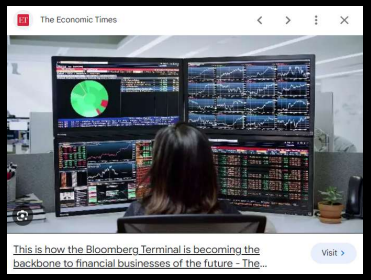
USA+4 More DMAs – P18+ who used WINGSTOP in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who used WINGSTOP in the past 30 days** as of July 31, 2025.





Vanguard BlackRock











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

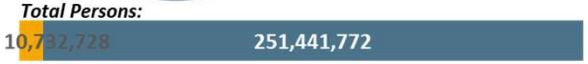
USA

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.

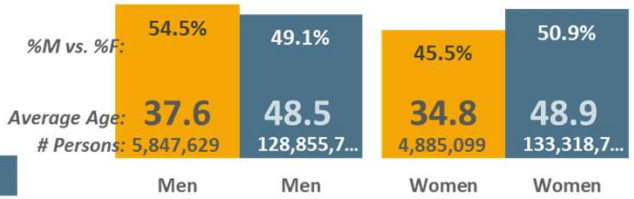
Percent of Market: Adults 18 or older



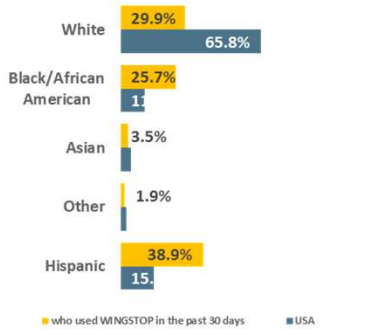
Total Persons:



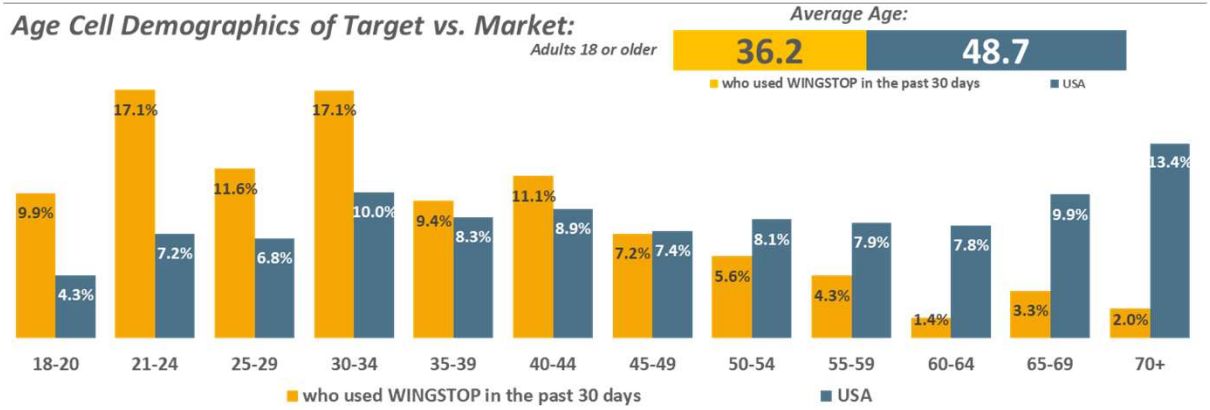
Gender of Target vs. Market: Adults 18 or older



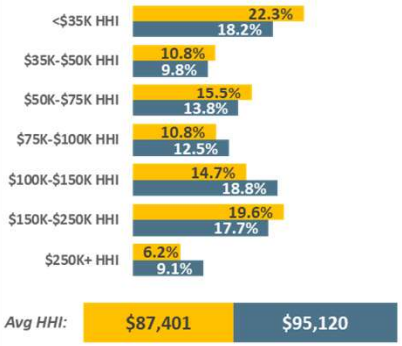
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

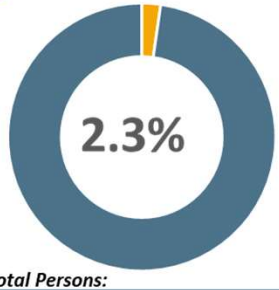
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

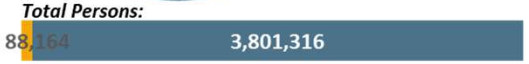


2.3% or 88,164 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used WINGSTOP in the past 30 days. Typical Adults 18 or older who used WINGSTOP in the past 30 days are 35.5 years old (27.3% younger than average) and have a $68,778 (37.6% lower than average) annual household income.

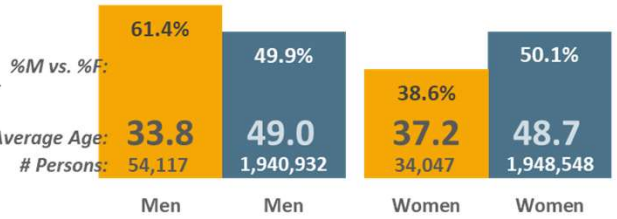
Percent of Market: Adults 18 or older



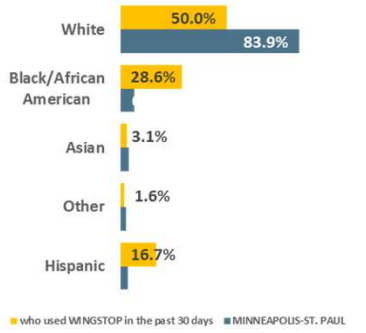
Total Persons:



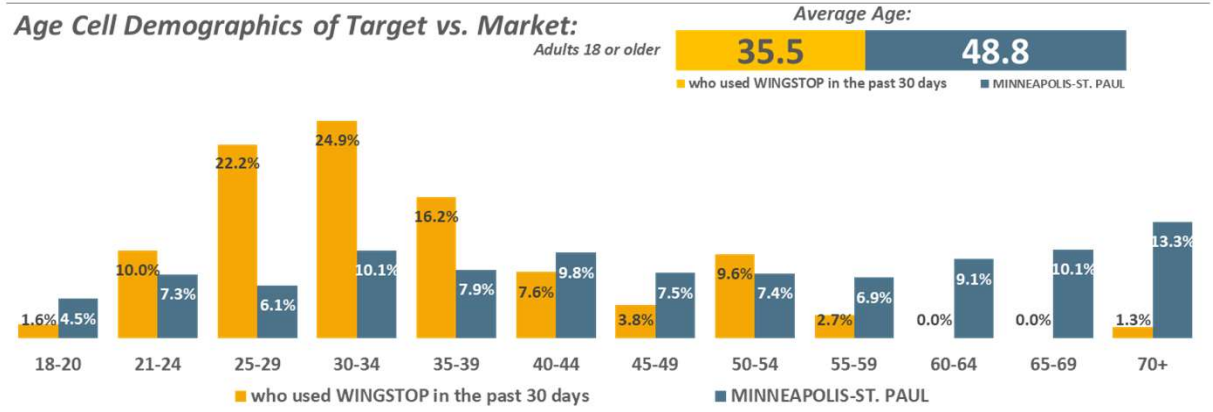
Gender of Target vs. Market: Adults 18 or older



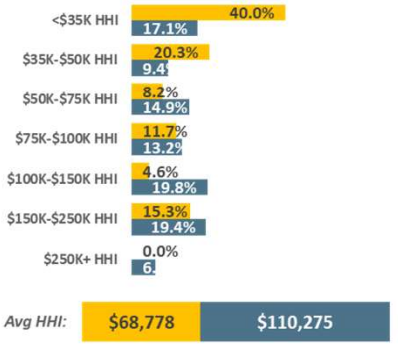
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

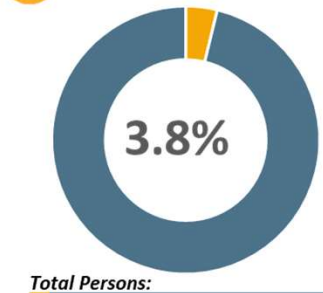


All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

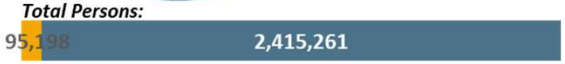
Quick service restaurants used past 30 days: Wingstop

3.8% or 95,198 of ST. LOUIS 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 40.5 years old (18.% younger than average) and have a $70,543 (29.8% lower than average) annual household income.

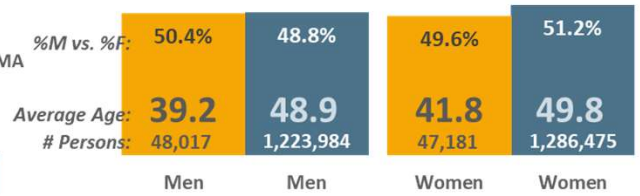
Percent of Market: Adults 18 or older



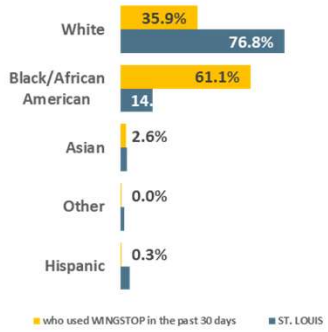
Total Persons:



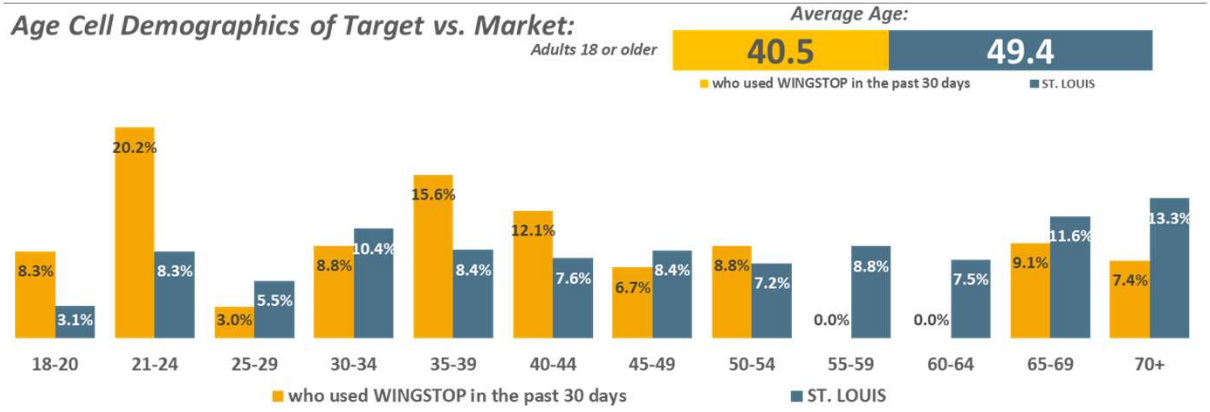
Gender of Target vs. Market: Adults 18 or older



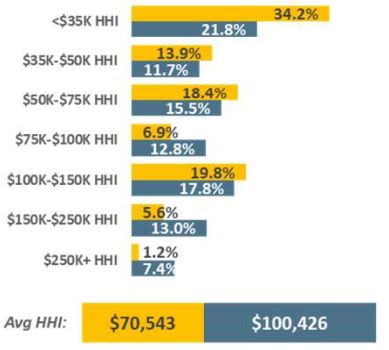
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



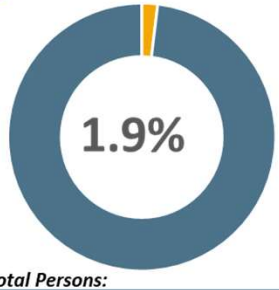
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CIN

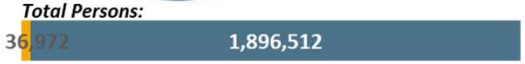
1.9% or 36,972 of CINCINNATI DMA Adults 18 or older used WINGSTOP in the past 30 days.
Typical Adults 18 or older who used WINGSTOP in the past 30 days are 39.6 years old (18.7% younger than average) and have a $86,267 (14.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

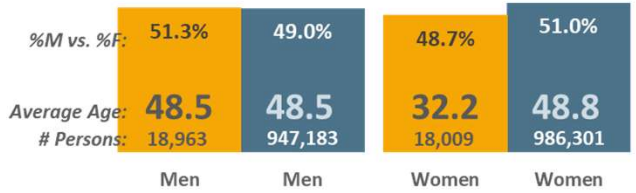


- who used WINGSTOP in the past 30 days
- Remainder of CINCINNATI DMA

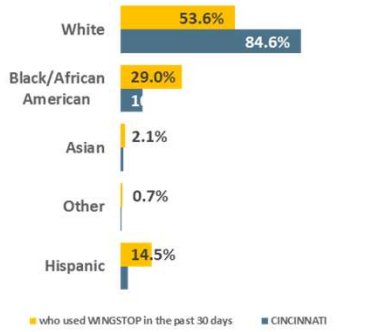
Total Persons:



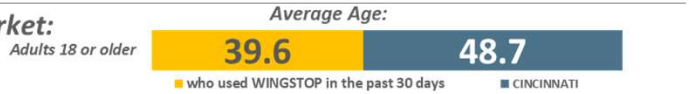
Gender of Target vs. Market: Adults 18 or older

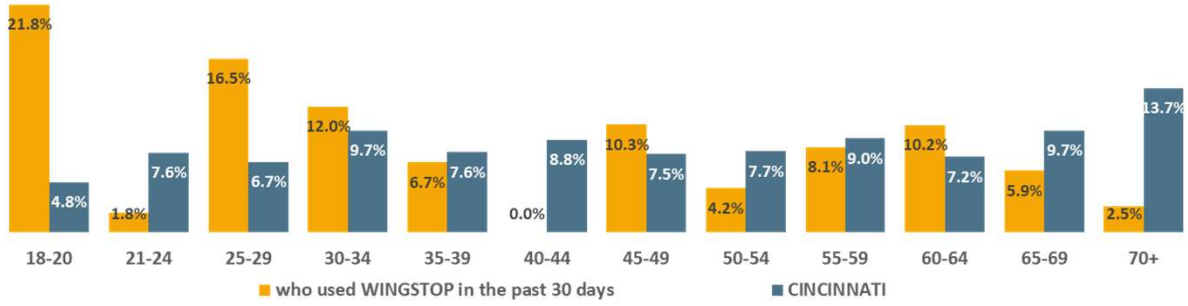


Ethnicity of Target vs. Market:

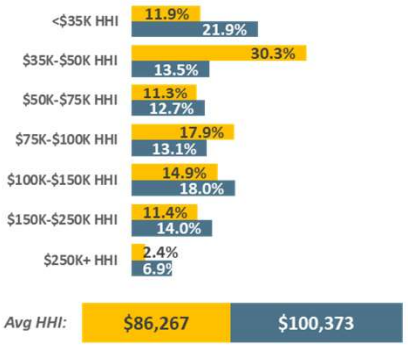


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



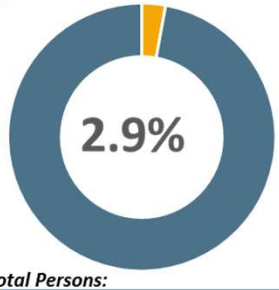
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.



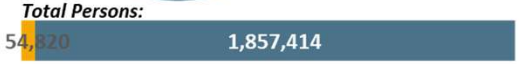
2.9% or 54,820 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older used WINGSTOP in the past 30 days. Typical Adults 18 or older who used WINGSTOP in the past 30 days are 40. years old (24.7% younger than average) and have a $113,864 (11.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

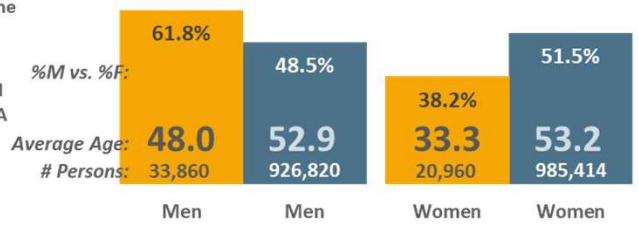


- who used WINGSTOP in the past 30 days
- Remainder of WEST PALM BEACH-BOCA RATON DMA

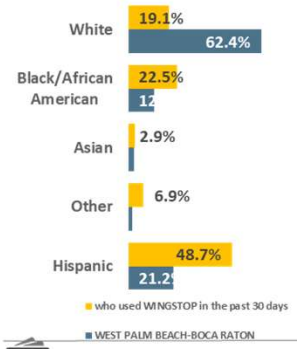
Total Persons:



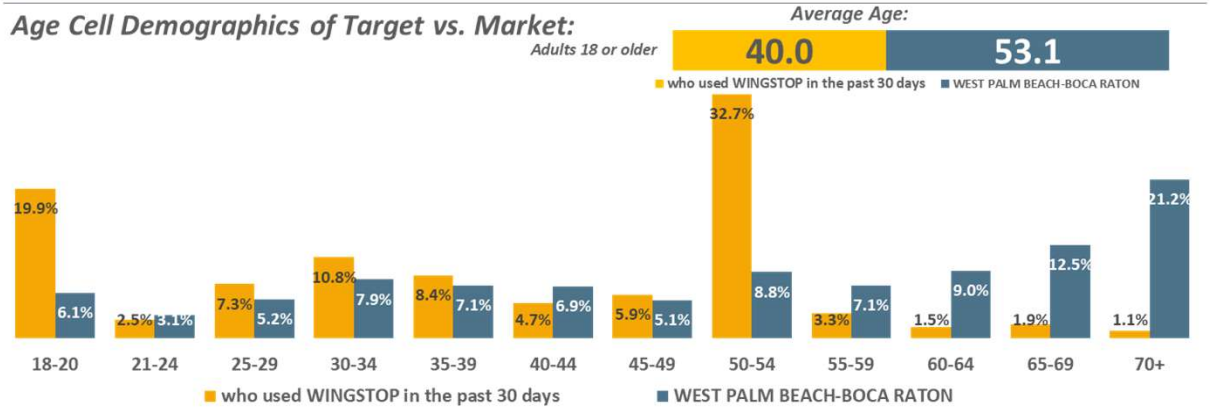
Gender of Target vs. Market: Adults 18 or older



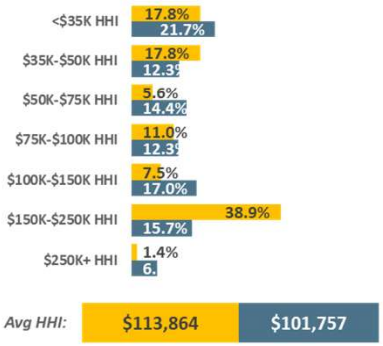
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

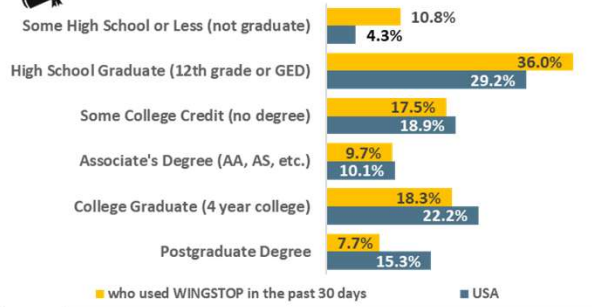
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

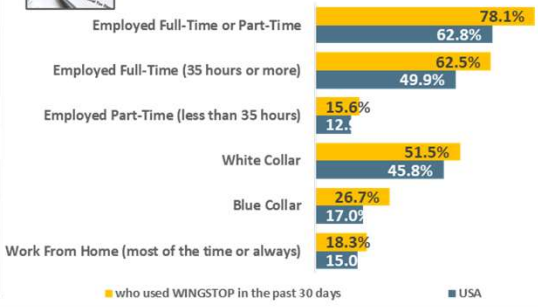


4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 30.8% less likely to be a college graduate, 25.1% more likely to work full-time, 36.% less likely to be married, 37.1% more likely to be a parent of 1 or more children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

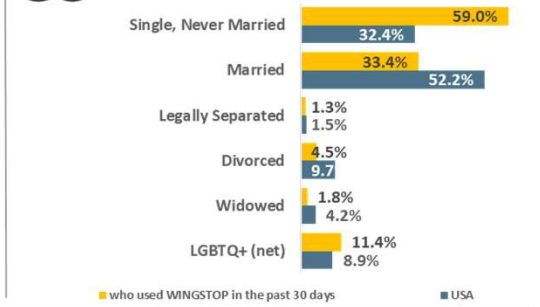
Education Levels: Adults 18 or older



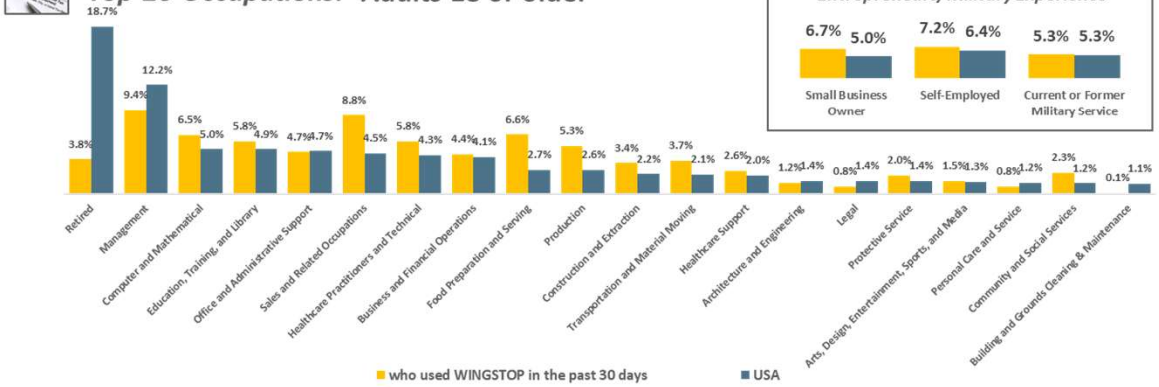
Employment: Adults 18 or older



Marital Status: Adults 18 or older

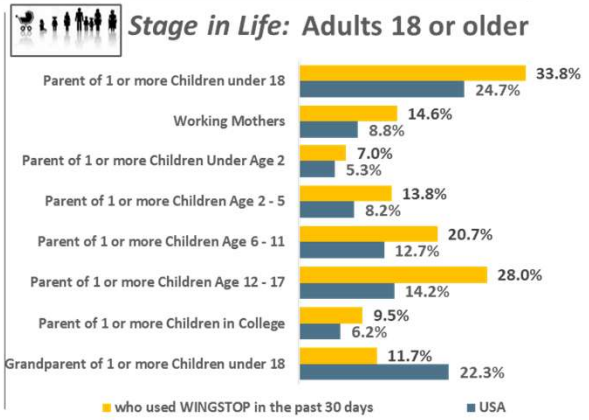


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

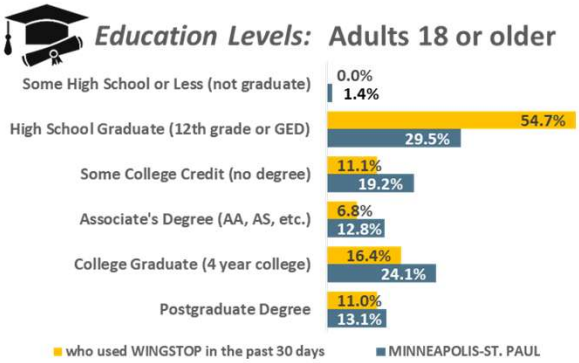
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

Quick service restaurants used past 30 days: Wingstop

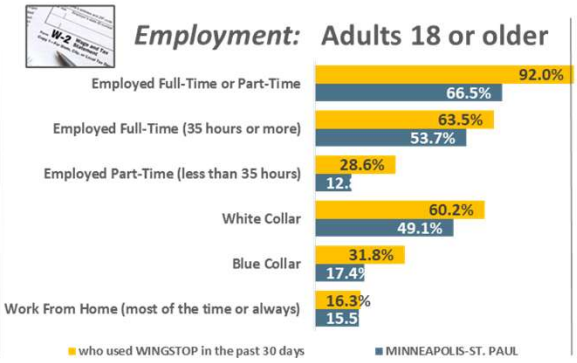


2.3% or 88,164 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 26.% less likely to be a college graduate, 18.1% more likely to work full-time, 40.8% less likely to be married, 46.9% more likely to be a parent of 1 or more children under 18.

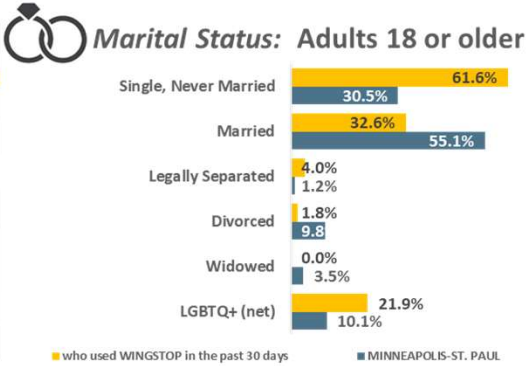
Education Levels: Adults 18 or older



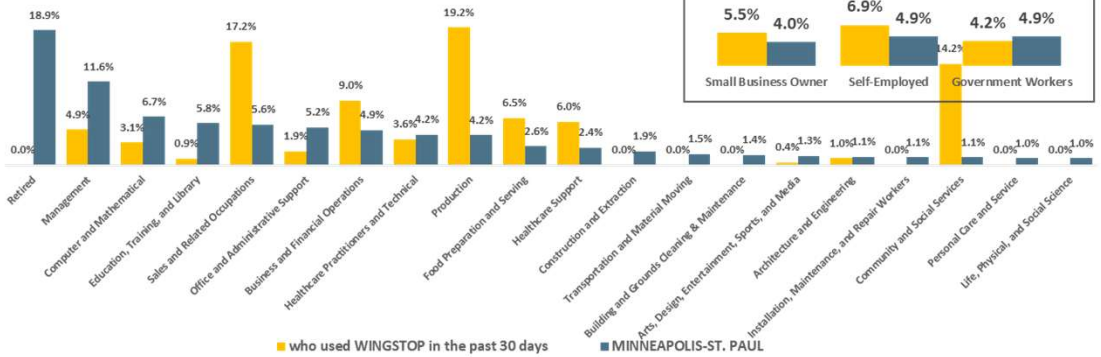
Employment: Adults 18 or older



Marital Status: Adults 18 or older

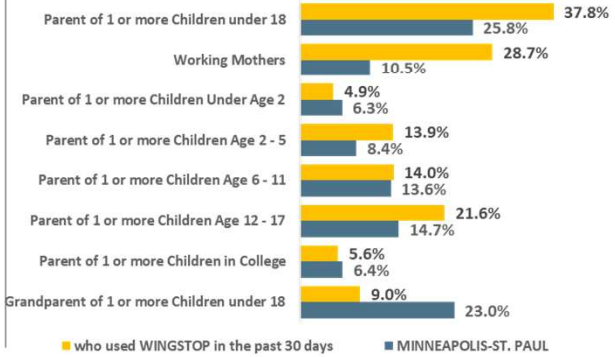


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



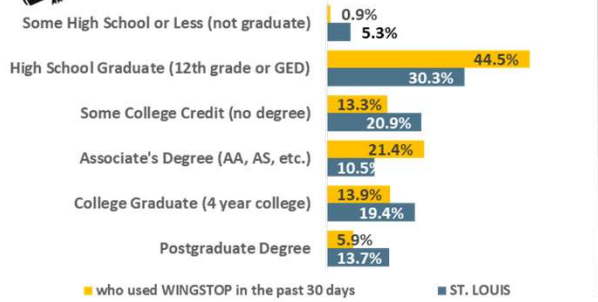
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

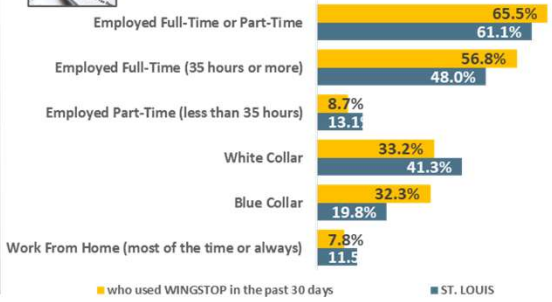


3.8% or 95,198 of ST. LOUIS DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 40.1% less likely to be a college graduate, 18.3% more likely to work full-time, 38.2% less likely to be married, 32.9% more likely to be a parent of 1 or more children under 18.

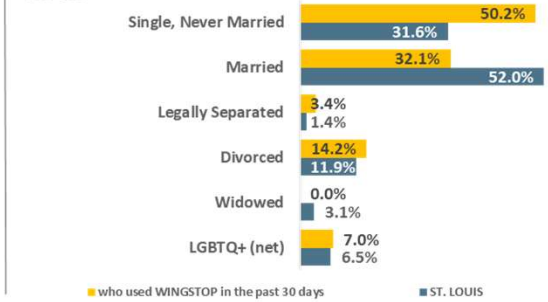
Education Levels: Adults 18 or older



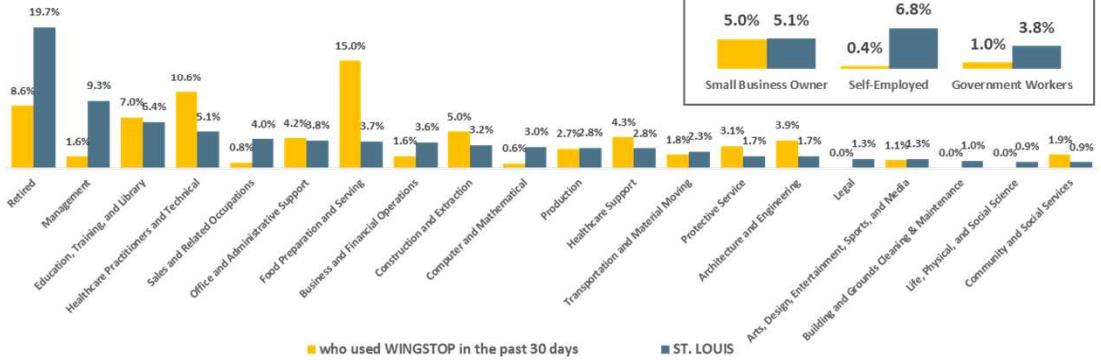
Employment: Adults 18 or older



Marital Status: Adults 18 or older

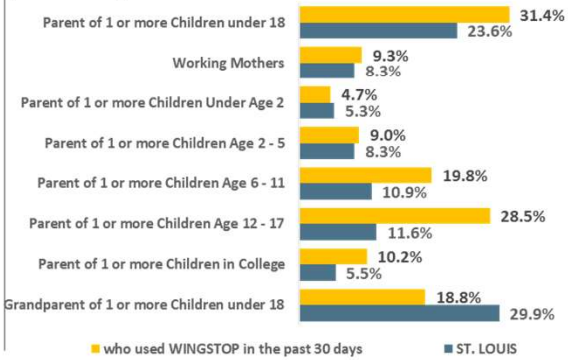


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

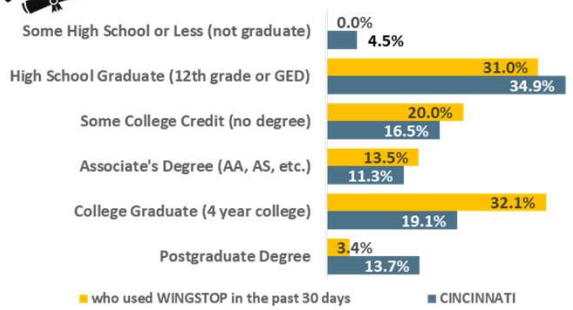
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

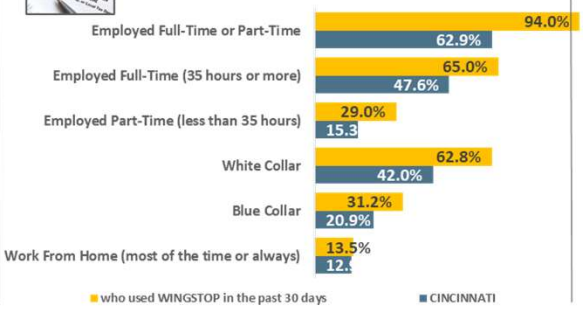


1.9% or 36,972 of CINCINNATI DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 8.5% more likely to be a college graduate, 36.6% more likely to work full-time, 49.5% less likely to be married, 3.4% less likely to be a parent of 1 or more children under 18.

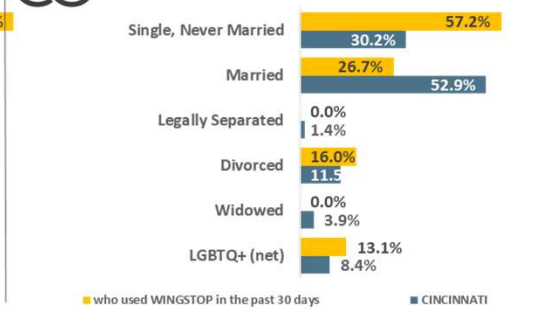
Education Levels: Adults 18 or older



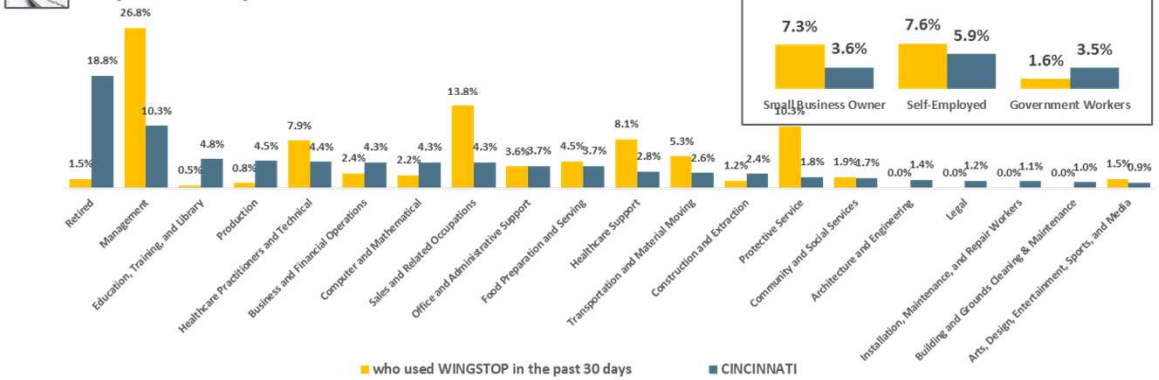
Employment: Adults 18 or older



Marital Status: Adults 18 or older

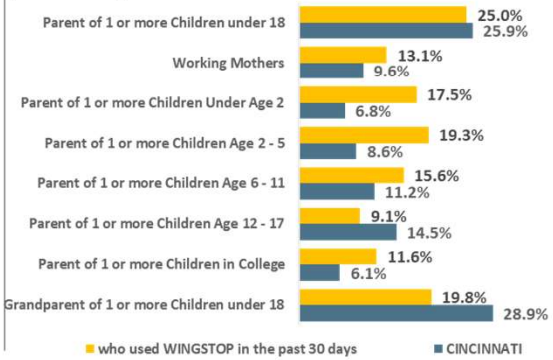


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



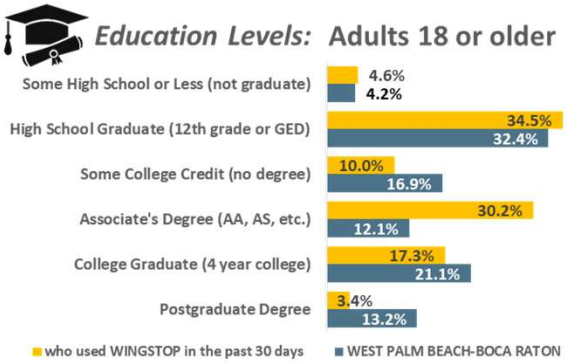
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

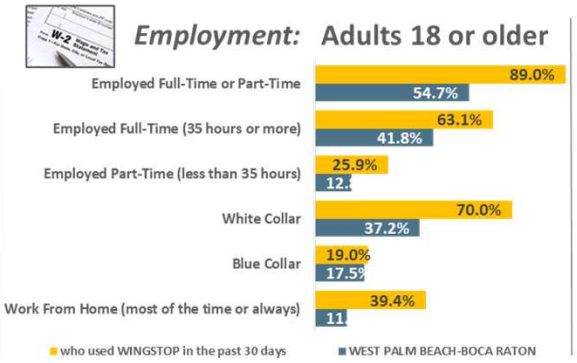


2.9% or 54,820 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 39.6% less likely to be a college graduate, 50.9% more likely to work full-time, 6.% less likely to be married, 54.6% more likely to be a parent of 1 or more children under 18.

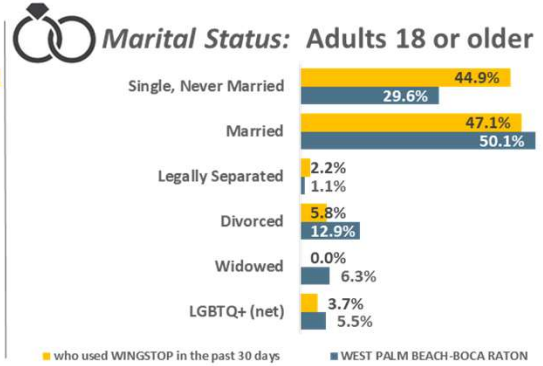
Education Levels: Adults 18 or older



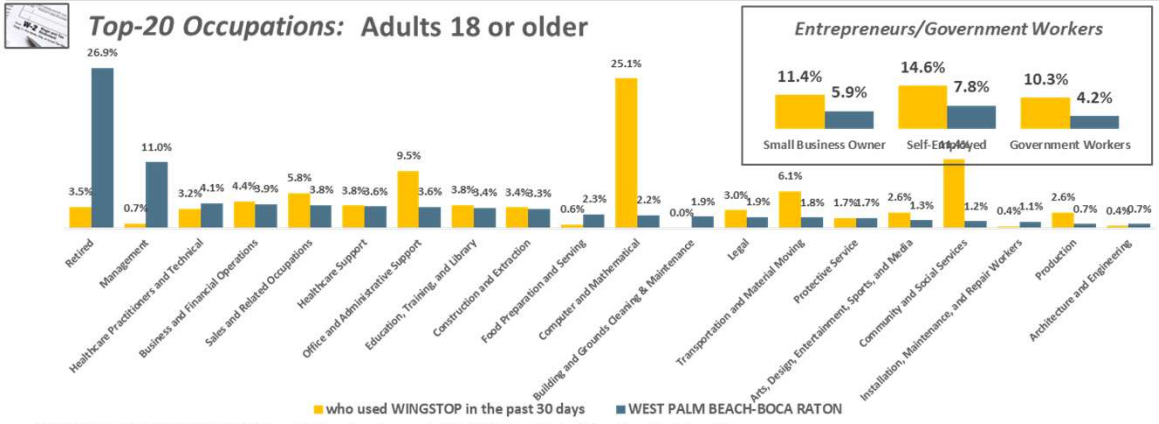
Employment: Adults 18 or older



Marital Status: Adults 18 or older

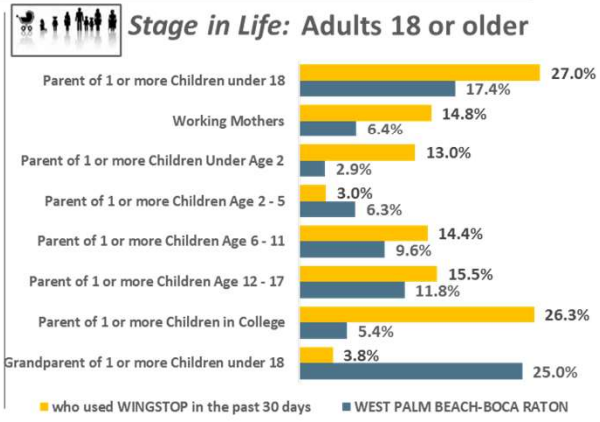


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



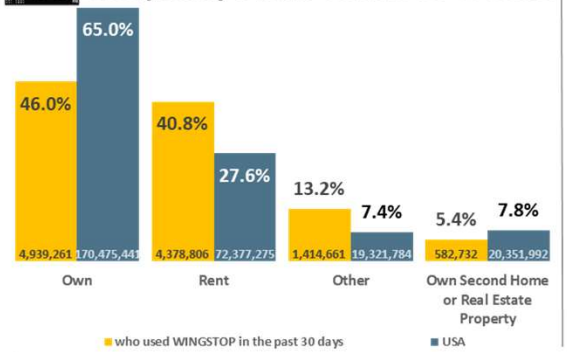
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

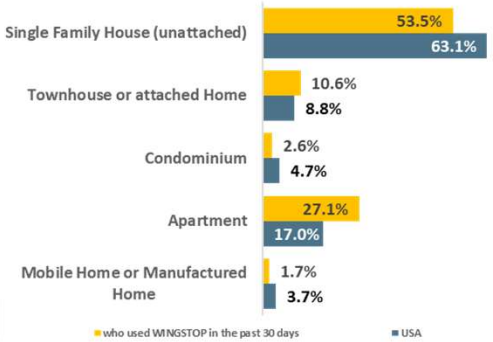
USA

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.

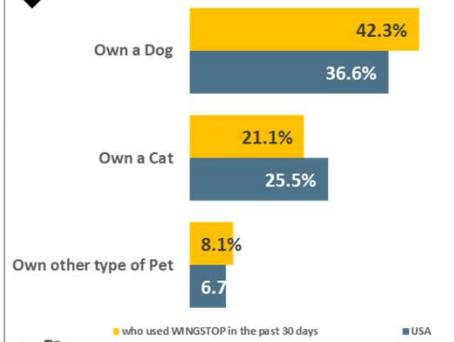
Own/Rent/Other: Adults 18 or older



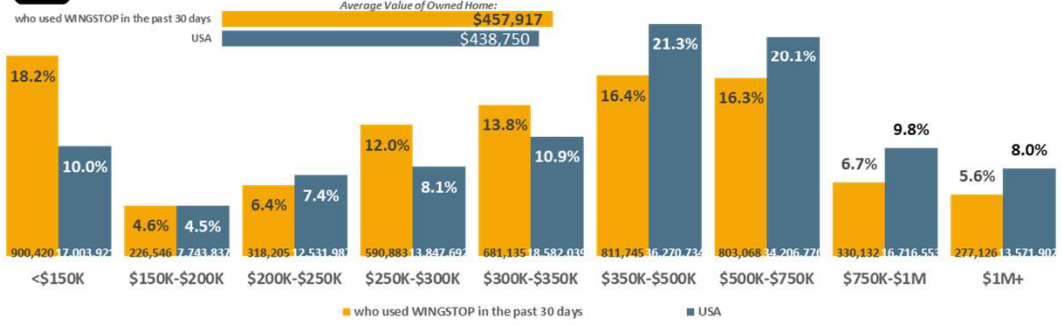
Type of Home: Adults 18 or older



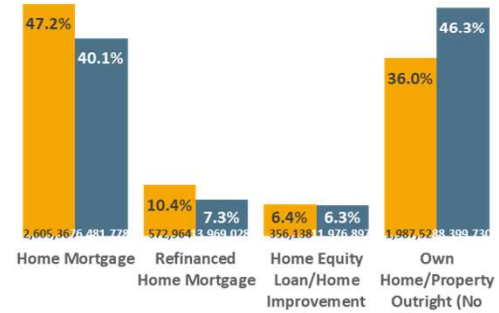
Pets in Home: Adults 18 or older



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*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

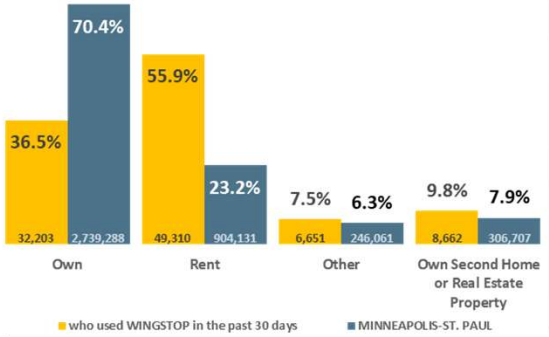
USA Projection *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *25,445*

Quick service restaurants used past 30 days: Wingstop

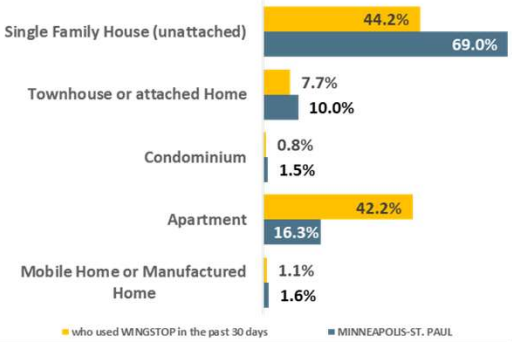


2.3% or 88,164 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 48.1% less likely to own their home, 8.3% more likely to own a higher valued home, 35.9% less likely to have a single-family home, 55.6% less likely to have a dog.

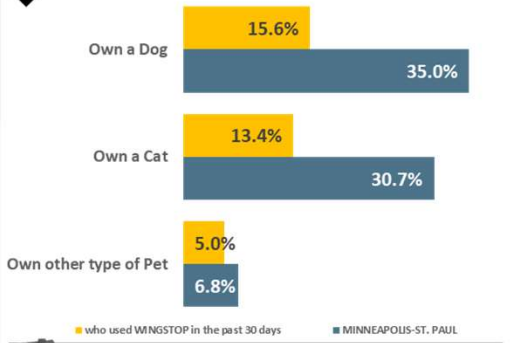
Own/Rent/Other: Adults 18 or older



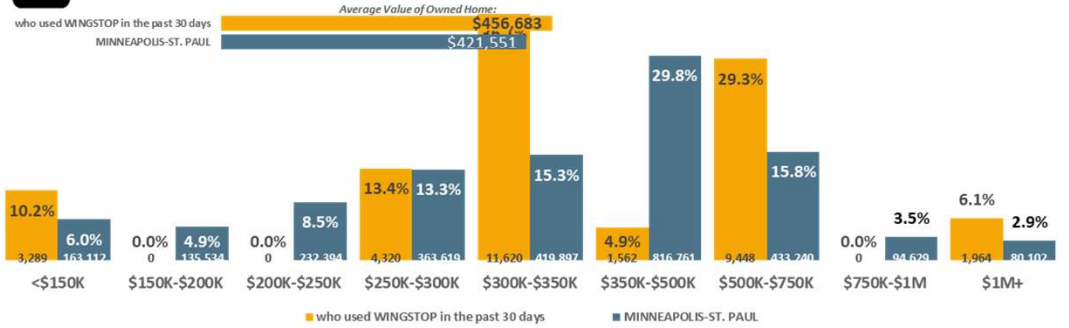
Type of Home: Adults 18 or older



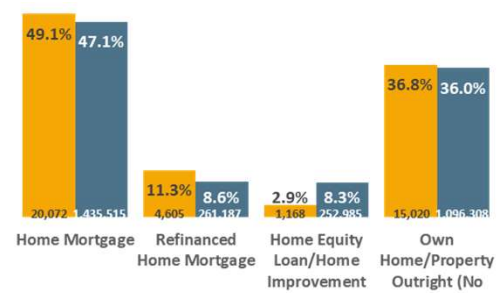
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

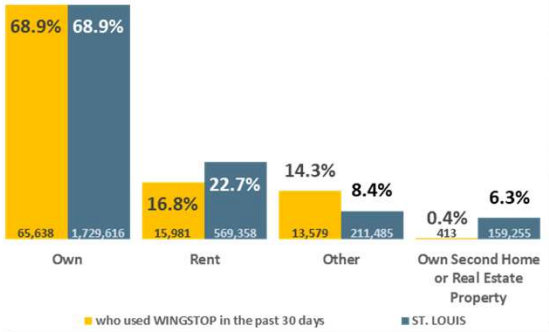
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

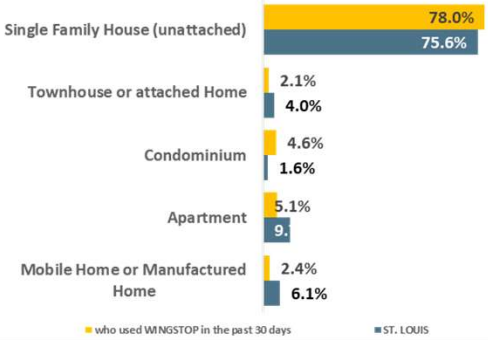


3.8% or 95,198 of ST. LOUIS DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are .1% more likely to own their home, 34.5% more likely to own a lower valued home, 3.2% more likely to have a single-family home, 6.7% less likely to have a dog.

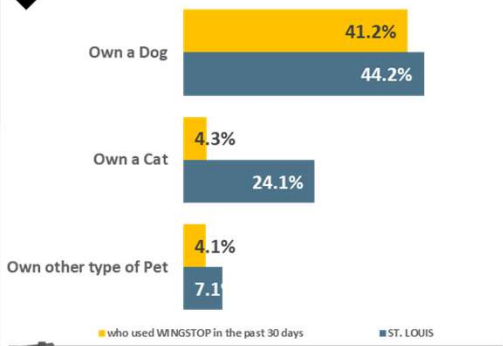
Own/Rent/Other: Adults 18 or older



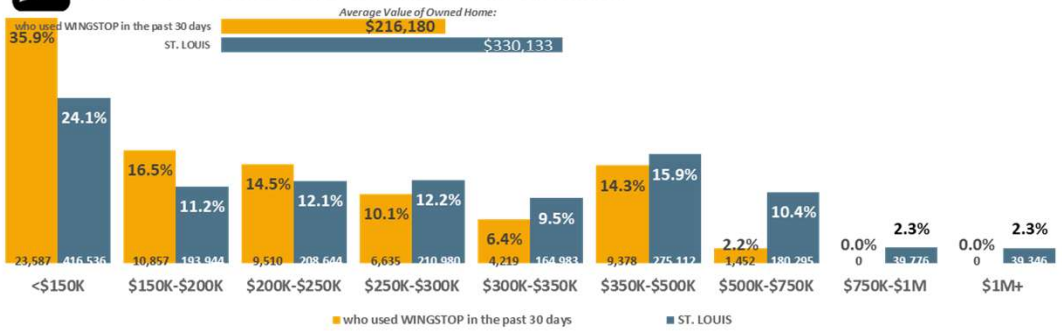
Type of Home: Adults 18 or older



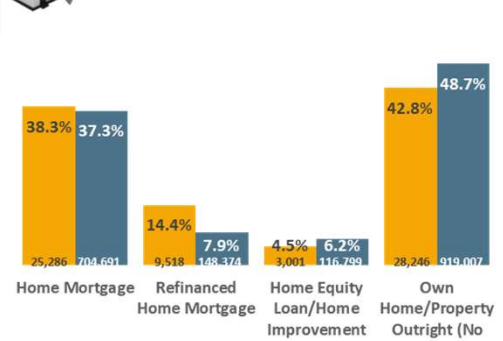
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

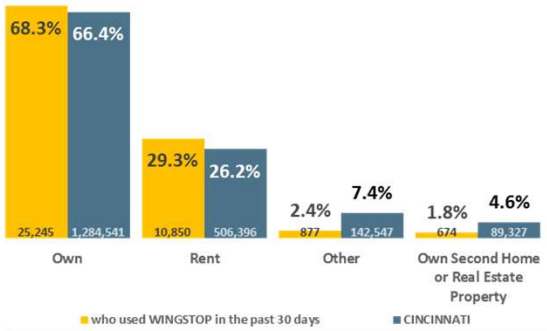
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

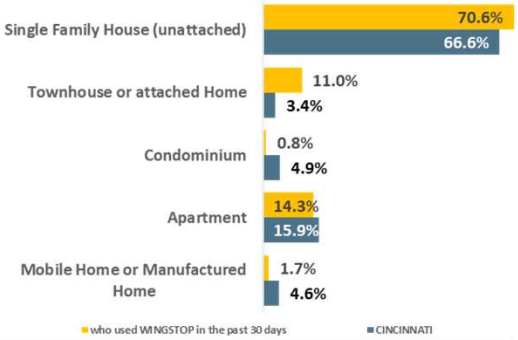


1.9% or 36,972 of CINCINNATI DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 2.8% more likely to own their home, 19.% more likely to own a lower valued home, 6.1% more likely to have a single-family home, 11.2% less likely to have a dog.

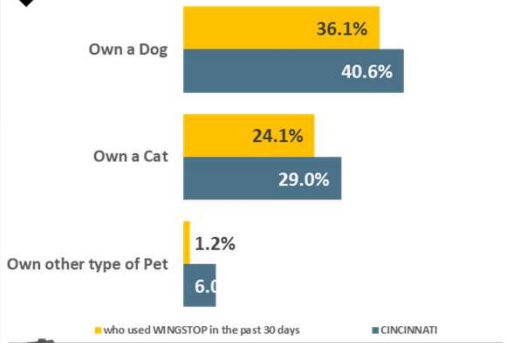
Own/Rent/Other: Adults 18 or older



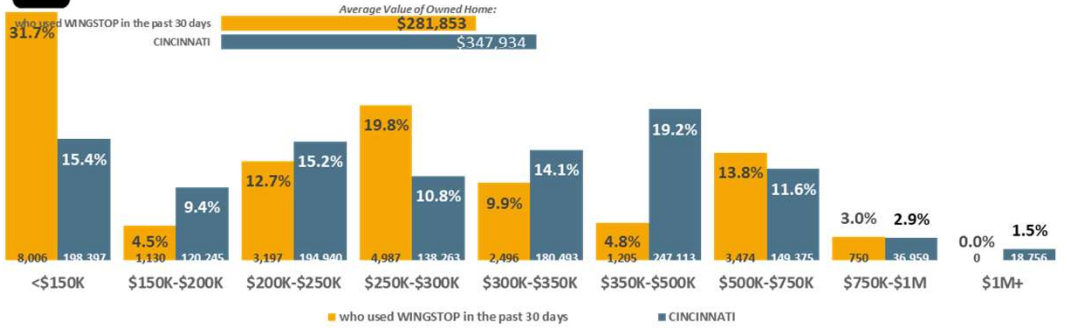
Type of Home: Adults 18 or older



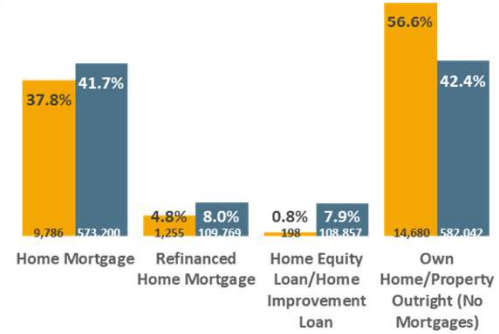
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

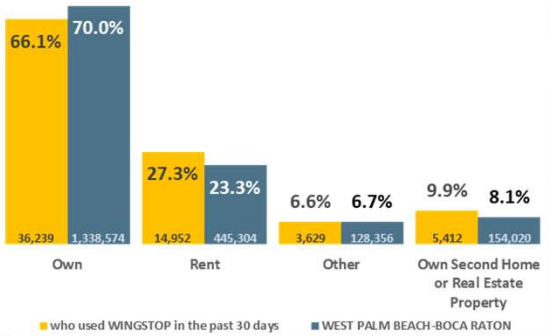
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

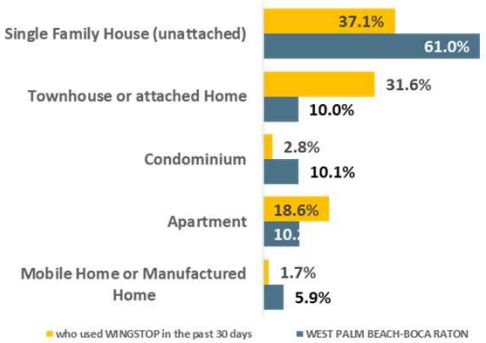


2.9% or 54,820 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 5.6% less likely to own their home, 39.8% more likely to own a lower valued home, 39.2% less likely to have a single-family home, 80.3% more likely to have a dog.

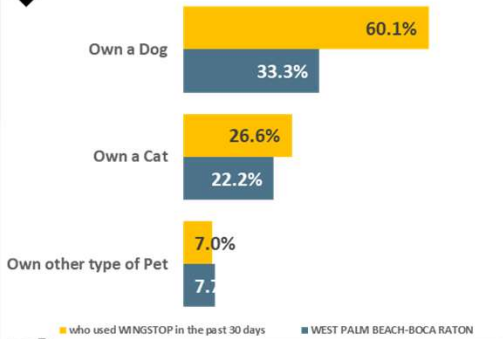
Own/Rent/Other: Adults 18 or older



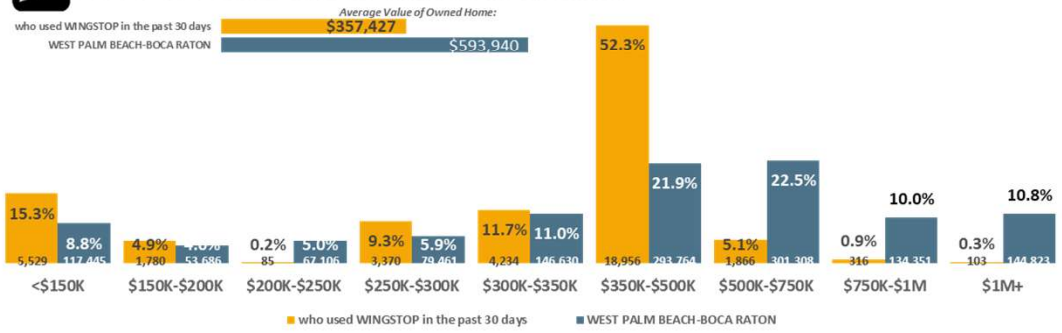
Type of Home: Adults 18 or older



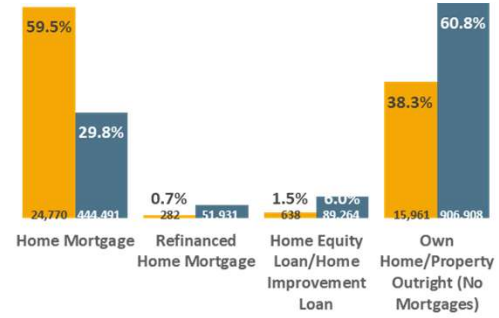
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

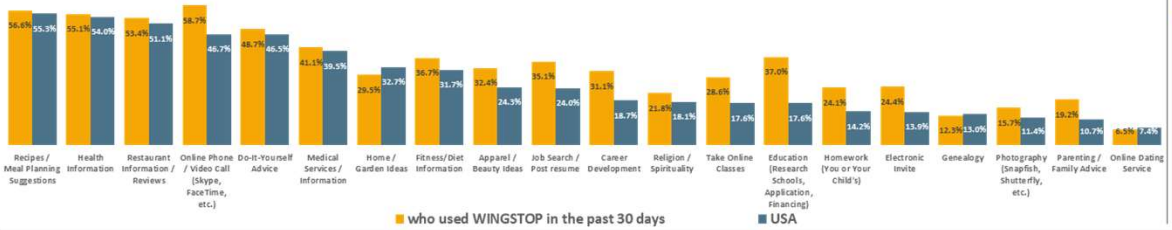
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

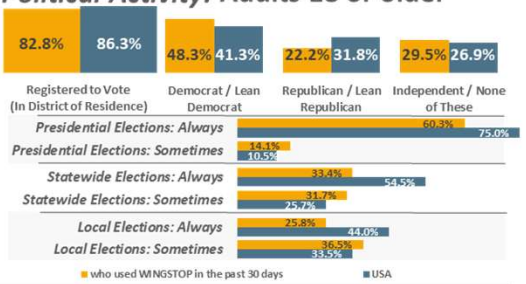


4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 4.7% more likely to look up D-I-Y advice online, 41.5% less likely to always vote in local elections, 13.9% more likely to belong to a gym, 12.3% more likely to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

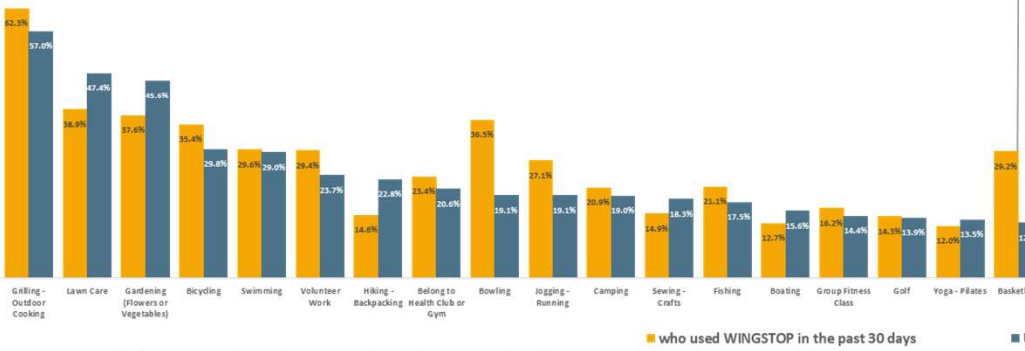
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



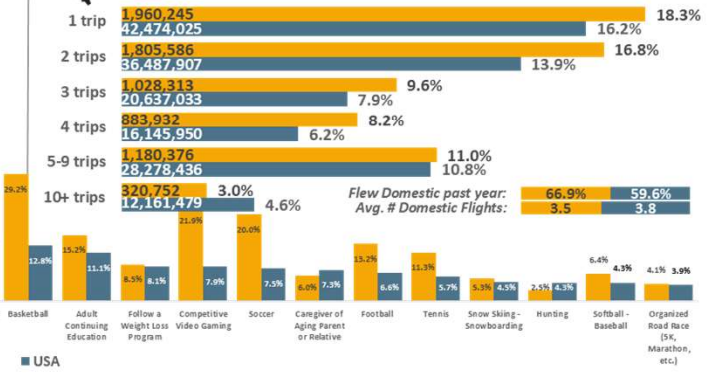
Political Activity: Adults 18 or older



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*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Quick service restaurants used past 30 days: Wingstop

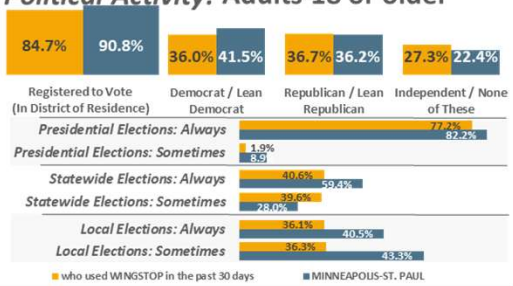


2.3% or 88,164 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 52.% more likely to look up D-I-Y advice online, 10.7% less likely to always vote in local elections, 120.3% more likely to belong to a gym, 27.% more likely to fly domestic past yr.

