

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

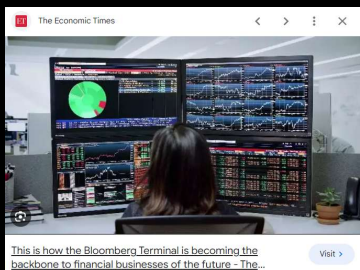
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used BURGER KING One or More Times in the past 30 days as of March 31, 2026.**



P18+



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: Burger King

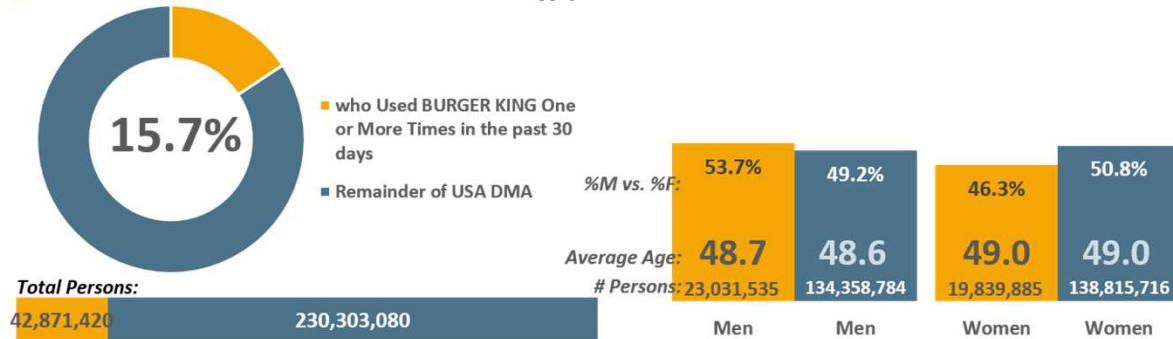




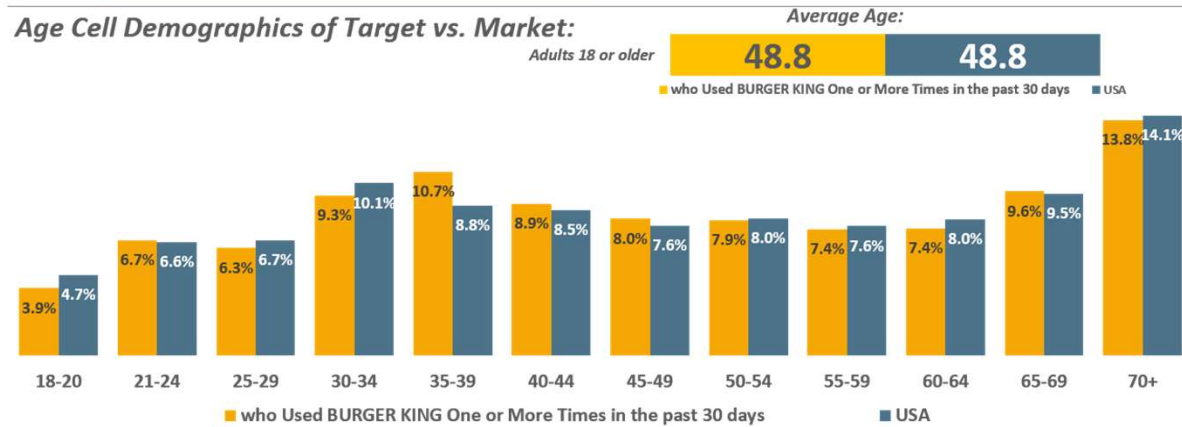
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days.
 Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 48.8 years old
 (.% older than average) and have a \$95,927 (18.2% lower than average) annual household income.



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

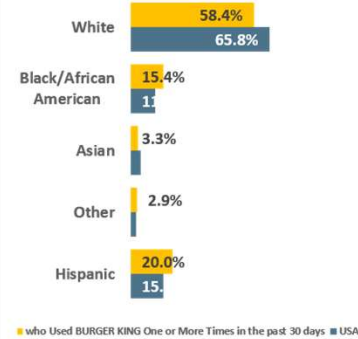


Age Cell Demographics of Target vs. Market:

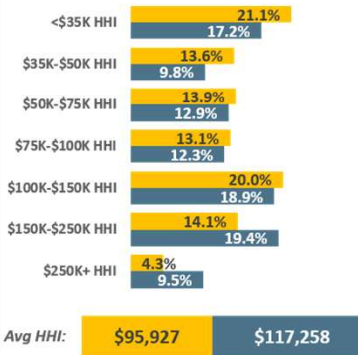


USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Ethnicity of Target vs. Market:



HHI of Target vs. Market:





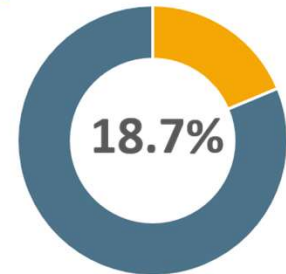
18.7% or 1,429,989 of CHI DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 47.9 years old (.9% younger than average) and have a \$92,175 (18.1% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



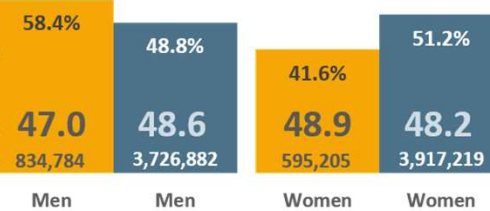
■ who Used BURGER KING One or More Times in the past 30 days
■ Remainder of CHI DMA

Total Persons:

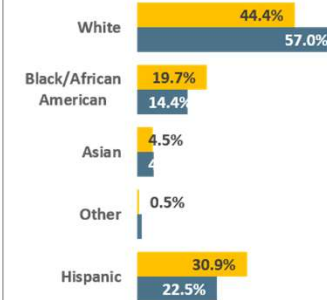
1,429,989 6,214,112

%M vs. %F:

Average Age:
Persons:



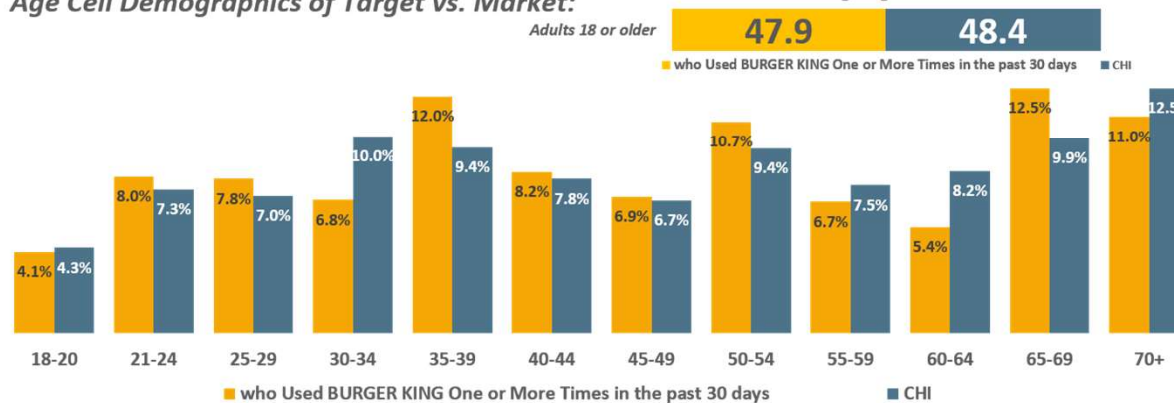
Ethnicity of Target vs. Market:



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

Age Cell Demographics of Target vs. Market:

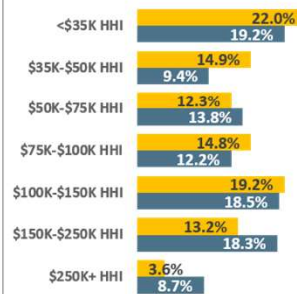
Average Age:



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

■ CHI

HHI of Target vs. Market:



Avg HHI: \$92,175 \$112,514



13.3% or 766,786 of WDC DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 48.4 years old (1.1% older than average) and have a \$121,741 (12.6% lower than average) annual household income.

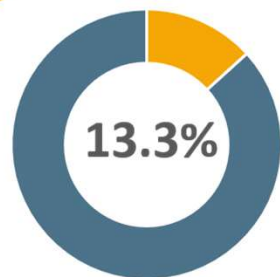


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

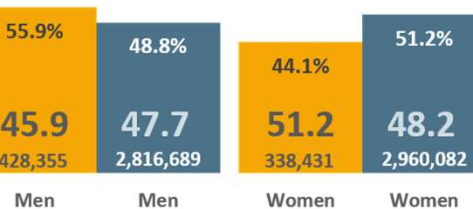
Total Persons:

766,786 5,009,985

%M vs. %F:

Average Age:

Persons:

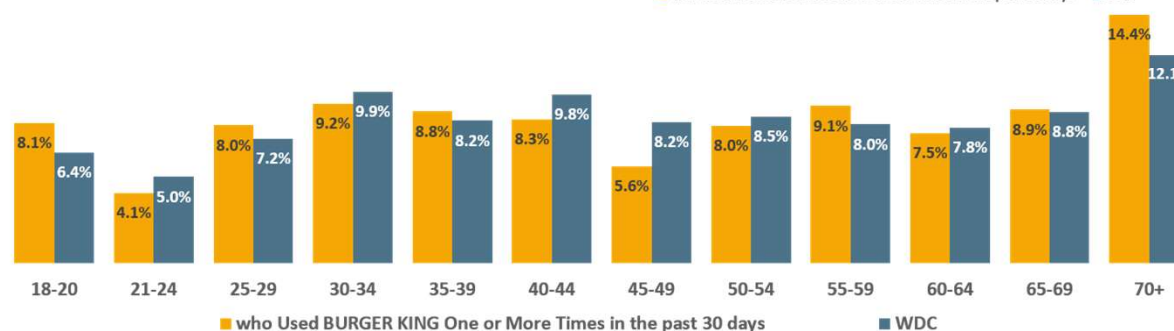


Age Cell Demographics of Target vs. Market:

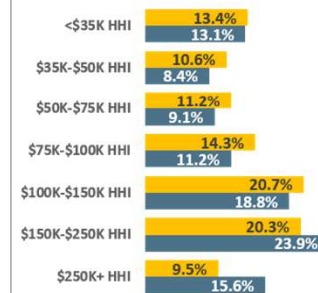
Average Age:

Adults 18 or older

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



HHI of Target vs. Market:



Avg HHI:

\$121,741 \$139,294



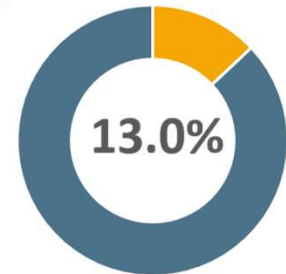
13.0% or 594,578 of SEA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 48.6 years old (.7% older than average) and have a \$102,384 (20.4% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



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

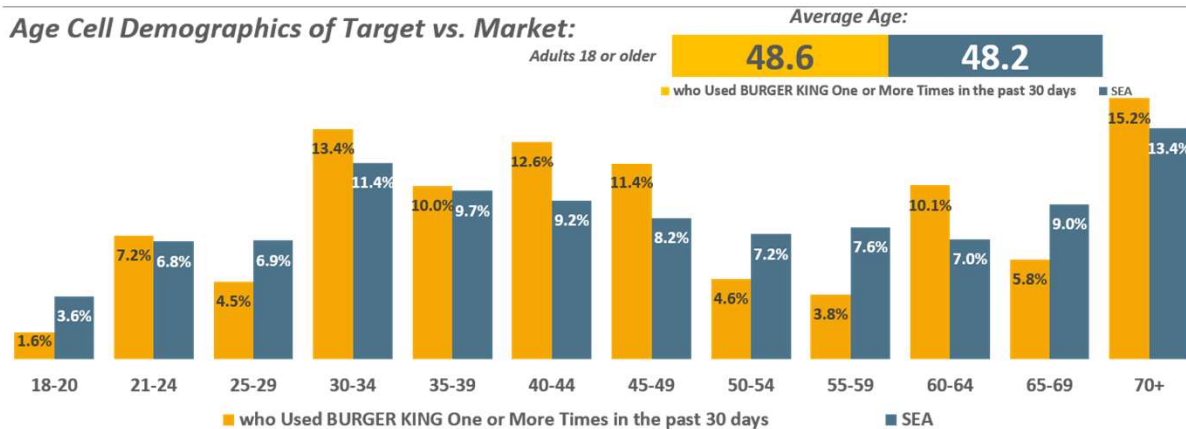
Total Persons:

594,578 3,985,936

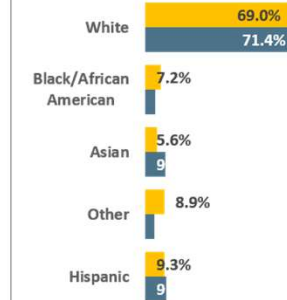
Average Age:
Persons:

	Men	Men	Women	Women
%M vs. %F:	50.6%	50.2%	49.4%	49.8%
Average Age:	50.0	47.9	47.2	48.6
# Persons:	300,629	2,300,274	293,949	2,280,240

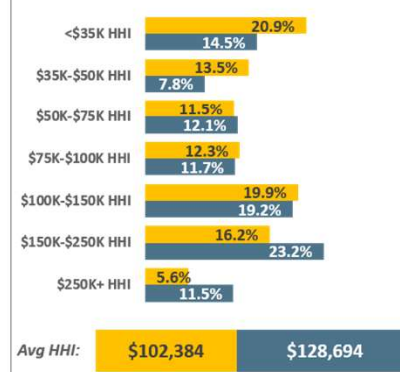
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





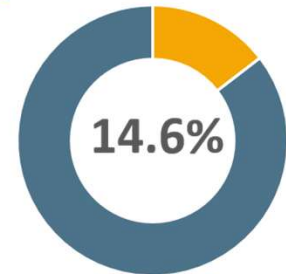
14.6% or 701,429 of PHX DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Typical Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 47.2 years old (3.7% younger than average) and have a \$89,004 (16.9% lower than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older



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

Total Persons:

701,429 4,117,045

%M vs. %F:

Average Age:

Persons:

46.5%	49.5%	53.5%	50.5%
48.5	48.2	45.9	49.7
326,210	2,386,757	375,219	2,431,717
Men	Men	Women	Women

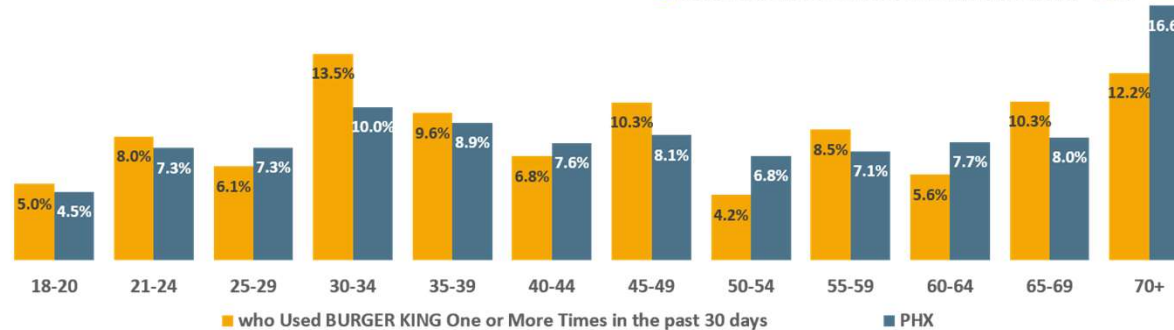
Age Cell Demographics of Target vs. Market:

Average Age:

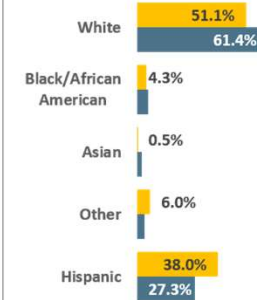
Adults 18 or older

47.2 49.0

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

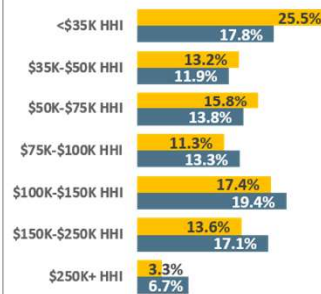


Ethnicity of Target vs. Market:



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

HHI of Target vs. Market:



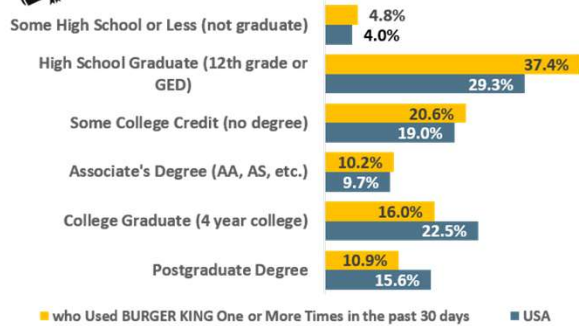
Avg HHI: \$89,004 \$107,066



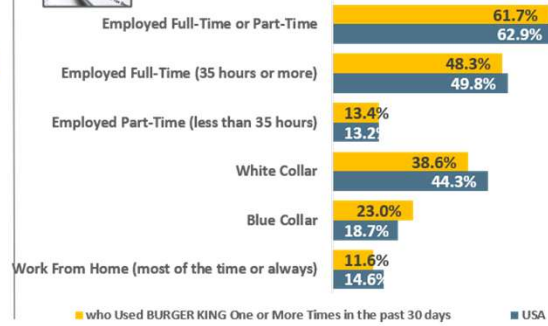
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30...
 Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 29.2% less likely to be a college graduate, 2.9% less likely to work full-time, 2.3% less likely to be married, 20.2% more likely to be a parent of 1 or more children under



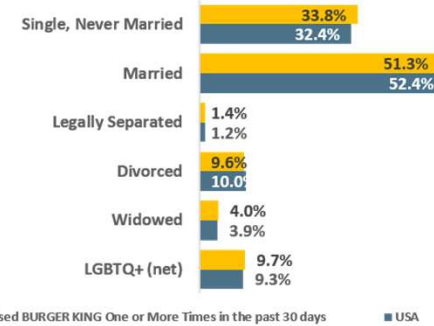
Education Levels: Adults 18 or older



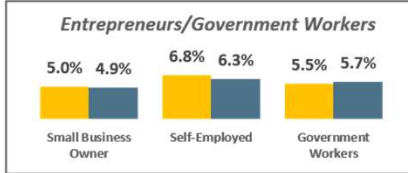
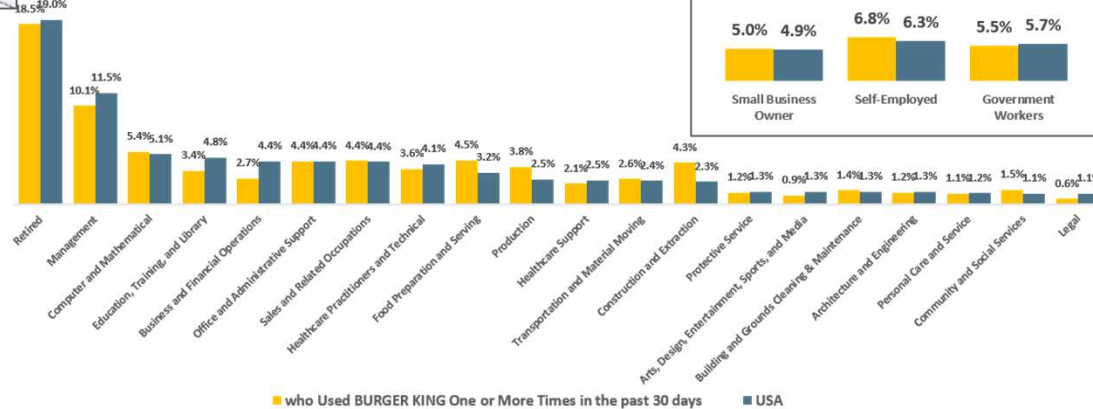
Employment: Adults 18 or older



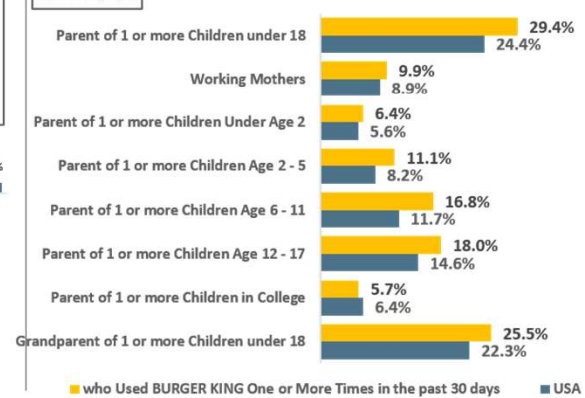
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



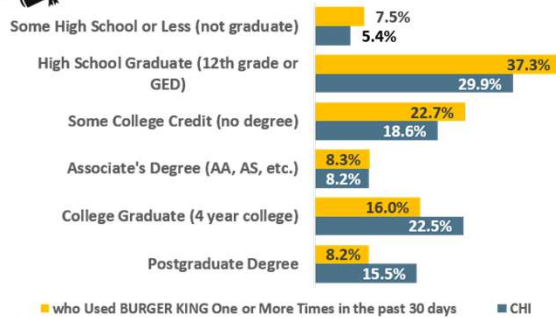
Stage in Life: Adults 18 or older



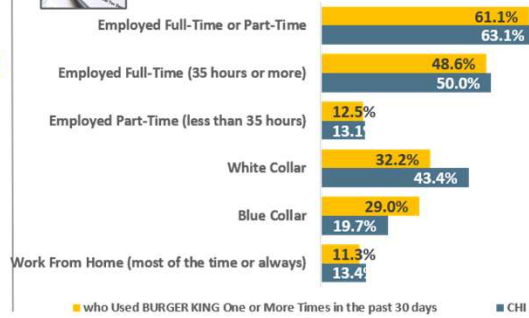


18.7% or 1,429,989 of CHI DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 36.1% less likely to be a college graduate, 2.7% less likely to work full-time, 4.3% less likely to be married, 28.8% more likely to be a parent of 1 or more children under

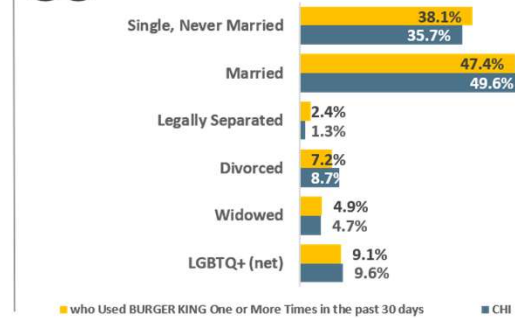
Education Levels: Adults 18 or older



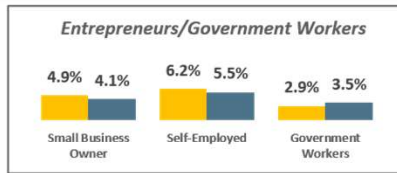
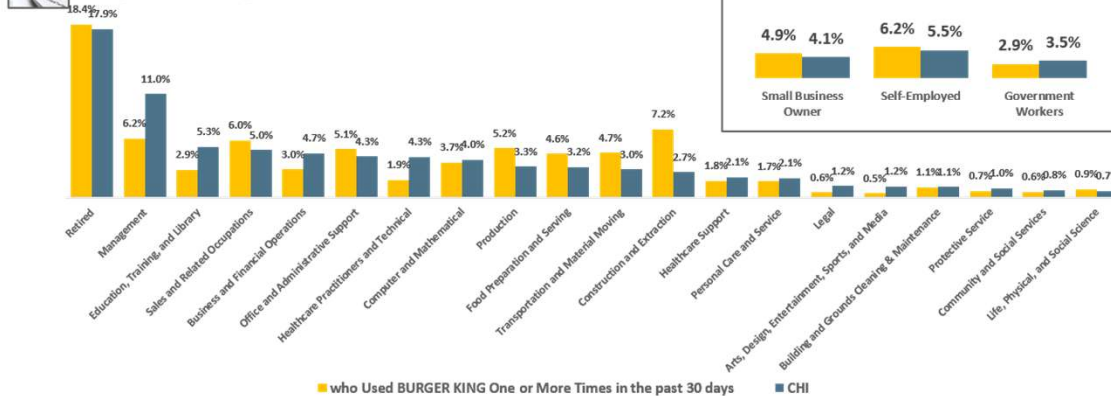
Employment: Adults 18 or older



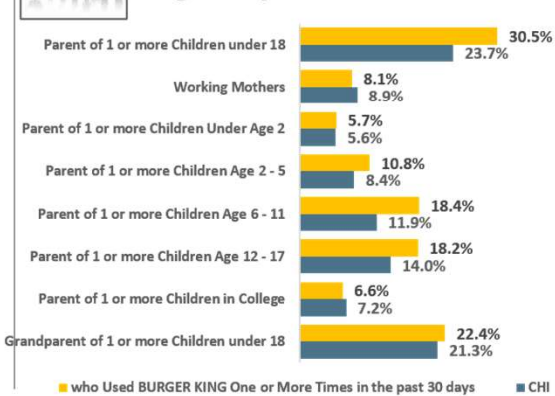
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



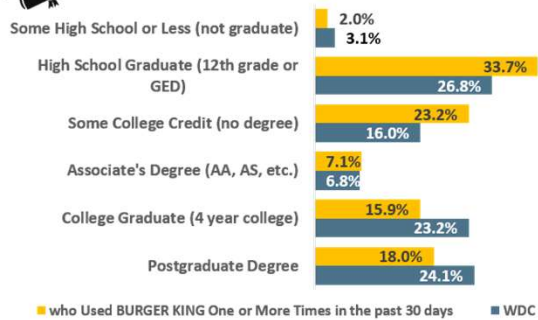
Stage in Life: Adults 18 or older



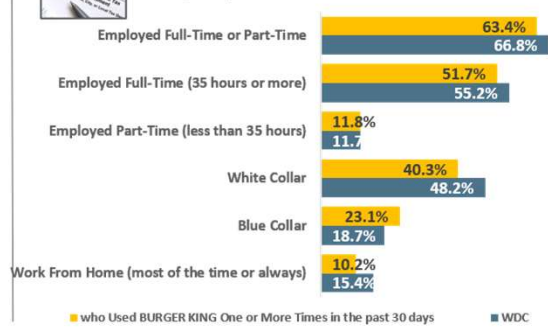


13.3% or 766,786 of WDC DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 28.4% less likely to be a college graduate, 6.3% less likely to work full-time, 7.1% more likely to be married, 4.8% less likely to be a parent of 1 or more children under 1

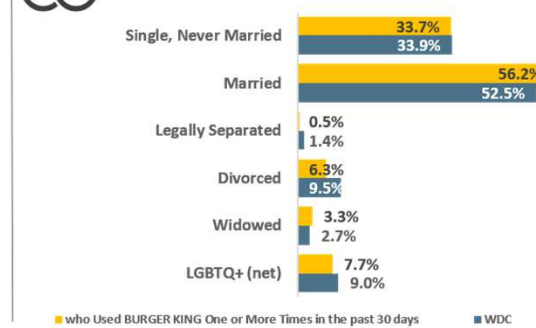
Education Levels: Adults 18 or older



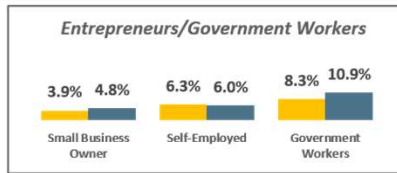
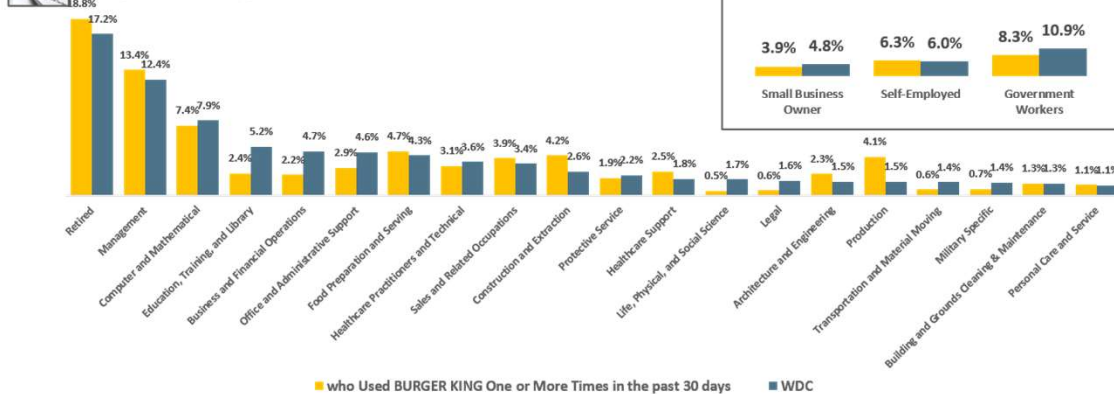
Employment: Adults 18 or older



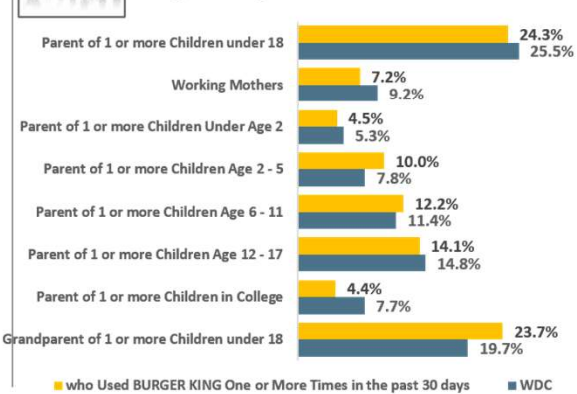
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

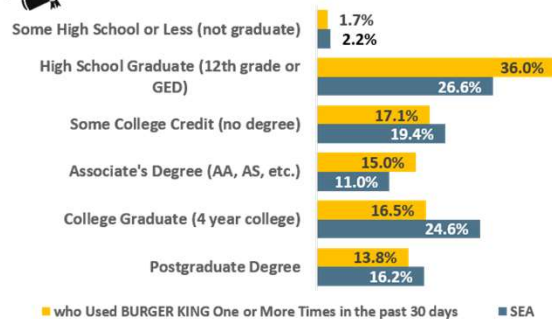




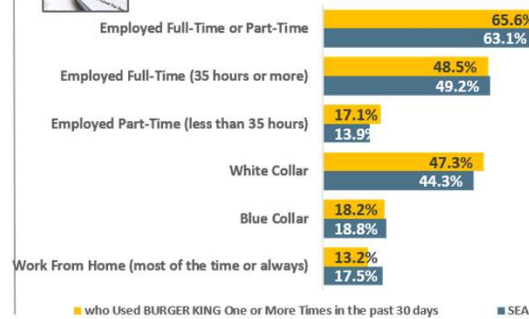
13.3% or 594,578 of SEA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 25.8% less likely to be a college graduate, 1.4% less likely to work full-time, 4.4% less likely to be married, 46.1% more likely to be a parent of 1 or more children under



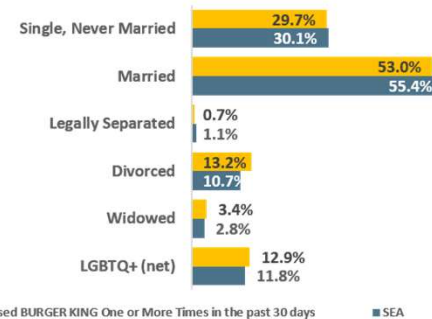
Education Levels: Adults 18 or older



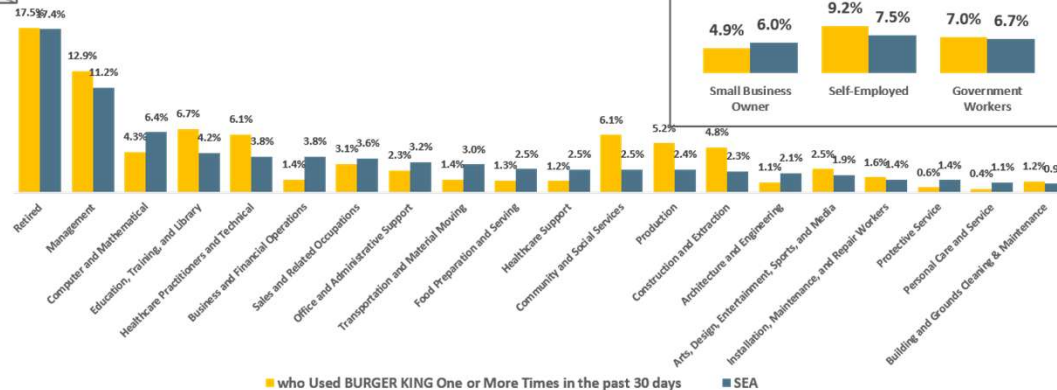
Employment: Adults 18 or older



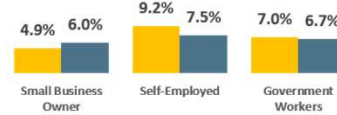
Marital Status: Adults 18 or older



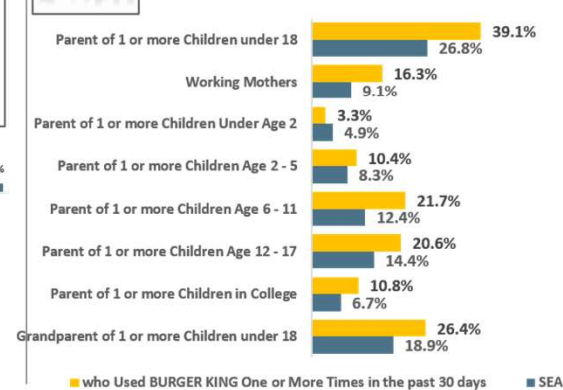
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

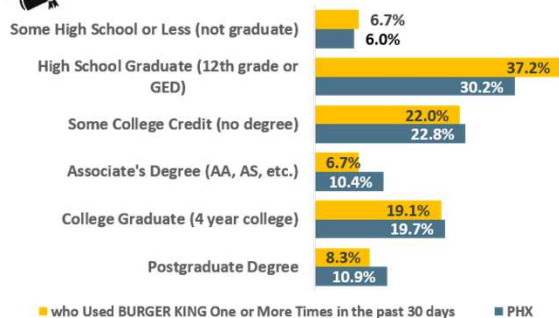




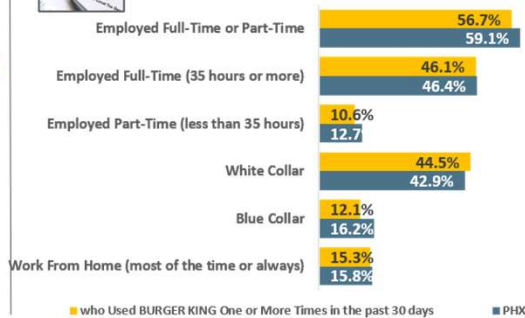
14.6% or 701,429 of PHX DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 10.4% less likely to be a college graduate, .7% less likely to work full-time, 12.4% less likely to be married, 9.3% more likely to be a parent of 1 or more children under 1



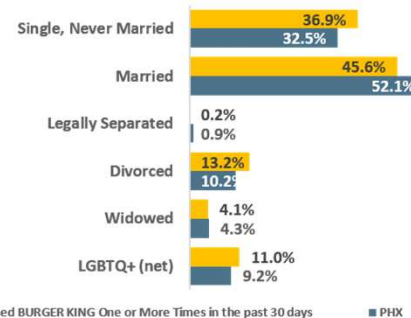
Education Levels: Adults 18 or older



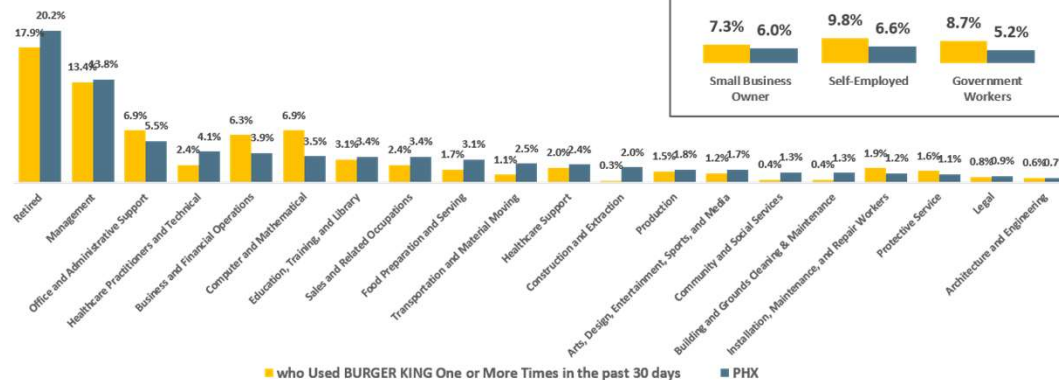
Employment: Adults 18 or older



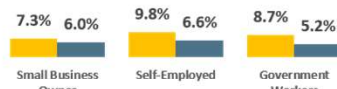
Marital Status: Adults 18 or older



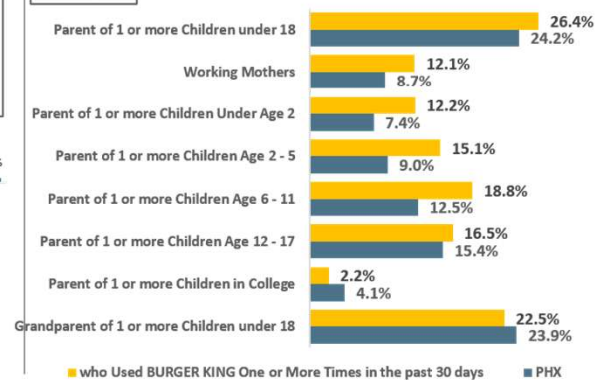
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

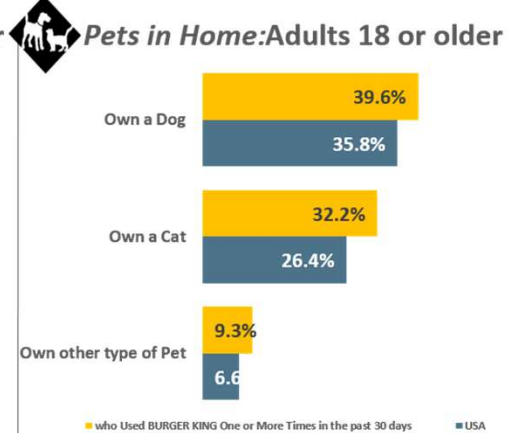
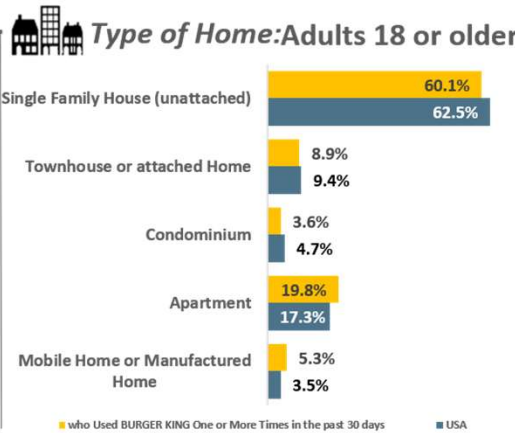
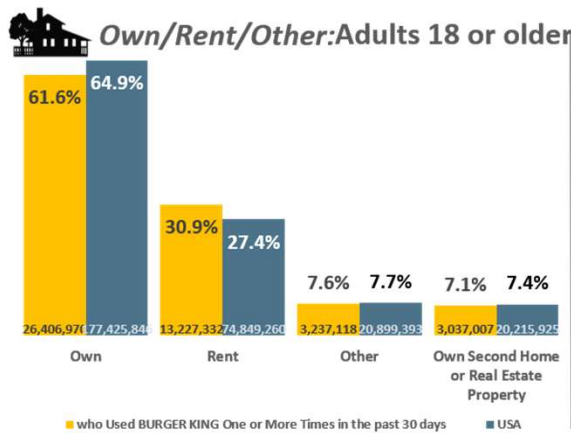


Stage in Life: Adults 18 or older

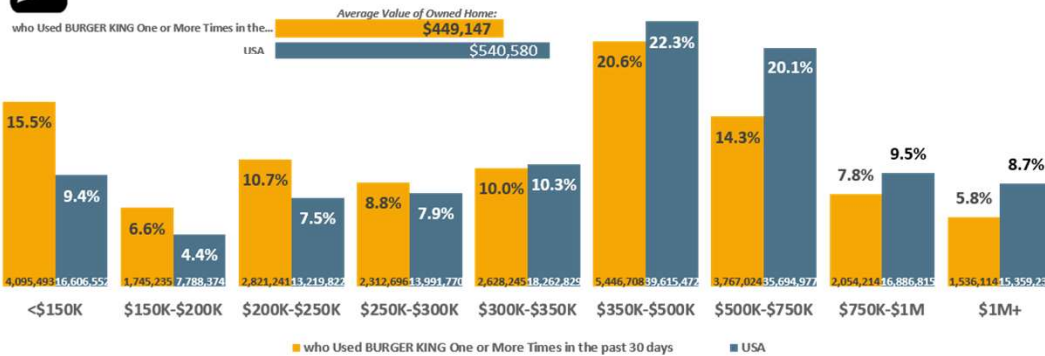




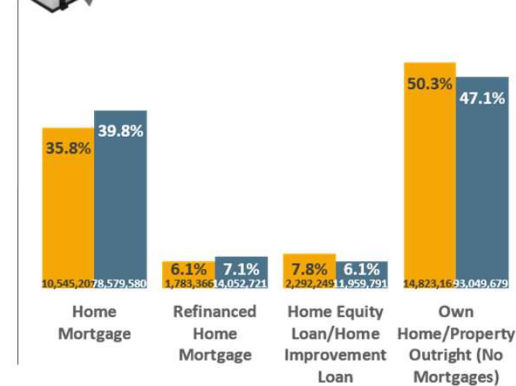
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 5.2% less likely to own their home, 16.9% more likely to own a lower valued home, 3.8% less likely to have a single-family home, 10.6% more likely to have a dog.



Value of Owned Home: Adults 18 or older



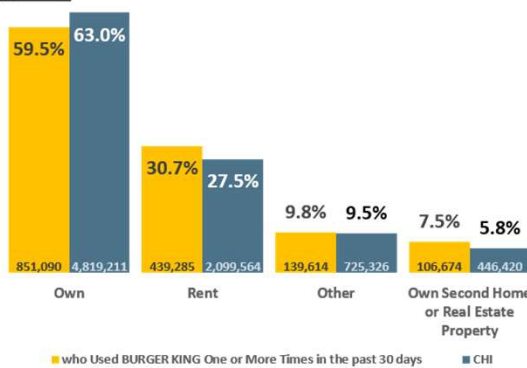
Home Loans: Adults 18 or older



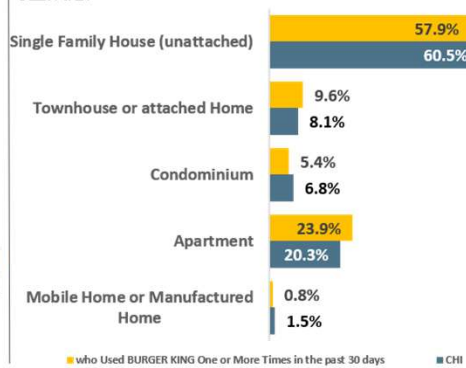


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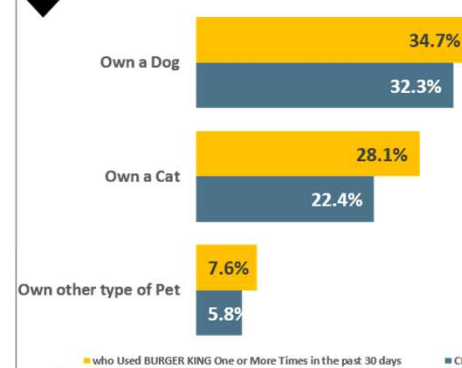
Own/Rent/Other: Adults 18 or older



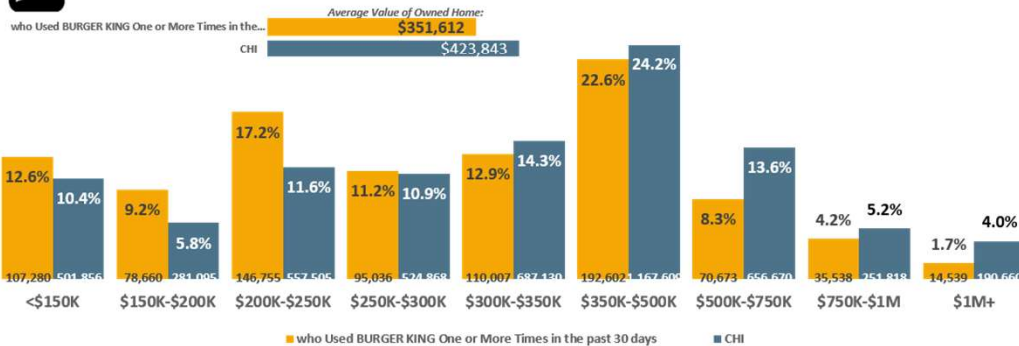
Type of Home: Adults 18 or older



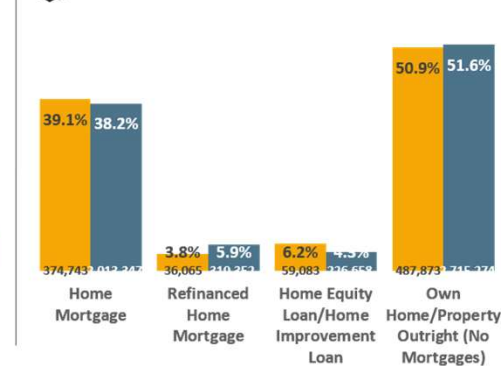
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

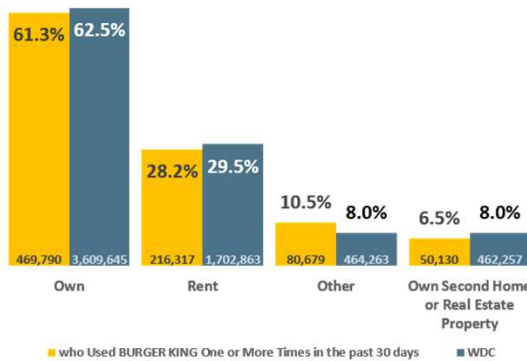




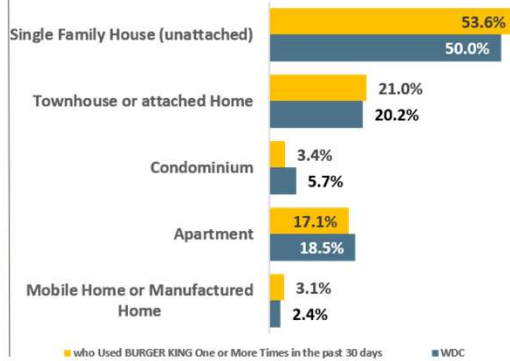
13.3% or 766,786 of WDC DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 1.9% less likely to own their home, 8.5% more likely to own a lower valued home, 7.1% more likely to have a single-family home, 28.1% more likely to have a dog.



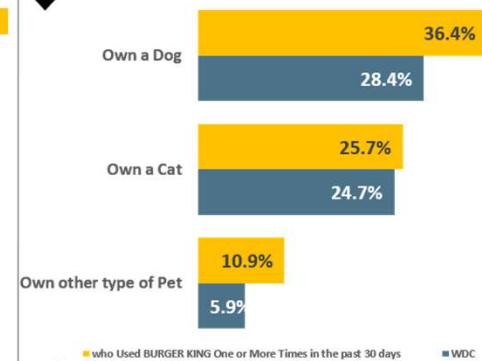
Own/Rent/Other: Adults 18 or older



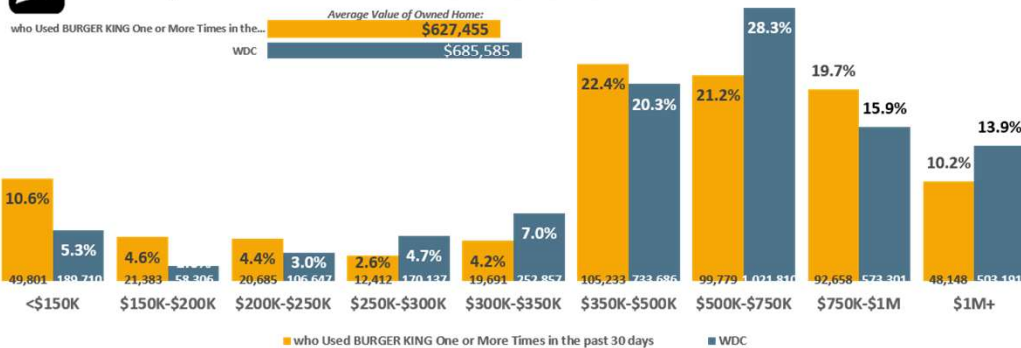
Type of Home: Adults 18 or older



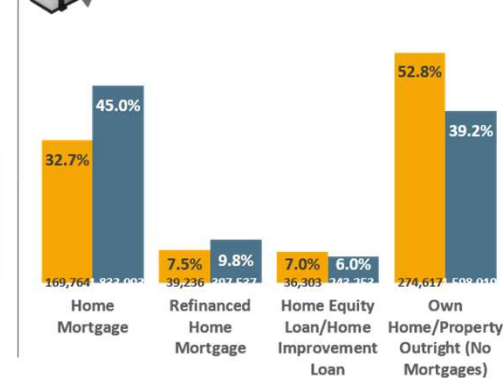
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

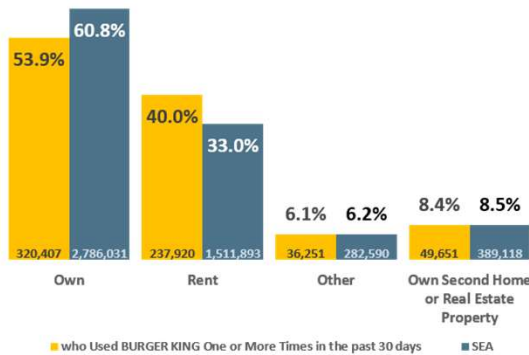




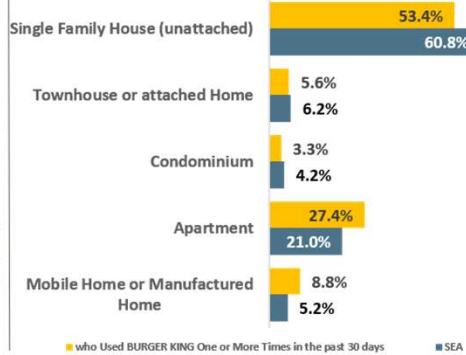
13.1% or 594,578 of SEA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 11.4% less likely to own their home, 22.9% more likely to own a lower valued home, 12.2% less likely to have a single-family home, 22.2% more likely to have a dog.



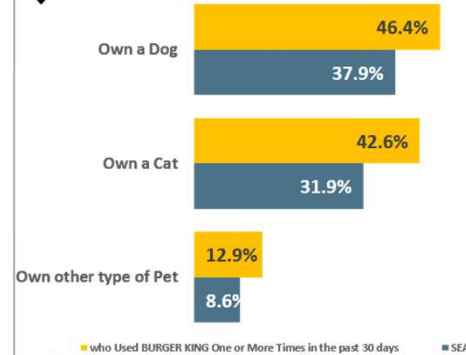
Own/Rent/Other: Adults 18 or older



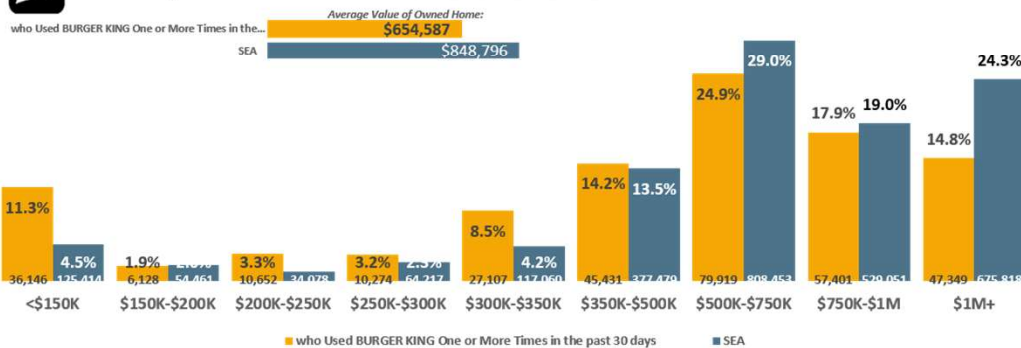
Type of Home: Adults 18 or older



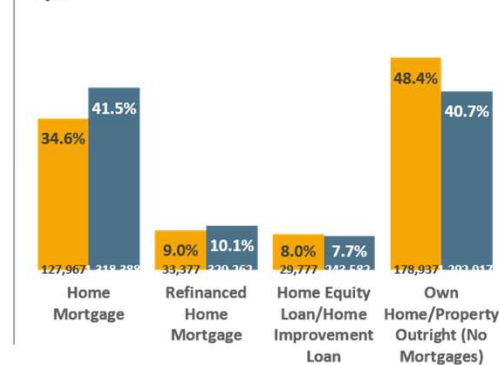
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



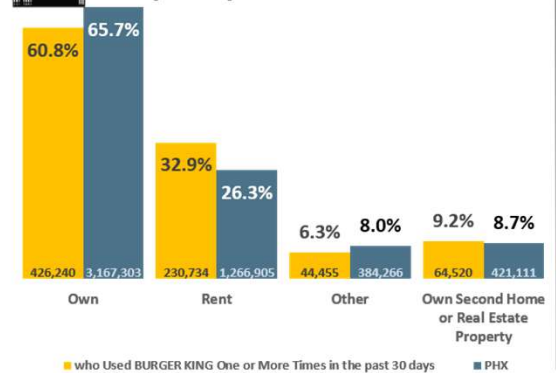
Home Loans: Adults 18 or older



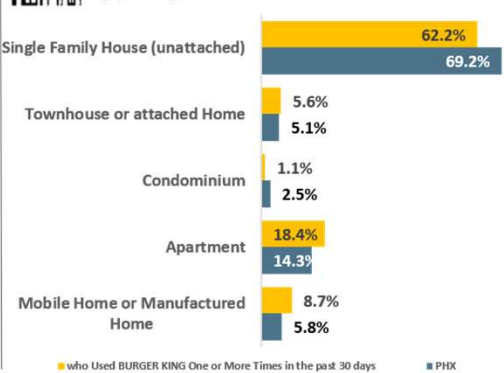


14.6% or 701,429 of PHX DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 7.6% less likely to own their home, 5.4% more likely to own a lower valued home, 10.2% less likely to have a single-family home, 17.7% more likely to have a dog.

