

USA+4 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, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used POPEYES One or More Times in the past 30 days as of March 31, 2026.**



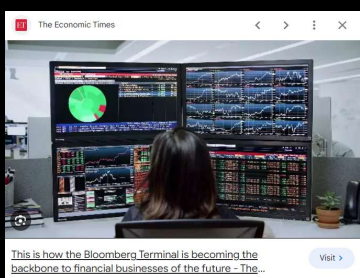
**USA**

**CHI**

**WDC**

**SEA**

**PHX**



POPEYES®

P18+

**restaurant brands international**

**CAPITAL GROUP®**

**Pershing Square**

**ROYAL BANK OF CANADA**





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.

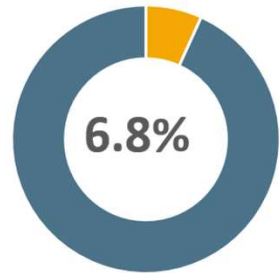


Percent of Market: Adults 18 or older



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

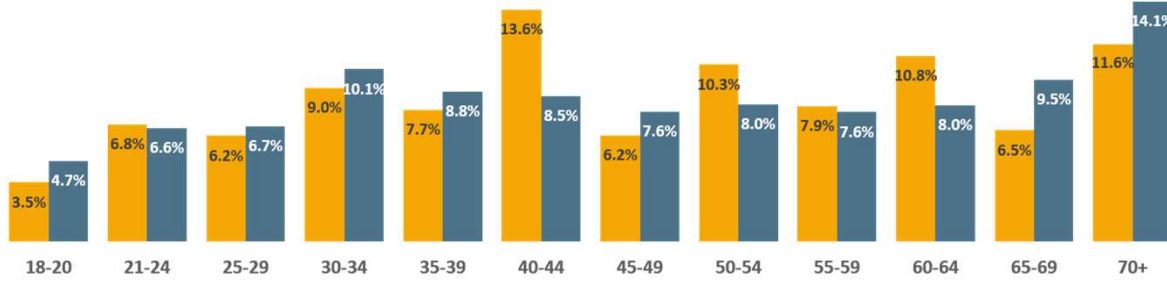
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

48.5 48.8

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



10.3% or 790,030 of CHI 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 (.5% older than average) and have a \$90,732 (19.4% 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 CHI DMA

Total Persons:

790,030 6,854,071

	Men	Men	Women	Women
%M vs. %F:	54.0%	48.8%	46.0%	51.2%
Average Age:	47.1	48.6	50.2	48.2
# Persons:	426,934	3,726,882	363,096	3,917,219

White	34.4%	57.0%
Black/African American	30.7%	14.4%
Asian	6.3%	4.0%
Other	2.9%	0.0%
Hispanic	25.7%	22.5%

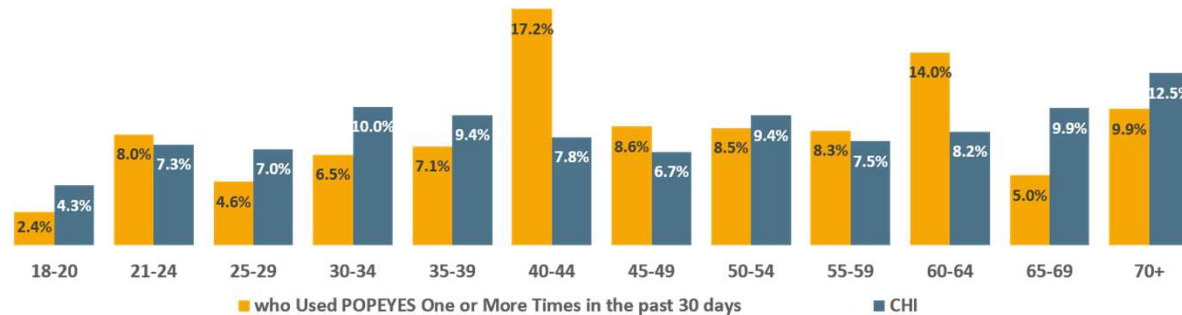
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

48.7 48.4

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



HHI of Target vs. Market:

<\$35K HHI	19.2%	27.9%
\$35K-\$50K HHI	9.5%	9.4%
\$50K-\$75K HHI	11.7%	13.8%
\$75K-\$100K HHI	15.2%	12.2%
\$100K-\$150K HHI	19.0%	18.5%
\$150K-\$250K HHI	12.2%	18.3%
\$250K+ HHI	4.3%	8.7%

Avg HHI: \$90,732 \$112,514



10.0% or 579,735 of WDC 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 47.4 years old (1.1% younger than average) and have a \$132,806 (4.7% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

579,735 5,197,036

%M vs. %F:

Average Age:

Persons:

49.2%

48.8%

50.8%

51.2%

47.7

47.7

47.2

48.2

285,170

2,816,689

294,565

2,960,082

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

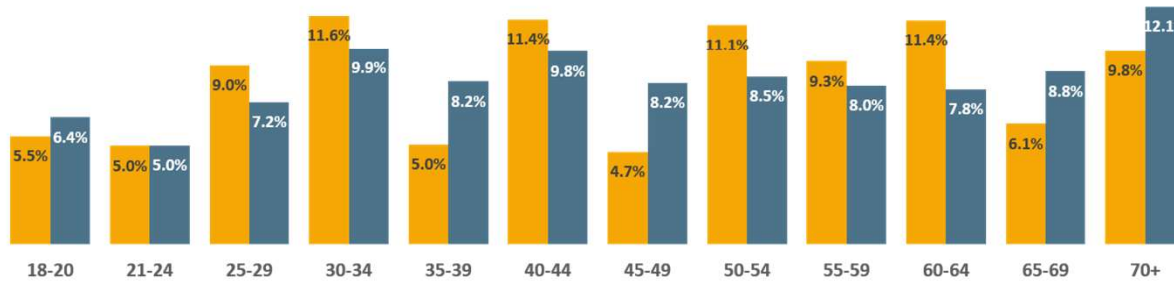
Average Age:

Adults 18 or older

47.4

48.0

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



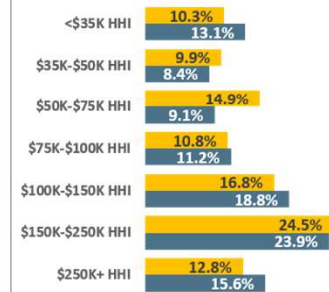
■ who Used POPEYES One or More Times in the past 30 days

■ WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 665

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HHI of Target vs. Market:



Avg HHI:

\$132,806

\$139,294



2.9% or 133,724 of SEA 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 53.8 years old (11.5% older than average) and have a \$100,698 (21.8% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



Total Persons:

133,724

4,446,790

%M vs. %F:

Average Age:

Persons:

44.2%

55.2

59,101

50.2%

47.9

2,300,274

55.8%

52.4

74,623

49.8%

48.6

2,280,240

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

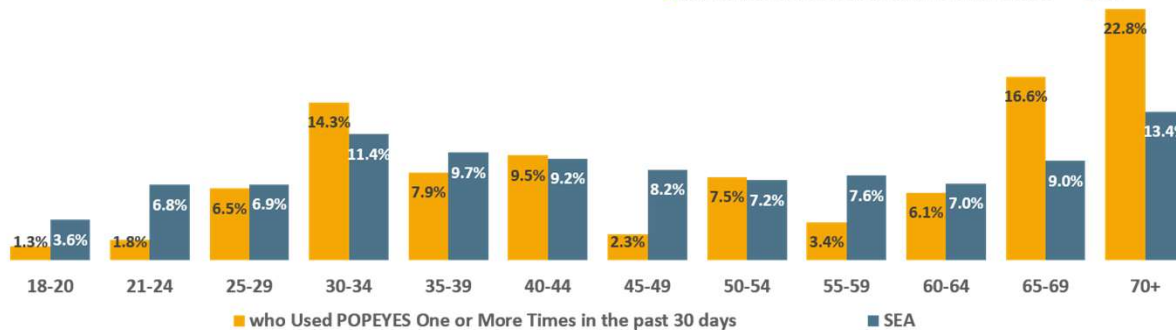
Average Age:

Adults 18 or older

53.8

48.2

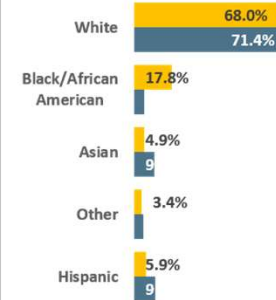
■ who Used POPEYES One or More Times in the past 30 days
■ SEA



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

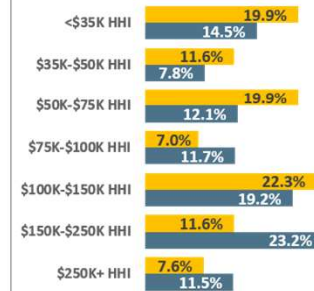
■ SEA

Ethnicity of Target vs. Market:



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

HHI of Target vs. Market:



Avg HHI:

\$100,698

\$128,694



4.5% or 216,339 of PHX 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 48.9 years old (.1% younger than average) and have a \$114,497 (6.9% higher than average) annual household income.

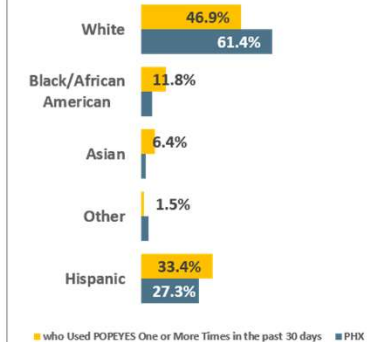
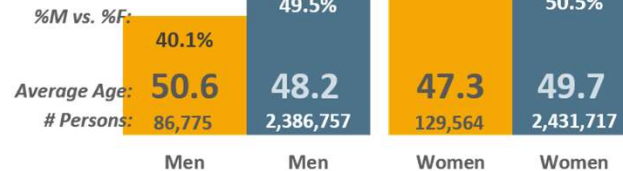
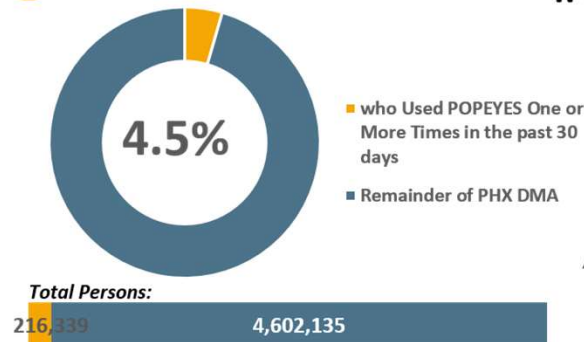


Percent of Market: Adults 18 or older

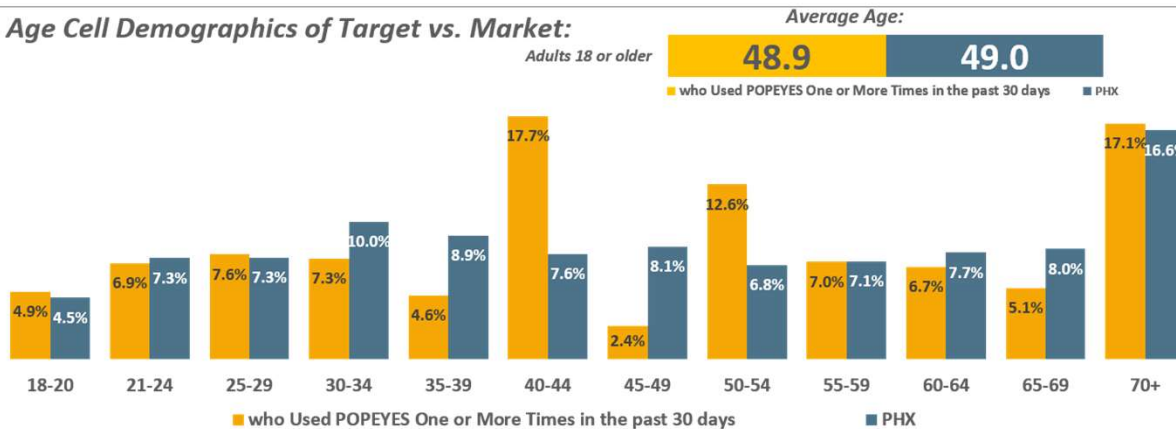


Gender of Target vs. Market: Adults 18 or older

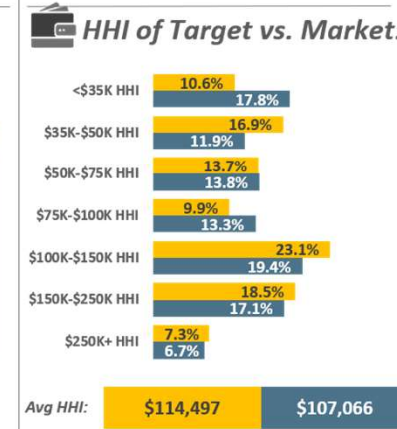
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

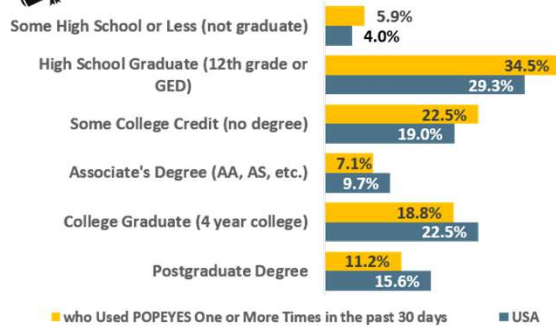




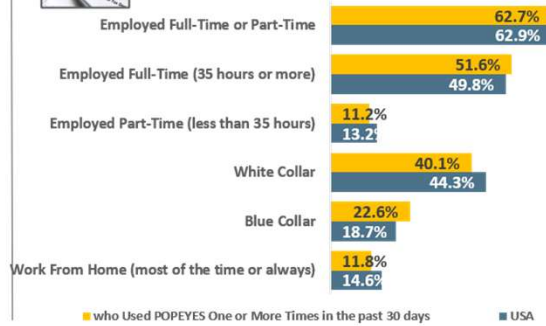
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 21.% less likely to be a college graduate, 3.6% more likely to work full-time, 6.3% less likely to be married, 19.7% more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



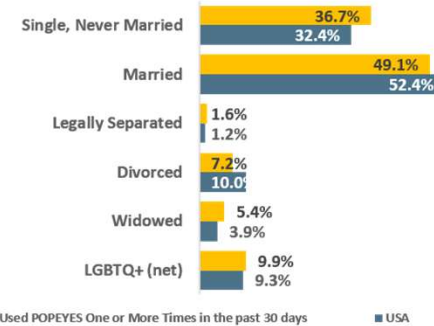
Education Levels: Adults 18 or older



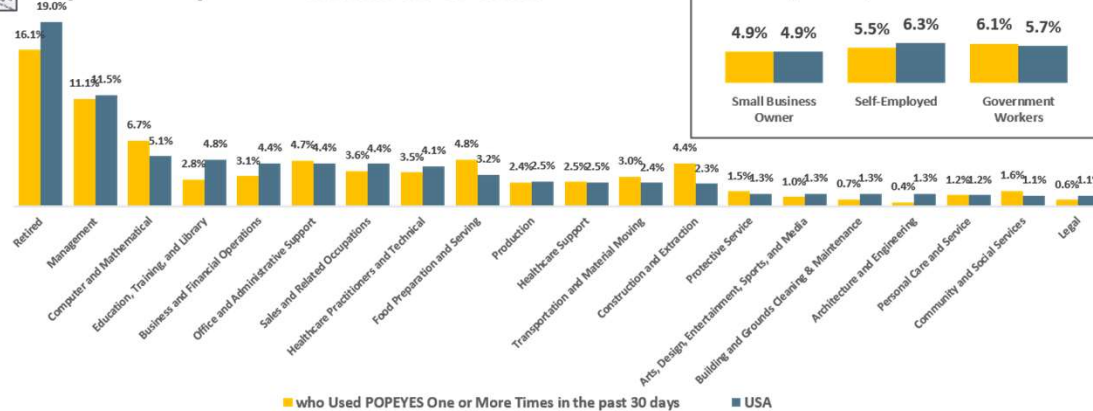
Employment: Adults 18 or older



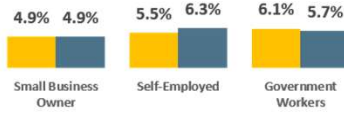
Marital Status: Adults 18 or older



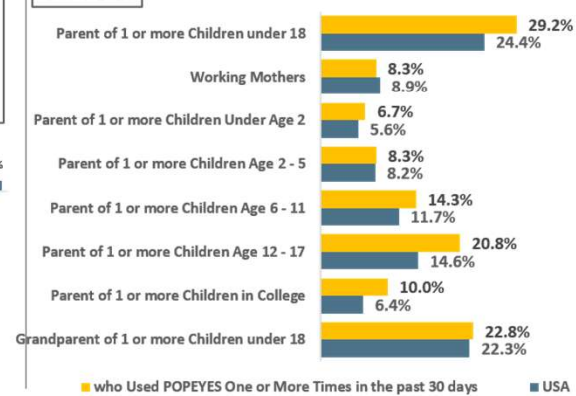
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

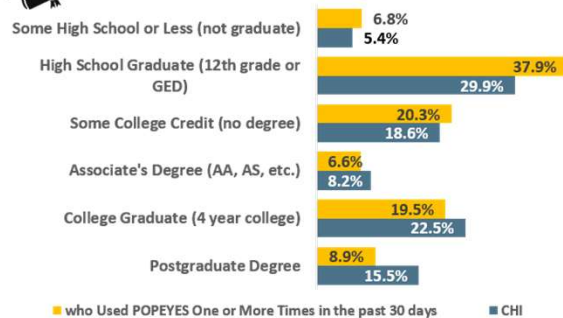




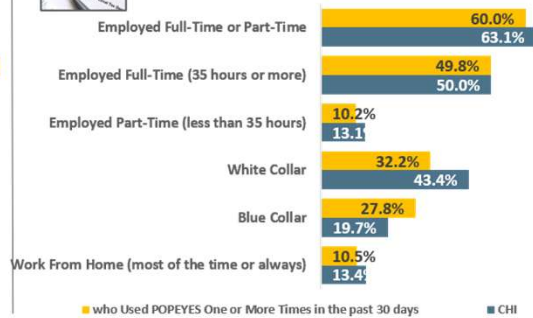
10.3% or 790,030 of CHI DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 25.3% less likely to be a college graduate, .3% less likely to work full-time, 8.5% less likely to be married, 22.7% more likely to be a parent of 1 or more children under 18.



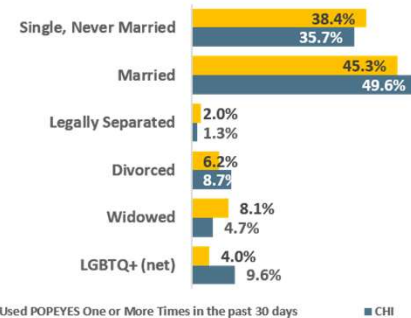
Education Levels: Adults 18 or older



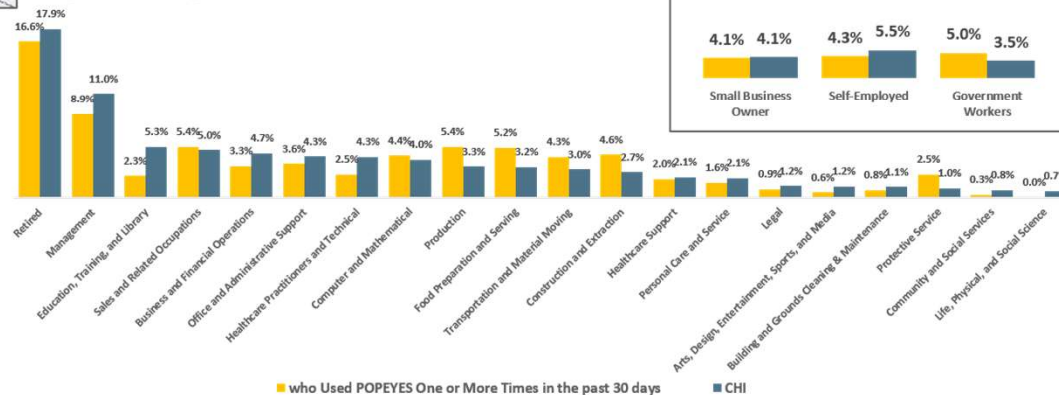
Employment: Adults 18 or older



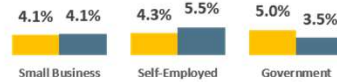
Marital Status: Adults 18 or older



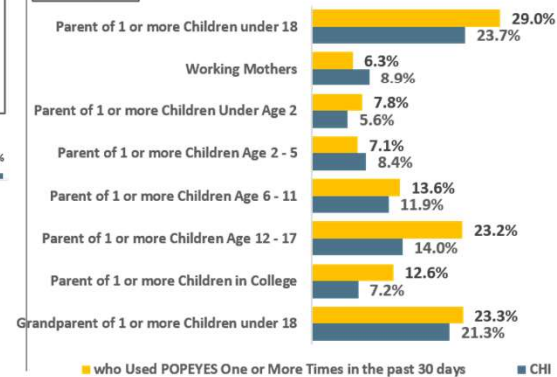
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

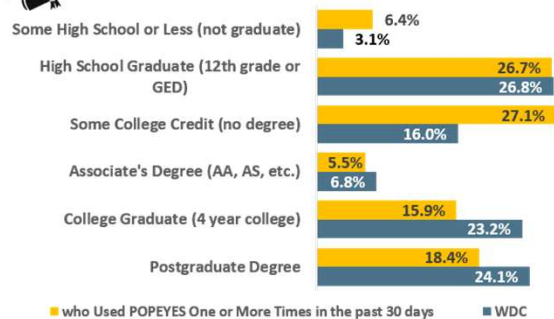




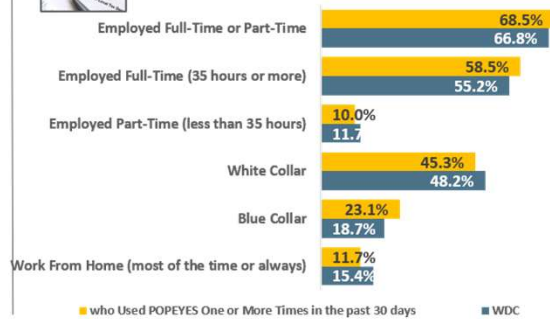
10.0% or 579,735 of WDC DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 27.6% less likely to be a college graduate, 6.0% more likely to work full-time, 3.1% more likely to be married, 13.5% more likely to be a parent of 1 or more children under 18.



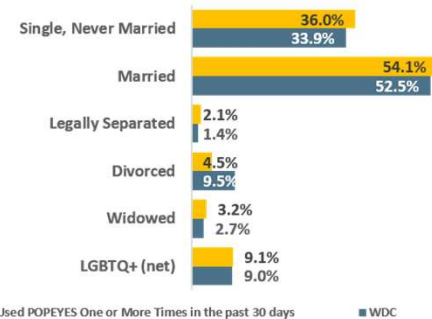
Education Levels: Adults 18 or older



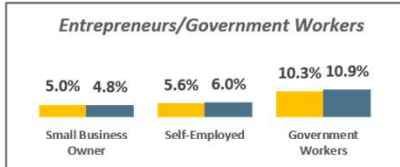
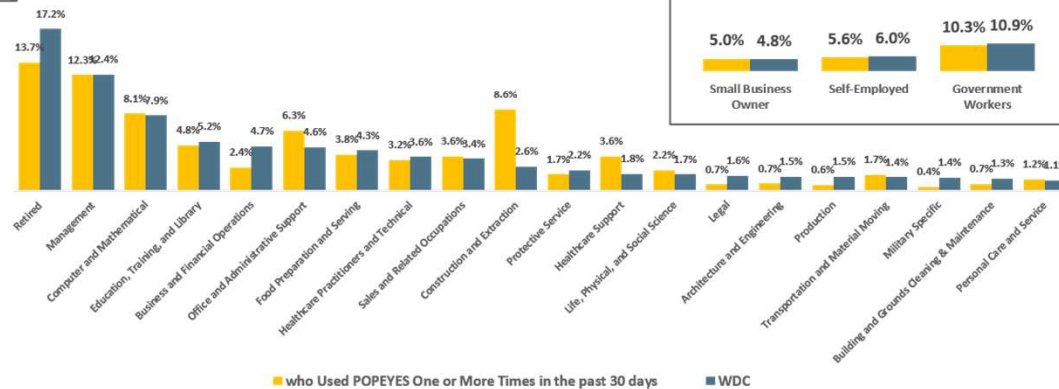
Employment: Adults 18 or older



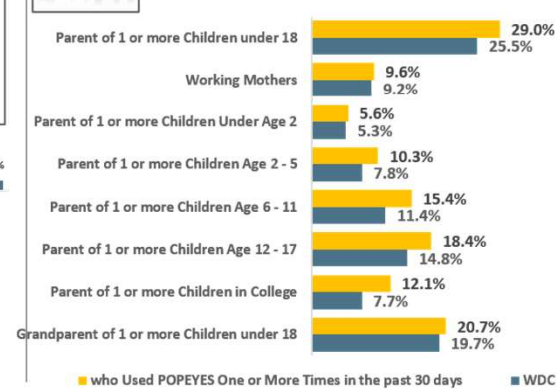
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

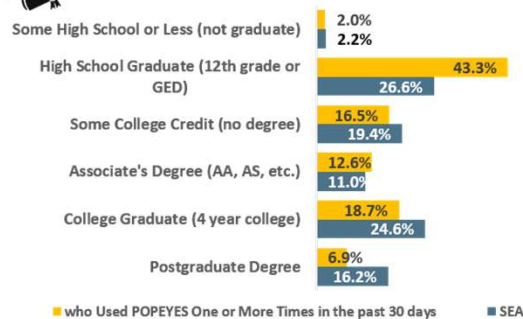




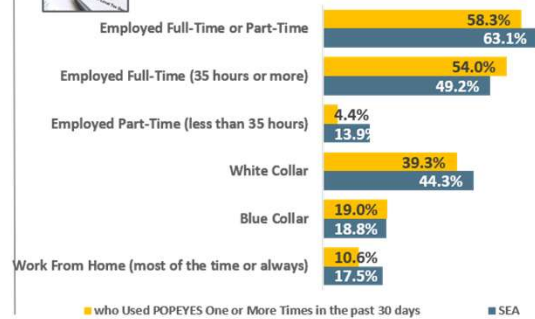
2.9% or 133,724 of SEA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 37.4% less likely to be a college graduate, 9.7% more likely to work full-time, 18.% less likely to be married, 5.5% more likely to be a parent of 1 or more children under 18.



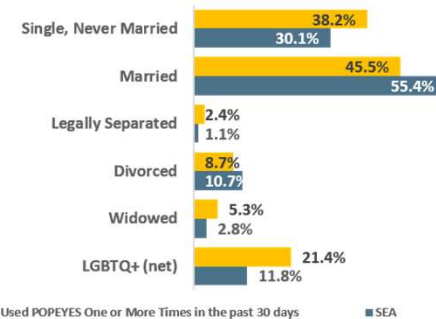
Education Levels: Adults 18 or older



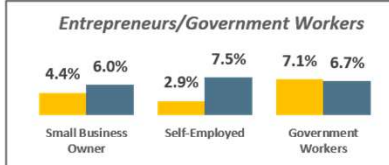
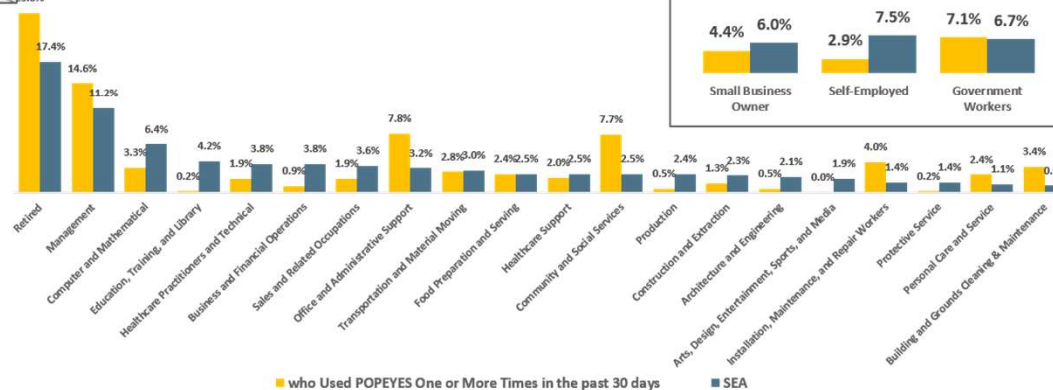
Employment: Adults 18 or older



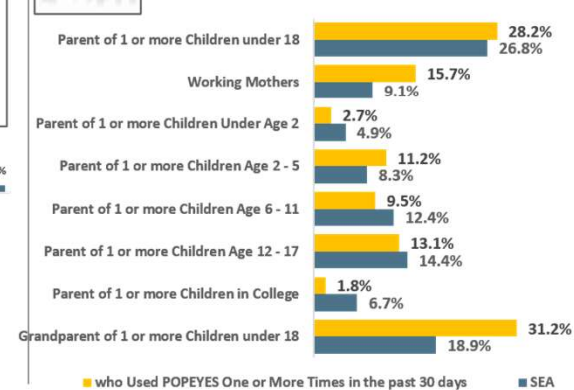
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

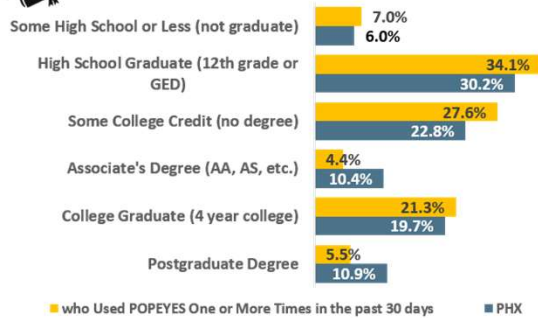




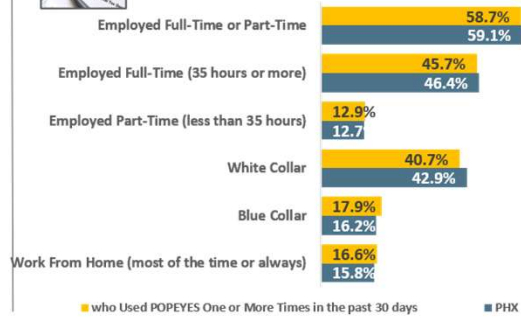
4.5% or 216,339 of PHX DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 12.4% less likely to be a college graduate, 1.5% less likely to work full-time, 7.% more likely to be married, 35.1% more likely to be a parent of 1 or more children under 18.



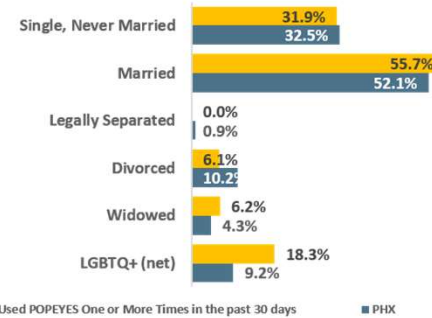
Education Levels: Adults 18 or older



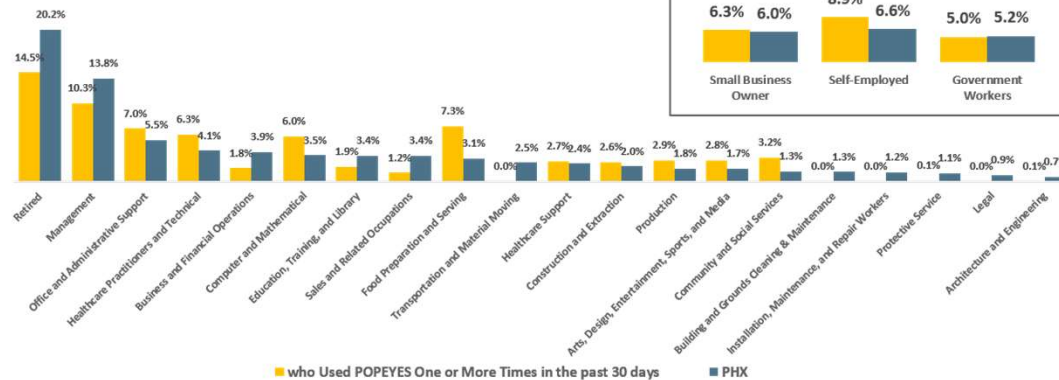
Employment: Adults 18 or older



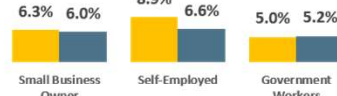
Marital Status: Adults 18 or older



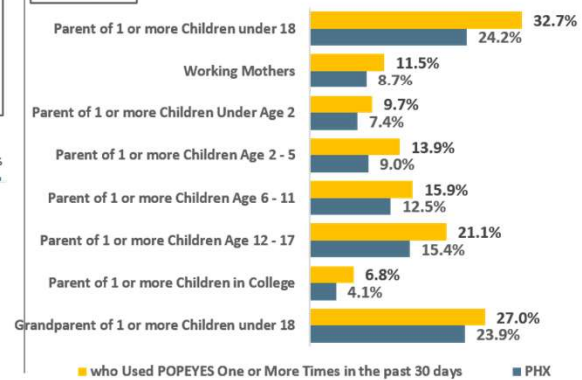
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

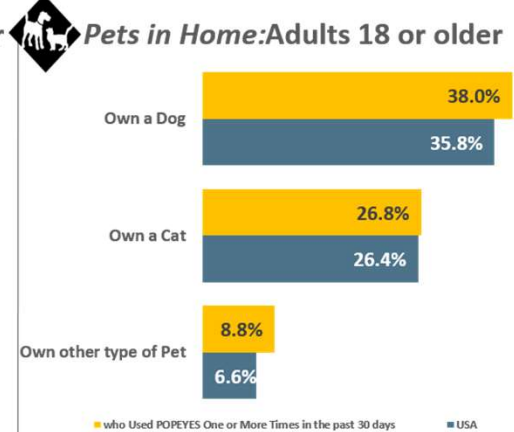
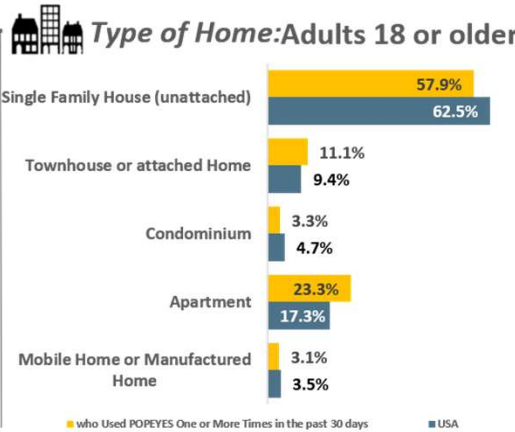
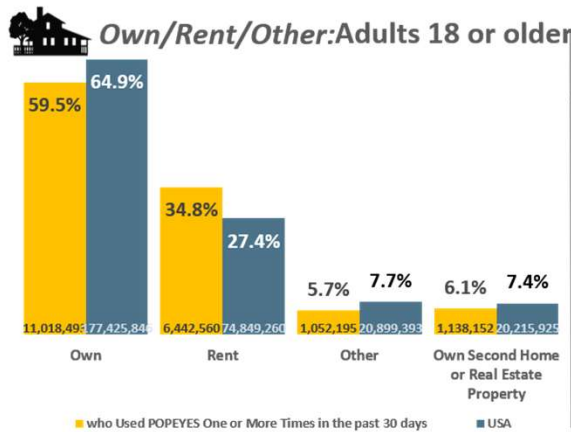


Stage in Life: Adults 18 or older

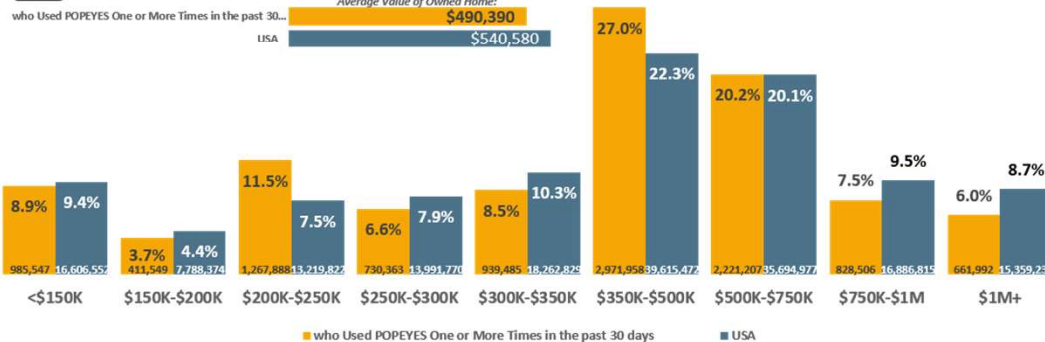




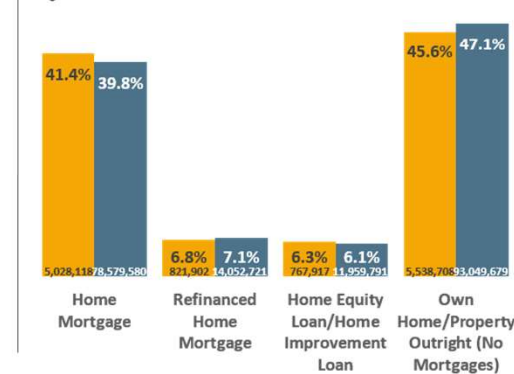
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 8.4% less likely to own their home, 9.3% more likely to own a lower valued home, 7.3% less likely to have a single-family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



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

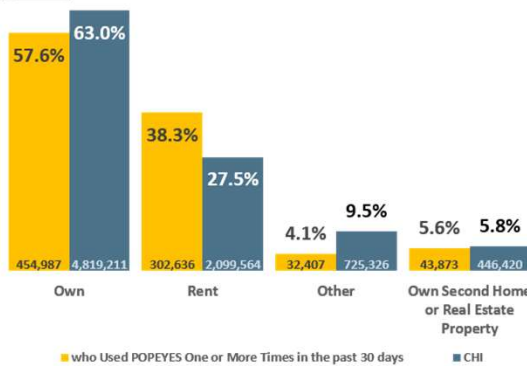




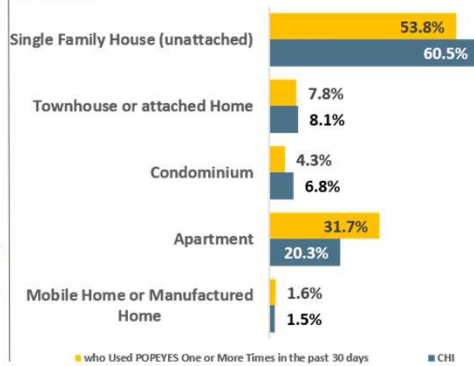
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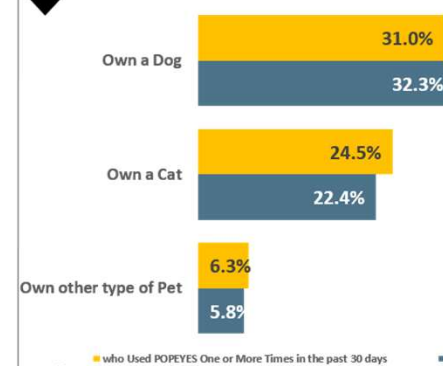
Own/Rent/Other: Adults 18 or older



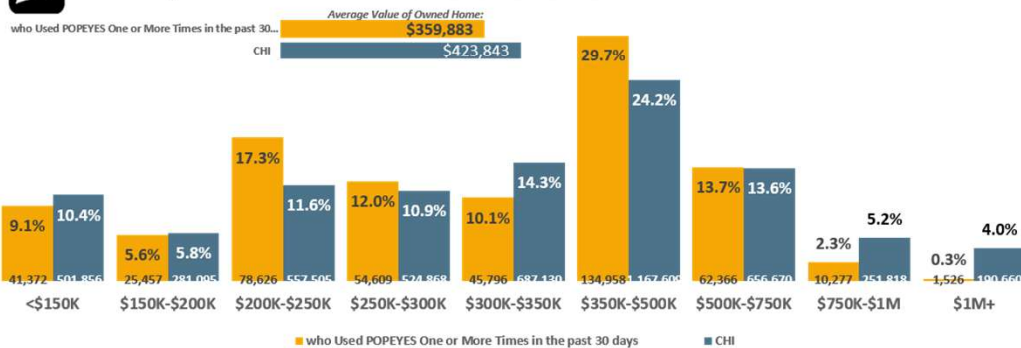
Type of Home: Adults 18 or older



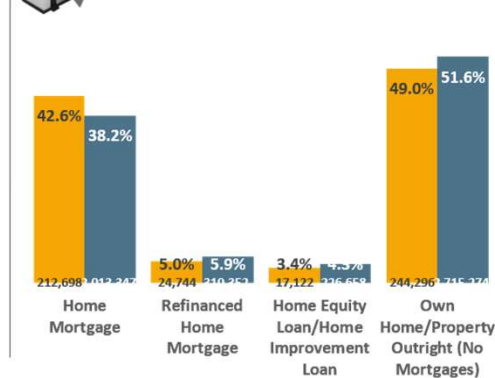
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

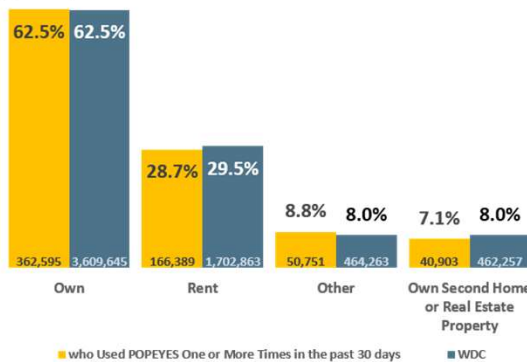




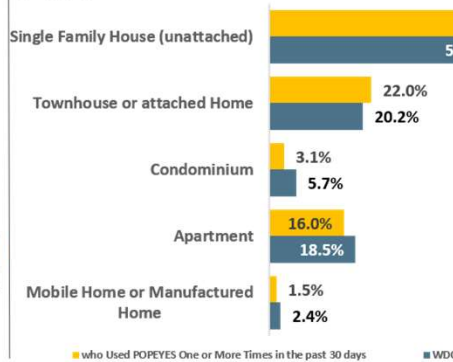
10.0% or 579,735 of WDC DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are .1% more likely to own their home, 9.1% more likely to own a lower valued home, 10.8% more likely to have a single-family home, 28.5% more likely to have a dog.



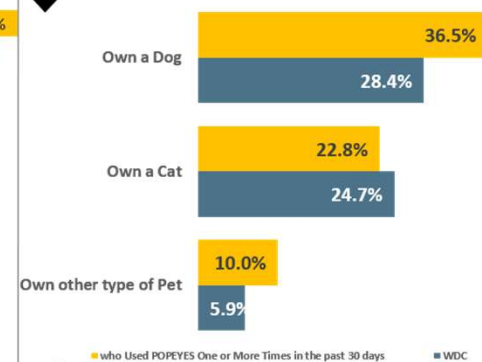
Own/Rent/Other: Adults 18 or older



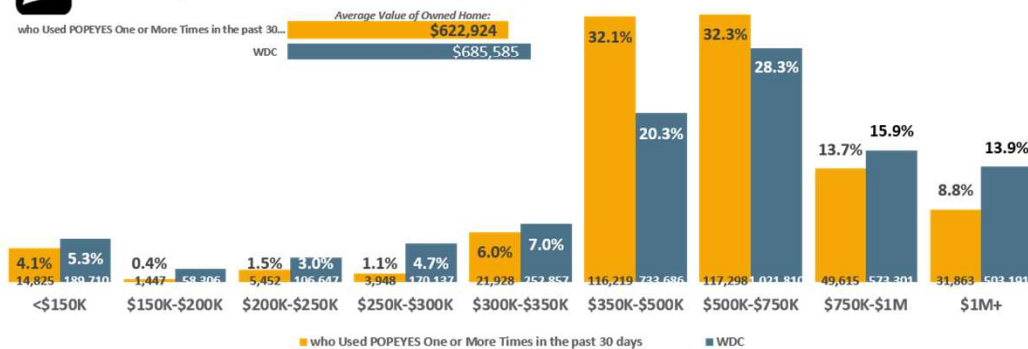
Type of Home: Adults 18 or older



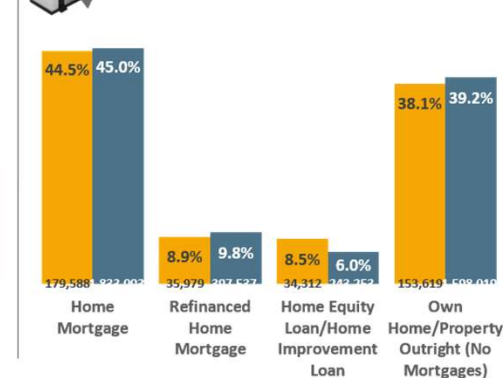
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

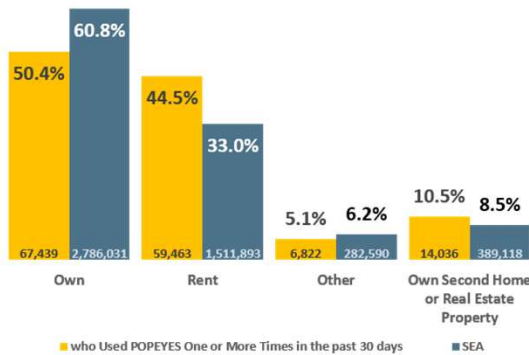




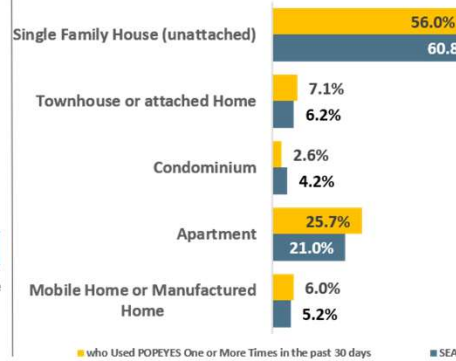
2.9% or 133,724 of SEA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 17.1% less likely to own their home, 15.4% more likely to own a lower valued home, 7.9% less likely to have a single-family home, 14.8% less likely to have a dog.



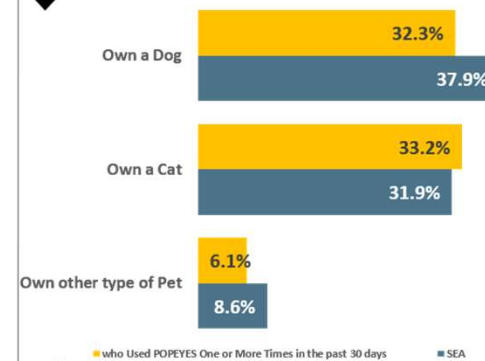
Own/Rent/Other: Adults 18 or older



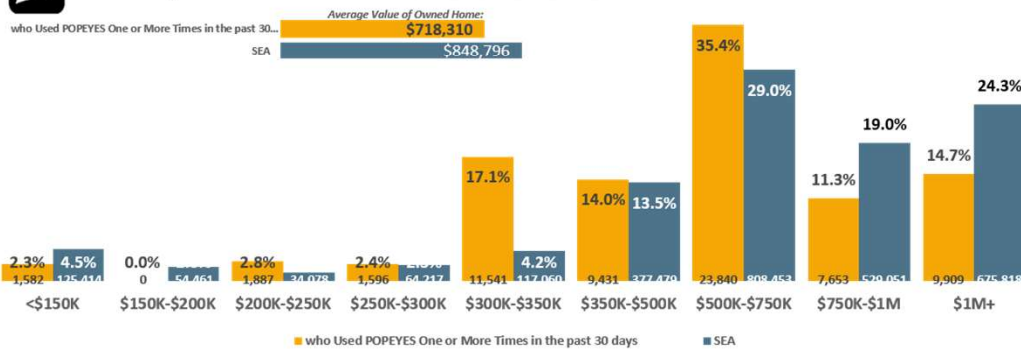
Type of Home: Adults 18 or older



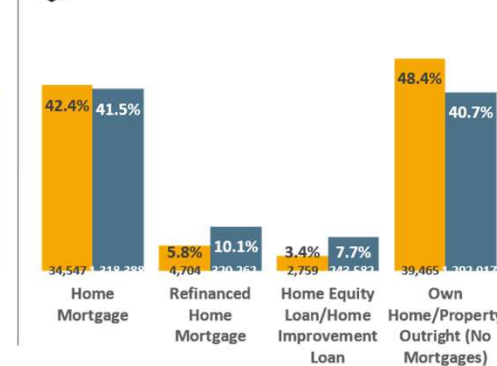
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



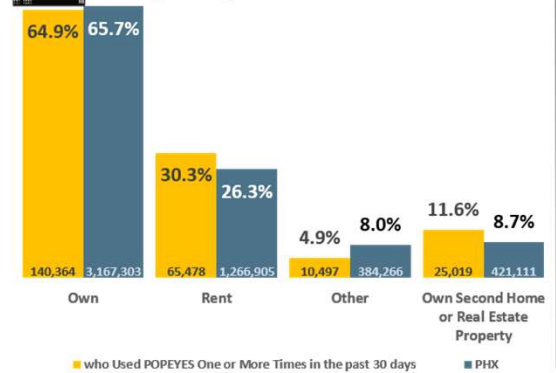
Home Loans: Adults 18 or older



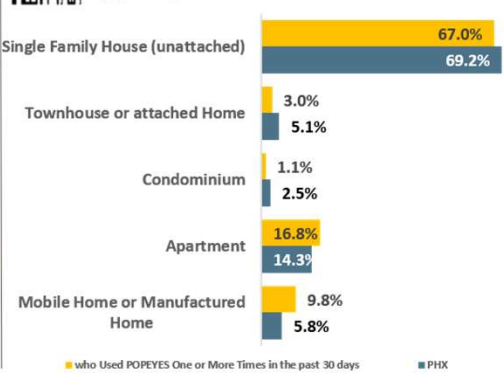


4.5% or 216,339 of PHX DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 1.3% less likely to own their home, 2.2% more likely to own a higher valued home, 3.2% less likely to have a single-family home, 40.6% more likely to have a dog.

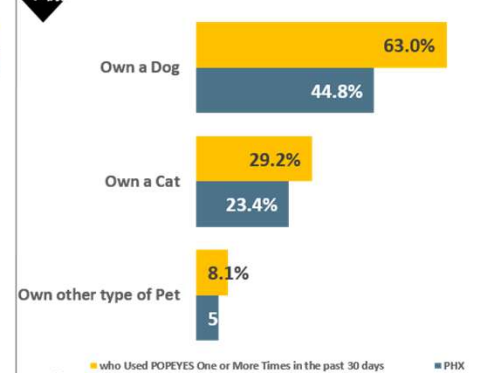
Own/Rent/Other: Adults 18 or older



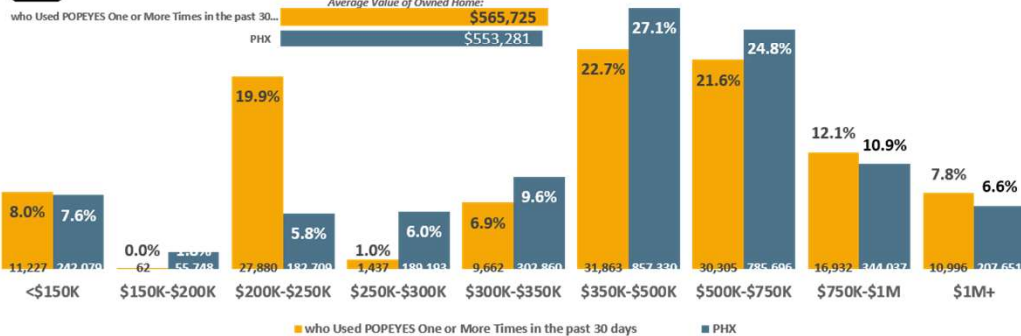
Type of Home: Adults 18 or older



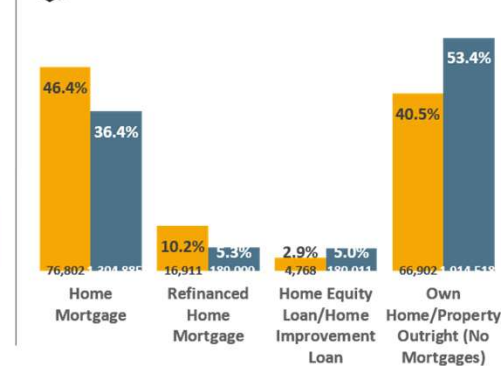
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

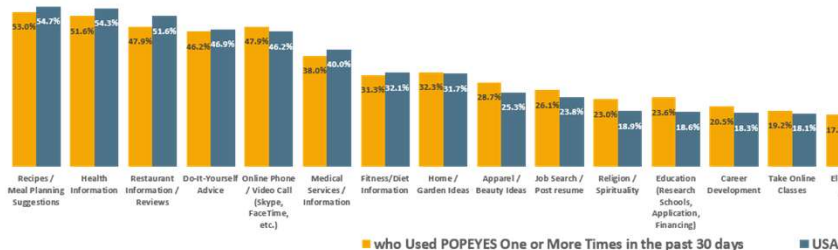




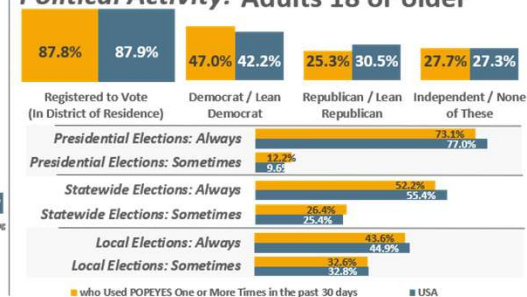
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 1.6% less likely to look up D-I-Y advice online, 3.% less likely to always vote in local elections, .8% more likely to belong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



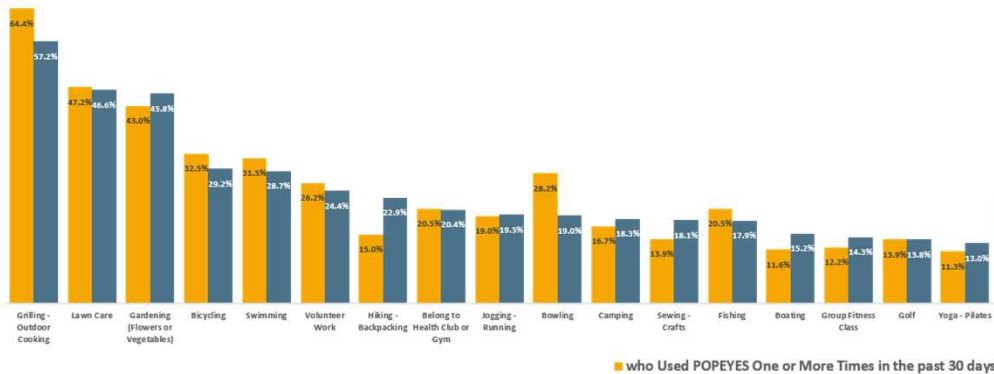
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



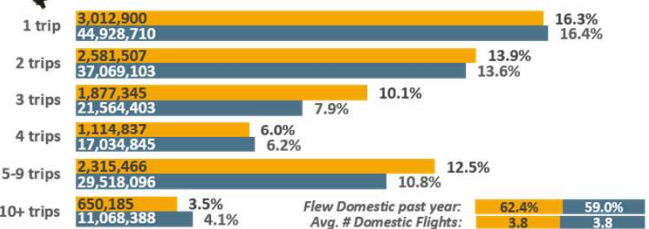
Political Activity: Adults 18 or older



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



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

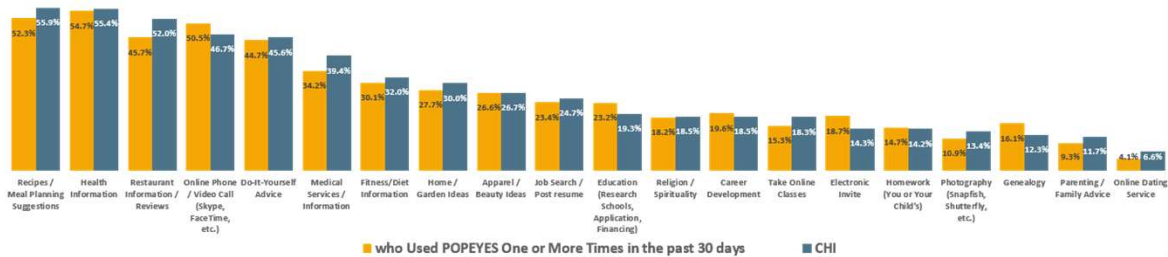




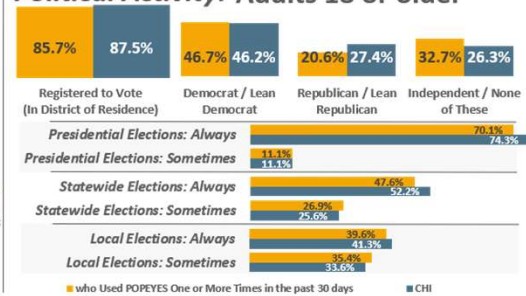
10.3% or 790,030 of CHI DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 2.% less likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, .6% less likely to belong to a gym, 3.6% more likely to fly domestic past yr.



