

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

Complete Demographic & Media Use Profiles



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



POPEYES®



restaurant
brands
international



CAPITAL
GROUP®



Pershing
Square

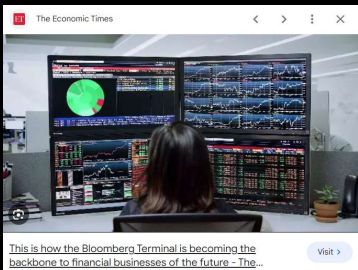


ROYAL BANK
OF CANADA



P18+

Hubbard
media that connects



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

Quick service restaurants used past 30 days: Popeyes



6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days.
 Typical Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 48.5 years old (.7% younger than average) and have a \$106,472 (9.2% lower than average) annual household income.

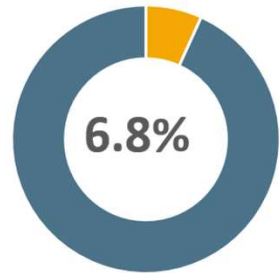


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Used POPEYES One or More Times in the past 30 days
- Remainder of USA DMA

Total Persons:

18,513,248 254,661,252

%M vs. %F:

Average Age:

Persons:

51.8%	49.2%	48.2%	50.8%
48.9	48.6	48.1	49.0
9,581,989	134,358,784	8,931,259	138,815,716
Men	Men	Women	Women

White	41.5%	65.8%
Black/African American	30.5%	11.1%
Asian	5.4%	5.4%
Other	2.6%	2.6%
Hispanic	19.9%	15.1%

who Used POPEYES One or More Times in the past 30 days USA

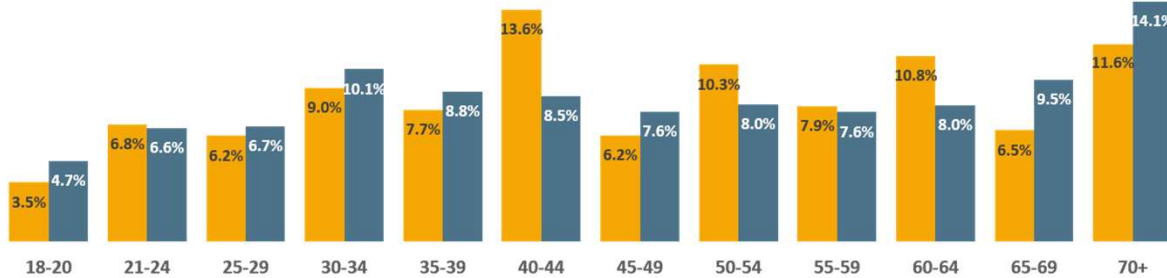
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



who Used POPEYES One or More Times in the past 30 days USA



who Used POPEYES One or More Times in the past 30 days USA

HHI of Target vs. Market:

<\$35K HHI	20.3%	17.2%
\$35K-\$50K HHI	11.2%	9.8%
\$50K-\$75K HHI	13.6%	12.9%
\$75K-\$100K HHI	12.3%	12.3%
\$100K-\$150K HHI	18.0%	18.9%
\$150K-\$250K HHI	17.6%	19.4%
\$250K+ HHI	7.0%	9.5%

Avg HHI: \$106,472 \$117,258



4.5% or 175,555 of MSP DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days.
 Typical Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 43.9 years old
 (10.3% younger than average) and have a \$100,288 (12.4% lower than average) annual household income.

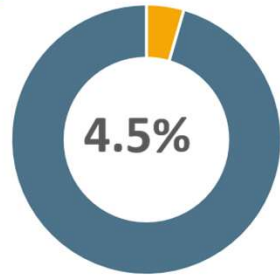


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Used POPEYES One or More Times in the past 30 days
- Remainder of MSP DMA

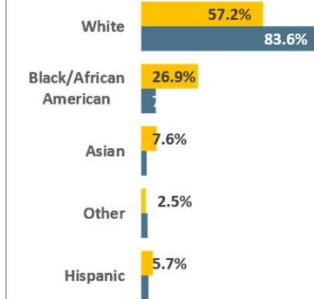
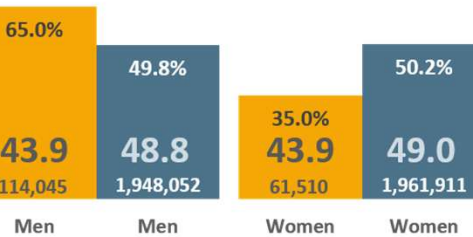
Total Persons:

175,555 3,734,408

%M vs. %F:

Average Age:

Persons:

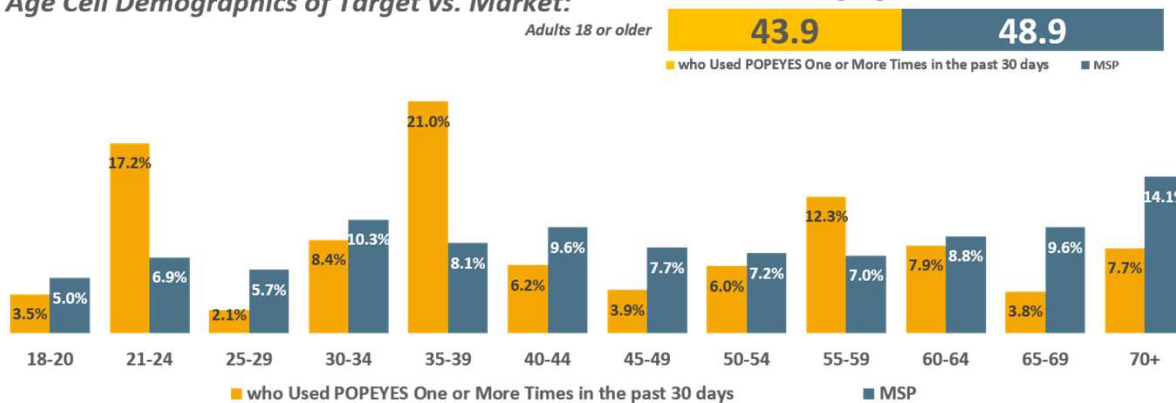


who Used POPEYES One or More Times in the past 30 days MSP

Age Cell Demographics of Target vs. Market:

Average Age:

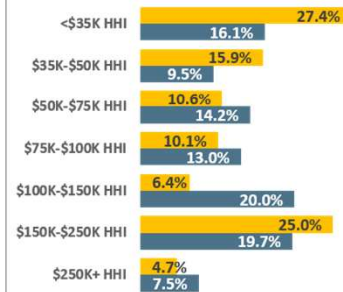
Adults 18 or older



who Used POPEYES One or More Times in the past 30 days

MSP

HHI of Target vs. Market:



Avg HHI: \$100,288 \$114,452



5.1% or 129,485 of STL DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Typical Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 50.8 years old (2.7% older than average) and have a \$94,323 (9.3% lower than average) annual household income.

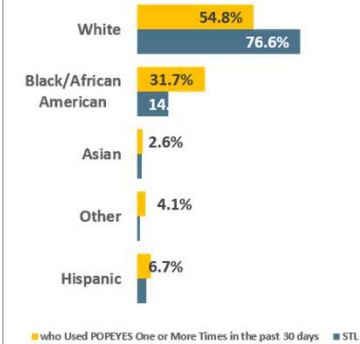
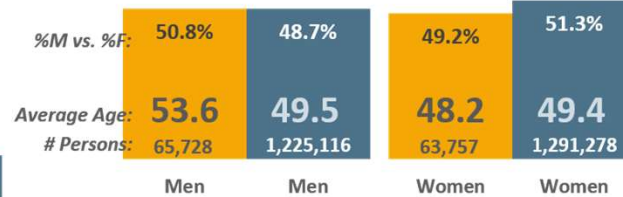
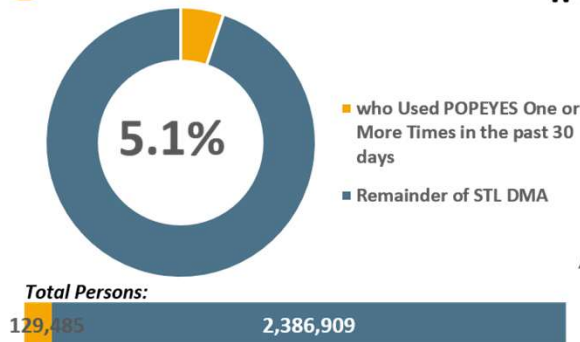


Percent of Market: Adults 18 or older



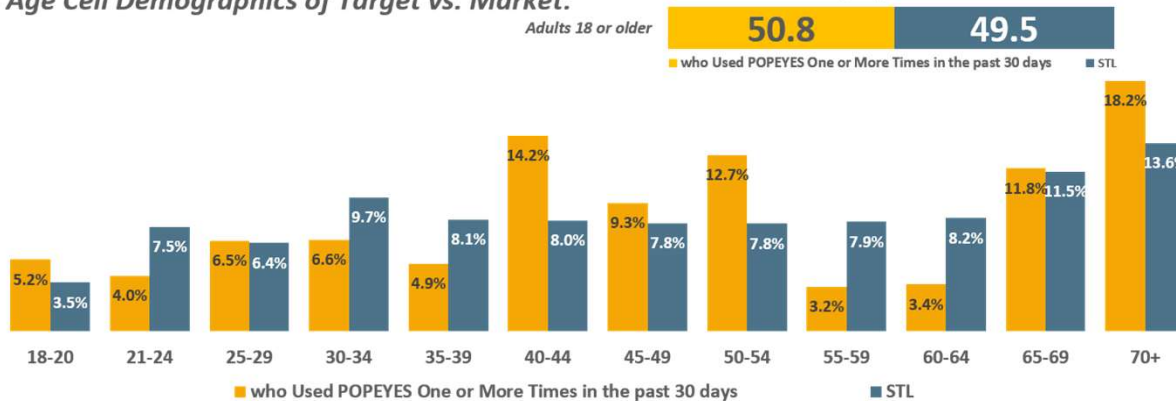
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

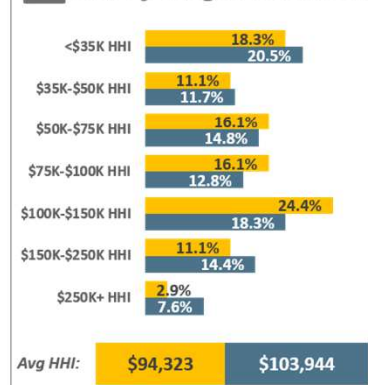


Age Cell Demographics of Target vs. Market:

Average Age:



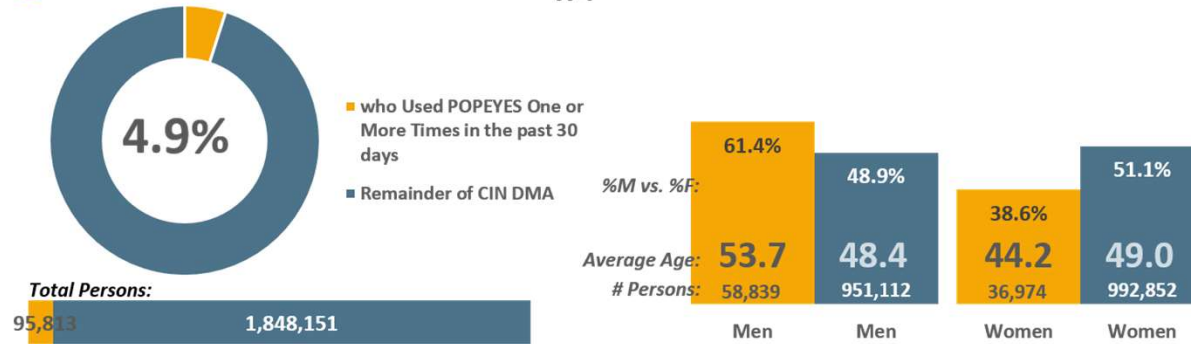
HHI of Target vs. Market:



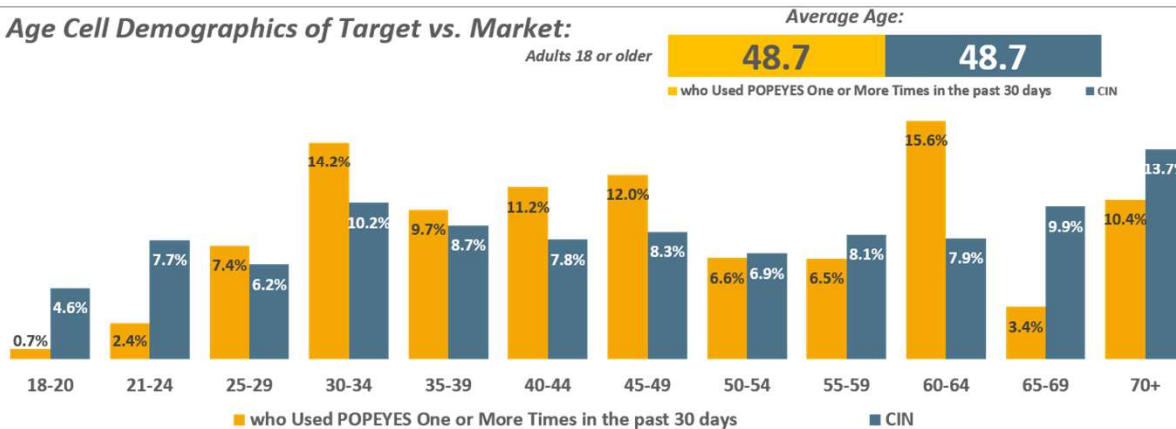


4.9% or 95,813 of CIN DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days.
 Typical Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 48.7 years old (.1% older than average) and have a \$106,079 (2.5% higher than average) annual household income.

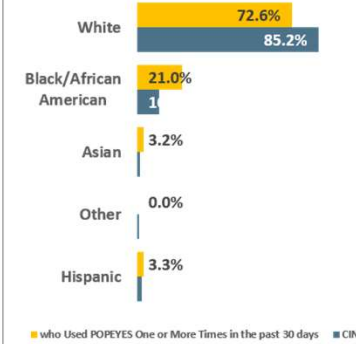
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



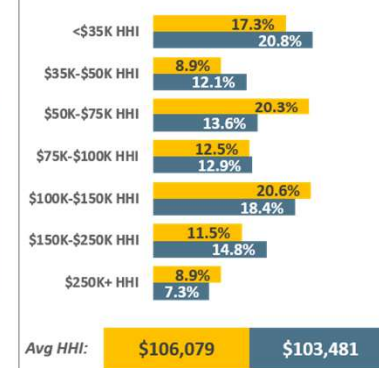
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





6.4% or 124,848 of WPB DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Typical Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 49.9 years old (6.3% younger than average) and have a \$97,658 (7.3% lower than average) annual household income.

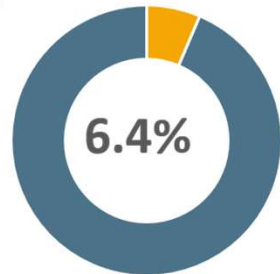


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

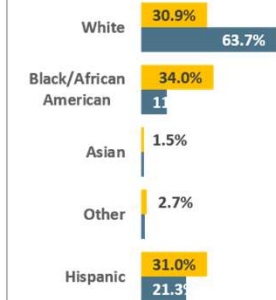
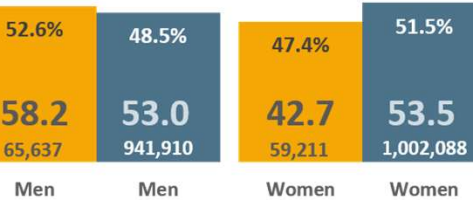
Total Persons:

124,848 1,819,150

%M vs. %F:

Average Age:

Persons:



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

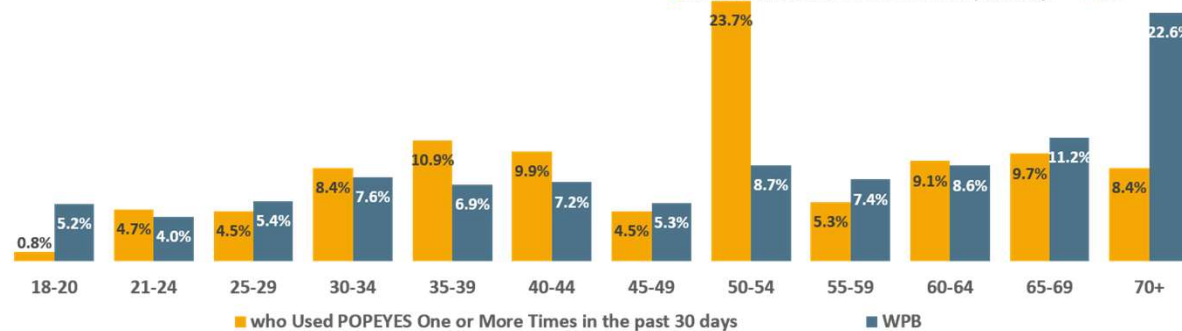
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

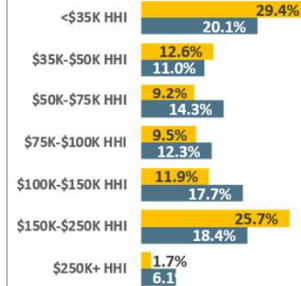
49.9 53.2

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



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

HHI of Target vs. Market:



Avg HHI:

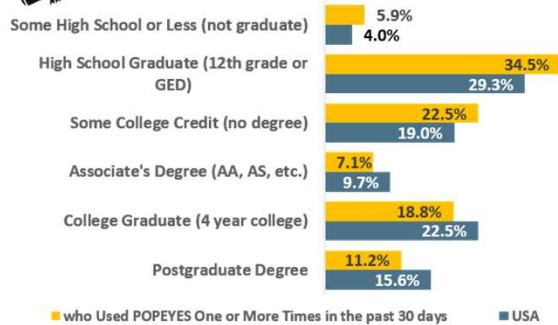
\$97,658 \$105,392



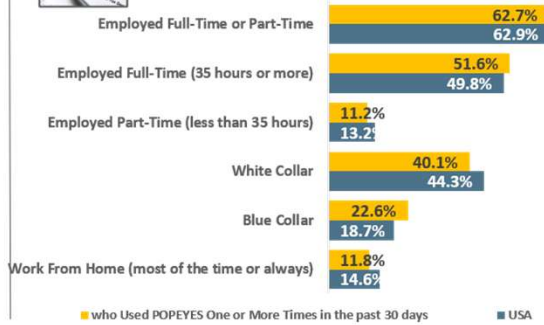
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 21.% less likely to be a college graduate, 3.6% more likely to work full-time, 6.3% less likely to be married, 19.7% more likely to be a parent of 1 or more children under 18.



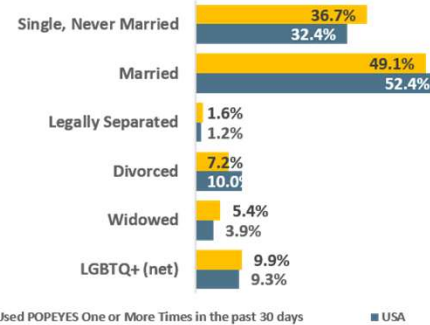
Education Levels: Adults 18 or older



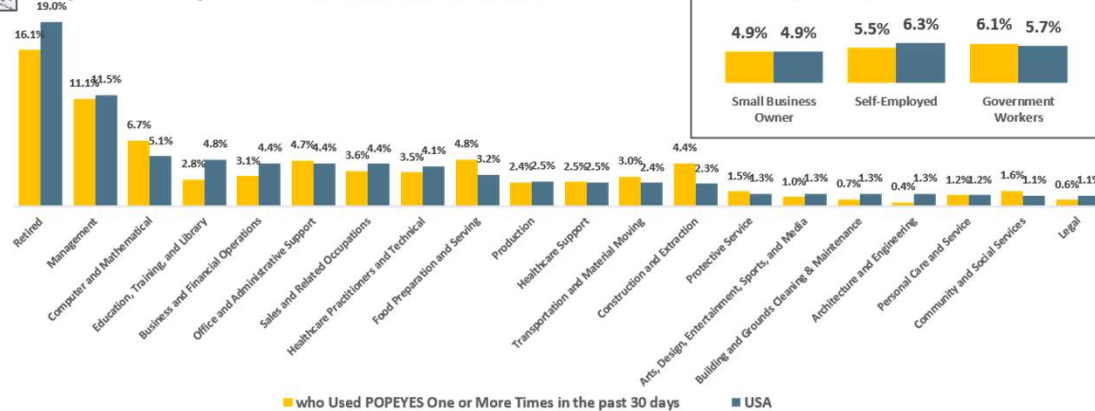
Employment: Adults 18 or older



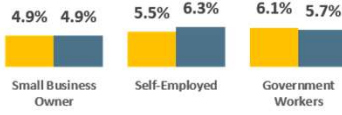
Marital Status: Adults 18 or older



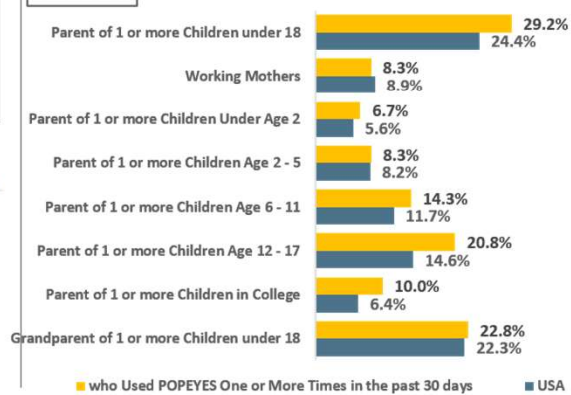
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

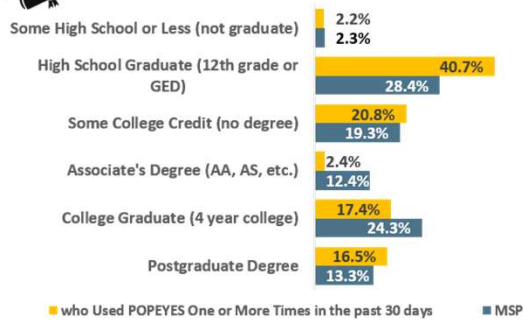




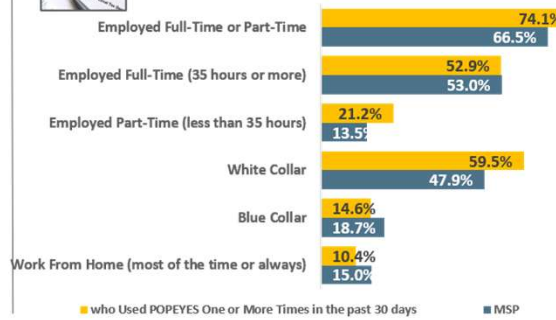
4.5% or 175,555 of MSP DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 9.9% less likely to be a college graduate, .3% less likely to work full-time, 18.7% less likely to be married, 8.6% more likely to be a parent of 1 or more children under 18.



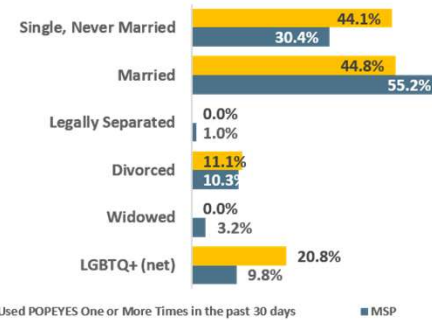
Education Levels: Adults 18 or older



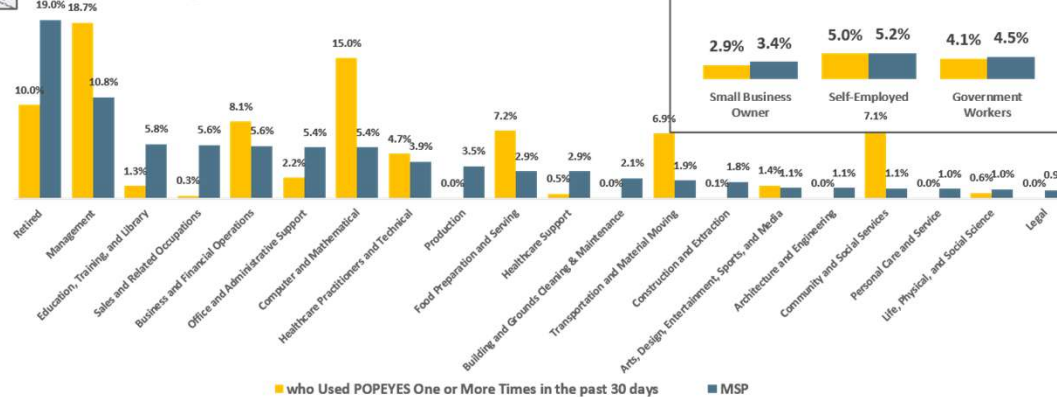
Employment: Adults 18 or older



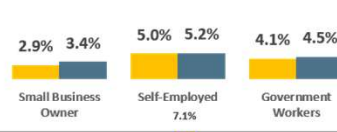
Marital Status: Adults 18 or older



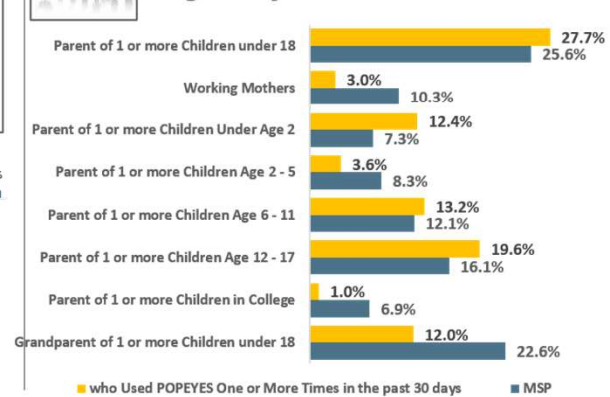
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

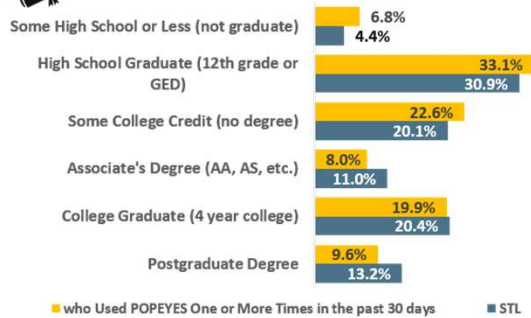




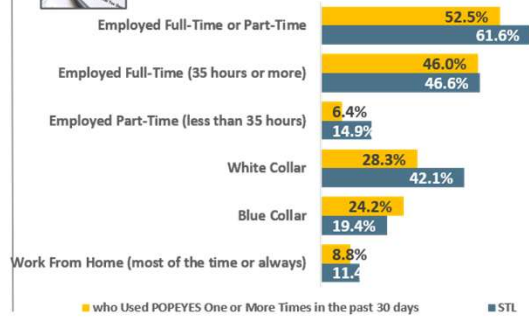
5.1% or 129,485 of STL DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 12.1% less likely to be a college graduate, 1.2% less likely to work full-time, 13.3% less likely to be married, 19.2% more likely to be a parent of 1 or more children under 18.



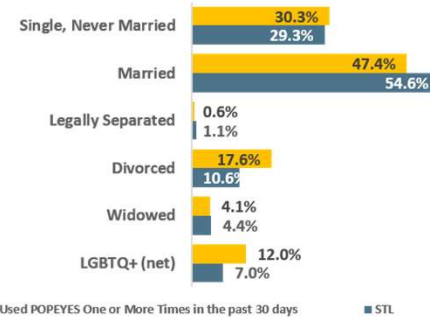
Education Levels: Adults 18 or older



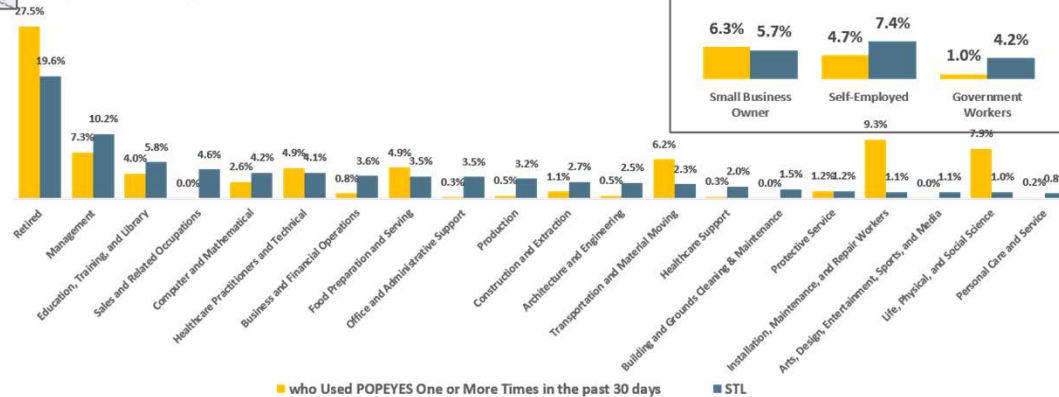
Employment: Adults 18 or older



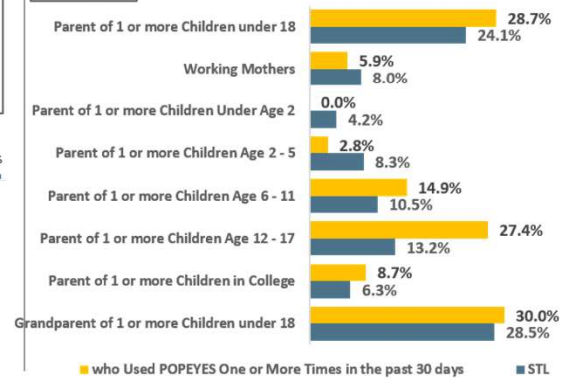
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

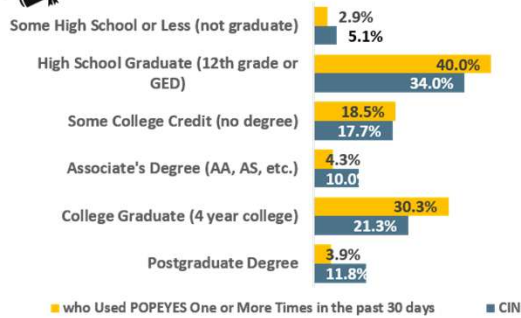




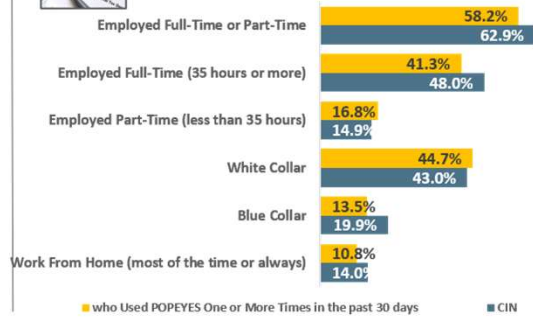
4.9% or 95,813 of CIN DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 3.2% more likely to be a college graduate, 14.% less likely to work full-time, .1% more likely to be married, 40.5% more likely to be a parent of 1 or more children under 18.



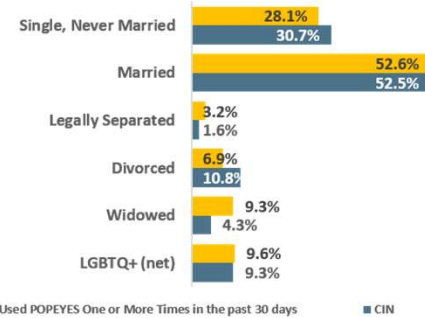
Education Levels: Adults 18 or older



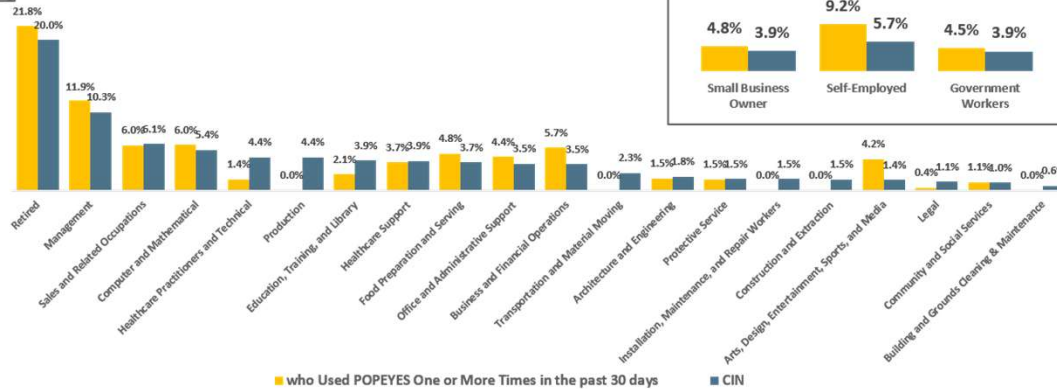
Employment: Adults 18 or older



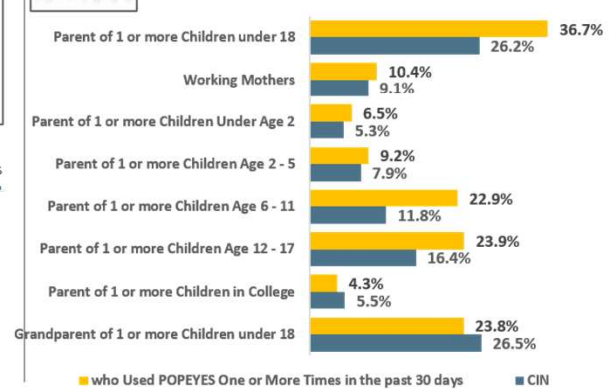
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

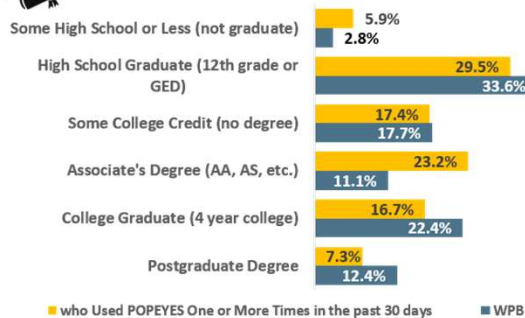




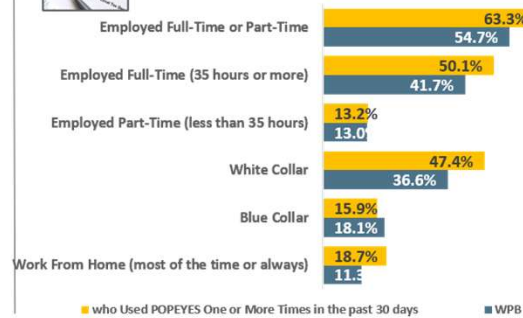
6.4% or 124,848 of WPB DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 31.1% less likely to be a college graduate, 20.1% more likely to work full-time, 3.1% less likely to be married, 49.6% more likely to be a parent of 1 or more children under 18.



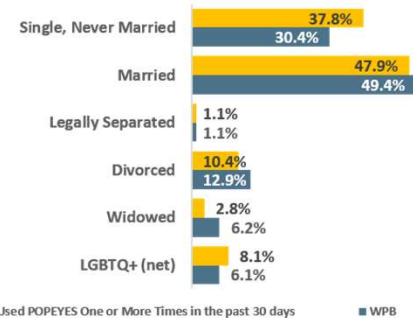
Education Levels: Adults 18 or older



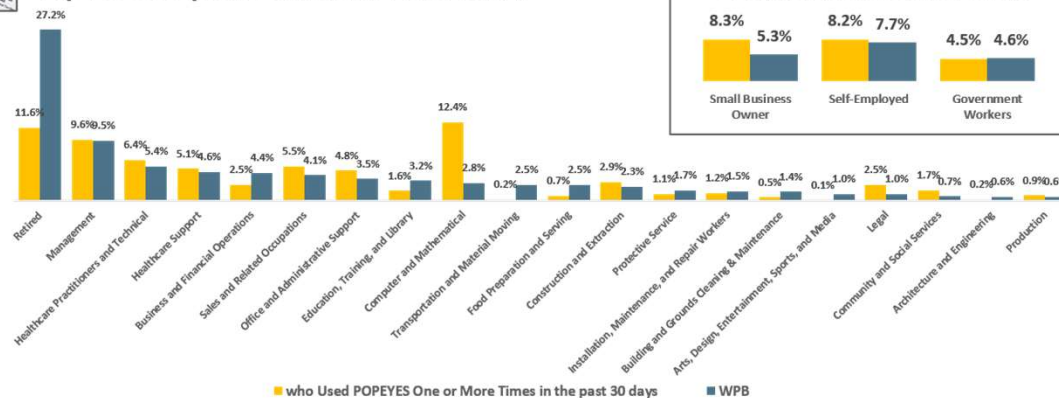
Employment: Adults 18 or older



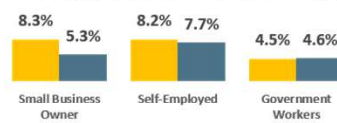
Marital Status: Adults 18 or older



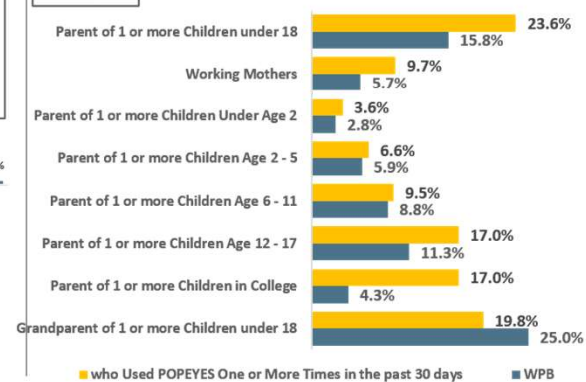
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

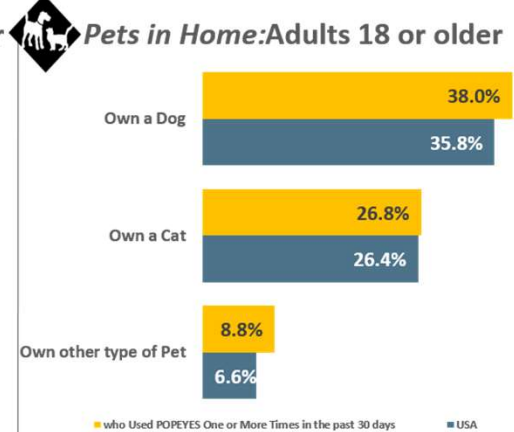
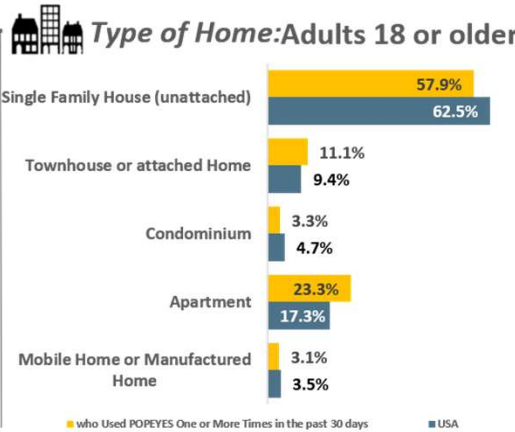
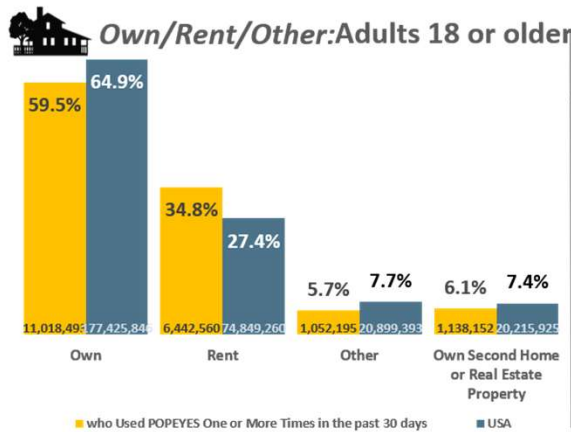


Stage in Life: Adults 18 or older

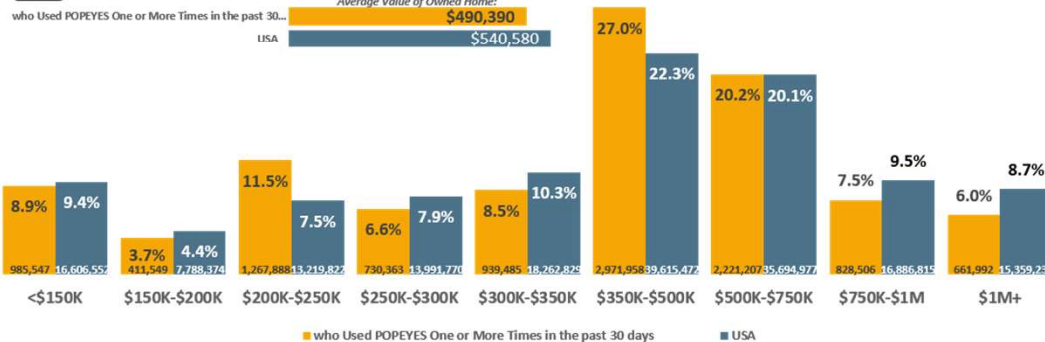




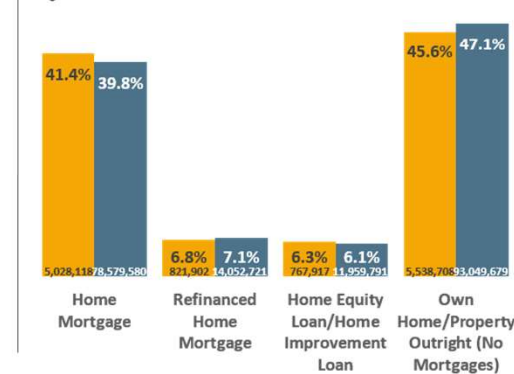
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 8.4% less likely to own their home, 9.3% more likely to own a lower valued home, 7.3% less likely to have a single-family home, 6.% more likely to have a dog.



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

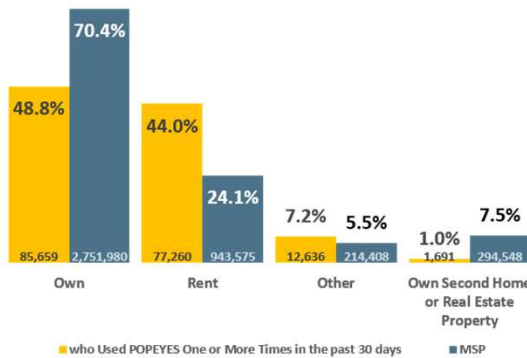




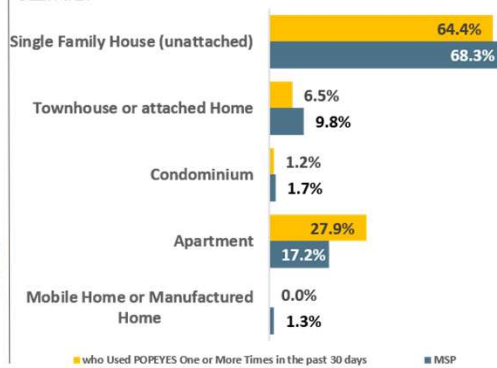
4.5% or 175,555 of MSP DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 30.7% less likely to own their home, 56.6% more likely to own a higher valued home, 5.6% less likely to have a single-family home, 2.9% more likely to have a dog.



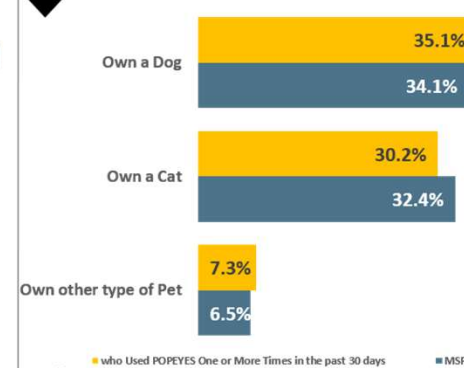
Own/Rent/Other: Adults 18 or older



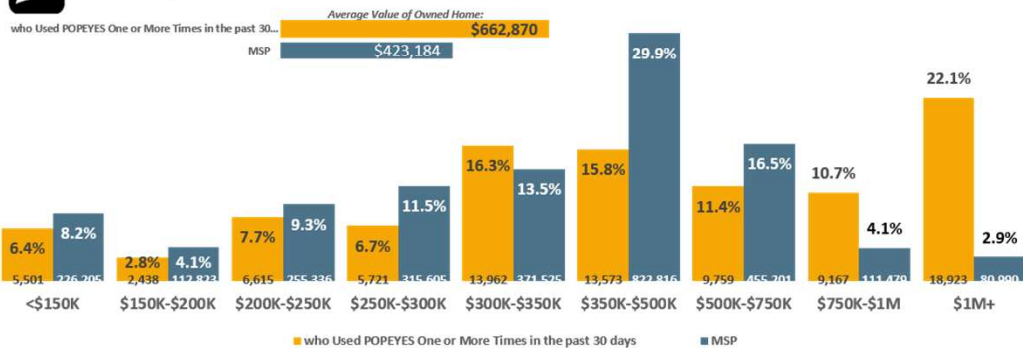
Type of Home: Adults 18 or older



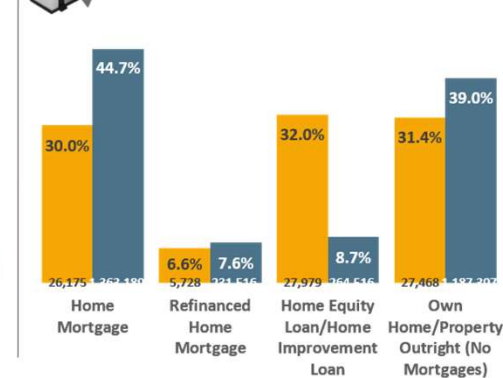
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

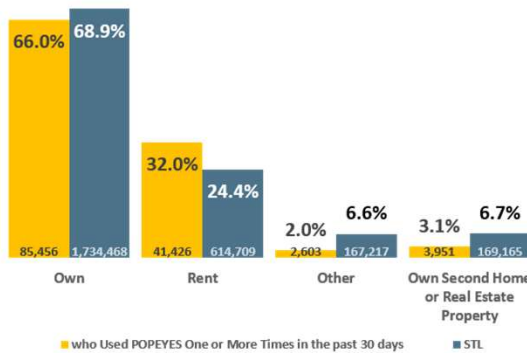




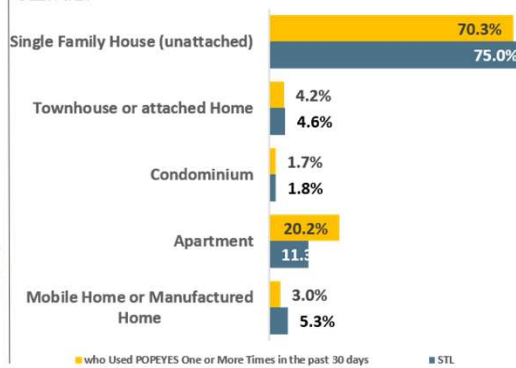
5.1% or 129,485 of STL DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 4.3% less likely to own their home, 29.7% more likely to own a lower valued home, 6.3% less likely to have a single-family home, 14.8% more likely to have a dog.



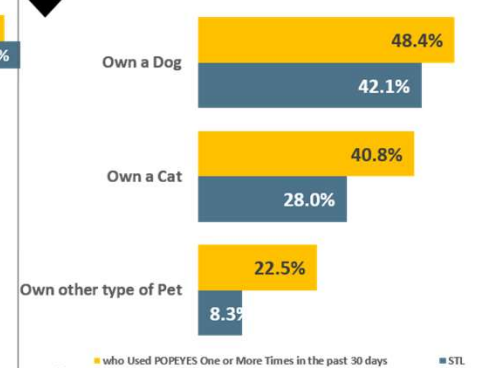
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



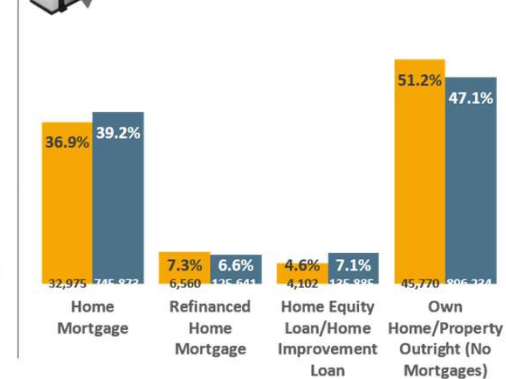
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



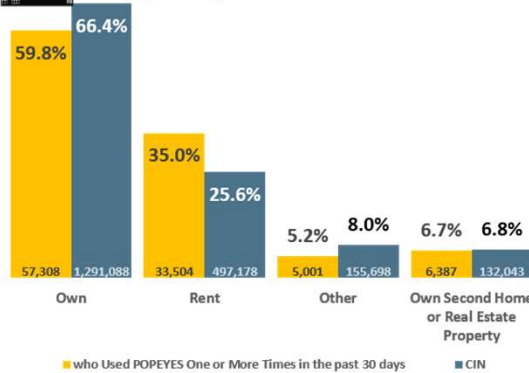


CIN

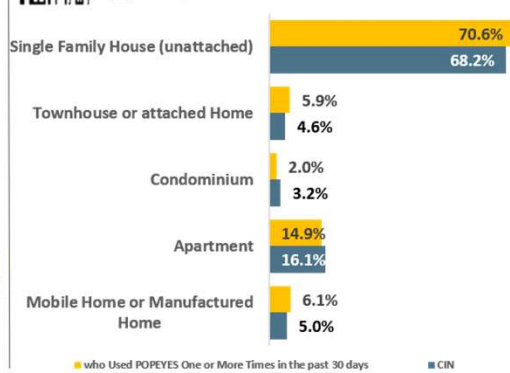
4.9% or 95,813 of CIN DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 9.9% less likely to own their home, 17.% more likely to own a higher valued home, 3.5% more likely to have a single-family home, 29.2% more likely to have a dog.



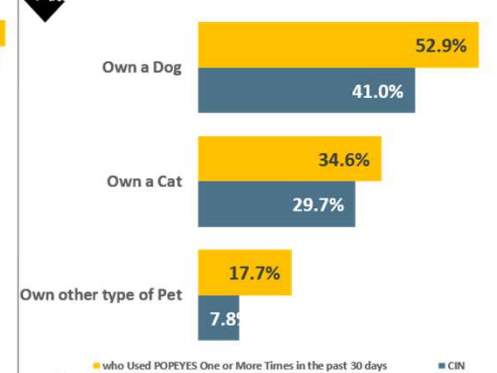
Own/Rent/Other: Adults 18 or older



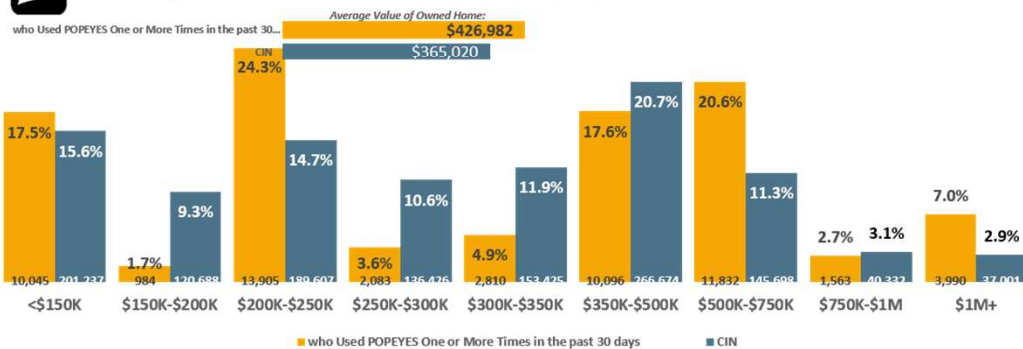
Type of Home: Adults 18 or older



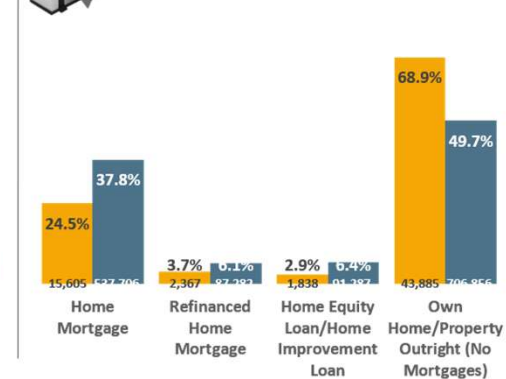
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

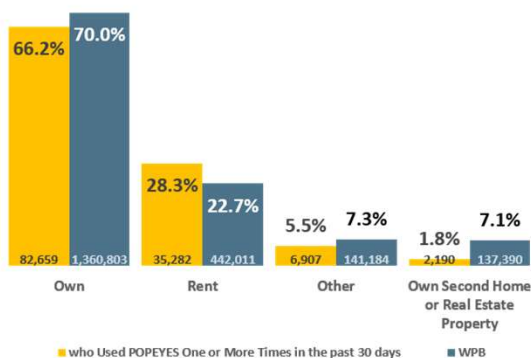




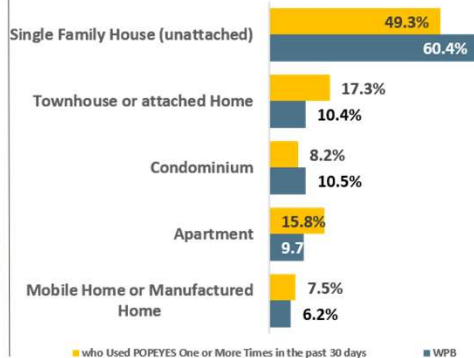
6.4% or 124,848 of WPB DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 5.4% less likely to own their home, 22.7% more likely to own a lower valued home, 18.3% less likely to have a single-family home, 3.4% less likely to have a dog.



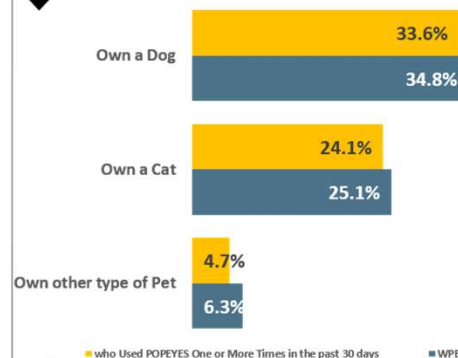
Own/Rent/Other: Adults 18 or older



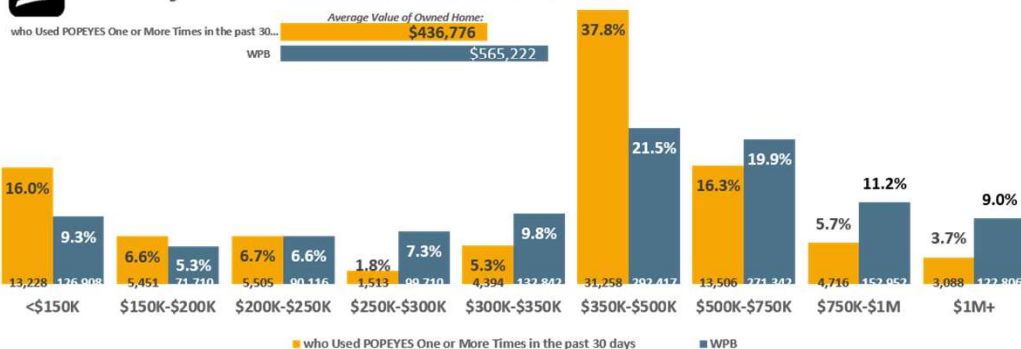
Type of Home: Adults 18 or older



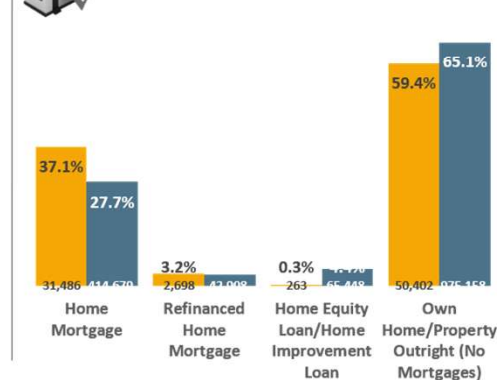
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

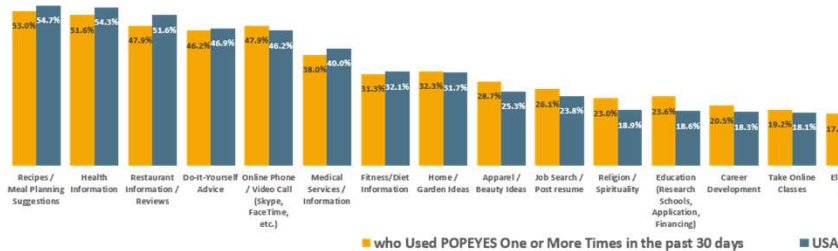




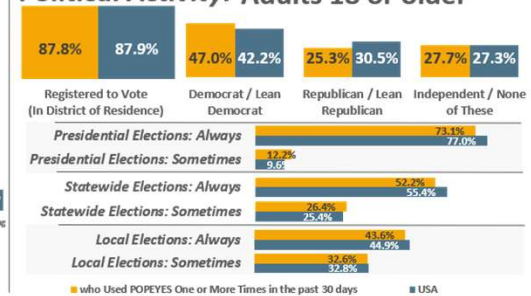
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 1.6% less likely to look up D-I-Y advice online, 3.% less likely to always vote in local elections, .8% more likely to belong to a gym, 5.8% more likely to fly domestic past yr.



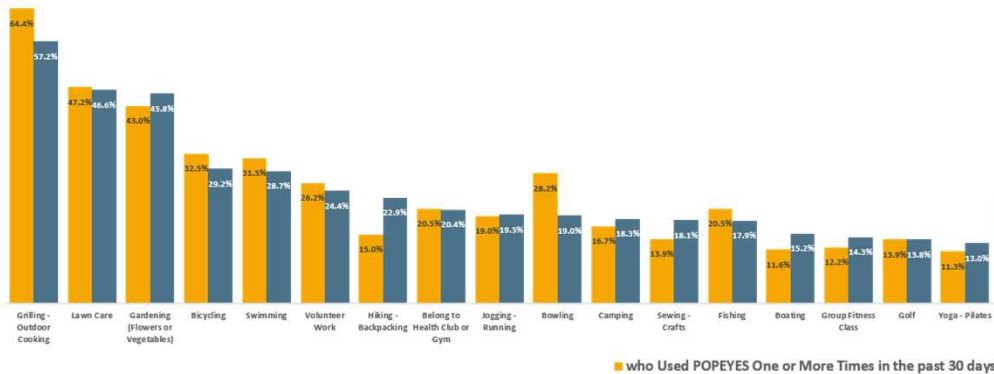
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



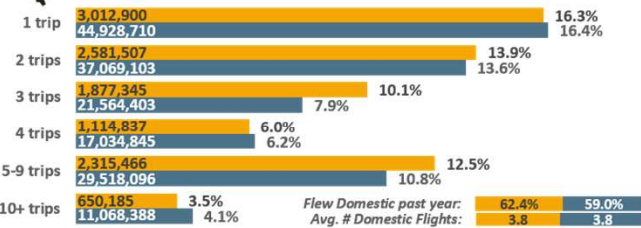
Political Activity: Adults 18 or older



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



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

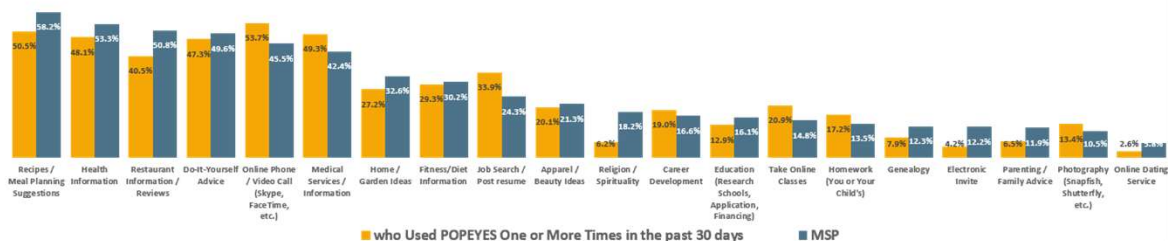




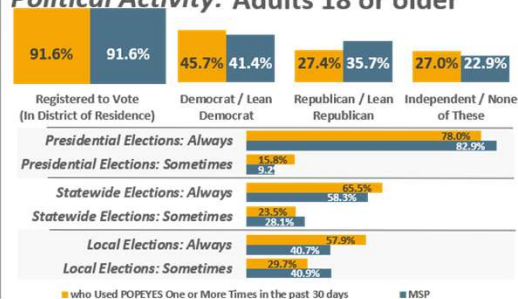
4.5% or 175,555 of MSP DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 4.6% less likely to look up D-I-Y advice online, 42.2% more likely to always vote in local elections, 73.8% more likely to belong to a gym, 10.8% more likely to fly domestic pas



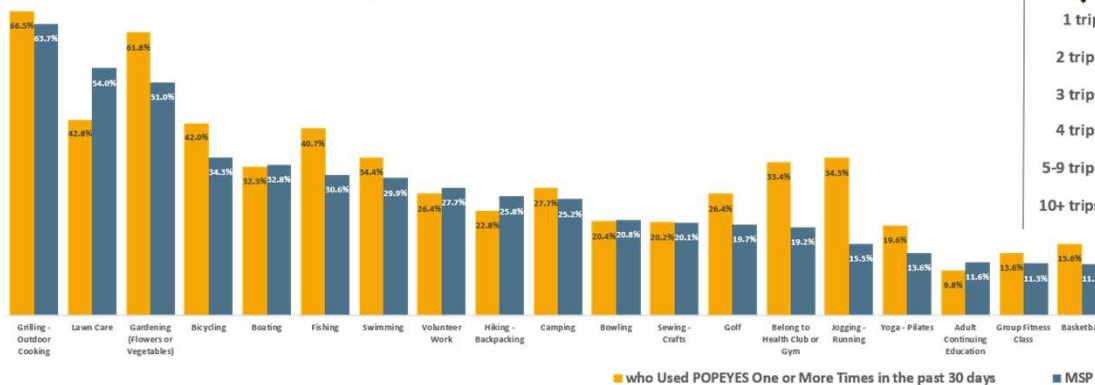
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



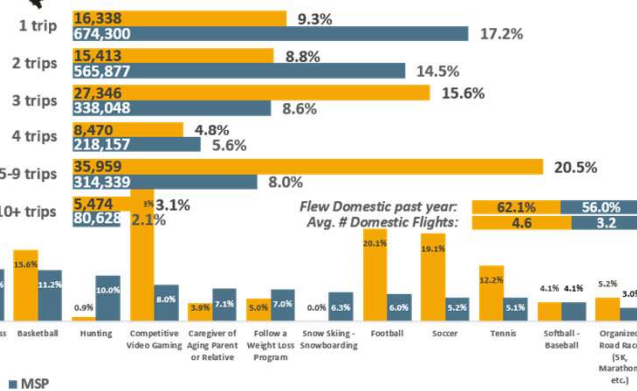
Political Activity: Adults 18 or older



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



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

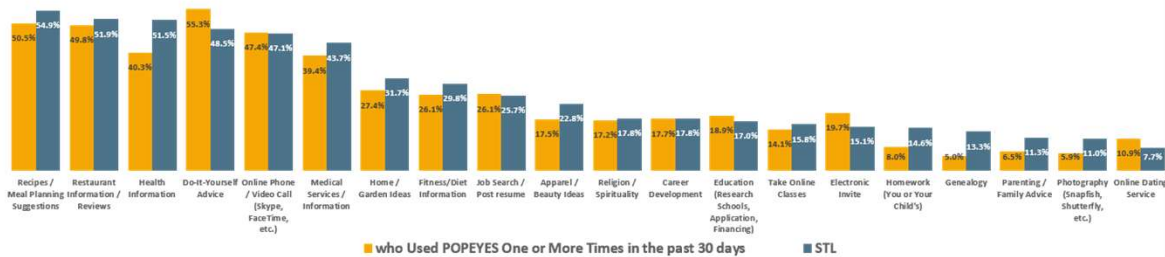




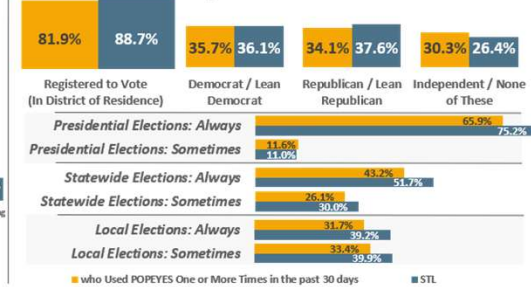
5.1% or 129,485 of STL DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 13.9% more likely to look up D-I-Y advice online, 19.2% less likely to always vote in local elections, 22.6% more likely to belong to a gym, 11.2% more likely to fly domestic pa



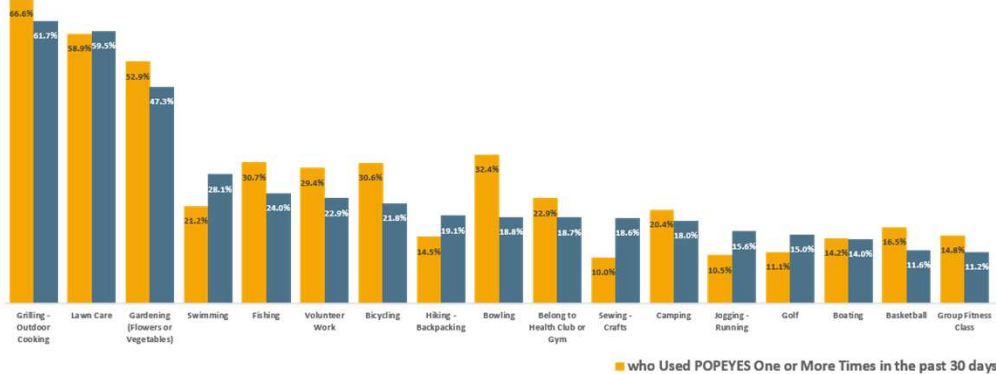
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



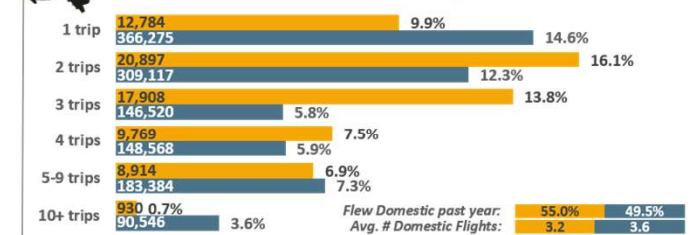
Political Activity: Adults 18 or older



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



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

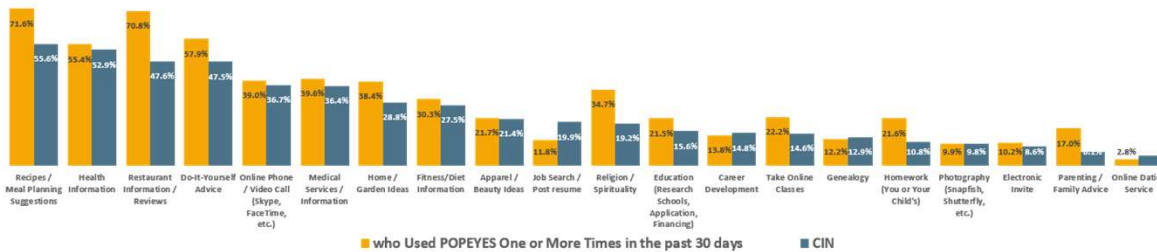




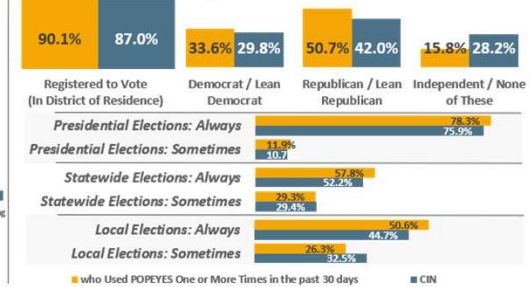
4.9% or 95,813 of CIN DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 22.% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 52.2% more likely to belong to a gym, 3.8% more likely to fly domestic past



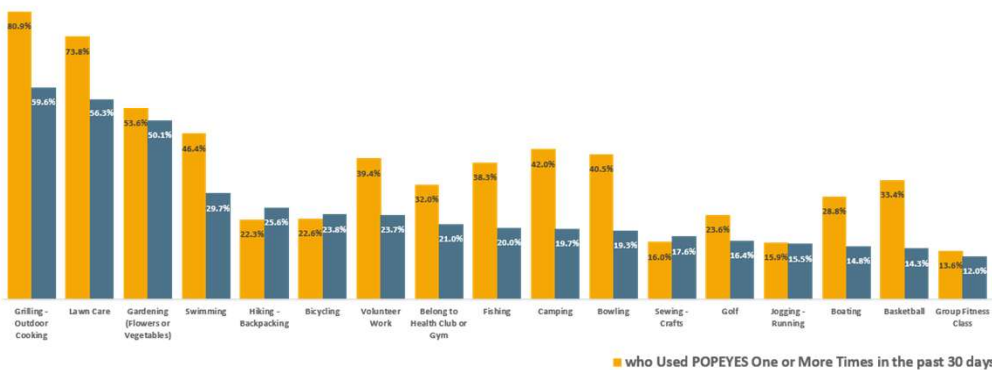
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



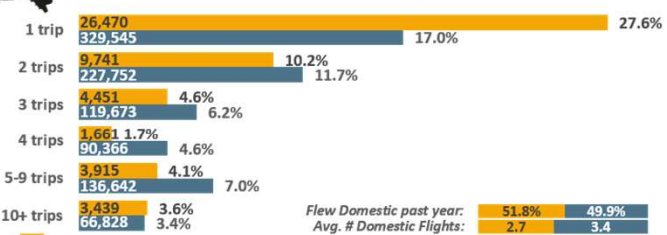
Political Activity: Adults 18 or older



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



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



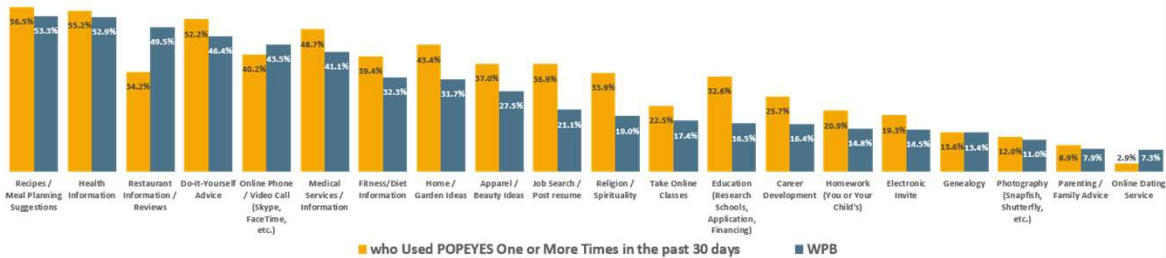
Flew Domestic past year: 51.8%
Avg. # Domestic Flights: 2.7



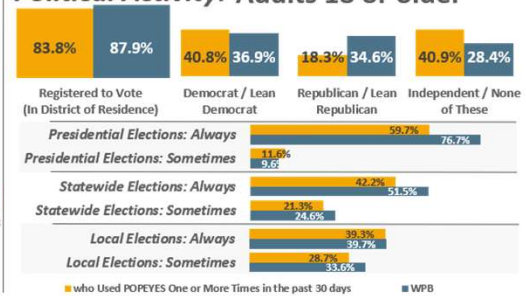
6.4% or 124,848 of WPB DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 12.5% more likely to look up D-I-Y advice online, 1.1% less likely to always vote in local elections, 8.8% more likely to belong to a gym, 1.7% less likely to fly domestic past



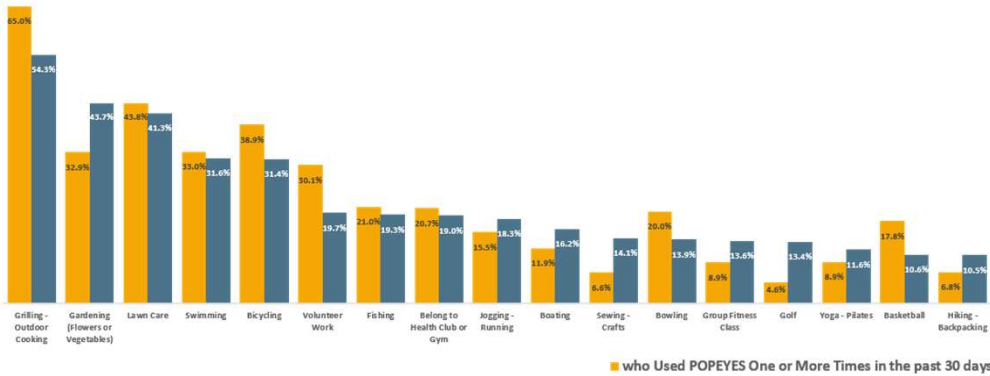
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



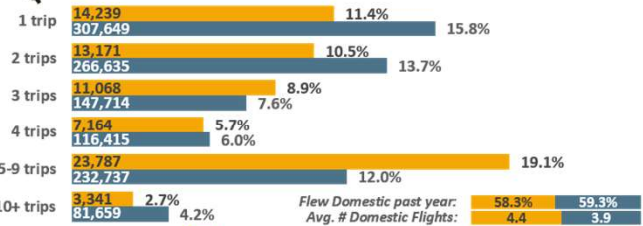
Political Activity: Adults 18 or older



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



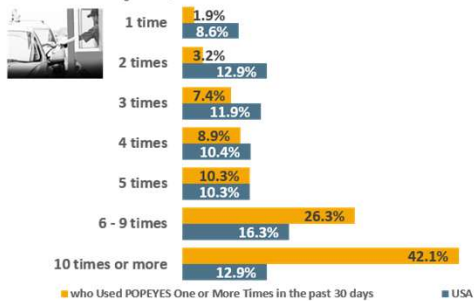
Past 12-months Domestic Airline Trips: Adults 18 or older



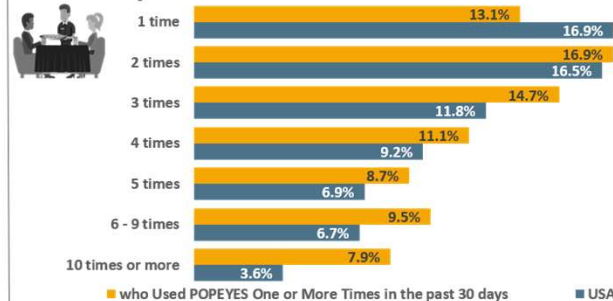


6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 14.7% more likely to use Sit-Down Restaurants past mo., 35.1% more likely to use Casinos past yr., 59.4% more likely to smoke cigarettes.