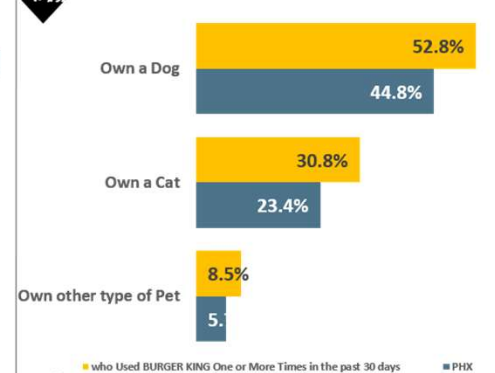
Own/Rent/Other: Adults 18 or older



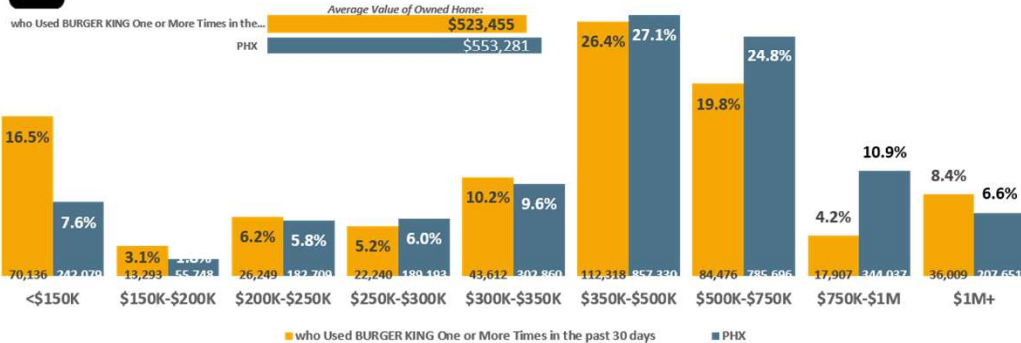
Type of Home: Adults 18 or older



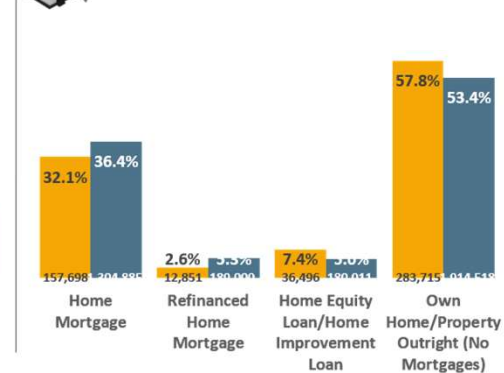
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

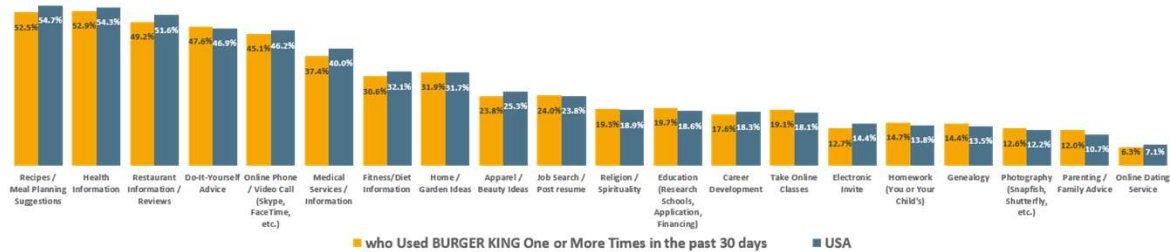




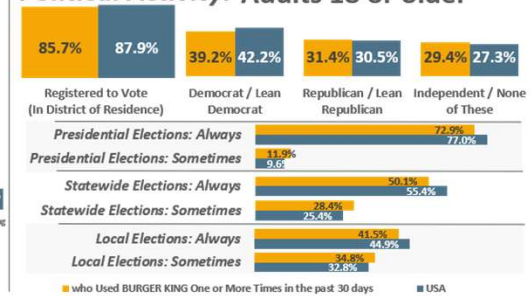
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30...
 Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 1.3% more likely to look up D-I-Y advice online, 7.5% less likely to always vote in local elections, 3.6% less likely to belong to a gym, 8.2% less likely to fly domestic pa



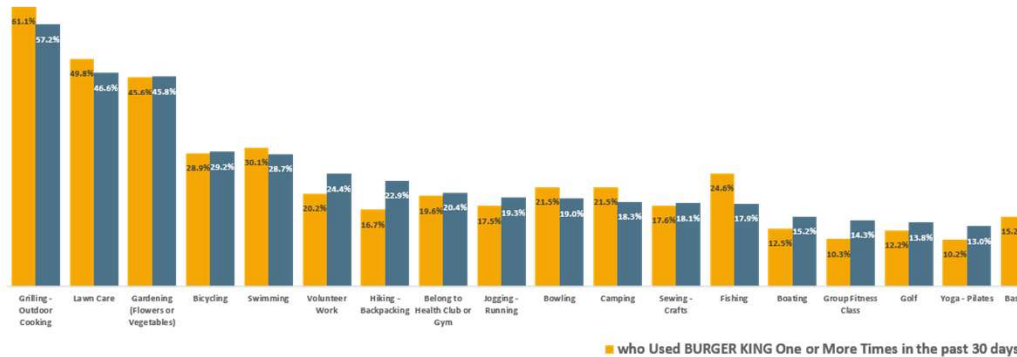
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



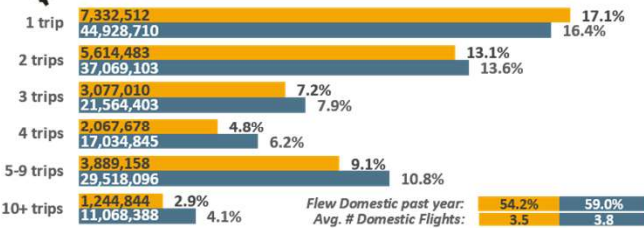
Political Activity: Adults 18 or older



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



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

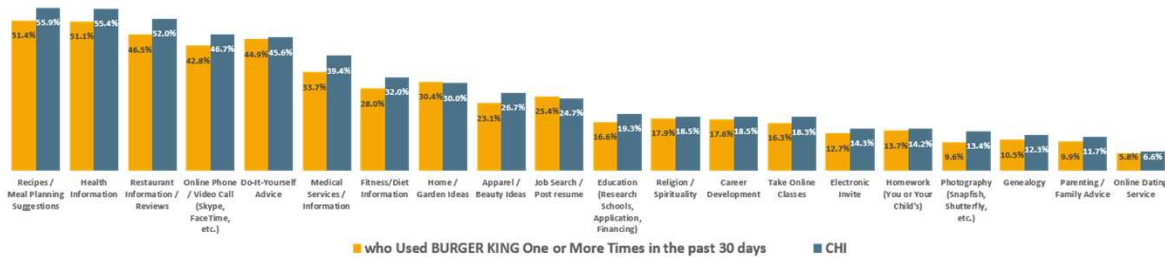




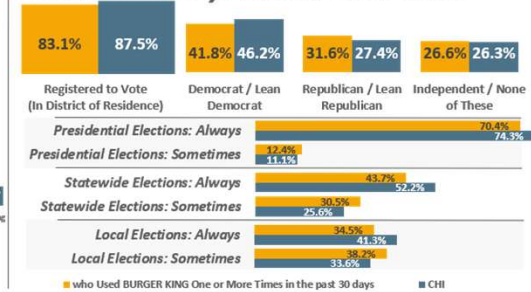
18.7% or 1,429,989 of CHI DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 1.4% less likely to look up D-I-Y advice online, 16.5% less likely to always vote in local elections, 2.2% more likely to belong to a gym, 8.9% less likely to fly domestic p



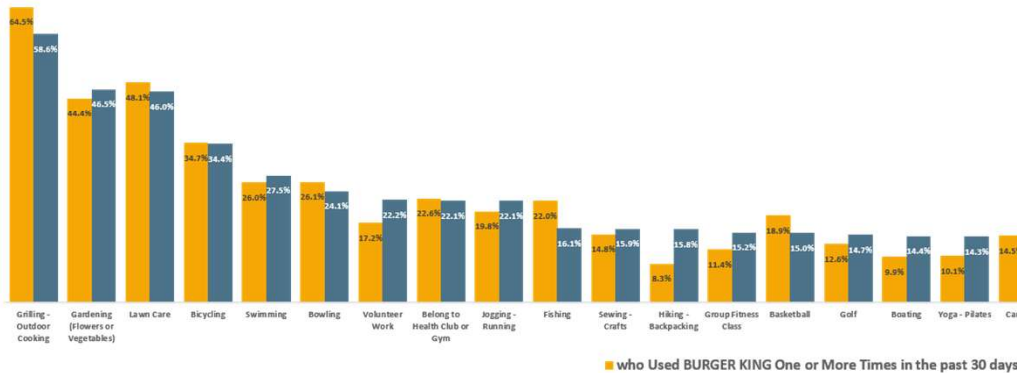
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



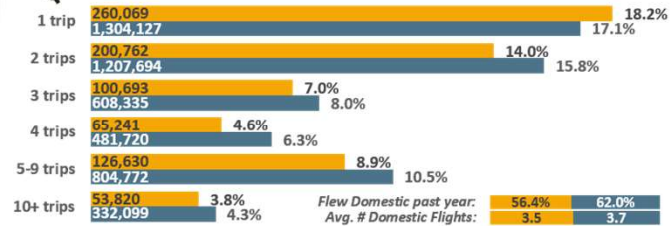
Political Activity: Adults 18 or older



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



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



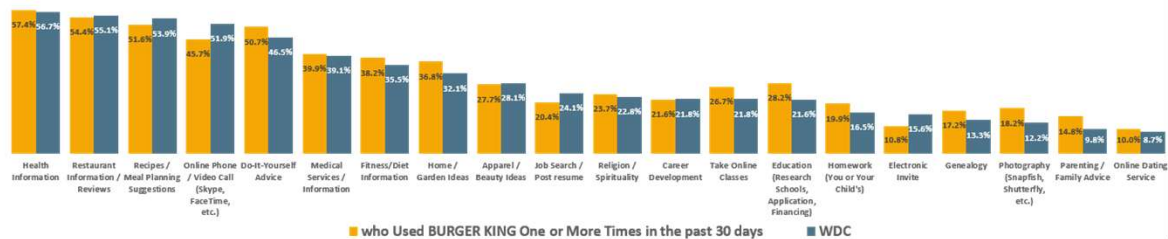
Flew Domestic past year: 56.4%
Avg. # Domestic Flights: 3.5



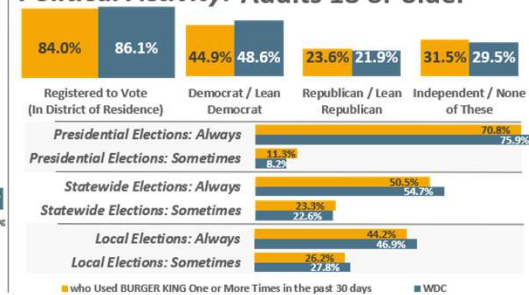
13.3% or 766,786 of WDC DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 9.1% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 9.5% more likely to belong to a gym, 6.7% less likely to fly domestic pa



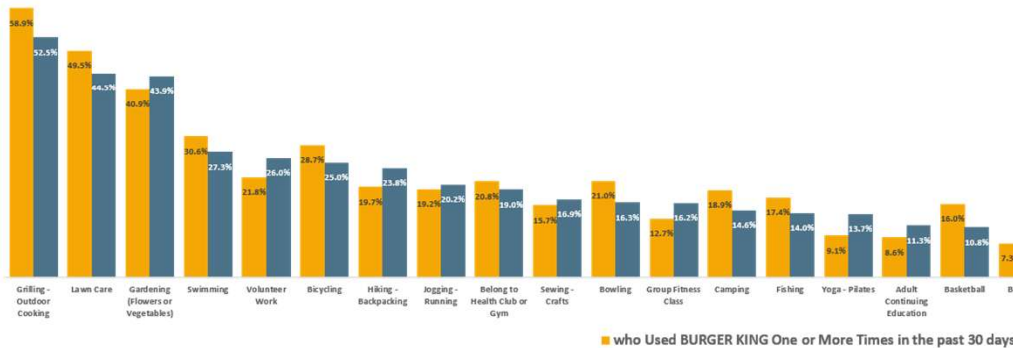
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



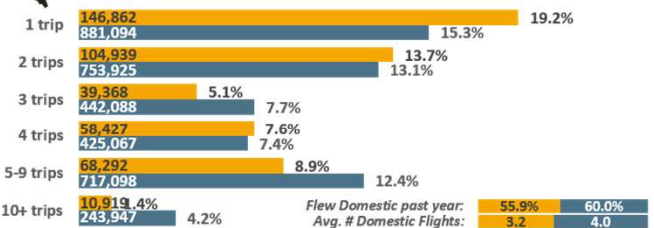
Political Activity: Adults 18 or older



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



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

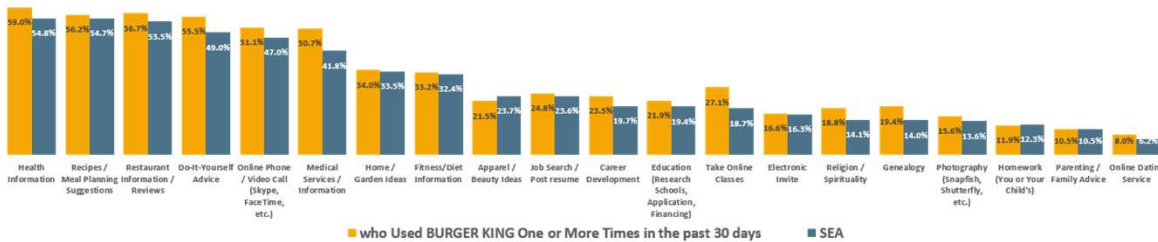




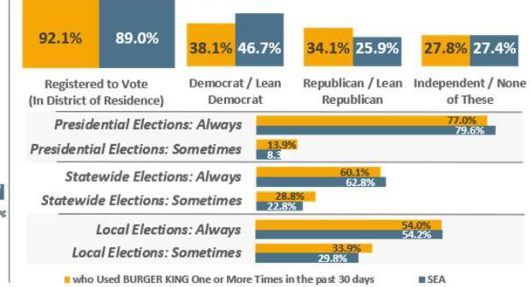
13.3% or 594,578 of SEA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 13.3% more likely to look up D-I-Y advice online, .3% less likely to always vote in local elections, 15.8% less likely to belong to a gym, 8.% less likely to fly domestic pa



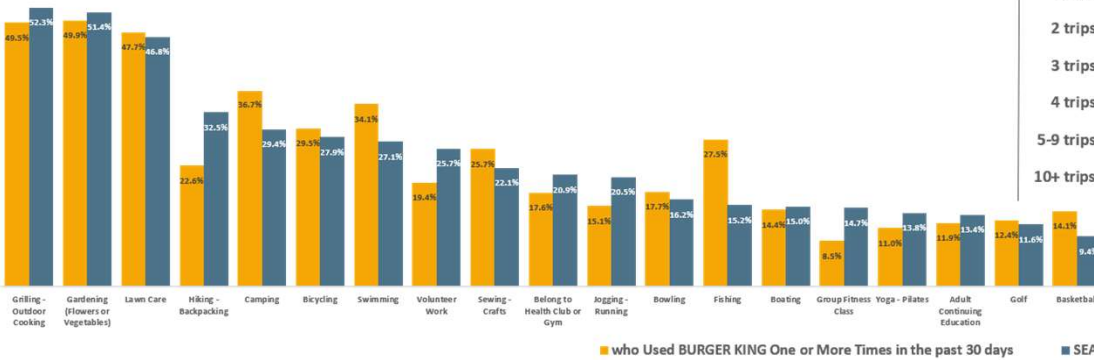
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



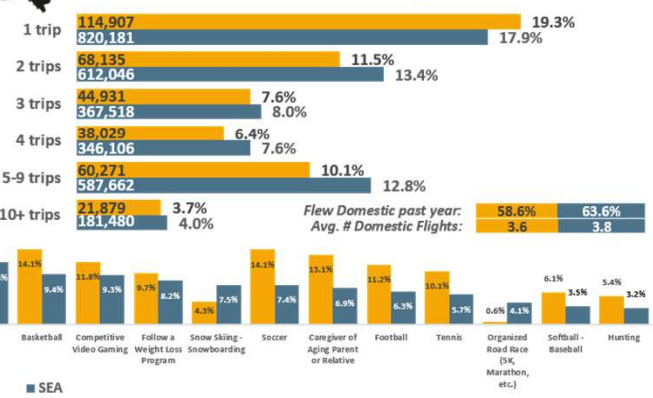
Political Activity: Adults 18 or older



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



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

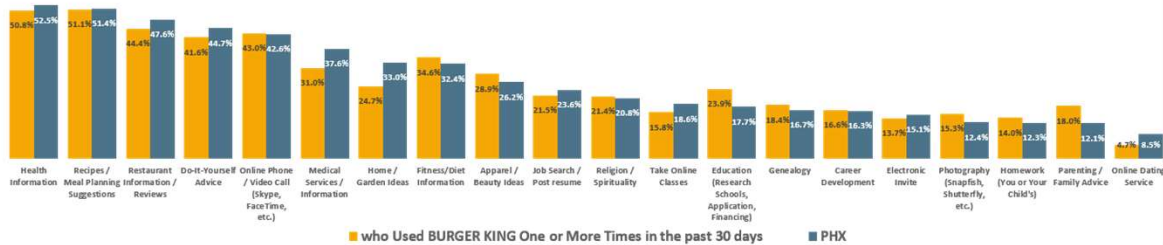




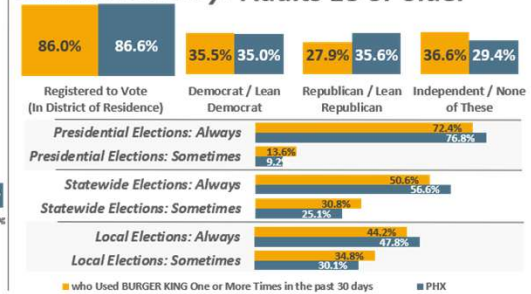
14.6% or 701,429 of PHX DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 6.9% less likely to look up D-I-Y advice online, 7.5% less likely to always vote in local elections, 7.6% less likely to belong to a gym, 10.7% less likely to fly domestic p



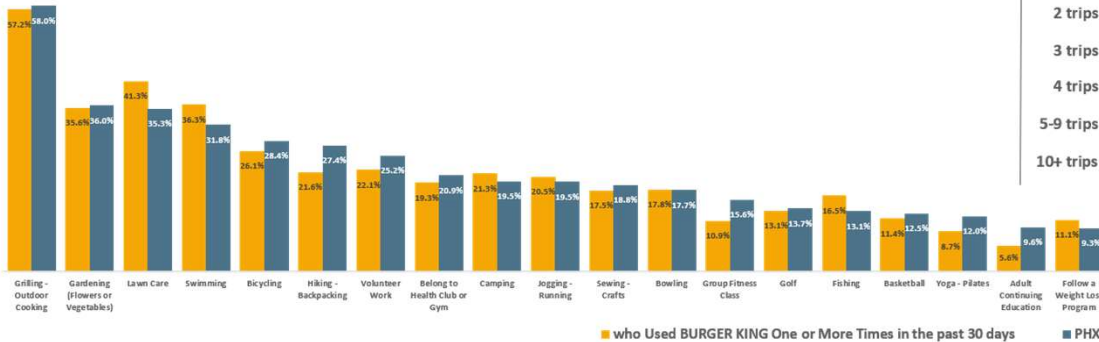
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



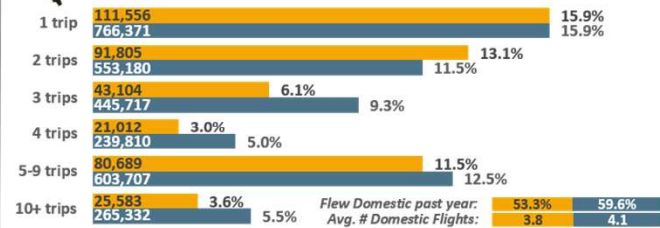
Political Activity: Adults 18 or older



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



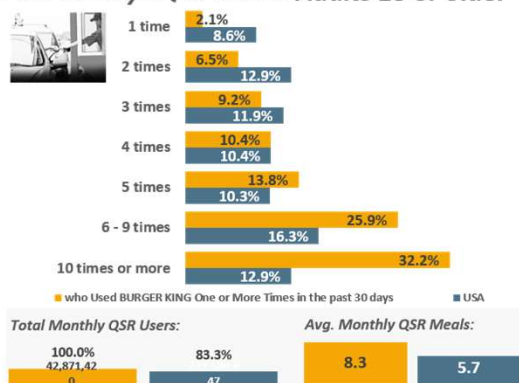
Past 12-months Domestic Airline Trips: Adults 18 or older



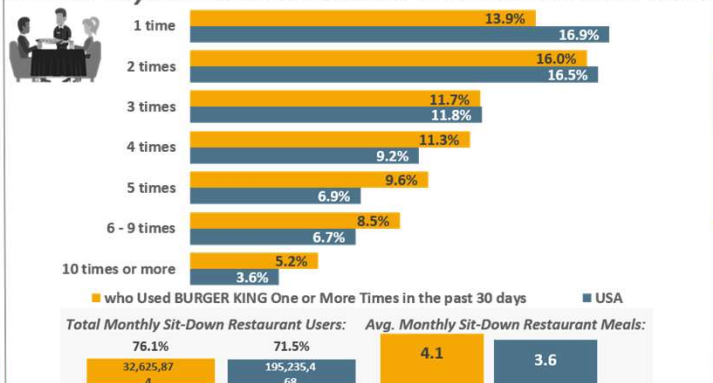


15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 20.0% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 33.1% more likely to use Casinos past yr., 69.4% more likely to smoke cigarette

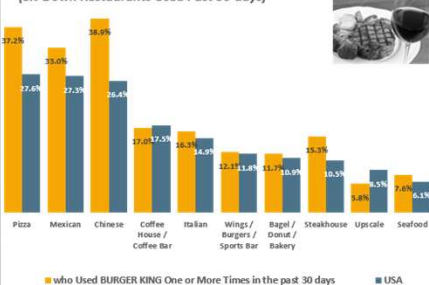
Past 30-days QSR Users: Adults 18 or older



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

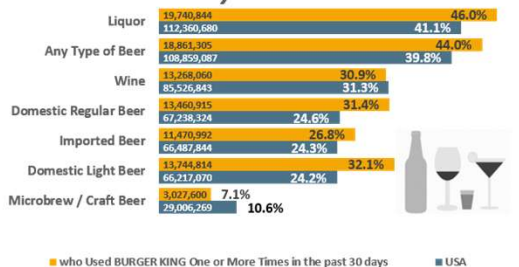


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

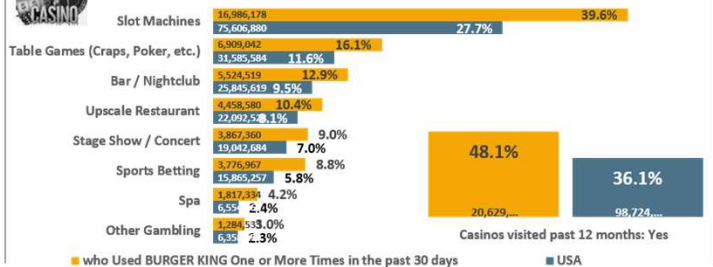


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used BURGER KING One or More Times in the... 11,506,954 (26.8%)
 USA 54,331,216 (19.9%)

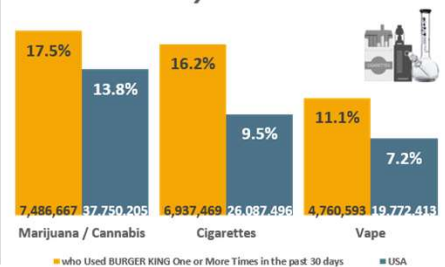
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



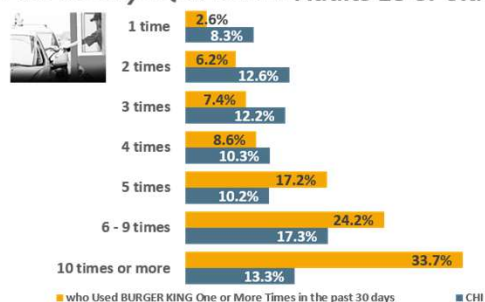
Used Past 30-days: Adults 18 or older



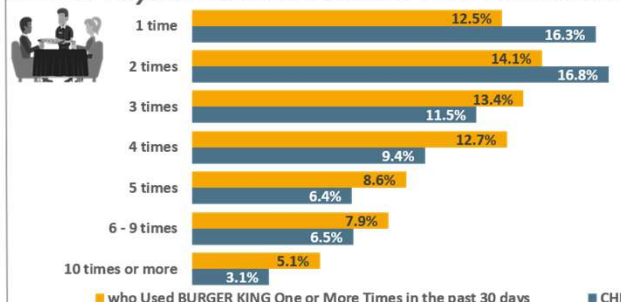


18.7% or 1,429,989 of CHI DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 18.6% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 37.7% more likely to use Casinos past yr., 44.5% more likely to smoke cigarett

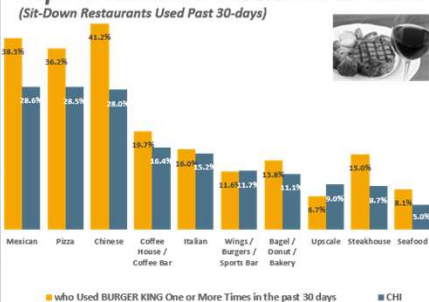
Past 30-days QSR Users: Adults 18 or older



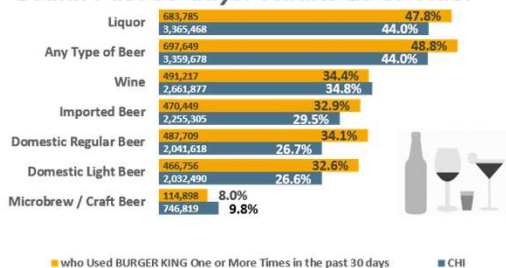
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



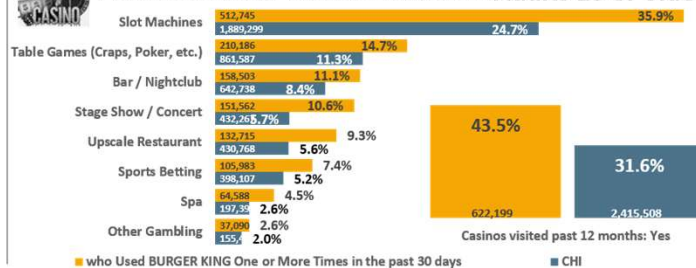
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



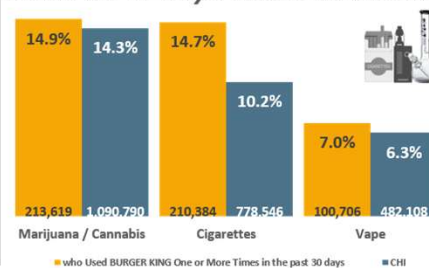
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



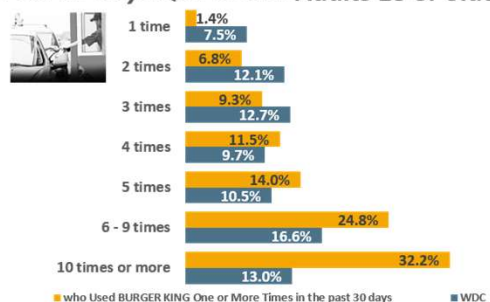
Used Past 30-days: Adults 18 or older



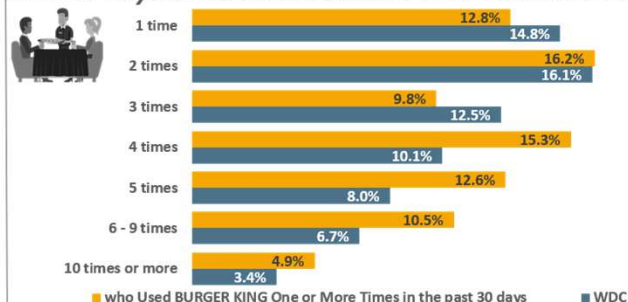


13.3% or 766,786 of WDC DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 21.7% more likely to use QSRs past mo., 14.9% more likely to use Sit-Down Restaurants past mo., 37.2% more likely to use Casinos past yr., 69.7% more likely to smoke cigaret

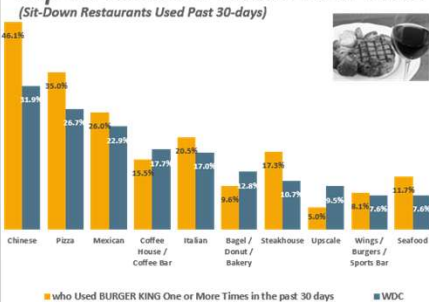
Past 30-days QSR Users: Adults 18 or older



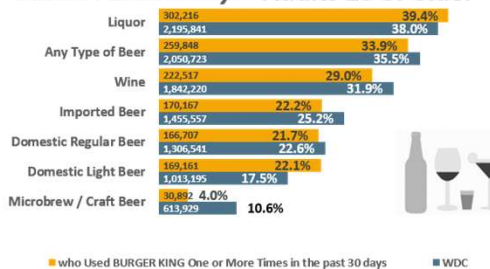
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



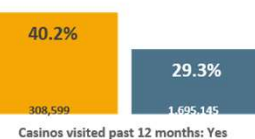
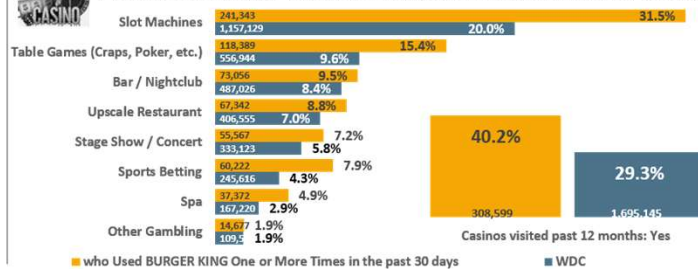
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



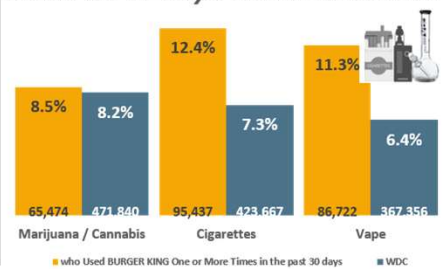
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



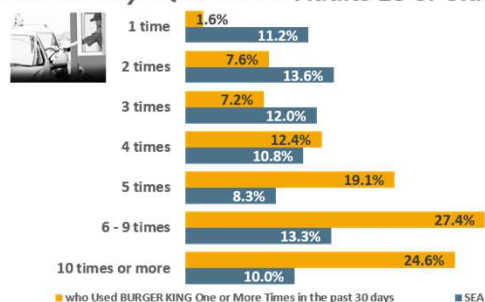
Used Past 30-days: Adults 18 or older



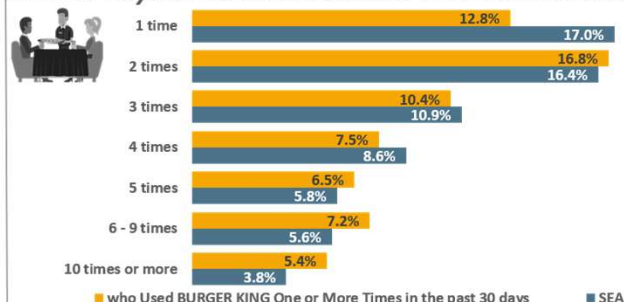


13.1% or 594,578 of SEA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 26.3% more likely to use QSRs past mo., 2.1% less likely to use Sit-Down Restaurants past mo., 53.2% more likely to use Casinos past yr., 118.3% more likely to smoke cigaret

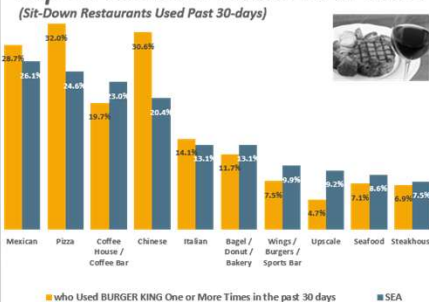
Past 30-days QSR Users: Adults 18 or older



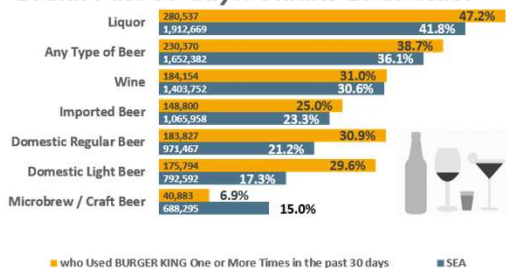
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



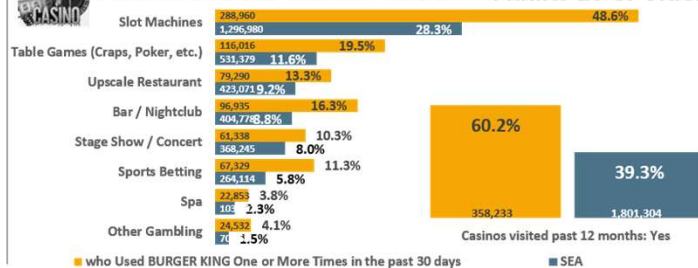
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



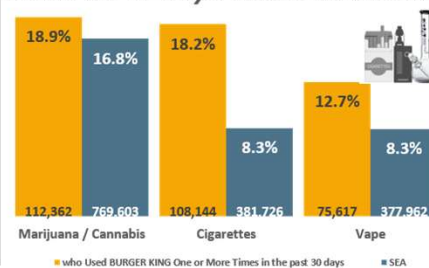
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



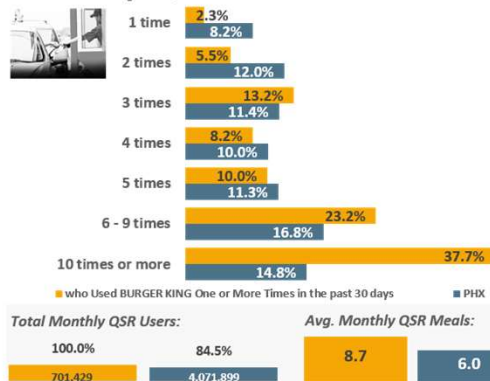
Used Past 30-days: Adults 18 or older



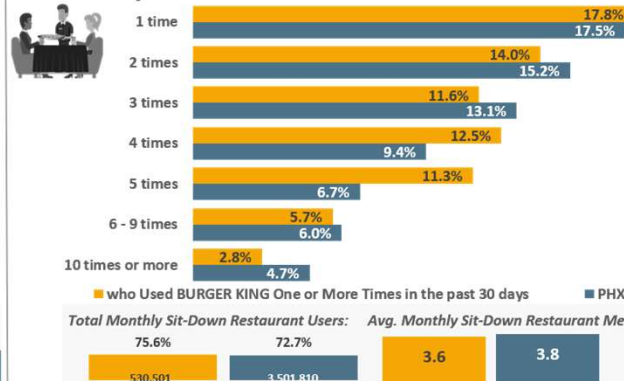


14.6% or 701,429 of PHX DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 18.3% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 24.1% more likely to use Casinos past yr., 102.2% more likely to smoke cigaret

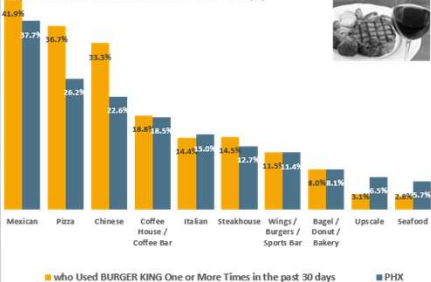
Past 30-days QSR Users: Adults 18 or older



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



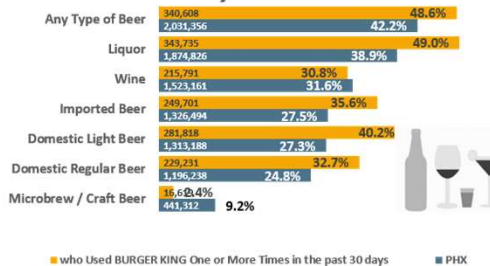
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



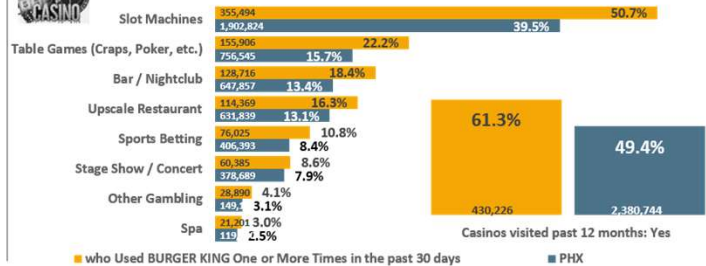
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Metric	PHX	National Average
who Used BURGER KING One or More Times in the...	837,313	199,020
	17.4%	28.4%

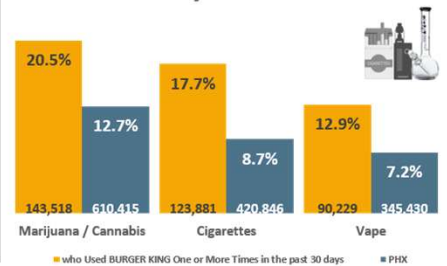
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

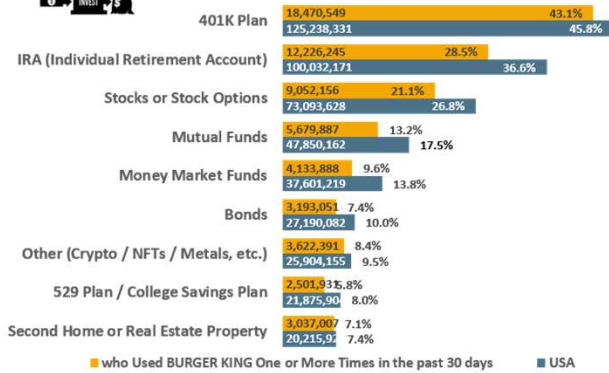




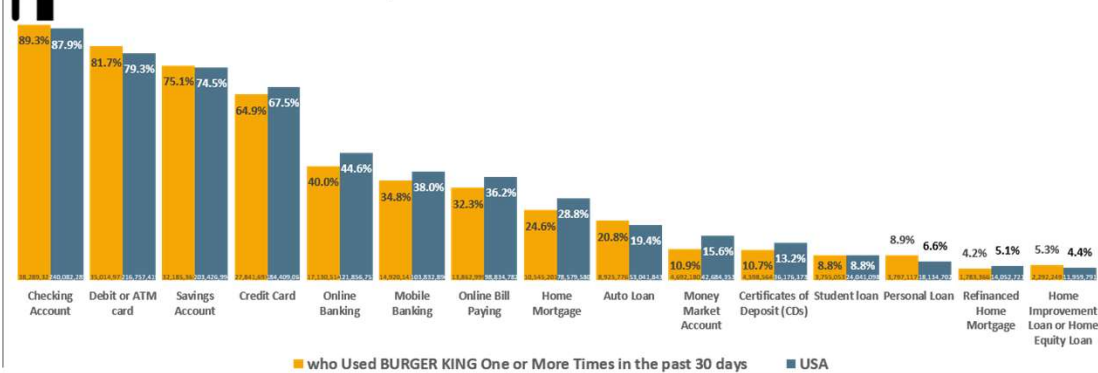
15.7% or 42,871,420 of USA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30... Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 6% less likely to have a 401K, 7.2% more likely to have an Auto Loan, 9.6% less likely to Invest/Trade Stocks Online, 17.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



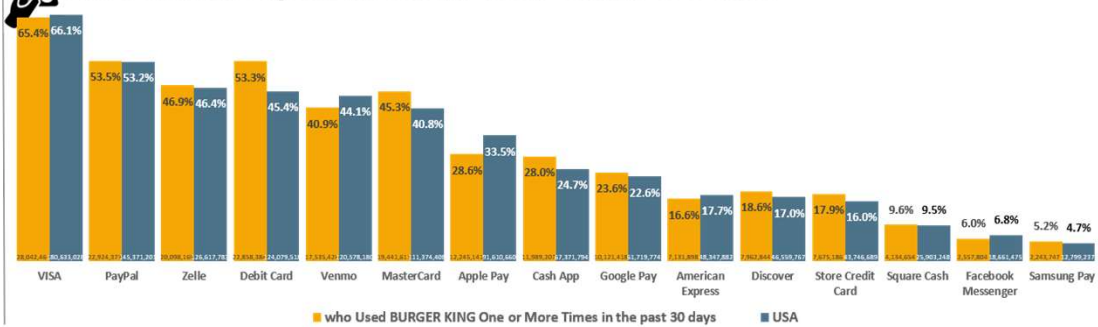
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

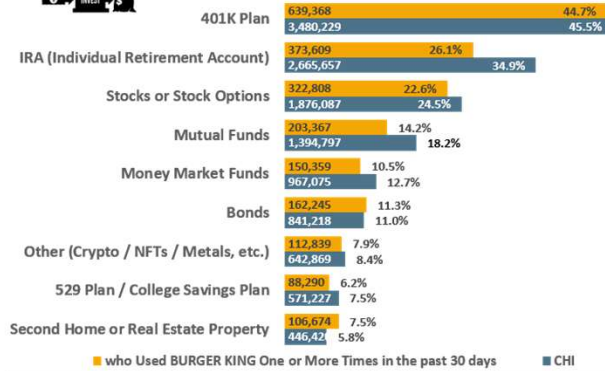




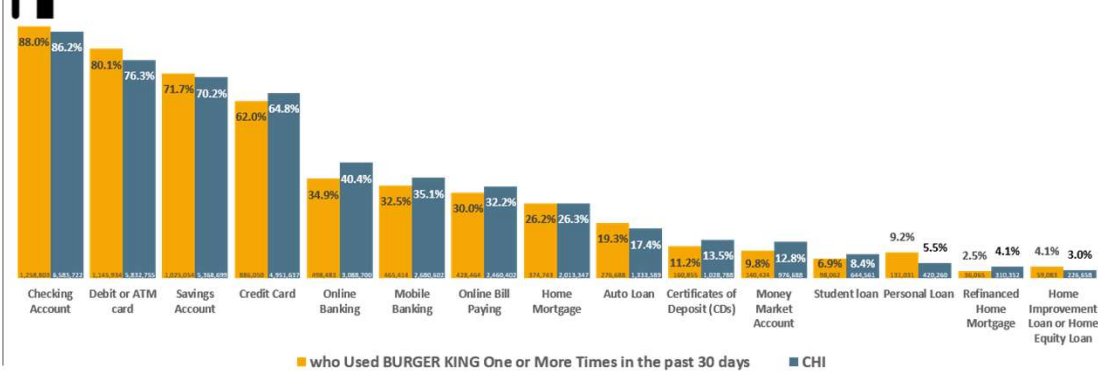
18.7% or 1,429,989 of CHI DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 1.8% less likely to have a 401K, 10.9% more likely to have an Auto Loan, 8.1% more likely to Invest/Trade Stocks Online, 13.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



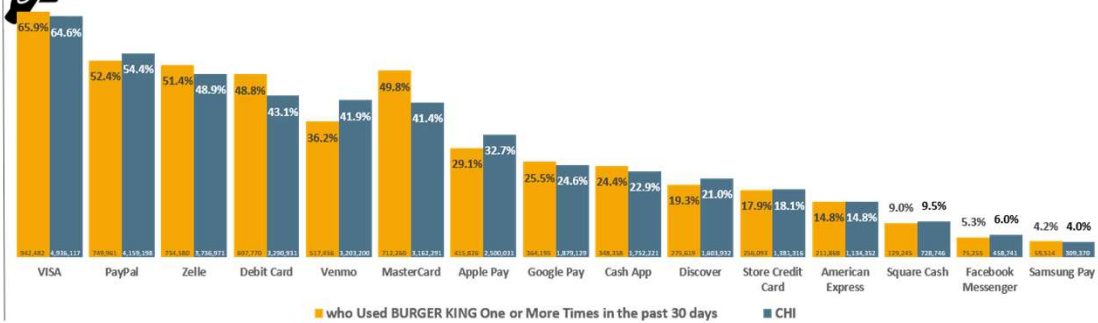
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

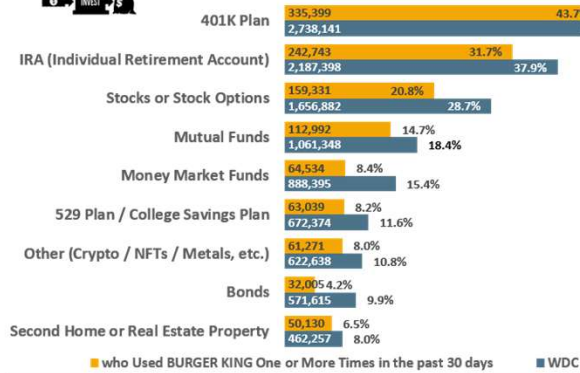




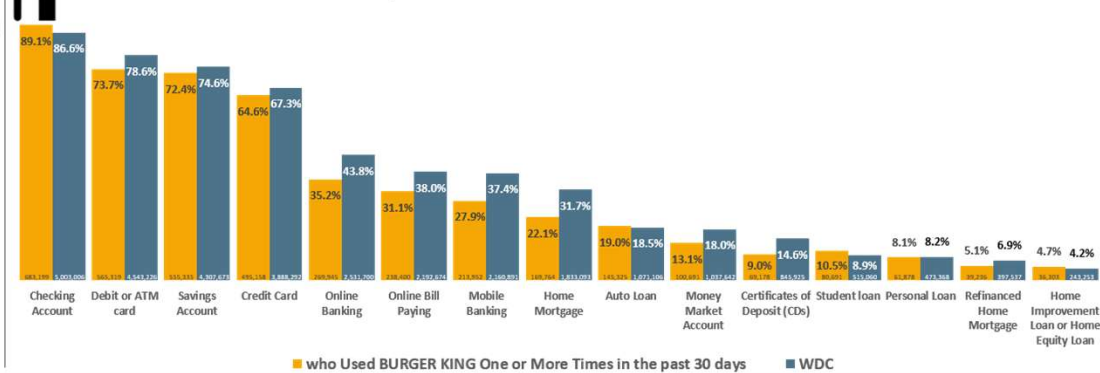
13.3% or 766,786 of WDC DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 7.7% less likely to have a 401K, 2.2% more likely to have an Auto Loan, 28.3% less likely to Invest/Trade Stocks Online, 18.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



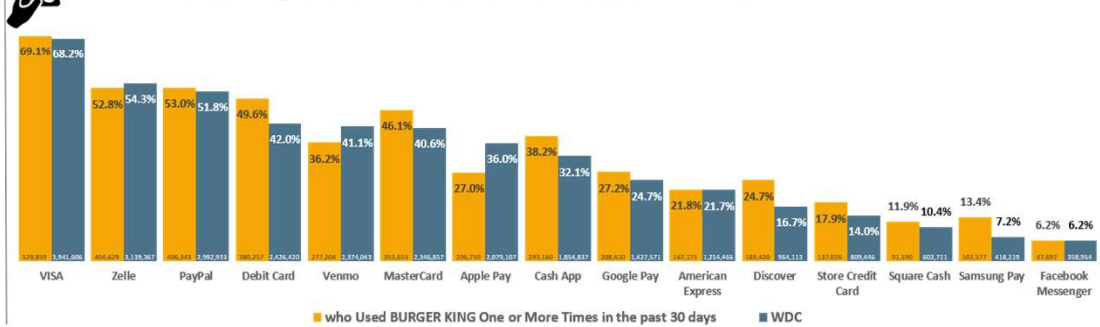
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

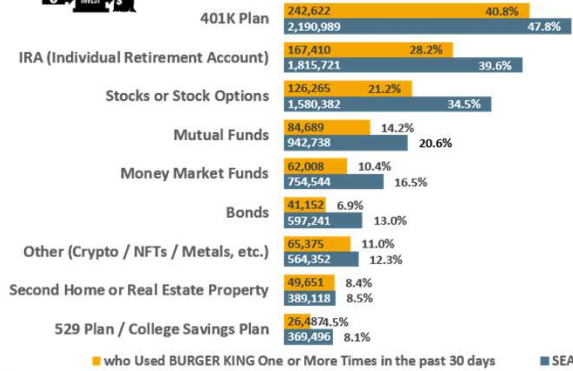




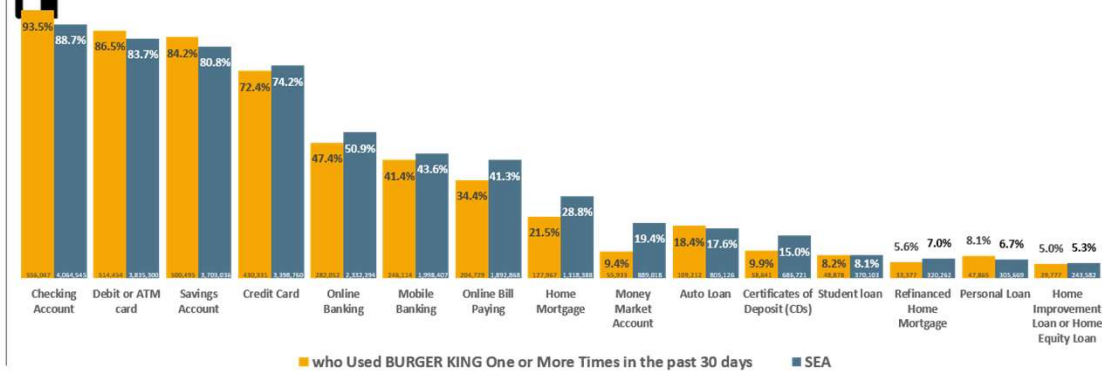
13.3% or 594,578 of SEA DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 14.7% less likely to have a 401K, 4.5% more likely to have an Auto Loan, 22.2% less likely to Invest/Trade Stocks Online, 10.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



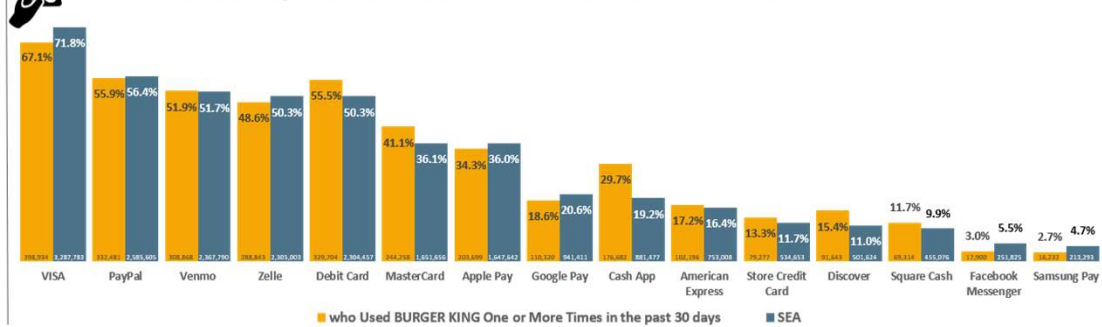
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

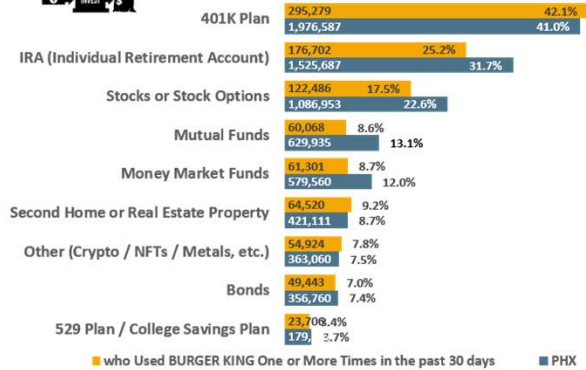




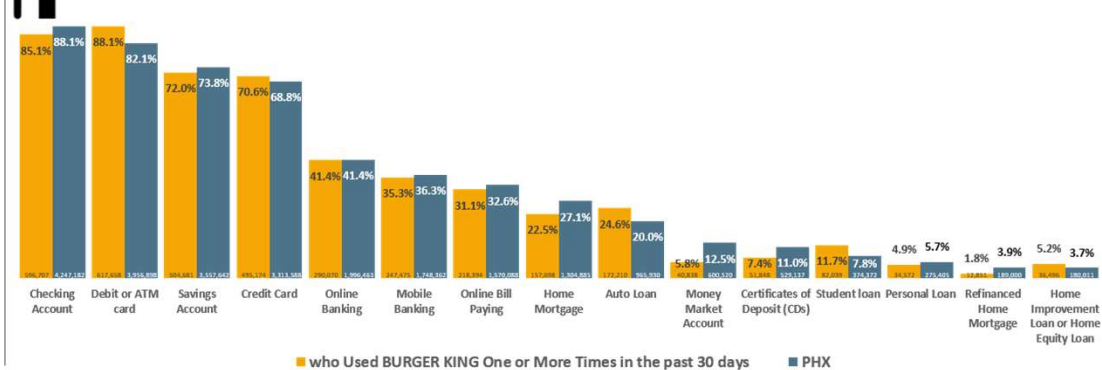
14.6% or 701,429 of PHX DMA Adults 18 or older Used BURGER KING One or More Times in the past 30 days. Adults 18 or older who Used BURGER KING One or More Times in the past 30 days are 2.6% more likely to have a 401K, 22.5% more likely to have an Auto Loan, 14.5% less likely to Invest/Trade Stocks Online, 28.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



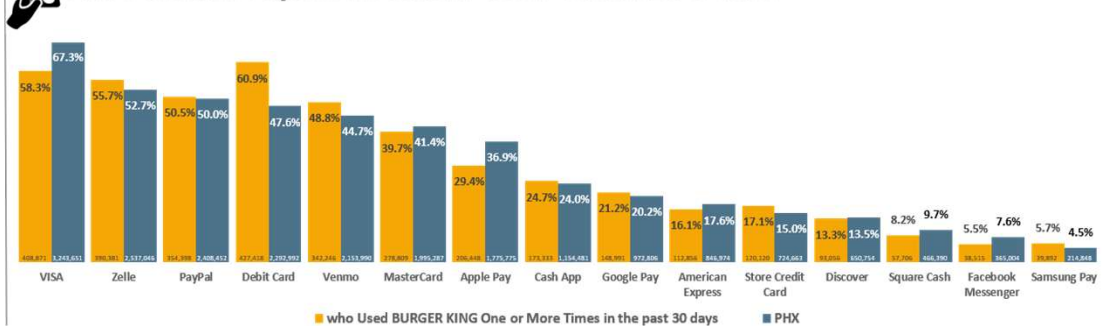
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



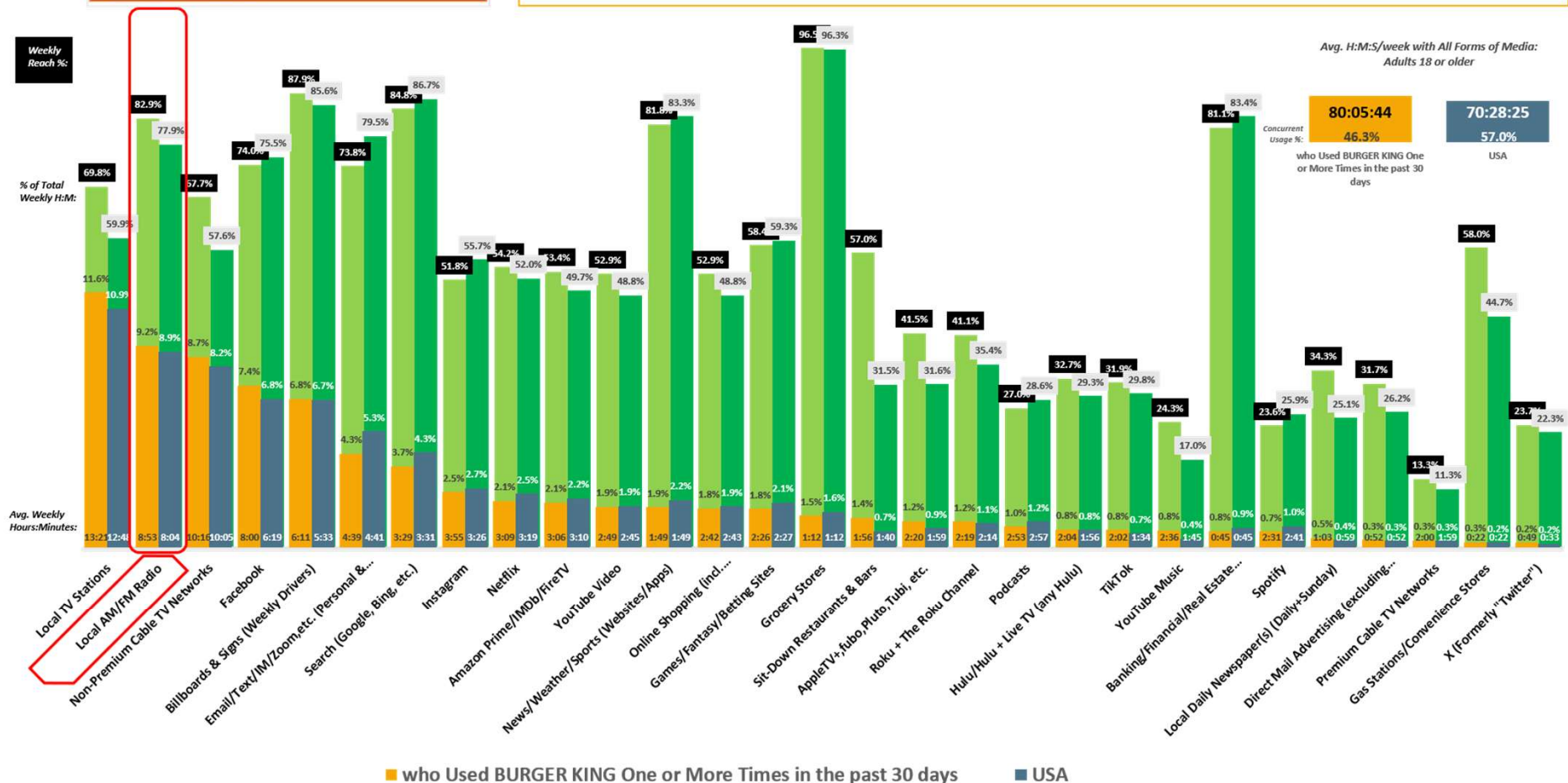
Past 3-Months Payment Methods Used: Adults 18 or older





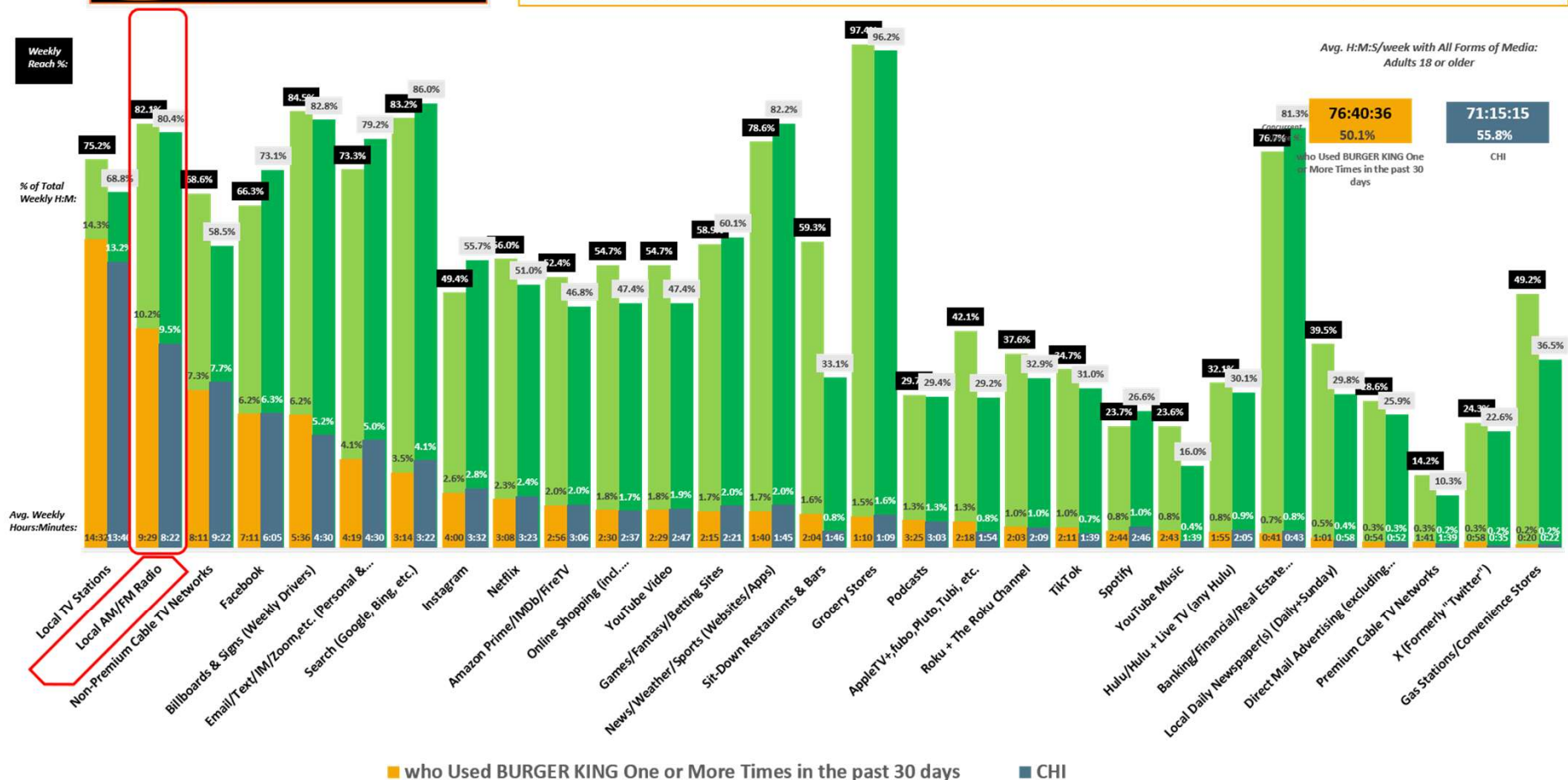
Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 8 hours, 5 minutes and 44 seconds each week with All Forms of Media.

