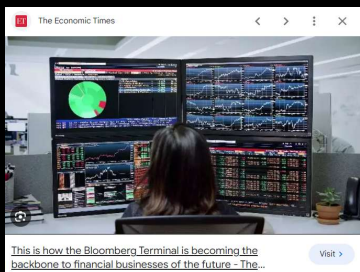


USA+4 DMAs – P18+ who used **DOMINO'S** Pizza in the past 30 days!

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 DOMINO'S Pizza in the past 30 days as of March 31, 2026.**



 **USA**



 **CHI**



 **WDC**



 **SEA**



 **PHX**

P18+



Fidelity
INVESTMENTS

Vanguard **BlackRock**



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

Quick service restaurants used past 30 days: Domino's



10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days.
Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 44.4 years old (9.% younger than average) and have a \$108,855 (6.8% lower than average) annual household income.

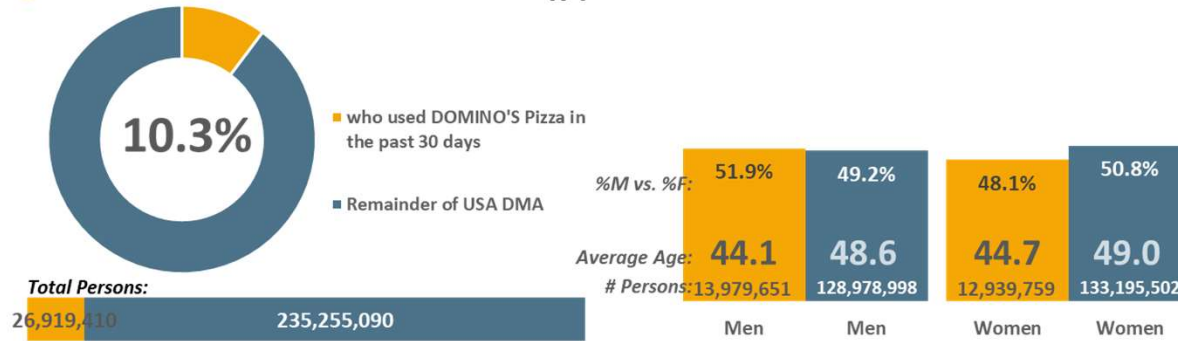


Percent of Market: Adults 18 or older

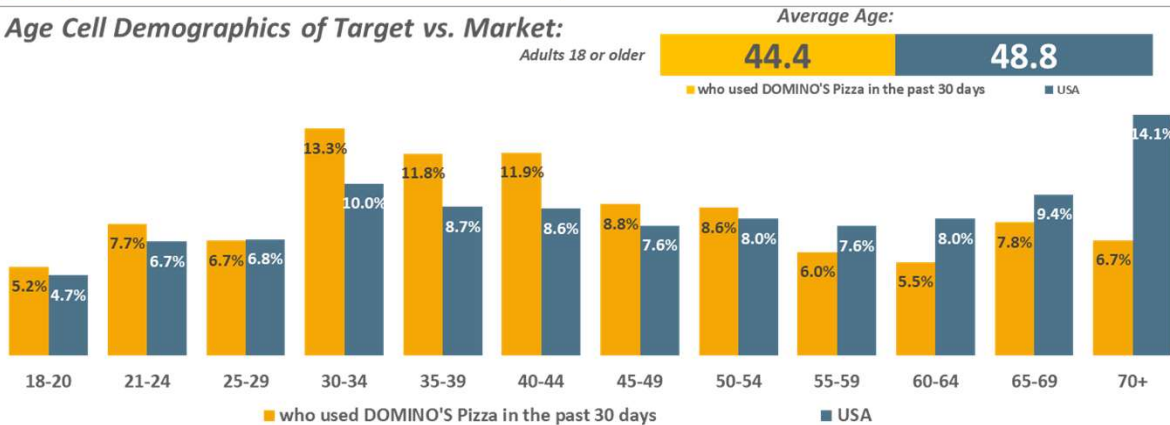


Gender of Target vs. Market: Adults 18 or older

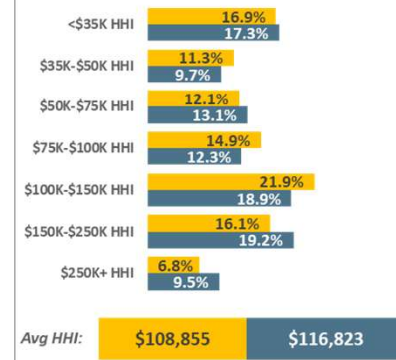
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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Quick service restaurants used past 30 days: Domino's



7.6% or 582,545 of CHICAGO DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 43.9 years old (9.2% younger than average) and have a \$97,436 (13.4% lower than average) annual household income.

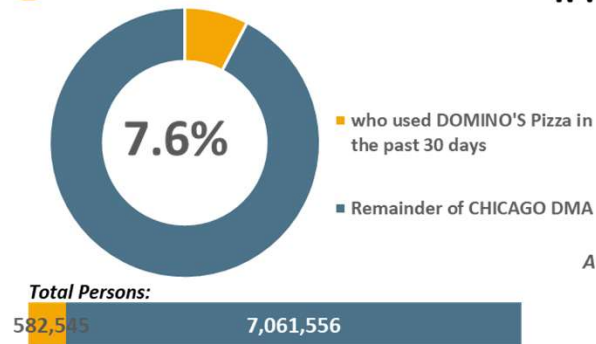


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

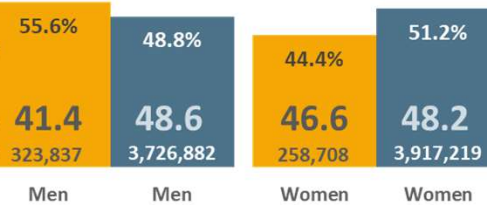
Ethnicity of Target vs. Market:



%M vs. %F:

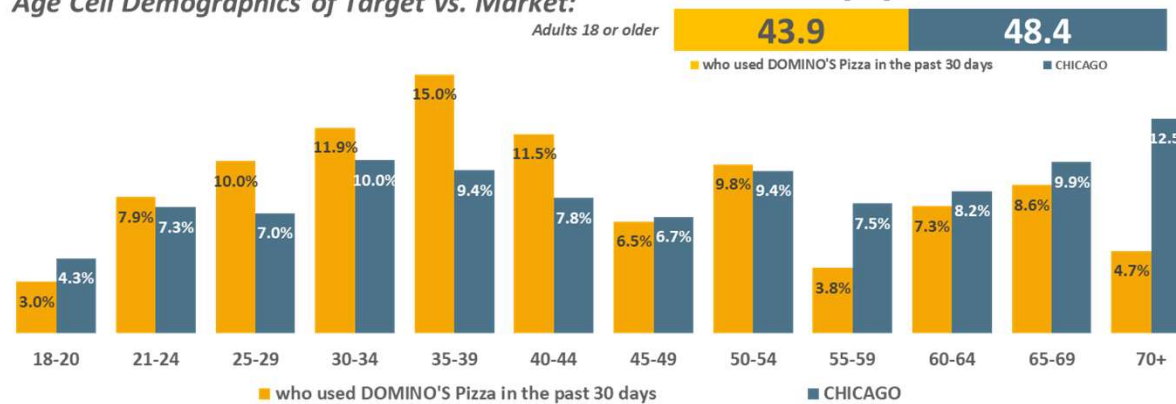
Average Age:

Persons:

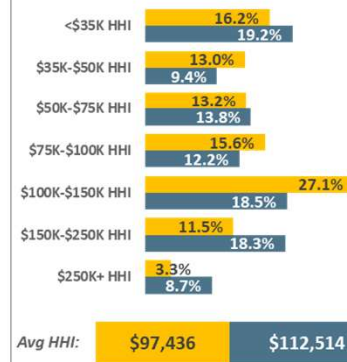


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





9.2% or 523,714 of WASHINGTON, DC DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 45.8 years old (4.5% younger than average) and have a \$137,314 (.2% higher than average) annual household income.

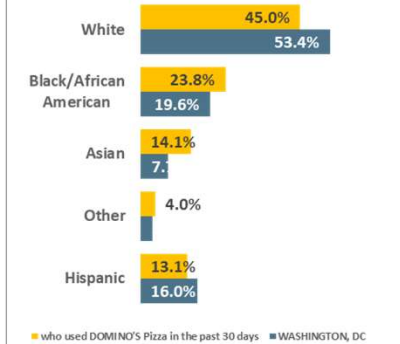
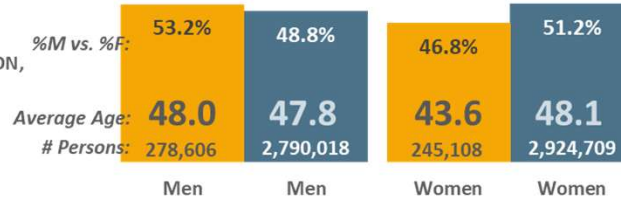
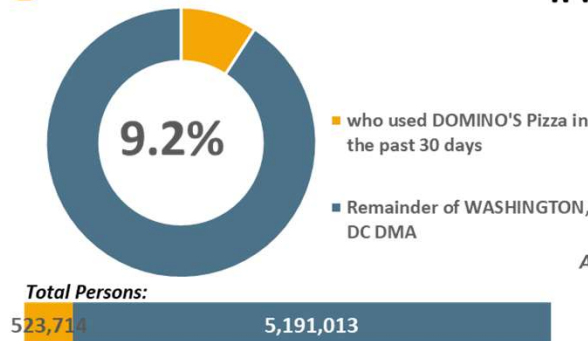


Percent of Market: Adults 18 or older

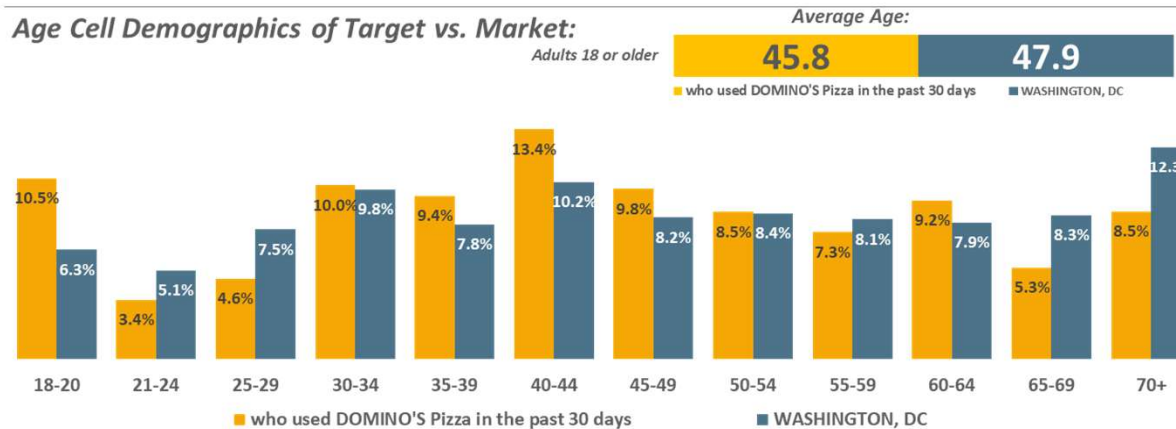


Gender of Target vs. Market: Adults 18 or older

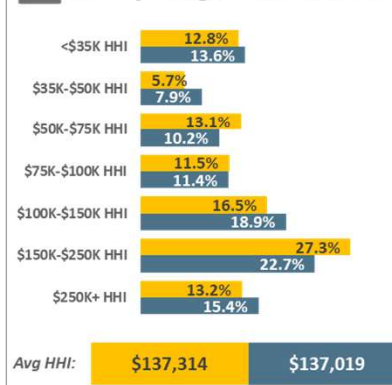
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





10.1% or 463,653 of SEATTLE-TACOMA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 41.6 years old (13.8% younger than average) and have a \$115,462 (10.3% lower than average) annual household income.

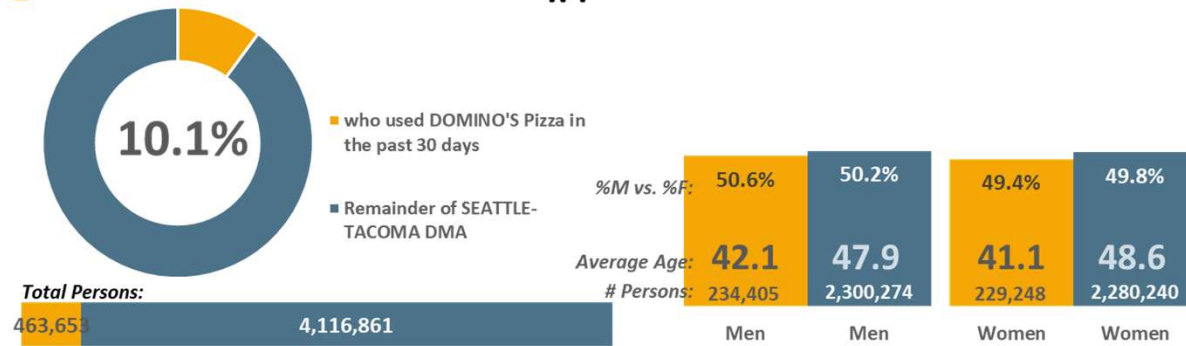


Percent of Market: Adults 18 or older

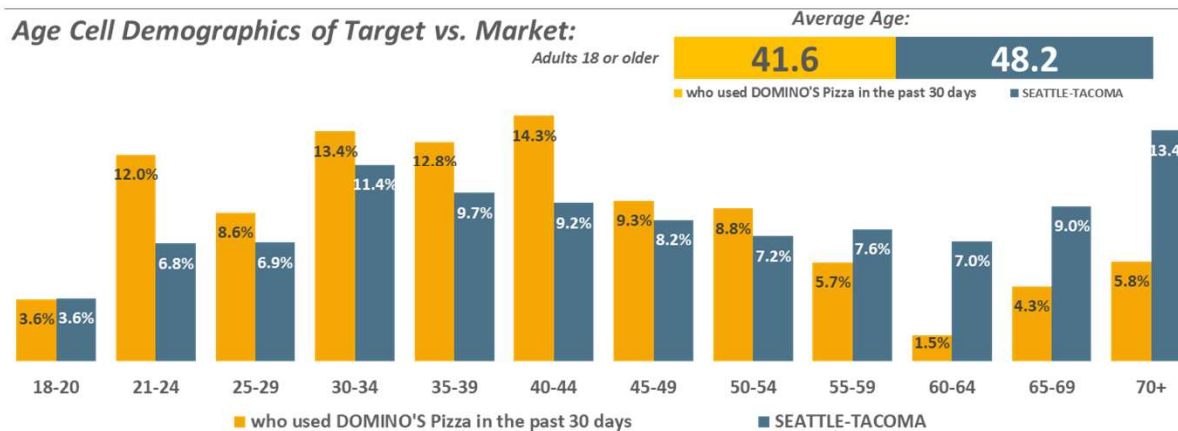


Gender of Target vs. Market: Adults 18 or older

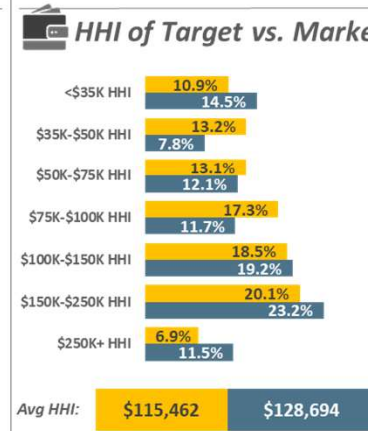
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





8.4% or 403,843 of PHOENIX DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days.
Typical Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 44.7 years old (8.6% younger than average) and have a \$117,279 (9.5% higher than average) annual household income.

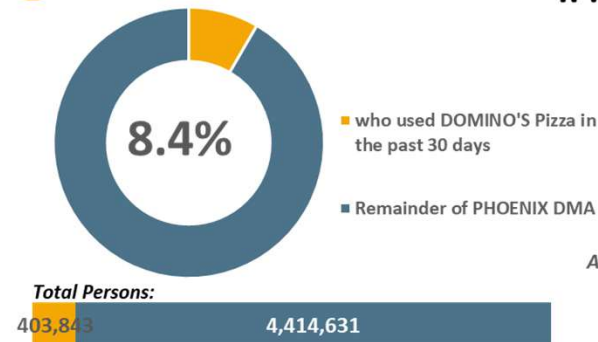


Percent of Market: Adults 18 or older



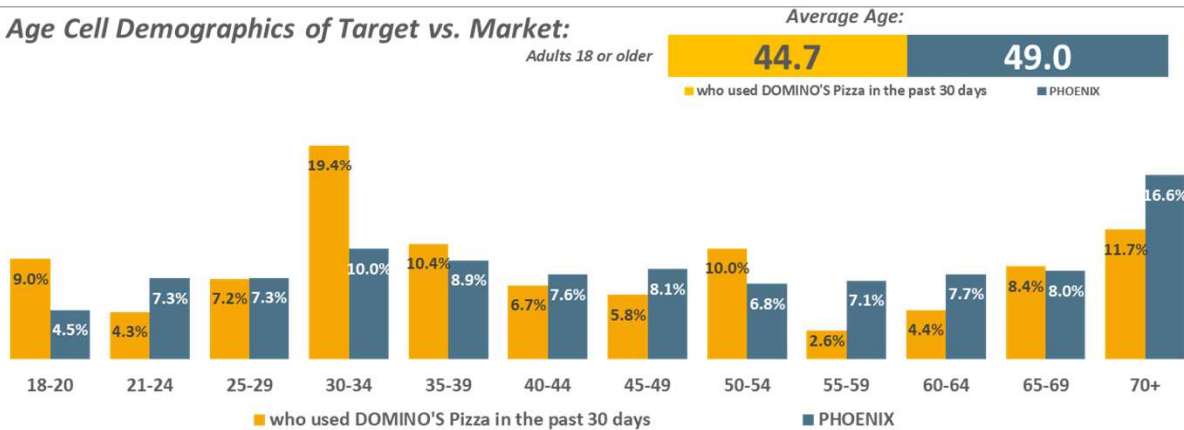
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

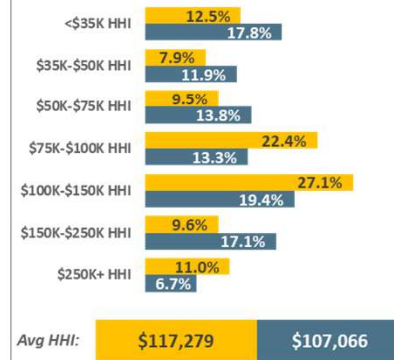


%M vs. %F:		Average Age:		# Persons:	
48.4%	49.5%	44.2	48.2	195,296	2,386,757
				Men	Men
51.6%	50.5%	45.3	49.7	208,547	2,431,717
				Women	Women

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
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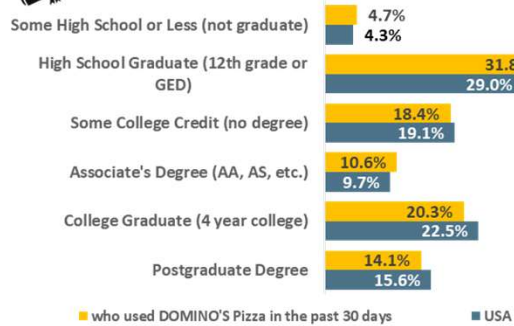
Quick service restaurants used past 30 days: Domino's



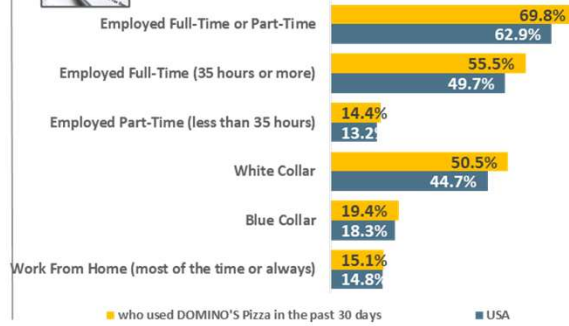
10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 9.3% less likely to be a college graduate, 11.6% more likely to work full-time, .1% less likely to be married, 44.1% more likely to be a parent of 1 or more children under 18.



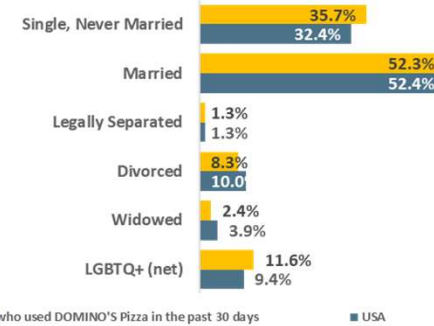
Education Levels: Adults 18 or older



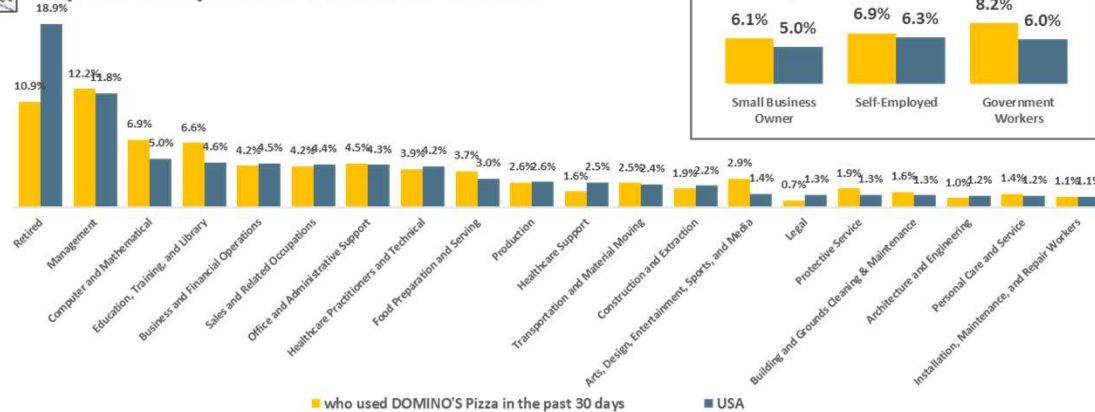
Employment: Adults 18 or older



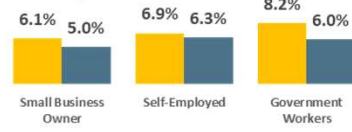
Marital Status: Adults 18 or older



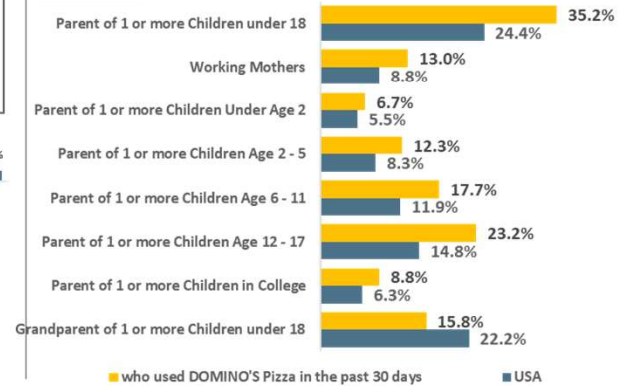
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

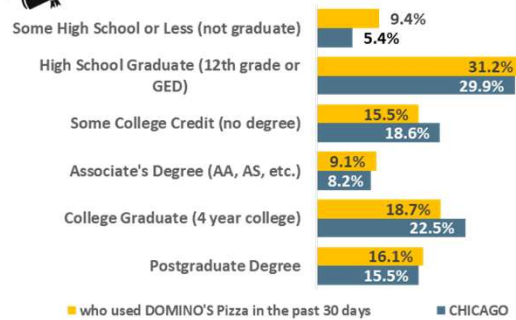




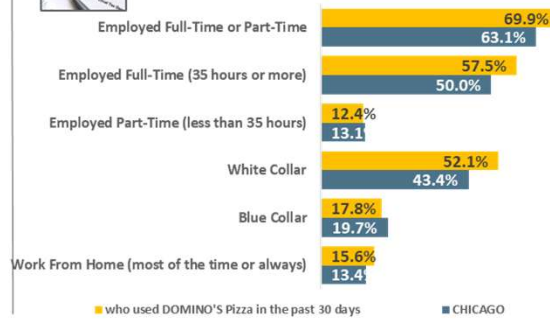
7.6% or 582,545 of CHICAGO DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 8.1% less likely to be a college graduate, 15.% more likely to work full-time, 5.8% more likely to be married, 38.% more likely to be a parent of 1 or more children under 18.



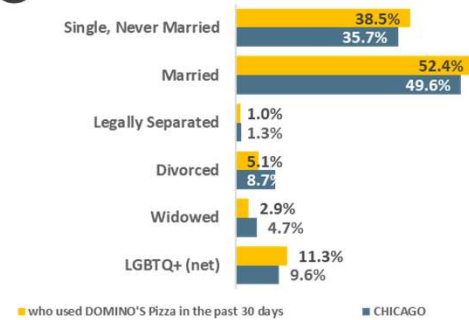
Education Levels: Adults 18 or older



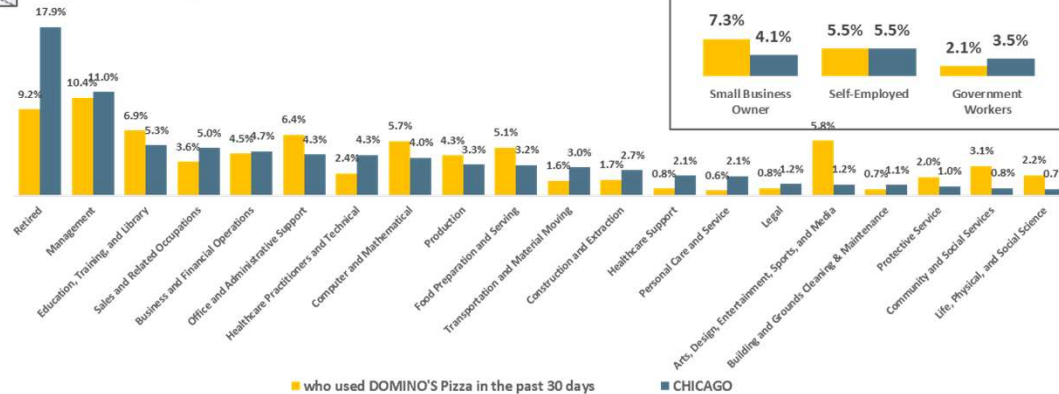
Employment: Adults 18 or older



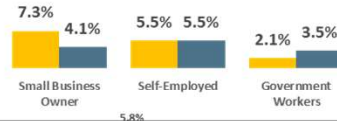
Marital Status: Adults 18 or older



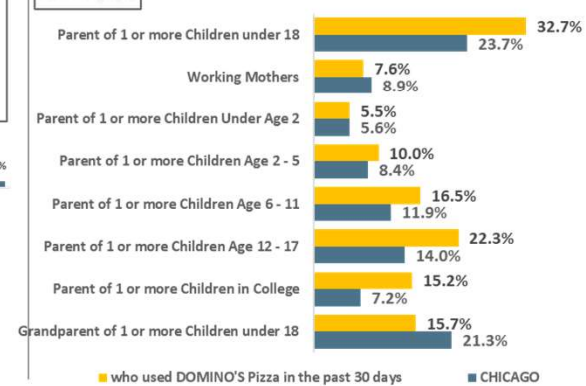
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

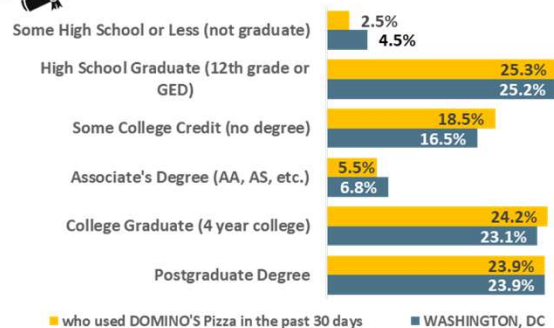




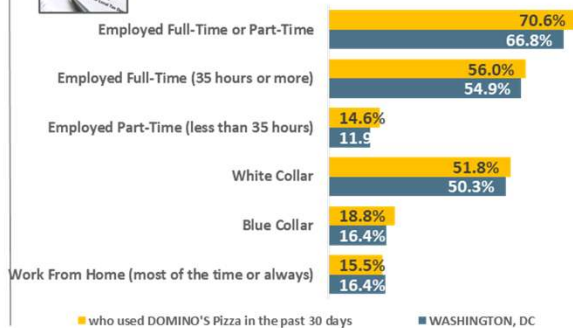
9.2% or 523,714 of WASHINGTON, DC DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 2.4% more likely to be a college graduate, 2% more likely to work full-time, .2% more likely to be married, 30.6% more likely to be a parent of 1 or more children under 18.



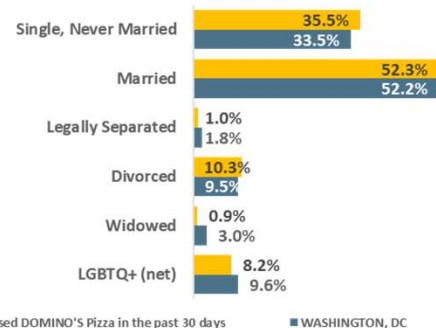
Education Levels: Adults 18 or older



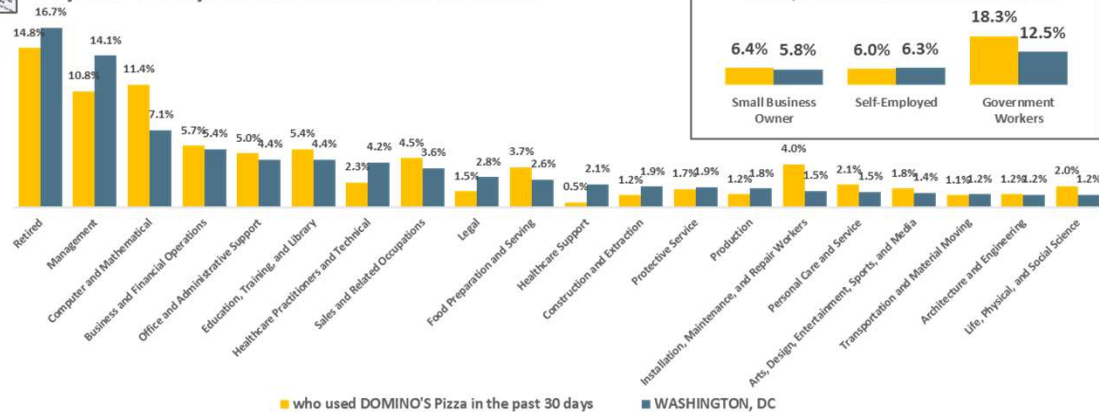
Employment: Adults 18 or older



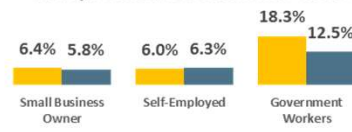
Marital Status: Adults 18 or older



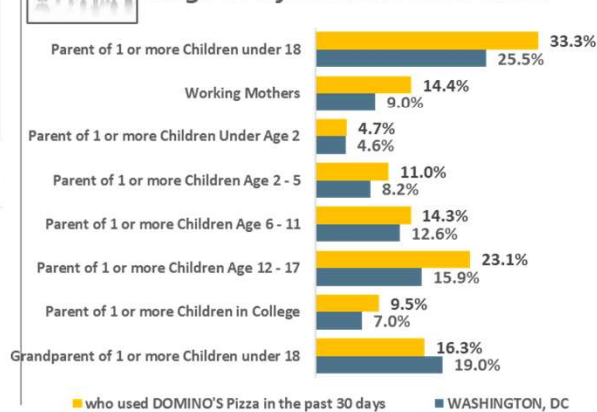
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

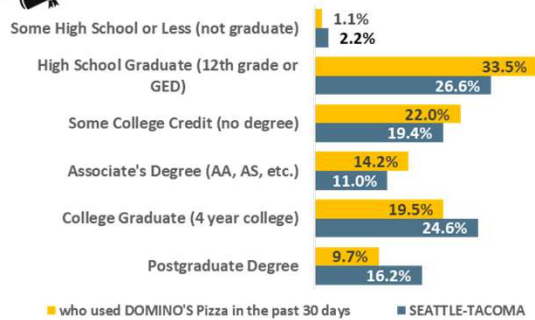




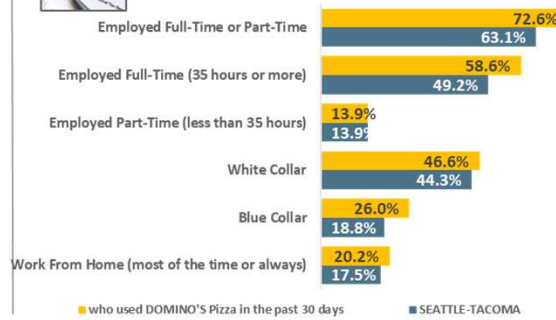
10.1% or 463,653 of SEATTLE-TACOMA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 28.6% less likely to be a college graduate, 19.2% more likely to work full-time, 3.3% more likely to be married, 54.8% more likely to be a parent of 1 or more children under 18.



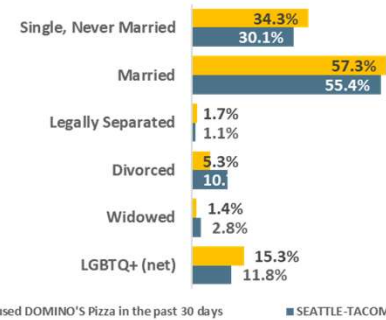
Education Levels: Adults 18 or older



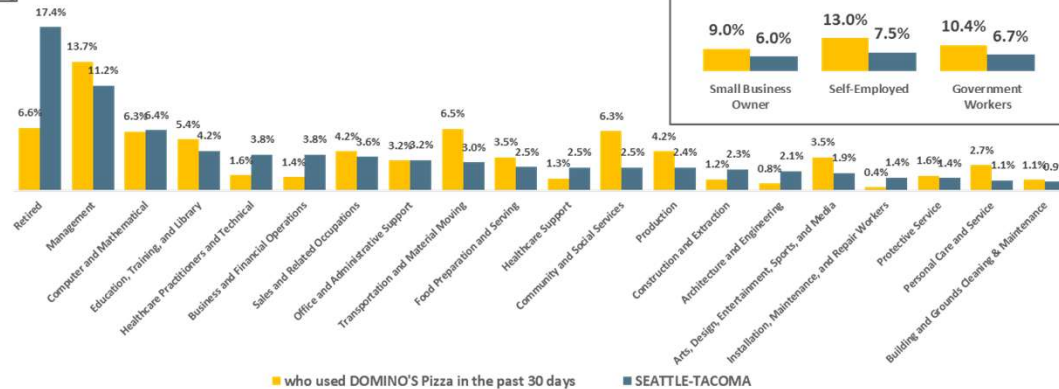
Employment: Adults 18 or older



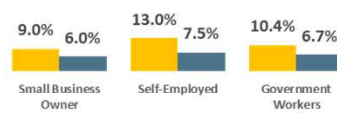
Marital Status: Adults 18 or older



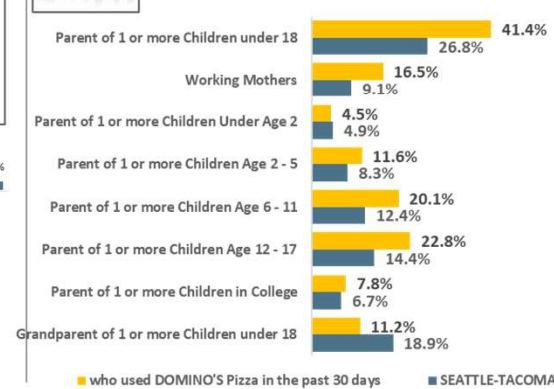
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

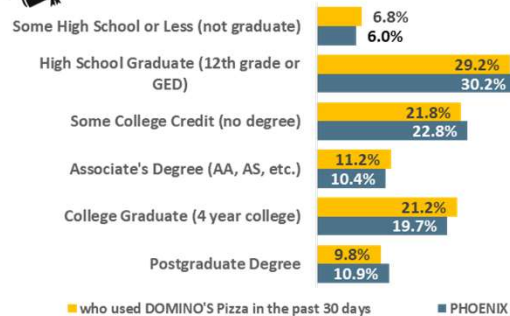




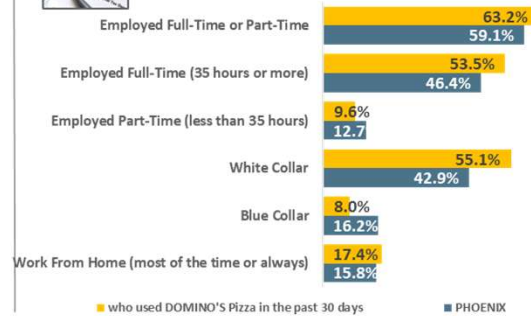
8.4% or 403,843 of PHOENIX DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 1.1% more likely to be a college graduate, 15.2% more likely to work full-time, 11.4% more likely to be married, 50.4% more likely to be a parent of 1 or more children under 18.



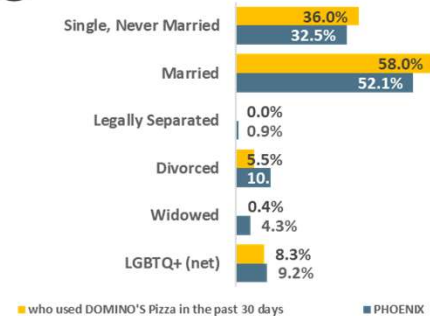
Education Levels: Adults 18 or older



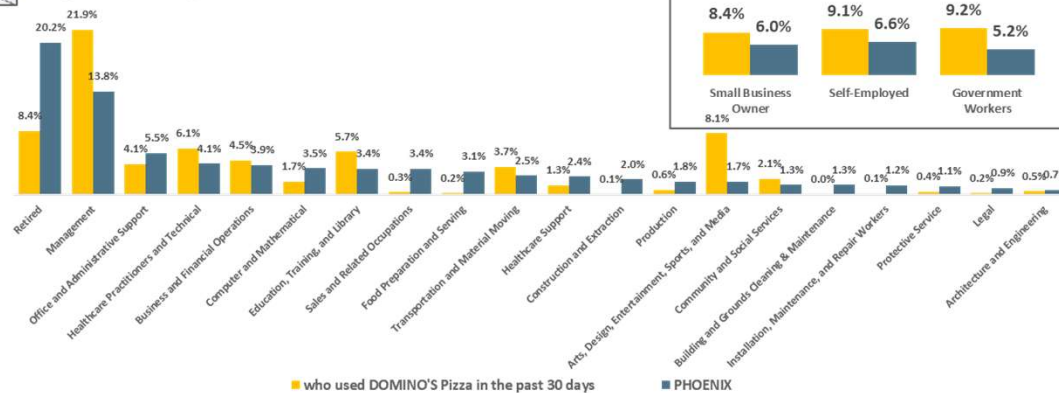
Employment: Adults 18 or older



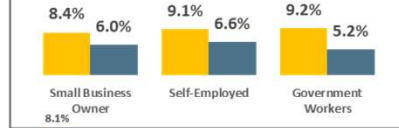
Marital Status: Adults 18 or older



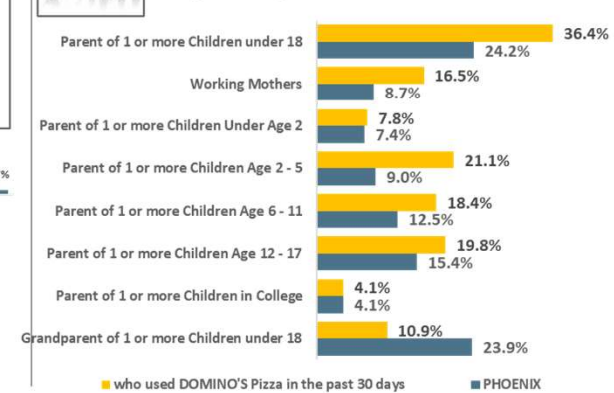
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

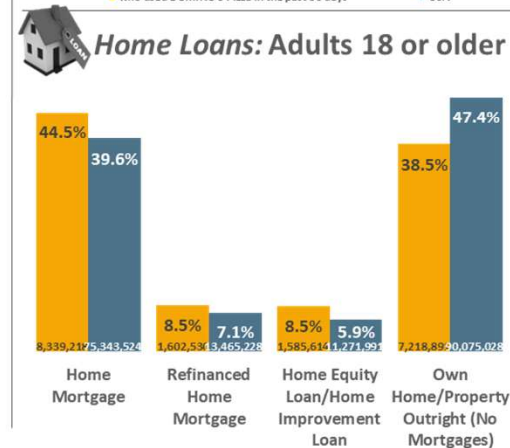
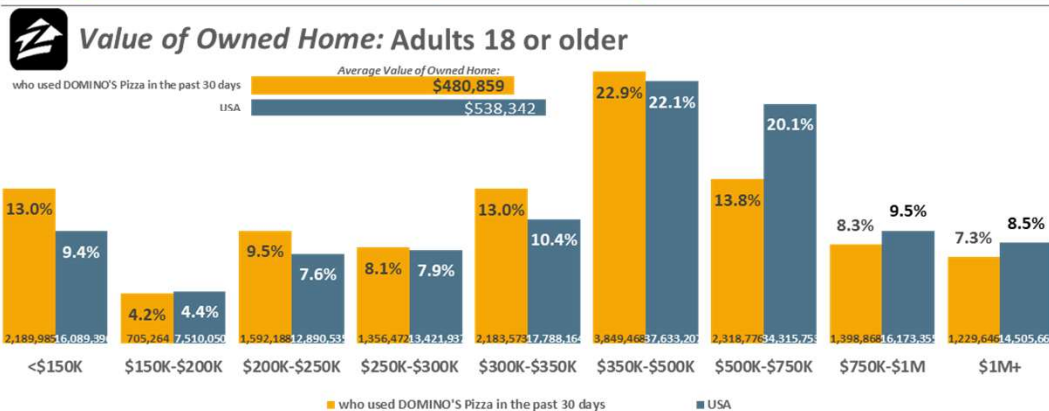
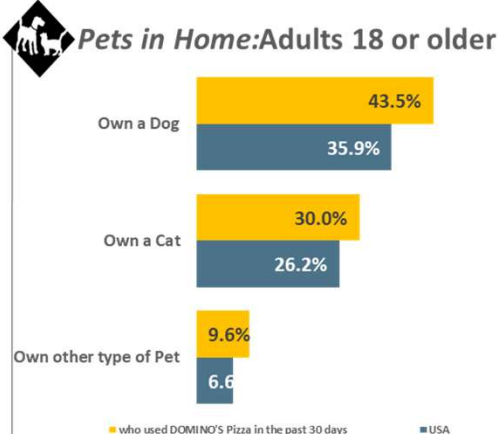
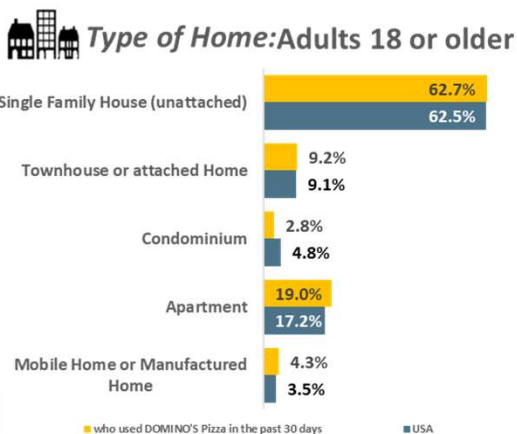
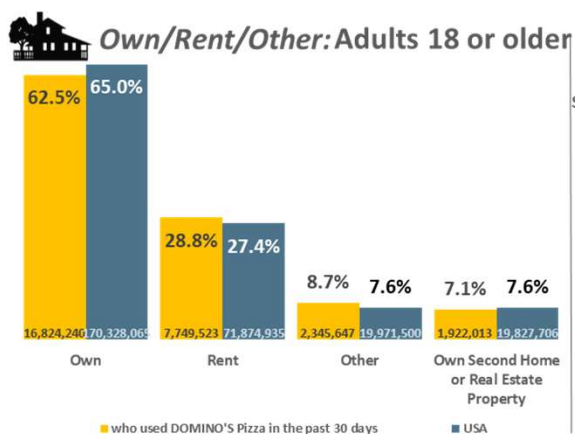


Stage in Life: Adults 18 or older





10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 3.8% less likely to own their home, 10.7% more likely to own a lower valued home, .3% more likely to have a single-family home, 21.3% more likely to have a dog.

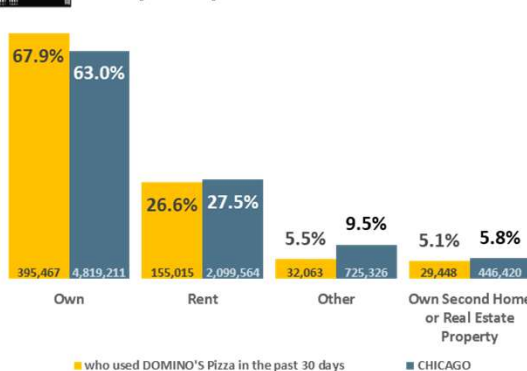




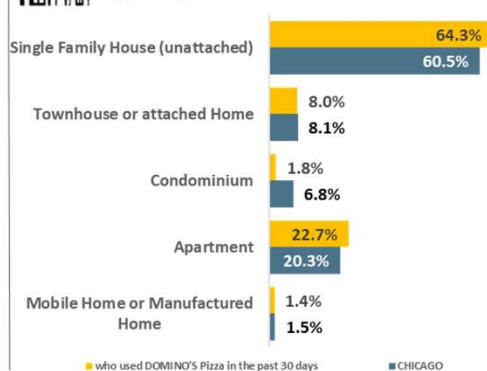
7.6% or 582,545 of CHICAGO DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 7.7% more likely to own their home, 14.7% more likely to own a lower valued home, 6.3% more likely to have a single-family home, 31.2% more likely to have a dog.



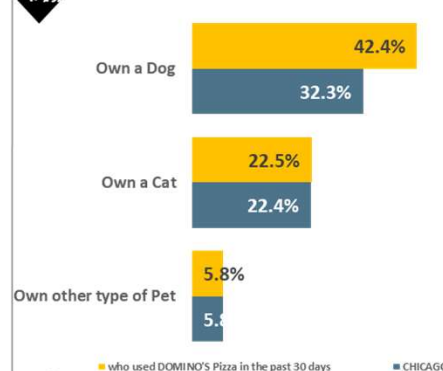
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



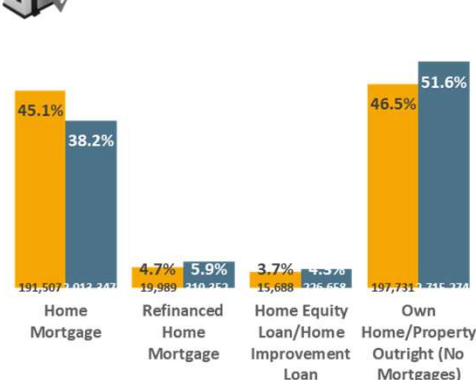
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

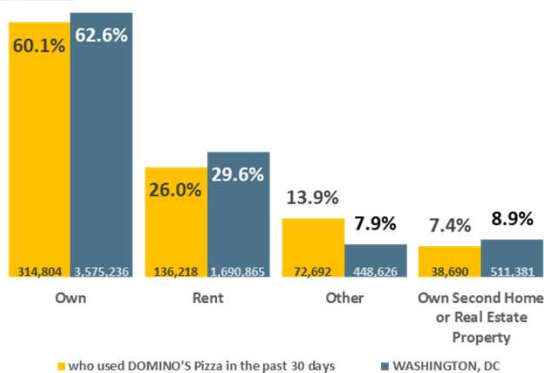




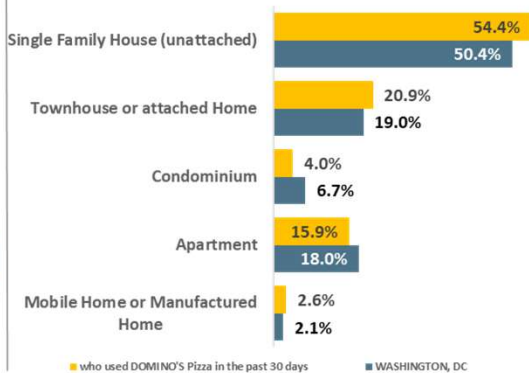
9.2% or 523,714 of WASHINGTON, DC DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 3.9% less likely to own their home, 1.8% more likely to own a lower valued home, 8.% more likely to have a single-family home, 10.6% more likely to have a dog.



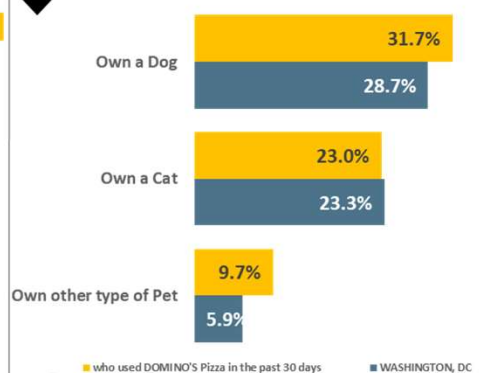
Own/Rent/Other: Adults 18 or older



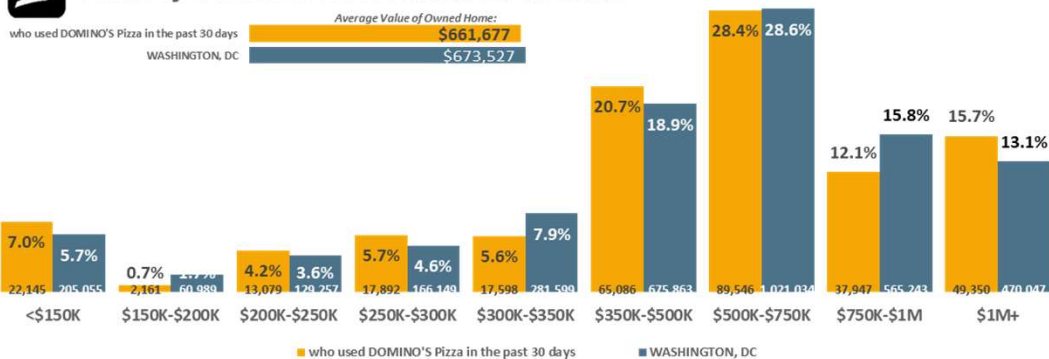
Type of Home: Adults 18 or older



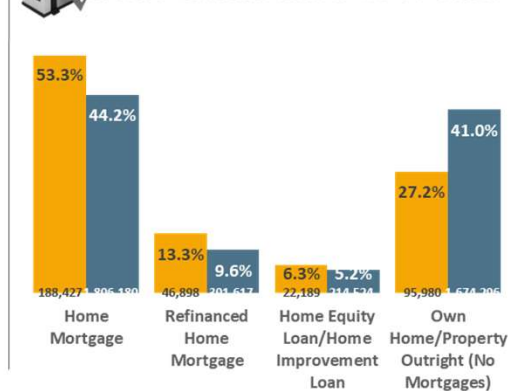
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

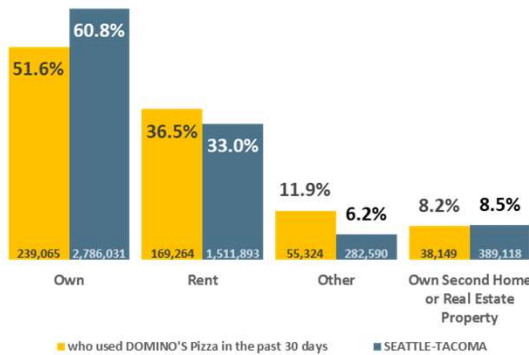




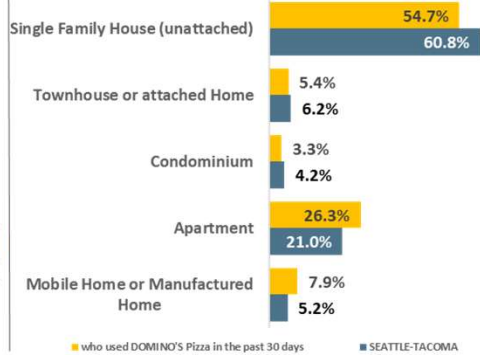
10.1% or 463,653 of SEATTLE-TACOMA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 15.2% less likely to own their home, 14.2% more likely to own a lower valued home, 10.% less likely to have a single-family home, 25.1% more likely to have a dog.



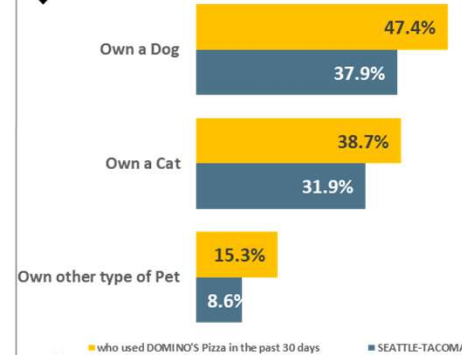
Own/Rent/Other: Adults 18 or older



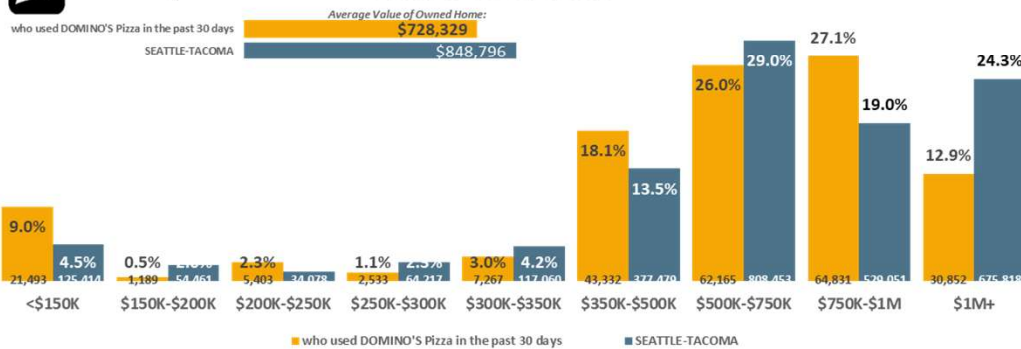
Type of Home: Adults 18 or older



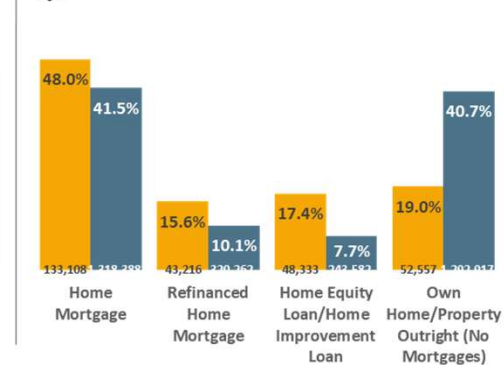
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

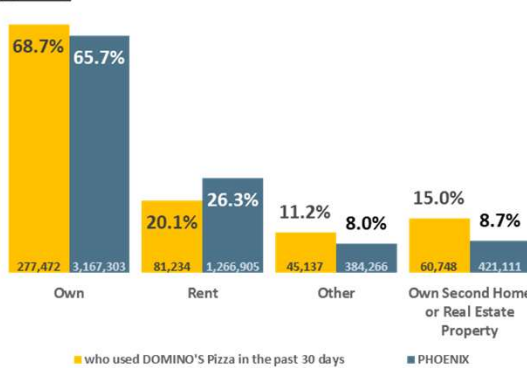




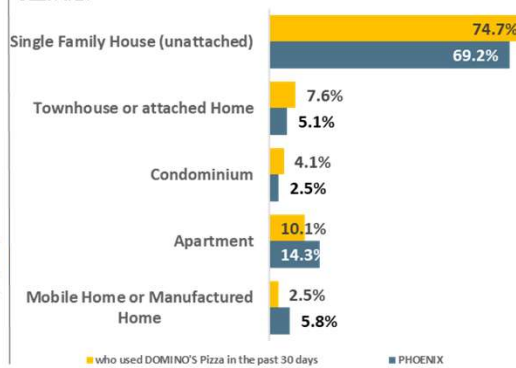
8.4% or 403,843 of PHOENIX DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 4.5% more likely to own their home, 6.5% more likely to own a lower valued home, 7.9% more likely to have a single-family home, 33.3% more likely to have a dog.



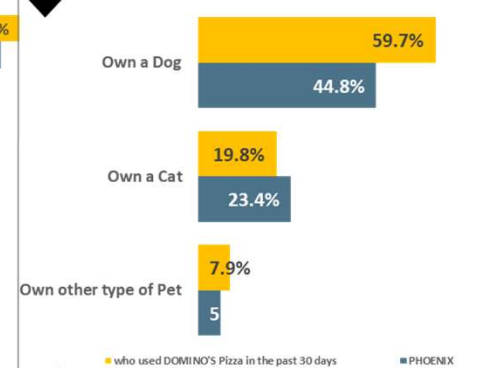
Own/Rent/Other: Adults 18 or older



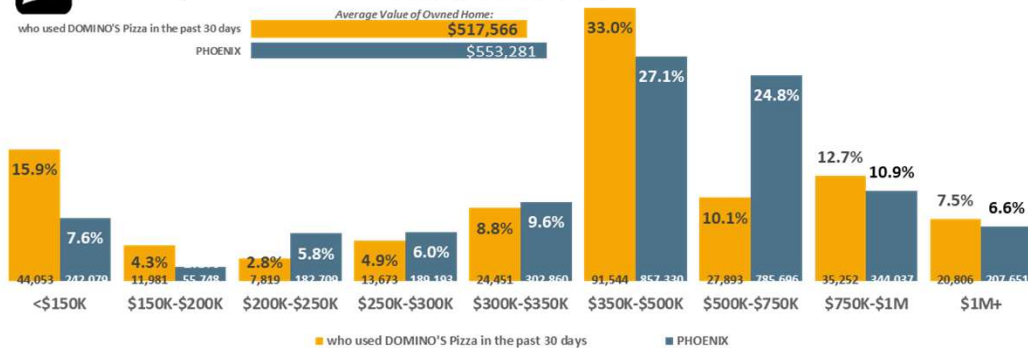
Type of Home: Adults 18 or older



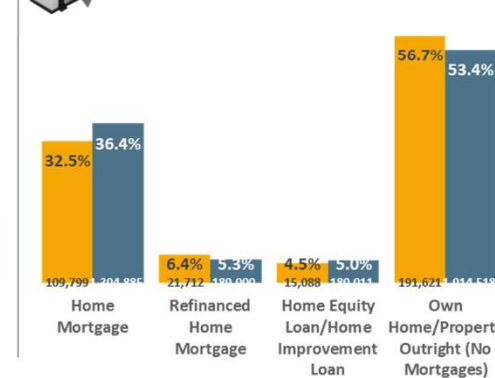
Pets in Home: Adults 18 or older

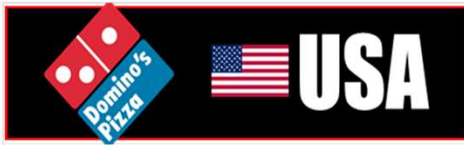


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

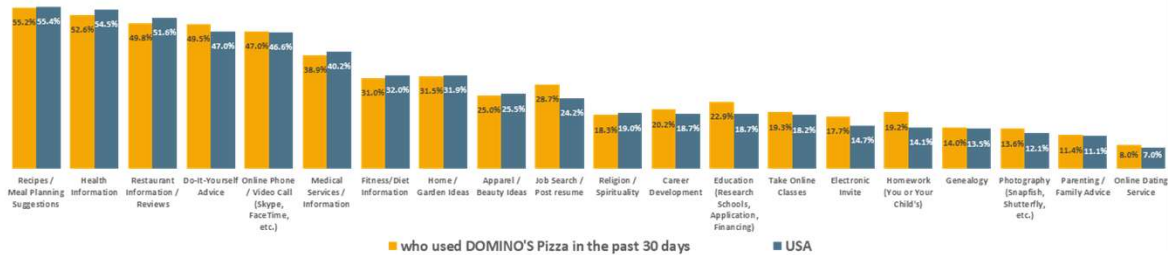




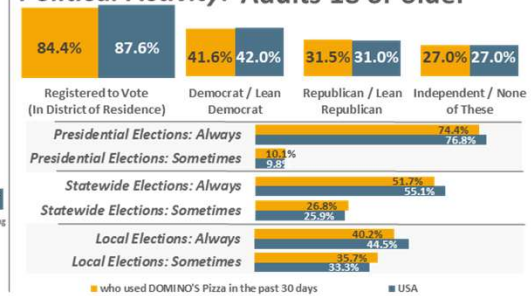
10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 5.4% more likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 3.8% less likely to belong to a gym, 1.7% less likely to fly domestic past yr.



