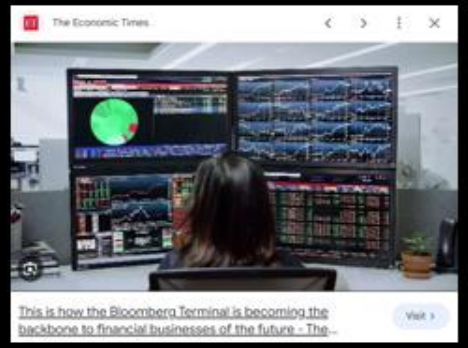
USA – P18+ 5 Different MEXICAN Consumer Targets!

Complete Demographic & Media Use Profiles

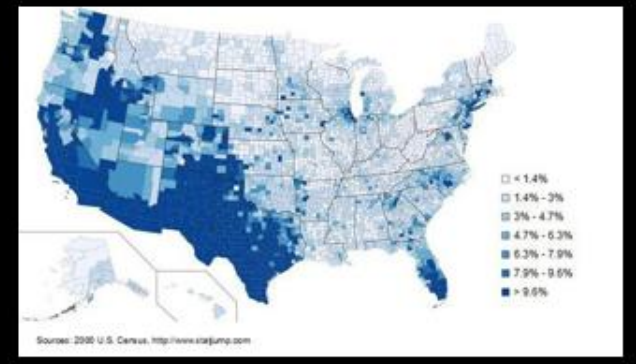


Complete Demographic, Psychographic, and Total Media Usage Profiles of of P18+ past 7 days TORTILLA Buyers, SALSA Buyers, past 30 days TACO BELL Users, MEXICAN RESTAURANT Users, + SPANISH-DOMINANT Speakers. as of Feb. 2024!





TACO BELL



Food products household used past 7 days (HHLD): Tortillas
Food products household used past 7 days (HHLD): Salsa
Quick service restaurants used past 30 days: Taco Bell
Types of restaurants used past 30 days: Any Mexican restaurant
Among Hispanics:Spanish language dominant: Yes

JALISCO
MEXICAN GRILL

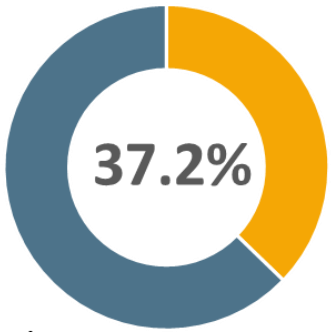
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.



37.2% or 97,602,559 of USA Adults 18 or older Purchased TORTILLAS in the past 7 days.
Typical Adults 18 or older who Purchased TORTILLAS in the past 7 days are 45.5 years old (7.% younger than average) and have a $91,895 (5.2% higher than average) annual household income.

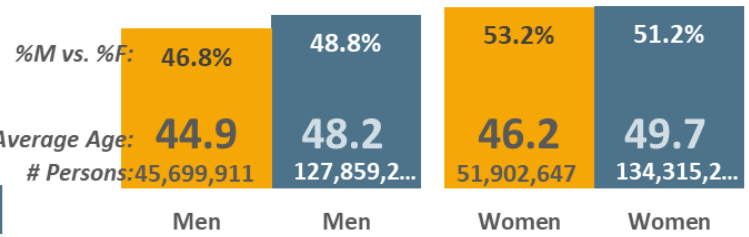
Percent of Market: Adults 18 or older



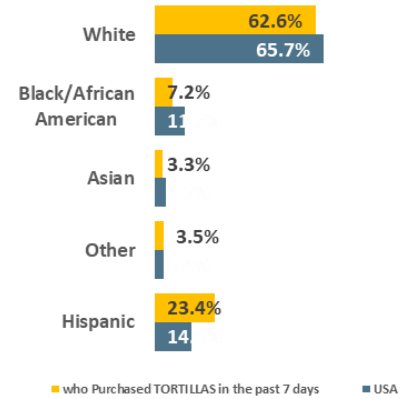
Total Persons:

