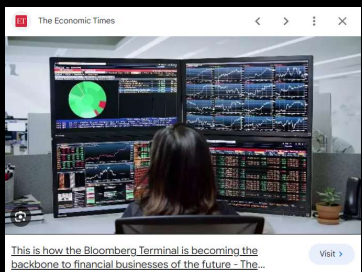


USA+4 More DMAs – P18+ who Used DAIRY QUEEN One or More Times in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P18+ who Used DAIRY QUEEN One or More Times in the past 30 days as of August 31, 2025.



P18+

BERKSHIRE HATHAWAY INC.

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

Quick service restaurants used past 30 days: Dairy Queen





9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days.
Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 48.7 years old
(.1% younger than average) and have a \$93,227 (2.3% lower than average) annual household income.

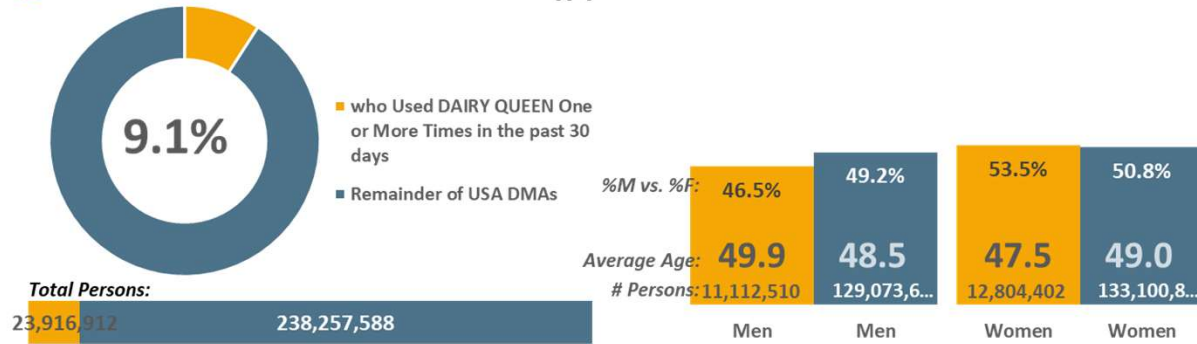


Percent of Market: Adults 18 or older



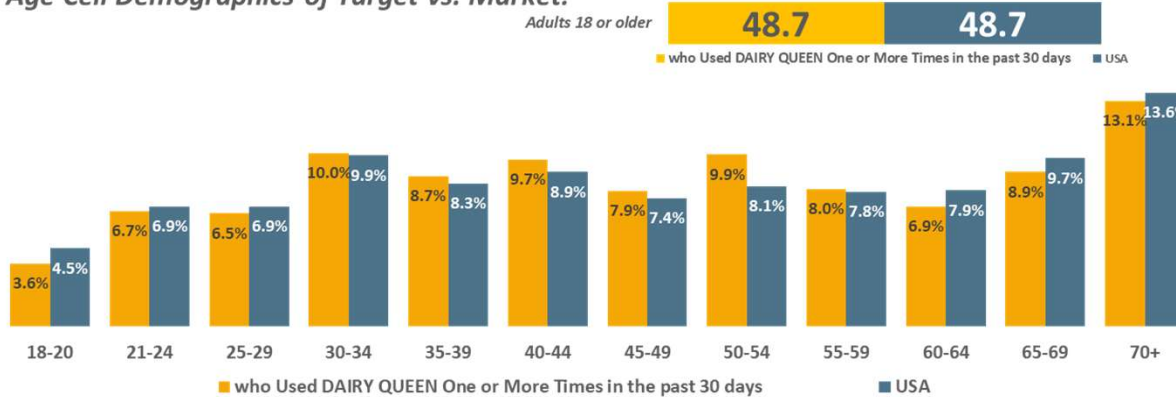
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

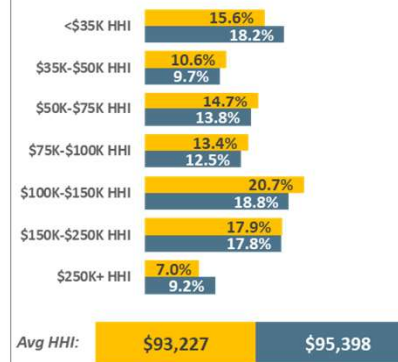


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Quick service restaurants used past 30 days: Dairy Queen



16.2% or 628,263 of MSP DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 50.3 years old (3.1% older than average) and have a \$108,126 (1.9% lower than average) annual household income.

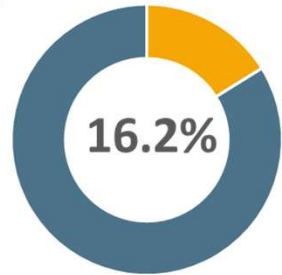


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used DAIRY QUEEN One or More Times in the past 30 days
■ Remainder of MSP DMA

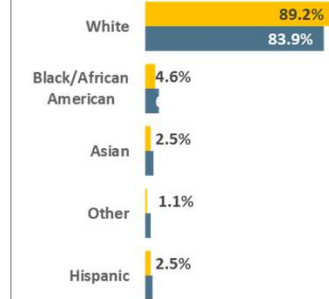
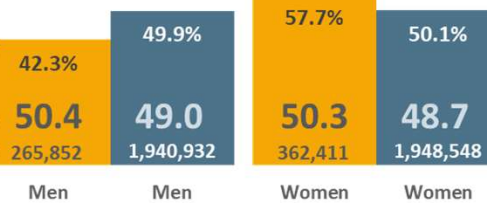
Total Persons:

628,263 3,261,217

%M vs. %F:

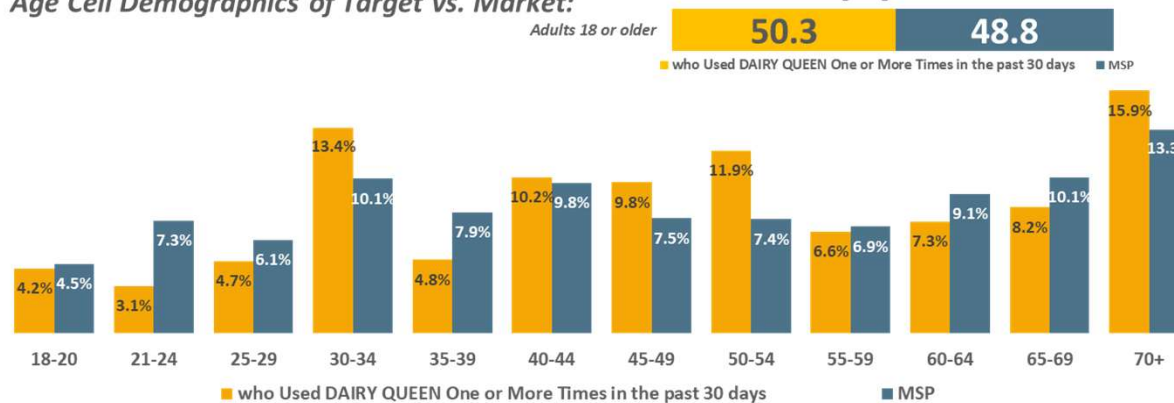
Average Age:

Persons:

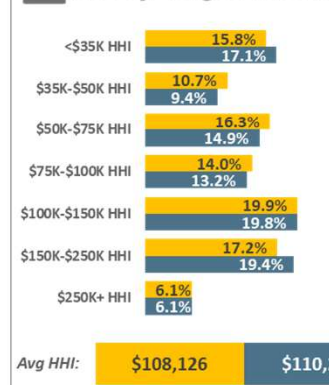


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI: \$108,126 \$110,275



16.3% or 410,051 of STL DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 51.2 years old (3.8% older than average) and have a \$98,377 (2.% lower than average) annual household income.

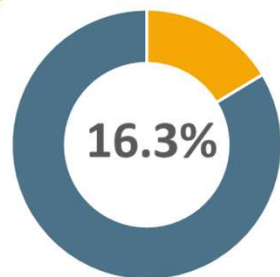


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used DAIRY QUEEN One or More Times in the past 30 days
■ Remainder of STL DMA

Total Persons:

410,051 2,100,408

%M vs. %F:

Average Age:

Persons:

49.4%

51.8

202,572

48.8%

48.9

1,223,984

Men

Men

50.6%

50.7

207,479

Women

51.2%

49.8

1,286,475

Women

Age Cell Demographics of Target vs. Market:

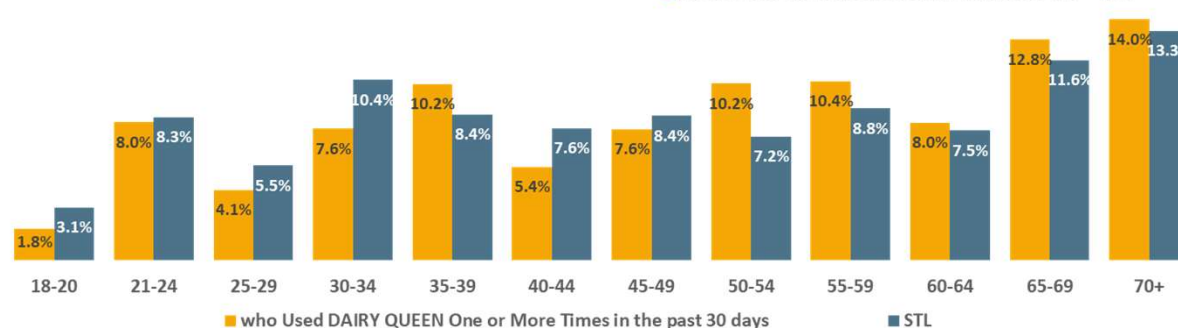
Average Age:

Adults 18 or older

51.2

49.4

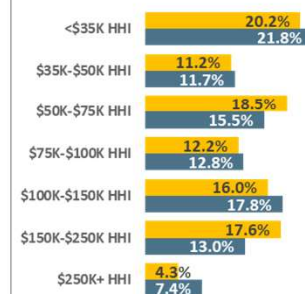
■ who Used DAIRY QUEEN One or More Times in the past 30 days ■ STL



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

■ STL

HHI of Target vs. Market:



Avg HHI:

\$98,377

\$100,426



9.1% or 175,948 of CIN DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 47.9 years old (1.7% younger than average) and have a \$109,191 (8.8% higher than average) annual household income.

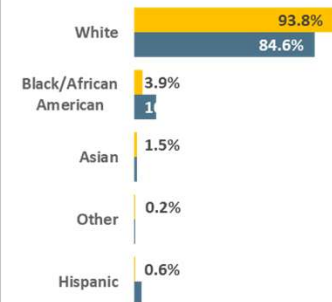
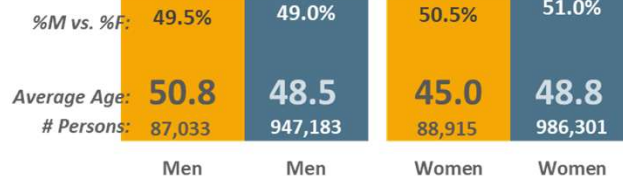
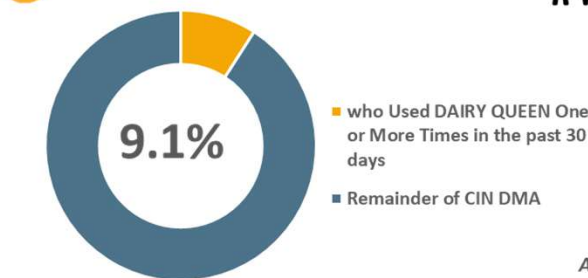


Percent of Market: Adults 18 or older

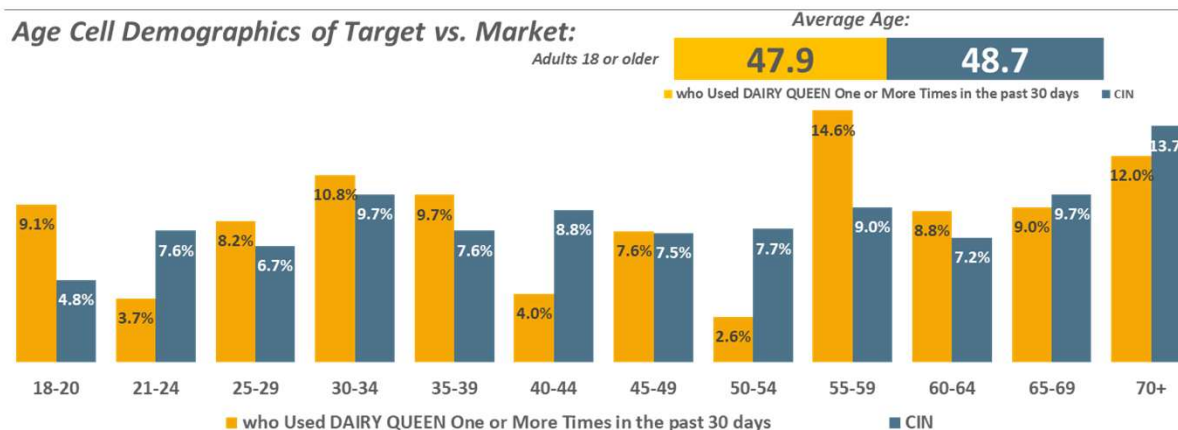


Gender of Target vs. Market: Adults 18 or older

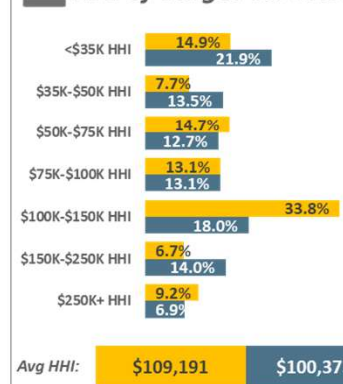
Ethnicity of Target vs. Market:

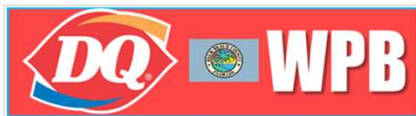


Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.1% or 77,605 of WPB DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 47.9 years old (9.8% younger than average) and have a \$90,798 (10.8% lower than average) annual household income.

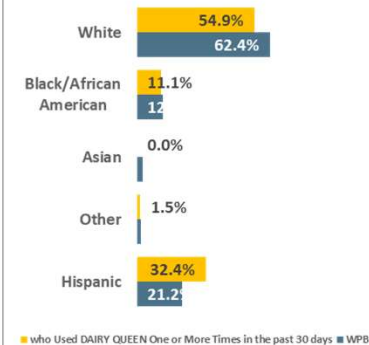
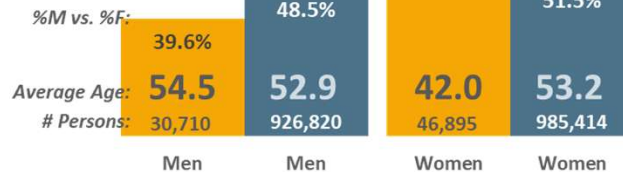
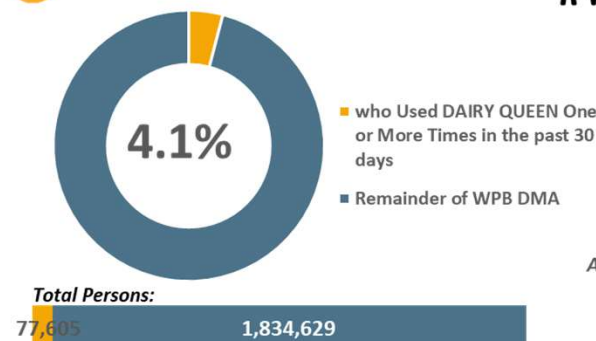


Percent of Market: Adults 18 or older



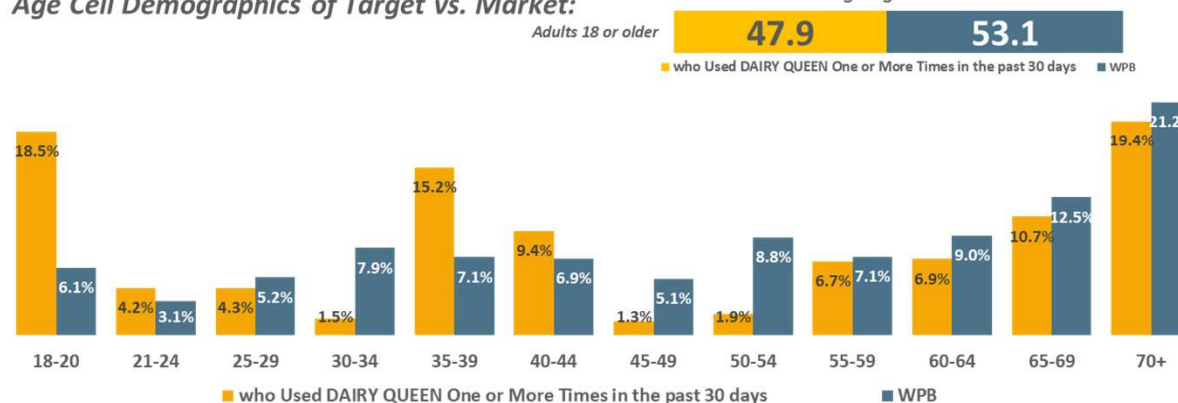
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

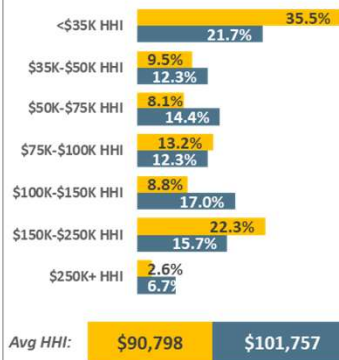


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

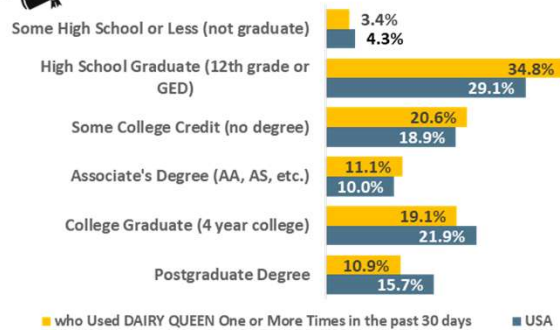




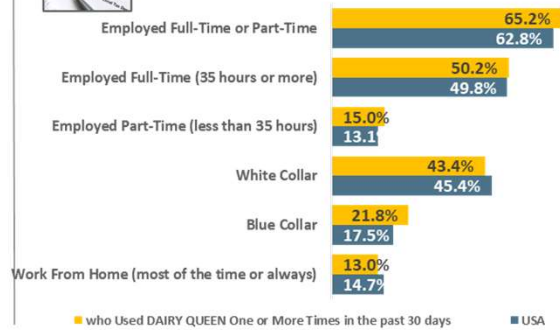
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 20.4% less likely to be a college graduate, .9% more likely to work full-time, 12.6% more likely to be married, 19.4% more likely to be a parent of 1 or more children under



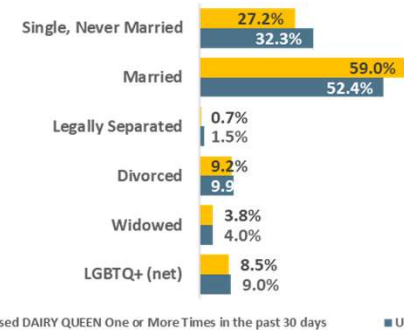
Education Levels: Adults 18 or older



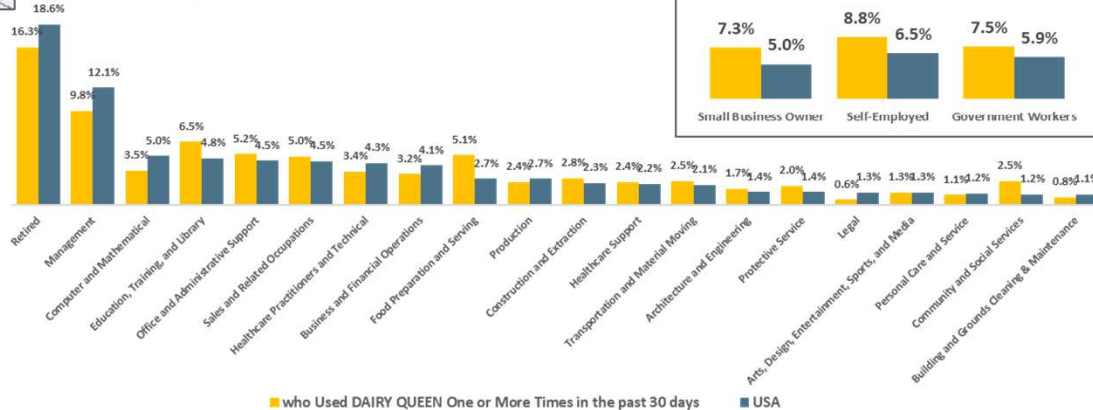
Employment: Adults 18 or older



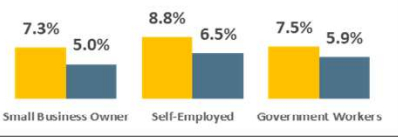
Marital Status: Adults 18 or older



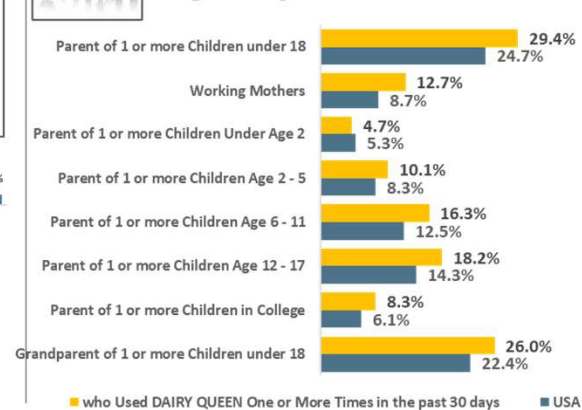
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

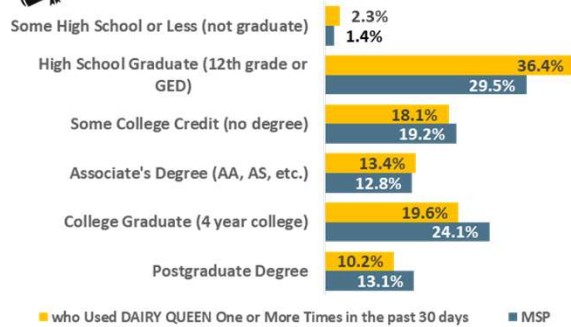




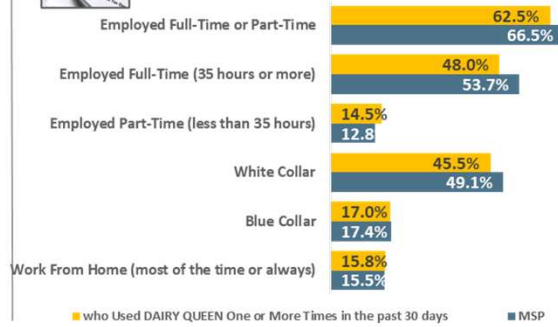
16.2% or 628,263 of MSP DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 19.9% less likely to be a college graduate, 10.7% less likely to work full-time, 10.6% more likely to be married, 11.8% more likely to be a parent of 1 or more children unde



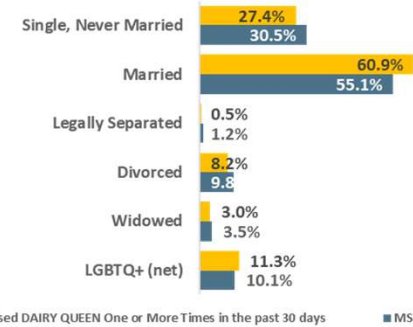
Education Levels: Adults 18 or older



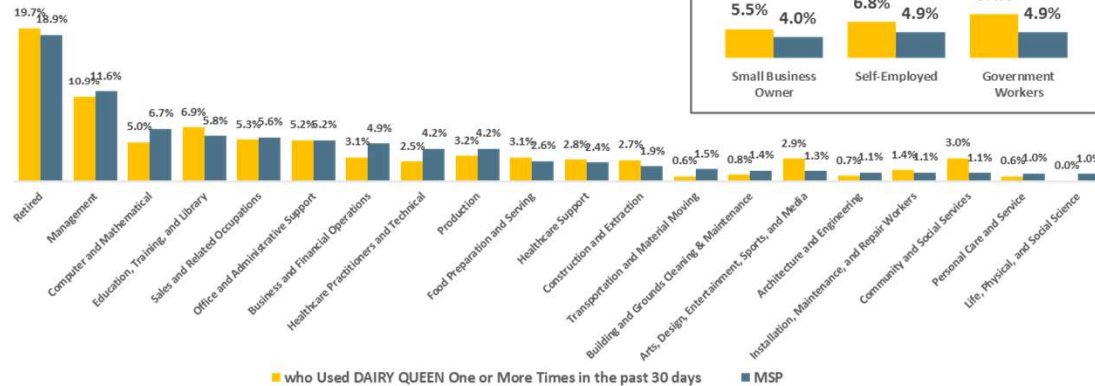
Employment: Adults 18 or older



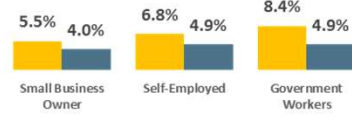
Marital Status: Adults 18 or older



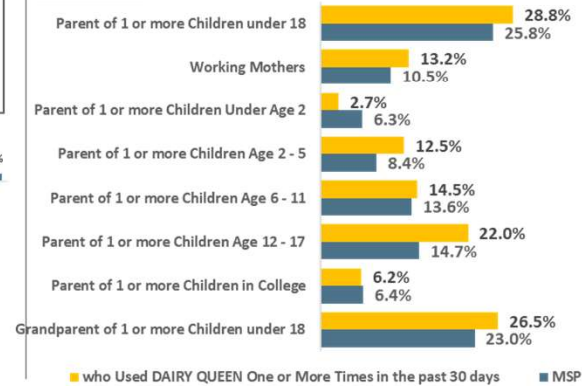
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

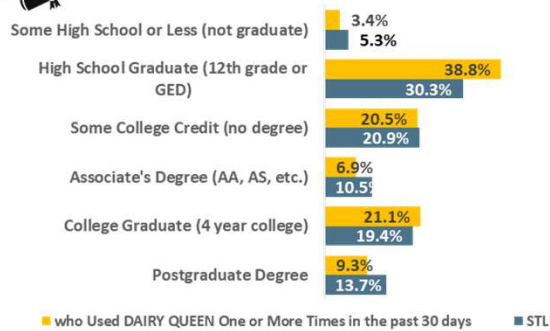




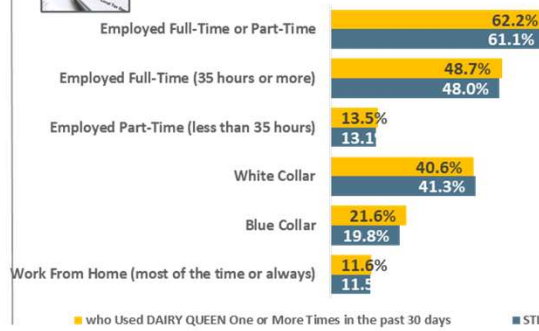
16.3% or 410,051 of STL DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 8.8% less likely to be a college graduate, 1.4% more likely to work full-time, 20.4% more likely to be married, 12.9% more likely to be a parent of 1 or more children under 1



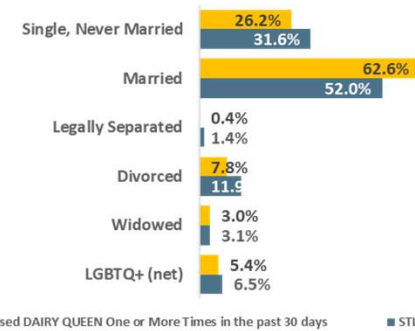
Education Levels: Adults 18 or older



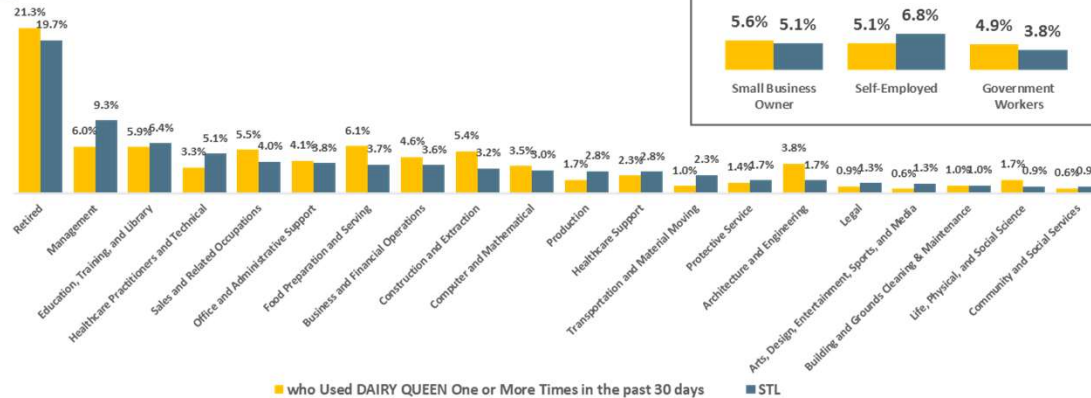
Employment: Adults 18 or older



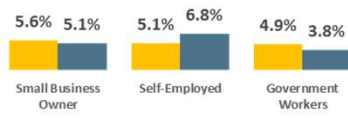
Marital Status: Adults 18 or older



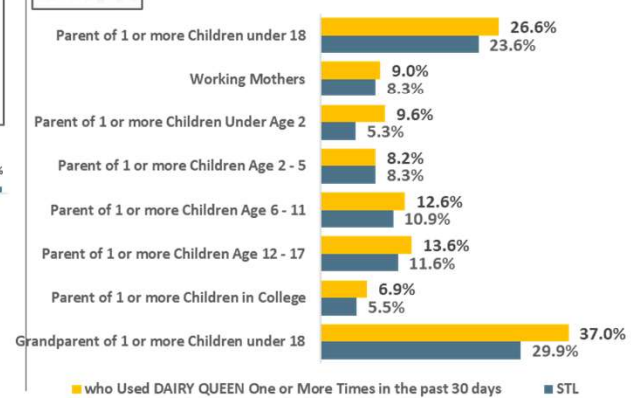
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

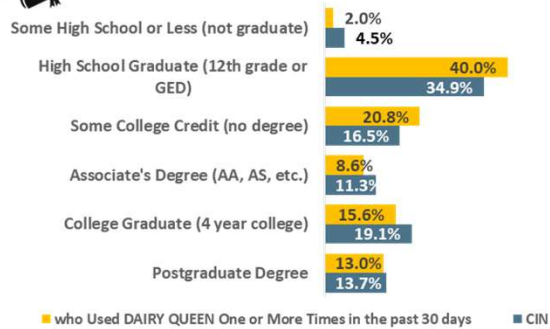




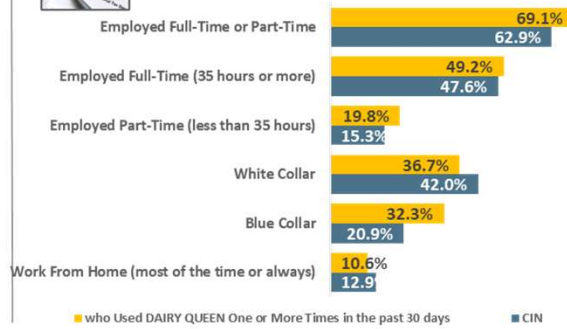
9.1% or 175,948 of CIN DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 12.6% less likely to be a college graduate, 3.4% more likely to work full-time, 6.8% more likely to be married, 9.8% less likely to be a parent of 1 or more children under 1



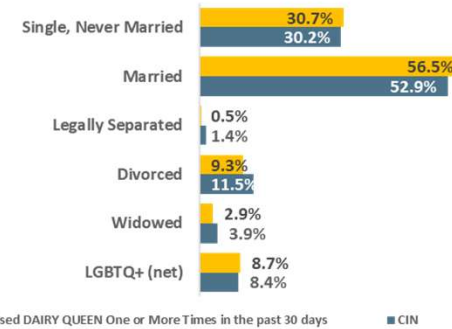
Education Levels: Adults 18 or older



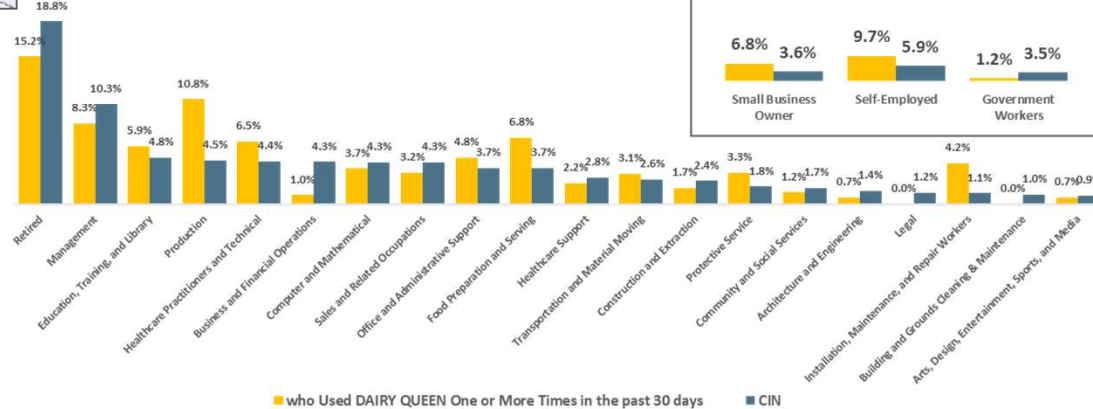
Employment: Adults 18 or older



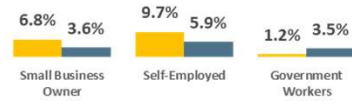
Marital Status: Adults 18 or older



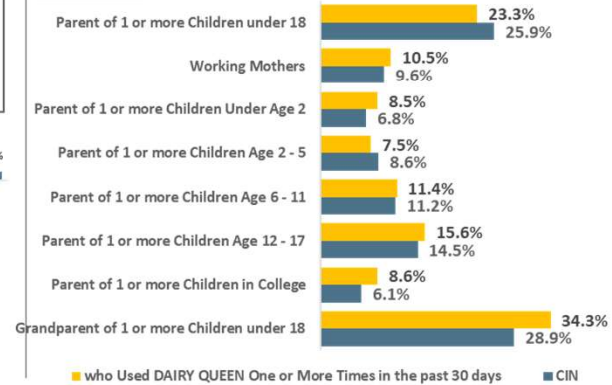
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

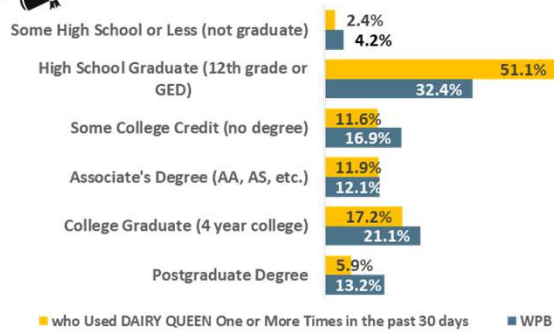




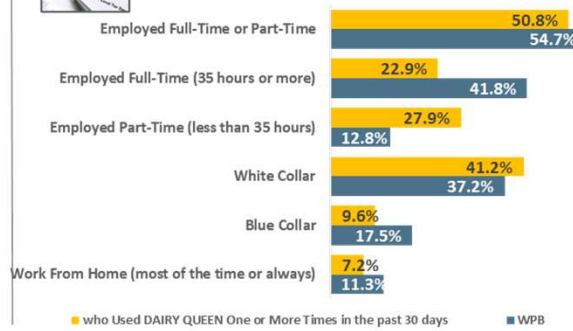
4.1% or 77,605 of WPB DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 32.7% less likely to be a college graduate, 45.2% less likely to work full-time, 7.6% less likely to be married, 74.8% more likely to be a parent of 1 or more children under



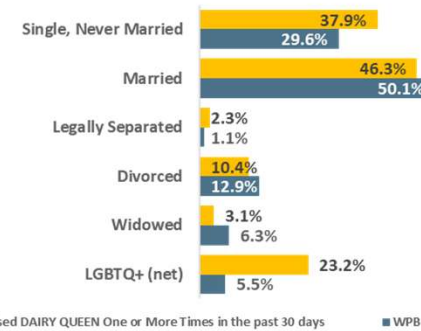
Education Levels: Adults 18 or older



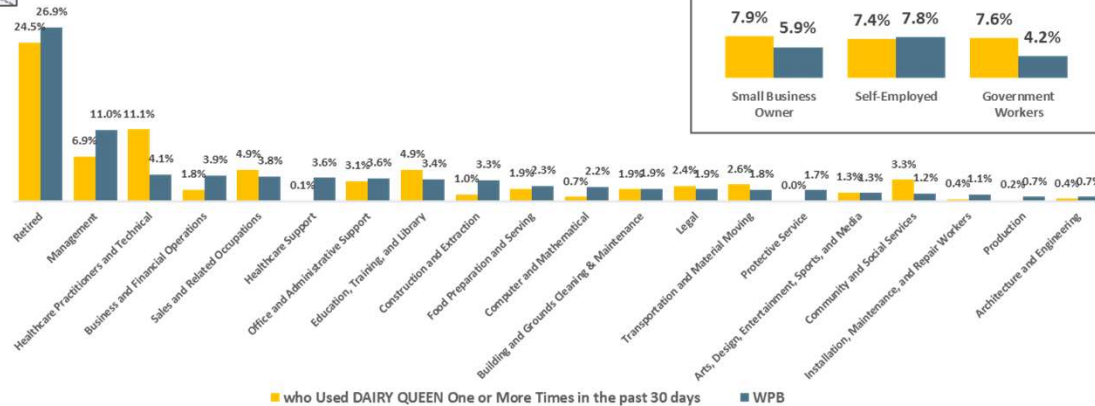
Employment: Adults 18 or older



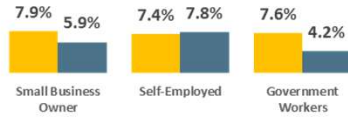
Marital Status: Adults 18 or older



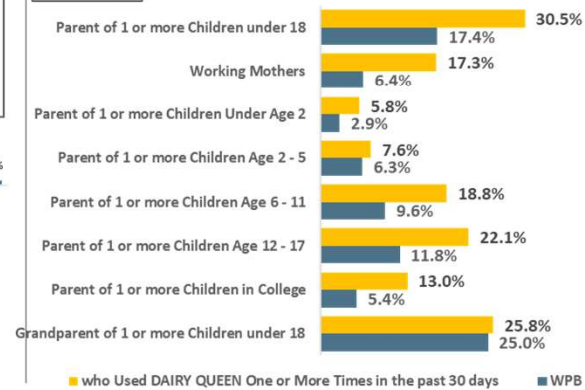
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

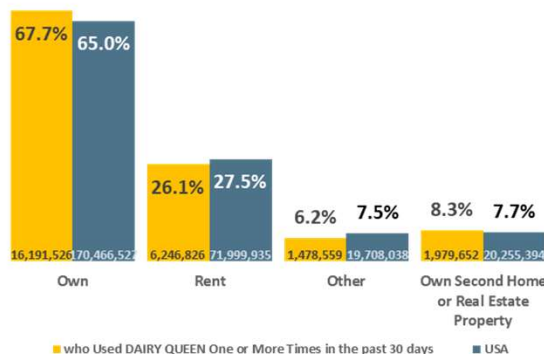




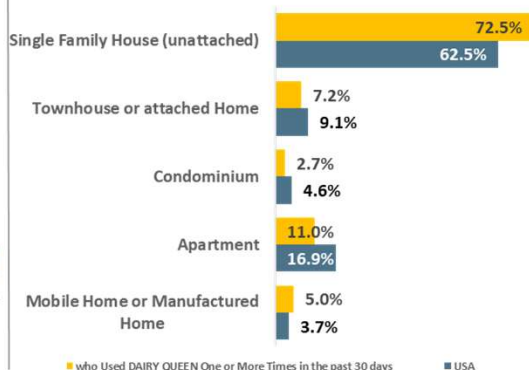
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 4.1% more likely to own their home, 5.5% more likely to own a higher valued home, 16.% more likely to have a single-family home, 25.2% more likely to have a dog.



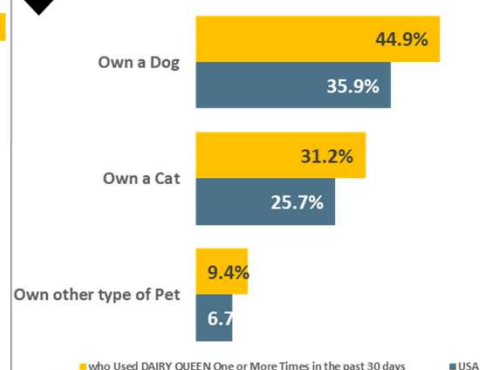
Own/Rent/Other: Adults 18 or older



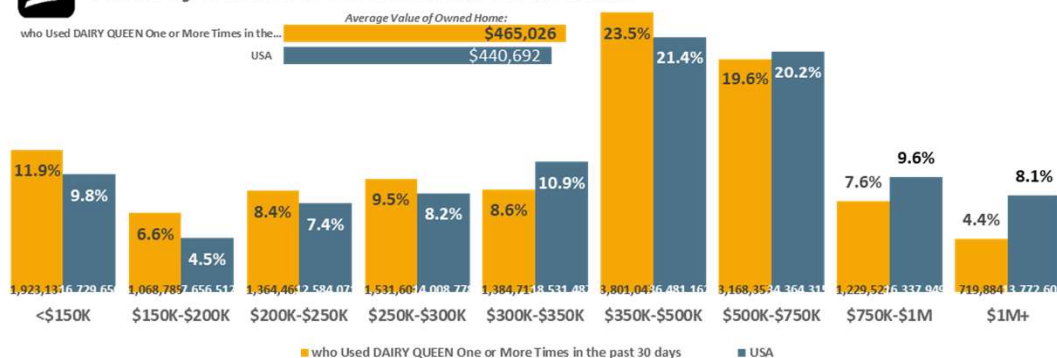
Type of Home: Adults 18 or older



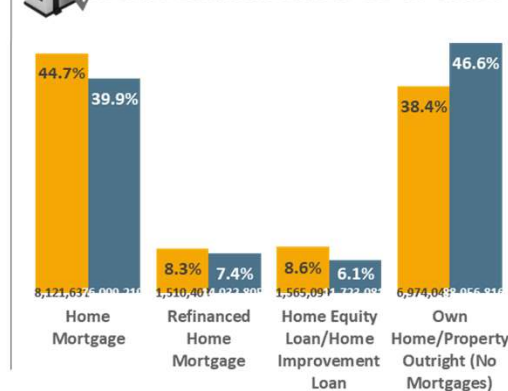
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



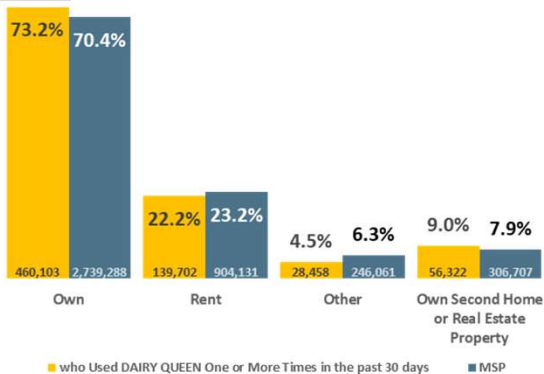
Home Loans: Adults 18 or older



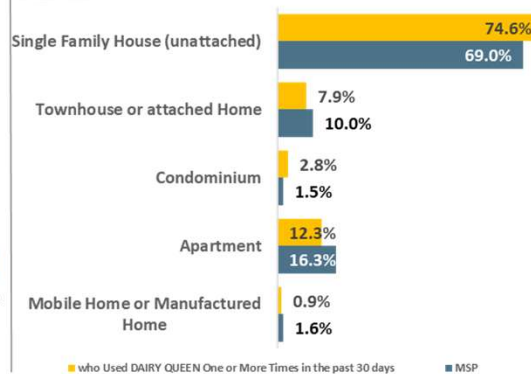


16.2% or 628,263 of MSP DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 4.% more likely to own their home, 1.% more likely to own a higher valued home, 8.2% more likely to have a single-family home, 7.6% less likely to have a dog.

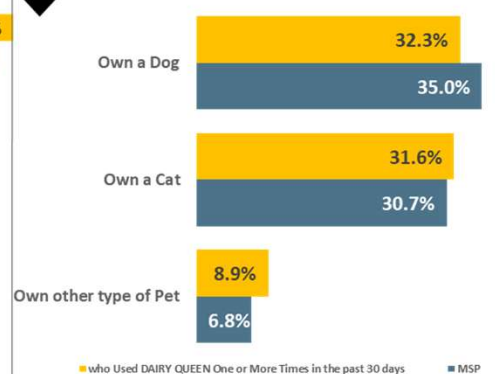
Own/Rent/Other: Adults 18 or older



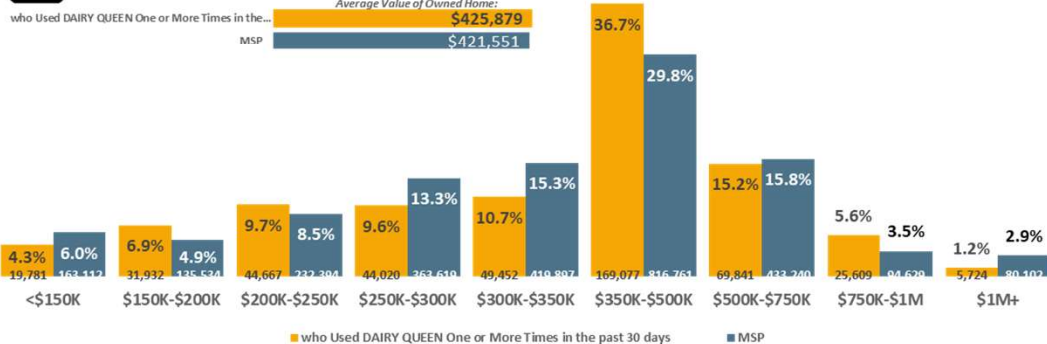
Type of Home: Adults 18 or older



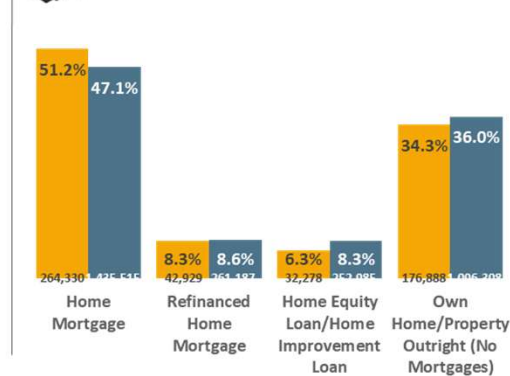
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older

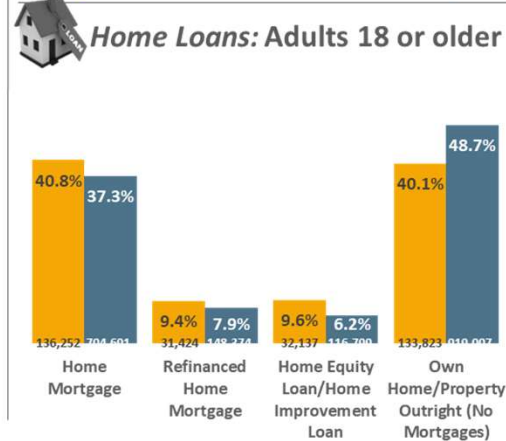
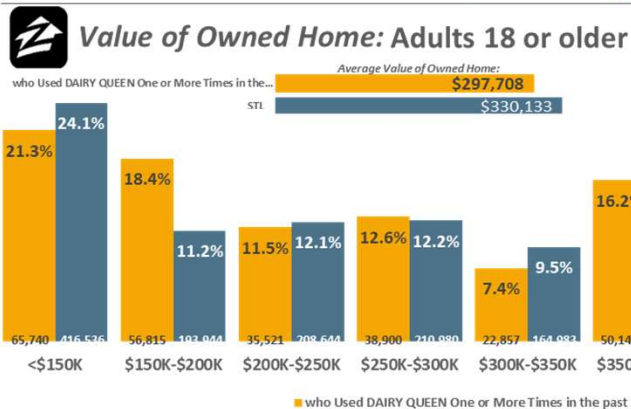
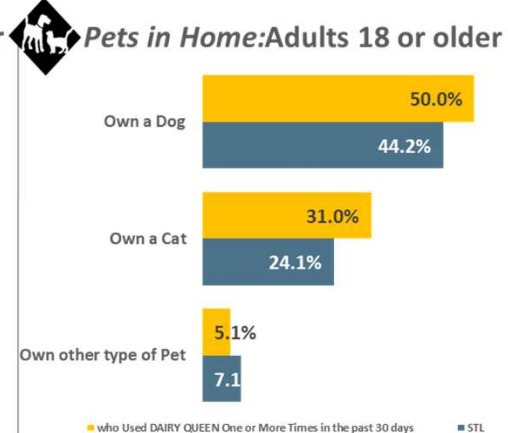
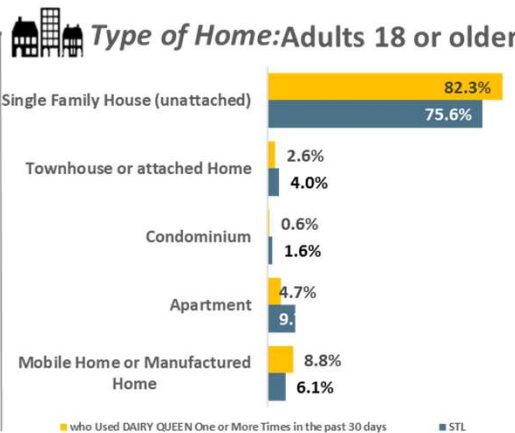
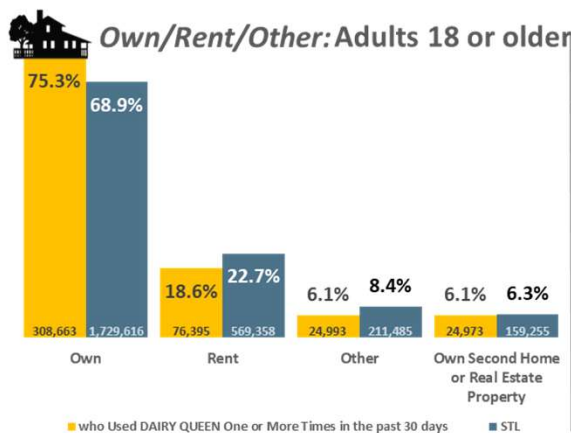


Home Loans: Adults 18 or older





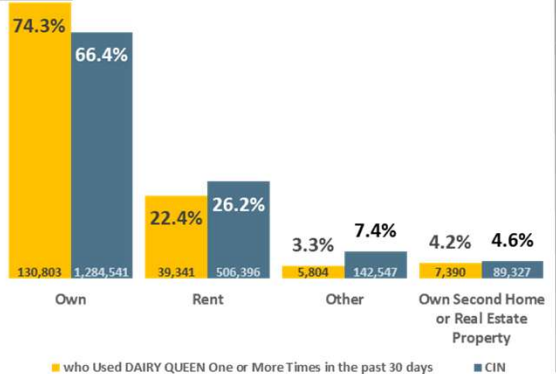
16.3% or 410,051 of STL DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 9.3% more likely to own their home, 9.8% more likely to own a lower valued home, 9.% more likely to have a single-family home, 13.1% more likely to have a dog.



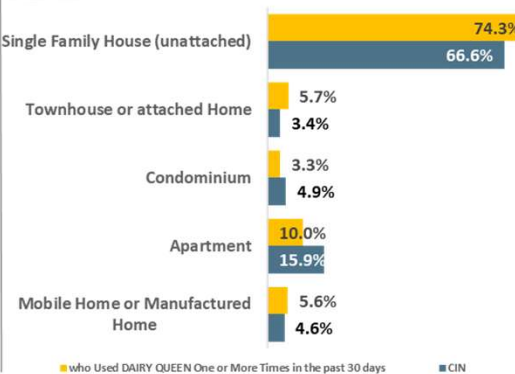


9.1% or 175,948 of CIN DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 11.9% more likely to own their home, 3.9% more likely to own a higher valued home, 11.7% more likely to have a single-family home, 55.5% more likely to have a dog.

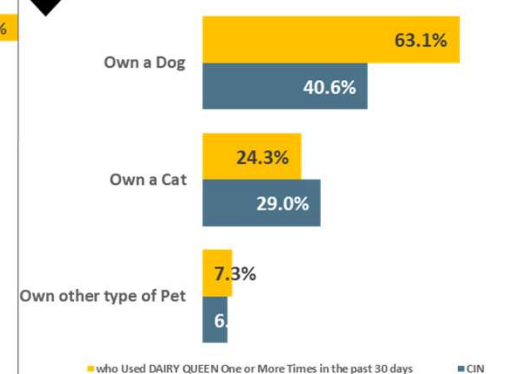
Own/Rent/Other: Adults 18 or older



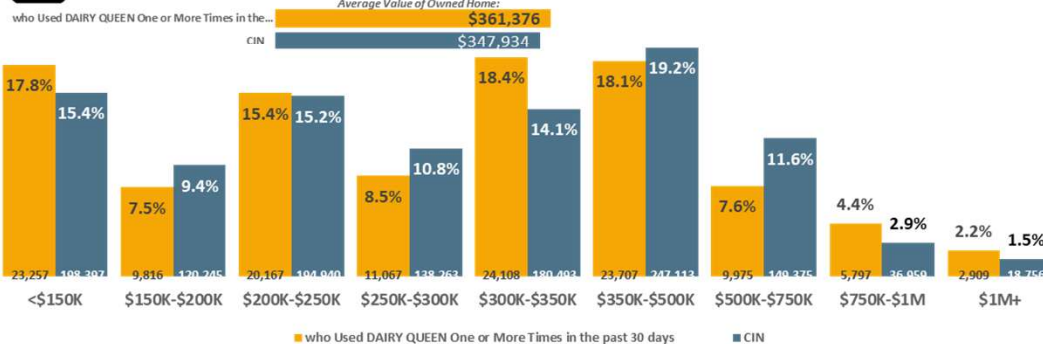
Type of Home: Adults 18 or older



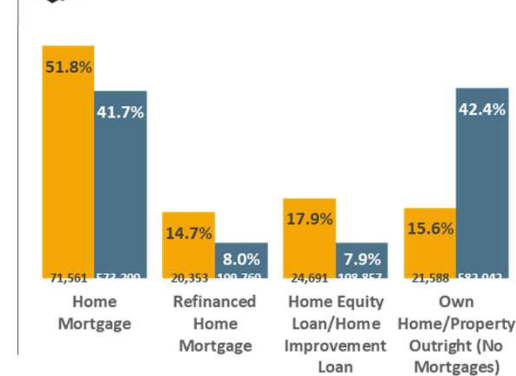
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



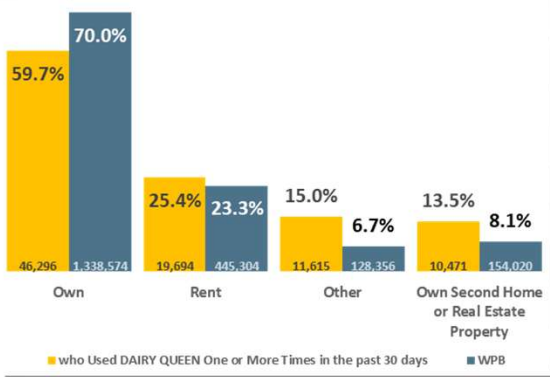
Home Loans: Adults 18 or older



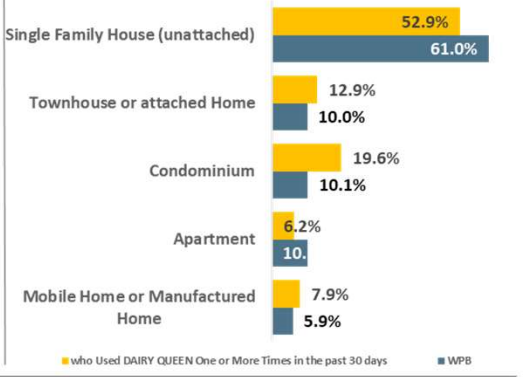


4.1% or 77,605 of WPB DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 14.8% less likely to own their home, 3.7% more likely to own a lower valued home, 13.4% less likely to have a single-family home, 11.2% more likely to have a dog.