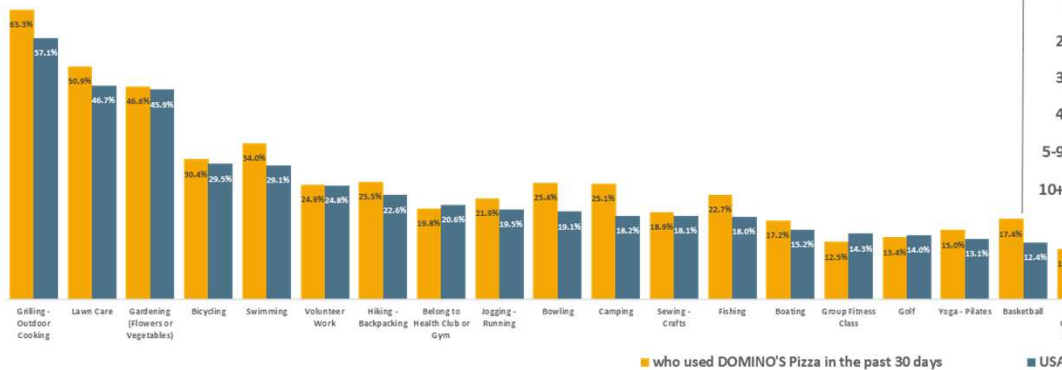
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



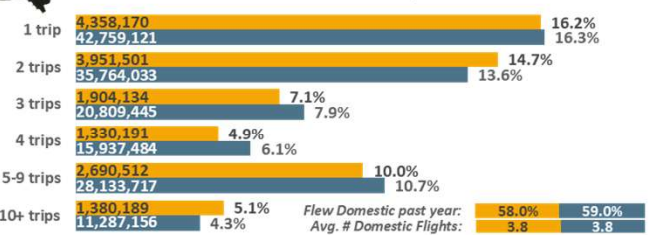
Political Activity: Adults 18 or older



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



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

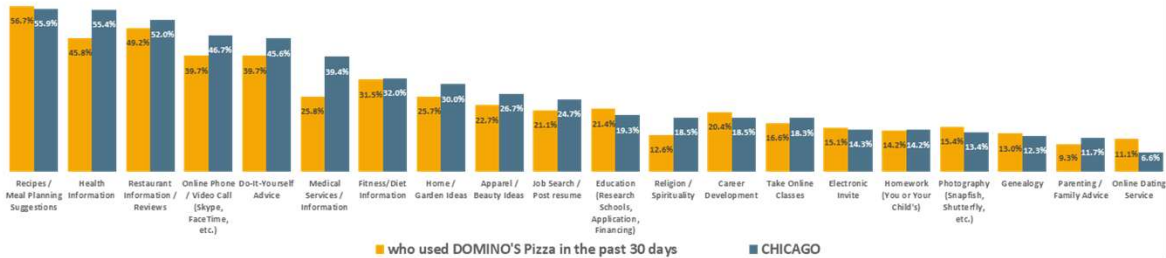




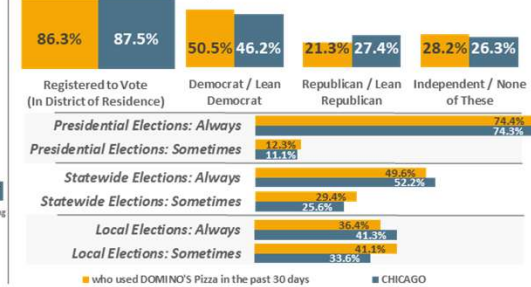
7.6% or 582,545 of CHICAGO DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 12.9% less likely to look up D-I-Y advice online, 12% less likely to always vote in local elections, .1% less likely to belong to a gym, 10.7% less likely to fly domestic past yr.



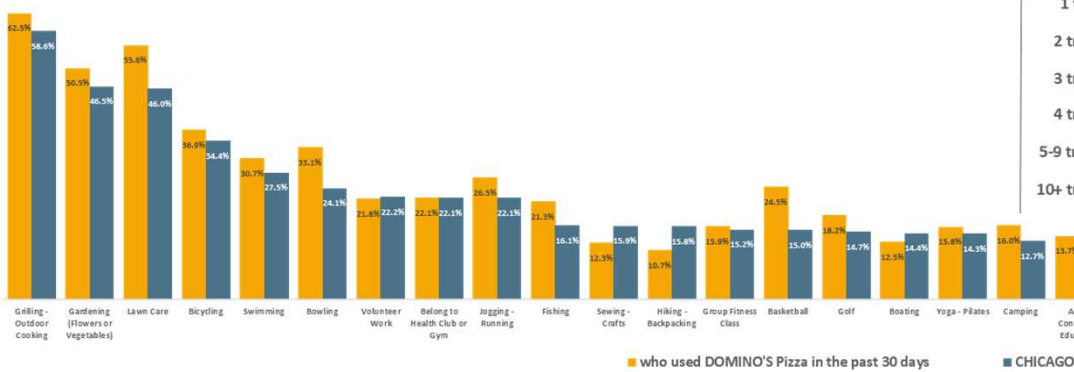
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



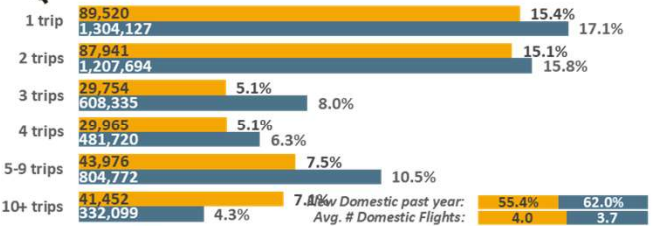
Political Activity: Adults 18 or older



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



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

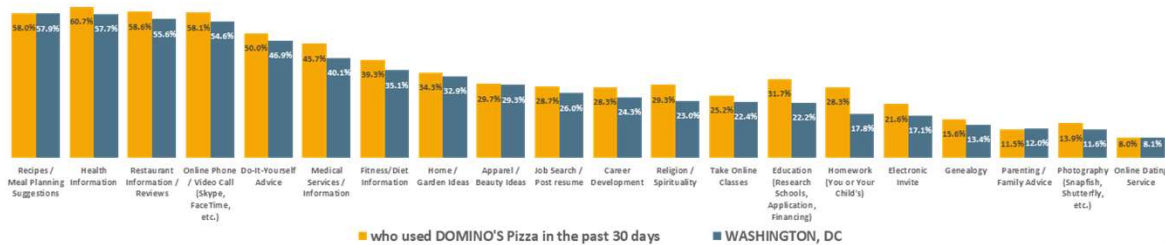




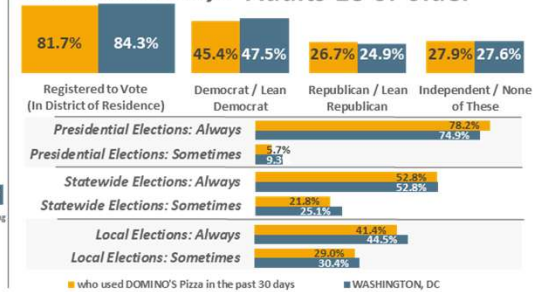
9.2% or 523,714 of WASHINGTON, DC DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 6.5% more likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, 7.7% more likely to belong to a gym, 1.5% more likely to fly domestic past yr.



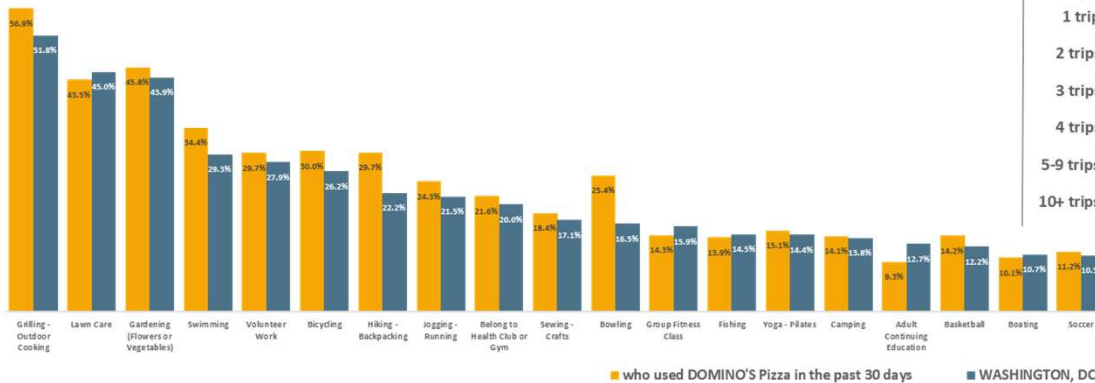
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



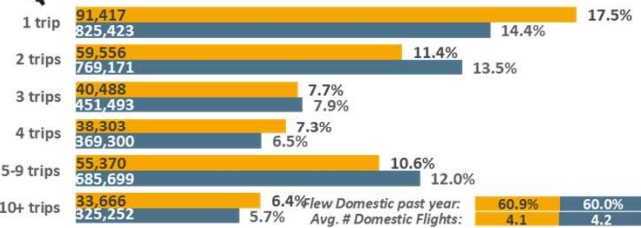
Political Activity: Adults 18 or older



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



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

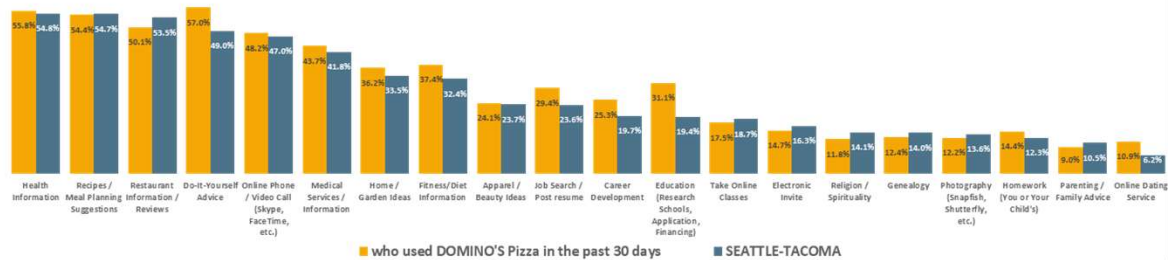




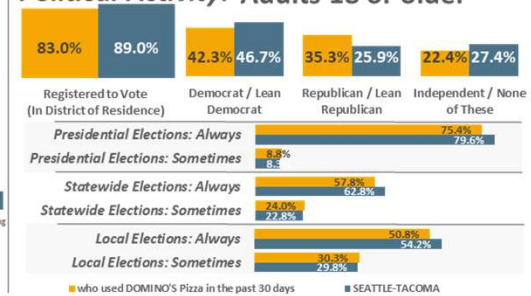
10.1% or 463,653 of SEATTLE-TACOMA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 16.2% more likely to look up D-I-Y advice online, 6.2% less likely to always vote in local elections, 24.5% more likely to belong to a gym, 9.7% less likely to fly domestic past yr.



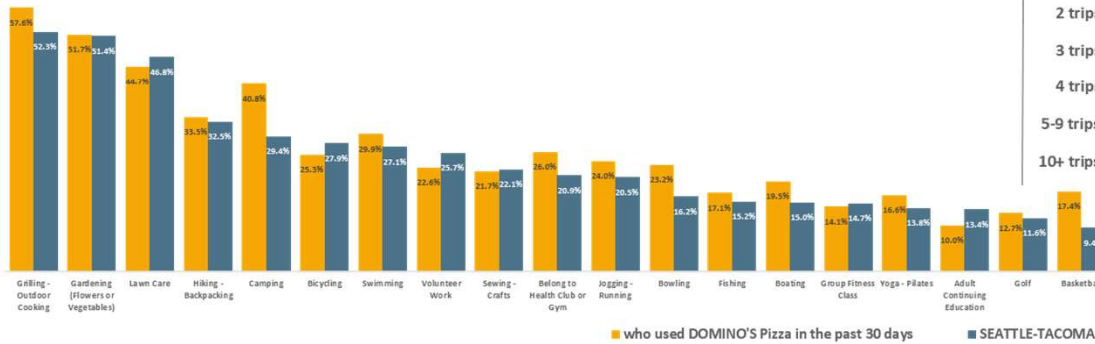
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



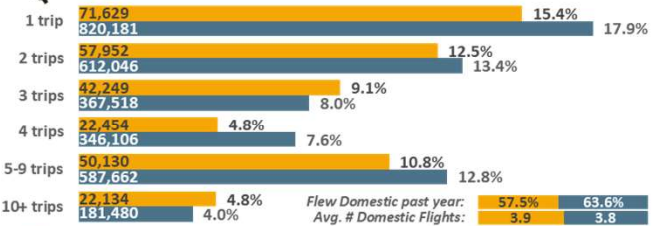
Political Activity: Adults 18 or older



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



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



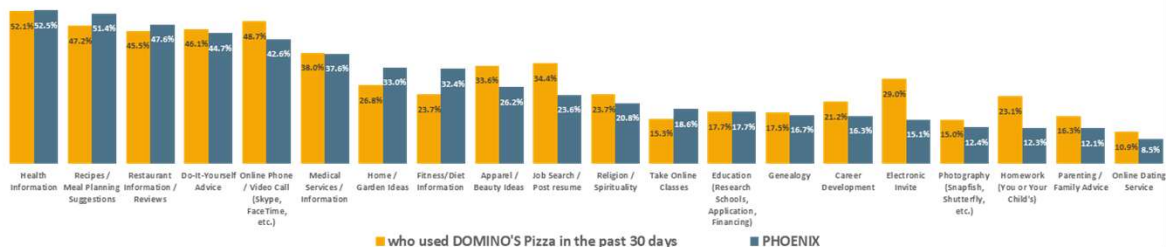
Flew Domestic past year: 57.5%
Avg. # Domestic Flights: 3.9



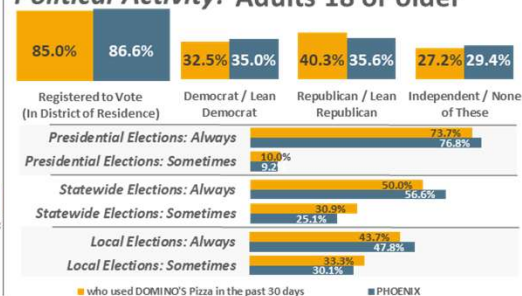
8.4% or 403,843 of PHOENIX DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 3.3% more likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 46.5% less likely to belong to a gym, 15.3% more likely to fly domestic past yr.



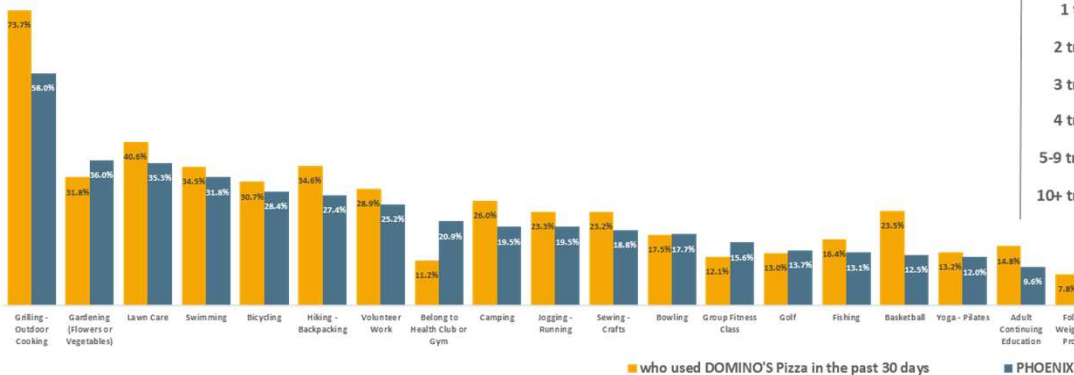
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



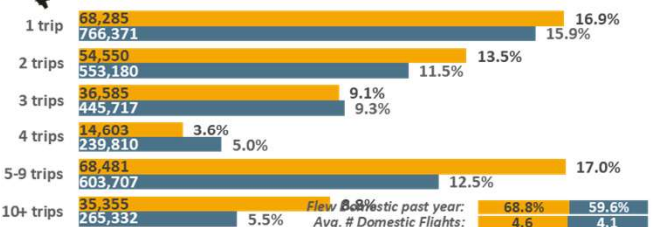
Political Activity: Adults 18 or older



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



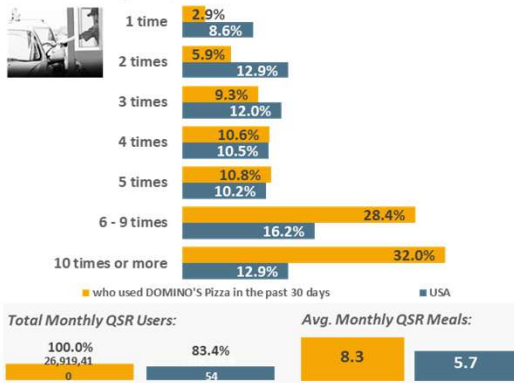
Past 12-months Domestic Airline Trips: Adults 18 or older



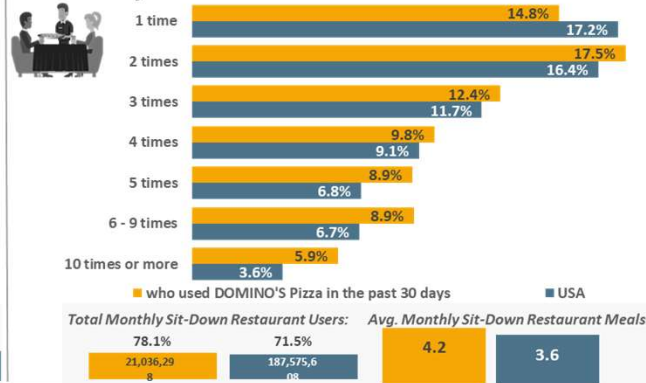


10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 19.9% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 17.4% more likely to use Casinos past yr., 61.6% more likely to smoke cigarettes.

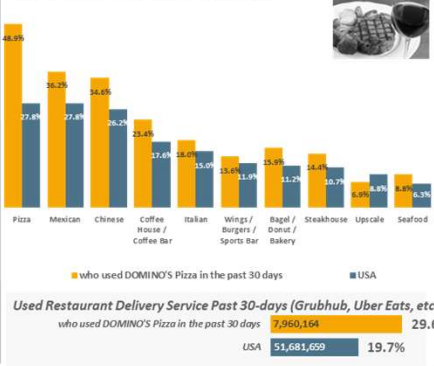
Past 30-days QSR Users: Adults 18 or older



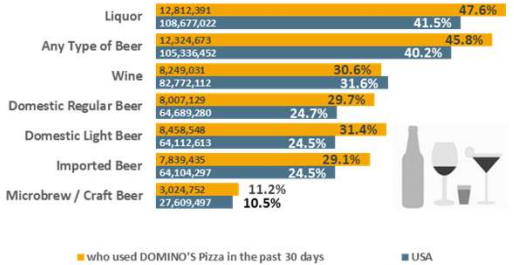
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



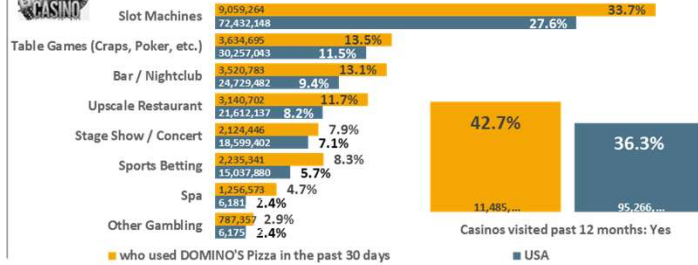
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



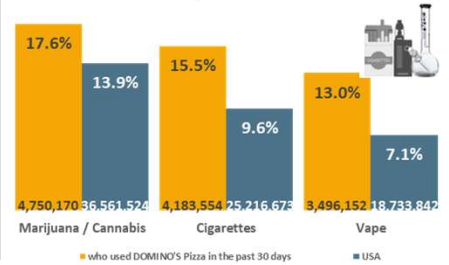
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



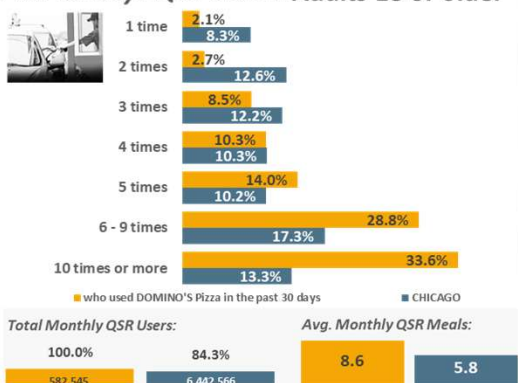
Used Past 30-days: Adults 18 or older



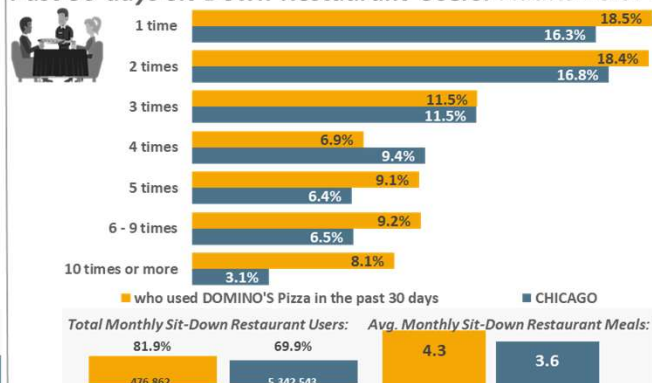


7.6% or 582,545 of CHICAGO DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 18.6% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 16.3% more likely to use Casinos past yr., 48.6% more likely to smoke cigarettes.

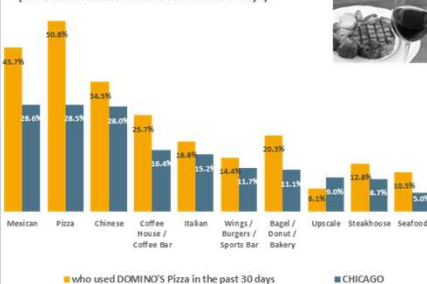
Past 30-days QSR Users: Adults 18 or older



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

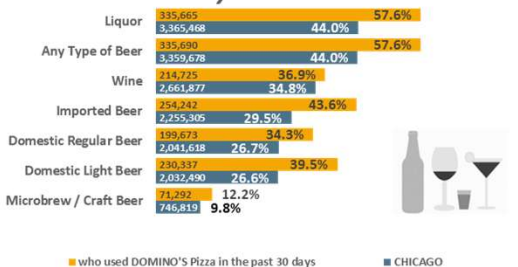


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

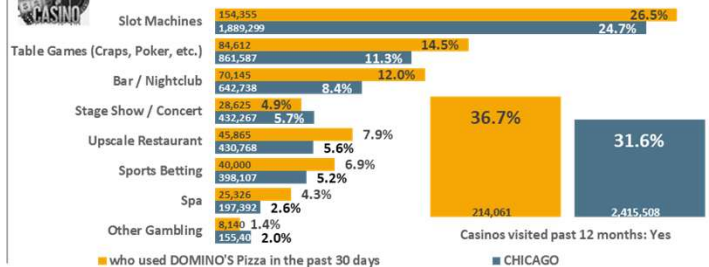


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who used DOMINO'S Pizza in the past 30 days: 216,130 (37.1%)
 CHICAGO: 1,679,594 (22.0%)

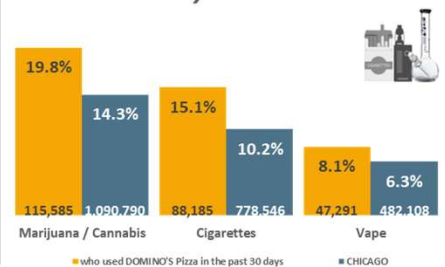
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



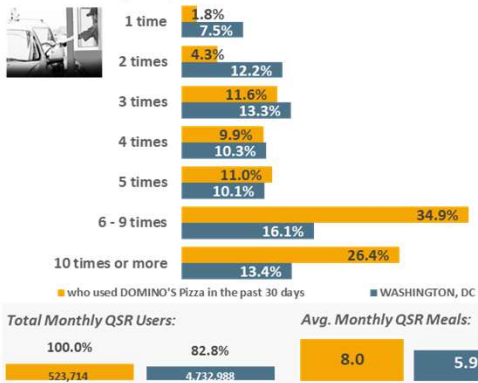
Used Past 30-days: Adults 18 or older



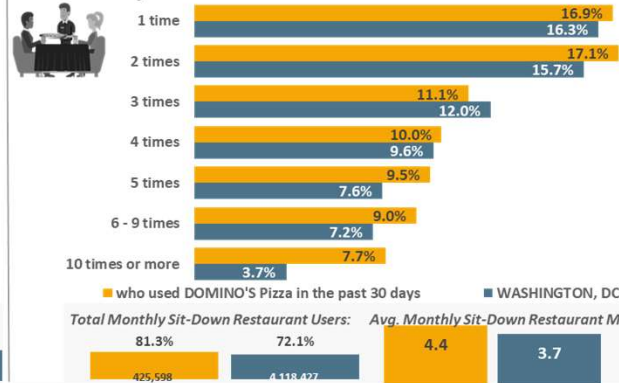


9.2% or 523,714 of WASHINGTON, DC DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 20.7% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 37.9% more likely to use Casinos past yr., 30.6% more likely to smoke cigarettes.

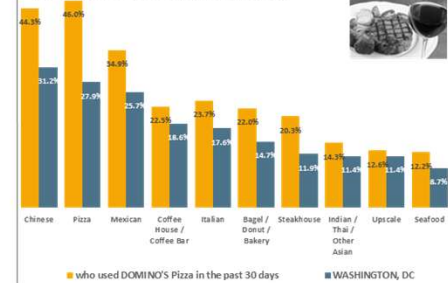
Past 30-days QSR Users: Adults 18 or older



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

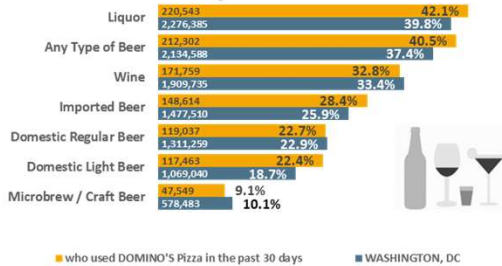


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

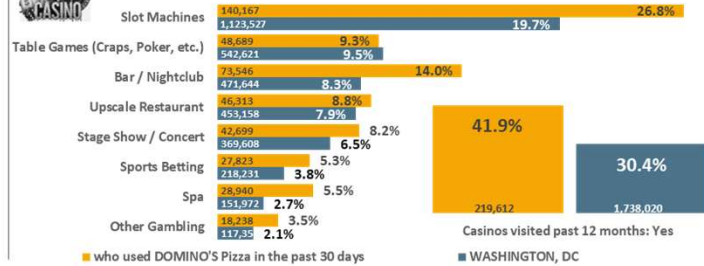


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who used DOMINO'S Pizza in the past 30 days: 162,024 (30.9%)
 WASHINGTON, DC: 1,397,483 (24.5%)

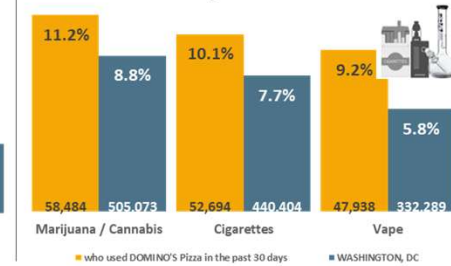
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



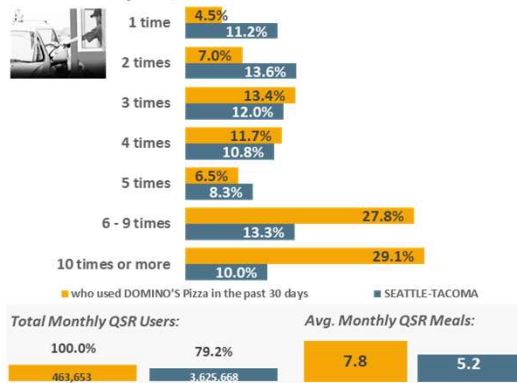
Used Past 30-days: Adults 18 or older



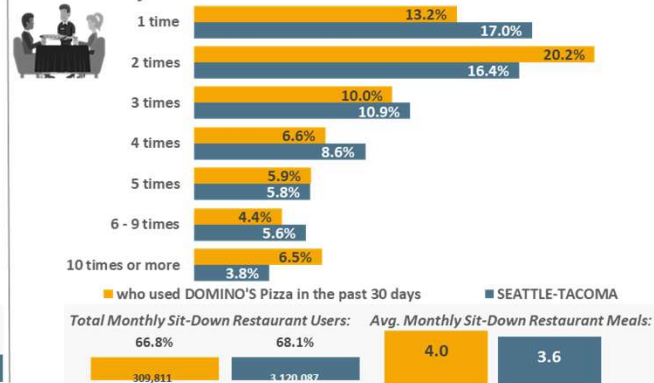


10.1% or 463,653 of SEATTLE-TACOMA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 26.3% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 3.5% less likely to use Casinos past yr., 85.1% more likely to smoke cigarettes.

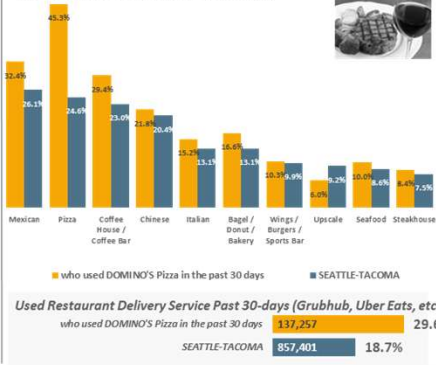
Past 30-days QSR Users: Adults 18 or older



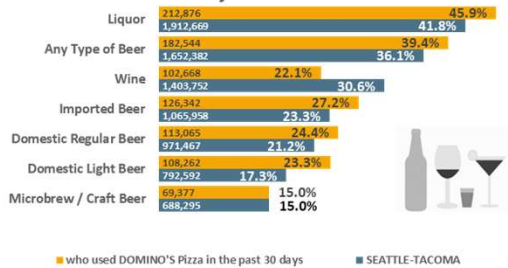
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



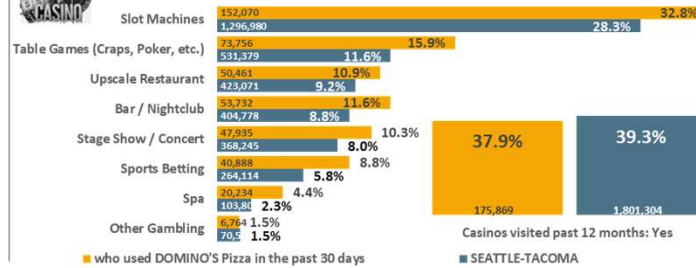
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



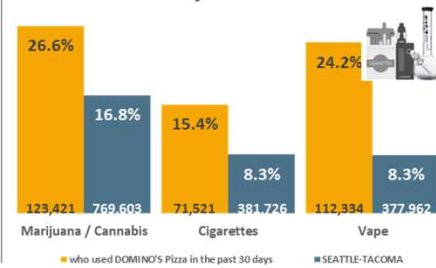
Drank Past 30-days: Adults 18 or older

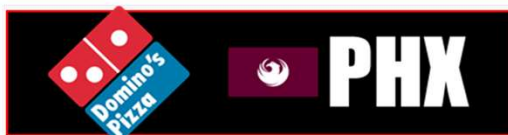


Past 12 months Casino Activities: Adults 18 or older



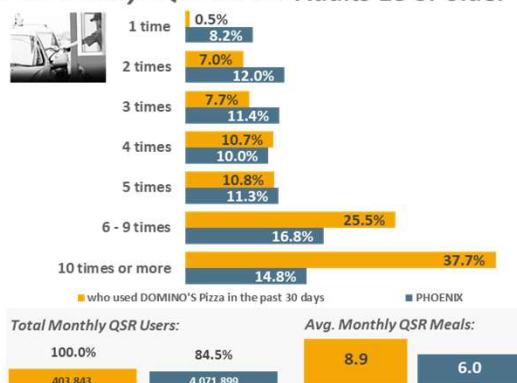
Used Past 30-days: Adults 18 or older



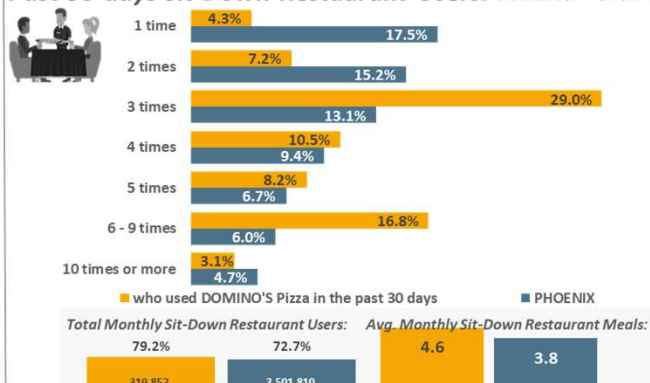


8.4% or 403,843 of PHOENIX DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 18.3% more likely to use QSRs past mo., 9% more likely to use Sit-Down Restaurants past mo., 22.1% more likely to use Casinos past yr., 61.3% more likely to smoke cigarettes.

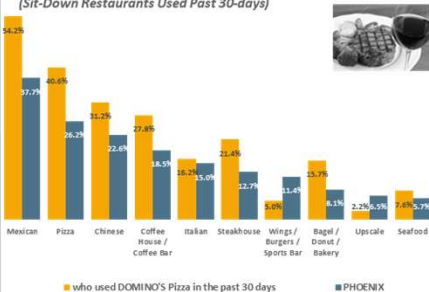
Past 30-days QSR Users: Adults 18 or older



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



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

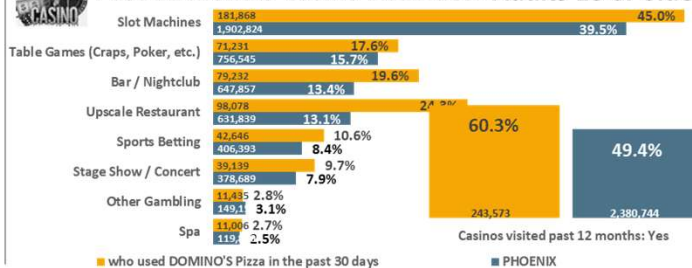


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who used DOMINO'S Pizza in the past 30 days: 94,417 (23.4%)
 PHOENIX: 837,313 (17.4%)

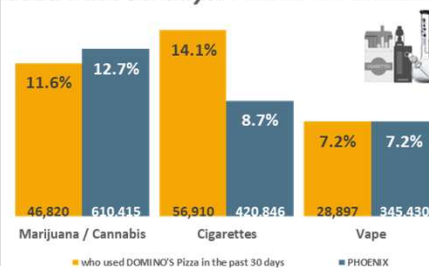
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

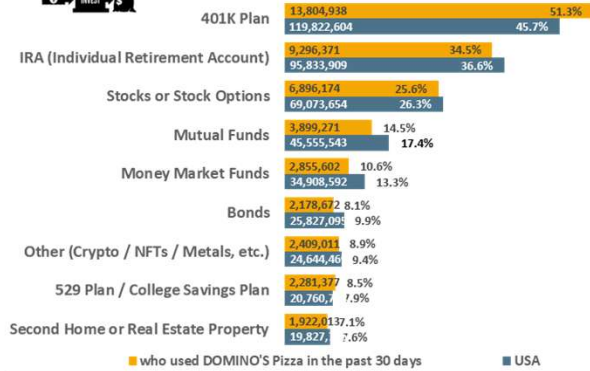




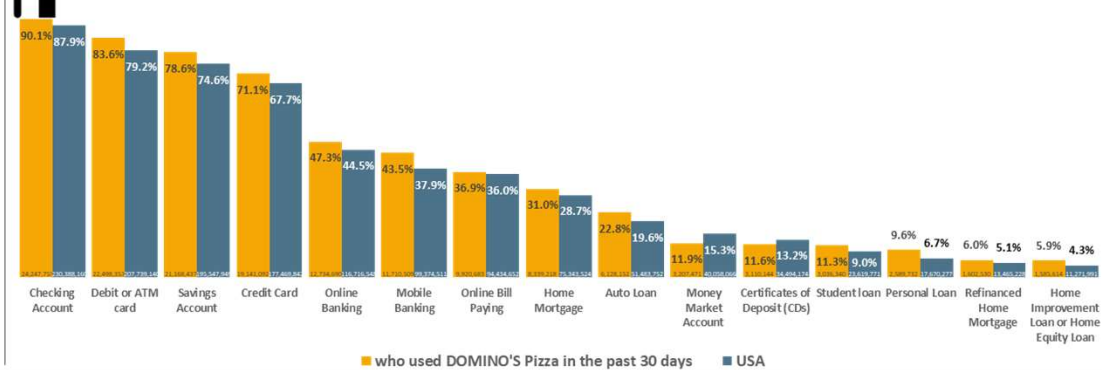
10.3% or 26,919,410 of USA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 12.2% more likely to have a 401K, 15.9% more likely to have an Auto Loan, .2% less likely to Invest/Trade Stocks Online, 17.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



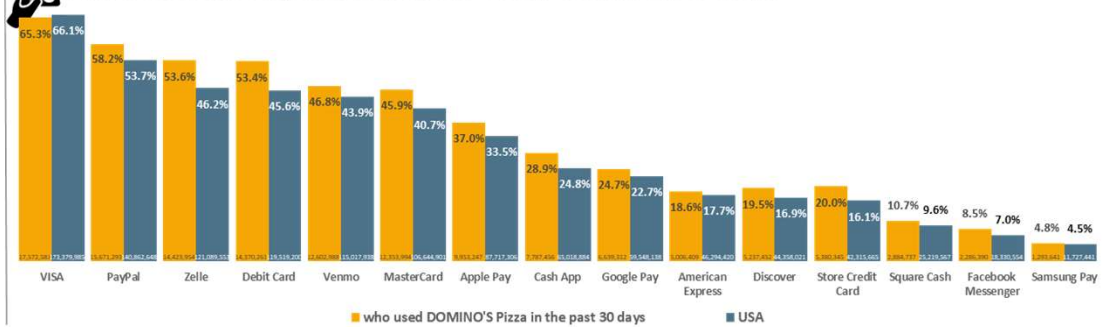
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

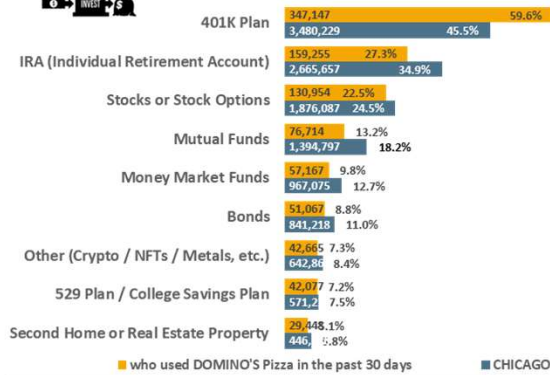




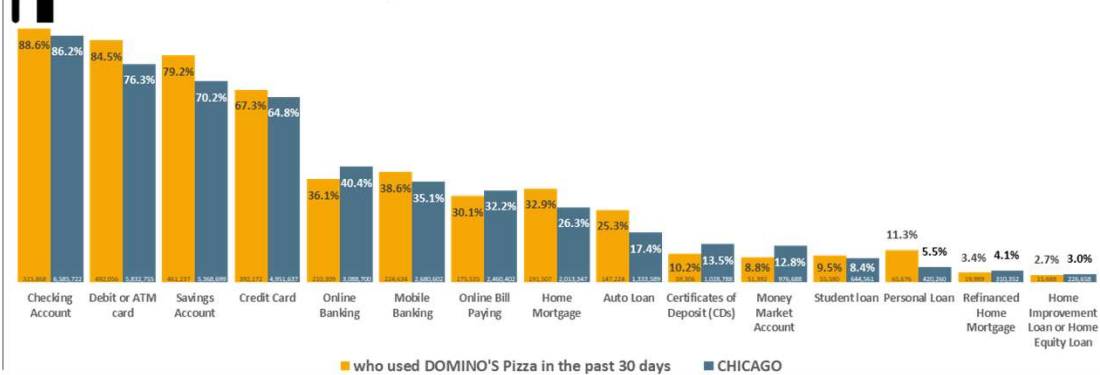
7.6% or 582,545 of CHICAGO DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 30.9% more likely to have a 401K, 44.9% more likely to have an Auto Loan, 51.4% less likely to Invest/Trade Stocks Online, 17.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



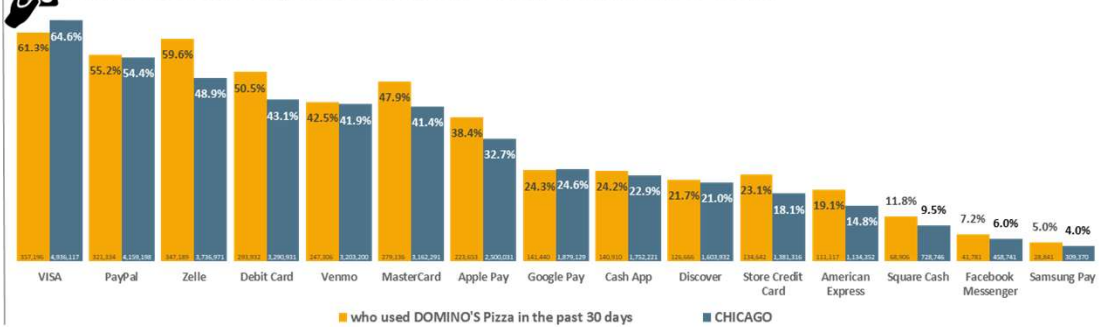
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





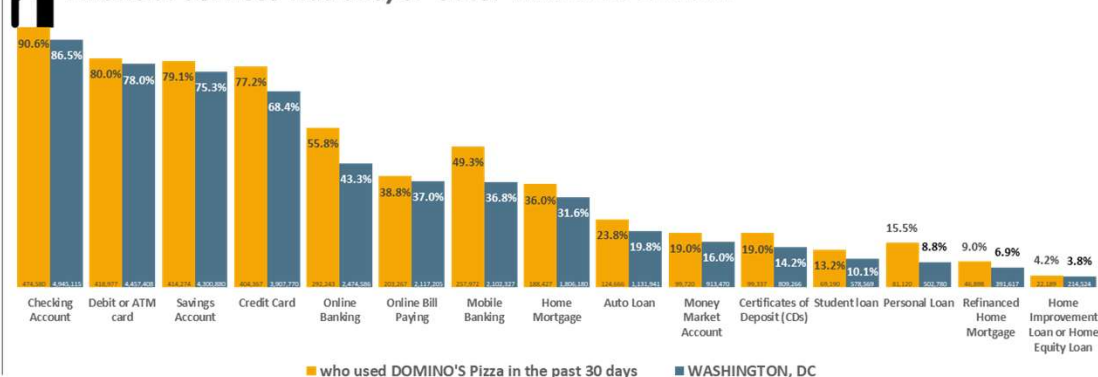
9.2% or 523,714 of WASHINGTON, DC DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 7.2% more likely to have a 401K, 20.2% more likely to have an Auto Loan, 16.3% more likely to Invest/Trade Stocks Online, 25.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



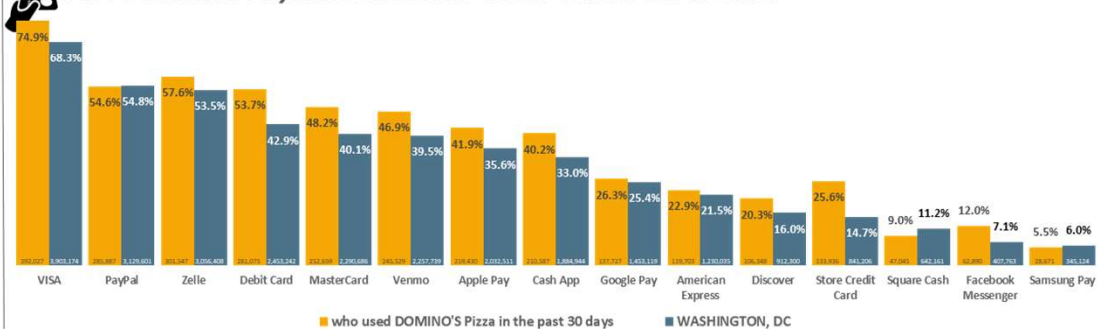
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

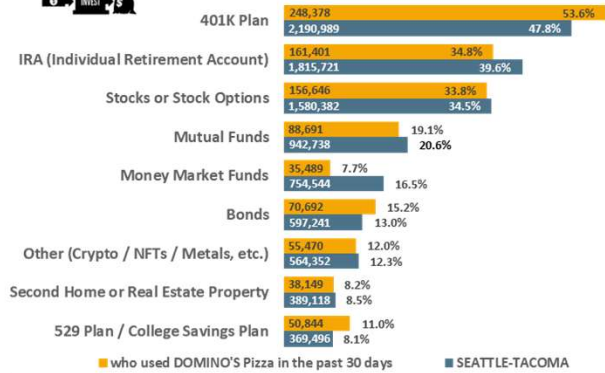




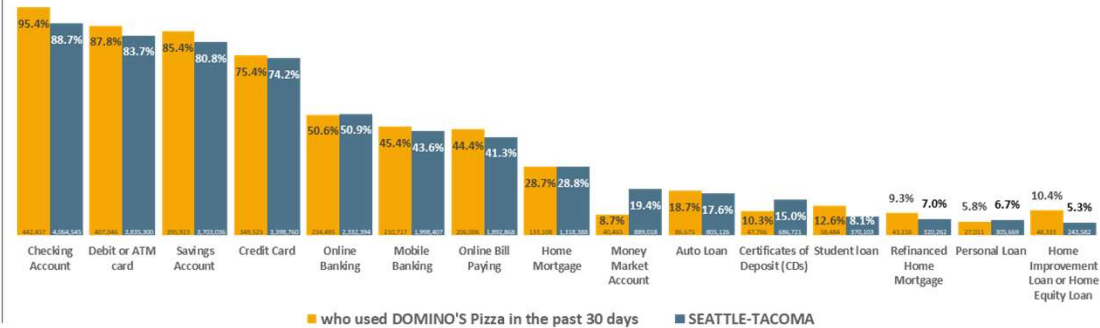
10.1% or 463,653 of SEATTLE-TACOMA DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 12.% more likely to have a 401K, 6.4% more likely to have an Auto Loan, 11.4% more likely to Invest/Trade Stocks Online, 18.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



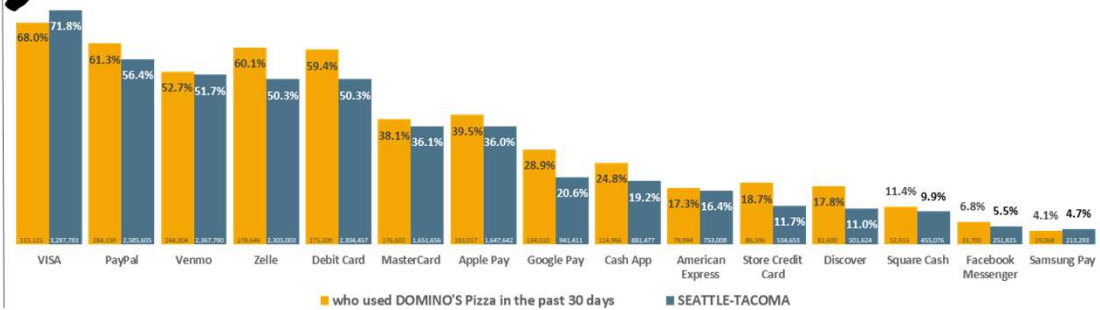
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

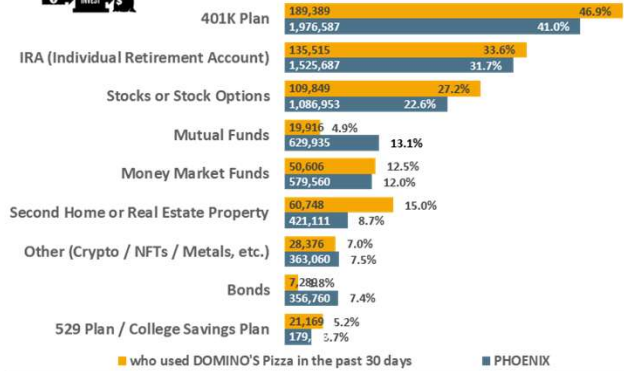




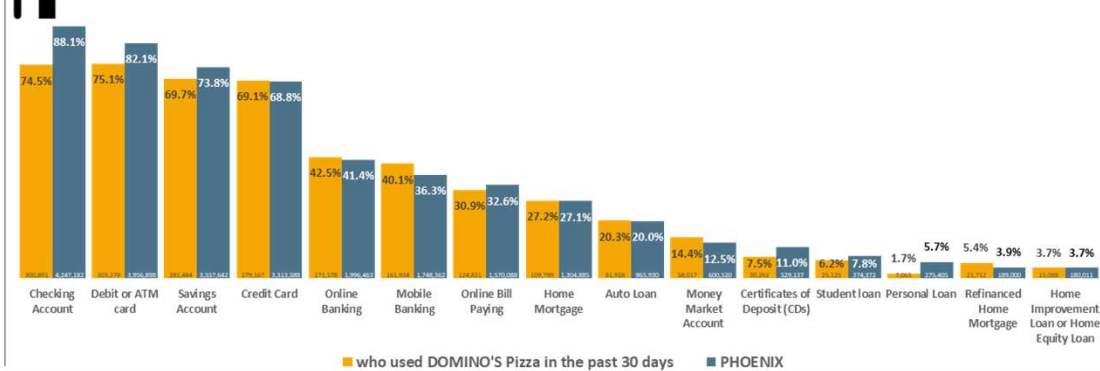
8.4% or 403,843 of PHOENIX DMA Adults 18 or older used DOMINO'S Pizza in the past 30 days. Adults 18 or older who used DOMINO'S Pizza in the past 30 days are 14.3% more likely to have a 401K, 1.2% more likely to have an Auto Loan, 5.5% less likely to Invest/Trade Stocks Online, .8% less likely to pay with their Debit Card.



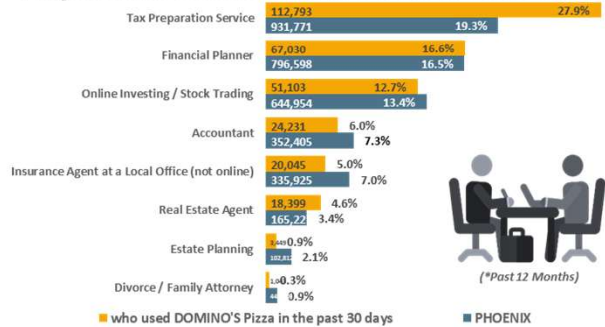
Investments Owned: Adults 18 or older



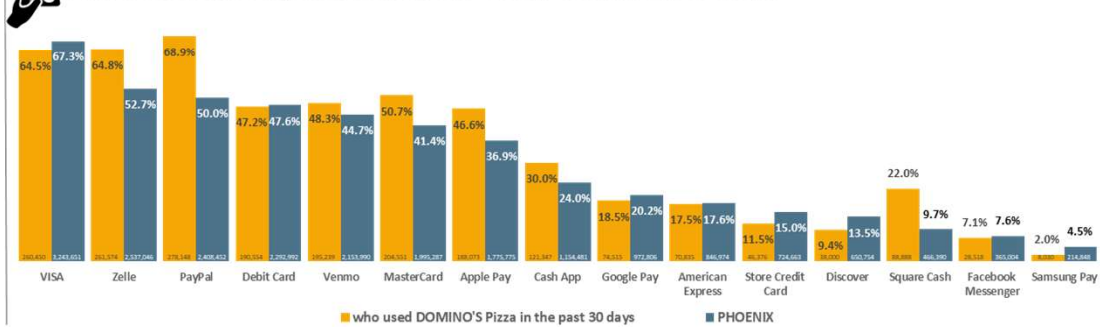
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

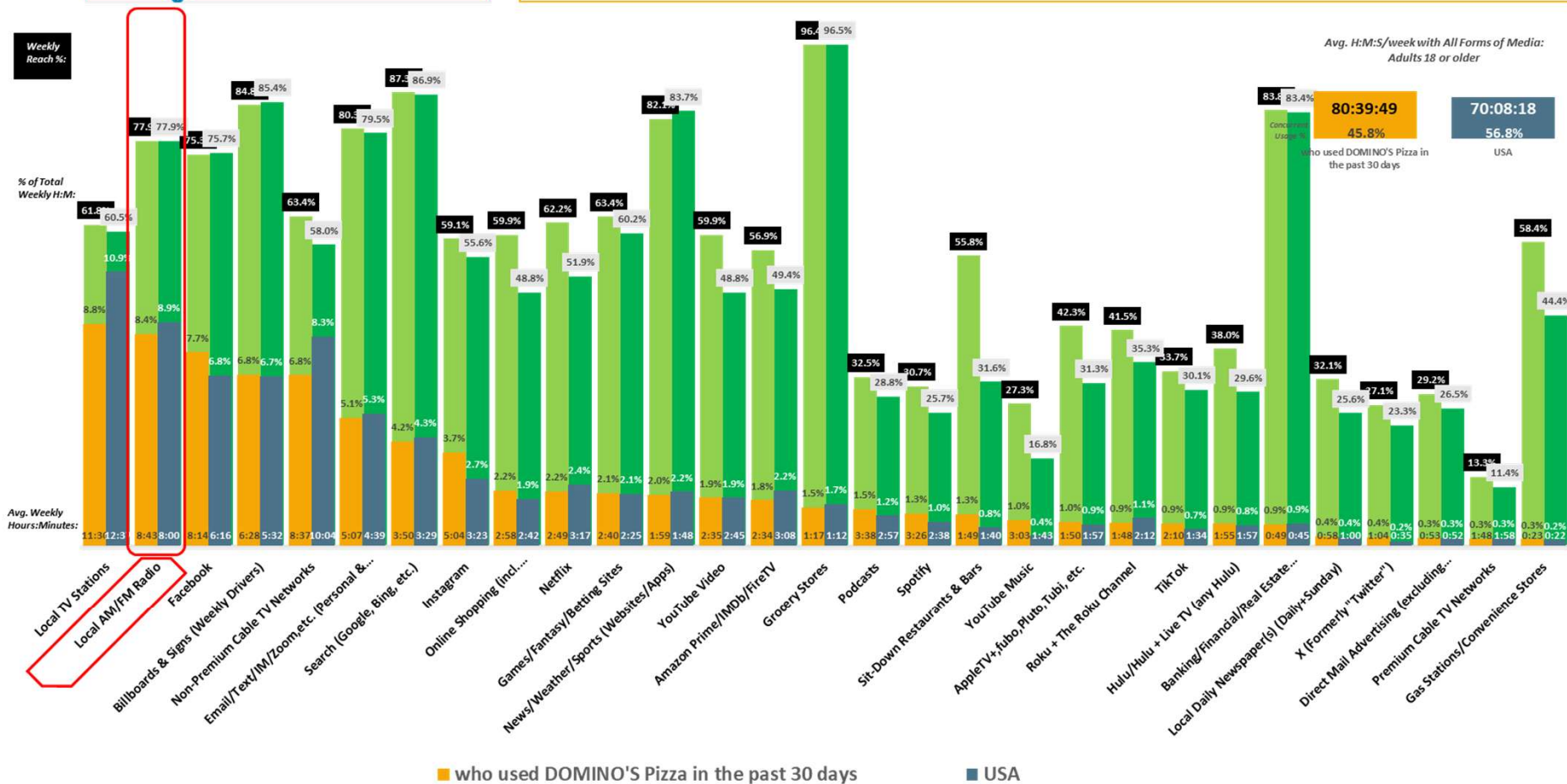


Past 3-Months Payment Methods Used: Adults 18 or older





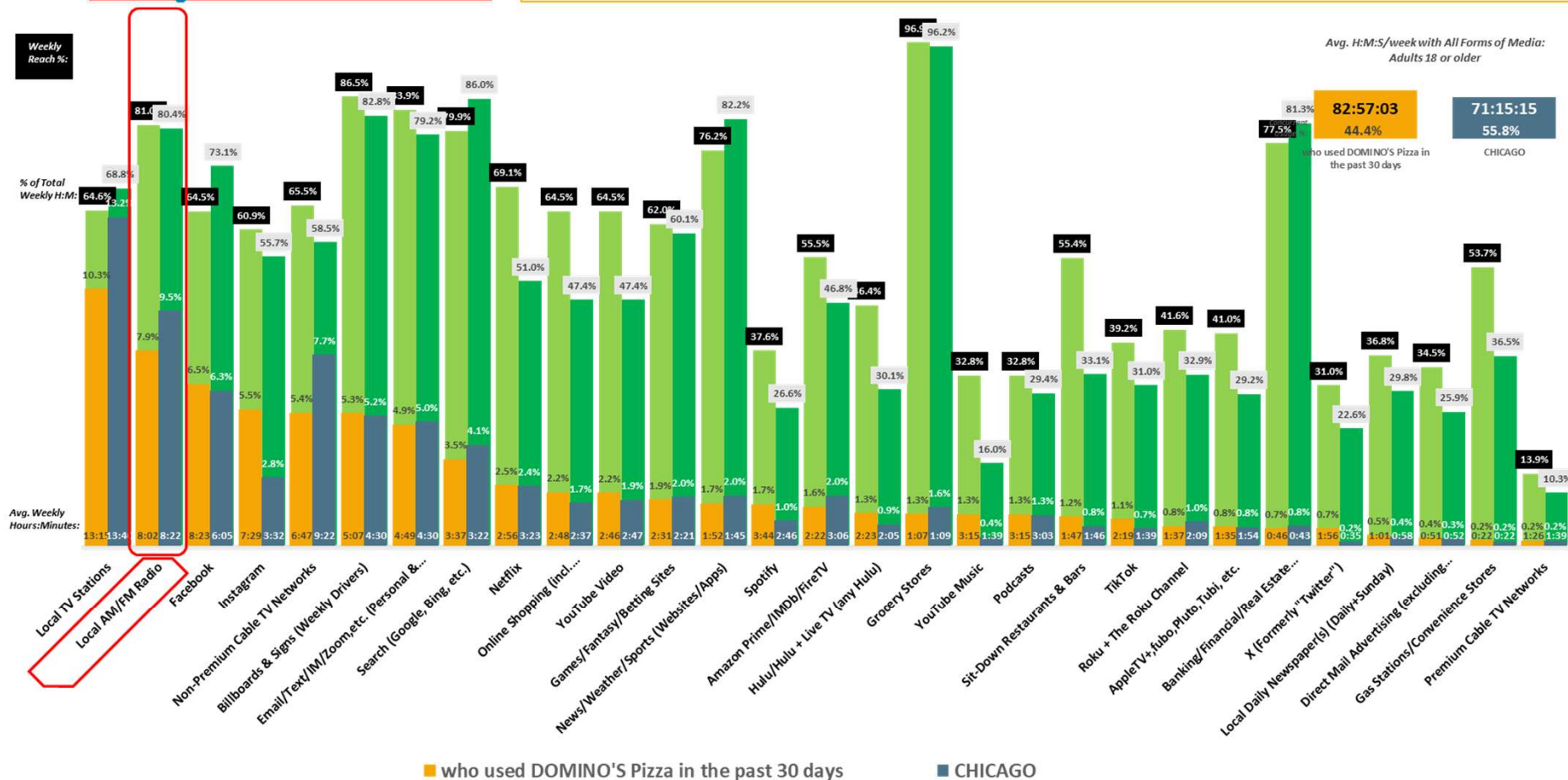
Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 8 hours, 39 minutes and 49 seconds each week with All Forms of Media.
 77.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 10 hours, 57 minutes and 3 seconds each week with All Forms of Media.

81.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.

