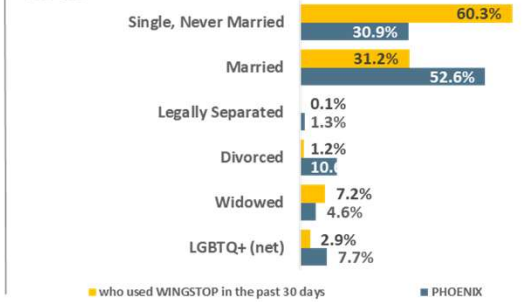
Education Levels: Adults 18 or older



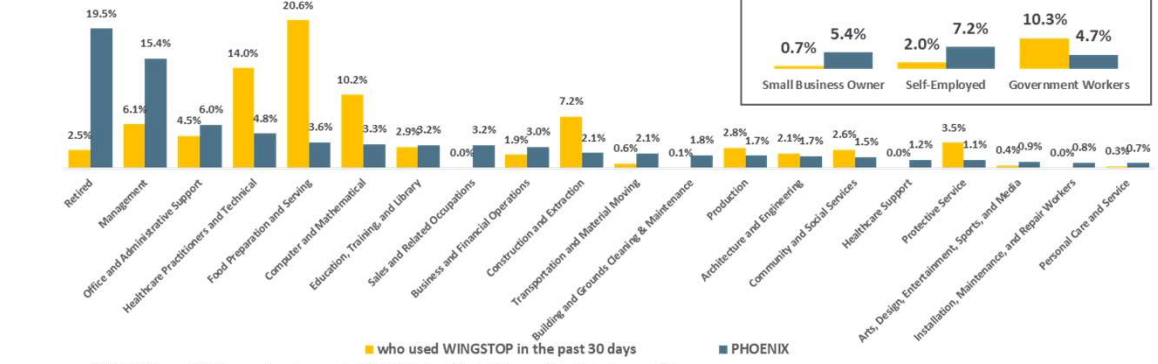
Employment: Adults 18 or older



Marital Status: Adults 18 or older

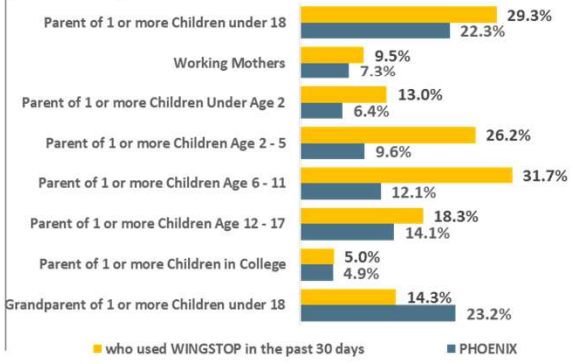


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



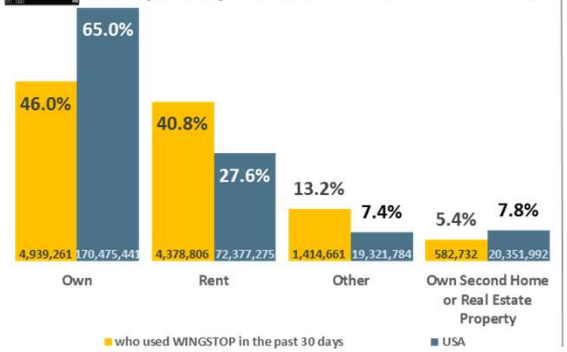
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Quick service restaurants used past 30 days: Wingstop

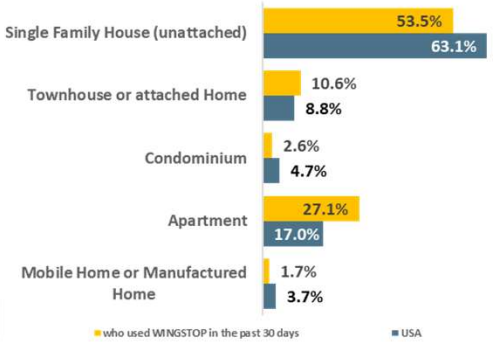
USA

4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 29.2% less likely to own their home, 4.4% more likely to own a higher valued home, 15.2% less likely to have a single-family home, 15.5% more likely to have a dog.

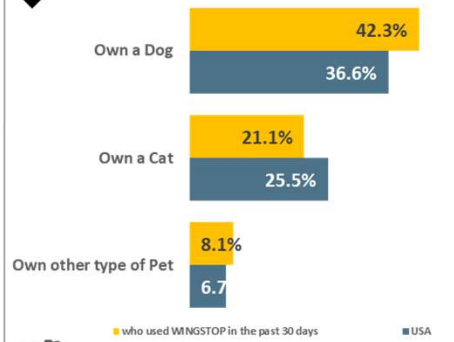
Own/Rent/Other: Adults 18 or older



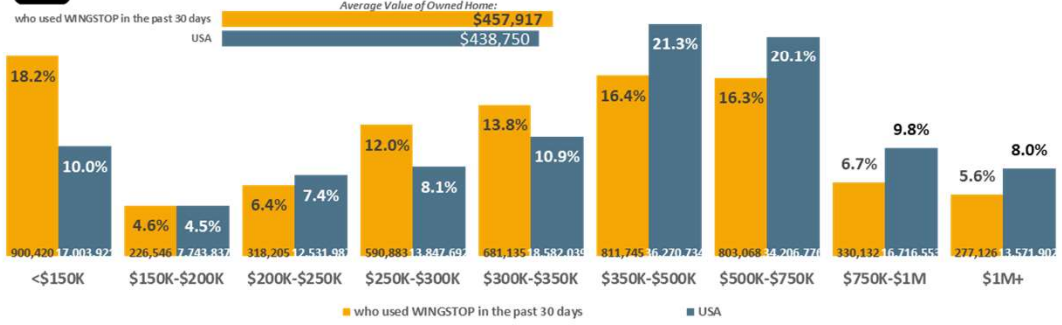
Type of Home: Adults 18 or older



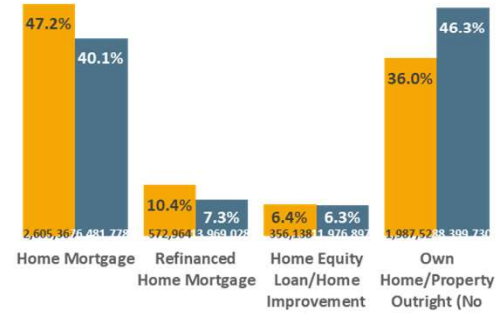
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *825*

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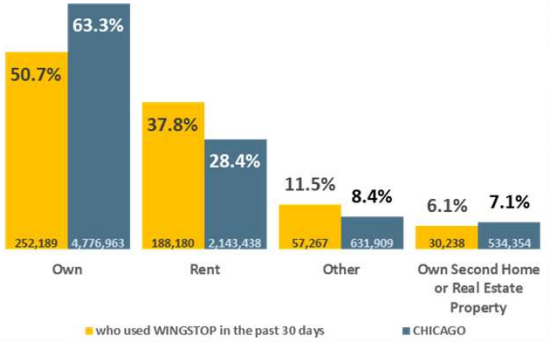
USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

Quick service restaurants used past 30 days: Wingstop

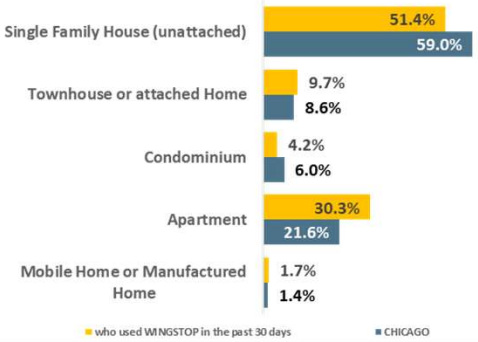


6.6% or 497,636 of CHICAGO DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 19.9% less likely to own their home, 23.2% more likely to own a lower valued home, 12.8% less likely to have a single-family home, 23.9% more likely to have a dog.

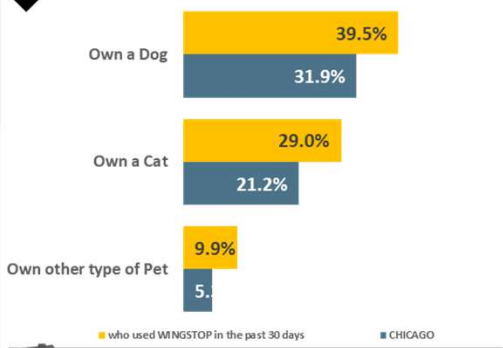
Own/Rent/Other: Adults 18 or older



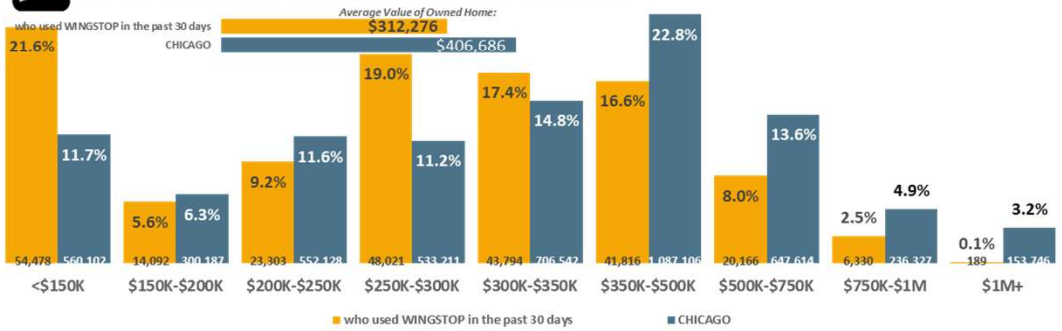
Type of Home: Adults 18 or older



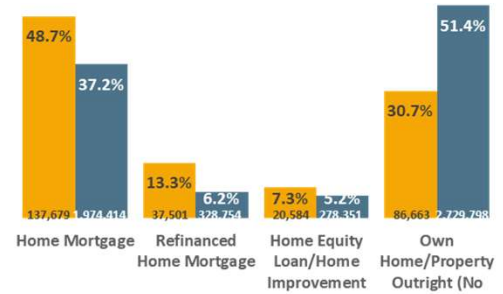
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

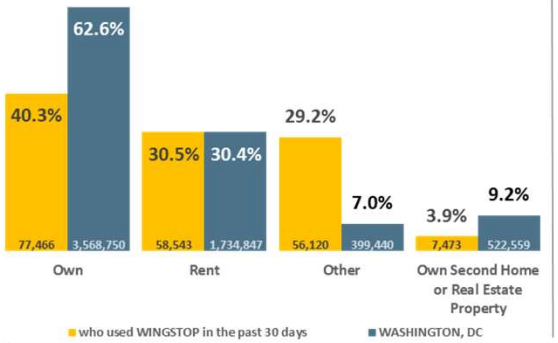
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Quick service restaurants used past 30 days: Wingstop

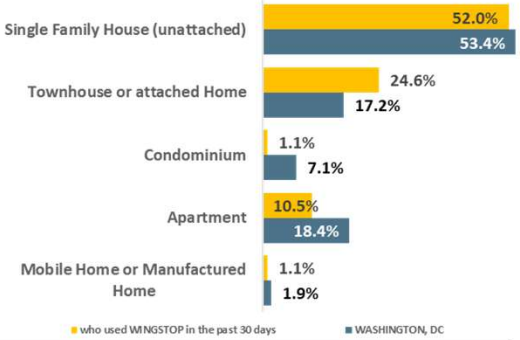


3.4% or 192,129 of WASHINGTON, DC DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 35.6% less likely to own their home, .1% more likely to own a higher valued home, 2.7% less likely to have a single-family home, 7.7% more likely to have a dog.

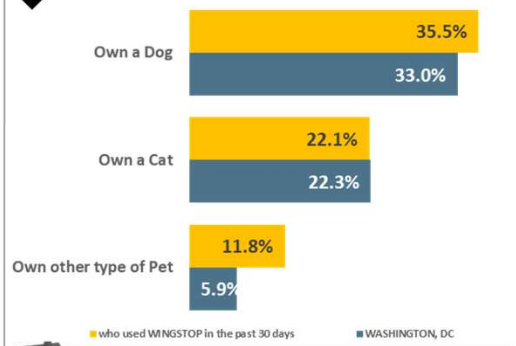
Own/Rent/Other: Adults 18 or older



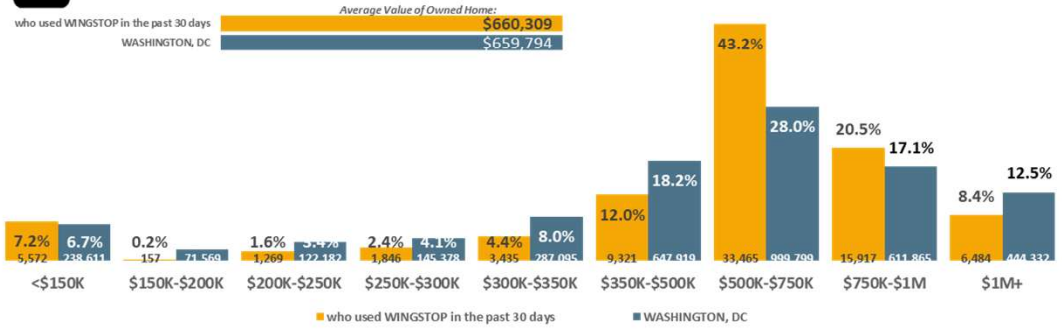
Type of Home: Adults 18 or older



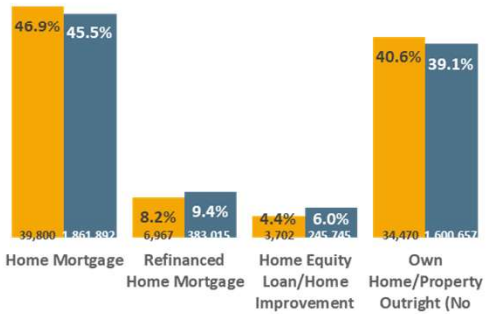
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

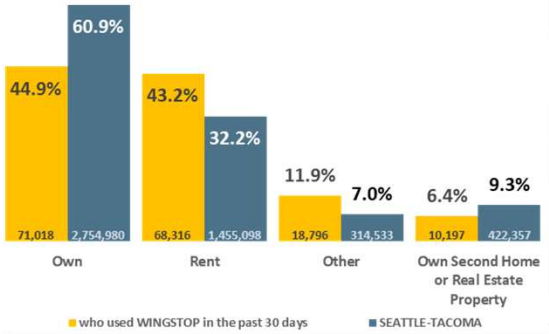
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Quick service restaurants used past 30 days: Wingstop

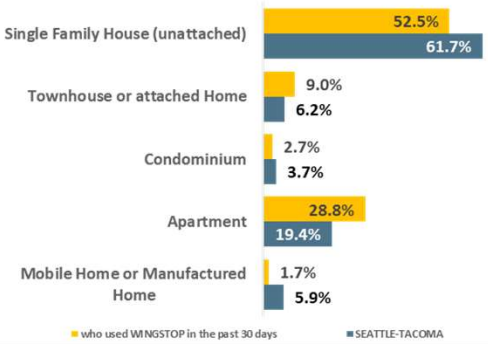


3.5% or 158,130 of SEATTLE-TACOMA DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 26.2% less likely to own their home, 29.9% more likely to own a higher valued home, 14.9% less likely to have a single-family home, 16.8% more likely to have a dog.

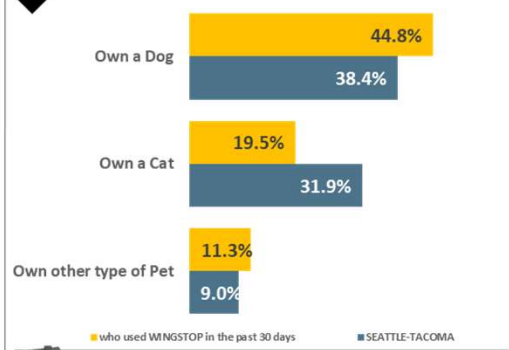
Own/Rent/Other: Adults 18 or older



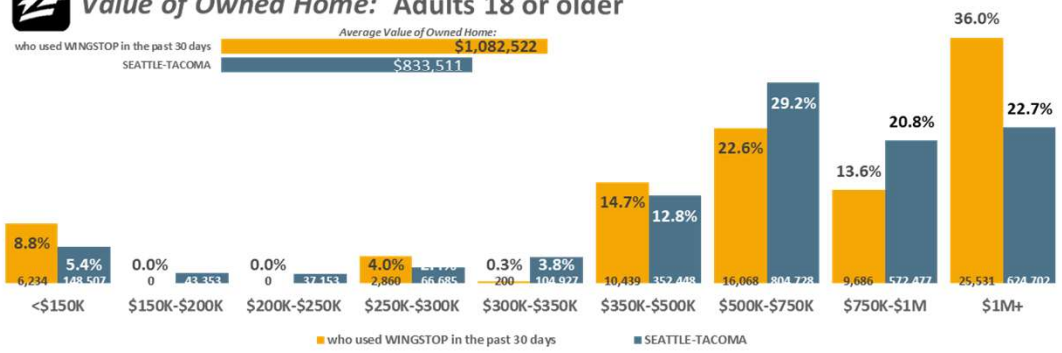
Type of Home: Adults 18 or older



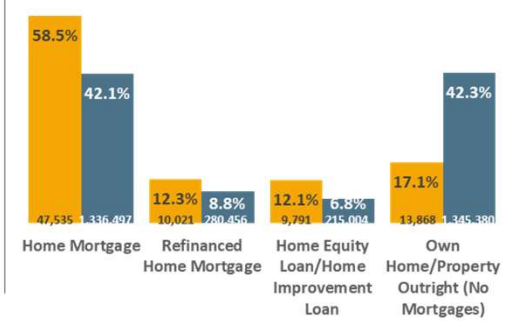
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

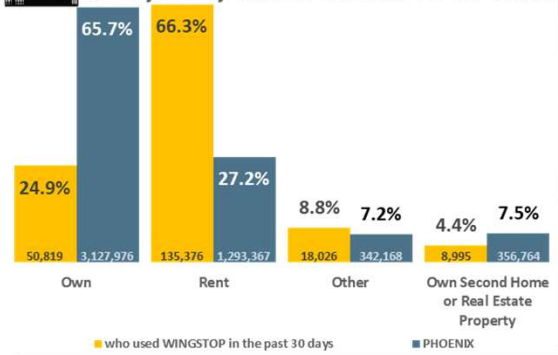
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Quick service restaurants used past 30 days: Wingstop

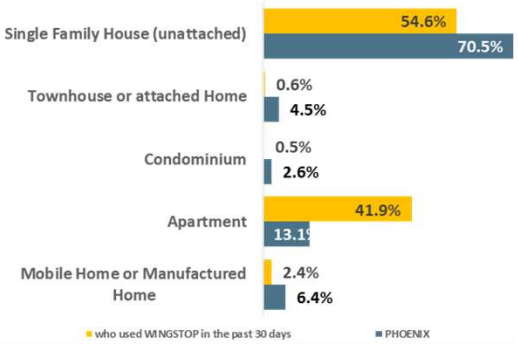


4.3% or 204,221 of PHOENIX DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 62.1% less likely to own their home, 14.1% more likely to own a lower valued home, 22.5% less likely to have a single-family home, 41.4% more likely to have a dog.

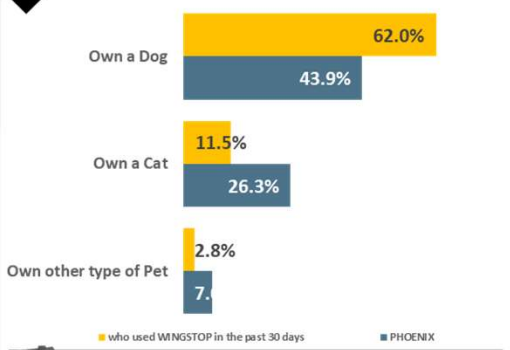
Own/Rent/Other: Adults 18 or older



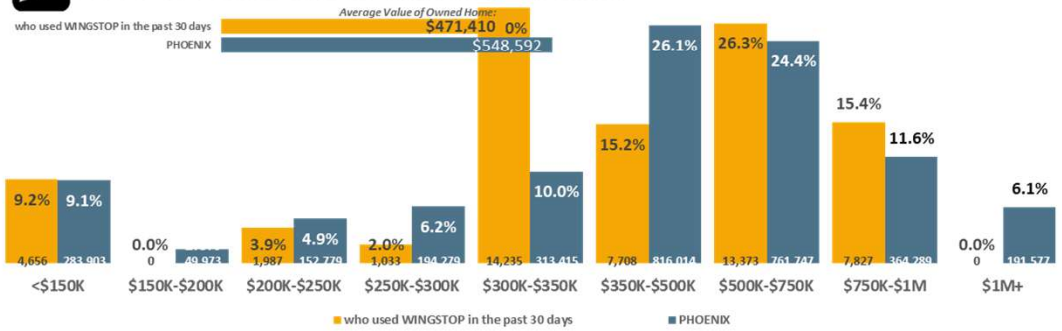
Type of Home: Adults 18 or older



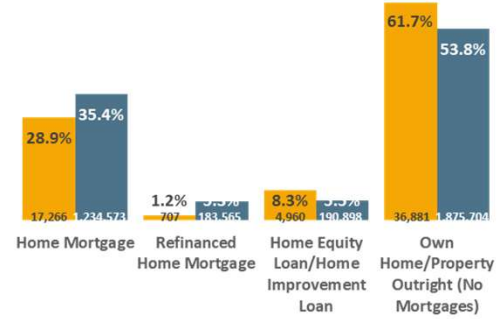
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

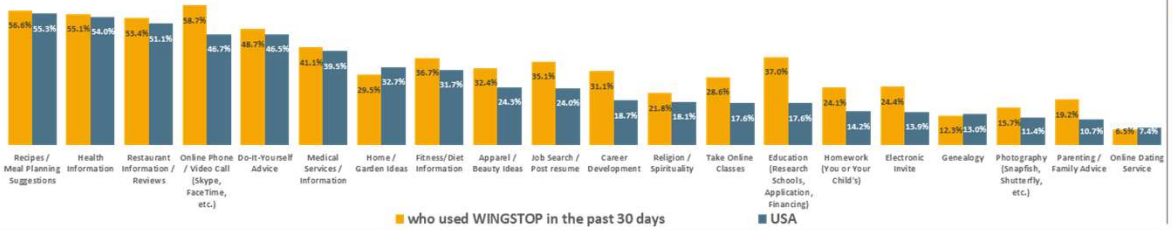
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Quick service restaurants used past 30 days: Wingstop

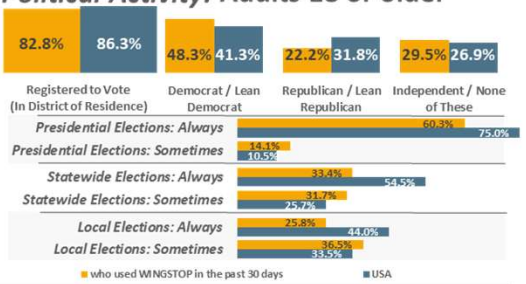


4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 4.7% more likely to look up D-I-Y advice online, 41.5% less likely to always vote in local elections, 13.9% more likely to belong to a gym, 12.3% more likely to fly domestic past yr.

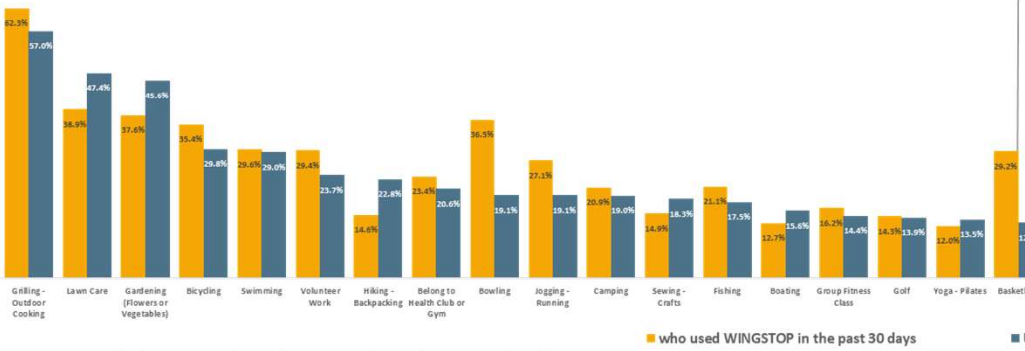
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



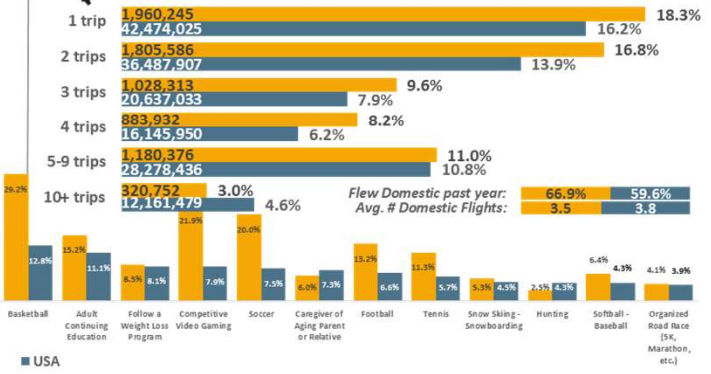
Political Activity: Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *825*

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USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

Quick service restaurants used past 30 days: Wingstop

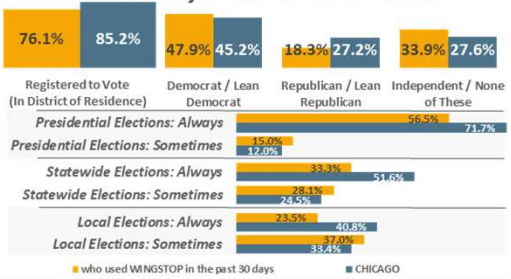


6.6% or 497,636 of CHICAGO DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 2.1% more likely to look up D-I-Y advice online, 42.4% less likely to always vote in local elections, 1.4% more likely to belong to a gym, 4.9% more likely to fly domestic past yr.

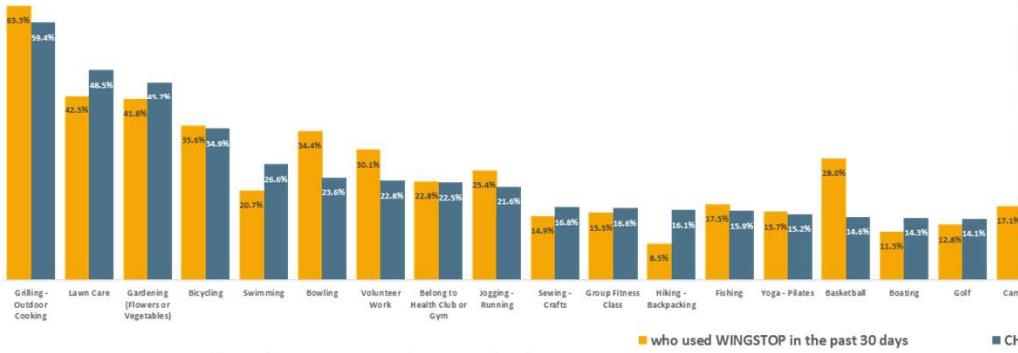
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



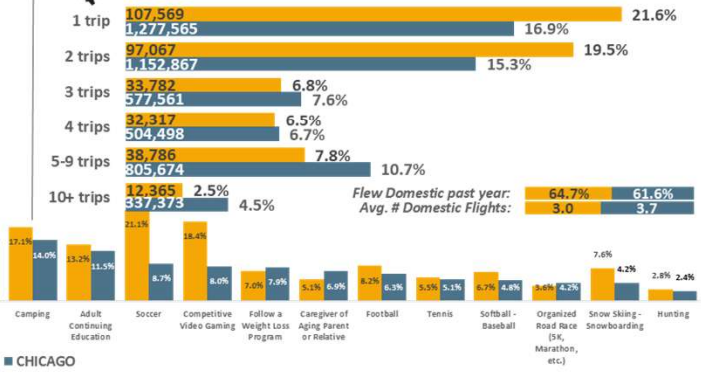
Political Activity: Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

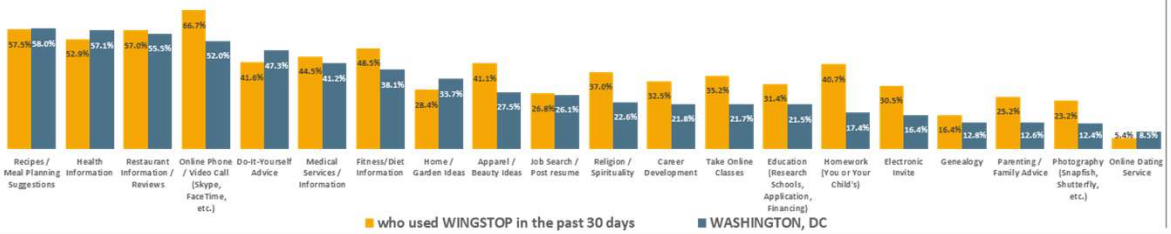
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Quick service restaurants used past 30 days: Wingstop

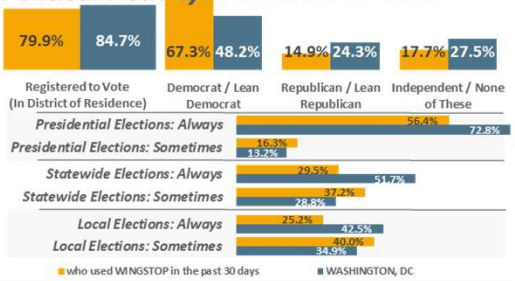


3.4% or 192,129 of WASHINGTON, DC DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 12.2% less likely to look up D-I-Y advice online, 40.8% less likely to always vote in local elections, 35.5% more likely to belong to a gym, 4.3% more likely to fly domestic past yr.

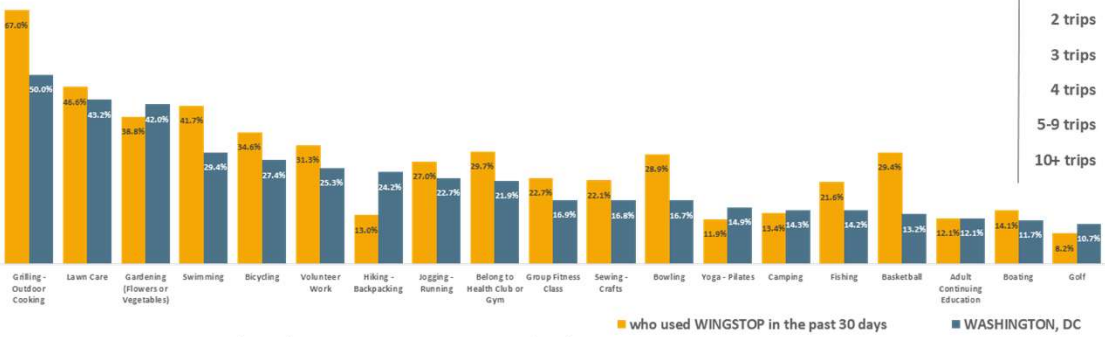
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



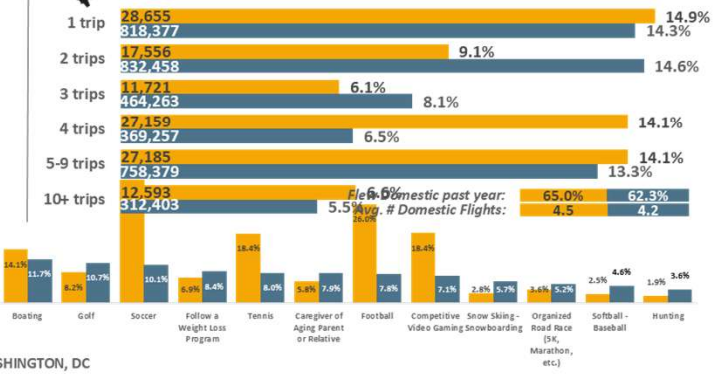
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

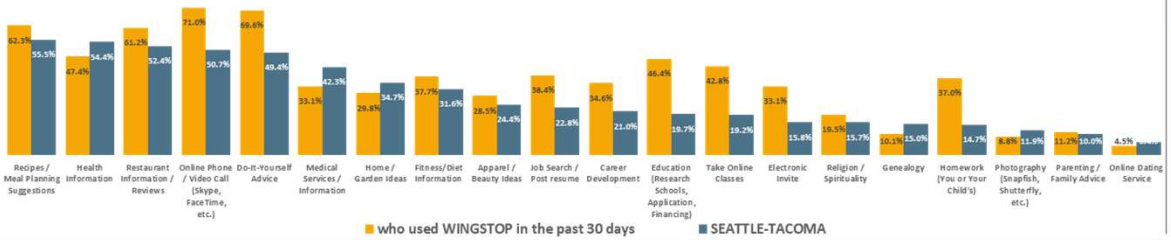
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Quick service restaurants used past 30 days: Wingstop

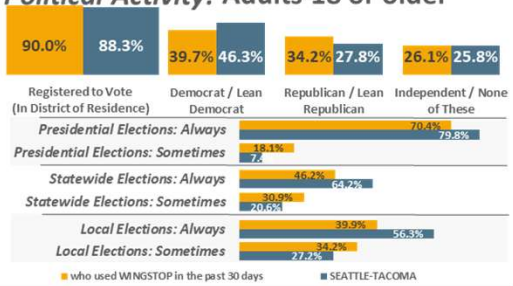


3.5% or 158,130 of SEATTLE-TACOMA DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 41.% more likely to look up D-I-Y advice online, 29.2% less likely to always vote in local elections, 2.8% less likely to belong to a gym, 30.4% more likely to fly domestic past yr.

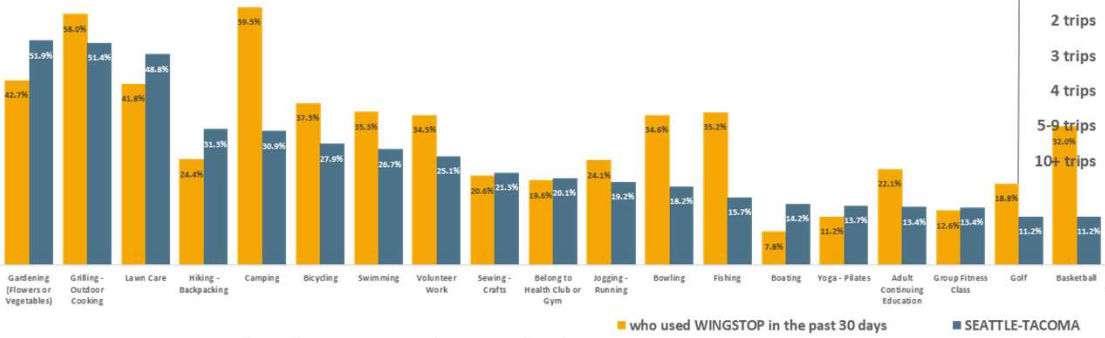
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



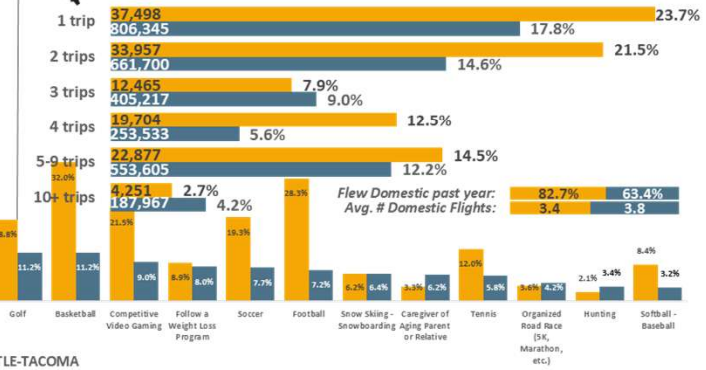
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

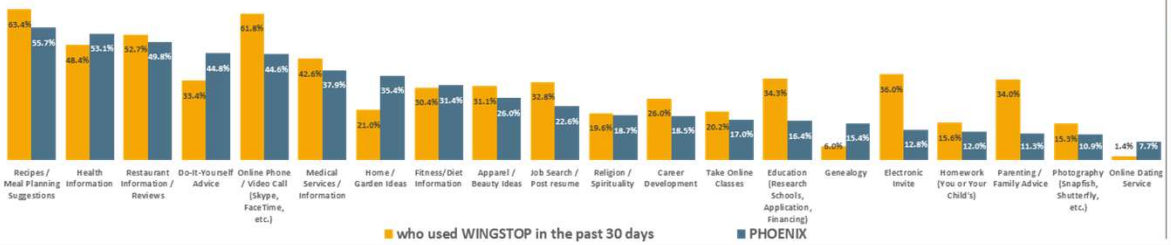
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Quick service restaurants used past 30 days: Wingstop

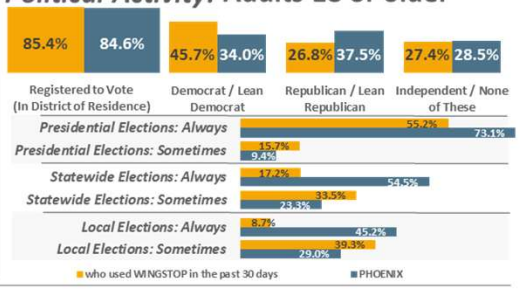


4.3% or 204,221 of PHOENIX DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 25.4% less likely to look up D-I-Y advice online, 80.8% less likely to always vote in local elections, 61.2% less likely to belong to a gym, .2% more likely to fly domestic past yr.

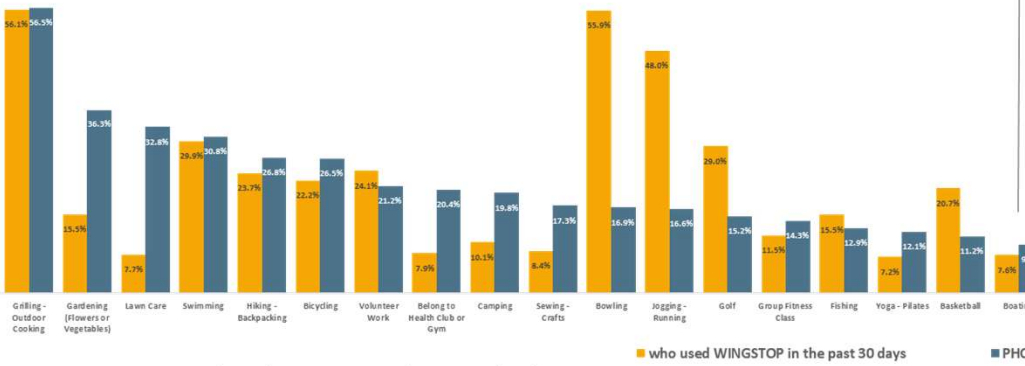
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



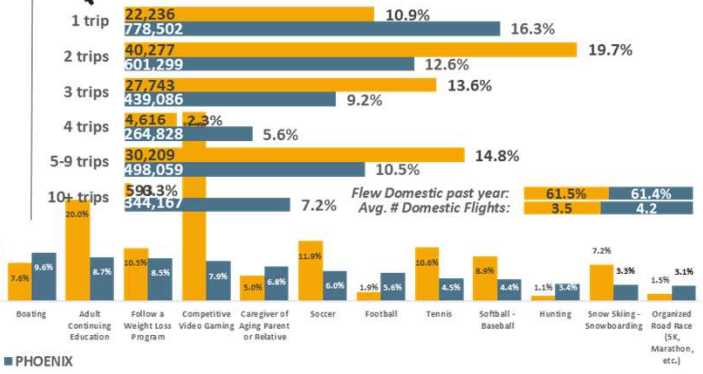
Political Activity: Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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Quick service restaurants used past 30 days: Wingstop



4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 19.5% more likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., 24.3% more likely to use Casinos past yr., 13.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *825*

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USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

Quick service restaurants used past 30 days: Wingstop



6.6% or 497,636 of CHICAGO DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 18.2% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 24.3% more likely to use Casinos past yr., 6.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 497,636 | 84.6% 6,388,361

Avg. Monthly QSR Meals: 9.6 | [illegible]

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



Total Monthly Sit-Down Restaurant Users: 78.1% 388,762 | 71.0% 5,360,887

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 3.6

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 WINGSTOP in the past 30 days 247,145 49.7%

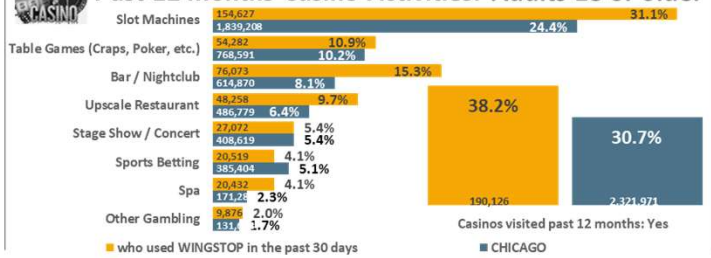
CHICAGO 1,704,[illegible] 22.6%

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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

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Quick service restaurants used past 30 days: Wingstop



3.4% or 192,129 of WASHINGTON, DC DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 18.4% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 48.7% more likely to use Casinos past yr., 15.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 192,129 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 10.9

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



Total Monthly Sit-Down Restaurant Users: 87.3% 167,752 | 73.1% 4,169,560

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 3.8

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 WINGSTOP in the past 30 days 83,338 43.4%

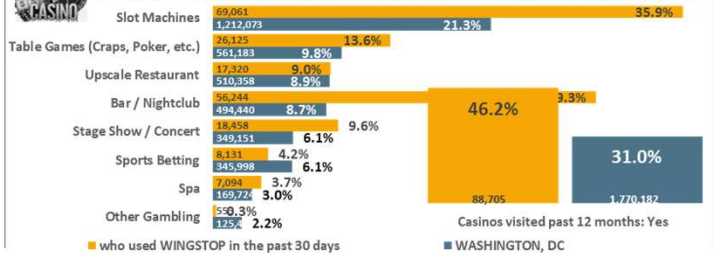
WASHINGTON, DC 1,433,053 25.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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Quick service restaurants used past 30 days: Wingstop

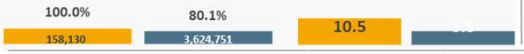


3.5% or 158,130 of SEATTLE-TACOMA DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 24.8% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 12.6% more likely to use Casinos past yr., 31.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

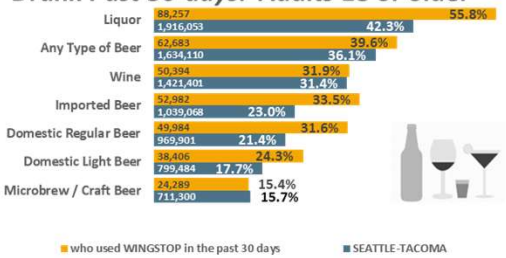
(Sit-Down Restaurants Used Past 30-days)



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

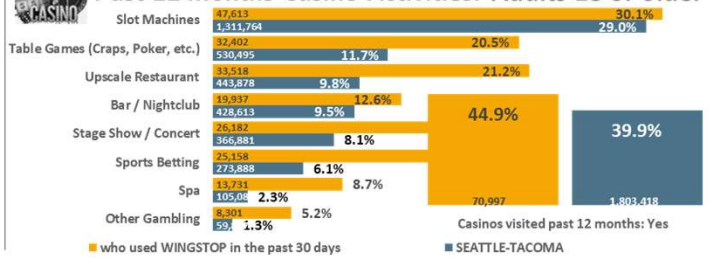


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Quick service restaurants used past 30 days: Wingstop



4.3% or 204,221 of PHOENIX DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 19.8% more likely to use QSRs past mo., 5.1% less likely to use Sit-Down Restaurants past mo., 1.9% more likely to use Casinos past yr., 73.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 204,221 | 83.5% 3,975,699

Avg. Monthly QSR Meals: 11.9

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



Total Monthly Sit-Down Restaurant Users: 67.2% 137,235 | 70.8% 3,373,909

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.7

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 WINGSTOP in the past 30 days 63,008 30.9%

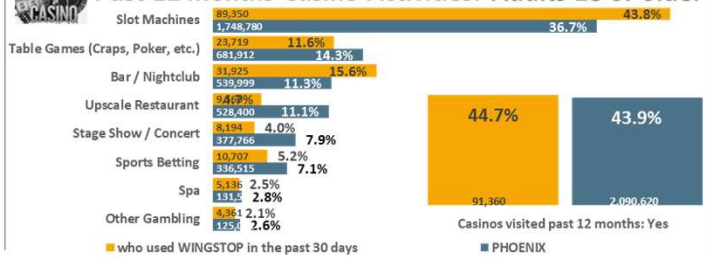
PHOENIX 785,235 16.5%

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



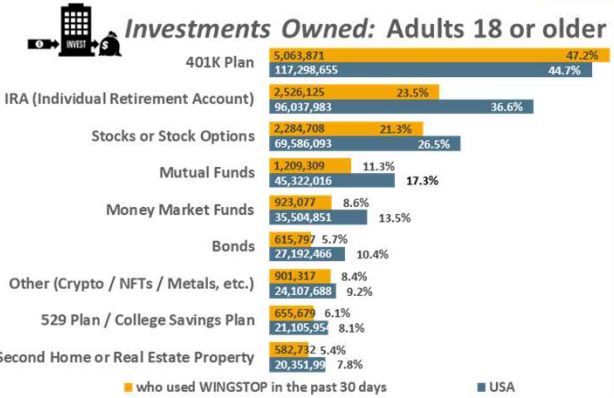
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Quick service restaurants used past 30 days: Wingstop

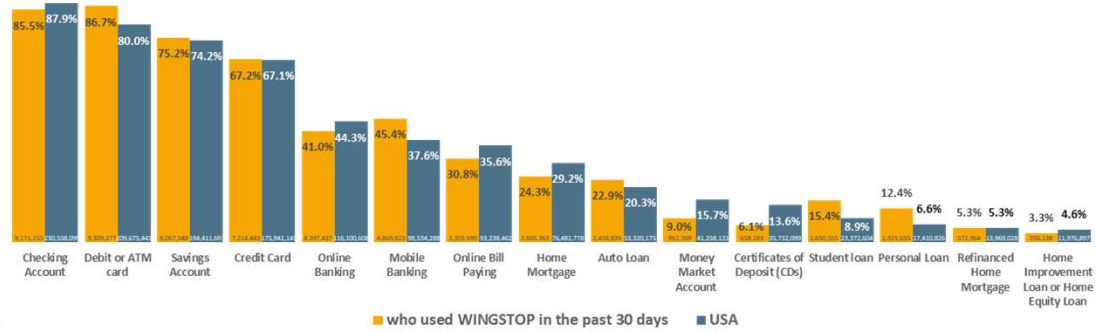


4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 5.5% more likely to have a 401K, 12.6% more likely to have an Auto Loan, 4.2% less likely to Invest/Trade Stocks Online, 29.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

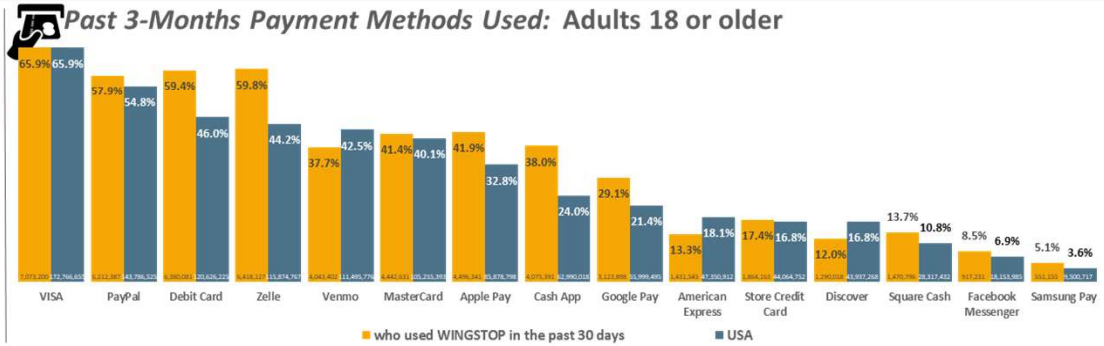


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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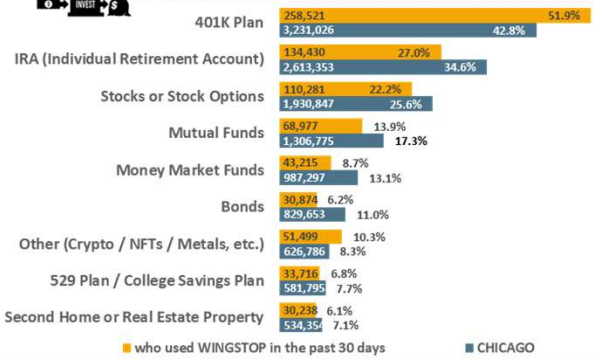
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

Quick service restaurants used past 30 days: Wingstop

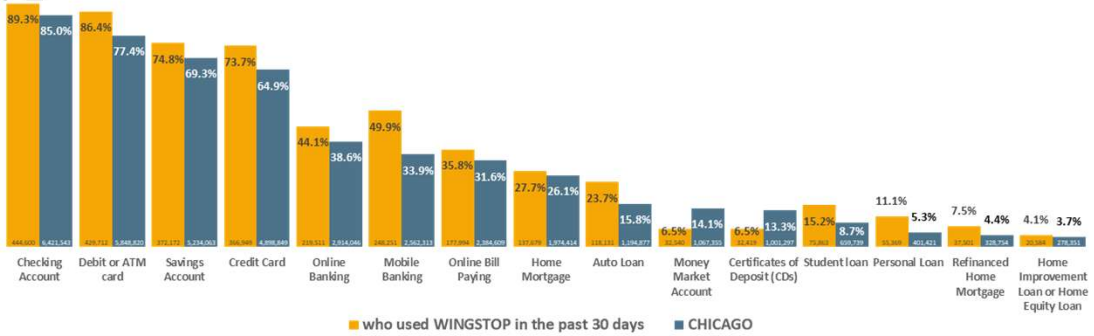


6.6% or 497,636 of CHICAGO DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 21.4% more likely to have a 401K, 50.% more likely to have an Auto Loan, 10.9% more likely to Invest/Trade Stocks Online, 43.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



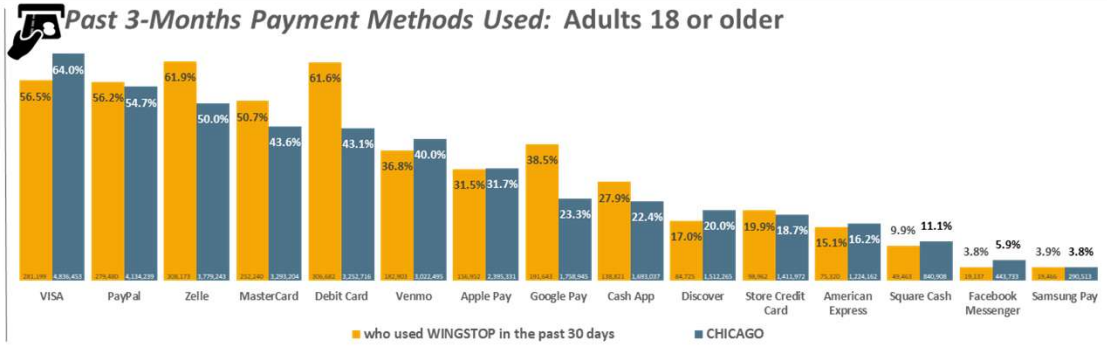
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

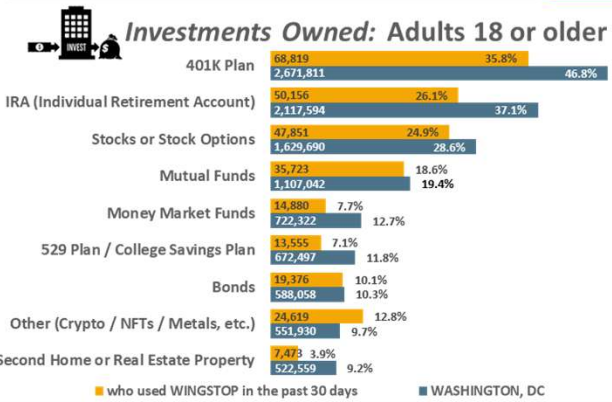
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Quick service restaurants used past 30 days: Wingstop

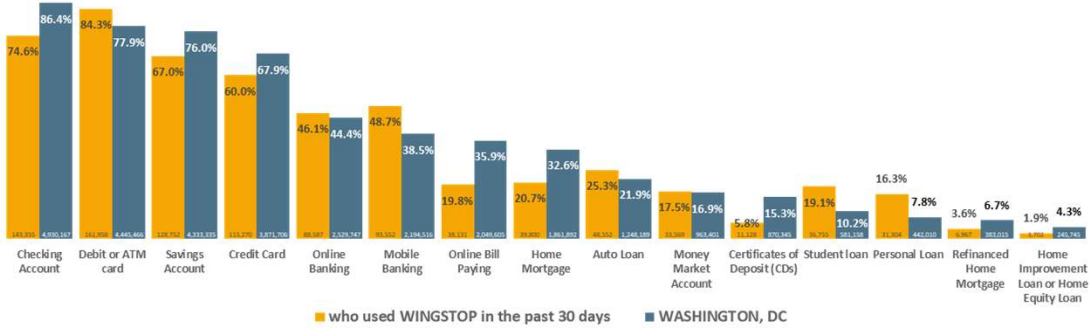


3.4% or 192,129 of WASHINGTON, DC DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 23.5% less likely to have a 401K, 15.5% more likely to have an Auto Loan, 28.1% less likely to Invest/Trade Stocks Online, 52.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

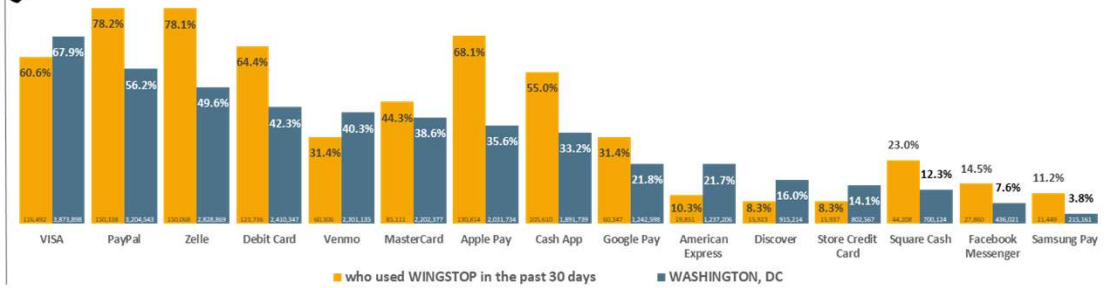


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



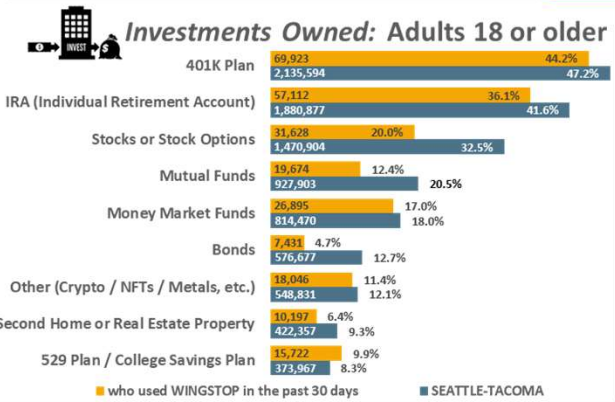
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Quick service restaurants used past 30 days: Wingstop

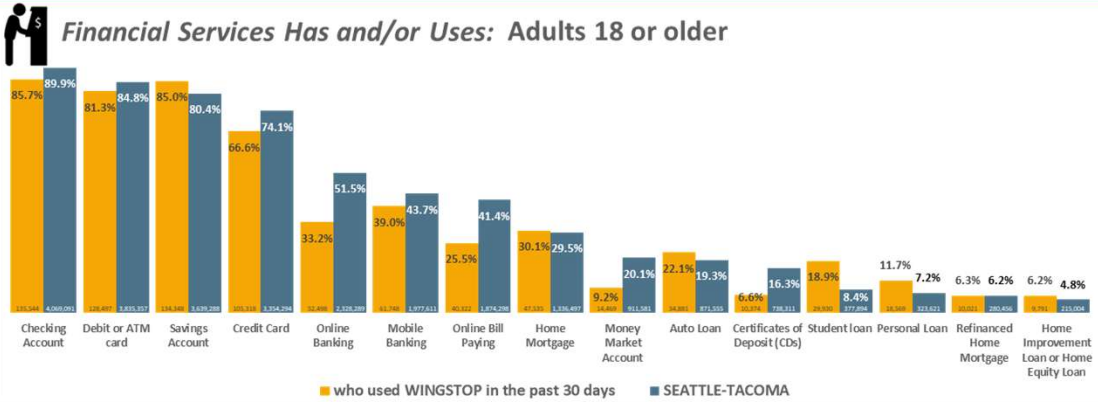


3.5% or 158,130 of SEATTLE-TACOMA DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 6.3% less likely to have a 401K, 14.5% more likely to have an Auto Loan, 32.% less likely to Invest/Trade Stocks Online, 21.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



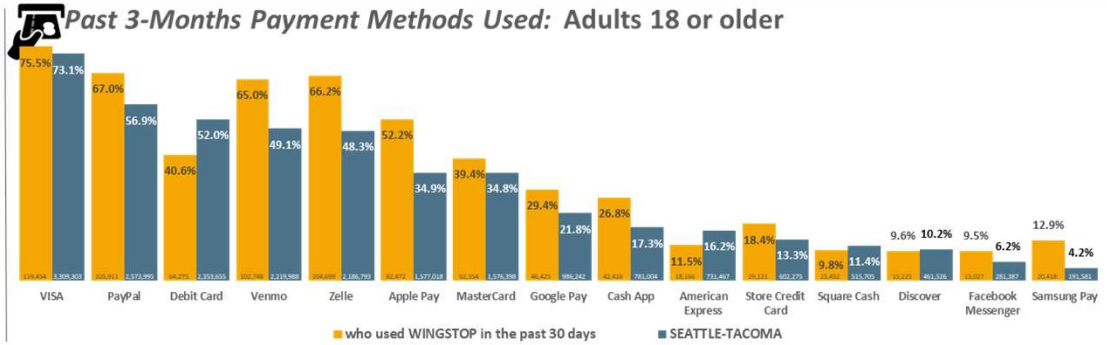
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