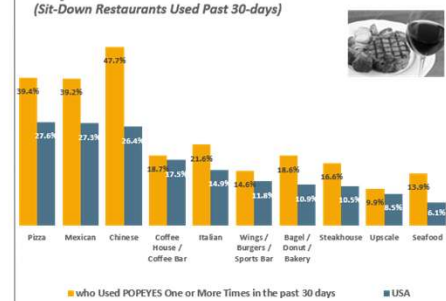
Past 30-days QSR Users: Adults 18 or older



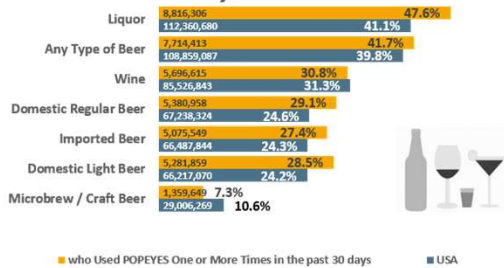
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



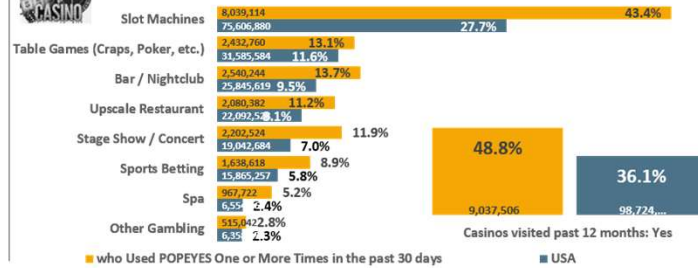
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



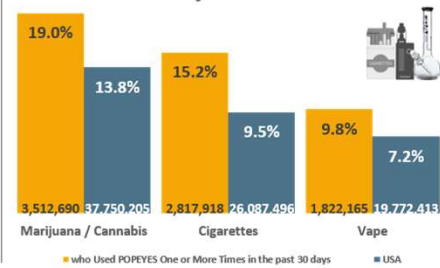
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



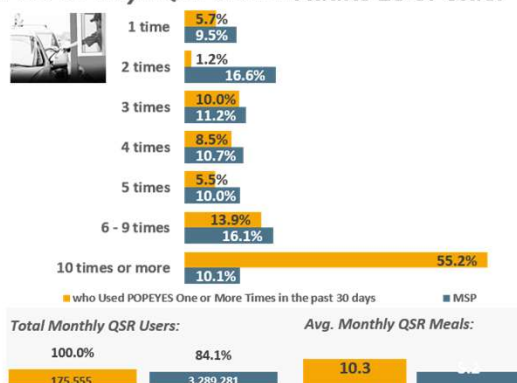
Used Past 30-days: Adults 18 or older



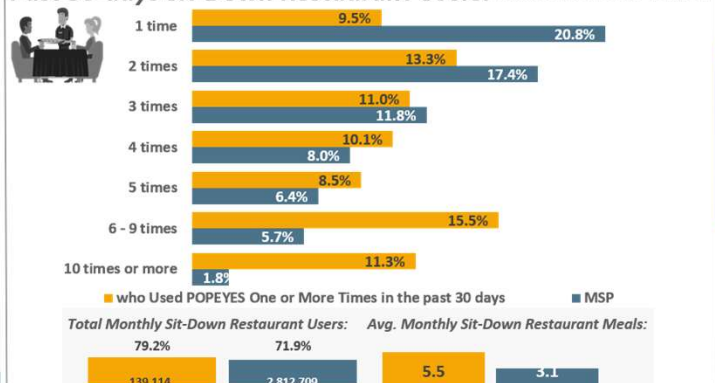


4.5% or 175,555 of MSP DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 18.9% more likely to use QSRs past mo., 10.2% more likely to use Sit-Down Restaurants past mo., 60.3% more likely to use Casinos past yr., 120.7% more likely to smoke cigarettes

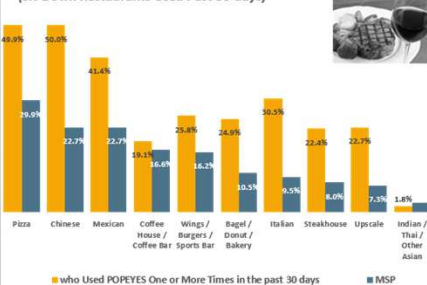
Past 30-days QSR Users: Adults 18 or older



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

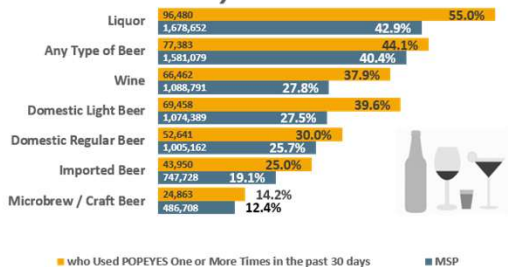


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

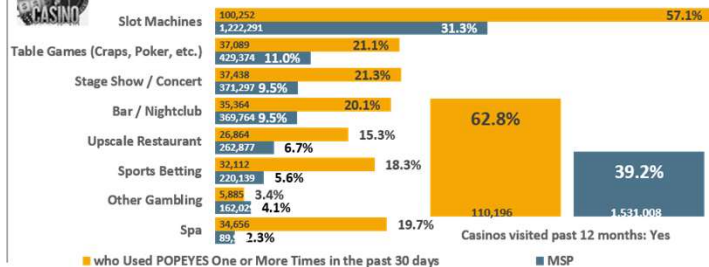


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Used POPEYES One or More Times in the past 30... 45,494 (25.9%)
MSP 518,071 (13.3%)

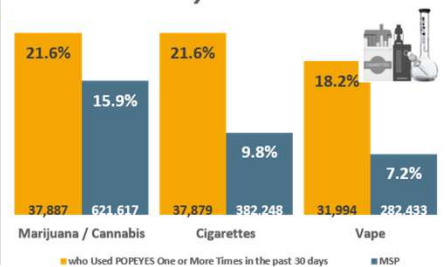
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



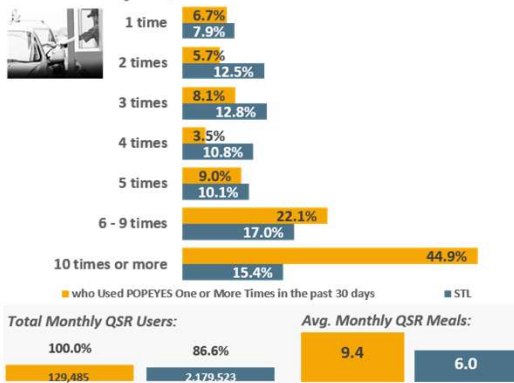
Used Past 30-days: Adults 18 or older



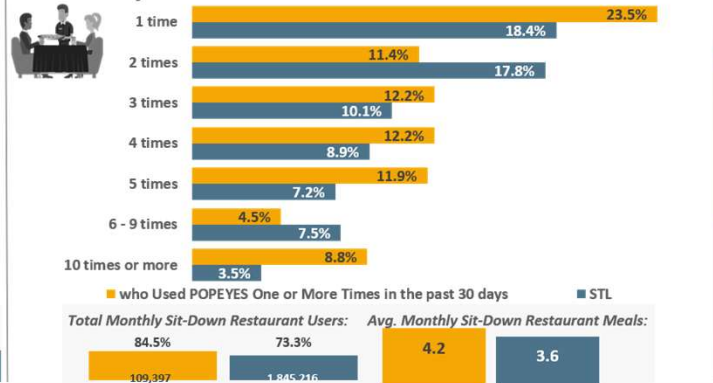


5.1% or 129,485 of STL DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 15.5% more likely to use QSRs past mo., 15.2% more likely to use Sit-Down Restaurants past mo., 13.7% more likely to use Casinos past yr., 56.6% more likely to smoke cigarettes.

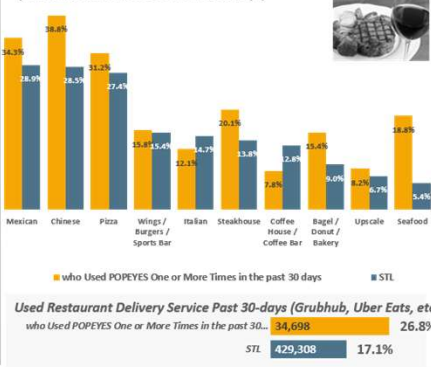
Past 30-days QSR Users: Adults 18 or older



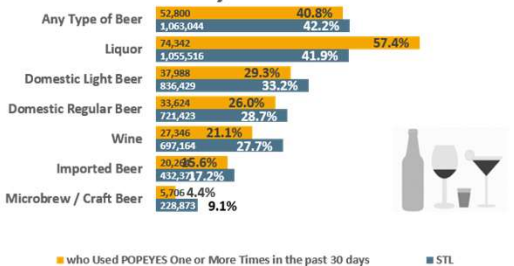
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



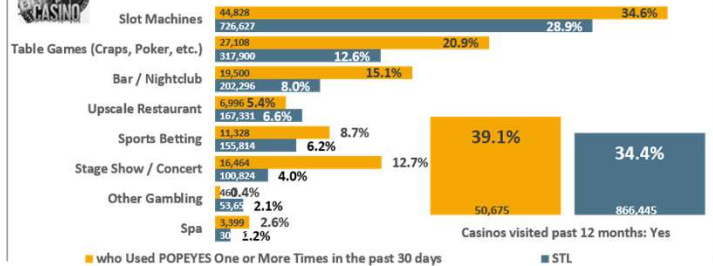
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



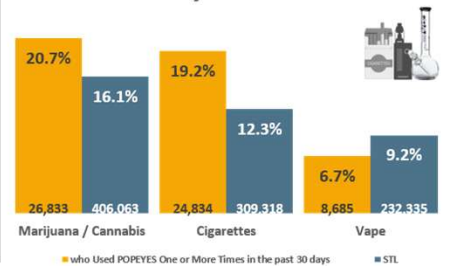
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



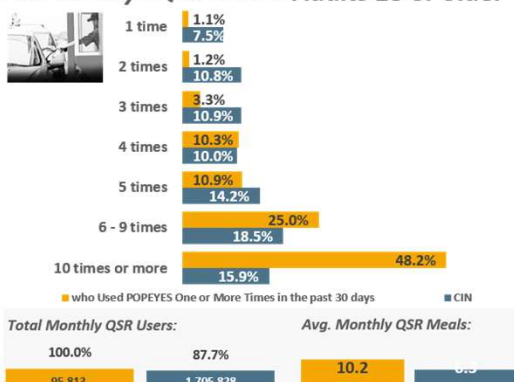
Used Past 30-days: Adults 18 or older



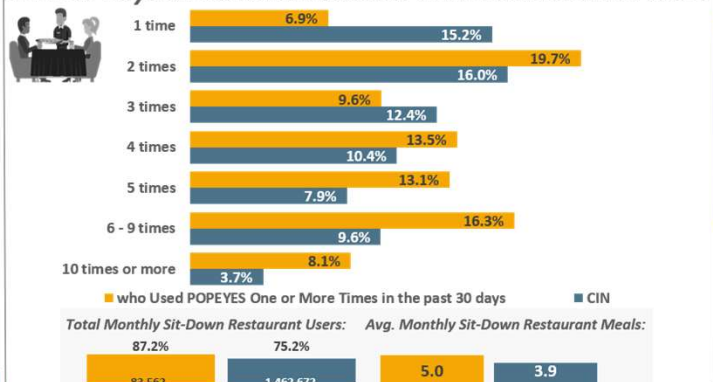


4.9% or 95,813 of CIN DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 14.% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 12.% less likely to use Casinos past yr., 2.1% less likely to smoke cigarettes.

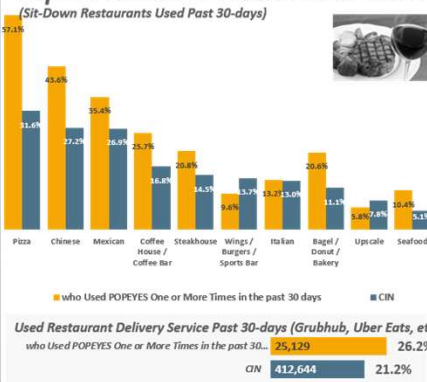
Past 30-days QSR Users: Adults 18 or older



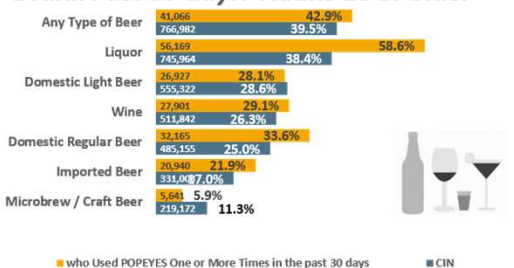
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



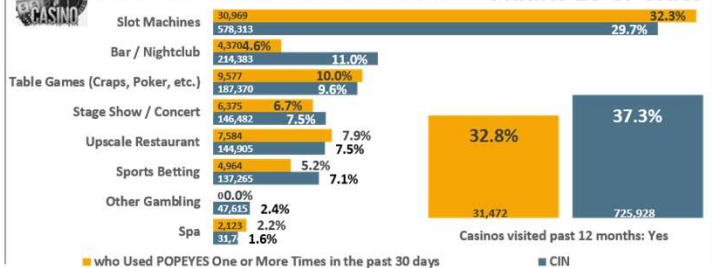
Top-10 Cuisines: Adults 18 or older



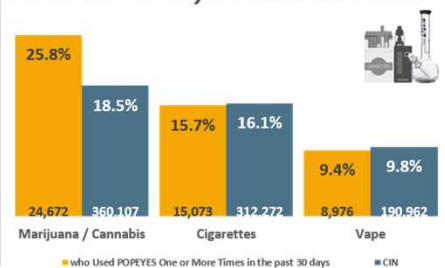
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



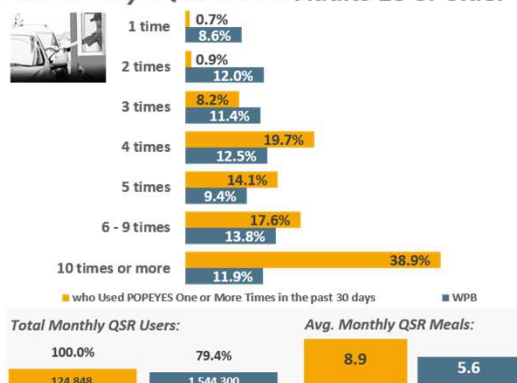
Used Past 30-days: Adults 18 or older



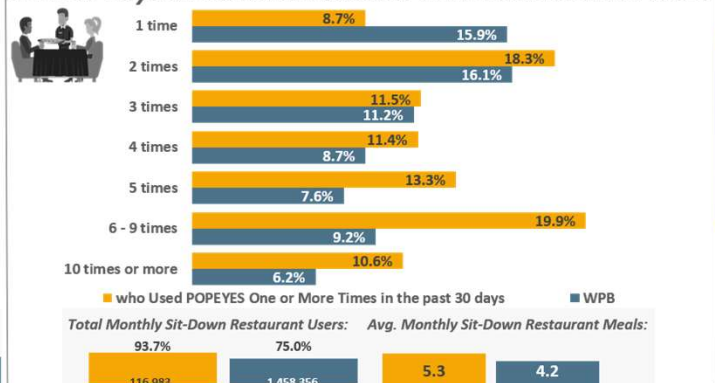


6.4% or 124,848 of WPB DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 25.9% more likely to use QSRs past mo., 24.9% more likely to use Sit-Down Restaurants past mo., 45.% more likely to use Casinos past yr., 194.8% more likely to smoke cigarettes.

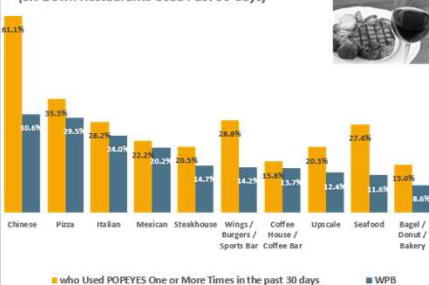
Past 30-days QSR Users: Adults 18 or older



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

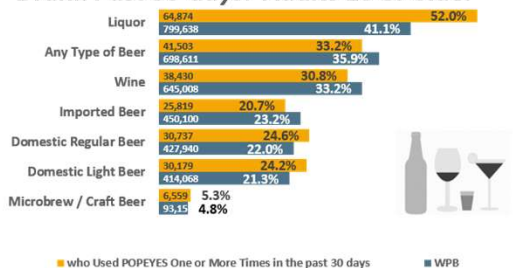


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

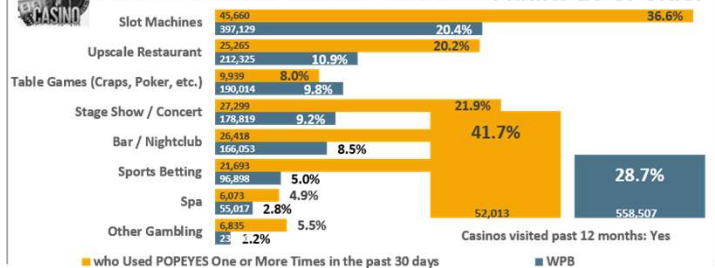


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used POPEYES One or More Times in the past 30... 46,886 37.6%
 WPB 387,595 19.9%

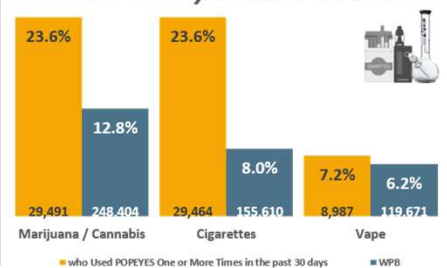
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

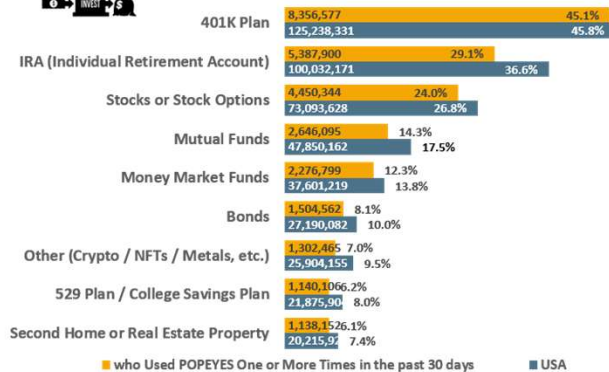




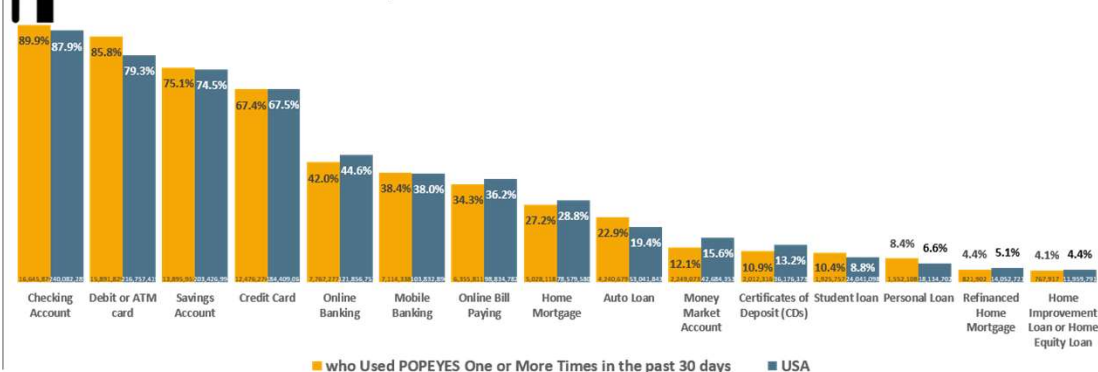
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 1.5% less likely to have a 401K, 18.% more likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 30.1% more likely to pay with their Debit Card.



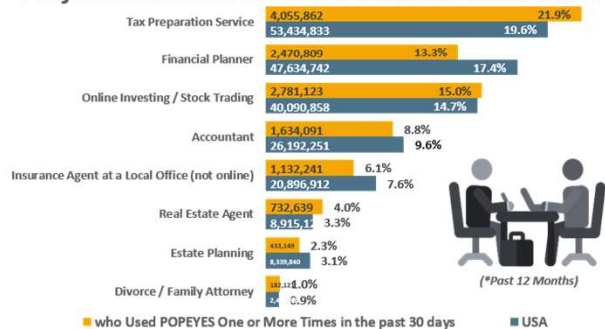
Investments Owned: Adults 18 or older



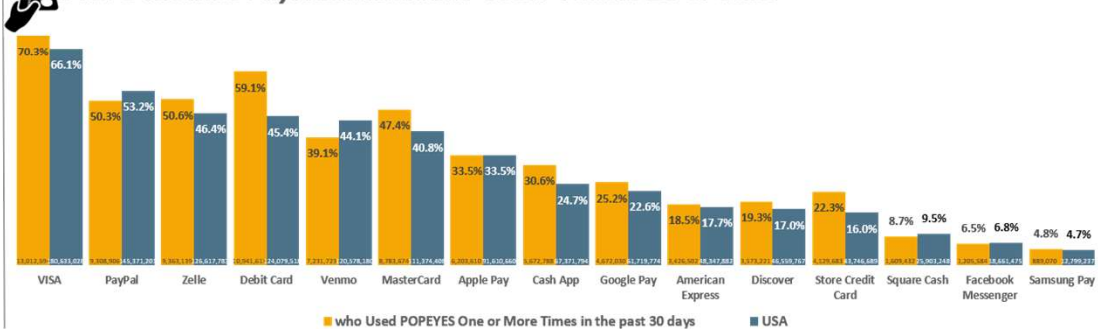
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





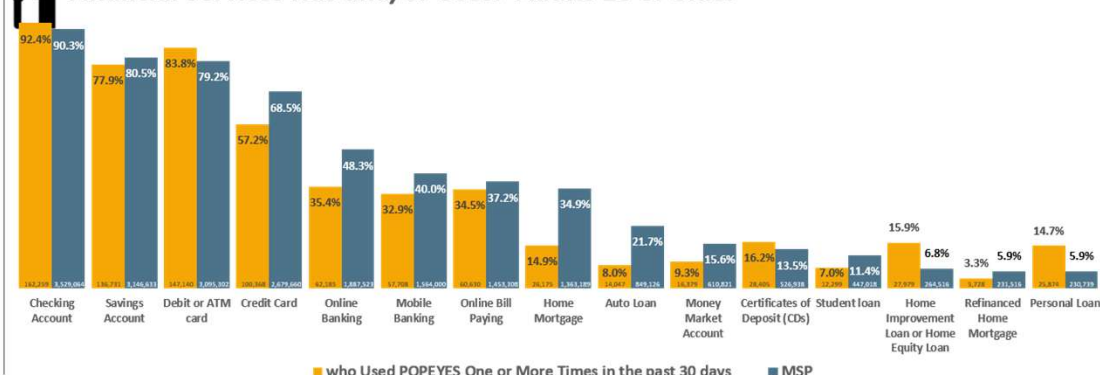
4.5% or 175,555 of MSP DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 20.3% less likely to have a 401K, 63.2% less likely to have an Auto Loan, 17.2% more likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



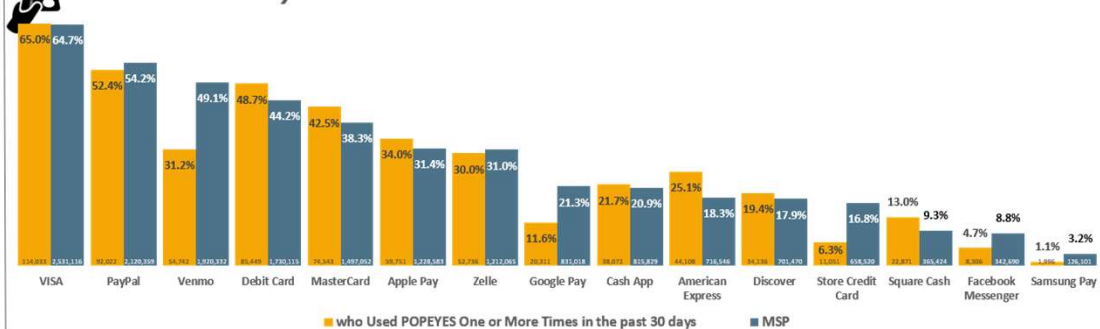
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

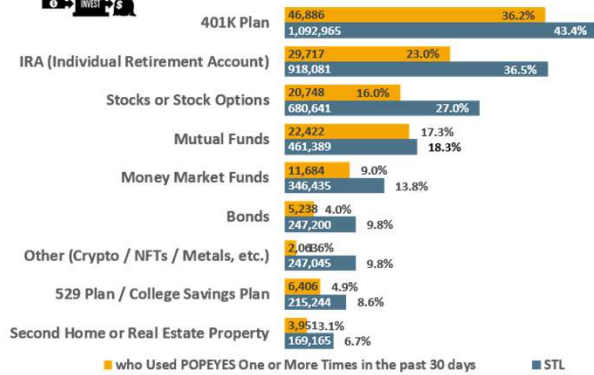




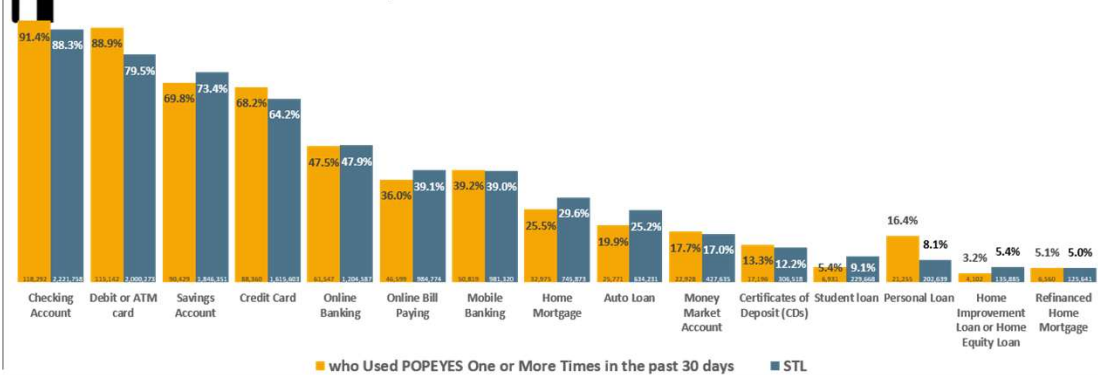
5.1% or 129,485 of STL DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 16.6% less likely to have a 401K, 21.1% less likely to have an Auto Loan, 8.3% less likely to Invest/Trade Stocks Online, 33.4% more likely to pay with their Debit Card.



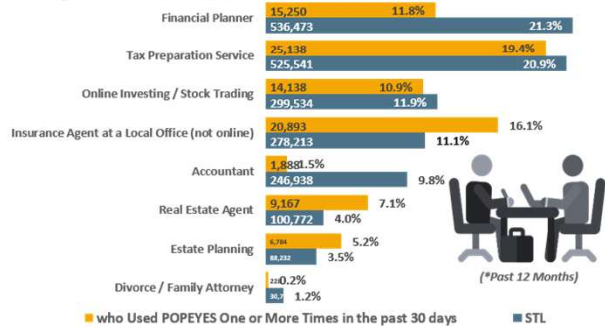
Investments Owned: Adults 18 or older



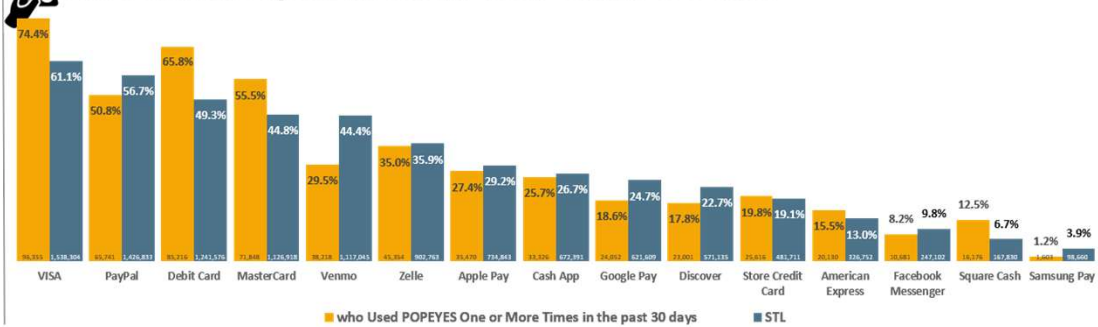
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

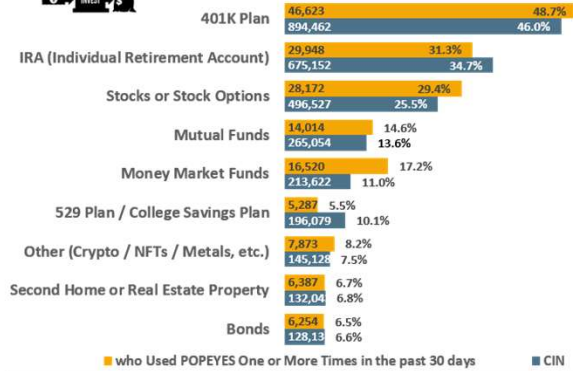




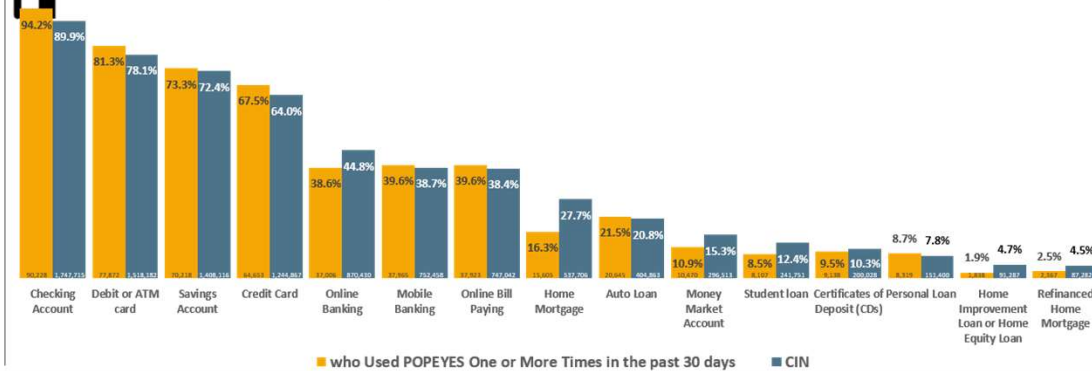
4.9% or 95,813 of CIN DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 5.8% more likely to have a 401K, 3.5% more likely to have an Auto Loan, 17.6% less likely to Invest/Trade Stocks Online, 8.% more likely to pay with their Debit Card.



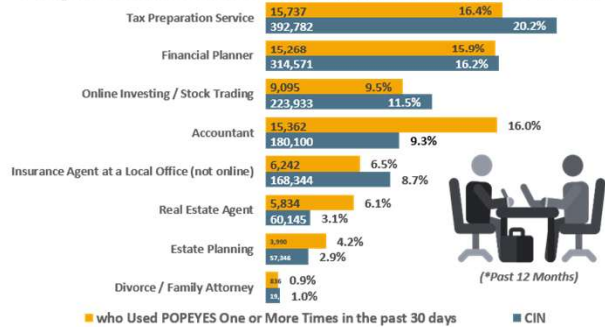
Investments Owned: Adults 18 or older



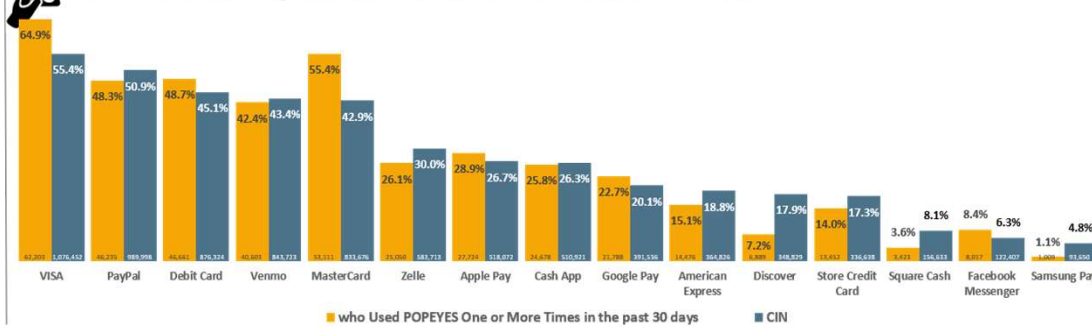
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

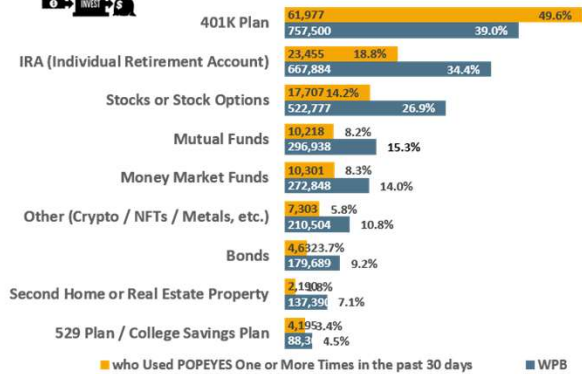




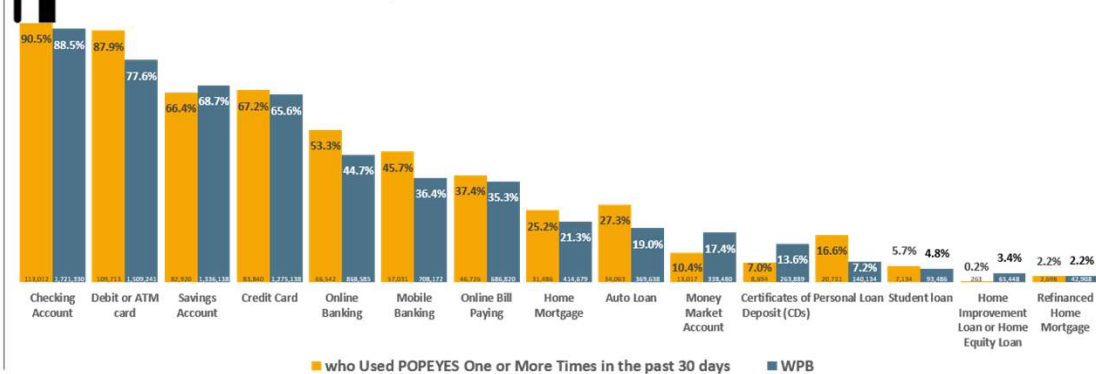
6.4% or 124,848 of WPB DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 27.4% more likely to have a 401K, 43.5% more likely to have an Auto Loan, 19.% less likely to Invest/Trade Stocks Online, 38.3% more likely to pay with their Debit Card.



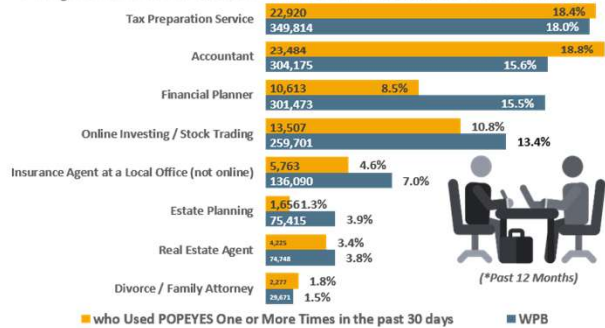
Investments Owned: Adults 18 or older



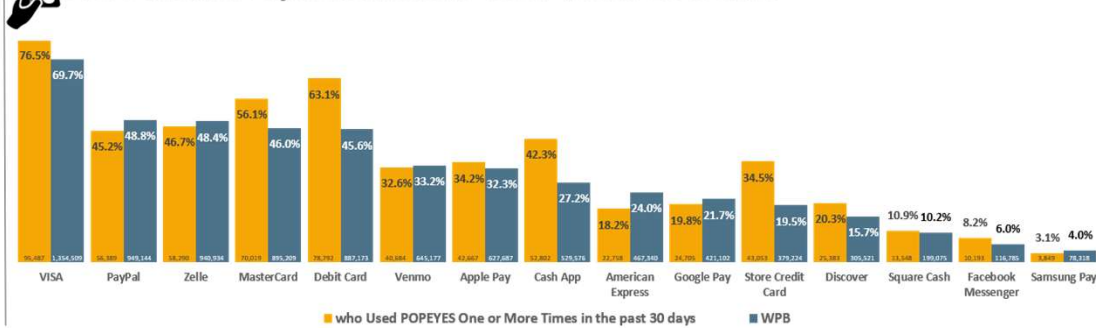
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



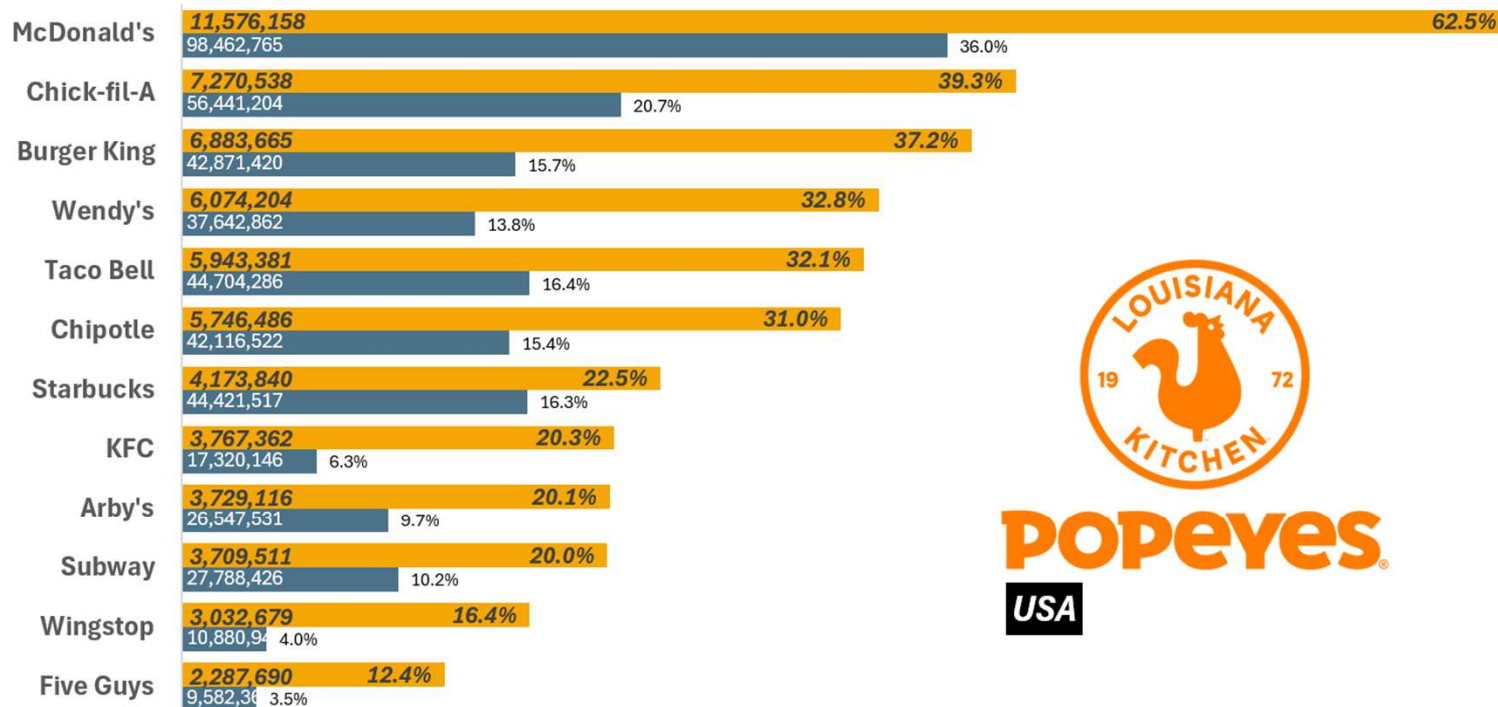
Past 3-Months Payment Methods Used: Adults 18 or older





"Home Improvements Planned"

P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days
(Other QSRs used One or More Times past 30 days)



■ P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ USA (Other QSRs used One or More Times past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1786
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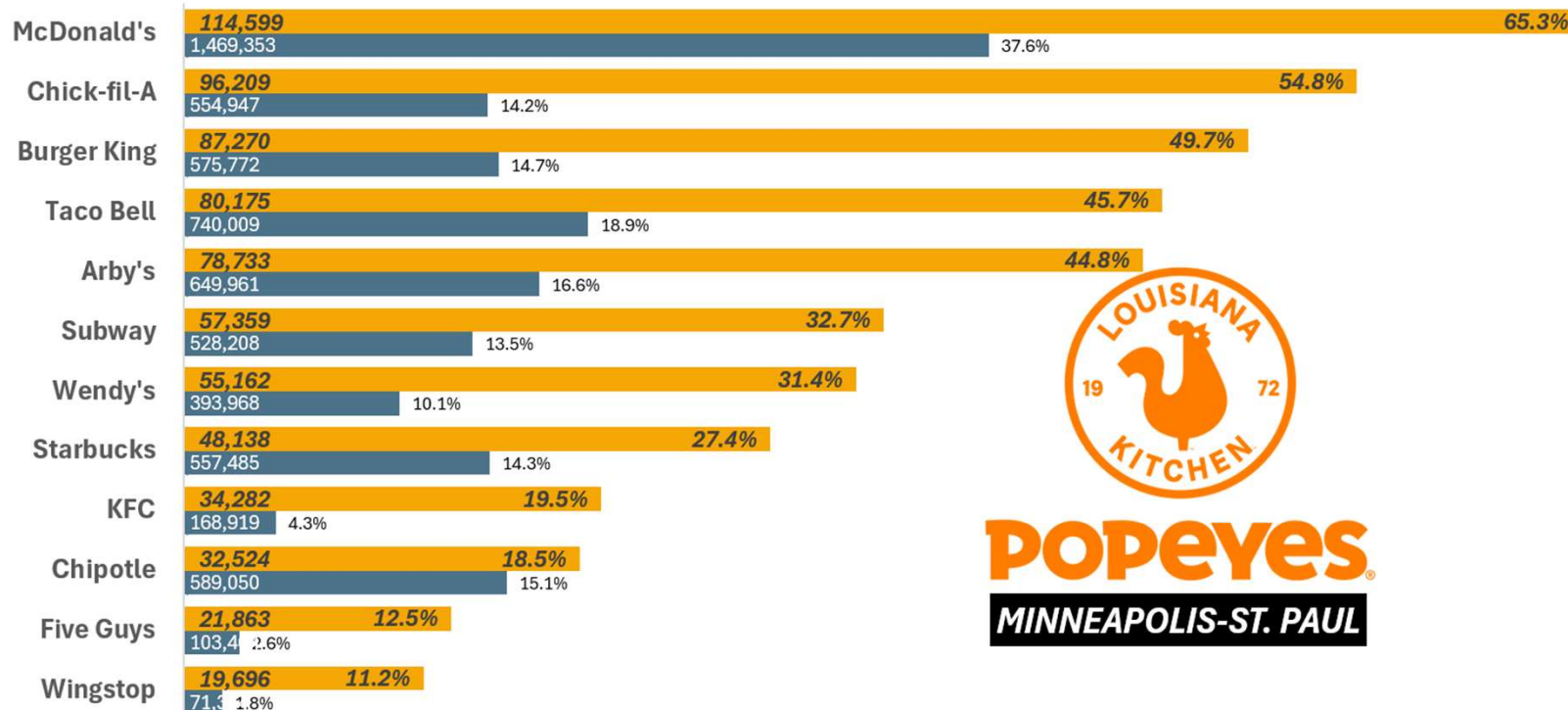
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes



"Home Improvements Planned"

P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days
(Other QSRs used One or More Times past 30 days)



POPEYES
MINNEAPOLIS-ST. PAUL



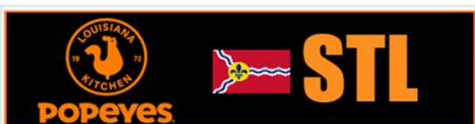
■ P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ MINNEAPOLIS-ST. PAUL (Other QSRs used One or More Times past 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 65
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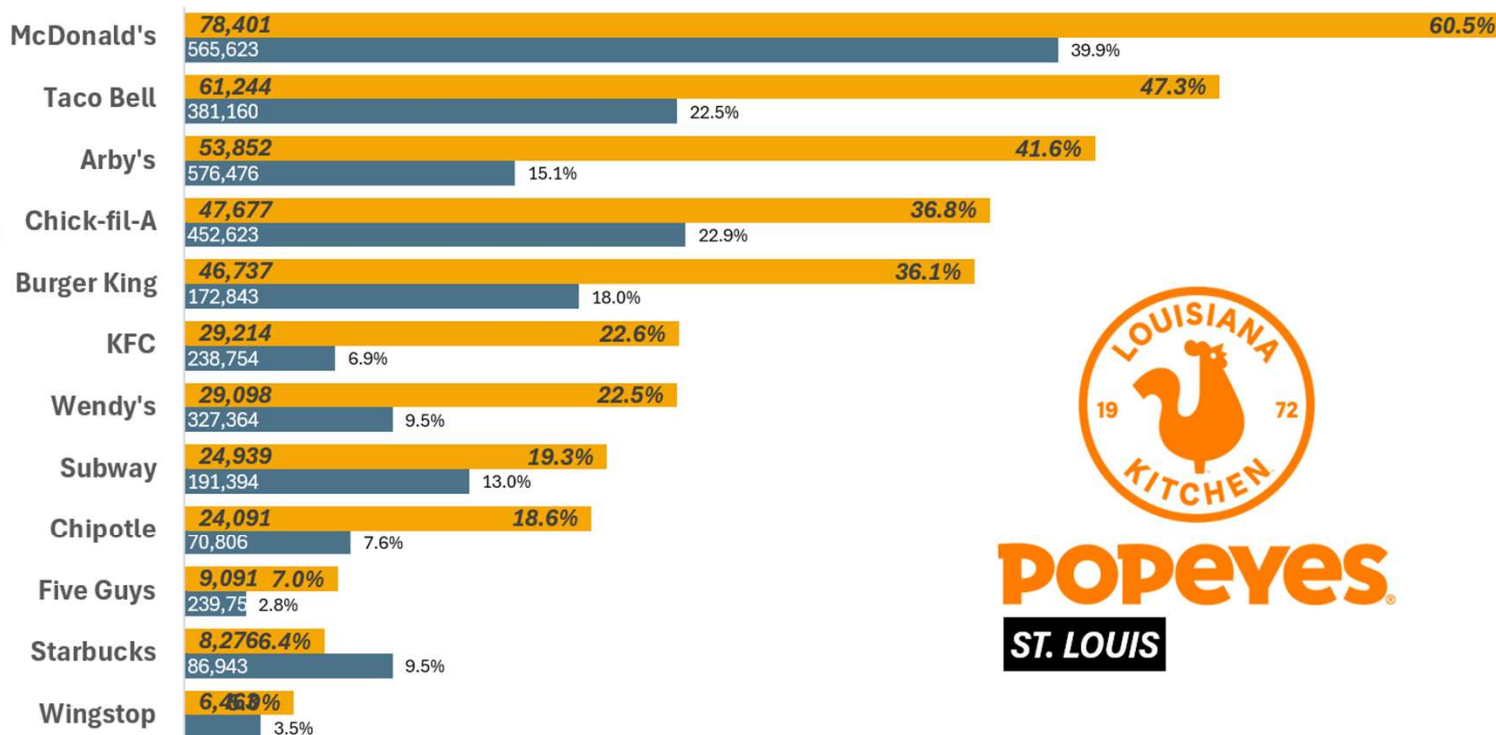
soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Popeyes



"Home Improvements Planned"

P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days
(Other QSRs used One or More Times past 30 days)



■ P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ ST. LOUIS (Other QSRs used One or More Times past 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 92

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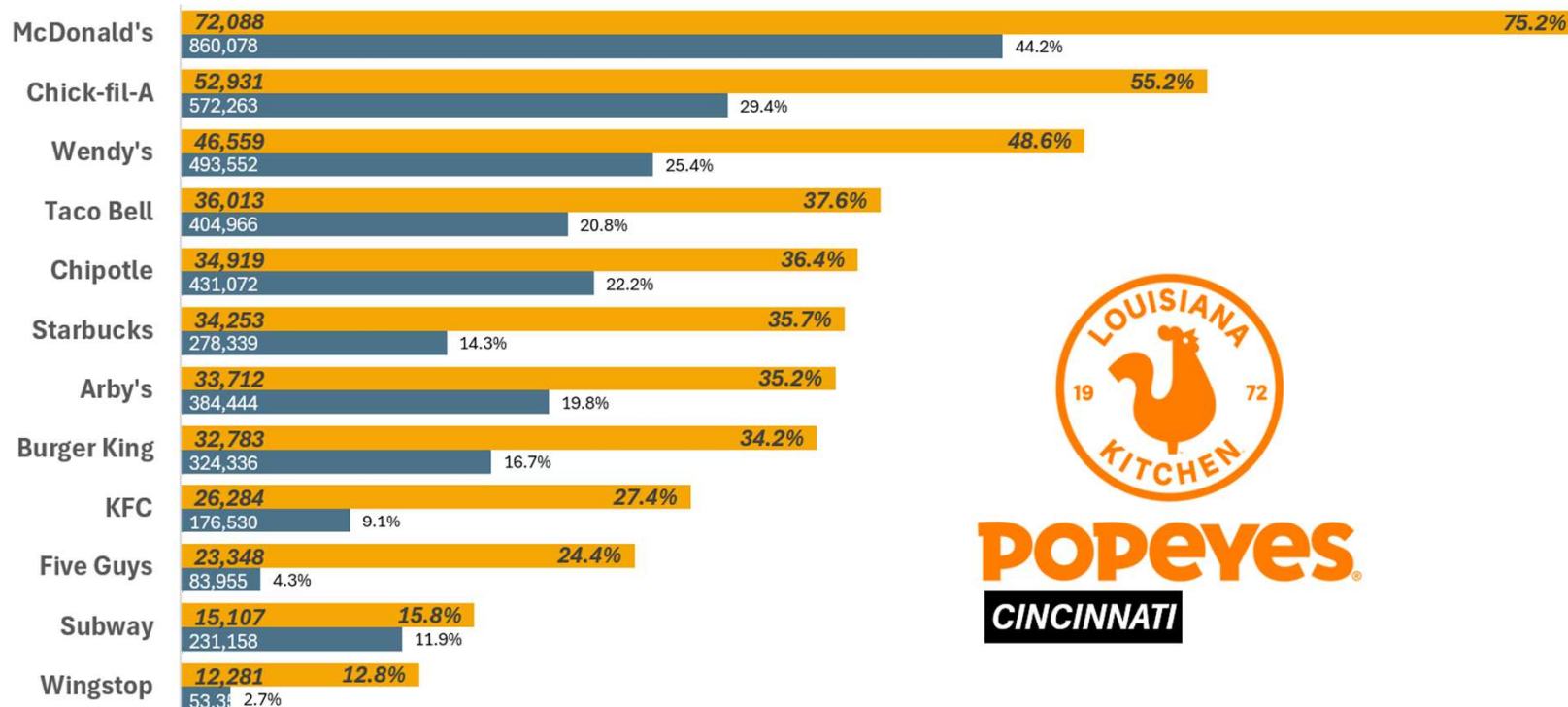
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes



"Home Improvements Planned"

P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days
(Other QSRs used One or More Times past 30 days)



■ P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ CINCINNATI (Other QSRs used One or More Times past 30 days)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 95
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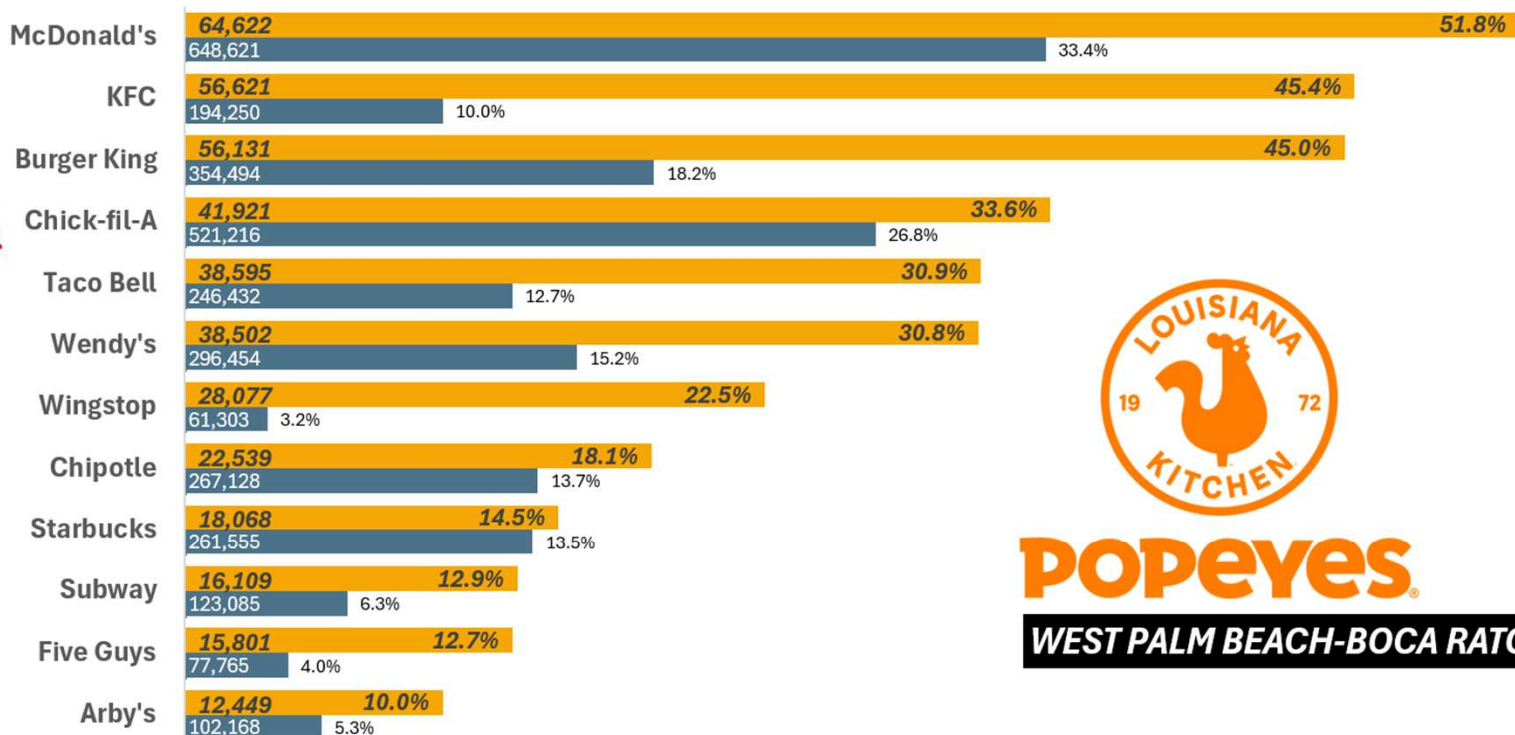
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes



"Home Improvements Planned"

P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days
(Other QSRs used One or More Times past 30 days)



■ P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ WEST PALM BEACH-BOCA RATON (Other QSRs used One or More Times past 30 days)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 164

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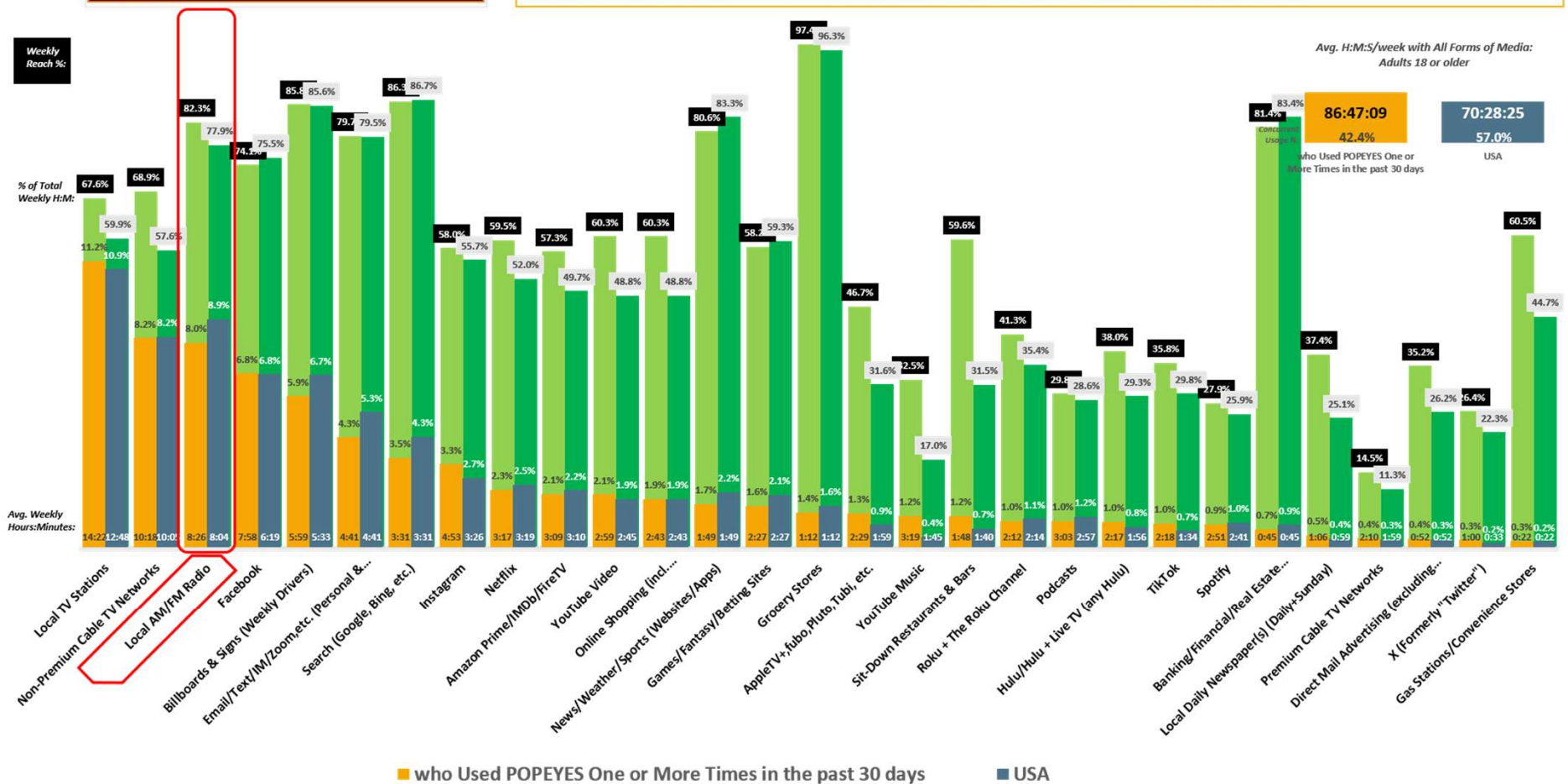


soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Popeyes



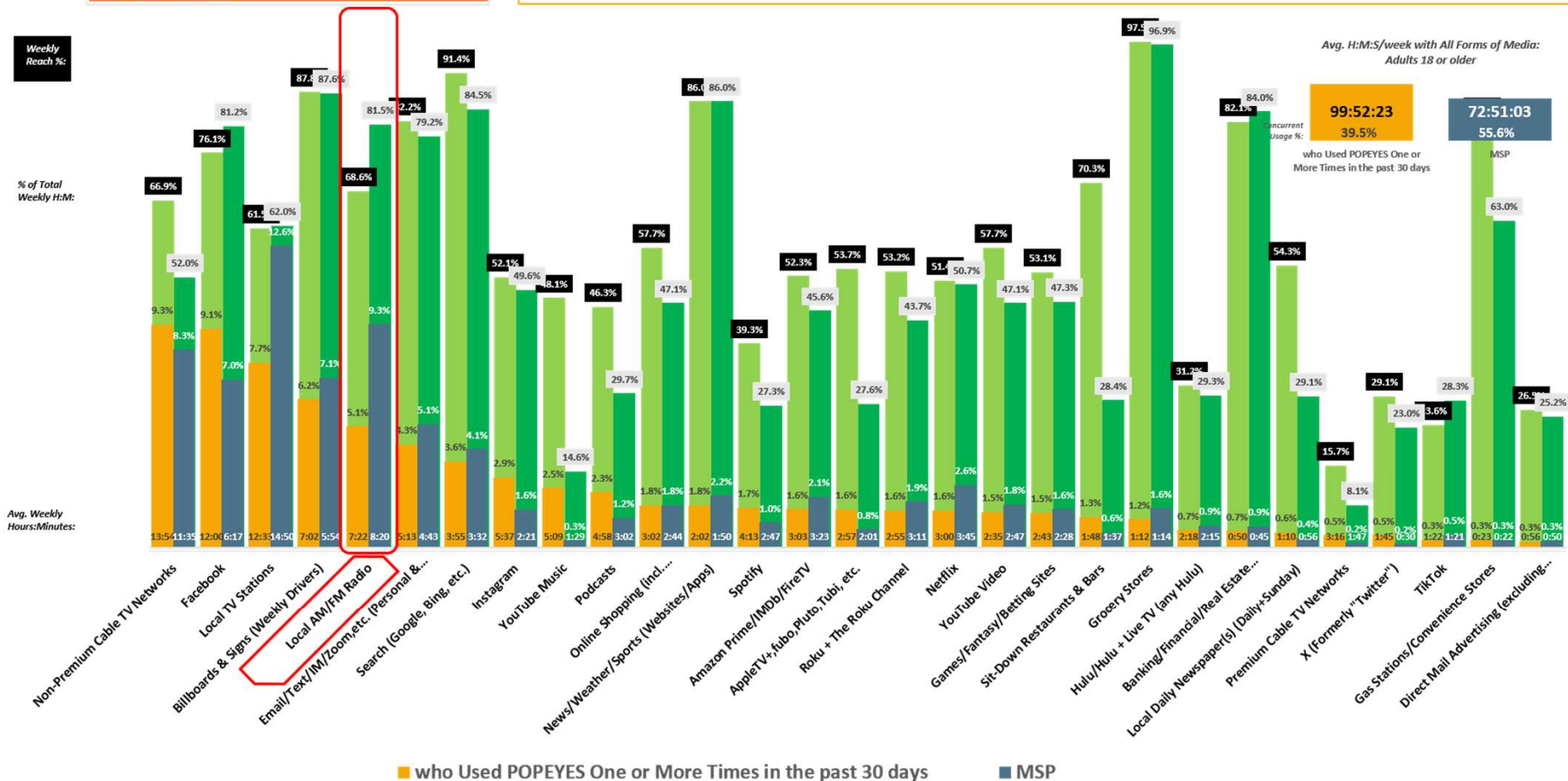
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 14 hours, 47 minutes and 9 seconds each week with All Forms of Media.
 82.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 4 days, 3 hours, 52 minutes and 23 seconds each week with All Forms of Media.