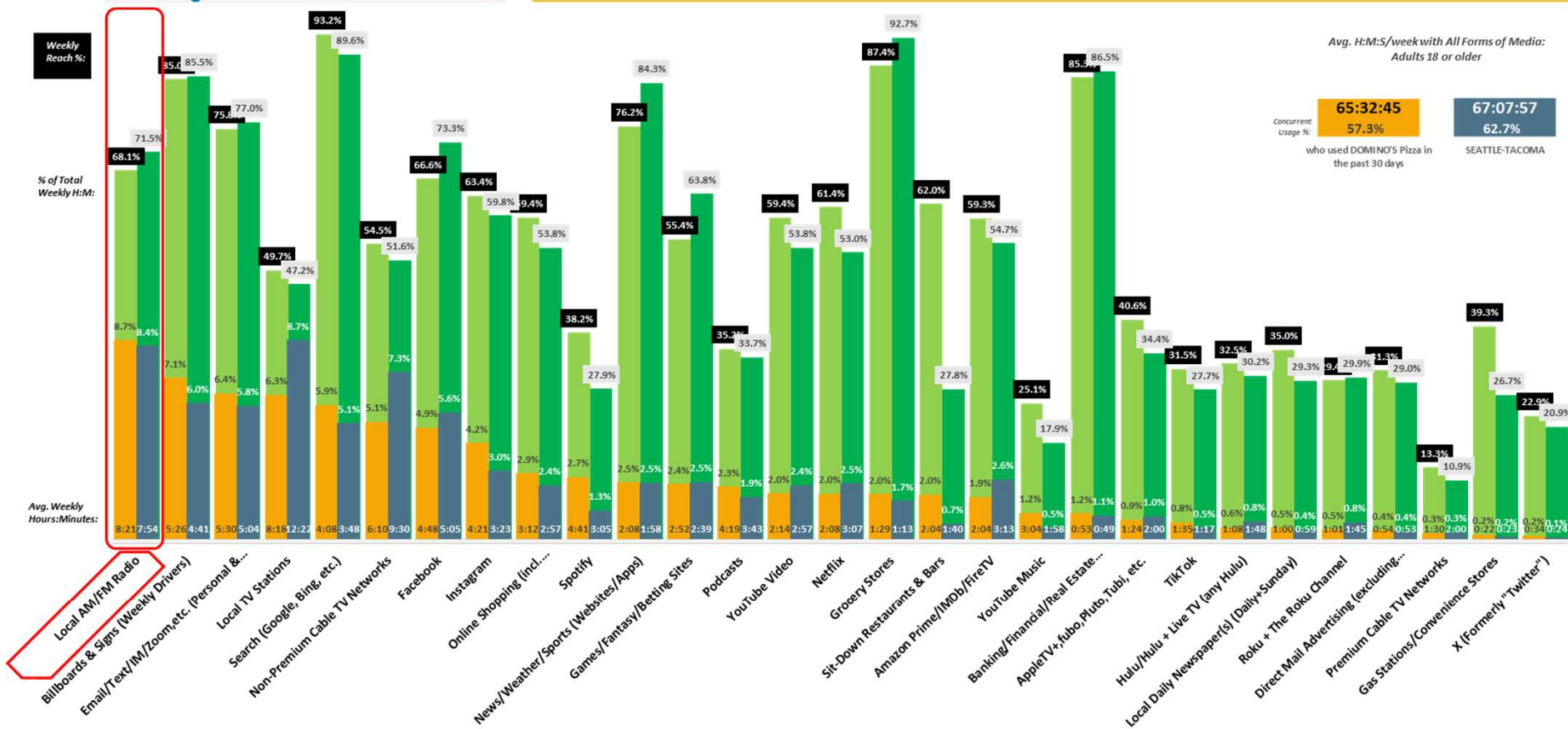




Quick service restaurants used past 30 days: Domino's



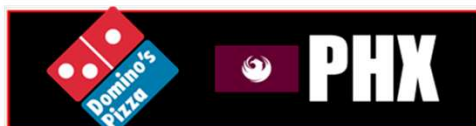
Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 17 hours, 32 minutes and 45 seconds each week with All Forms of Media.
 68.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



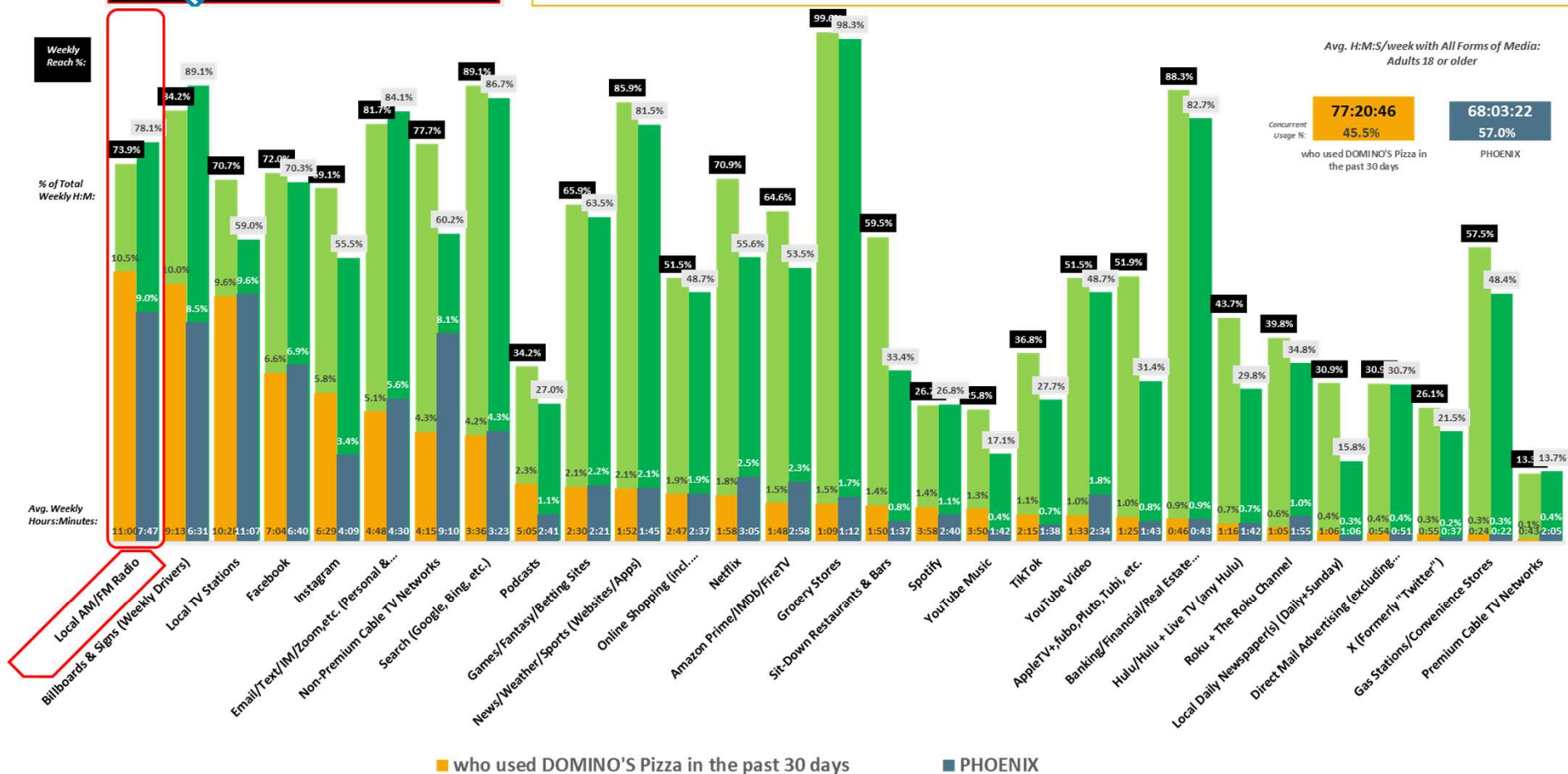
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

Concurrent Usage %	65:32:45	67:07:57
who used DOMINO'S Pizza in the past 30 days	57.3%	62.7%
SEATTLE-TACOMA		

■ who used DOMINO'S Pizza in the past 30 days ■ SEATTLE-TACOMA

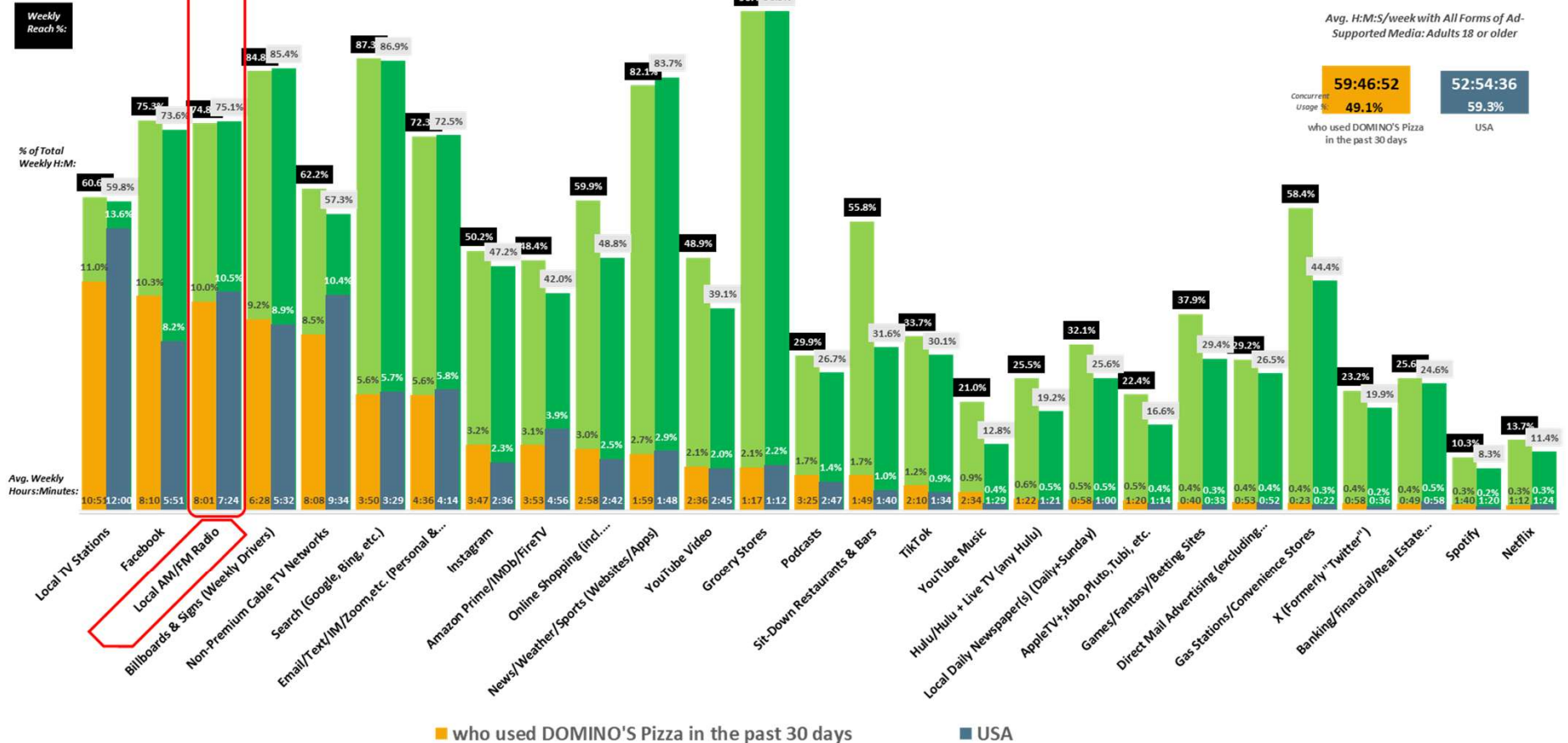


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 3 days, 5 hours, 20 minutes and 46 seconds each week with All Forms of Media.
 73.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 11 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



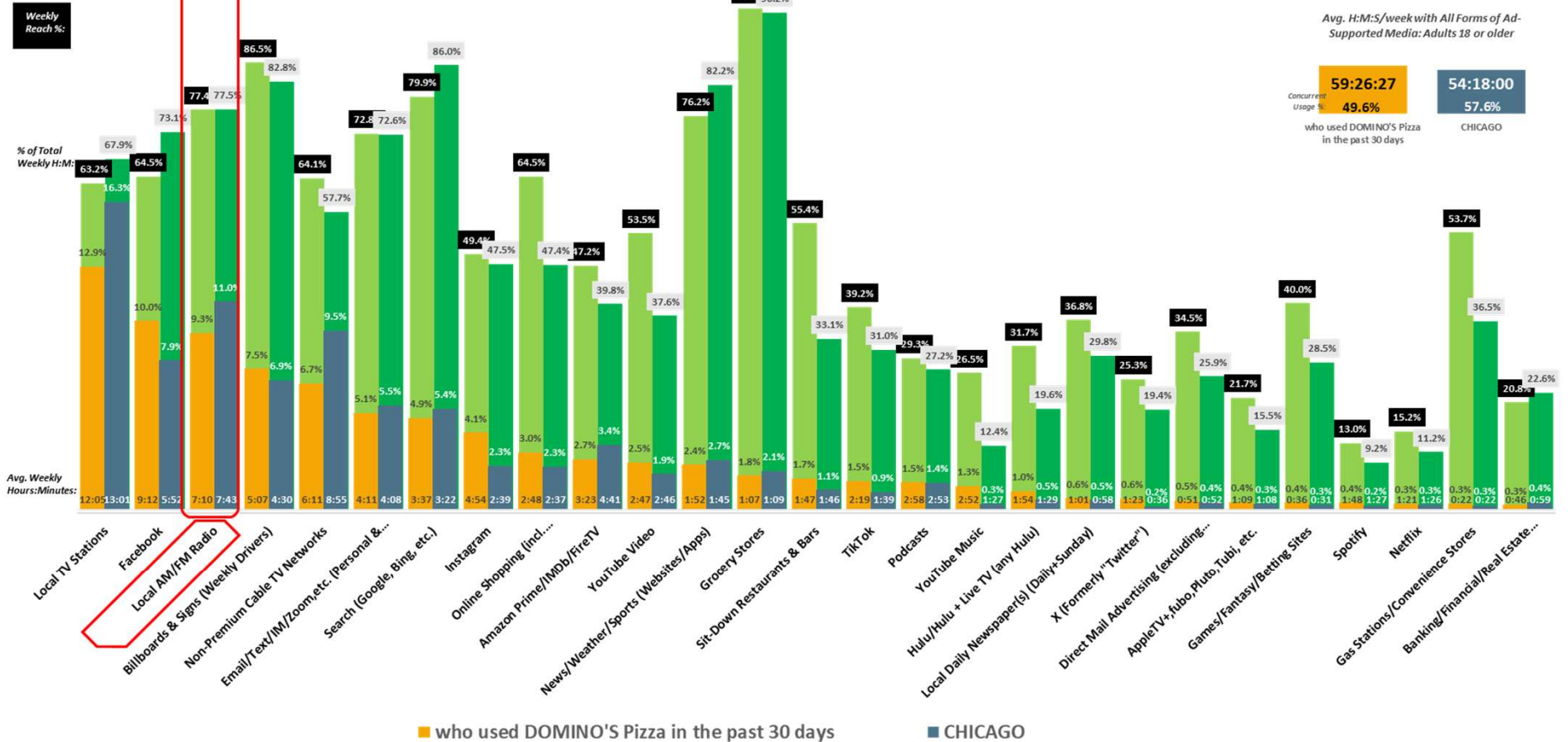


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 11 hours, 46 minutes and 52 seconds each week with All Forms of Ad-Supported Media.
 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



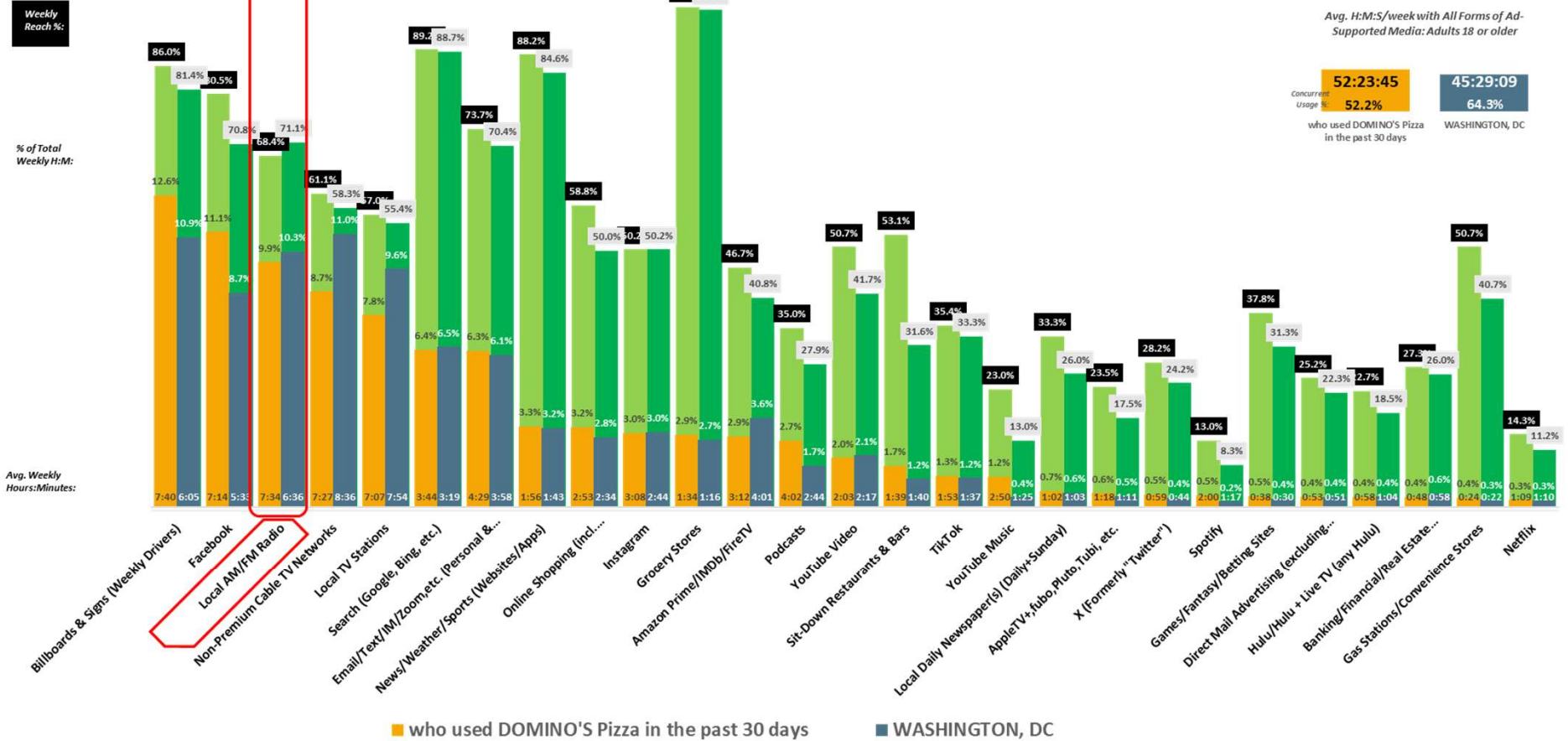


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 11 hours, 26 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
77.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 7 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 4 hours, 23 minutes and 45 seconds each week with All Forms of Ad-Supported Media.
 68.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% 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

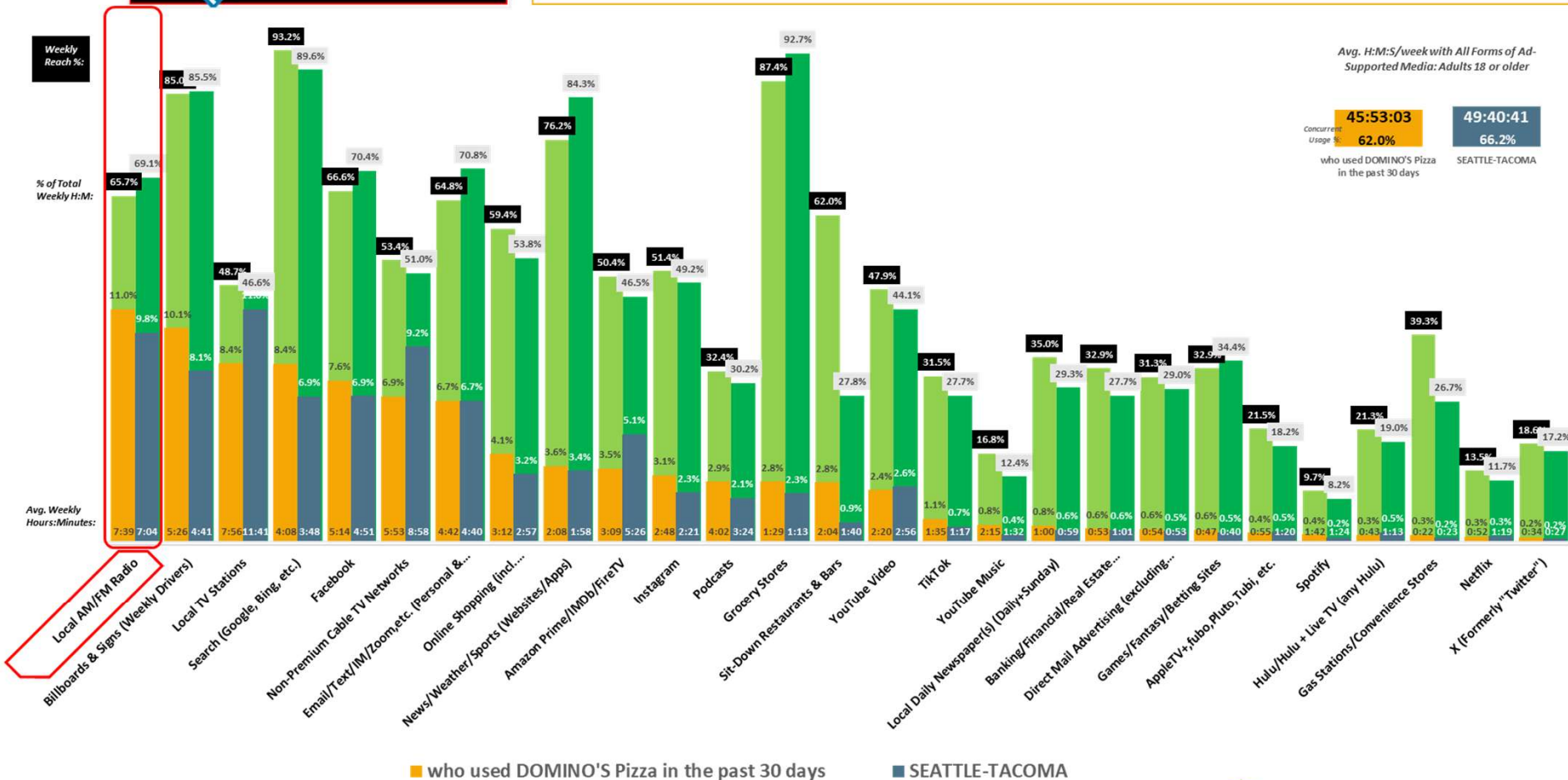
Concurrent Usage %: 52.2% (Domino's users) vs 64.3% (Washington, DC)

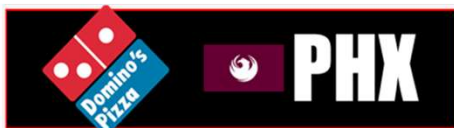
who used DOMINO'S Pizza in the past 30 days

WASHINGTON, DC

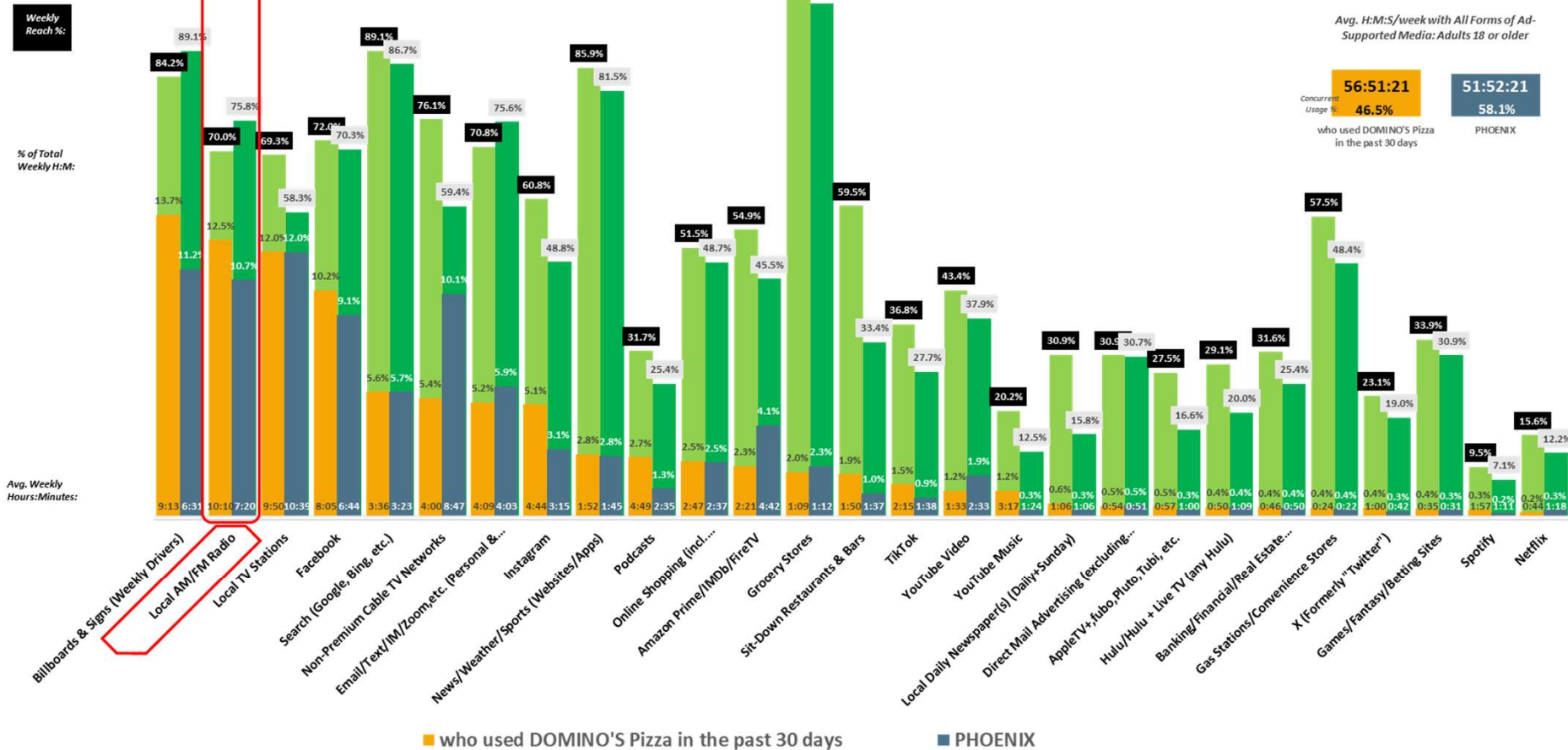


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 1 days, 21 hours, 53 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 65.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 2 days, 8 hours, 51 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
 70.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an avg. of 10 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.

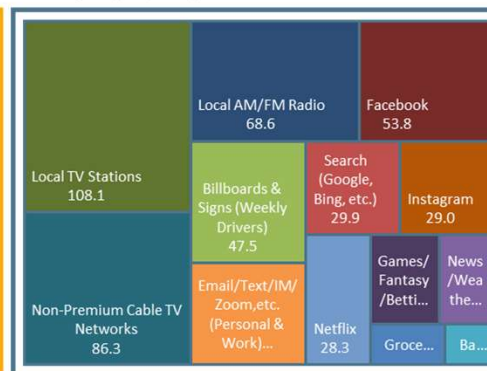
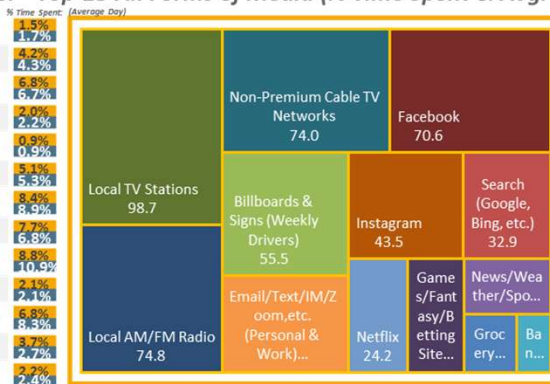
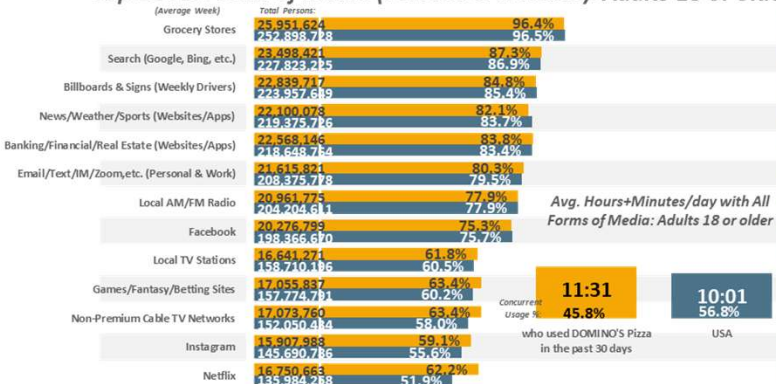




Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 74.8% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. *(Local Radio delivers 10.0% of Time with Ad-Supported Media.)*

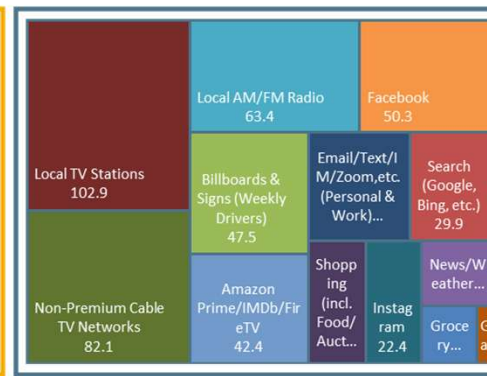
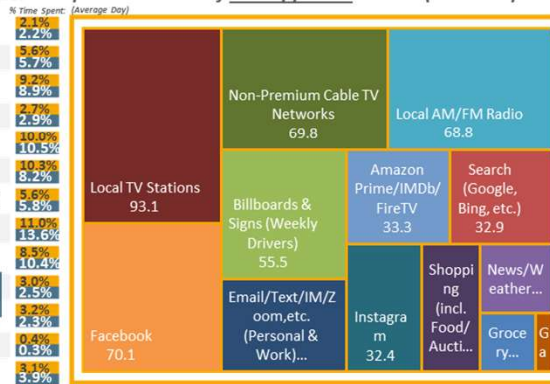
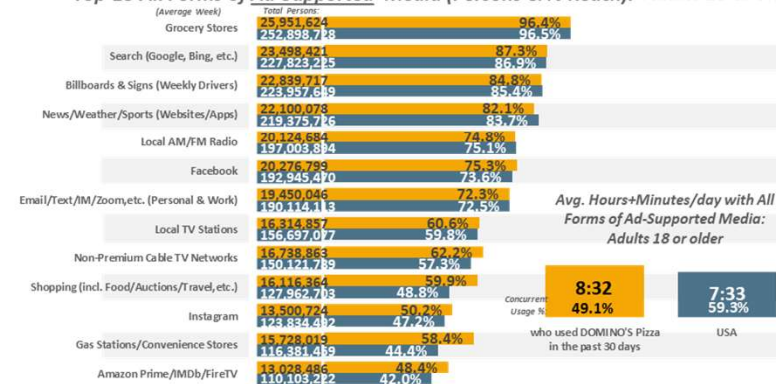
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 2,490
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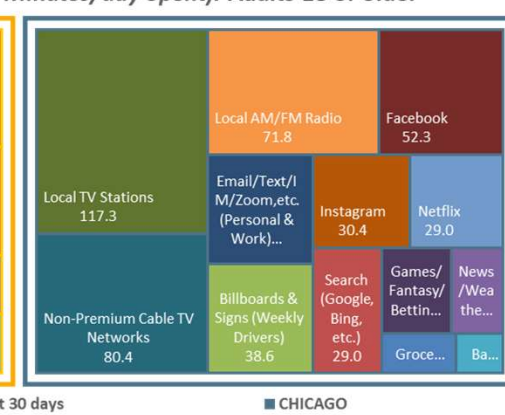
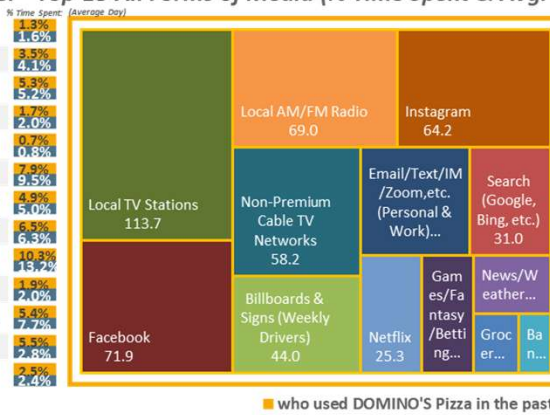
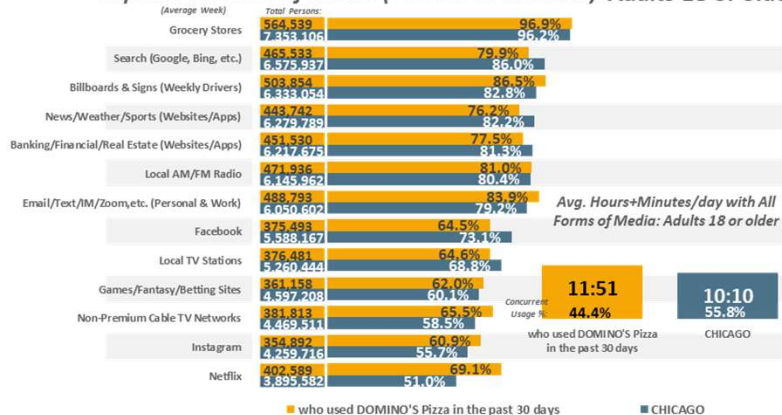
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

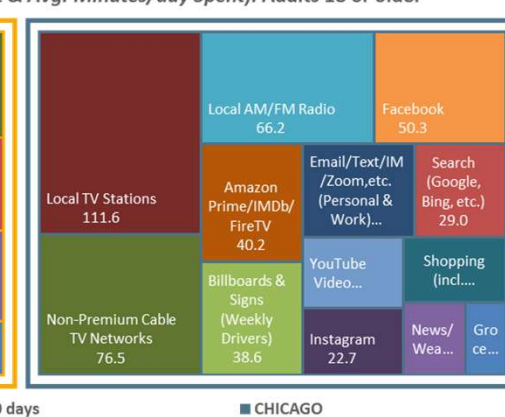
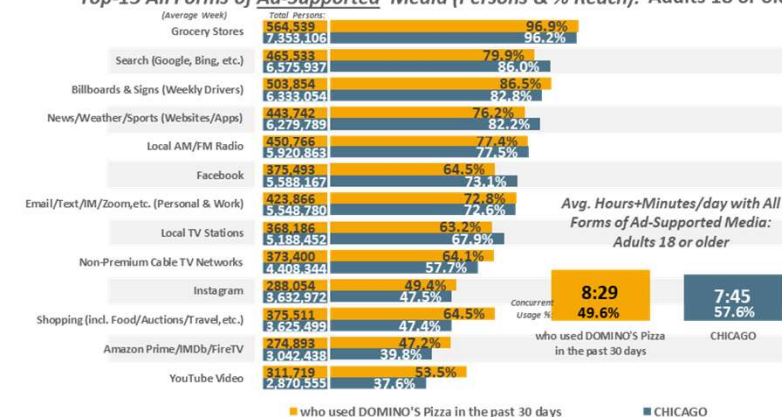


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 8 hours and 29 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

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



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**

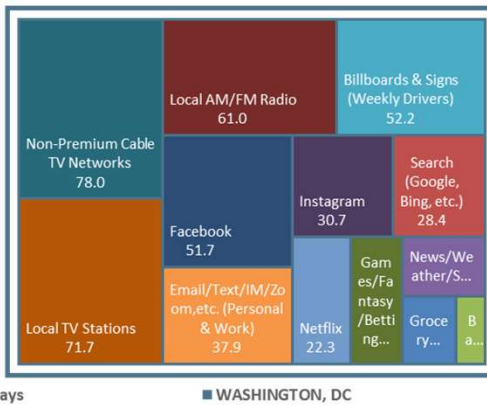
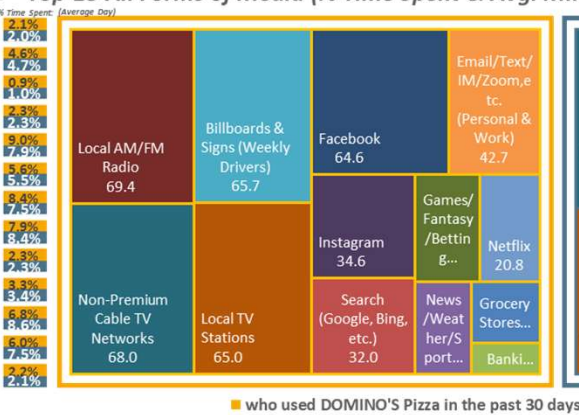
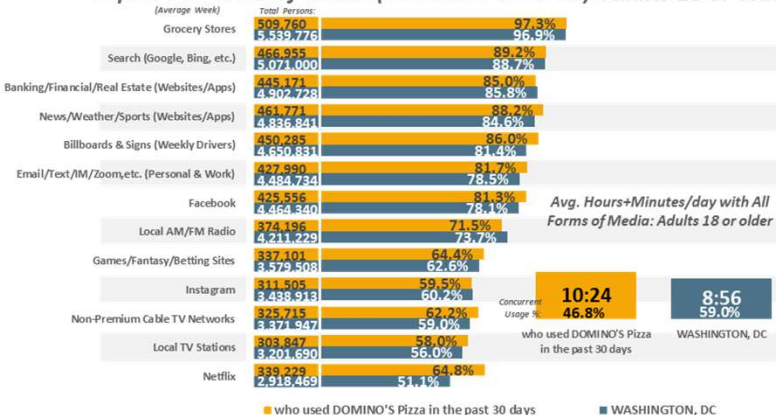




Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 68.4% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

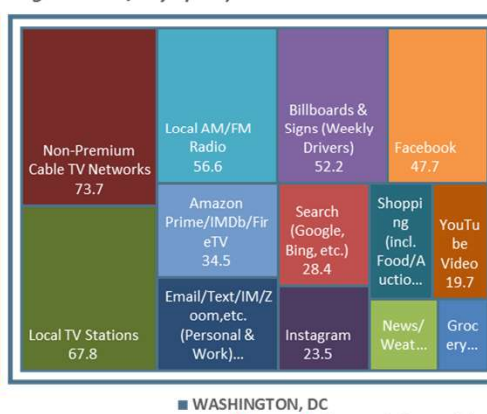
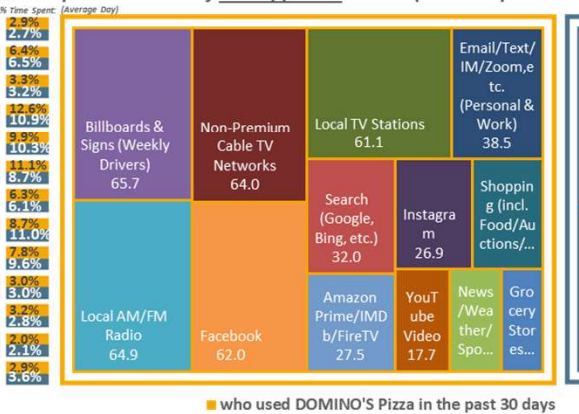
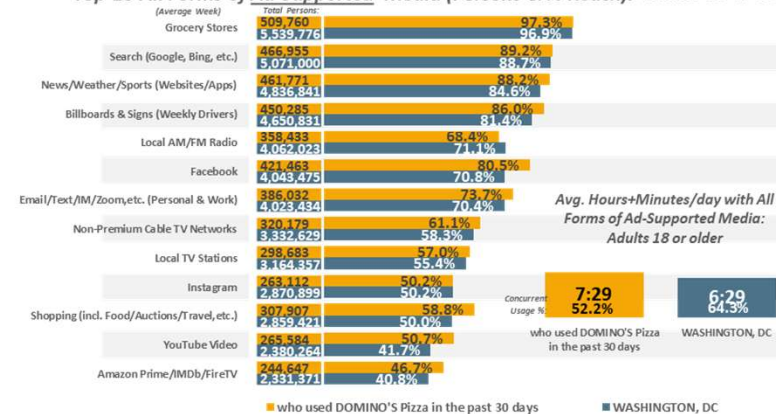
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596
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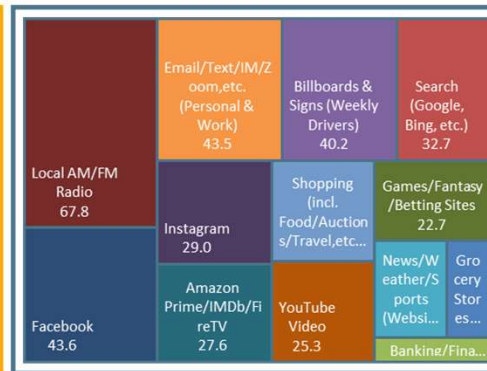
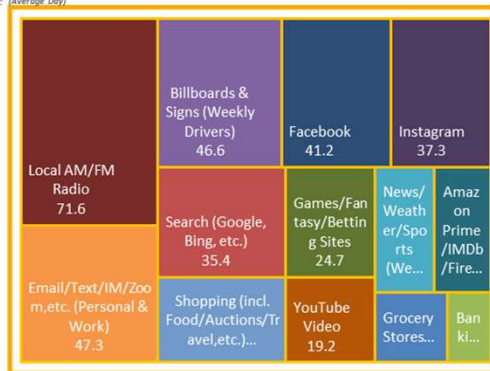
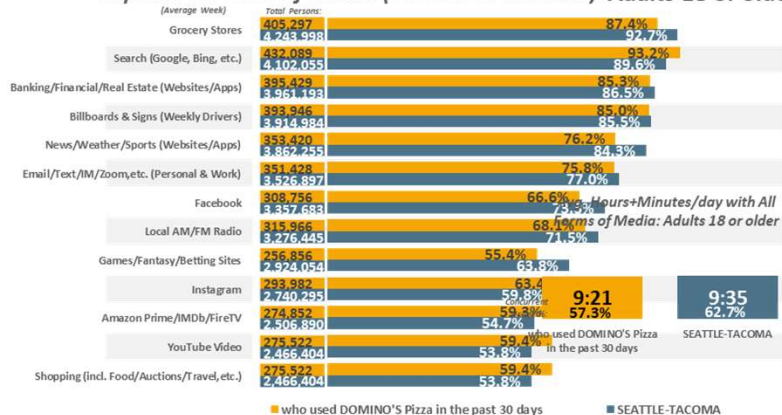
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Quick service restaurants used past 30 days: Domino's

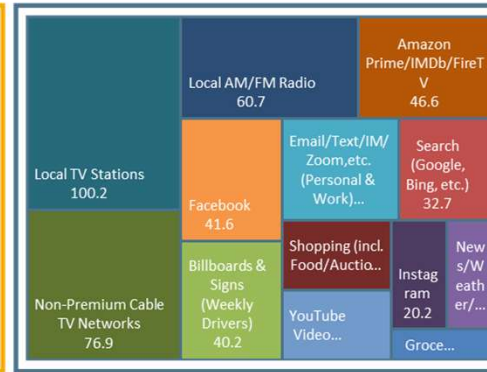
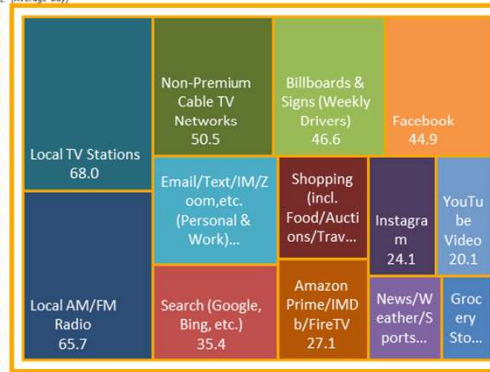
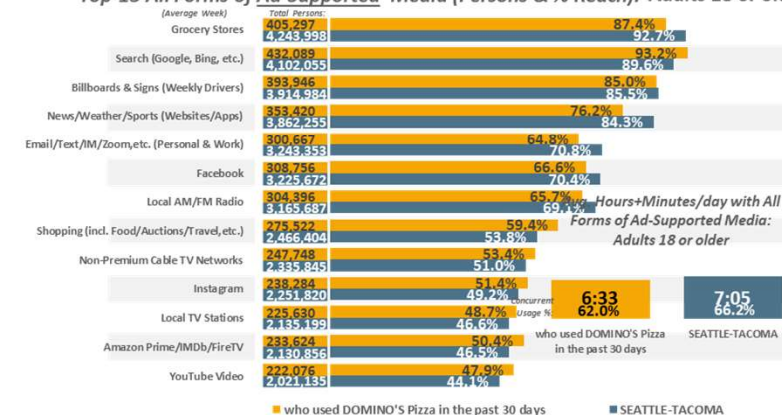


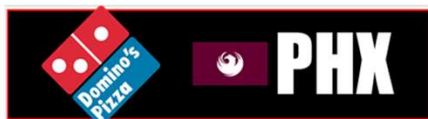
Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 65.7% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

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



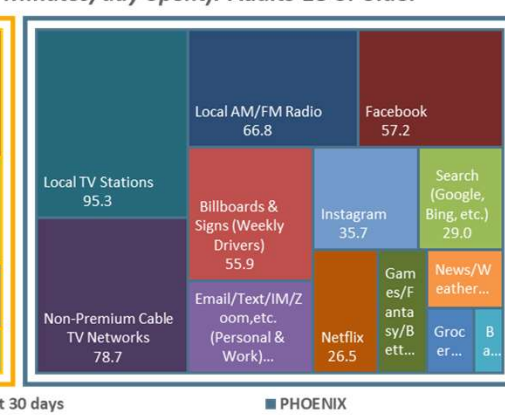
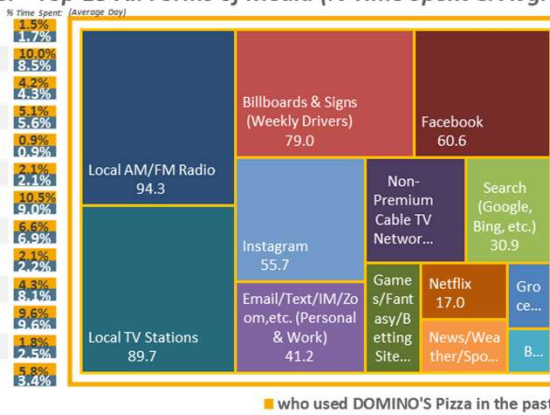
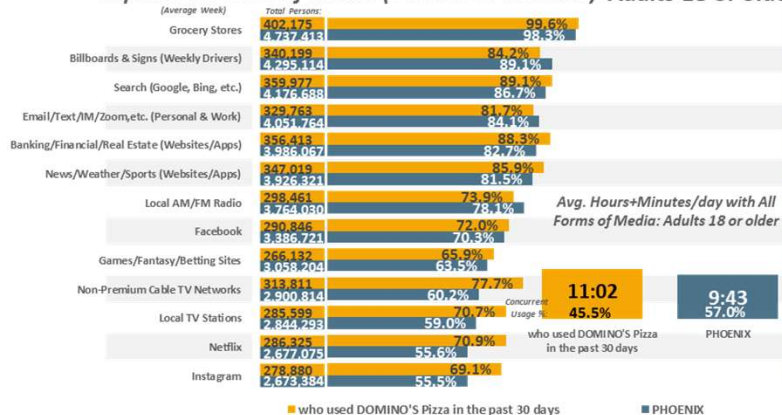
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



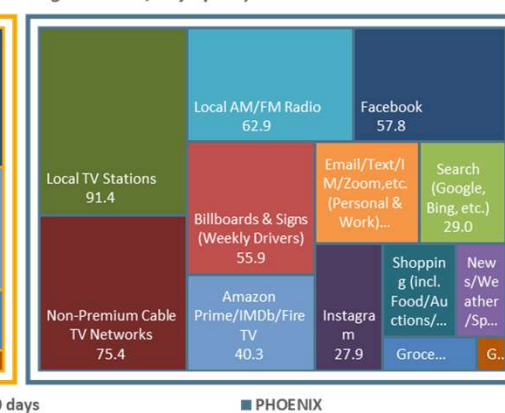
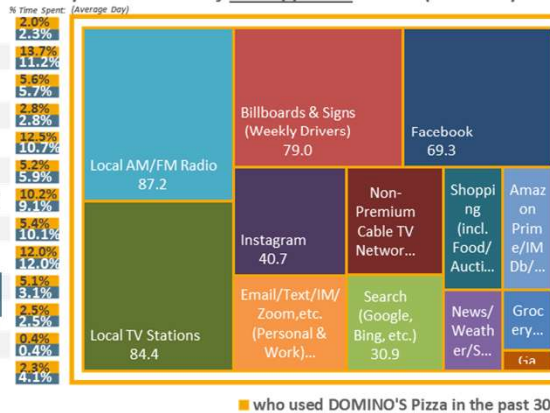
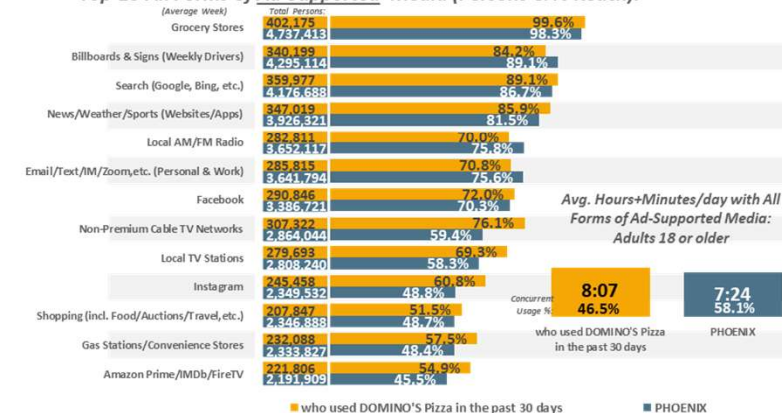


Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 70.% listen to Local AM/FM Radio for an avg. of 87.2 minutes/day.
(Local Radio delivers 12.5% of Time with Ad-Supported Media.)

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**



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
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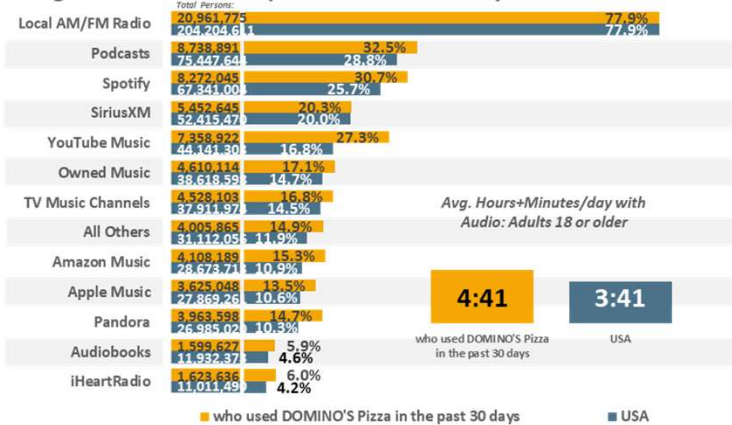
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Quick service restaurants used past 30 days: Domino's

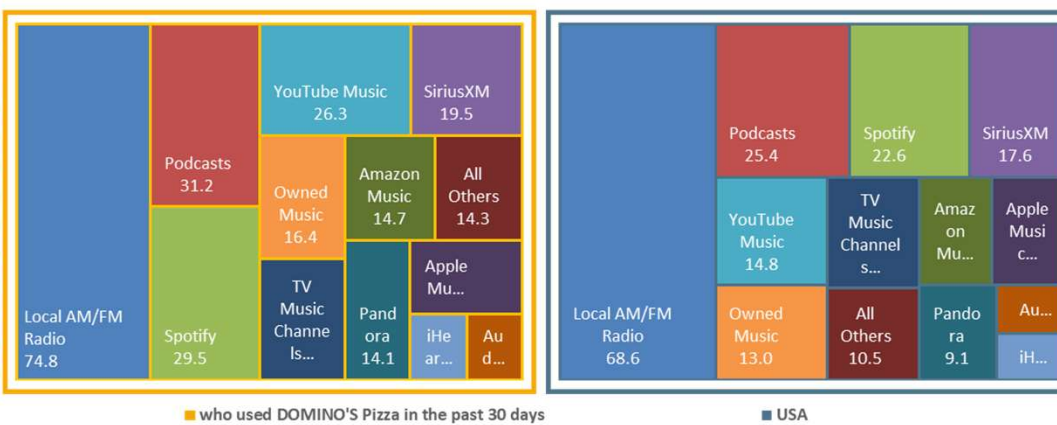


20,124,684 or 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

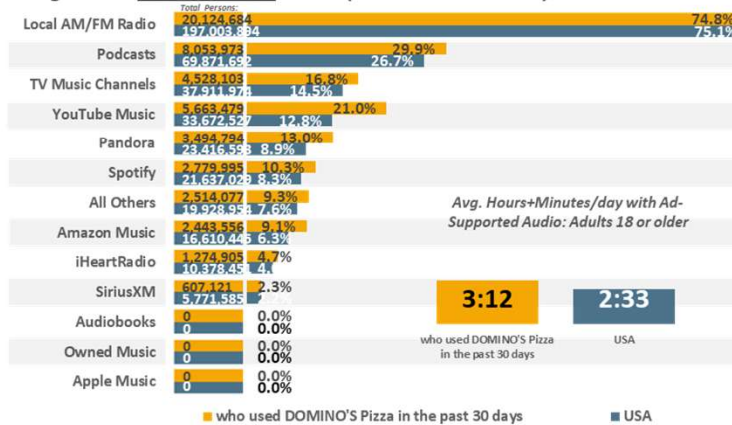
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



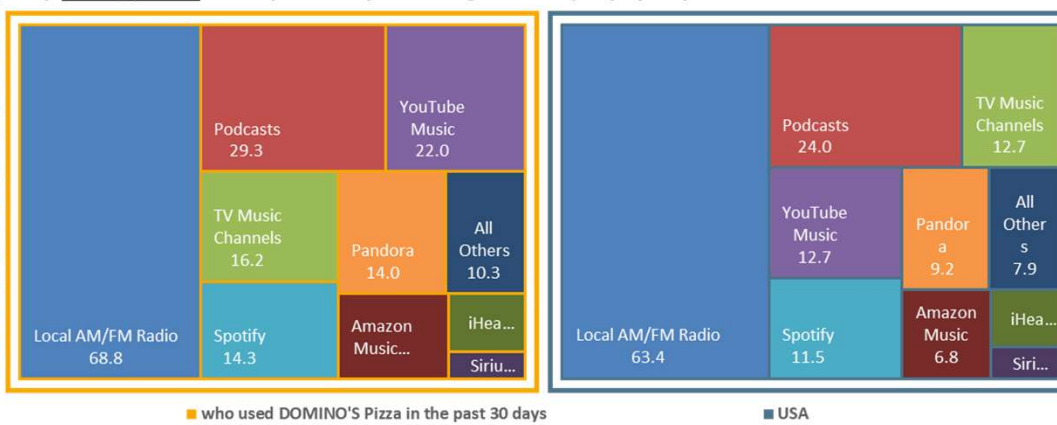
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



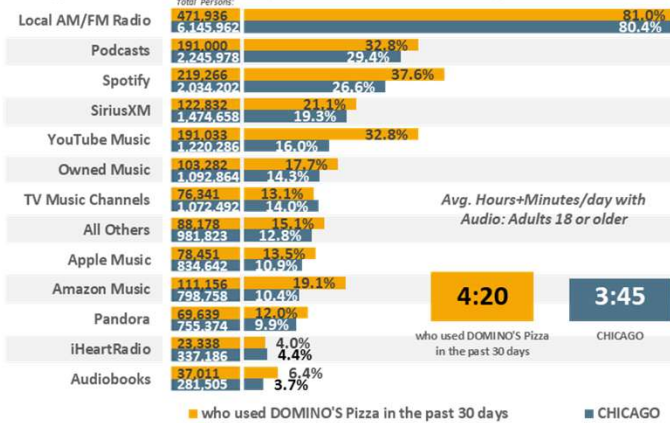
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



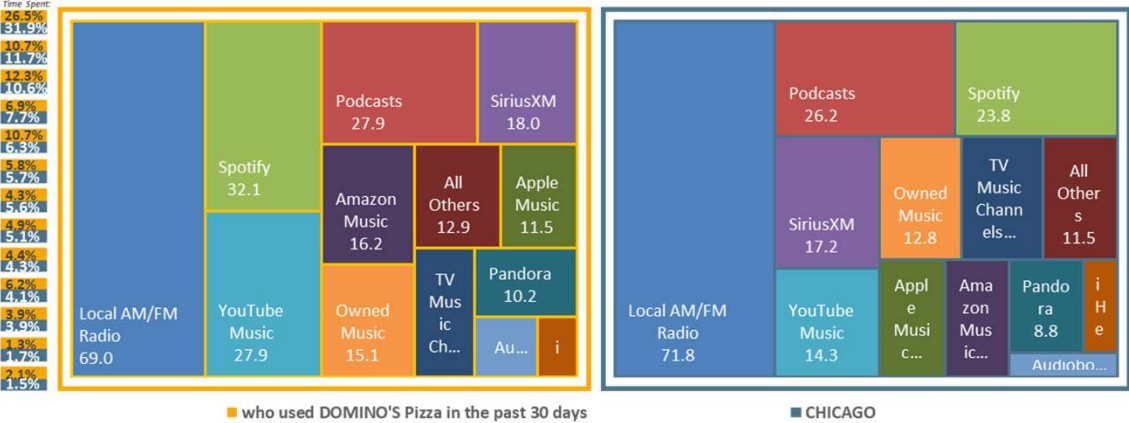


450,766 or 77.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

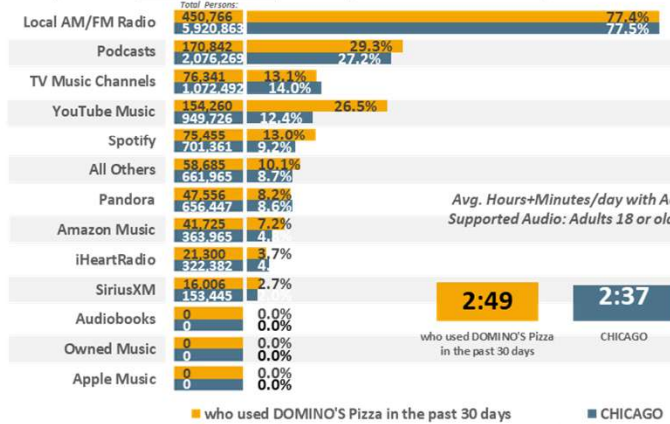
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



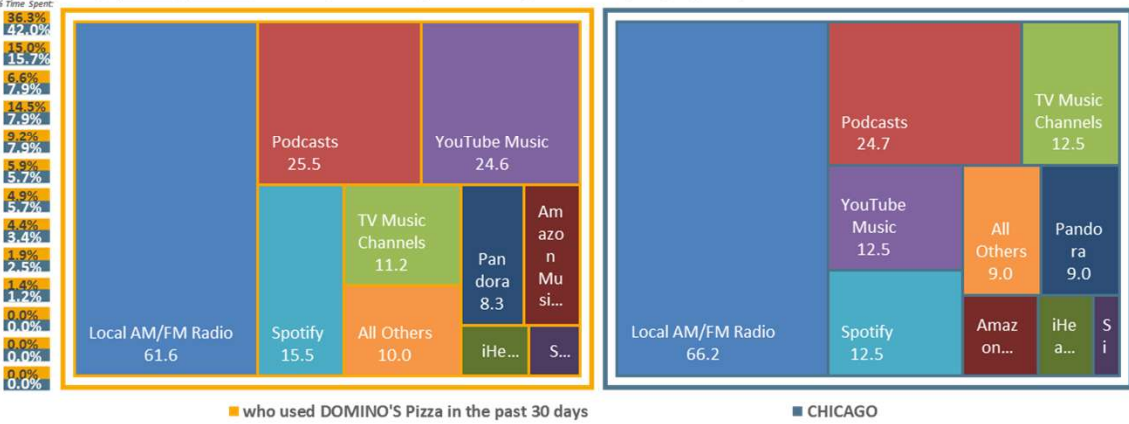
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



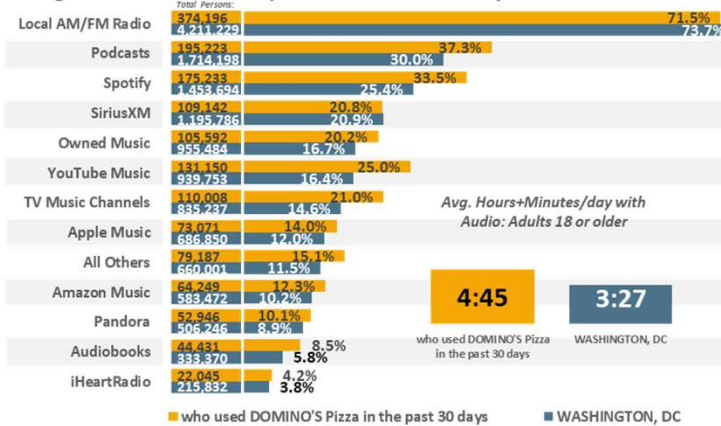
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



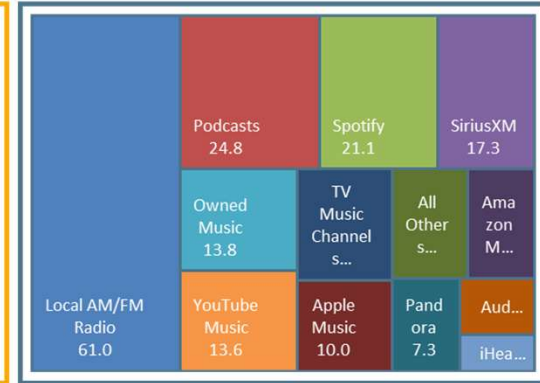
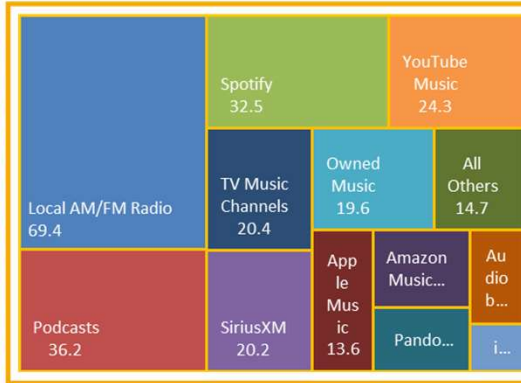


358,433 or 68.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.