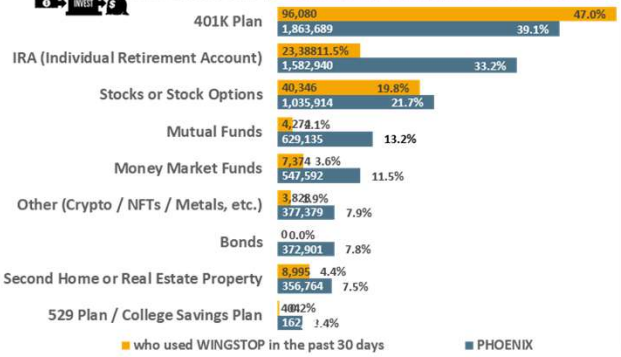
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Quick service restaurants used past 30 days: Wingstop

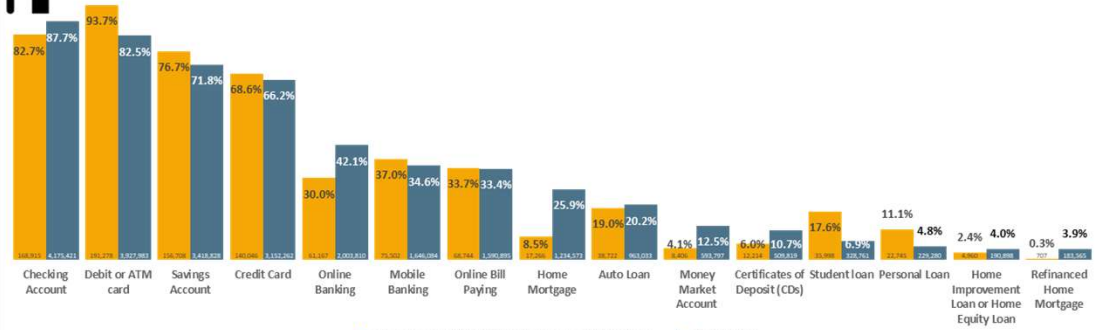


4.3% or 204,221 of PHOENIX DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 20.3% more likely to have a 401K, 6.2% less likely to have an Auto Loan, 38.3% more likely to Invest/Trade Stocks Online, 27.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

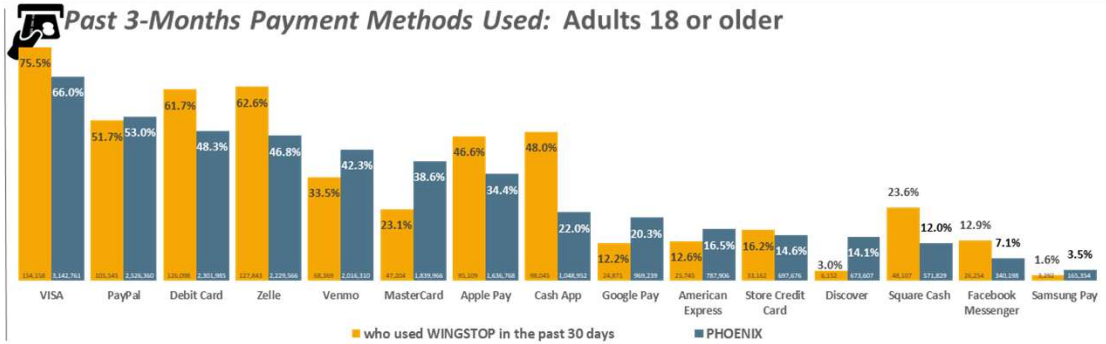


Professional Services Used:* Adults 18 or older



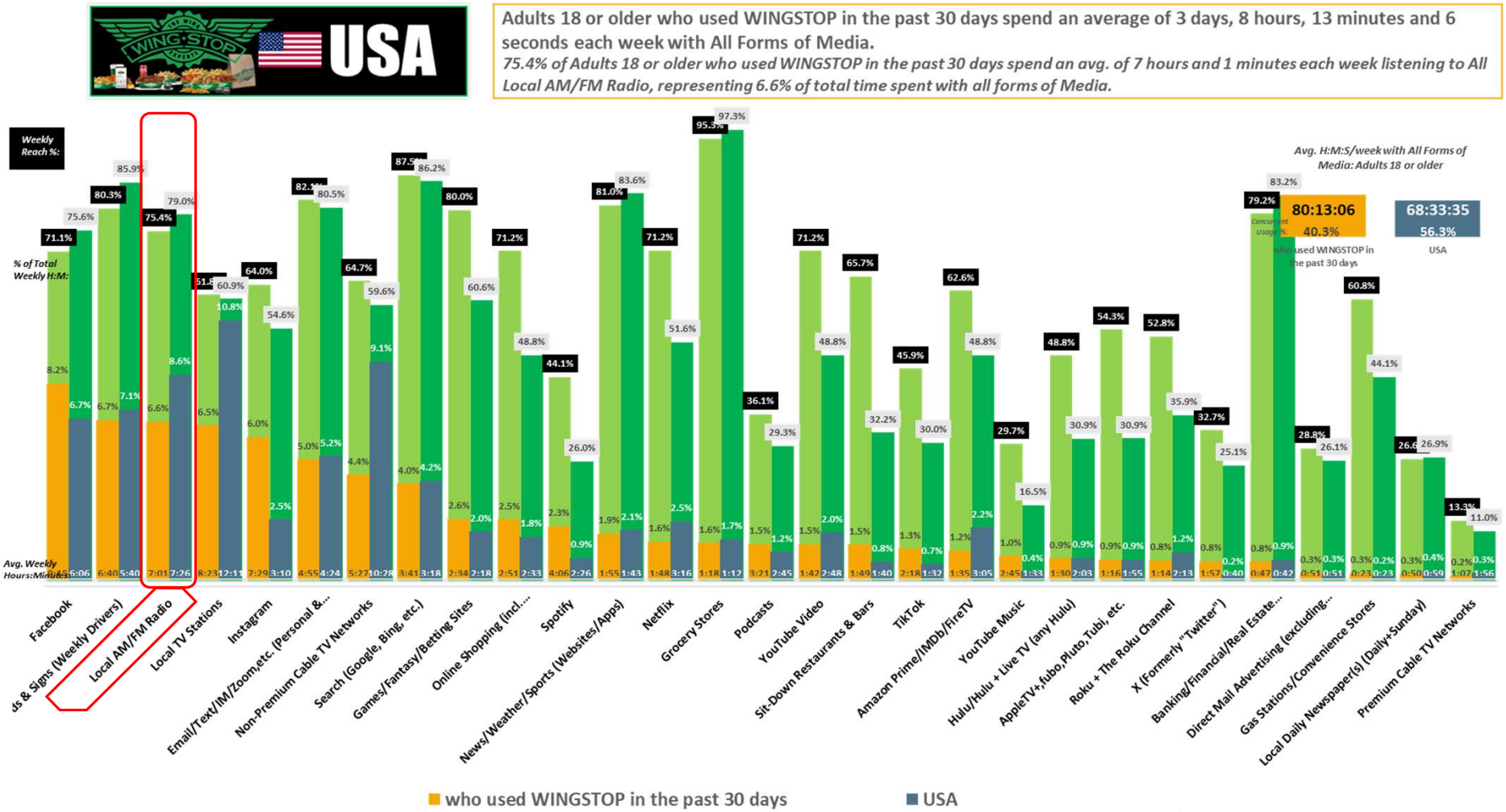
*(*Past 12 Months)*

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



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Quick service restaurants used past 30 days: Wingstop



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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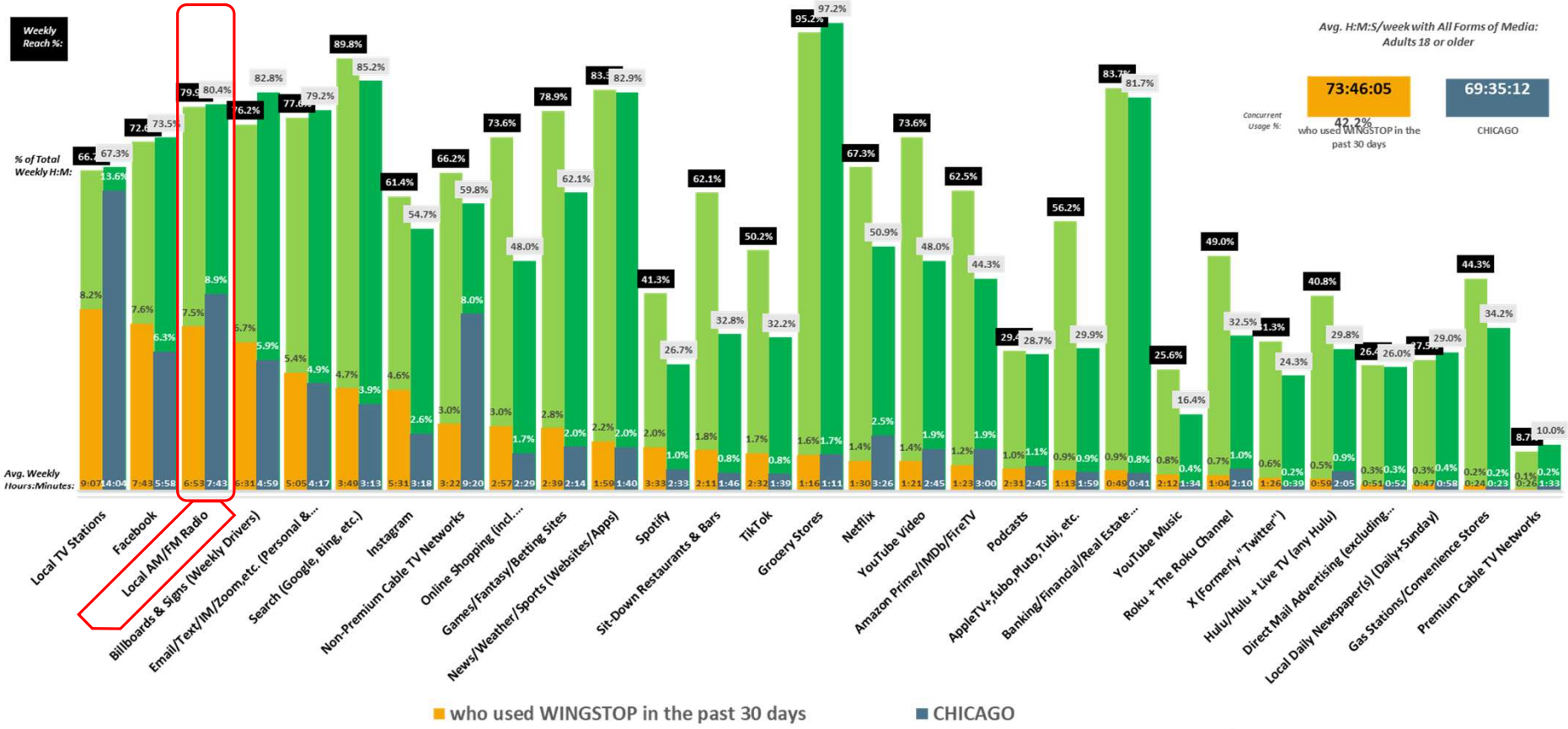
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Quick service restaurants used past 30 days: Wingstop



Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 3 days, 1 hours, 46 minutes and 5 seconds each week with All Forms of Media.

79.9% of Adults 18 or older who used WINGSTOP in the past 30 days spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.

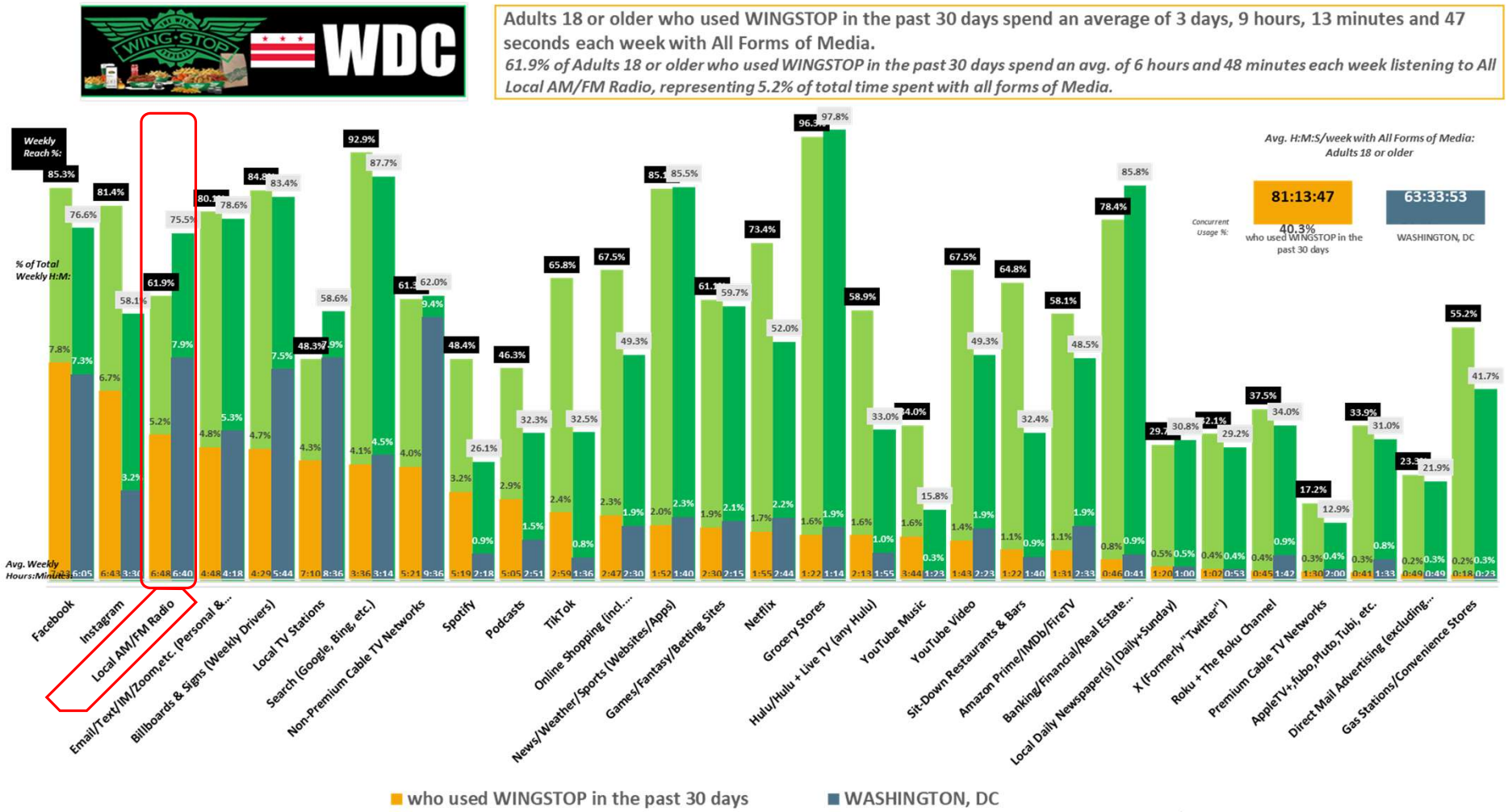


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Quick service restaurants used past 30 days: Wingstop



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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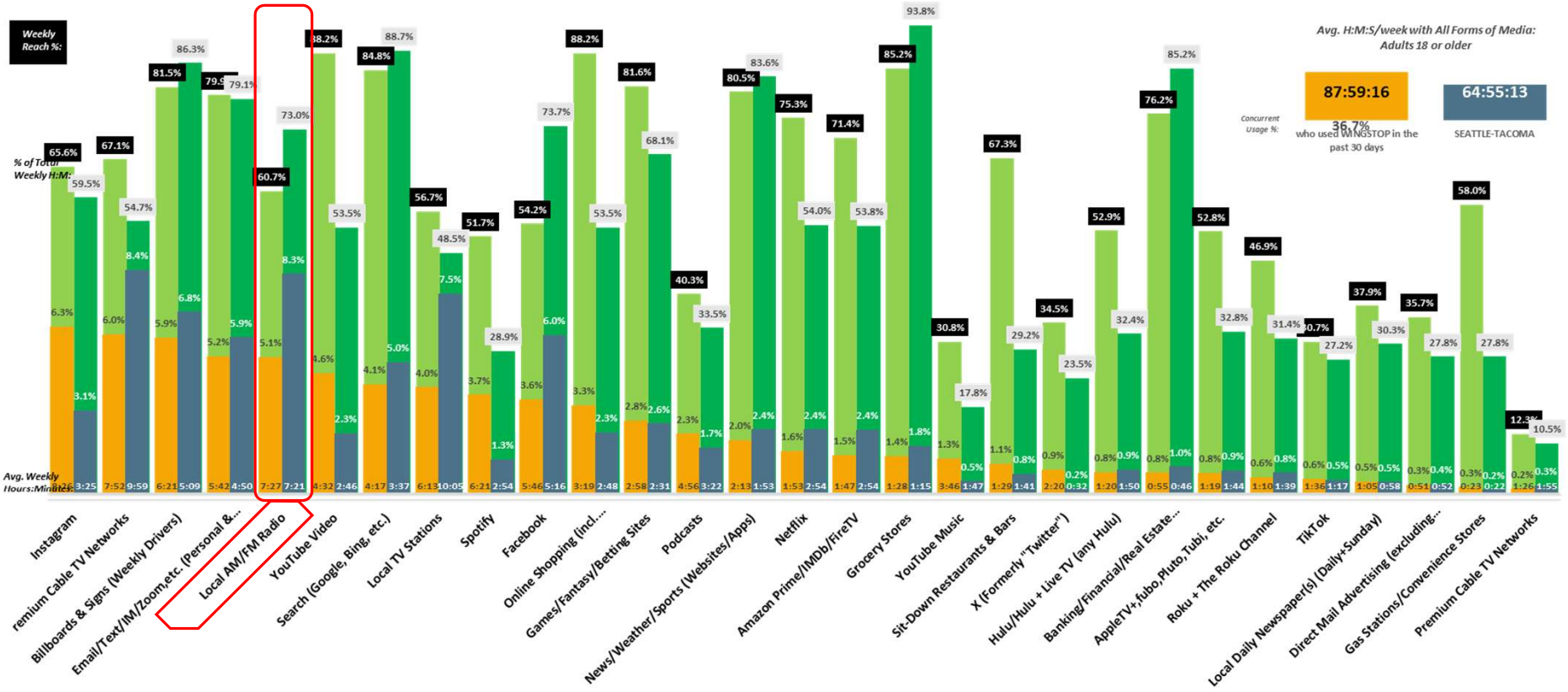
Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 3 days, 15 hours, 59 minutes and 16 seconds each week with All Forms of Media.

60.7% of Adults 18 or older who used WINGSTOP in the past 30 days spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 5.1% of total time spent with all forms of Media.



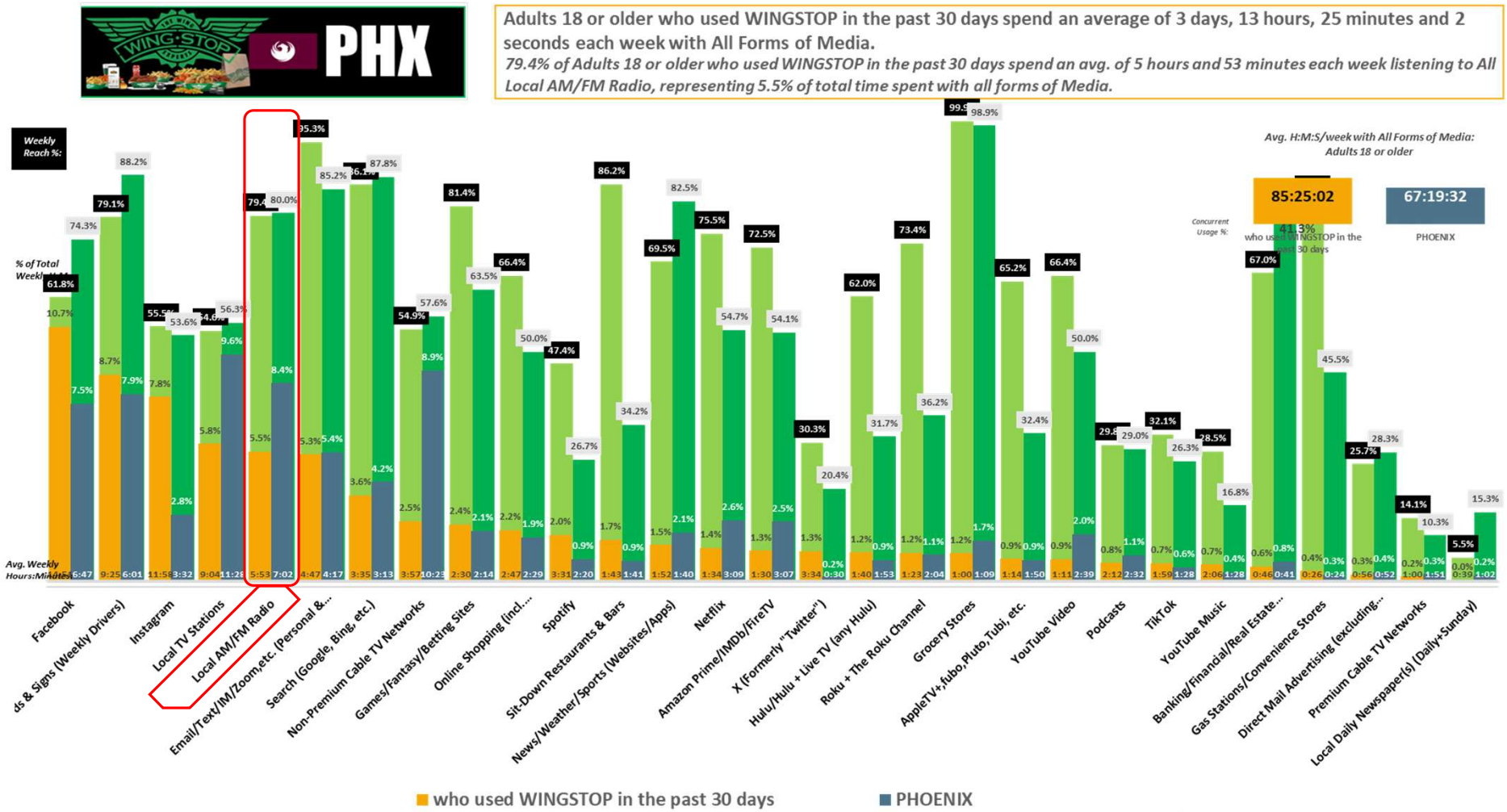
■ who used WINGSTOP in the past 30 days ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Wingstop

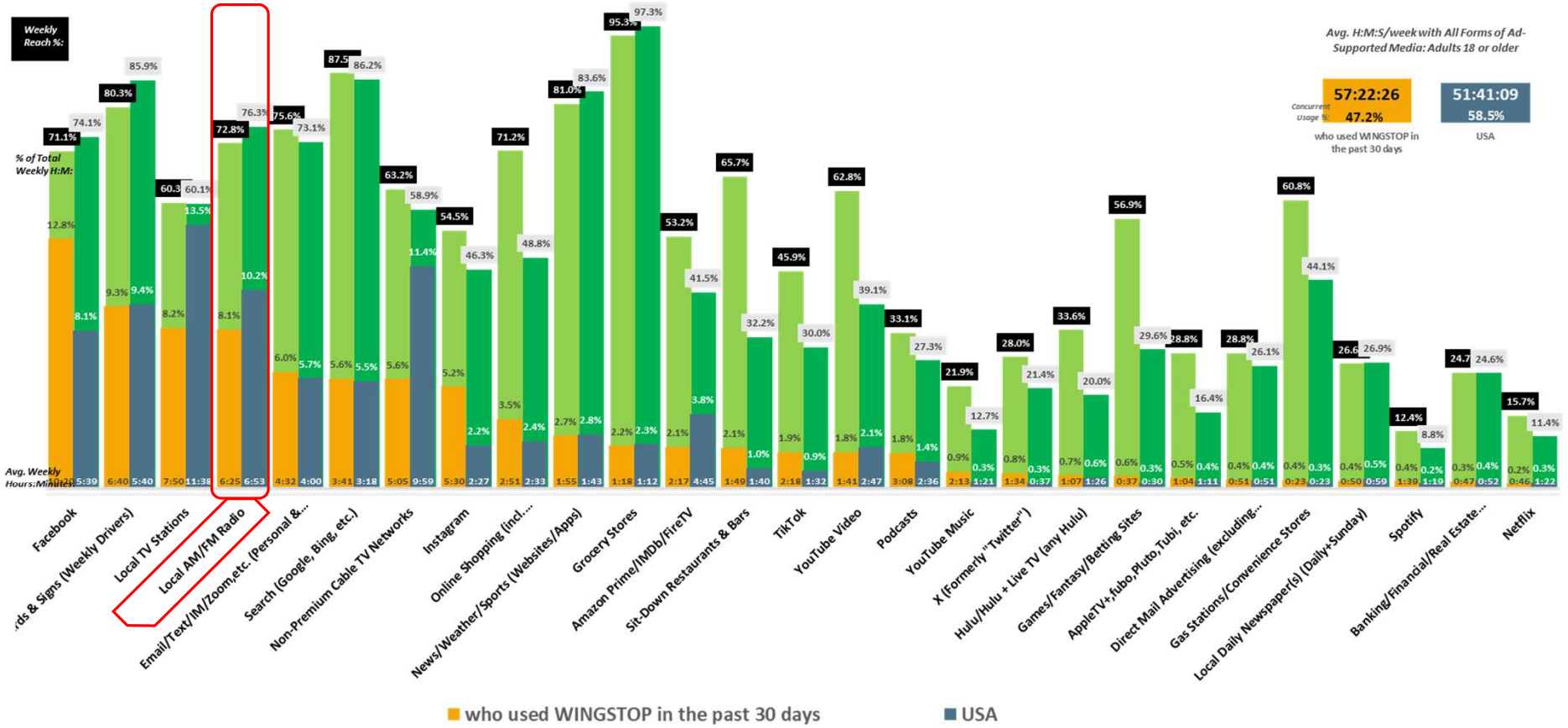


Quick service restaurants used past 30 days: Wingstop



Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 2 days, 9 hours, 22 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

72.8% of Adults 18 or older who used WINGSTOP in the past 30 days spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.1% of total time spent with all forms of Ad-Supported Media.

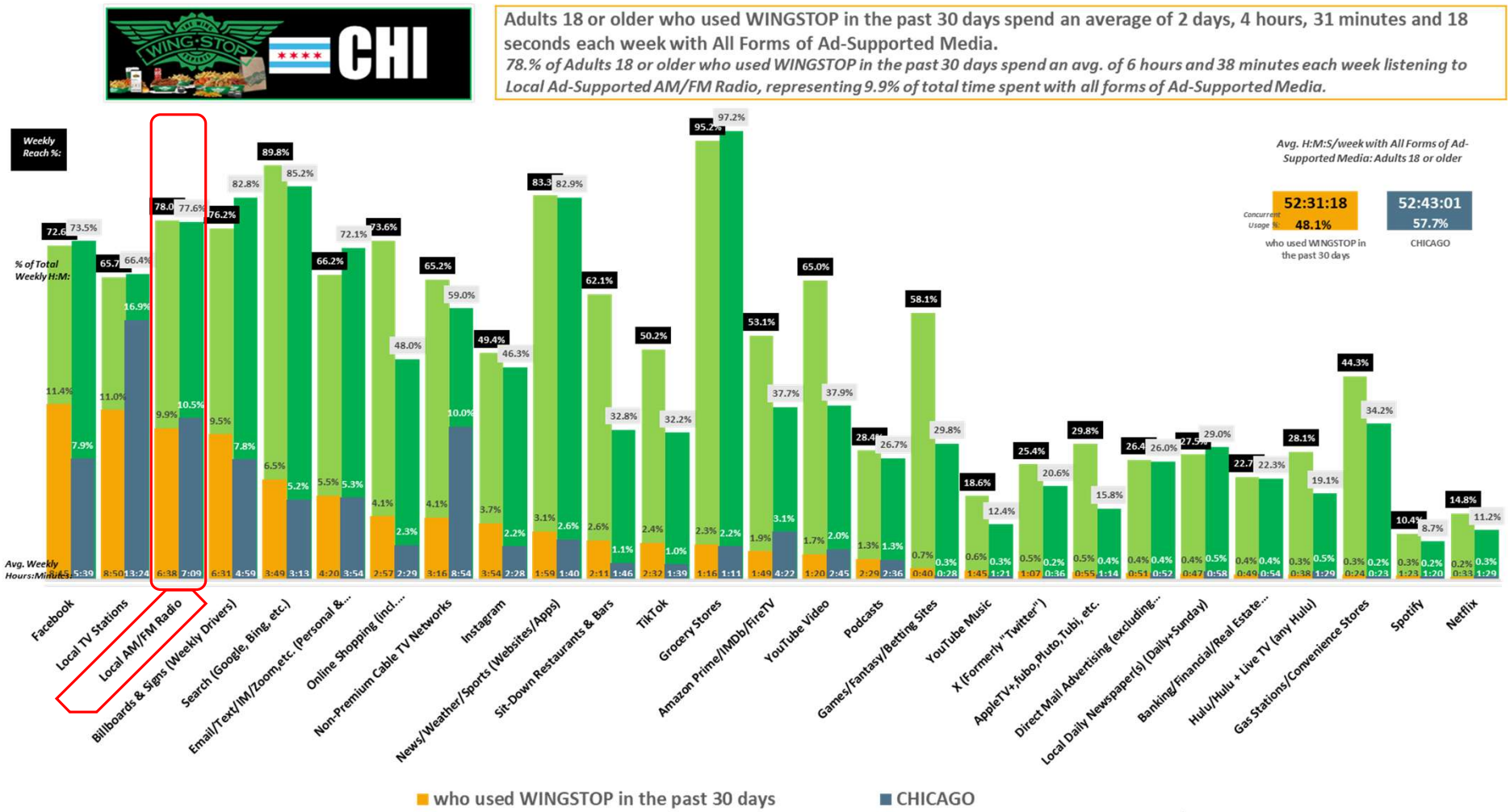


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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Quick service restaurants used past 30 days: Wingstop

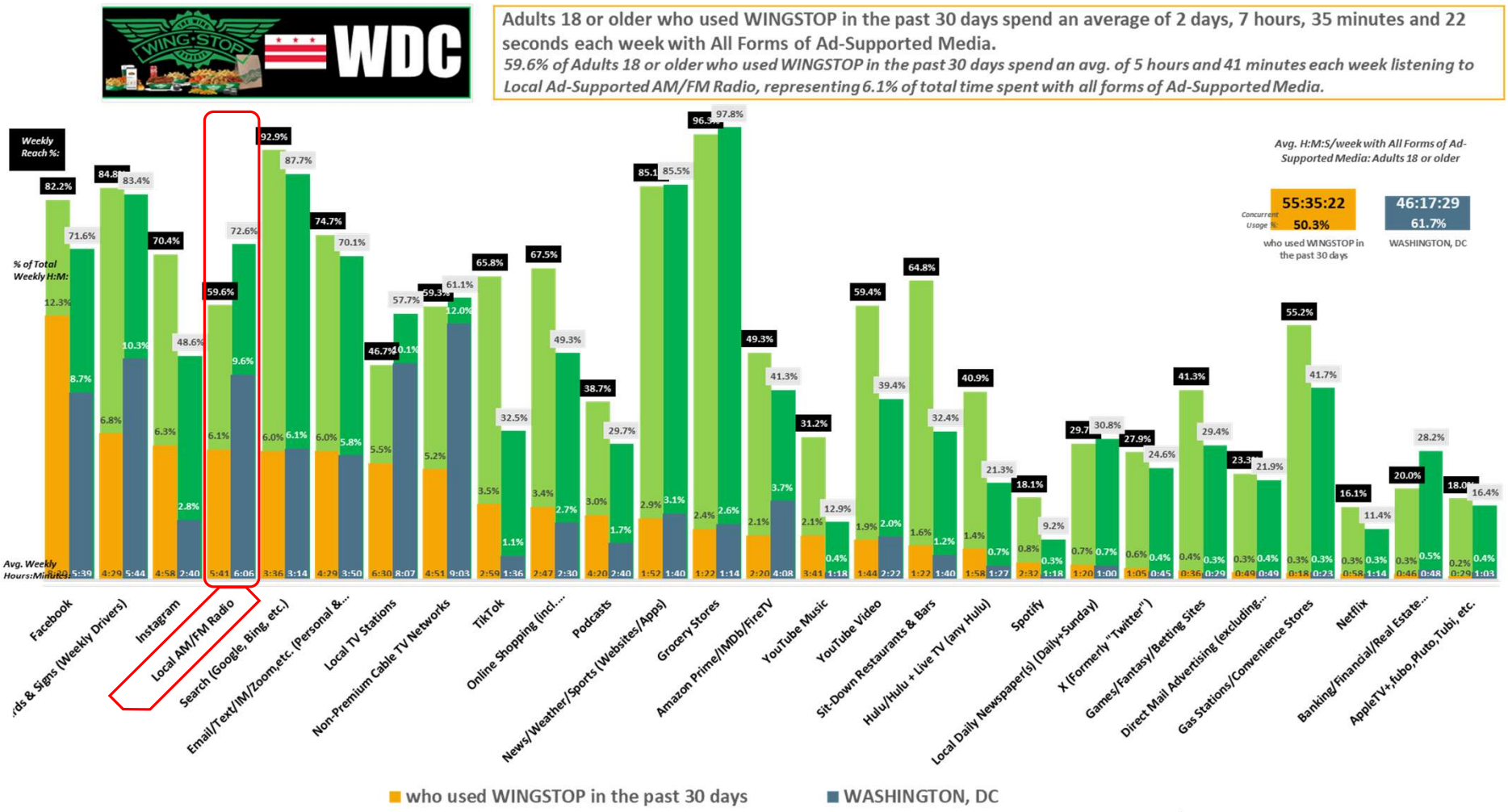


CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Quick service restaurants used past 30 days: Wingstop

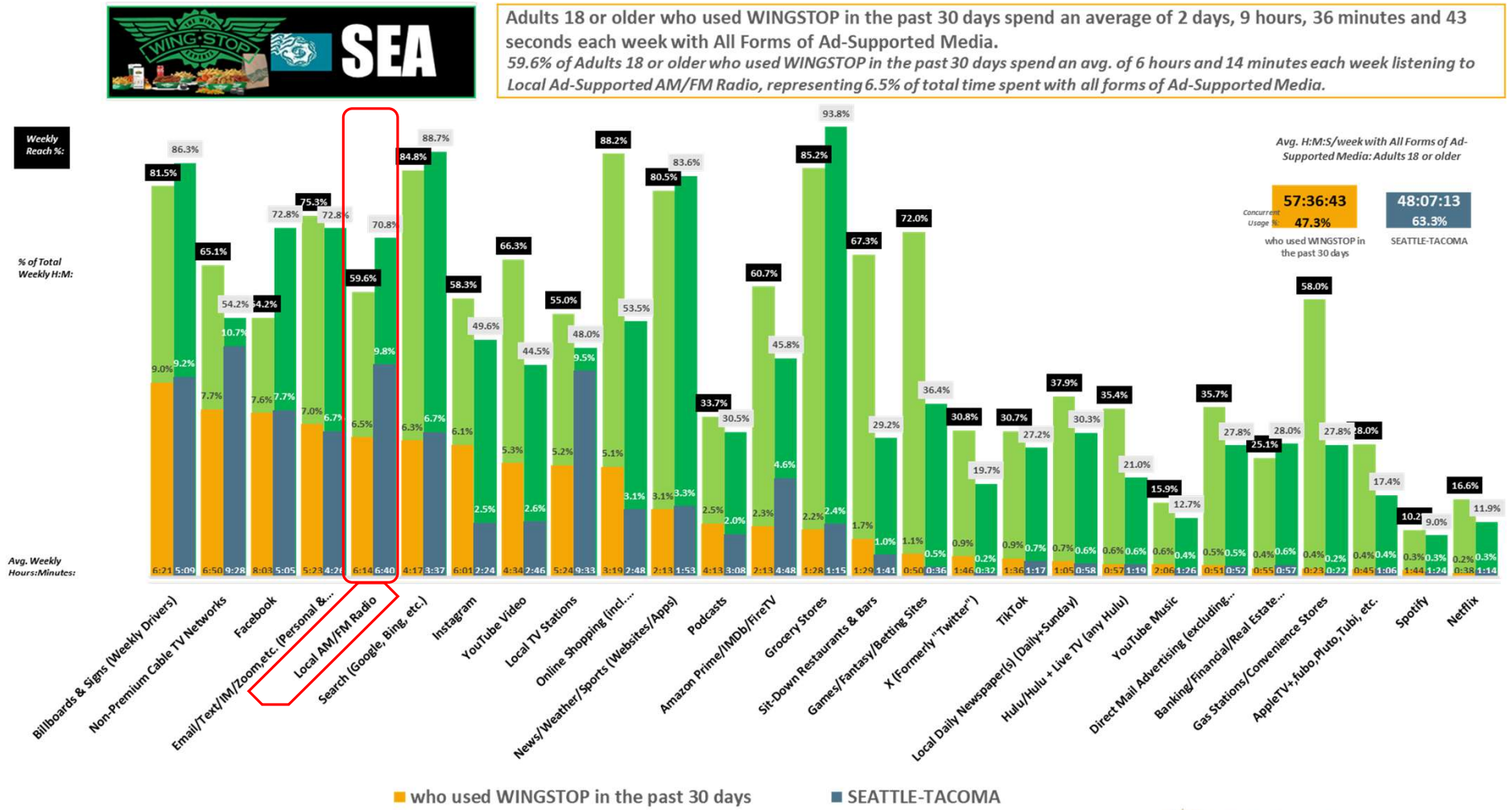


WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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Quick service restaurants used past 30 days: Wingstop

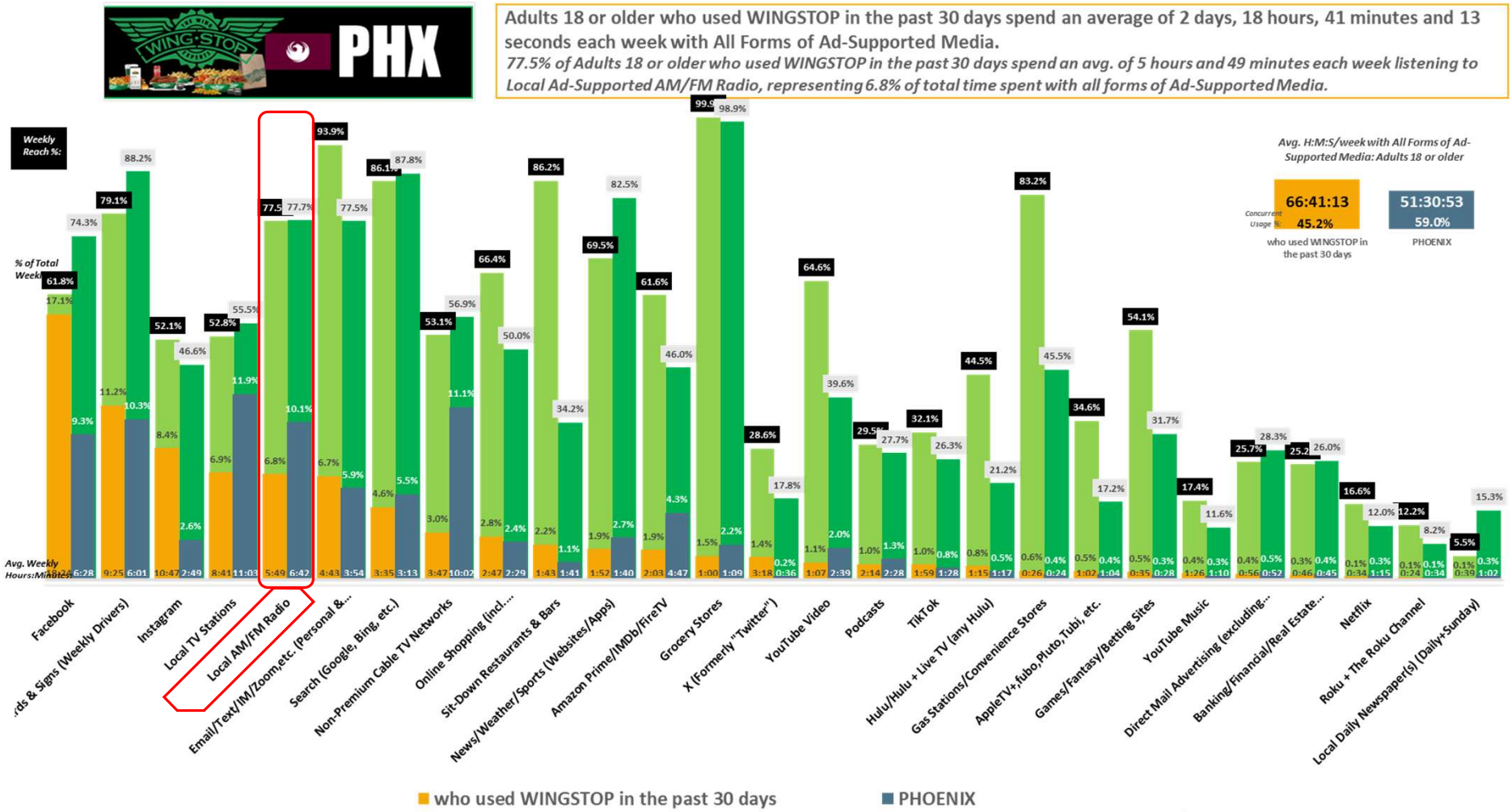


SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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Quick service restaurants used past 30 days: Wingstop



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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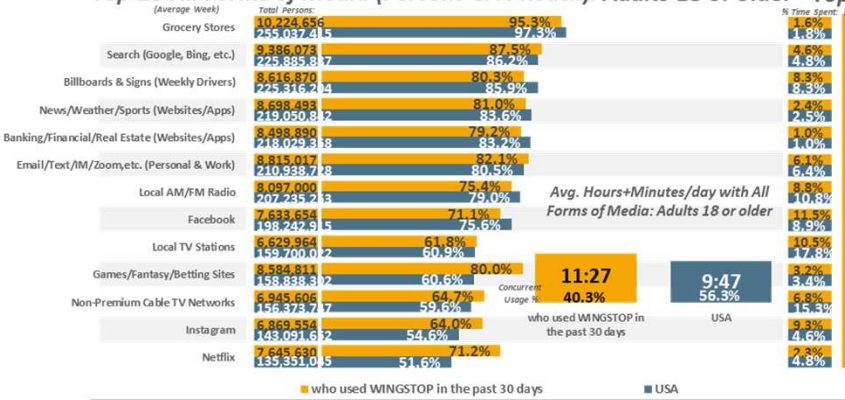
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Quick service restaurants used past 30 days: Wingstop

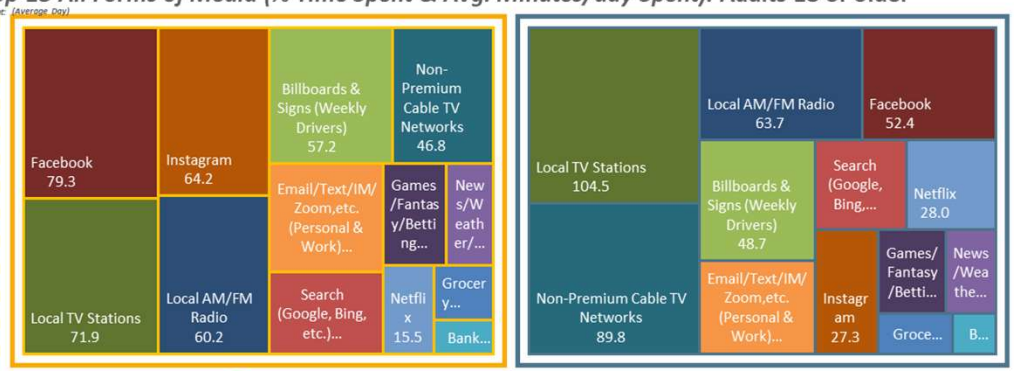


Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 55. minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

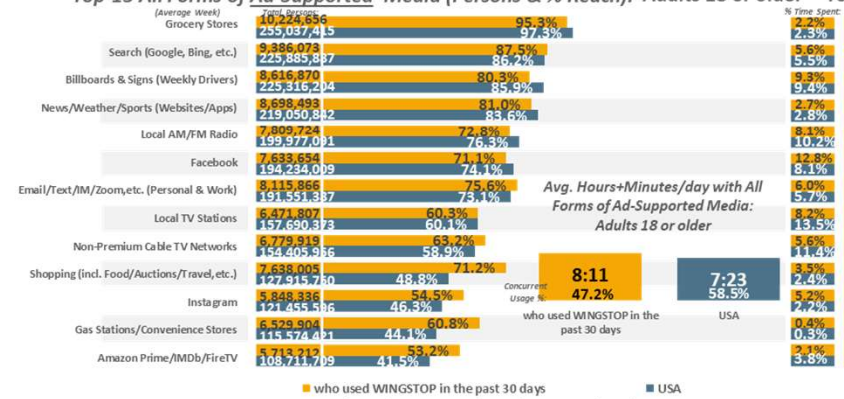
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



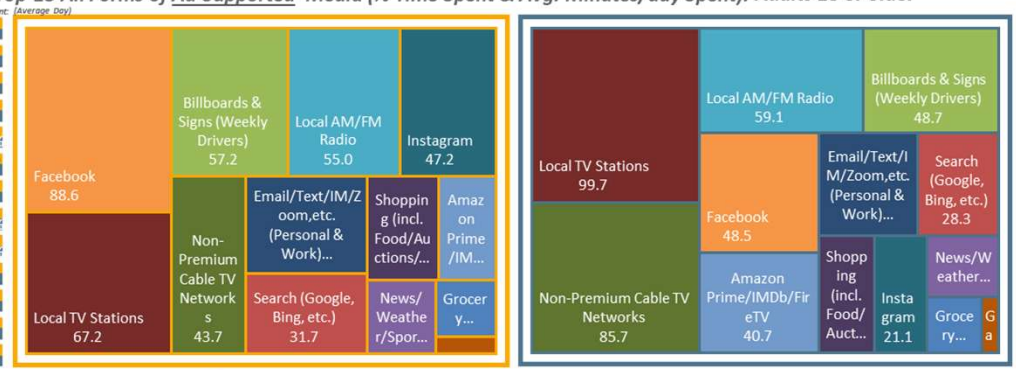
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

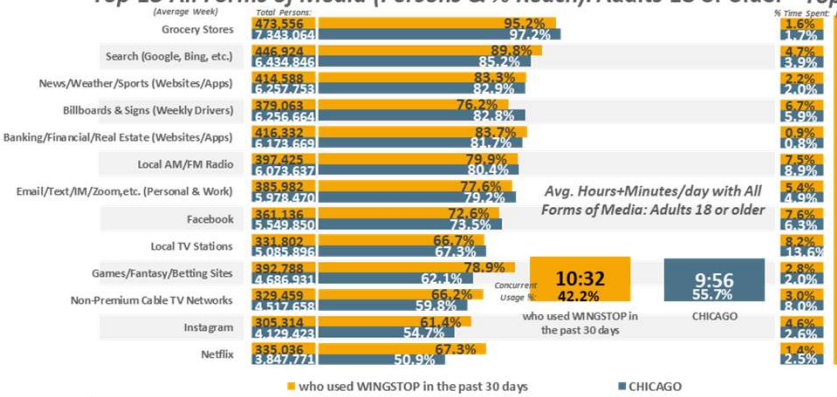
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Quick service restaurants used past 30 days: Wingstop

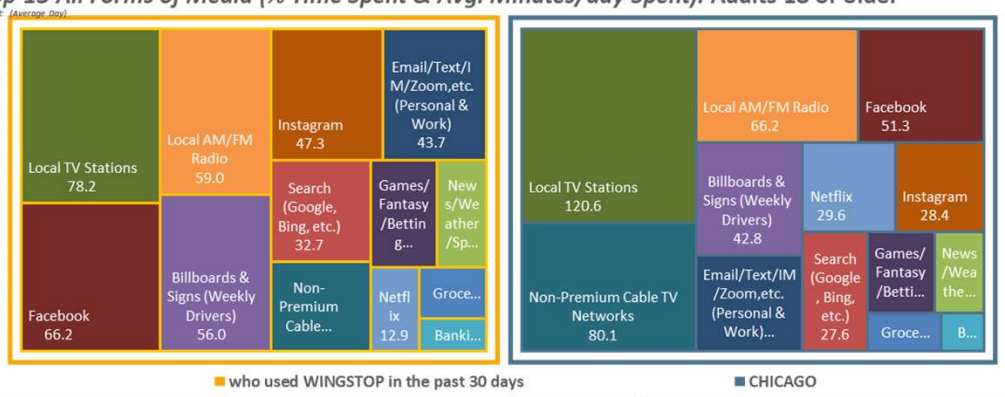


Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 78.% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

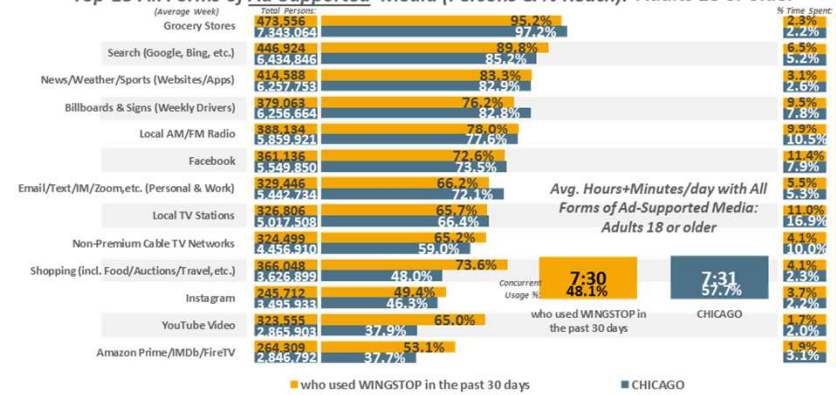
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



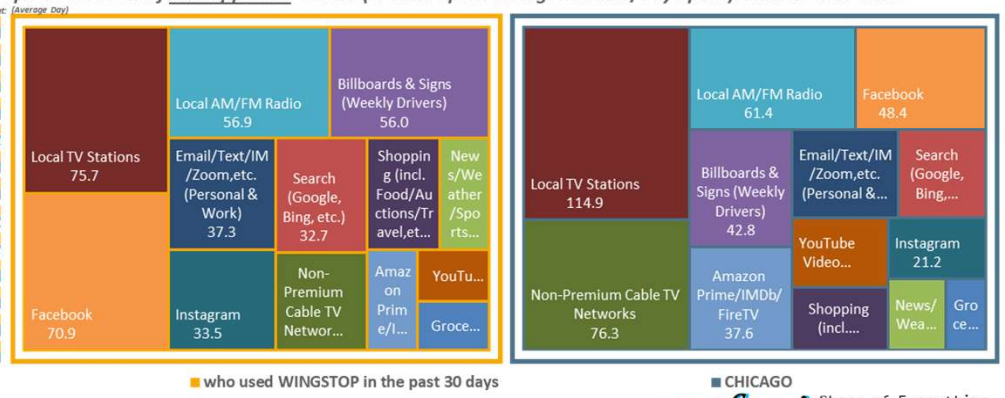
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

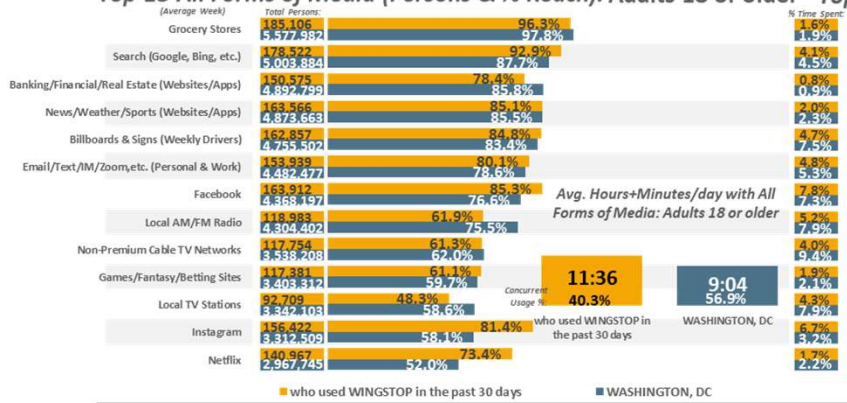
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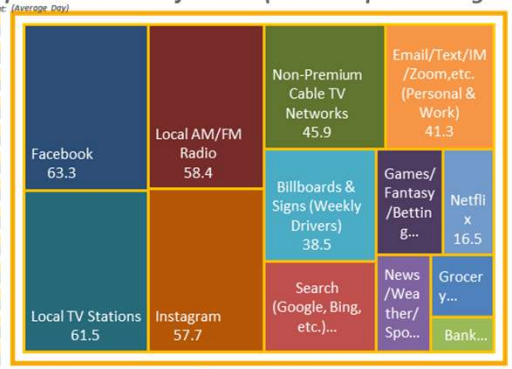
Quick service restaurants used past 30 days: Wingstop

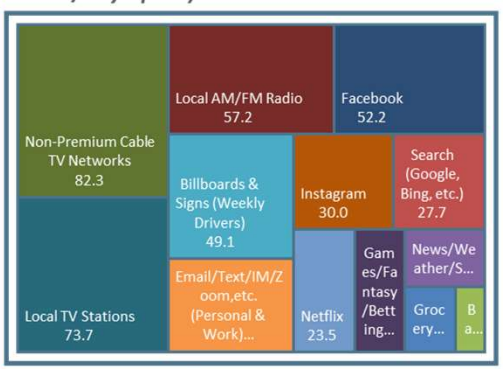
Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 59.6% listen to Local AM/FM Radio for an avg. of 48.8 minutes/day. *(Local Radio delivers 6.1% of Time with Ad-Supported Media.)*

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

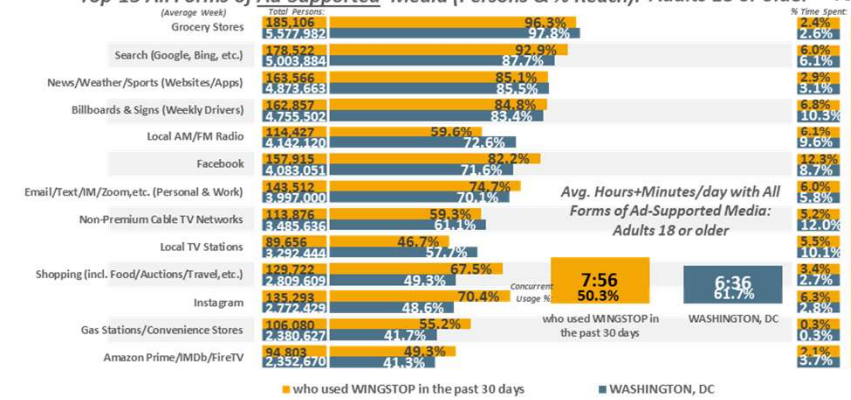


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

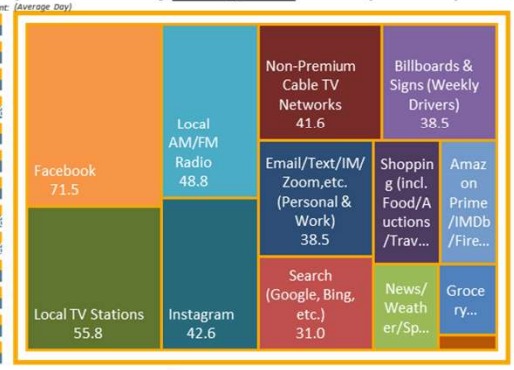


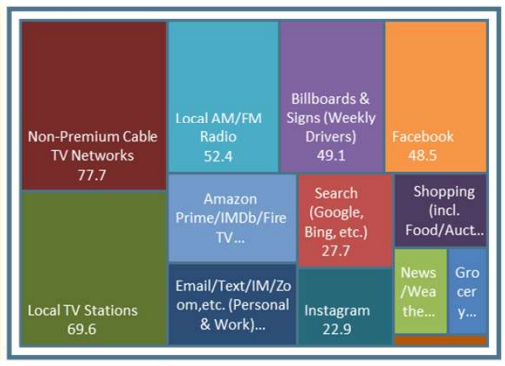


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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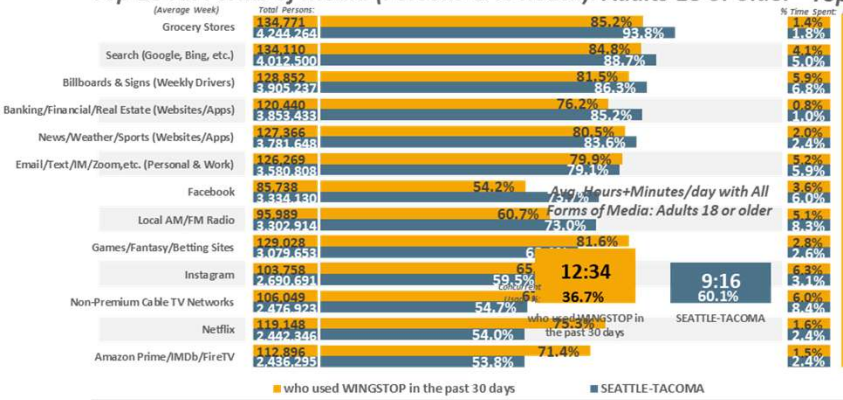
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Quick service restaurants used past 30 days: Wingstop

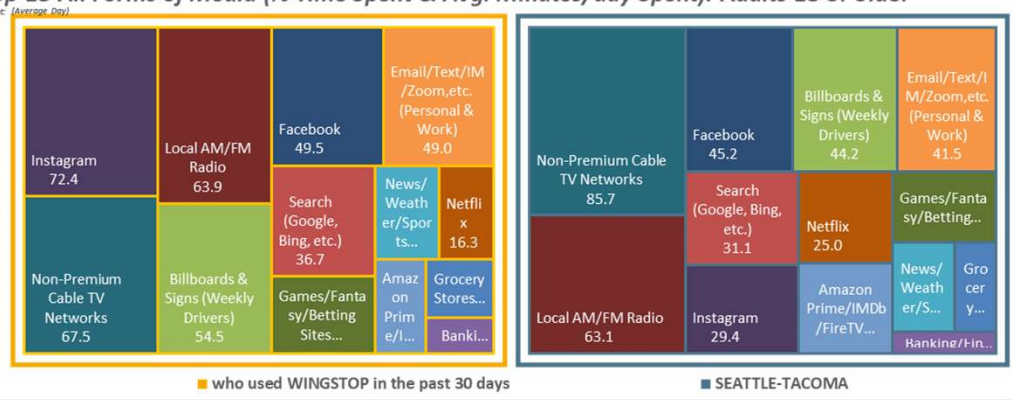


Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 59.6% listen to Local AM/FM Radio for an avg. of 53.4 minutes/day. *(Local Radio delivers 6.5% of Time with Ad-Supported Media.)*