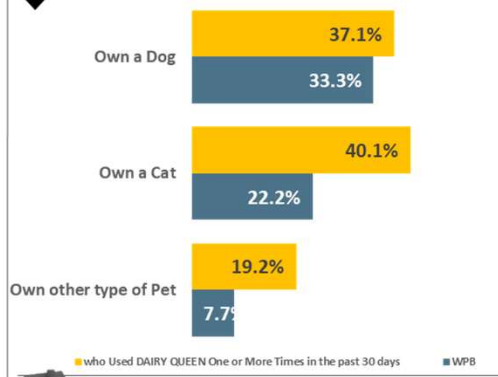
Own/Rent/Other: Adults 18 or older



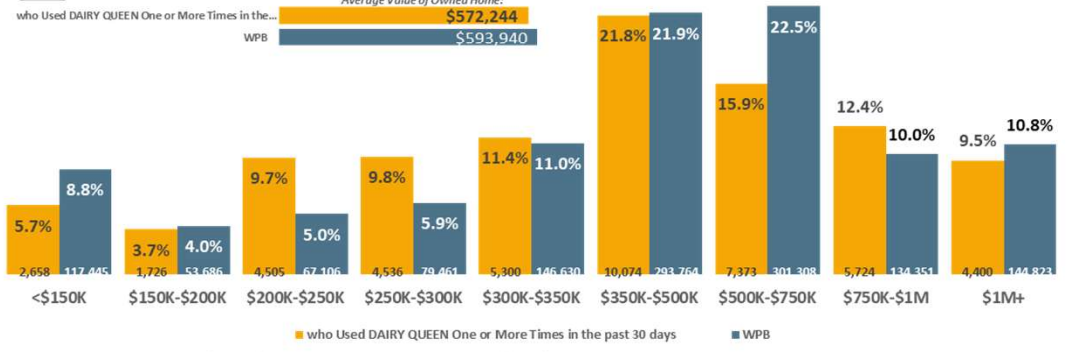
Type of Home: Adults 18 or older



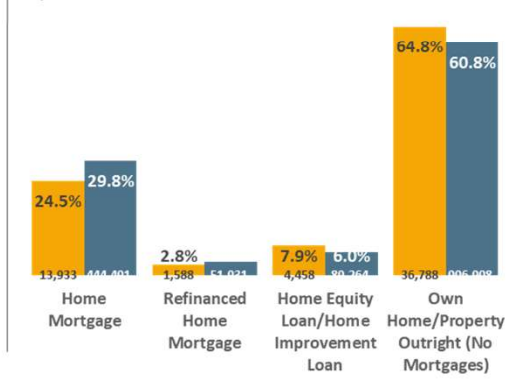
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

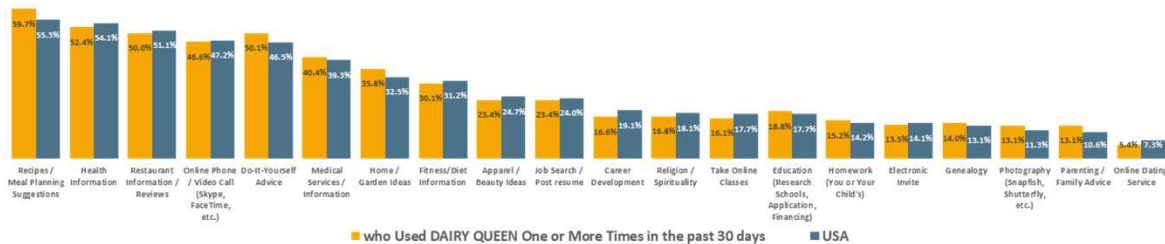




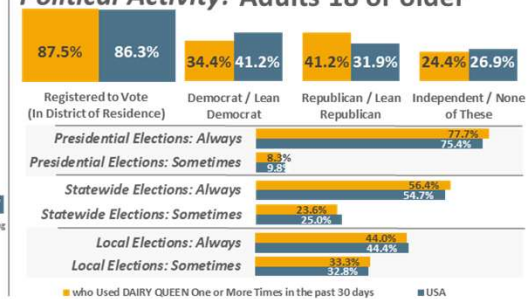
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 7.8% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 6.9% more likely to belong to a gym, 5.1% less likely to fly domestic past



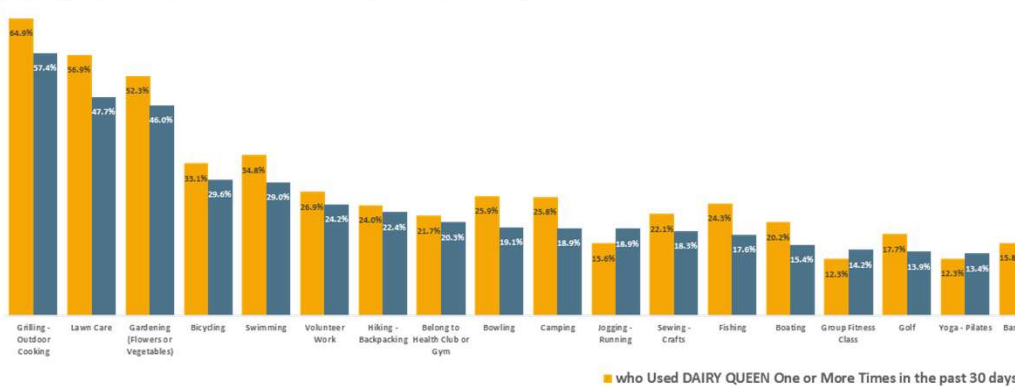
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



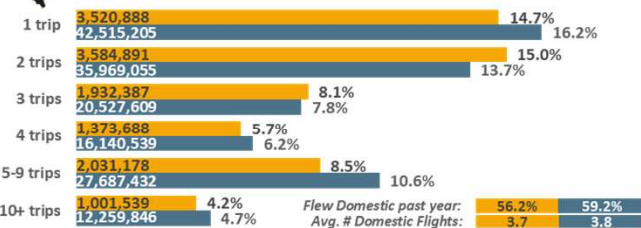
Political Activity: Adults 18 or older



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



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

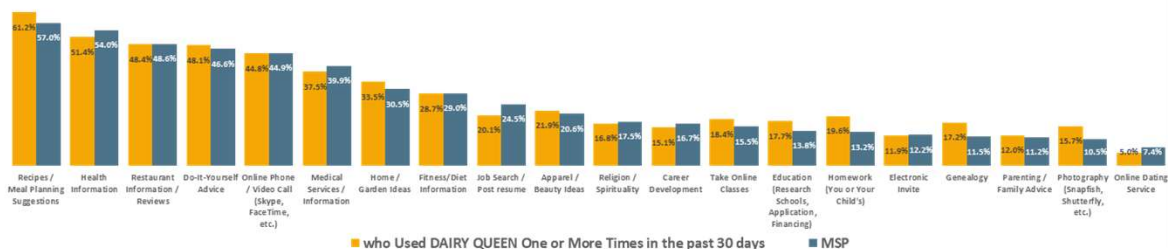




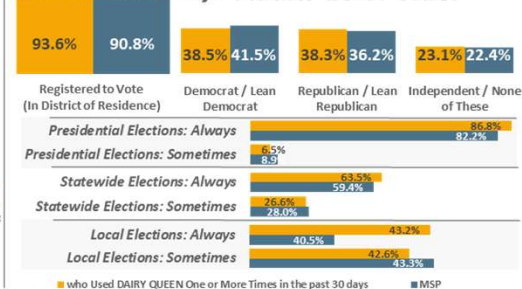
16.2% or 628,263 of MSP DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 3.4% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 15.7% more likely to belong to a gym, 1.6% less likely to fly domestic p



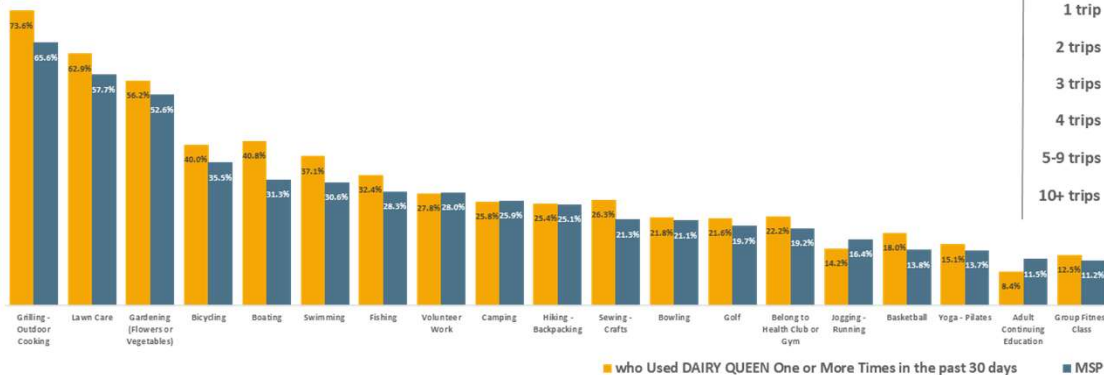
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



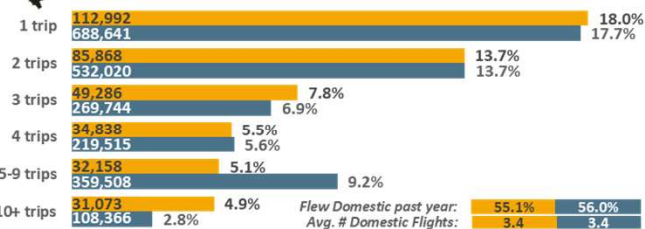
Political Activity: Adults 18 or older



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



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

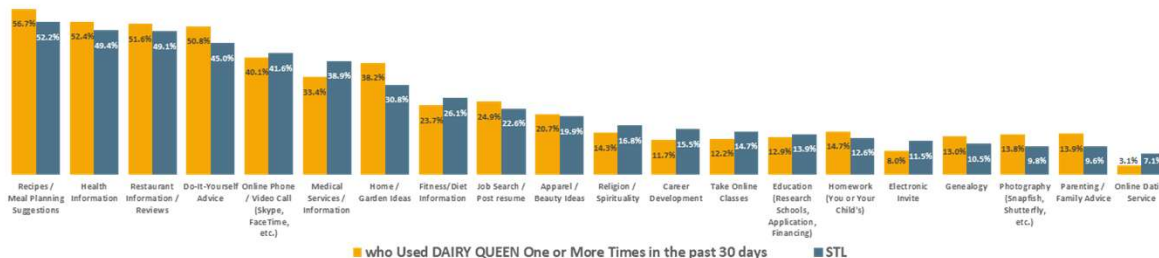




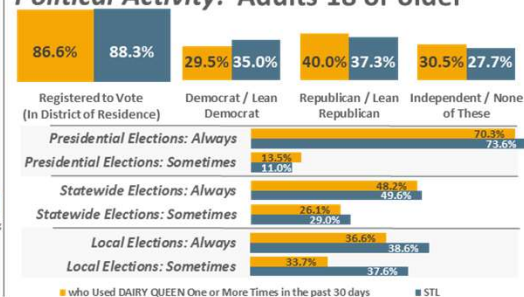
16.3% or 410,051 of STL DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 12.9% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 12.9% less likely to belong to a gym, 10.8% less likely to fly domestic



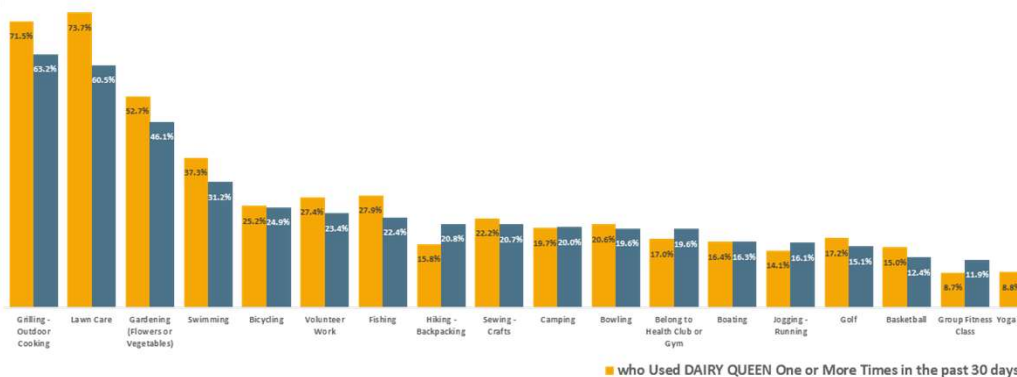
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



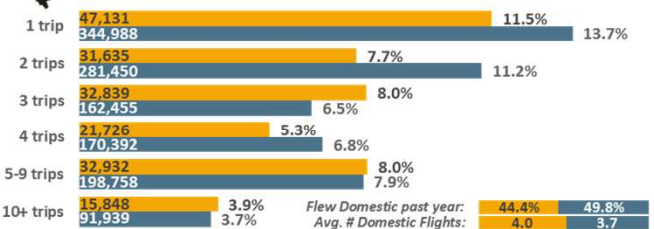
Political Activity: Adults 18 or older



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



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

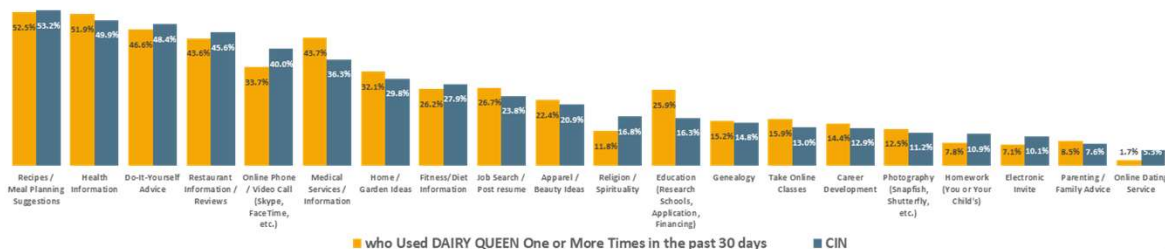




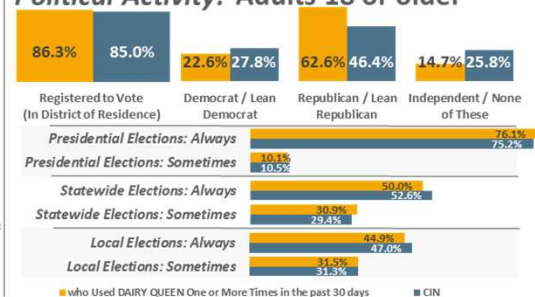
9.1% or 175,948 of CIN DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 3.8% less likely to look up D-I-Y advice online, 4.4% less likely to always vote in local elections, 42.9% more likely to belong to a gym, 8.7% more likely to fly domestic p



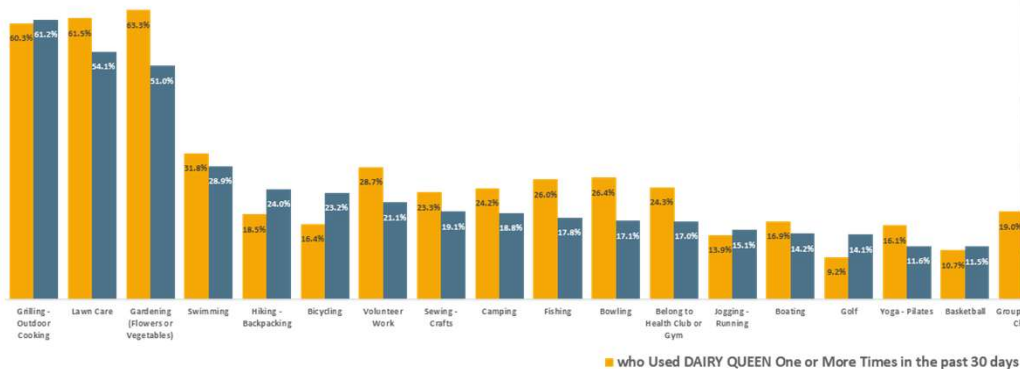
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



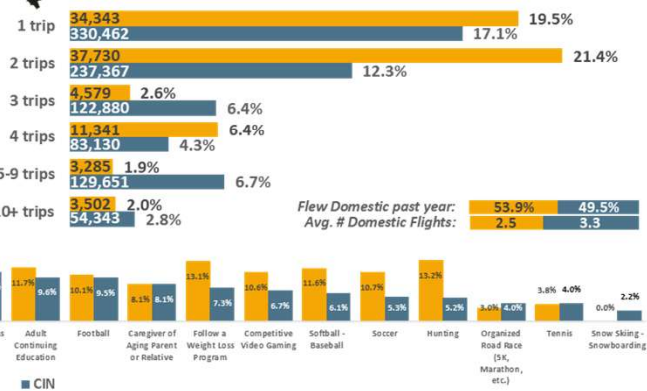
Political Activity: Adults 18 or older



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



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

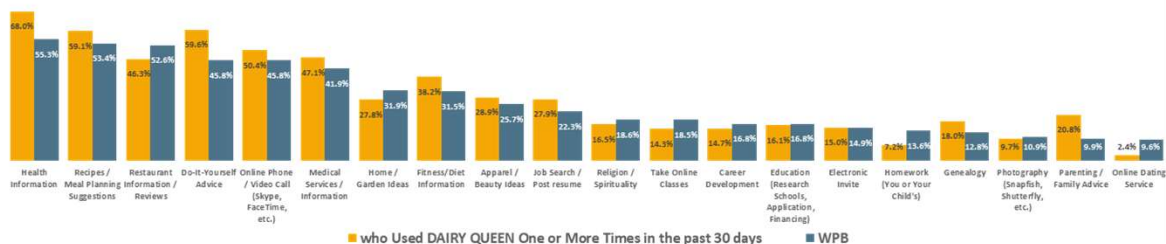




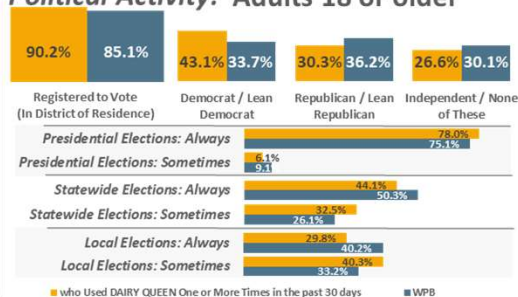
4.1% or 77,605 of WPB DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 30.2% more likely to look up D-I-Y advice online, 25.8% less likely to always vote in local elections, .4% less likely to belong to a gym, 1.4% more likely to fly domestic p



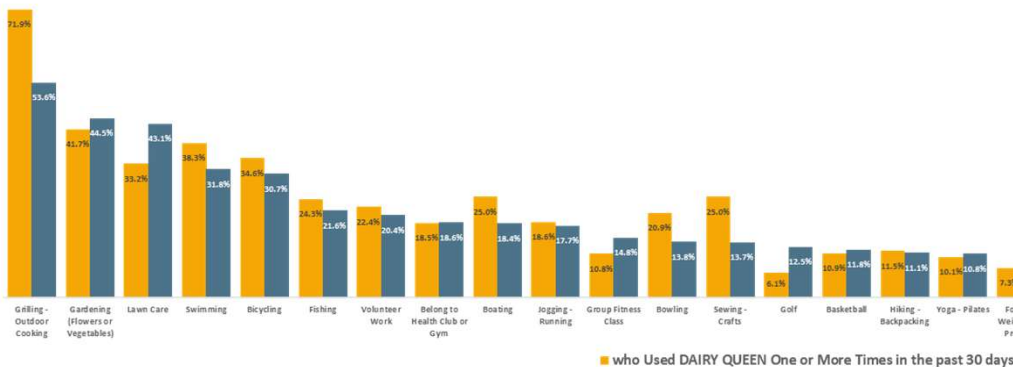
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



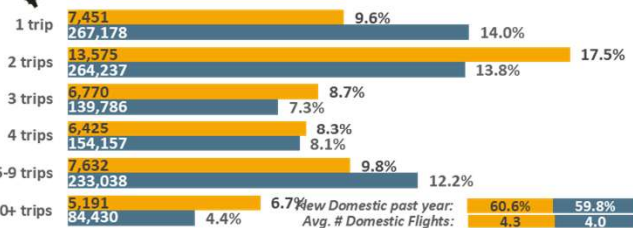
Political Activity: Adults 18 or older



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



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

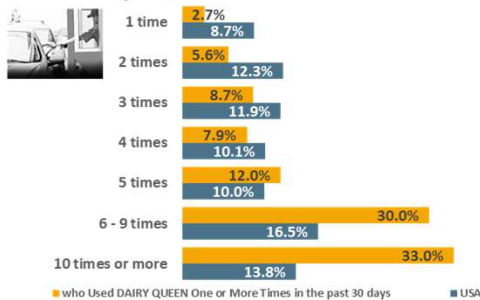


New Domestic past year: 60.6%
Avg. # Domestic Flights: 4.3



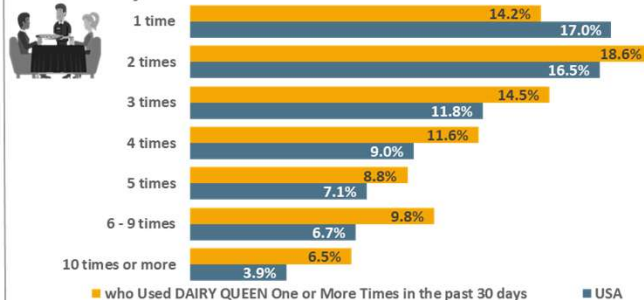
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 19.9% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 34.4% more likely to use Casinos past yr., 34.8% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



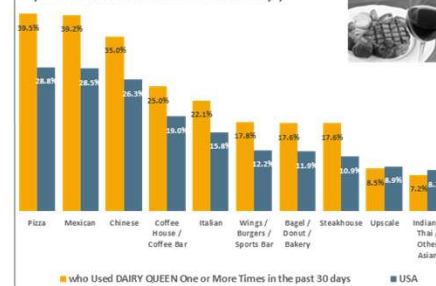
| | |
|--------------------------|-------------------------|
| Total Monthly QSR Users: | Avg. Monthly QSR Meals: |
| 100.0% | 83.4% |
| 23,916,912 | 8.5 |
| 2 | 5.9 |

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



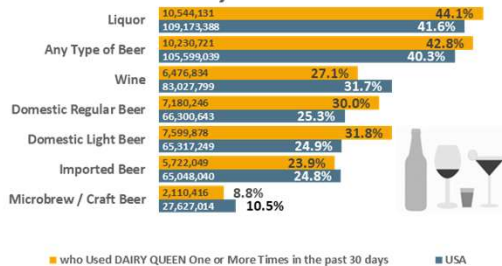
| | |
|------------------------------------------|-----------------------------------------|
| Total Monthly Sit-Down Restaurant Users: | Avg. Monthly Sit-Down Restaurant Meals: |
| 84.0% | 72.0% |
| 20,084,781 | 4.2 |
| 188,675,723 | 3.7 |

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



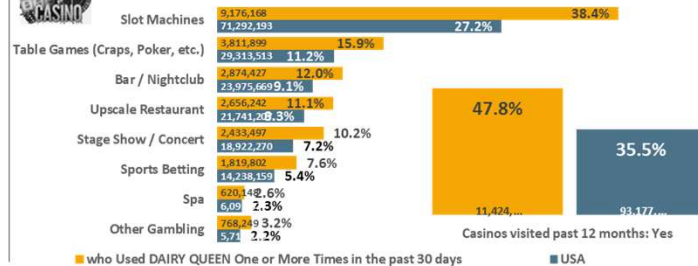
| |
|--------------------------------------------------------------------------|
| Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) |
| who Used DAIRY QUEEN One or More Times in the past... |
| 5,537,309 |
| 23.2% |
| USA |
| 1 |
| 19.5% |

Drank Past 30-days: Adults 18 or older



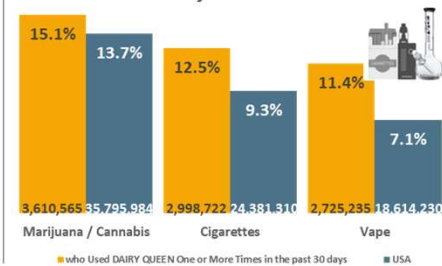
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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Past 12 months Casino Activities: Adults 18 or older



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Used Past 30-days: Adults 18 or older

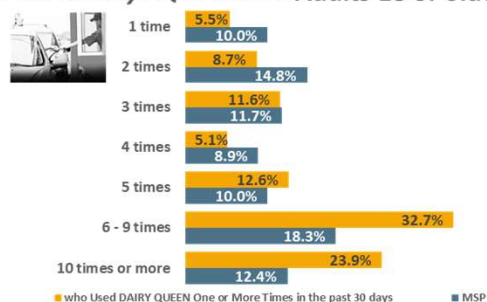


Quick service restaurants used past 30 days: Dairy Queen

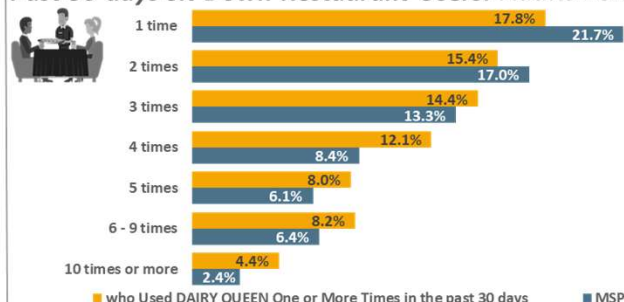


16.2% or 628,263 of MSP DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 15.9% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 13.5% more likely to use Casinos past yr., 14.4% less likely to smoke cigarett

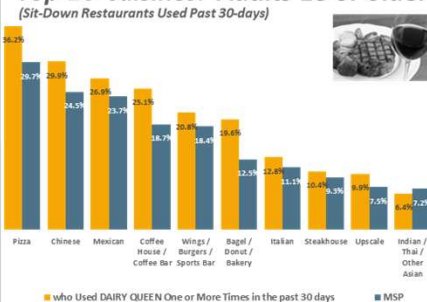
Past 30-days QSR Users: Adults 18 or older



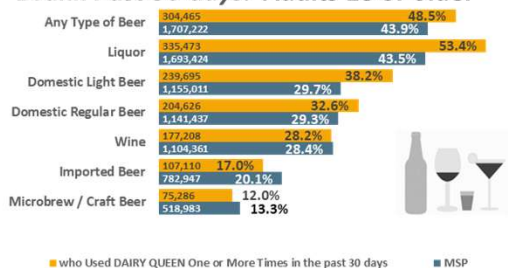
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



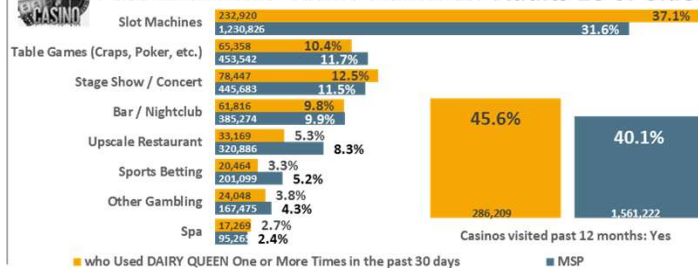
Top-10 Cuisines: Adults 18 or older



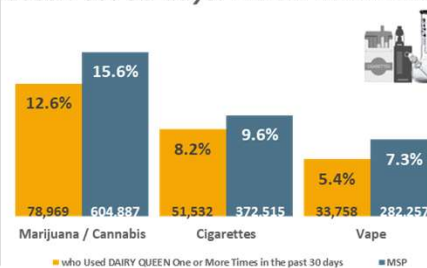
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



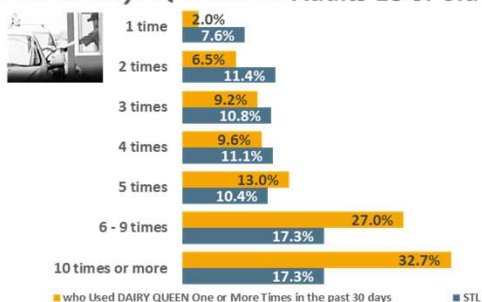
Used Past 30-days: Adults 18 or older



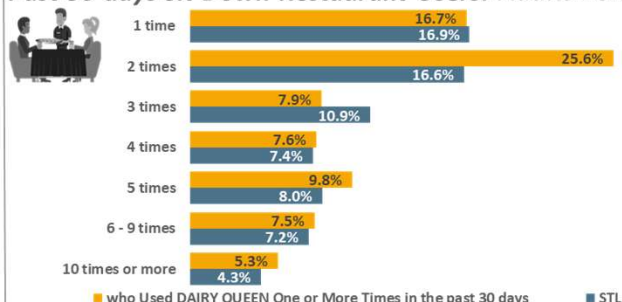


16.3% or 410,051 of STL DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 16.5% more likely to use QSRs past mo., 13.% more likely to use Sit-Down Restaurants past mo., 5.1% less likely to use Casinos past yr., 1.8% less likely to smoke cigarettes

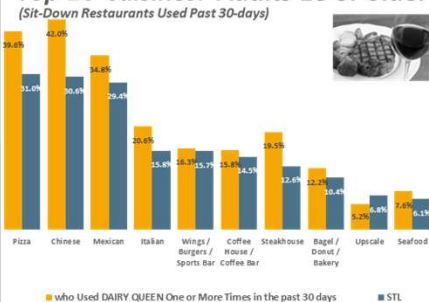
Past 30-days QSR Users: Adults 18 or older



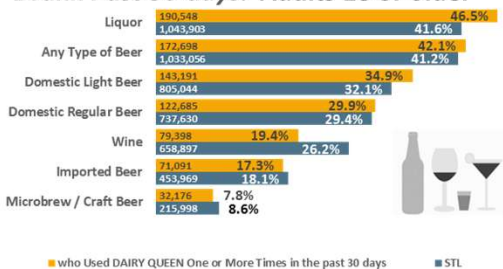
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



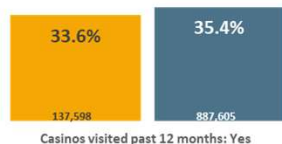
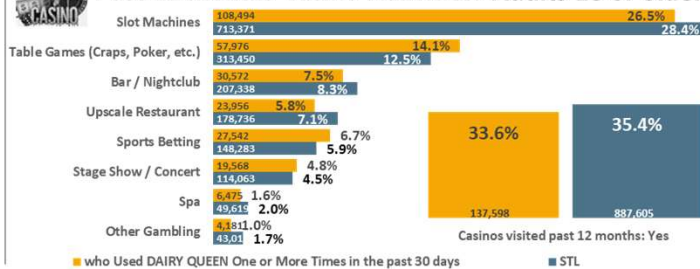
Top-10 Cuisines: Adults 18 or older



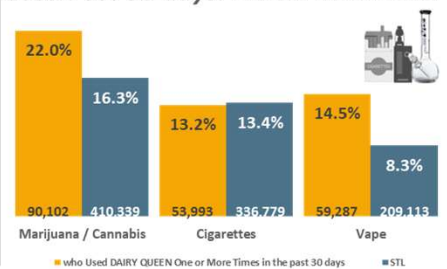
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



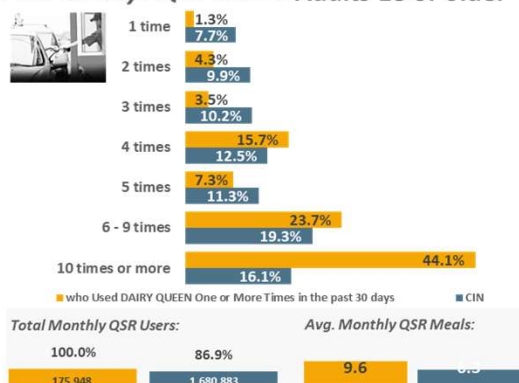
Used Past 30-days: Adults 18 or older



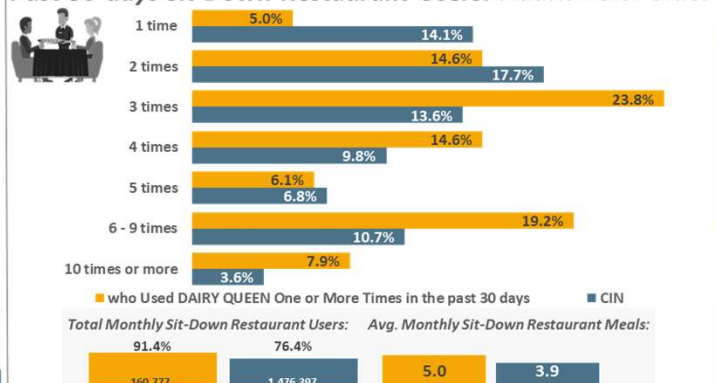


9.1% or 175,948 of CIN DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 15.% more likely to use QSRs past mo., 19.7% more likely to use Sit-Down Restaurants past mo., 20.3% more likely to use Casinos past yr., 66.% more likely to smoke cigarette

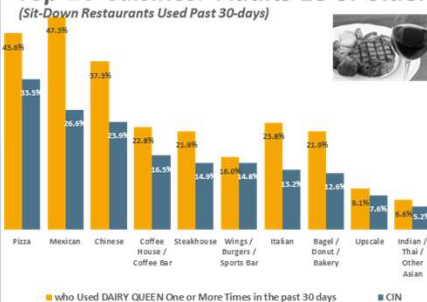
Past 30-days QSR Users: Adults 18 or older



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

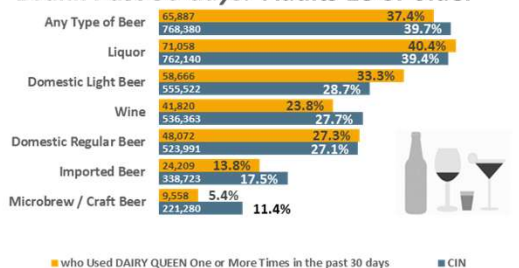


Top-10 Cuisines: Adults 18 or older

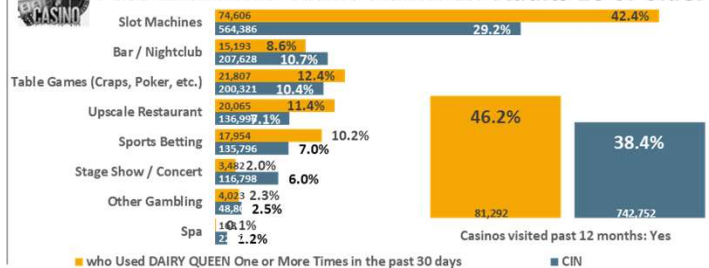


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used DAIRY QUEEN One or More Times in the past 30 days: 53,455 (30.4%)
 CIN: 366,382 (18.9%)

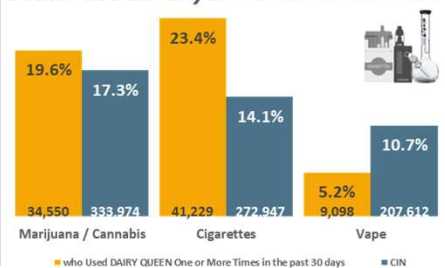
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



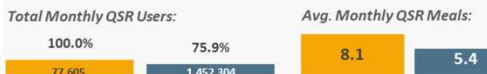
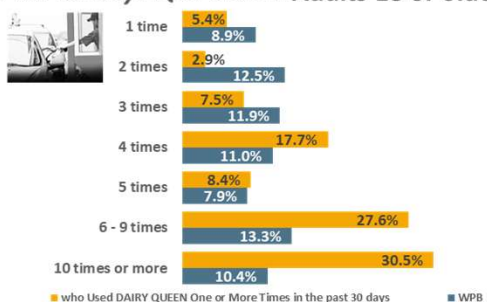
Used Past 30-days: Adults 18 or older



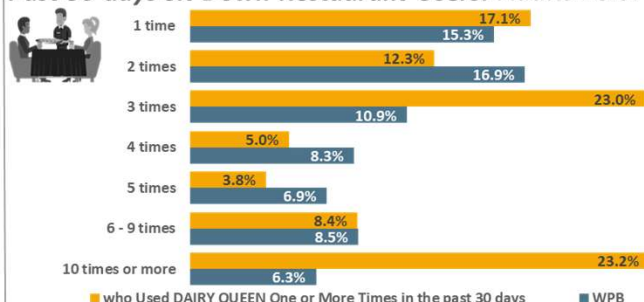


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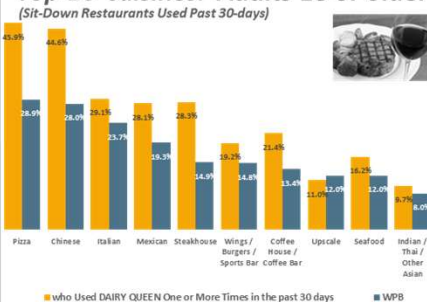
Past 30-days QSR Users: Adults 18 or older



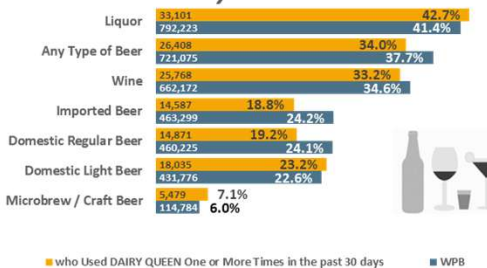
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



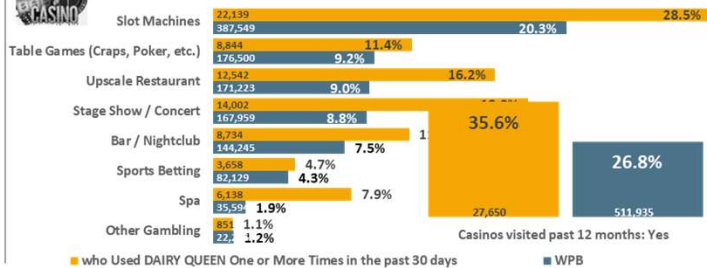
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



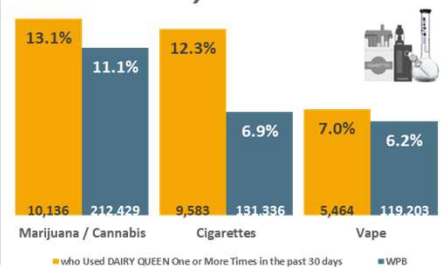
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





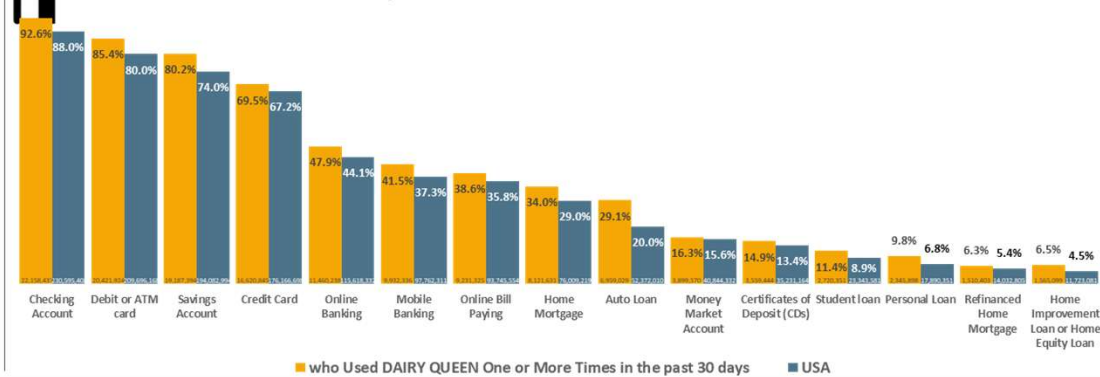
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 1.3% more likely to have a 401K, 45.7% more likely to have an Auto Loan, 10.2% less likely to Invest/Trade Stocks Online, 17.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



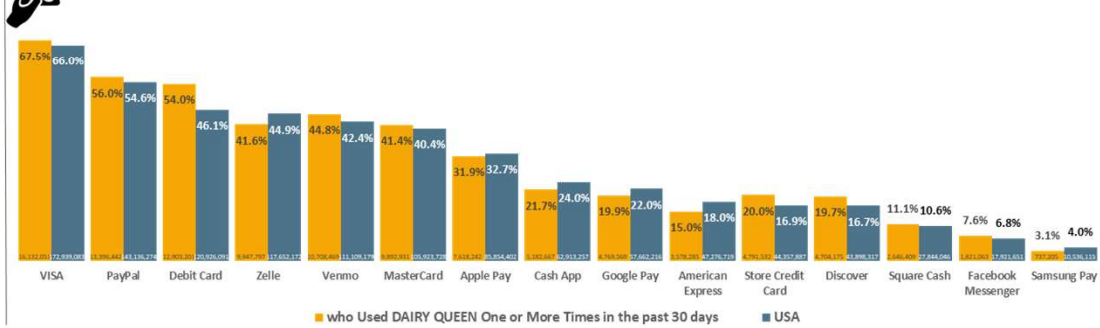
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





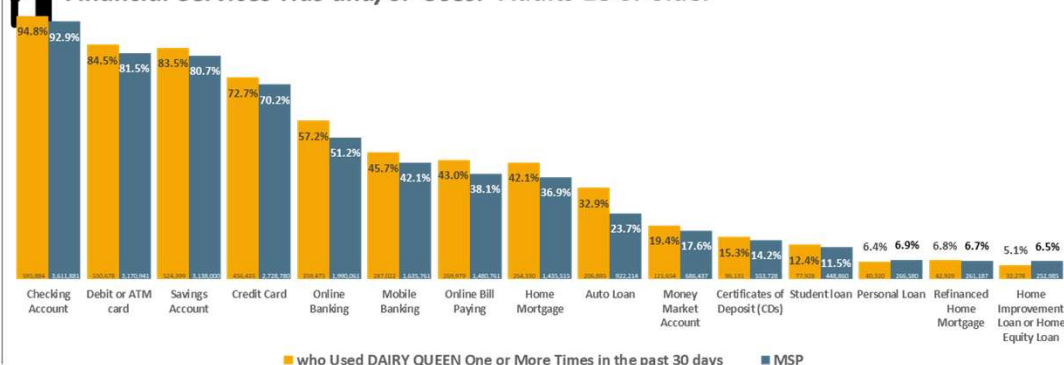
16.2% or 628,263 of MSP DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 12.7% less likely to have a 401K, 38.9% more likely to have an Auto Loan, 23.3% less likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



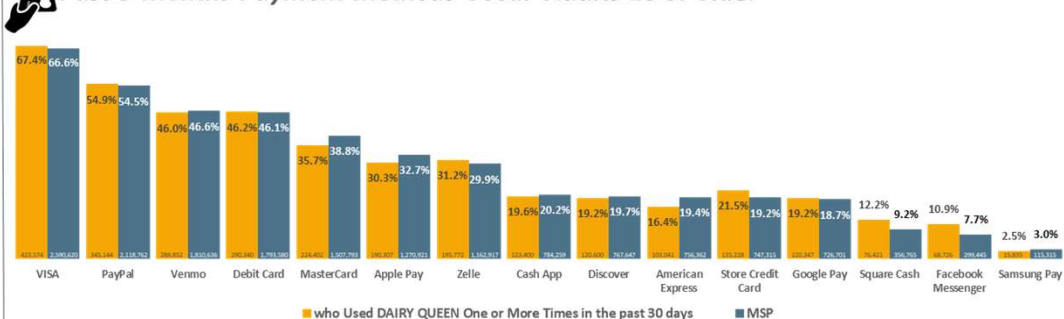
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



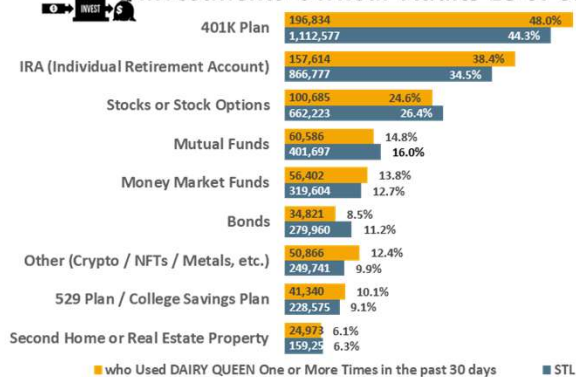
(*Past 12 Months)



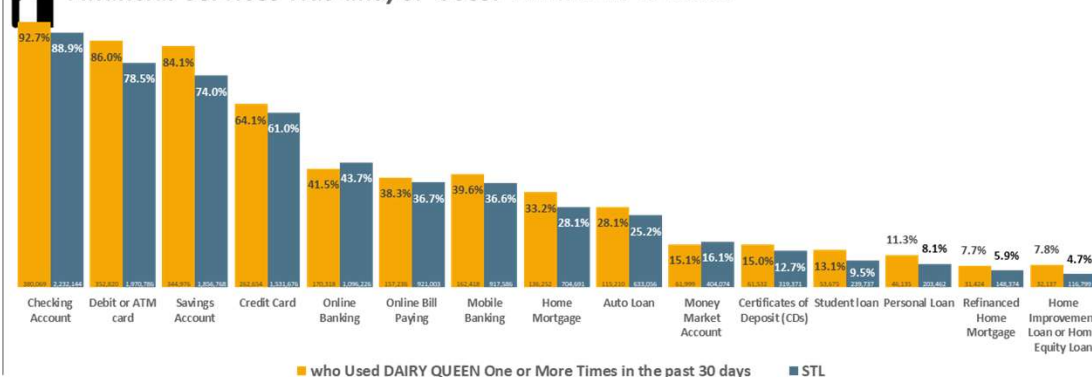
16.3% or 410,051 of STL DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 8.3% more likely to have a 401K, 11.4% more likely to have an Auto Loan, 1.9% more likely to Invest/Trade Stocks Online, 11.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



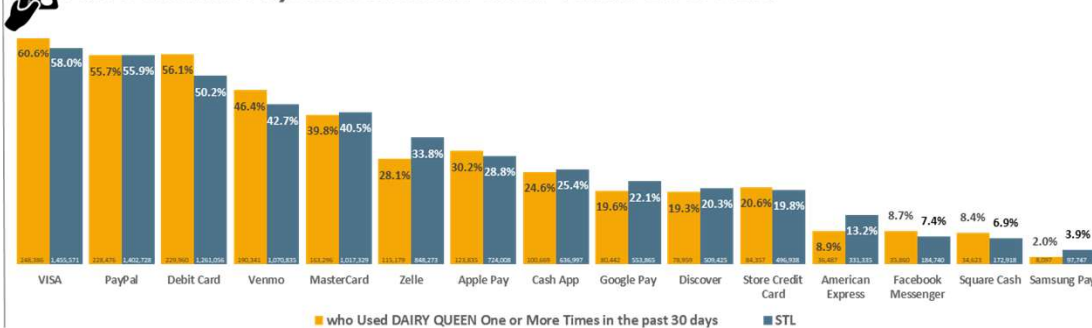
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

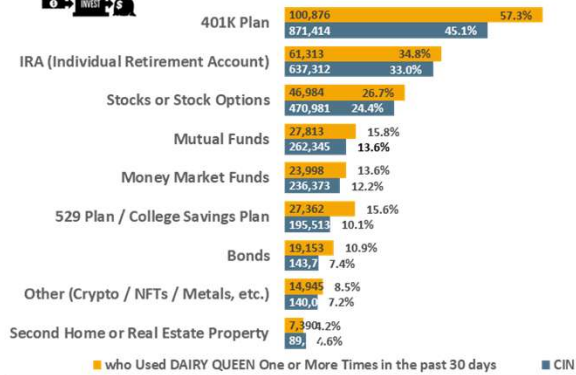




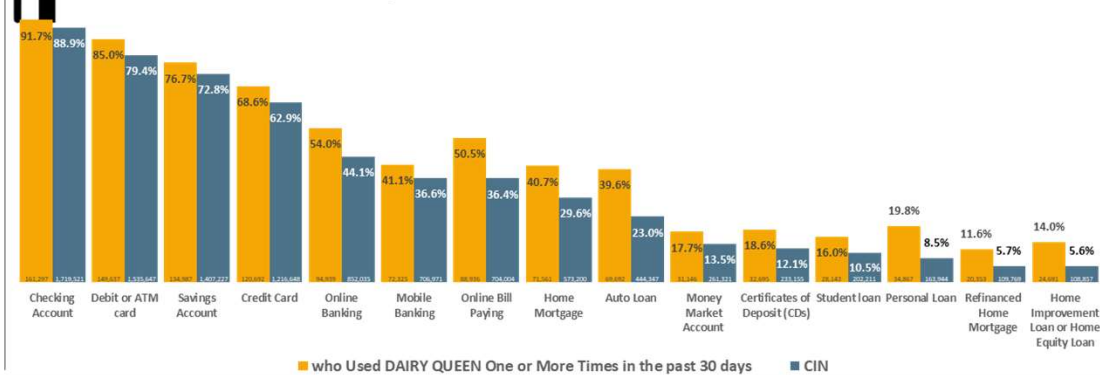
9.1% or 175,948 of CIN DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 27.2% more likely to have a 401K, 72.4% more likely to have an Auto Loan, 50.5% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



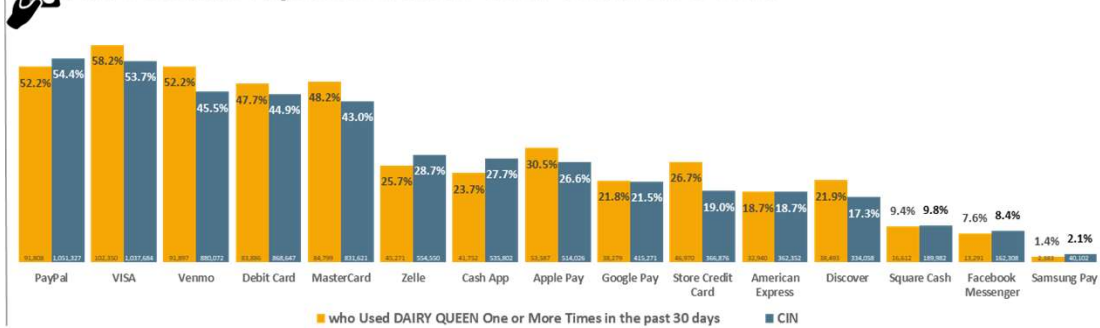
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





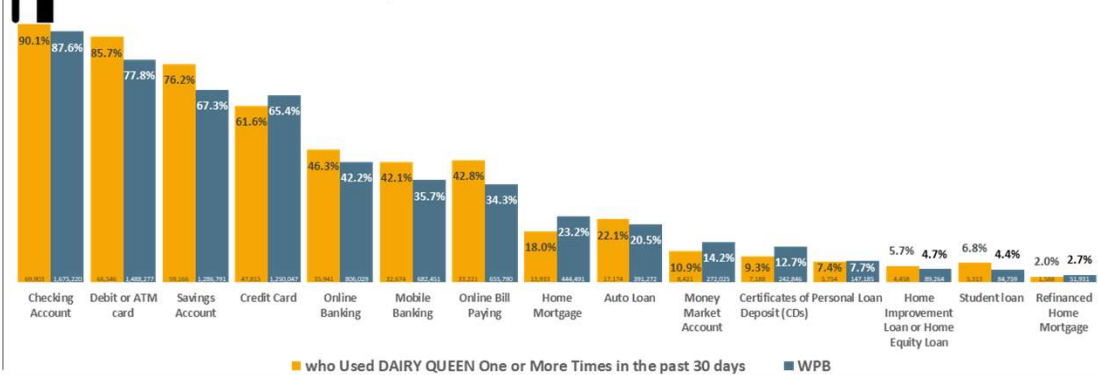
4.1% or 77,605 of WPB DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 18.9% less likely to have a 401K, 8.2% more likely to have an Auto Loan, 32.1% less likely to Invest/Trade Stocks Online, 24.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



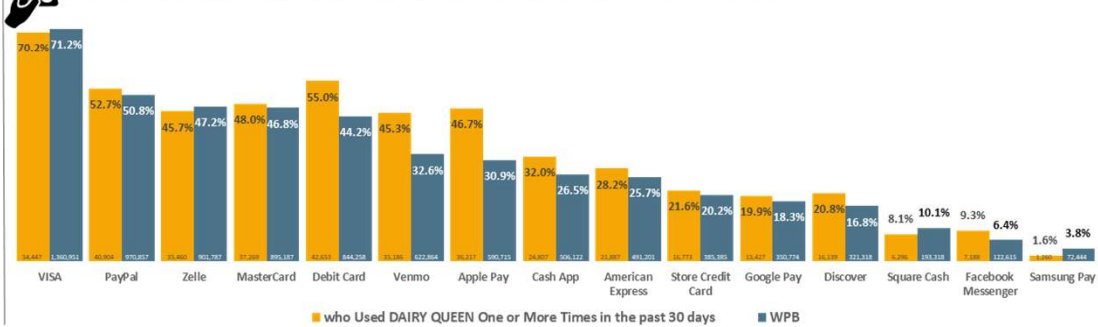
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

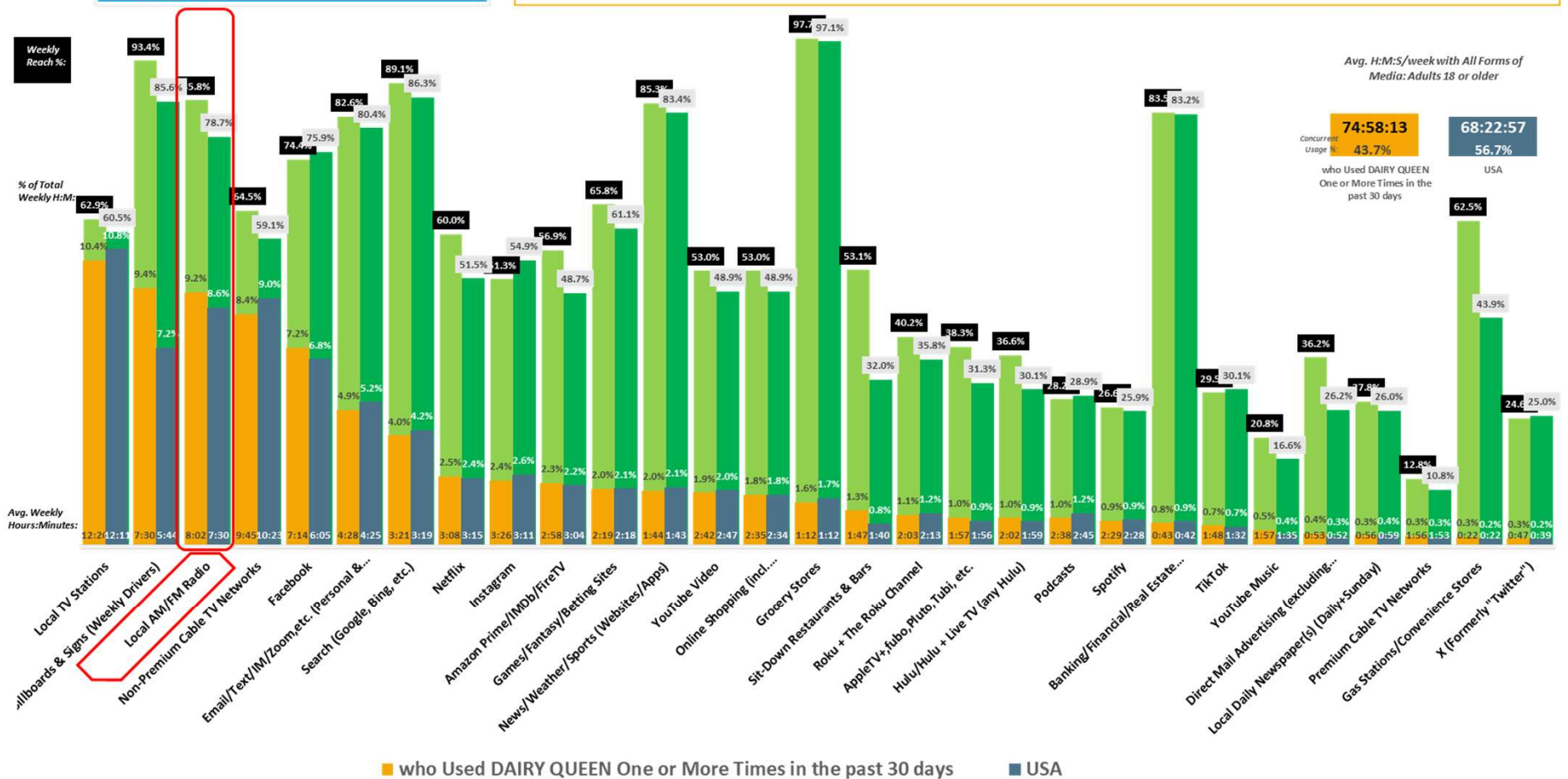


Past 3-Months Payment Methods Used: Adults 18 or older





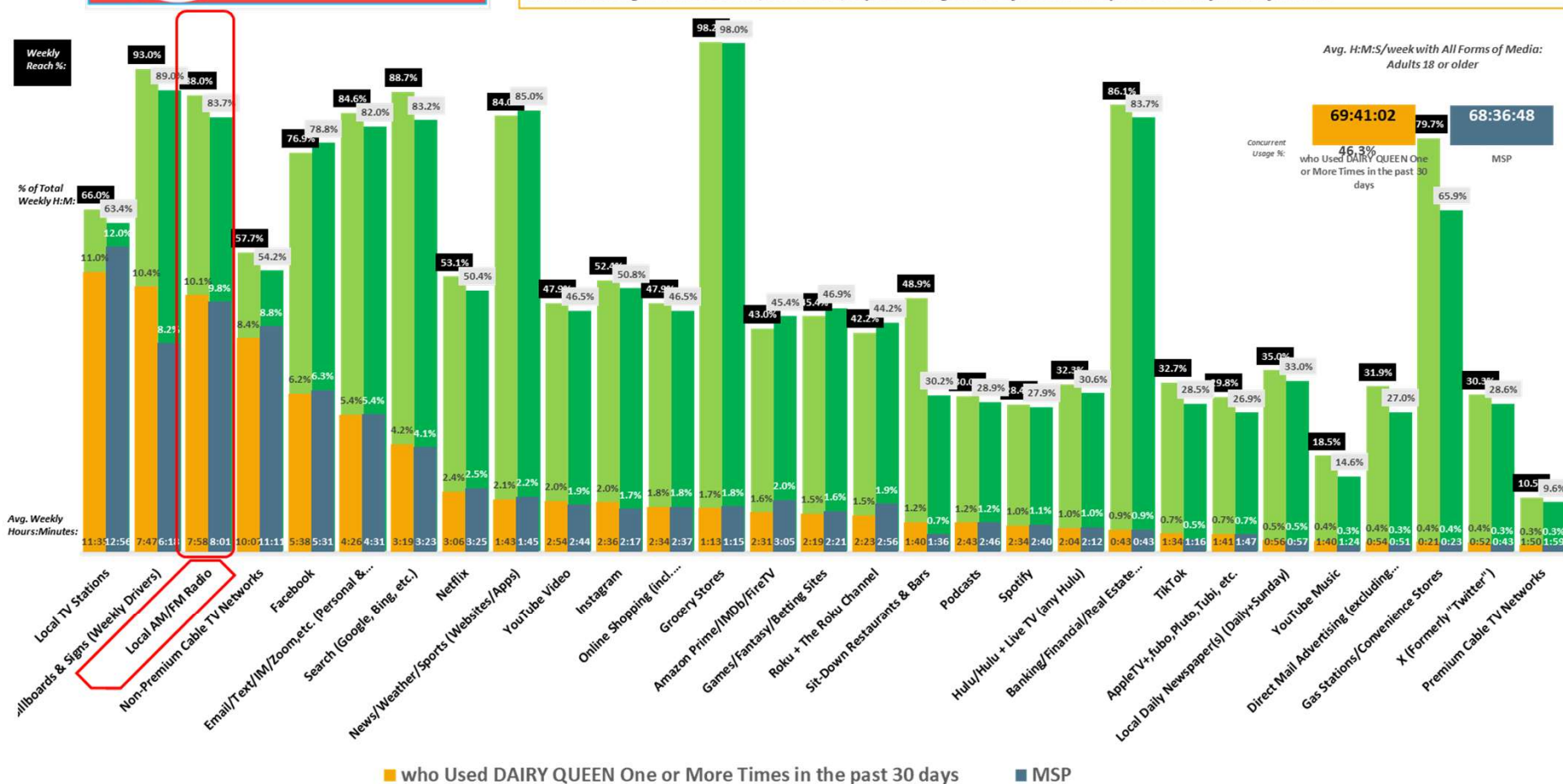
Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 2 hours, 58 minutes and 13 seconds each week with All Forms of Media.
 85.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





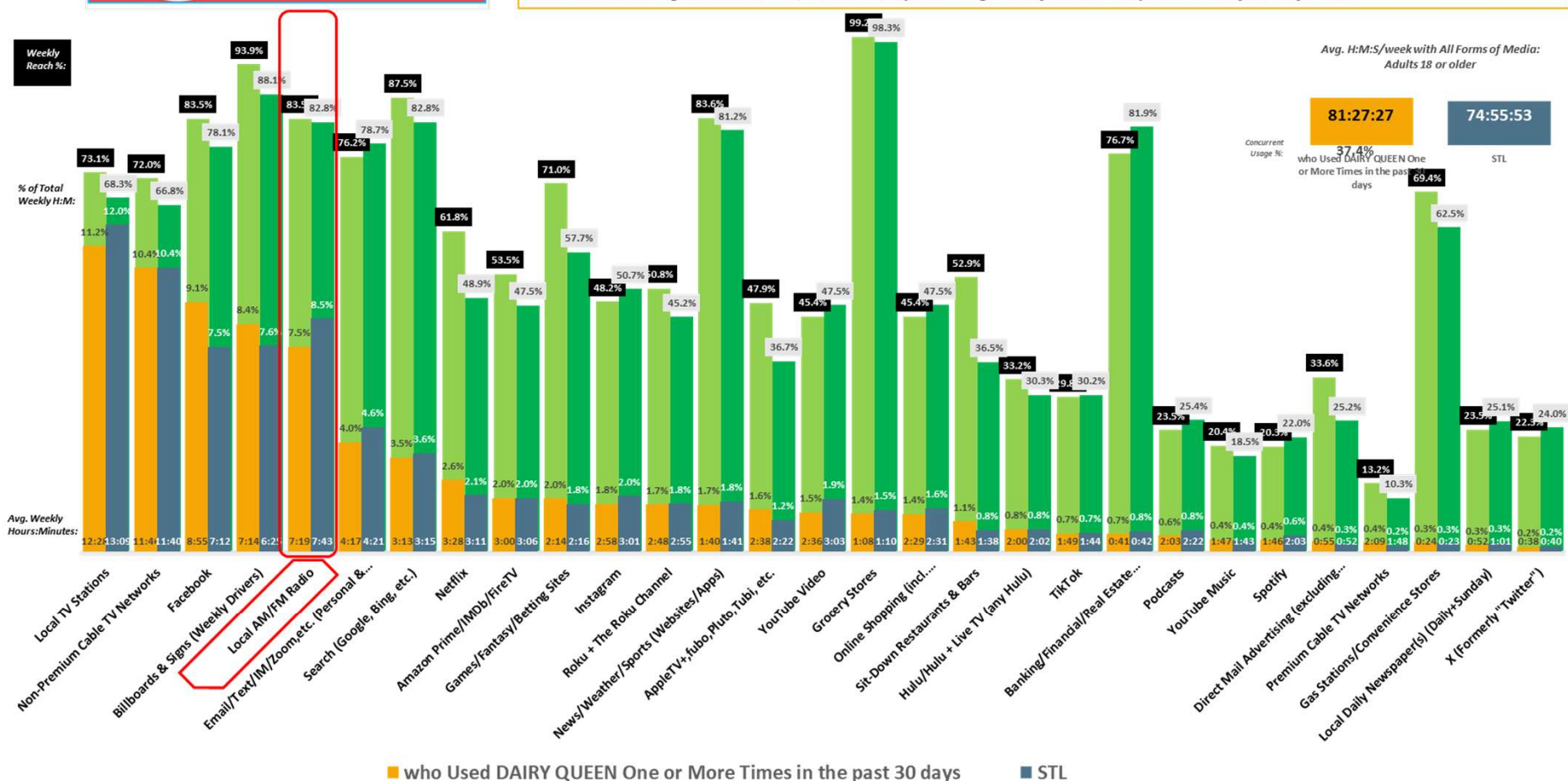
Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 21 hours, 41 minutes and 2 seconds each week with All Forms of Media.