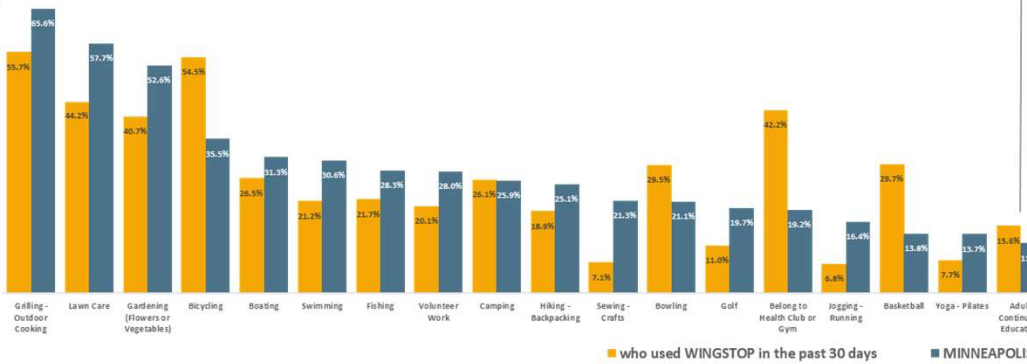
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



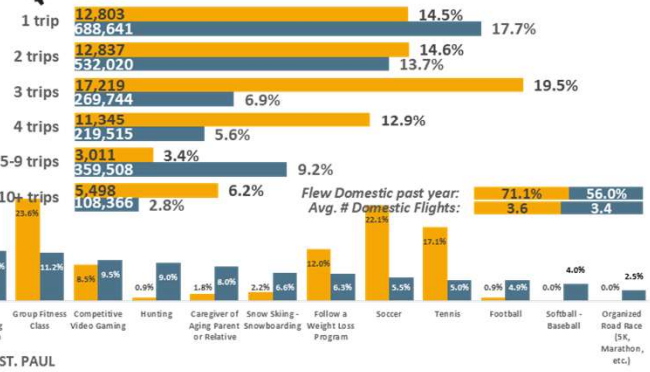
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

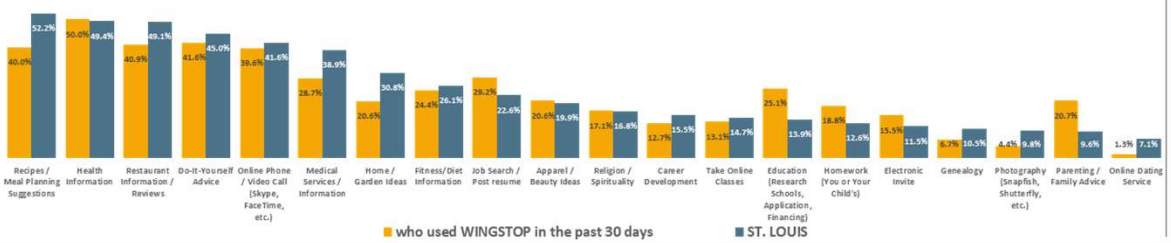
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

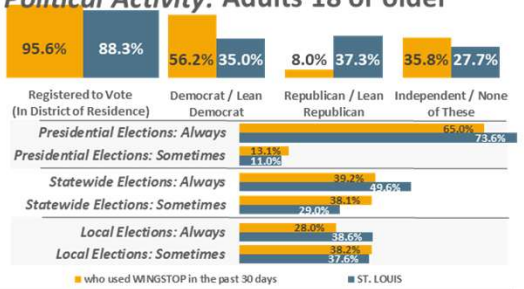


3.8% or 95,198 of ST. LOUIS DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 7.5% less likely to look up D-I-Y advice online, 27.6% less likely to always vote in local elections, 22.6% more likely to belong to a gym, 12.9% more likely to fly domestic past yr.

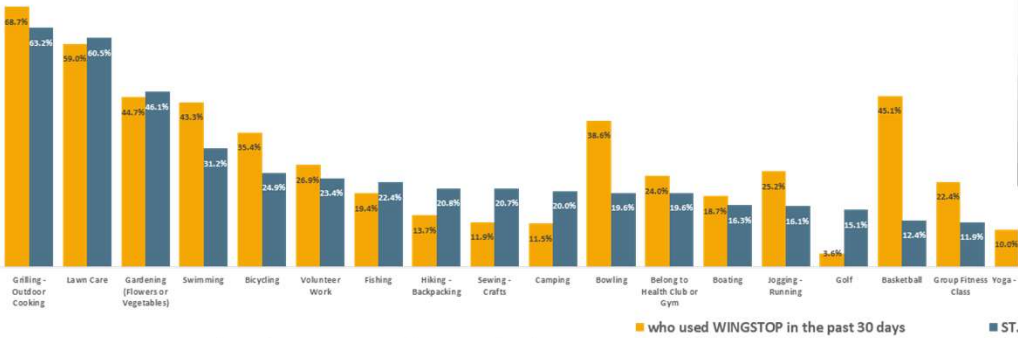
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



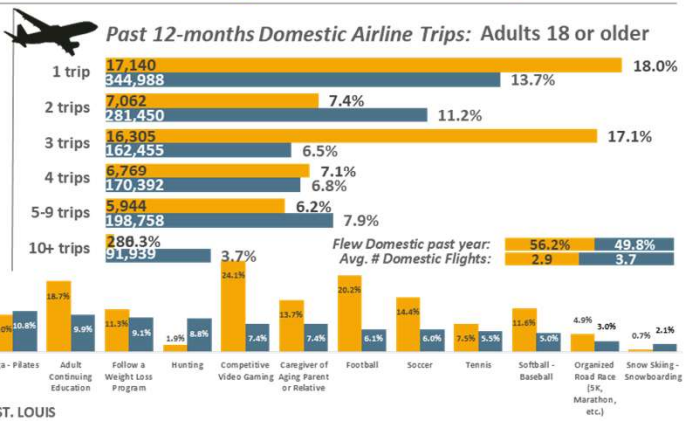
Political Activity: Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

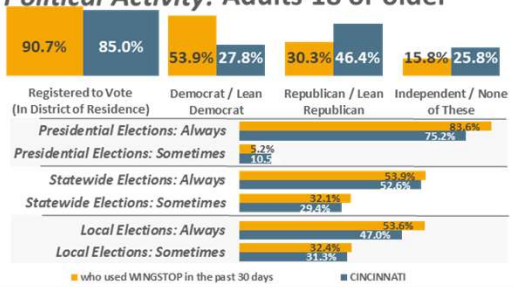


1.9% or 36,972 of CINCINNATI DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 11.7% more likely to look up D-I-Y advice online, 14.% more likely to always vote in local elections, 76.4% more likely to belong to a gym, 53.9% more likely to fly domestic past yr.

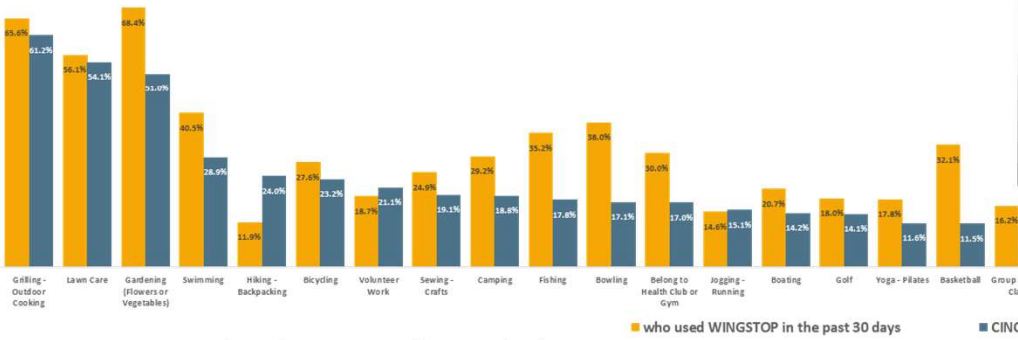
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



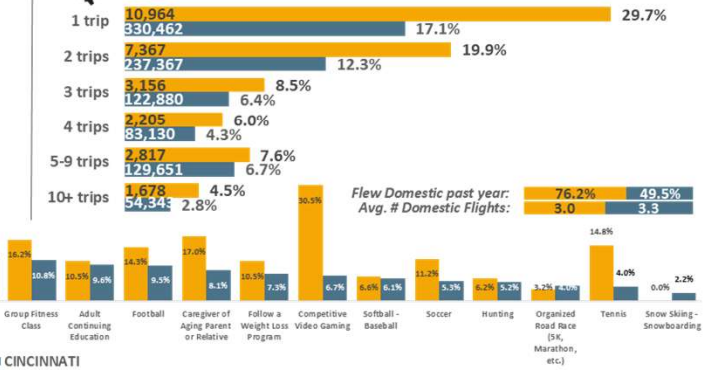
Political Activity: Adults 18 or older



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



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



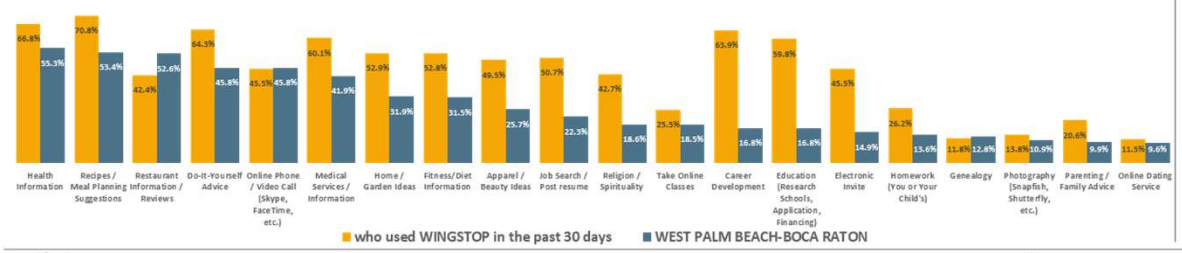
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

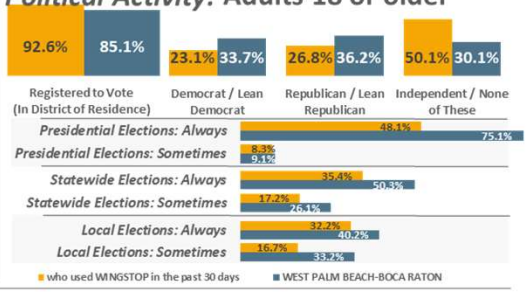


2.9% or 54,820 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older used WINGSTOP in the past 30… Adults 18 or older who used WINGSTOP in the past 30 days are 40.4% more likely to look up D-I-Y advice online, 20.% less likely to always vote in local elections, 121.6% more likely to belong to a gym, 22.8% more likely to fly domestic past yr.

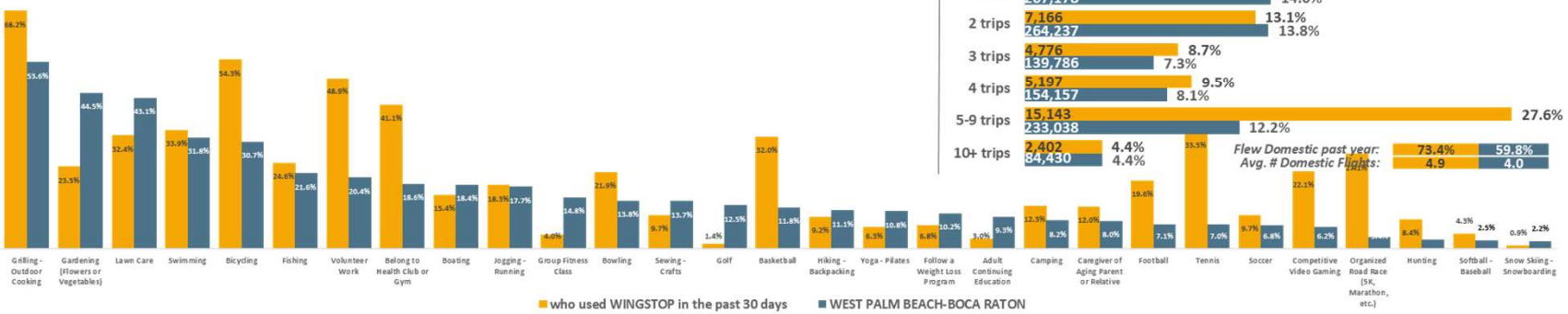
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Quick service restaurants used past 30 days: Wingstop



2.3% or 88,164 of MINNEAPOLIS-ST. PAUL 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 15.9% more likely to use QSRs past mo., 26.7% more likely to use Sit-Down Restaurants past mo., 26.7% more likely to use Casinos past yr., 25.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 88,164 | 86.2% 3,354,586

Avg. Monthly QSR Meals: 10.4

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



Total Monthly Sit-Down Restaurant Users: 95.4% 84,100 | 75.3% 2,928,056

Avg. Monthly Sit-Down Restaurant Meals: 5.5

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 25,427 28.8%

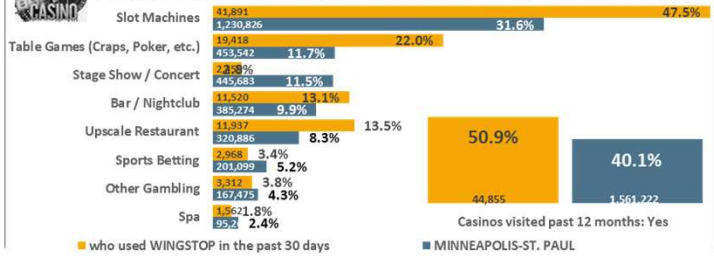
MINNEAPOLIS-ST. PAUL 486,328 12.5%

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



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop



3.8% or 95,198 of ST. LOUIS 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 16.5% more likely to use QSRs past mo., 25.3% more likely to use Sit-Down Restaurants past mo., 53.1% more likely to use Casinos past yr., 42.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 95,198 | 85.8% 2,155,074

Avg. Monthly QSR Meals: 11.0

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



Total Monthly Sit-Down Restaurant Users: 89.2% 84,955 | 71.2% 1,788,583

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

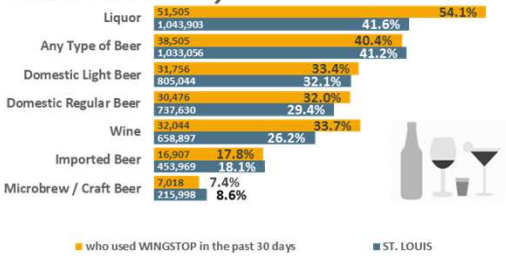


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used WINGSTOP in the past 30 days 38,589 40.5%

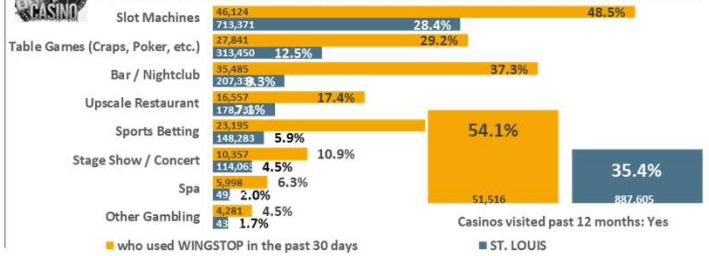
ST. LOUIS 451,148 18.0%

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



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop



1.9% or 36,972 of CINCINNATI 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 15.% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 39.7% more likely to use Casinos past yr., 24.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% (36,972) | 86.9% (1,680,883)

Avg. Monthly QSR Meals: 8.9 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 86.3% (31,895) | 76.4% (1,476,397)

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 3.9

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 17,157 46.4%

CINCINNATI 366,382 18.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop



2.9% or 54,820 of WEST PALM BEACH-BOCA RATON 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 31.7% more likely to use QSRs past mo., 25.8% more likely to use Sit-Down Restaurants past mo., 110.3% more likely to use Casinos past yr., 383.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% (54,820) vs 75.9% (1,452,304)

Avg. Monthly QSR Meals: 9.3 vs 5.4

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



Total Monthly Sit-Down Restaurant Users: 91.8% (50,332) vs 73.0% (1,396,169)

Avg. Monthly Sit-Down Restaurant Meals: 6.5 vs 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used WINGSTOP in the past 30 days 27,808 50.7%

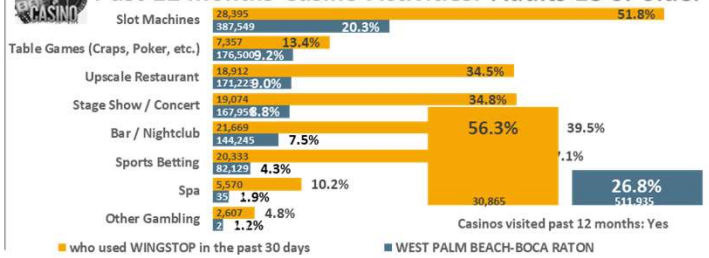
WEST PALM BEACH-BOCA RATON 321,9[illegible] 16.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



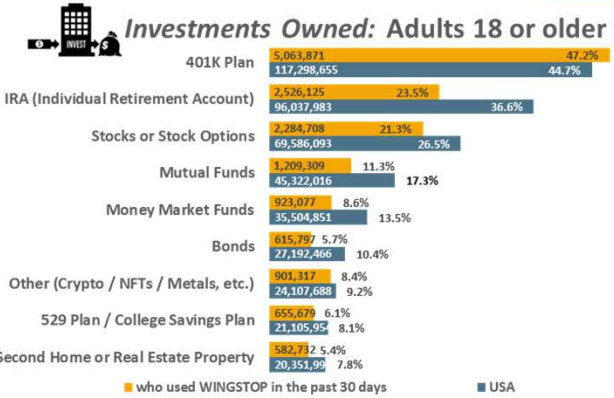
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

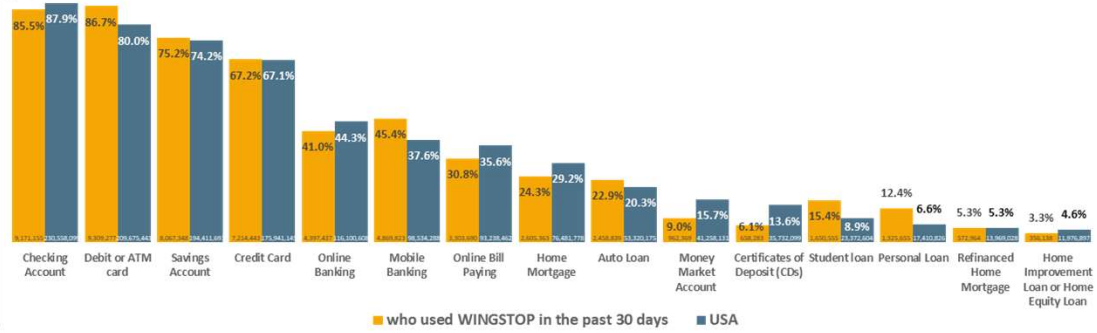


4.1% or 10,732,728 of USA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 5.5% more likely to have a 401K, 12.6% more likely to have an Auto Loan, 4.2% less likely to Invest/Trade Stocks Online, 29.2% more likely to pay with their Debit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

Investments Owned: Adults 18 or older



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

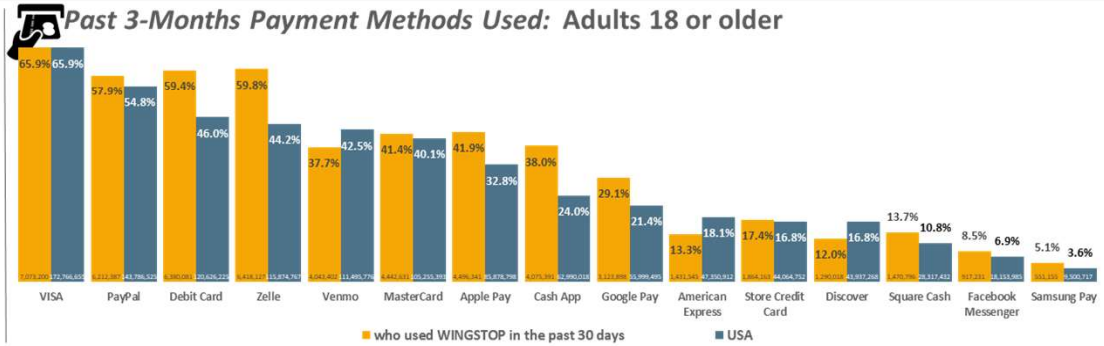


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

Quick service restaurants used past 30 days: Wingstop

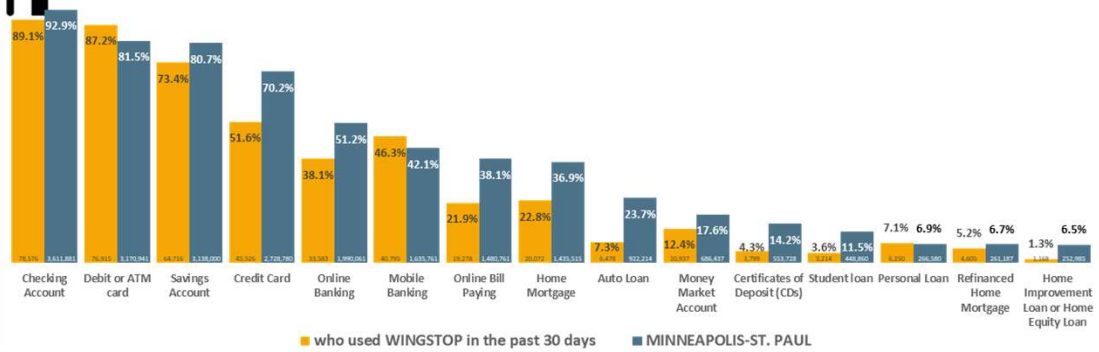


2.3% or 88,164 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older used WINGSTOP in the past 30 days. Adults 18 or older who used WINGSTOP in the past 30 days are 18.7% less likely to have a 401K, 69.% less likely to have an Auto Loan, 18.1% less likely to Invest/Trade Stocks Online, 13.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

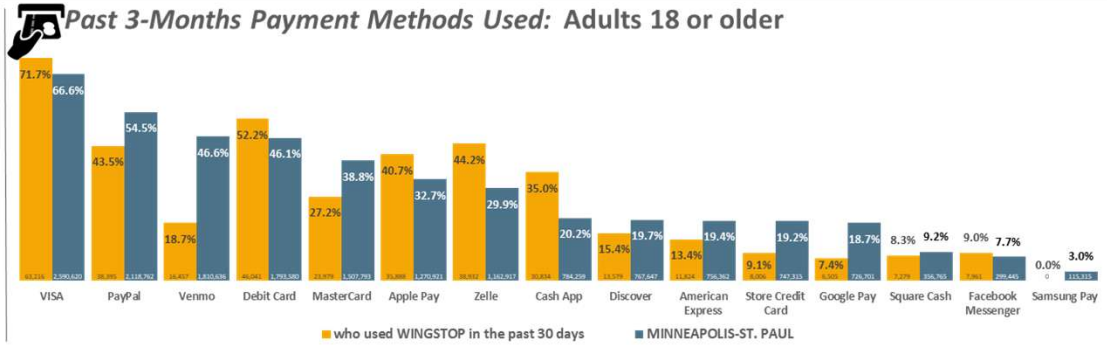


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



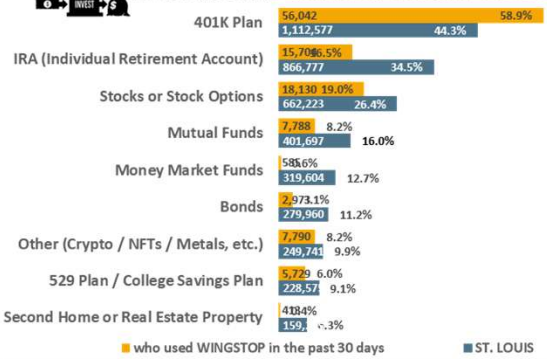
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

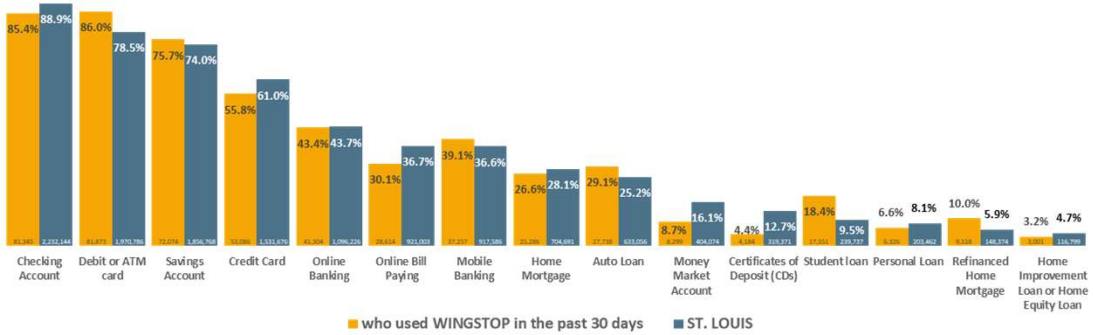


3.8% or 95,198 of ST. LOUIS DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 32.8% more likely to have a 401K, 15.5% more likely to have an Auto Loan, 3.6% less likely to Invest/Trade Stocks Online, 26.1% more likely to pay with their 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 12 Months)*

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



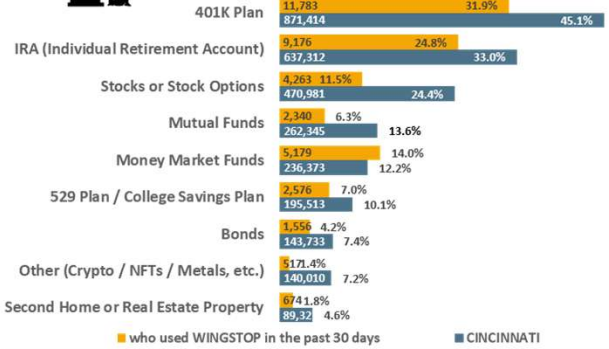
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

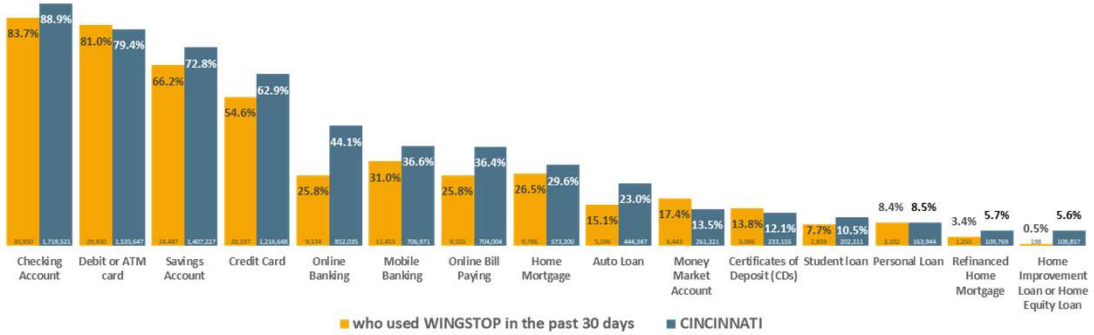


1.9% or 36,972 of CINCINNATI DMA Adults 18 or older used WINGSTOP in the past 30 days.
Adults 18 or older who used WINGSTOP in the past 30 days are 29.3% less likely to have a 401K, 34.1% less likely to have an Auto Loan, 39.3% less likely to Invest/Trade Stocks Online, 39.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

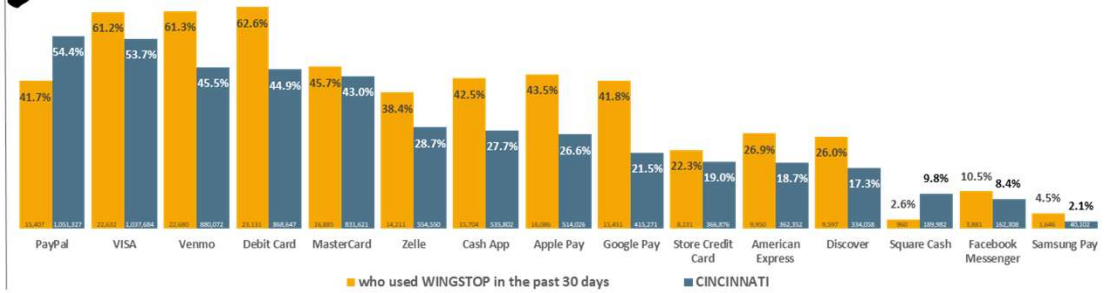


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

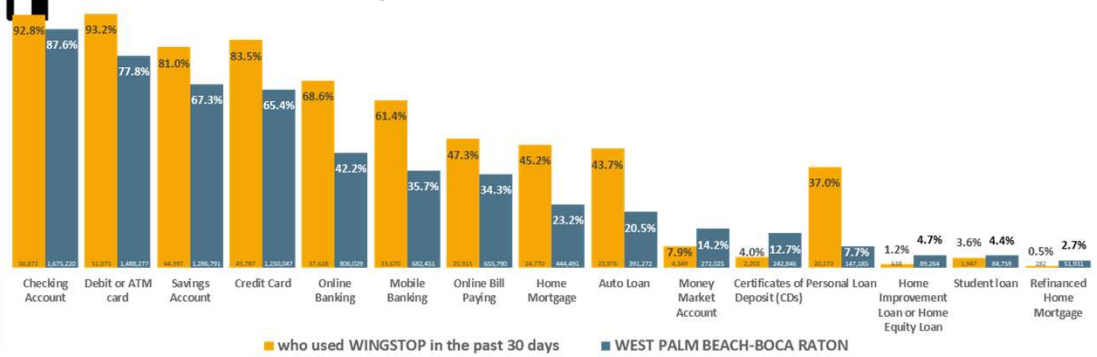


2.9% or 54,820 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older used WINGSTOP in the past 30... Adults 18 or older who used WINGSTOP in the past 30 days are 32.6% more likely to have a 401K, 113.7% more likely to have an Auto Loan, 2.2% more likely to Invest/Trade Stocks Online, 60.% more likely 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

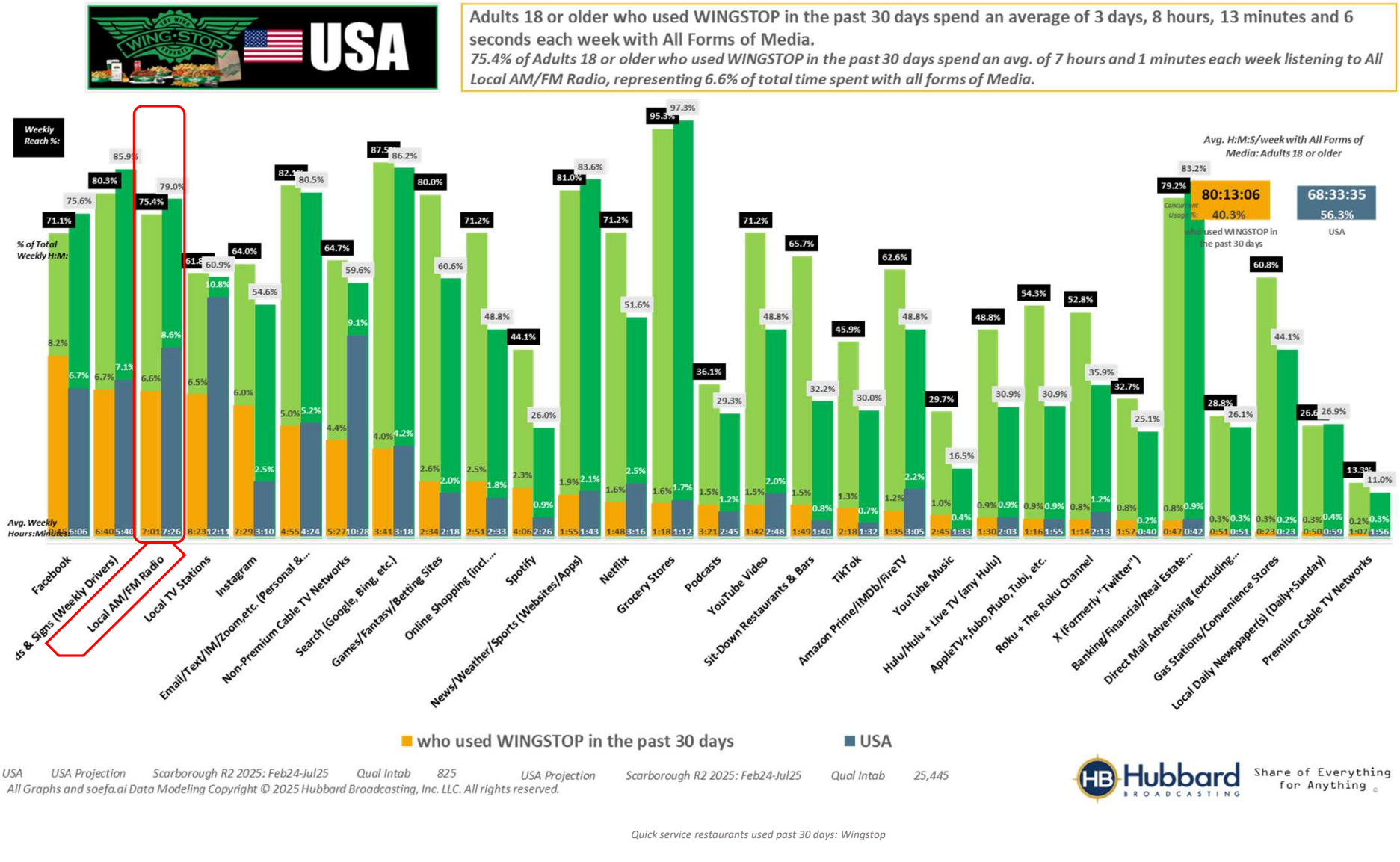


Past 3-Months Payment Methods Used: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

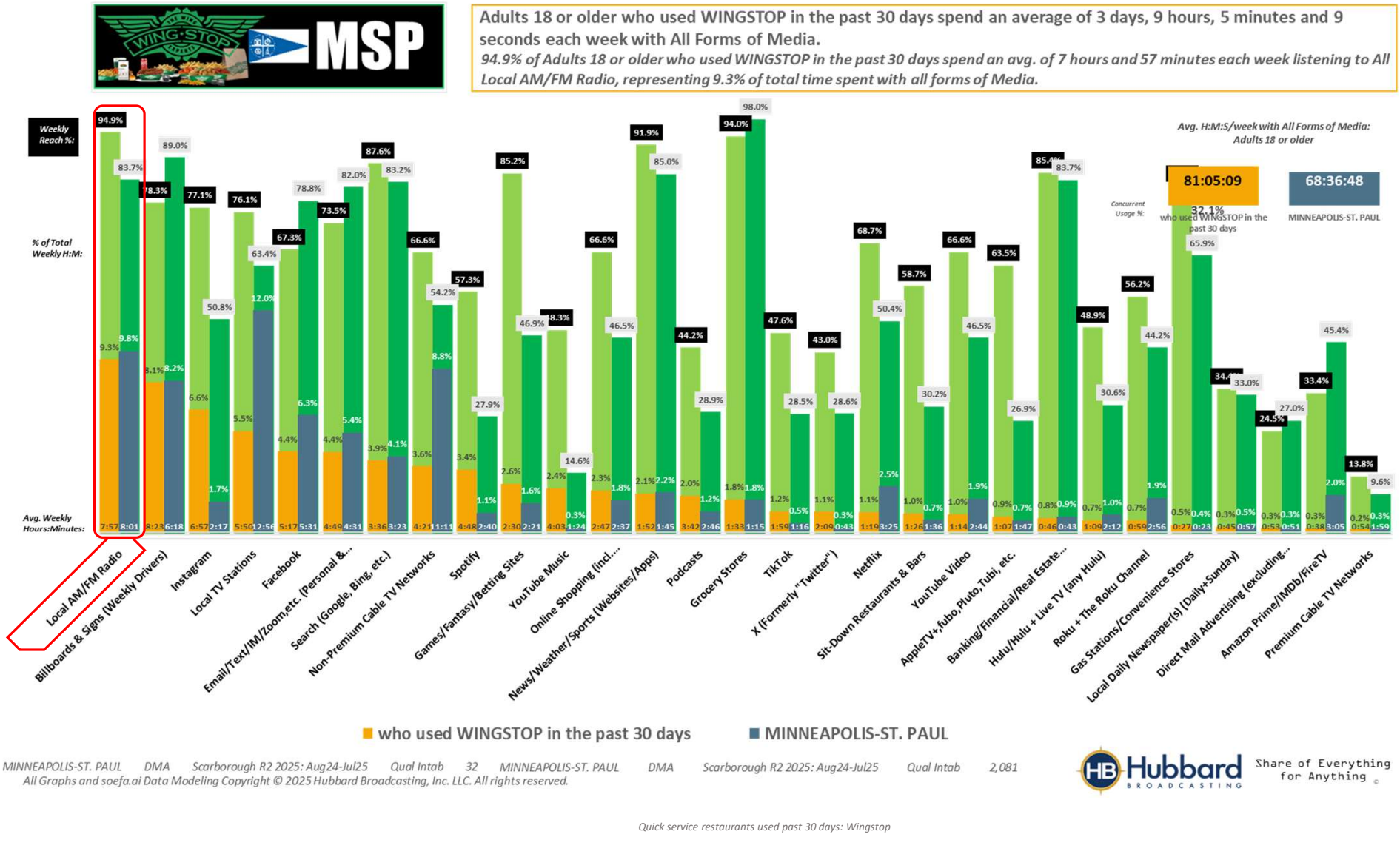


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

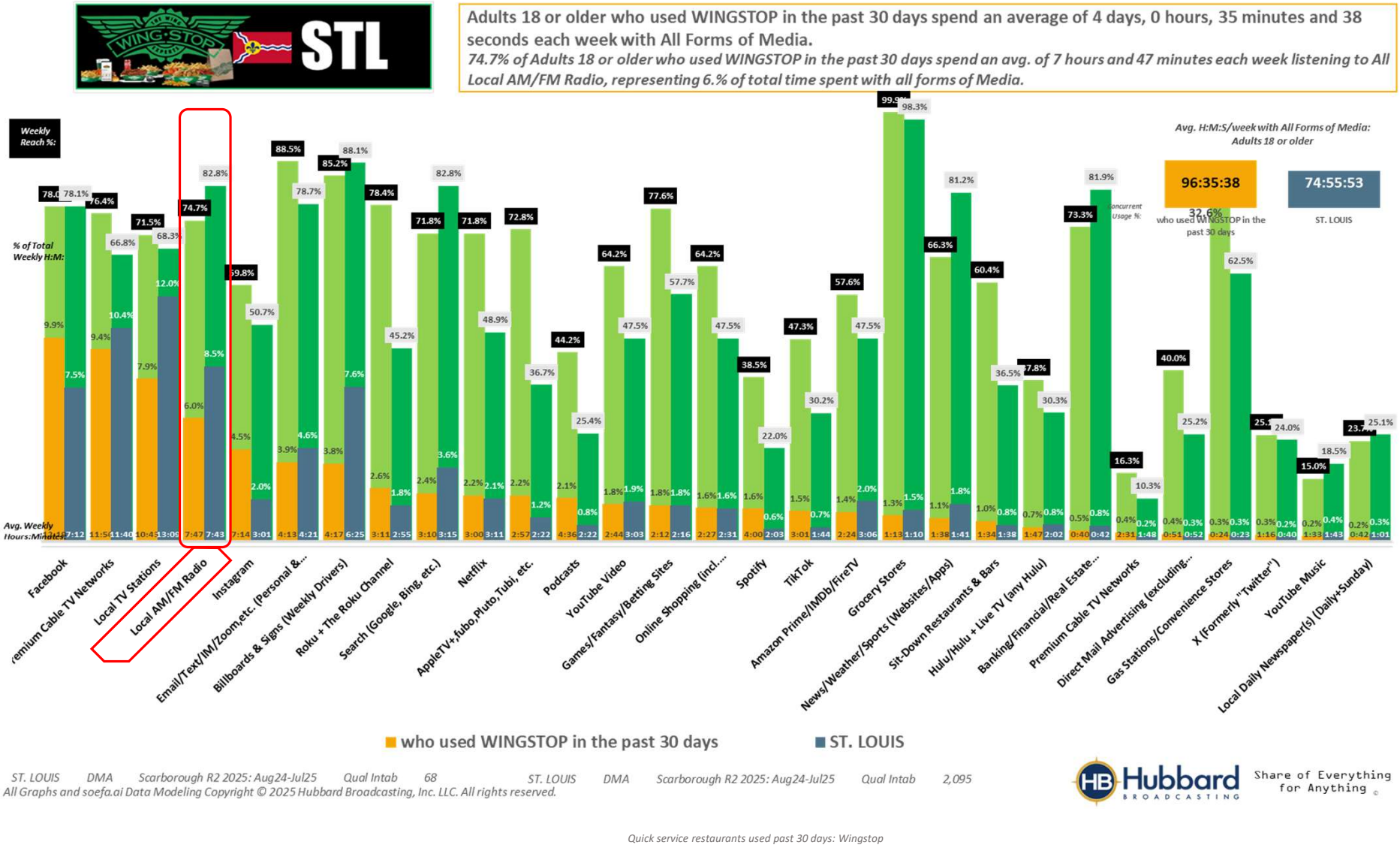


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

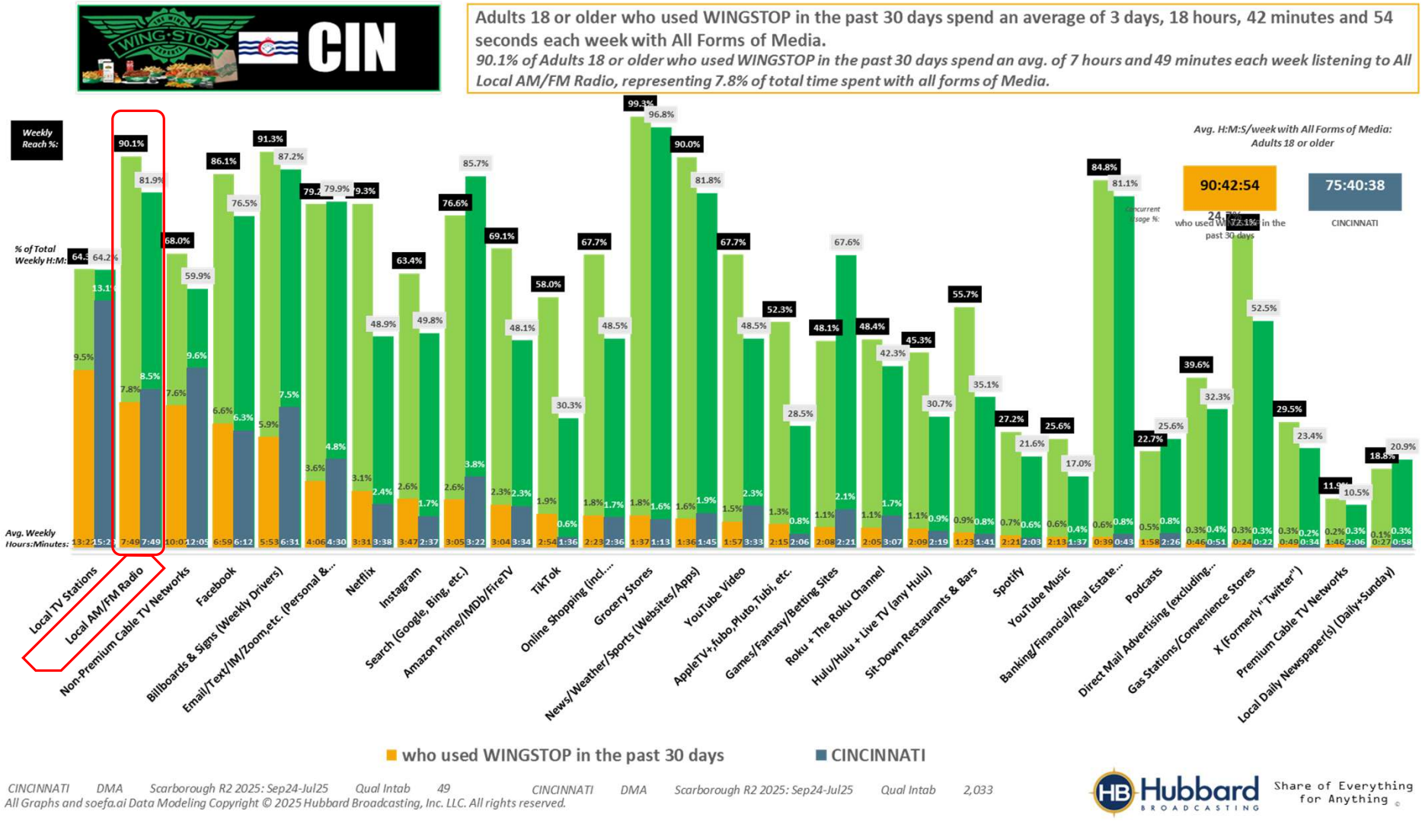
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



Quick service restaurants used past 30 days: Wingstop

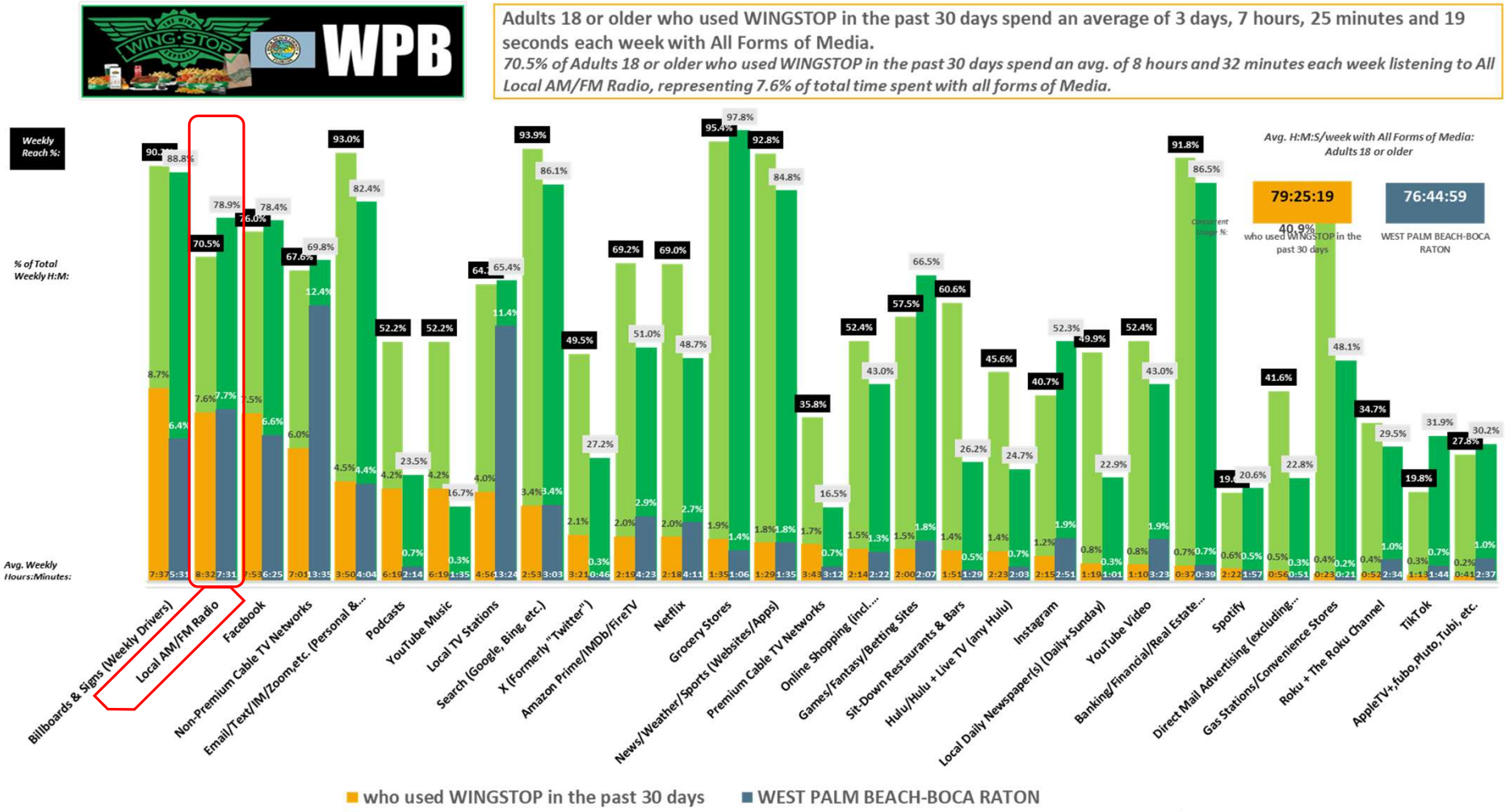


CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

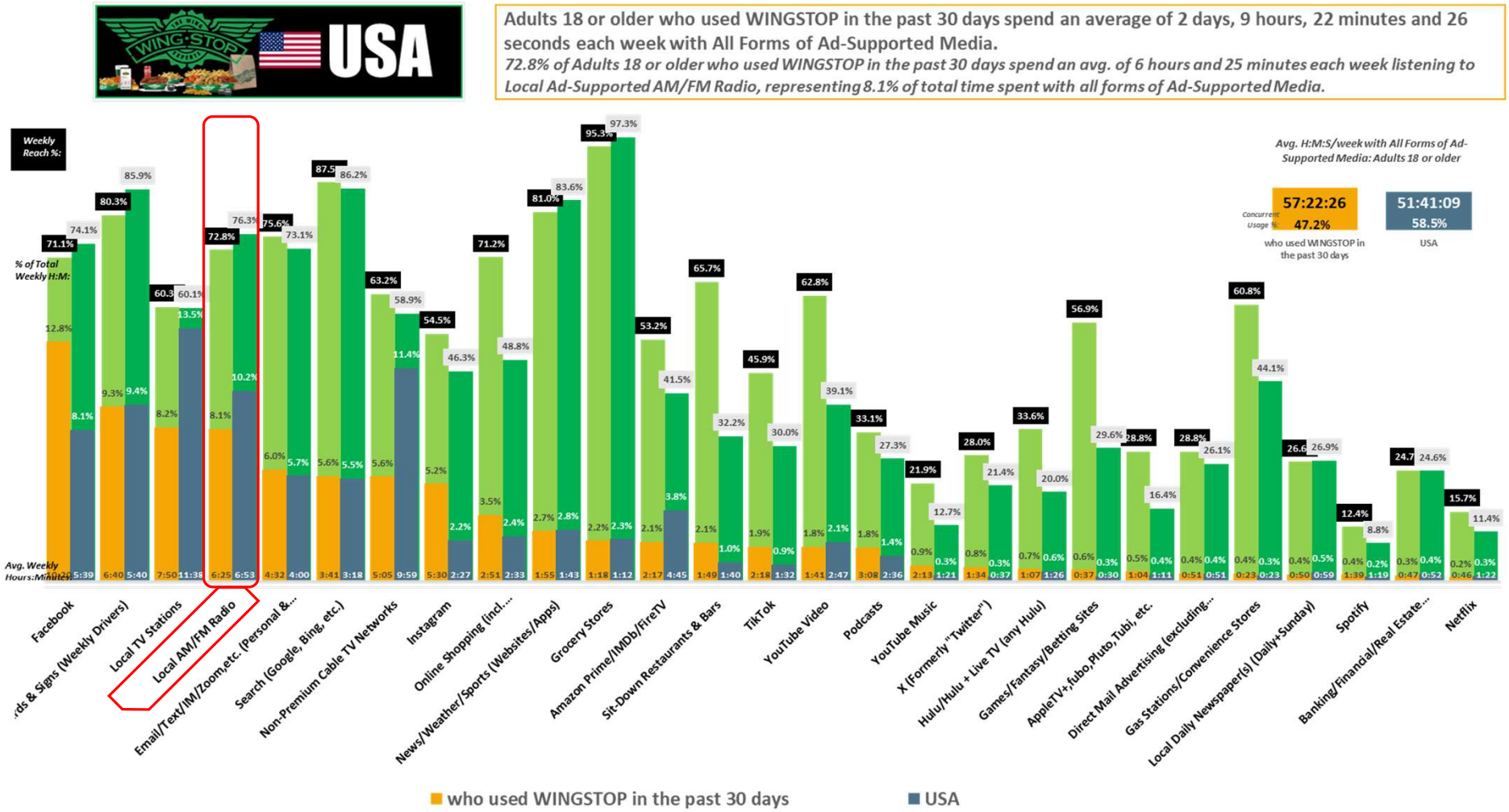
Quick service restaurants used past 30 days: Wingstop



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

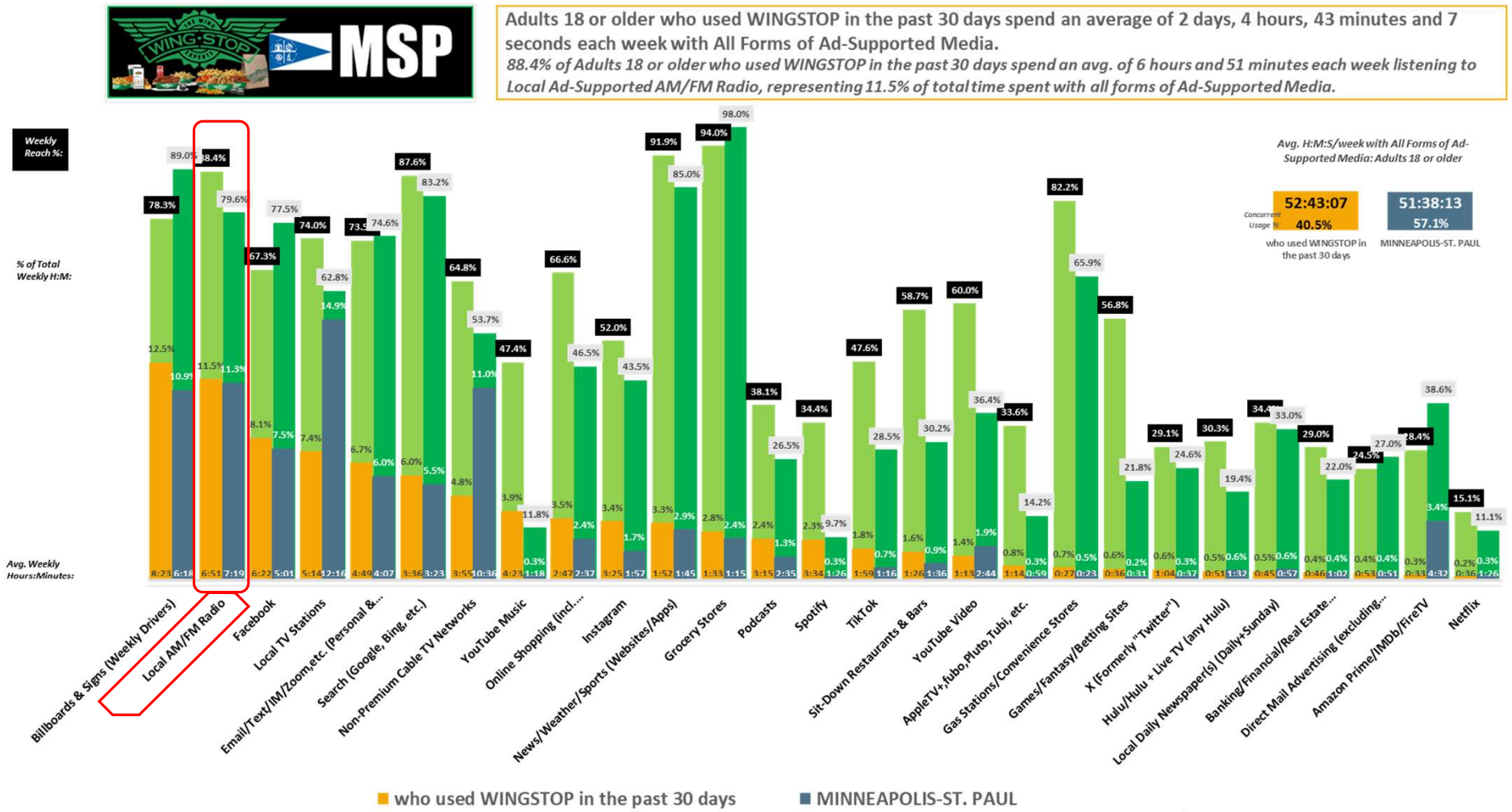


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

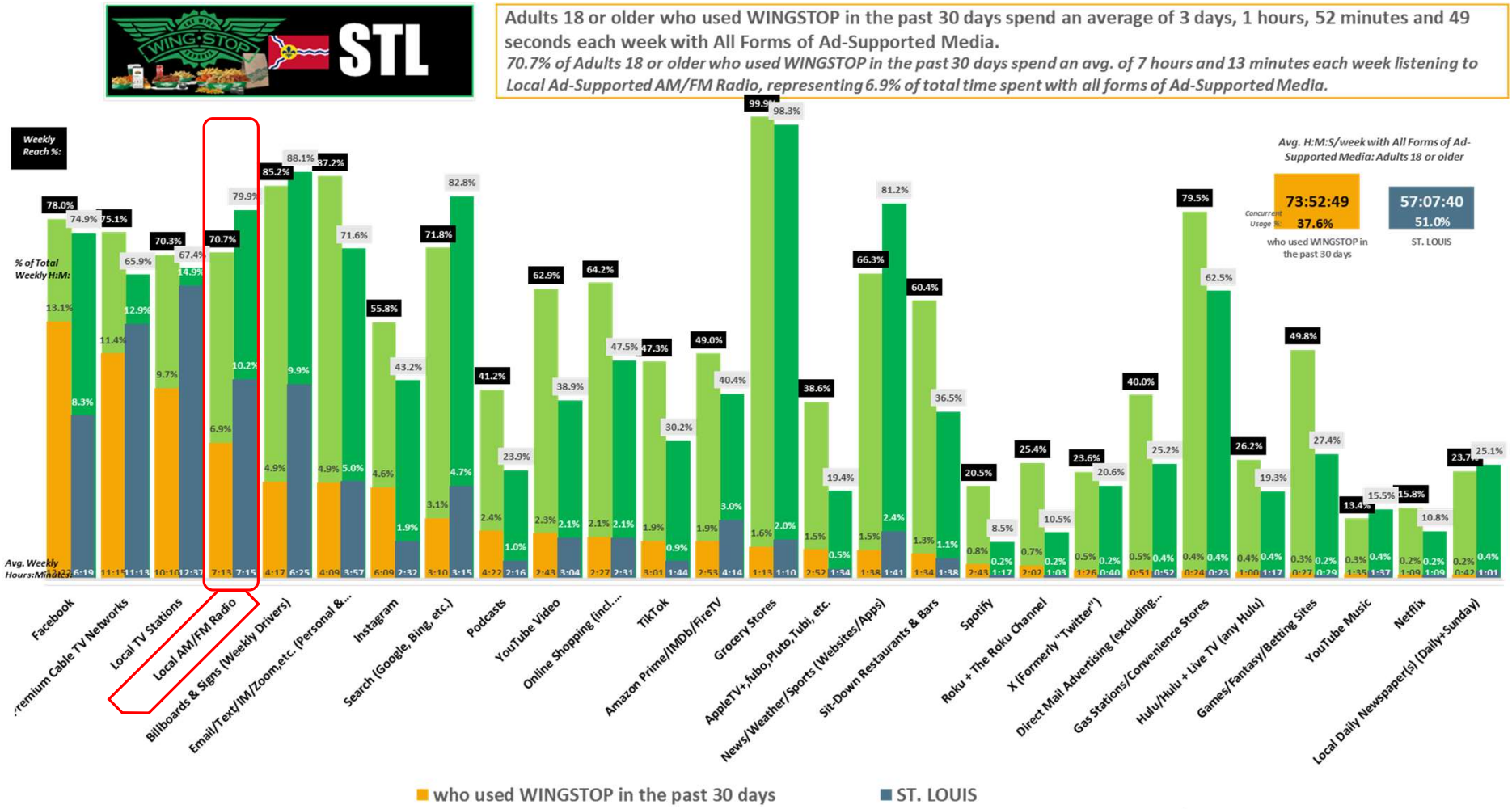
Quick service restaurants used past 30 days: Wingstop