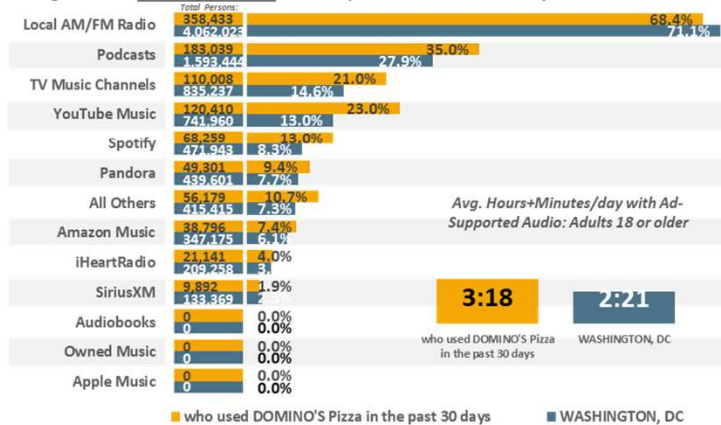
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



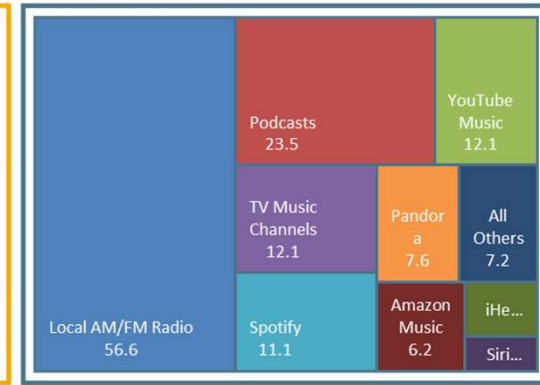
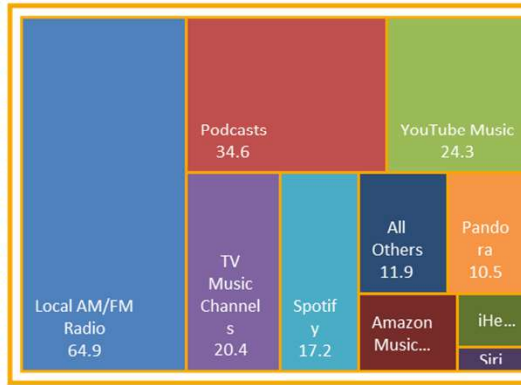
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



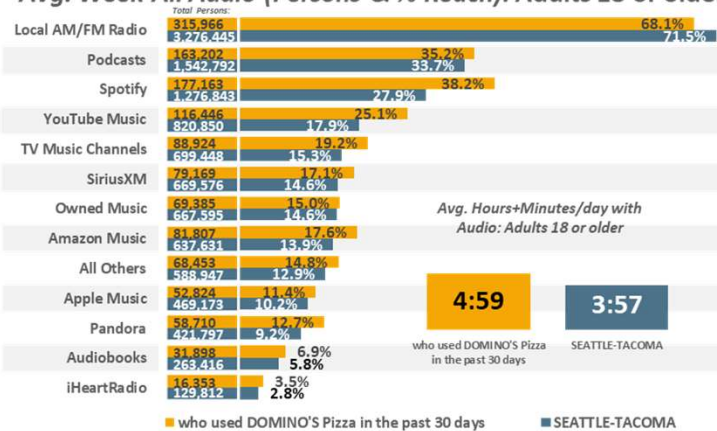
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



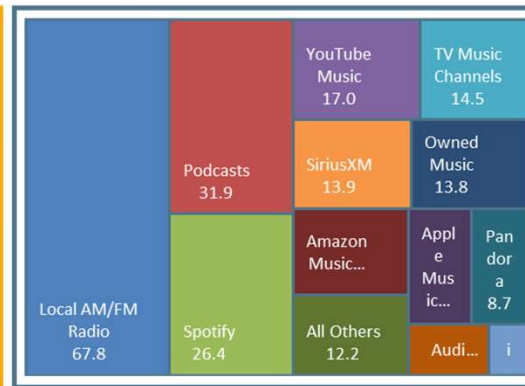
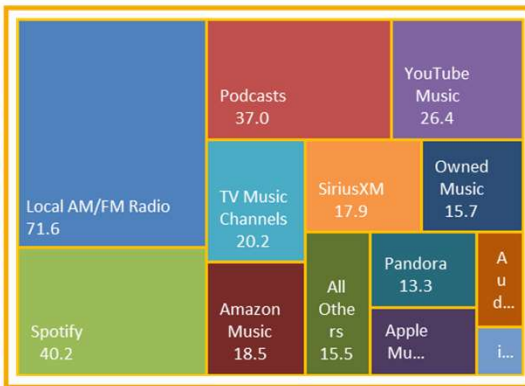


304,396 or 65.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

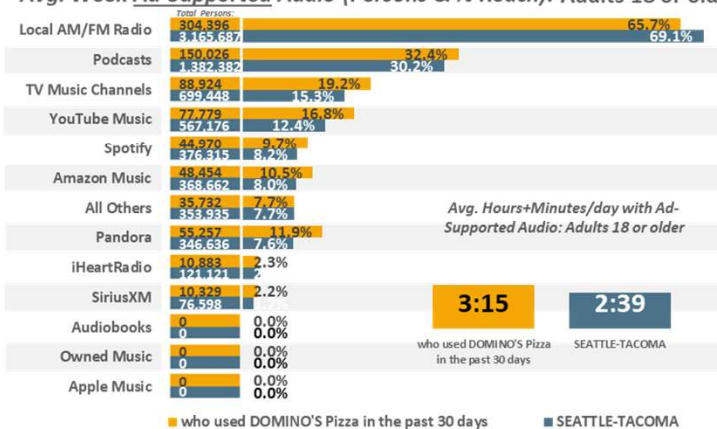
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



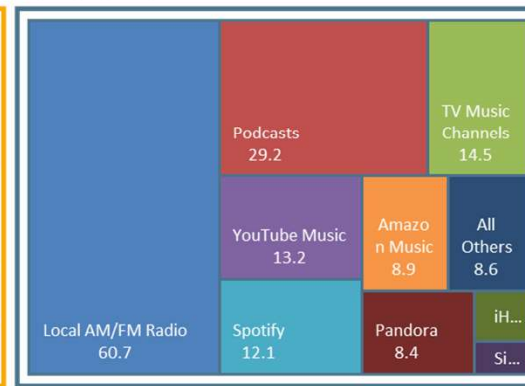
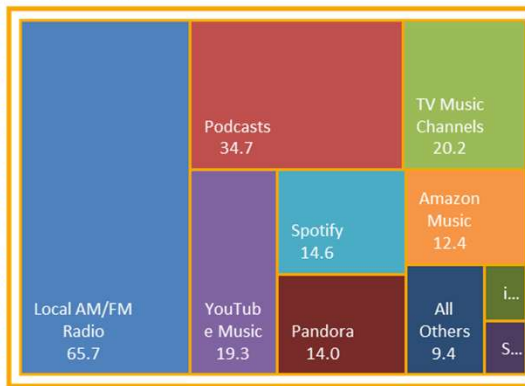
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



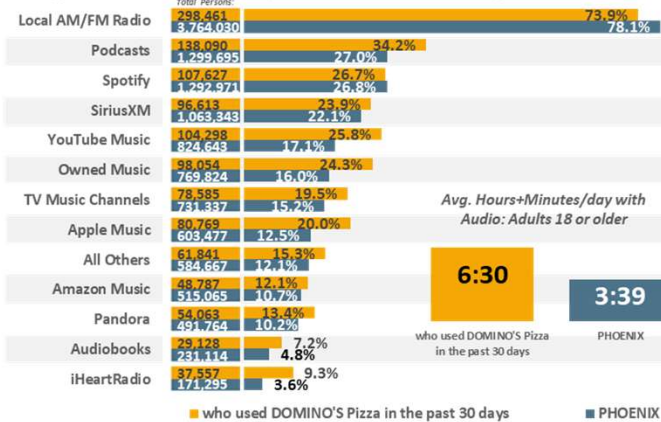
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



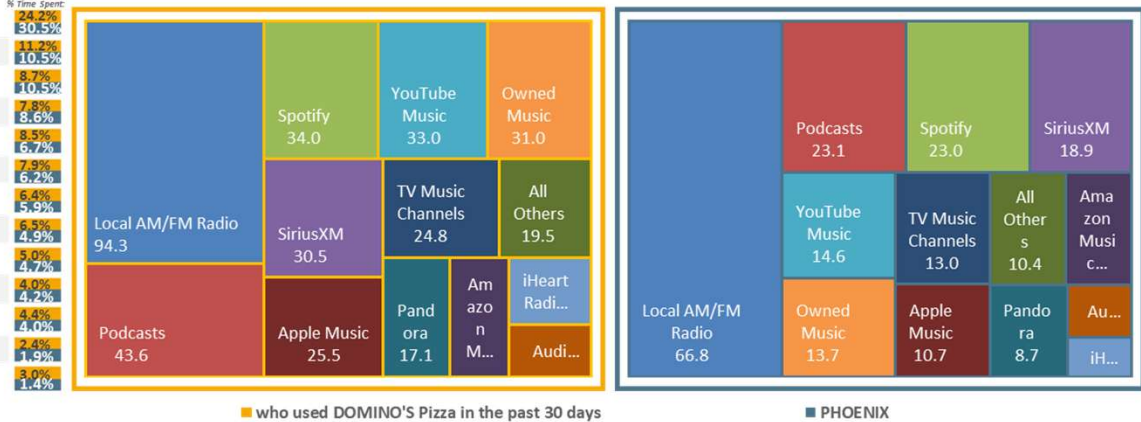


282,811 or 70.0% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 87.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

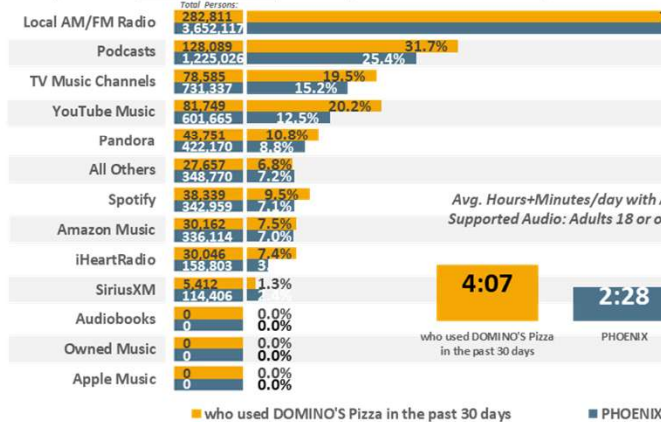
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



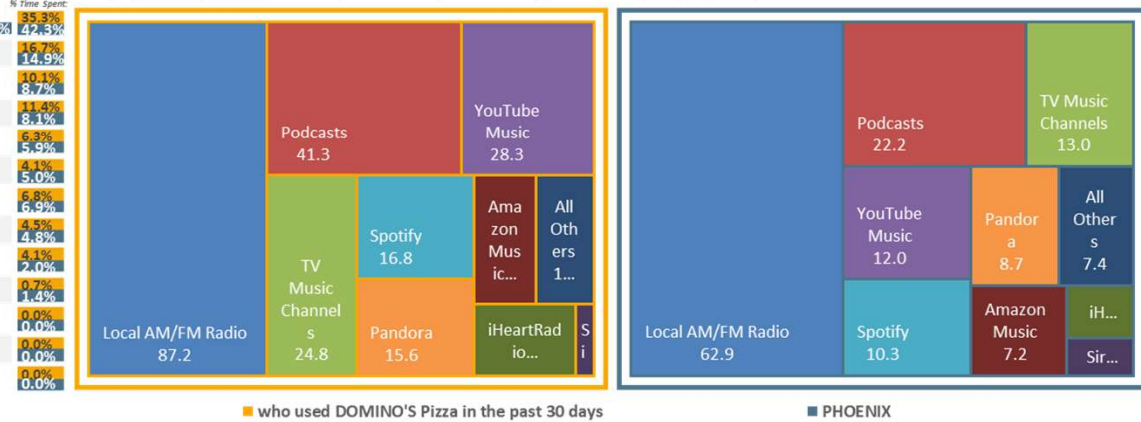
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

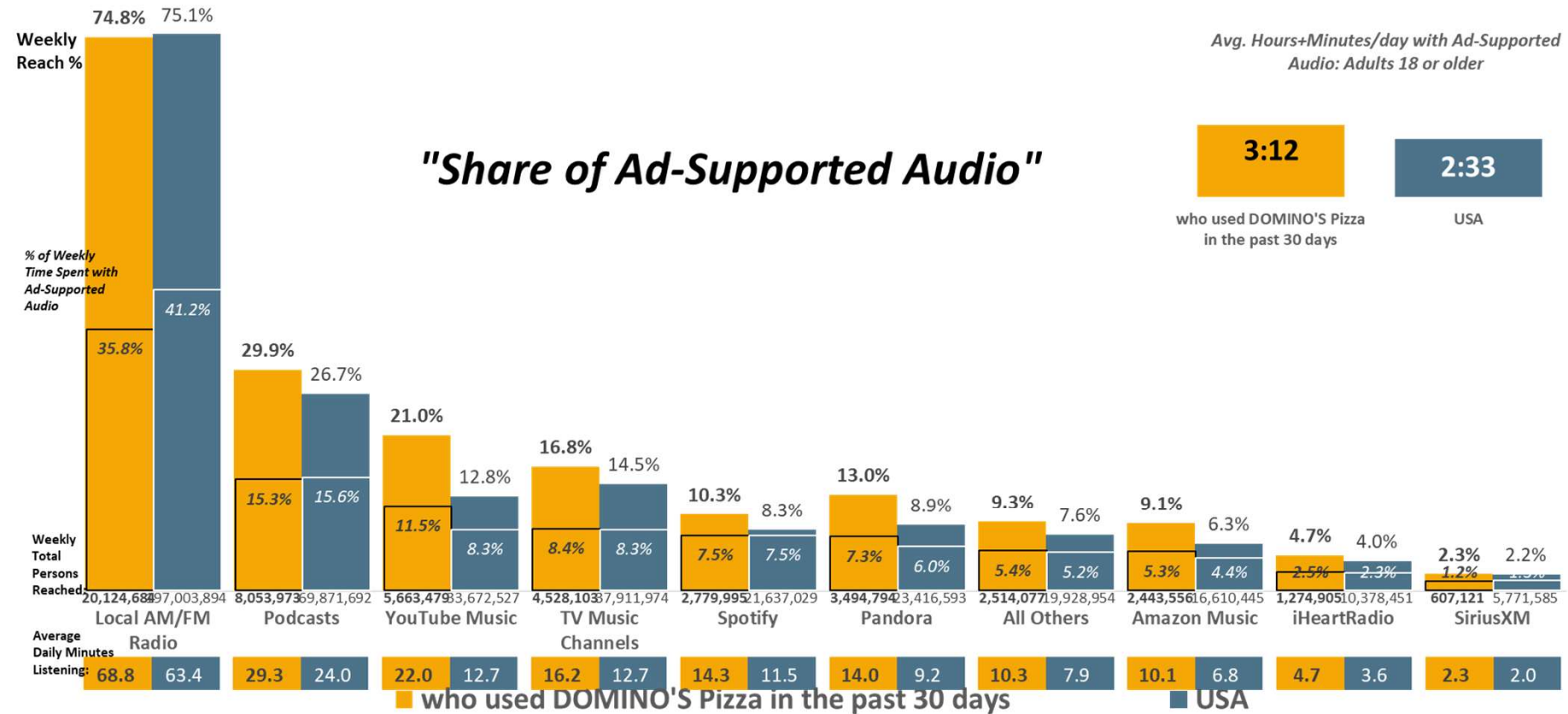


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





20,124,684 or 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.





450,766 or 77.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.4% 77.5%

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

"Share of Ad-Supported Audio"

2:49

2:37

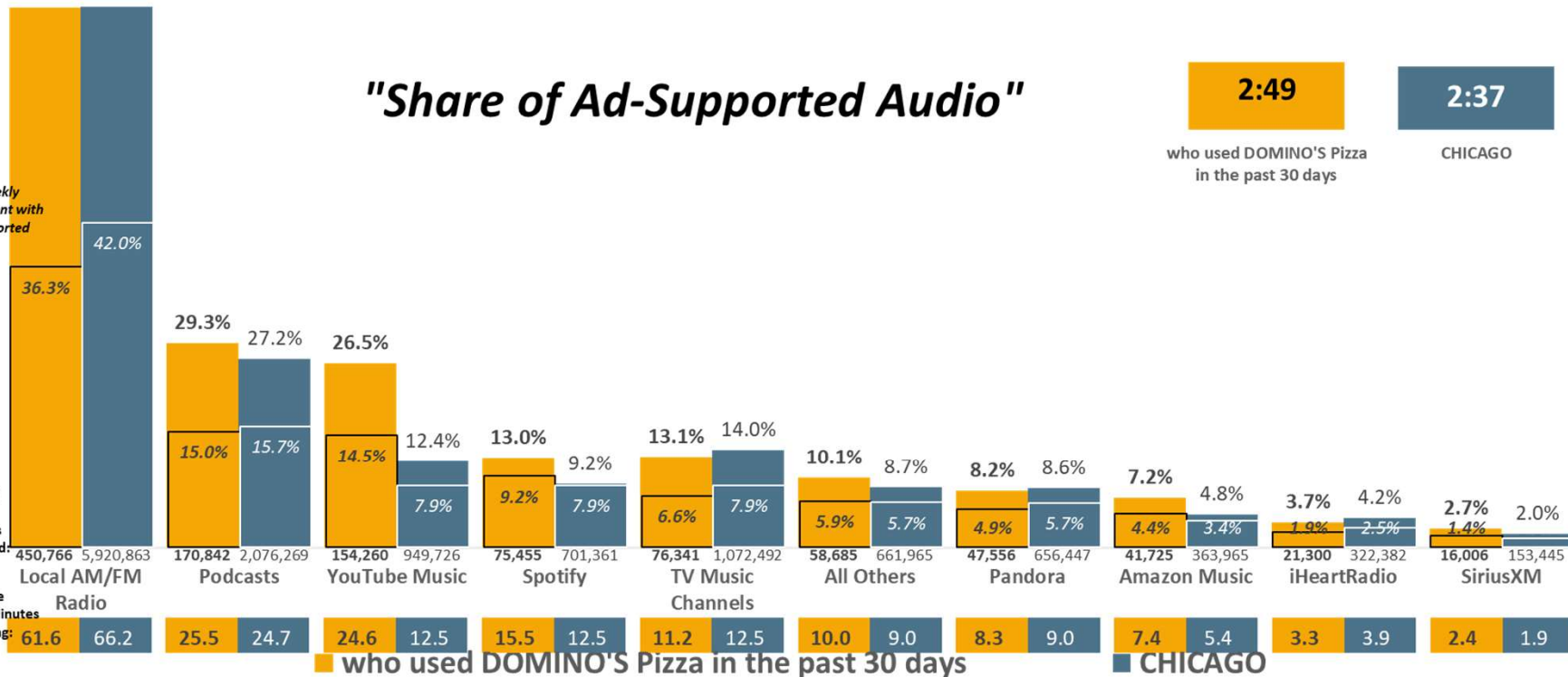
who used DOMINO'S Pizza
in the past 30 days

CHICAGO

% of Weekly
Time Spent with
Ad-Supported
Audio

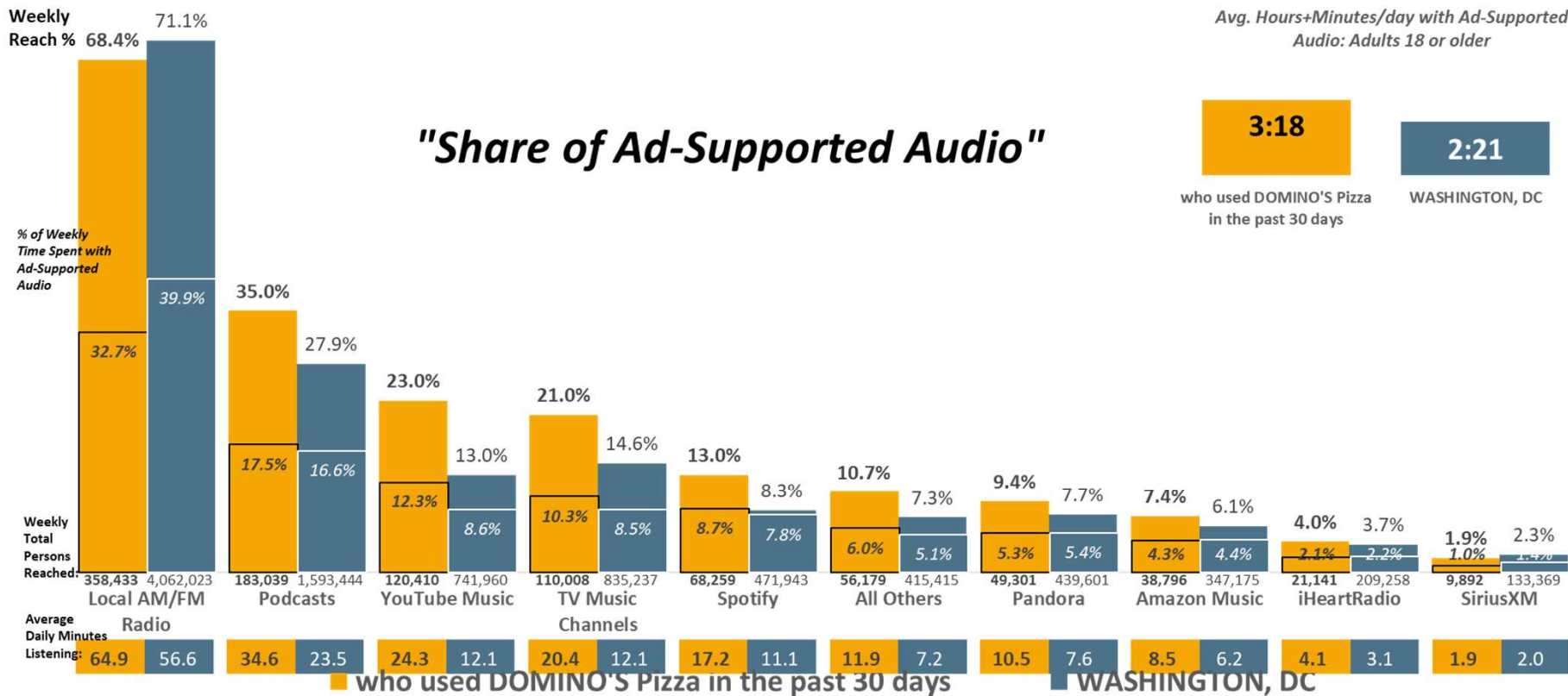
Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening



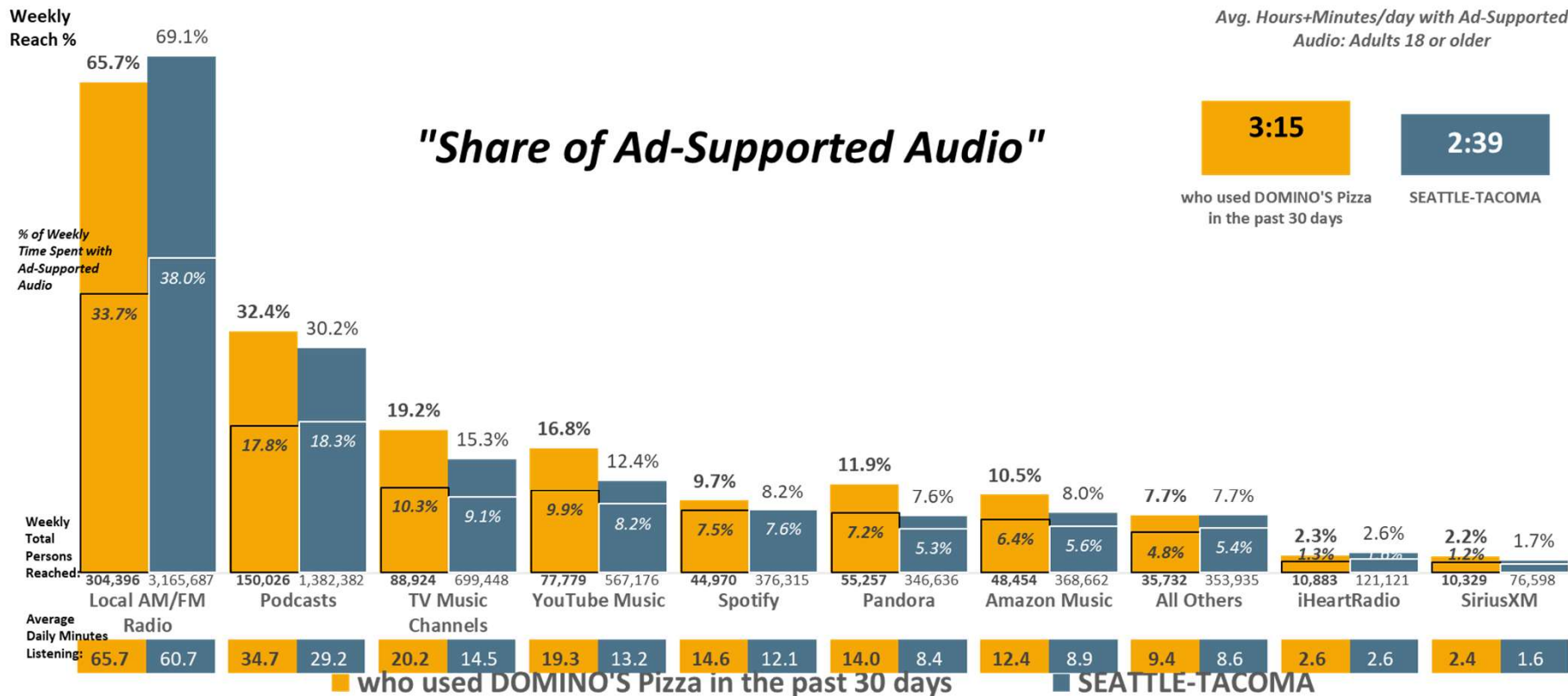


358,433 or 68.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 32.7% of all time spent daily with Ad-Supported Audio.



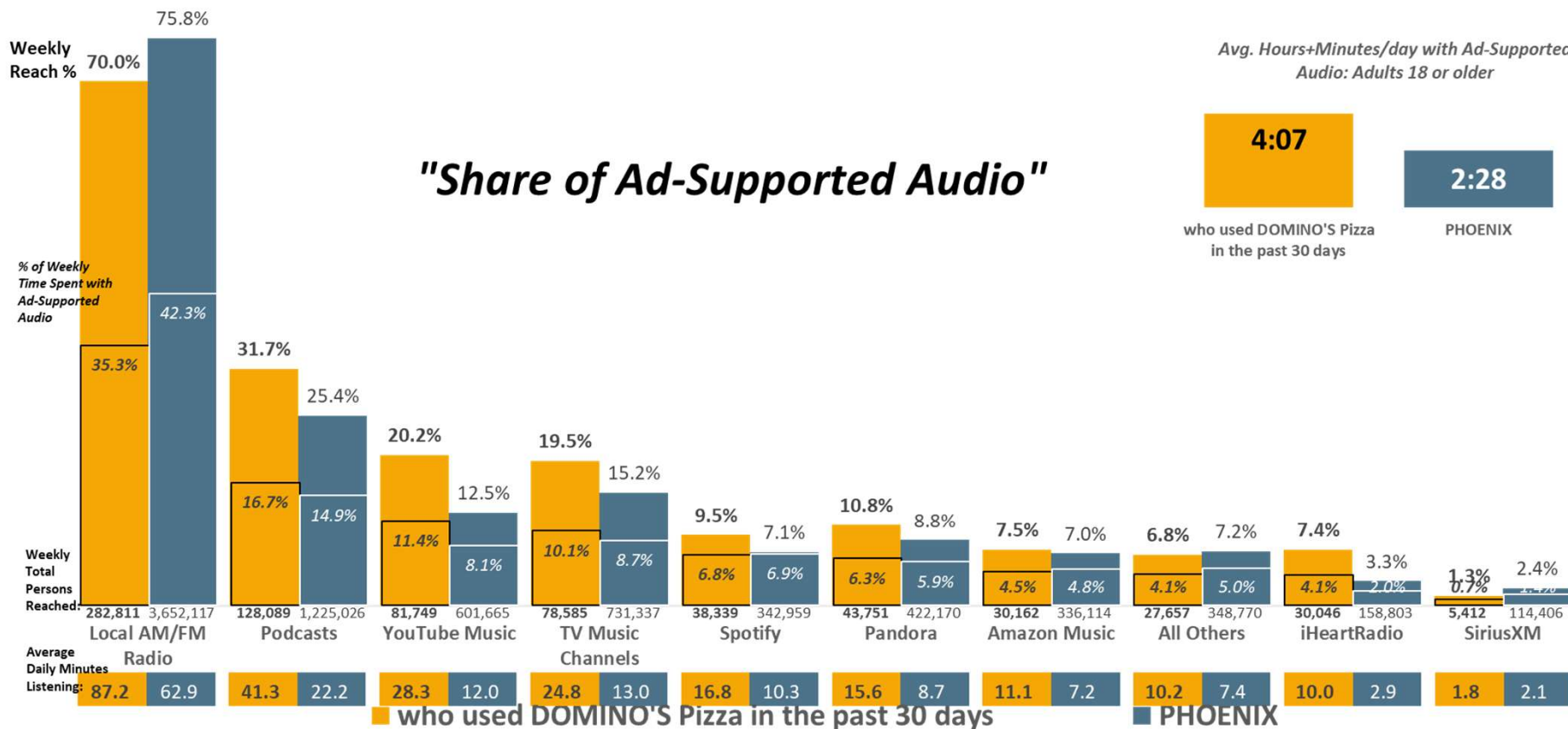


304,396 or 65.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.





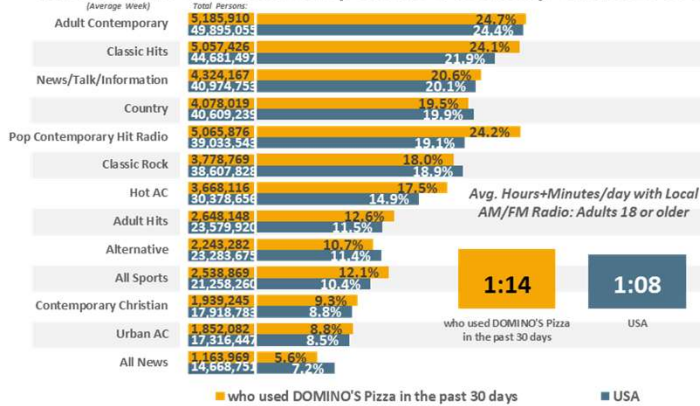
282,811 or 70.0% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 87.2 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



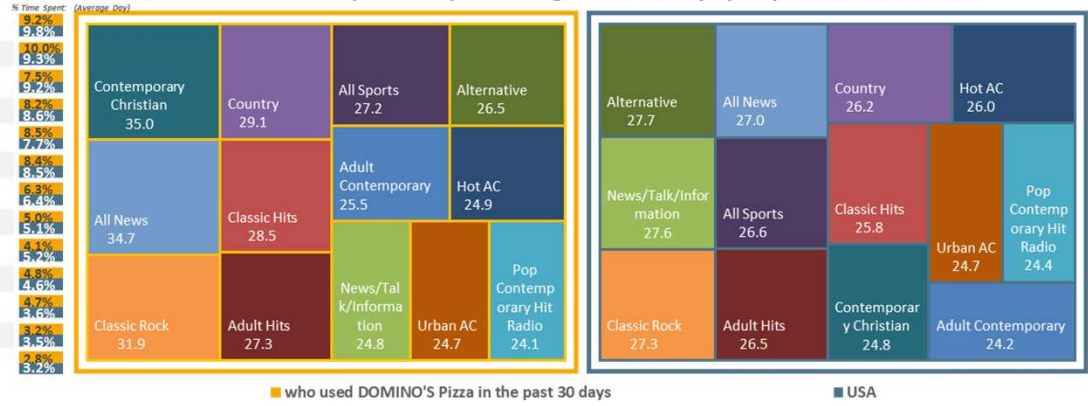


20,124,684 or 74.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

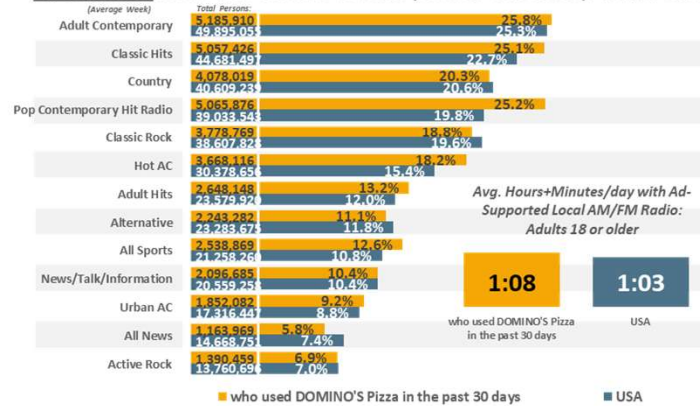
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



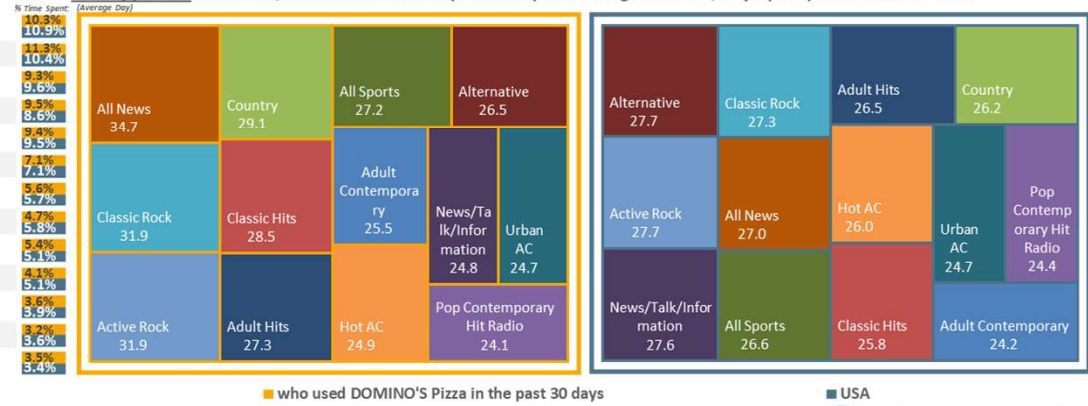
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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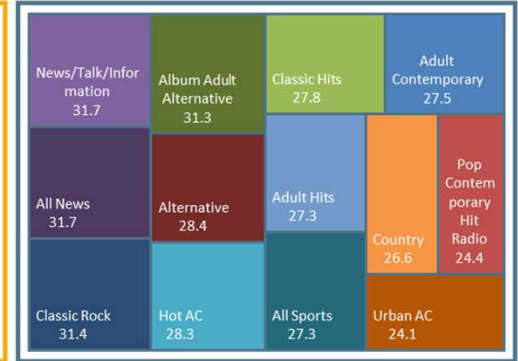
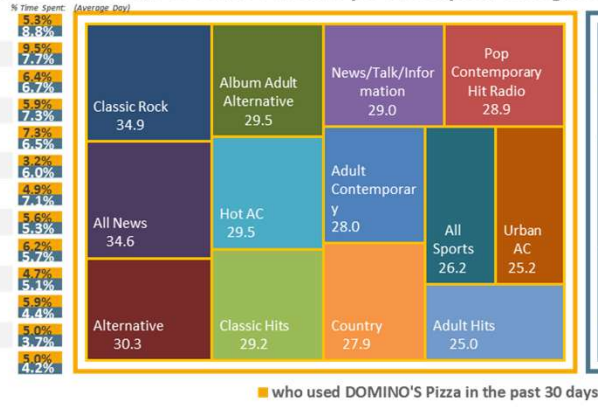
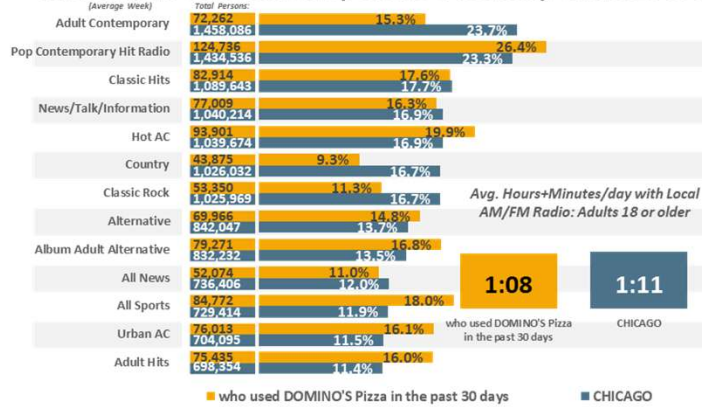
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Quick service restaurants used past 30 days: Domino's

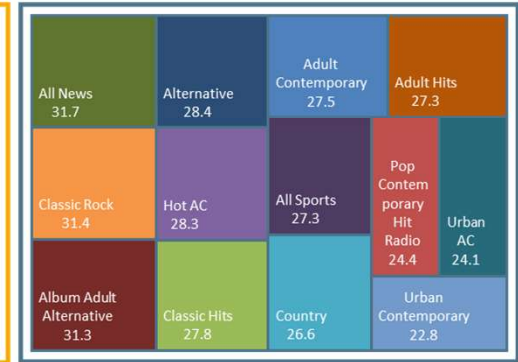
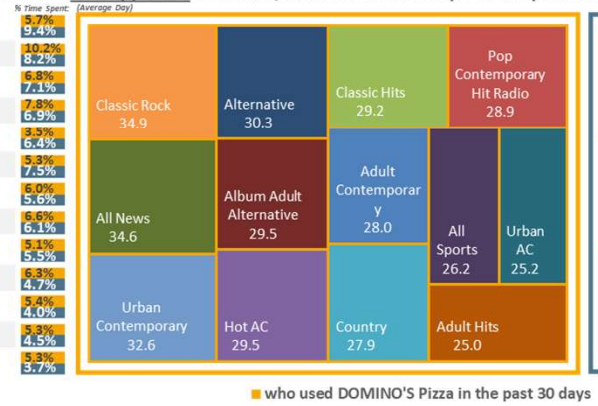
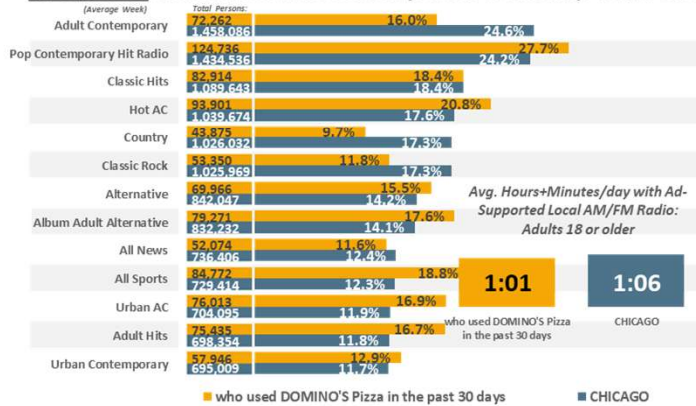


450,766 or 77.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, All Sports, Classic Hits, and Album Adult Alternative.

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**



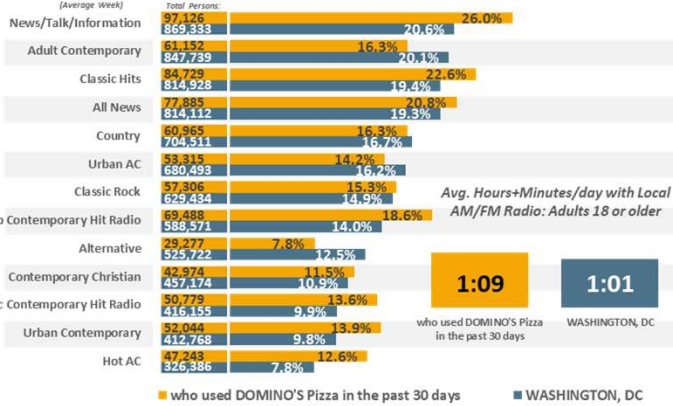
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



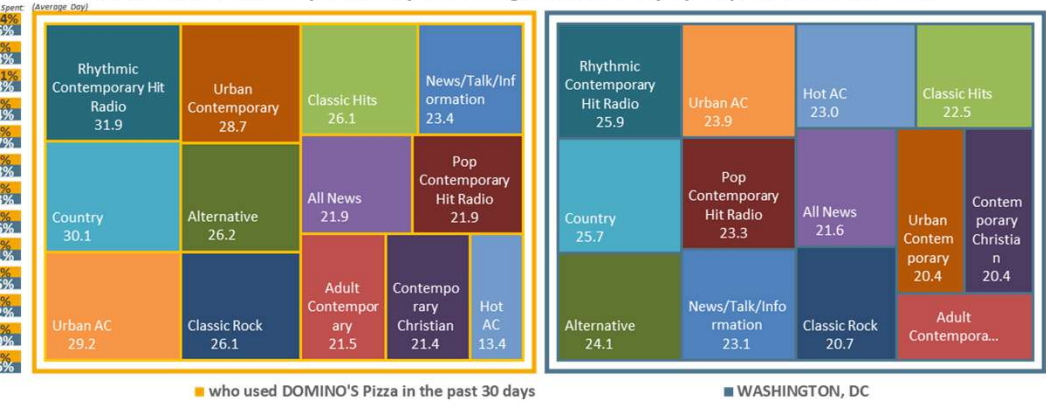


358,433 or 68.4% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, All News, Pop Contemporary Hit Radio, News/Talk/Information, and Adult Contemporary.

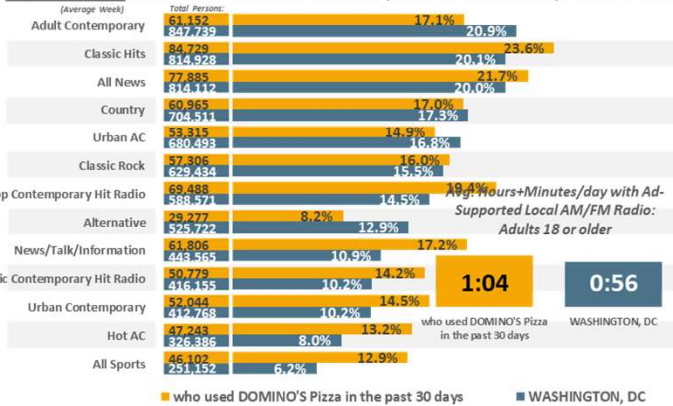
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



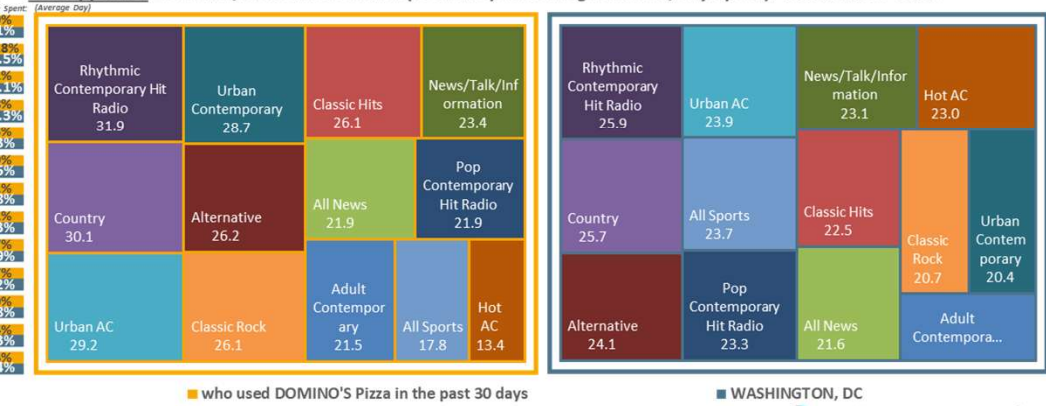
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596
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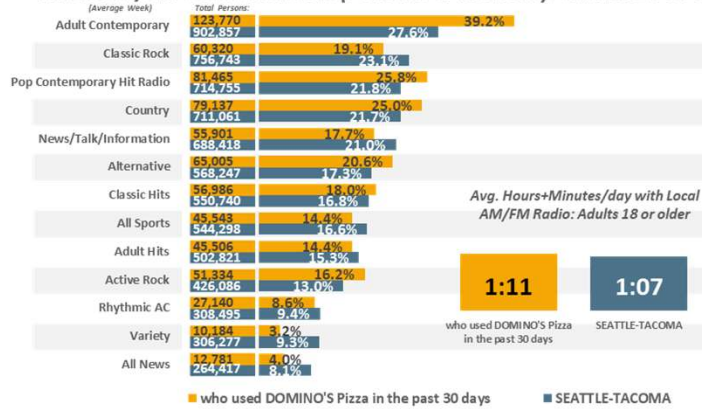
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Quick service restaurants used past 30 days: Domino's

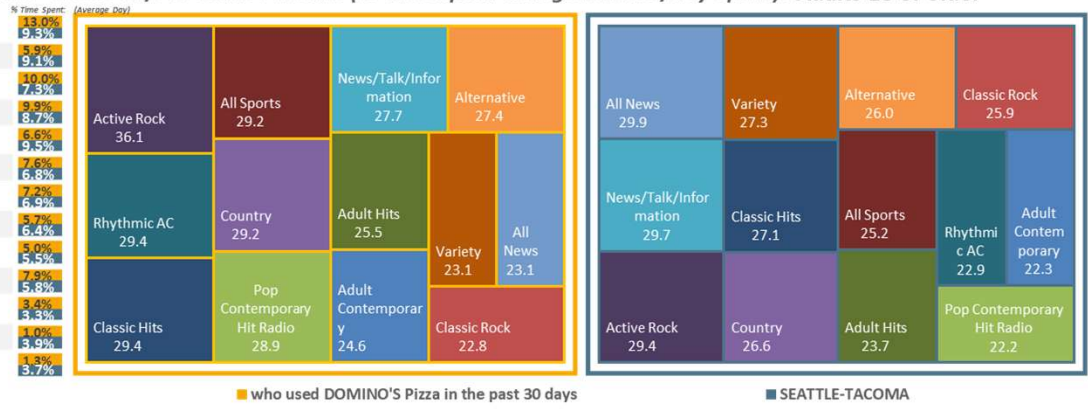


304,396 or 65.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Classic Rock.

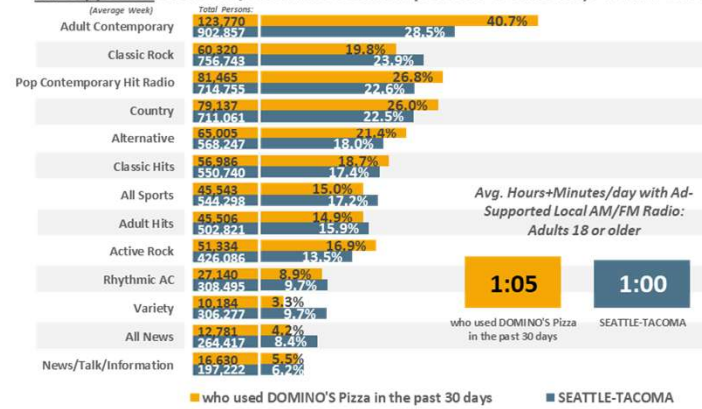
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



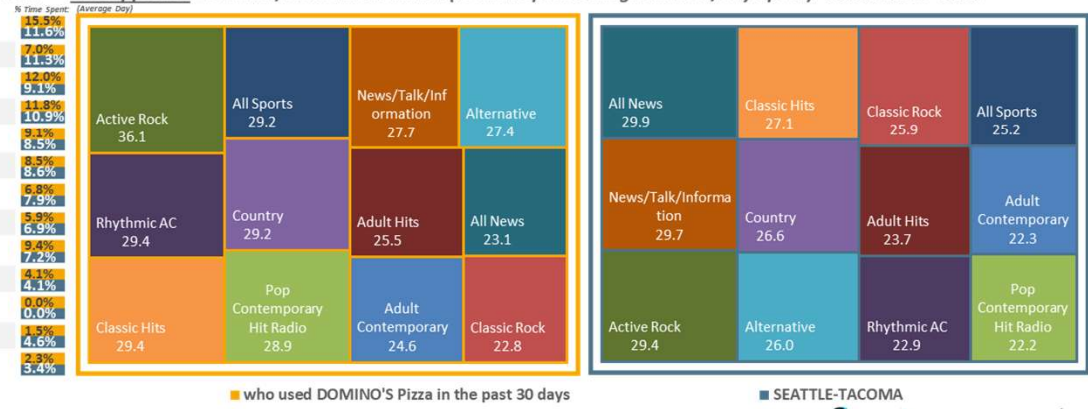
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



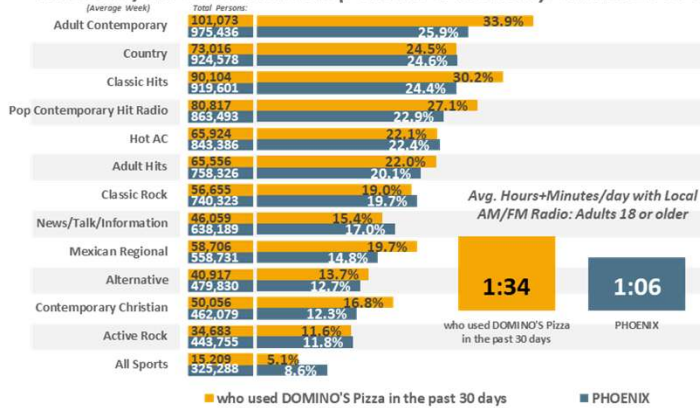
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



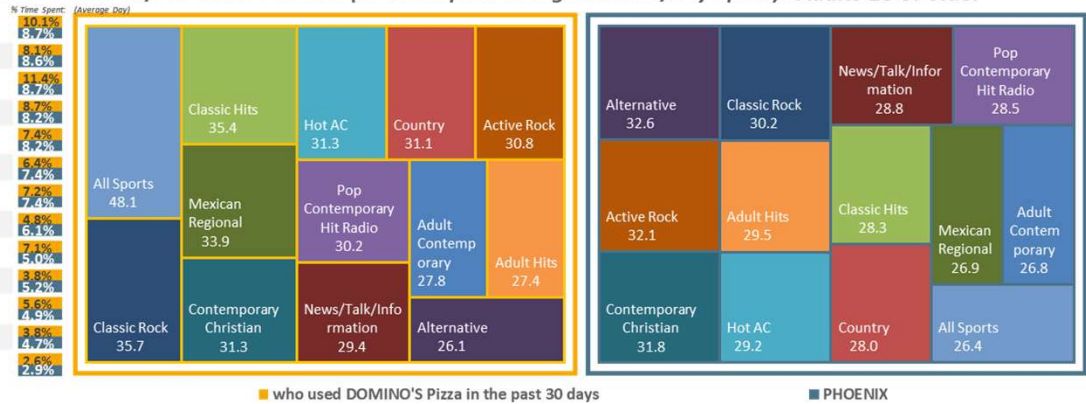


282,811 or 70.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Hot AC.

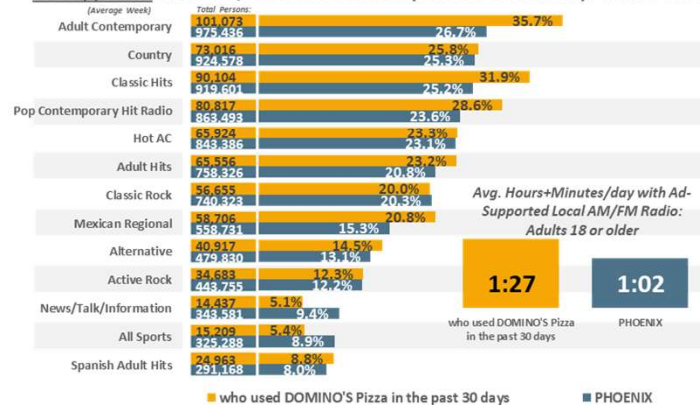
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



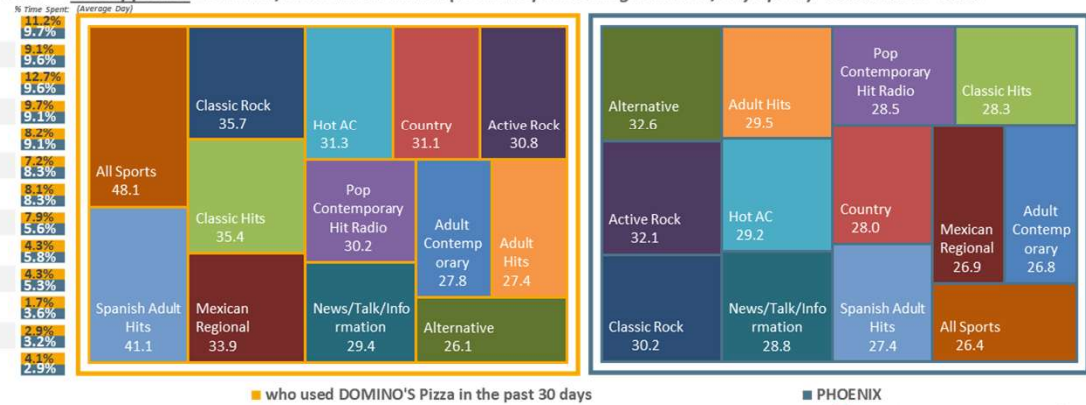
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

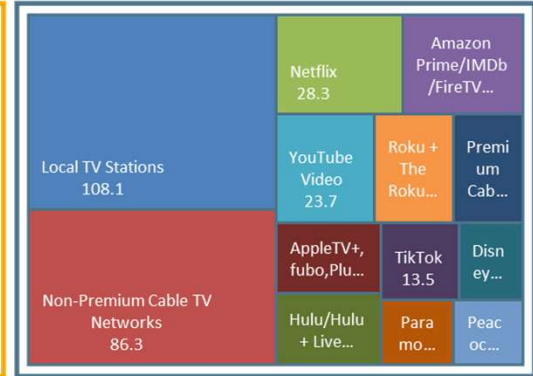
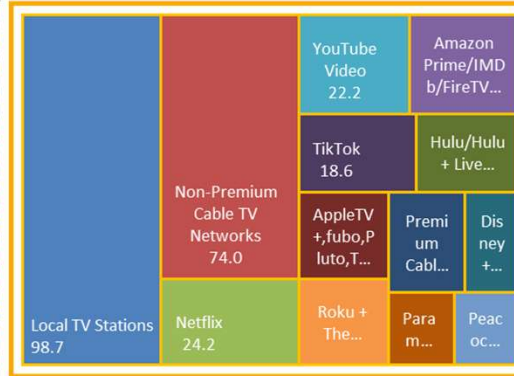
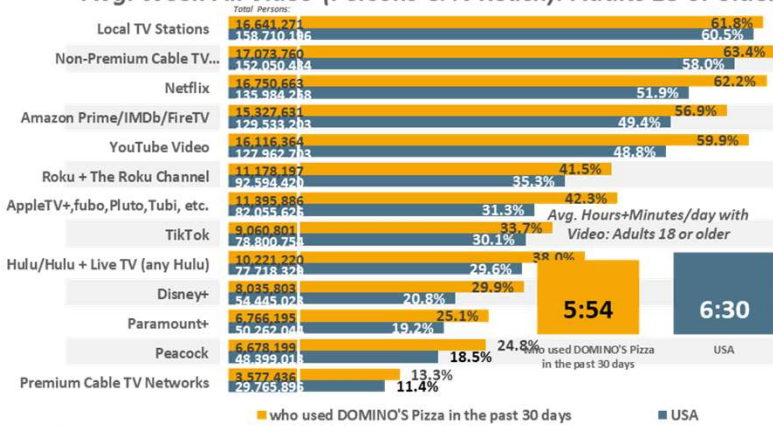




16,314,857 or 60.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

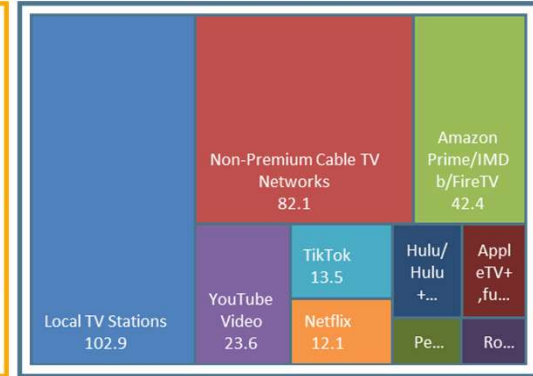
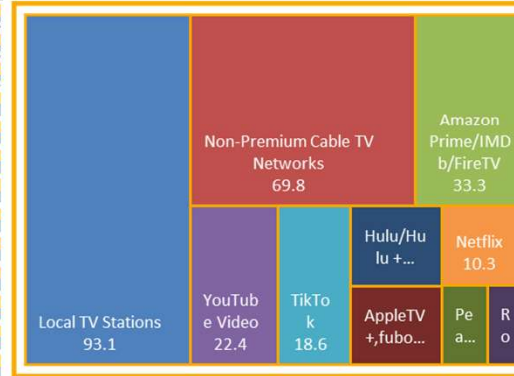
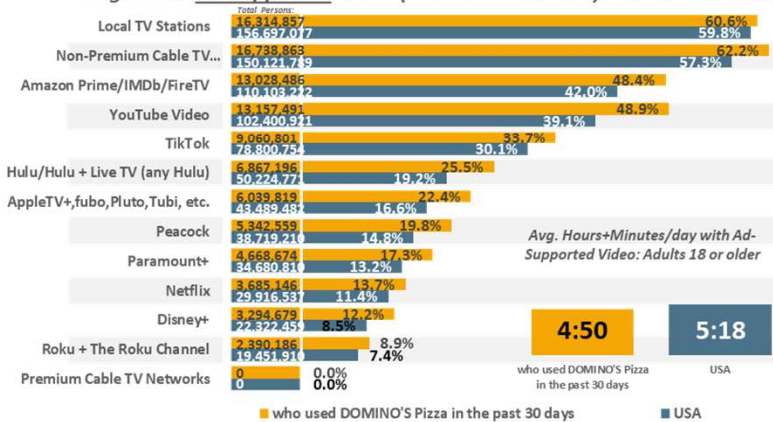
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 2,490
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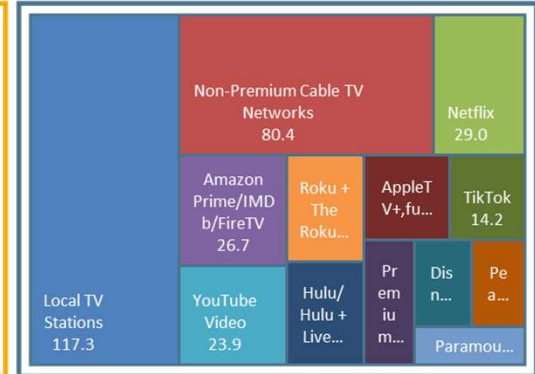
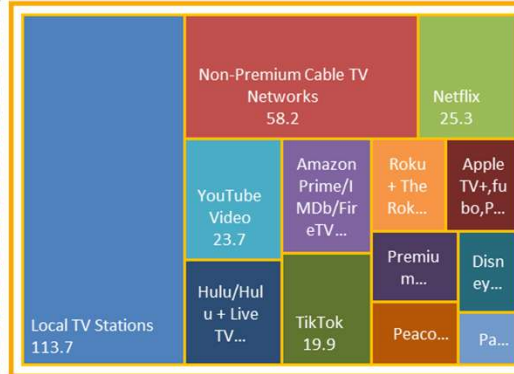
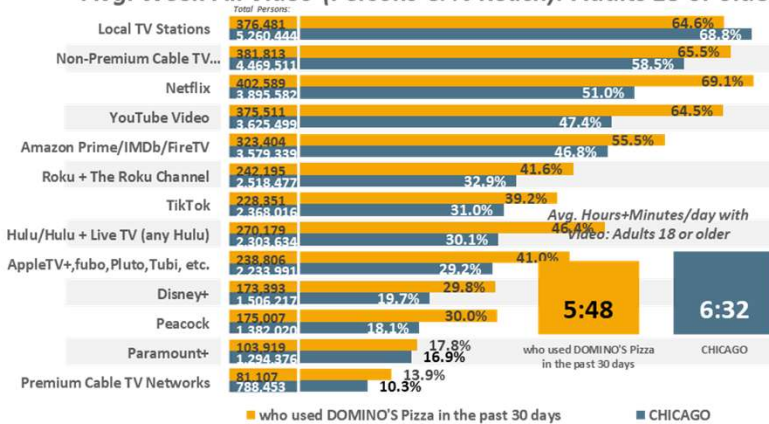
Quick service restaurants used past 30 days: Domino's



368,186 or 63.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 103.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

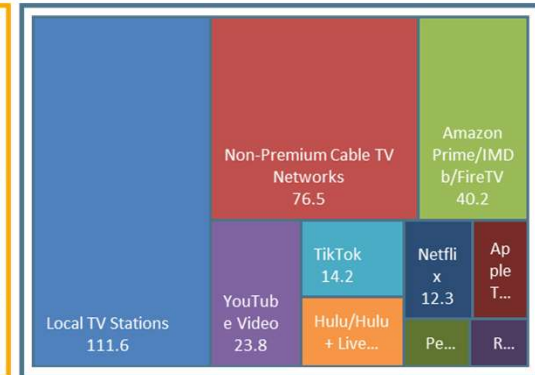
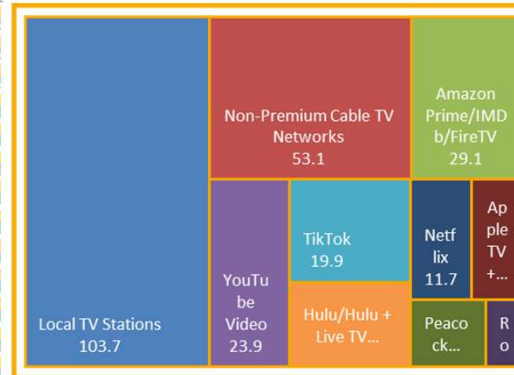
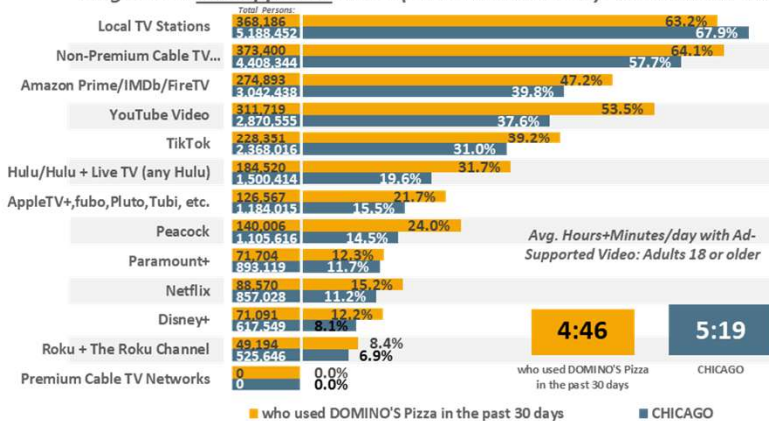
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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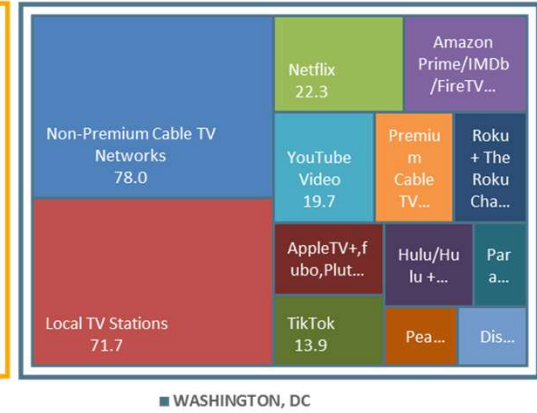
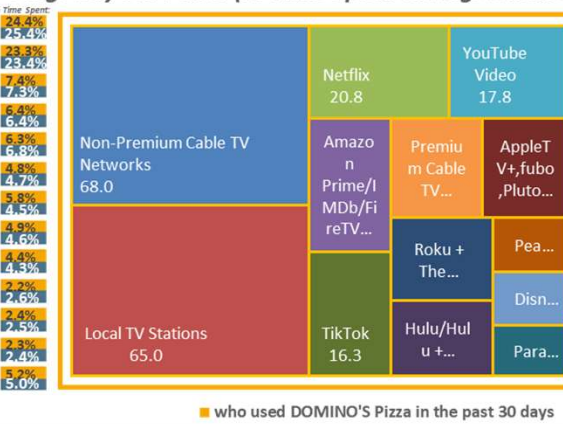
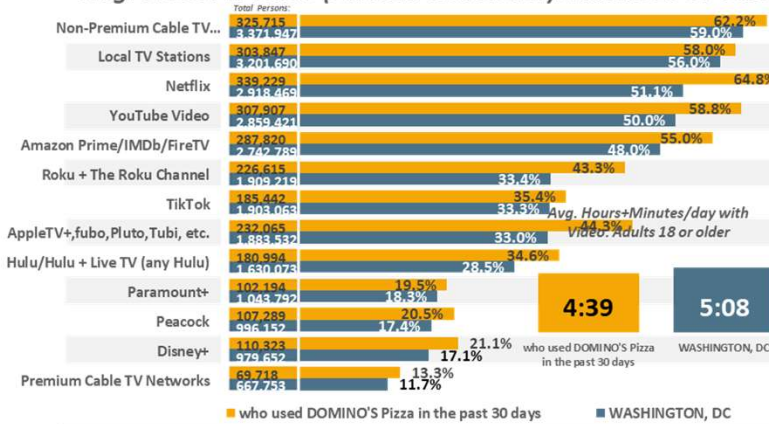
Quick service restaurants used past 30 days: Domino's