88.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 9 hours, 27 minutes and 27 seconds each week with All Forms of Media.
 83.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



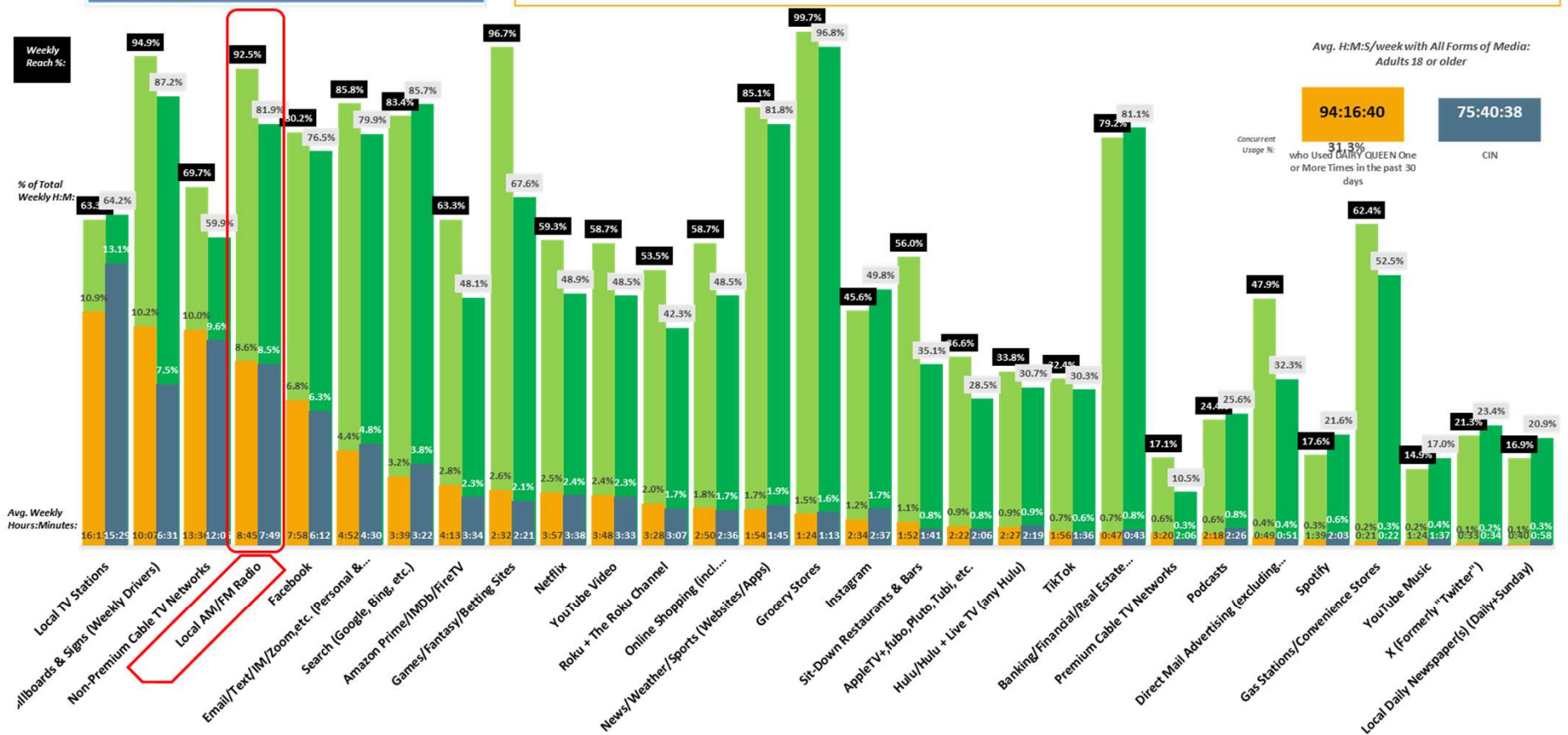
Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

81:27:27
 who Used DAIRY QUEEN One or More Times in the past 30 days
 37.4% Concurrent Usage %

STL



Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 22 hours, 16 minutes and 40 seconds each week with All Forms of Media.
 92.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



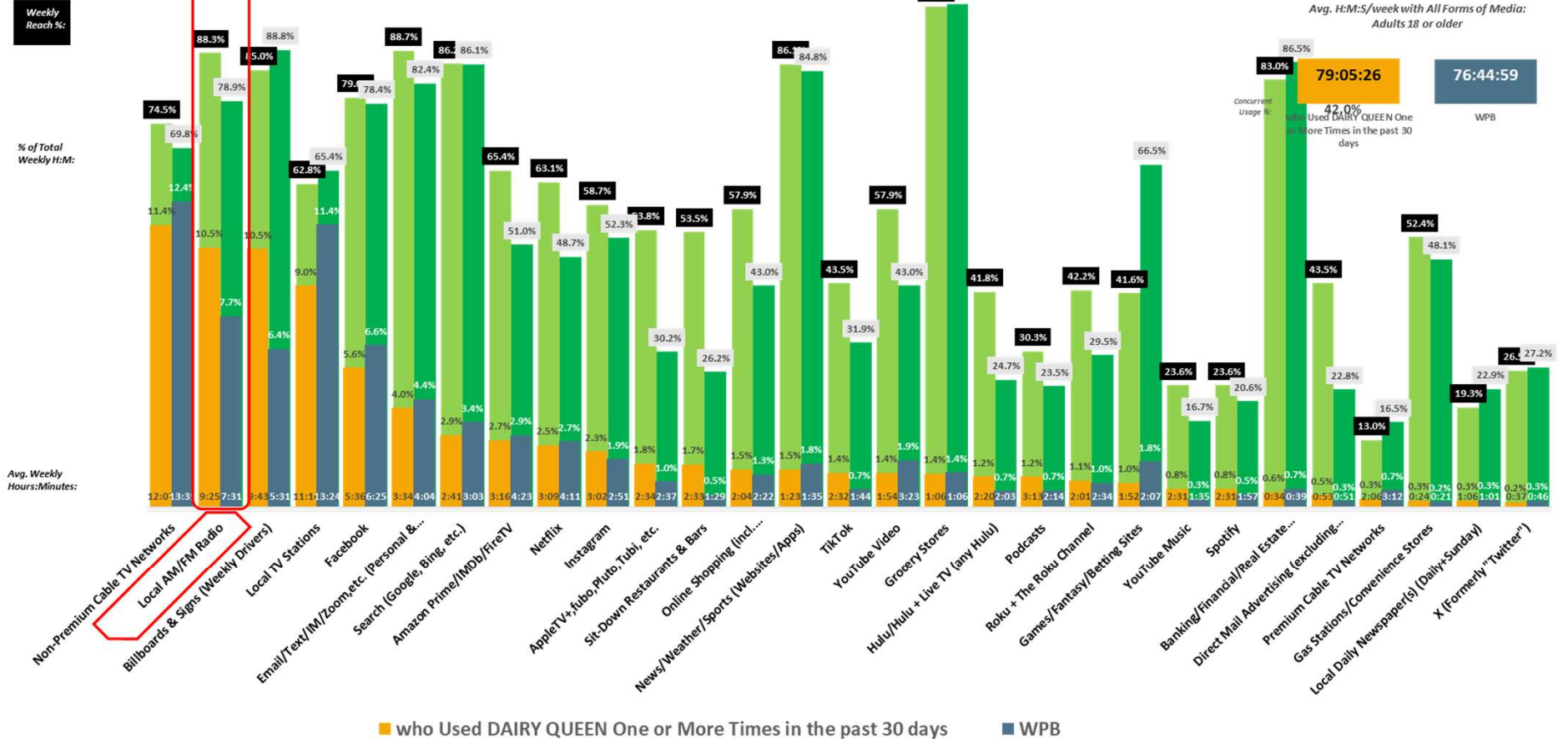
who Used DAIRY QUEEN One or More Times in the past 30 days

CIN



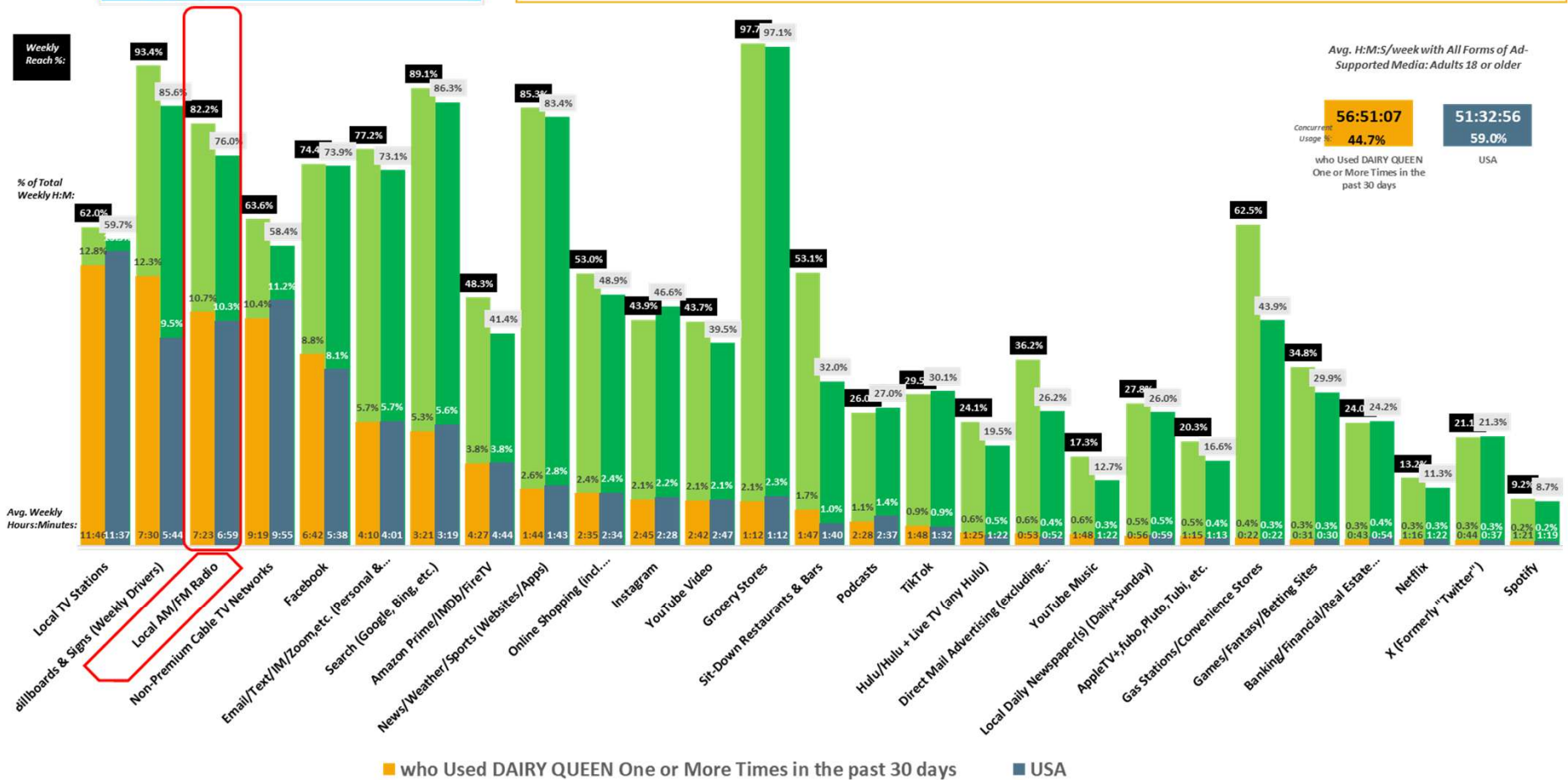
Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 7 hours, 5 minutes and 26 seconds each week with All Forms of Media.

88.3% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 9 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



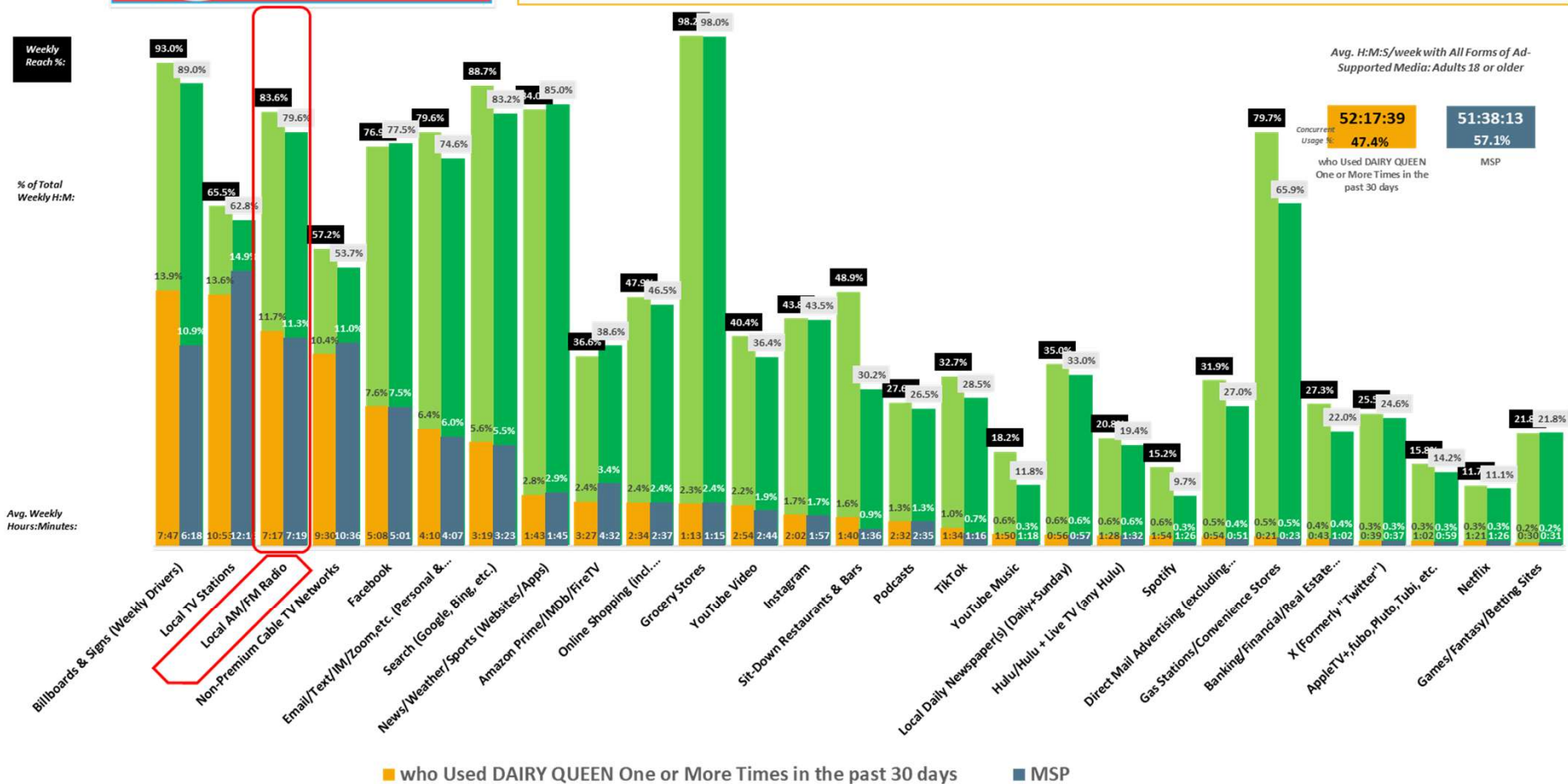


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 8 hours, 51 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Med



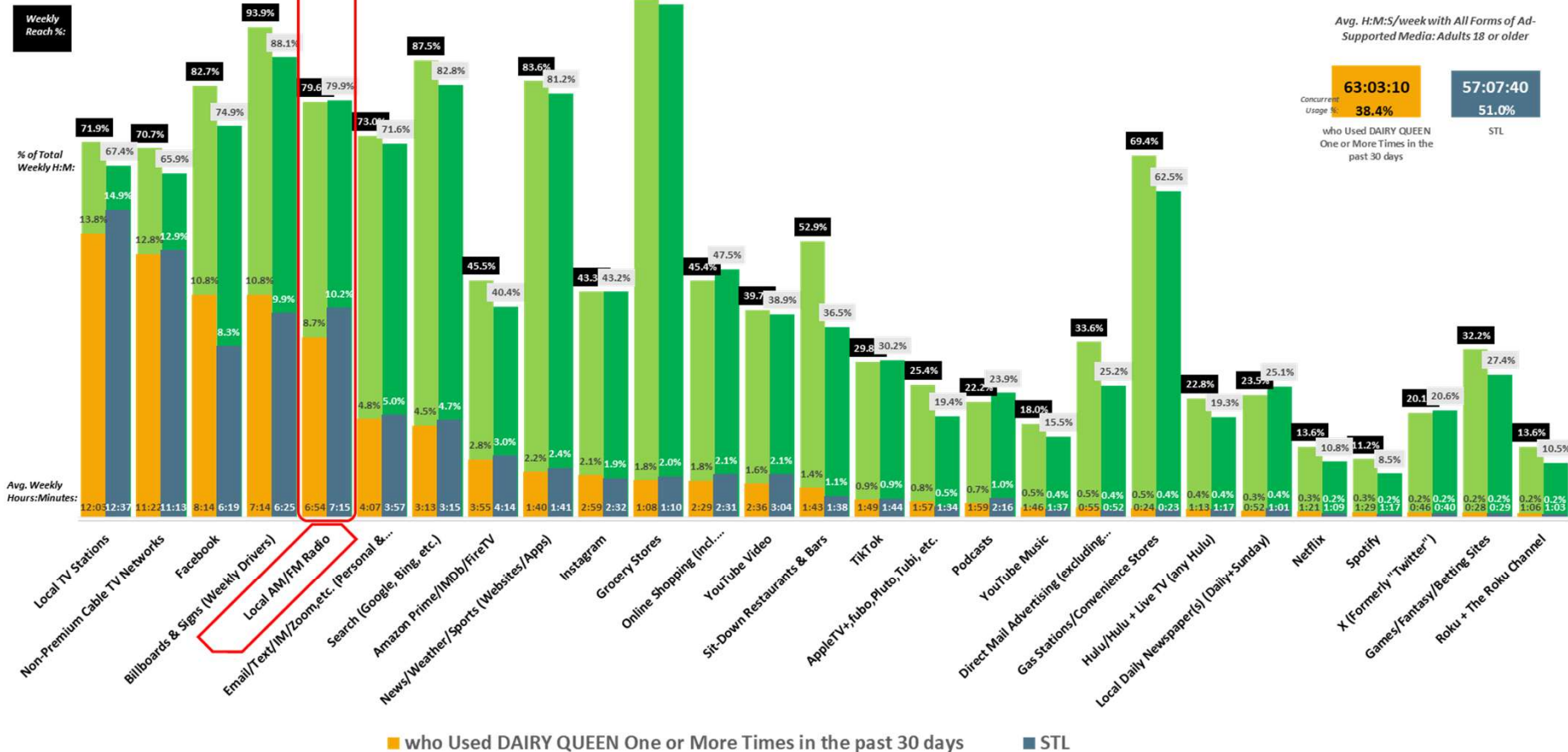


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 4 hours, 17 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
83.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Med



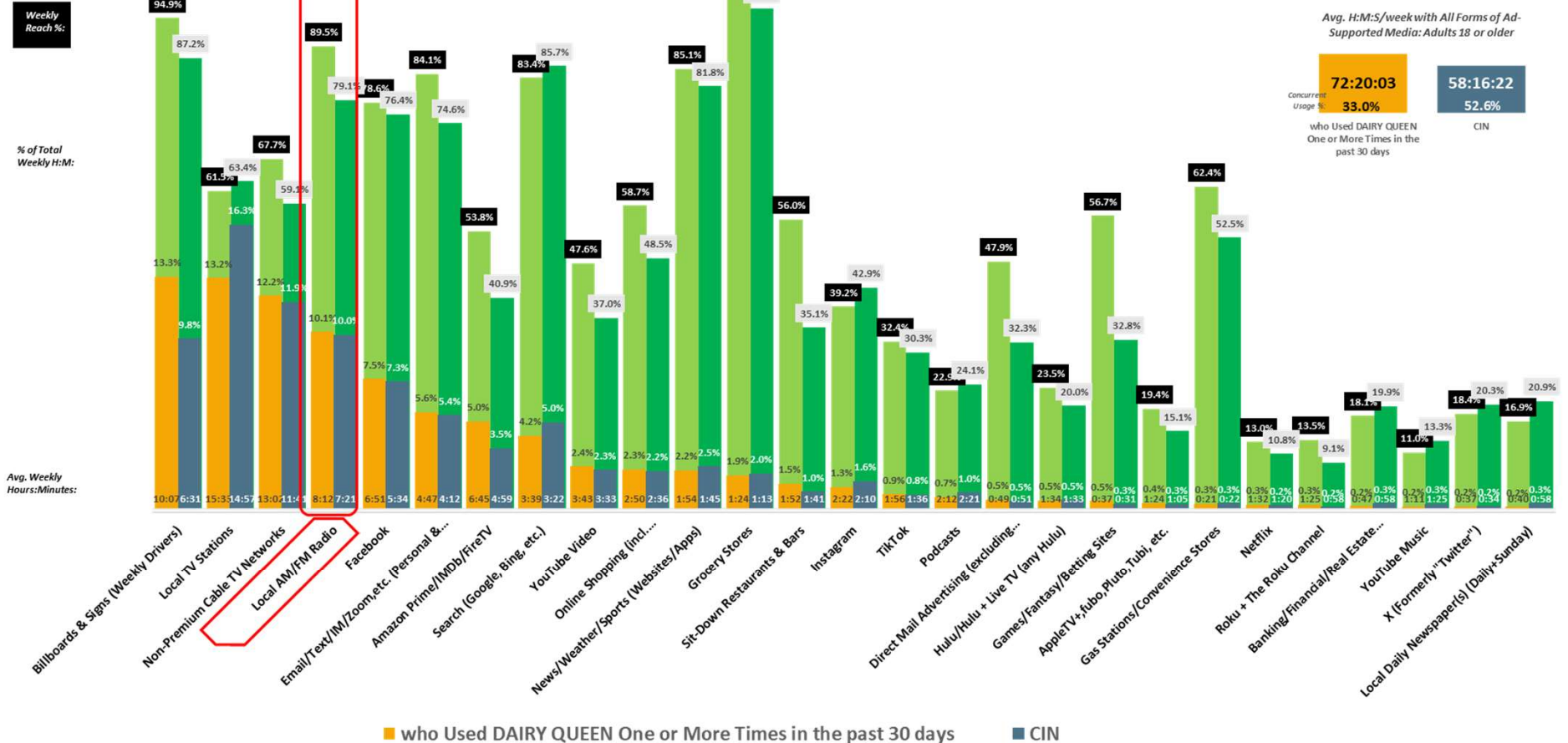


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 15 hours, 3 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 0 hours, 20 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 89.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Med

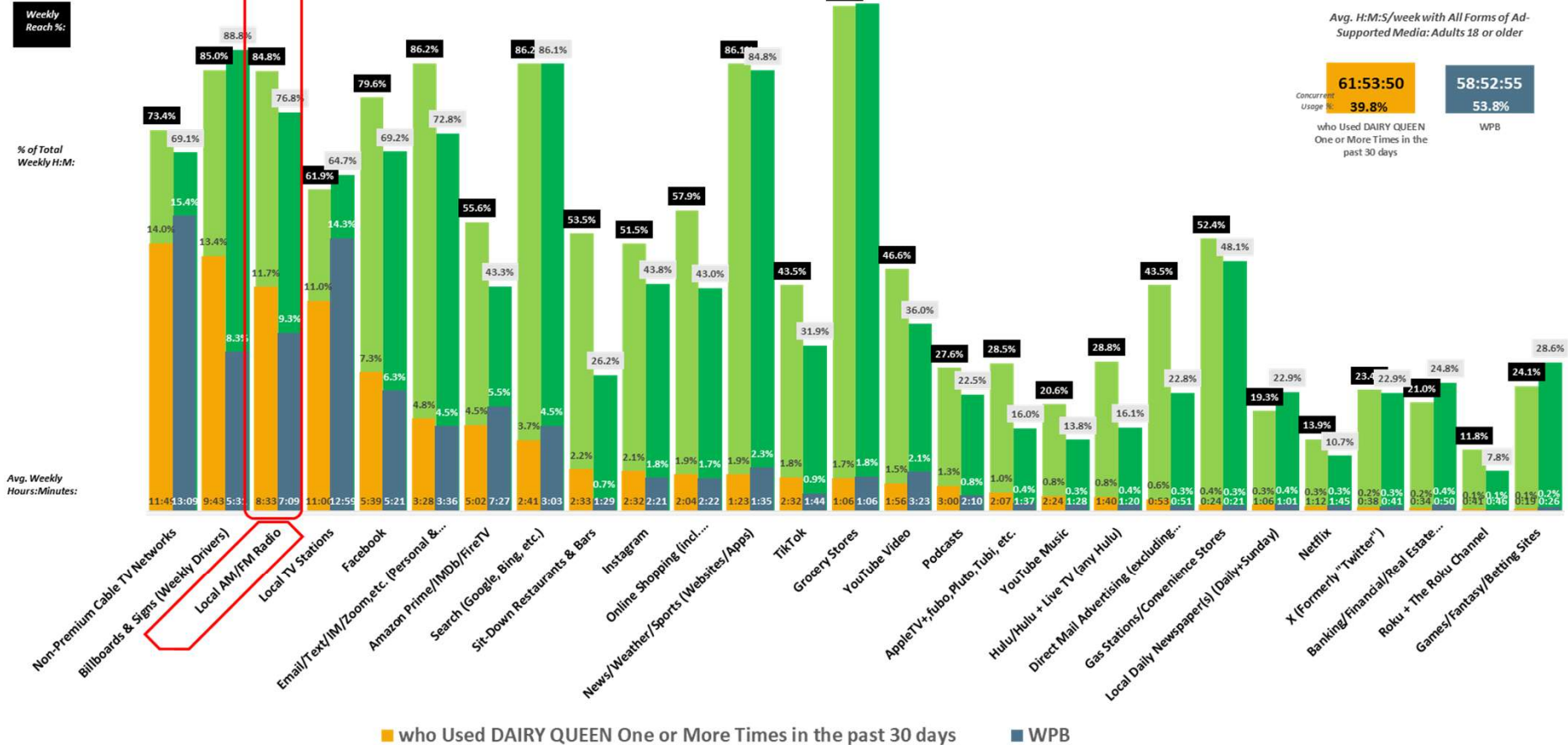


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

| | | |
|------------------------------------------------------------|----------|----------|
| Concurrent Usage % | 72:20:03 | 58:16:22 |
| who Used DAIRY QUEEN One or More Times in the past 30 days | 33.0% | 52.6% |



Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 13 hours, 53 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 84.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Med

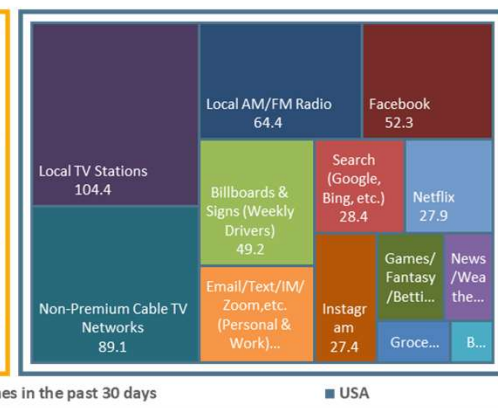
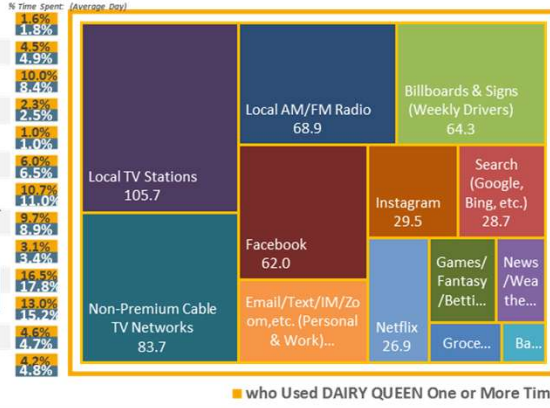
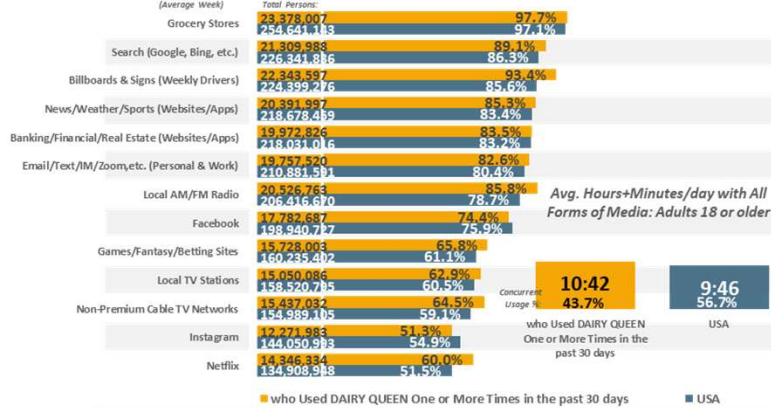




Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

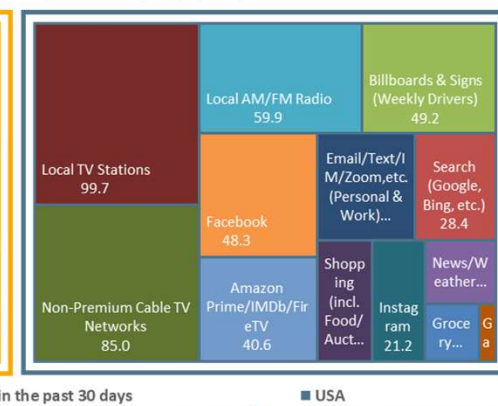
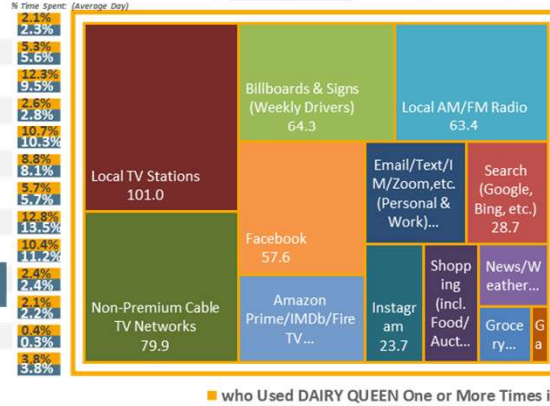
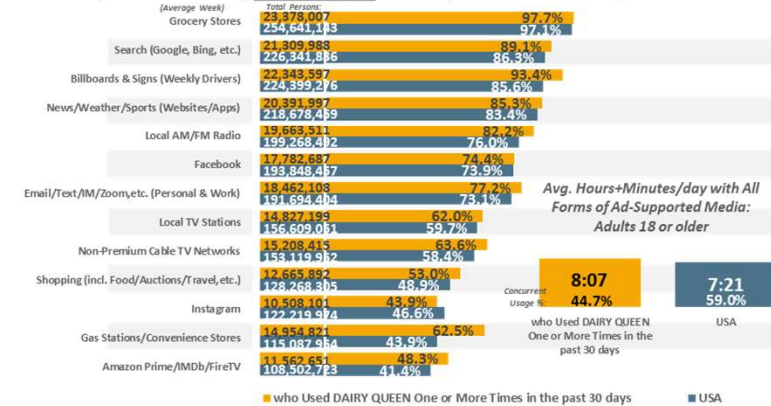
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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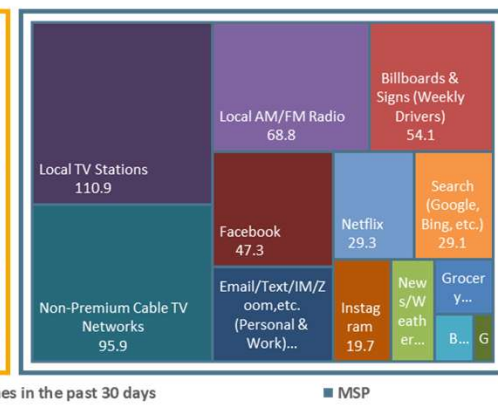
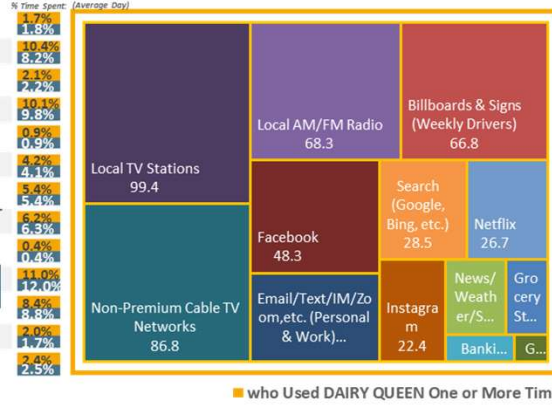
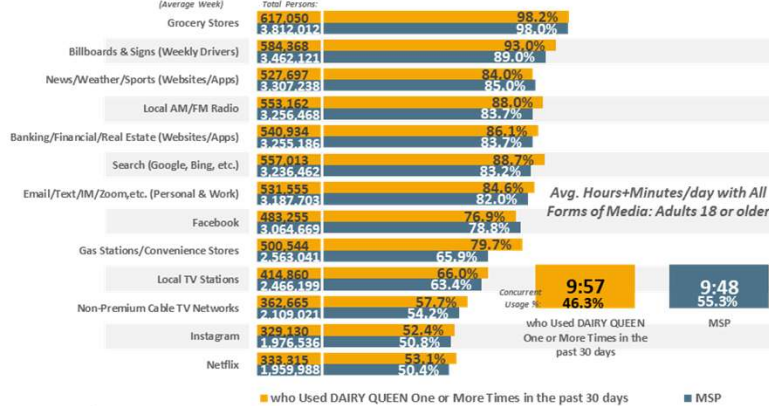
Quick service restaurants used past 30 days: Dairy Queen



Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

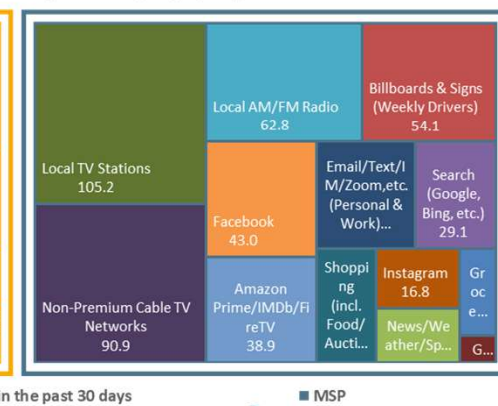
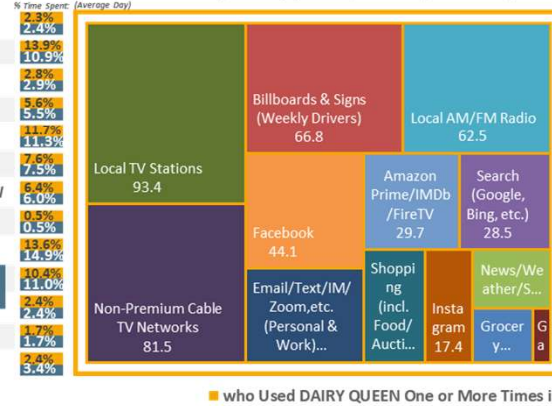
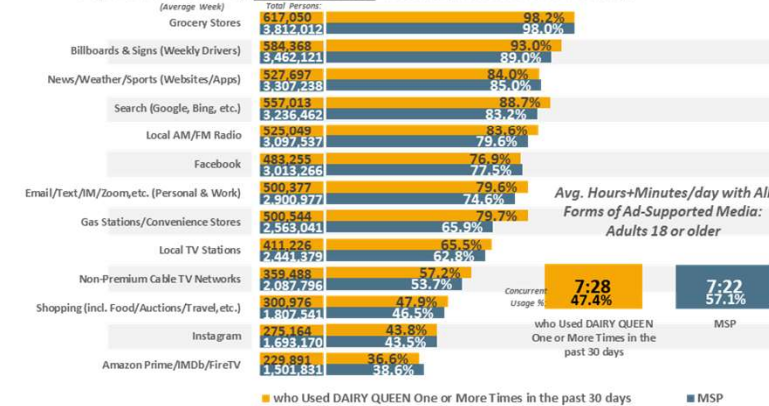
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

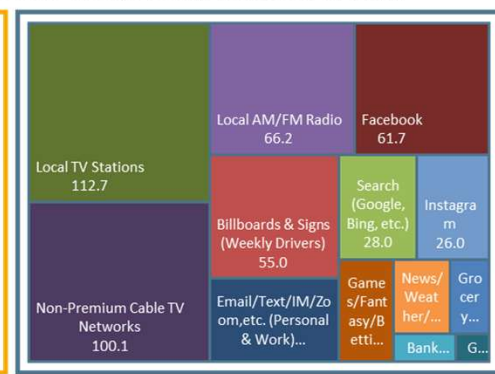
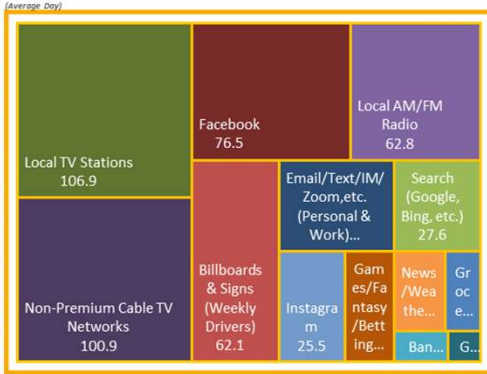
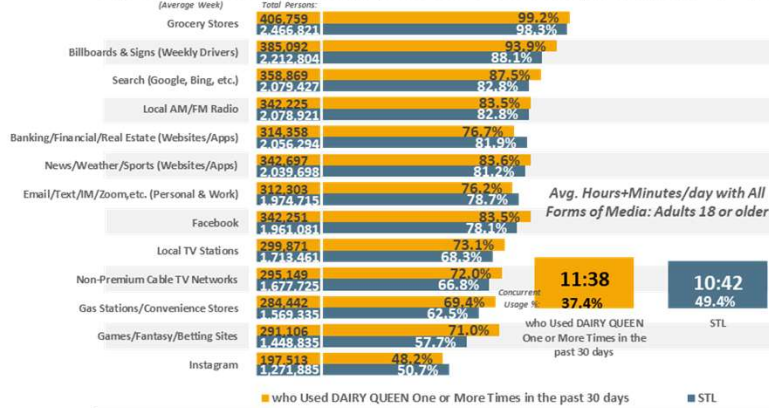




Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

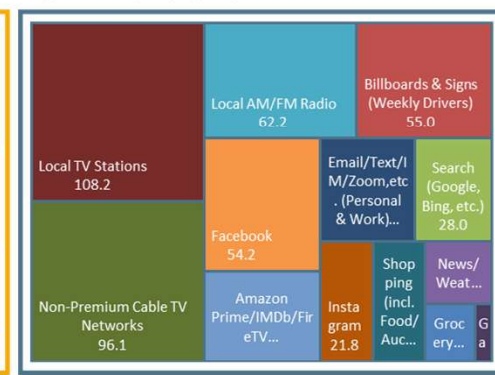
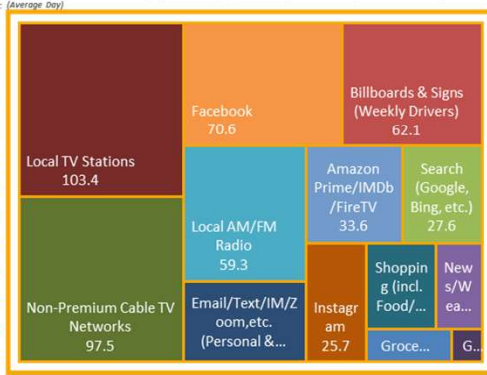
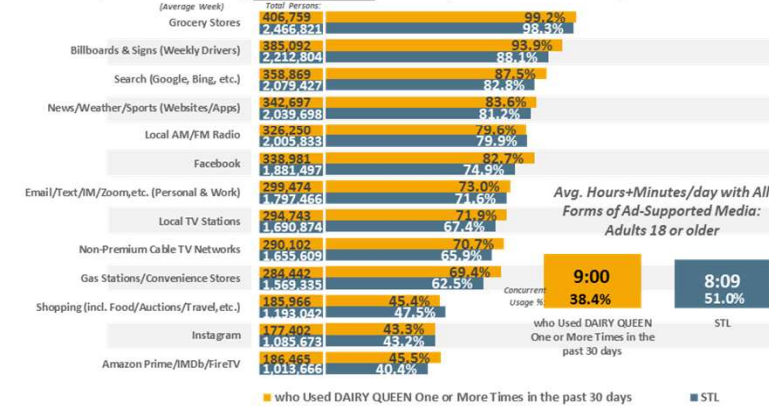
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 312
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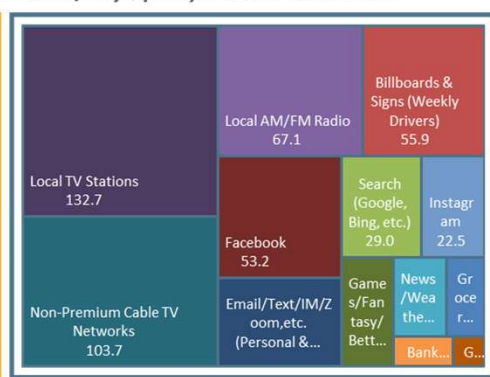
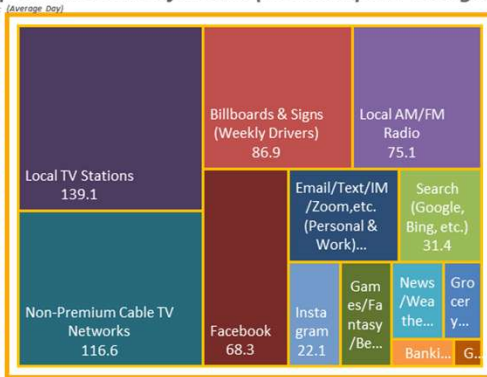
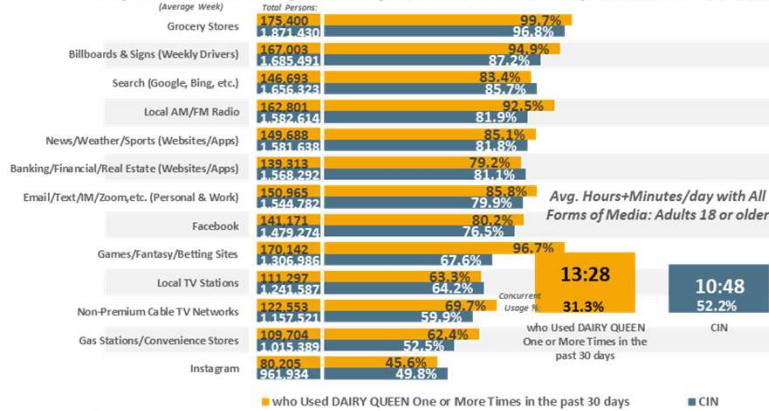
Quick service restaurants used past 30 days: Dairy Queen



Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 10 hours and 20 minutes each day with All Forms of Ad-Supported Media. 89.5% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

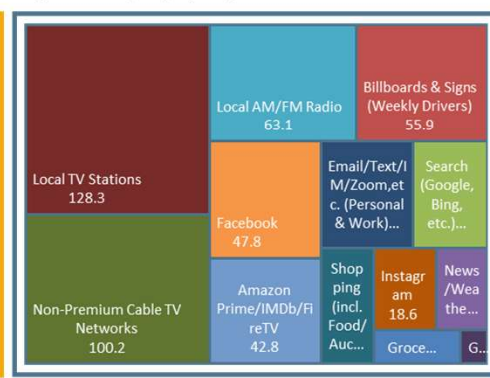
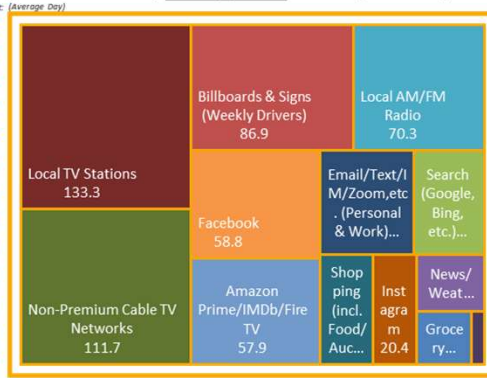
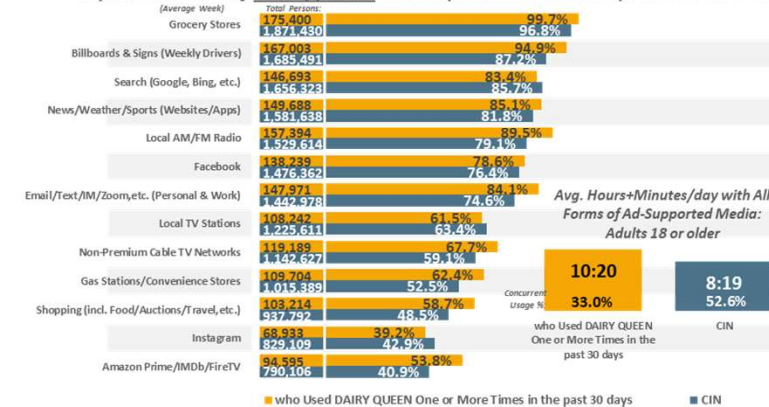
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

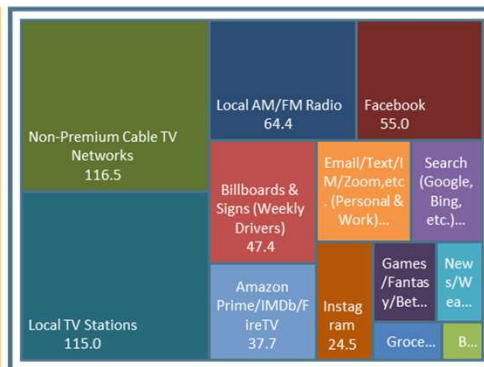
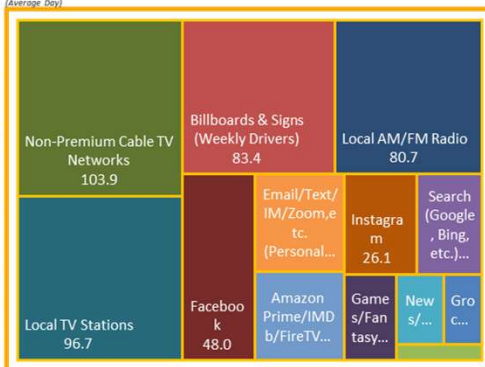
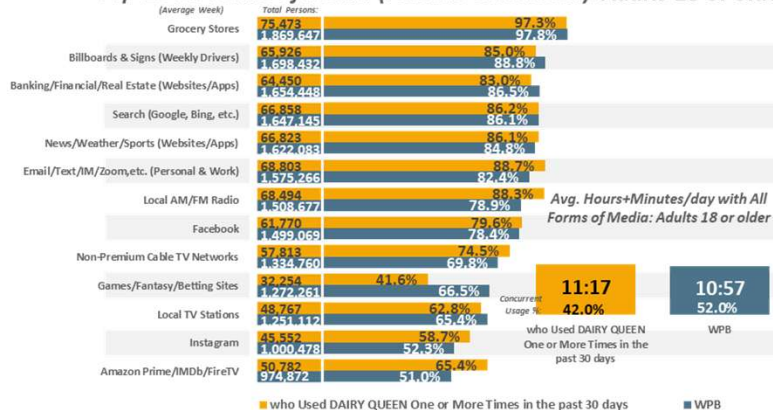




Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 8 hours and 50 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 73.4 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

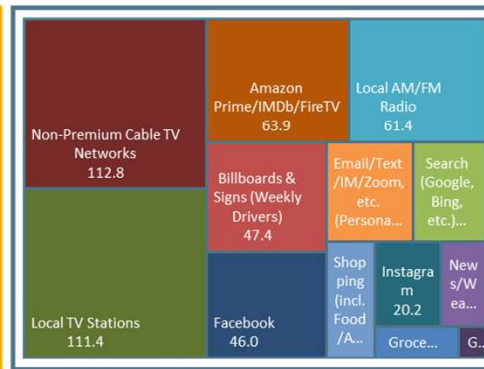
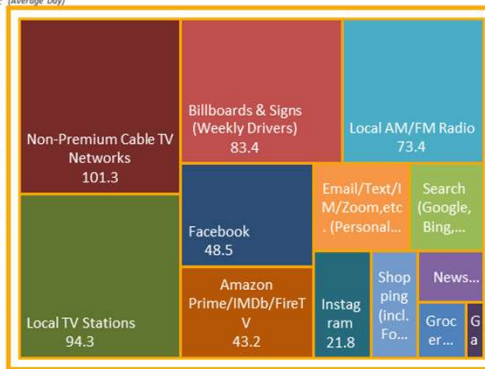
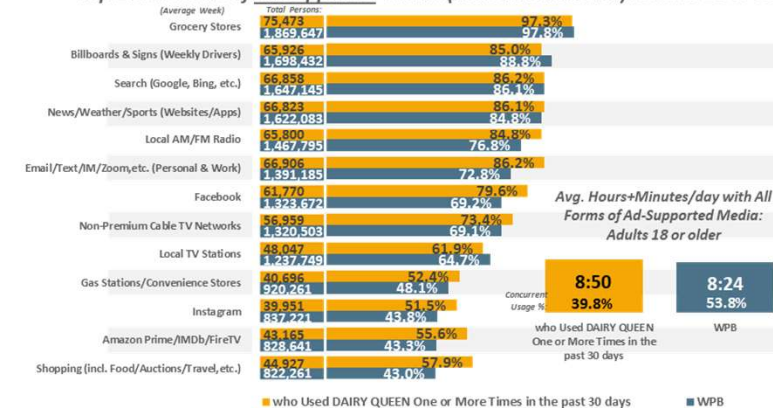
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

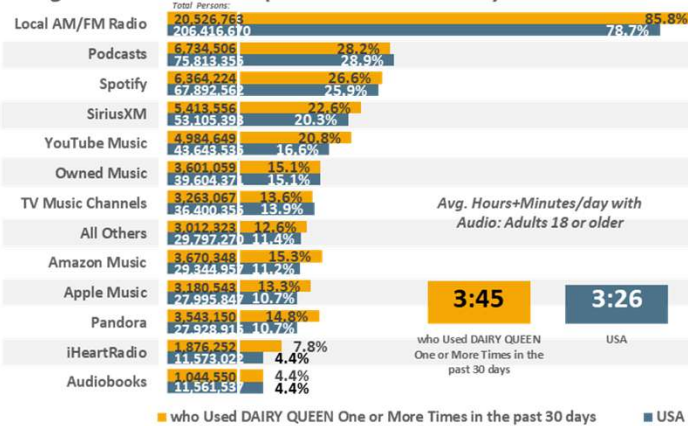
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



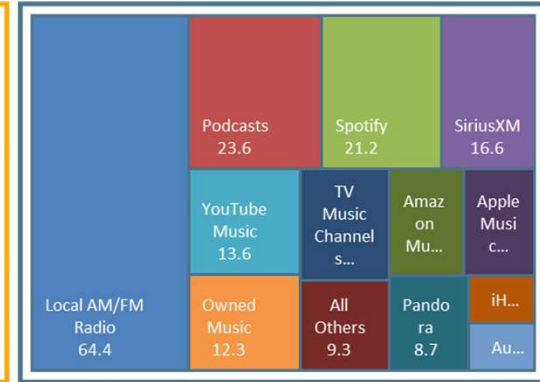
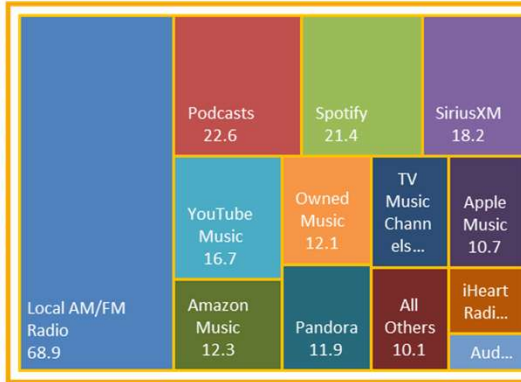


19,663,511 or 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

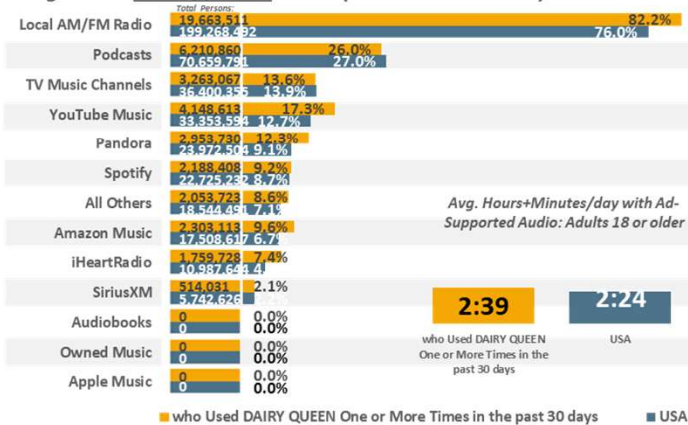
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



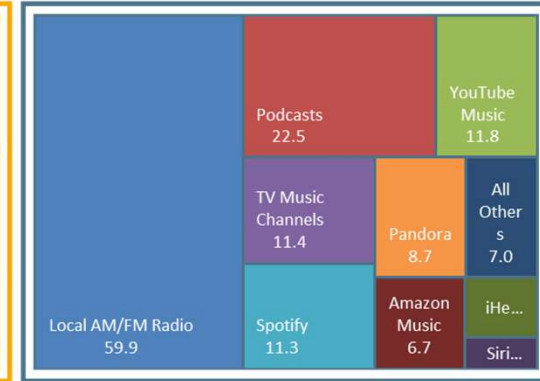
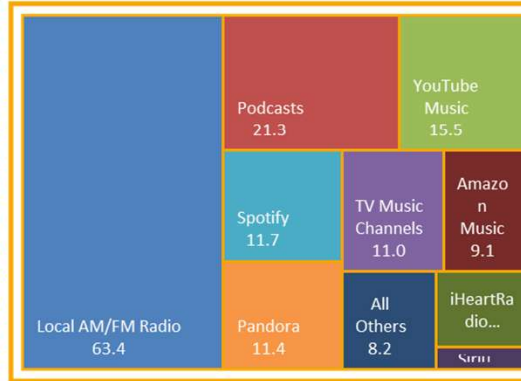
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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Scarborough R2 2025: Sep24-Aug25 USA Projection

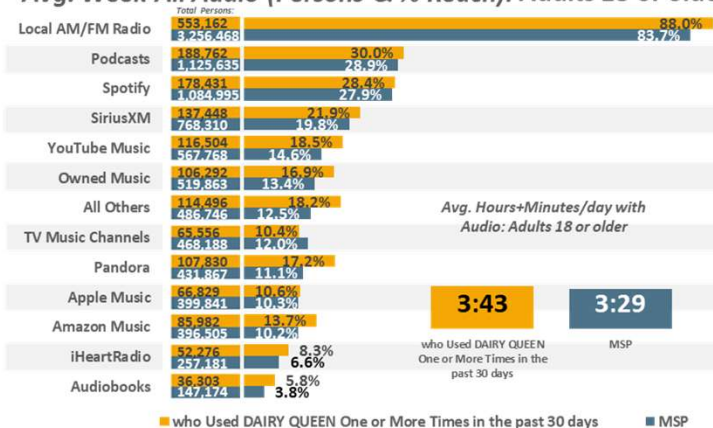
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Quick service restaurants used past 30 days: Dairy Queen

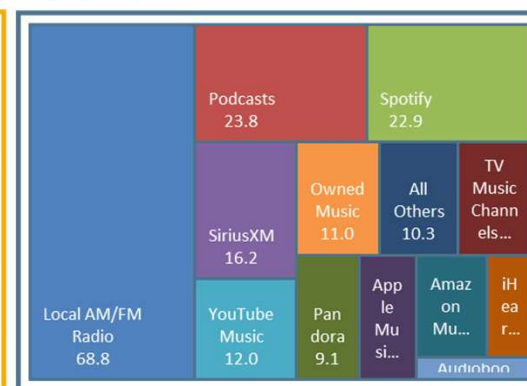
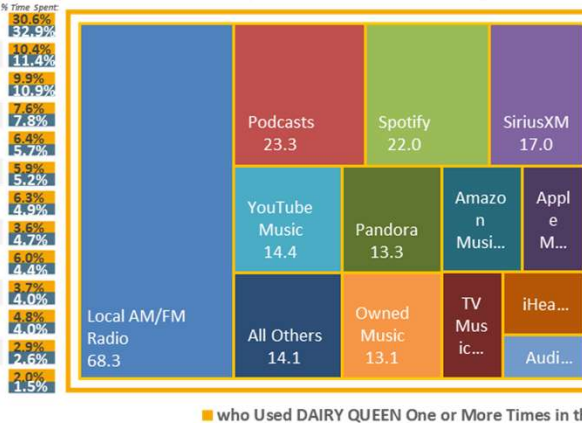


525,049 or 83.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

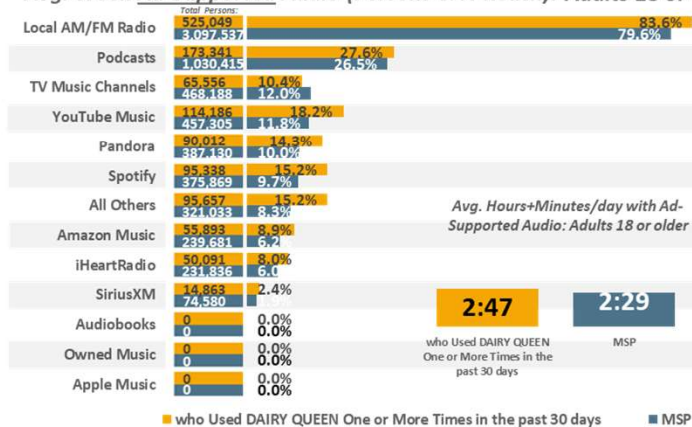
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



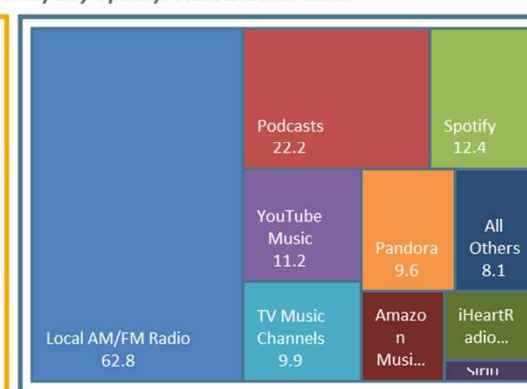
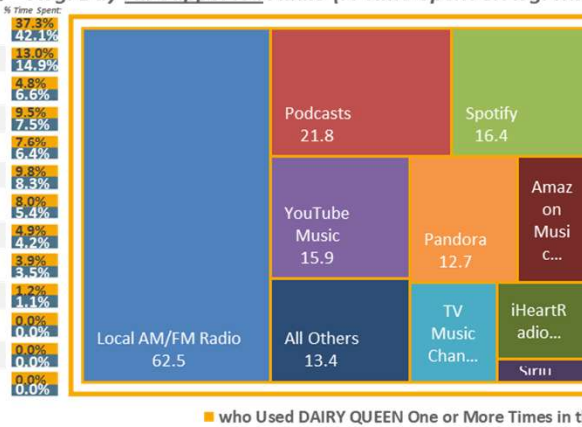
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 335
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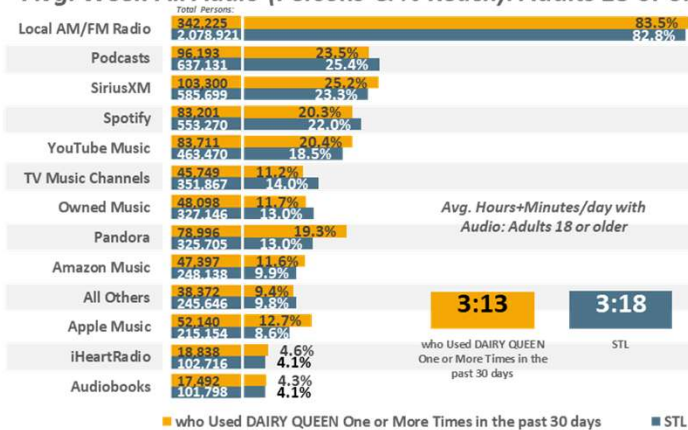
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

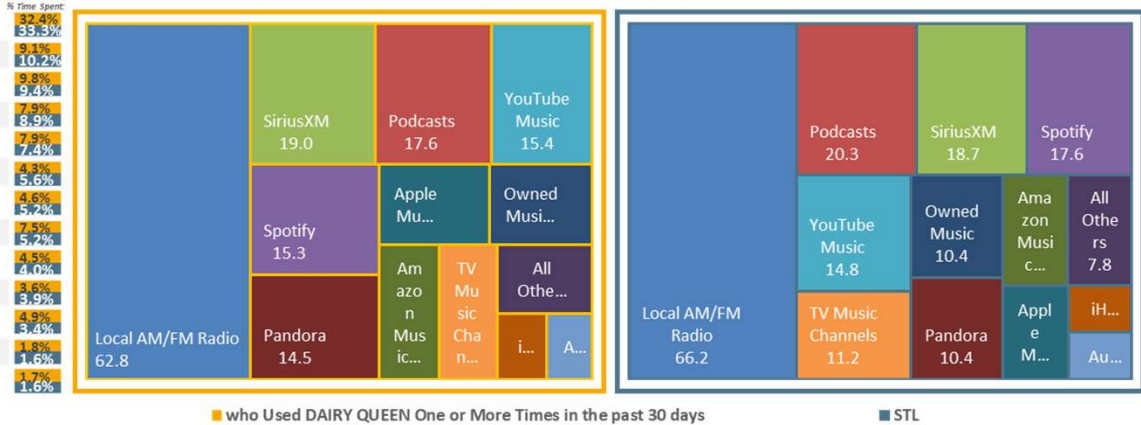


326,250 or 79.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

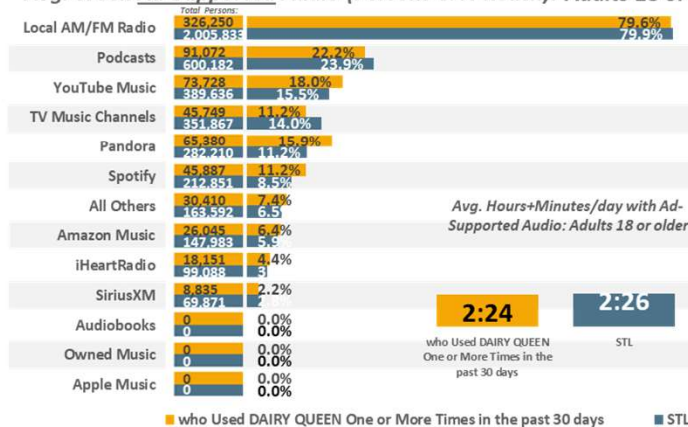
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 312
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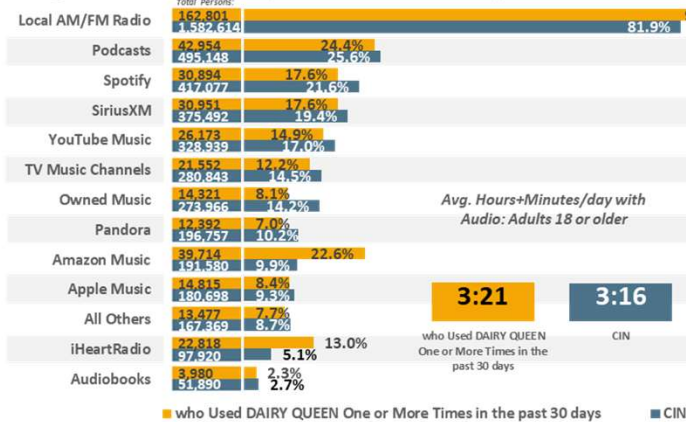
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

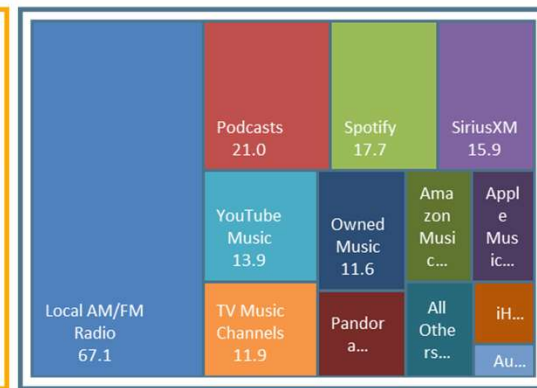
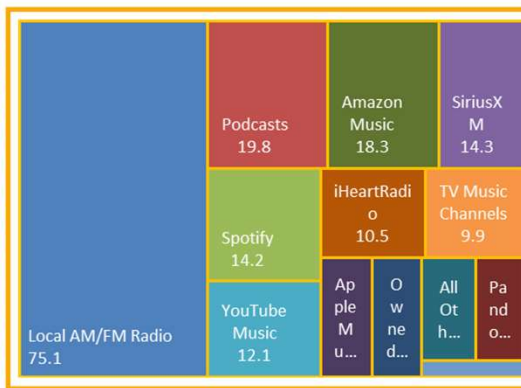


157,394 or 89.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.