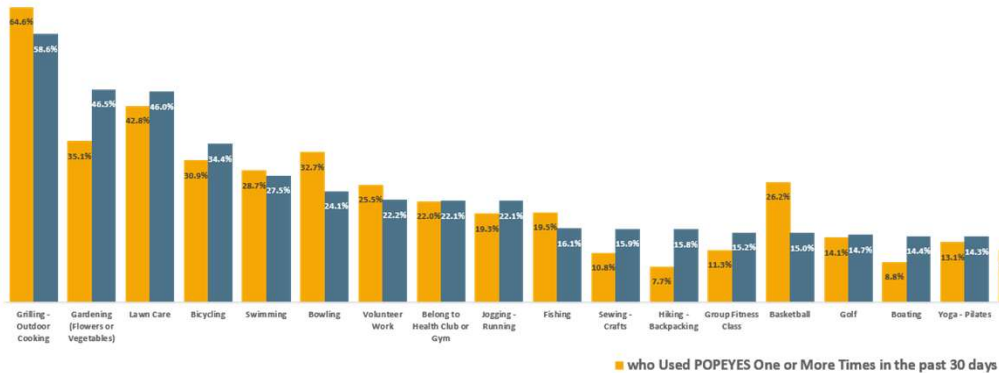
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



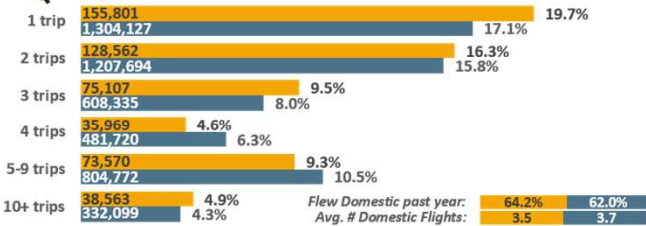
Political Activity: Adults 18 or older



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



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

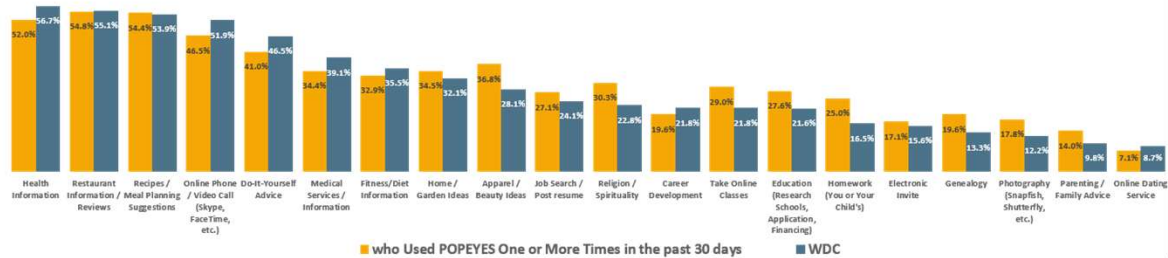




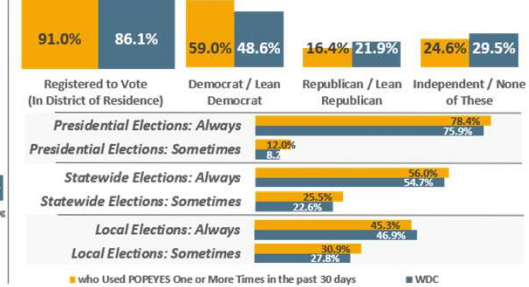
10.0% or 579,735 of WDC DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 11.7% less likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 19.7% less likely to belong to a gym, 2.1% more likely to fly domestic past



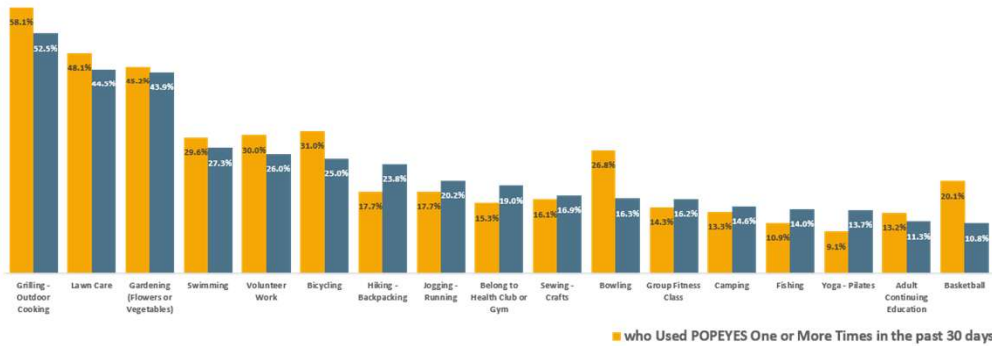
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



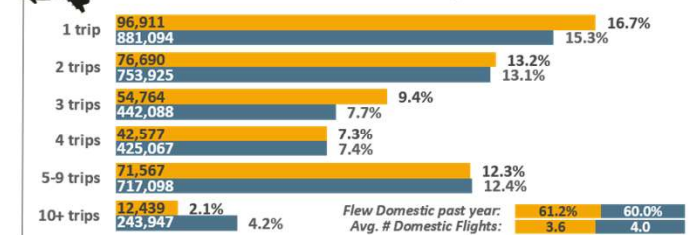
Political Activity: Adults 18 or older



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



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

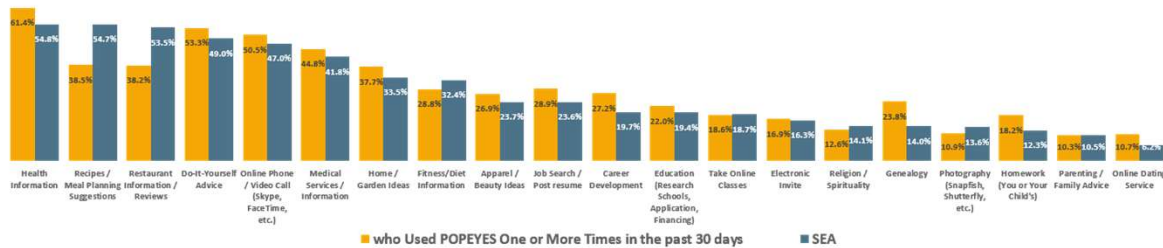




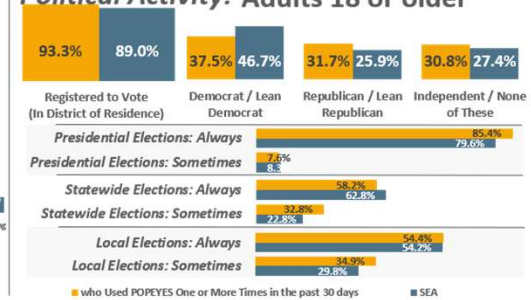
2.9% or 133,724 of SEA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 8.8% more likely to look up D-I-Y advice online, .4% more likely to always vote in local elections, 17.6% more likely to belong to a gym, 2.9% less likely to fly domestic past y



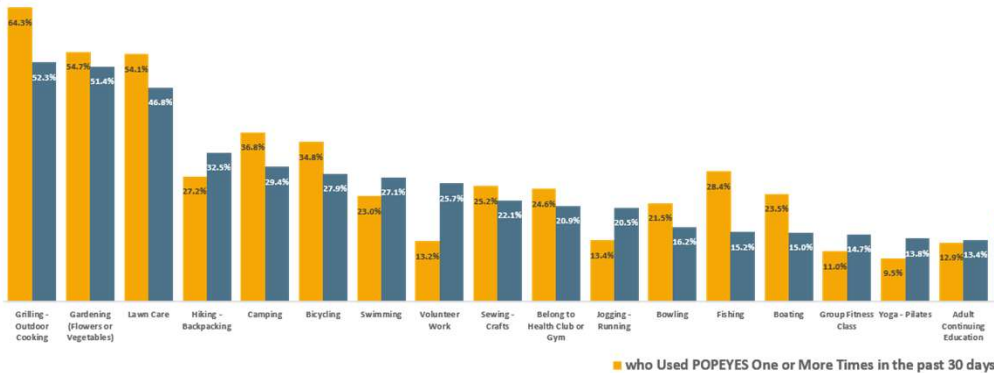
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



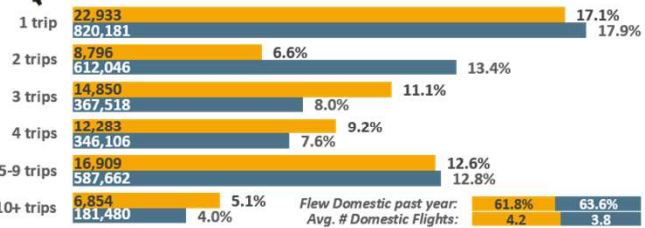
Political Activity: Adults 18 or older



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



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



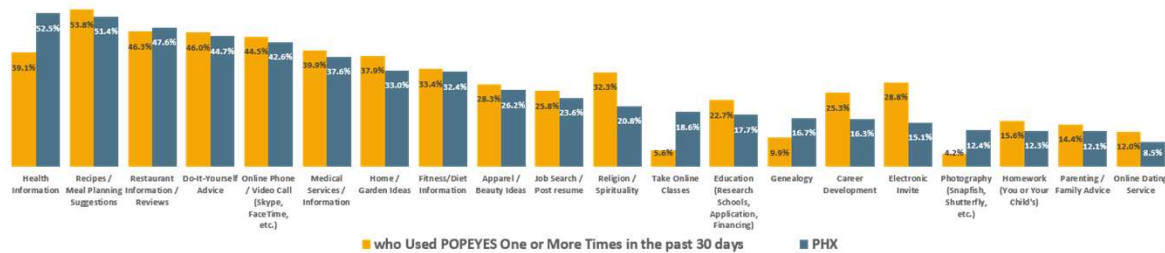
Flew Domestic past year: Avg. # Domestic Flights: 4.2 (SEA: 3.8)



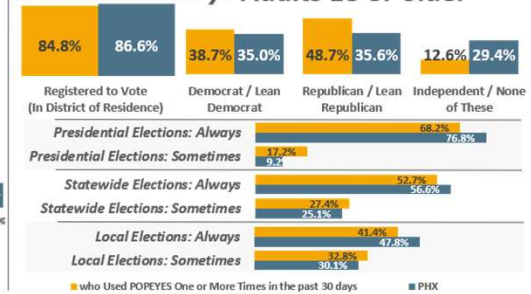
4.5% or 216,339 of PHX DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 2.9% more likely to look up D-I-Y advice online, 13.3% less likely to always vote in local elections, 52.1% less likely to belong to a gym, 18.9% more likely to fly domestic pas



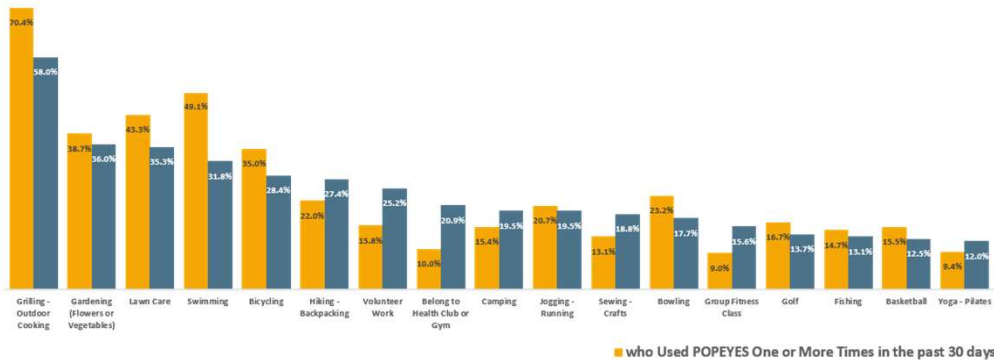
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



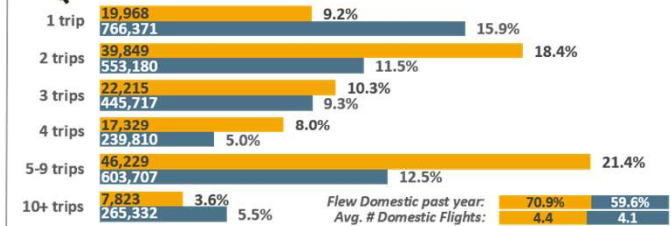
Political Activity: Adults 18 or older



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



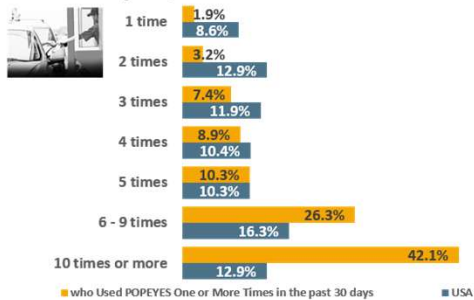
Past 12-months Domestic Airline Trips: Adults 18 or older



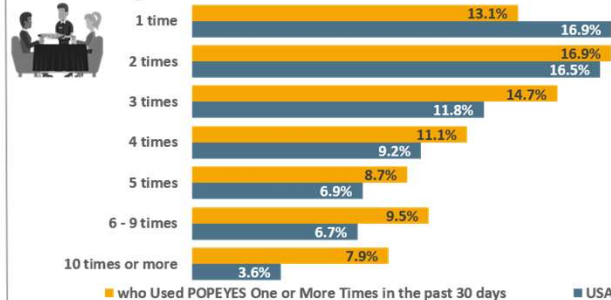


6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 14.7% more likely to use Sit-Down Restaurants past mo., 35.1% more likely to use Casinos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

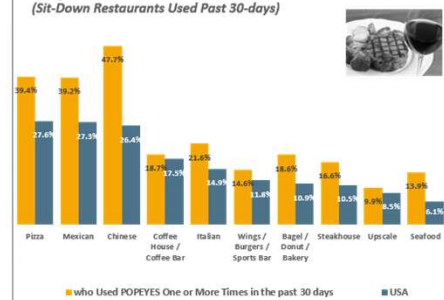
Past 30-days QSR Users: Adults 18 or older



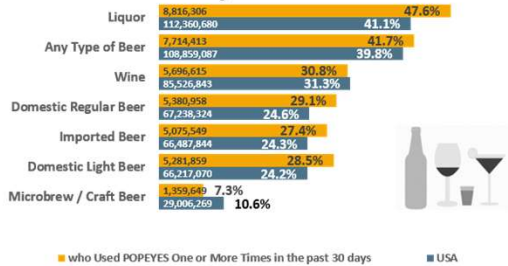
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



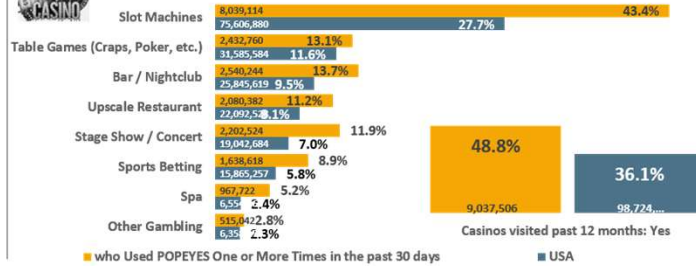
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



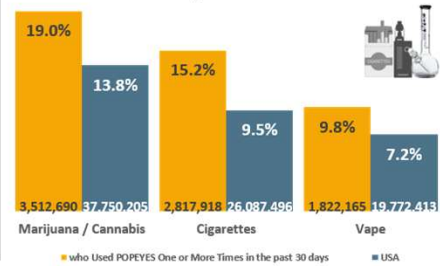
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



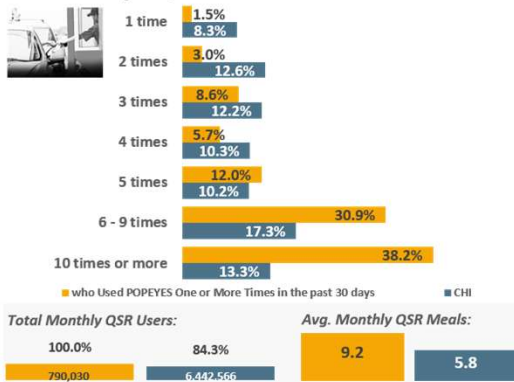
Used Past 30-days: Adults 18 or older



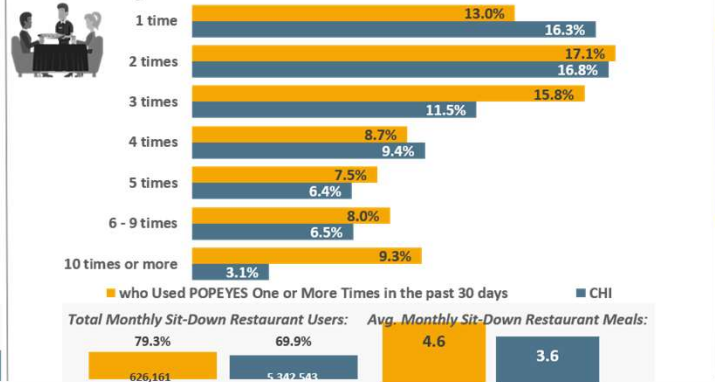


10.3% or 790,030 of CHI DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 18.6% more likely to use QSRs past mo., 13.4% more likely to use Sit-Down Restaurants past mo., 42.2% more likely to use Casinos past yr., 91.8% more likely to smoke cigarettes.

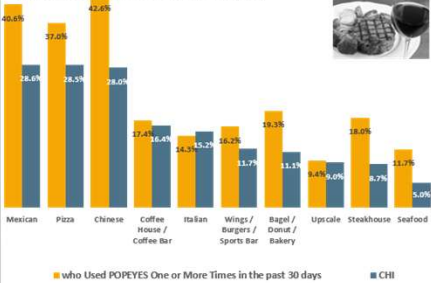
Past 30-days QSR Users: Adults 18 or older



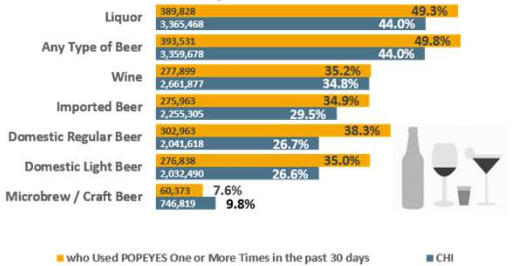
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



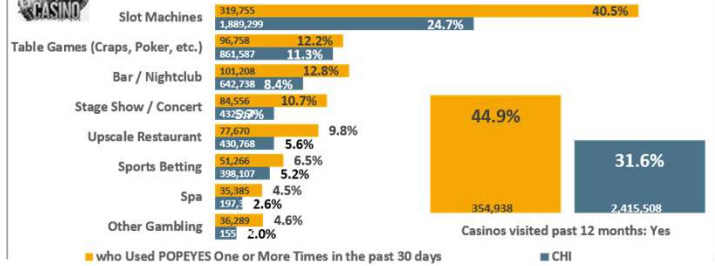
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



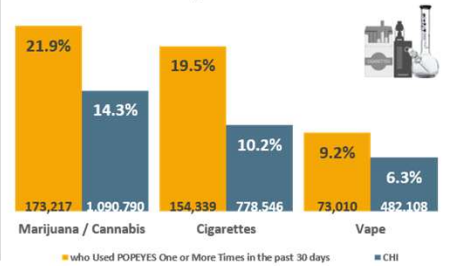
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



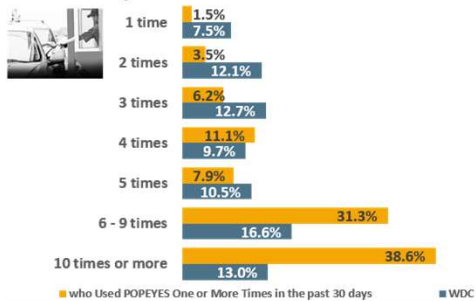
Used Past 30-days: Adults 18 or older



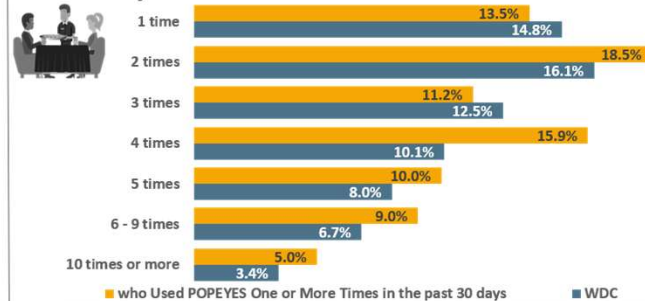


10.0% or 579,735 of WDC DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 21.7% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 51.9% more likely to use Casinos past yr., 15.2% more likely to smoke cigarettes.

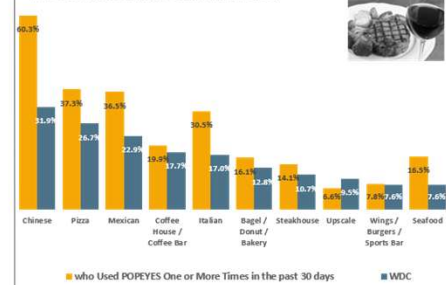
Past 30-days QSR Users: Adults 18 or older



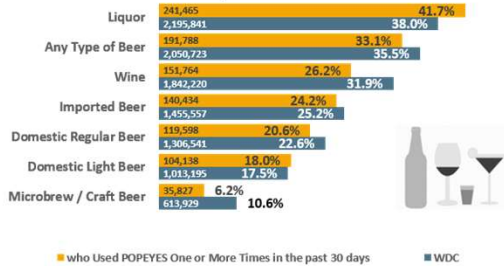
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



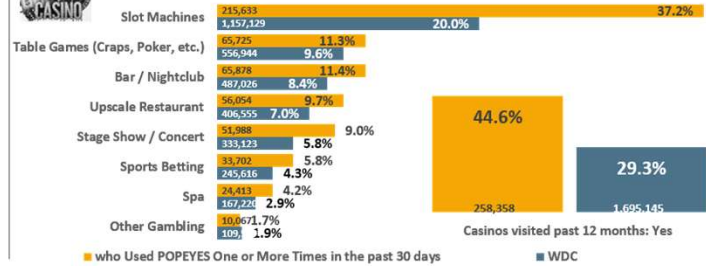
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



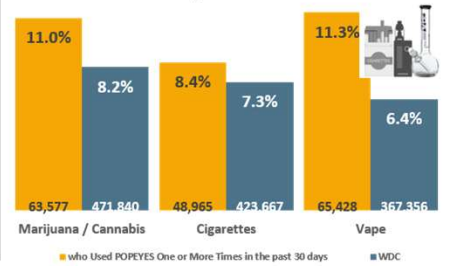
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



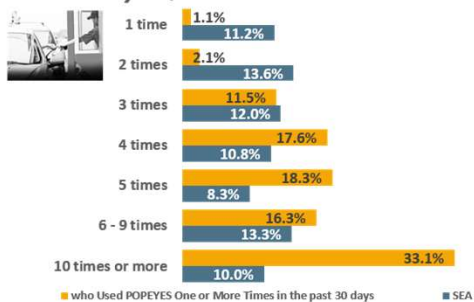
Used Past 30-days: Adults 18 or older



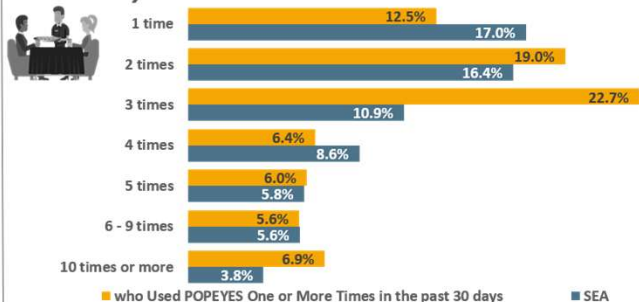


2.9% or 133,724 of SEA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 26.3% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 68.3% more likely to use Casinos past yr., 57.6% more likely to smoke cigarettes.

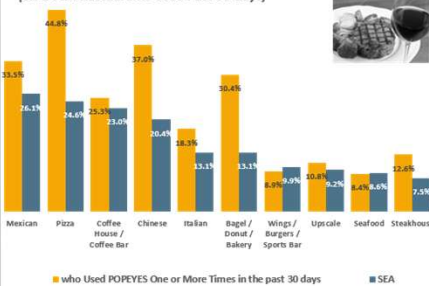
Past 30-days QSR Users: Adults 18 or older



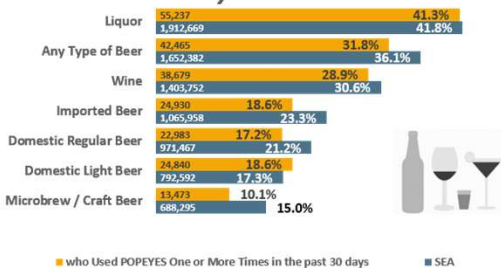
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



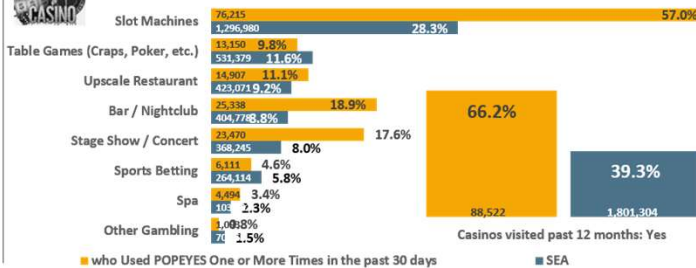
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



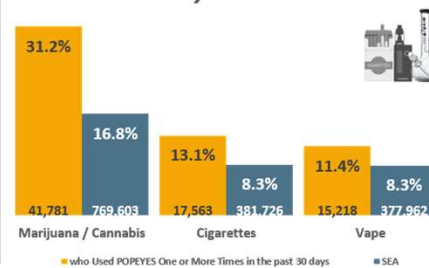
Drank Past 30-days: Adults 18 or older

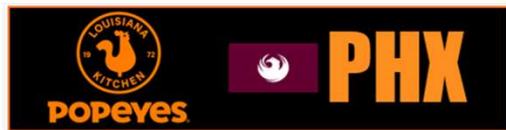


Past 12 months Casino Activities: Adults 18 or older



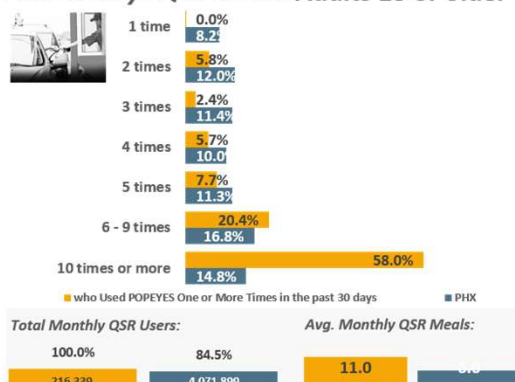
Used Past 30-days: Adults 18 or older



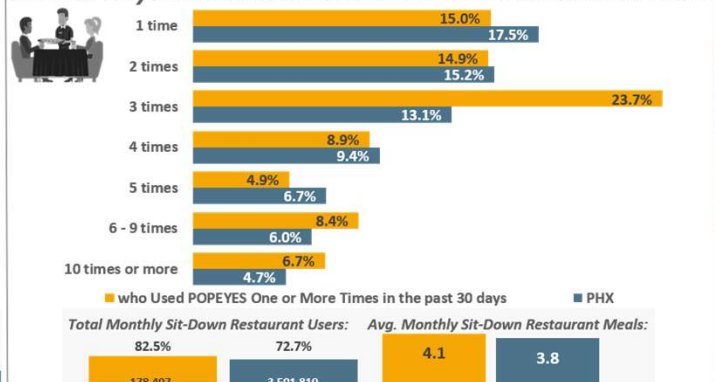


4.5% or 216,339 of PHX DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 18.3% more likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 40.3% more likely to use Casinos past yr., 27.6% less likely to smoke cigarettes.

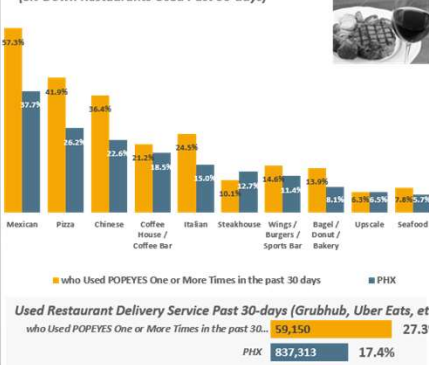
Past 30-days QSR Users: Adults 18 or older



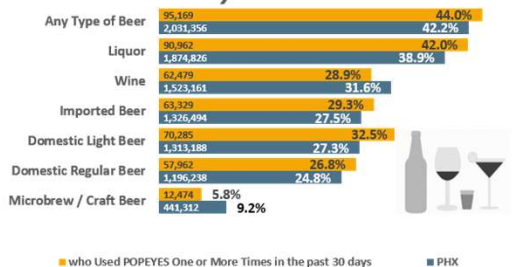
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



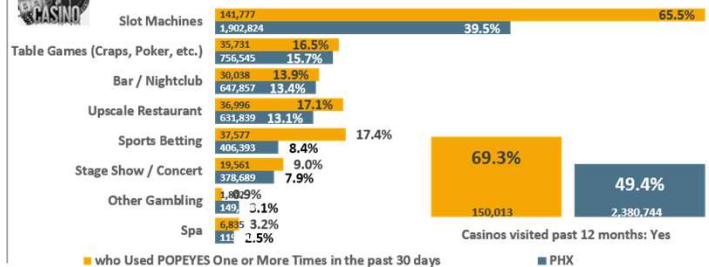
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



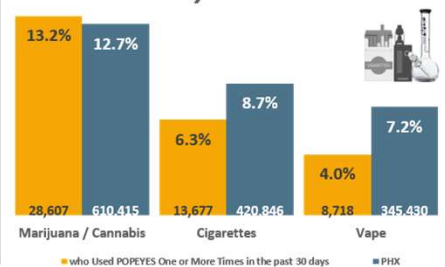
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

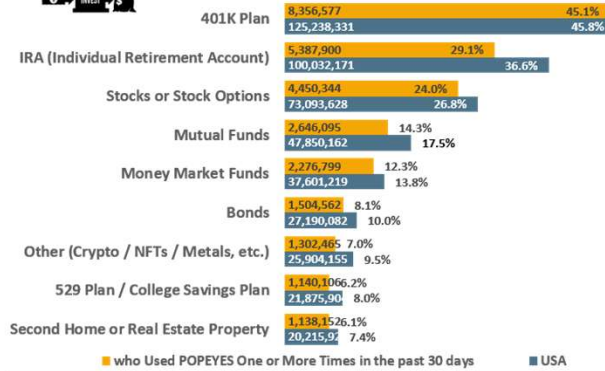




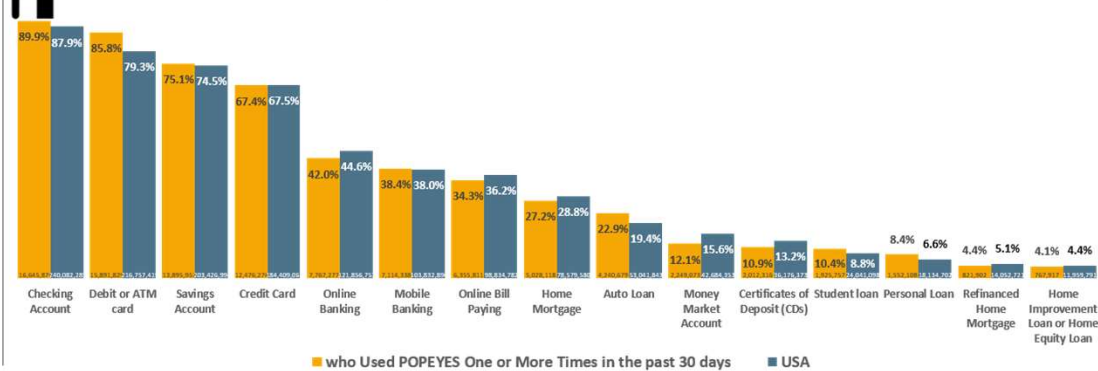
6.8% or 18,513,248 of USA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 1.5% less likely to have a 401K, 18.% more likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 30.1%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



Investments Owned: Adults 18 or older



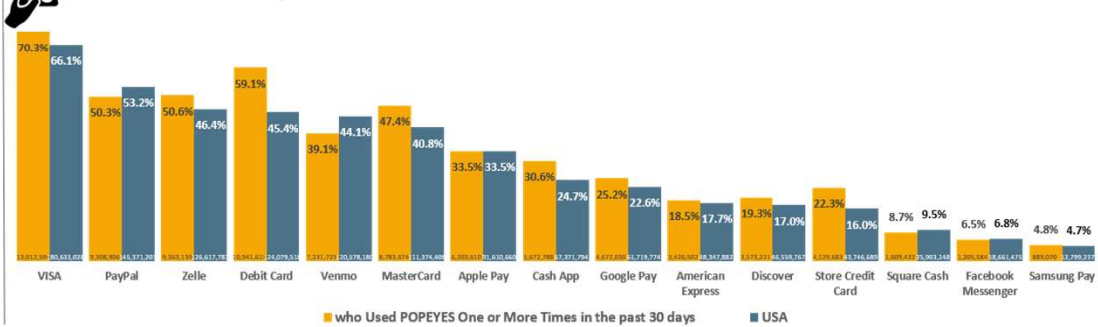
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

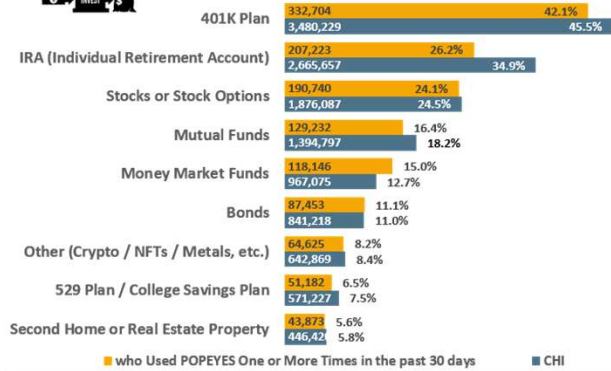




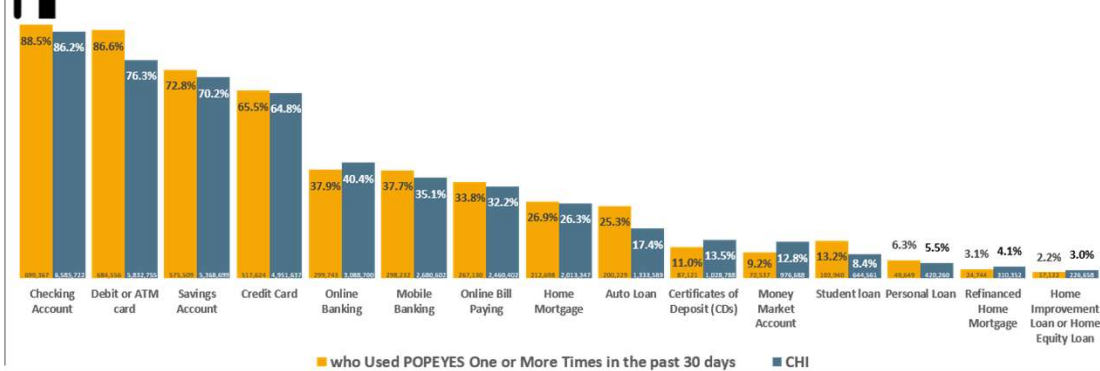
10.3% or 790,030 of CHI DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 7.5% less likely to have a 401K, 45.3% more likely to have an Auto Loan, 1.7% more likely to Invest/Trade Stocks Online, 43.9% more likely to pay with their Debit Card.



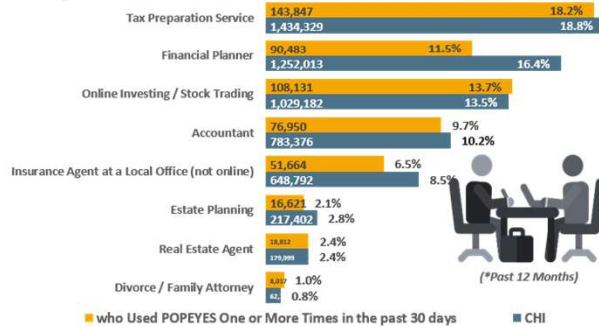
Investments Owned: Adults 18 or older



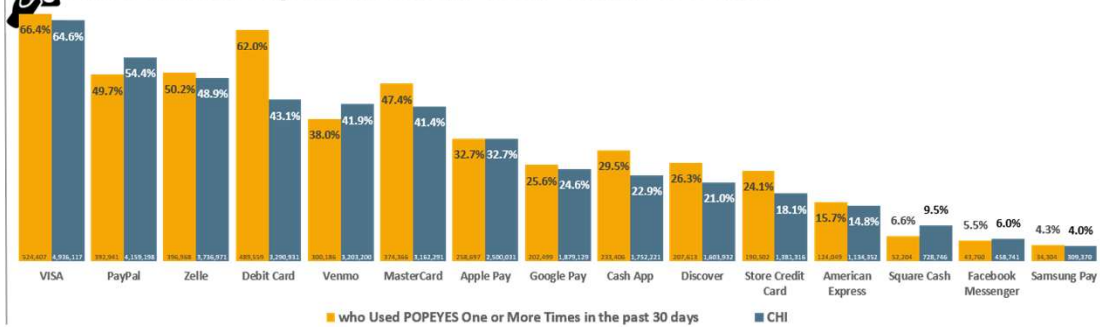
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

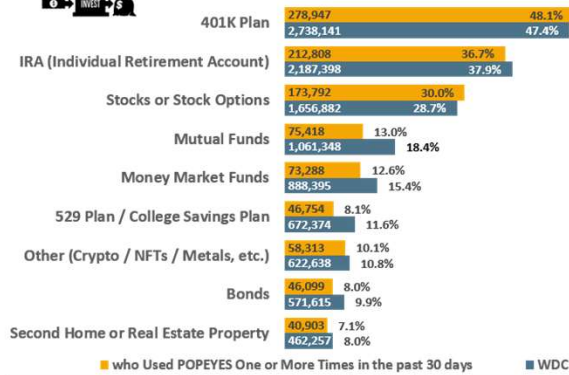




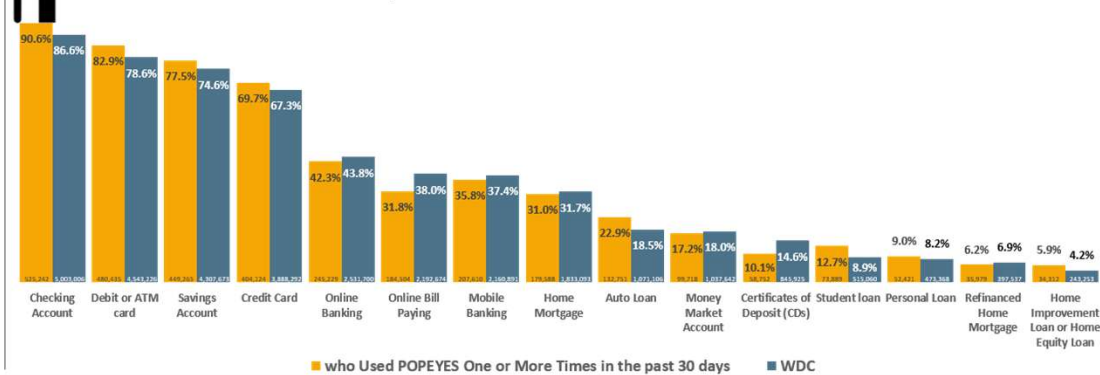
10.1% or 579,735 of WDC DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 1.5% more likely to have a 401K, 23.5% more likely to have an Auto Loan, 18.5% more likely to Invest/Trade Stocks Online, 23.9% more likely to pay with their Debit Card.



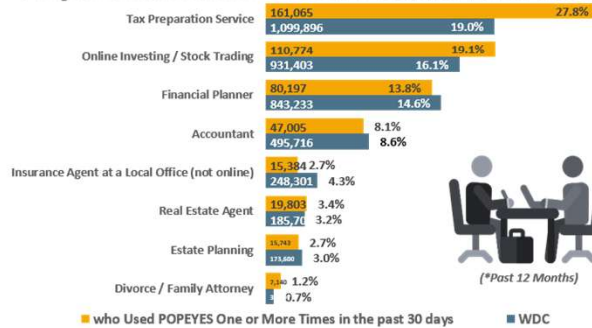
Investments Owned: Adults 18 or older



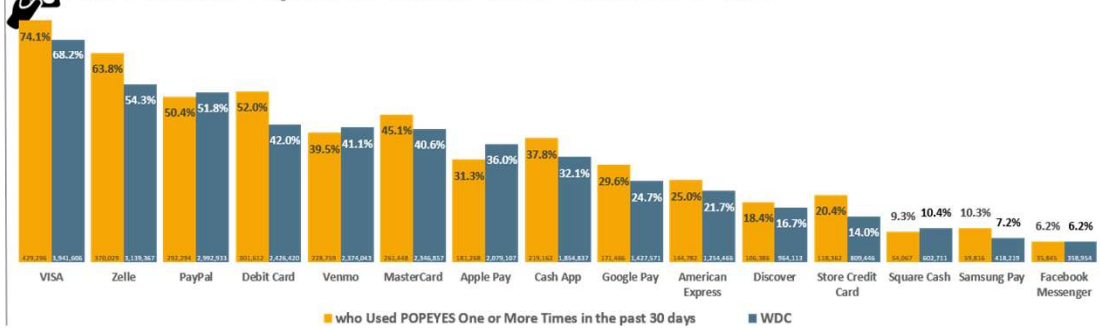
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

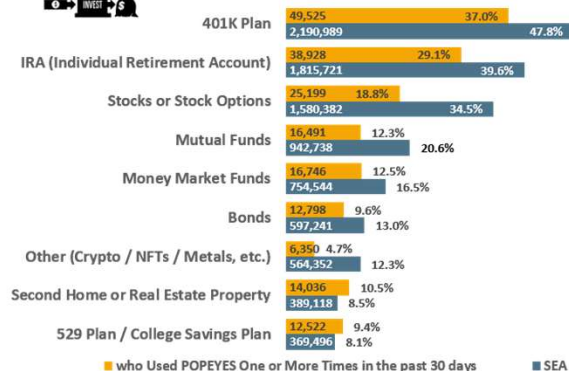




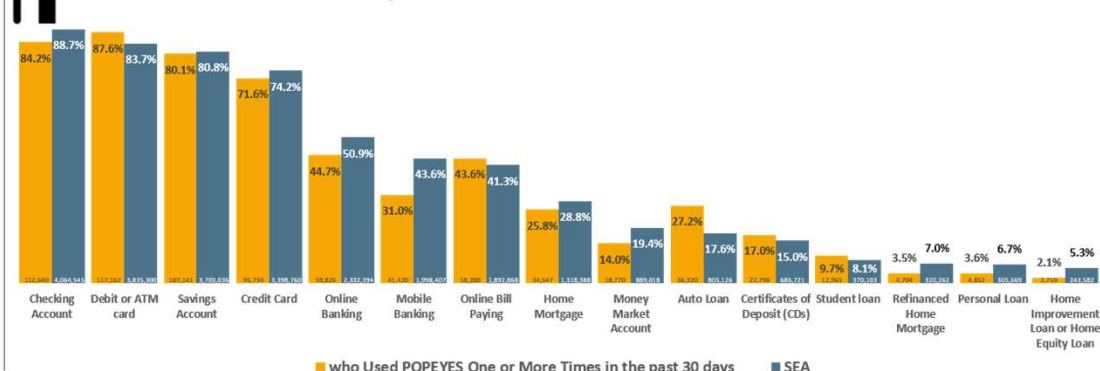
2.9% or 133,724 of SEA DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 22.6% less likely to have a 401K, 54.5% more likely to have an Auto Loan, 28.1% less likely to Invest/Trade Stocks Online, 23.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



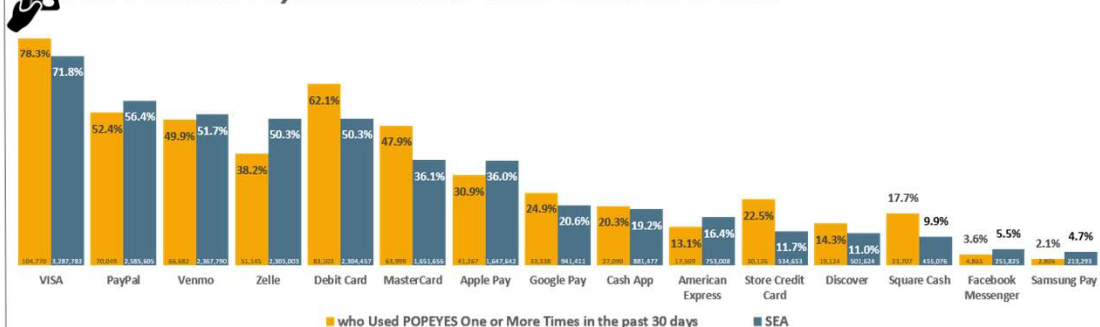
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

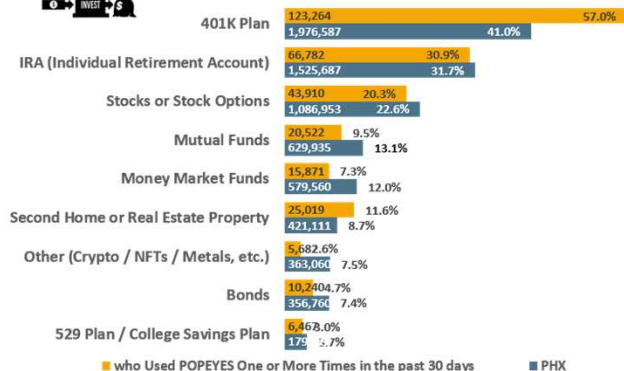




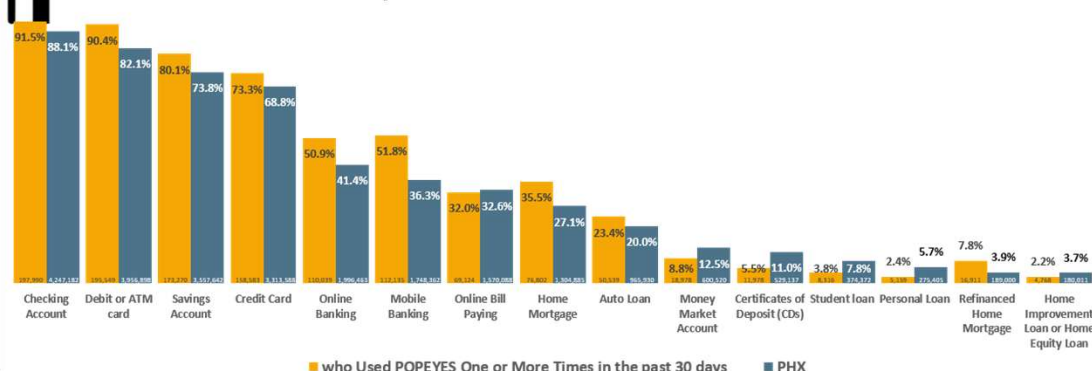
4.5% or 216,339 of PHX DMA Adults 18 or older Used POPEYES One or More Times in the past 30 days. Adults 18 or older who Used POPEYES One or More Times in the past 30 days are 38.9% more likely to have a 401K, 16.5% more likely to have an Auto Loan, 15.7% more likely to Invest/Trade Stocks Online, 52.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



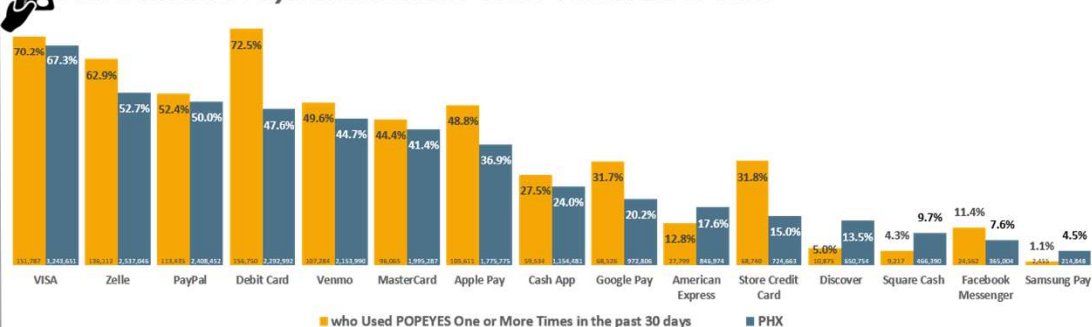
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



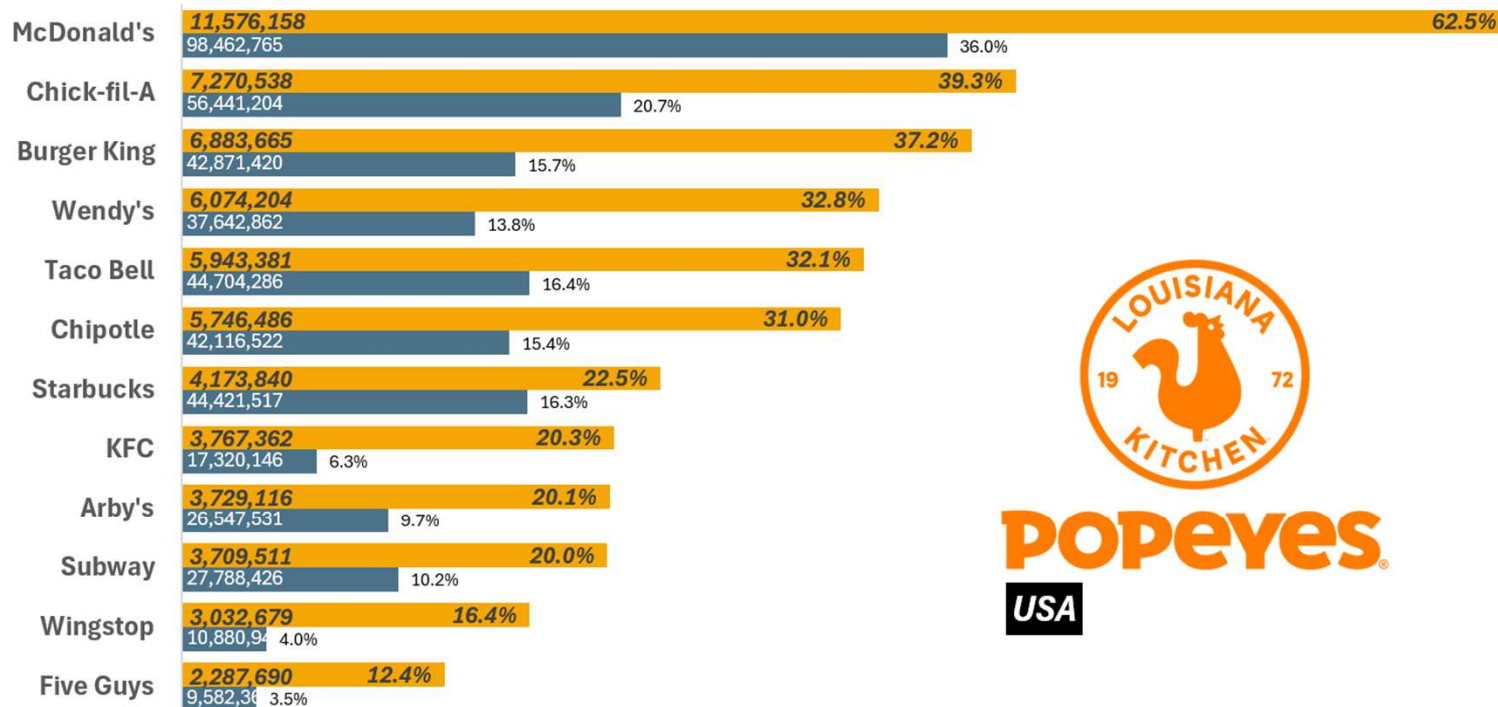
Past 3-Months Payment Methods Used: Adults 18 or older





"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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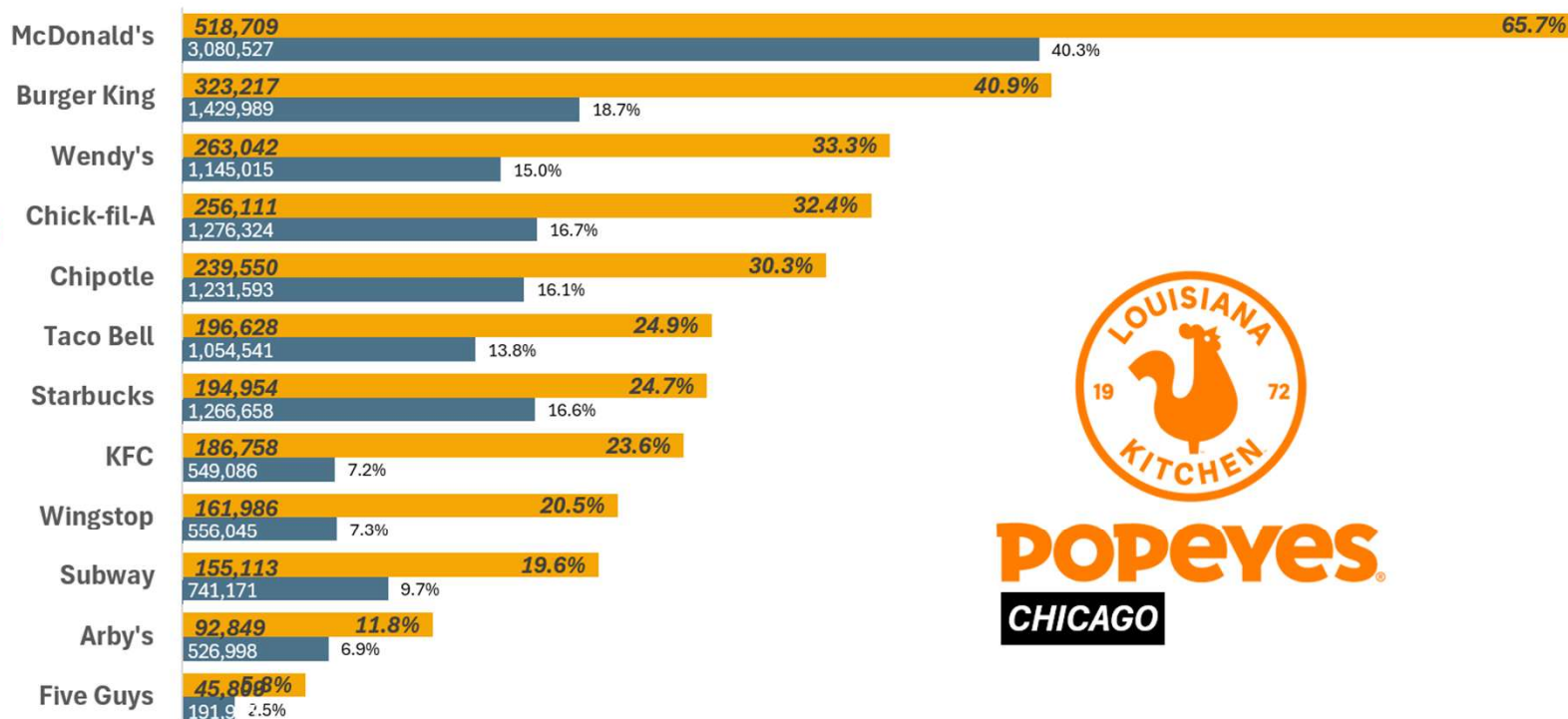
soefa.ai Share of Everything for Anything

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)



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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 452
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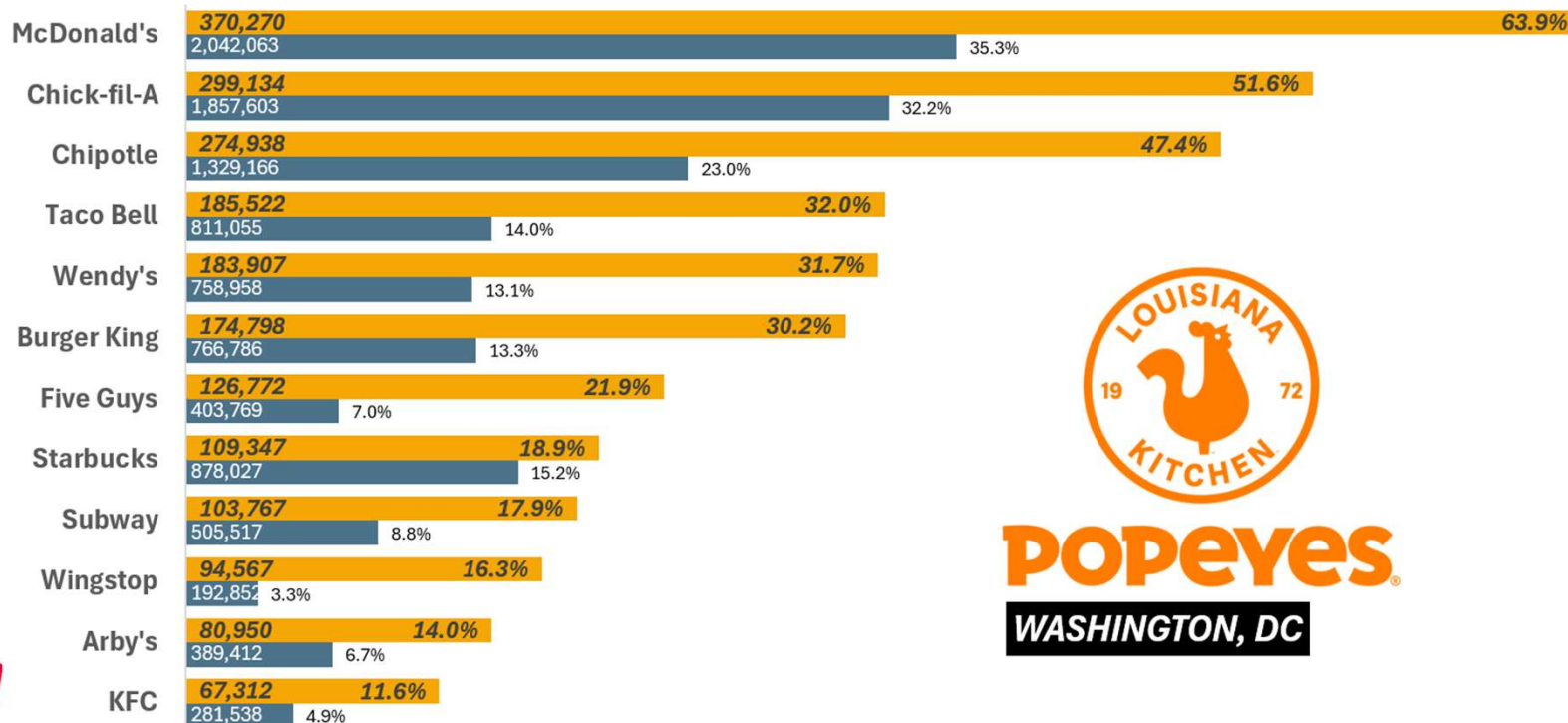
soefa.ai Share of Everything for Anything ®

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
WASHINGTON, DC



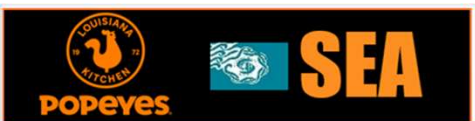
■ P18+ who used POPEYES LOUISIANA KITCHEN One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ WASHINGTON, DC (Other QSRs used One or More Times past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 665
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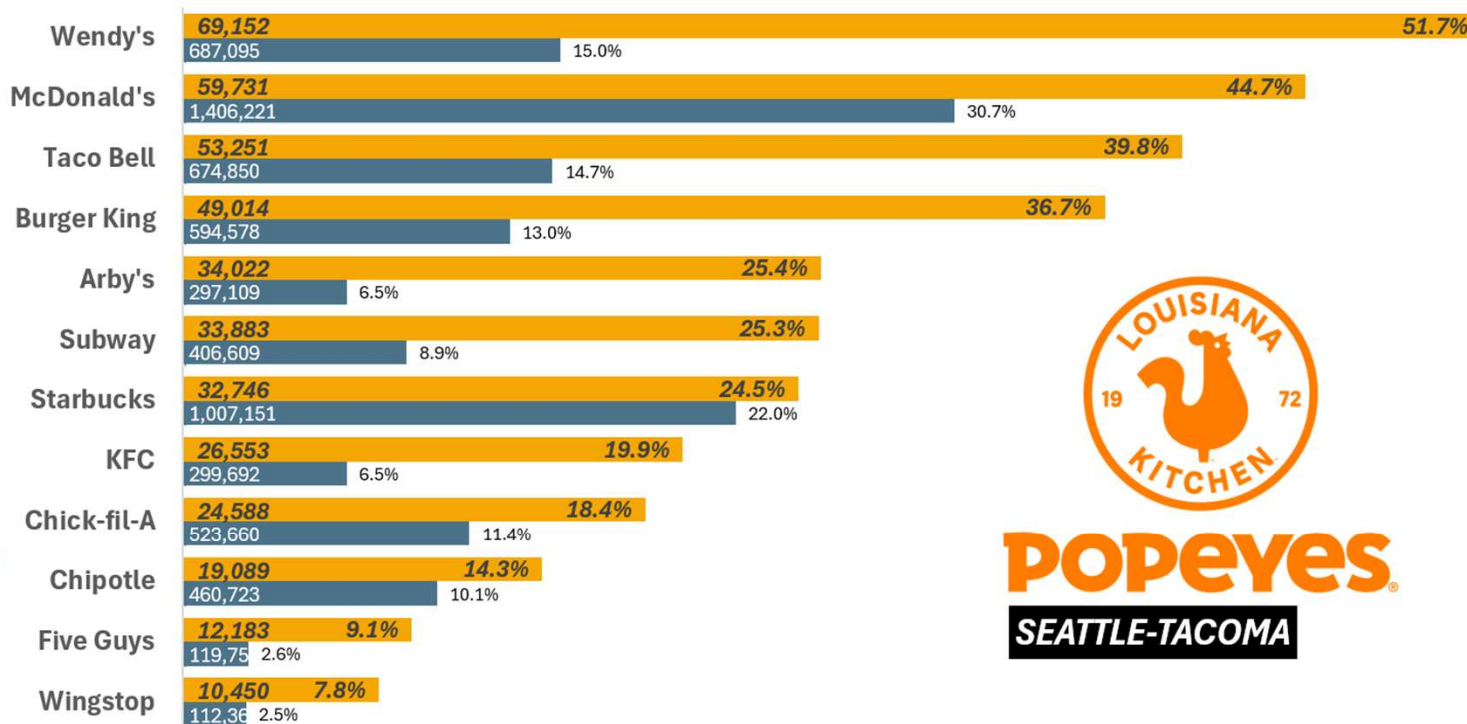
soefa.ai Share of Everything
for Anything ®

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+ SEATTLE-TACOMA (Other QSRs used One or More Times past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 129

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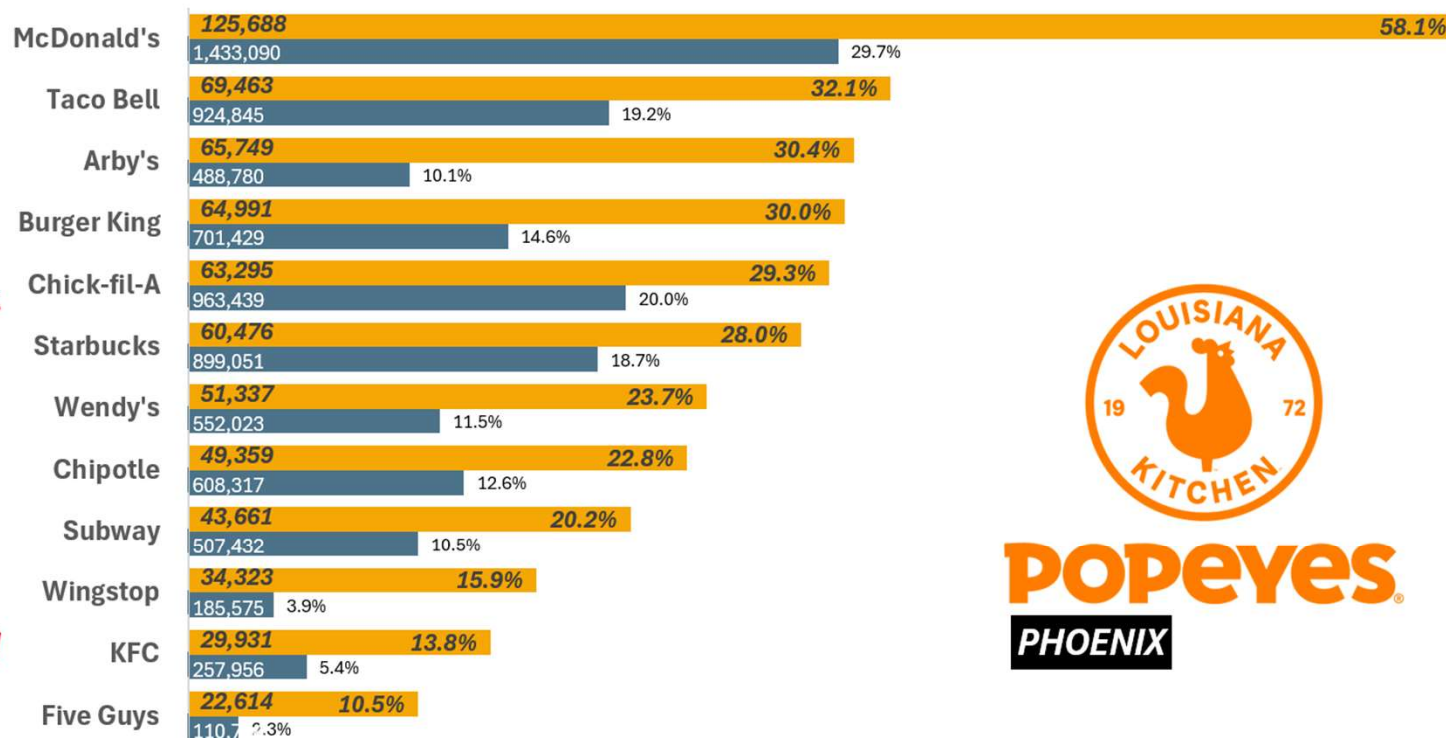
soefa.ai Share of Everything for Anything ®

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+ PHOENIX (Other QSRs used One or More Times past 30 days)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 124
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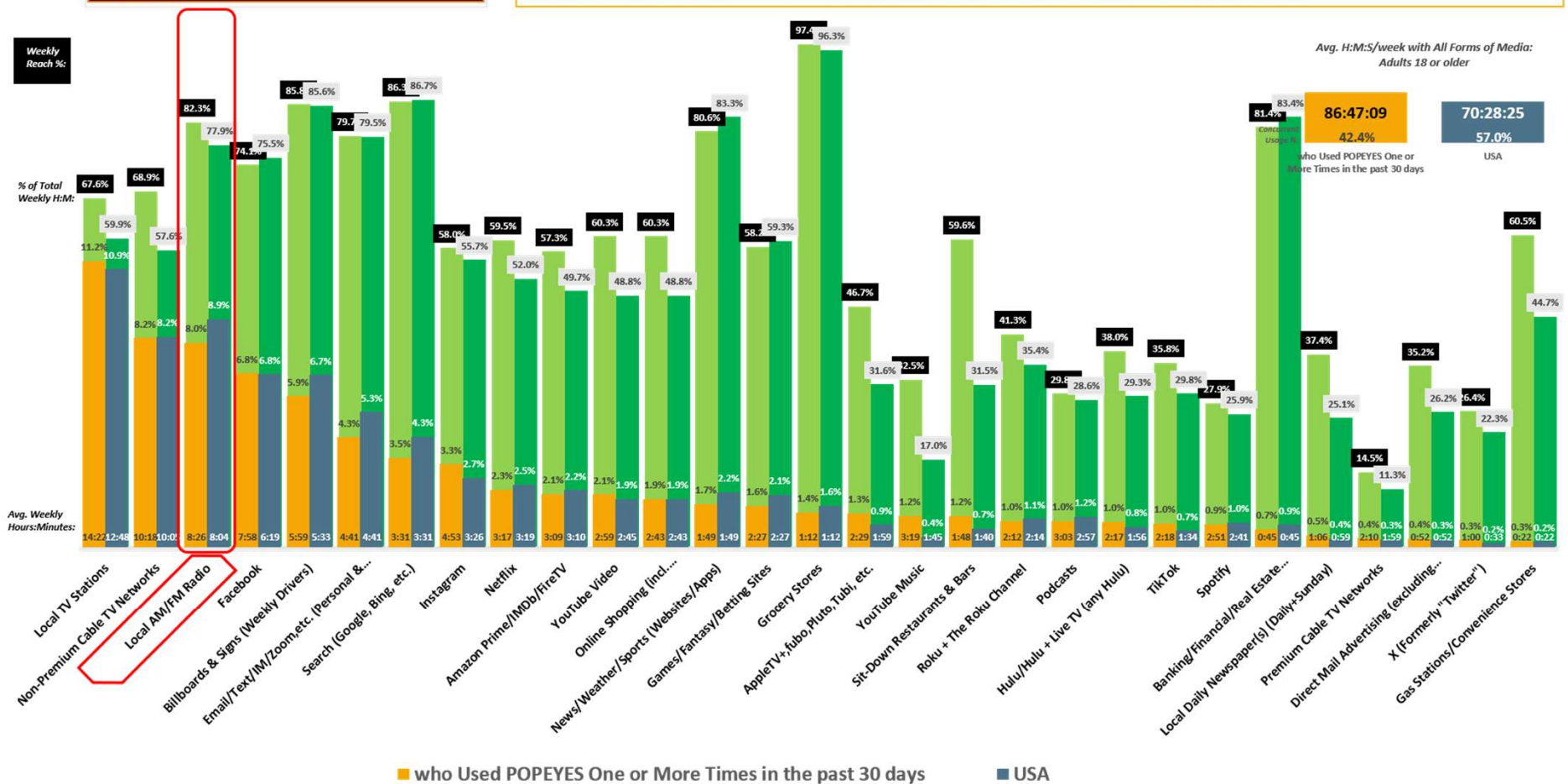


soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

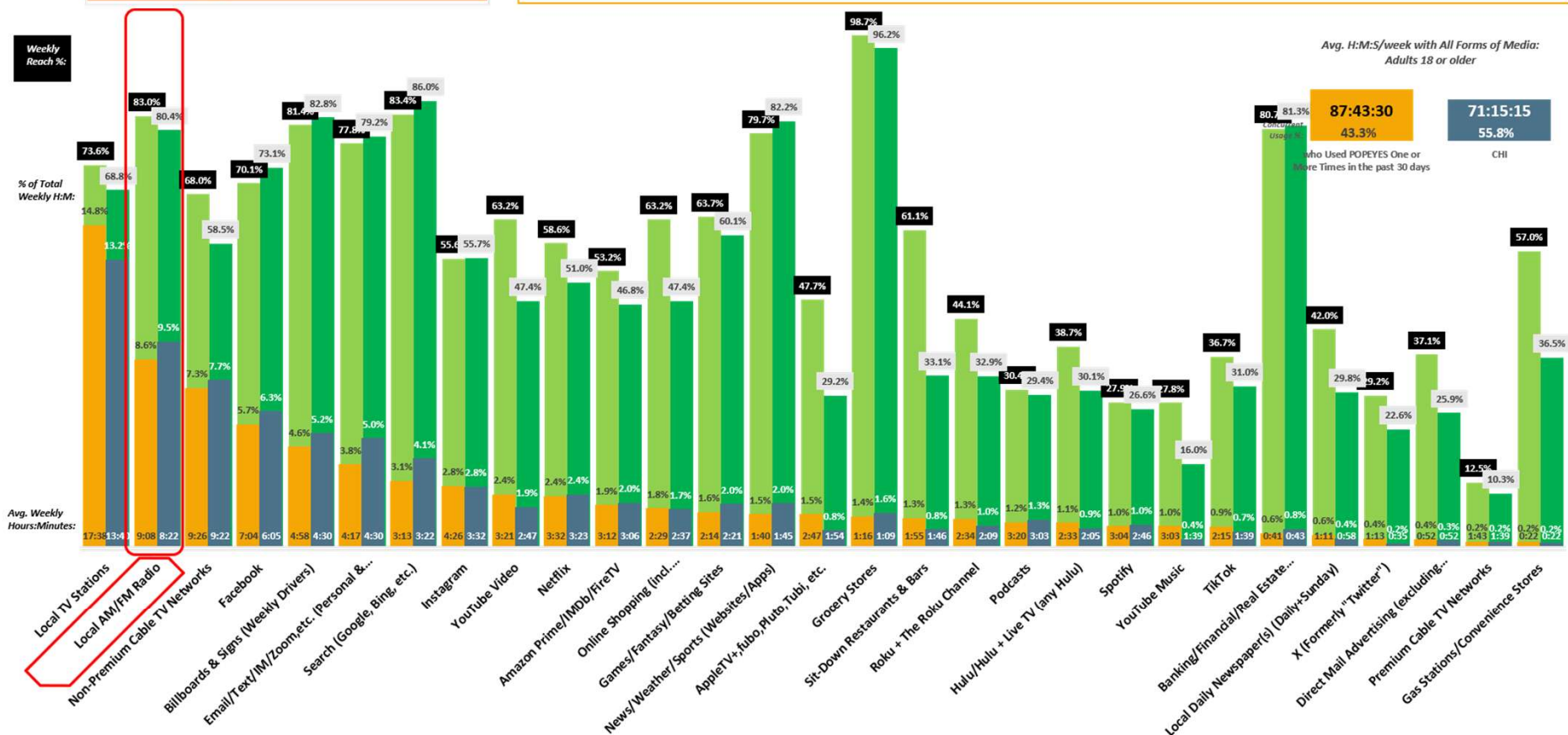


Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 14 hours, 47 minutes and 9 seconds each week with All Forms of Media.
 82.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 8 hours and 26 minutes each 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 3 days, 15 hours, 43 minutes and 30 seconds each week with All Forms of Media.
 83.0% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 9 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.