82.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



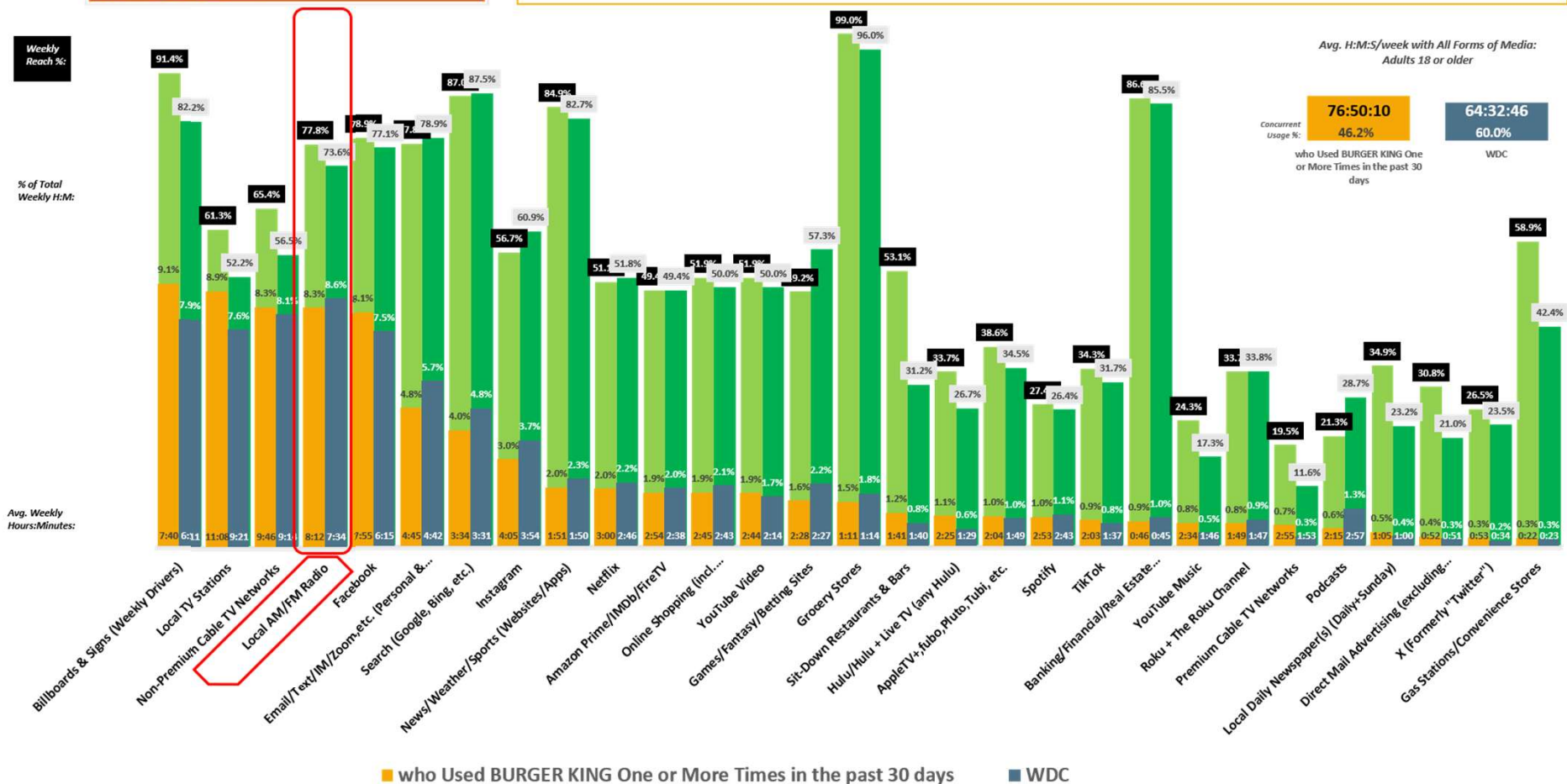


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 4 hours, 40 minutes and 36 seconds each week with All Forms of Media.
82.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 9 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



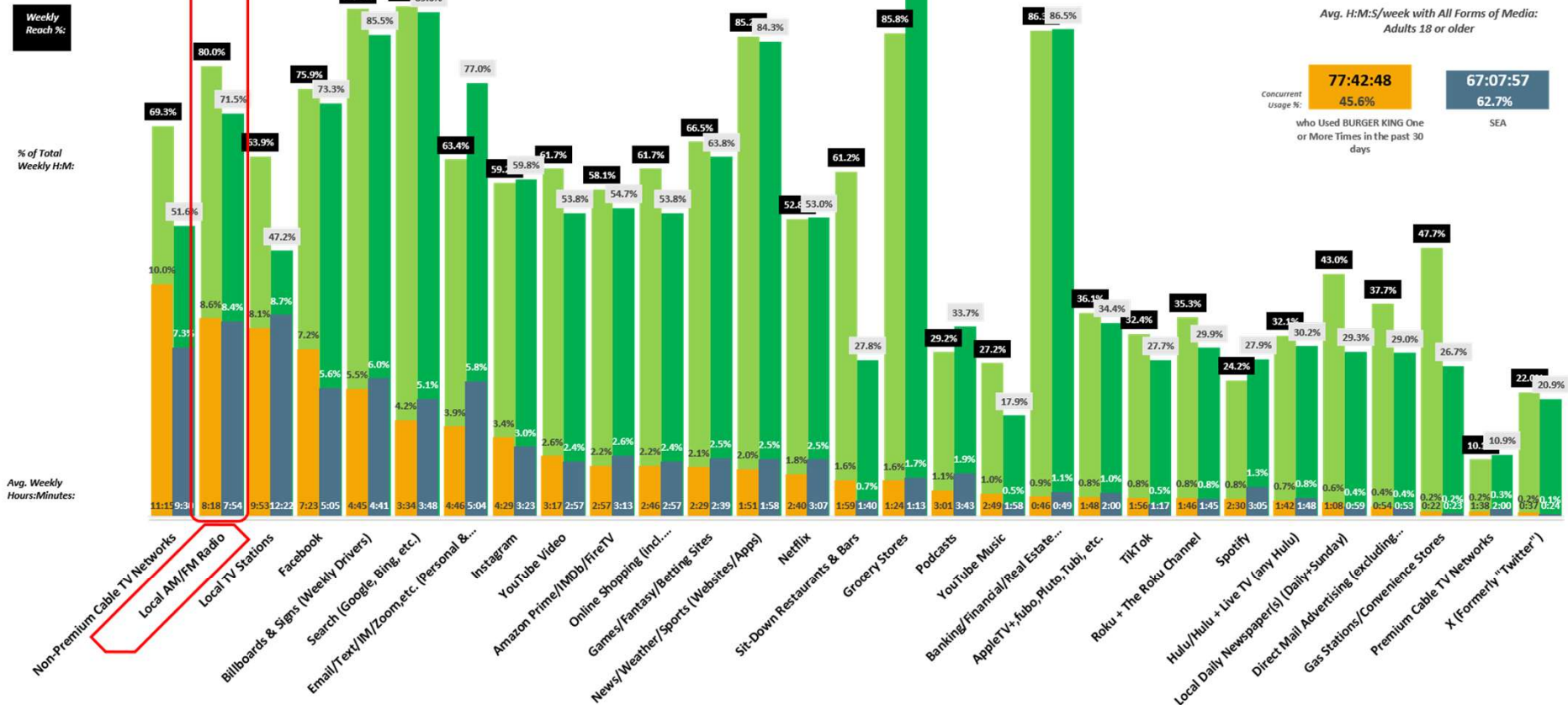


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 4 hours, 50 minutes and 10 seconds each week with All Forms of Media.
 77.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 5 hours, 42 minutes and 48 seconds each week with All Forms of Media.
80.0% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



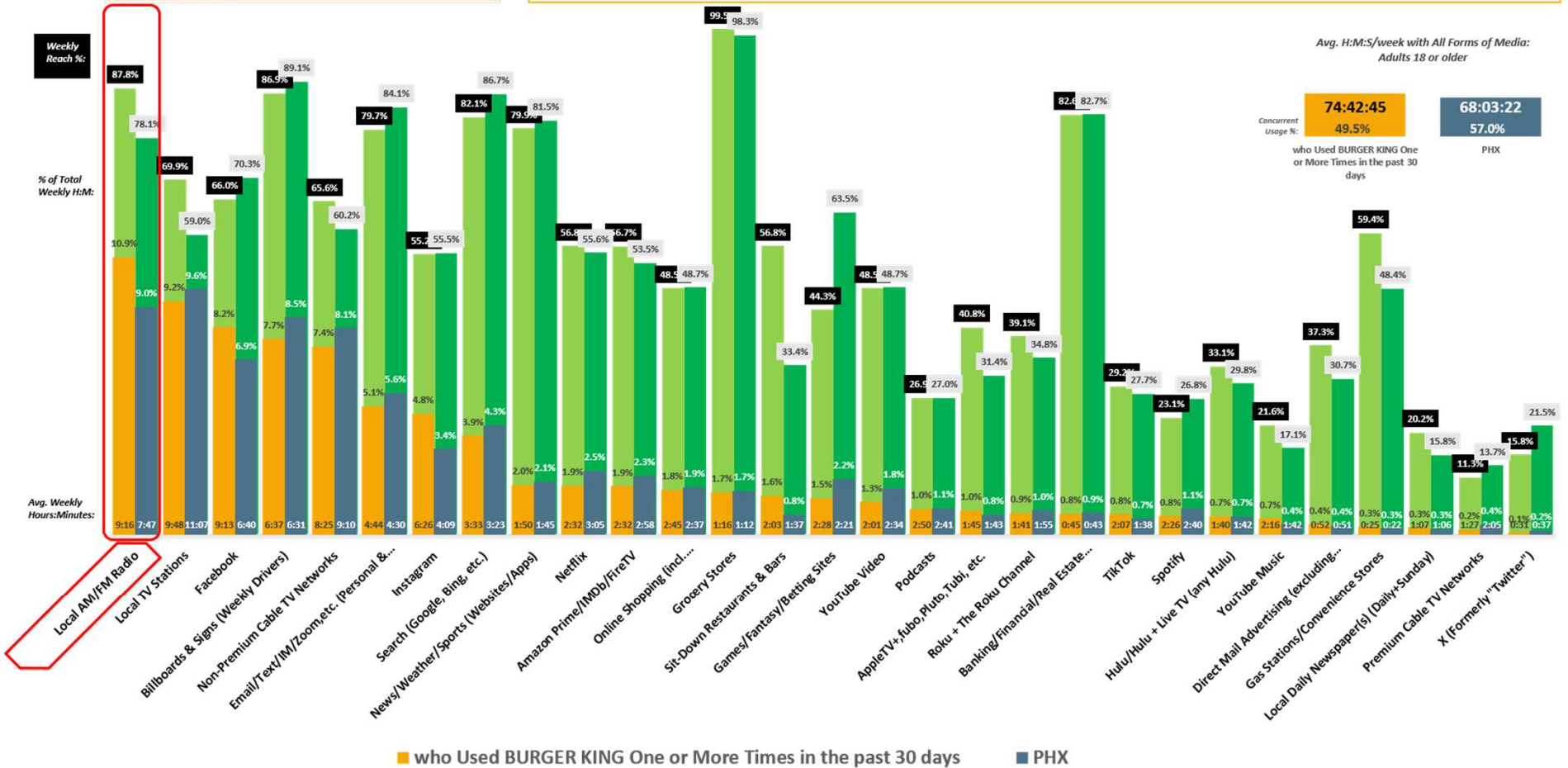
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %:
77:42:48 45.6%
 who Used BURGER KING One or More Times in the past 30 days
67:07:57 62.7%
 SEA

who Used BURGER KING One or More Times in the past 30 days SEA



Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 3 days, 2 hours, 42 minutes and 45 seconds each week with All Forms of Media.
87.8% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



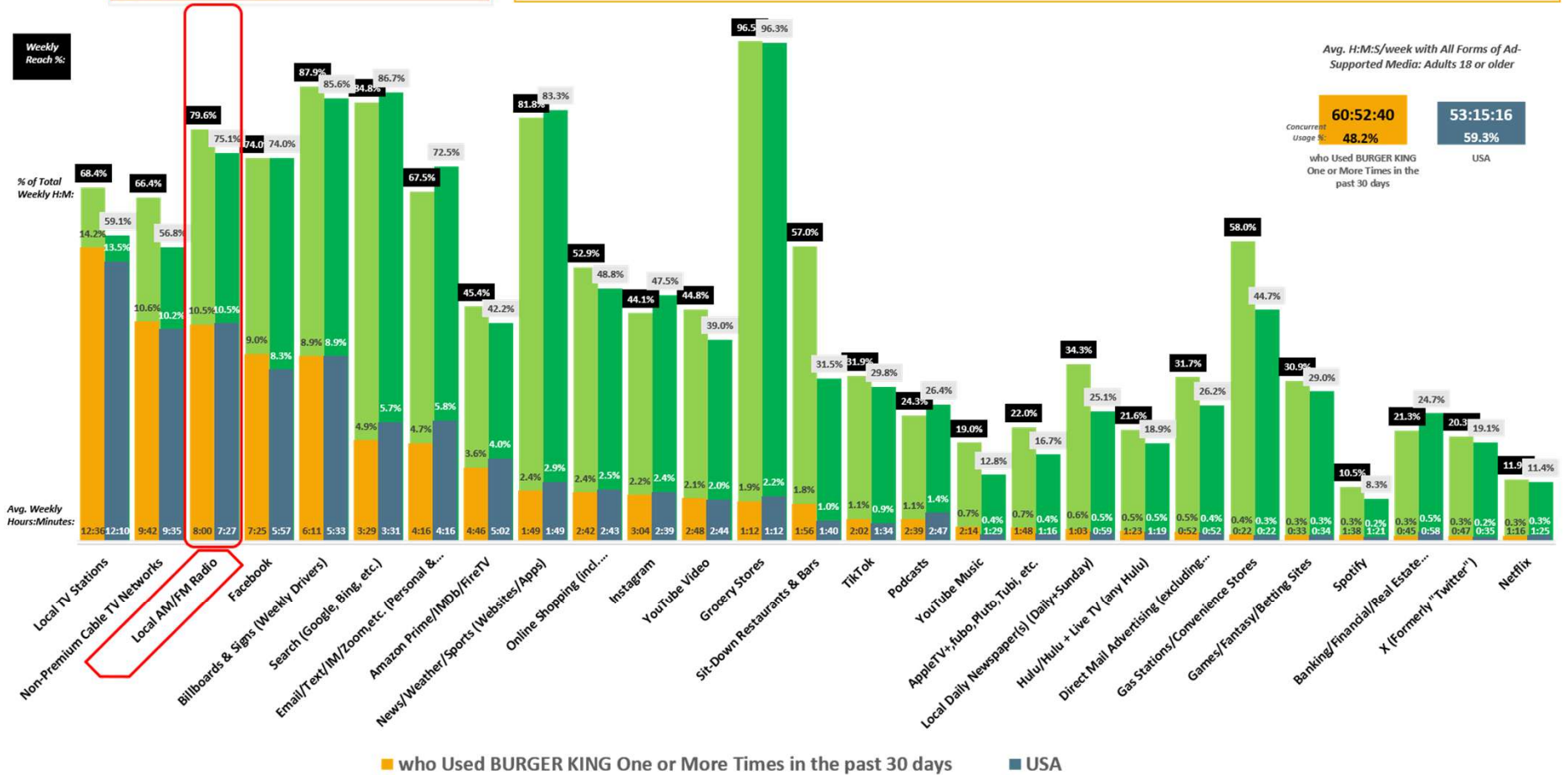
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
74:42:45
49.5%
who Used BURGER KING One or More Times in the past 30 days

68:03:22
57.0%
PHX



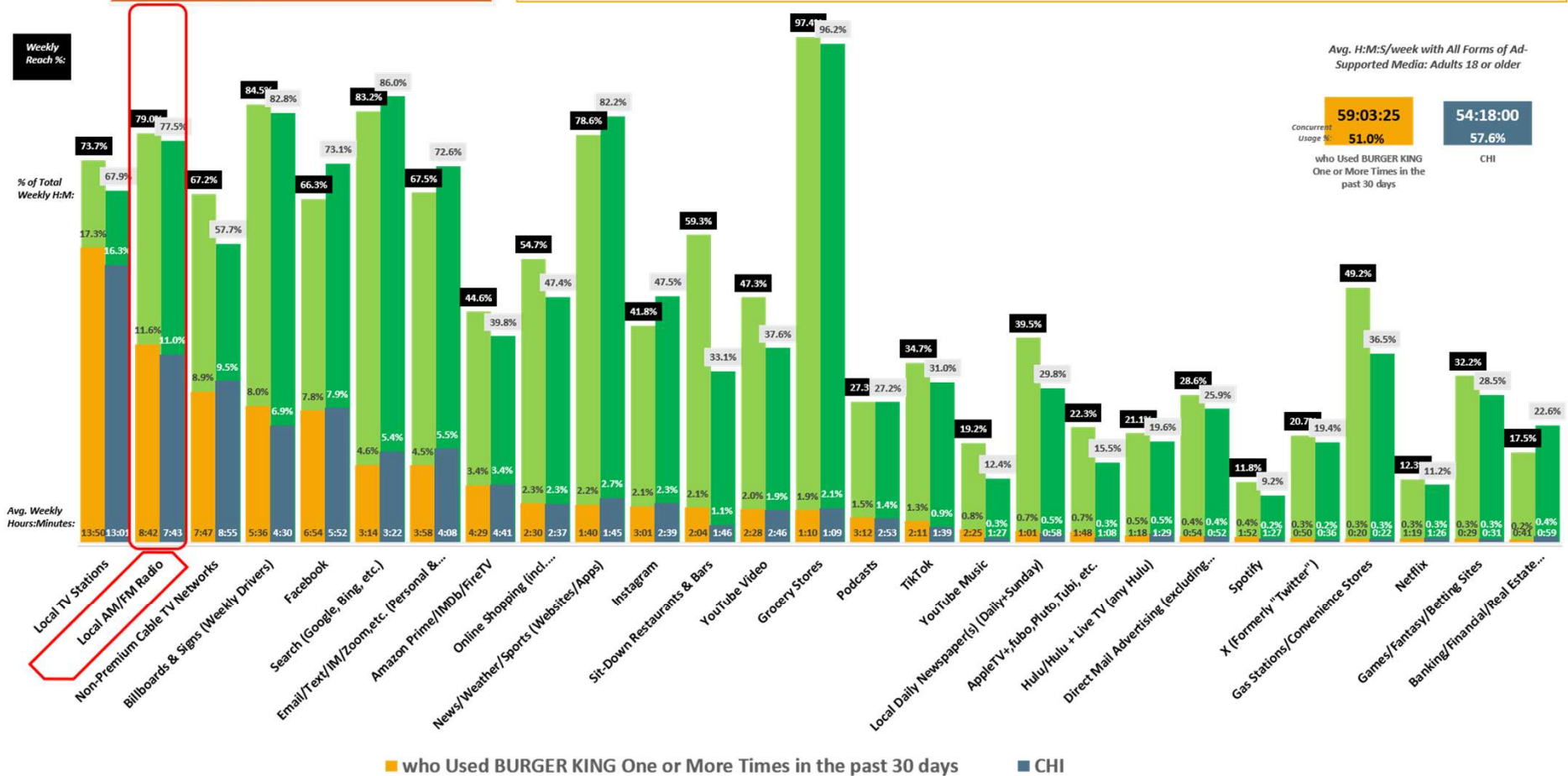
Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 12 hours, 52 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Medi





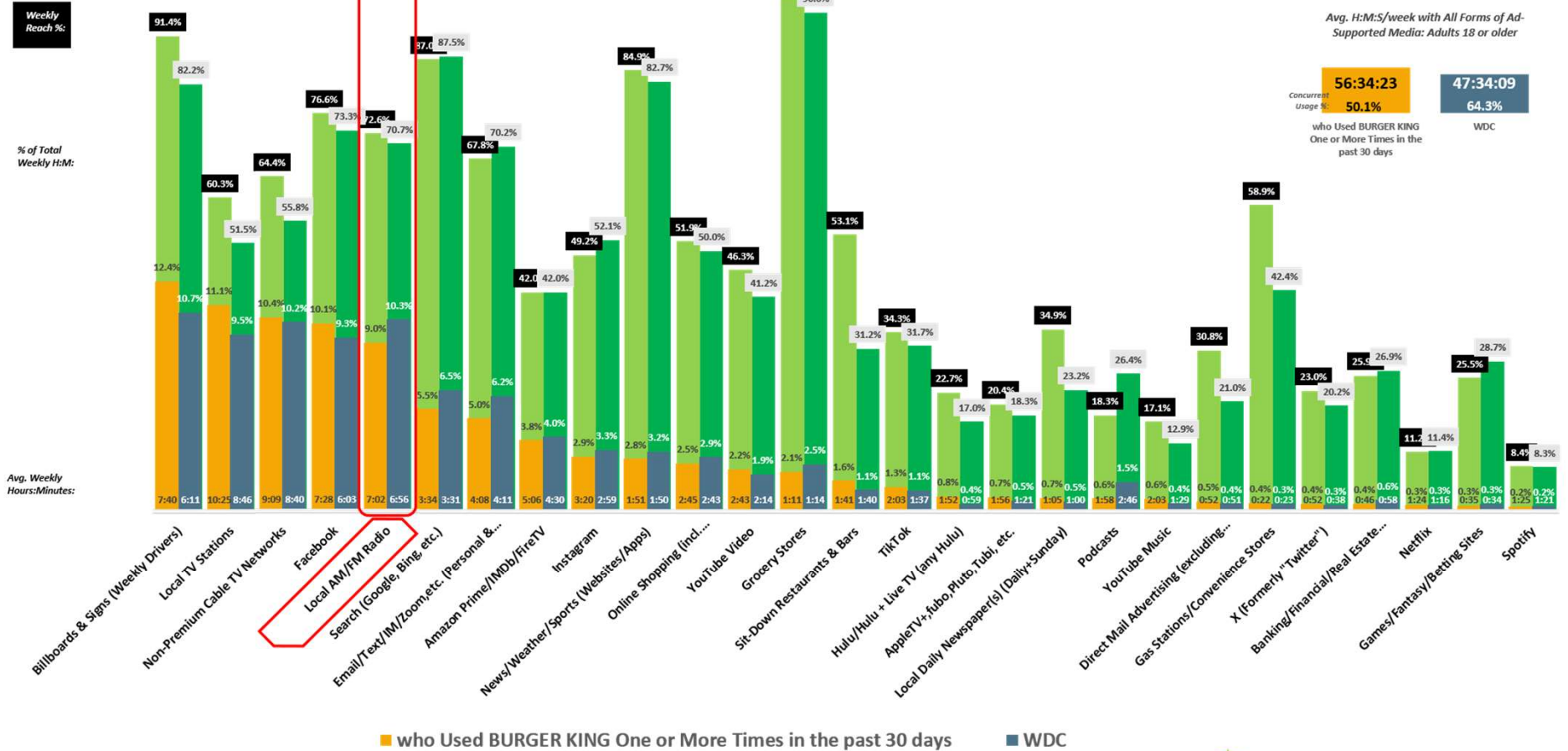
Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 11 hours, 3 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

79.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 8 hours, 34 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
 72.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.

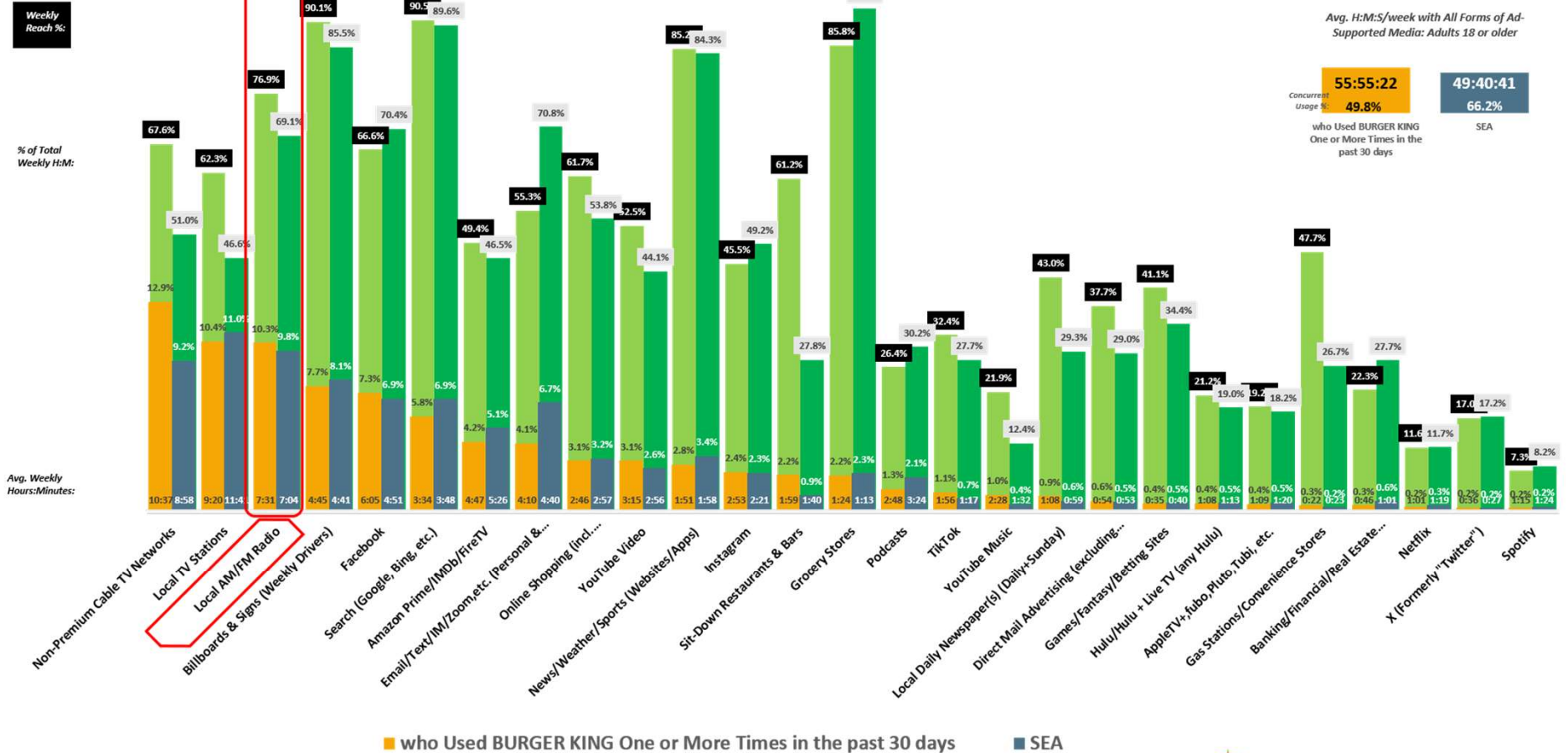


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

56:34:23	47:34:09
Concurrent Usage %: 50.1%	64.3%
who Used BURGER KING One or More Times in the past 30 days	WDC

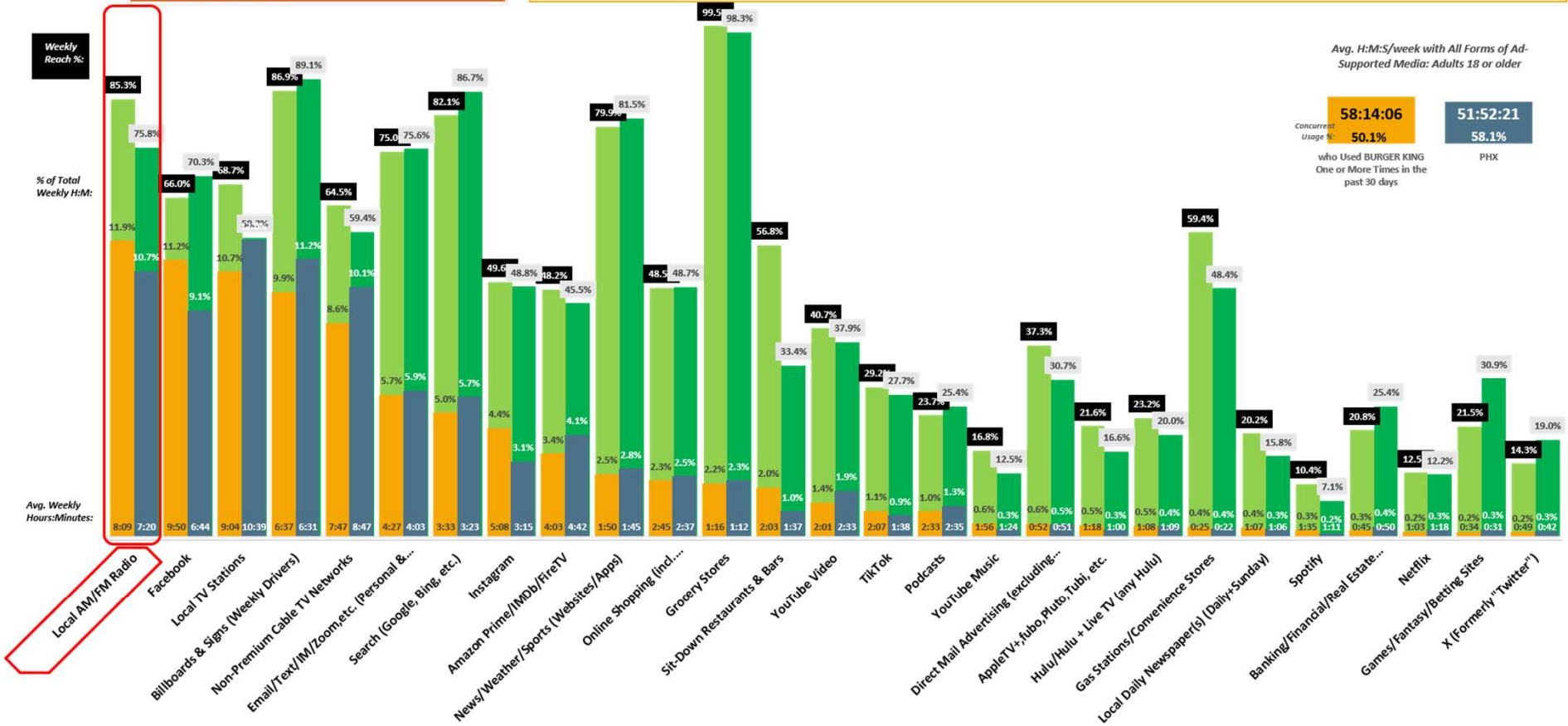


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 7 hours, 55 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 76.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 2 days, 10 hours, 14 minutes and 6 seconds each week with All Forms of Ad-Supported Media.
 85.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Medi



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

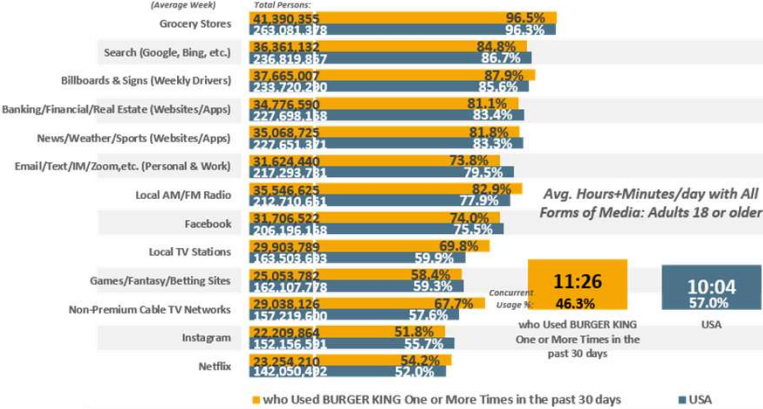
58:14:06	51:52:21
Concurrent Usage %: 50.1%	58.1%
who Used BURGER KING One or More Times in the past 30 days	PHX

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

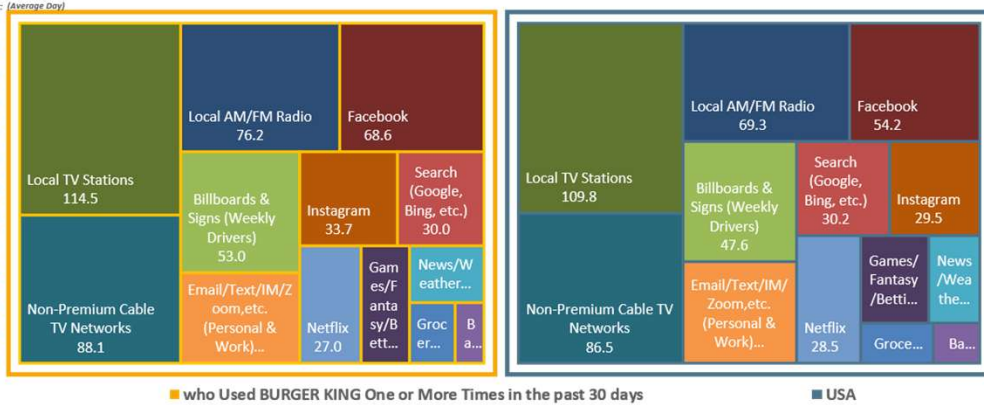


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

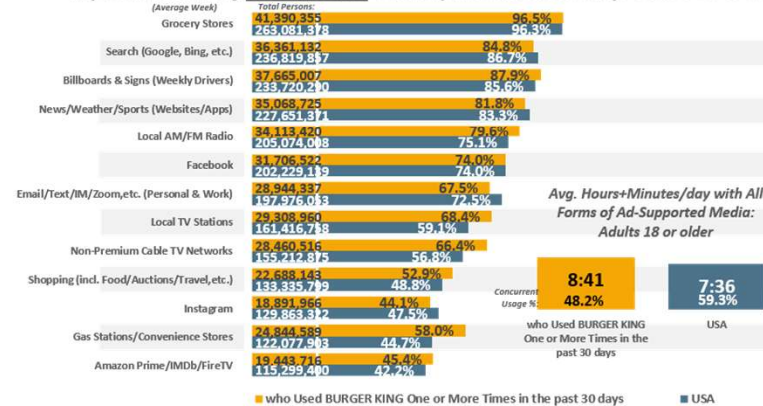
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



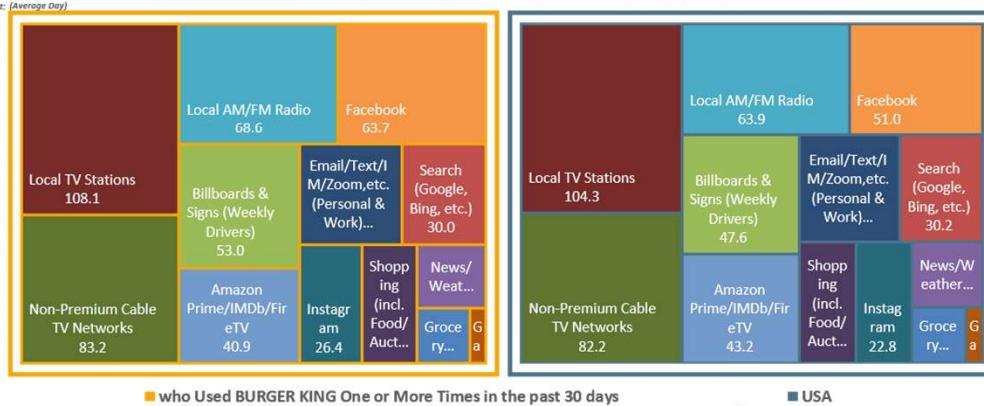
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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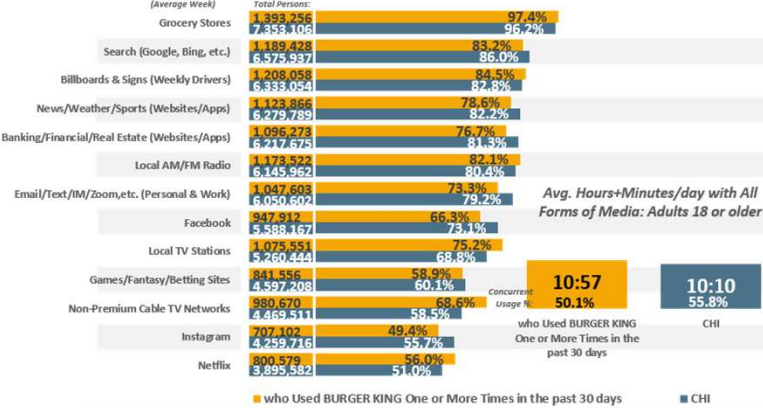
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

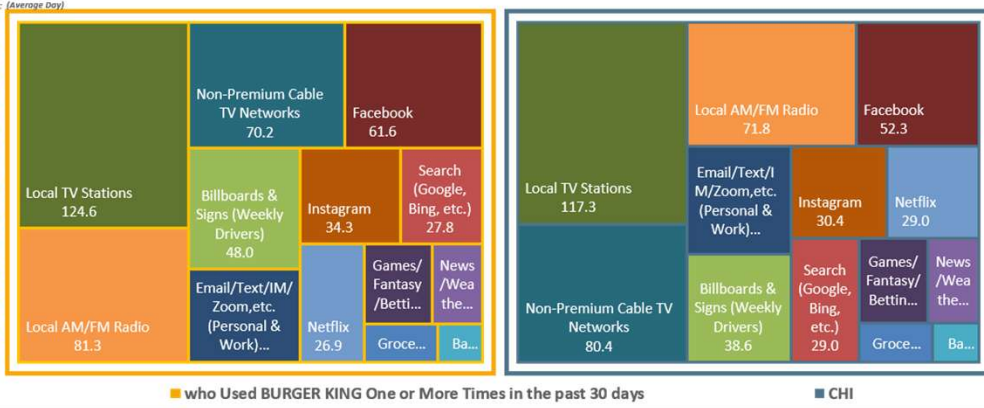


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 74.6 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

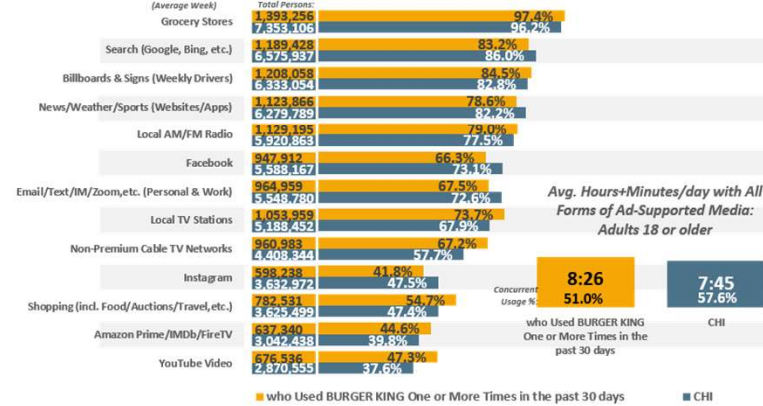
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



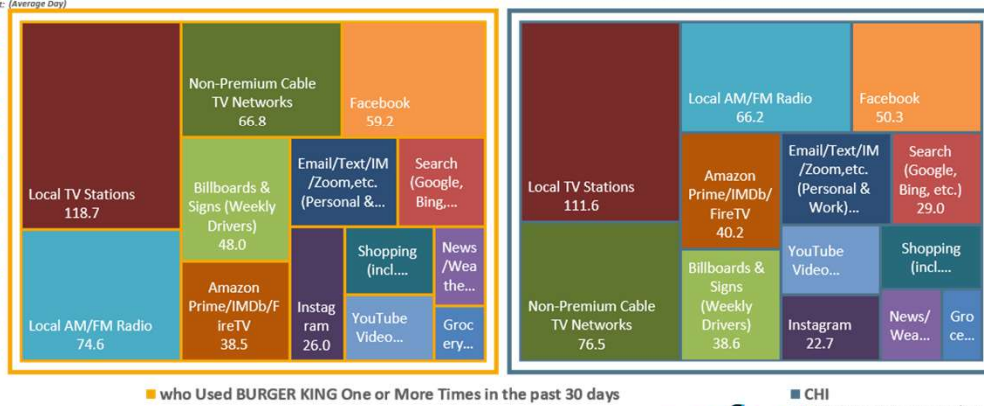
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

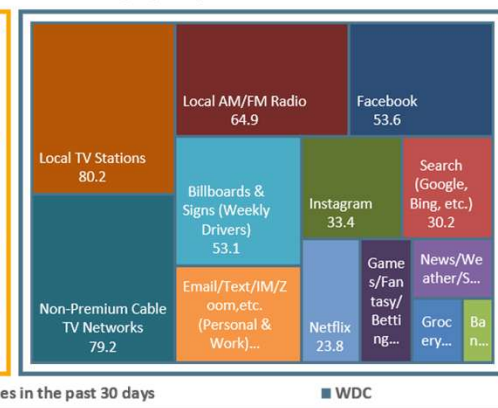
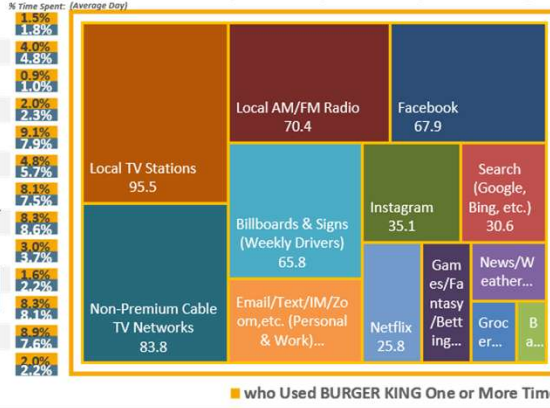
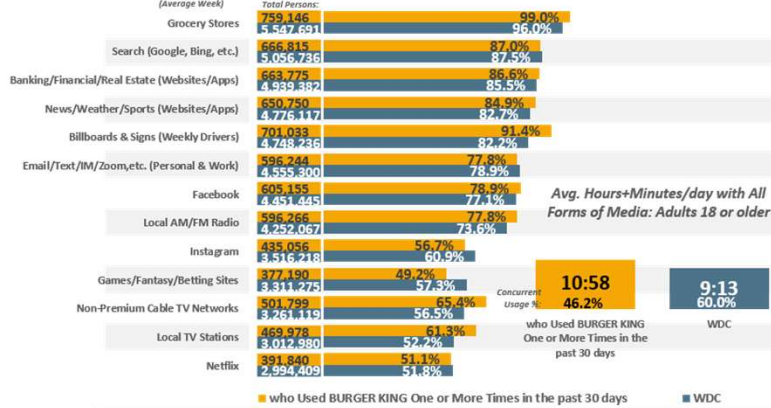




Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

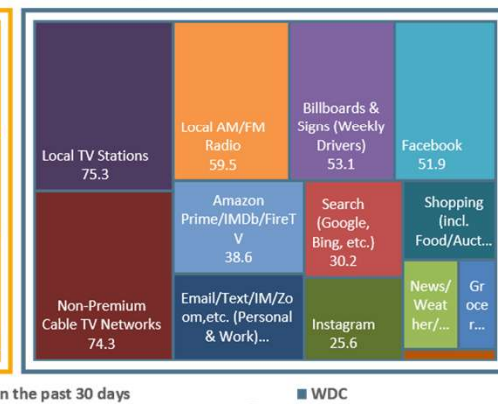
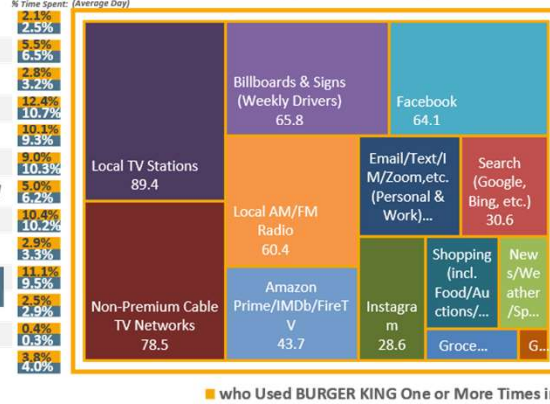
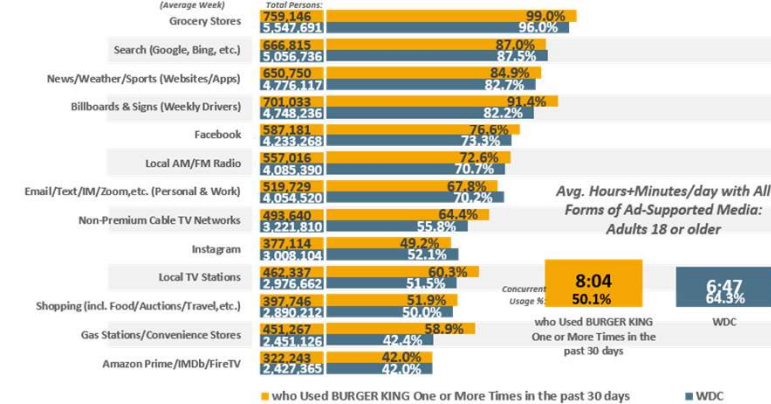
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778
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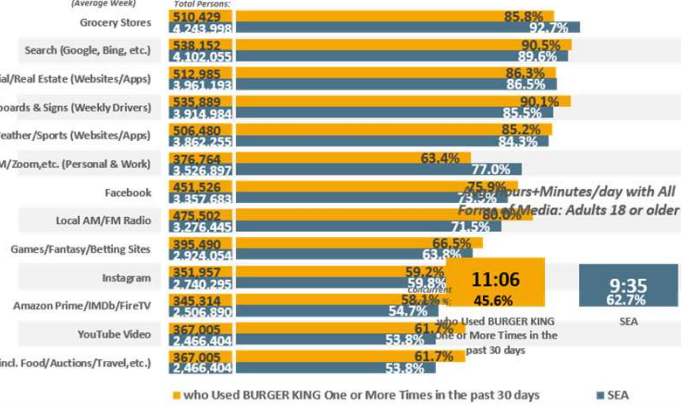
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

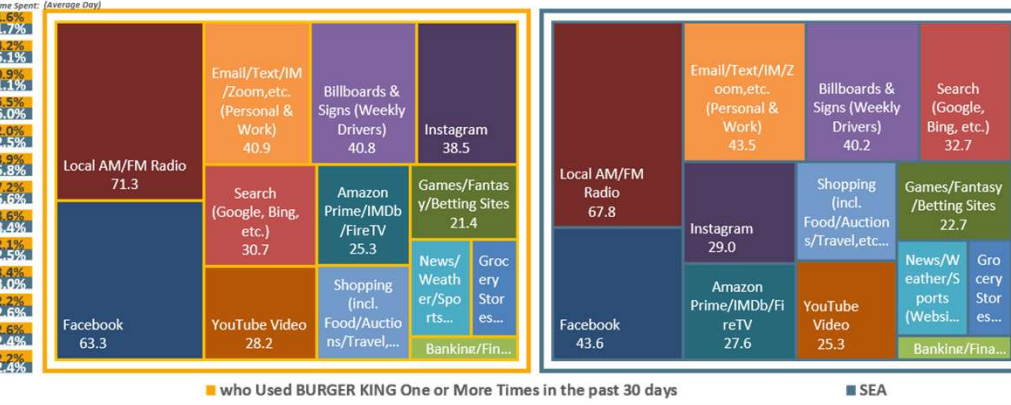


Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

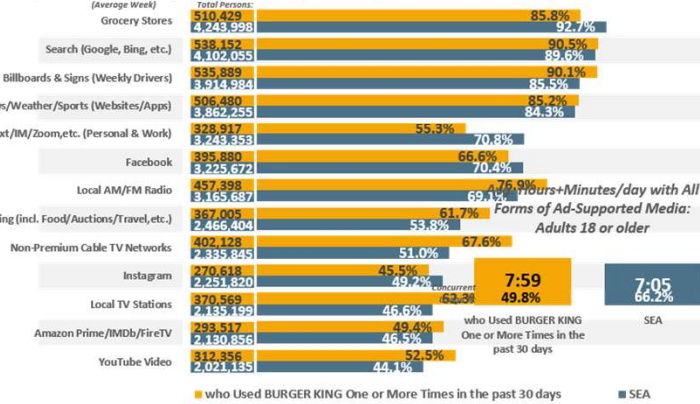
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



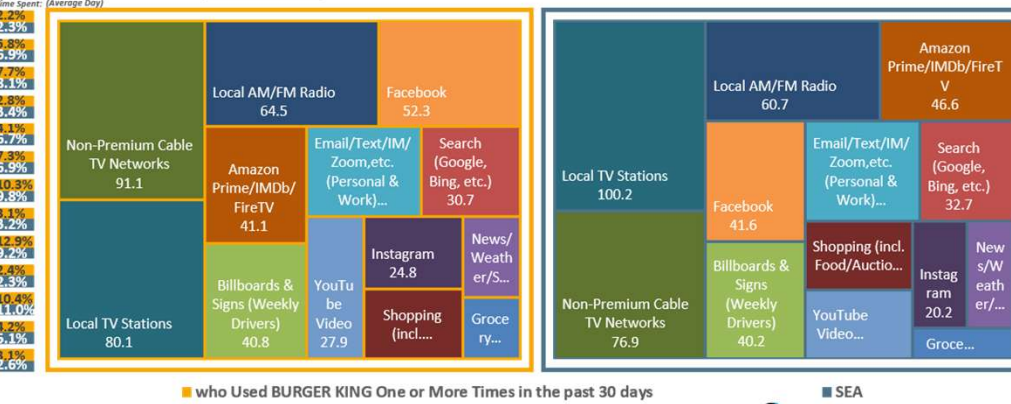
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

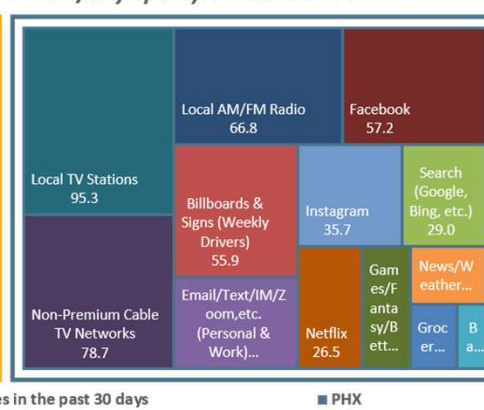
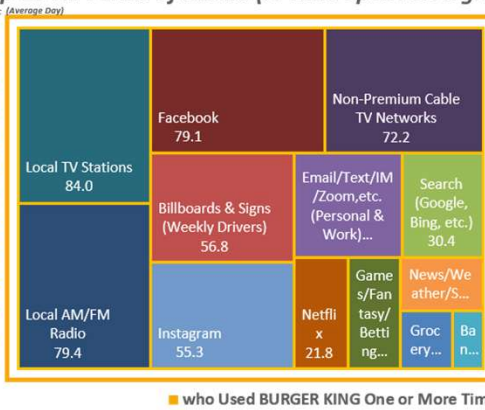
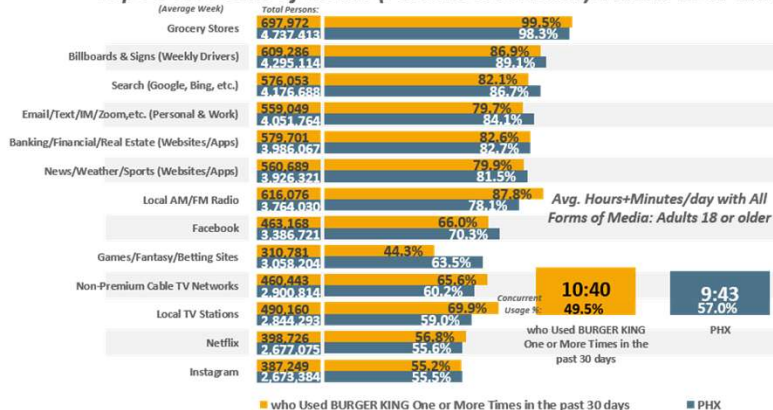




Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day.(Local Radio delivers 11.9% of Time with Ad-Supported Media.)

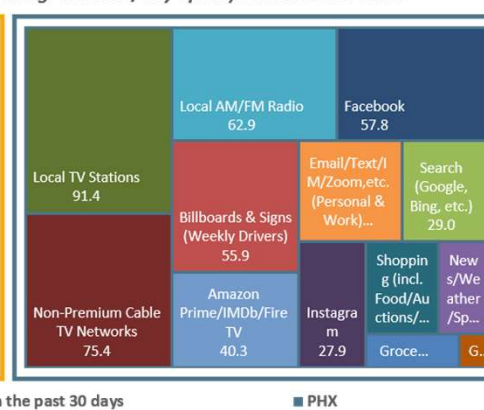
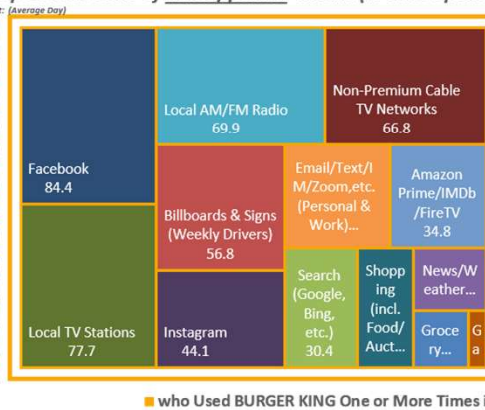
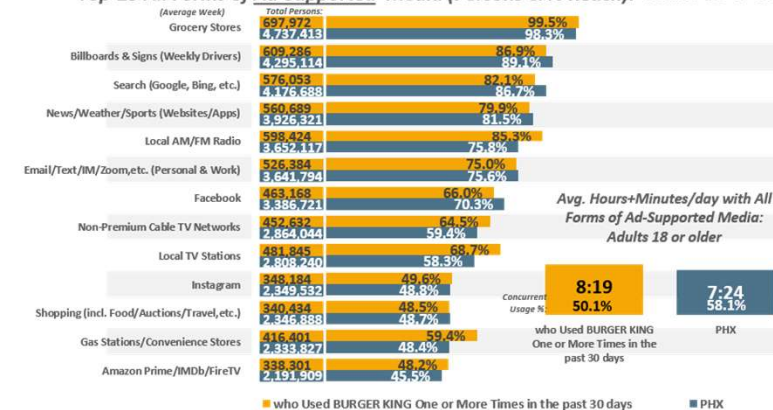
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

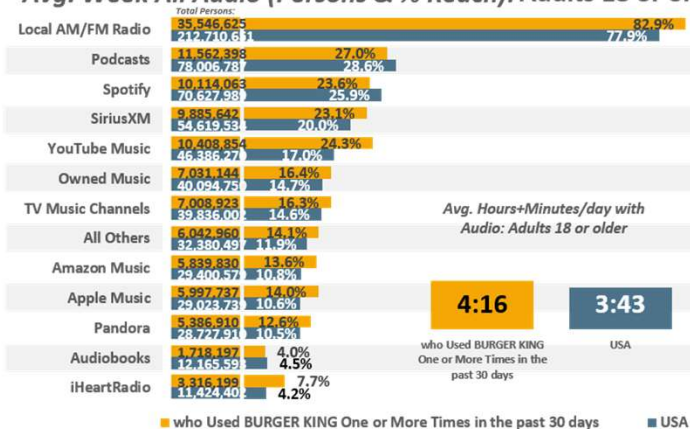
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



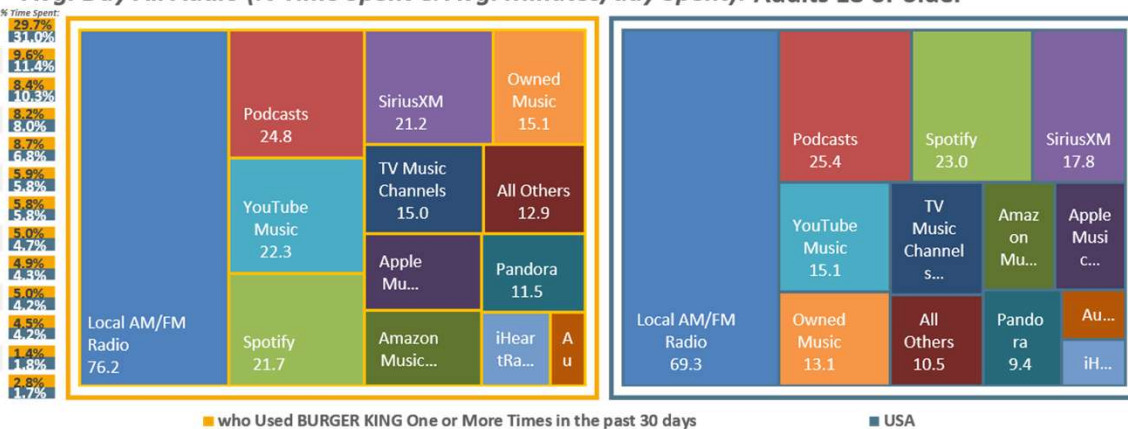


34,113,420 or 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

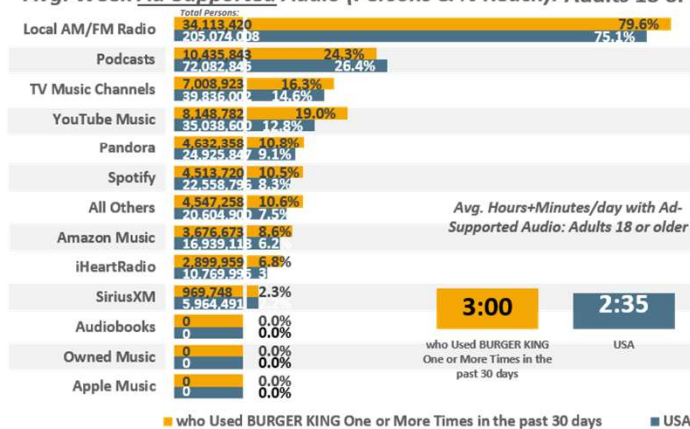
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



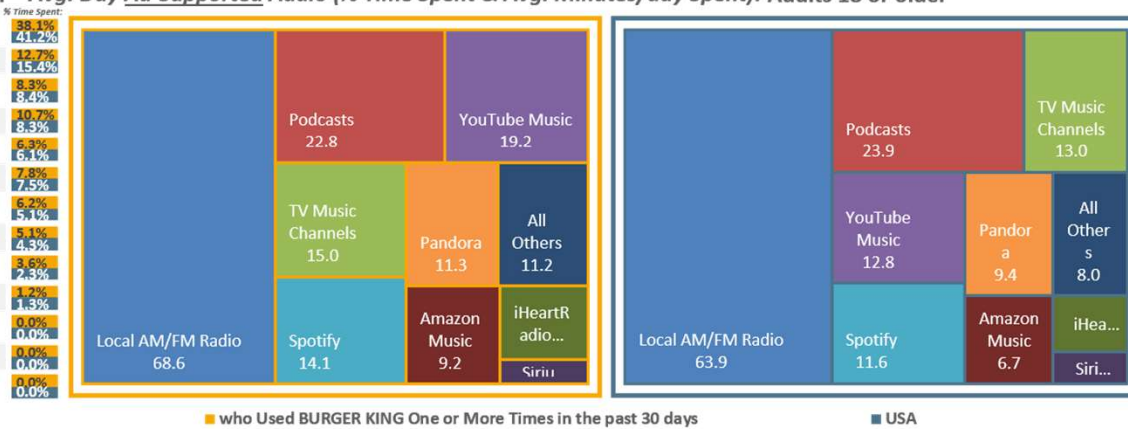
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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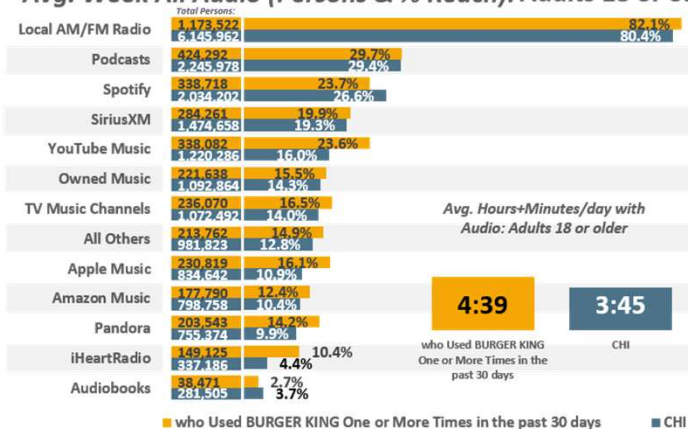
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

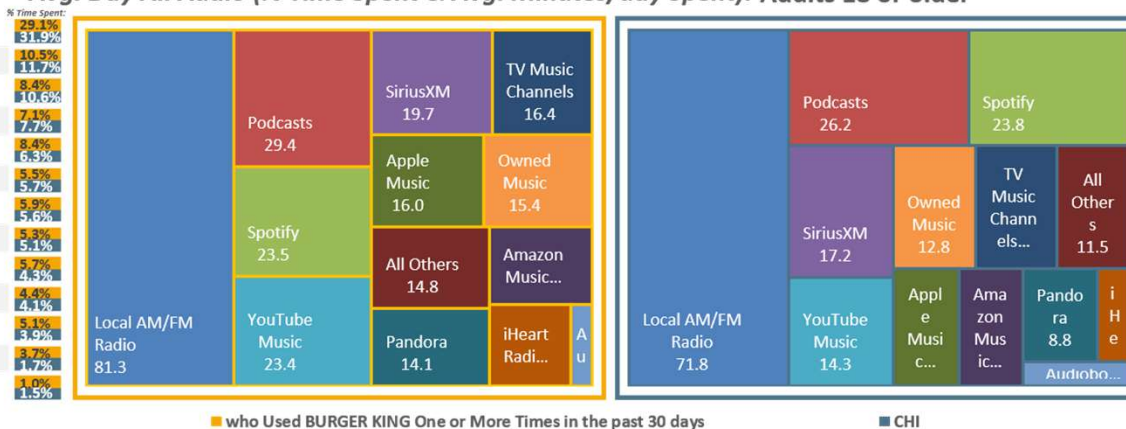


1,129,195 or 79.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

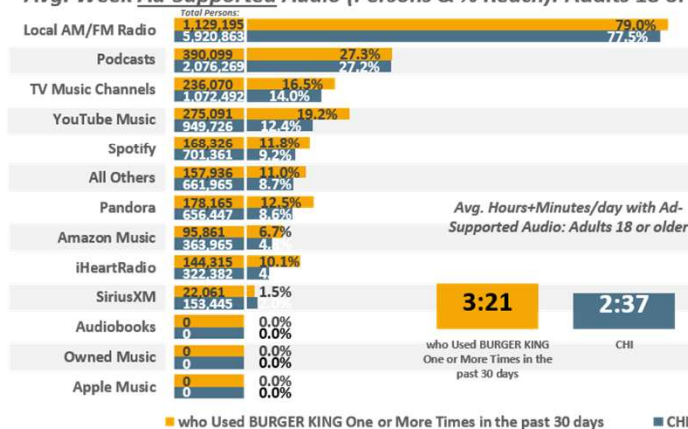
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



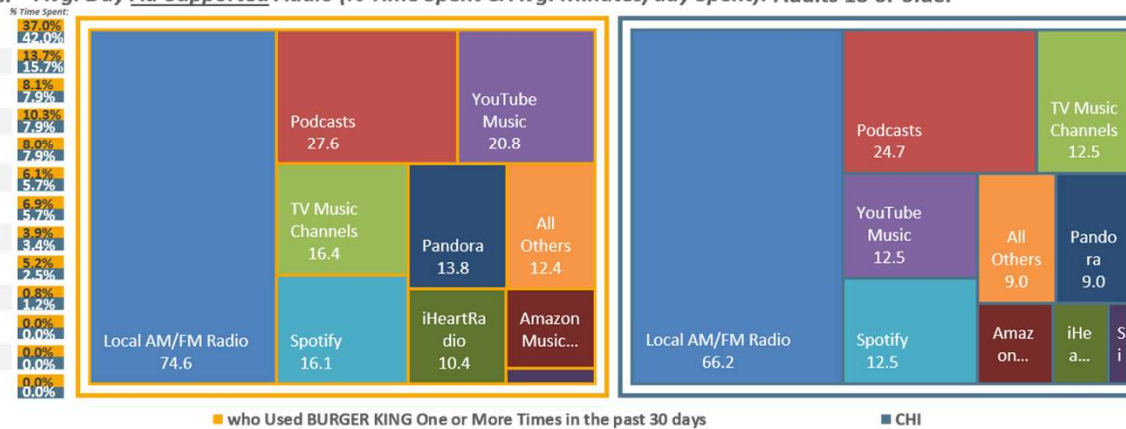
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



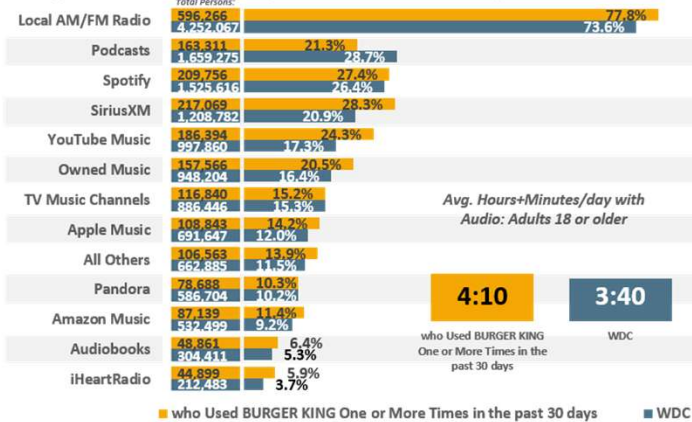
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



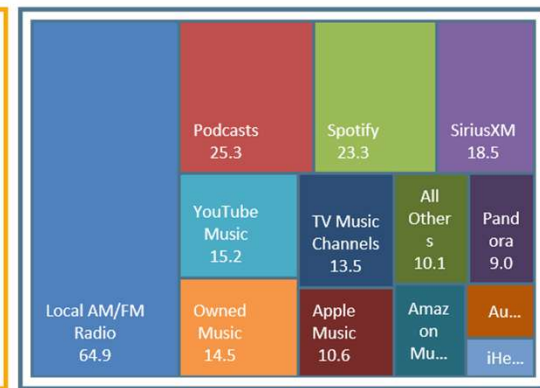
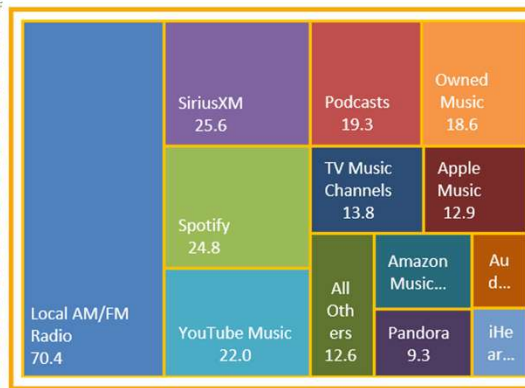


557,016 or 72.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

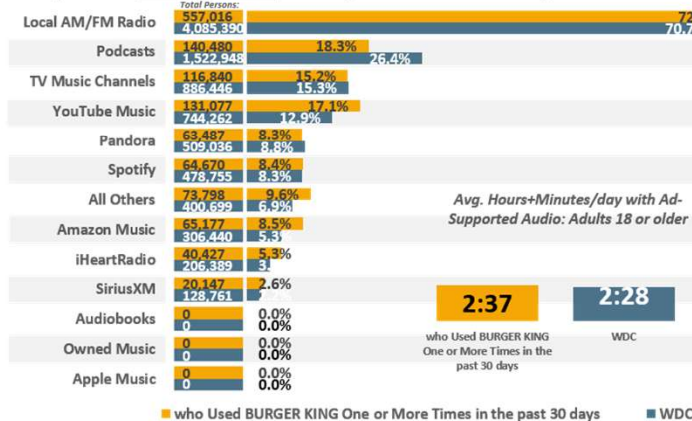
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



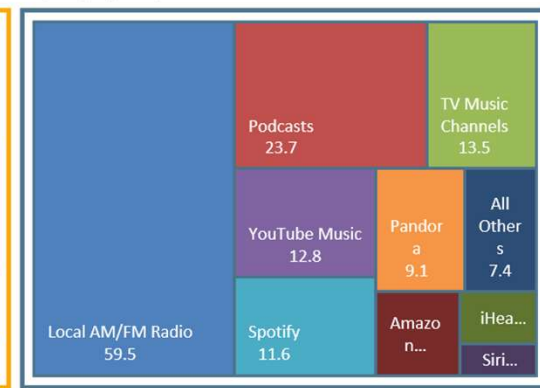
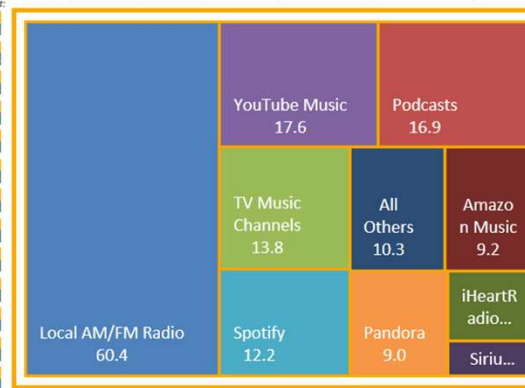
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



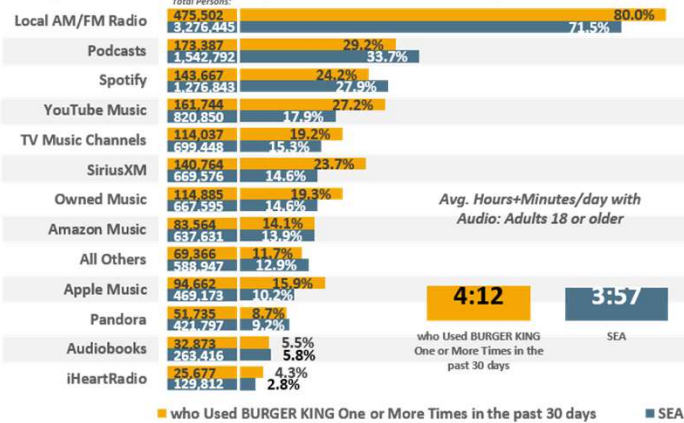
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



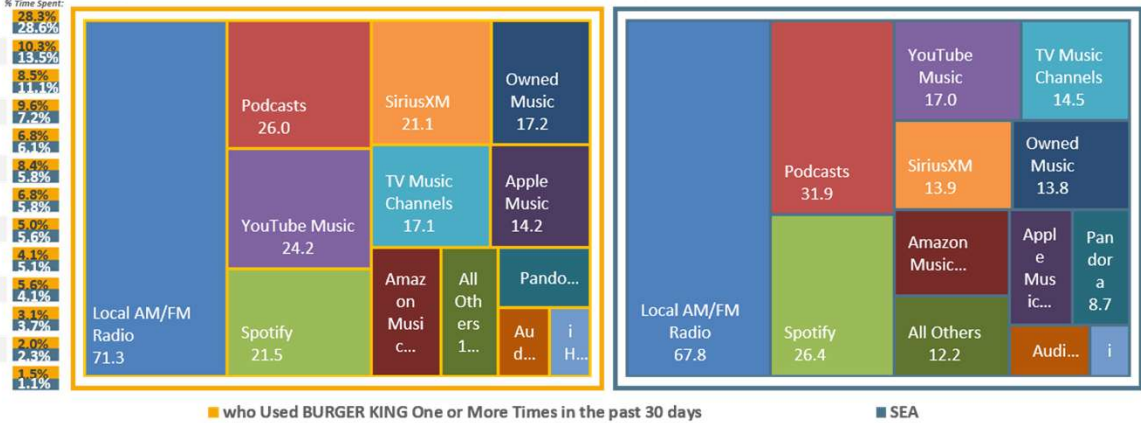


457,398 or 76.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

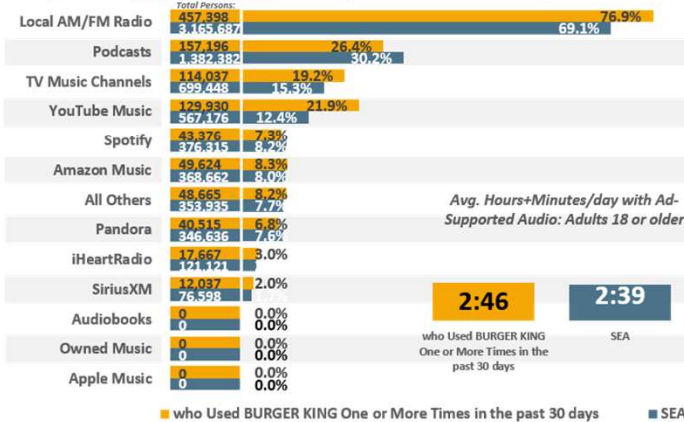
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