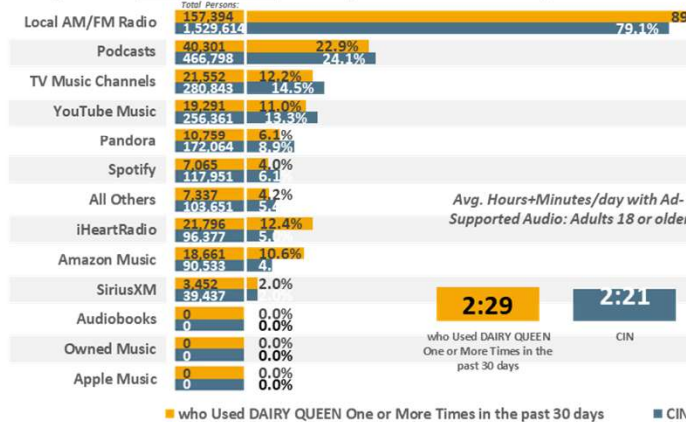
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



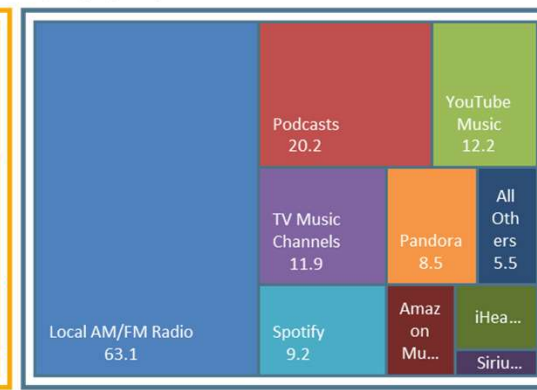
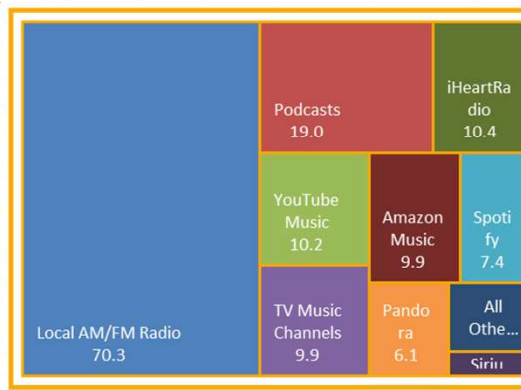
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



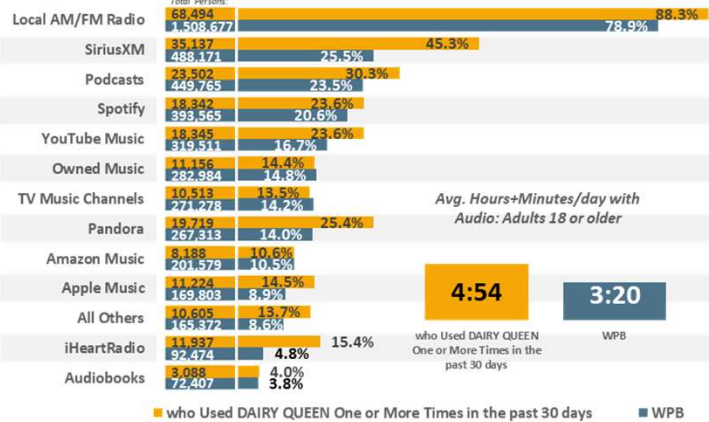
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



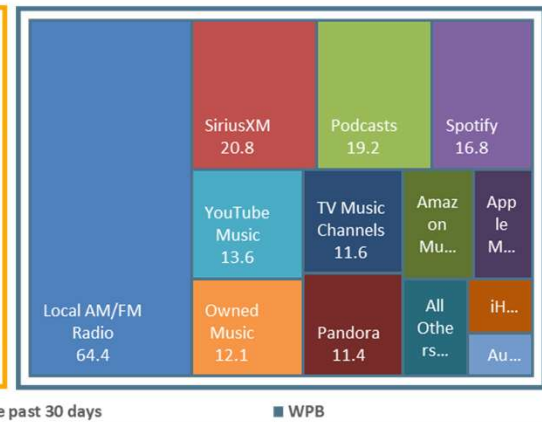
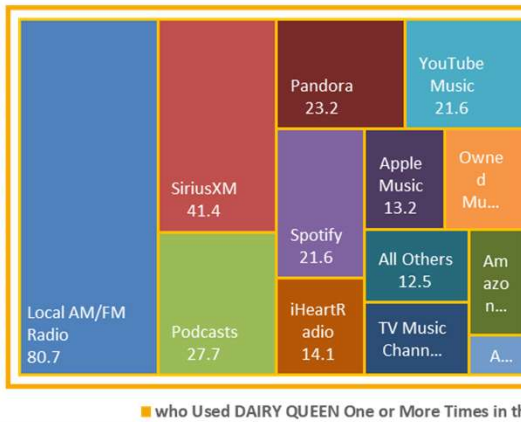


65,800 or 84.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.4 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

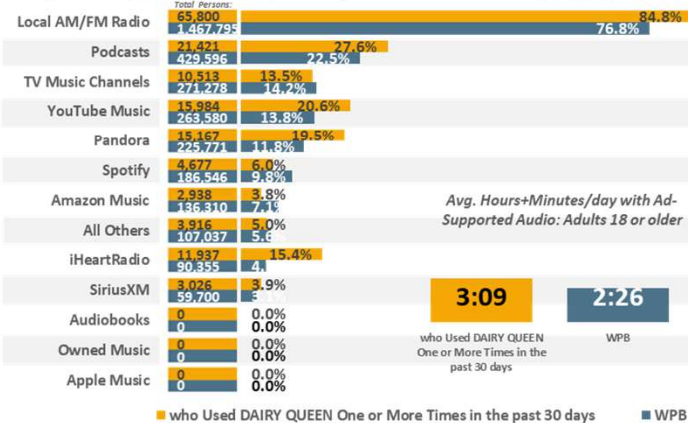
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



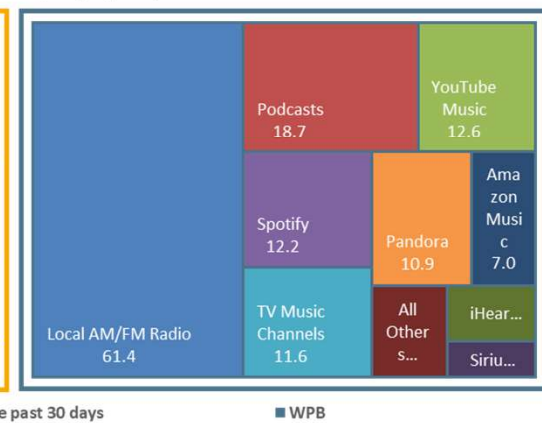
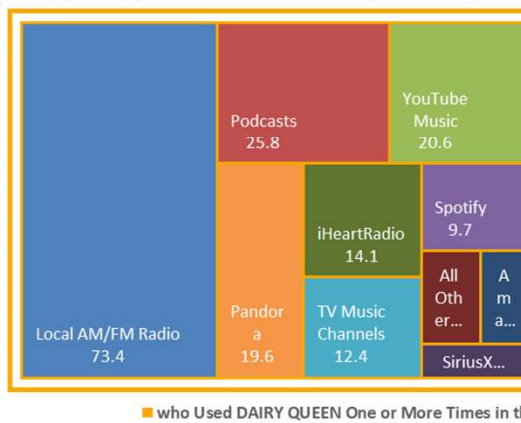
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

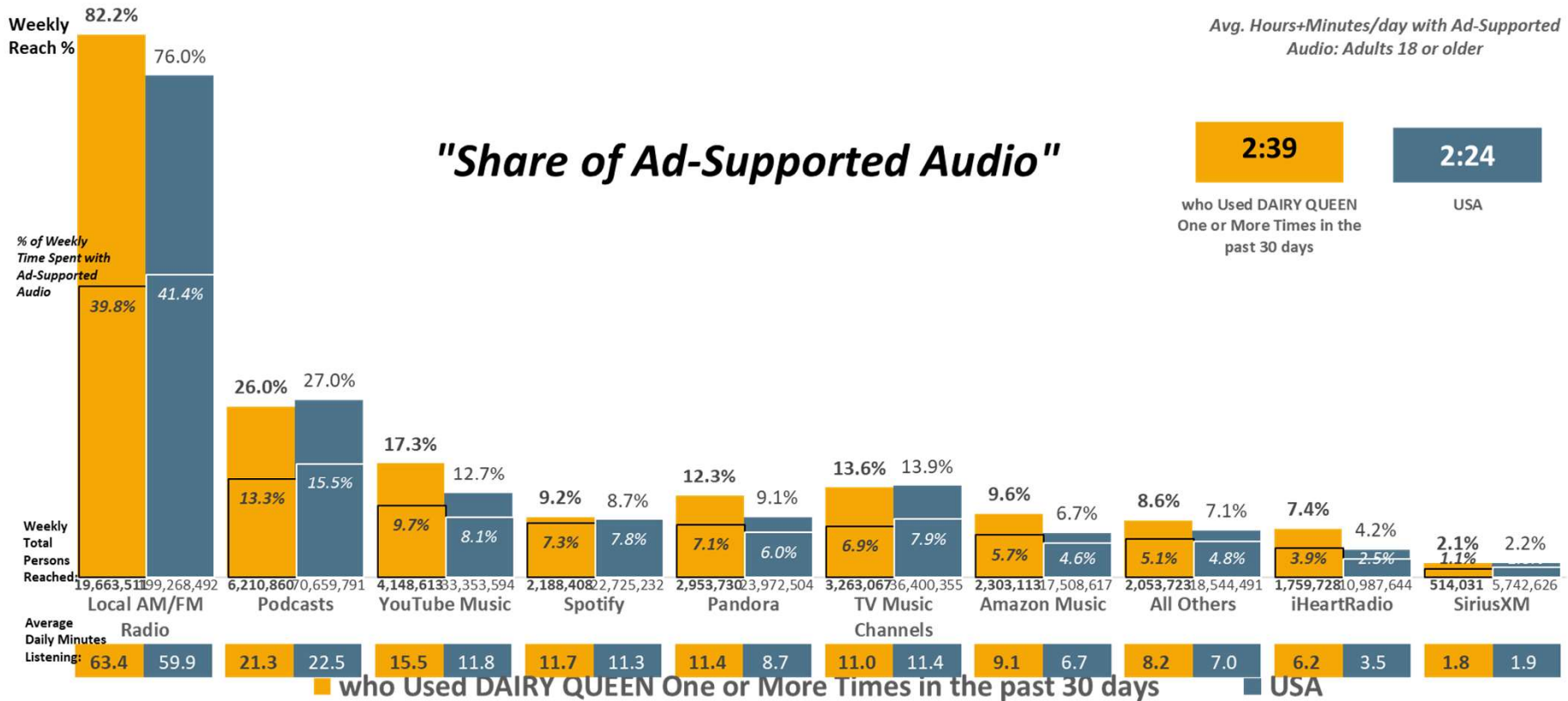


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



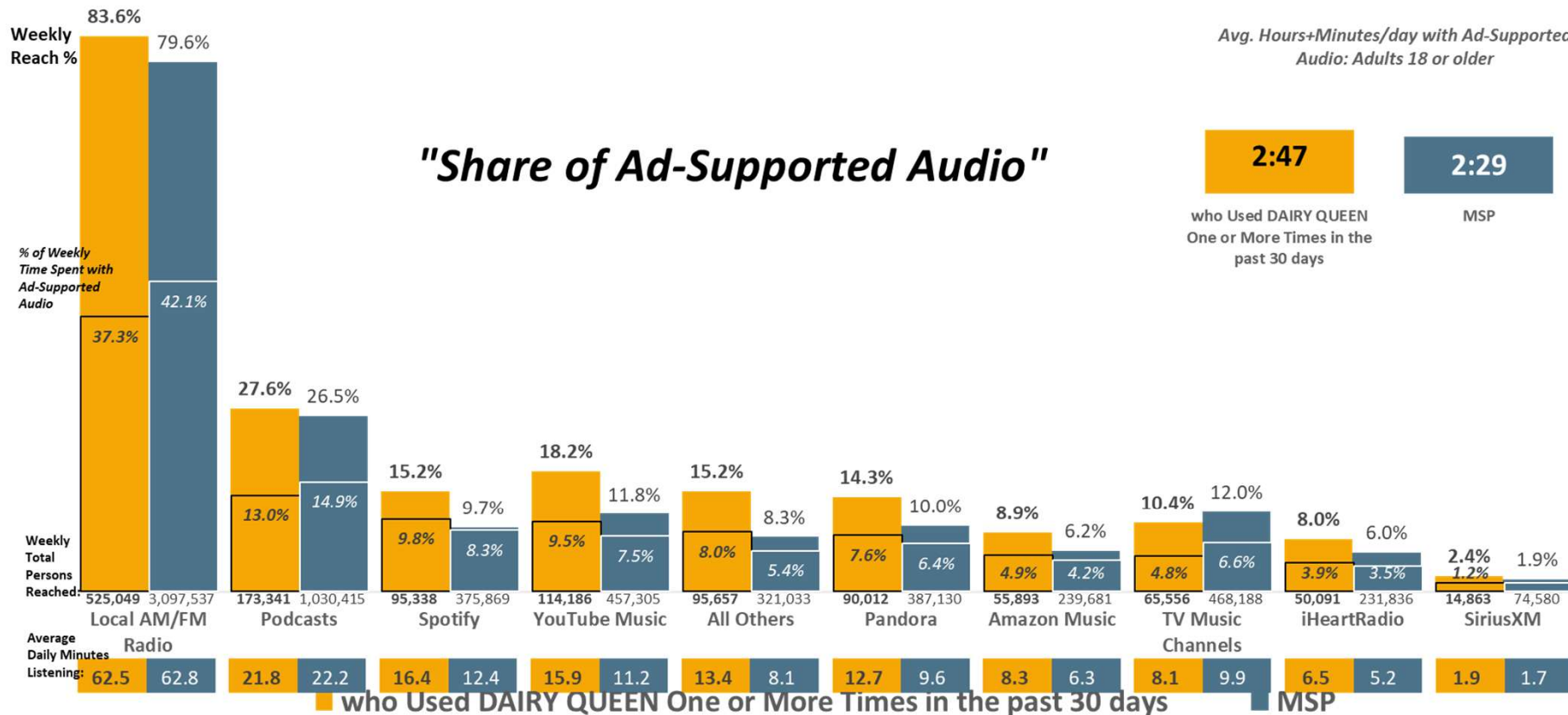


19,663,511 or 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.





525,049 or 83.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.





326,250 or 79.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

79.6% 79.9%

% of Weekly Time Spent with Ad-Supported Audio

41.1% 42.6%

Weekly Total Persons Reached

Average Daily Minutes Listening

"Share of Ad-Supported Audio"

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

2:24

2:26

who Used DAIRY QUEEN One or More Times in the past 30 days

STL

who Used DAIRY QUEEN One or More Times in the past 30 days STL



157,394 or 89.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

89.5%
79.1%

% of Weekly Time Spent with Ad-Supported Audio

47.1%
44.6%

Weekly Total Persons Reached

Average Daily Minutes Listening

"Share of Ad-Supported Audio"

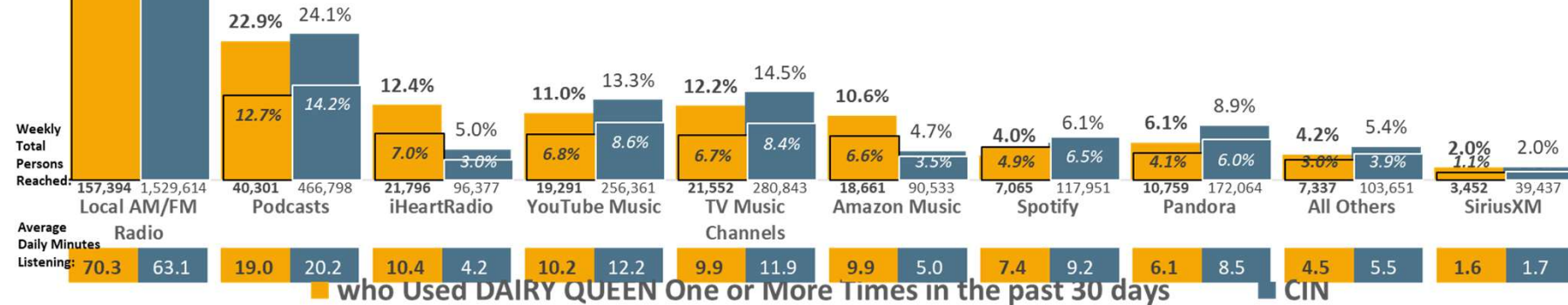
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:29

2:21

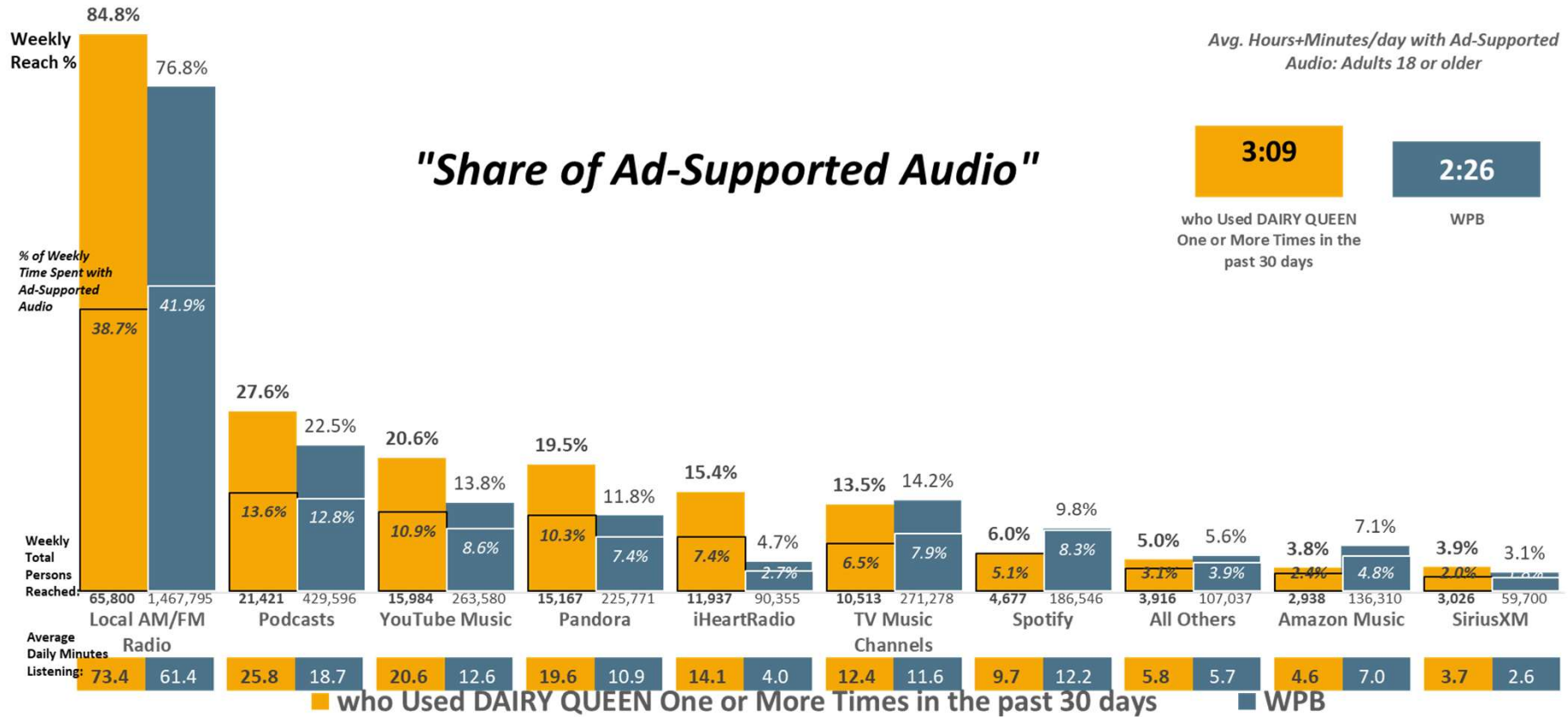
who Used DAIRY QUEEN One or More Times in the past 30 days

CIN





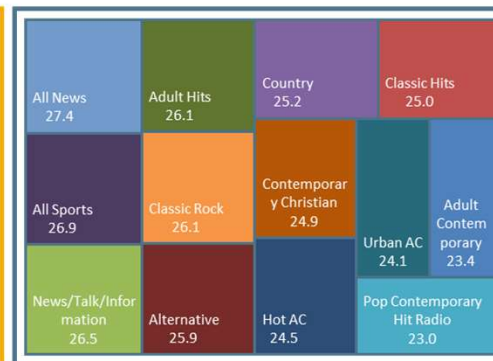
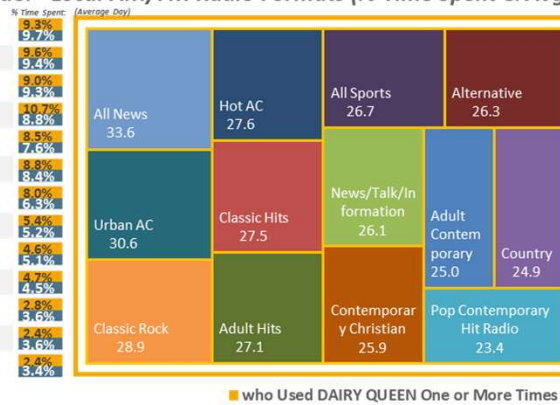
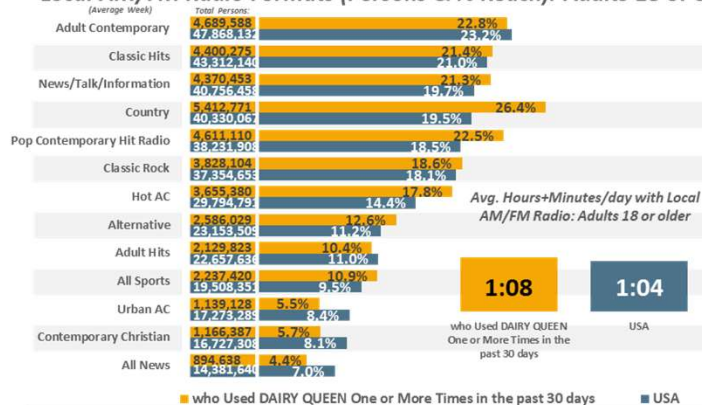
65,800 or 84.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.4 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



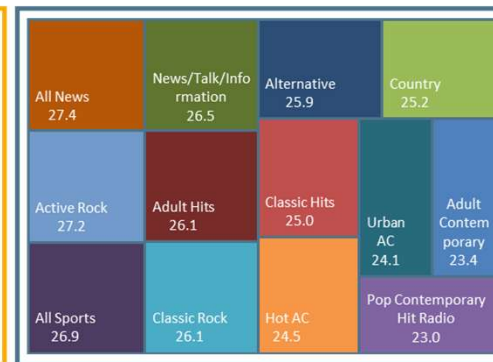
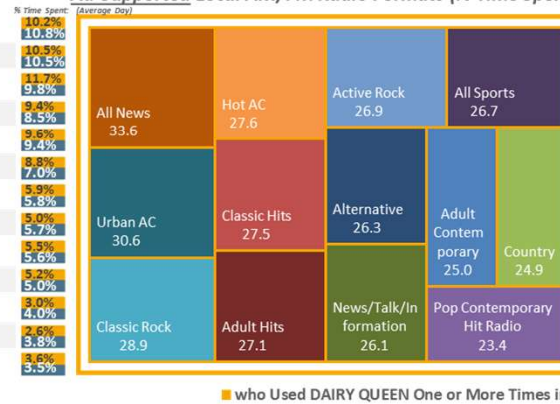
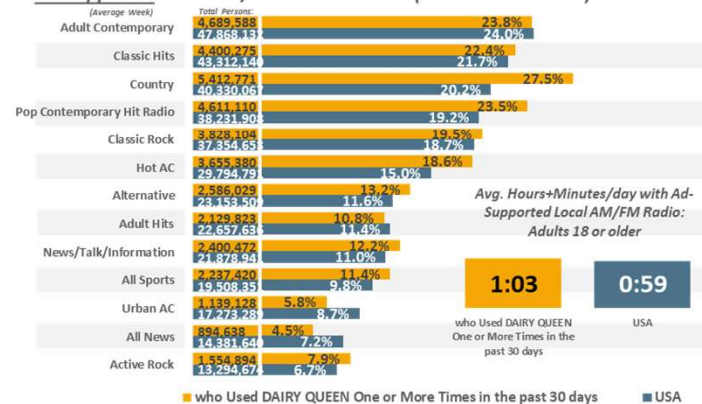


19,663,511 or 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

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 R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

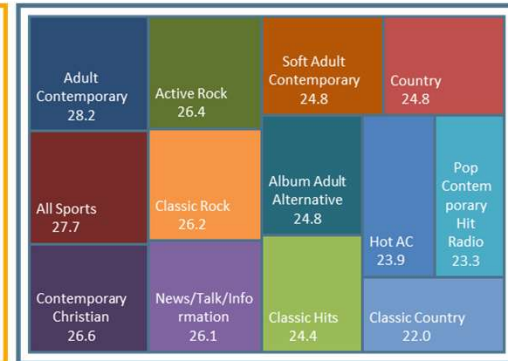
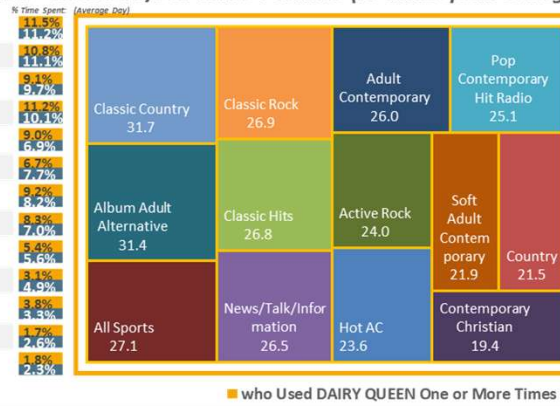
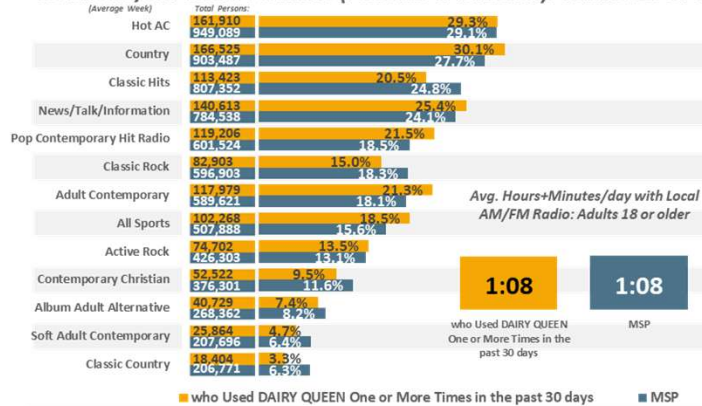
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Quick service restaurants used past 30 days: Dairy Queen

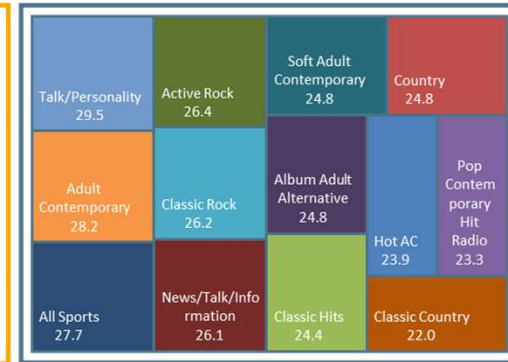
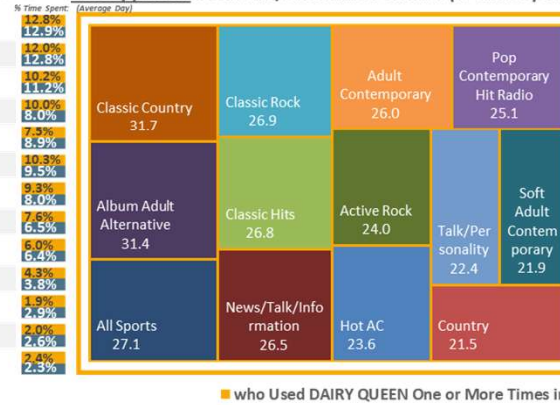
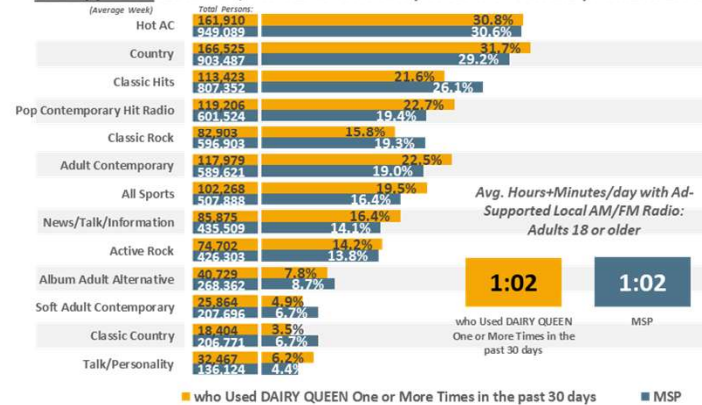


525,049 or 83.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

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



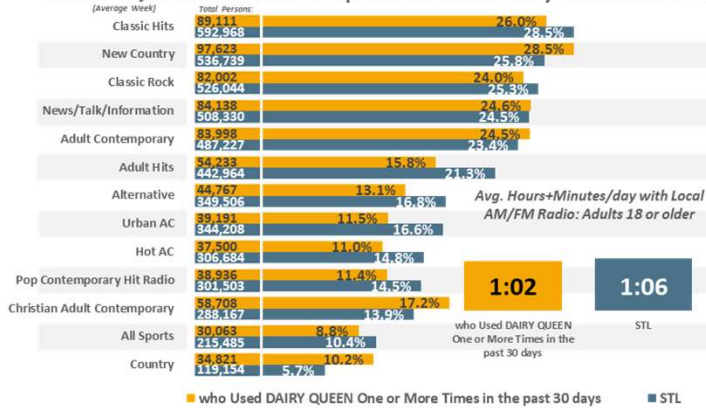
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





326,250 or 79.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Contemporary, Classic Rock, and News/Talk/Information.

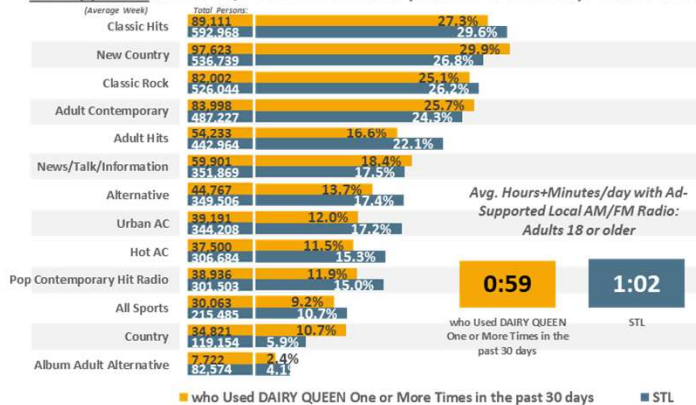
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



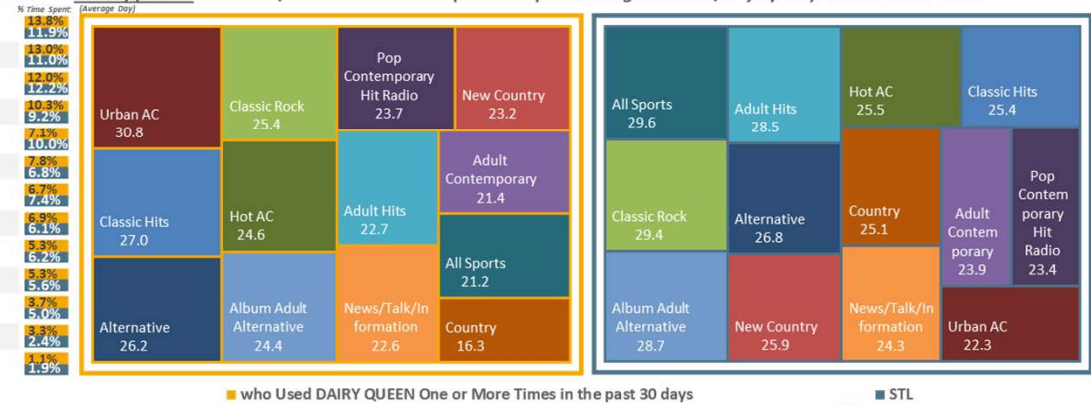
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



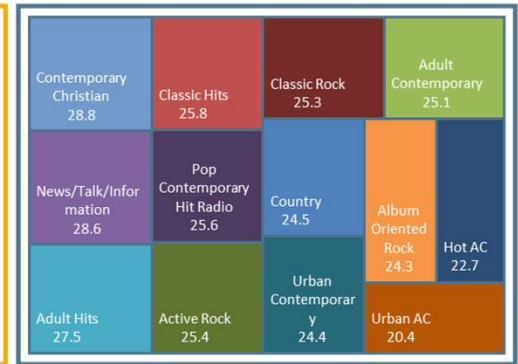
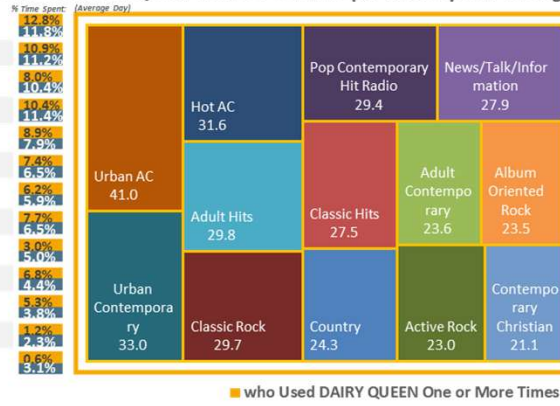
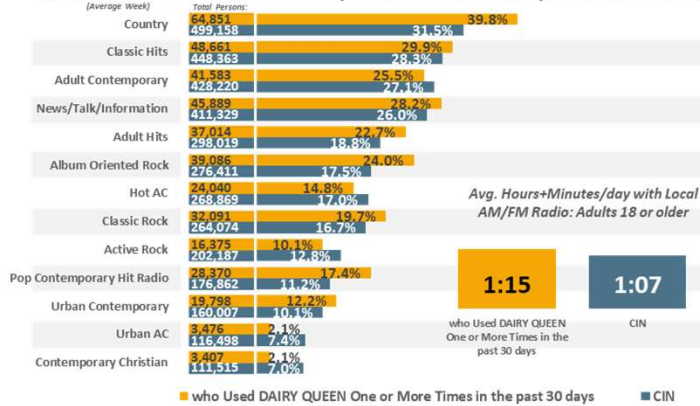
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



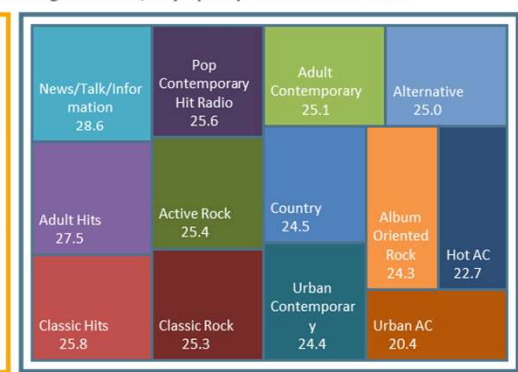
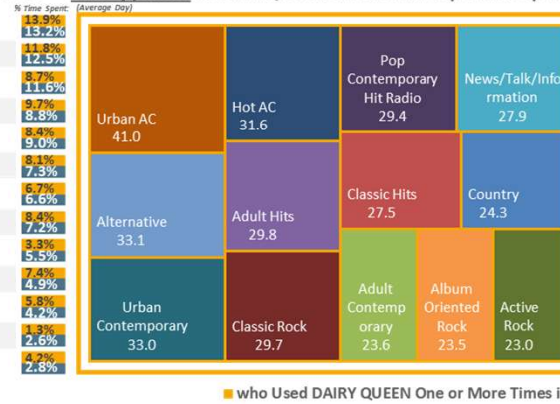
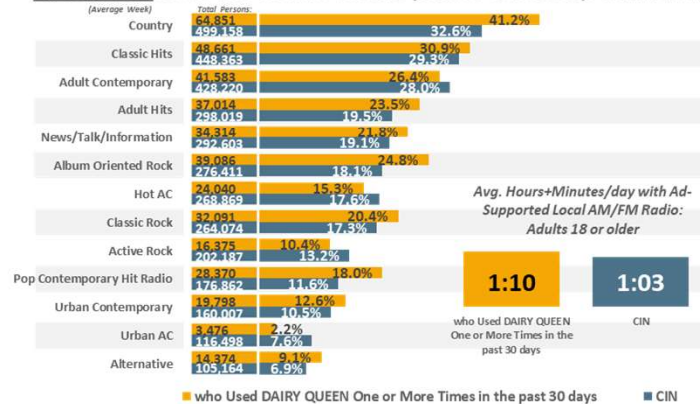


157,394 or 89.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Album Oriented Rock, and Adult Hits.

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



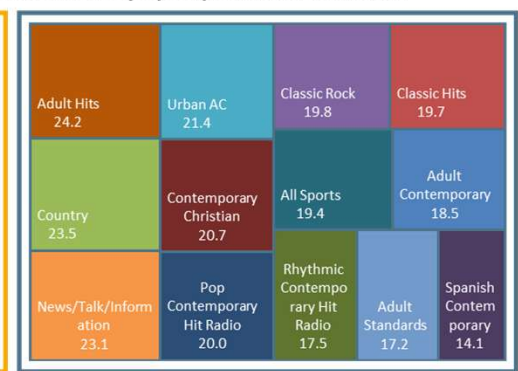
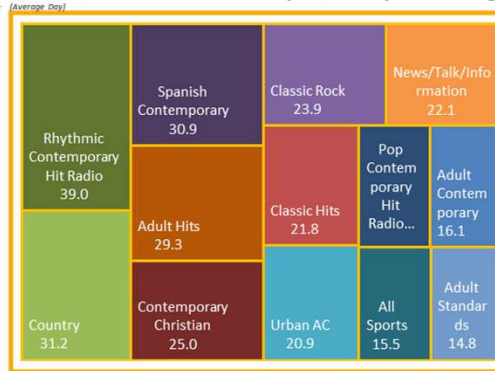
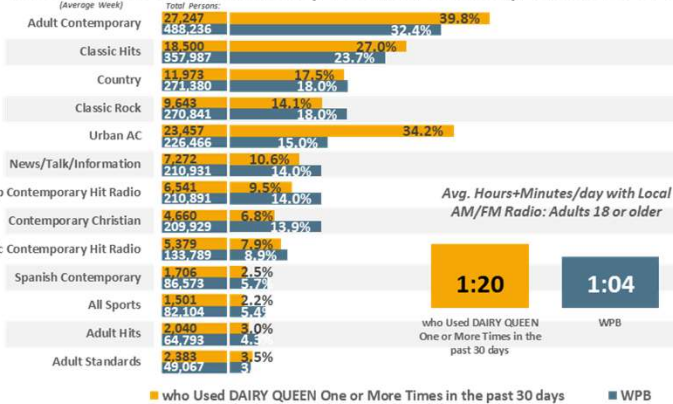
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



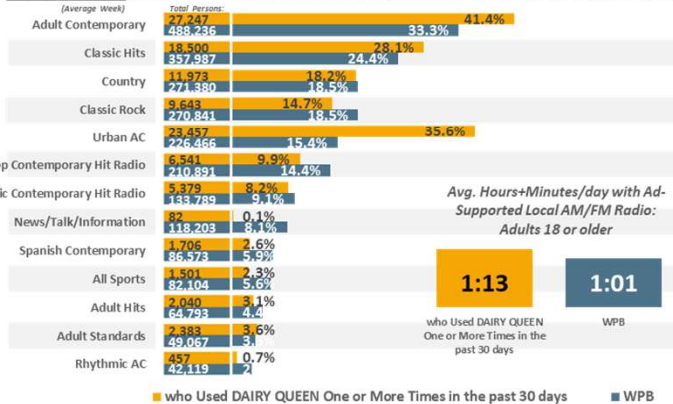


65,800 or 84.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Classic Rock.

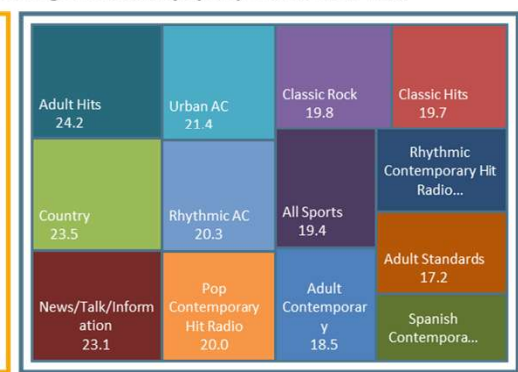
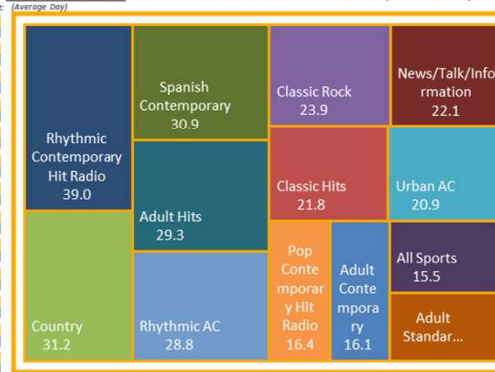
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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

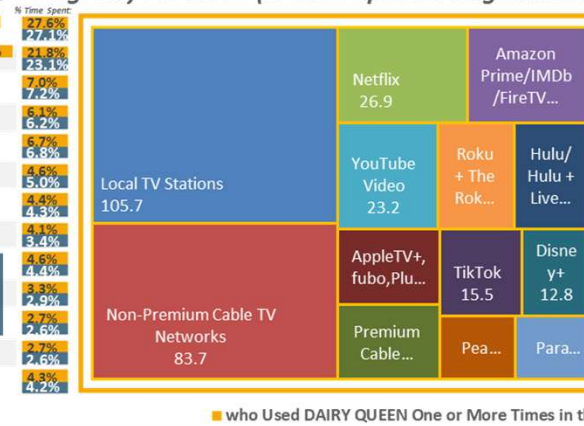
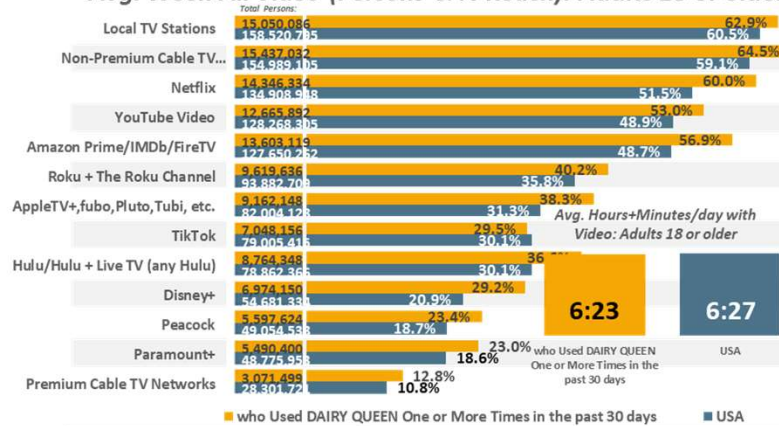




14,827,199 or 62.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

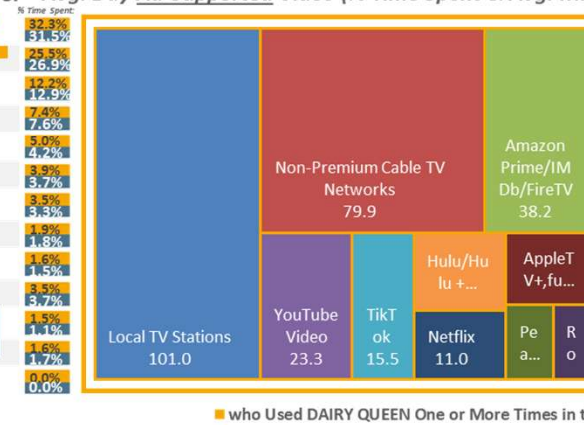
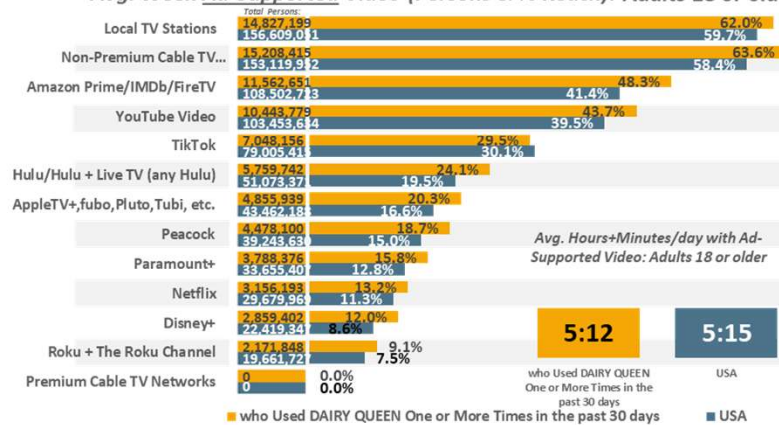
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

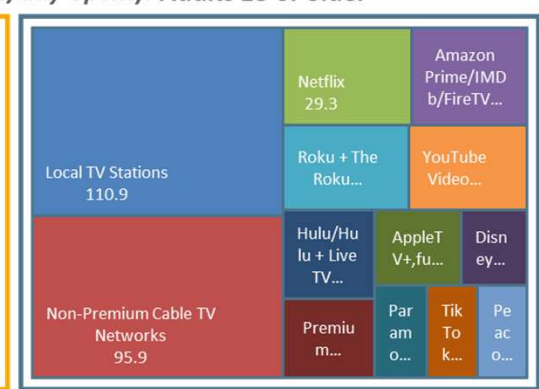
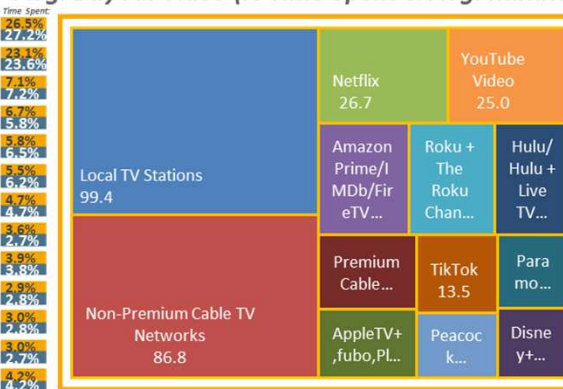
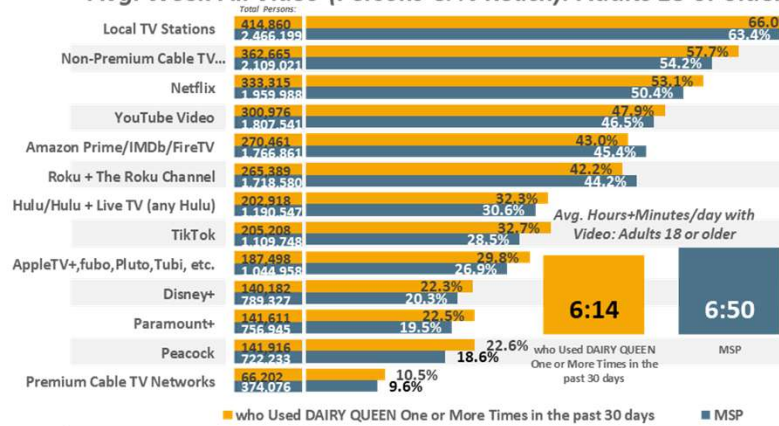




411,226 or 65.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

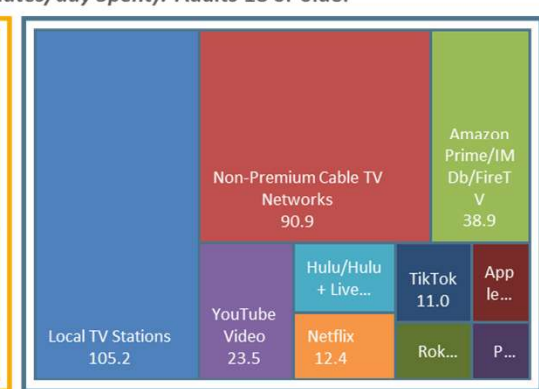
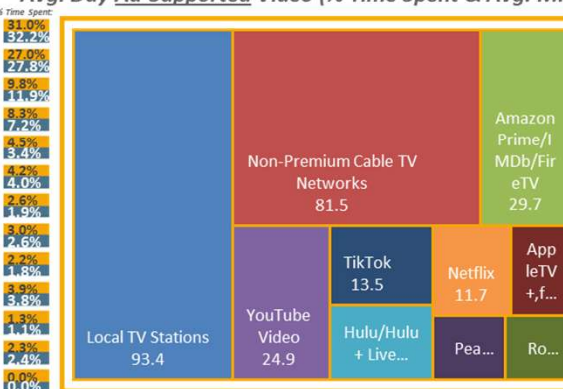
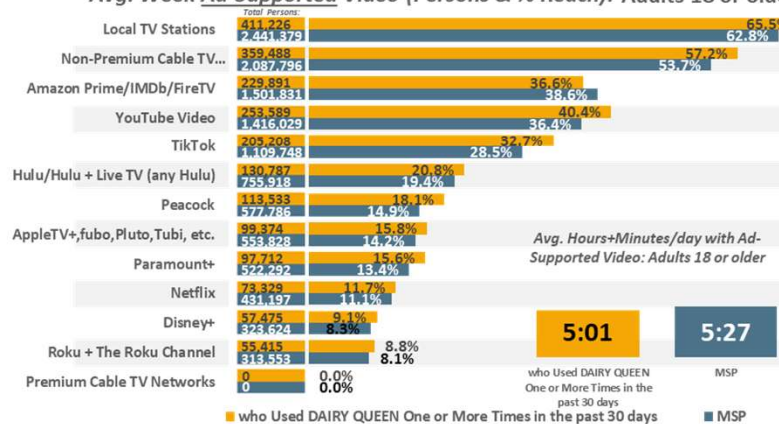
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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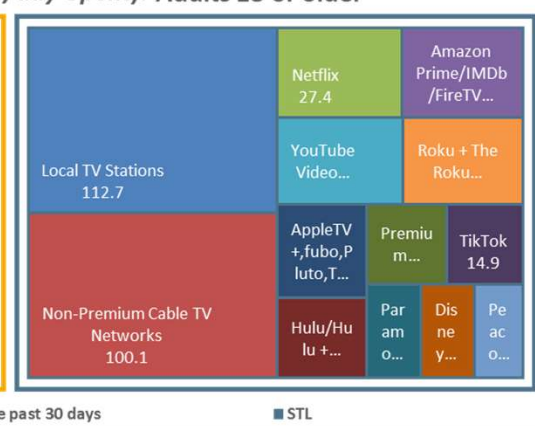
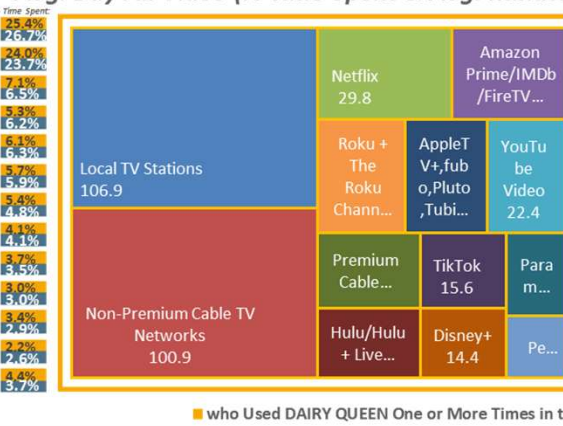
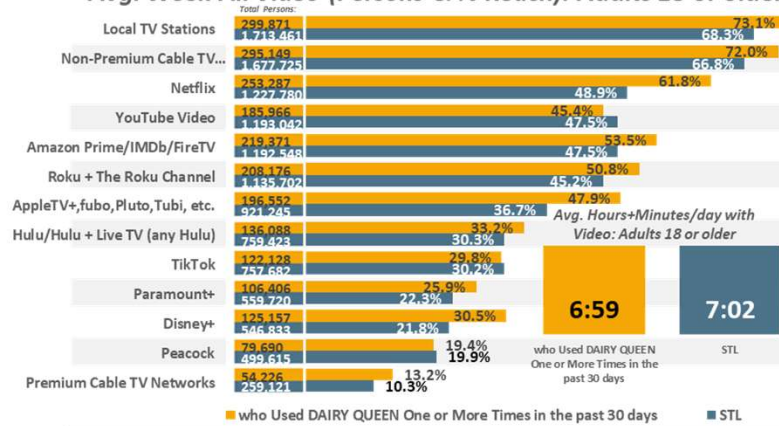
Quick service restaurants used past 30 days: Dairy Queen



294,743 or 71.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 103.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

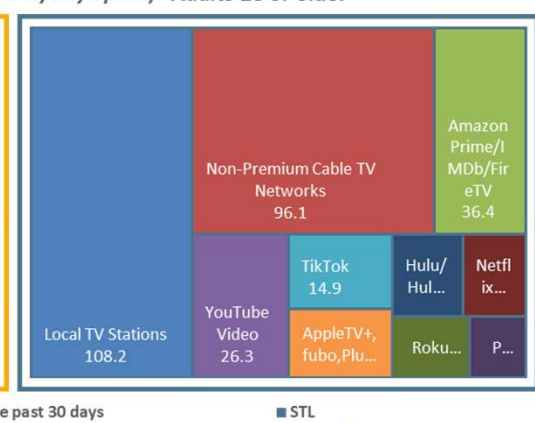
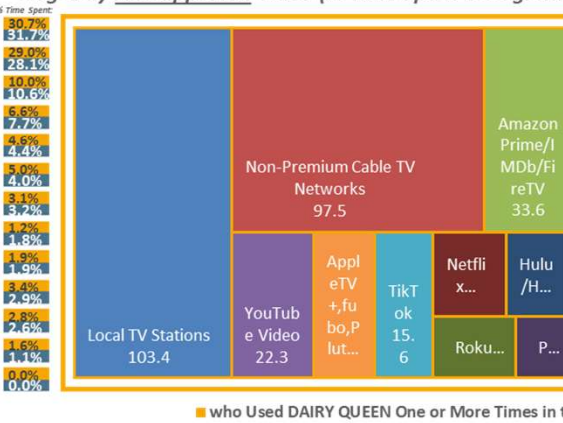
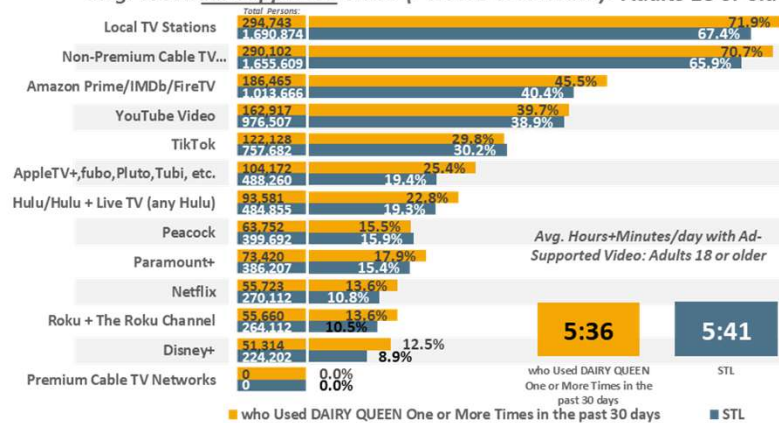
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 312
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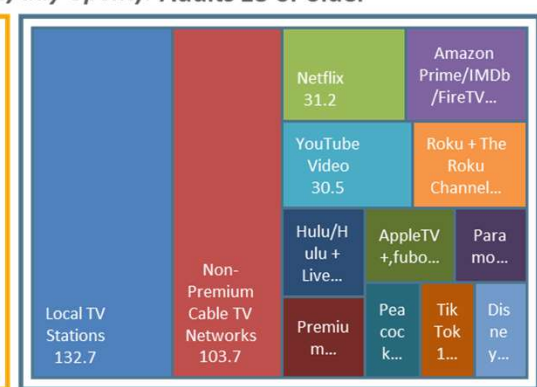
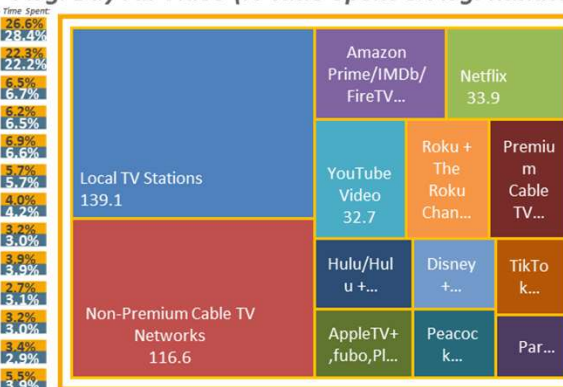
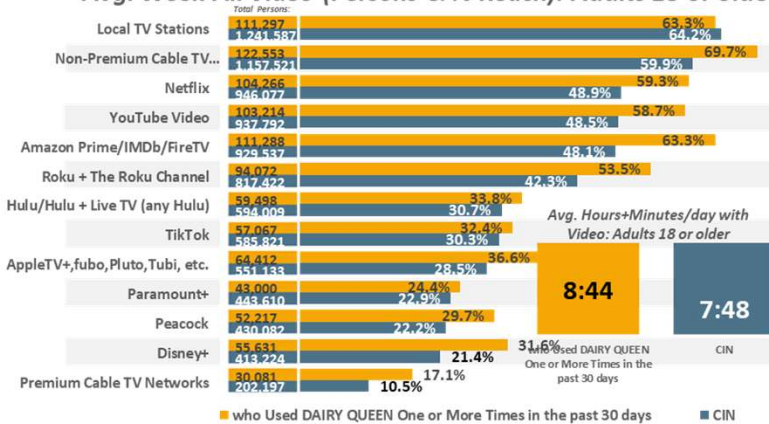
Quick service restaurants used past 30 days: Dairy Queen



108,242 or 61.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 133.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

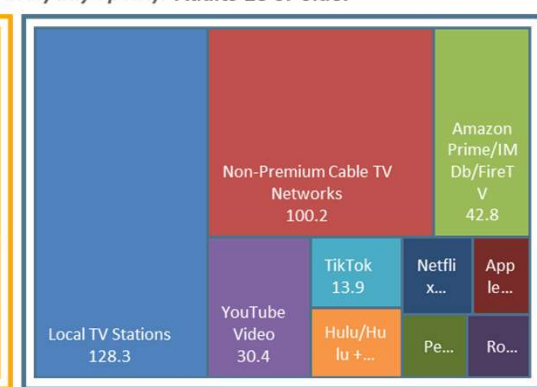
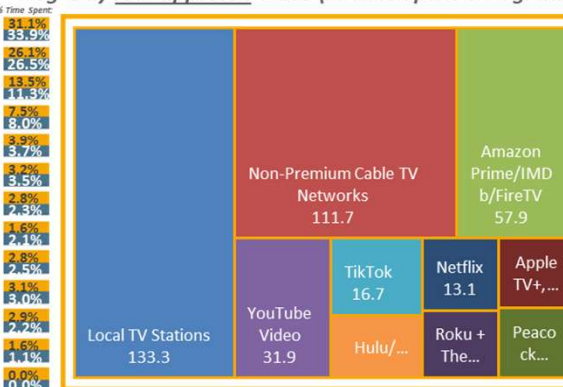
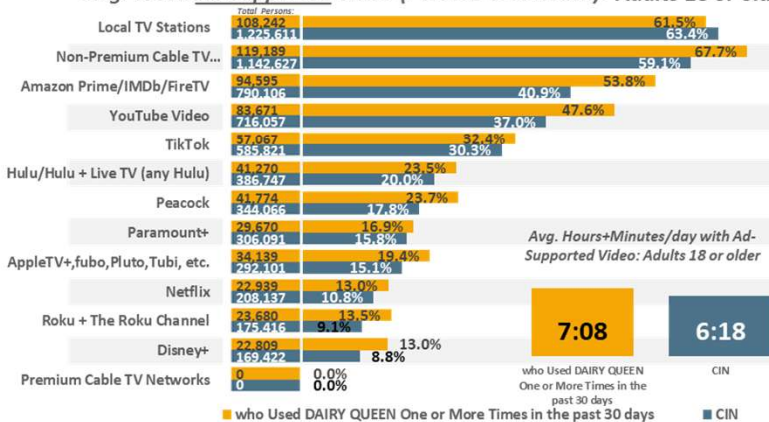
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 187
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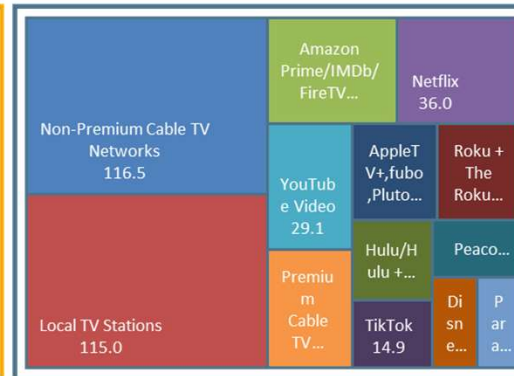
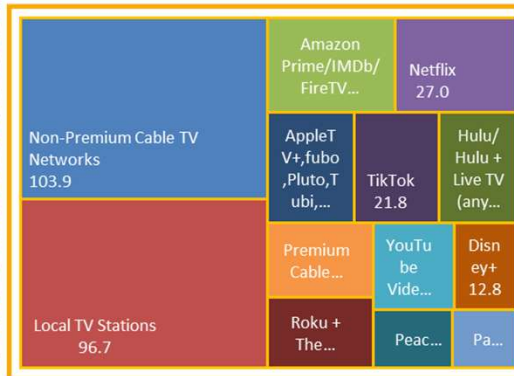
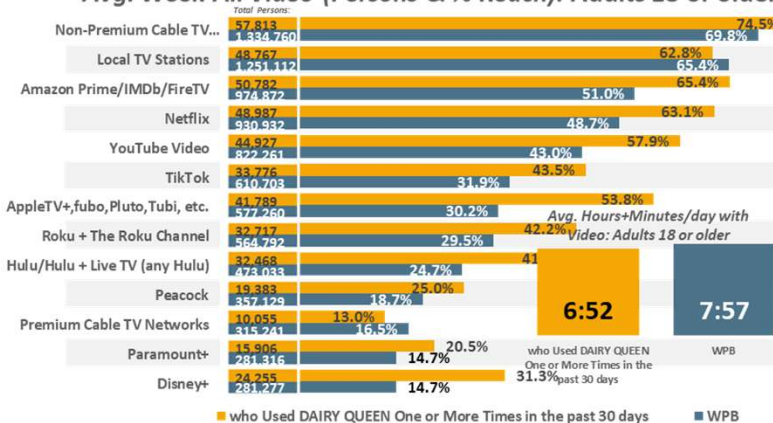
Quick service restaurants used past 30 days: Dairy Queen