298,683 or 57.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 61.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

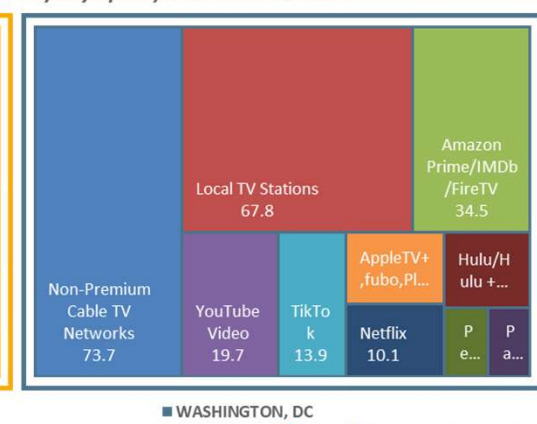
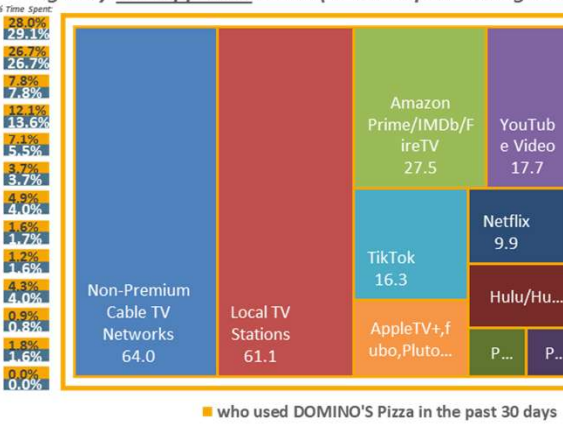
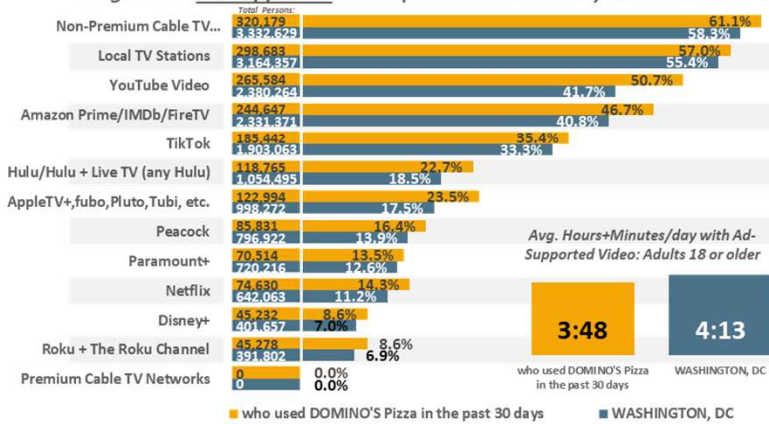
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596
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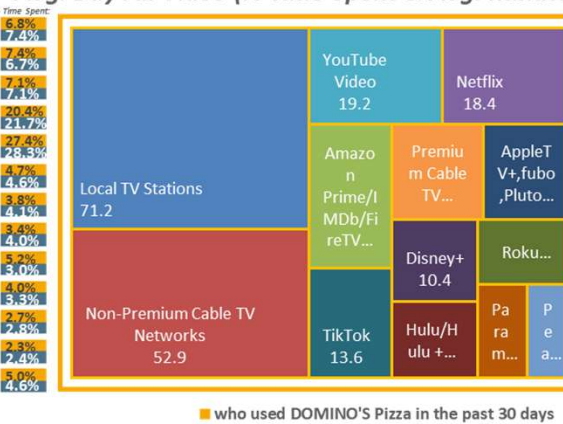
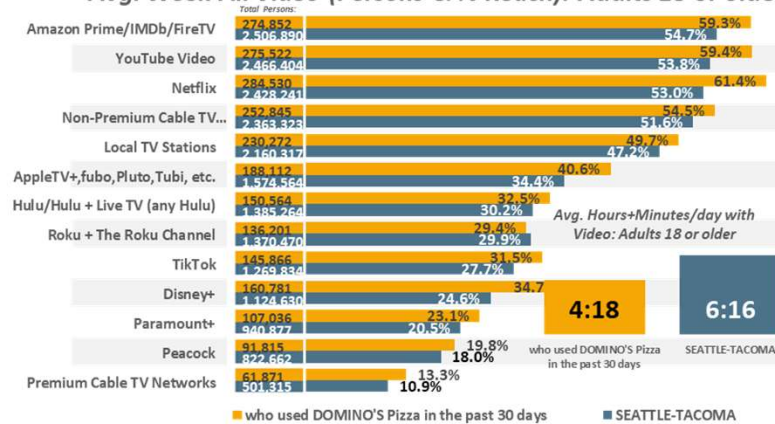
Quick service restaurants used past 30 days: Domino's



225,630 or 48.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

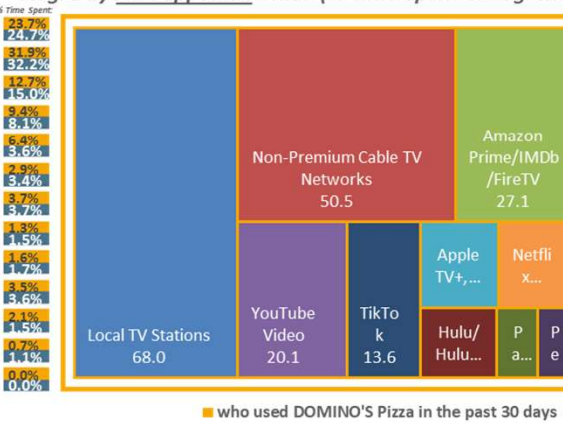
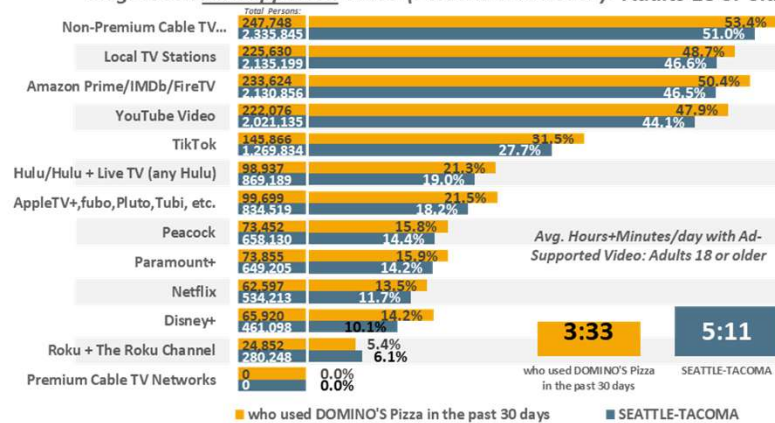
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 372
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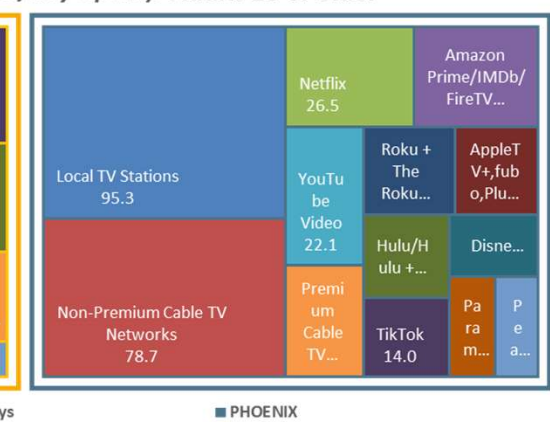
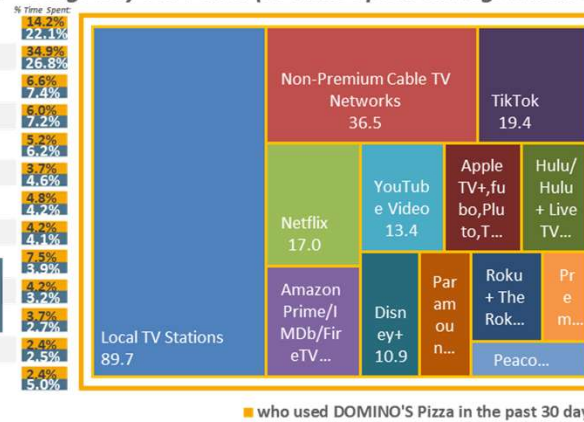
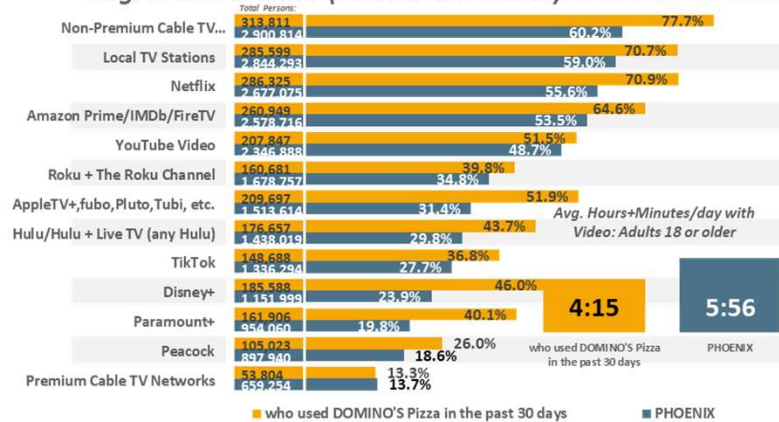
Quick service restaurants used past 30 days: Domino's



279,693 or 69.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.

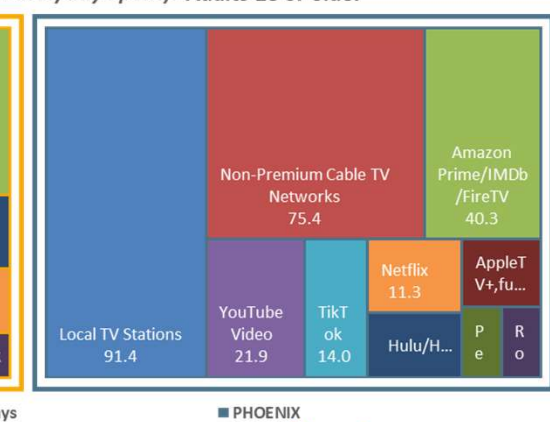
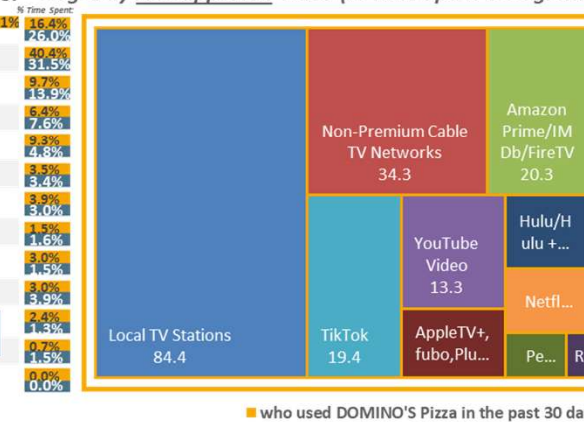
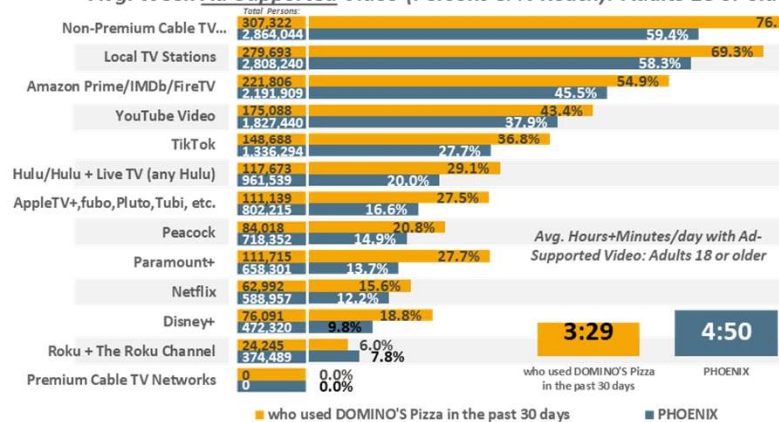
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHOENIX DMA Scarborough R1 2025: Feb25-Feb26 Qual Intab 200
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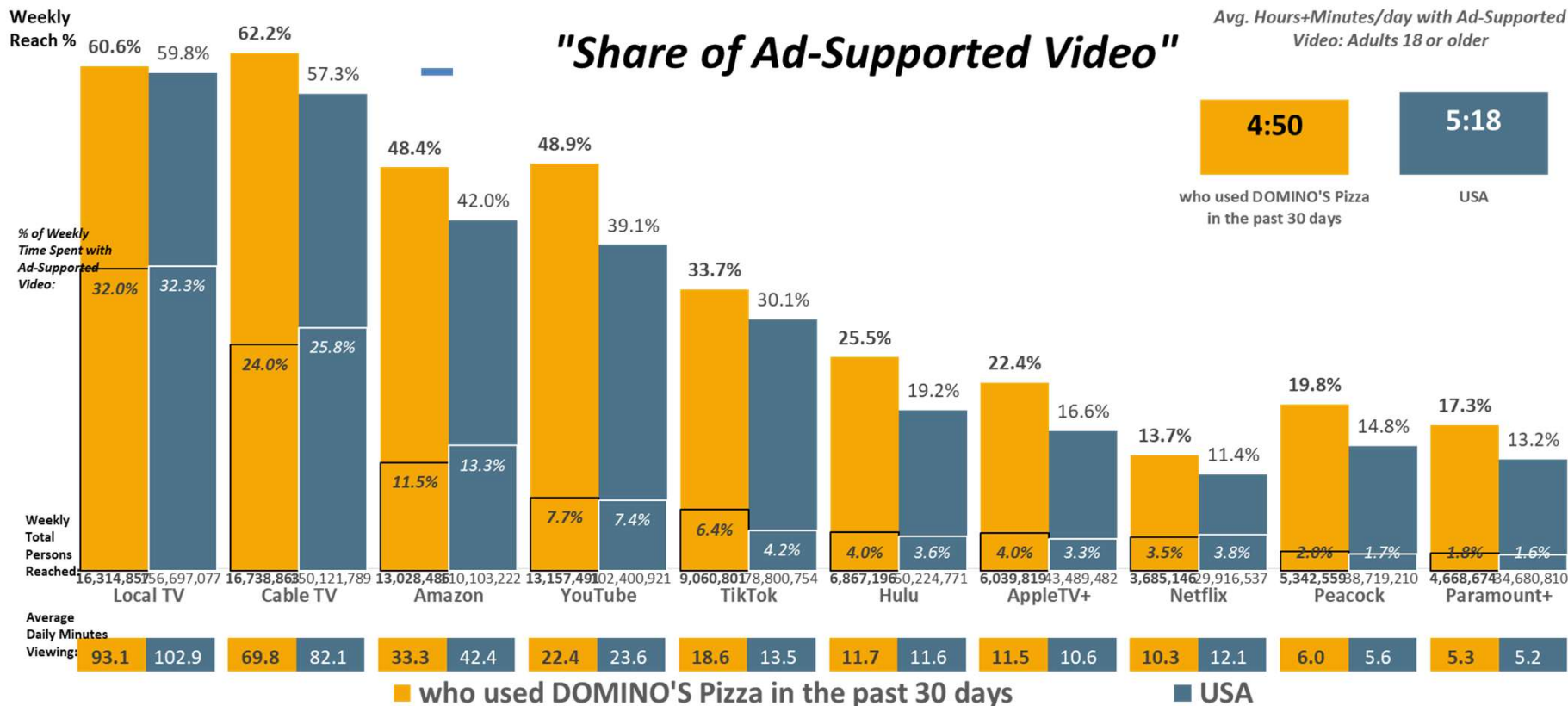
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Quick service restaurants used past 30 days: Domino's



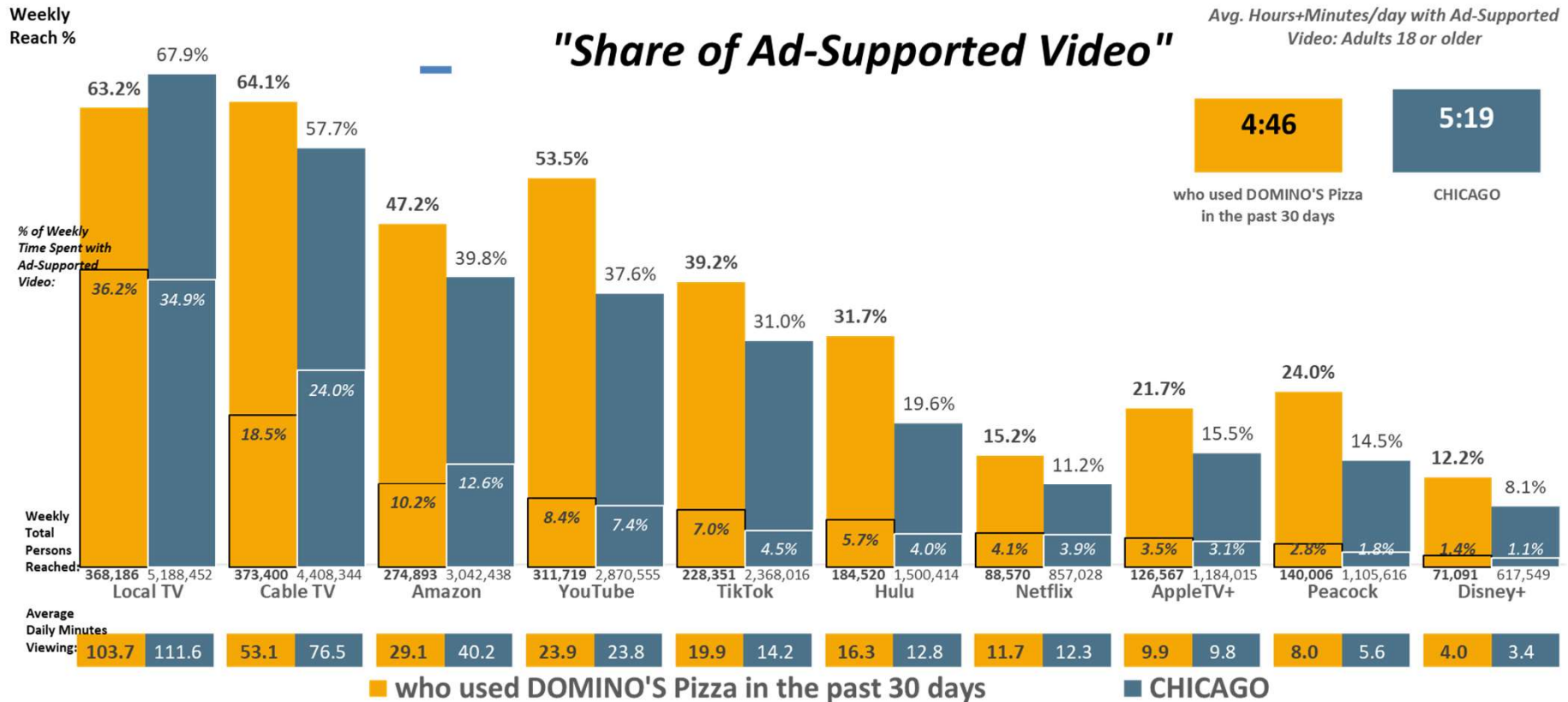
16,314,857 or 60.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



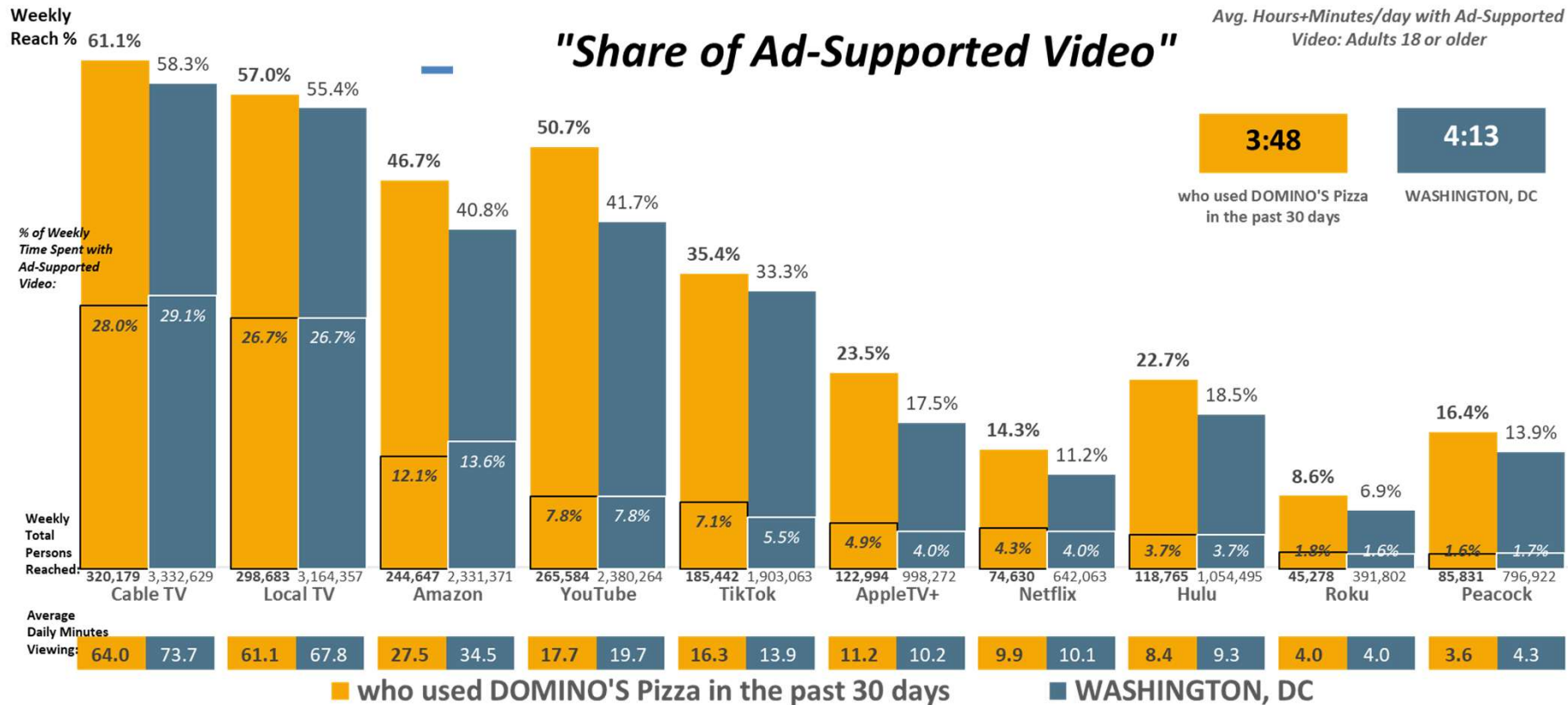


368,186 or 63.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 103.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.



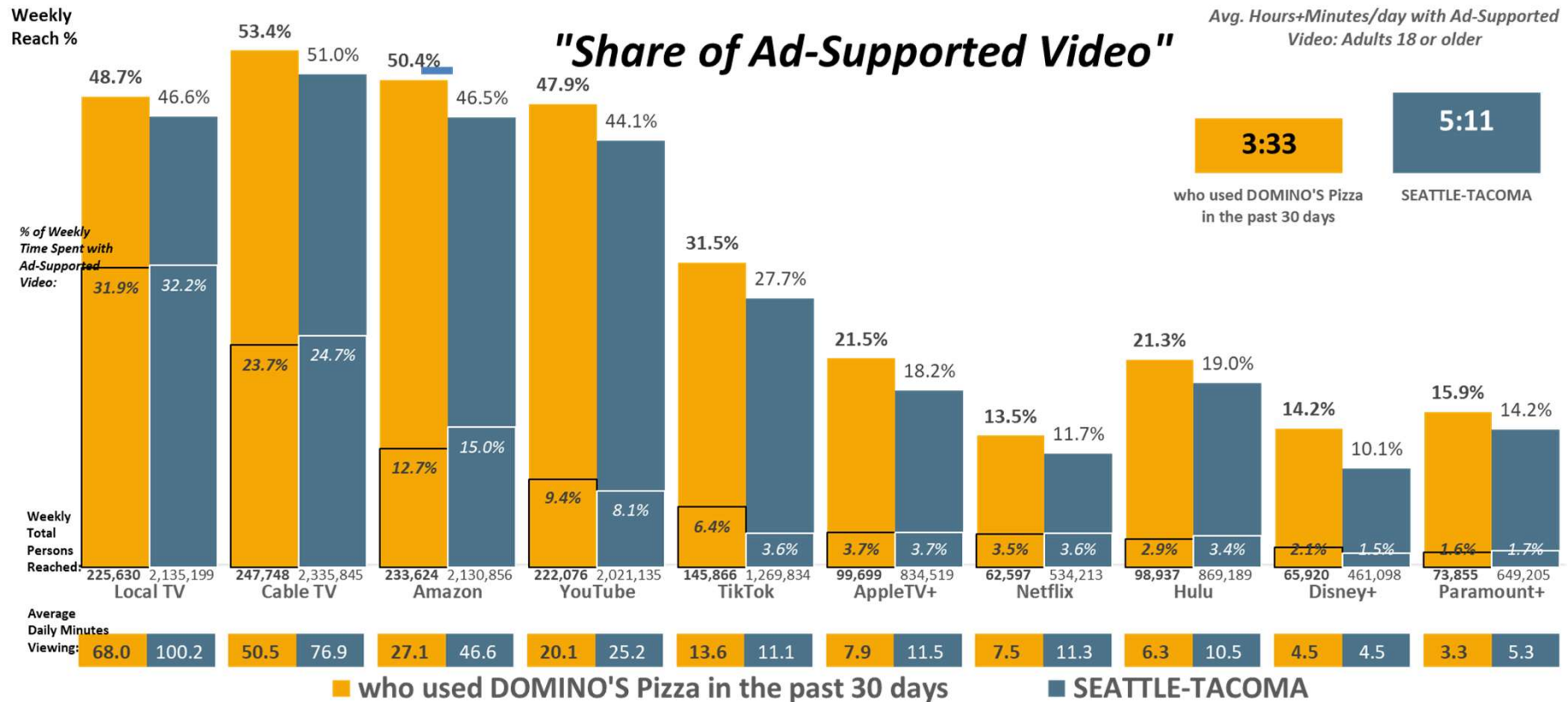


298,683 or 57.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 61.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.





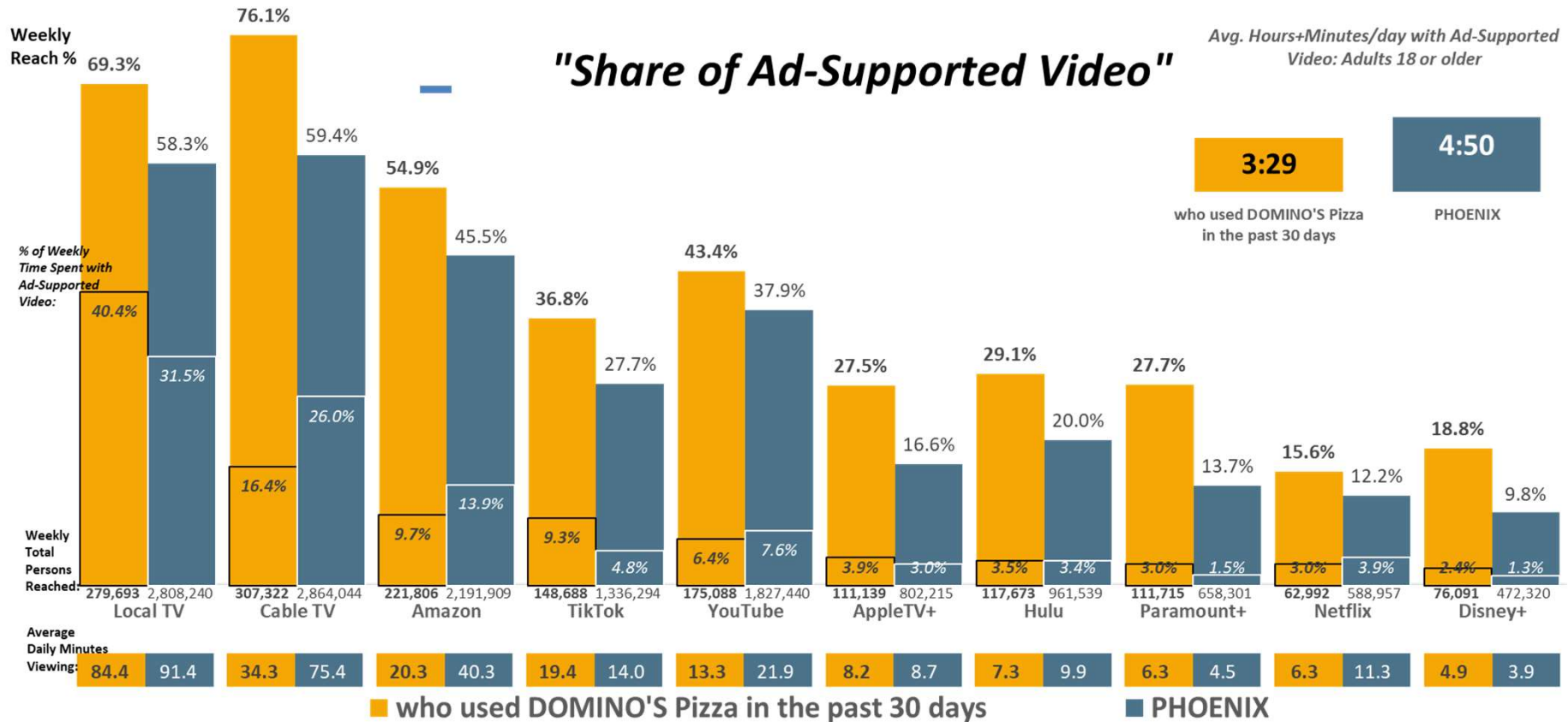
225,630 or 48.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

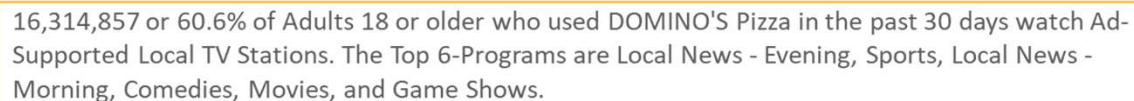




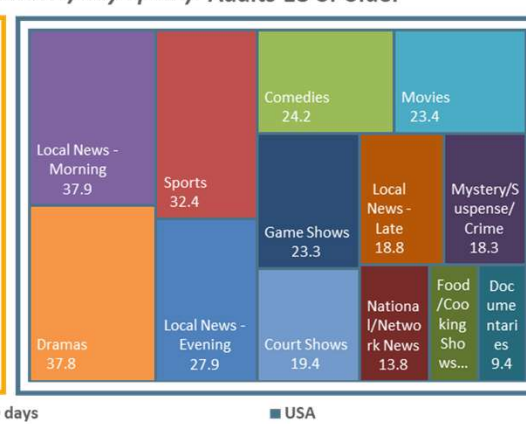
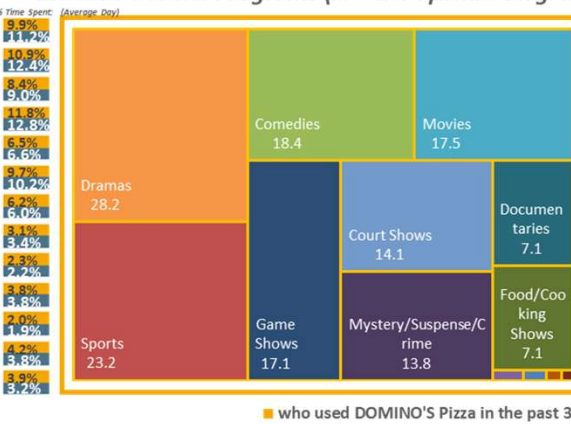
279,693 or 69.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 84.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

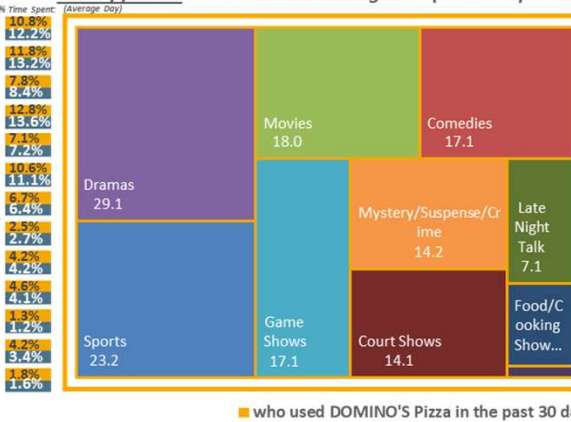




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



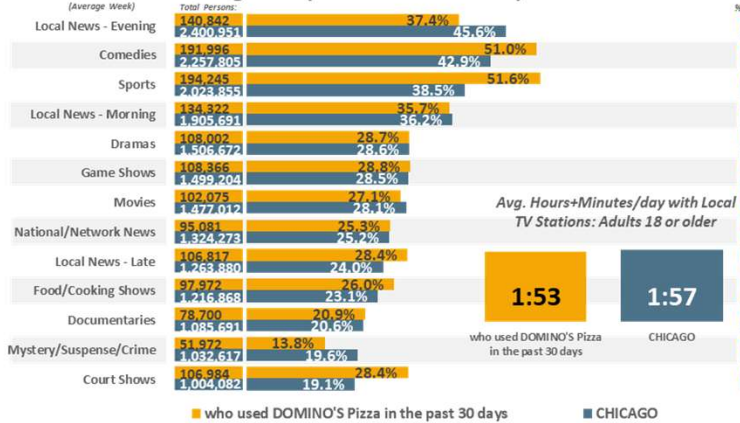
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Quick service restaurants used past 30 days: Domino's

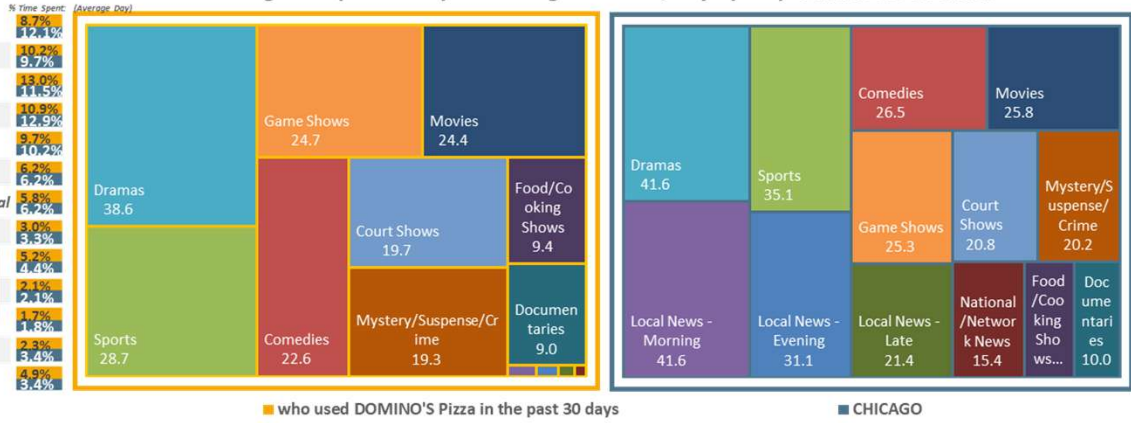


368,186 or 63.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Court Shows.

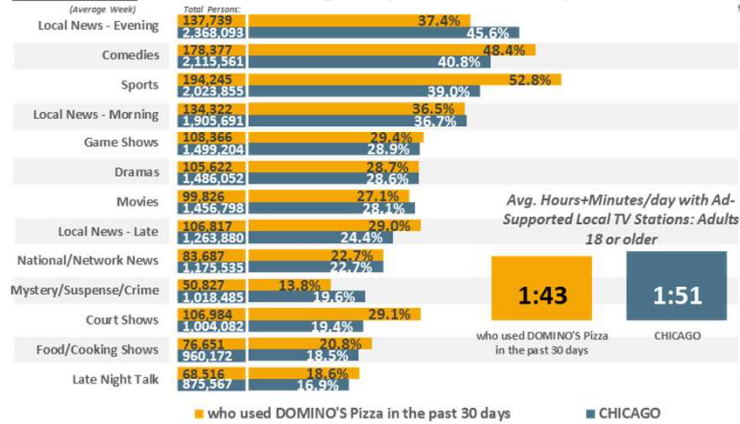
Local TV Station Programs (Persons & % Reach): Adults 18 or older



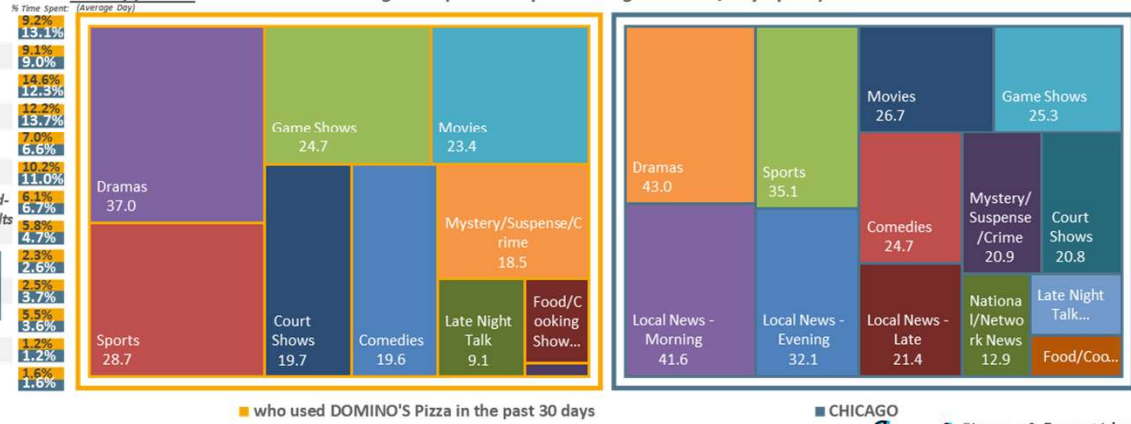
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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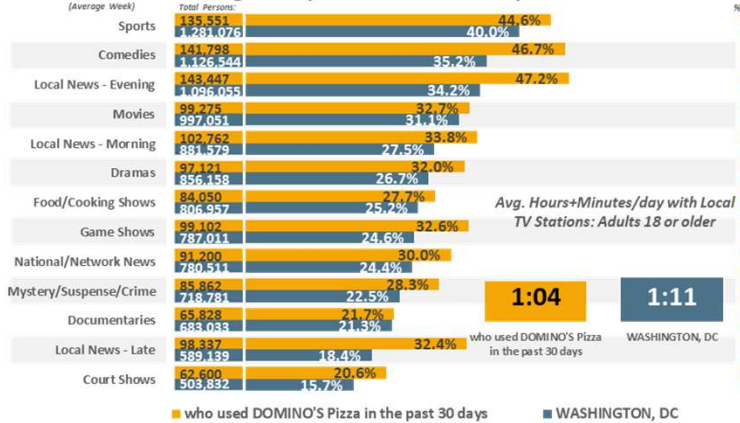
CHICAGO
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Quick service restaurants used past 30 days: Domino's

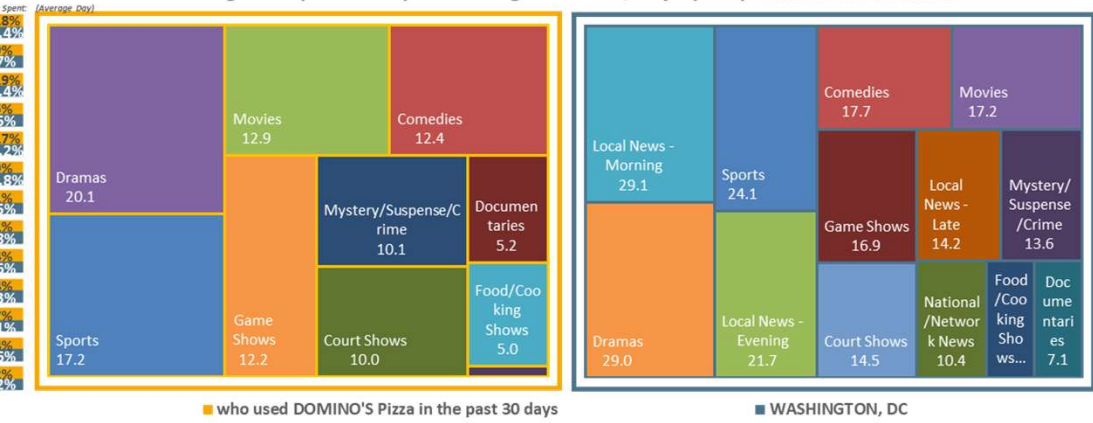


298,683 or 57.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Local News - Late.

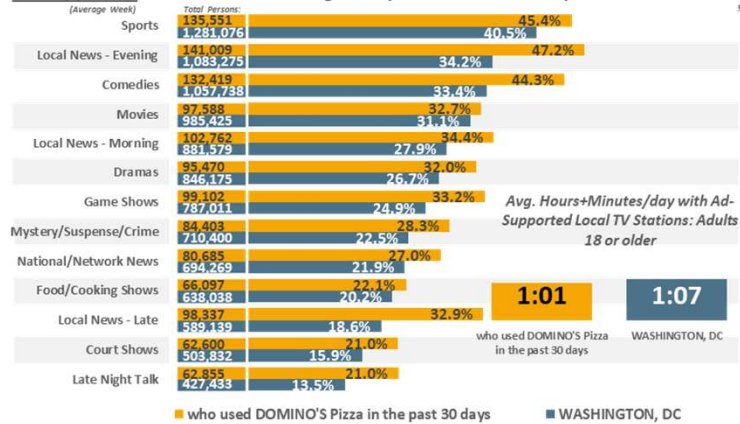
Local TV Station Programs (Persons & % Reach): Adults 18 or older



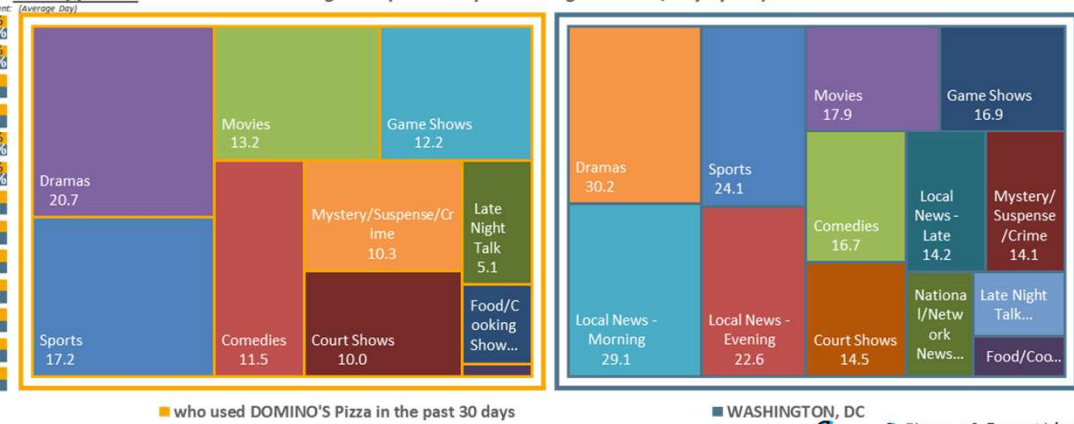
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



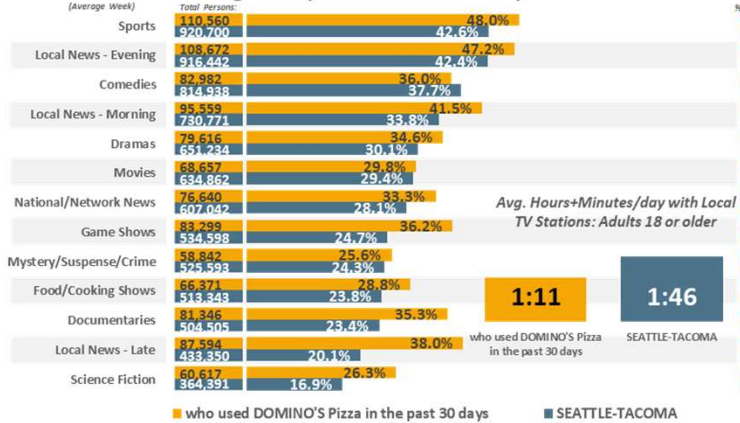
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



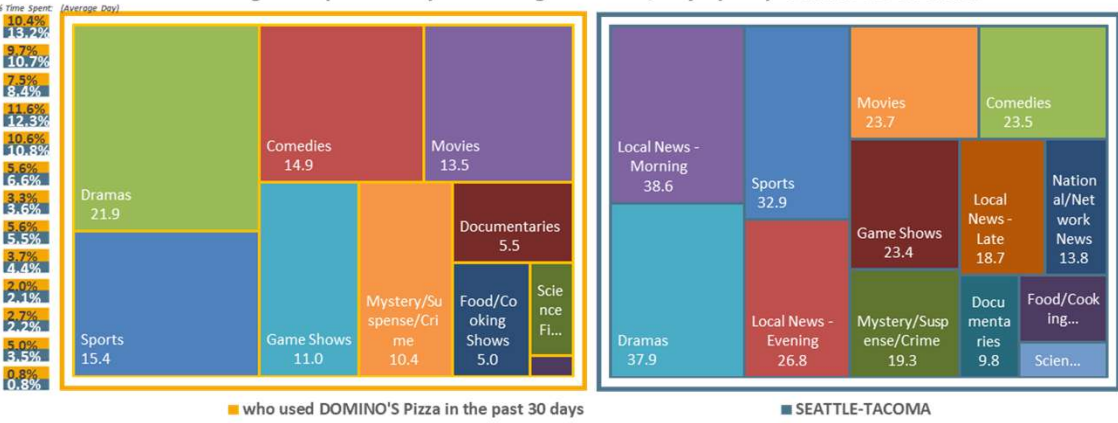


225,630 or 48.7% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Game Shows, and Dramas.

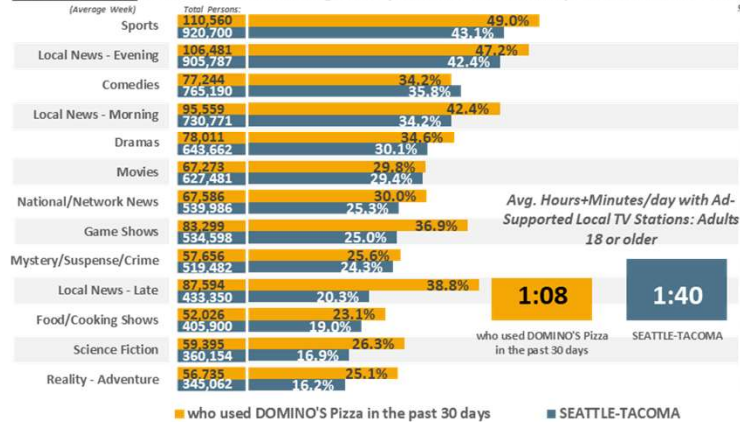
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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

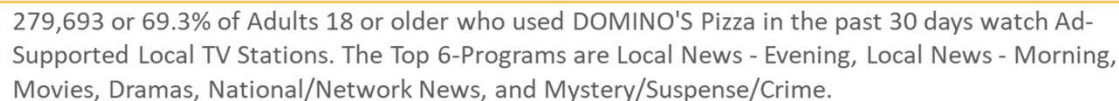


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

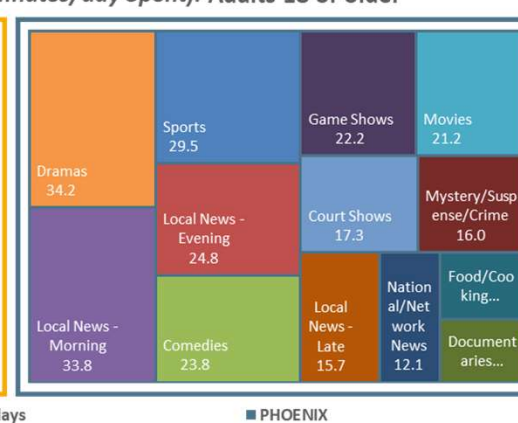
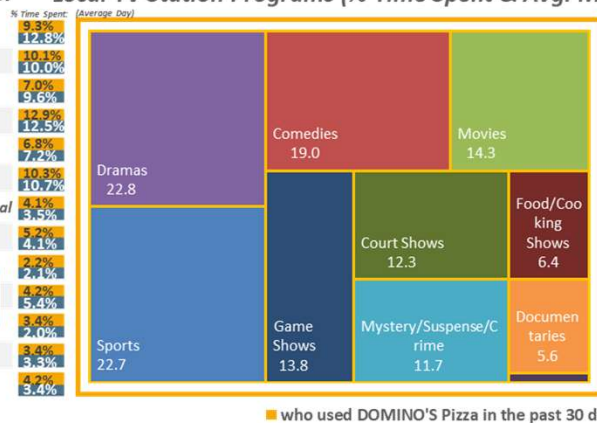


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

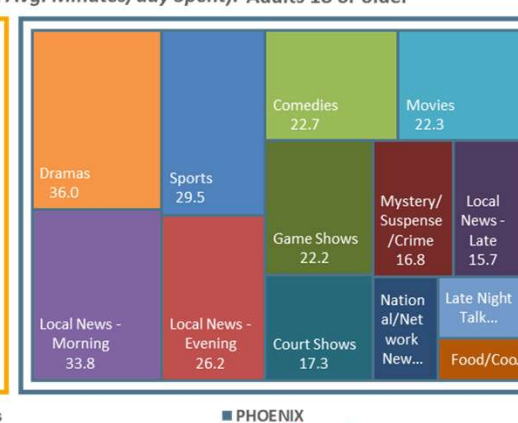
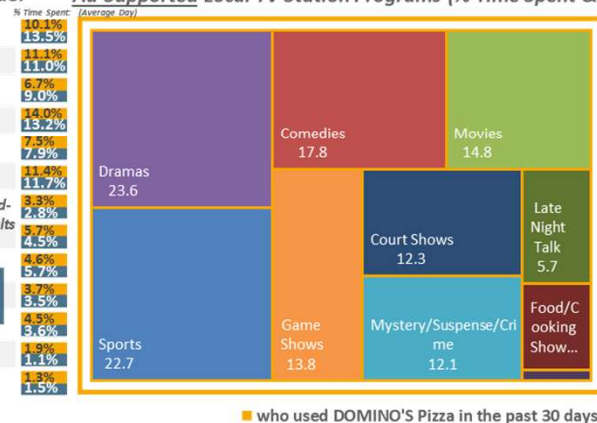




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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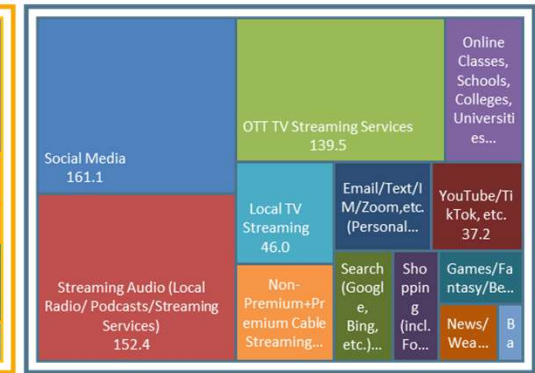
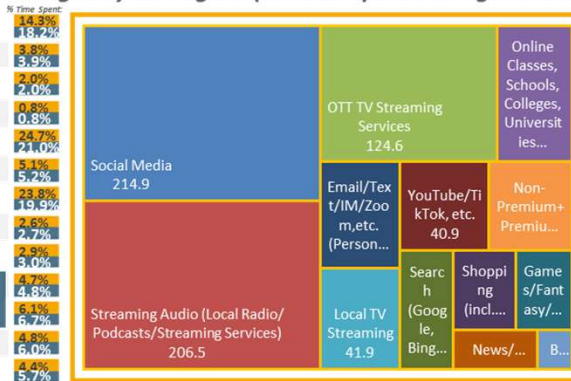
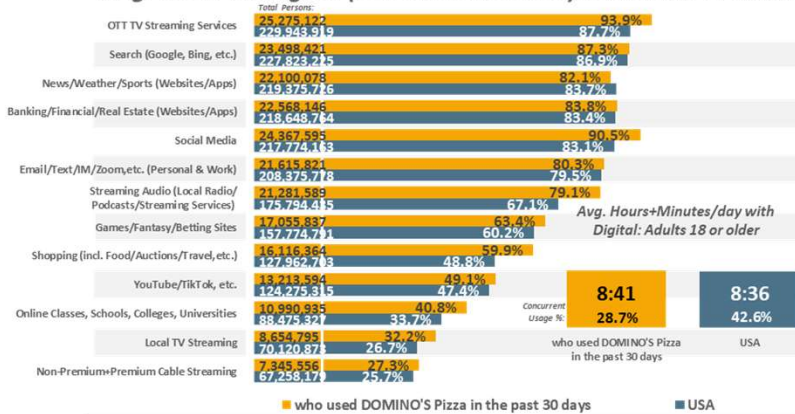
Quick service restaurants used past 30 days: Domino's



21,556,249 or 80.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 190.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

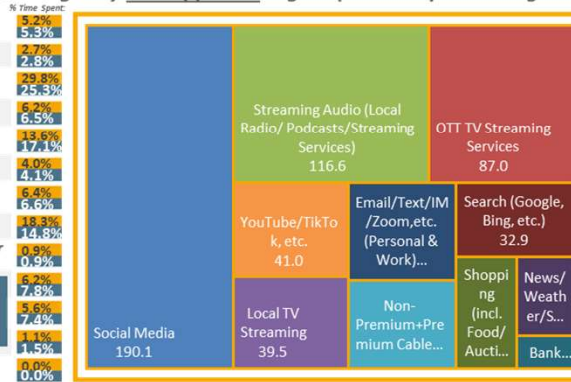
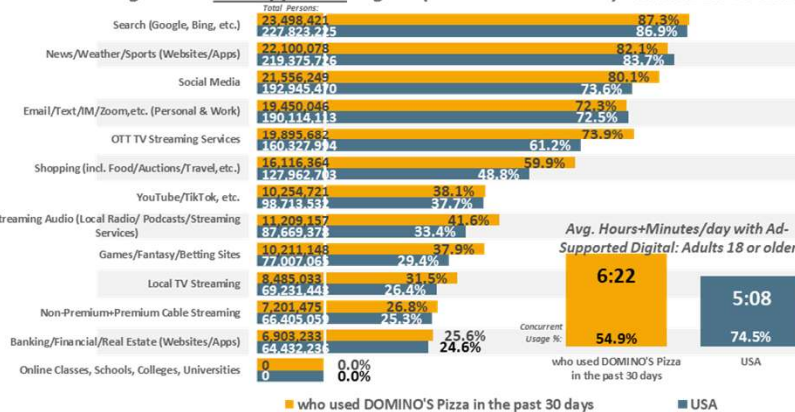
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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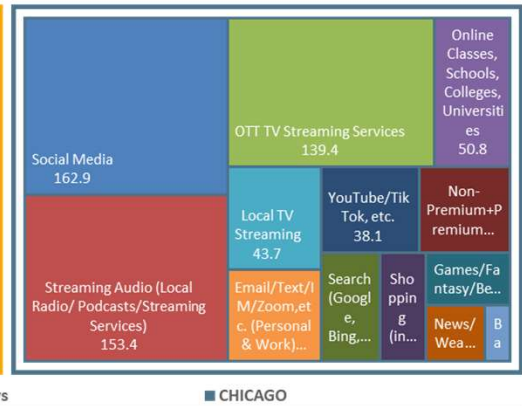
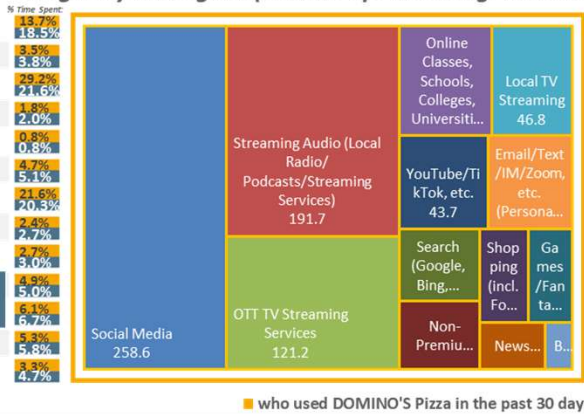
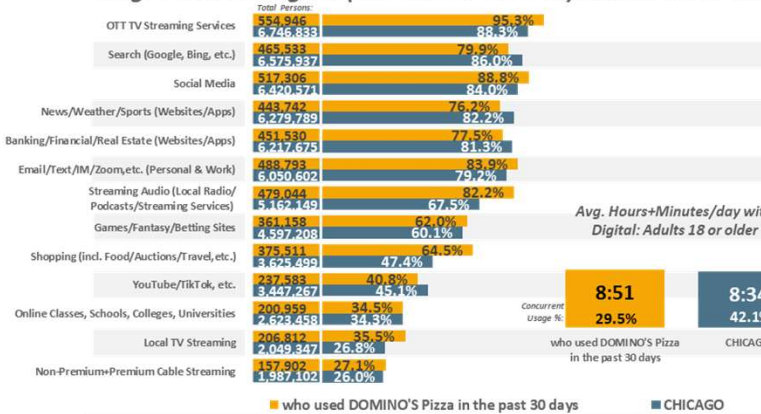
Quick service restaurants used past 30 days: Domino's



437,667 or 75.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 218.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

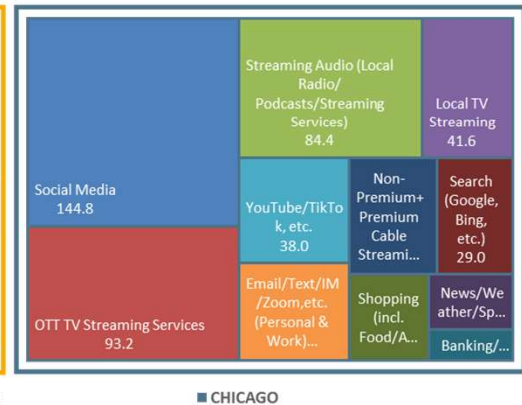
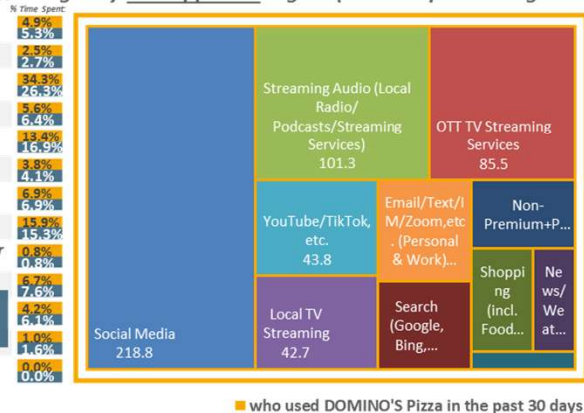
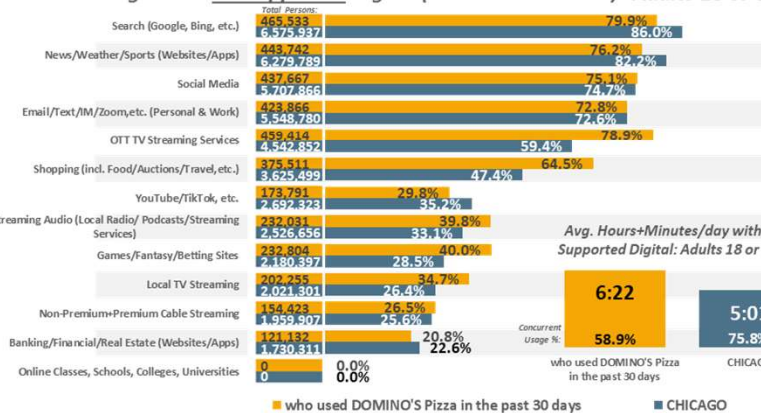
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

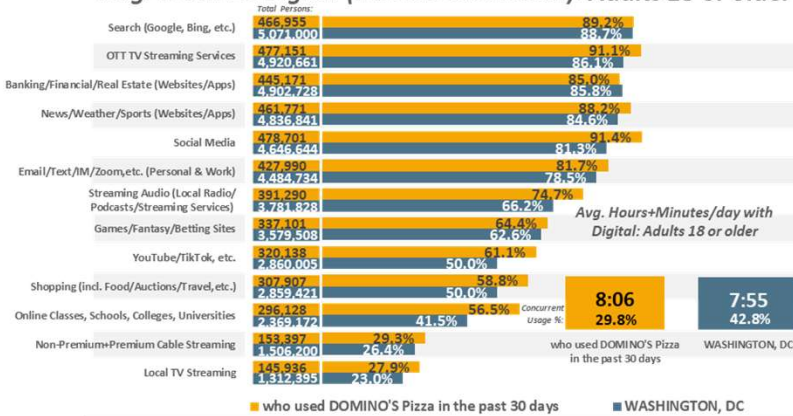
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



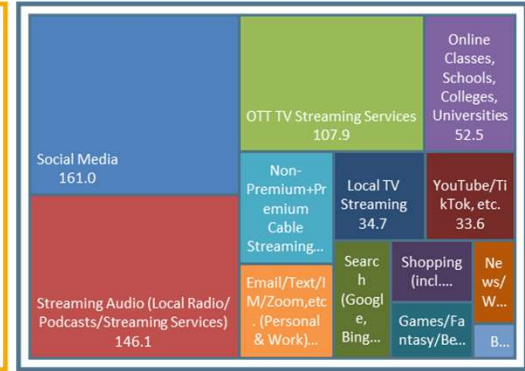


421,463 or 80.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 163. minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

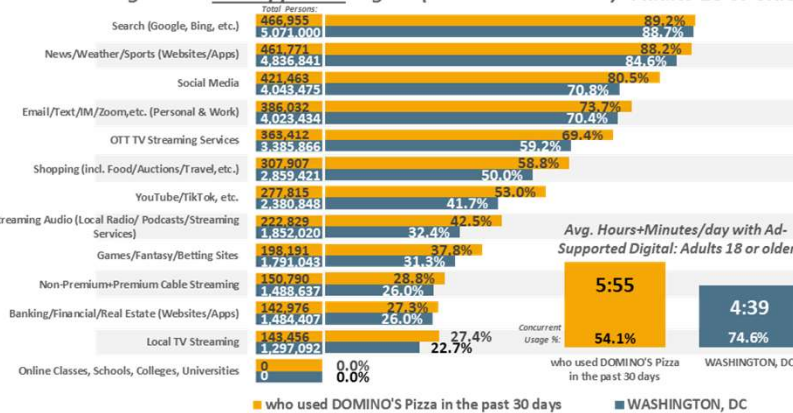
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



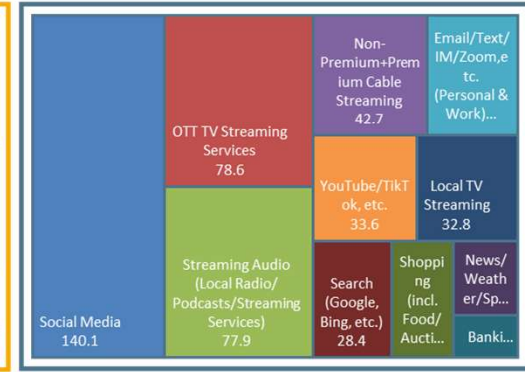
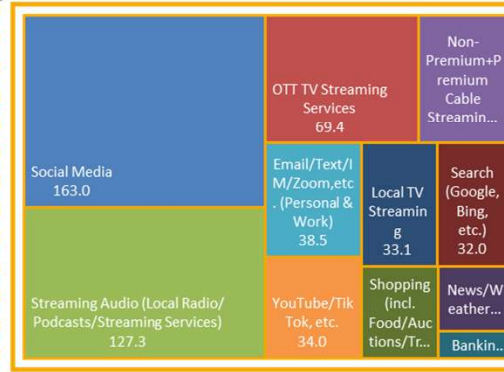
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



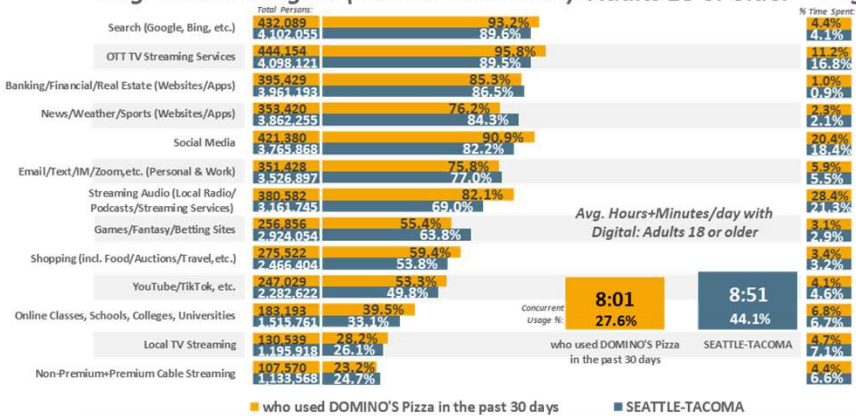
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



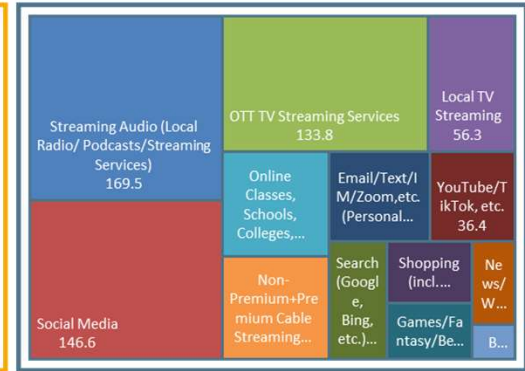
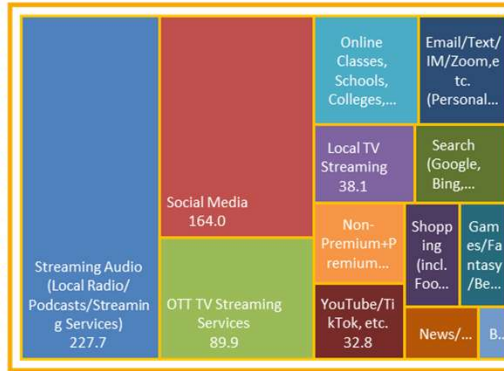


356,013 or 76.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 138.6 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

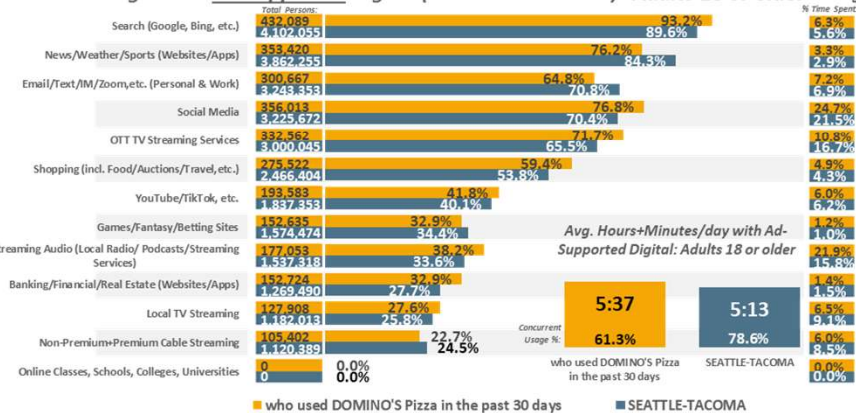
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



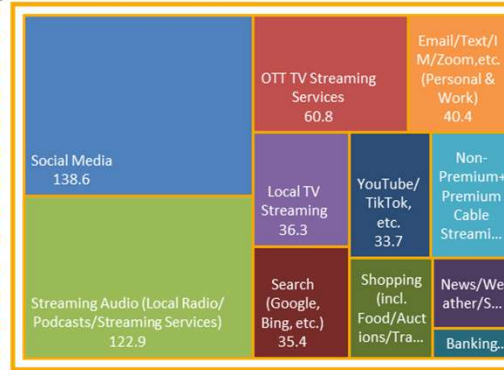
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

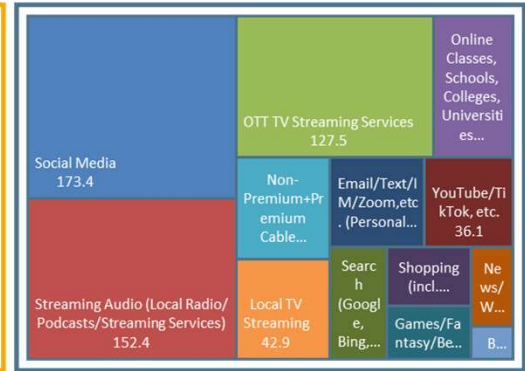
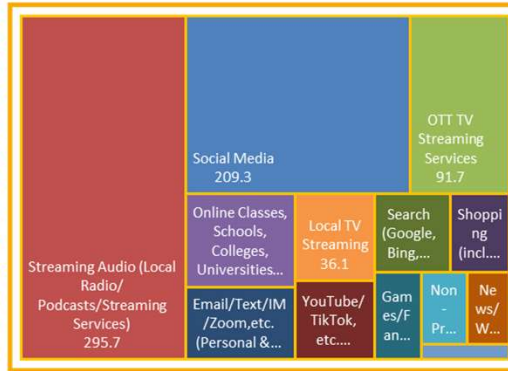
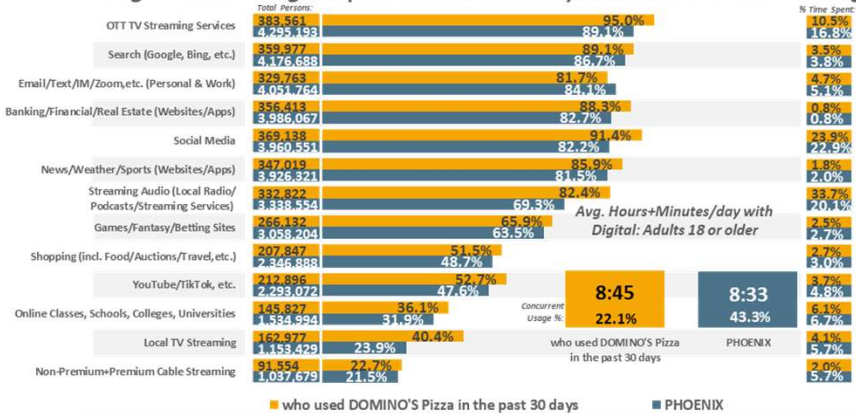




338,662 or 83.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 192. minutes every day representing 31.7% of all time spent daily with Ad-Supported Digital Media.