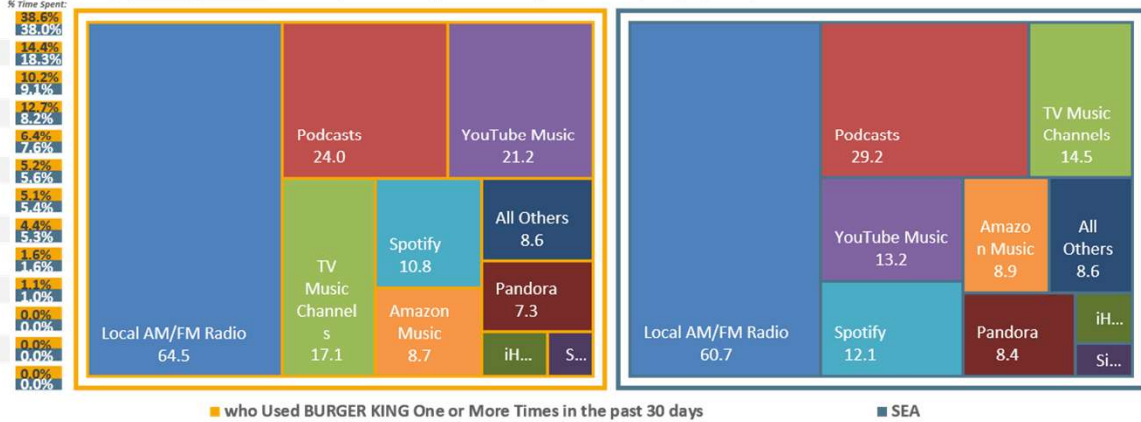
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



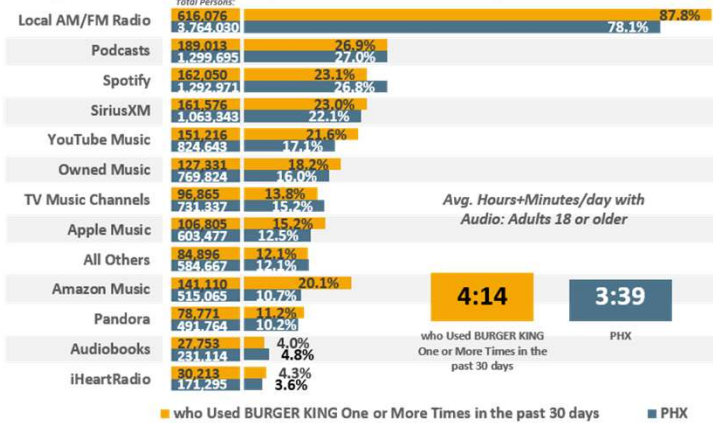
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



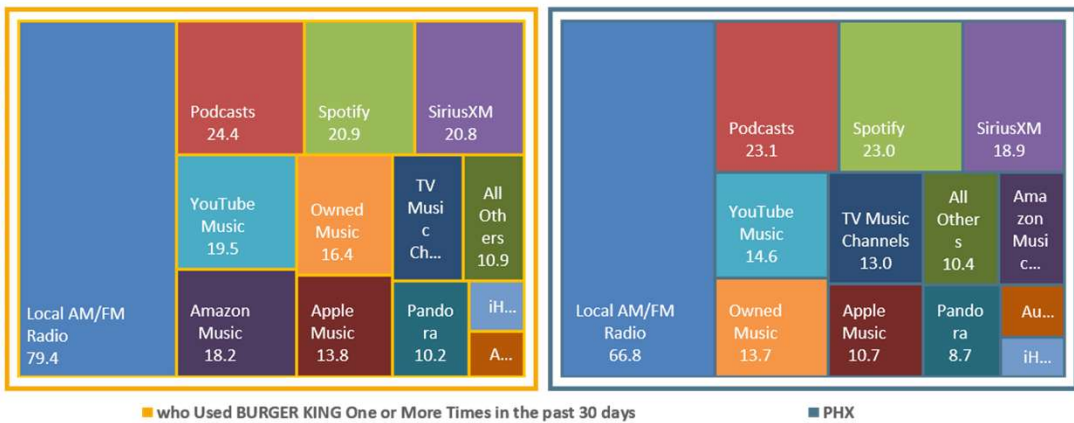


598,424 or 85.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

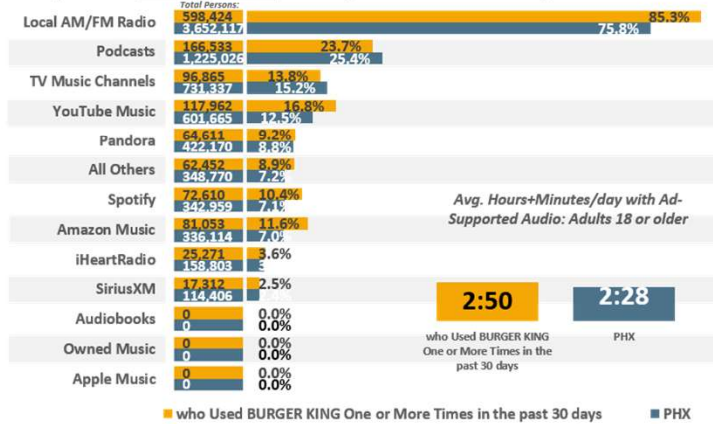
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



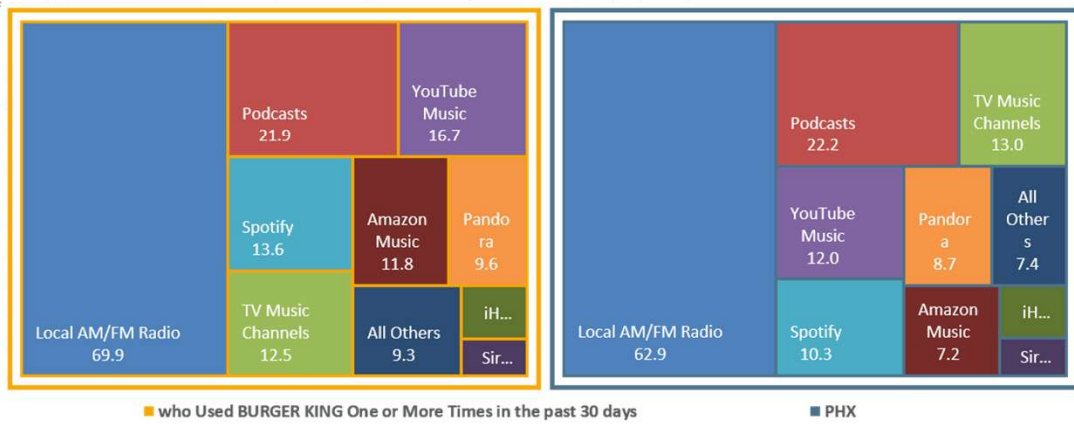
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

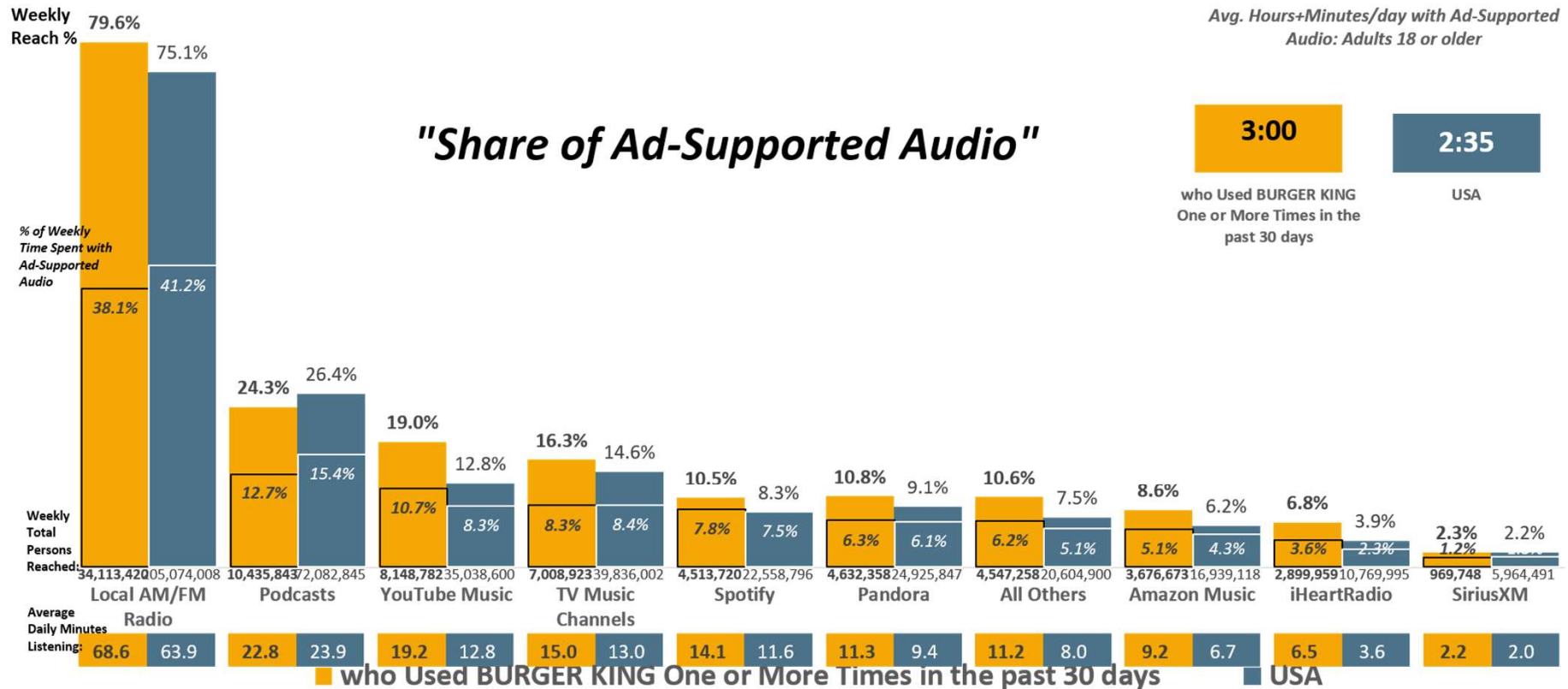


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



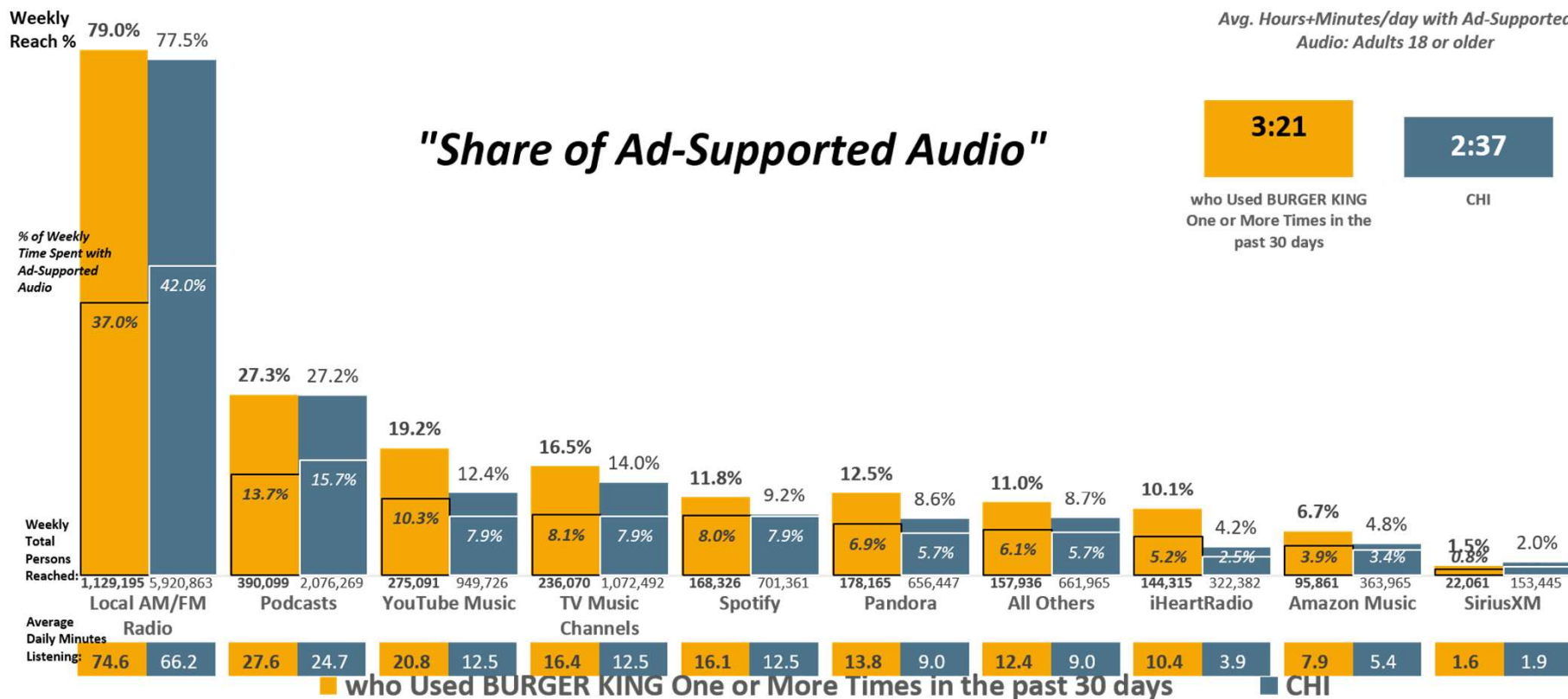


34,113,420 or 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



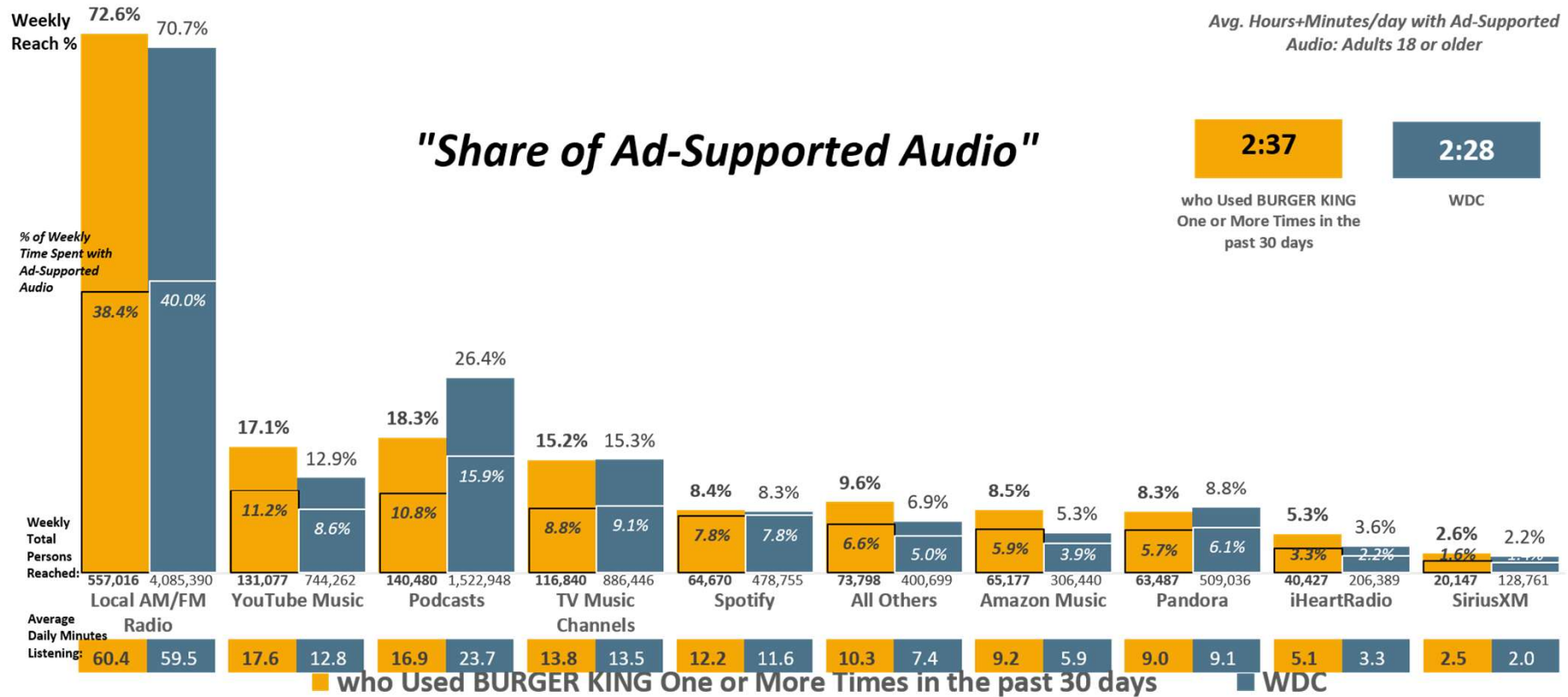


1,129,195 or 79.0% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74.6 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.





557,016 or 72.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



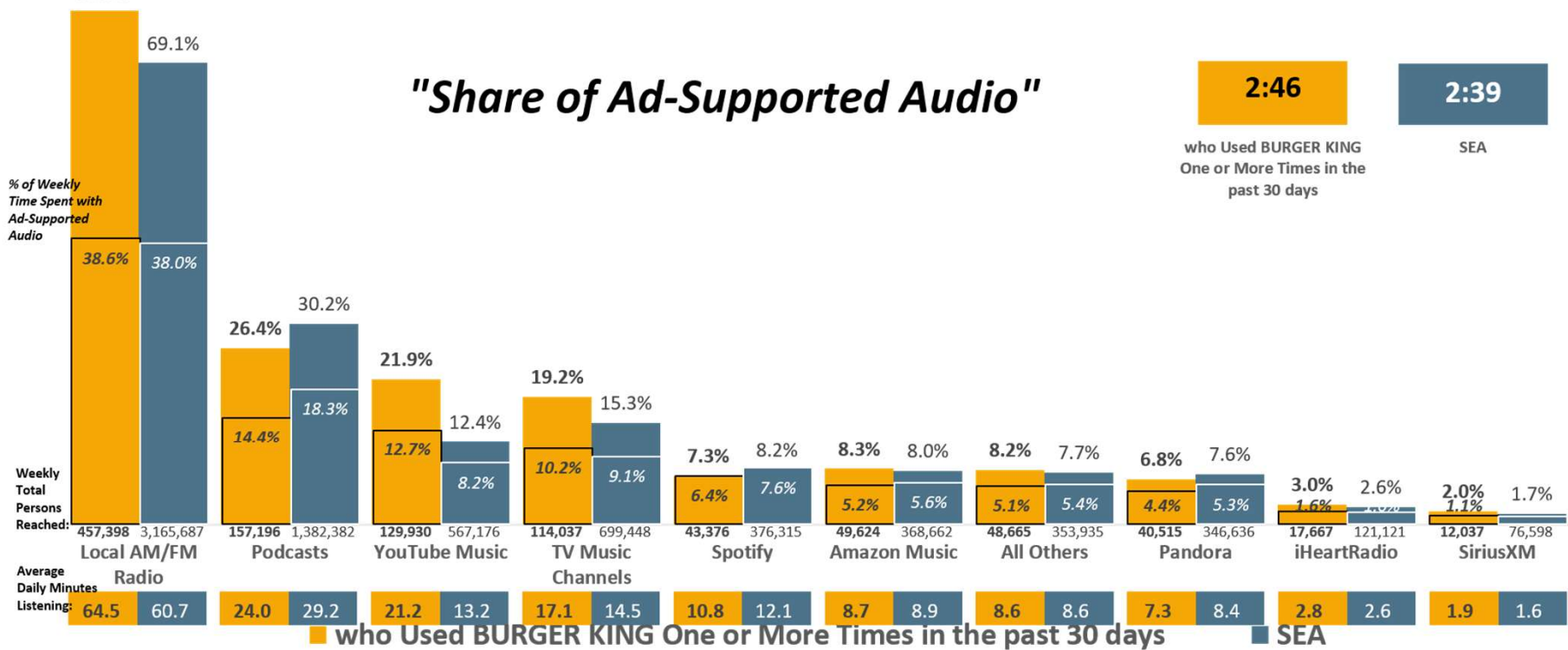


457,398 or 76.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 76.9%

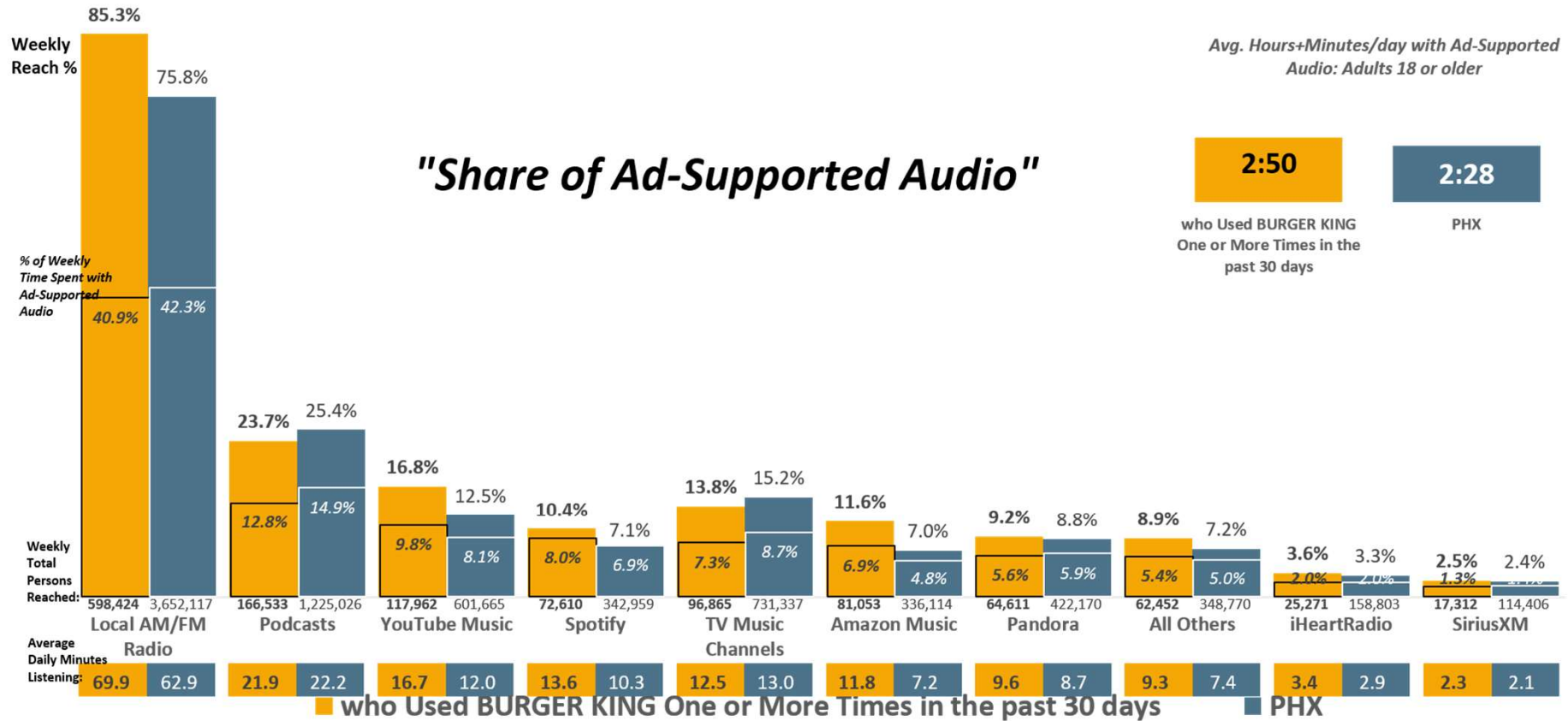
Avg. Hours+Minutes/day with Ad-Supported
Audio: Adults 18 or older

"Share of Ad-Supported Audio"





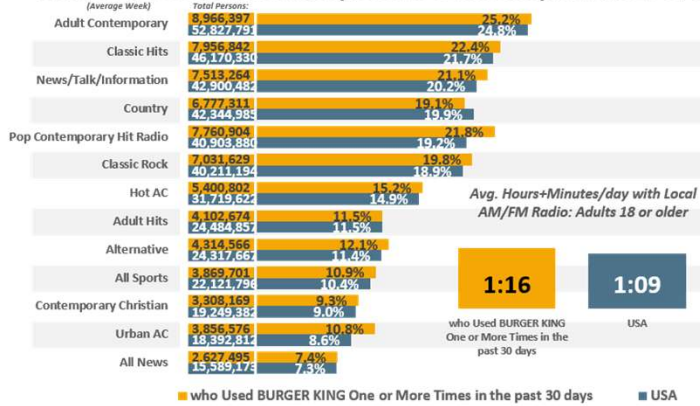
598,424 or 85.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



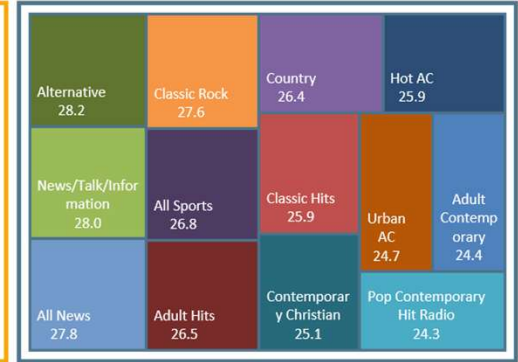
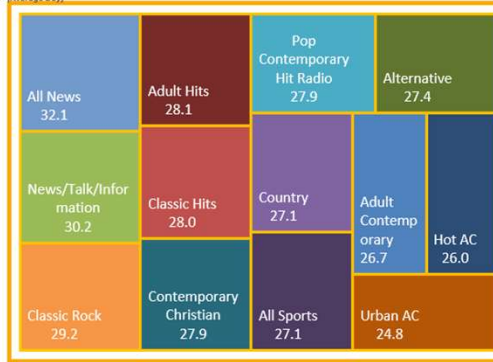


34,113,420 or 79.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

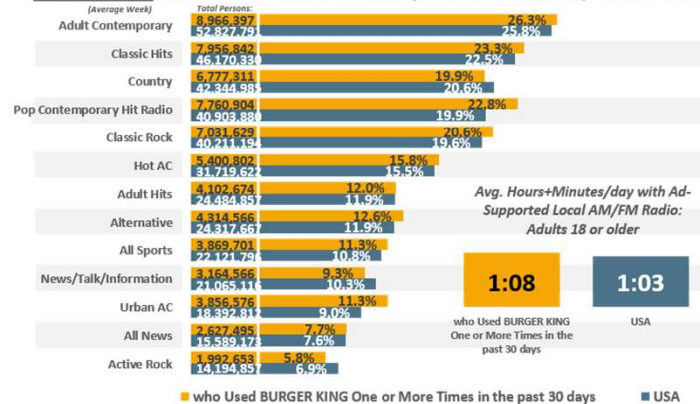
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



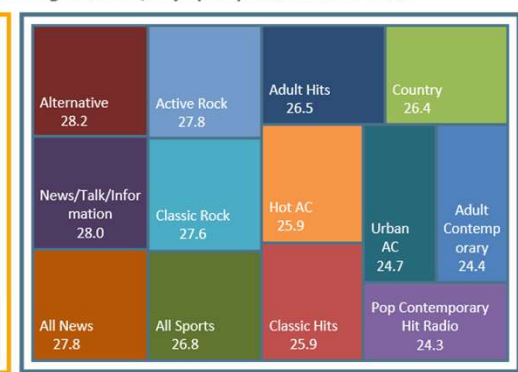
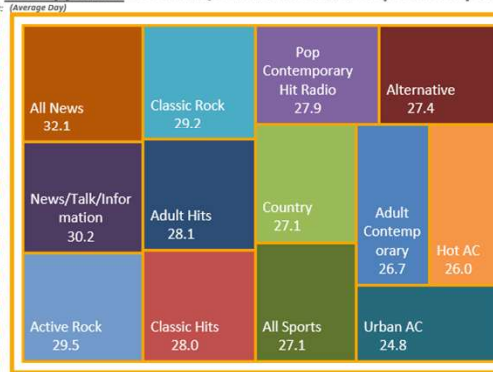
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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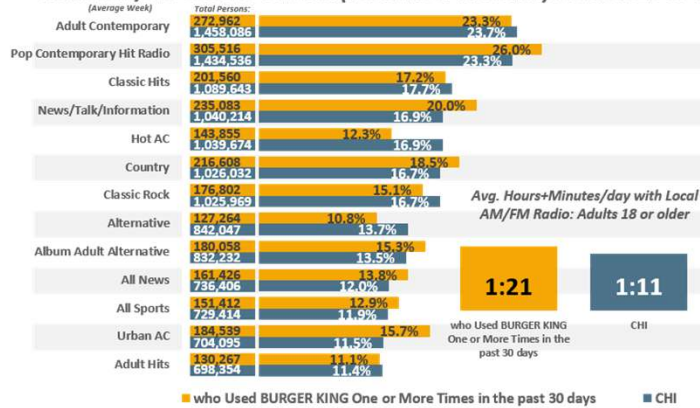
soeфа.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

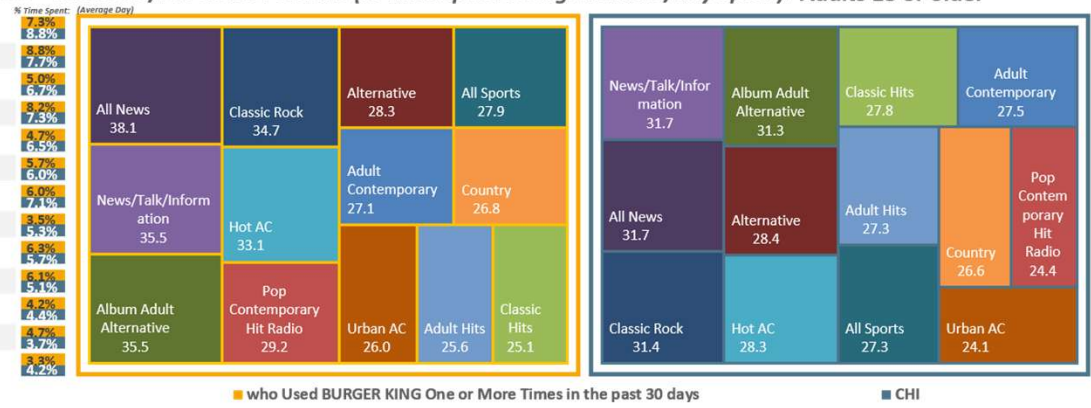


1,129,195 or 79.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Spanish Contemporary, and Classic H

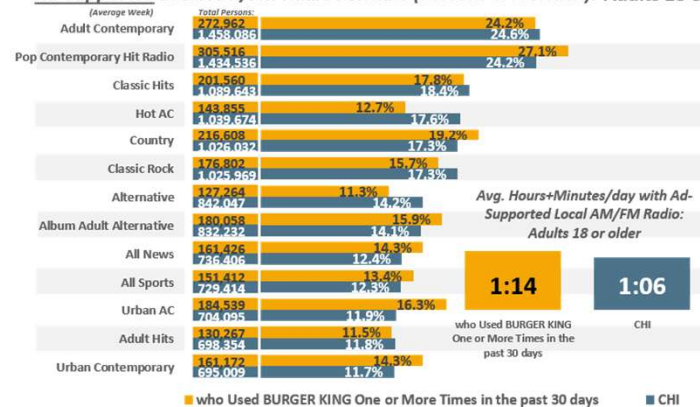
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



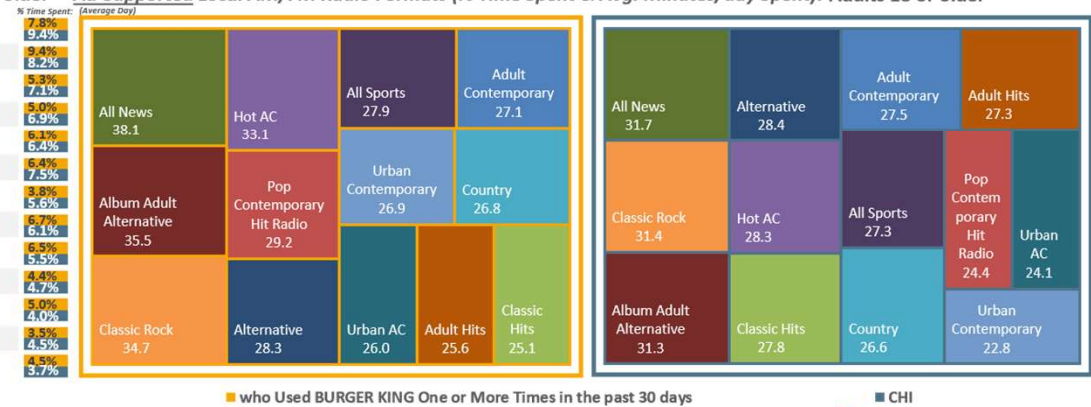
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



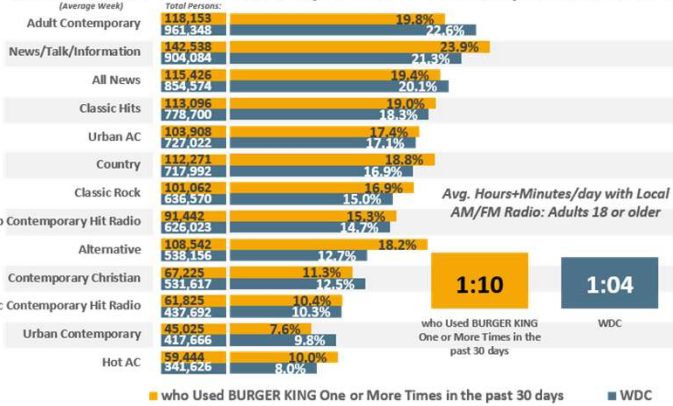
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



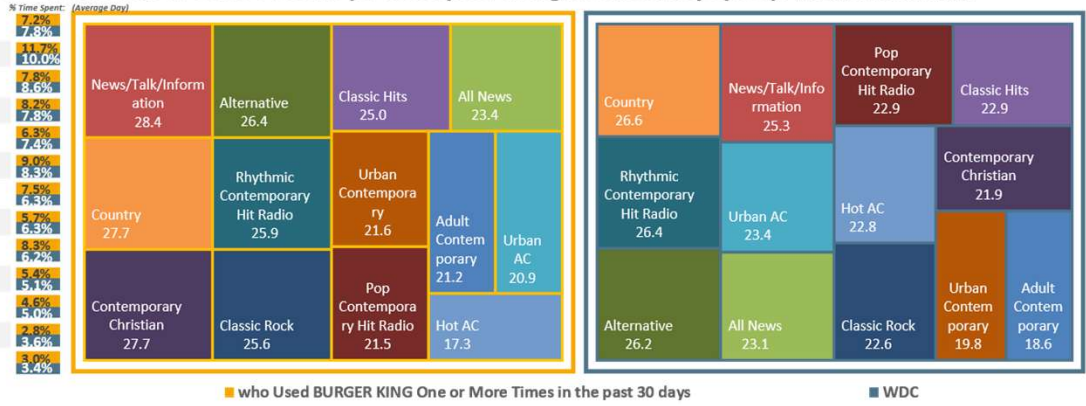


557,016 or 72.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Country, and Alternative.

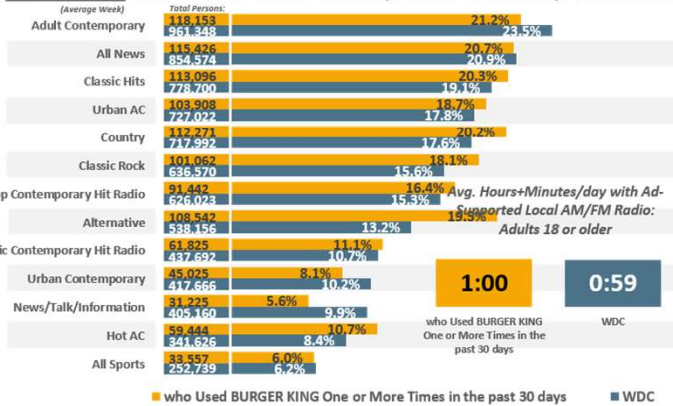
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



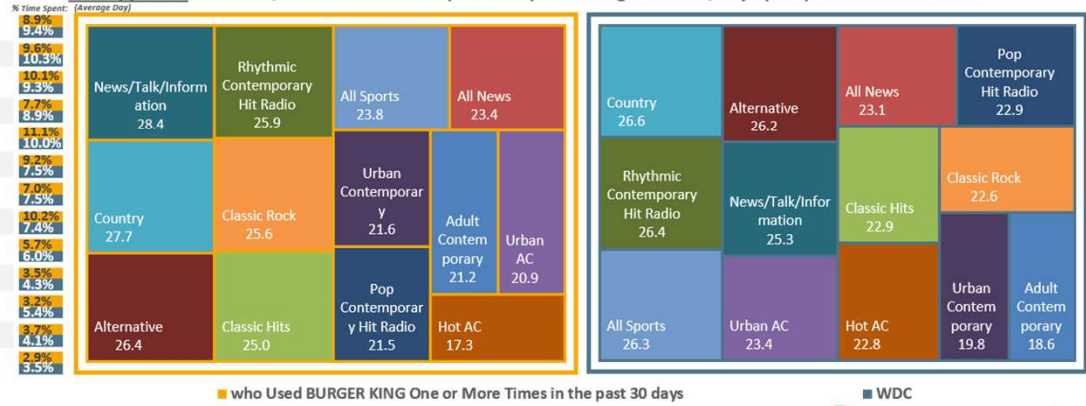
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



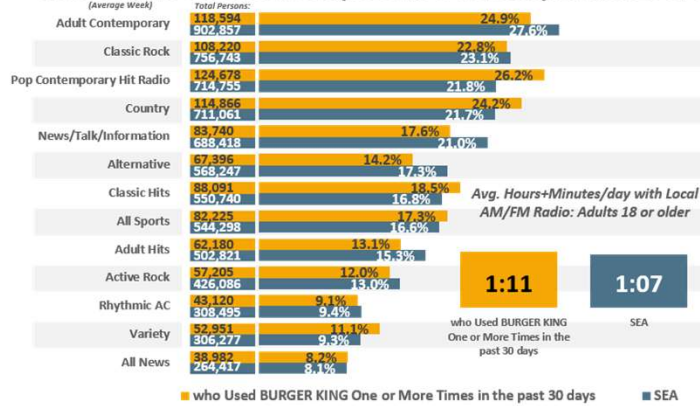
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



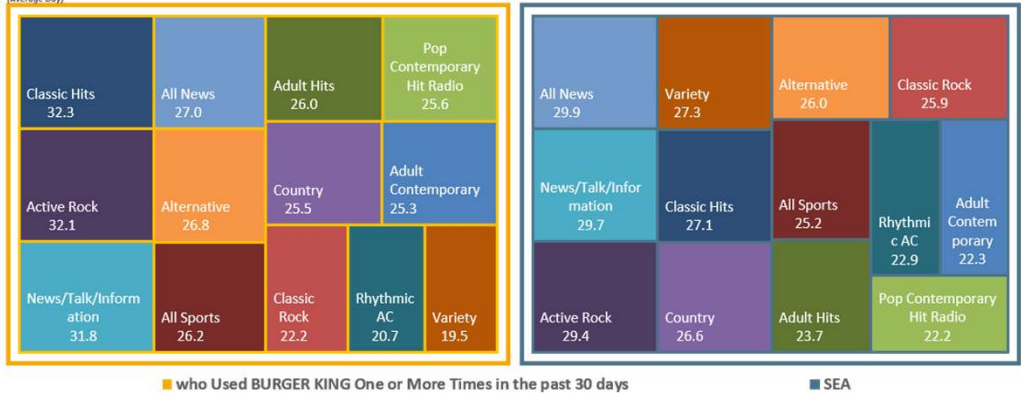


457,398 or 76.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Rock, and Classic Hits.

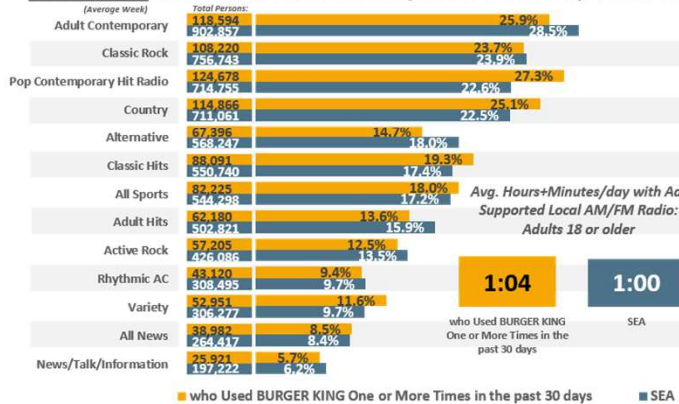
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



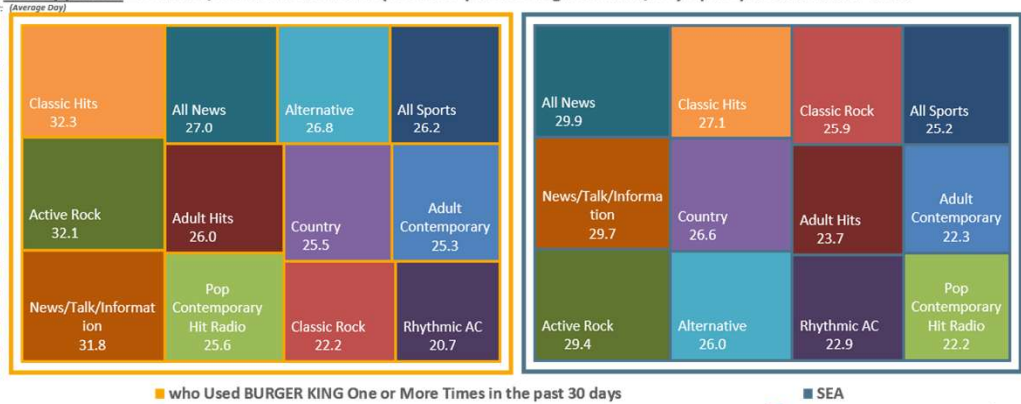
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



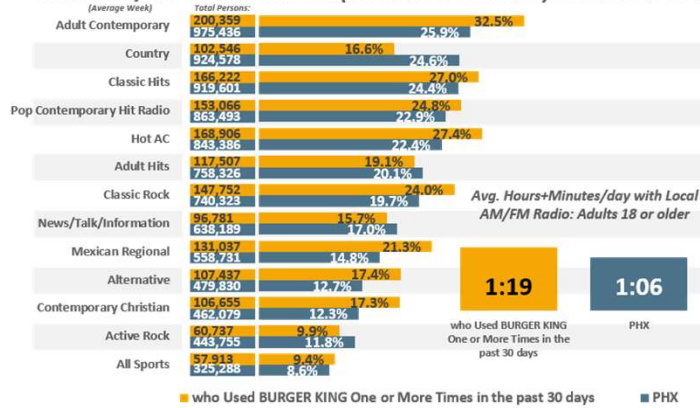
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



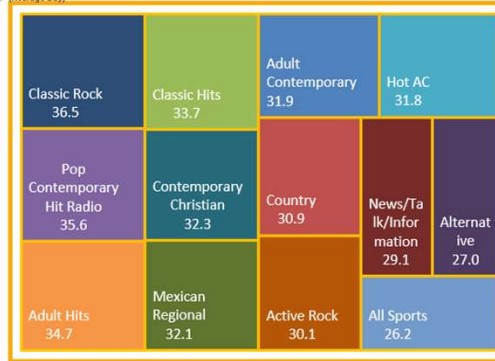


598,424 or 85.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

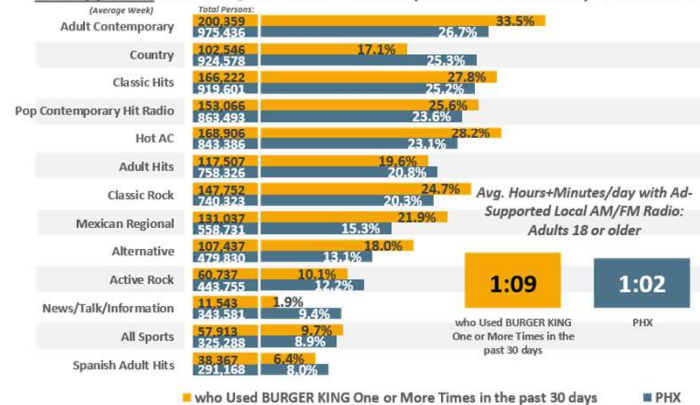
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



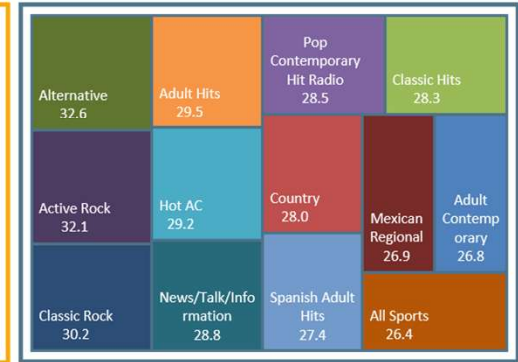
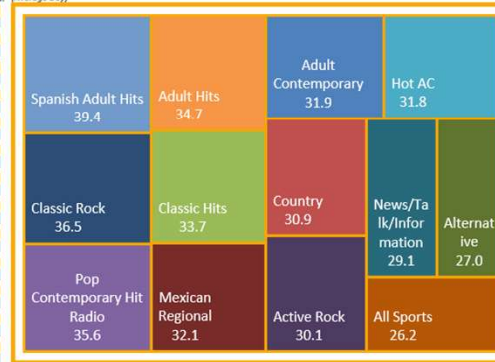
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

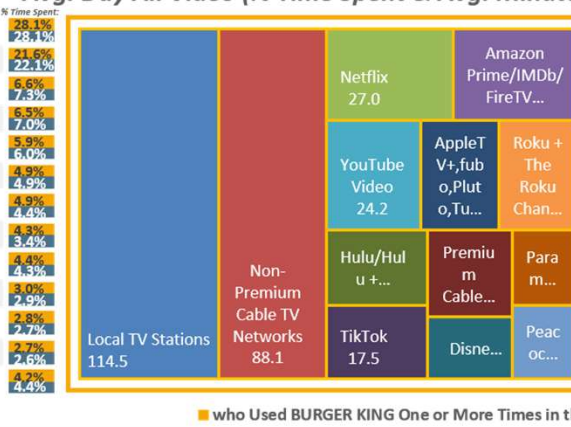
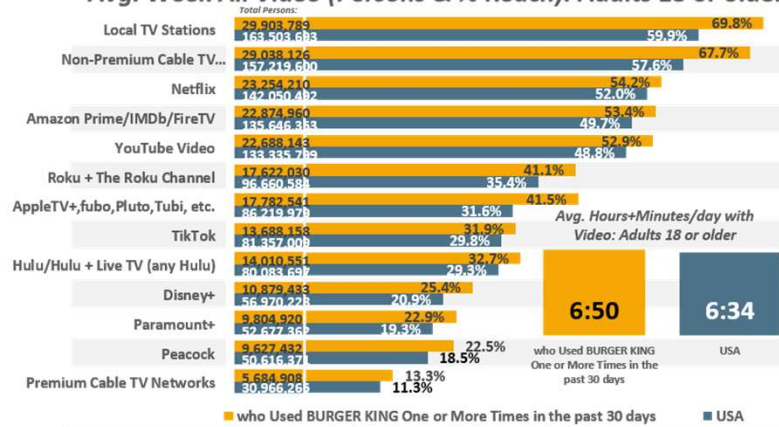




29,308,960 or 68.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

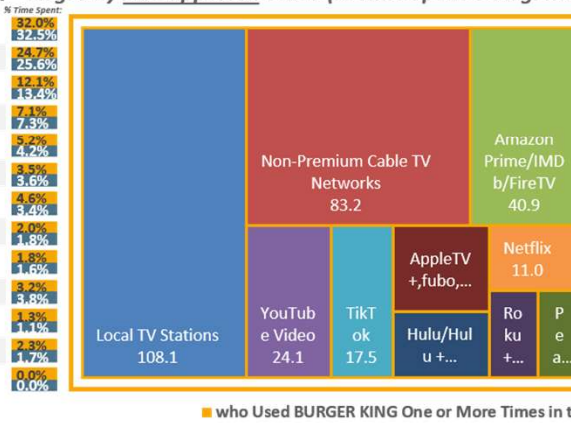
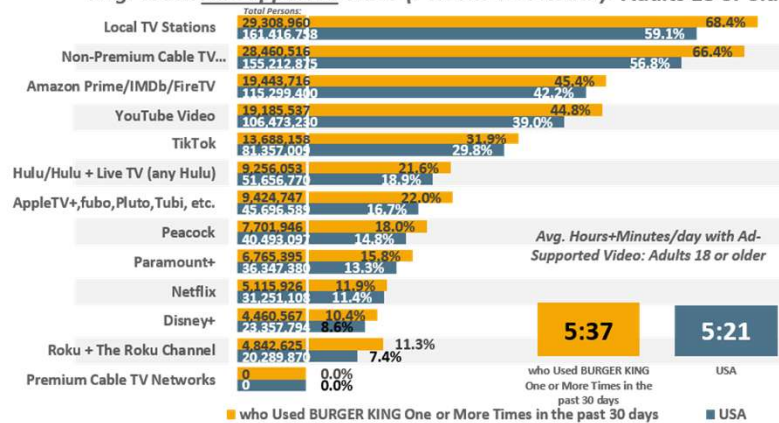
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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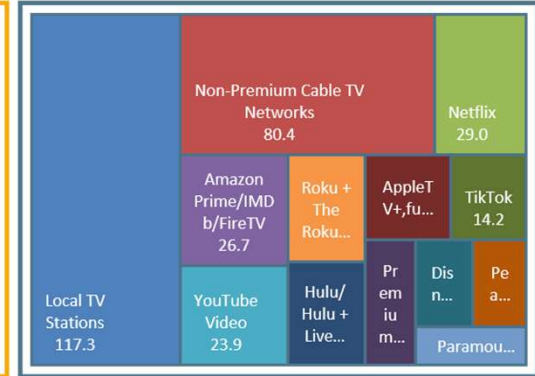
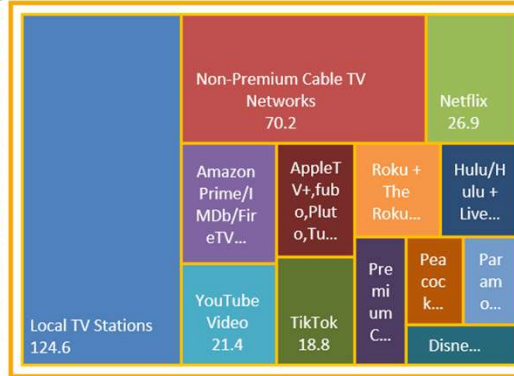
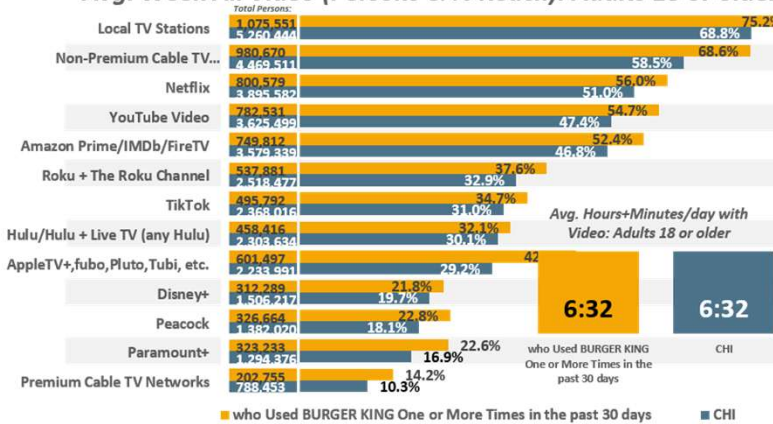
Quick service restaurants used past 30 days: Burger King



1,053,959 or 73.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

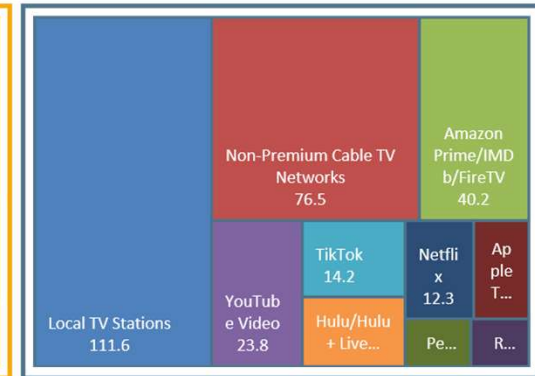
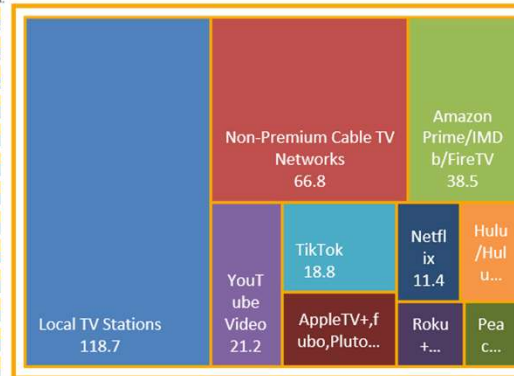
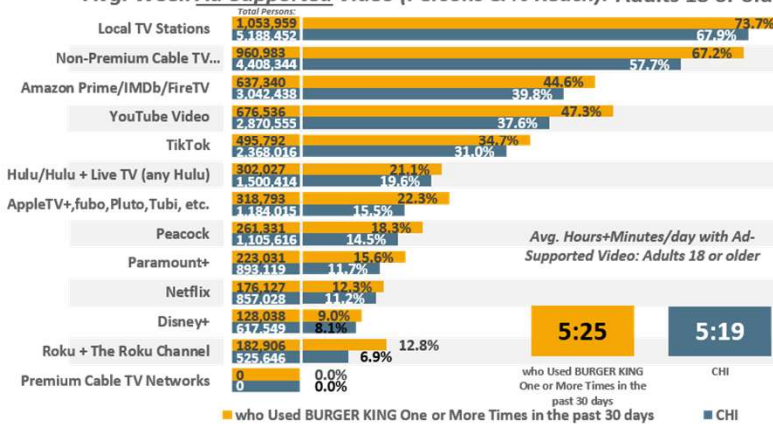
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 776
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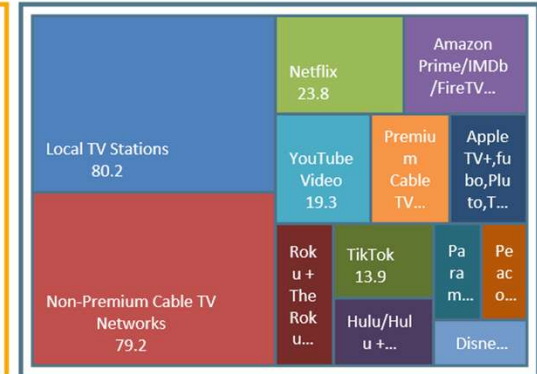
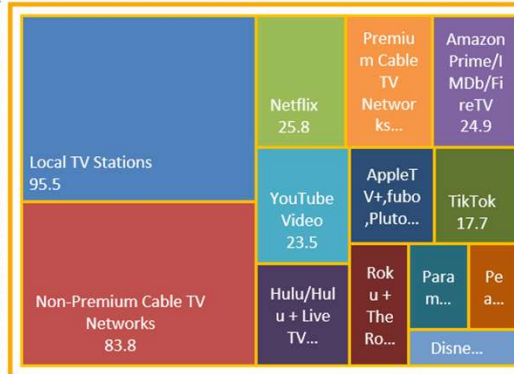
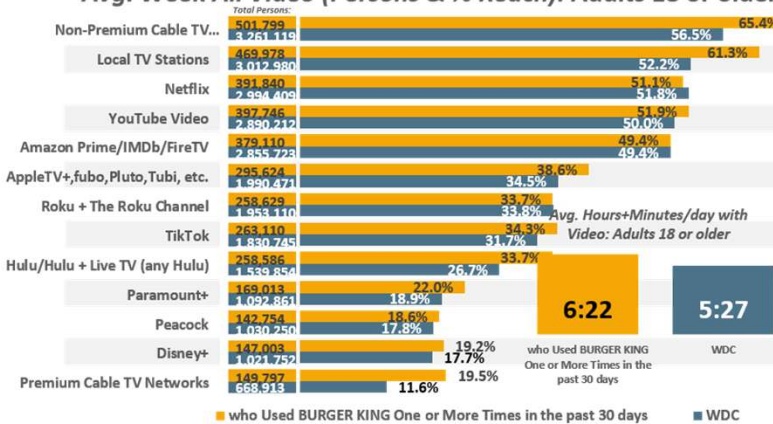
Quick service restaurants used past 30 days: Burger King



462,337 or 60.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

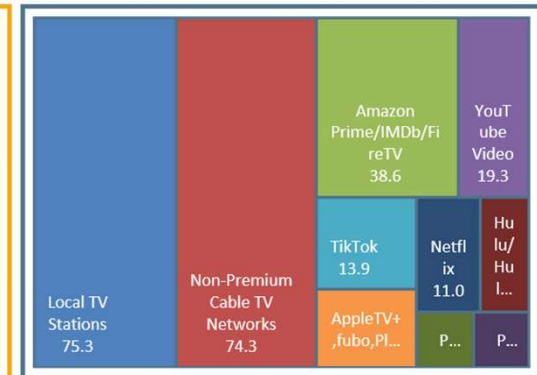
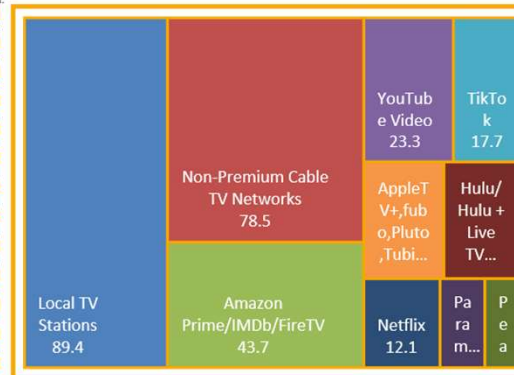
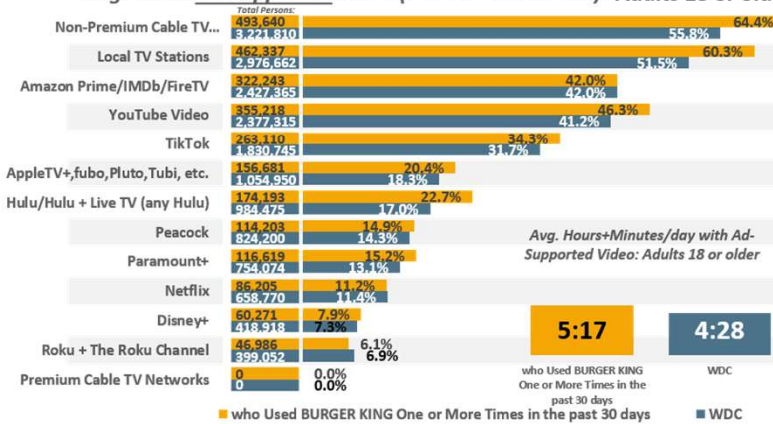
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778
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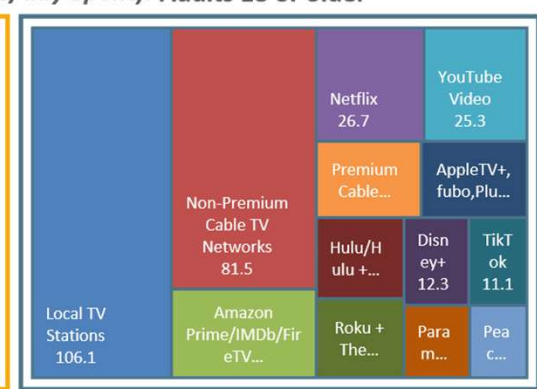
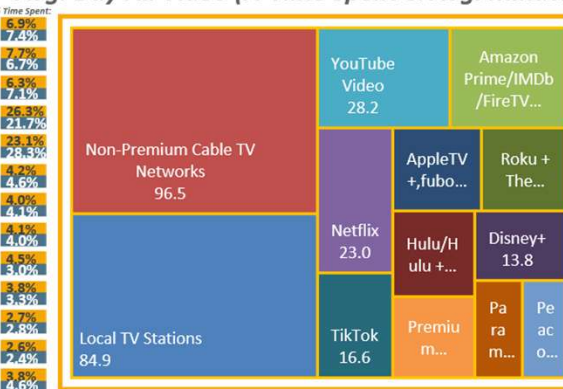
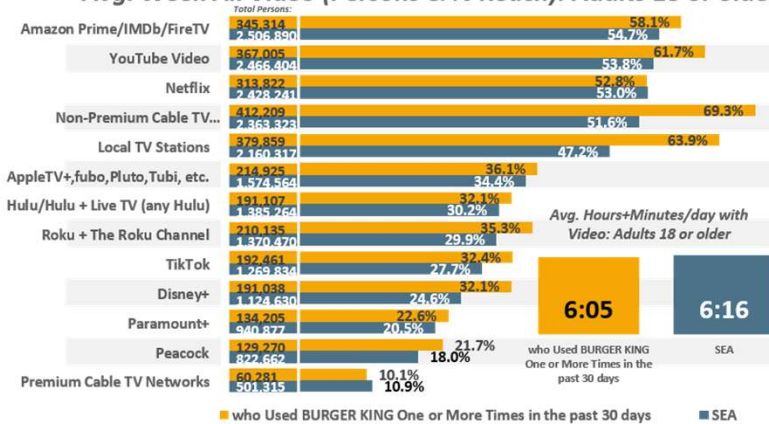
Quick service restaurants used past 30 days: Burger King



370,569 or 62.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.1 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