48,047 or 61.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

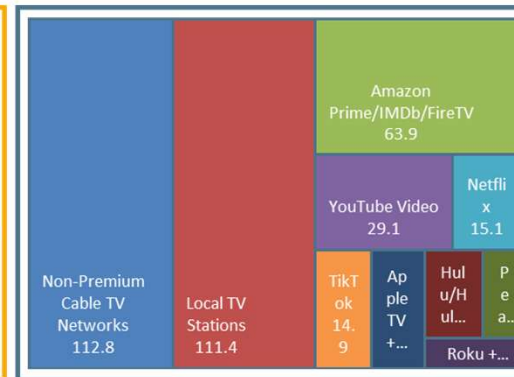
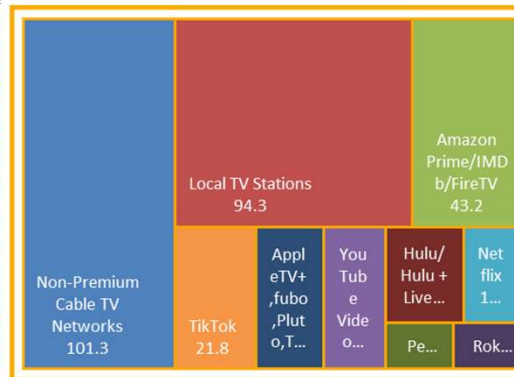
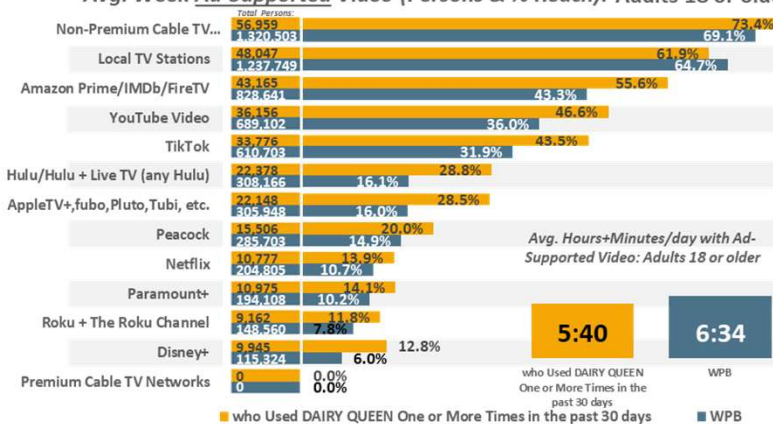
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 118
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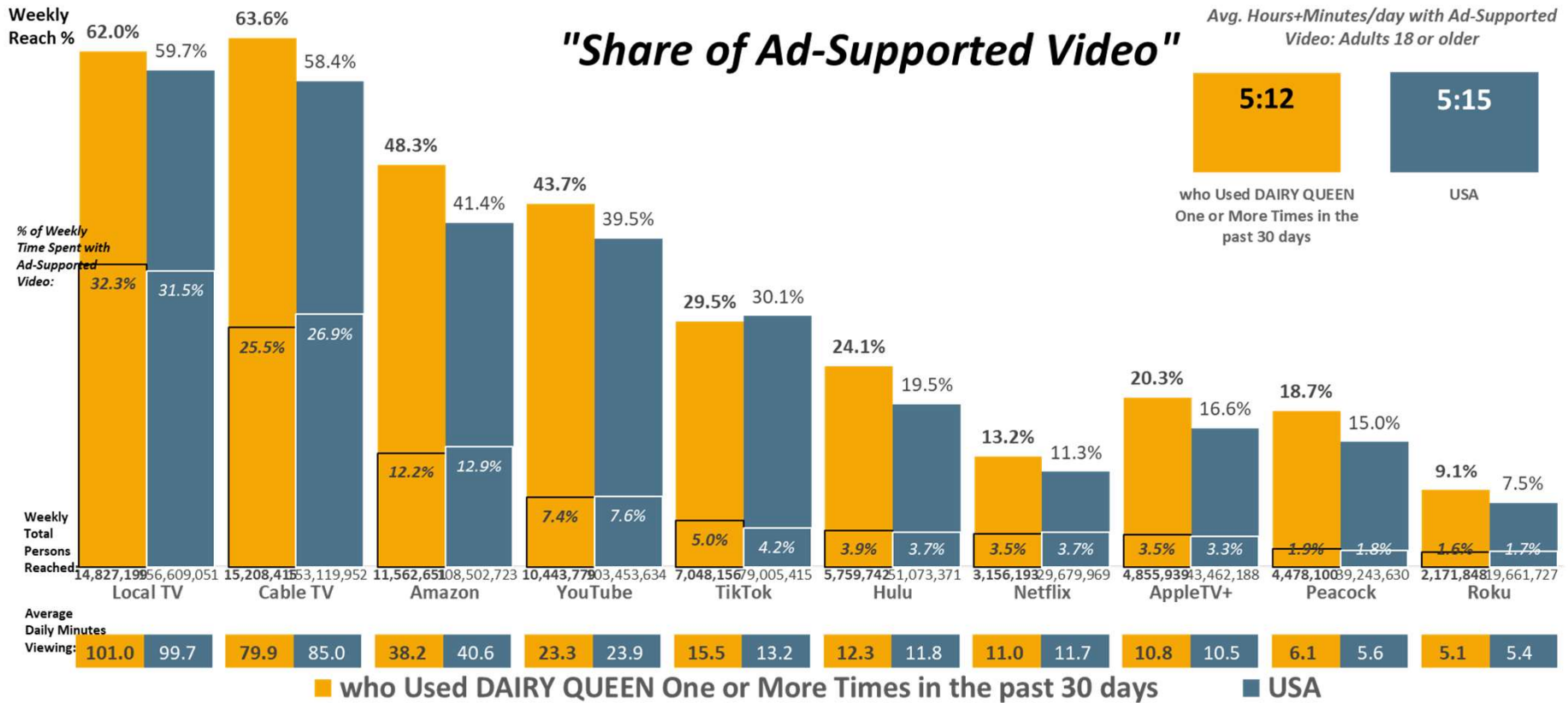
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



14,827,199 or 62.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

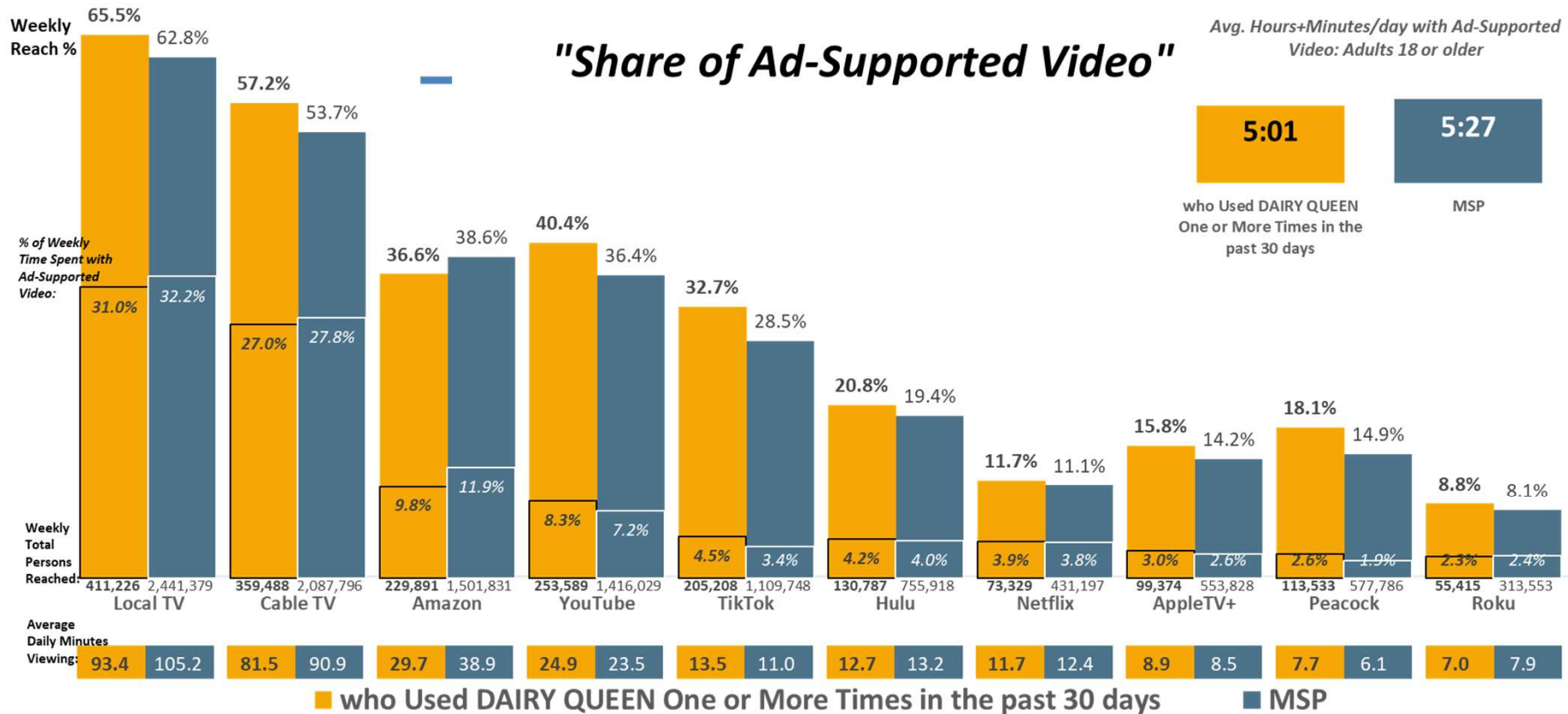
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



411,226 or 65.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 93.4 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.

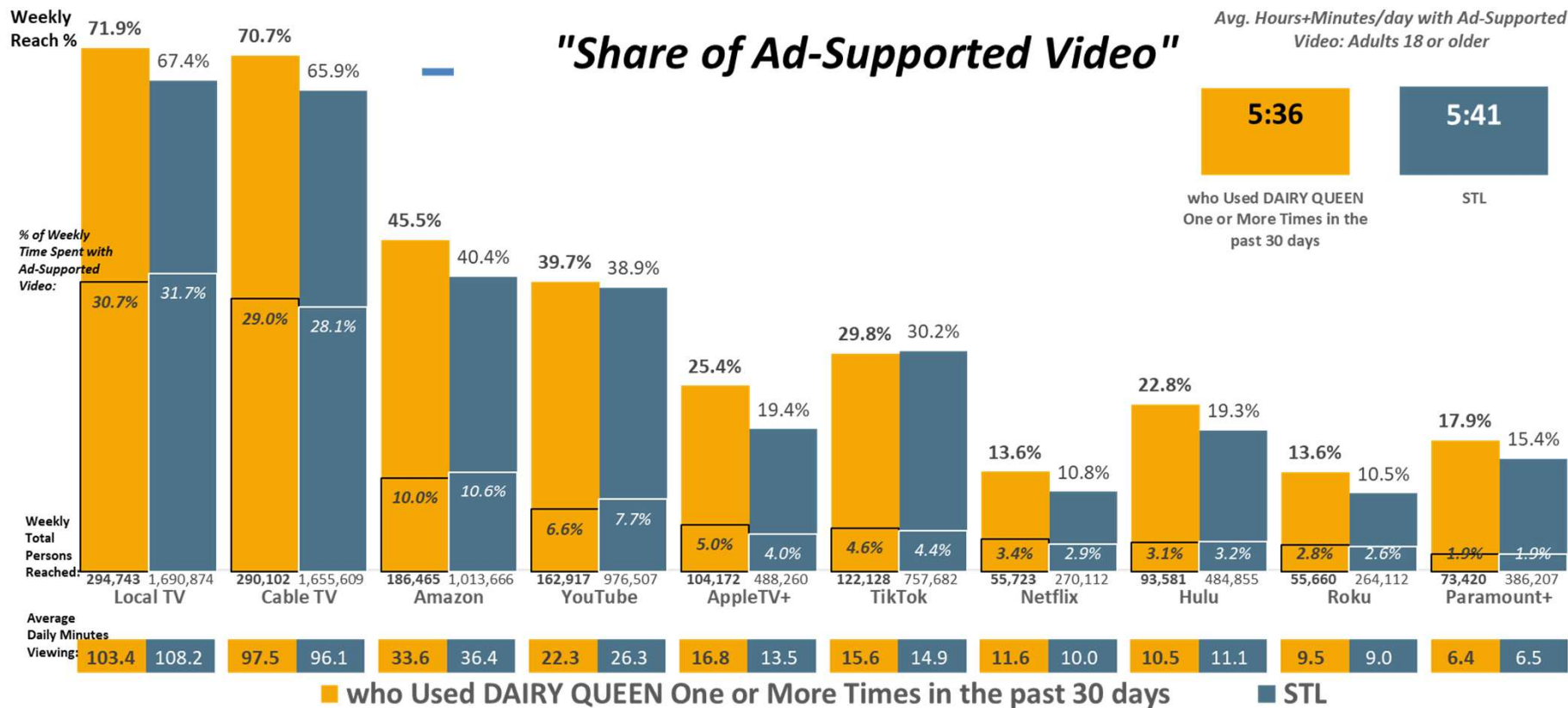
"Share of Ad-Supported Video"





294,743 or 71.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 103.4 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

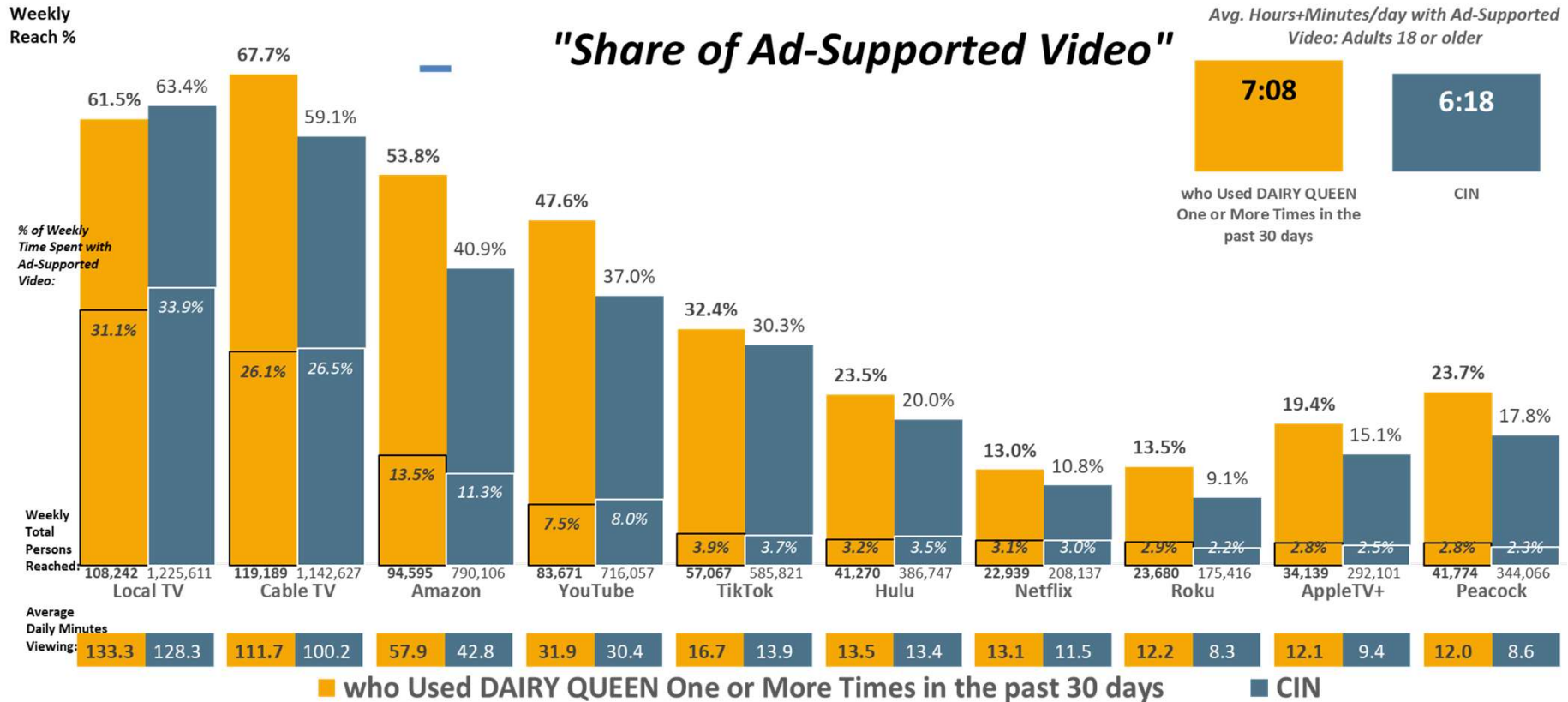
"Share of Ad-Supported Video"





108,242 or 61.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 133.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

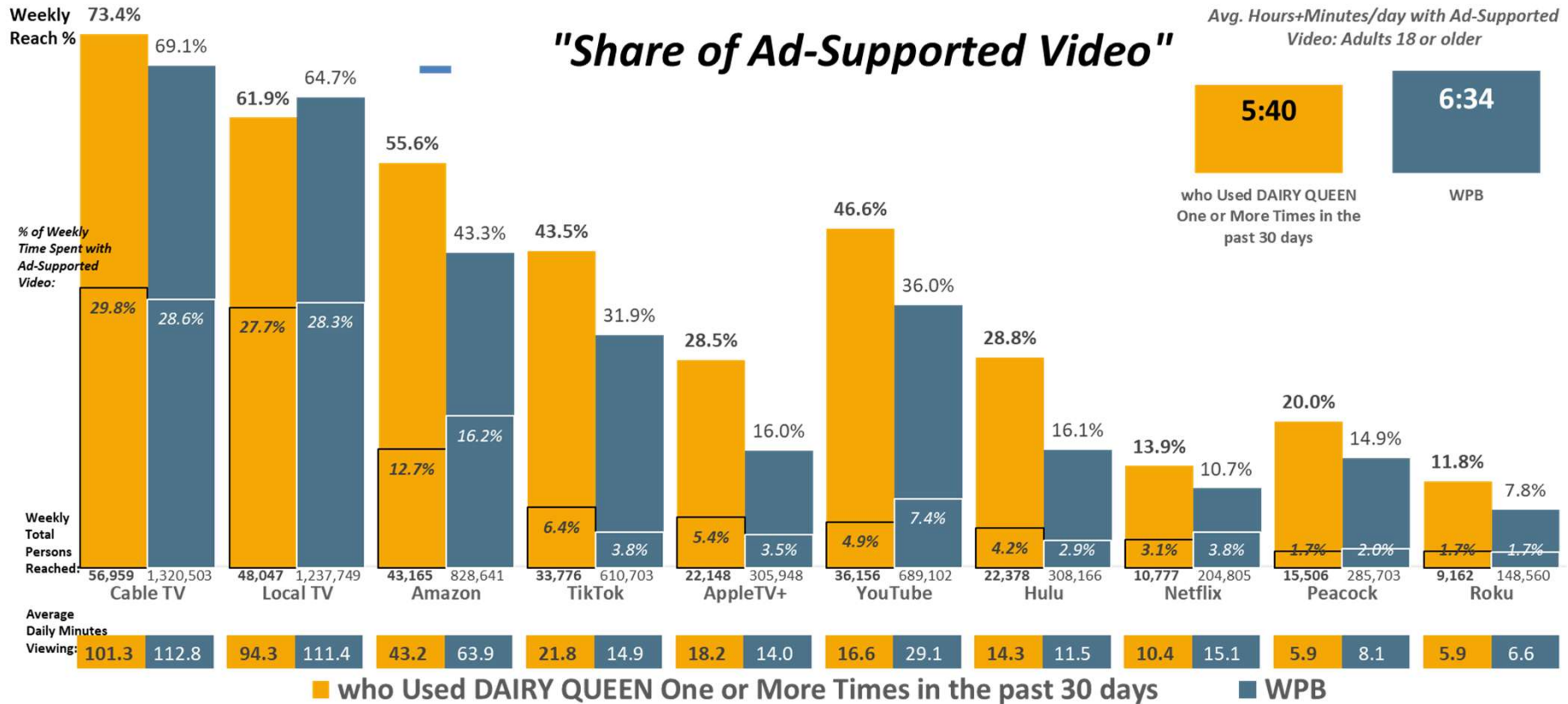
"Share of Ad-Supported Video"





48,047 or 61.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 94.3 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

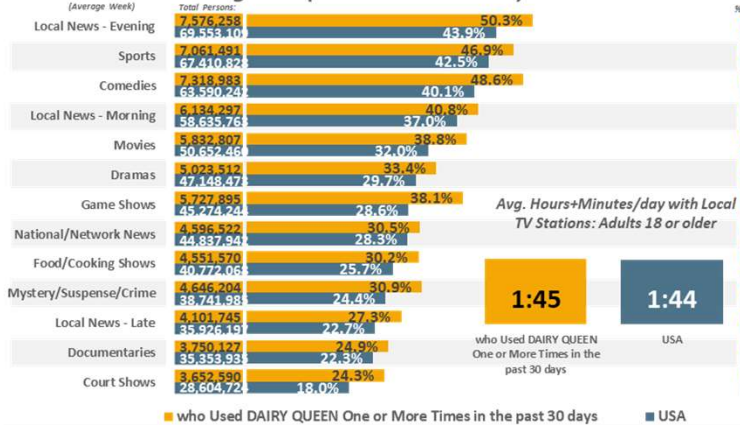
"Share of Ad-Supported Video"



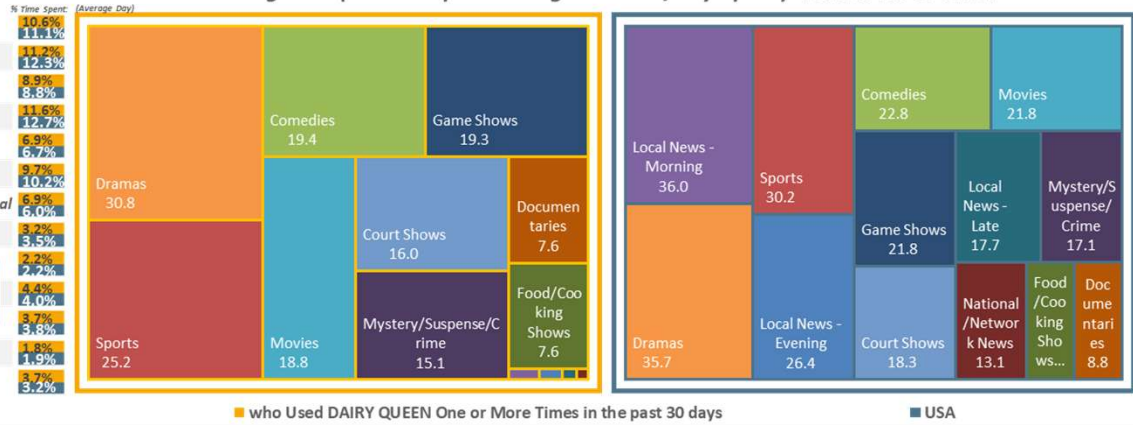


14,827,199 or 62.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

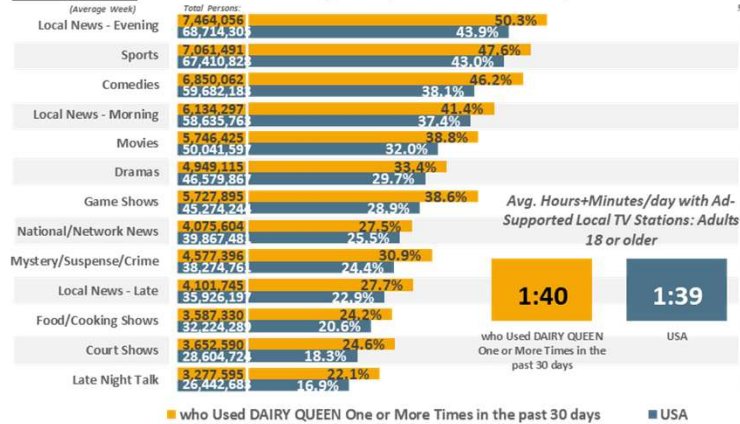
Local TV Station Programs (Persons & % Reach): Adults 18 or older



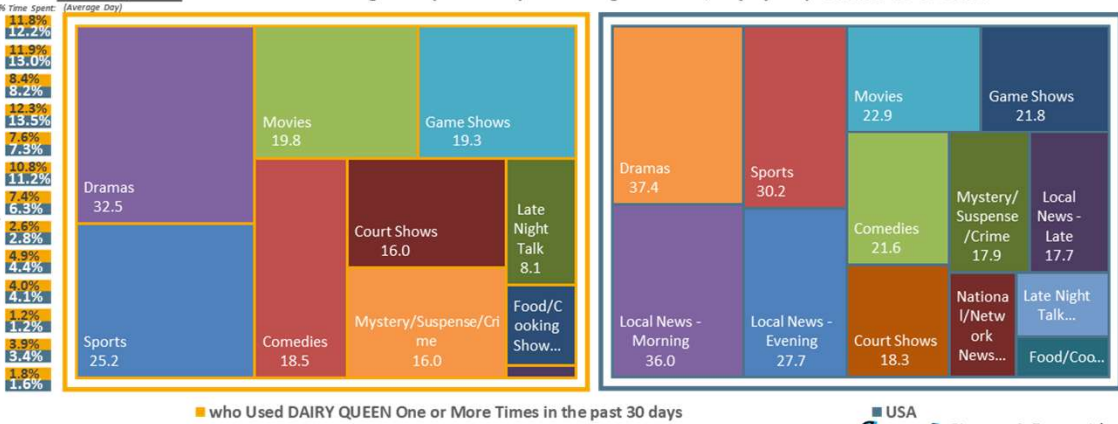
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



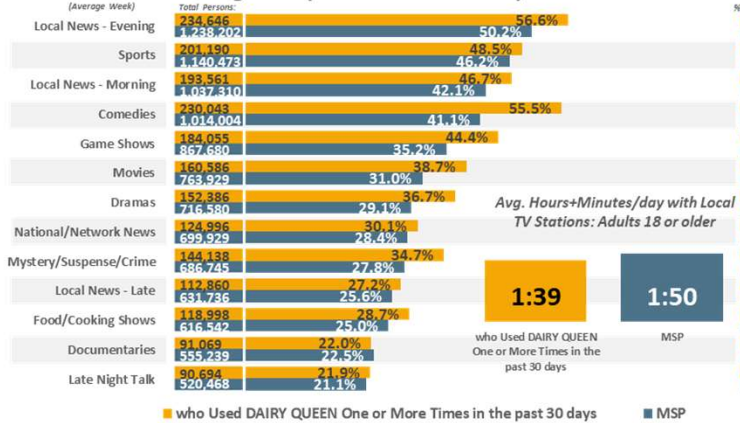
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



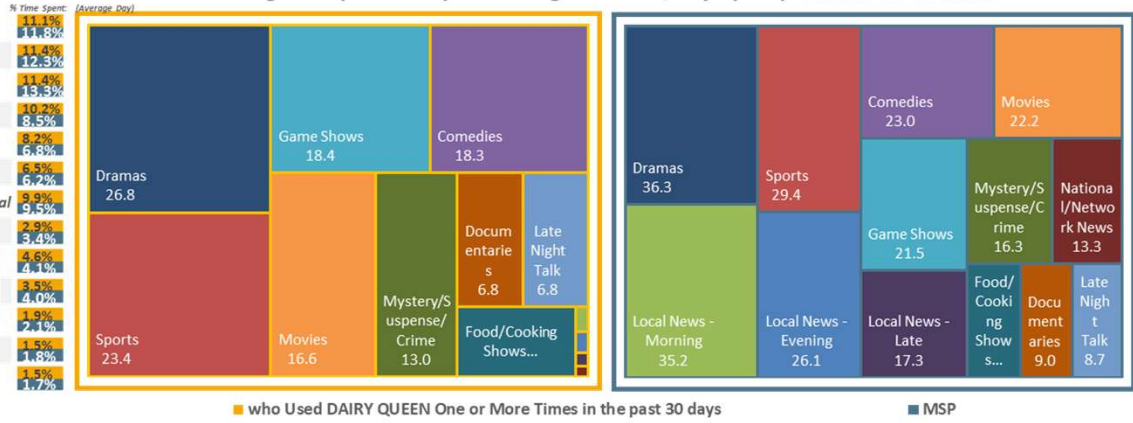


411,226 or 65.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and Movies.

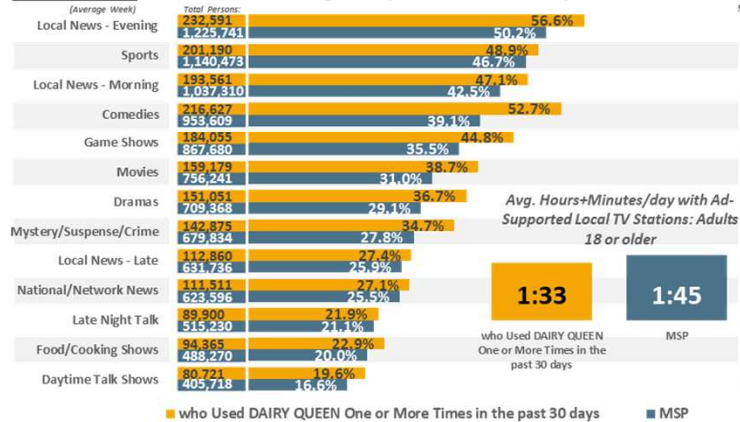
Local TV Station Programs (Persons & % Reach): Adults 18 or older



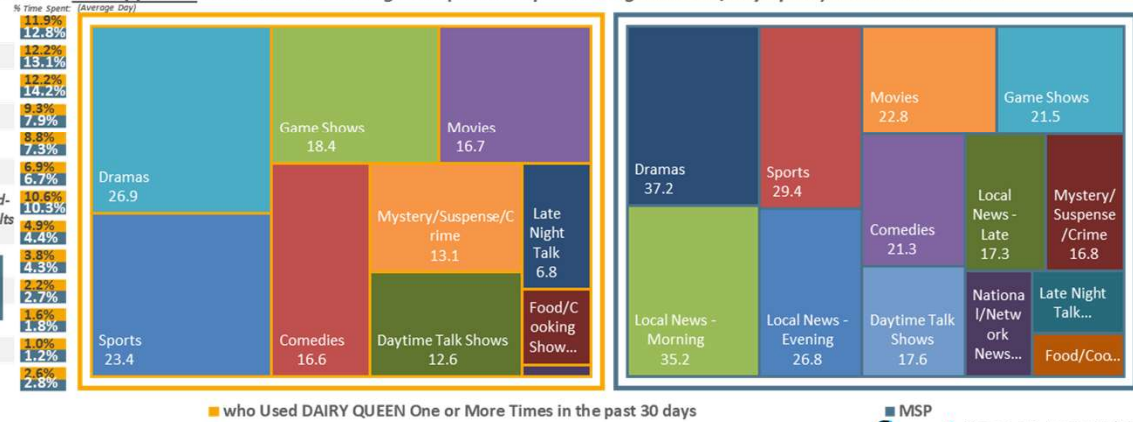
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



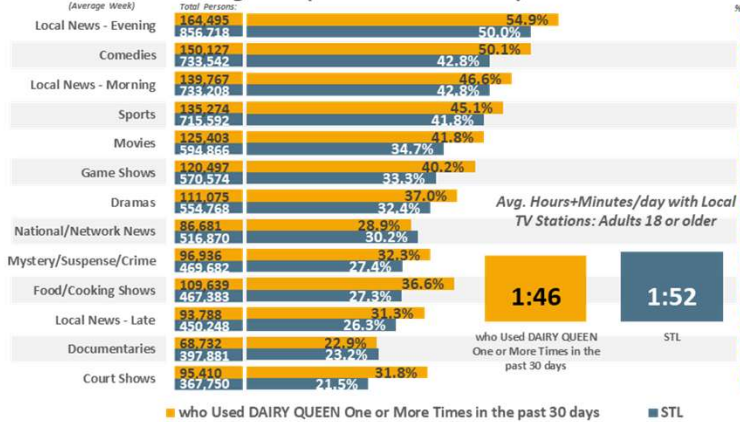
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



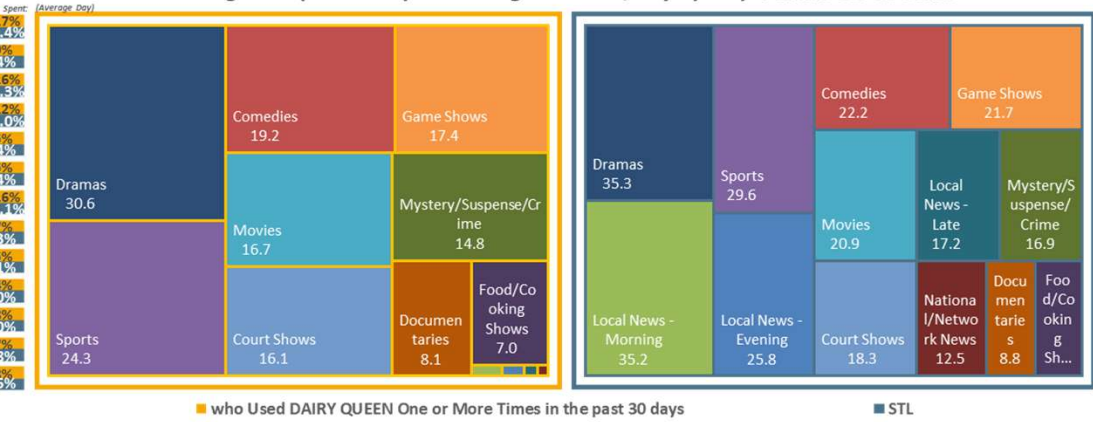


294,743 or 71.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Game Shows.

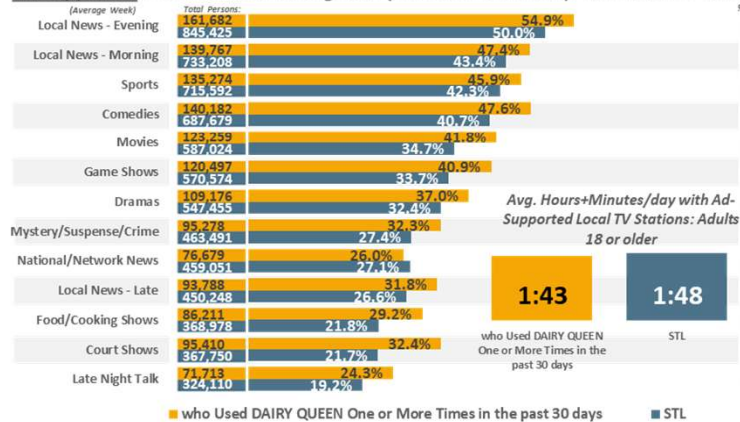
Local TV Station Programs (Persons & % Reach): Adults 18 or older



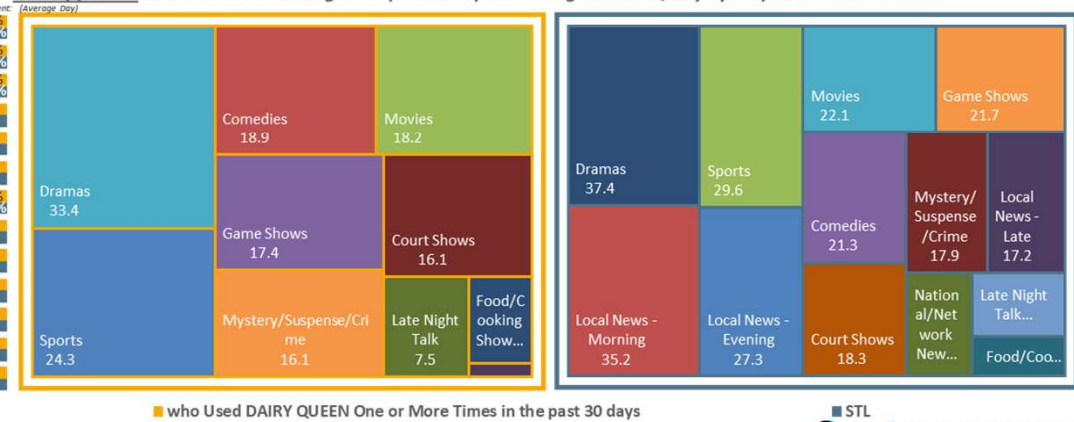
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



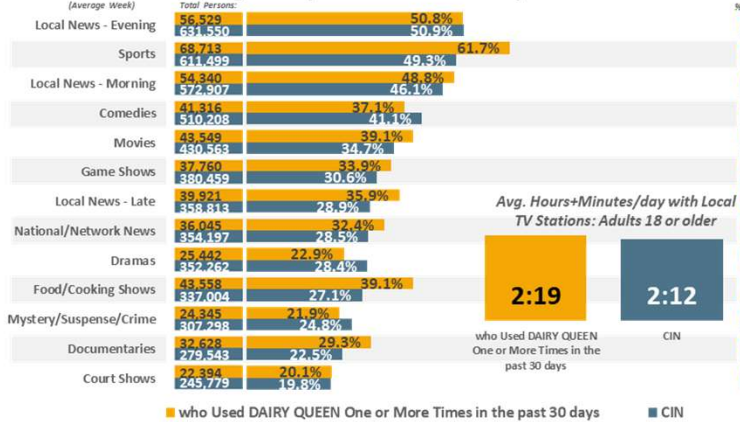
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



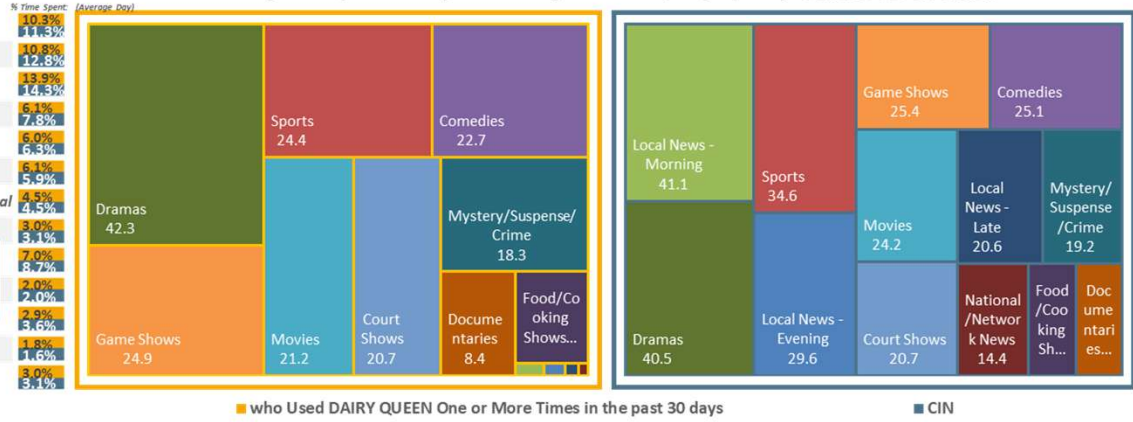


108,242 or 61.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Local News - Late, and Comedies.

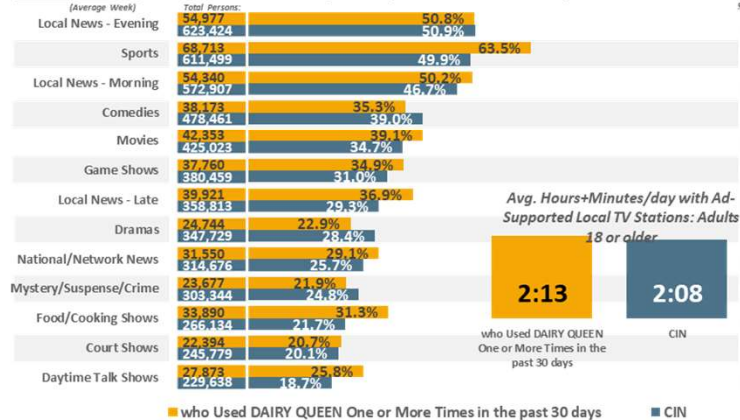
Local TV Station Programs (Persons & % Reach): Adults 18 or older



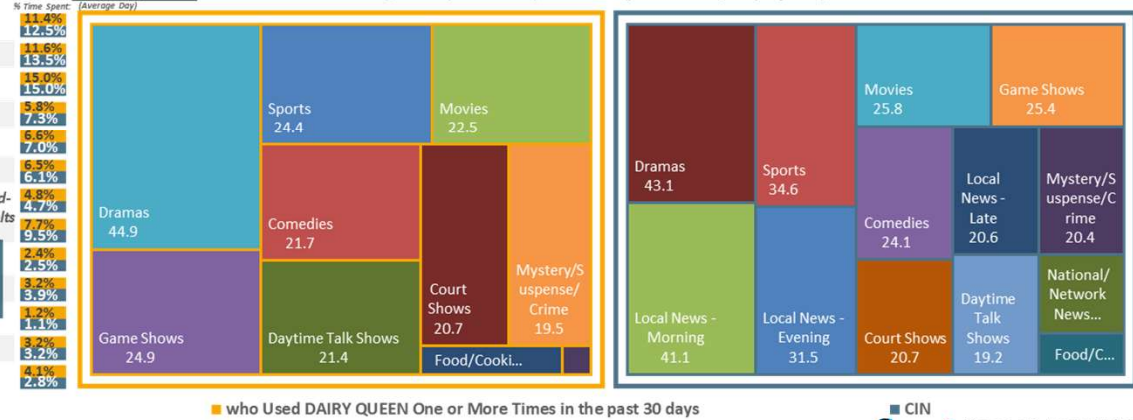
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



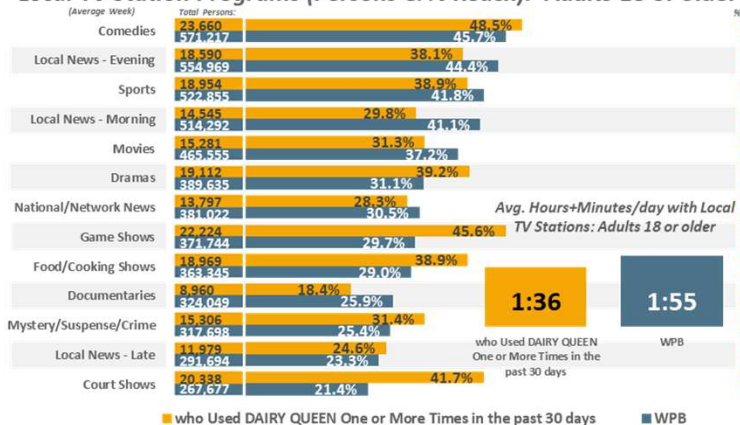
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



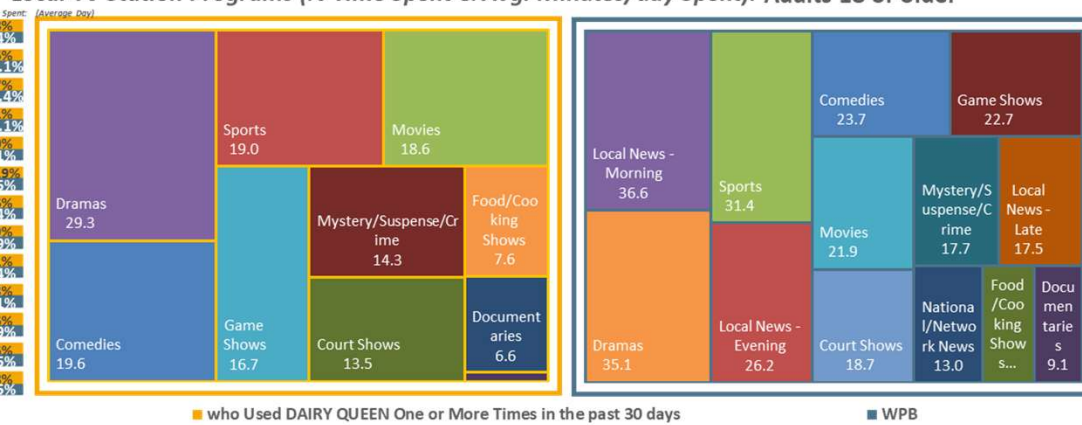


48,047 or 61.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Comedies, Court Shows, Sports, Dramas, and Daytime Talk Shows.

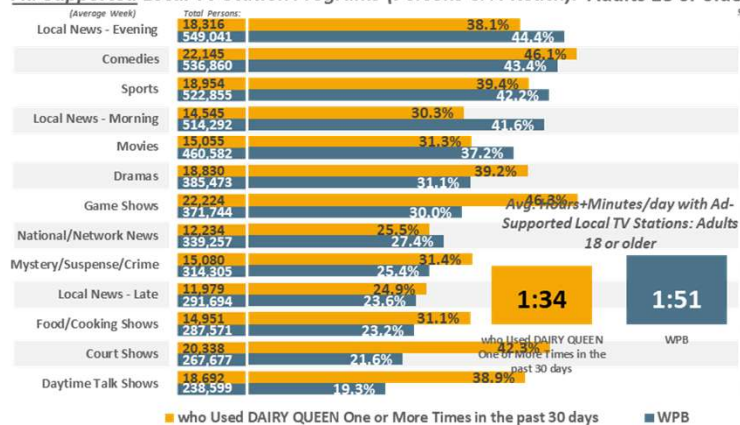
Local TV Station Programs (Persons & % Reach): Adults 18 or older



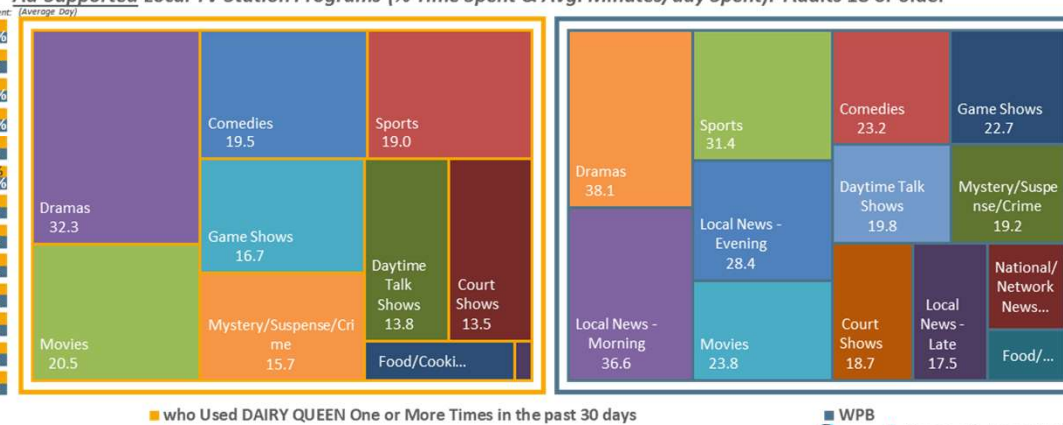
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

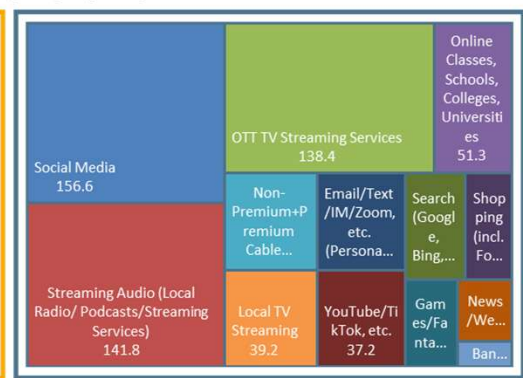
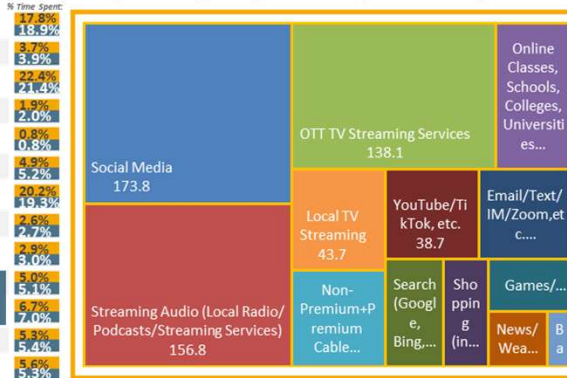
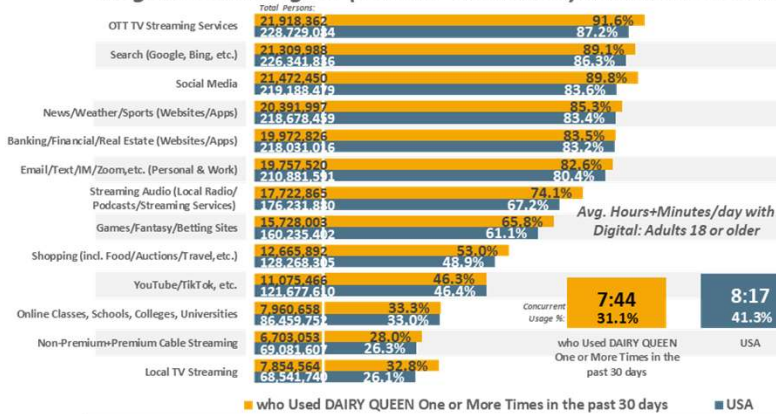




19,165,043 or 80.1% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 155.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

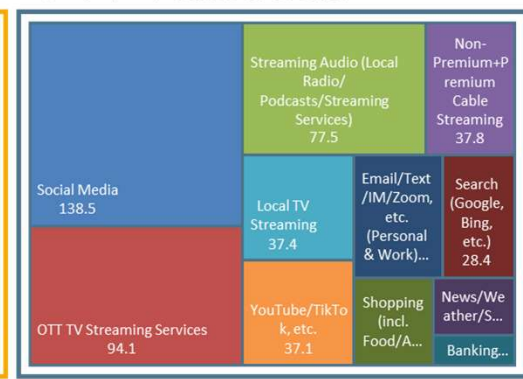
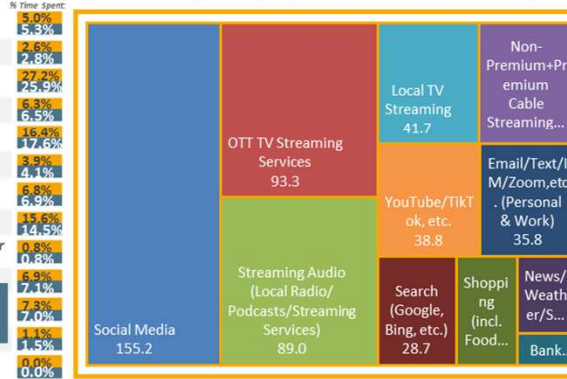
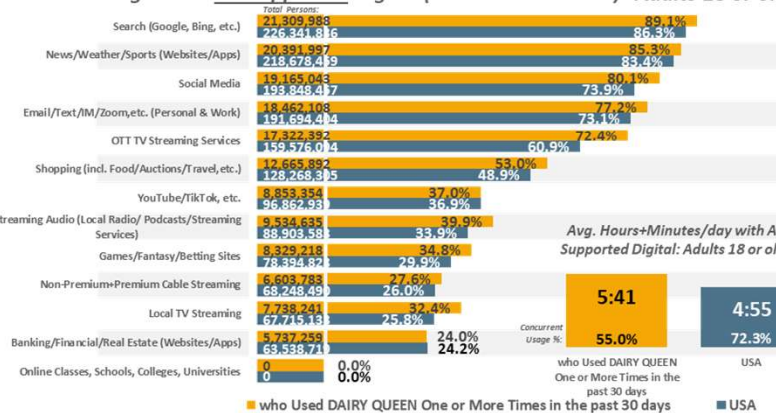
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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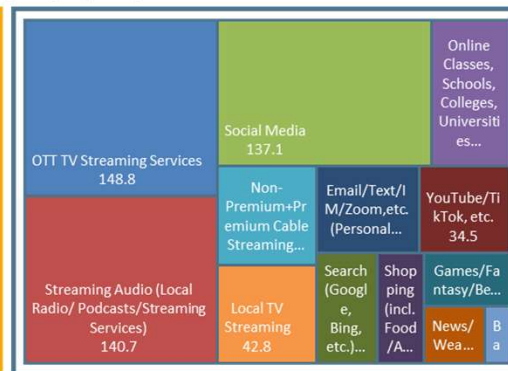
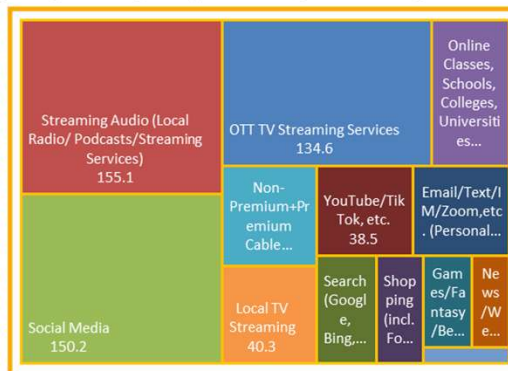
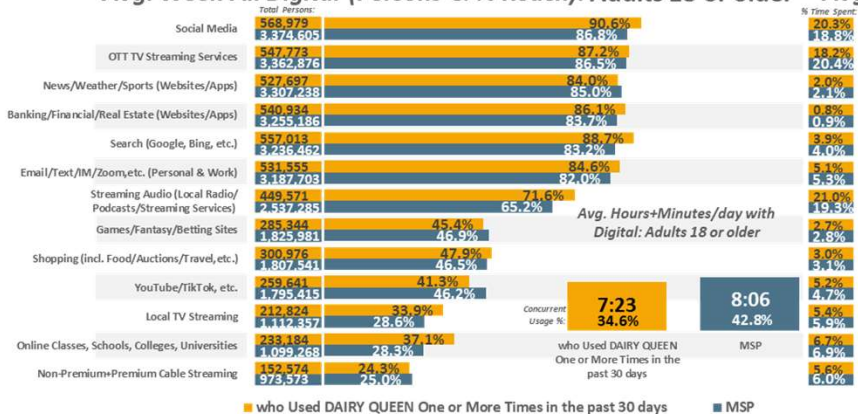
Quick service restaurants used past 30 days: Dairy Queen



495,837 or 78.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 130.8 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

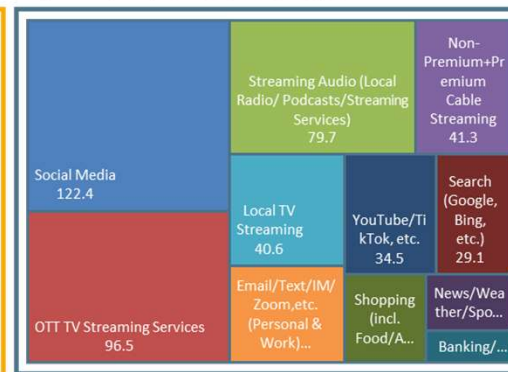
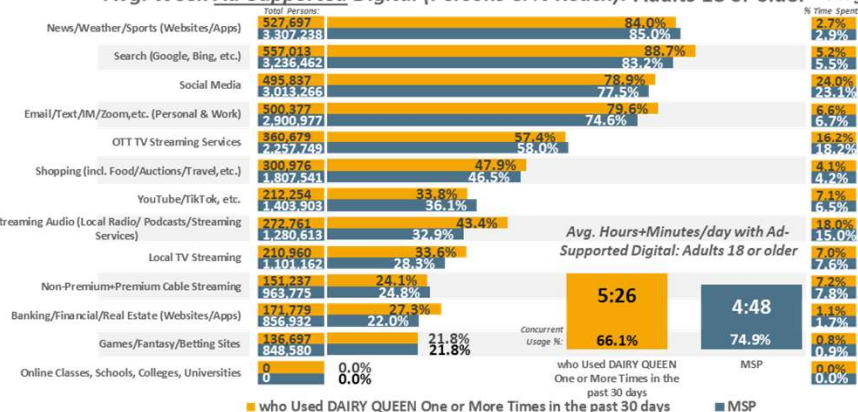
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

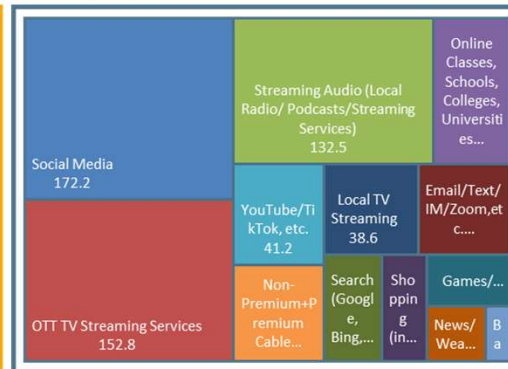
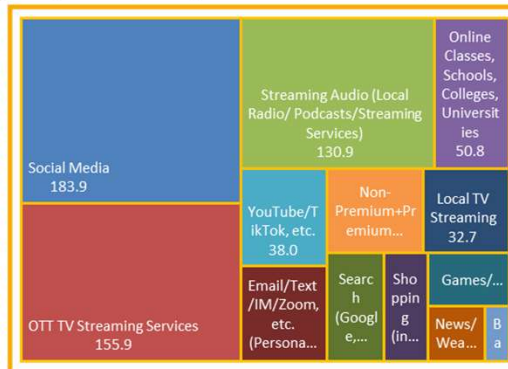
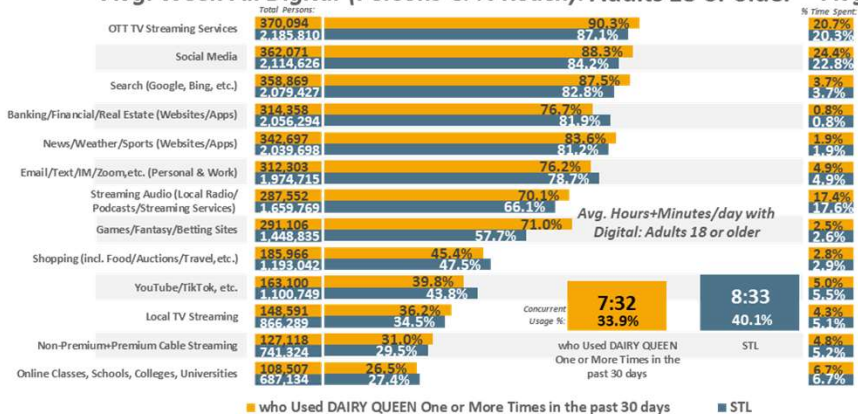




338,981 or 82.7% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 172.1 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

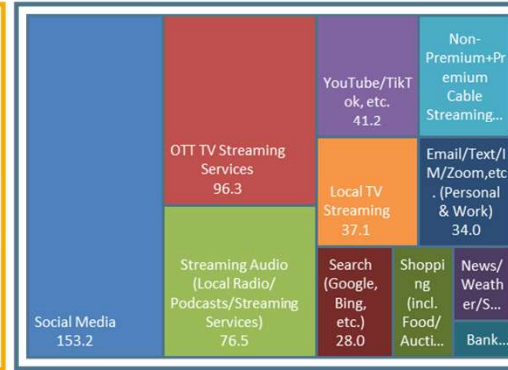
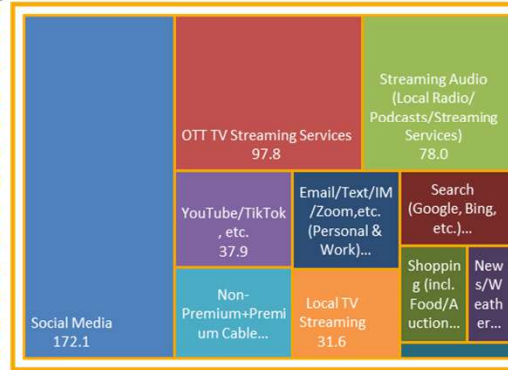
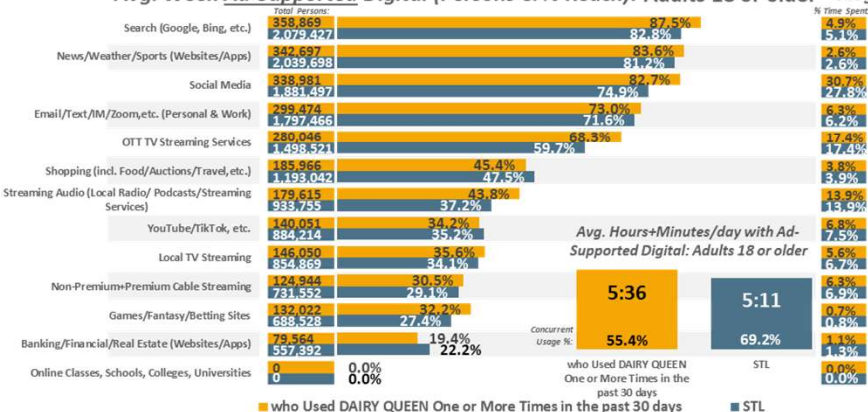
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