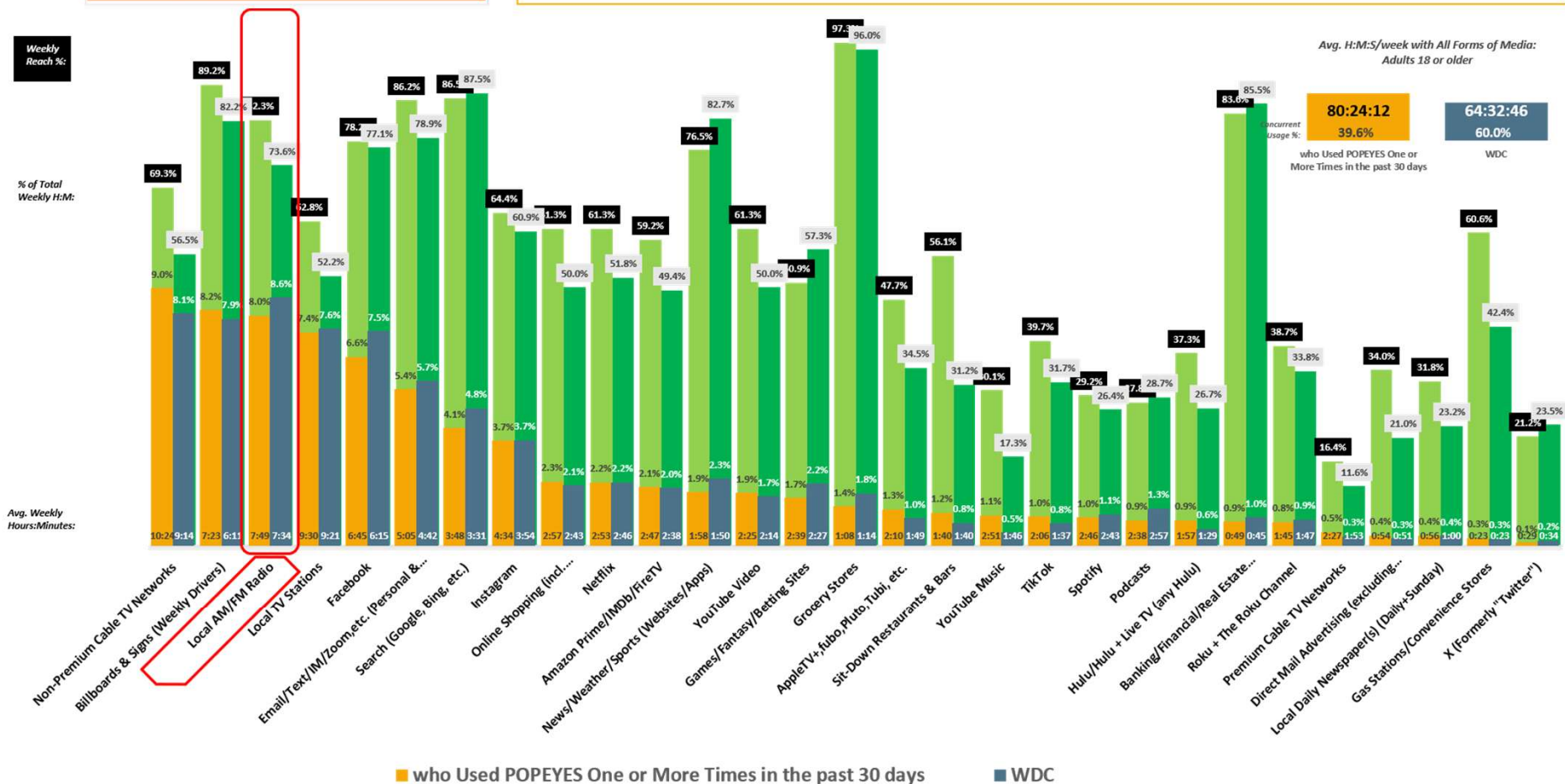


■ who Used POPEYES One or More Times in the past 30 days ■ CHI



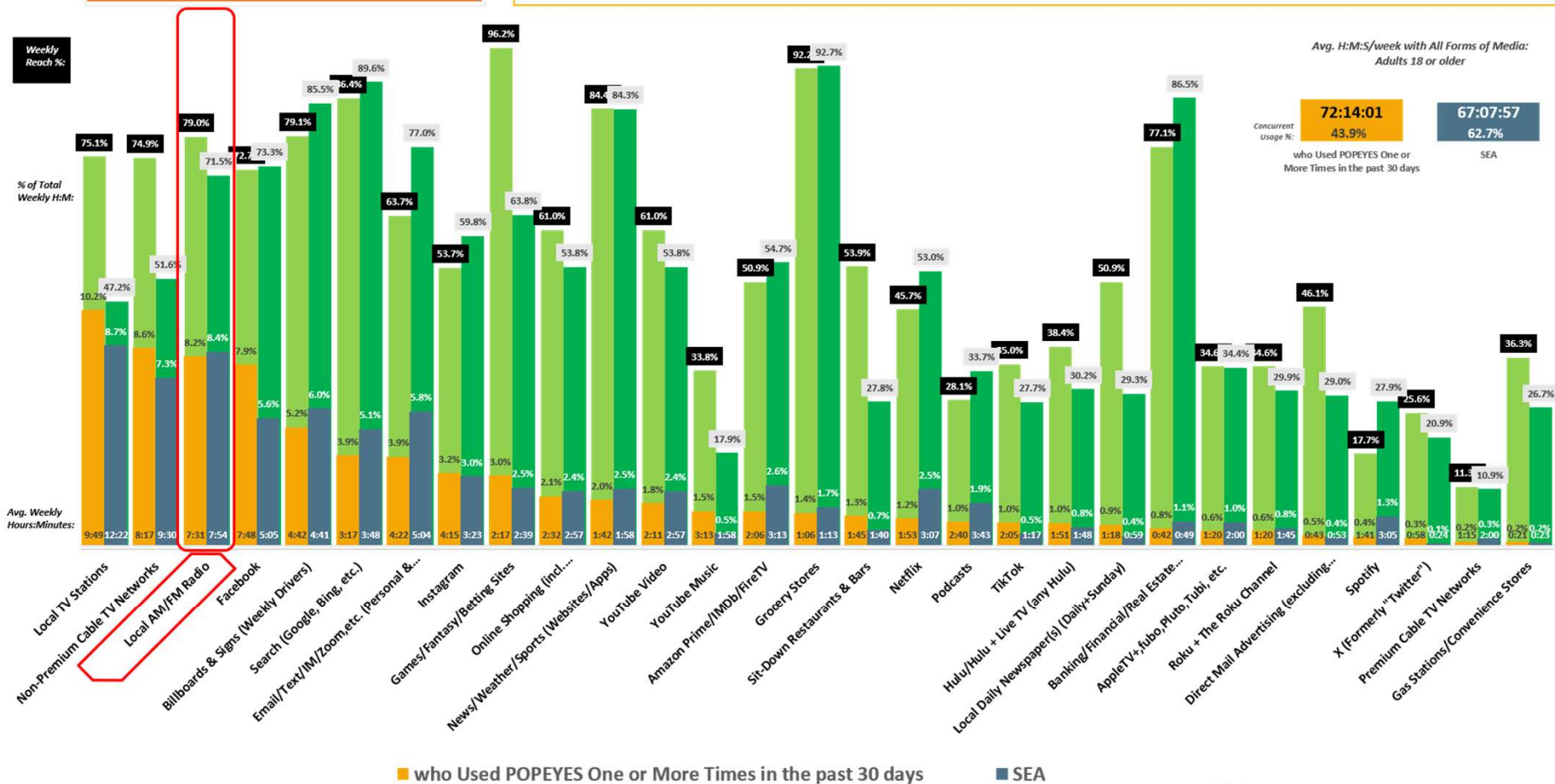
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 8 hours, 24 minutes and 12 seconds each week with All Forms of Media.

82.3% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.





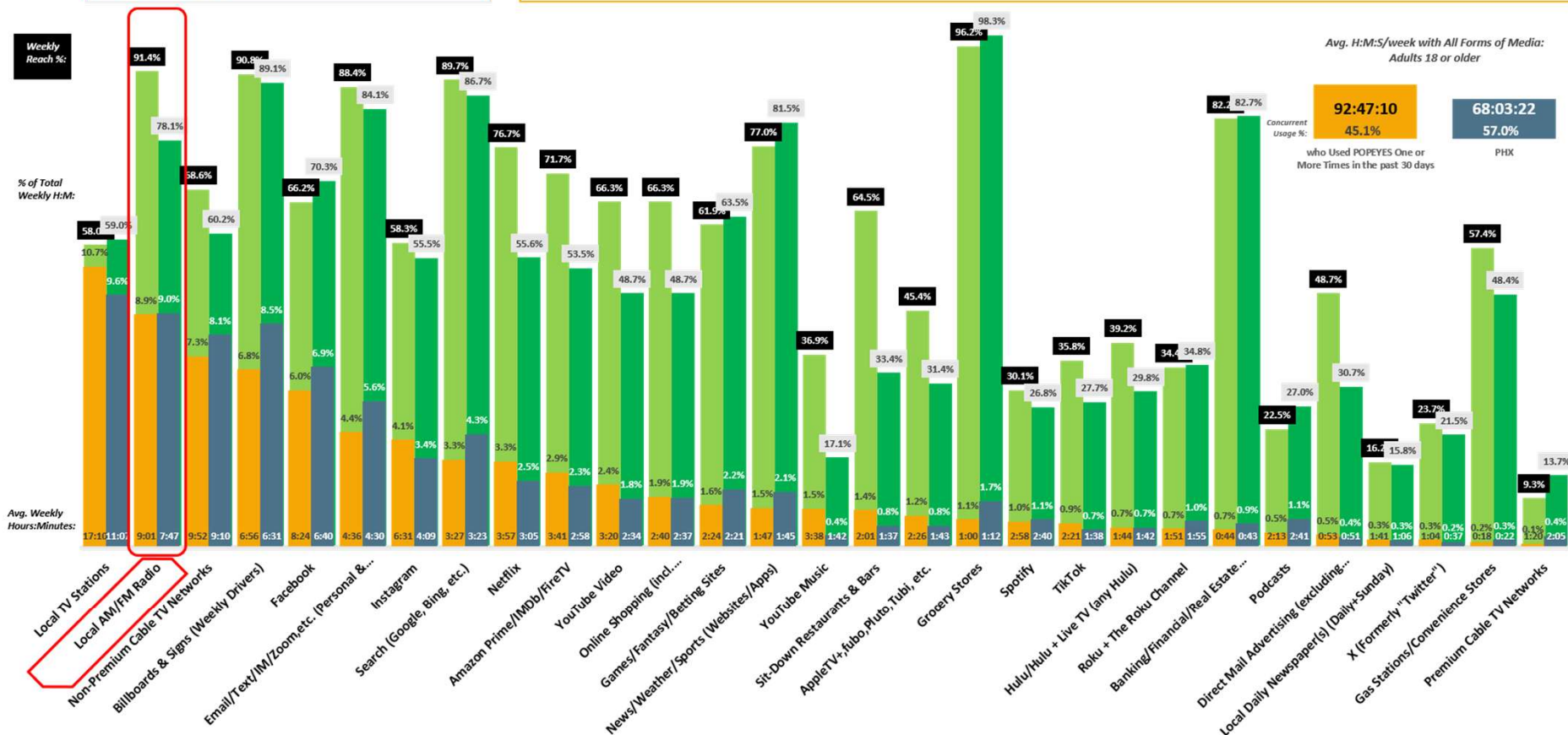
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 0 hours, 14 minutes and 1 seconds each week with All Forms of Media.
 79.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 8.2% 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, 20 hours, 47 minutes and 10 seconds each week with All Forms of Media.

91.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.

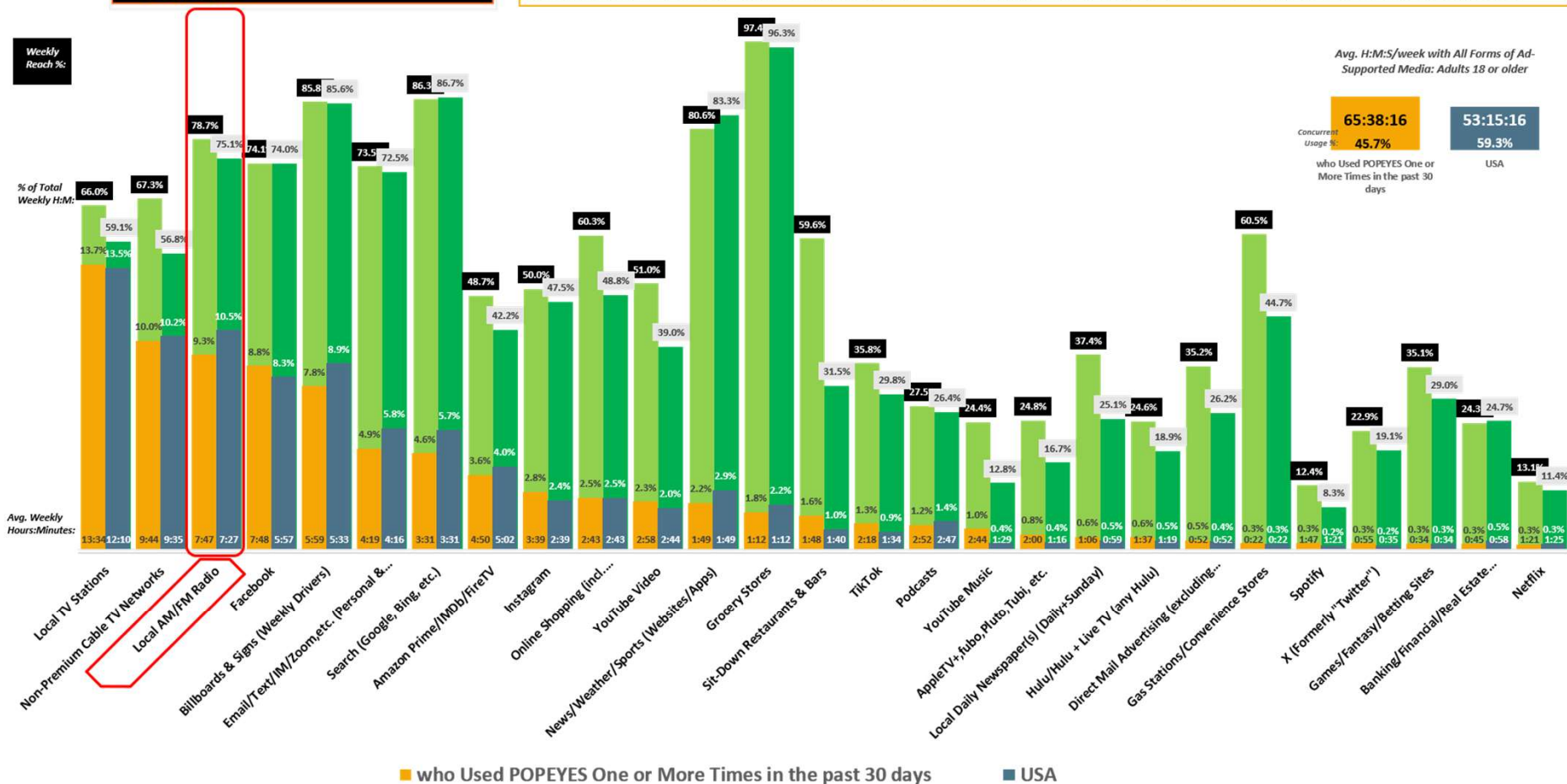


■ who Used POPEYES One or More Times in the past 30 days ■ PHX



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.

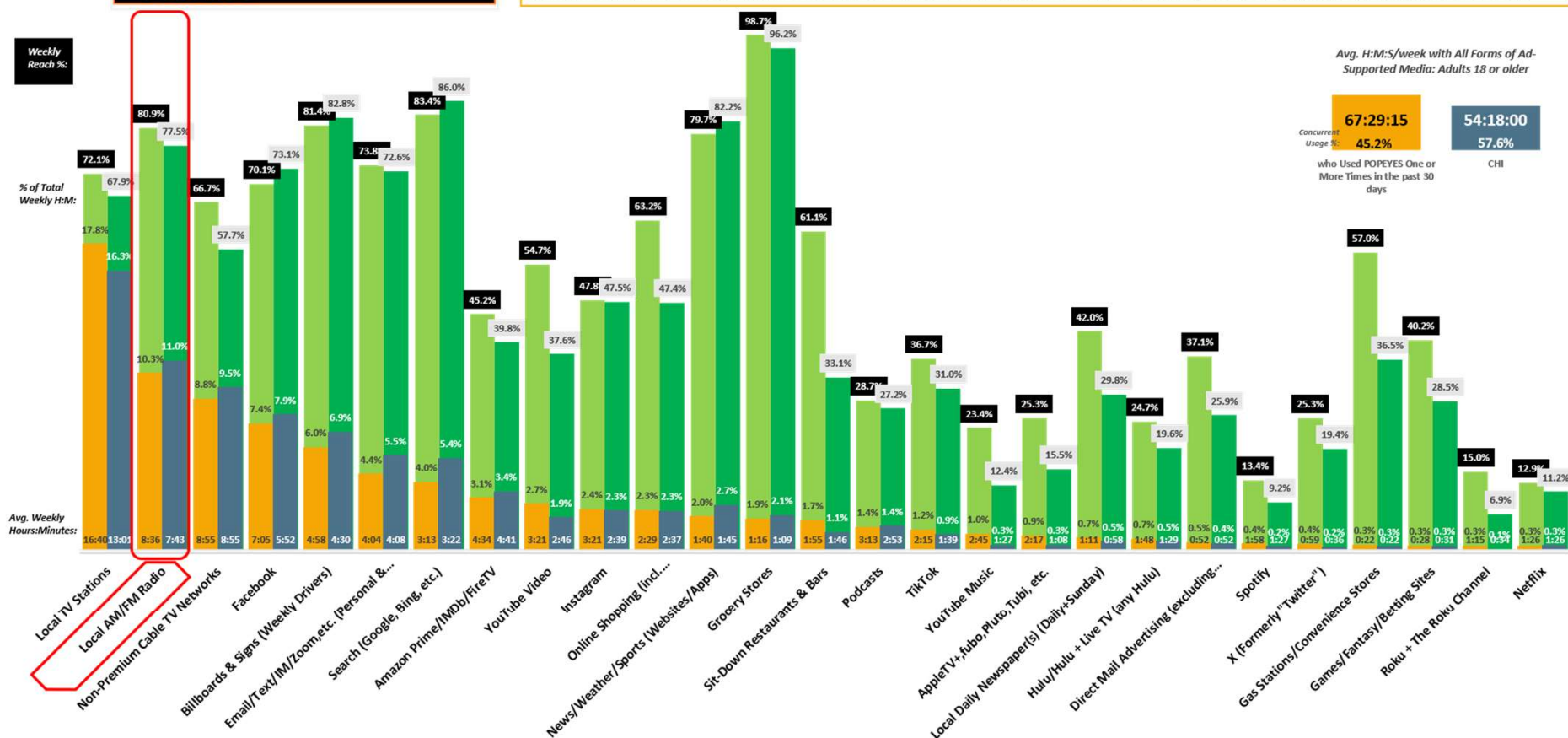
78.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 2 days, 19 hours, 29 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

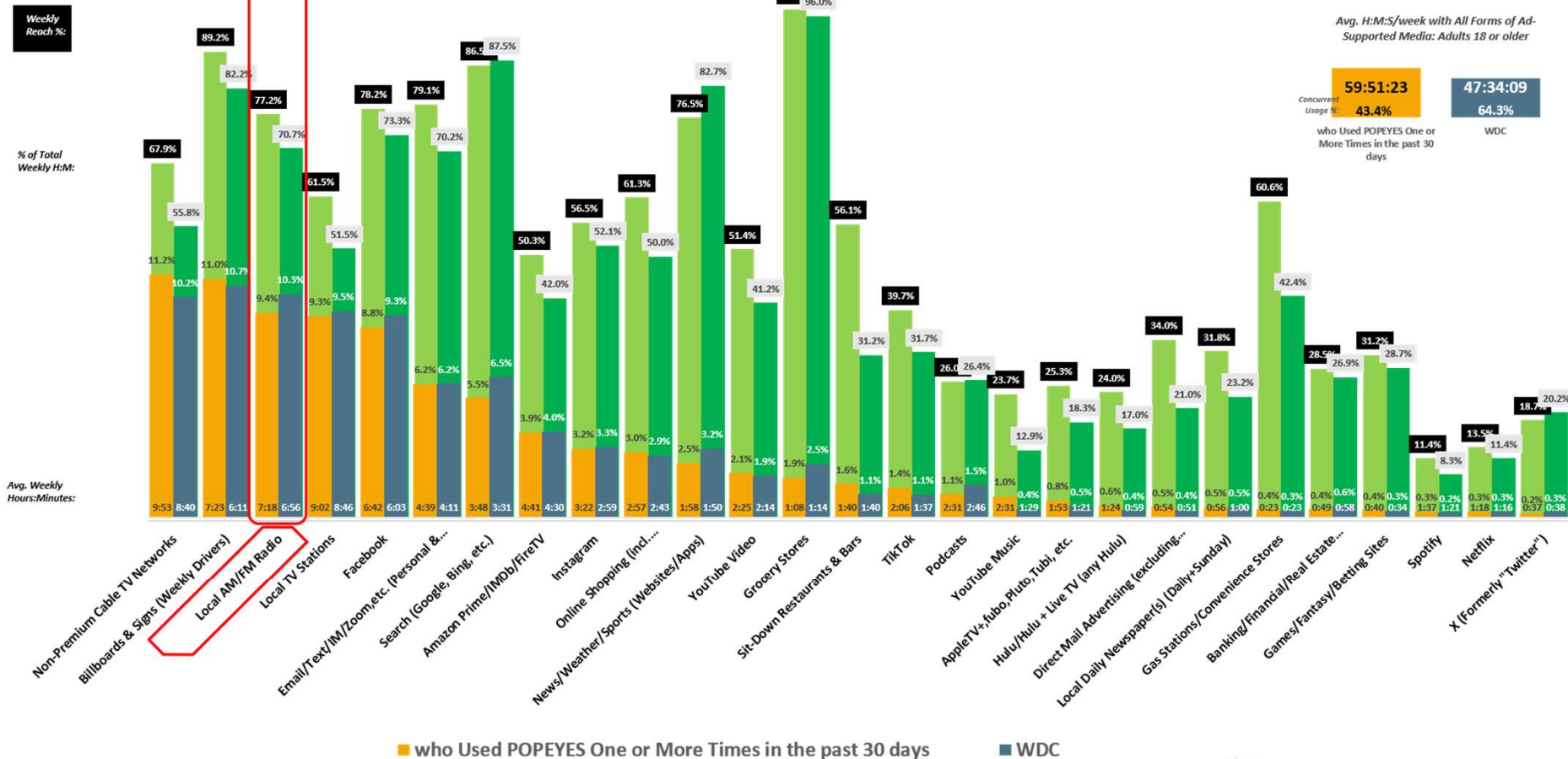
80.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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



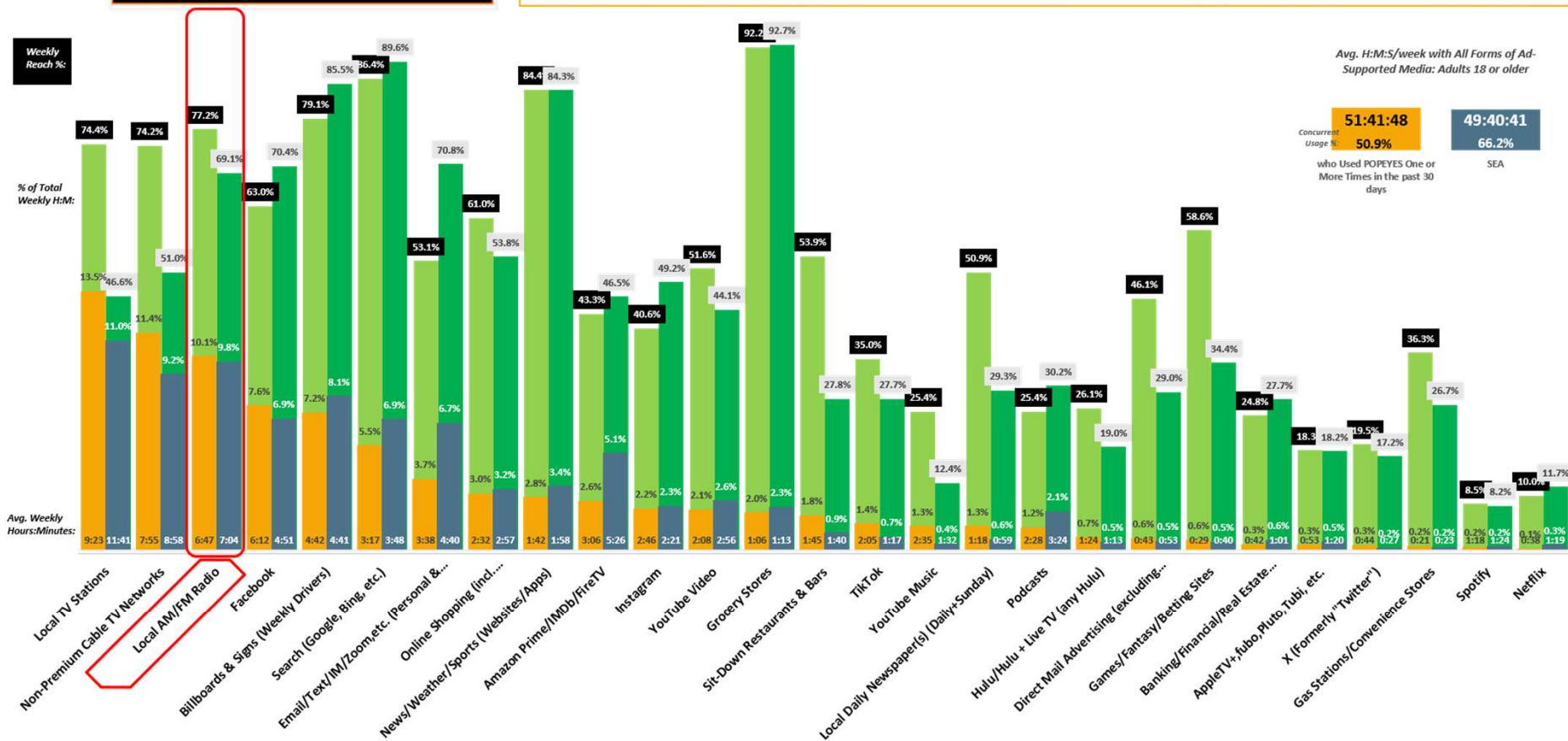
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 2 days, 11 hours, 51 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% 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, 3 hours, 41 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.

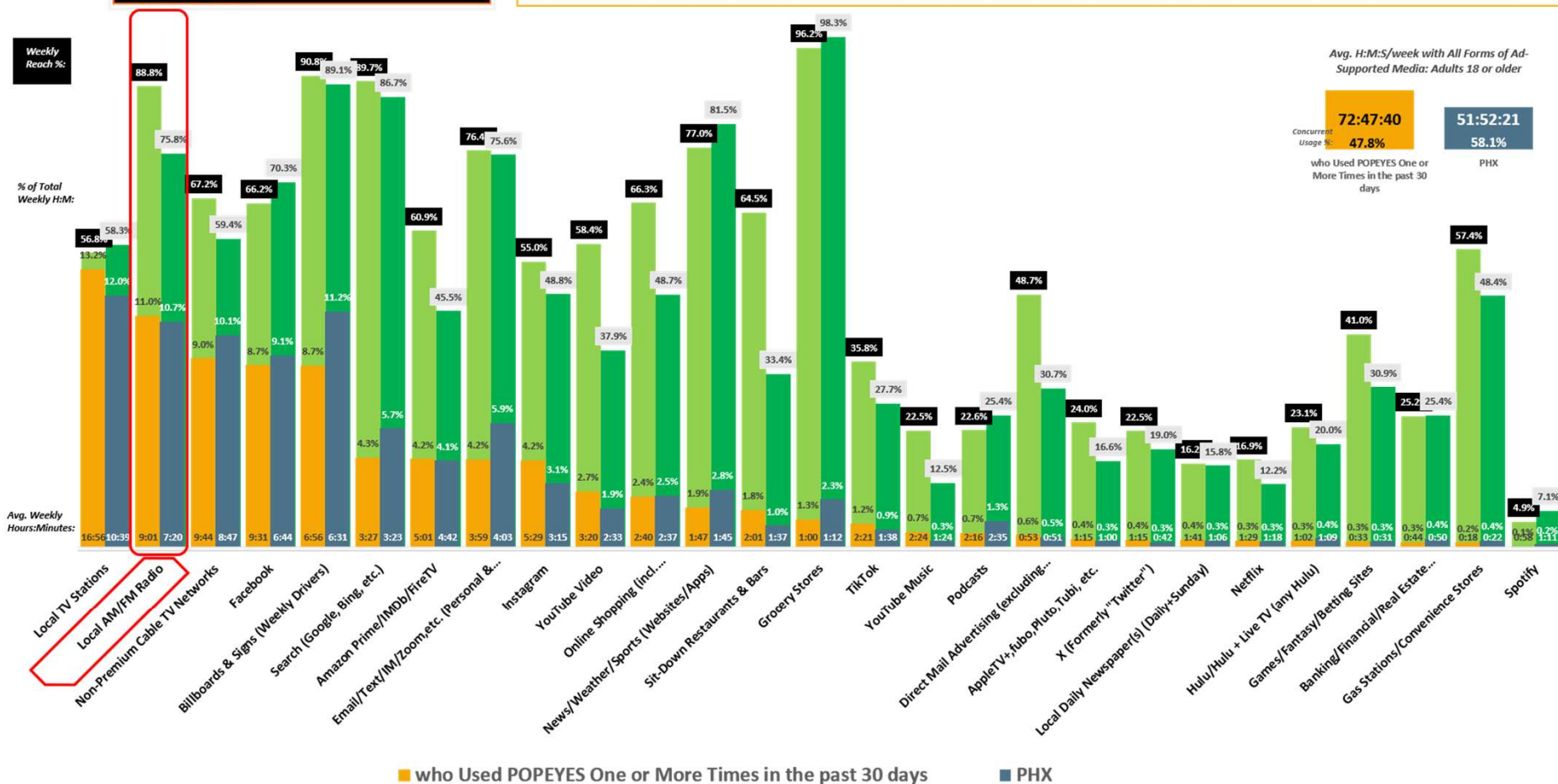


■ who Used POPEYES One or More Times in the past 30 days ■ SEA



Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 3 days, 0 hours, 47 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

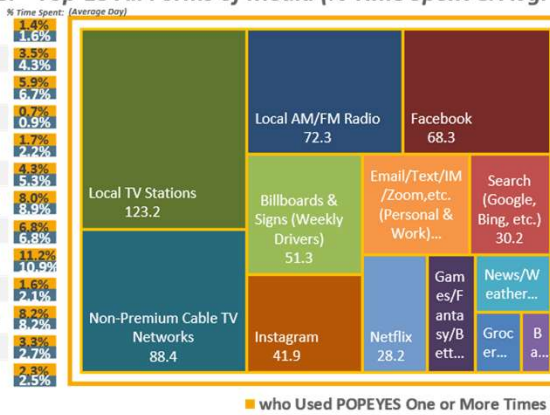
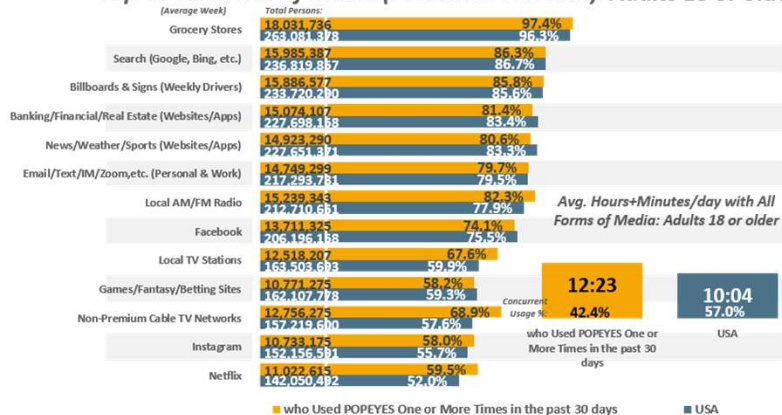
88.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an avg. of 9 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.





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.)

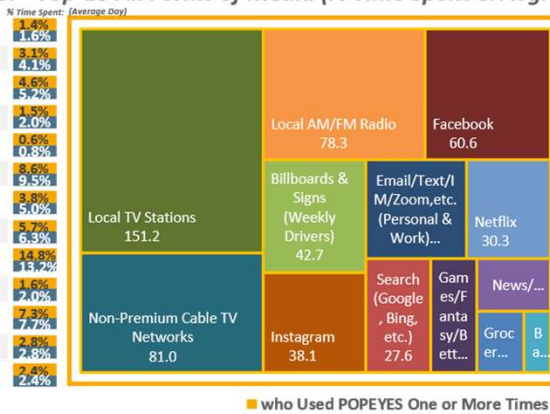
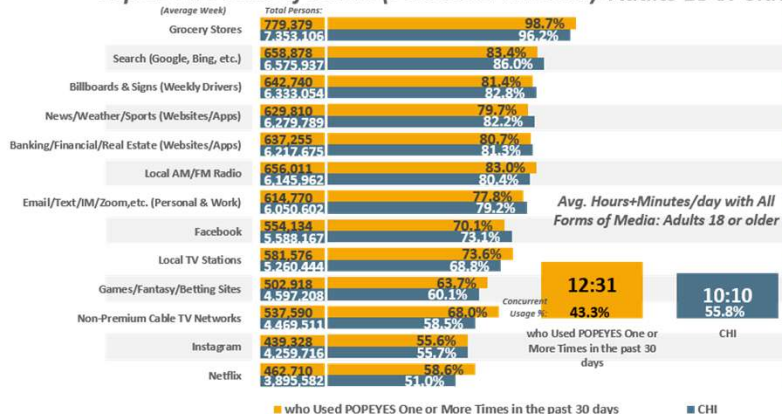
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 9 hours and 38 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 73.8 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

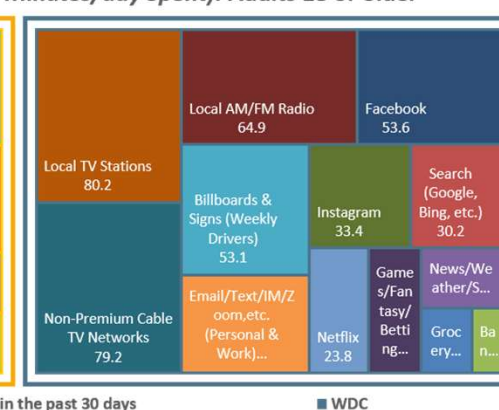
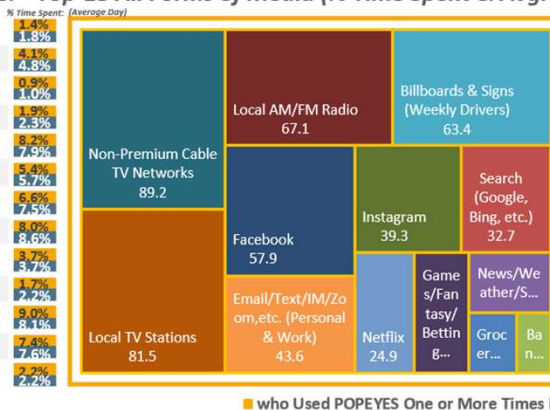
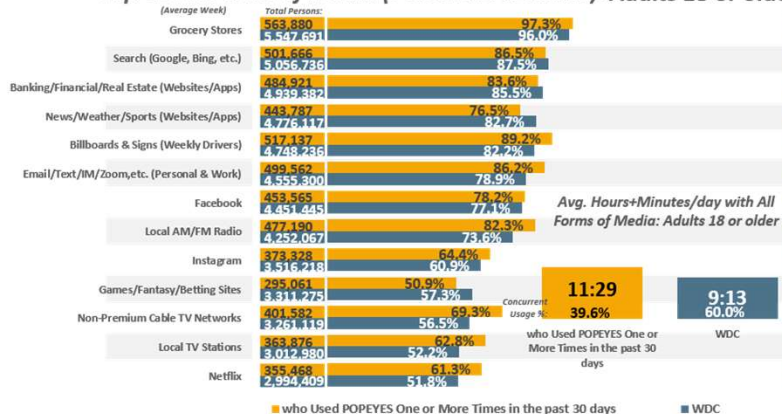
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



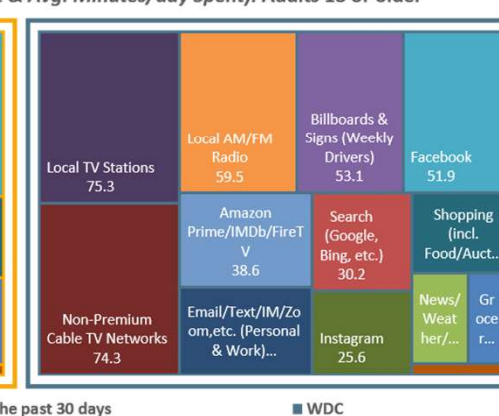
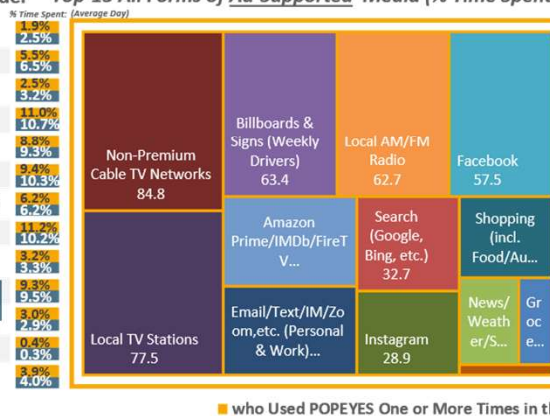
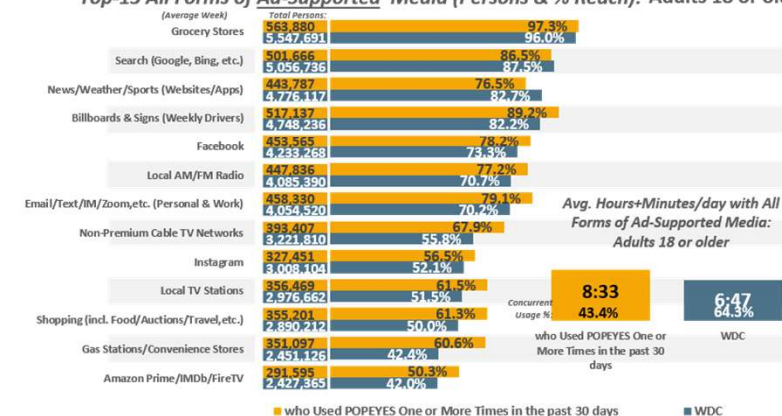


Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 62.7 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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**



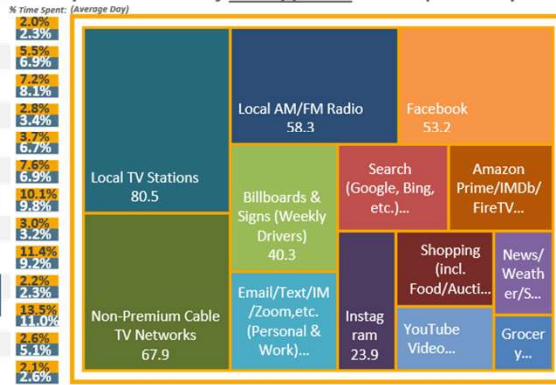


(Average Week)	Total Persons:	Concurrent Usage %	who used POPEYES One or More times in the past 30 days	SEA
Grocery Stores	123,235 92.5% 92.2%	92.2%		
Search (Google, Bing, etc.)	118,518 107.055% 89.6%	89.6%		
al/Real Estate (Websites/Apps)	103,040 49.6% 77.1%	77.1%		
boards & Signs (Weekly Drivers)	105,765 9.14% 79.1%	79.1%		
Weather/Sports (Websites/Apps)	112,874 8.35% 84.4%	84.4%		
/Zoom,etc. (Personal & Work)	85,248 8.35% 63.7%	63.7%		
Facebook	97,480 8.35% 72.8%	72.8%		
Local AM/FM Radio	105,589 8.27% 71.5%	71.5%		
Games/Fantasy/Betting Sites	128,638 2.92% 65.8%	65.8%		
Instagram	71,743 2.74% 53.7%	53.7%		
Amazon Prime/IMDb/FireTV	68,128 2.50% 50.9%	50.9%		
YouTube Video	81,511 2.45% 61.0%	61.0%		
ncd. Food/Auctions/Travel,etc.)	81,511 2.46% 61.0%	61.0%		



Local AM/FM Radio 67.8	Email/Text/IM/Zoom, etc. (Personal & Work) 43.5		Billboards & Signs (Weekly Drivers) 40.2	Search (Google, Bing, etc.) 32.7
	Instagram 29.0	Shopping (incl. Food/Auctions/Travel, etc...)		Games/Fantasy/Betting Sites 22.7
Facebook 43.6	Amazon Prime/IMDb/FireTV 27.6		YouTube Video 25.3	News/Weather/Sports (Webs...)
				Grocery Stores... Banking/Finance...

(Average Week)	Total Persons:	Percentage
Grocery Stores	123,233	92.2%
Search (Google, Bing, etc.)	118,815	89.6%
Billboards & Signs (Weekly Drivers)	105,755	79.1%
News/Weather/Sports (Websites/Apps)	112,874	84.3%
Video/IM/Zoom, etc. (Personal & Work)	70,949	53.1%
Facebook	84,301	63.0%
Local AM/FM Radio	108,278	81.4%
Streaming (incl. Food/Auctions/Travel, etc.)	81,511	61.0%
Non-Premium Cable TV Networks	99,170	74.2%
Instagram	54,350	40.6%
Local TV Stations	99,526	74.2%
Amazon Prime/IMDb/FireTV	57,900	43.3%
YouTube Video	68,064	51.6%

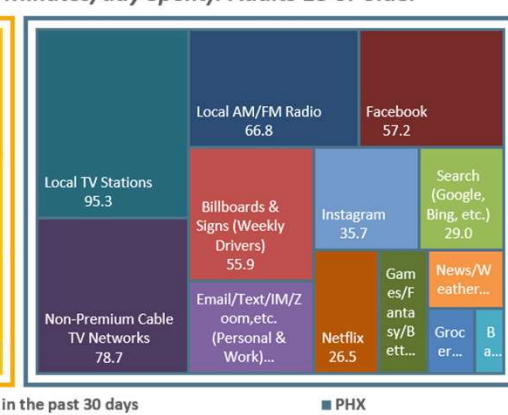
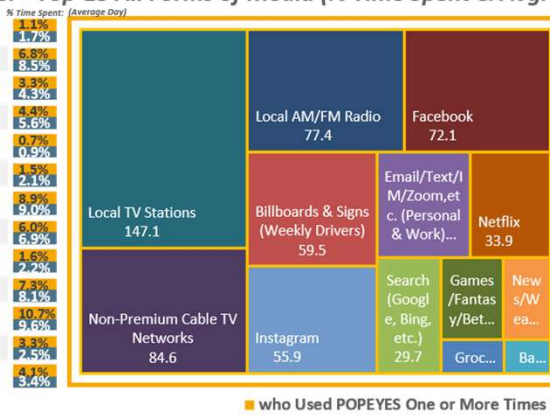
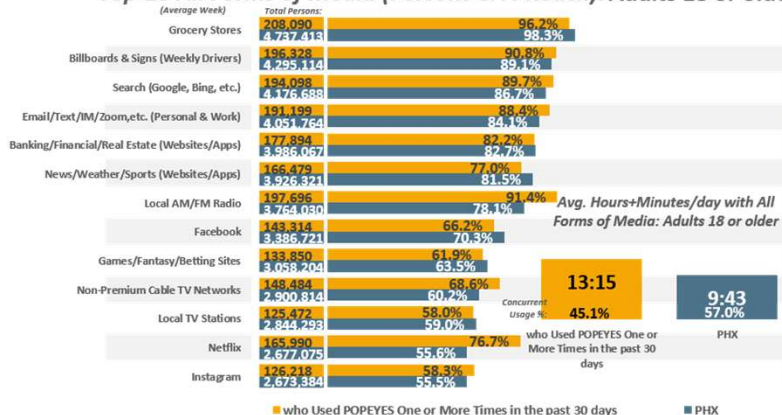


Local TV Stations 100.2	Local AM/FM Radio 60.7		Amazon Prime/IMDb/FireTV 46.6		
	Facebook 41.6	Email/Text/IM/ Zoom, etc. (Personal & Work)...	Search (Google, Bing, etc.) 32.7		
		Billboards & Signs (Weekly Drivers) 40.2	Shopping (Incl. Food/Auctio...	Instagram 20.2	New s/W eath er/...
			YouTube Video...	Groce...	
Non-Premium Cable TV Networks 76.9					

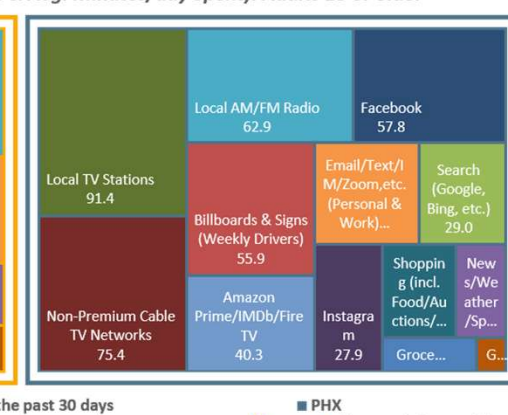
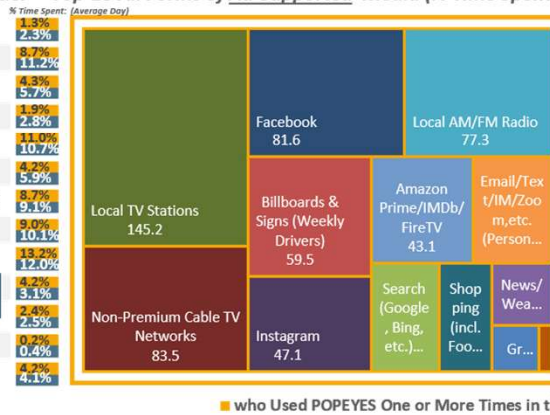
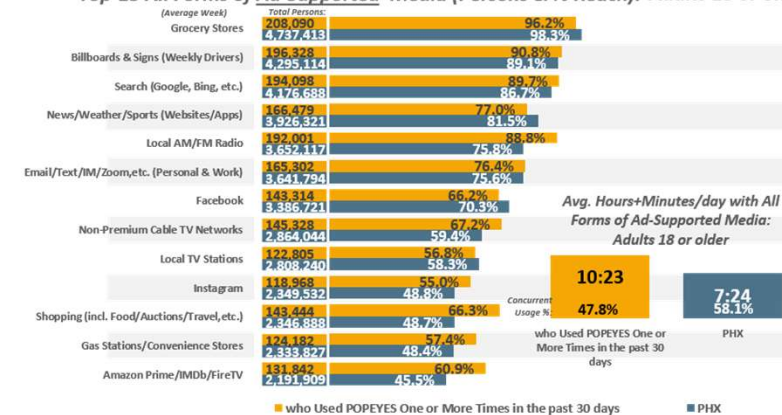


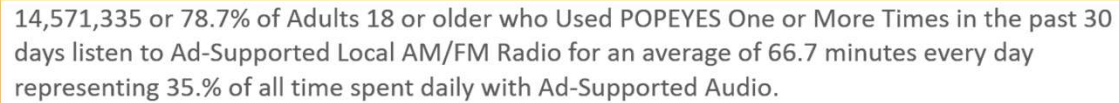
Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 10 hours and 23 minutes each day with All Forms of Ad-Supported Media. 88.8% listen to Local AM/FM Radio for an avg. of 77.3 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

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**

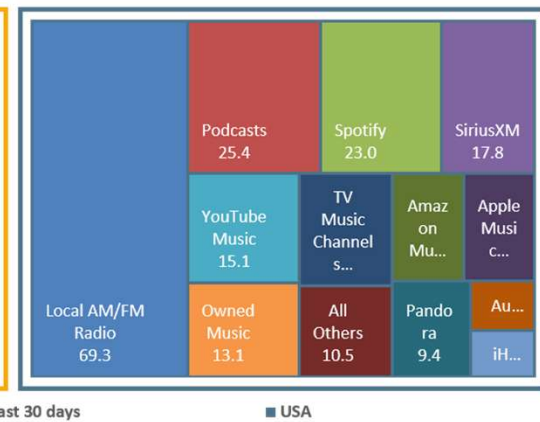
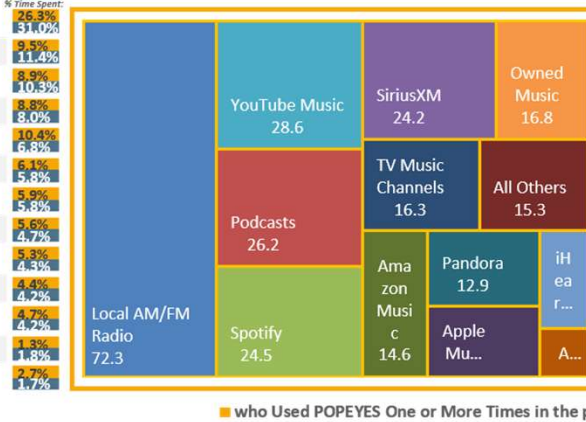


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

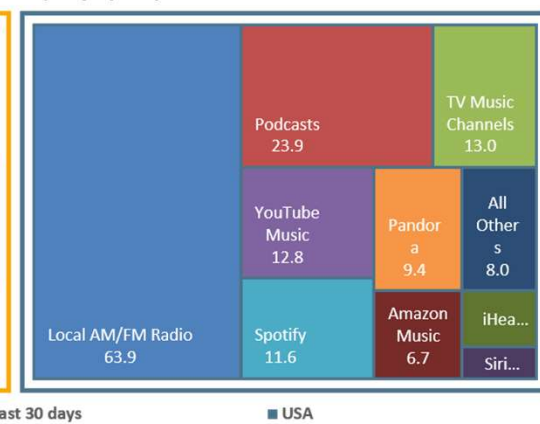
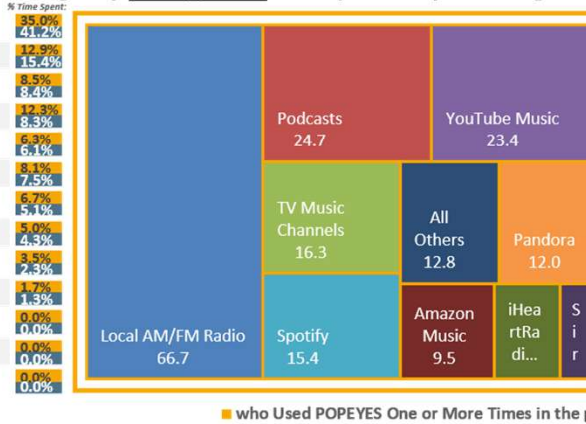




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



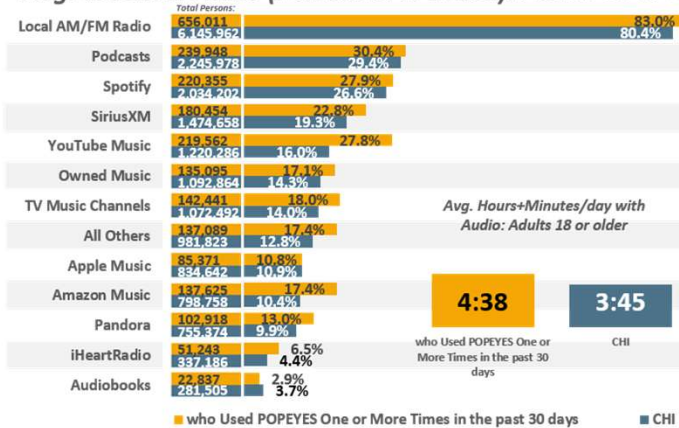
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for Anything ©

Quick service restaurants used past 30 days: Popeyes

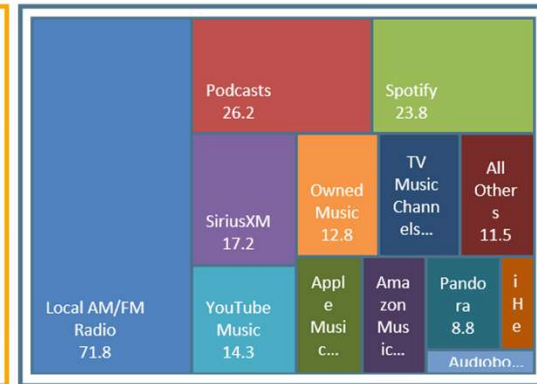
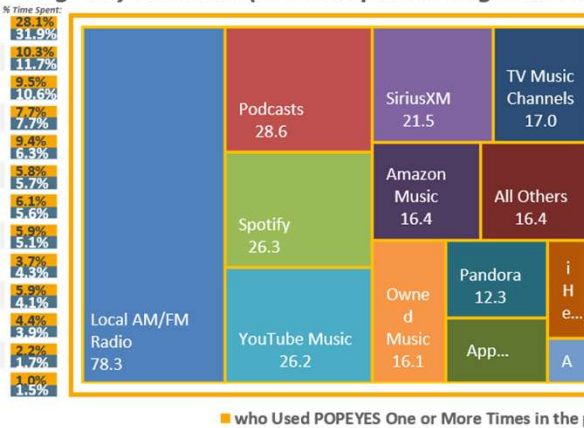


638,814 or 80.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

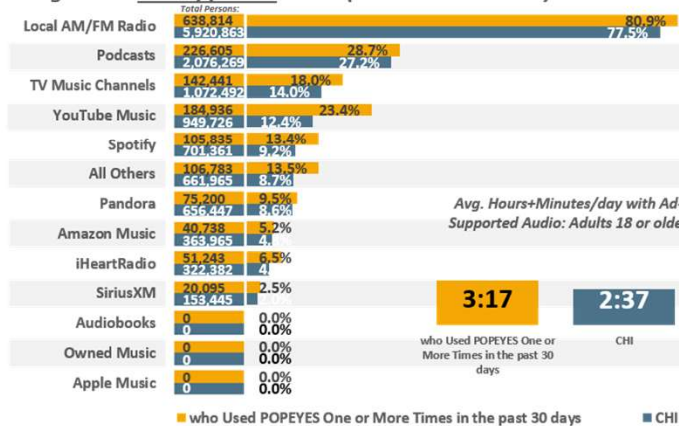
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



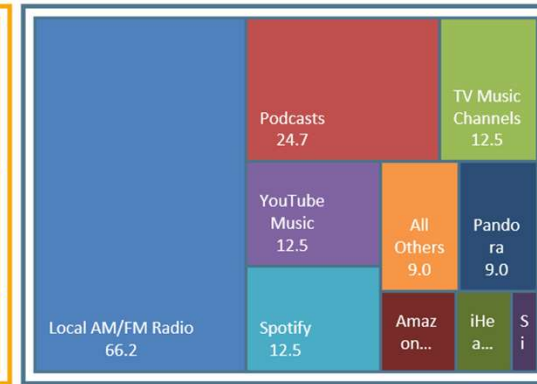
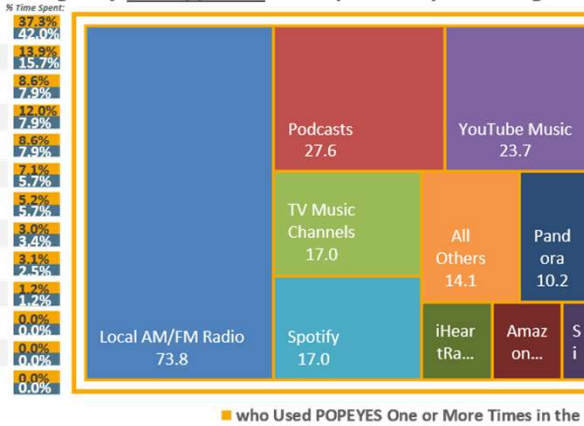
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



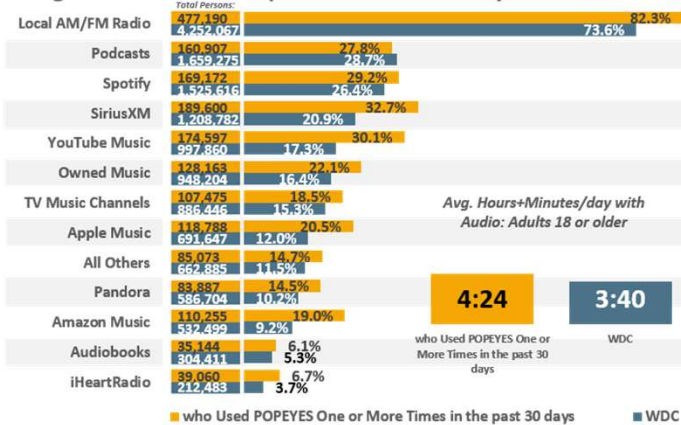
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



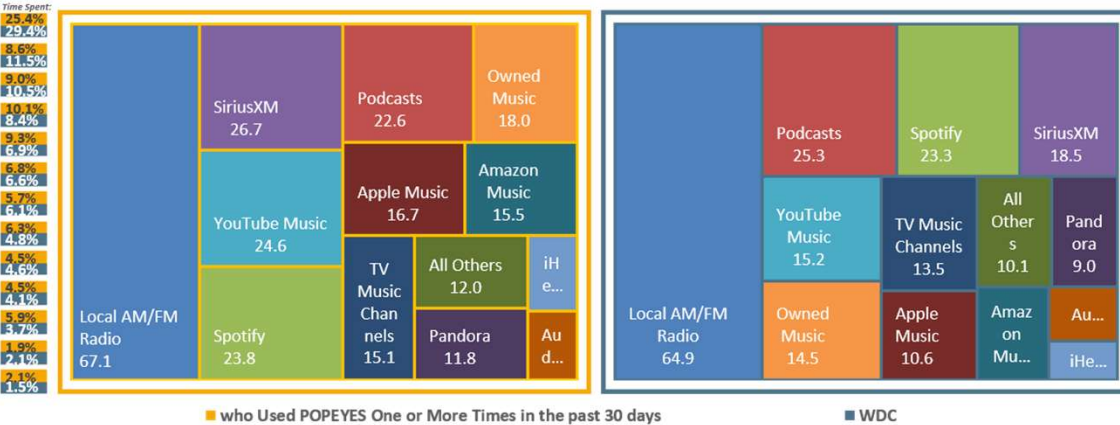


447,836 or 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

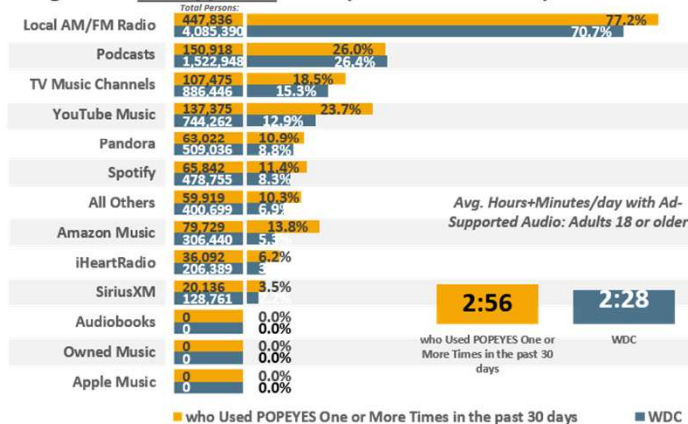
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



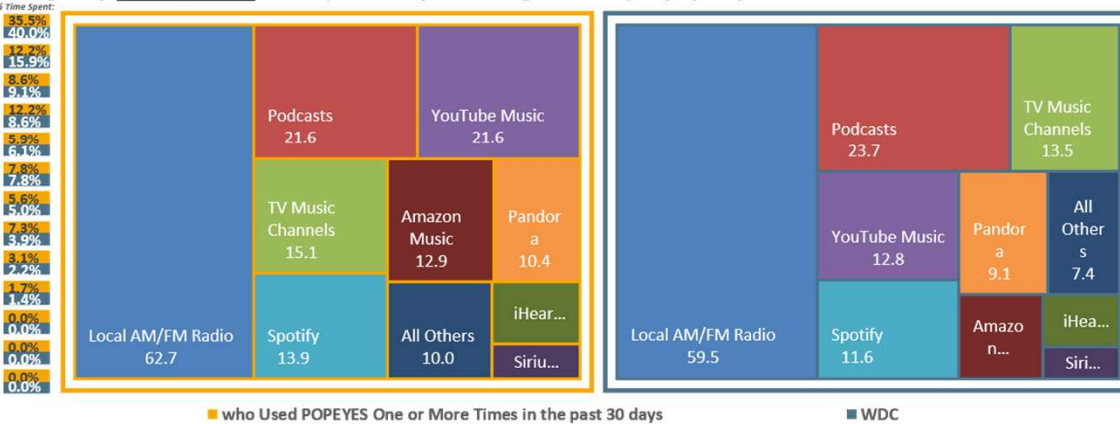
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