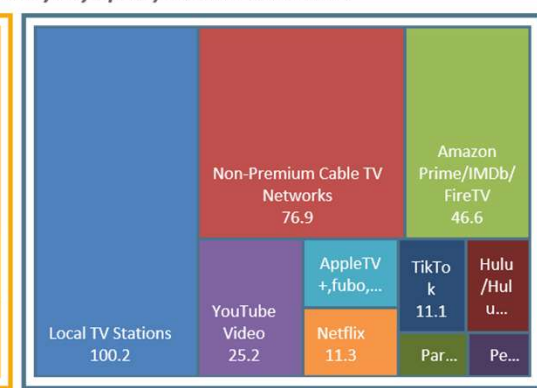
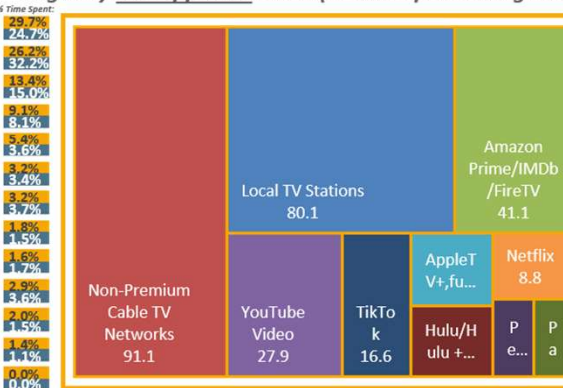
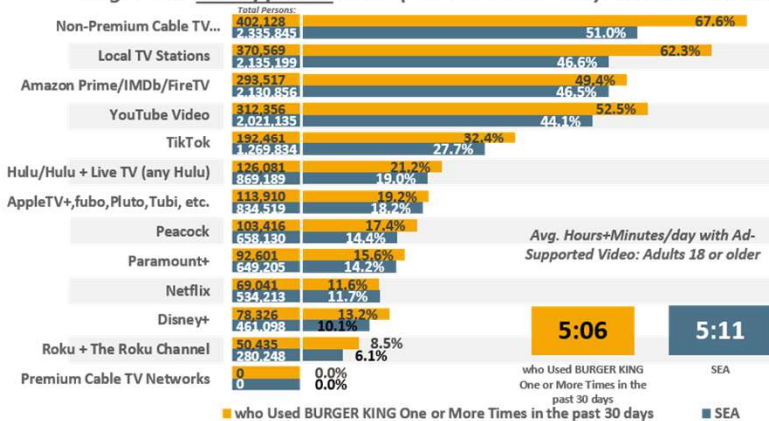
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 532
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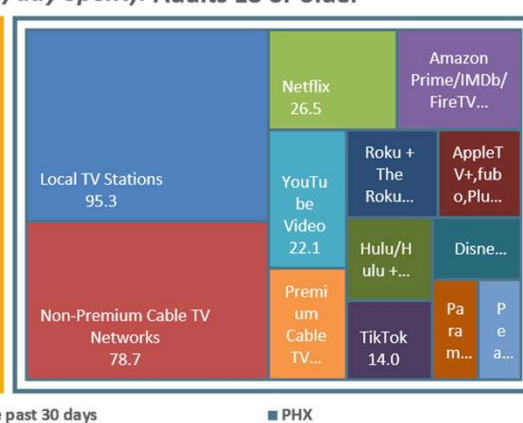
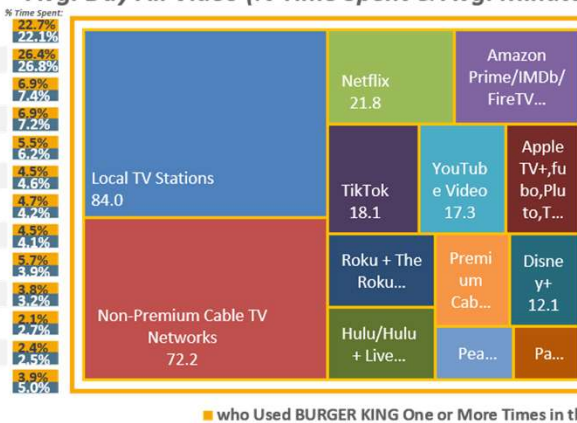
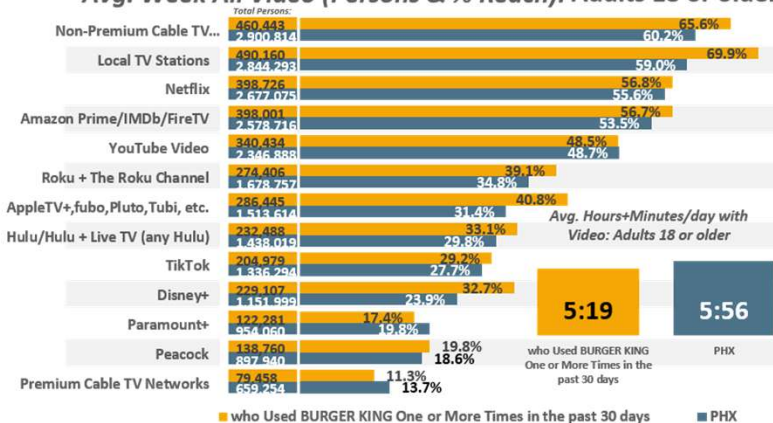
Quick service restaurants used past 30 days: Burger King



481,845 or 68.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

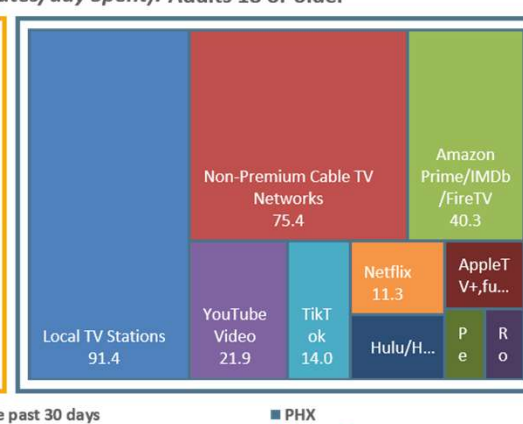
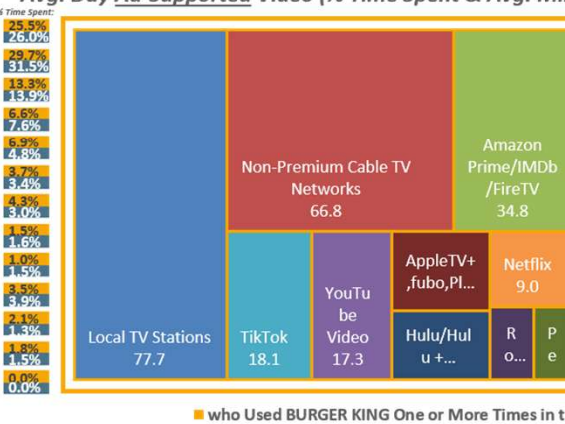
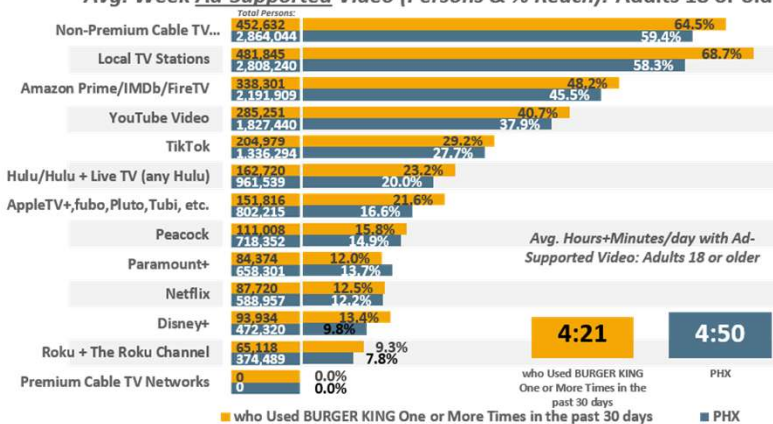
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 401
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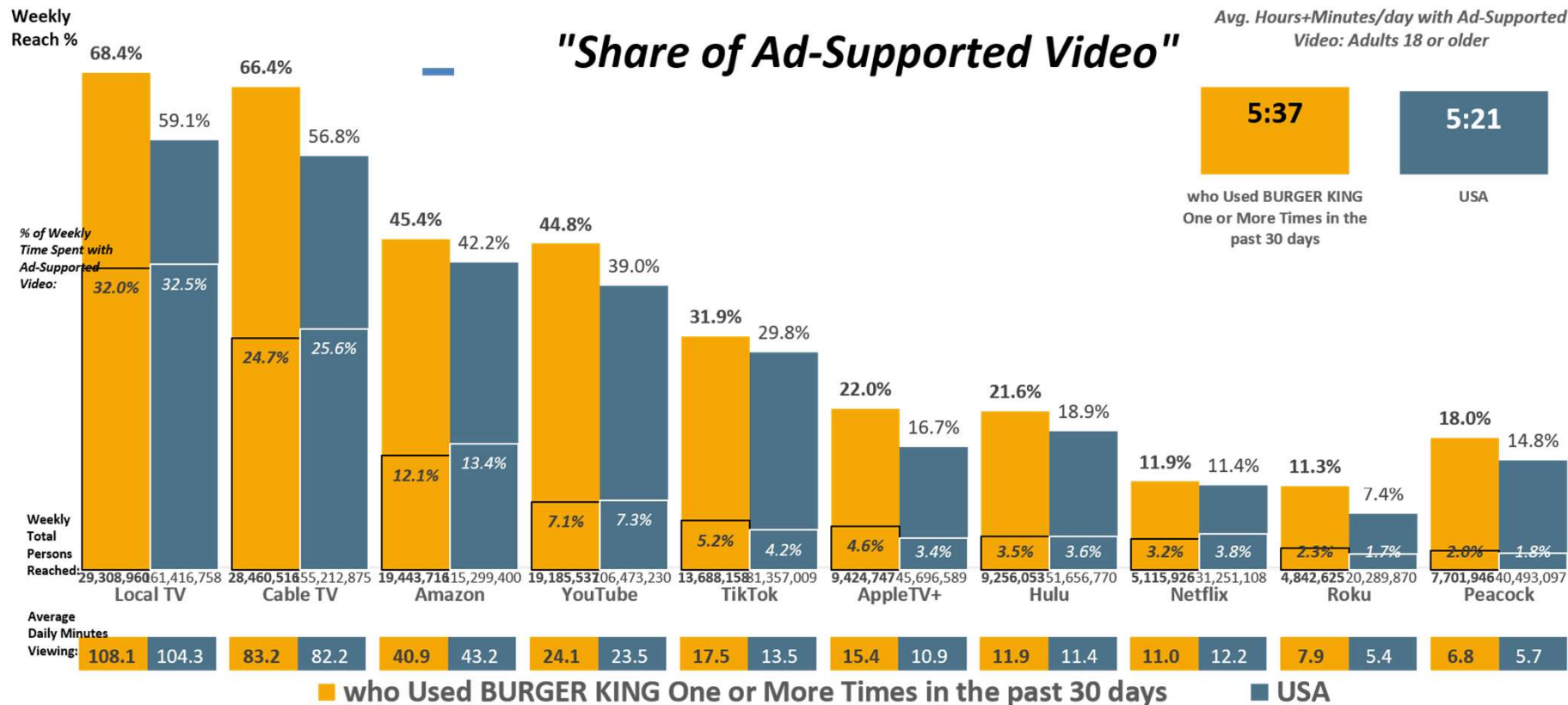
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



29,308,960 or 68.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Video.

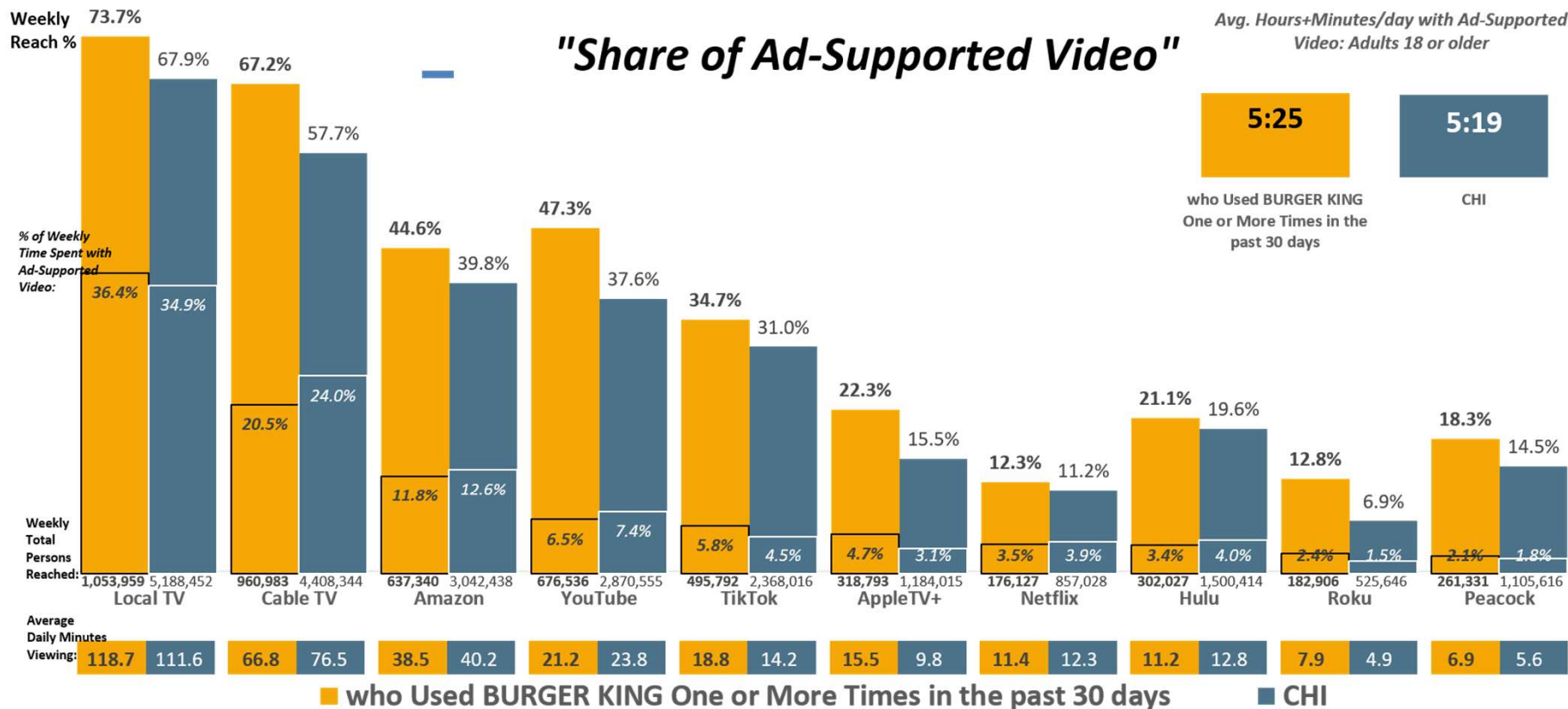
"Share of Ad-Supported Video"





1,053,959 or 73.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

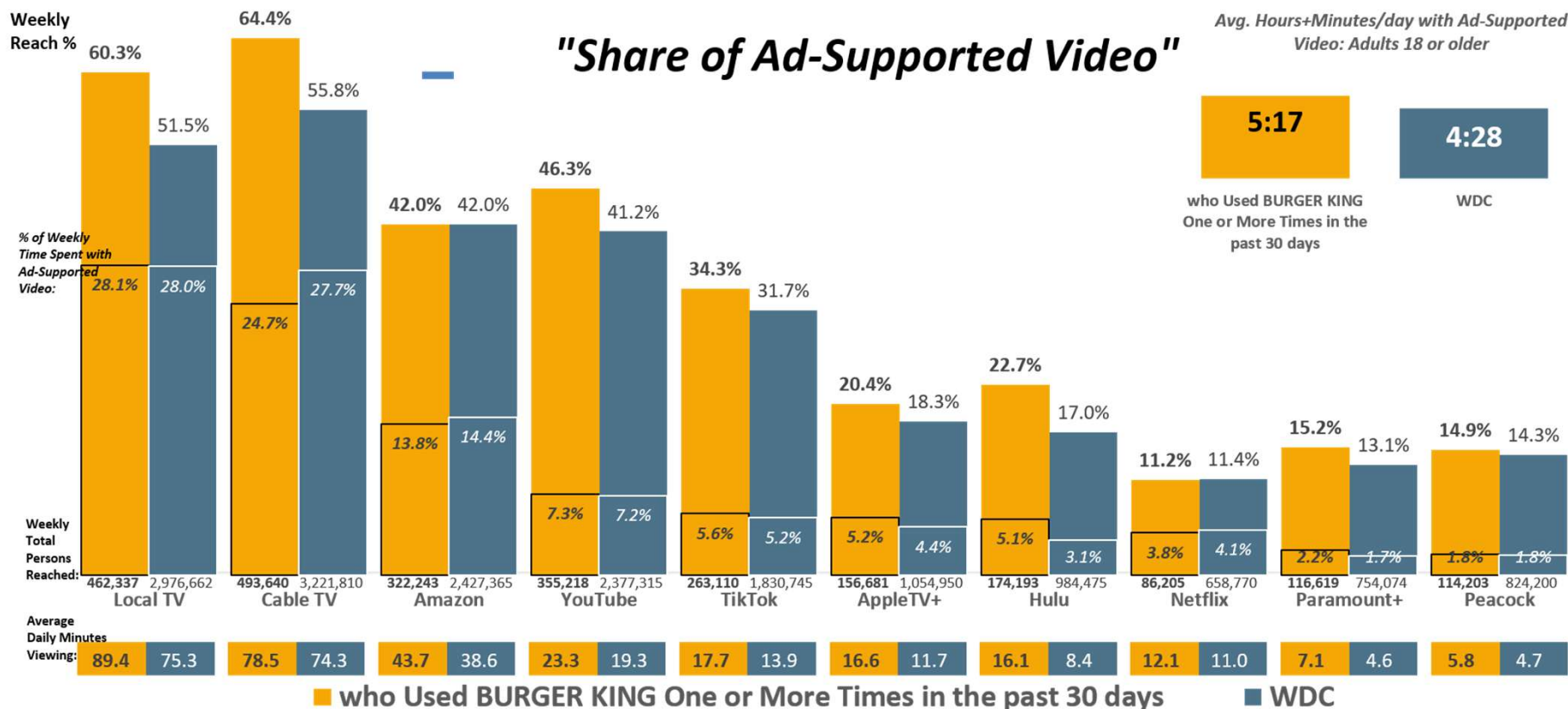
"Share of Ad-Supported Video"





462,337 or 60.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 89.4 minutes every day representing 28.1% of all time spent daily with Ad-Supported Video.

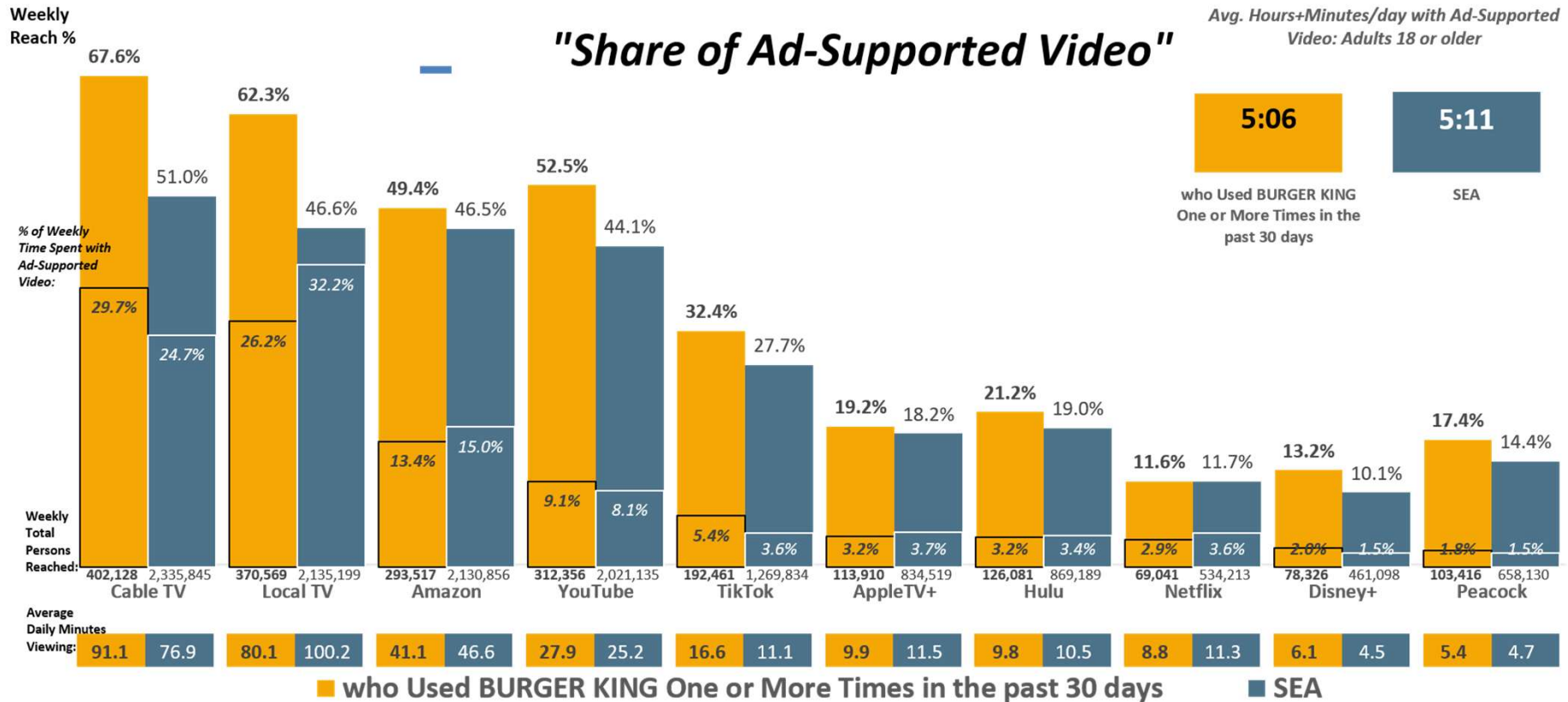
"Share of Ad-Supported Video"

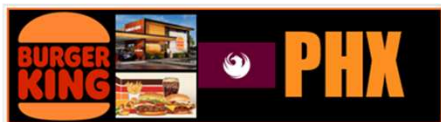




370,569 or 62.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.1 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

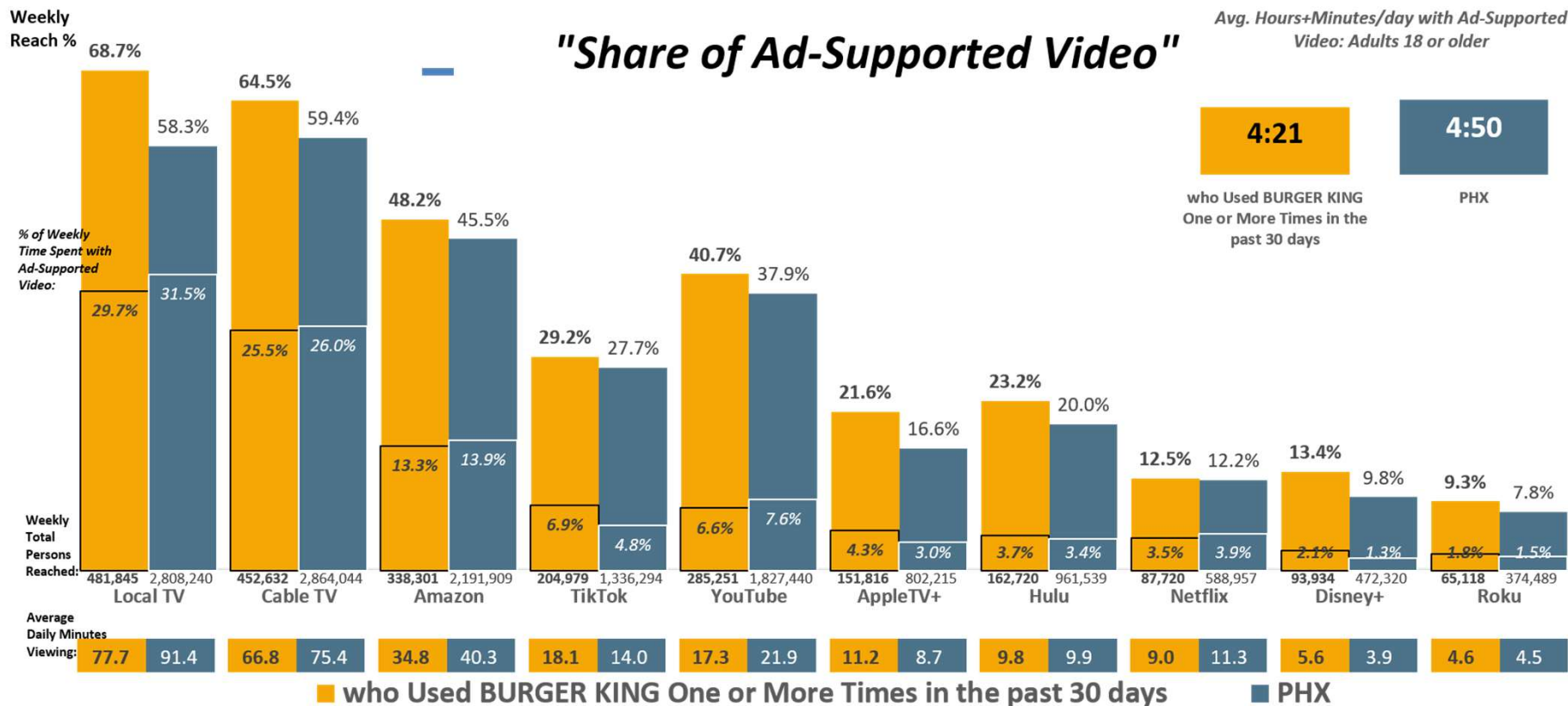
"Share of Ad-Supported Video"





481,845 or 68.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 77.7 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

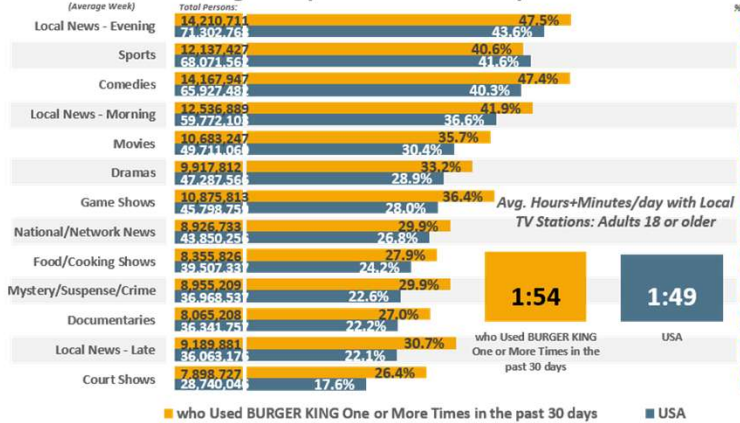
"Share of Ad-Supported Video"



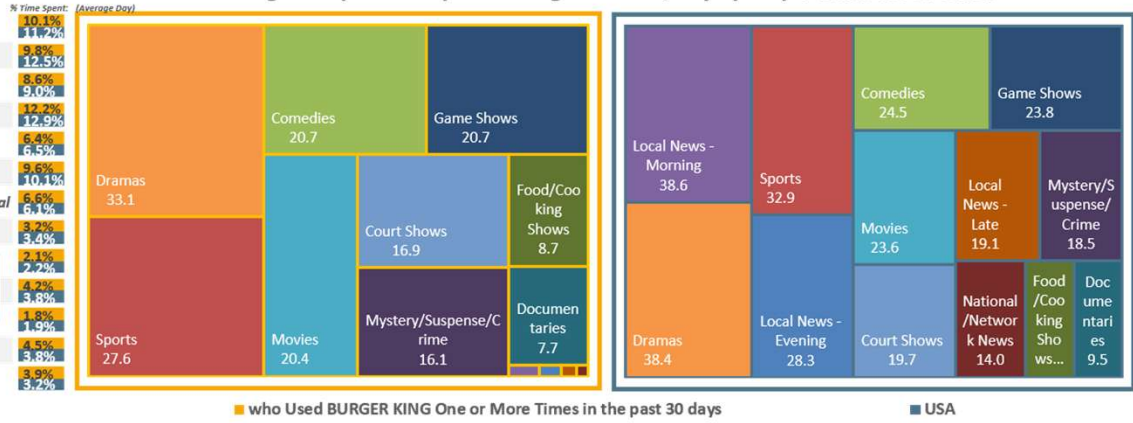


29,308,960 or 68.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Game Shows, and Movies.

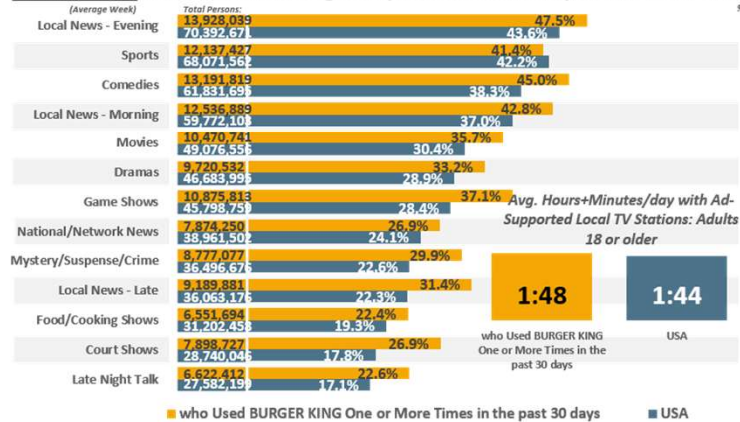
Local TV Station Programs (Persons & % Reach): Adults 18 or older



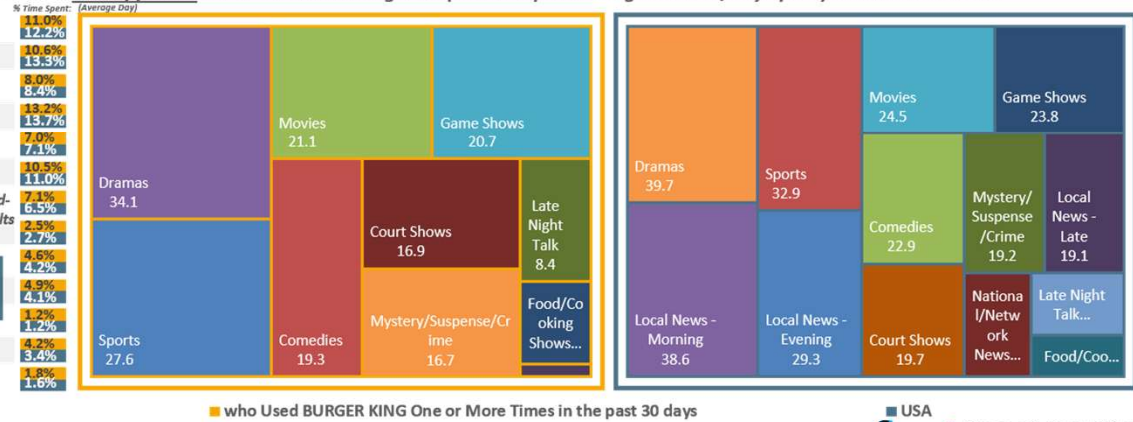
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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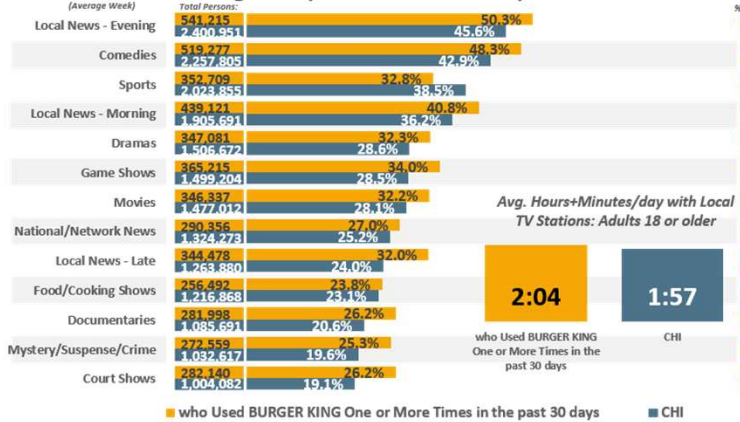
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Quick service restaurants used past 30 days: Burger King

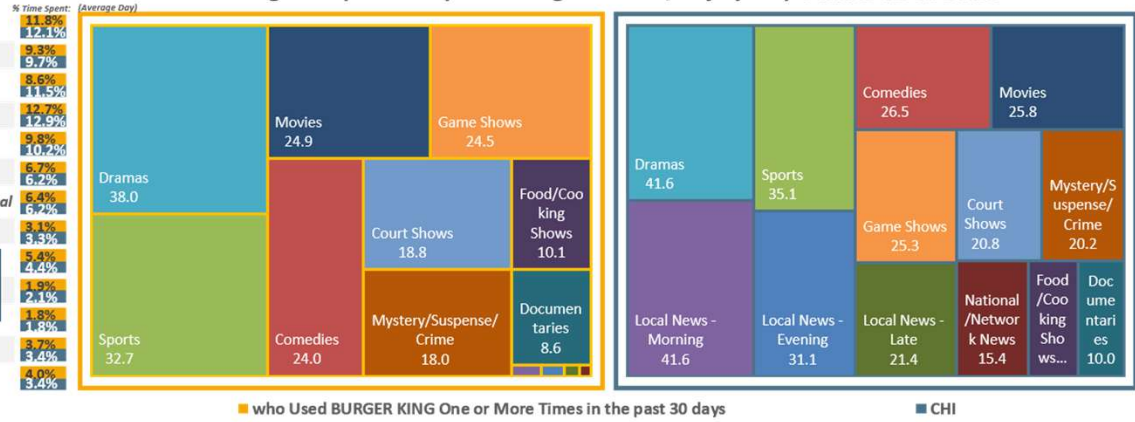


1,053,959 or 73.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Game Shows, Sports, and Local News - Lat

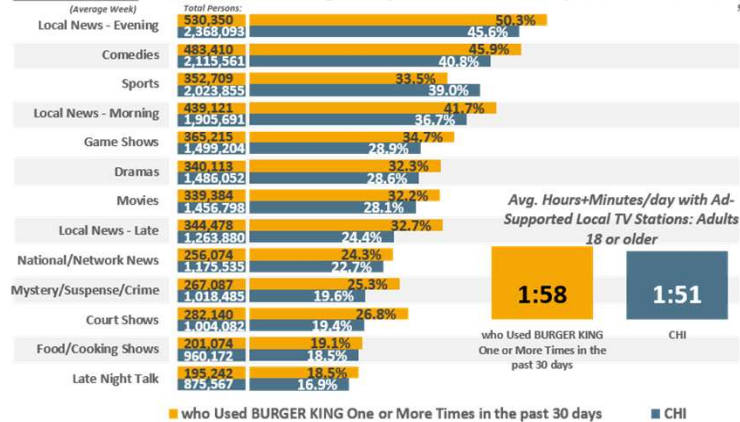
Local TV Station Programs (Persons & % Reach): Adults 18 or older



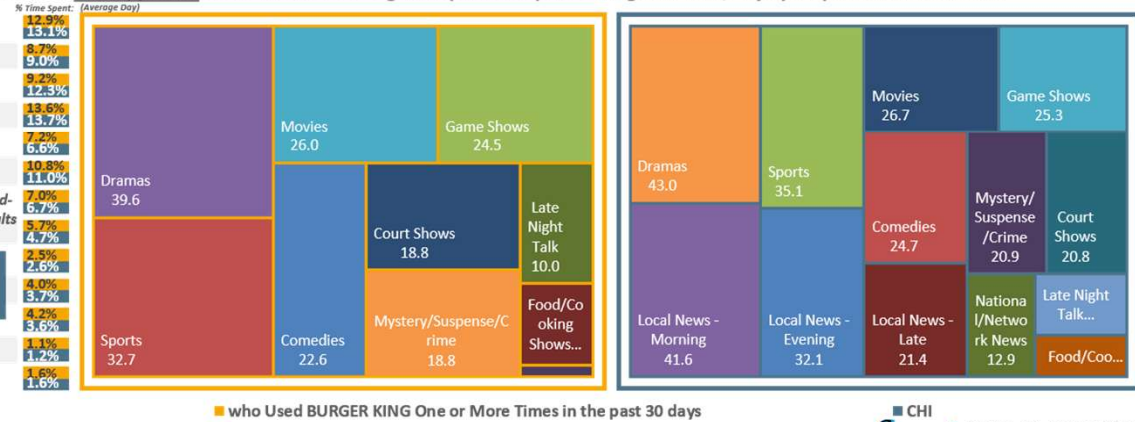
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 776
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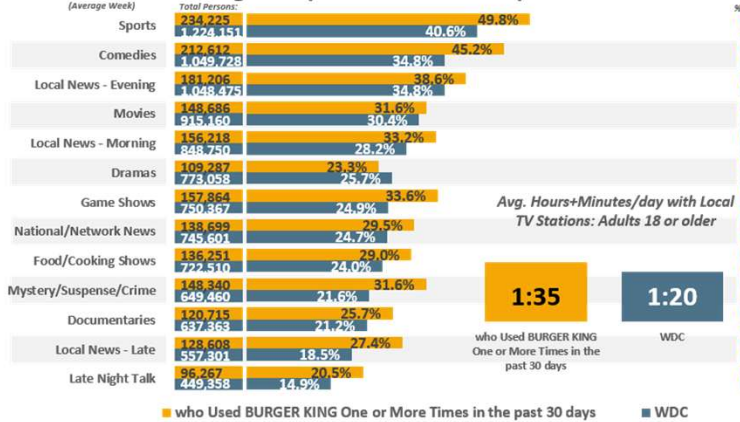
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

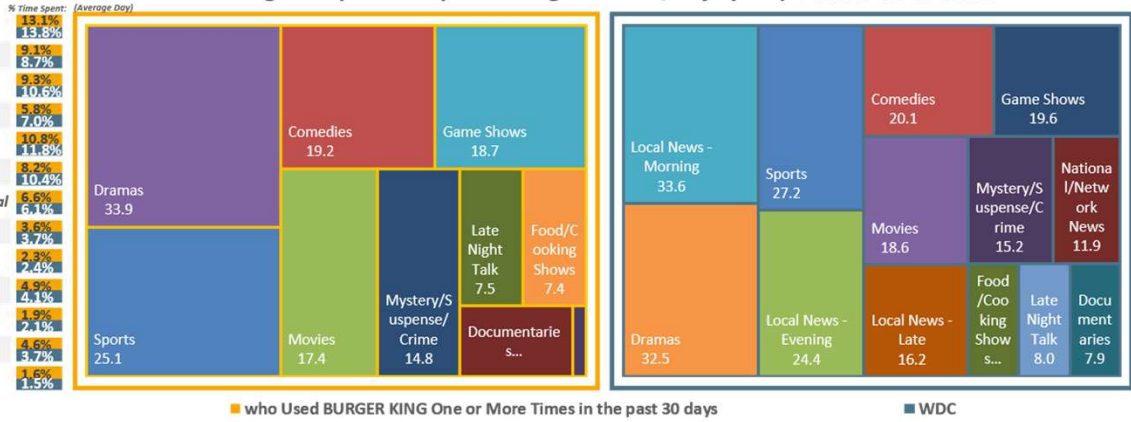


462,337 or 60.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Local News - Morning, and Movies.

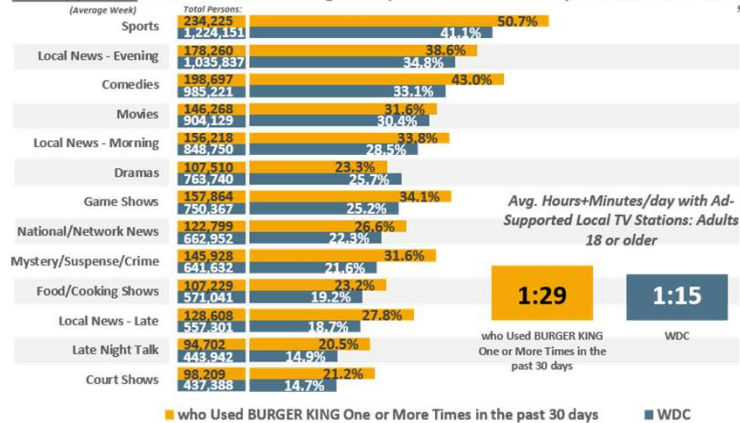
Local TV Station Programs (Persons & % Reach): Adults 18 or older



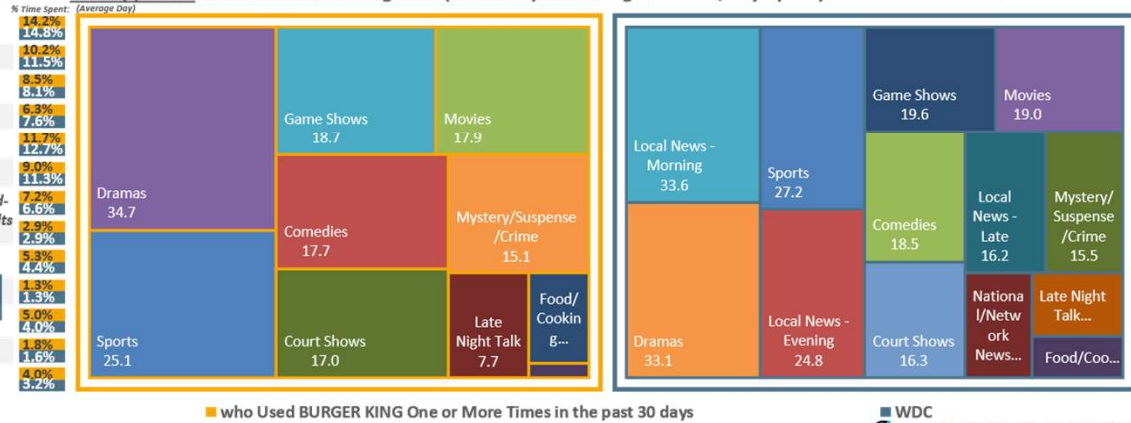
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



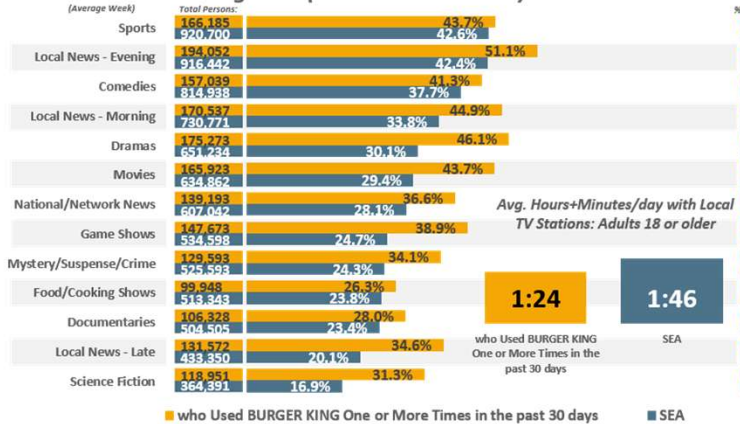
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



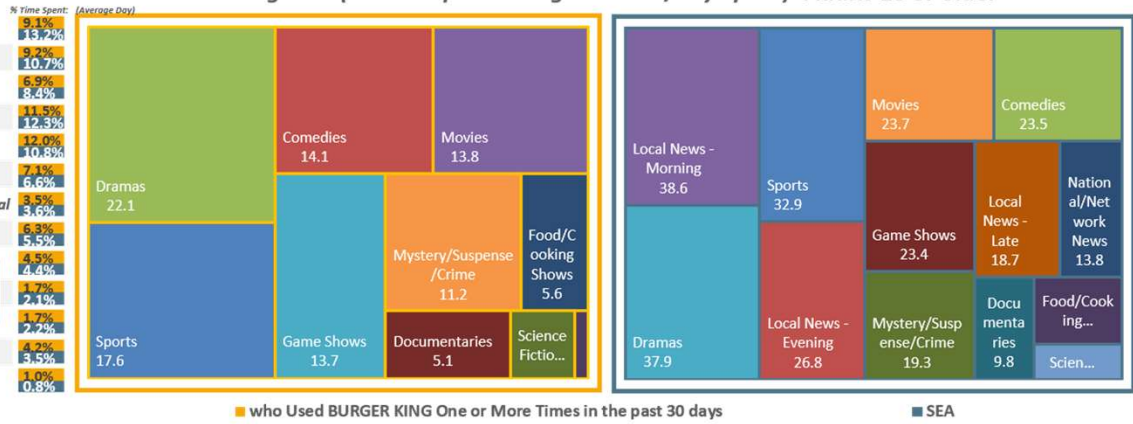


370,569 or 62.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Dramas, Local News - Morning, Sports, Movies, and Game Shows.

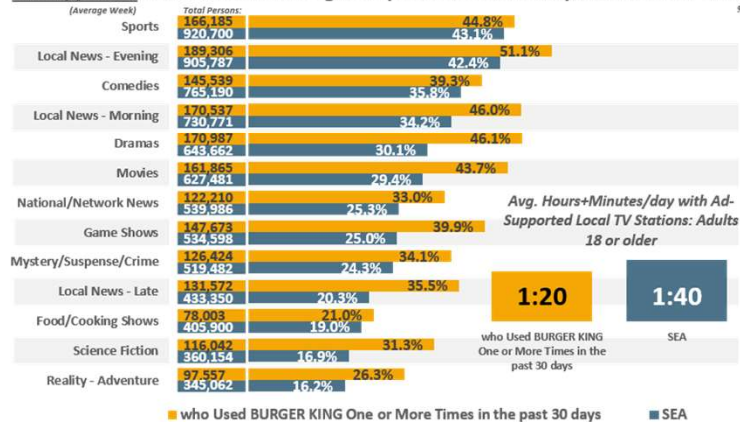
Local TV Station Programs (Persons & % Reach): Adults 18 or older



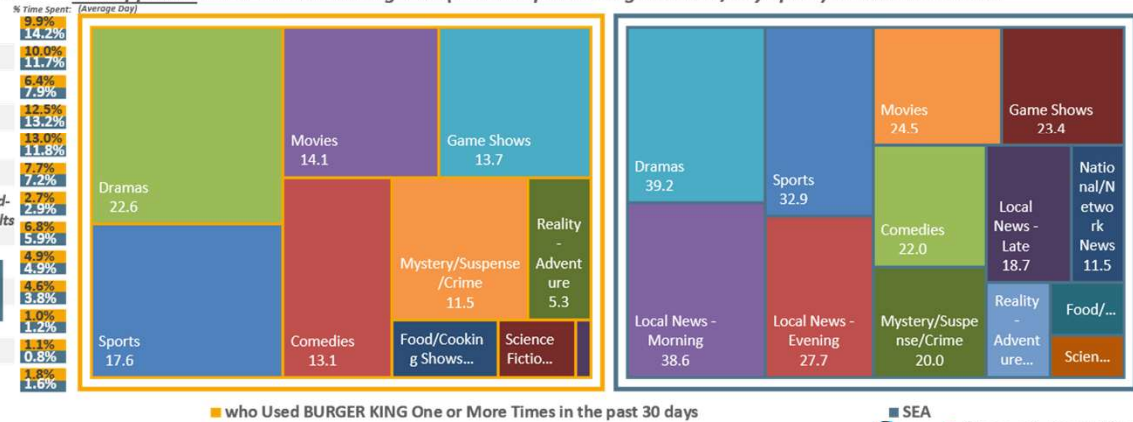
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



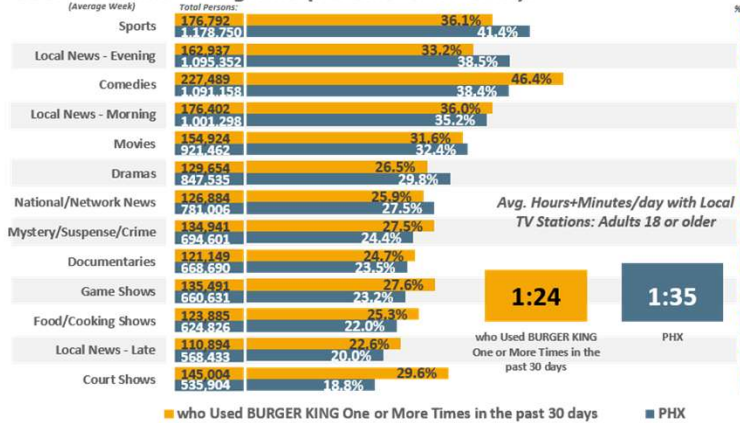
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



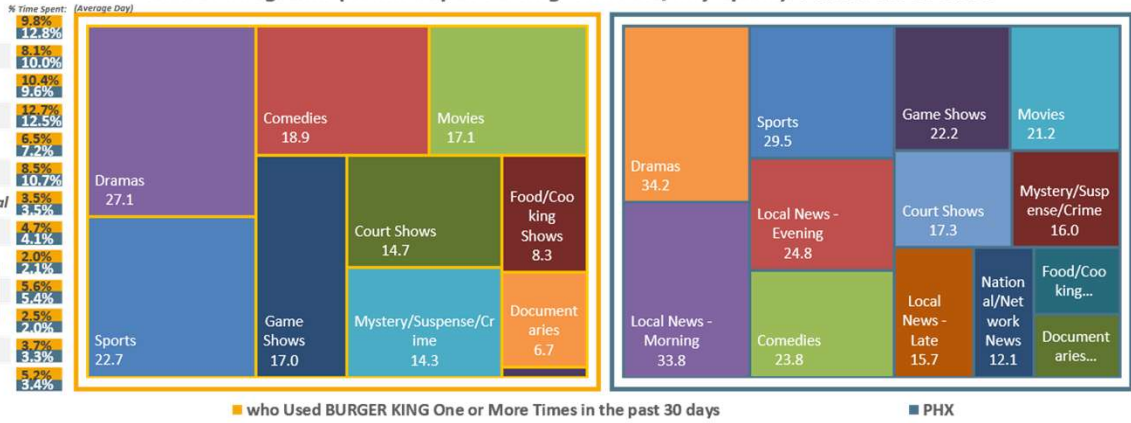


481,845 or 68.7% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Court Shows.

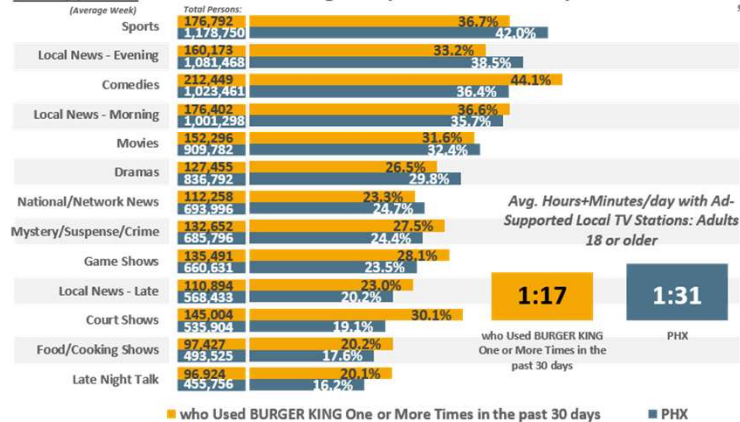
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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

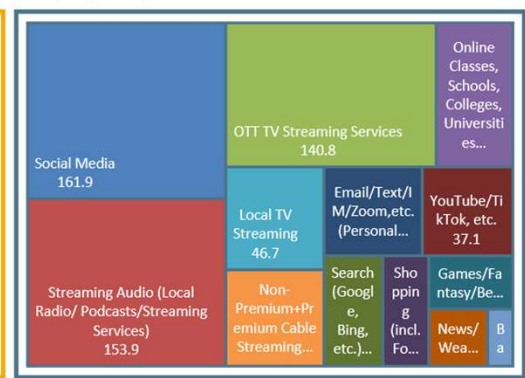
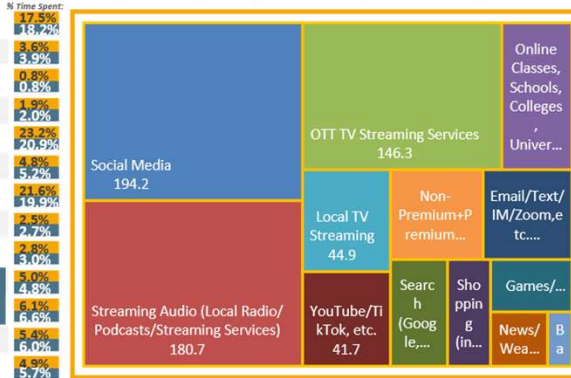
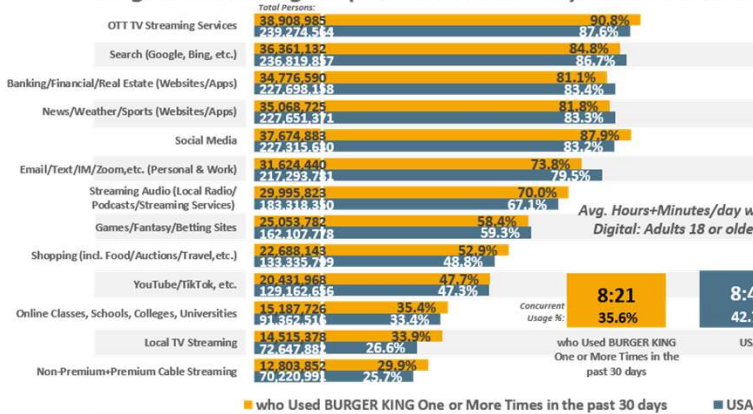




33,404,261 or 77.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 172.2 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

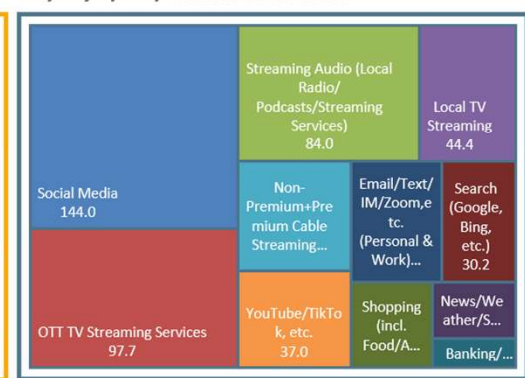
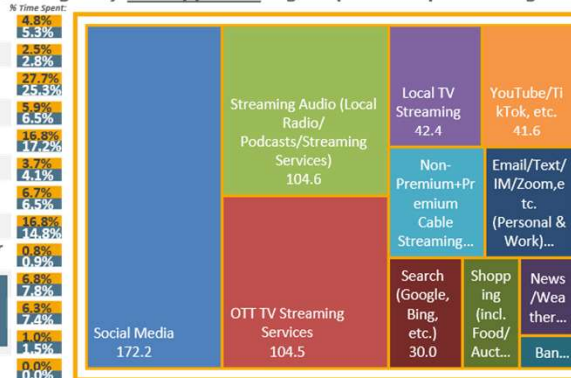
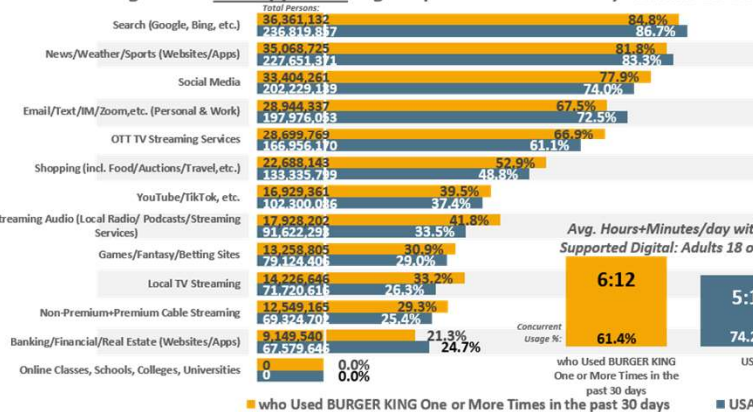
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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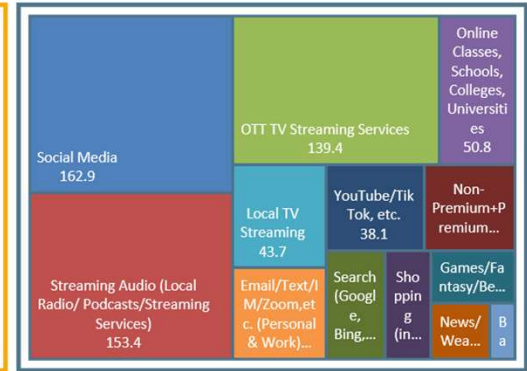
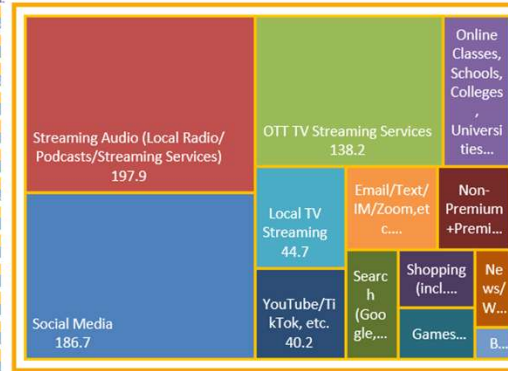
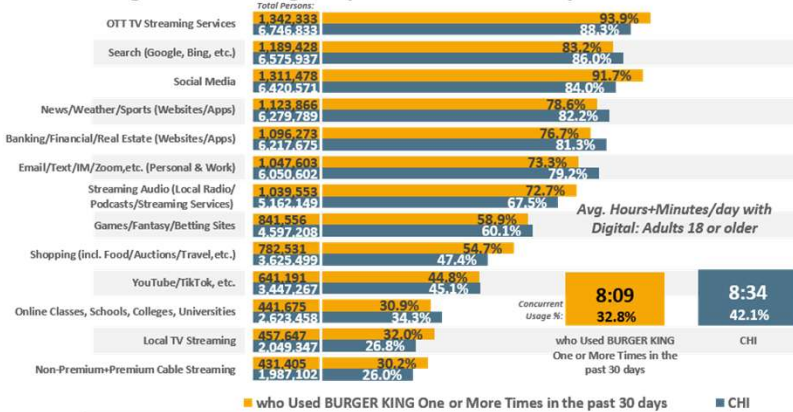
Quick service restaurants used past 30 days: Burger King



1,156,570 or 80.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 164.7 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

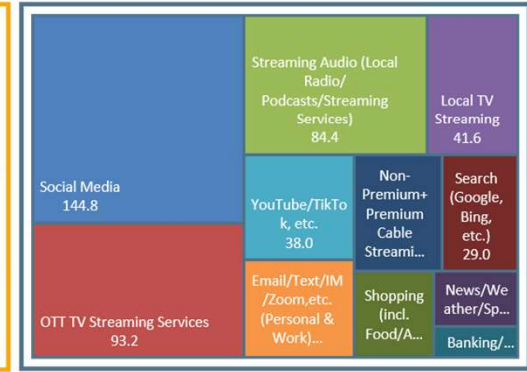
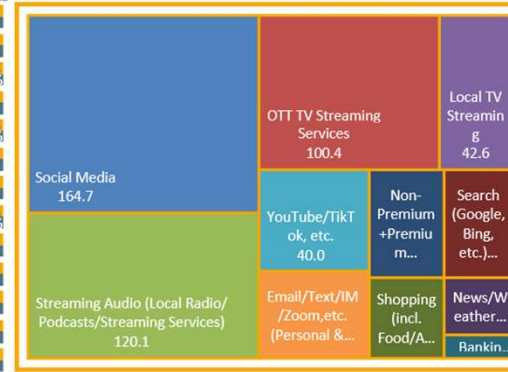
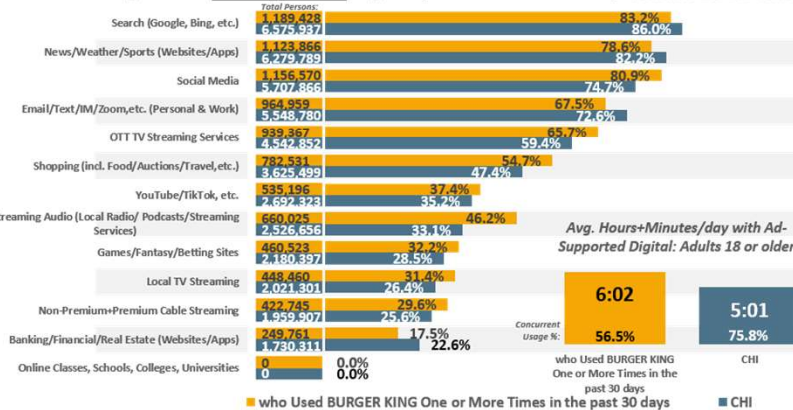
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 776
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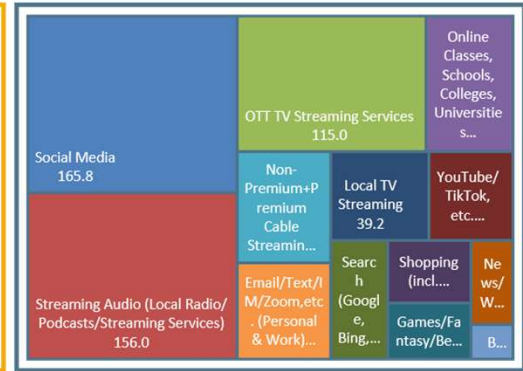
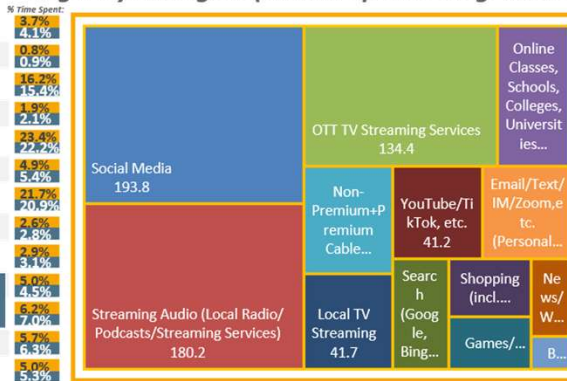
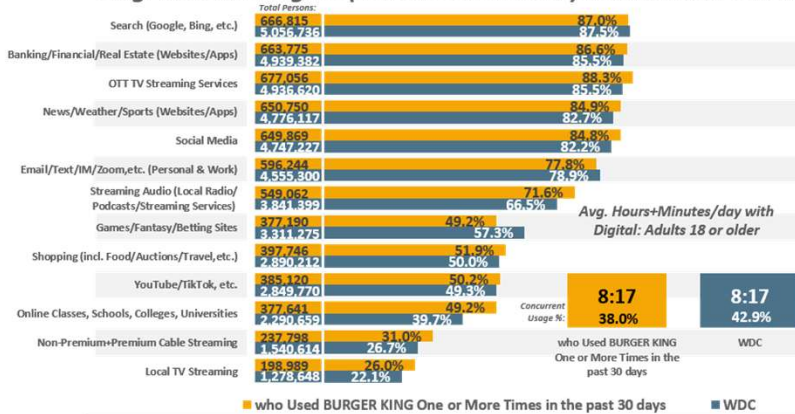
Quick service restaurants used past 30 days: Burger King



587,181 or 76.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 175.1 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

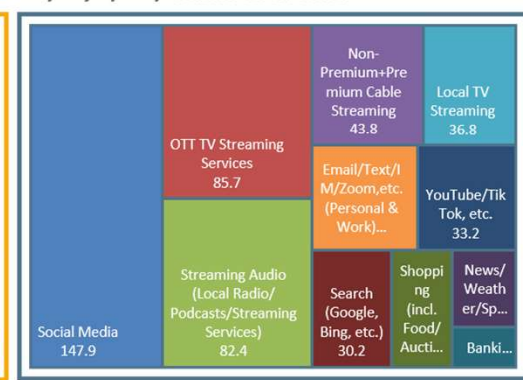
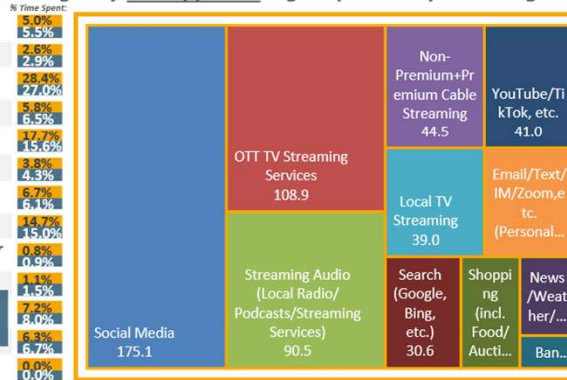
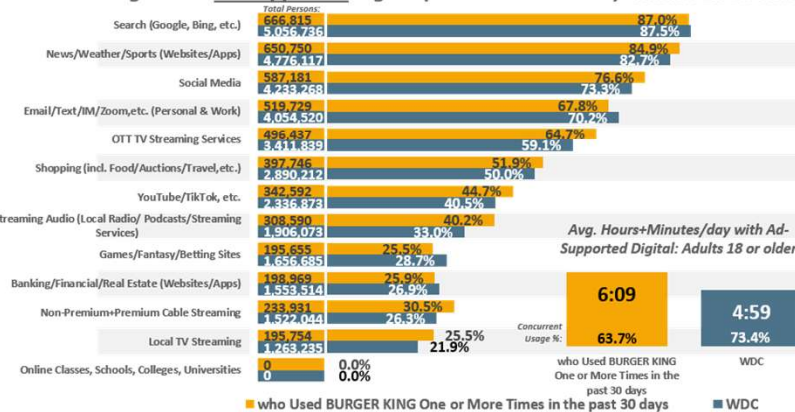
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778
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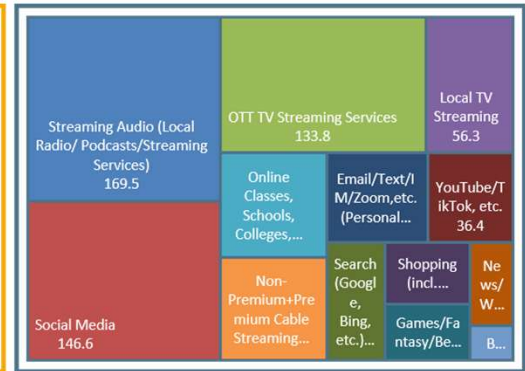
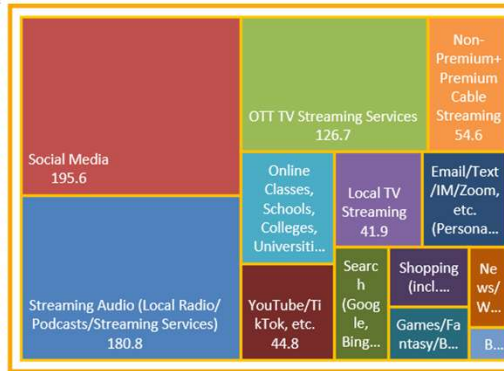
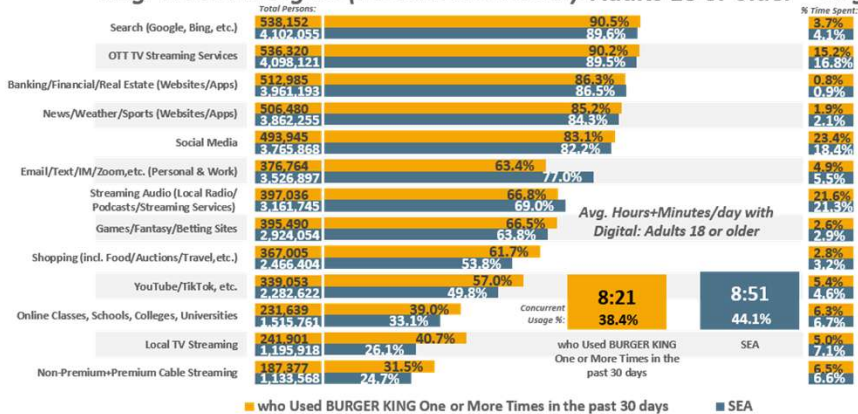
Quick service restaurants used past 30 days: Burger King



395,880 or 66.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 156.8 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

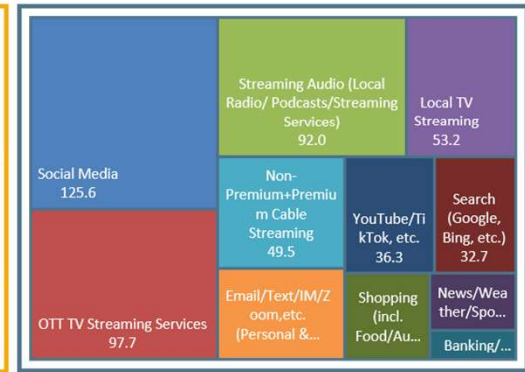
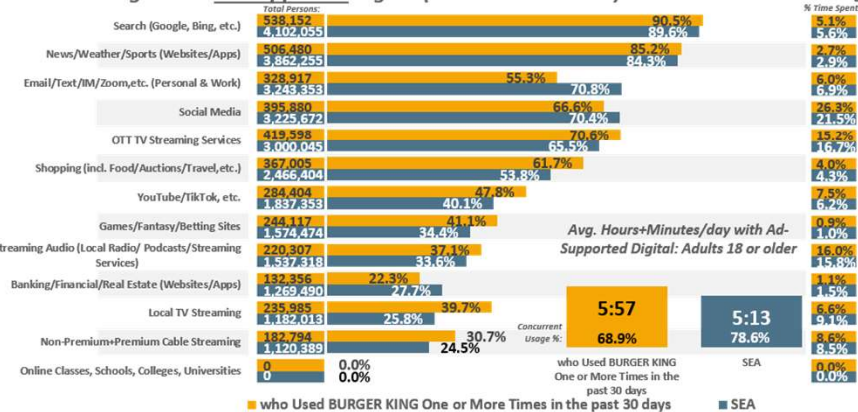
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

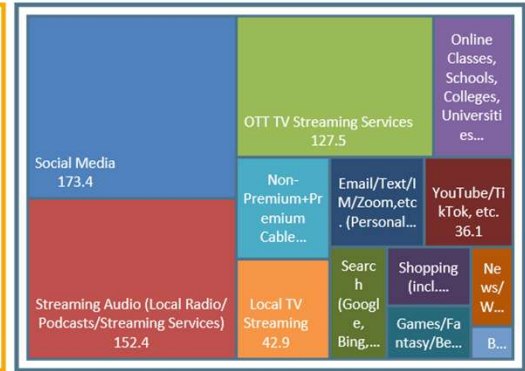
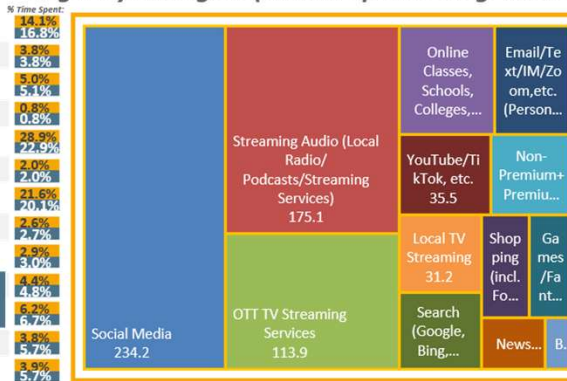
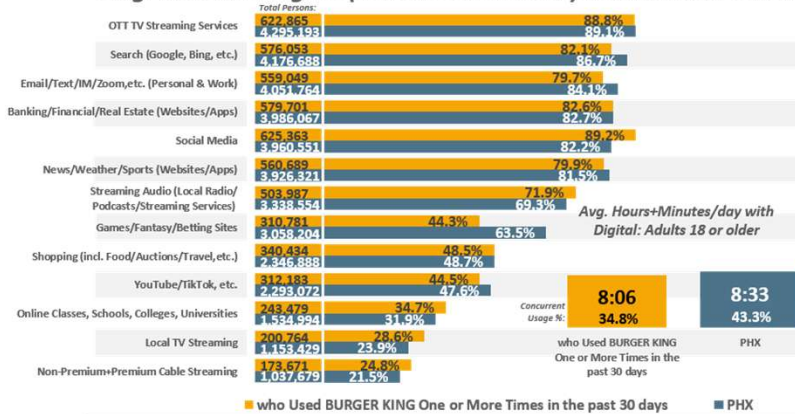




586,097 or 83.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Social Media for an average of 219.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Digital Media.