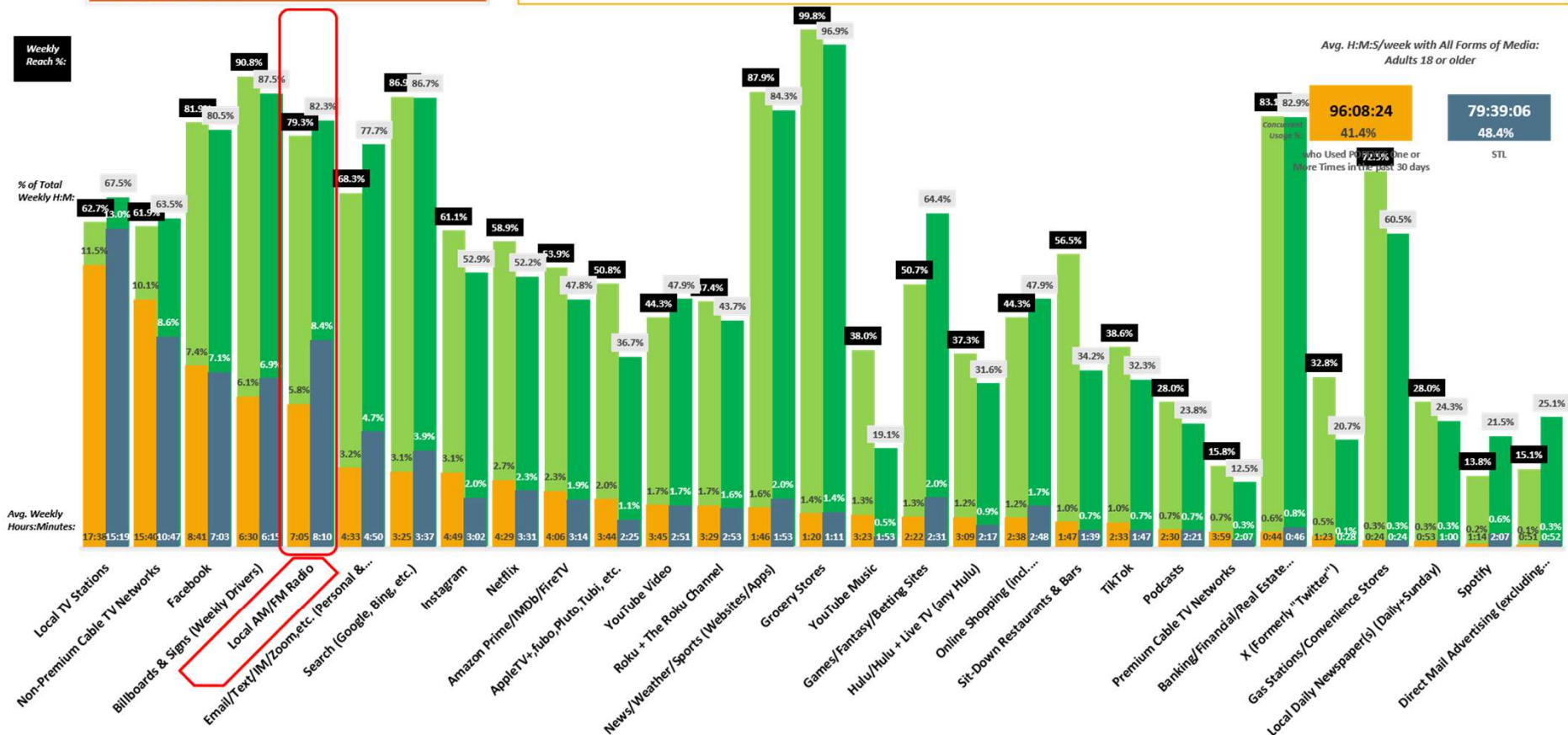
68.6% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 5.1% of total time spent with all forms of Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 4 days, 0 hours, 8 minutes and 24 seconds each week with All Forms of Media.

79.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 5.8% of total time spent with all forms of Media.



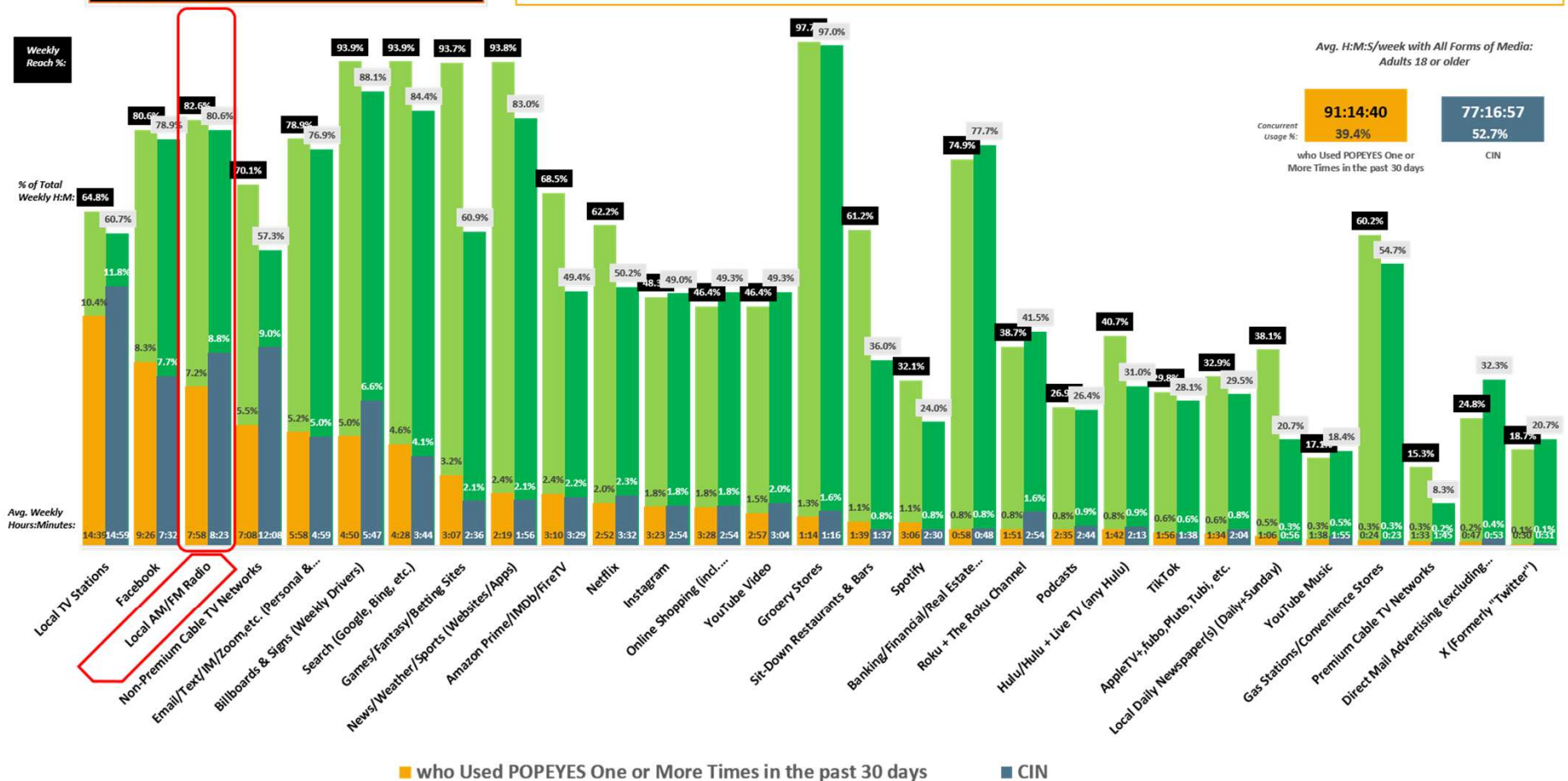
who Used POPEYES One or More Times in the past 30 days

STL



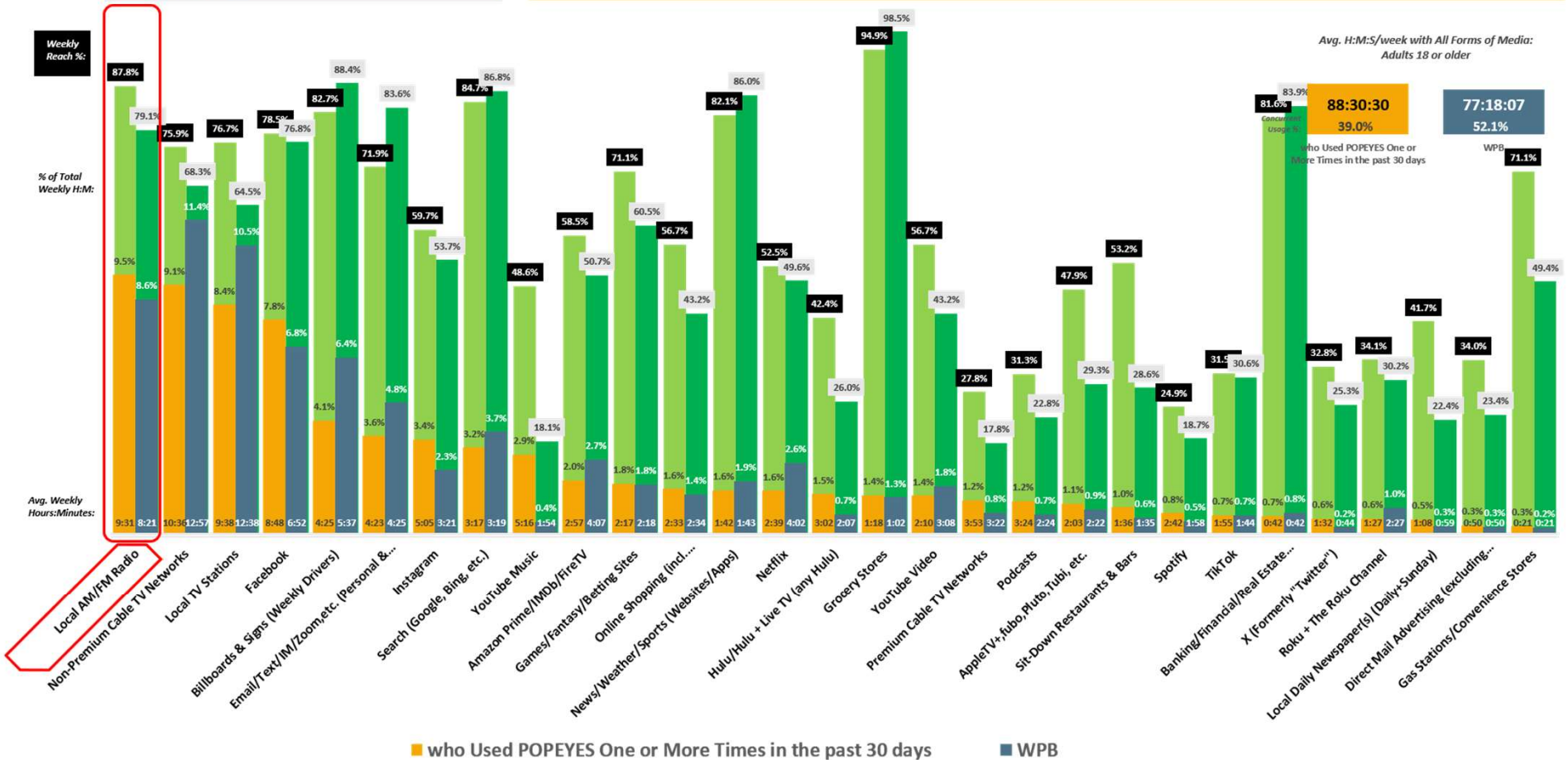
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 19 hours, 14 minutes and 40 seconds each week with All Forms of Media.

82.6% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.





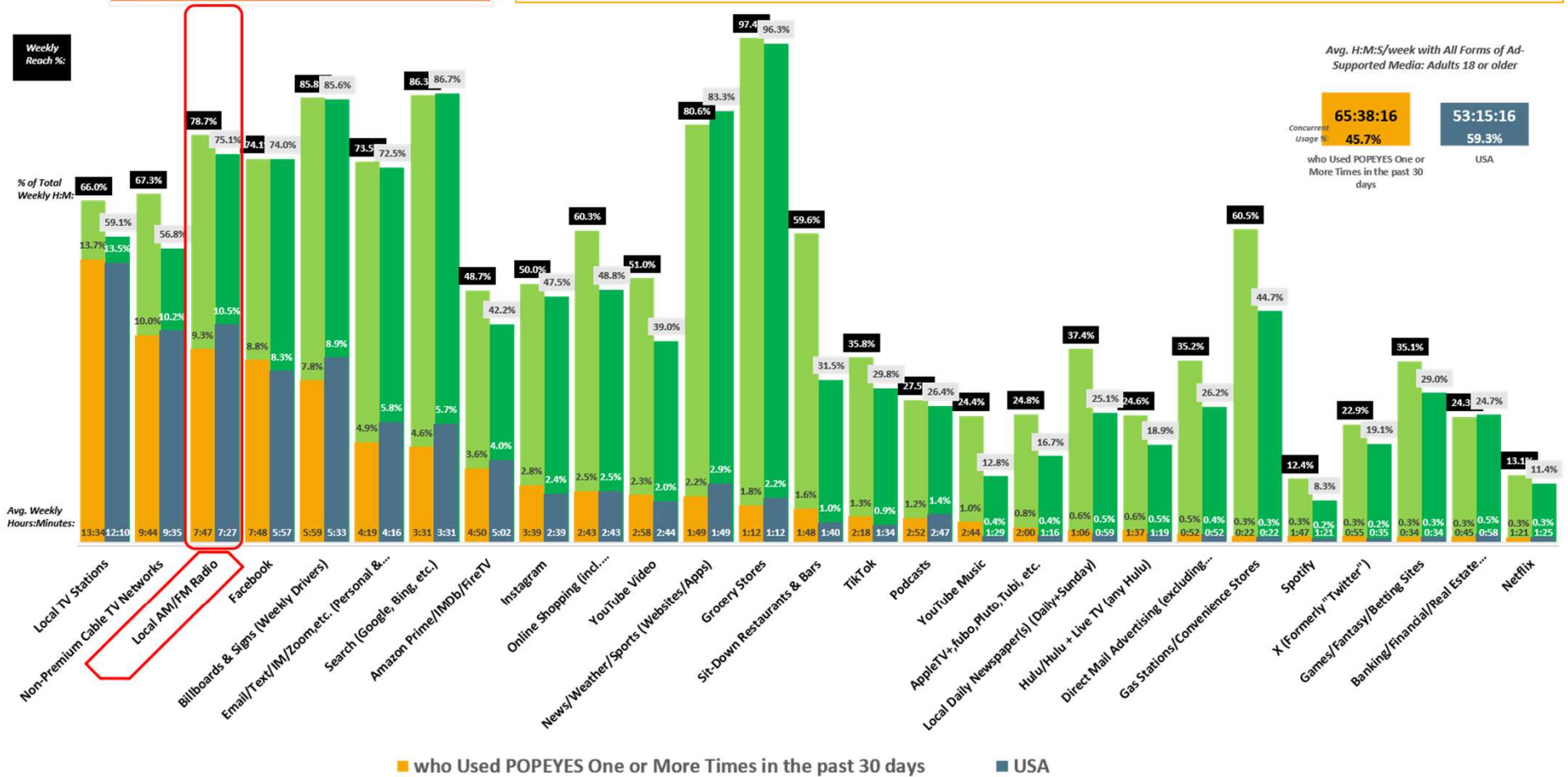
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 16 hours, 30 minutes and 30 seconds each week with All Forms of Media.
 87.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 9 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 2 days, 17 hours, 38 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

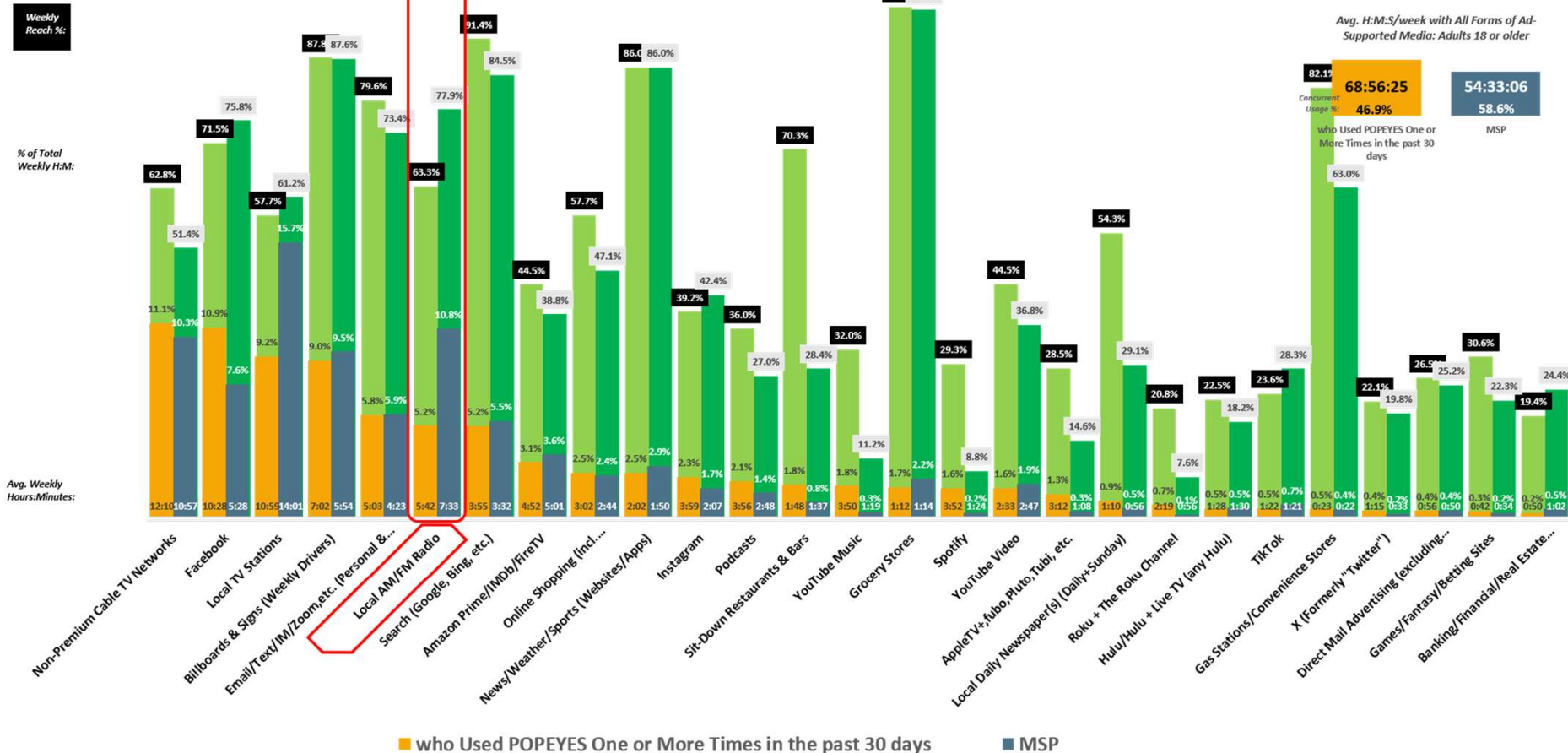
78.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 2 days, 20 hours, 56 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

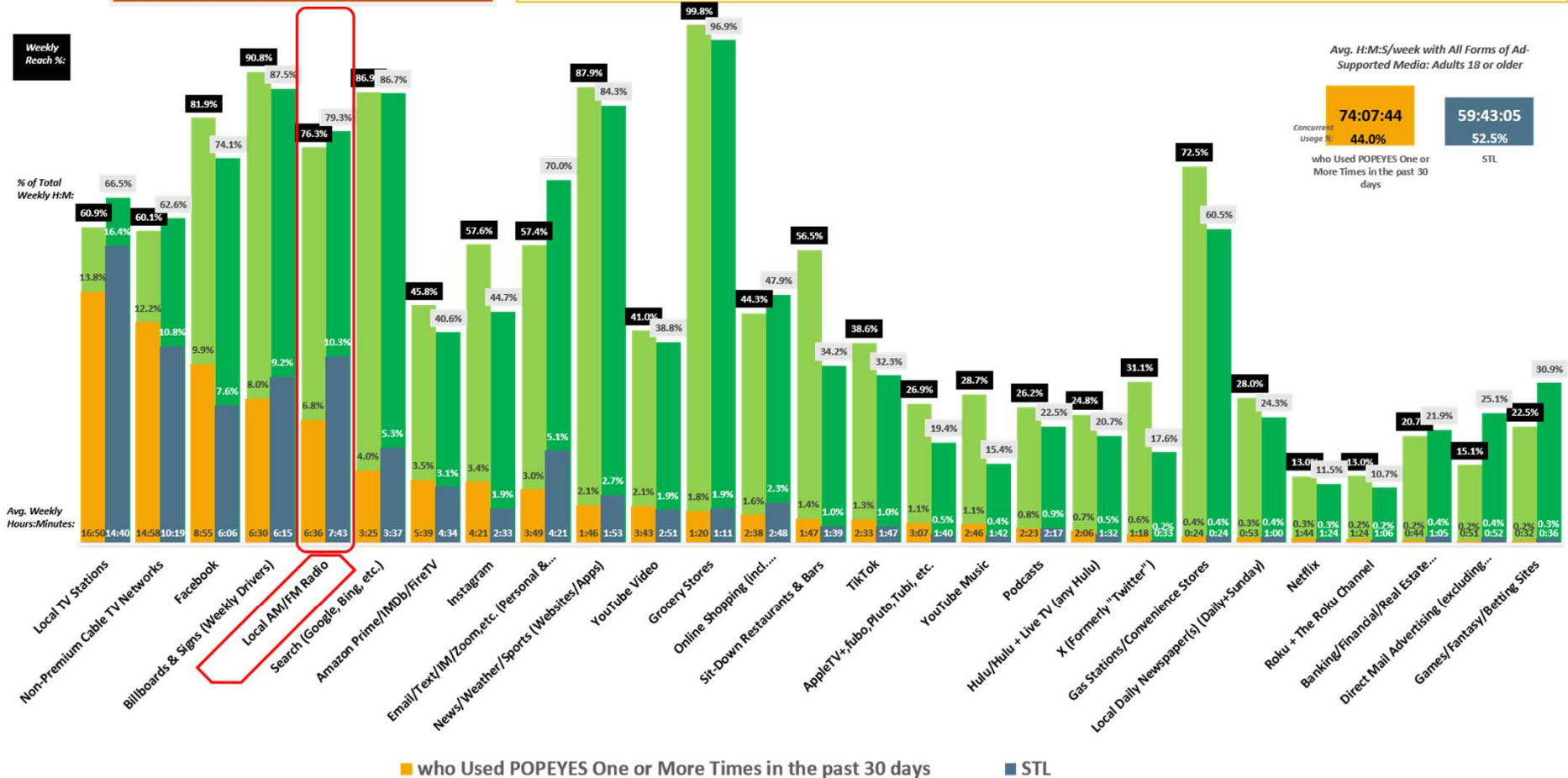
63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 5 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 2 hours, 7 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

76.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.8% of total time spent with all forms of Ad-Supported Media.



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

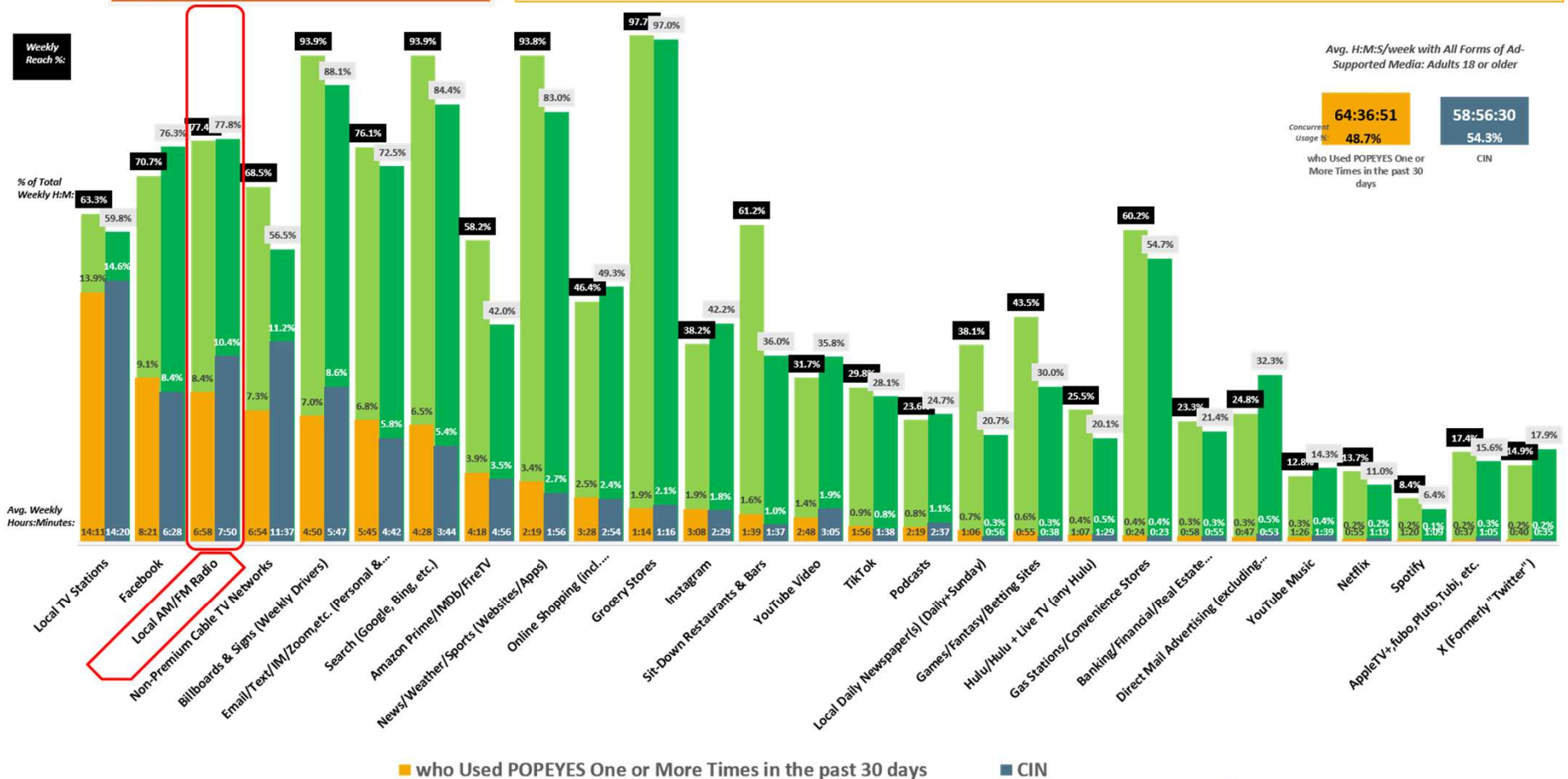
74:07:44
Concurrent Usage %: 44.0%

59:43:05
STL

who Used POPEYES One or More Times in the past 30 days

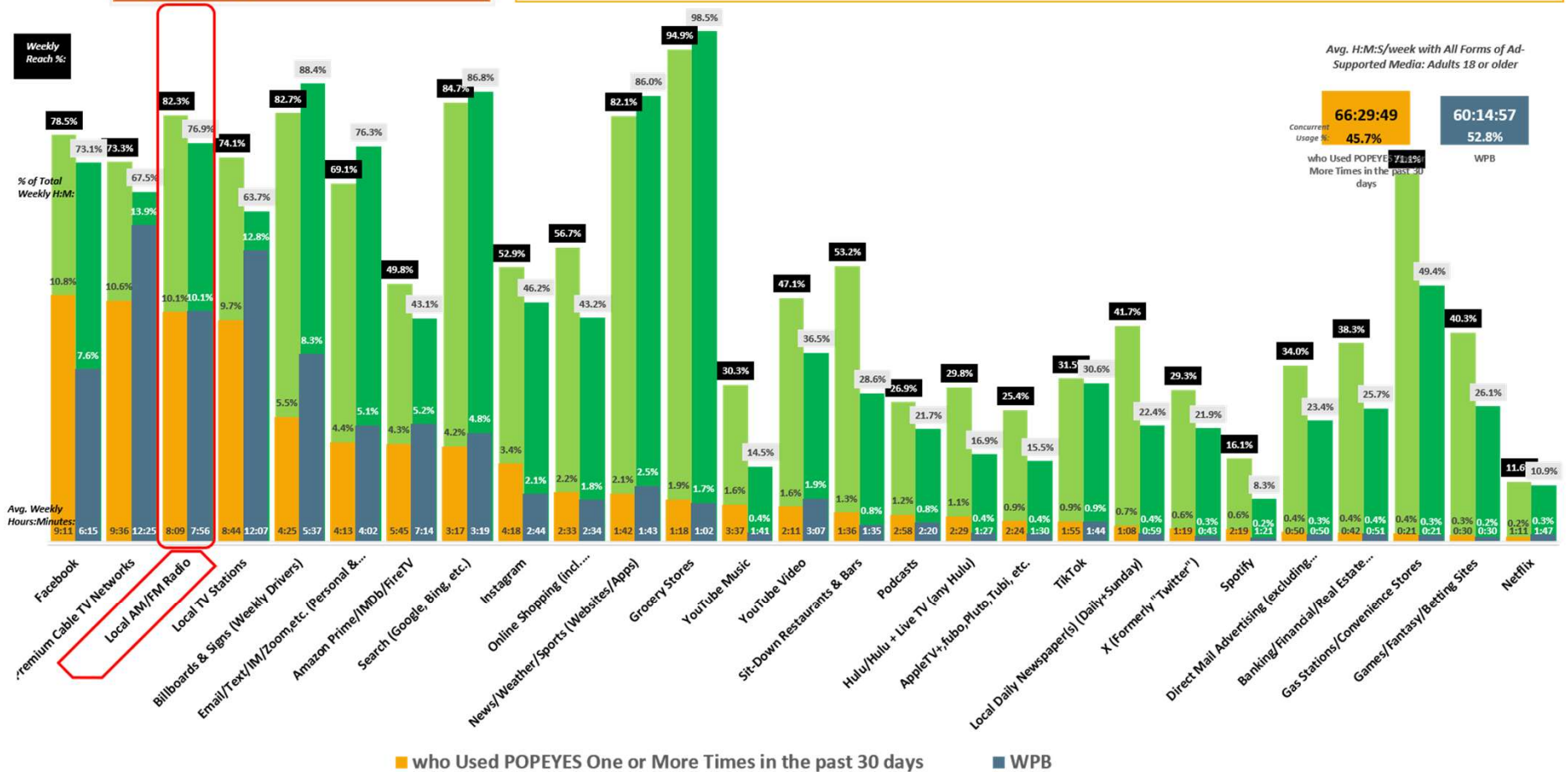


Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 2 days, 16 hours, 36 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 77.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.





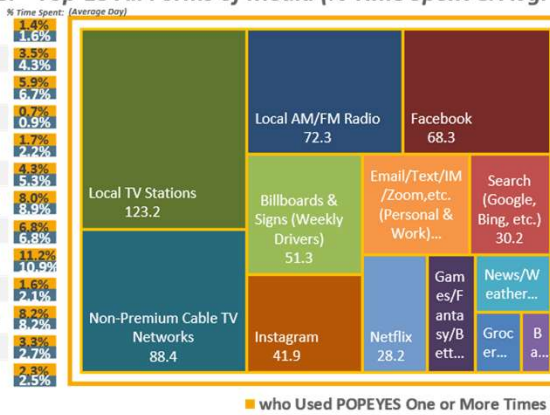
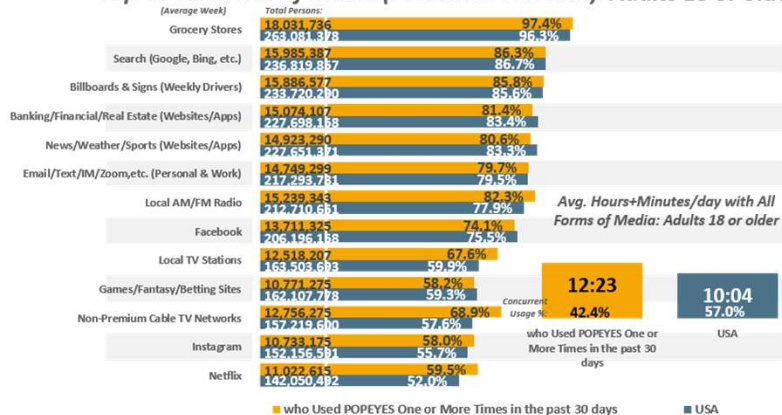
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 2 days, 18 hours, 29 minutes and 49 seconds each week with All Forms of Ad-Supported Media.
 82.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 9 hours and 22 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

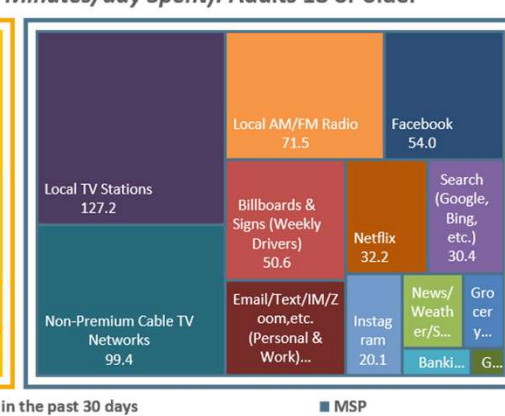
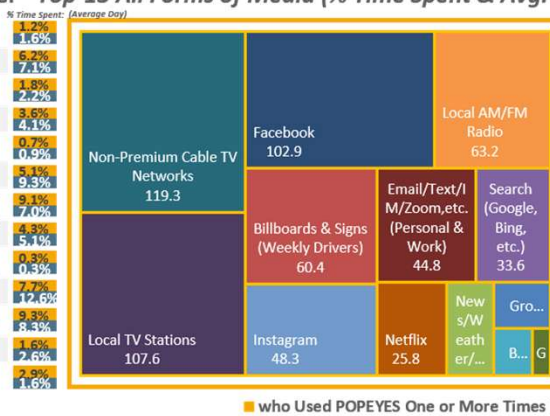
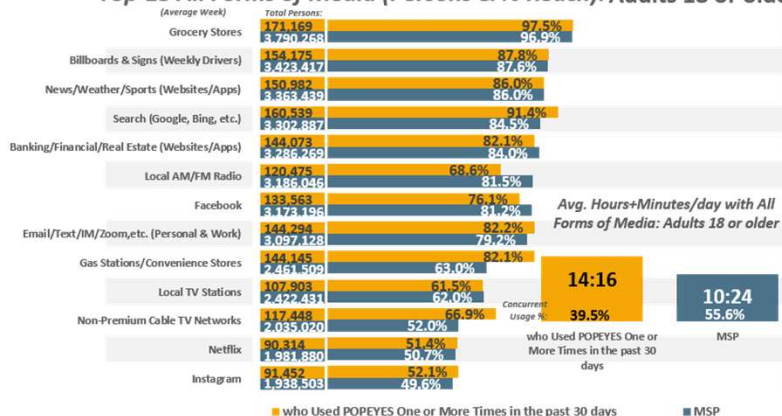
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



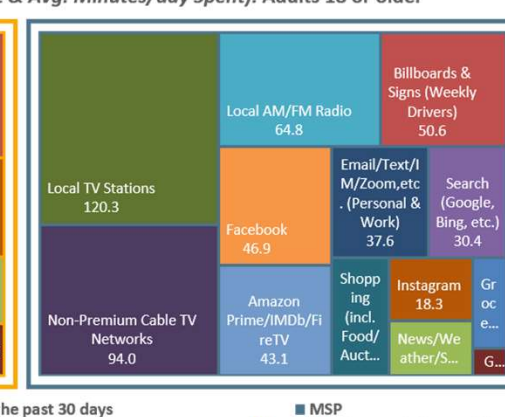
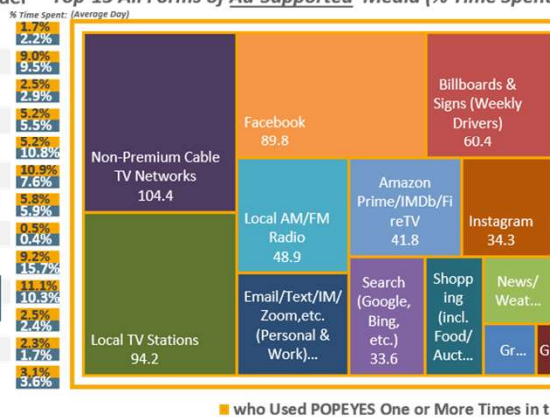
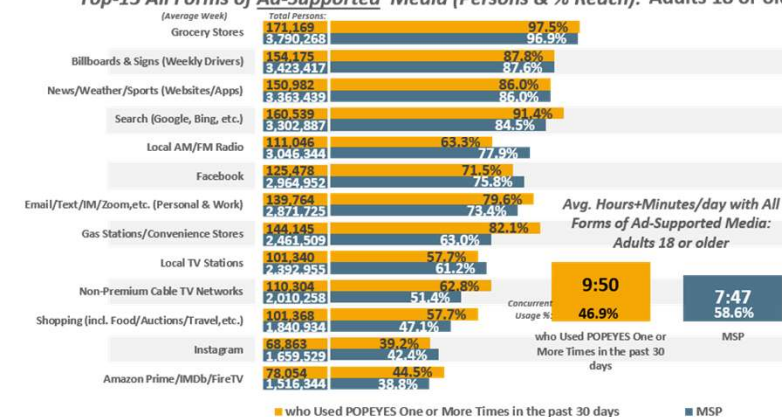


Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 63.3% listen to Local AM/FM Radio for an avg. of 48.9 minutes/day. (Local Radio delivers 5.2% of Time with Ad-Supported Media.)

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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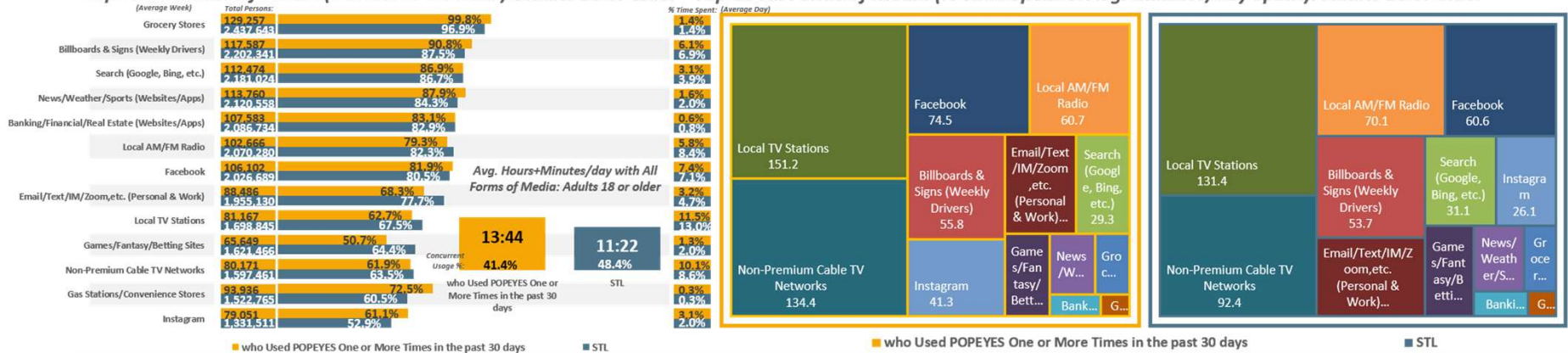
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

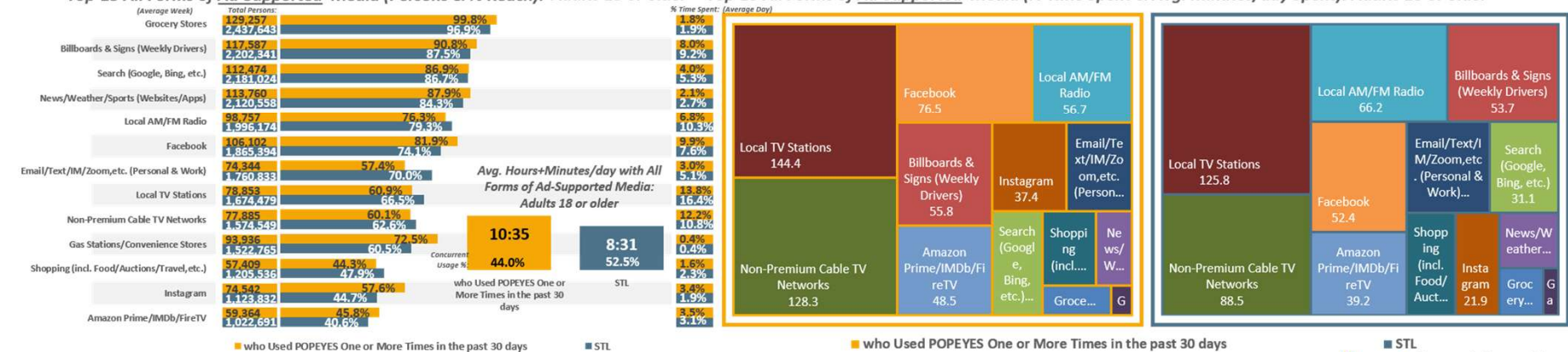


Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 10 hours and 35 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. (Local Radio delivers 6.8% of Time with Ad-Supported Media.)

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



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

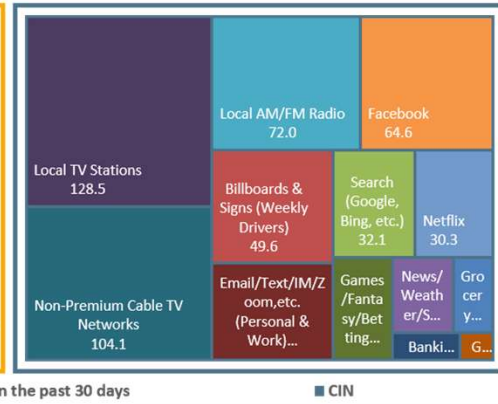
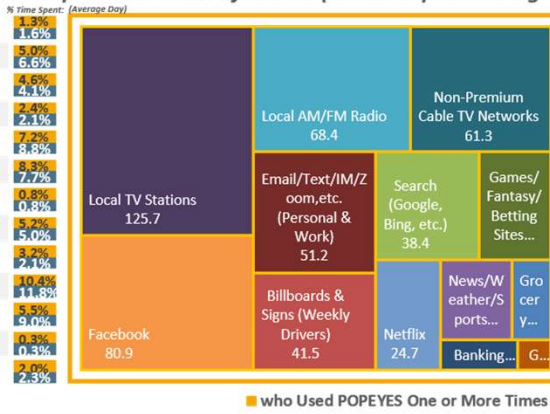
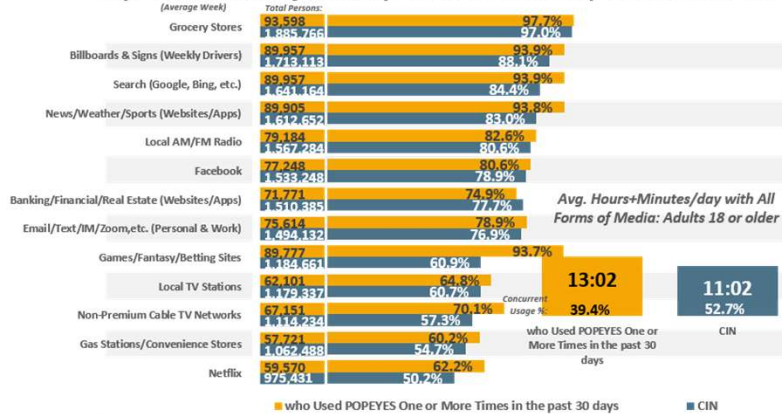




Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 9 hours and 13 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 8.4% of Time with Ad-Supported Media.)

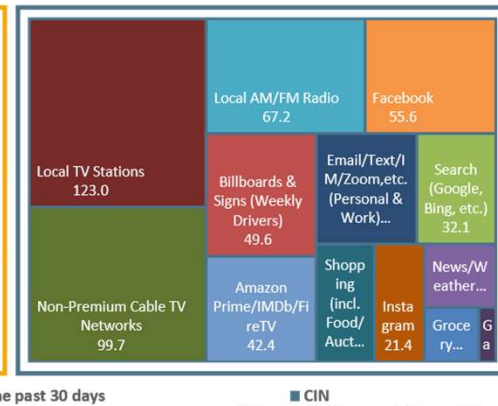
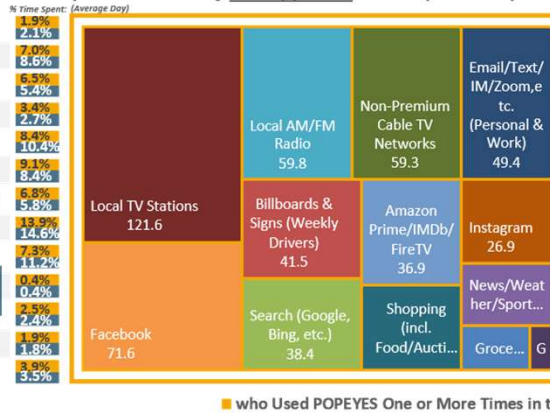
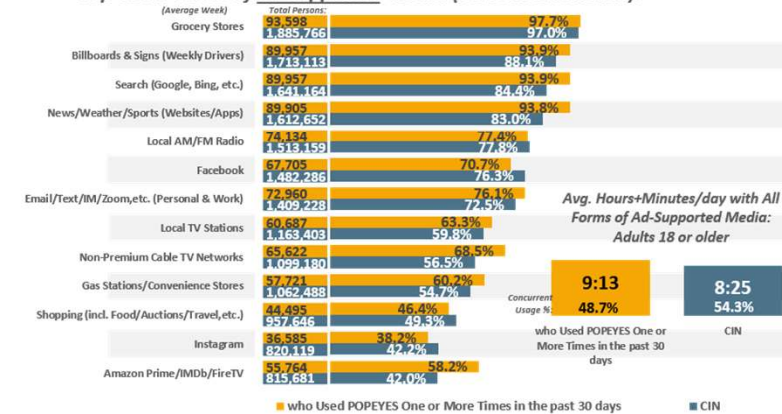
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

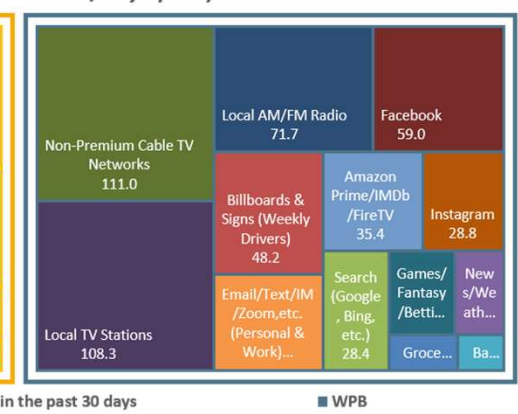
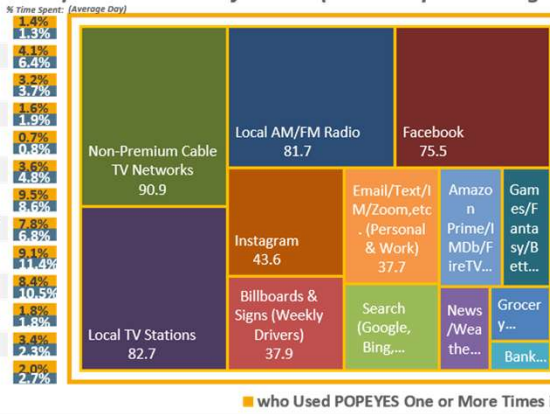
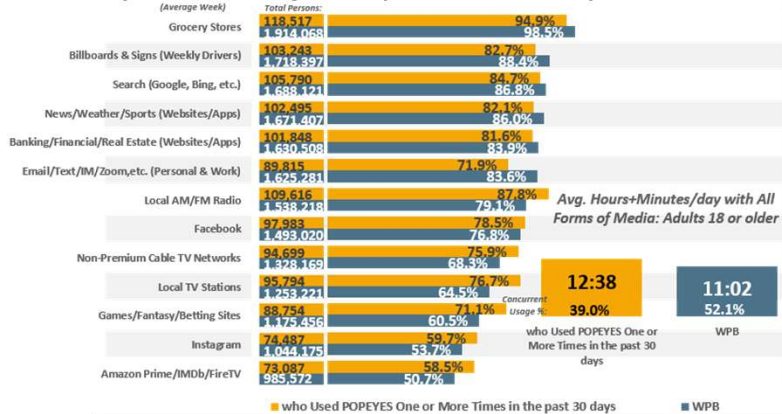




Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 9 hours and 29 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 70. minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

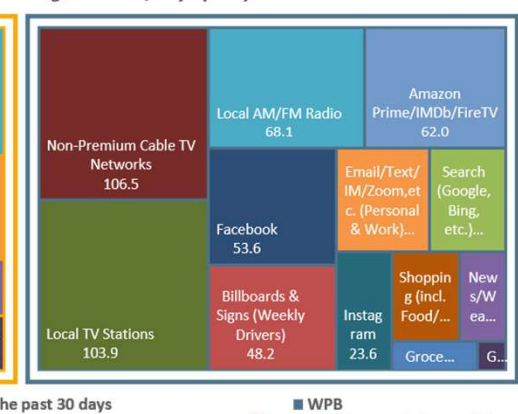
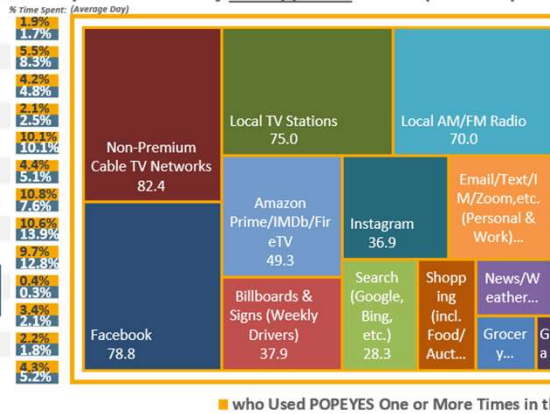
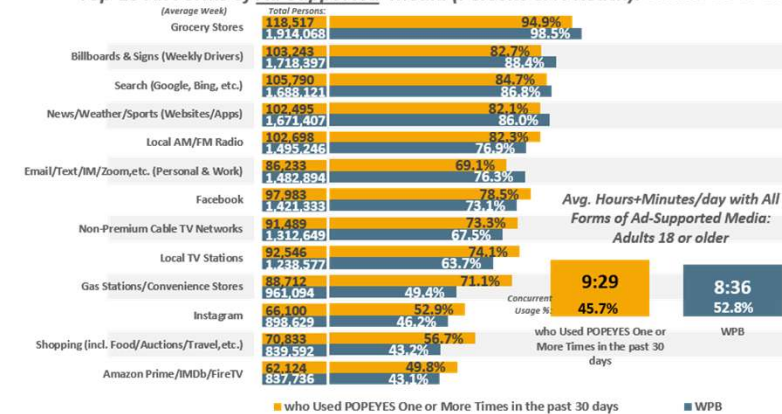
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 164
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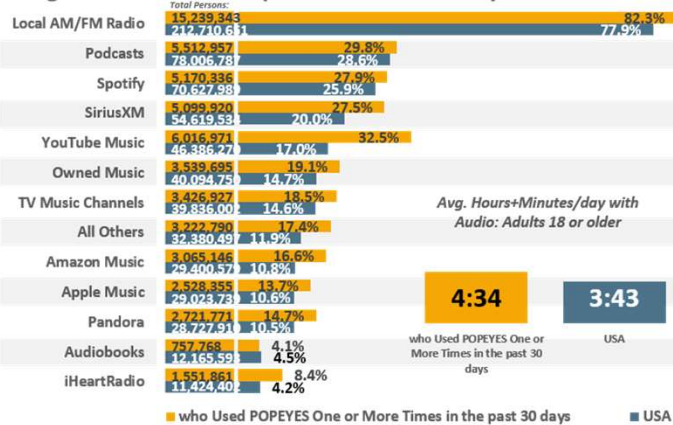
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

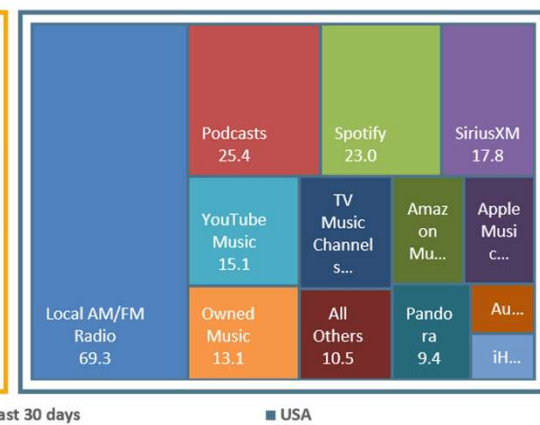
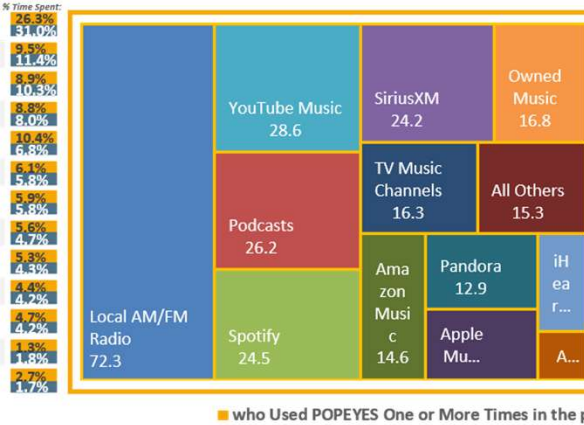


14,571,335 or 78.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

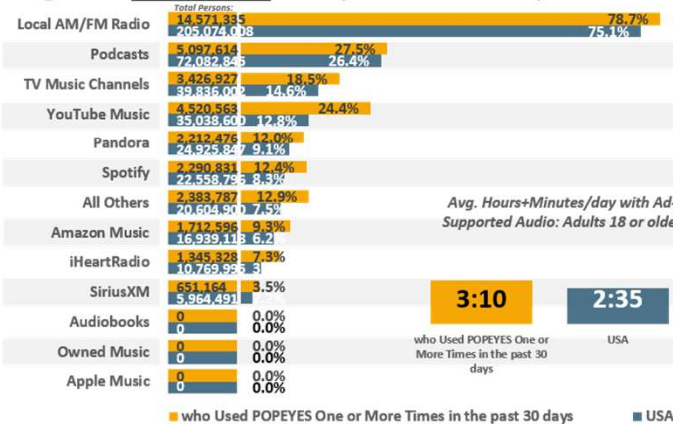
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



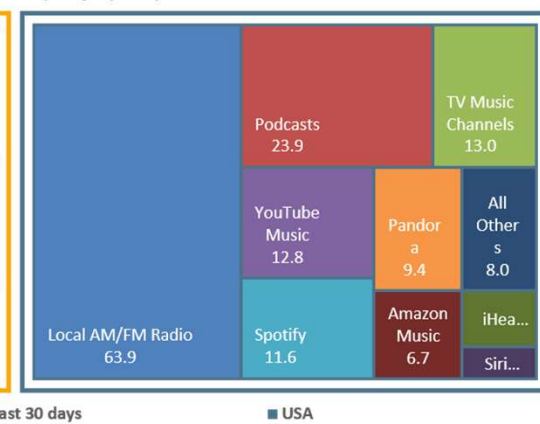
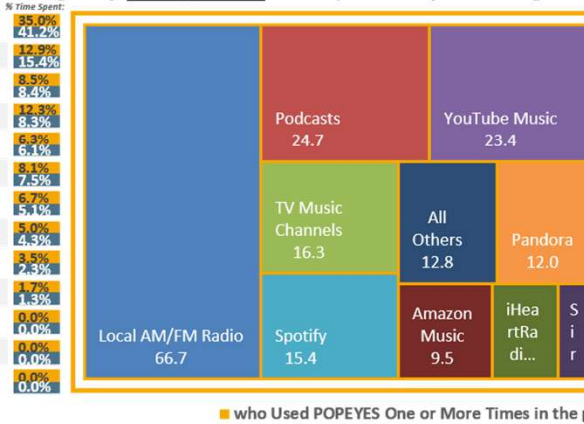
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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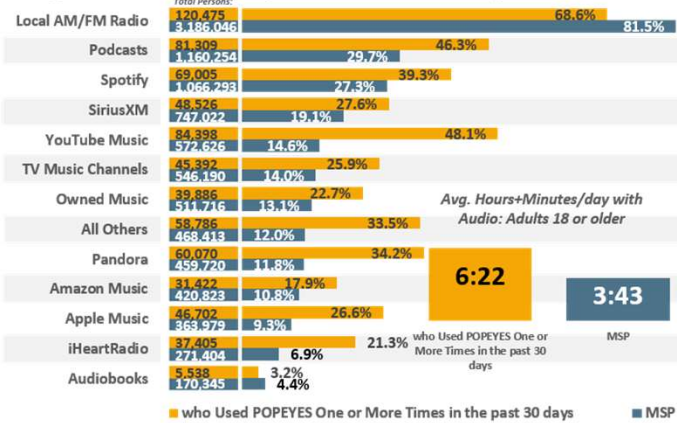
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

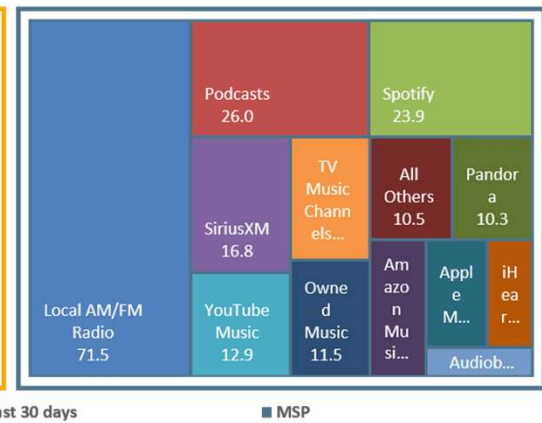
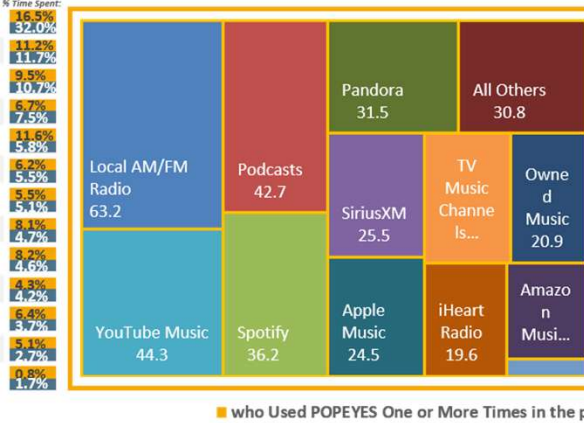


111,046 or 63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.9 minutes every day representing 18.4% of all time spent daily with Ad-Supported Audio.