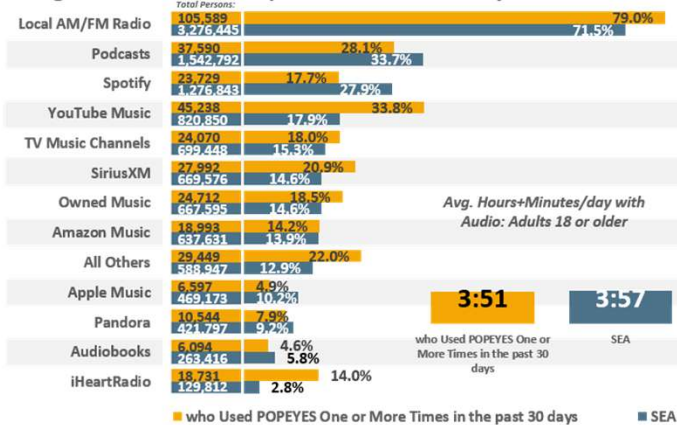
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



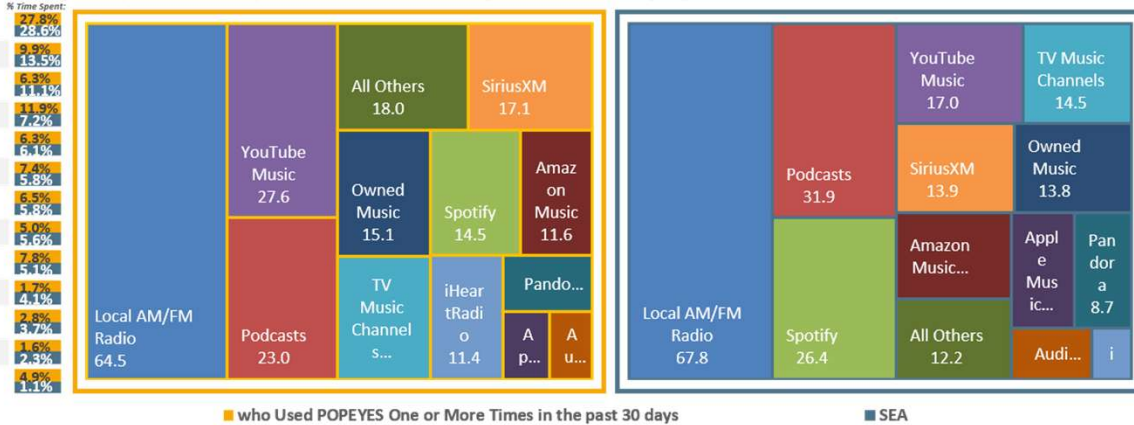


103,175 or 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

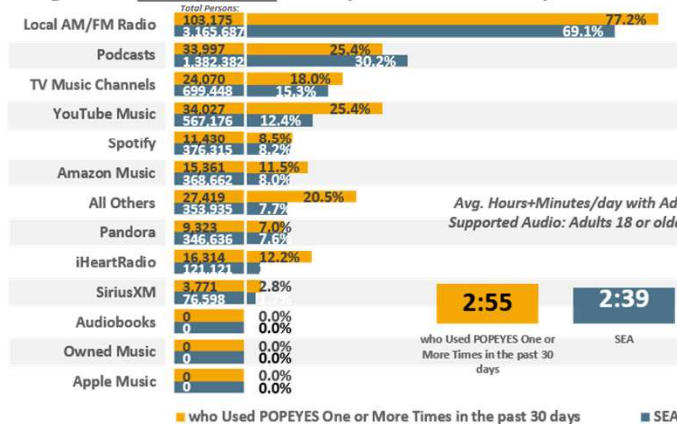
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



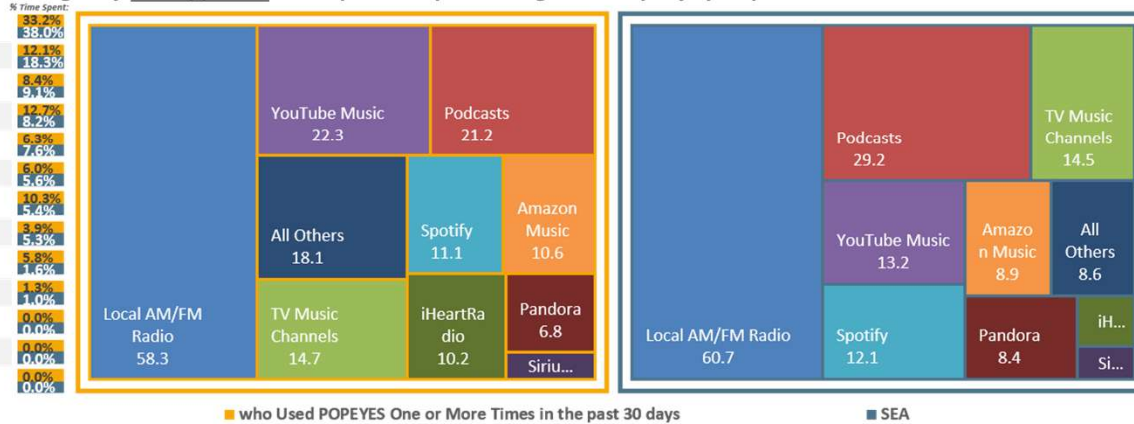
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



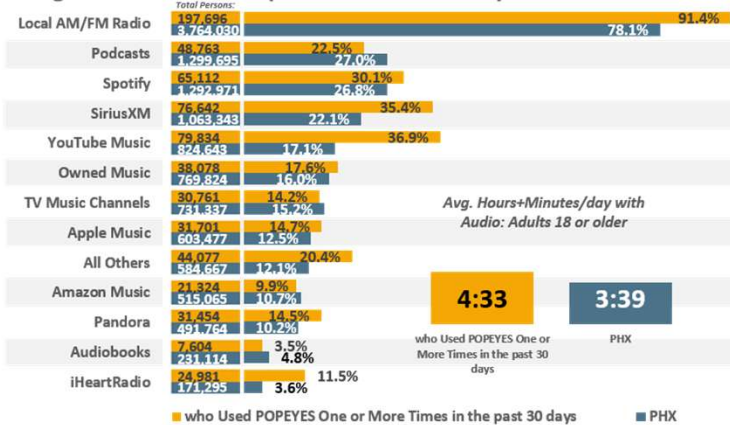
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



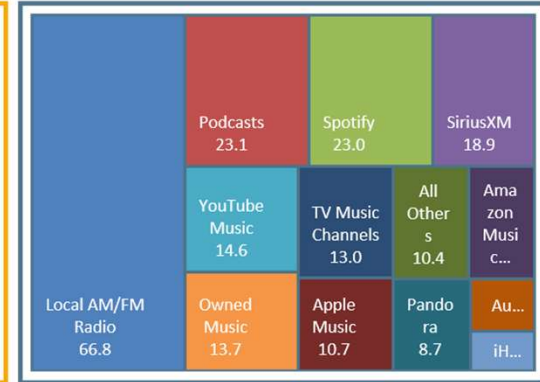
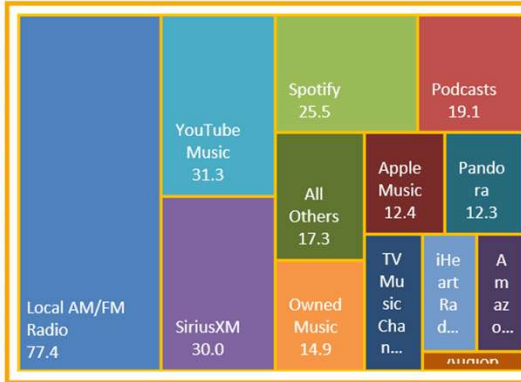


192,001 or 88.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

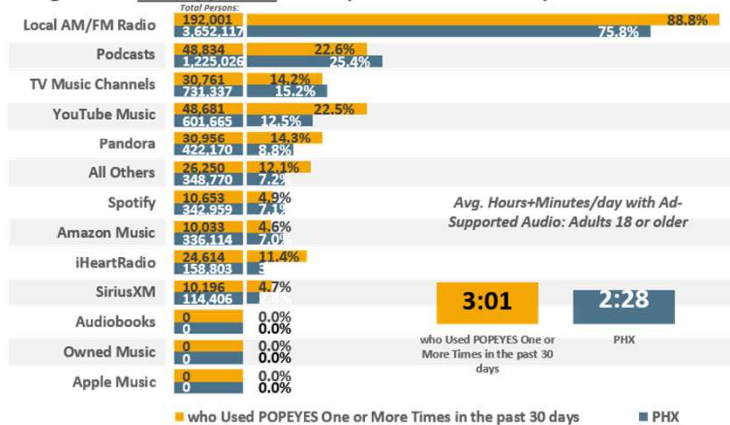
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



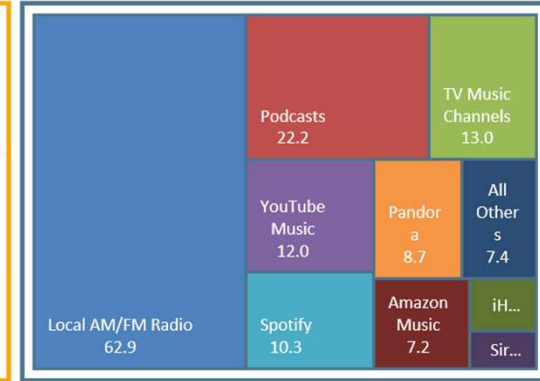
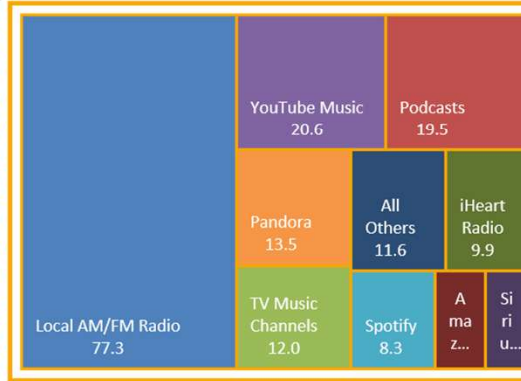
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

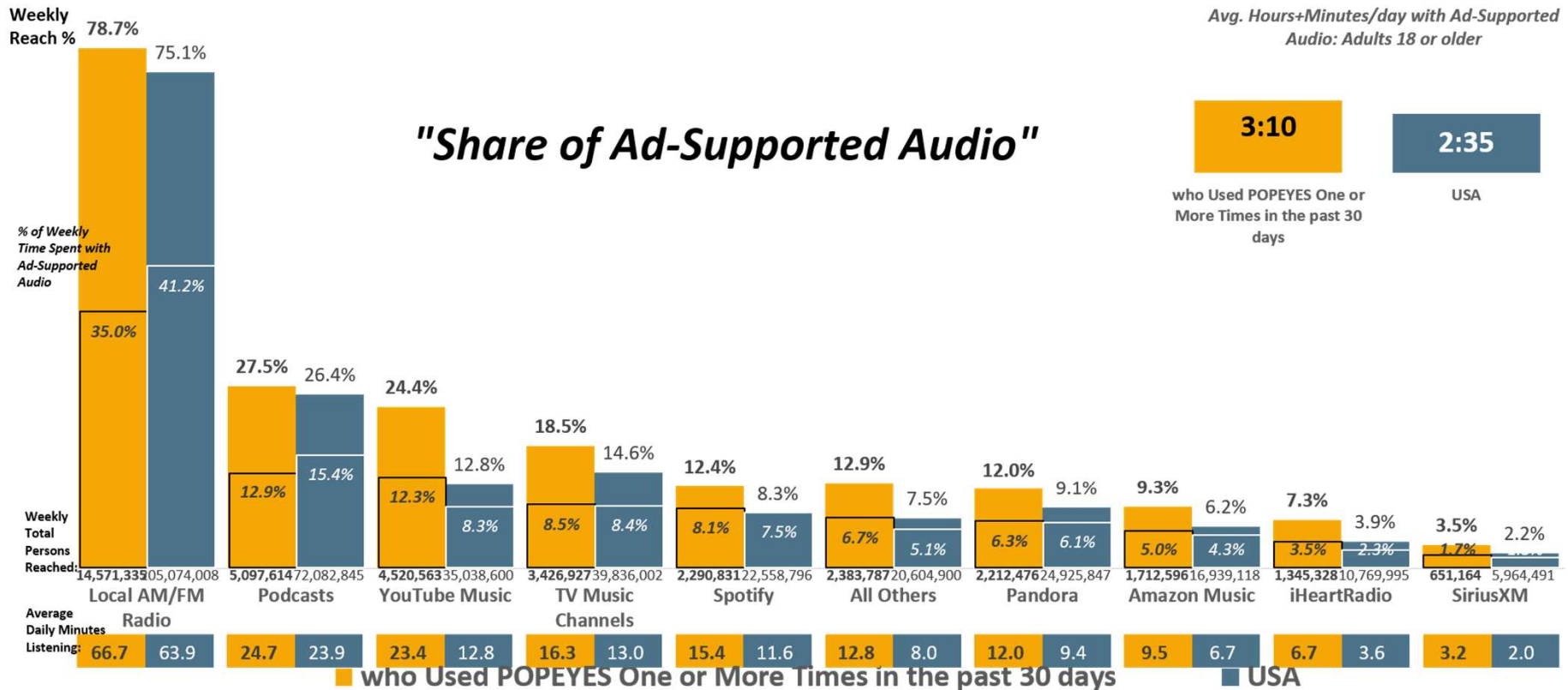


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



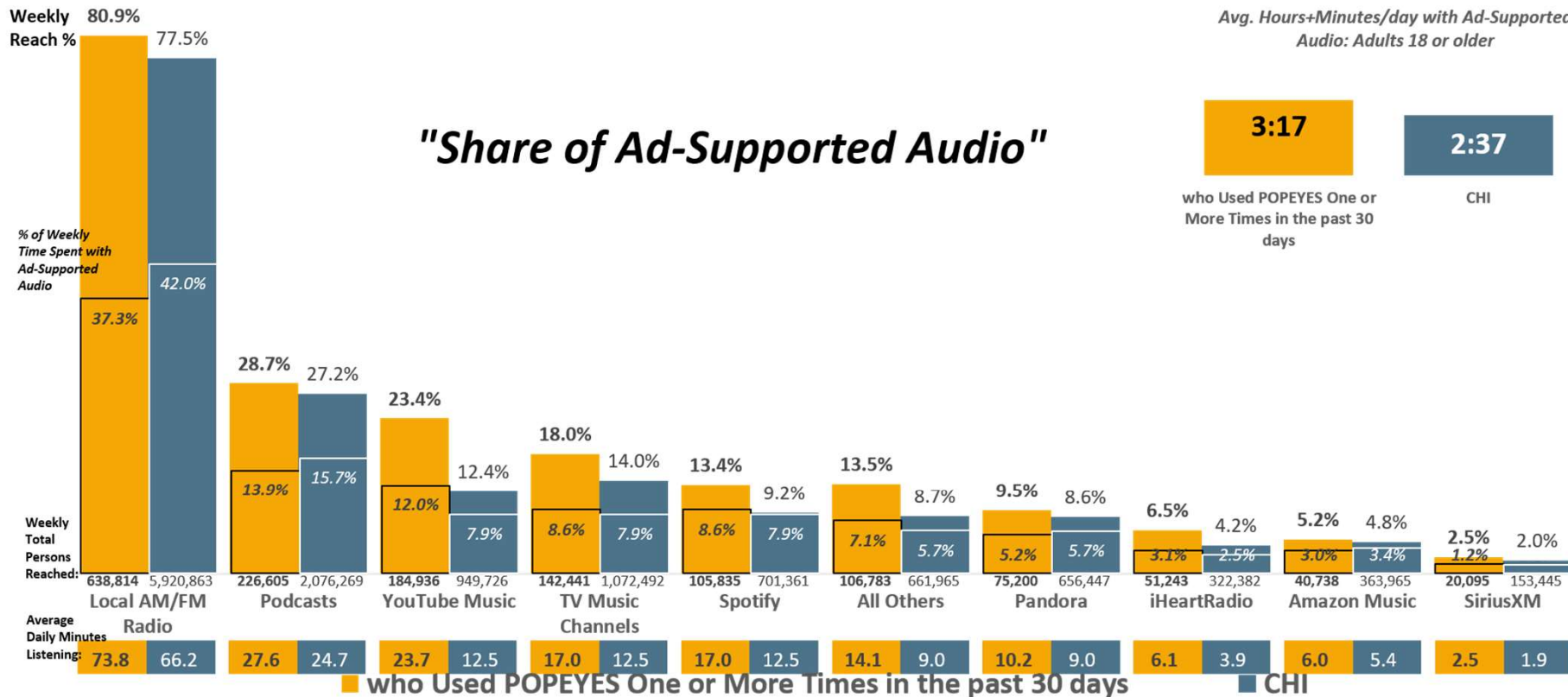


14,571,335 or 78.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.





638,814 or 80.9% 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 73.8 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



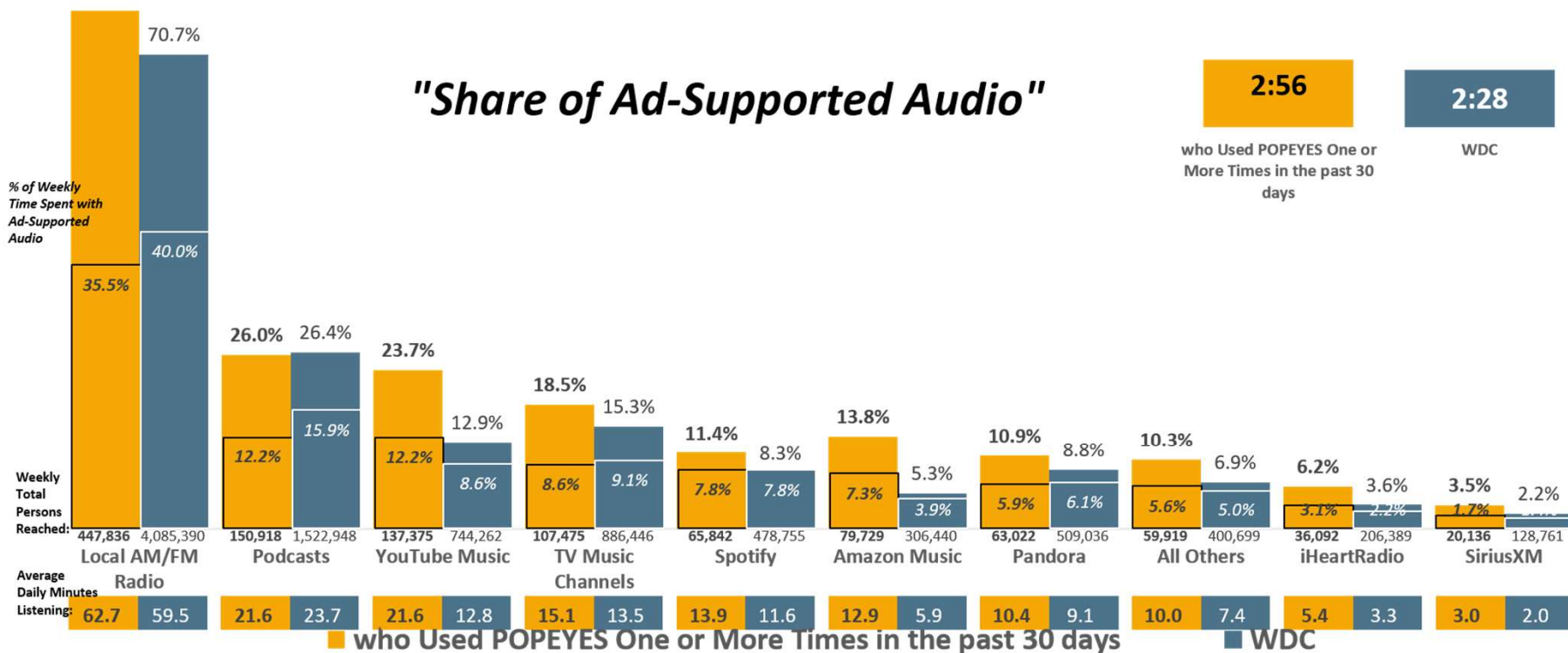


447,836 or 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.7 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.2%

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

"Share of Ad-Supported Audio"



2:56
who Used POPEYES One or
More Times in the past 30
days

2:28
WDC

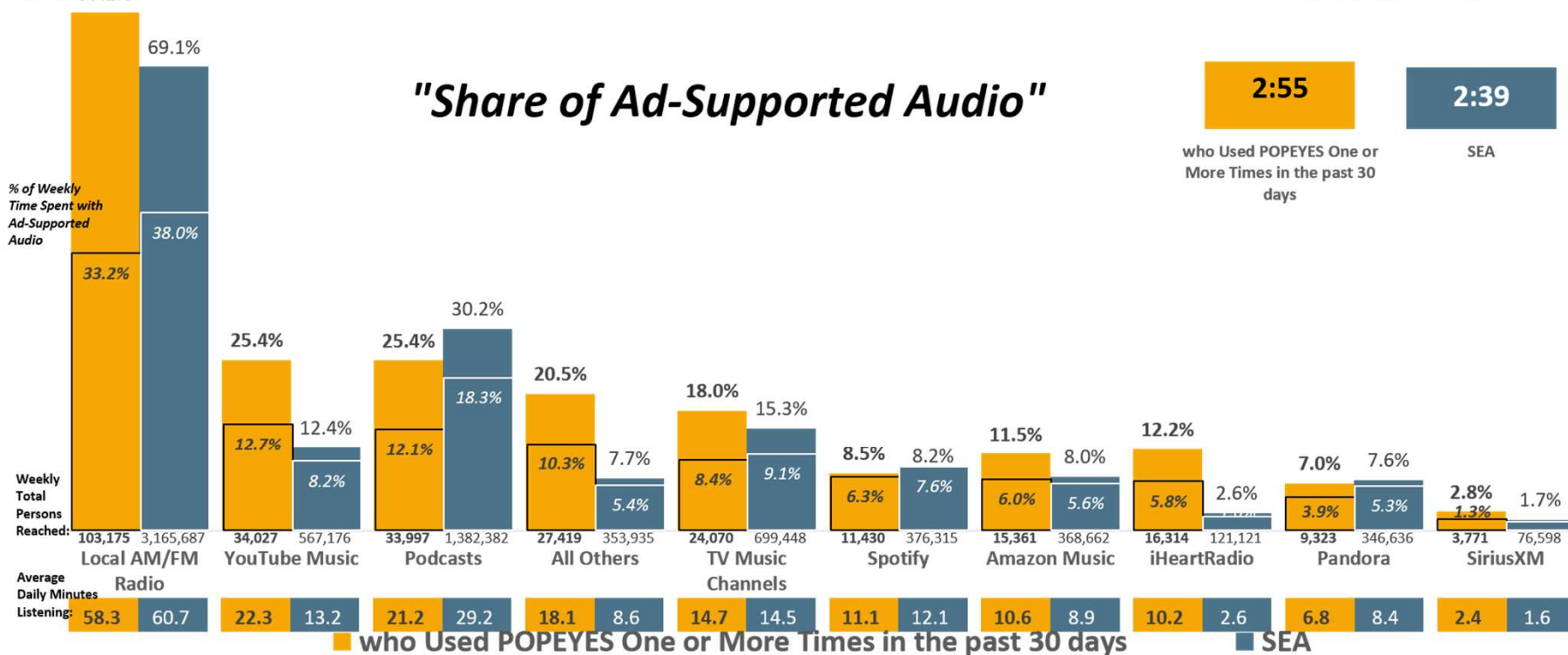


103,175 or 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.2%

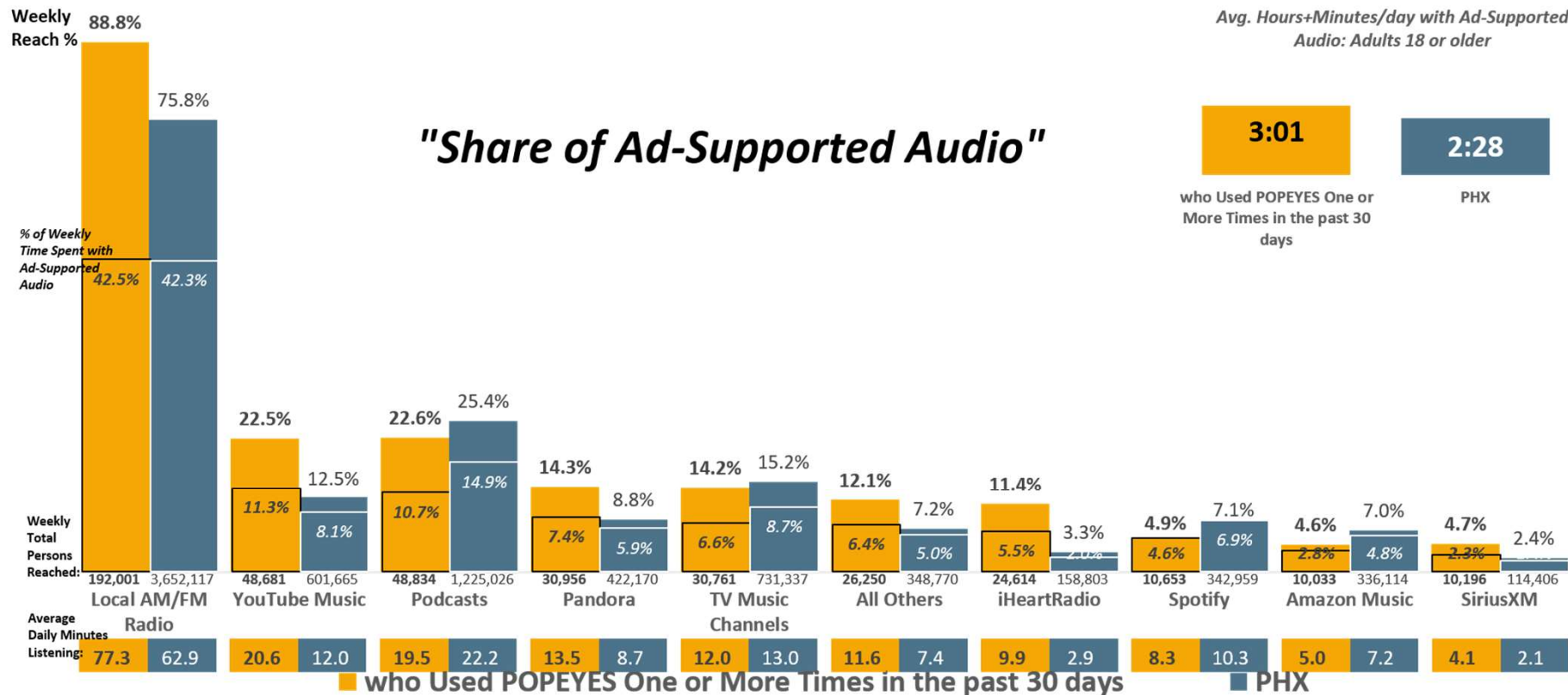
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"





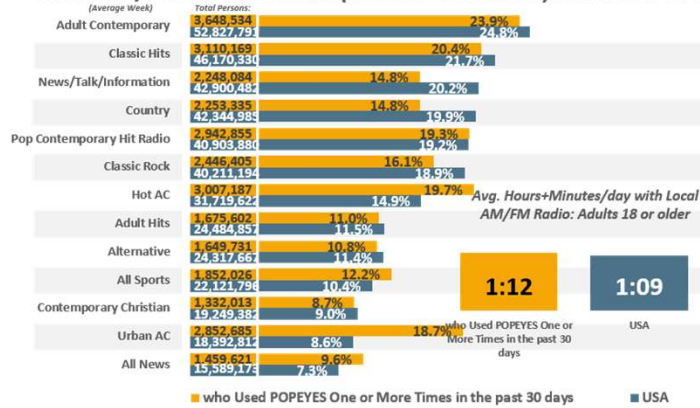
192,001 or 88.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 77.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



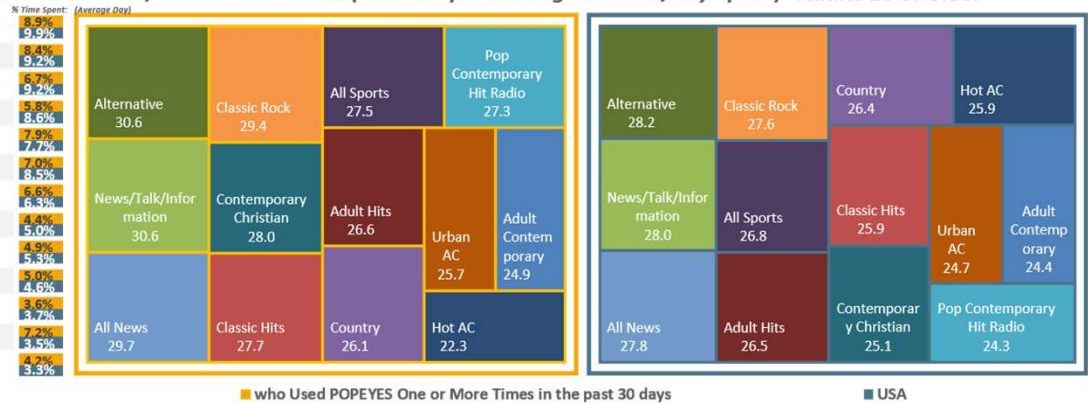


14,571,335 or 78.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Hot AC, Pop Contemporary Hit Radio, and Urban AC.

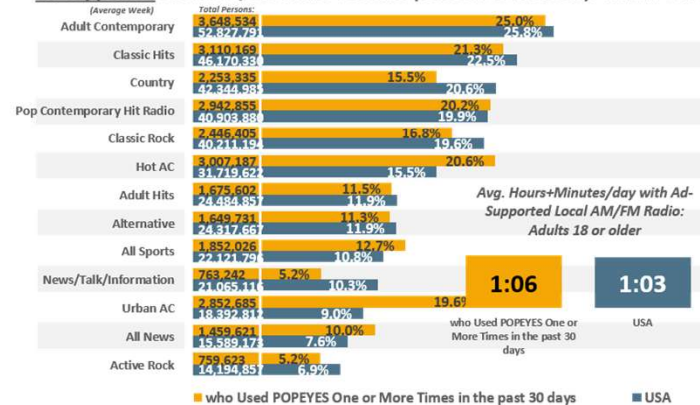
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



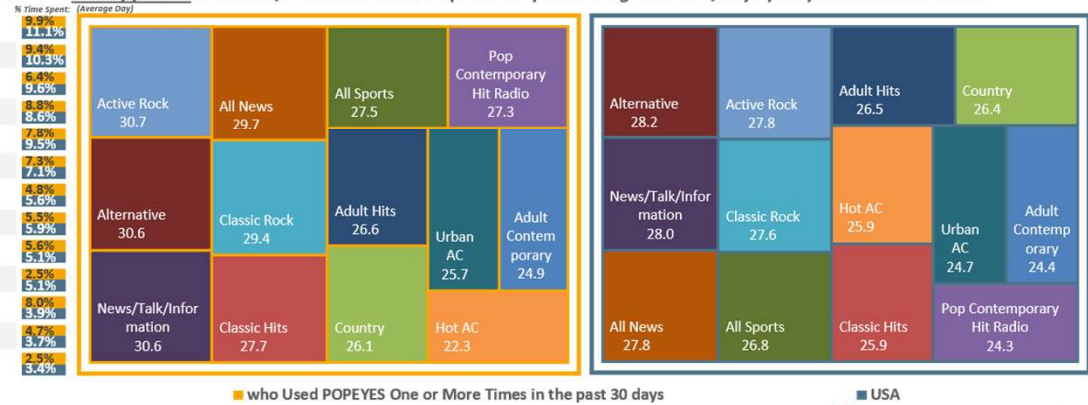
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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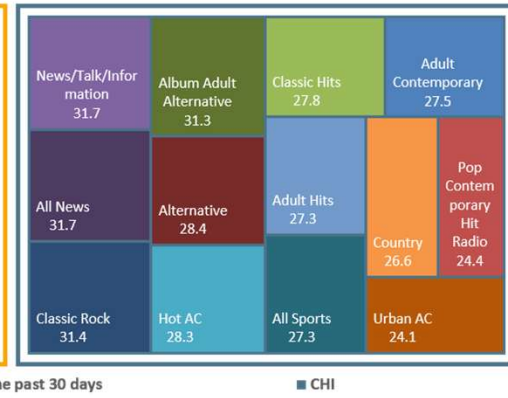
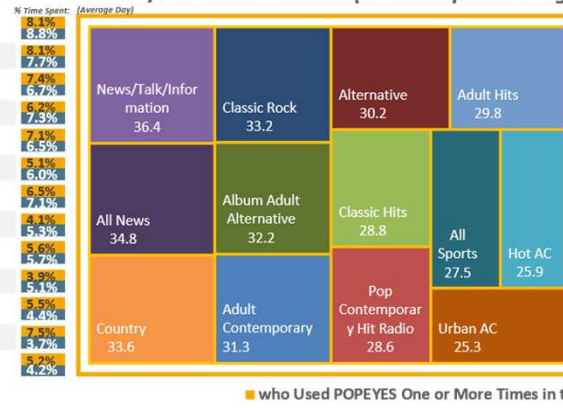
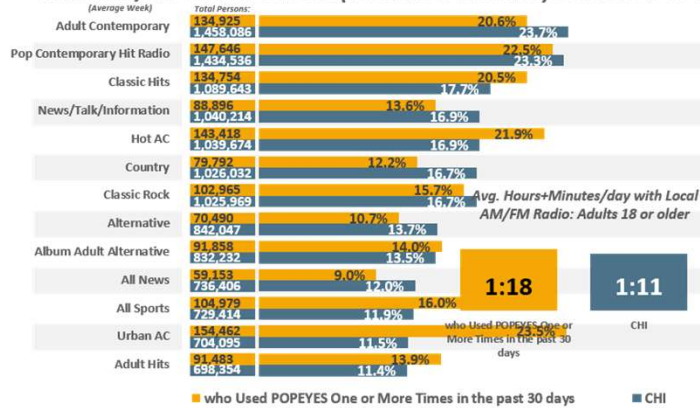
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

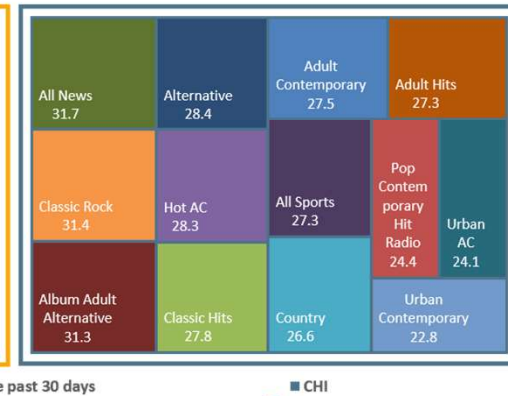
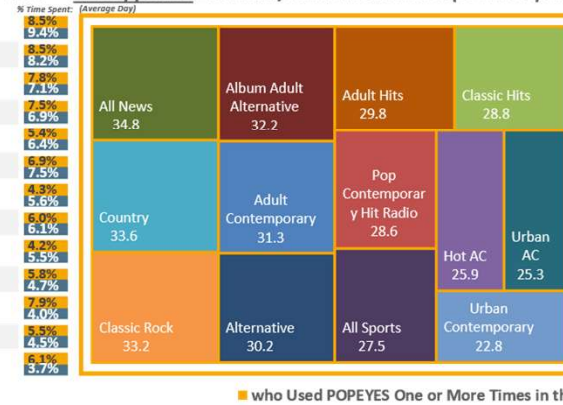
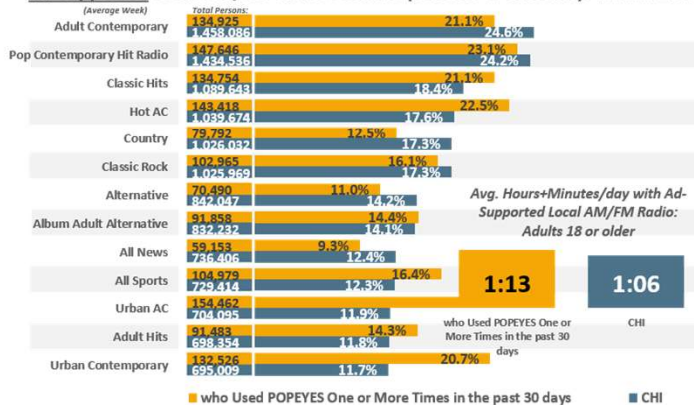


638,814 or 80.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, and Classic Hits.

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



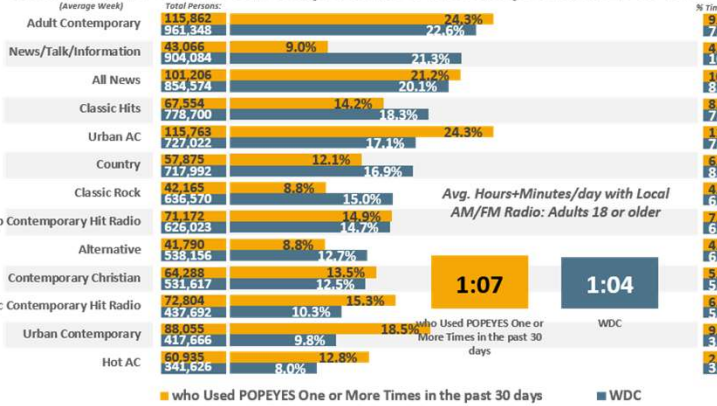
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



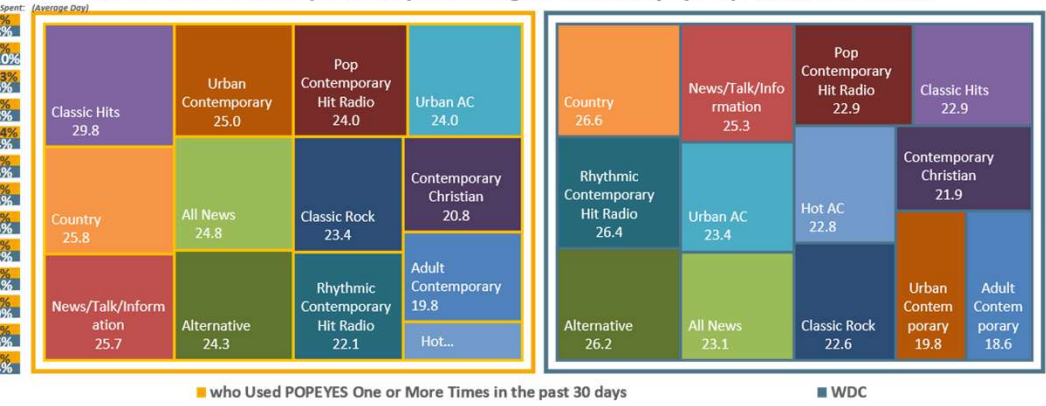


447,836 or 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, All News, Urban Contemporary, and Rhythmic Contemporary Hit Radio.

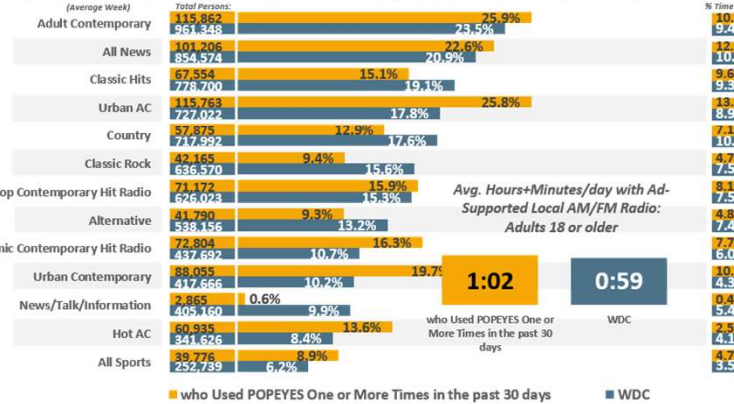
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



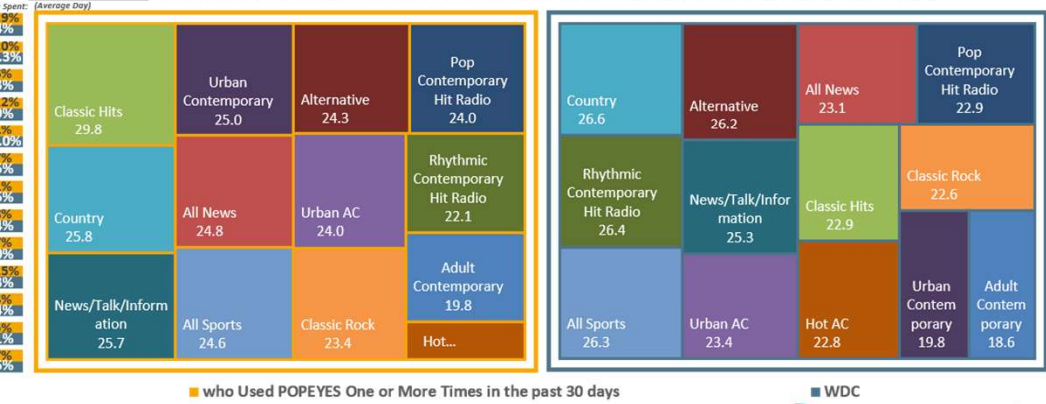
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



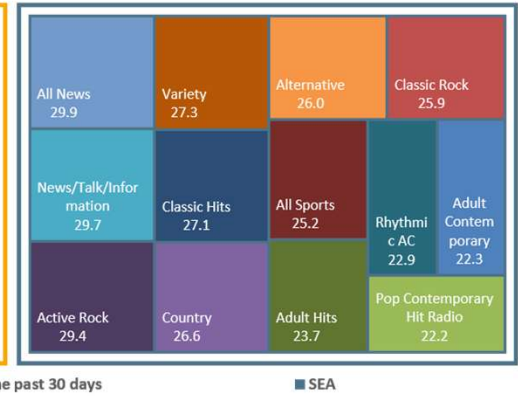
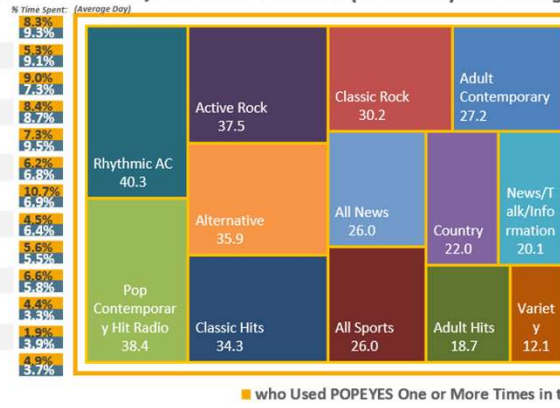
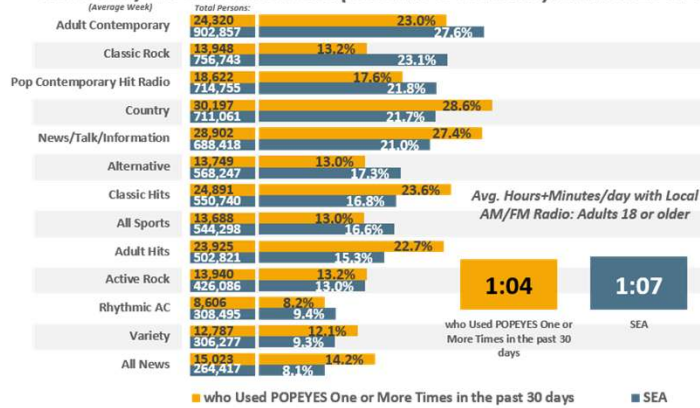
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



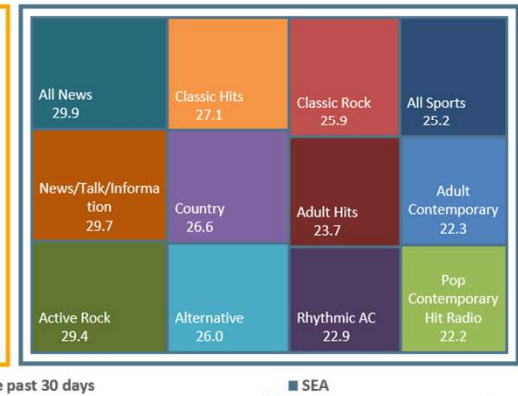
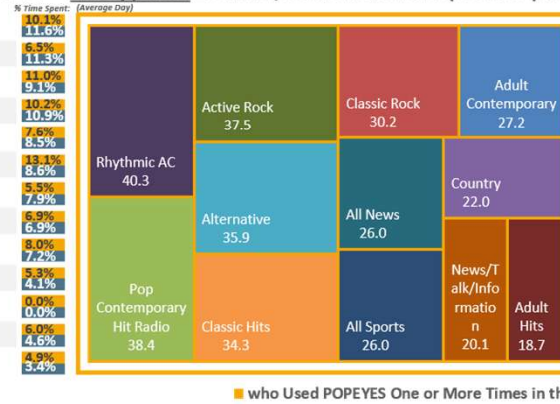
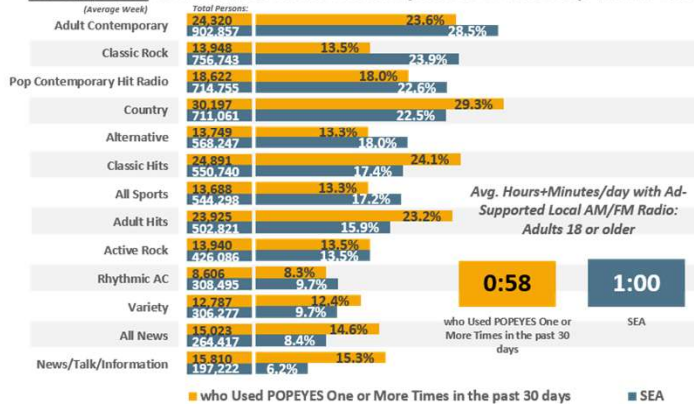


103,175 or 77.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Adult Hits, and Pop Contemporary Hit Radio.

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



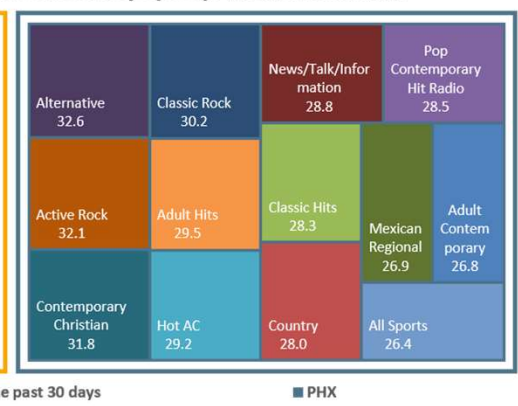
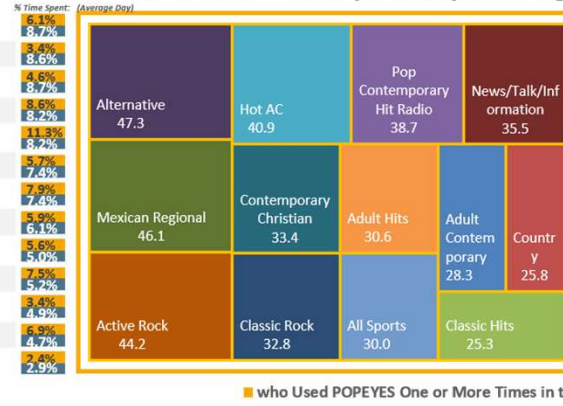
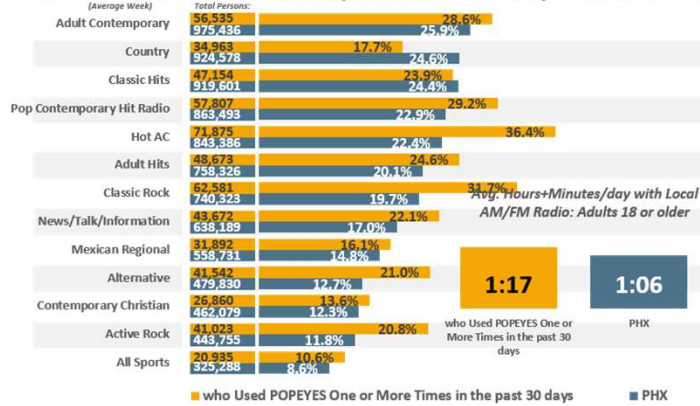
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



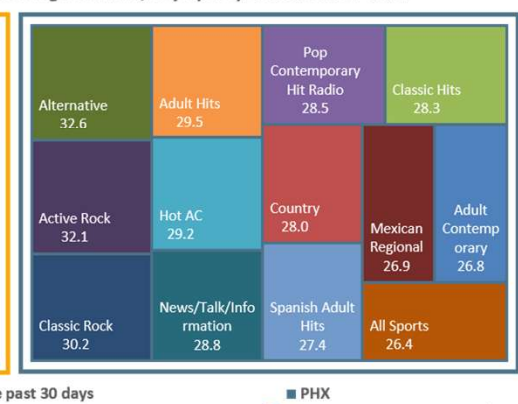
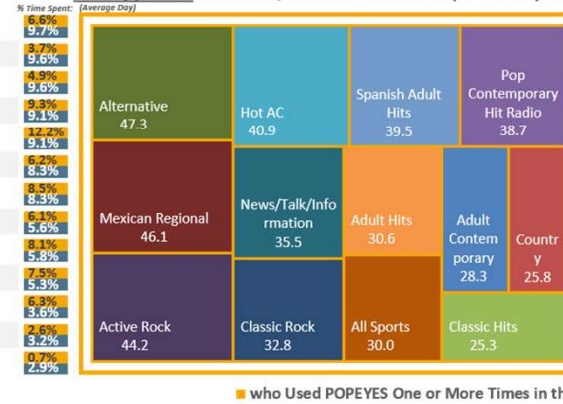
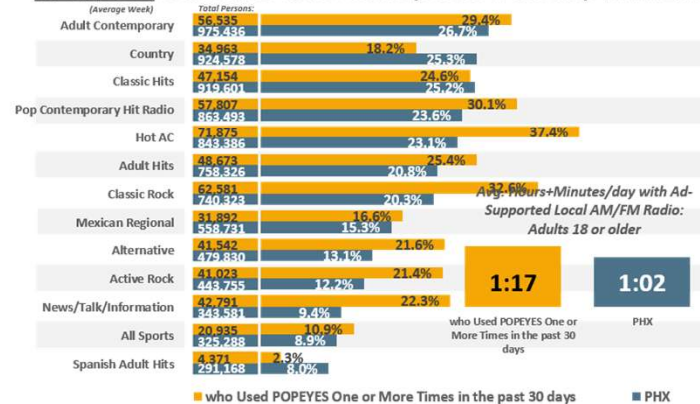


192,001 or 88.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, and Adult Hits.

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



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

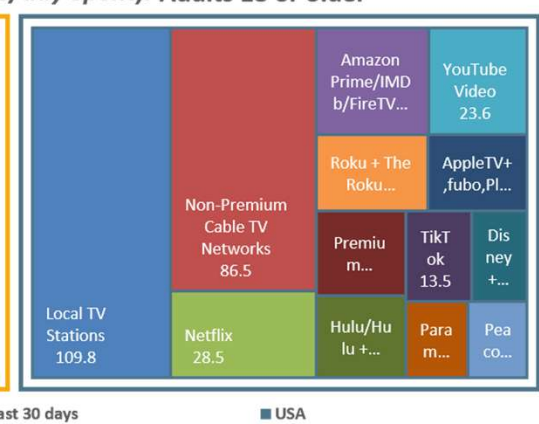
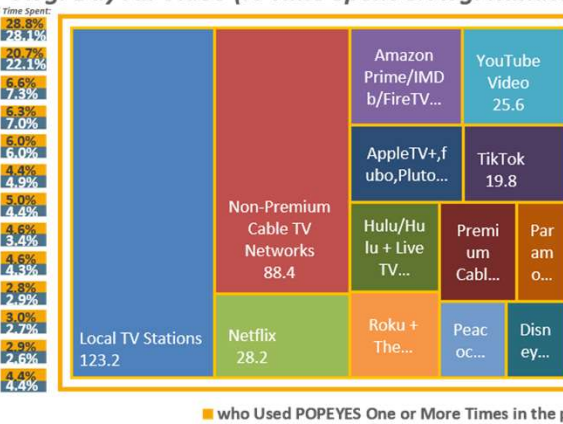
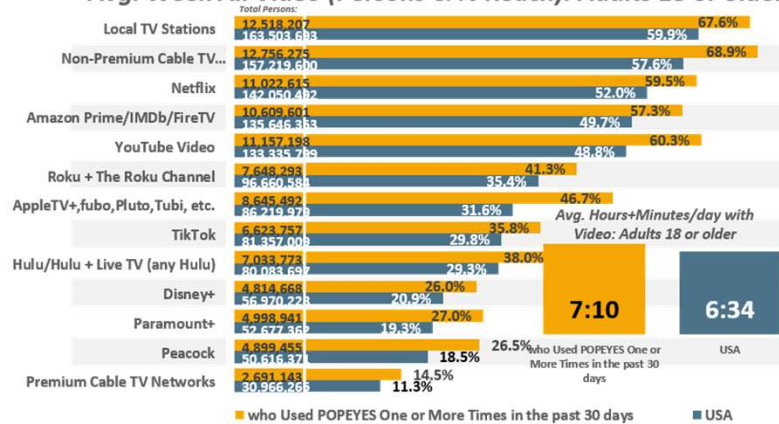




12,222,800 or 66.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 116.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

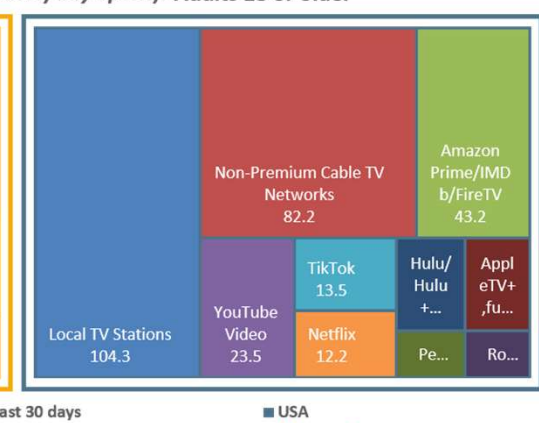
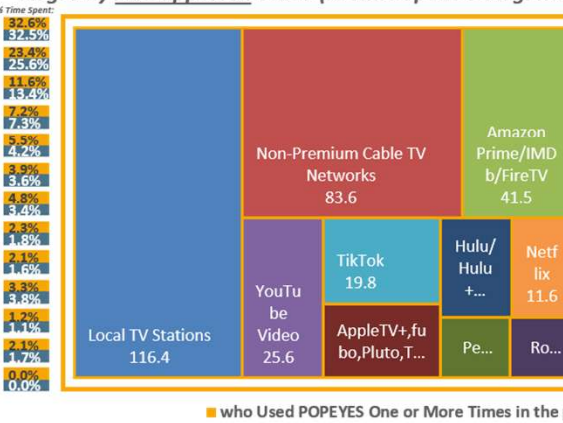
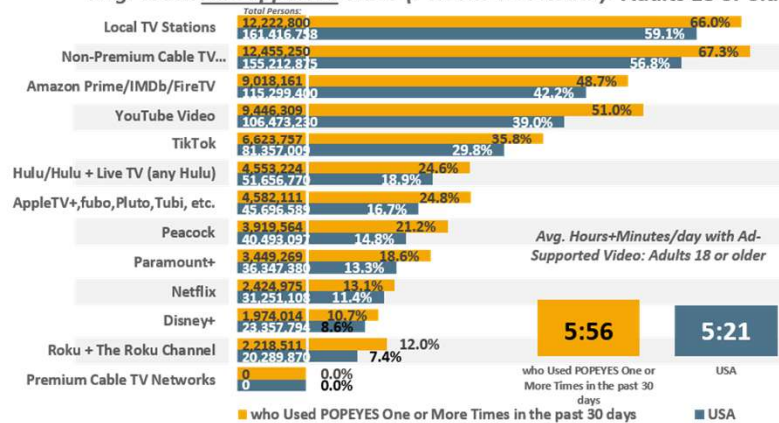
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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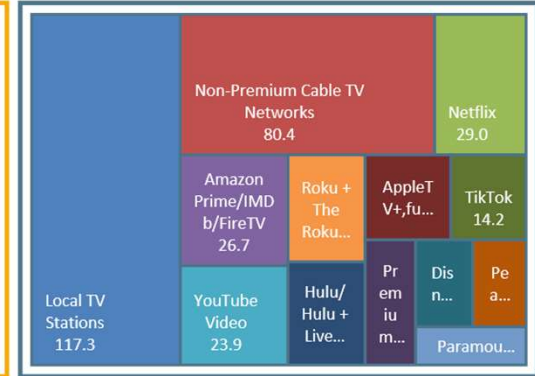
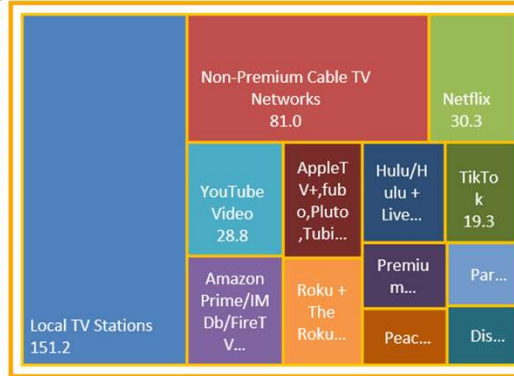
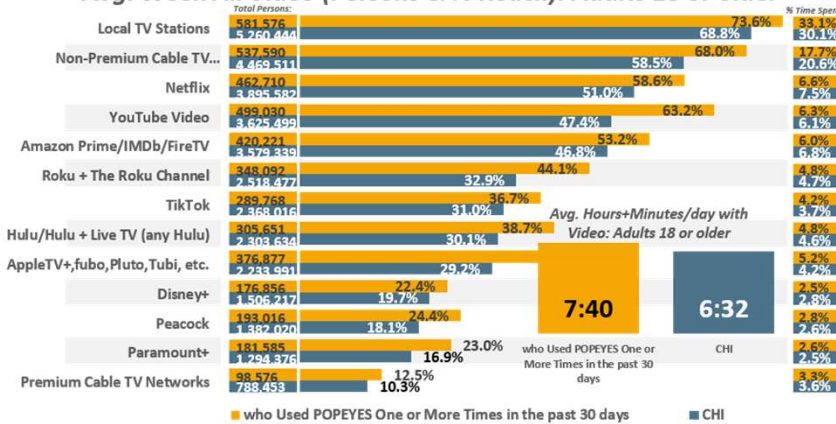
Quick service restaurants used past 30 days: Popeyes



569,890 or 72.1% 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 142.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Video.