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

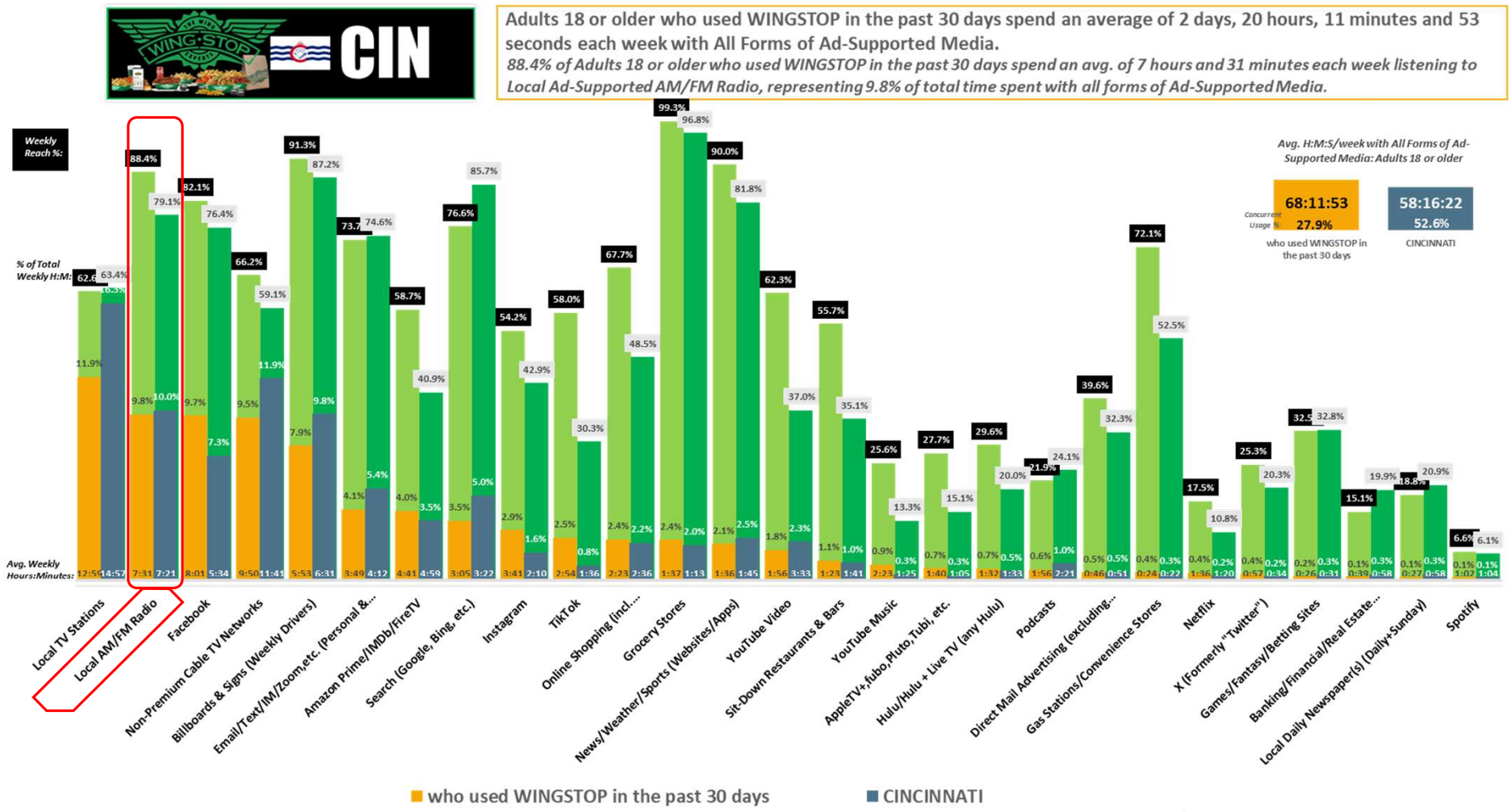


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

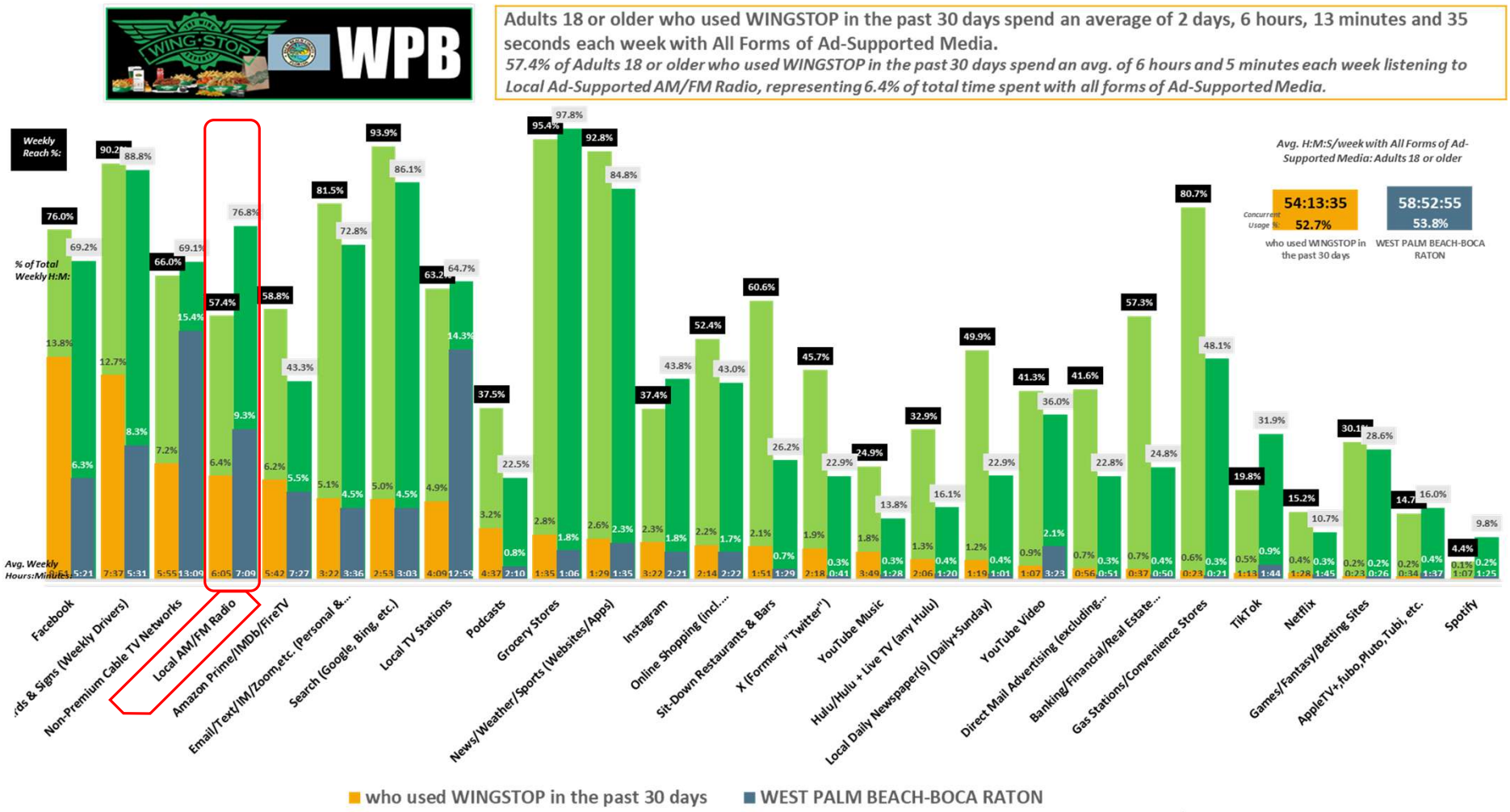


CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

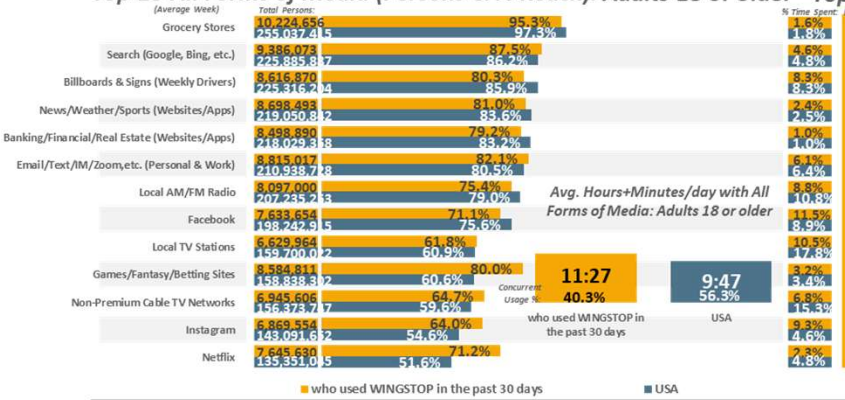
Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

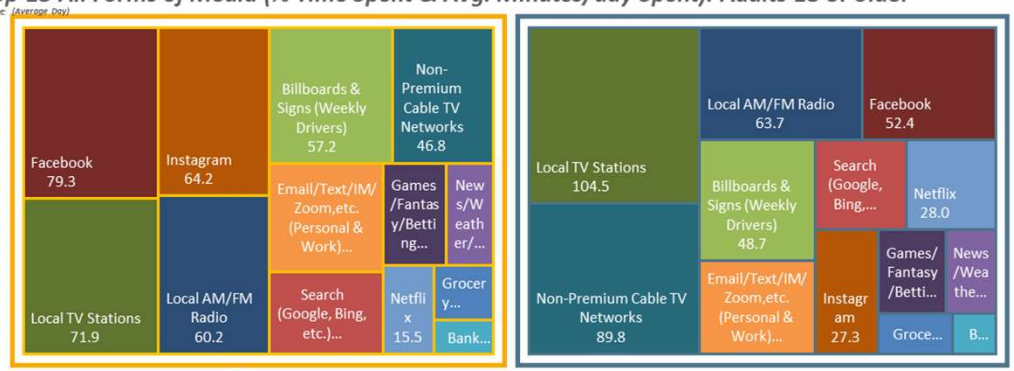


Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 55. minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

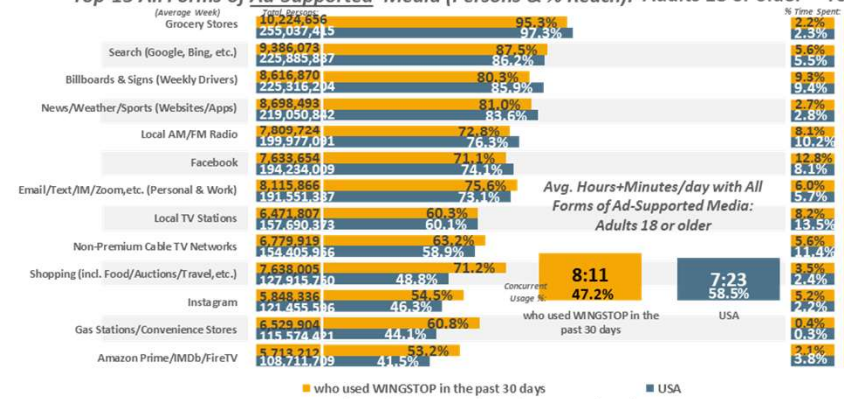
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



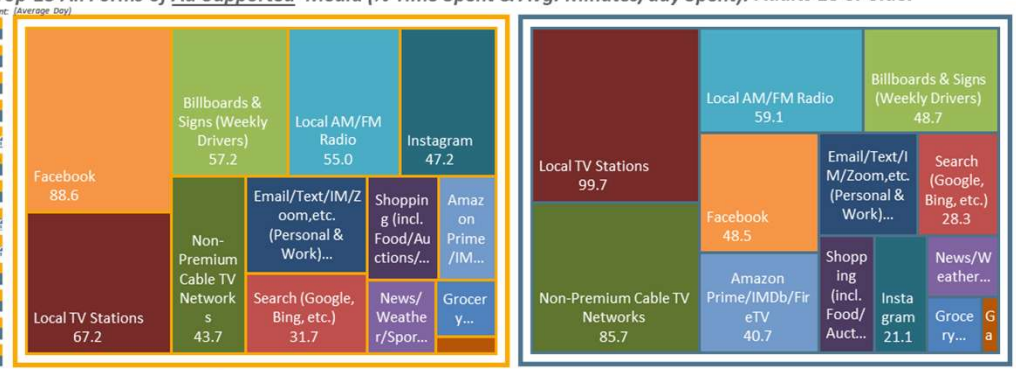
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

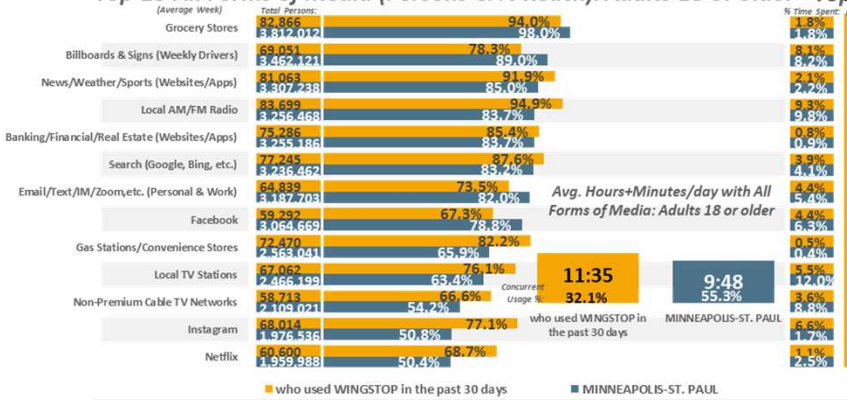
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

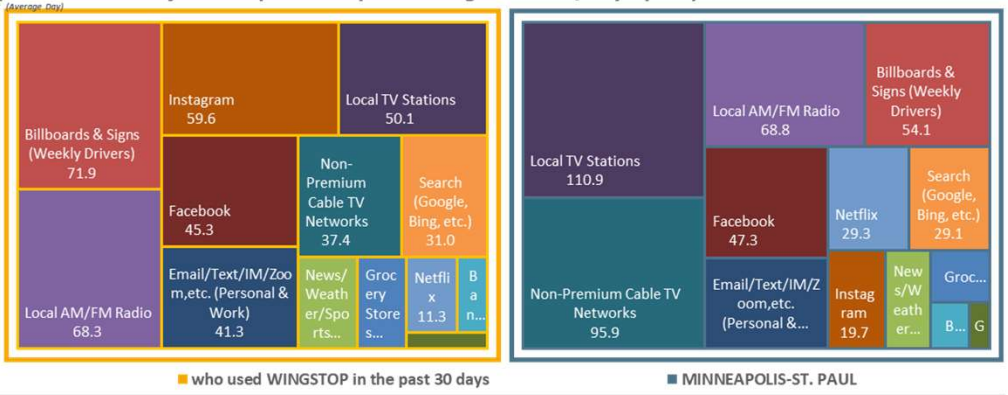


Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 88.4% listen to Local AM/FM Radio for an avg. of 58.8 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

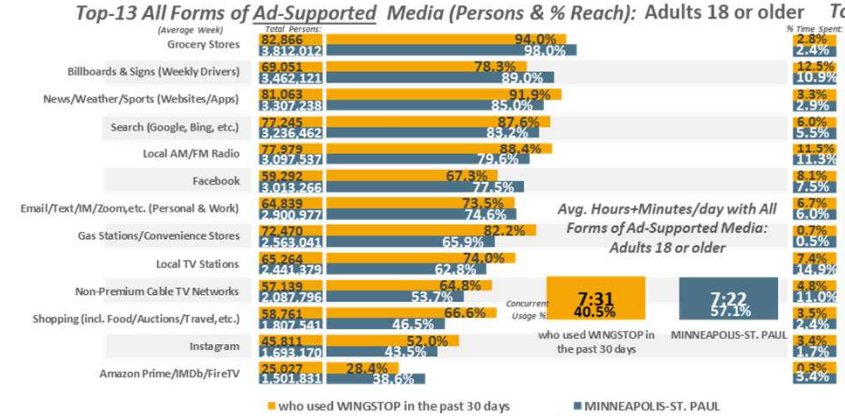
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



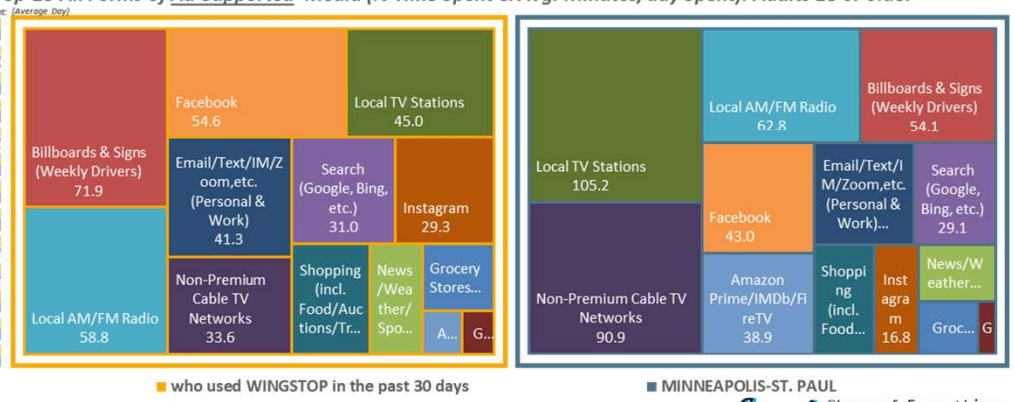
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

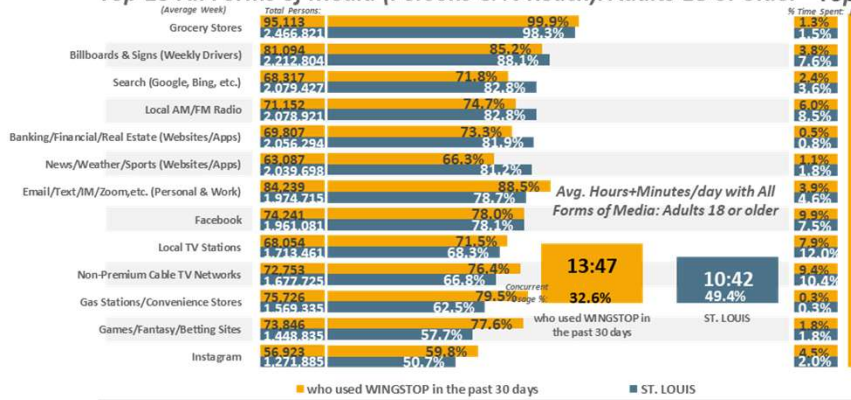
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

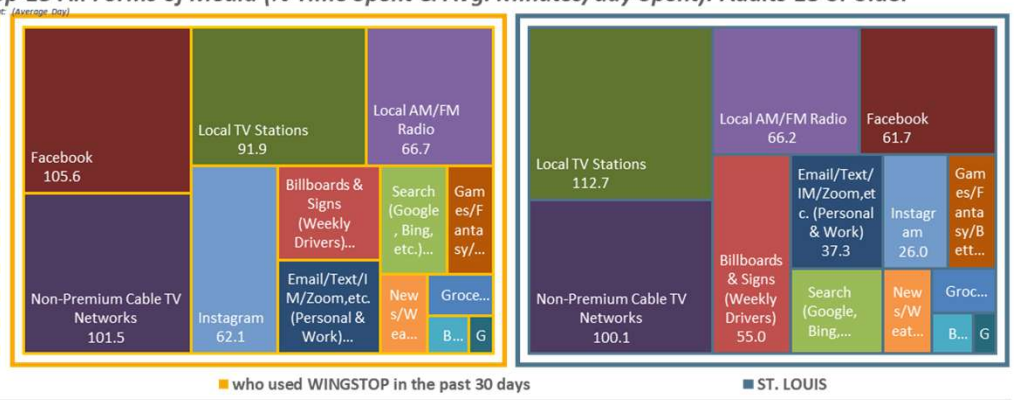
Quick service restaurants used past 30 days: Wingstop

Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 10 hours and 33 minutes each day with All Forms of Ad-Supported Media. 70.7% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

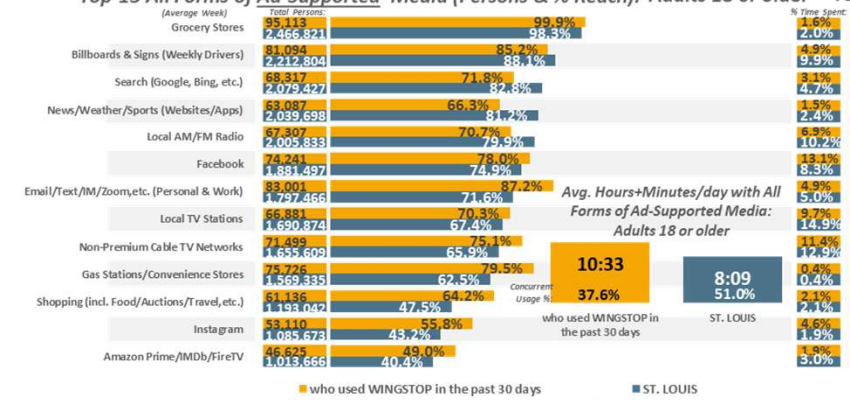
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



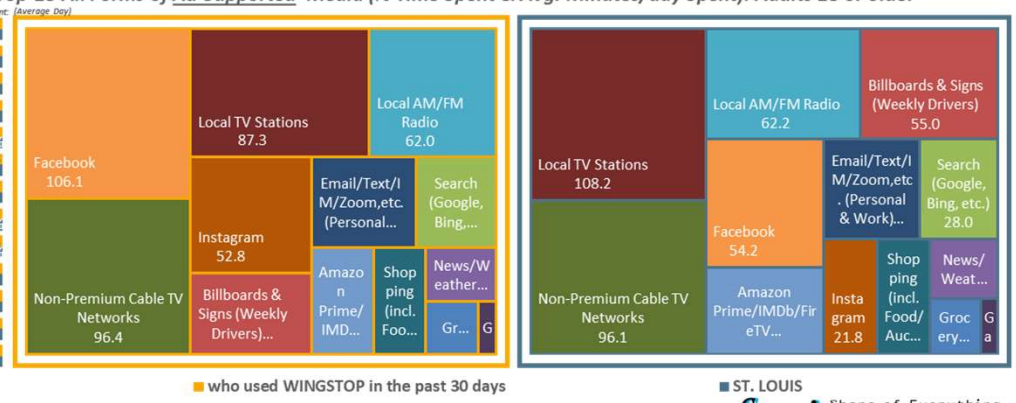
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

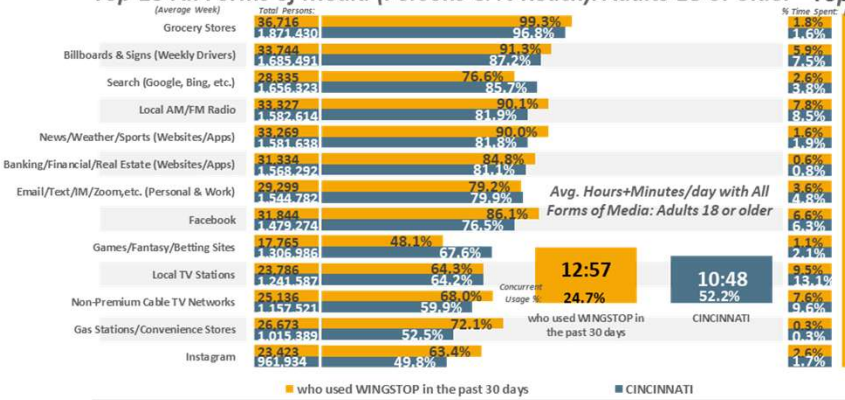
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

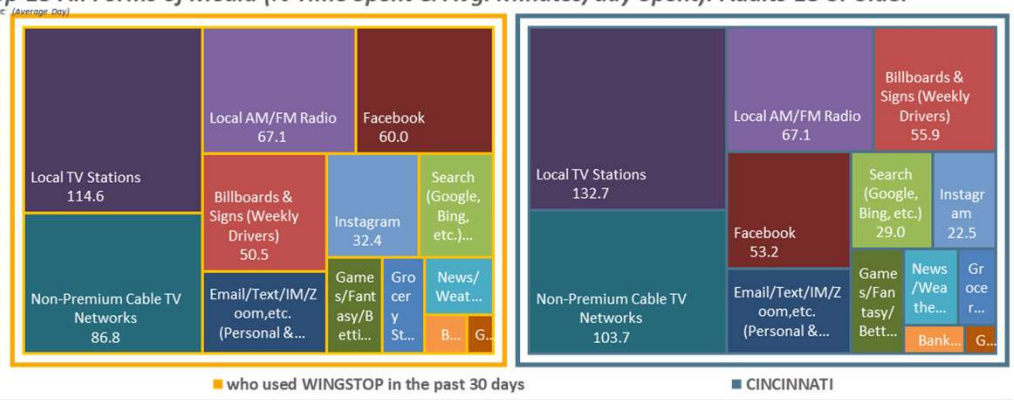
Quick service restaurants used past 30 days: Wingstop

Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 9 hours and 44 minutes each day with All Forms of Ad-Supported Media. 88.4% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

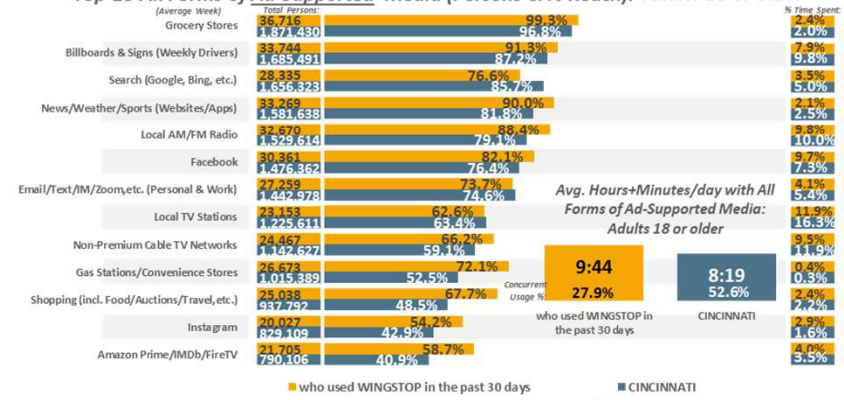
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



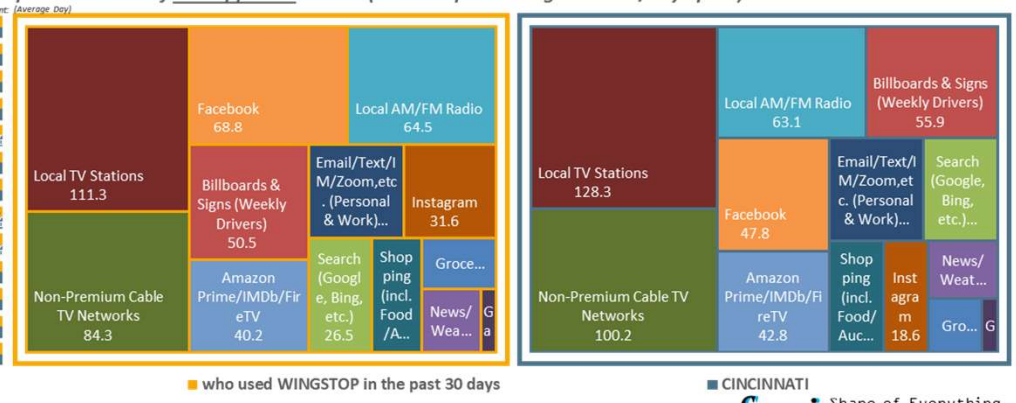
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

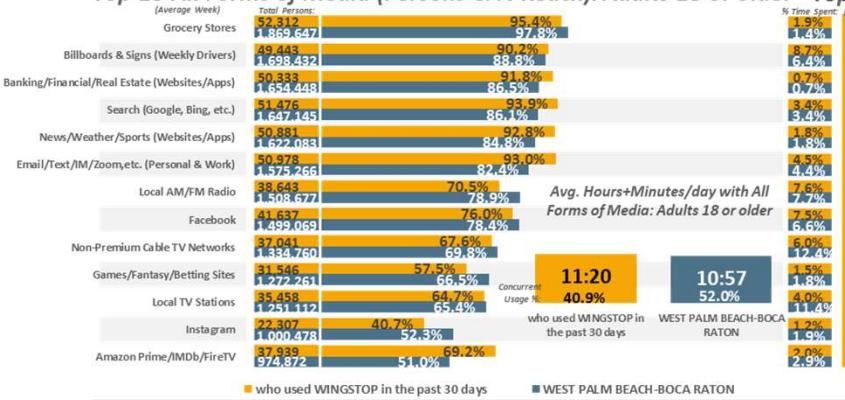
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

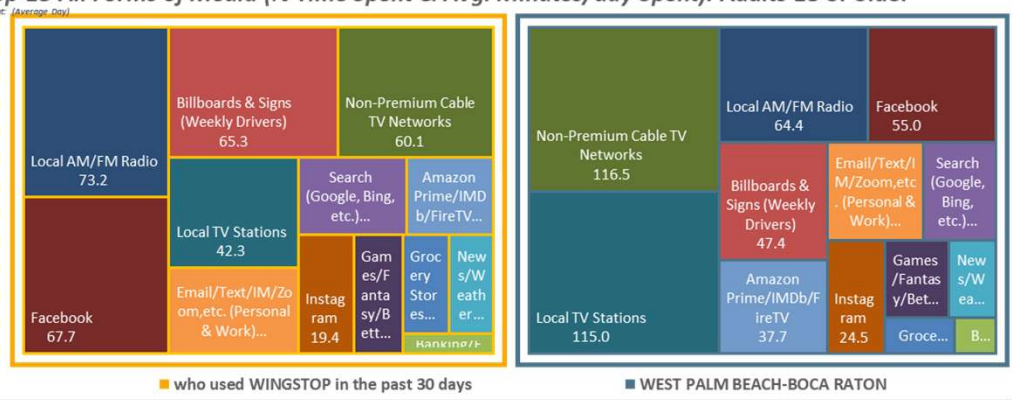
Quick service restaurants used past 30 days: Wingstop

Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 57.4% listen to Local AM/FM Radio for an avg. of 52.2 minutes/day. *(Local Radio delivers 6.4% of Time with Ad-Supported Media.)*

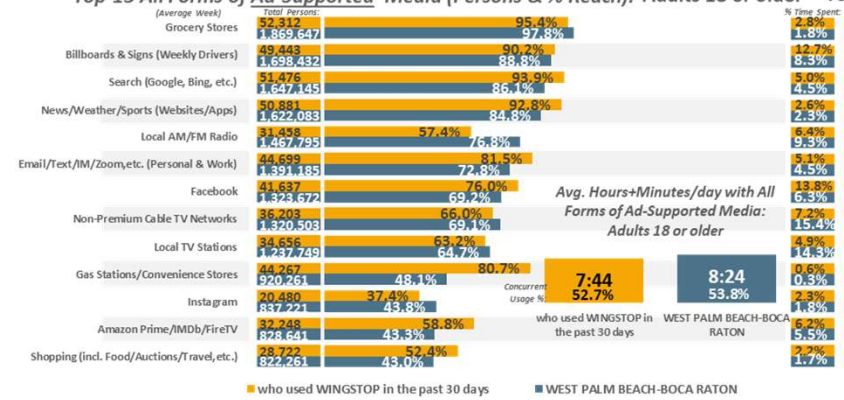
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



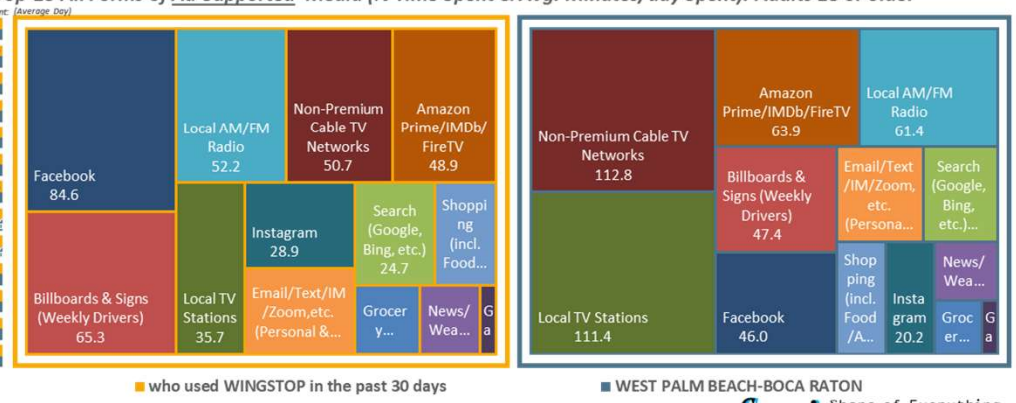
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

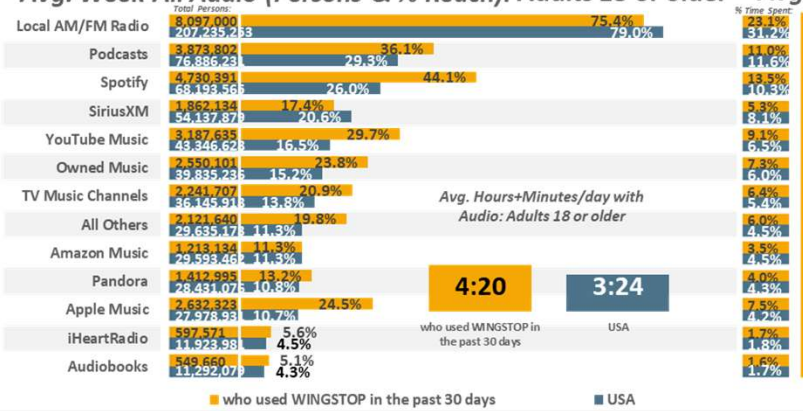
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wingstop

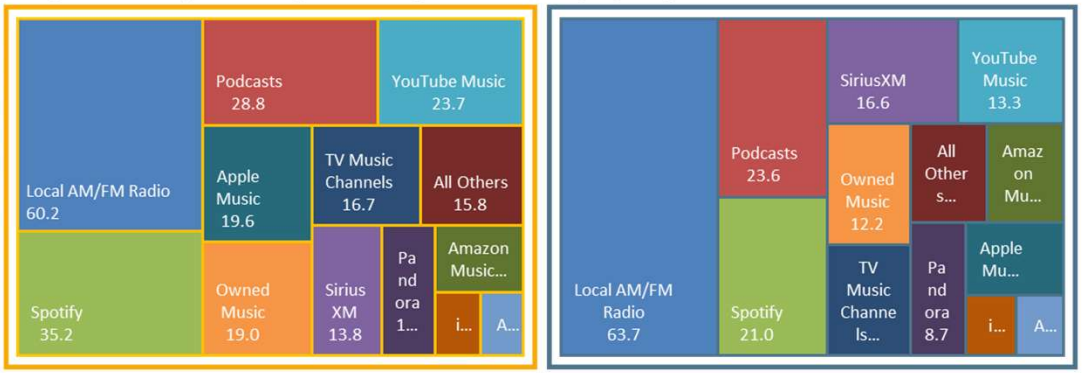


7,809,724 or 72.8% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

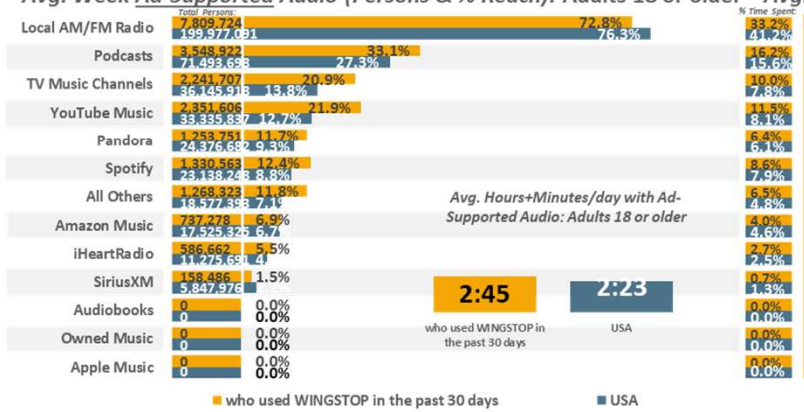
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



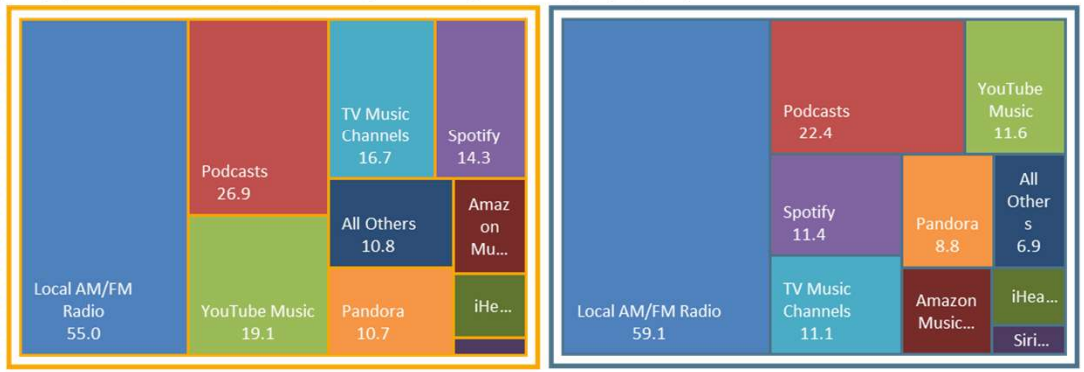
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

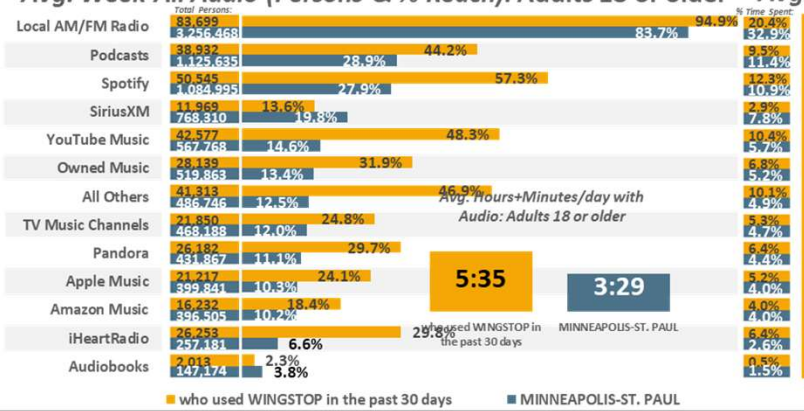
Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

soefa.ai Share of Everything for Anything

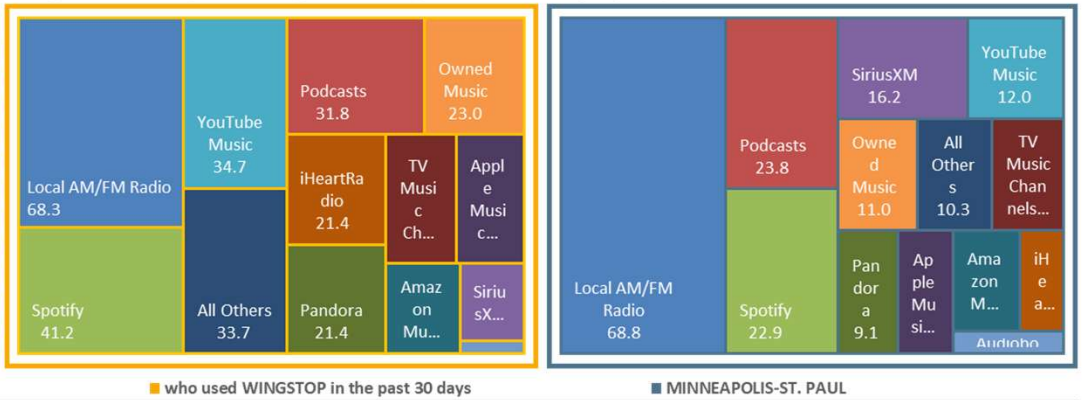
Quick service restaurants used past 30 days: Wingstop

77,979 or 88.4% 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 58.8 minutes every day representing 22.% of all time spent daily with Ad-Supported Audio.

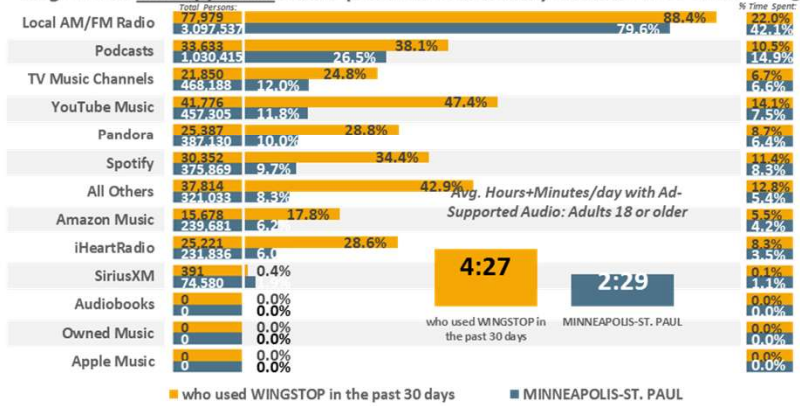
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



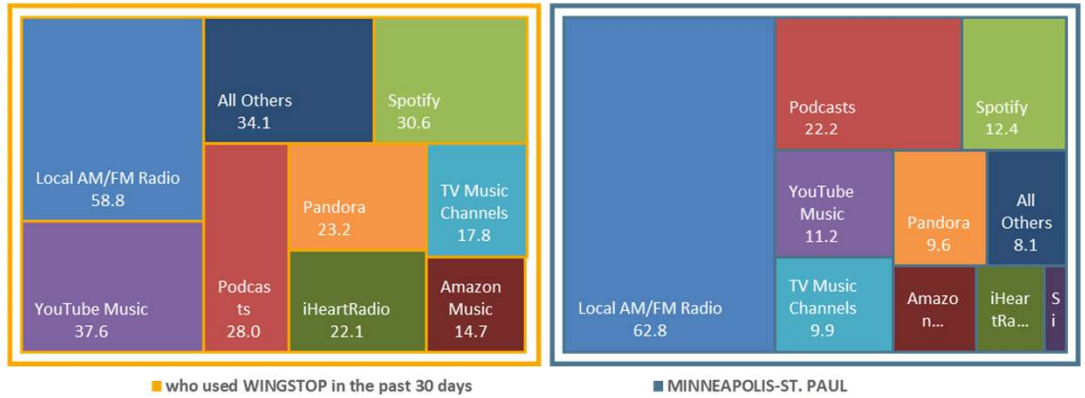
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

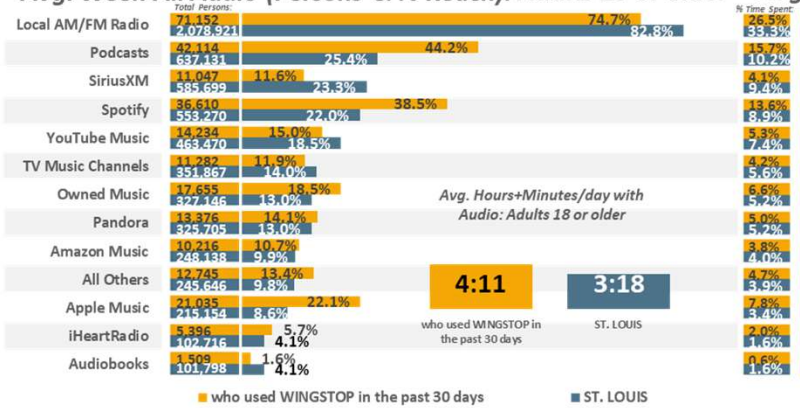
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

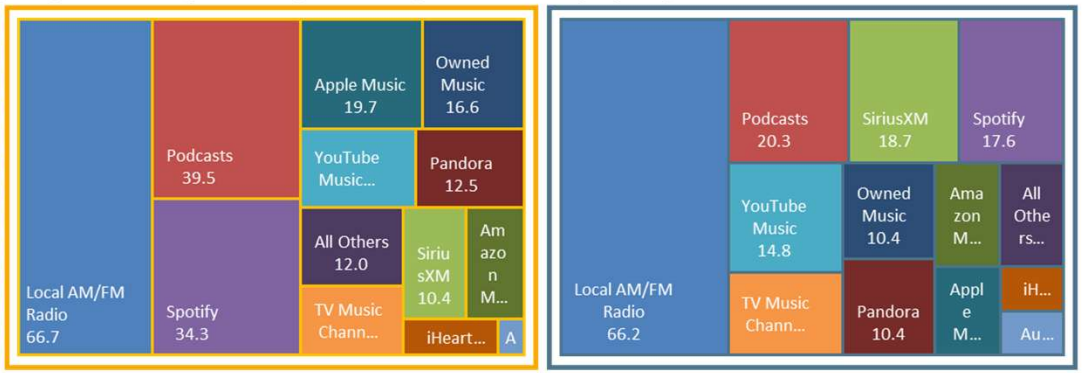
Quick service restaurants used past 30 days: Wingstop

67,307 or 70.7% 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 62. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

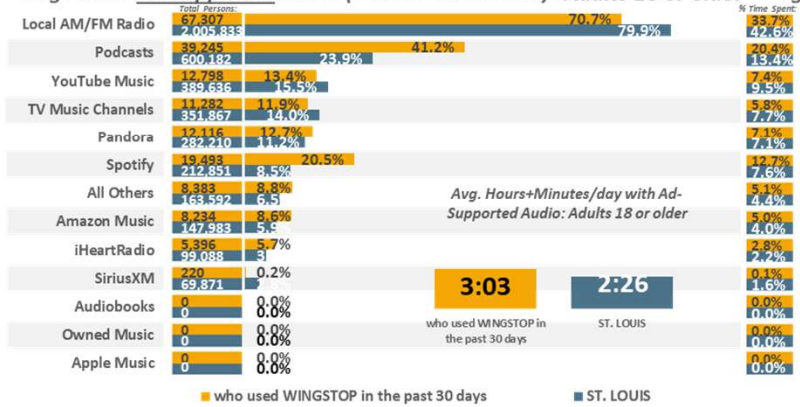
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



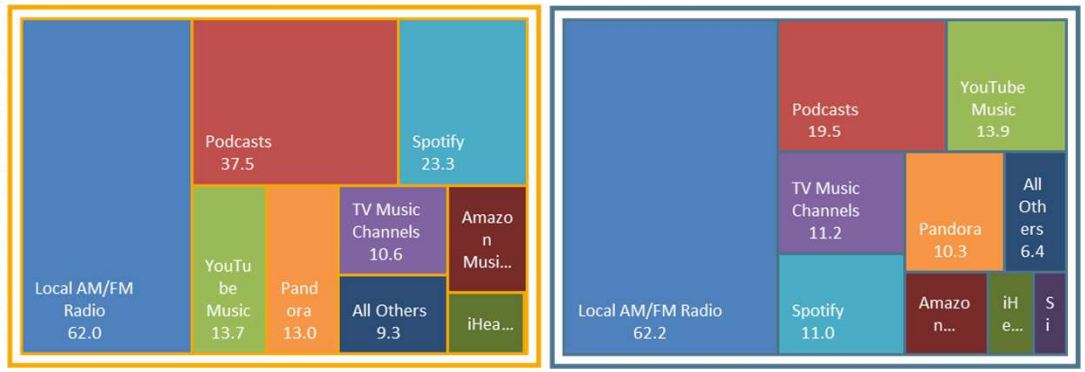
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

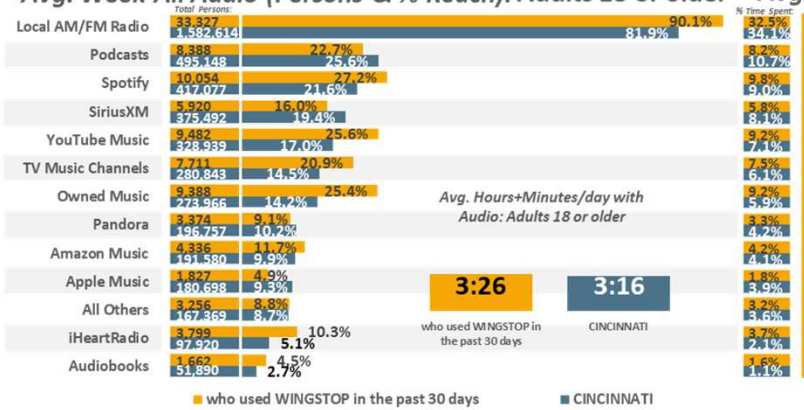
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

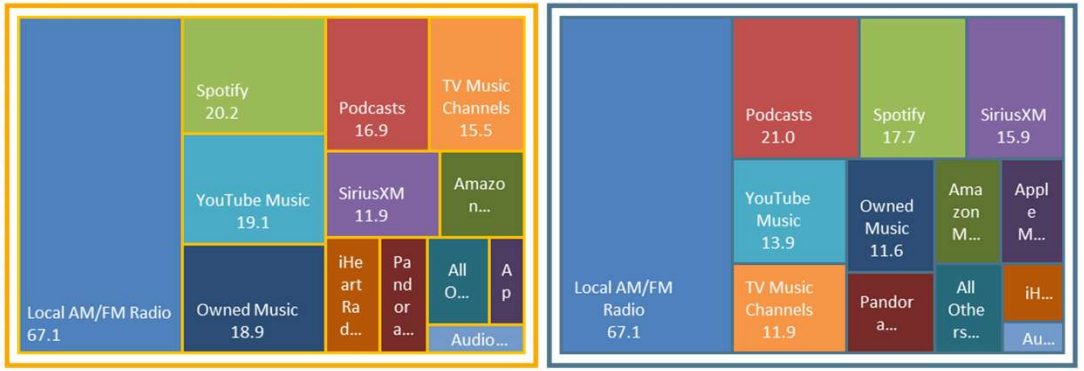
Quick service restaurants used past 30 days: Wingstop

32,670 or 88.4% 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 64.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

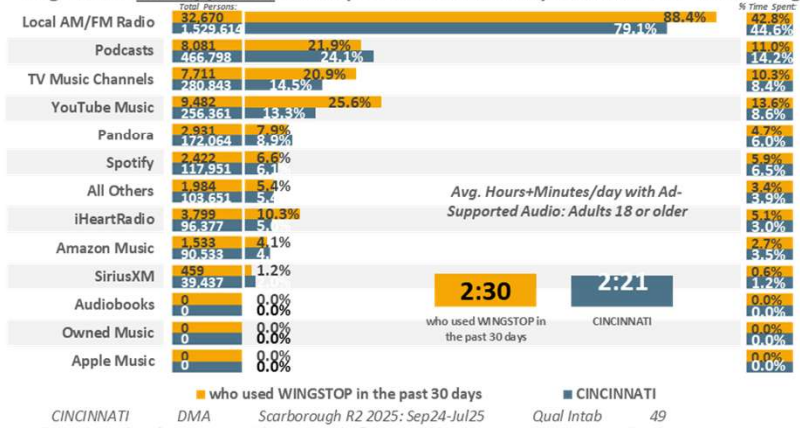
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



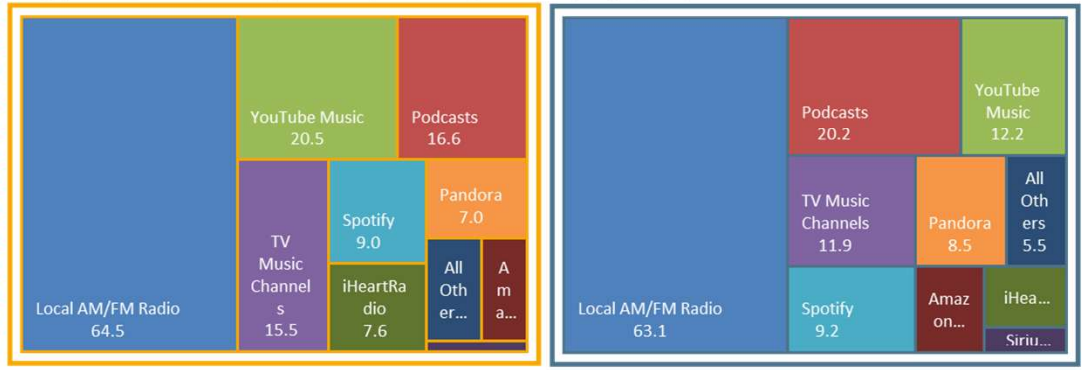
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

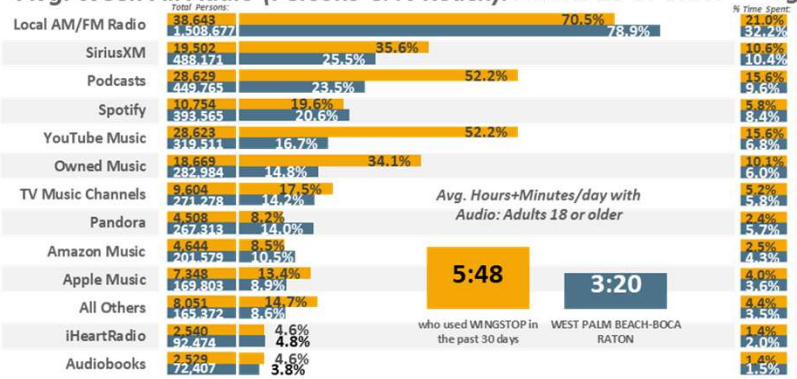
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wingstop

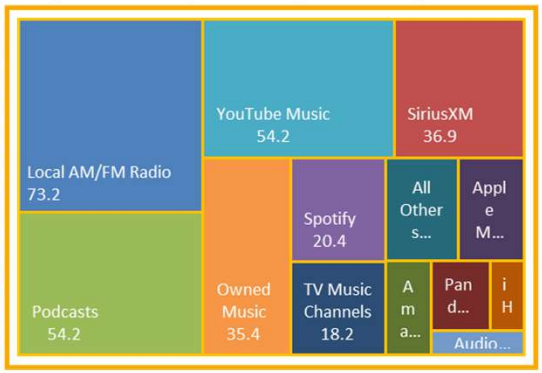


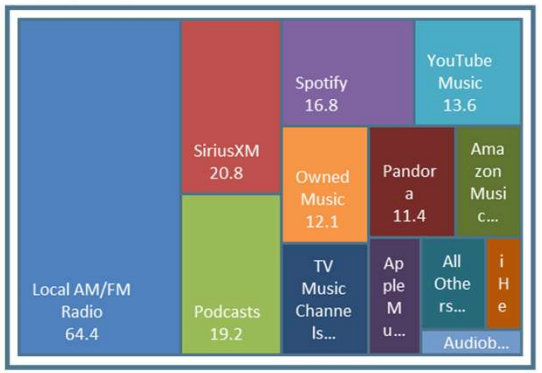
31,458 or 57.4% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Audio.