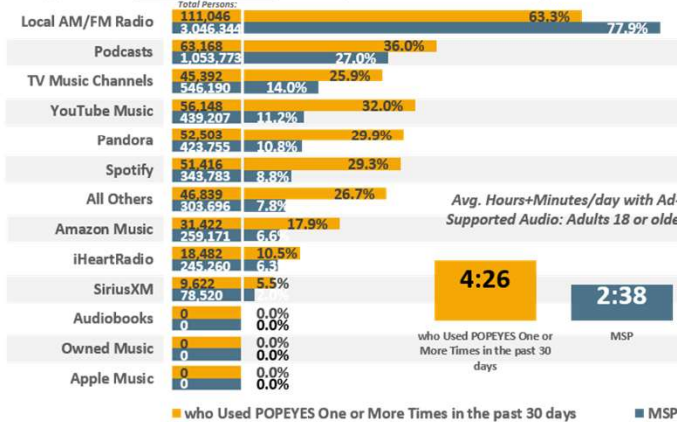
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



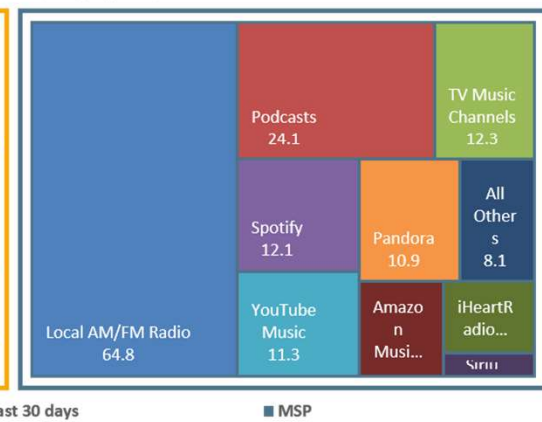
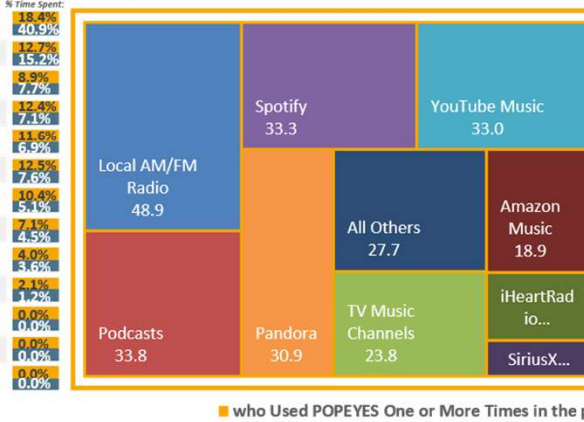
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



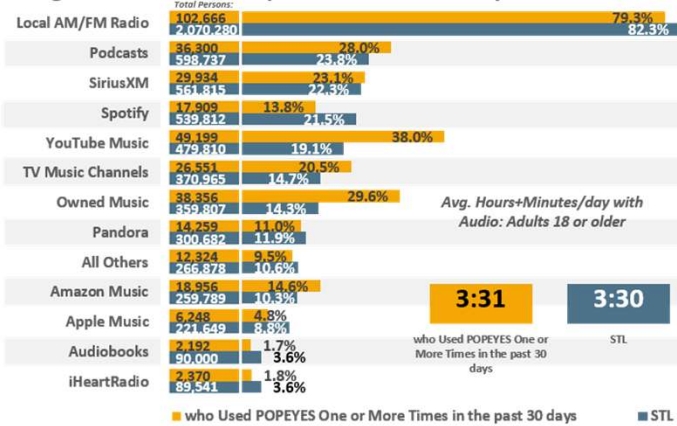
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



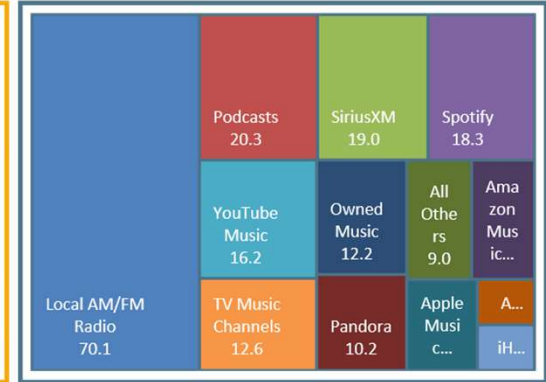
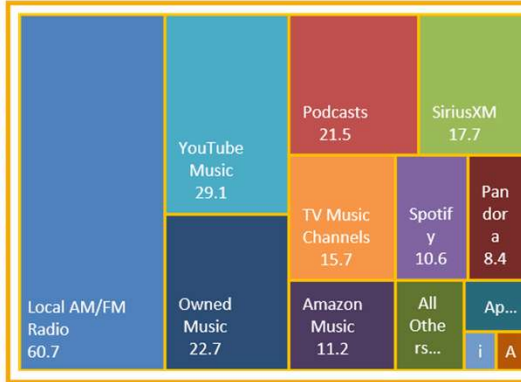


98,757 or 76.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

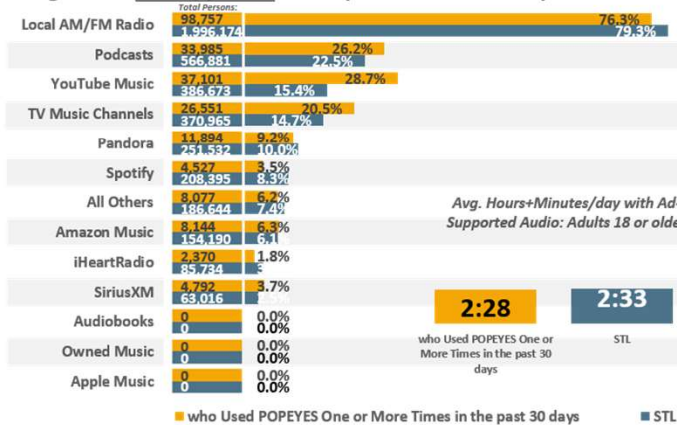
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



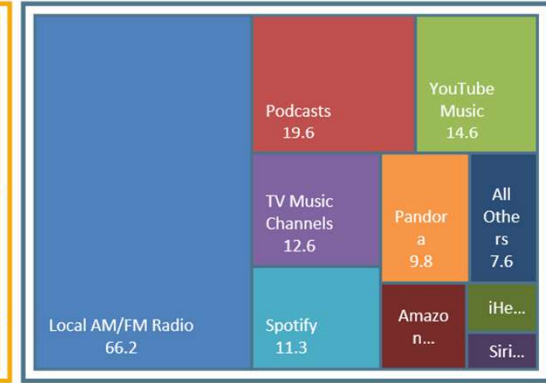
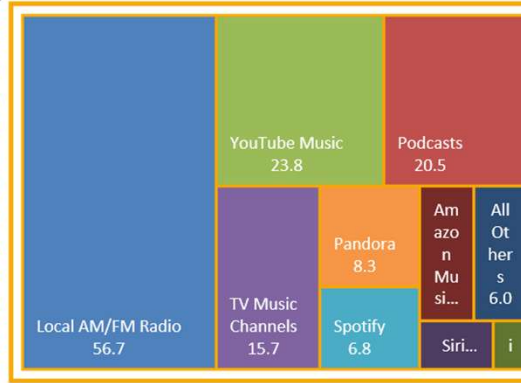
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



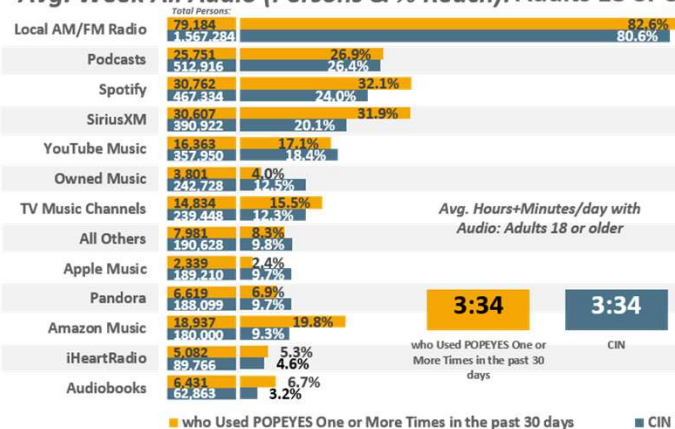
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



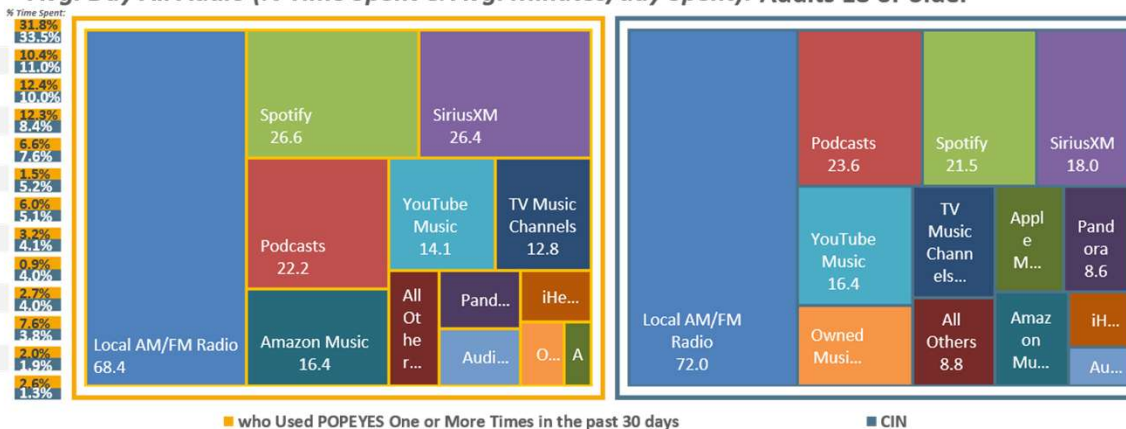


74,134 or 77.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

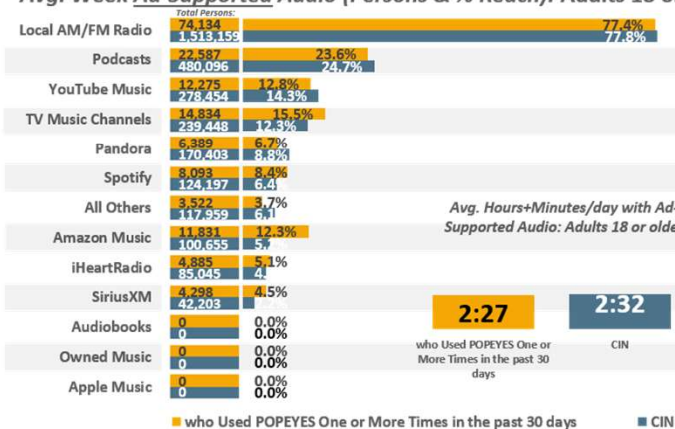
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



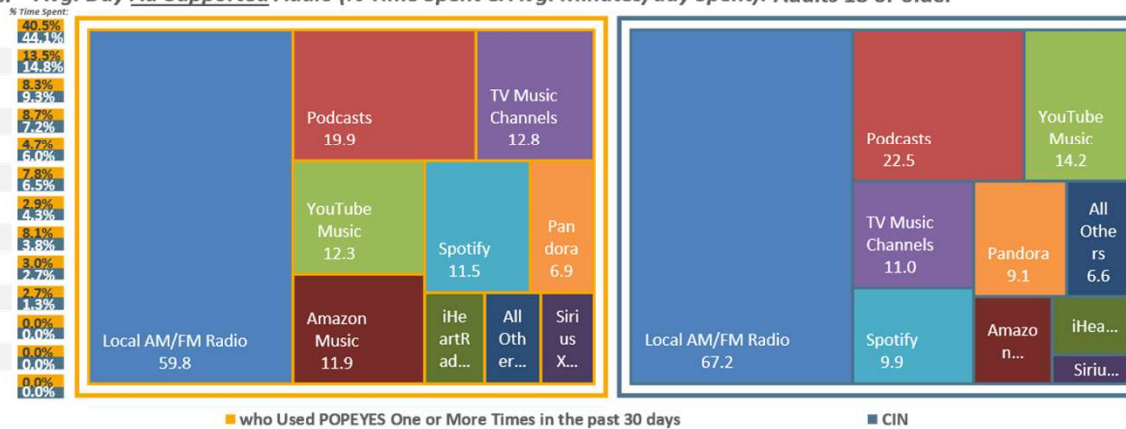
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



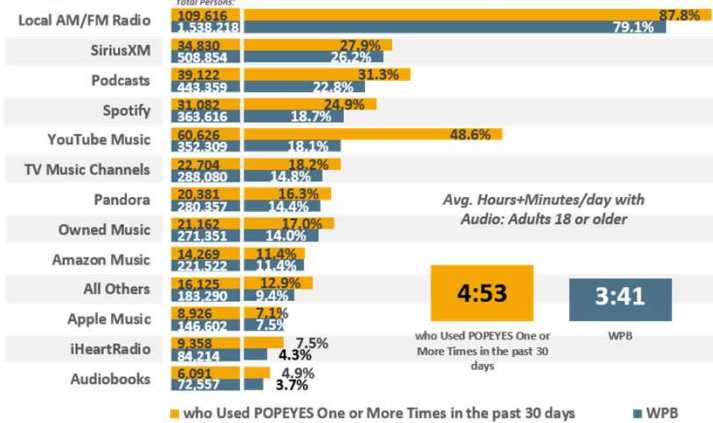
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



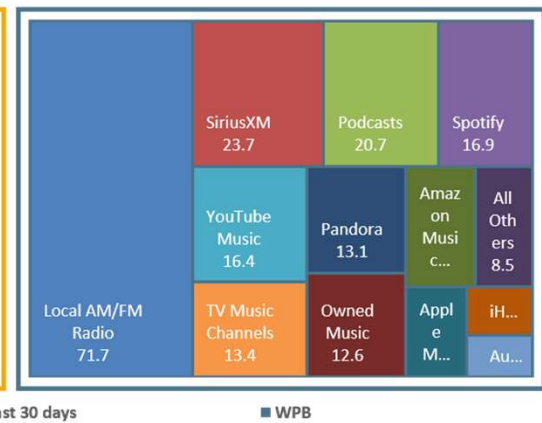
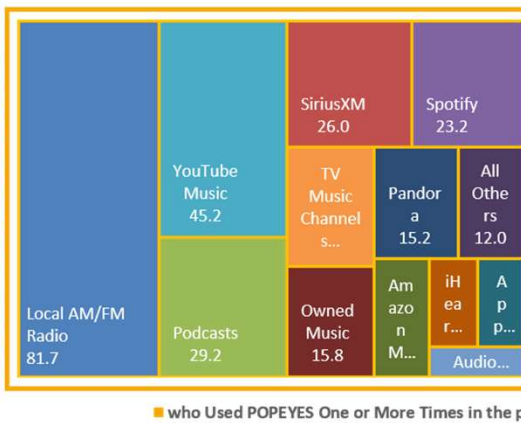


102,698 or 82.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

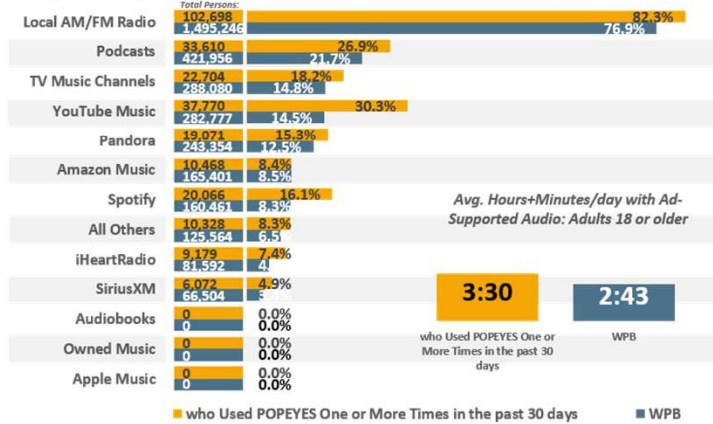
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



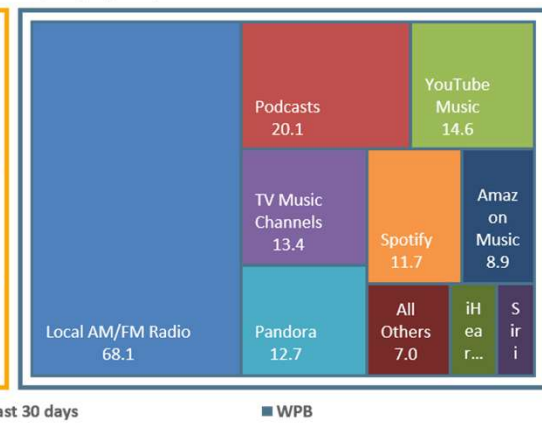
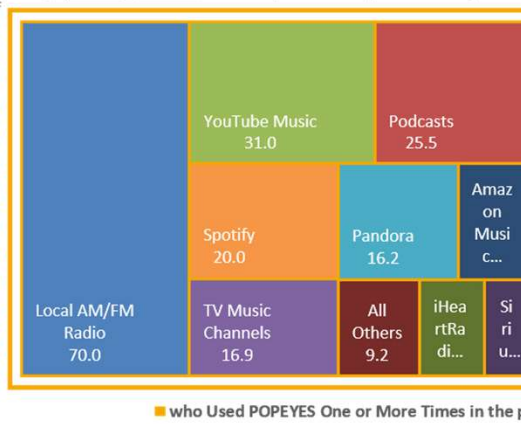
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

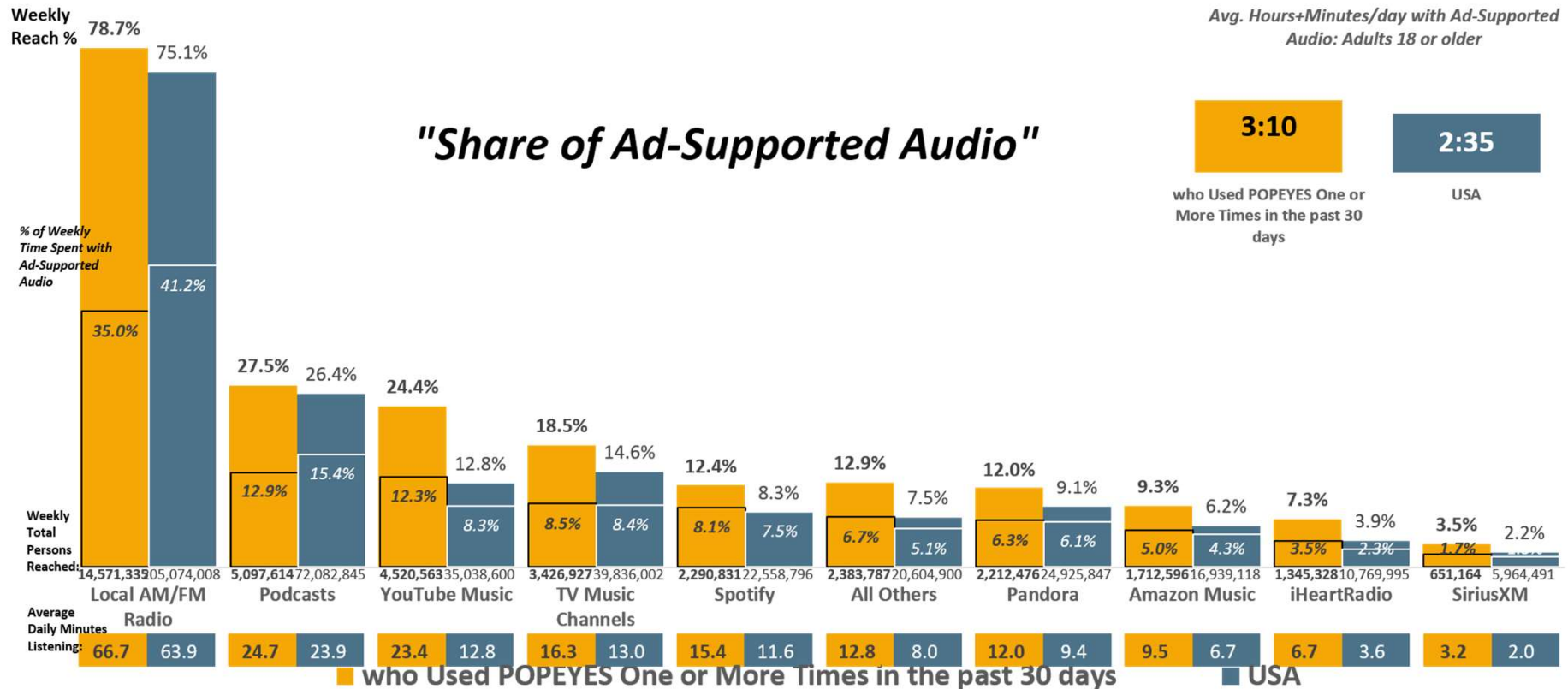


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



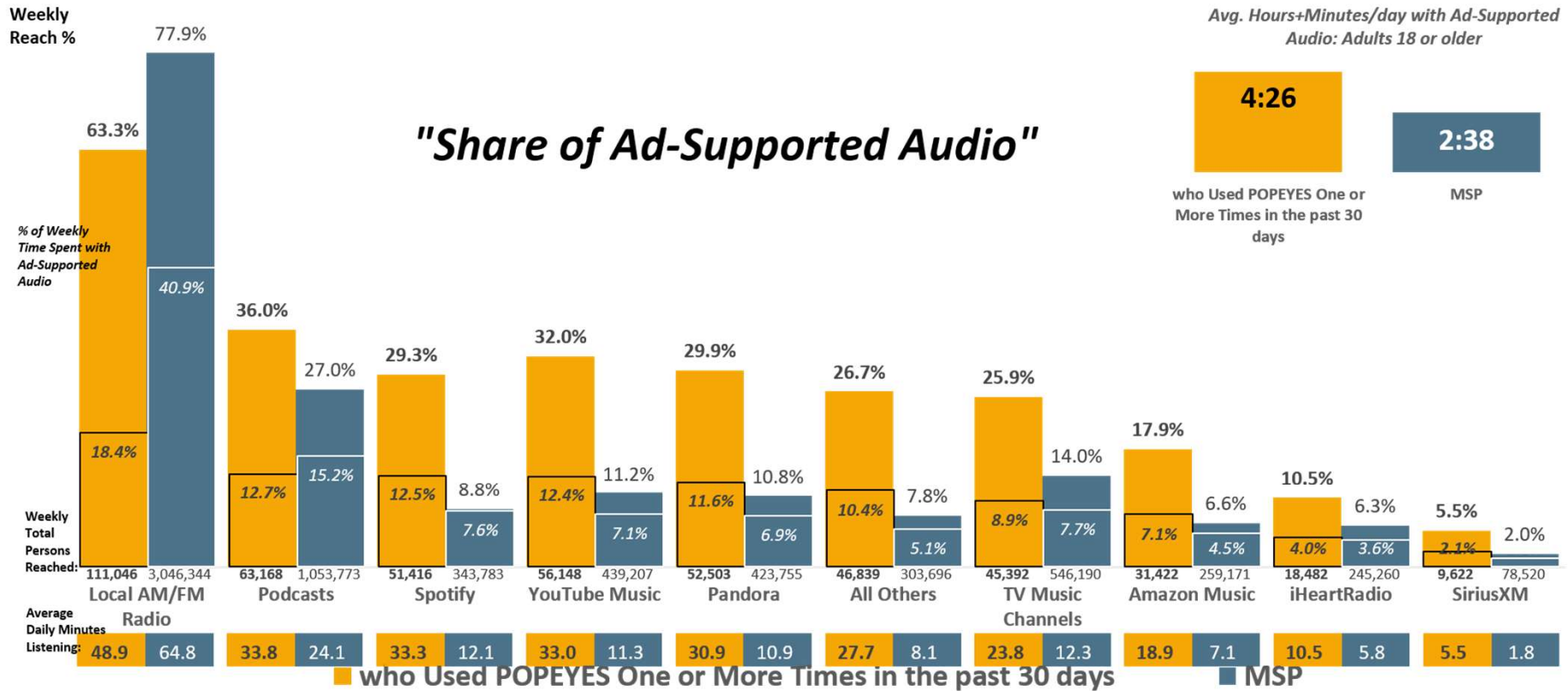


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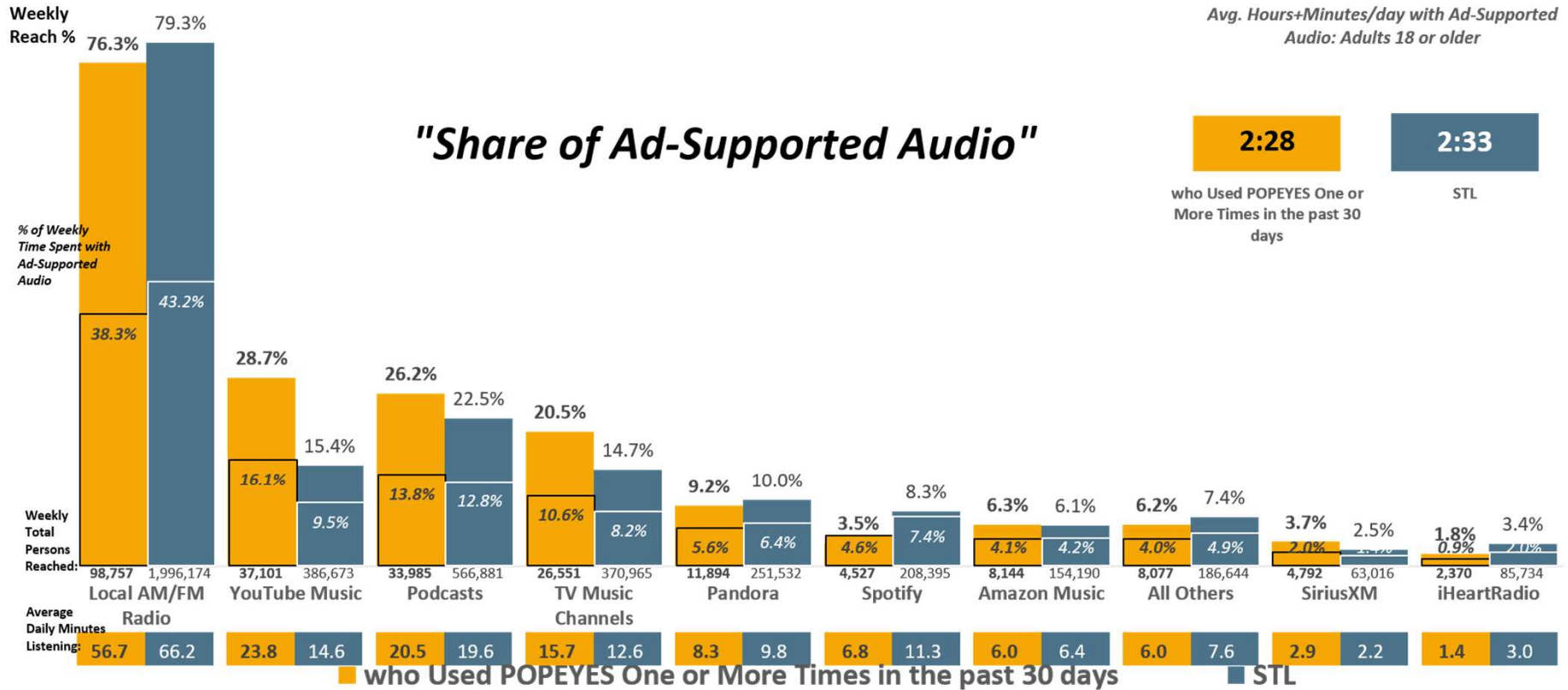


111,046 or 63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.9 minutes every day representing 18.4% of all time spent daily with Ad-Supported Audio.





98,757 or 76.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.





74,134 or 77.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 77.4% 77.8%

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

"Share of Ad-Supported Audio"

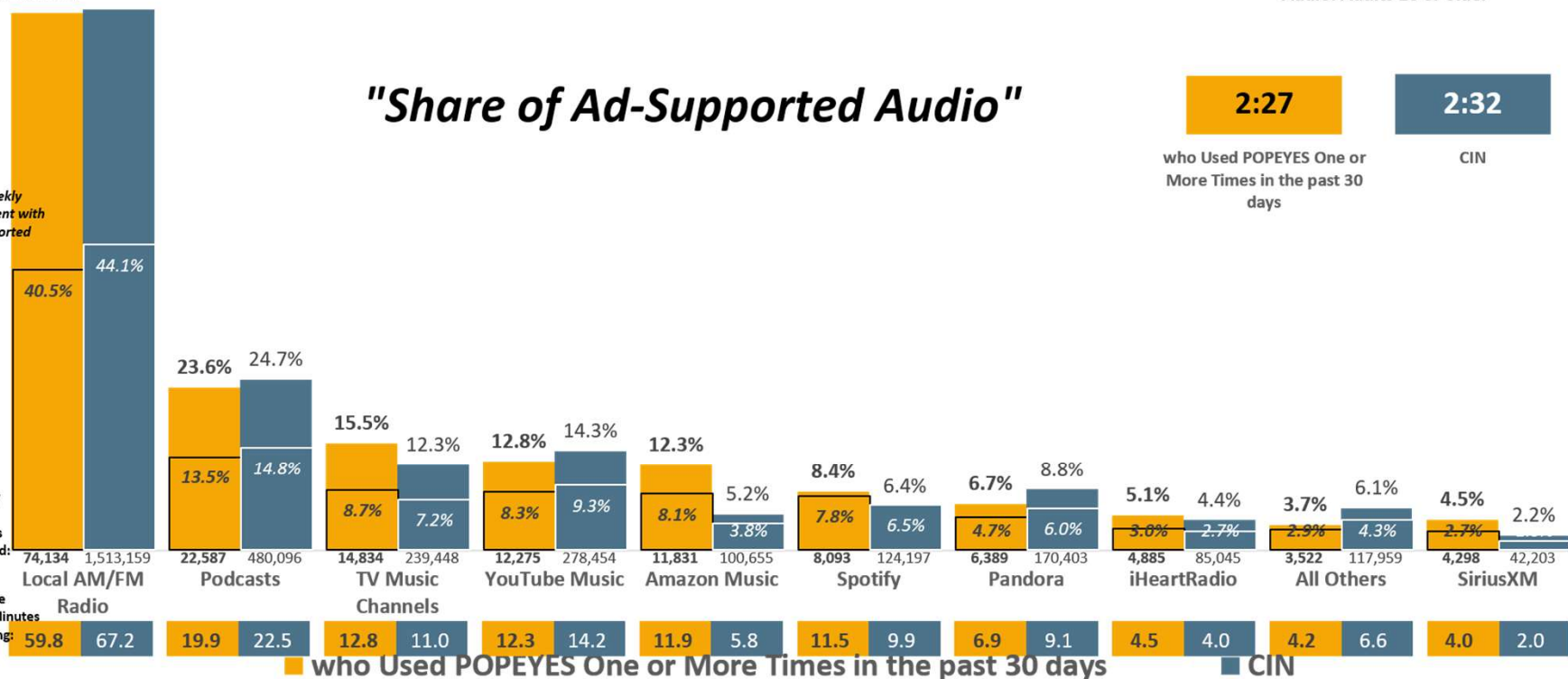
2:27
who Used POPEYES One or More Times in the past 30 days

2:32
CIN

% of Weekly Time Spent with Ad-Supported Audio

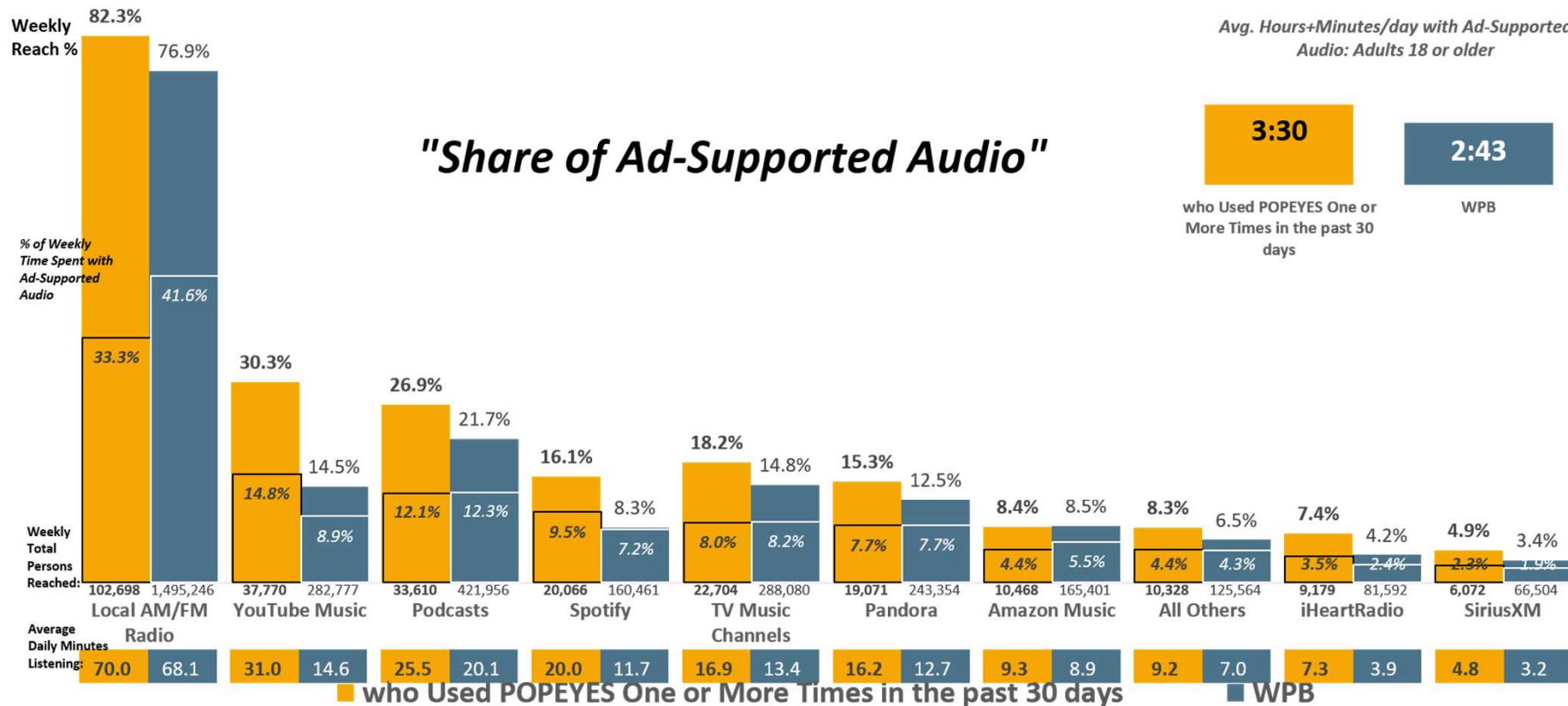
Weekly Total Persons Reached:

Average Daily Minutes Listening:





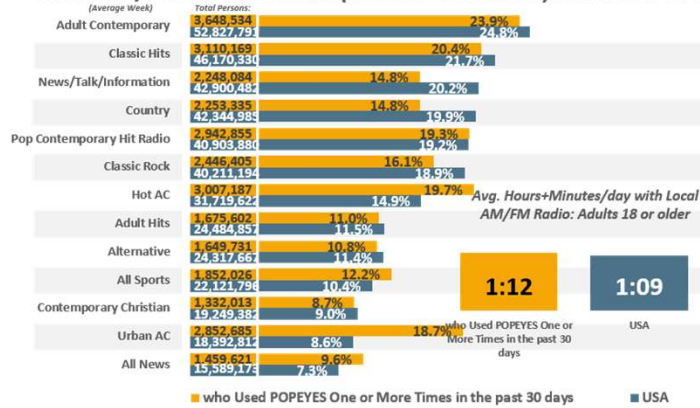
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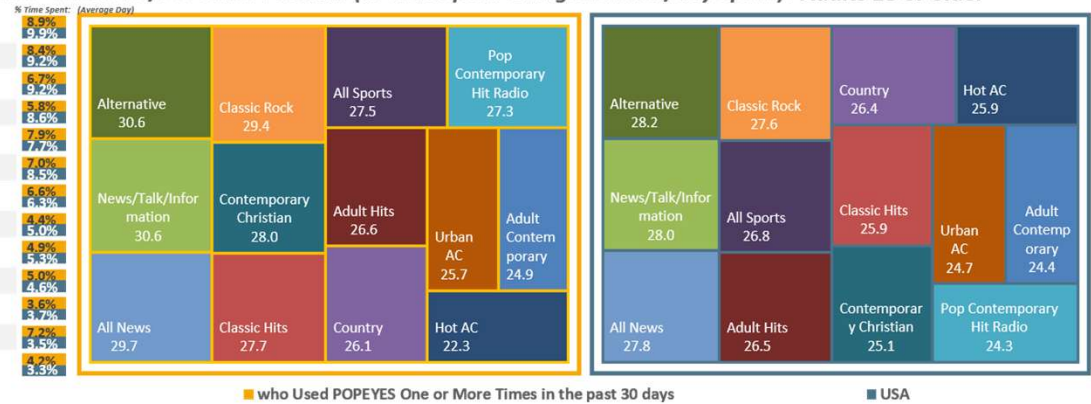


14,571,335 or 78.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Hot AC, Pop Contemporary Hit Radio, and Urban AC.

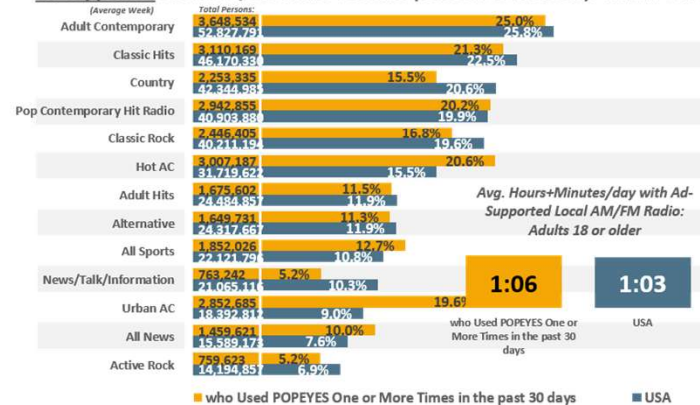
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



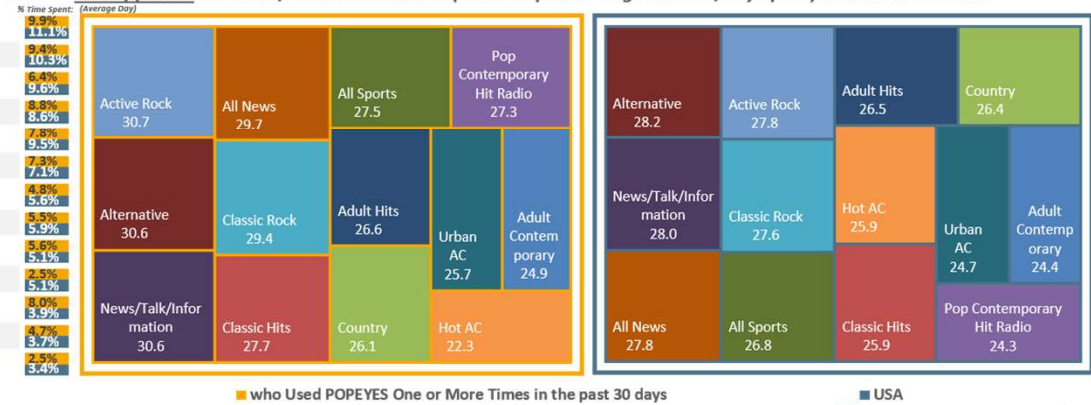
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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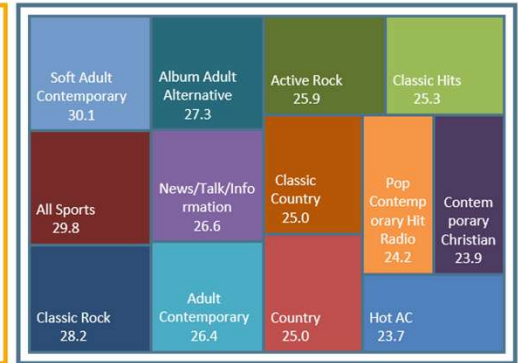
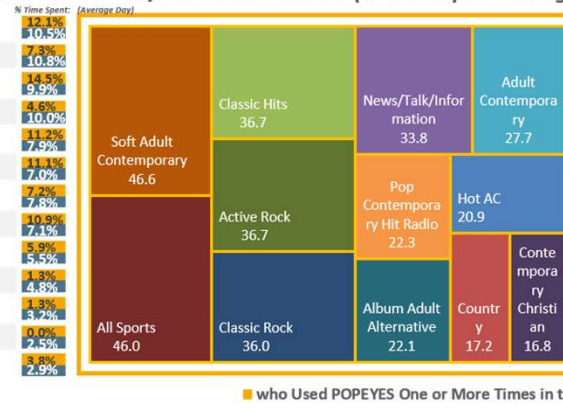
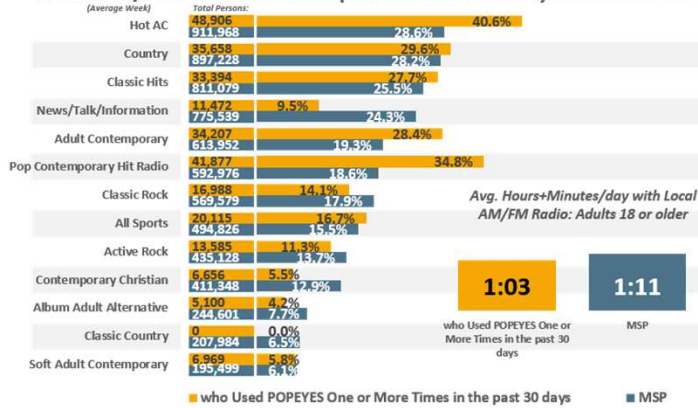
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

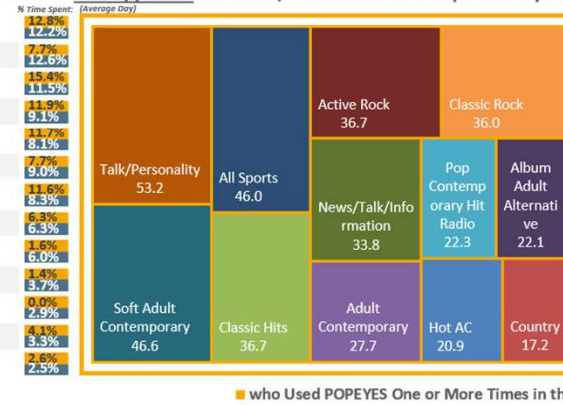
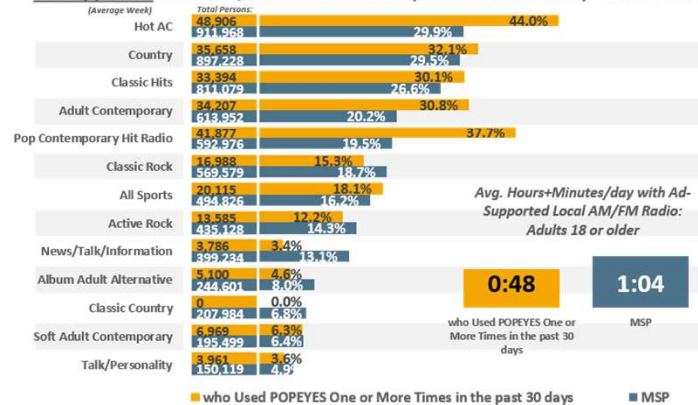


111,046 or 63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Country, Adult Contemporary, and Classic Hits.

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



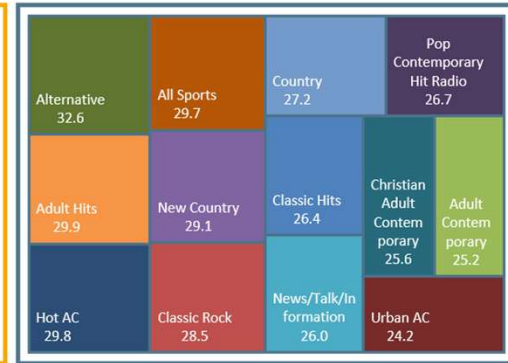
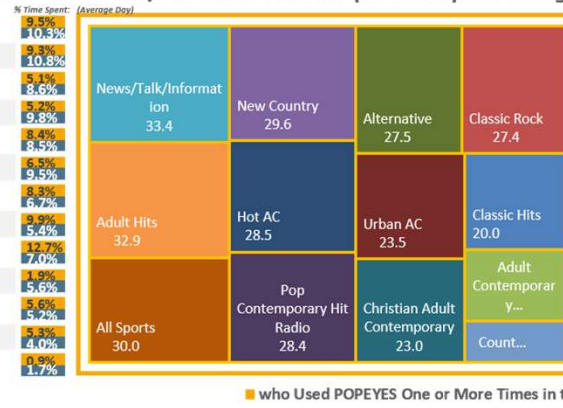
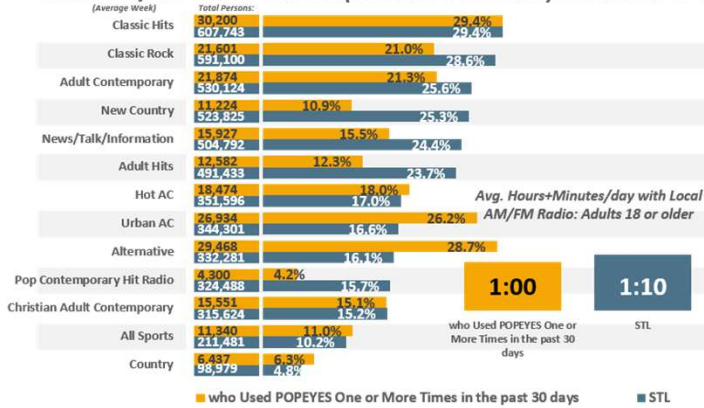
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



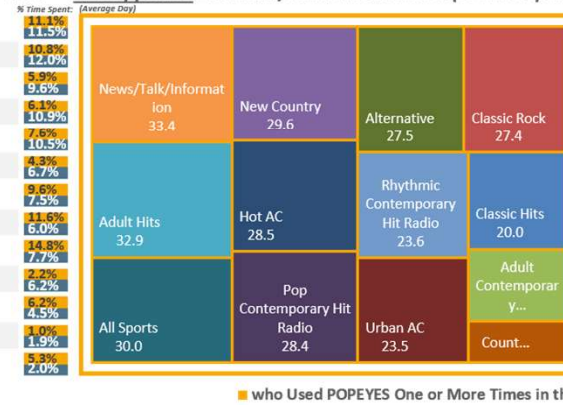
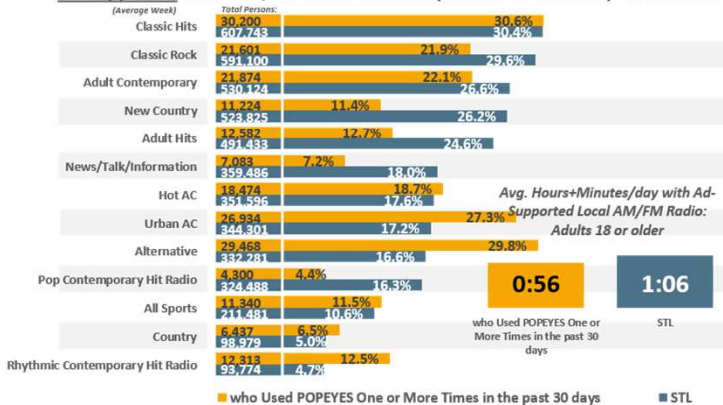


98,757 or 76.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Alternative, Urban AC, Adult Contemporary, and Classic Rock.

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**



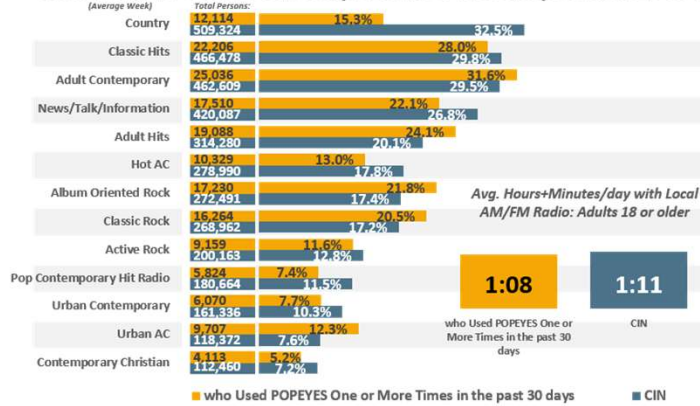
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



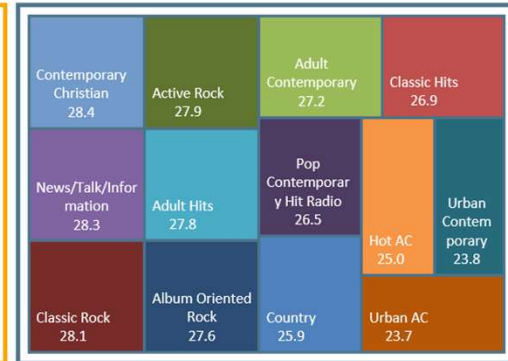
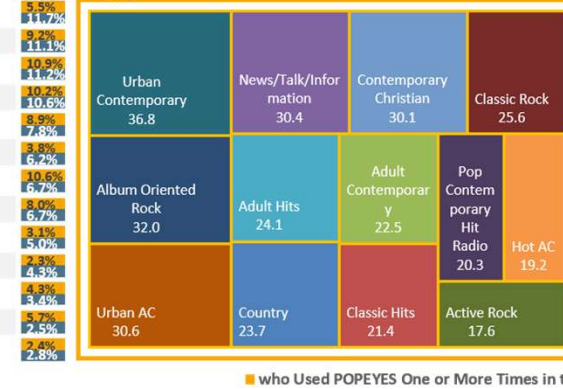


74,134 or 77.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Adult Hits, Album Oriented Rock, and Classic Rock.

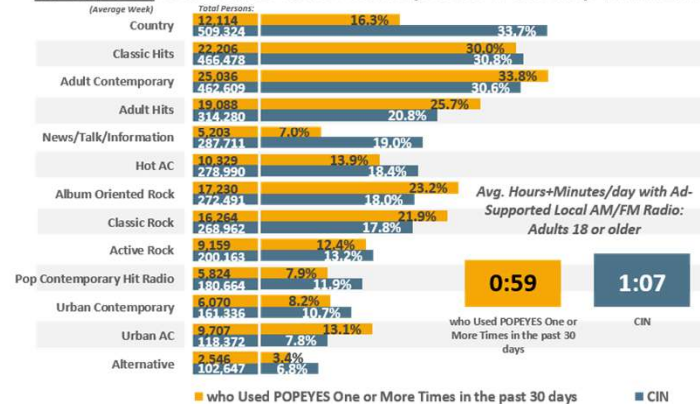
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



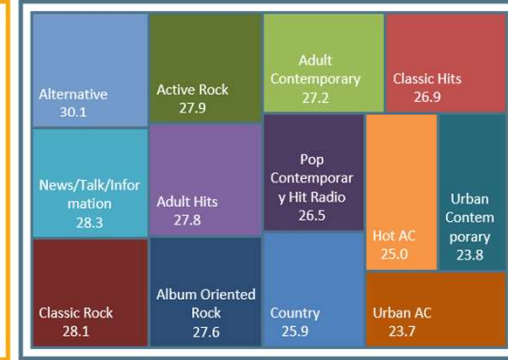
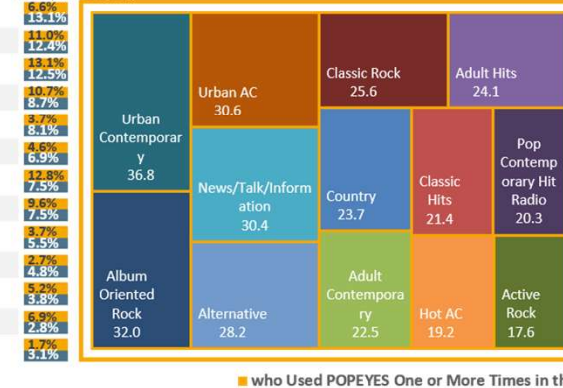
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



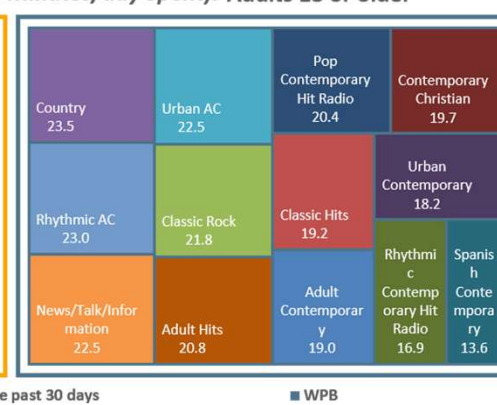
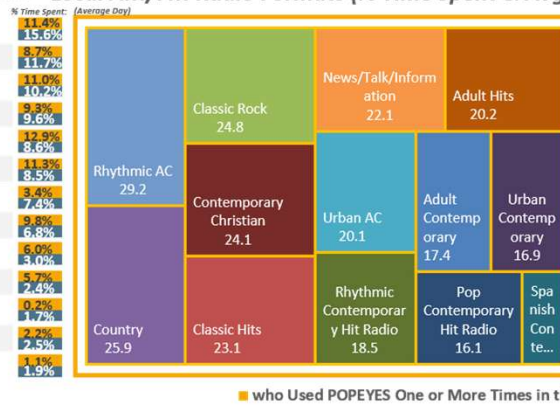
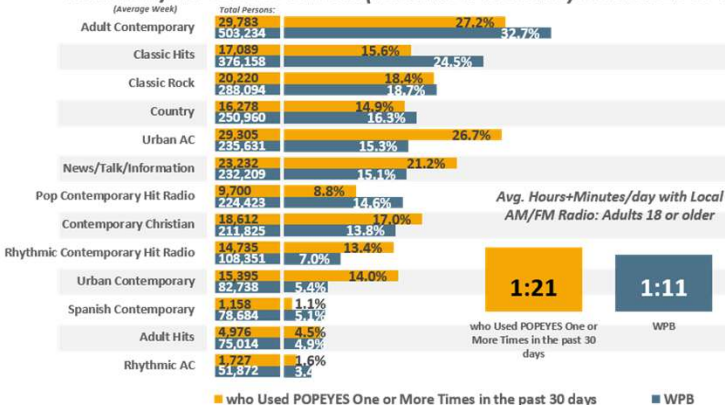
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



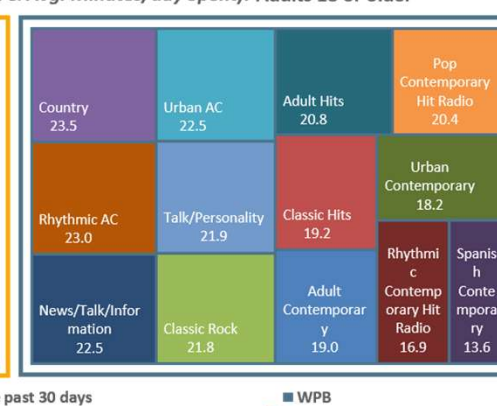
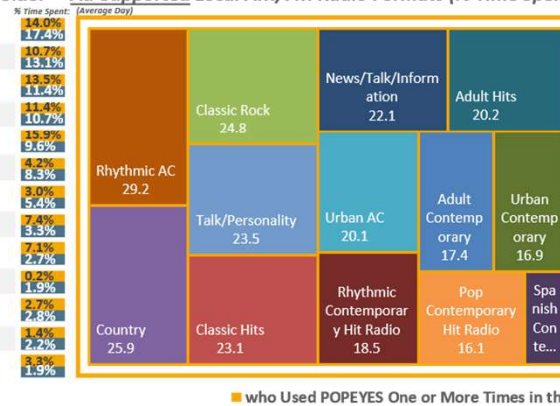
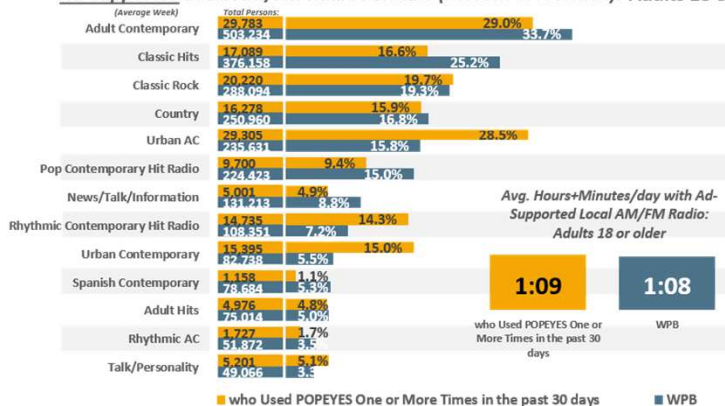


102,698 or 82.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Rock, Classic Hits, and Country.

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



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

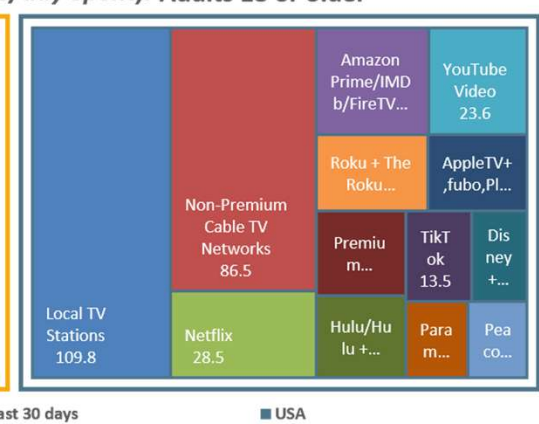
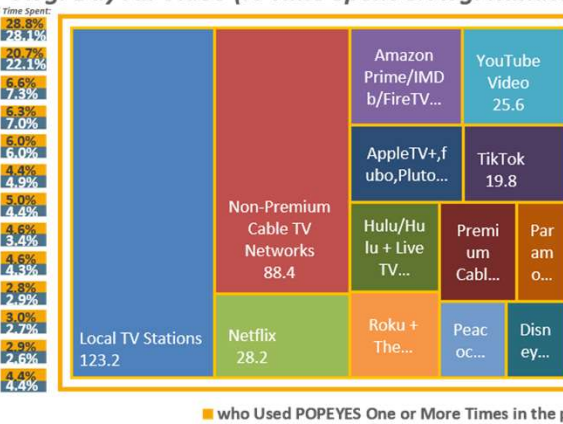
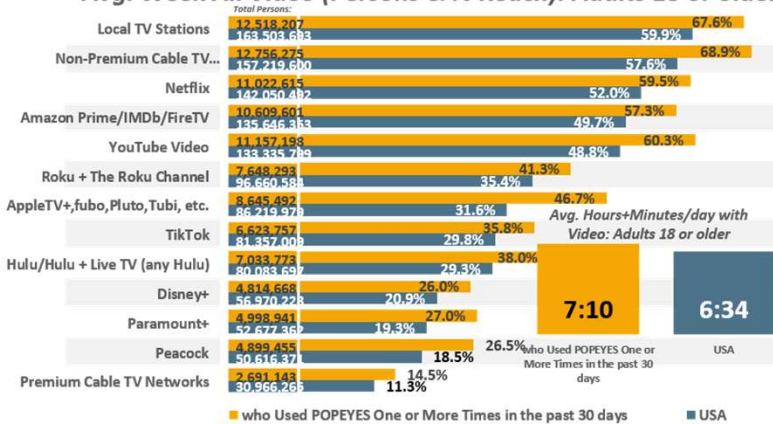




12,222,800 or 66.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

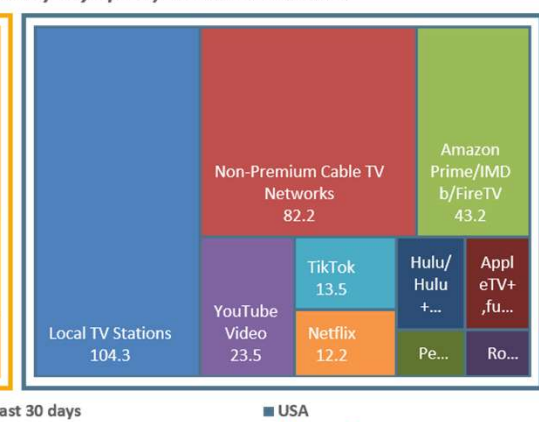
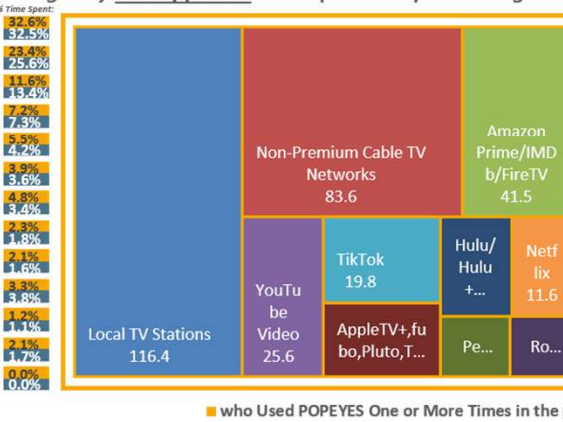
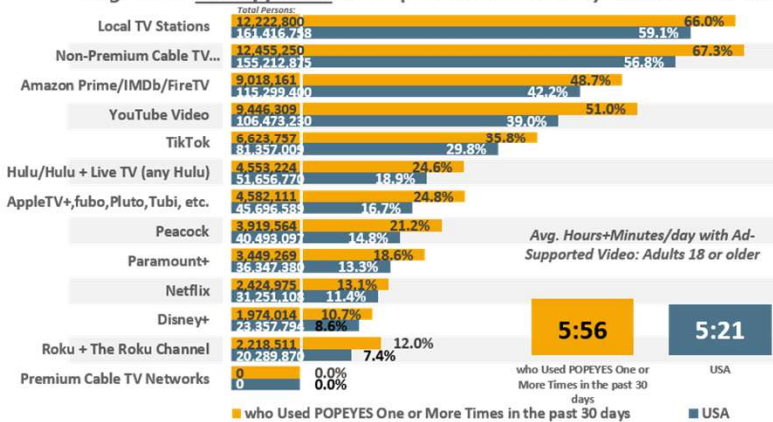
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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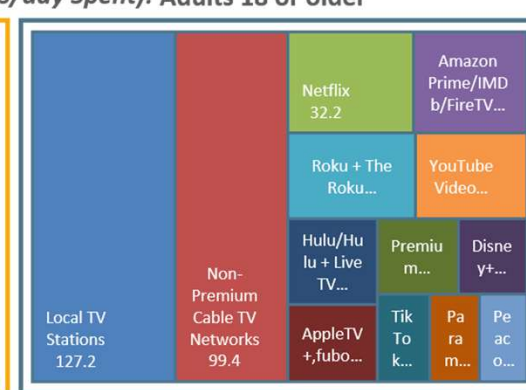
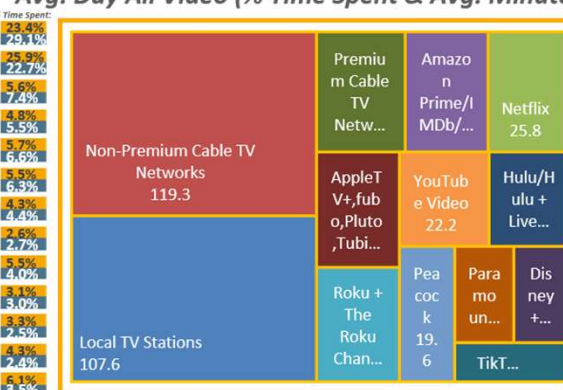
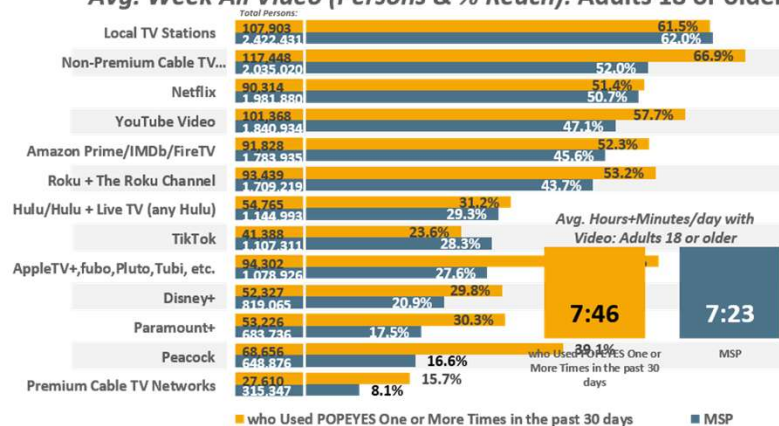
Quick service restaurants used past 30 days: Popeyes



101,340 or 57.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

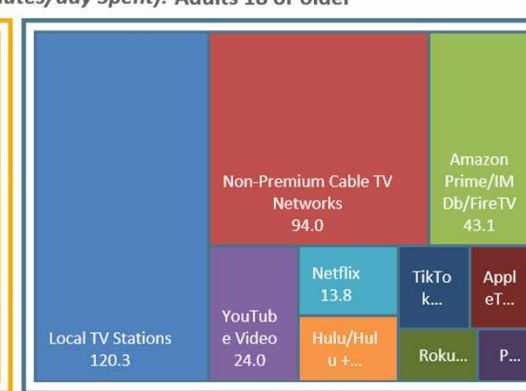
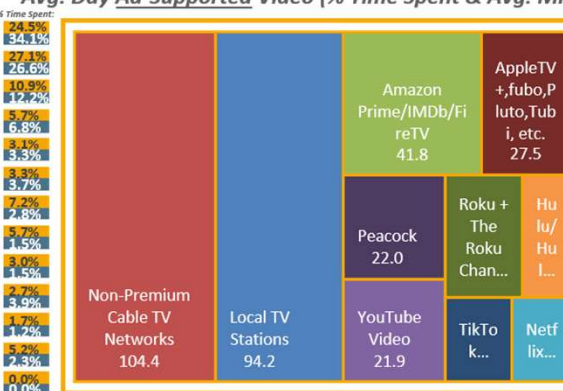
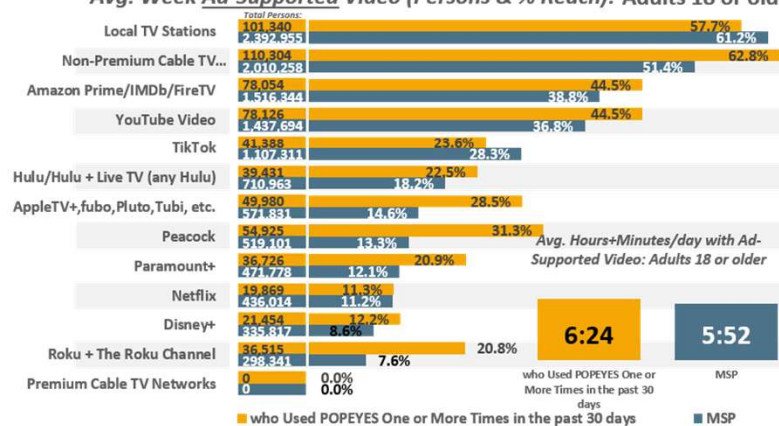
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

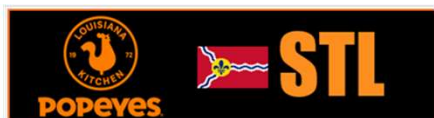
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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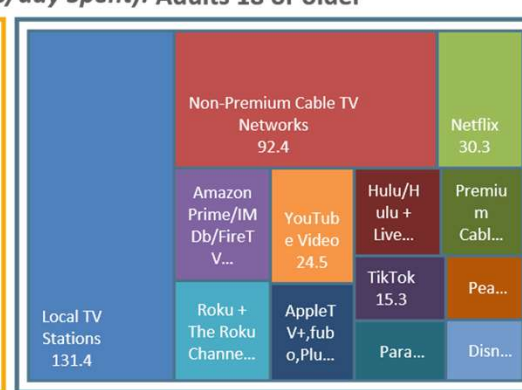
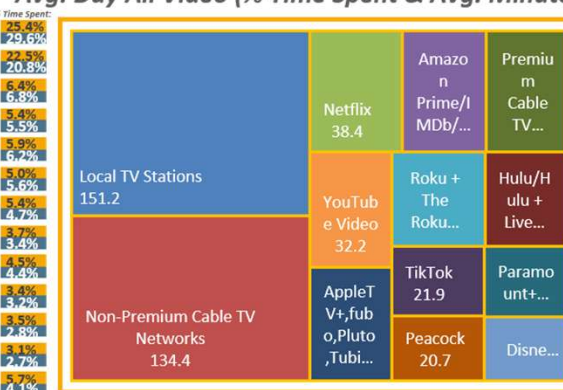
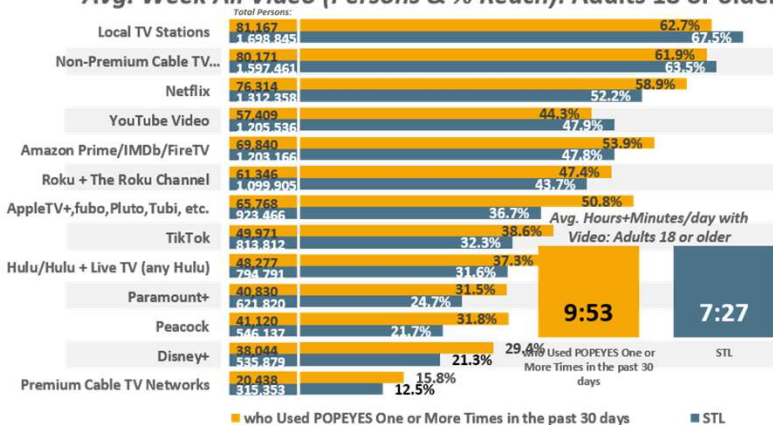
Quick service restaurants used past 30 days: Popeyes



78,853 or 60.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.4 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

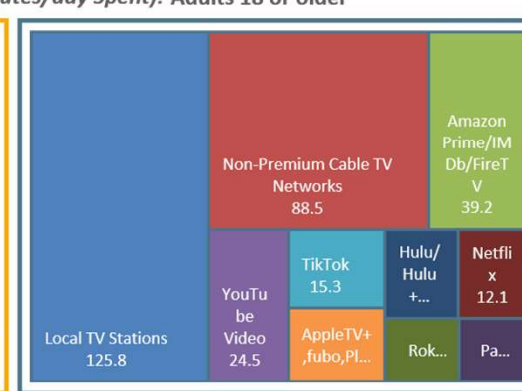
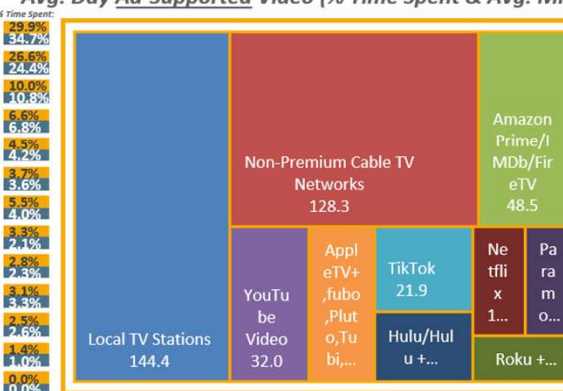
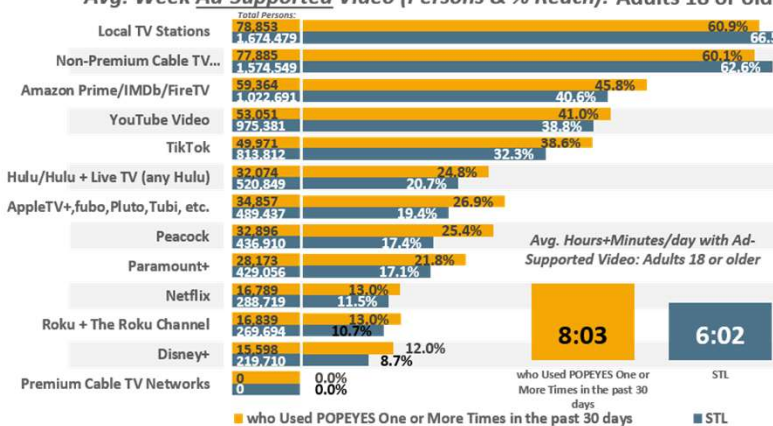
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92
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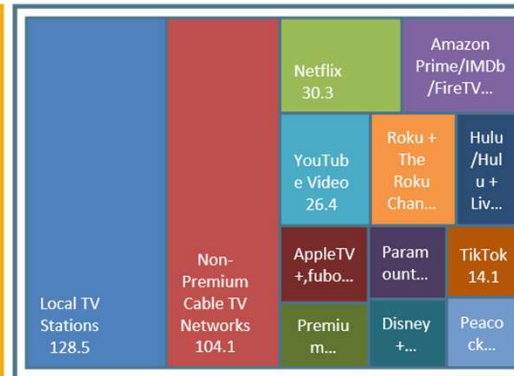
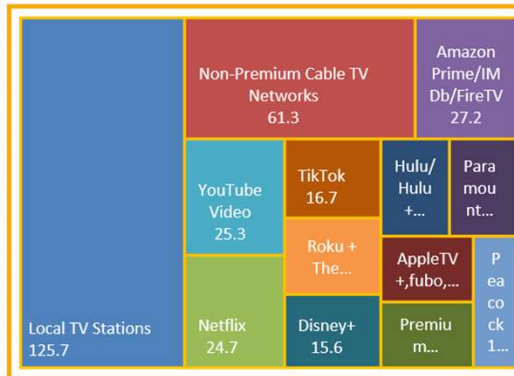
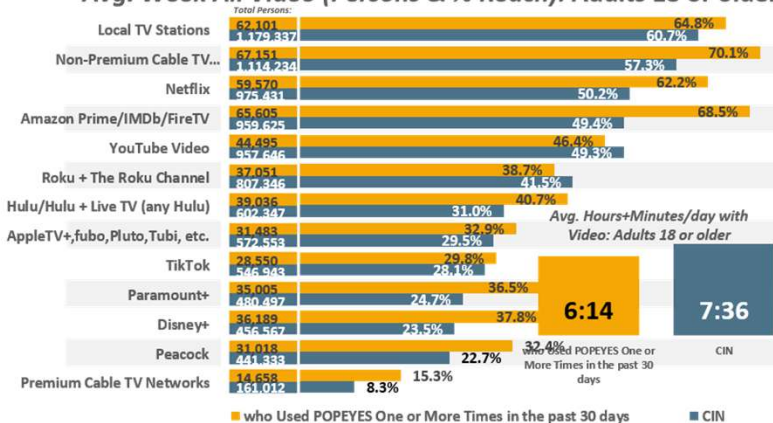
Quick service restaurants used past 30 days: Popeyes



60,687 or 63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 121.6 minutes every day representing 39.9% of all time spent daily with Ad-Supported Video.