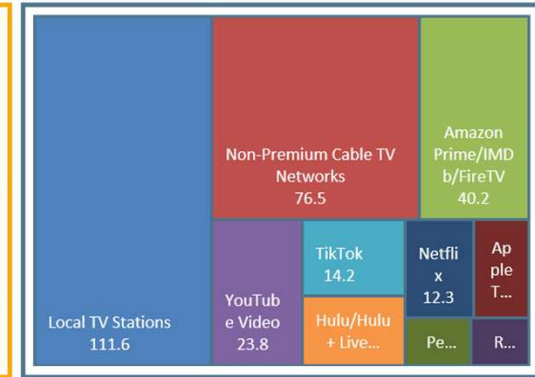
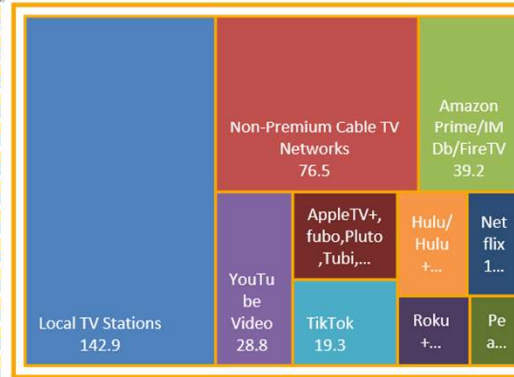
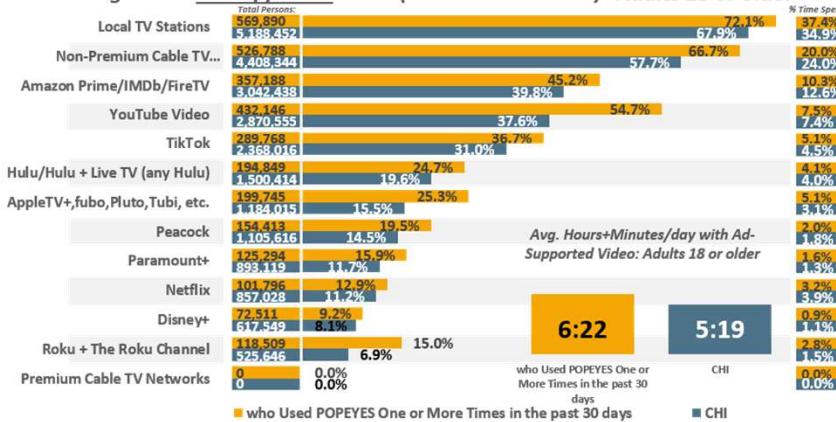
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 452
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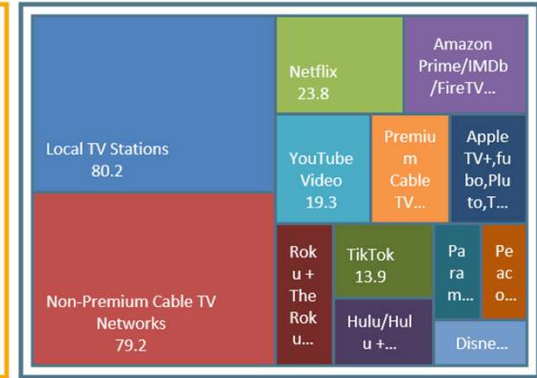
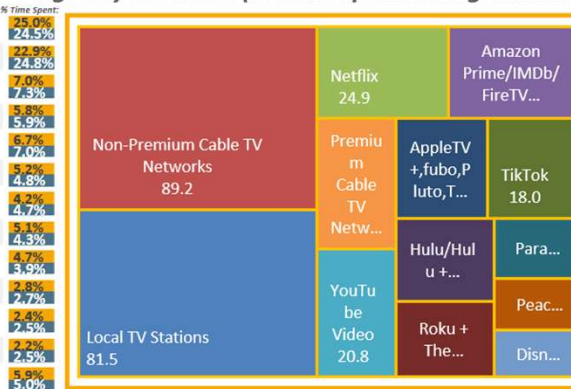
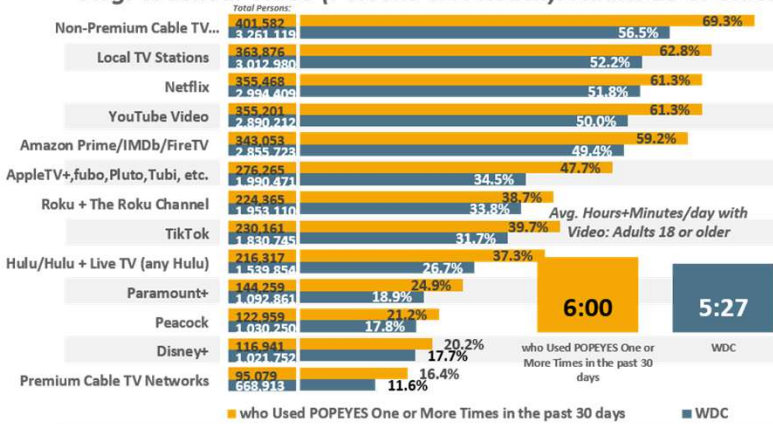
Quick service restaurants used past 30 days: Popeyes



356,469 or 61.5% 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 77.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

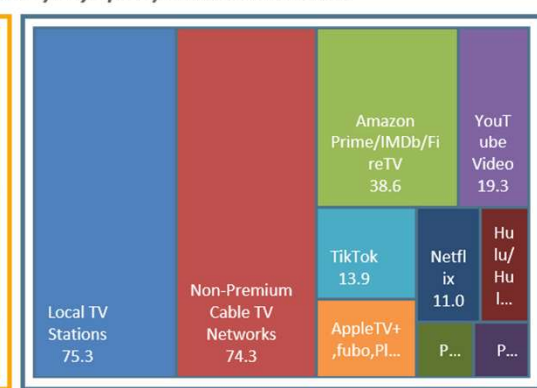
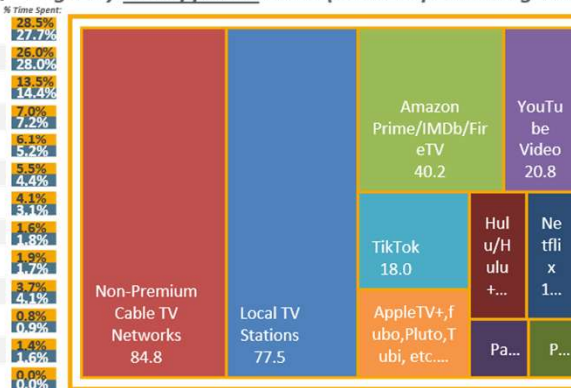
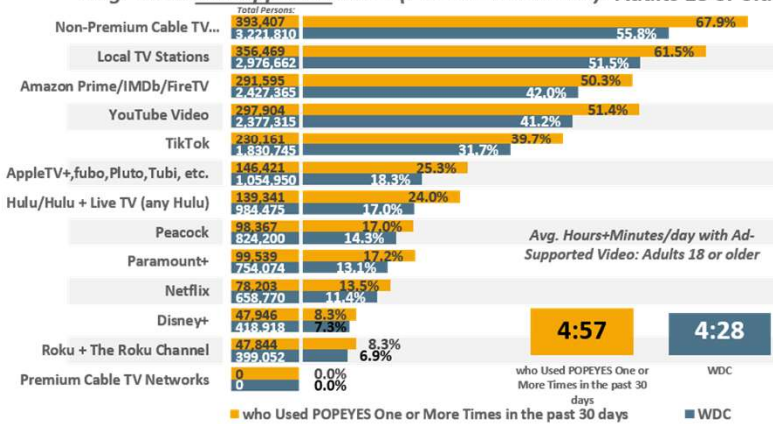
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 665
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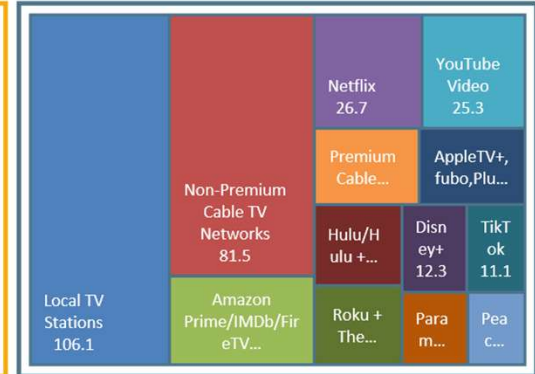
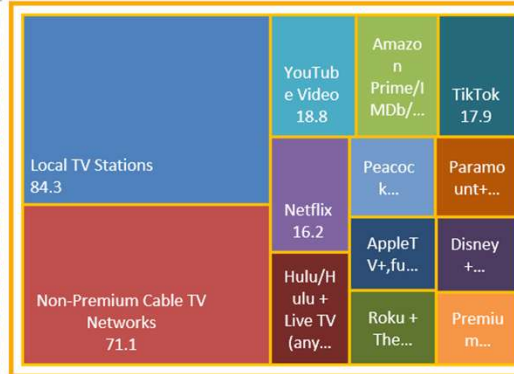
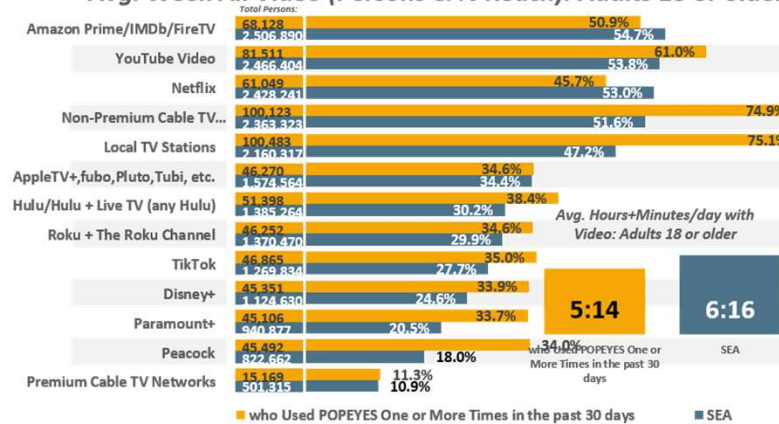
Quick service restaurants used past 30 days: Popeyes



99,526 or 74.4% 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 80.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

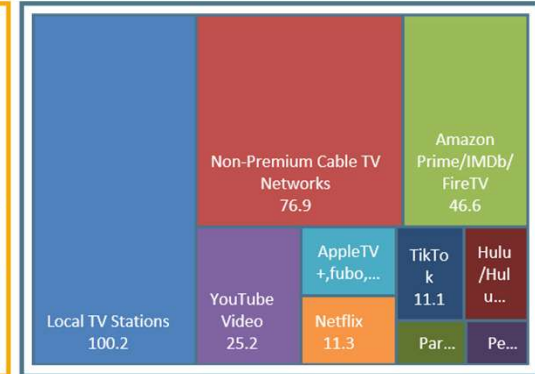
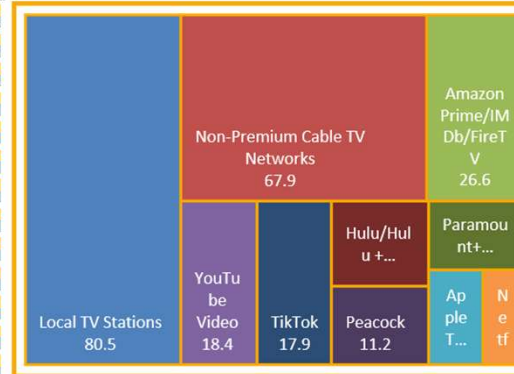
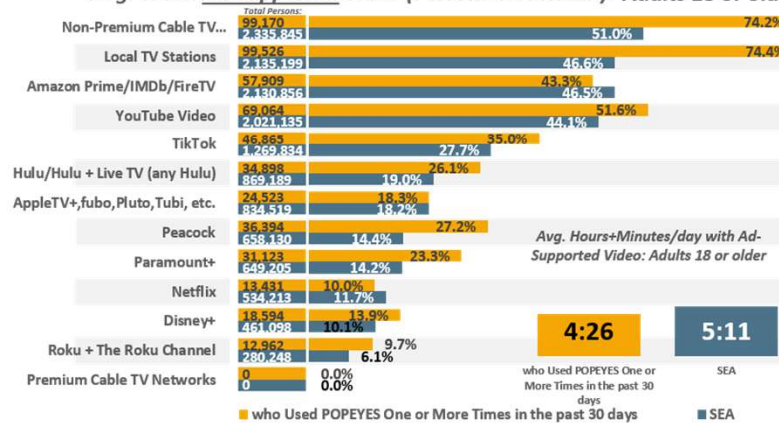
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 129
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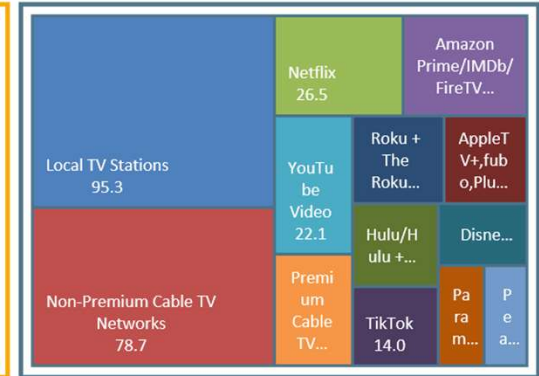
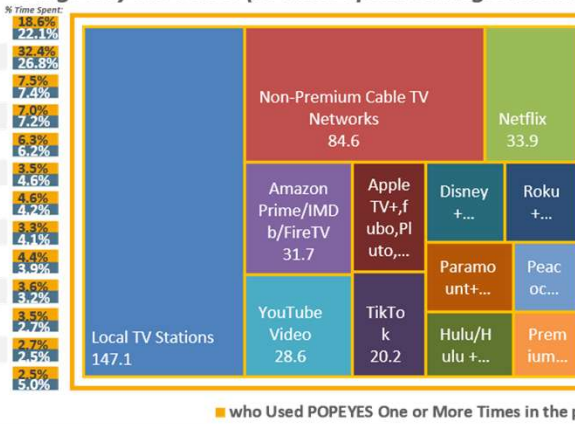
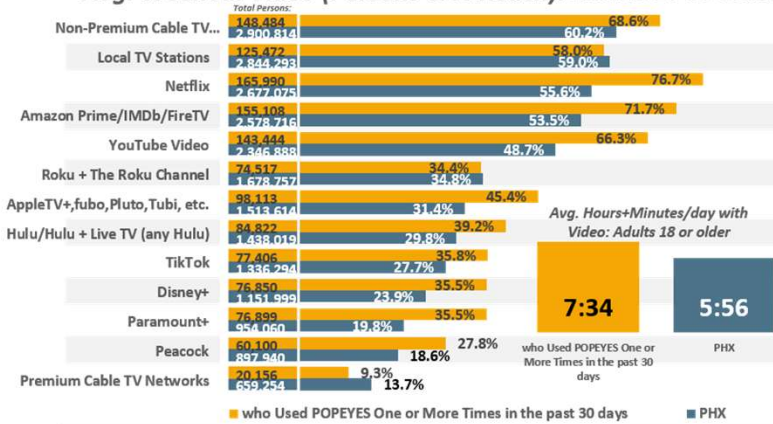
Quick service restaurants used past 30 days: Popeyes



122,805 or 56.8% 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 145.2 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.

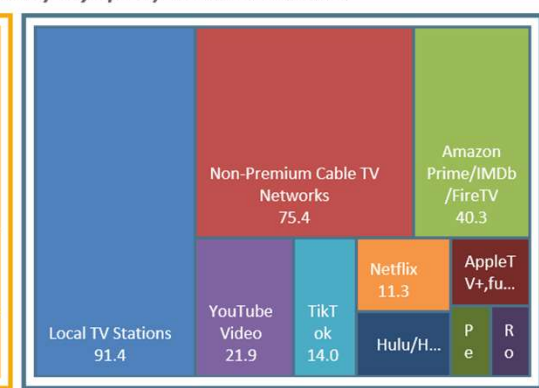
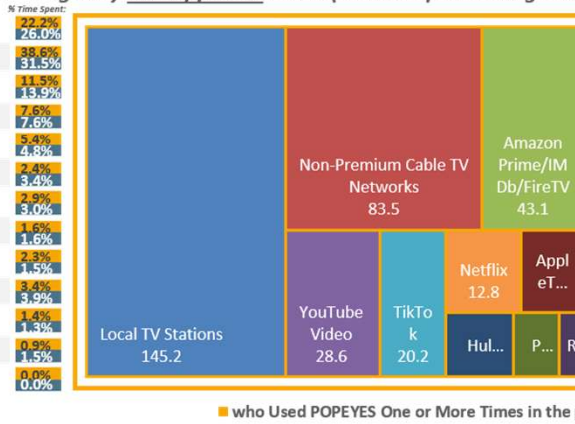
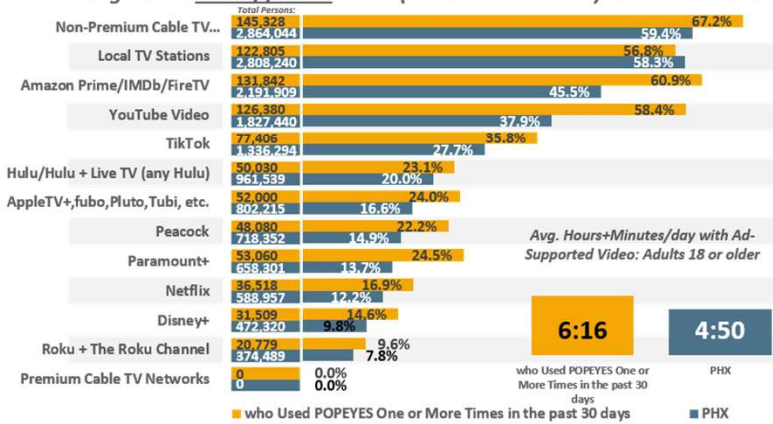
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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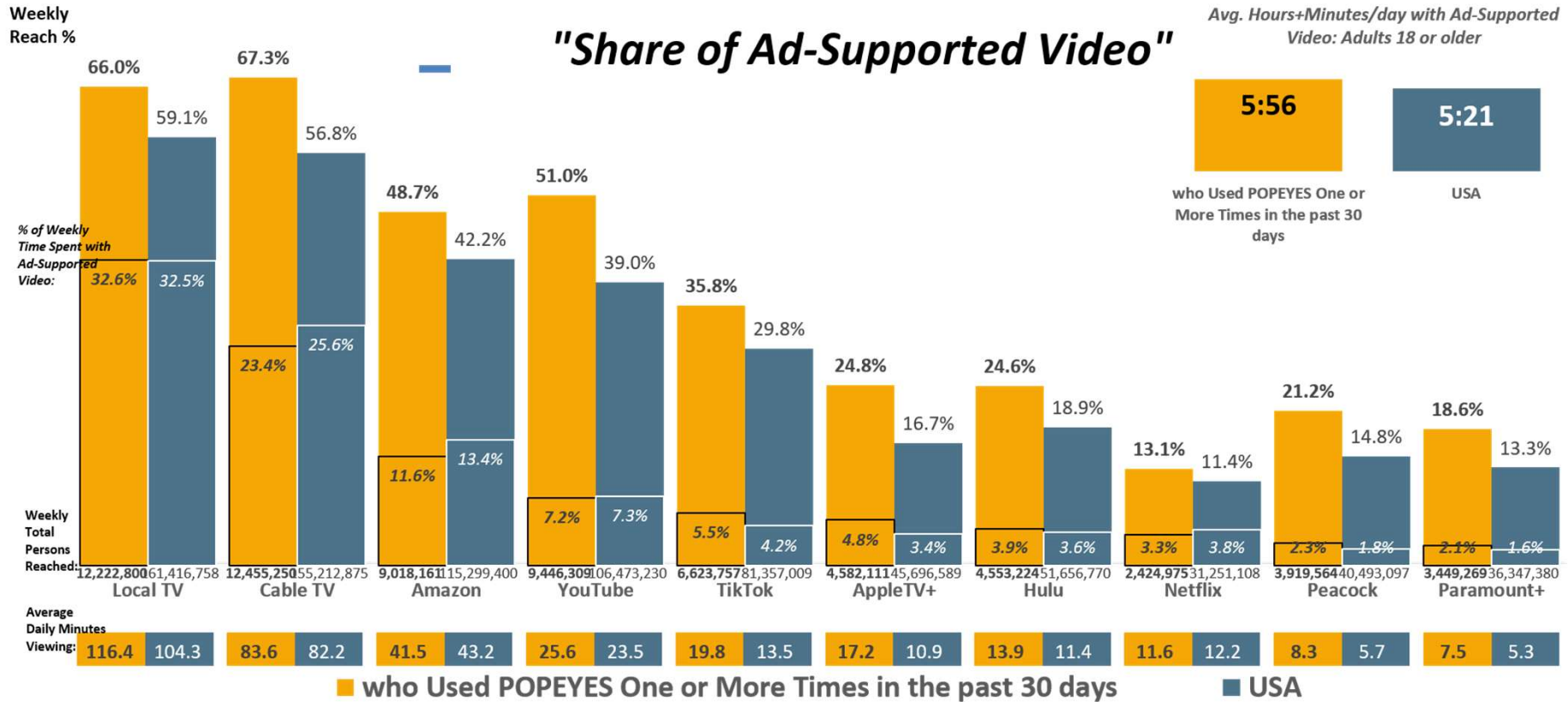
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Quick service restaurants used past 30 days: Popeyes



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.

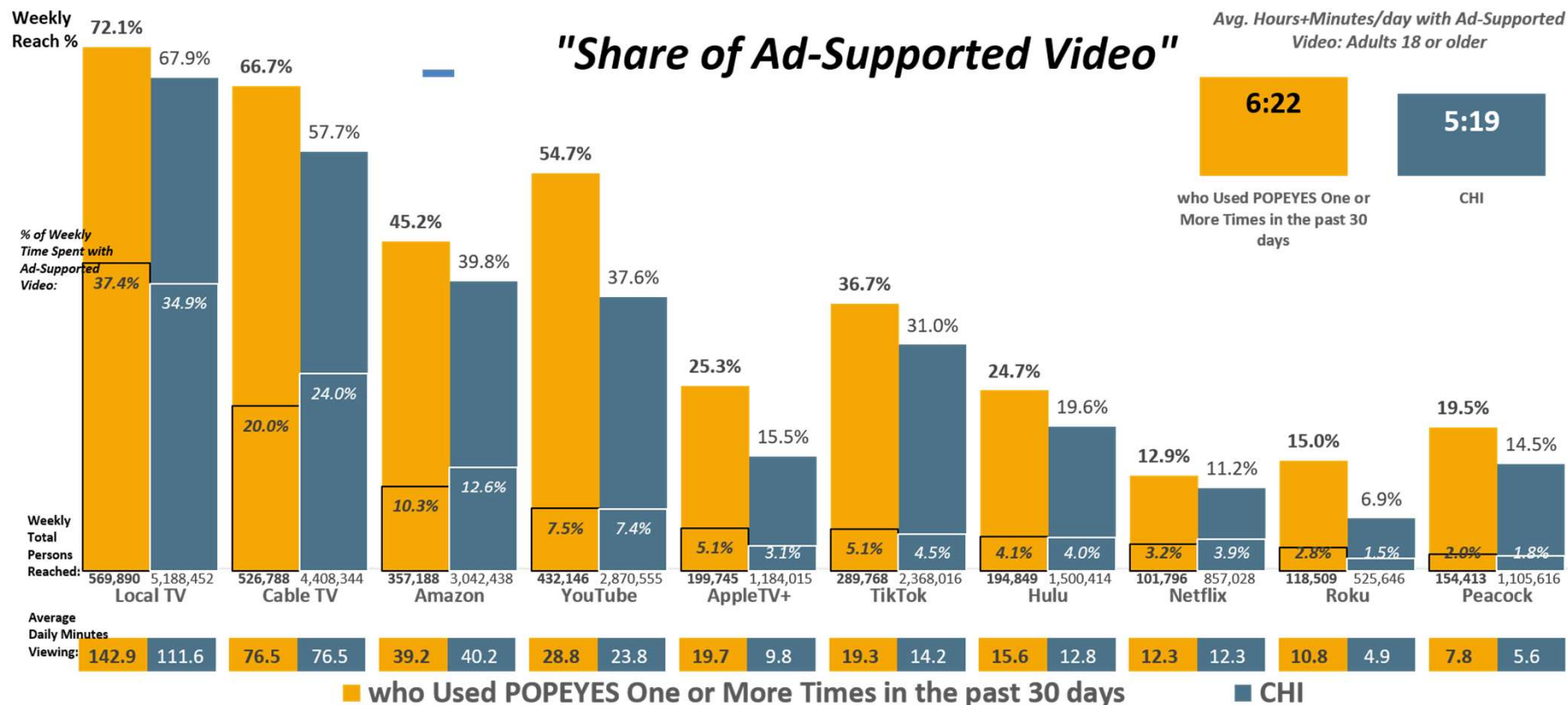
"Share of Ad-Supported Video"





569,890 or 72.1% 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 142.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Video.

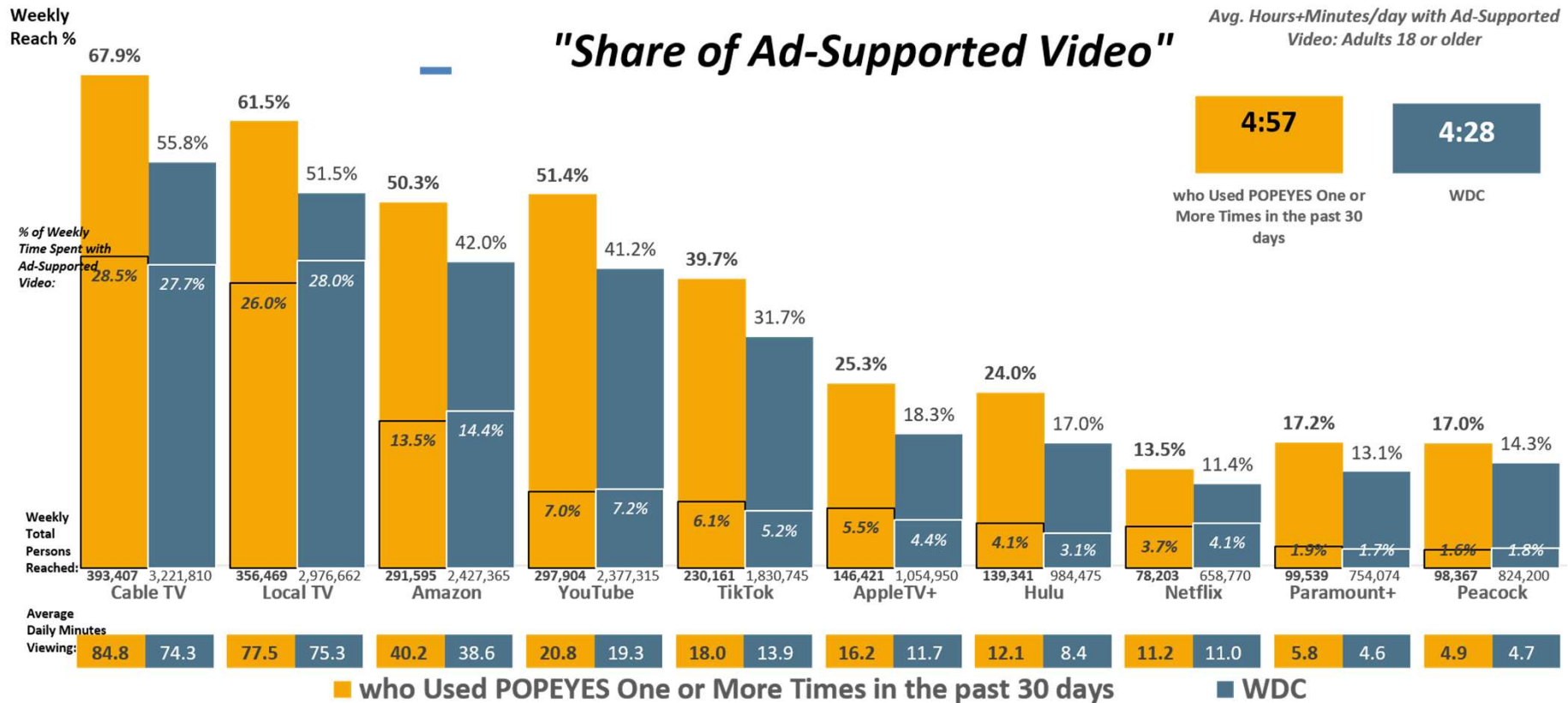
"Share of Ad-Supported Video"





356,469 or 61.5% 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 77.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

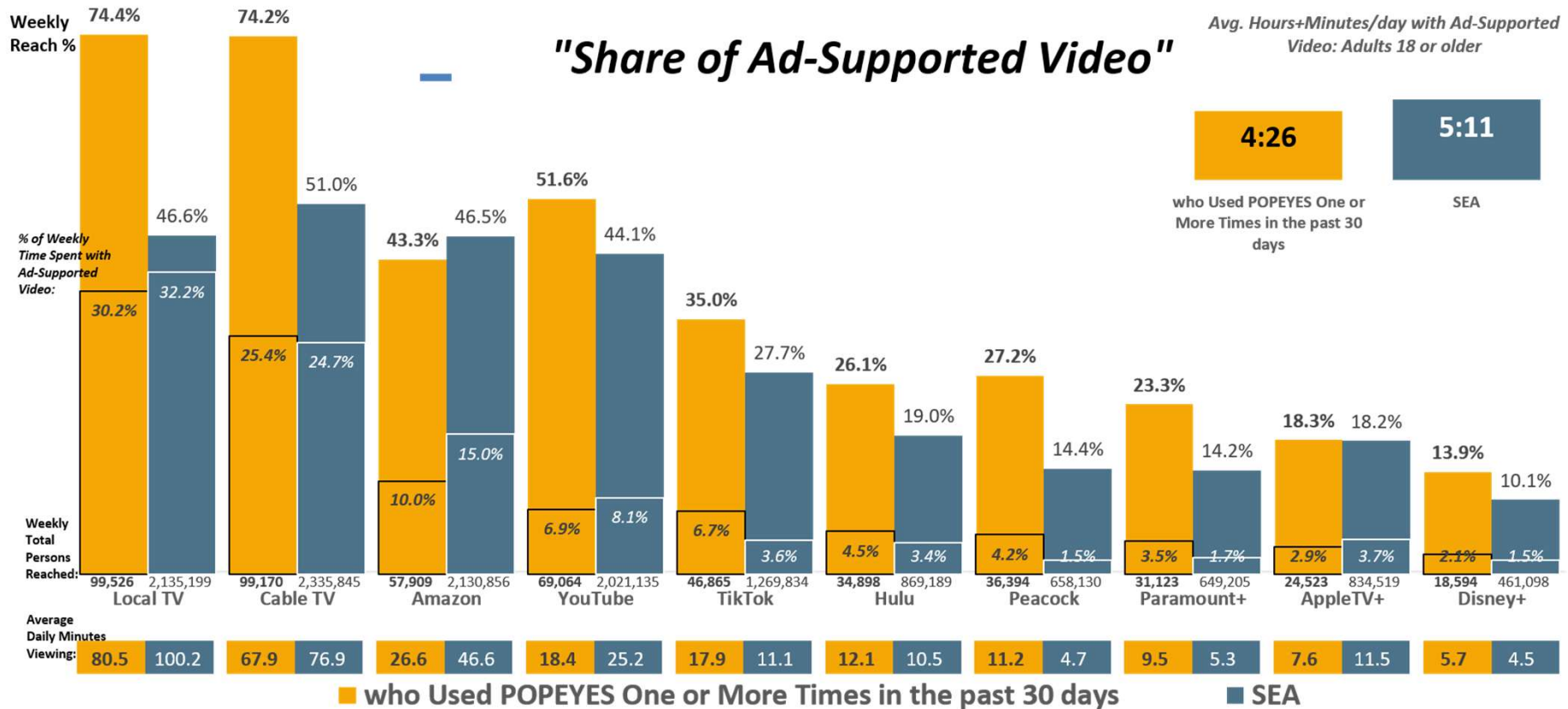
"Share of Ad-Supported Video"





99,526 or 74.4% 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 80.5 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



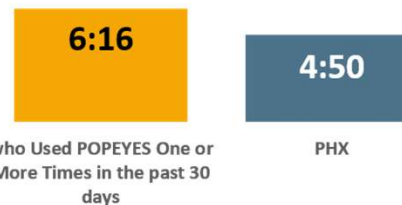
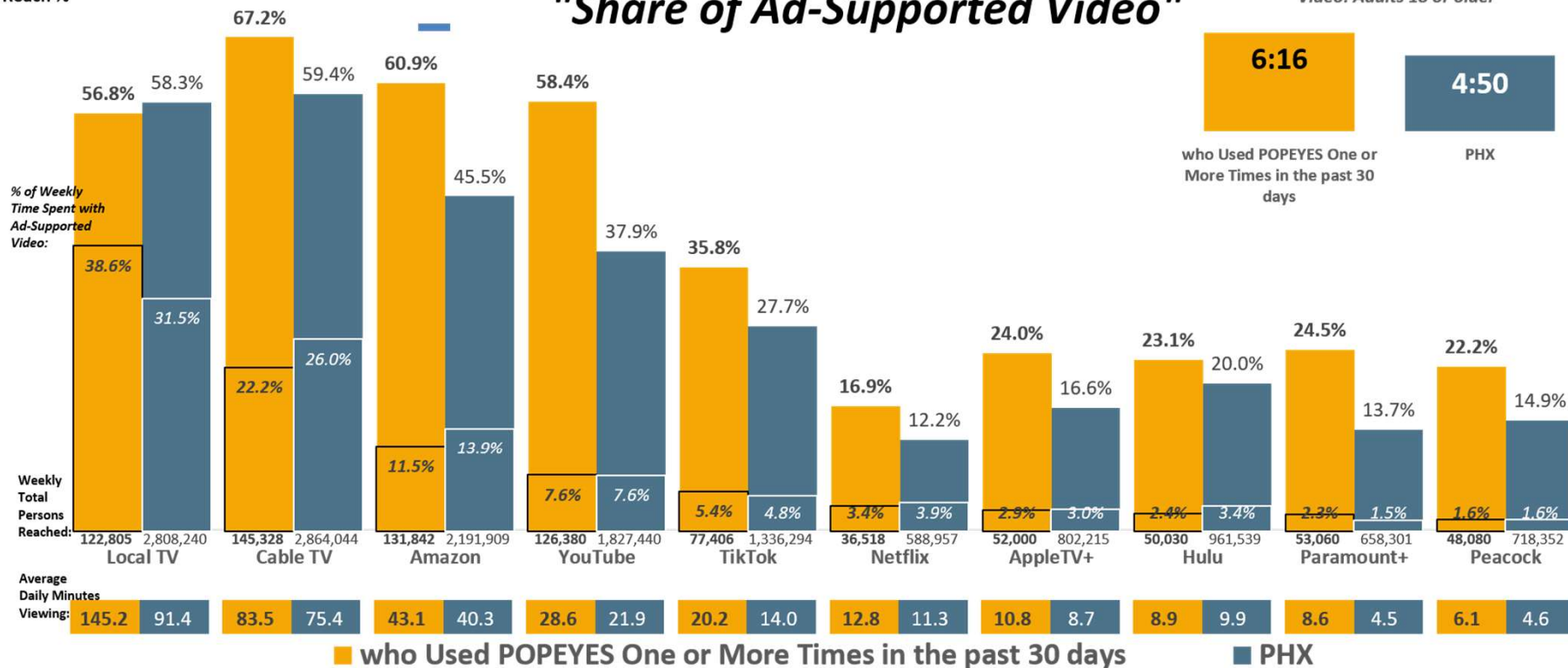


122,805 or 56.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 145.2 minutes every day representing 38.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

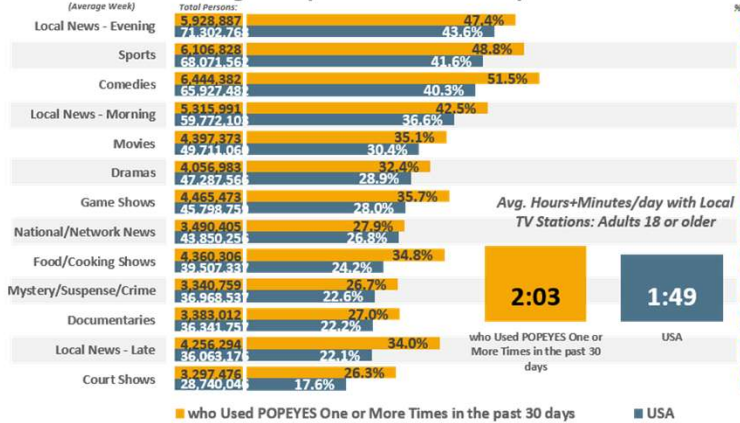
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older



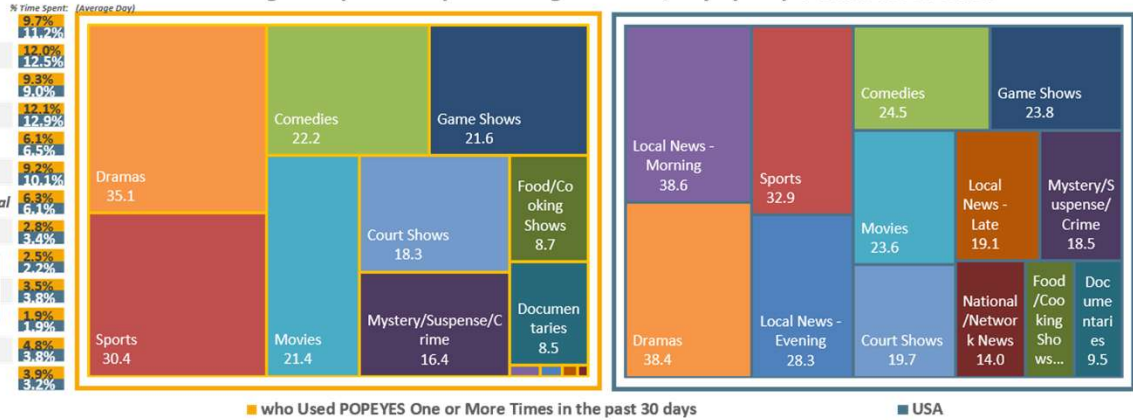


12,222,800 or 66.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

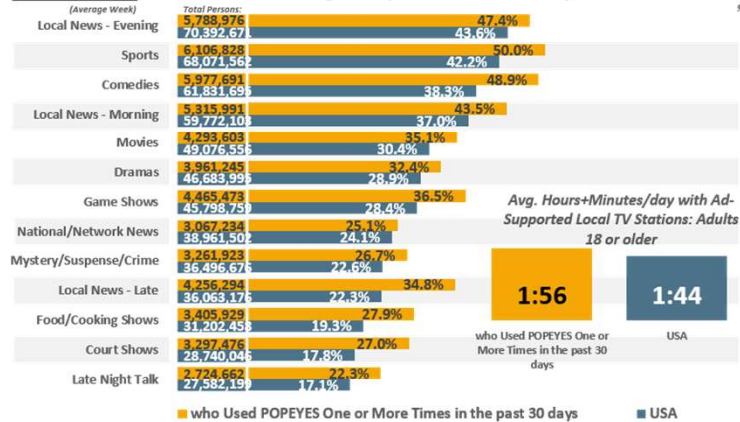
Local TV Station Programs (Persons & % Reach): Adults 18 or older



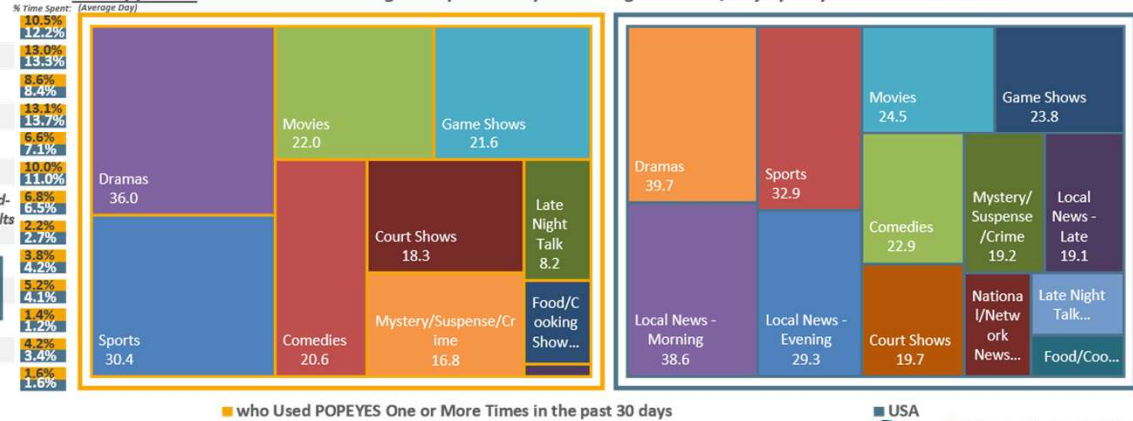
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



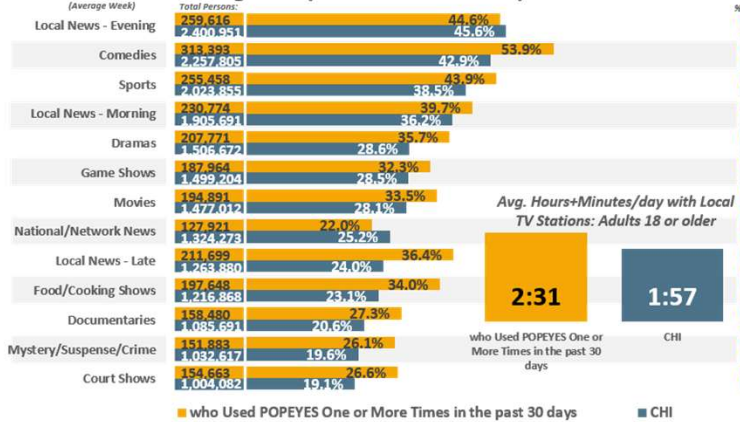
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



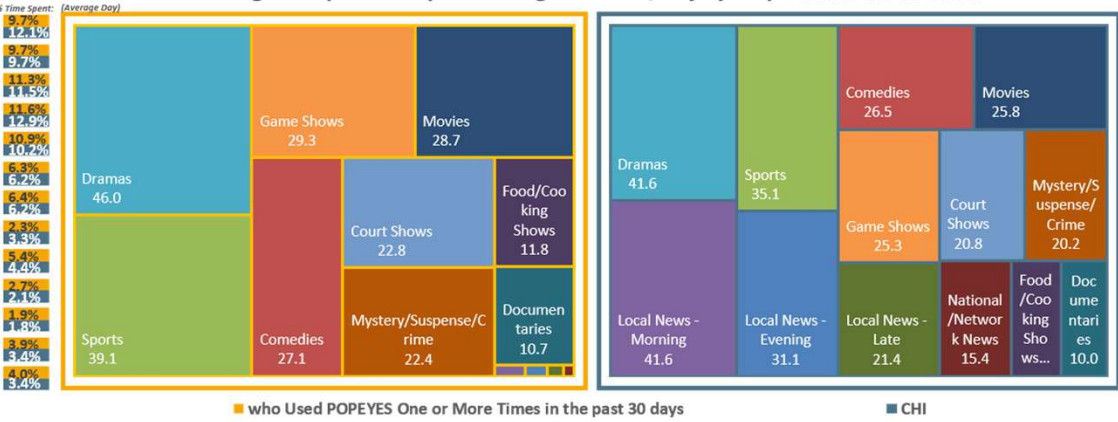


569,890 or 72.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Local News - Late, and Dramas.

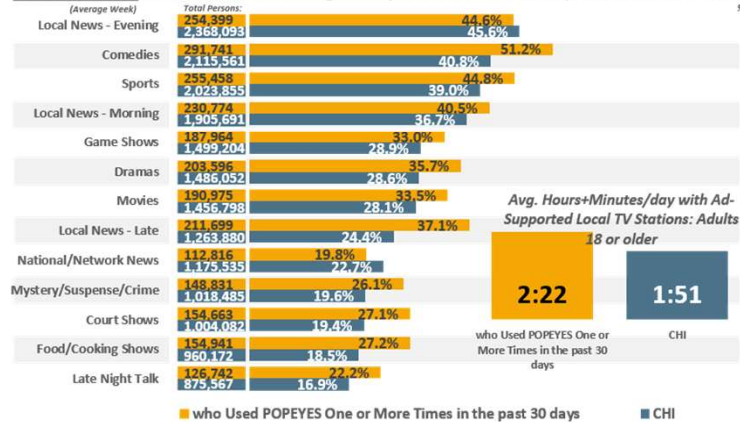
Local TV Station Programs (Persons & % Reach): Adults 18 or older



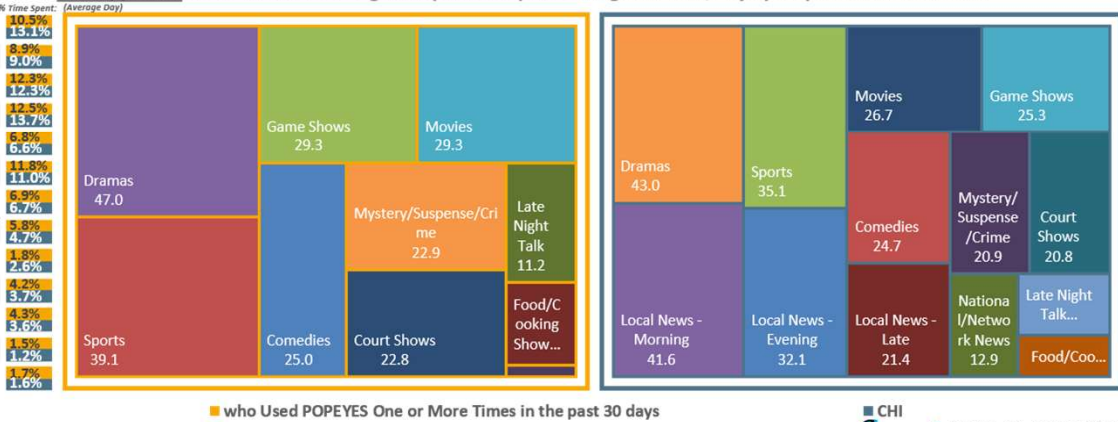
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



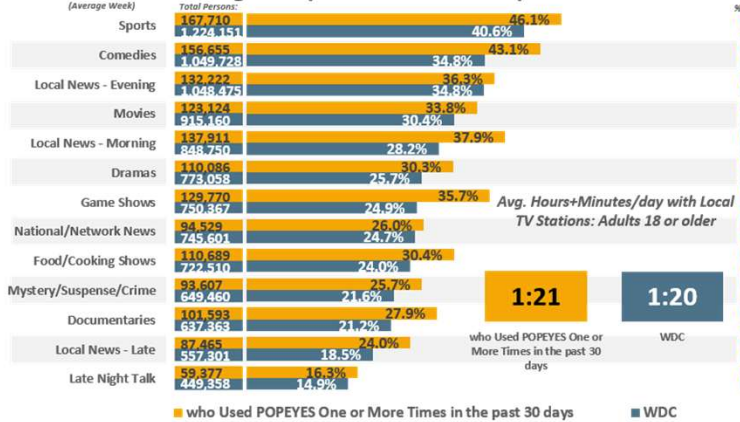
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



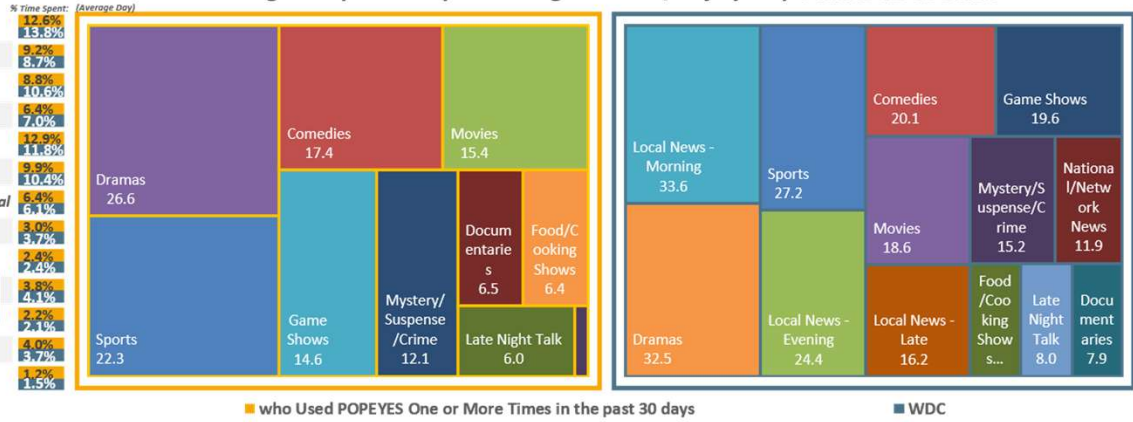


356,469 or 61.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Game Shows, Local News - Evening, and Movies.

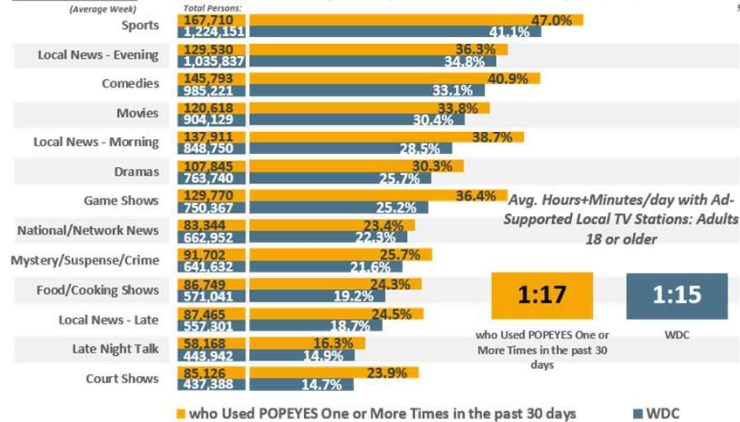
Local TV Station Programs (Persons & % Reach): Adults 18 or older



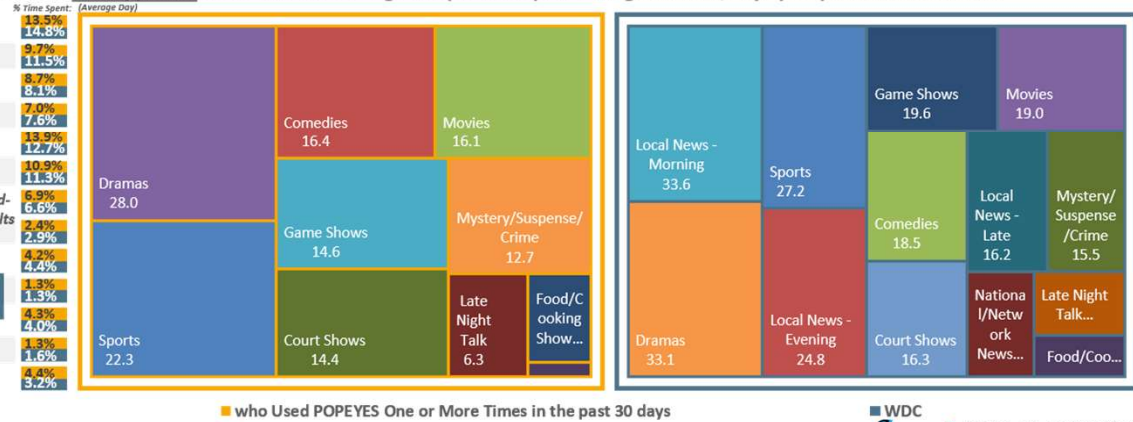
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



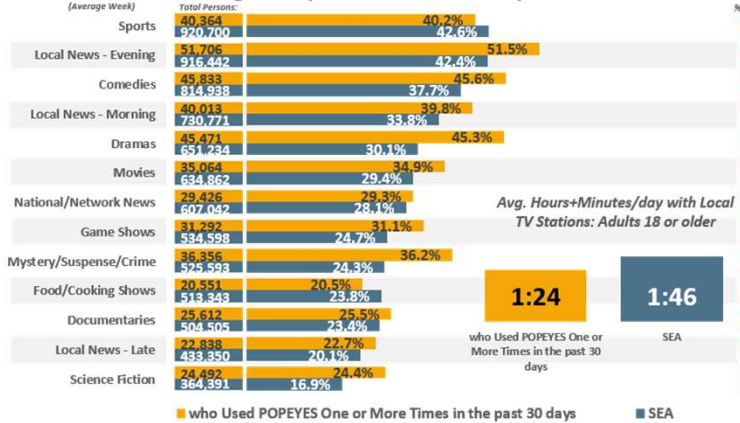
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



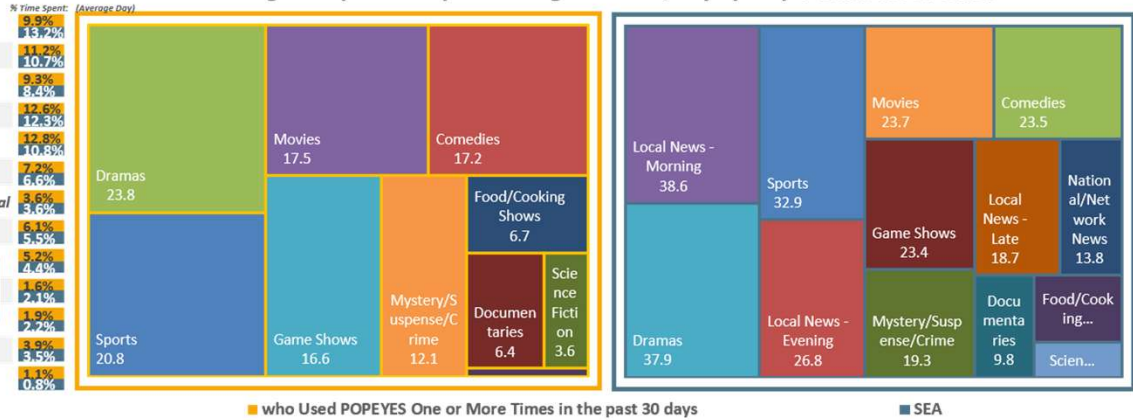


99,526 or 74.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Dramas, Comedies, Sports, Local News - Morning, and Mystery/Suspense/Crime.

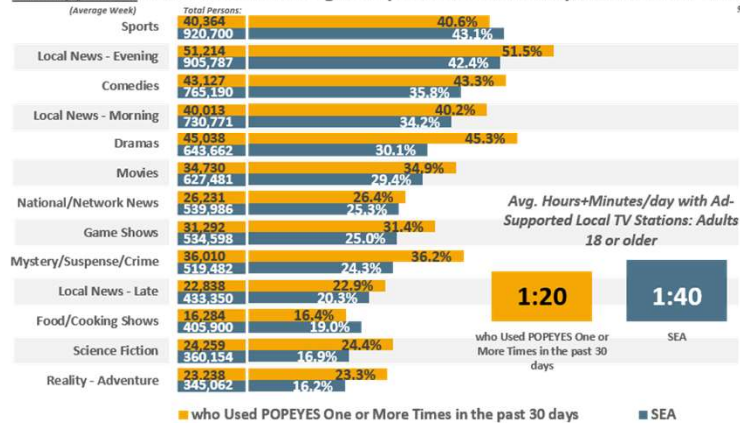
Local TV Station Programs (Persons & % Reach): Adults 18 or older



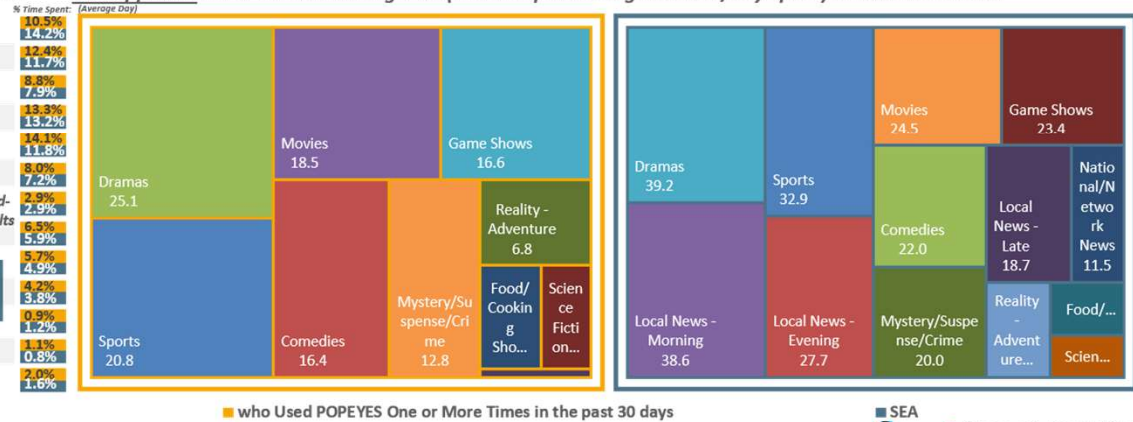
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



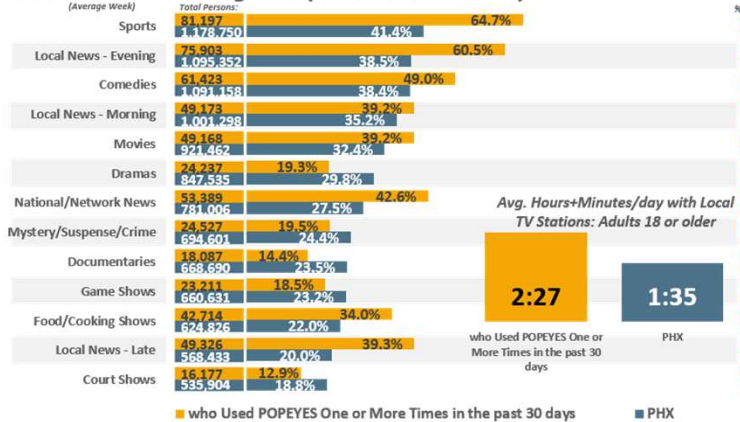
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



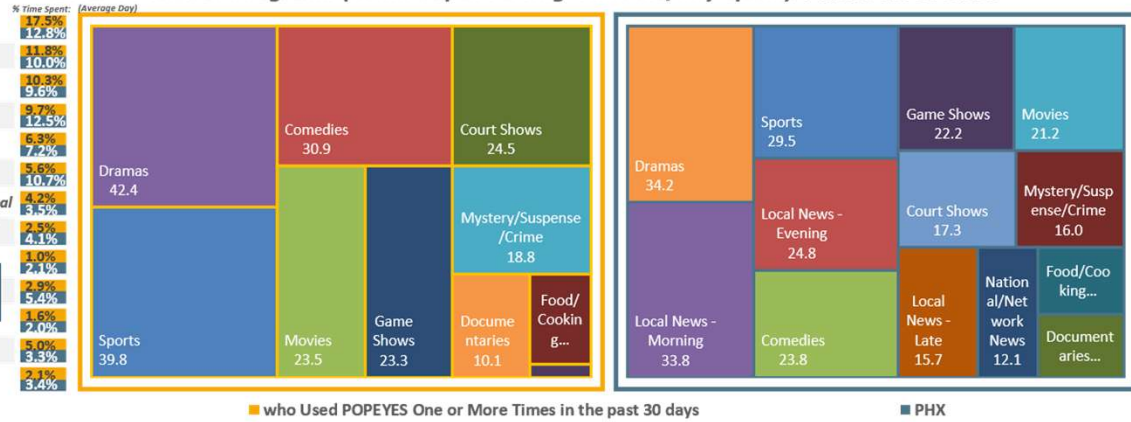


122,805 or 56.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Late, Local News - Morning, and Movies.

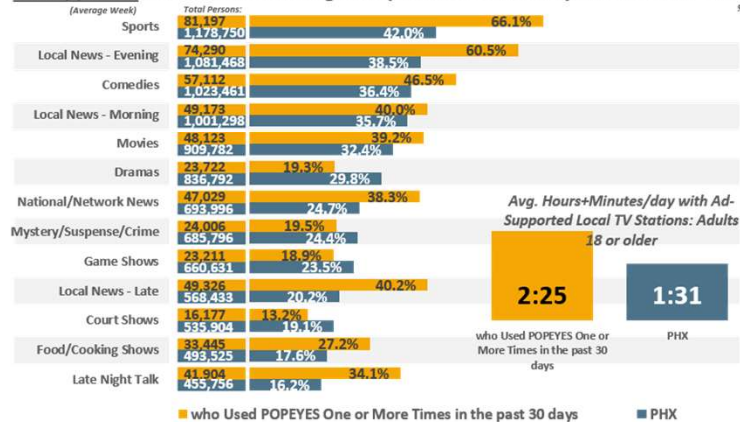
Local TV Station Programs (Persons & % Reach): Adults 18 or older



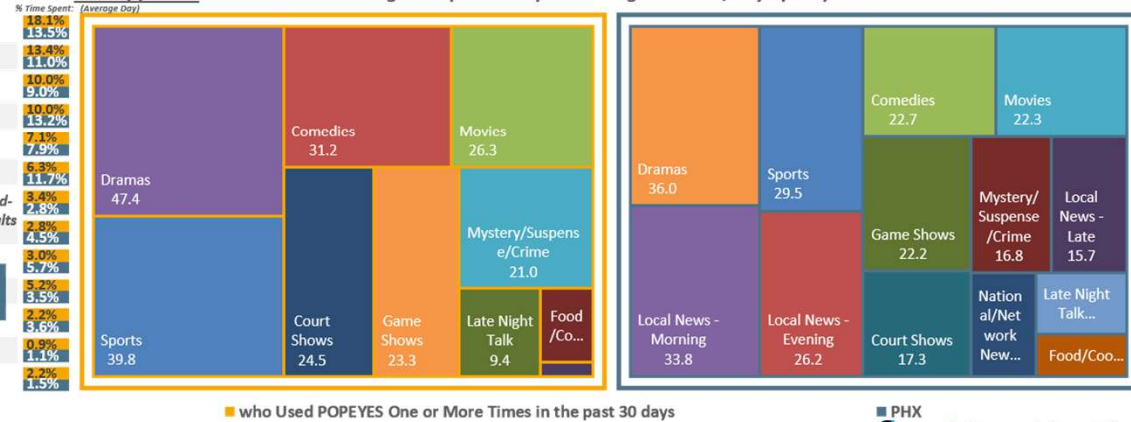
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

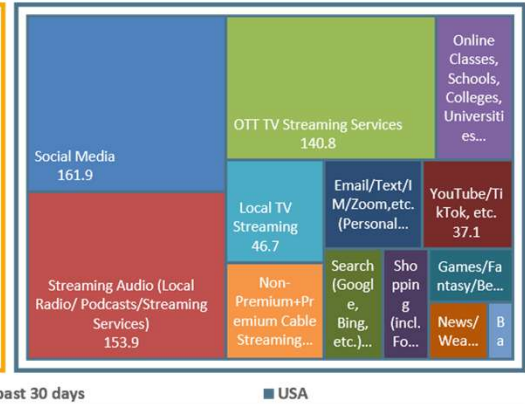
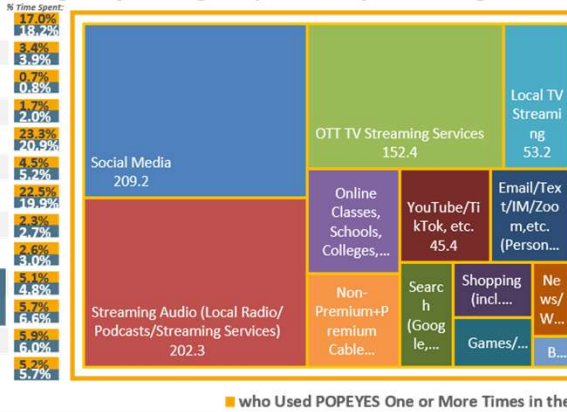
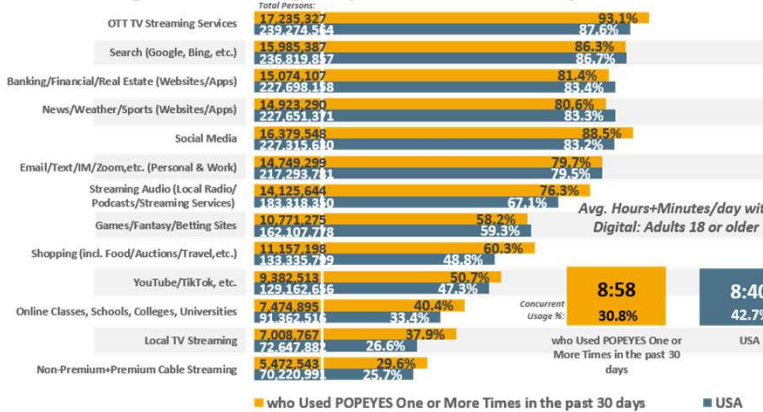




14,725,555 or 79.5% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 188.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

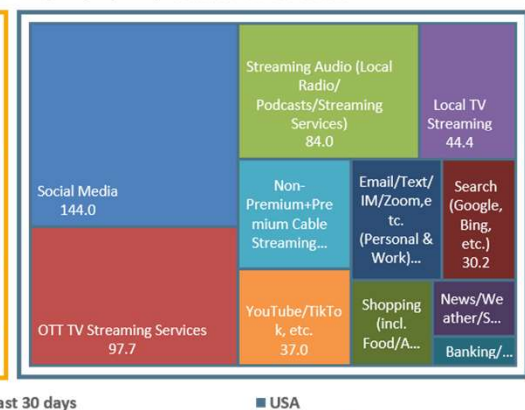
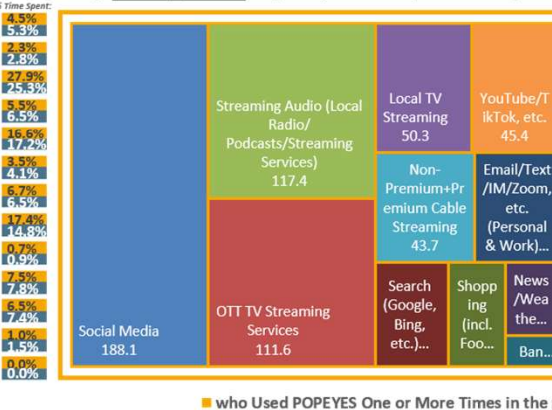
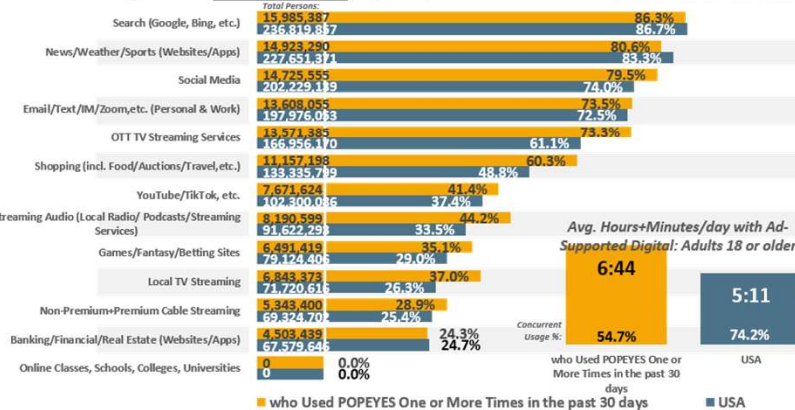
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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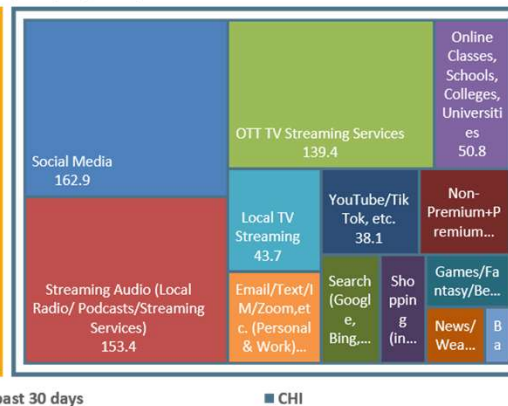
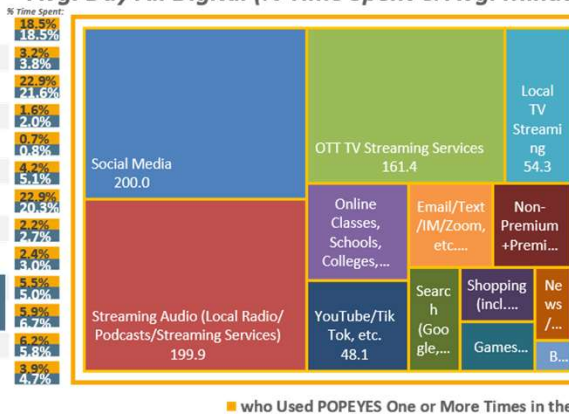
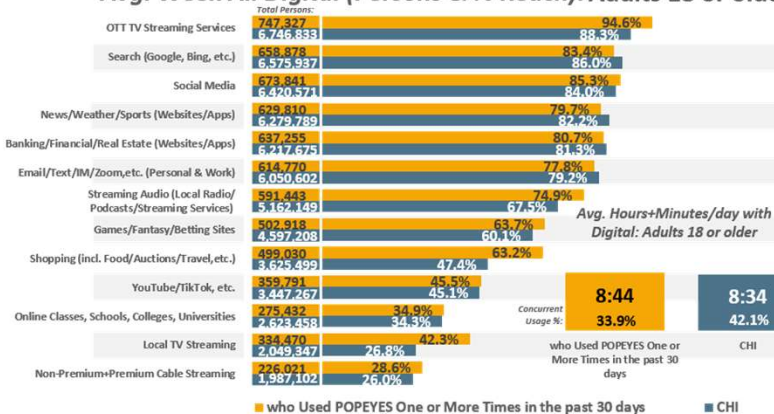
Quick service restaurants used past 30 days: Popeyes



604,284 or 76.5% 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 179.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