97,602,559	164,571,941

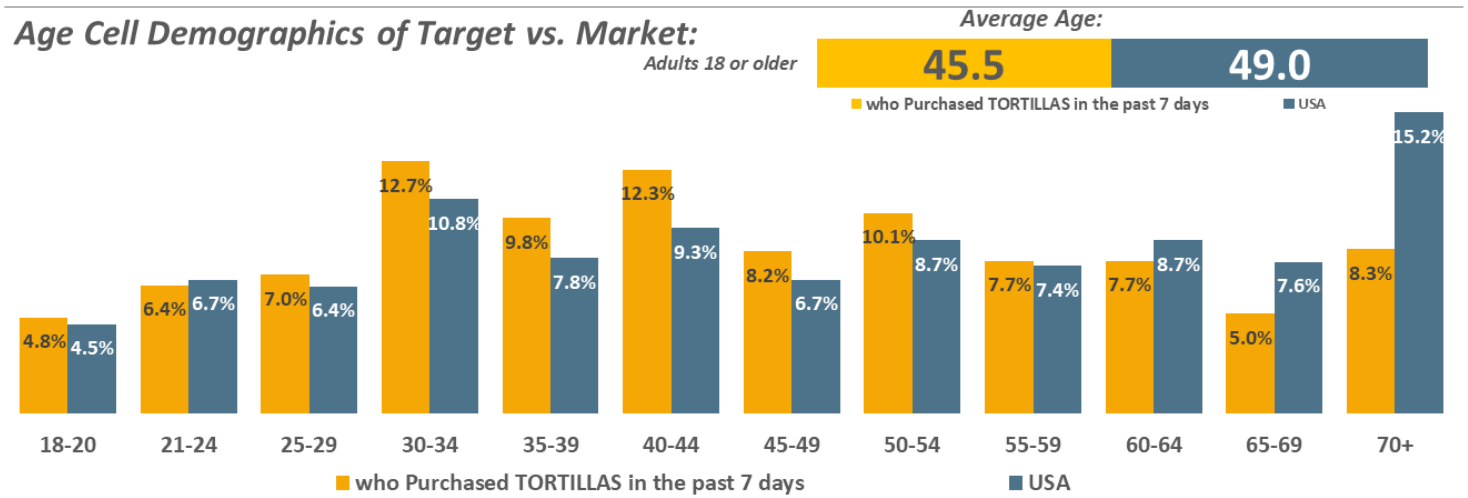
Gender of Target vs. Market: Adults 18 or older



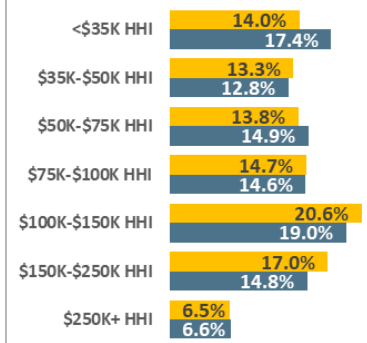
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$91,895	$87,389

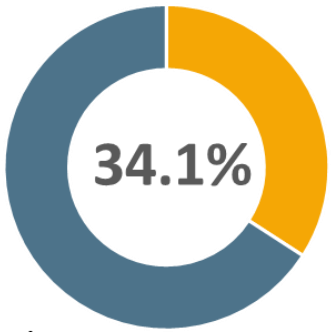
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

34.1% or 89,512,012 of USA Adults 18 or older are past 30 days MEXICAN RESTAURANT Customers.
Typical Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers are 47.2 years old (3.7% younger than average) and have a $97,603 (11.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

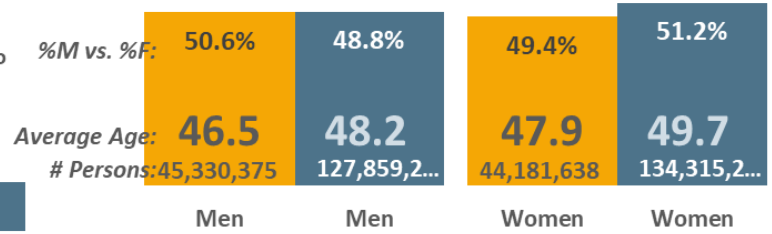


- who are past 30 days MEXICAN RESTAURANT Customers
- Remainder of USA Metro

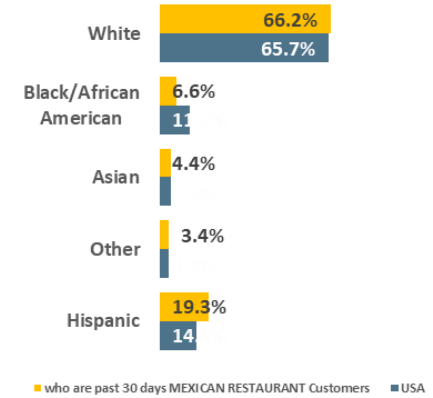
Total Persons:

89,512,012	172,662,488

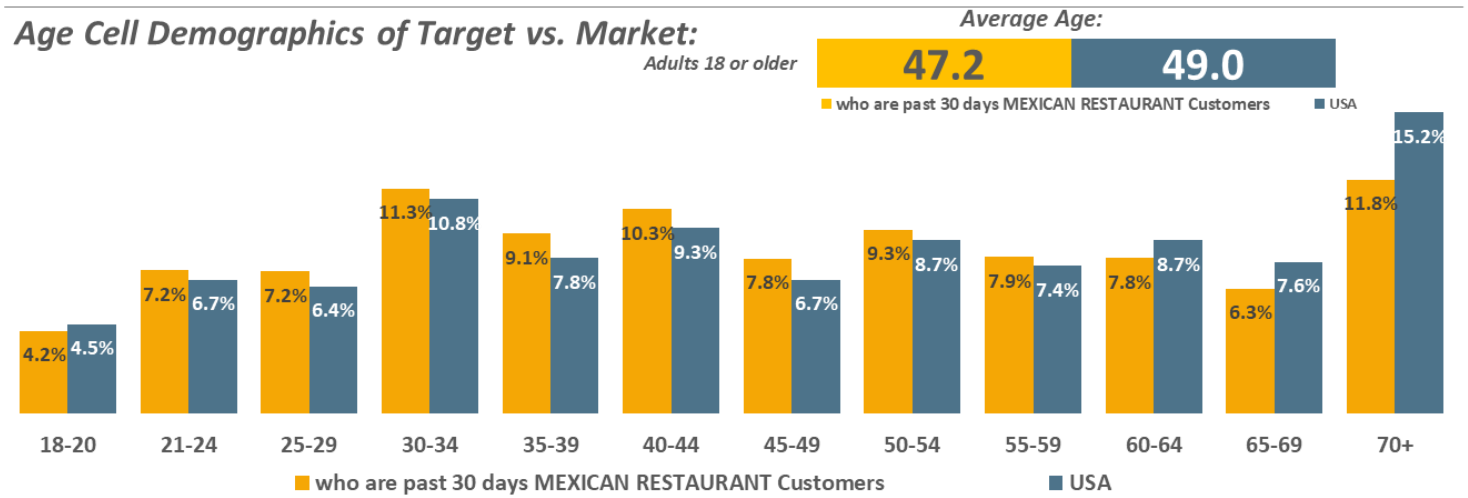
Gender of Target vs. Market: Adults 18 or older



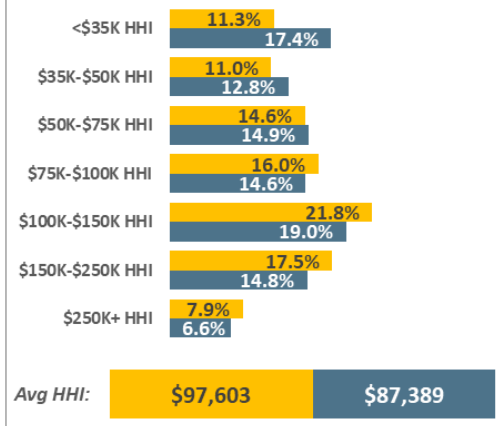
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$97,603	$87,389

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

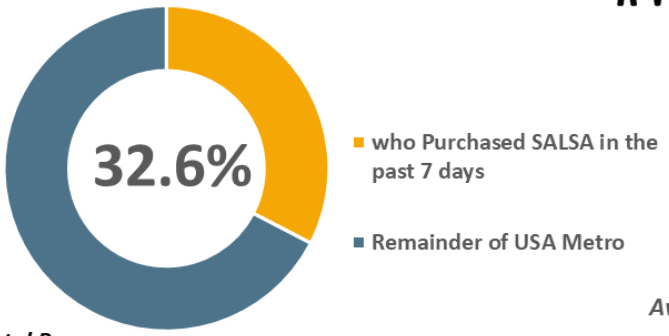
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

Types of restaurants used past 30 days: Any Mexican restaurant



32.6% or 85,484,500 of USA Adults 18 or older Purchased SALSA in the past 7 days.
Typical Adults 18 or older who Purchased SALSA in the past 7 days are 48. years old (2.% younger than average) and have a $96,723 (10.7% higher than average) annual household income.

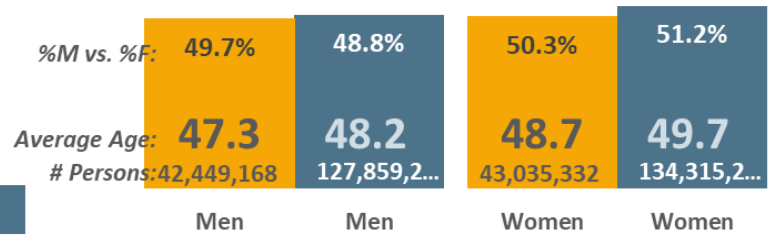
Percent of Market: Adults 18 or older



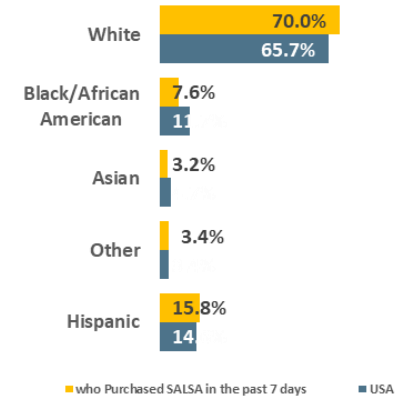
Total Persons:

85,484,500	176,690,000

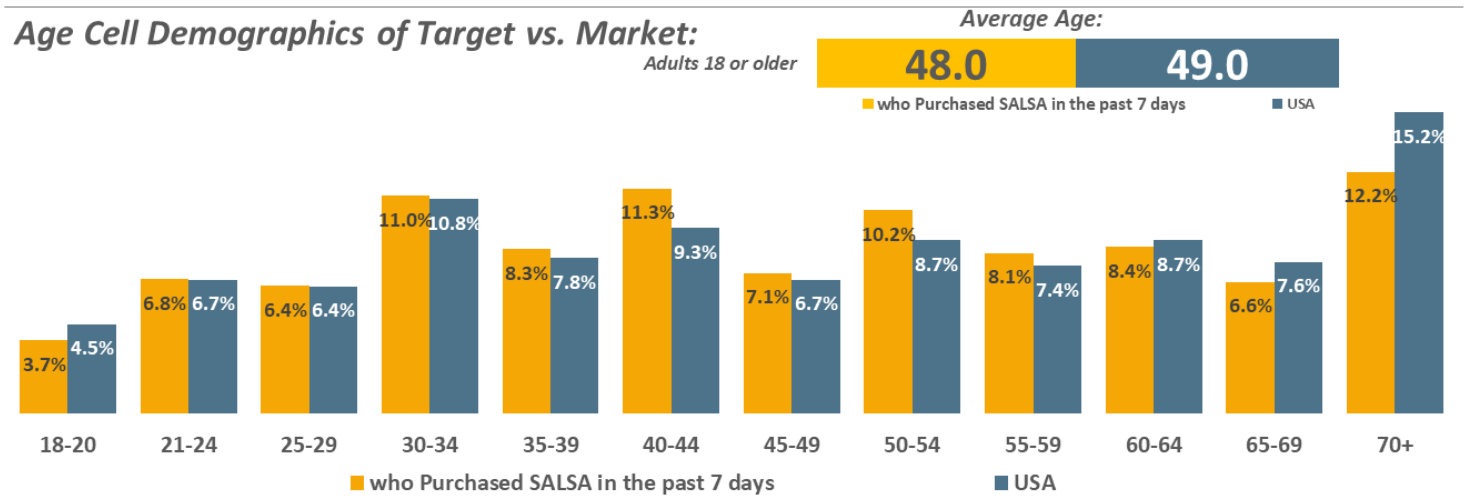
Gender of Target vs. Market: Adults 18 or older



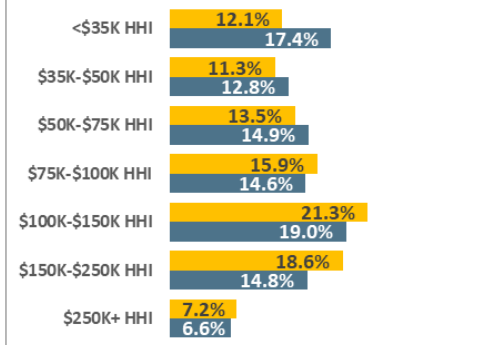
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

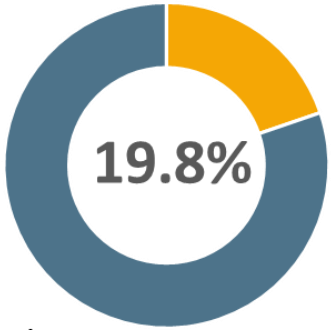
$96,723	$87,389

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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19.8% or 51,786,492 of USA Adults 18 or older are past 30 days TACO BELL Customers.
Typical Adults 18 or older who are past 30 days TACO BELL Customers are 44.7 years old (8.6% younger than average) and have a $81,113 (7.2% lower than average) annual household income.

Percent of Market: Adults 18 or older

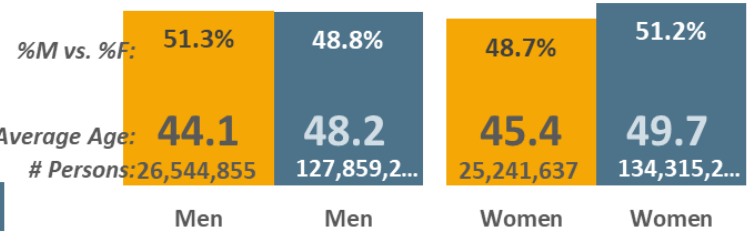


- who are past 30 days TACO BELL Customers
- Remainder of USA Metro

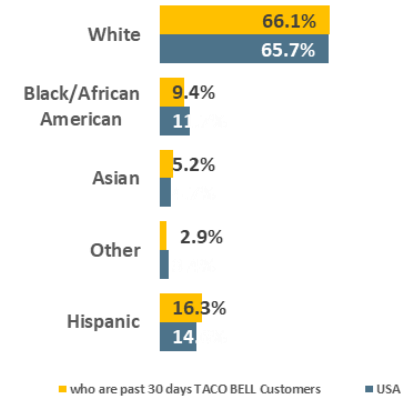
Total Persons:

51,786,492	210,388,008

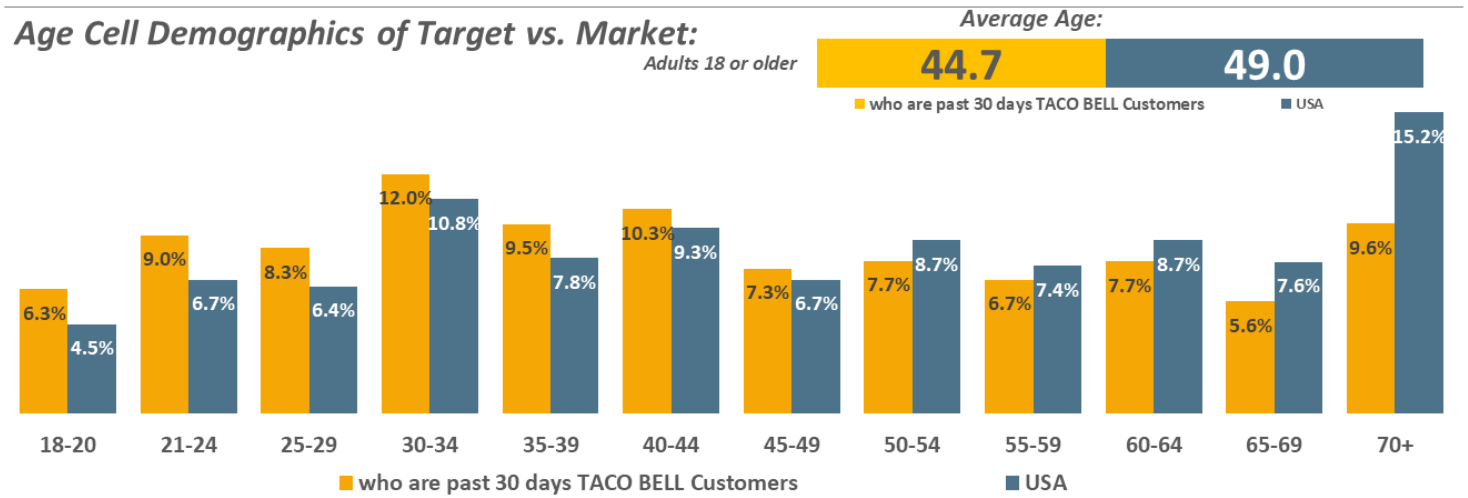
Gender of Target vs. Market: Adults 18 or older



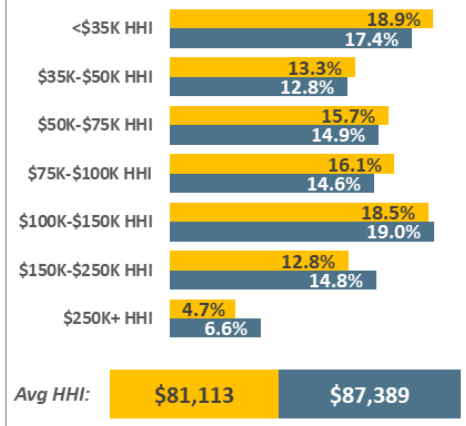
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$81,113	$87,389

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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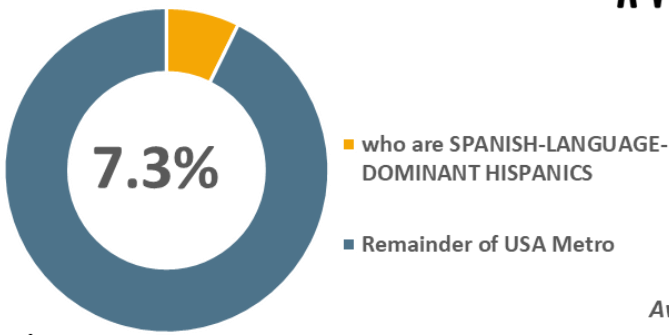
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



hispanicfederation

7.3% or 19,121,917 of USA Adults 18 or older are SPANISH-LANGUAGE-DOMINANT HISPANICS.
Typical Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS are 40.6 years old (17.1% younger than average) and have a $56,012 (35.9% lower than average) annual household income.

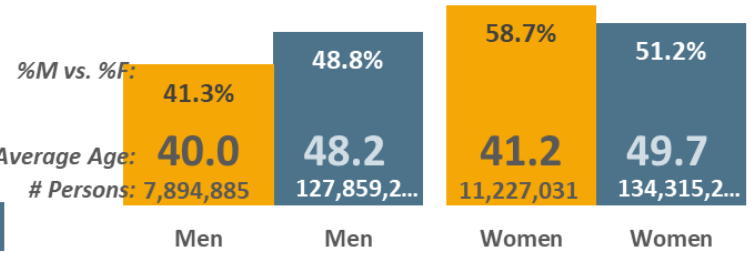
Percent of Market: Adults 18 or older



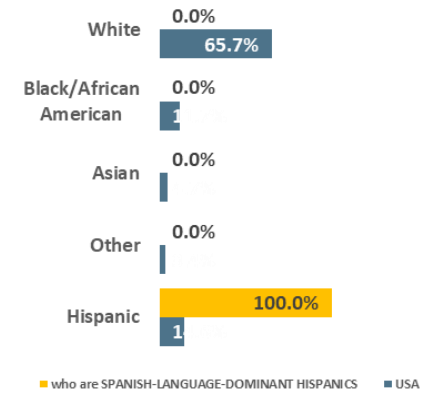
Total Persons:



Gender of Target vs. Market: Adults 18 or older



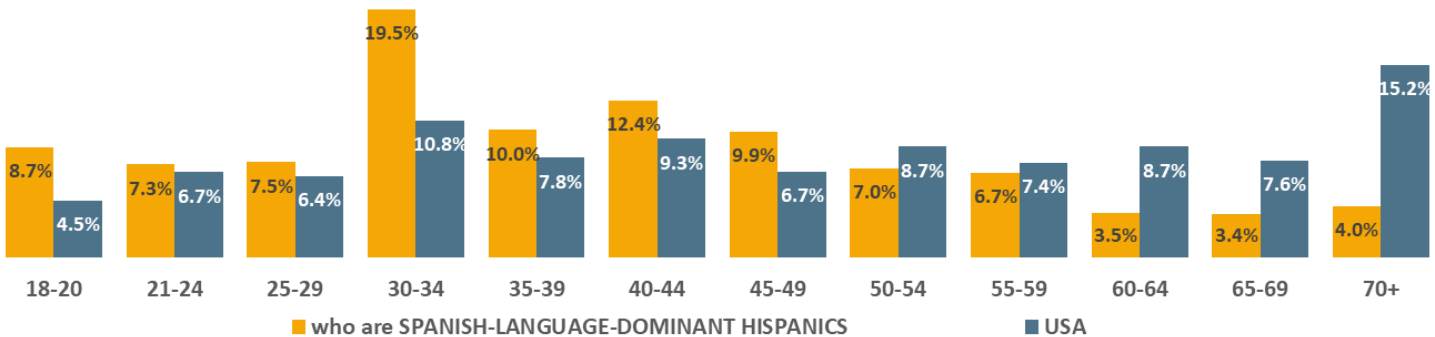
Ethnicity of Target vs. Market:



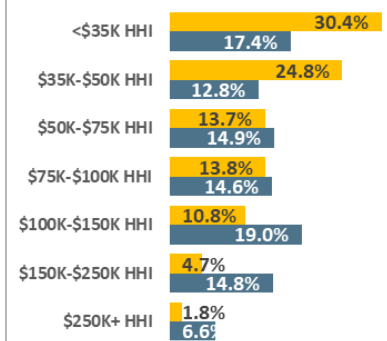
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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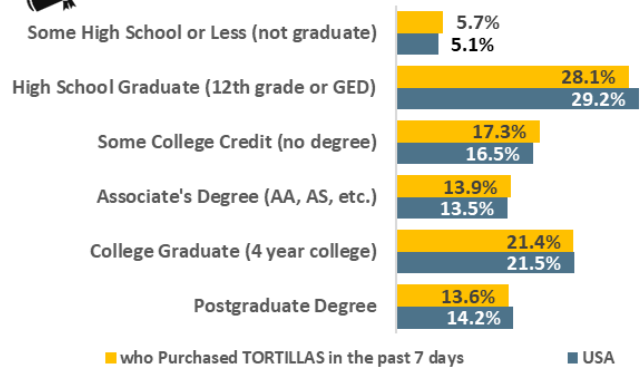
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

Among Hispanics:Spanish language dominant: Yes

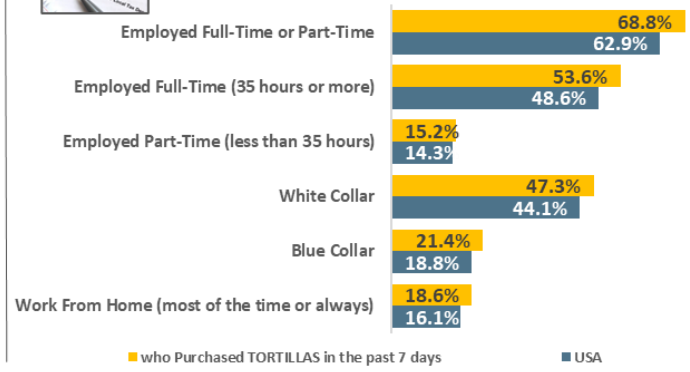


37.2% or 97,602,559 of USA Adults 18 or older Purchased TORTILLAS in the past 7 days.
Adults 18 or older who Purchased TORTILLAS in the past 7 days are 1.7% less likely to be a college graduate, 10.4% more likely to work full-time, 11.6% more likely to be married, 38.5% more likely to be a parent of 1 or more children under 18.