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

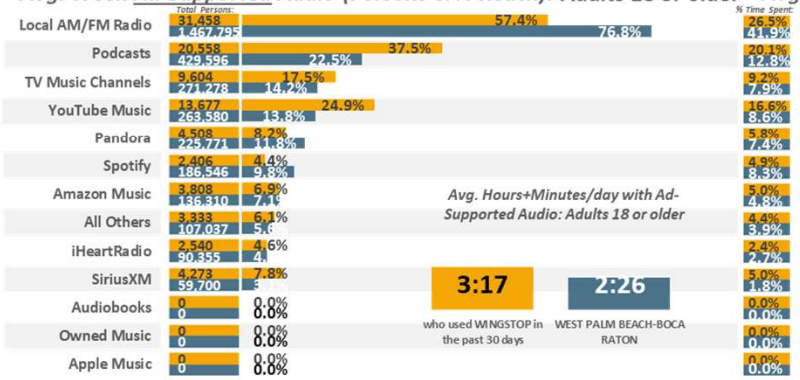


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

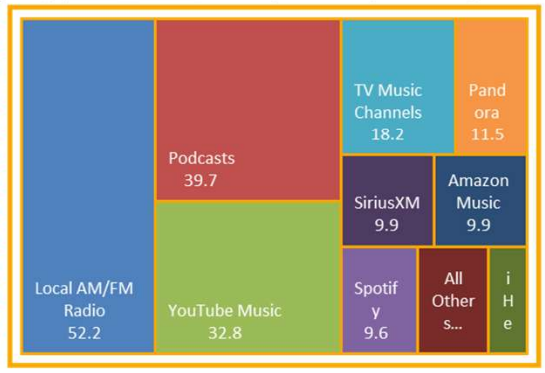


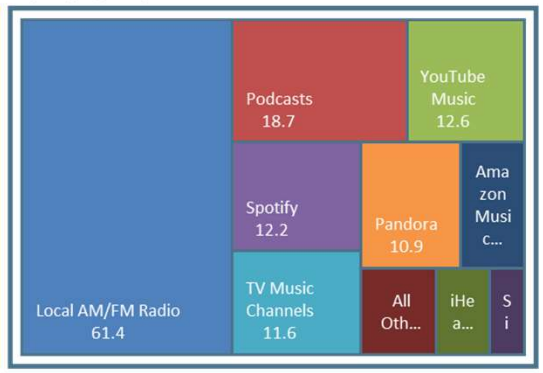


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

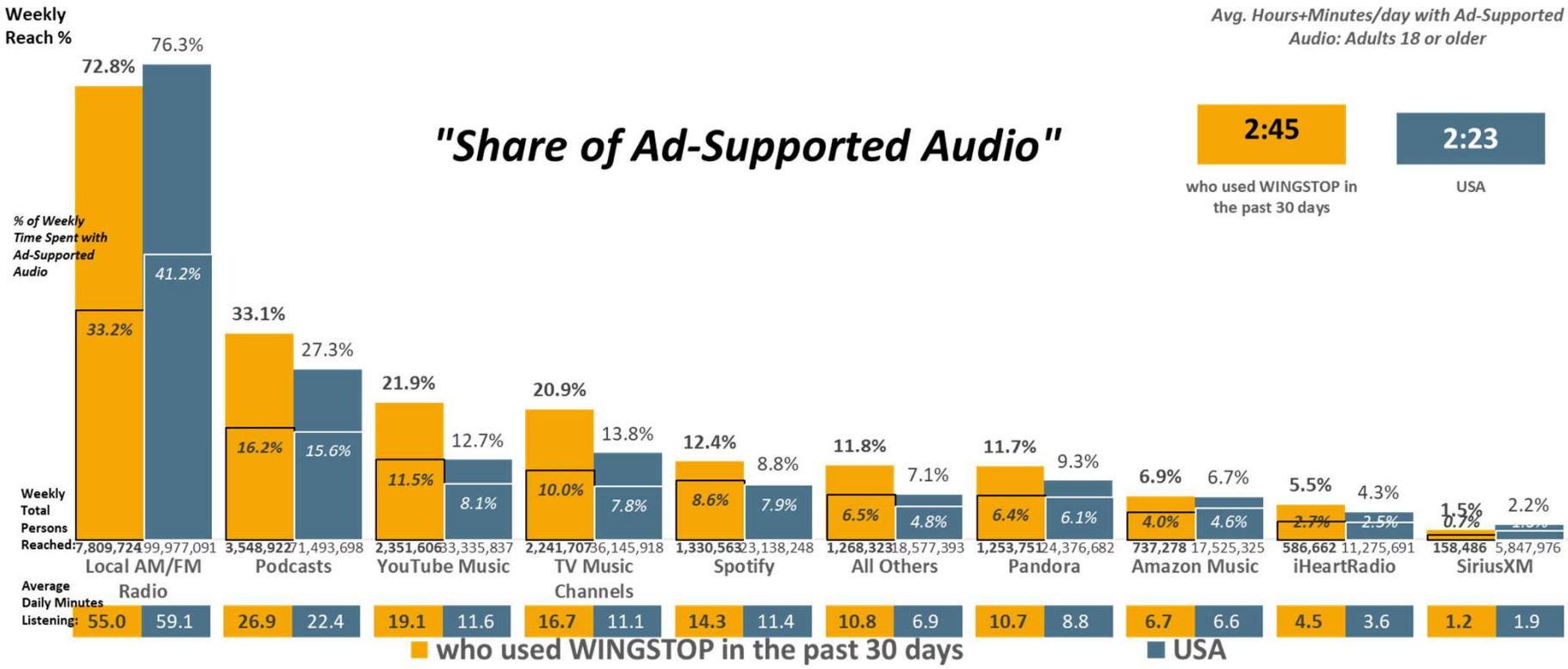
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

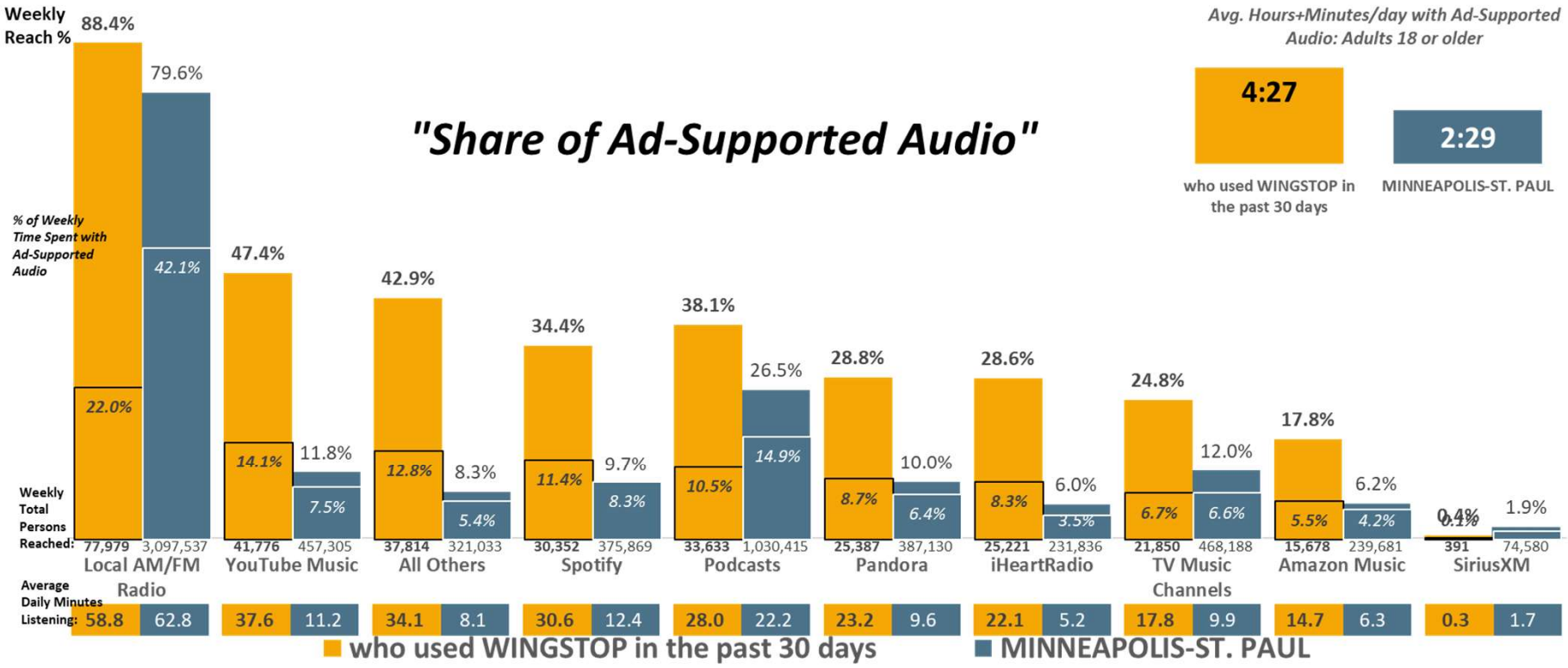
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

77,979 or 88.4% 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 58.8 minutes every day representing 22.% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	YouTube Music	All Others	Spotify	Podcasts	Pandora	iHeartRadio	TV Music Channels	Amazon Music	SiriusXM
Weekly Reach %	88.4%	47.4%	42.9%	34.4%	38.1%	28.8%	28.6%	24.8%	17.8%	0.4%
	79.6%	11.8%	8.3%	9.7%	26.5%	10.0%	6.0%	12.0%	6.2%	1.9%
% of Weekly Time Spent with Ad-Supported Audio	22.0%	14.1%	12.8%	11.4%	10.5%	8.7%	8.3%	6.7%	5.5%	0.1%
	42.1%	7.5%	5.4%	8.3%	14.9%	6.4%	3.5%	6.6%	4.2%	0.1%
Weekly Total Persons Reached:	77,979	41,776	37,814	30,352	33,633	25,387	25,221	21,850	15,678	391
	3,097,537	457,305	321,033	375,869	1,030,415	387,130	231,836	468,188	239,681	74,580
Average Daily Minutes Listening:	58.8	37.6	34.1	30.6	28.0	23.2	22.1	17.8	14.7	0.3
	62.8	11.2	8.1	12.4	22.2	9.6	5.2	9.9	6.3	1.7

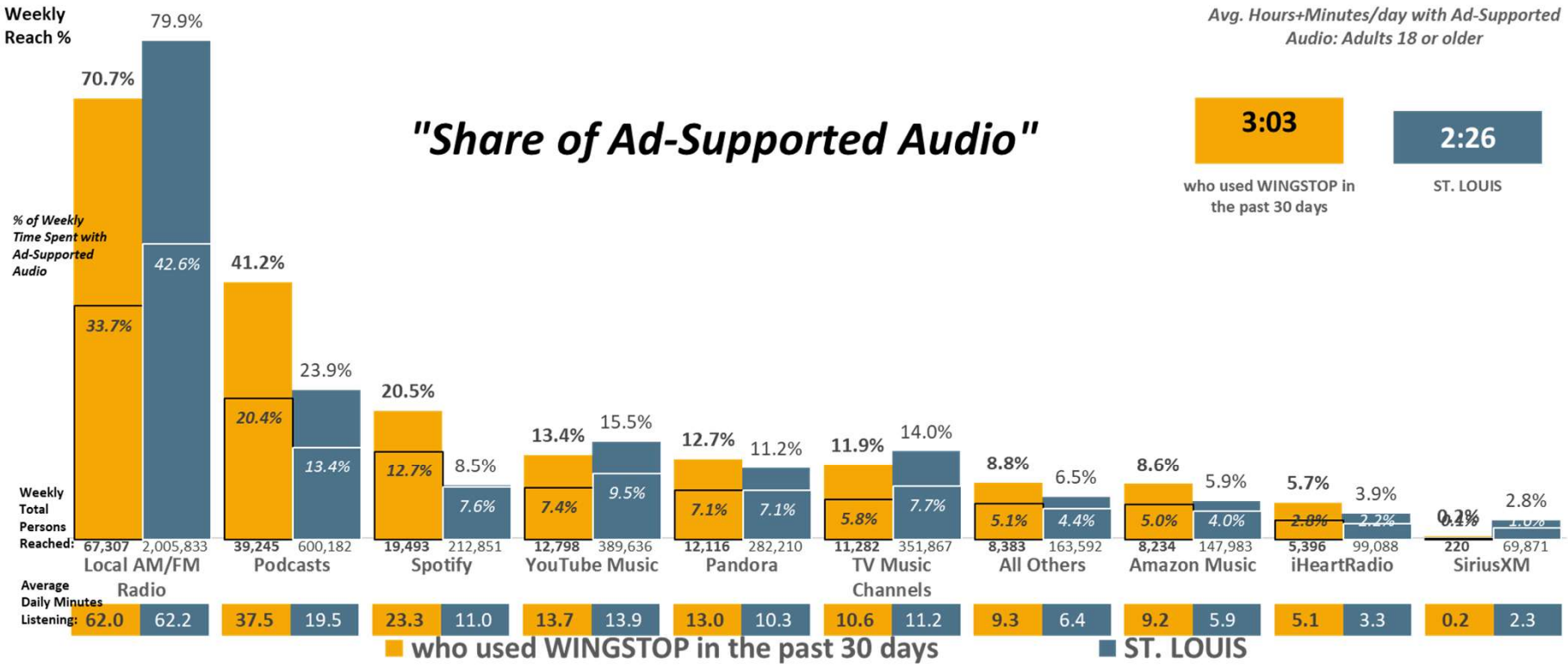
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

67,307 or 70.7% 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 62. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

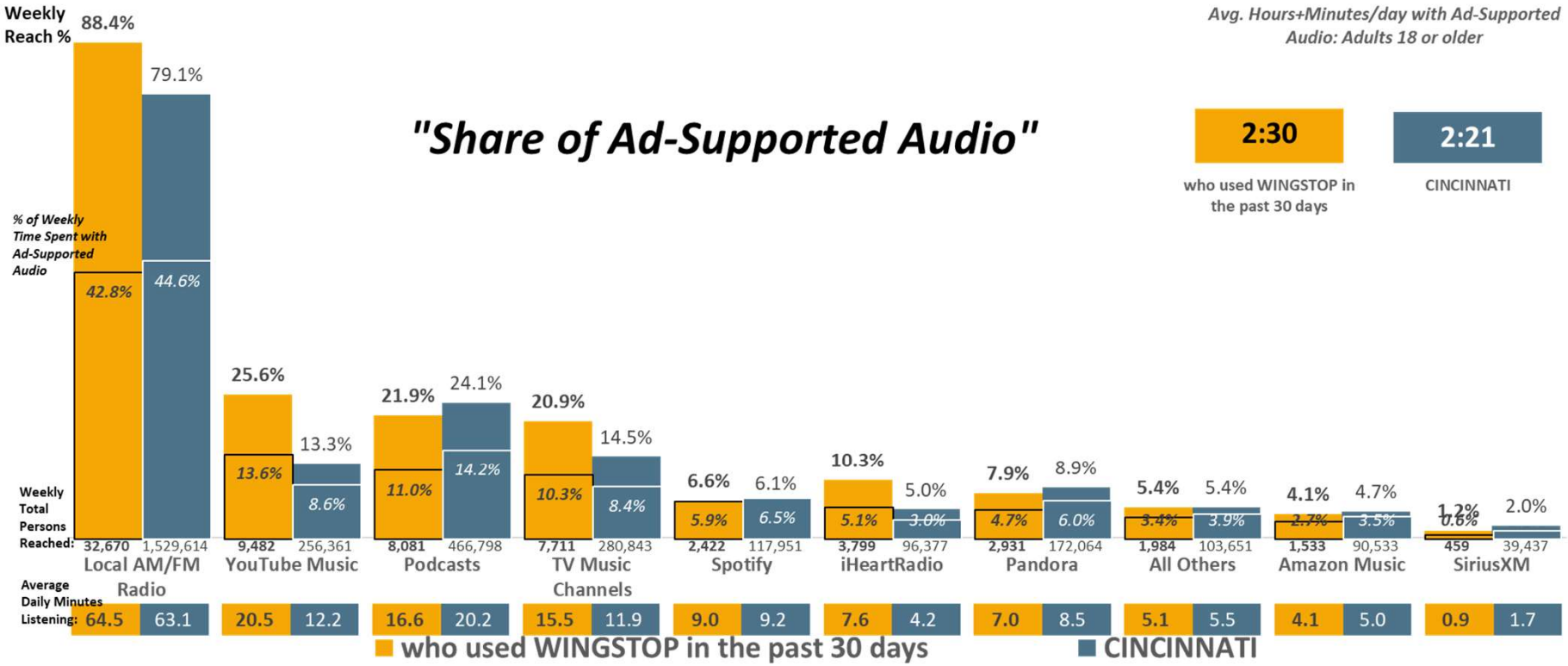
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



32,670 or 88.4% 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 64.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

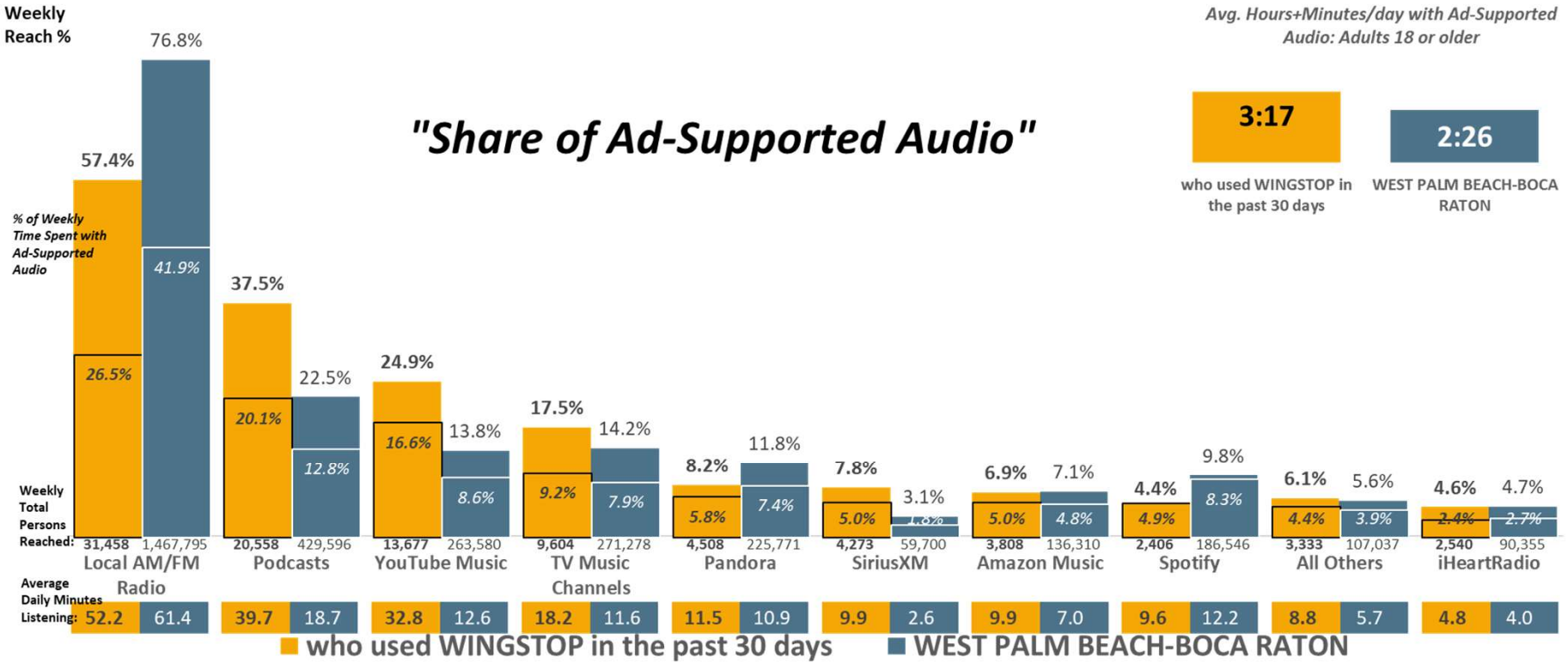
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



31,458 or 57.4% 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 52.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

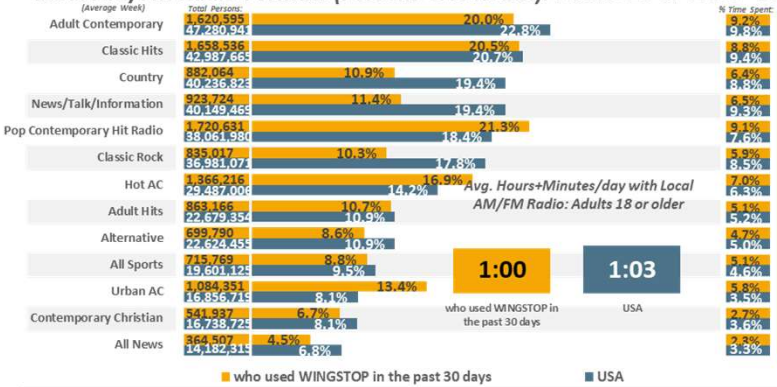
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

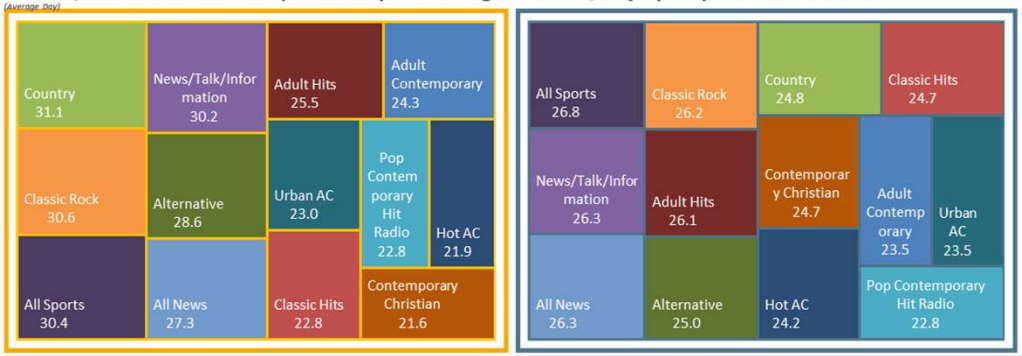


7,809,724 or 72.8% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Hot AC, and Urban AC.

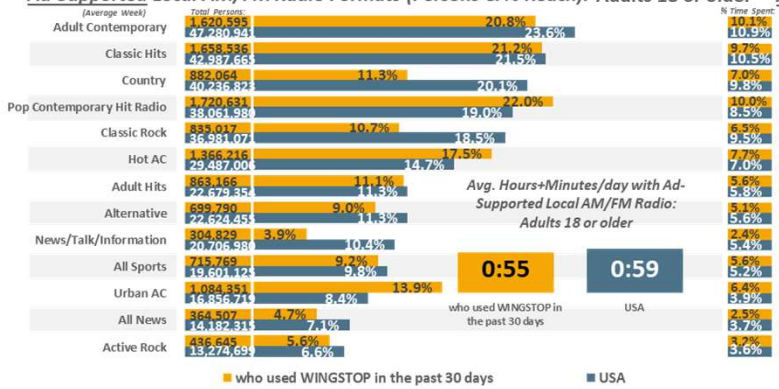
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



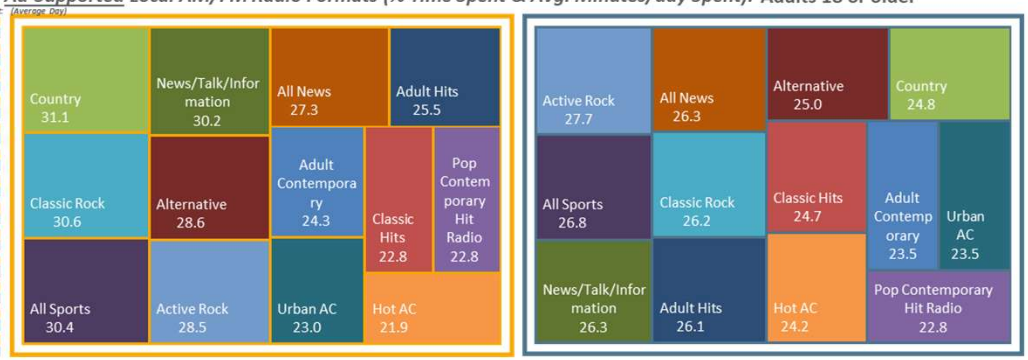
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

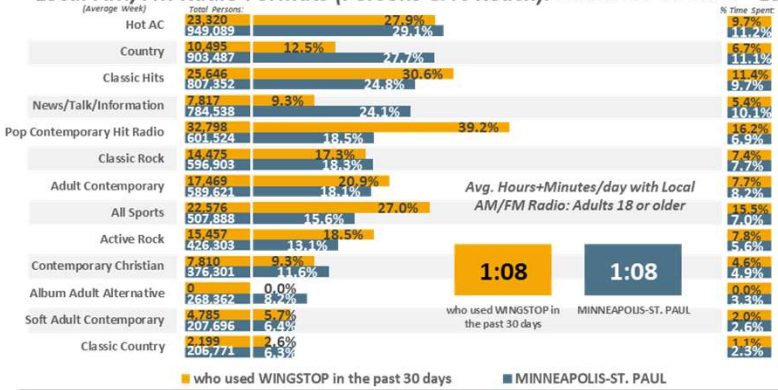
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

soefa.ai Share of Everything for Anything ©

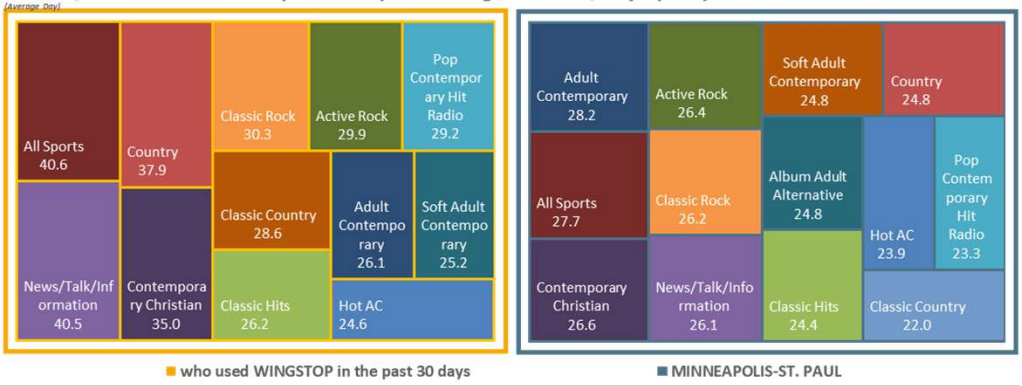
Quick service restaurants used past 30 days: Wingstop

77,979 or 88.4% 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, Hot AC, All Sports, and Adult Contemporary.

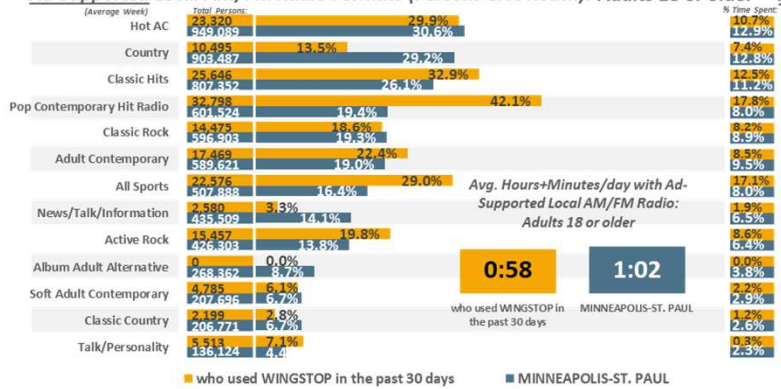
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



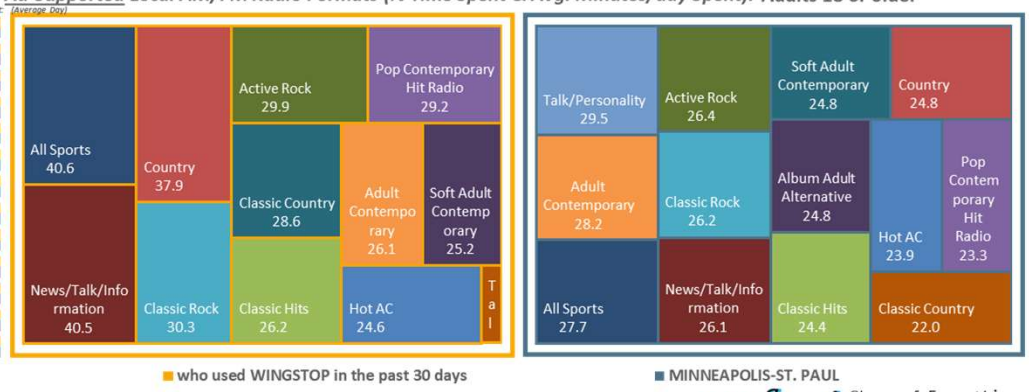
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

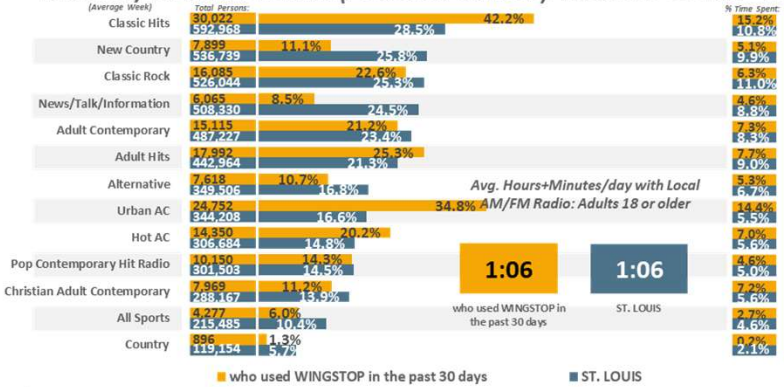
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

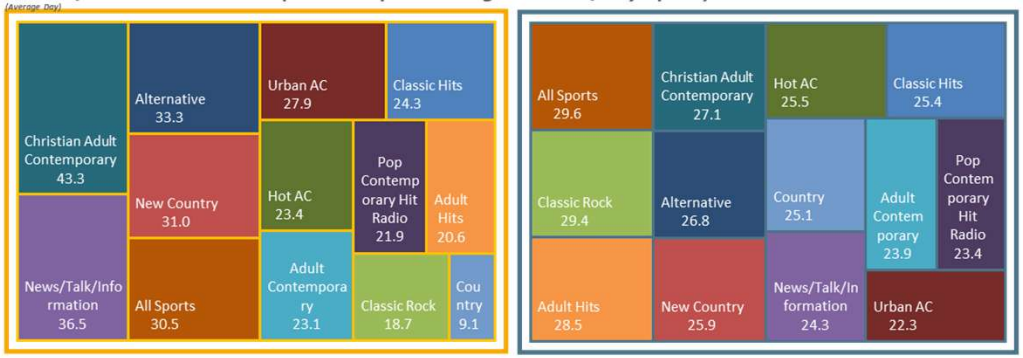
Quick service restaurants used past 30 days: Wingstop

67,307 or 70.7% 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 Classic Hits, Urban AC, Adult Hits, Classic Rock, and Adult Contemporary.

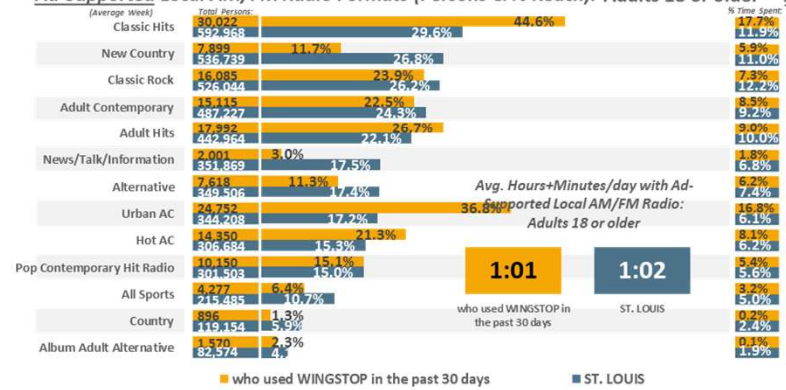
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



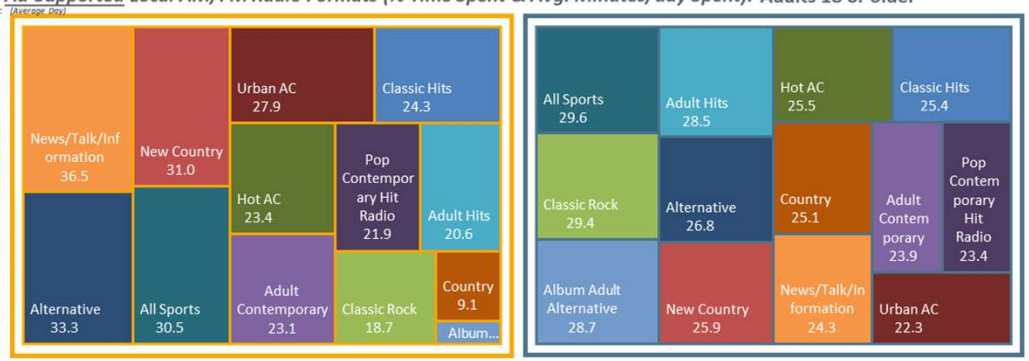
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

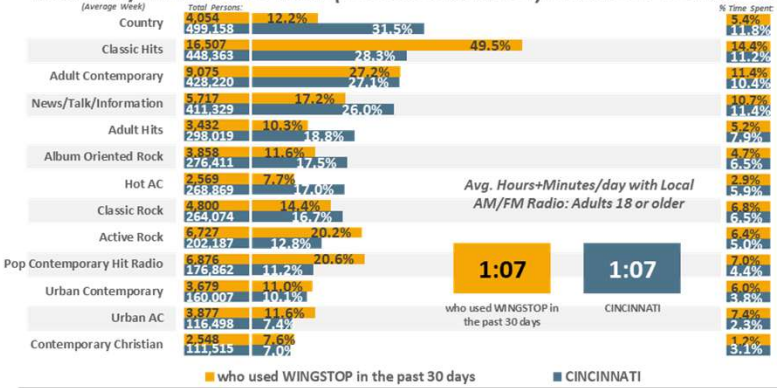
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

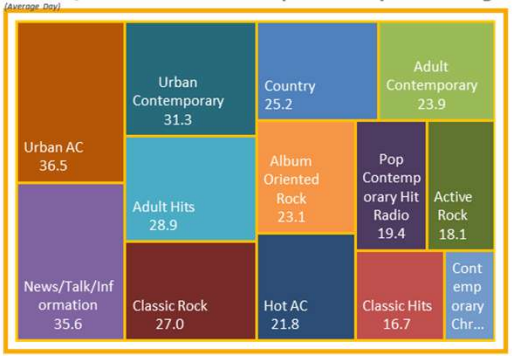


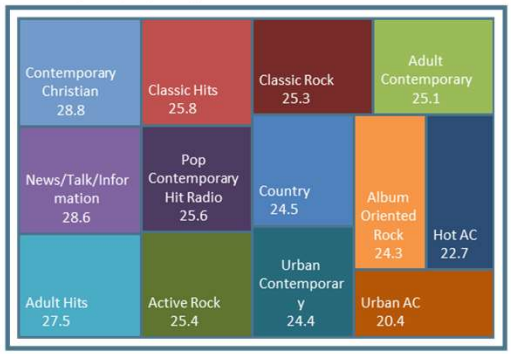
32,670 or 88.4% of Adults 18 or older who used WINGSTOP in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Active Rock, and Classic Rock.

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

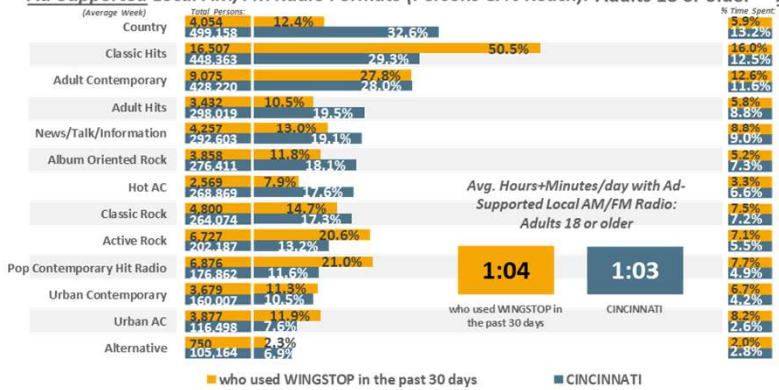


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

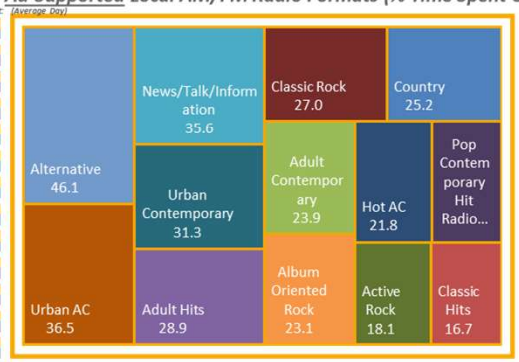


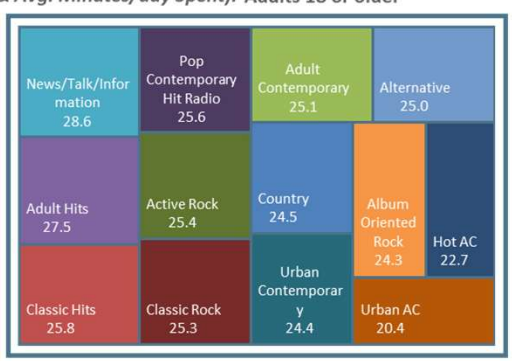


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

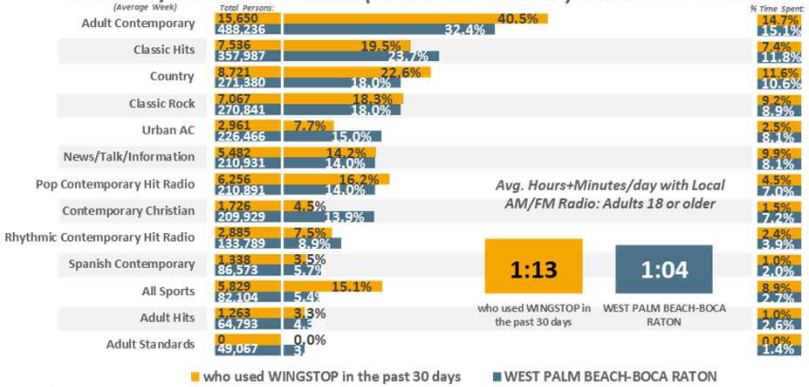
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

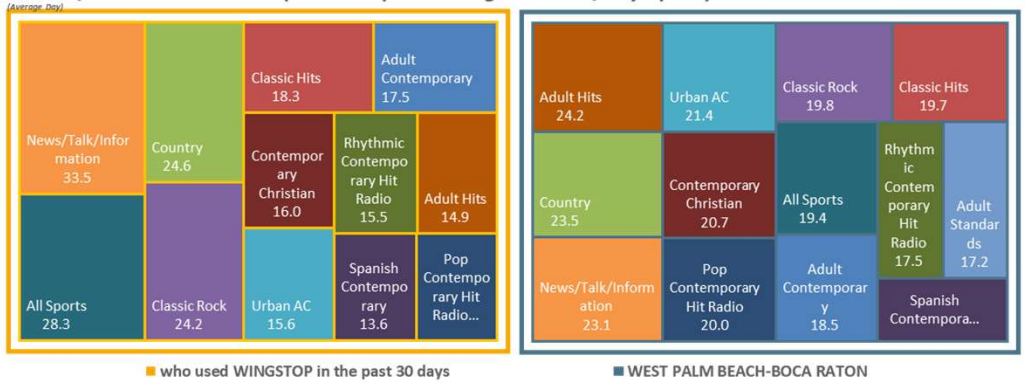
WPB

31,458 or 57.4% 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, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



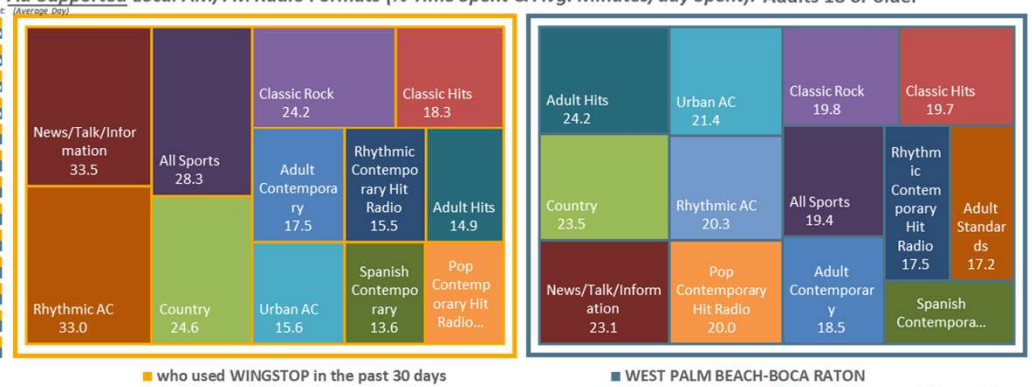
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

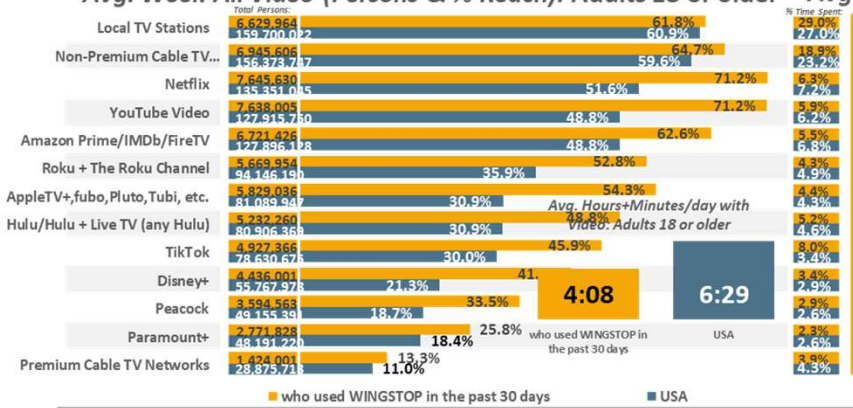
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

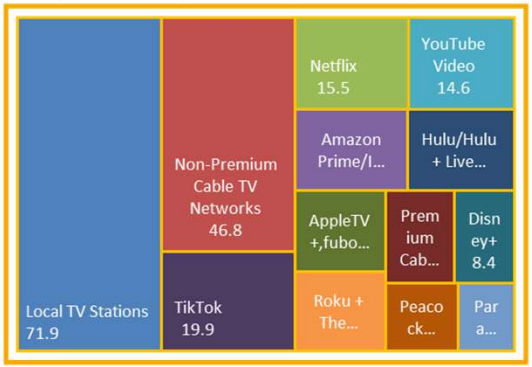


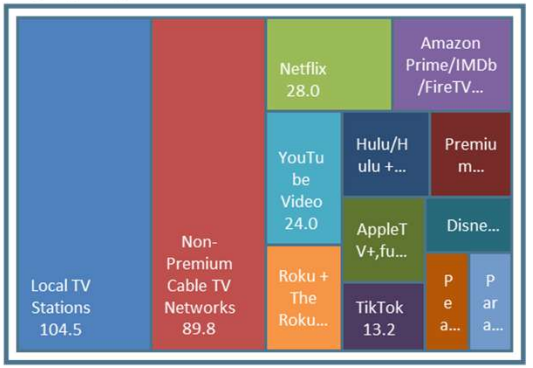
6,471,807 or 60.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 67.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

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

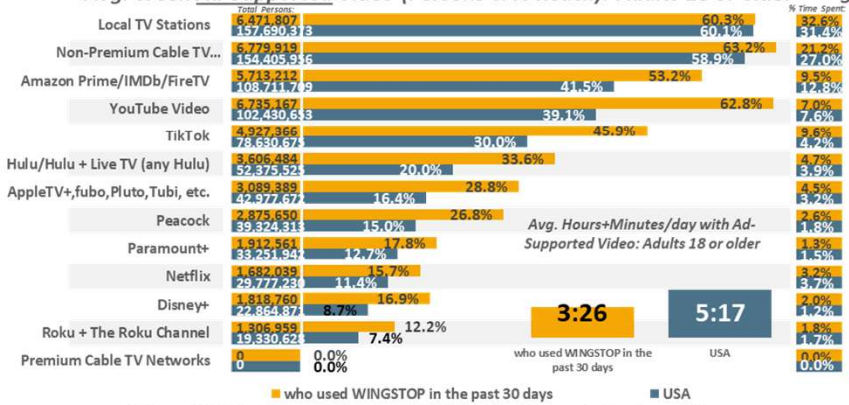


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

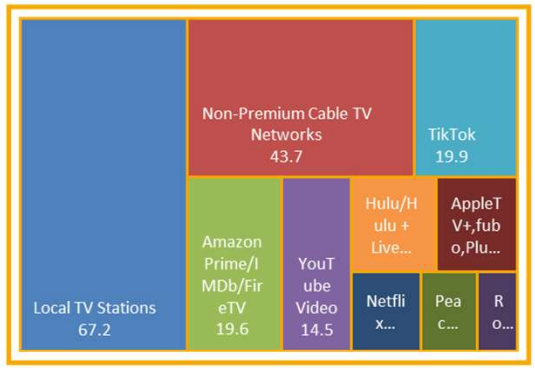


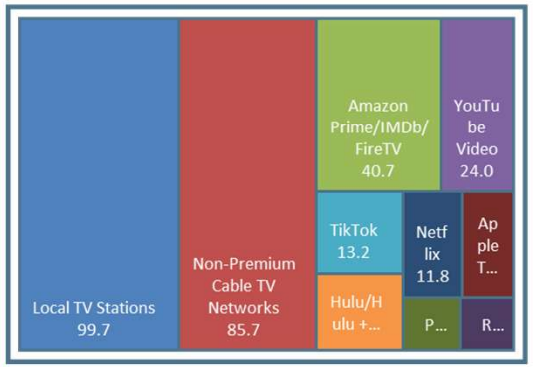


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

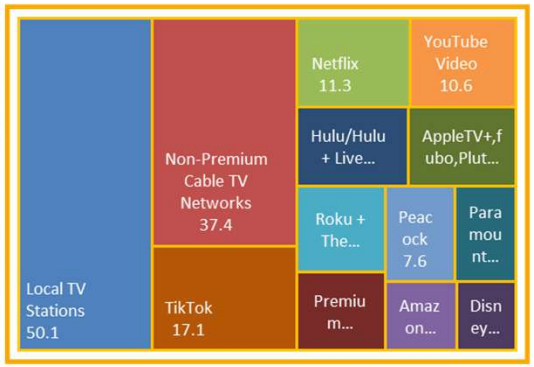


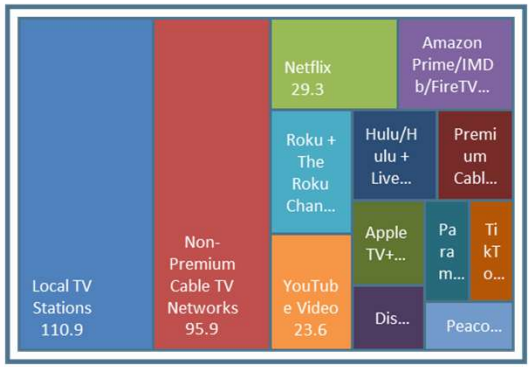
65,264 or 74.% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 45. minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

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

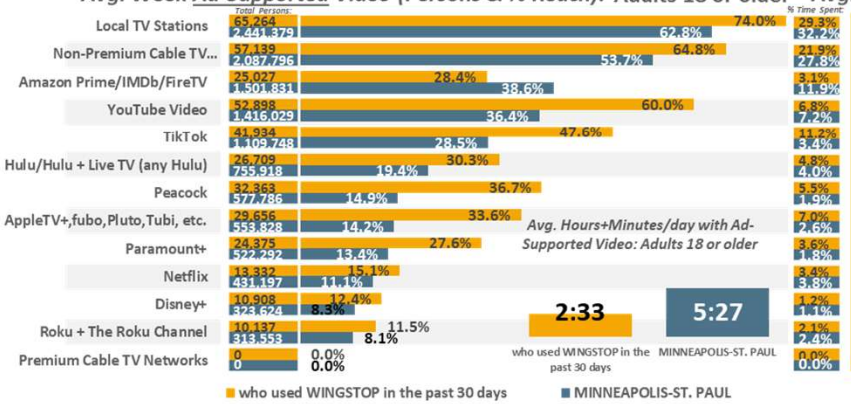


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

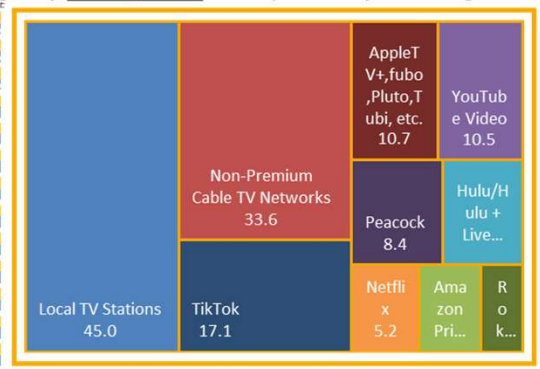


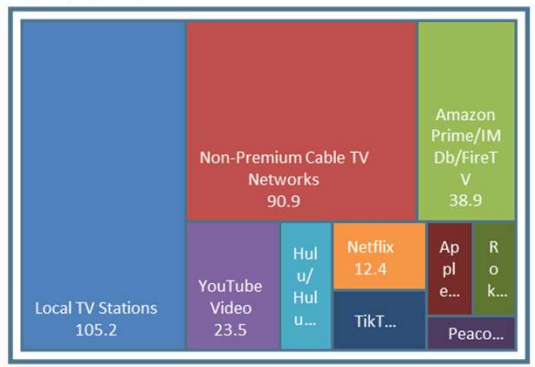


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

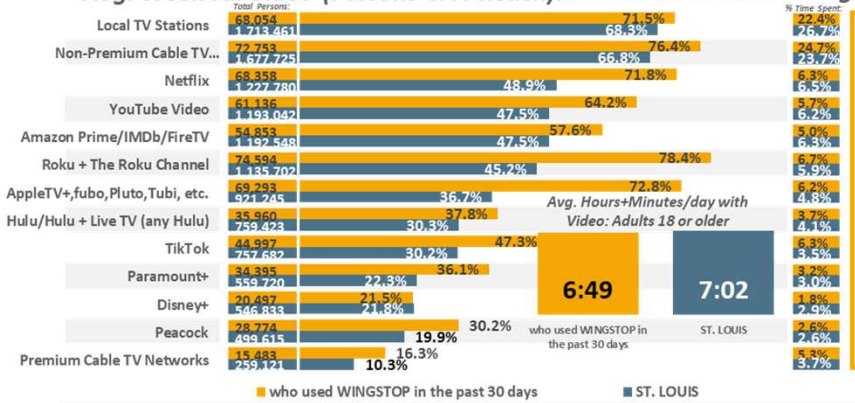
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

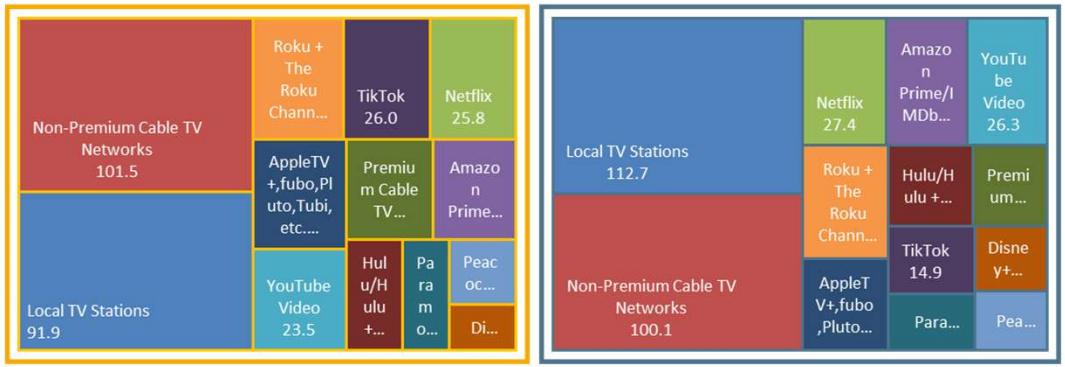
Quick service restaurants used past 30 days: Wingstop

66,881 or 70.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.3 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

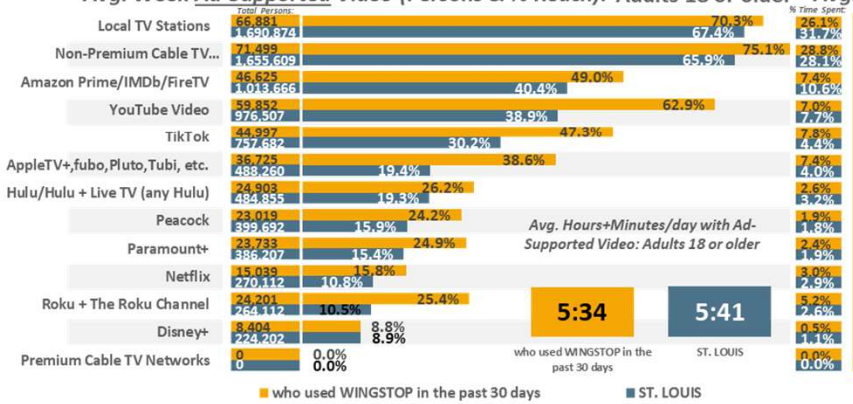
Avg. Week All Video (Persons & % Reach): Adults 18 or older



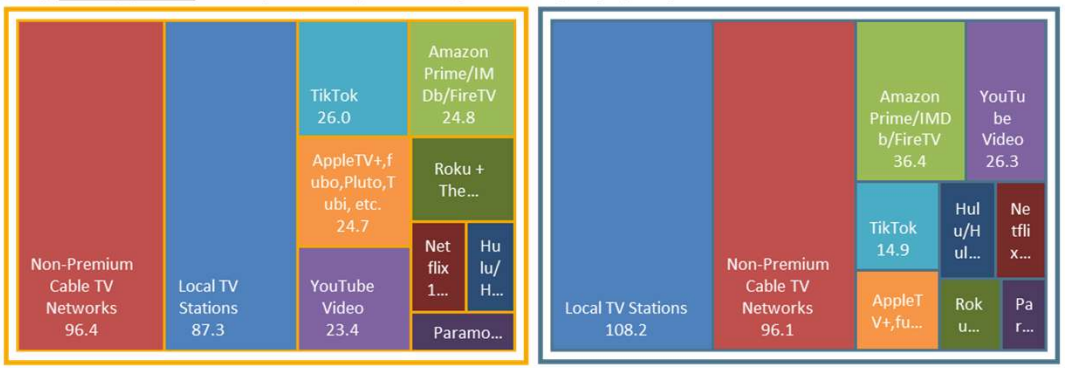
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

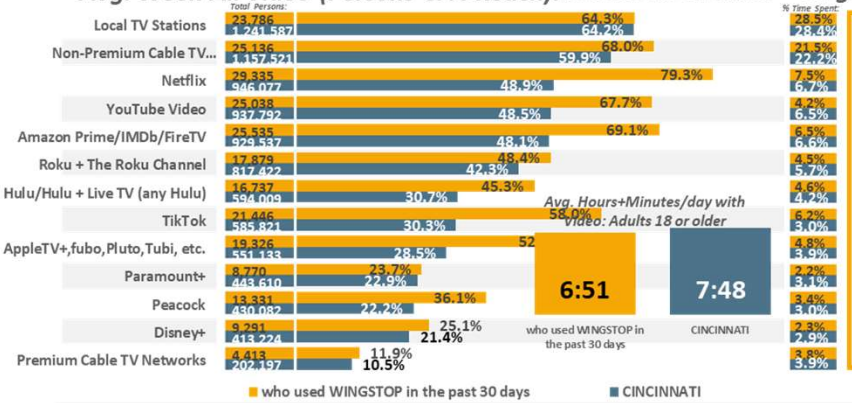
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

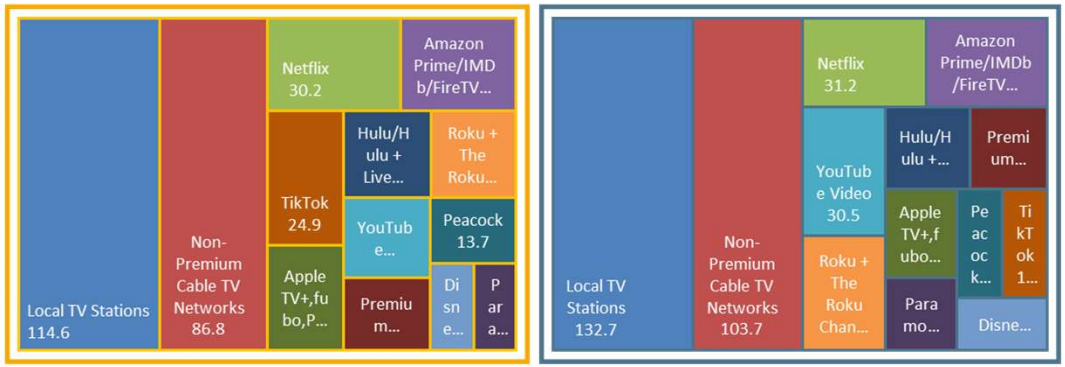


23,153 or 62.6% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

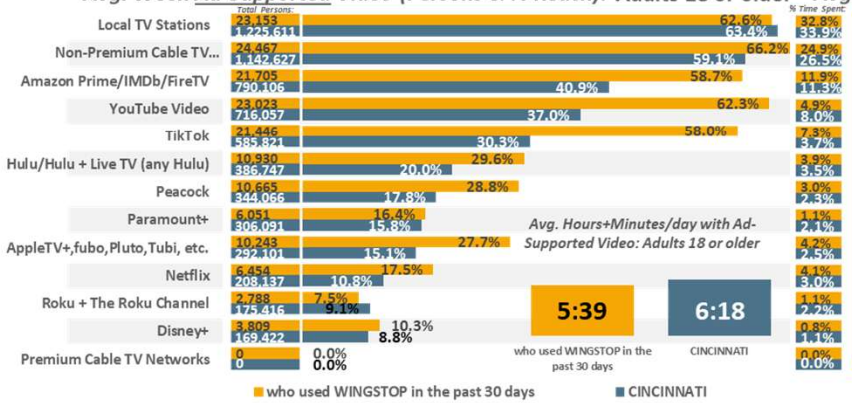
Avg. Week All Video (Persons & % Reach): Adults 18 or older



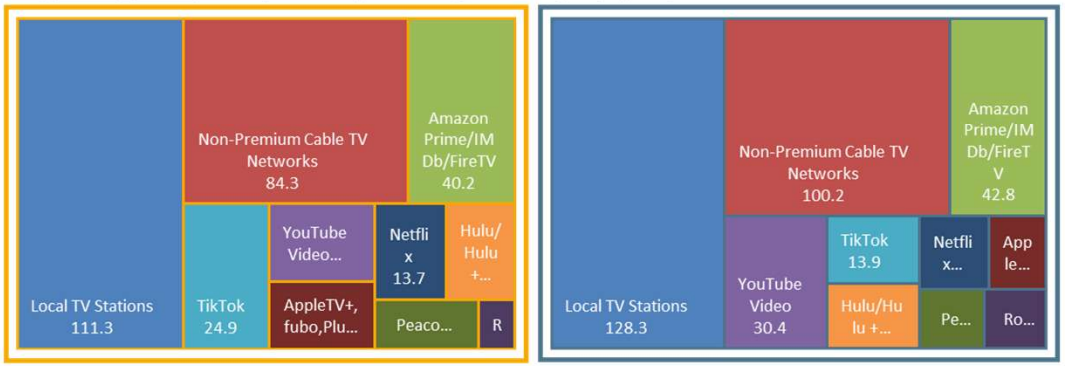
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

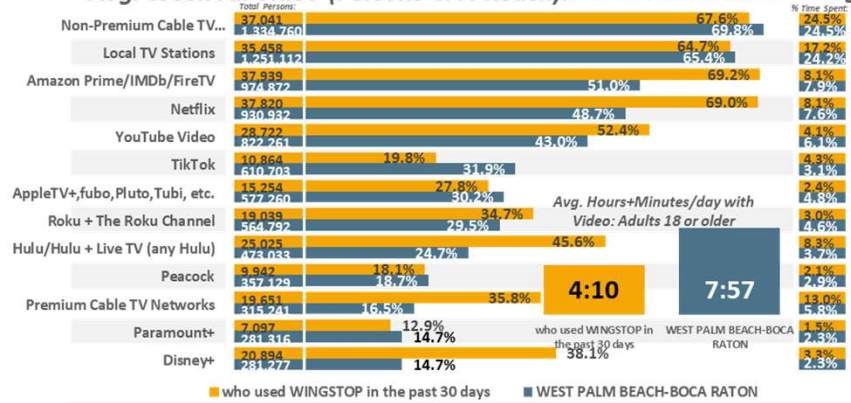
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

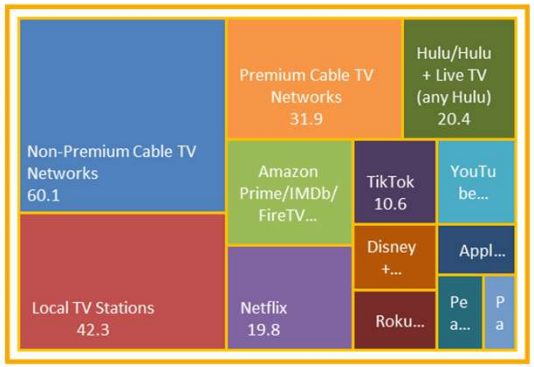
Quick service restaurants used past 30 days: Wingstop

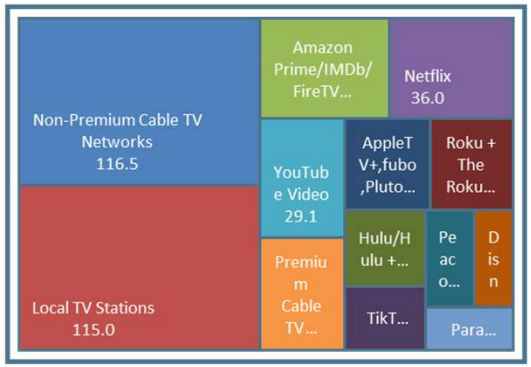
34,656 or 63.2% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 35.7 minutes every day representing 17.5% of all time spent daily with Ad-Supported Video.