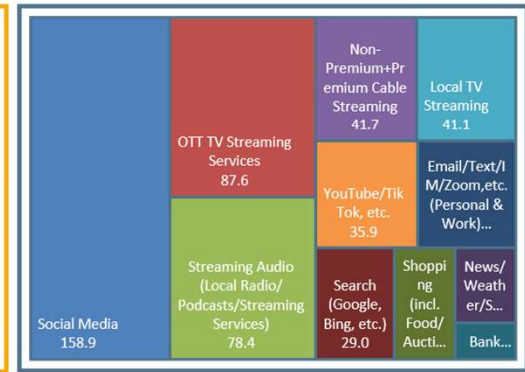
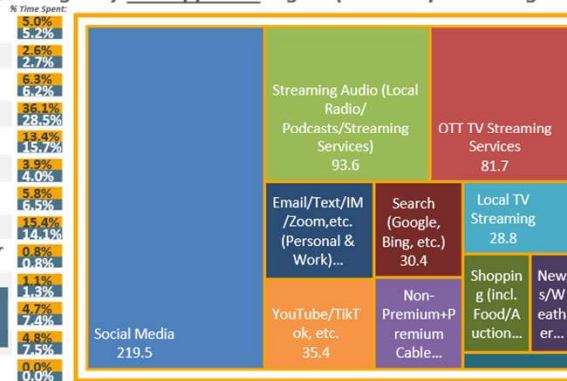
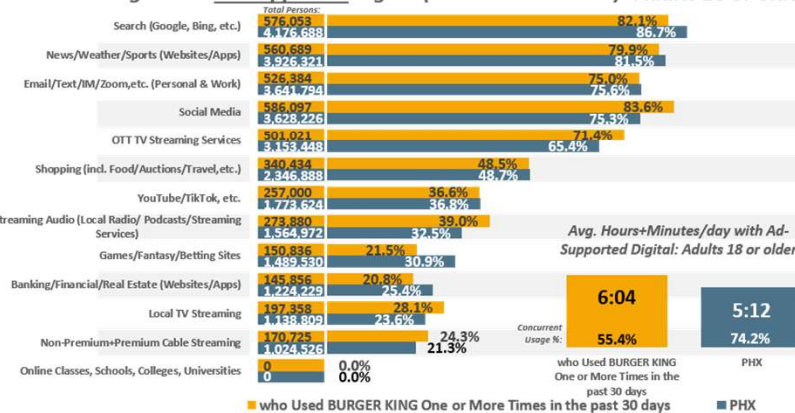
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

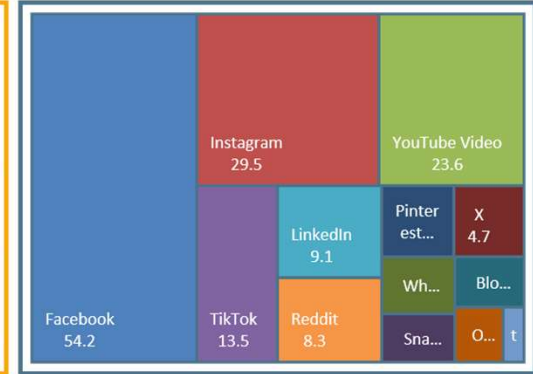
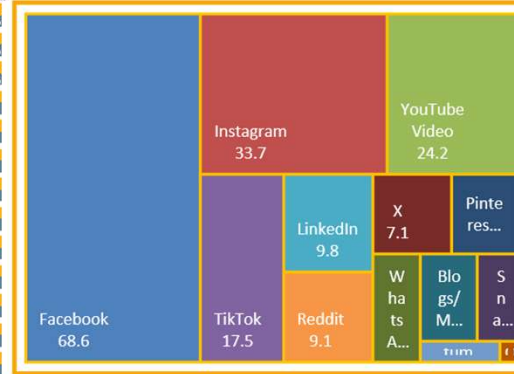
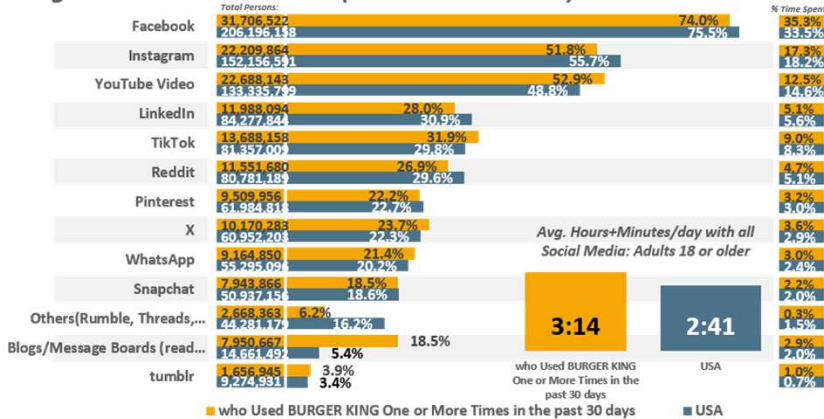
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



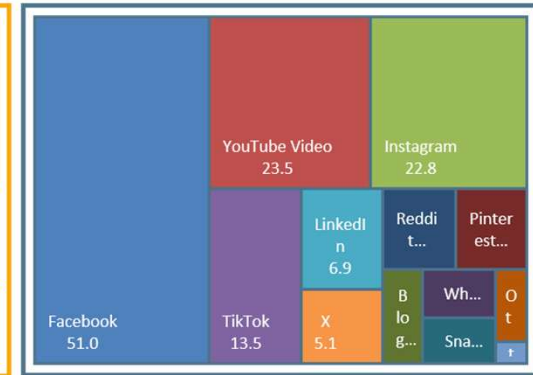
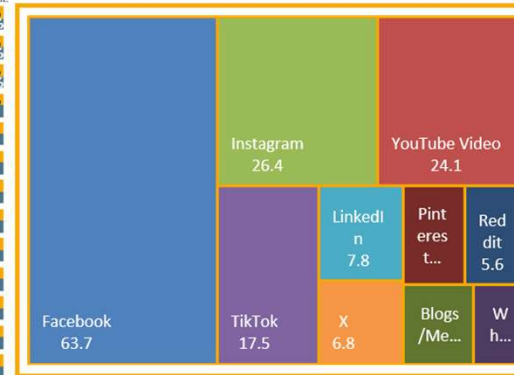
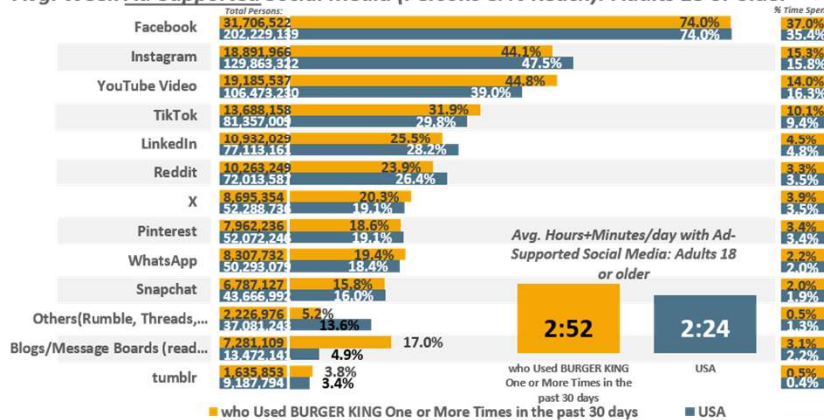


31,706,522 or 74.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

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**



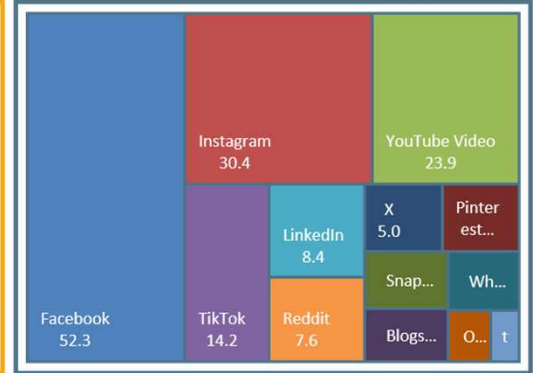
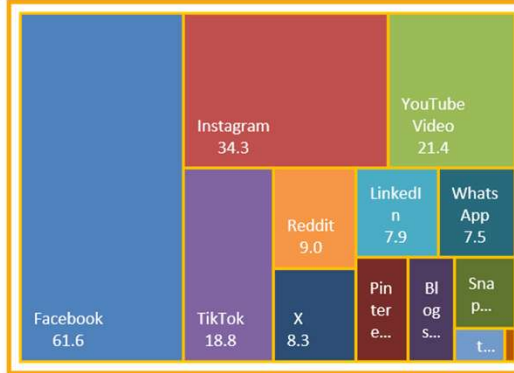
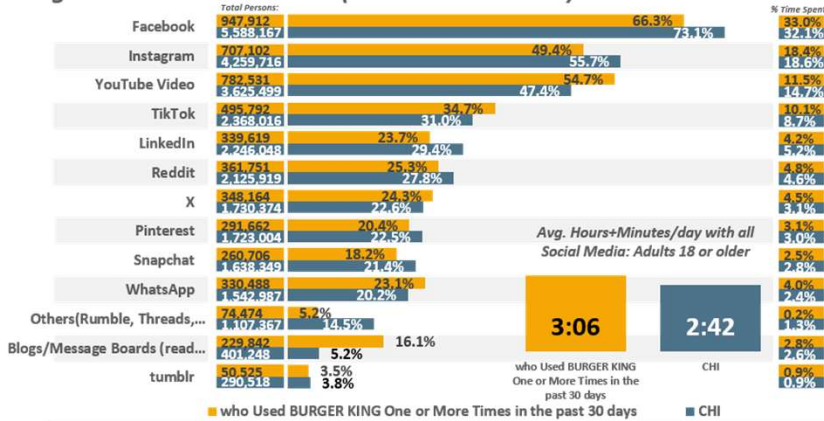
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



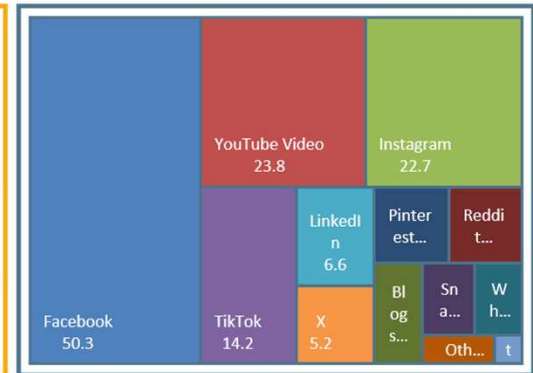
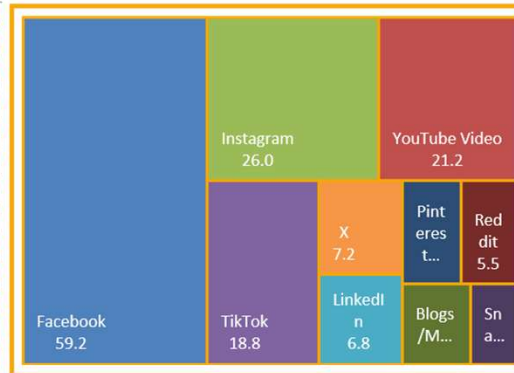
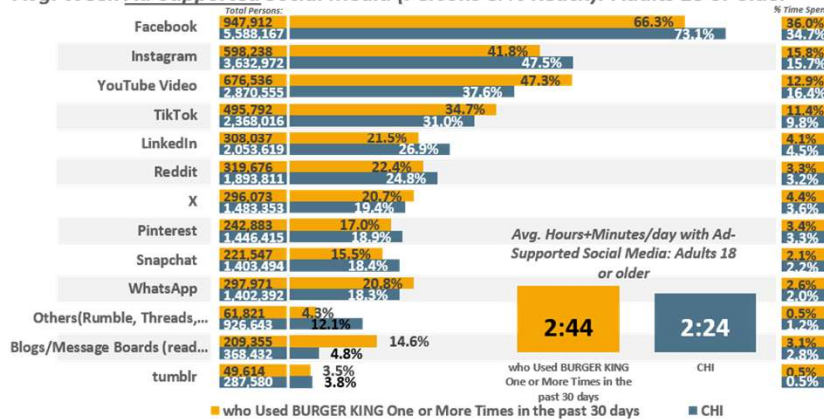


947,912 or 66.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.2 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

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



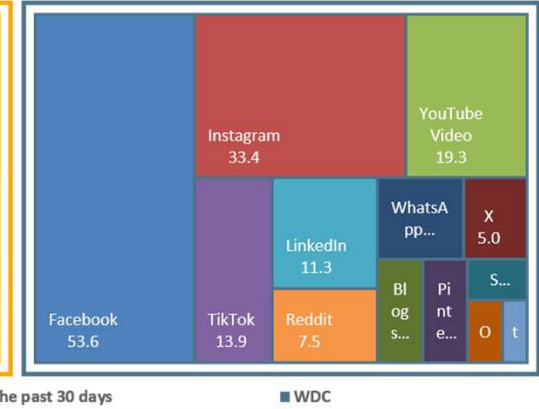
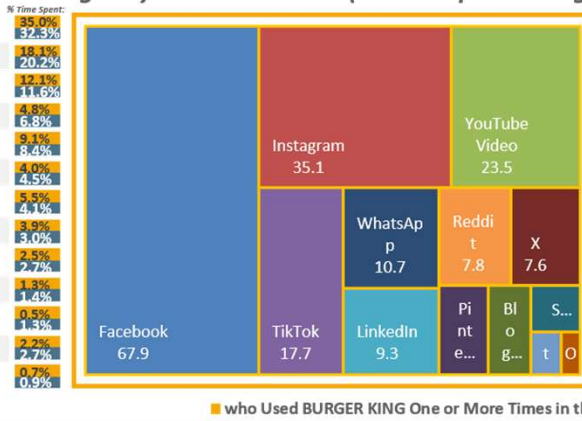
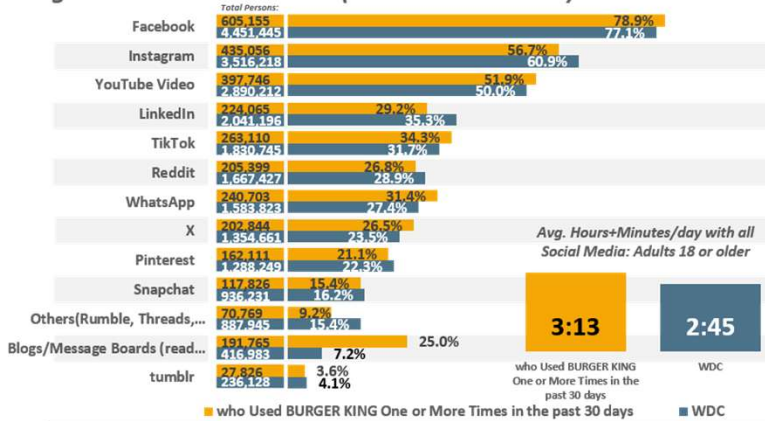
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



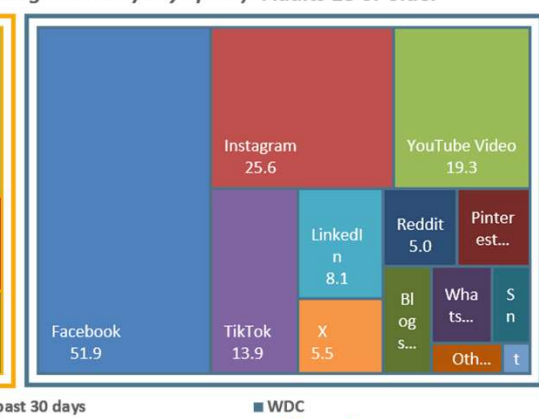
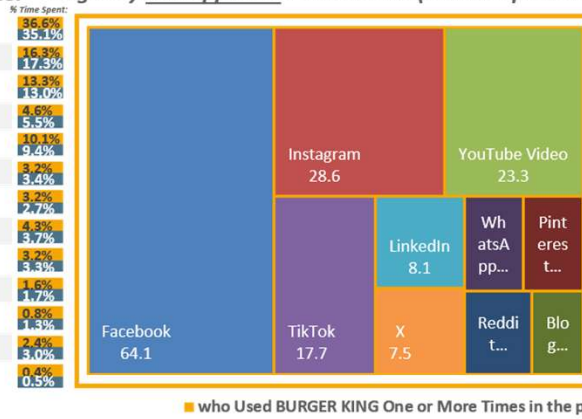
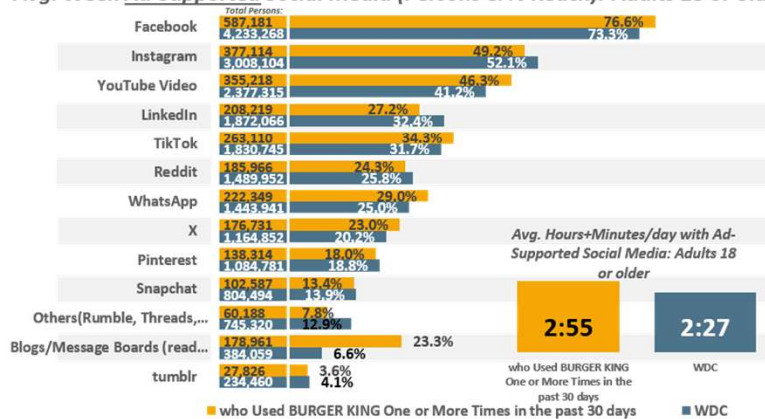


587,181 or 76.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778
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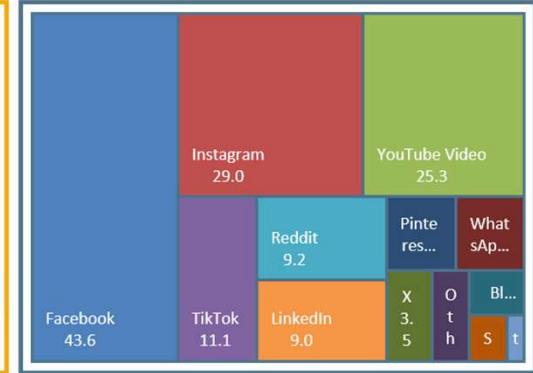
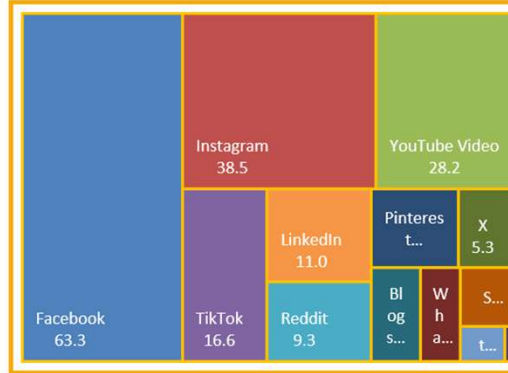
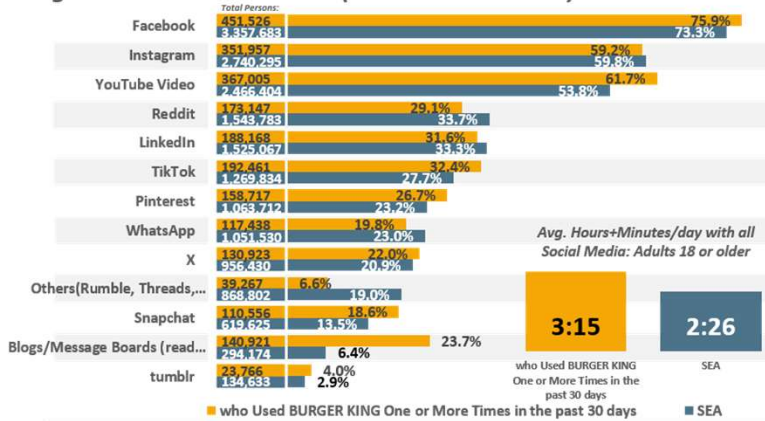
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

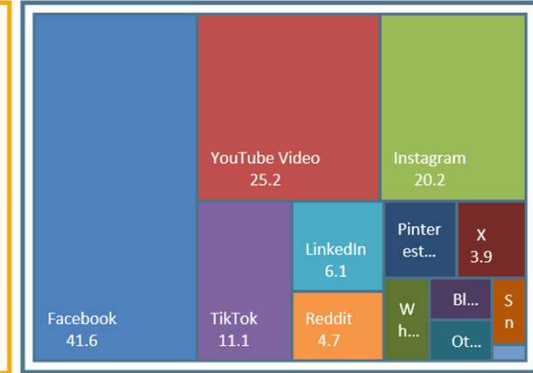
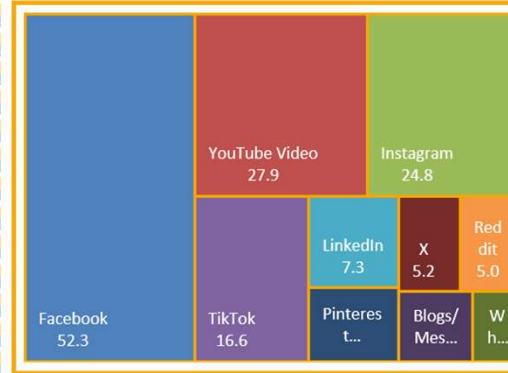
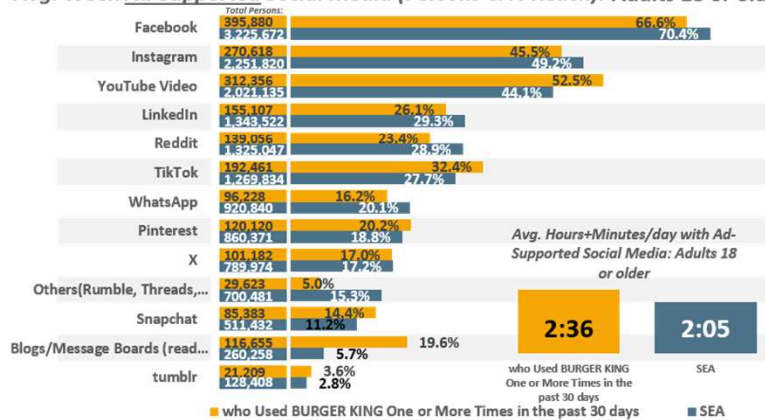


395,880 or 66.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 52.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

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**

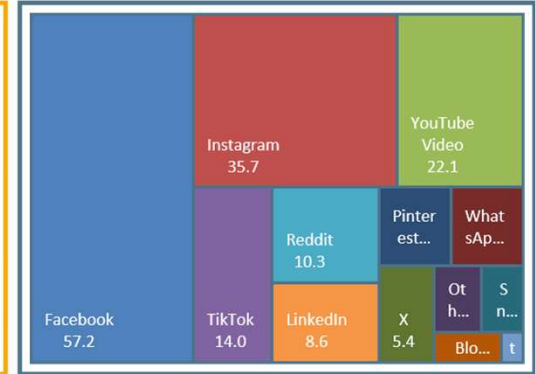
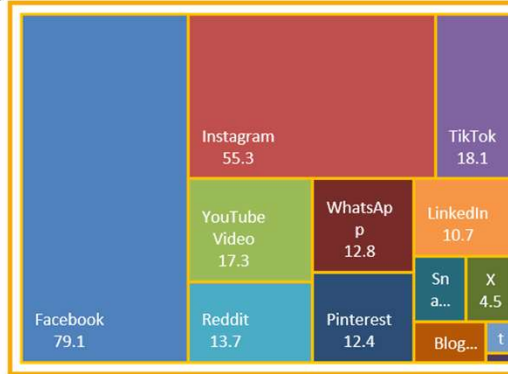
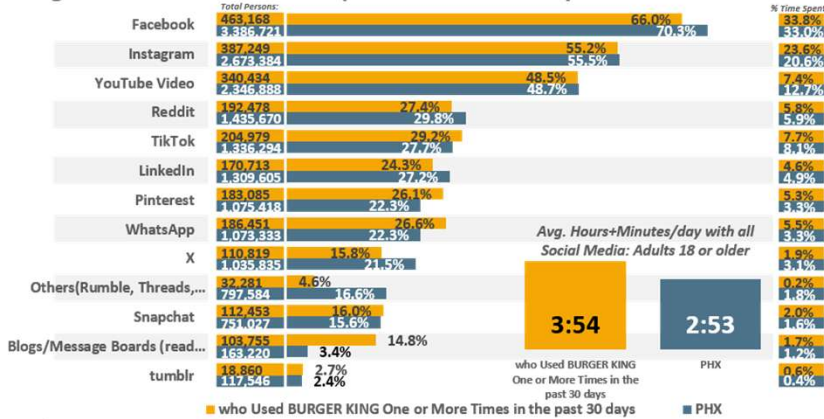




463,168 or 66.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 84.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

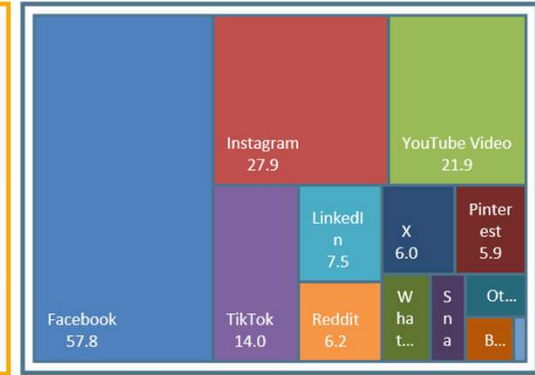
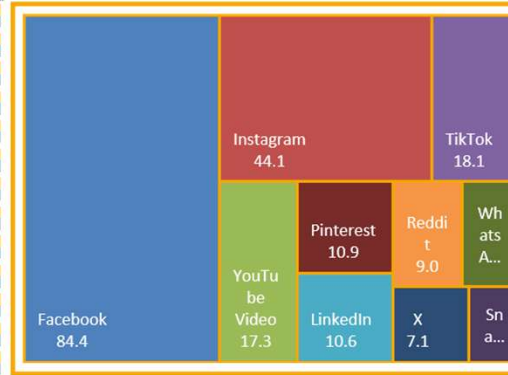
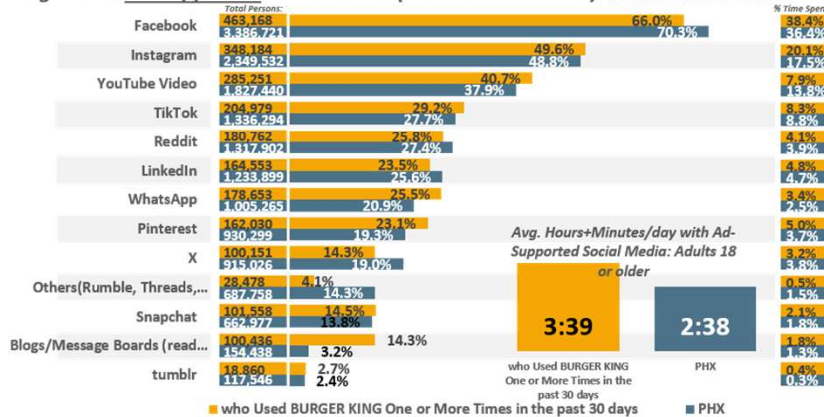
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 401
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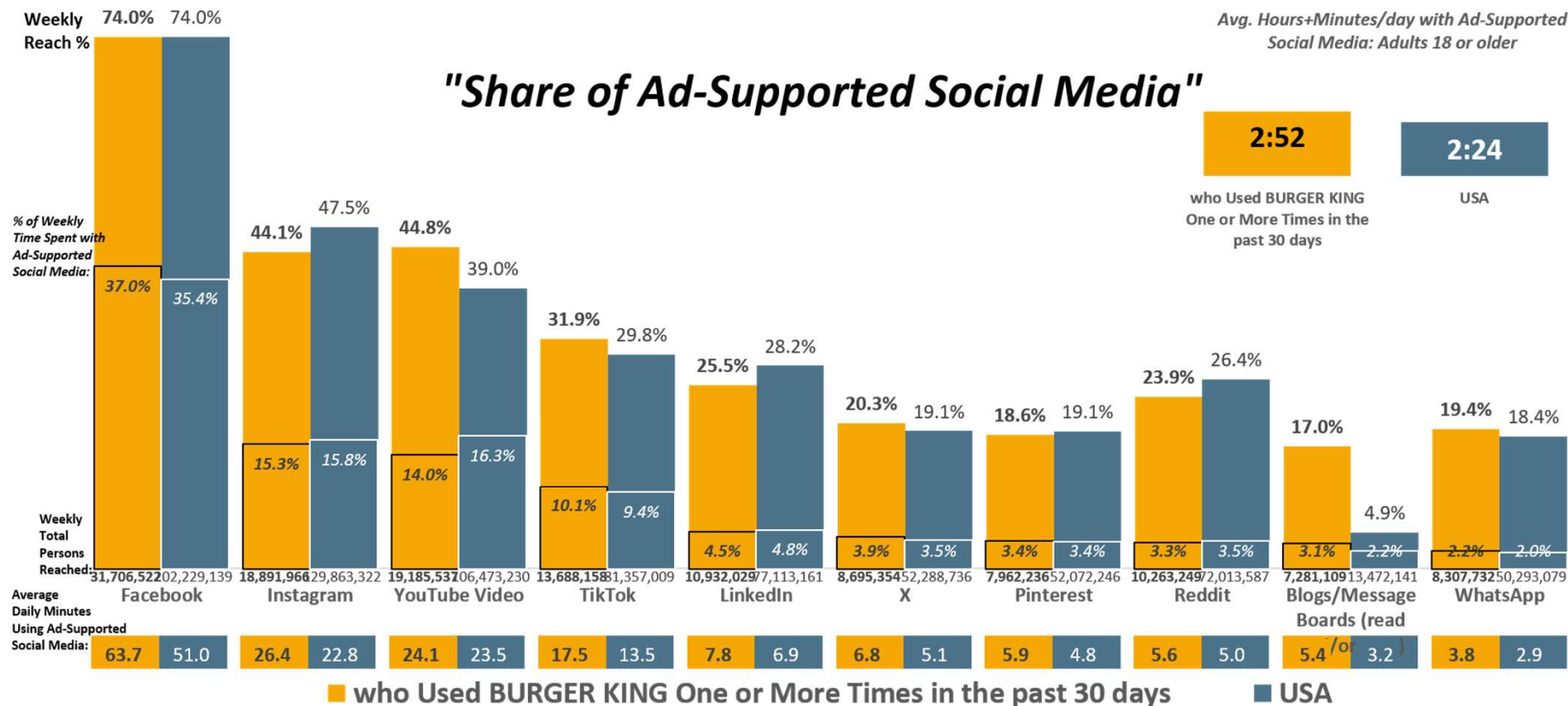
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



31,706,522 or 74.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

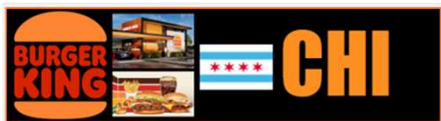
"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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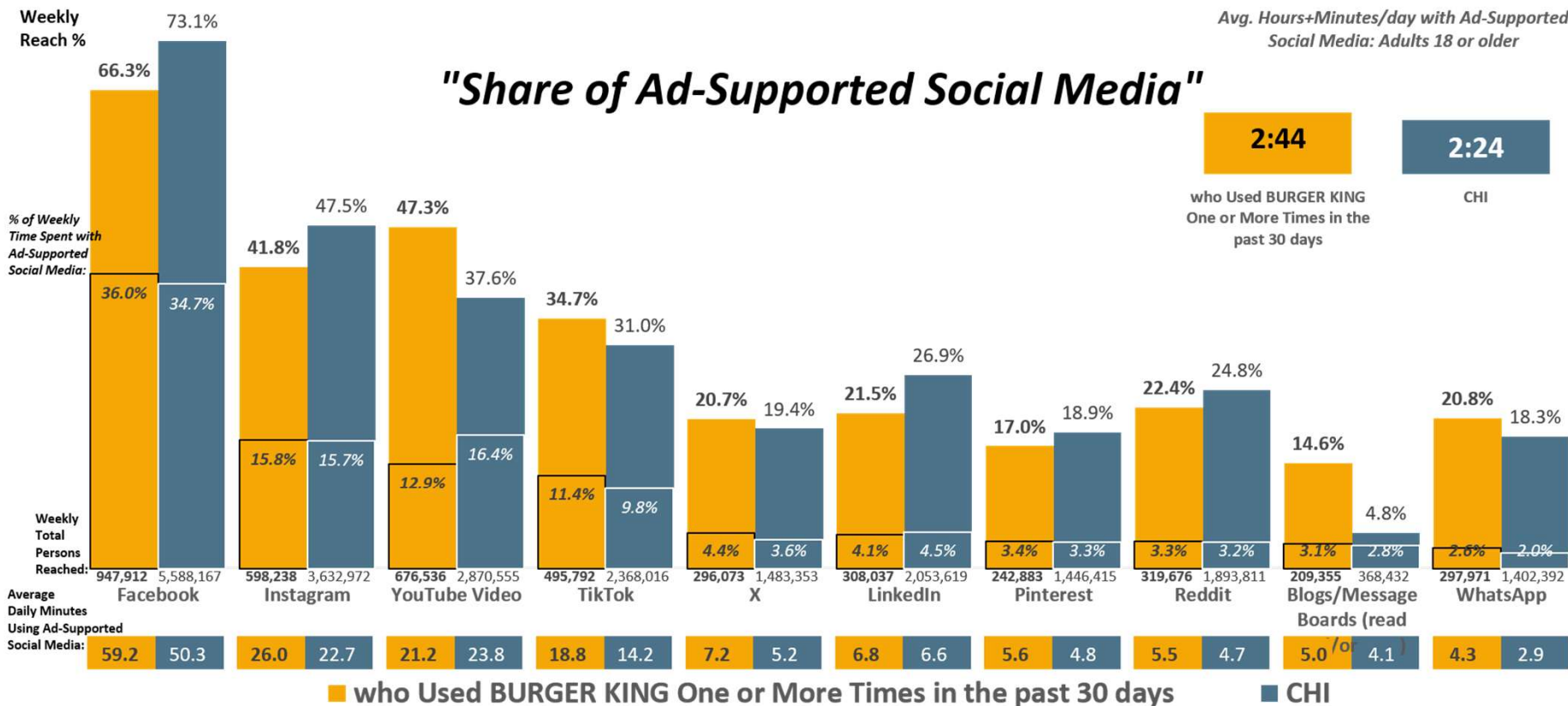
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



947,912 or 66.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.2 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

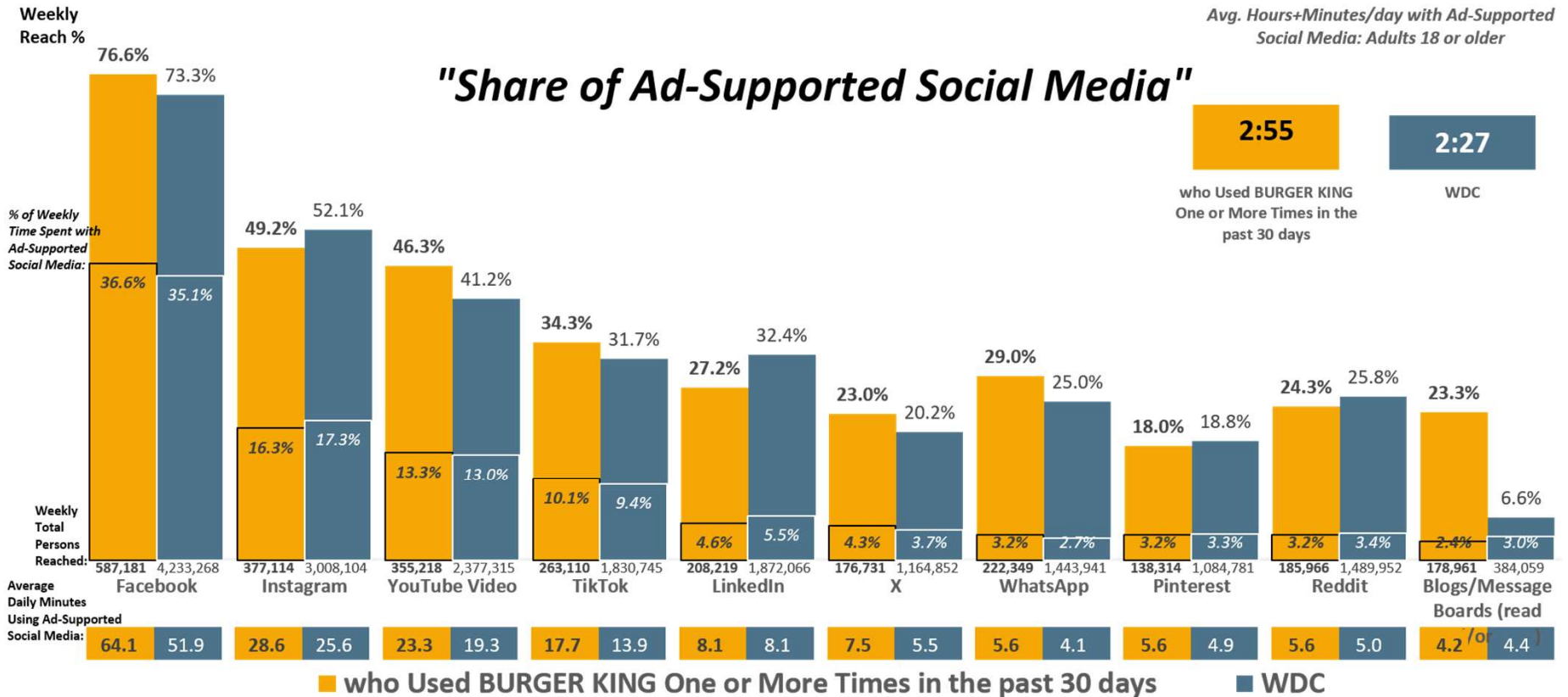
"Share of Ad-Supported Social Media"





587,181 or 76.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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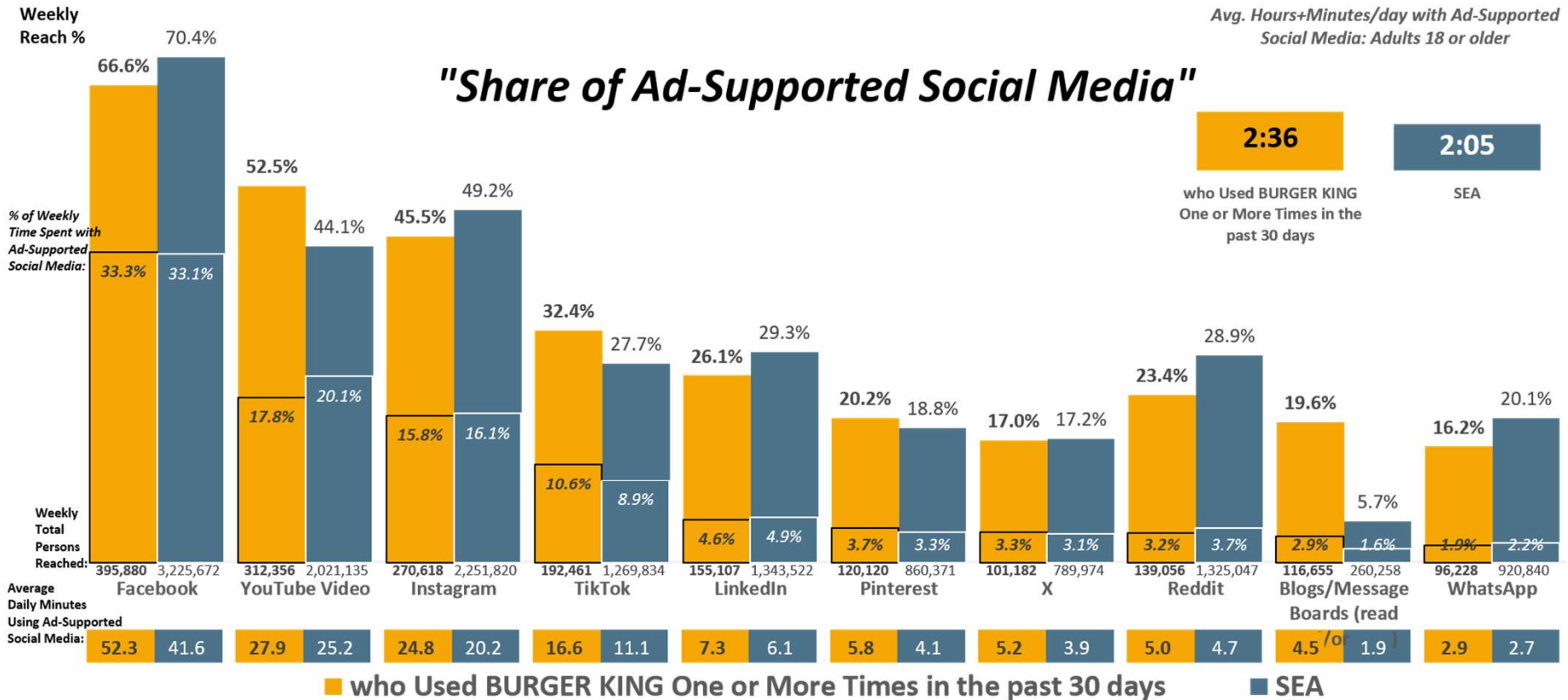
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



395,880 or 66.6% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 52.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

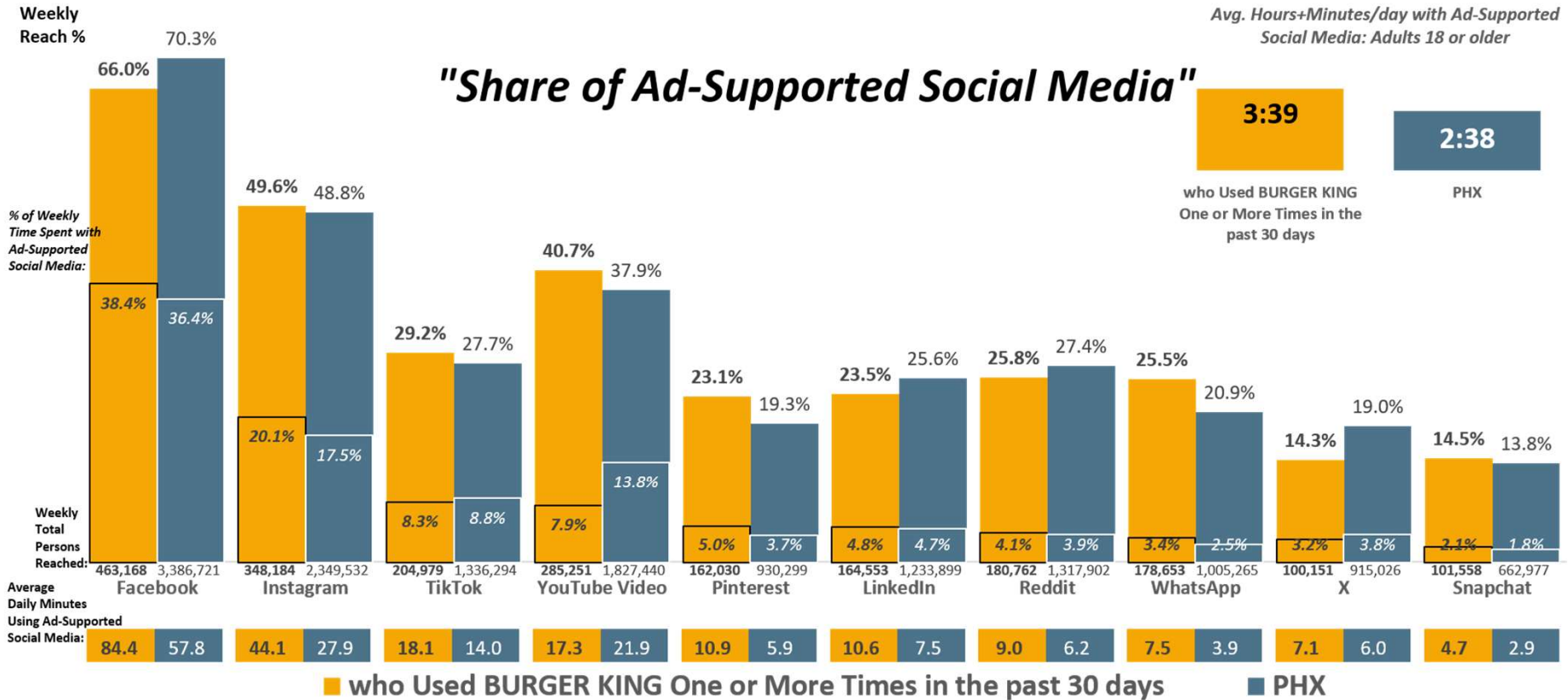
"Share of Ad-Supported Social Media"





463,168 or 66.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days use Ad-Supported Facebook for an average of 84.4 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

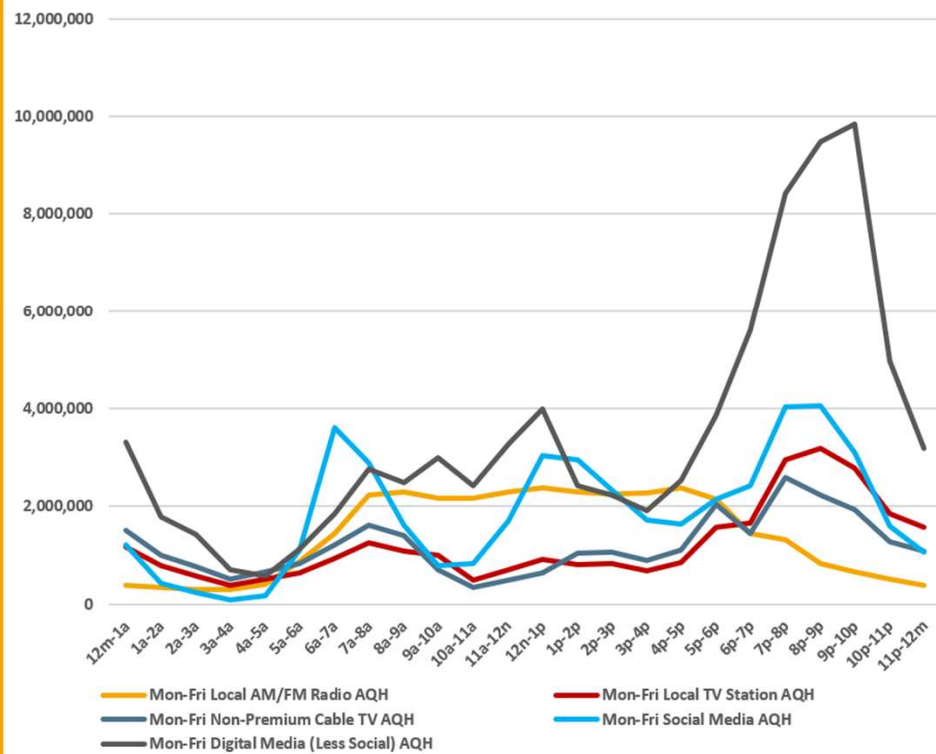
"Share of Ad-Supported Social Media"



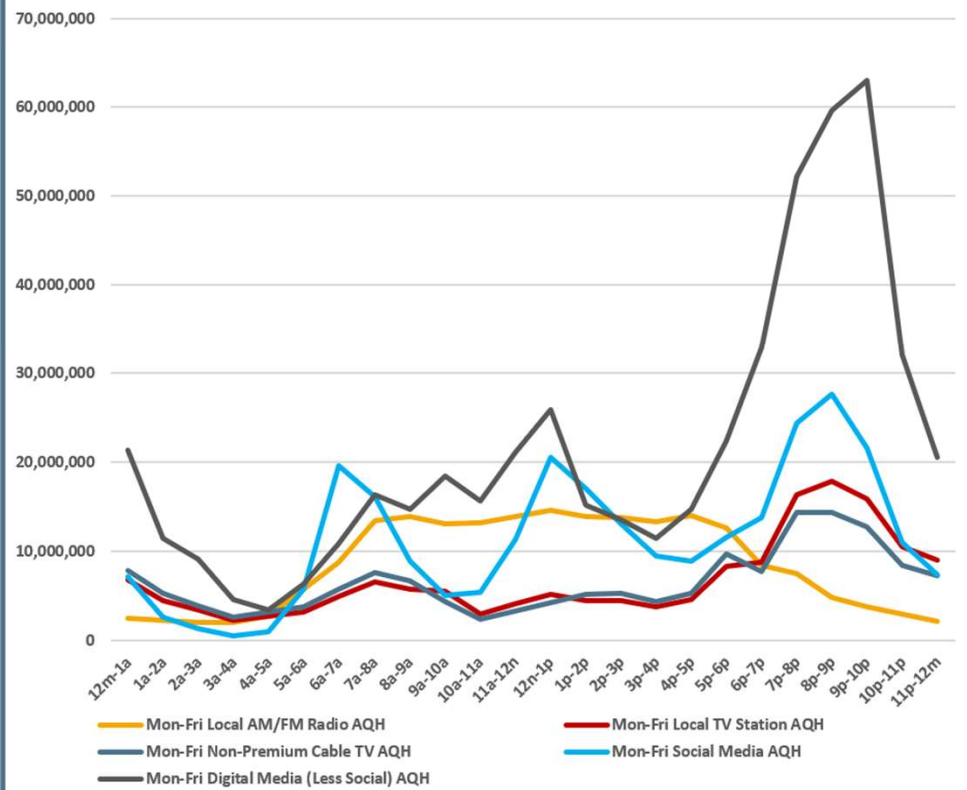


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,953,835;
Local Radio: 2,134,873; Social Media: 2,128,023; Non-Prem. Cable: 1,079,462; Local TV:
988,840 reaching Adults 18 or older who Used BURGER KING One or More Tim

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used BURGER KING 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861
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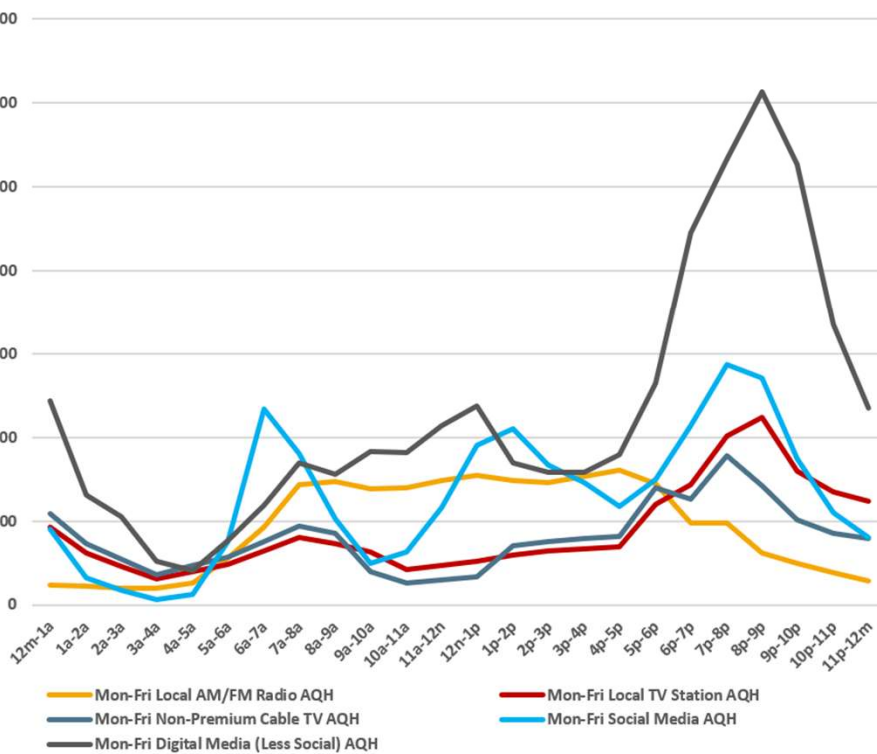
Quick service restaurants used past 30 days: Burger King

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for Anything ®

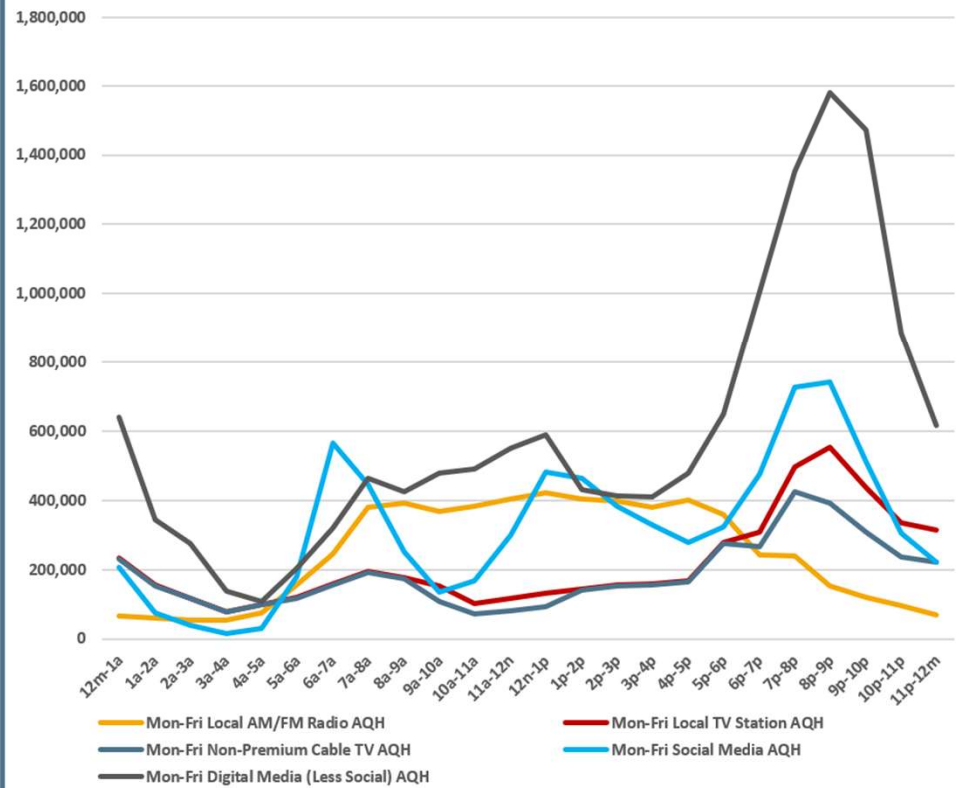


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 101,321;
Social Media: 74,667; Local Radio: 69,823; Non-Prem. Cable: 36,879; Local TV: 36,353
reaching Adults 18 or older who Used BURGER KING One or More Times in the pa

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



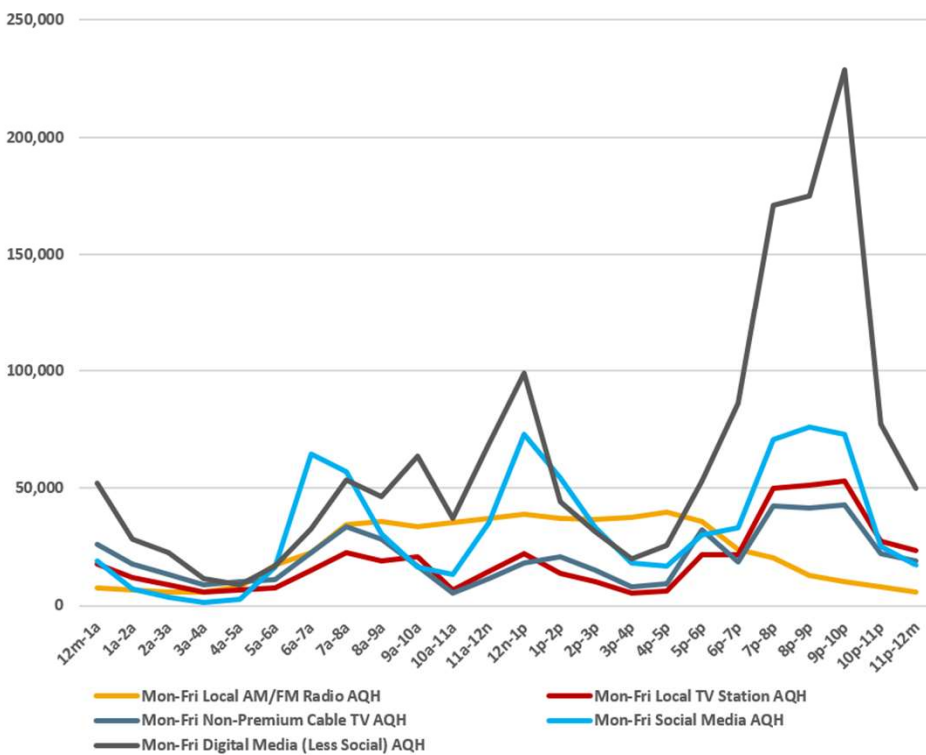
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