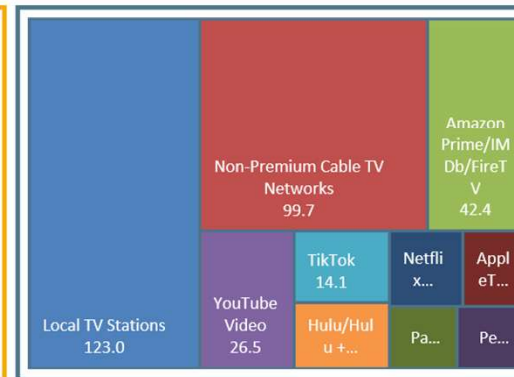
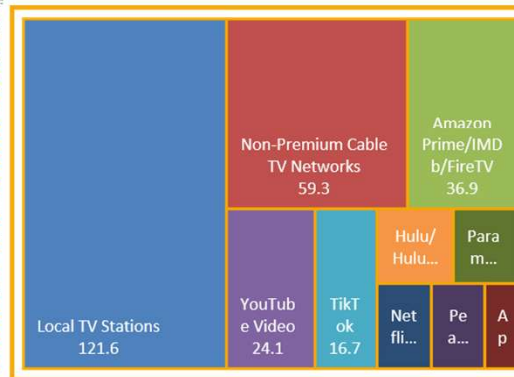
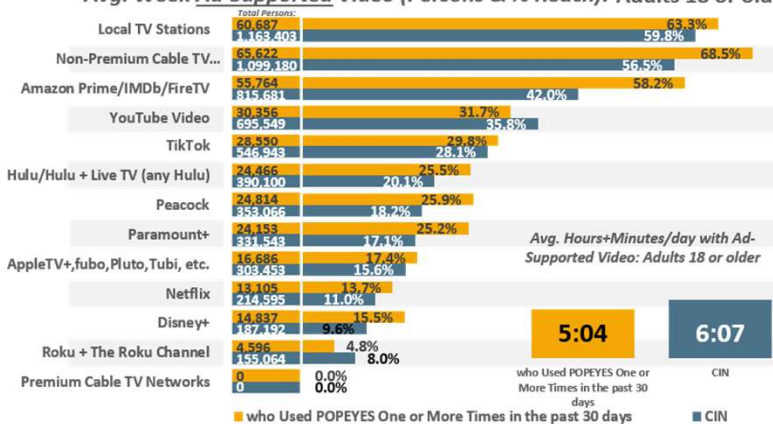
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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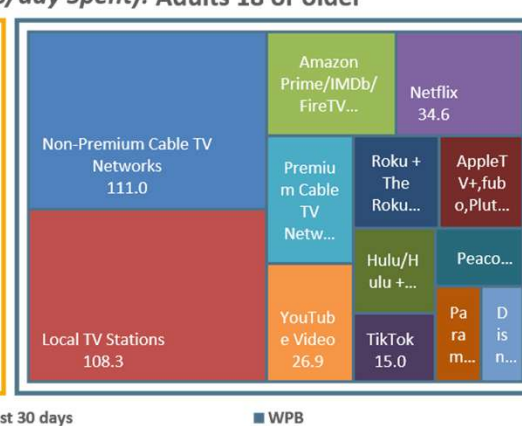
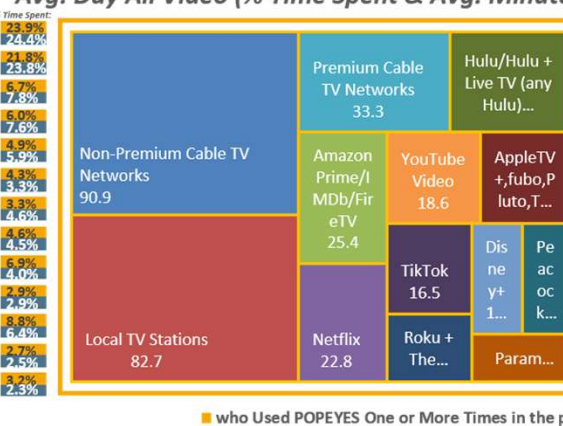
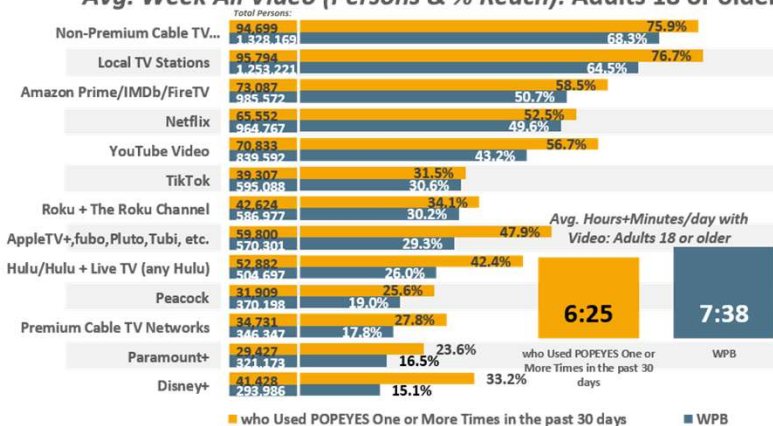
Quick service restaurants used past 30 days: Popeyes



92,546 or 74.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

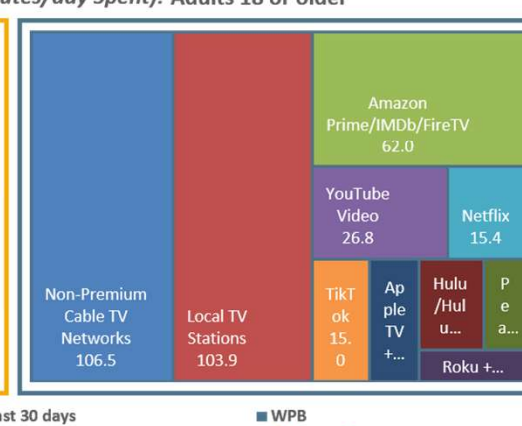
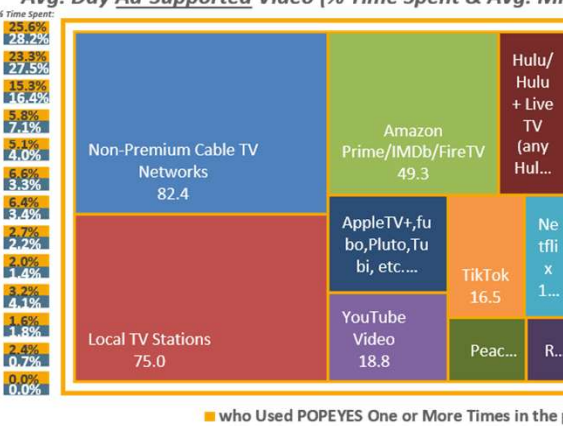
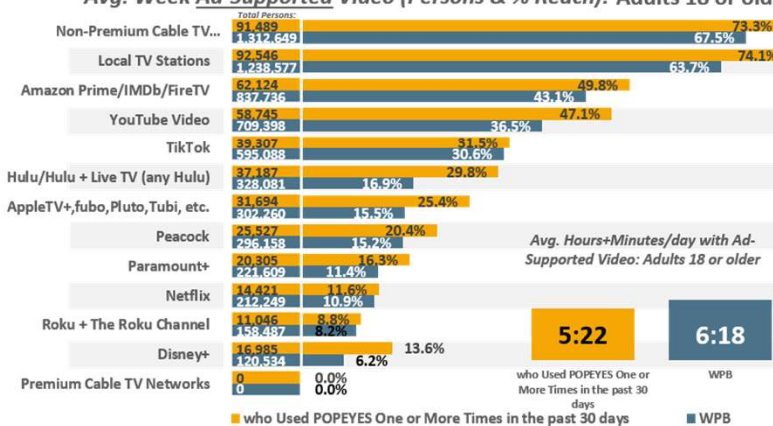
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

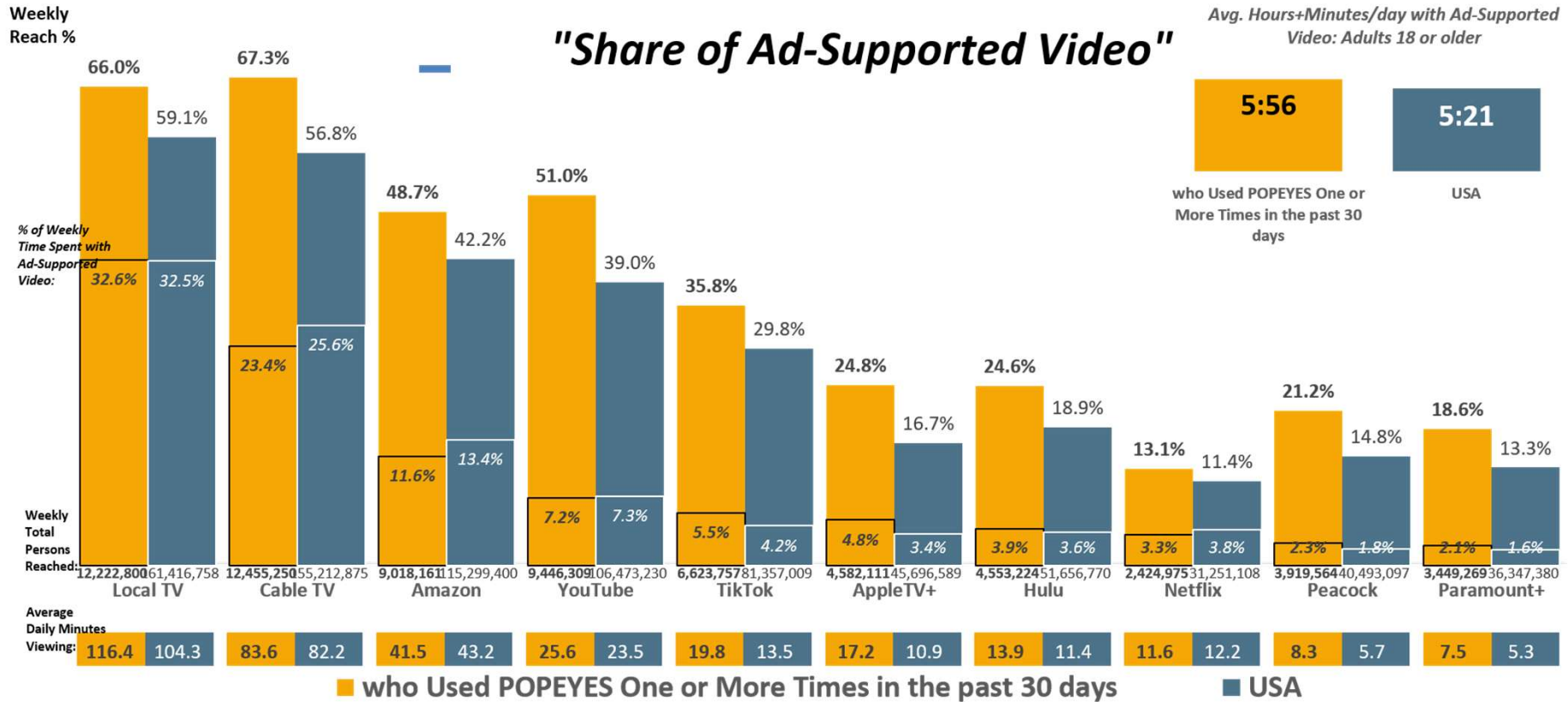
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





12,222,800 or 66.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

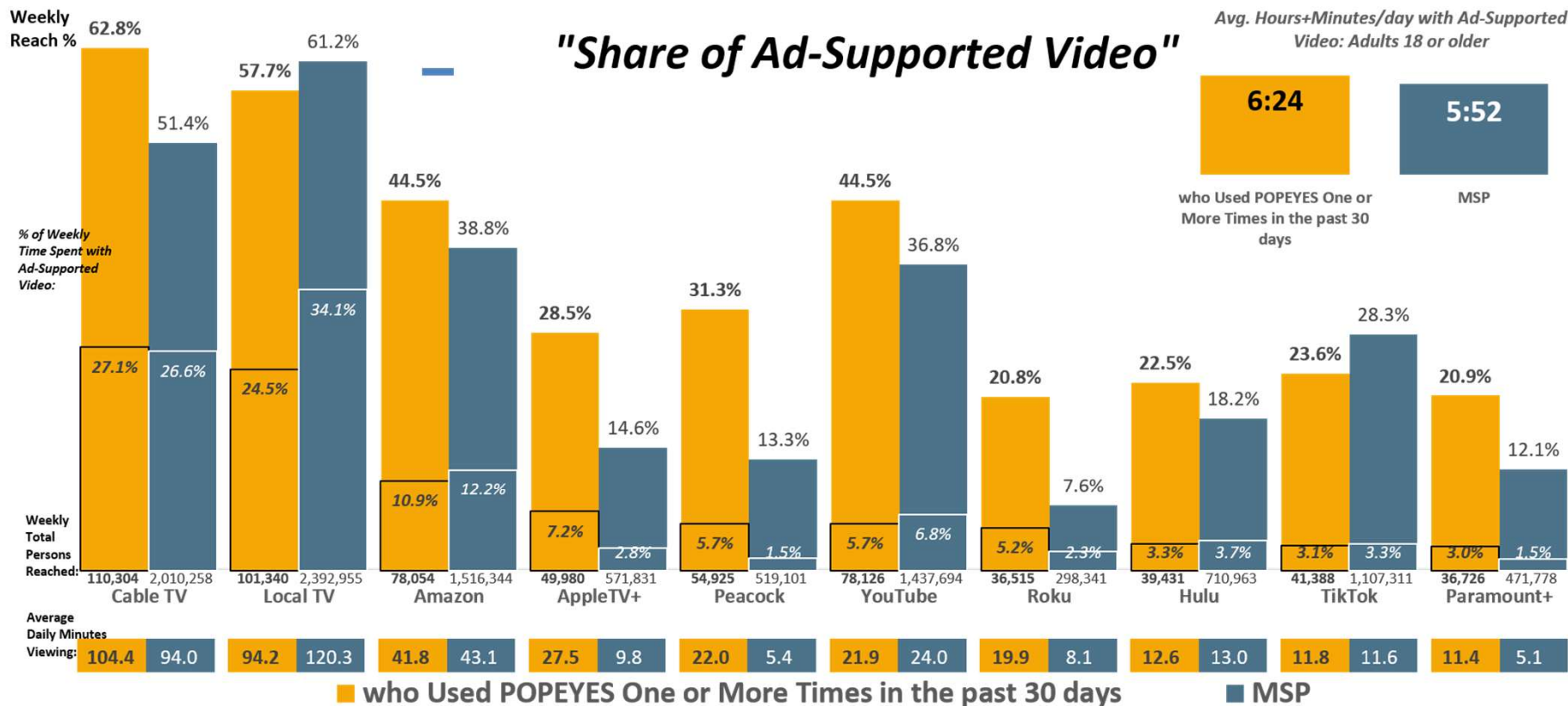
"Share of Ad-Supported Video"





101,340 or 57.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 94.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

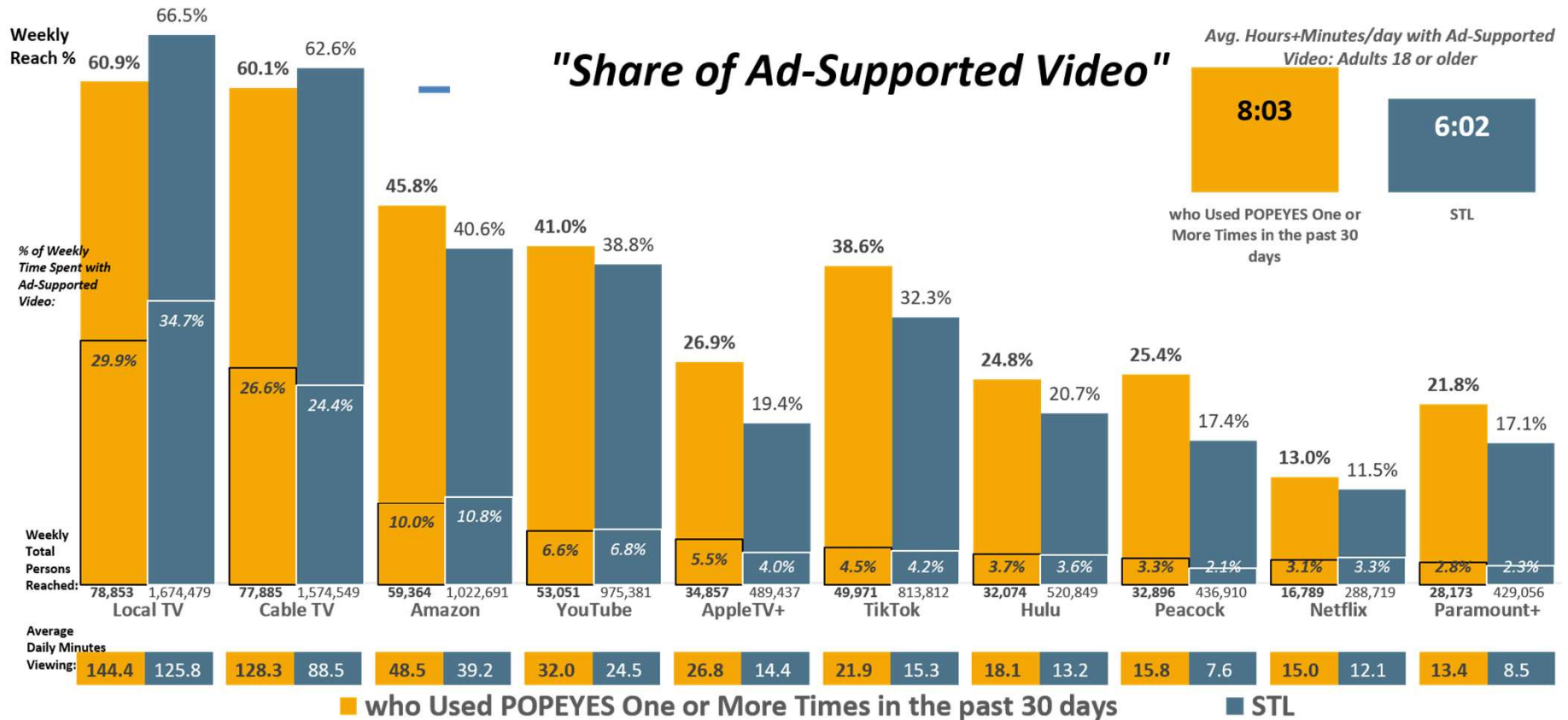
"Share of Ad-Supported Video"





78,853 or 60.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.4 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

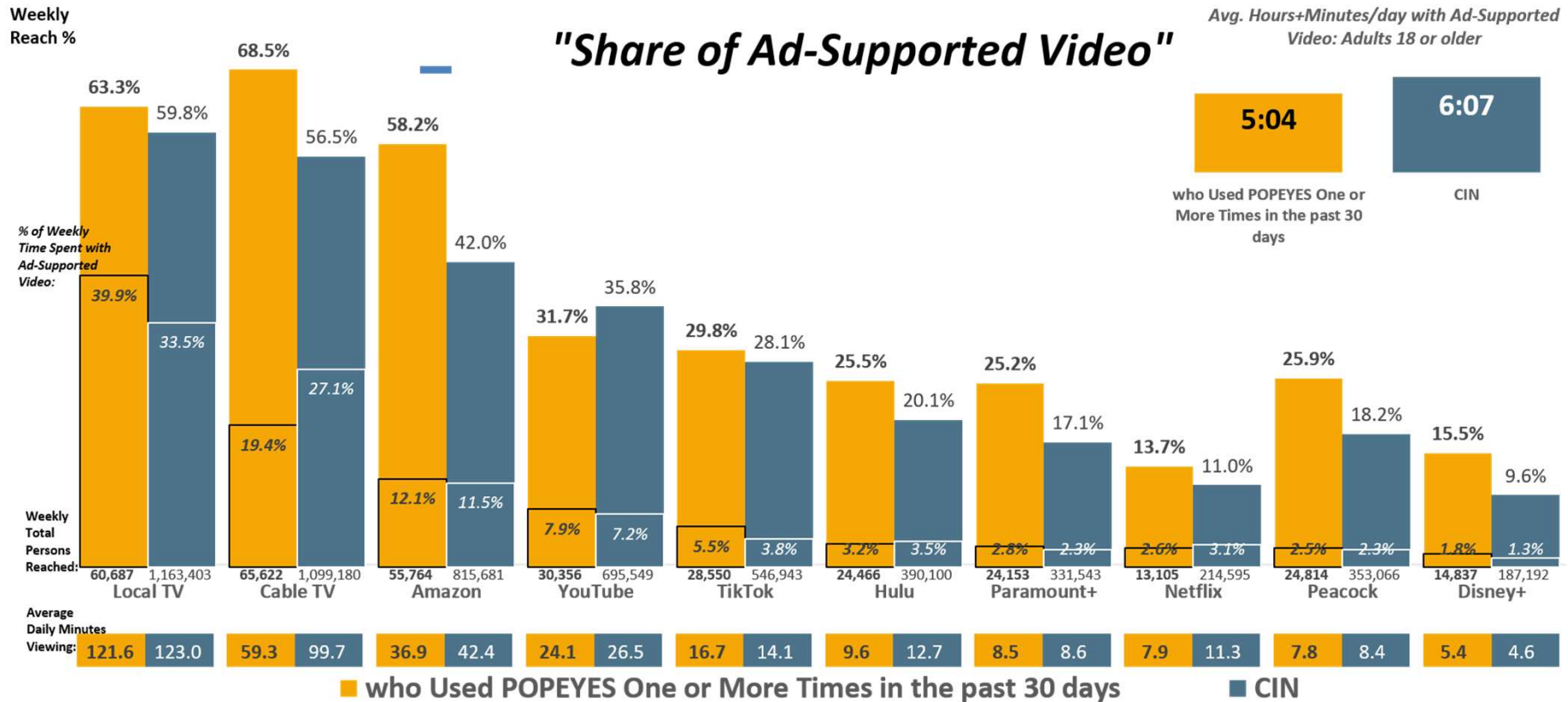
"Share of Ad-Supported Video"





60,687 or 63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 121.6 minutes every day representing 39.9% of all time spent daily with Ad-Supported Video.

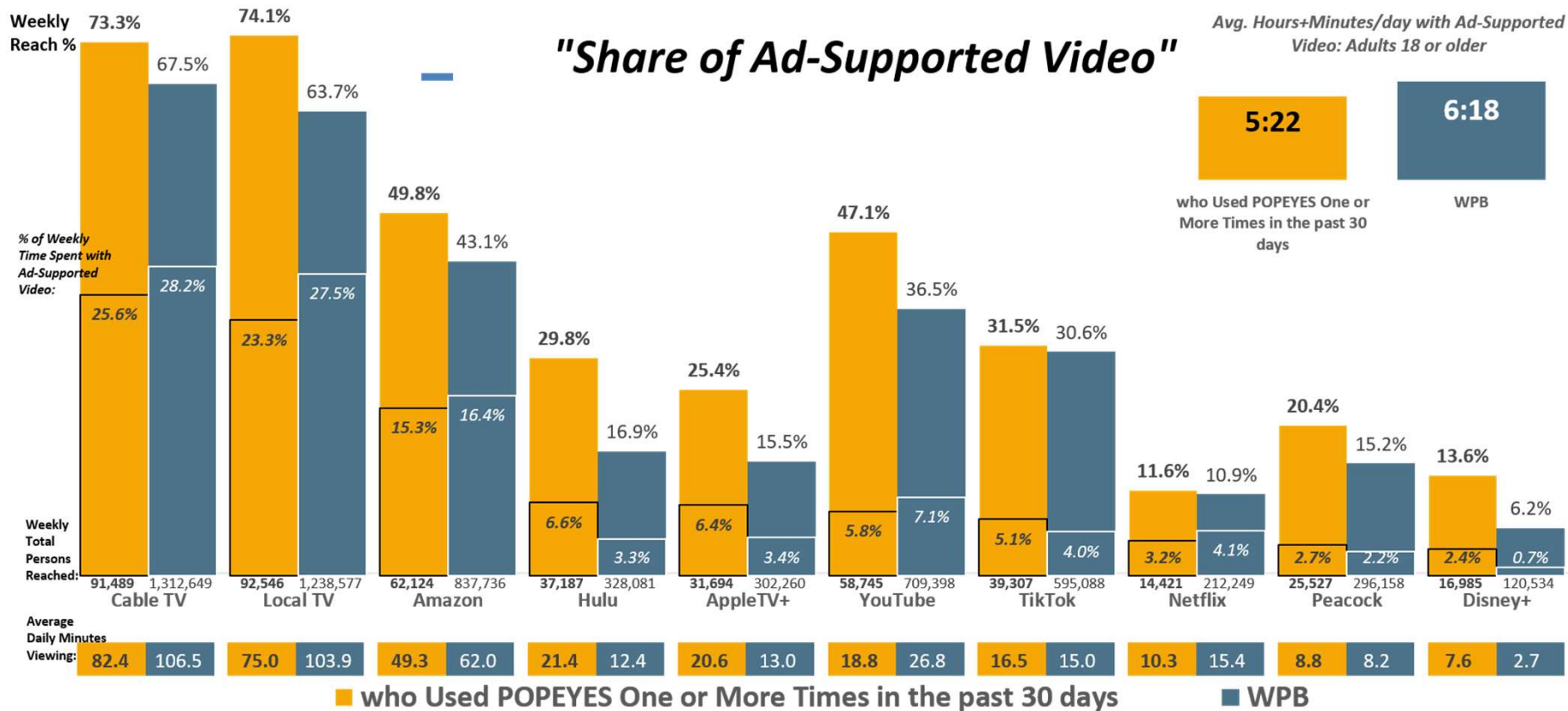
"Share of Ad-Supported Video"



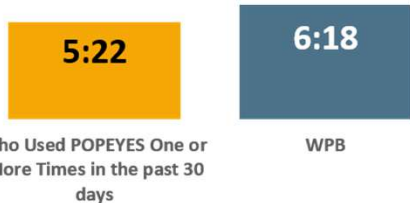


92,546 or 74.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 75. minutes every day representing 23.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



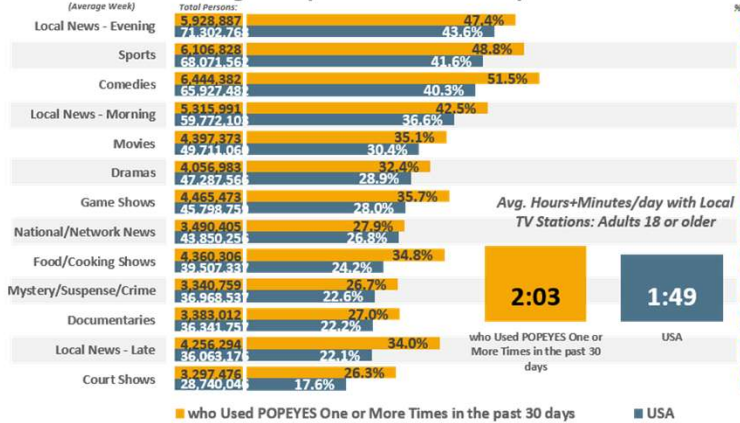
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older



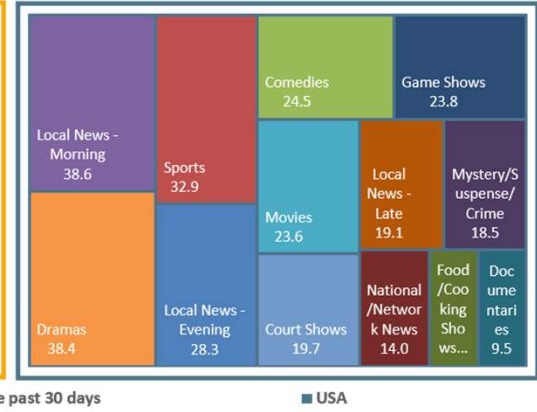
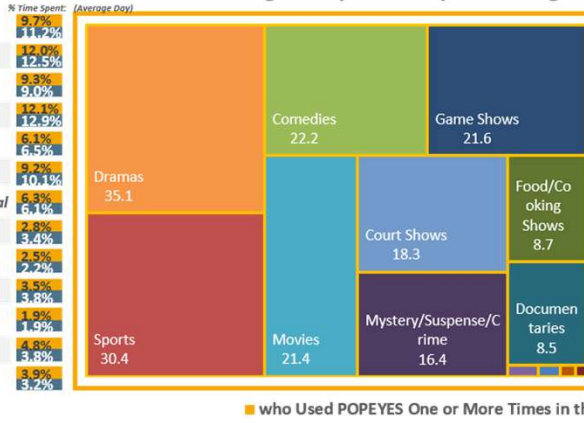


12,222,800 or 66.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

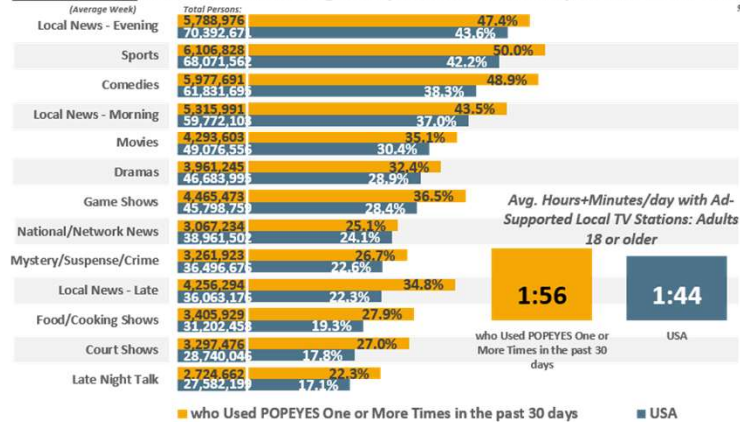
Local TV Station Programs (Persons & % Reach): Adults 18 or older



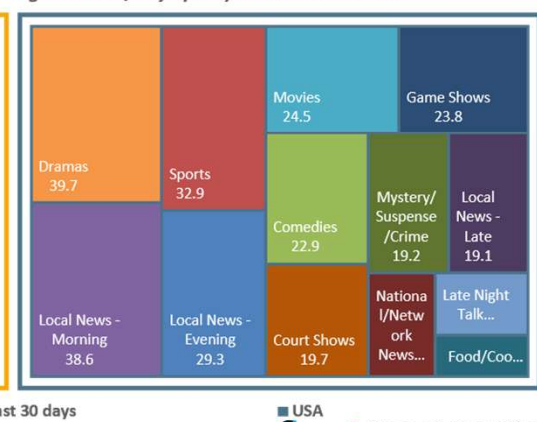
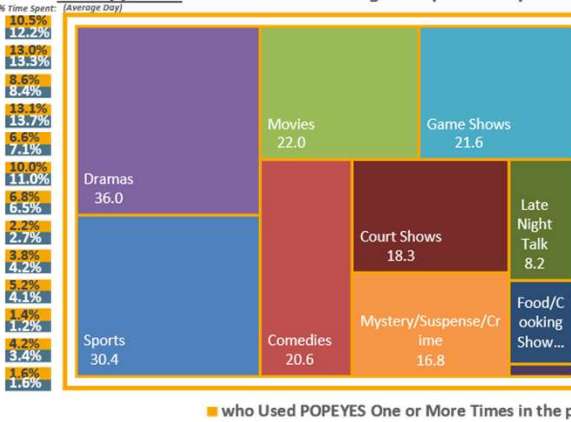
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



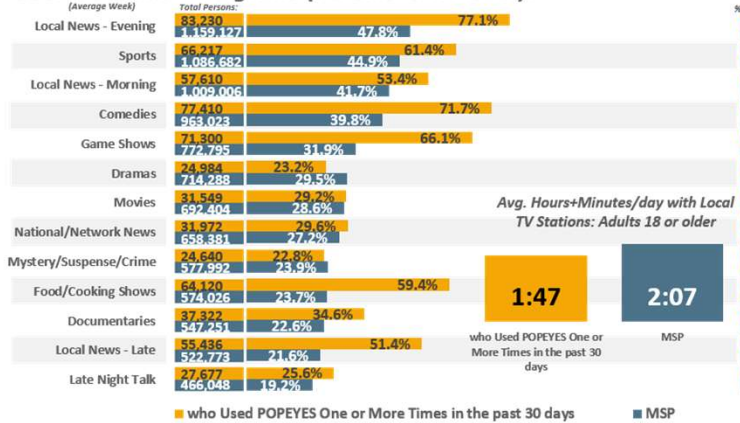
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



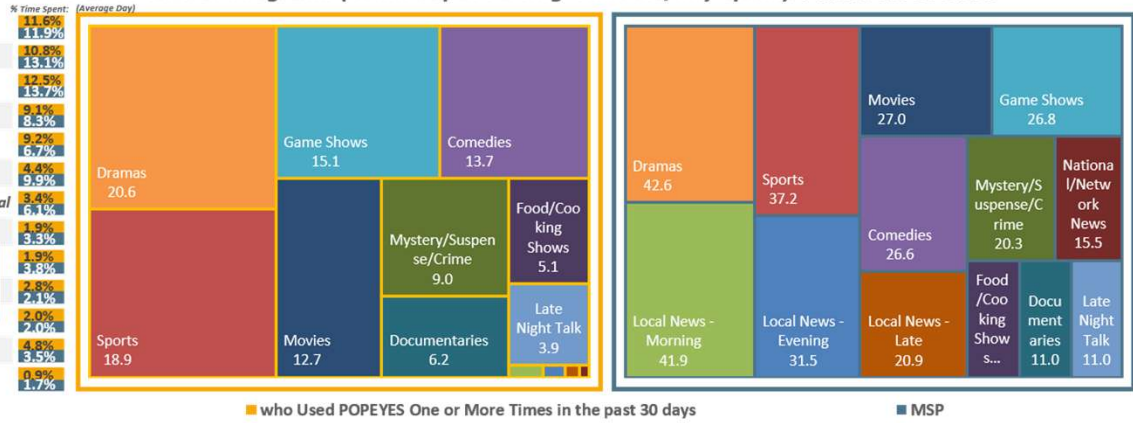


101,340 or 57.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Game Shows, Comedies, Sports, Court Shows, and Local News - Morning.

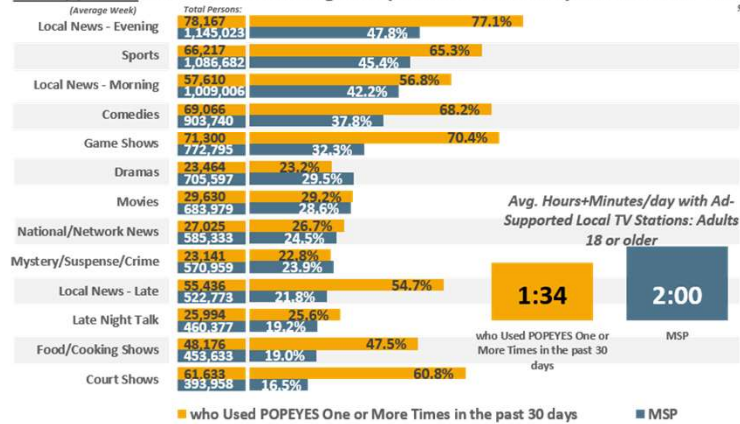
Local TV Station Programs (Persons & % Reach): Adults 18 or older



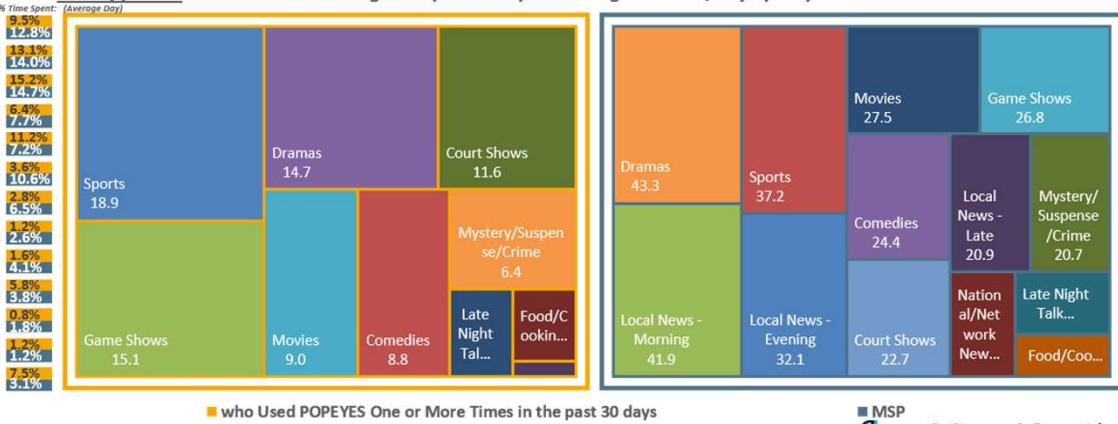
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



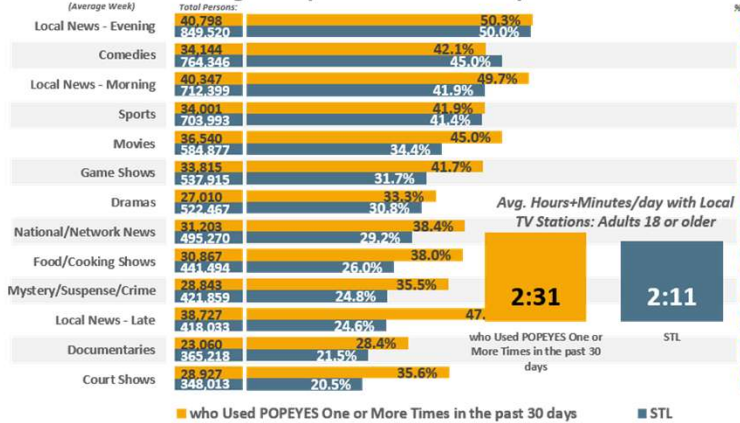
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



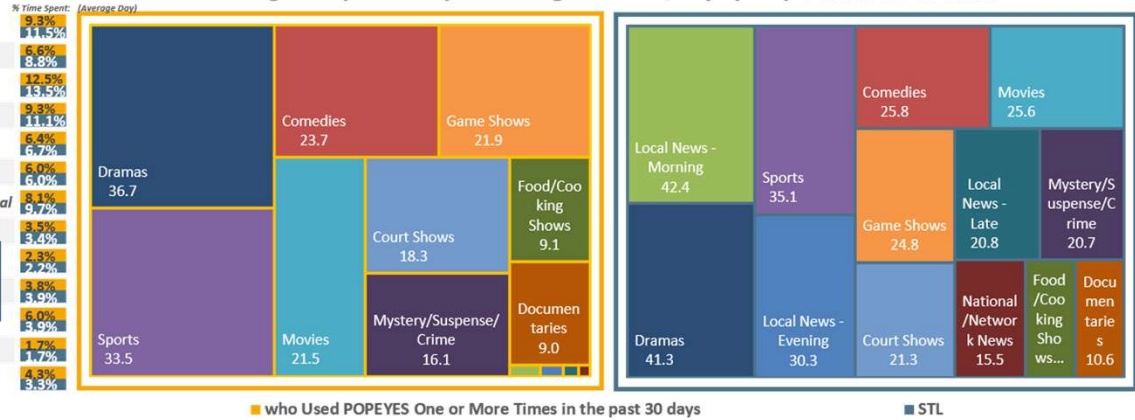


78,853 or 60.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Local News - Late, Movies, Sports, and Game Shows.

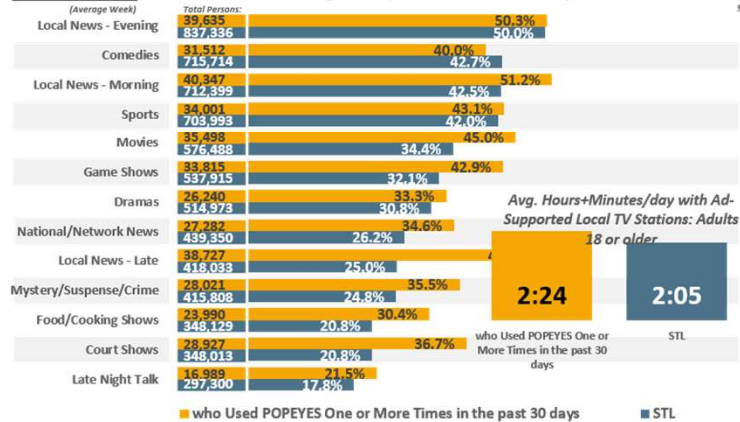
Local TV Station Programs (Persons & % Reach): Adults 18 or older



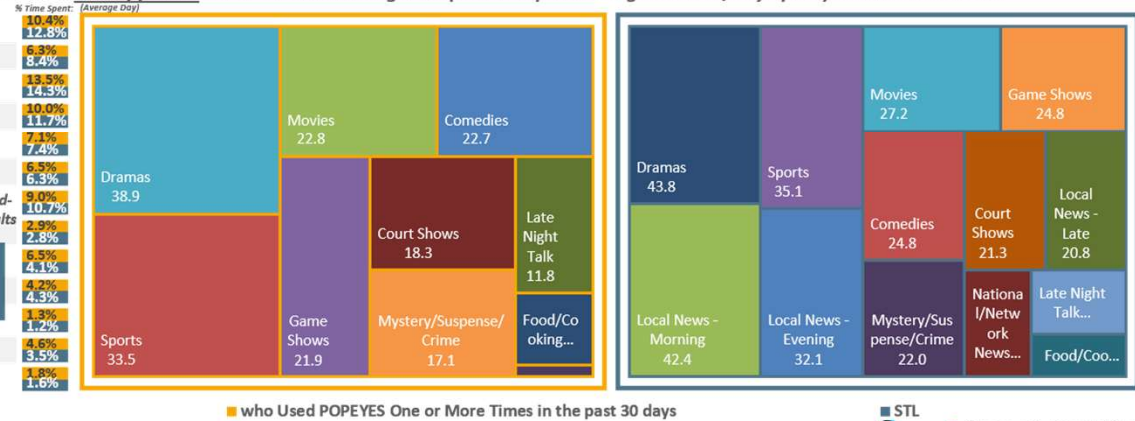
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



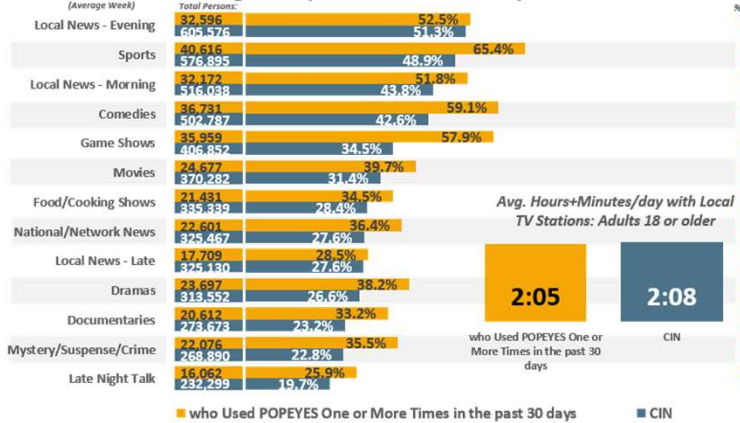
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



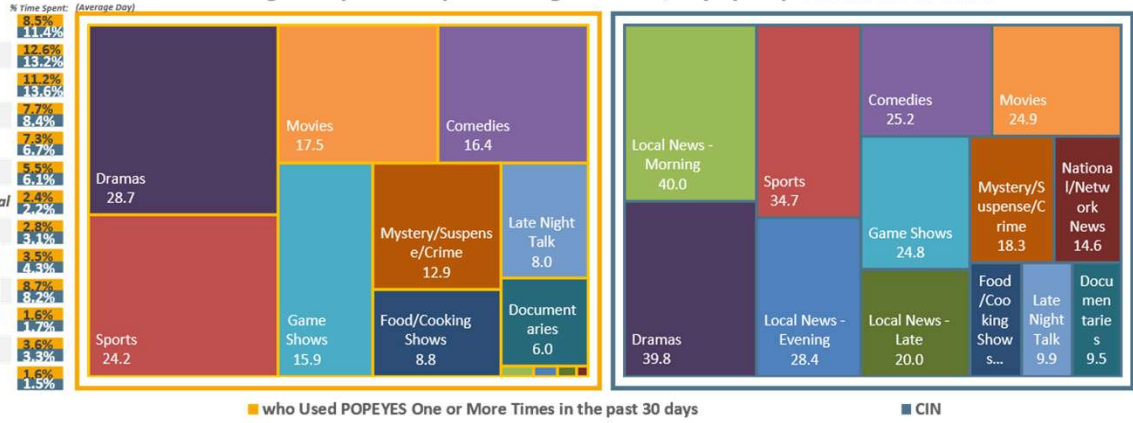


60,687 or 63.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Comedies, Local News - Morning, Local News - Evening, and Movies.

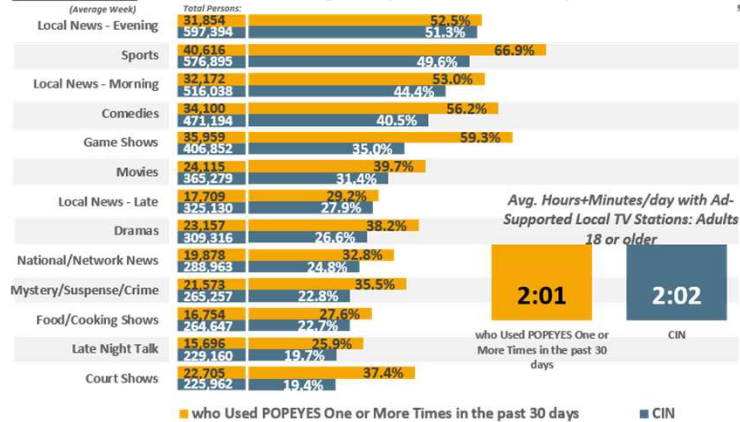
Local TV Station Programs (Persons & % Reach): Adults 18 or older



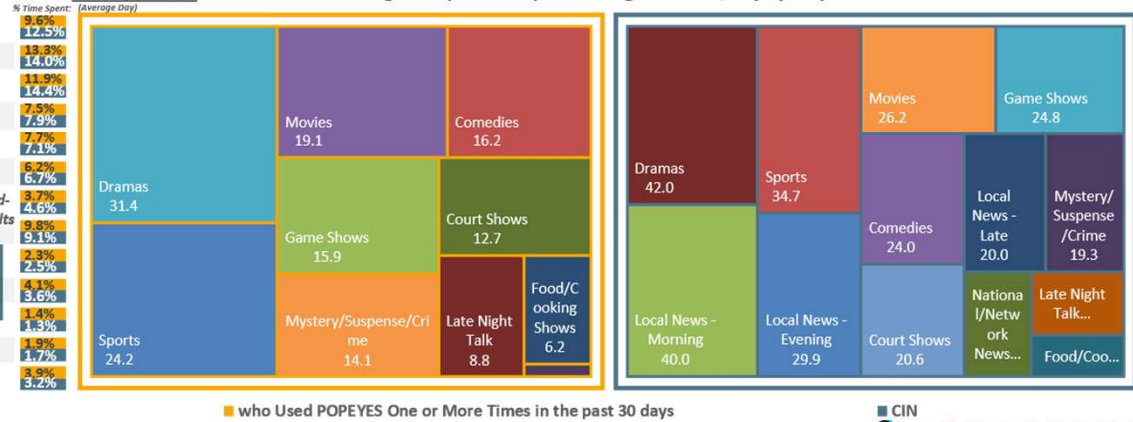
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



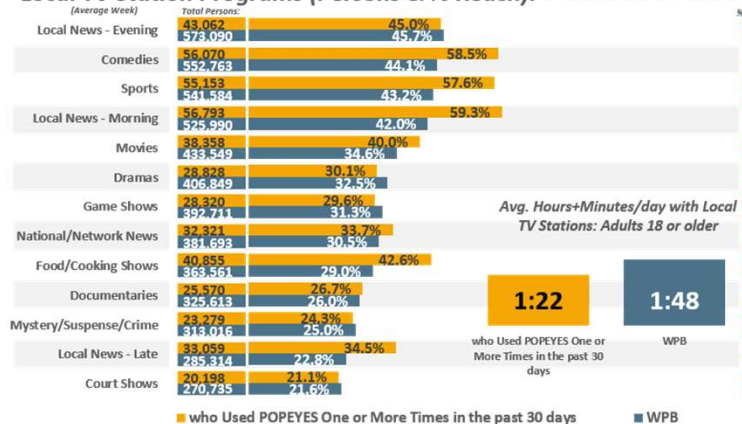
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



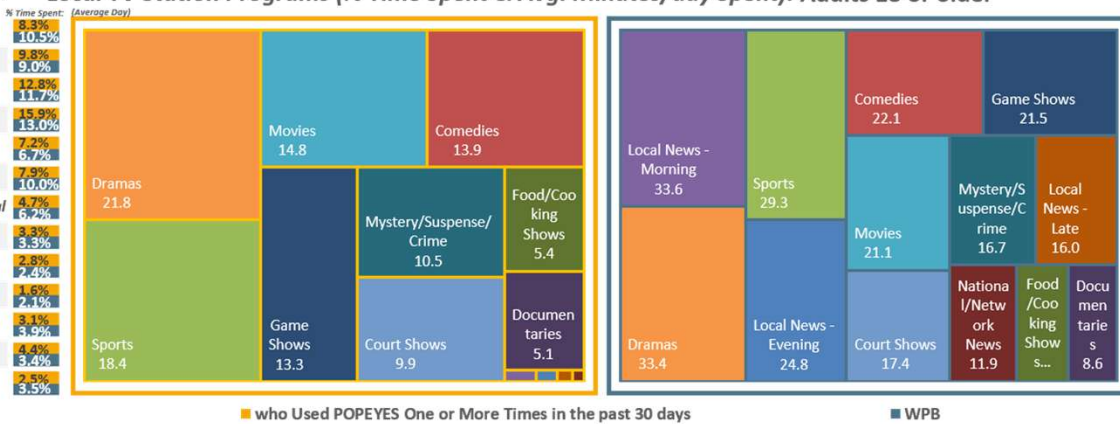


92,546 or 74.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Comedies, Local News - Evening, Movies, and Local News - Late.