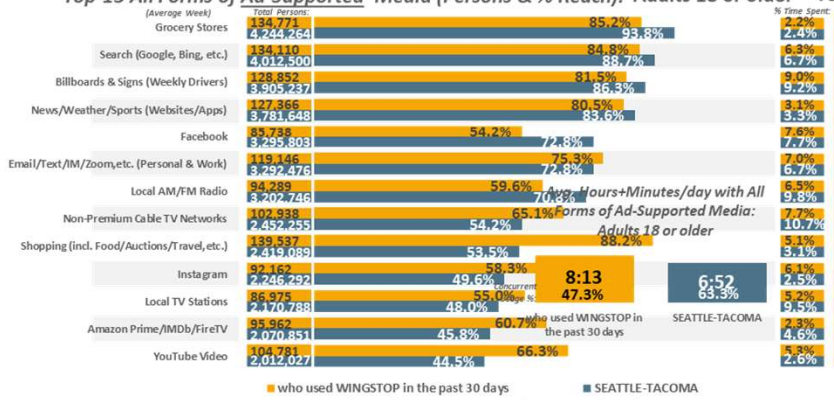
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



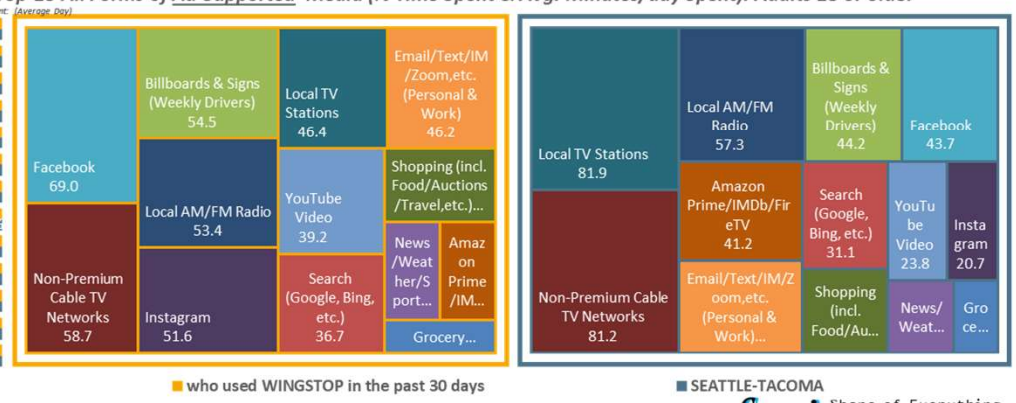
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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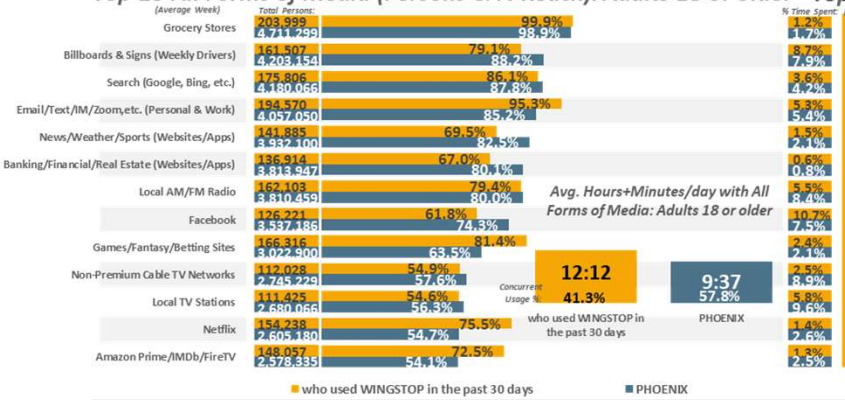
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Quick service restaurants used past 30 days: Wingstop

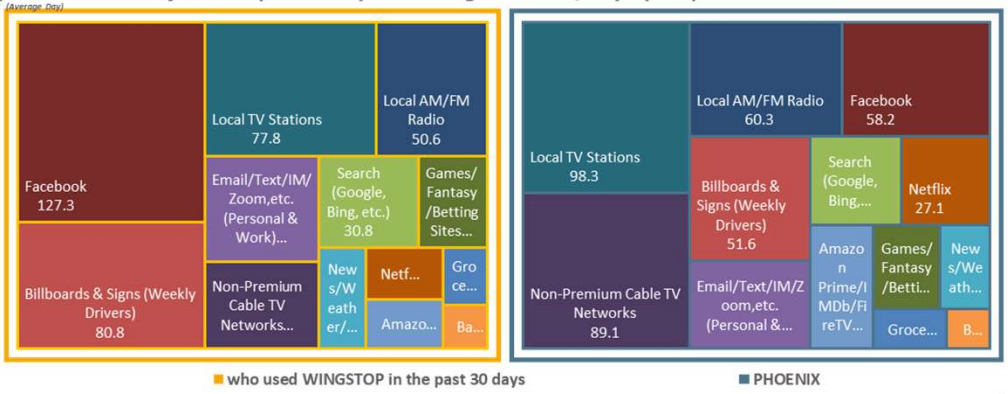


Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 50. minutes/day. *(Local Radio delivers 6.8% of Time with Ad-Supported Media.)*

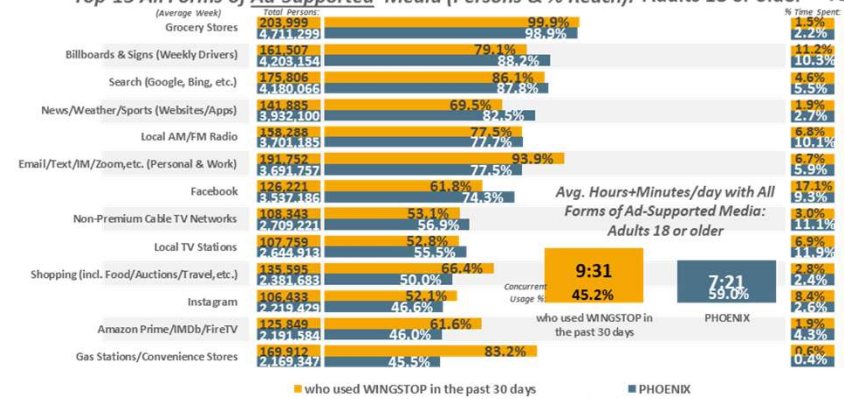
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



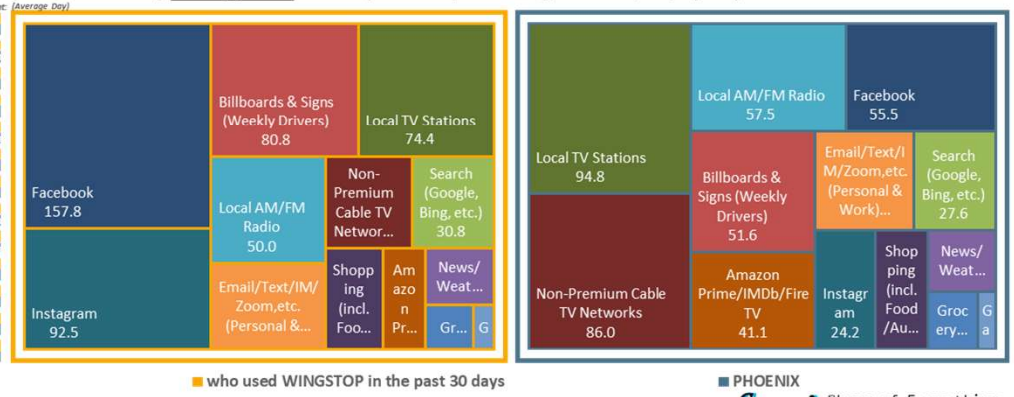
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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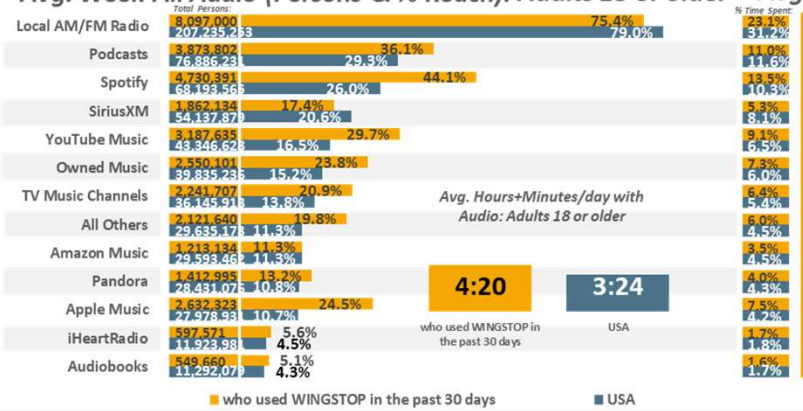
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Quick service restaurants used past 30 days: Wingstop

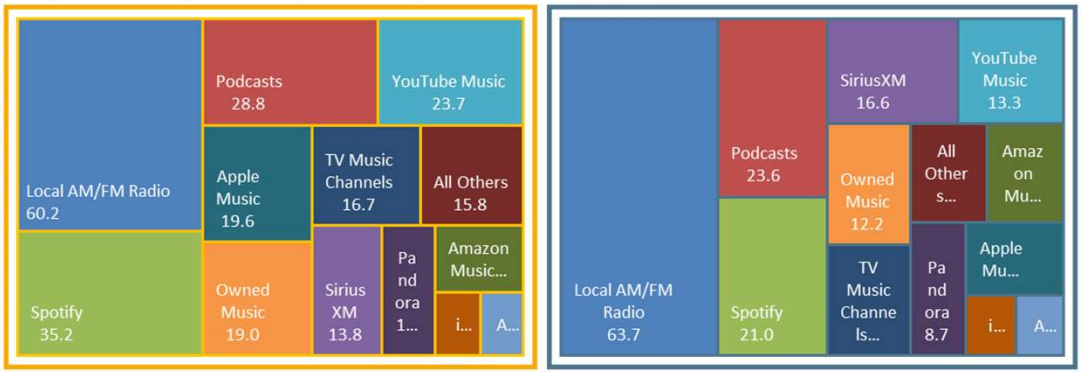


7,809,724 or 72.8% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

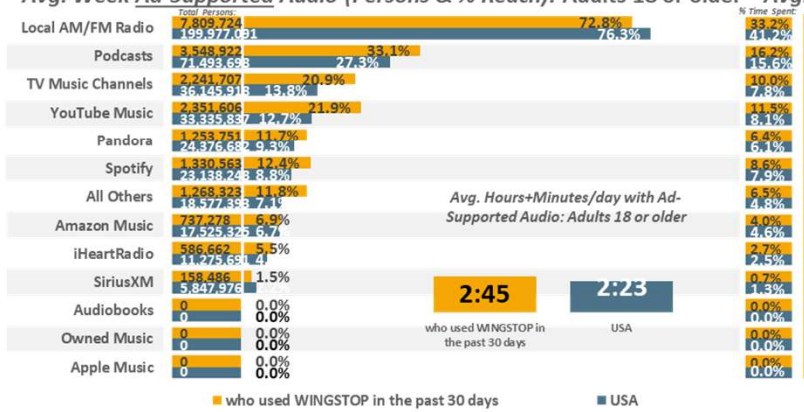
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



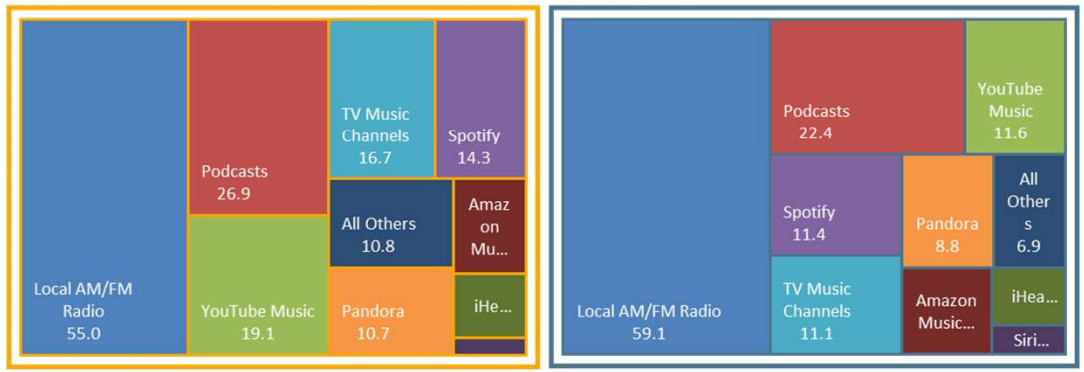
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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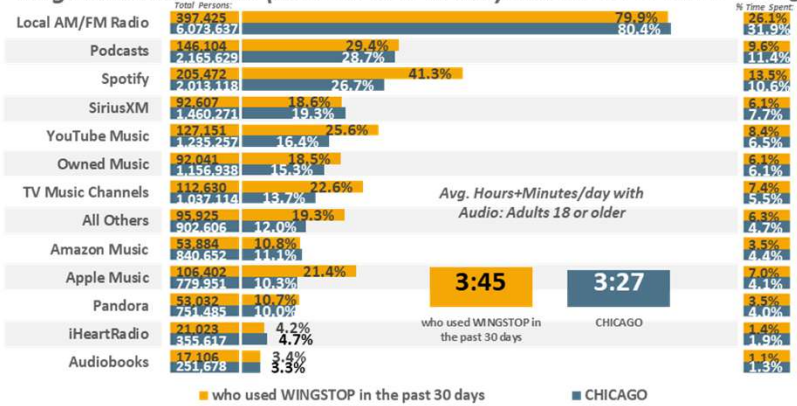
Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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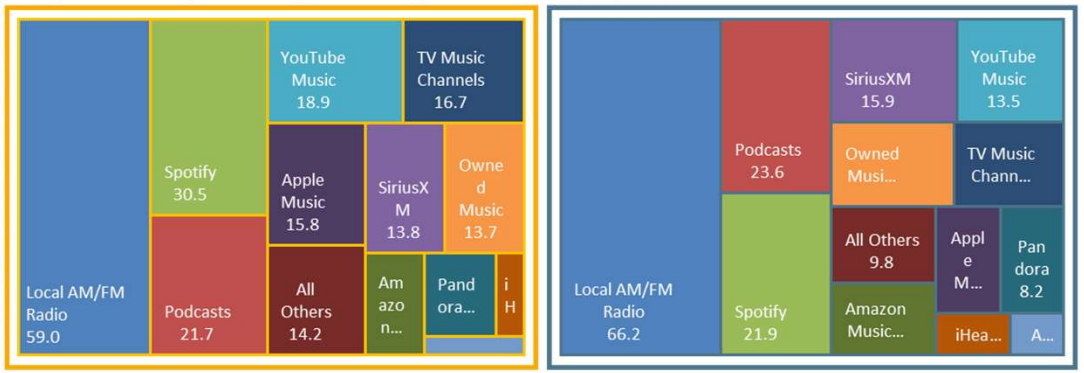
Quick service restaurants used past 30 days: Wingstop

388,134 or 78.% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

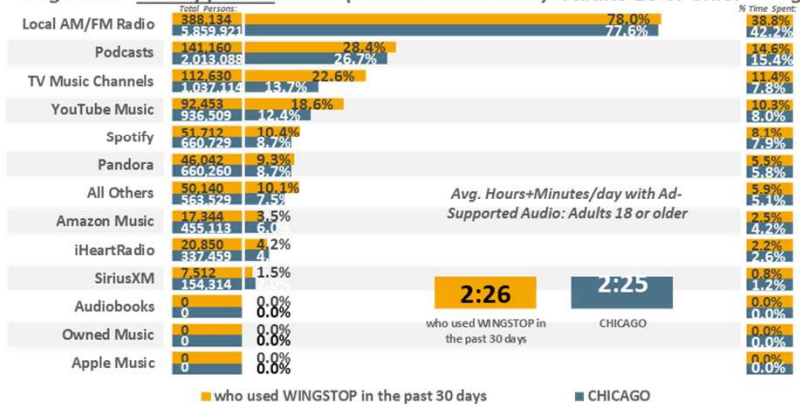
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



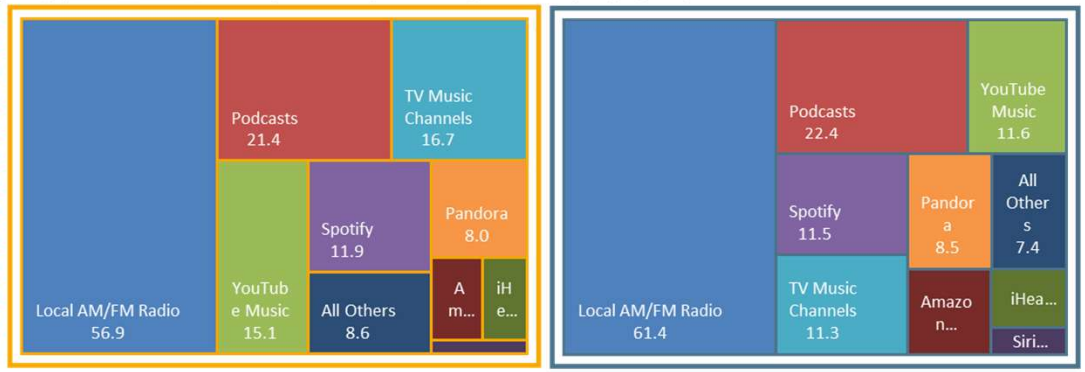
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

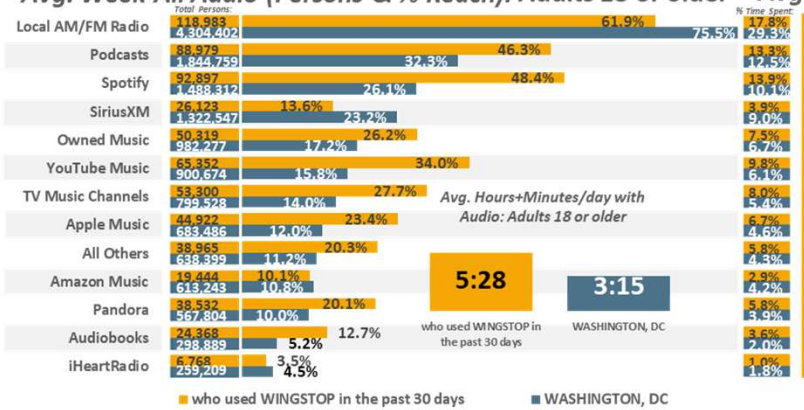
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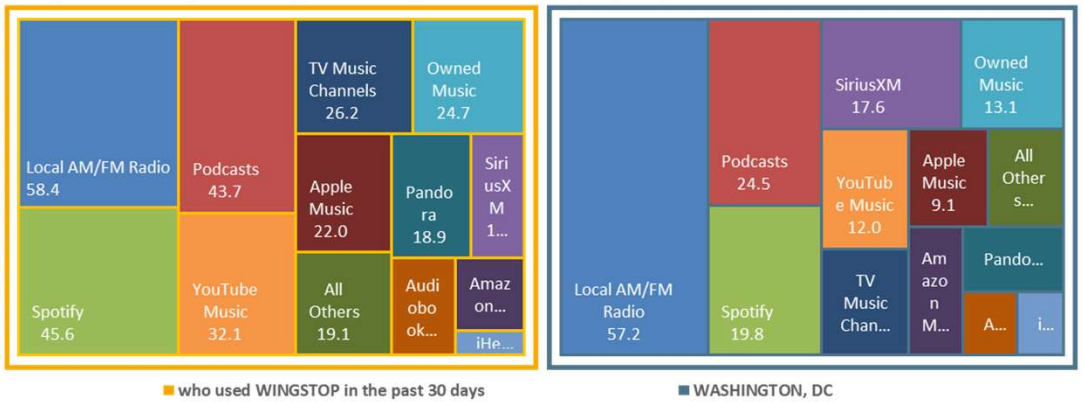
Quick service restaurants used past 30 days: Wingstop

114,427 or 59.6% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 23.3% of all time spent daily with Ad-Supported Audio.

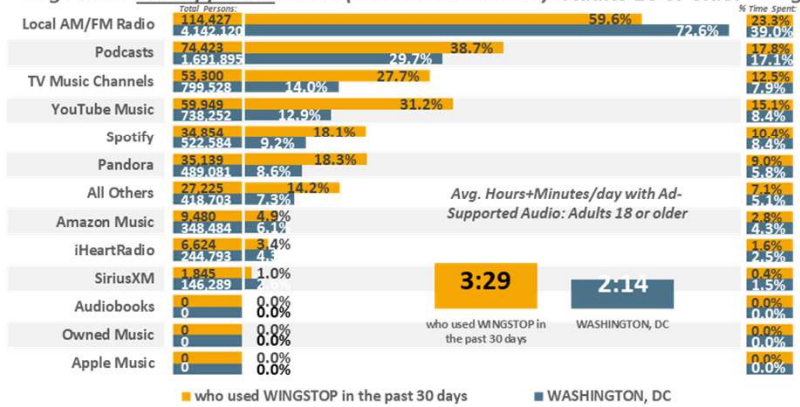
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



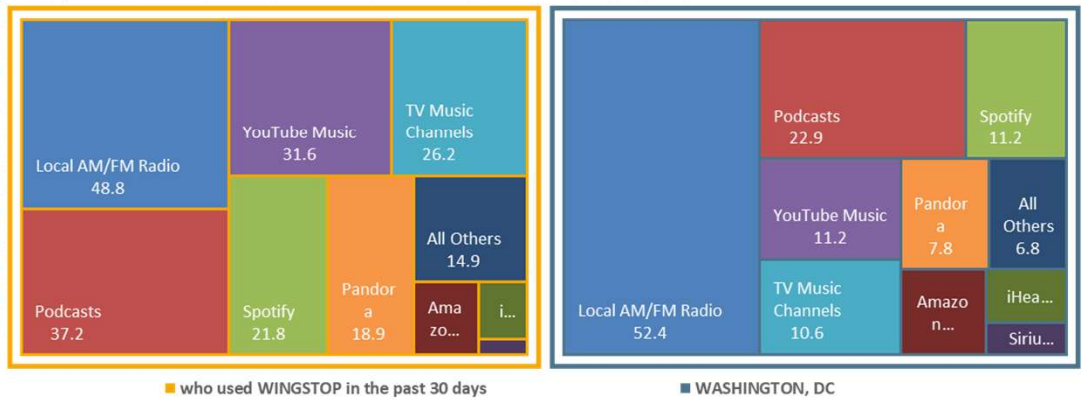
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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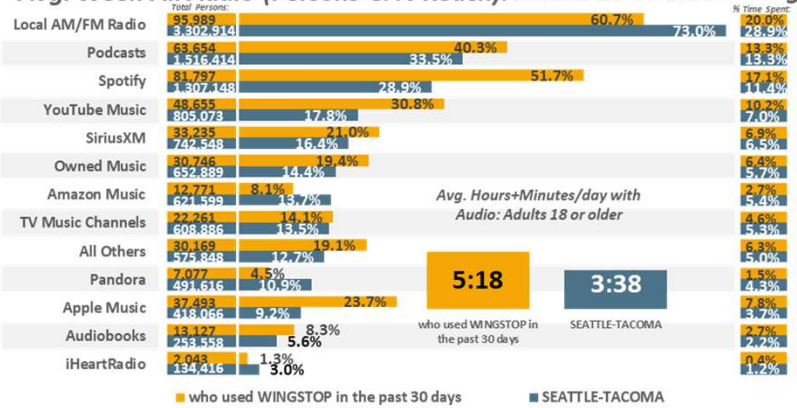
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Quick service restaurants used past 30 days: Wingstop

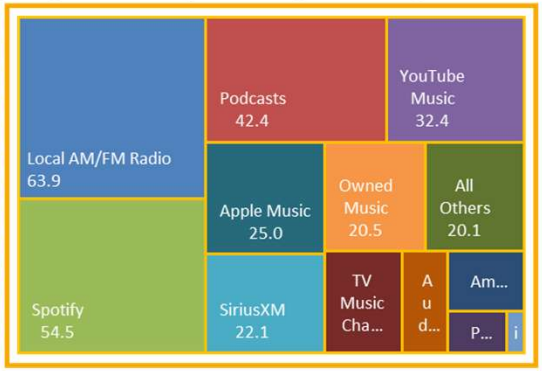


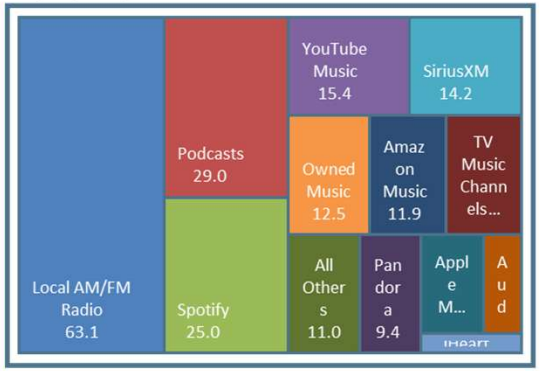
94,289 or 59.6% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

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

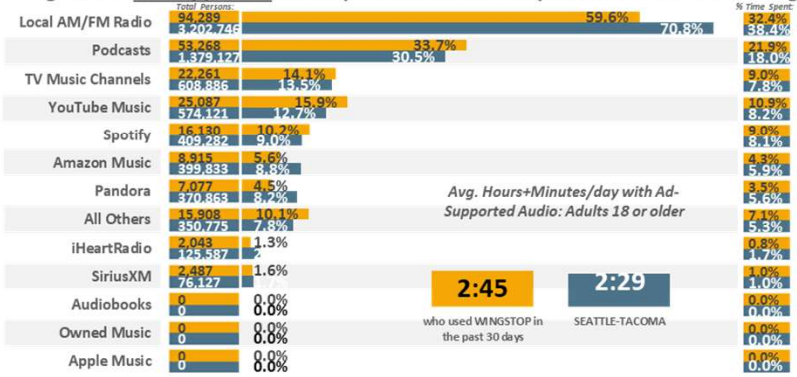


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

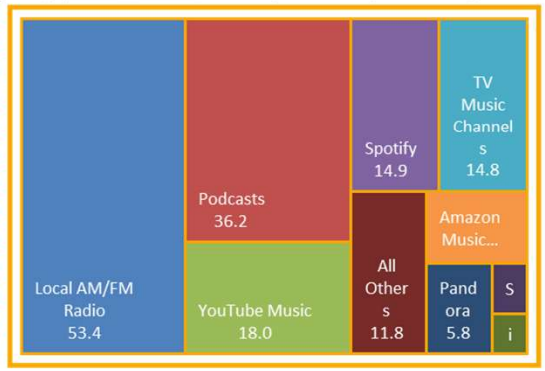


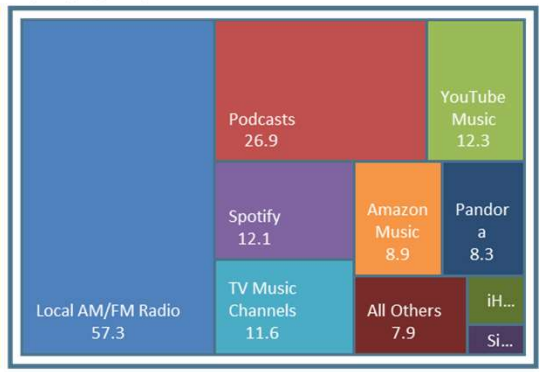


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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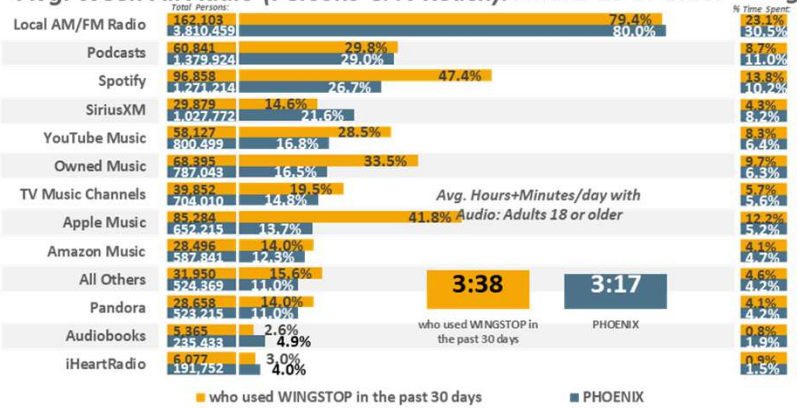
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Quick service restaurants used past 30 days: Wingstop

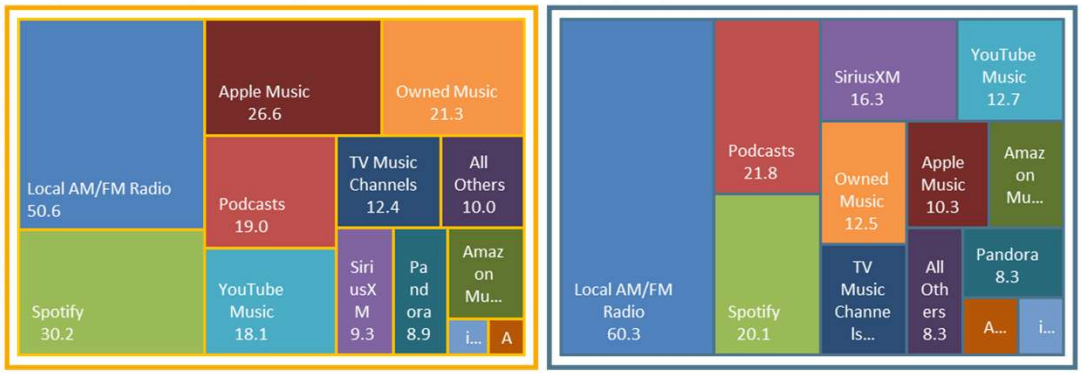


158,288 or 77.5% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50. minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

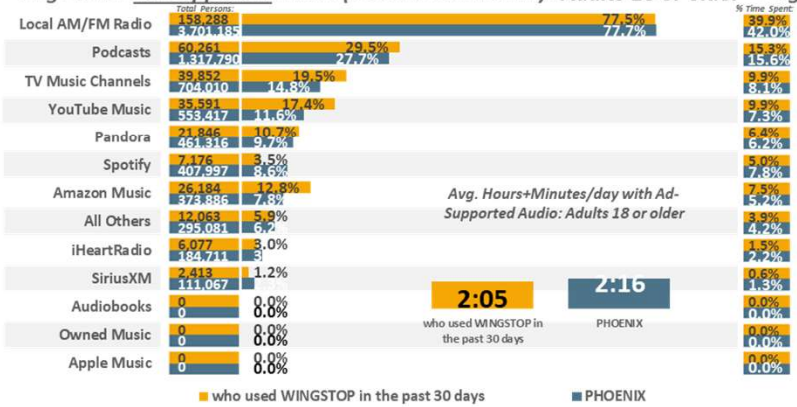
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



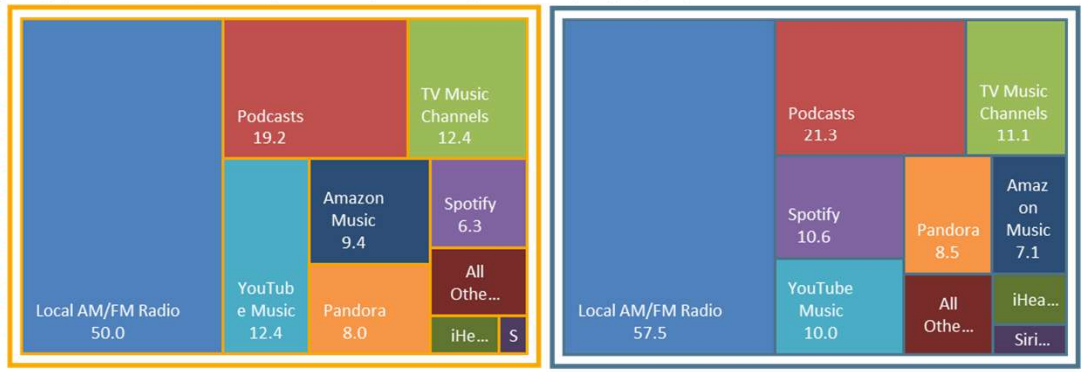
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

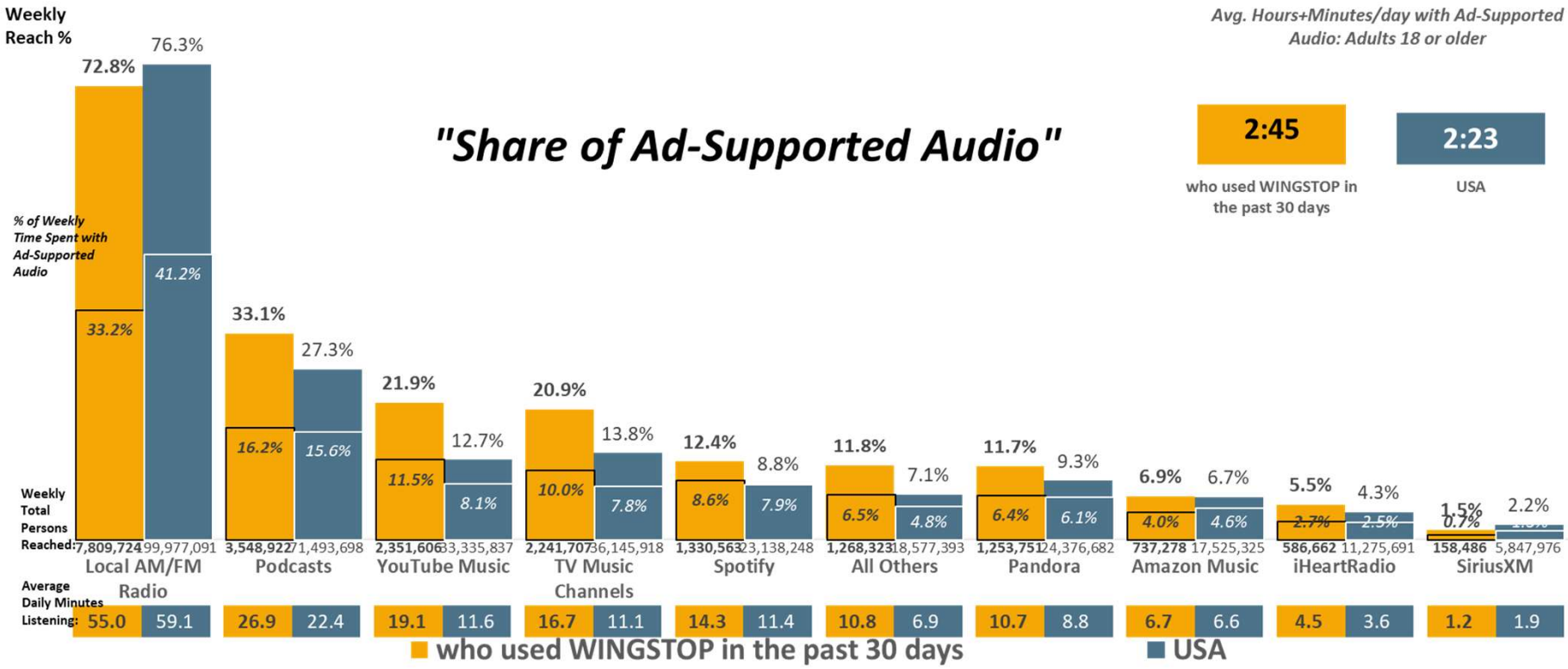
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Quick service restaurants used past 30 days: Wingstop



7,809,724 or 72.8% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

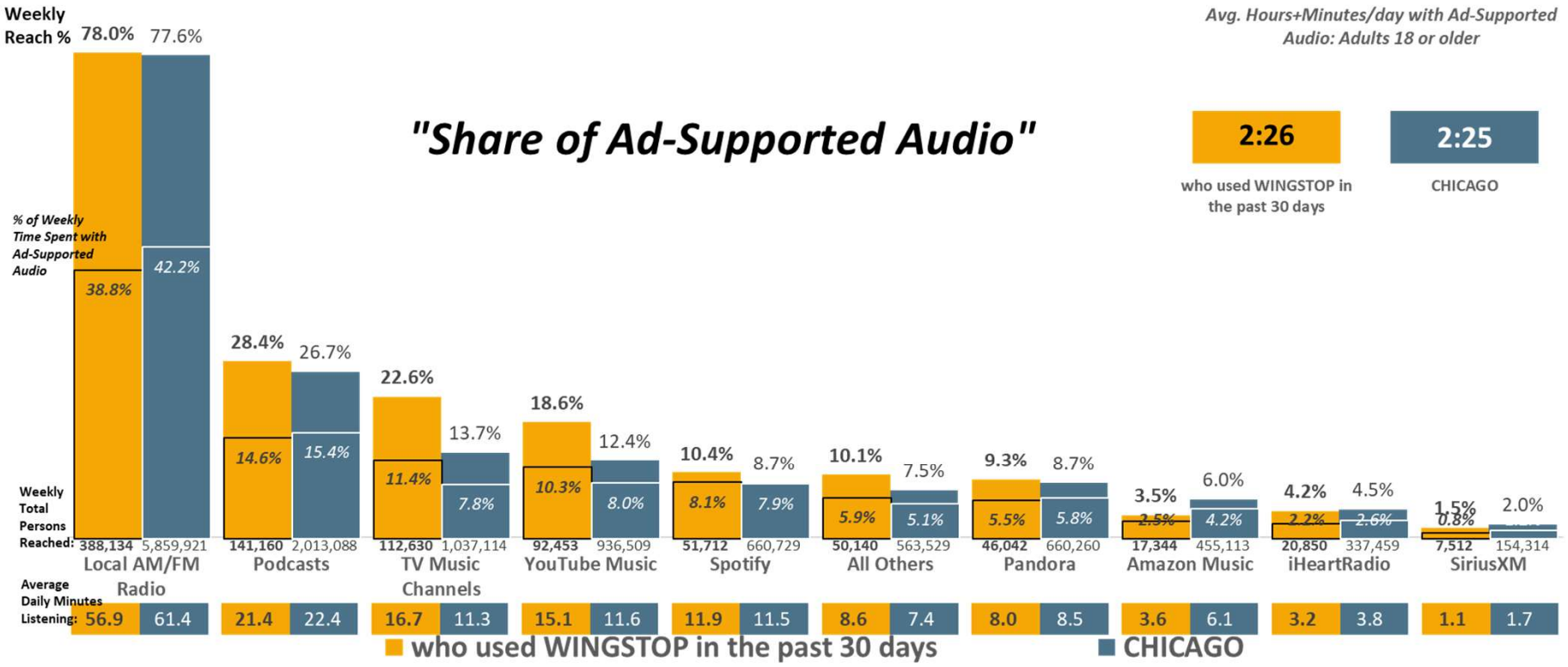
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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Quick service restaurants used past 30 days: Wingstop

388,134 or 78.% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

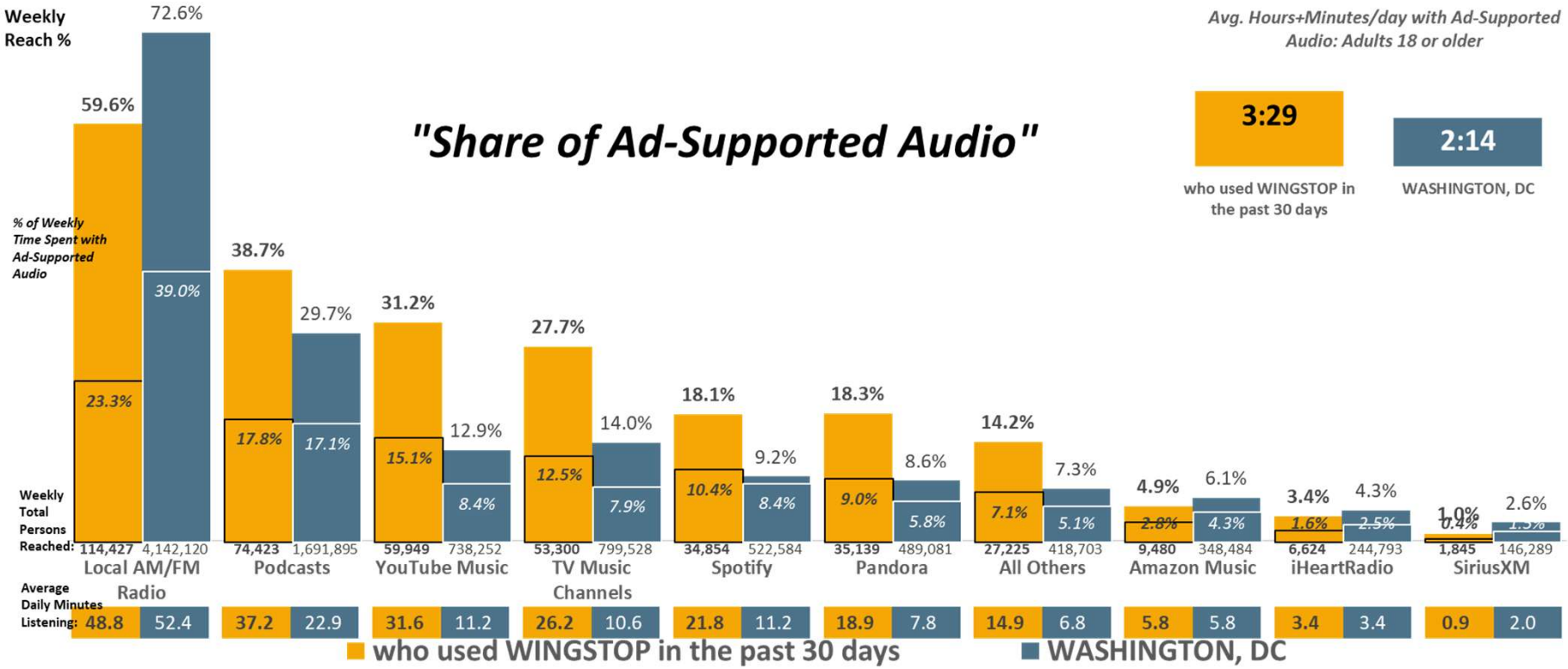
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Quick service restaurants used past 30 days: Wingstop



114,427 or 59.6% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.8 minutes every day representing 23.3% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

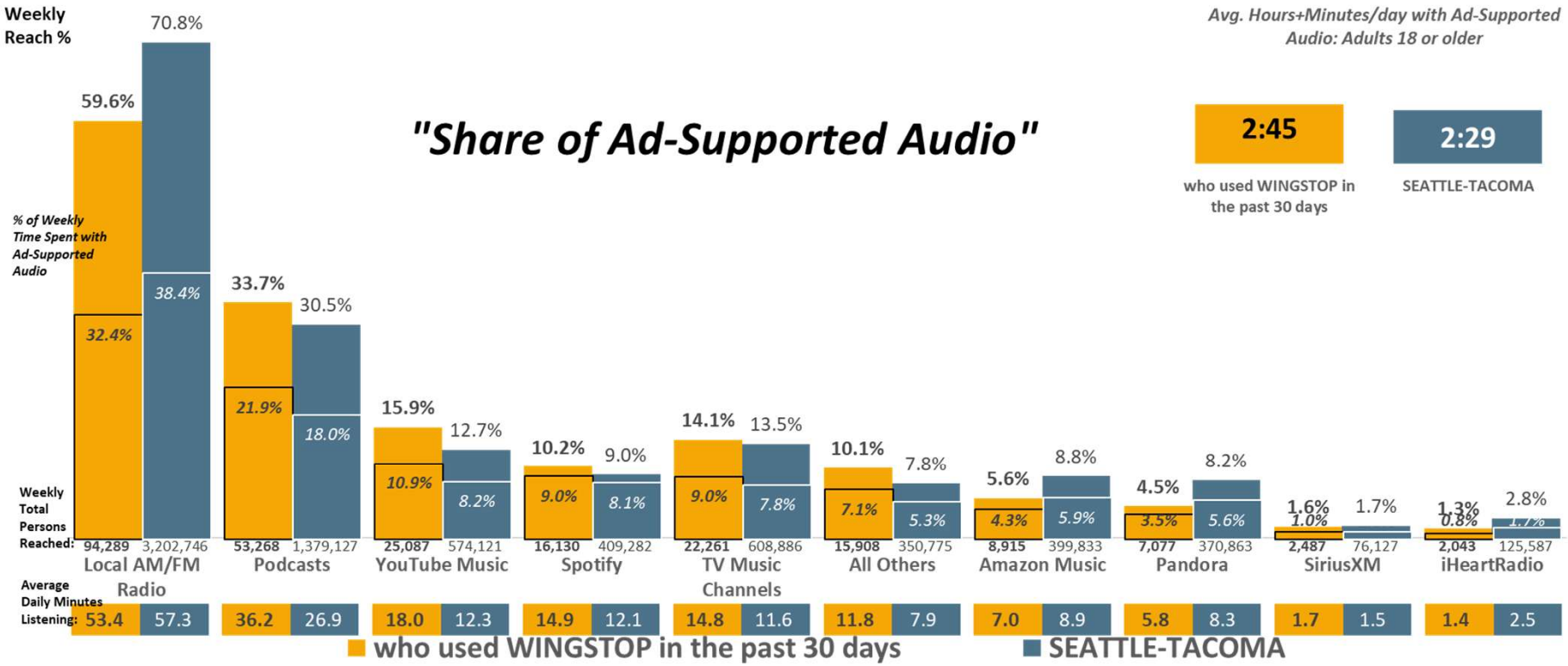
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Quick service restaurants used past 30 days: Wingstop



94,289 or 59.6% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

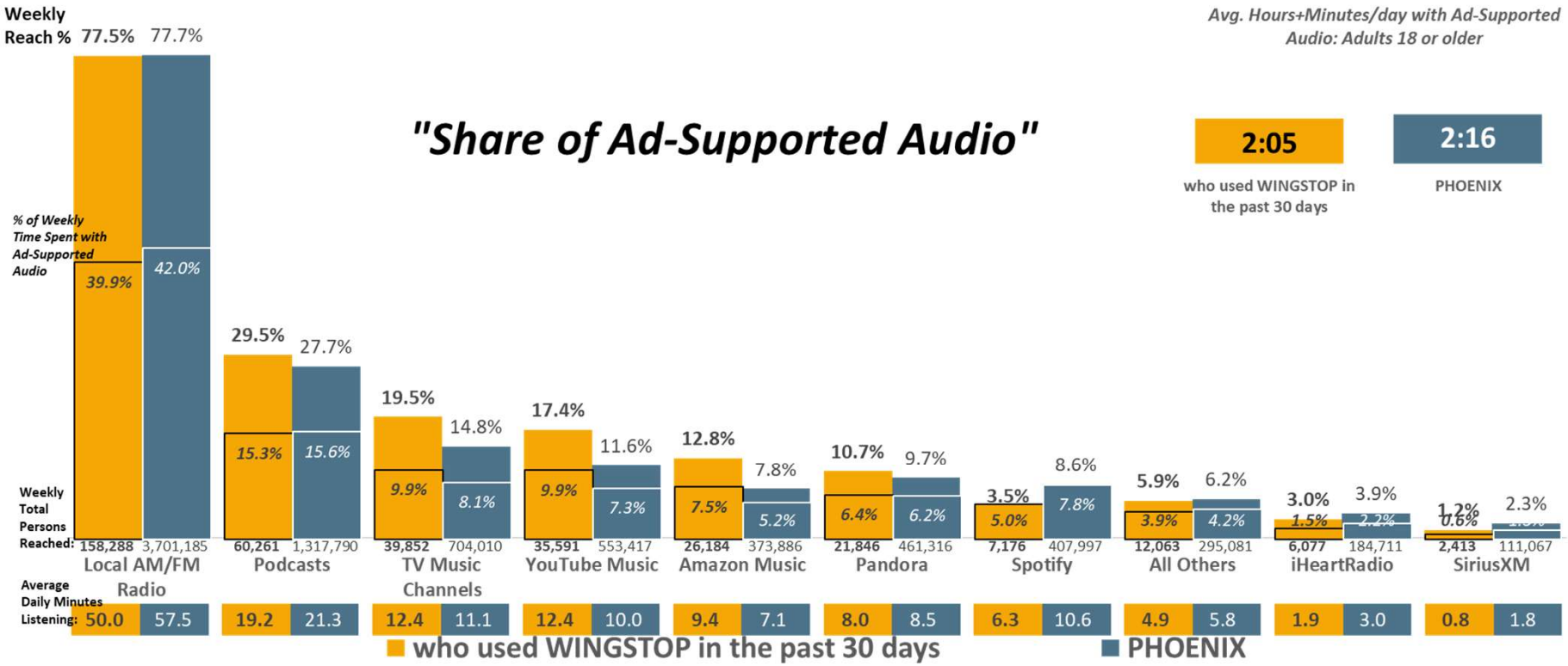
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Quick service restaurants used past 30 days: Wingstop



158,288 or 77.5% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50. minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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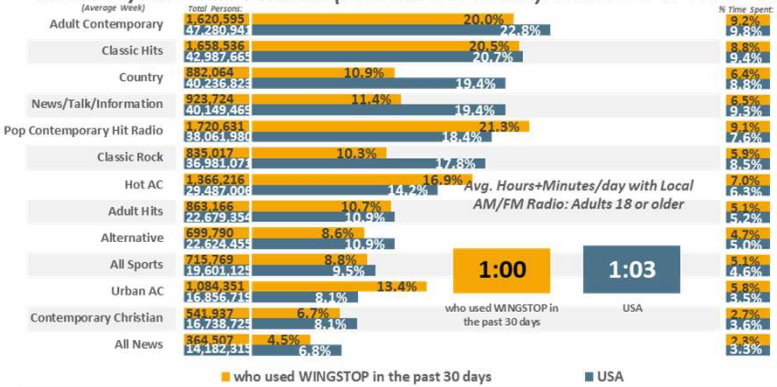
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Quick service restaurants used past 30 days: Wingstop

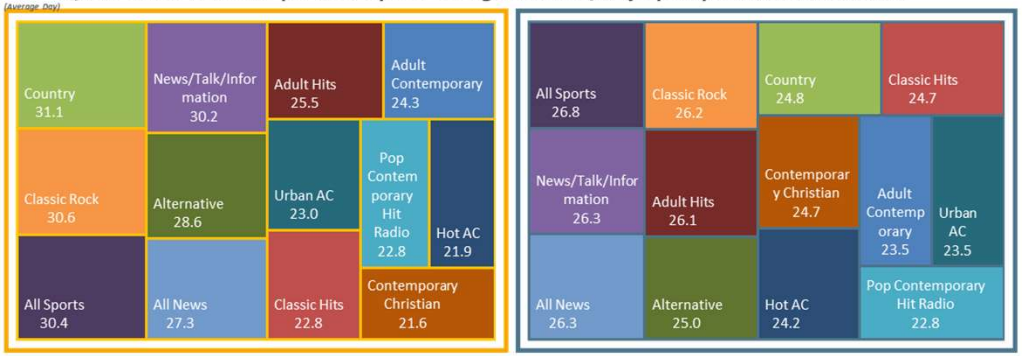


7,809,724 or 72.8% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Hot AC, and Urban AC.

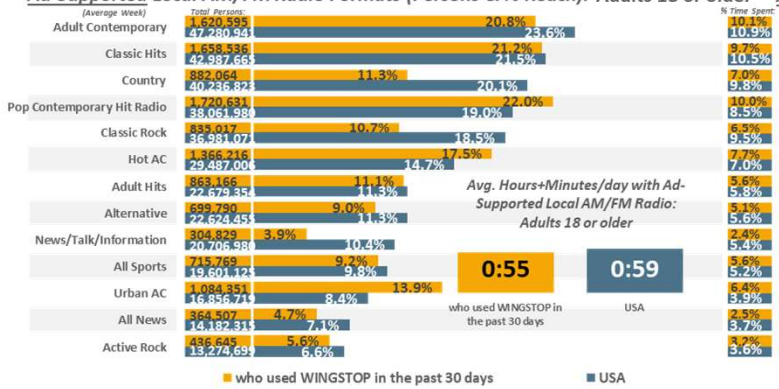
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



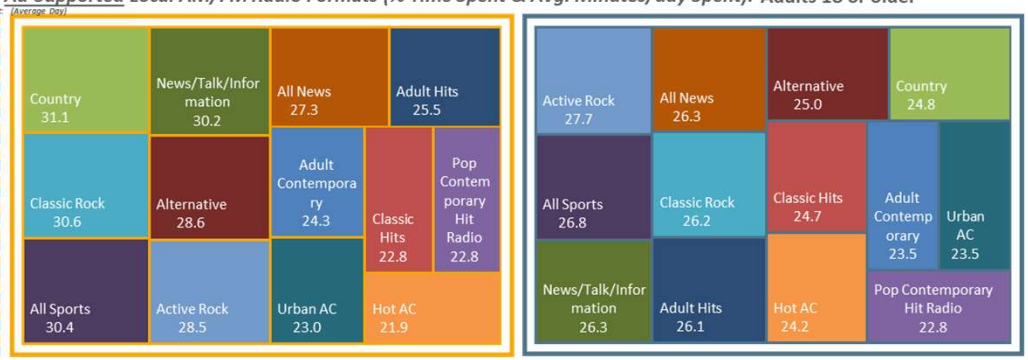
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

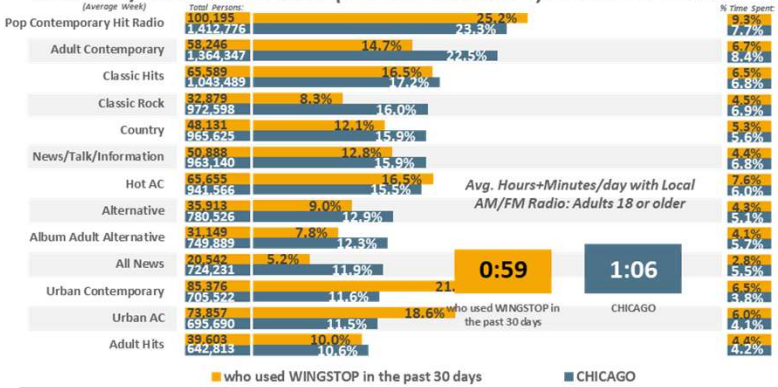
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Quick service restaurants used past 30 days: Wingstop

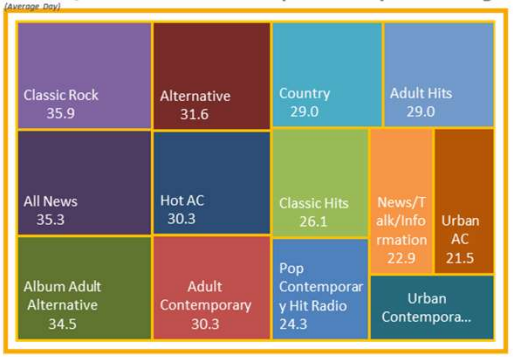


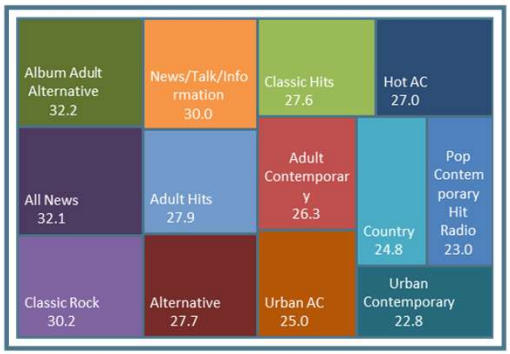
388,134 or 78.% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Urban AC, Spanish Contemporary, and Mexican Regional.

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

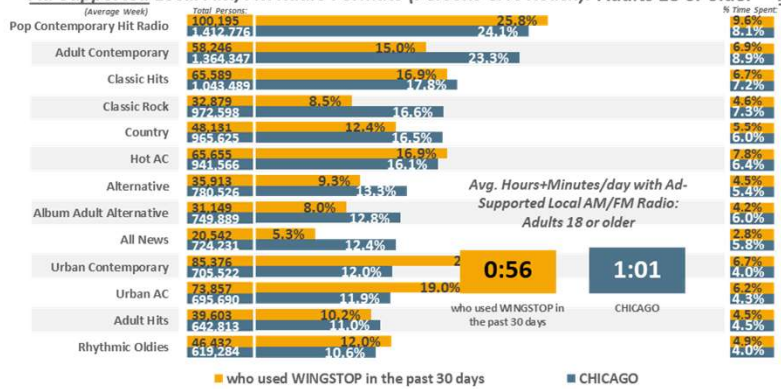


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

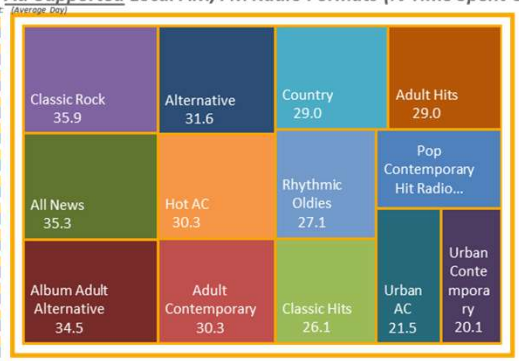


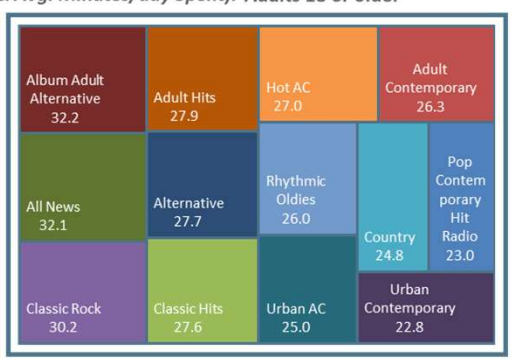


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

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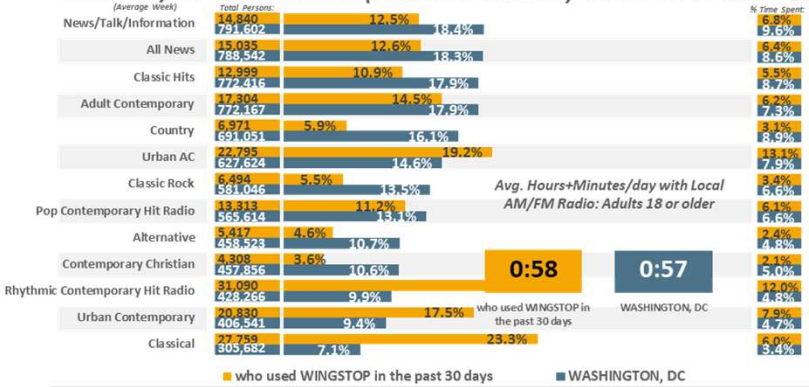
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Quick service restaurants used past 30 days: Wingstop

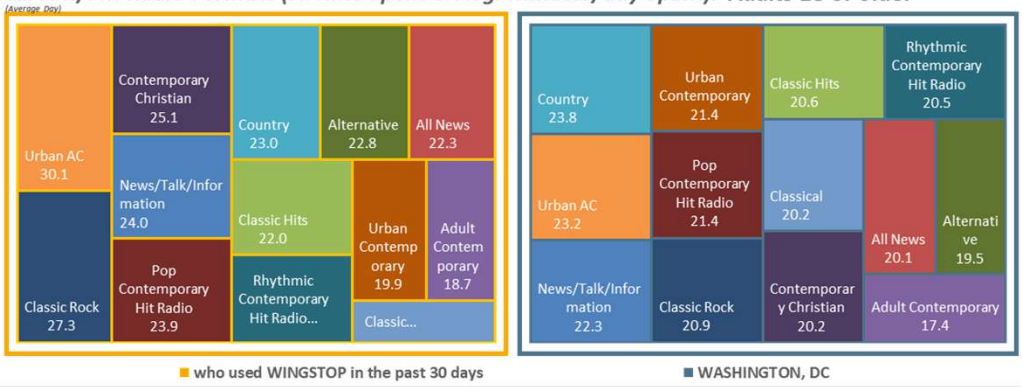


114,427 or 59.6% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Rhythmic Contemporary Hit Radio, Urban AC, Urban Contemporary, Adult Contemporary, and Hot AC.