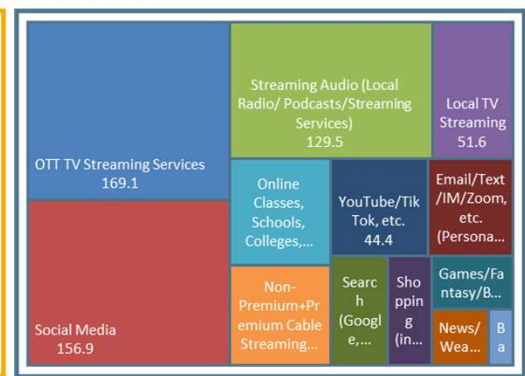
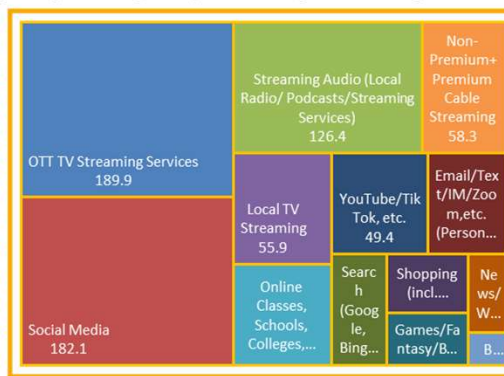
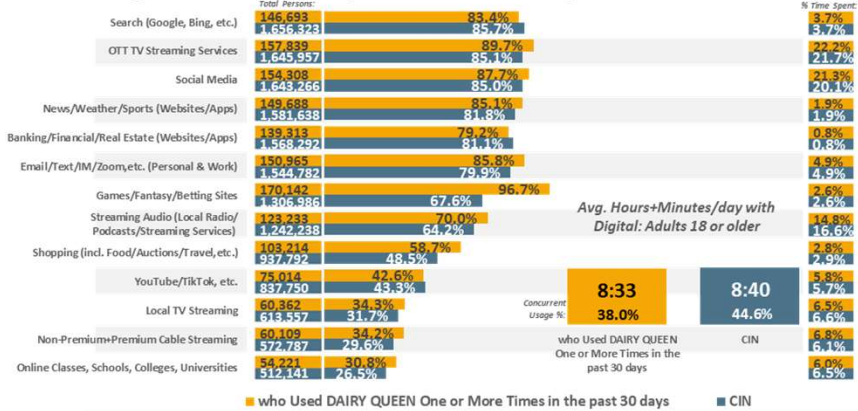




138,239 or 78.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 163.1 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

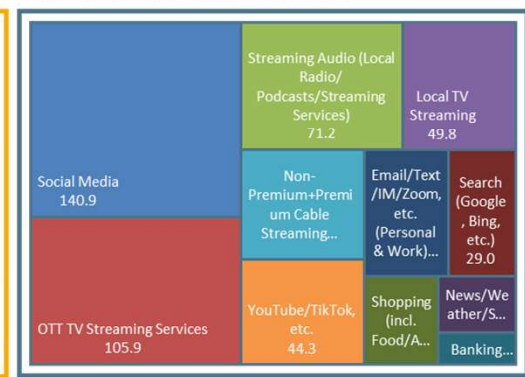
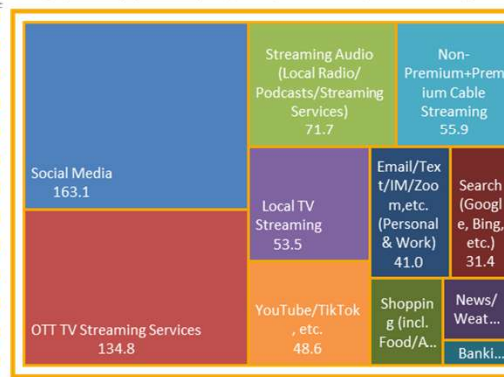
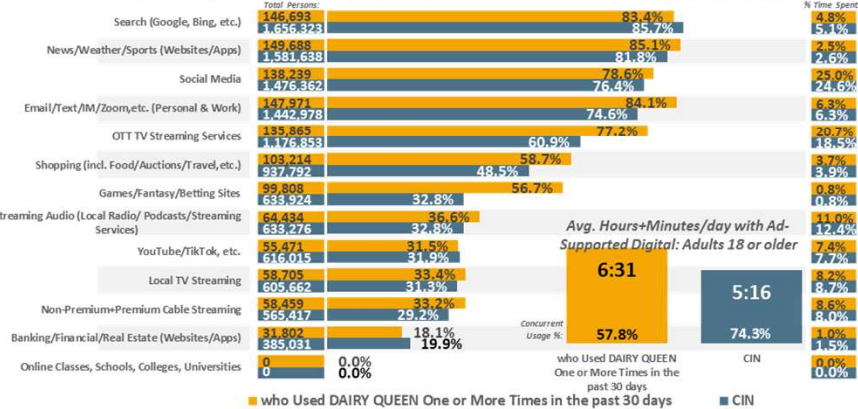
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

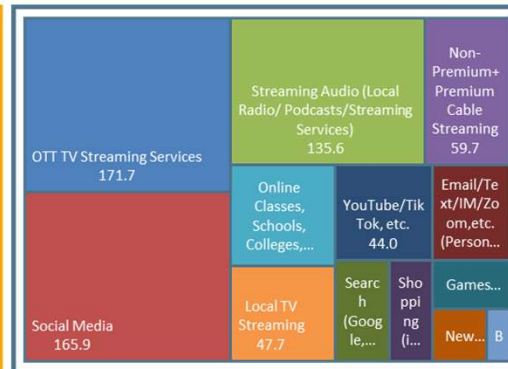
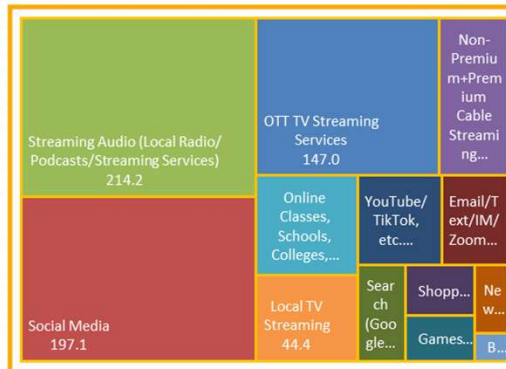
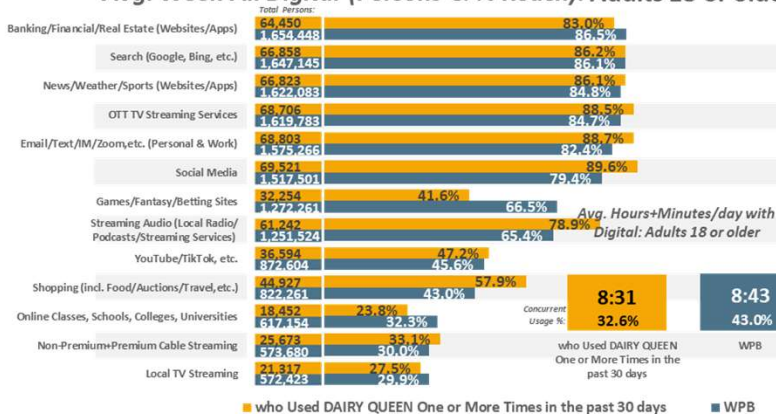




63,555 or 81.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 180.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

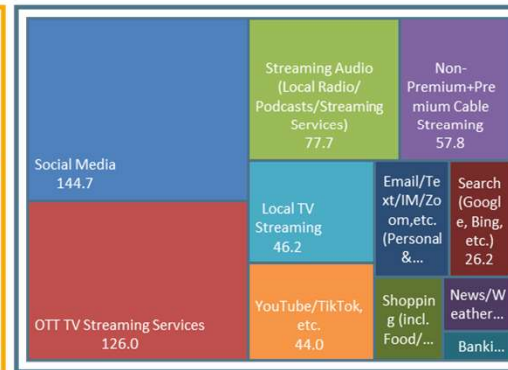
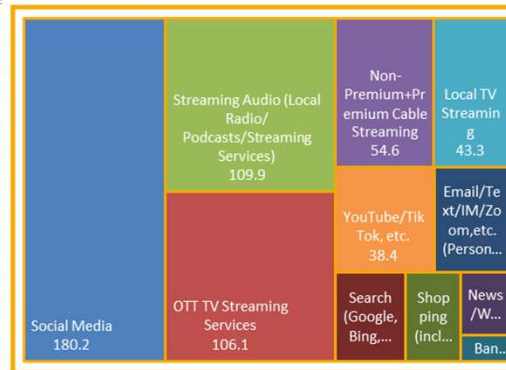
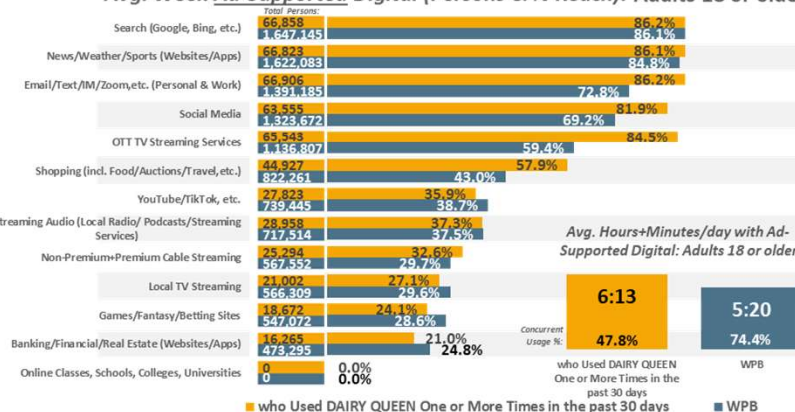
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

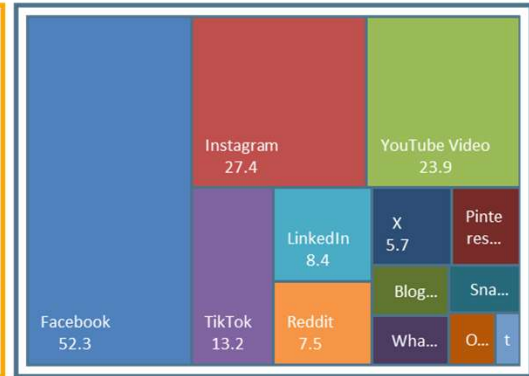
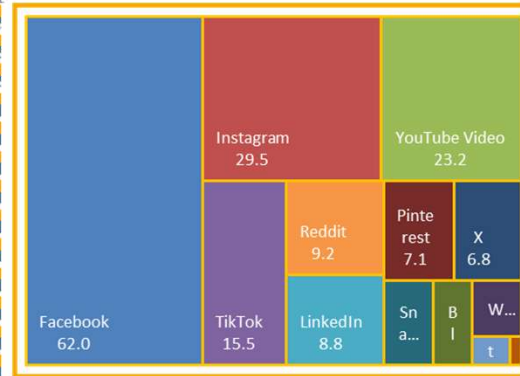
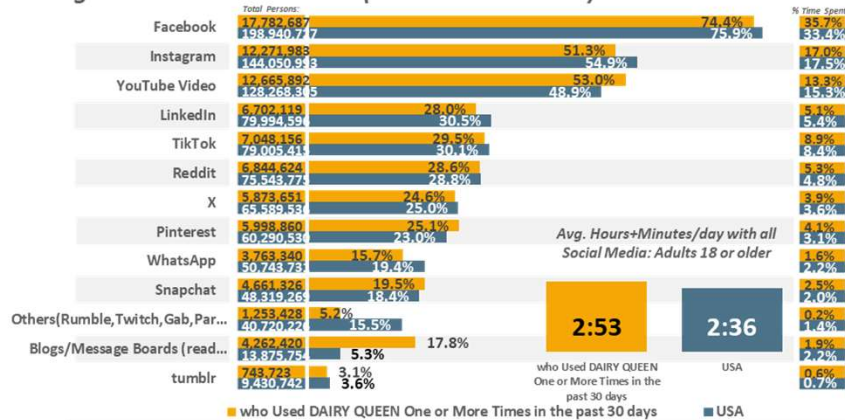
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



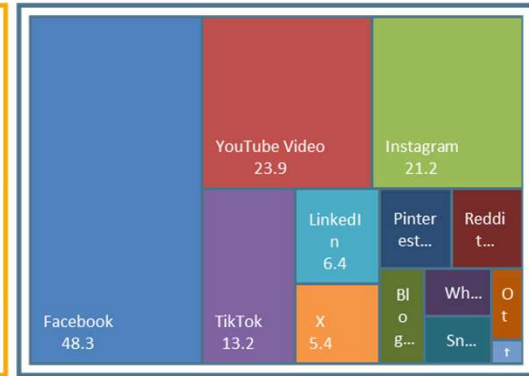
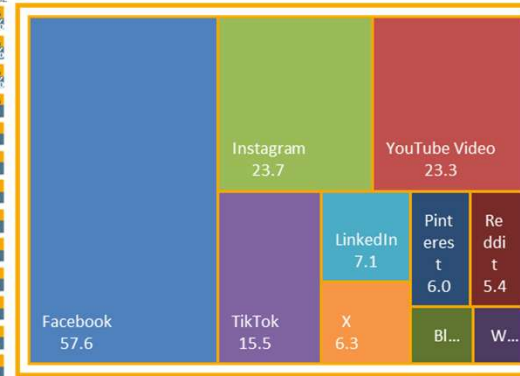
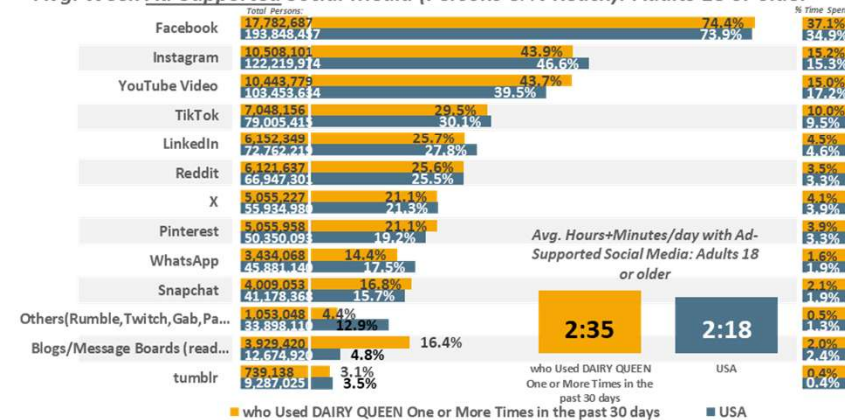


17,782,687 or 74.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

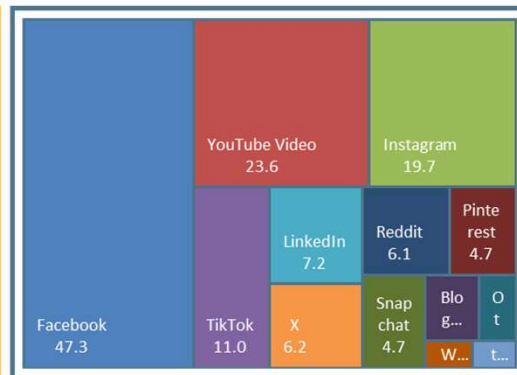
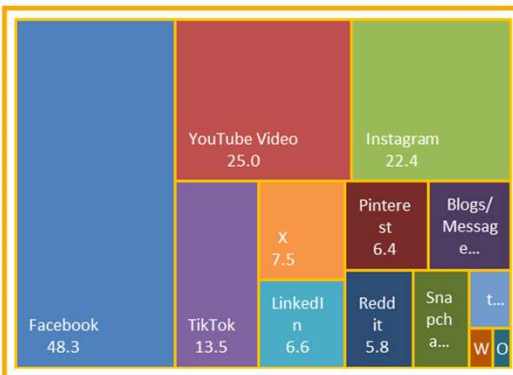
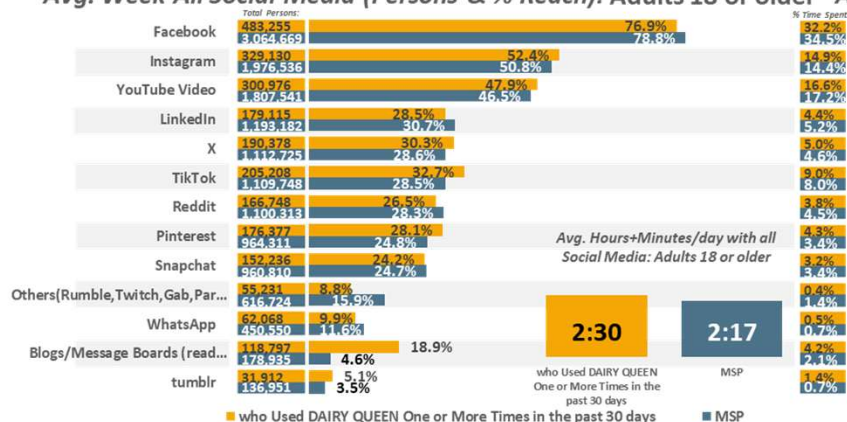
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

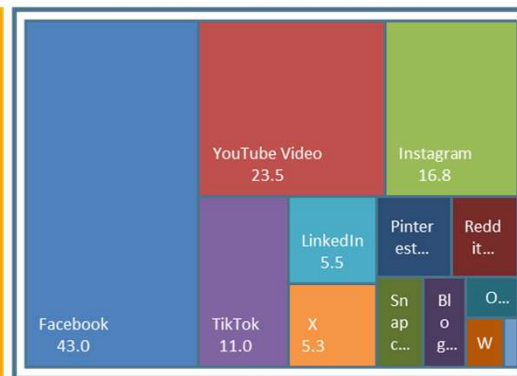
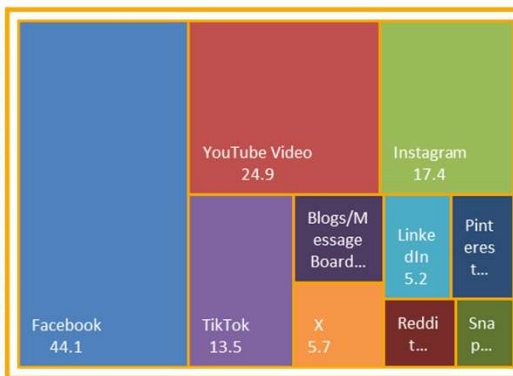
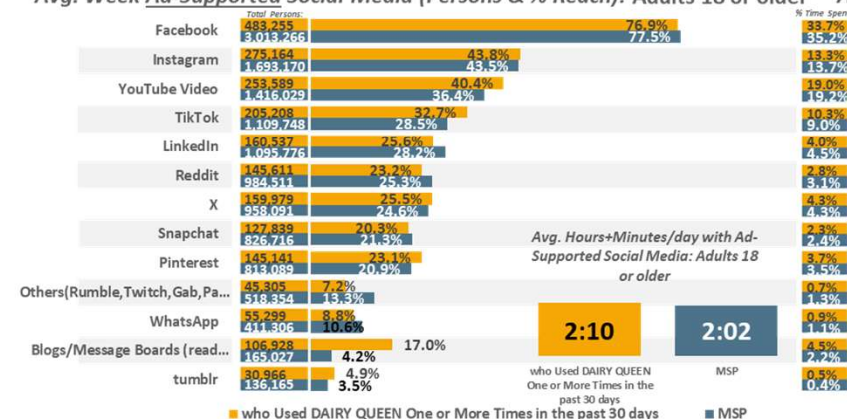


483,255 or 76.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 44.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

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**



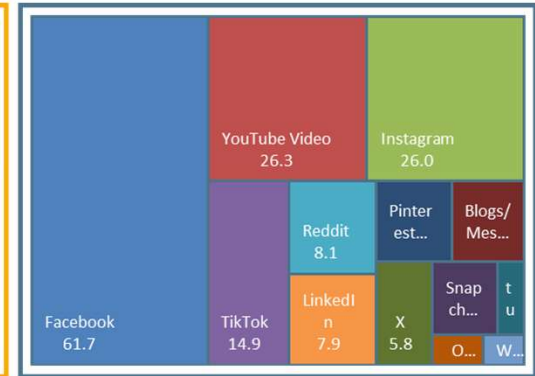
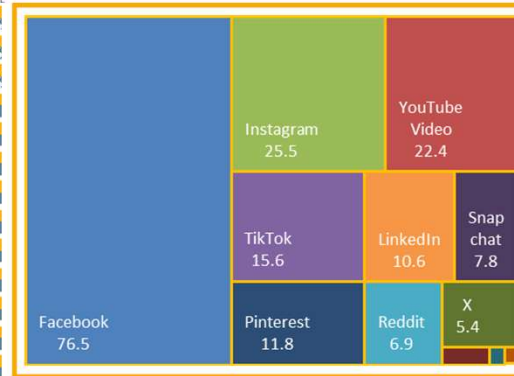
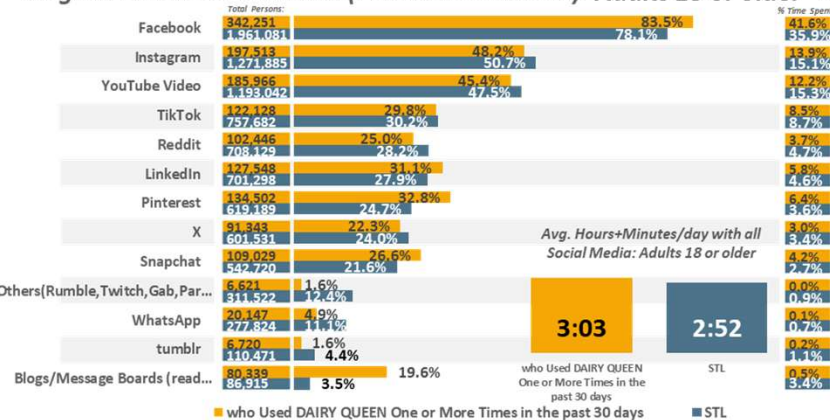
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



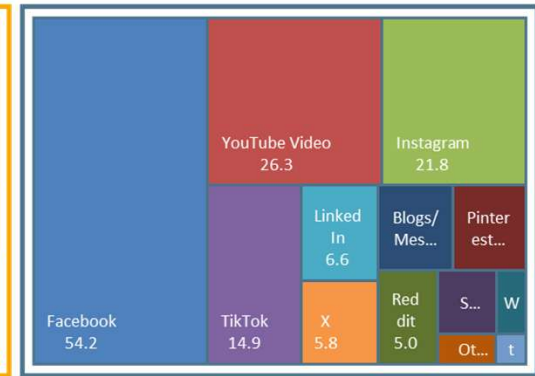
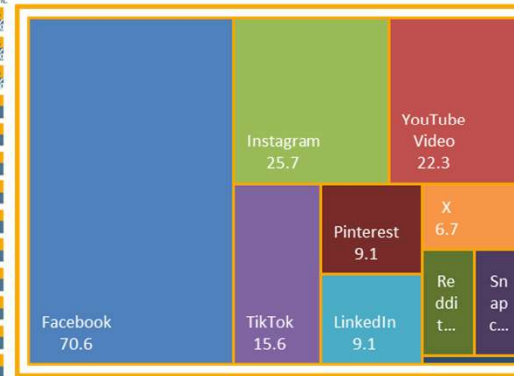
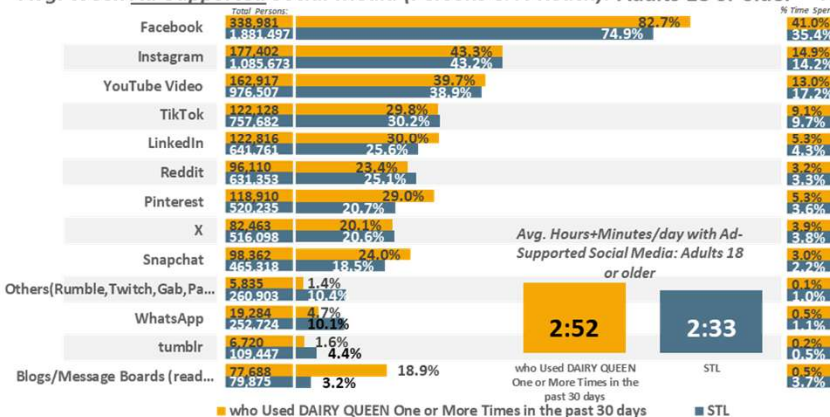


338,981 or 82.7% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 70.6 minutes every day representing 41.0% of all time spent daily with Ad-Supported Social Media.

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**



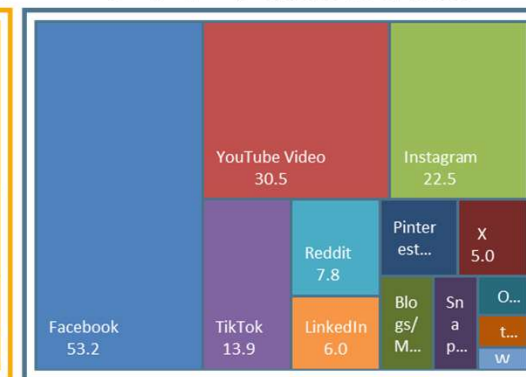
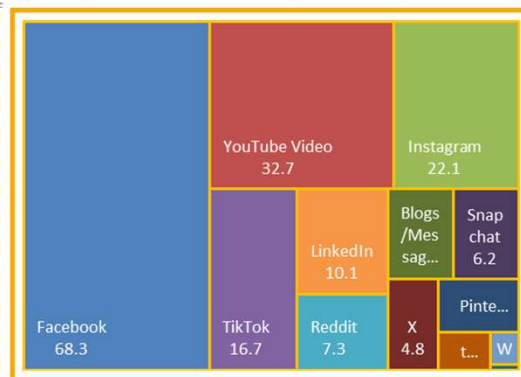
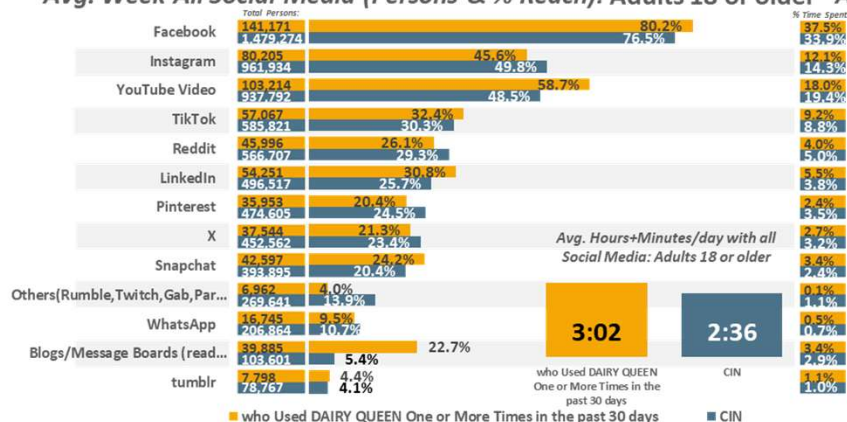
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



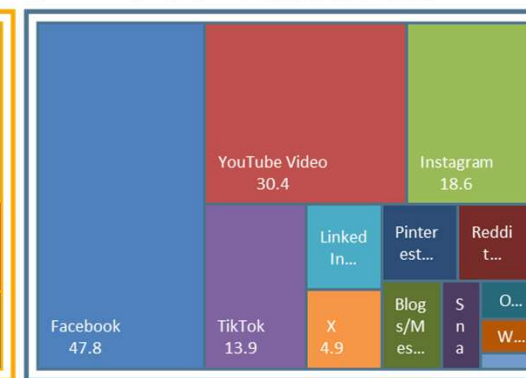
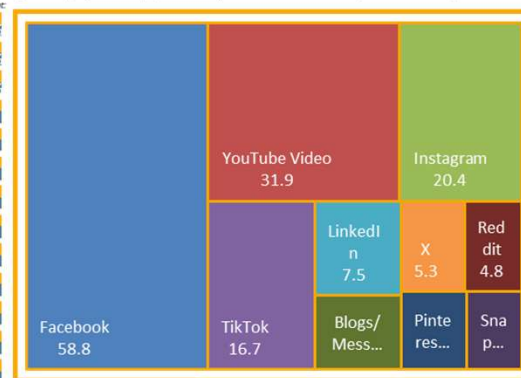
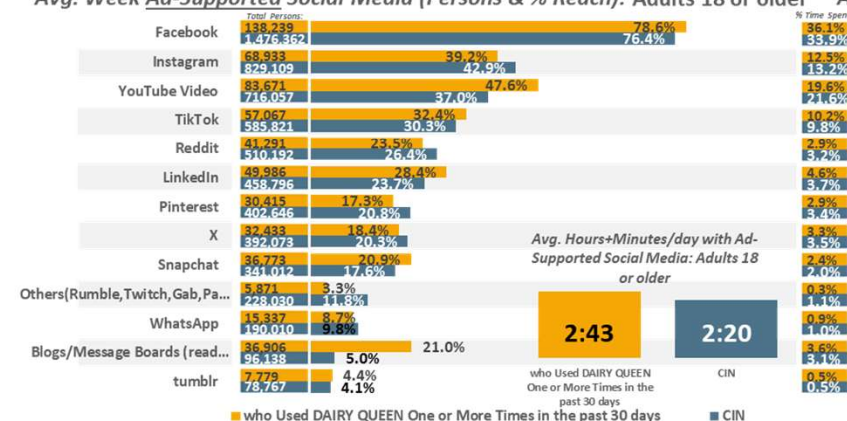


138,239 or 78.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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**



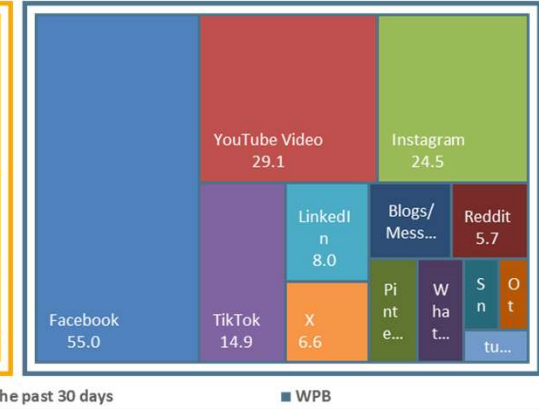
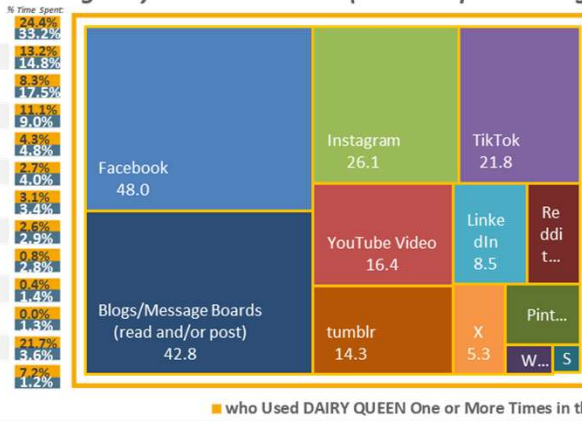
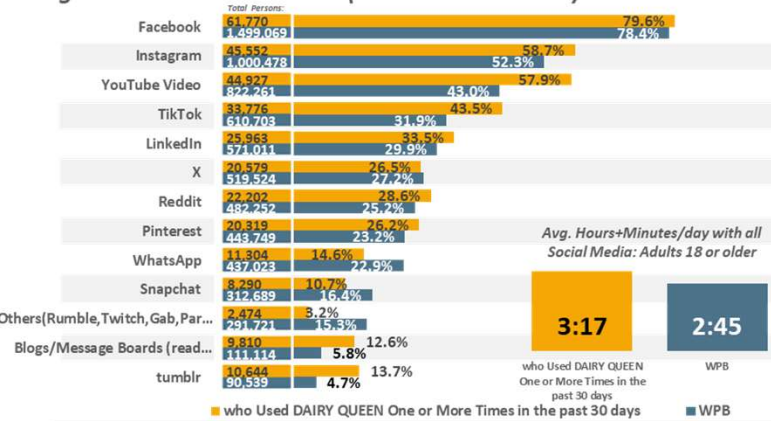
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



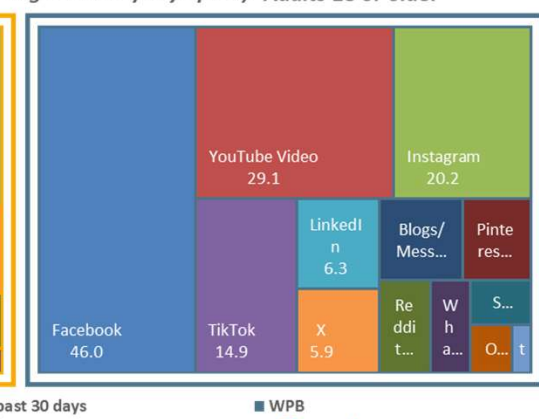
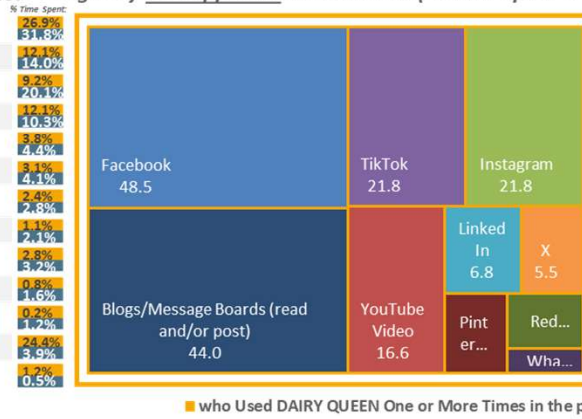
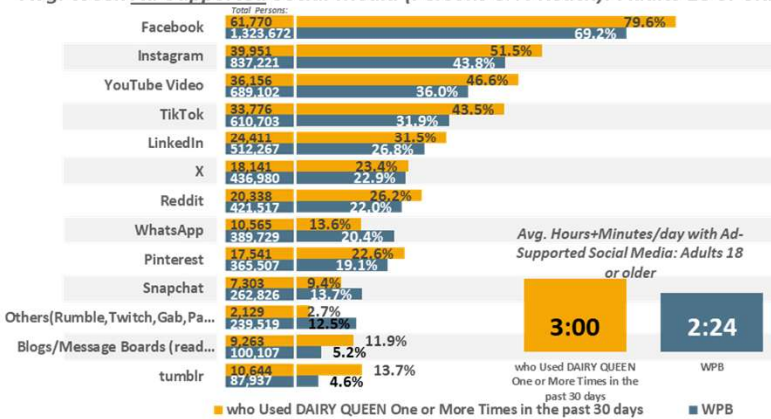


61,770 or 79.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

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**

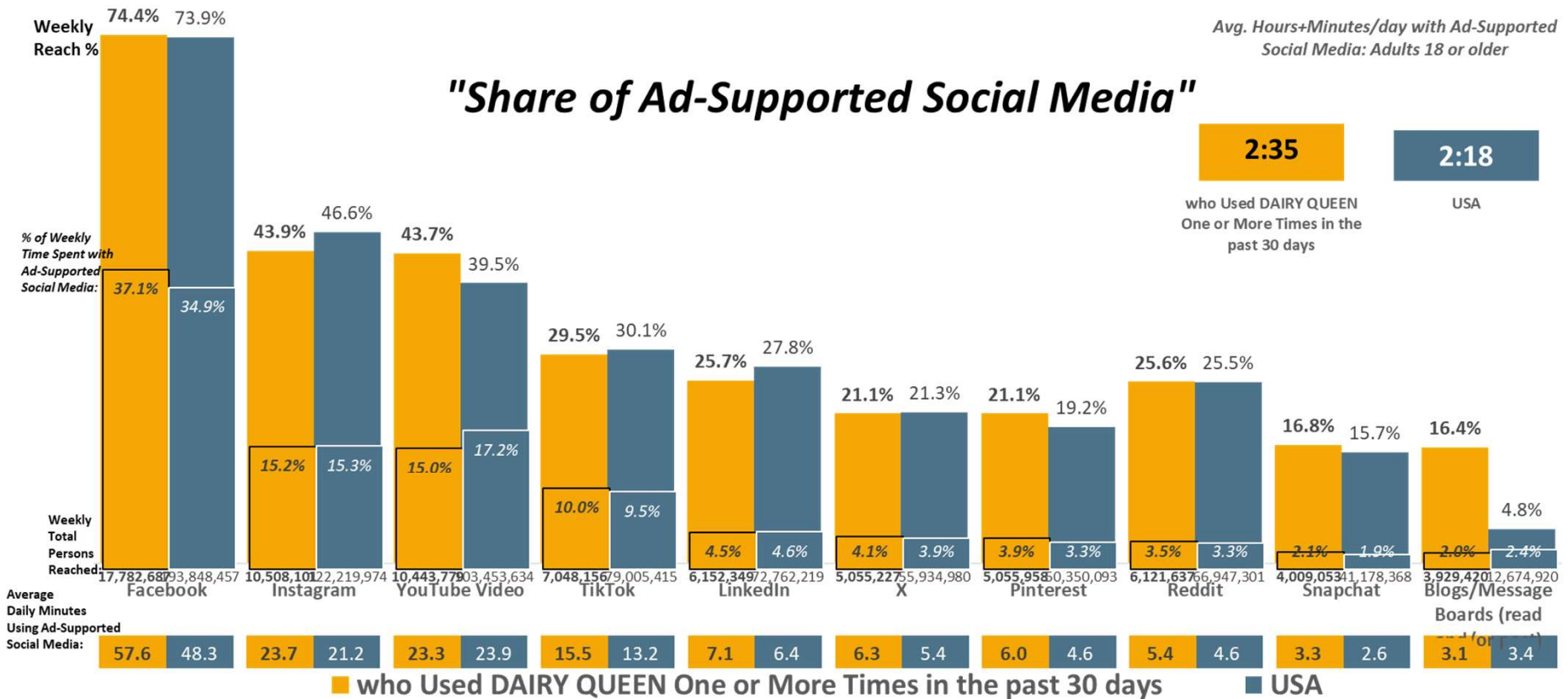


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





17,782,687 or 74.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

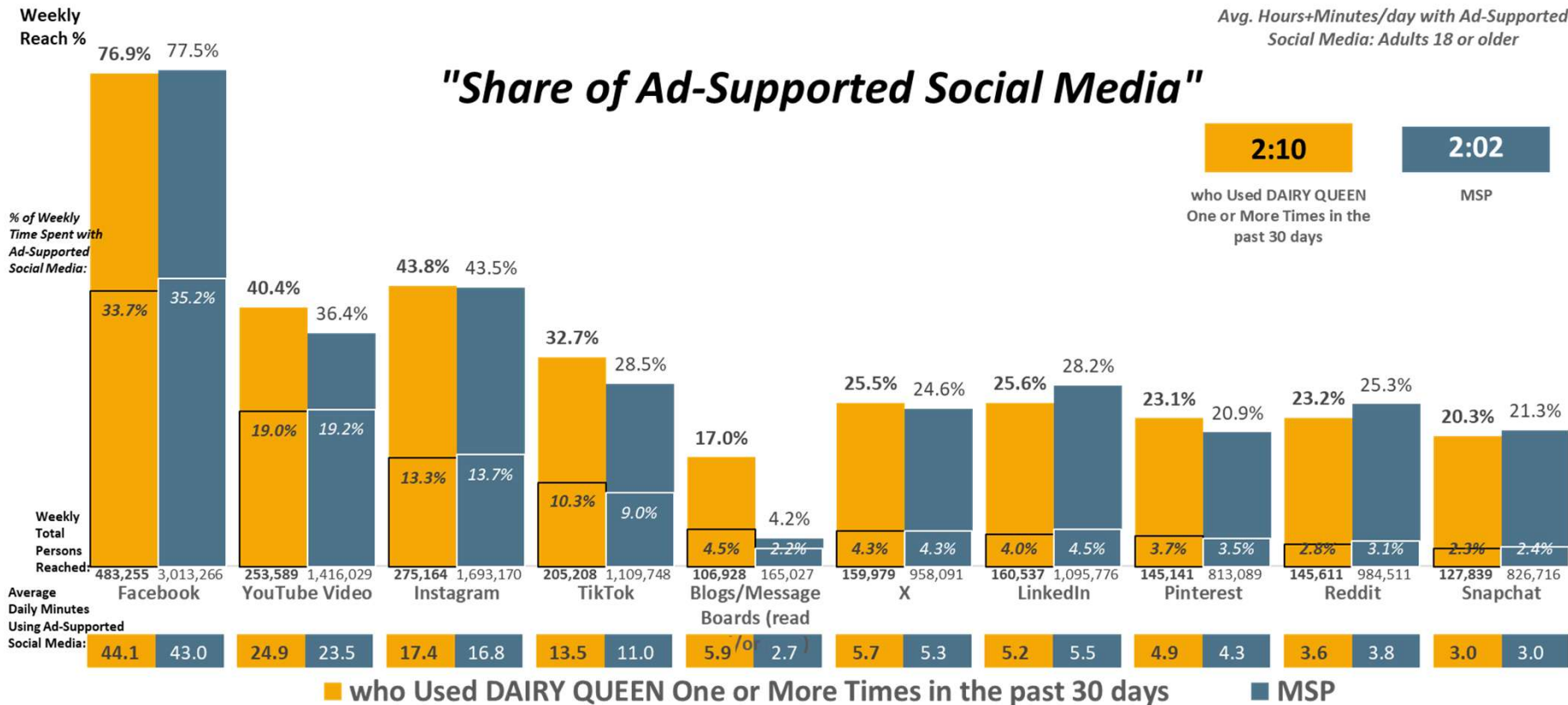
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



483,255 or 76.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 44.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

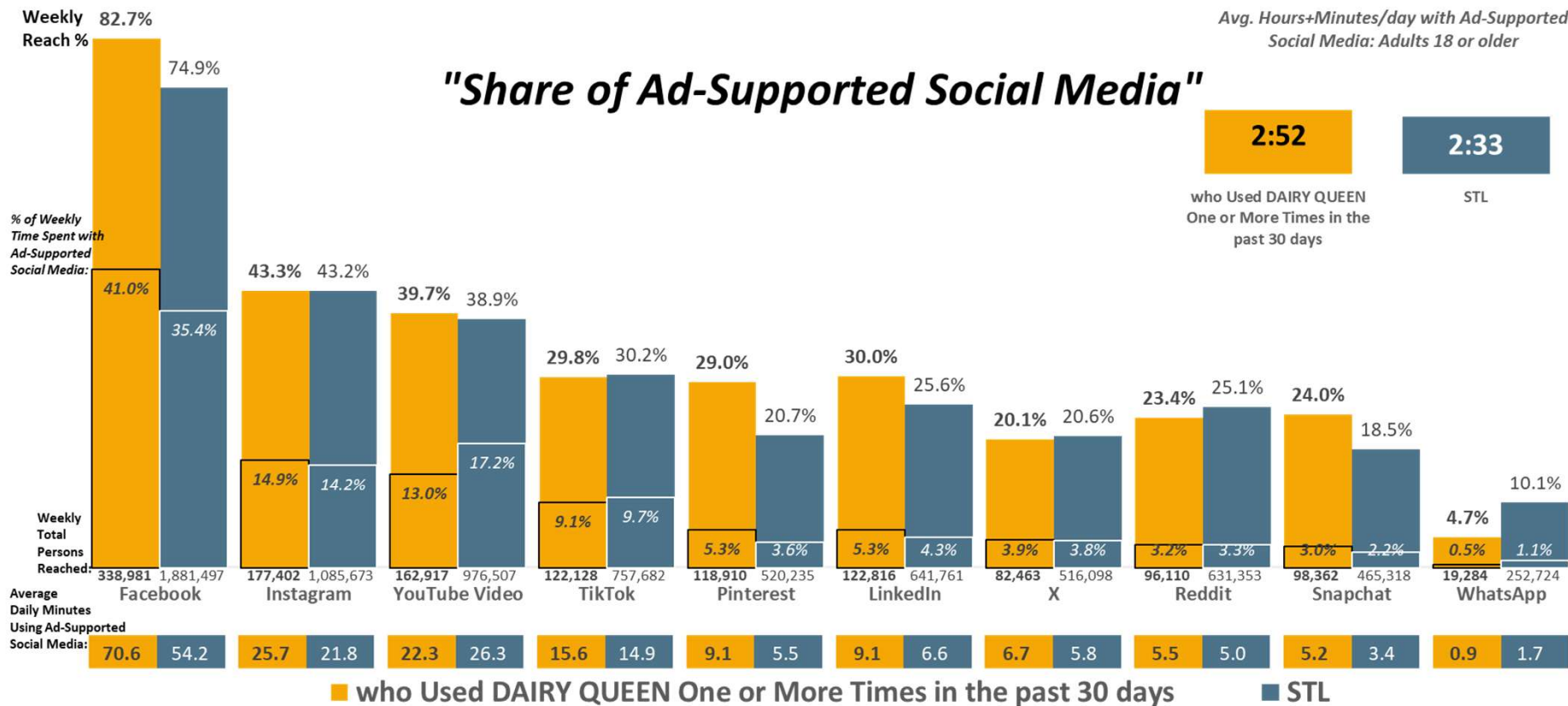
"Share of Ad-Supported Social Media"





338,981 or 82.7% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 70.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 312
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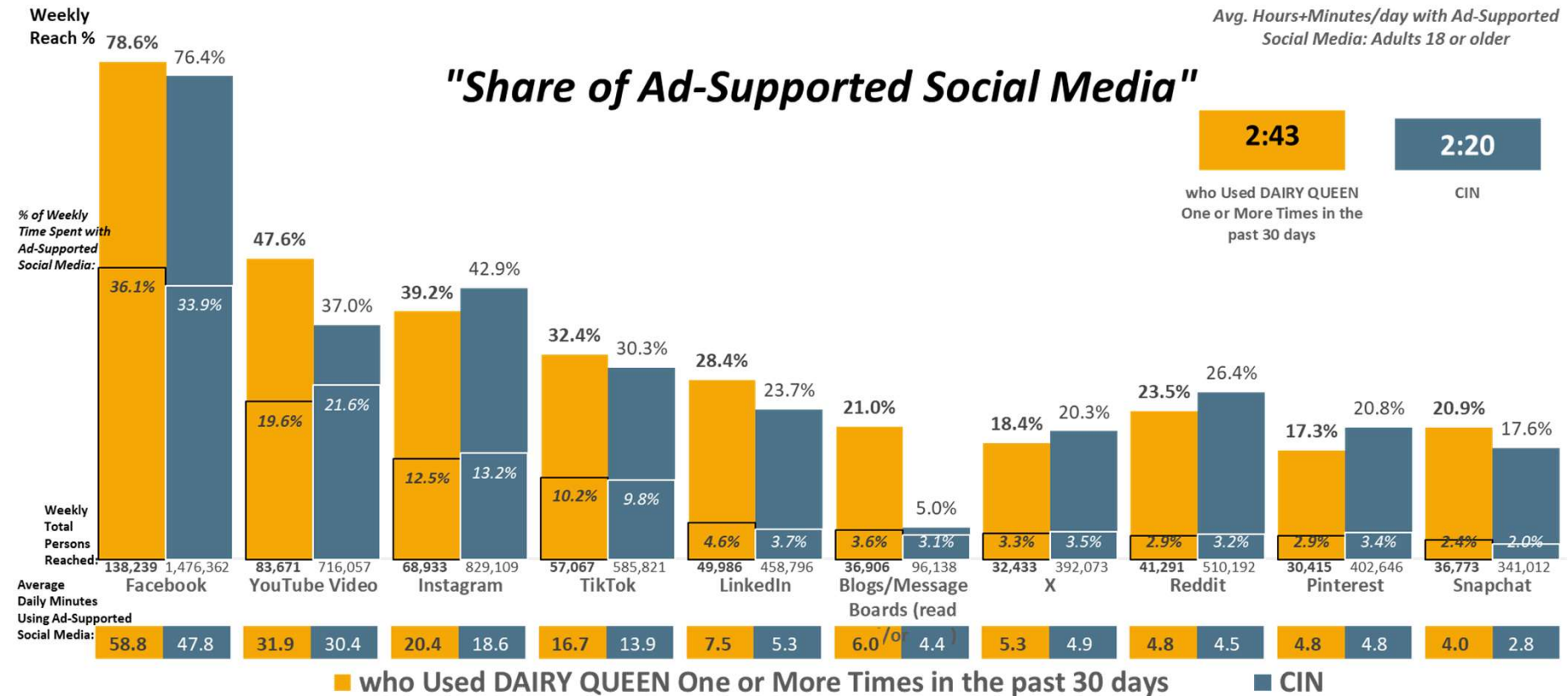
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

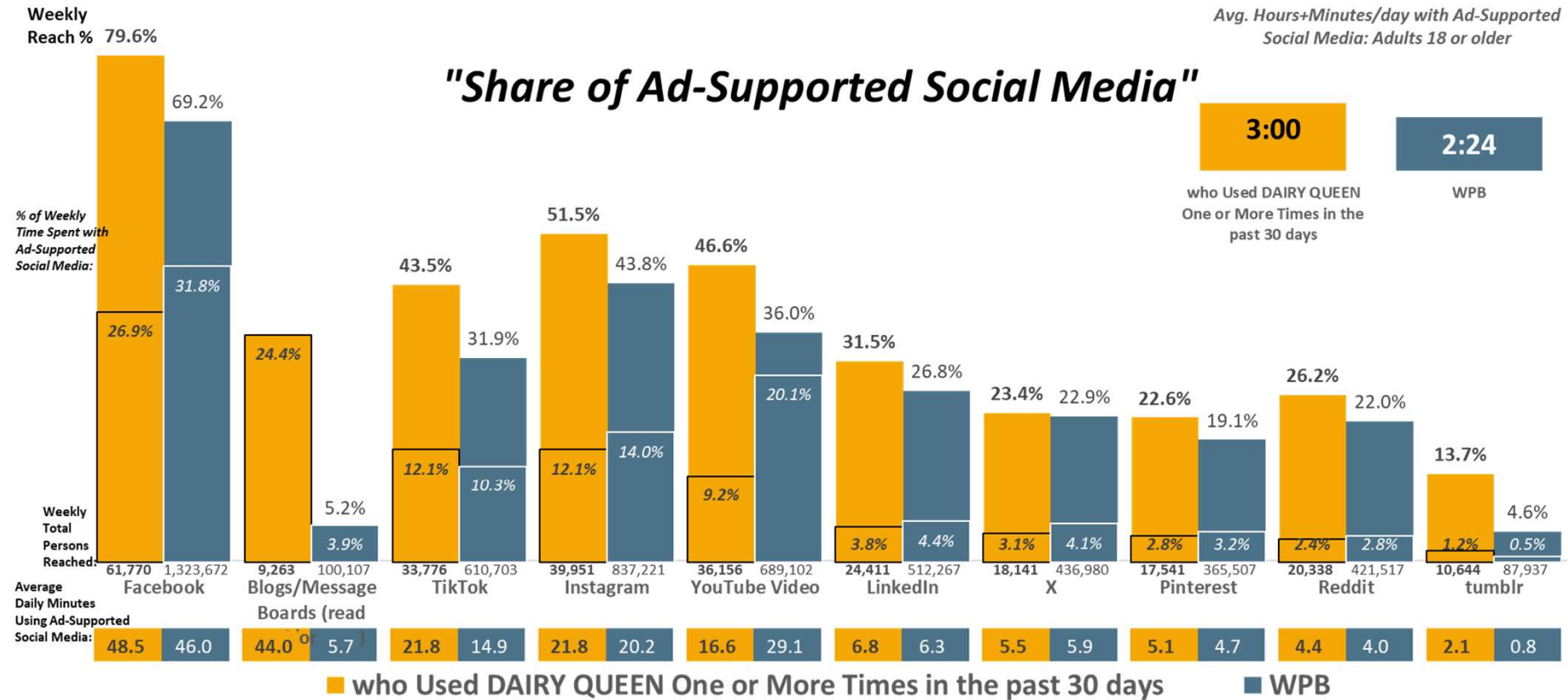


138,239 or 78.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 58.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.





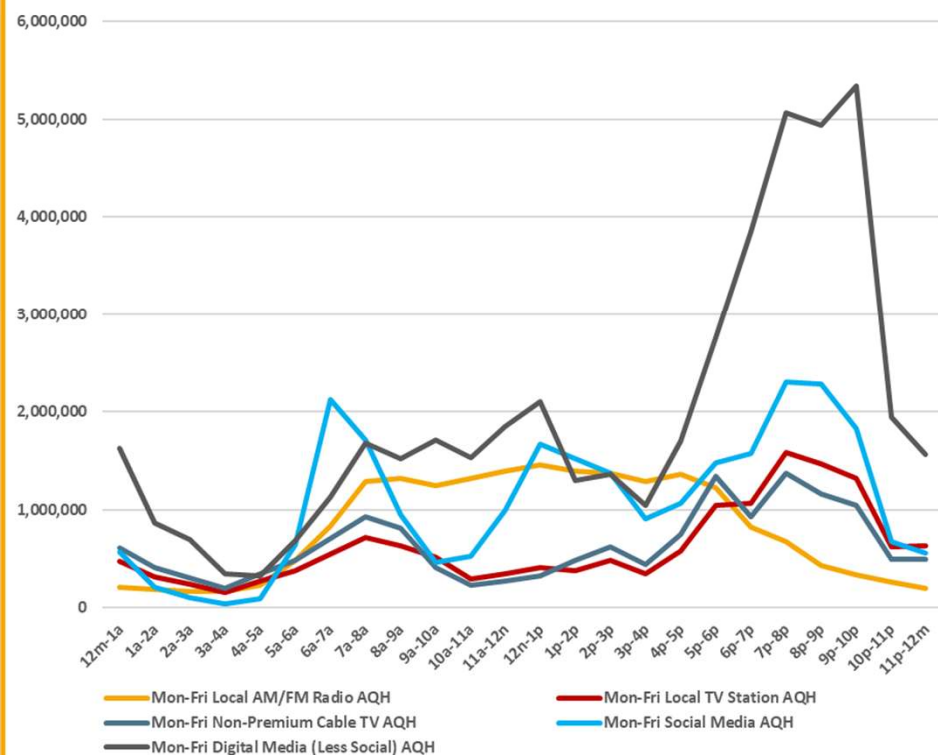
61,770 or 79.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.