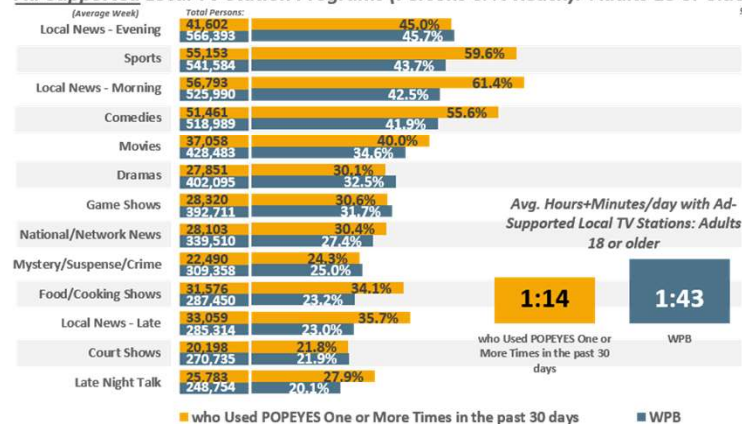
Local TV Station Programs (Persons & % Reach): Adults 18 or older



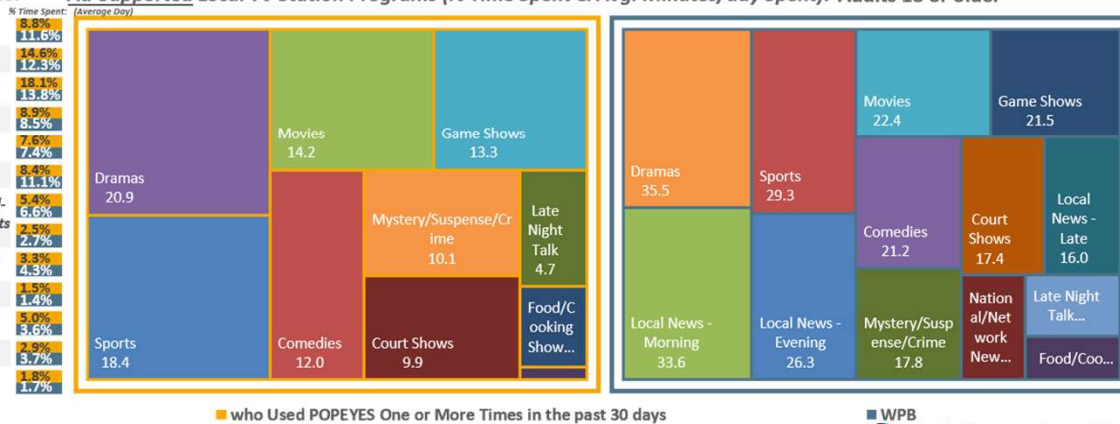
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

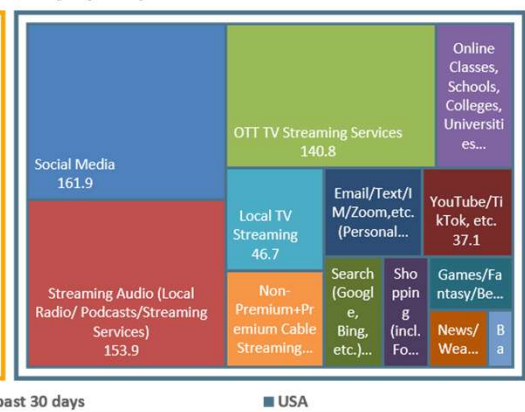
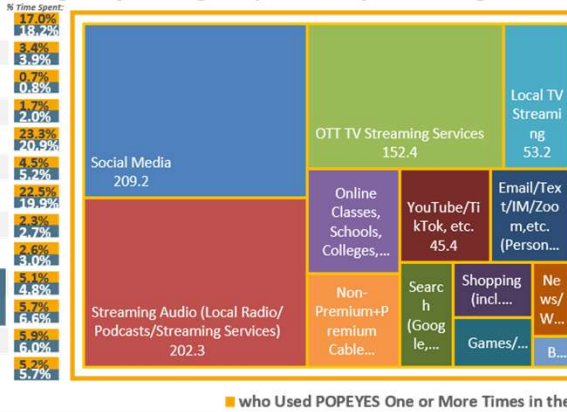
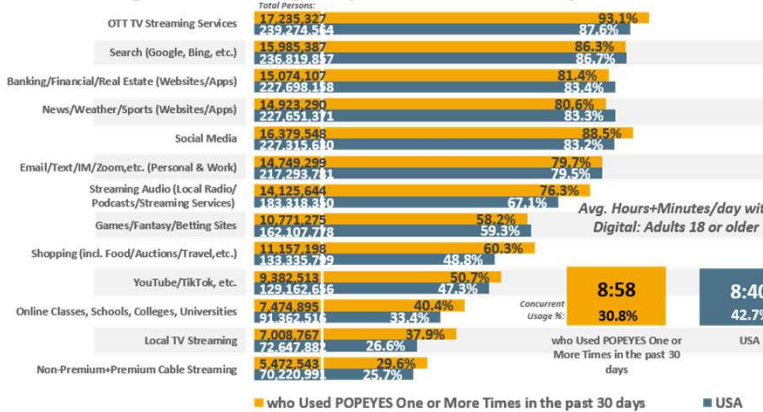




14,725,555 or 79.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 188.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

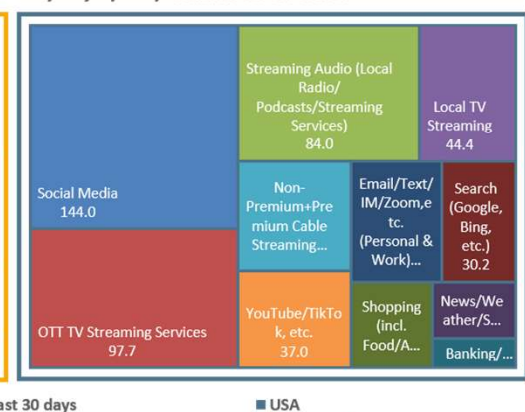
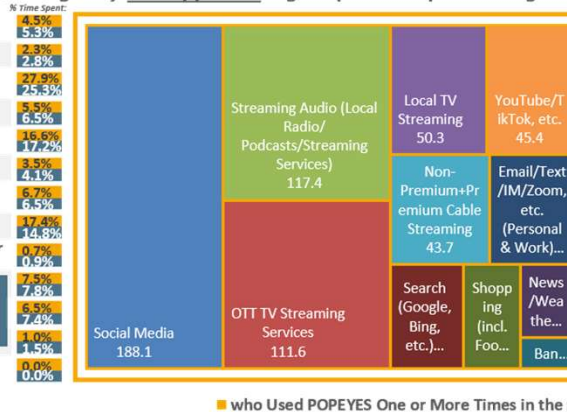
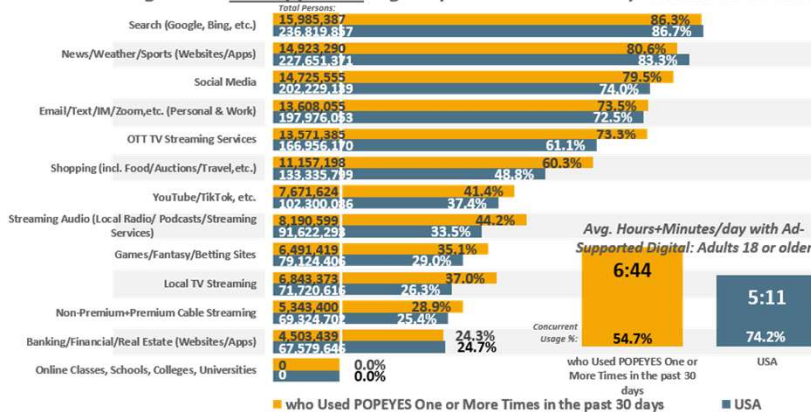
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,786
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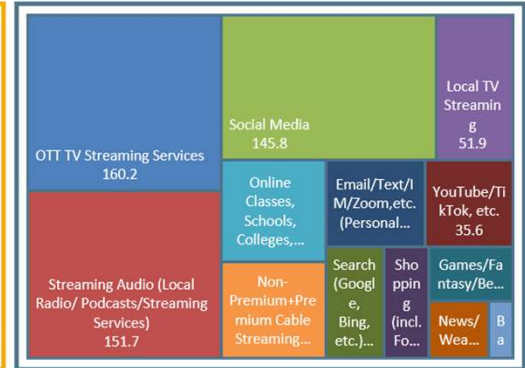
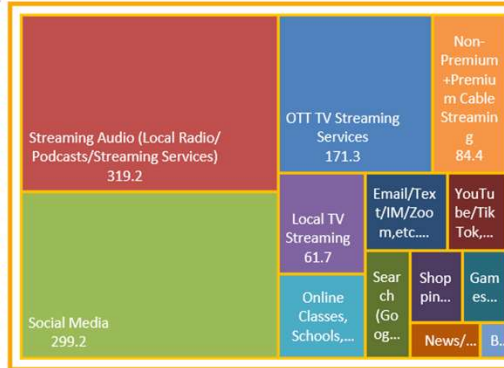
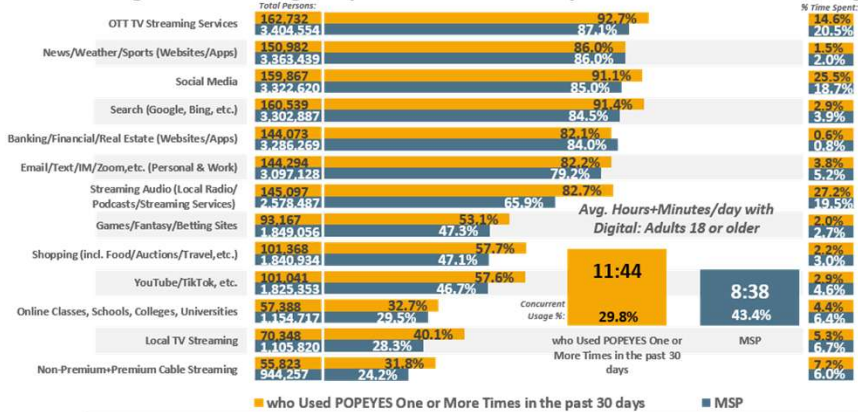
Quick service restaurants used past 30 days: Popeyes



125,478 or 71.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 234.8 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

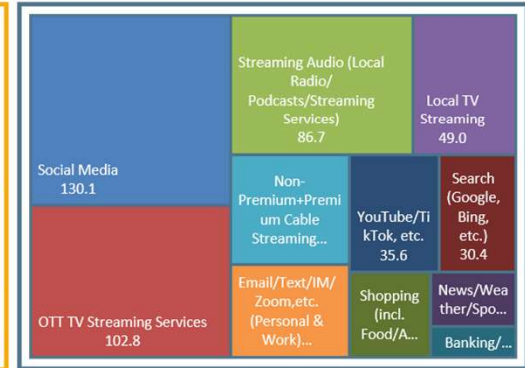
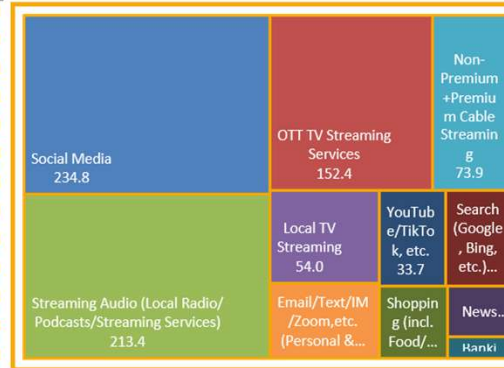
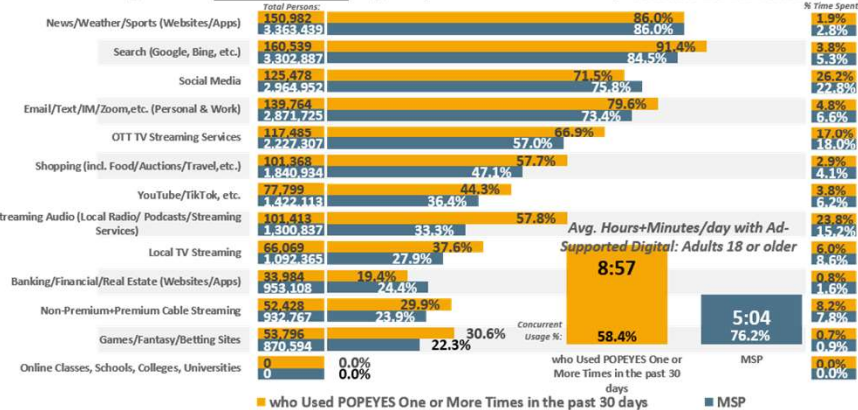
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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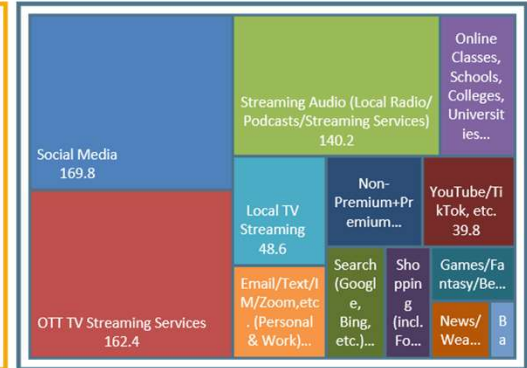
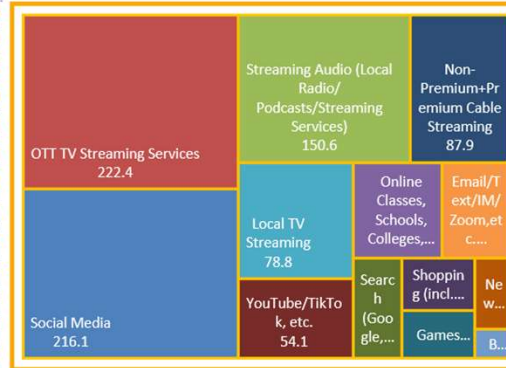
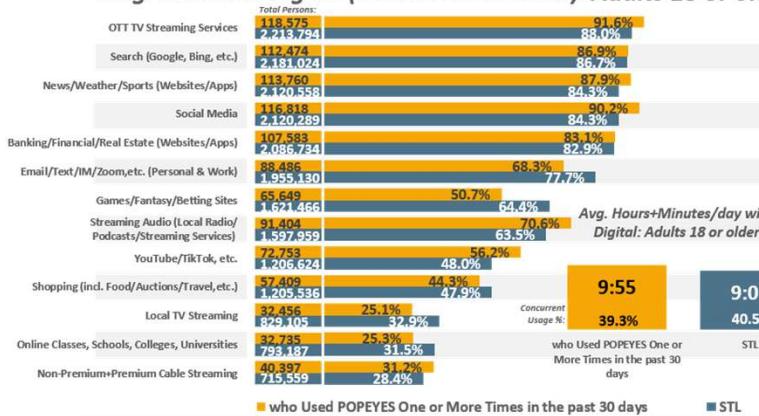
Quick service restaurants used past 30 days: Popeyes



114,821 or 88.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 212.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

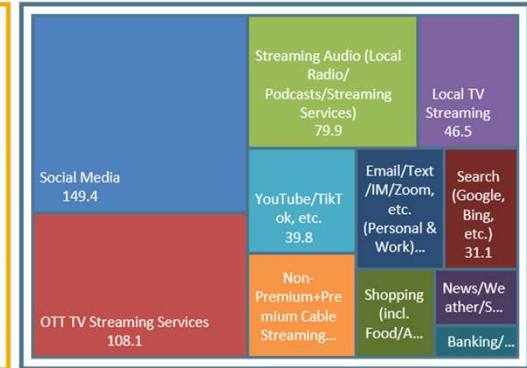
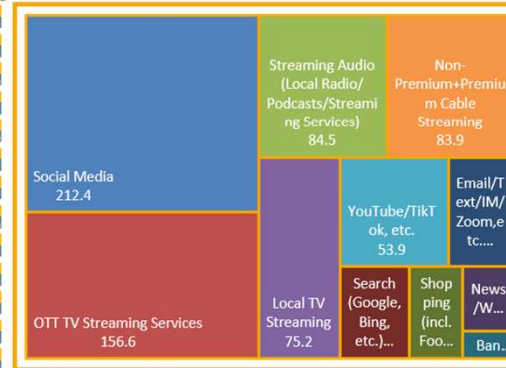
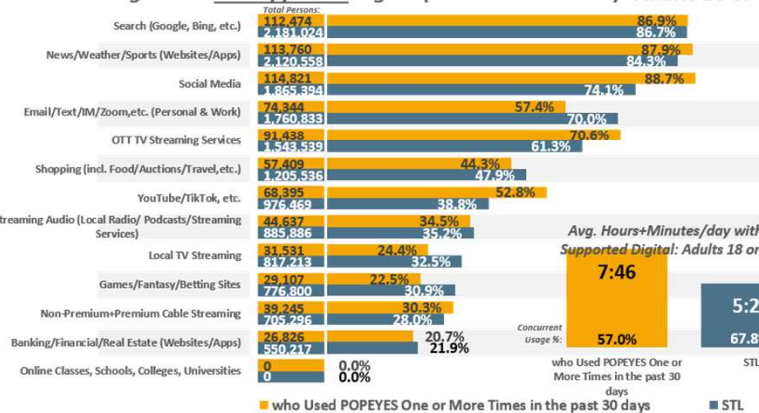
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

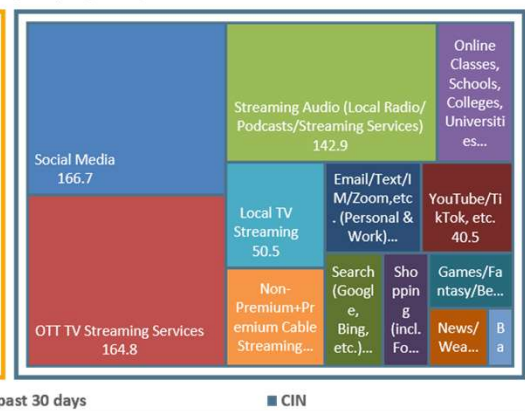
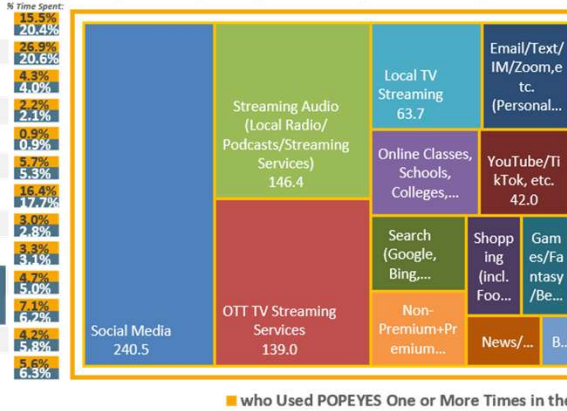
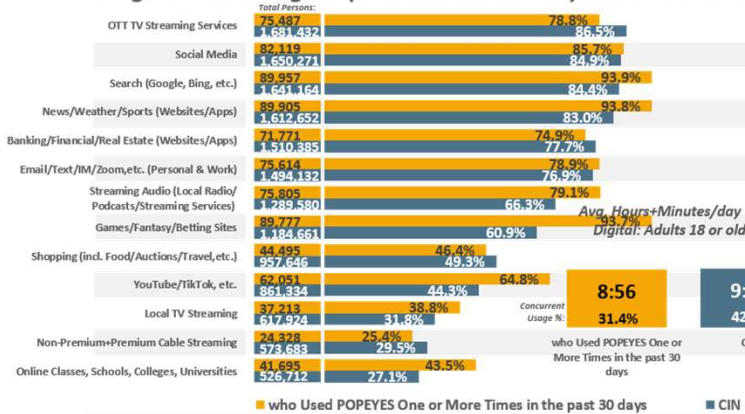




67,705 or 70.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 198.3 minutes every day representing 30.2% of all time spent daily with Ad-Supported Digital Media.

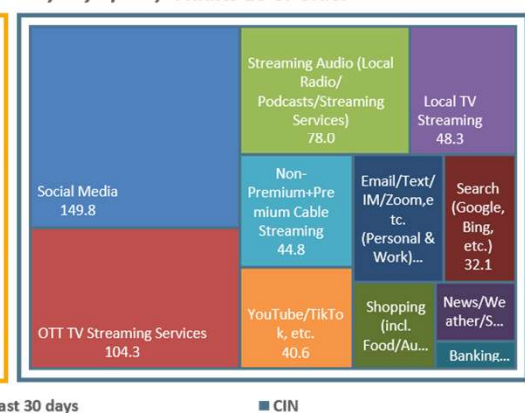
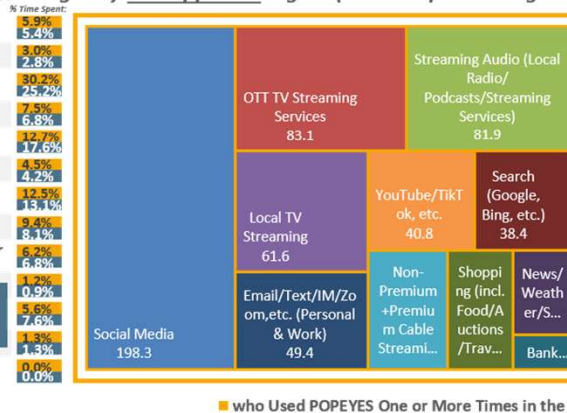
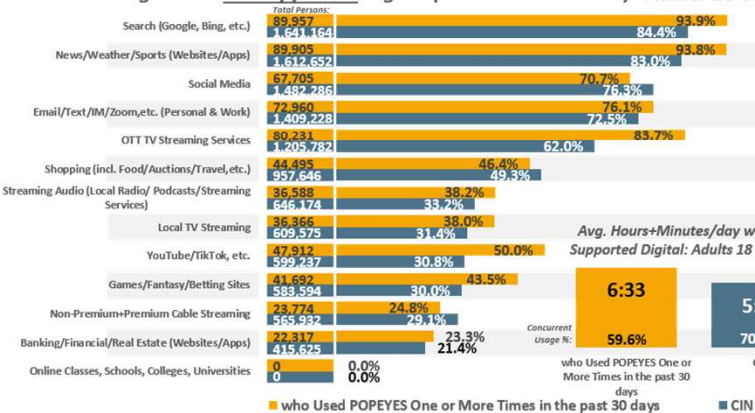
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

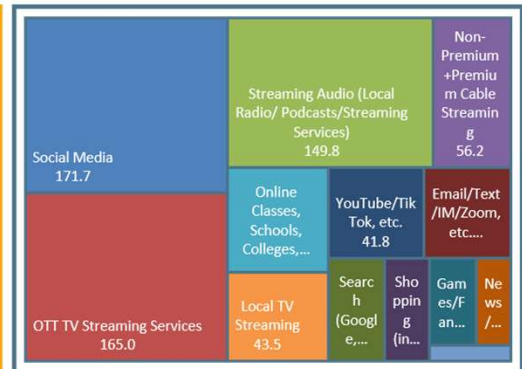
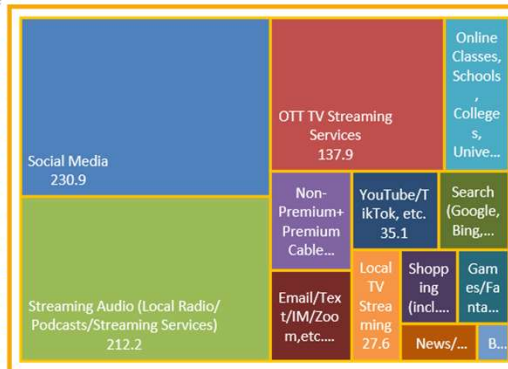
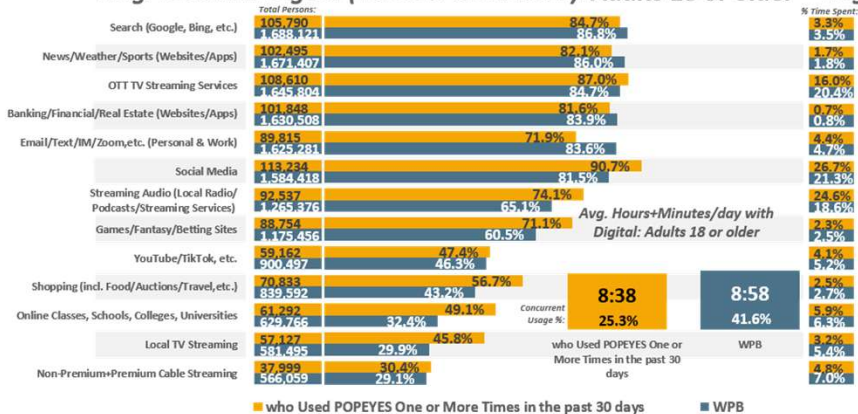




104,741 or 83.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 213.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

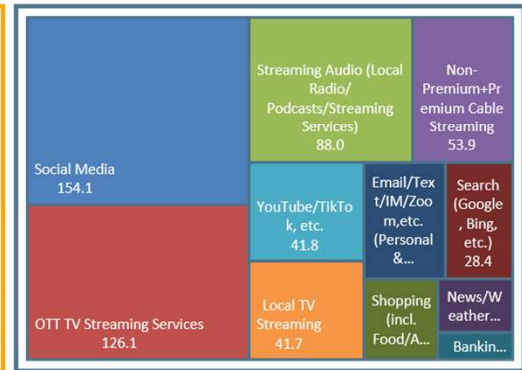
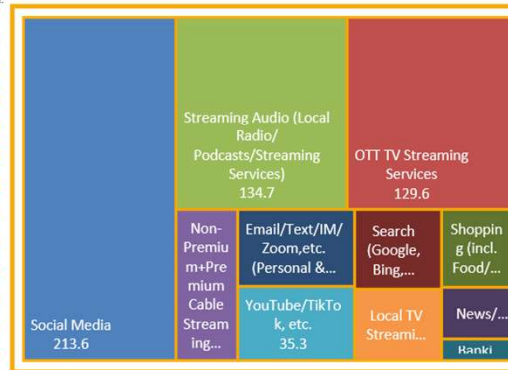
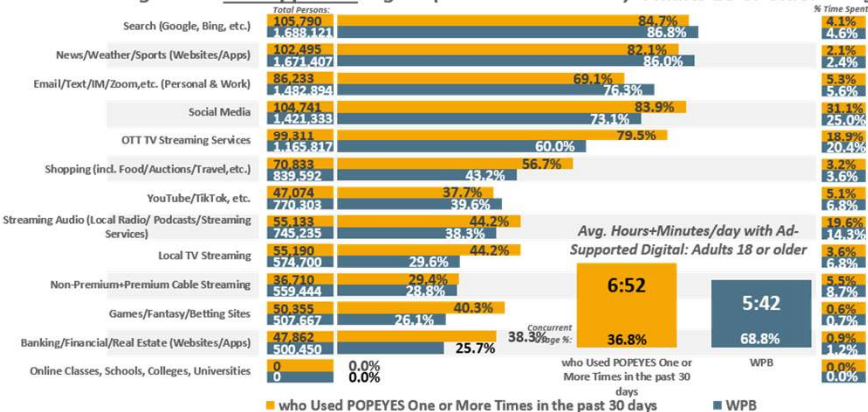
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

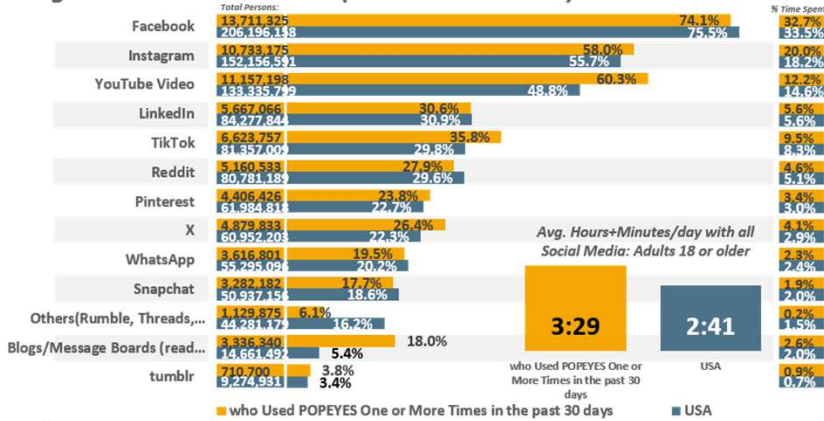
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



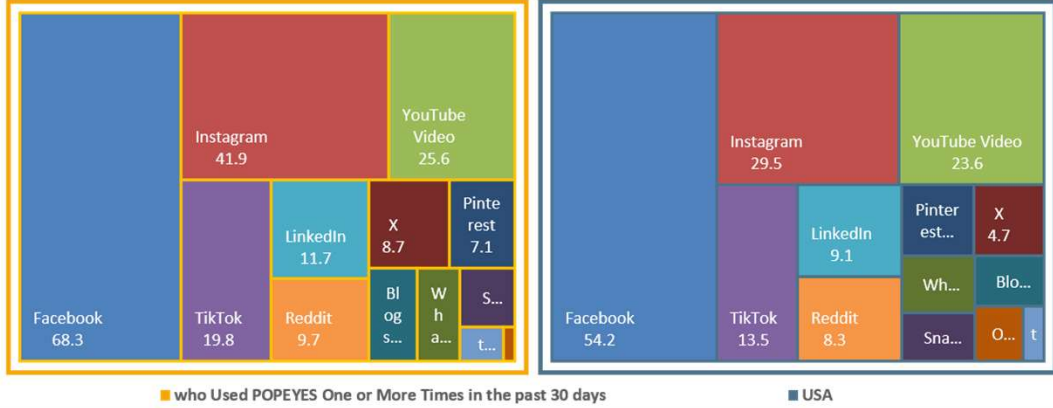


13,711,325 or 74.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

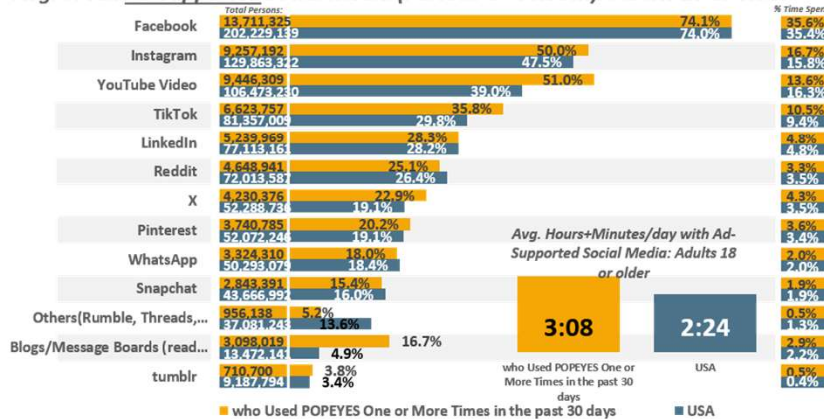
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



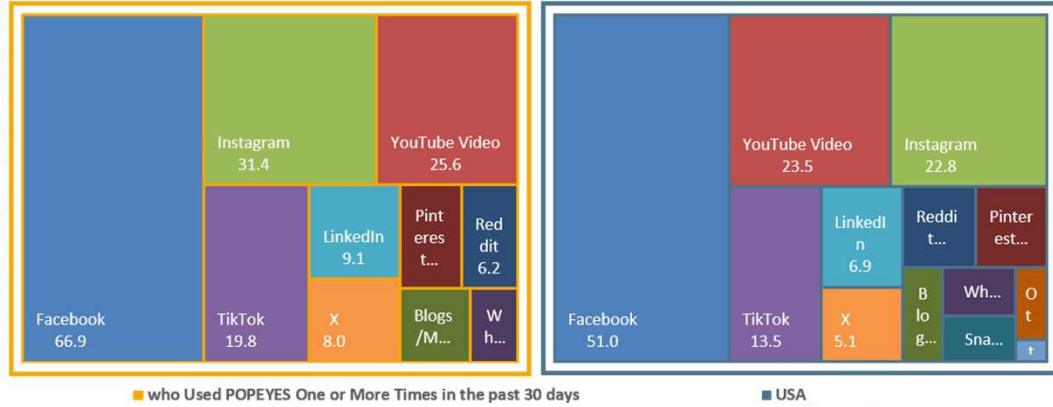
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,786
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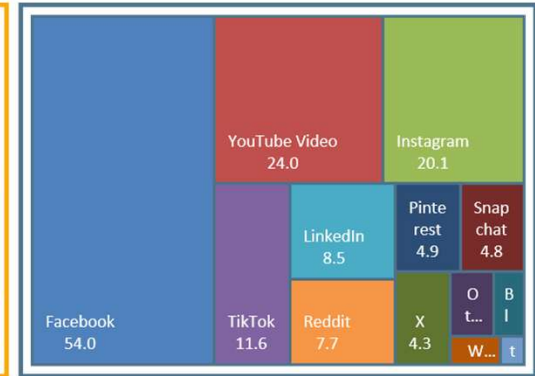
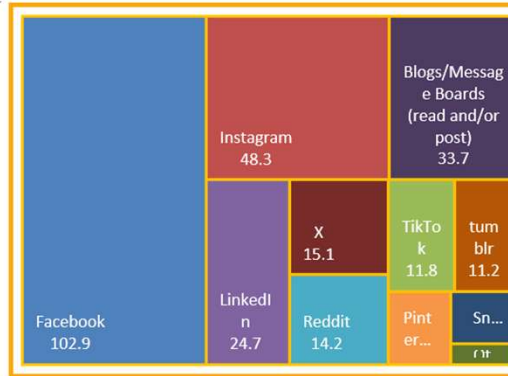
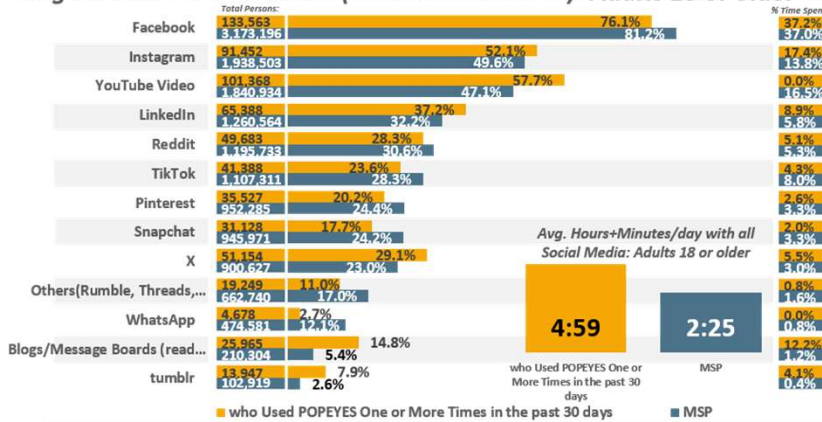
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

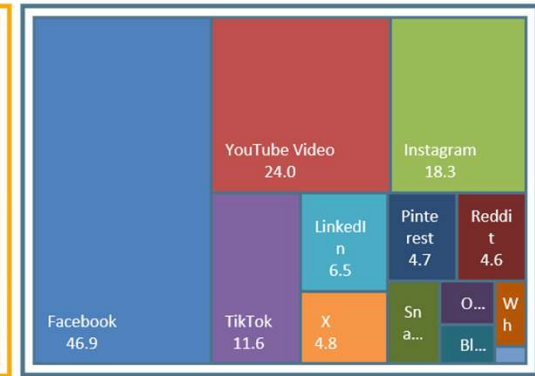
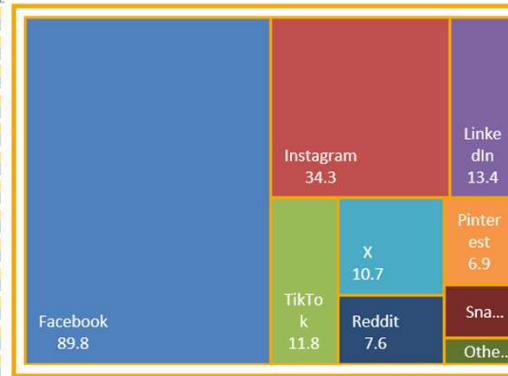
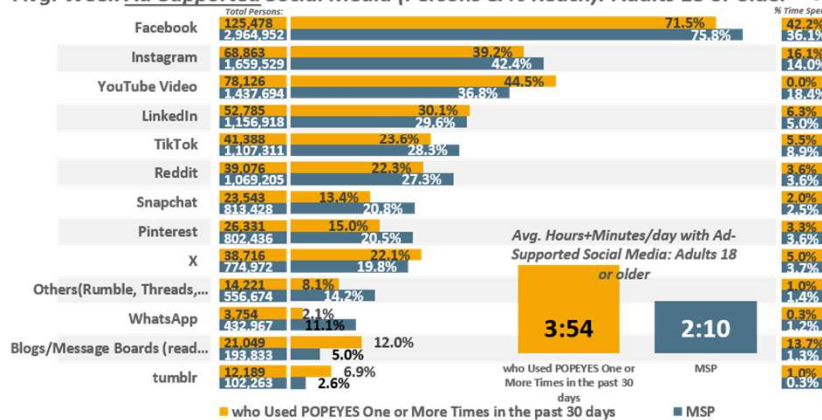


125,478 or 71.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 89.8 minutes every day representing 42.2% of all time spent daily with Ad-Supported Social Media.

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



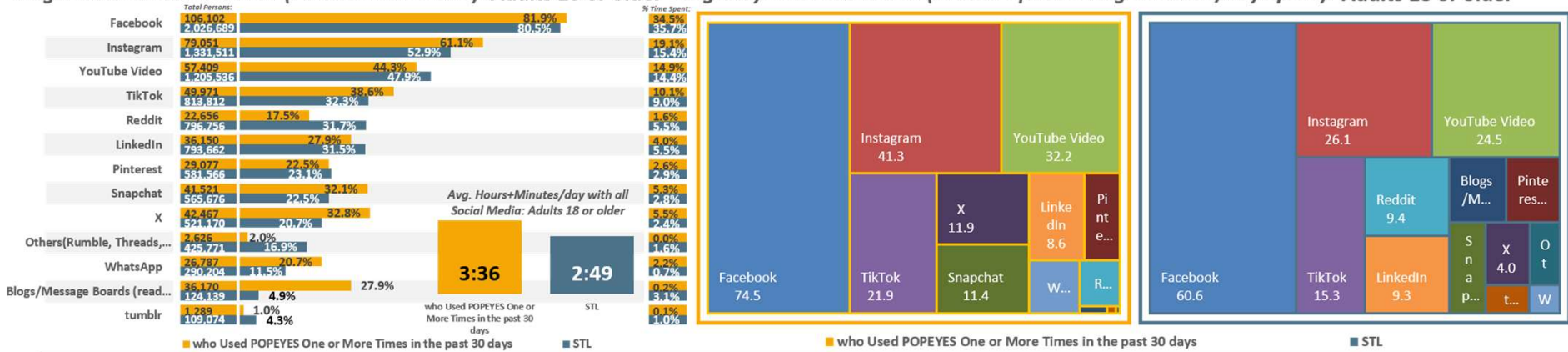
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



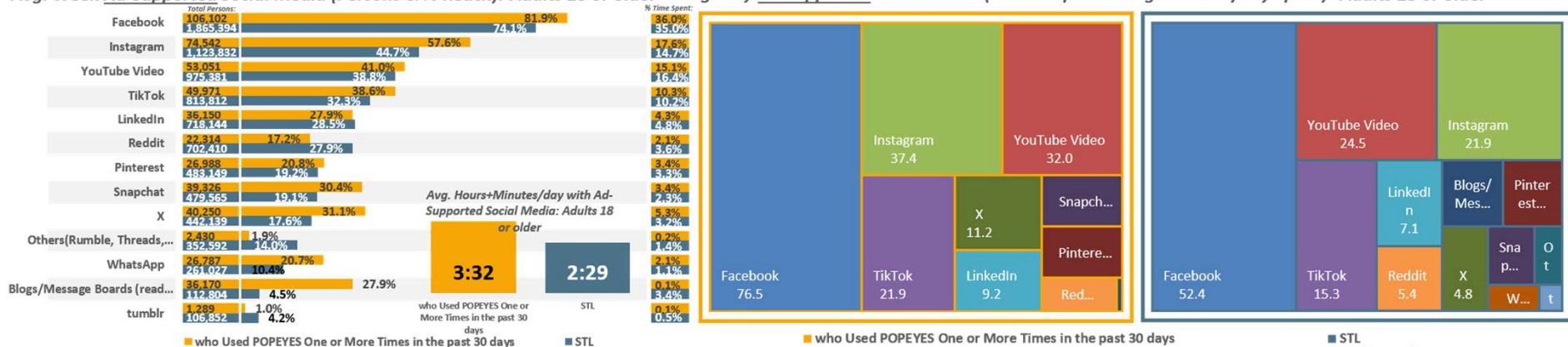


106,102 or 81.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 76.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

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**



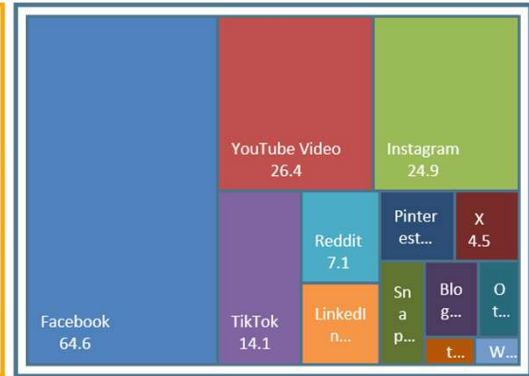
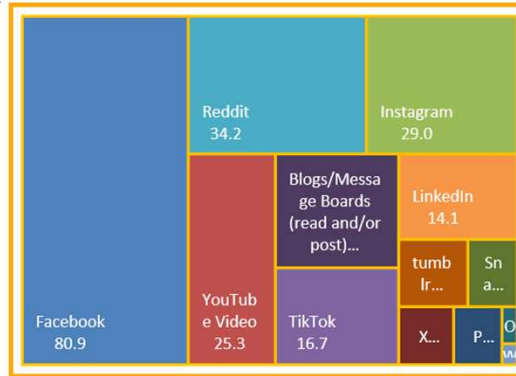
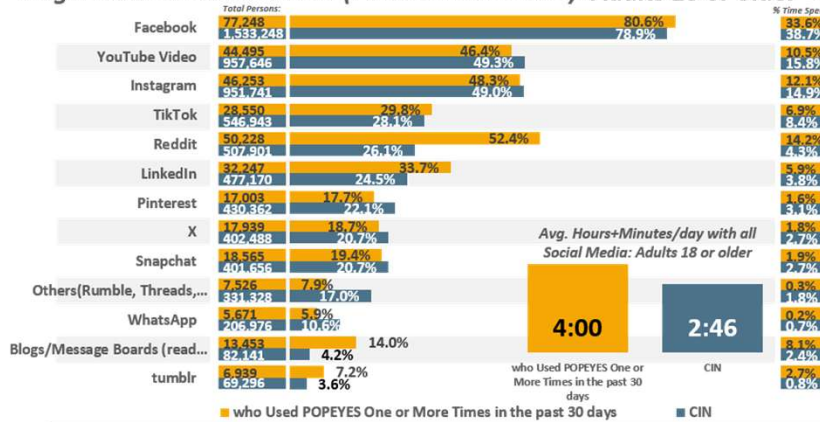
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



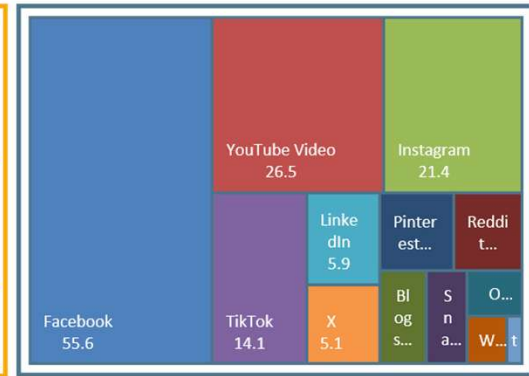
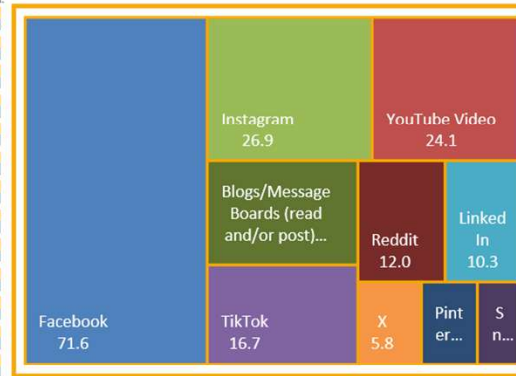
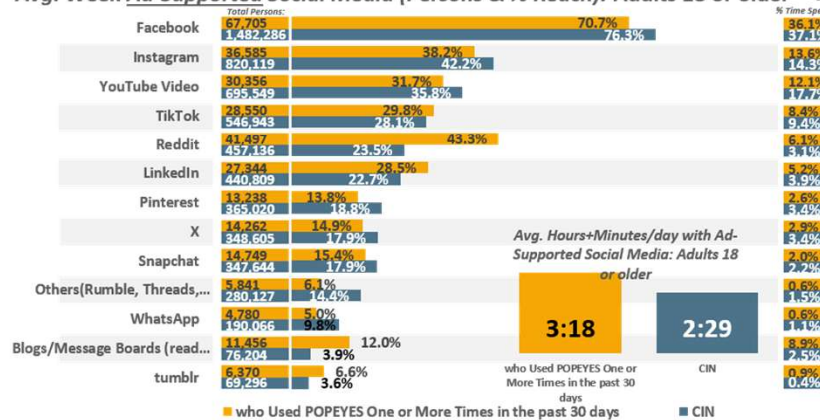


67,705 or 70.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.6 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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**



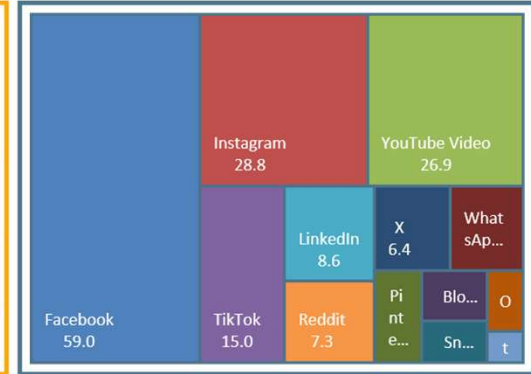
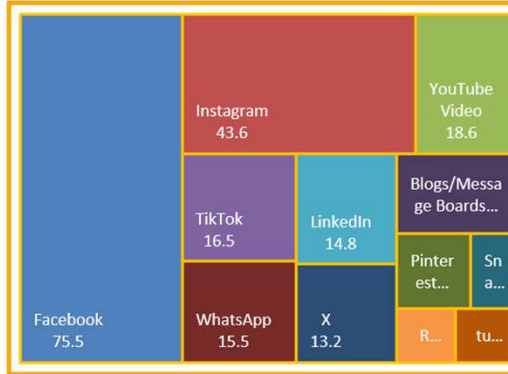
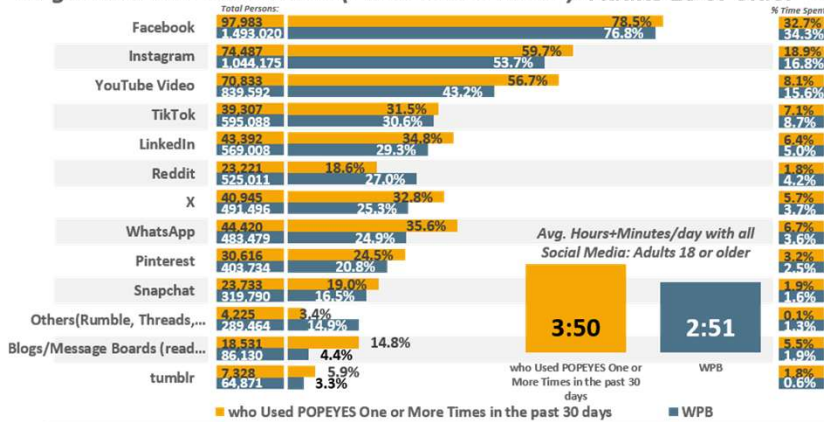
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



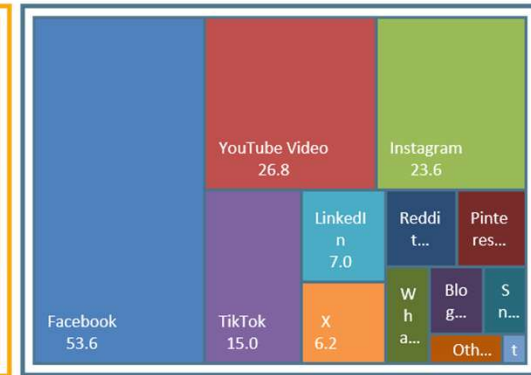
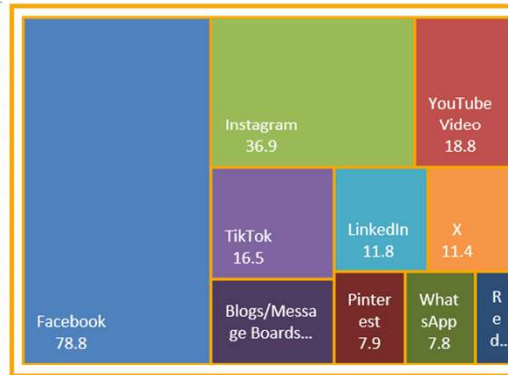
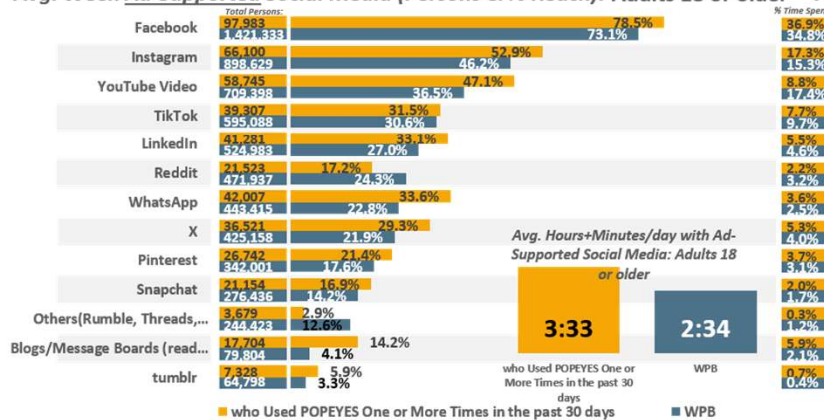


97,983 or 78.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 78.8 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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

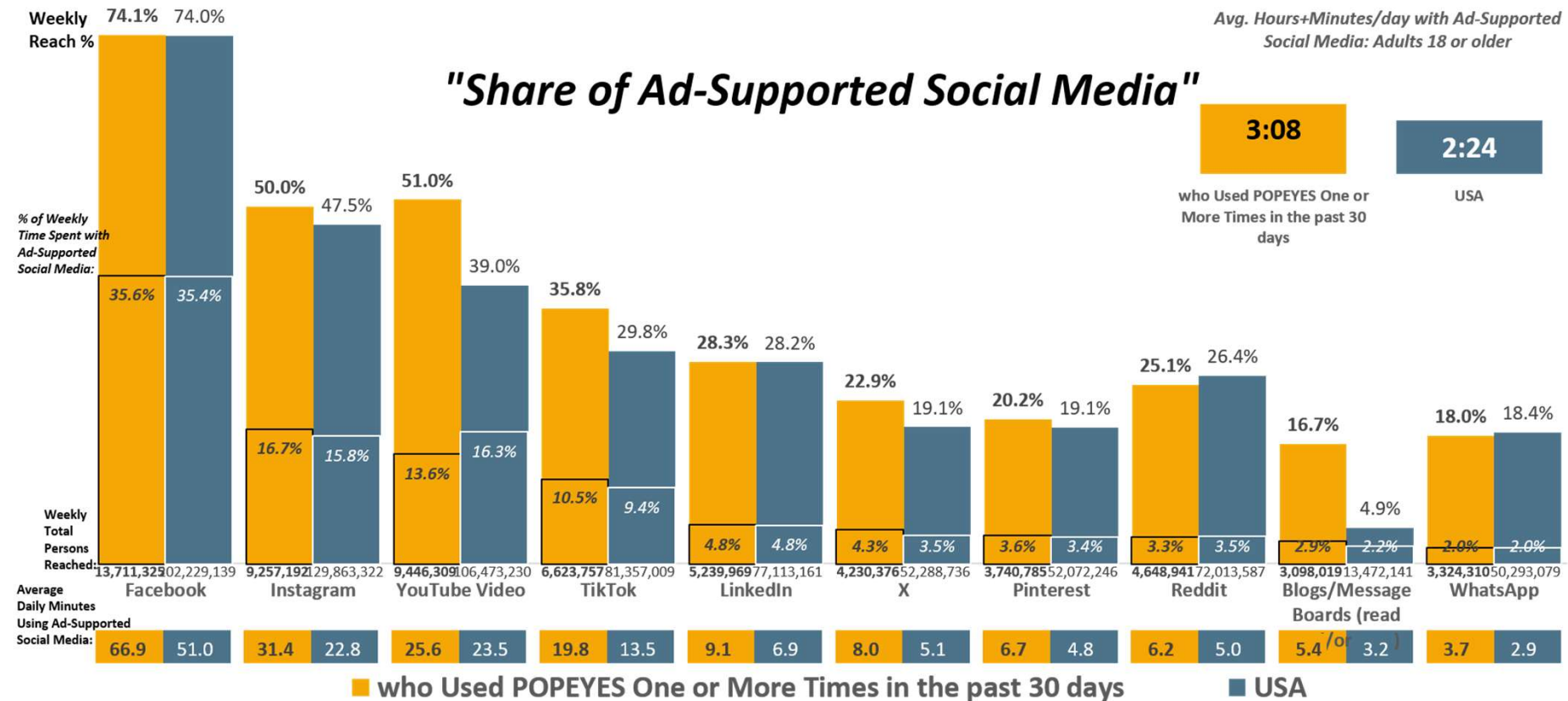


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





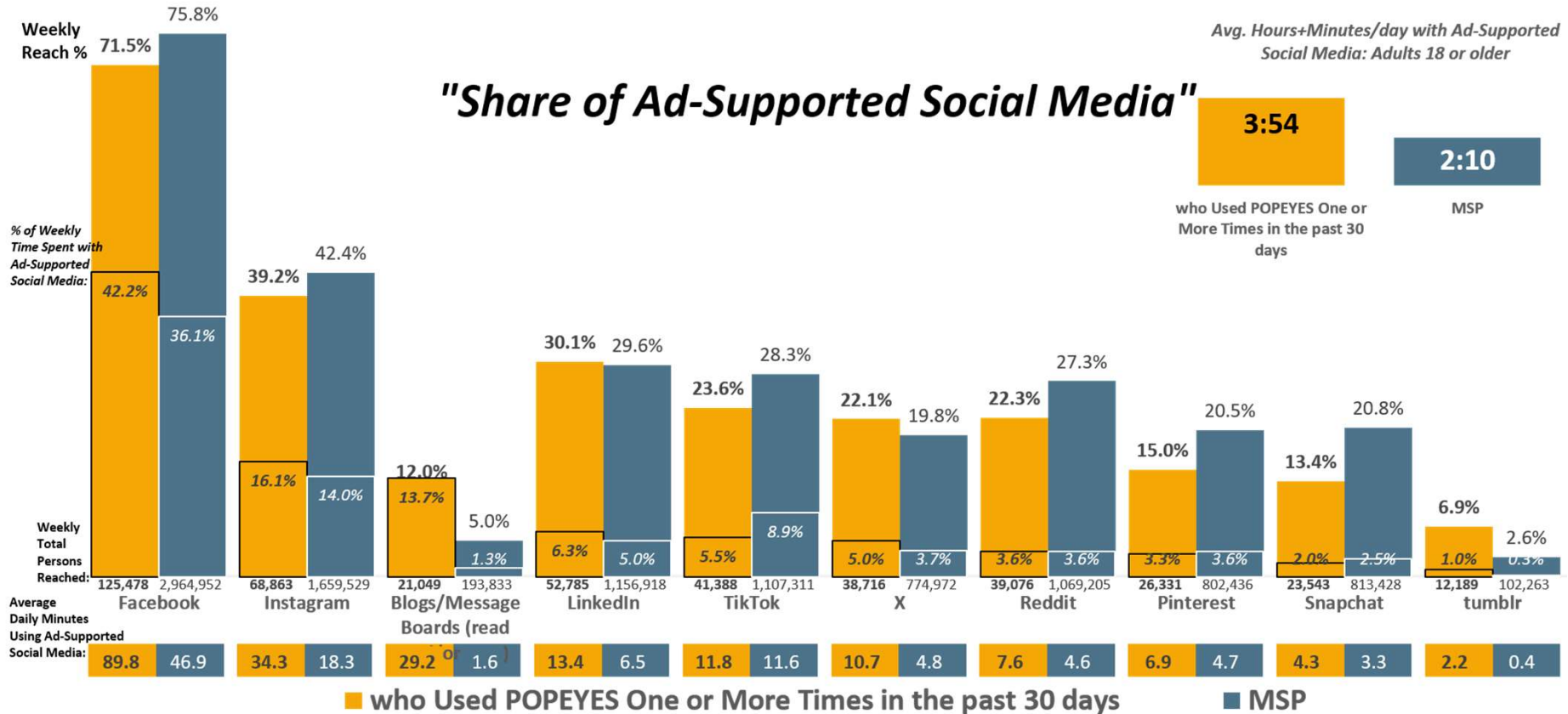
13,711,325 or 74.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.





125,478 or 71.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 89.8 minutes every day representing 42.2% of all time spent daily with Ad-Supported Social Media.

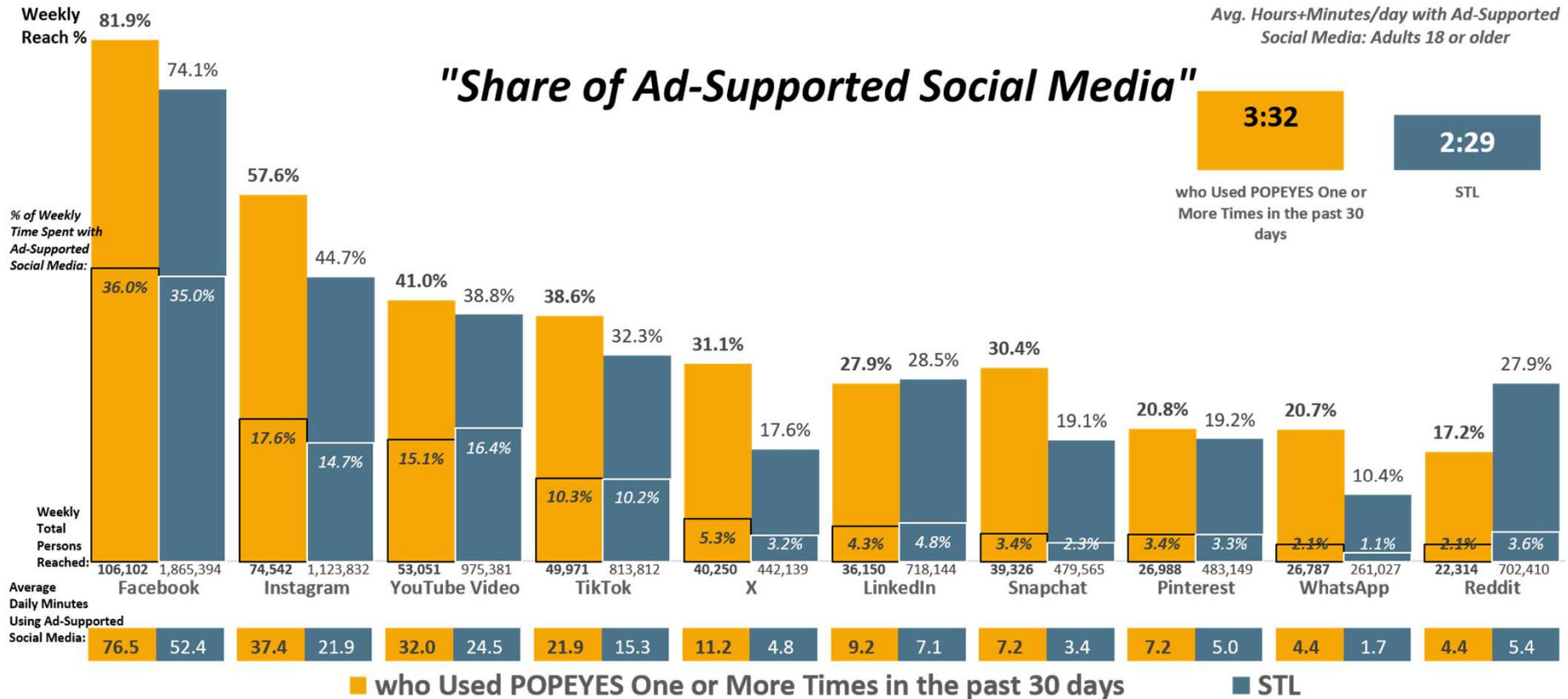
"Share of Ad-Supported Social Media"





106,102 or 81.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 76.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

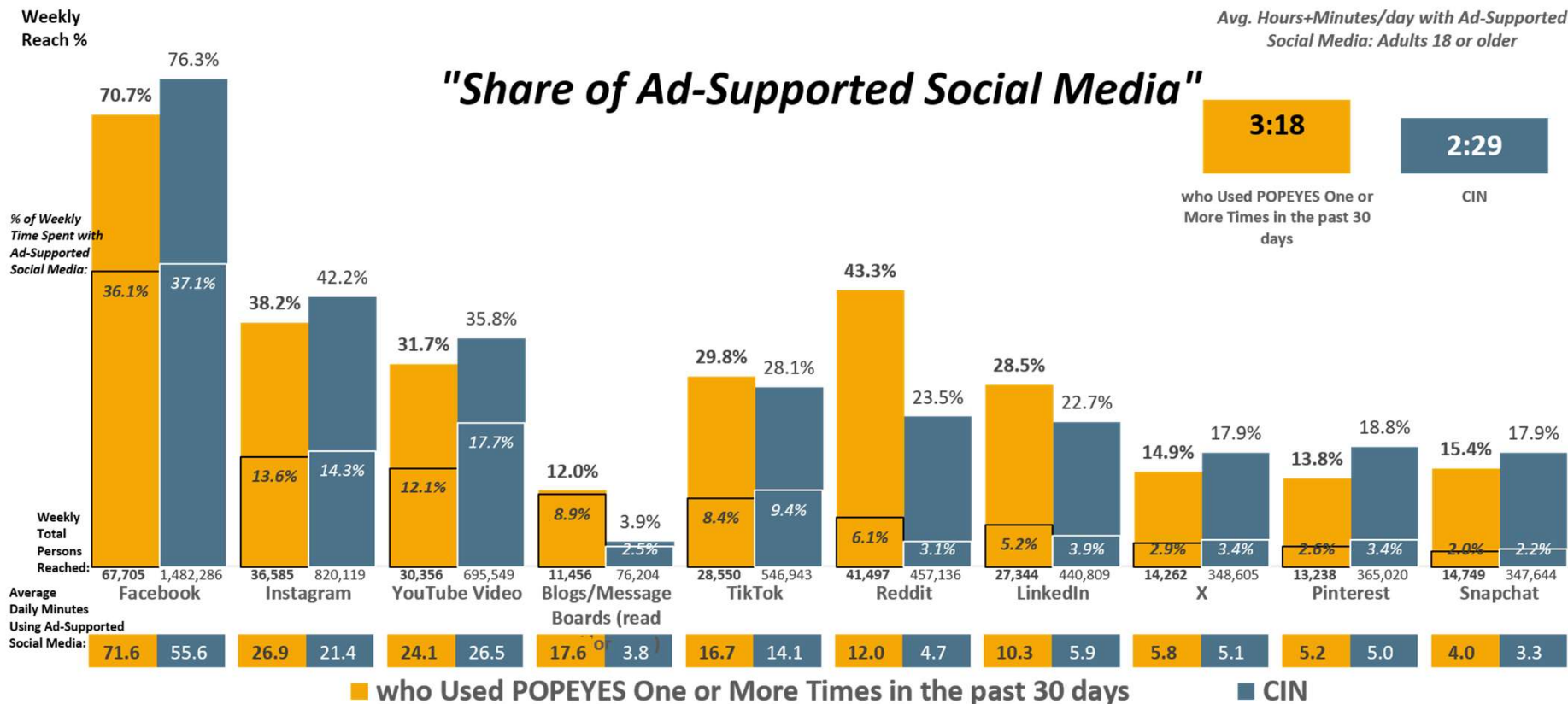
"Share of Ad-Supported Social Media"





67,705 or 70.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.6 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

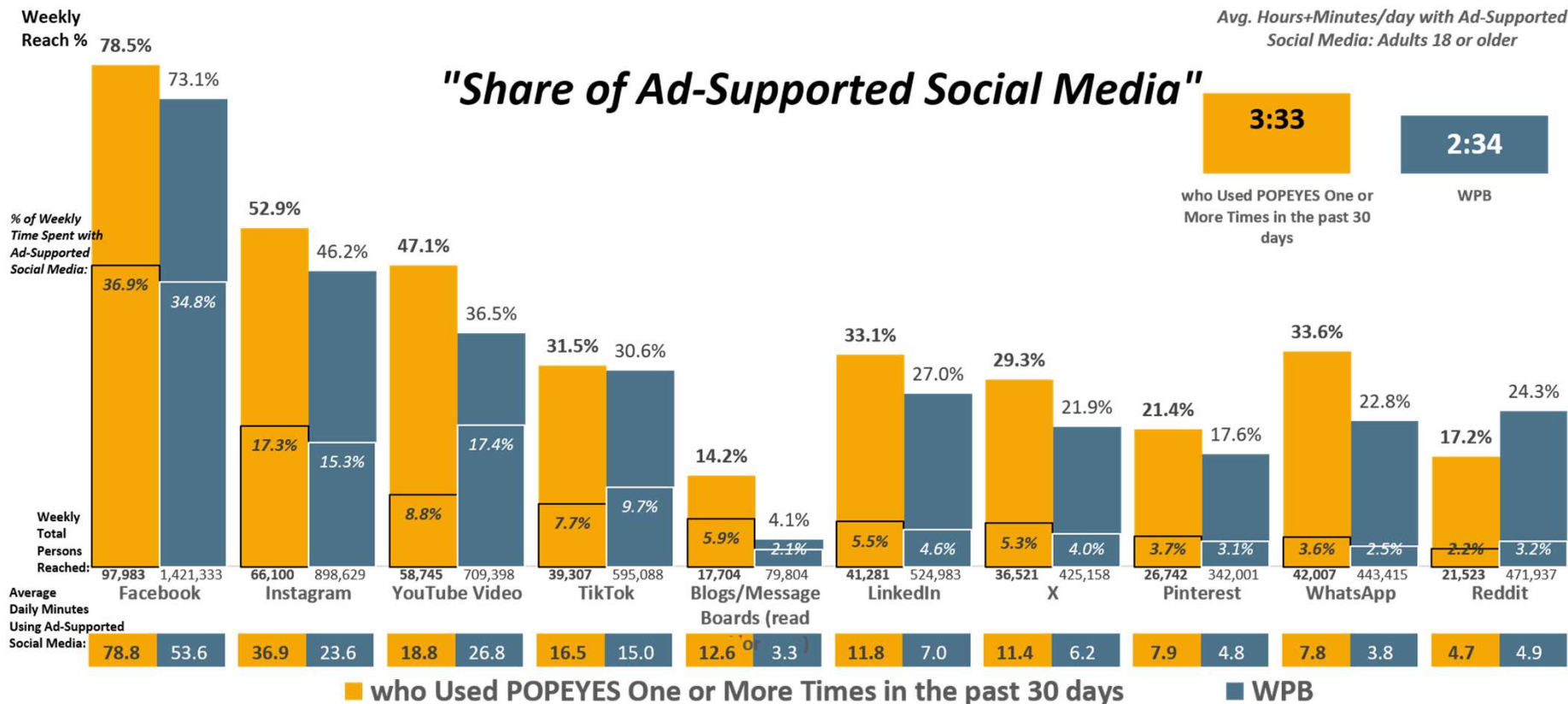
"Share of Ad-Supported Social Media"





97,983 or 78.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 78.8 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

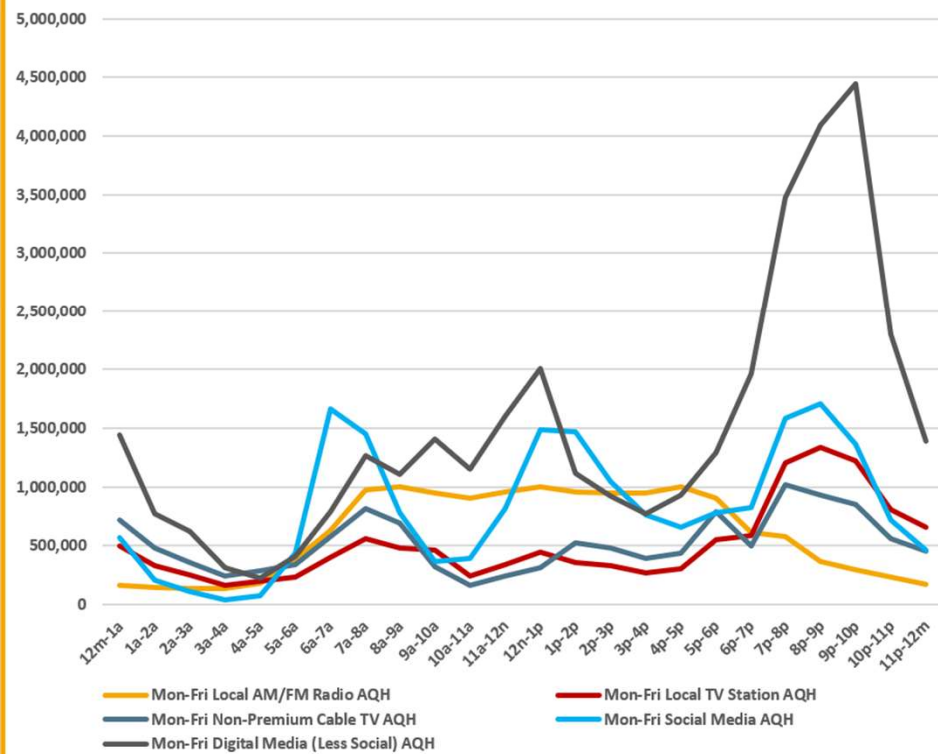
"Share of Ad-Supported Social Media"



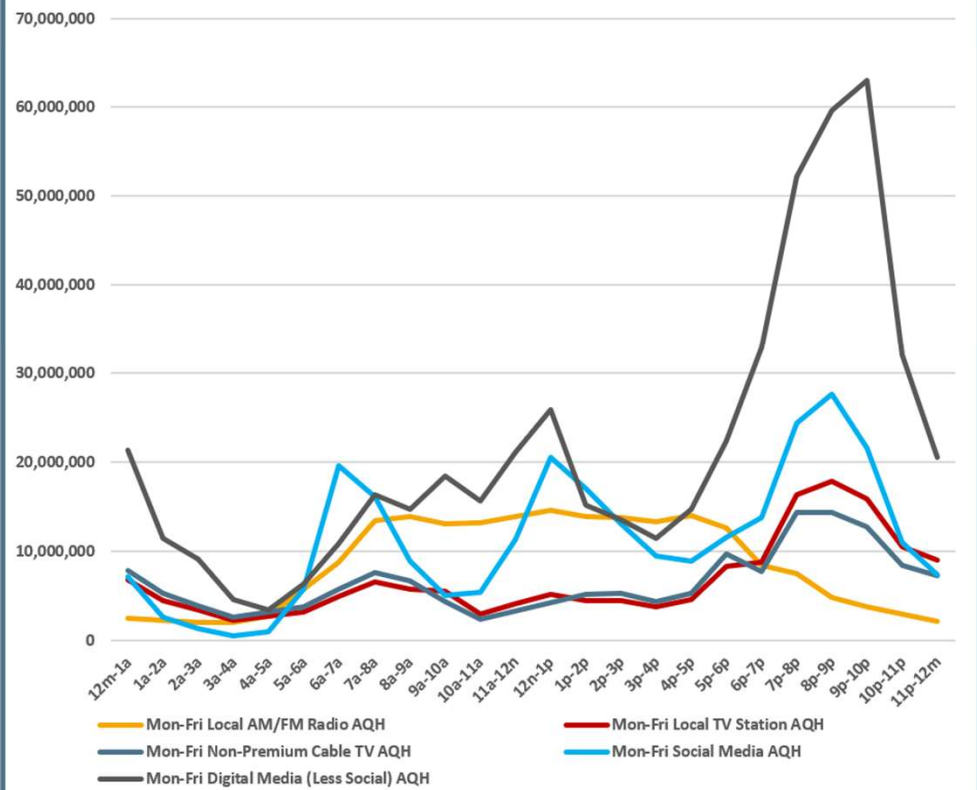


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,256,118; Social Media: 959,117; Local Radio: 907,114; Non-Prem. Cable: 479,096; Local TV: 409,100 reaching Adults 18 or older who Used POPEYES One or More Times in the

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



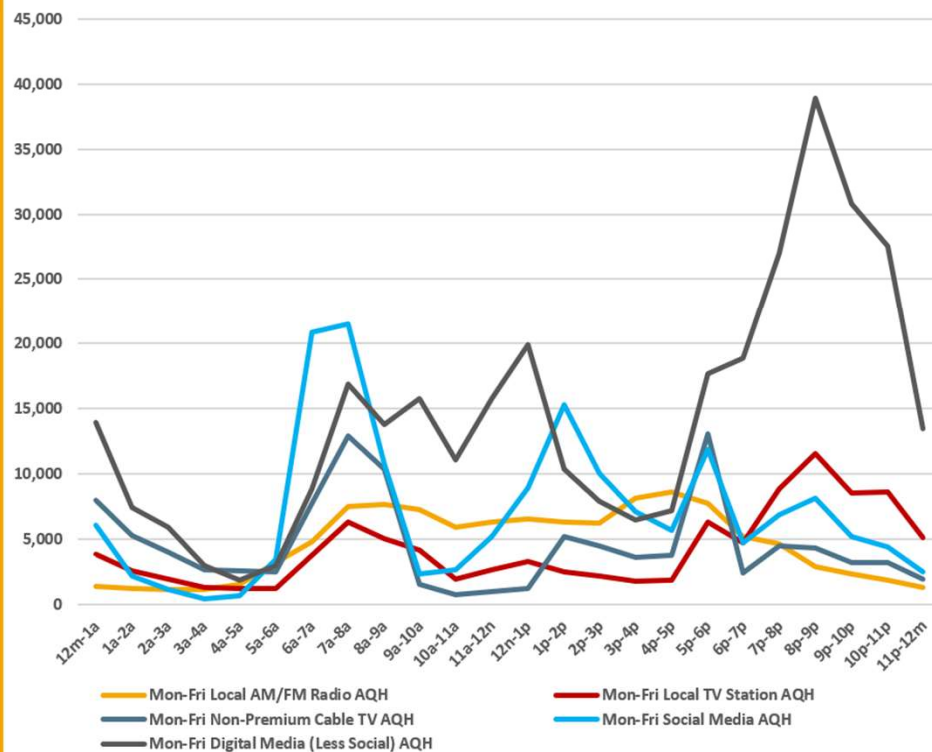
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