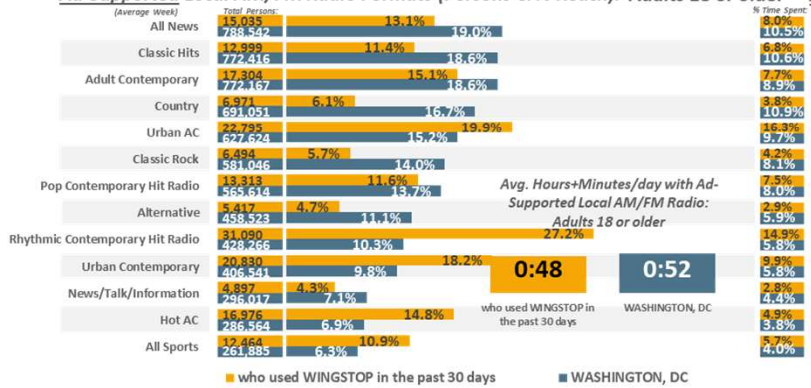
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



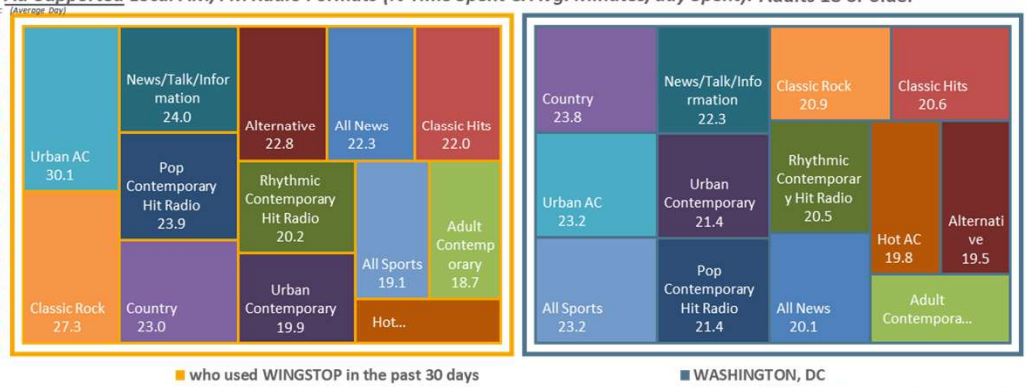
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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Quick service restaurants used past 30 days: Wingstop

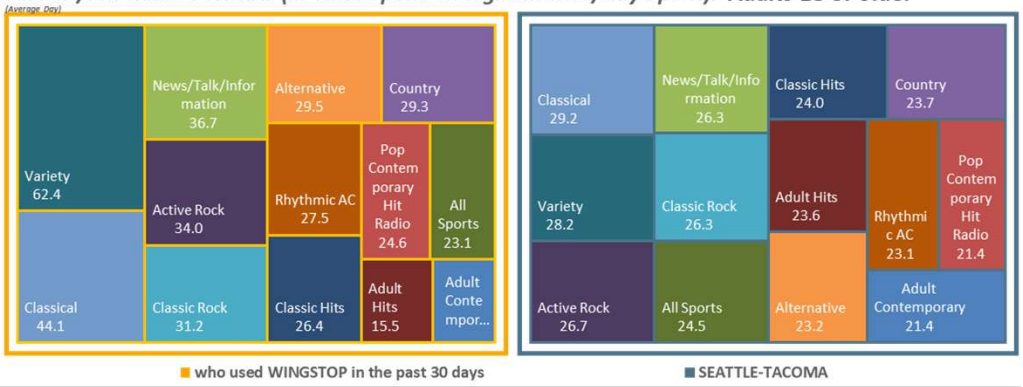


94,289 or 59.6% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Country, Alternative, and Pop Contemporary Hit Radio.

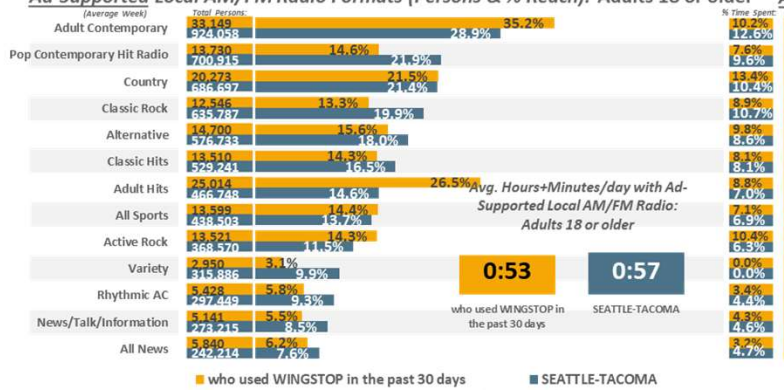
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



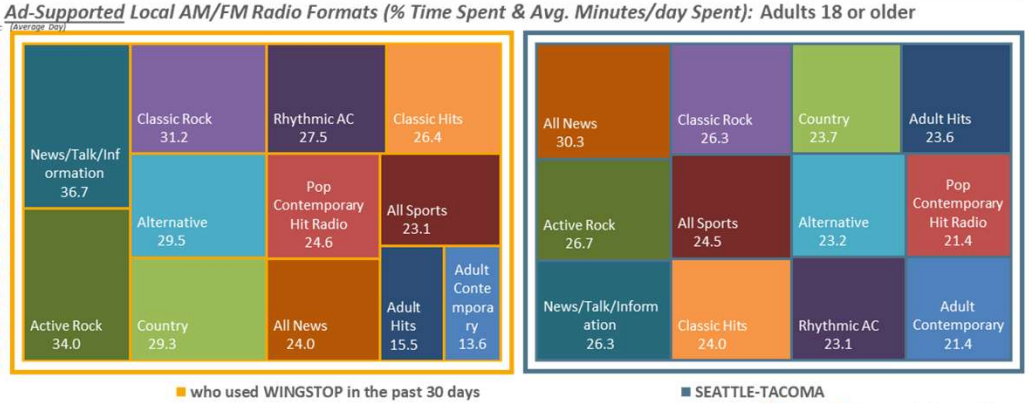
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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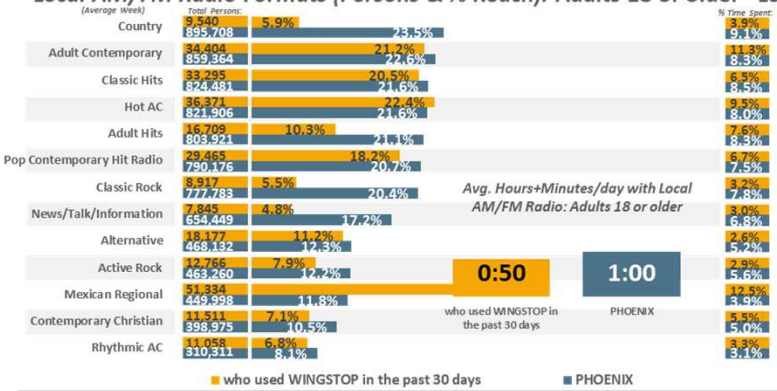
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Quick service restaurants used past 30 days: Wingstop

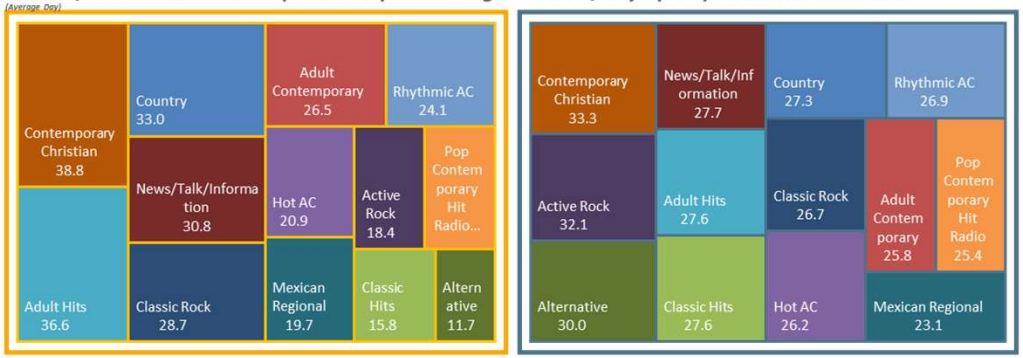


158,288 or 77.5% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Spanish Adult Hits, Hot AC, Adult Contemporary, and Classic Hits.

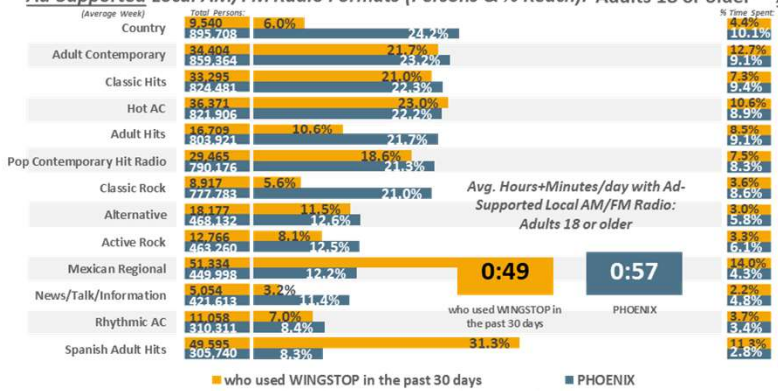
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



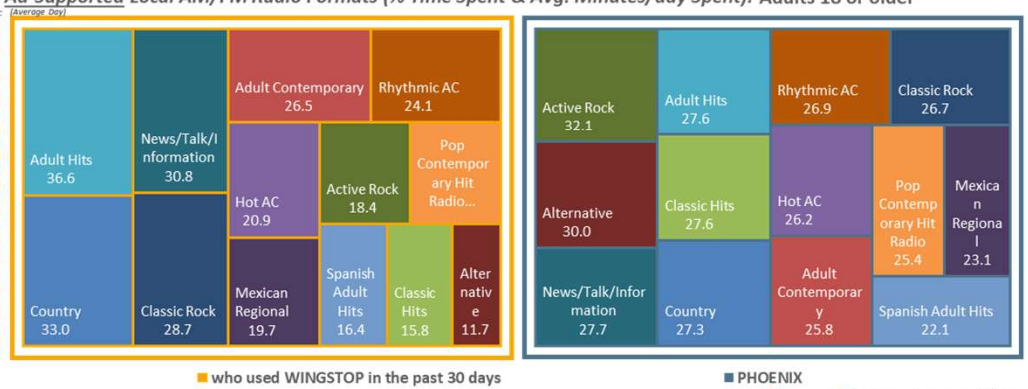
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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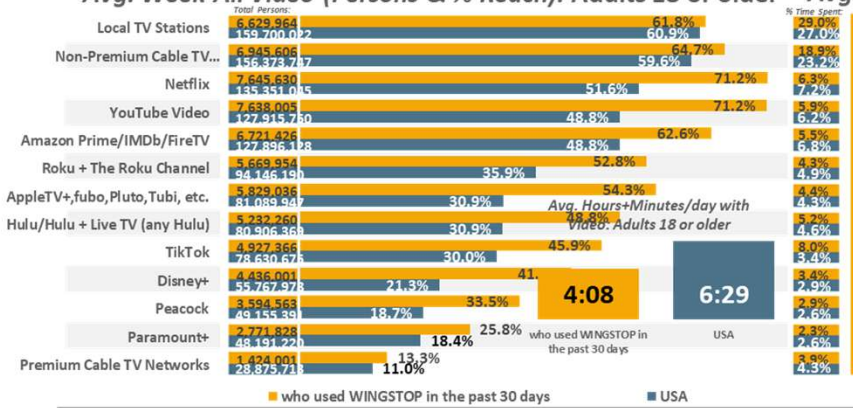
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Quick service restaurants used past 30 days: Wingstop

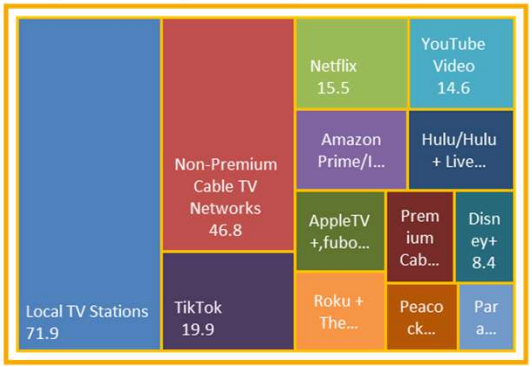


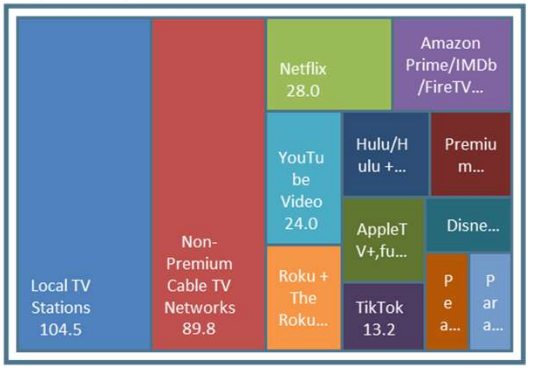
6,471,807 or 60.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

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

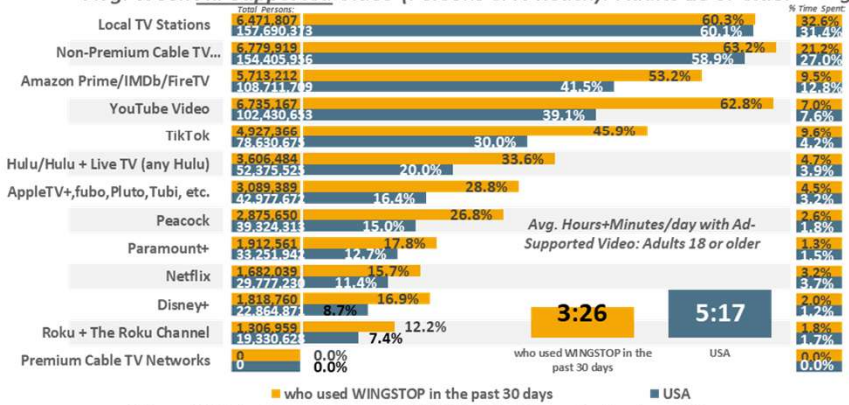


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

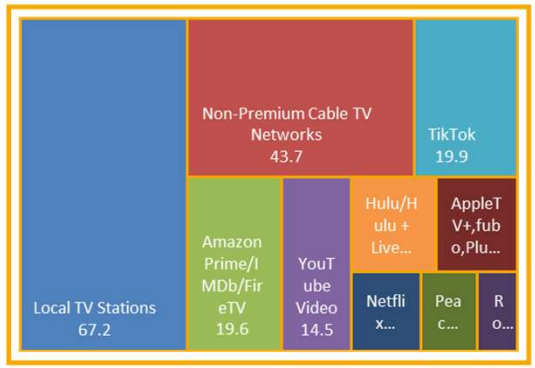


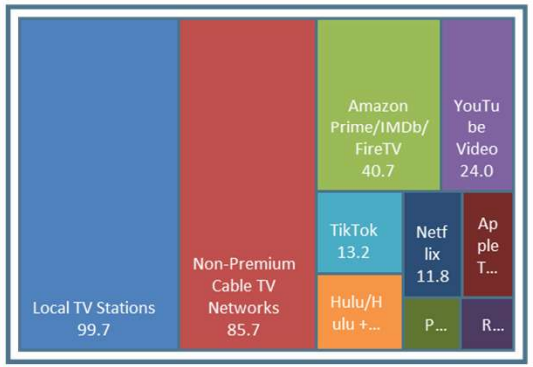


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

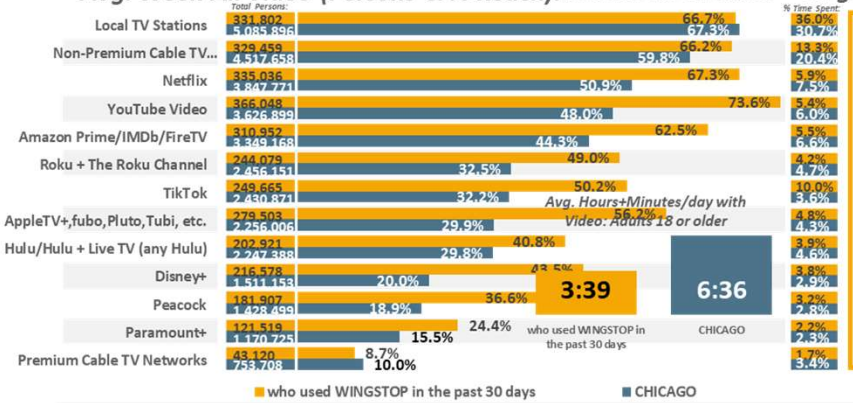
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Quick service restaurants used past 30 days: Wingstop

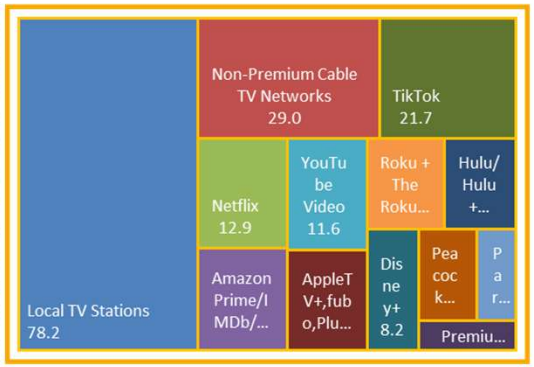


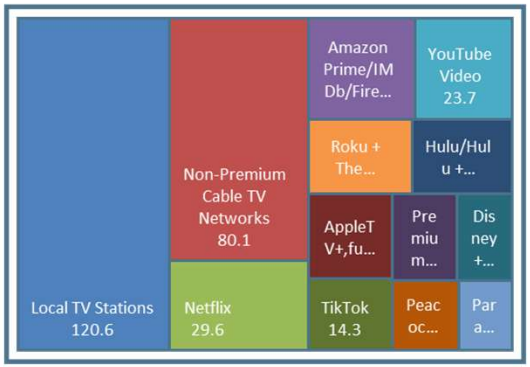
326,806 or 65.7% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 75.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.

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

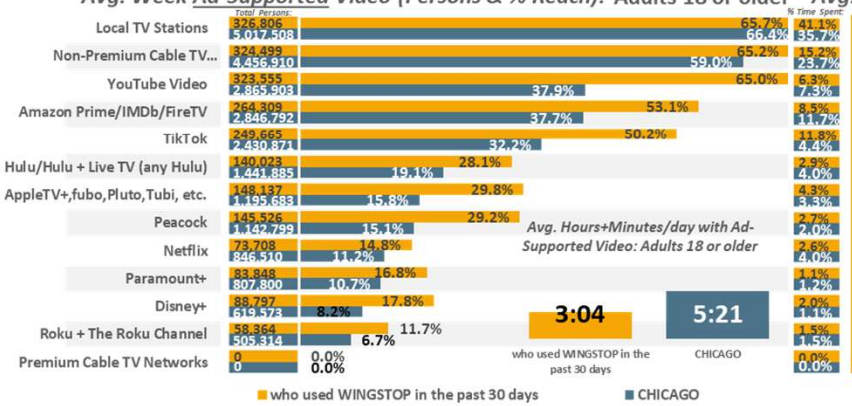


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

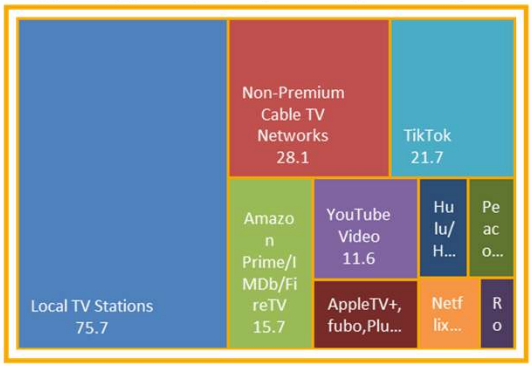


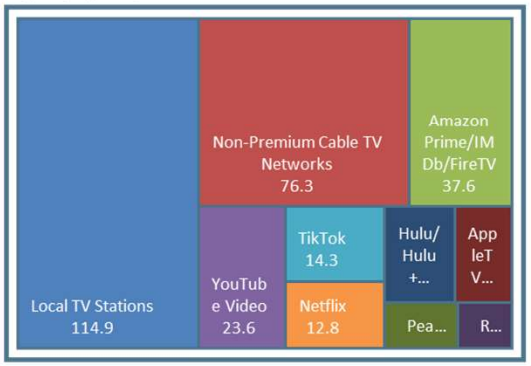


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

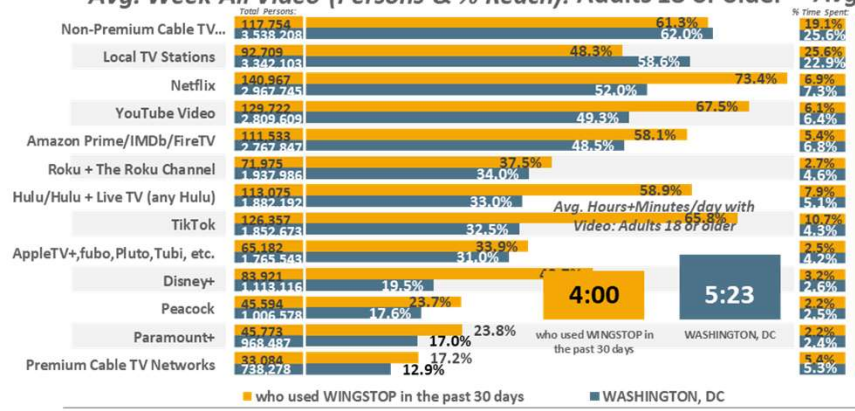
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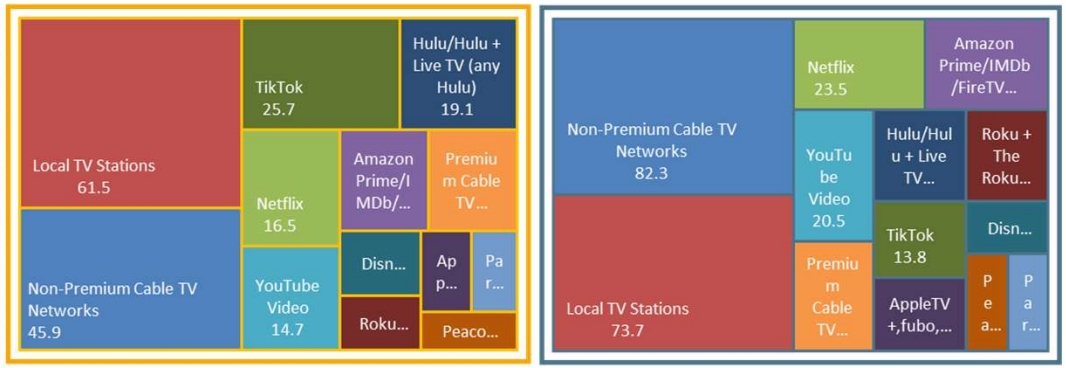
Quick service restaurants used past 30 days: Wingstop

89,656 or 46.7% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

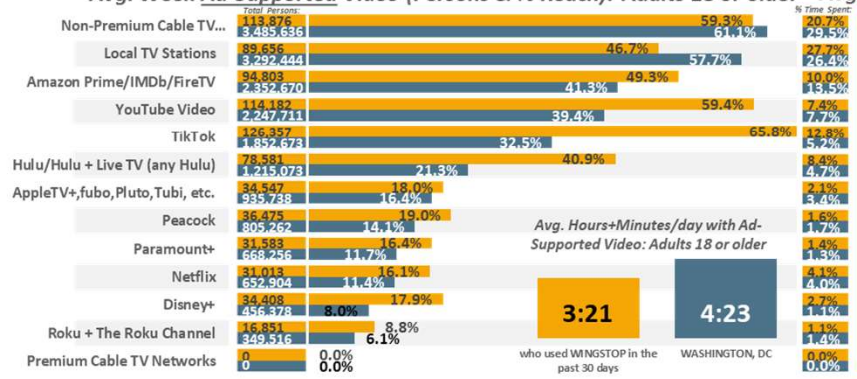
Avg. Week All Video (Persons & % Reach): Adults 18 or older



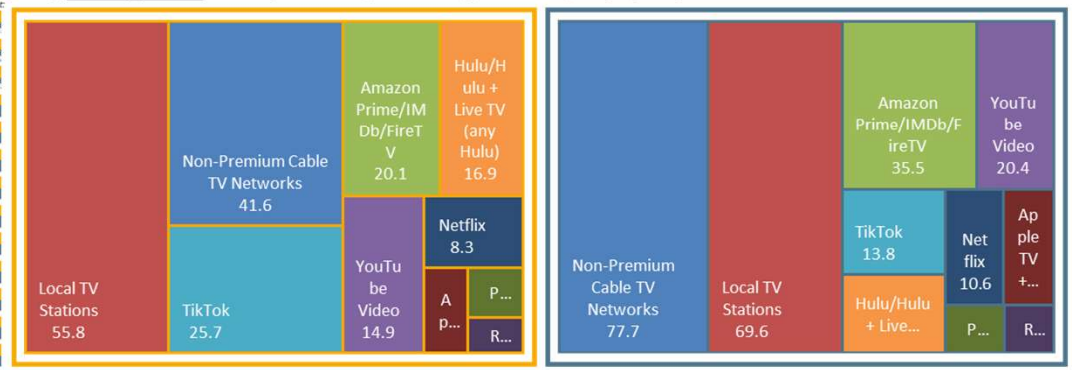
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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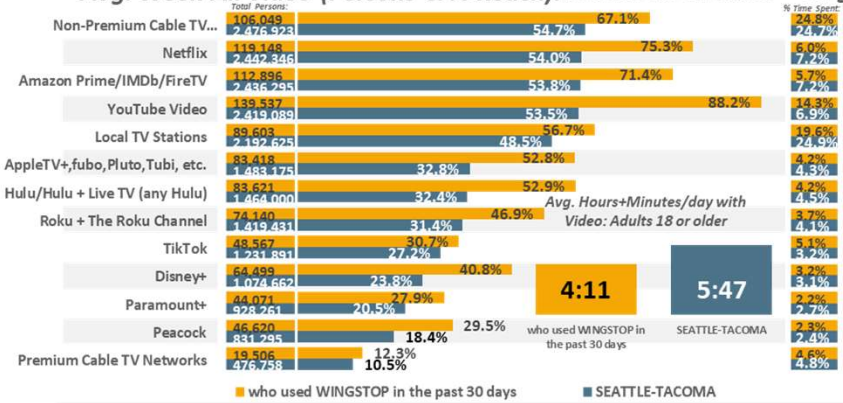
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Quick service restaurants used past 30 days: Wingstop

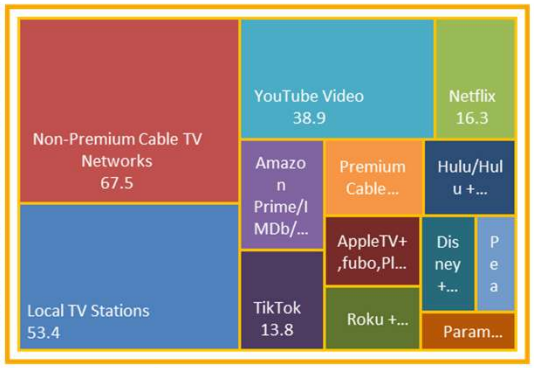


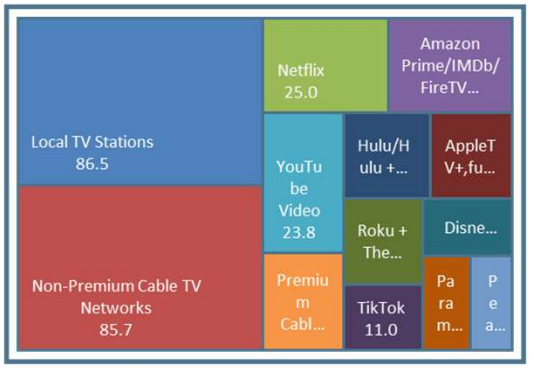
86,975 or 55.% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 46.4 minutes every day representing 22.2% of all time spent daily with Ad-Supported Video.

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

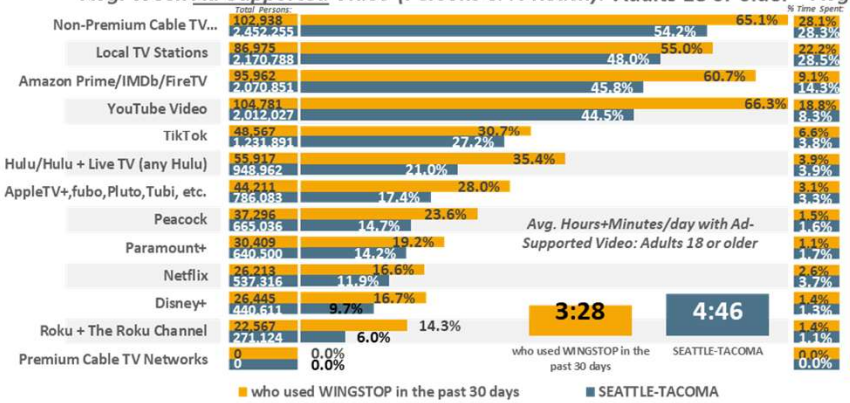


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

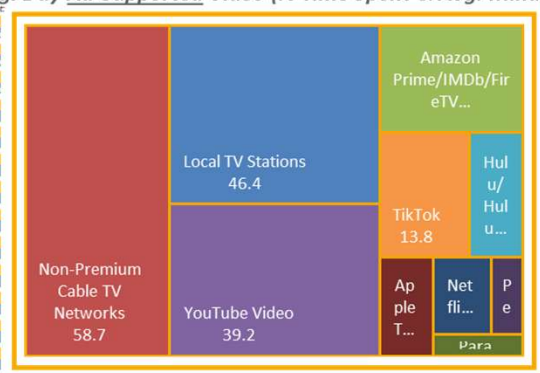


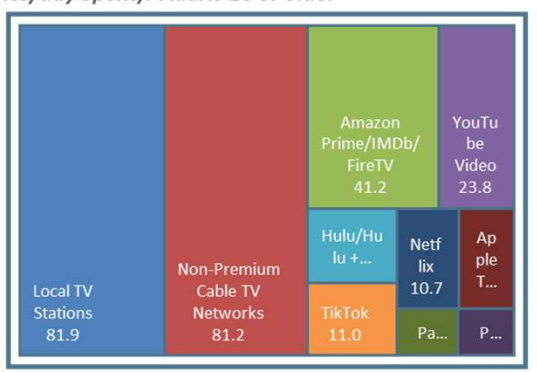


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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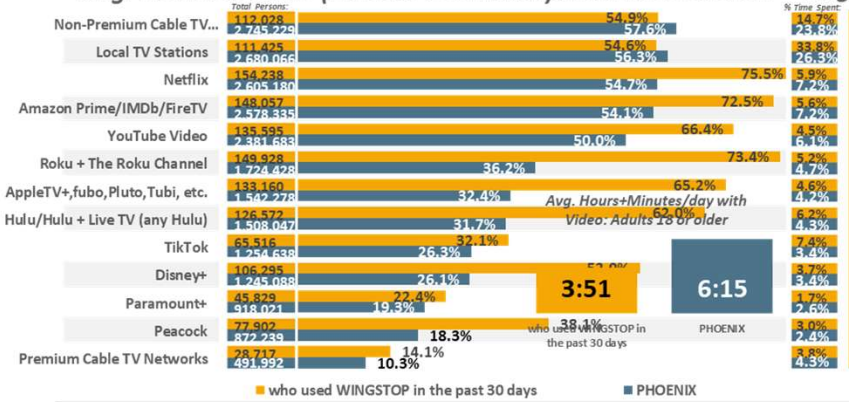
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Quick service restaurants used past 30 days: Wingstop

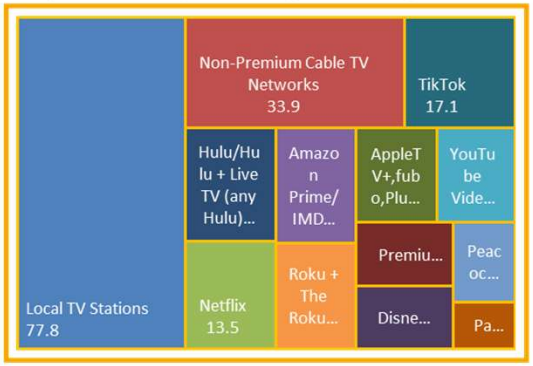


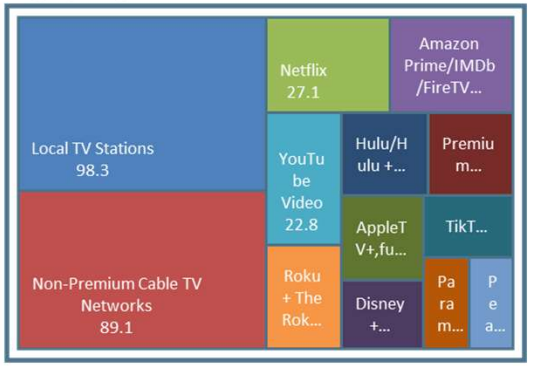
107,759 or 52.8% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

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

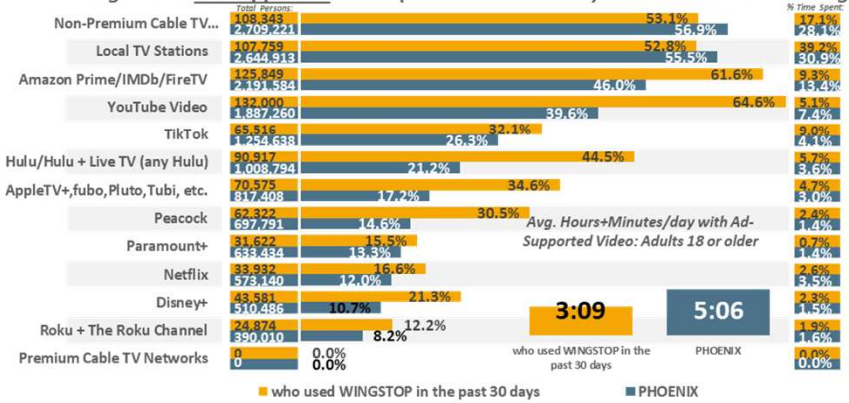


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

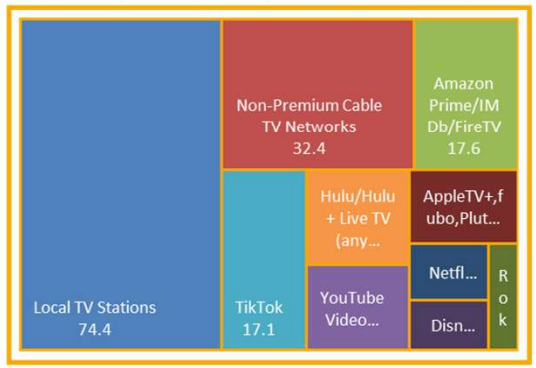


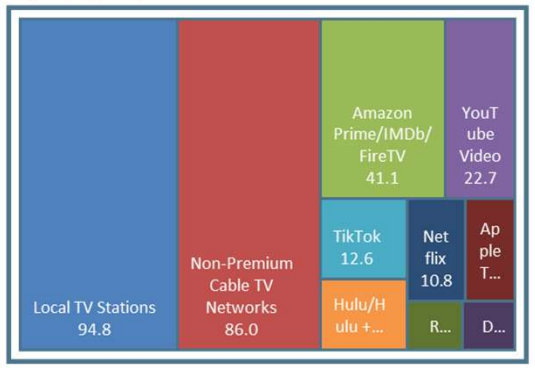


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

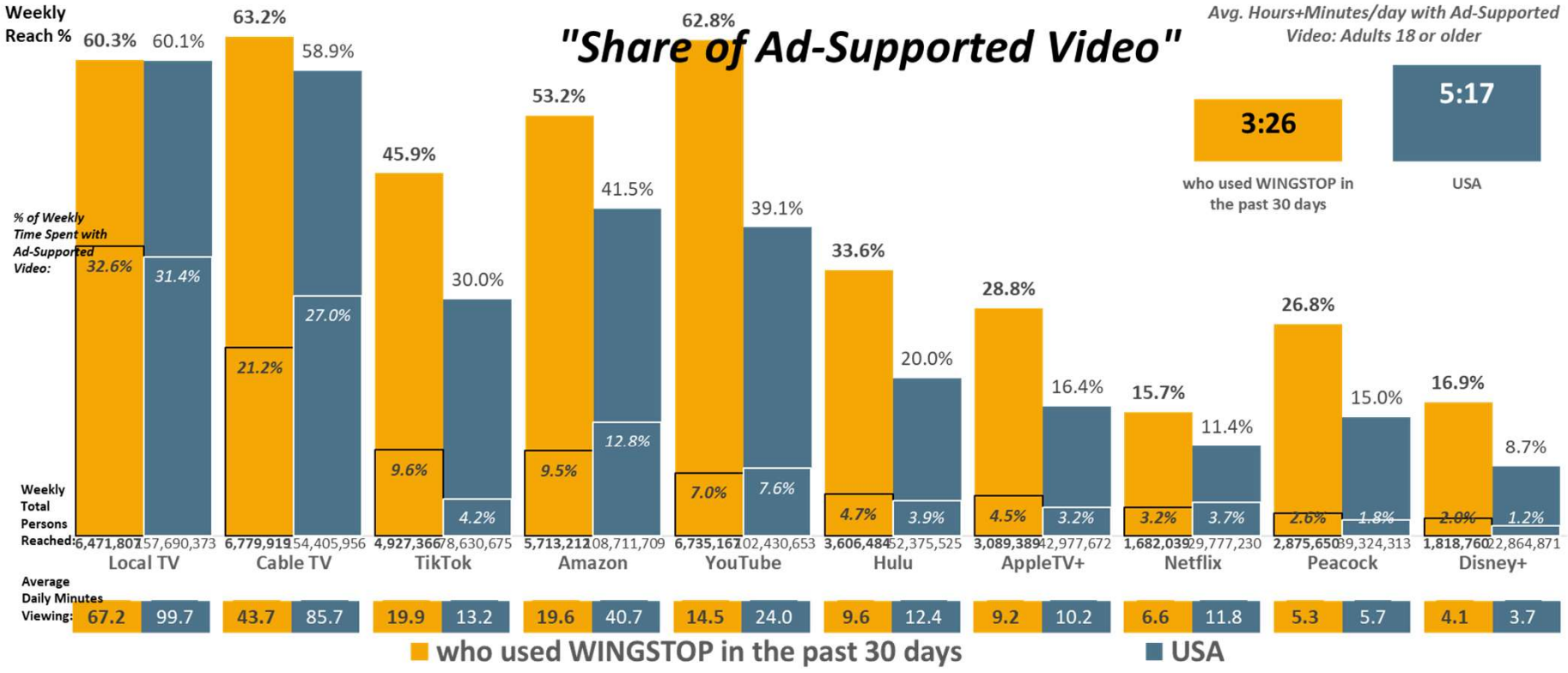
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Quick service restaurants used past 30 days: Wingstop



6,471,807 or 60.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

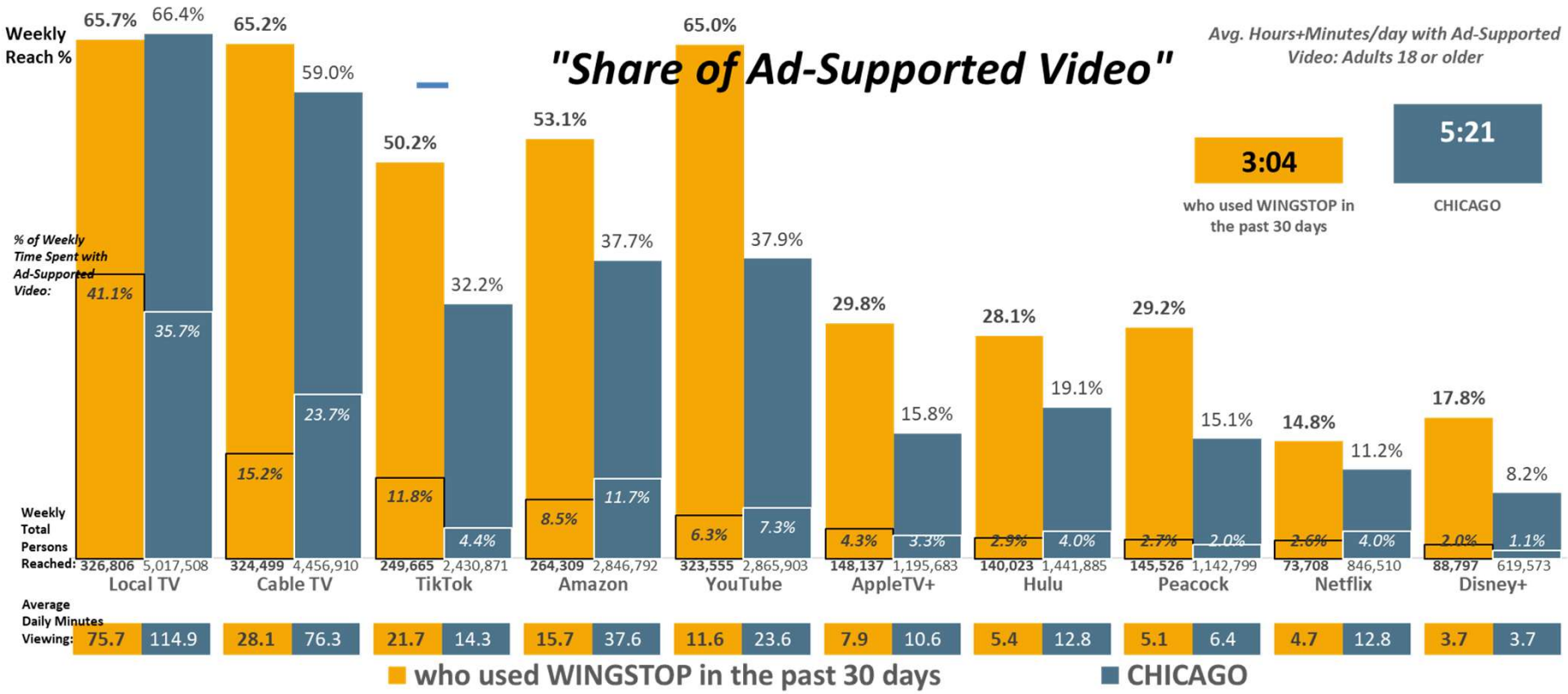
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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Quick service restaurants used past 30 days: Wingstop

326,806 or 65.7% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 75.7 minutes every day representing 41.1% of all time spent daily with Ad-Supported Video.



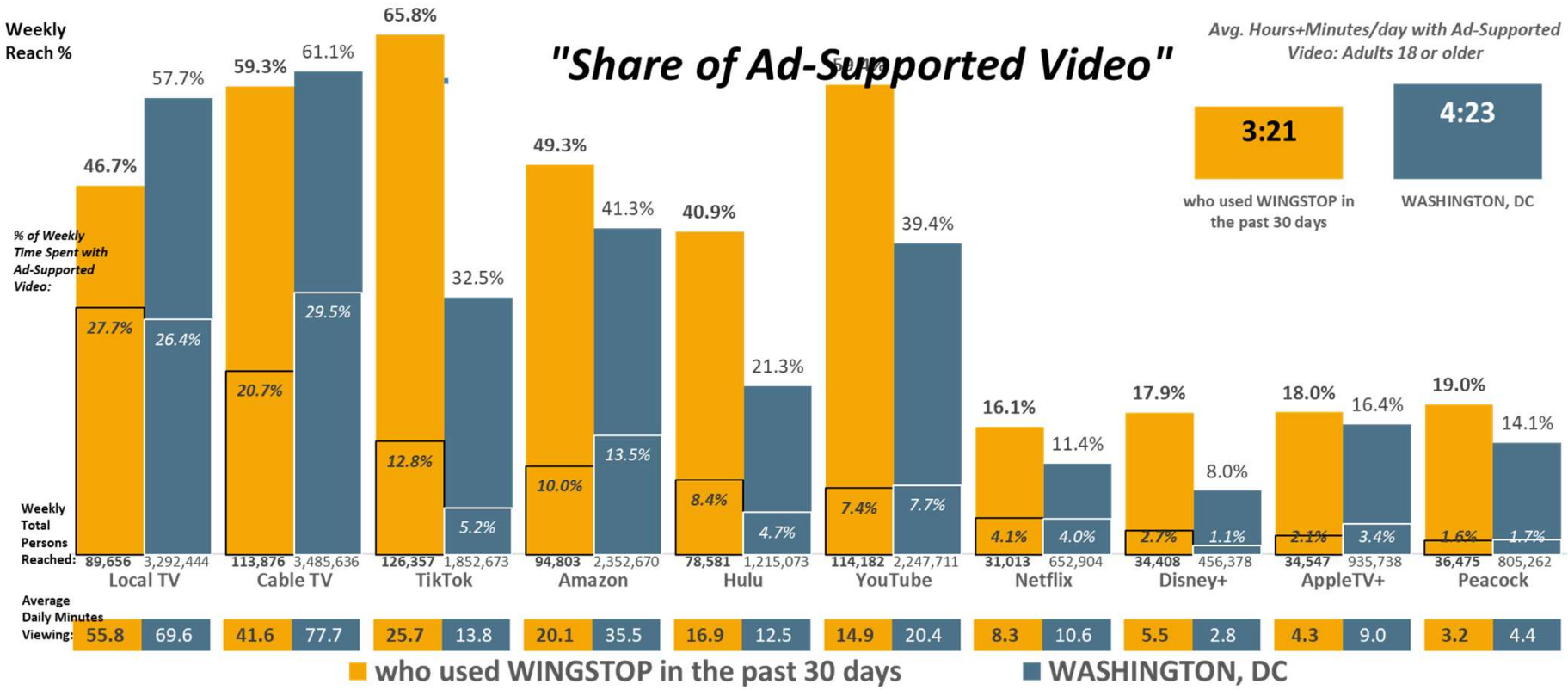
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Quick service restaurants used past 30 days: Wingstop

89,656 or 46.7% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

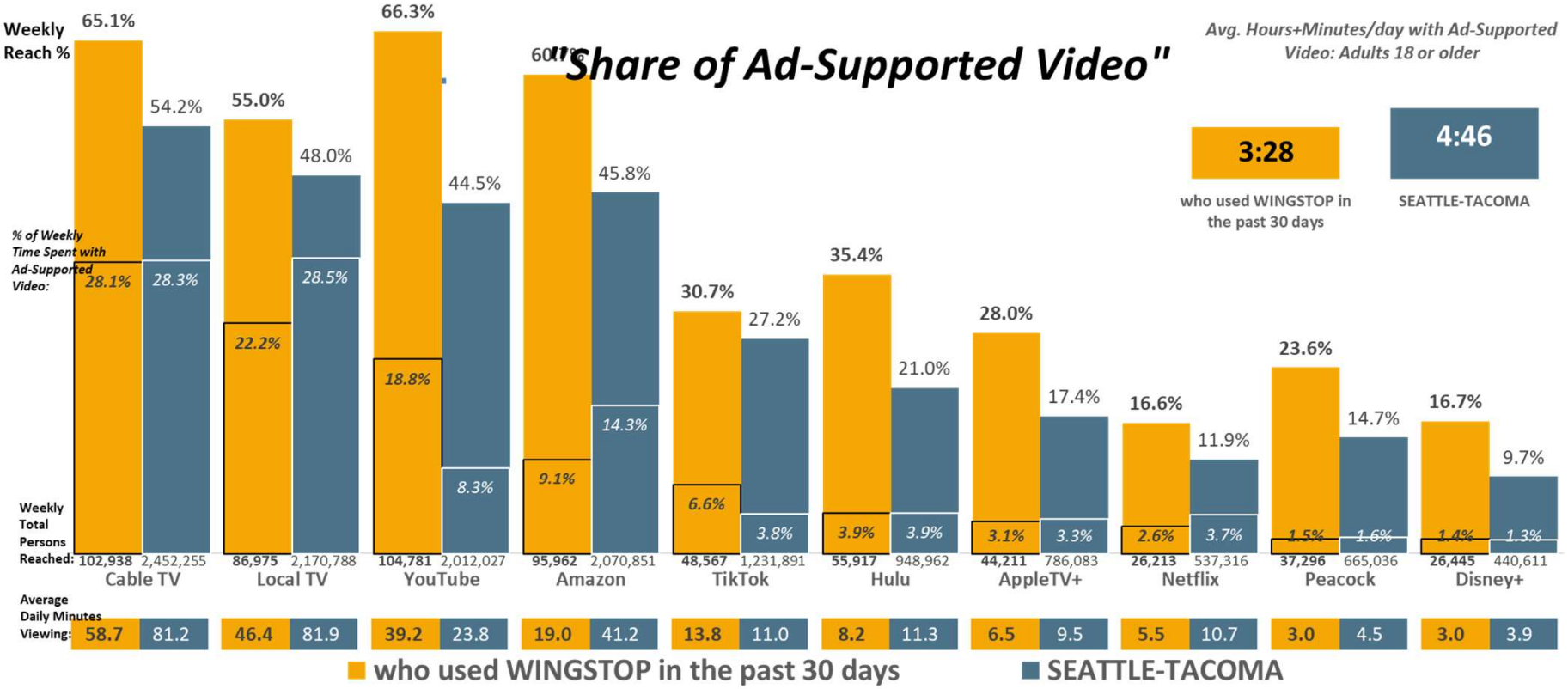
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Quick service restaurants used past 30 days: Wingstop



86,975 or 55.% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 46.4 minutes every day representing 22.2% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

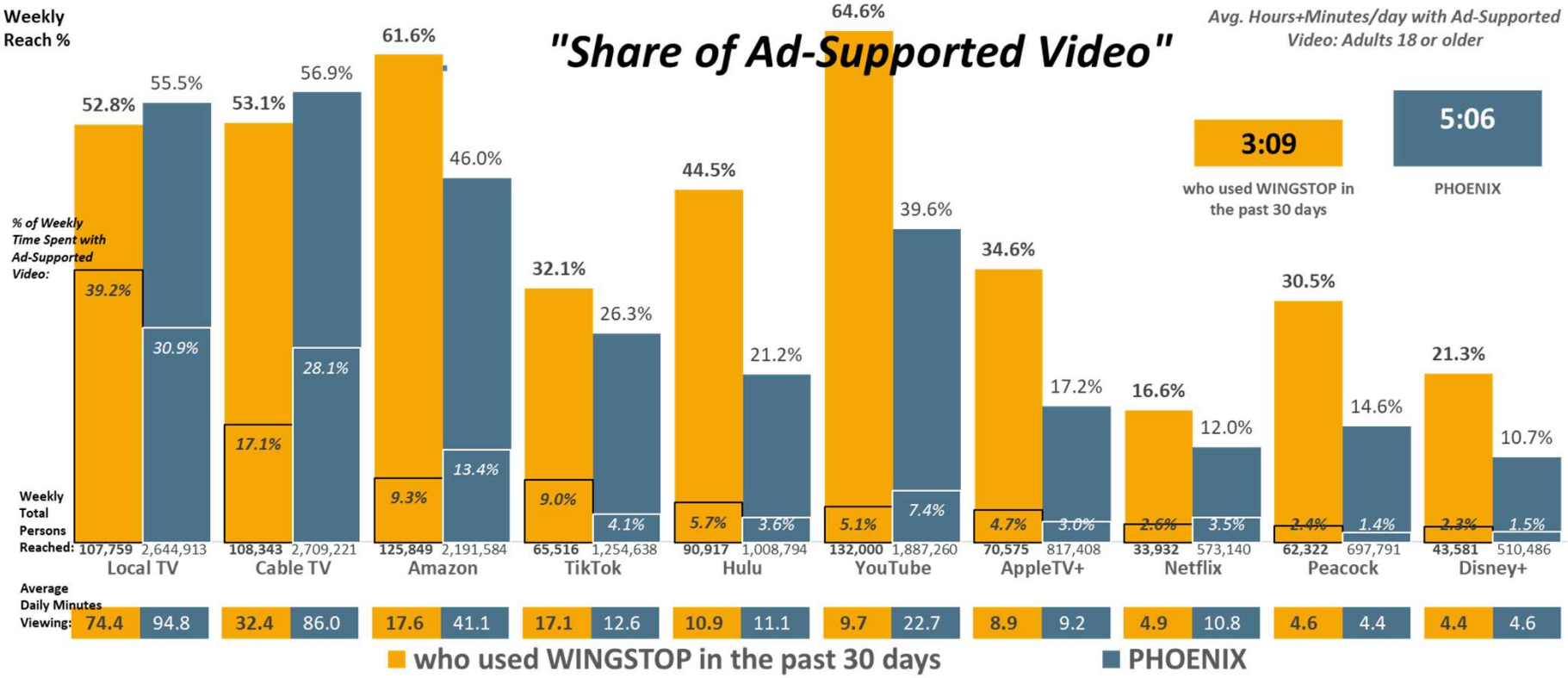
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Quick service restaurants used past 30 days: Wingstop



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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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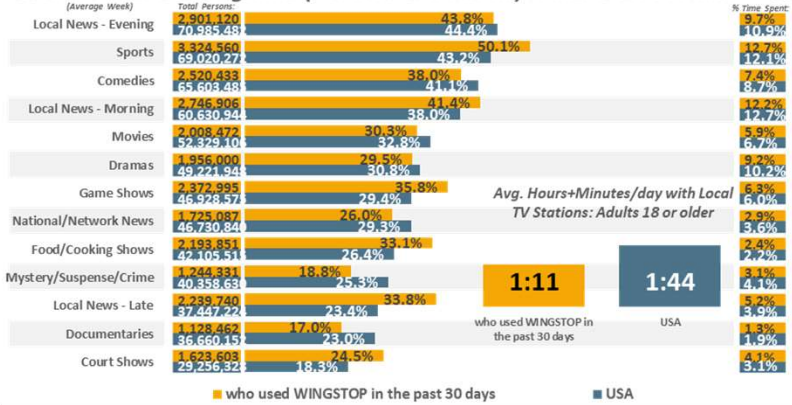
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Quick service restaurants used past 30 days: Wingstop

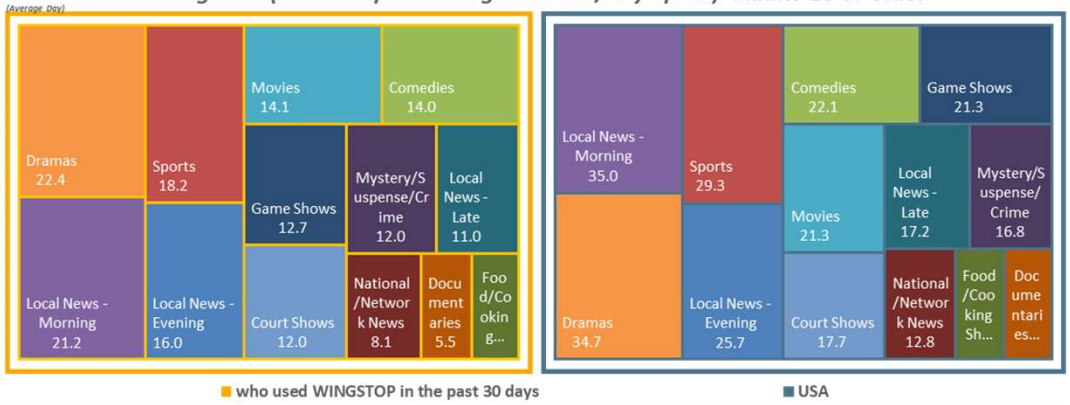


6,471,807 or 60.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Local News - Late.