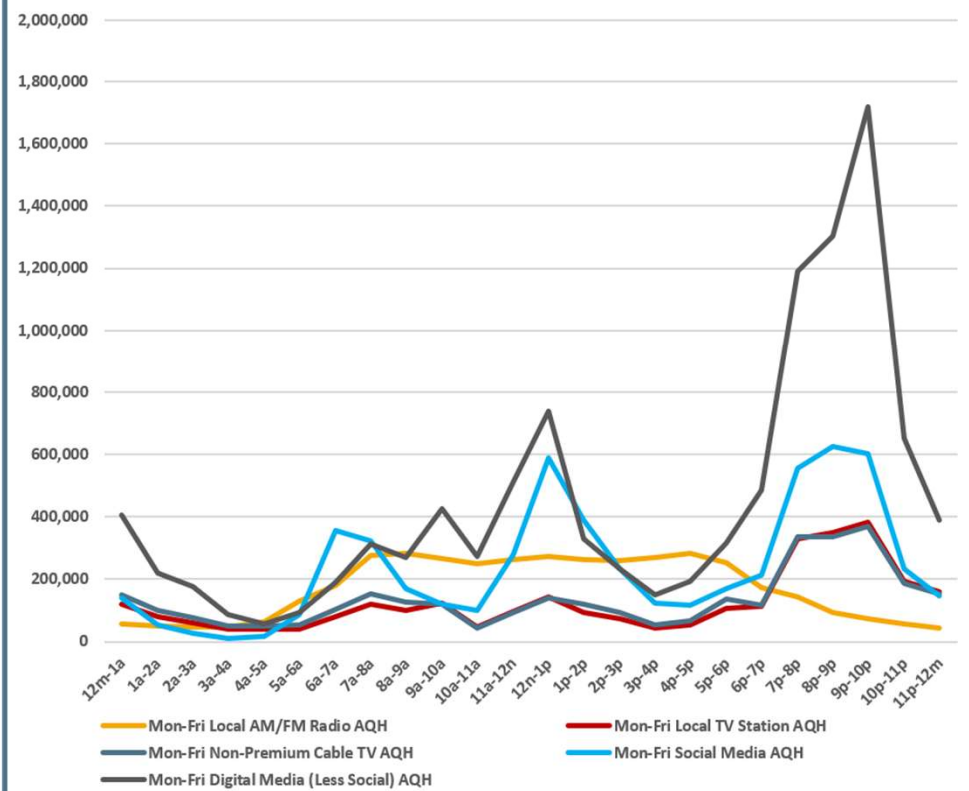


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,842;
Social Media: 36,501; Local Radio: 34,491; Non-Prem. Cable: 18,383; Local TV: 15,306
reaching Adults 18 or older who Used BURGER KING One or More Times in the pas

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



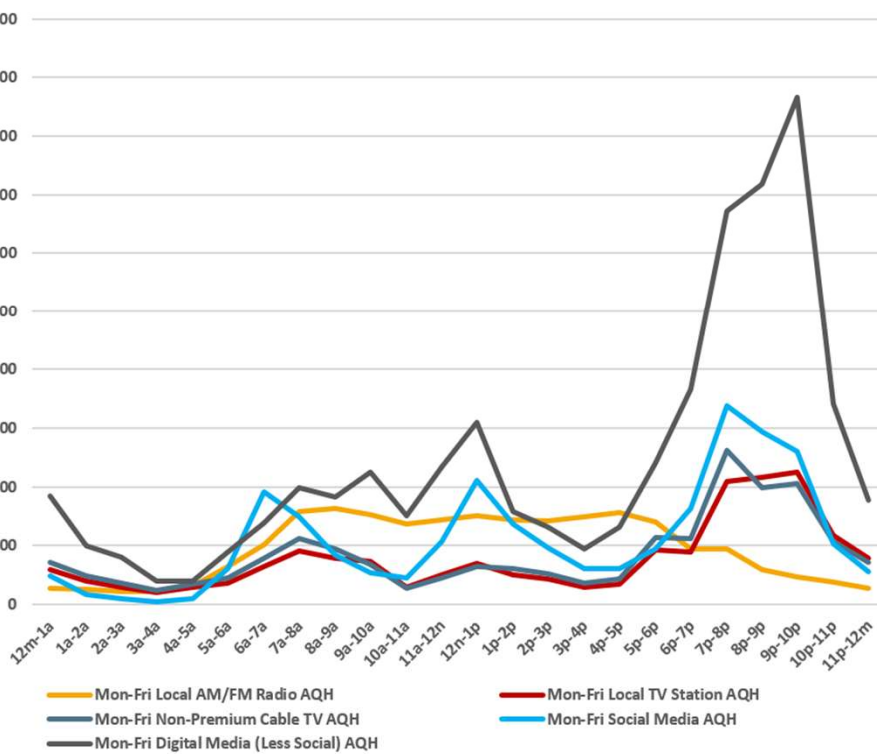
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



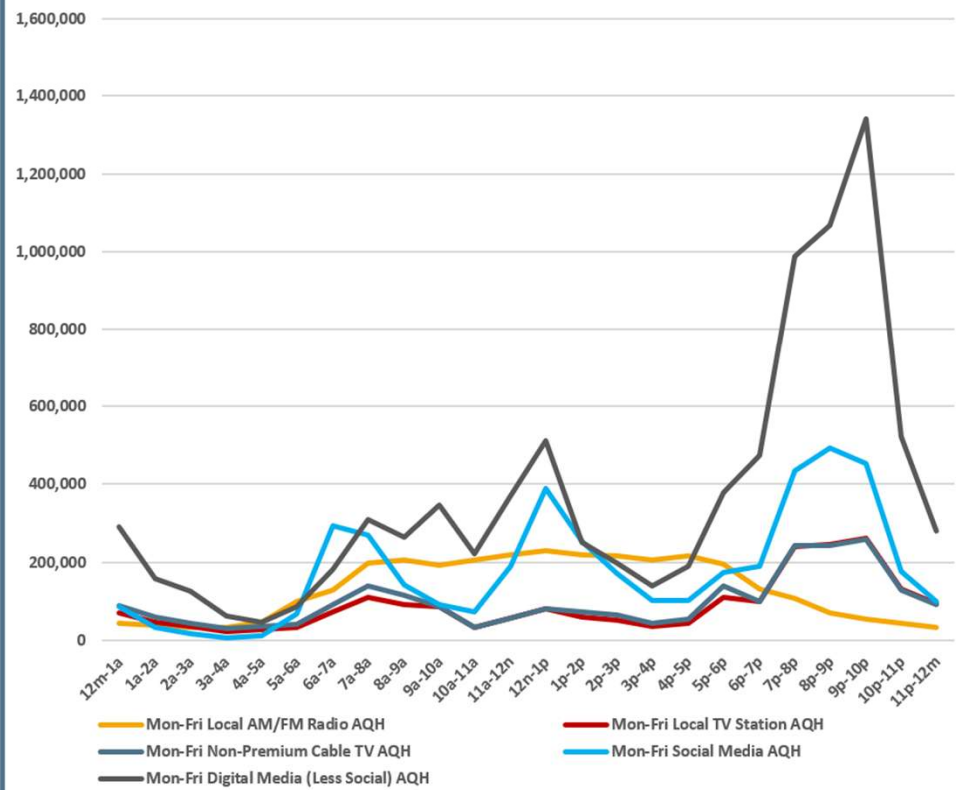


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 39,365; Local Radio: 28,190; Social Media: 22,345; Non-Prem. Cable: 13,911; Local TV: 12,211 reaching Adults 18 or older who Used BURGER KING One or More Times in the pas

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



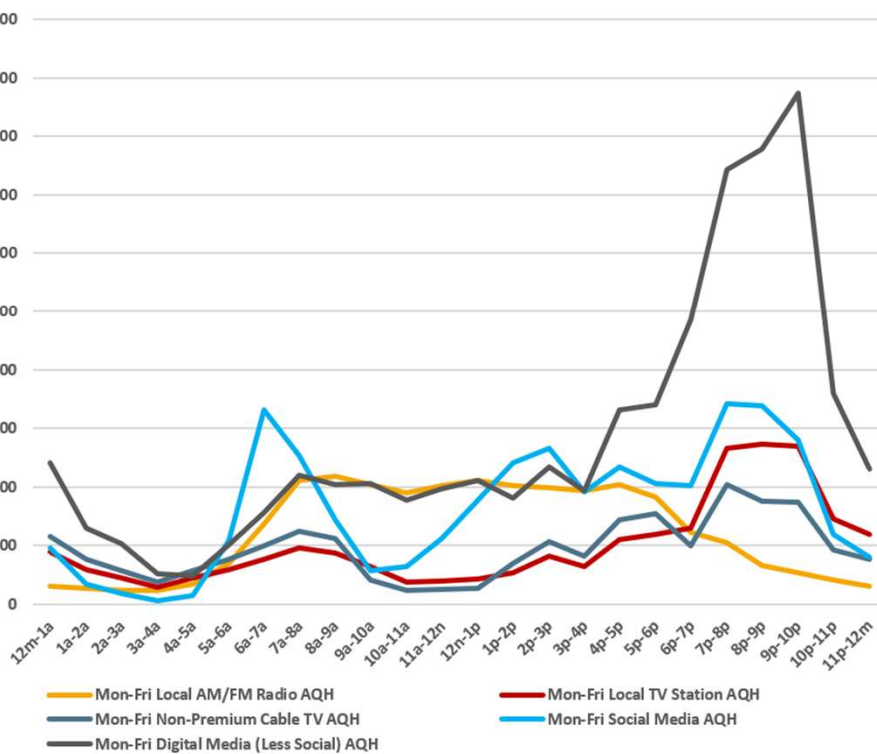
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



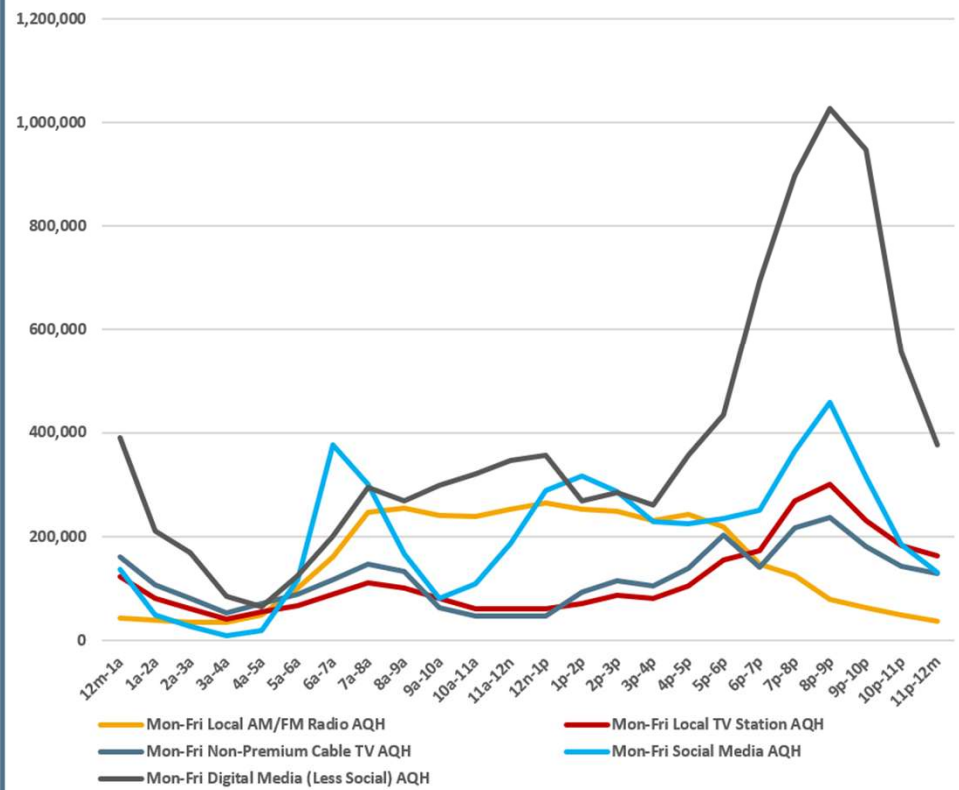


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 48,177;
Social Media: 38,233; Local Radio: 38,180; Non-Prem. Cable: 17,161; Local TV: 15,507
reaching Adults 18 or older who Used BURGER KING One or More Times in the pas

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



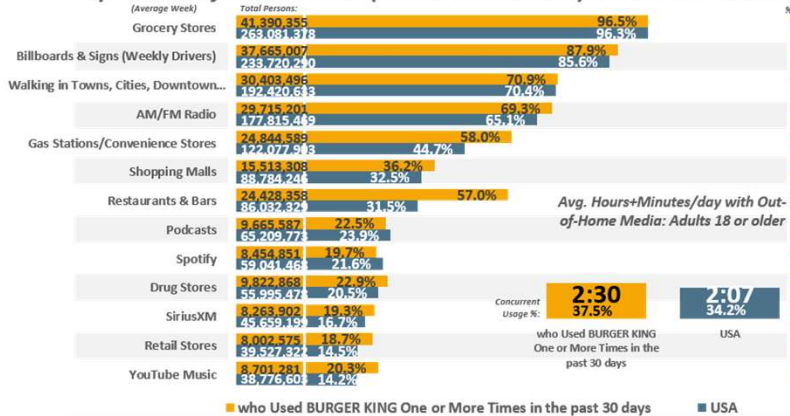
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



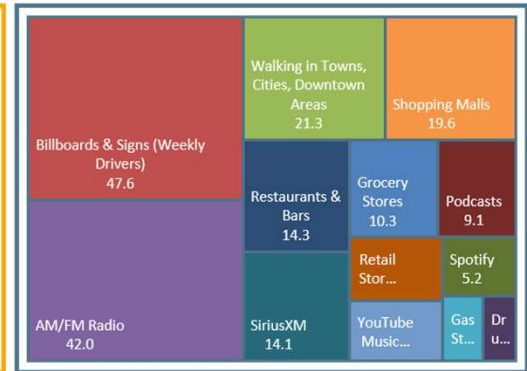
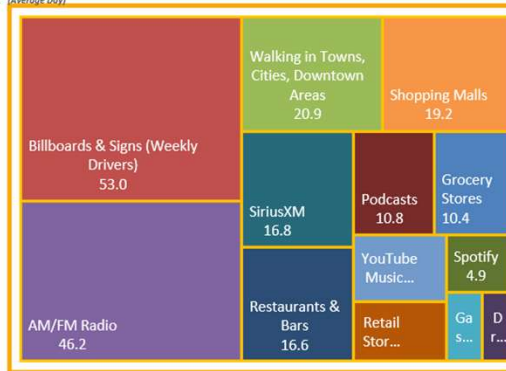


37,665,007 or 87.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minu

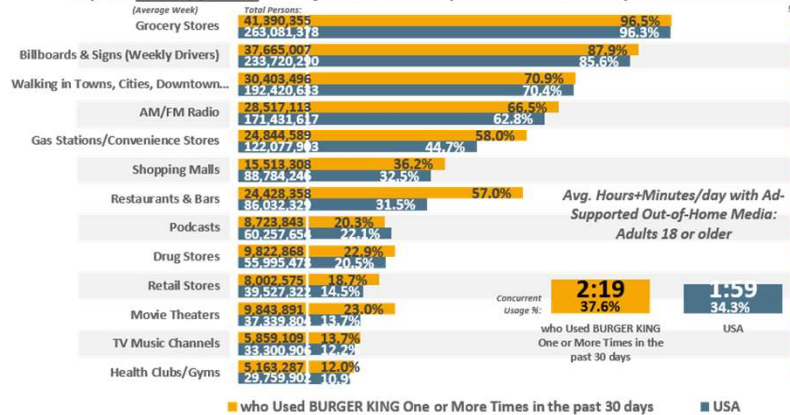
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



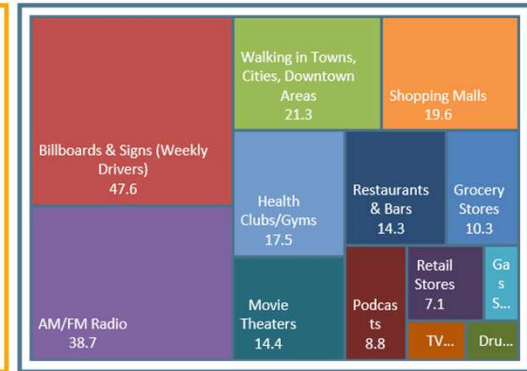
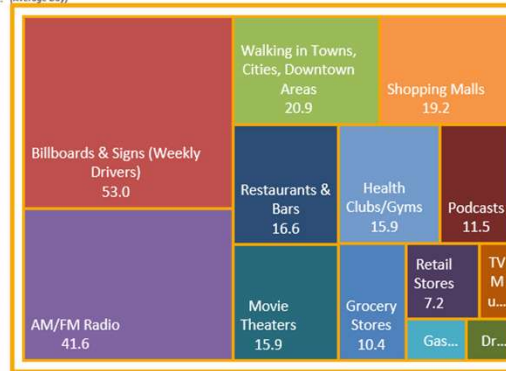
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 3,861
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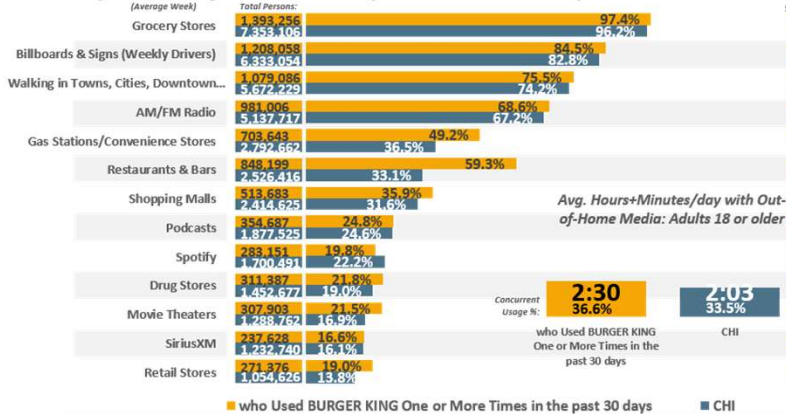
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

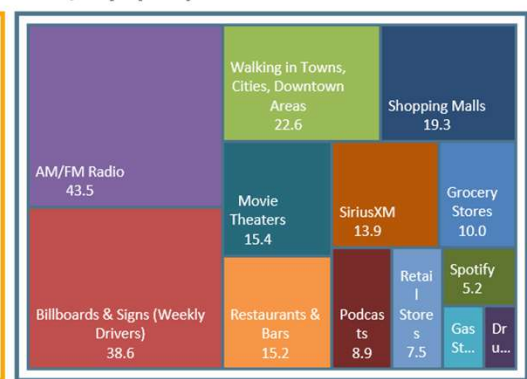
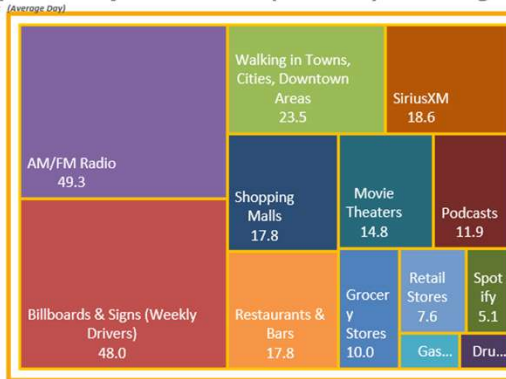


1,208,058 or 84.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 48. minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minute

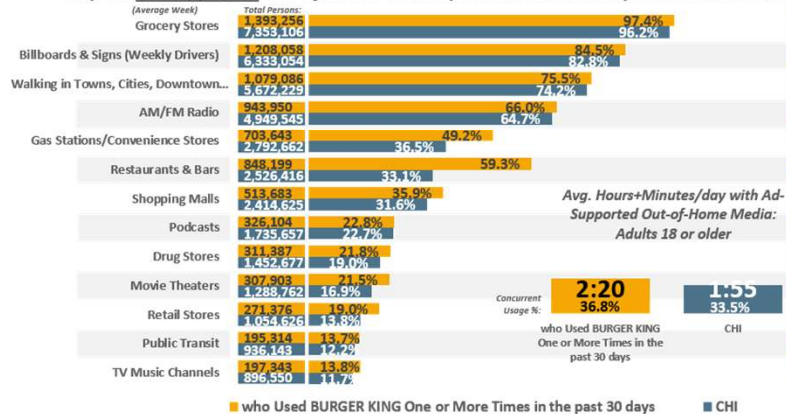
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



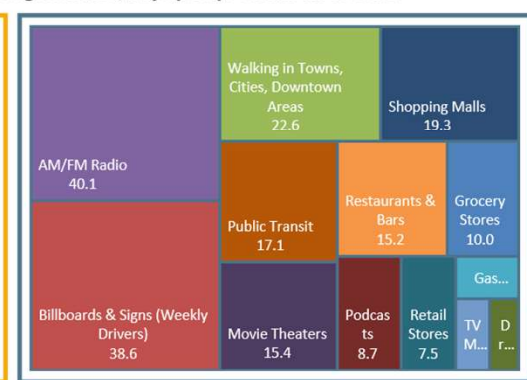
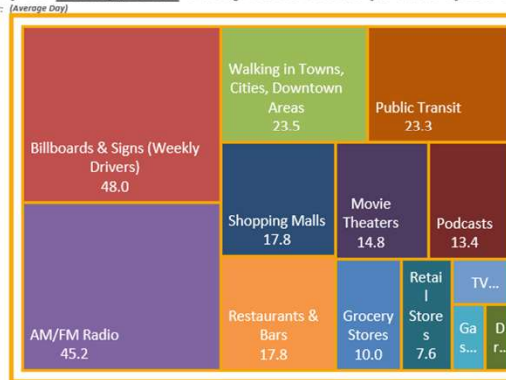
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



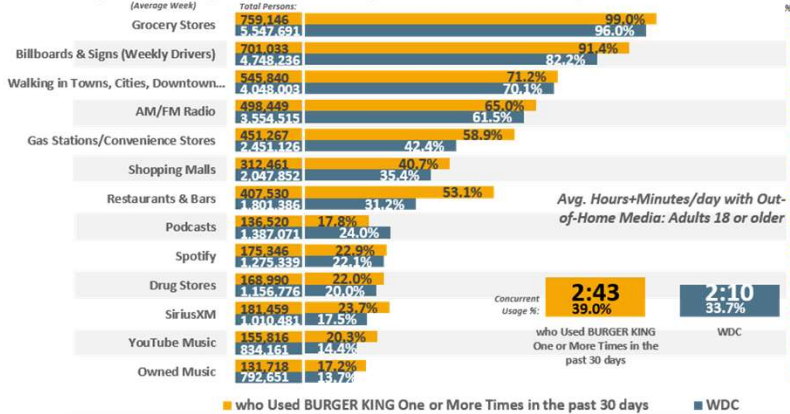
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



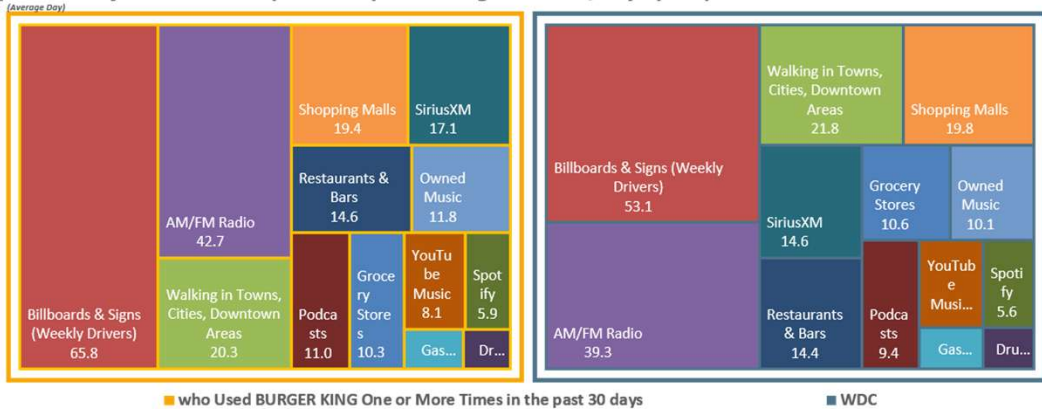


701,033 or 91.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 65.8 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minute

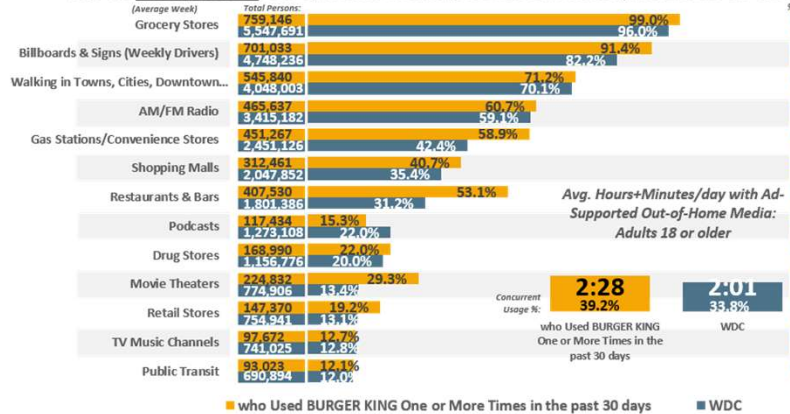
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



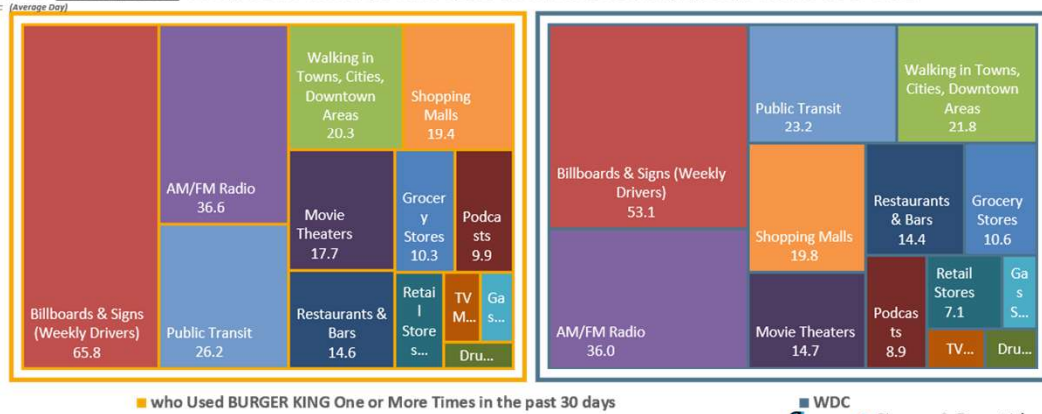
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



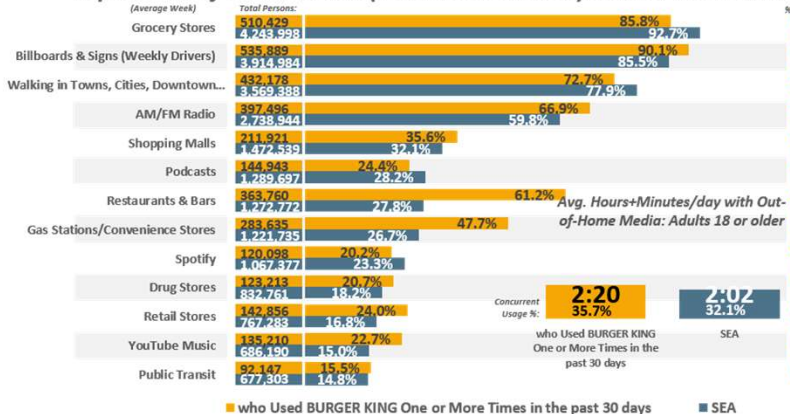
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



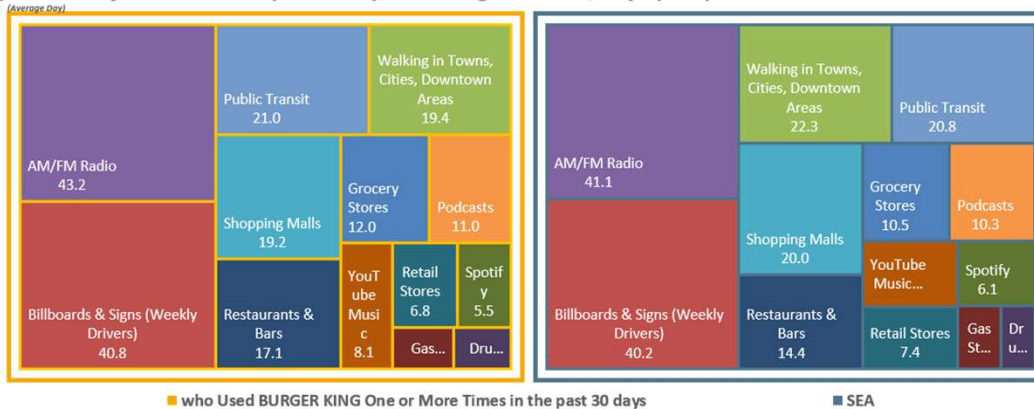


535,889 or 90.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 40.8 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 39.1 minute

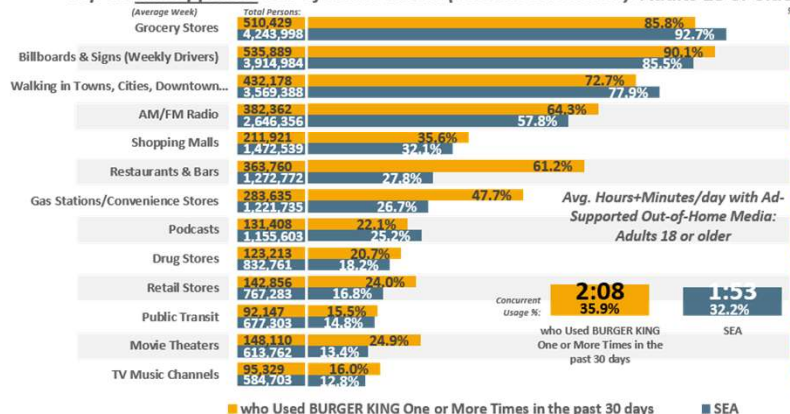
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



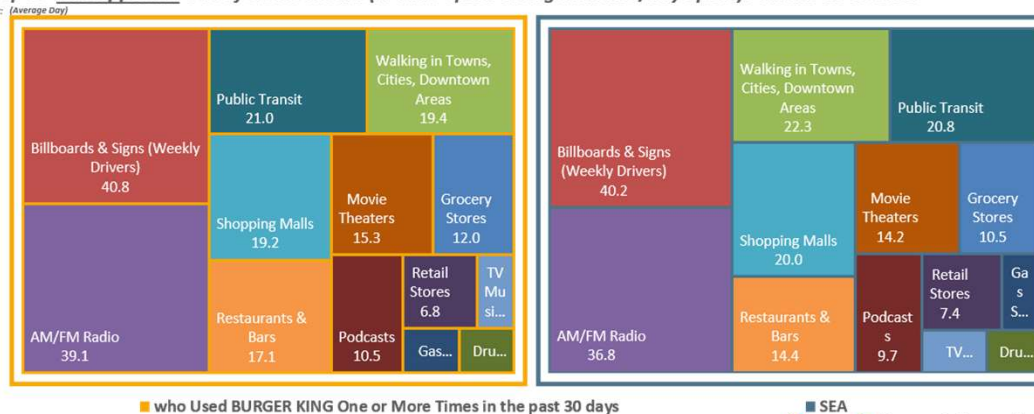
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

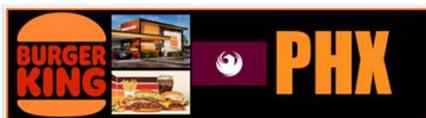


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



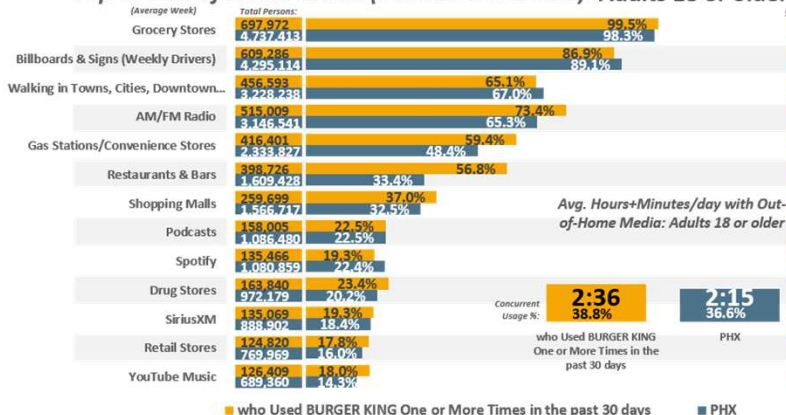
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



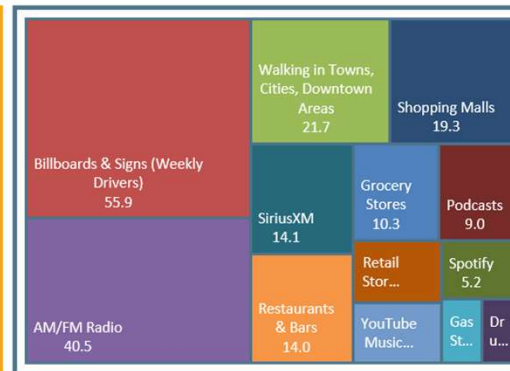
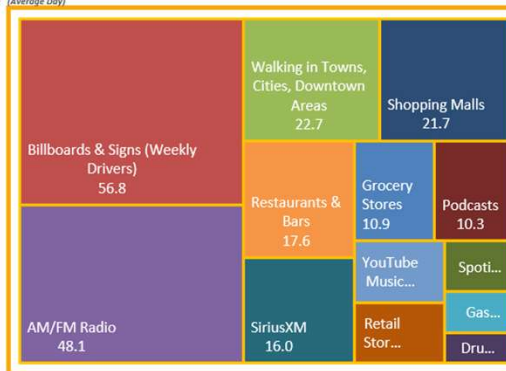


609,286 or 86.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minute

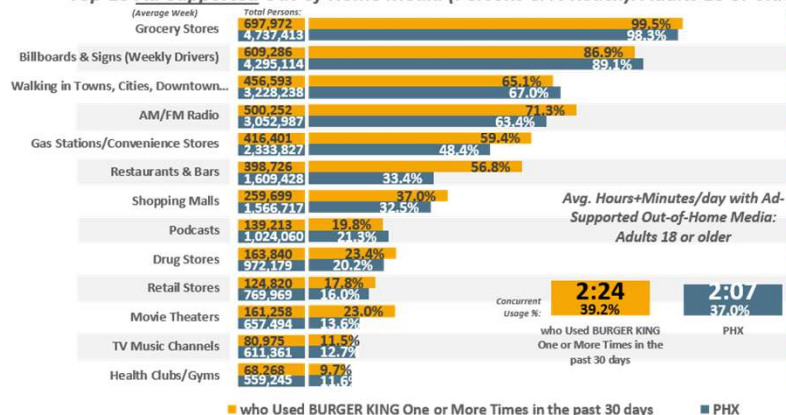
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



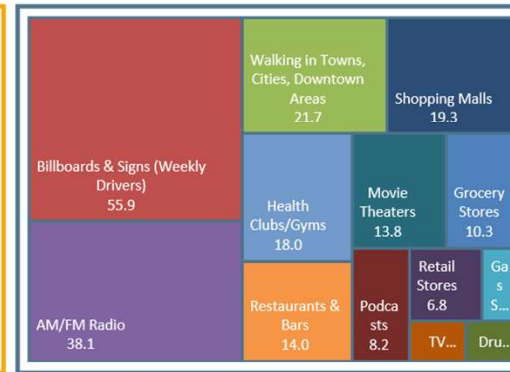
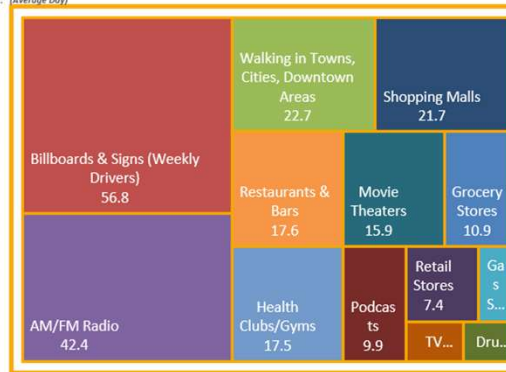
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



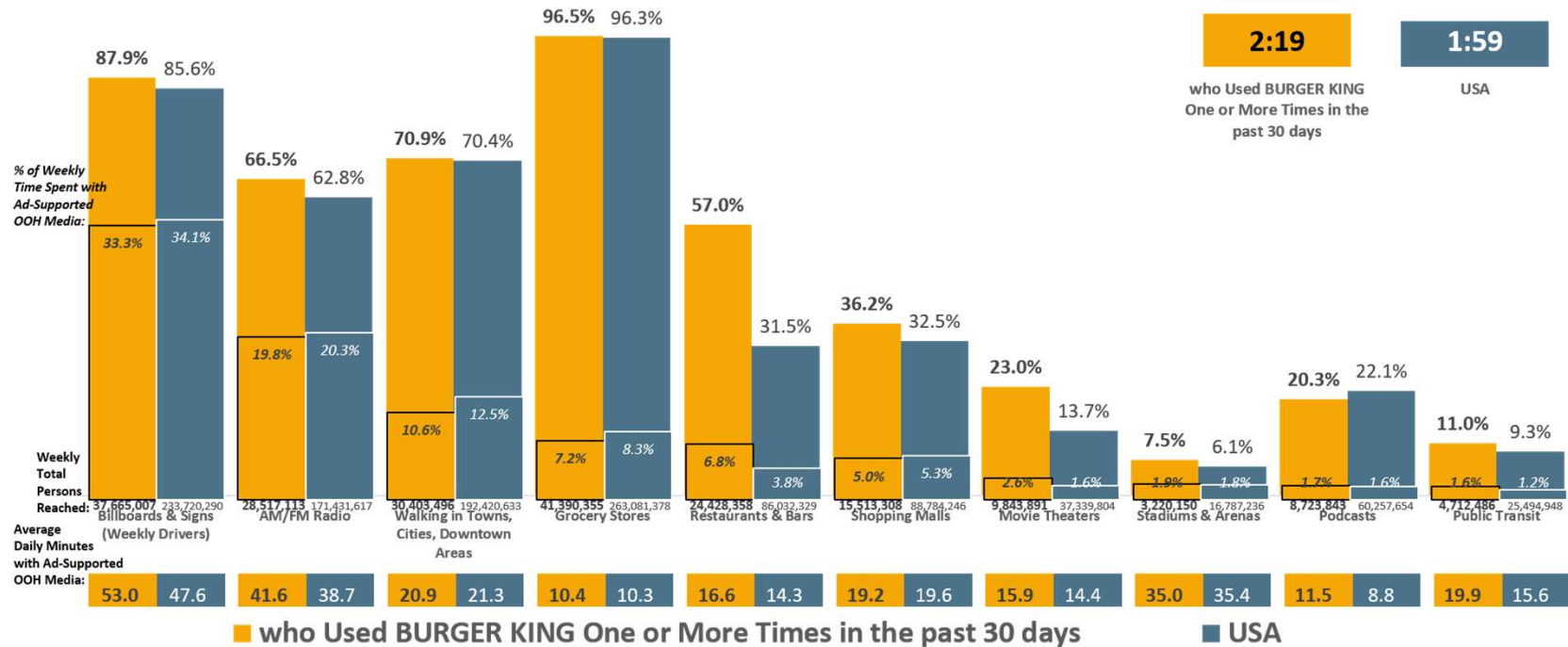


37,665,007 or 87.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 33.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,861 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: Burger King

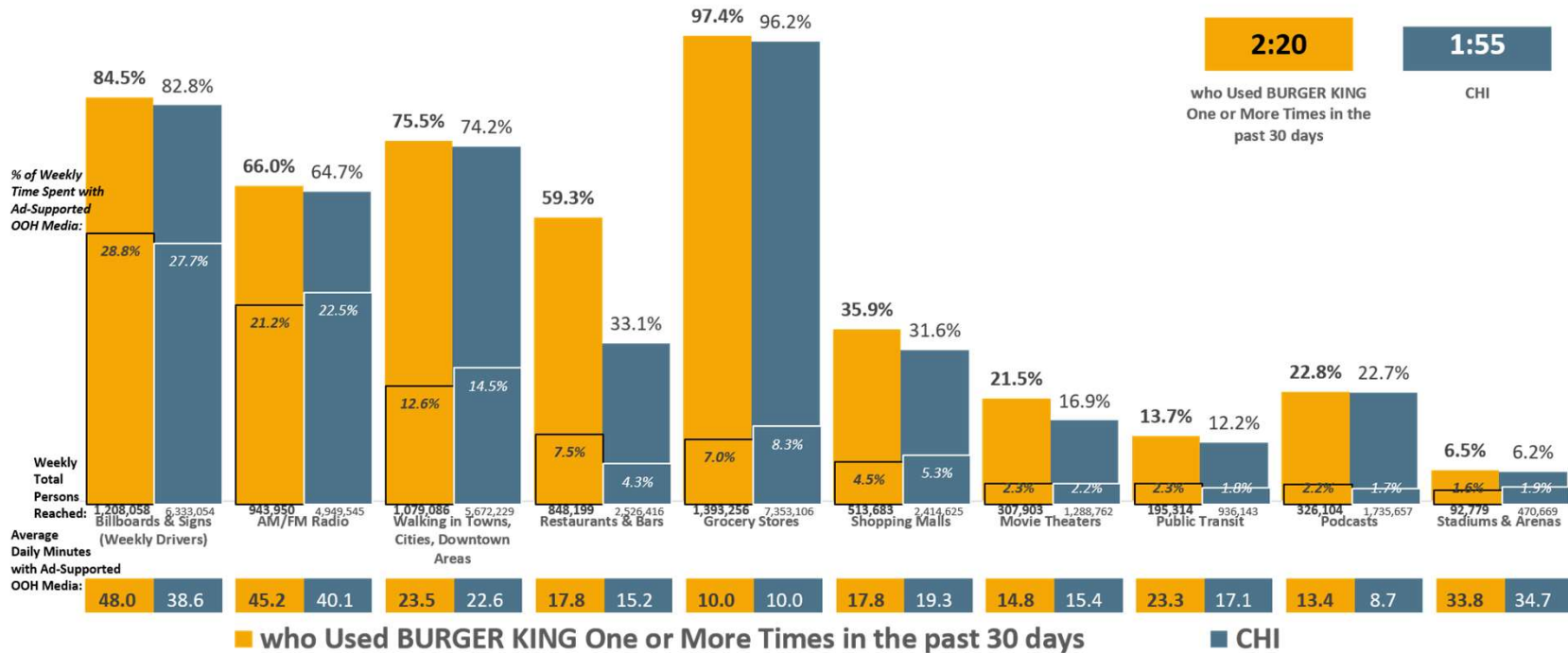


1,208,058 or 84.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 776
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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: Burger King

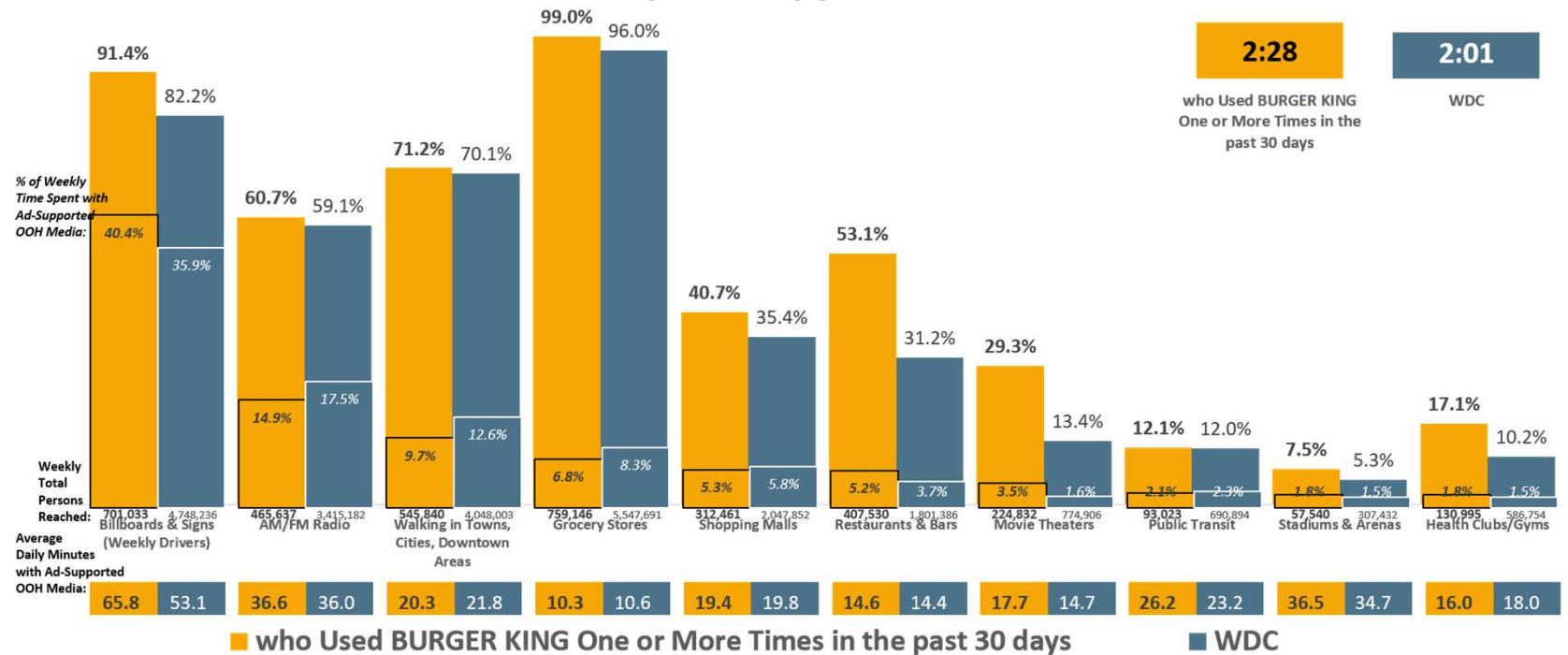


701,033 or 91.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 65.8 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

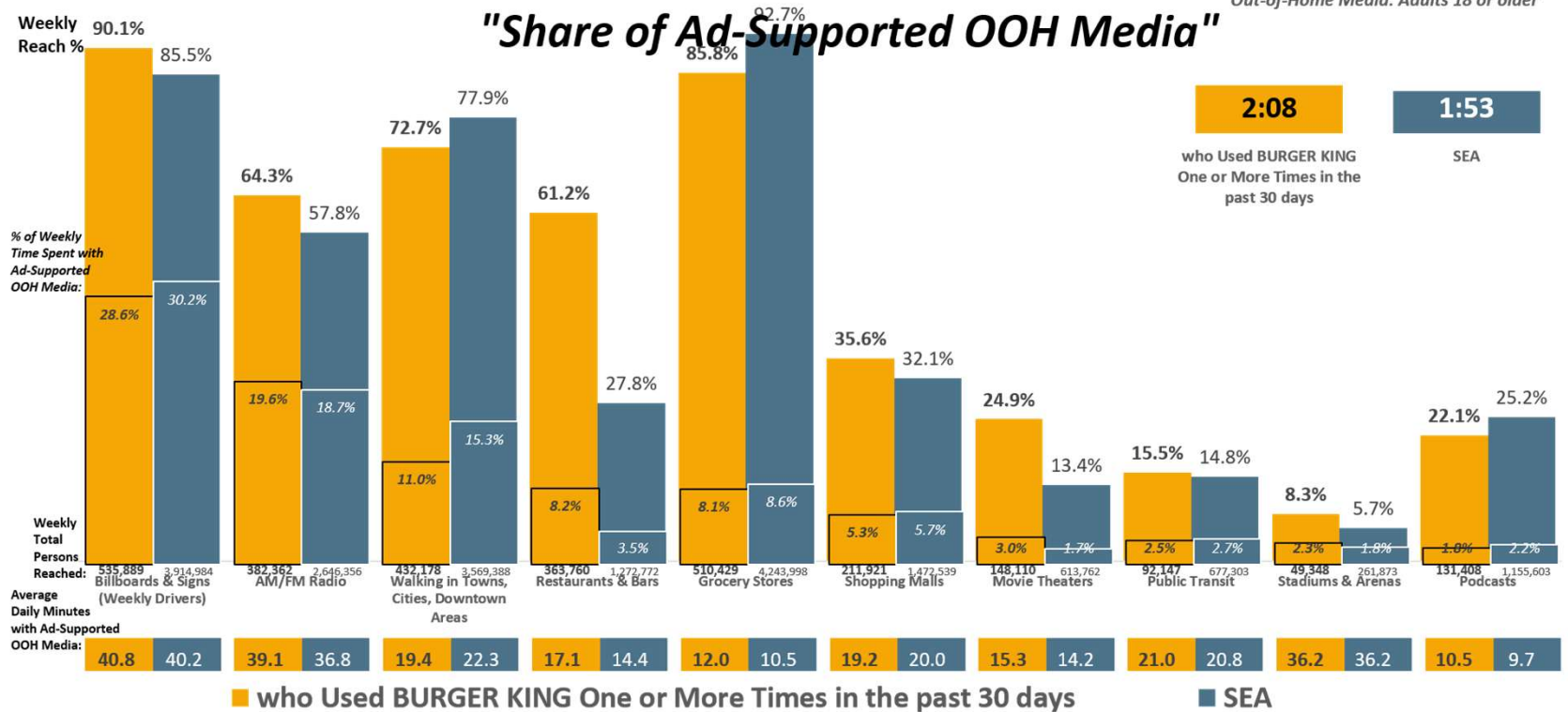
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King



535,889 or 90.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 40.8 minutes per day driving, seeing Billboards and Signs representing 28.6% 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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 532 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

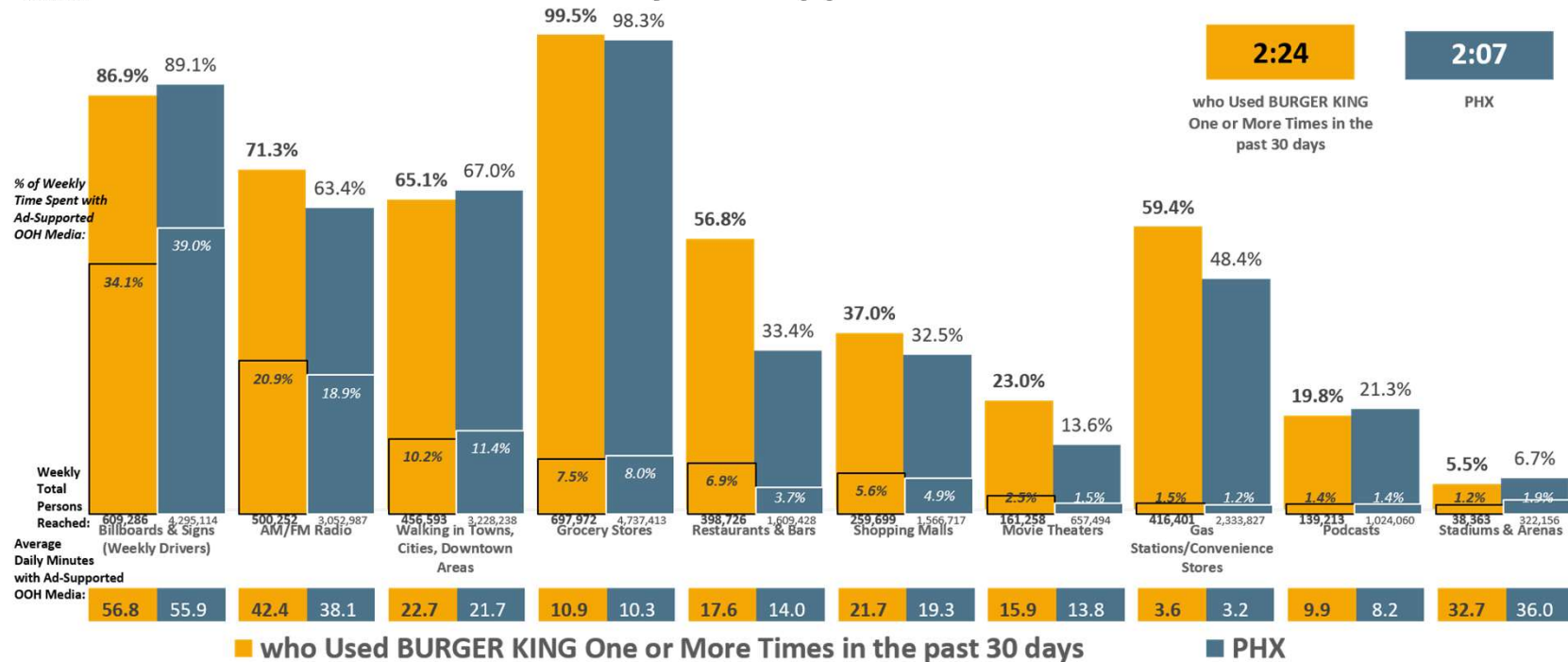


609,286 or 86.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 34.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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 401
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

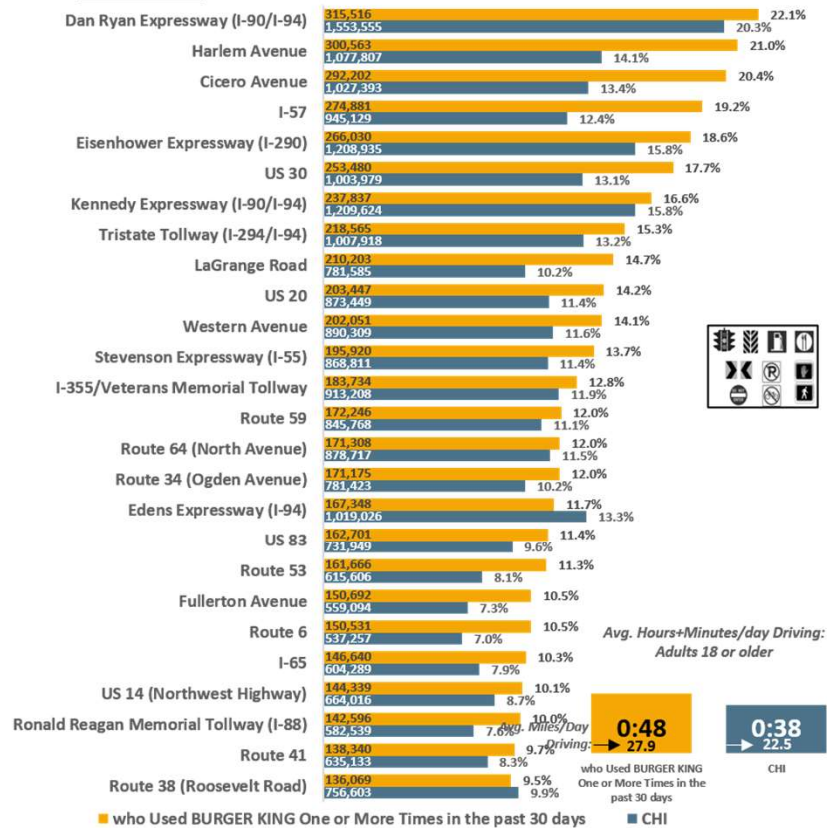
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Burger King

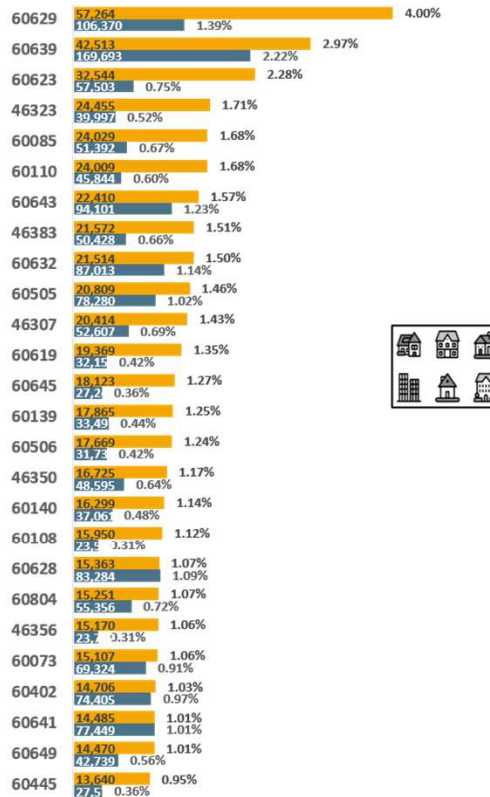


1,208,058 or 84.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 55.5% more likely to use I-57 than the Metro average.