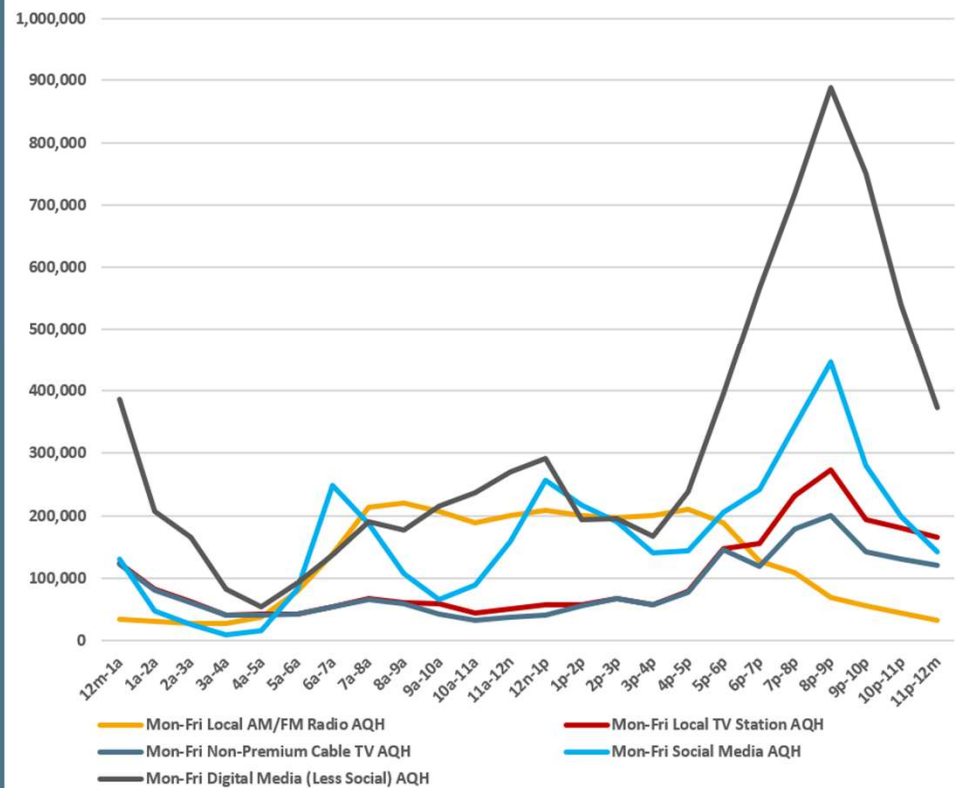


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,114;
Social Media: 9,775; Local Radio: 6,792; Non-Prem. Cable: 5,237; Local TV: 3,572 reaching
Adults 18 or older who Used POPEYES One or More Times in the past 30 day

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



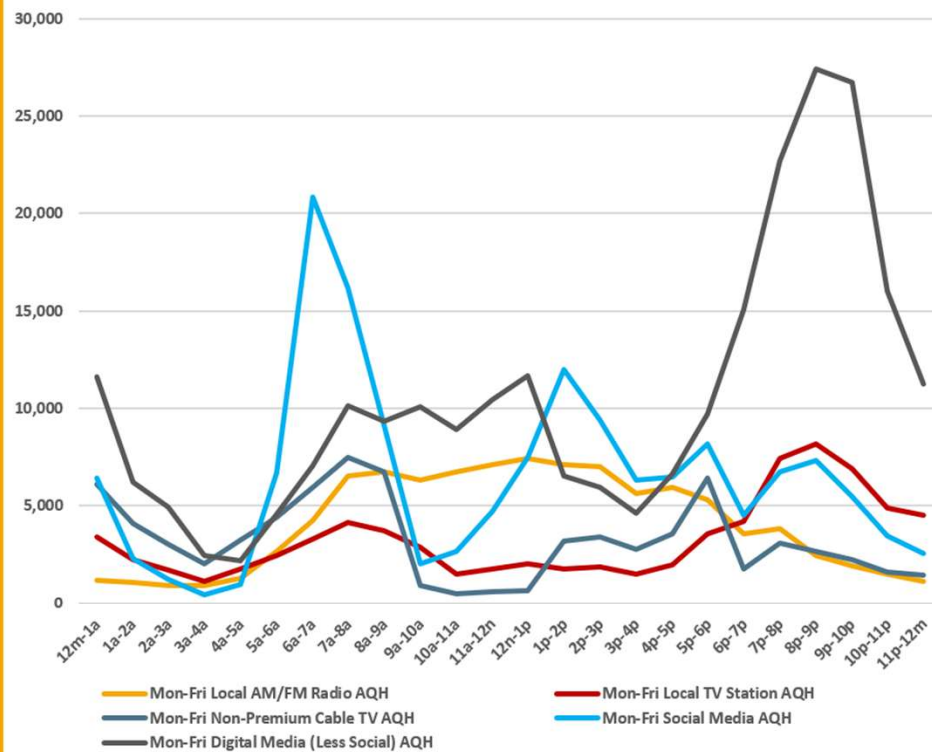
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



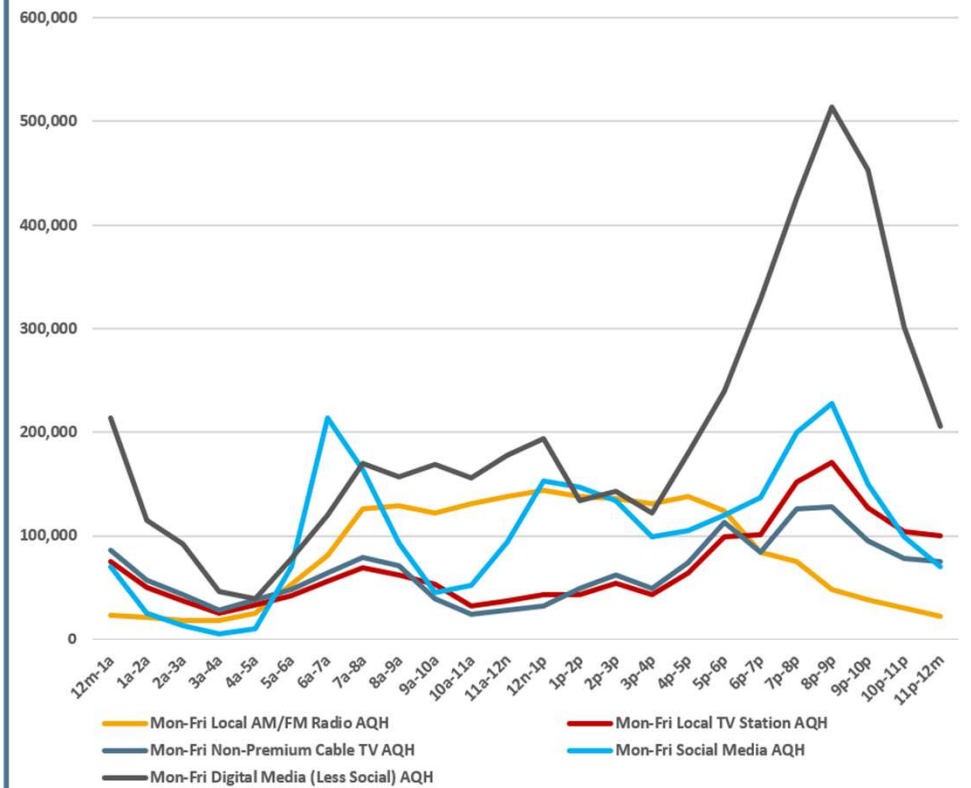


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,942;
Social Media: 8,468; Local Radio: 6,140; Non-Prem. Cable: 3,378; Local TV: 2,635 reaching
Adults 18 or older who Used POPEYES One or More Times in the past 30 days

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



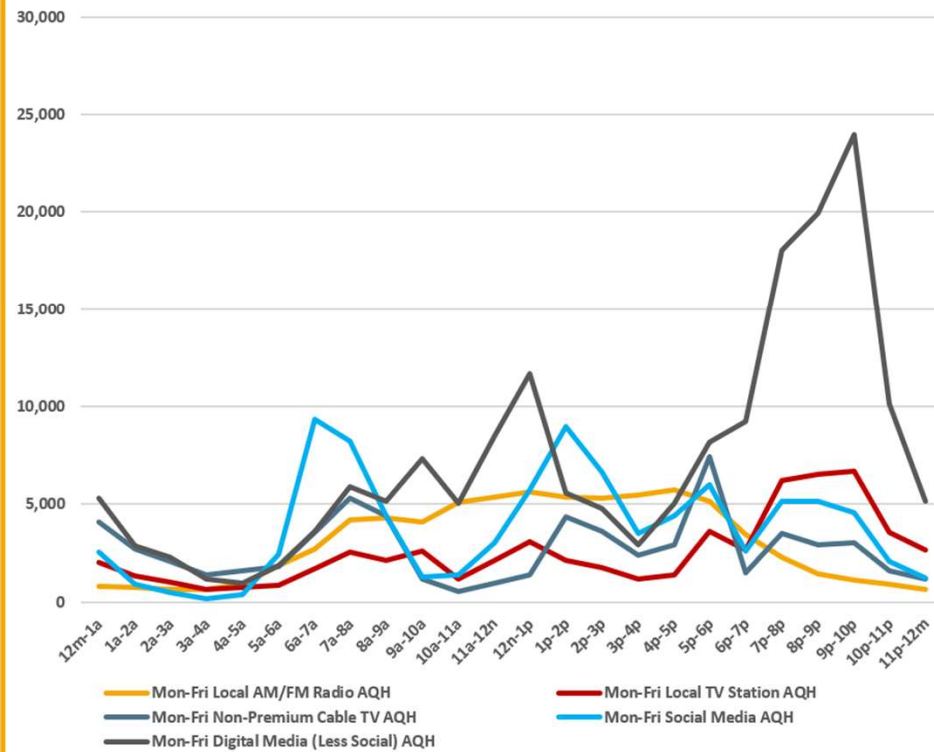
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



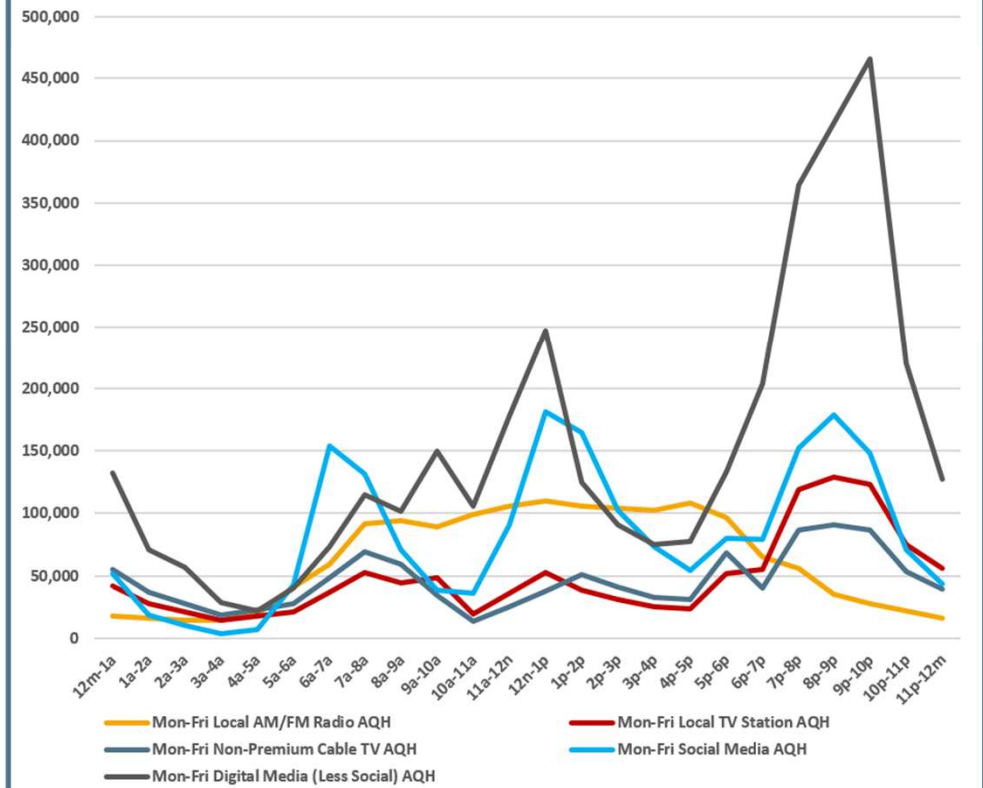


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,379;
Social Media: 5,043; Local Radio: 4,771; Non-Prem. Cable: 3,047; Local TV: 2,177 reaching
Adults 18 or older who Used POPEYES One or More Times in the past 30 days

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



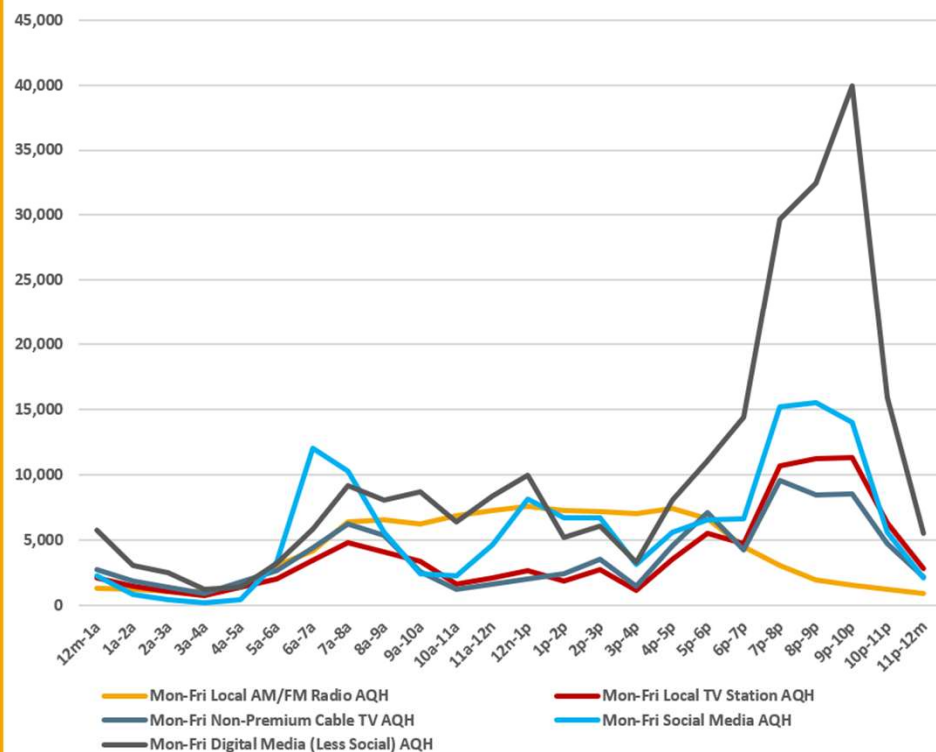
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



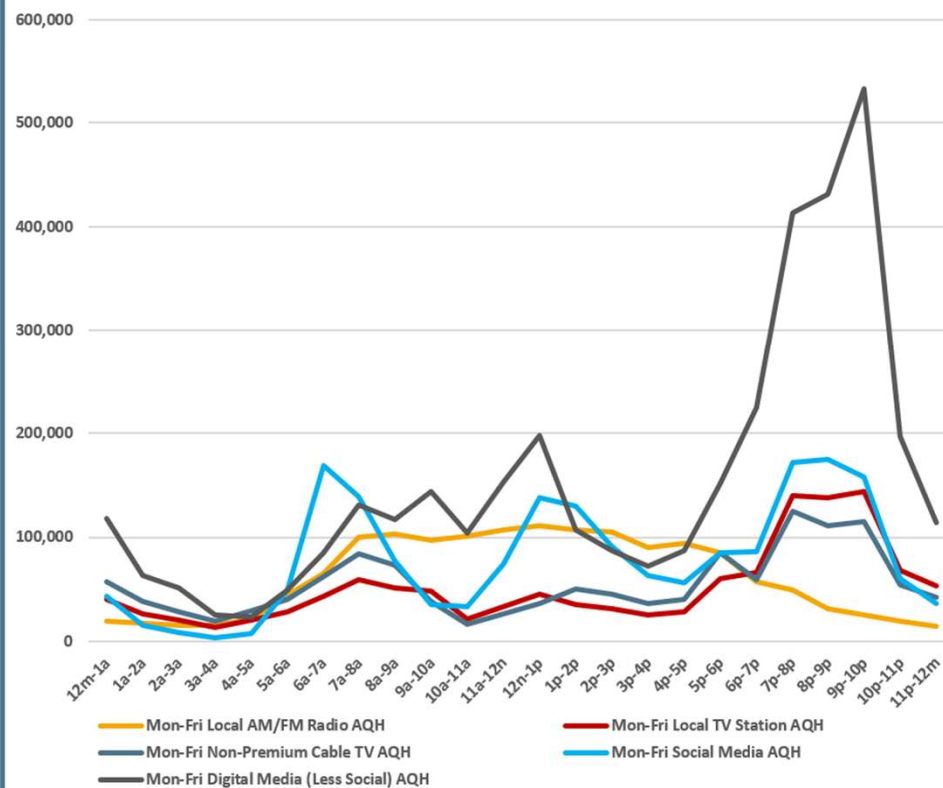


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,047; Local Radio: 6,535; Social Media: 6,205; Non-Prem. Cable: 3,588; Local TV: 3,186 reaching Adults 18 or older who Used POPEYES One or More Times in the past 30 days

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



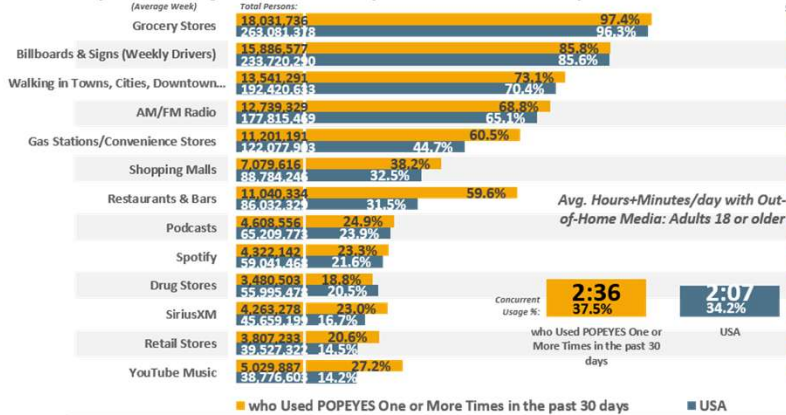
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



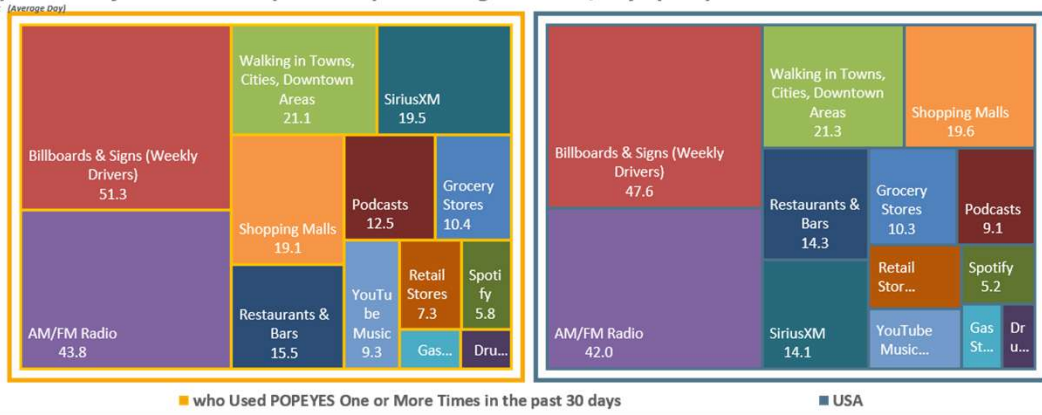


15,886,577 or 85.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes

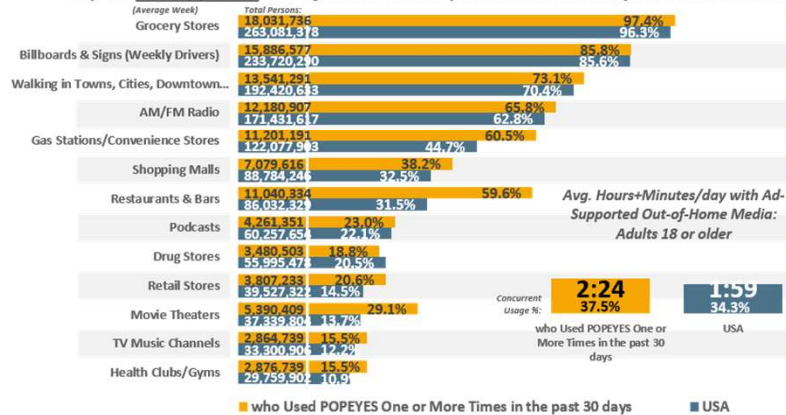
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



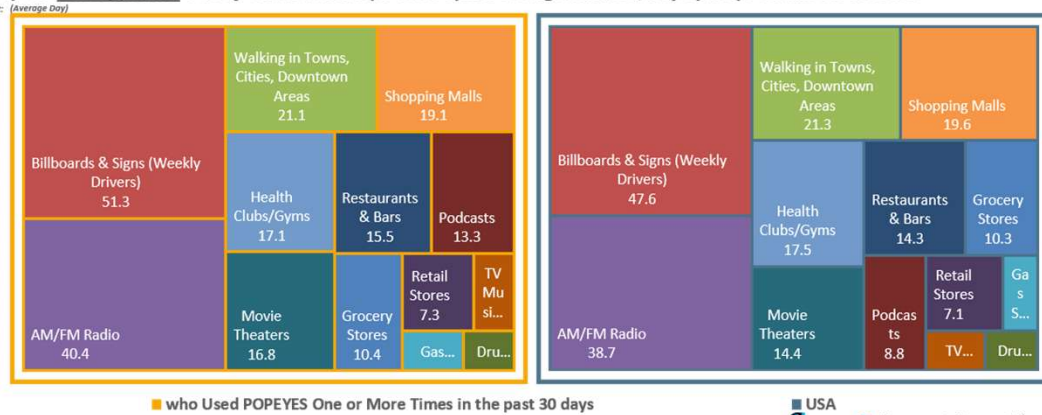
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,786
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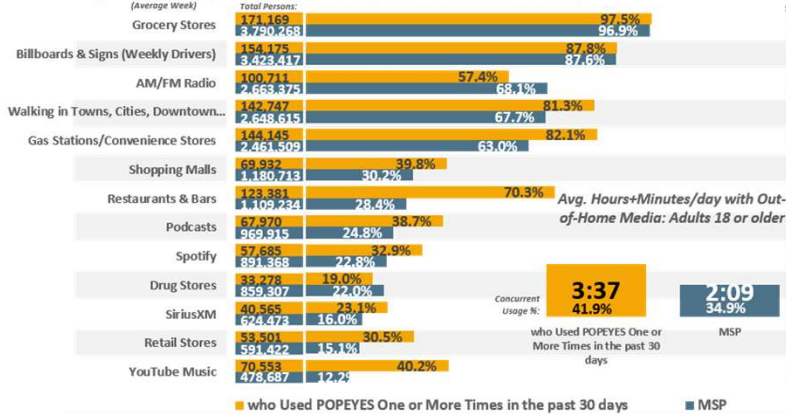
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

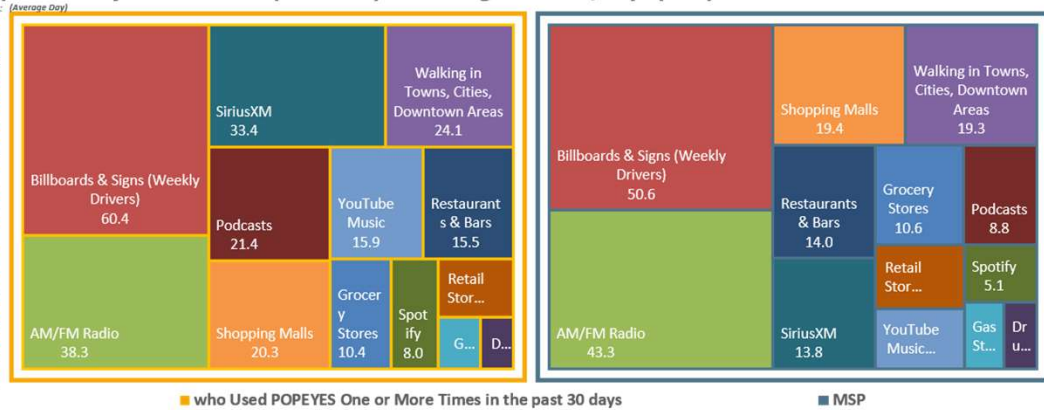


154,175 or 87.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 52.9% Listen to Local Radio Stations Out-of-Home for an average of 29.7 minutes/day

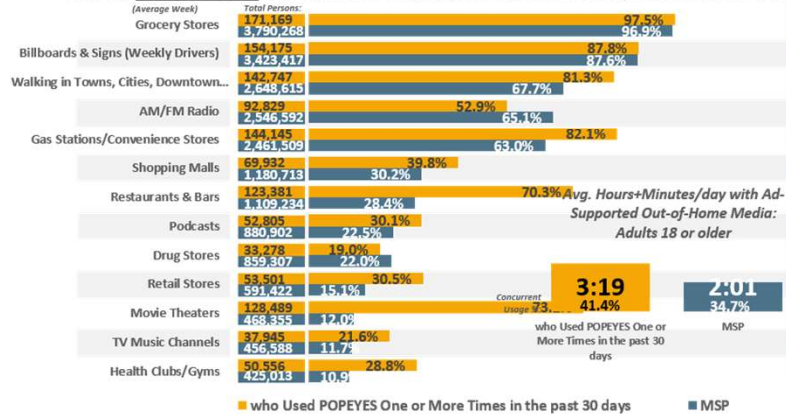
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



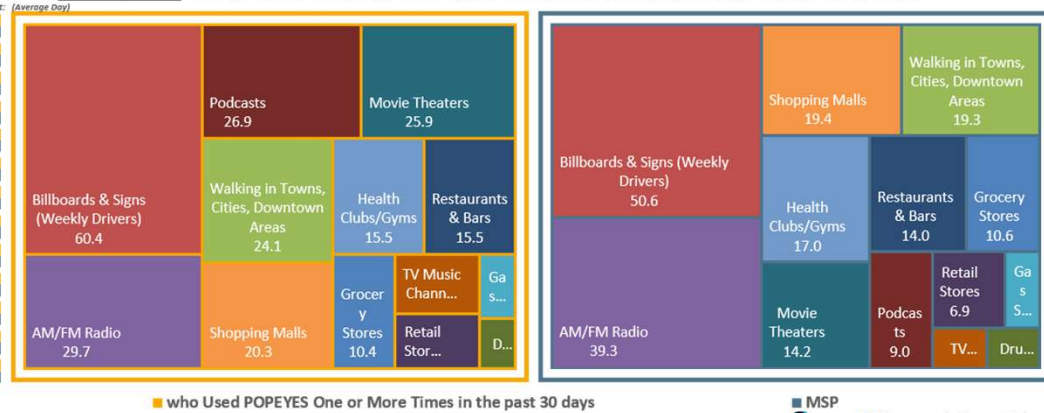
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



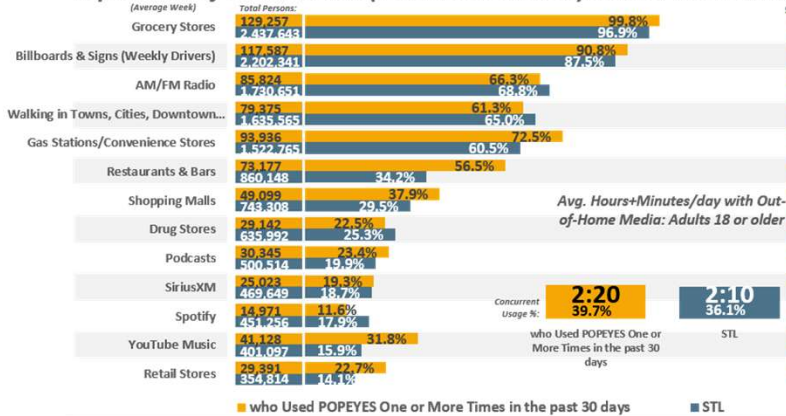
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



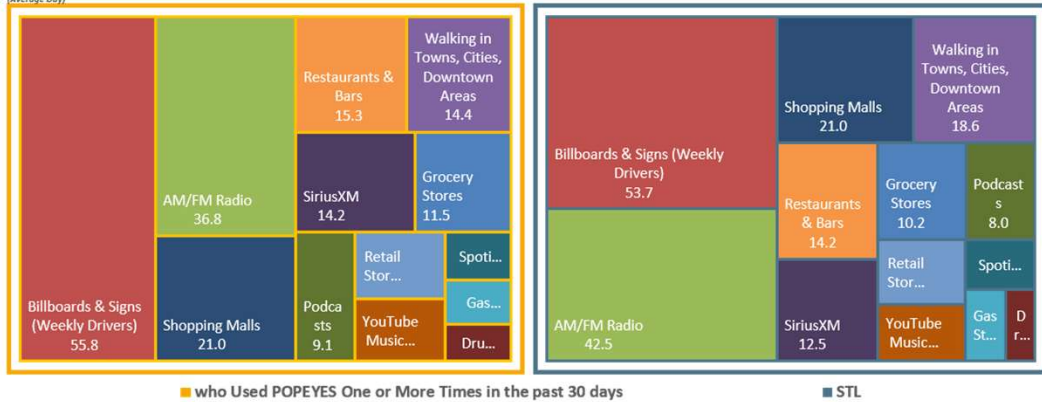


117,587 or 90.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 34.4 minutes/day

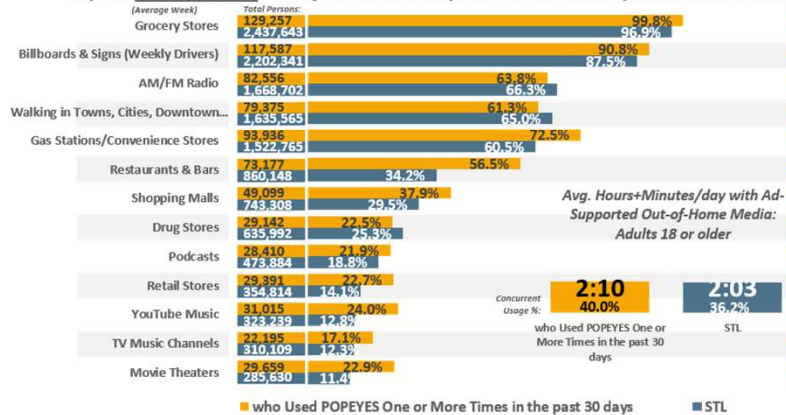
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



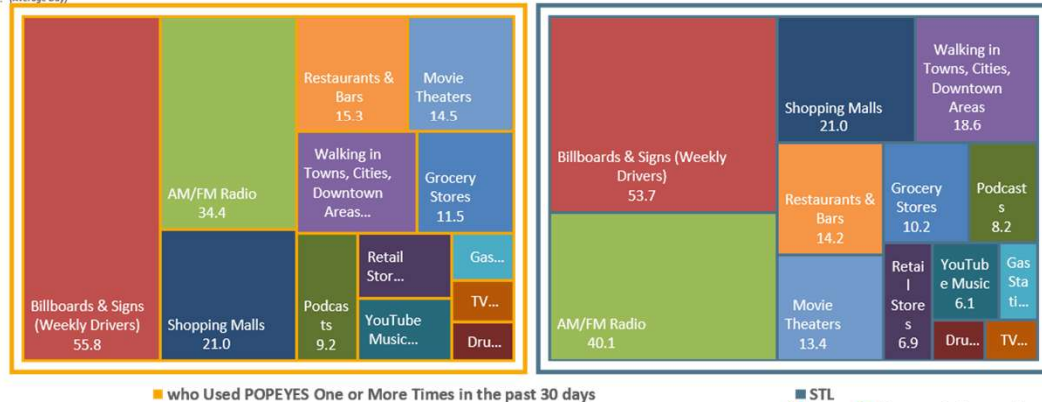
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



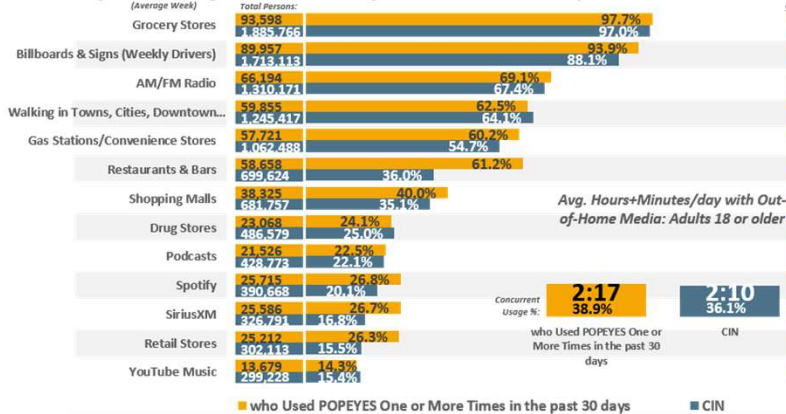
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



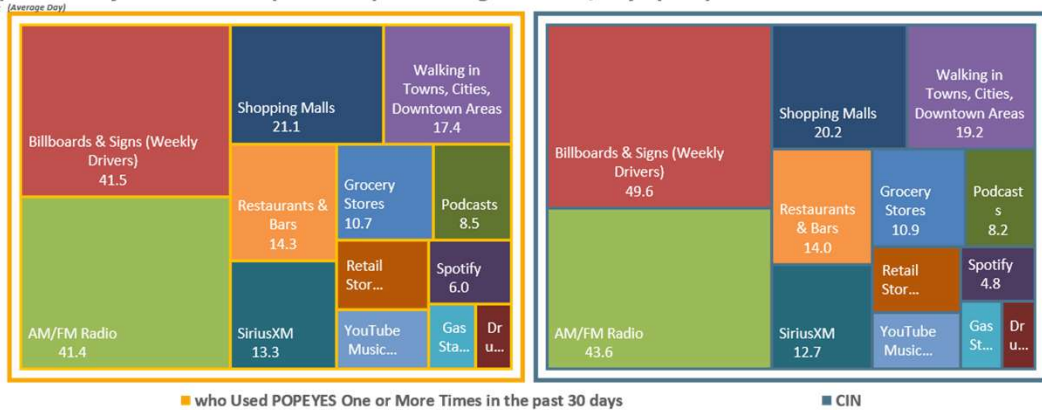


89,957 or 93.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 41.5 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day

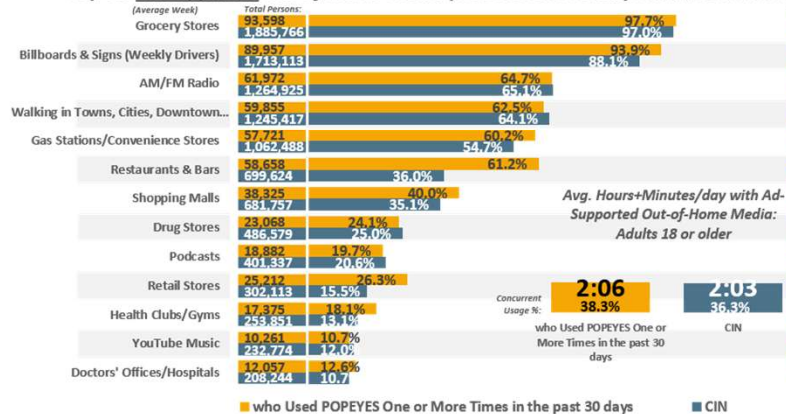
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



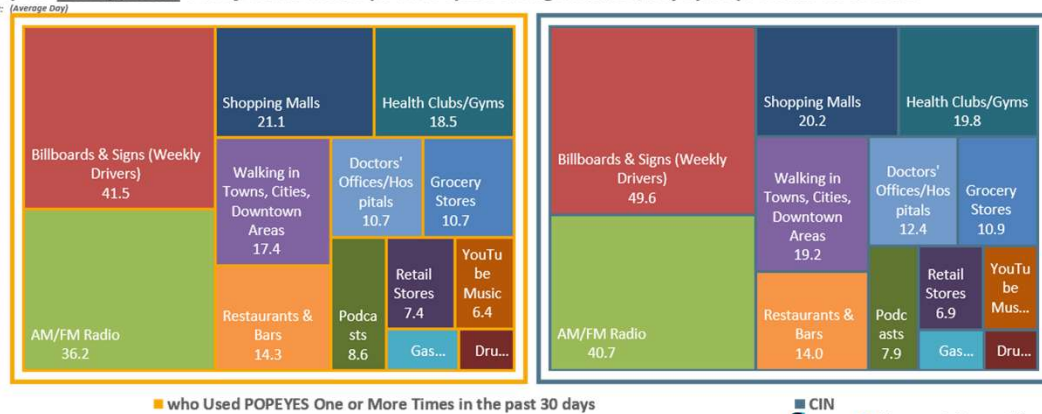
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



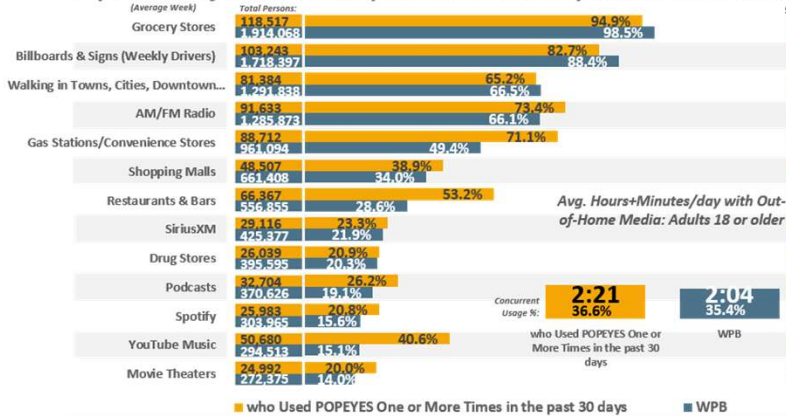
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



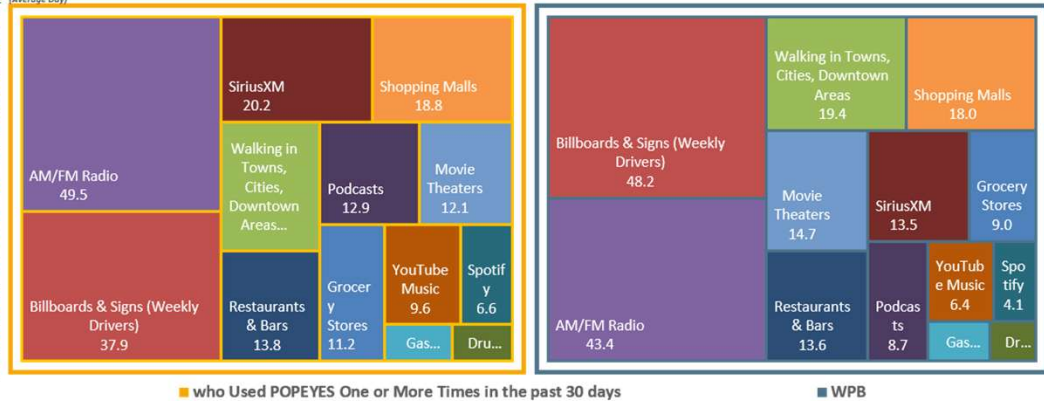


103,243 or 82.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 37.9 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day

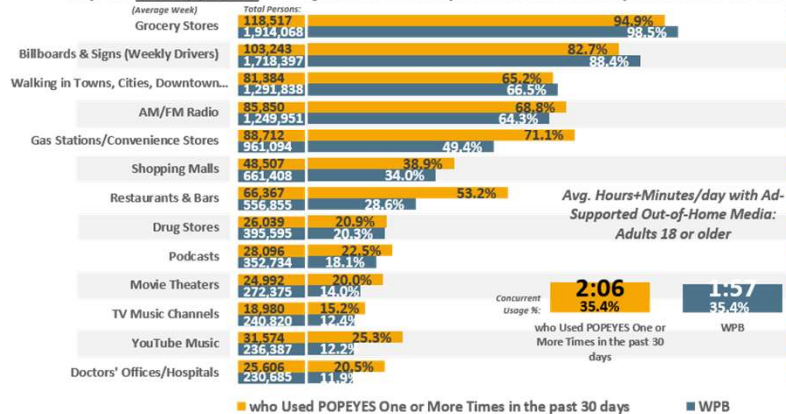
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



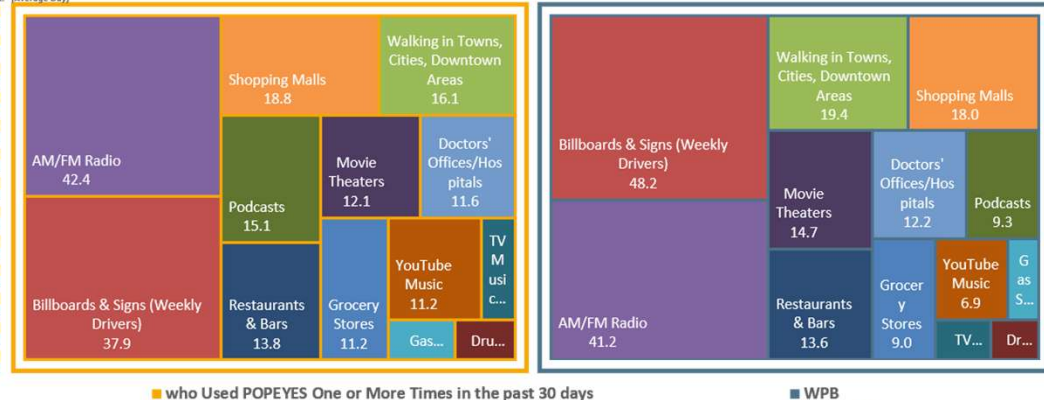
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



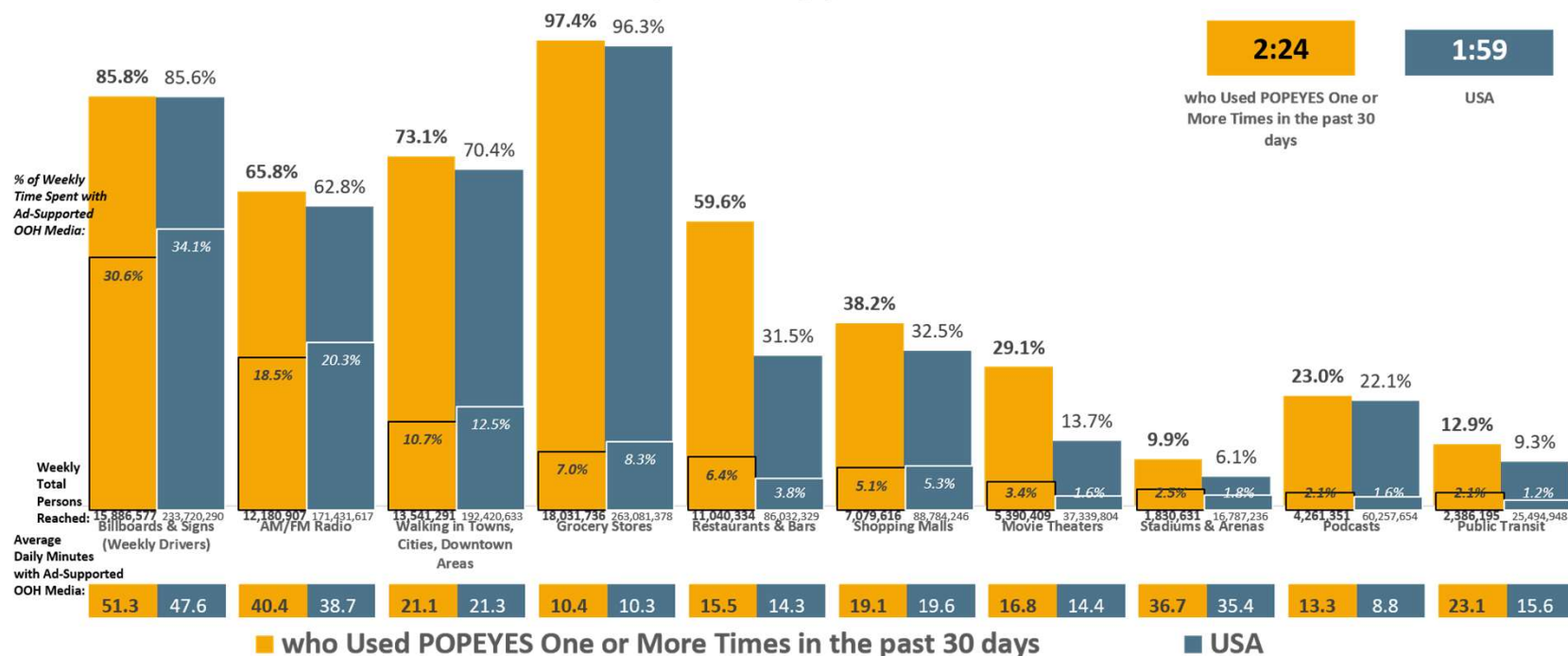


15,886,577 or 85.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,786 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: Popeyes

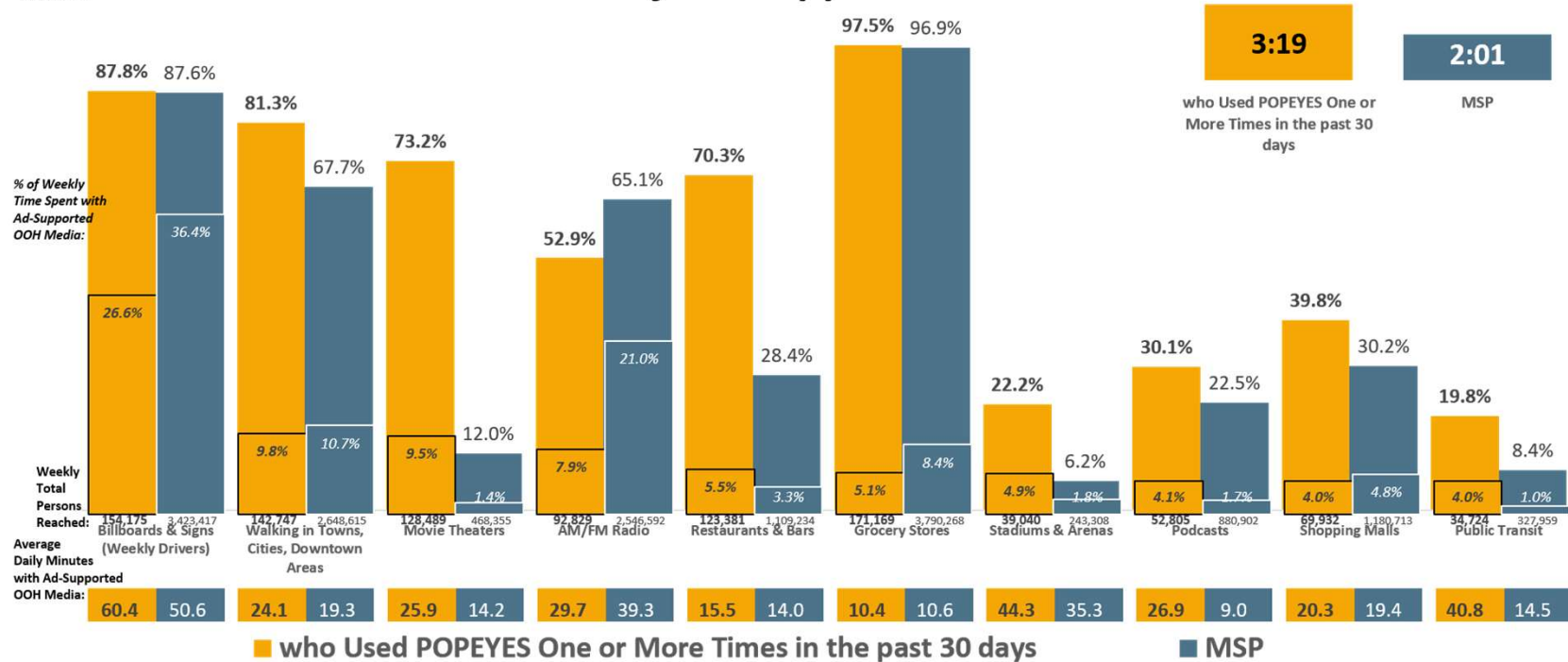


154,175 or 87.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 26.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

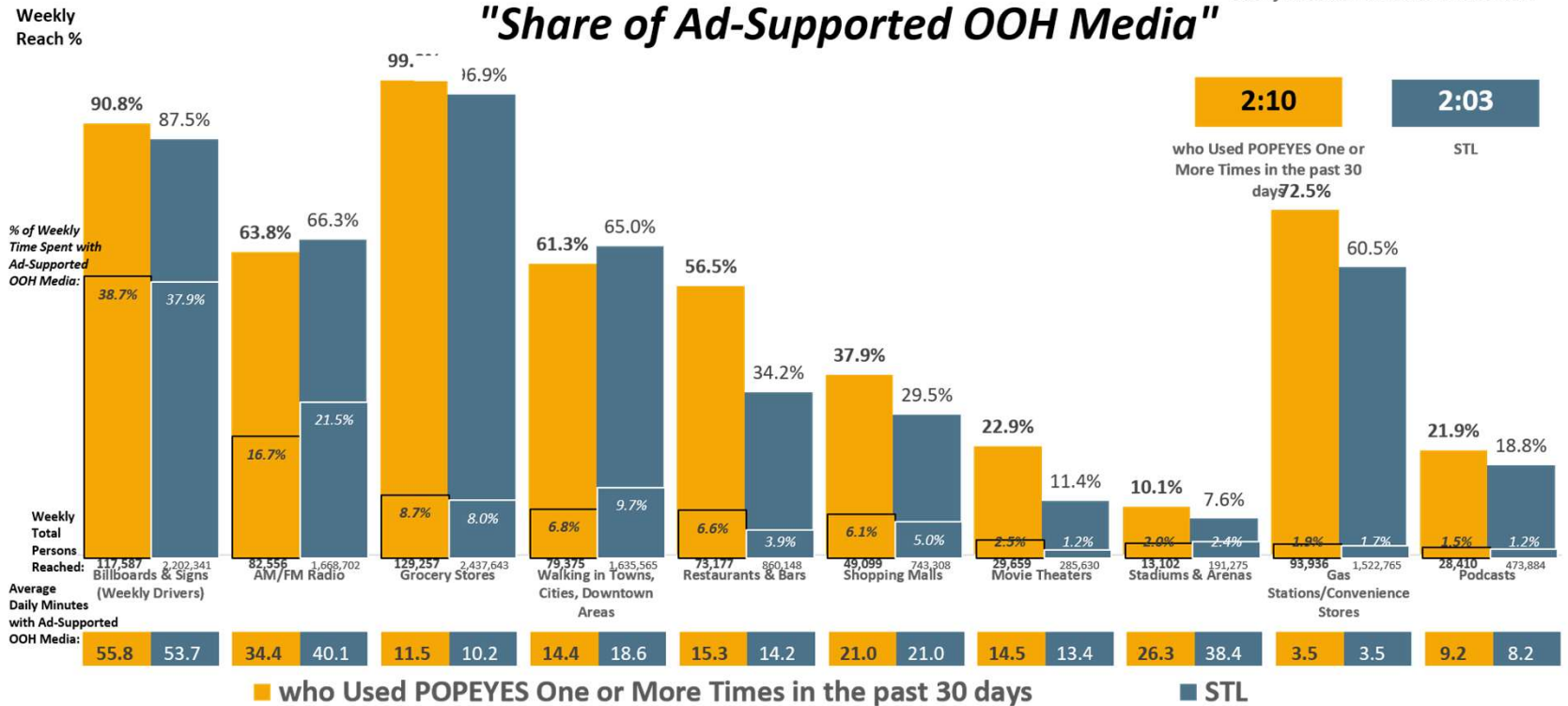
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes



117,587 or 90.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Quick service restaurants used past 30 days: Popeyes

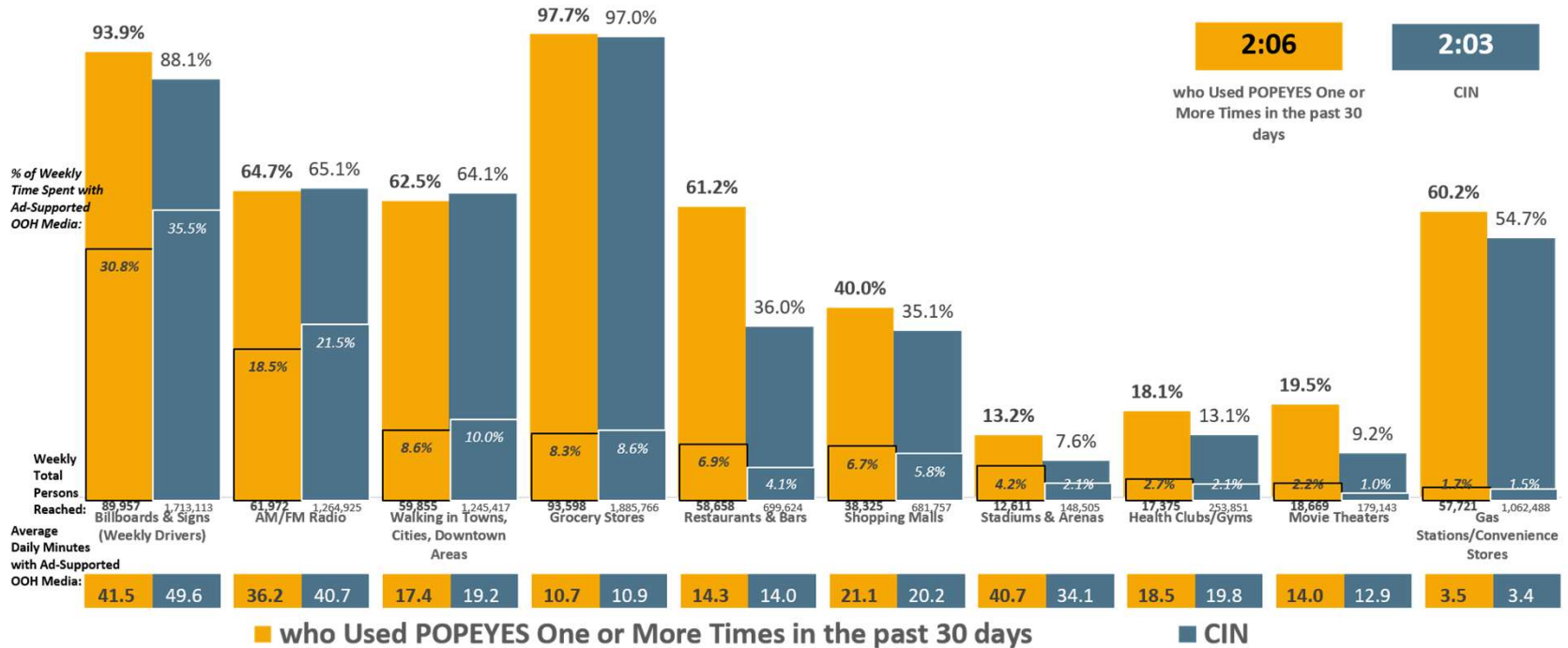


89,957 or 93.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 41.5 minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Quick service restaurants used past 30 days: Popeyes

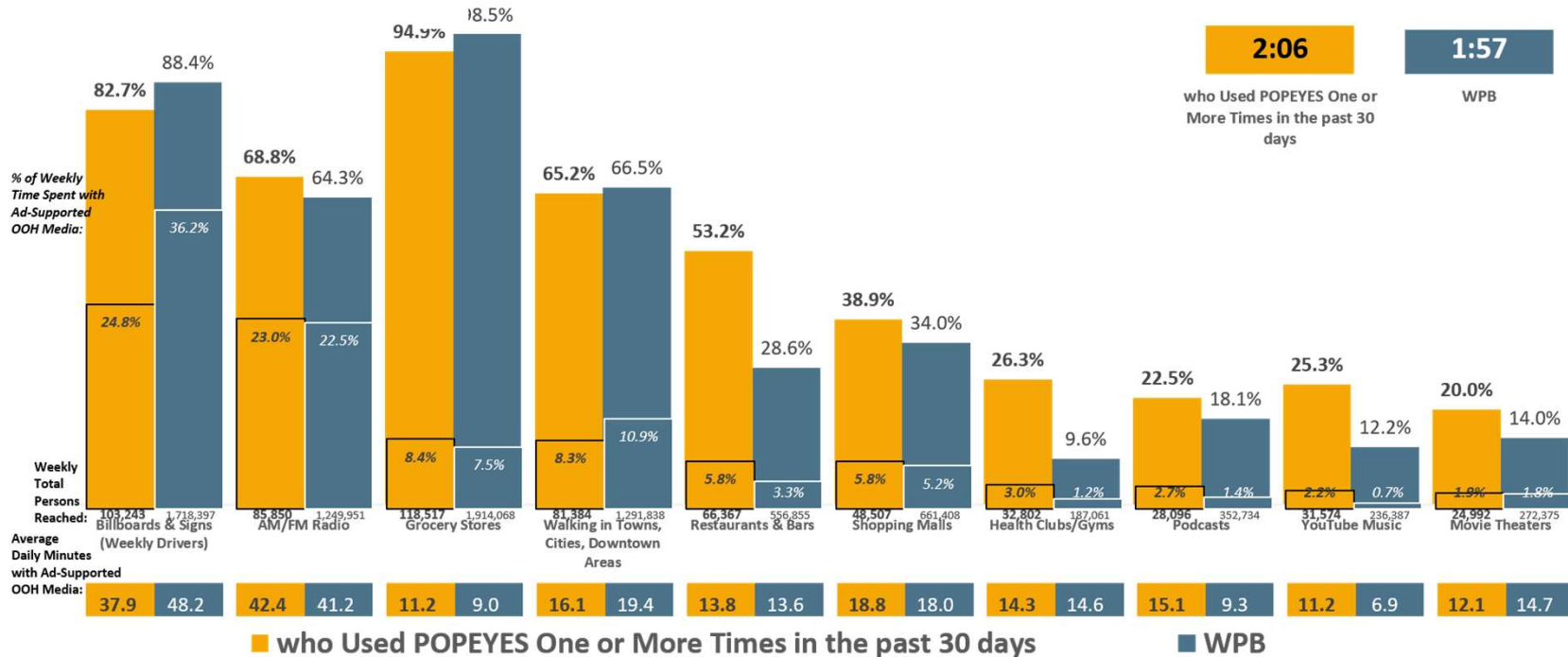


103,243 or 82.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 37.9 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 164 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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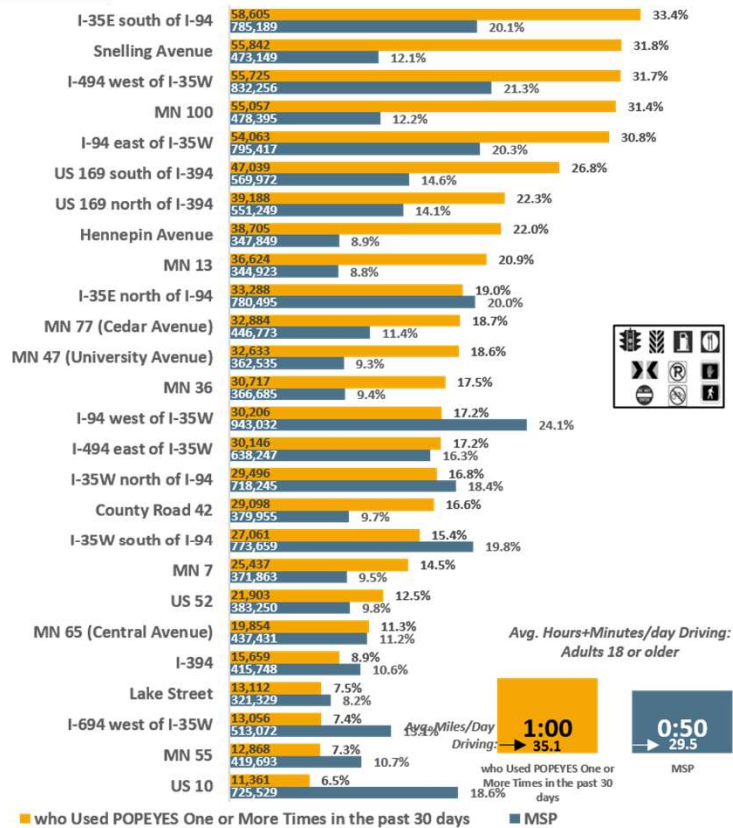
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes.

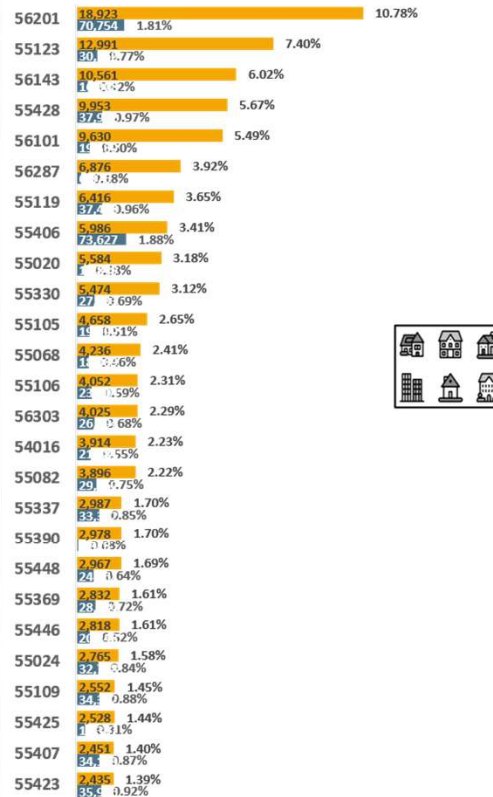


154,175 or 87.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 60.4 minutes per day driving an average of 35.1 miles each day and are 162.9% more likely to use Snelling Avenue than the Metro average.

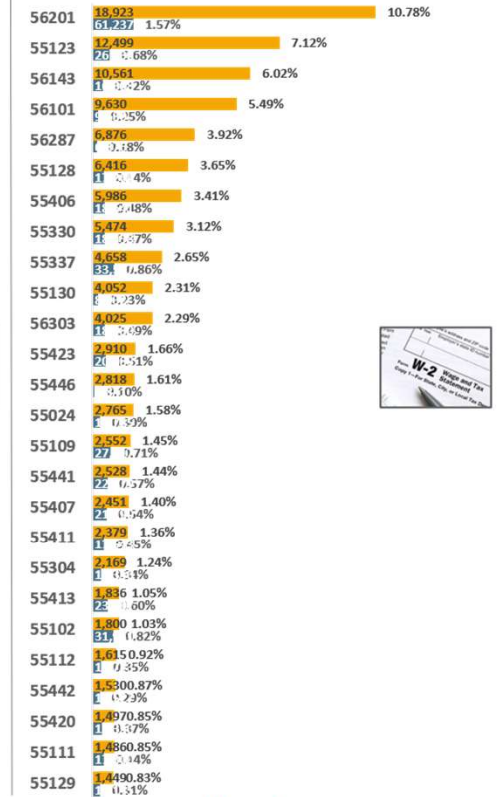
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



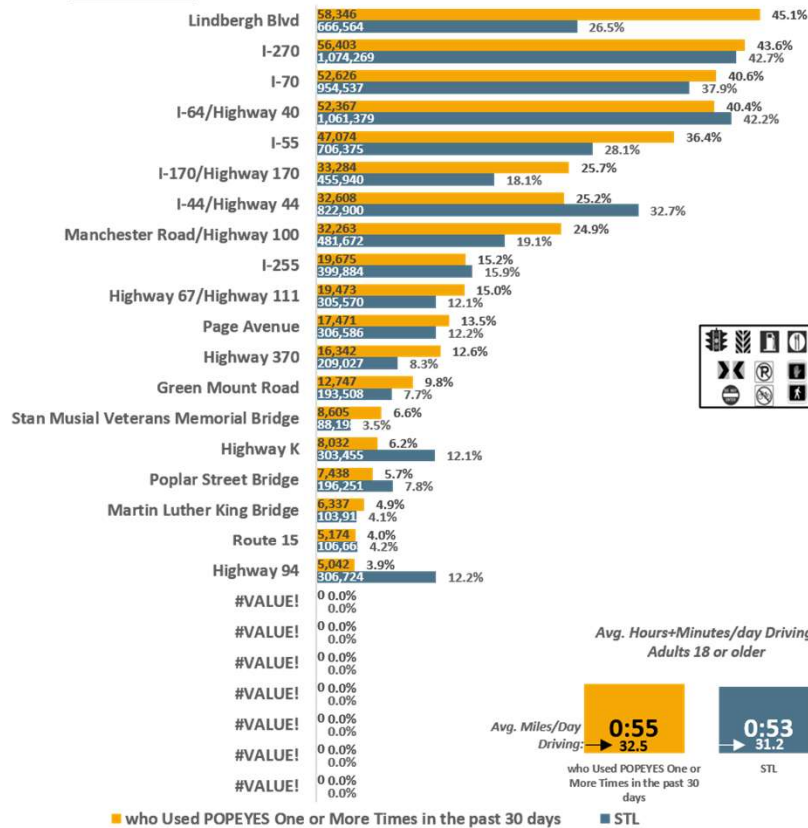
Top-26 Employment Zip Codes: Adults 18 or older



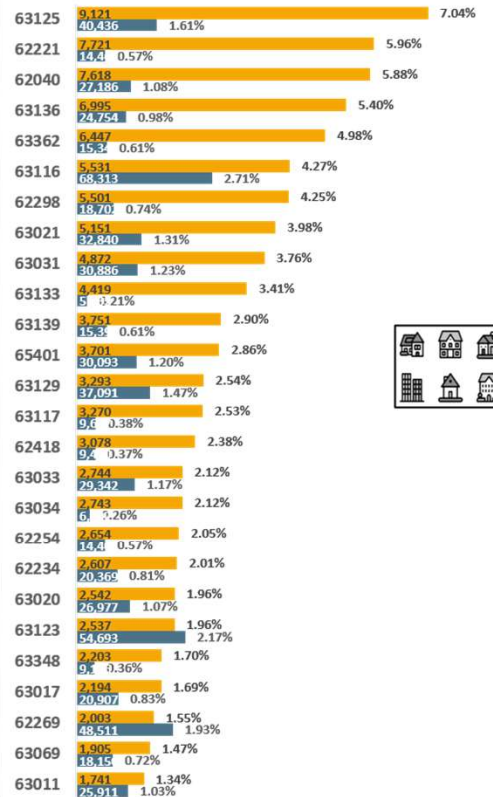


117,587 or 90.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 89.6% more likely to use Stan Musial Veterans Memorial Bridge than the

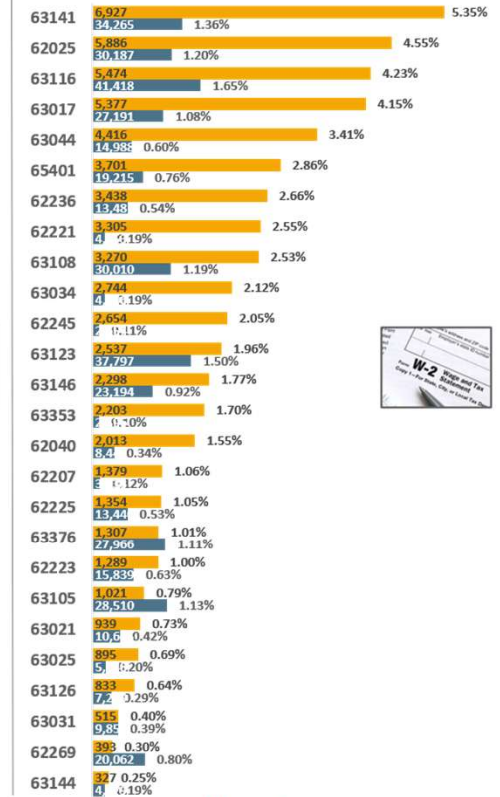
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



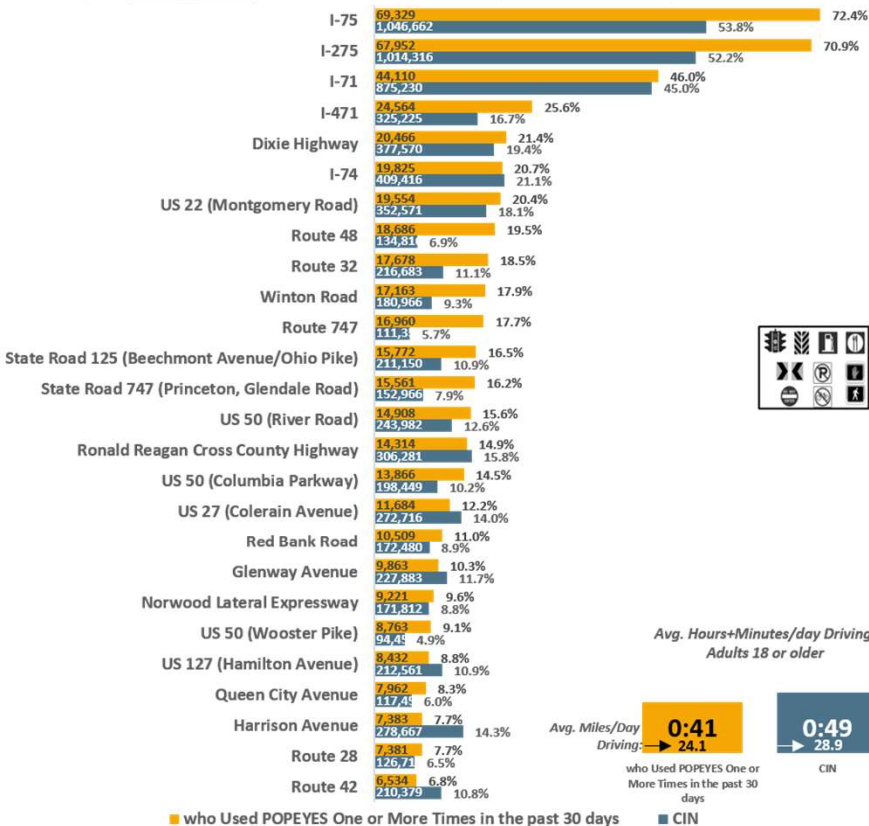
Top-26 Employment Zip Codes: Adults 18 or older



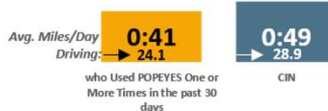


89,957 or 93.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 41.5 minutes per day driving an average of 24.1 miles each day and are 209.% more likely to use Route 747 than the Metro average.