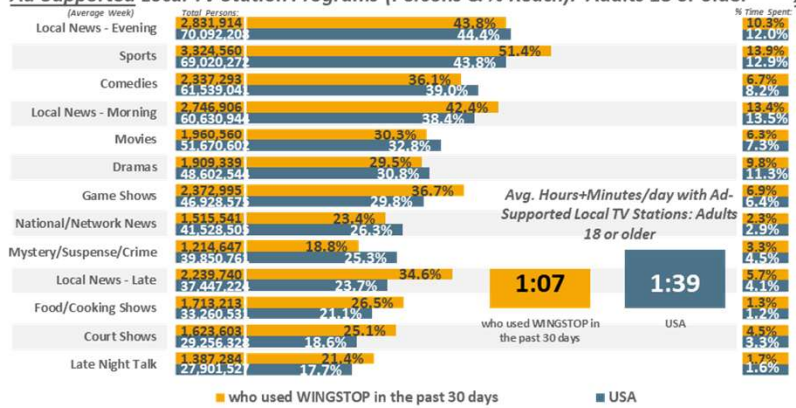
Local TV Station Programs (Persons & % Reach): Adults 18 or older



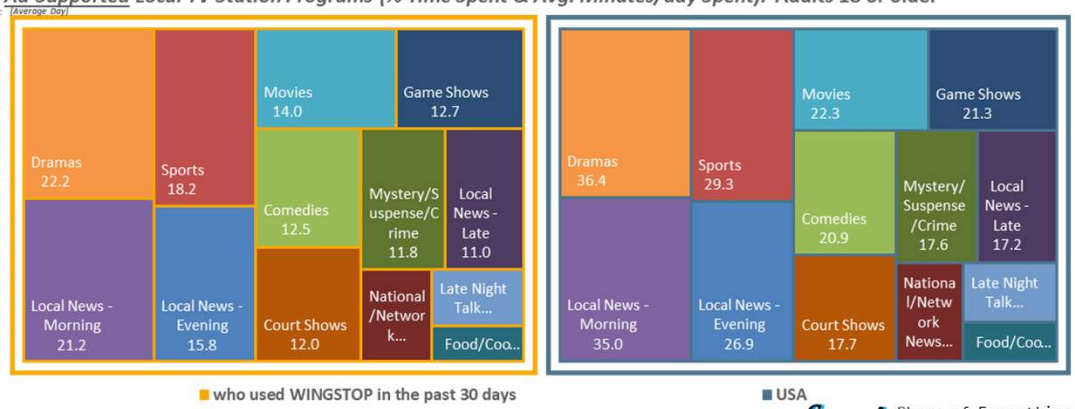
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

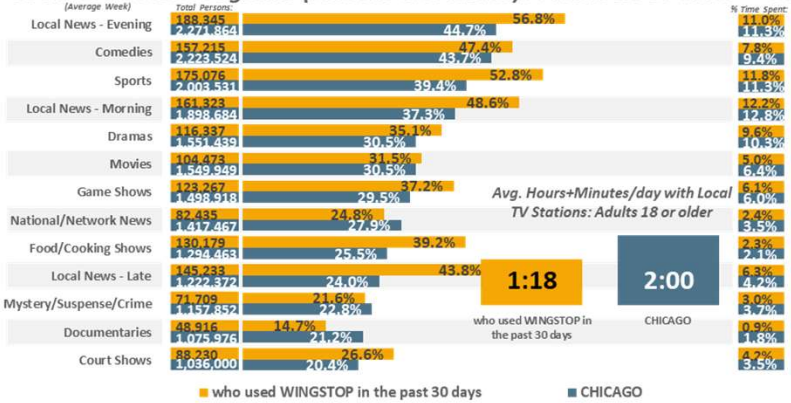
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Quick service restaurants used past 30 days: Wingstop

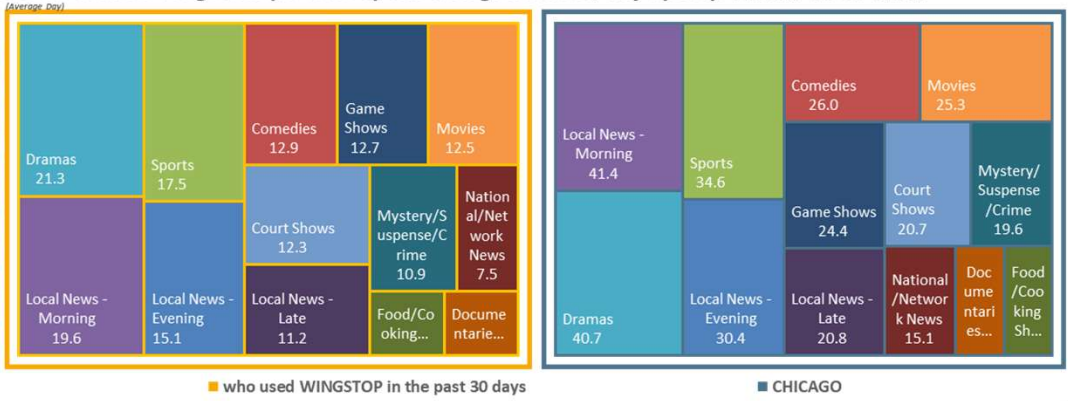


326,806 or 65.7% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Local News - Late, and Game Shows.

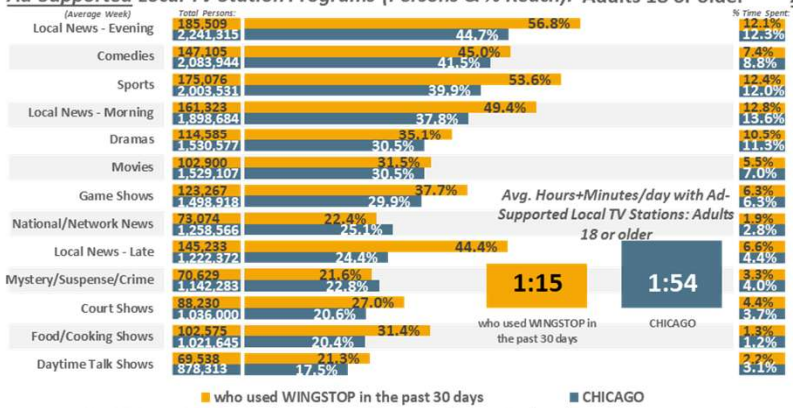
Local TV Station Programs (Persons & % Reach): Adults 18 or older



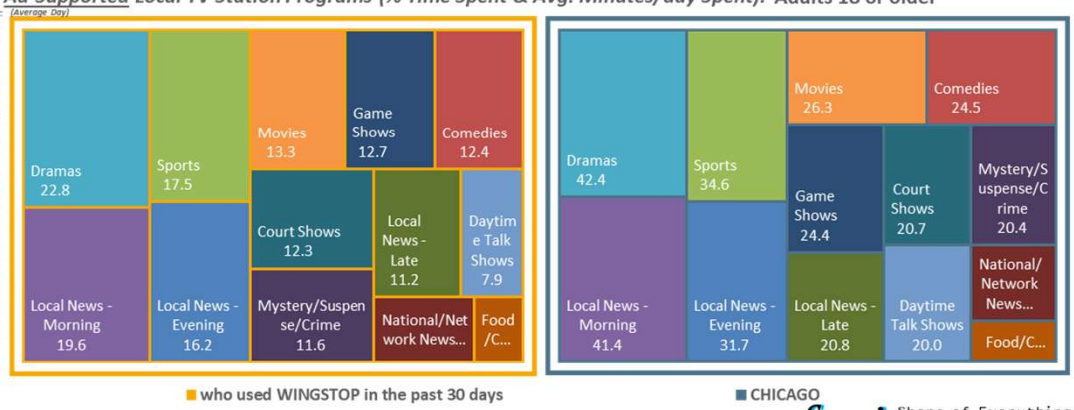
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

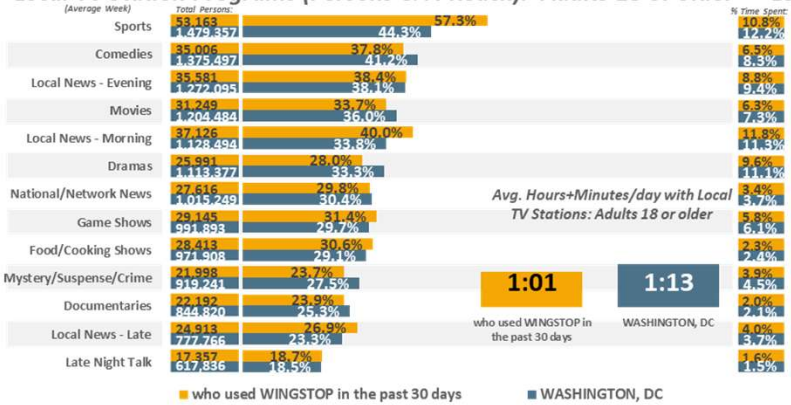
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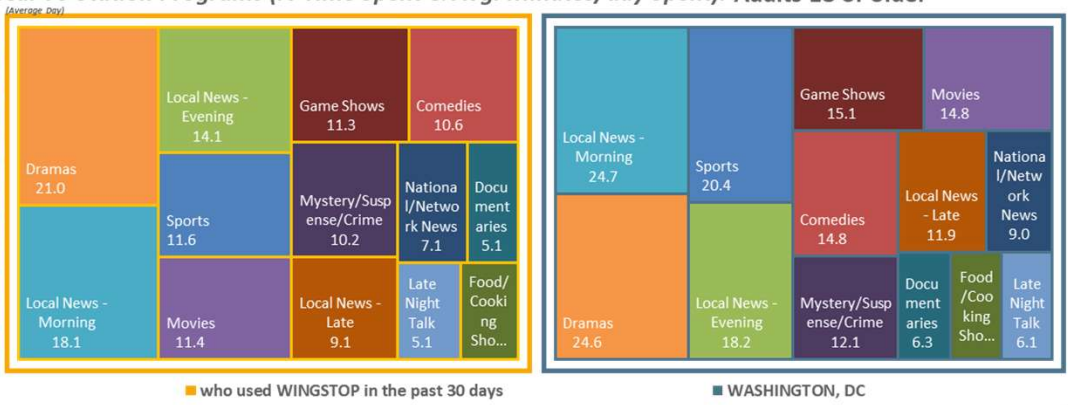
Quick service restaurants used past 30 days: Wingstop

89,656 or 46.7% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

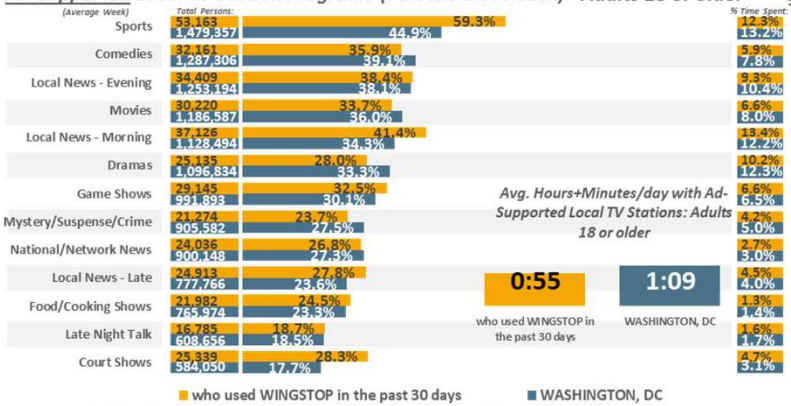
Local TV Station Programs (Persons & % Reach): Adults 18 or older



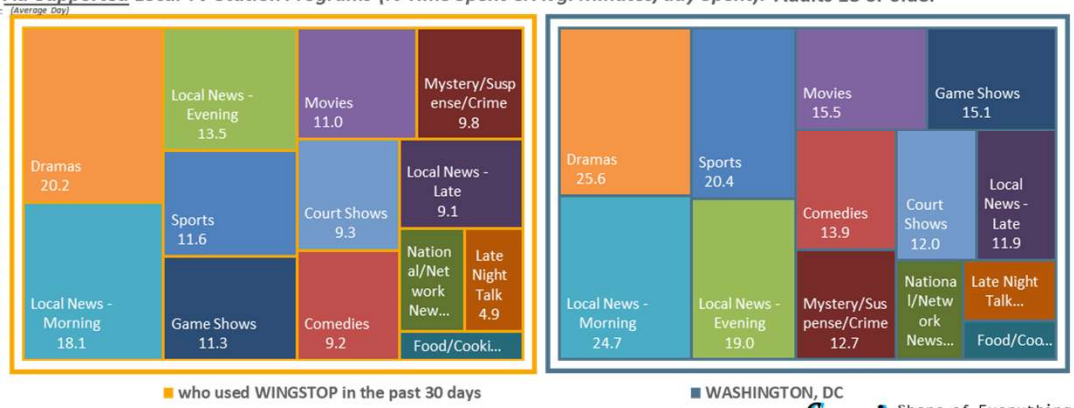
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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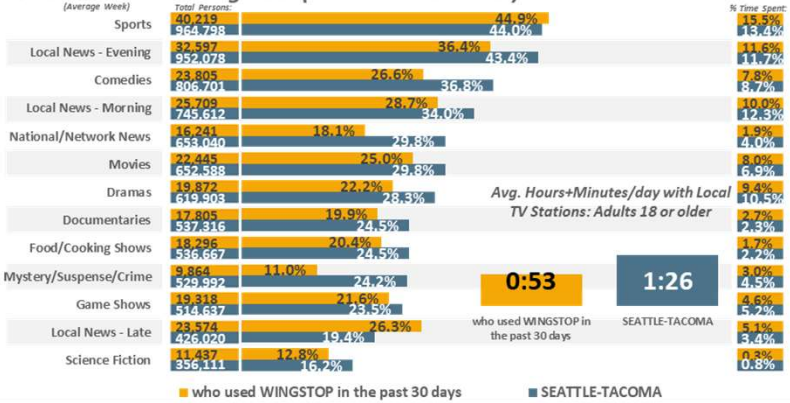
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Quick service restaurants used past 30 days: Wingstop

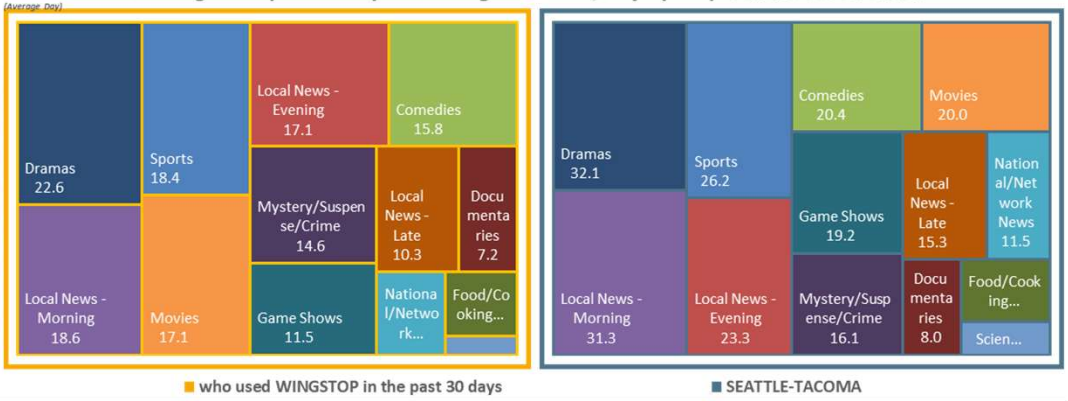


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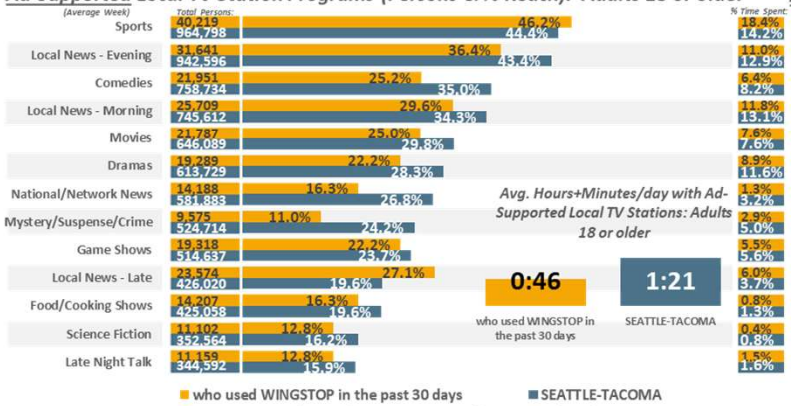
Local TV Station Programs (Persons & % Reach): Adults 18 or older



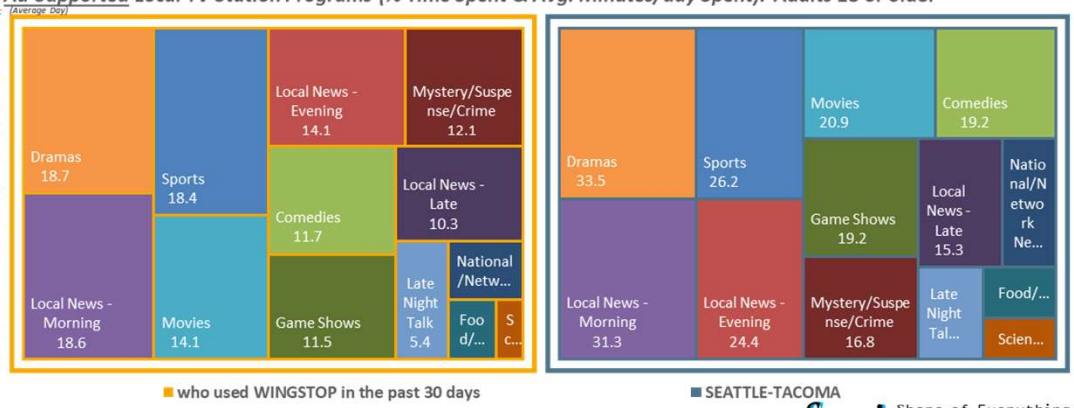
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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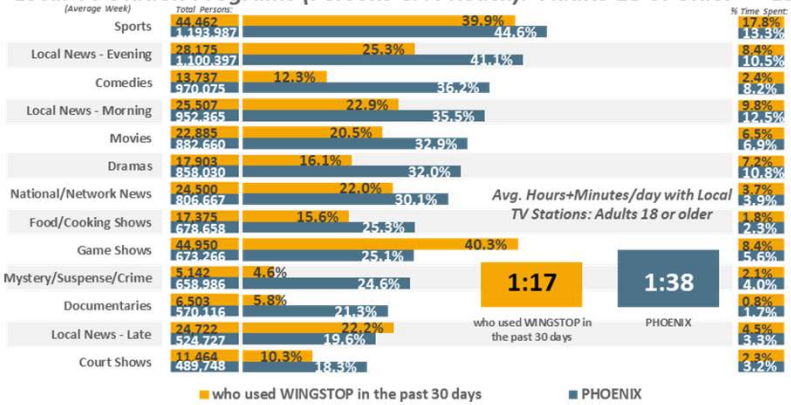
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Quick service restaurants used past 30 days: Wingstop

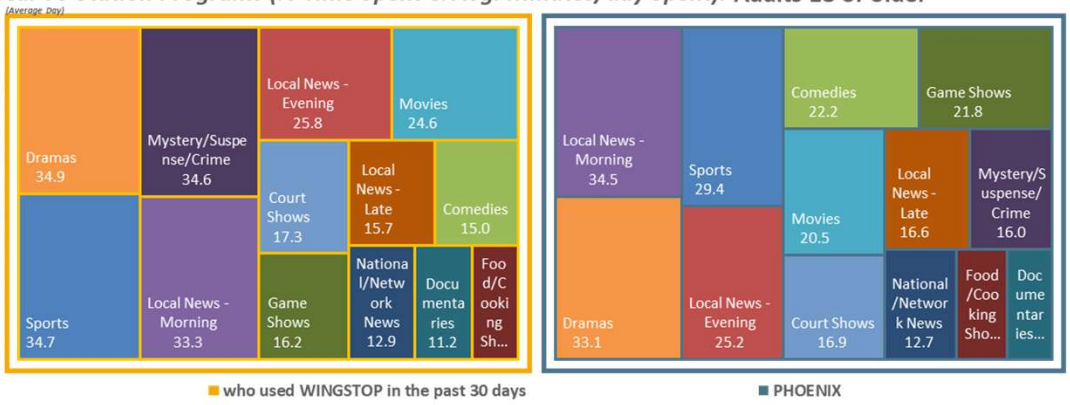


107,759 or 52.8% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Novelas, Local News - Evening, Local News - Morning, and Local News - Late.

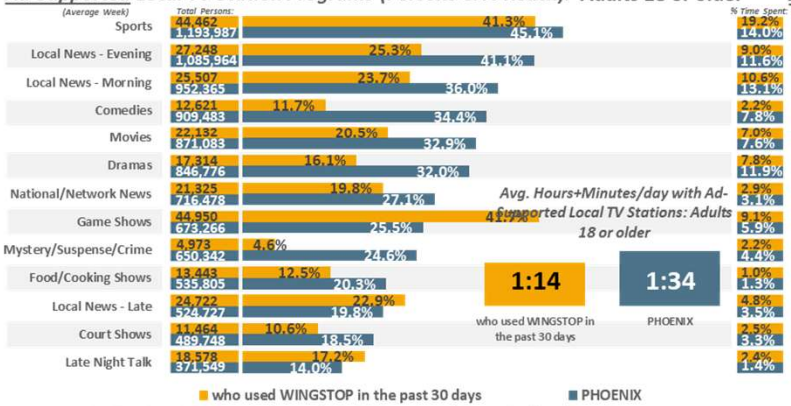
Local TV Station Programs (Persons & % Reach): Adults 18 or older



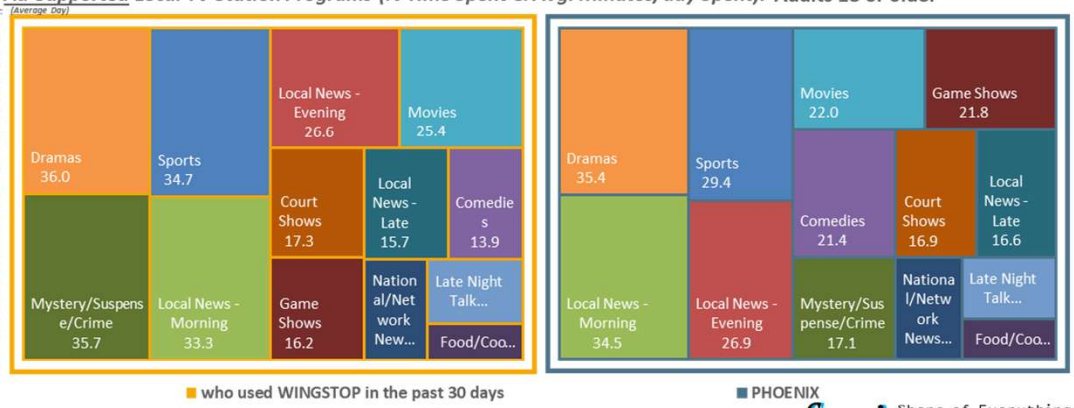
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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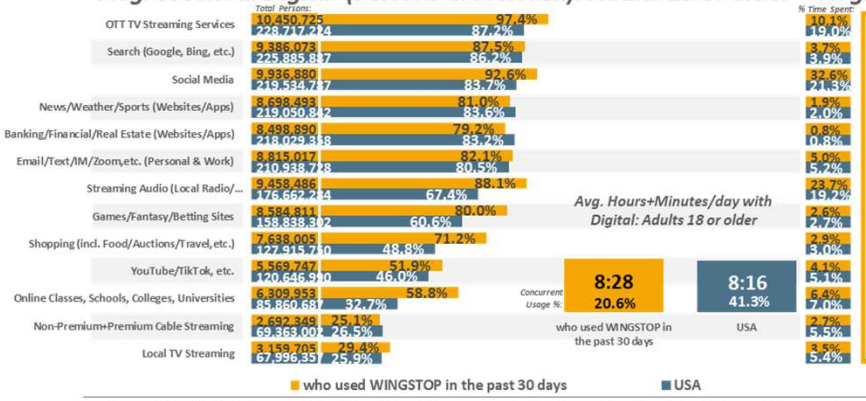
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Quick service restaurants used past 30 days: Wingstop

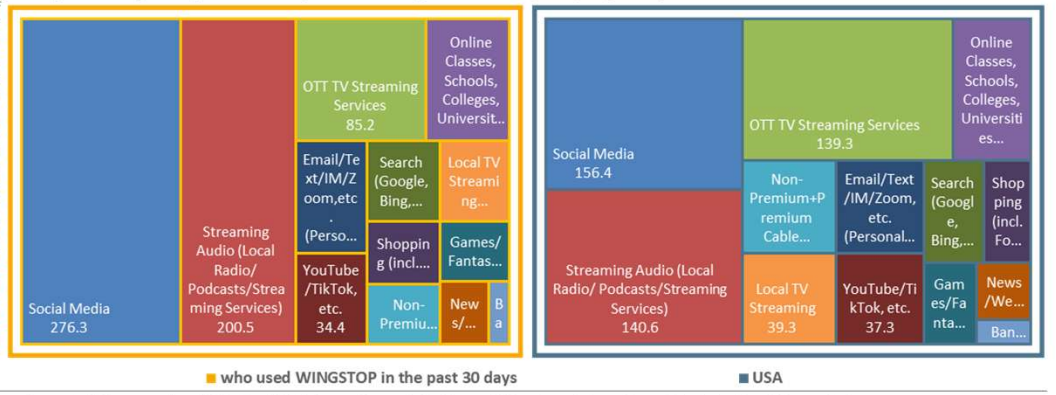


8,818,049 or 82.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 245.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Digital Media.

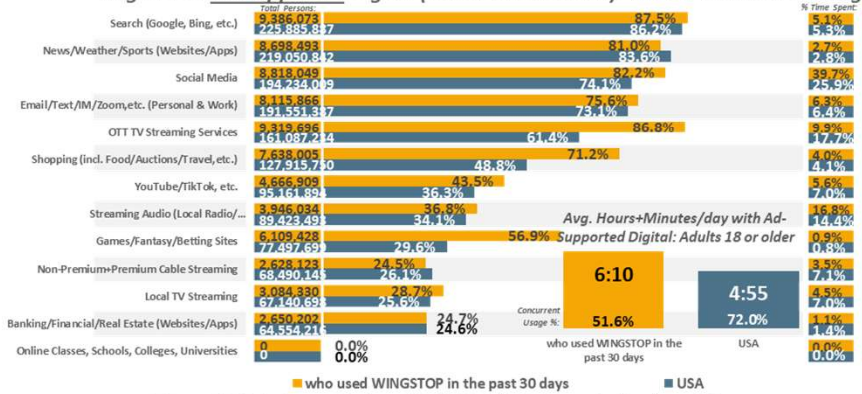
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



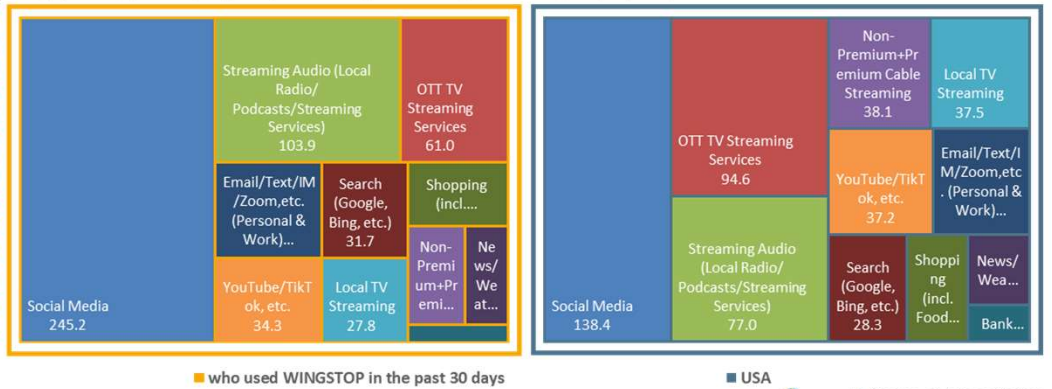
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

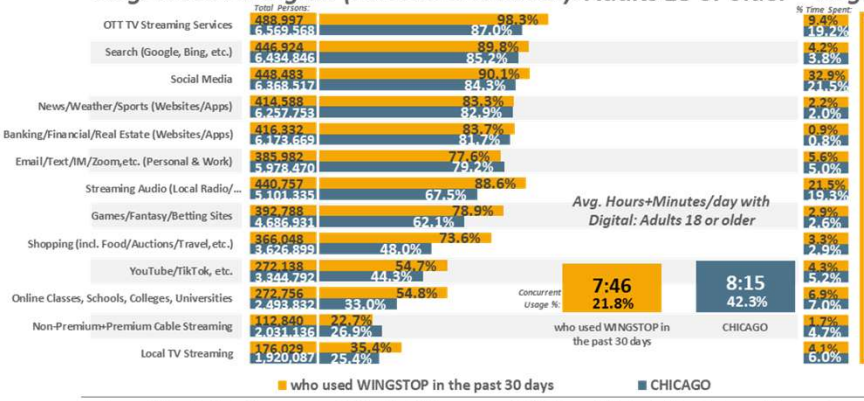
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Quick service restaurants used past 30 days: Wingstop

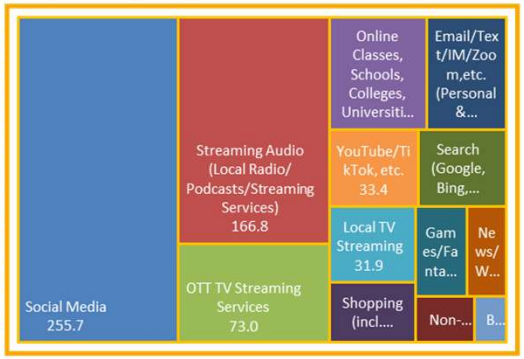


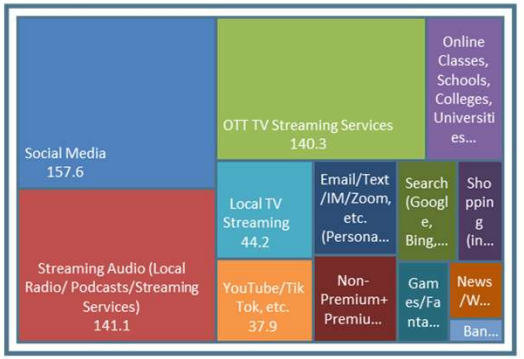
376,222 or 75.6% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 214.5 minutes every day representing 39.3% of all time spent daily with Ad-Supported Digital Media.

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

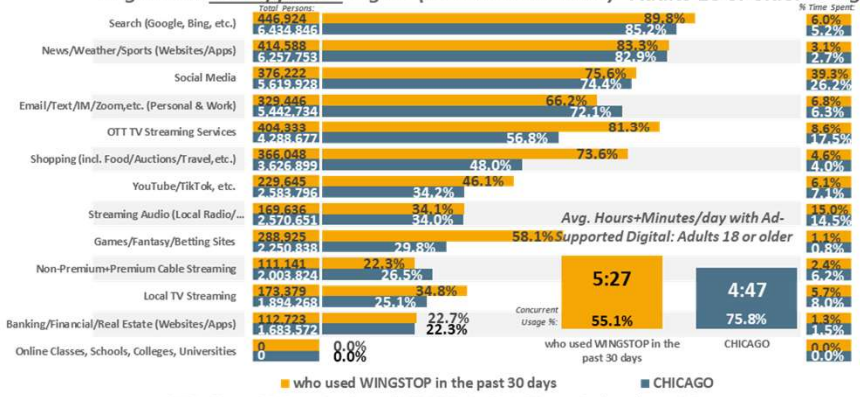


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

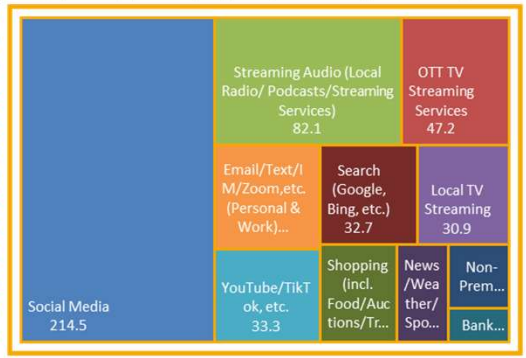


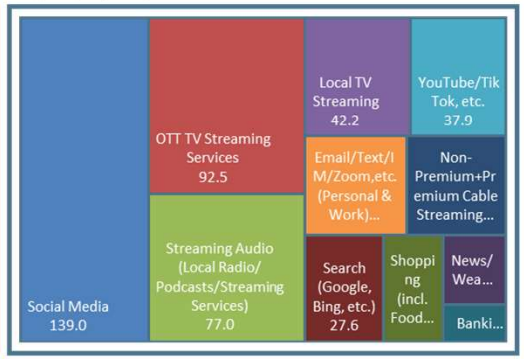


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

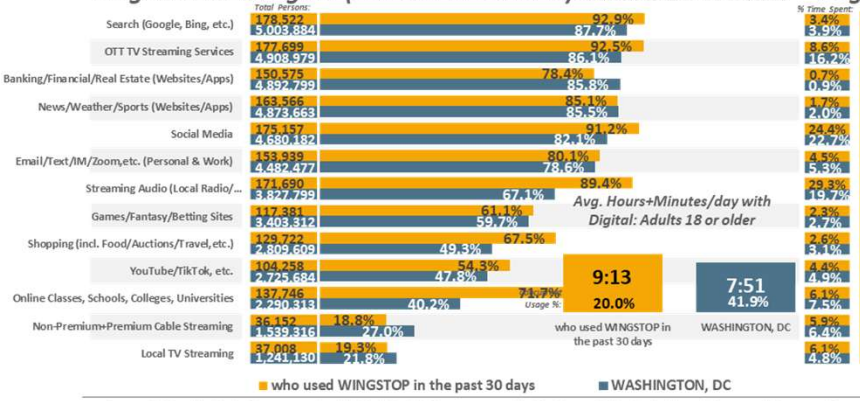
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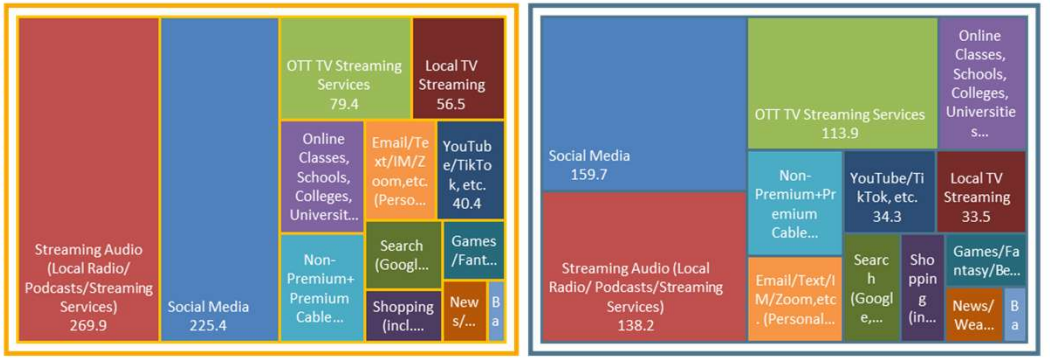
Quick service restaurants used past 30 days: Wingstop

157,915 or 82.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 203.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

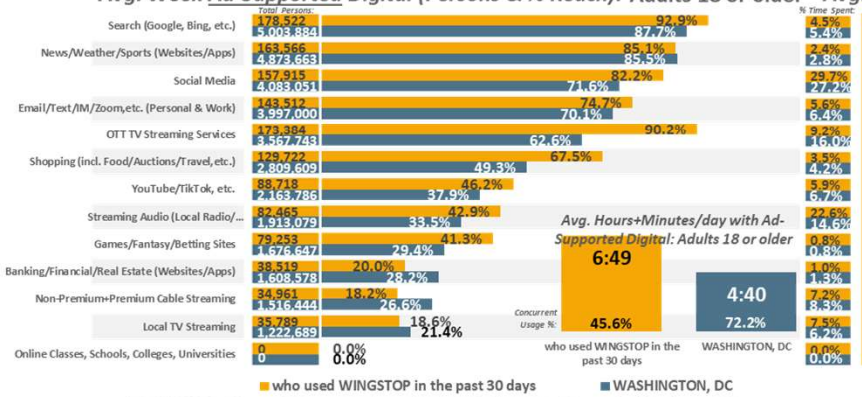
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



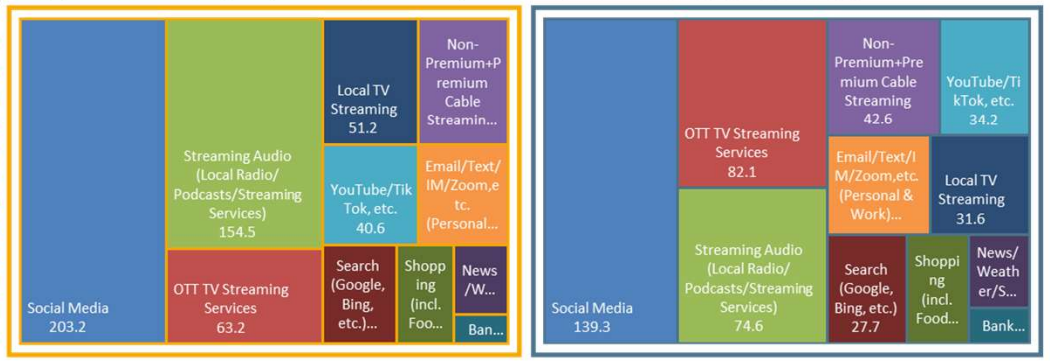
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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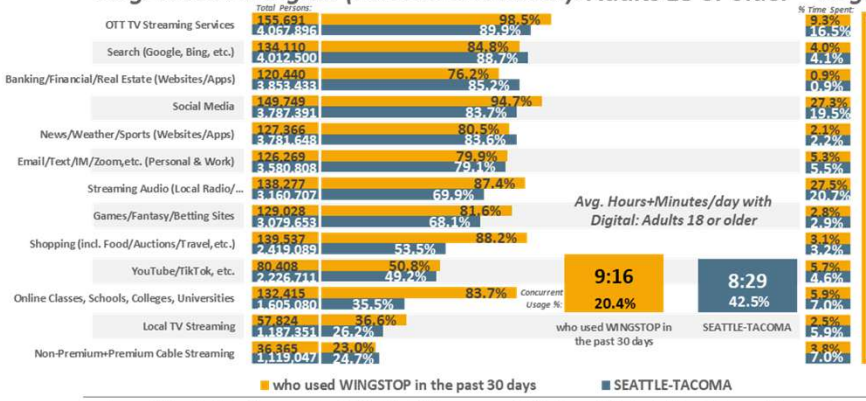
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Quick service restaurants used past 30 days: Wingstop

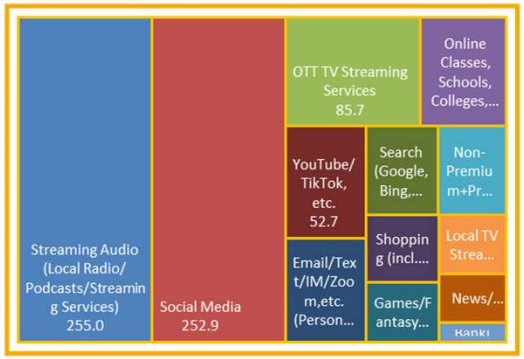


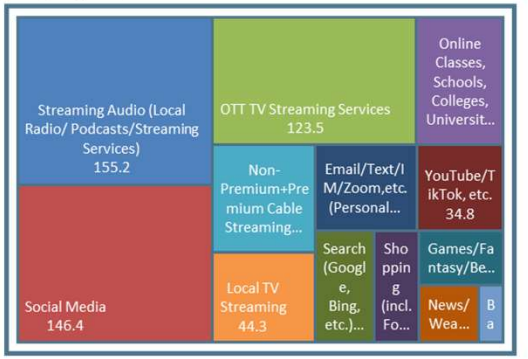
138,648 or 87.7% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 234.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Digital Media.

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

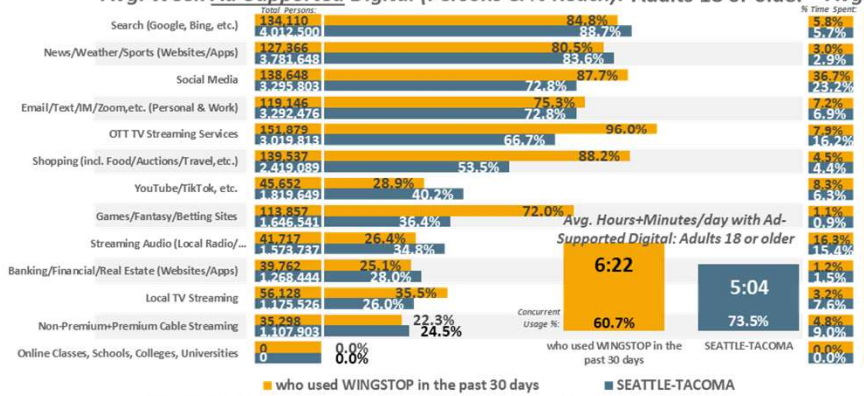


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

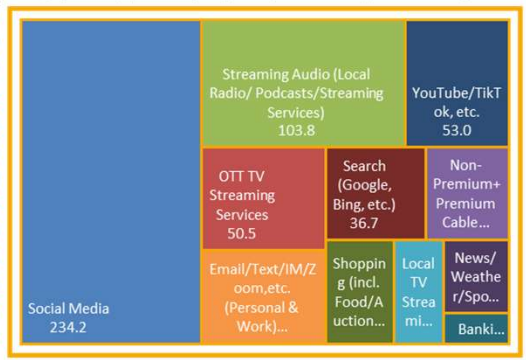


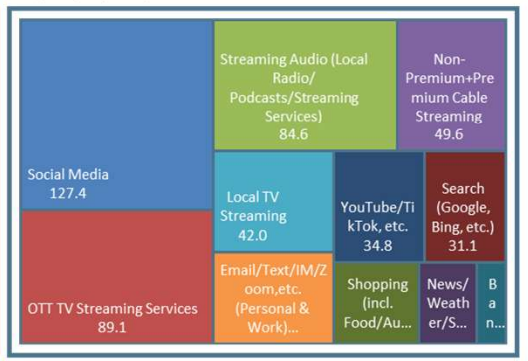


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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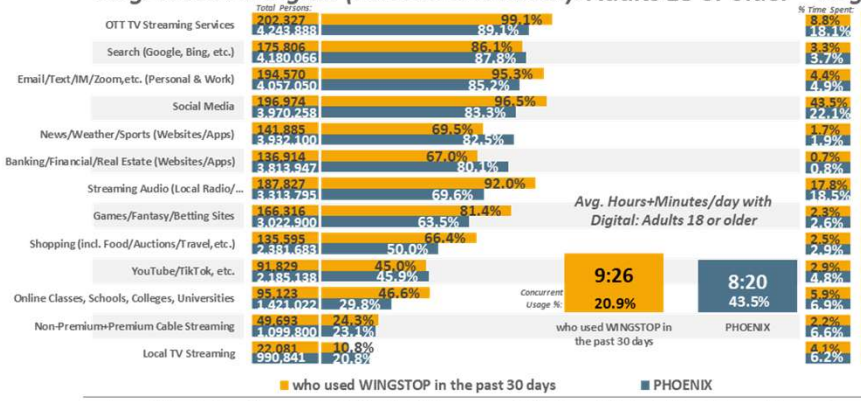
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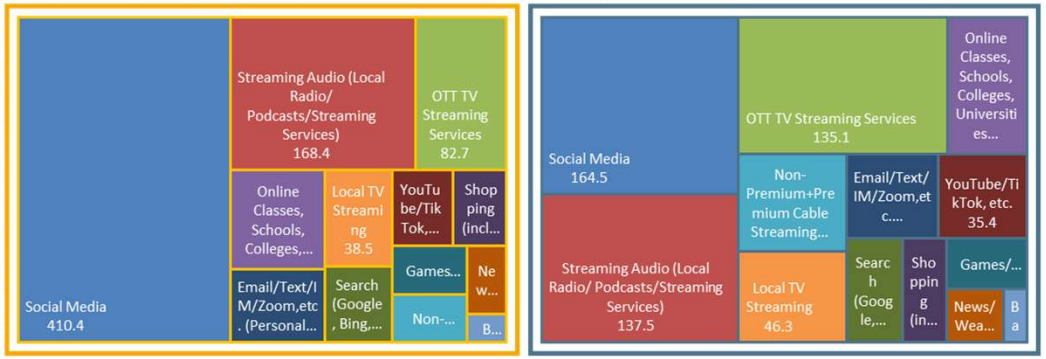
Quick service restaurants used past 30 days: Wingstop

192,760 or 94.4% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 401.6 minutes every day representing 54.9% of all time spent daily with Ad-Supported Digital Media.

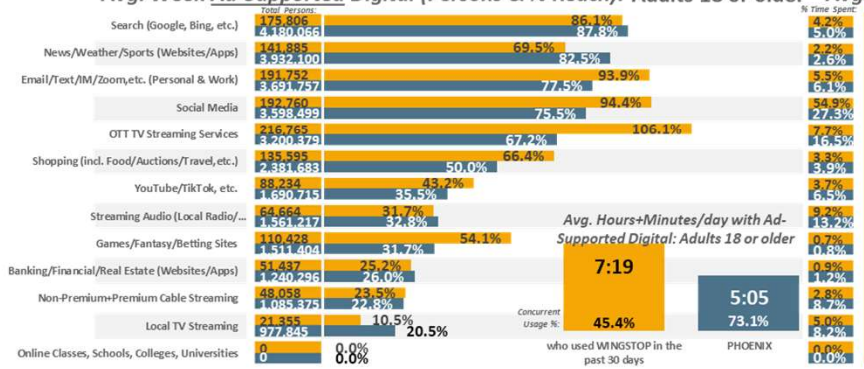
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



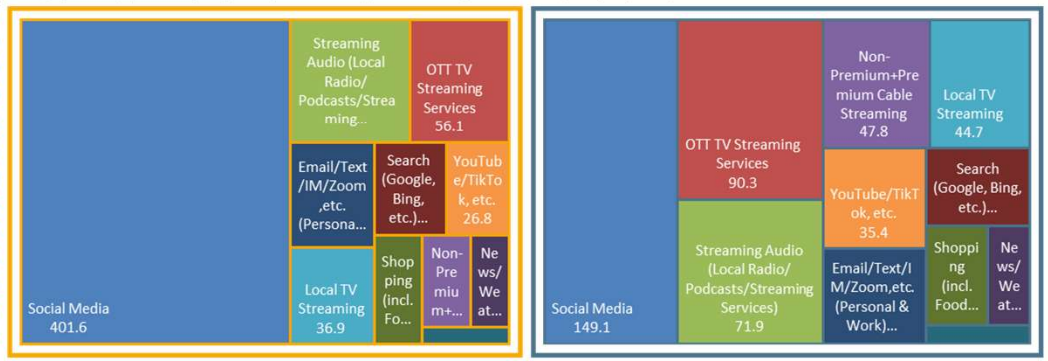
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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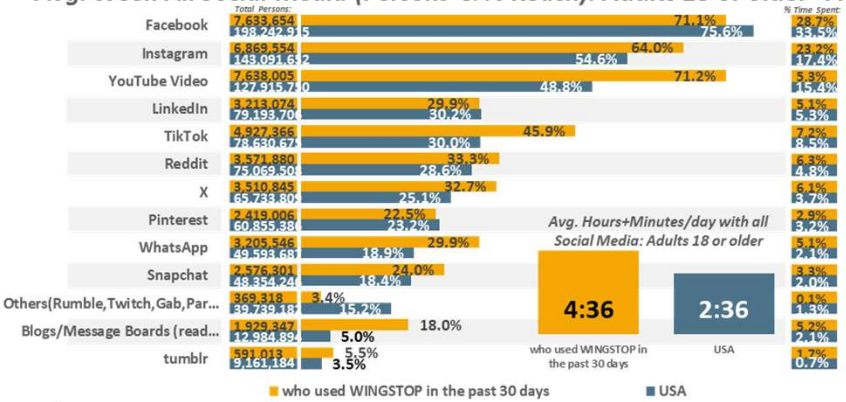
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Quick service restaurants used past 30 days: Wingstop

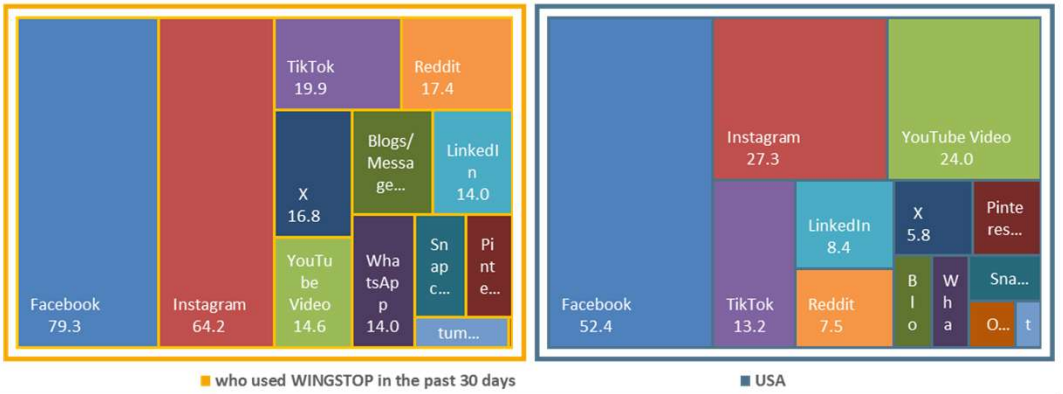


7,633,654 or 71.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 88.6 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

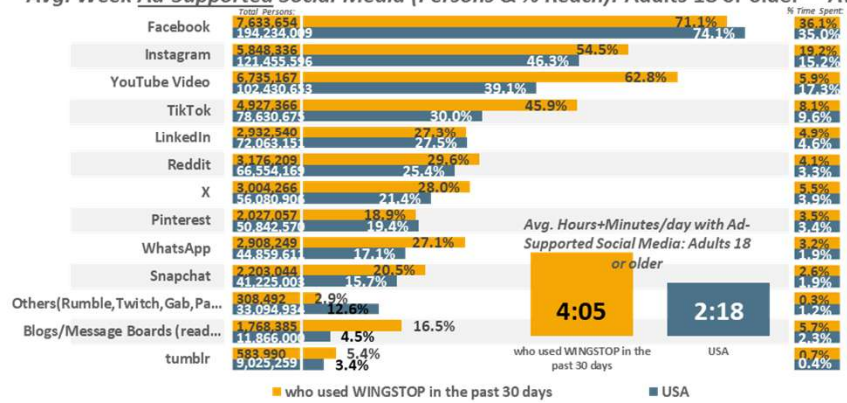
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



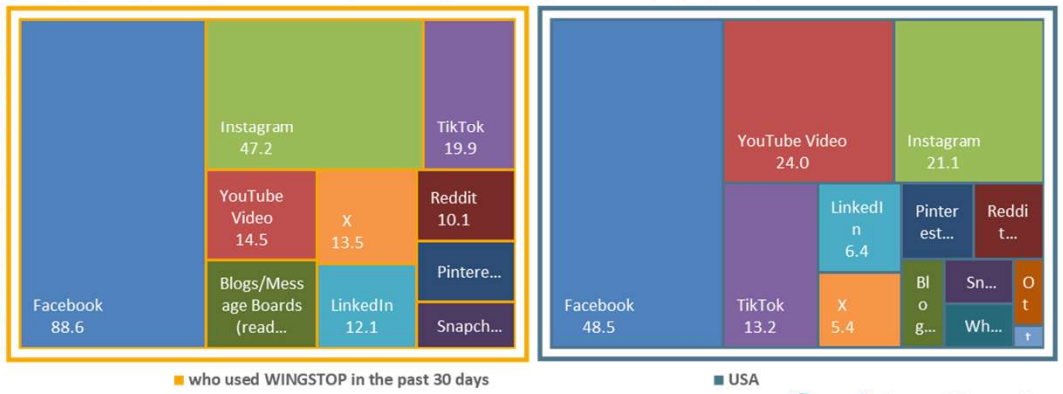
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

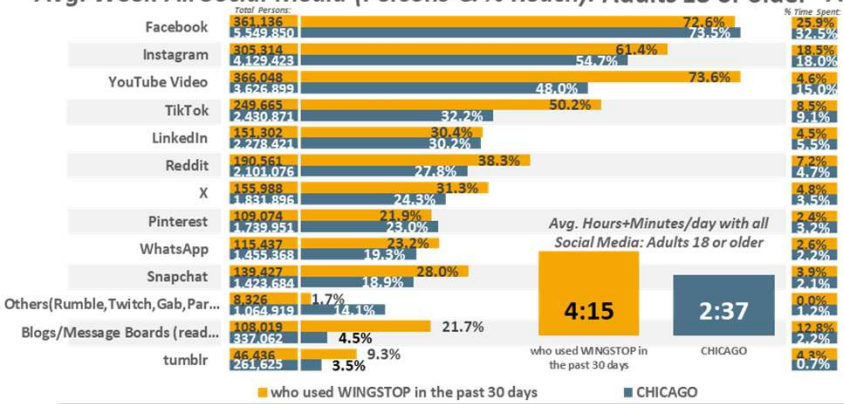


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445
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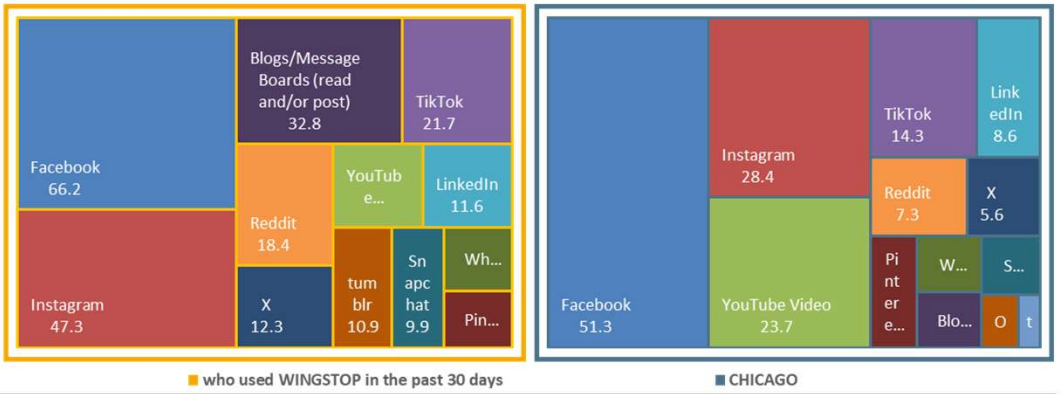
Quick service restaurants used past 30 days: Wingstop

361,136 or 72.6% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 70.9 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

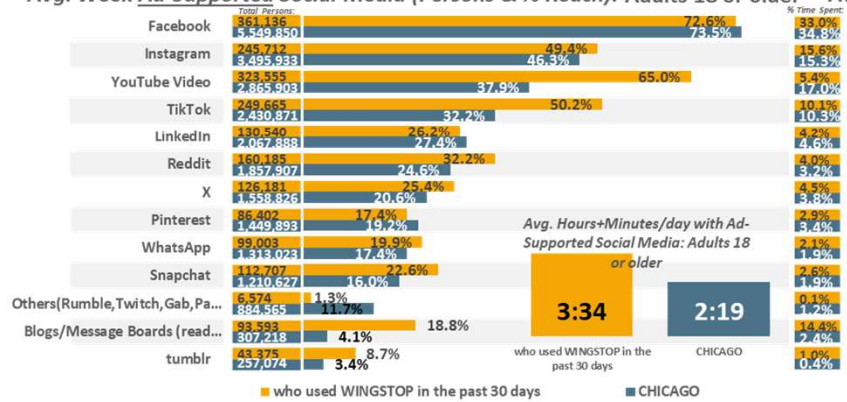
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



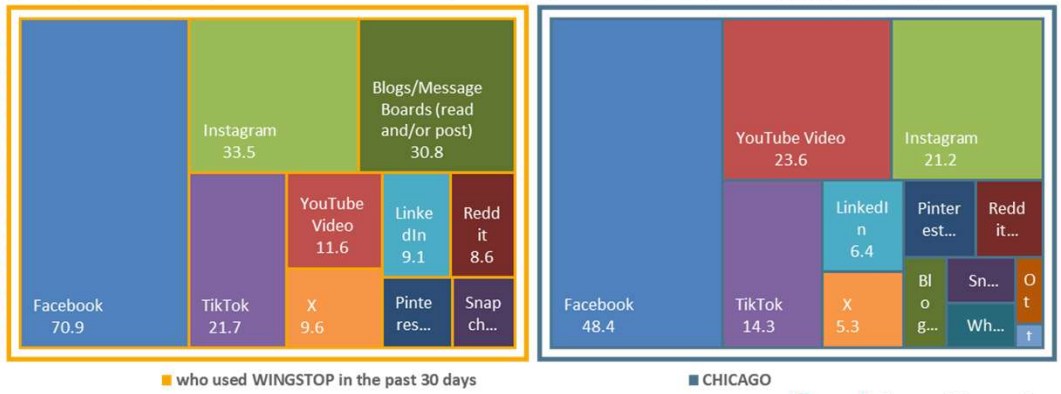
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

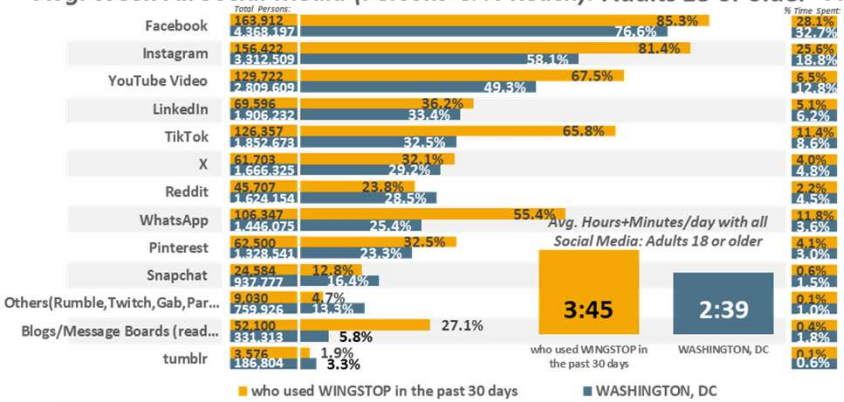
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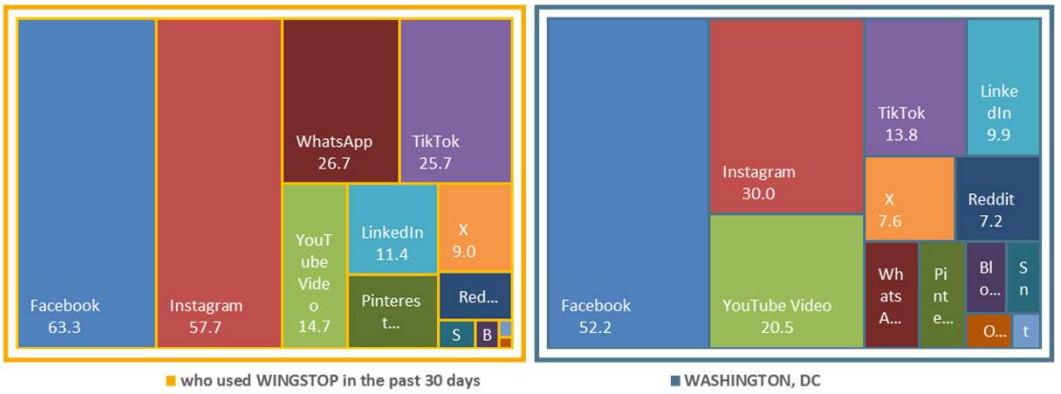
Quick service restaurants used past 30 days: Wingstop

157,915 or 82.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 71.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