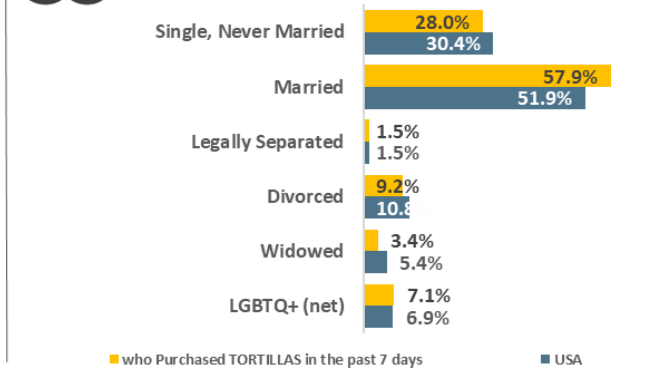
Education Levels: Adults 18 or older



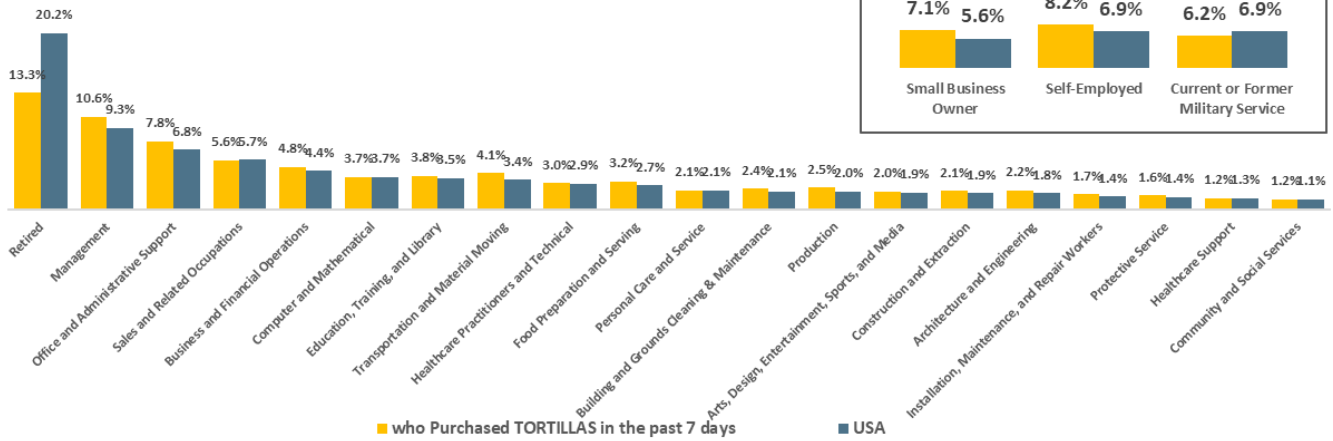
Employment: Adults 18 or older



Marital Status: Adults 18 or older

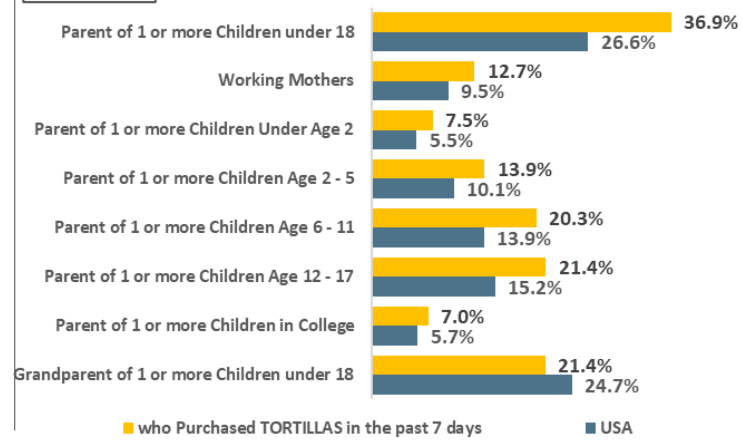


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



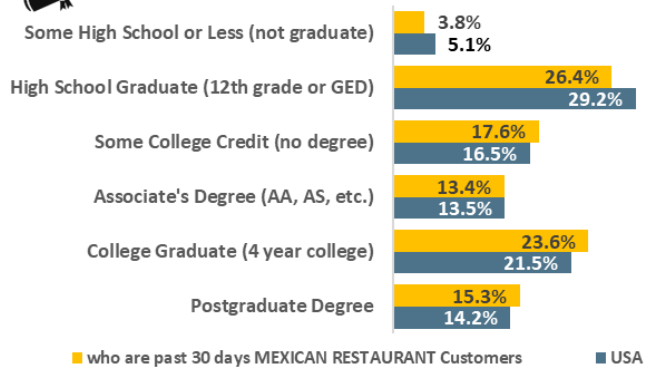
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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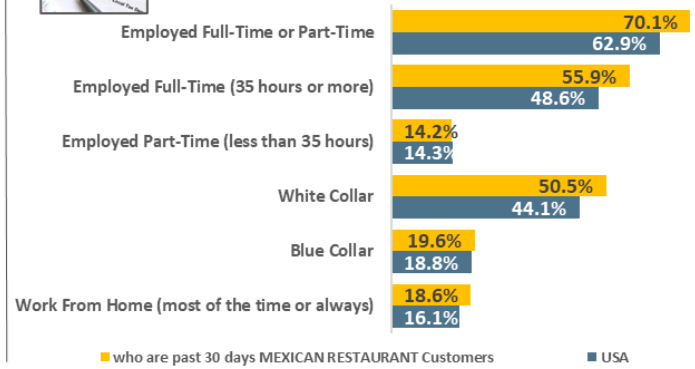
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