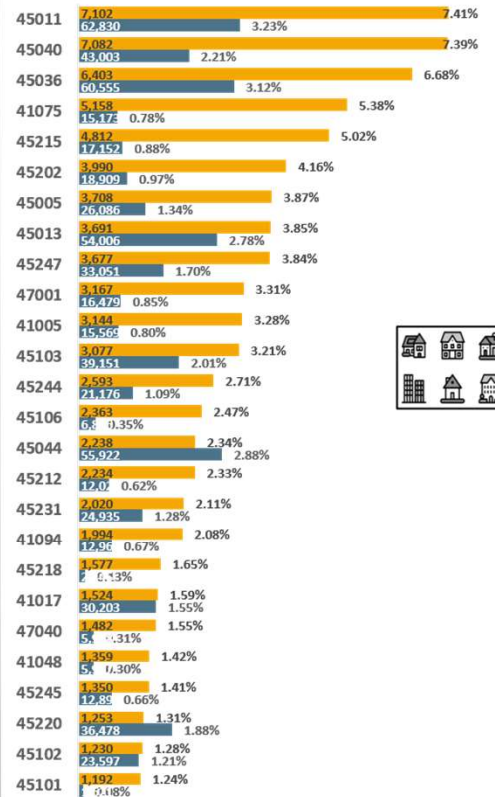
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



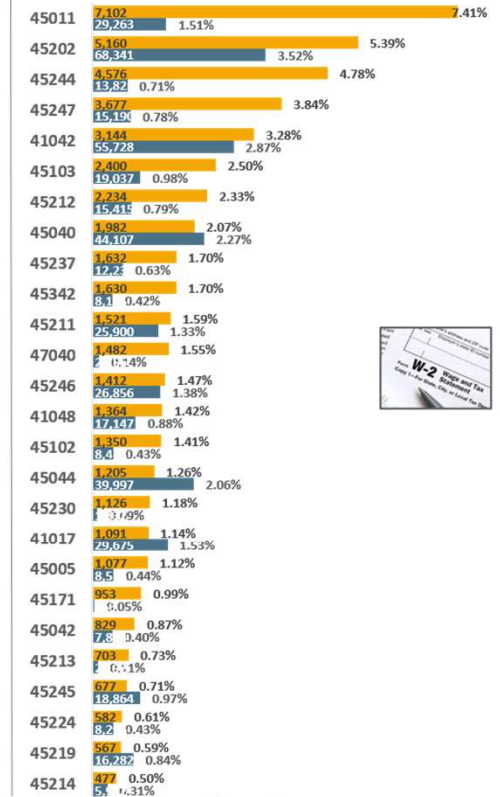
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

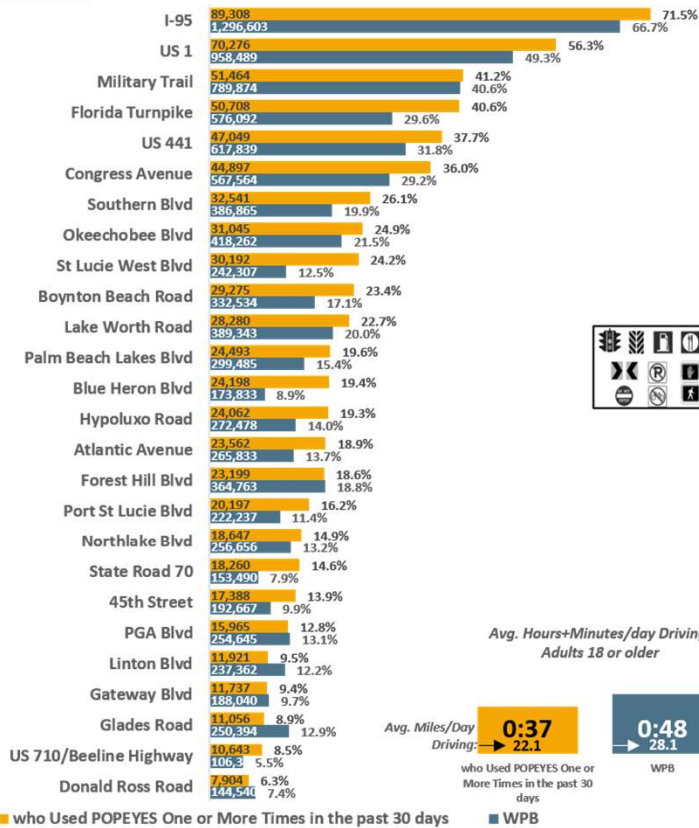


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103,243 or 82.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 37.9 minutes per day driving an average of 22.1 miles each day and are 116.8% more likely to use Blue Heron Blvd than the Metro average.

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



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

Avg. Miles/Day
Driving:

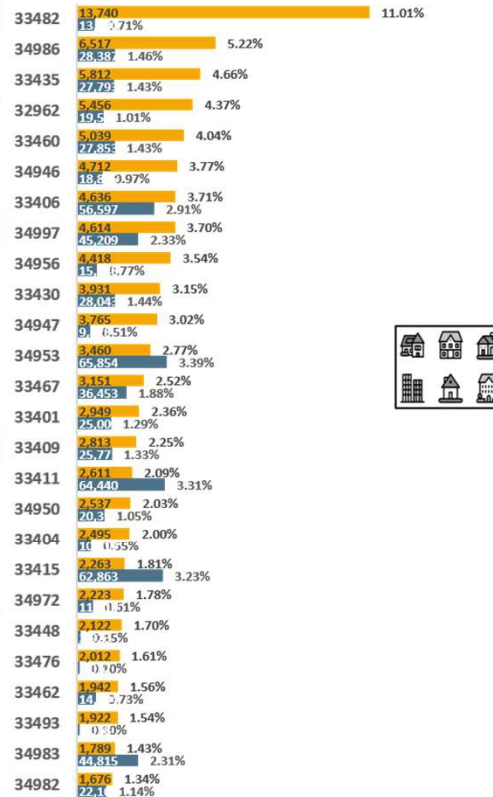
0:37
22.1

who Used POPEYES One or More Times in the past 30 days

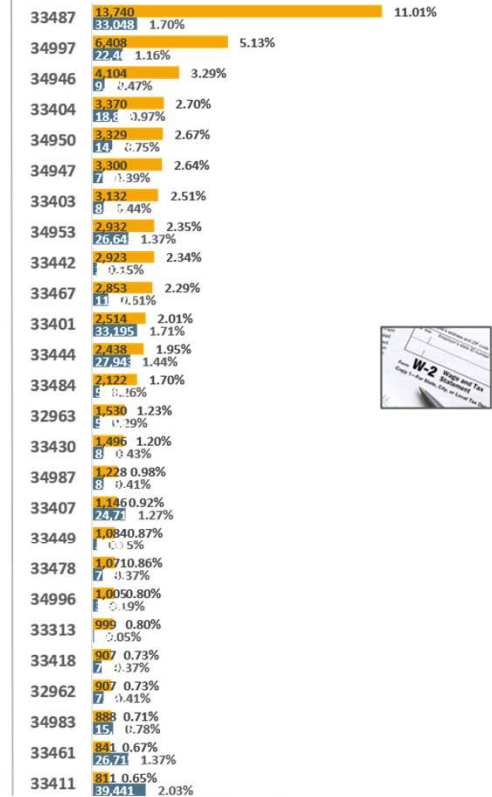
0:48
28.1

WPB

Top-26 Residential Zip Codes: Adults 18 or older

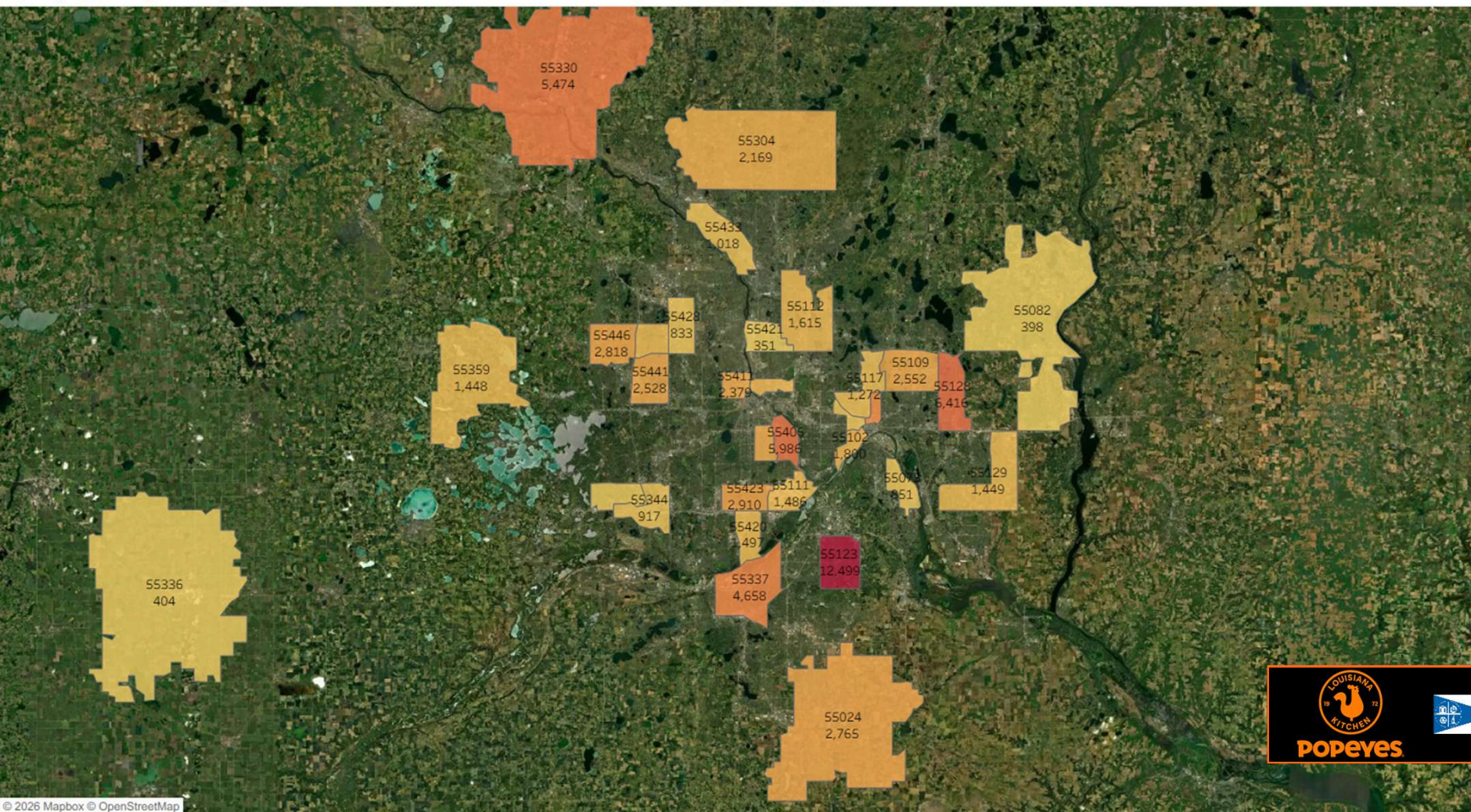


Top-26 Employment Zip Codes: Adults 18 or older



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



SUM(Adults 18 or olde...



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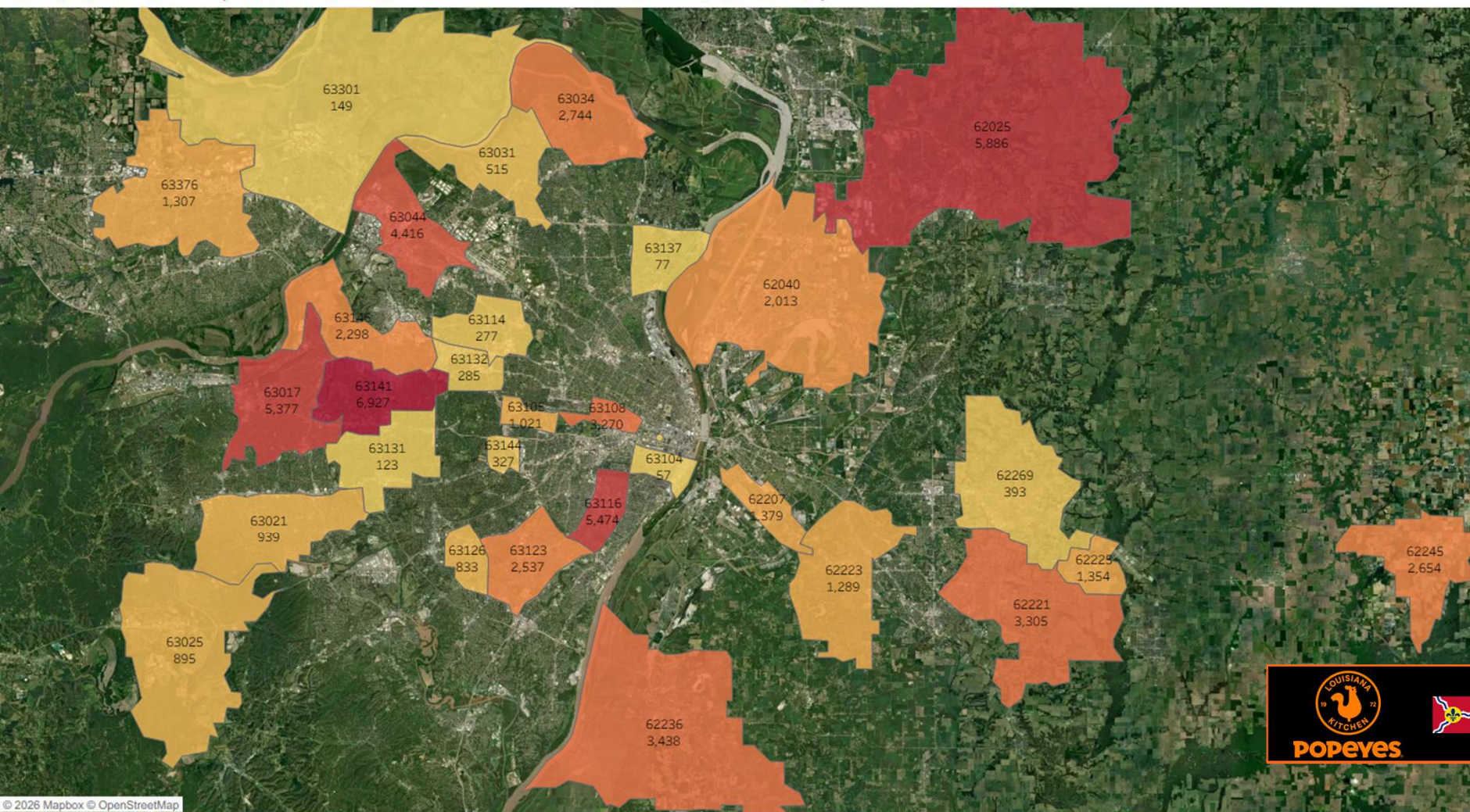
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65

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Quick service restaurants used past 30 days: Popeyes

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



SUM(Adults 18 or olde...



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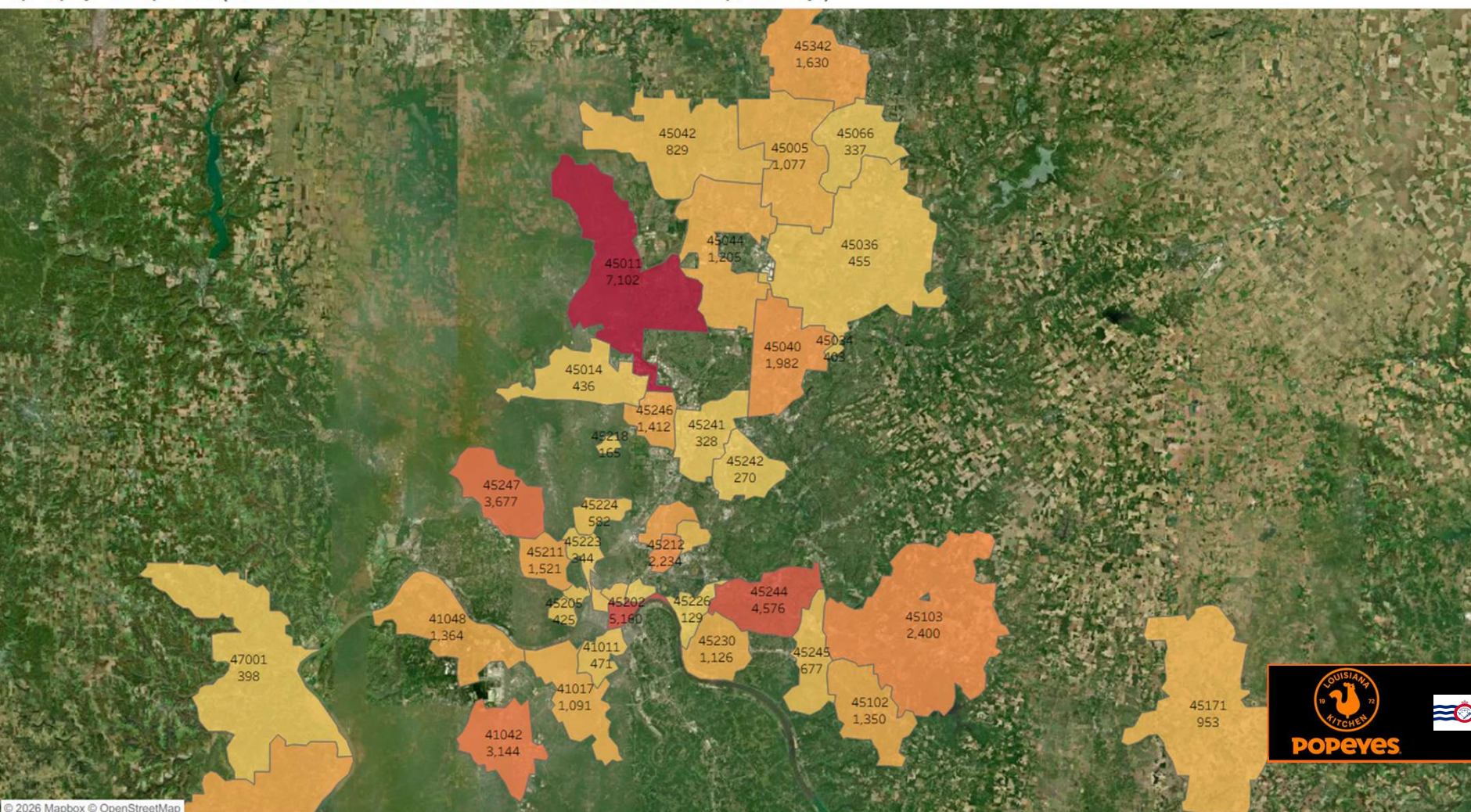
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 92

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Quick service restaurants used past 30 days: Popeyes

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



SUM(Adults 18 or olde...



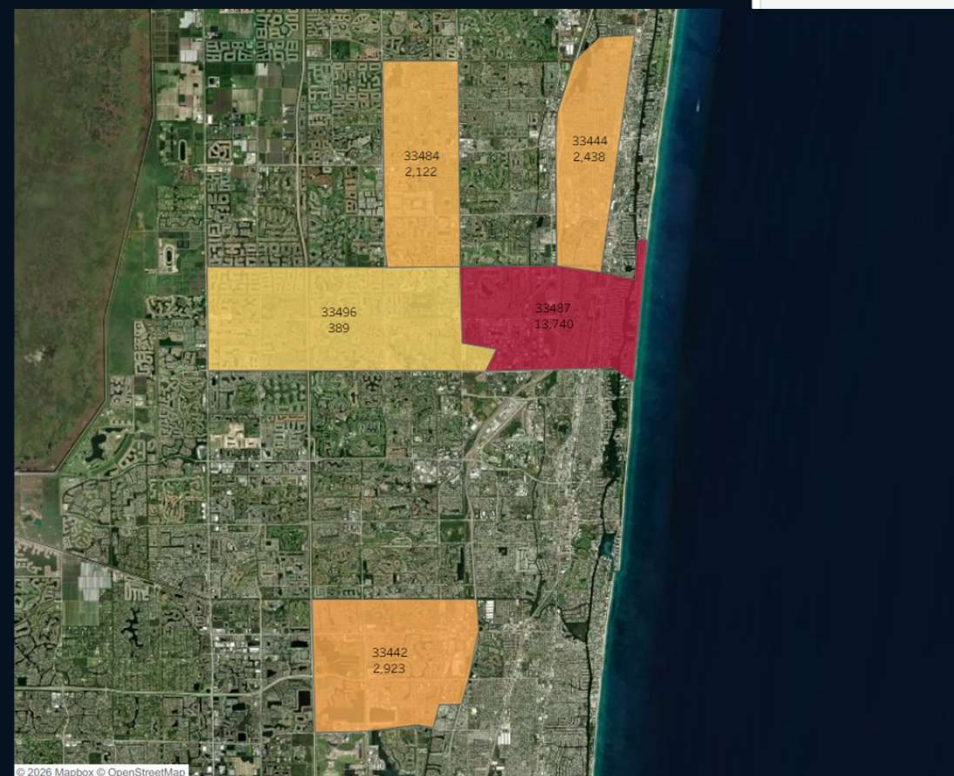
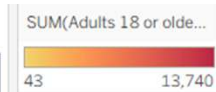
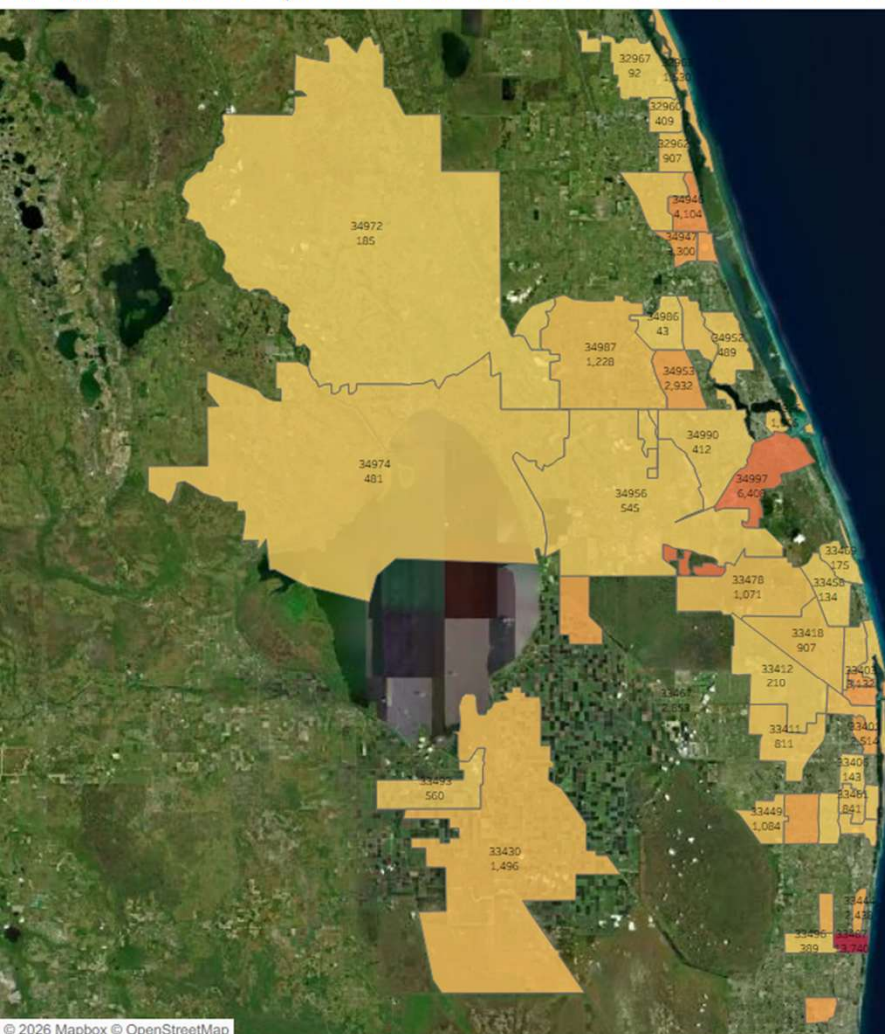
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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 95
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Quick service restaurants used past 30 days: Popeyes

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

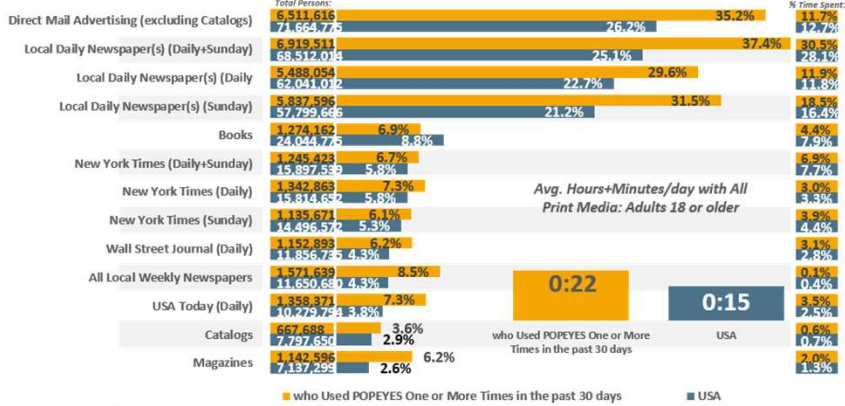


Quick service restaurants used past 30 days: Popeyes

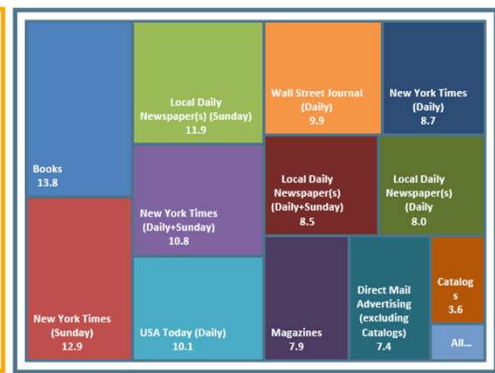


6,919,511 or 37.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

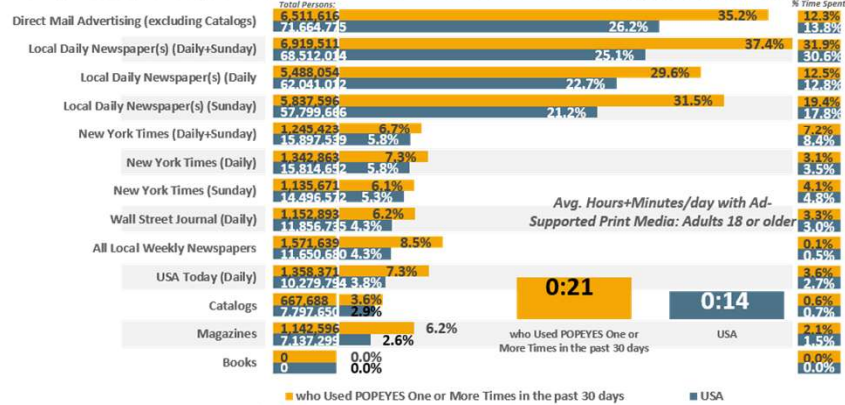
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



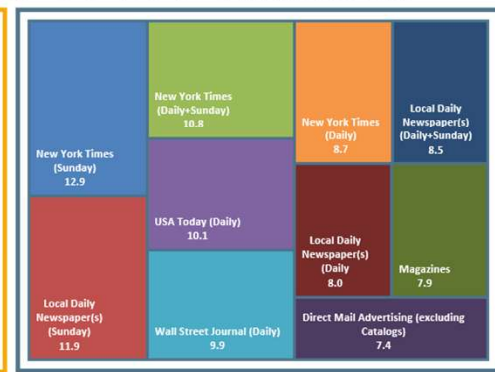
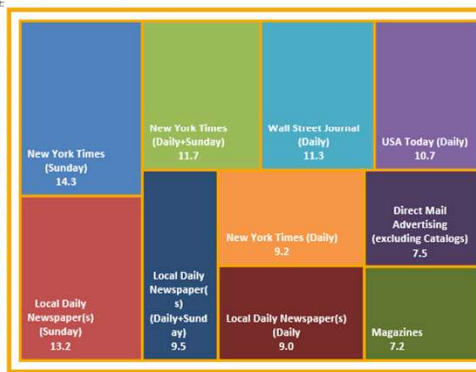
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



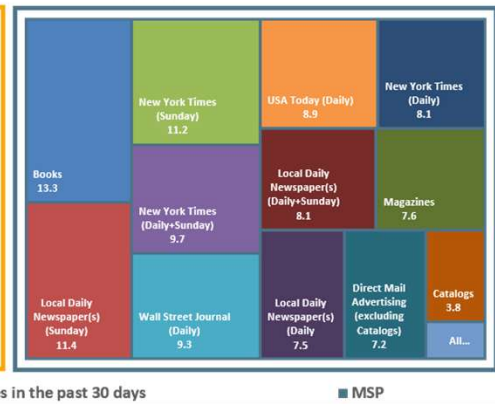
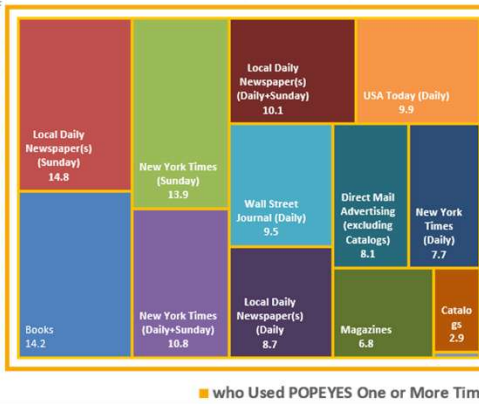
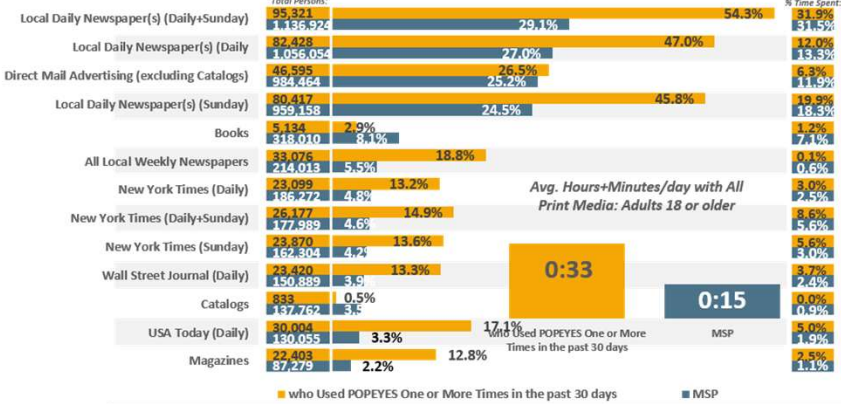
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



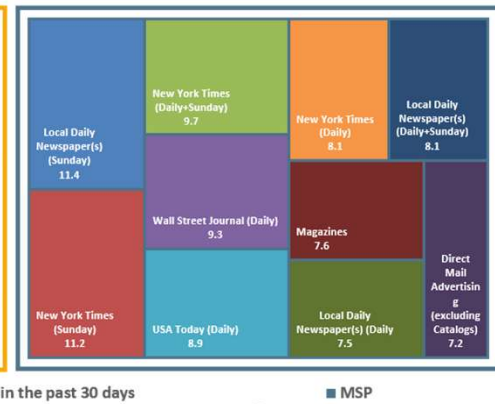
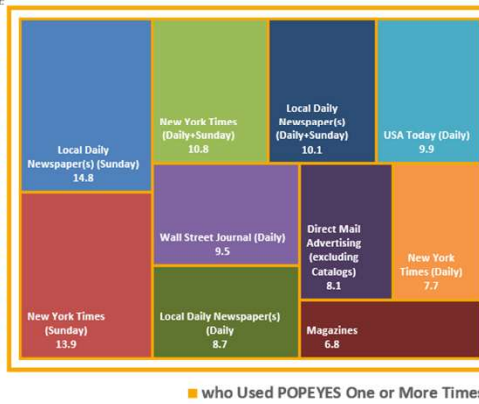
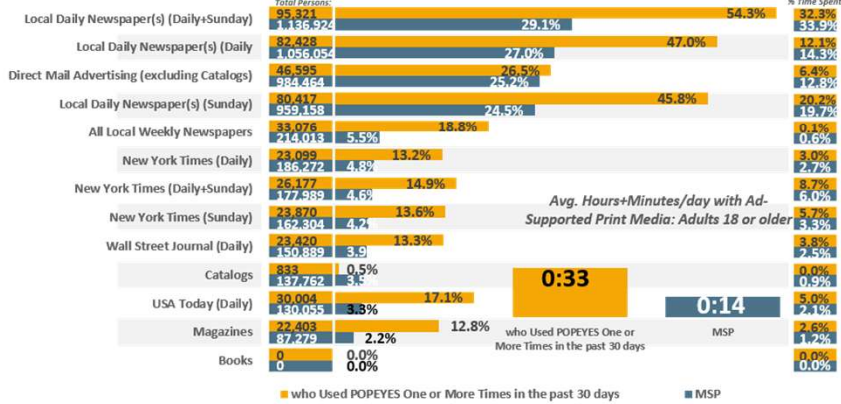


95,321 or 54.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

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



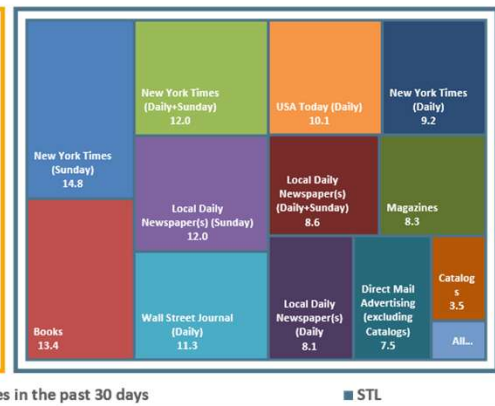
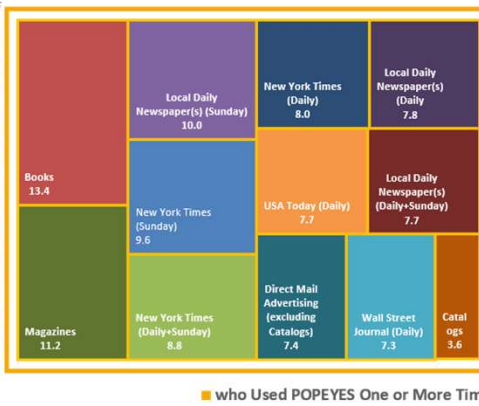
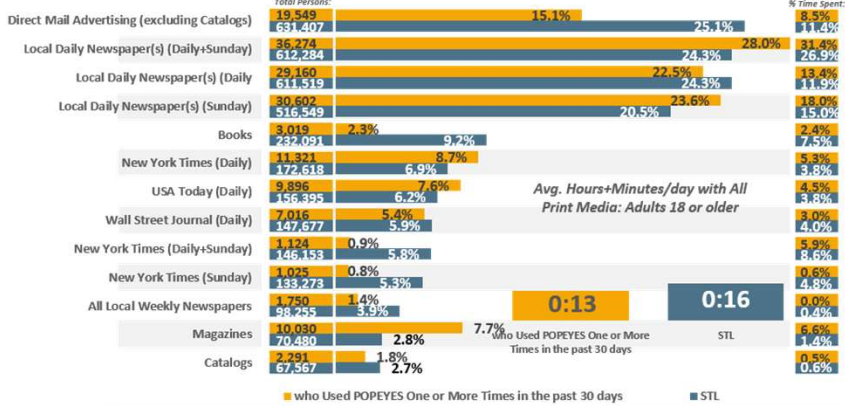
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



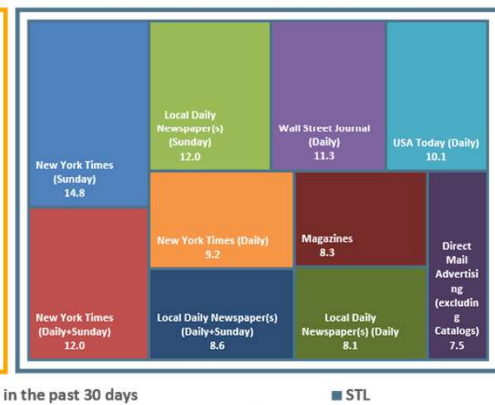
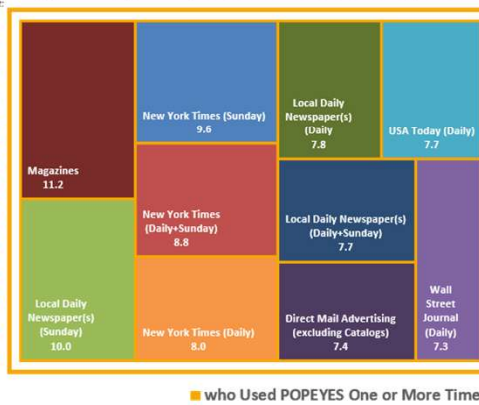
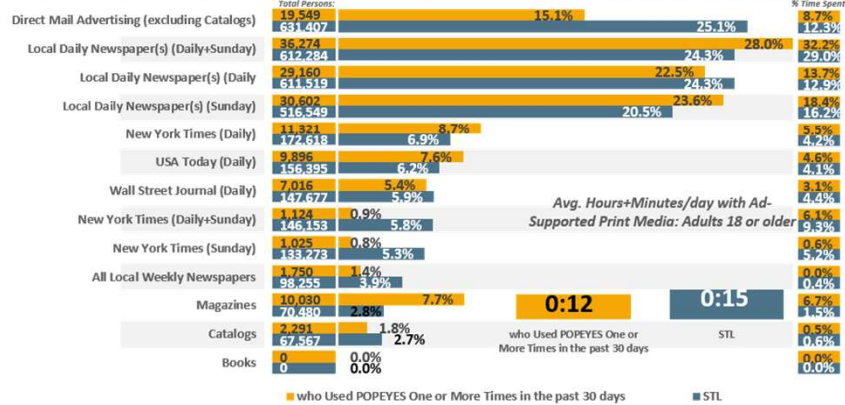


36,274 or 28.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

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**



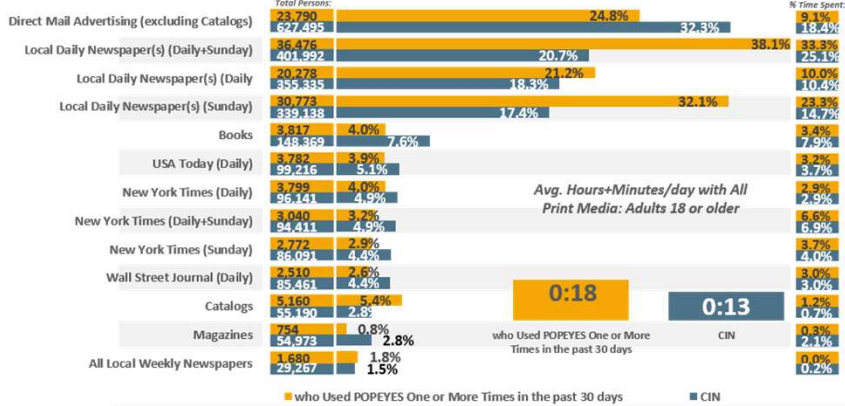
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





36,476 or 38.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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

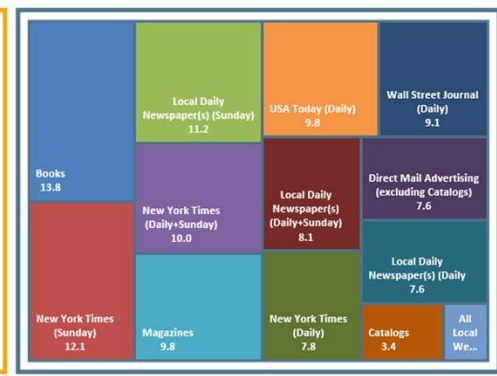
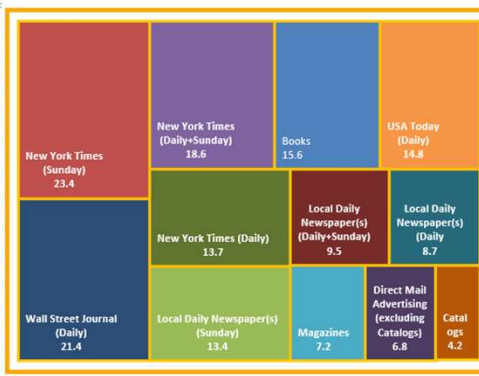


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

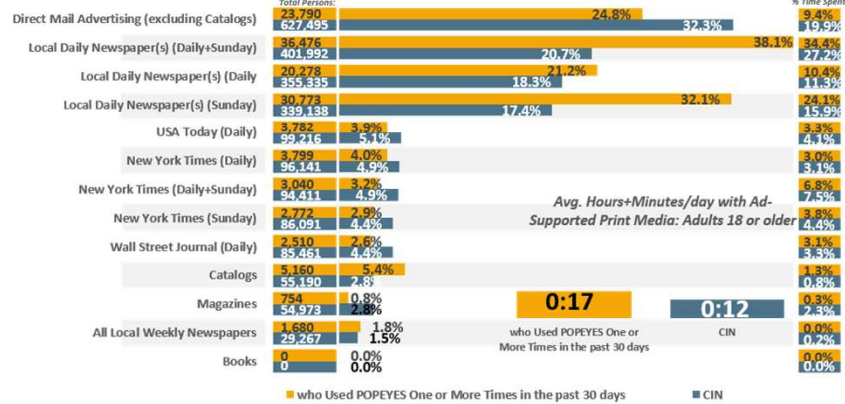
0:18

0:13

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



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

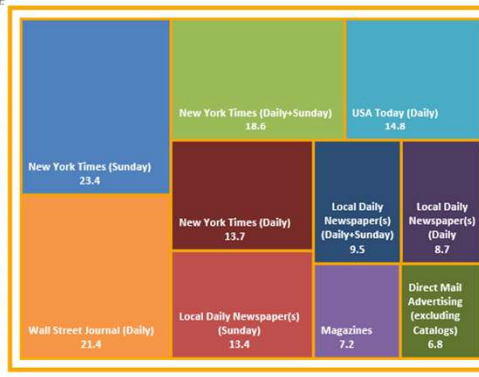


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:17

0:12

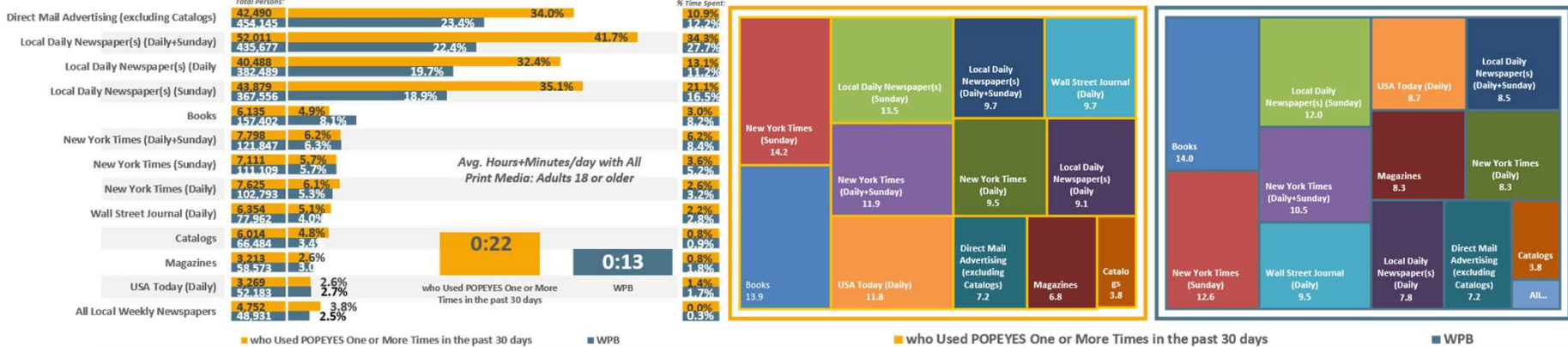
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



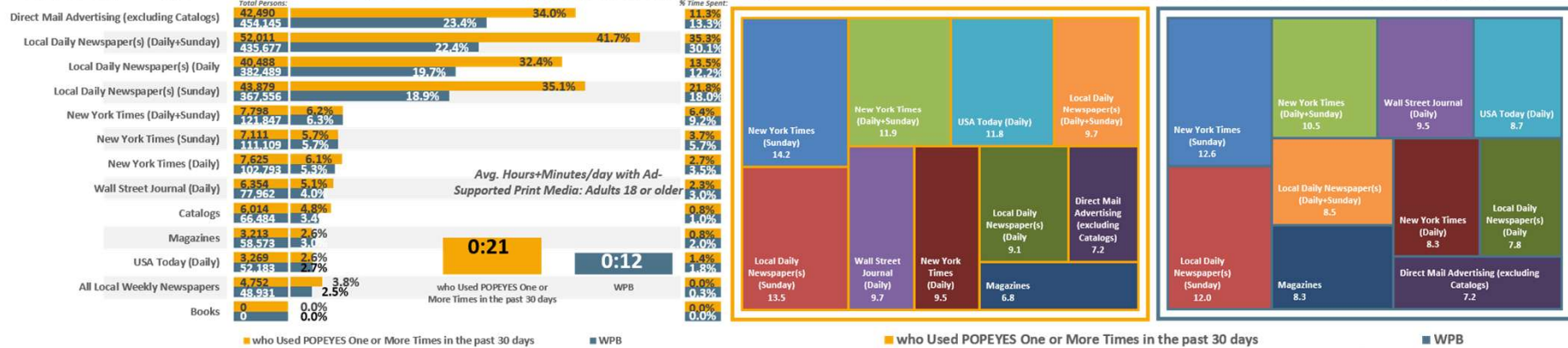


52,011 or 41.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 35.3% of all time spent daily with All forms of Print Media.

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



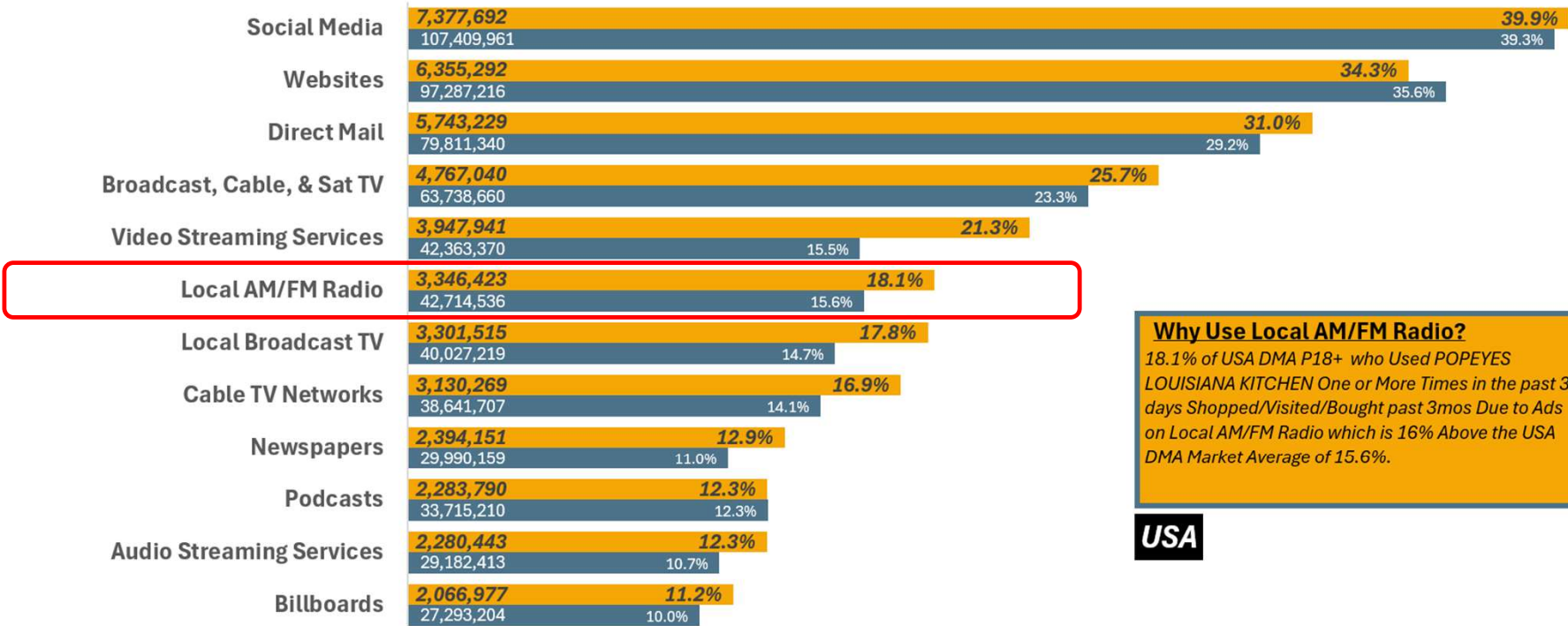
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?
18.1% of USA DMA P18+ who Used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the USA DMA Market Average of 15.6%.



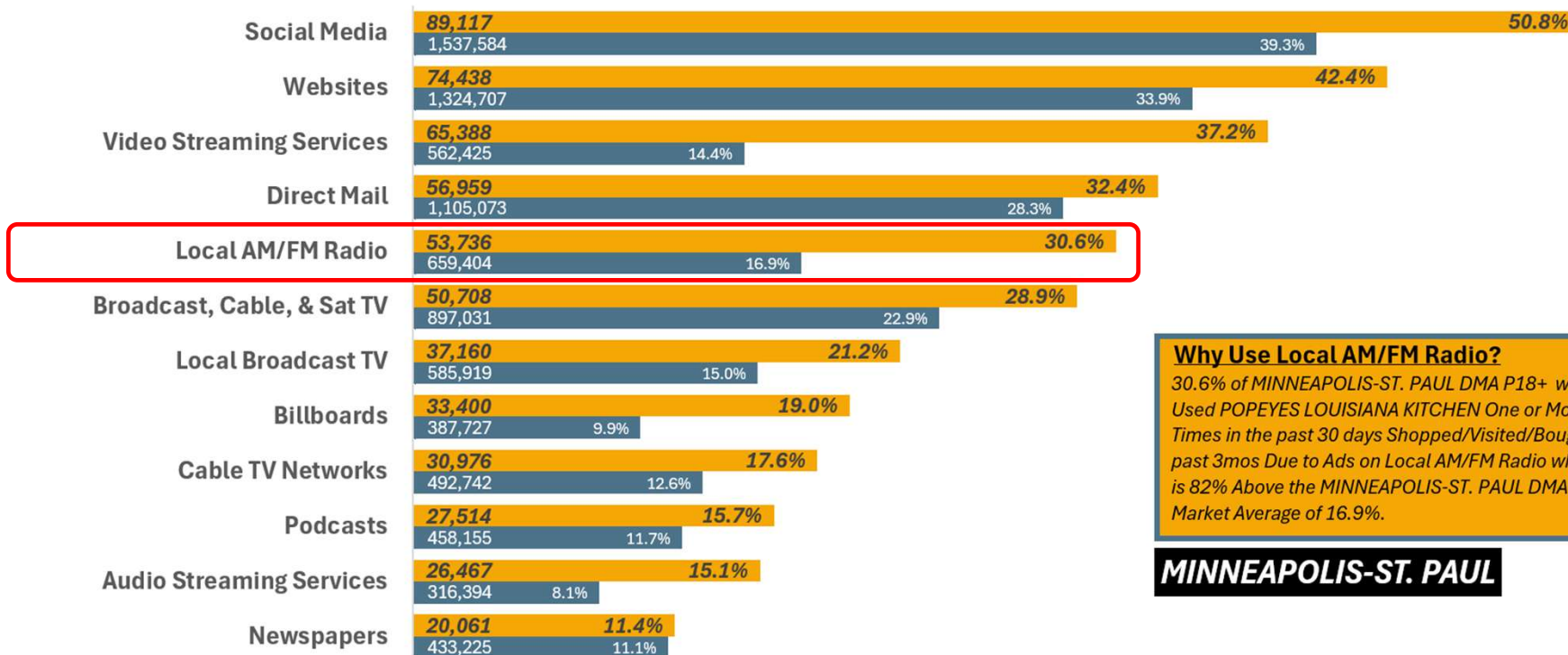
■ P18+ who Used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1786
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

30.6% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 82% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 65
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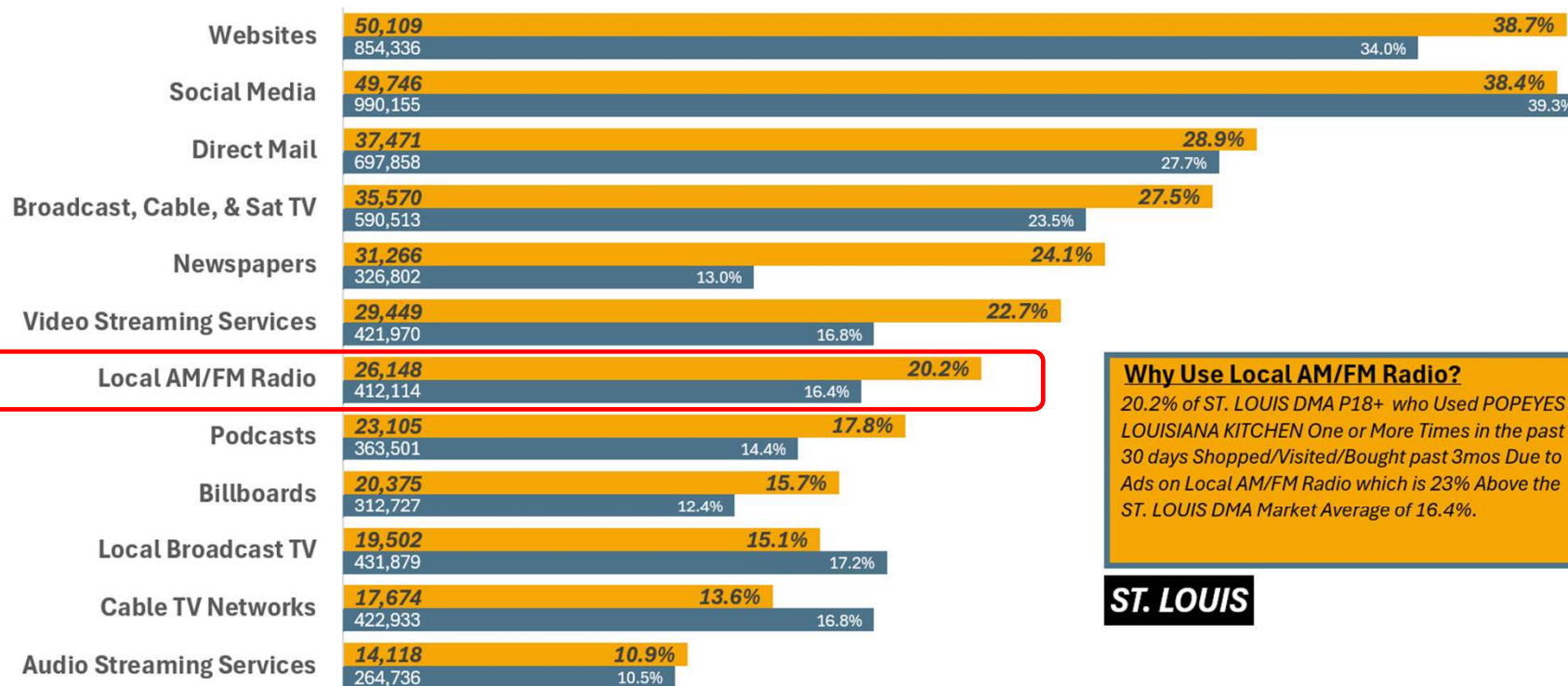
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Quick service restaurants used past 30 days: Popeyes



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.2% of ST. LOUIS DMA P18+ who Used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 23% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 92
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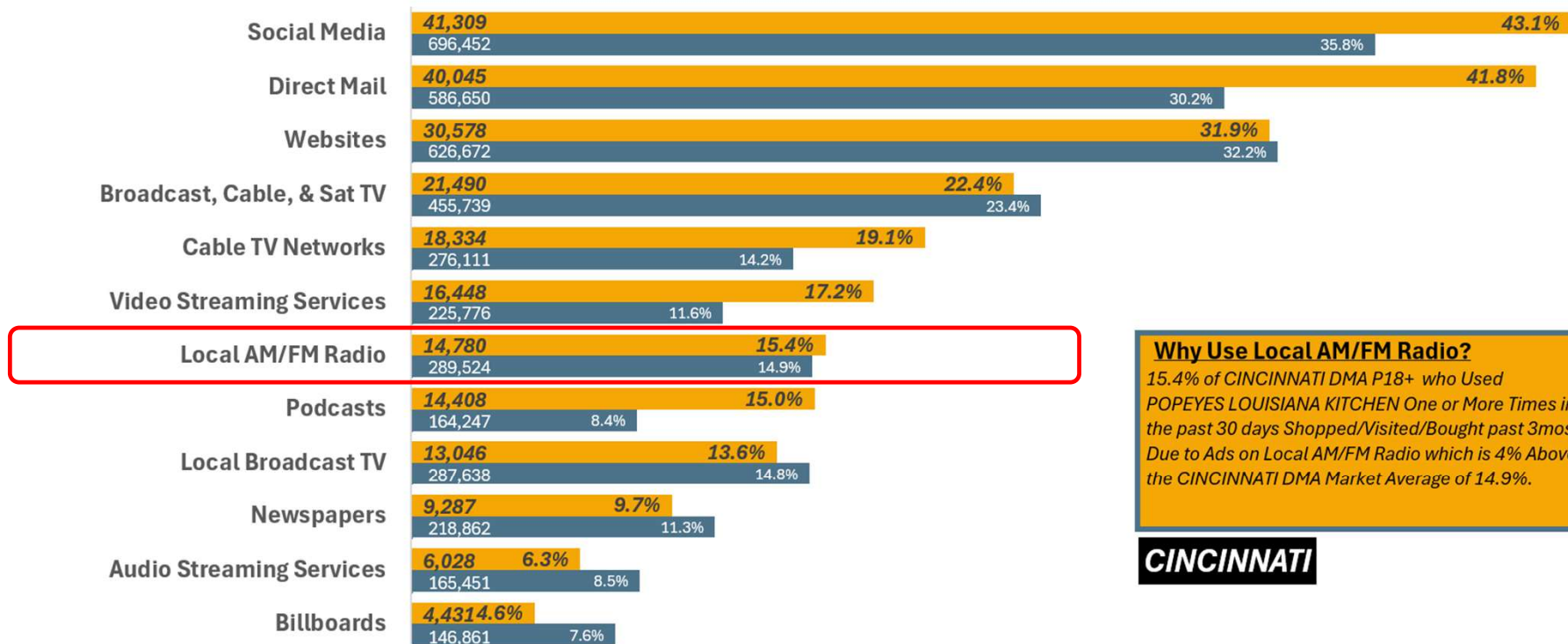
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Quick service restaurants used past 30 days: Popeyes



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.4% of CINCINNATI DMA P18+ who Used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 95
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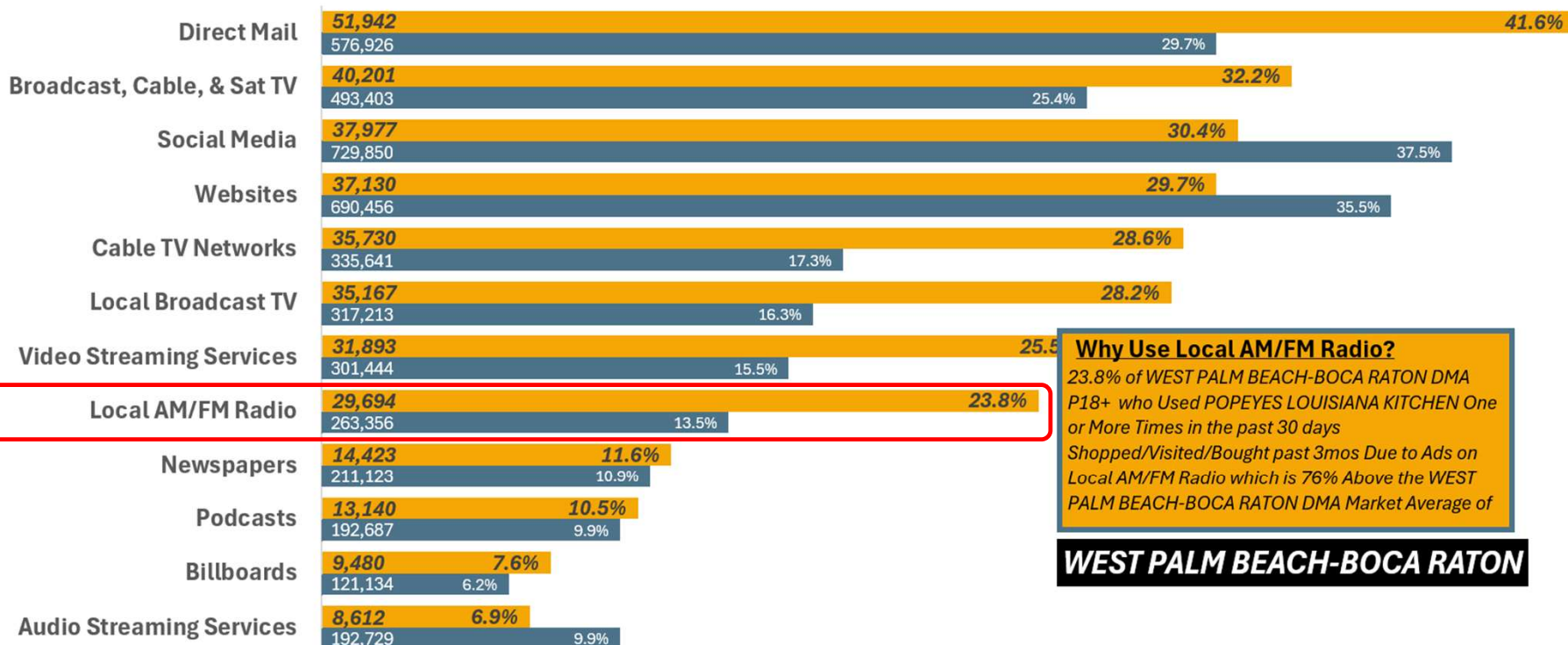
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Quick service restaurants used past 30 days: Popeyes



"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.8% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 76% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 164

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Quick service restaurants used past 30 days: Popeyes