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



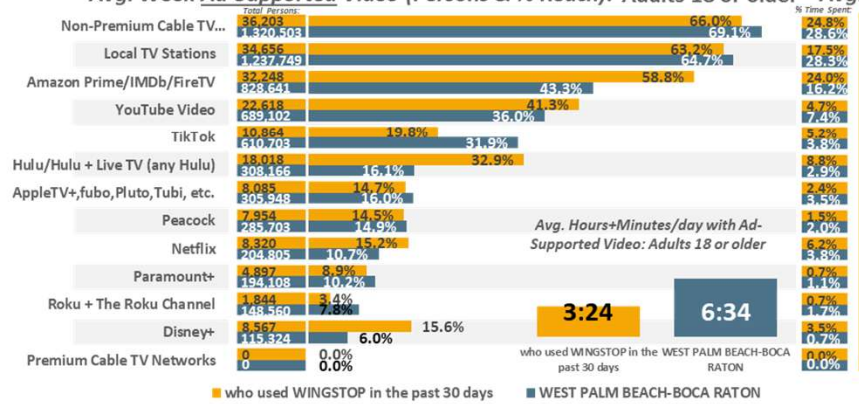
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



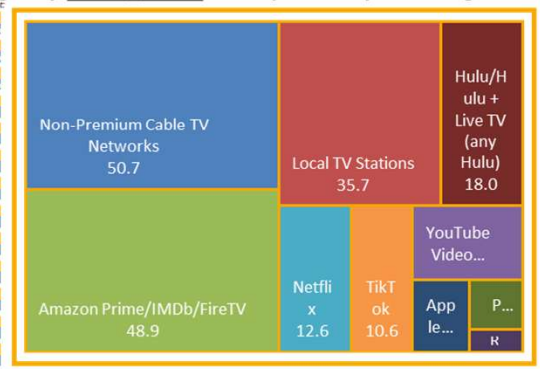


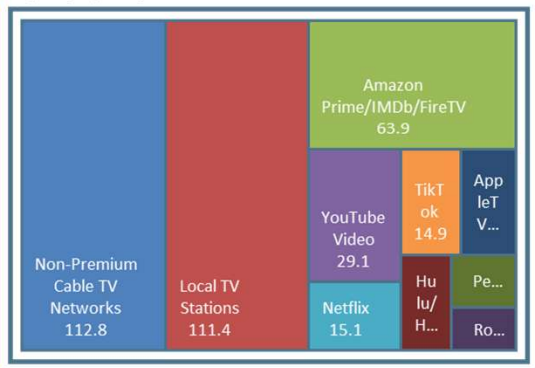
who used WINGSTOP in the past 30 days ■ WEST PALM BEACH-BOCA RATON

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





who used WINGSTOP in the past 30 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

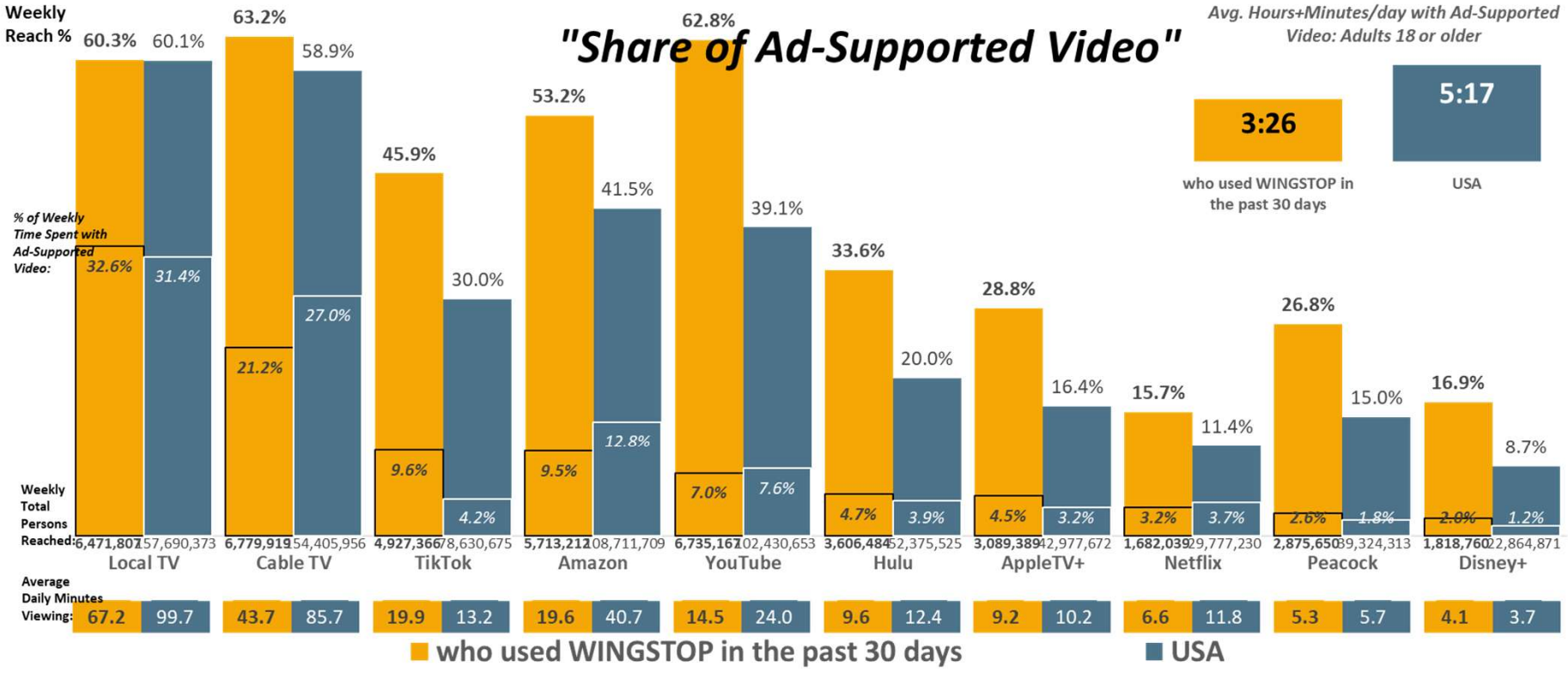
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

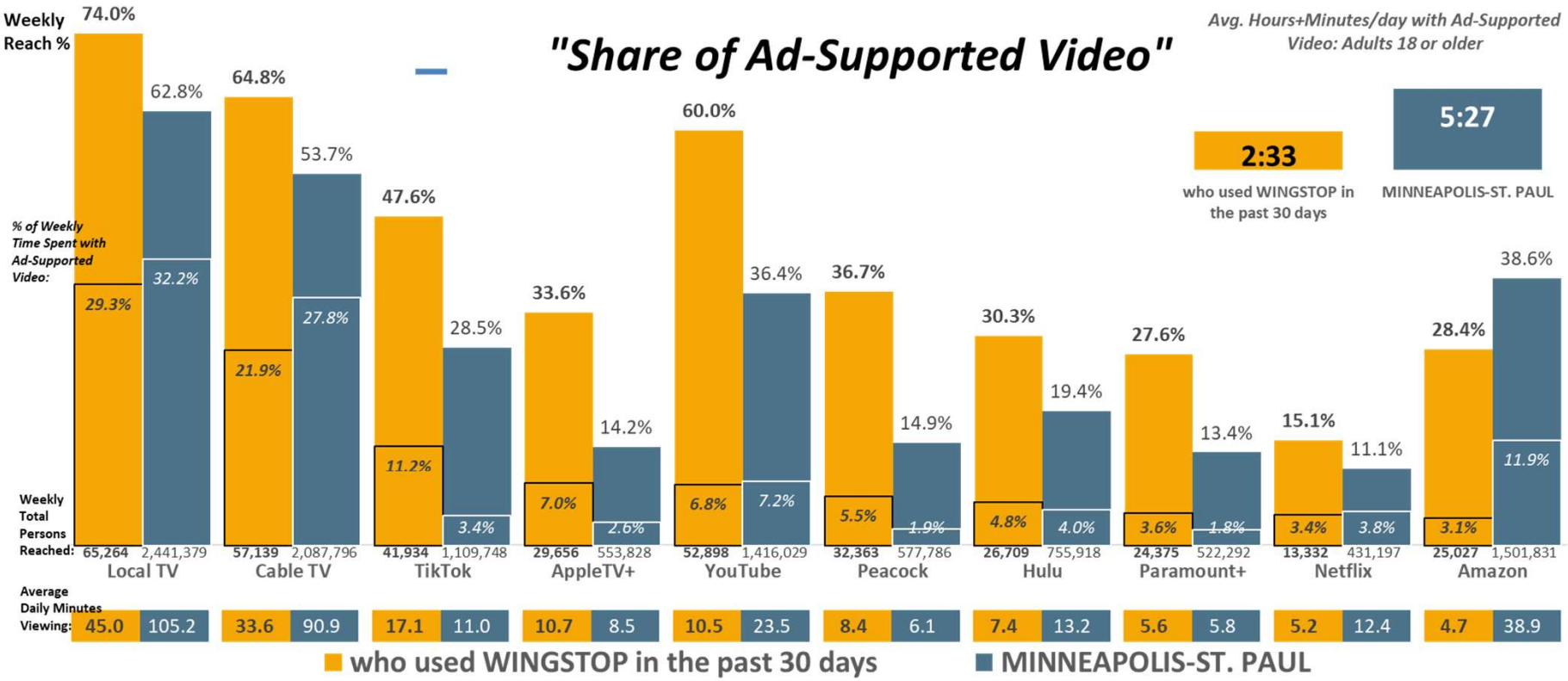
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

65,264 or 74.% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 45. minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.



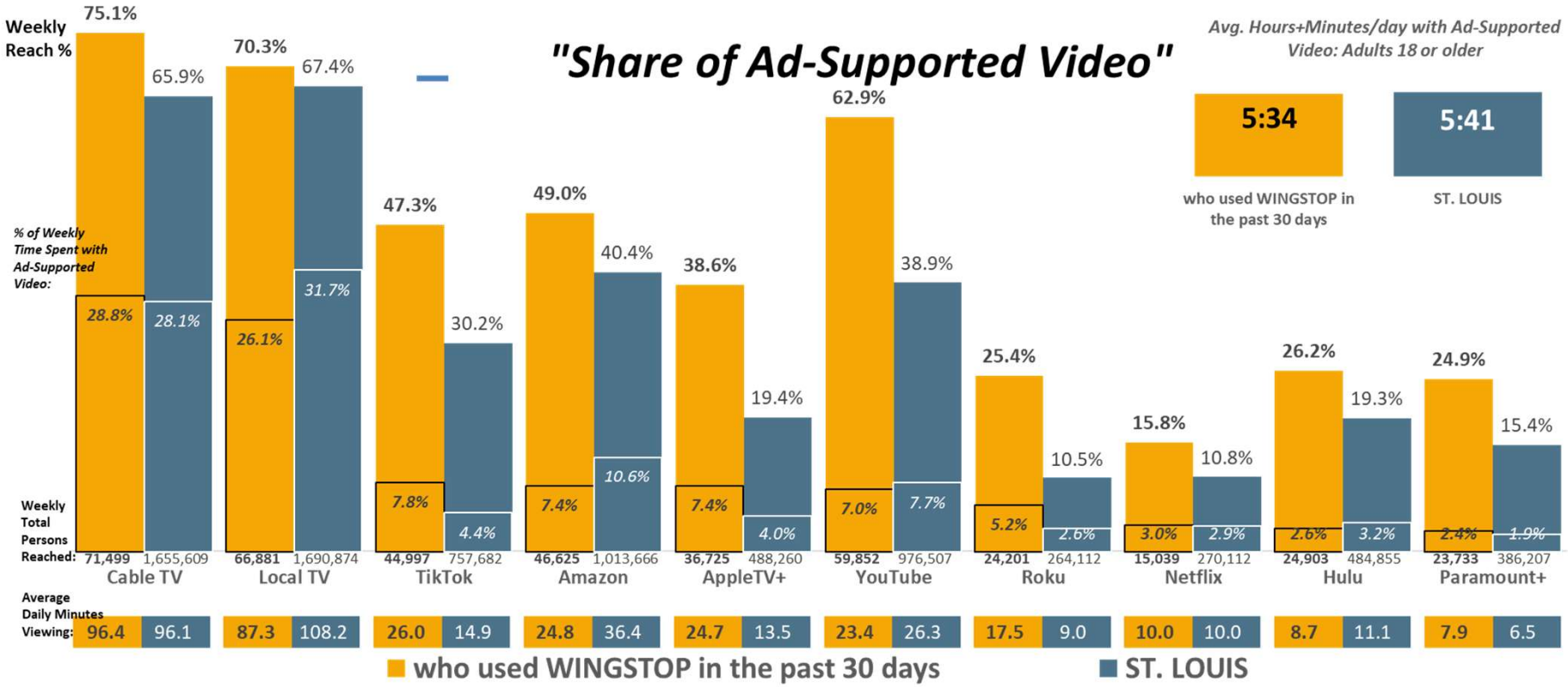
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

66,881 or 70.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 87.3 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

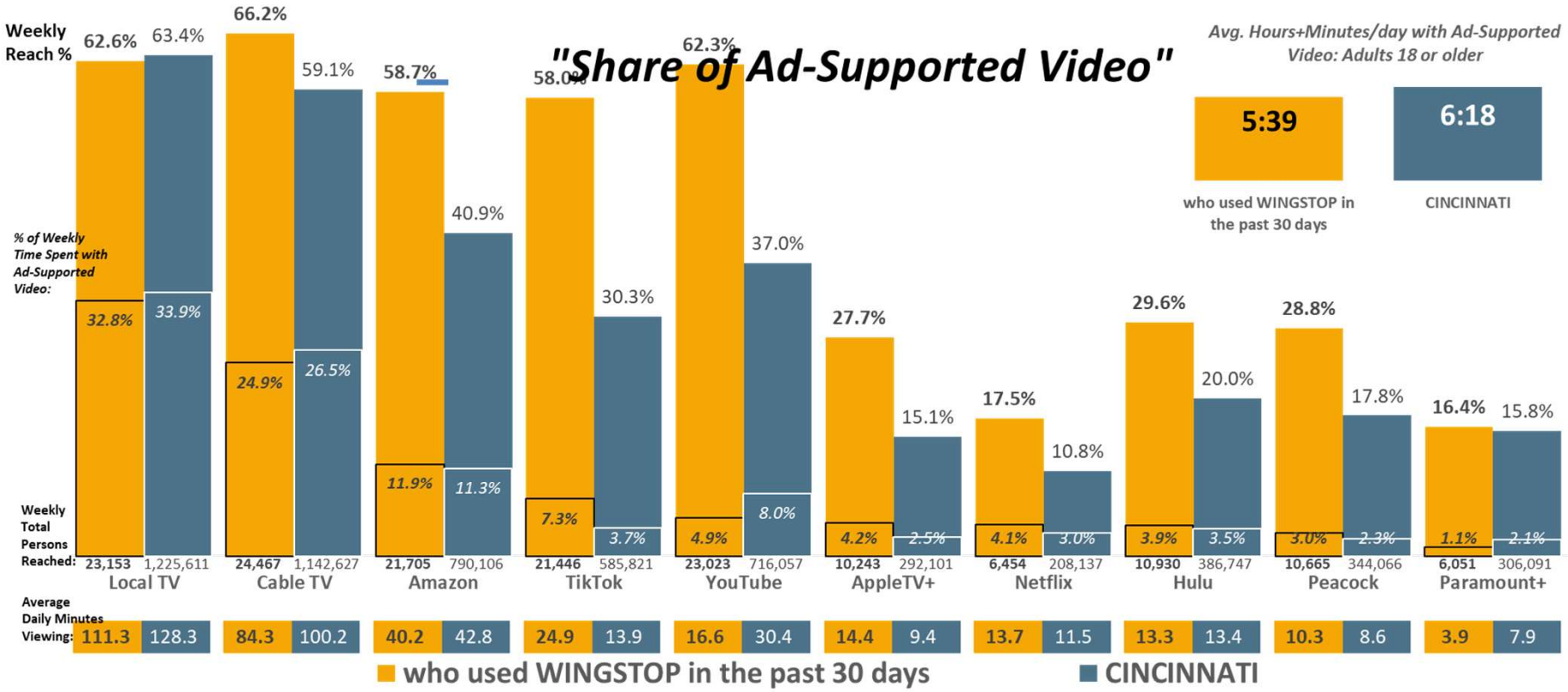
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

CIN

23,153 or 62.6% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 111.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

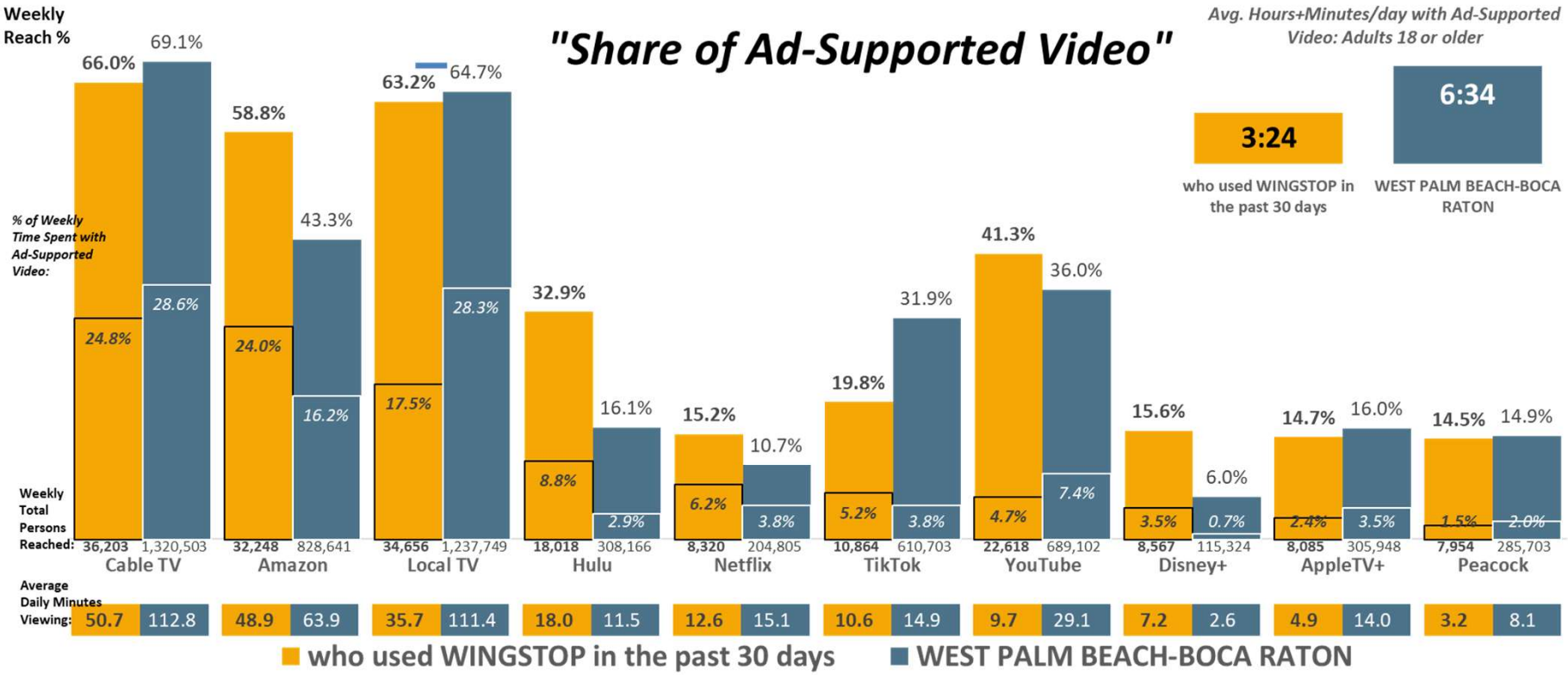
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



34,656 or 63.2% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations for an average of 35.7 minutes every day representing 17.5% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

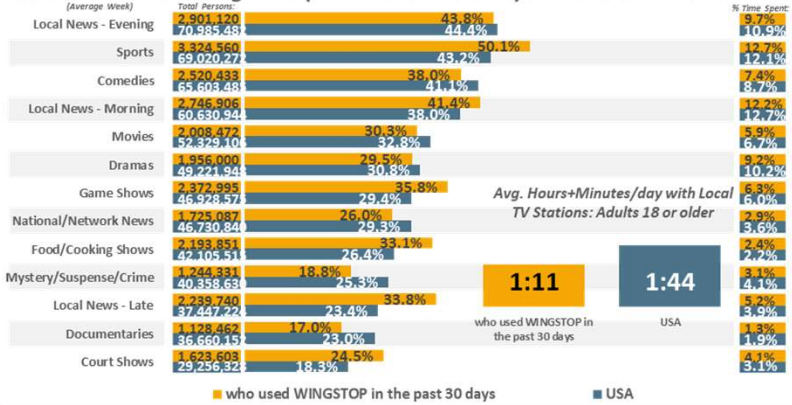
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

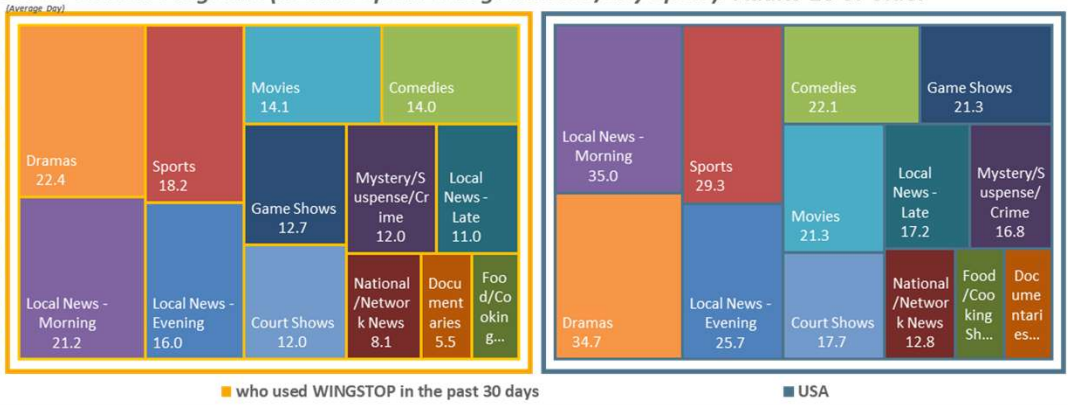


6,471,807 or 60.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Comedies, and Local News - Late.

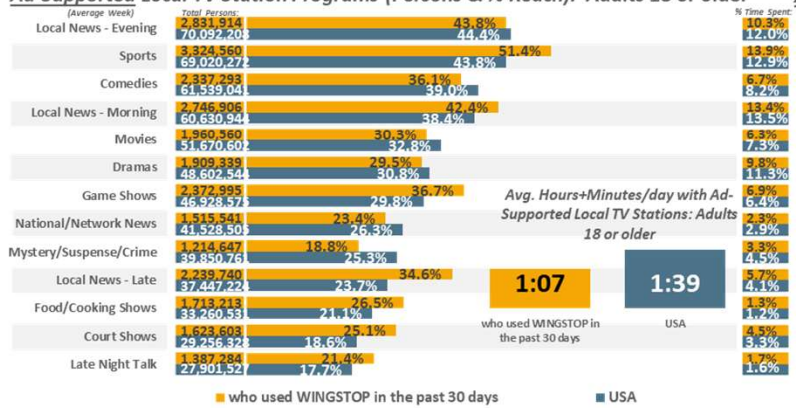
Local TV Station Programs (Persons & % Reach): Adults 18 or older



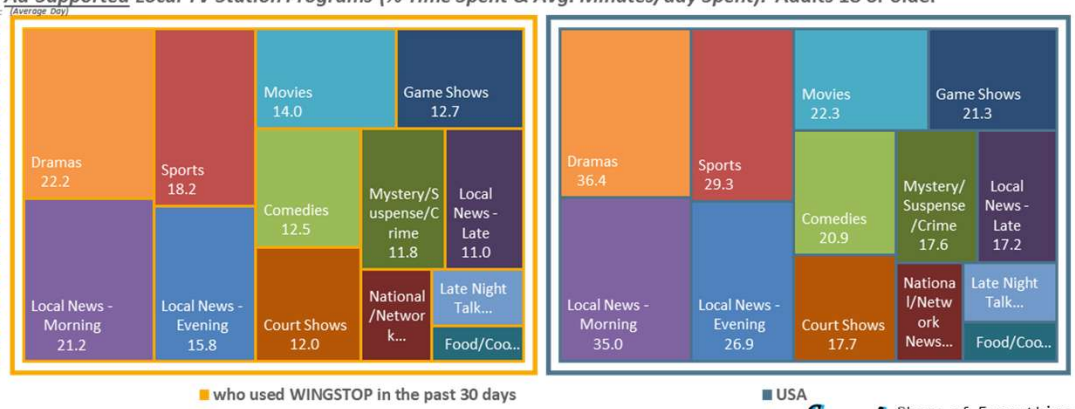
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

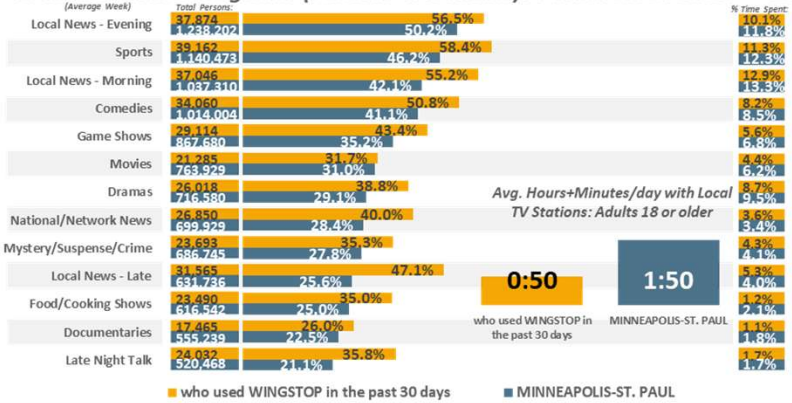
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

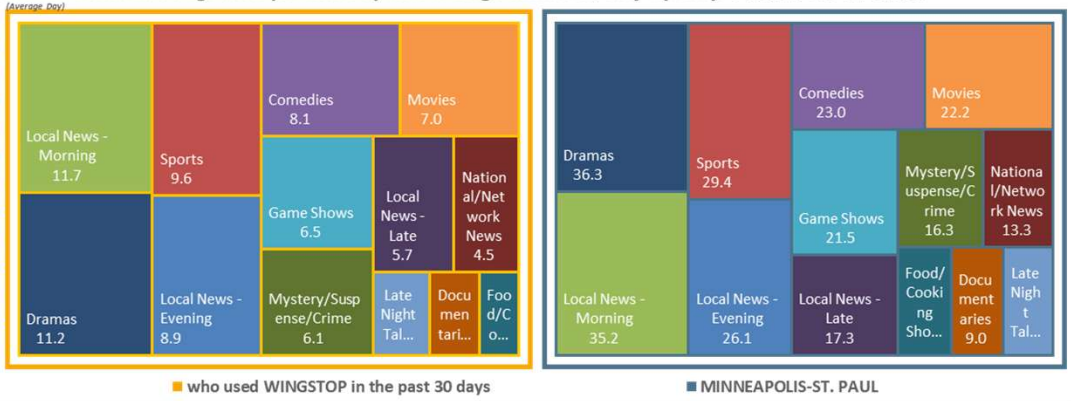


65,264 or 74.% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Daytime Talk Shows, Local News - Late, and Comedies.

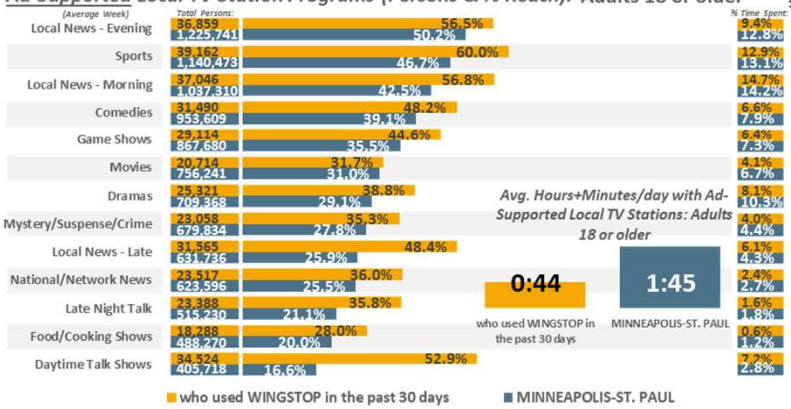
Local TV Station Programs (Persons & % Reach): Adults 18 or older



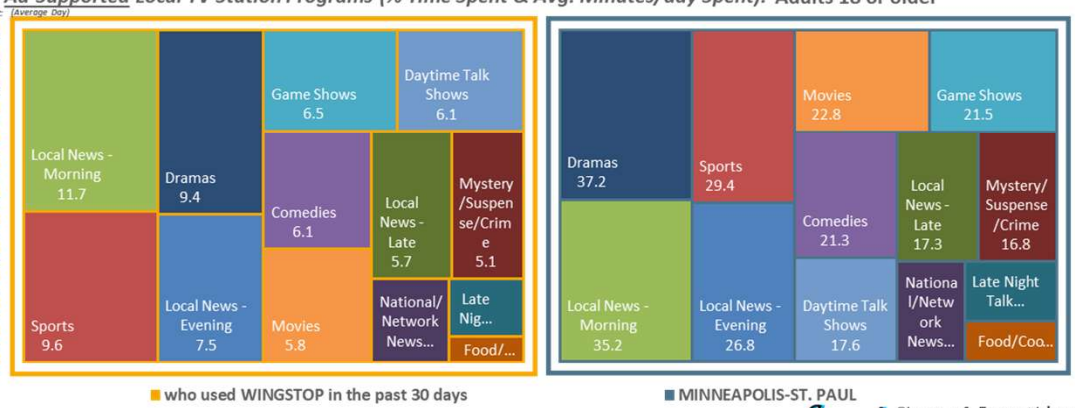
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

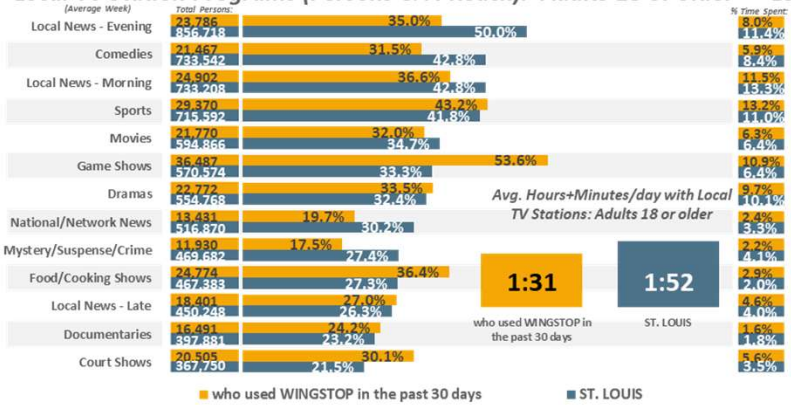
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

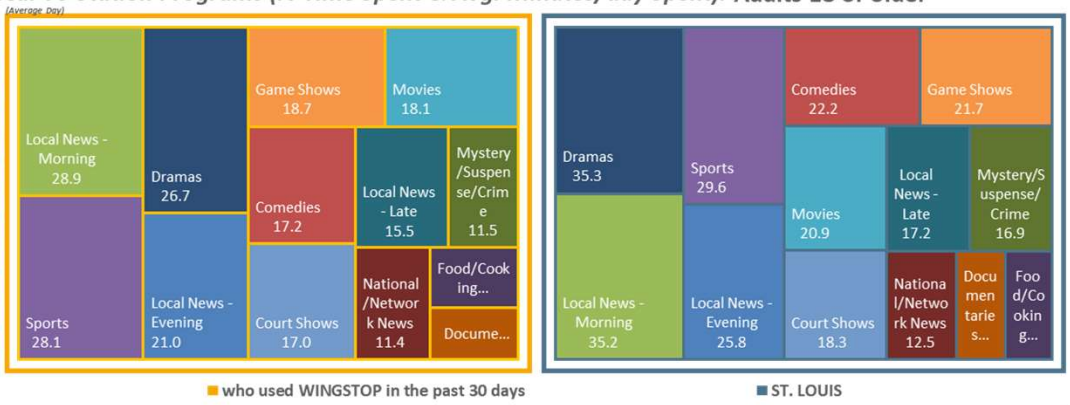
Quick service restaurants used past 30 days: Wingstop

66,881 or 70.3% of Adults 18 or older who used WINGSTOP in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Local News - Morning, Local News - Evening, Dramas, and Daytime Talk Shows.

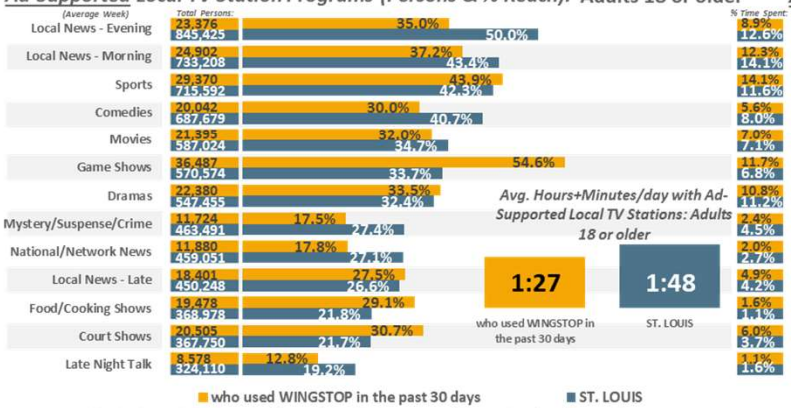
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

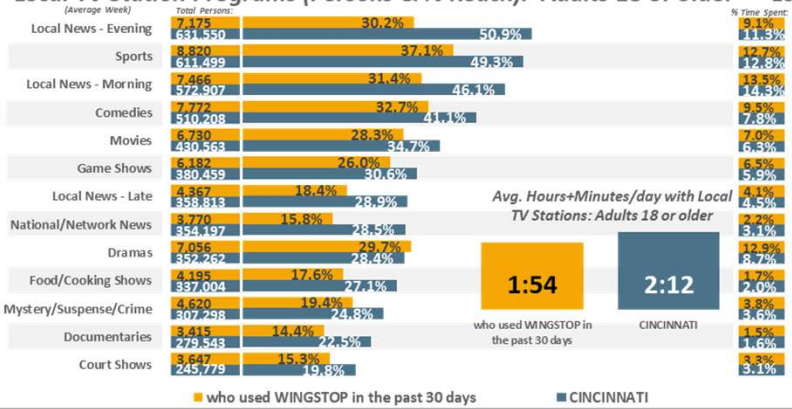
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



23,153 or 62.6% 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, Comedies, Daytime Soap Operas, Local News - Evening, and Dramas.

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



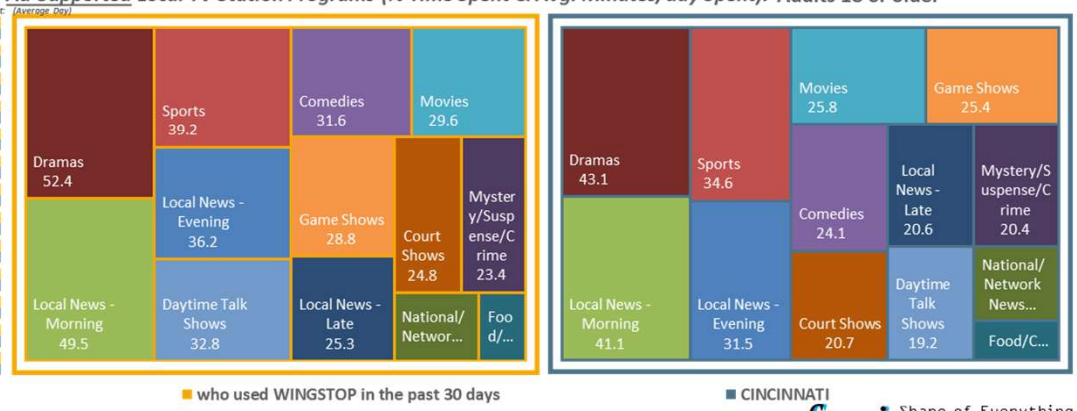
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

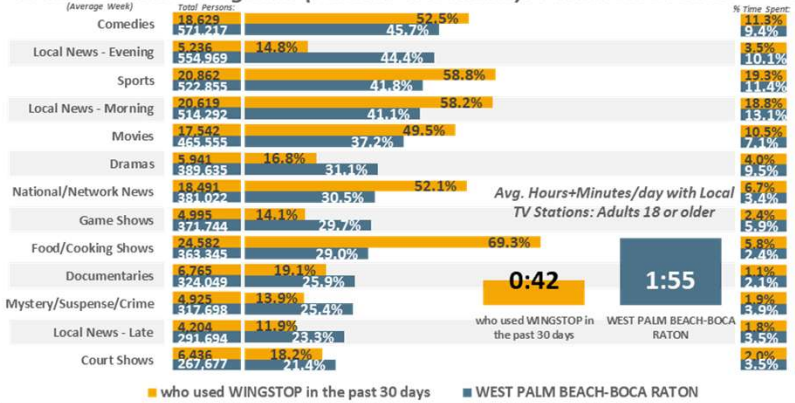
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

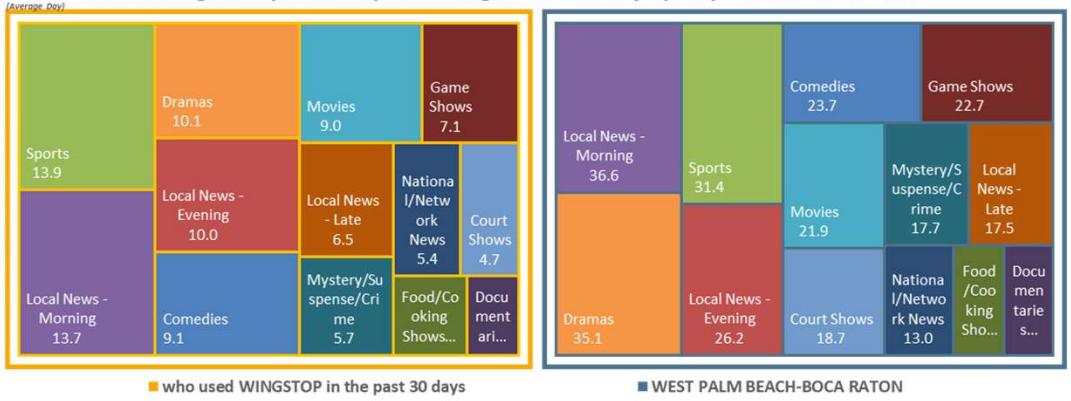
Quick service restaurants used past 30 days: Wingstop

34,656 or 63.2% 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, Food/Cooking Shows, Comedies, Movies, and National/Network News.

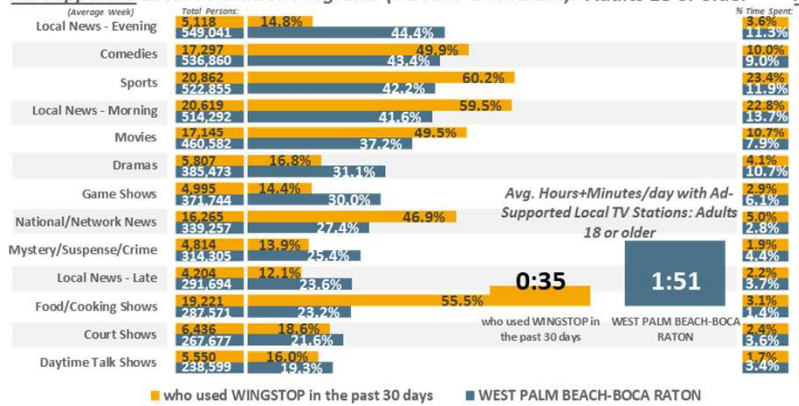
Local TV Station Programs (Persons & % Reach): Adults 18 or older



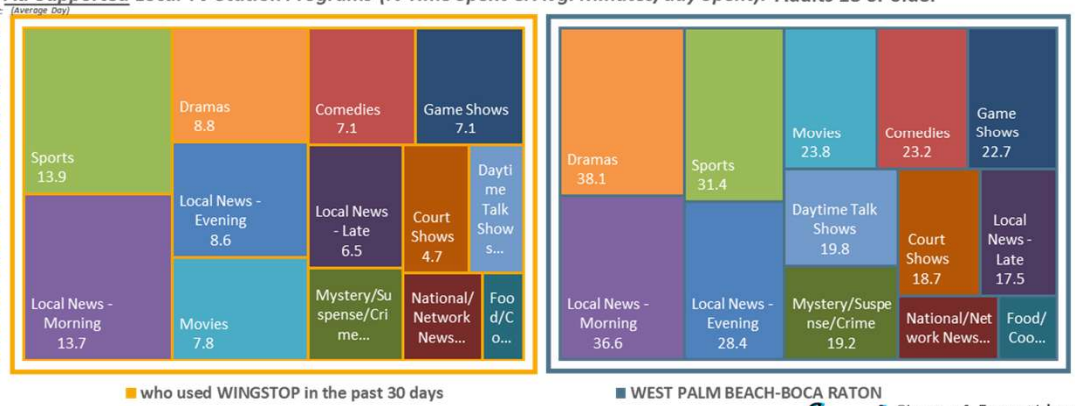
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

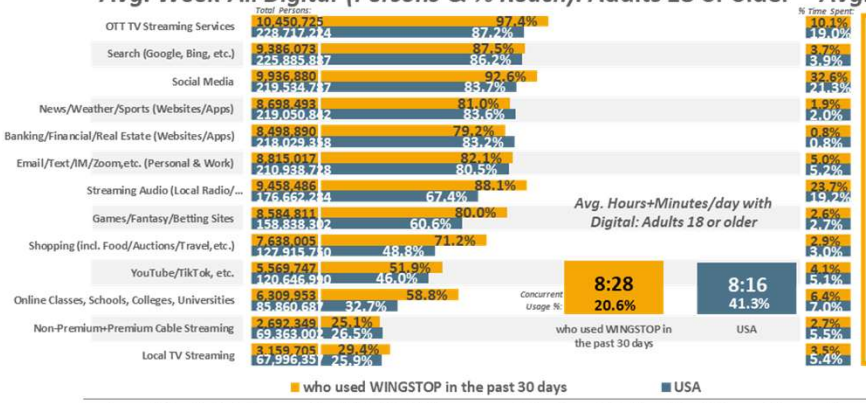
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

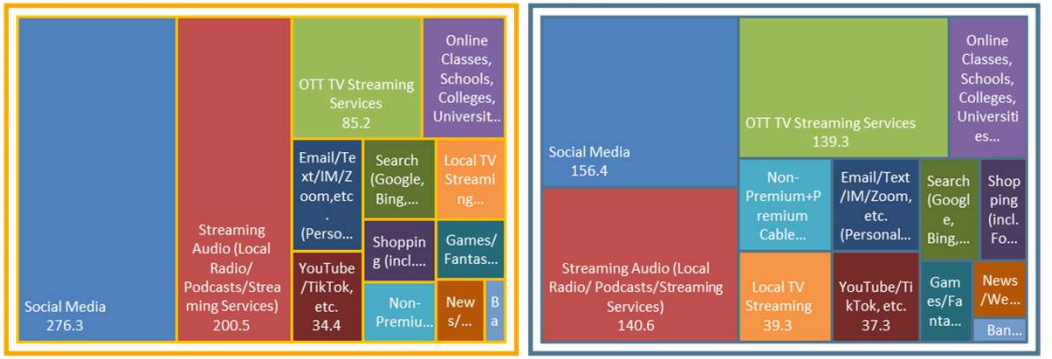


8,818,049 or 82.2% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 245.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Digital Media.

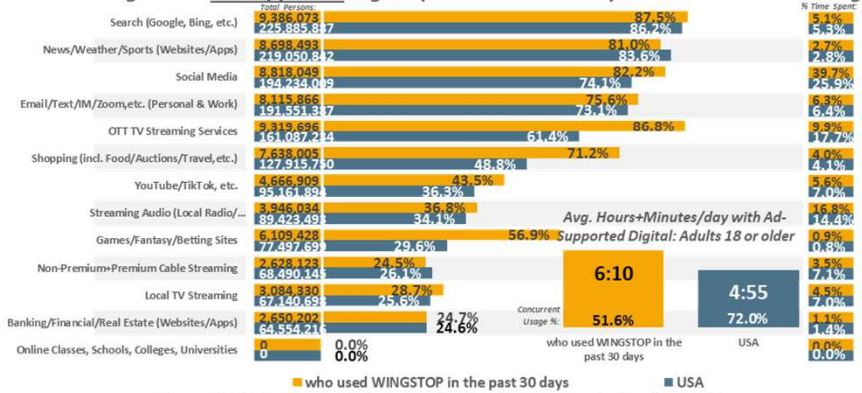
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



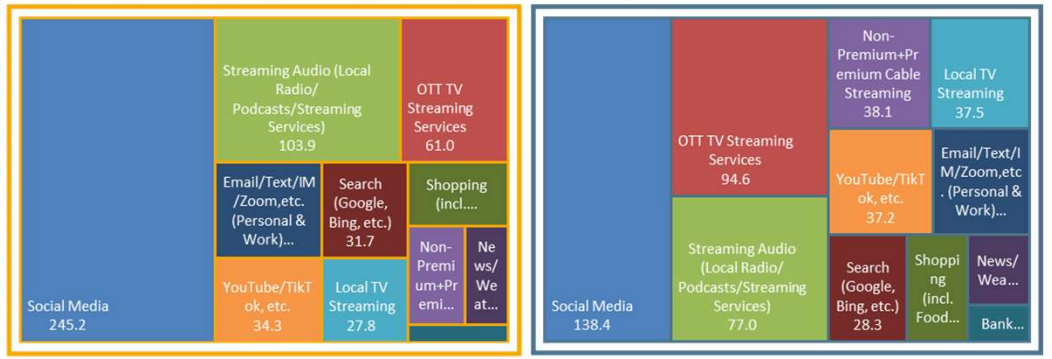
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

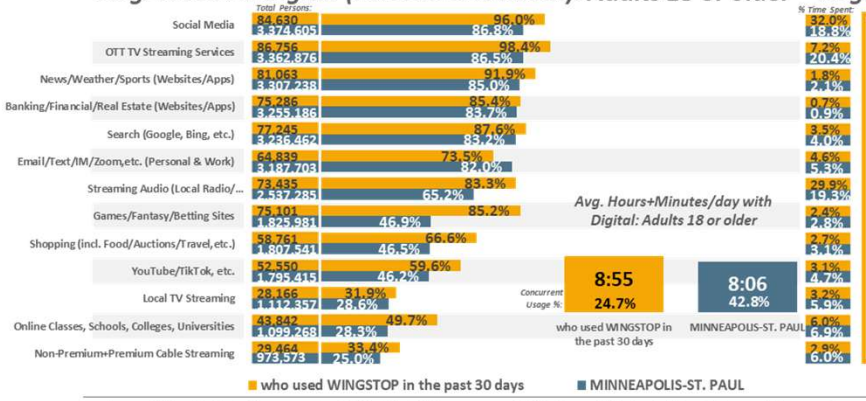
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

soefa.ai Share of Everything for Anything ©

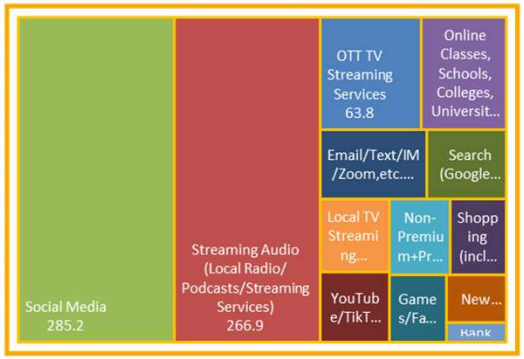
Quick service restaurants used past 30 days: Wingstop

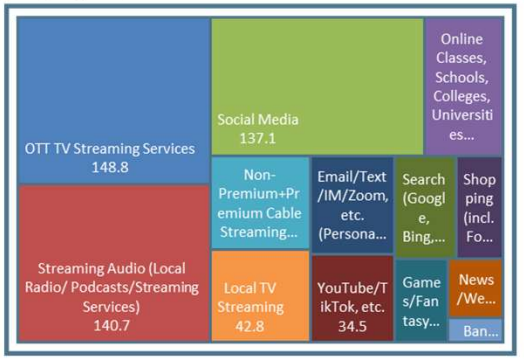
59,418 or 67.4% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 200.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

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



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

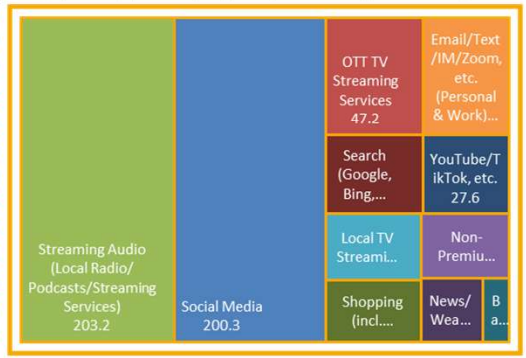


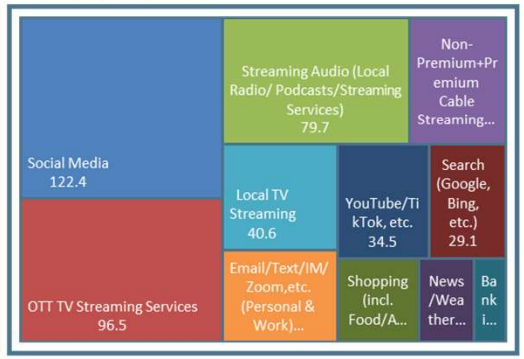


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

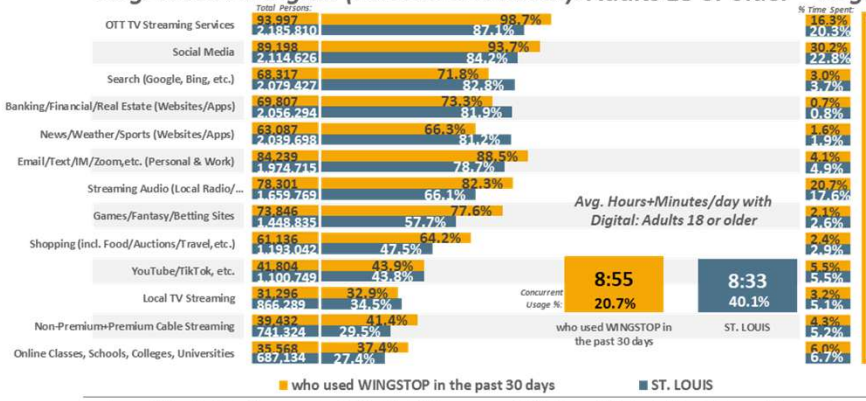
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

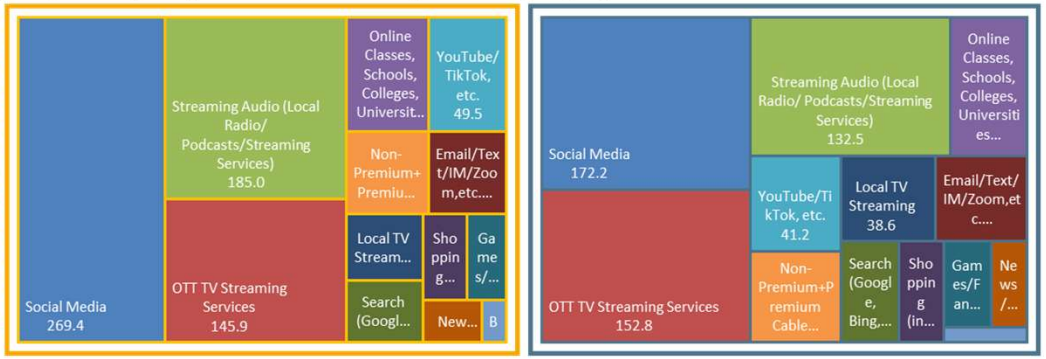
Quick service restaurants used past 30 days: Wingstop

86,748 or 91.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 262. minutes every day representing 37.4% of all time spent daily with Ad-Supported Digital Media.

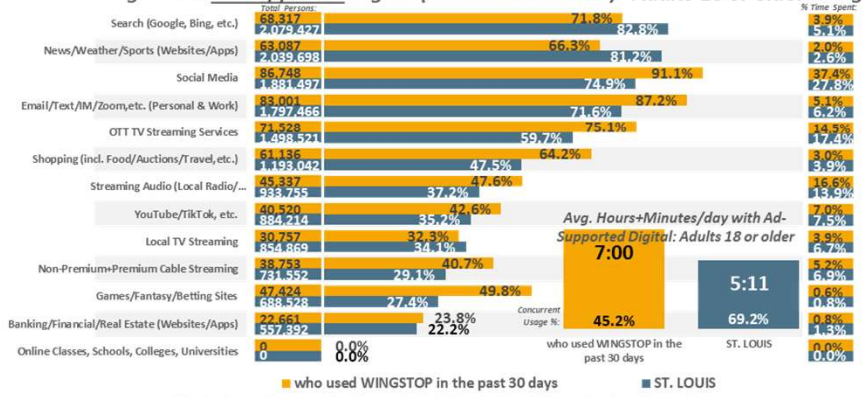
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



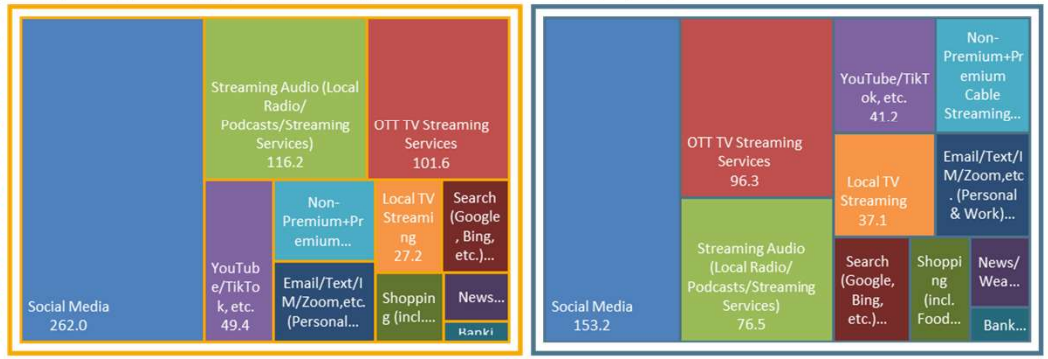
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

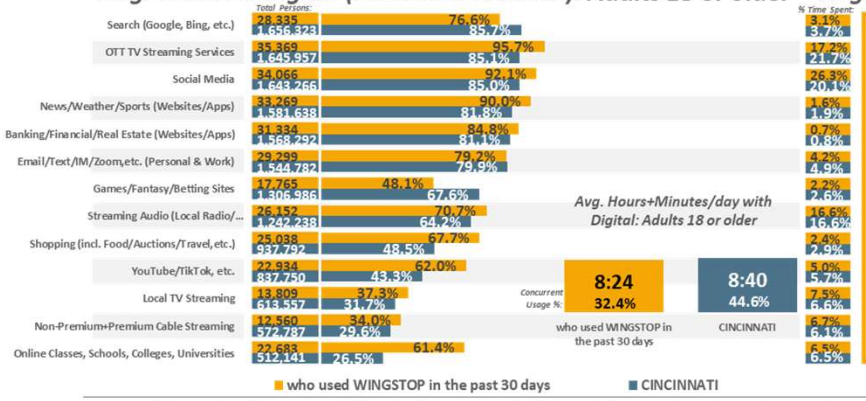
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

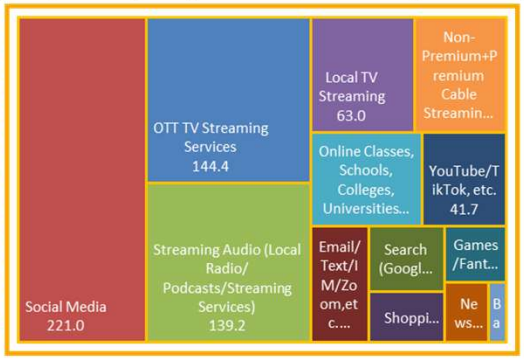


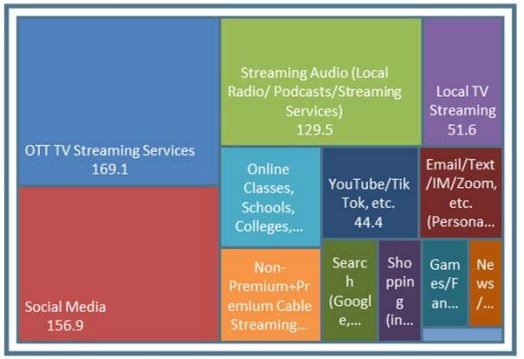
30,361 or 82.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 197. minutes every day representing 30.9% of all time spent daily with Ad-Supported Digital Media.

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

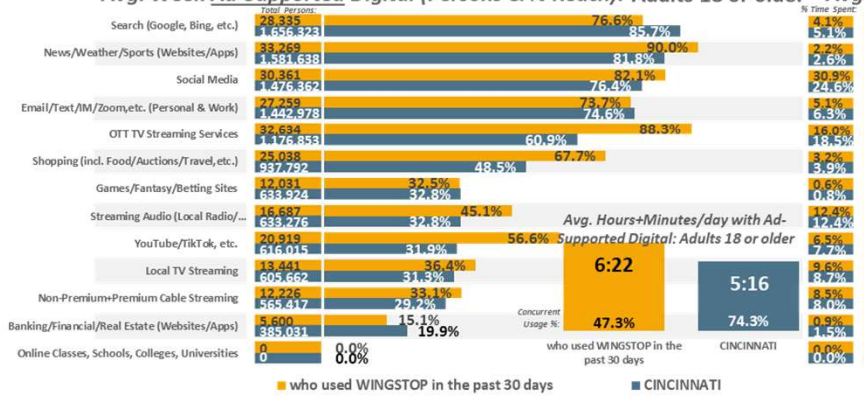


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

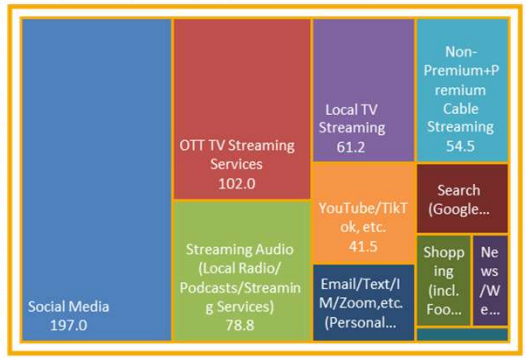


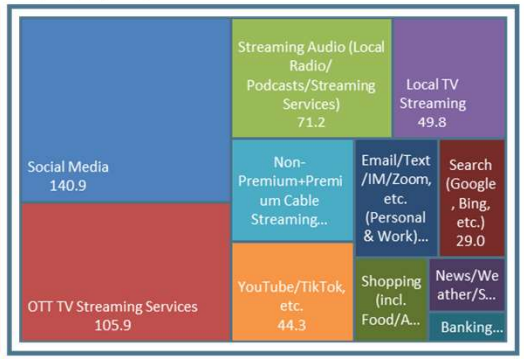


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





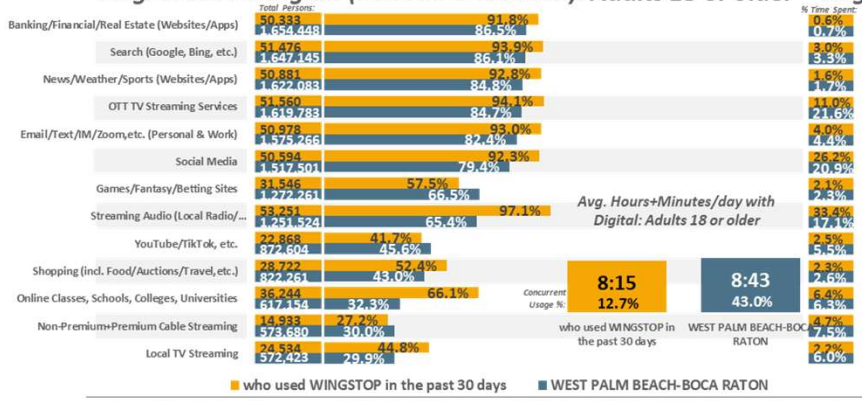
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

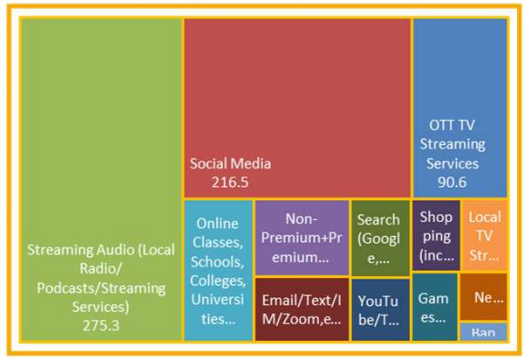
Quick service restaurants used past 30 days: Wingstop

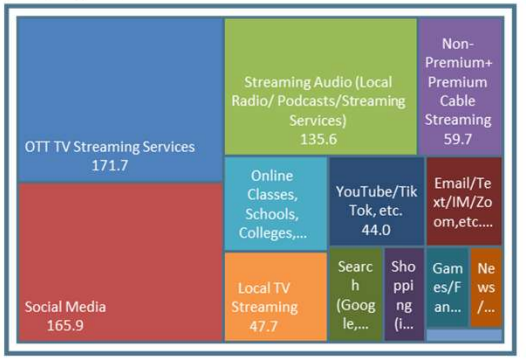
48,418 or 88.3% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Social Media for an average of 207.2 minutes every day representing 33.5% of all time spent daily with Ad-Supported Digital Media.