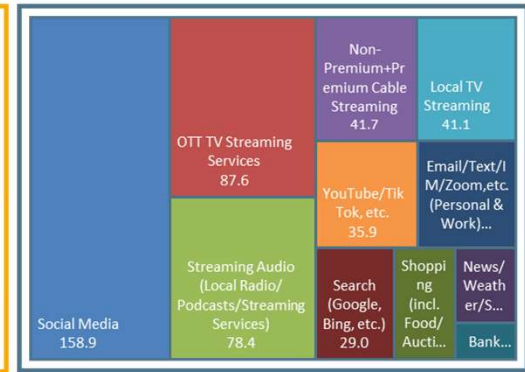
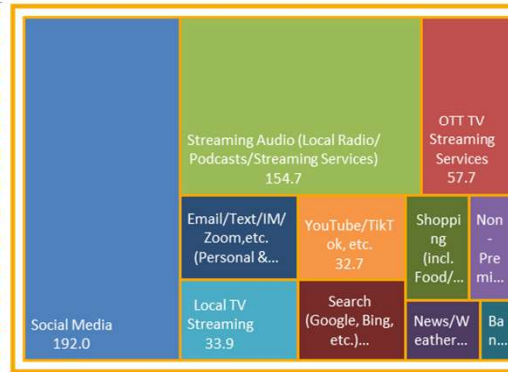
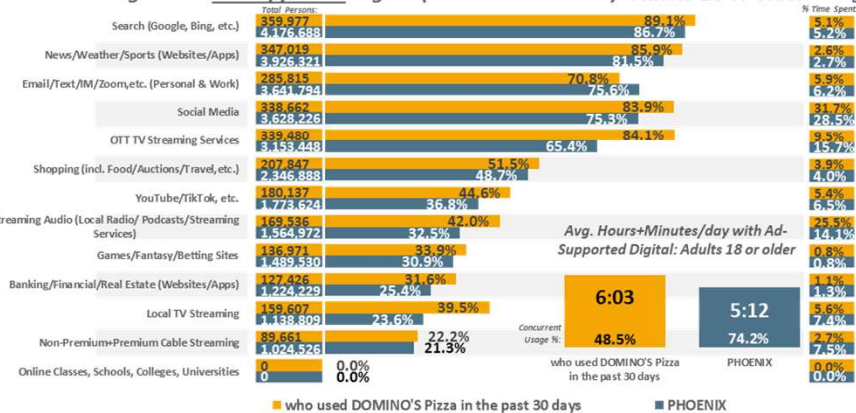
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

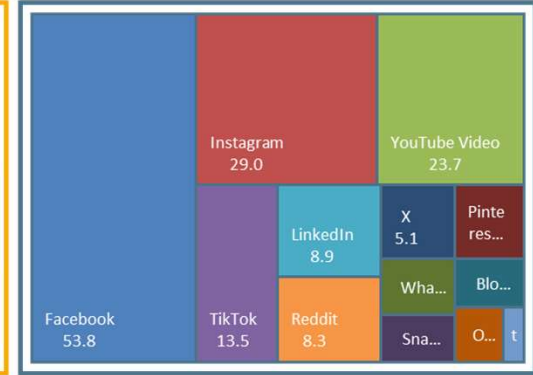
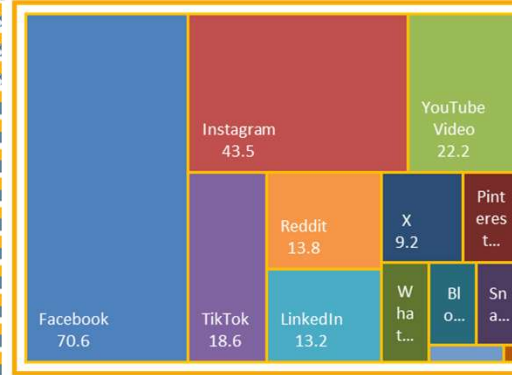
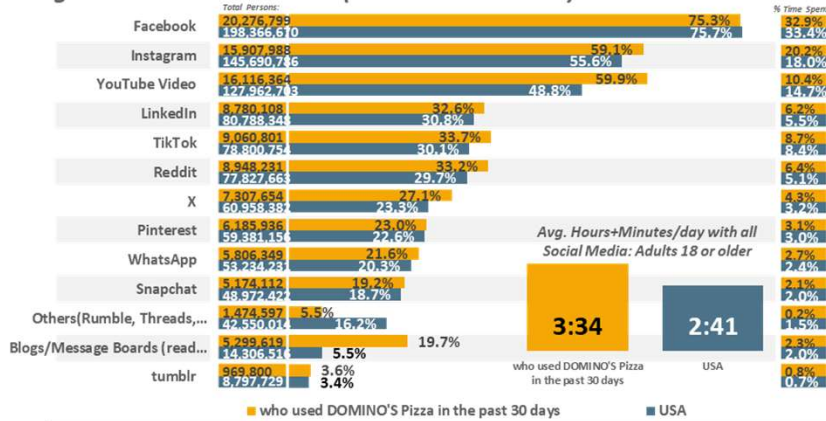
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



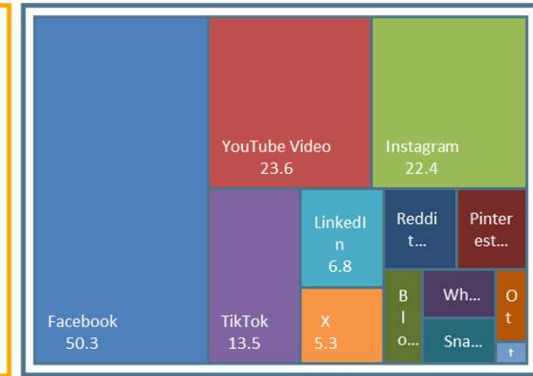
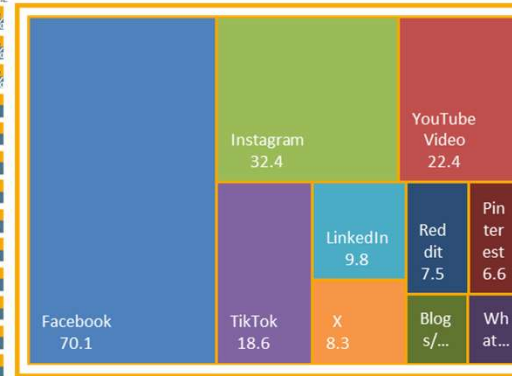
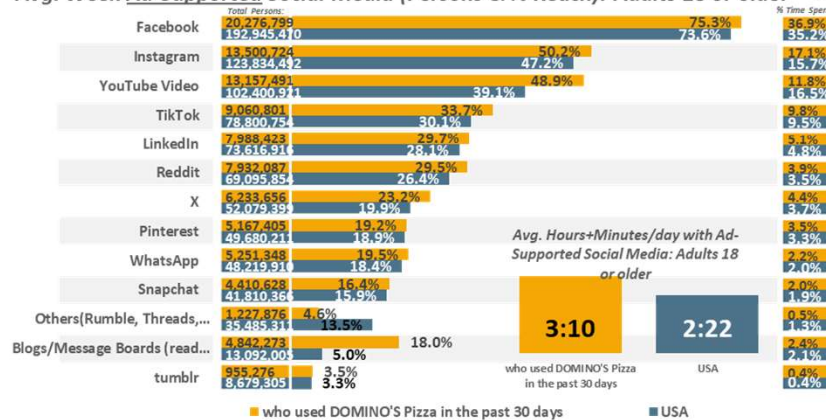


20,276,799 or 75.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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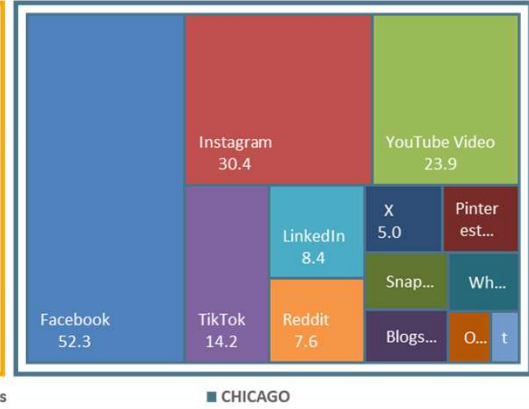
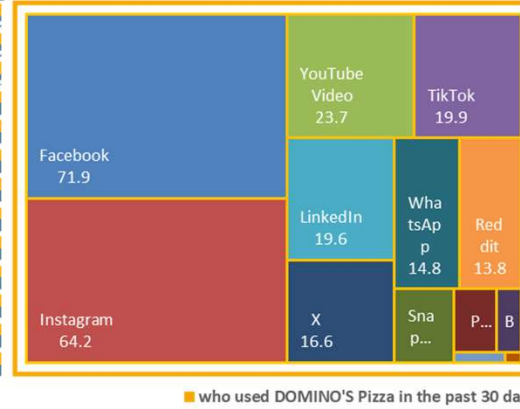
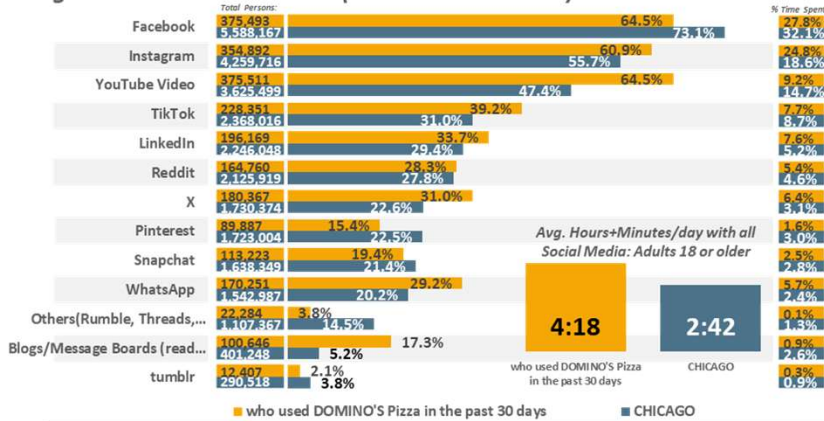
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Quick service restaurants used past 30 days: Domino's

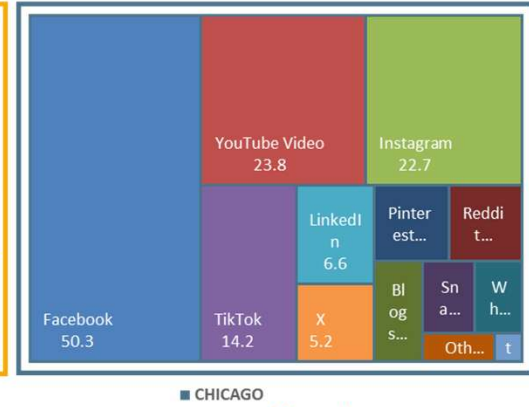
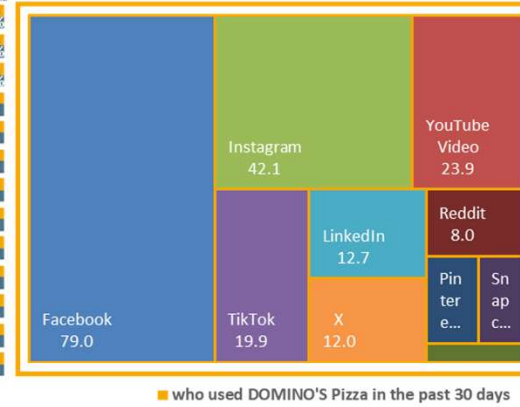
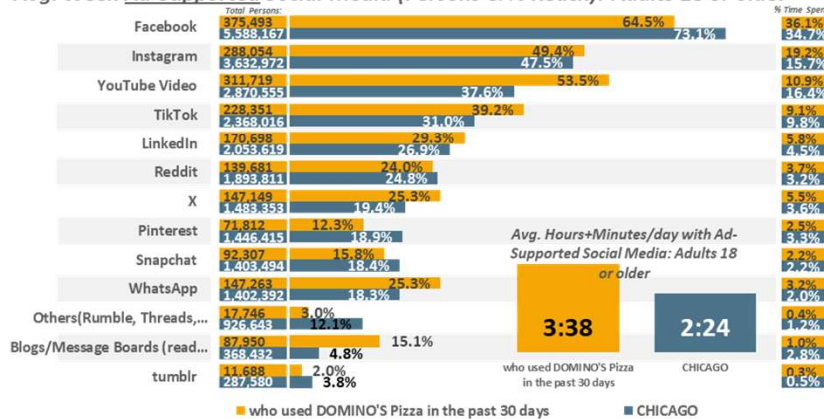


375,493 or 64.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 79. minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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



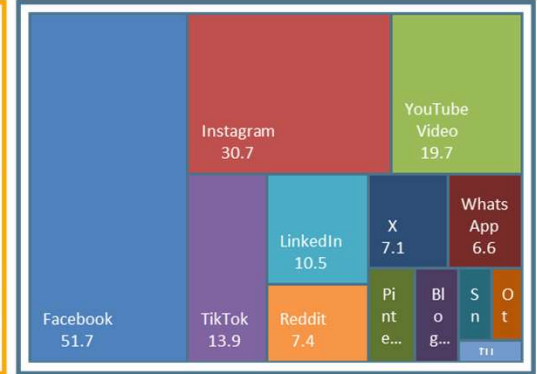
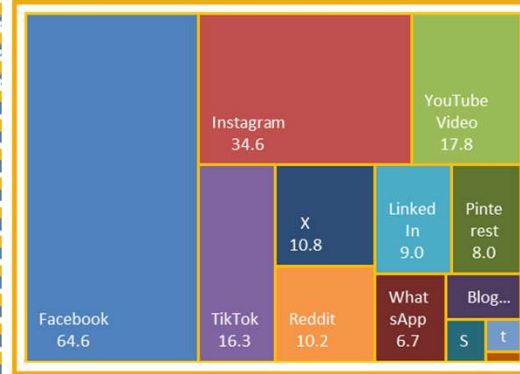
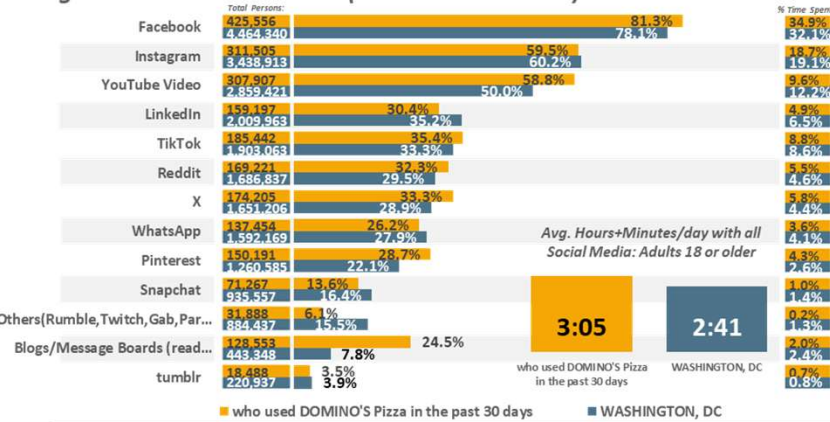
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



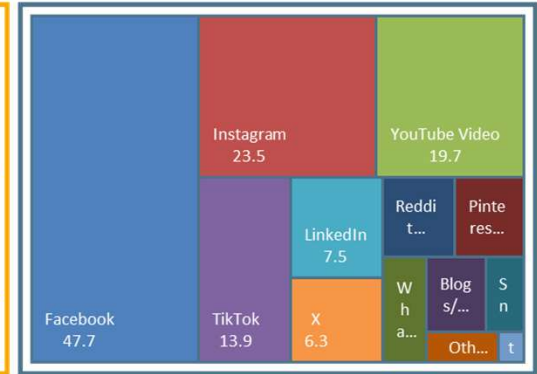
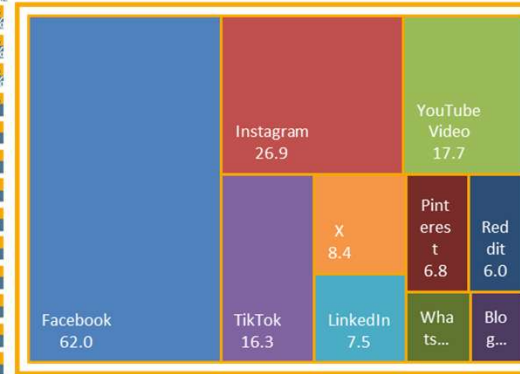
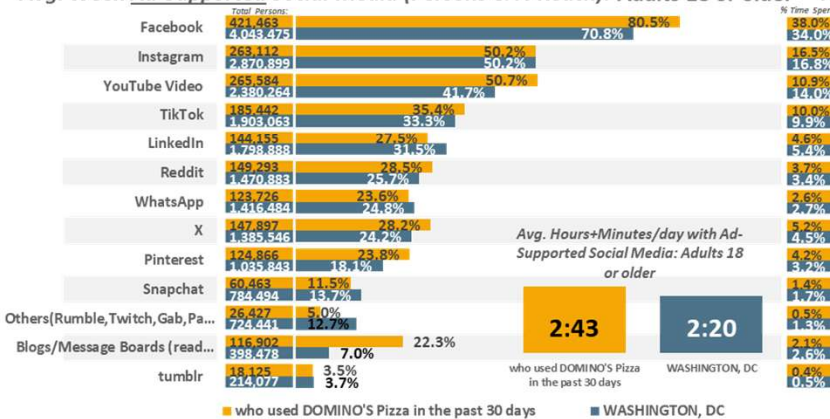


421,463 or 80.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 62. minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

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**



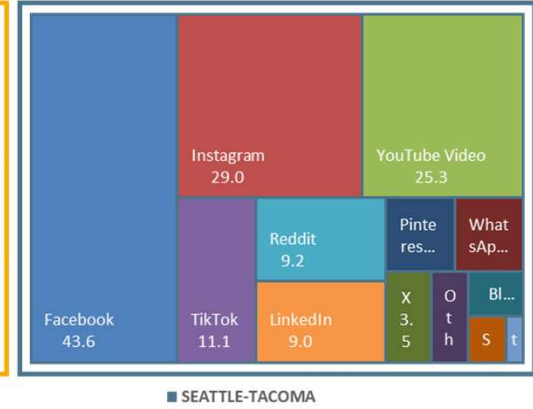
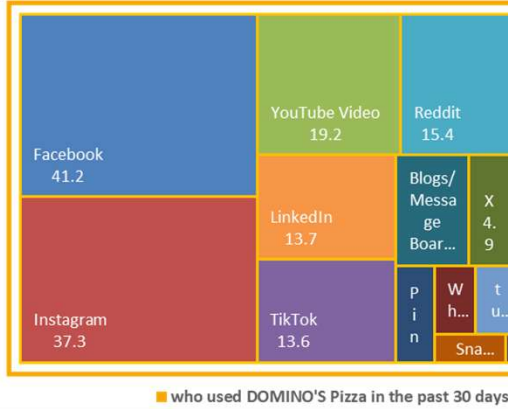
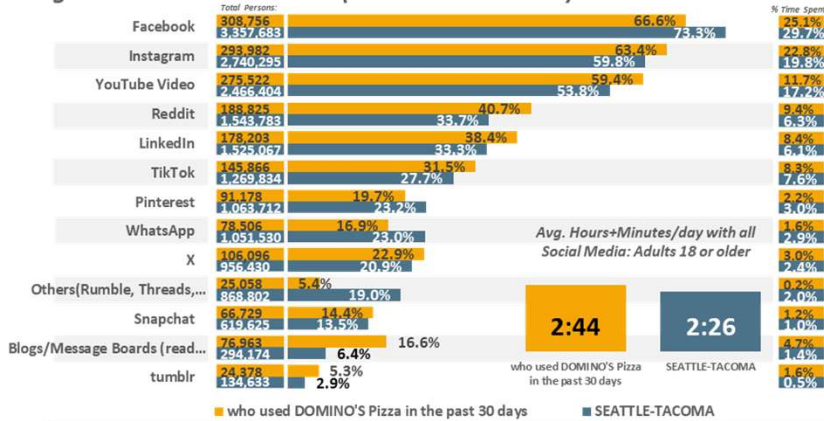
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



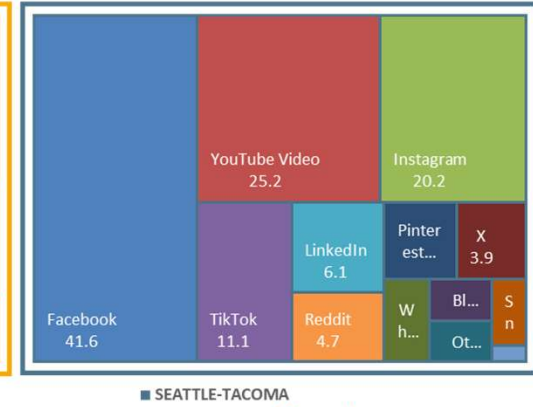
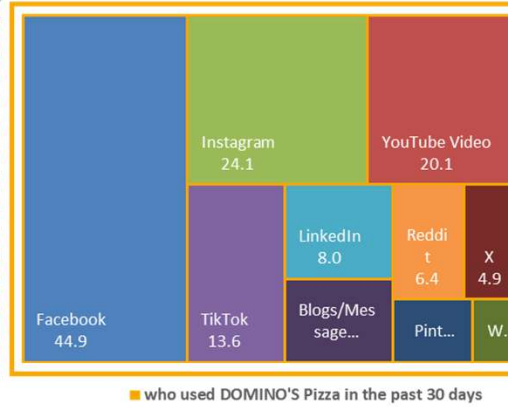
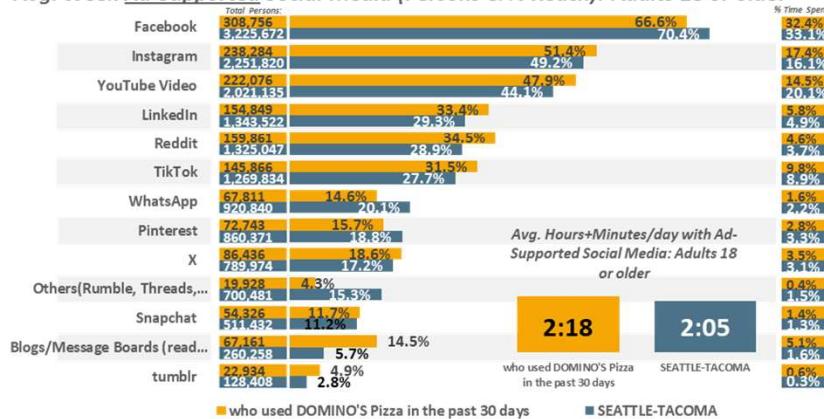


308,756 or 66.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 44.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

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**



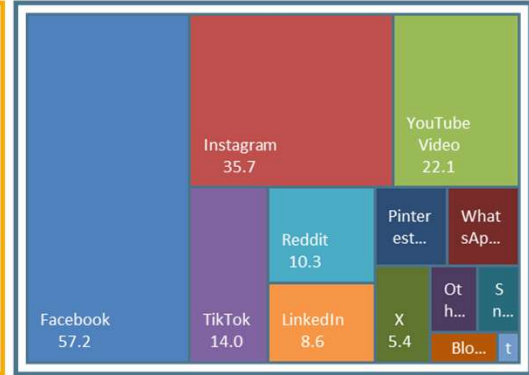
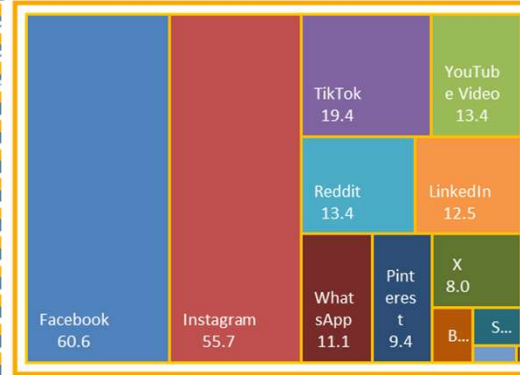
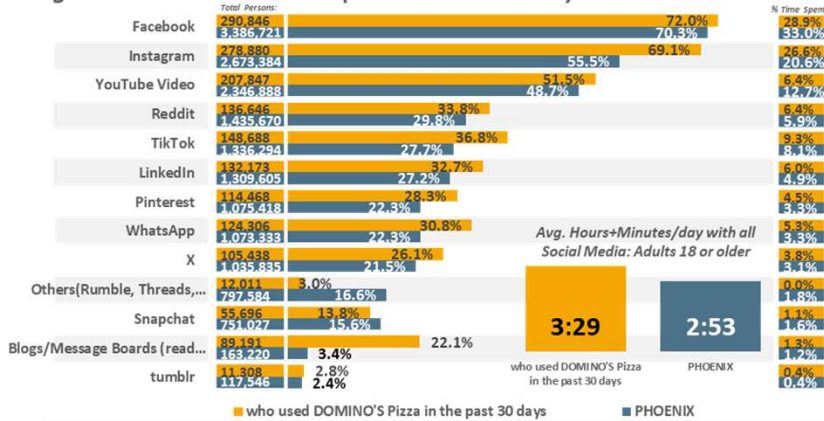
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



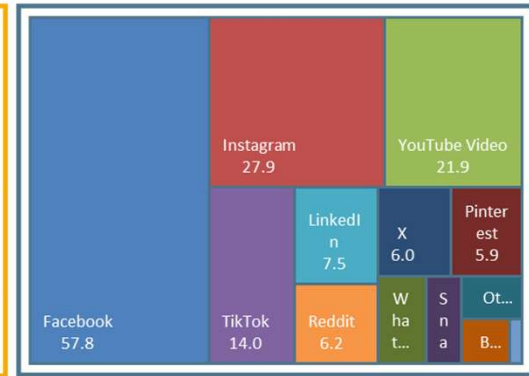
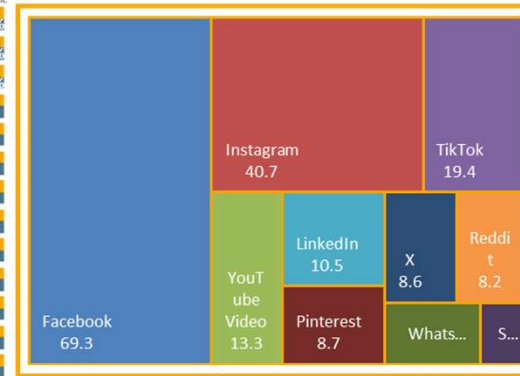
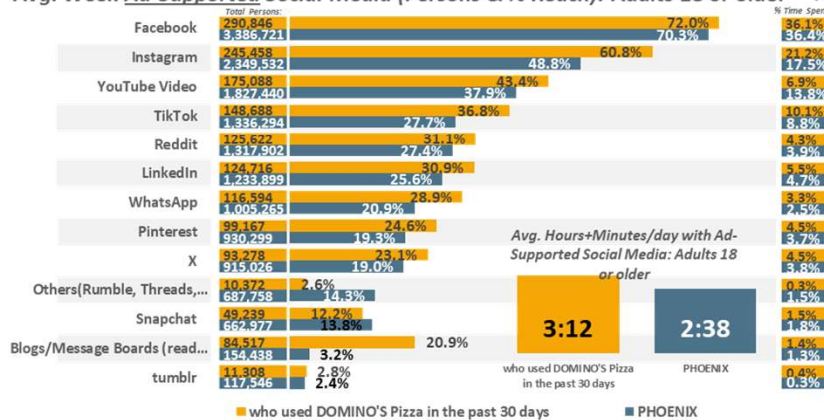


290,846 or 72.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 69.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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



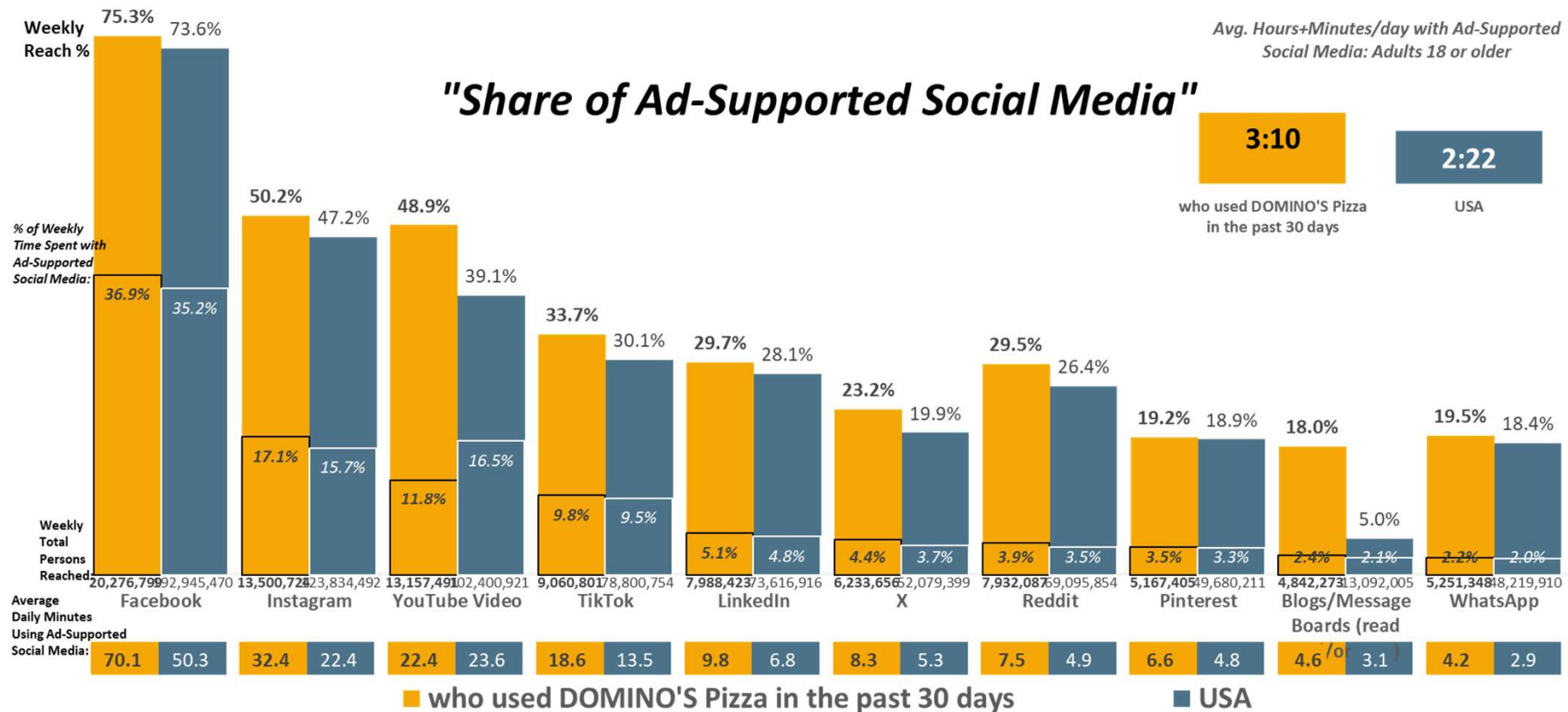
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





20,276,799 or 75.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 70.1 minutes every day representing 36.9% 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 2,490 Scarborough R1 2026: Jan25-Mar26
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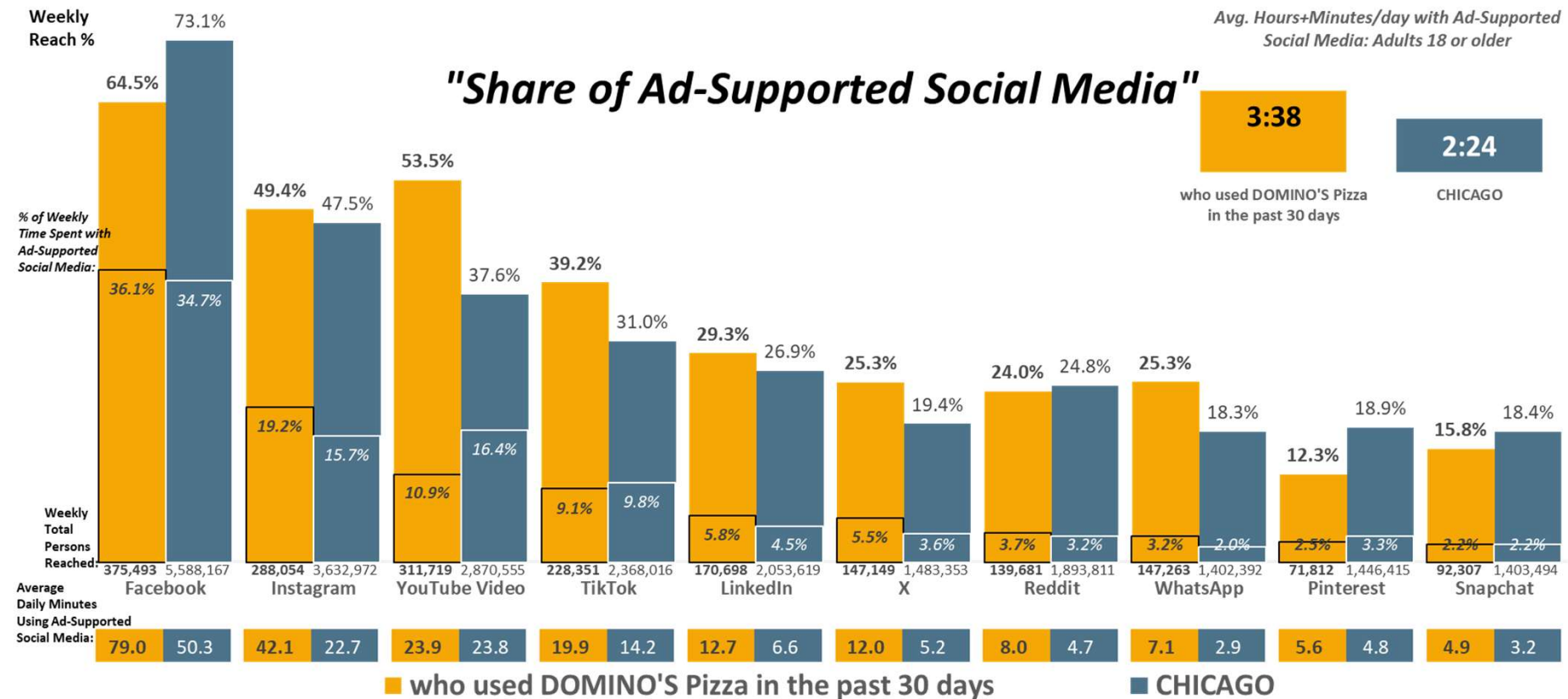
USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,554

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Quick service restaurants used past 30 days: Domino's



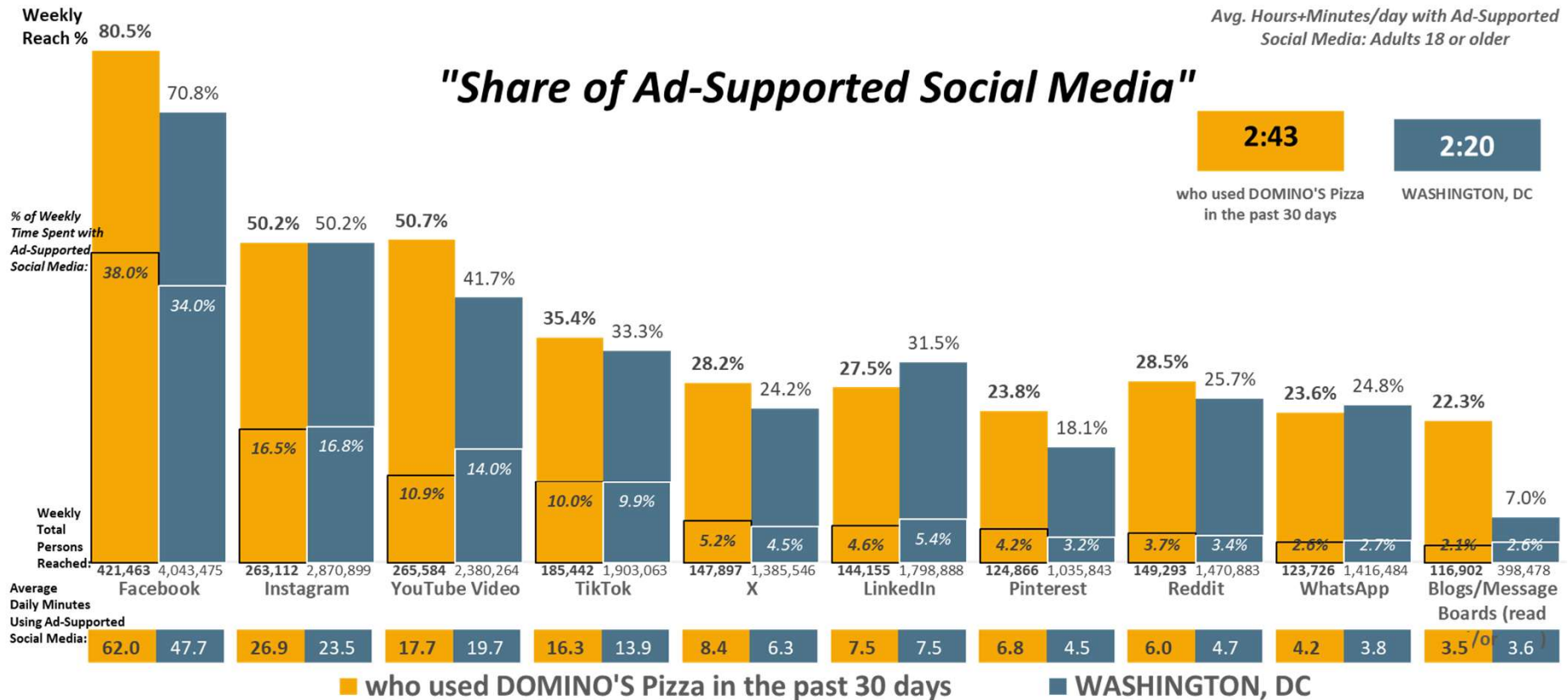
375,493 or 64.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 79. minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.





421,463 or 80.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 62. minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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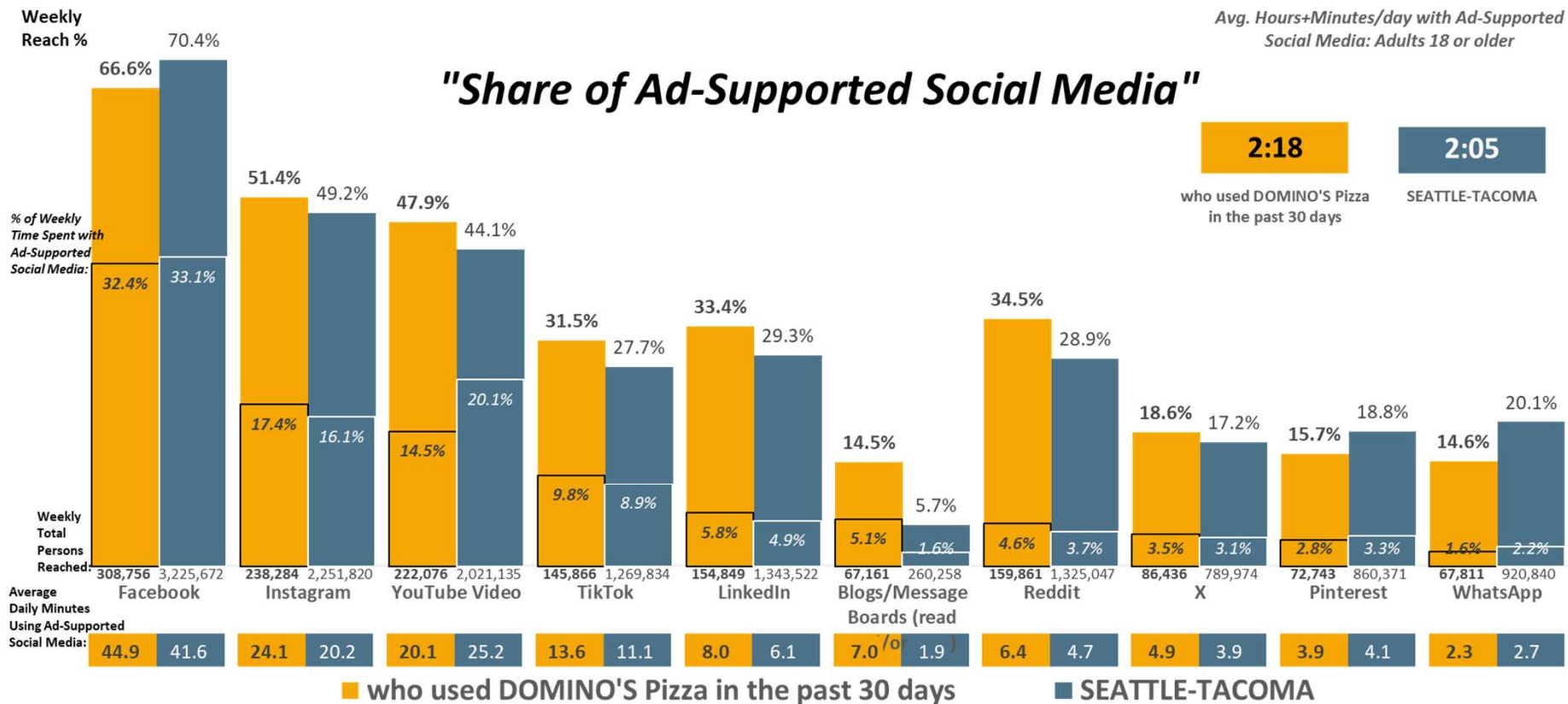
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's



308,756 or 66.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 44.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



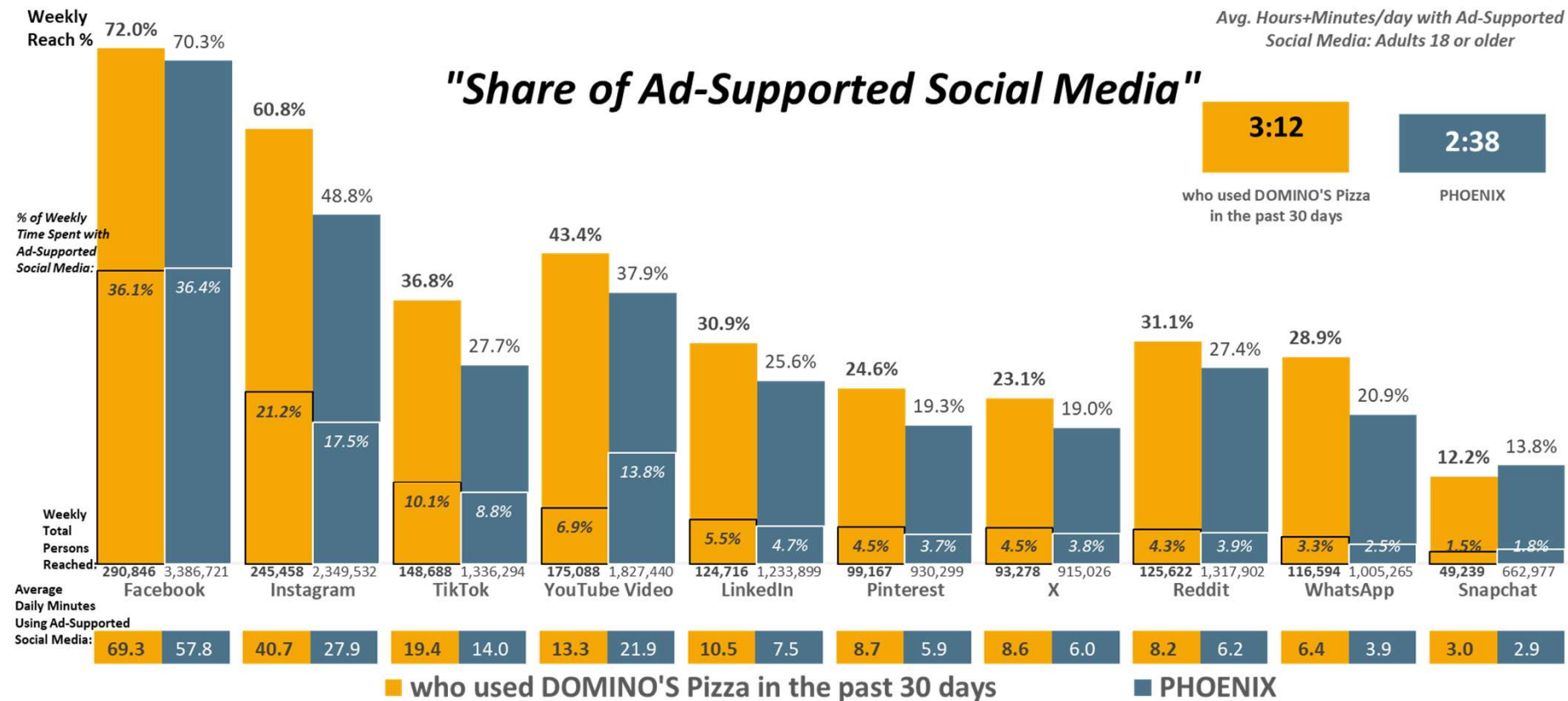
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 372 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's



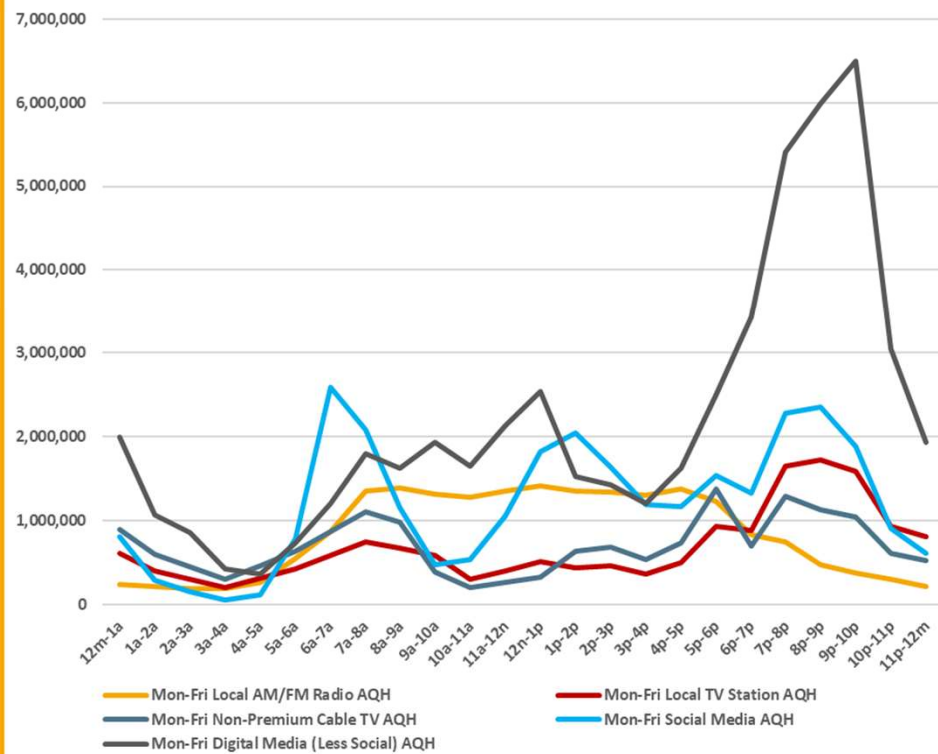
290,846 or 72.0% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 69.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



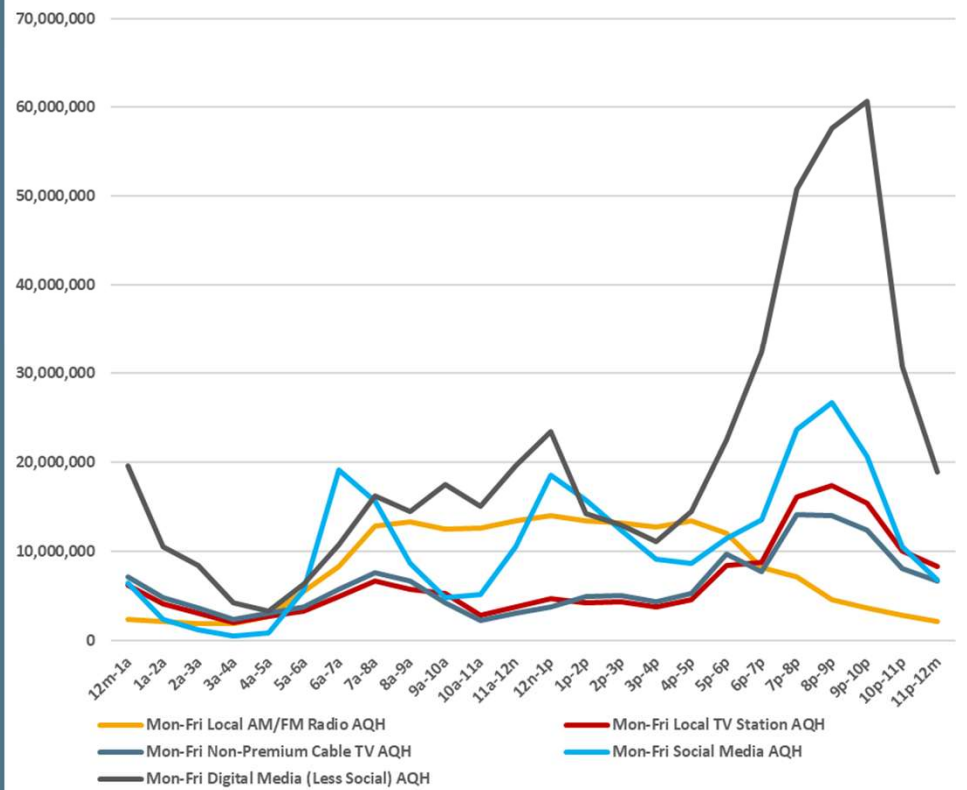


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,891,899;
Social Media: 1,433,248; Local Radio: 1,260,898; Non-Prem. Cable: 676,705; Local TV:
566,064 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30
days*



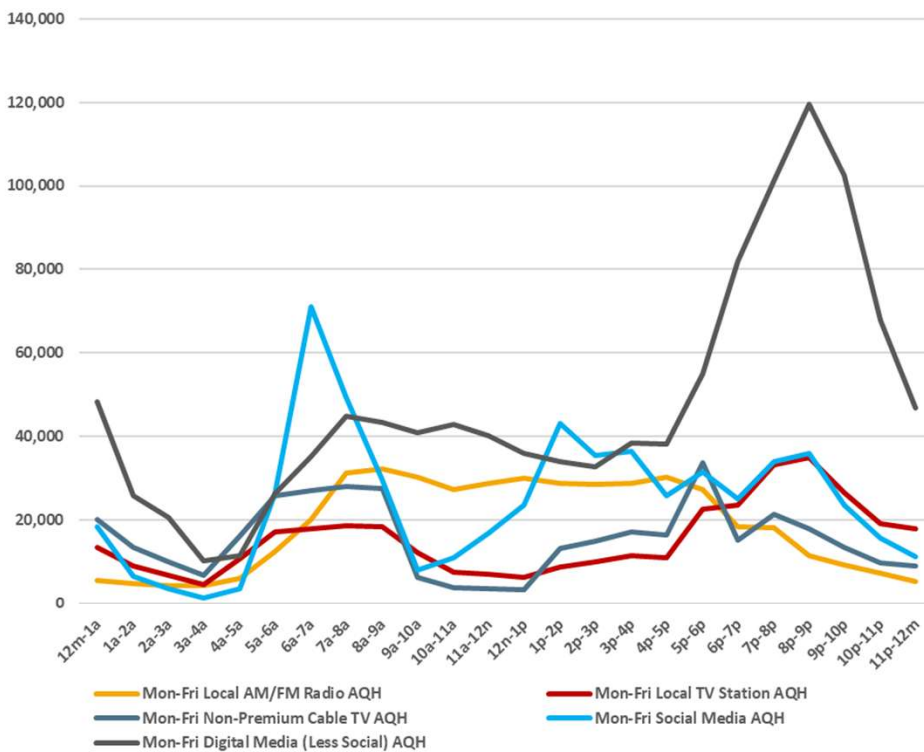
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older*



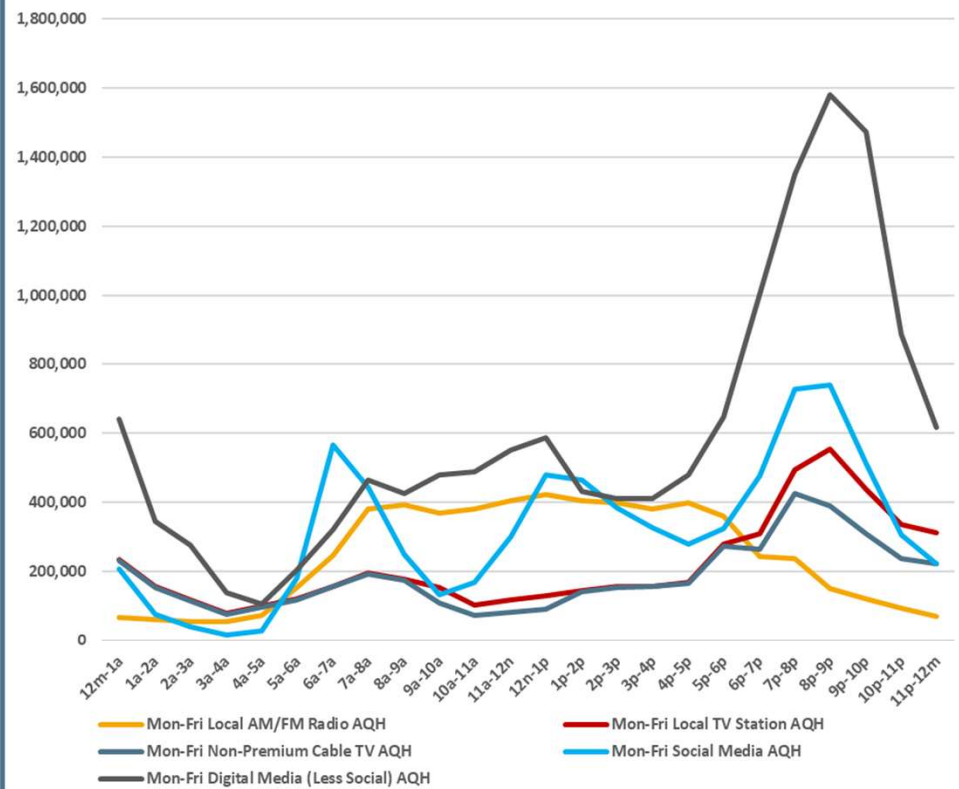


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,358;
Social Media: 31,276; Local Radio: 27,831; Non-Prem. Cable: 16,137; Local TV: 13,474
reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30 days*