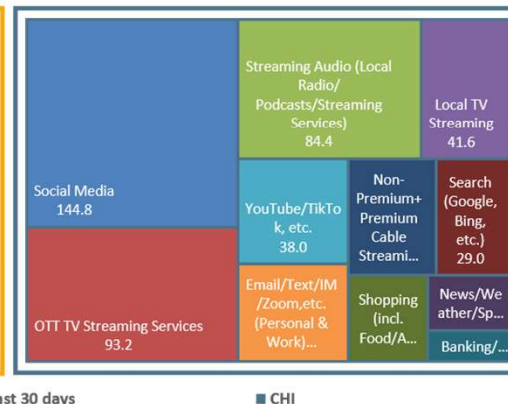
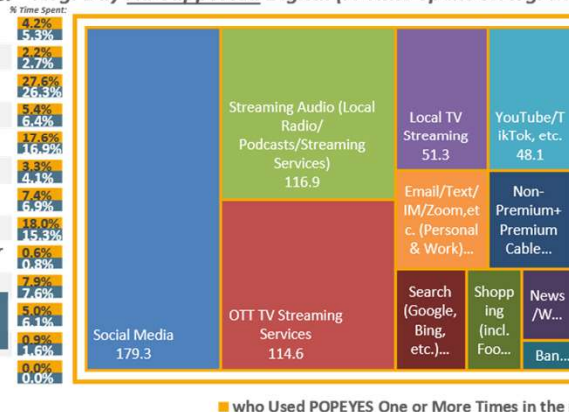
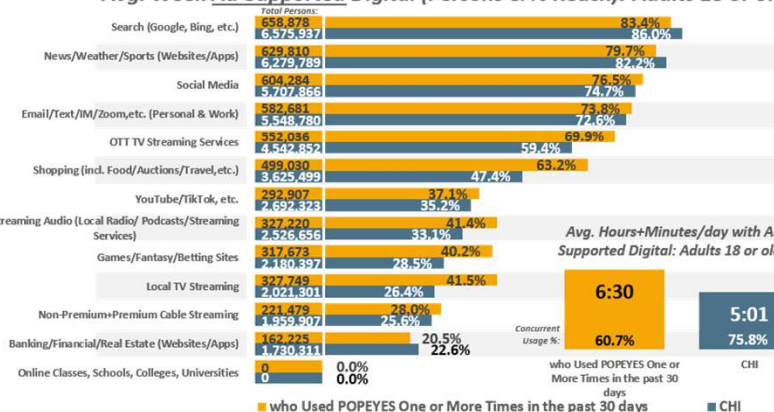
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

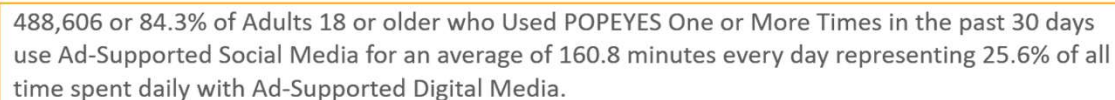
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



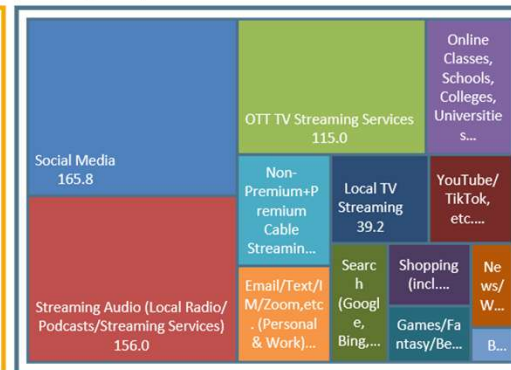
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 452
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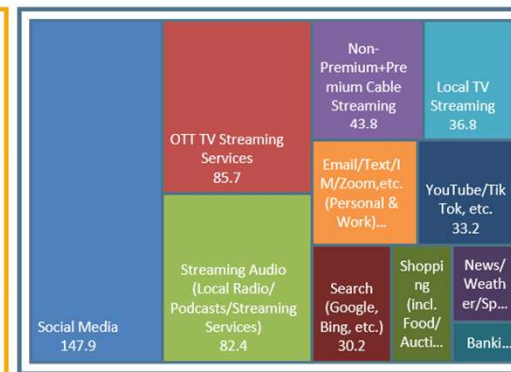
Quick service restaurants used past 30 days: Popeyes



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



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



■ WDC
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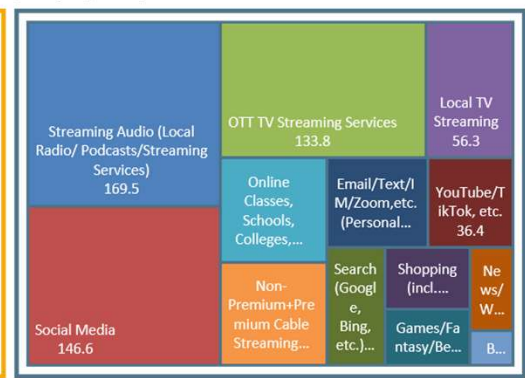
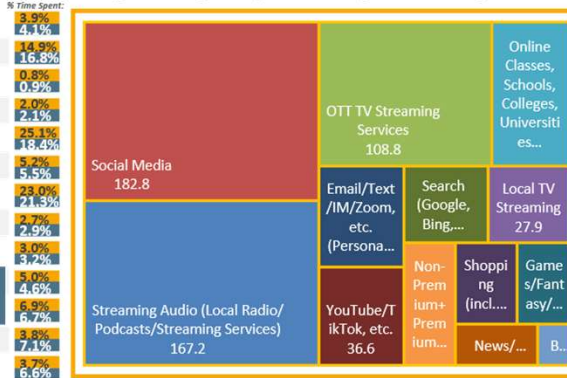
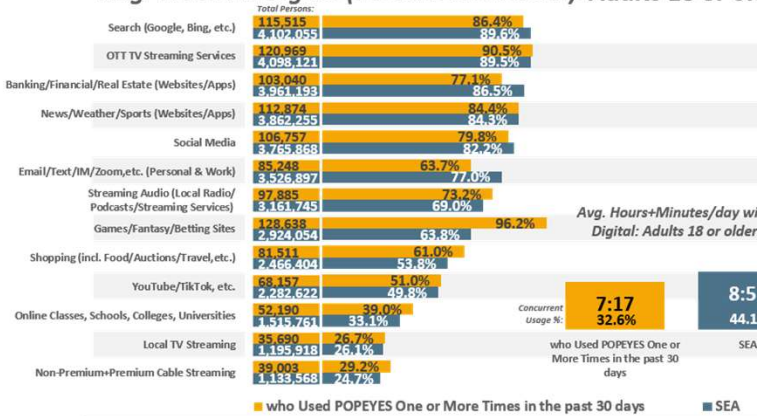
Quick service restaurants used past 30 days: Popeyes



84,301 or 63.% 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 144.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

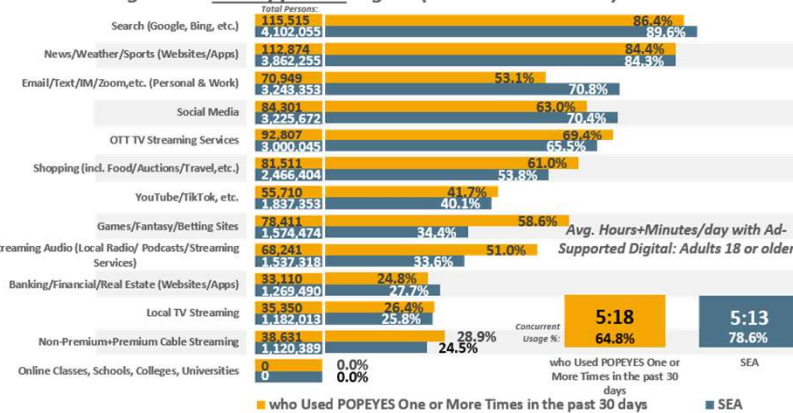
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

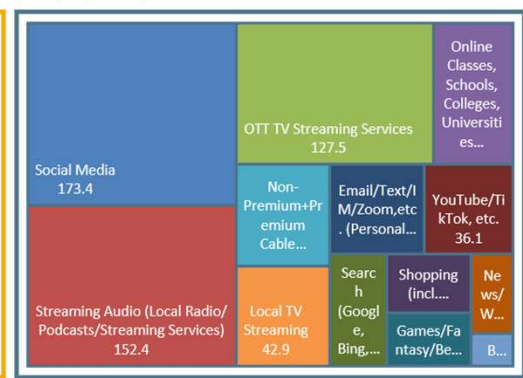
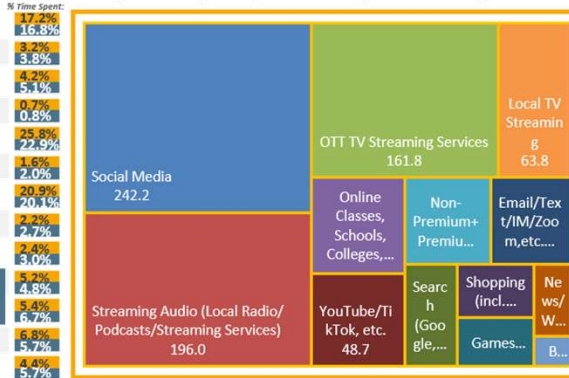
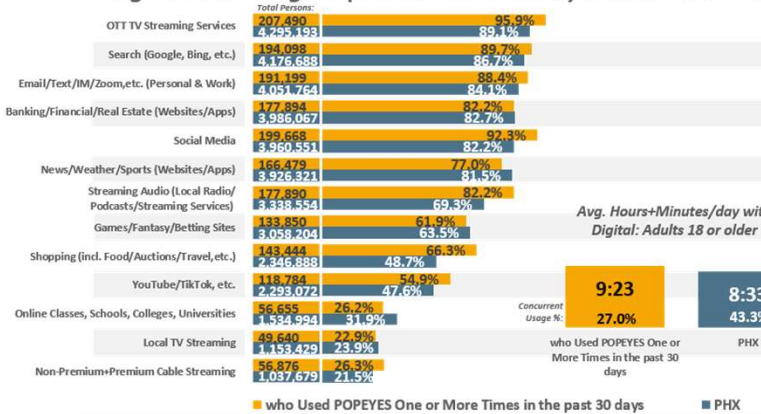




196,172 or 90.7% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Social Media for an average of 238. minutes every day representing 34.% of all time spent daily with Ad-Supported Digital Media.

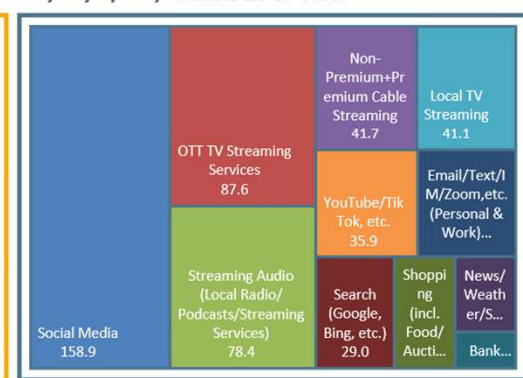
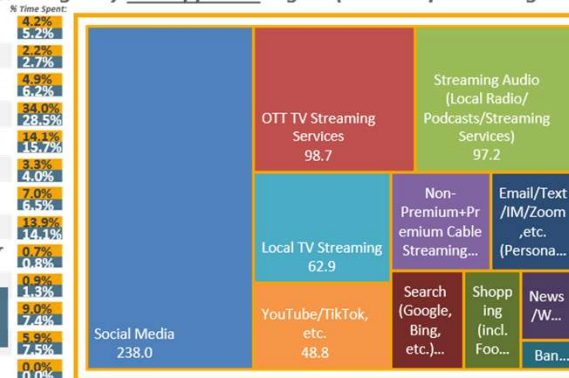
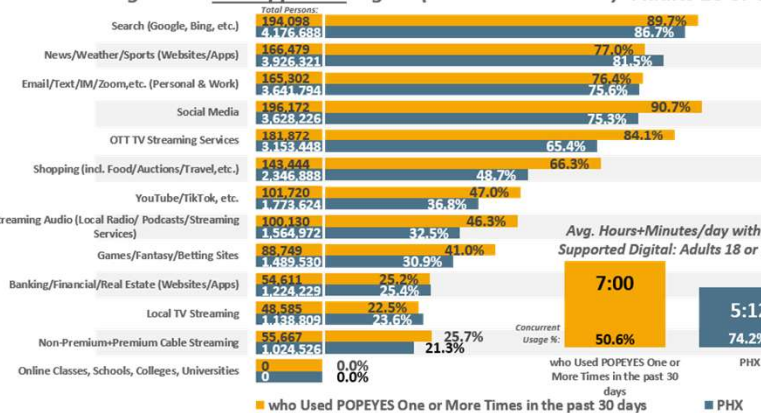
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

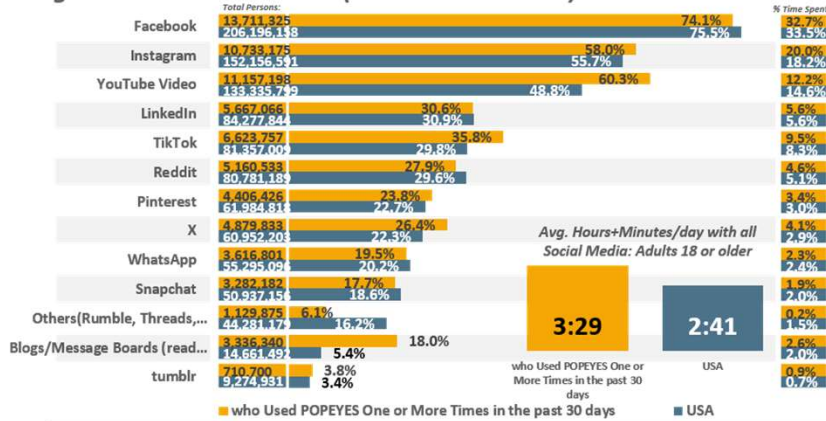
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



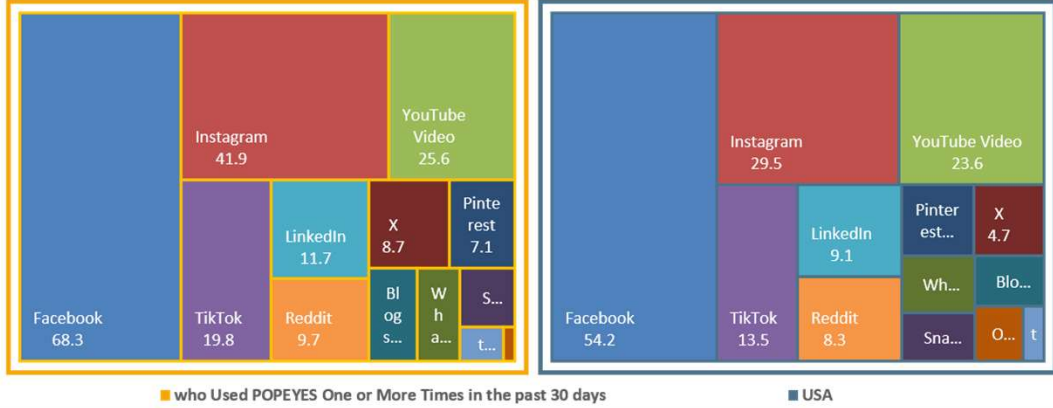


13,711,325 or 74.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

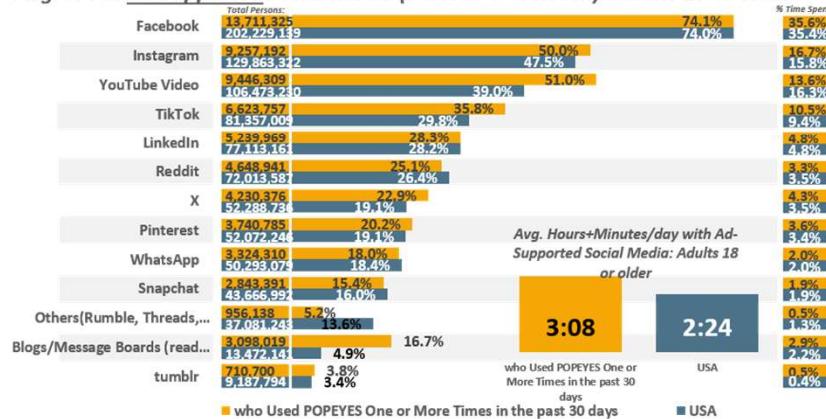
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



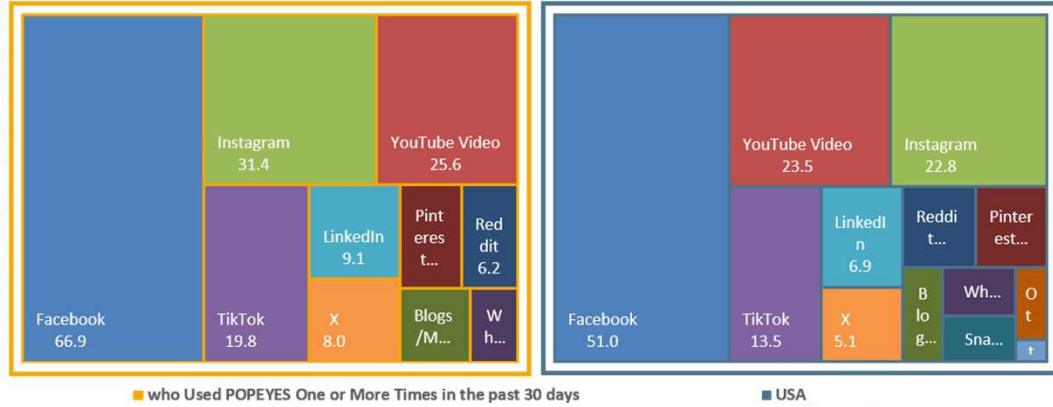
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



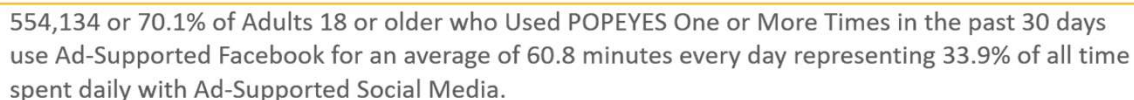
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



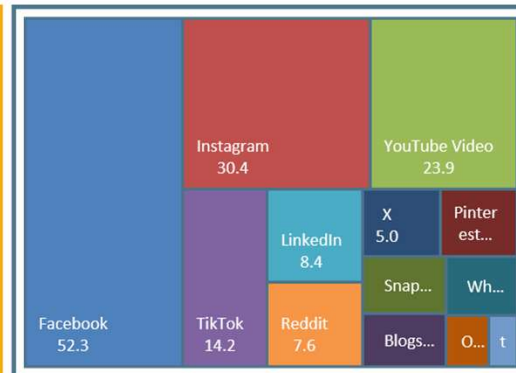
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,786
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Quick service restaurants used past 30 days: Popeyes



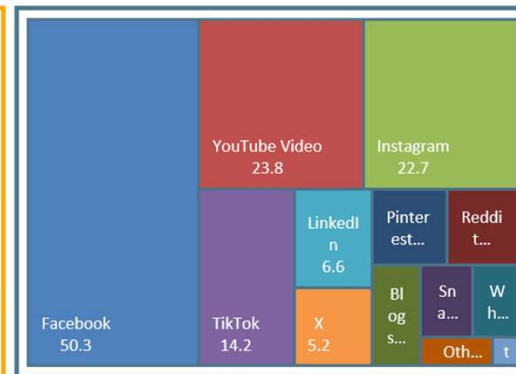
App	Total Persons	% Used POPEYES One or More Times in the past 30 days	% CHI	Avg. Hours+Minutes/day with all Social Media: Adults 18 or older
Facebook	554,134 5,588,197	70.1% 73.1%	37.1%	3:19
Instagram	439,328 4,259,716	55.6% 55.7%	18.1%	2:42
YouTube Video	499,030 8,634,499	14.4% 16.6%	14.4%	
TikTok	289,768 2,368,016	36.7% 31.0%	9.7%	
LinkedIn	227,257 2,246,048	28.8% 29.4%	5.1%	
Reddit	230,653 2,125,919	29.2% 27.8%	4.6%	
X	231,007 8,750,671	29.2% 22.6%	5.3%	
Pinterest	183,478 1,823,004	23.2% 23.5%	3.8%	
Snapchat	165,166 1,831,449	20.9% 21.4%	2.7%	
WhatsApp	154,650 1,542,987	19.6% 20.2%	2.4%	
Others (Rumble, Threads,...	23,634 1,107,397	3.0% 14.5%	0.1%	
Blogs/Message Boards (read...)	119,891 401,248	5.2% 5.2%	1.3%	
tumblr	25,291 2,001,113	3.2% 3.8%	0.6%	



Social Media Platform	who Used POPEYES One or More Times in the past 30 days (Hours/Day)	CHI (Hours/Day)
Facebook	5.54	5.88
Instagram	3.77	3.63
YouTube Video	4.32	4.37
TikTok	2.89	2.38
LinkedIn	2.09	2.05
Reddit	2.07	1.89
X	1.99	1.48
Pinterest	1.55	1.44
Snapchat	1.42	1.40
WhatsApp	1.41	1.40
Others (Rumble, Threads, etc.)	19.95	926.64
Blogs/Message Boards (read...)	111.04	158.48
tumblr	25.25	267.58

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

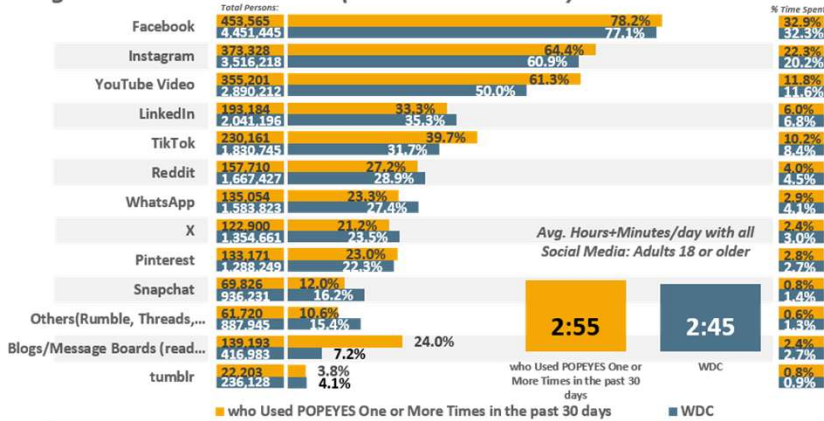
- who Used POPEYES One or More Times in the past 30 days: 2:59
- CHI: 2:24



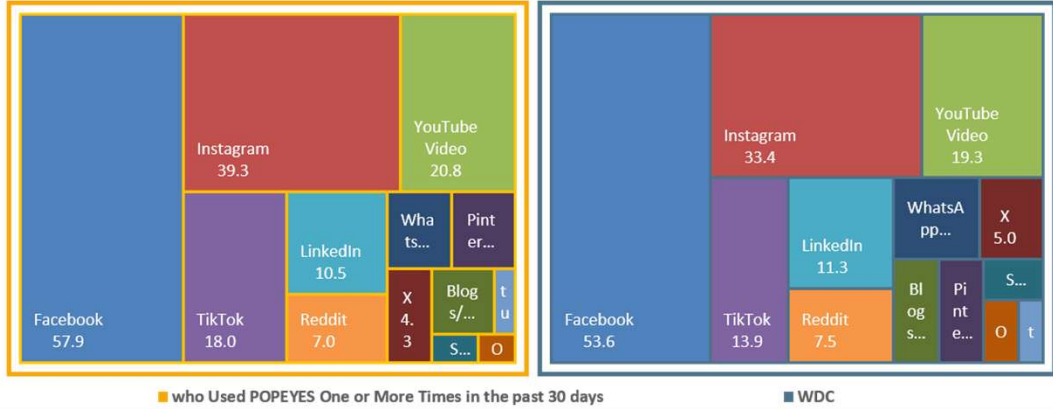


453,565 or 78.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 57.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

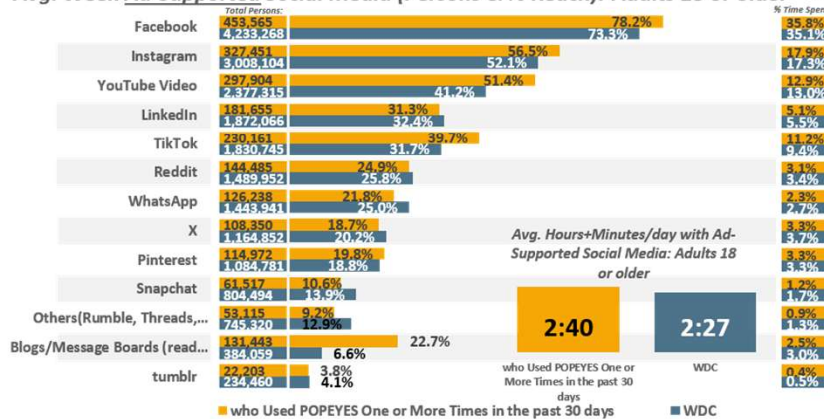
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



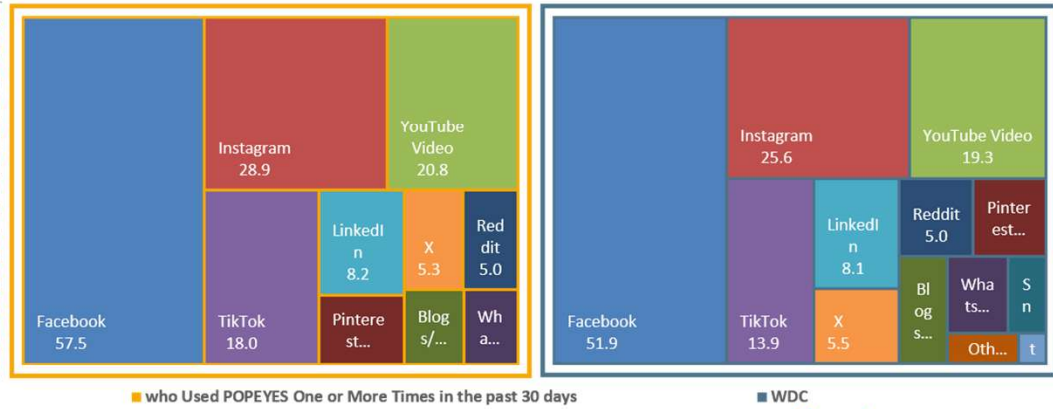
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



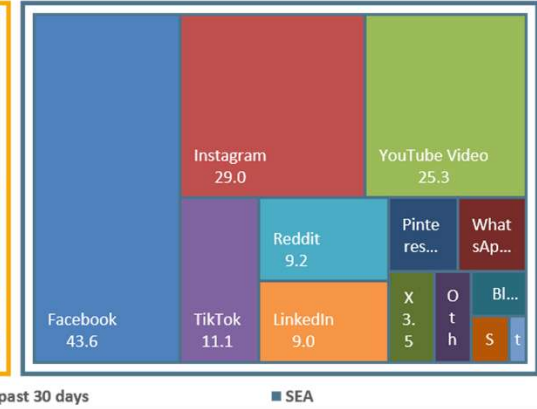
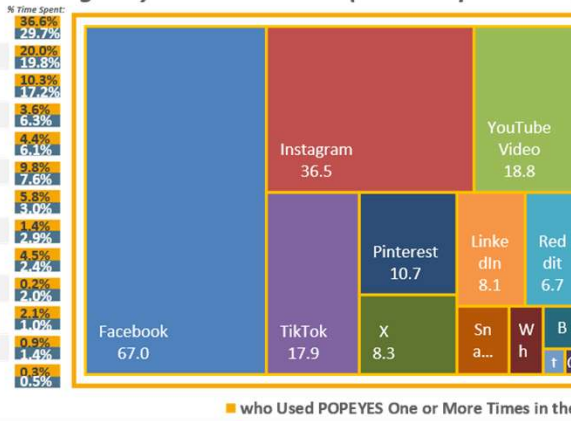
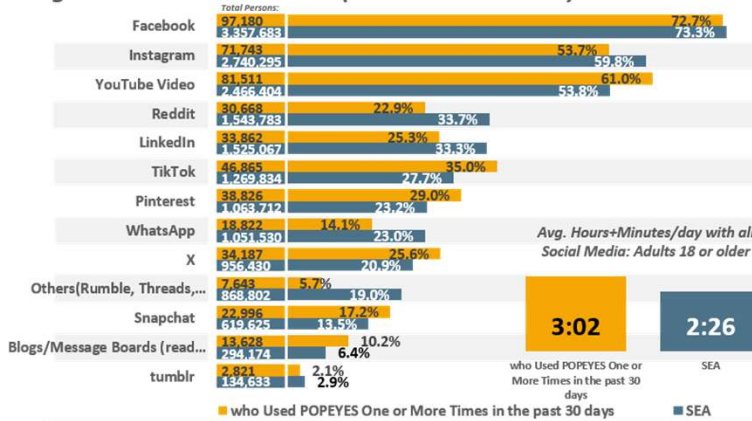
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



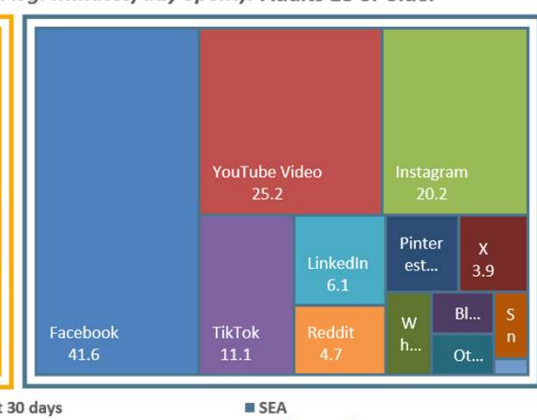
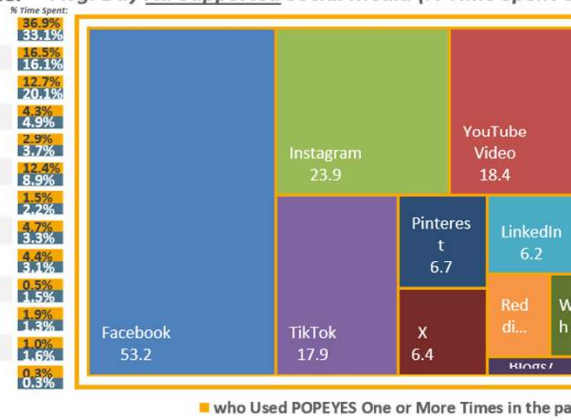
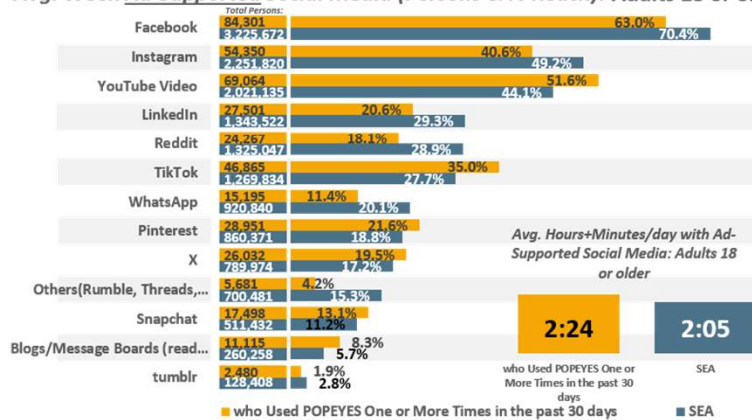


84,301 or 63.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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**



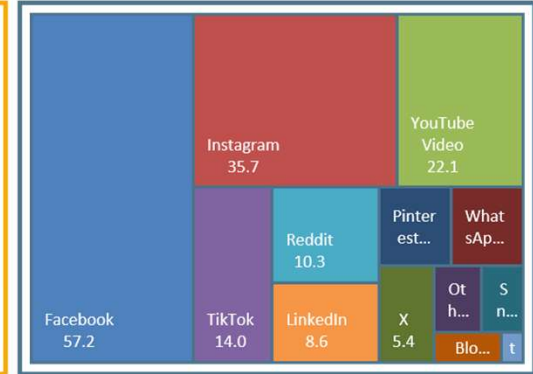
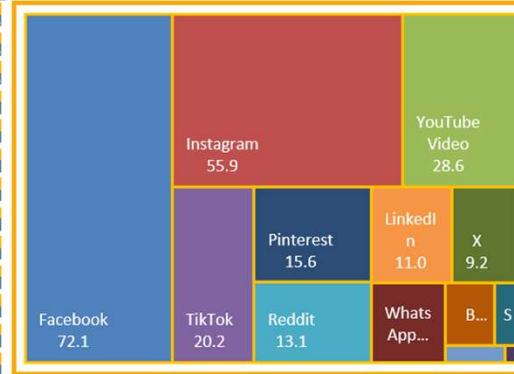
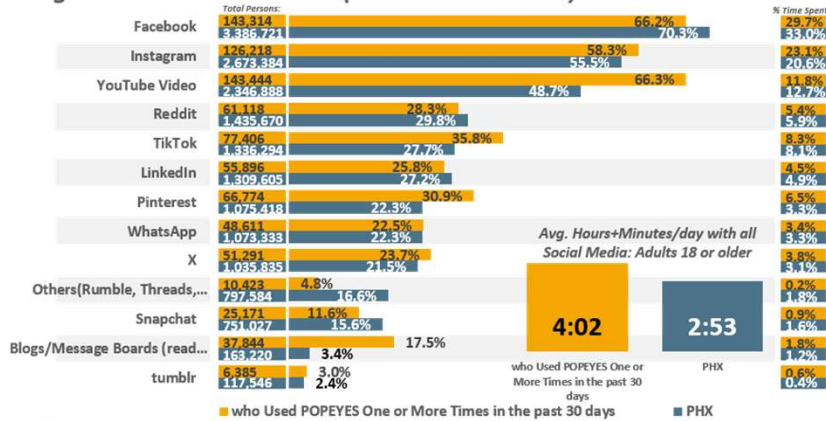
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



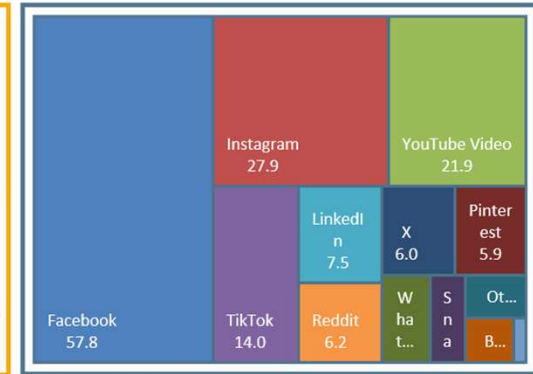
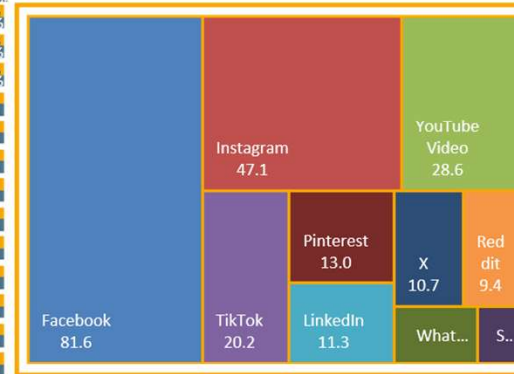
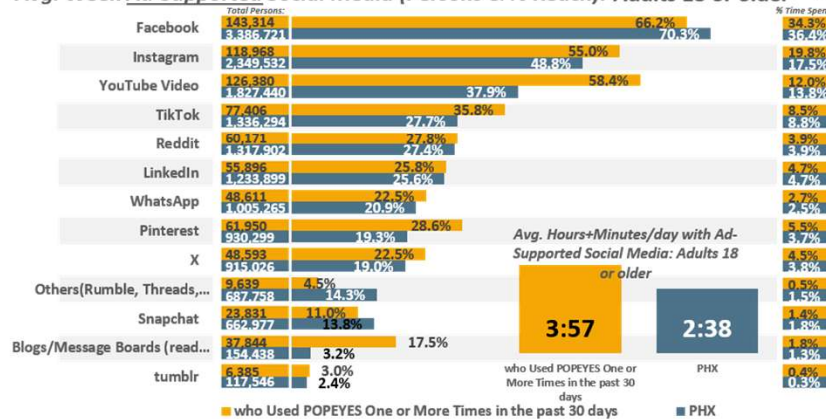


143,314 or 66.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 81.6 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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



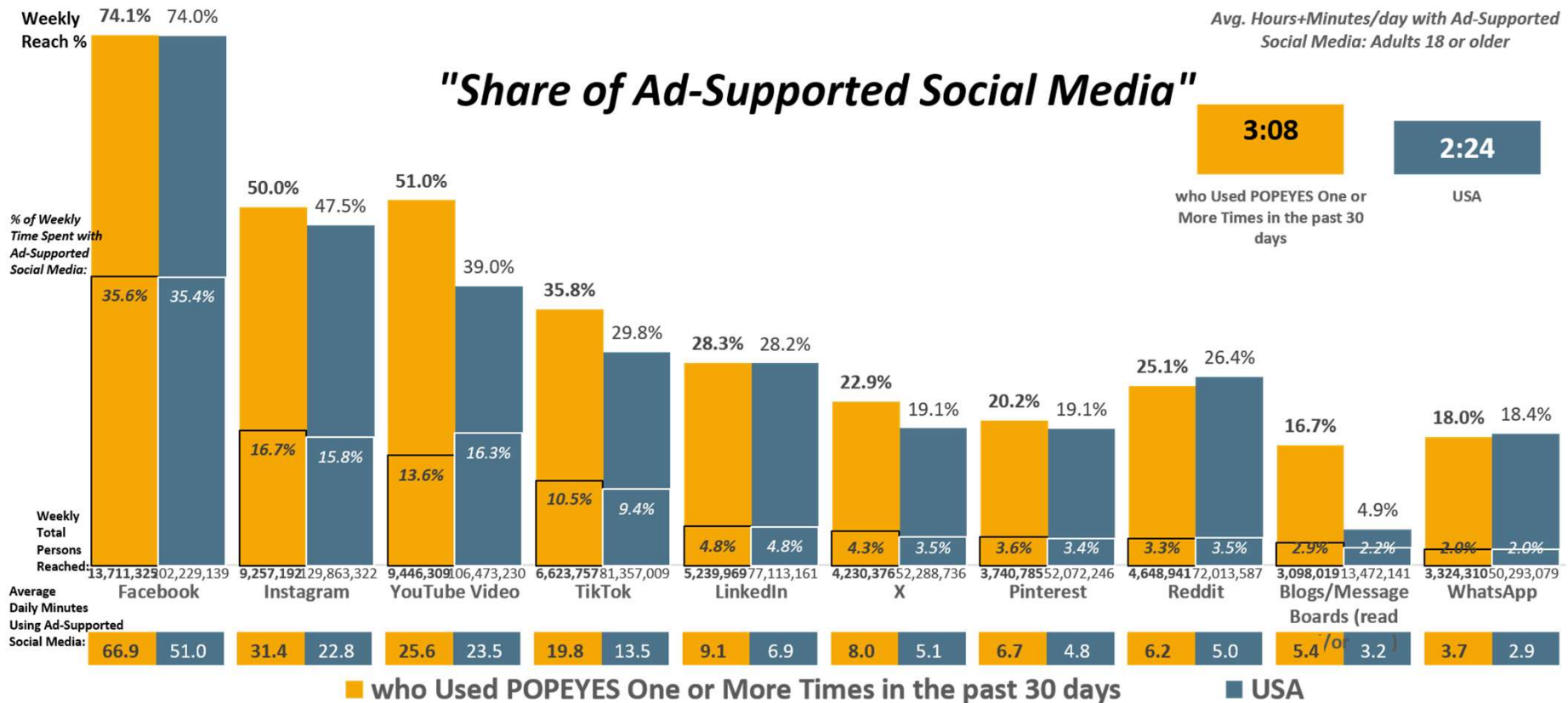
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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.

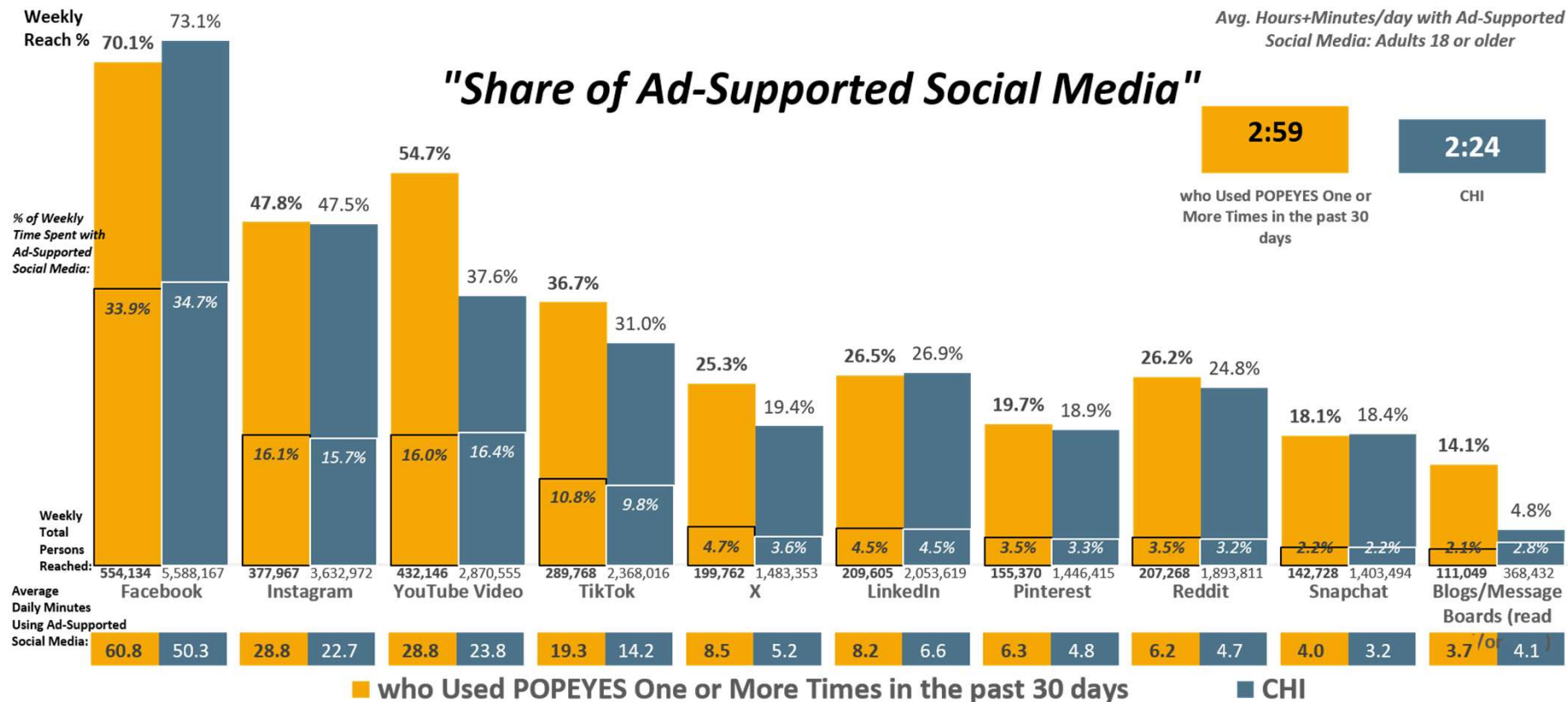
"Share of Ad-Supported Social Media"





554,134 or 70.1% 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 60.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

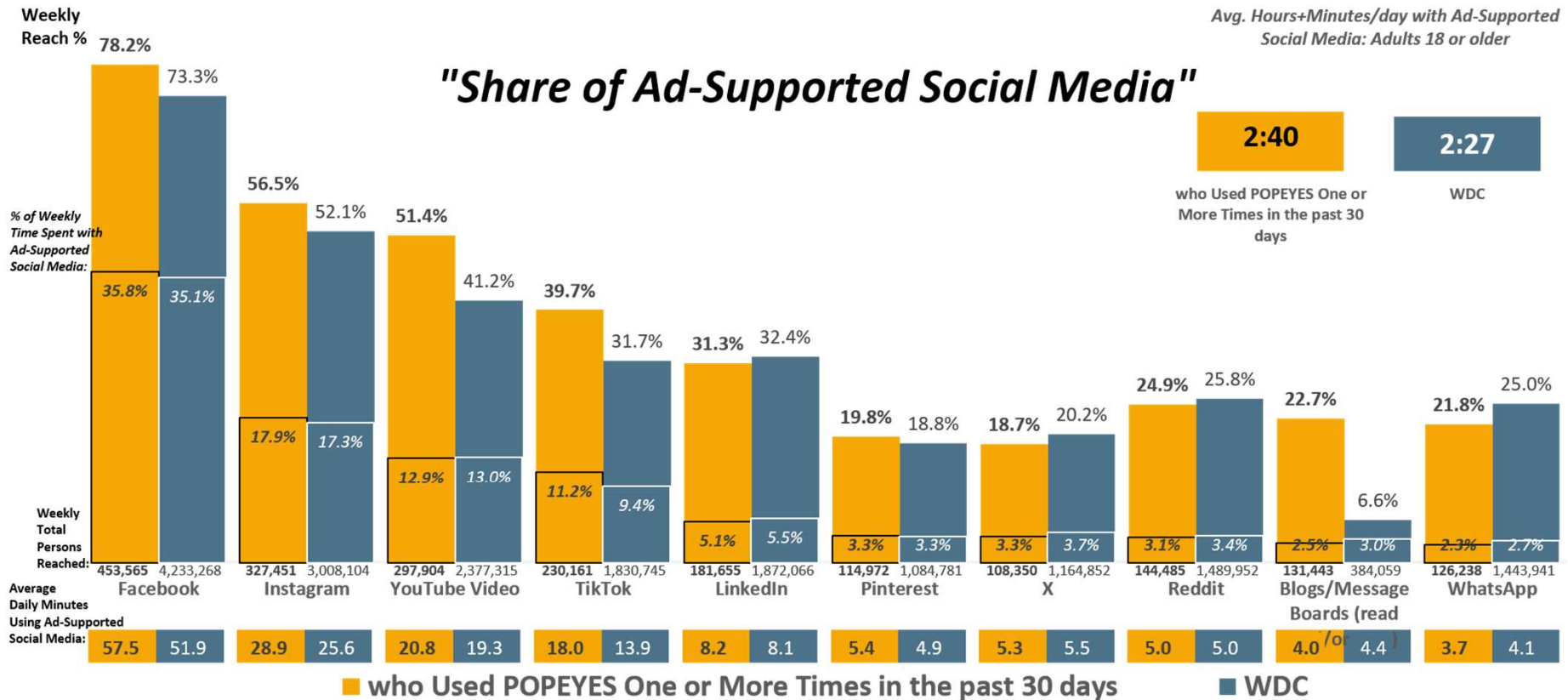
"Share of Ad-Supported Social Media"





453,565 or 78.2% 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 57.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

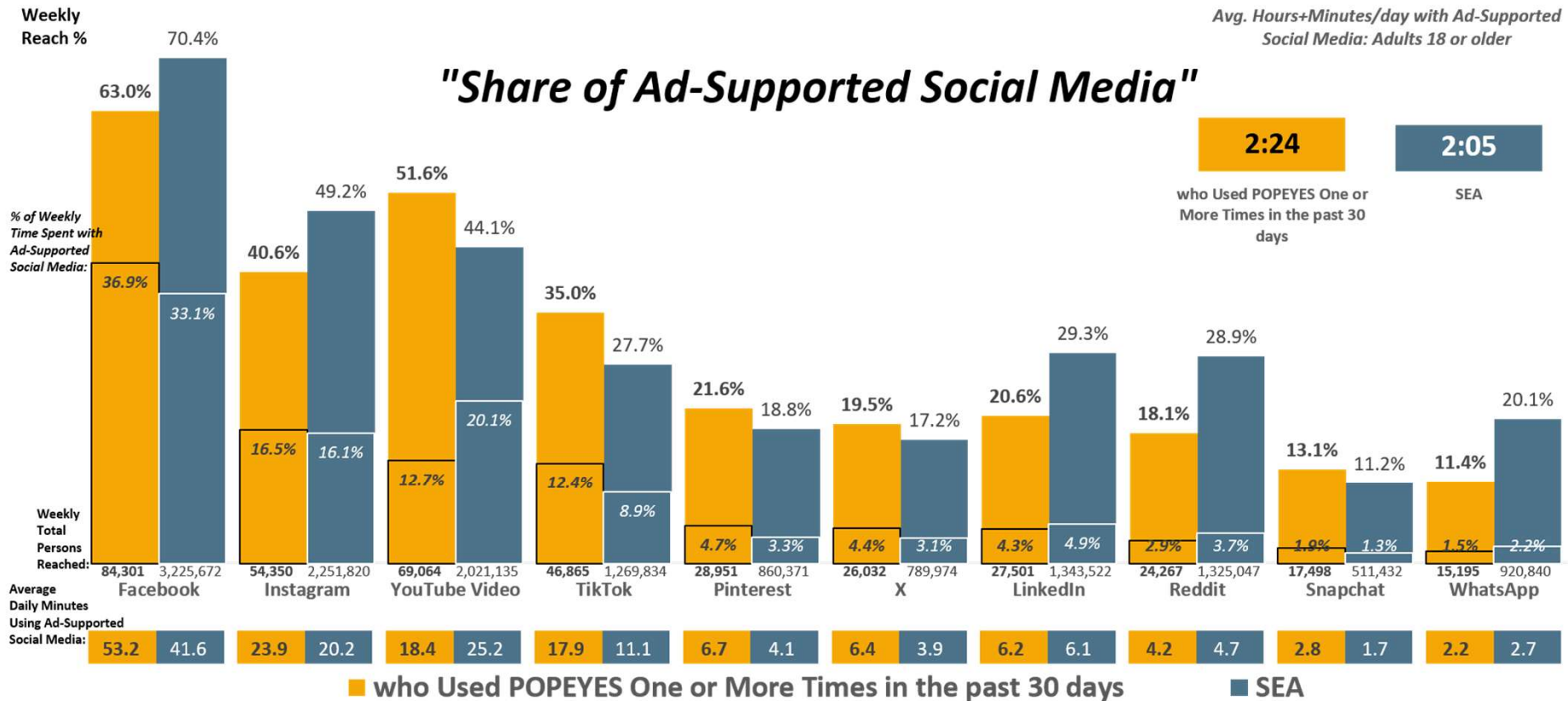
"Share of Ad-Supported Social Media"





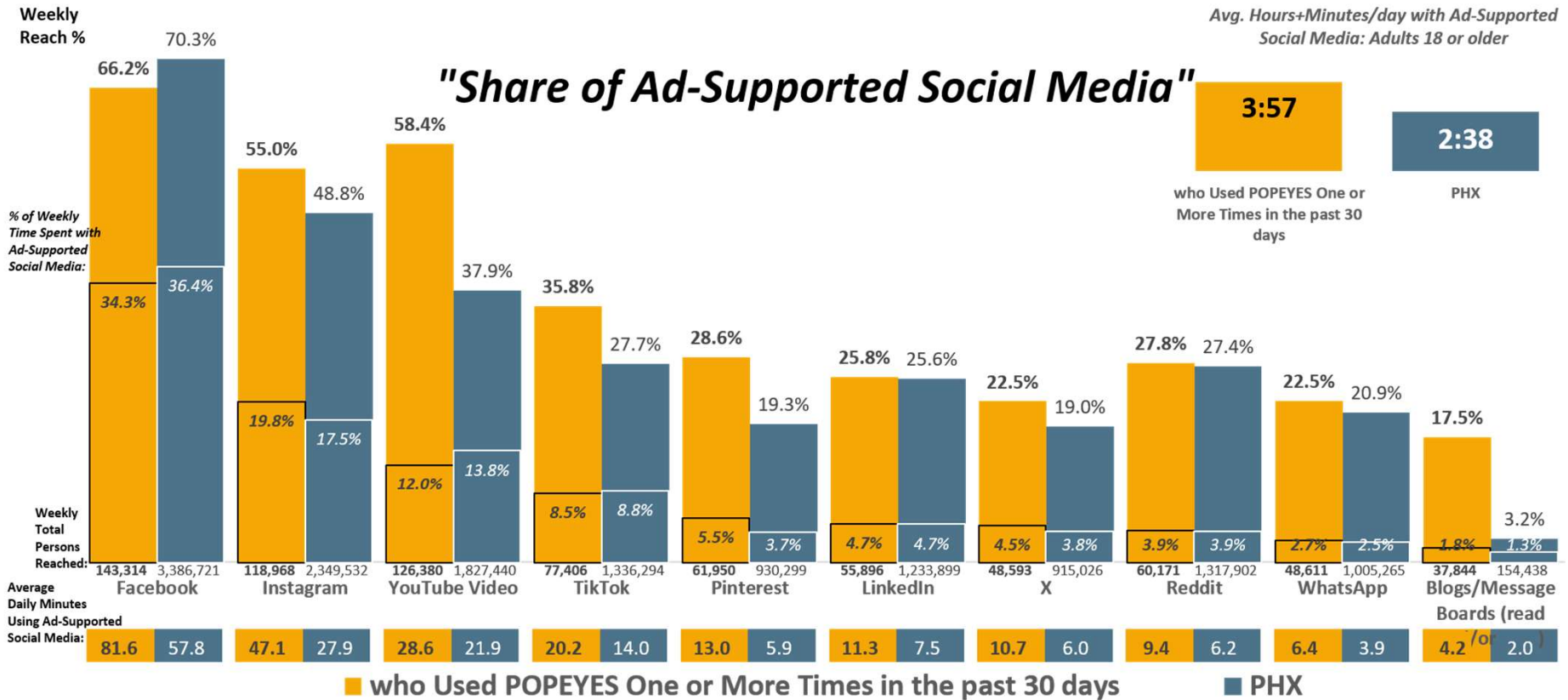
84,301 or 63.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 53.2 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





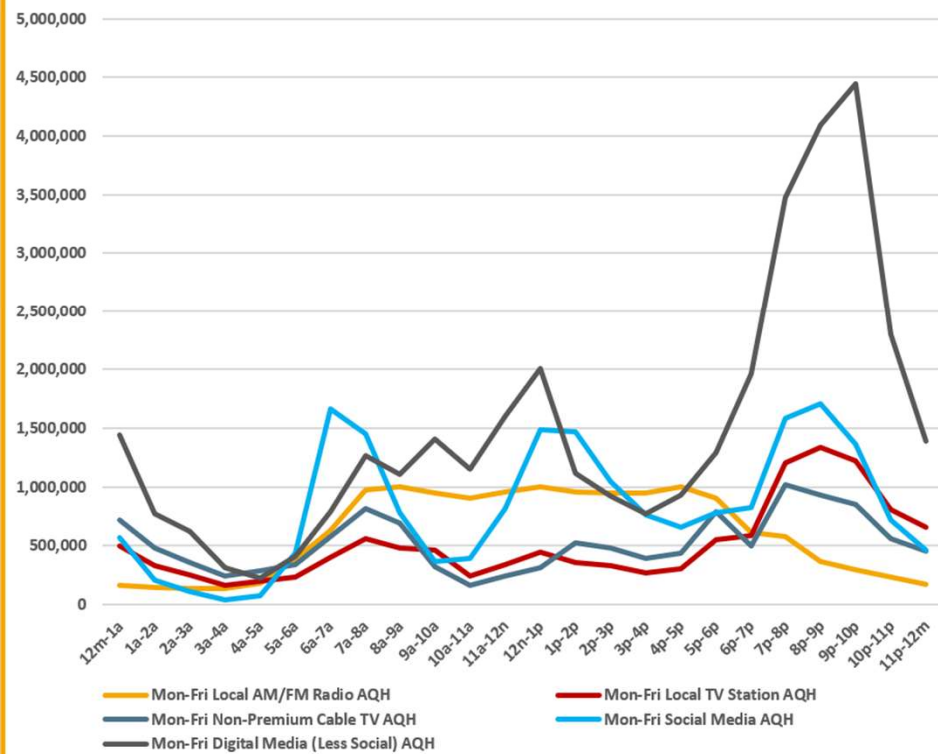
143,314 or 66.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days use Ad-Supported Facebook for an average of 81.6 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



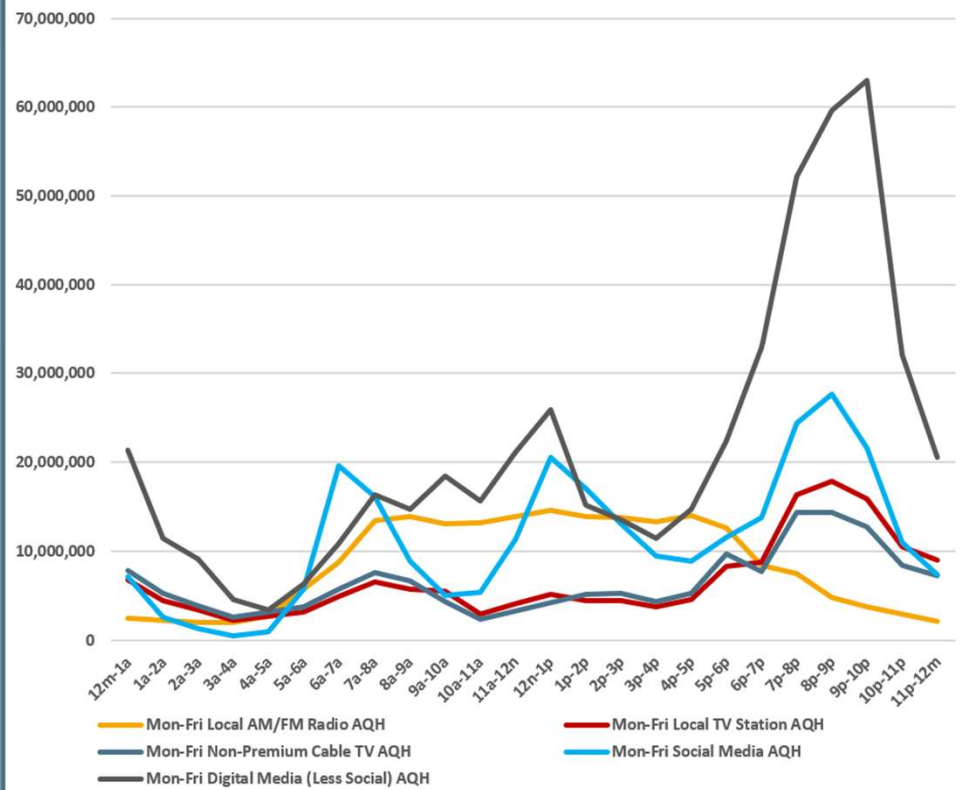


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,256,118; Social Media: 959,117; Local Radio: 907,114; Non-Prem. Cable: 479,096; Local TV: 409,100 reaching Adults 18 or older who Used POPEYES One or More Times in the

(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



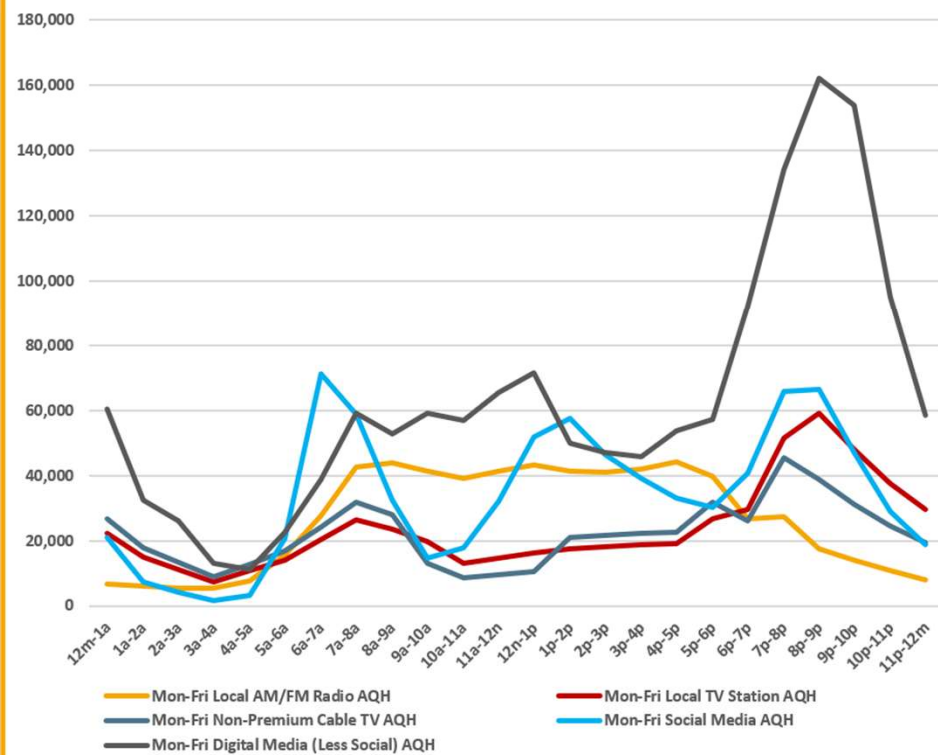
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



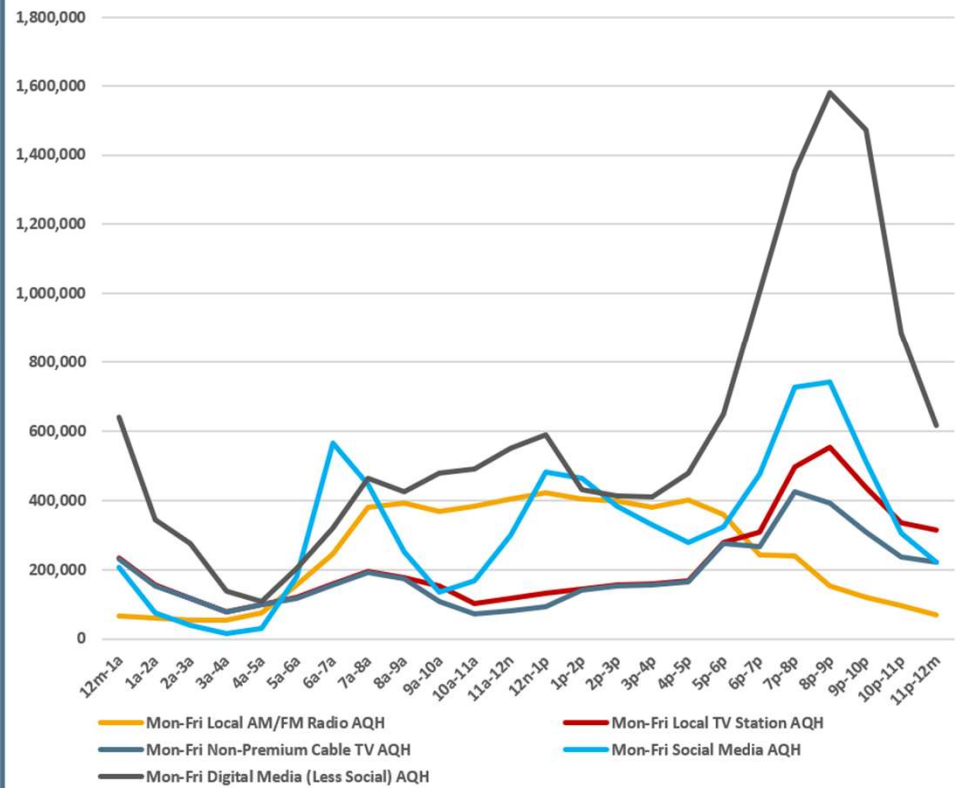


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,642; Social Media: 40,385; Local Radio: 39,550; Non-Prem. Cable: 20,876; Local TV: 20,283 reaching Adults 18 or older who Used POPEYES One or More Times in the past 30