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



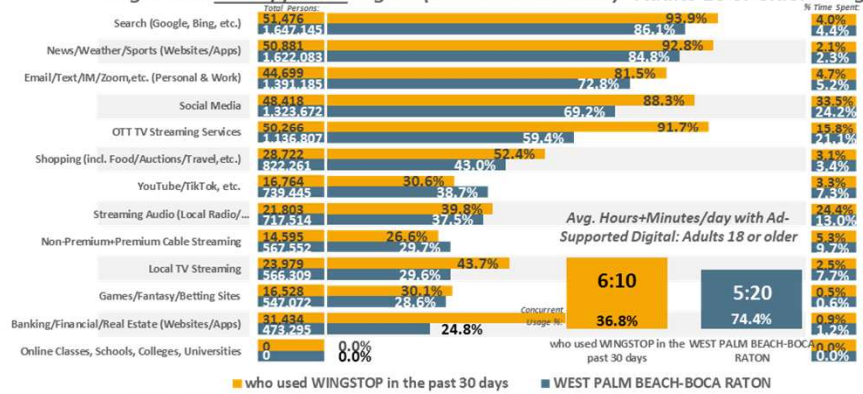
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



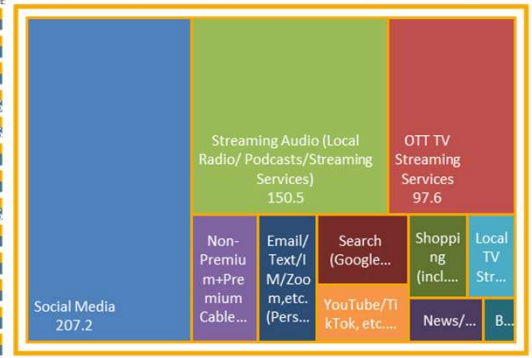


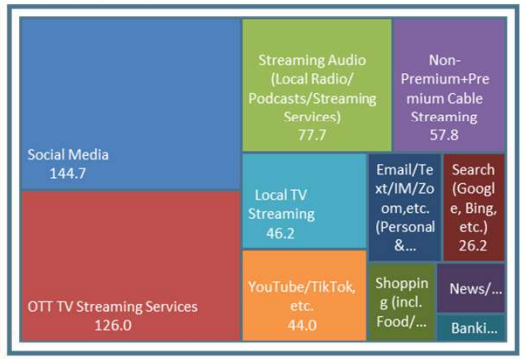
who used WINGSTOP in the past 30 days ■ WEST PALM BEACH-BOCA RATON

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





who used WINGSTOP in the past 30 days ■ WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

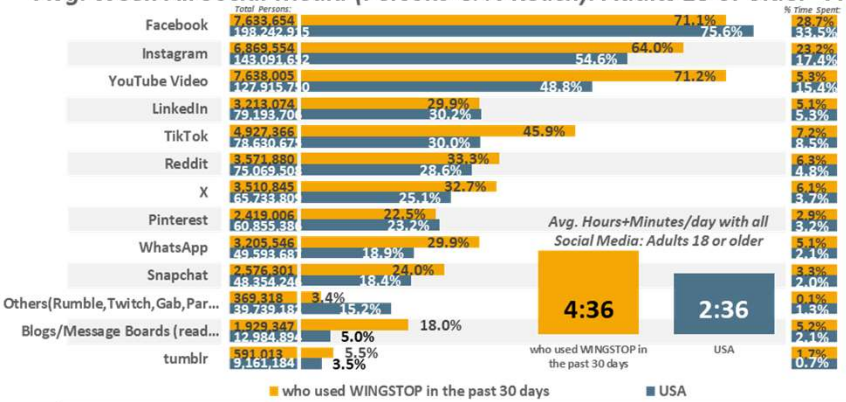
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

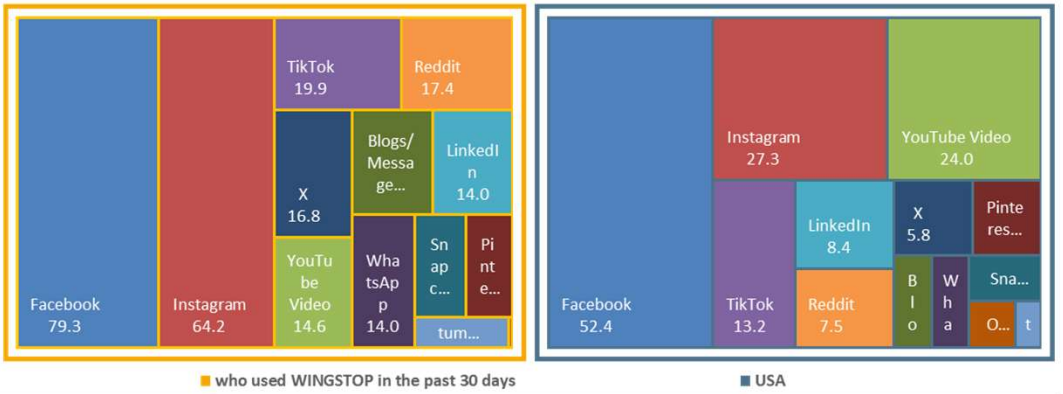


7,633,654 or 71.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 88.6 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

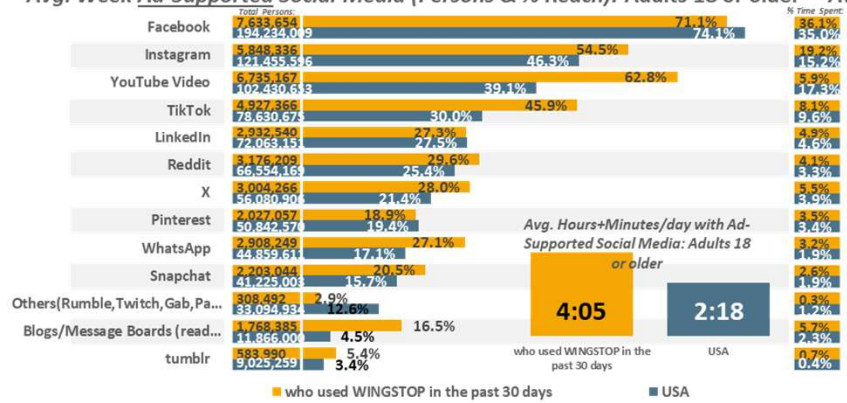
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



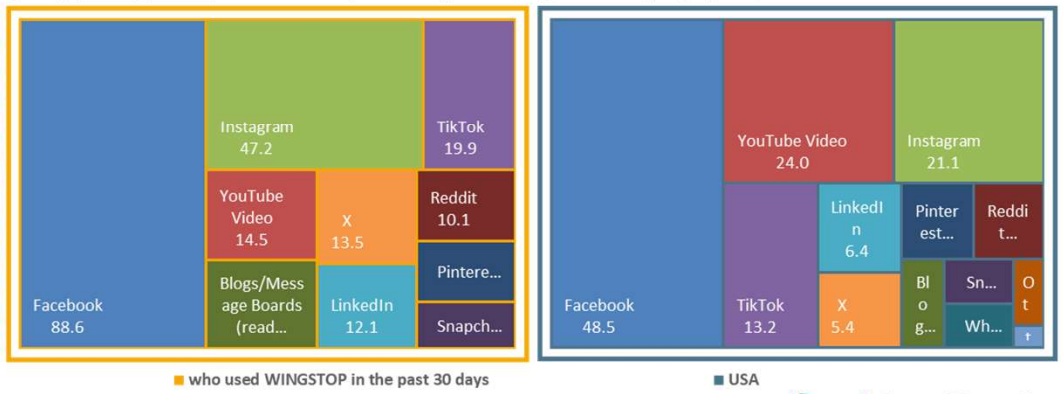
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

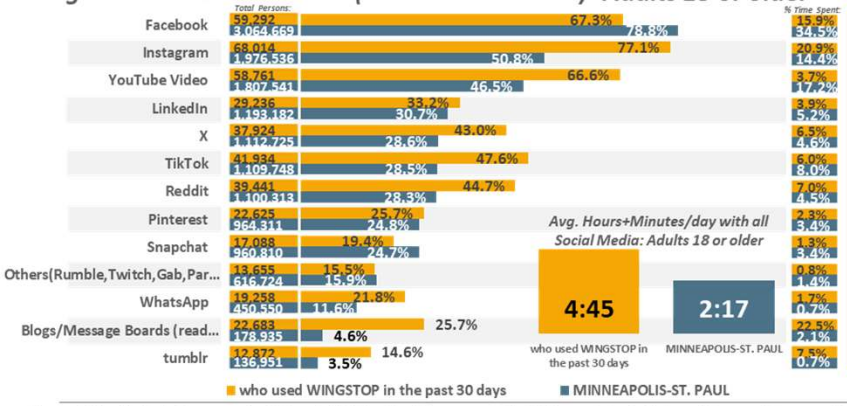


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 825
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445
soefa.ai Share of Everything for Anything ©

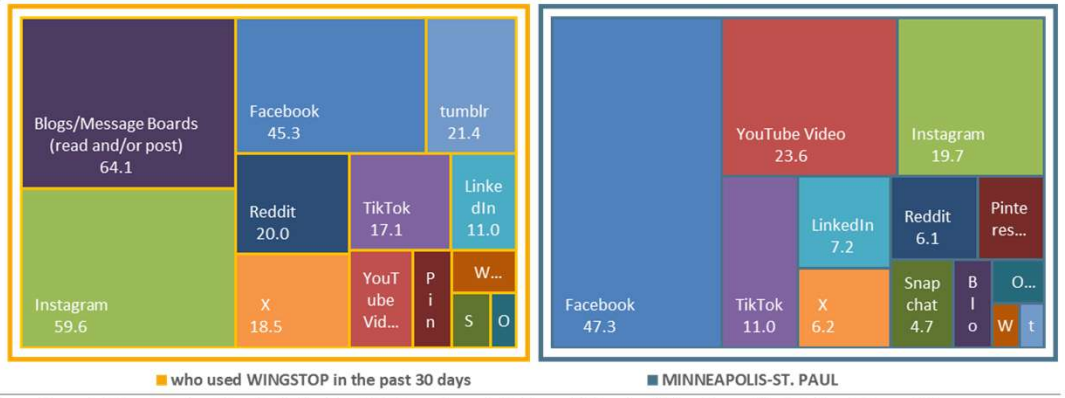
Quick service restaurants used past 30 days: Wingstop

59,292 or 67.3% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 54.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

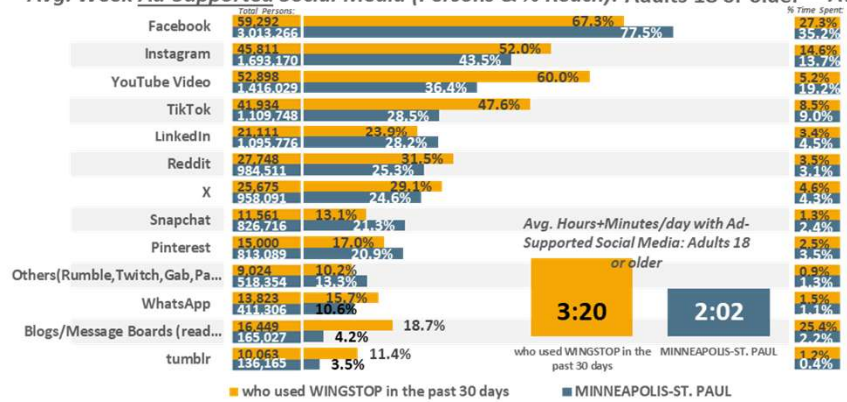
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



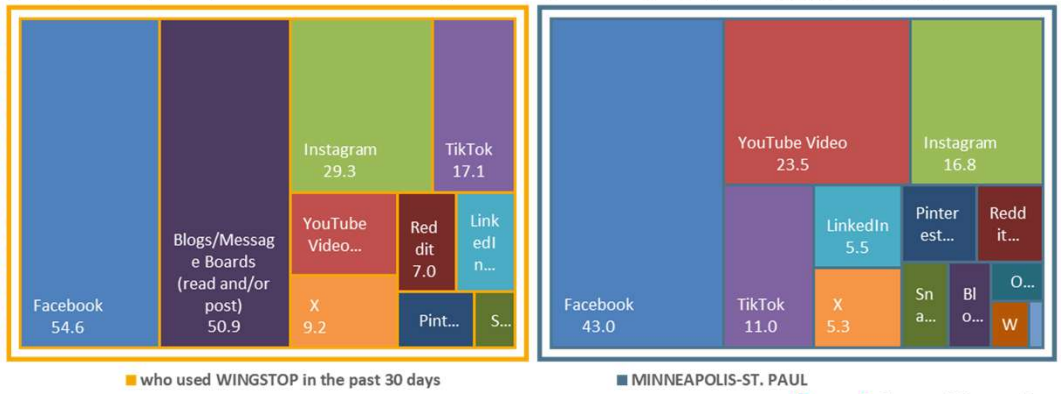
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

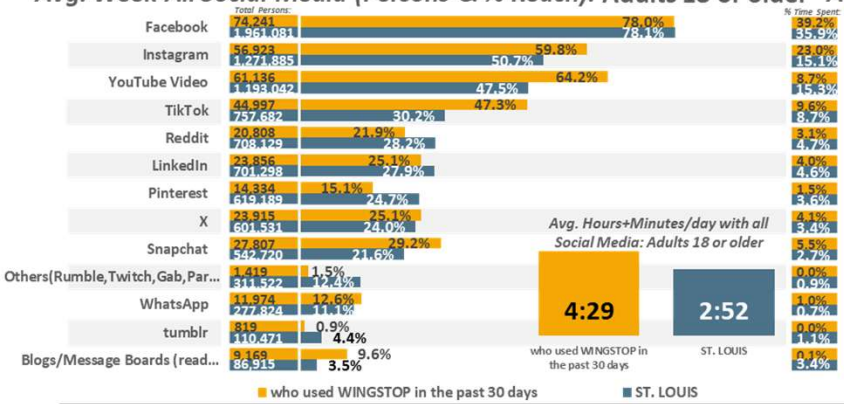
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

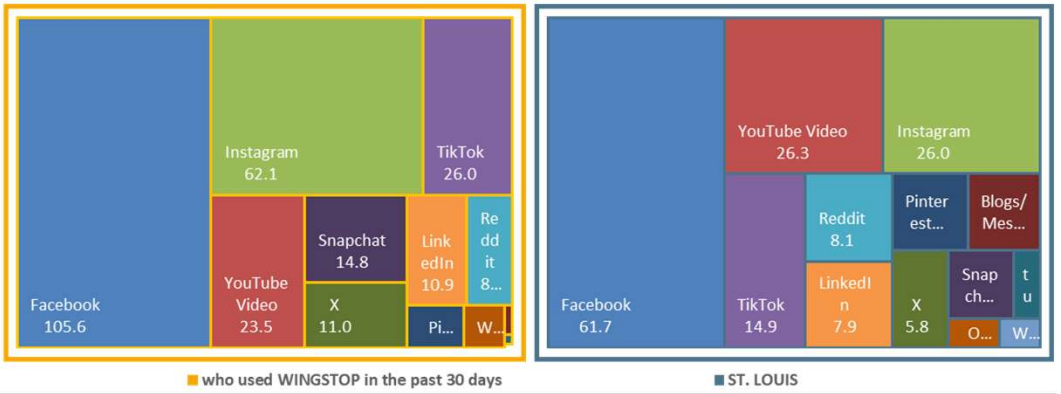
Quick service restaurants used past 30 days: Wingstop

74,241 or 78.% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 106.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.

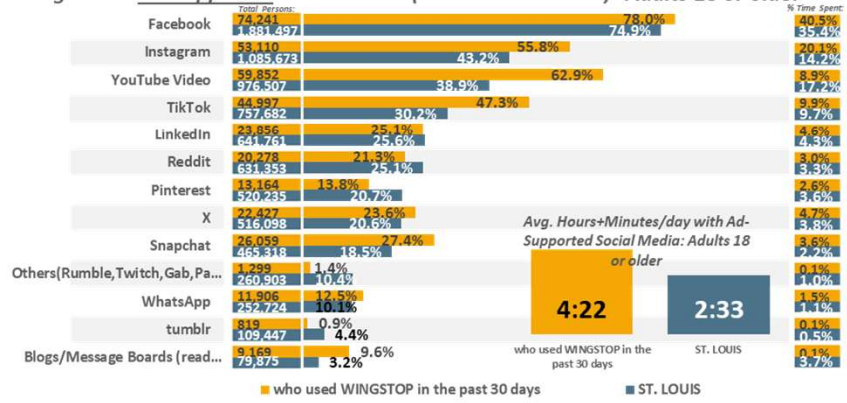
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



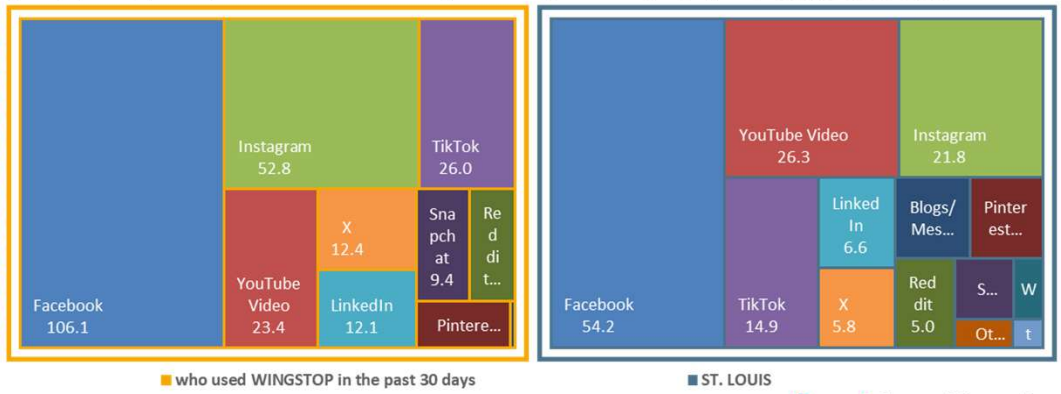
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

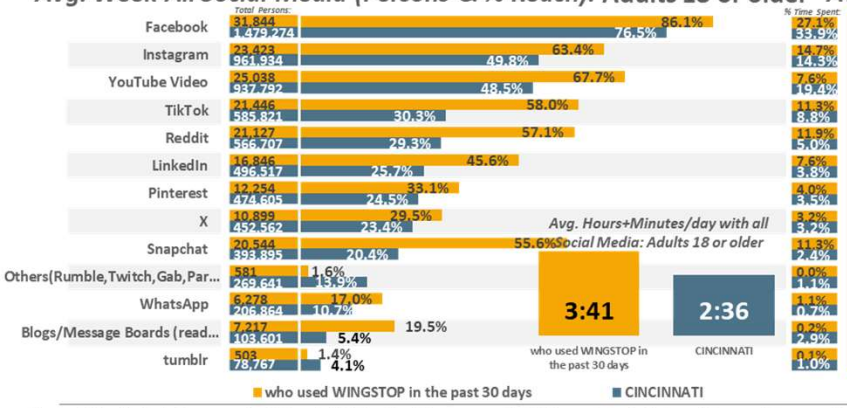
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

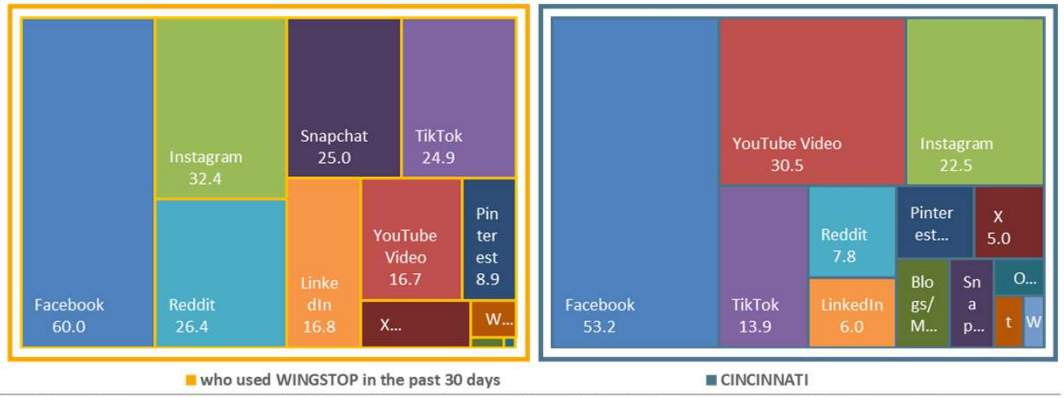
Quick service restaurants used past 30 days: Wingstop

30,361 or 82.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 68.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

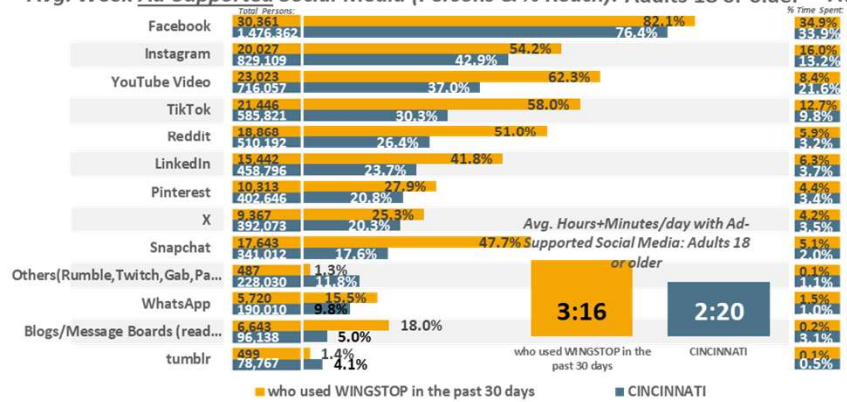
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



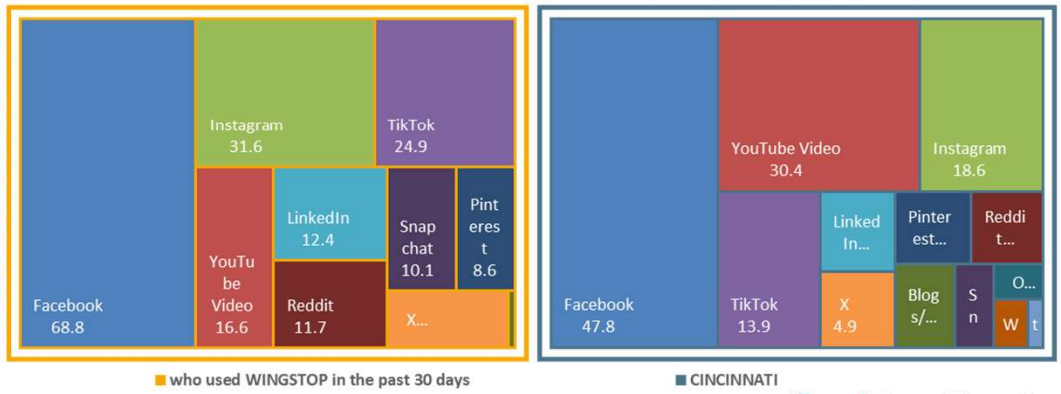
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

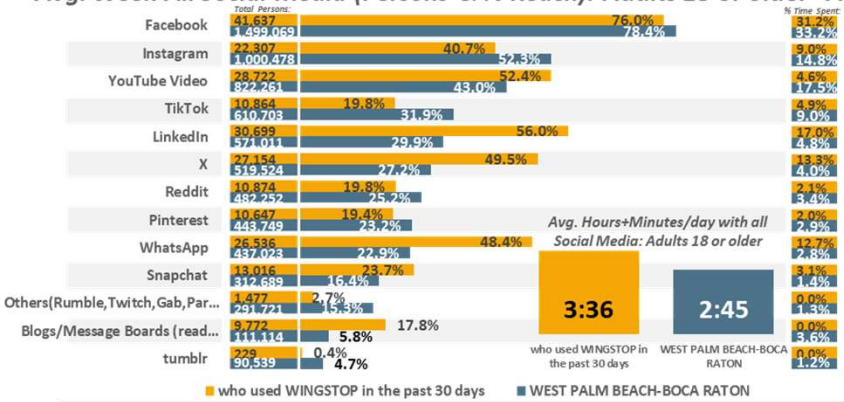
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

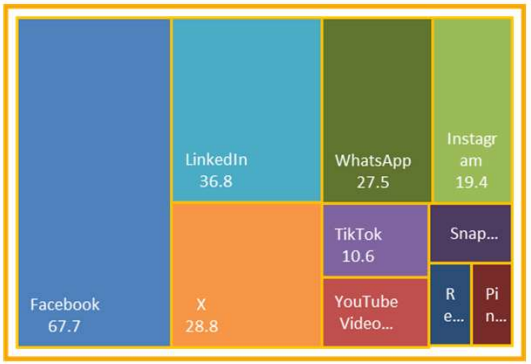
Quick service restaurants used past 30 days: Wingstop

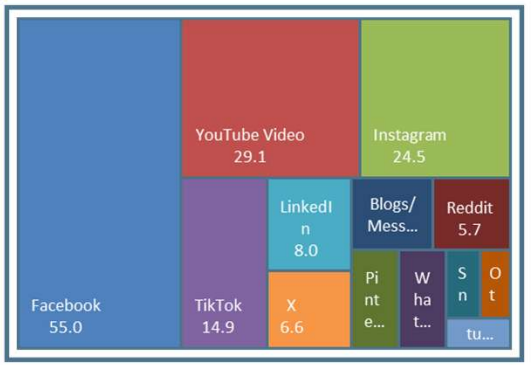
41,637 or 76.% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 84.6 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

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

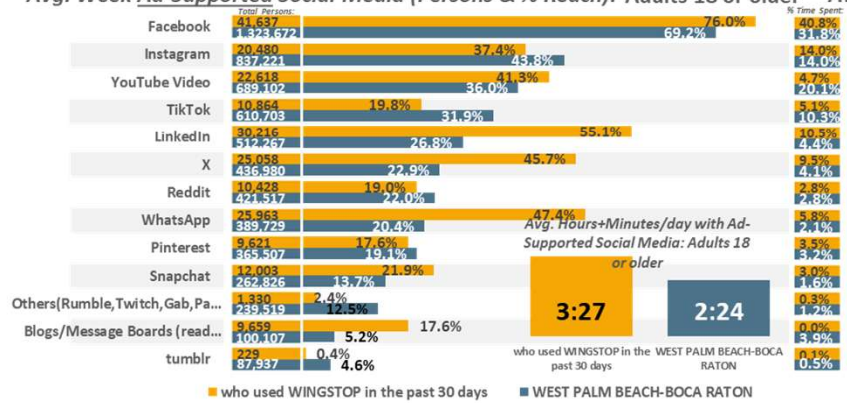


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

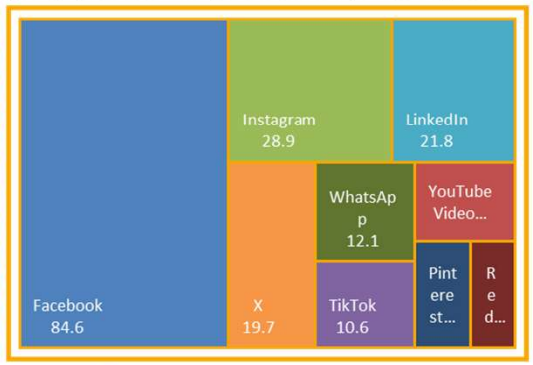


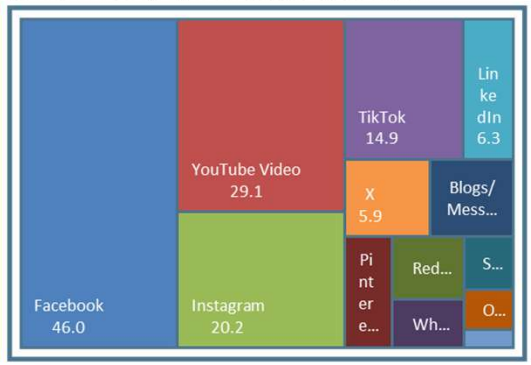


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

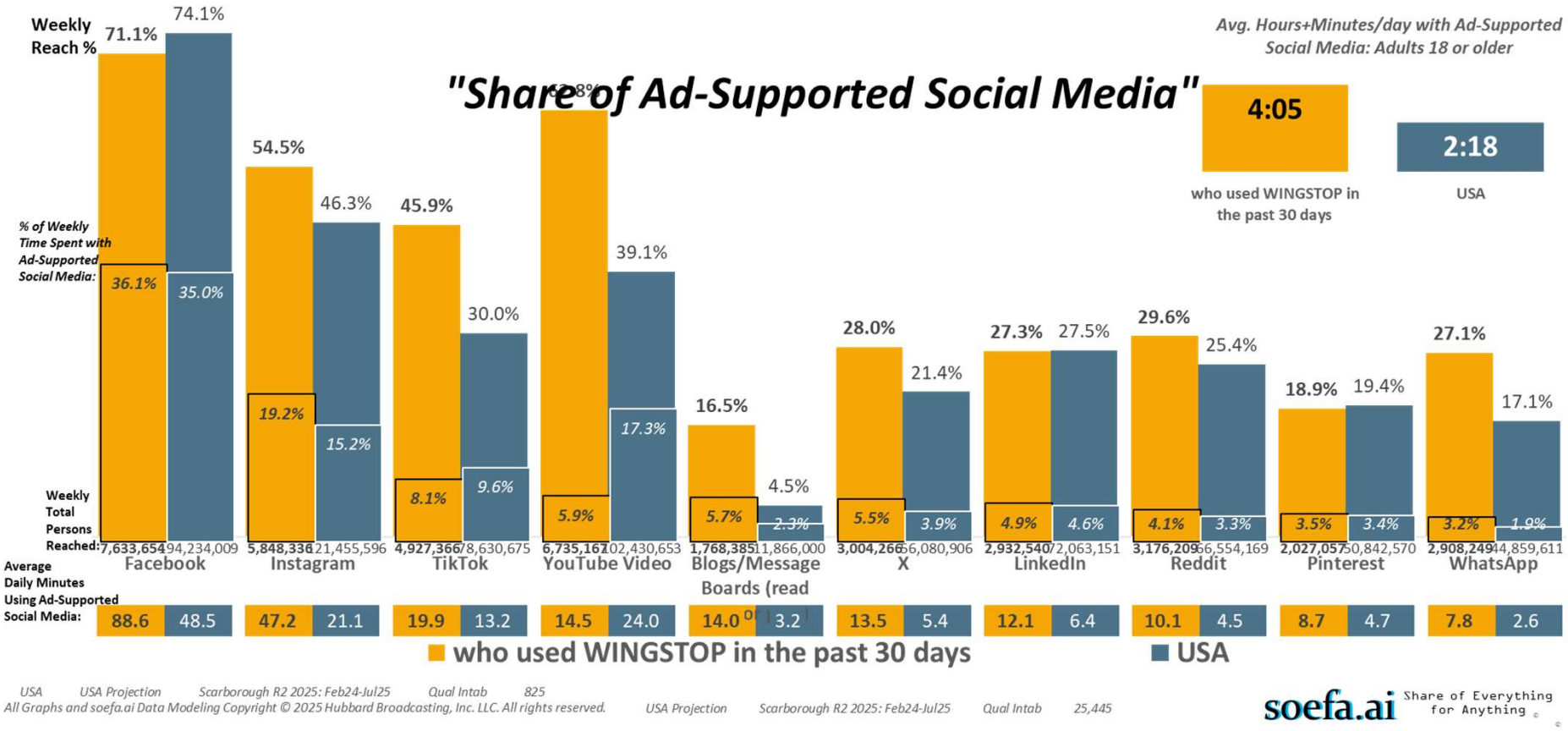
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

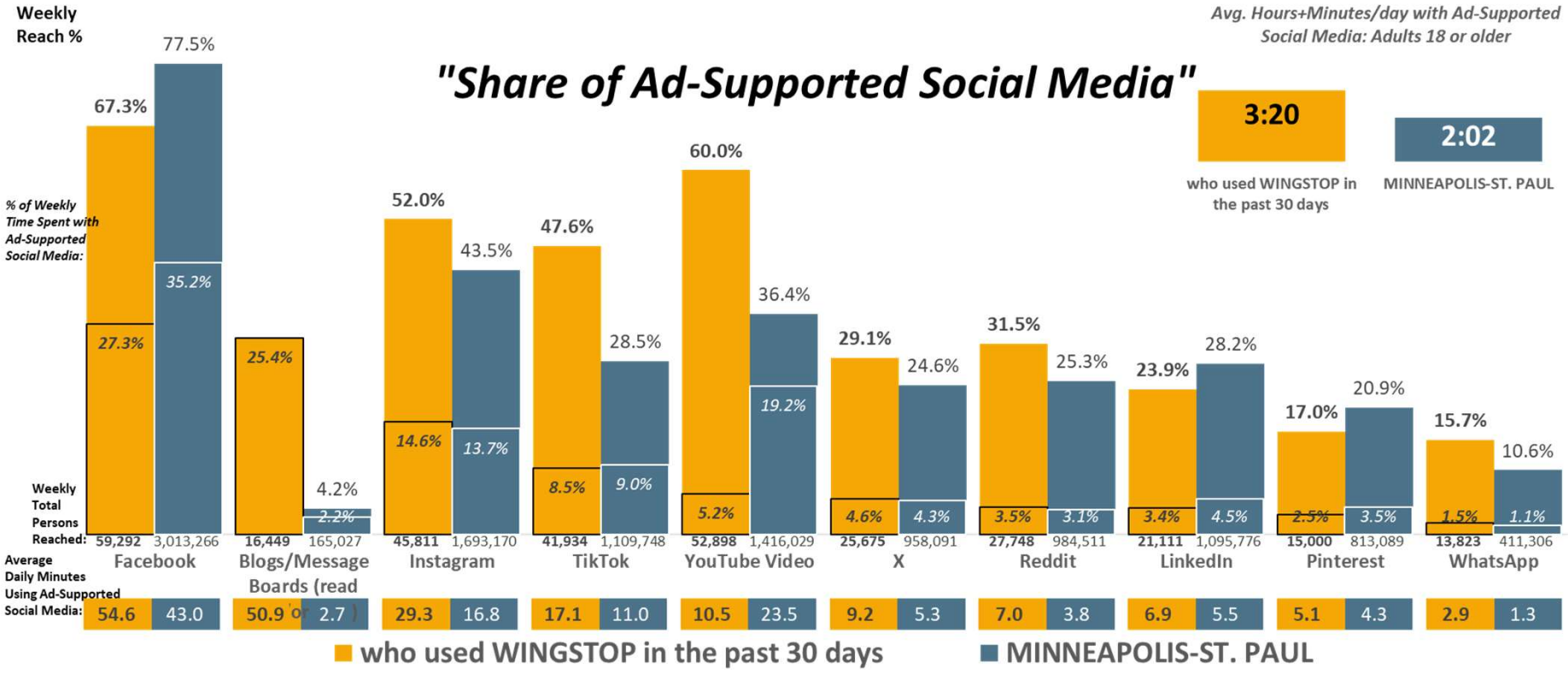
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wingstop

59,292 or 67.3% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 54.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.



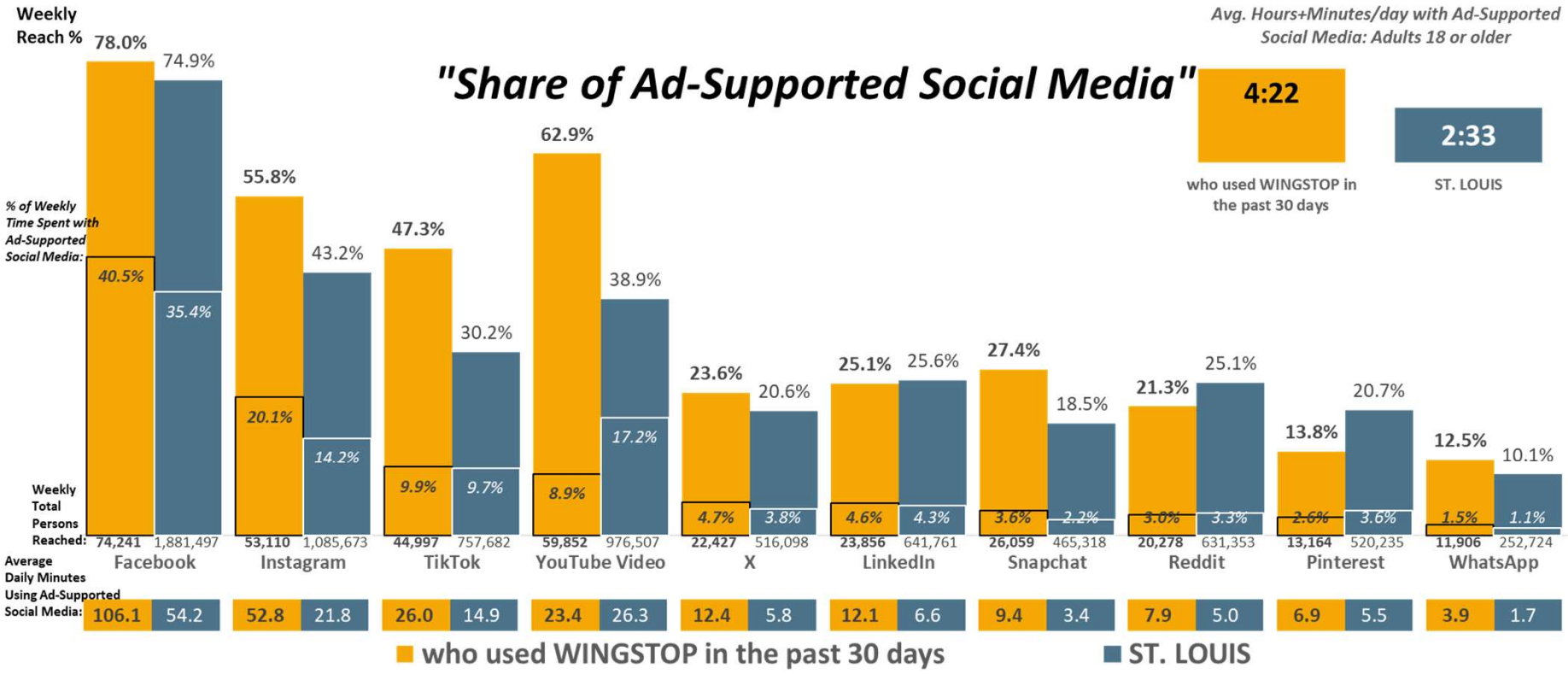
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

74,241 or 78.% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 106.1 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

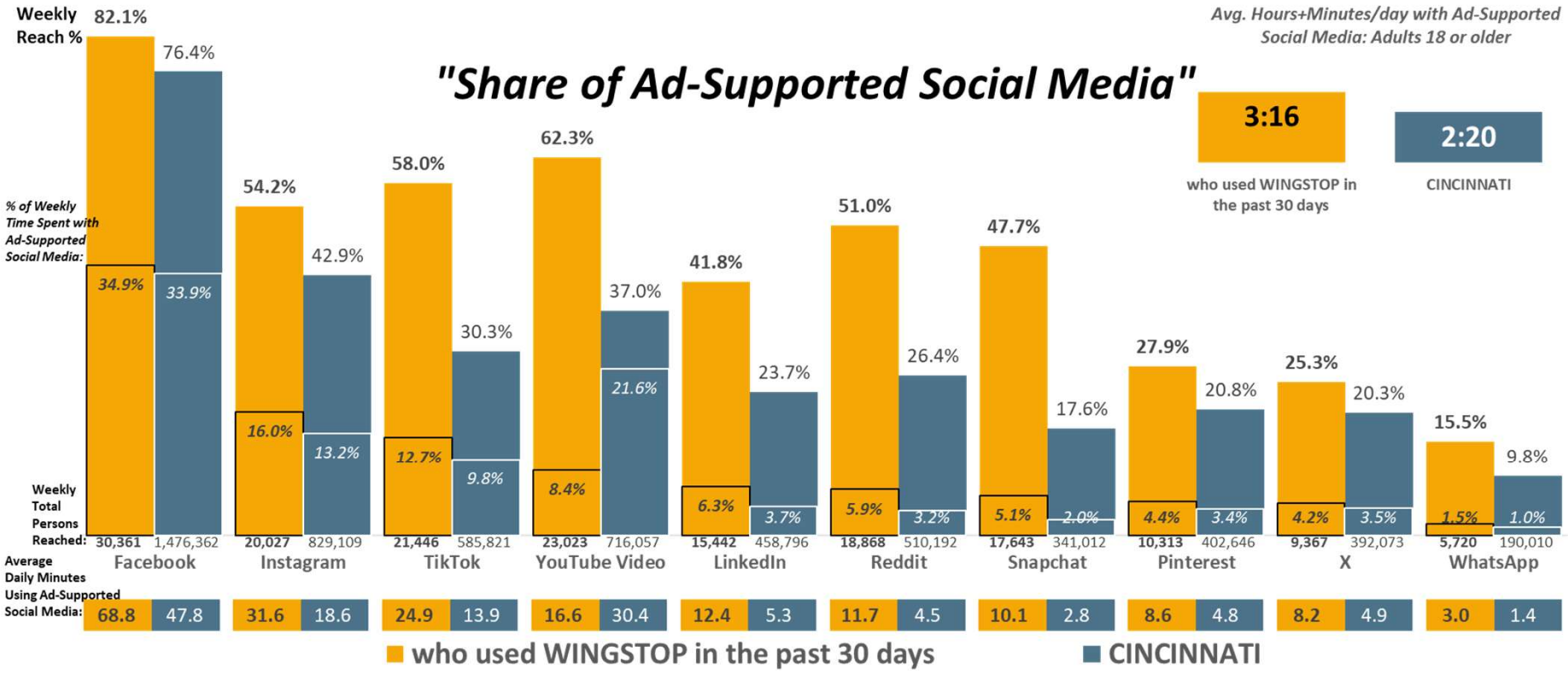
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



30,361 or 82.1% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 68.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



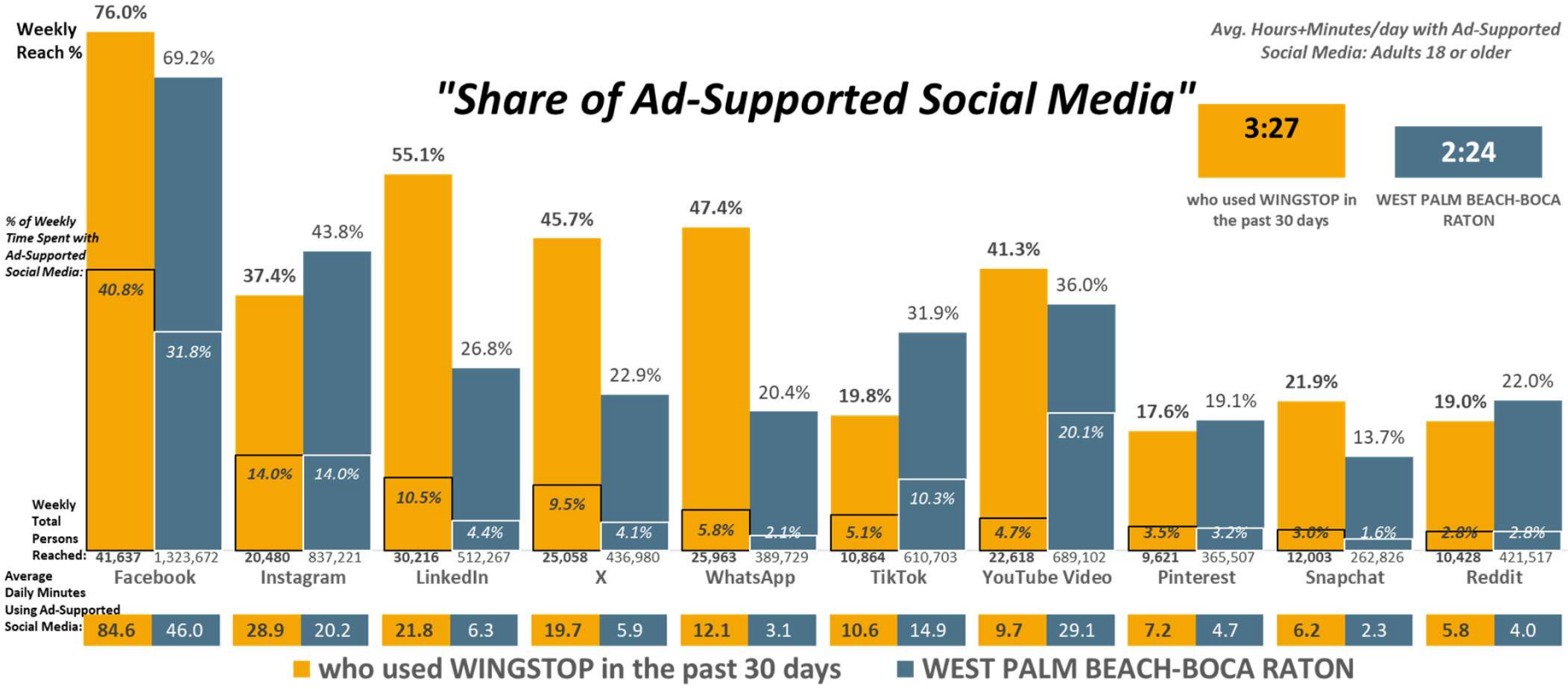
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

41,637 or 76.% of Adults 18 or older who used WINGSTOP in the past 30 days use Ad-Supported Facebook for an average of 84.6 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

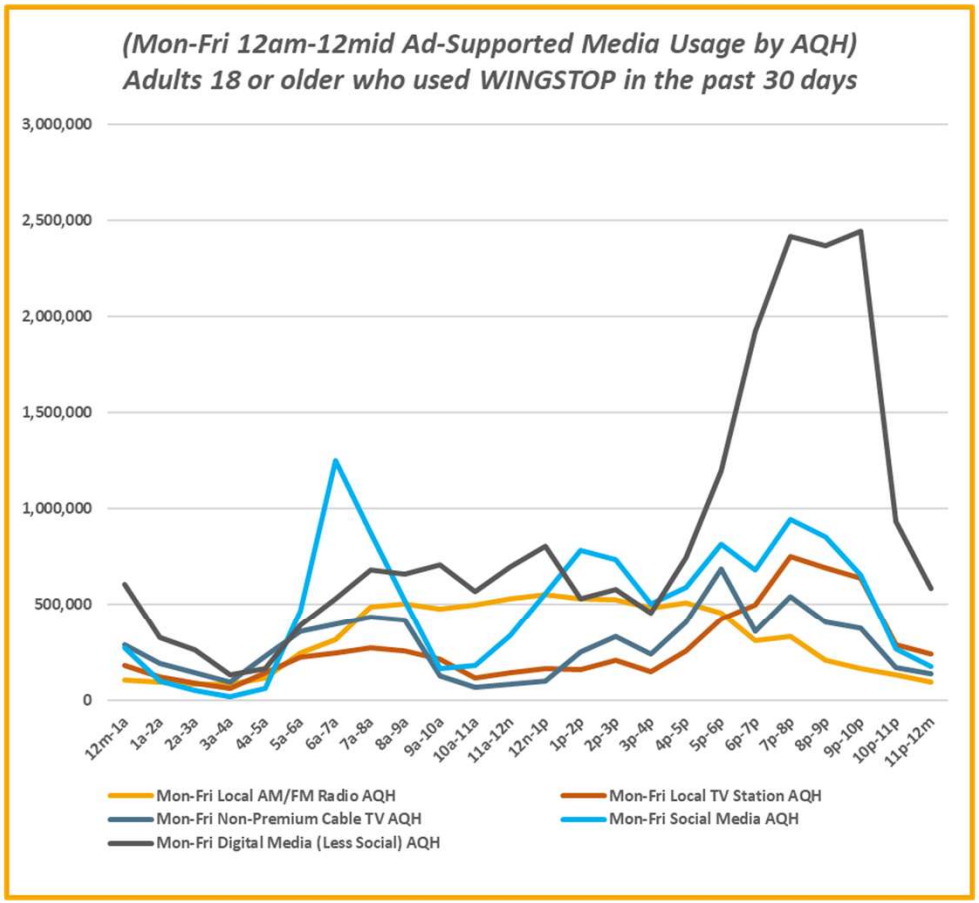
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

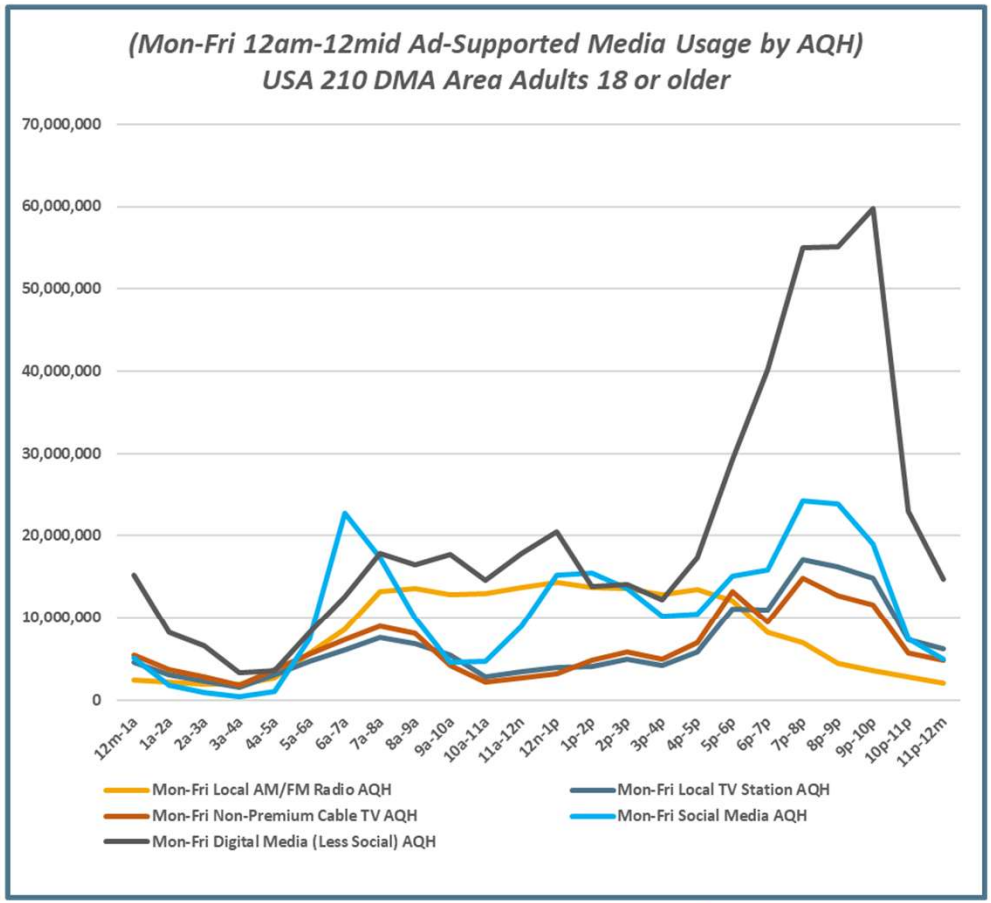
soefa.ai Share of Everything for Anything ©

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

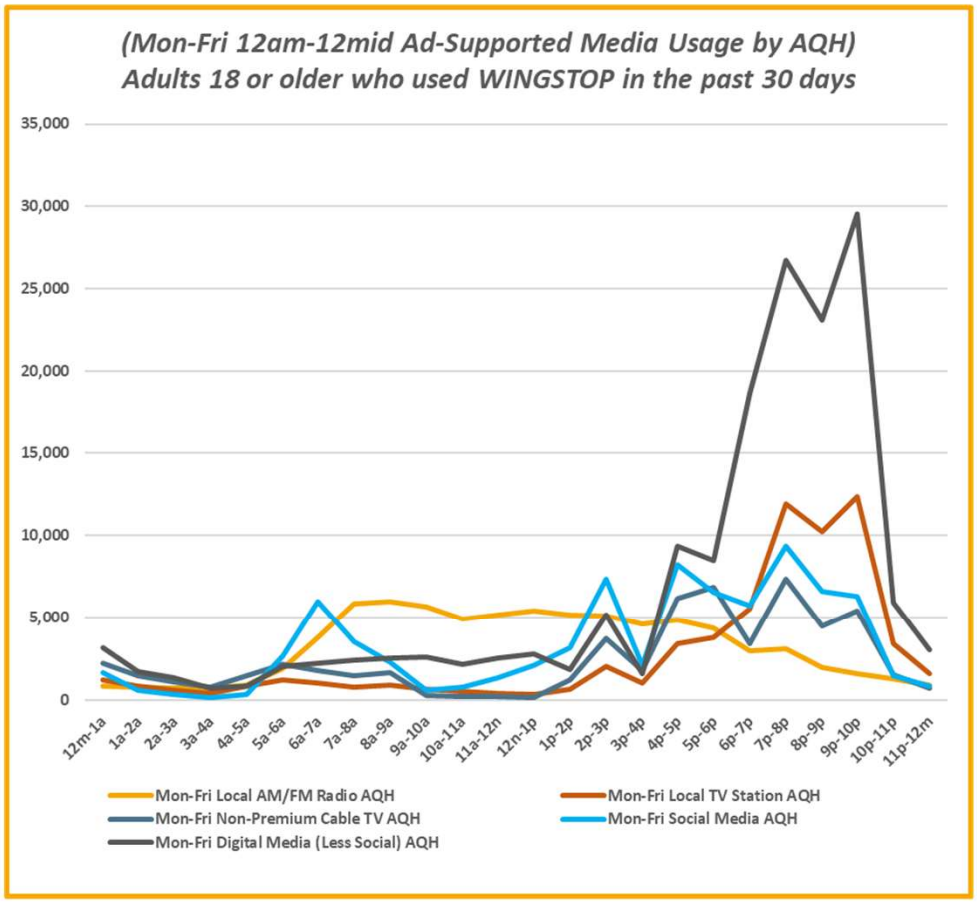
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

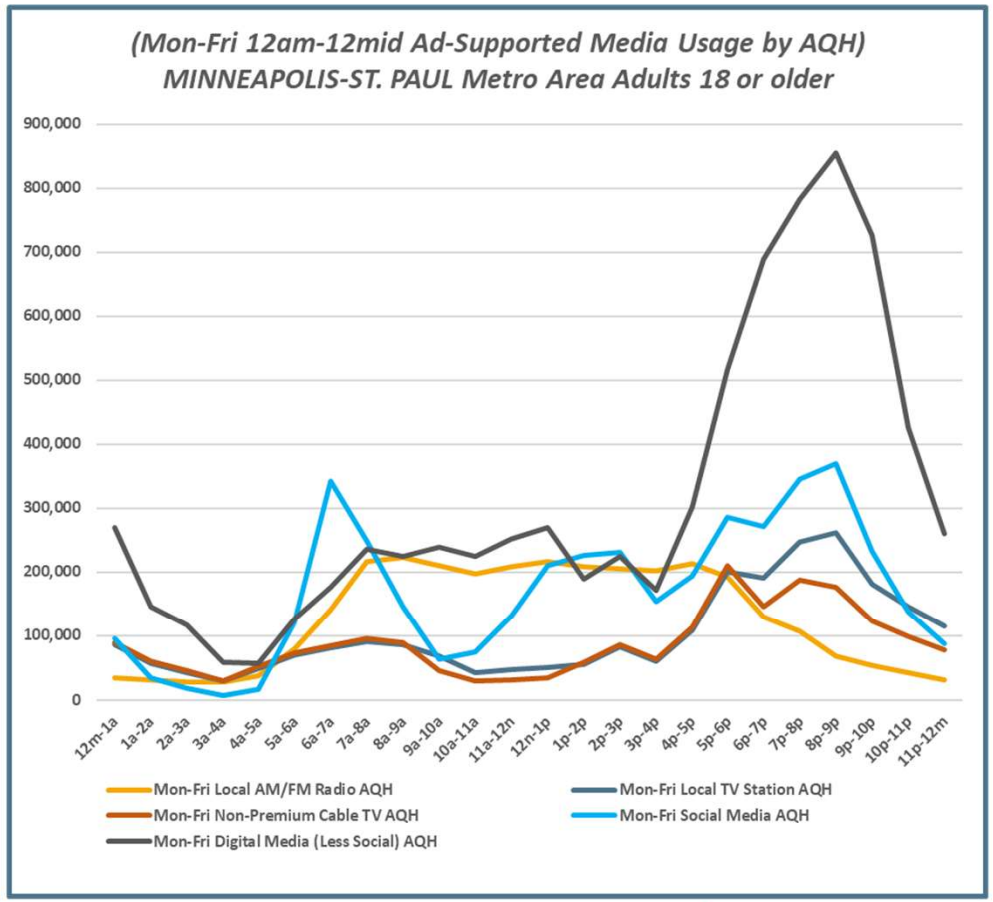
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 4,887; All Other Digital Media: 4,780; Social Media: 3,807; Non-Prem. Cable: 2,206; Local TV: 1,599 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





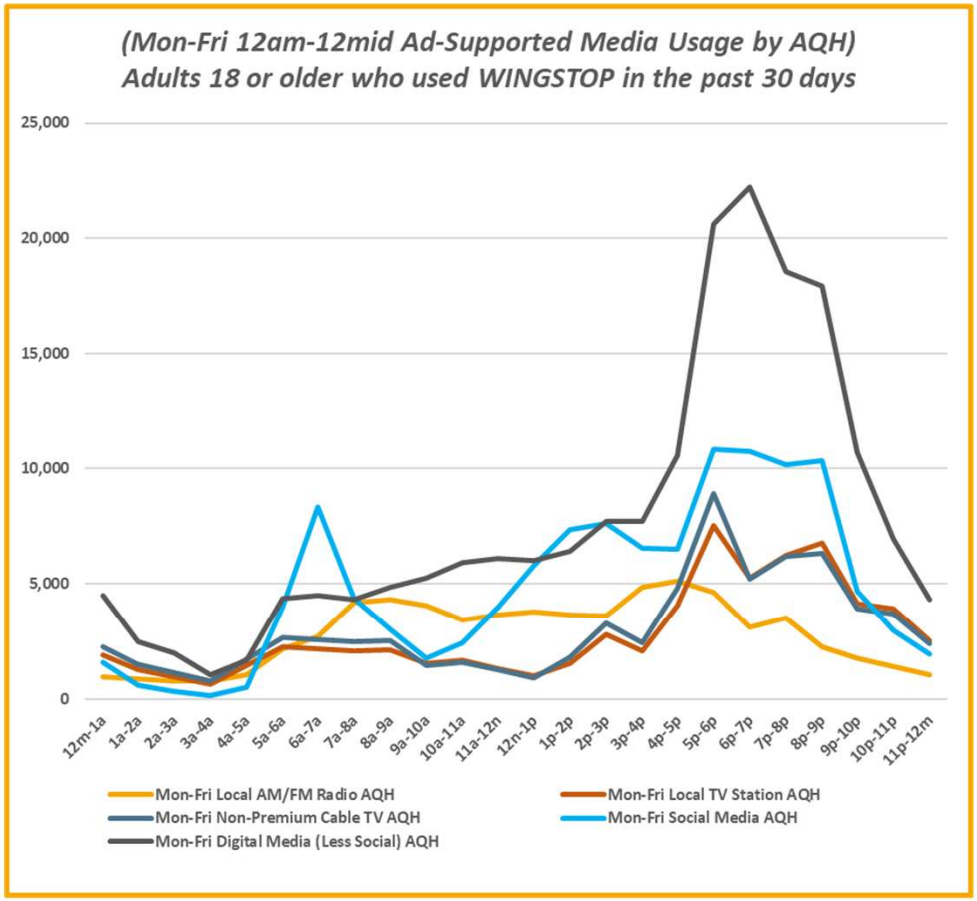
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

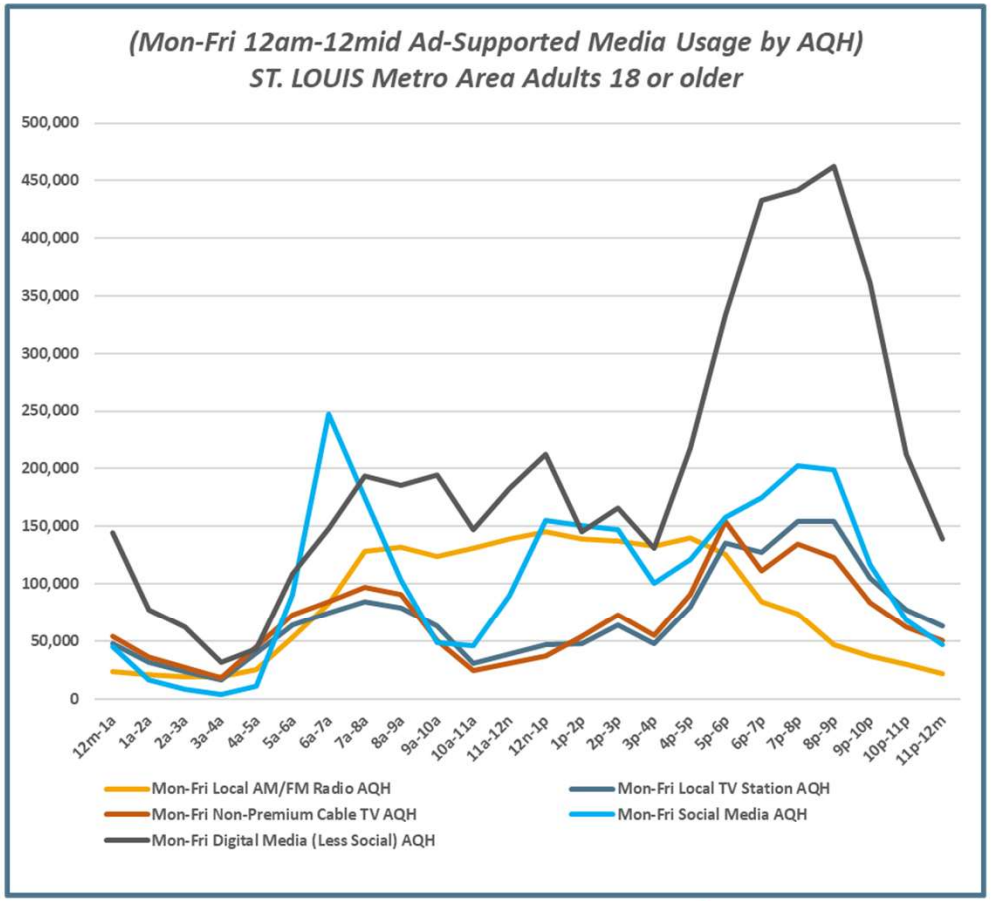
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,625; Social Media: 6,087; Local Radio: 3,917; Non-Prem. Cable: 3,010; Local TV: 2,690 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