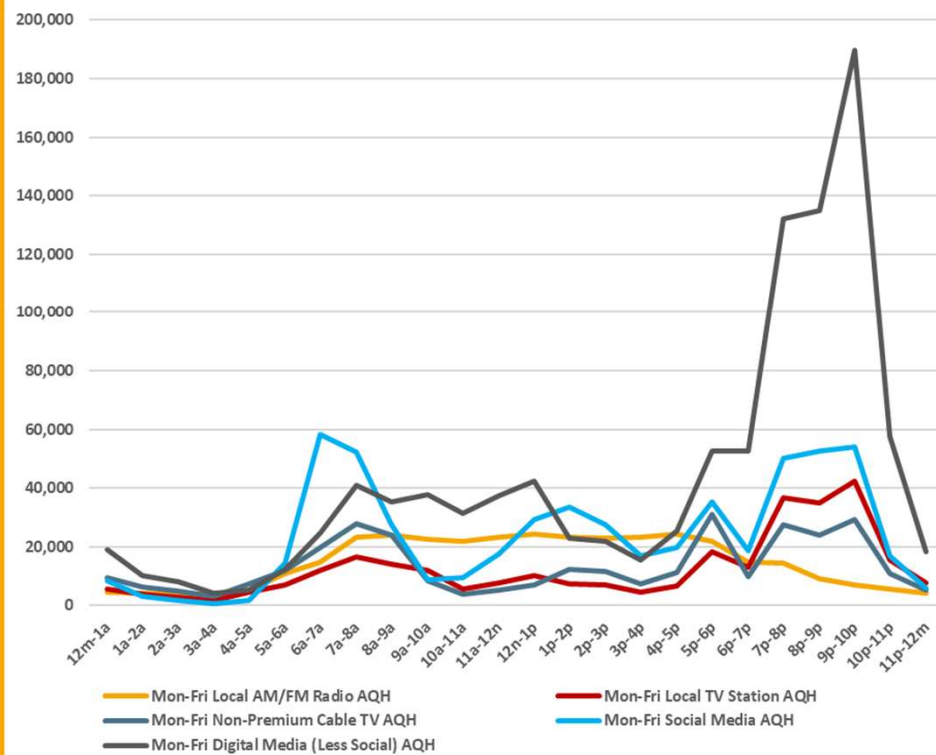
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older*



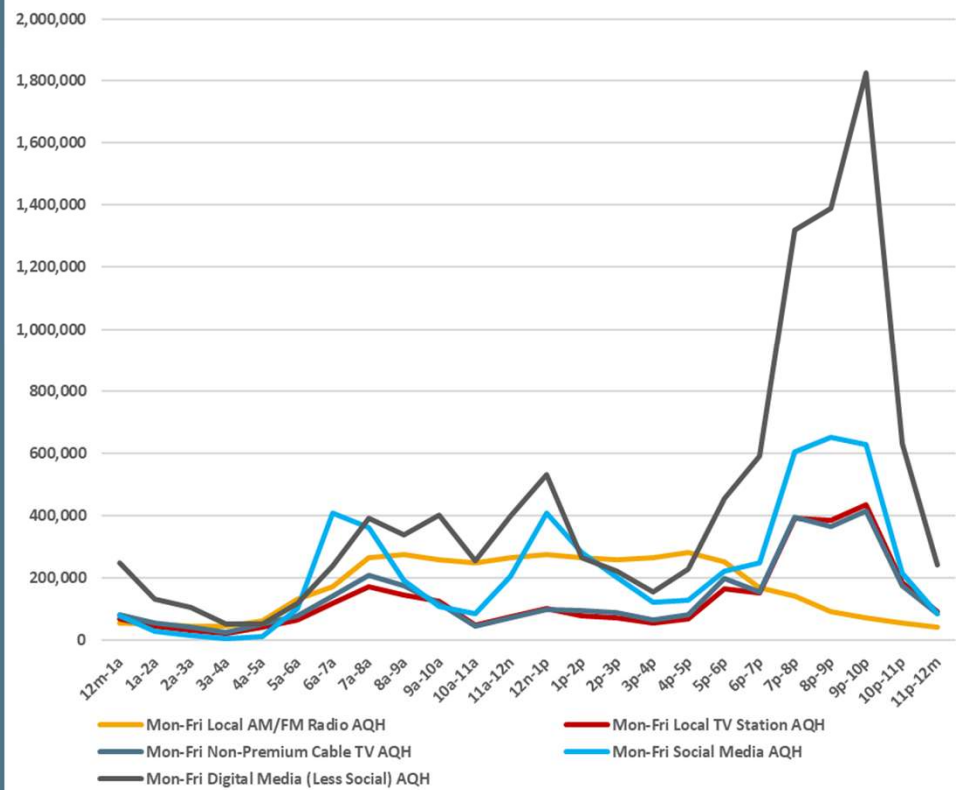


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,932; Social Media: 27,303; Local Radio: 21,944; Non-Prem. Cable: 13,804; Local TV: 10,402 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC DMA Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596
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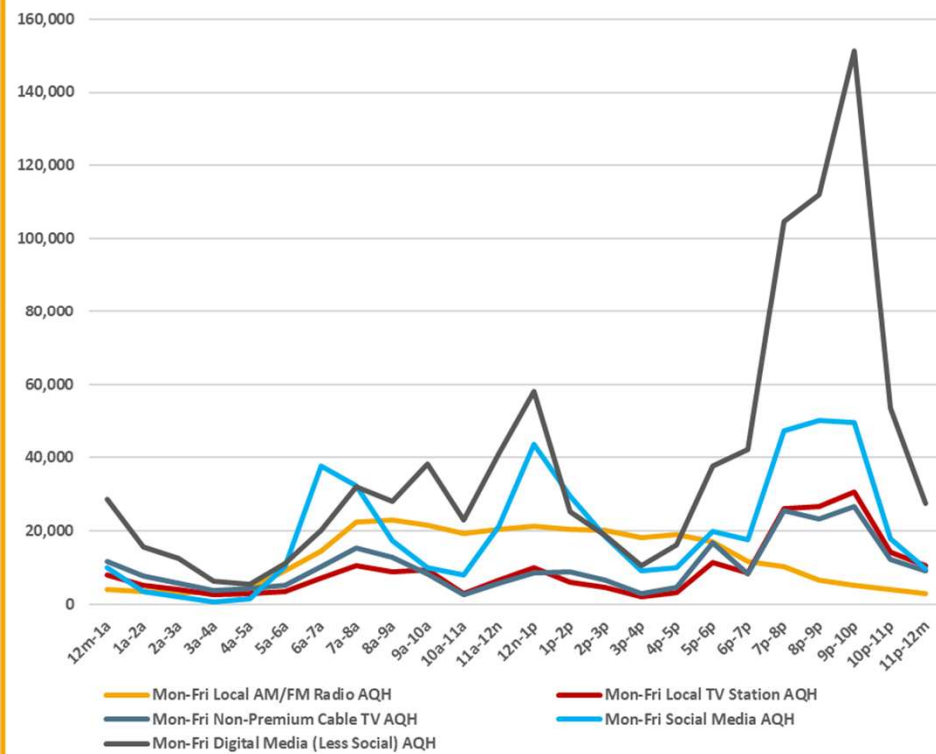
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Quick service restaurants used past 30 days: Domino's

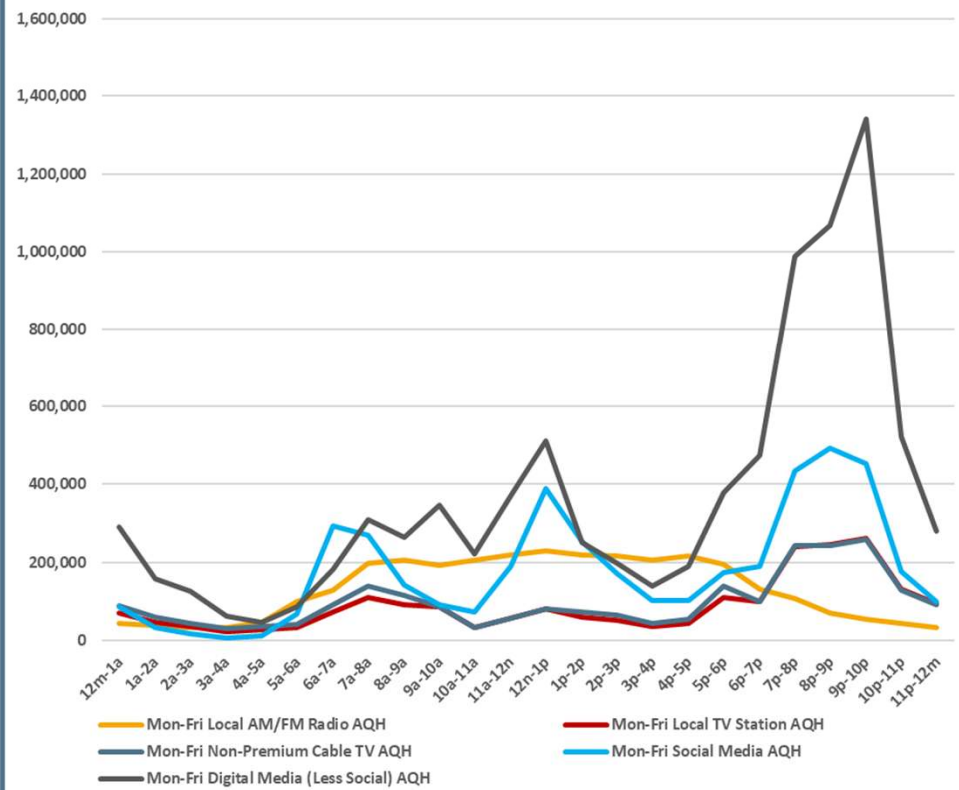


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,087; Social Media: 21,121; Local Radio: 19,122; Non-Prem. Cable: 8,612; Local TV: 7,013 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30 days



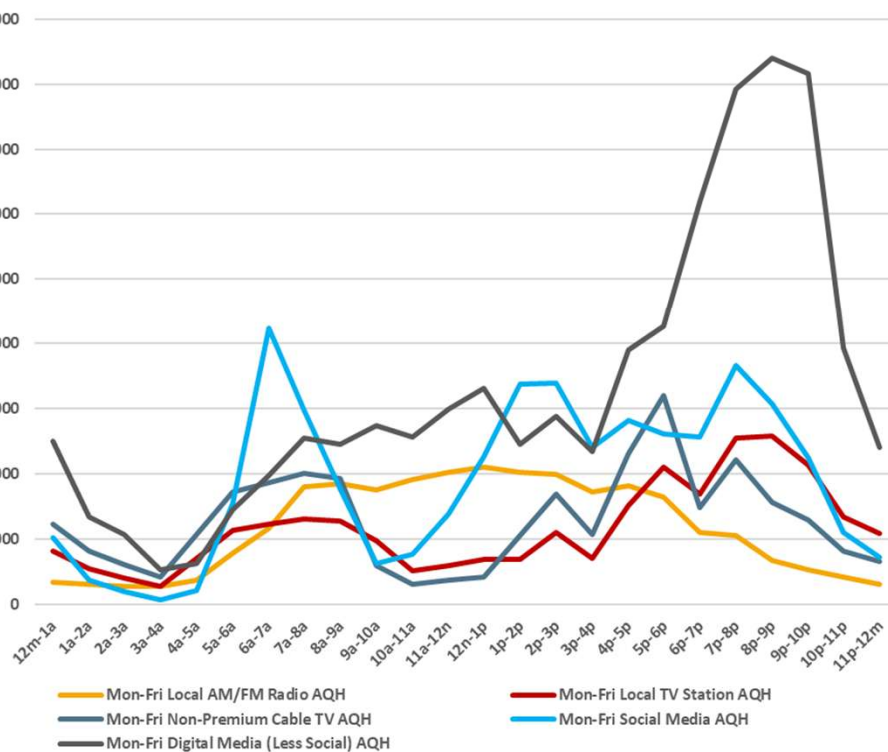
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older



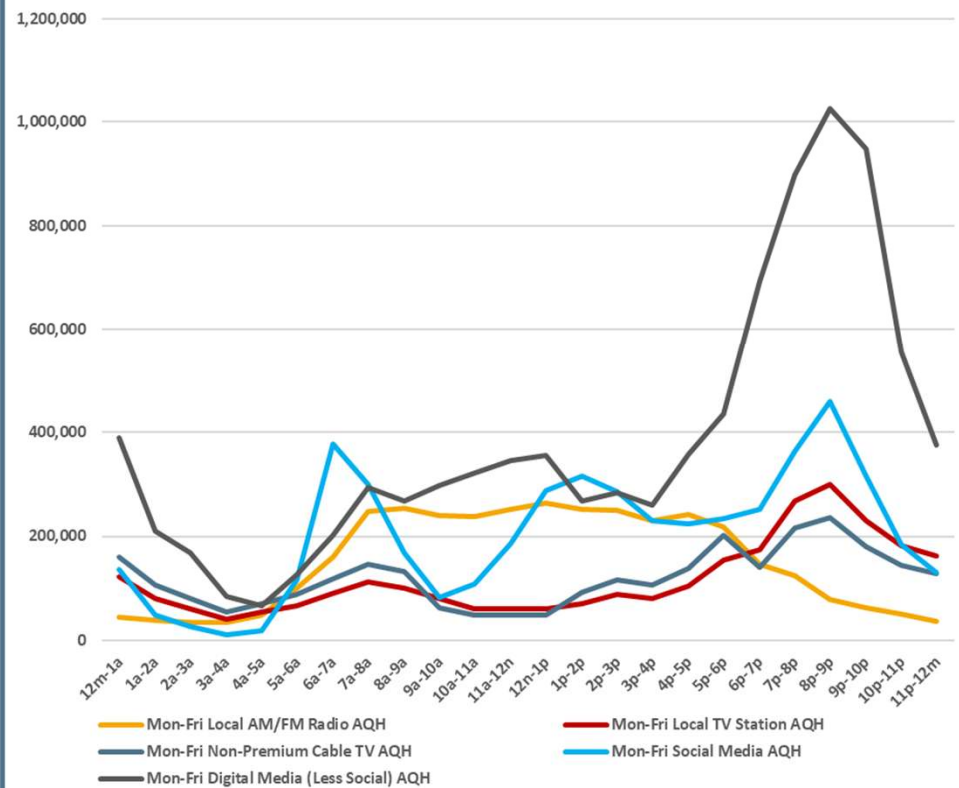


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,273; Social Media: 23,967; Local Radio: 17,652; Non-Prem. Cable: 14,073; Local TV: 11,088 reaching Adults 18 or older who used DOMINO'S Pizza in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used DOMINO'S Pizza in the past 30
days



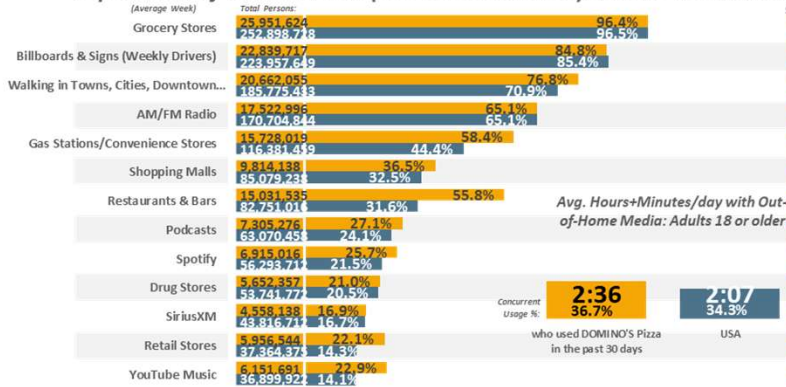
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older



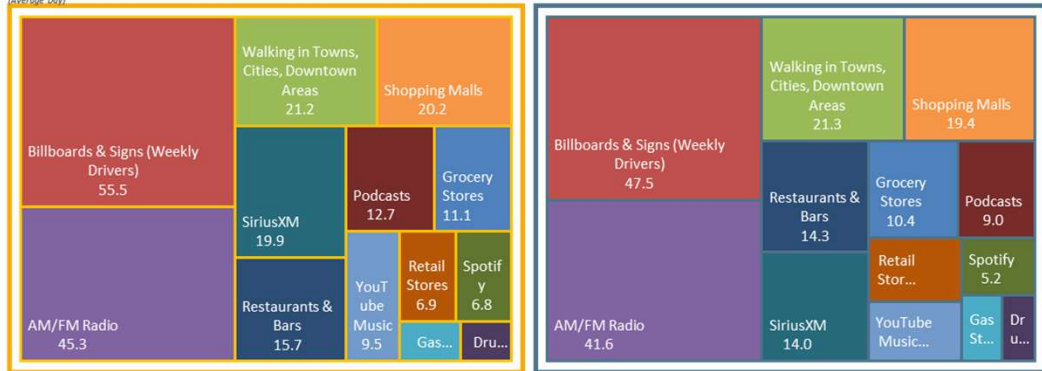


22,839,717 or 84.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs. 62.5% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

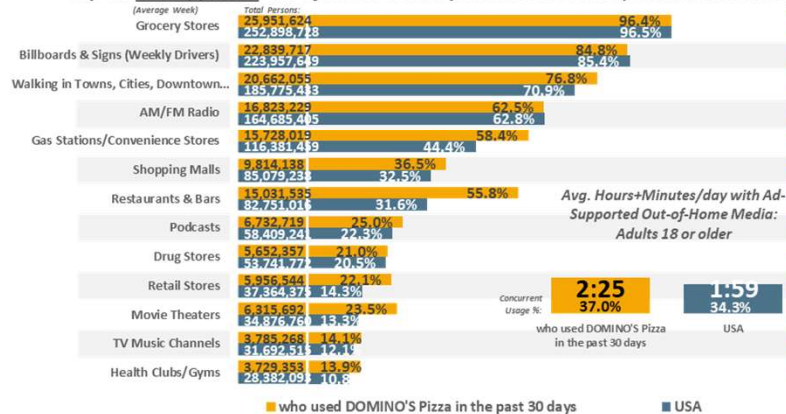
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



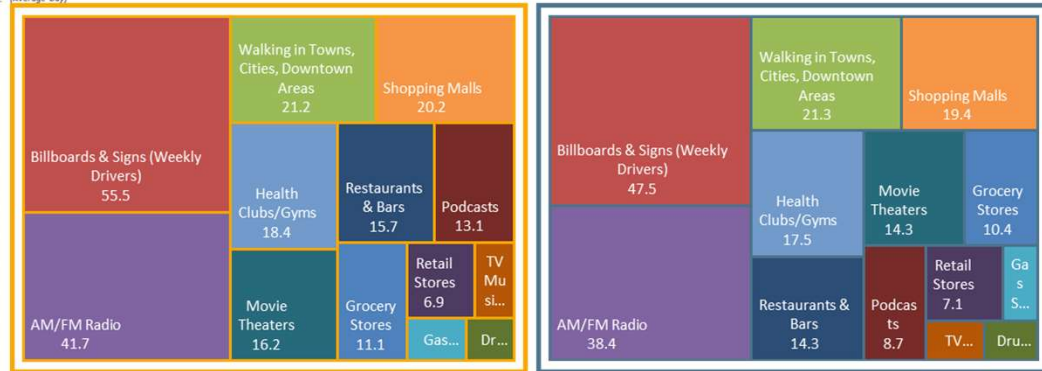
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490
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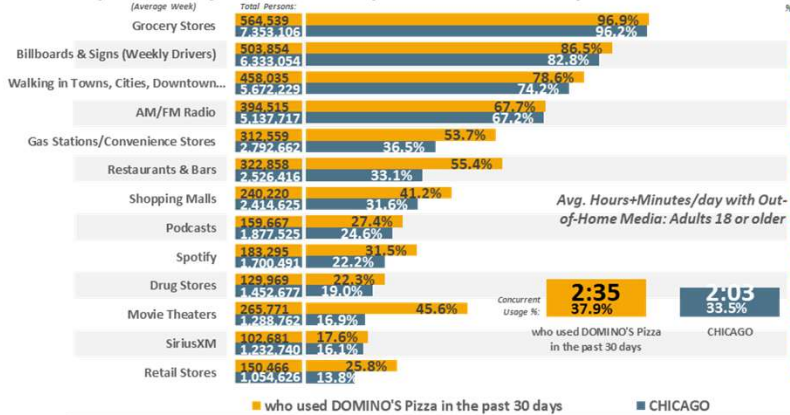
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Quick service restaurants used past 30 days: Domino's

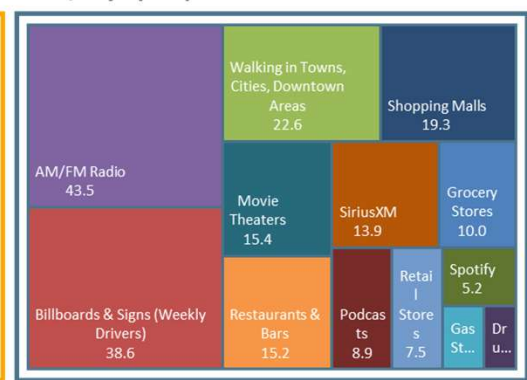
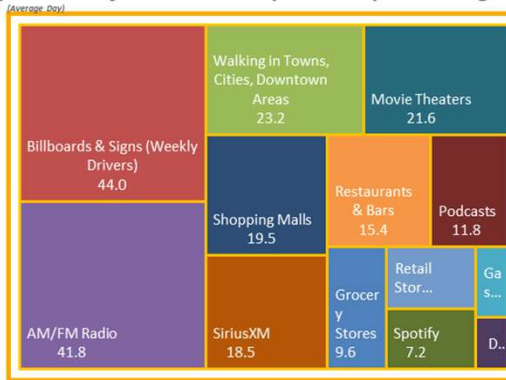


503,854 or 86.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 44. minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 37.3 minutes/day.

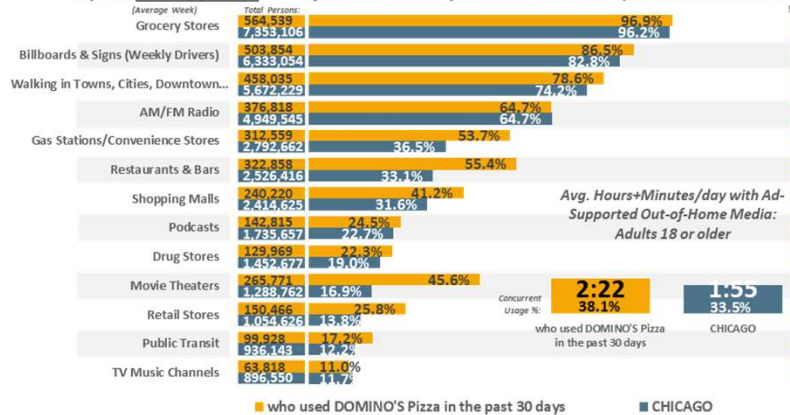
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



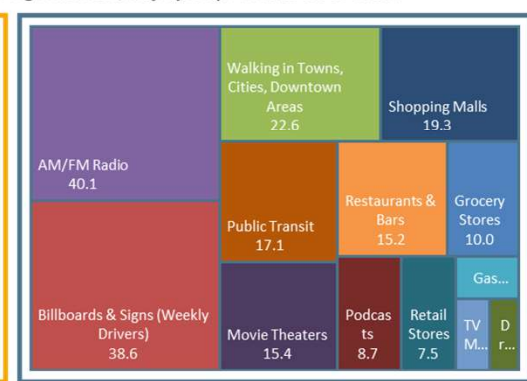
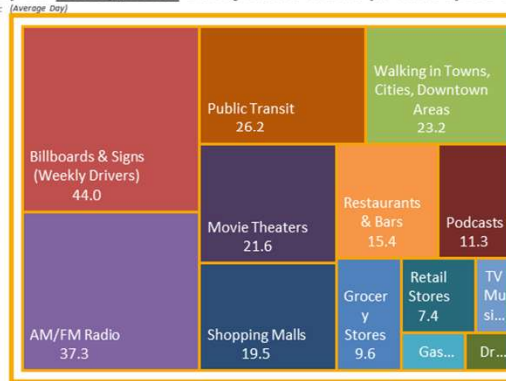
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



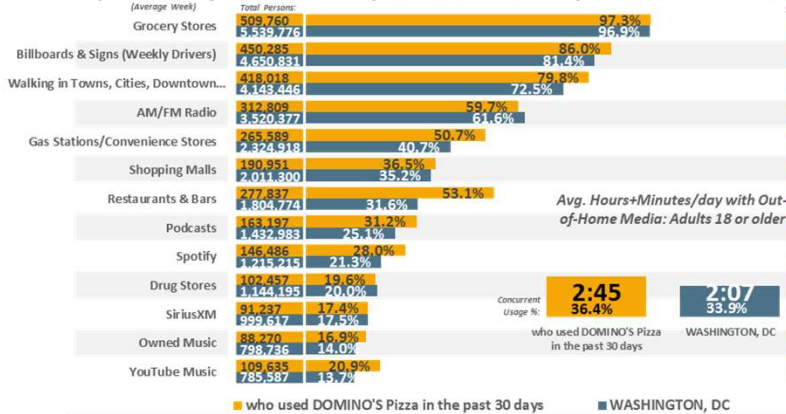
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



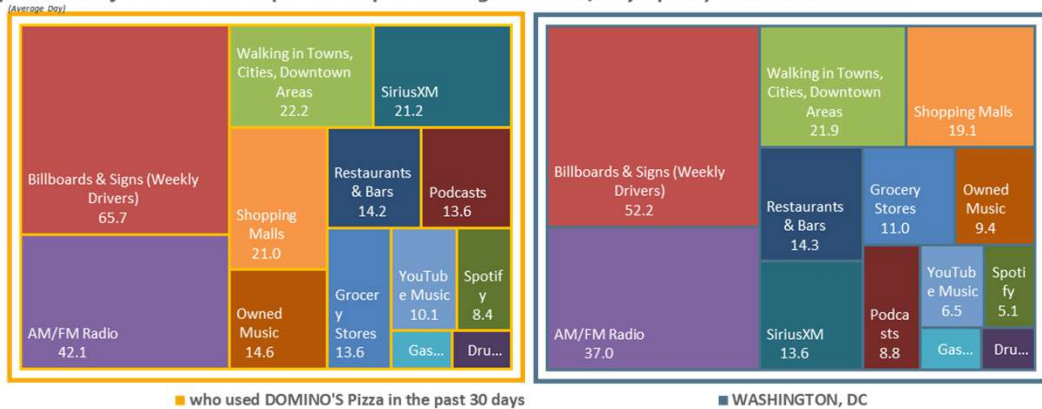


450,285 or 86.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 65.7 minutes per day driving, seeing Billboards and Signs. 57.2% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

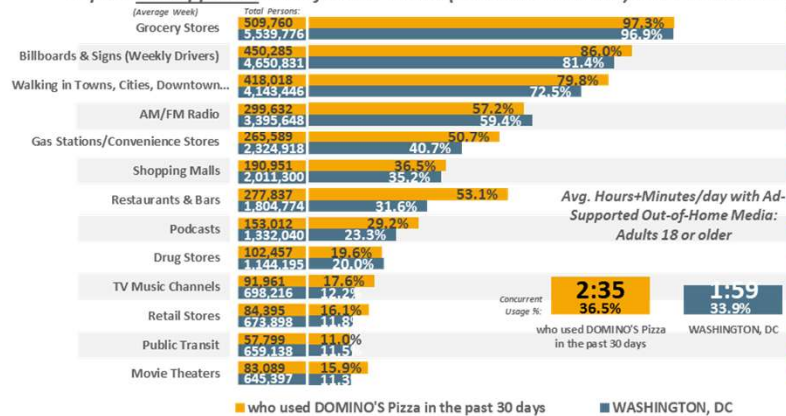
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



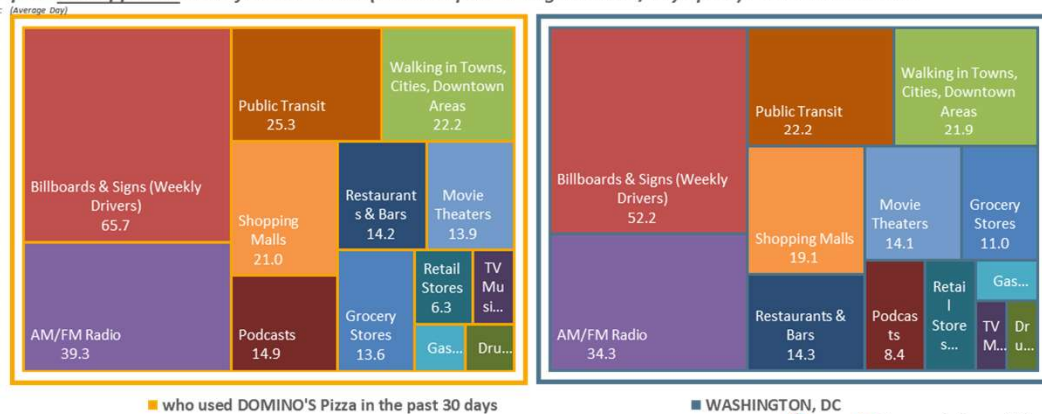
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596
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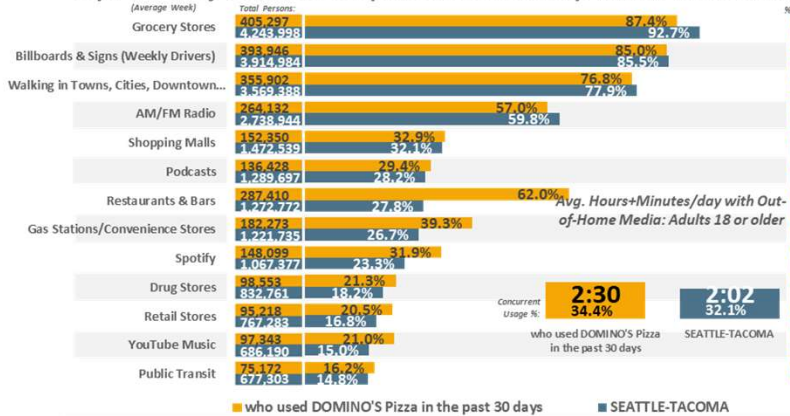
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Quick service restaurants used past 30 days: Domino's

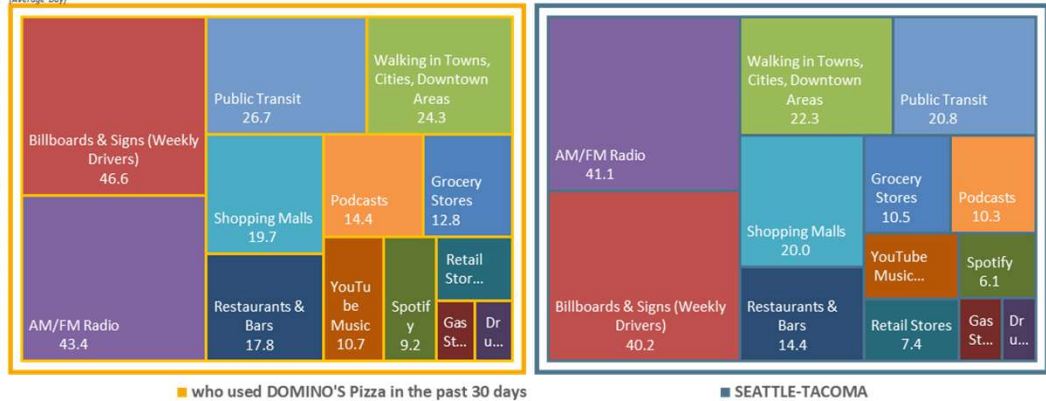


393,946 or 85.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 54.9% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

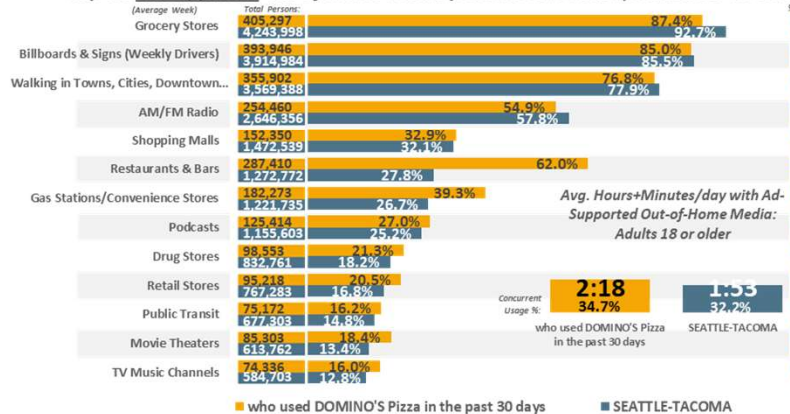
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



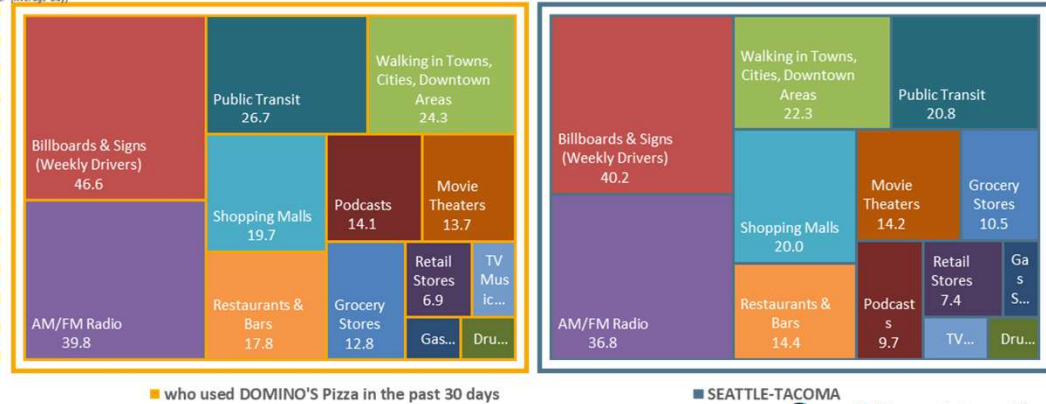
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



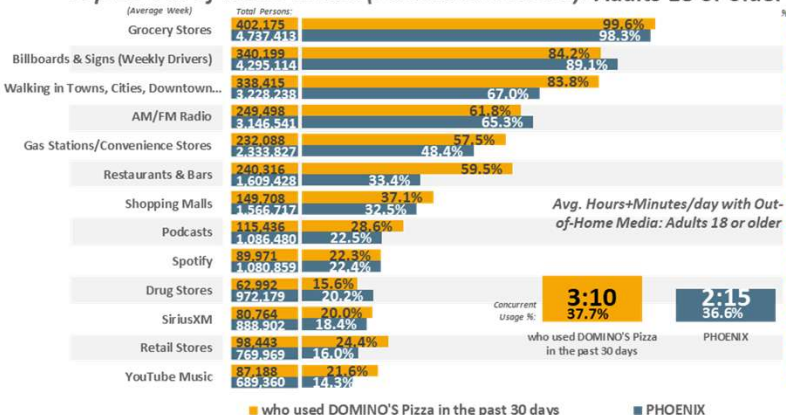
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



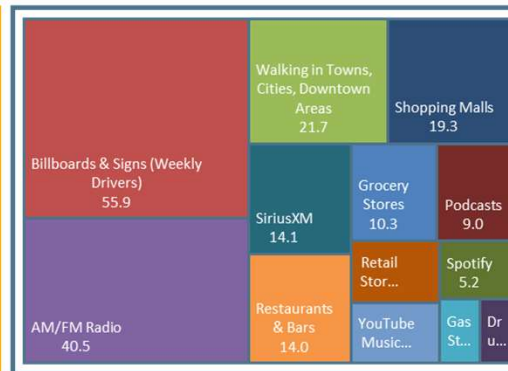
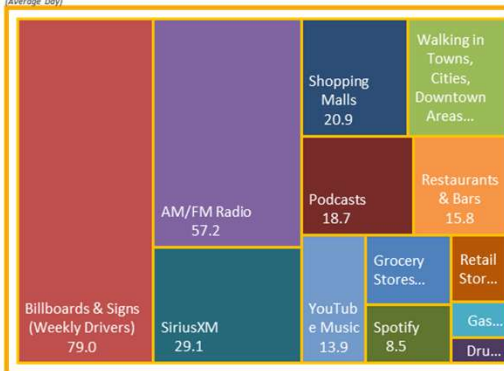


340,199 or 84.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 79. minutes per day driving, seeing Billboards and Signs. 58.5% Listen to Local Radio Stations Out-of-Home for an average of 52.9 minutes/day.

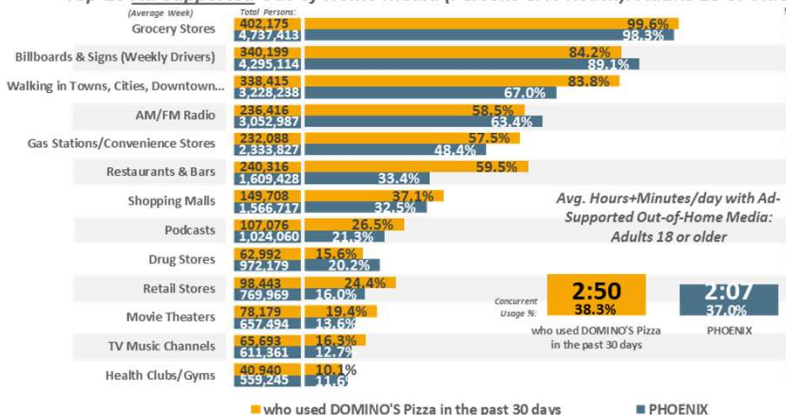
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



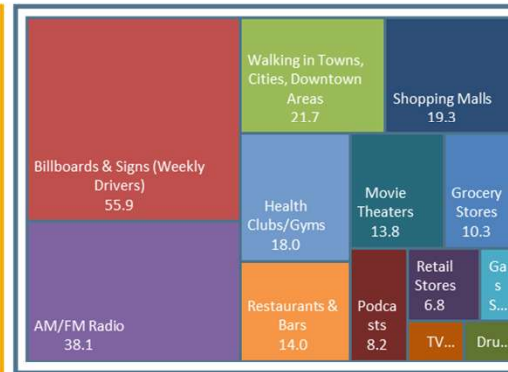
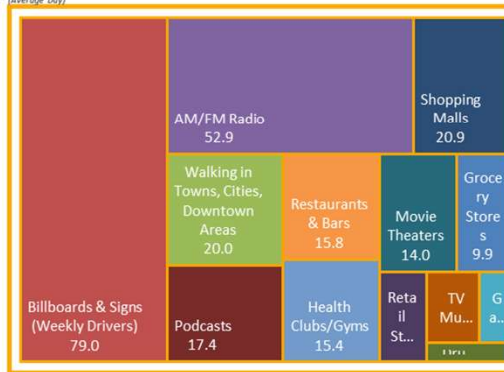
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
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Quick service restaurants used past 30 days: Domino's

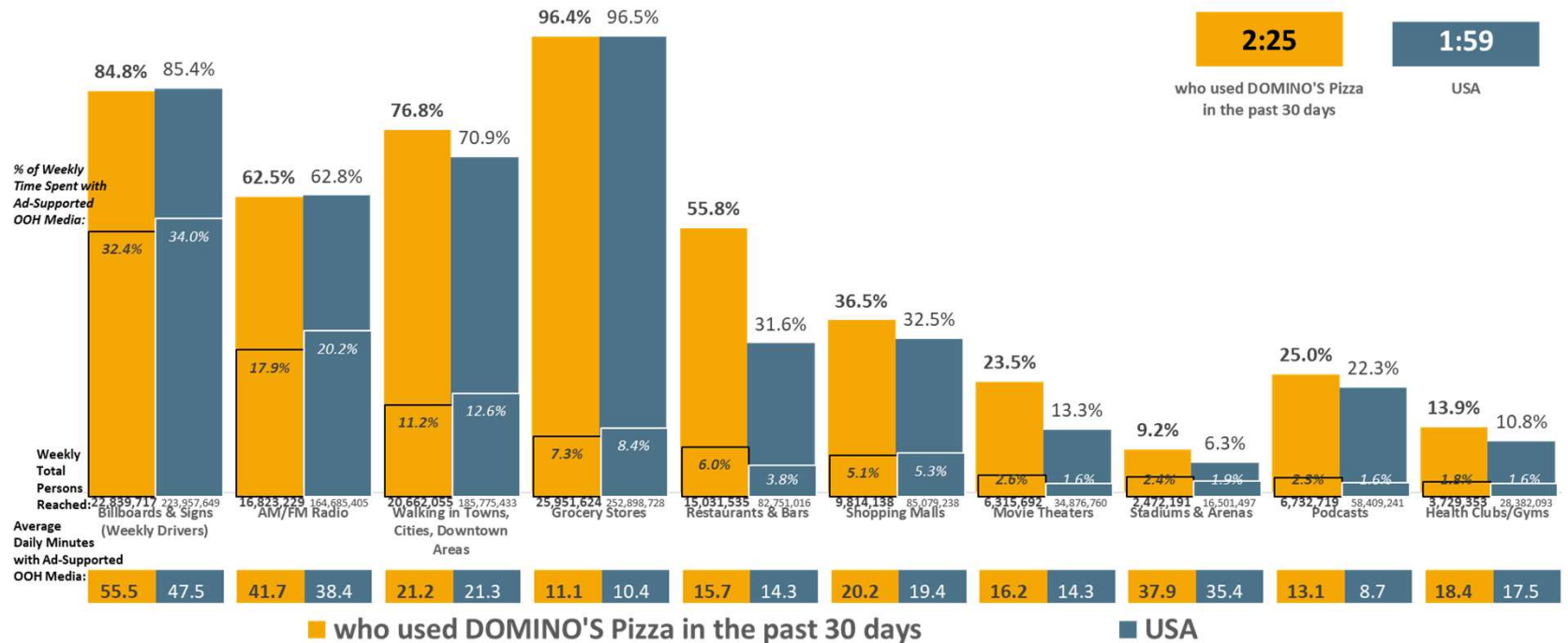


22,839,717 or 84.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 55.5 minutes per day driving, seeing Billboards and Signs representing 32.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,490 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,554

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Quick service restaurants used past 30 days: Domino's

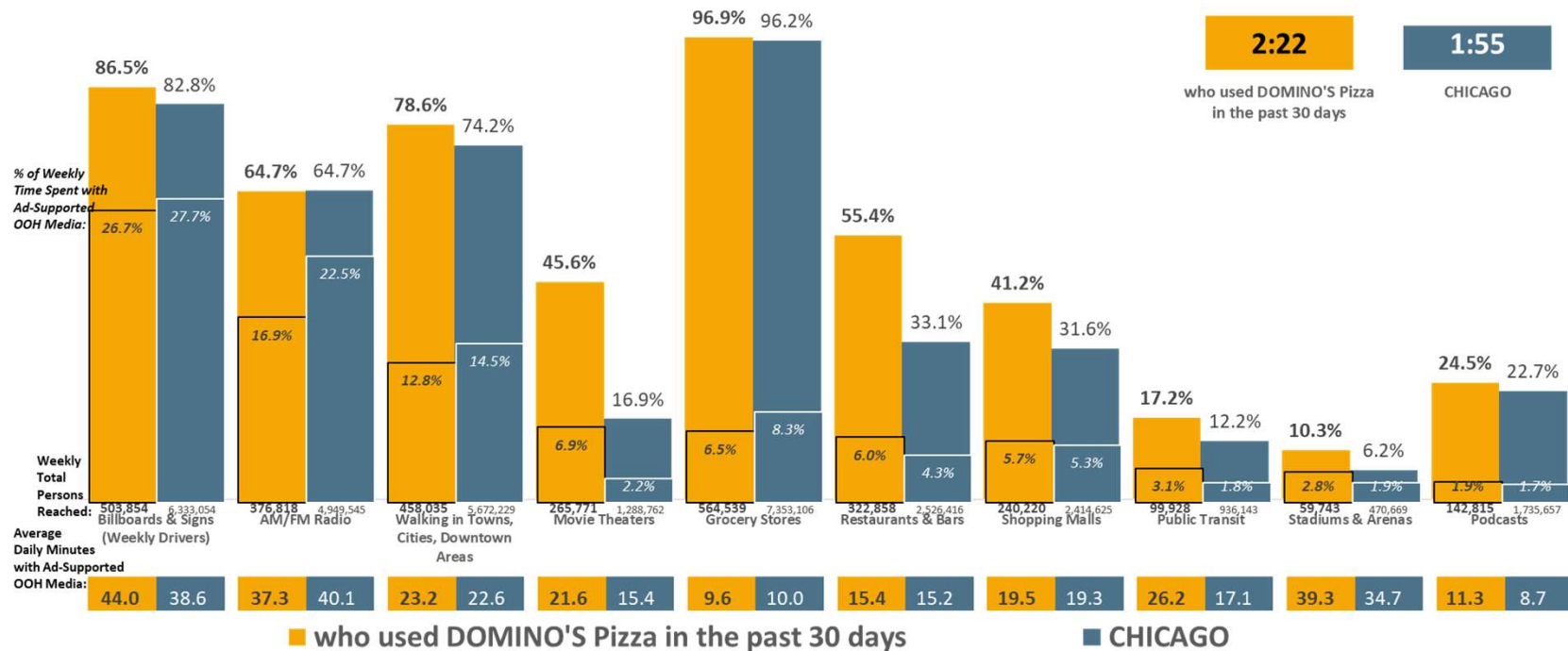


503,854 or 86.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 44. minutes per day driving, seeing Billboards and Signs representing 26.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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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: Domino's

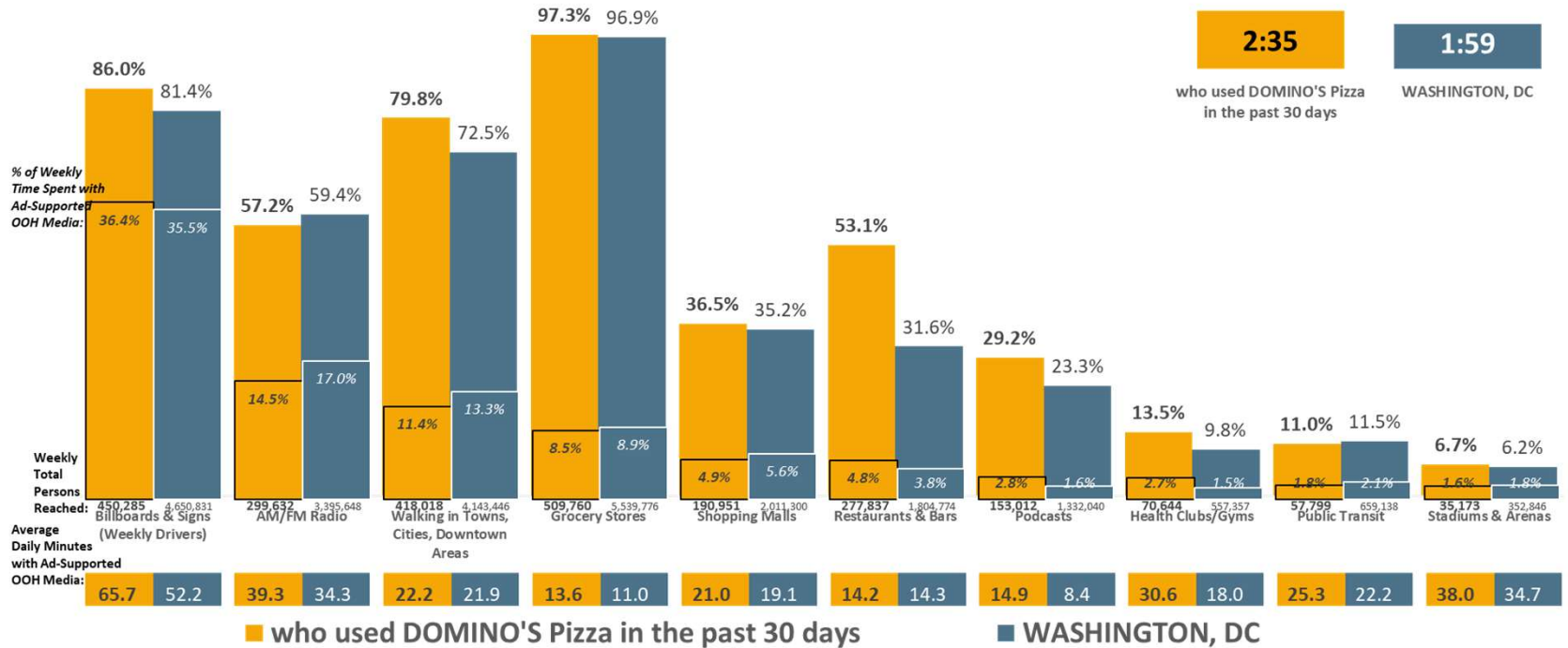


450,285 or 86.% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 65.7 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 596 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

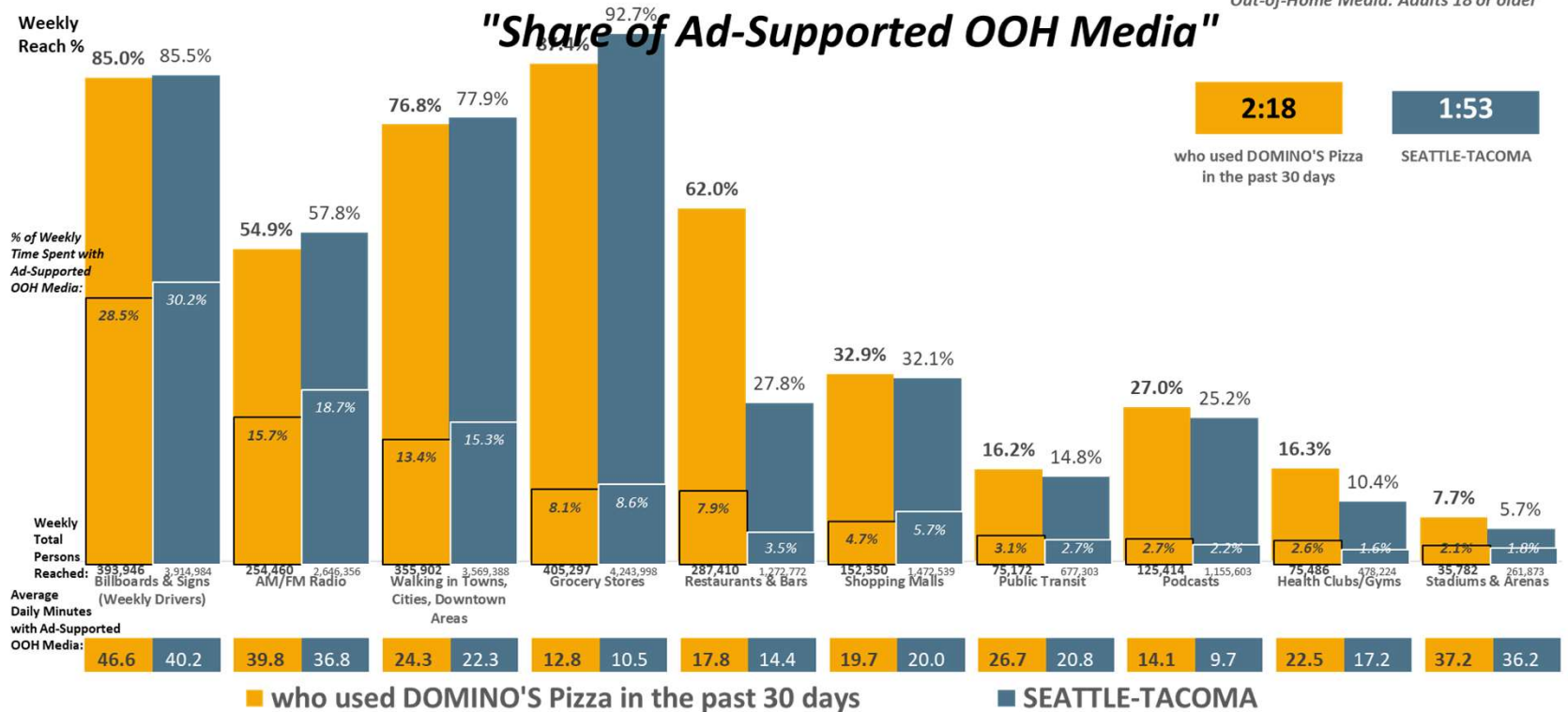
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's



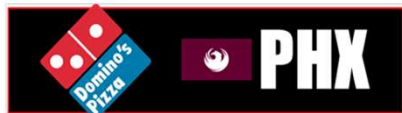
393,946 or 85.0% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 28.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:18
 who used DOMINO'S Pizza
 in the past 30 days

1:53
 SEATTLE-TACOMA

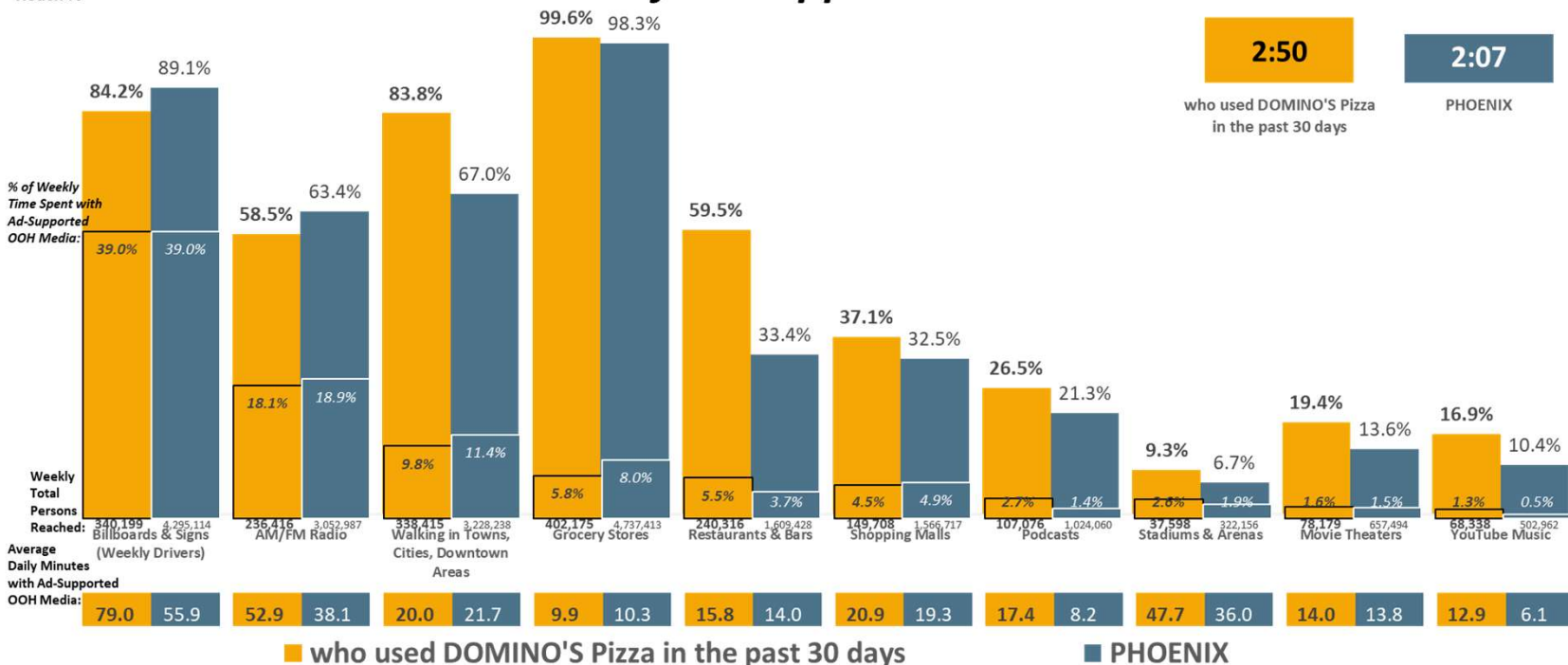


340,199 or 84.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 79. minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:50
 who used DOMINO'S Pizza
 in the past 30 days

2:07
 PHOENIX

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

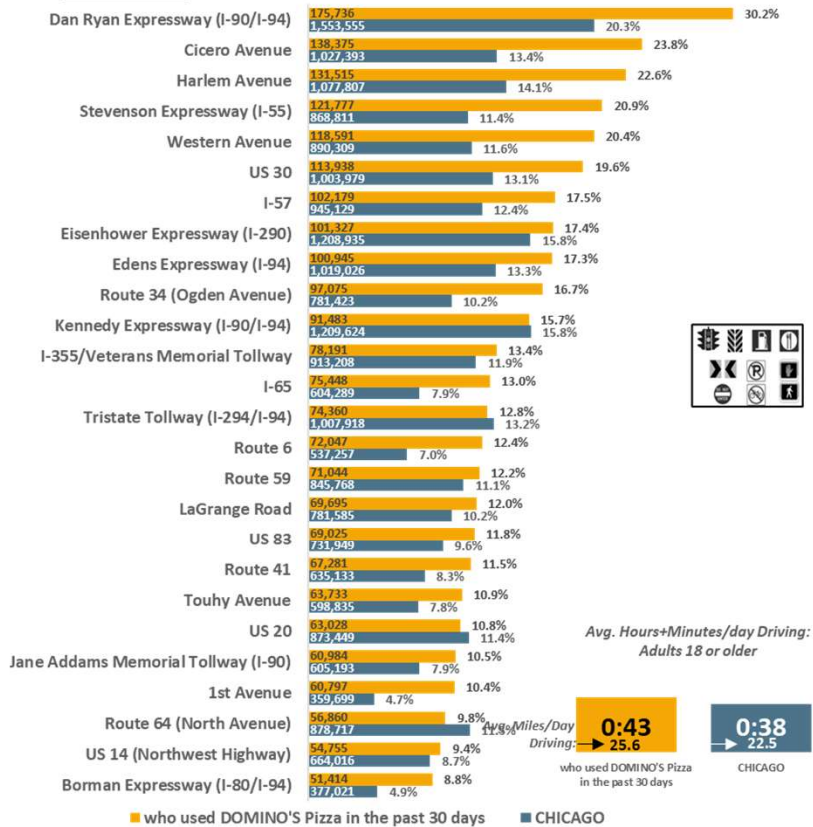
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

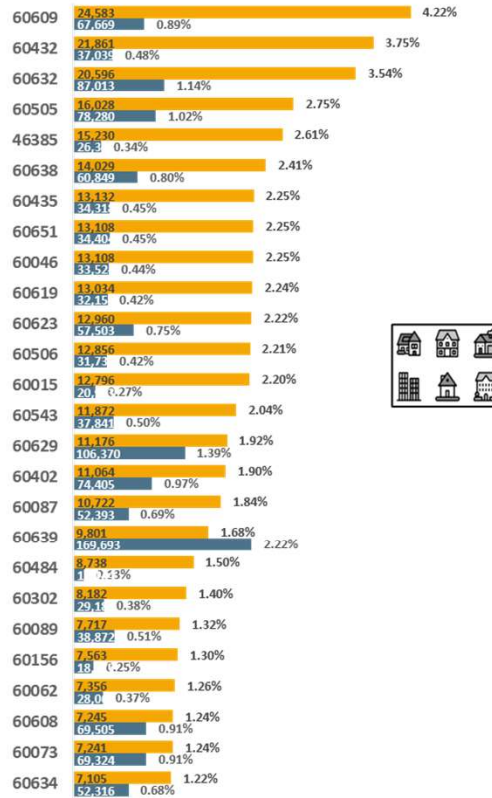


503,854 or 86.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 44. minutes per day driving an average of 25.6 miles each day and are 83.9% more likely to use Stevenson Expressway (I-55) than the Metro average.