(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



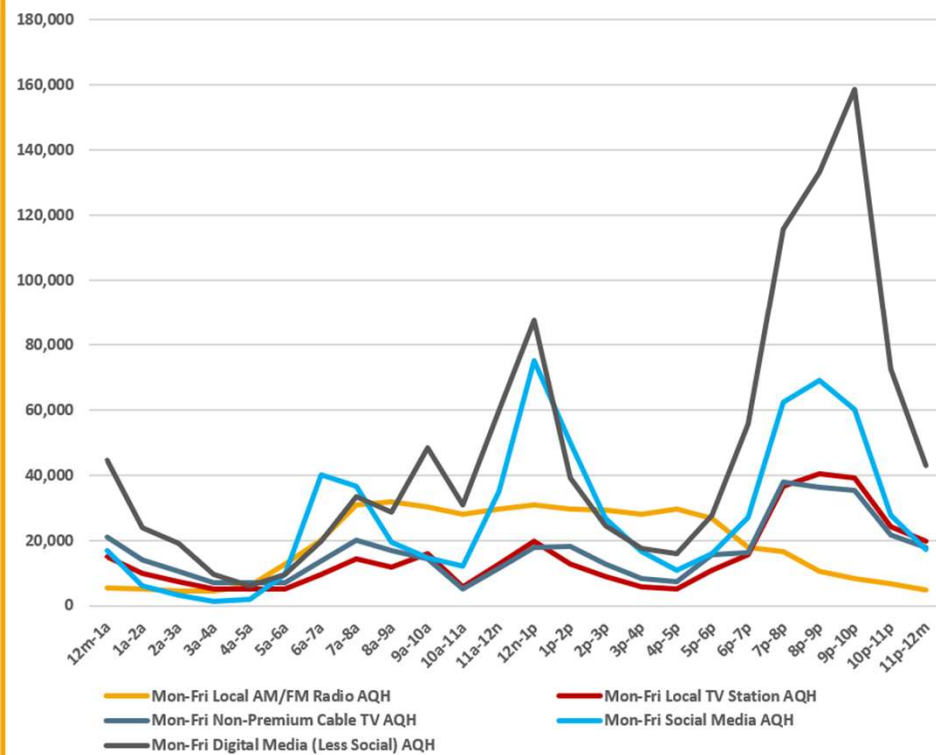
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



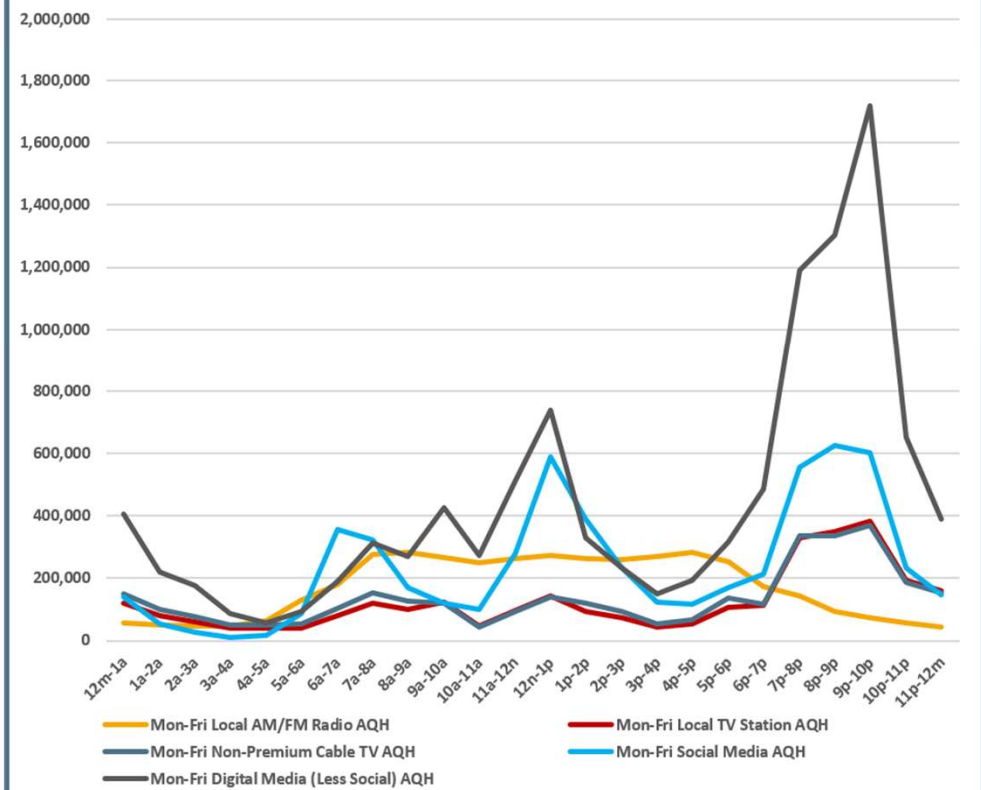


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,586; Social Media: 29,229; Local Radio: 27,917; Non-Prem. Cable: 13,667; Local TV: 11,484 reaching Adults 18 or older who Used POPEYES One or More Times in the past 30

(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



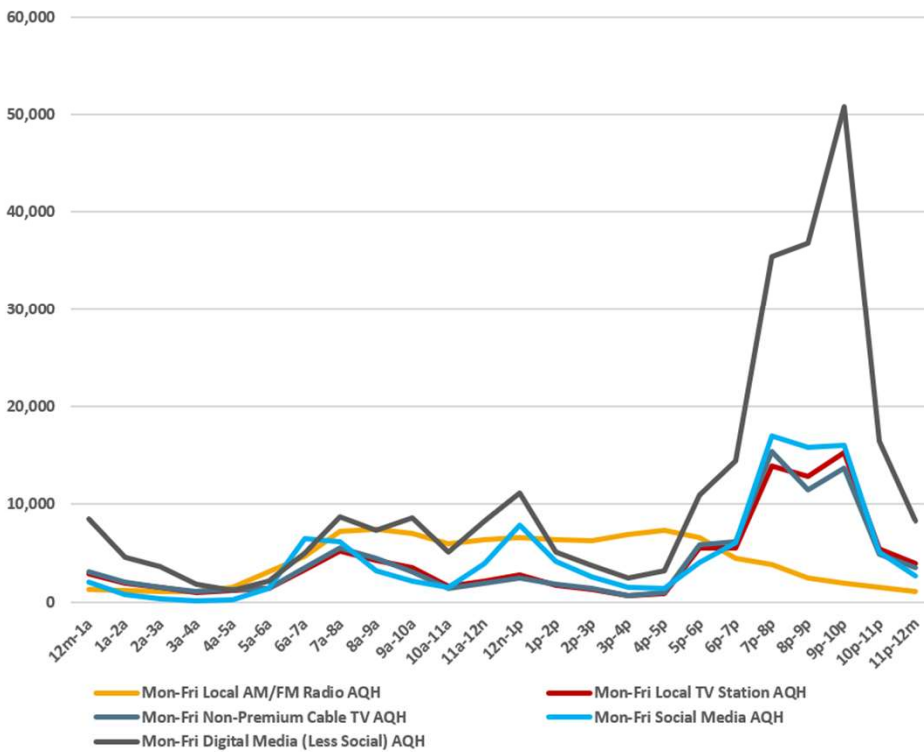
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



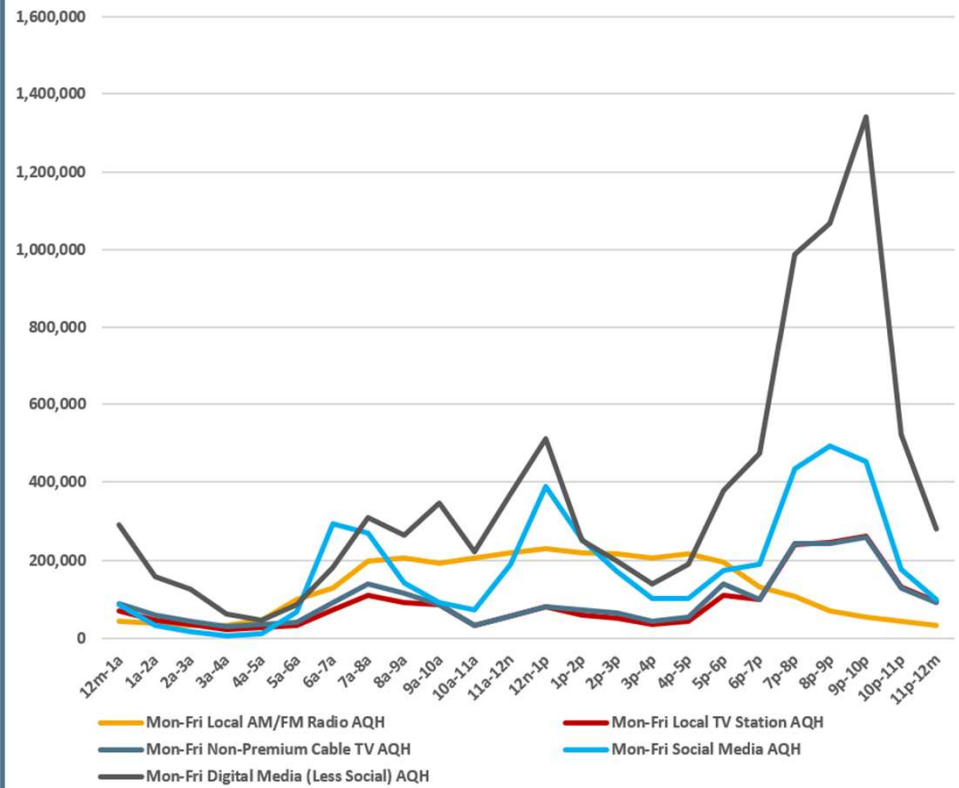


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,251; Local Radio: 6,399; Social Media: 3,944; Non-Prem. Cable: 3,040; Local TV: 2,949 reaching Adults 18 or older who Used POPEYES One or More Times in the past 30 days

(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



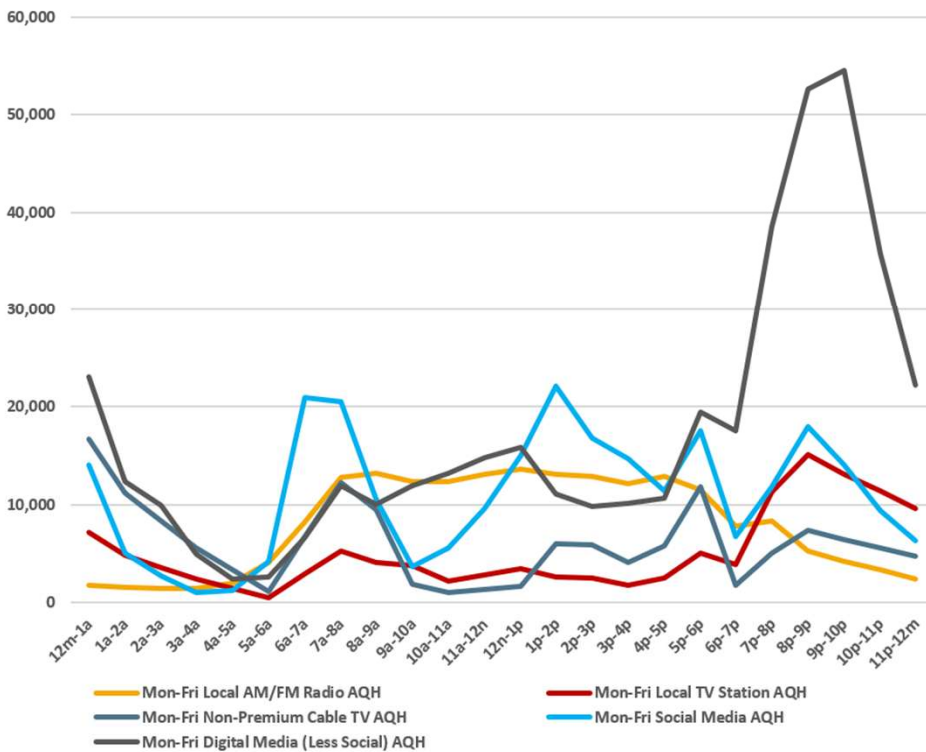
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



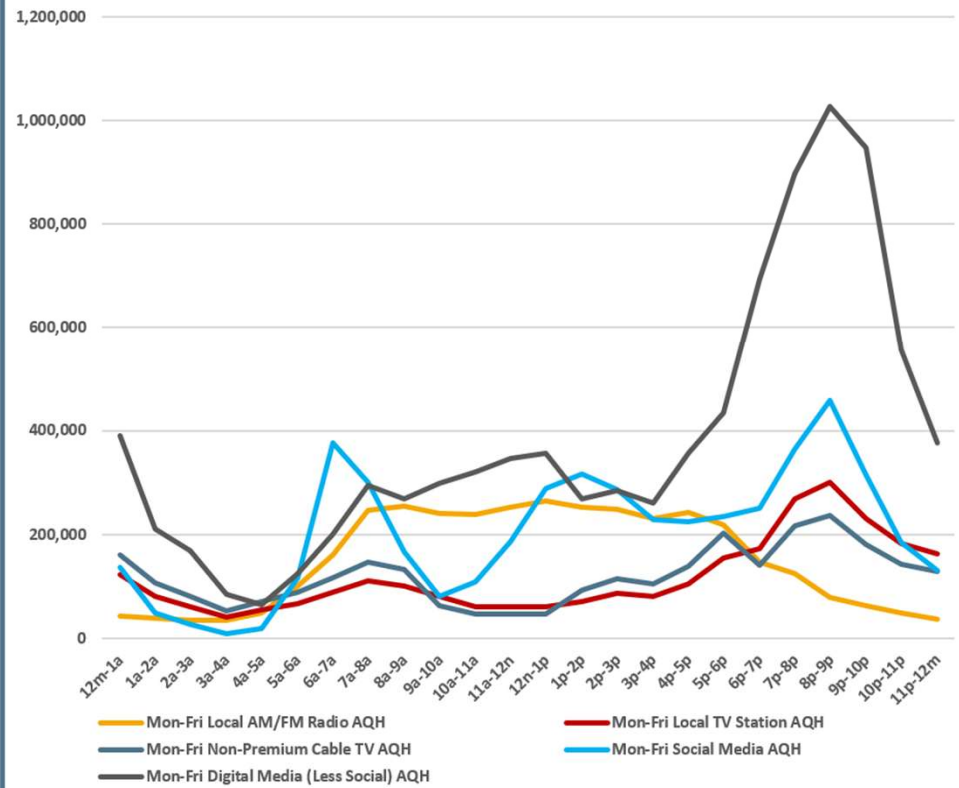


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 13,471; All Other Digital Media: 12,552; Local Radio: 12,020; Non-Prem. Cable: 5,368; Local TV: 3,275 reaching Adults 18 or older who Used POPEYES One or More Times in the past 30 d

(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



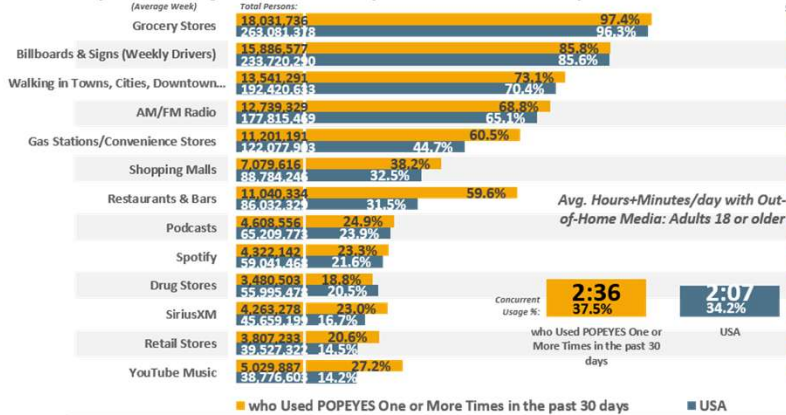
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



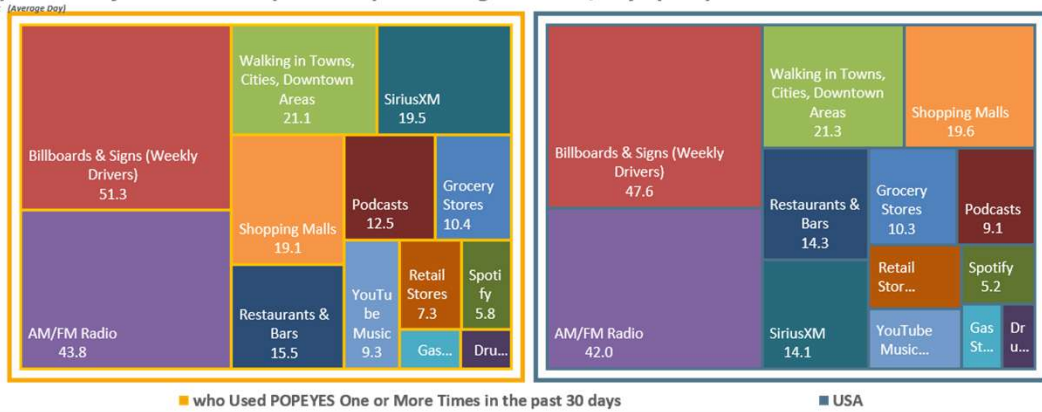


15,886,577 or 85.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes

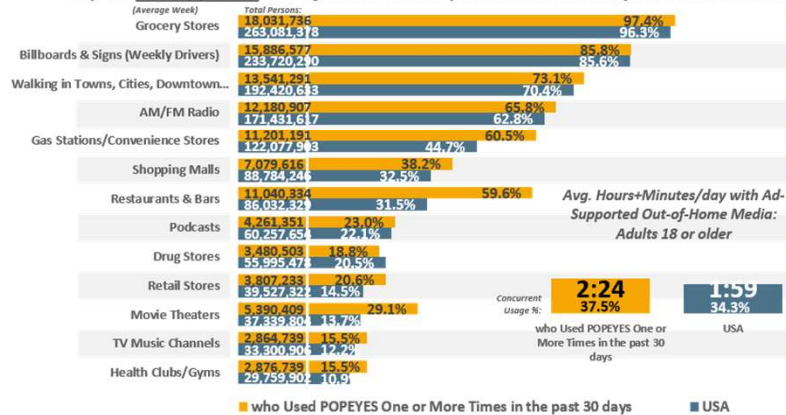
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



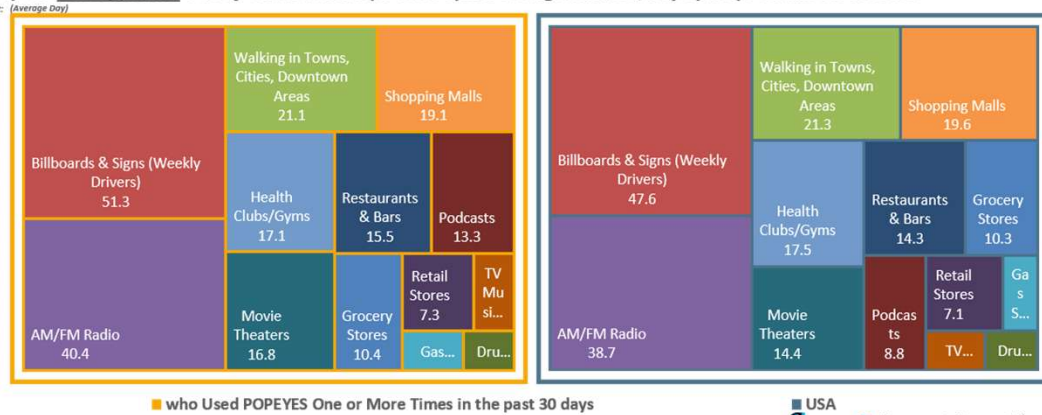
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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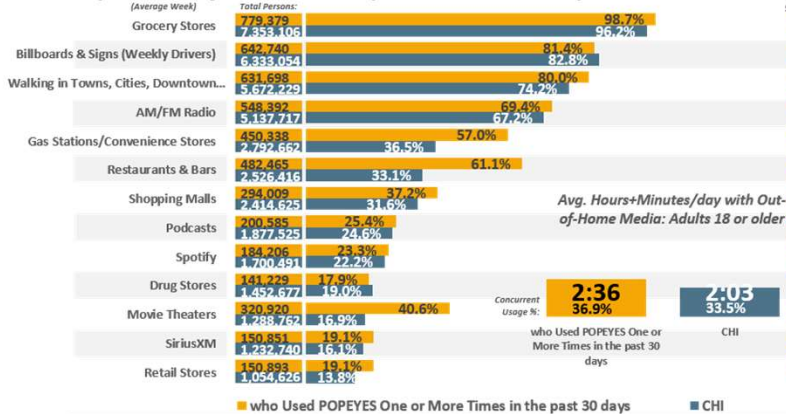
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

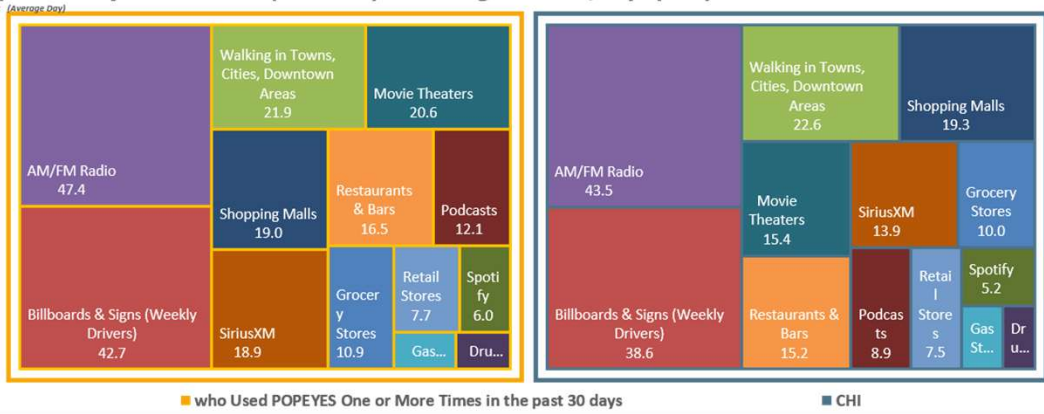


642,740 or 81.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/day

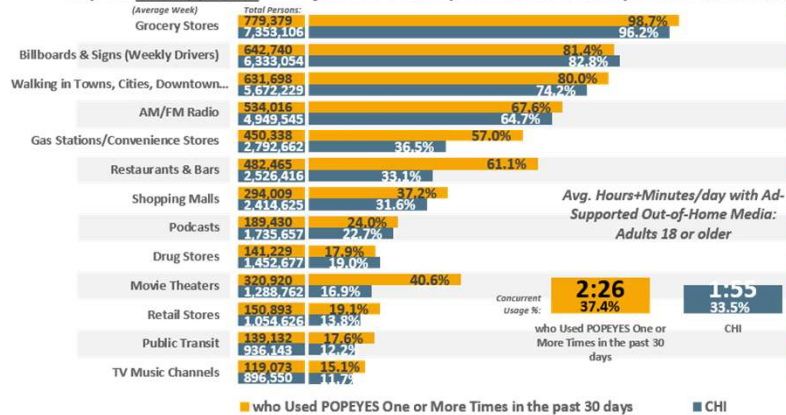
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



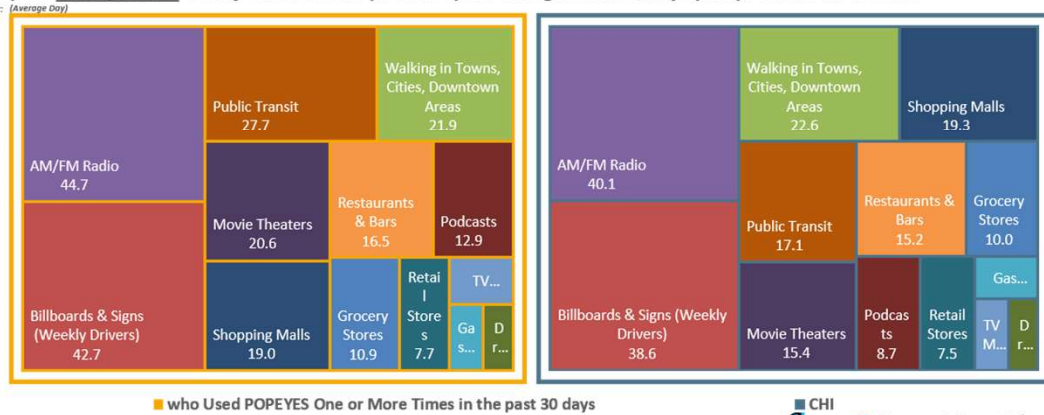
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



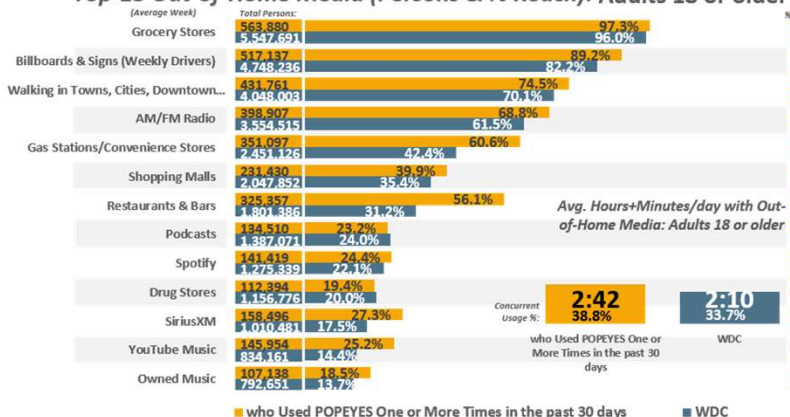
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



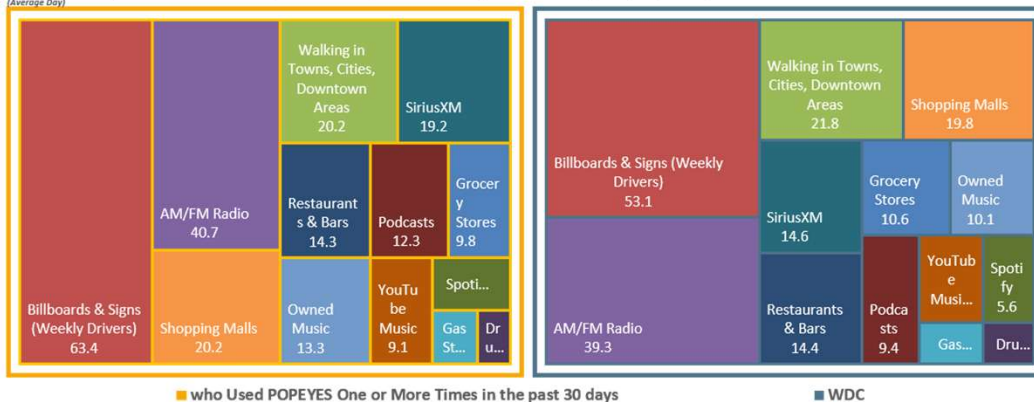


517,137 or 89.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 63.4 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 38. minutes/day

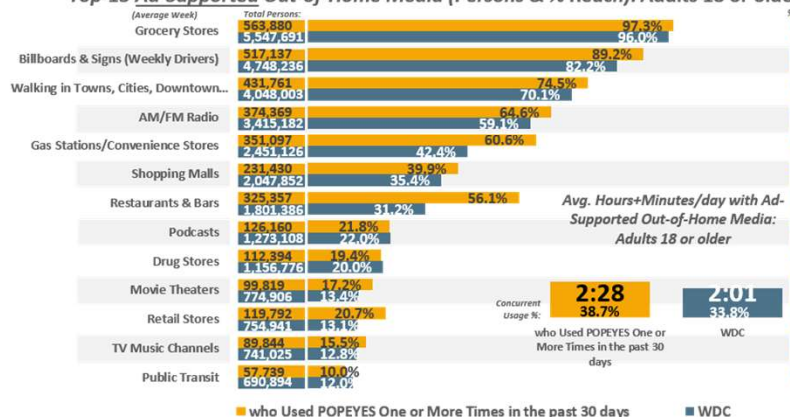
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



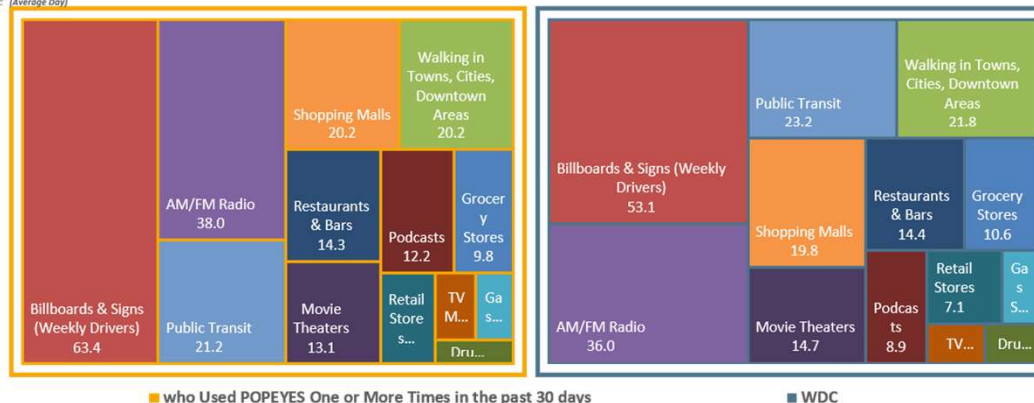
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



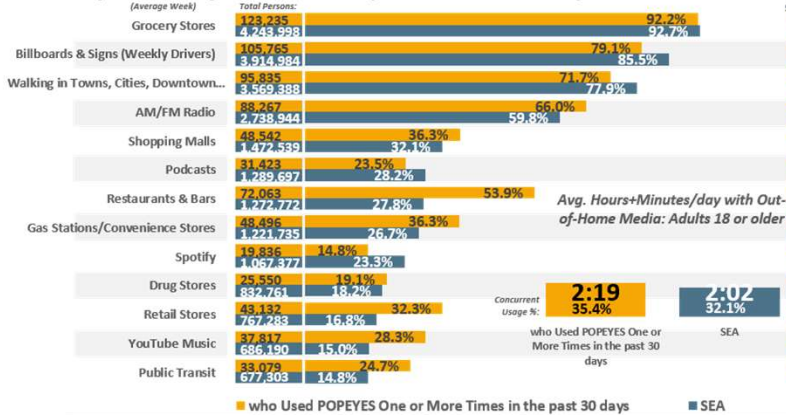
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



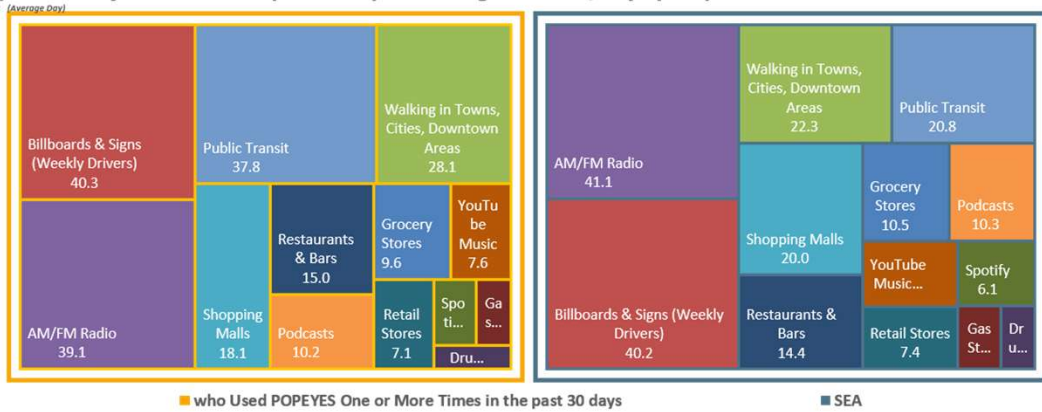


105,765 or 79.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 40.3 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 35.3 minutes/day

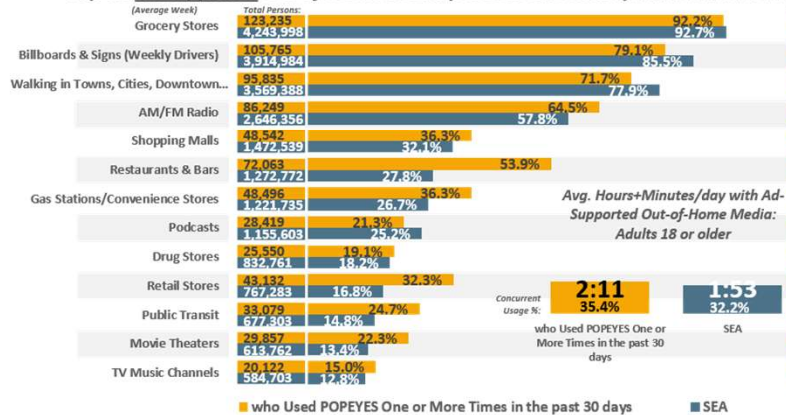
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



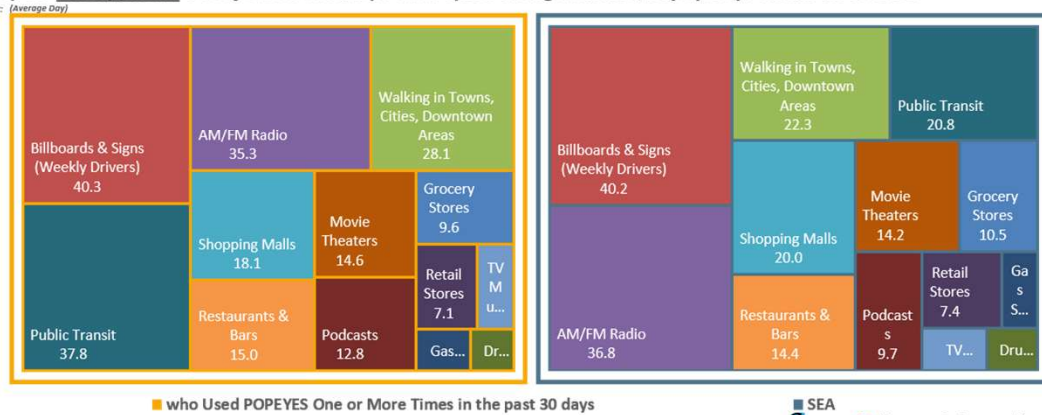
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



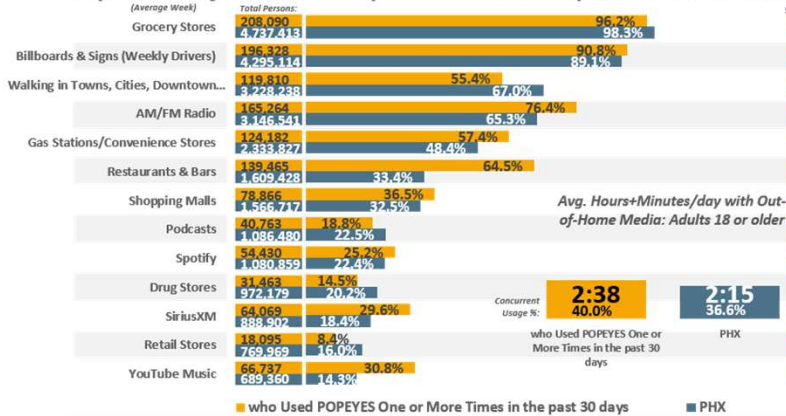
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



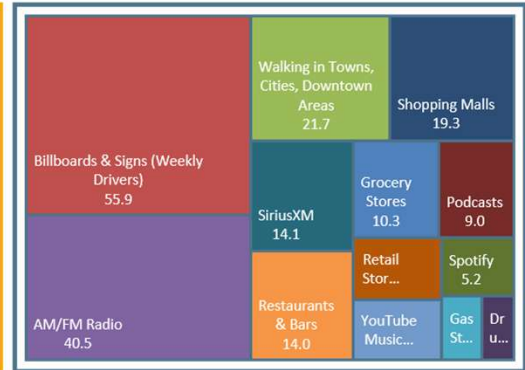
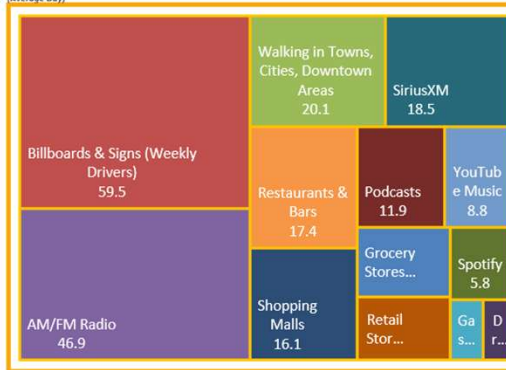


196,328 or 90.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 46.9 minutes/day

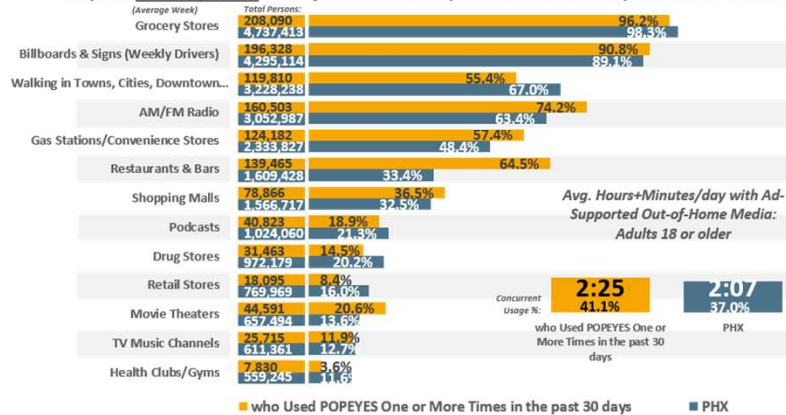
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



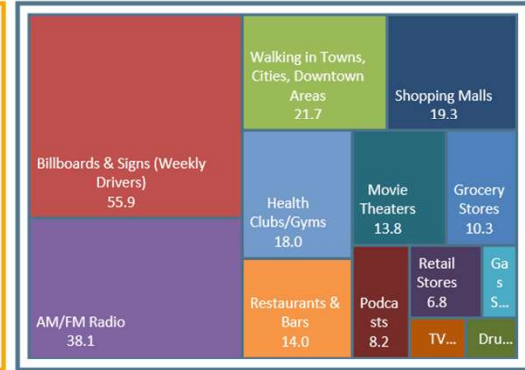
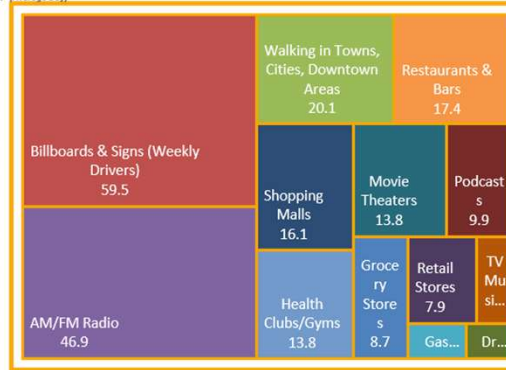
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



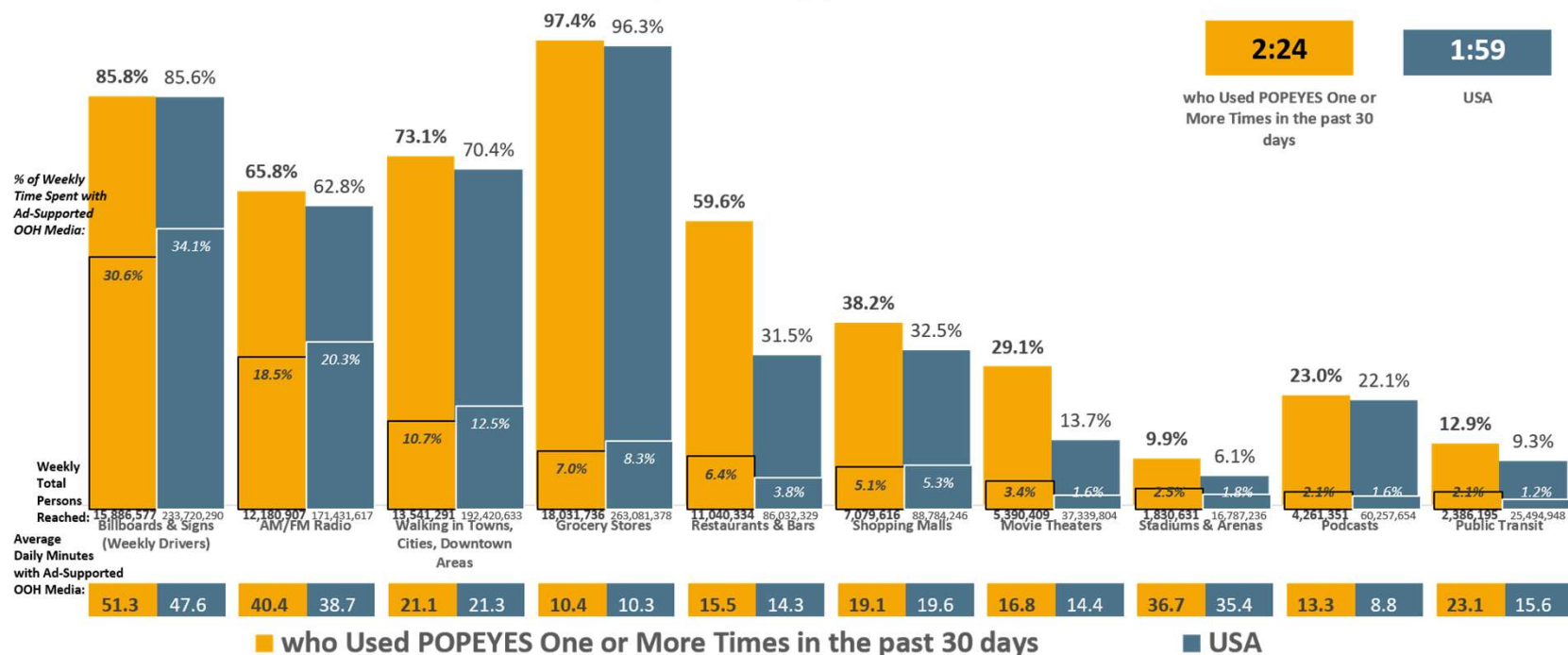


15,886,577 or 85.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs representing 30.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:24

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

1:59

USA

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

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

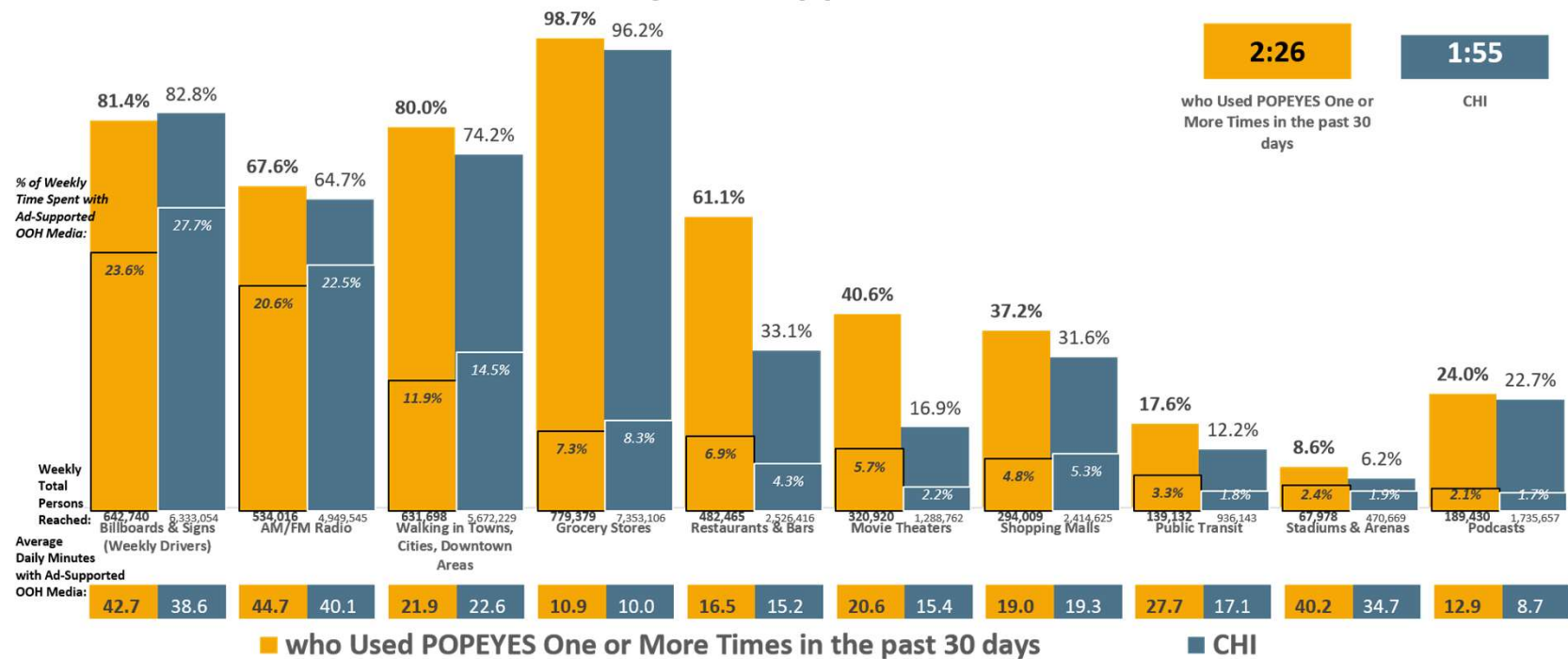


642,740 or 81.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 42.7 minutes per day driving, seeing Billboards and Signs representing 23.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 452
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes

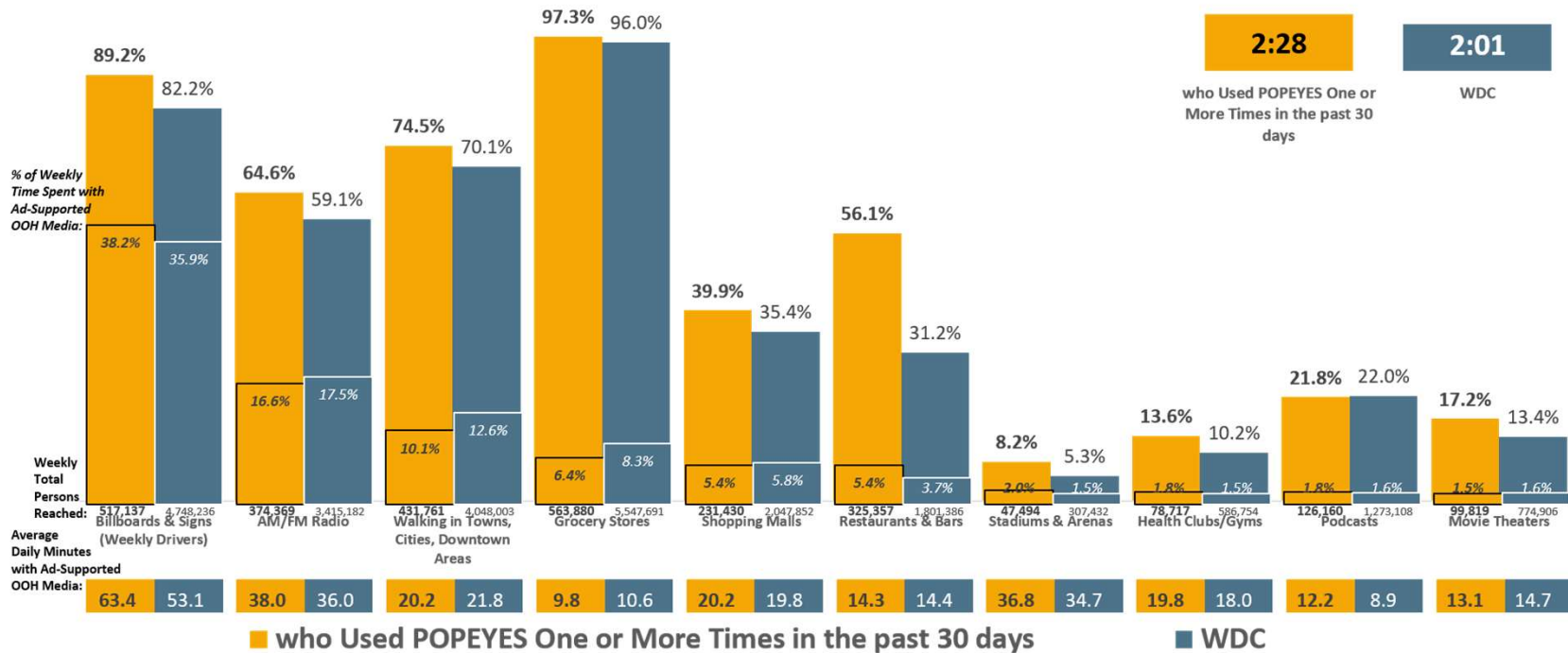


517,137 or 89.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 63.4 minutes per day driving, seeing Billboards and Signs representing 38.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:28

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

2:01

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 665 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

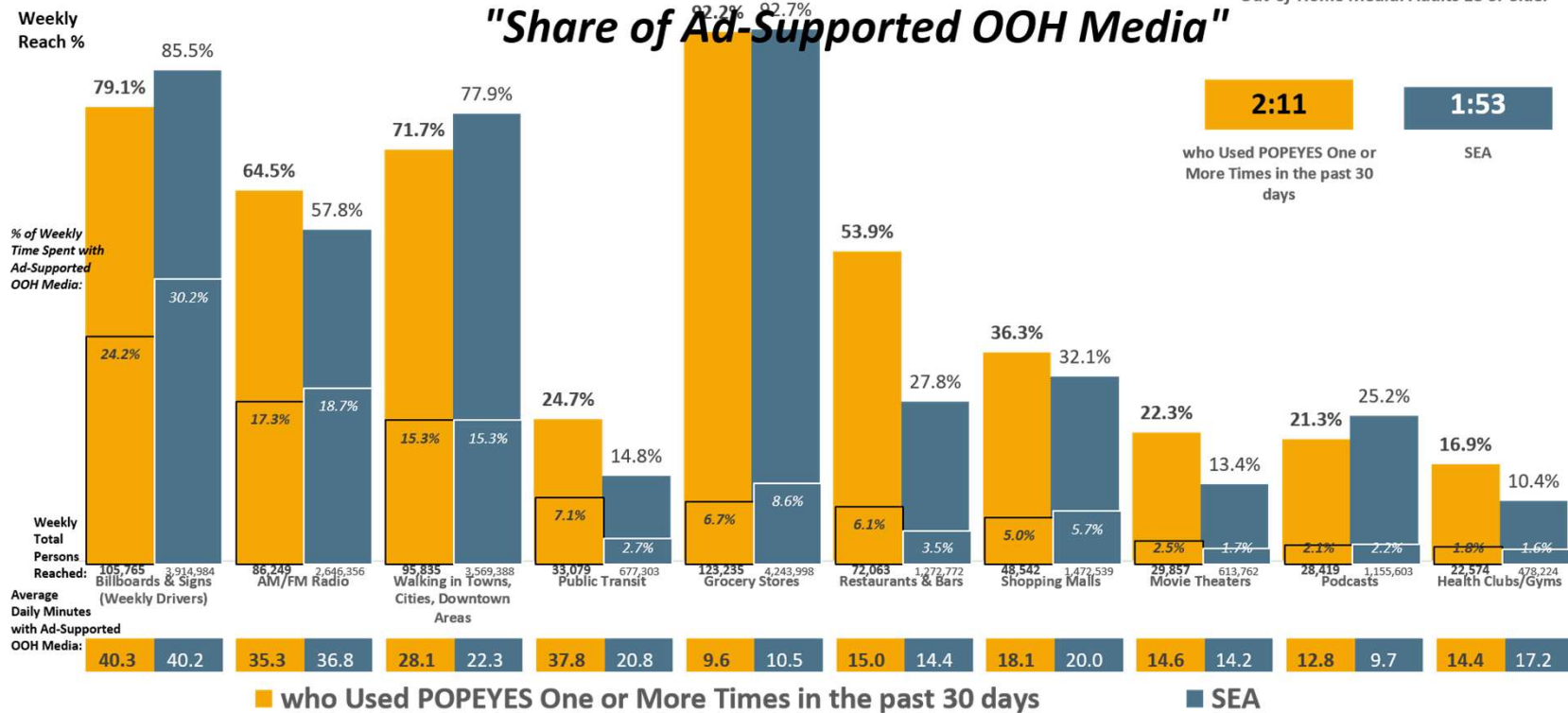
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes



105,765 or 79.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 40.3 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 129 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Quick service restaurants used past 30 days: Popeyes

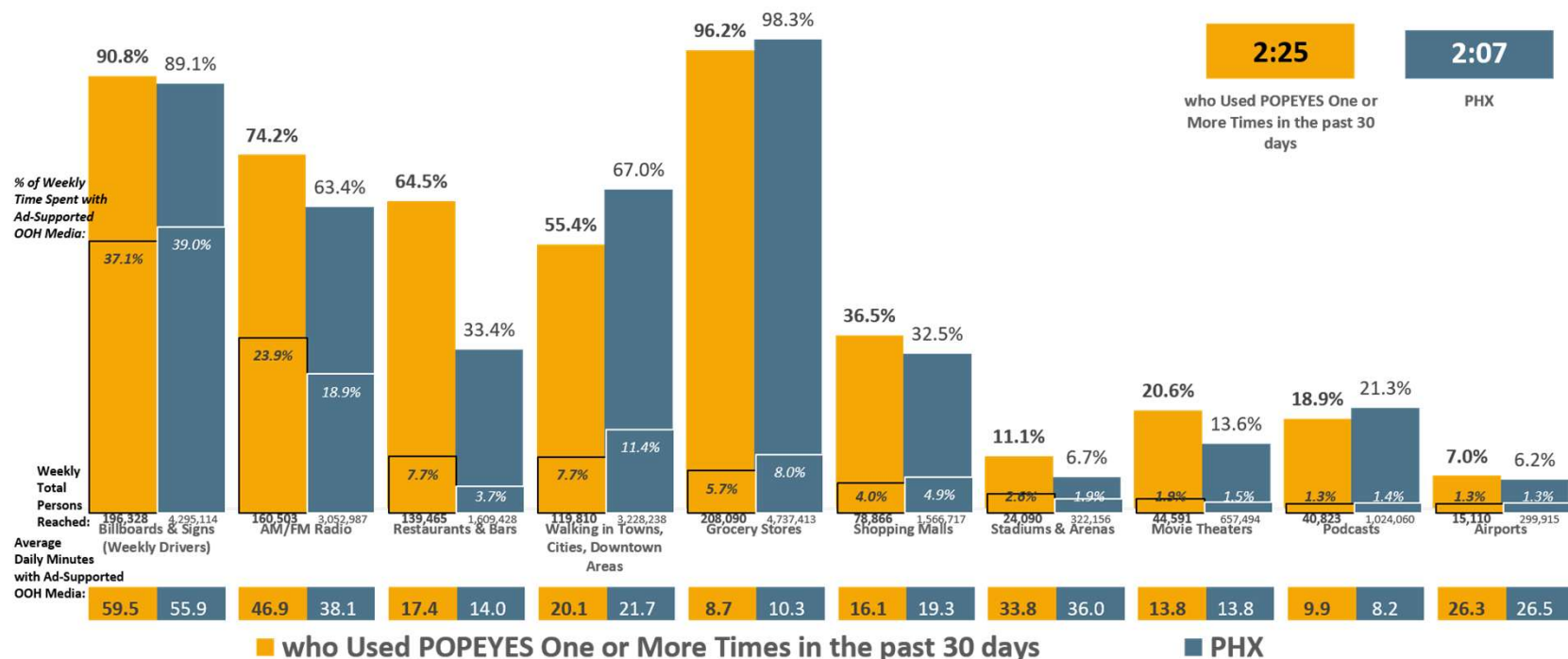


196,328 or 90.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

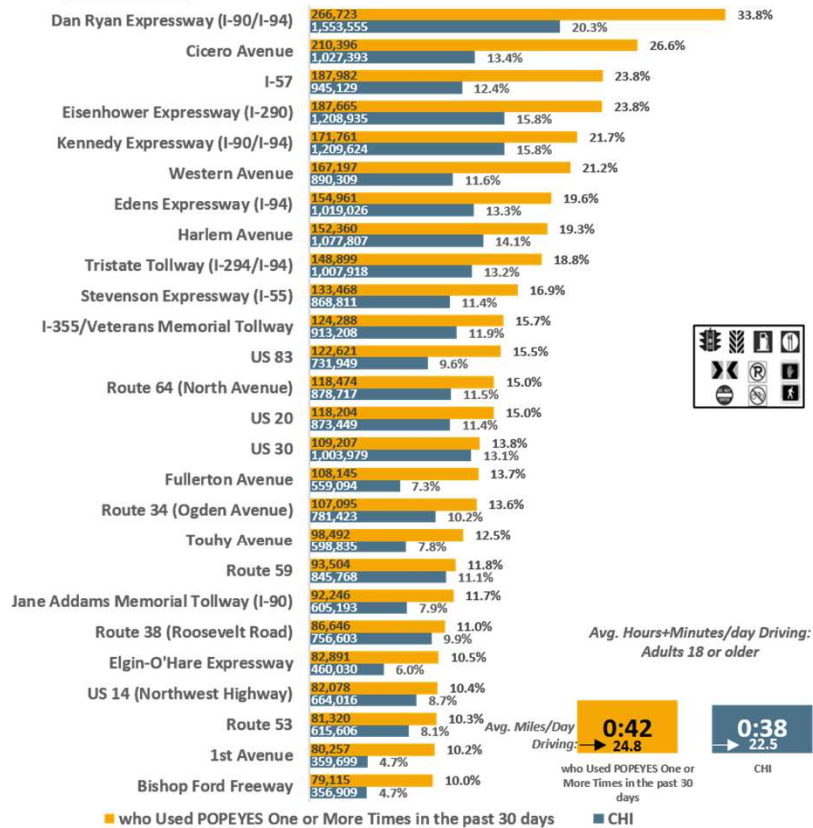
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Popeyes.

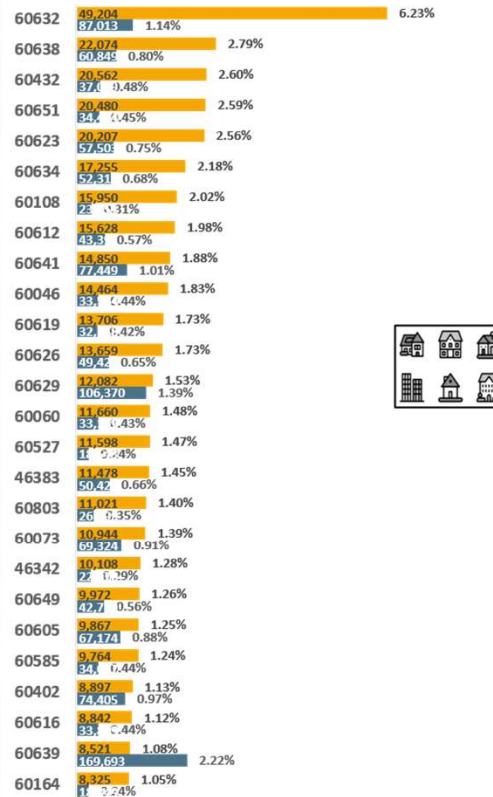


642,740 or 81.4% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 42.7 minutes per day driving an average of 24.8 miles each day and are 98.1% more likely to use Cicero Avenue than the Metro average.

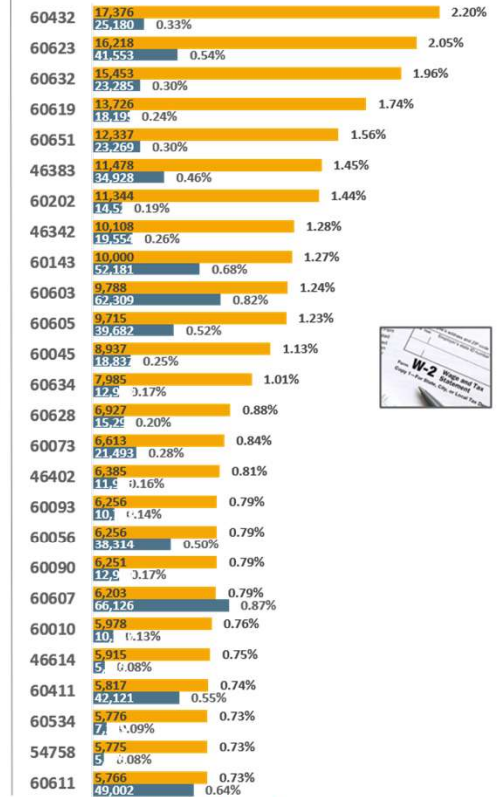
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



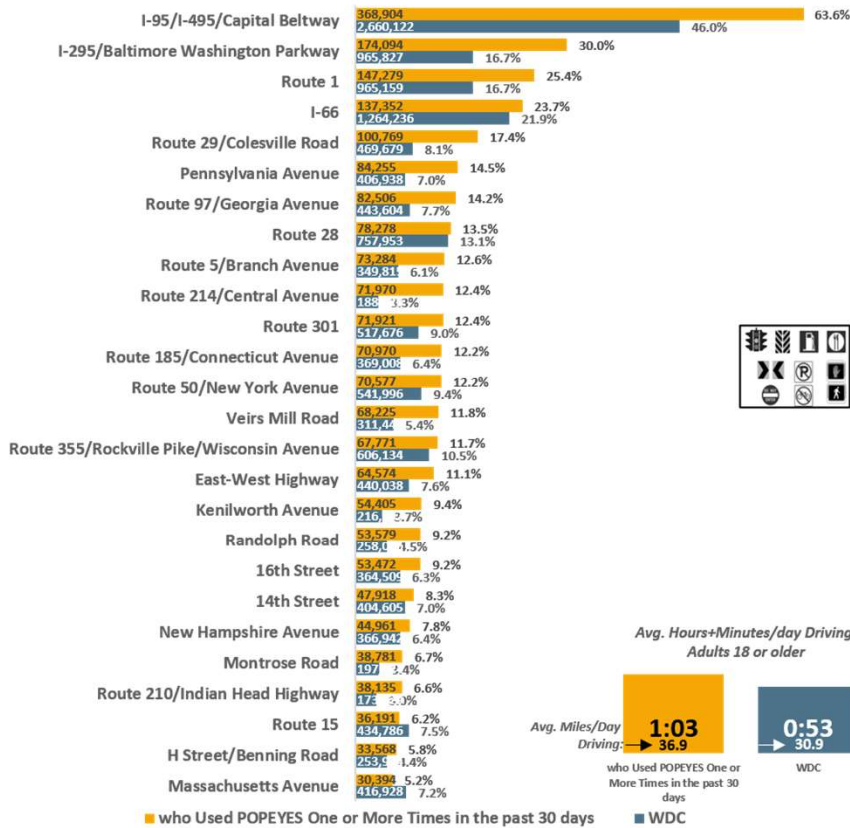
Top-26 Employment Zip Codes: Adults 18 or older



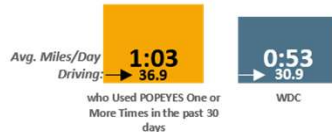


517,137 or 89.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 63.4 minutes per day driving an average of 36.9 miles each day and are 281.2% more likely to use Route 214/Central Avenue than the Metro aver

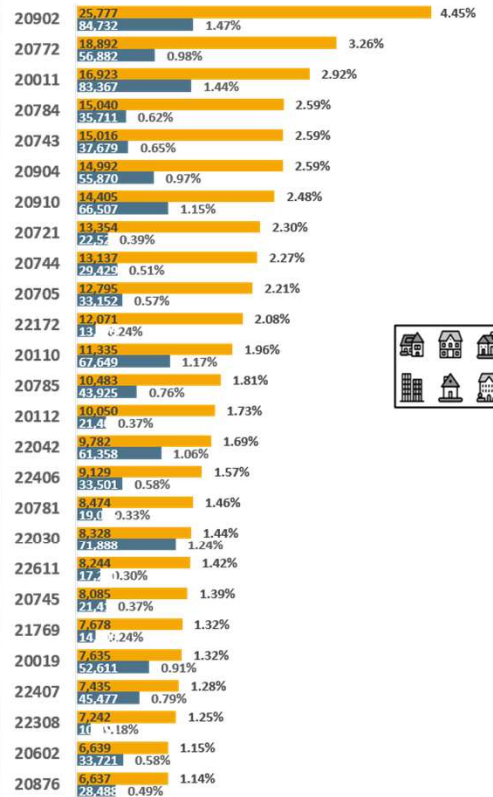
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



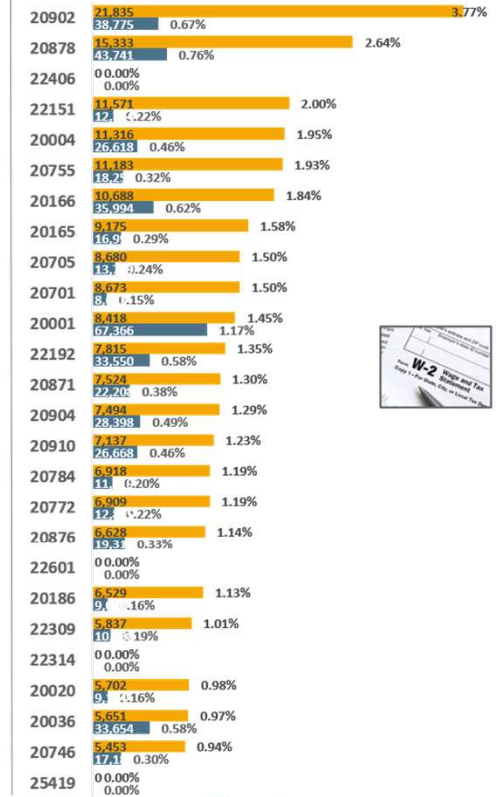
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

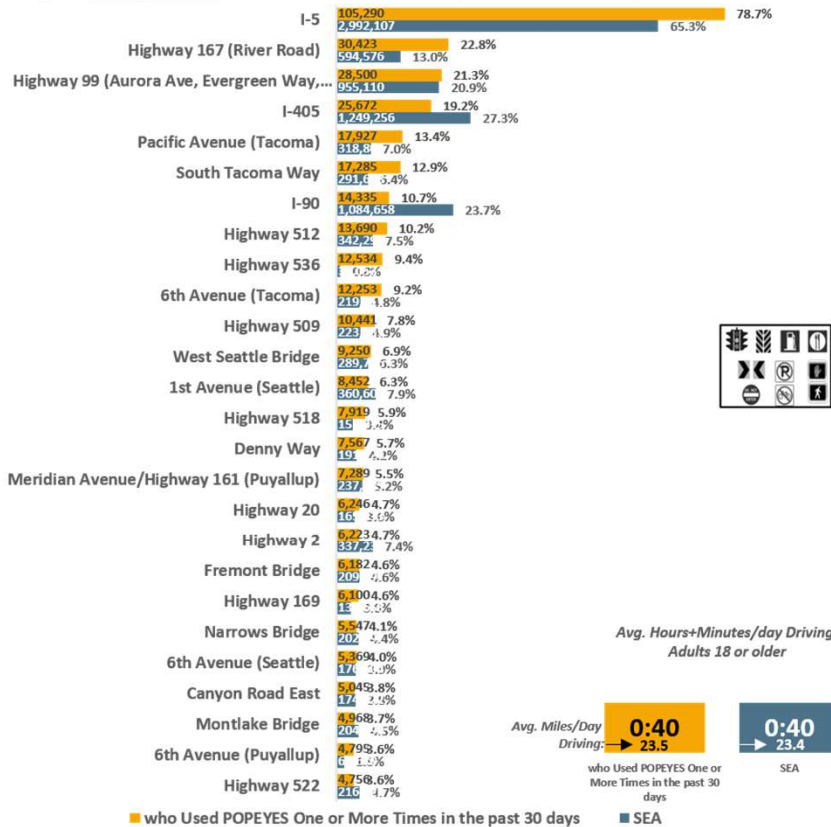


soefa.ai Share of Everything for Anything

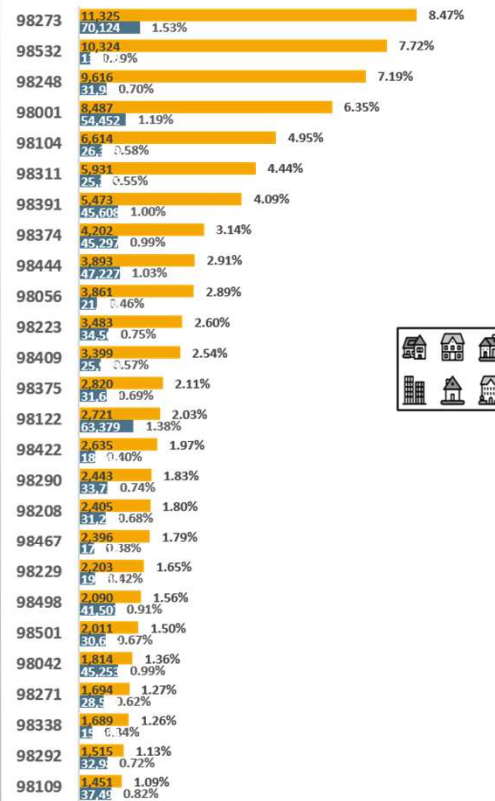


105,765 or 79.1% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 40.3 minutes per day driving an average of 23.5 miles each day and are 1028.3% more likely to use Highway 536 than the Metro average.