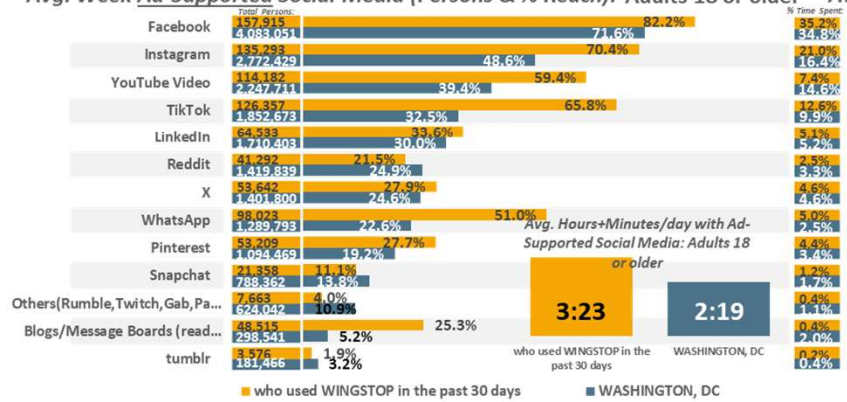
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



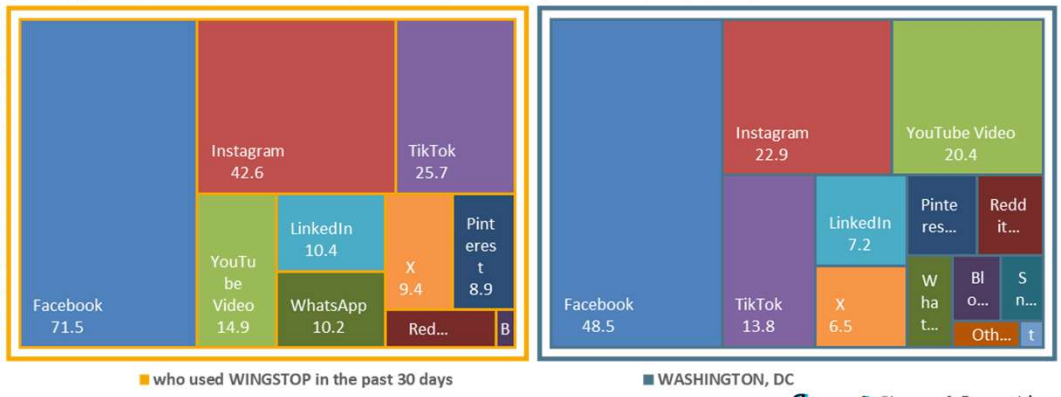
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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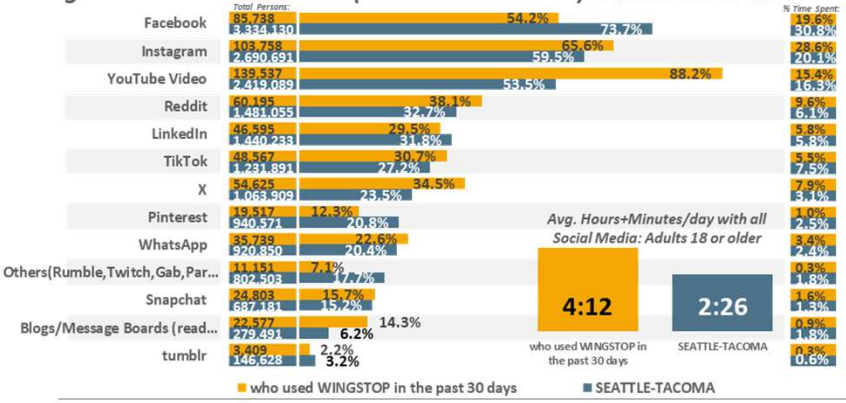
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Quick service restaurants used past 30 days: Wingstop

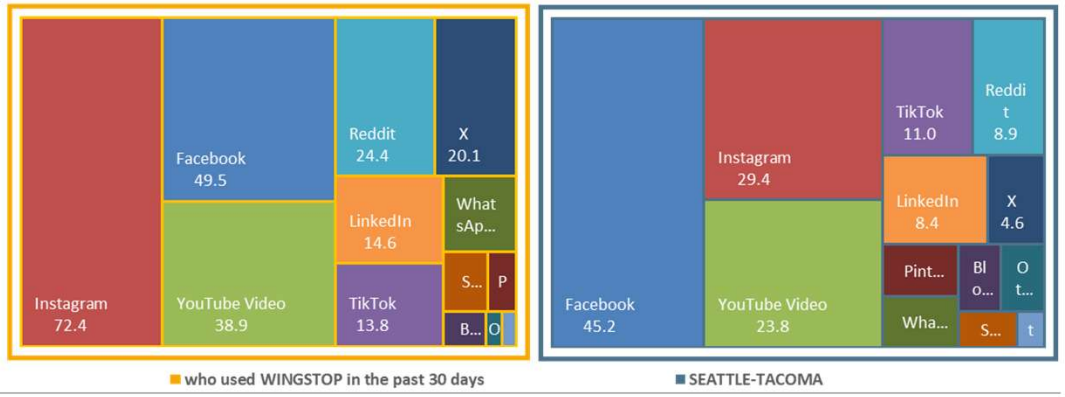


85,738 or 54.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 69. minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

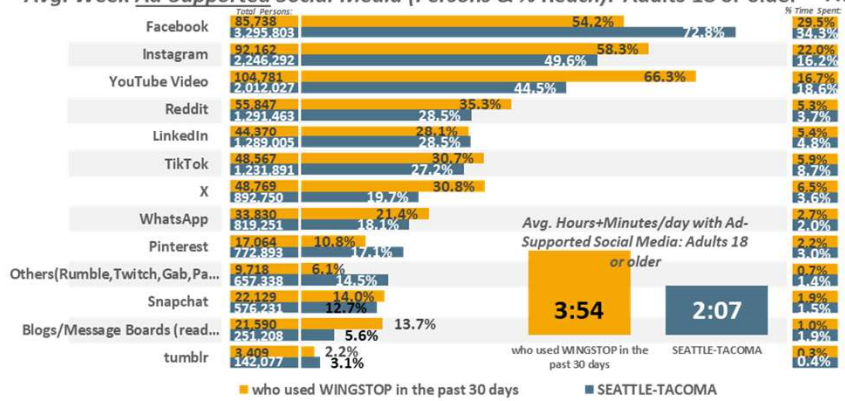
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



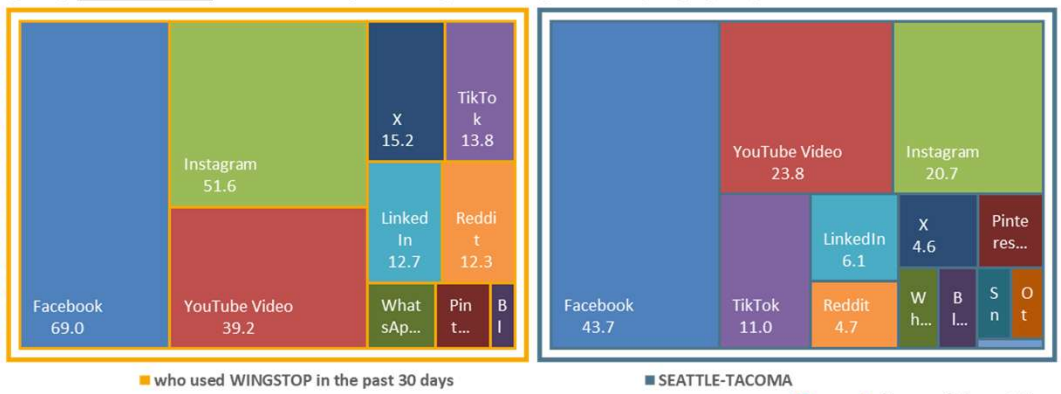
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

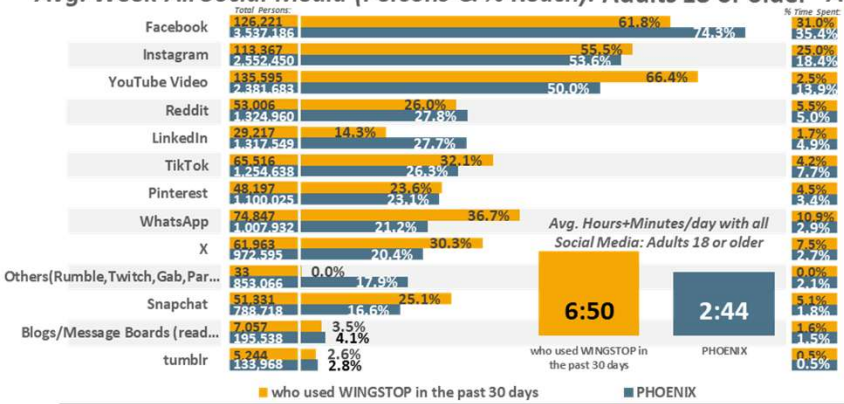
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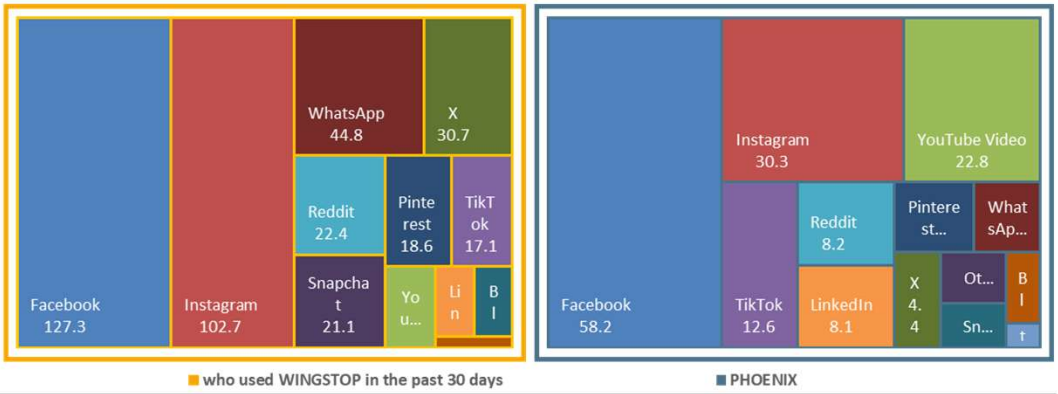
Quick service restaurants used past 30 days: Wingstop

126,221 or 61.8% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 157.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.

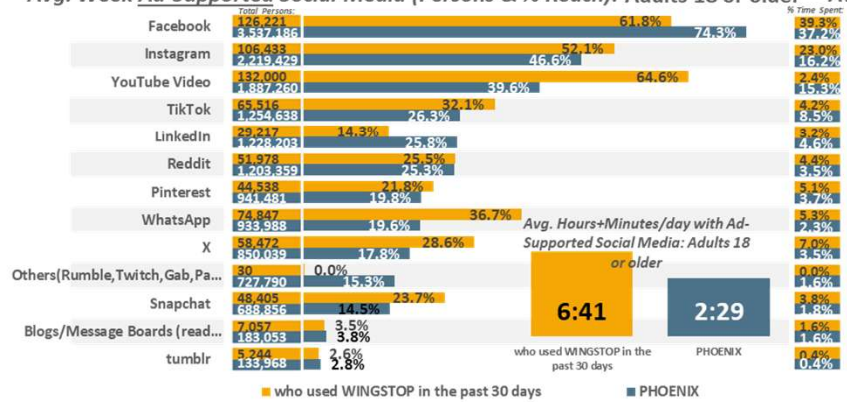
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



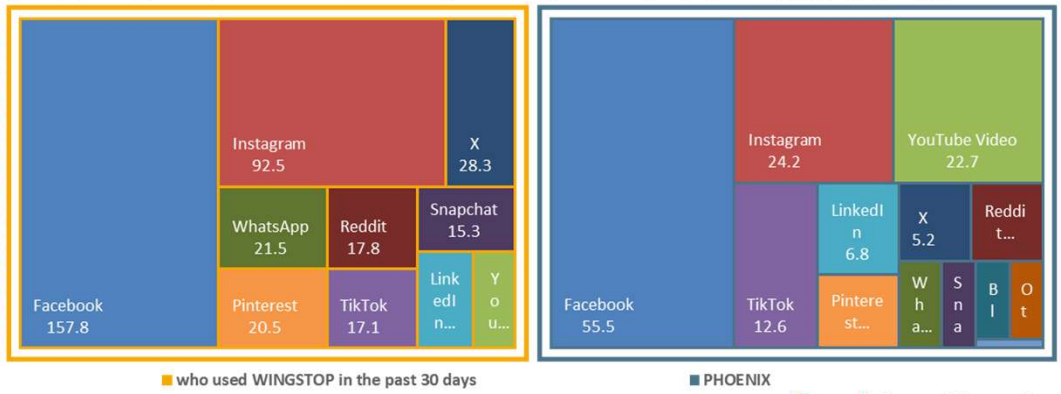
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

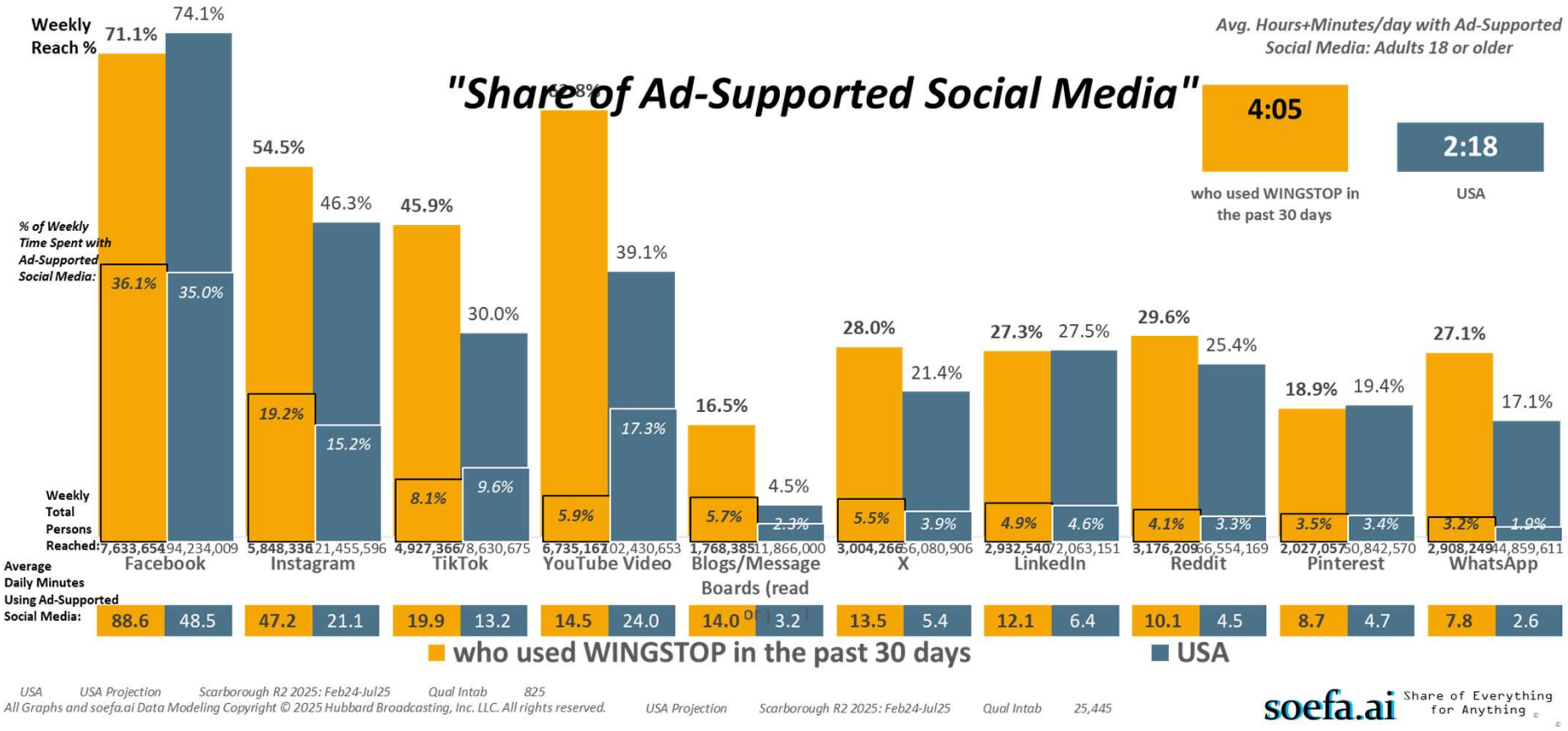
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Quick service restaurants used past 30 days: Wingstop



7,633,654 or 71.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 88.6 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

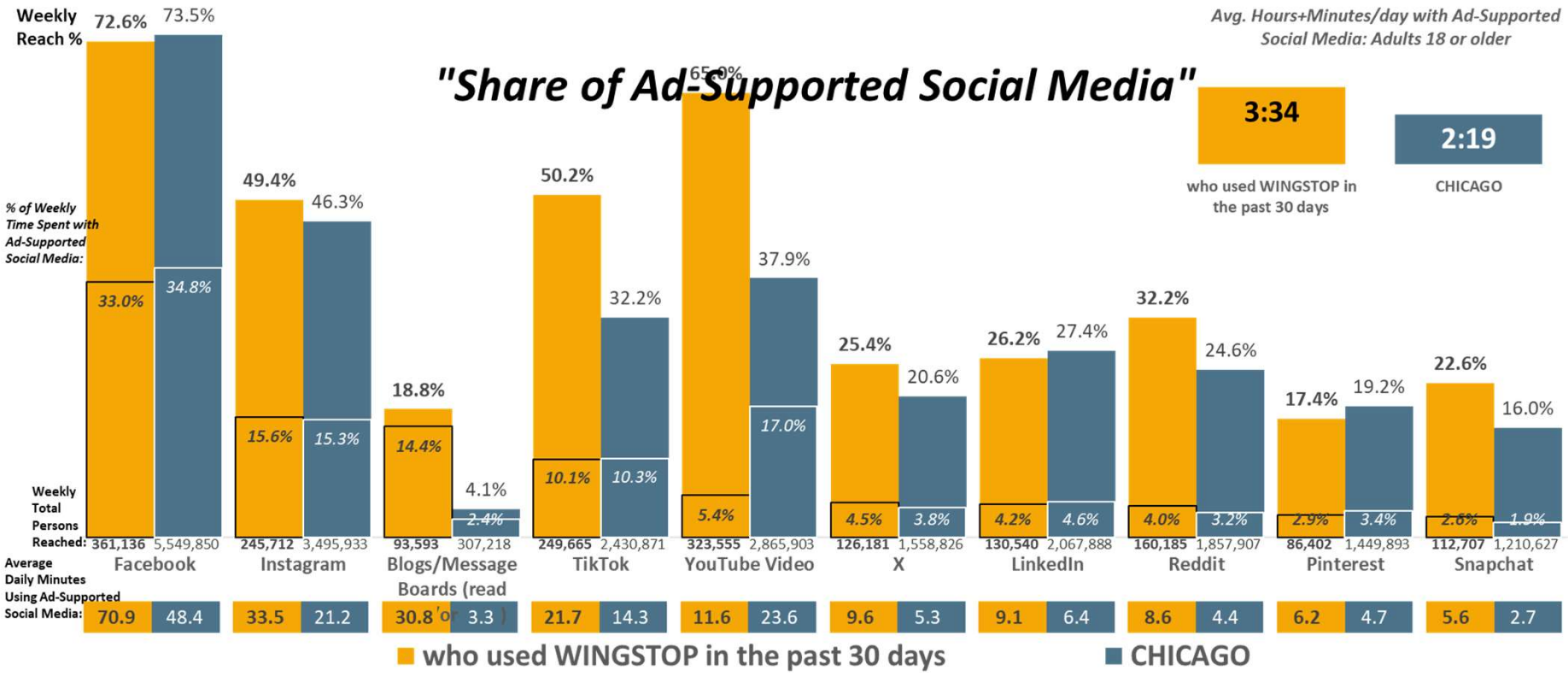
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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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Quick service restaurants used past 30 days: Wingstop

361,136 or 72.6% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 70.9 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.



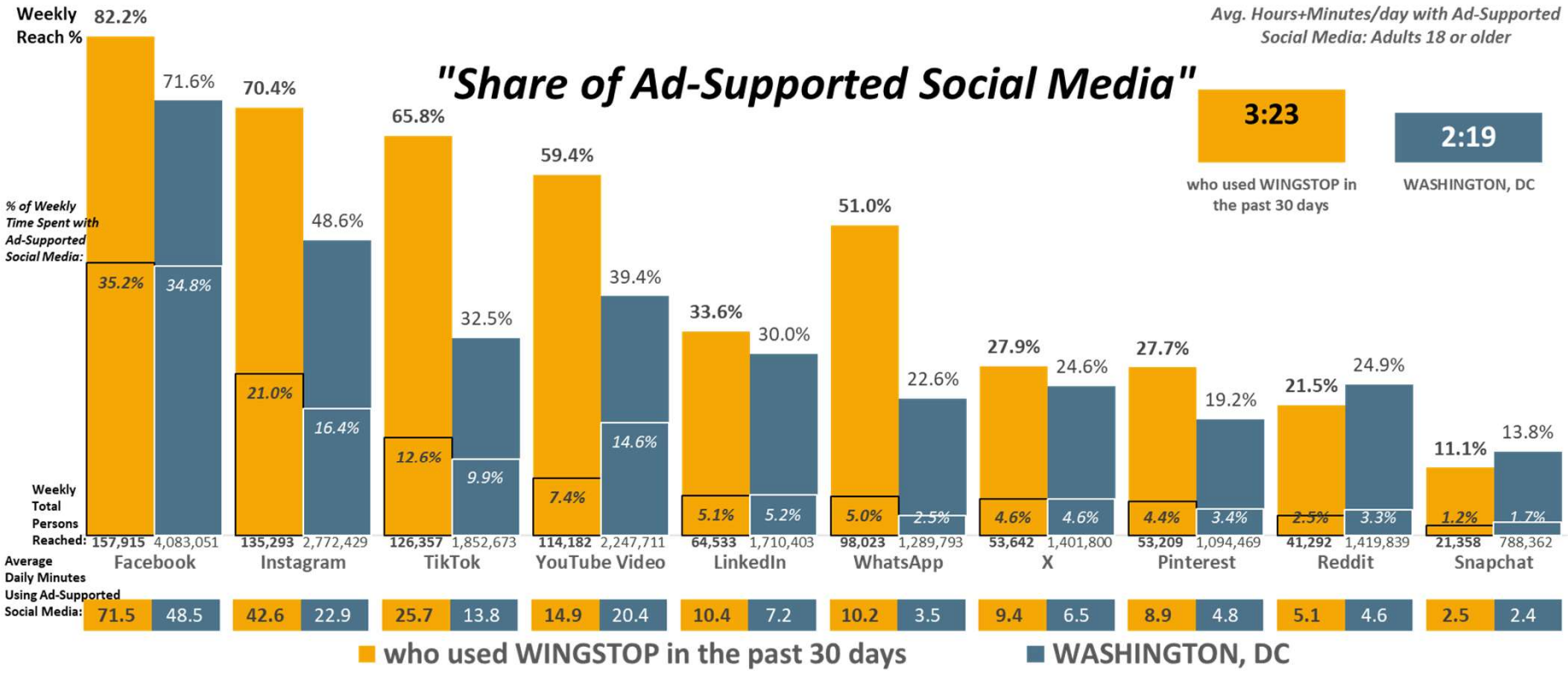
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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Quick service restaurants used past 30 days: Wingstop

157,915 or 82.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 71.5 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

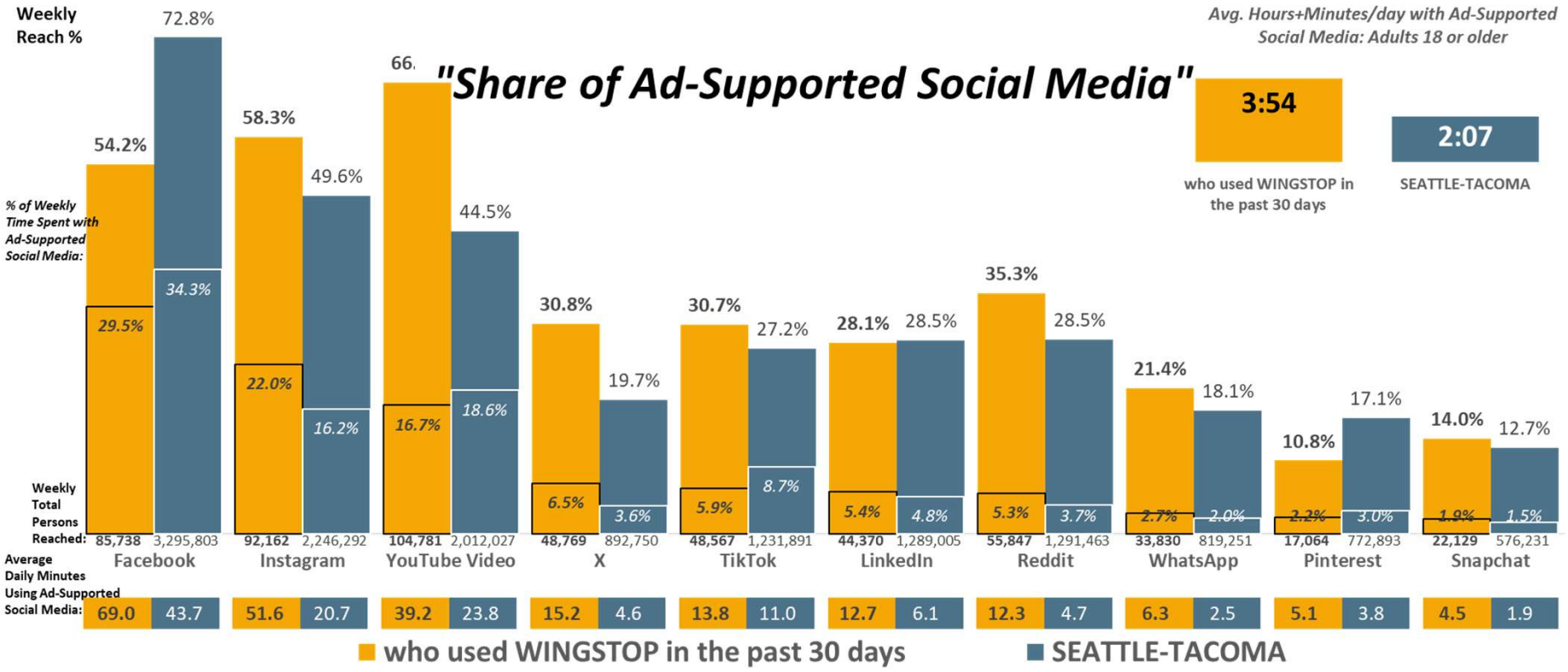
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Quick service restaurants used past 30 days: Wingstop



85,738 or 54.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 69. minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

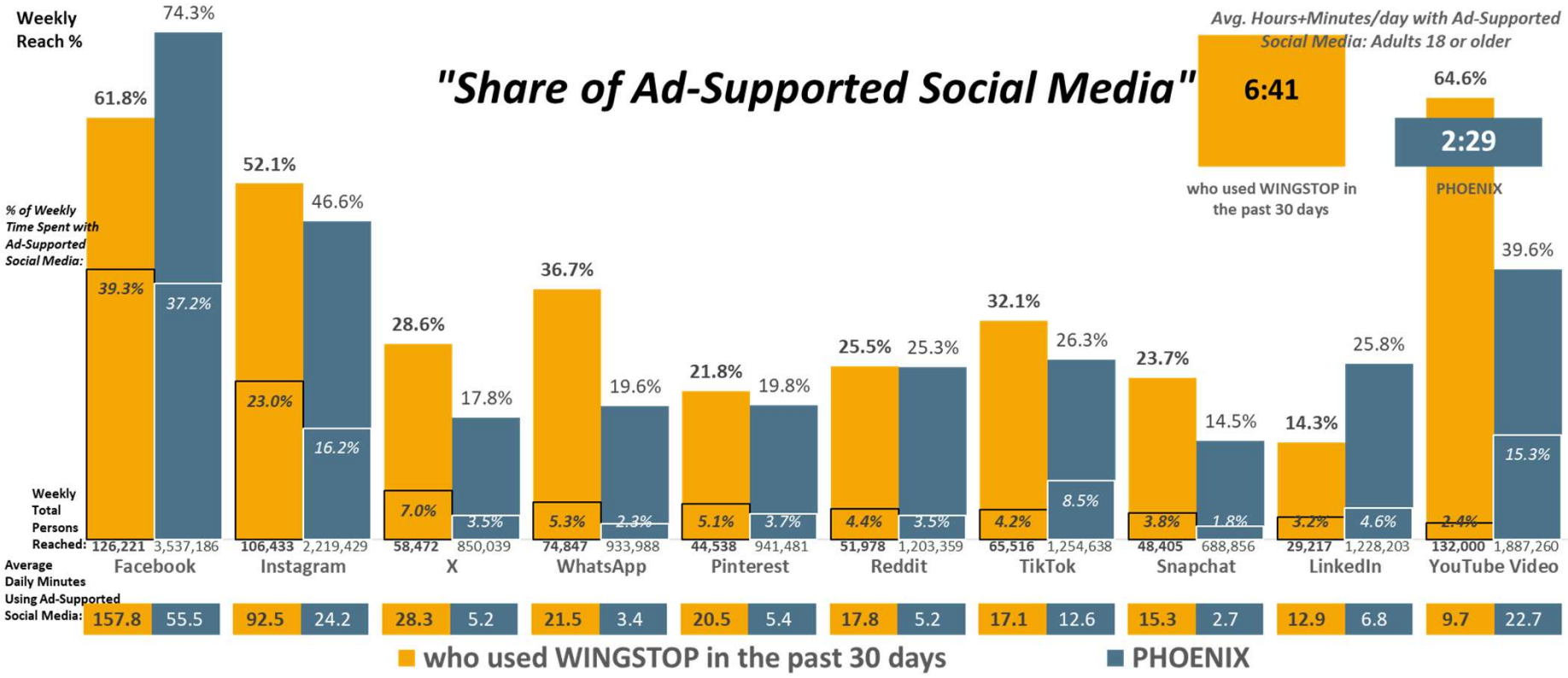
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Quick service restaurants used past 30 days: Wingstop



126,221 or 61.8% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 157.8 minutes every day representing 39.3% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

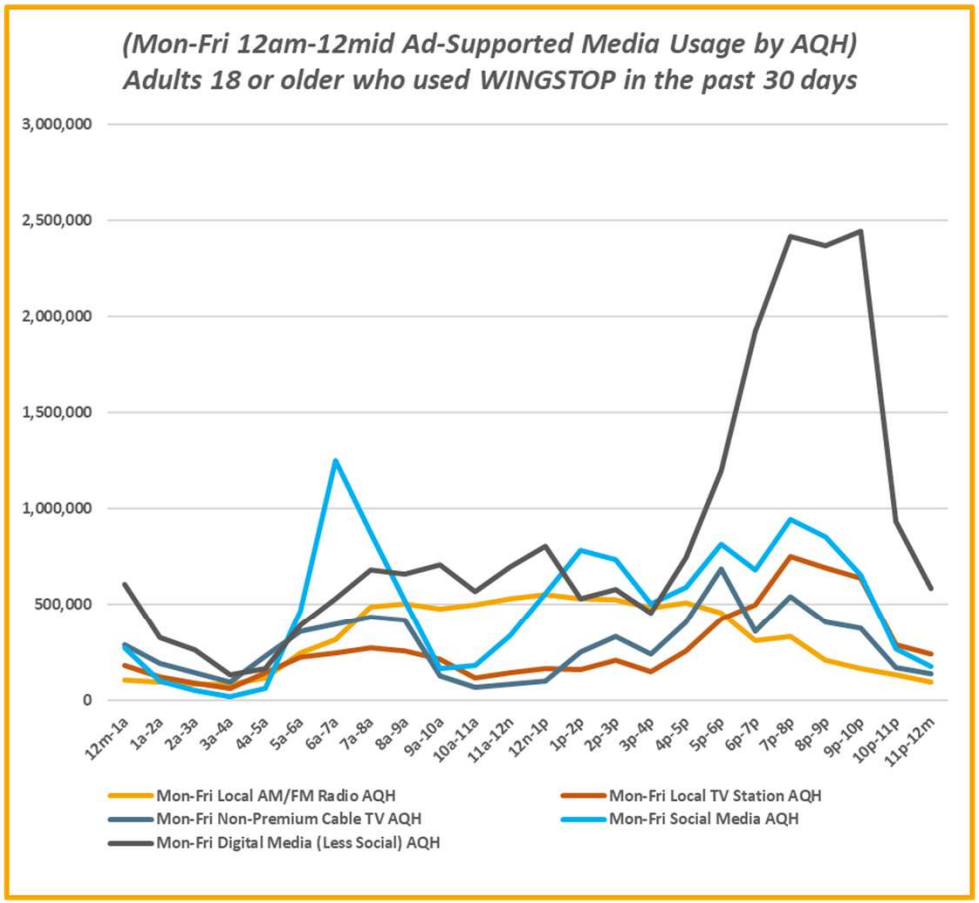
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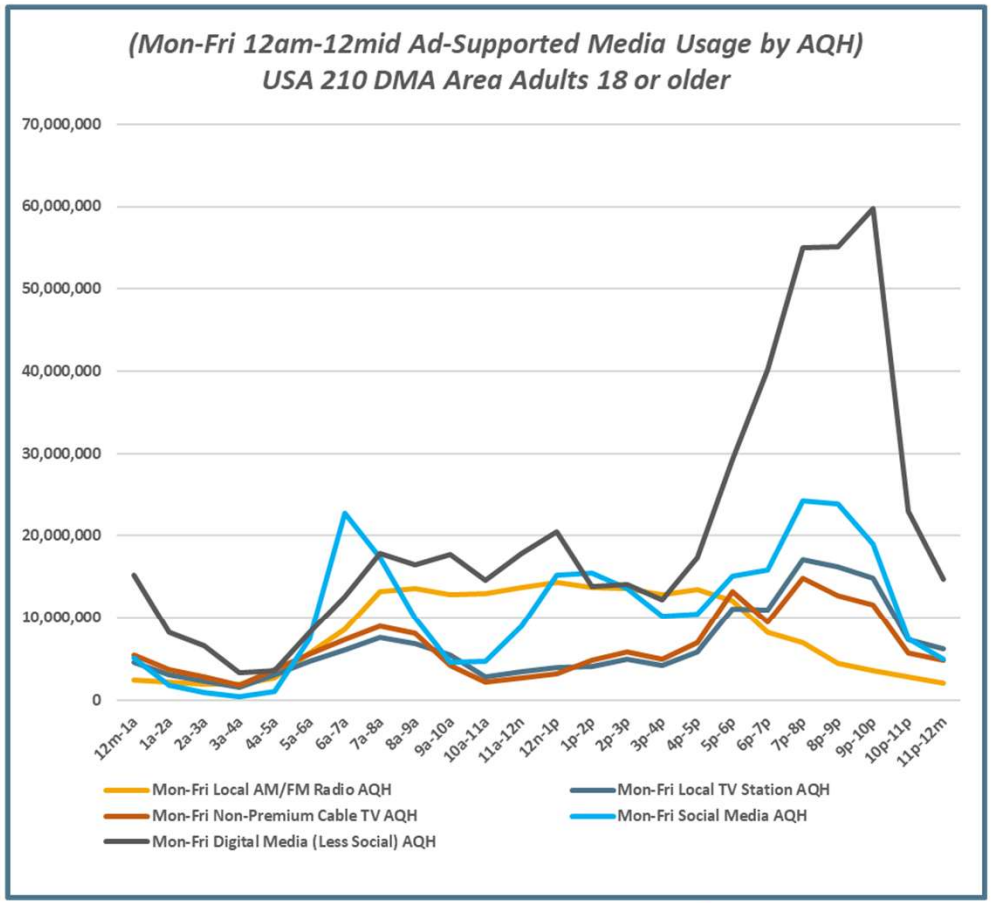
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Quick service restaurants used past 30 days: Wingstop



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 773,279; Social Media: 612,885; Local Radio: 473,855; Non-Prem. Cable: 297,640; Local TV: 236,547 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

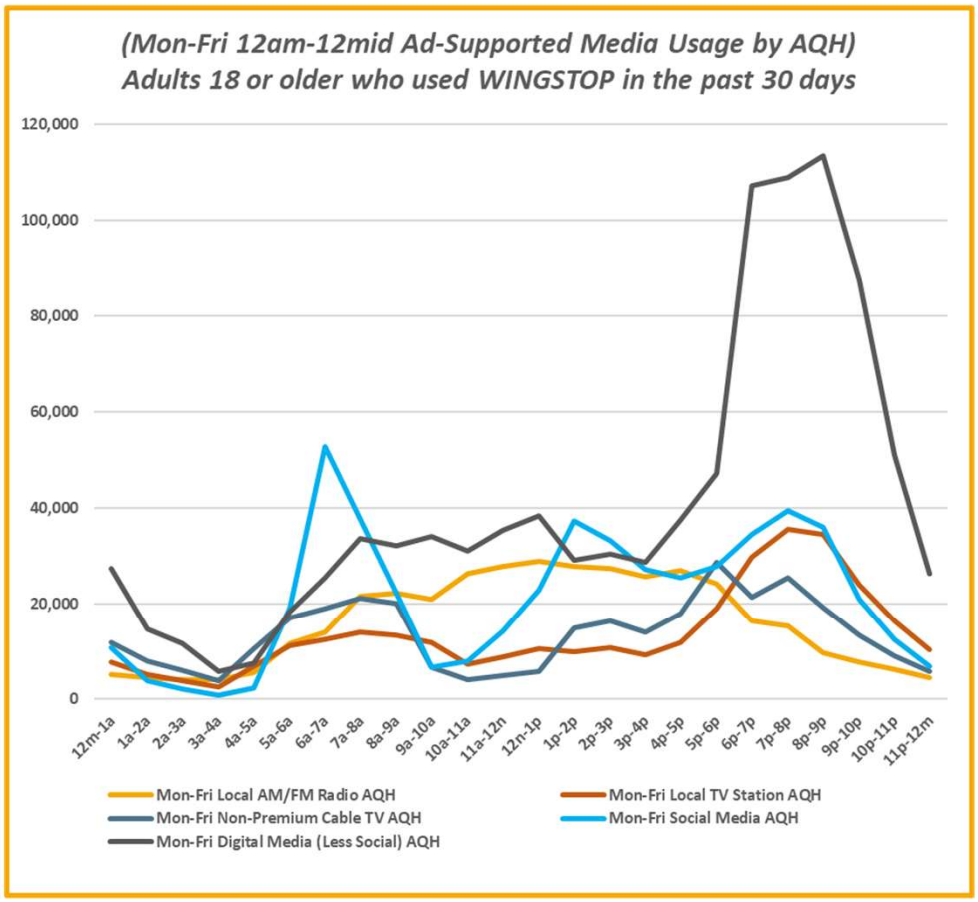
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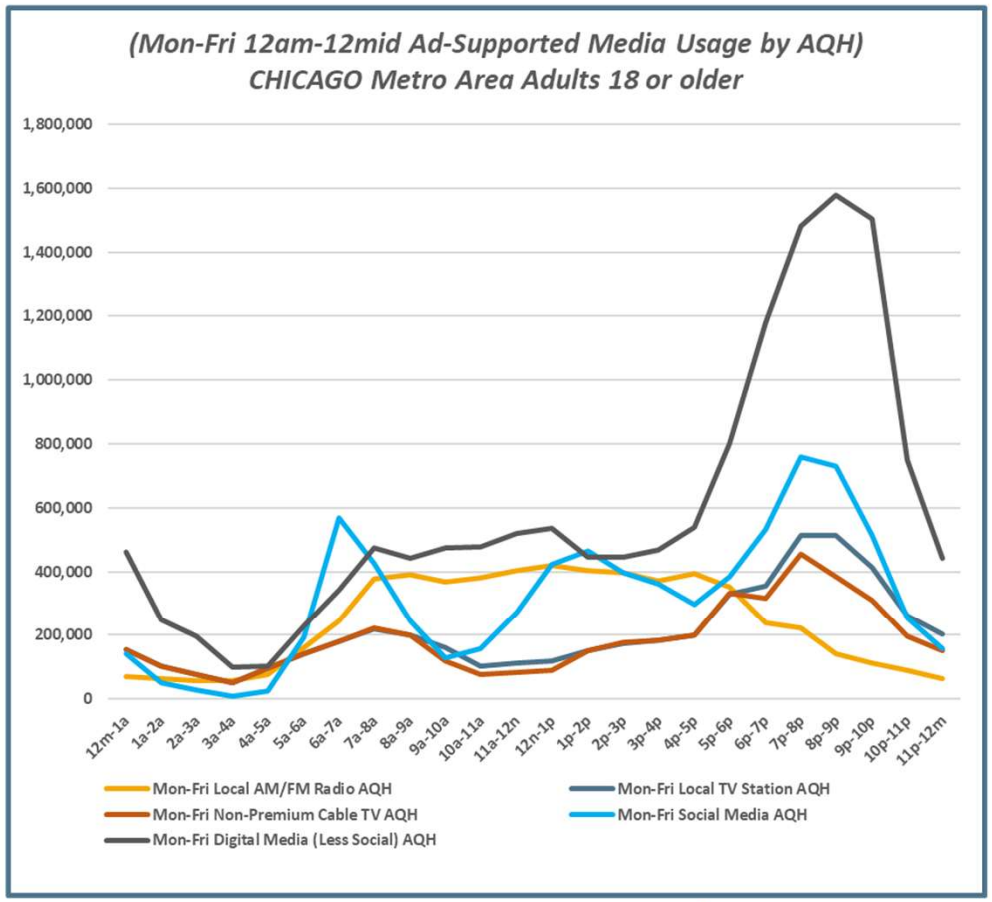
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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Quick service restaurants used past 30 days: Wingstop

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,217; Social Media: 26,892; Local Radio: 23,831; Non-Prem. Cable: 14,983; Local TV: 12,965 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





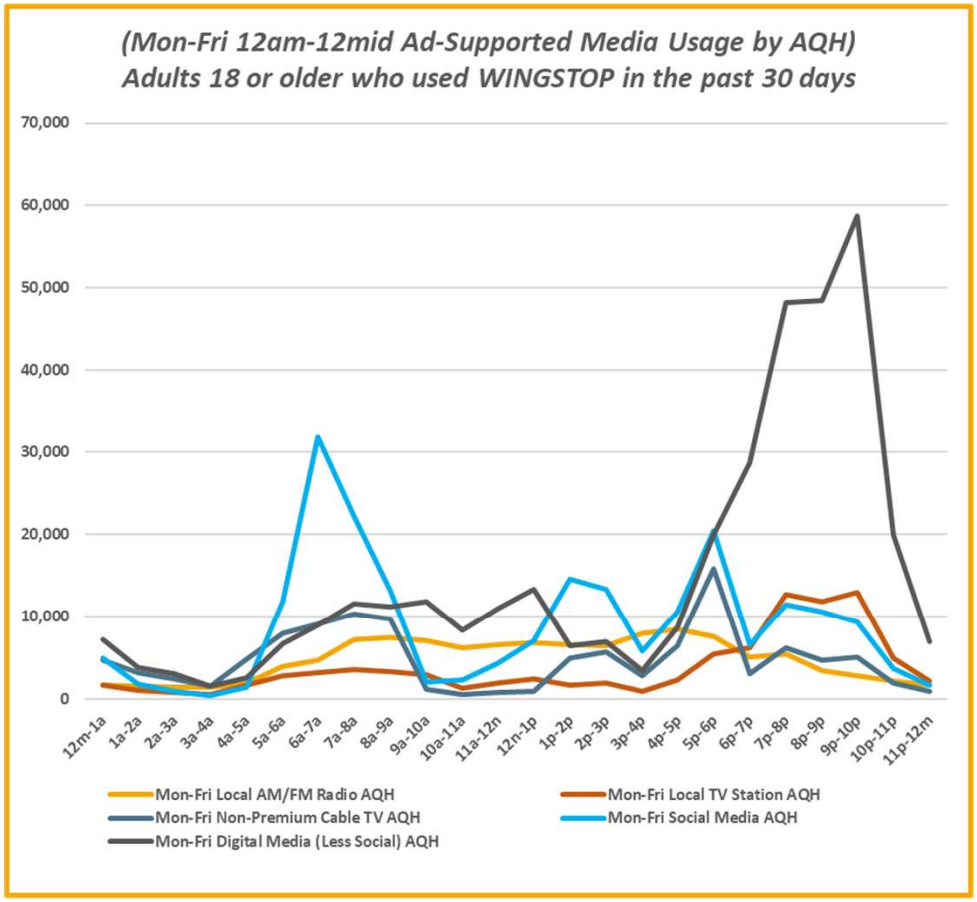
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

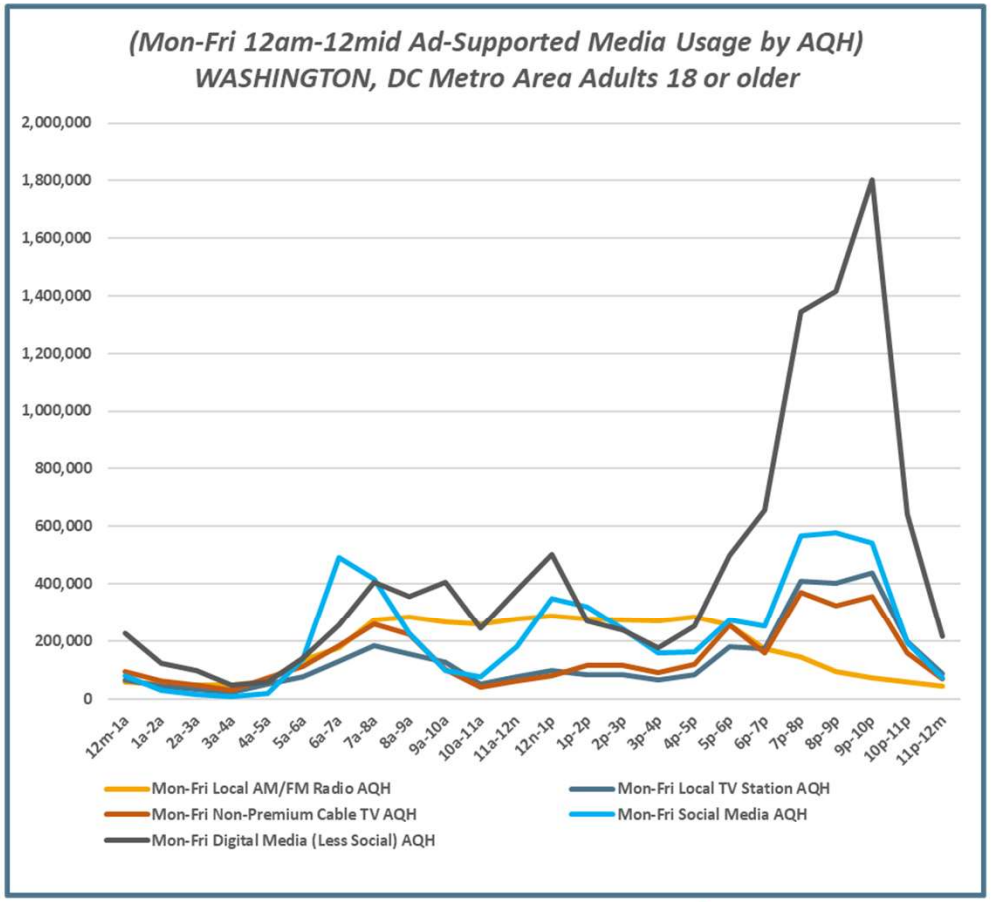
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Quick service restaurants used past 30 days: Wingstop

M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 11,850; All Other Digital Media: 11,540; Local Radio: 6,728; Non-Prem. Cable: 5,453; Local TV: 2,830 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

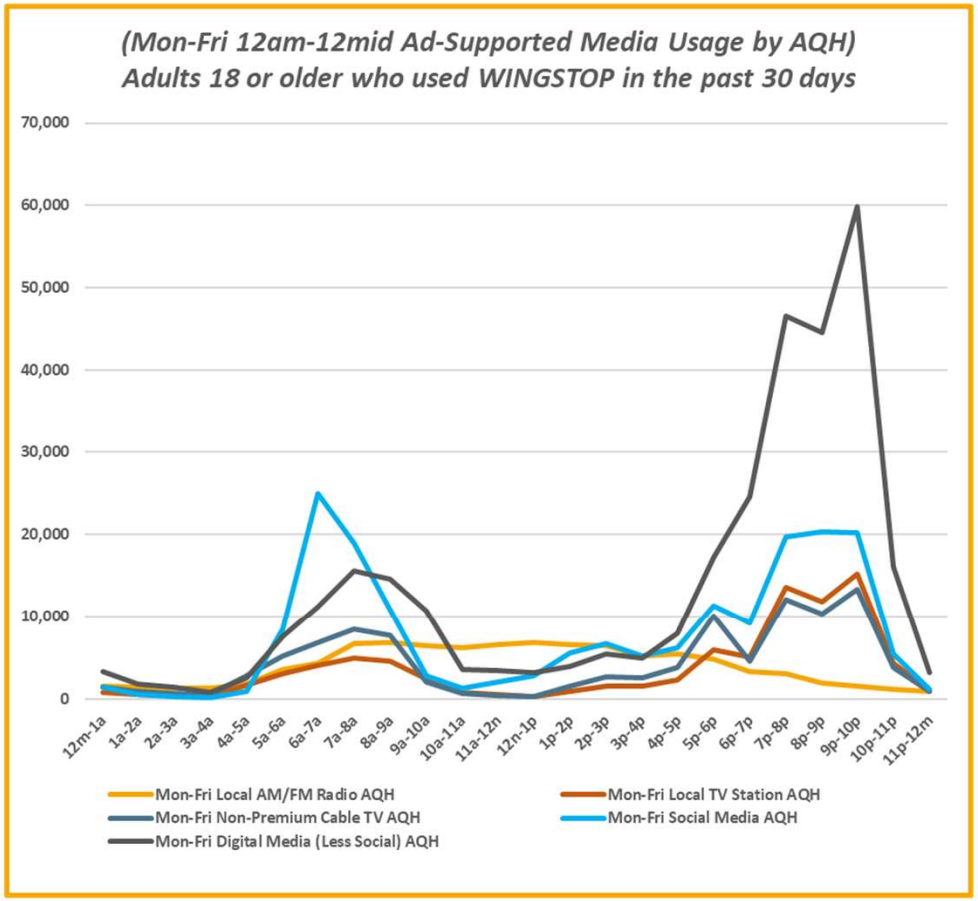
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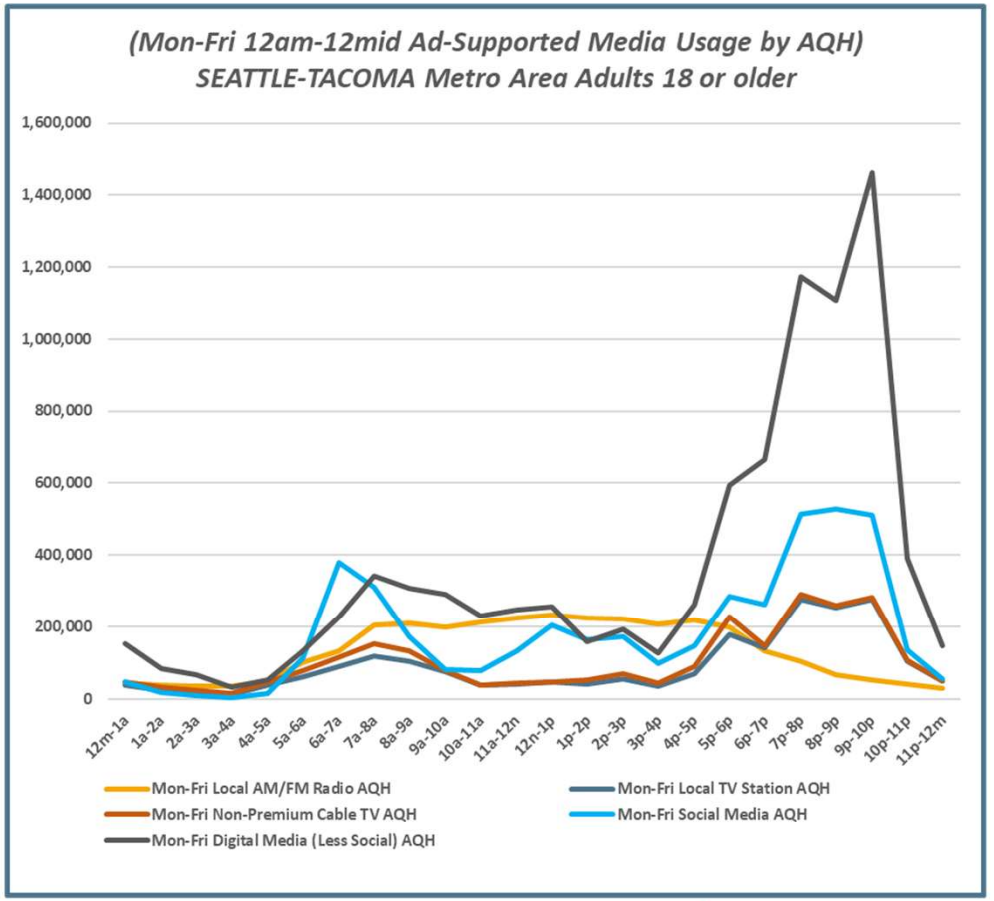
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Quick service restaurants used past 30 days: Wingstop



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,677; Social Media: 8,266; Local Radio: 5,785; Non-Prem. Cable: 3,940; Local TV: 2,639 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

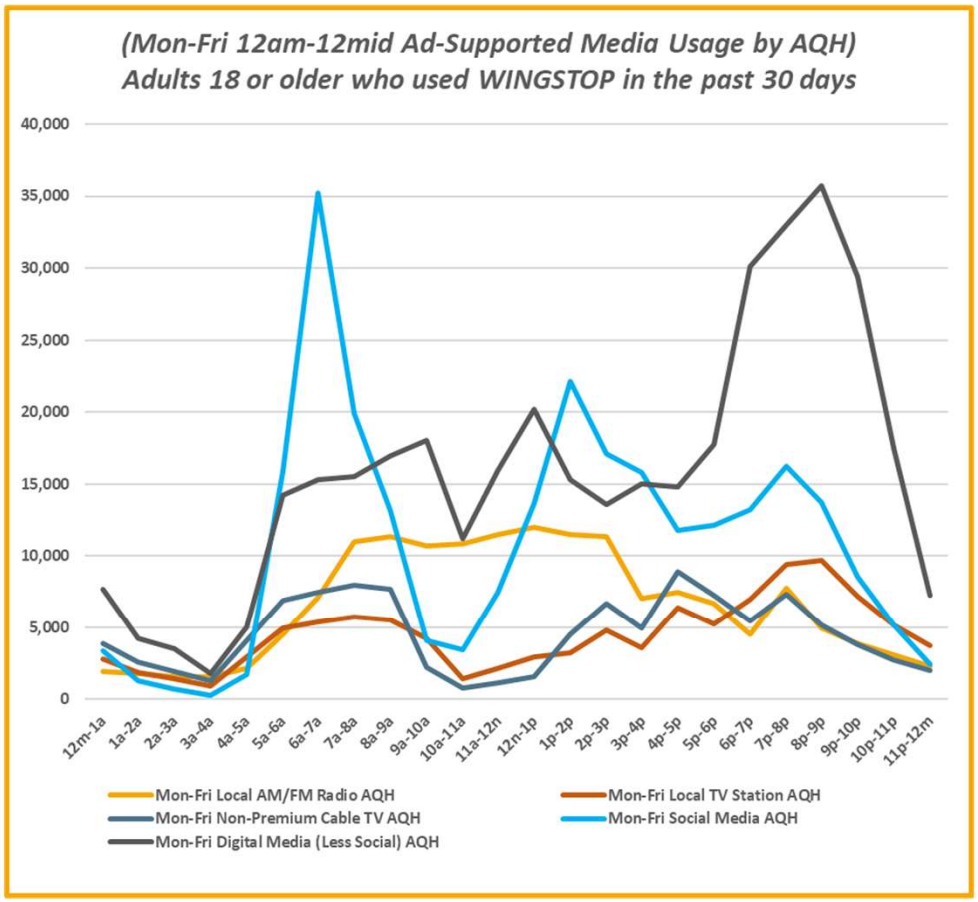
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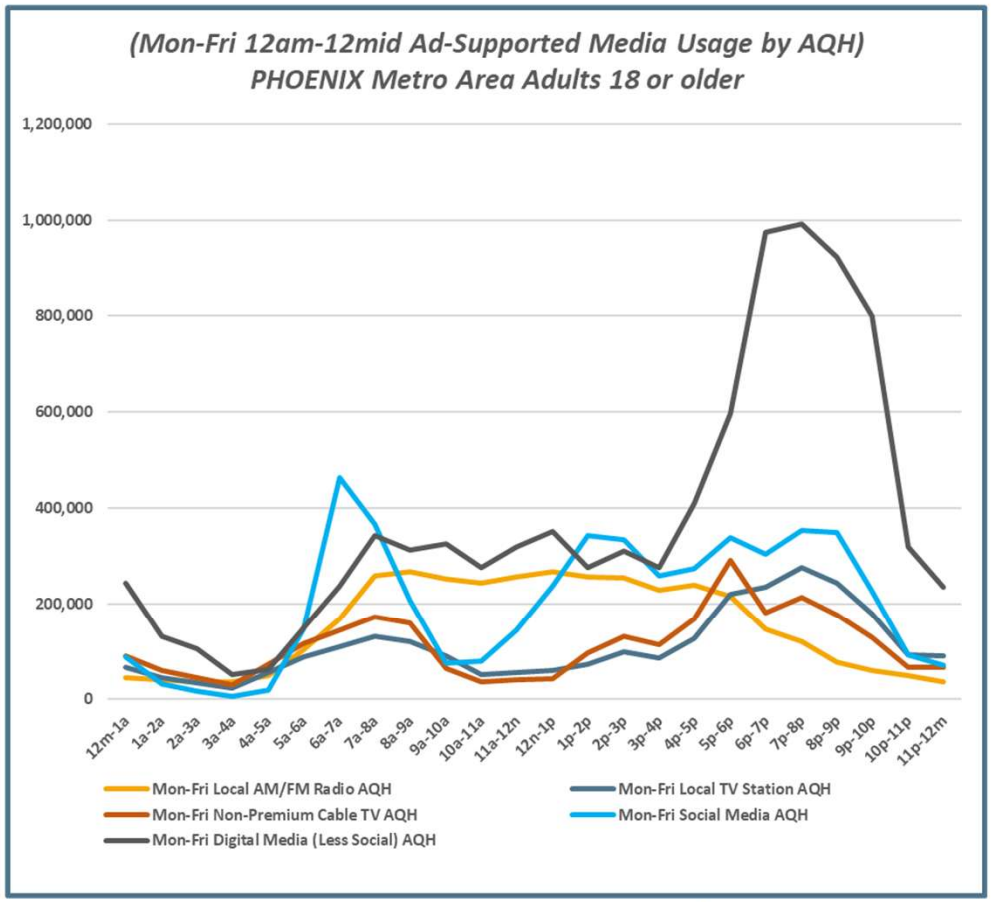
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Quick service restaurants used past 30 days: Wingstop

PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,896; Social Media: 14,537; Local Radio: 9,460; Non-Prem. Cable: 5,117; Local TV: 4,429 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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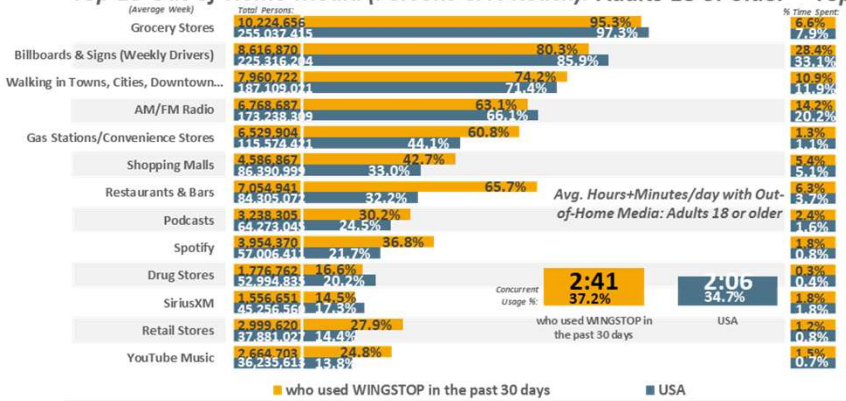
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Quick service restaurants used past 30 days: Wingstop

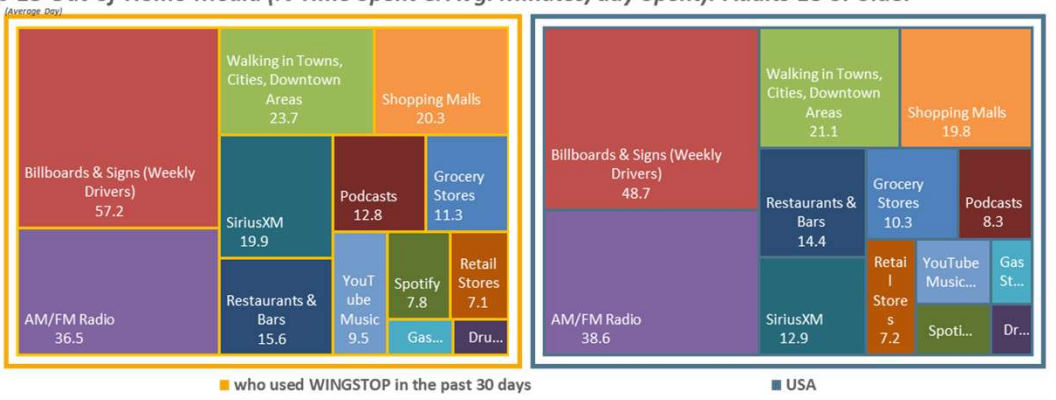


8,616,870 or 80.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 33.3 minutes/day.