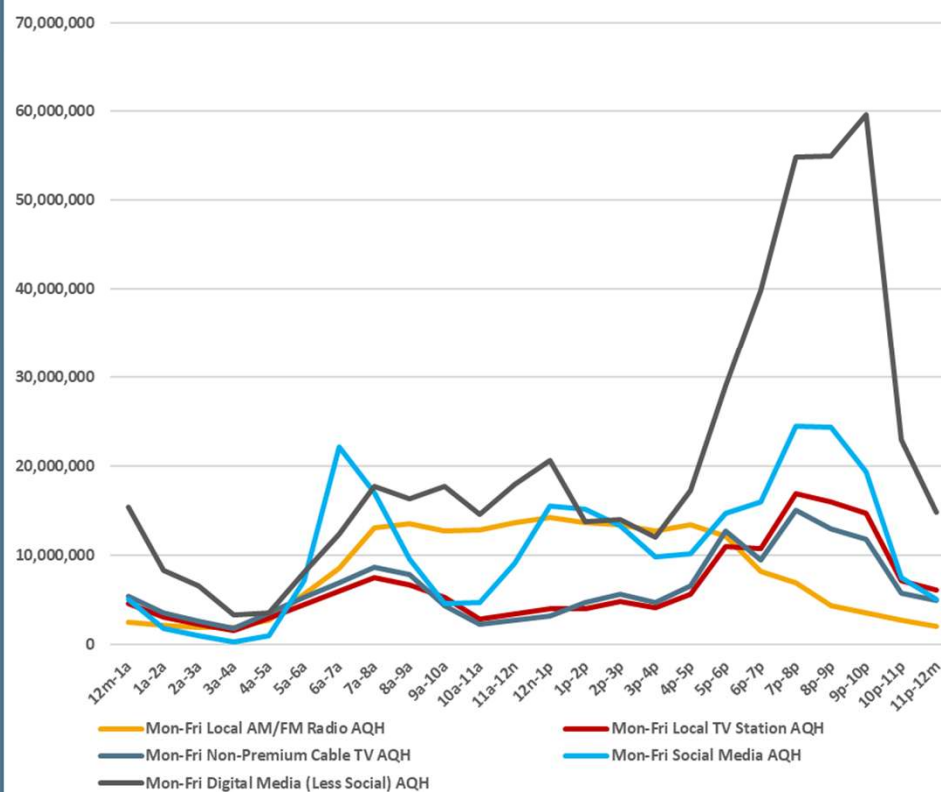


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,810,849;
Social Media: 1,258,202; Local Radio: 1,255,814; Non-Prem. Cable: 635,887; Local TV:
566,508 reaching Adults 18 or older who Used DAIRY QUEEN One or More Times

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



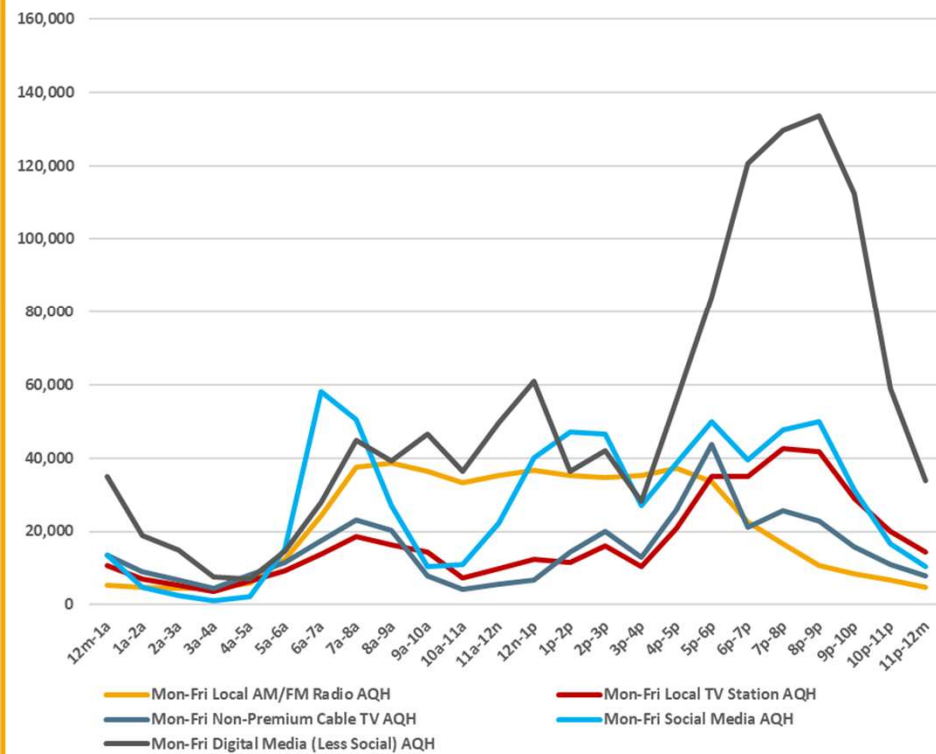
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



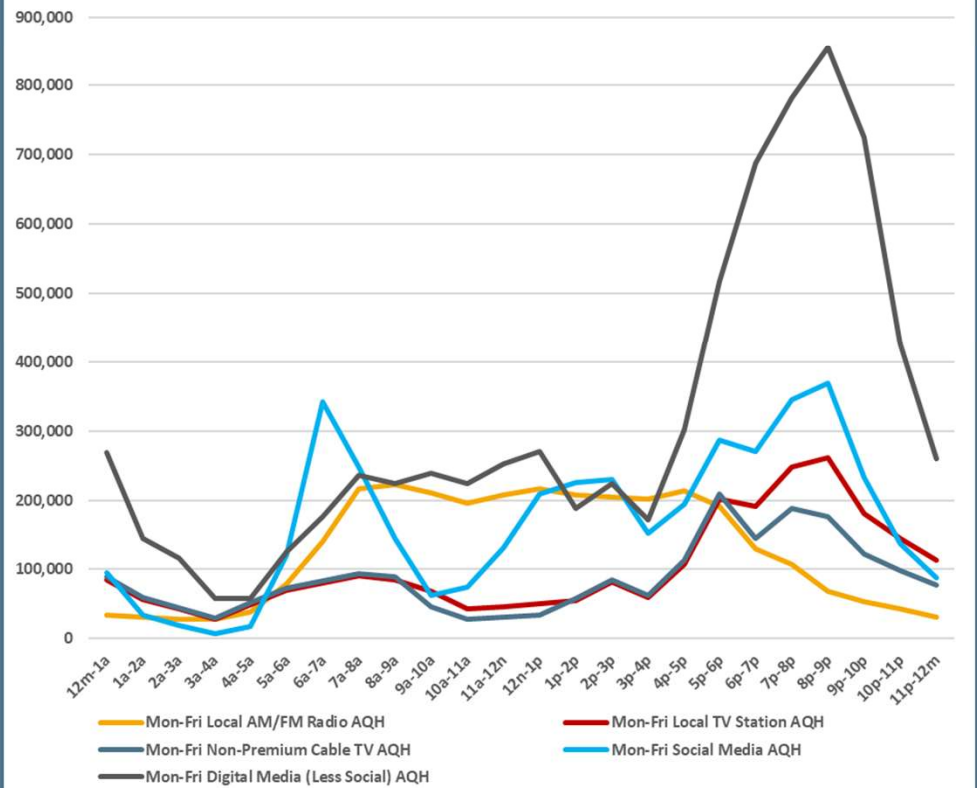


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,777;
Social Media: 36,056; Local Radio: 33,907; Non-Prem. Cable: 17,178; Local TV: 17,032
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the pas

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



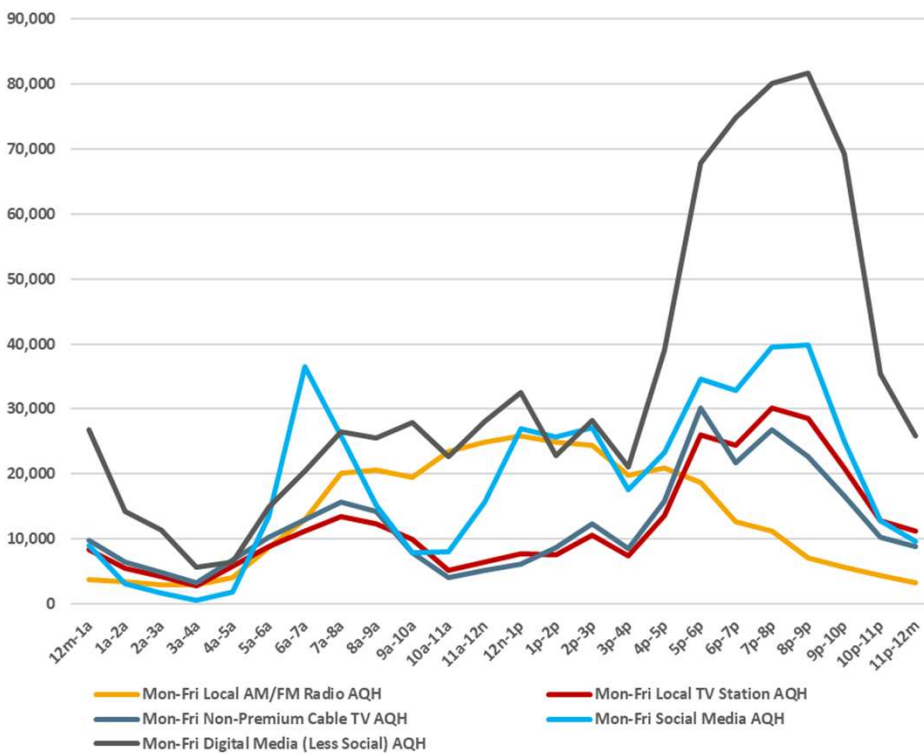
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



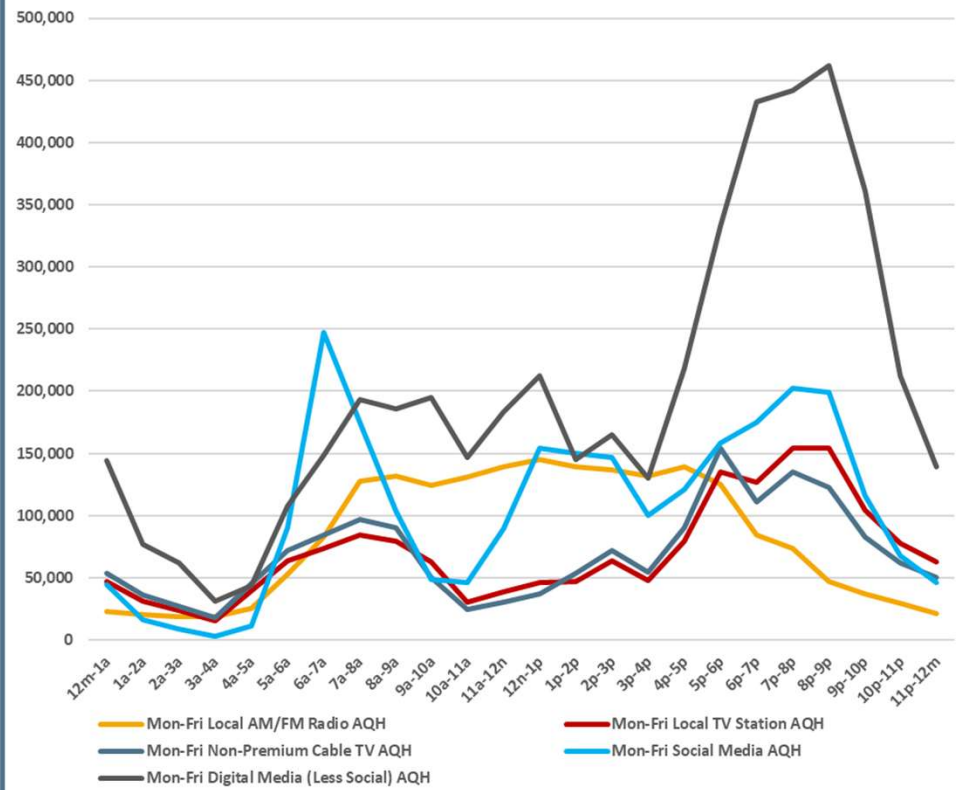


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,650;
Social Media: 22,878; Local Radio: 20,680; Non-Prem. Cable: 12,580; Local TV: 11,975
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the pas

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



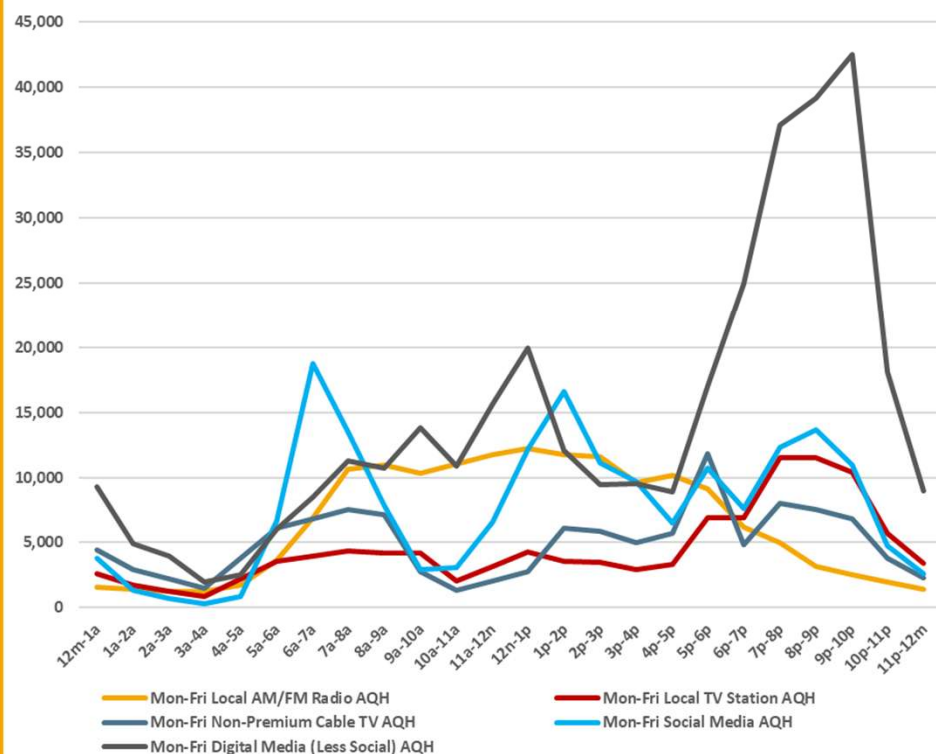
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



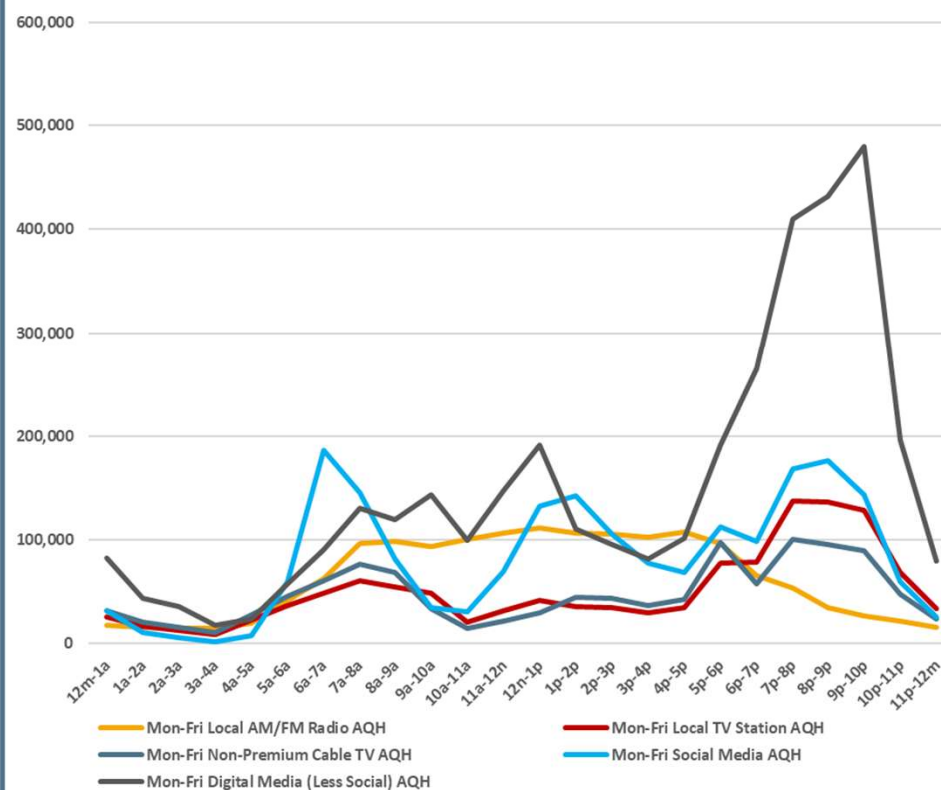


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,278;
Local Radio: 10,181; Social Media: 9,782; Non-Prem. Cable: 5,372; Local TV: 4,106
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 3

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



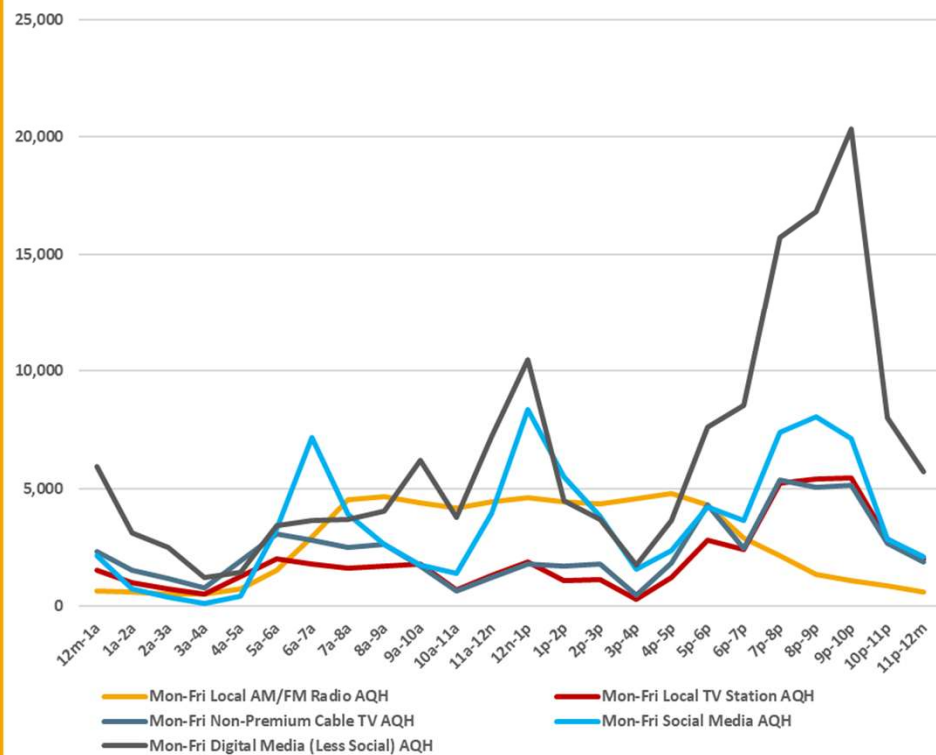
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



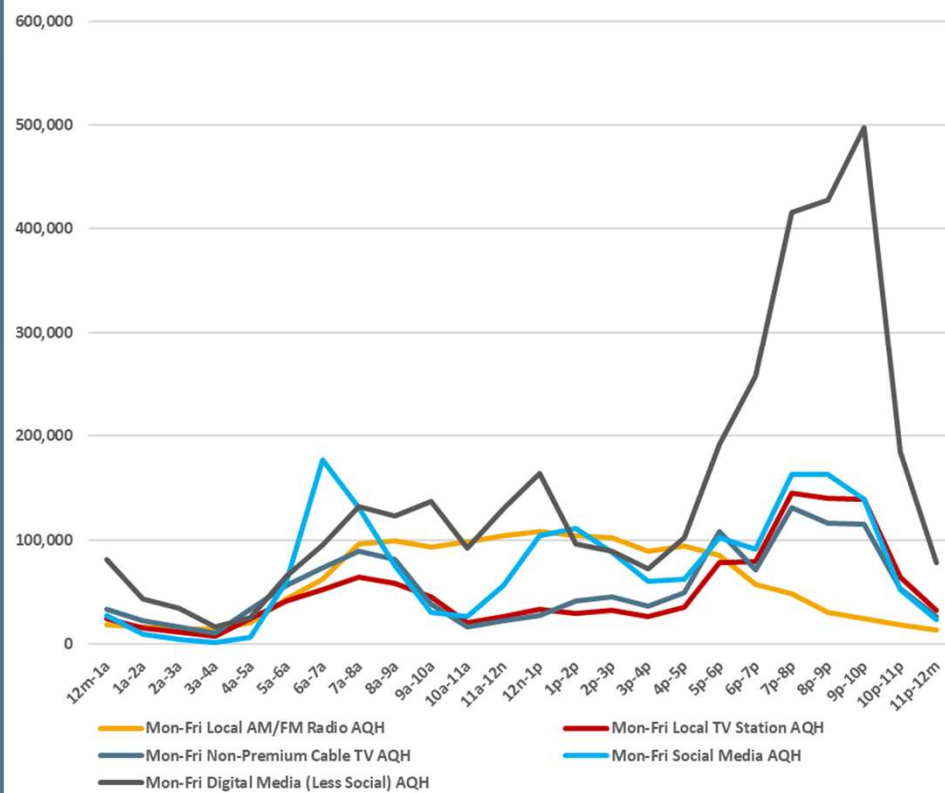


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,299; Local Radio: 4,242; Social Media: 3,872; Non-Prem. Cable: 1,996; Local TV: 1,534 reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30

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



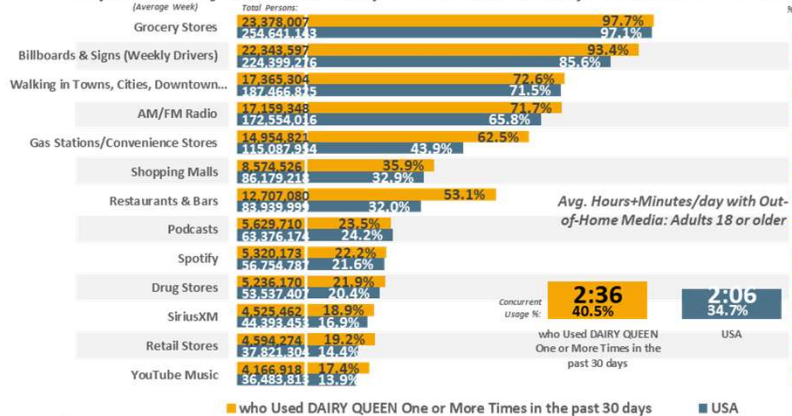
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



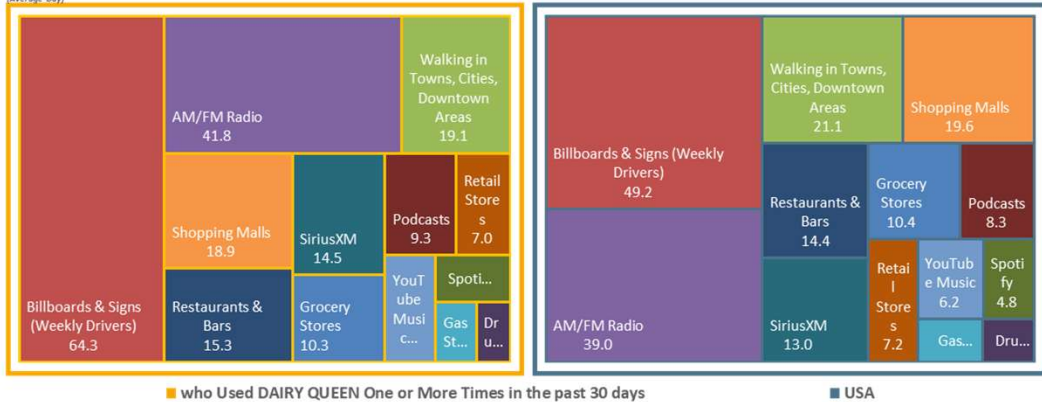


22,343,597 or 93.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 38.4 min

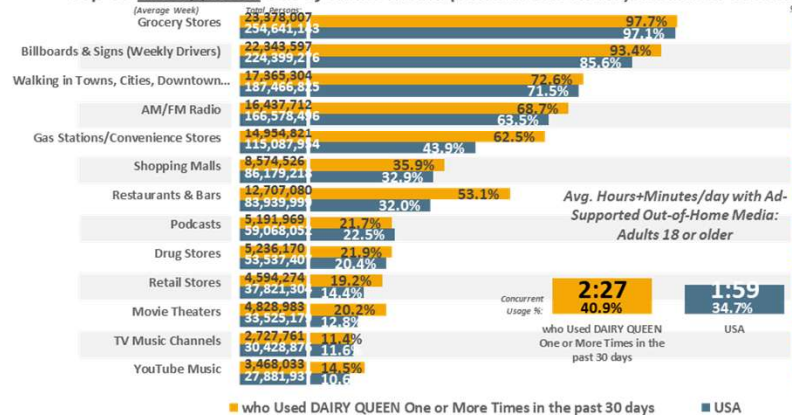
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



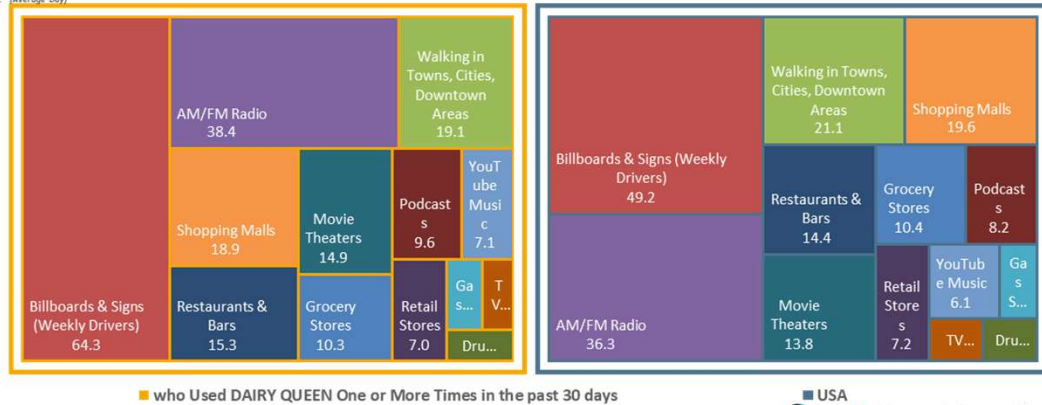
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



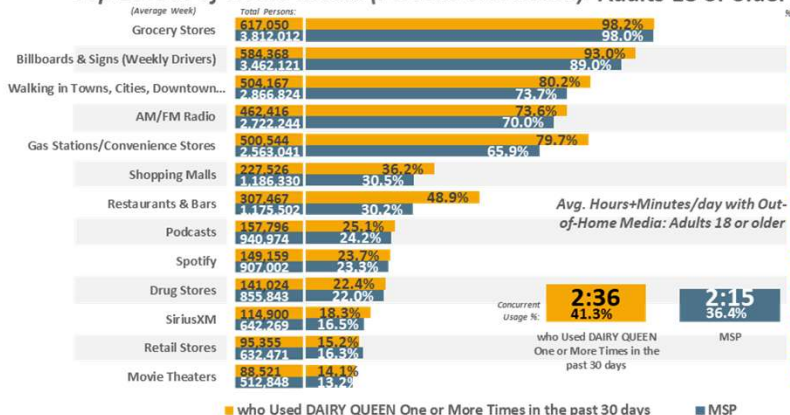
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



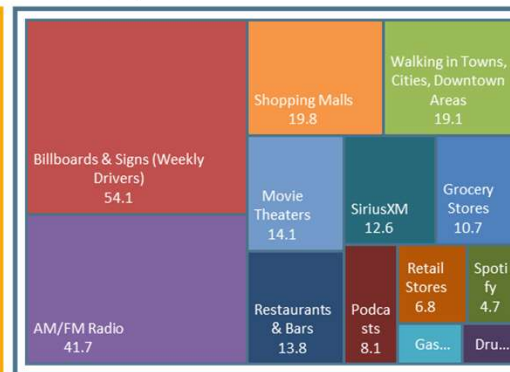
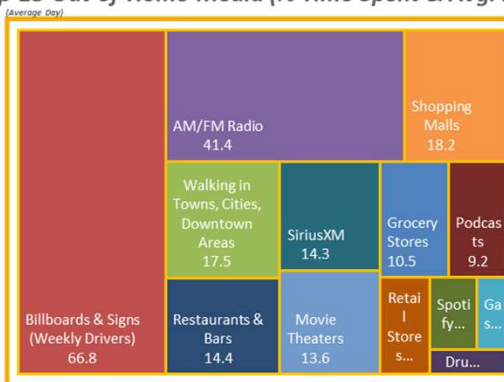


584,368 or 93.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 66.8 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes

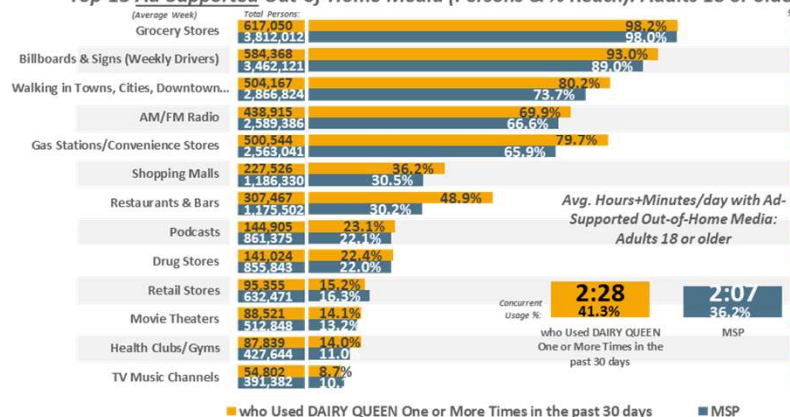
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



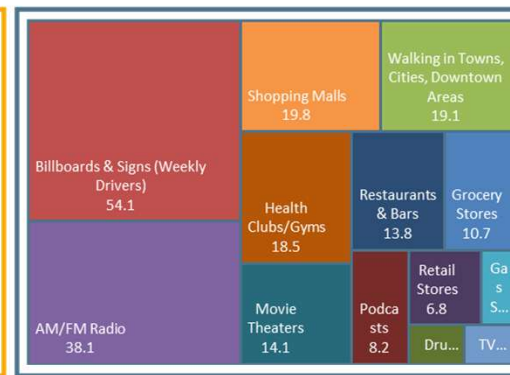
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



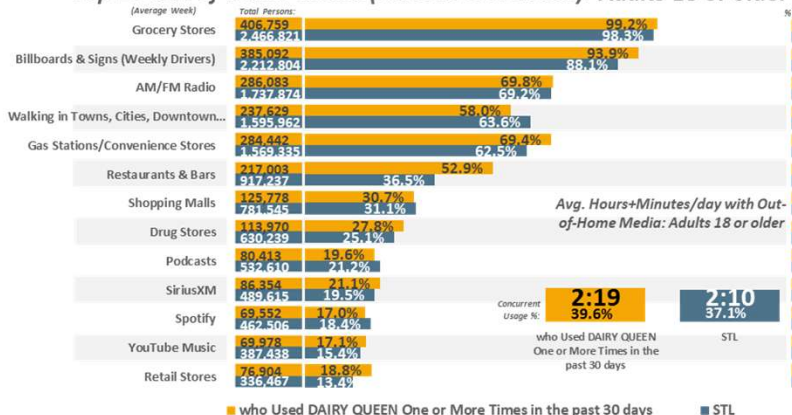
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



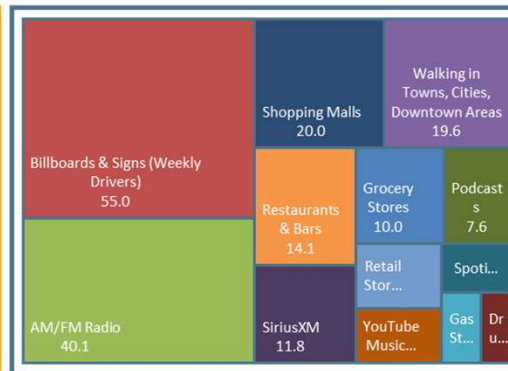


385,092 or 93.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minute

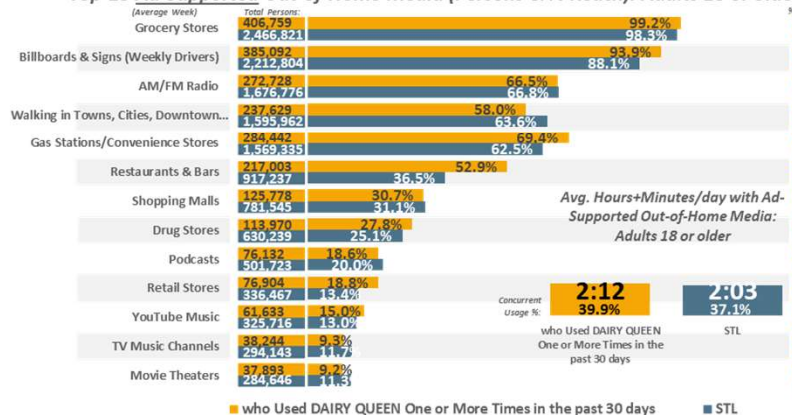
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



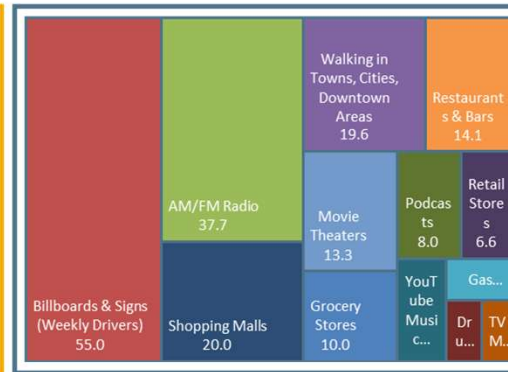
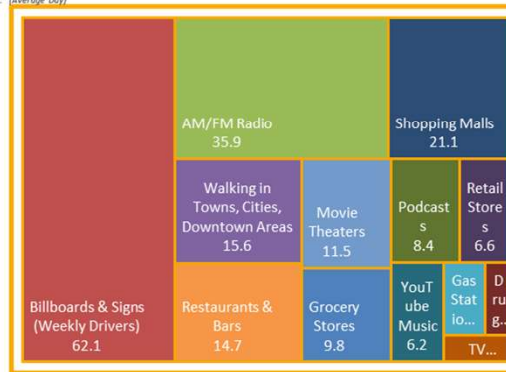
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



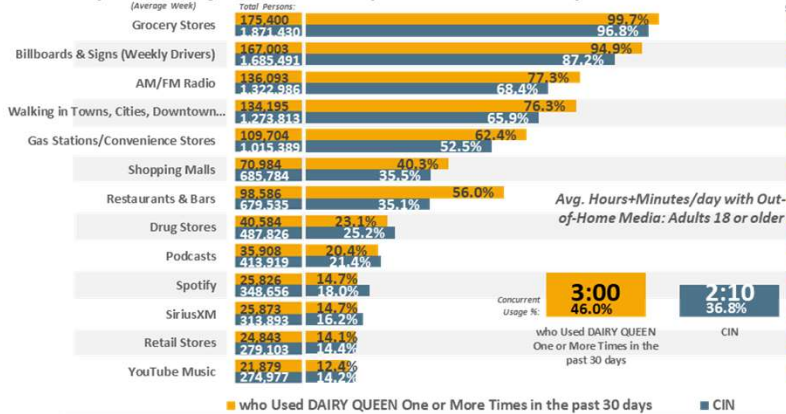
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



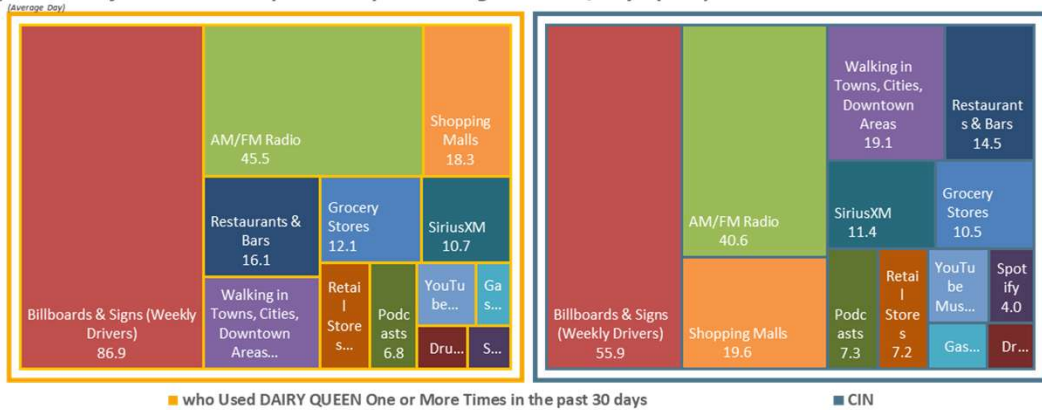


167,003 or 94.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 86.9 minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minute

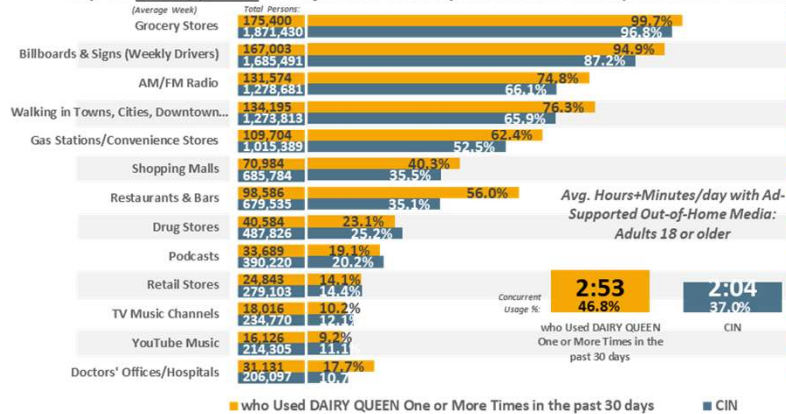
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



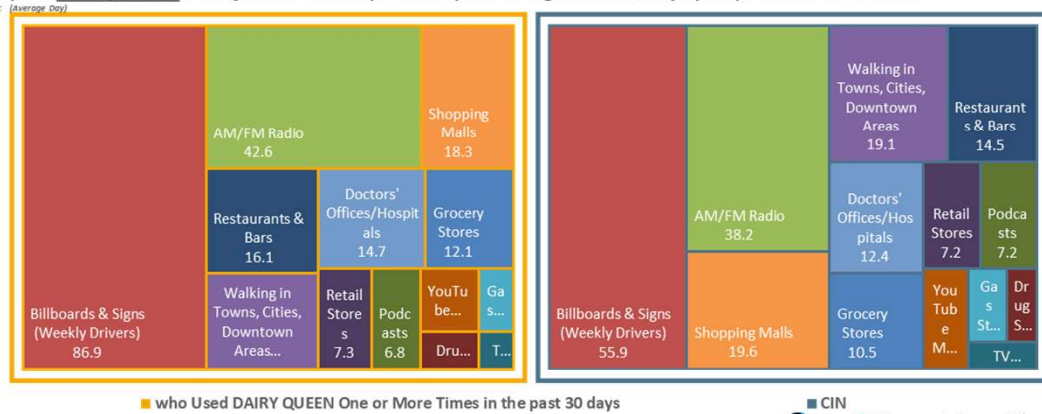
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



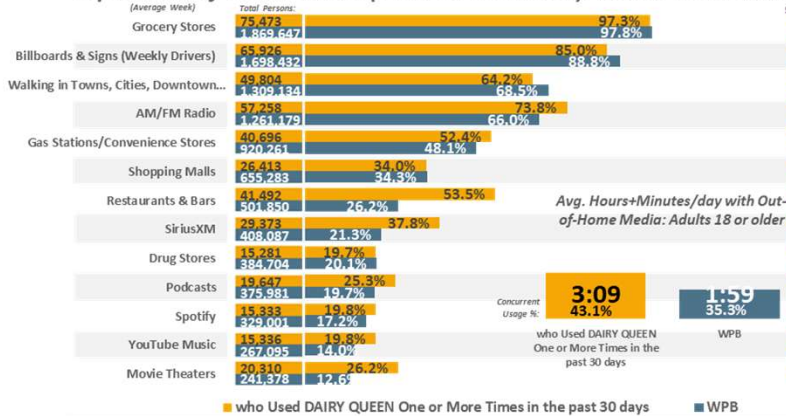
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



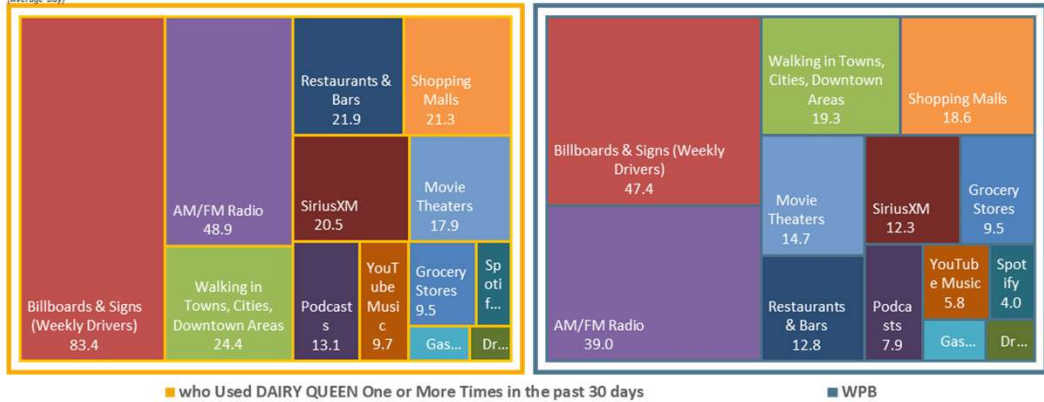


65,926 or 85.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 83.4 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 44.5 minutes/

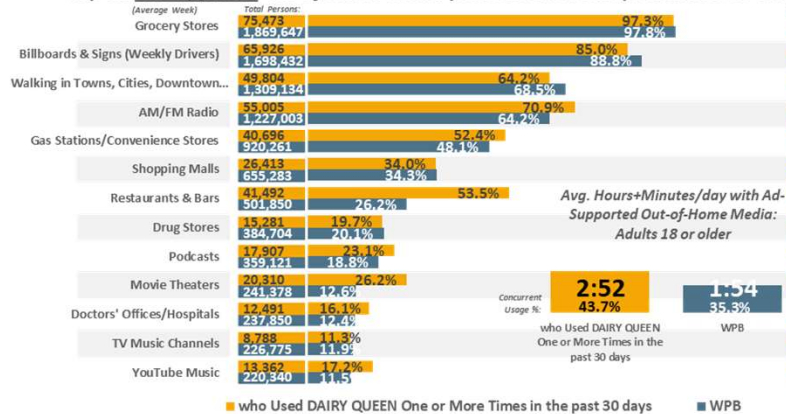
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



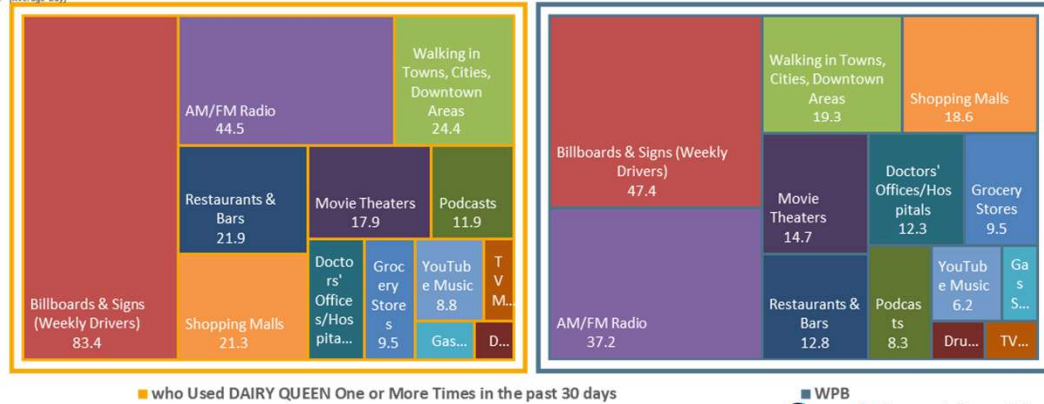
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



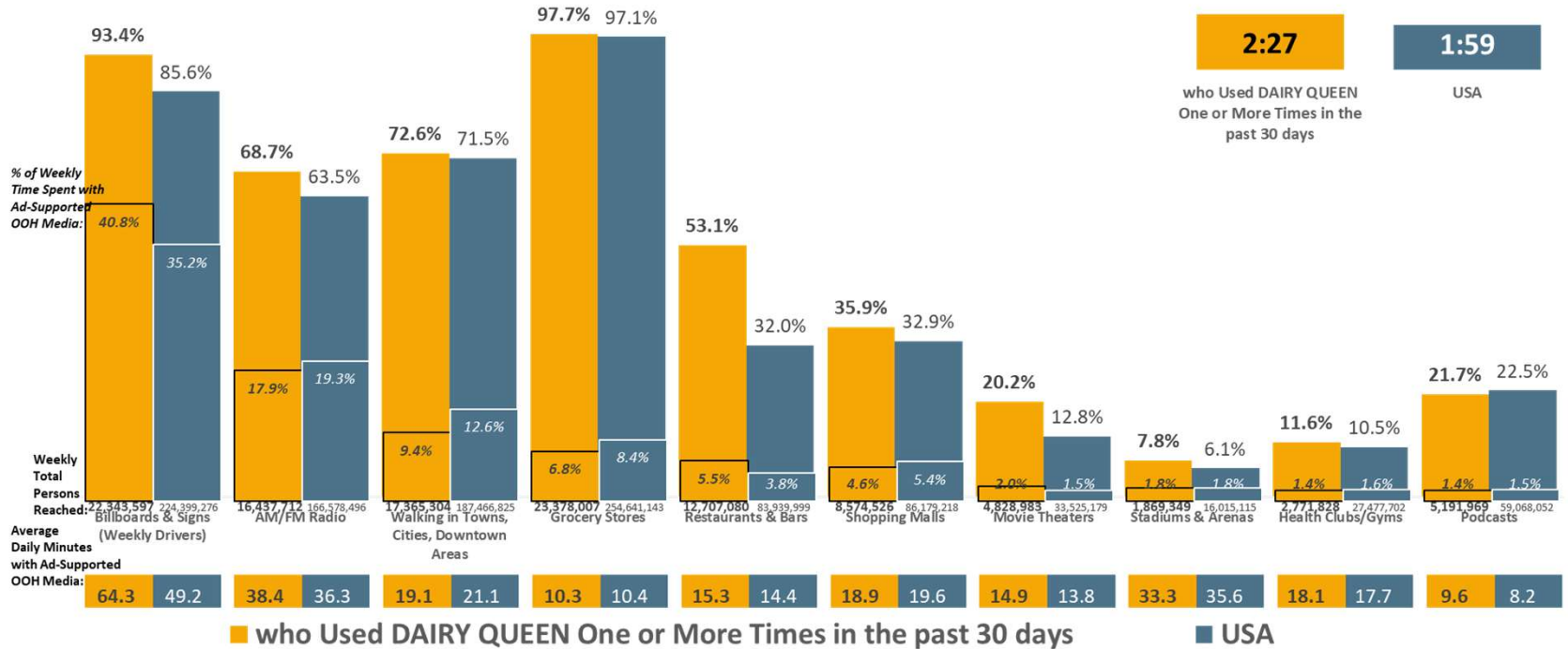


22,343,597 or 93.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs representing 40.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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Quick service restaurants used past 30 days: Dairy Queen

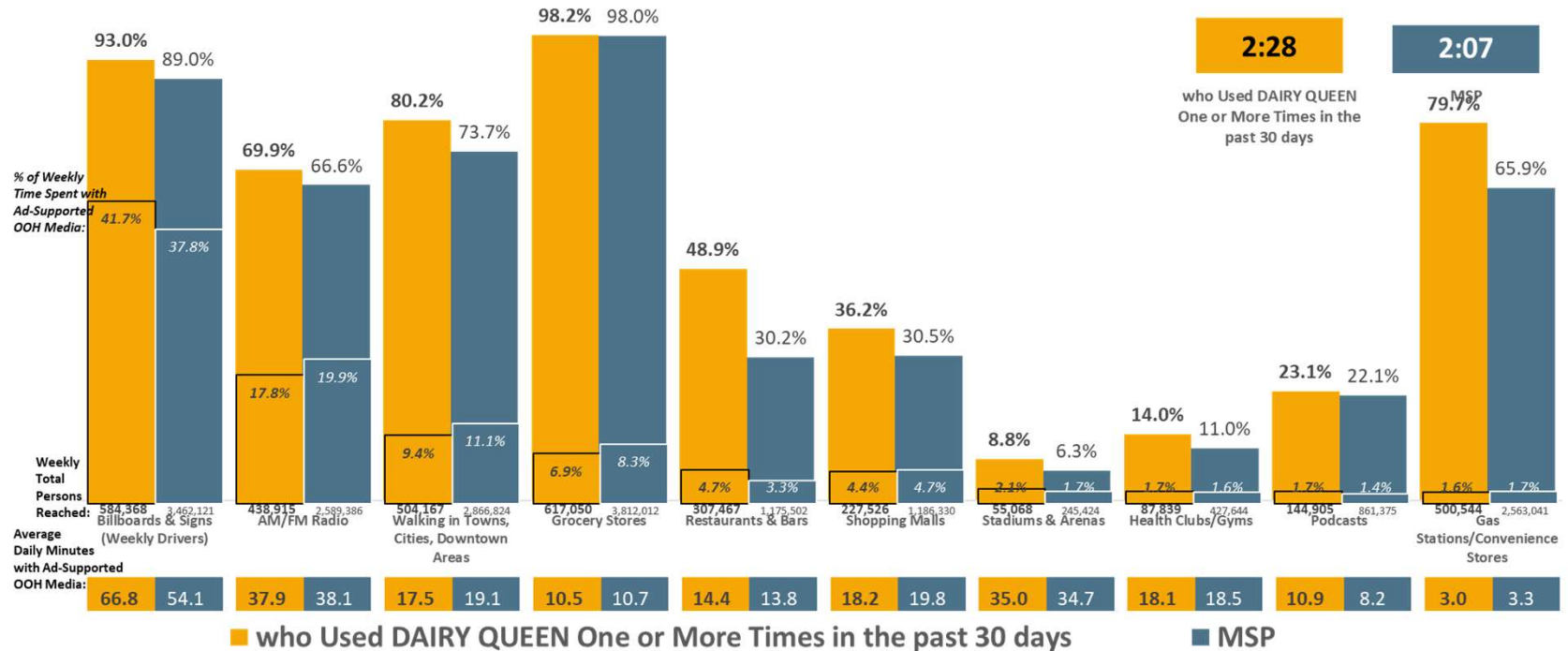


584,368 or 93.0% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 66.8 minutes per day driving, seeing Billboards and Signs representing 41.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 335 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

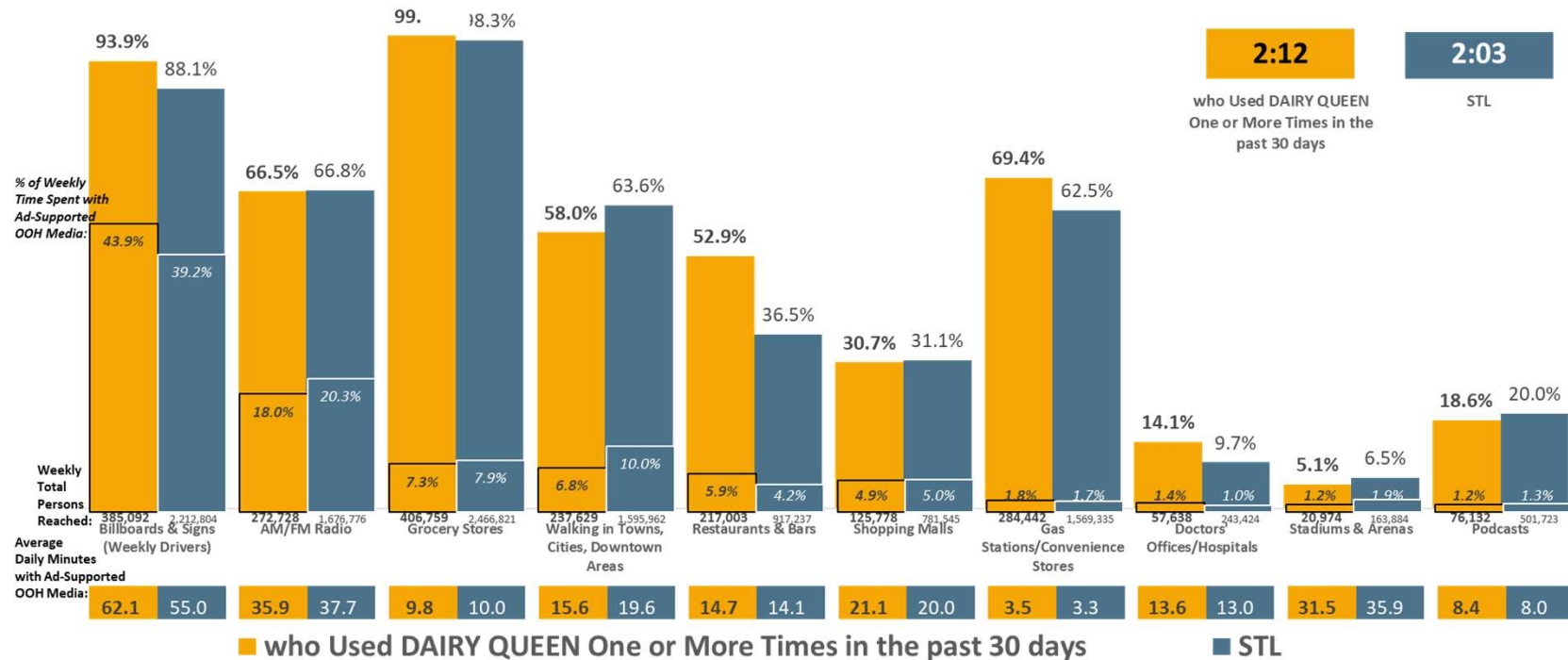


385,092 or 93.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 62.1 minutes per day driving, seeing Billboards and Signs representing 43.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:12

who Used DAIRY QUEEN One or More Times in the past 30 days

2:03

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 312
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

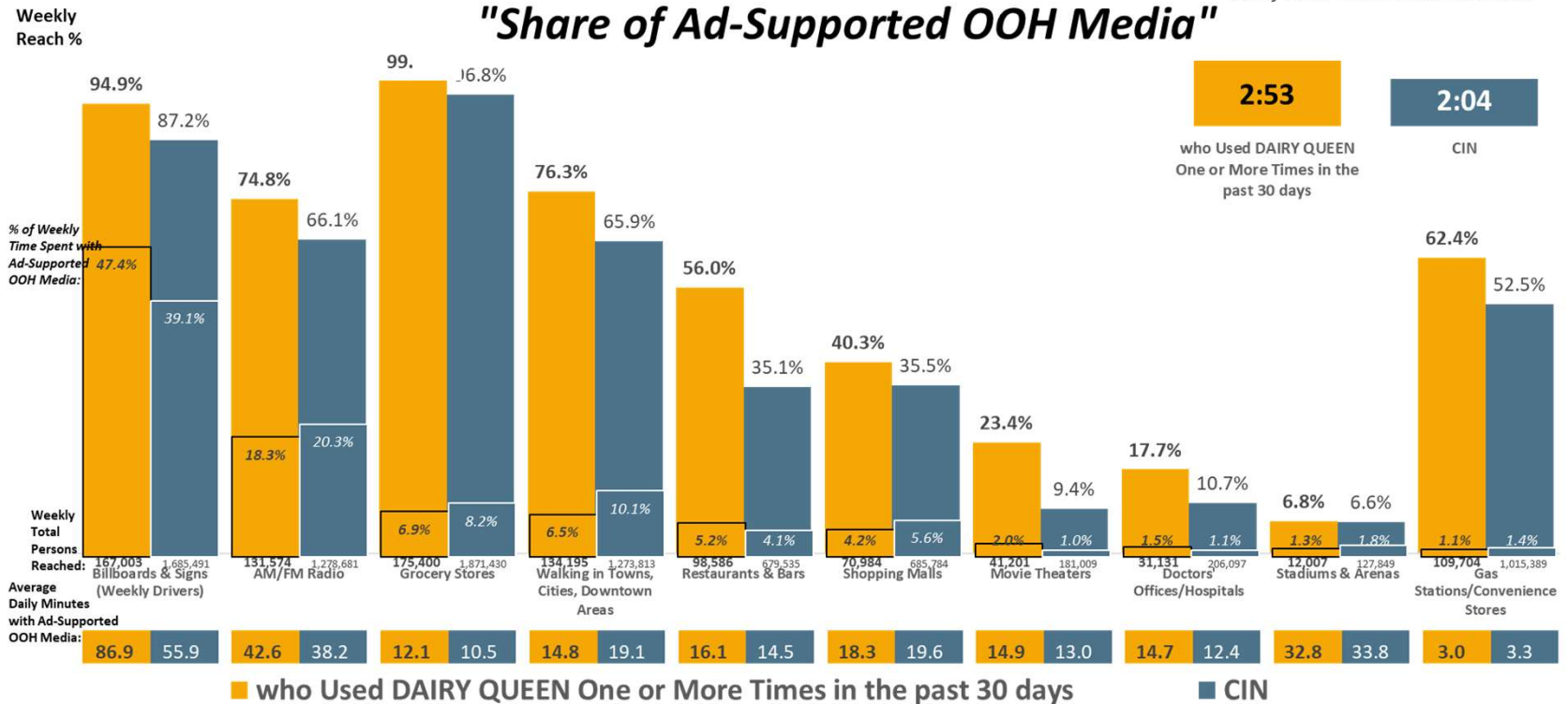
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



167,003 or 94.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 86.9 minutes per day driving, seeing Billboards and Signs representing 47.4% 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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 187 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

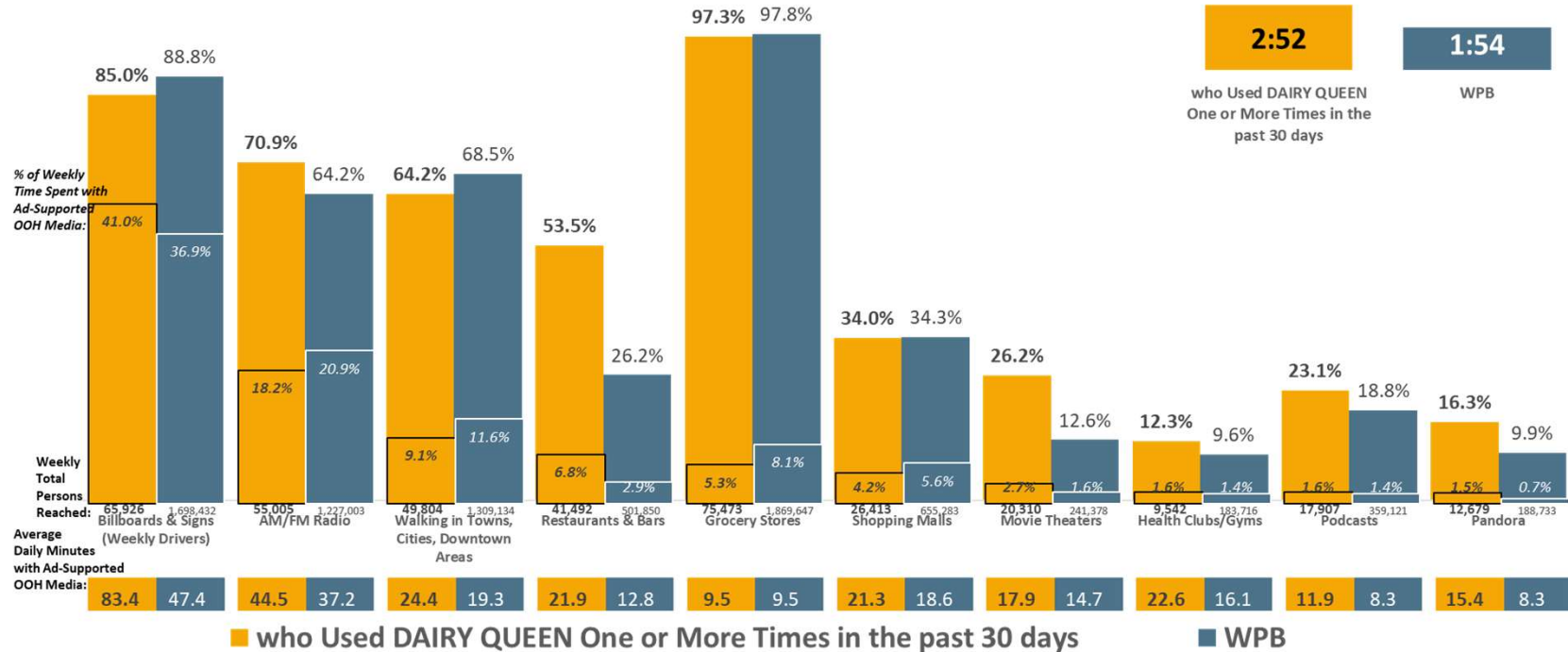


65,926 or 85.0% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 83.4 minutes per day driving, seeing Billboards and Signs representing 41.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 118 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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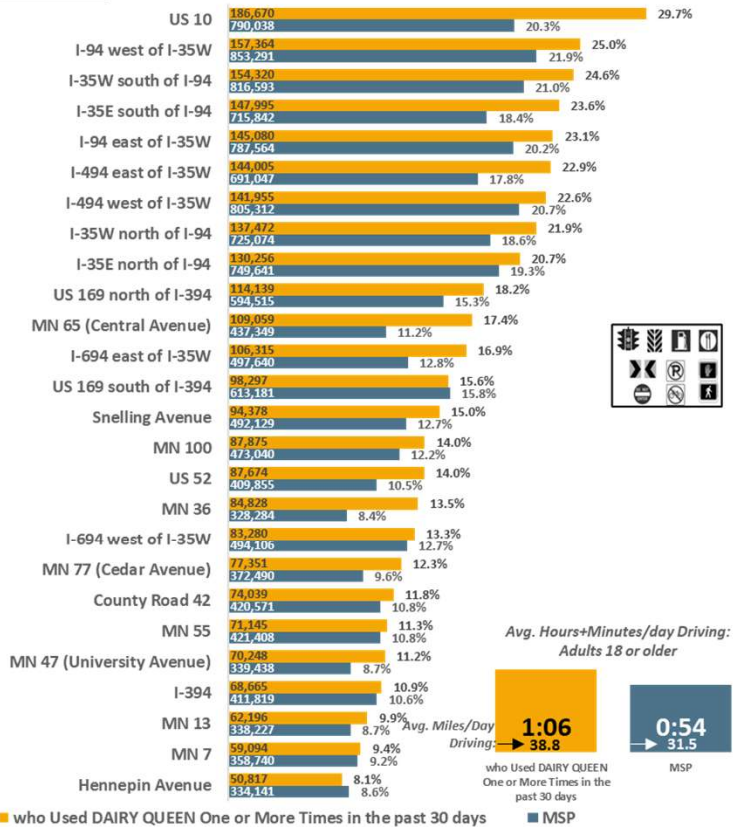
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

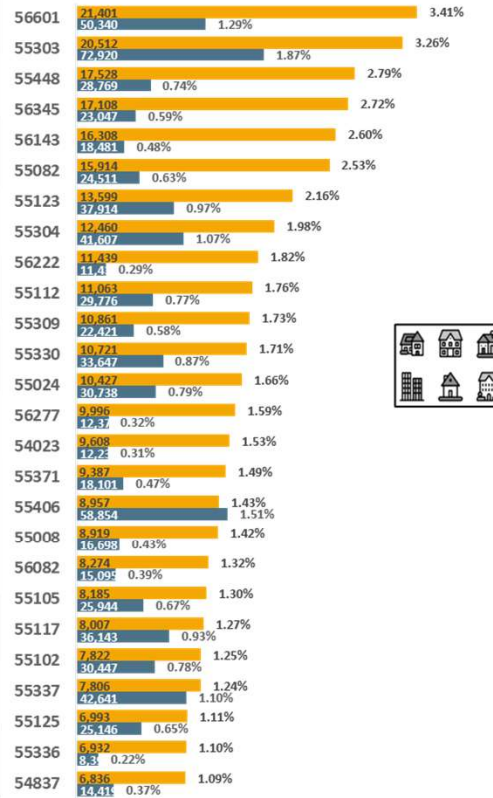


584,368 or 93.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 66.8 minutes per day driving an average of 38.8 miles each day and are 60.% more likely to use MN 36 than the Metro average.