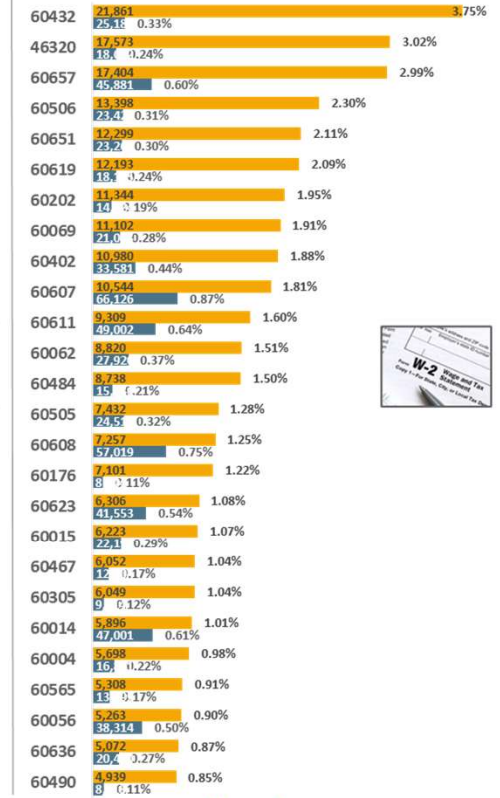
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



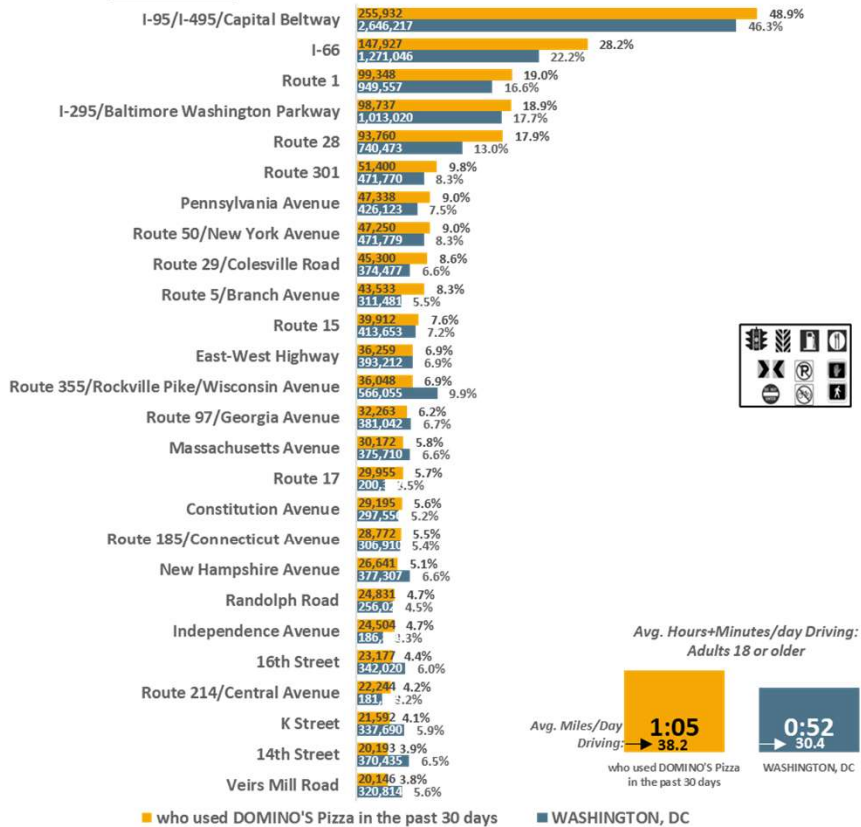
Top-26 Employment Zip Codes: Adults 18 or older



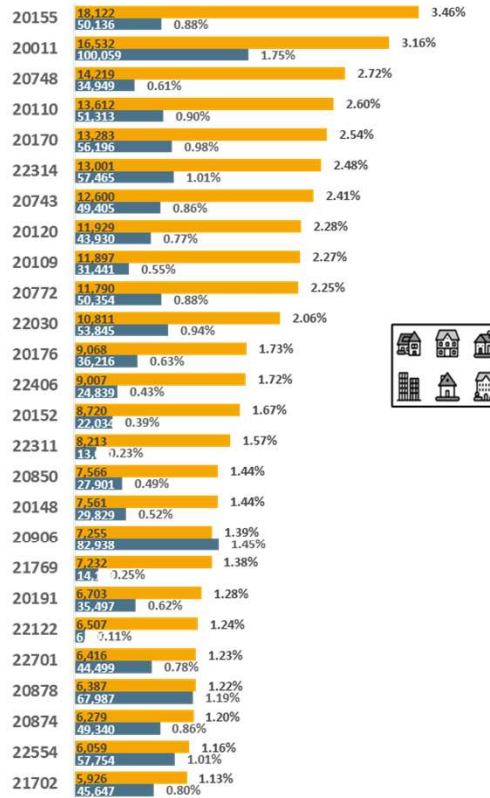


450,285 or 86.6% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 65.7 minutes per day driving an average of 38.2 miles each day and are 63.1% more likely to use Route 17 than the Metro average.

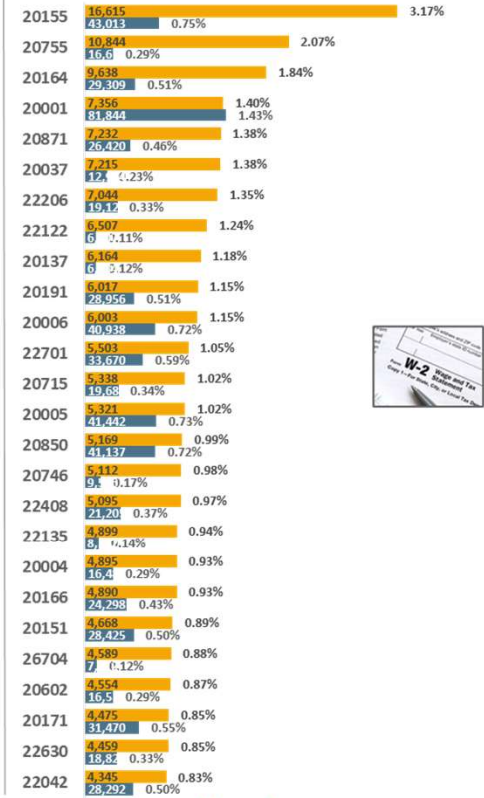
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



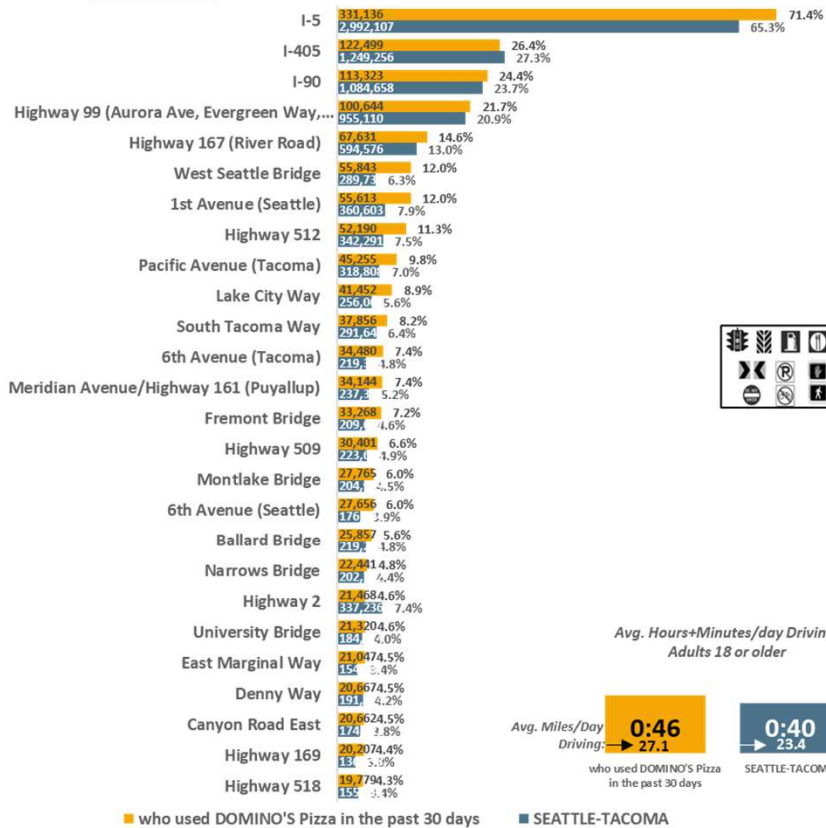
Top-26 Employment Zip Codes: Adults 18 or older





393,946 or 85.5% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 46.6 minutes per day driving an average of 27.1 miles each day and are 90.4% more likely to use West Seattle Bridge than the Metro average.

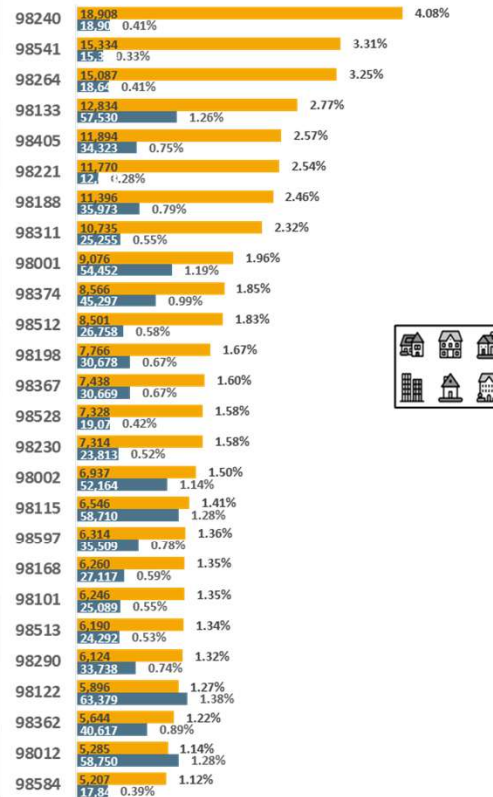
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



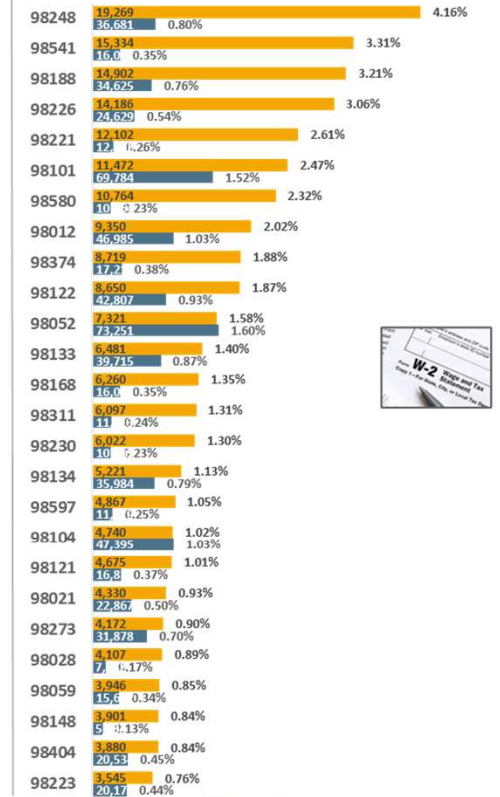
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



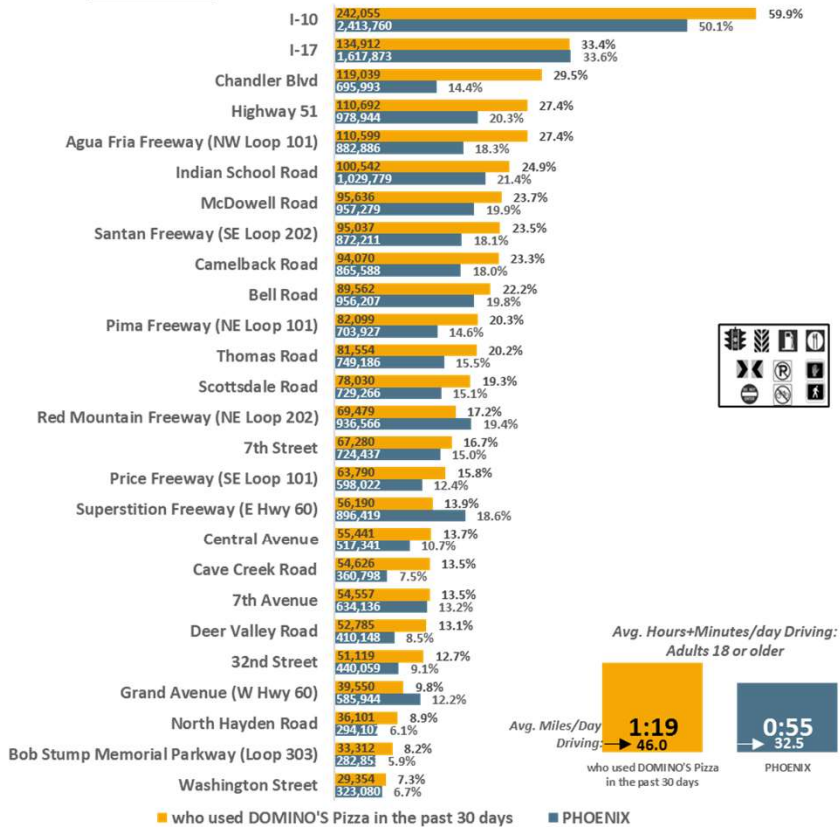
Top-26 Employment Zip Codes: Adults 18 or older





340,199 or 84.2% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days spend an average of 79. minutes per day driving an average of 46. miles each day and are 104.1% more likely to use Chandler Blvd than the Metro average.

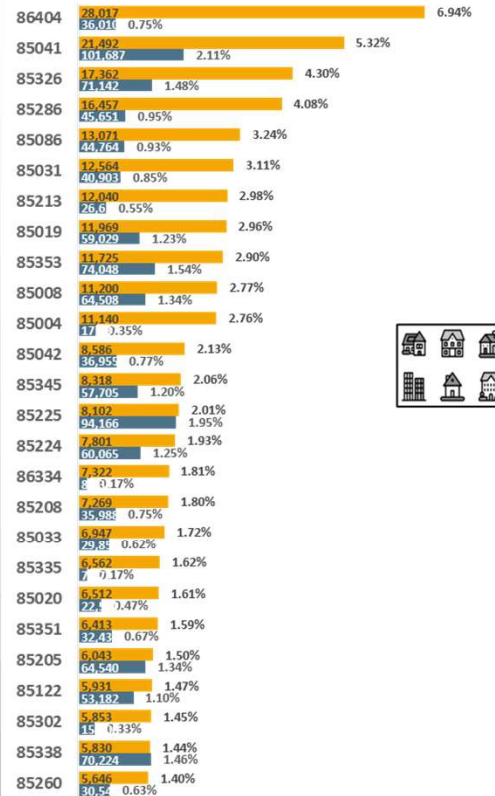
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



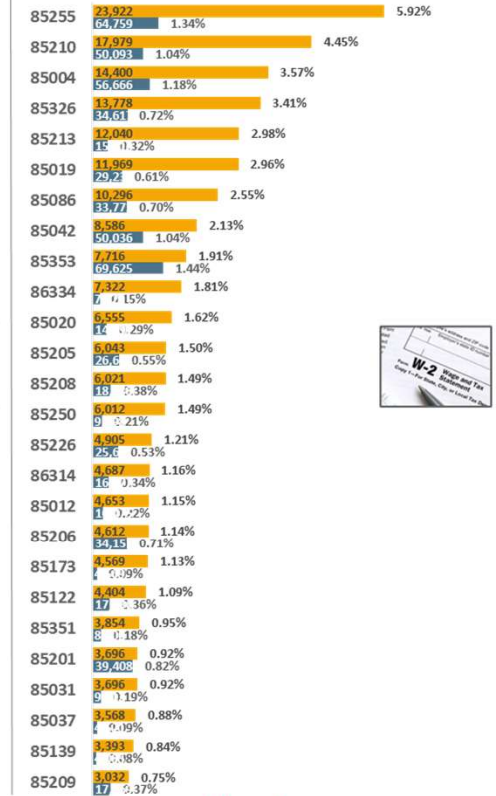
Avg. Hours+Minutes/day Driving:
Adults 18 or older



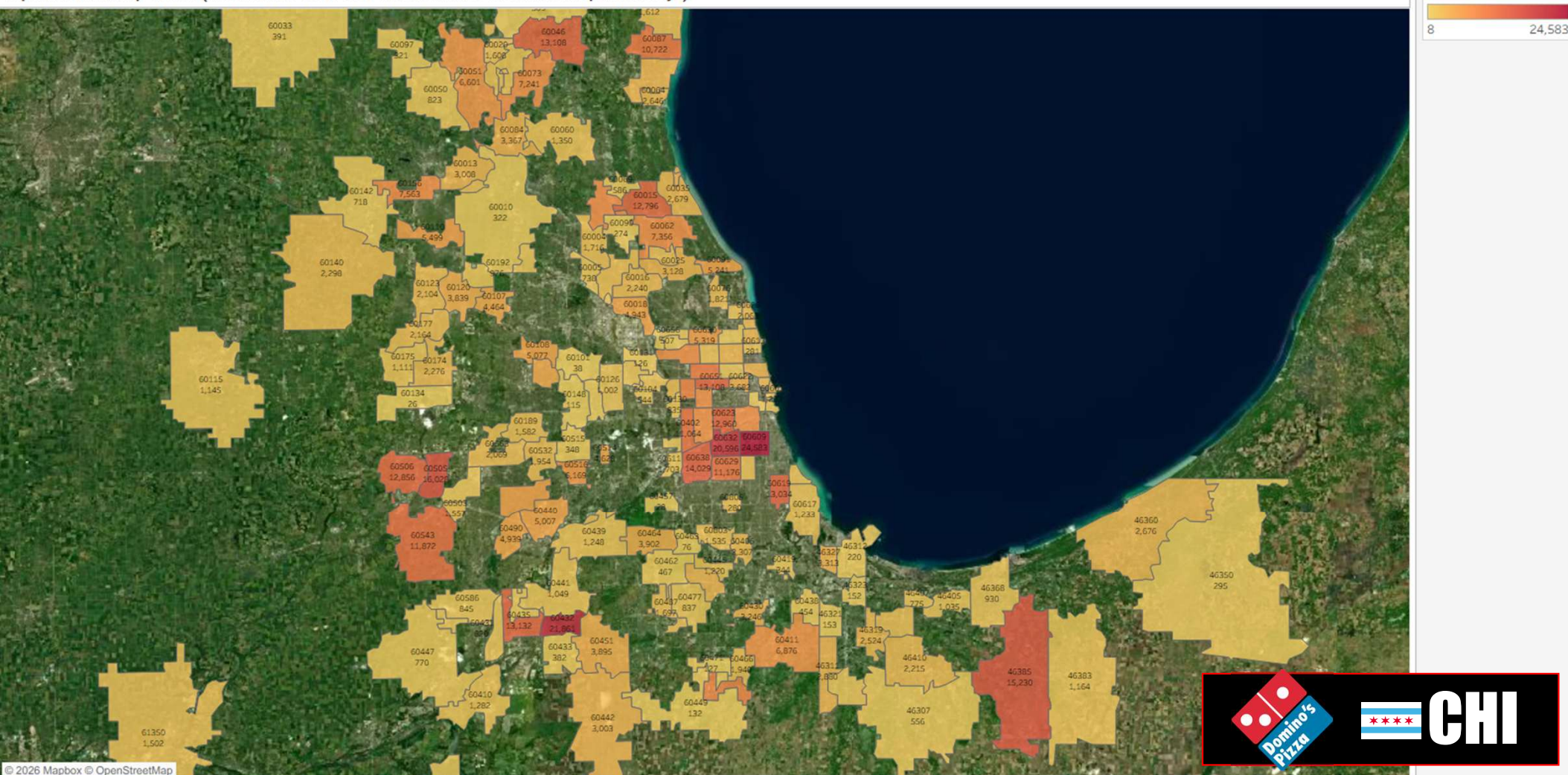
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who used DOMINO'S Pizza in the past 30 days)



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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 326
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Quick service restaurants used past 30 days: Domino's





45 15,334

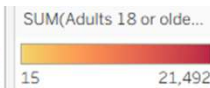
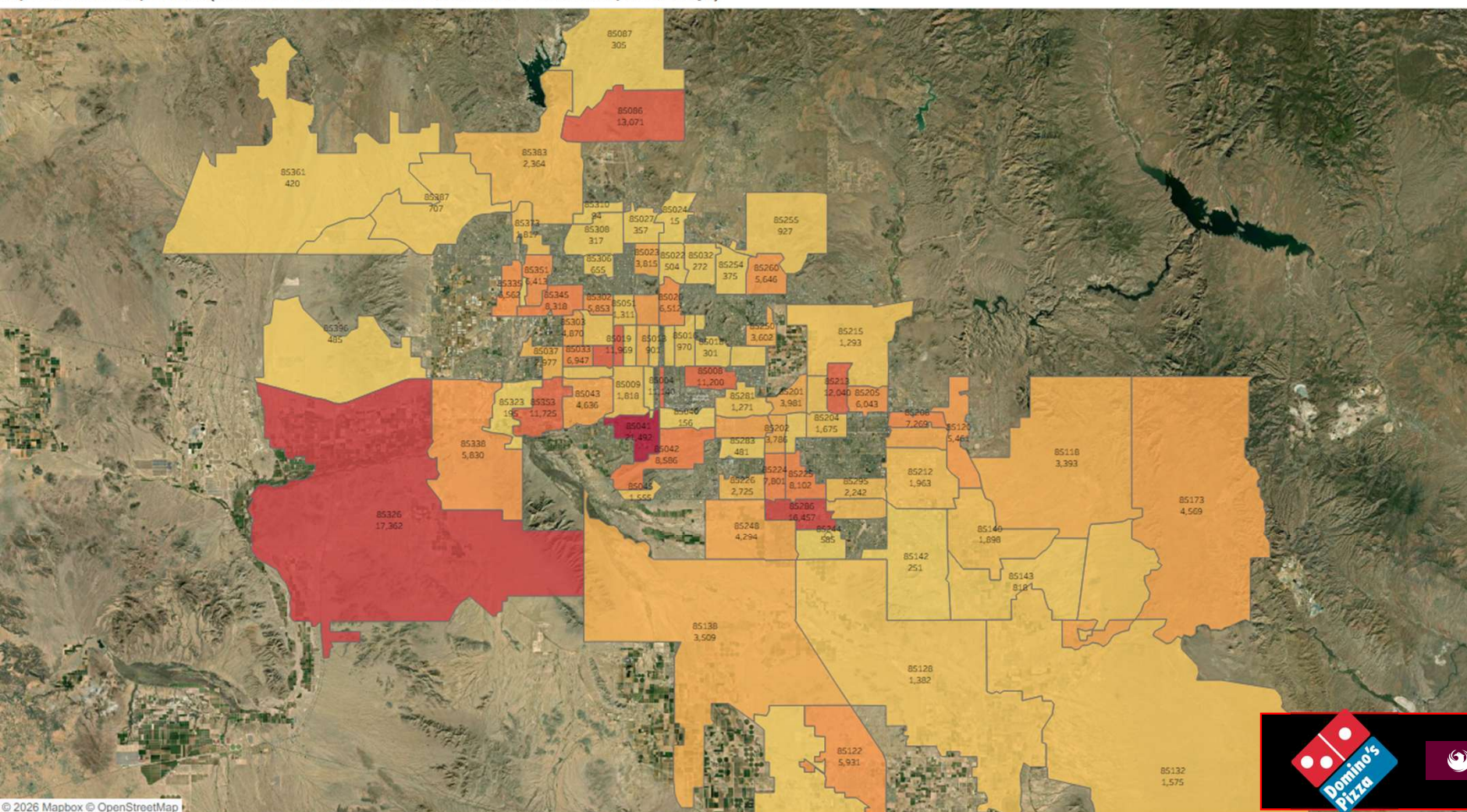
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 372
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Domino's Pizza **SEA**

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for Anything .

Top Residential Zip Codes: (Adults 18 or older who used DOMINO'S Pizza in the past 30 days)



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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 200
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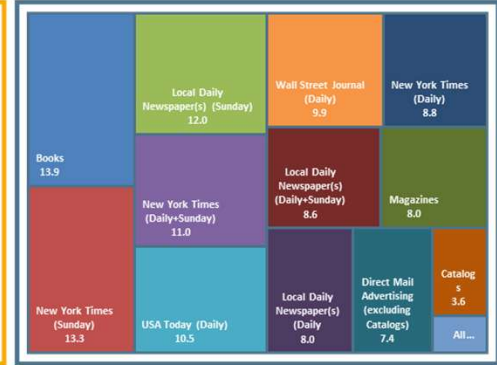
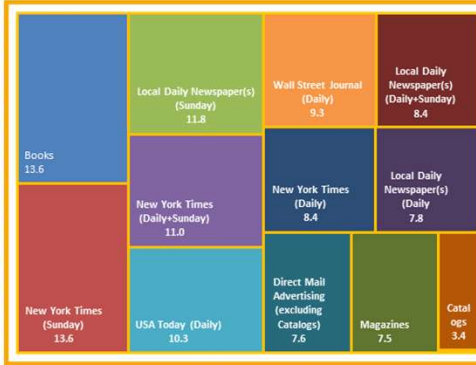
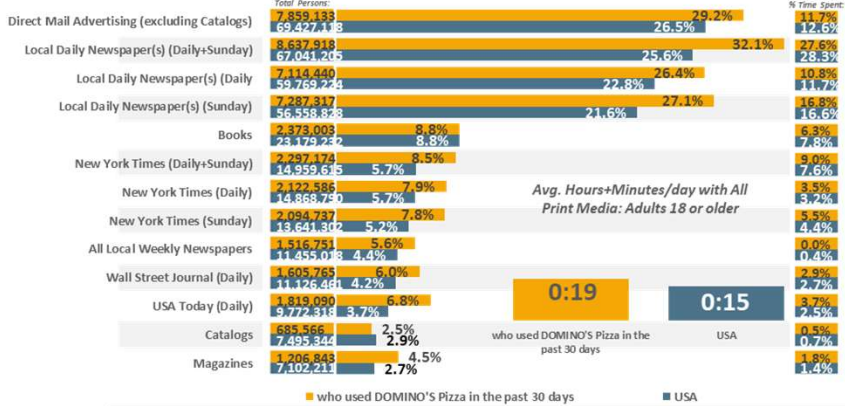
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Domino's

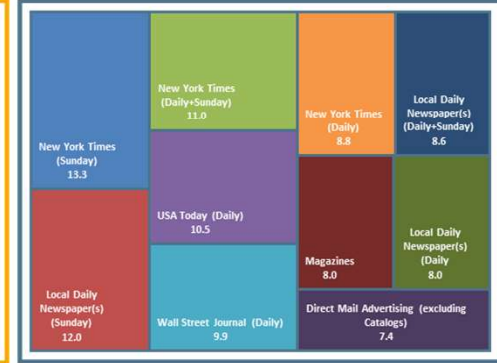
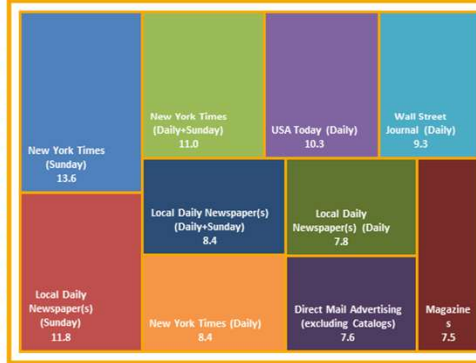
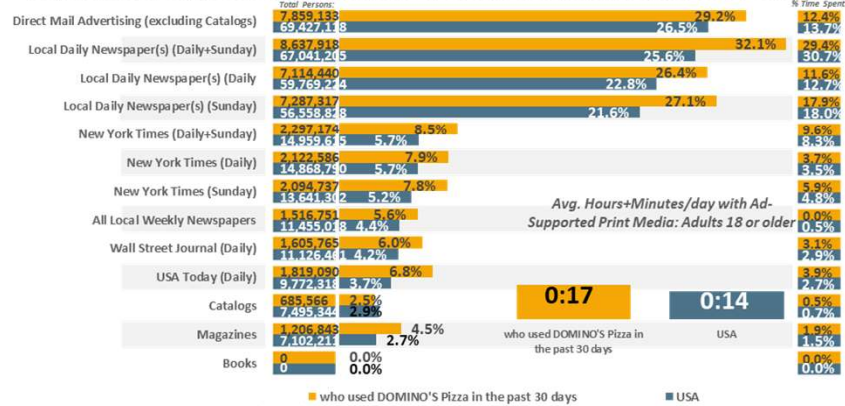


8,637,918 or 32.1% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

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**



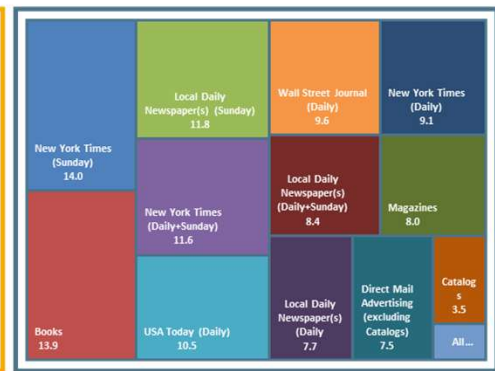
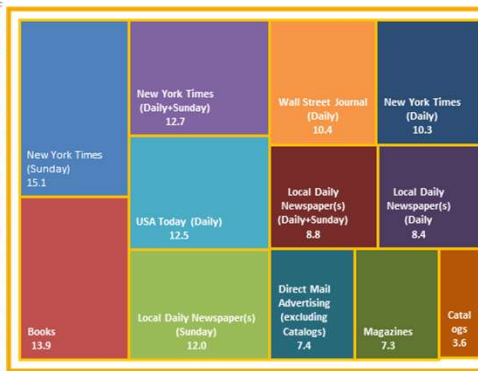
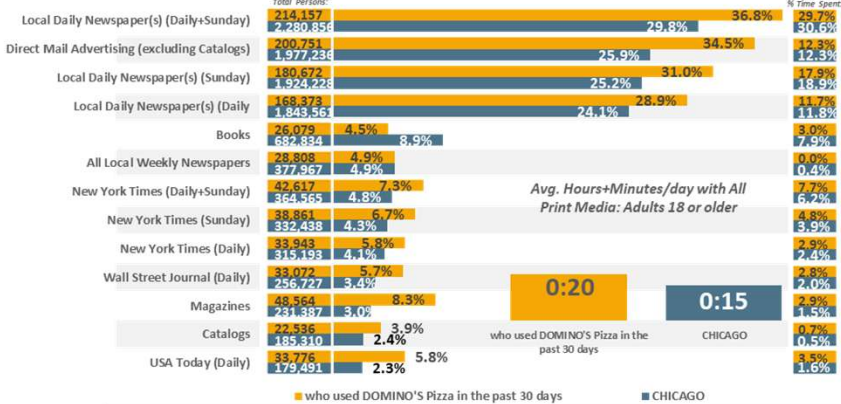
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



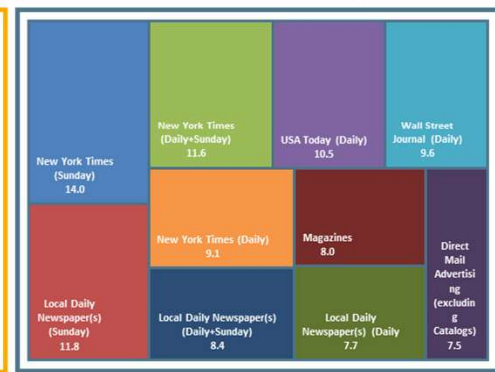
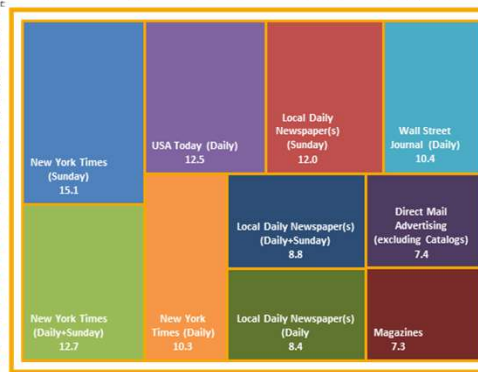
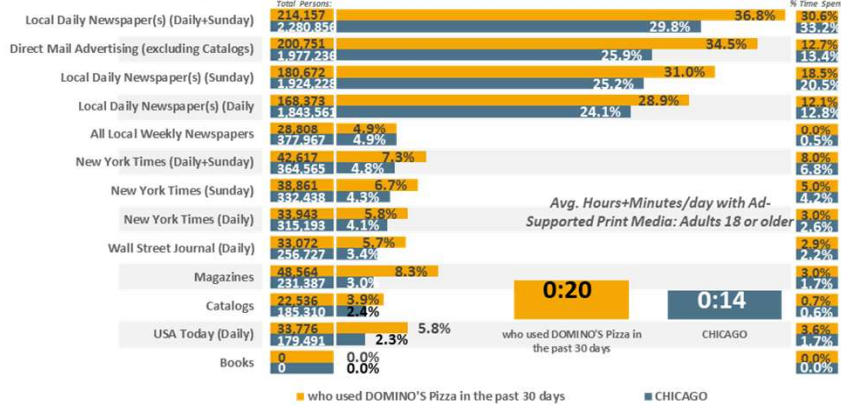


214,157 or 36.8% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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



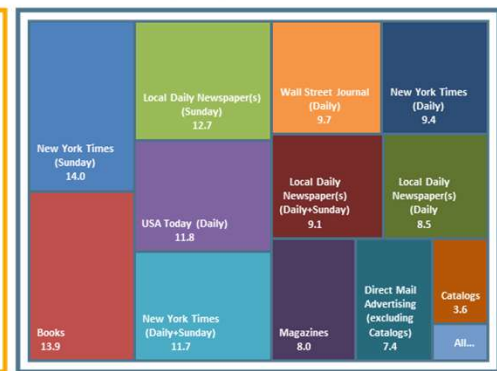
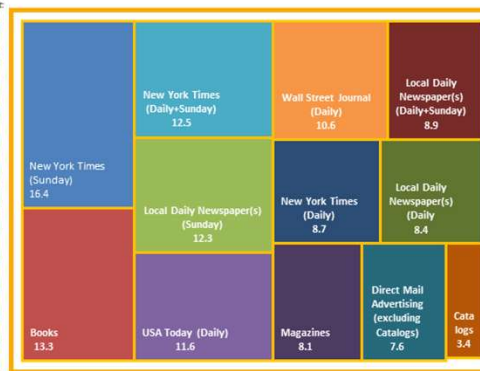
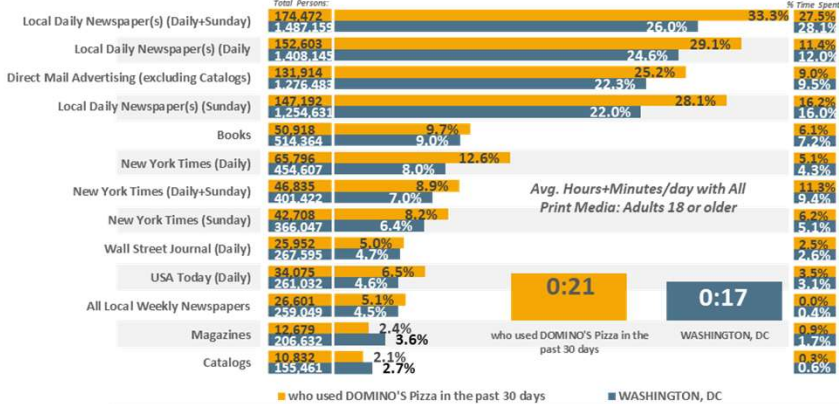
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



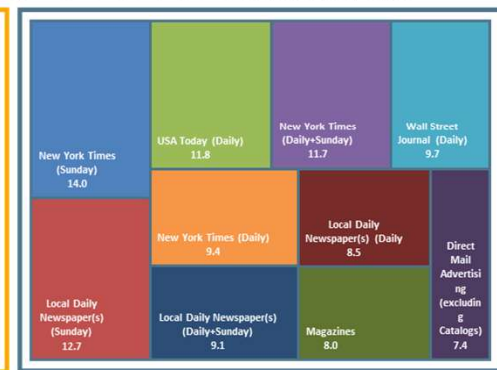
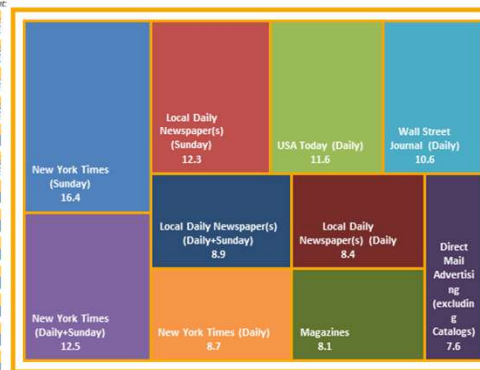
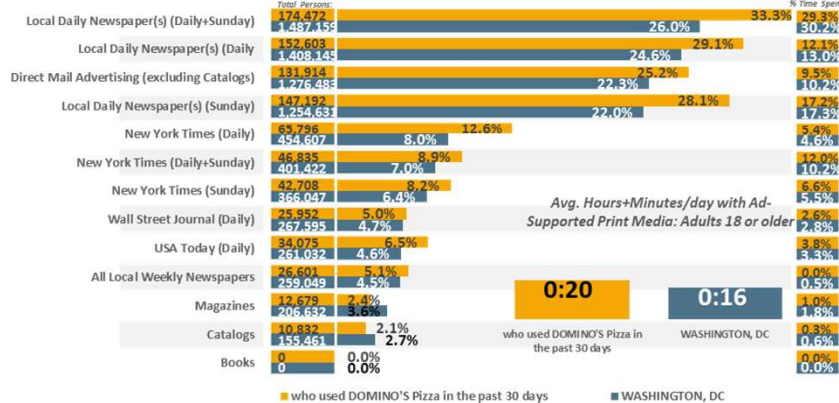


174,472 or 33.3% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

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



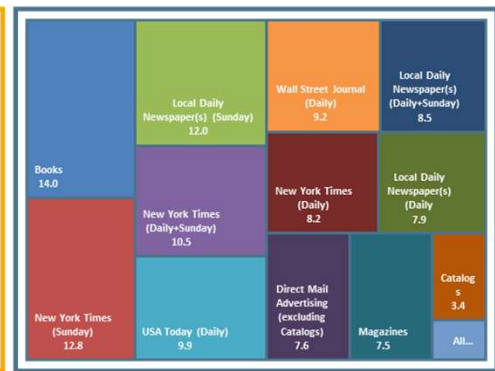
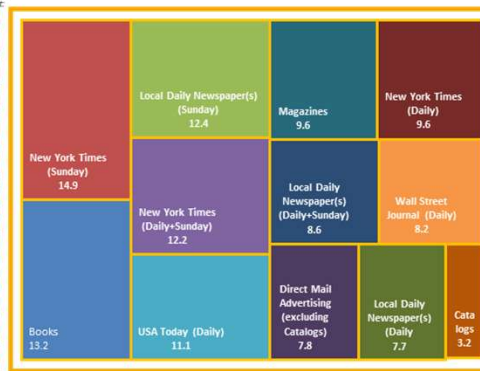
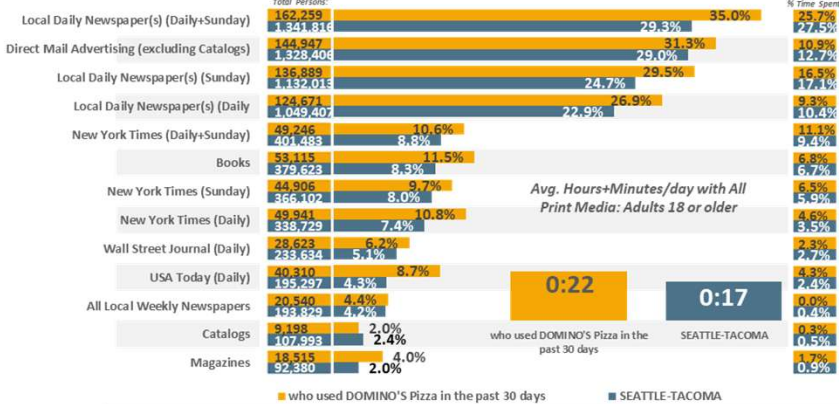
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



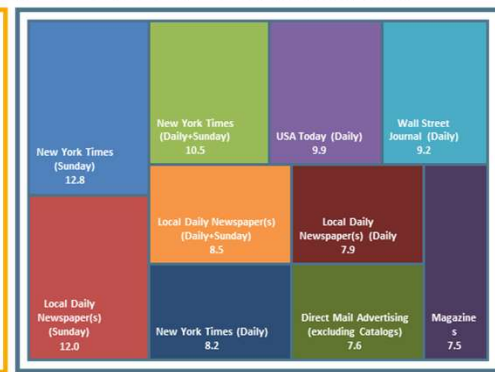
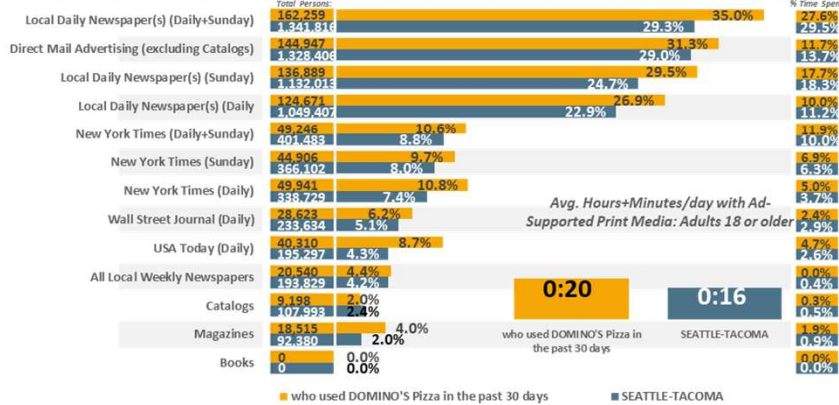


162,259 or 35.0% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

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



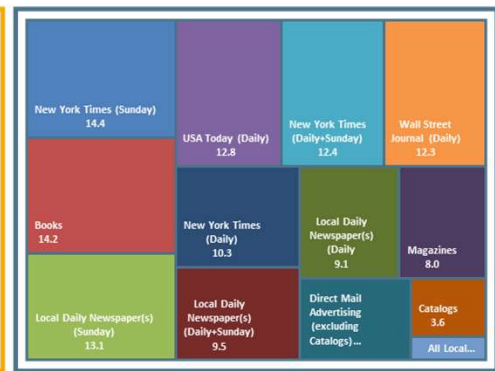
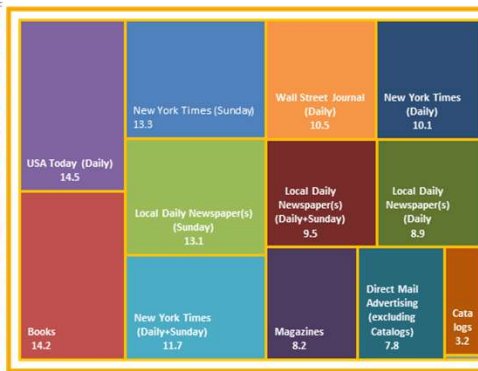
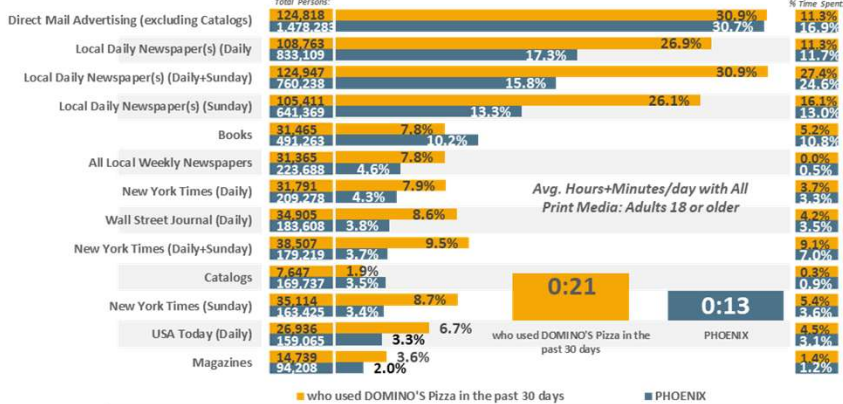
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



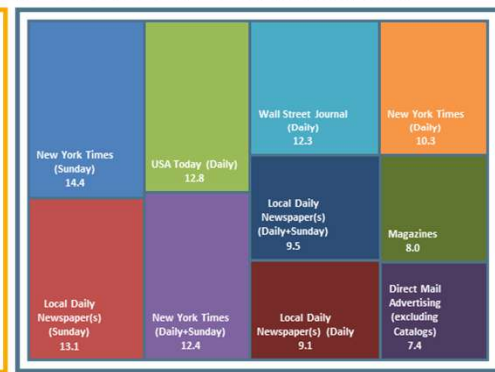
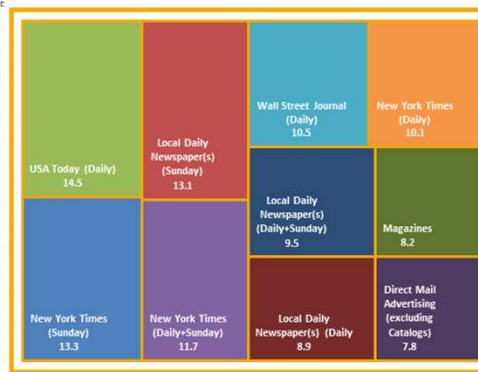
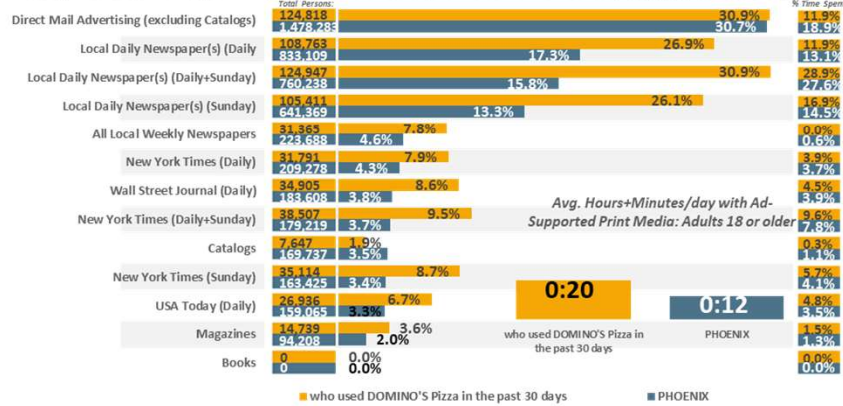


124,947 or 30.9% of Adults 18 or older who used DOMINO'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



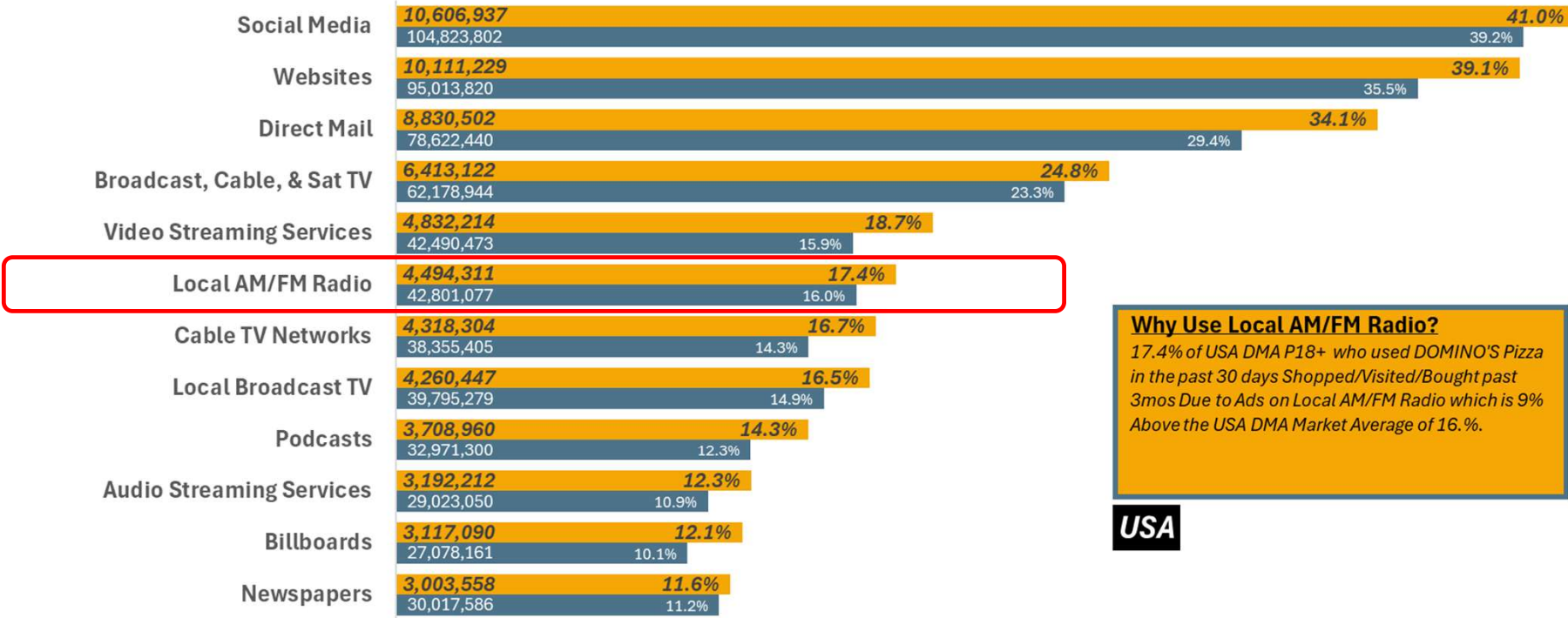
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?
17.4% of USA DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the USA DMA Market Average of 16.0%.



■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

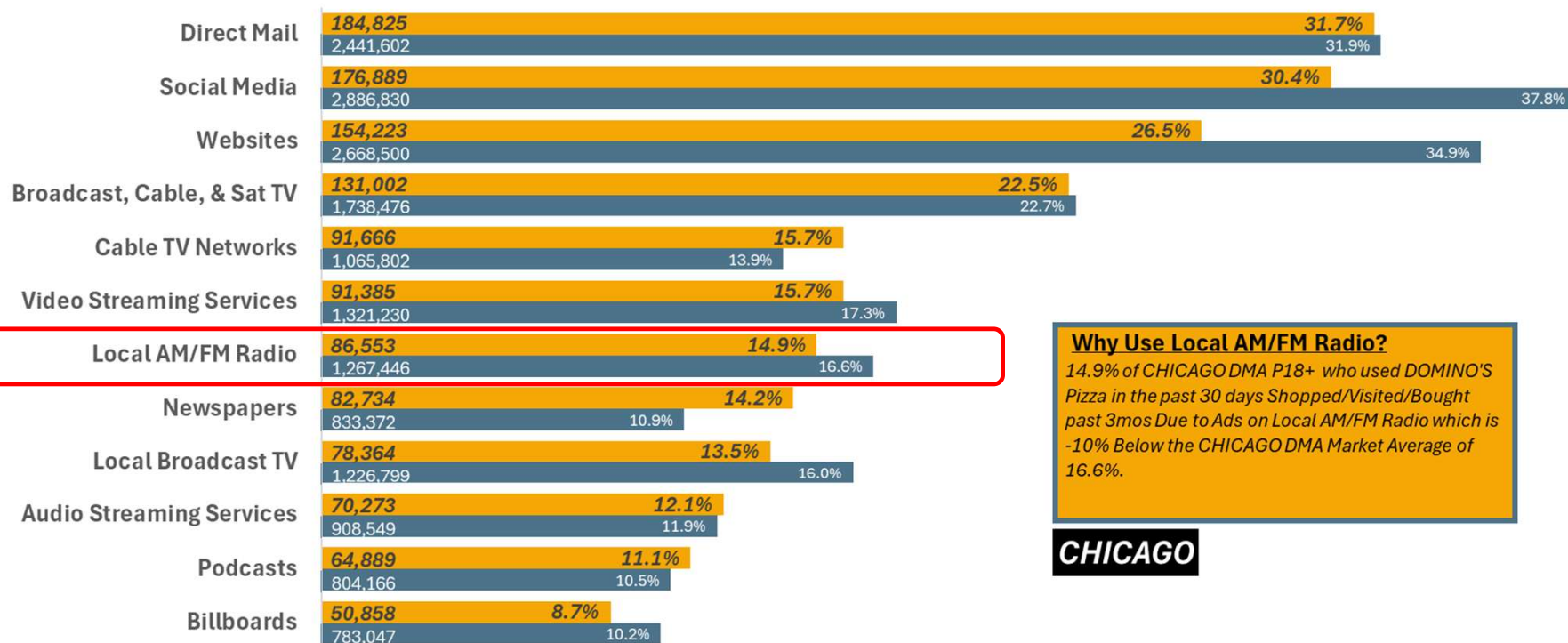
■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Oct24-Mar26 Qual Intab: 2423
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.9% of CHICAGO DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who used DOMINO'S Pizza 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: 326
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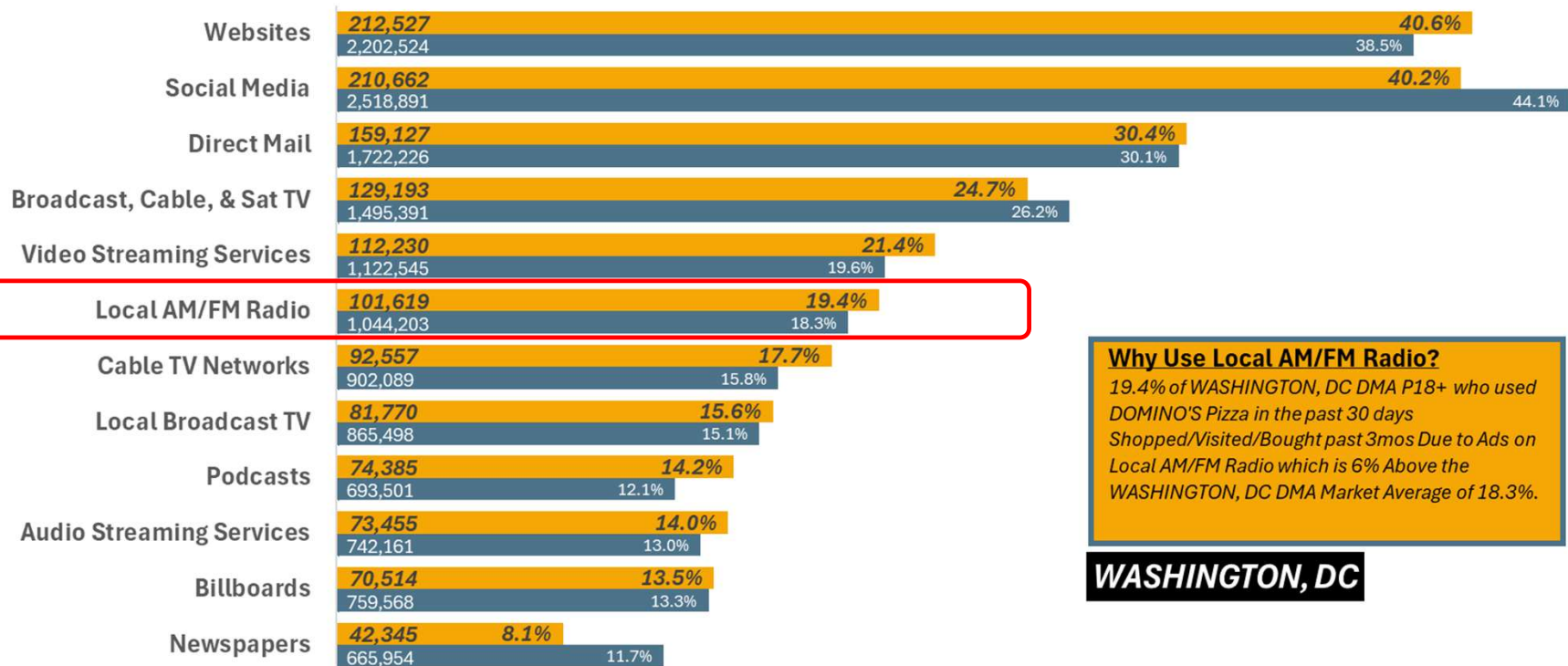
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Quick service restaurants used past 30 days: Domino's



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.4% of WASHINGTON, DC DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

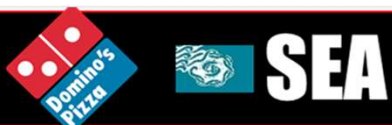
■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 596
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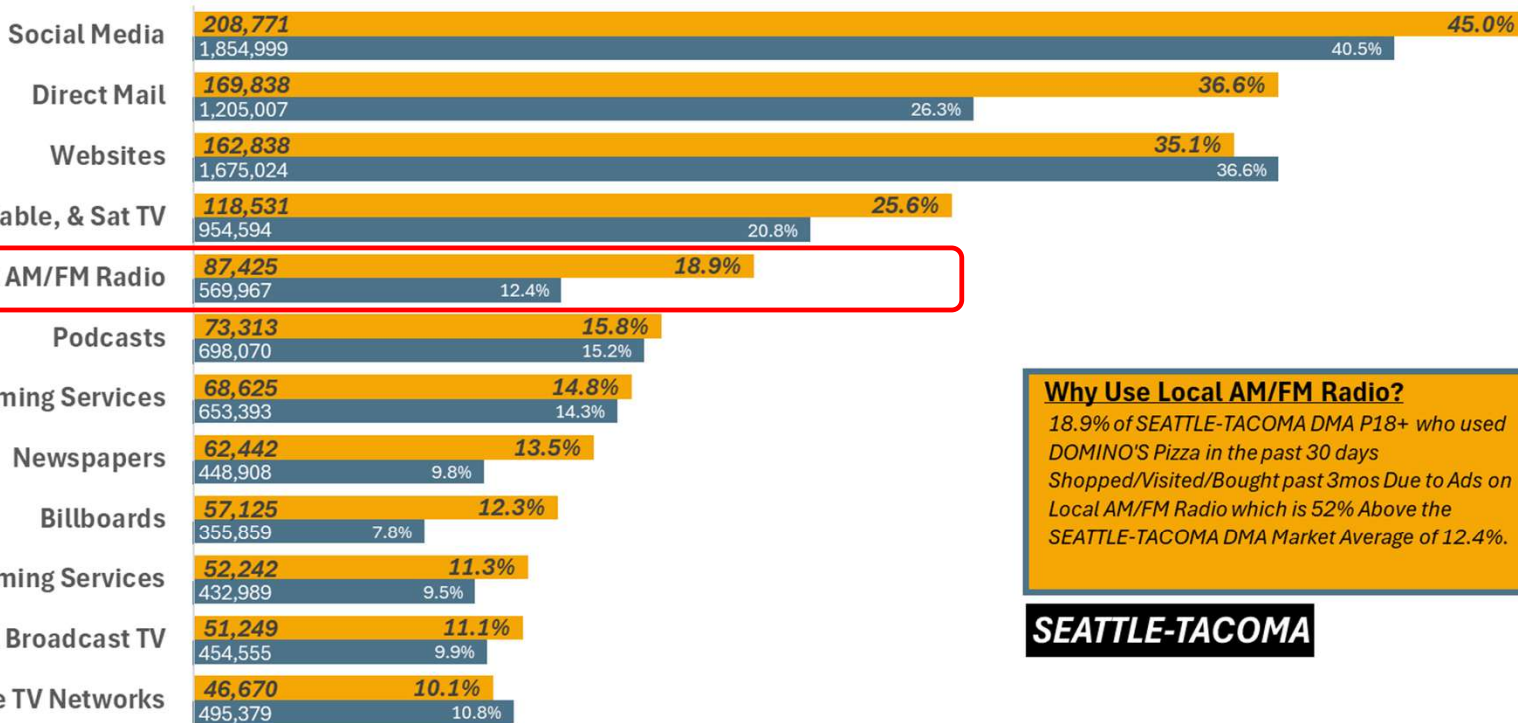
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Quick service restaurants used past 30 days: Domino's



"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.9% of SEATTLE-TACOMA DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

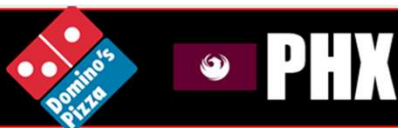
■ P18+ who used DOMINO'S Pizza in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 372
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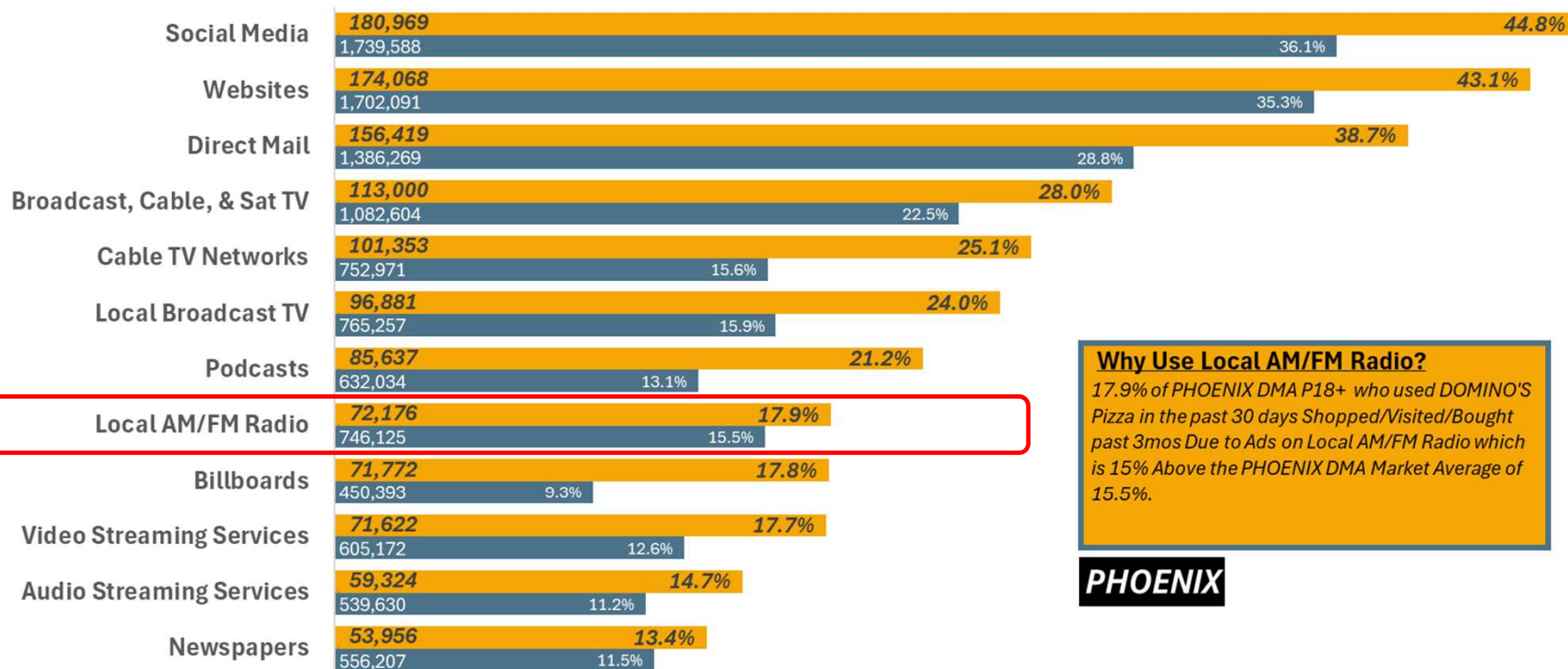
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Quick service restaurants used past 30 days: Domino's



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.9% of PHOENIX DMA P18+ who used DOMINO'S Pizza in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who used DOMINO'S Pizza 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: 200
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Quick service restaurants used past 30 days: Domino's