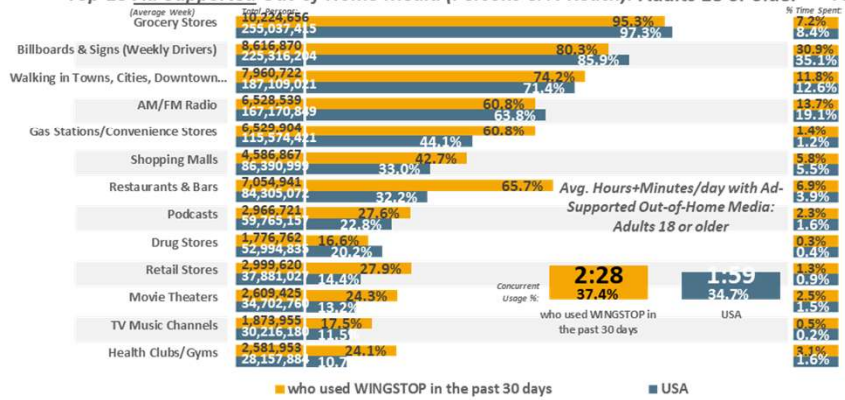
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



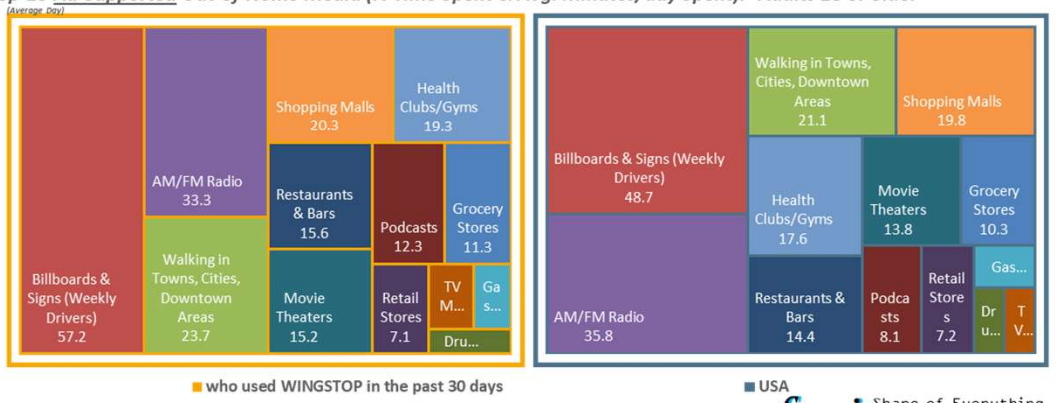
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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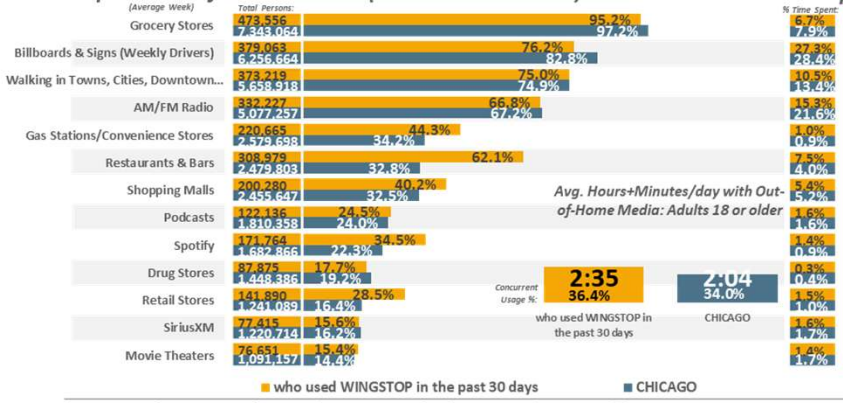
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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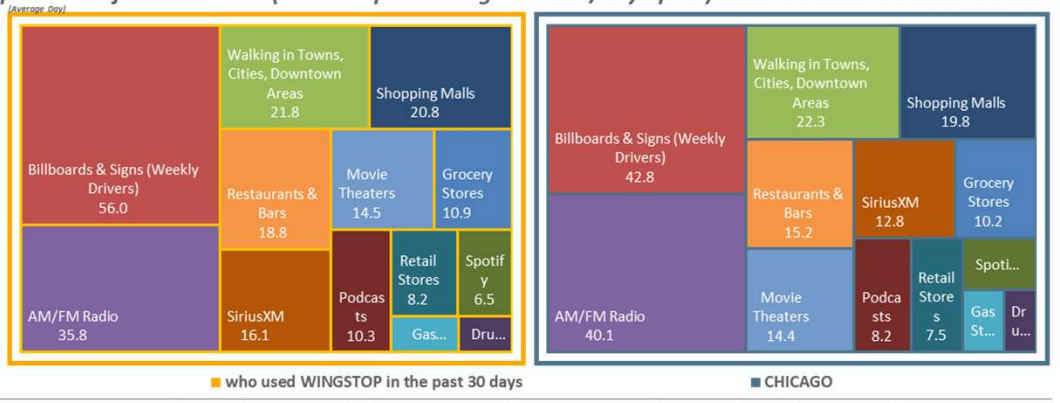
Quick service restaurants used past 30 days: Wingstop

379,063 or 76.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 56. minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day.

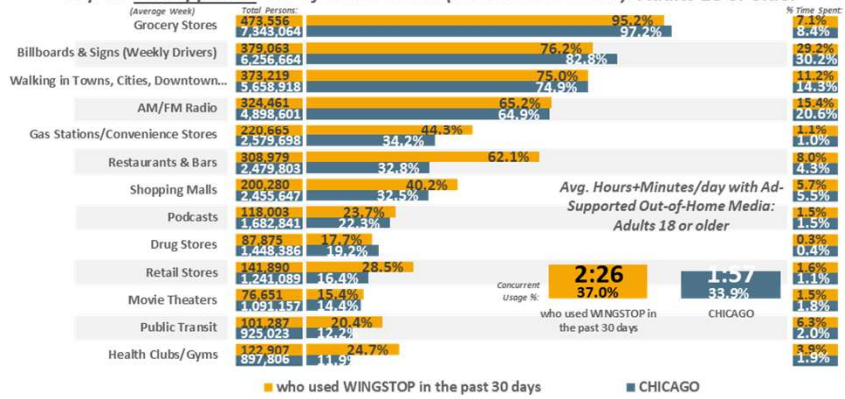
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



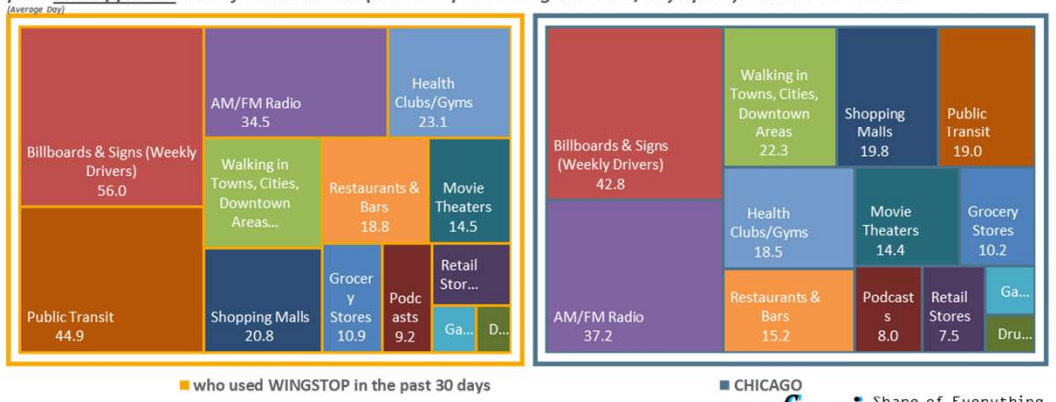
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

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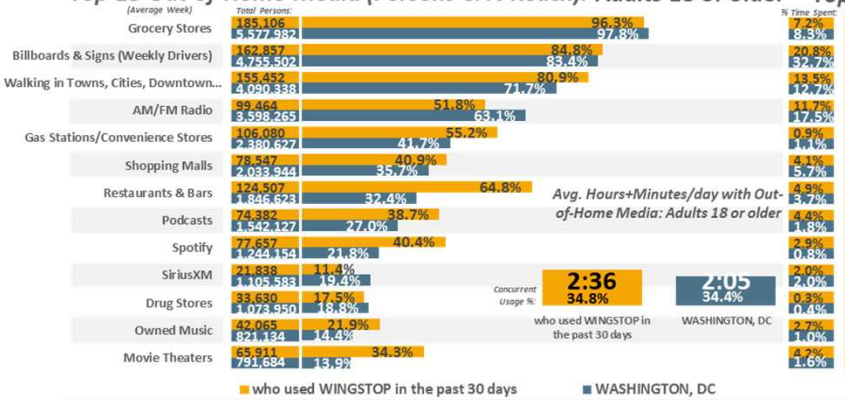
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Quick service restaurants used past 30 days: Wingstop

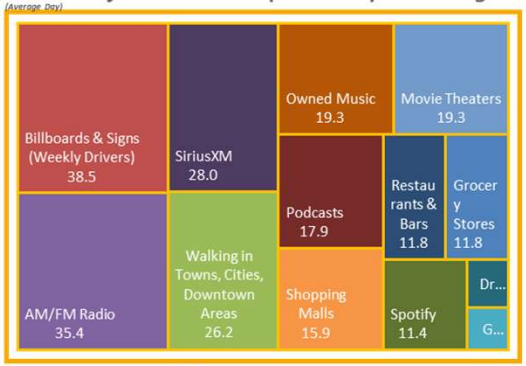


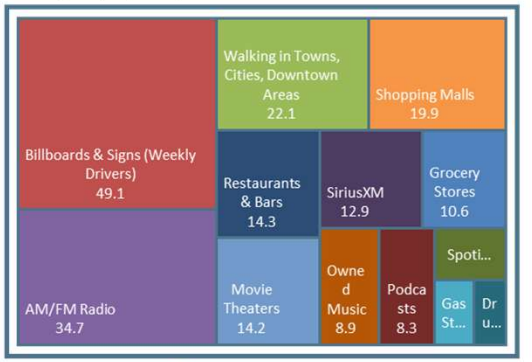
162,857 or 84.8% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 38.5 minutes per day driving, seeing Billboards and Signs. 49.8% Listen to Local Radio Stations Out-of-Home for an average of 29.5 minutes/day.

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

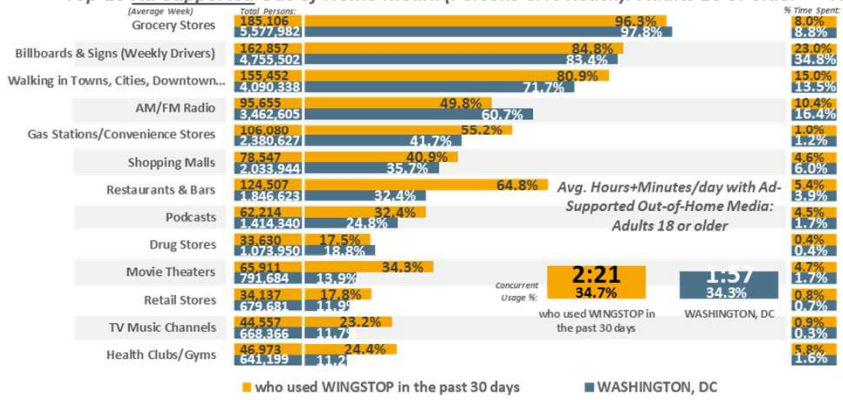


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

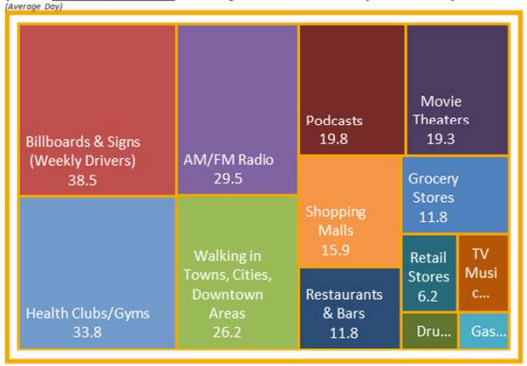


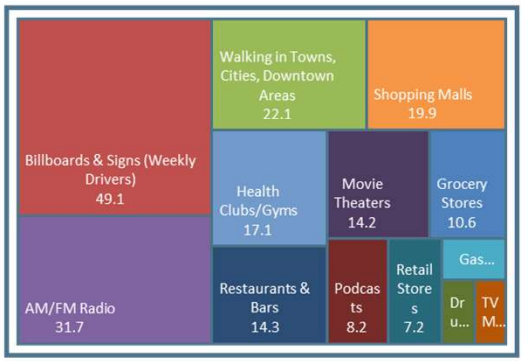


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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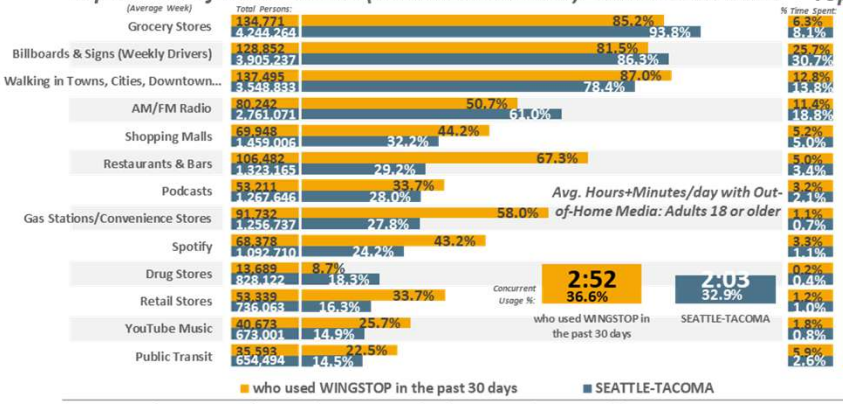
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Quick service restaurants used past 30 days: Wingstop

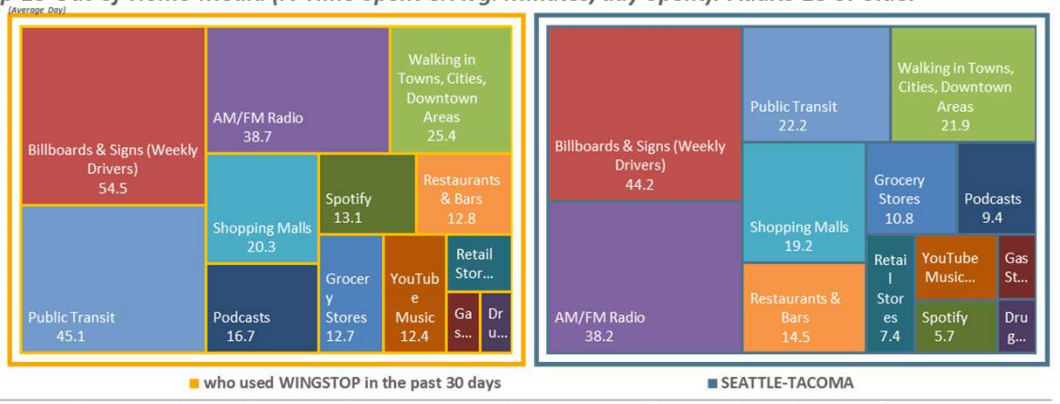


128,852 or 81.5% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 49.8% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minutes/day.

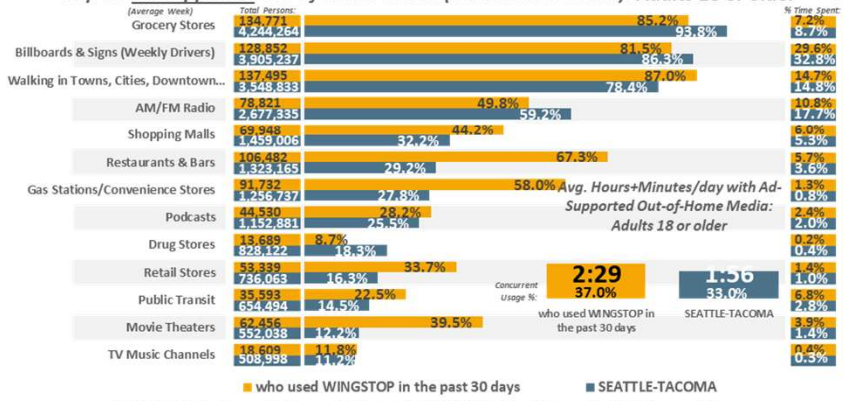
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



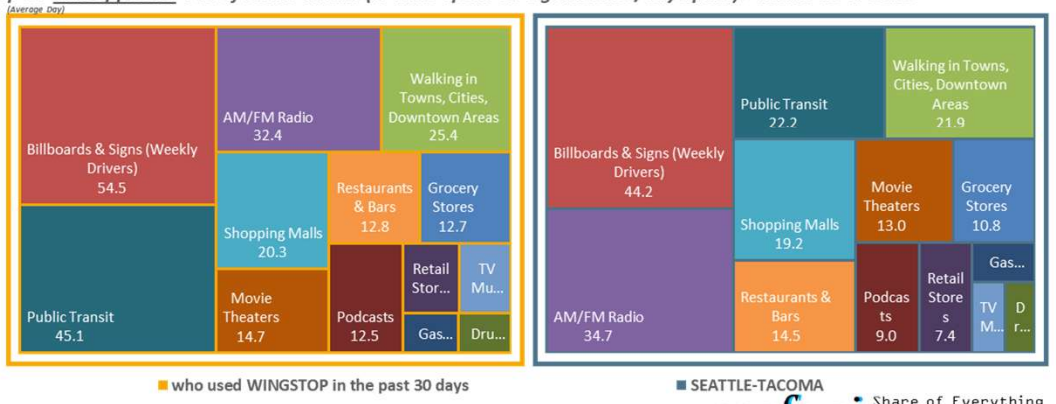
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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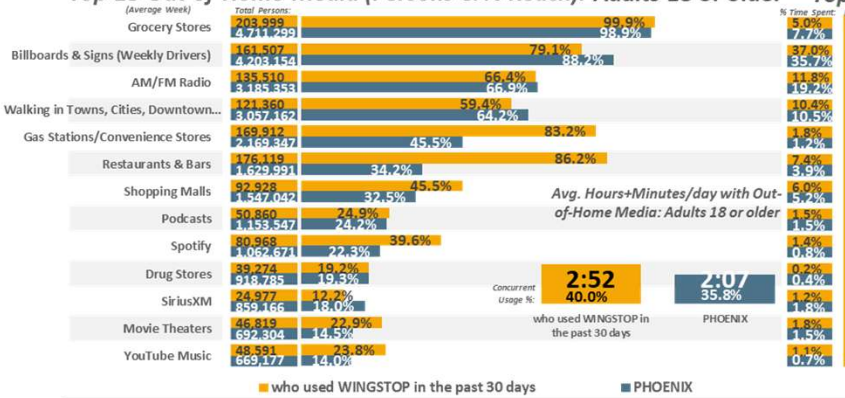
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Quick service restaurants used past 30 days: Wingstop

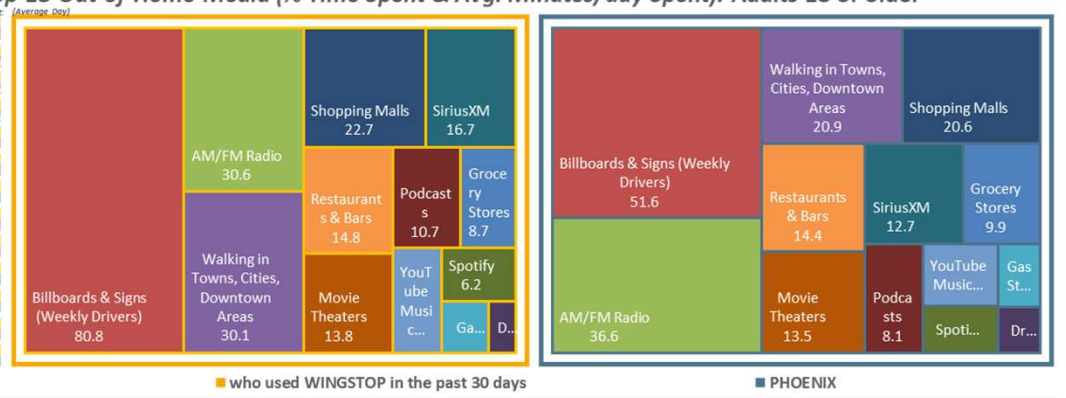


161,507 or 79.1% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 80.8 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 30.3 minutes/day.

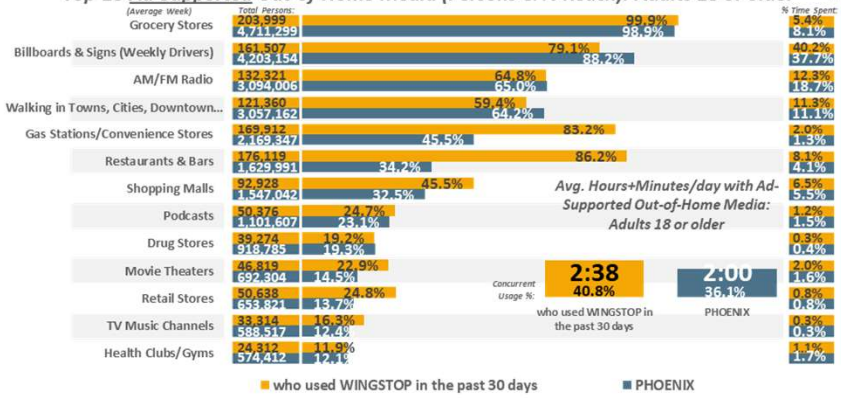
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



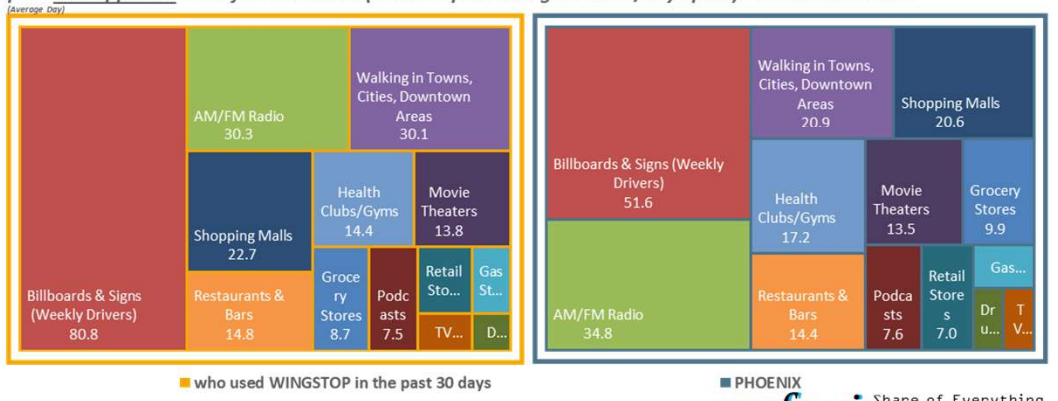
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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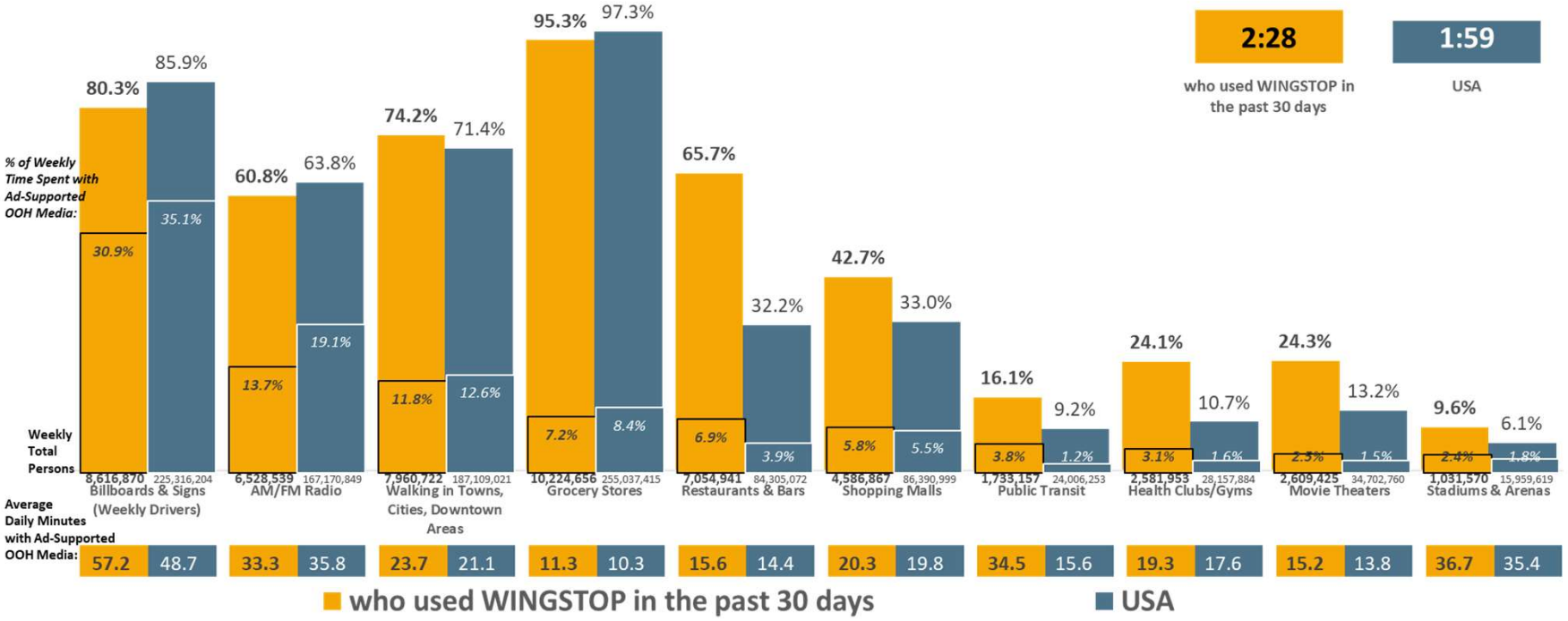
Quick service restaurants used past 30 days: Wingstop



8,616,870 or 80.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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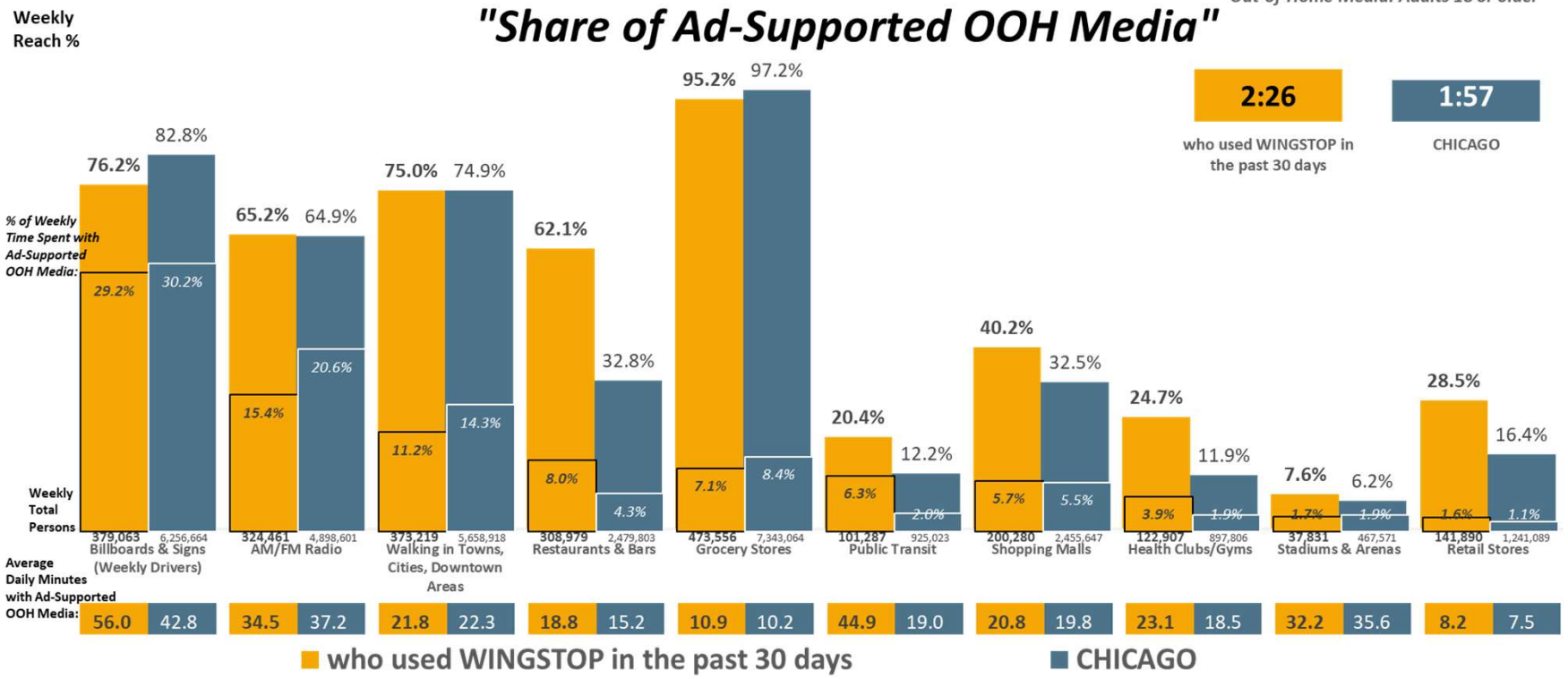
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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Quick service restaurants used past 30 days: Wingstop

379,063 or 76.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 29.2% 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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

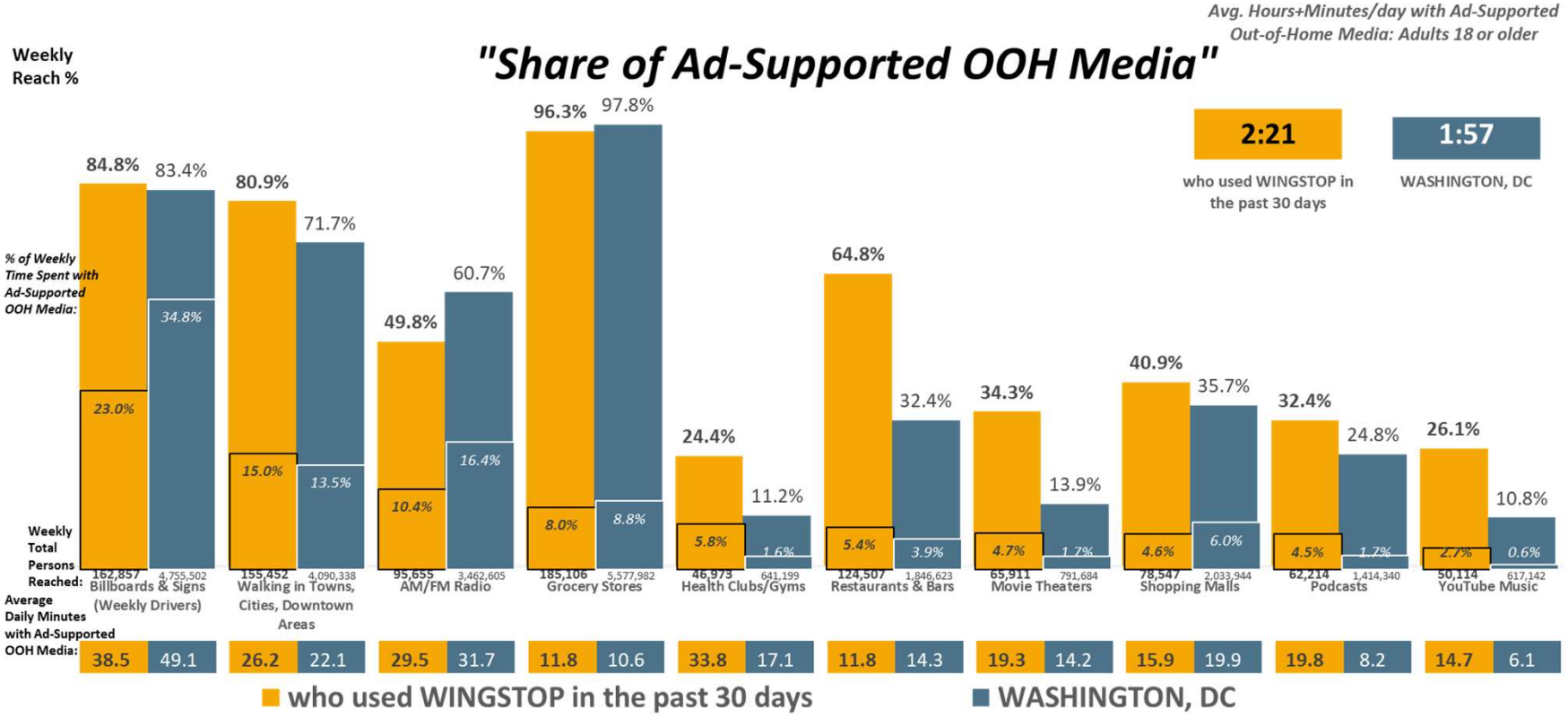
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Quick service restaurants used past 30 days: Wingstop



162,857 or 84.8% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 38.5 minutes per day driving, seeing Billboards and Signs representing 23.% of all Time Spent with Ad-Supported Out-of-Home Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

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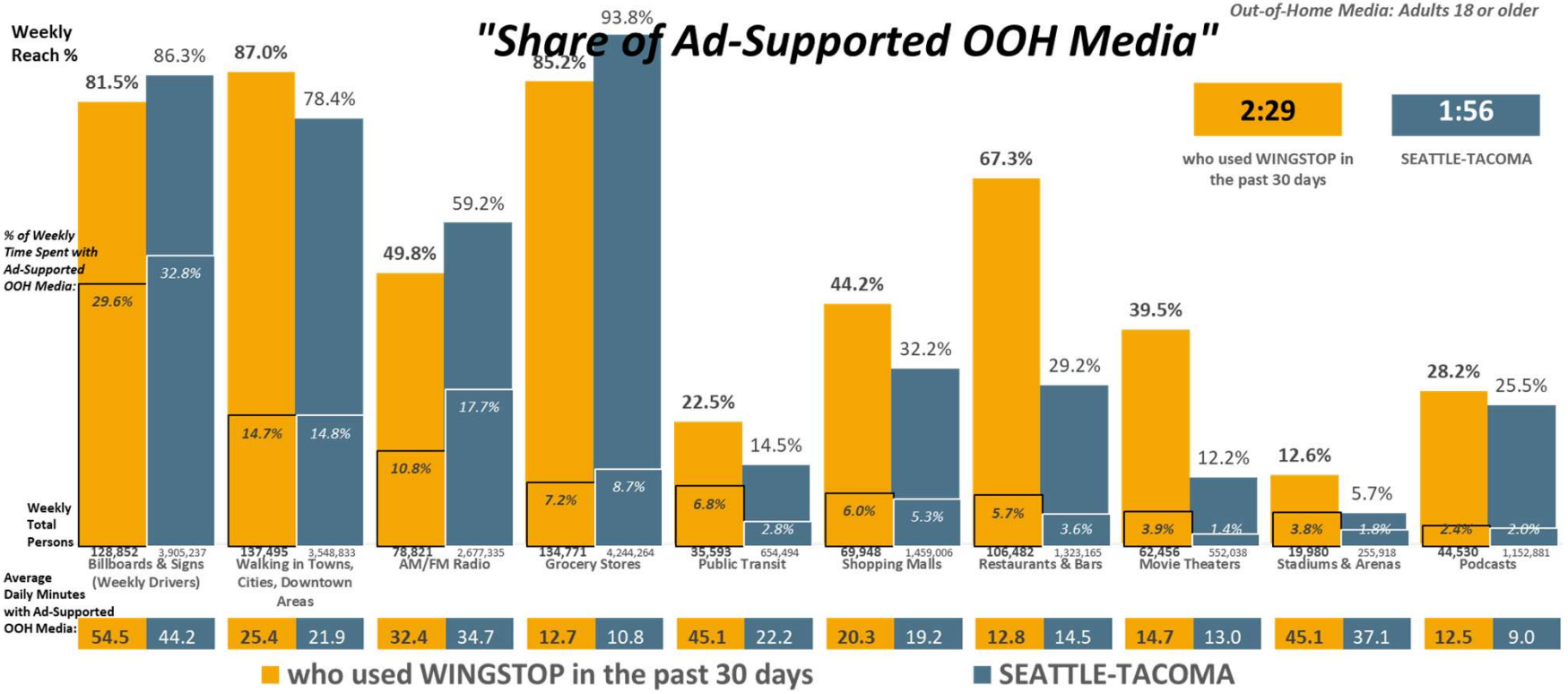
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Quick service restaurants used past 30 days: Wingstop



128,852 or 81.5% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 54.5 minutes per day driving, seeing Billboards and Signs representing 29.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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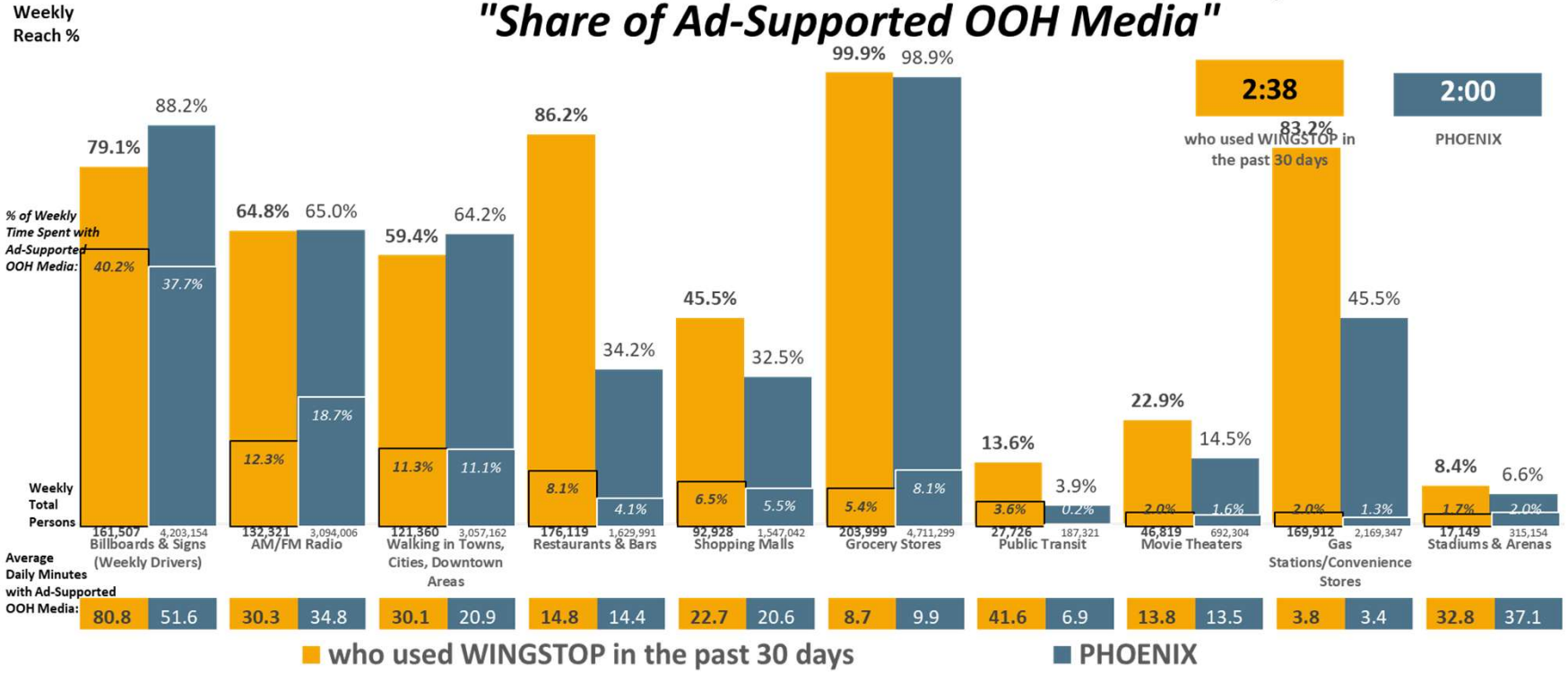
Quick service restaurants used past 30 days: Wingstop



161,507 or 79.1% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 80.8 minutes per day driving, seeing Billboards and Signs representing 40.2% 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

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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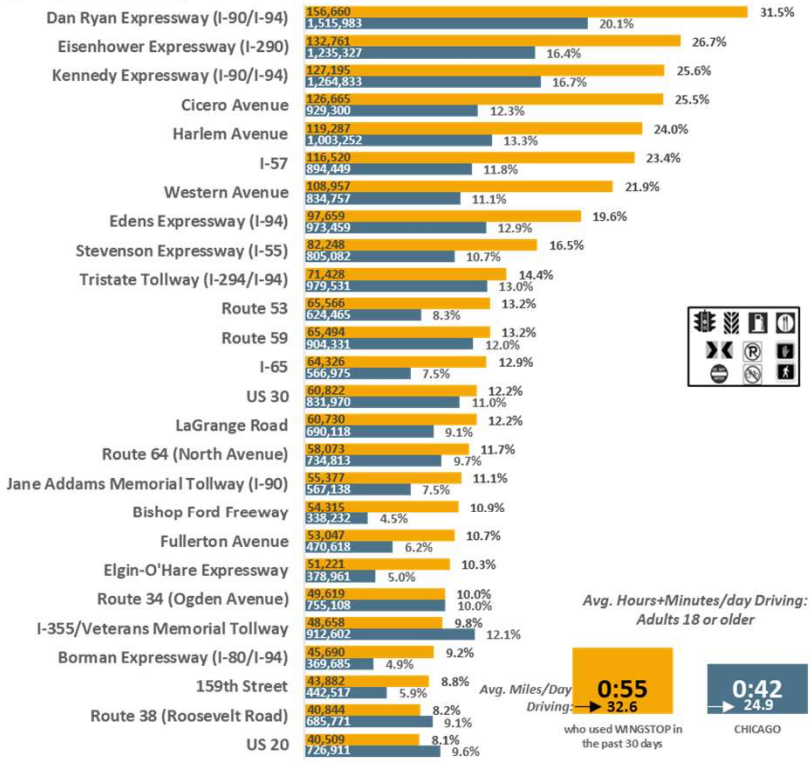
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Quick service restaurants used past 30 days: Wingstop



379,063 or 76.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 56. minutes per day driving an average of 32.6 miles each day and are 143.7% more likely to use Bishop Ford Freeway than the Metro average.

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



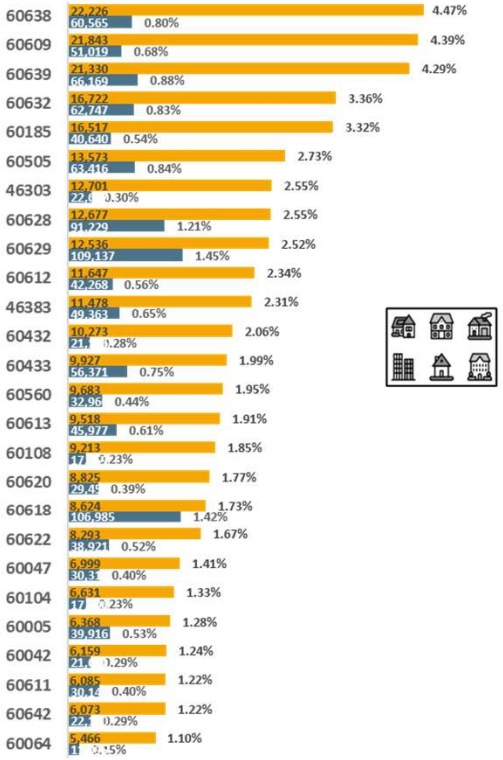
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 32.6

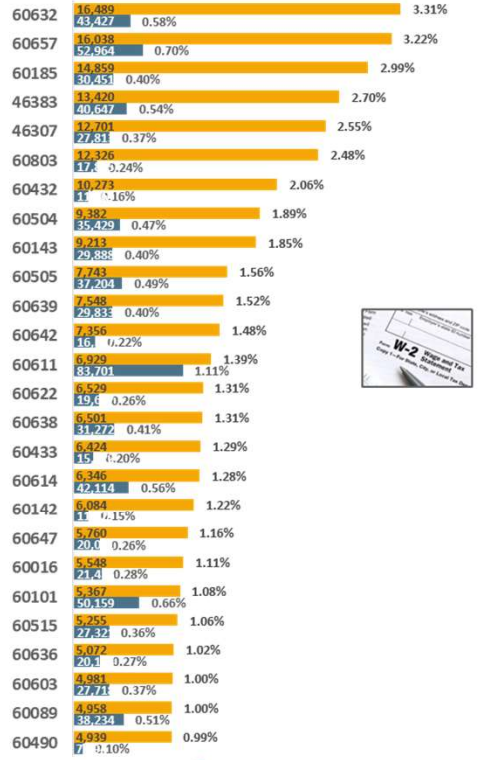
0:55 who used WINGSTOP in the past 30 days

0:42 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

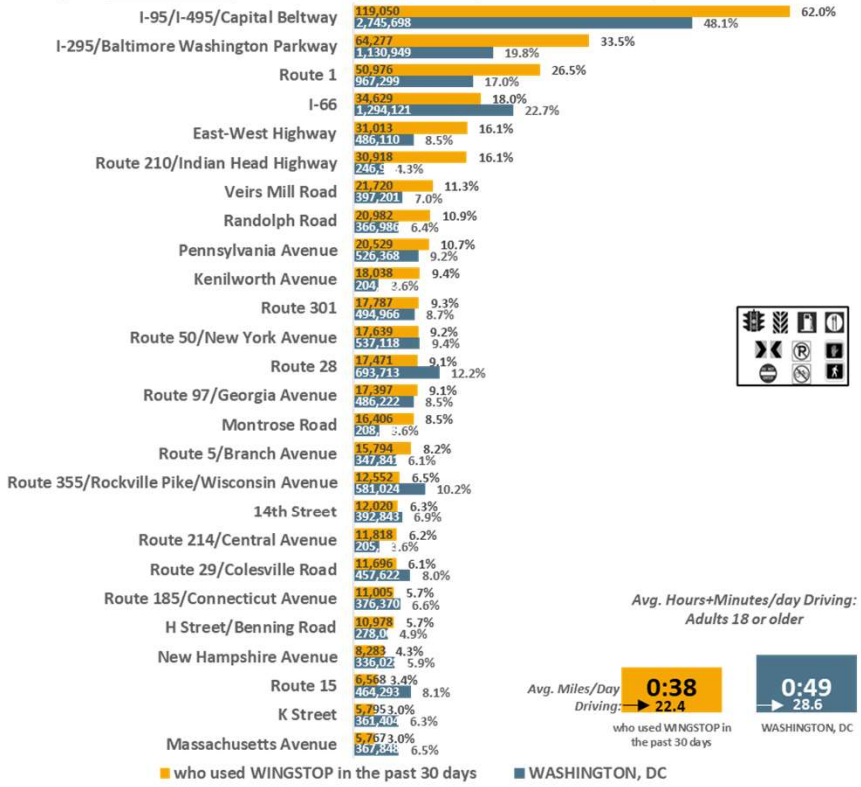
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Quick service restaurants used past 30 days: Wingstop



162,857 or 84.8% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 38.5 minutes per day driving an average of 22.4 miles each day and are 271.6% more likely to use Route 210/Indian Head Highway than the Metro average.

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



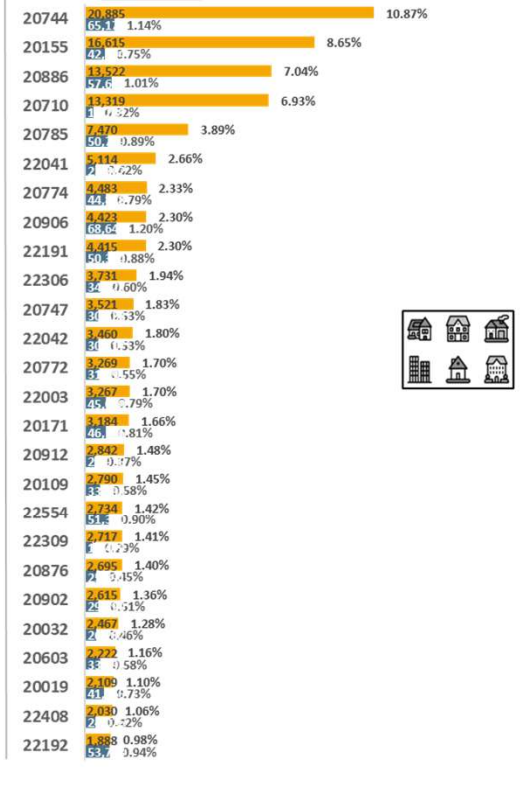
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 22.4

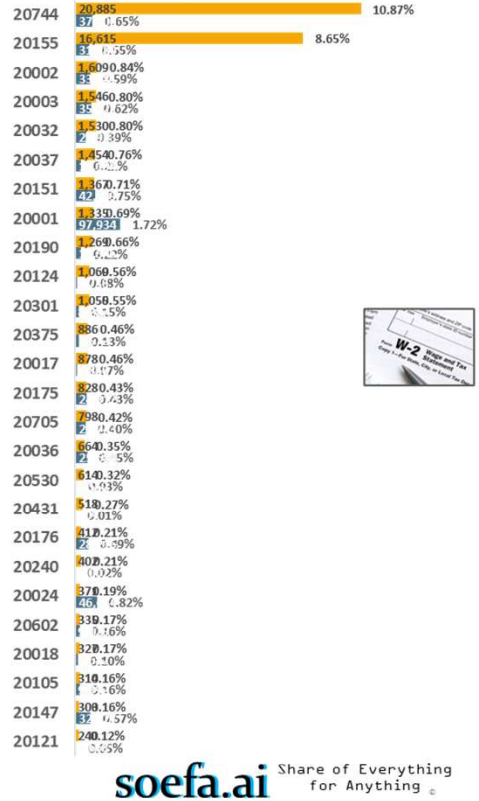
0:38 who used WINGSTOP in the past 30 days

0:49 / 28.6 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

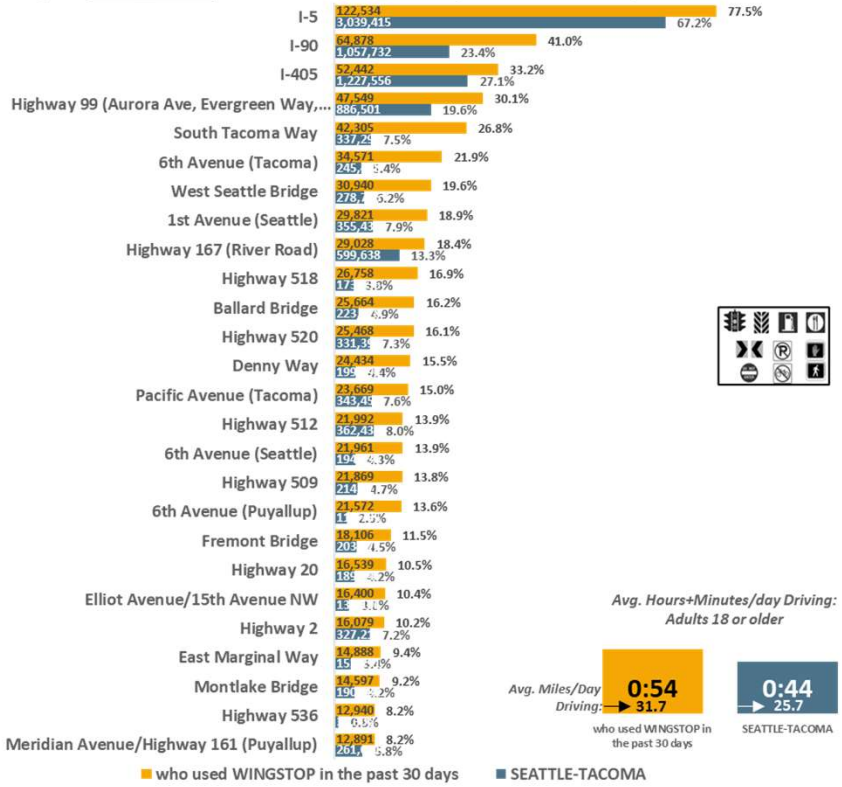
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Quick service restaurants used past 30 days: Wingstop



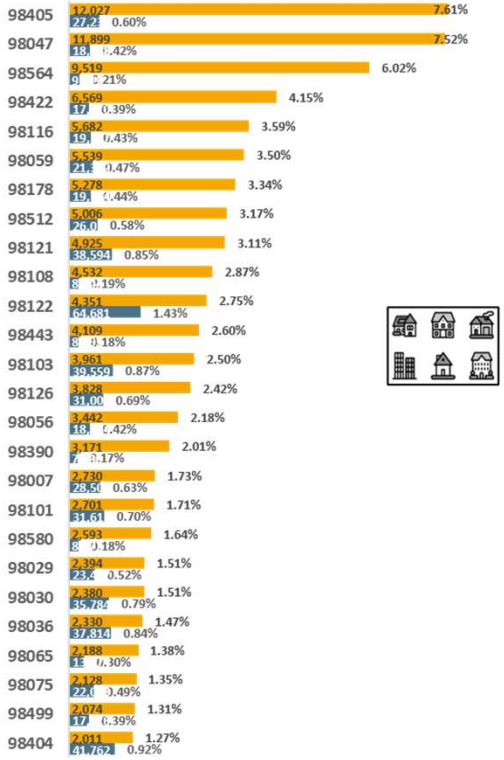
128,852 or 81.5% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 447.3% more likely to use 6th Avenue (Puyallup) than the Metro average.