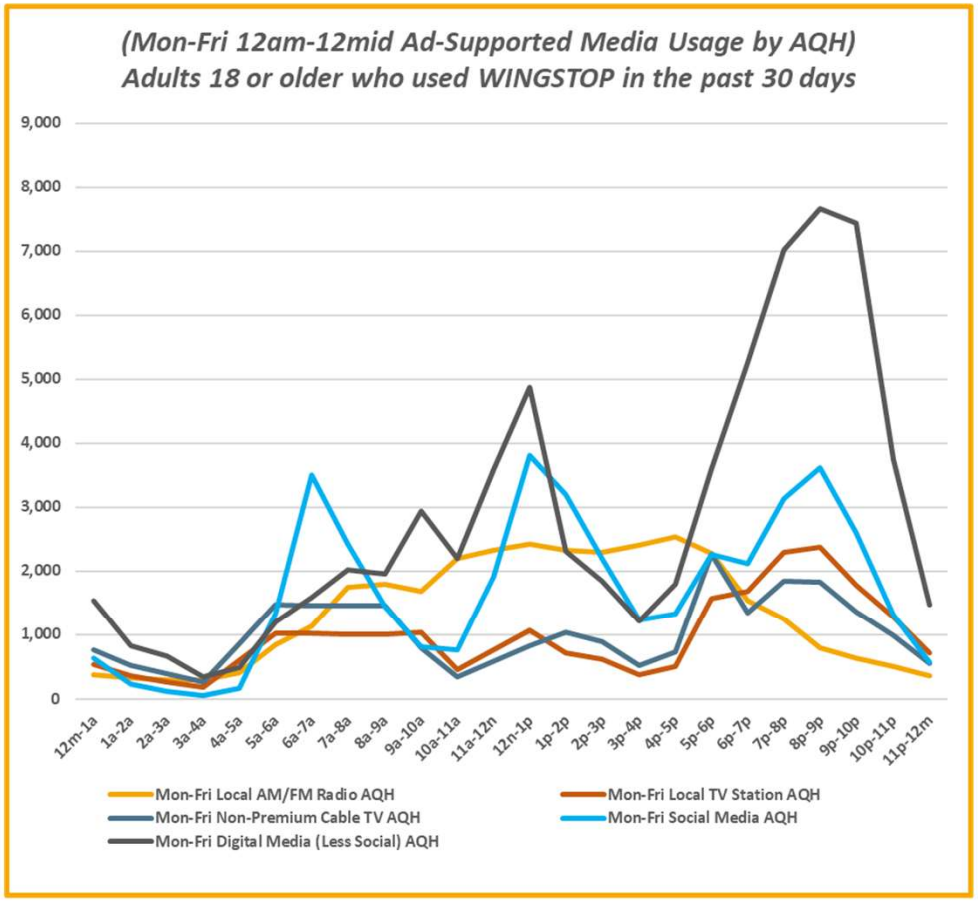
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

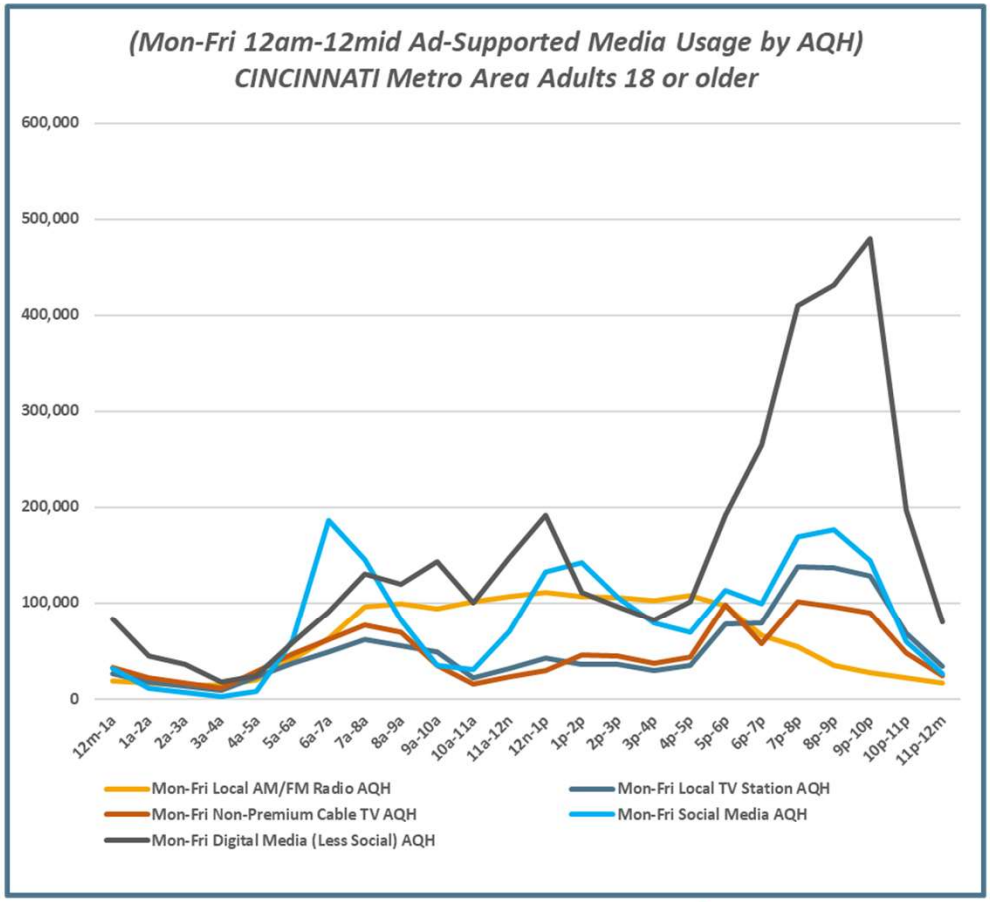
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,704; Social Media: 2,074; Local Radio: 2,048; Non-Prem. Cable: 1,052; Local TV: 907 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





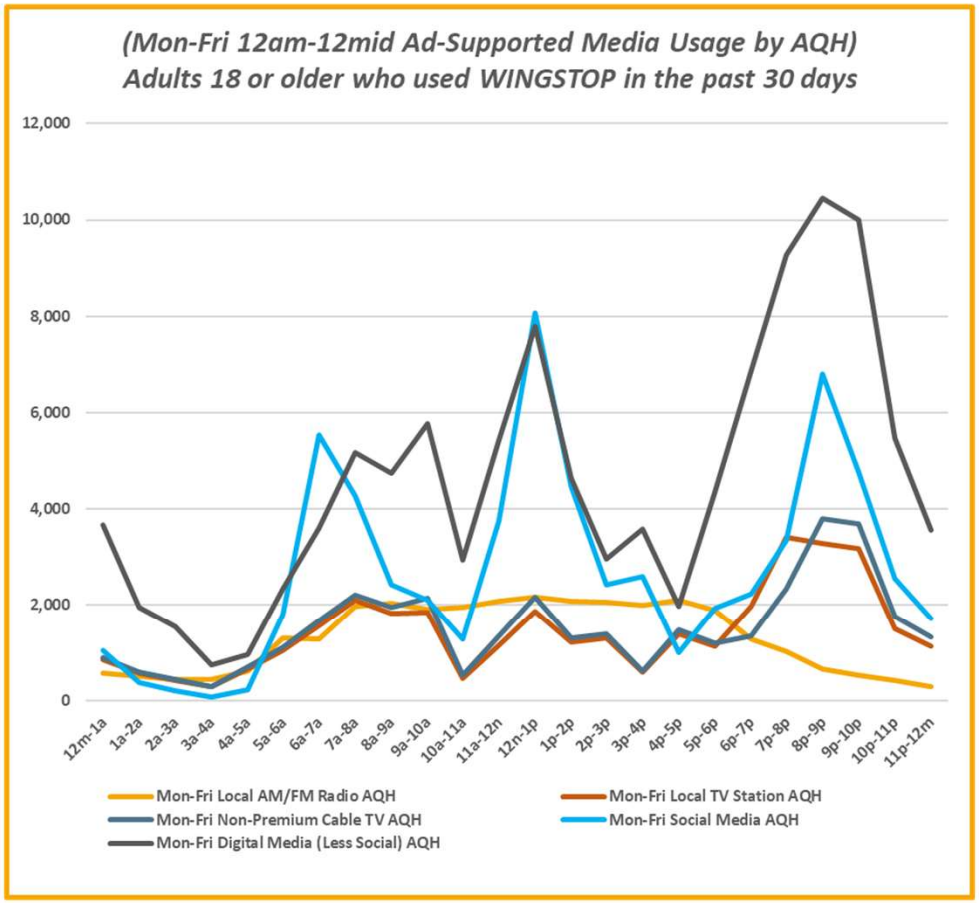
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

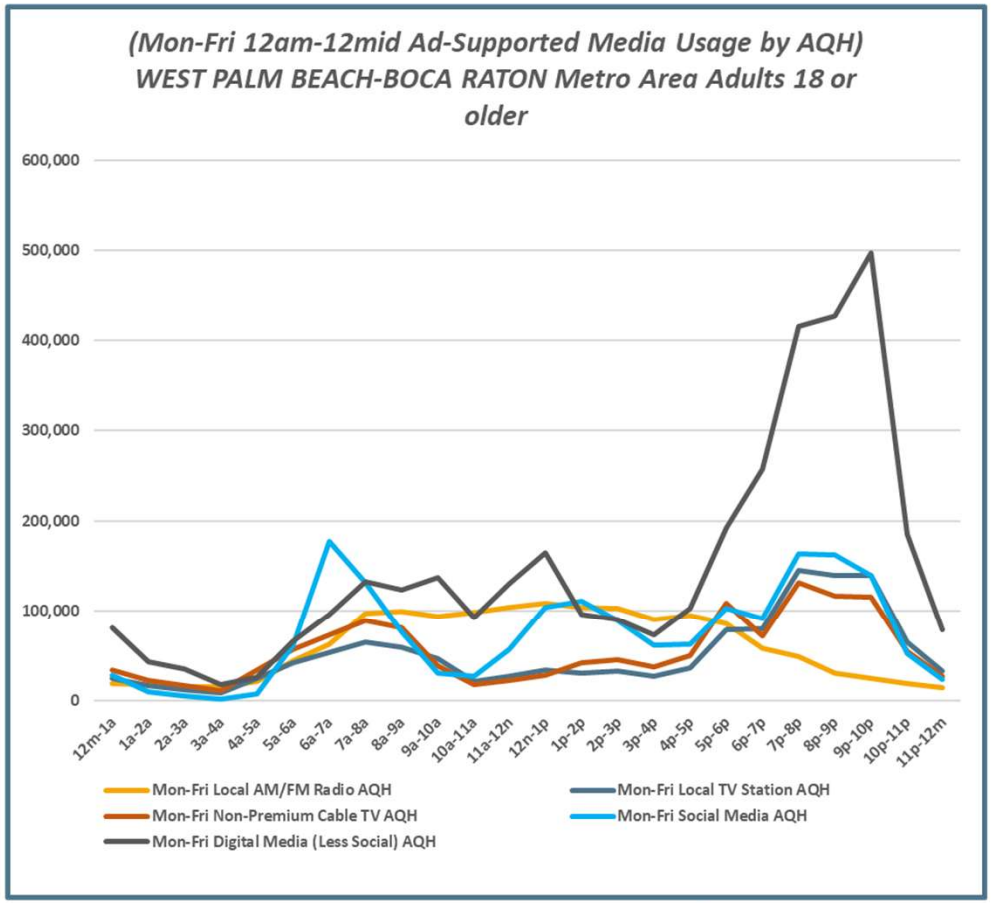
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,594; Social Media: 3,231; Local Radio: 1,899; Non-Prem. Cable: 1,482; Local TV: 1,412 reaching Adults 18 or older who used WINGSTOP in the past 30 days.





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

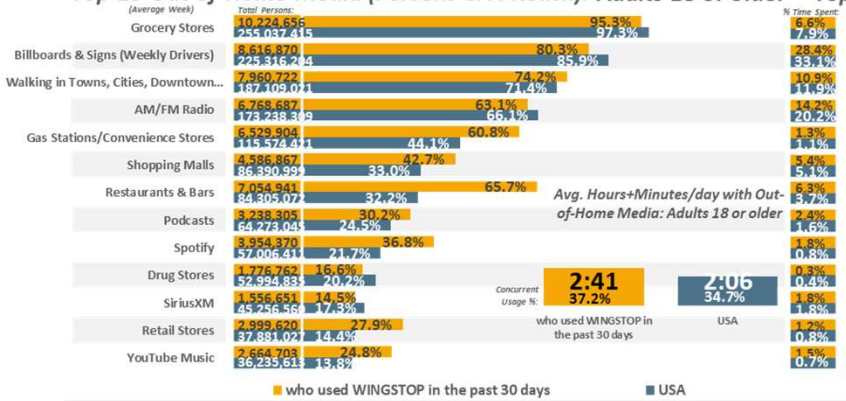
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

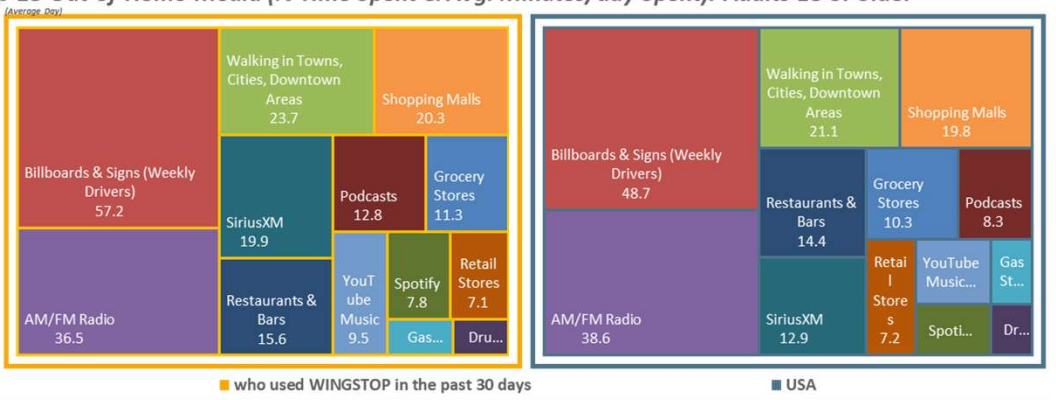


8,616,870 or 80.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 33.3 minutes/day.

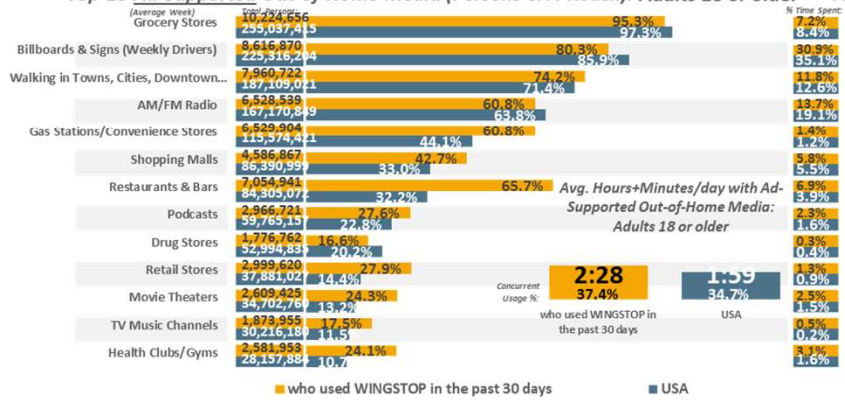
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



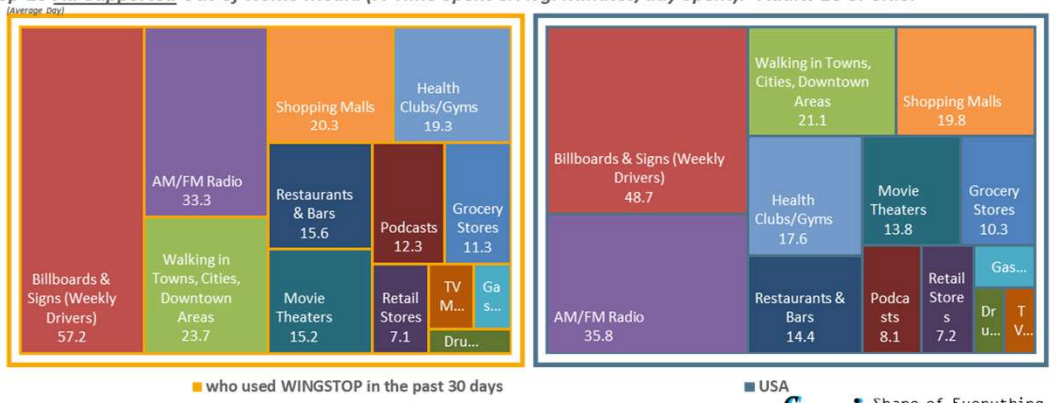
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

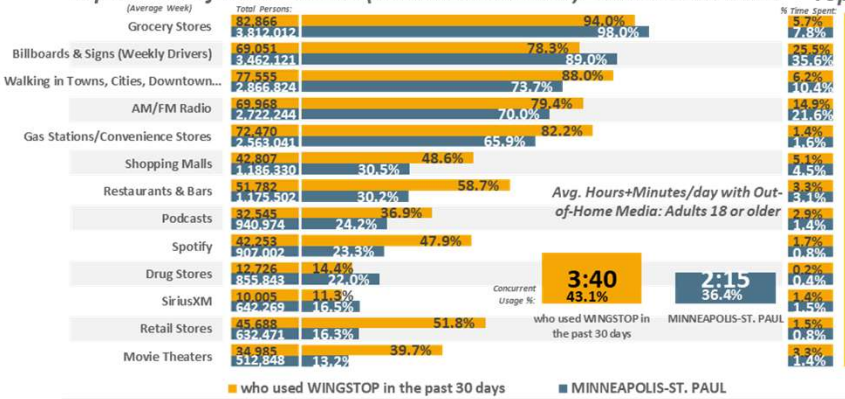
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

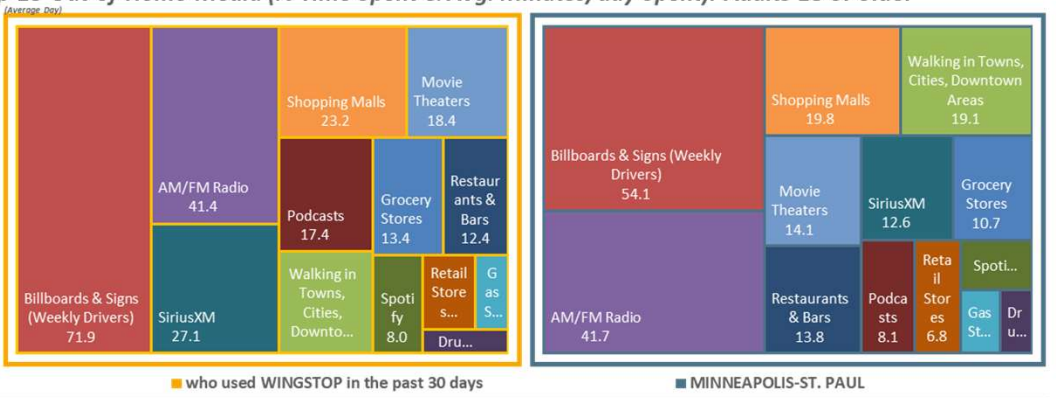


69,051 or 78.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 71.9 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minutes/day.

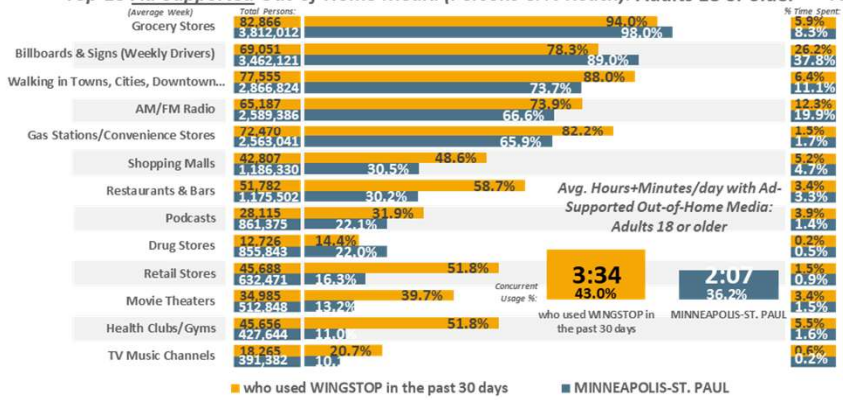
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



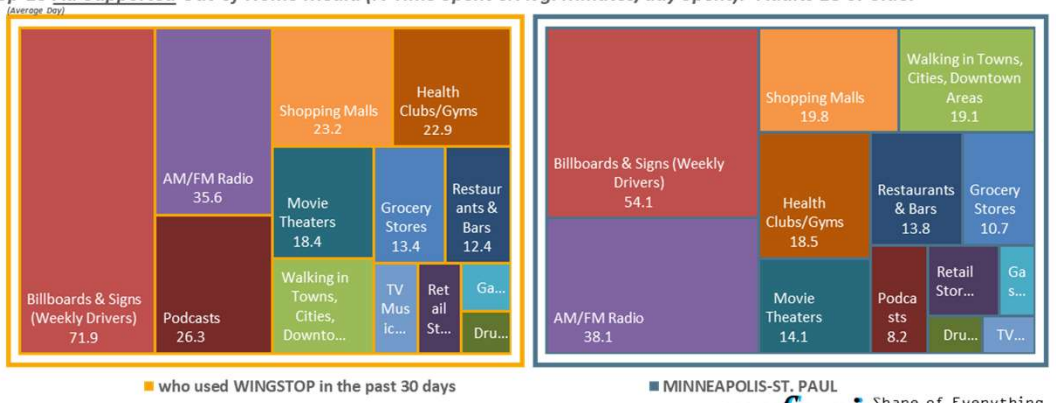
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

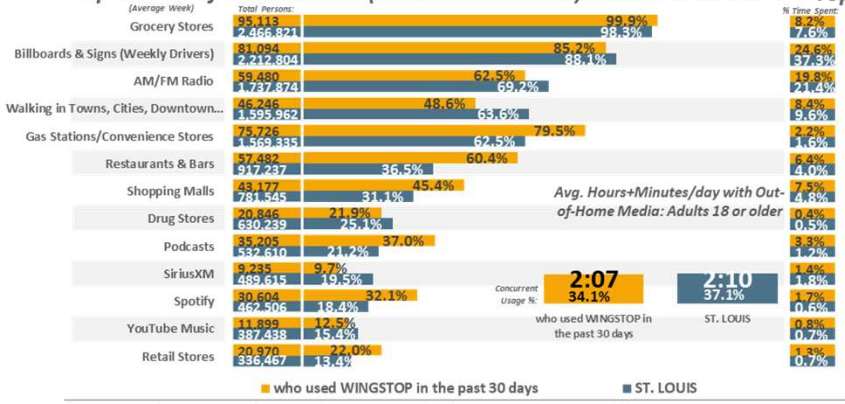
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

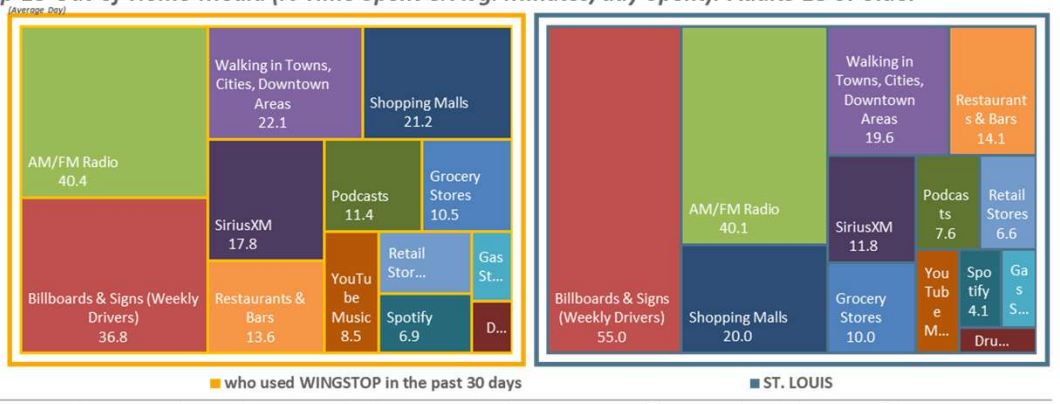
Quick service restaurants used past 30 days: Wingstop

81,094 or 85.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 36.8 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

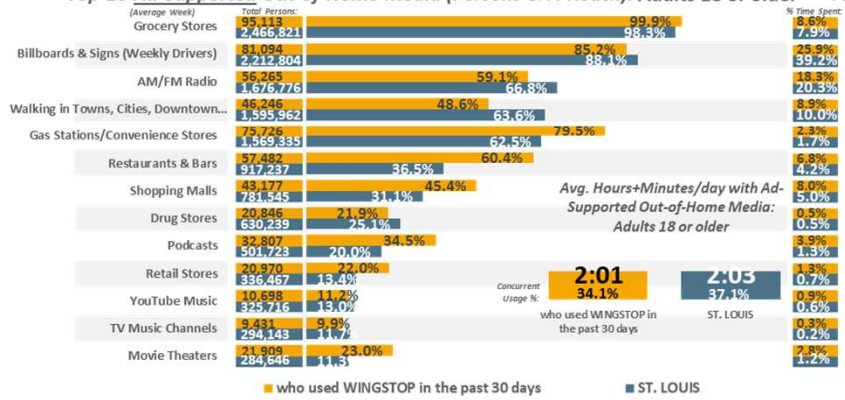
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

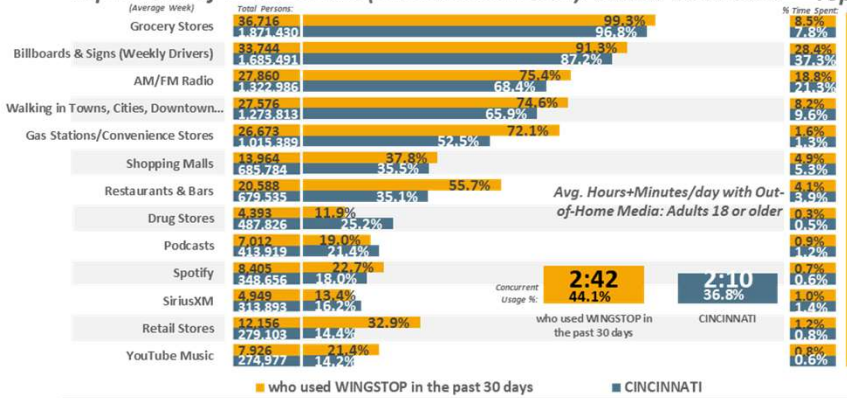
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

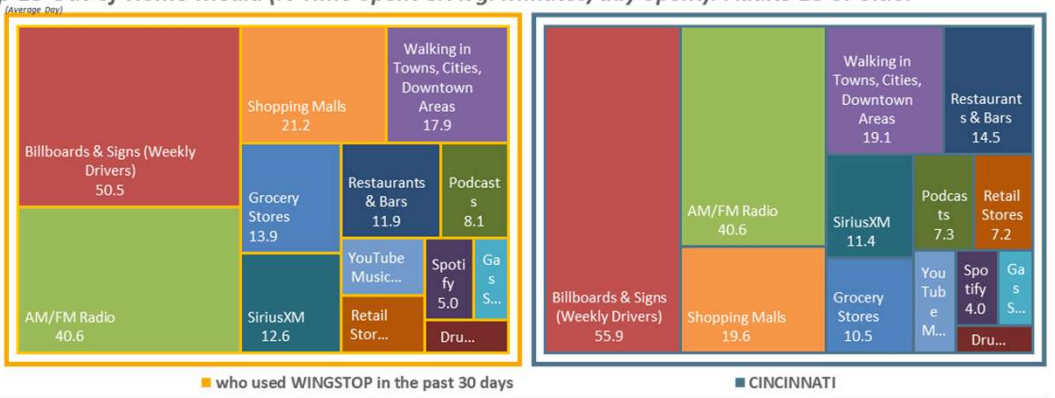


33,744 or 91.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 39.1 minutes/day.

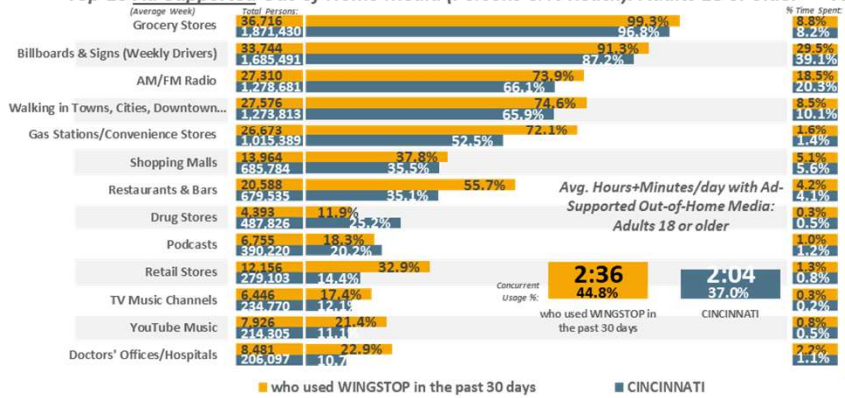
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



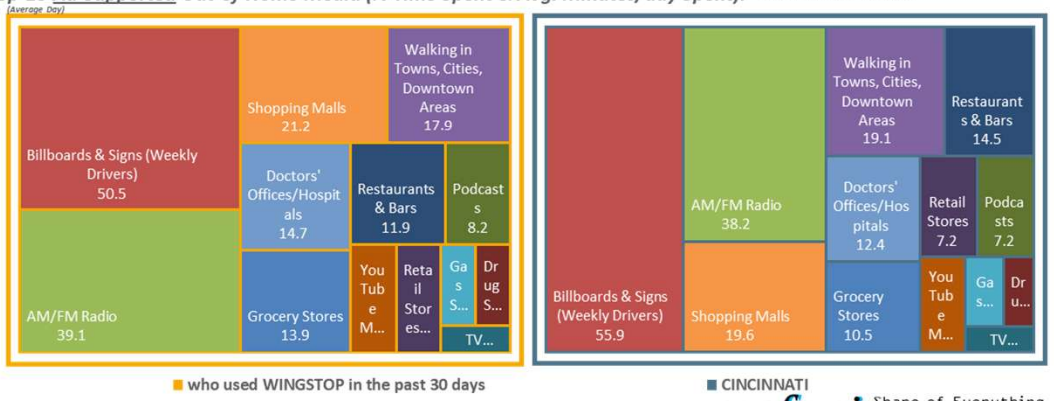
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

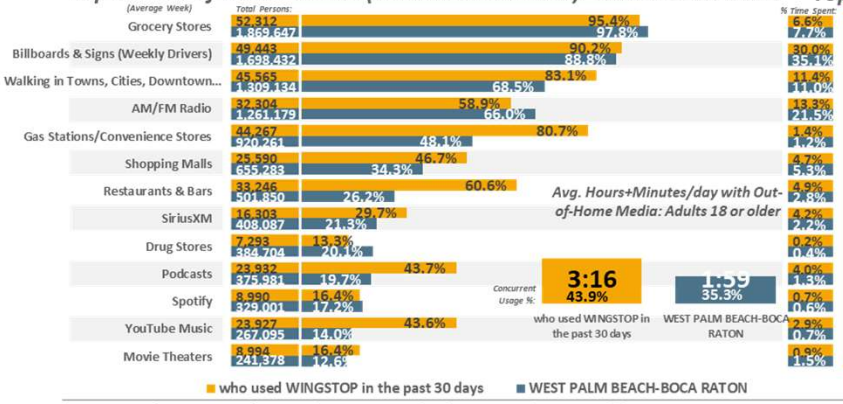
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

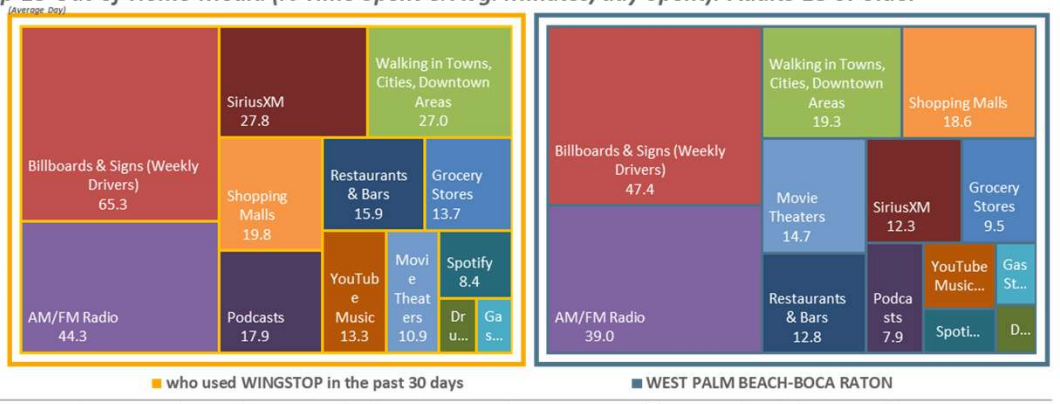


49,443 or 90.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs. 48.% Listen to Local Radio Stations Out-of-Home for an average of 31.6 minutes/day.

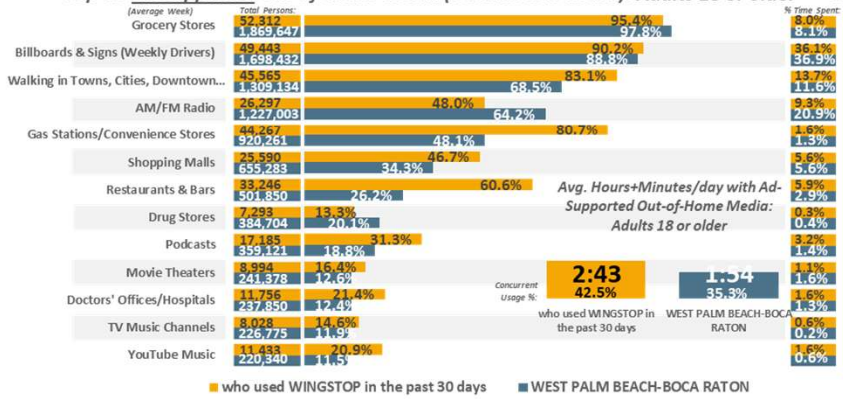
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



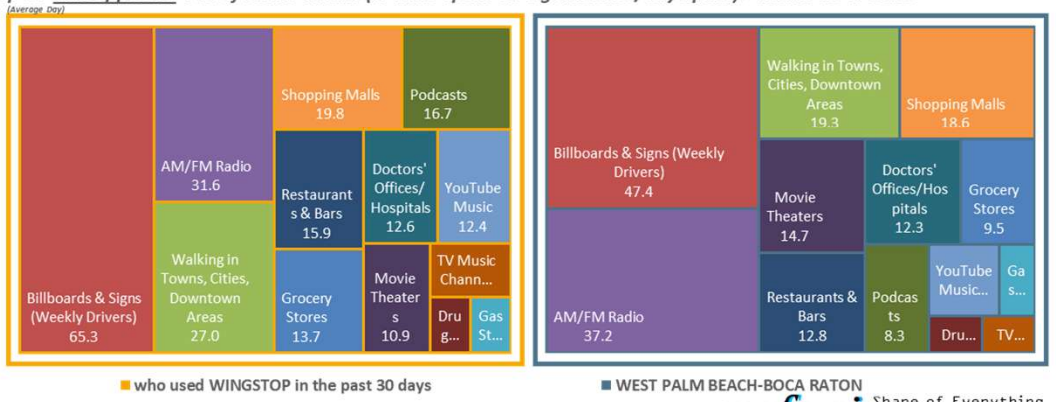
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

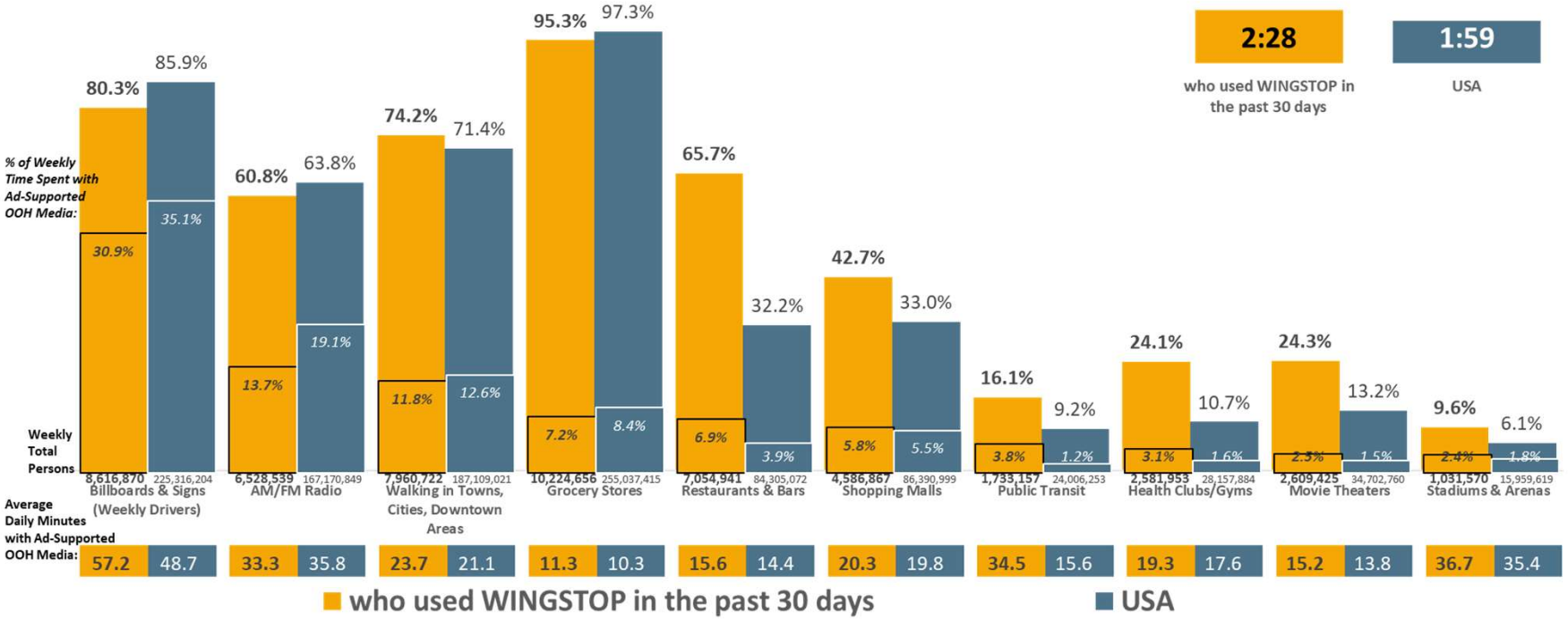
Quick service restaurants used past 30 days: Wingstop



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

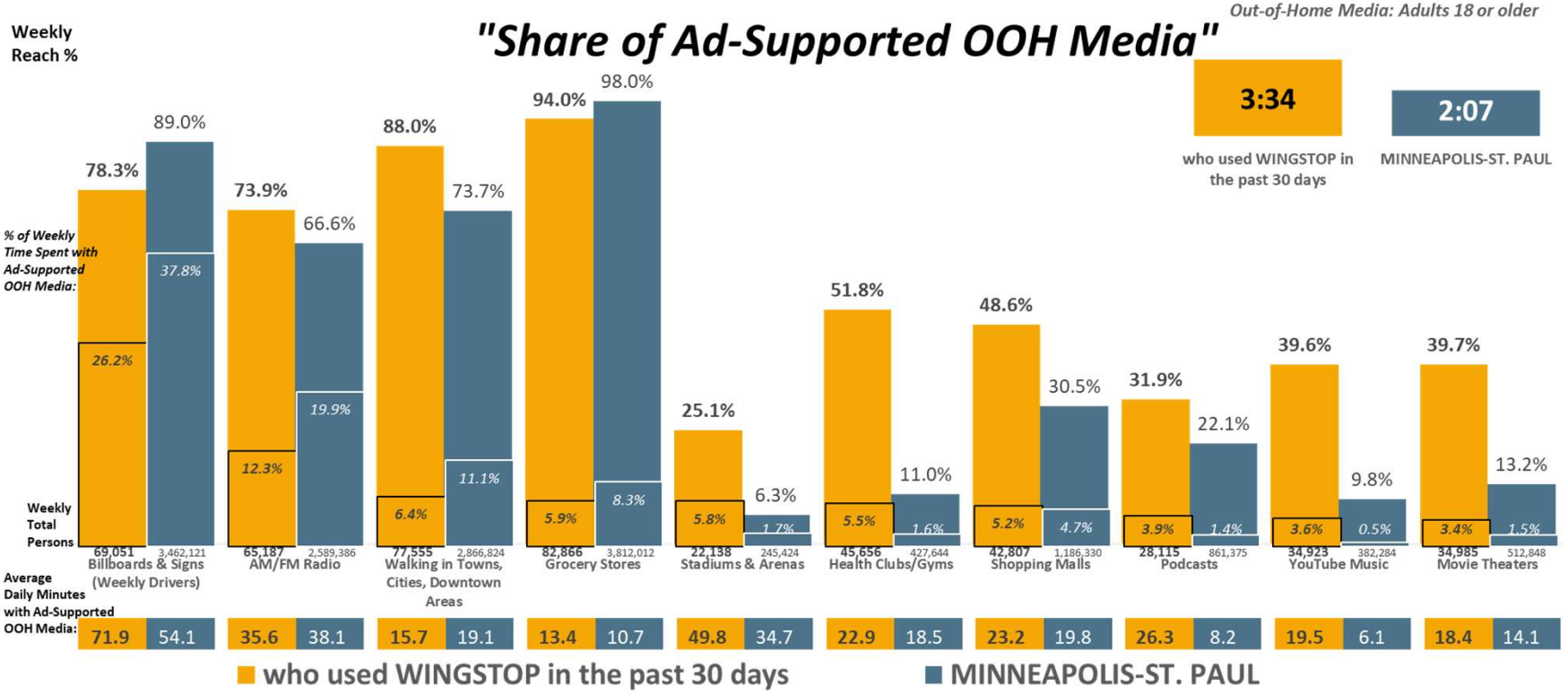
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



69,051 or 78.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 71.9 minutes per day driving, seeing Billboards and Signs representing 26.2% 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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

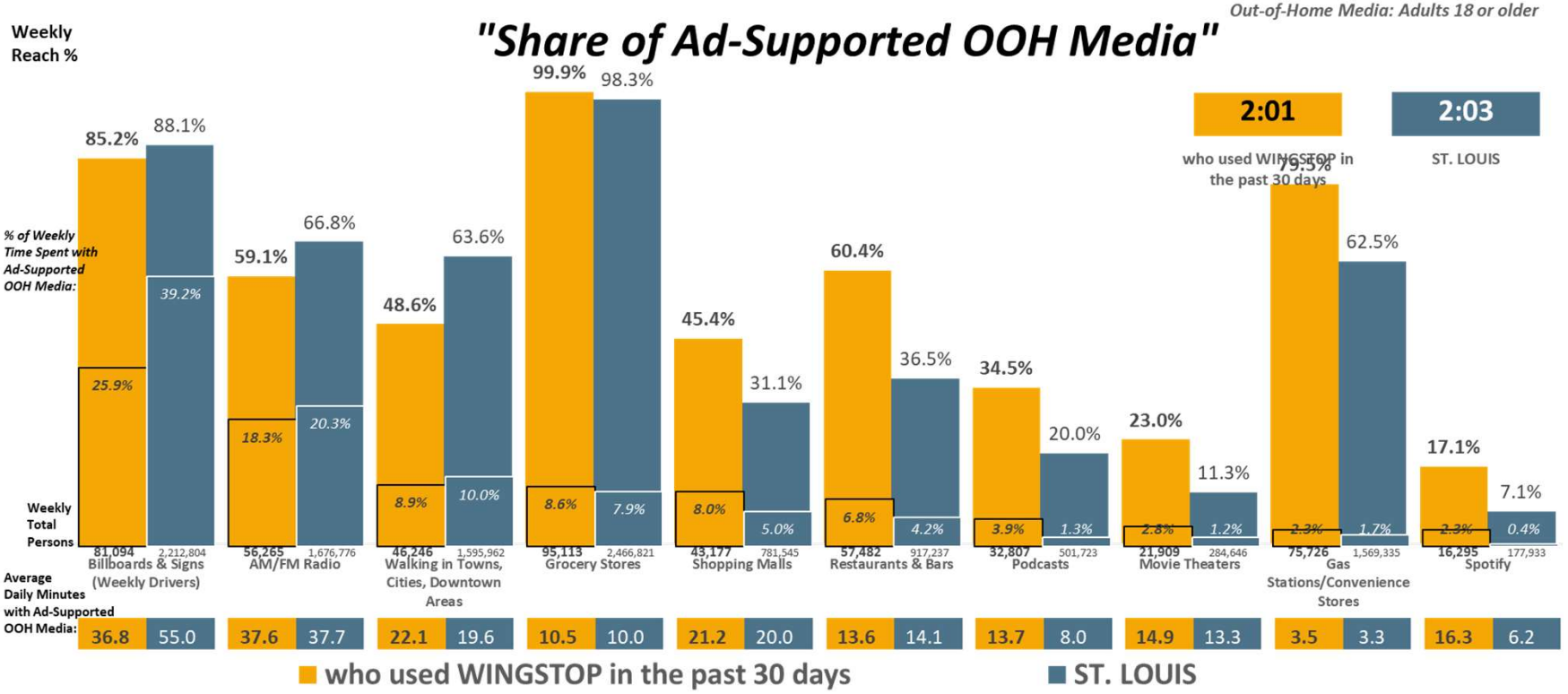
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

81,094 or 85.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 36.8 minutes per day driving, seeing Billboards and Signs representing 25.9% 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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

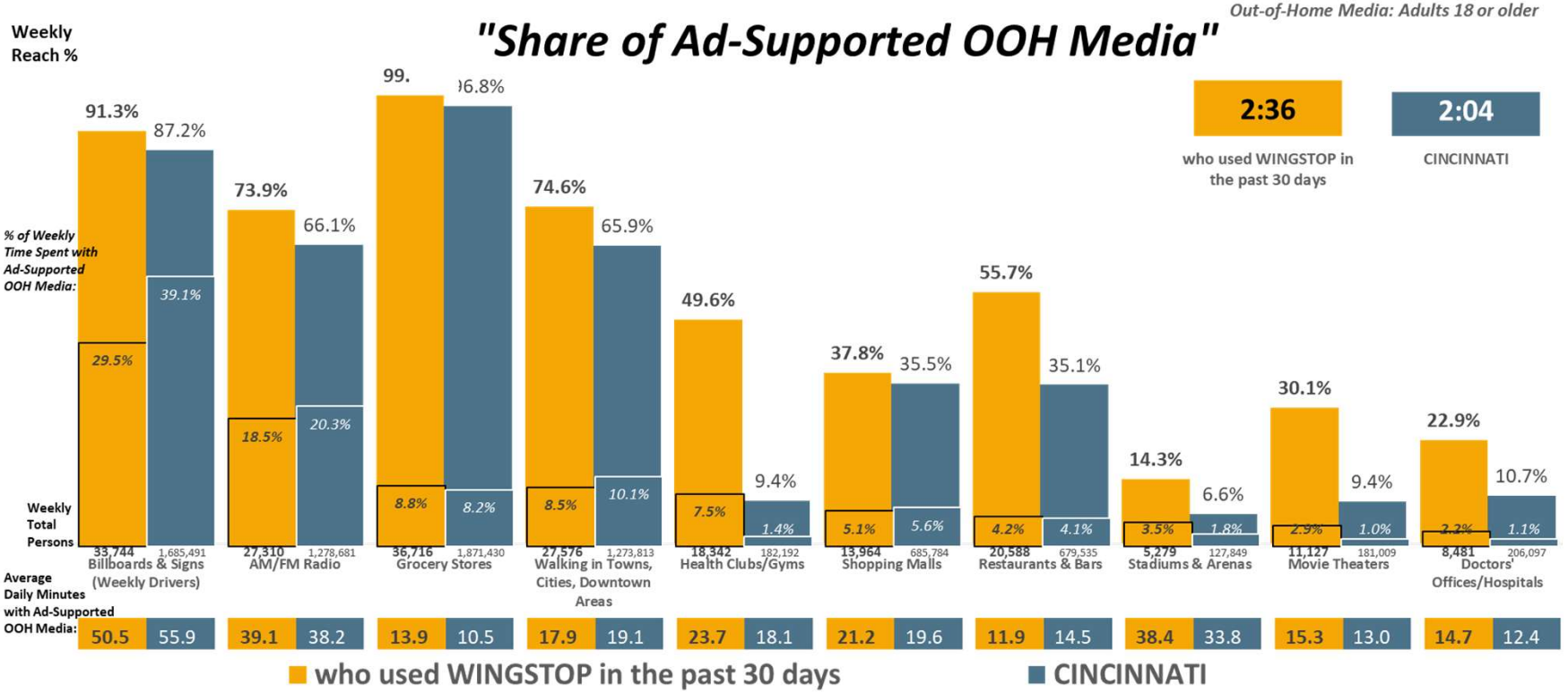
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop



33,744 or 91.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 50.5 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

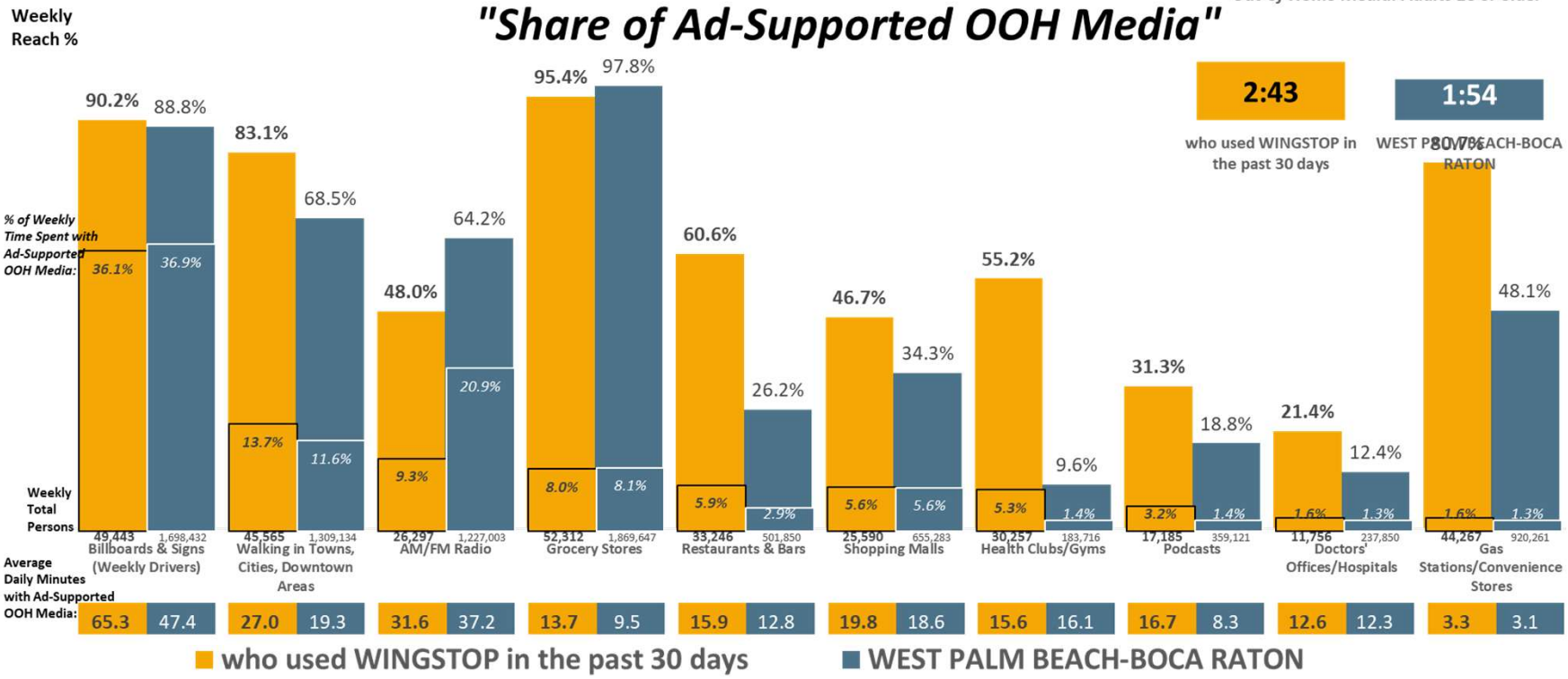
Quick service restaurants used past 30 days: Wingstop



49,443 or 90.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 65.3 minutes per day driving, seeing Billboards and Signs representing 36.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

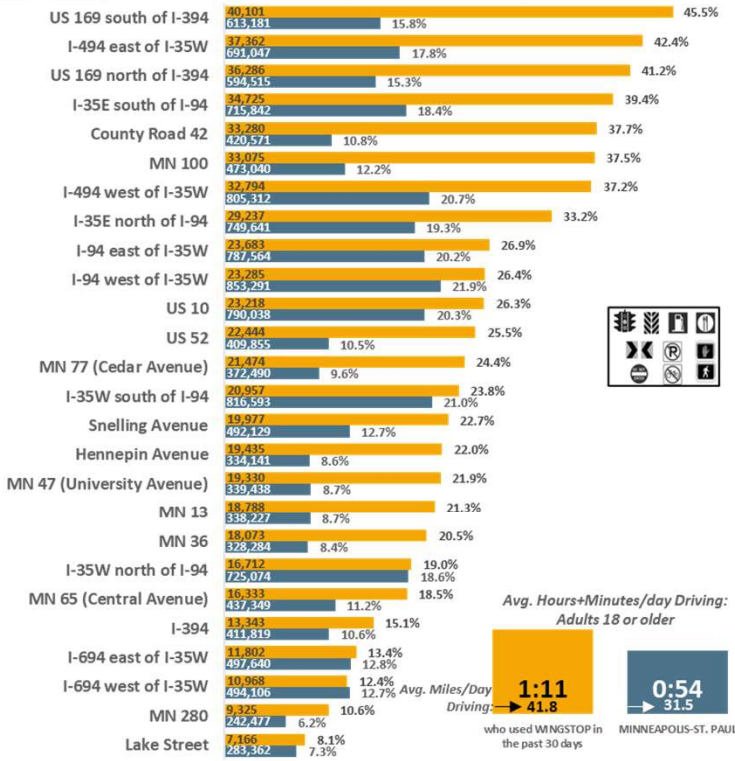
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wingstop

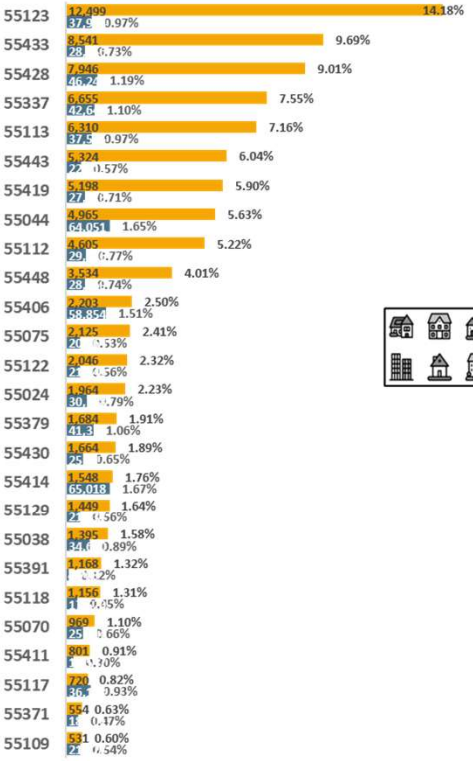


69,051 or 78.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 71.9 minutes per day driving an average of 41.8 miles each day and are 249.1% more likely to use County Road 42 than the Metro average.

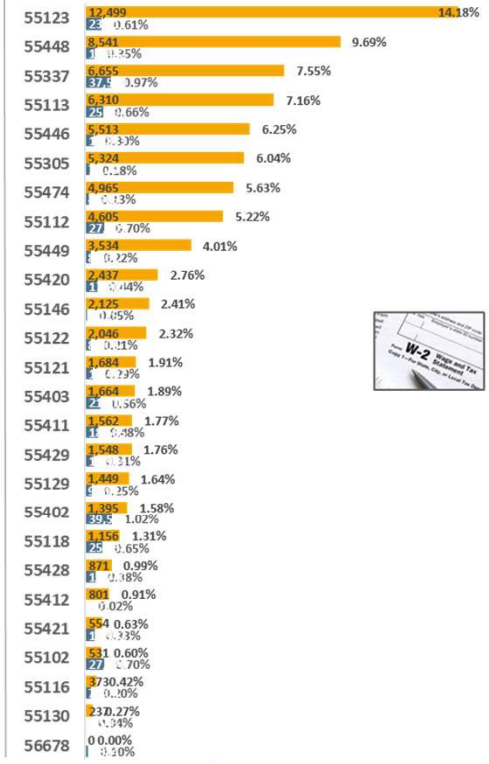
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

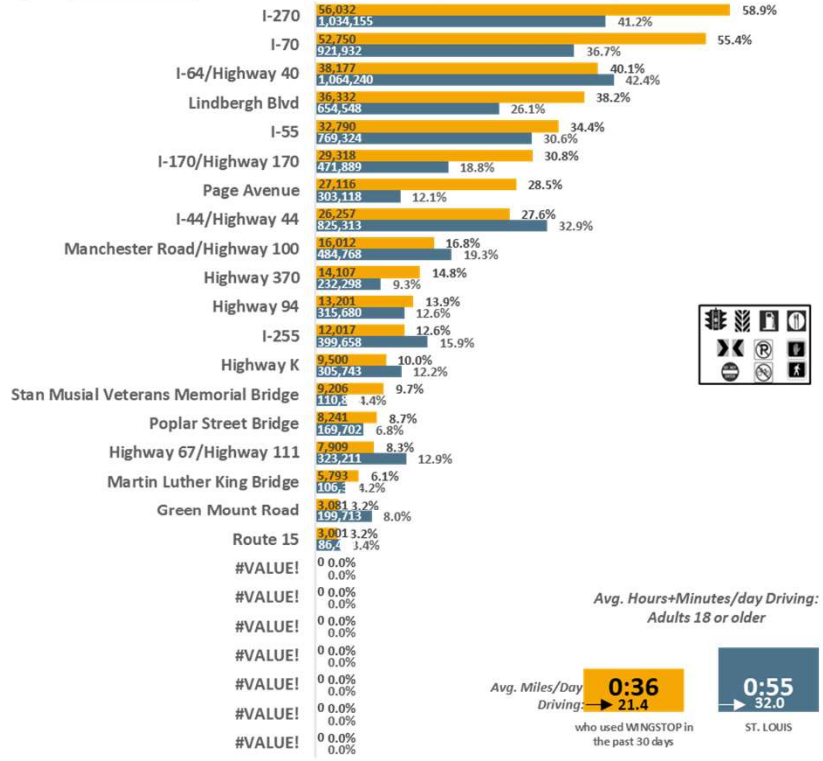
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

81,094 or 85.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 36.8 minutes per day driving an average of 21.4 miles each day and are 135.9% more likely to use Page Avenue than the Metro average.