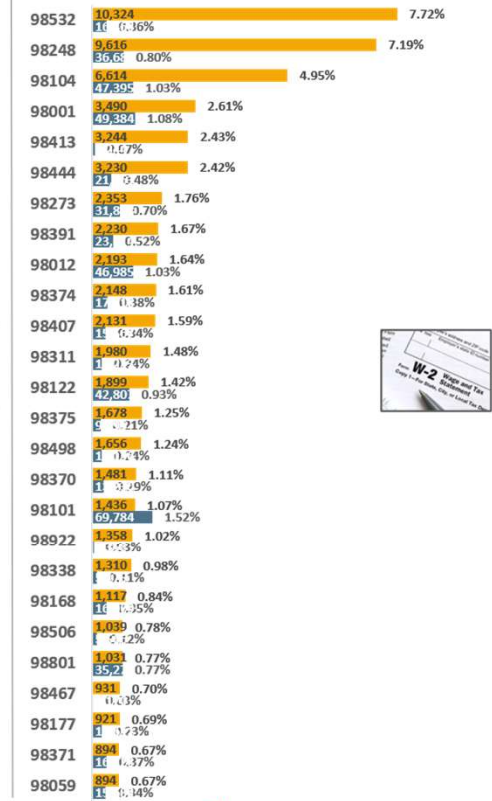
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



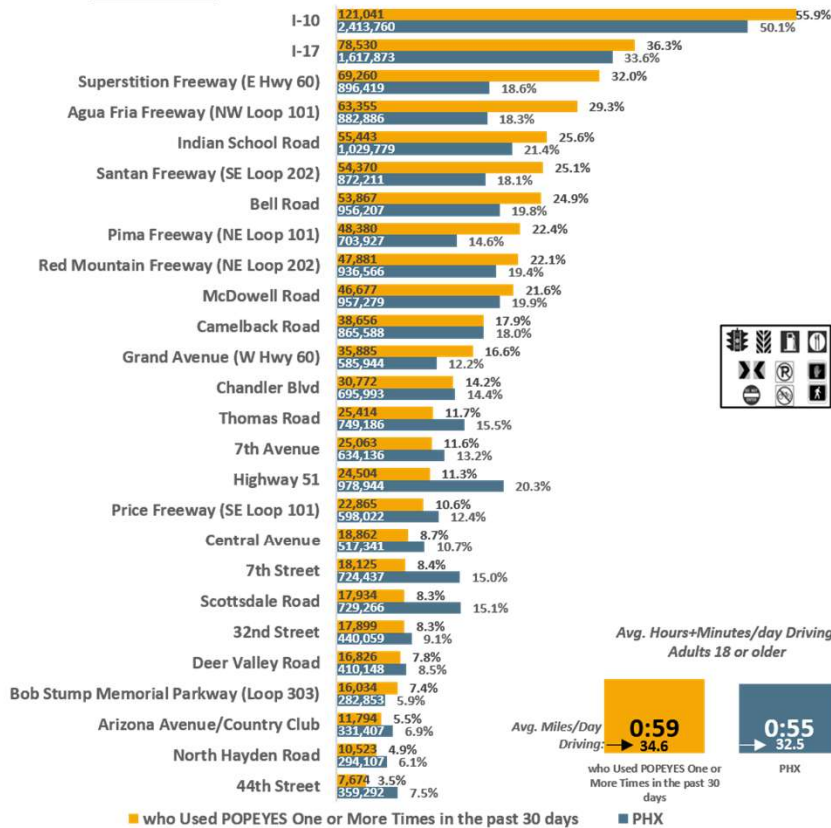
Top-26 Employment Zip Codes: Adults 18 or older



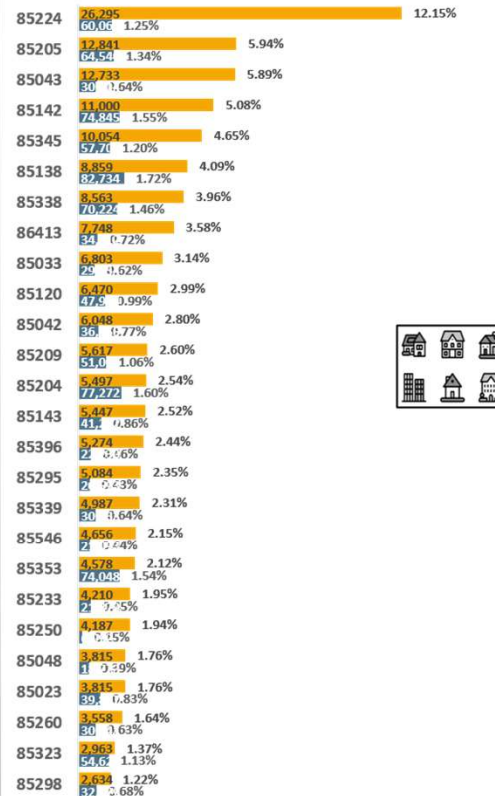


196,328 or 90.8% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days spend an average of 59.5 minutes per day driving an average of 34.6 miles each day and are 72.1% more likely to use Superstition Freeway (E Hwy 60) than the Metr

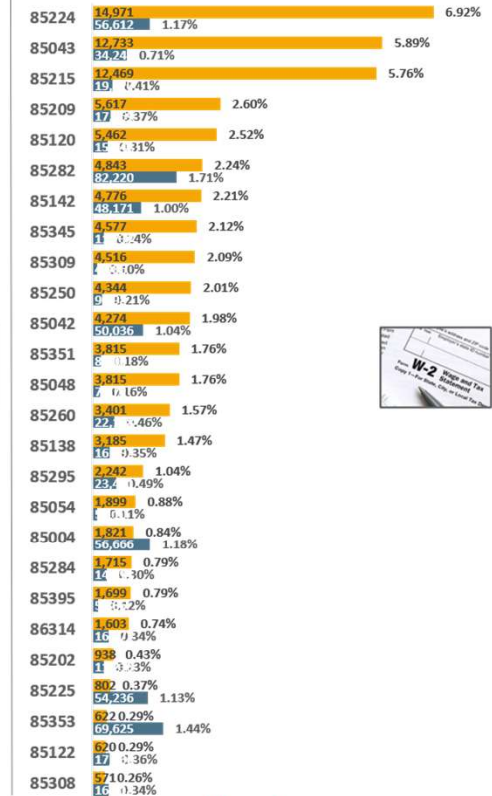
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



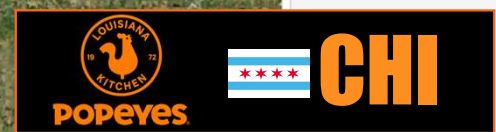
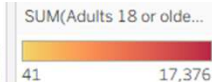
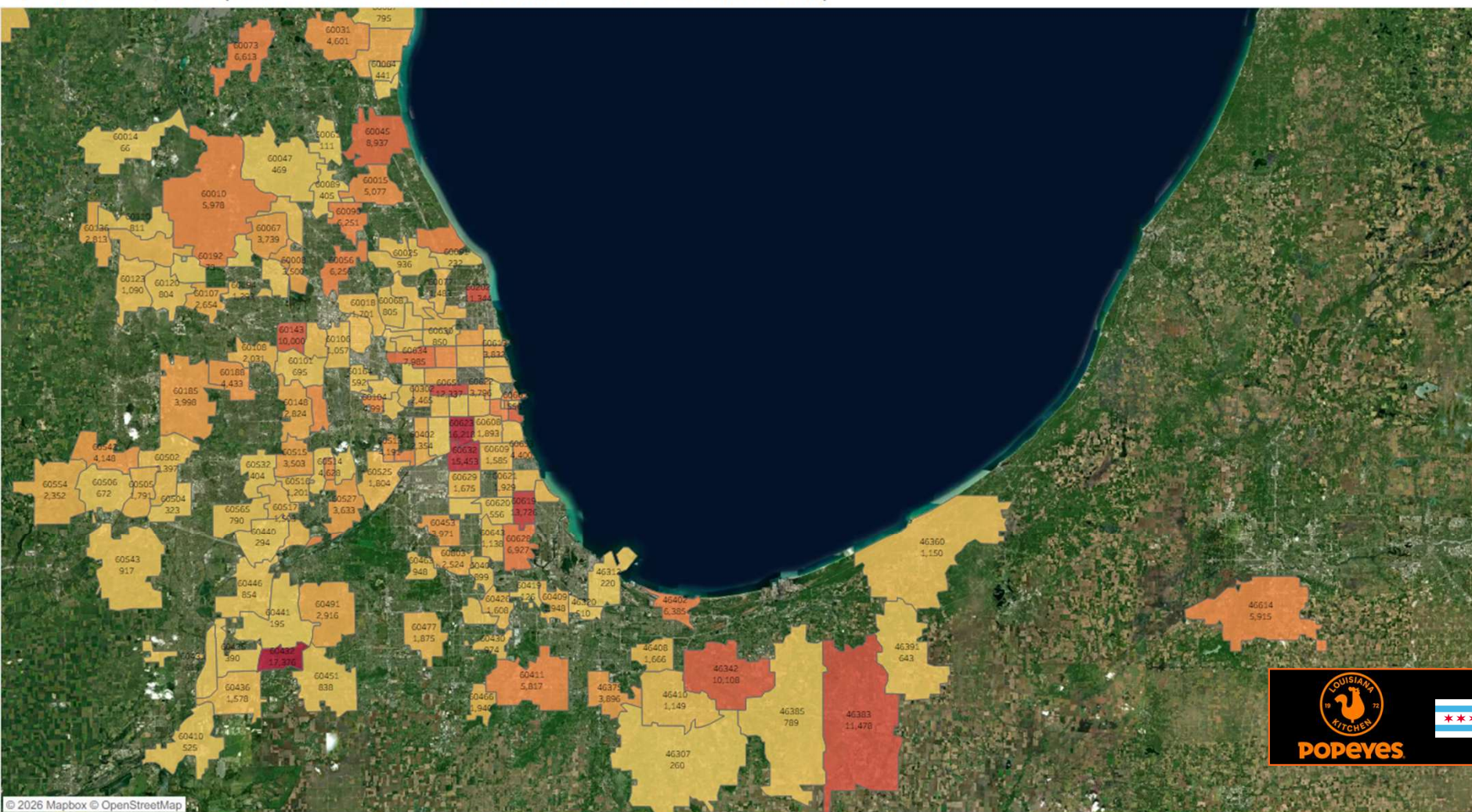
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

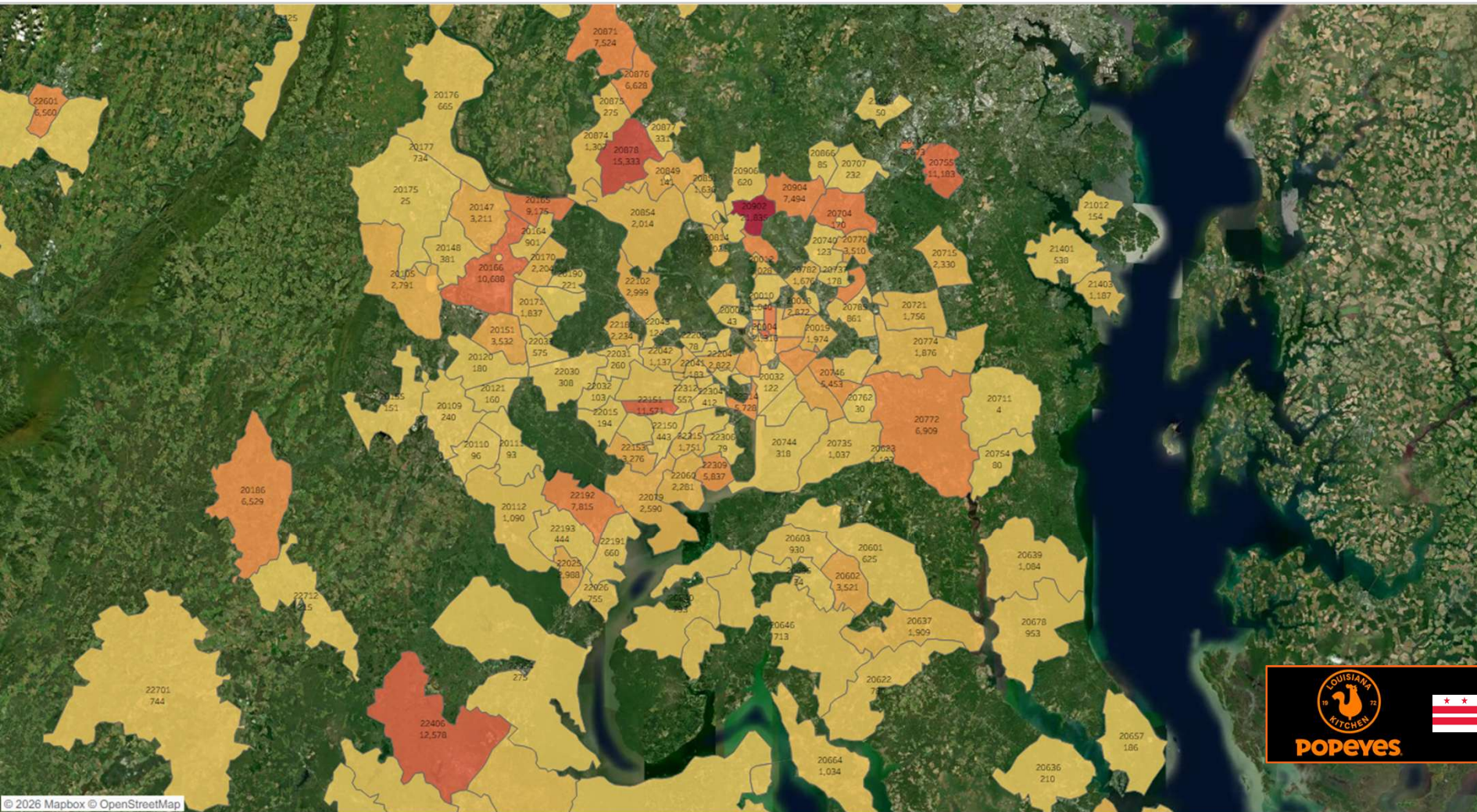


Top Employment Zip Codes: (Adults 18 or older who Used POPEYES One or More Times in the past 30 days)



© 2026 Mapbox © OpenStreetMap

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



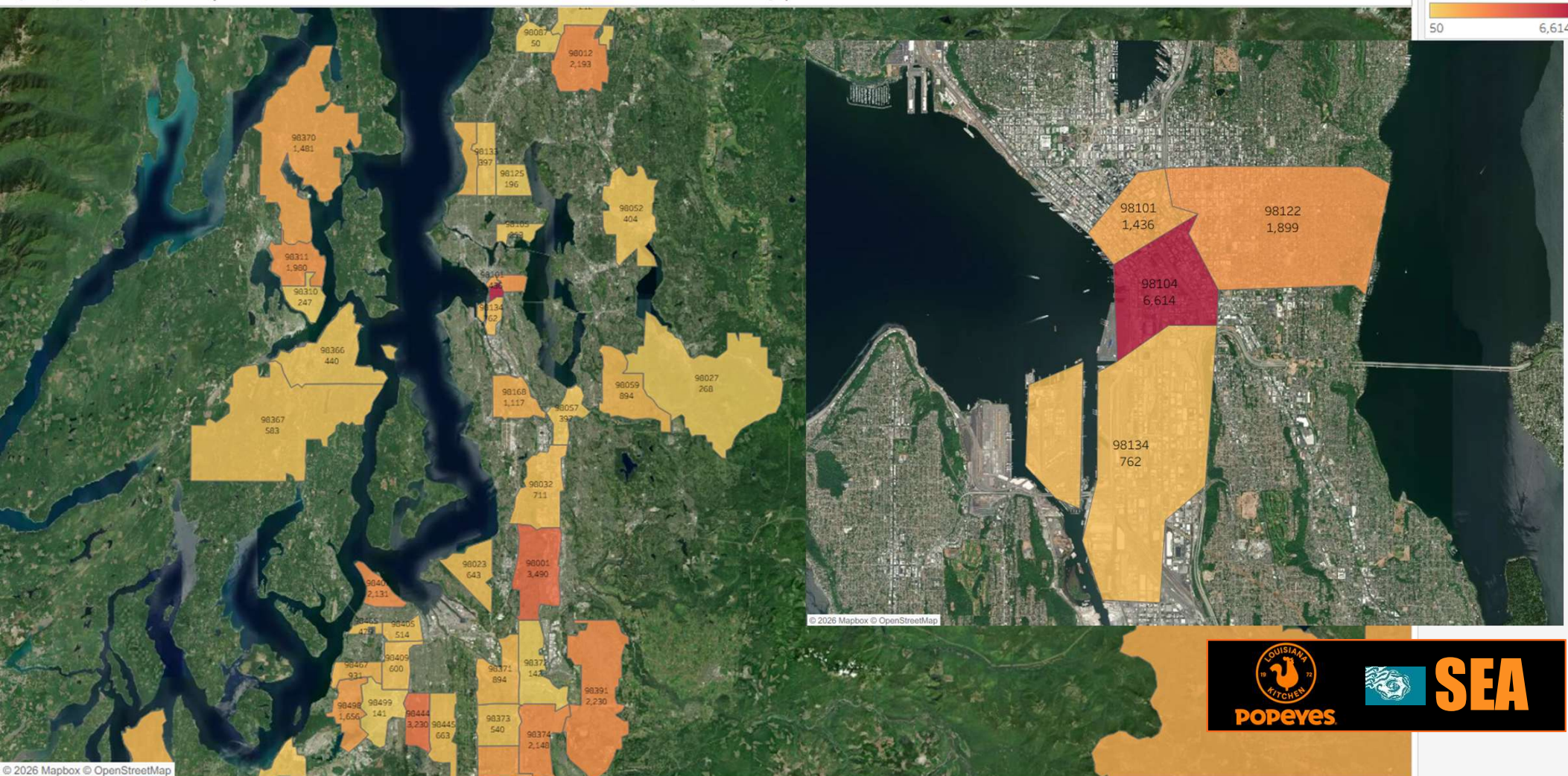
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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 665
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Quick service restaurants used past 30 days: Popeyes

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



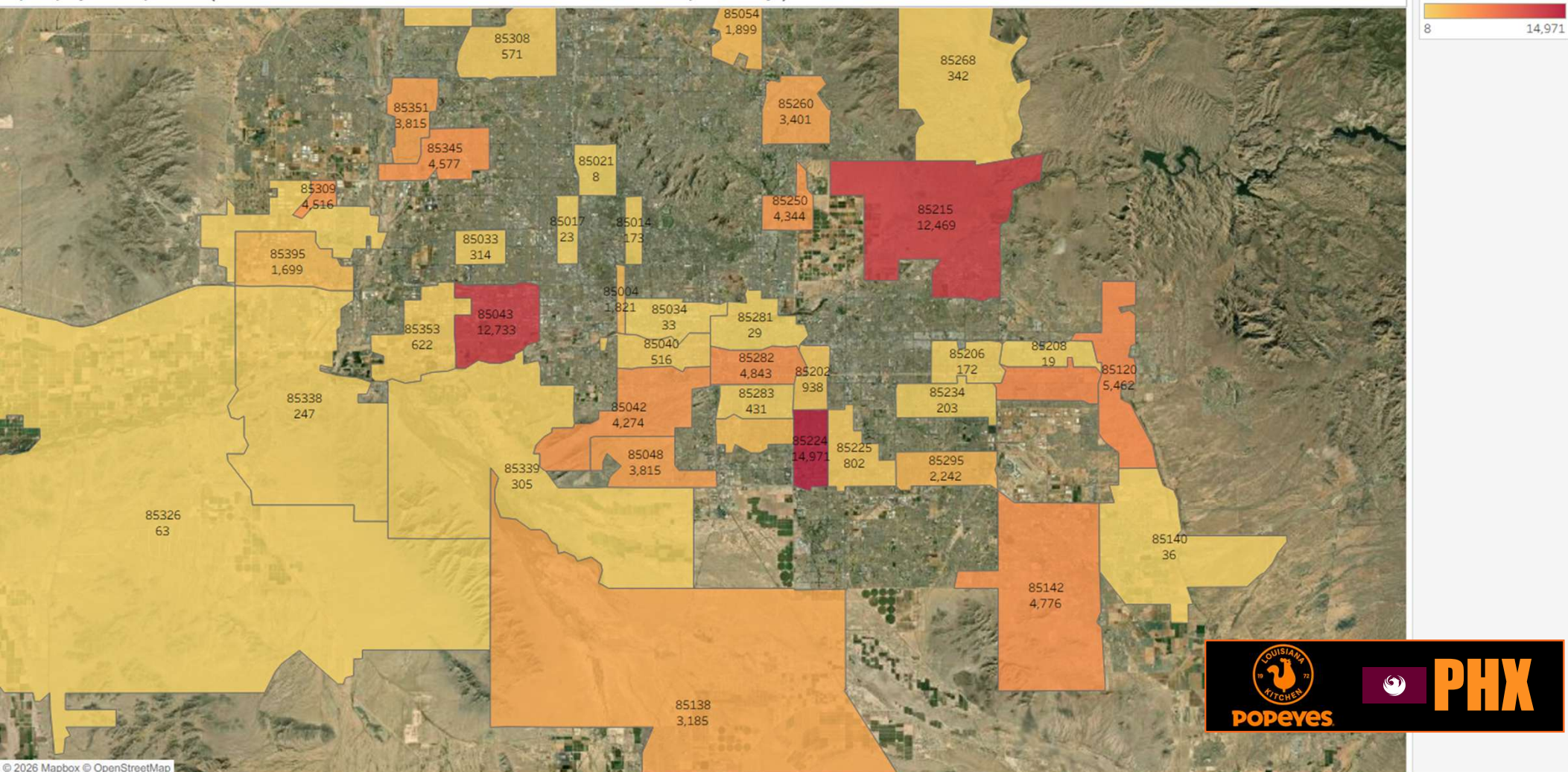
soefa.ai Share of Everything for Anything

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 129

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Quick service restaurants used past 30 days: Popeyes

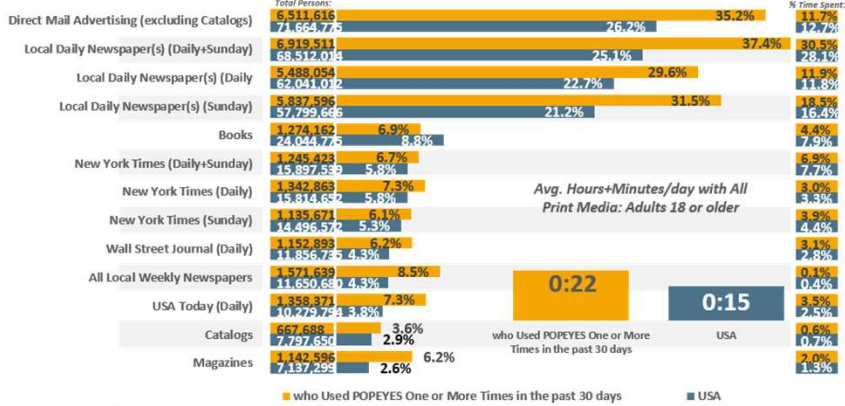
Top Employment Zip Codes: (Adults 18 or older who Used POPEYES One or More Times in the past 30 days)





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

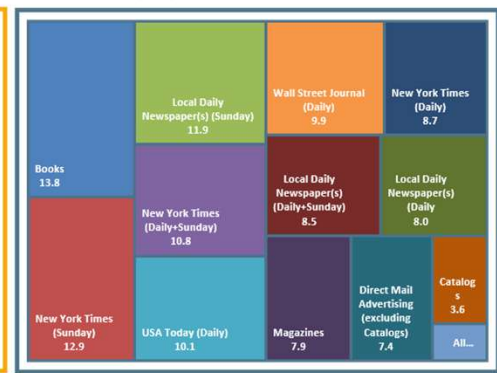


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

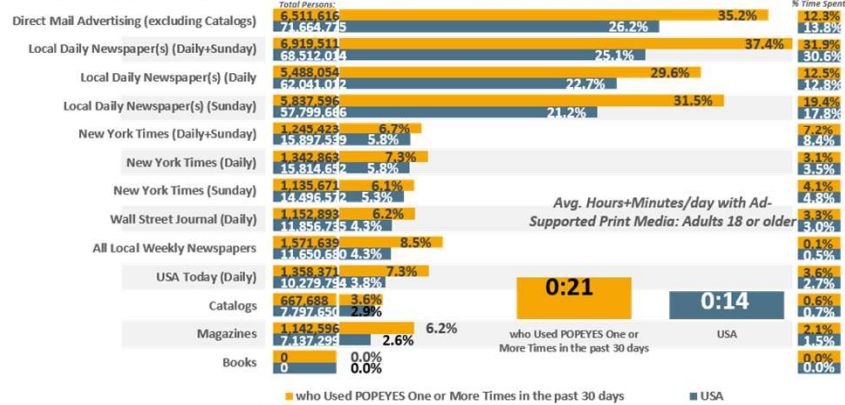
0:22

0:15

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

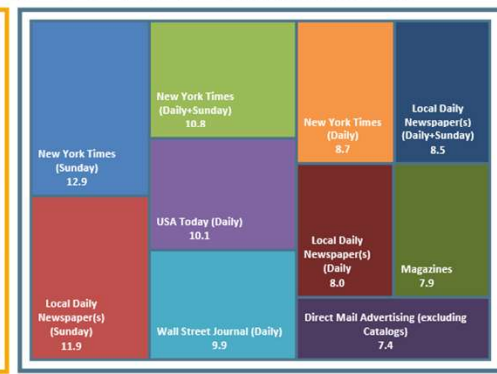
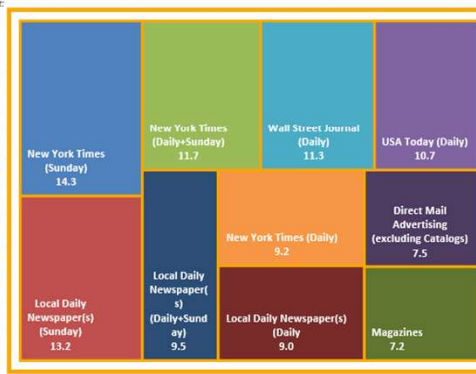


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:21

0:14

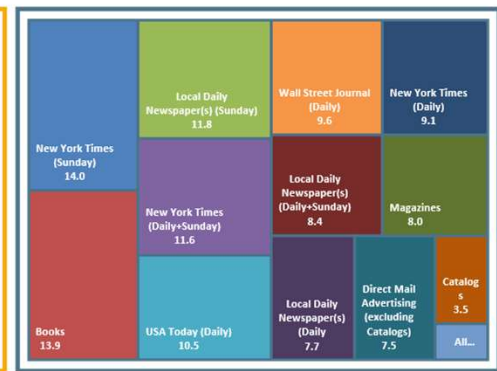
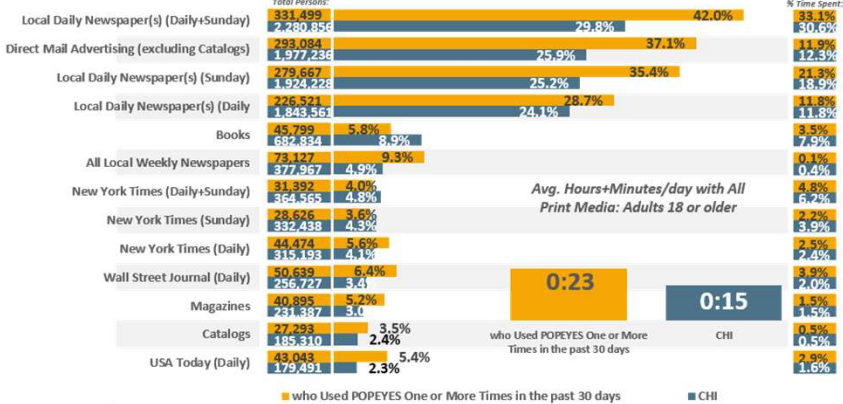
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



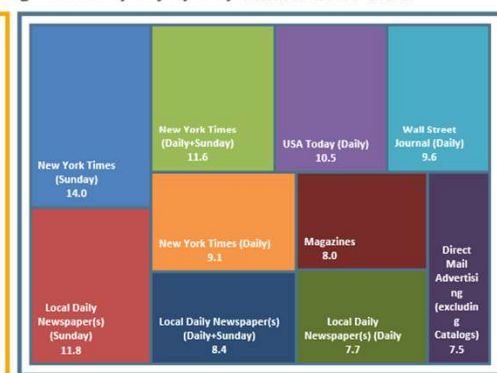
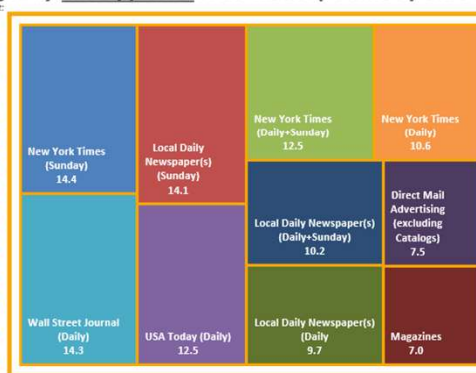
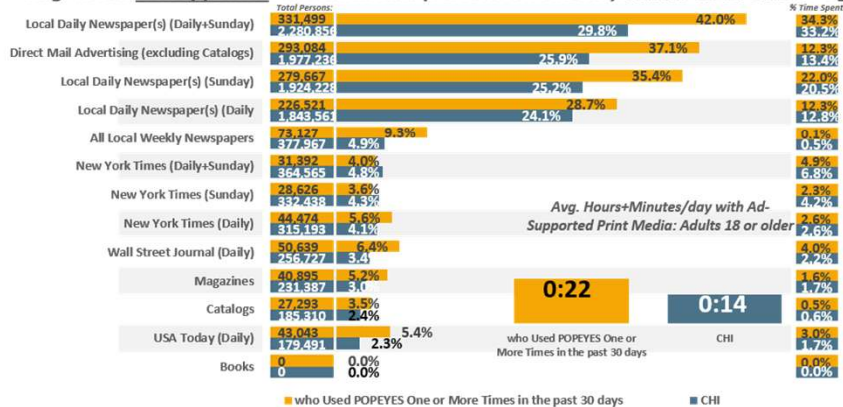


331,499 or 42.% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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**



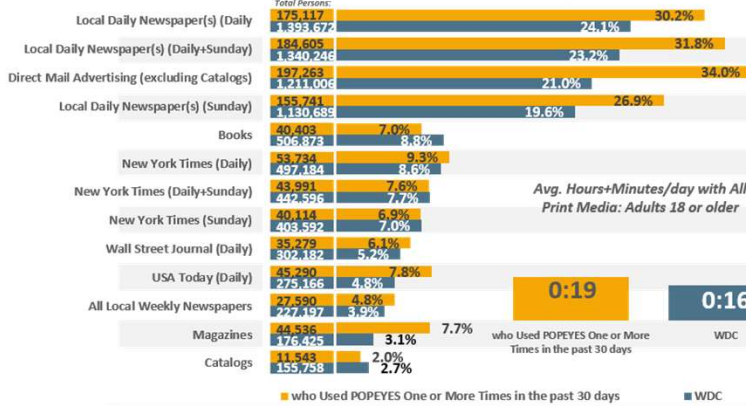
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





184,605 or 31.8% 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 8.1 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

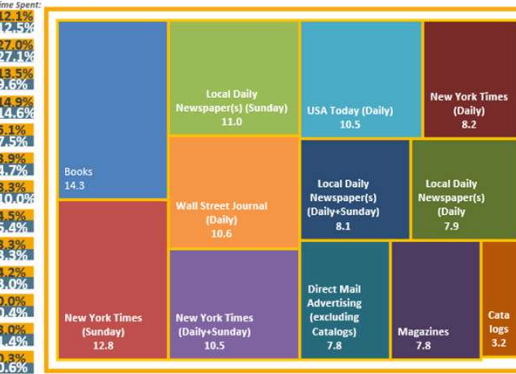
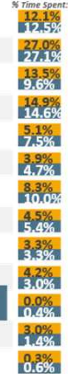
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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

0:19

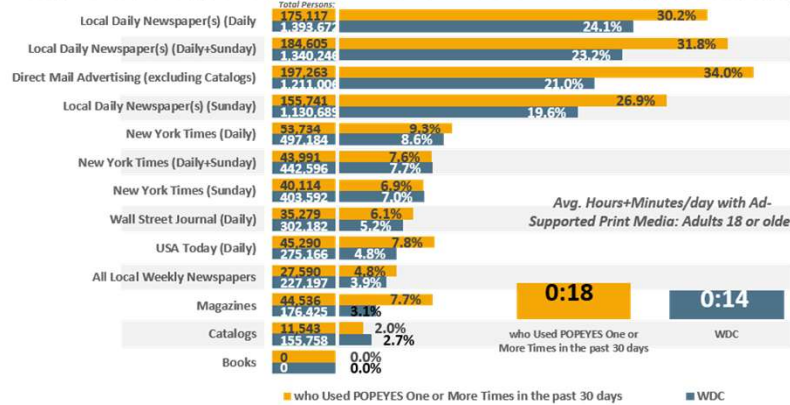
0:16



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

WDC

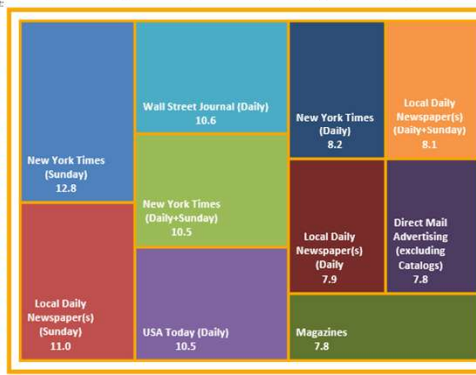
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:18

0:14

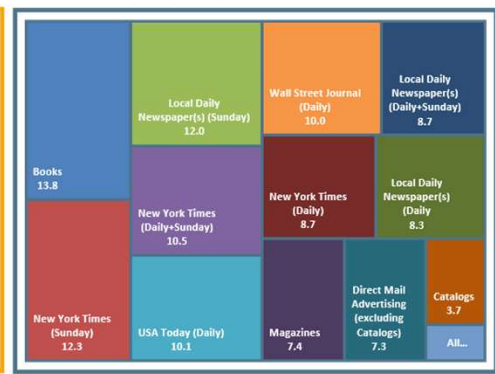


who Used POPEYES One or More Times in the past 30 days

WDC

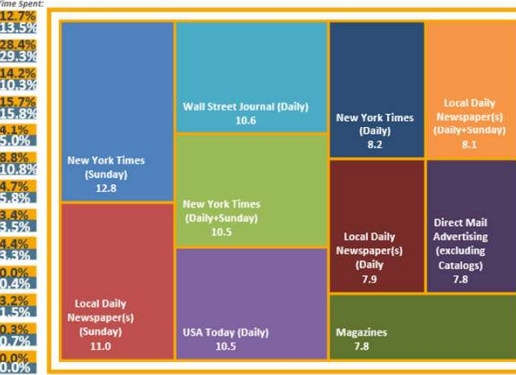
who Used POPEYES One or More Times in the past 30 days

WDC



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

WDC



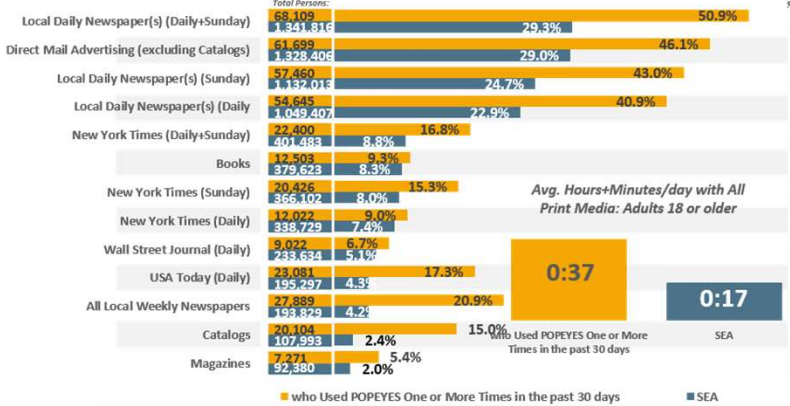
who Used POPEYES One or More Times in the past 30 days

WDC

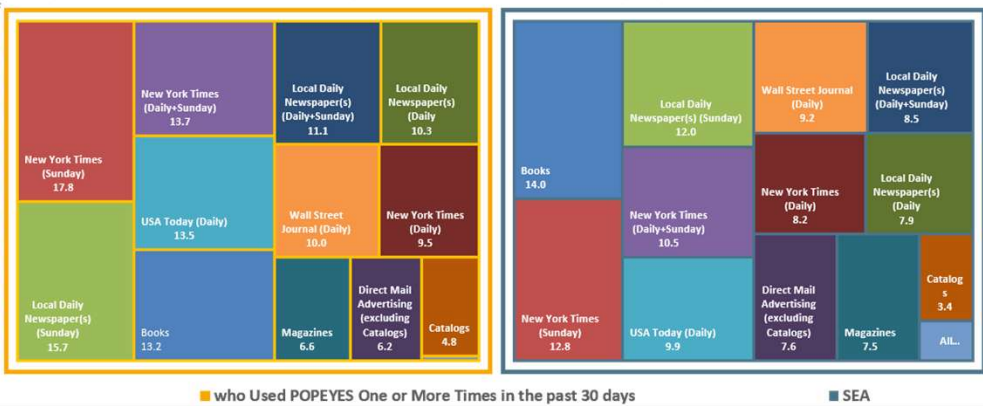


68,109 or 50.9% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 30.4% of all time spent daily with All forms of Print Media.

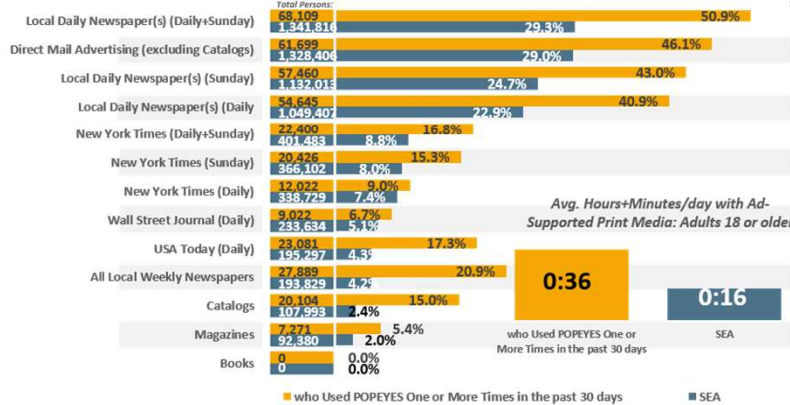
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



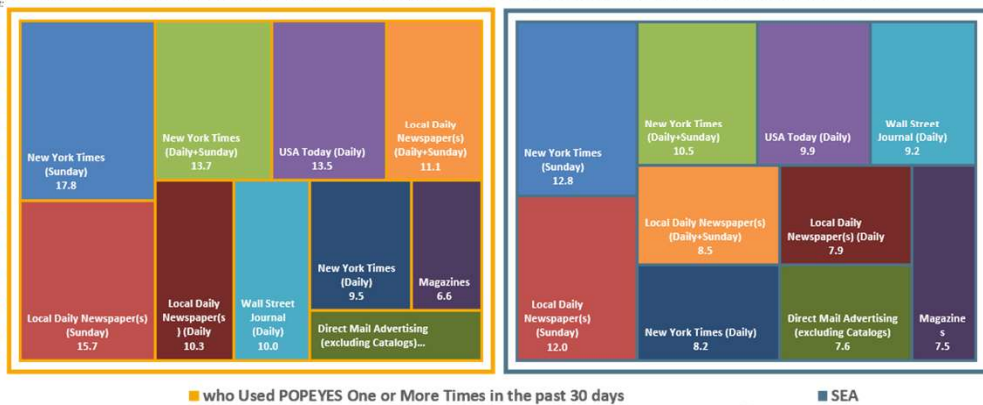
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



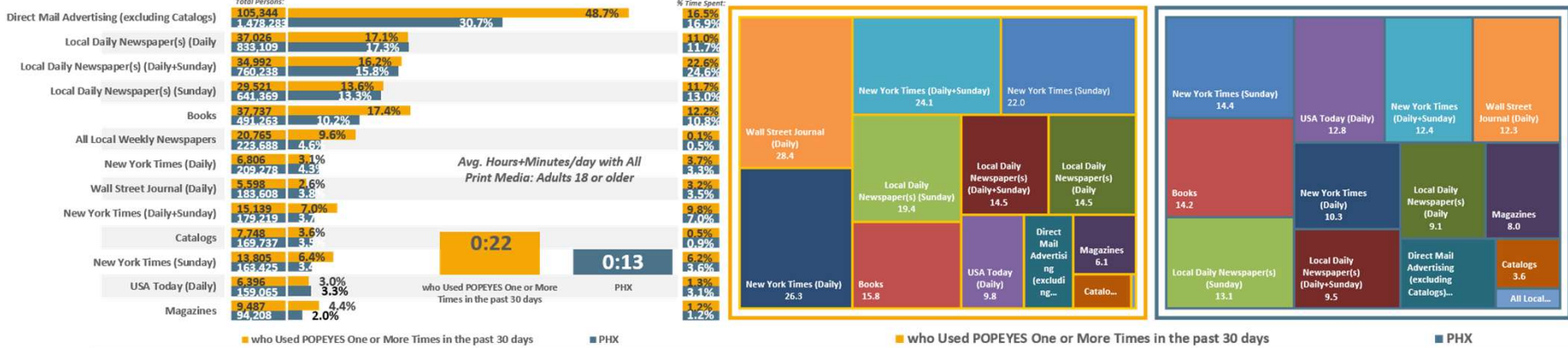
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



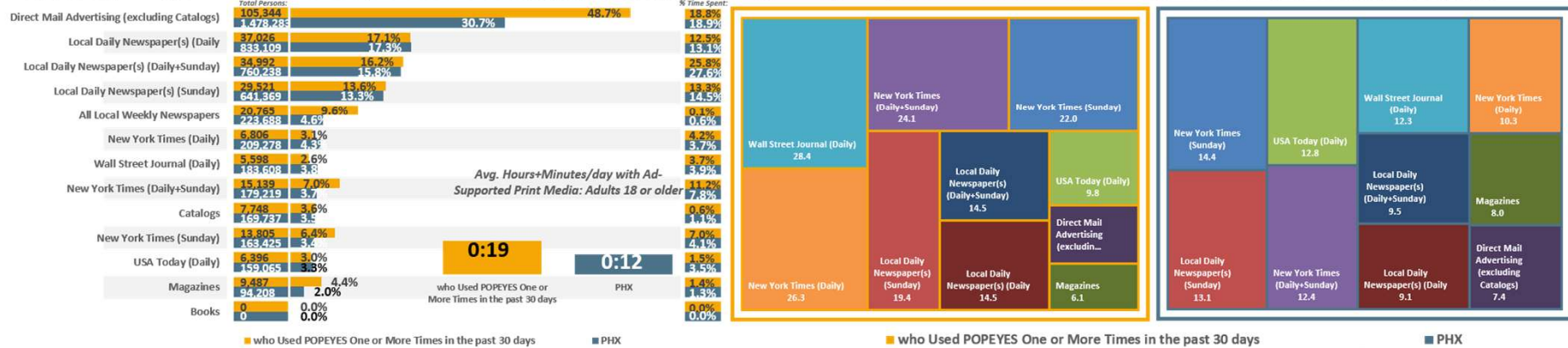


34,992 or 16.2% of Adults 18 or older who Used POPEYES One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.5 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

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



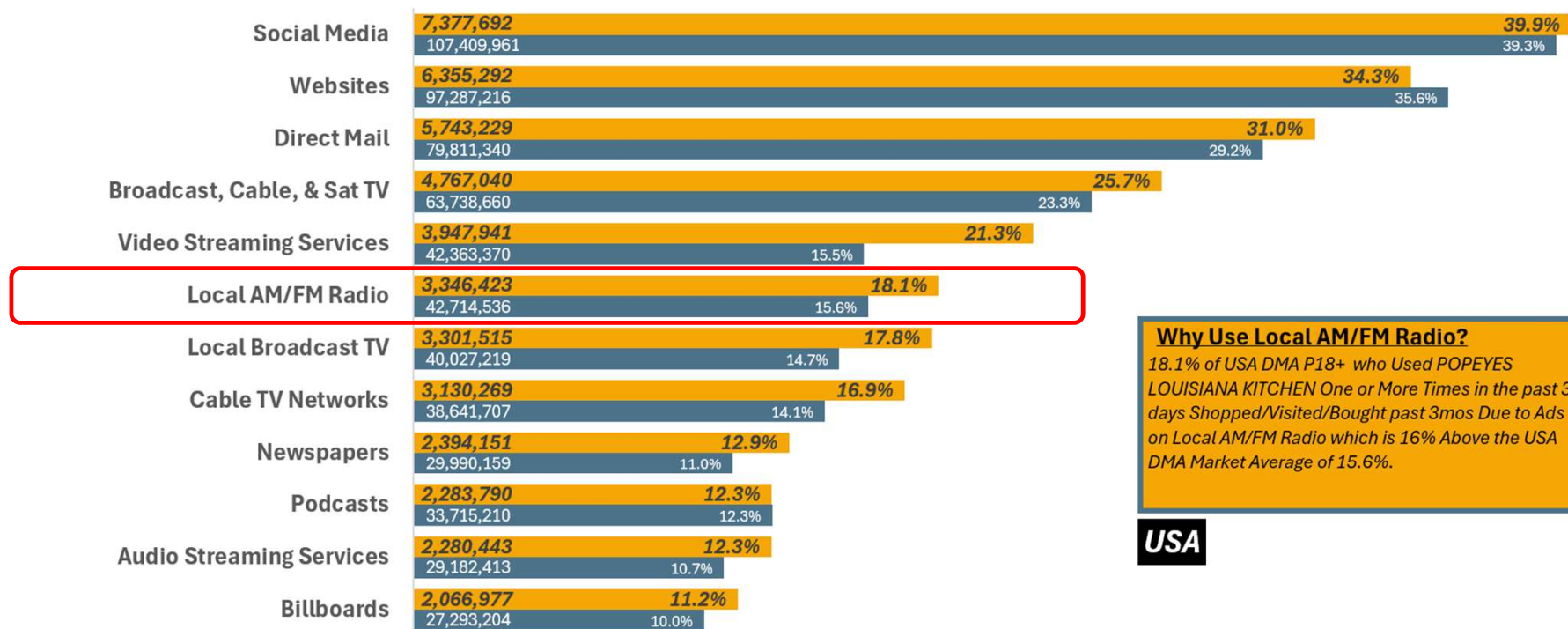
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"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%.

USA

■ 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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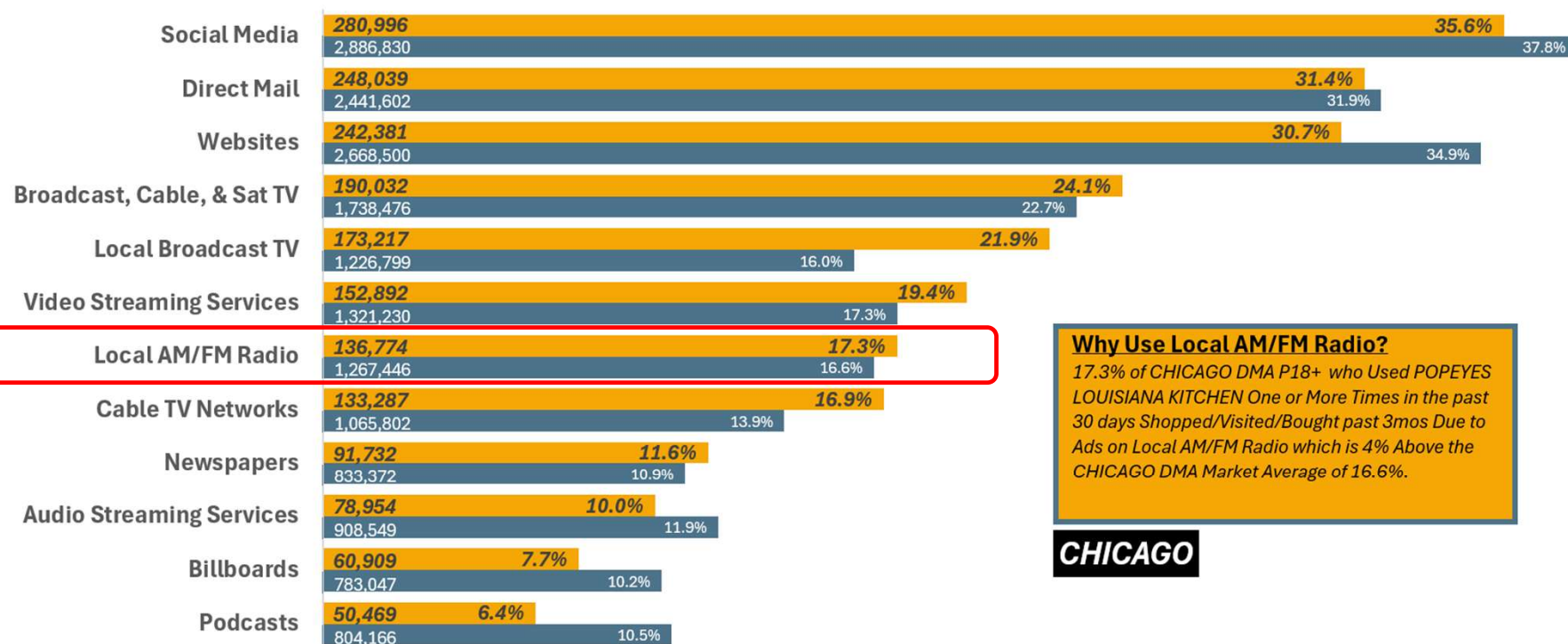
soefa.ai Share of Everything for Anything ®

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?

17.3% of CHICAGO 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 CHICAGO DMA Market Average of 16.6%.

CHICAGO

POPEYES LOUISIANA KITCHEN (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+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 452
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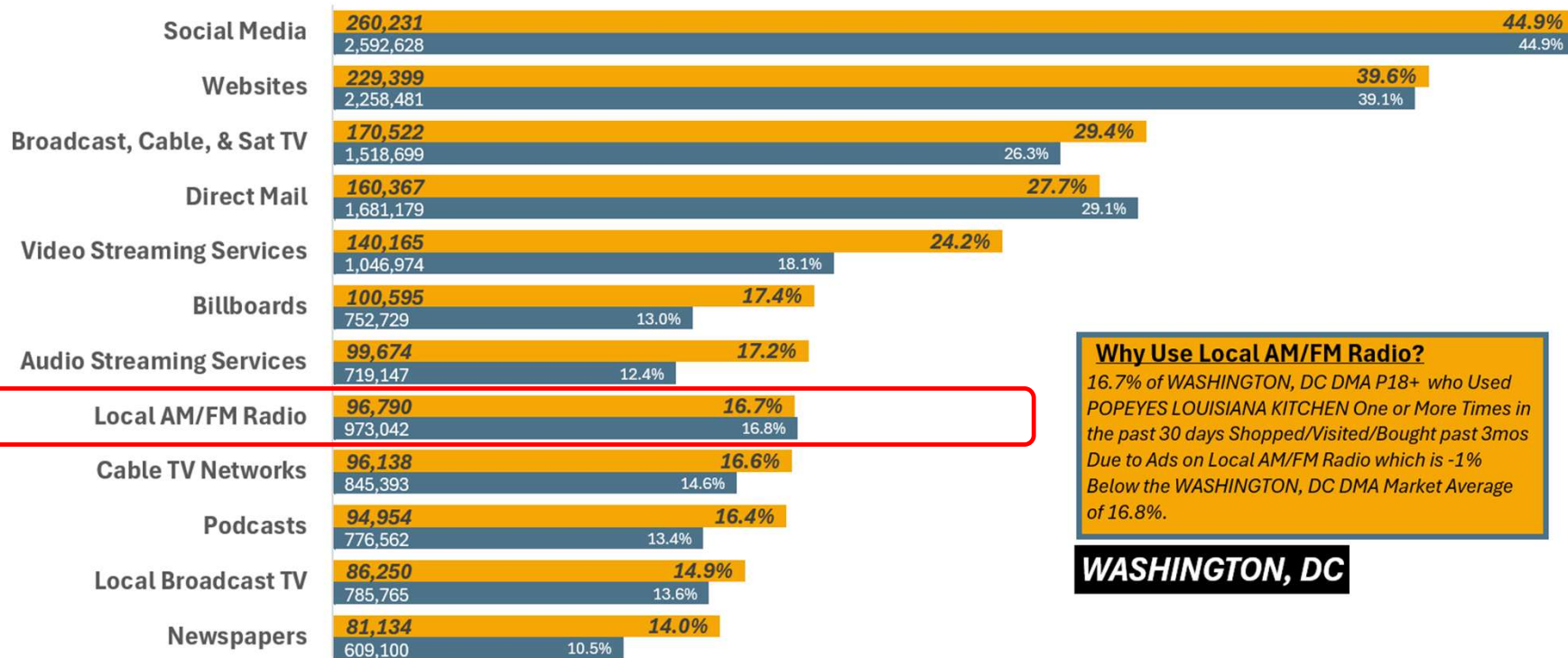
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Quick service restaurants used past 30 days: Popeyes



"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?

16.7% of WASHINGTON, DC 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 -1% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 665
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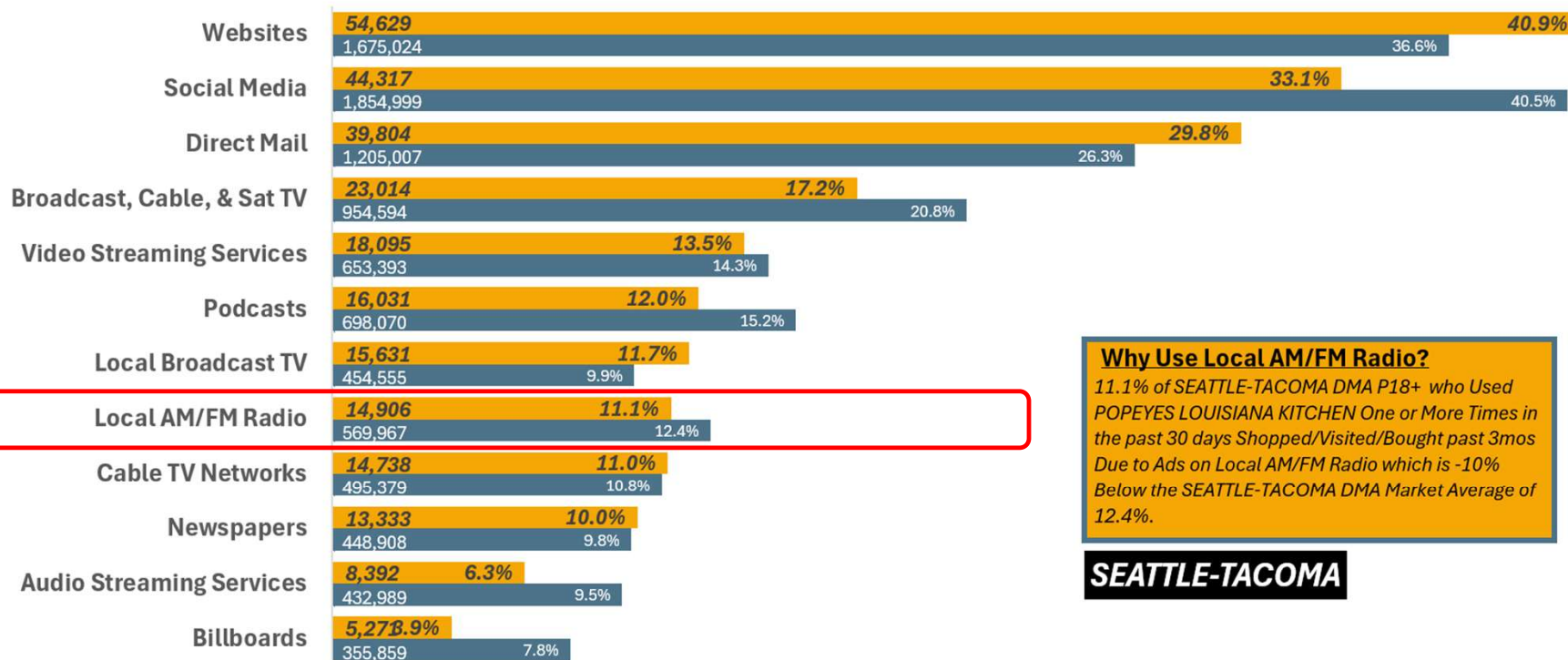
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Quick service restaurants used past 30 days: Popeyes



"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?

11.1% of SEATTLE-TACOMA 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 -10% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 129
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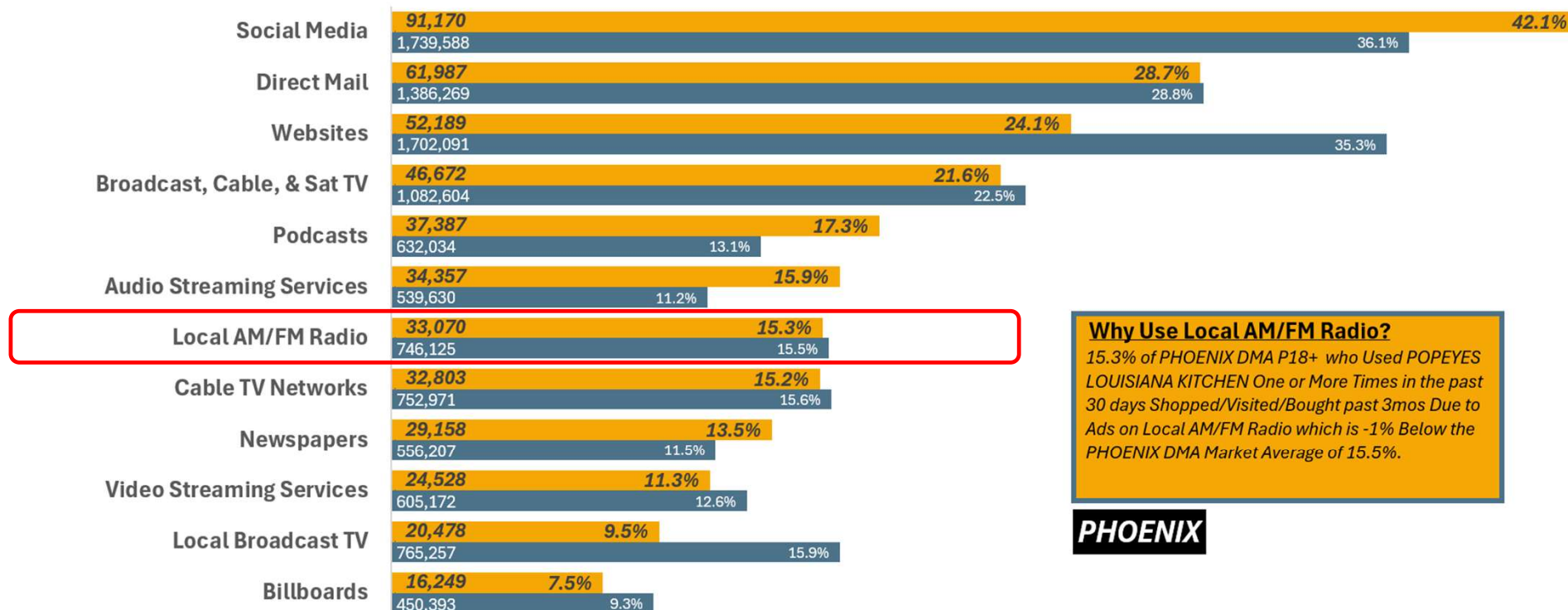
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Quick service restaurants used past 30 days: Popeyes



"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?

15.3% of PHOENIX 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 -1% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 124
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Quick service restaurants used past 30 days: Popeyes