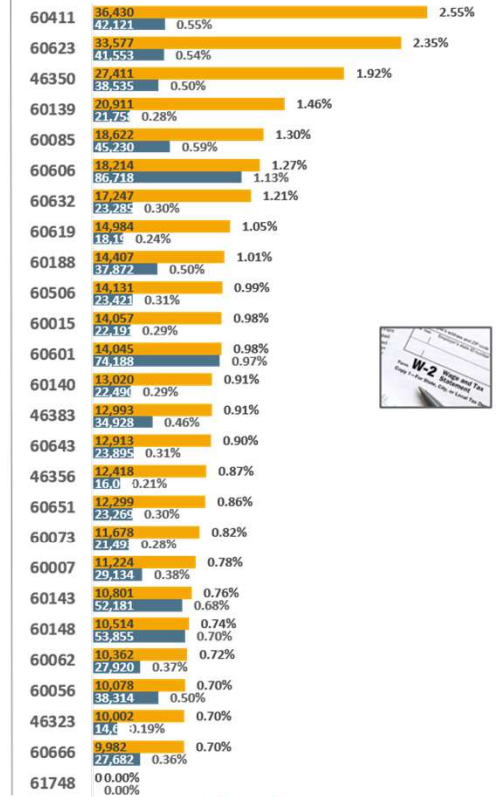
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



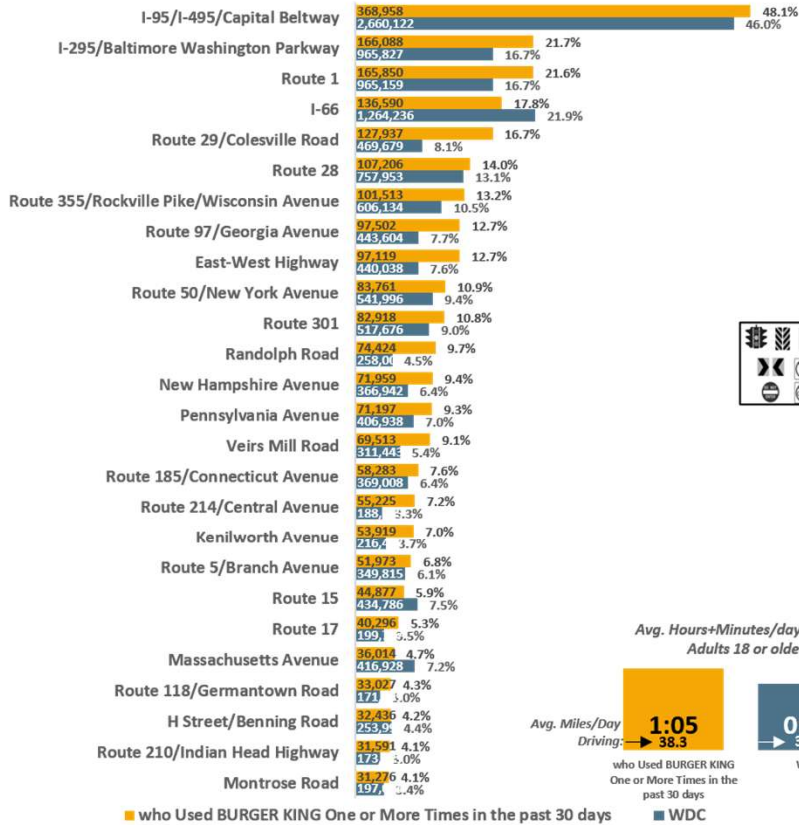
Top-26 Employment Zip Codes: Adults 18 or older





701,033 or 91.4% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 65.8 minutes per day driving an average of 38.3 miles each day and are 121.2% more likely to use Route 214/Central Avenue than the Metro

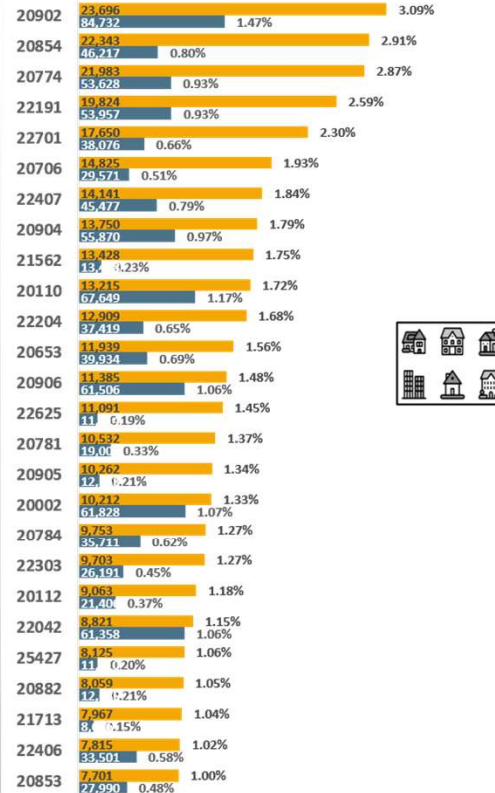
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



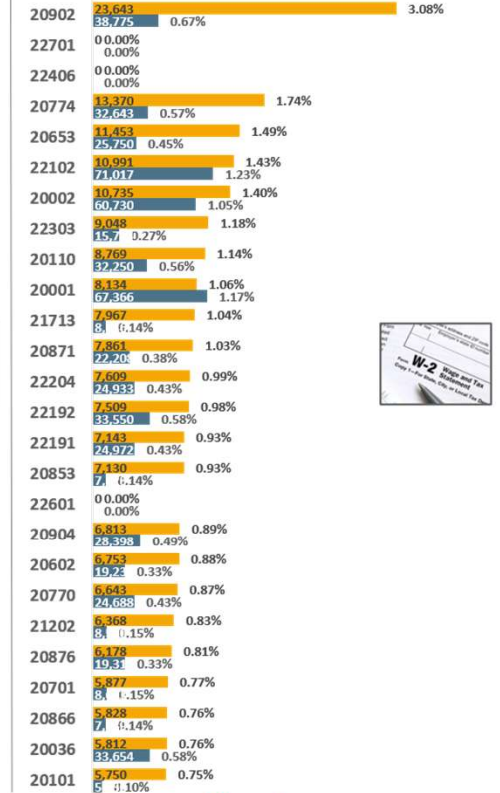
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

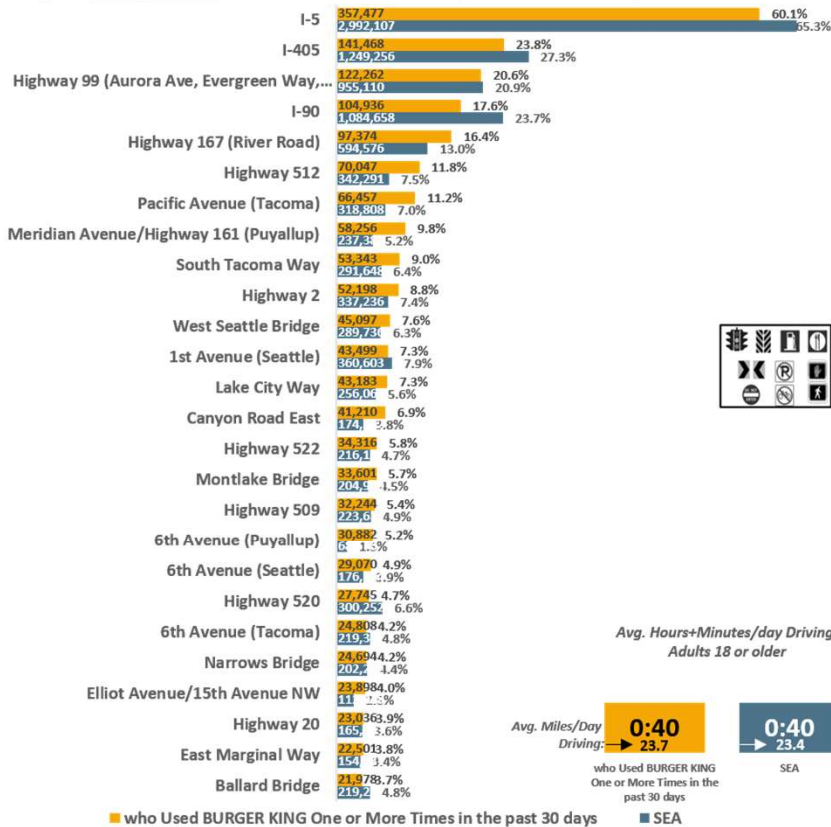


soefa.ai Share of Everything for Anything

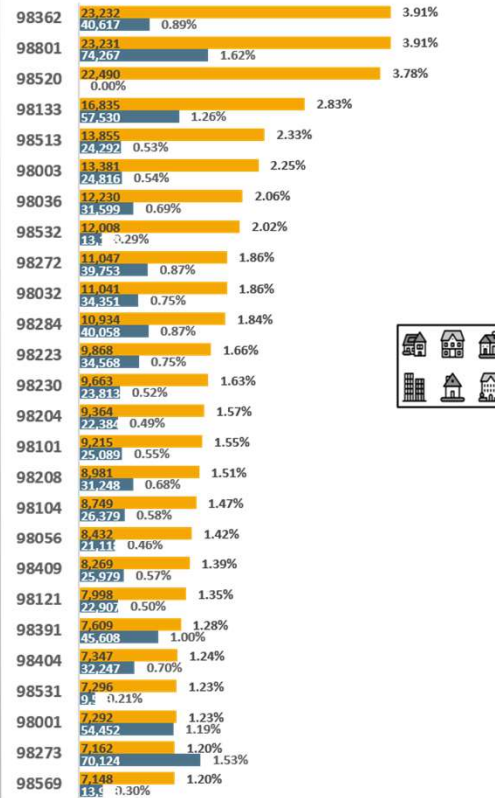


535,889 or 90.1% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 40.8 minutes per day driving an average of 23.7 miles each day and are 246.5% more likely to use 6th Avenue (Puyallup) than the Metro ave

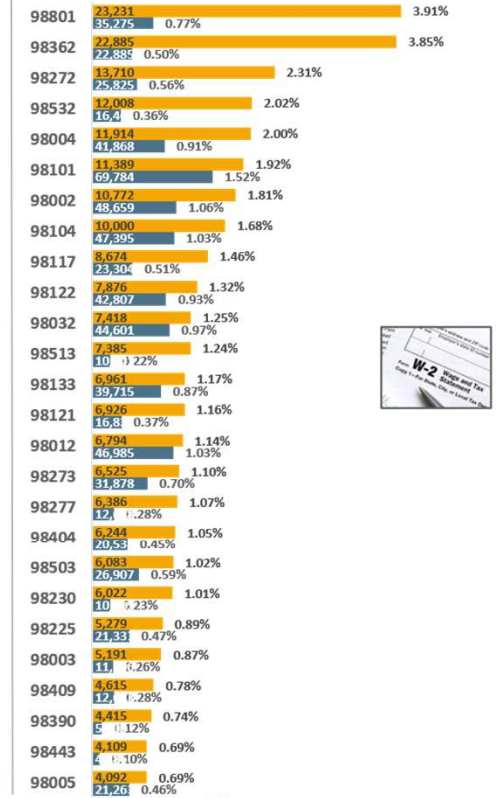
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



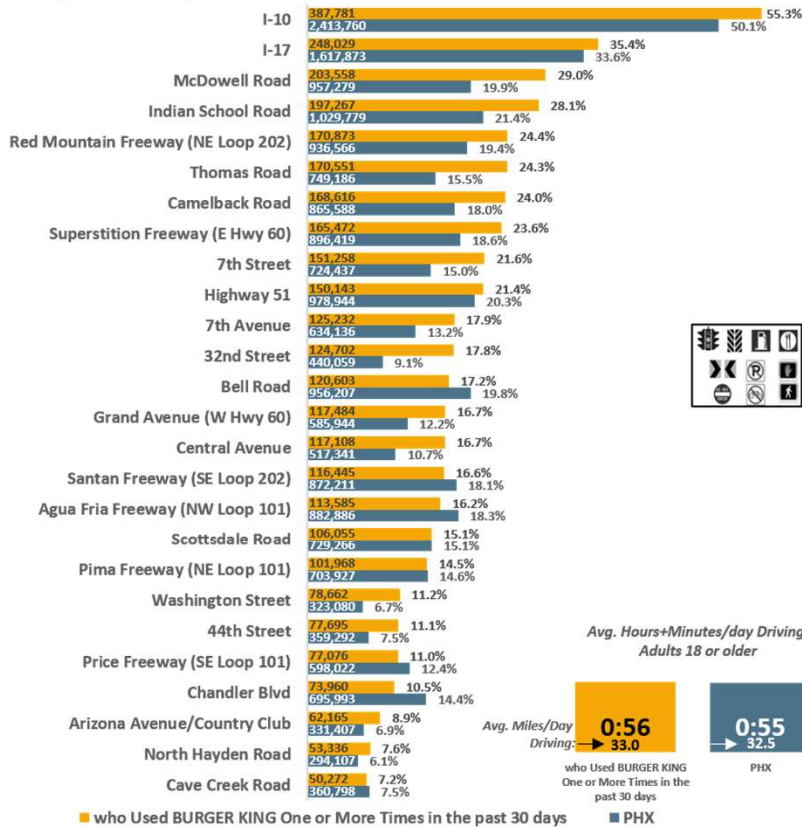
Top-26 Employment Zip Codes: Adults 18 or older



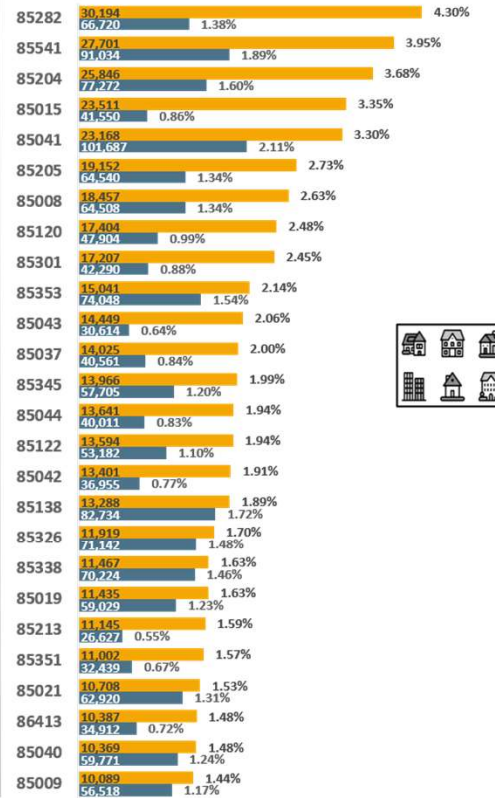


609,286 or 86.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days spend an average of 56.8 minutes per day driving an average of 33. miles each day and are 94.7% more likely to use 32nd Street than the Metro average.

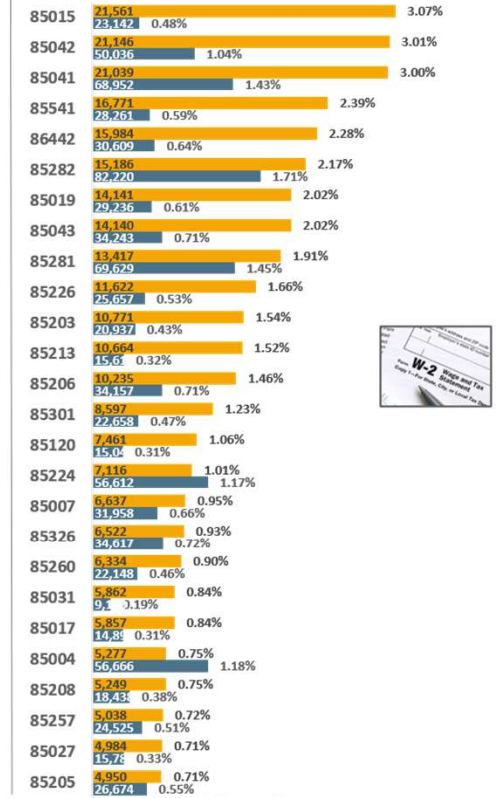
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



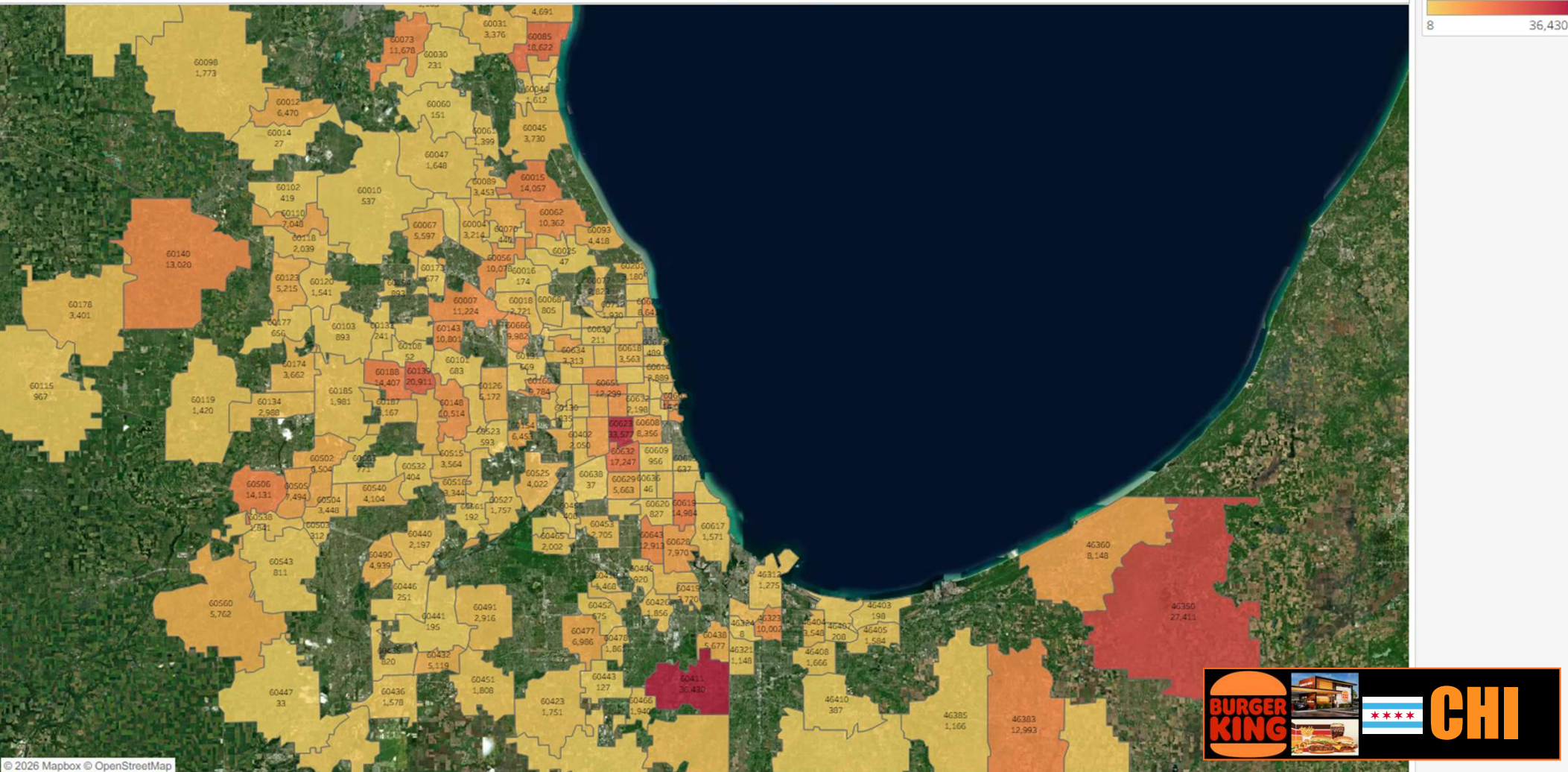
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

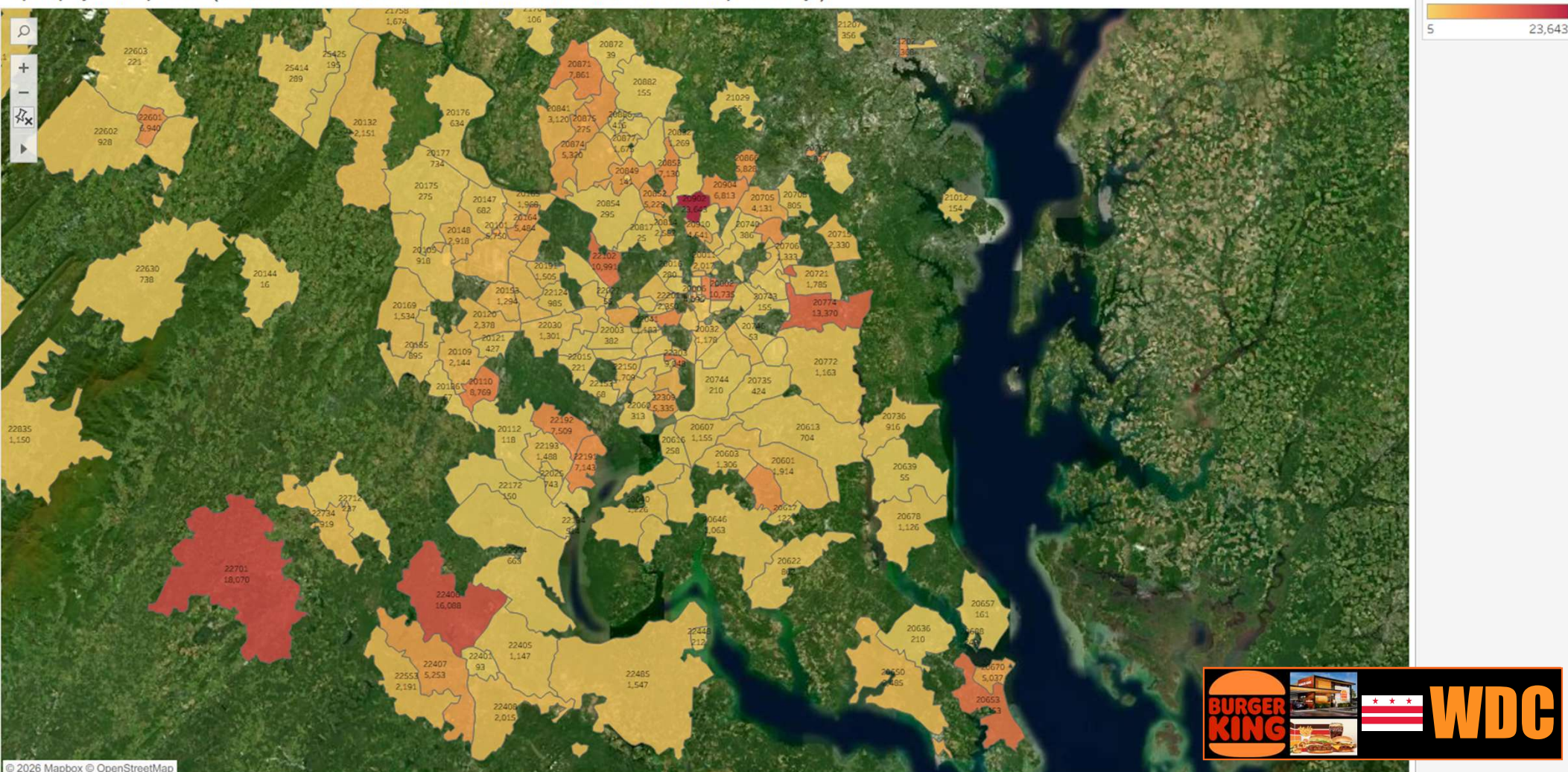


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 776
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Quick service restaurants used past 30 days: Burger King

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



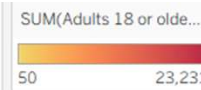
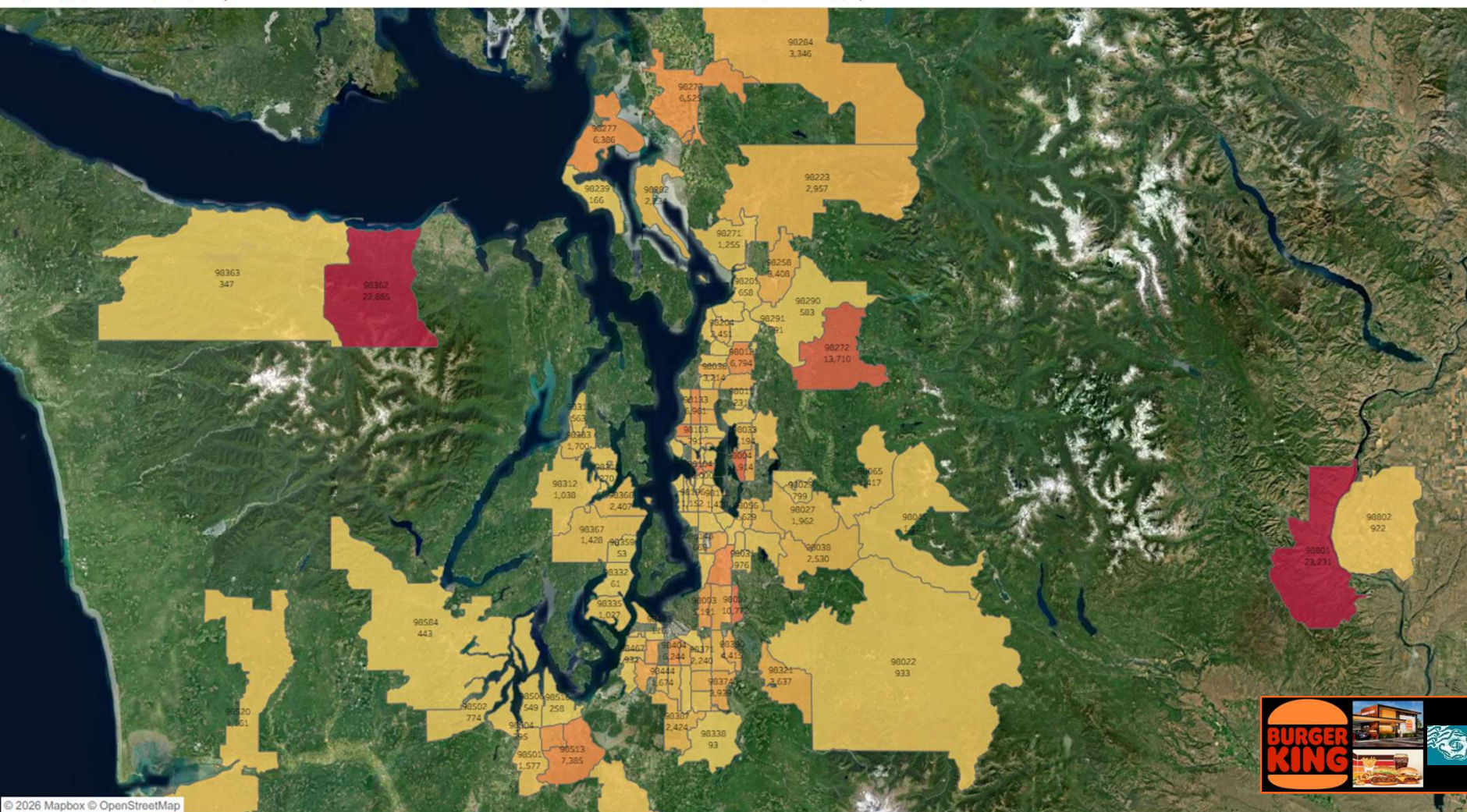
© 2026 Mapbox © OpenStreetMap

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 778
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Quick service restaurants used past 30 days: Burger King

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



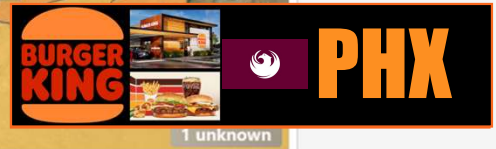
© 2026 Mapbox © OpenStreetMap

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 532

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Quick service restaurants used past 30 days: Burger King



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 401
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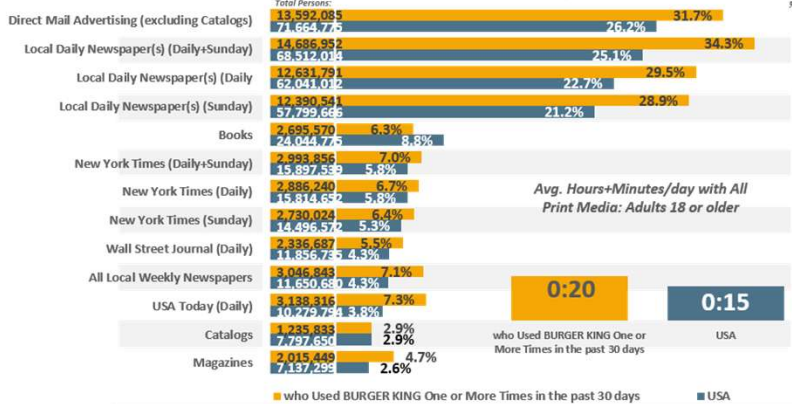
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for Anything. ®

Quick service restaurants used past 30 days: Burger King



14,686,952 or 34.3% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.9% of all time spent daily with All forms of Print M

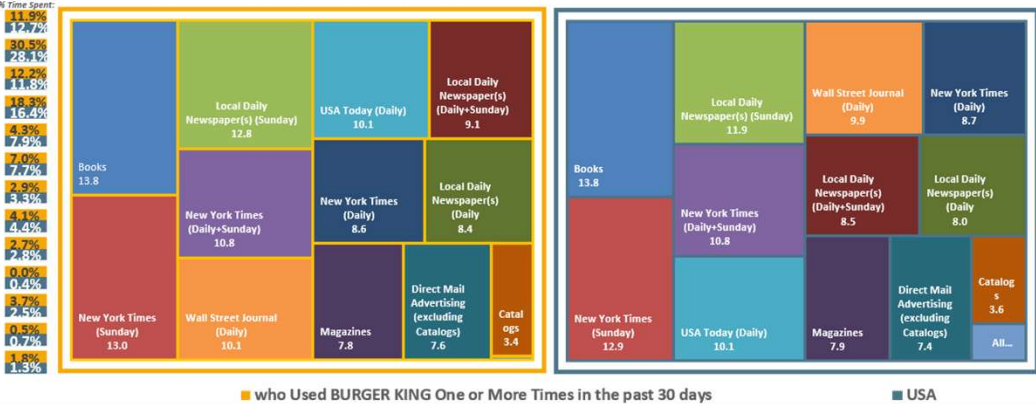
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



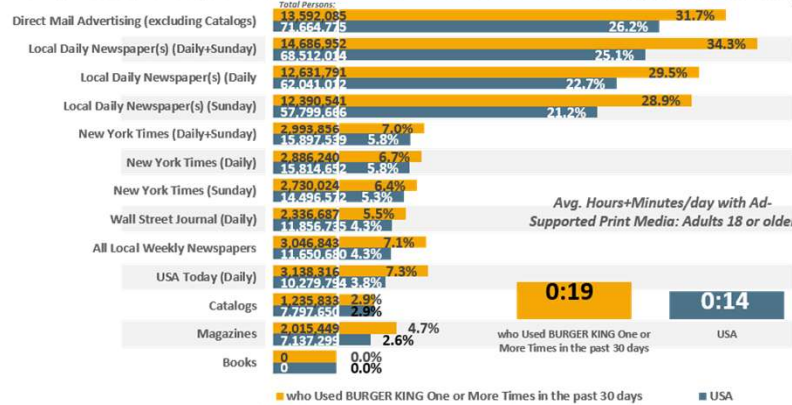
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:20 0:15

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



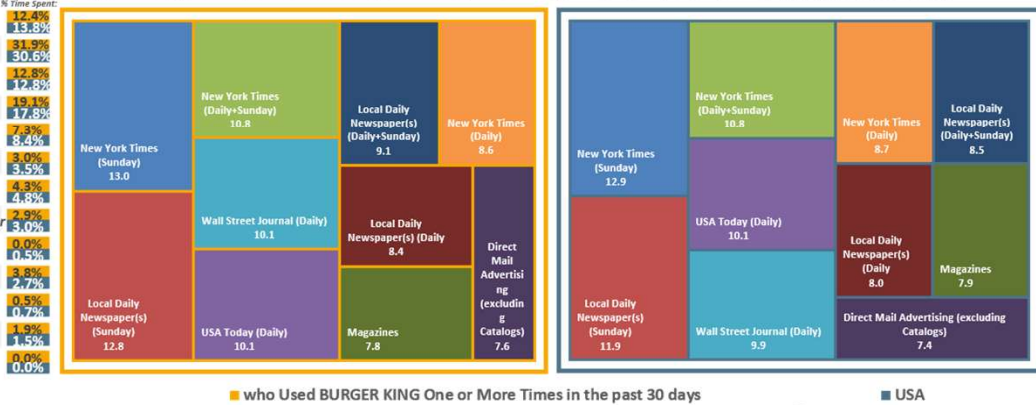
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:19 0:14

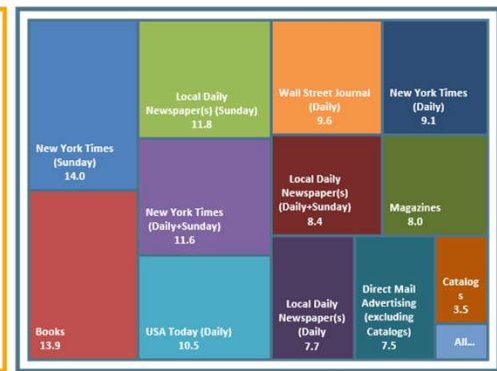
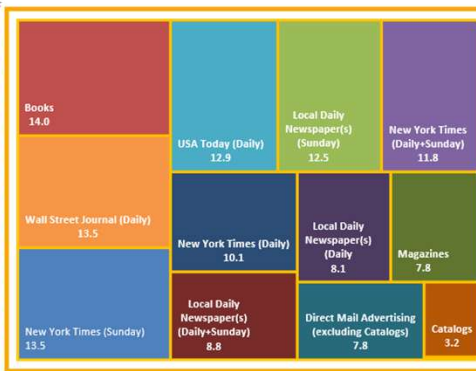
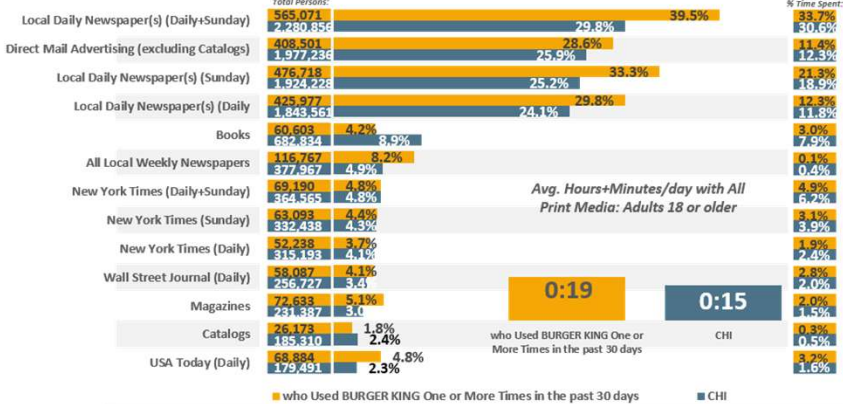
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



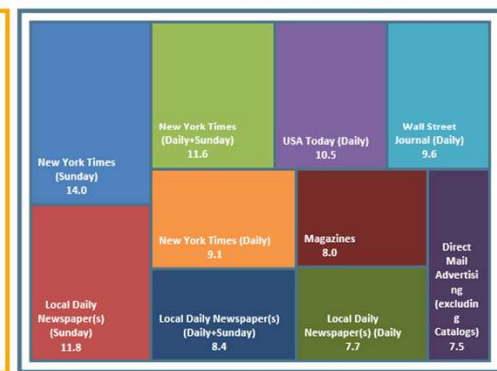
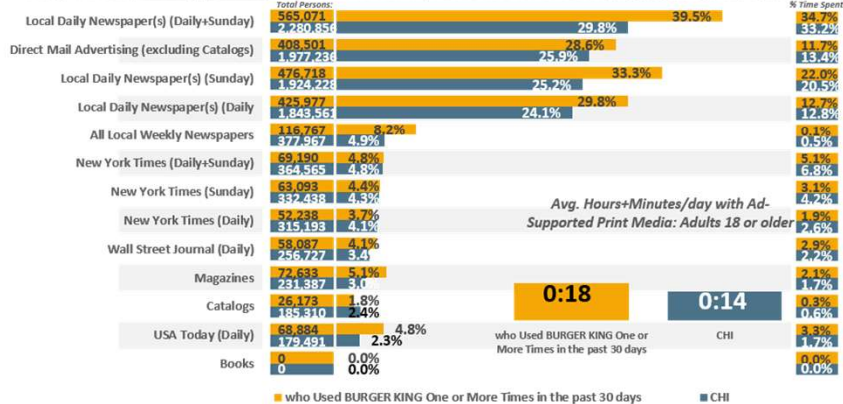


565,071 or 39.5% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 34.7% of all time spent daily with All forms of Print Medi

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**



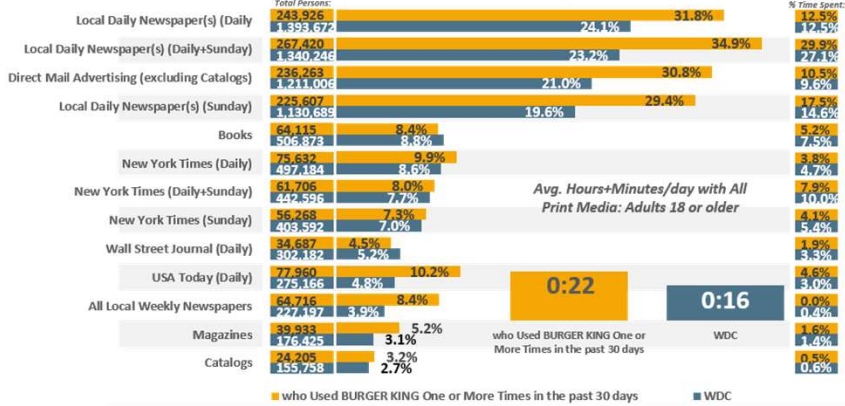
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





267,420 or 34.9% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.6% of all time spent daily with All forms of Print Medi

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

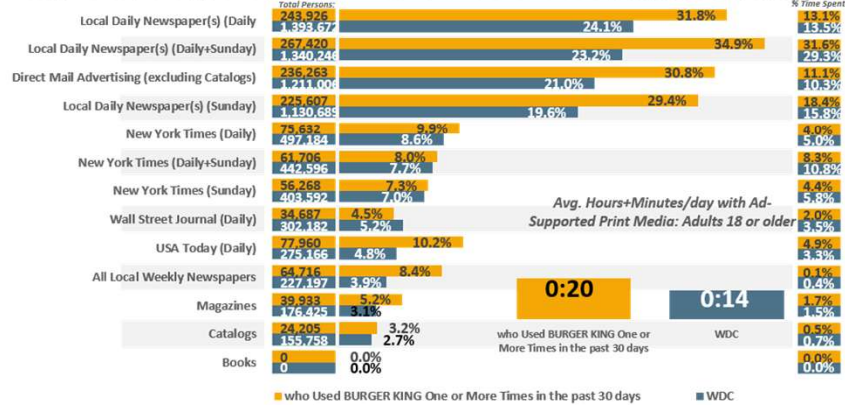


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:22

0:16

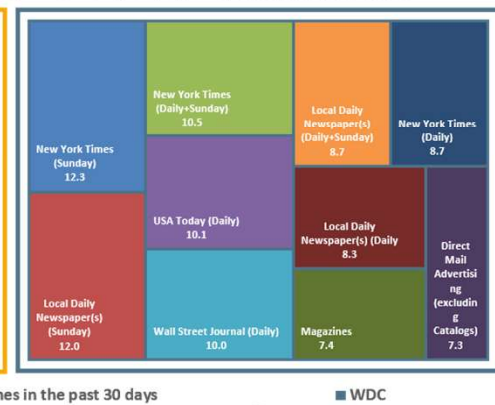
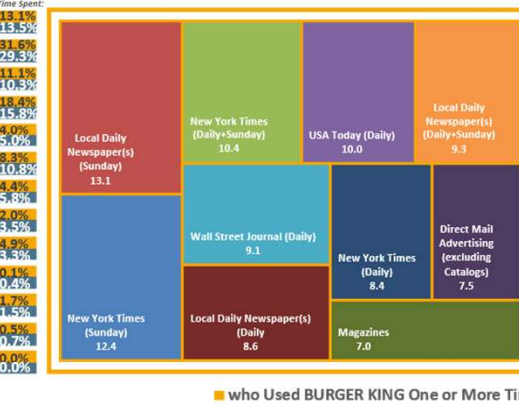
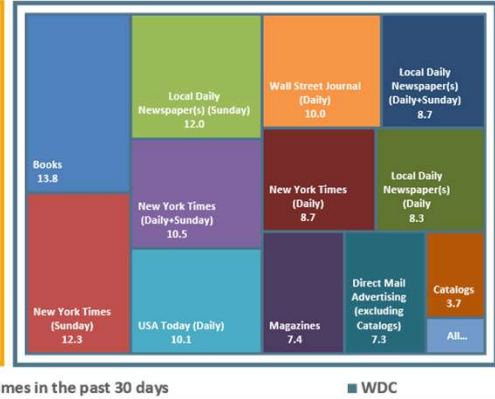
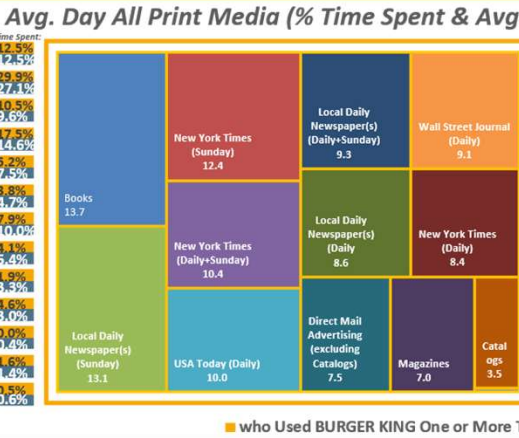
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:20

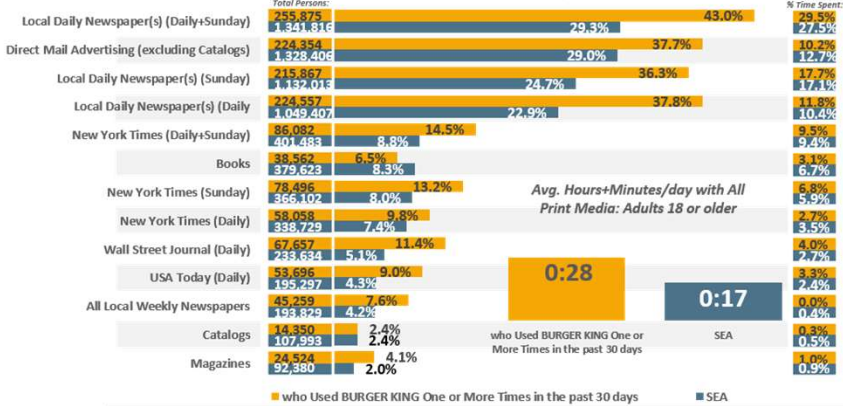
0:14



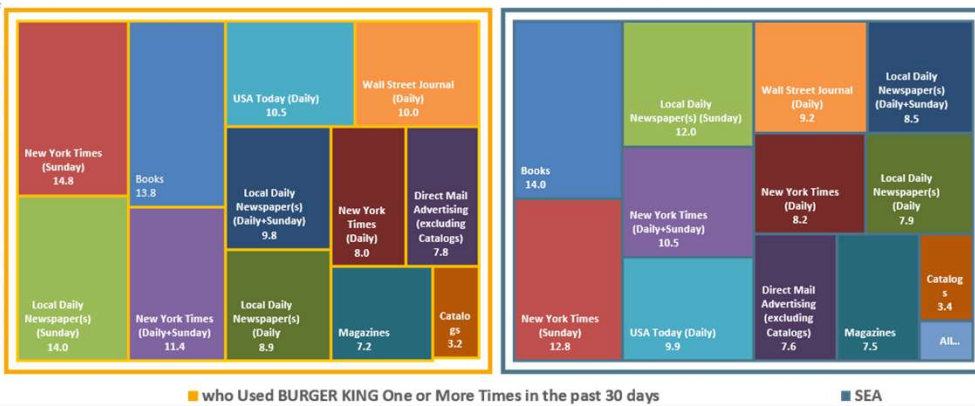


255,875 or 43.% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.4% of all time spent daily with All forms of Print Media

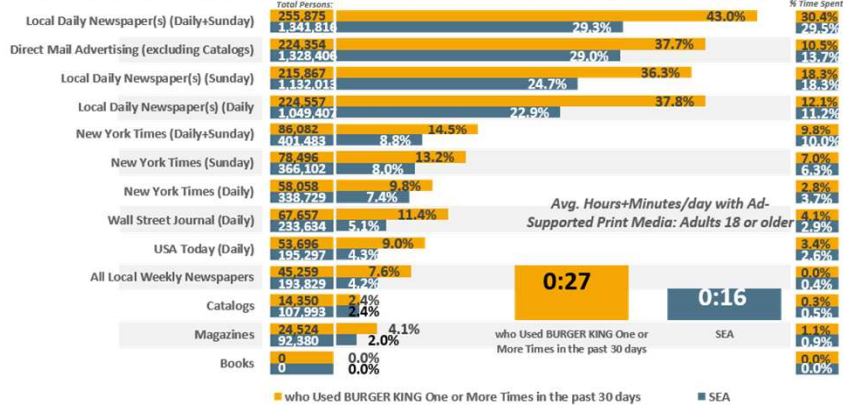
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



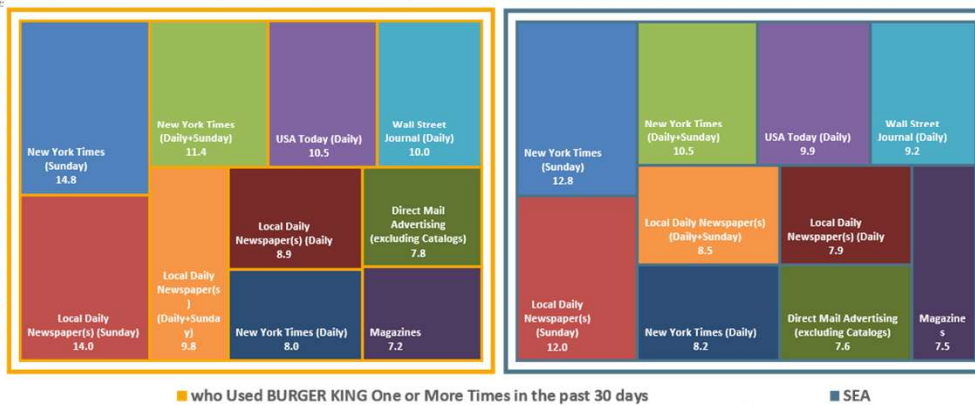
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



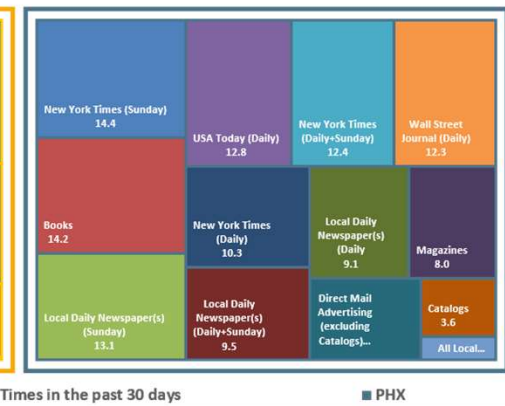
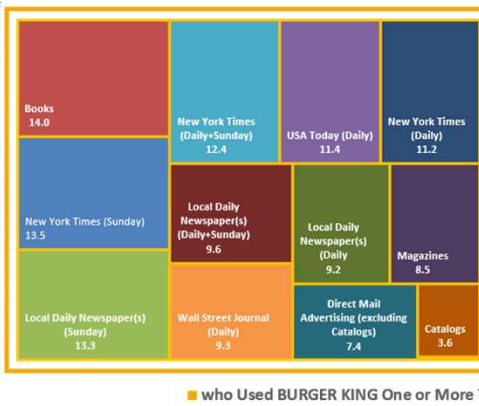
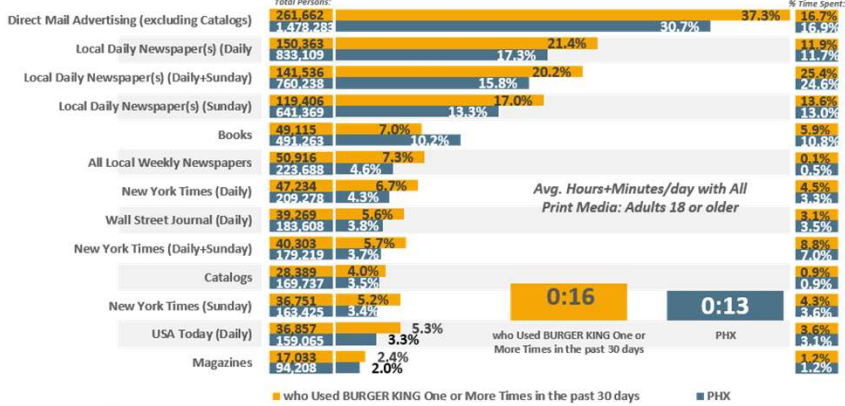
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



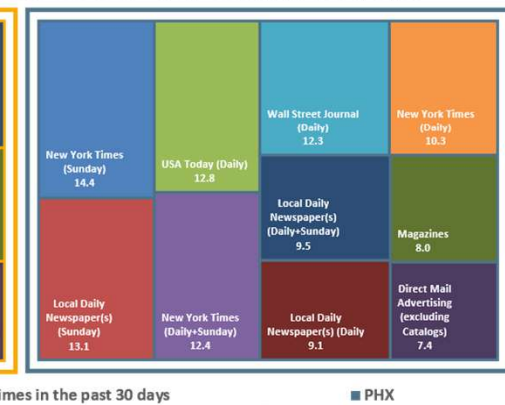
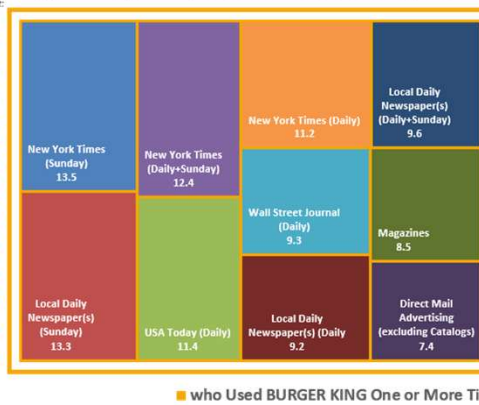
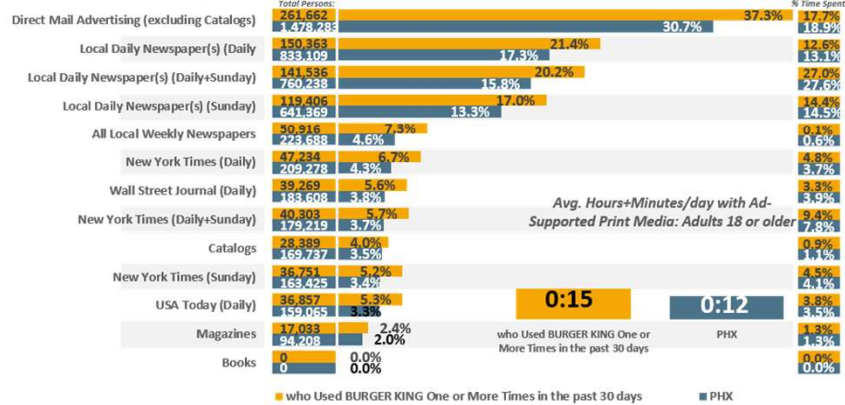


141,536 or 20.2% of Adults 18 or older who Used BURGER KING One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 27.% of all time spent daily with All forms of Print Media

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



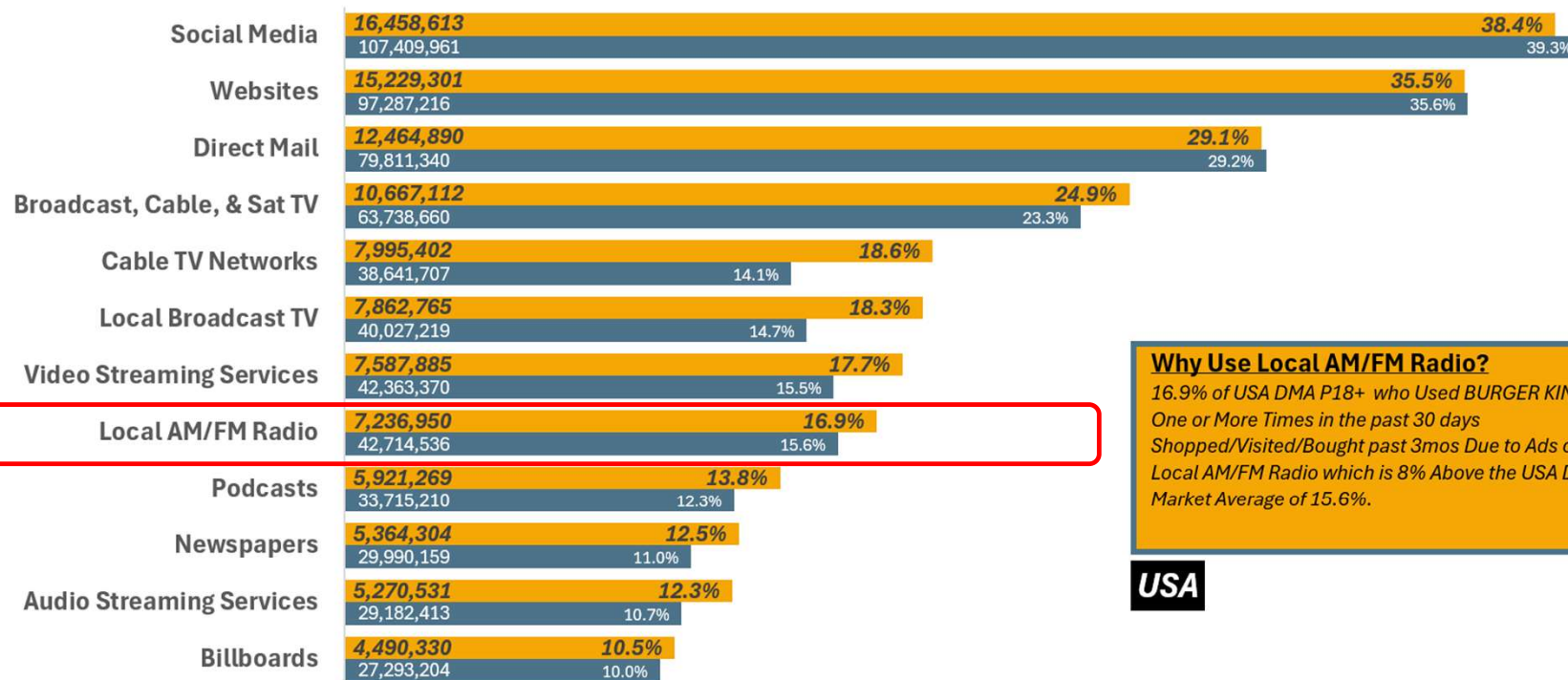
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.9% of USA DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Used BURGER KING 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: 3861
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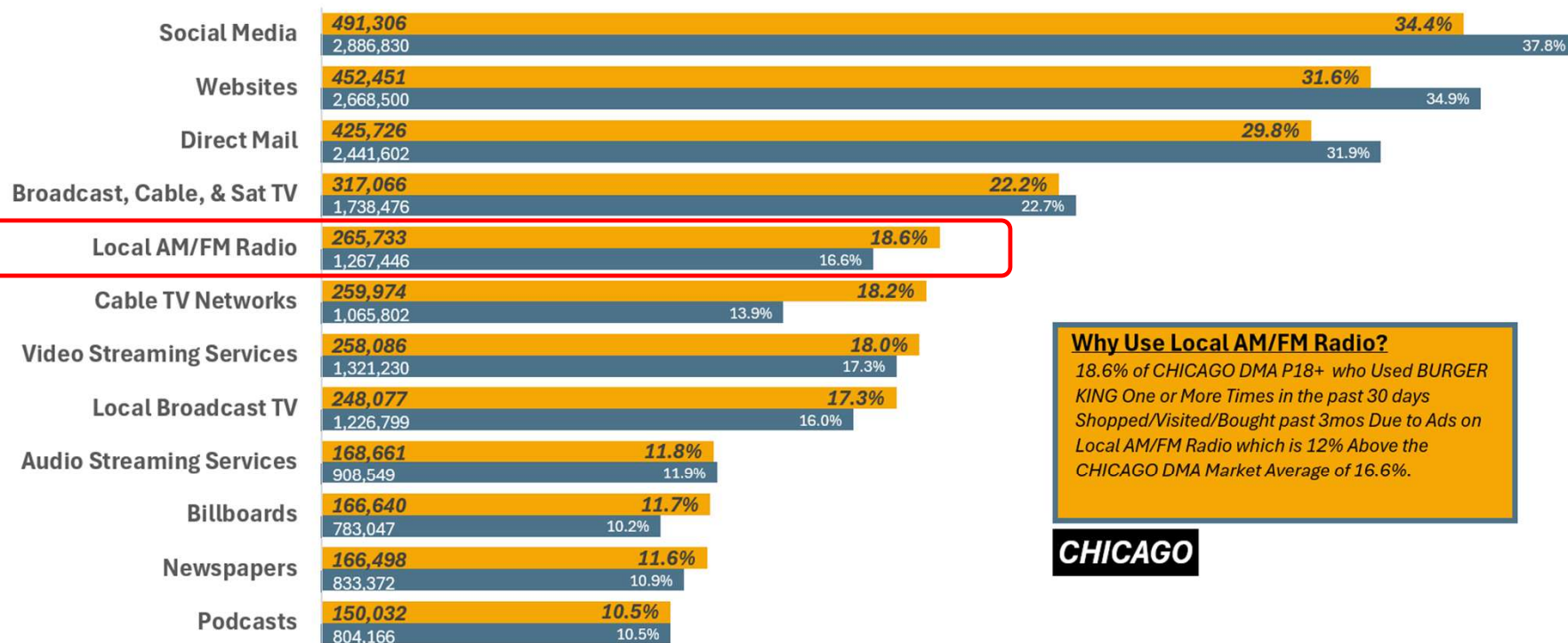
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.6% of CHICAGO DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Used BURGER KING 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: 776
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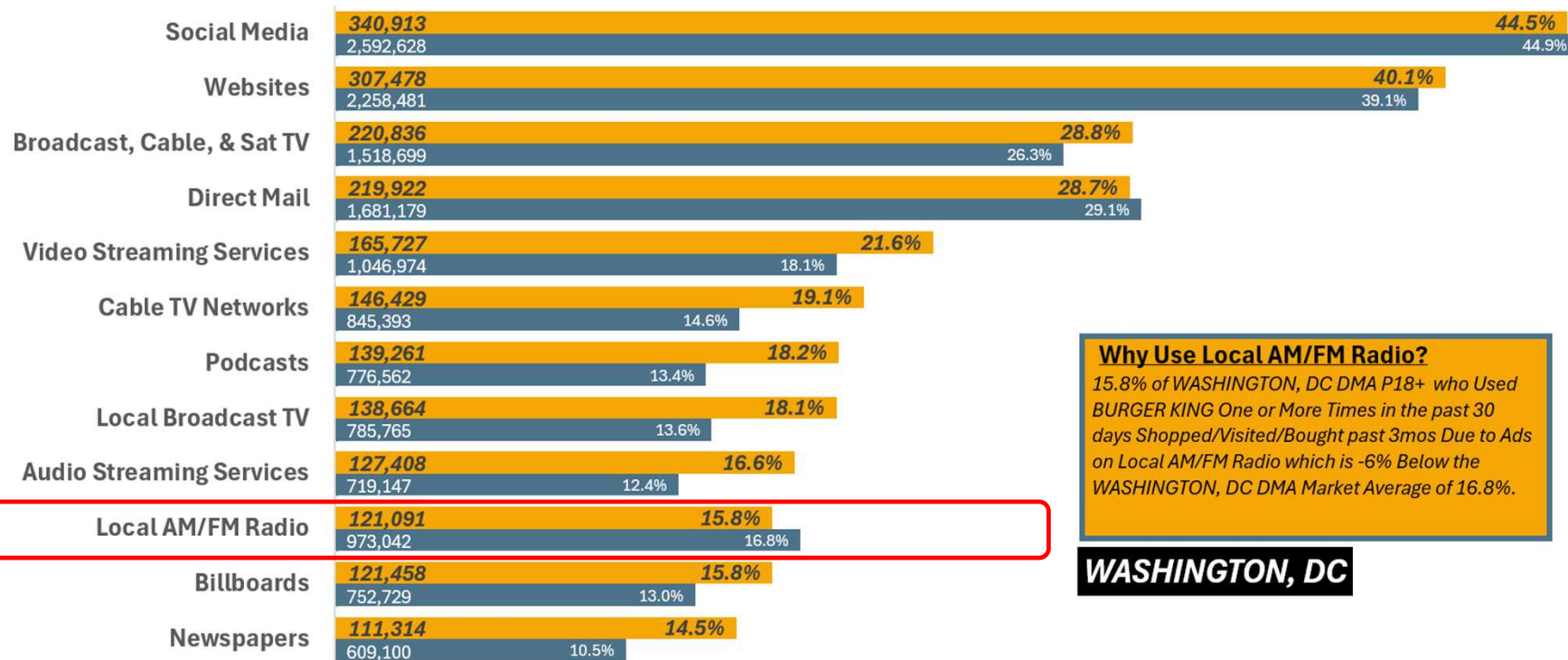
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.8% of WASHINGTON, DC DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Used BURGER KING 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: 778
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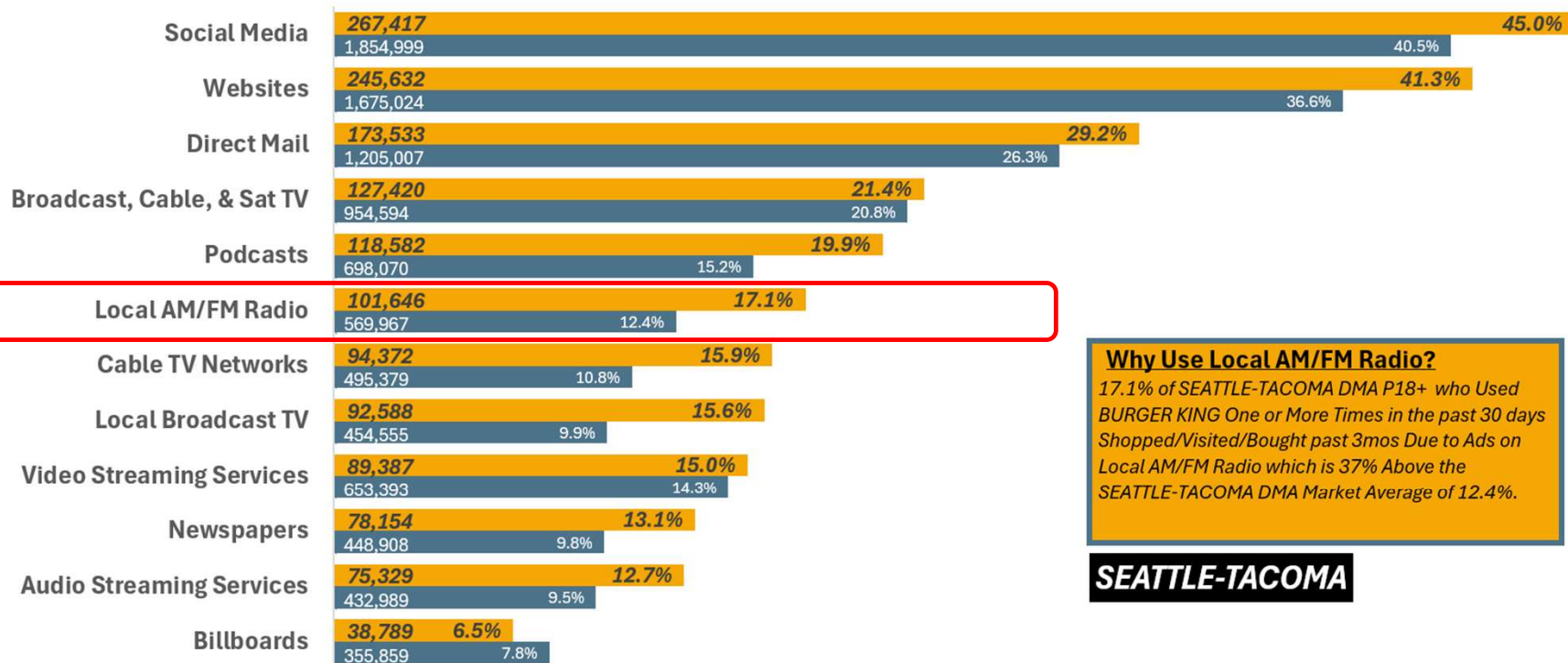
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.1% of SEATTLE-TACOMA DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 37% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

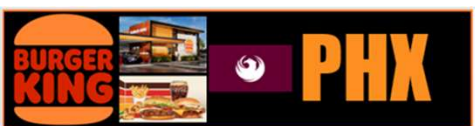
■ P18+ who Used BURGER KING One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 532
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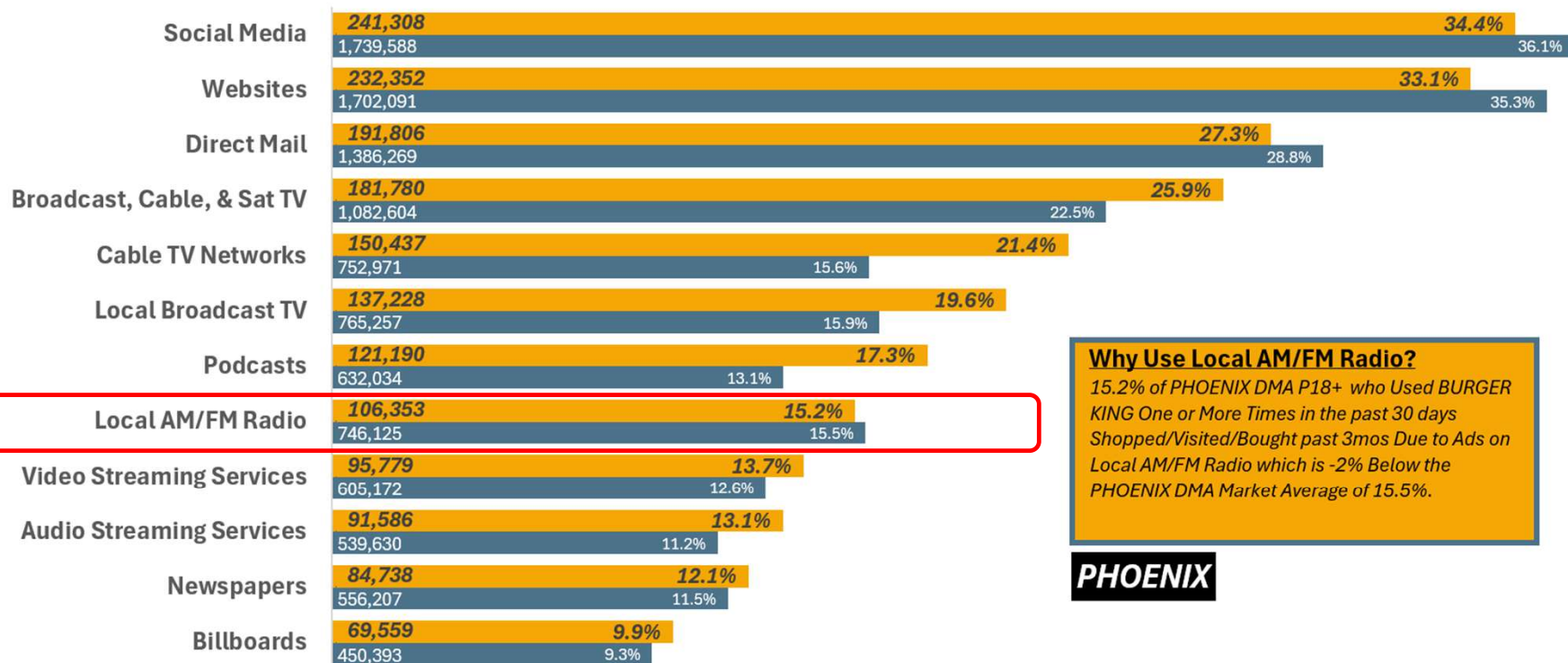
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Quick service restaurants used past 30 days: Burger King



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.2% of PHOENIX DMA P18+ who Used BURGER KING One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Used BURGER KING 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: 401
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Quick service restaurants used past 30 days: Burger King