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

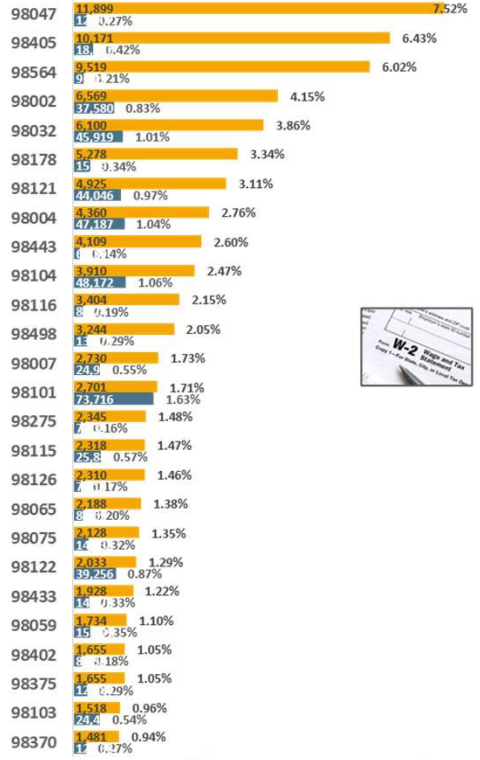


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

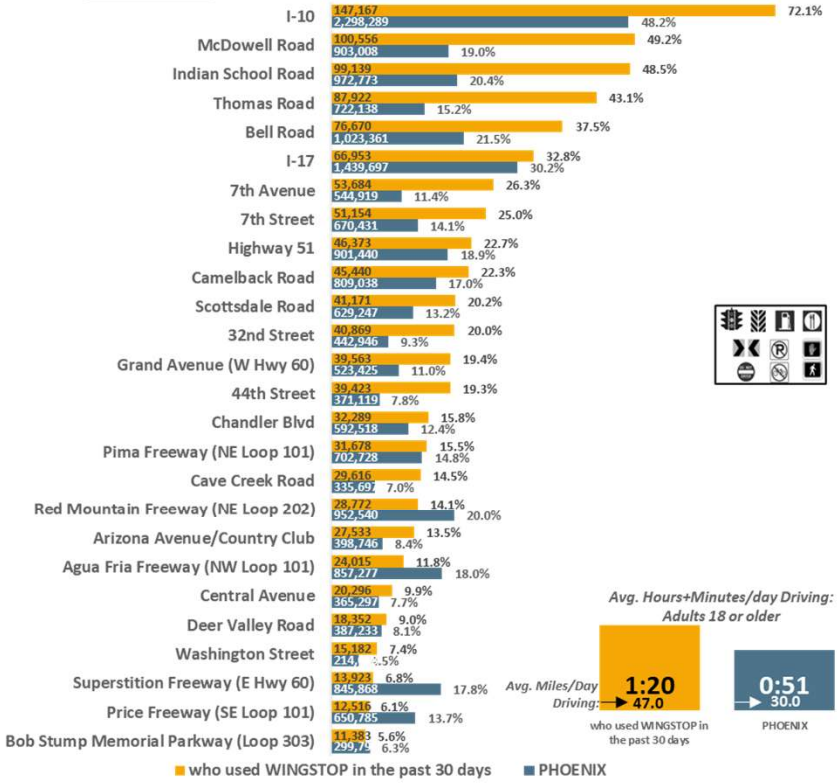
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Quick service restaurants used past 30 days: Wingstop



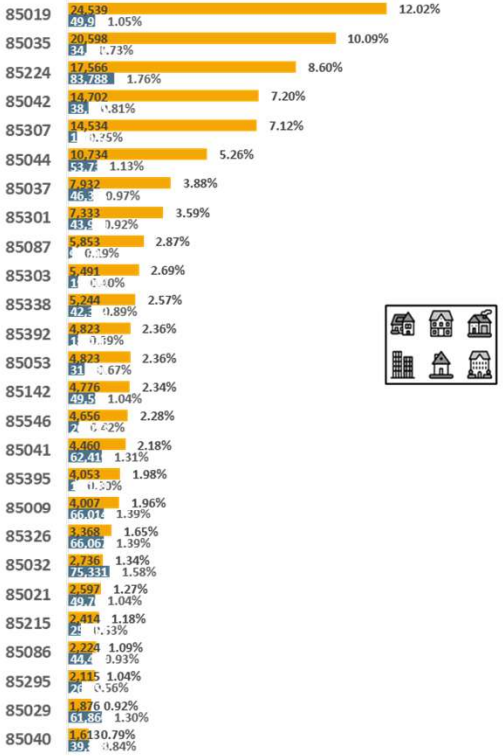
161,507 or 79.1% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 80.8 minutes per day driving an average of 47. miles each day and are 184.% more likely to use Thomas Road than the Metro average.

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

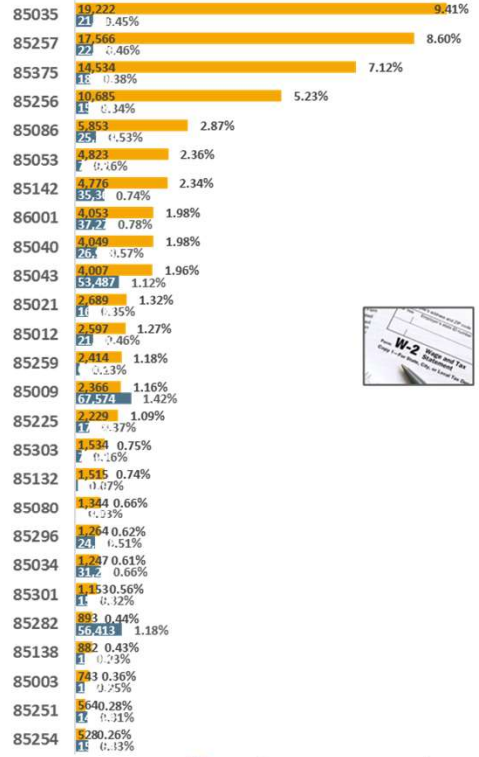


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



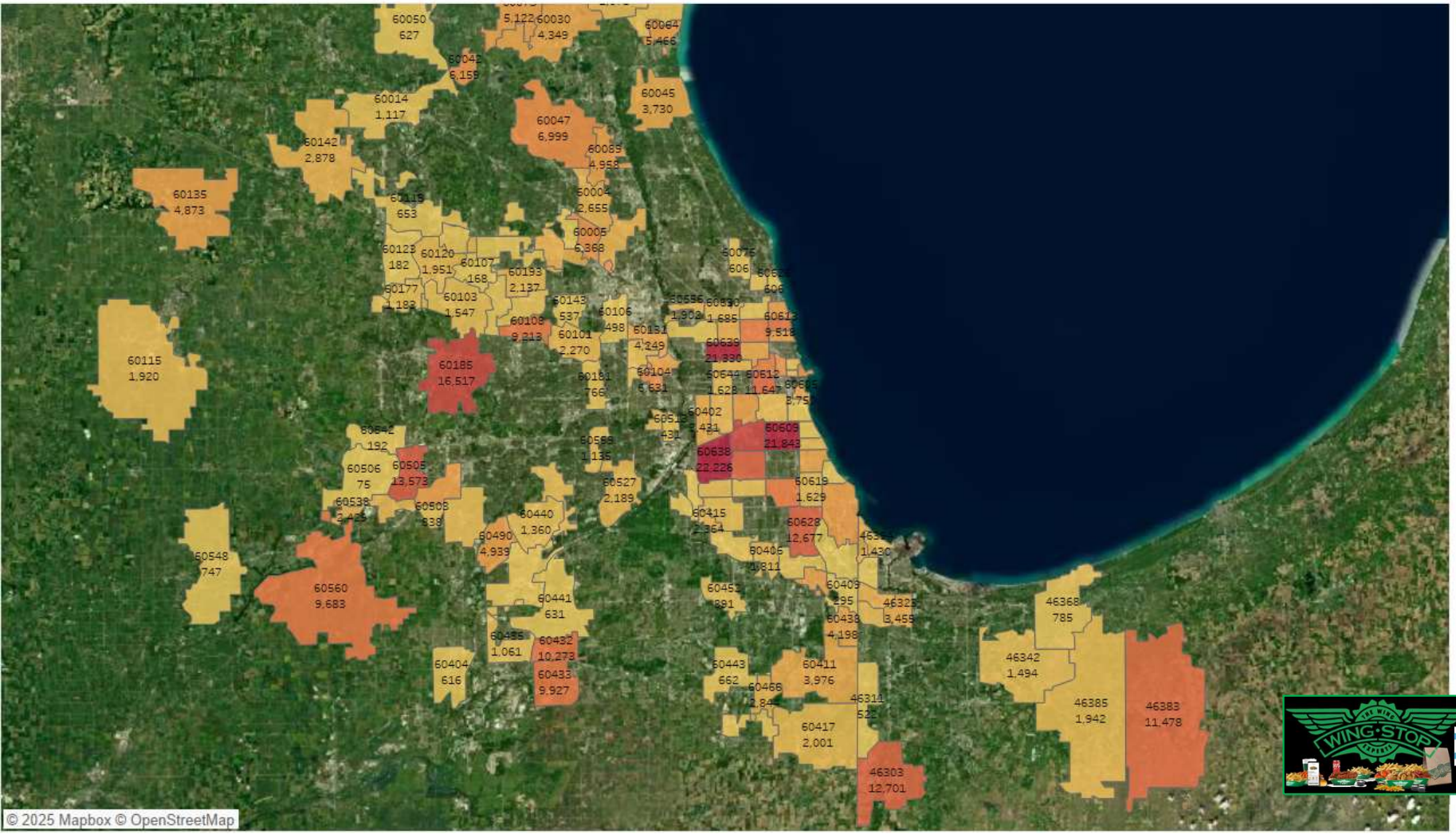
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 79

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Quick service restaurants used past 30 days: Wingstop

Top Residential Zip Codes: (Adults 18 or older who used WINGSTOP in the past 30 days)

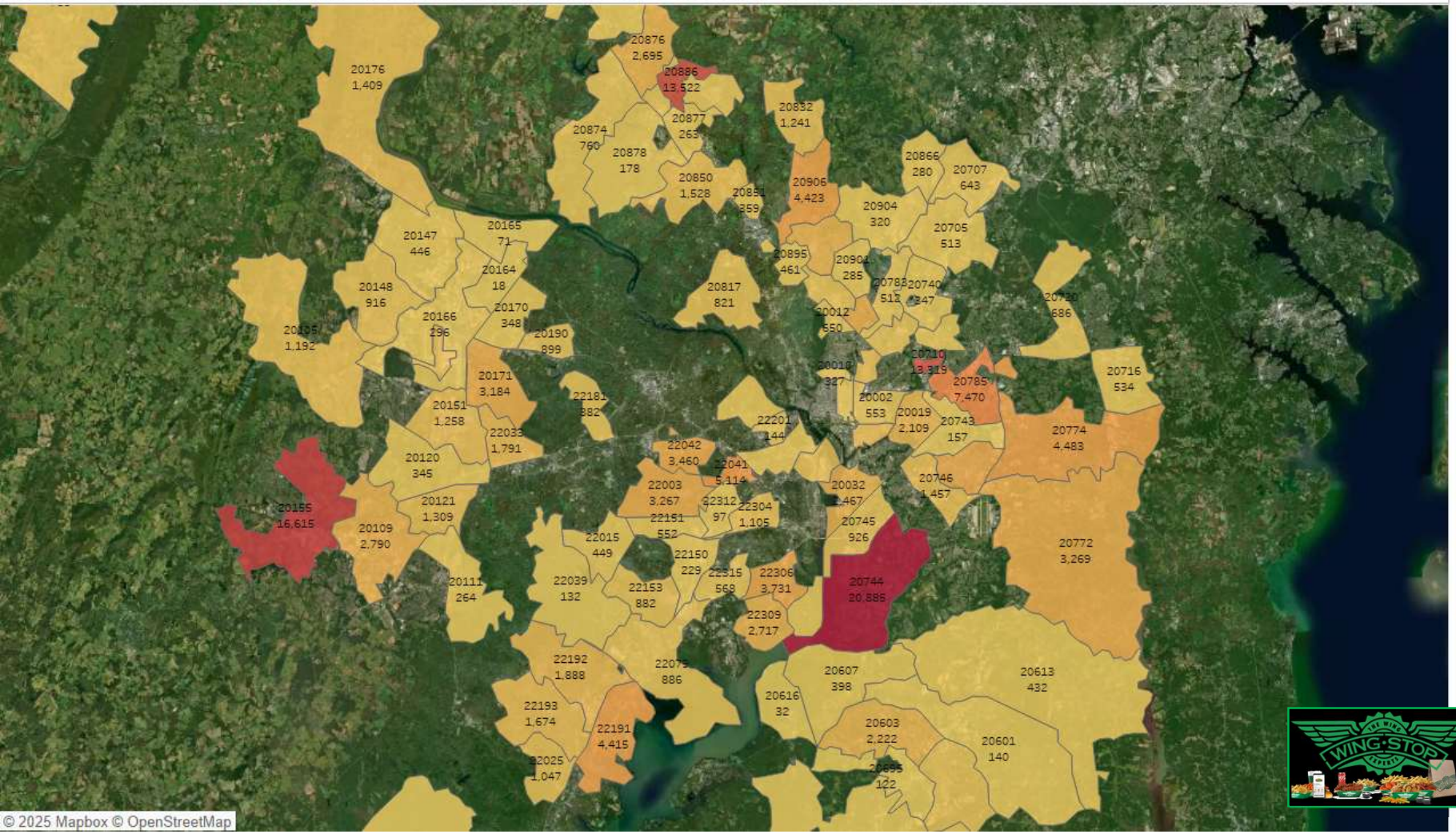


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Quick service restaurants used past 30 days: Wingstop

Top Residential Zip Codes: (Adults 18 or older who used WINGSTOP in the past 30 days)

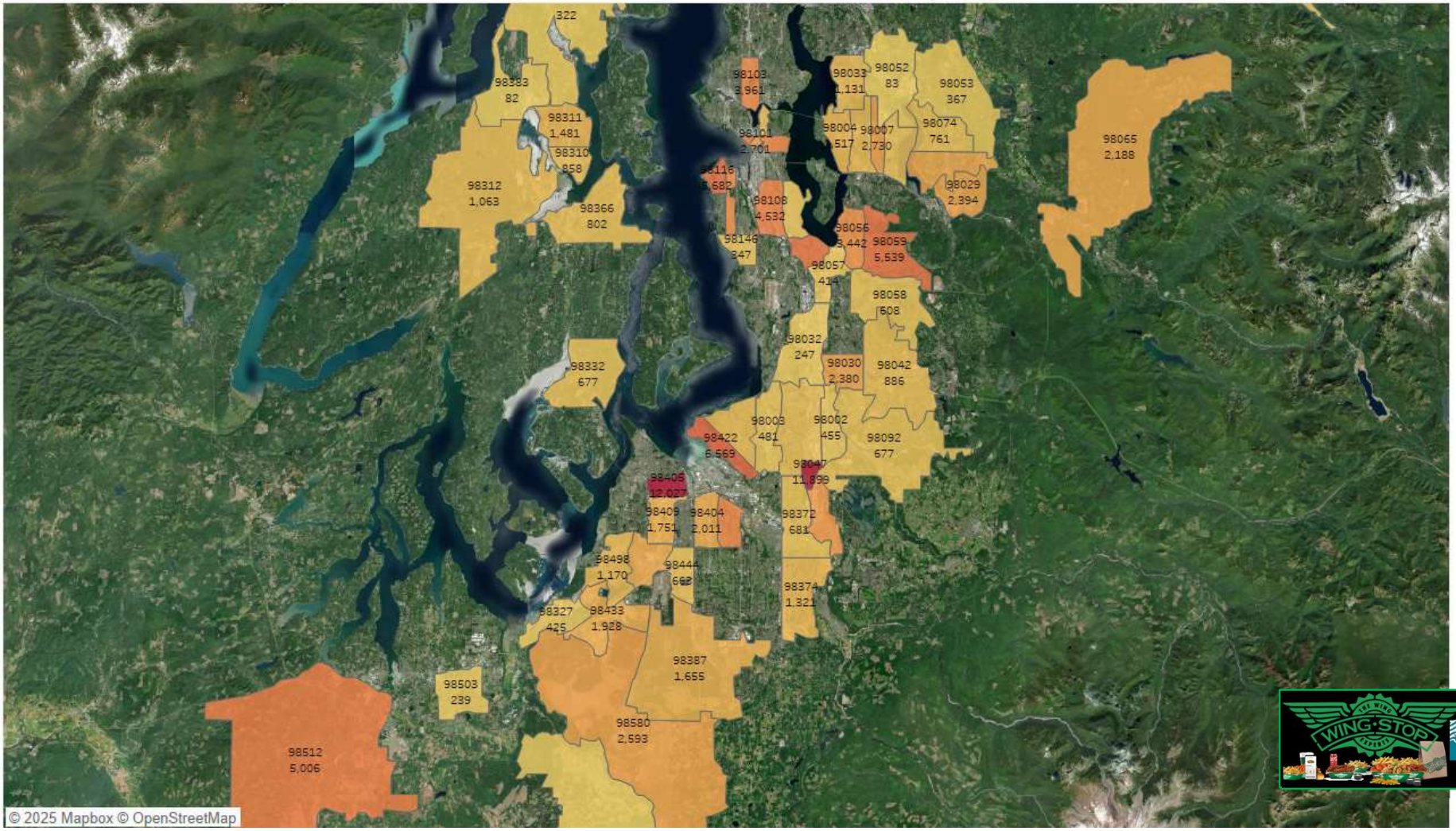


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Quick service restaurants used past 30 days: Wingstop

Top Residential Zip Codes: (Adults 18 or older who used WINGSTOP in the past 30 days)



SUM(Adults 18 or older ...

82 12,027

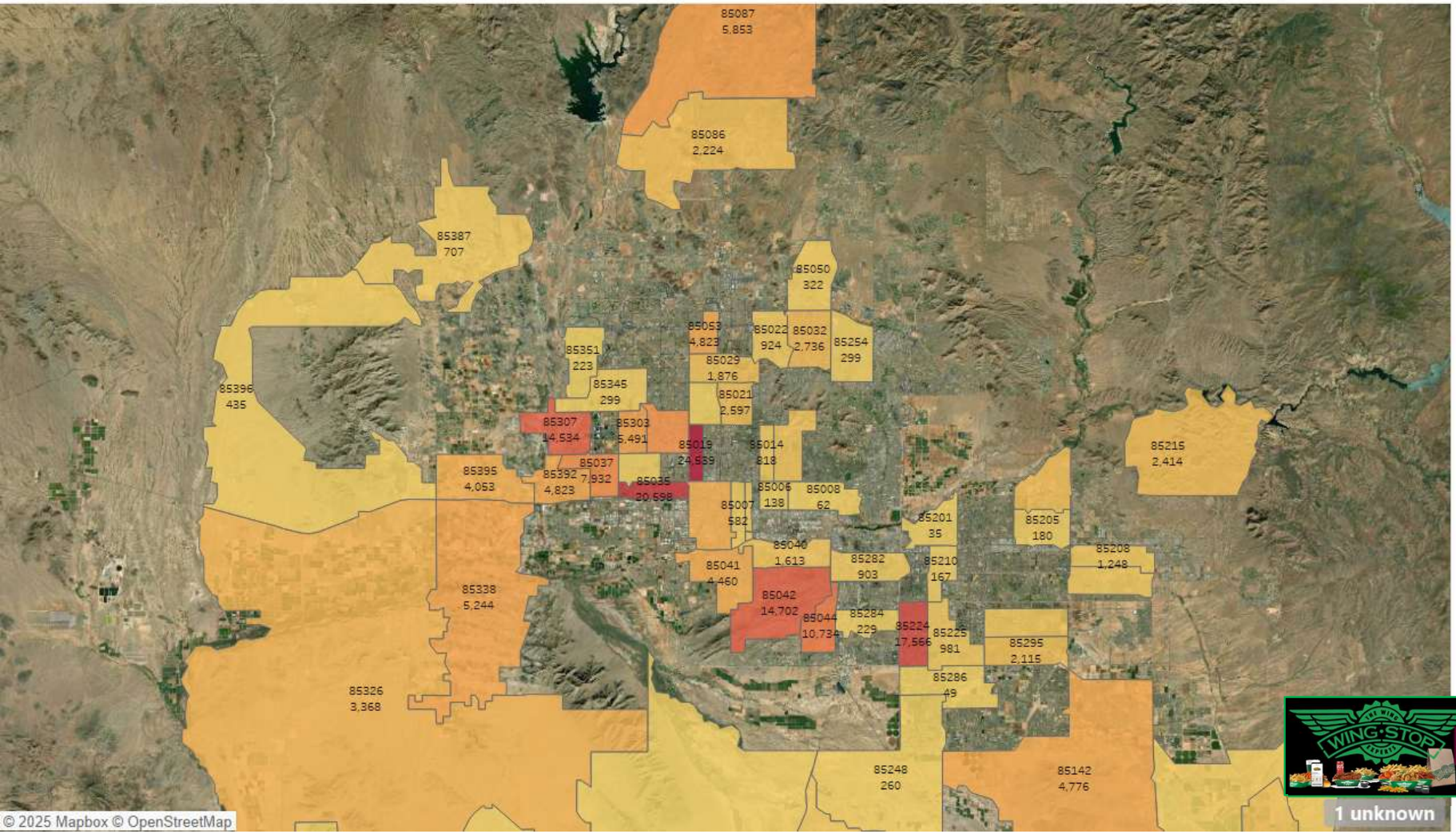
SEA

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Quick service restaurants used past 30 days: Wingstop

Top Residential Zip Codes: (Adults 18 or older who used WINGSTOP in the past 30 days)



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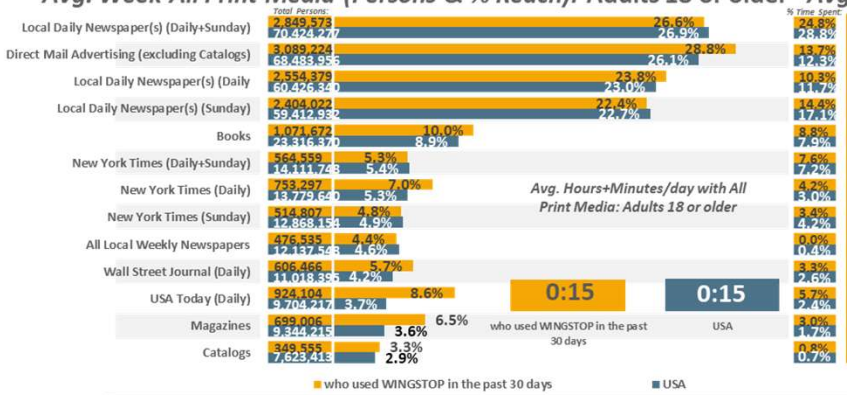
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Quick service restaurants used past 30 days: Wingstop

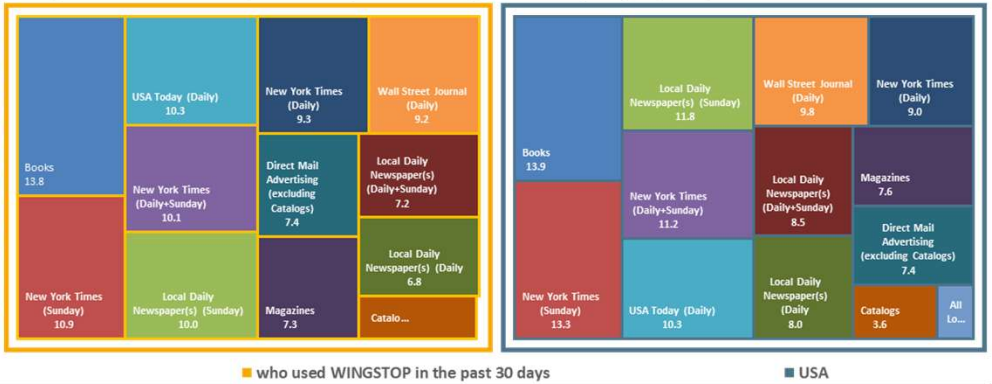


2,849,573 or 26.6% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

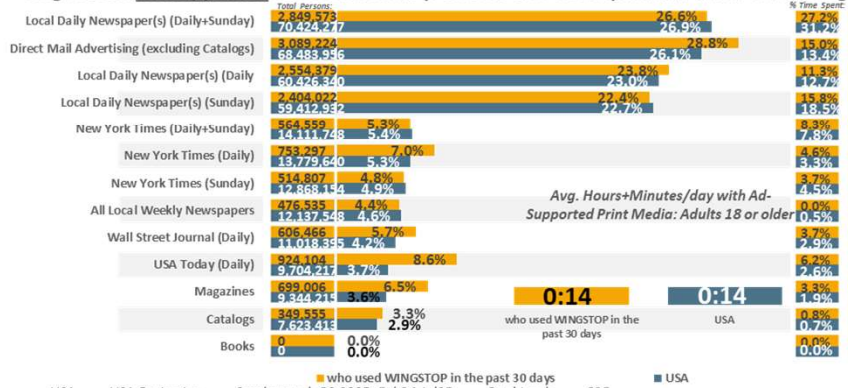
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



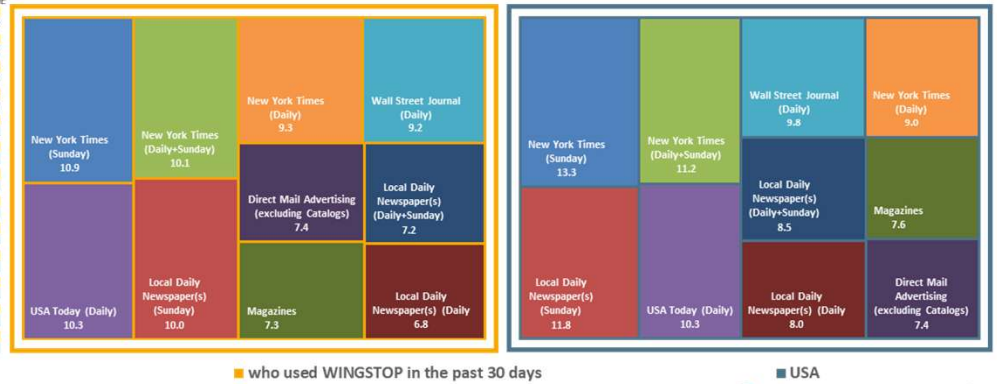
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825

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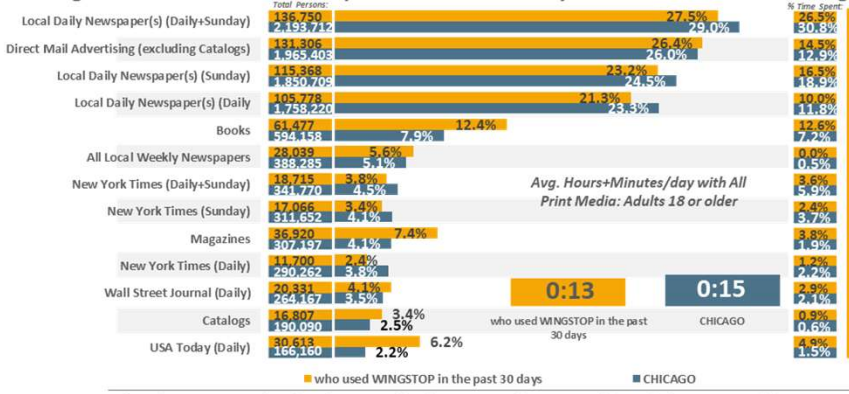
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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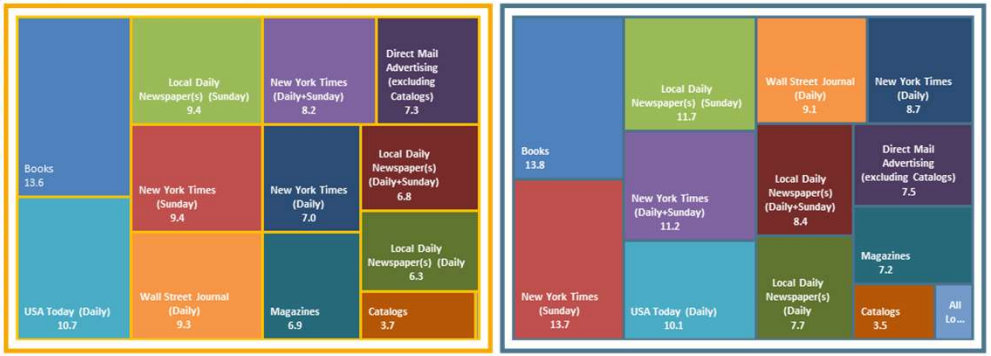
Quick service restaurants used past 30 days: Wingstop

136,750 or 27.5% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

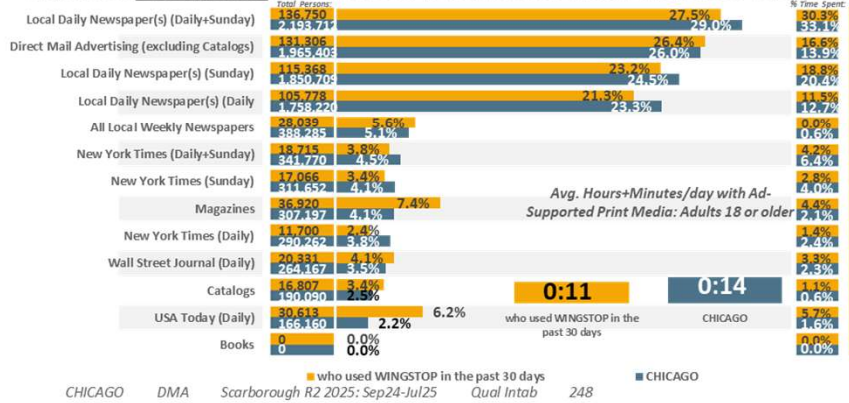
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



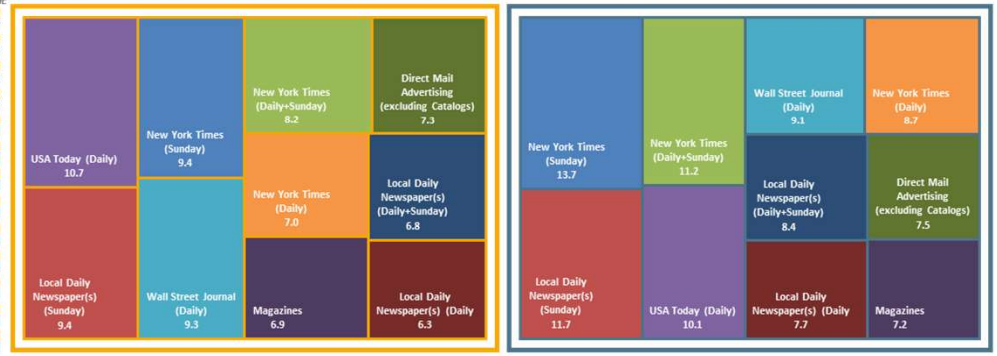
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 248

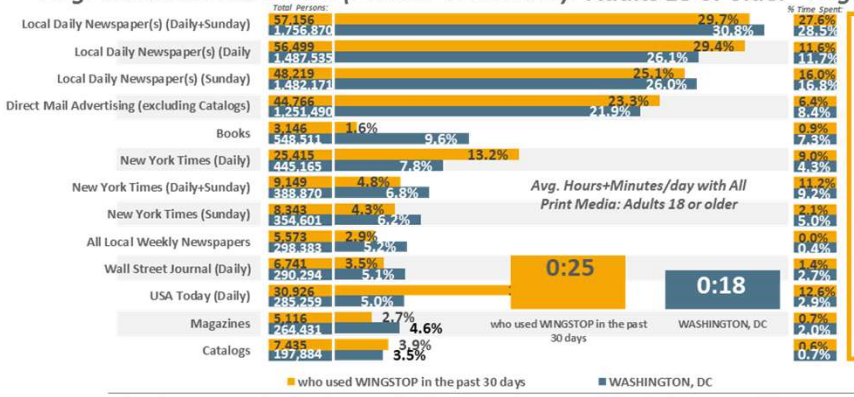
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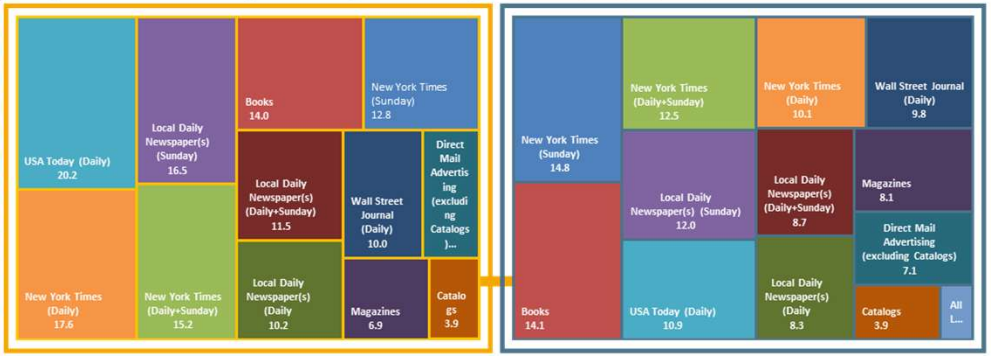
Quick service restaurants used past 30 days: Wingstop

57,156 or 29.7% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

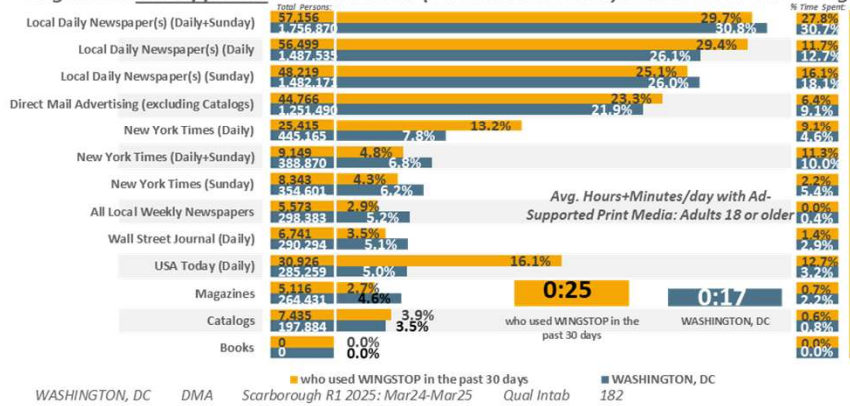
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 182

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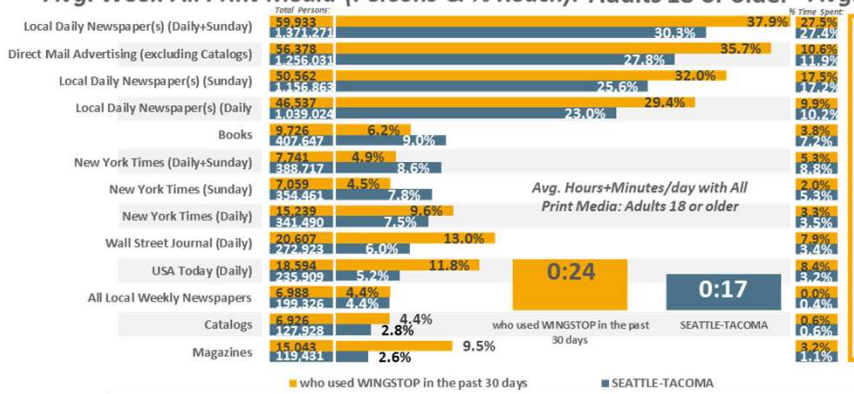
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Quick service restaurants used past 30 days: Wingstop

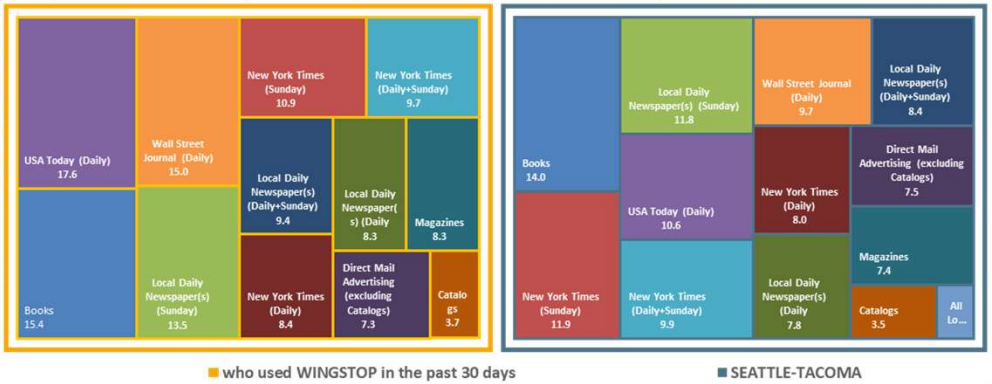


59,933 or 37.9% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

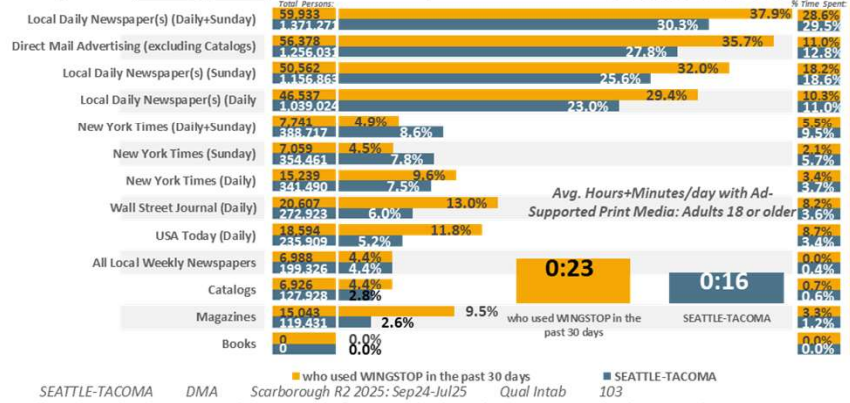
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



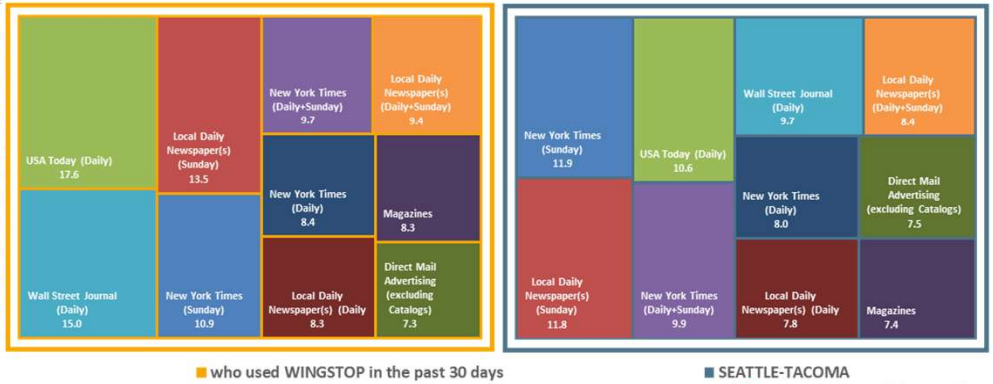
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 103

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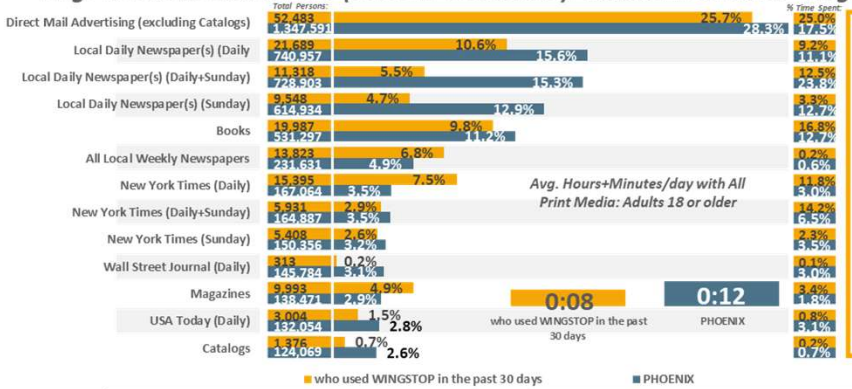
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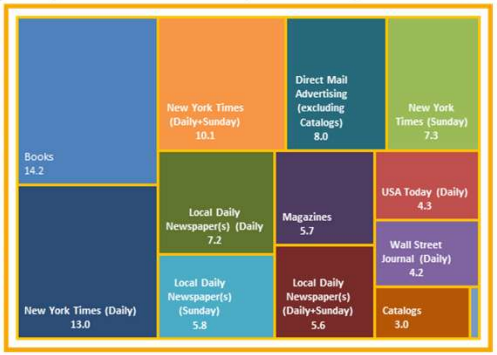
Quick service restaurants used past 30 days: Wingstop



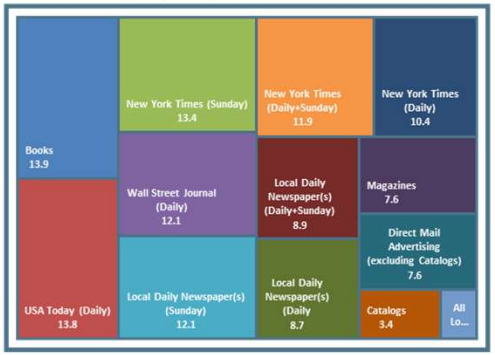
52,483 or 25.7% of Adults 18 or older who used WINGSTOP in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

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

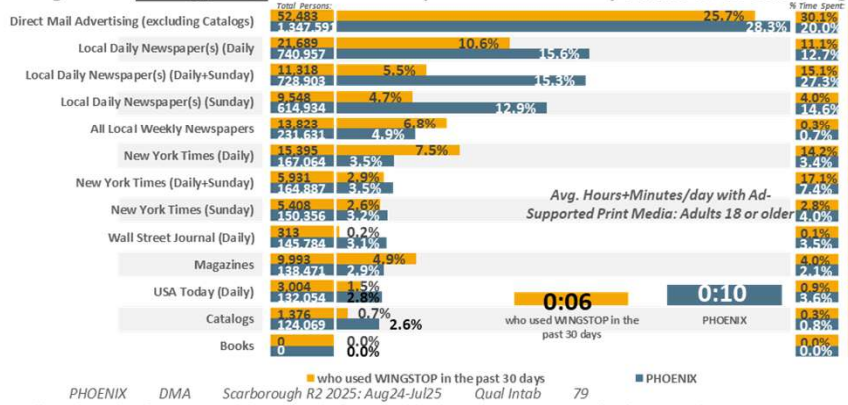




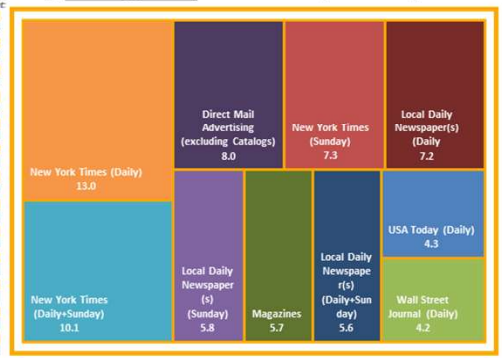
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

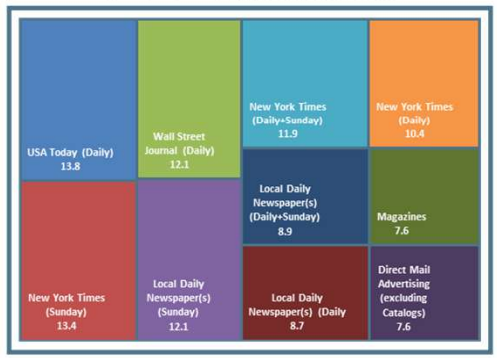


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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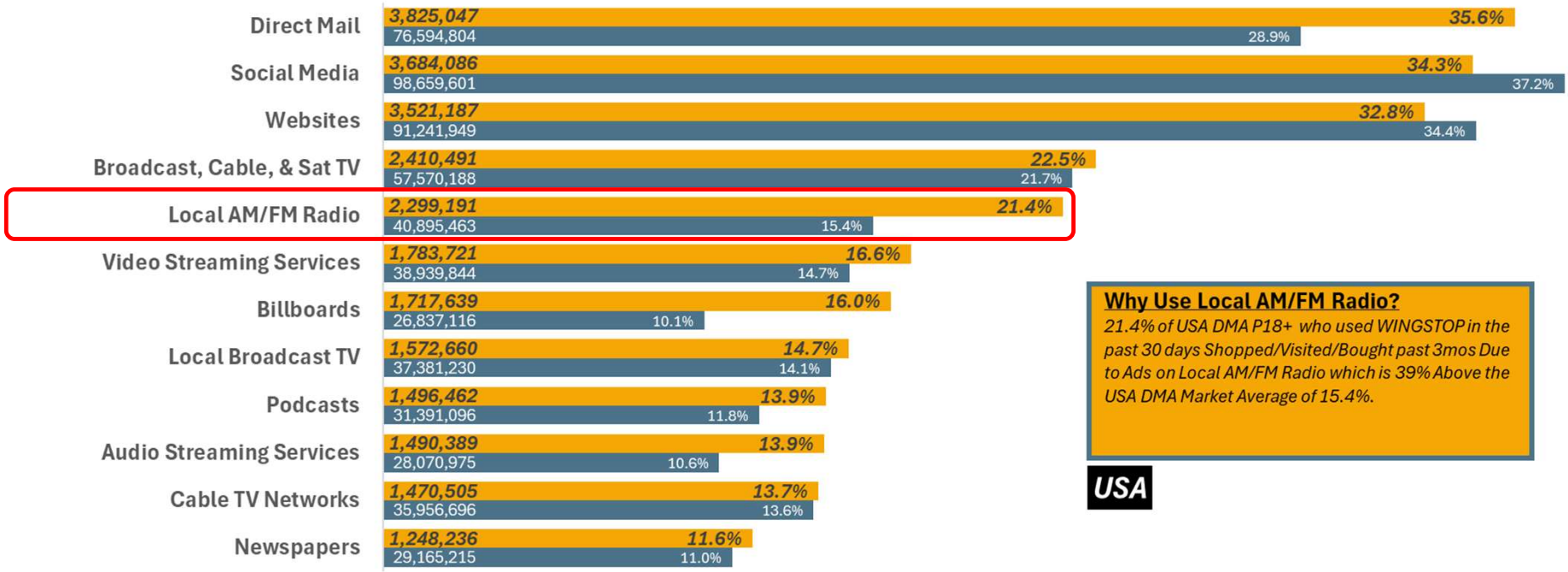
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Quick service restaurants used past 30 days: Wingstop

USA

"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.4% of USA DMA P18+ who used WINGSTOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 39% Above the USA DMA Market Average of 15.4%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 825

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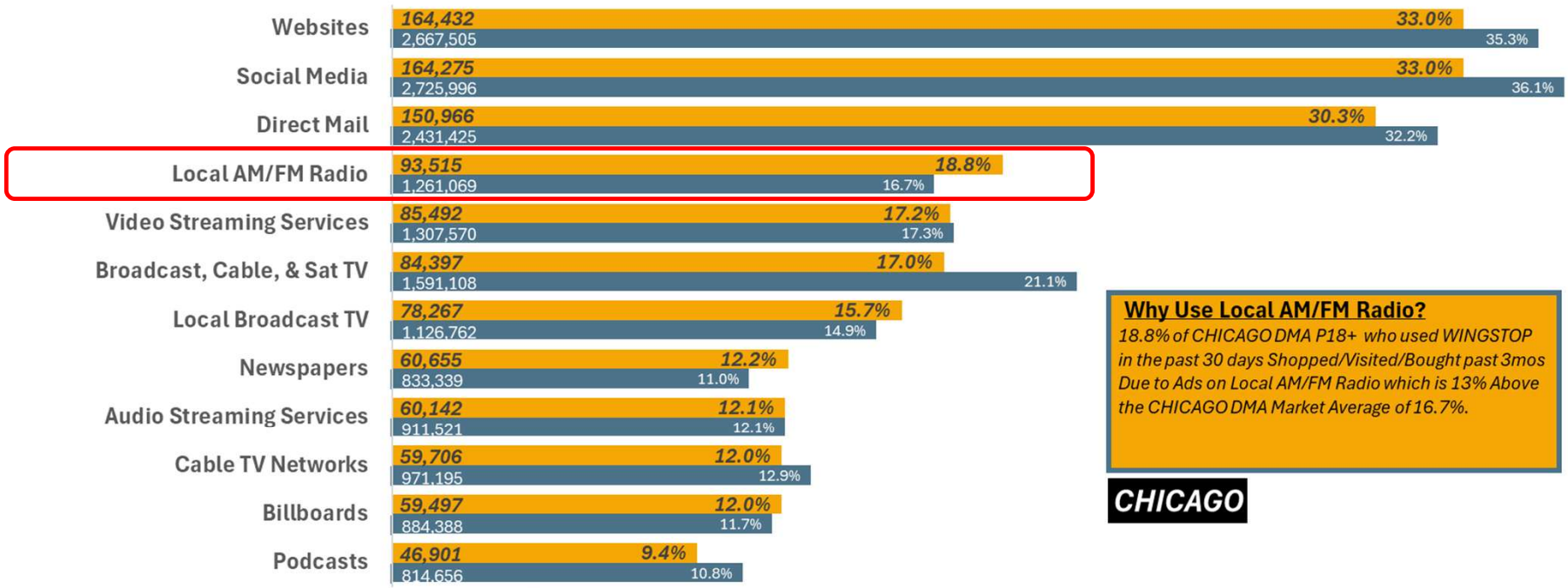
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Quick service restaurants used past 30 days: Wingstop

CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.8% of CHICAGO DMA P18+ who used WINGSTOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the CHICAGO DMA Market Average of 16.7%.

CHICAGO

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 248

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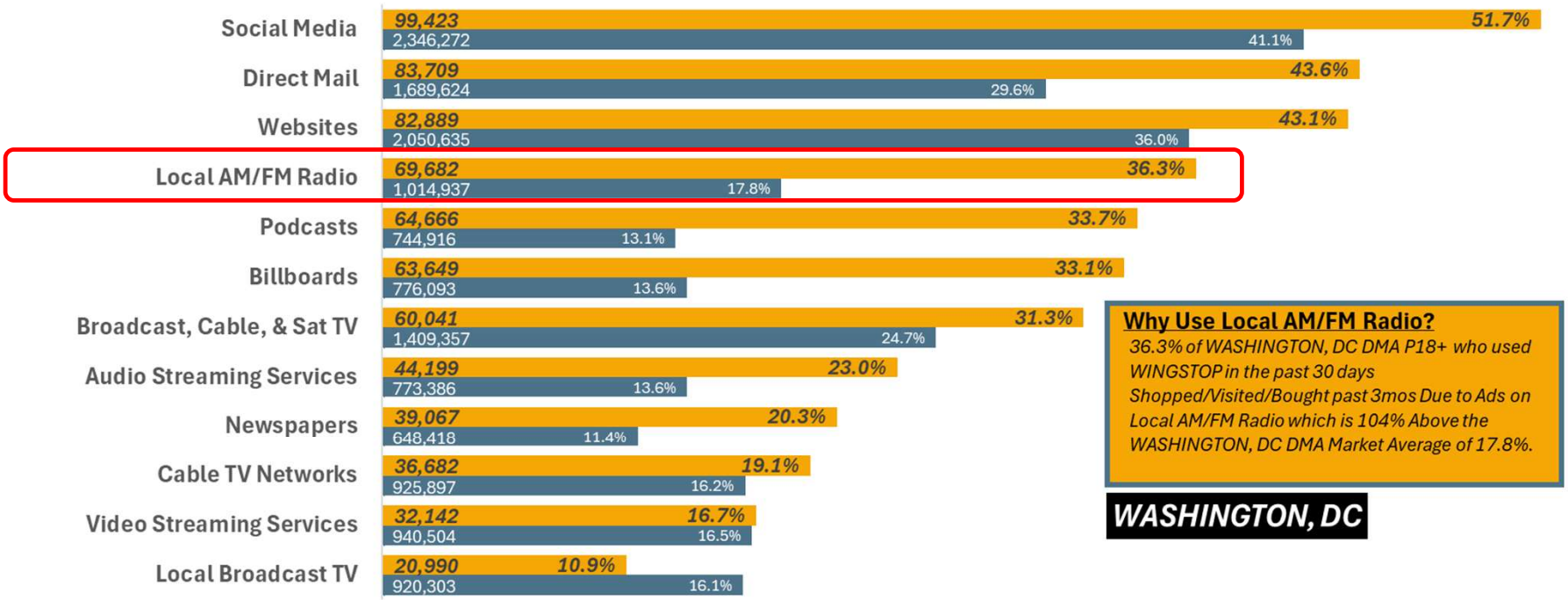
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Quick service restaurants used past 30 days: Wingstop

WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

36.3% of WASHINGTON, DC DMA P18+ who used WINGSTOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 104% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 182

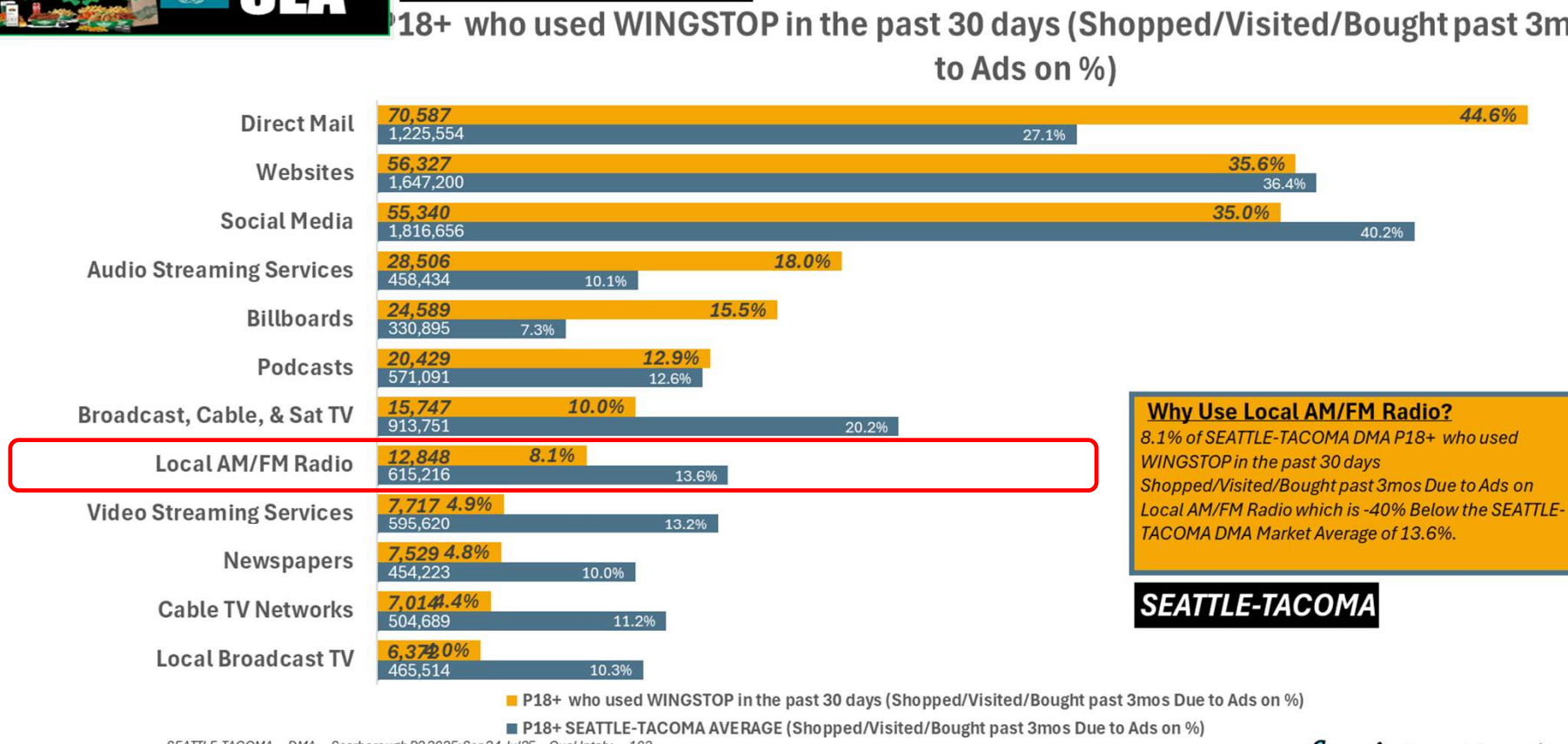
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Quick service restaurants used past 30 days: Wingstop

SEA

"Advertising Actions"



Why Use Local AM/FM Radio?

8.1% of SEATTLE-TACOMA DMA P18+ who used WINGSTOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 103

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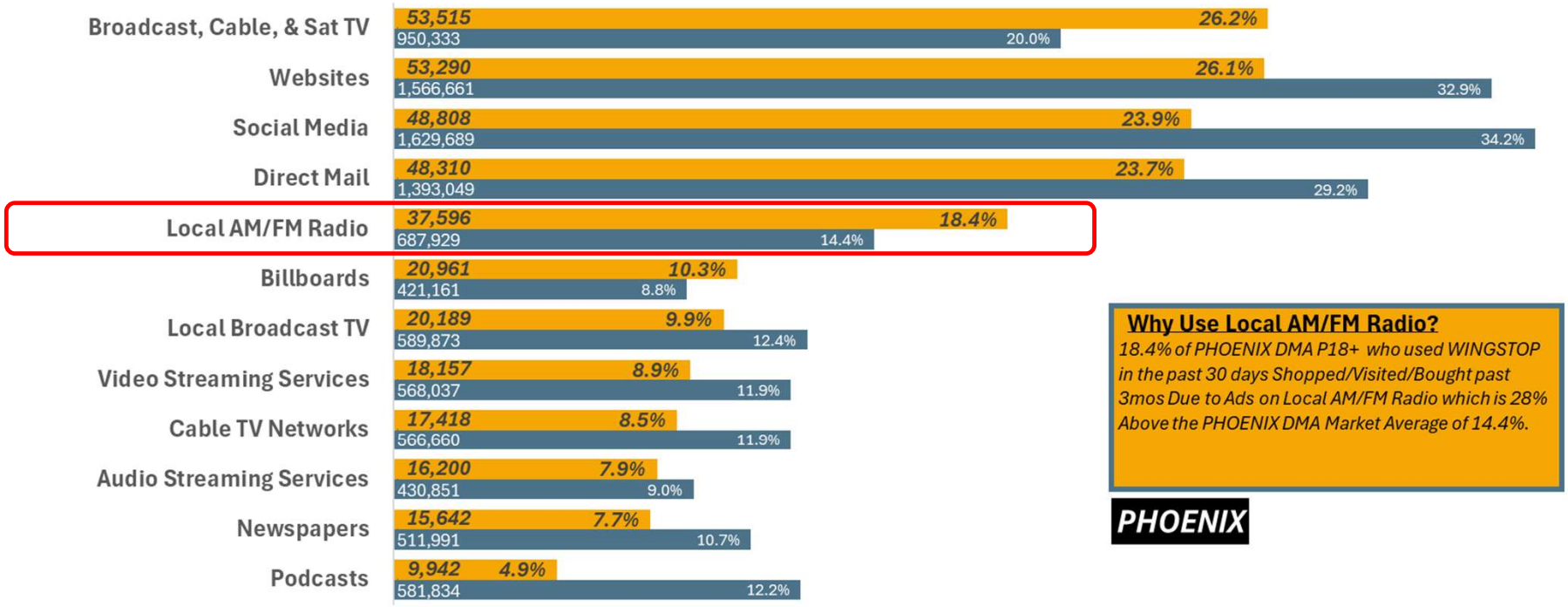
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Quick service restaurants used past 30 days: Wingstop

PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.4% of PHOENIX DMA P18+ who used WINGSTOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 28% Above the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025:Aug24-Jul25 Qual Intab: 79

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Quick service restaurants used past 30 days: Wingstop