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

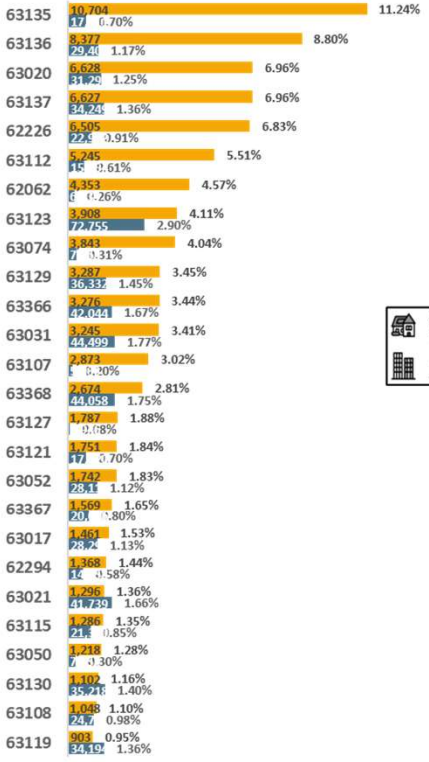


Avg. Hours+Minutes/day Driving: Adults 18 or older

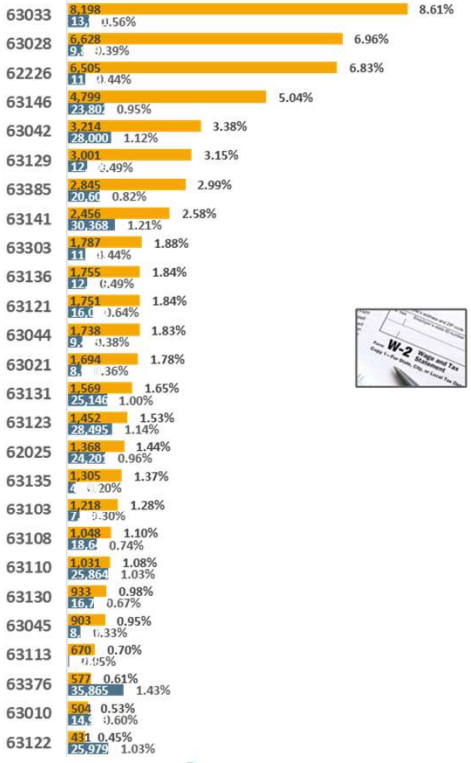
Avg. Miles/Day Driving: 0:36 → 21.4 (who used WINGSTOP in the past 30 days)

0:55 → 32.0 (ST. LOUIS)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

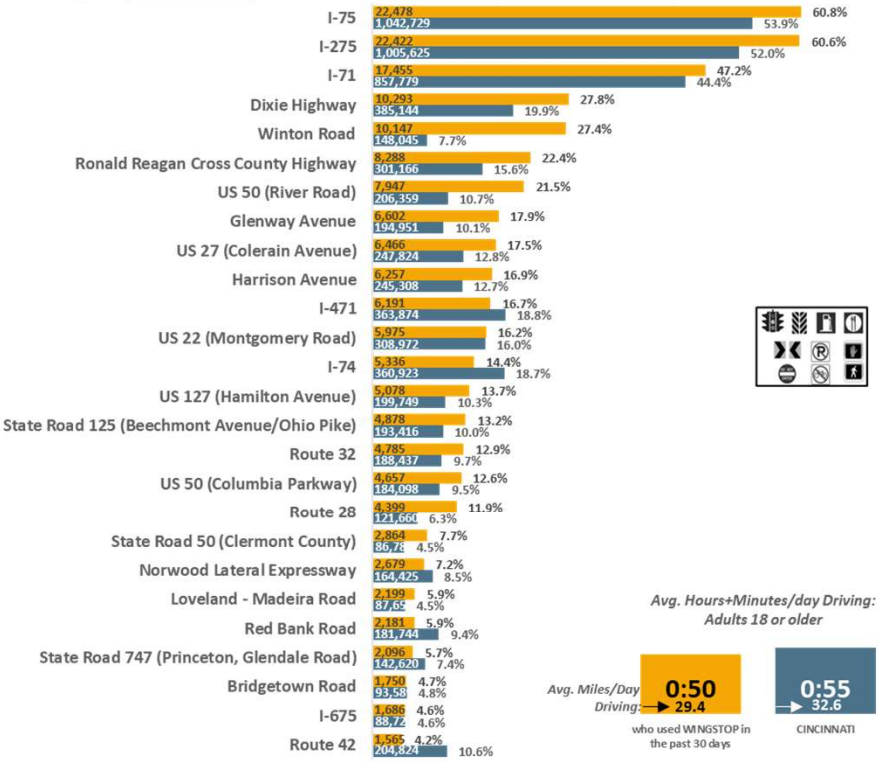
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop



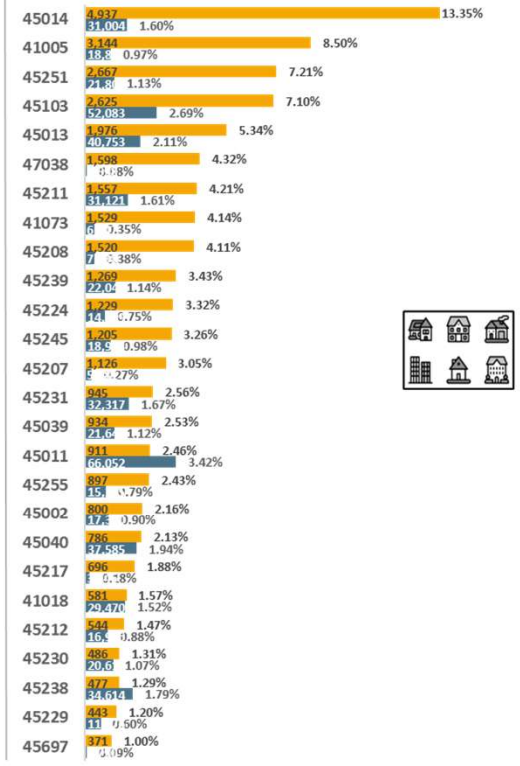
33,744 or 91.3% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 50.5 minutes per day driving an average of 29.4 miles each day and are 258.4% more likely to use Winton Road than the Metro average.

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

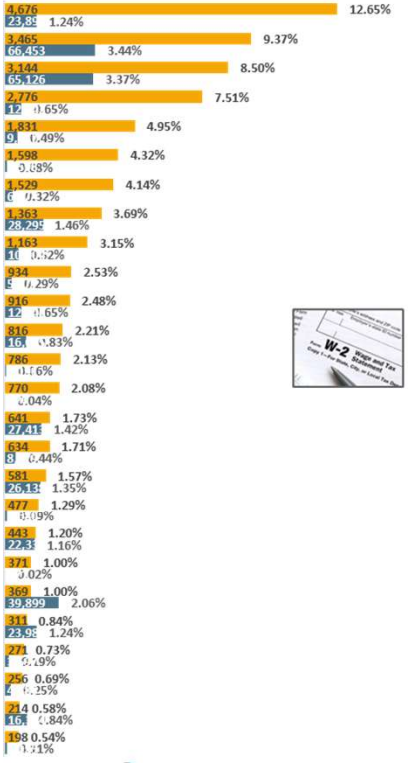


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

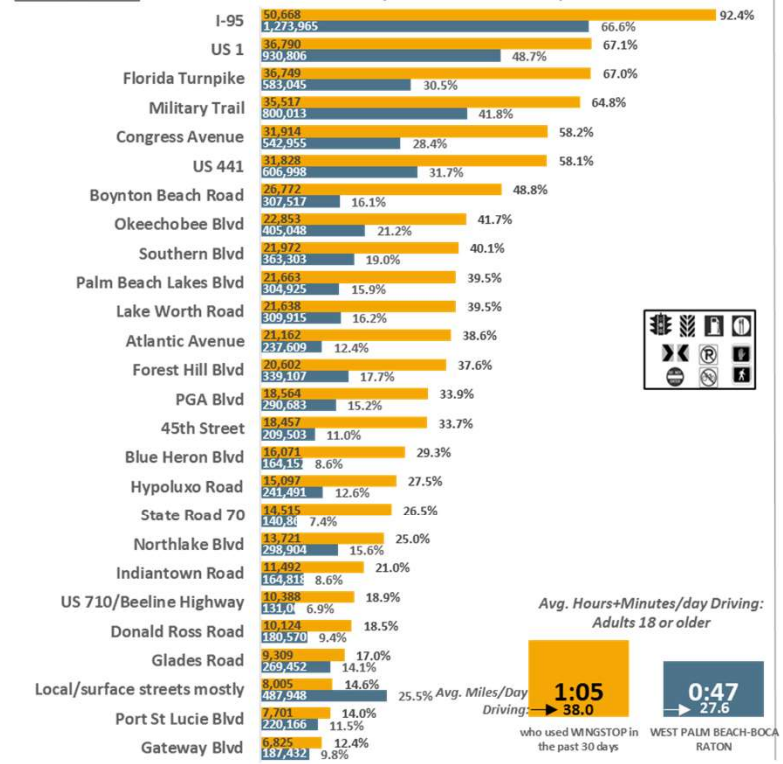
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Wingstop

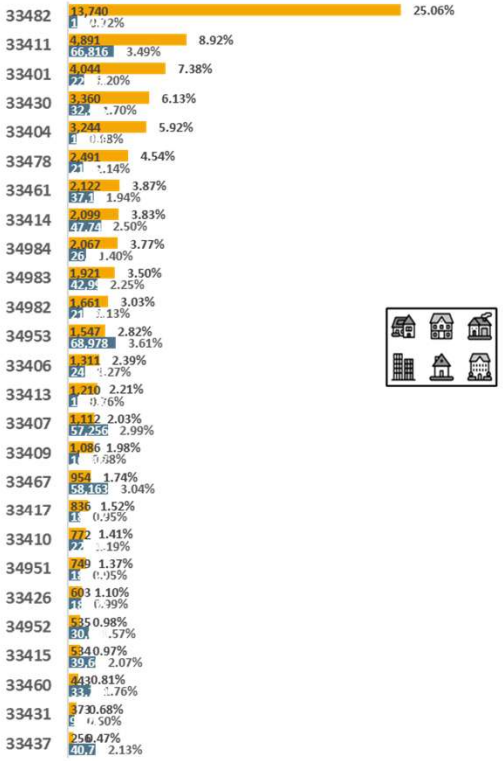


49,443 or 90.2% of Adults 18 or older who used WINGSTOP in the past 30 days spend an average of 65.3 minutes per day driving an average of 38. miles each day and are 259.4% more likely to use State Road 70 than the Metro average.

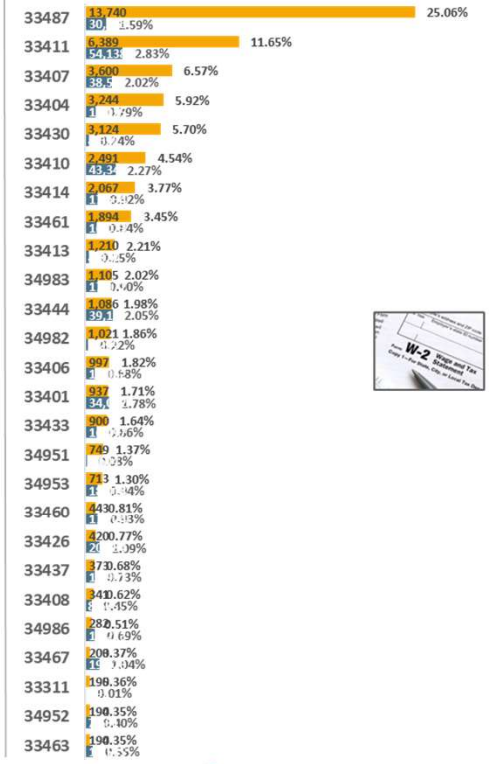
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



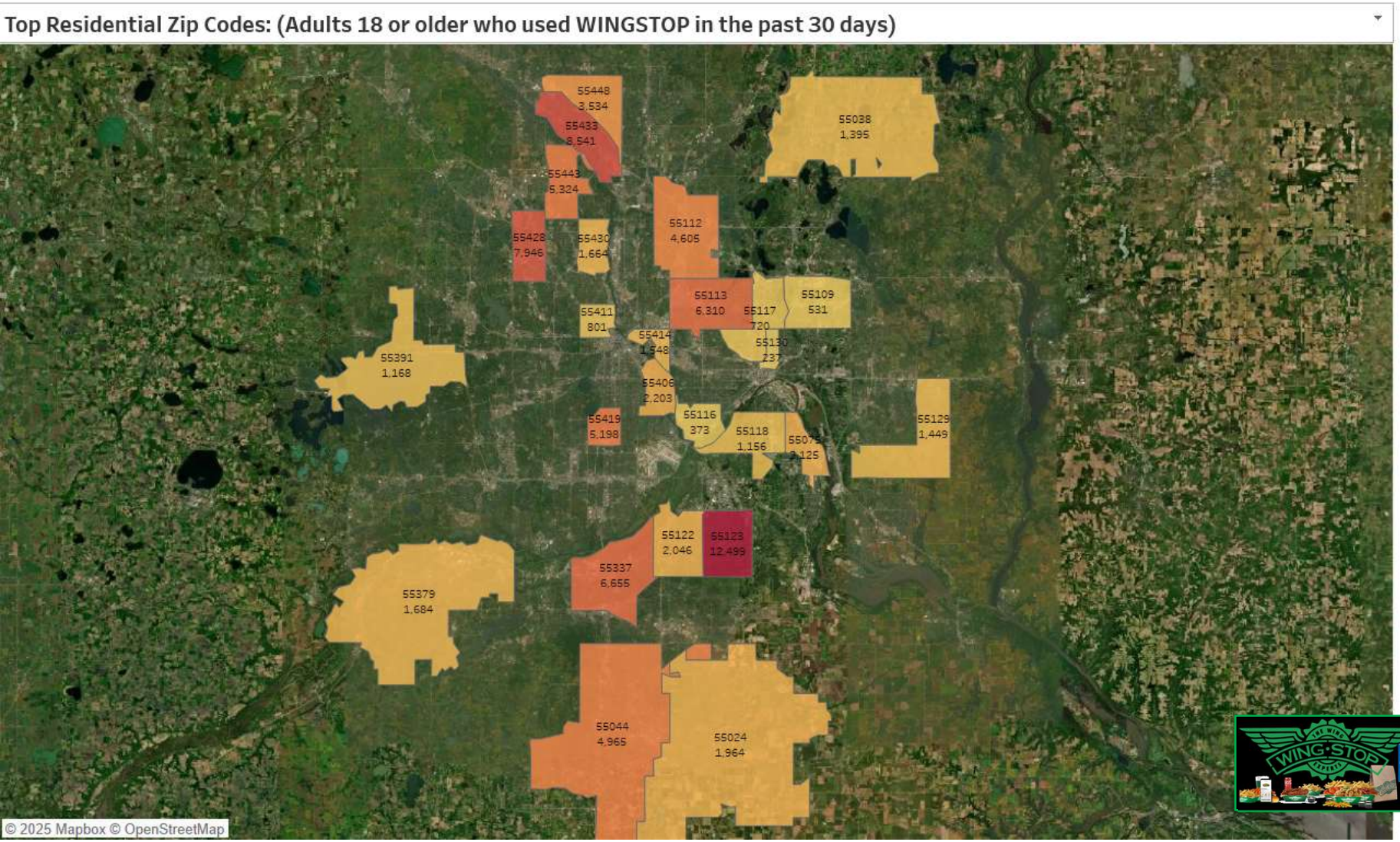
soefa.ai Share of Everything for Anything ©

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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 ...

237 12,499

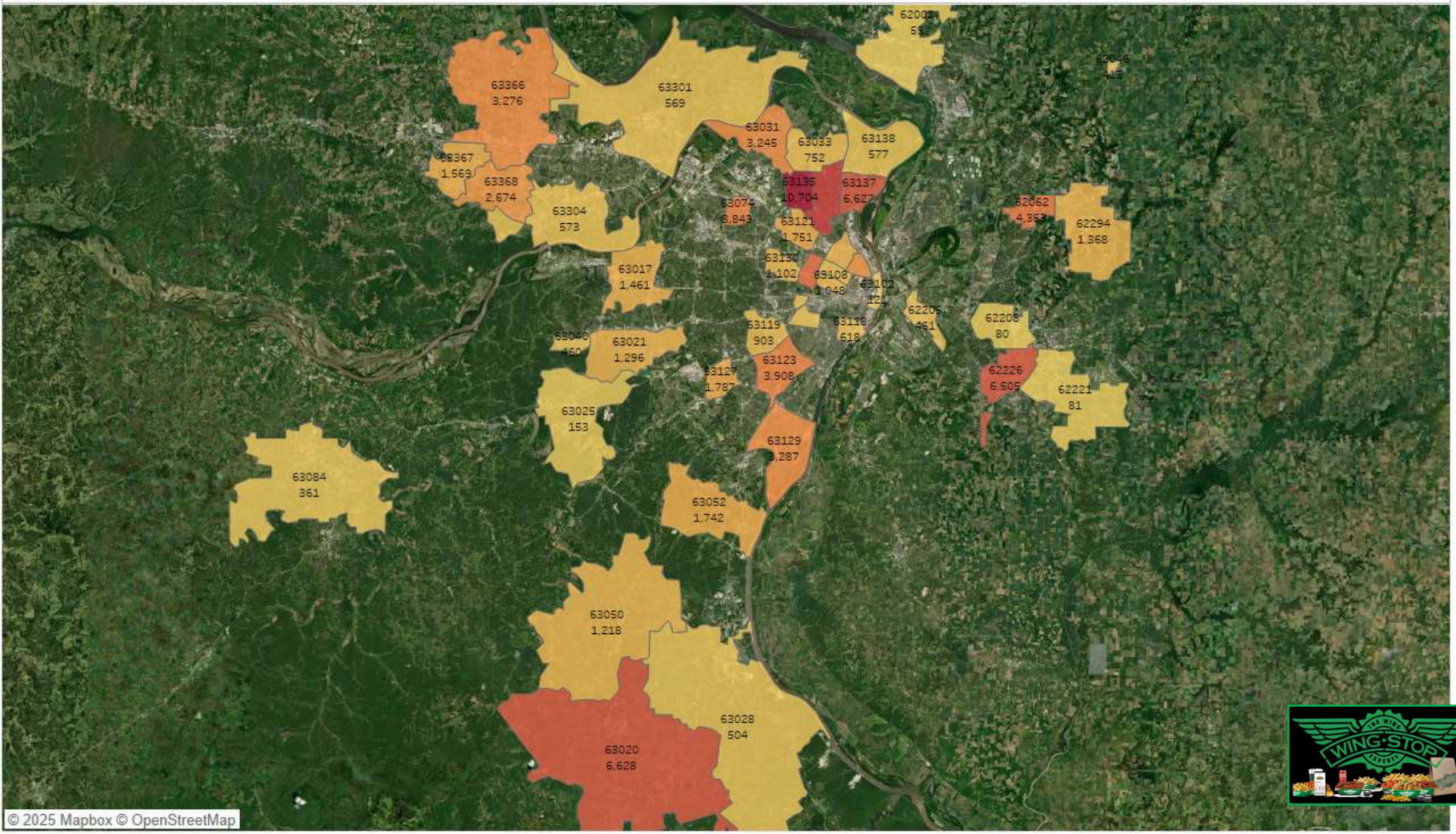
MSP

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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 ...

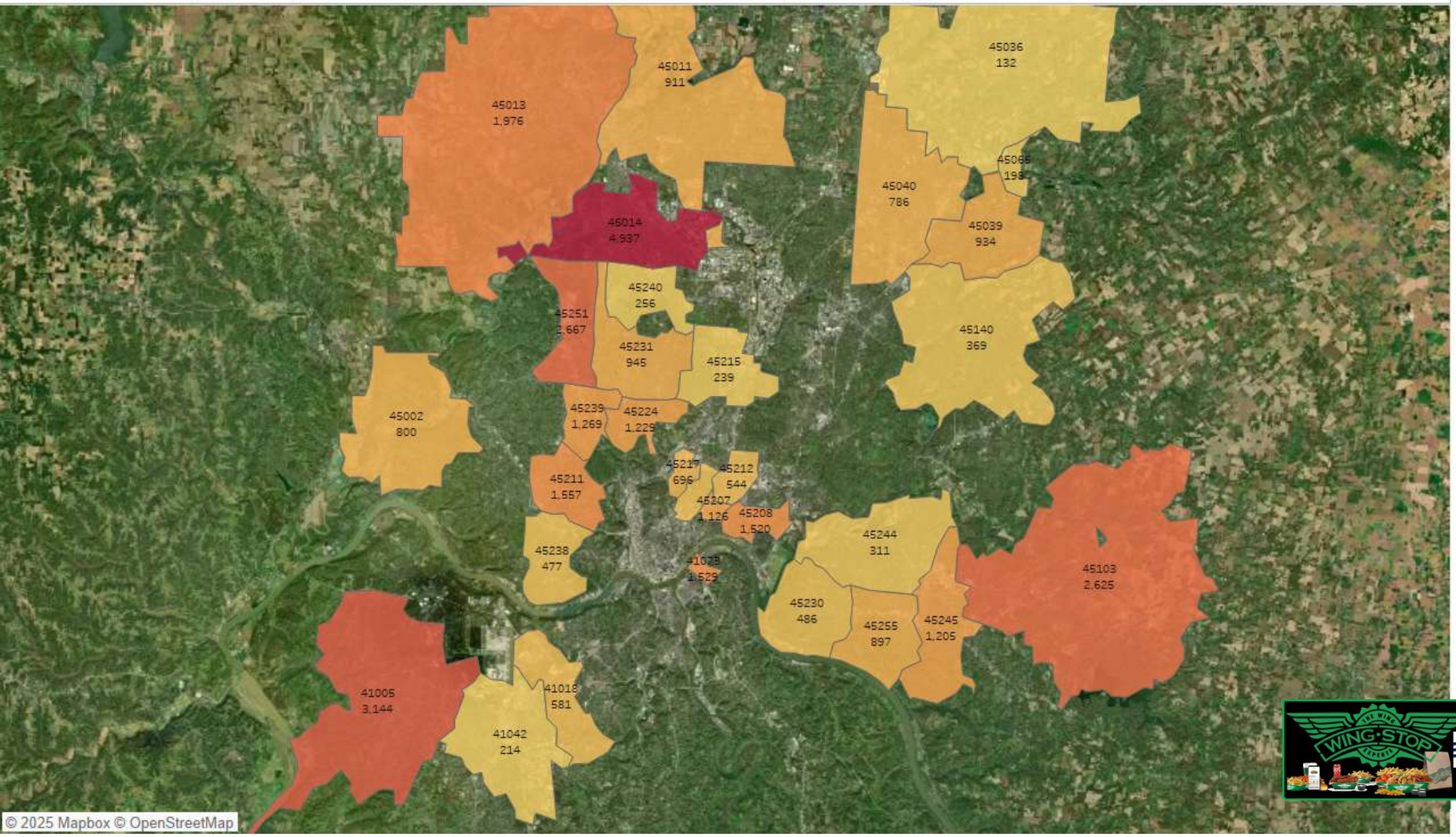
59 10,704

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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 ...

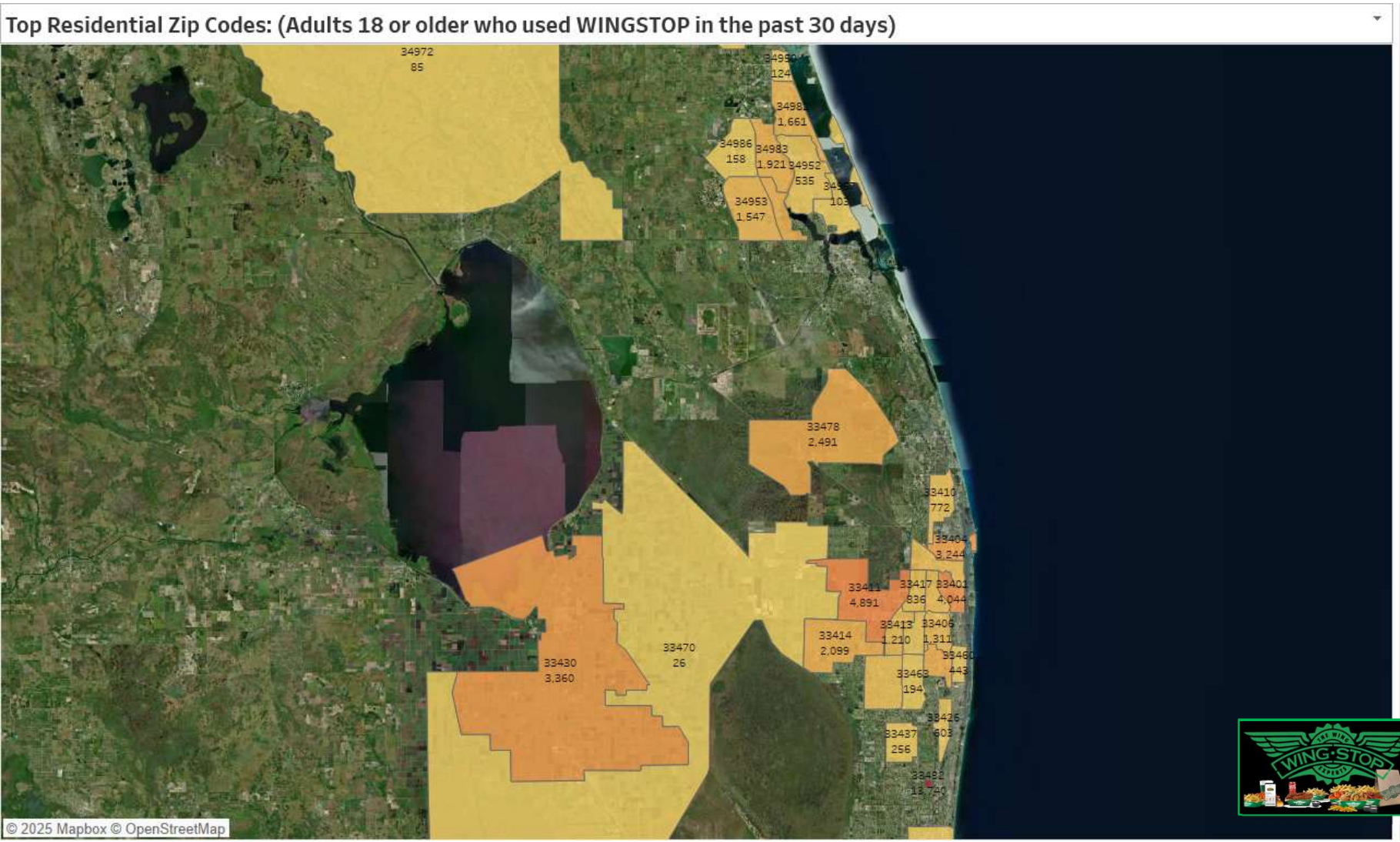
132 4,937

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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 ...

26 13,740

WPB

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

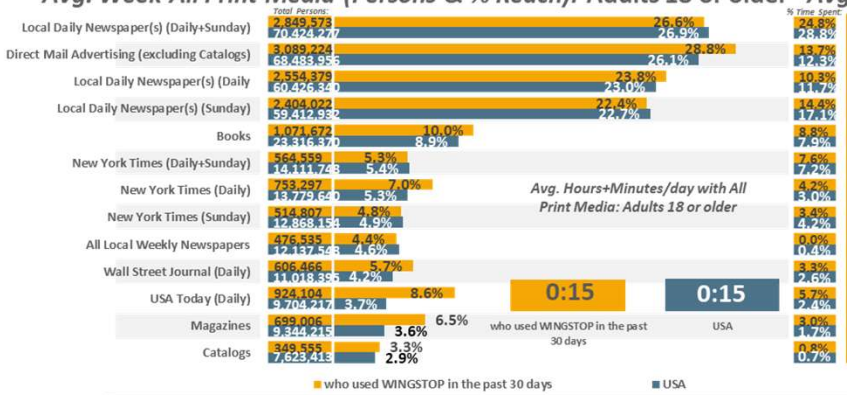
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Wingstop

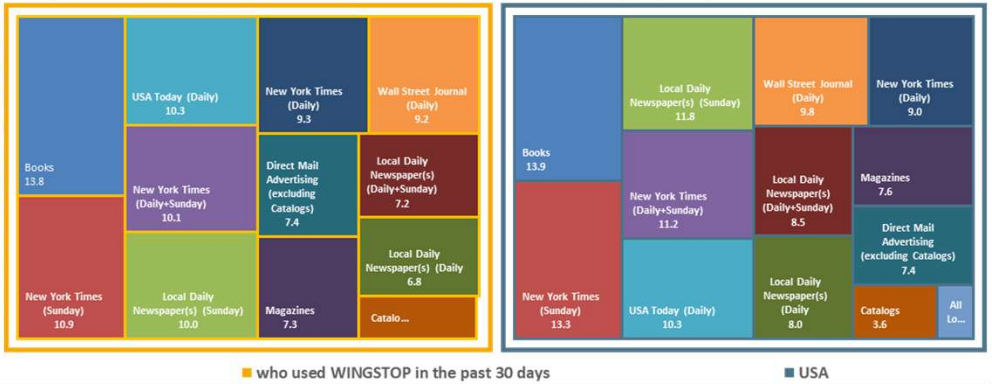


2,849,573 or 26.6% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

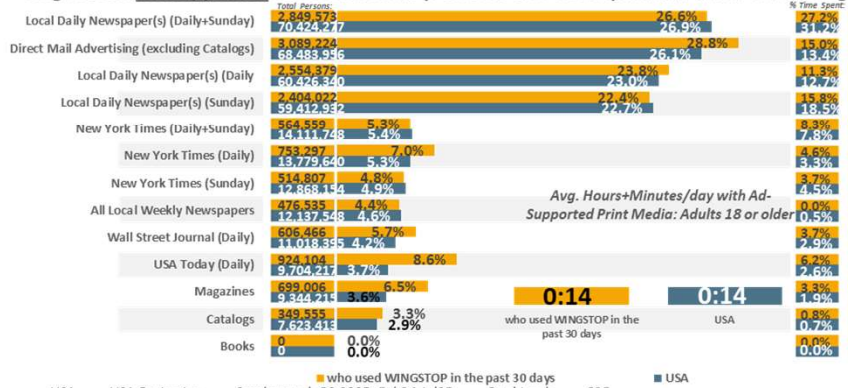
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



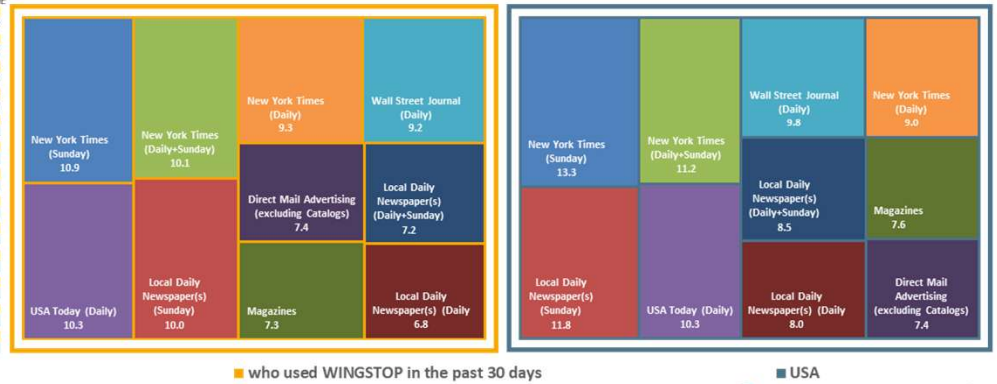
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

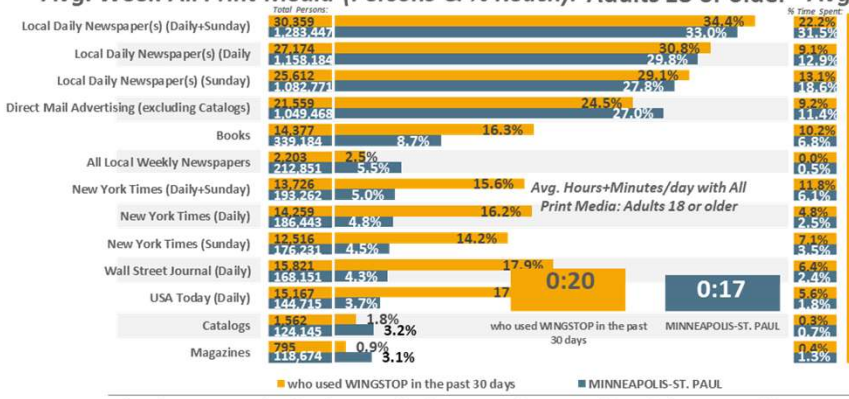
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

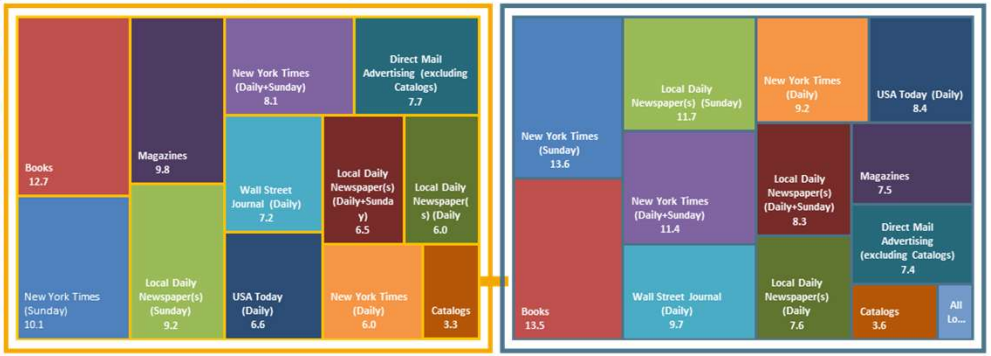


30,359 or 34.4% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.5 minutes every day representing 24.7% of all time spent daily with All forms of Print Media.

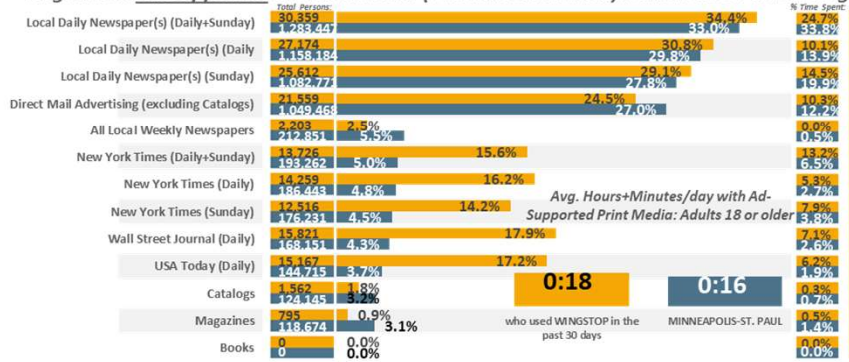
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 32

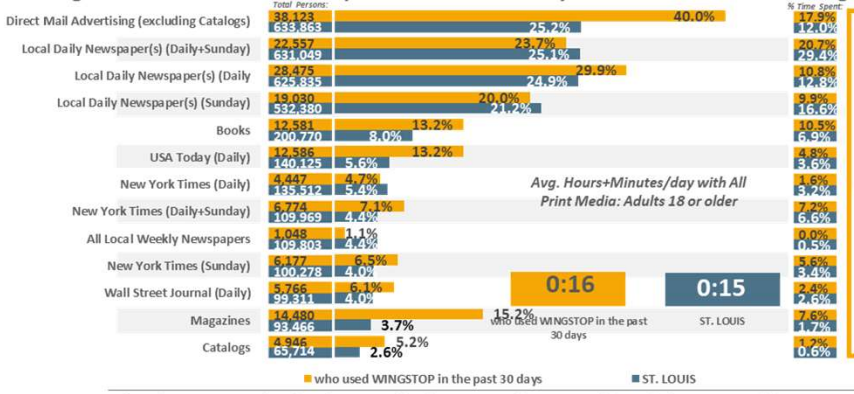
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

22,557 or 23.7% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6. minutes every day representing 23.2% of all time spent daily with All forms of Print Media.

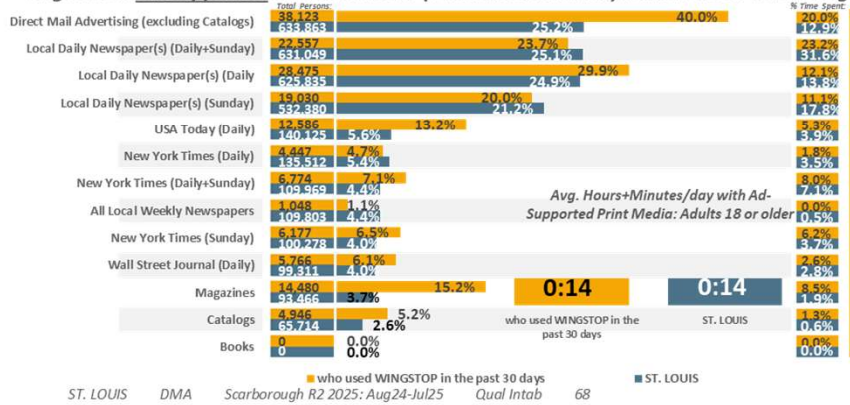
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



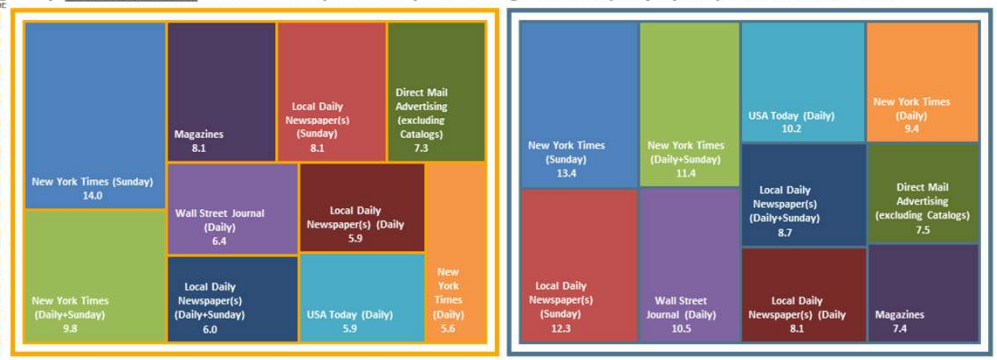
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 68

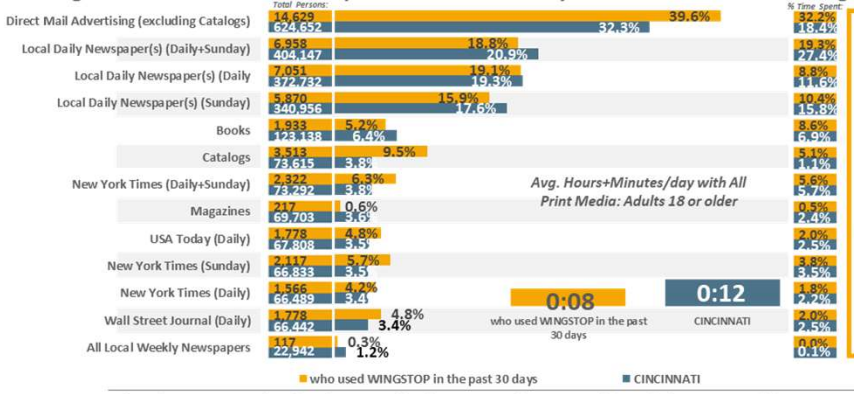
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

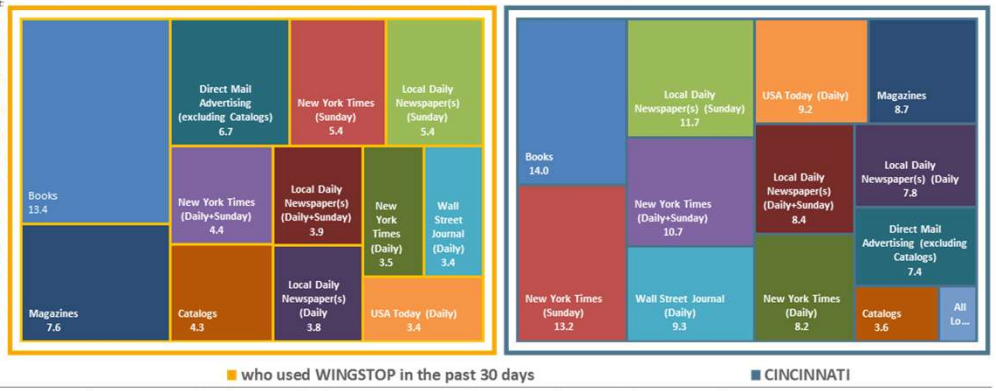
Quick service restaurants used past 30 days: Wingstop

14,629 or 39.6% of Adults 18 or older who used WINGSTOP in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 6.7 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

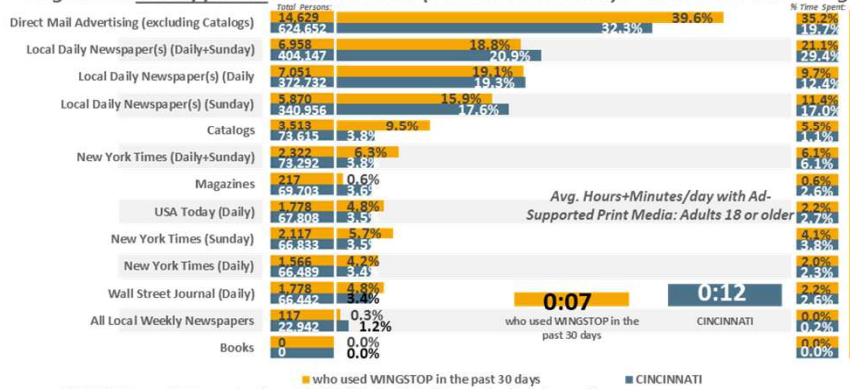
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



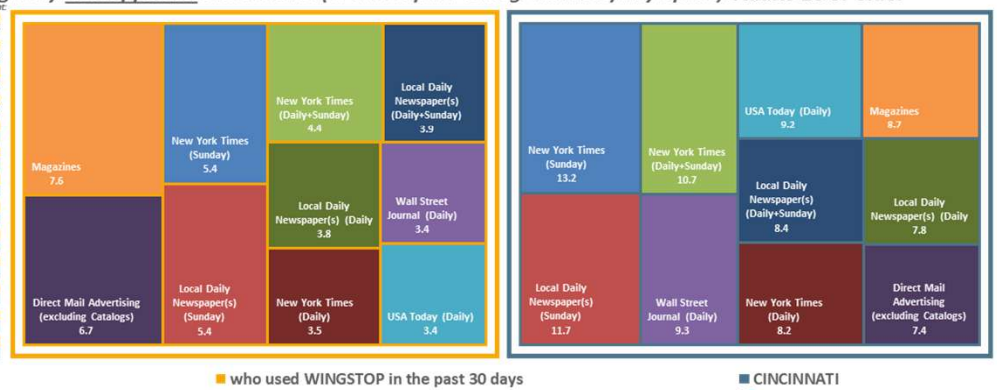
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 49

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

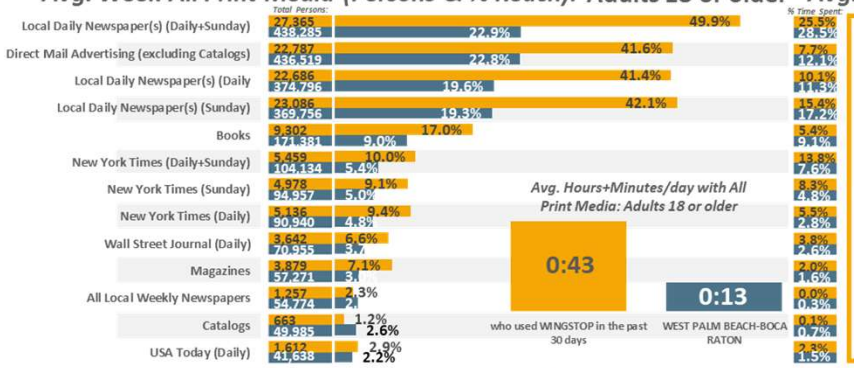
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

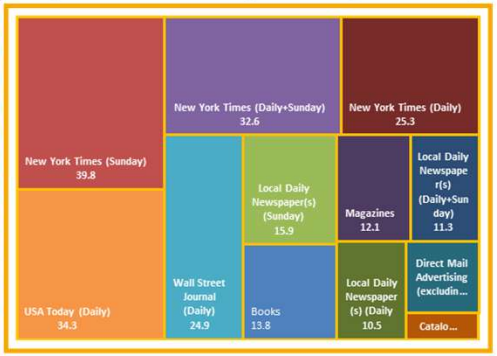


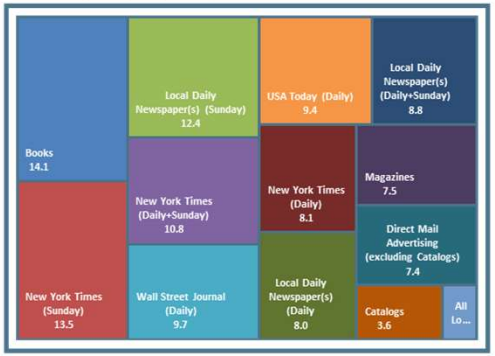
27,365 or 49.9% of Adults 18 or older who used WINGSTOP in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 27.% of all time spent daily with All forms of Print Media.

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

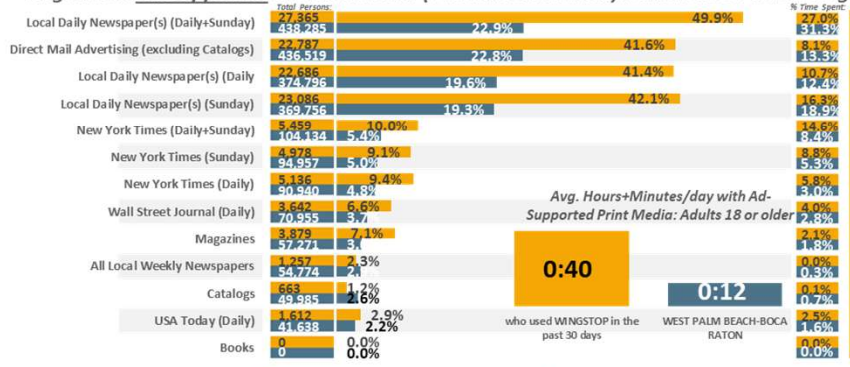


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



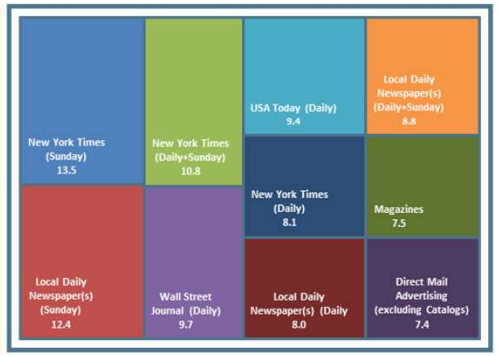


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH-BOCA RATON DMA

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

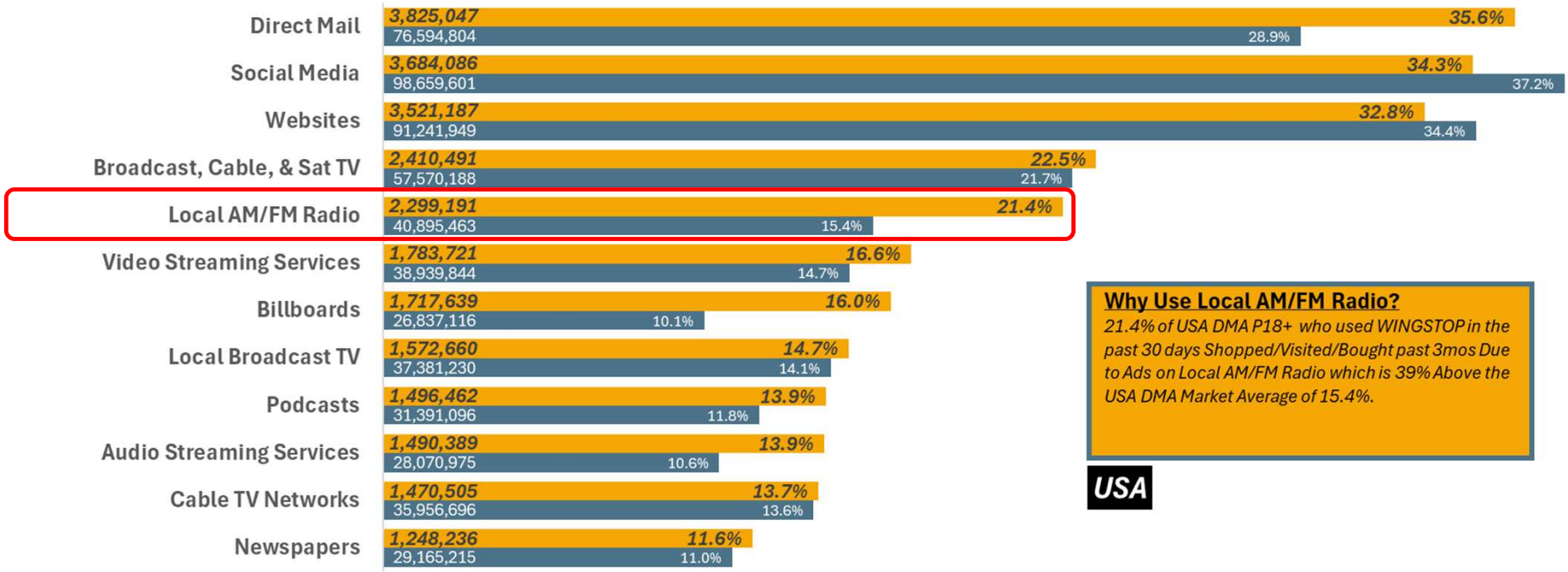
soefa.ai Share of Everything for Anything ©

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

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

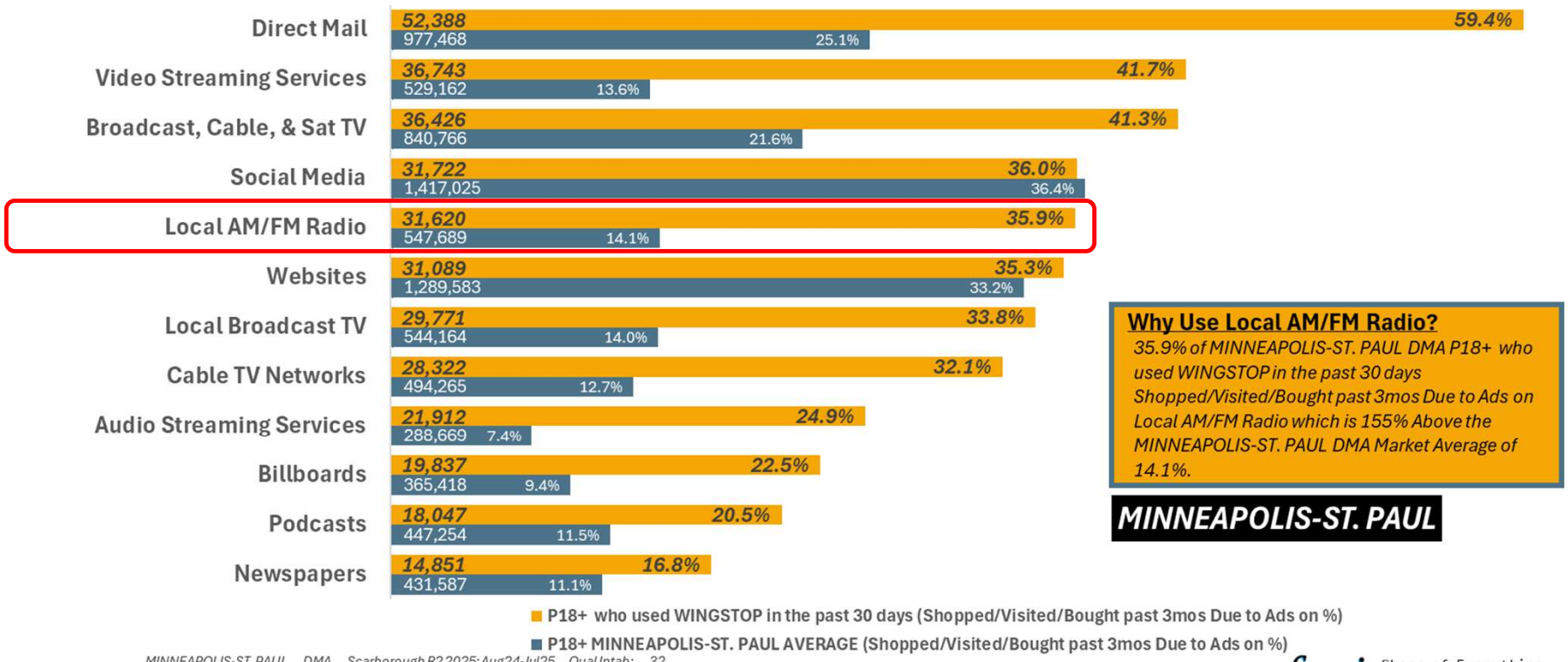
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

MSP

"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?

35.9% of MINNEAPOLIS-ST. PAUL 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 155% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 32

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

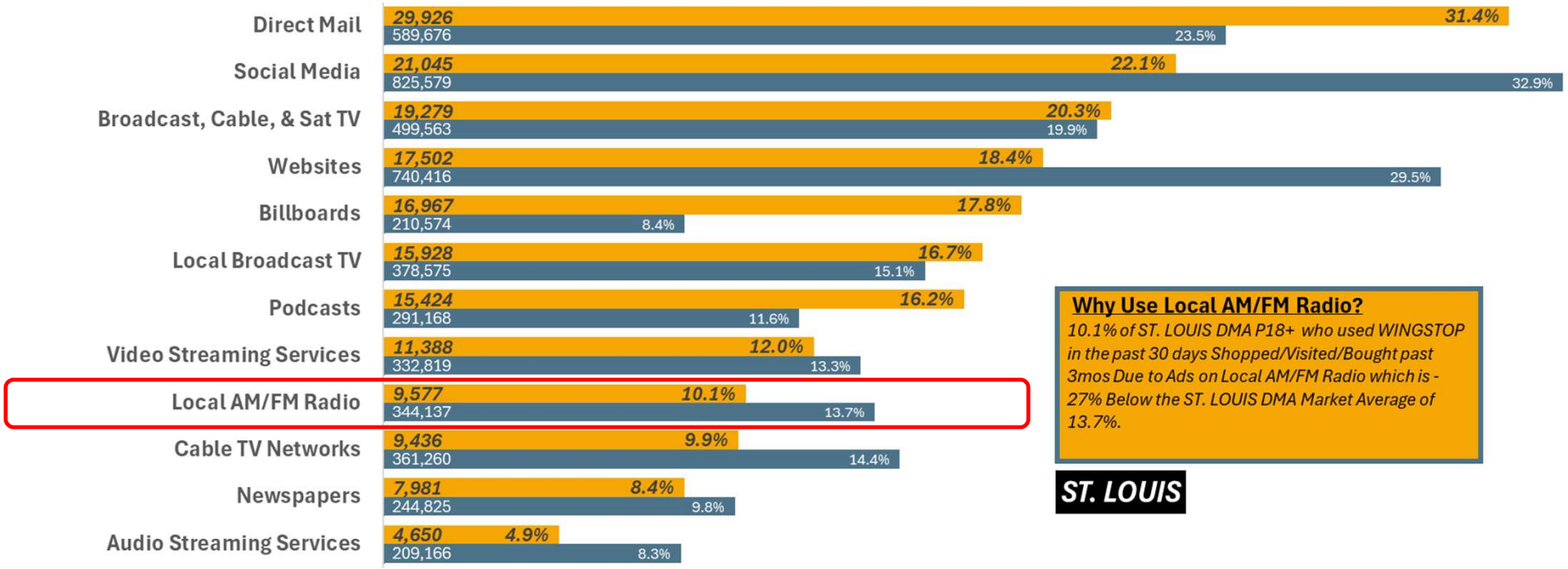
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

STL

"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?

10.1% of ST. LOUIS 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 -27% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 68

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

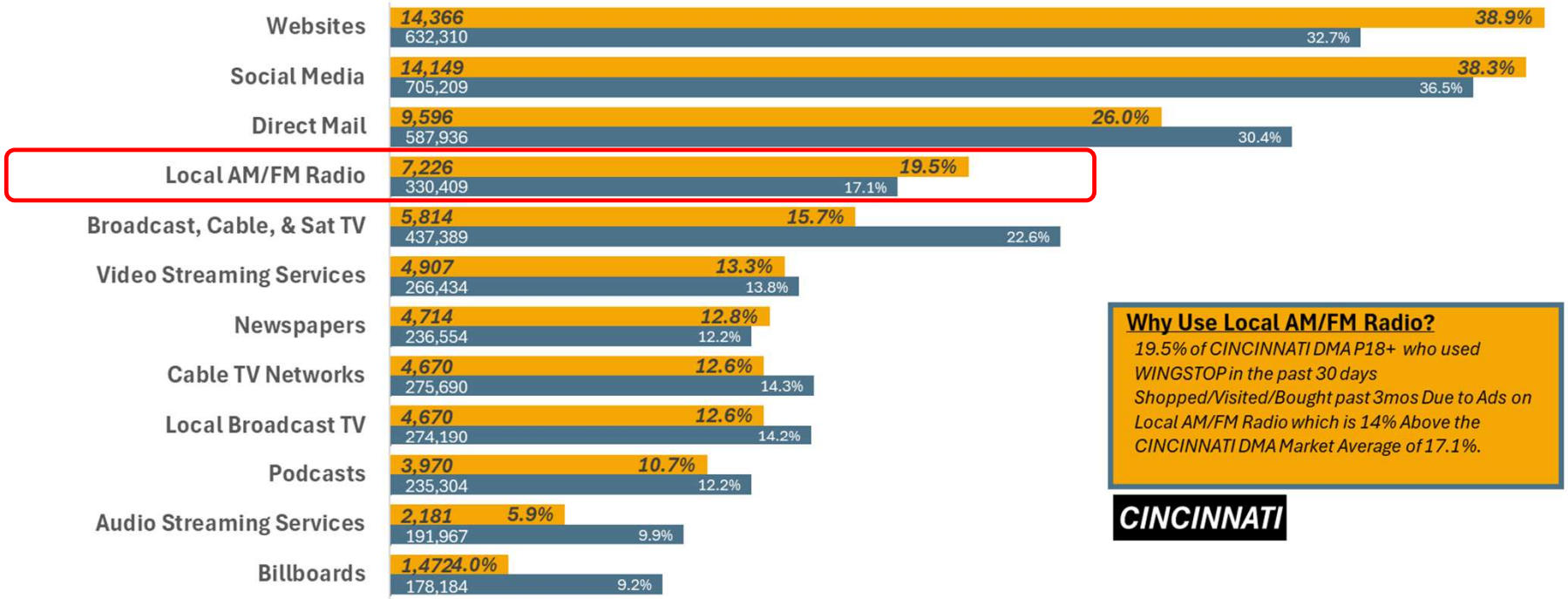
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

CIN

"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?

19.5% of CINCINNATI 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 14% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 49

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

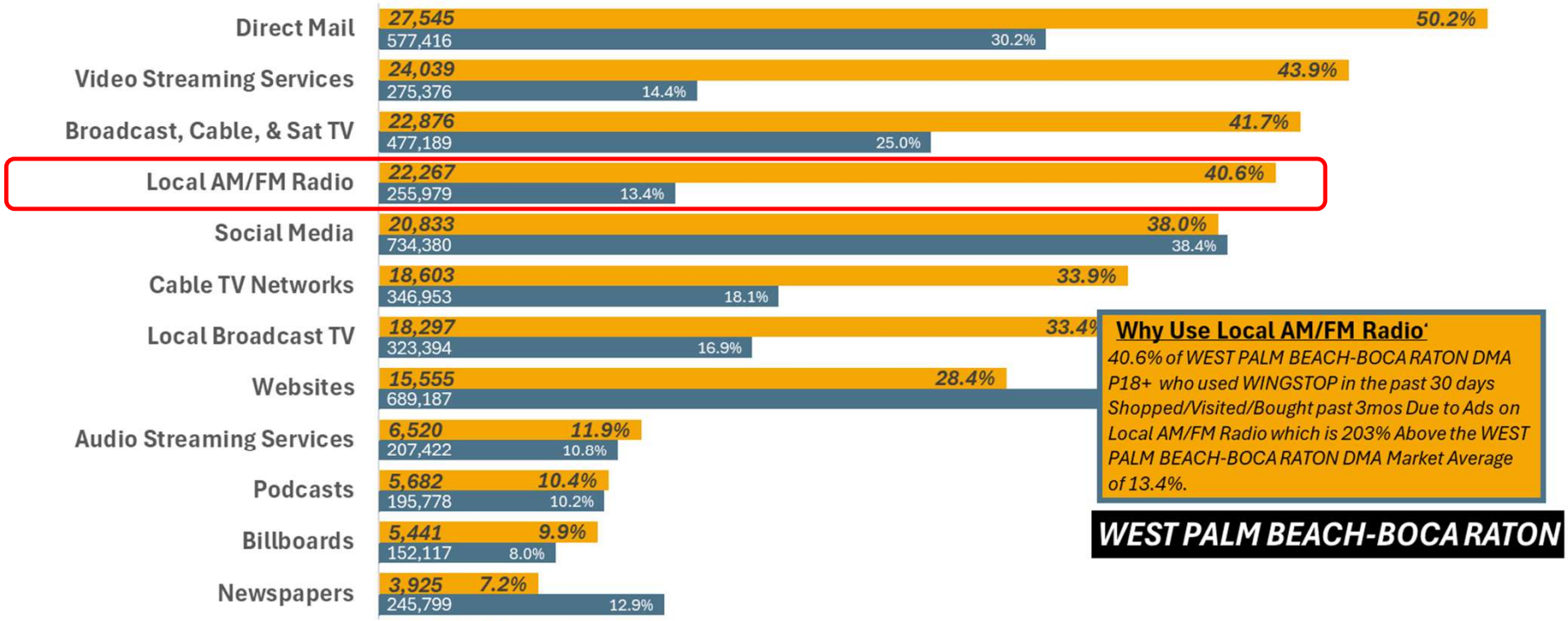
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop

WPB

"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'

40.6% of WEST PALM BEACH-BOCA RATON 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 203% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 64

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Wingstop