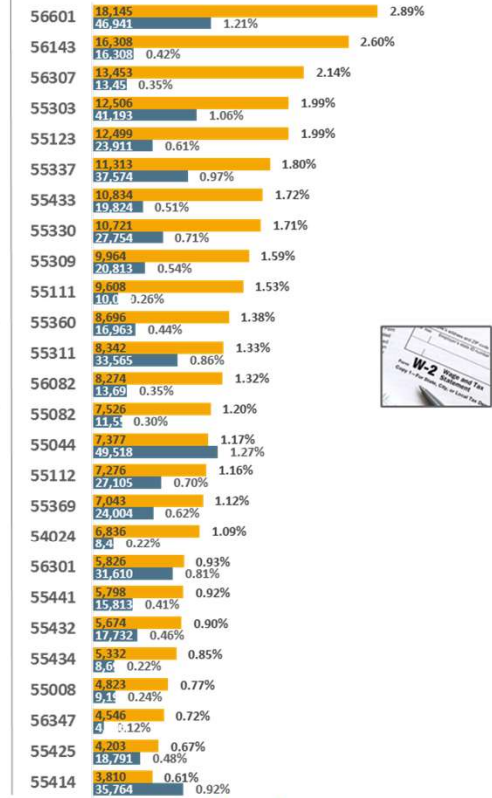
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



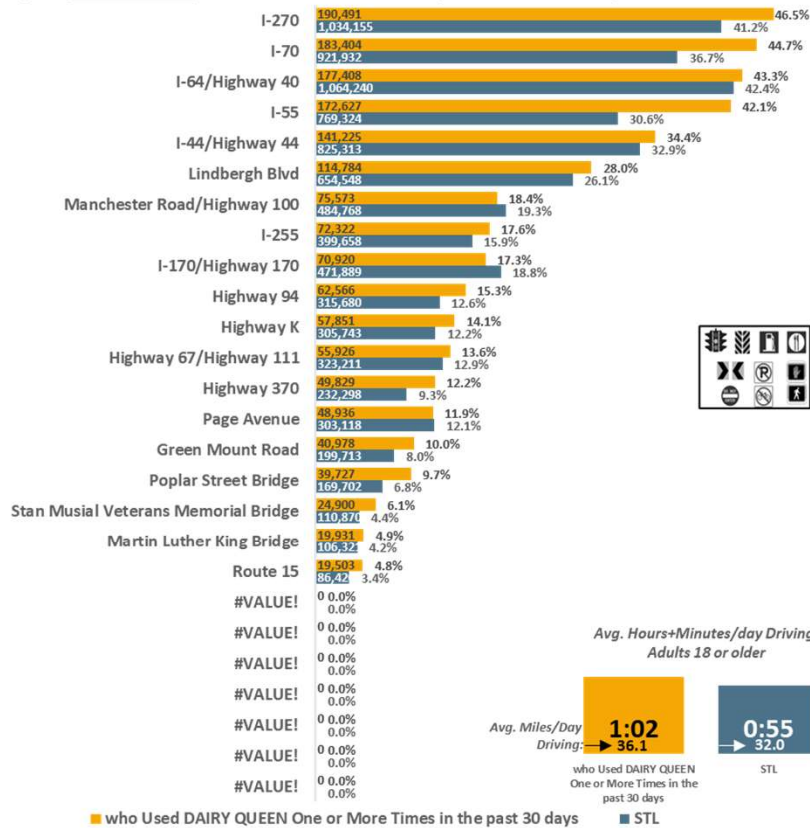
Top-26 Employment Zip Codes: Adults 18 or older



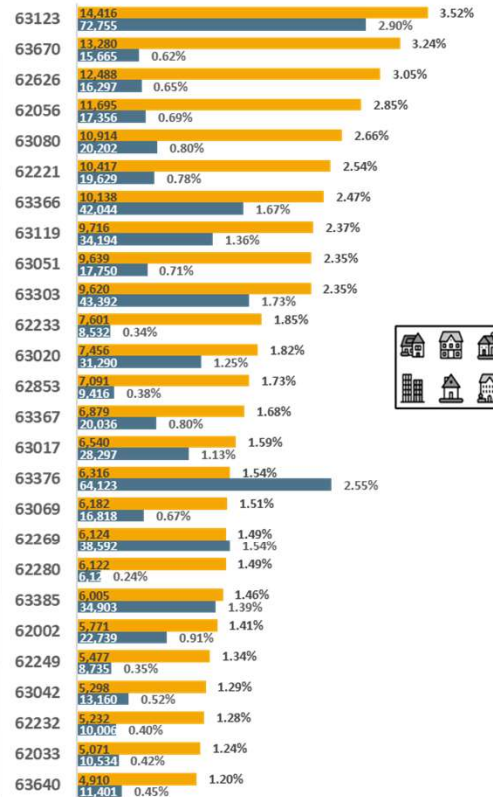


385,092 or 93.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 62.1 minutes per day driving an average of 36.1 miles each day and are 43.3% more likely to use Poplar Street Bridge than the Metro avara

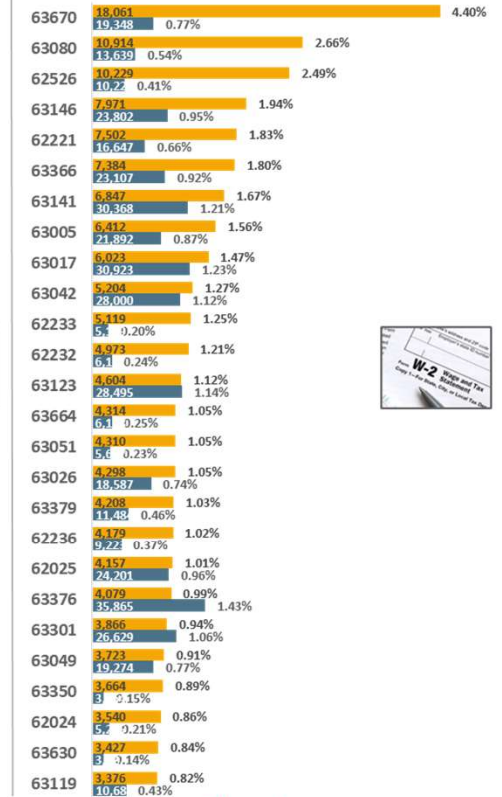
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



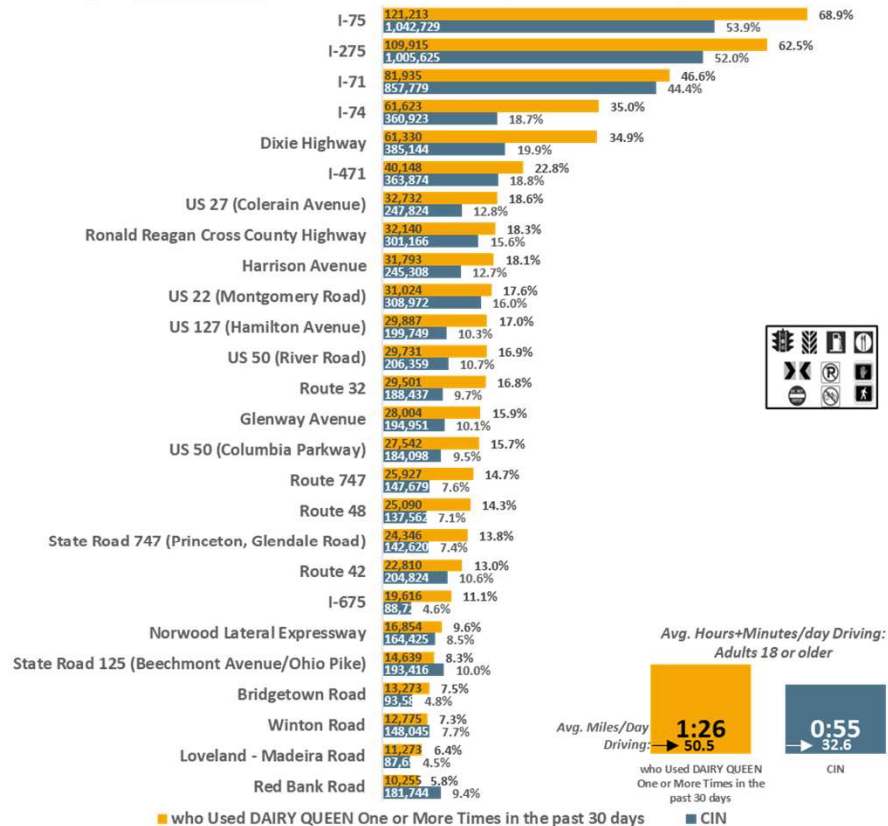
Top-26 Employment Zip Codes: Adults 18 or older



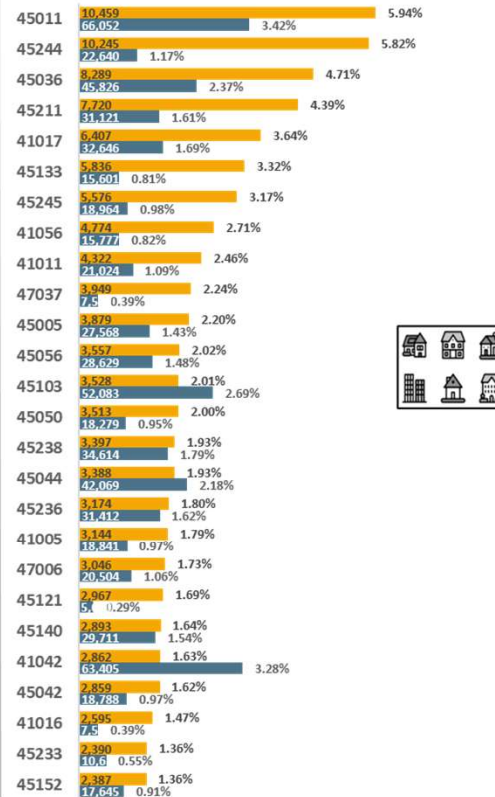


167,003 or 94.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 86.9 minutes per day driving an average of 50.5 miles each day and are 100.4% more likely to use Route 48 than the Metro average.

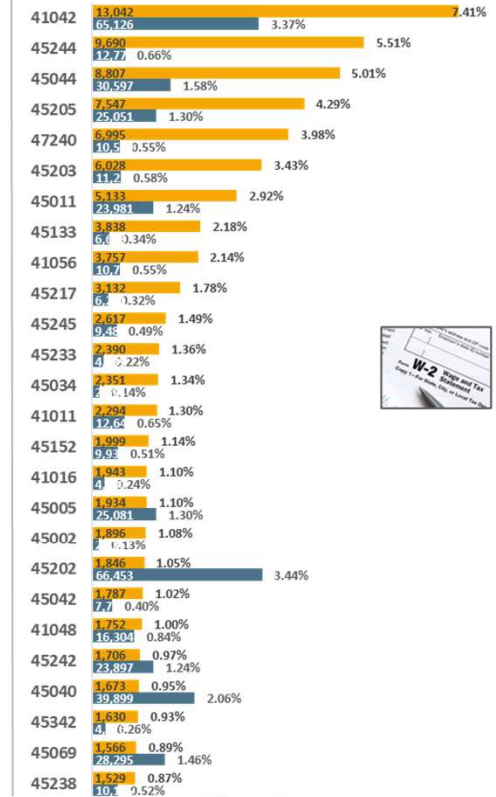
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



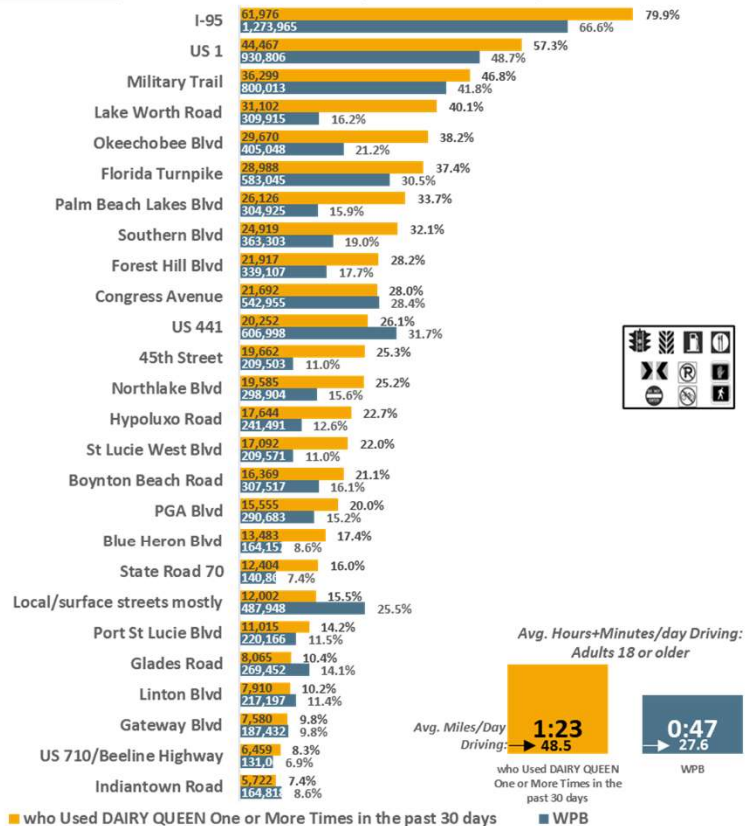
Top-26 Employment Zip Codes: Adults 18 or older



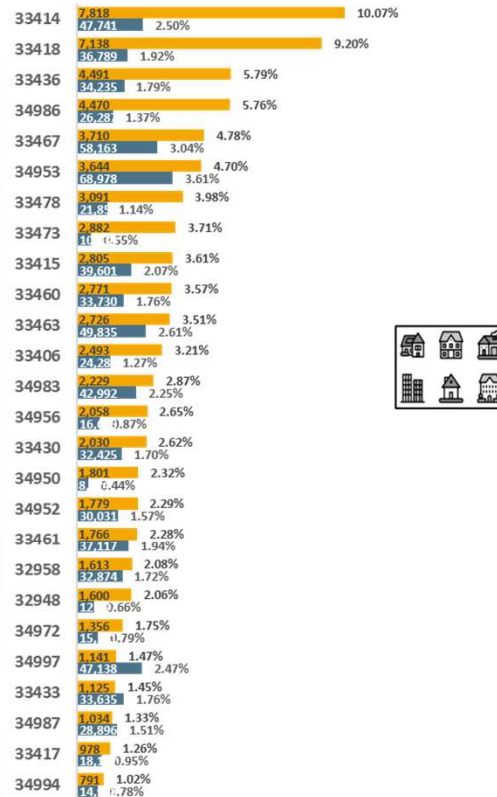


65,926 or 85.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 83.4 minutes per day driving an average of 48.5 miles each day and are 147.3% more likely to use Lake Worth Road than the Metro average.

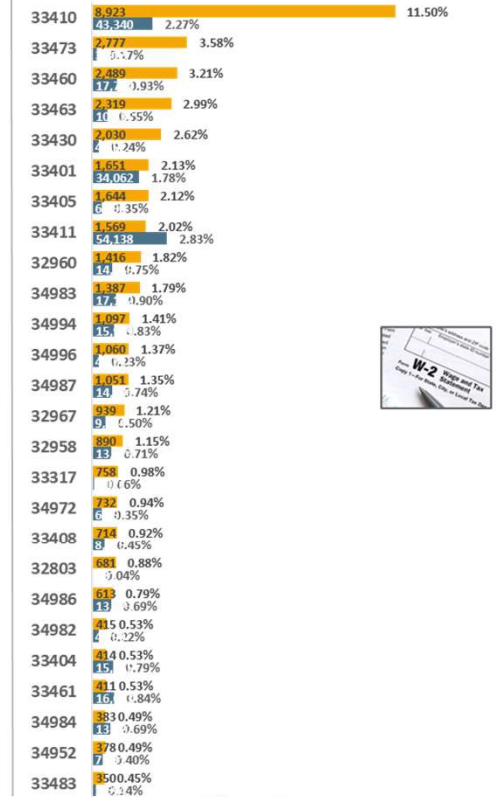
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

SUM(Adults 18 or older ...



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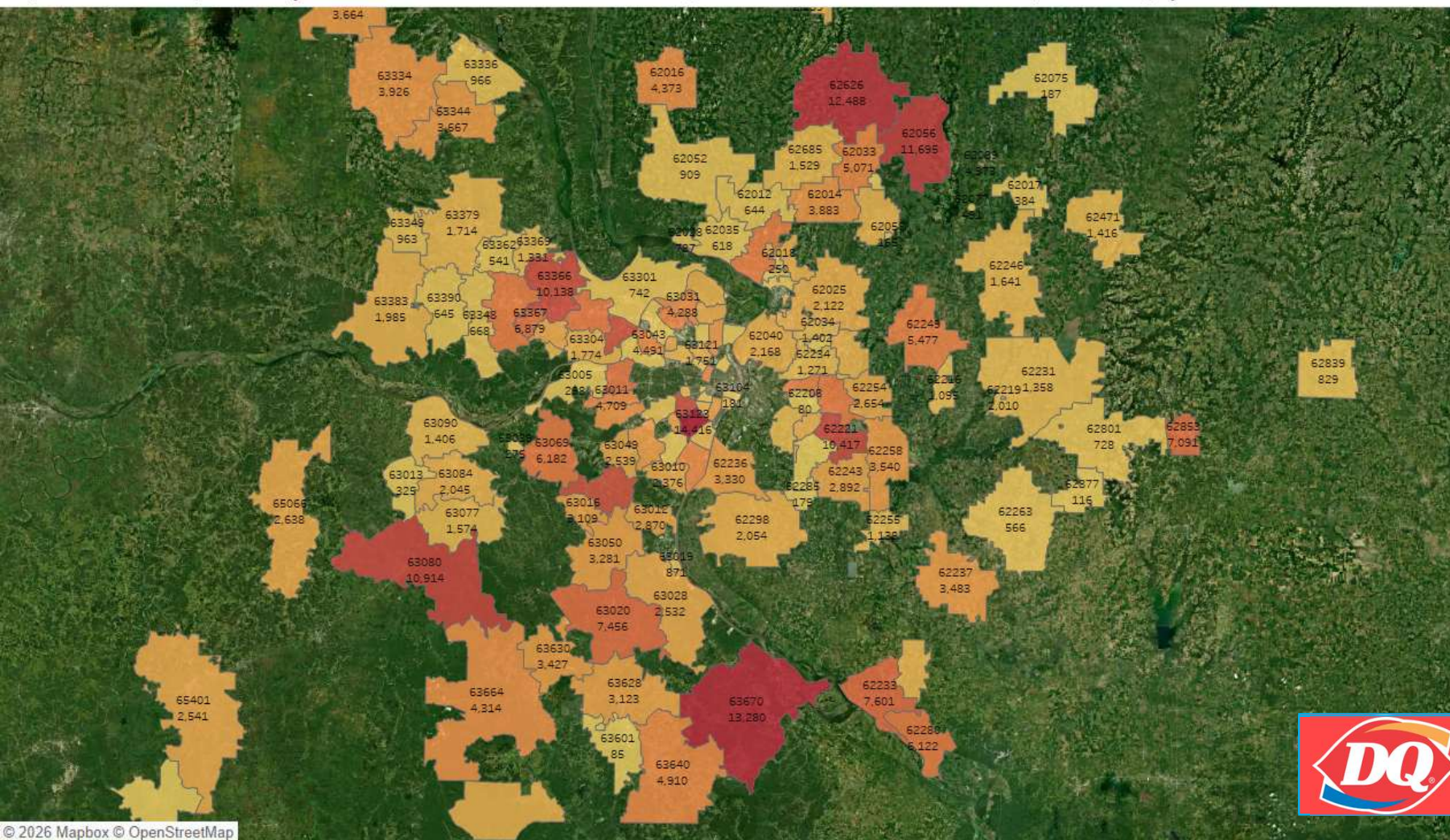
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MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 335

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Quick service restaurants used past 30 days: Dairy Queen

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



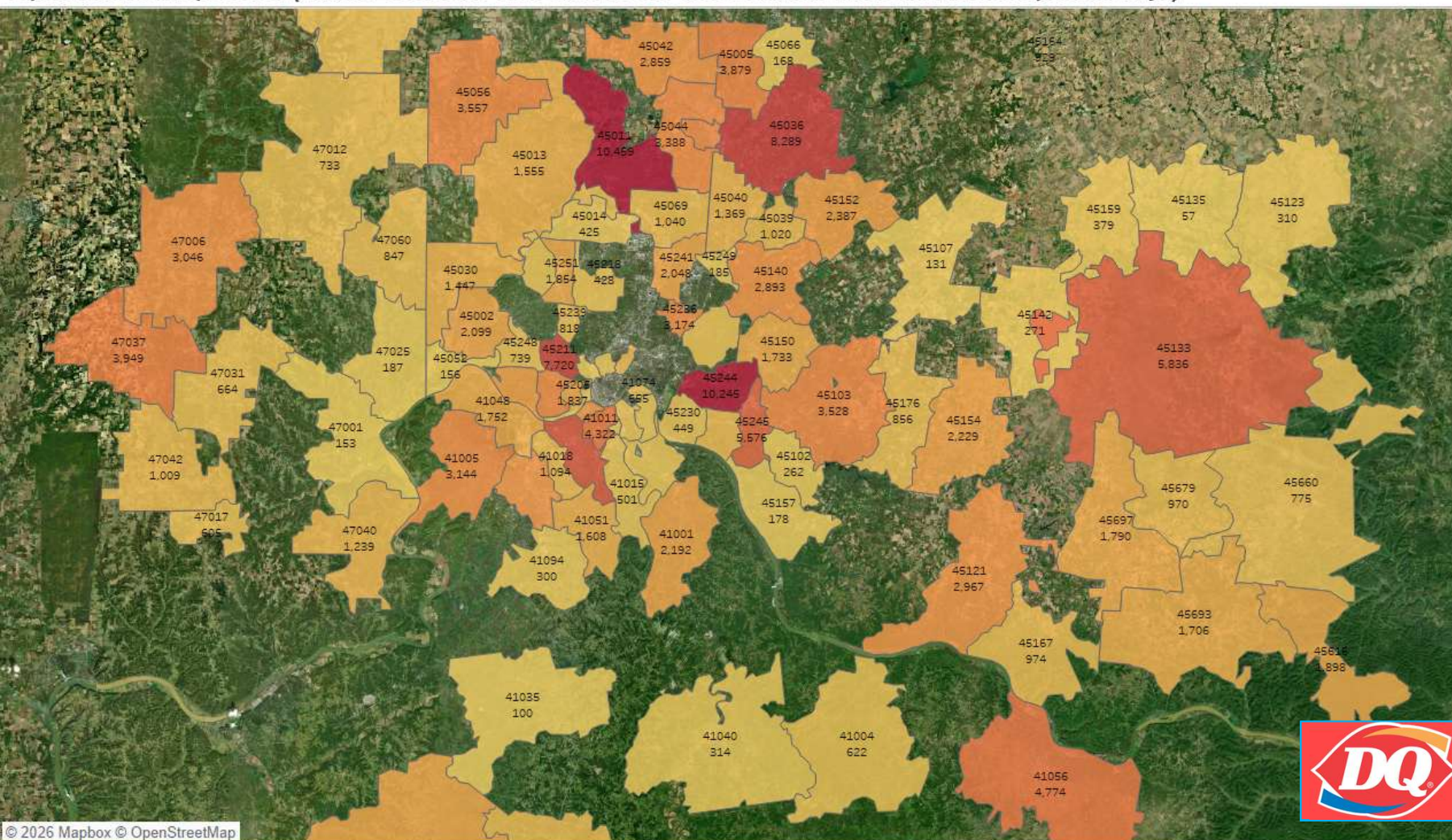
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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 312
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Quick service restaurants used past 30 days: Dairy Queen

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



SUM(Adults 18 or older ...)

57 10,459



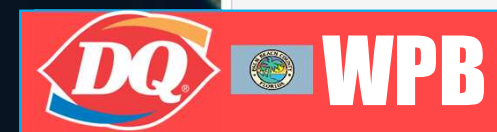
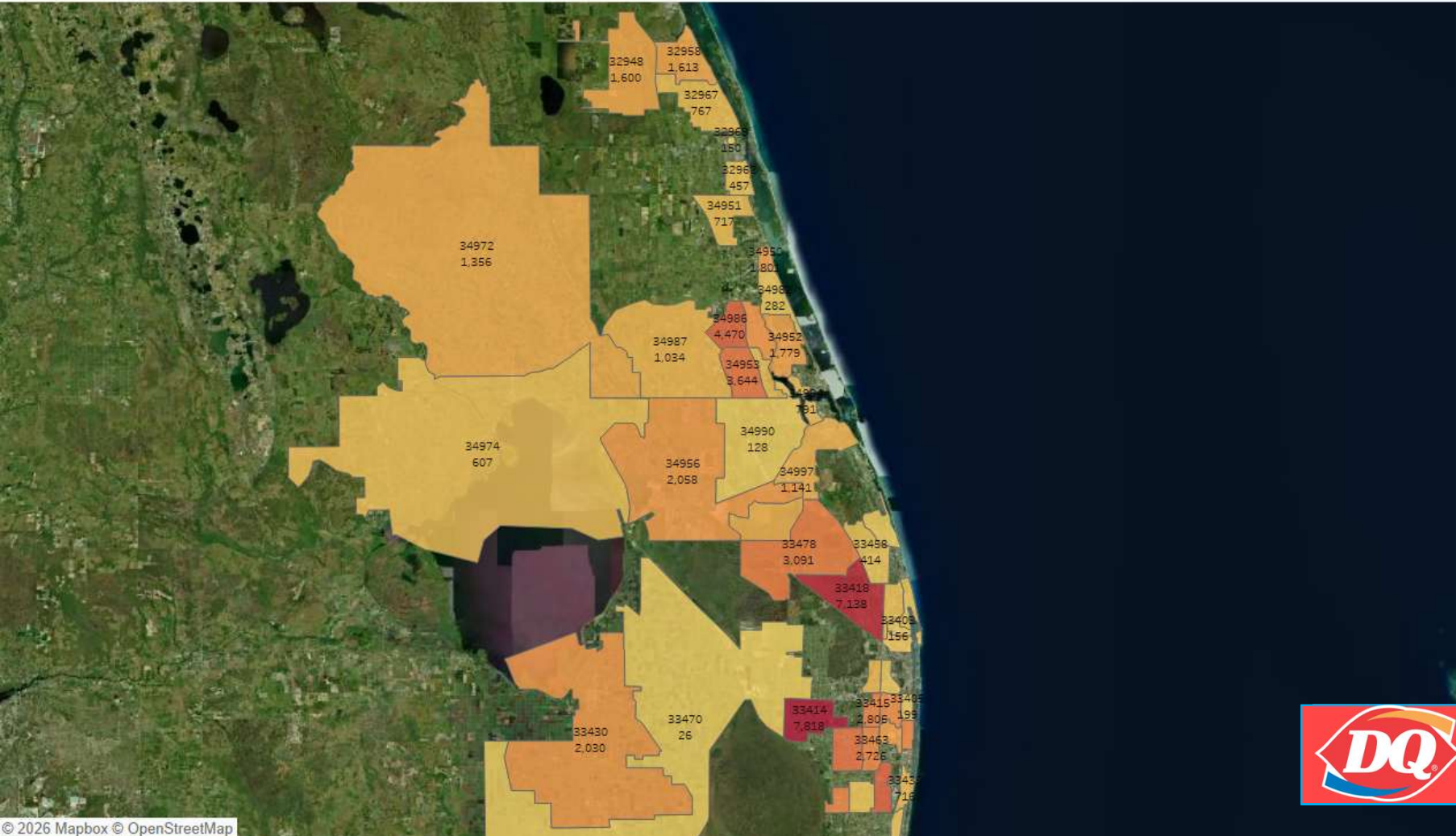
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 187
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Quick service restaurants used past 30 days: Dairy Queen

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

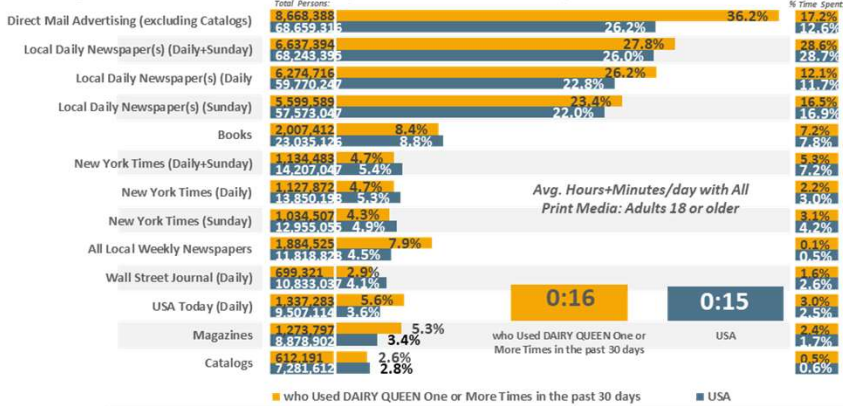


© 2026 Mapbox © OpenStreetMap



6,637,394 or 27.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 30.8% of all time spent daily with All forms of Print Media

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

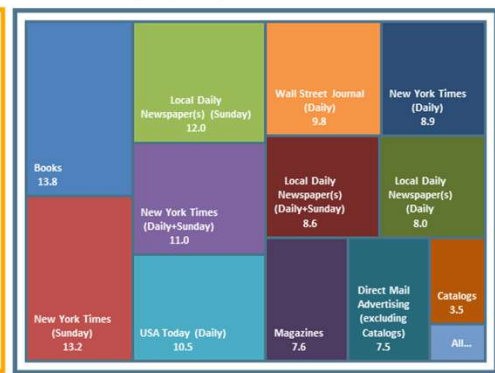
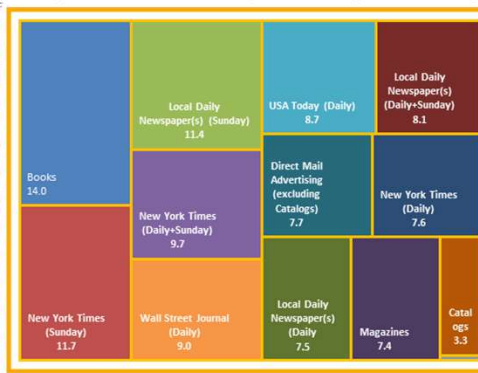


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

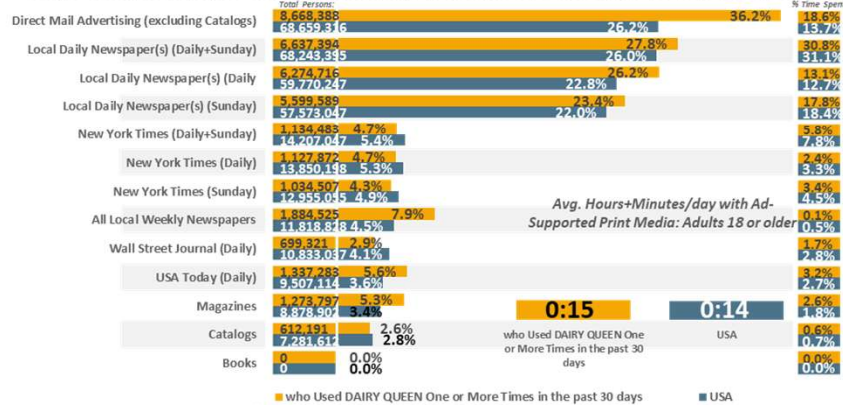
0:16

0:15

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



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

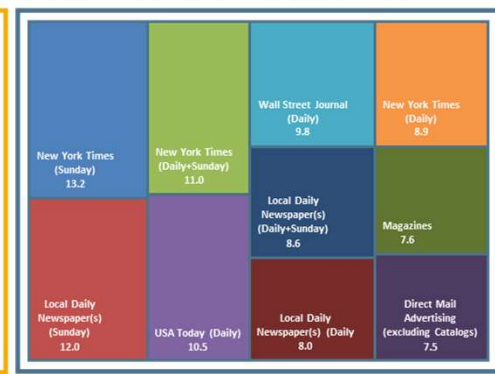
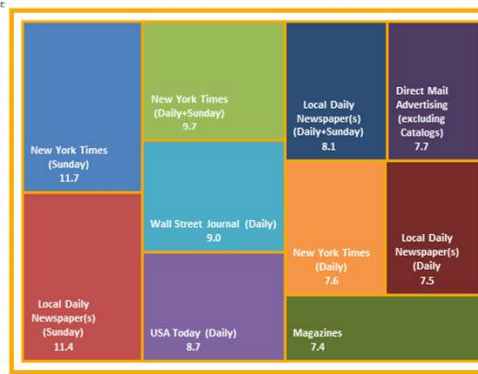


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:15

0:14

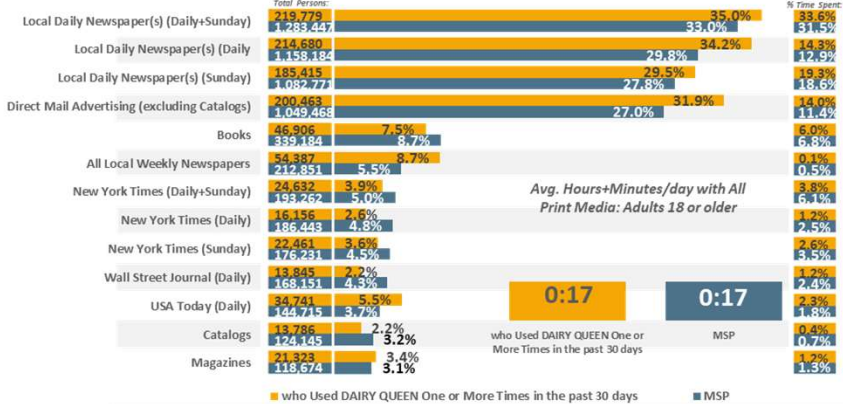
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



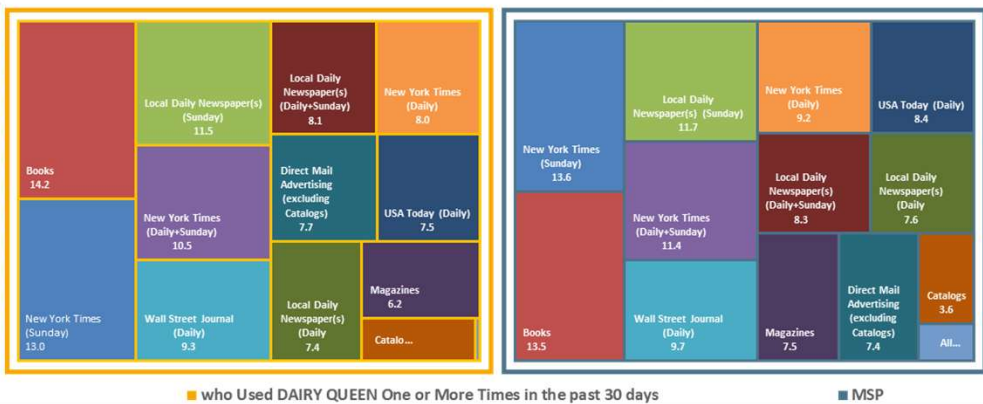


219,779 or 35.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 35.7% of all time spent daily with All forms of Print Media

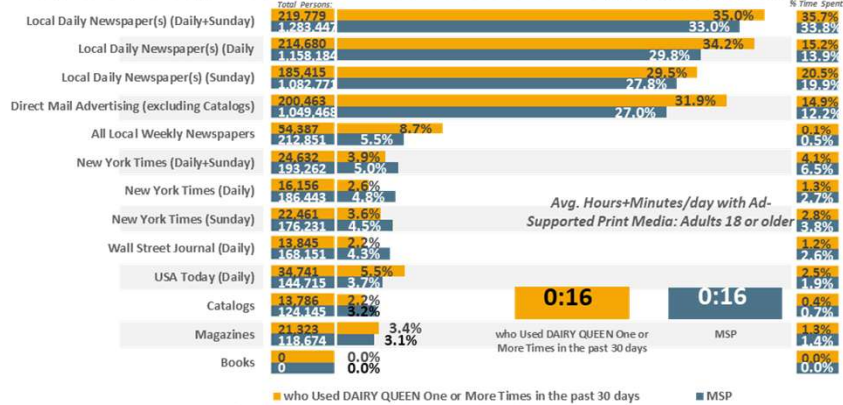
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



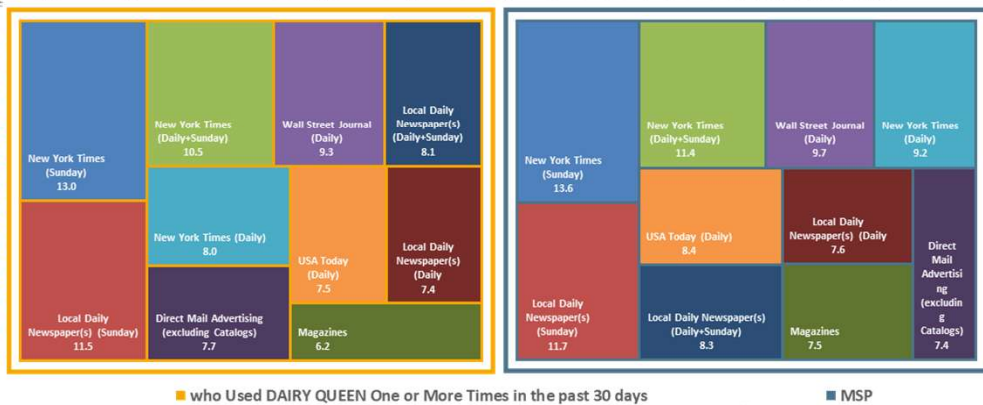
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



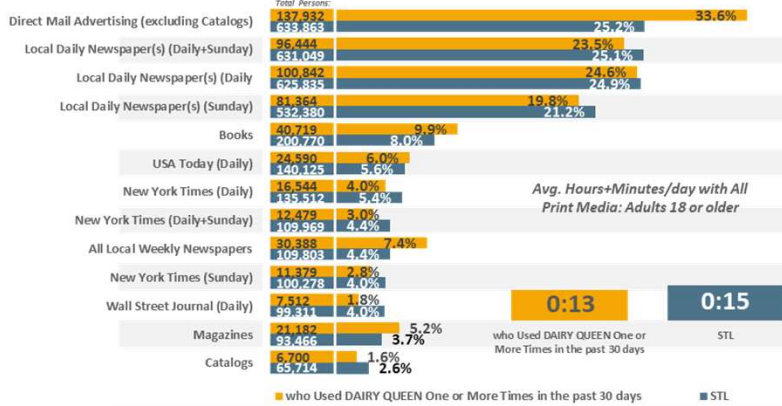
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





96,444 or 23.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 31.1% of all time spent daily with All forms of Print Media

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

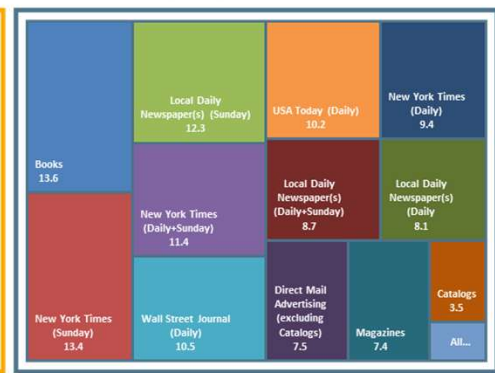


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

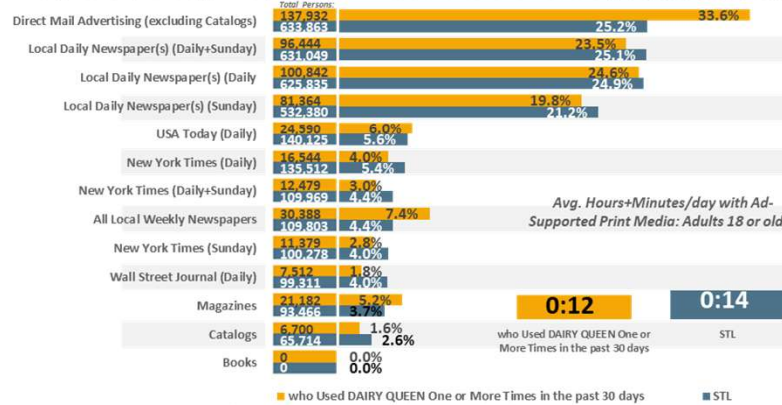
0:13

0:15

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



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

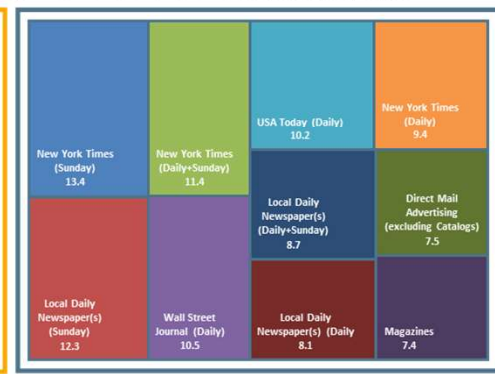


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:12

0:14

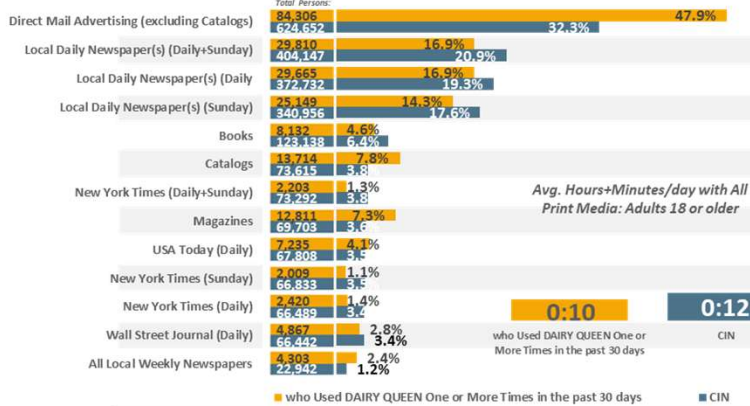
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





84,306 or 47.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.1 minutes every day representing 36.1% of all time spent daily with All forms of Print

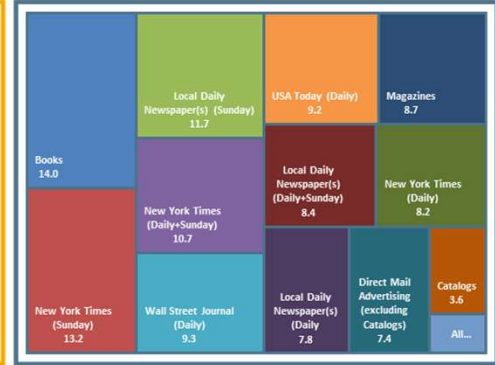
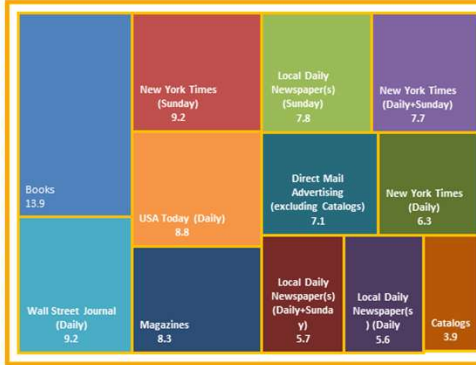
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



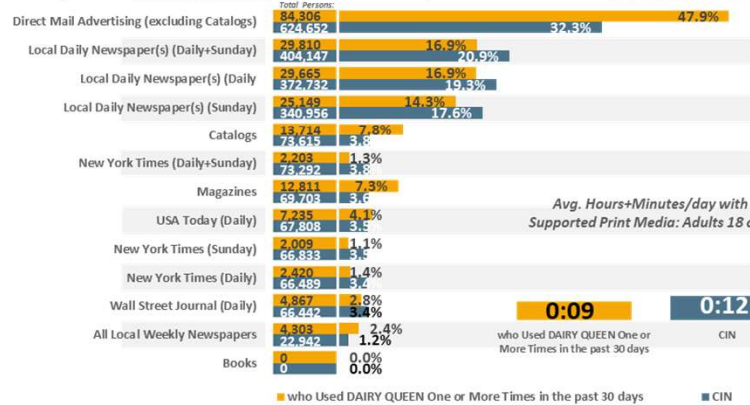
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:10 0:12

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



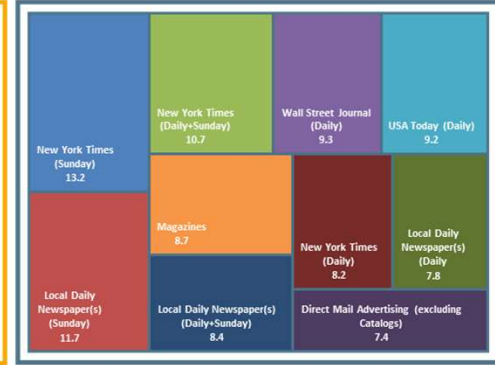
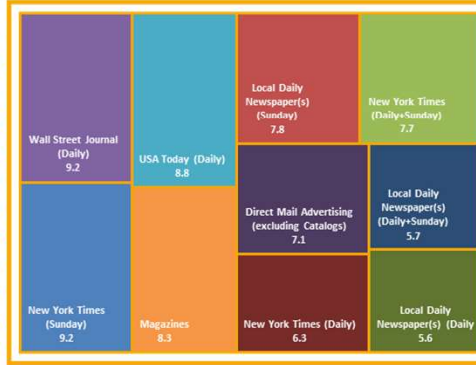
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:09 0:12

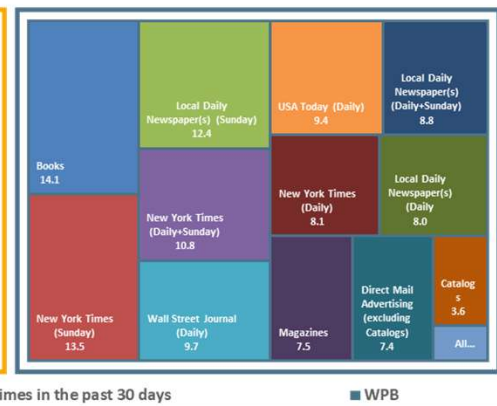
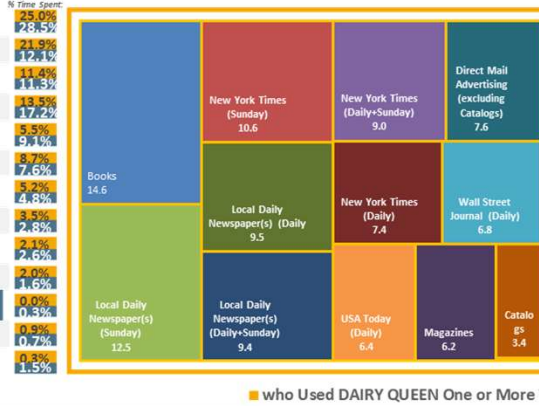
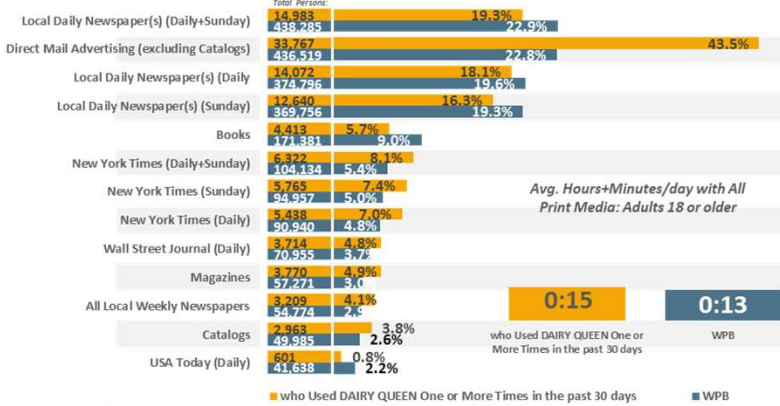
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



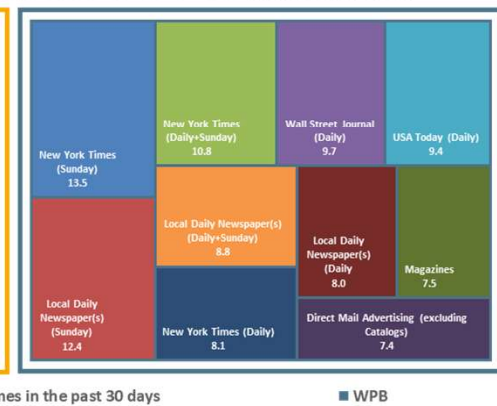
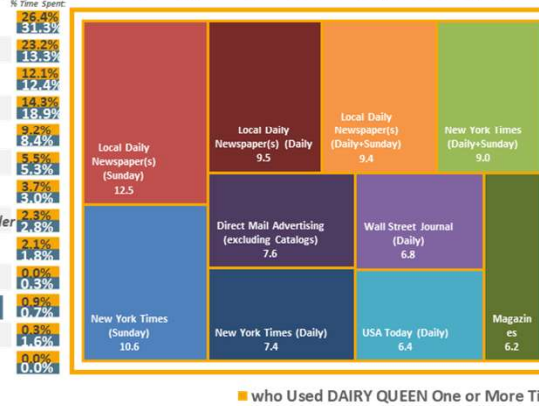
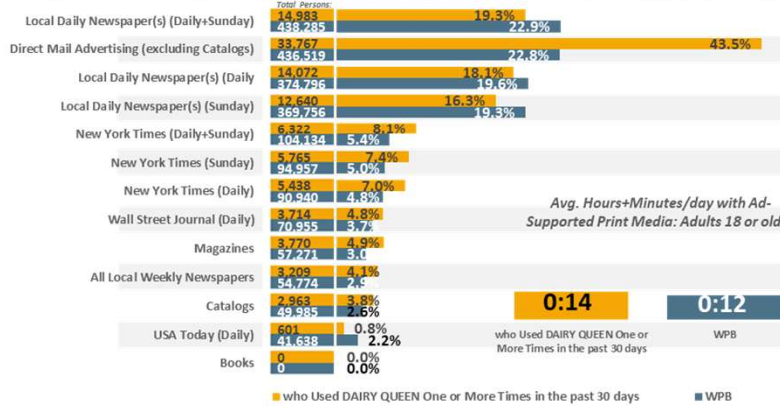


14,983 or 19.3% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 26.4% of all time spent daily with All forms of Print Media

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**



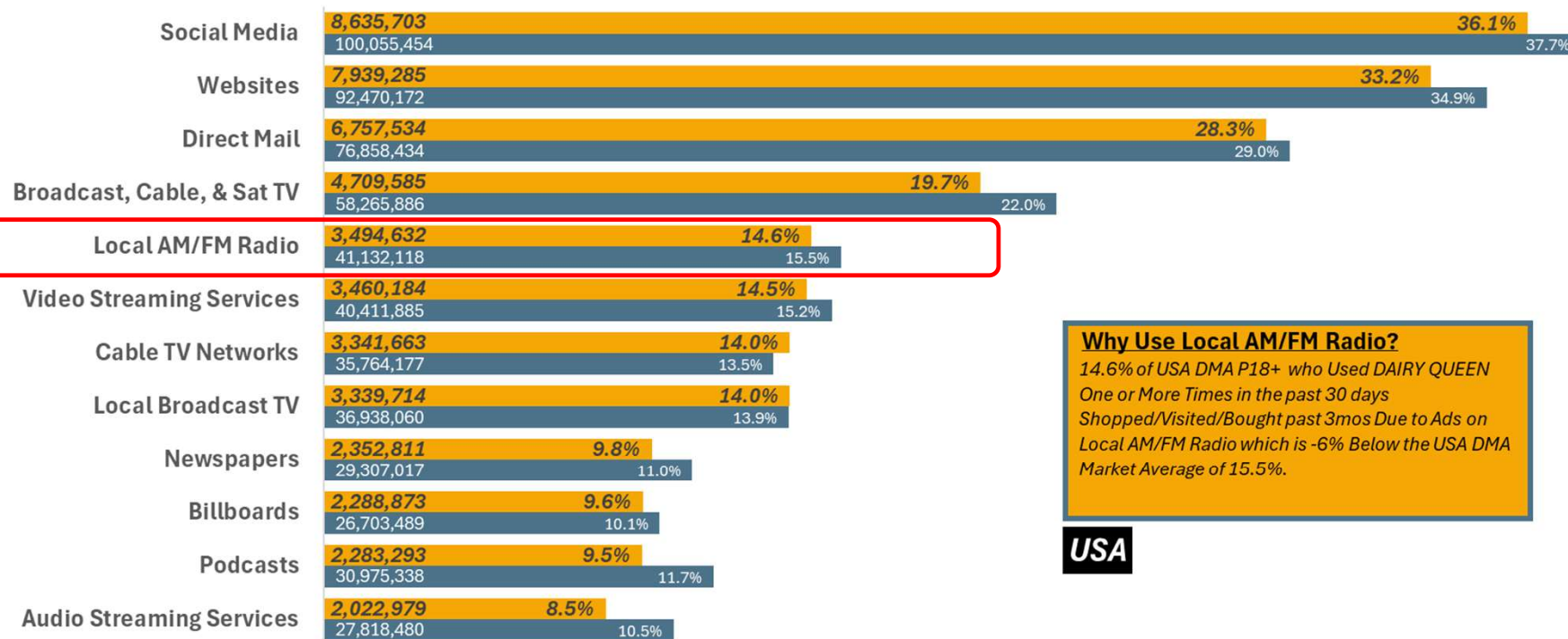
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.6% of USA DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 2141
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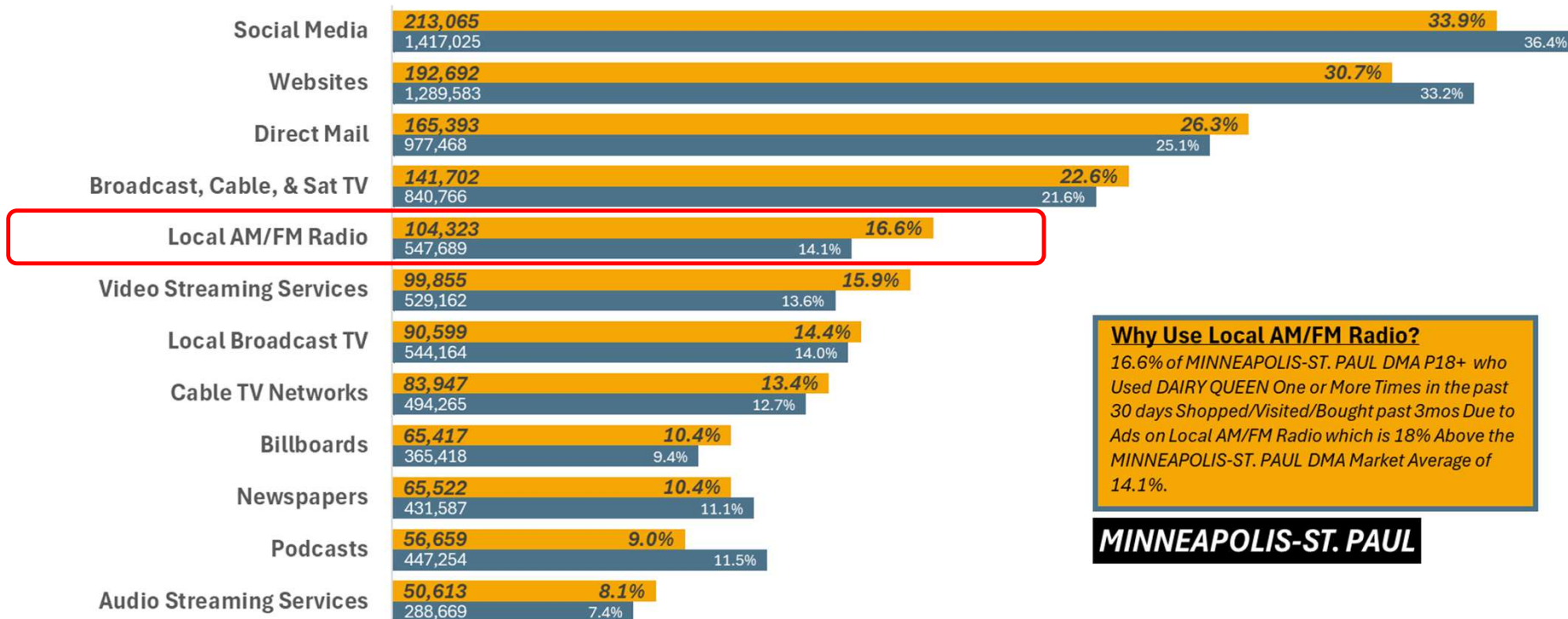
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.6% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 335
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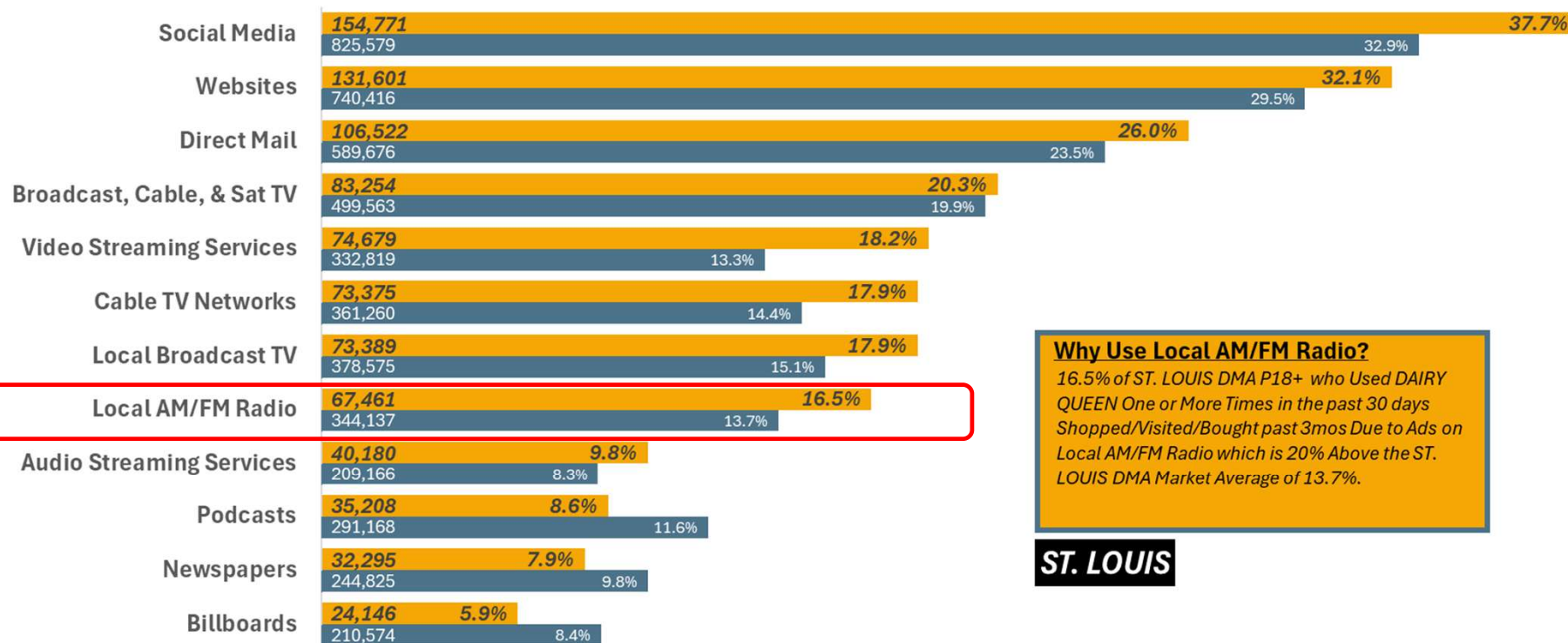
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.5% of ST. LOUIS DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 312
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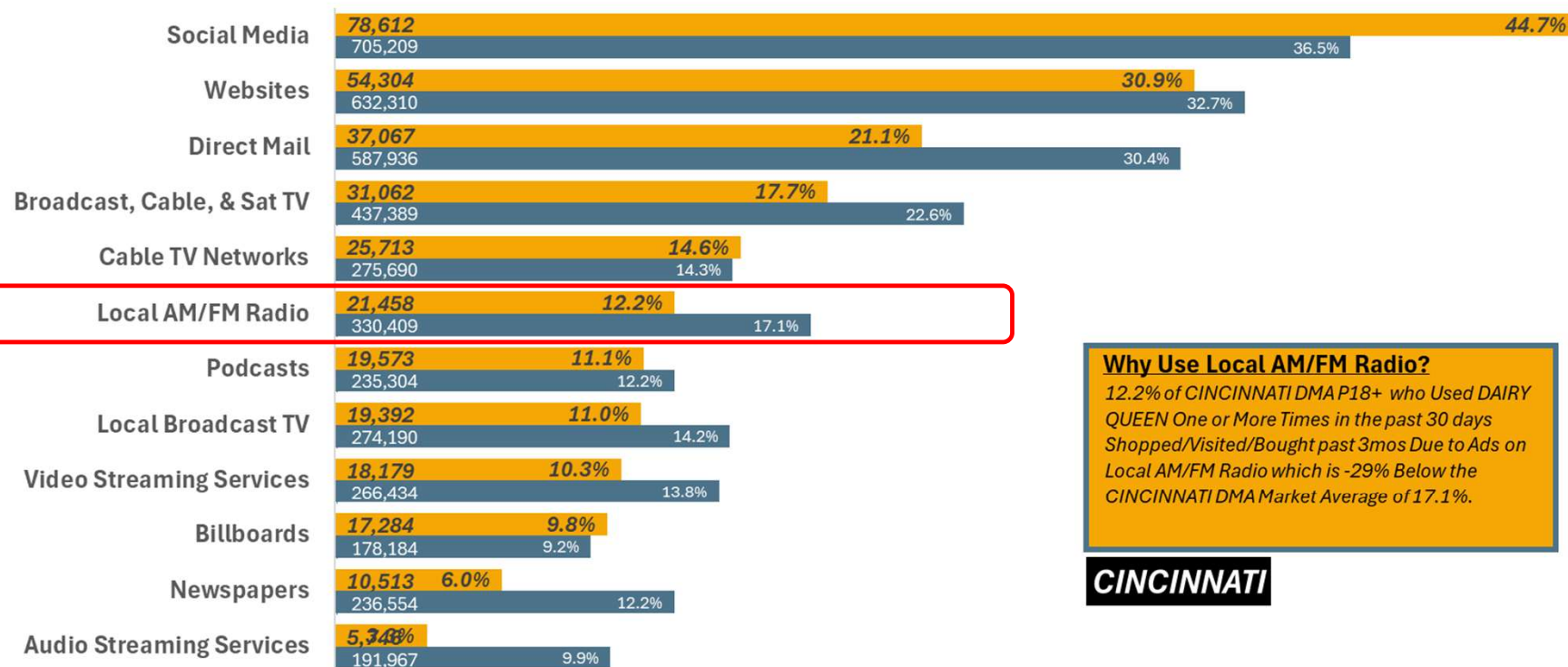
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.2% of CINCINNATI DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

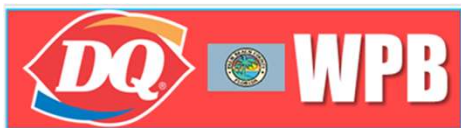
■ P18+ who Used DAIRY QUEEN One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 187
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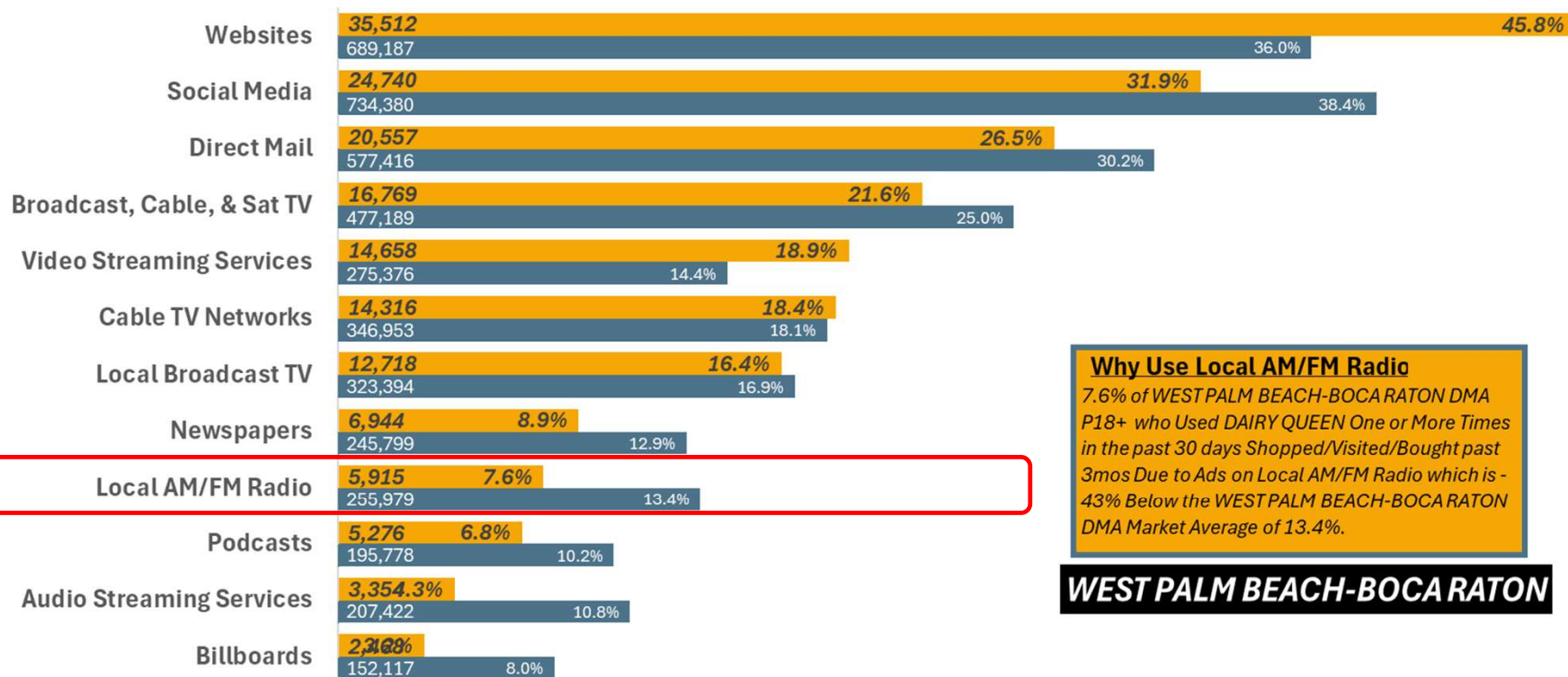
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio

7.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 43% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug 24-Jun 25 Qual Intab: 118

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Quick service restaurants used past 30 days: Dairy Queen