34.1% or 89,512,012 of USA Adults 18 or older are past 30 days MEXICAN RESTAURANT Customers. Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers are 9.% more likely to be a college graduate, 15.1% more likely to work full-time, 4.6% more likely to be married, 11.8% less likely to be a grandparent of 1 or more children under 18.

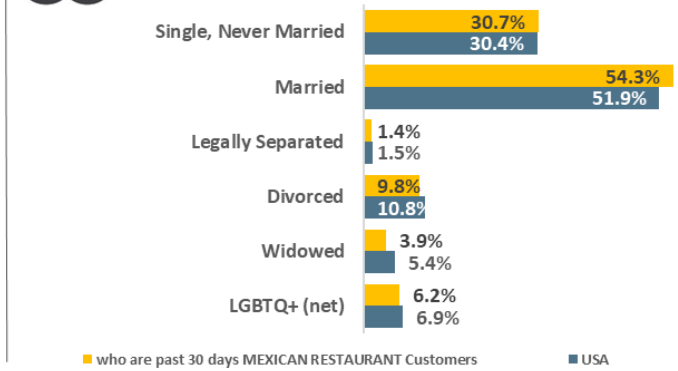
Education Levels: Adults 18 or older



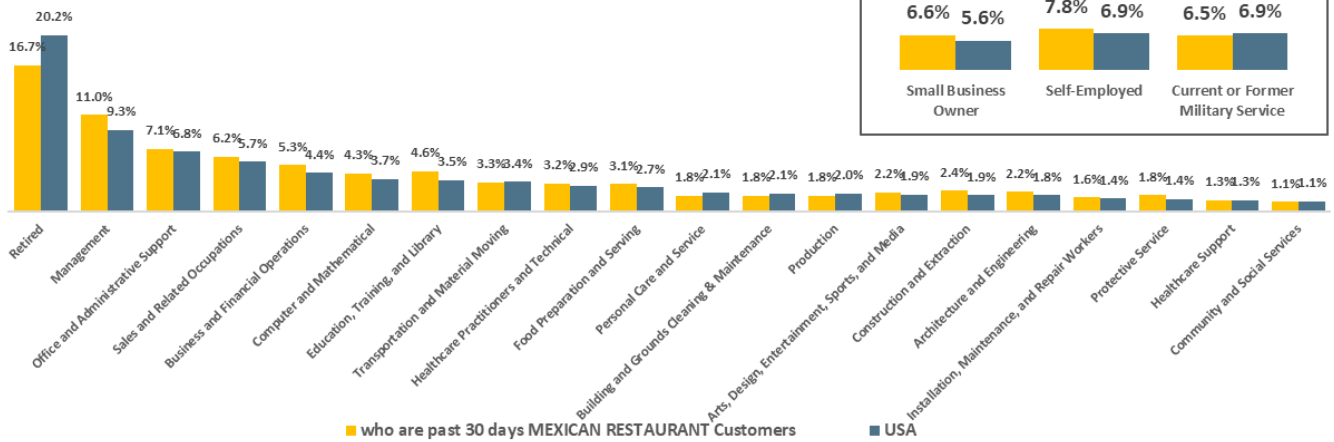
Employment: Adults 18 or older



Marital Status: Adults 18 or older

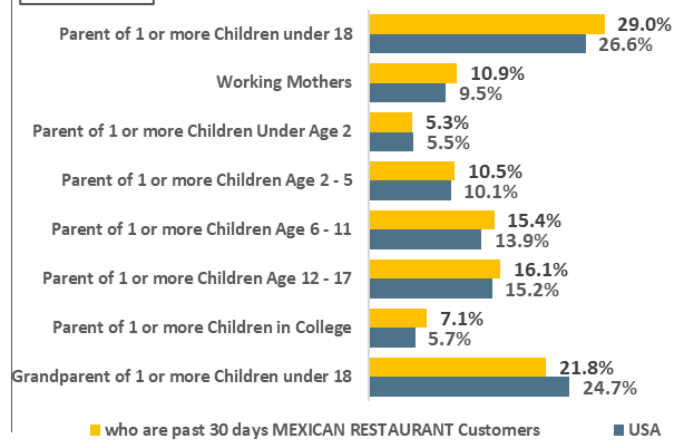


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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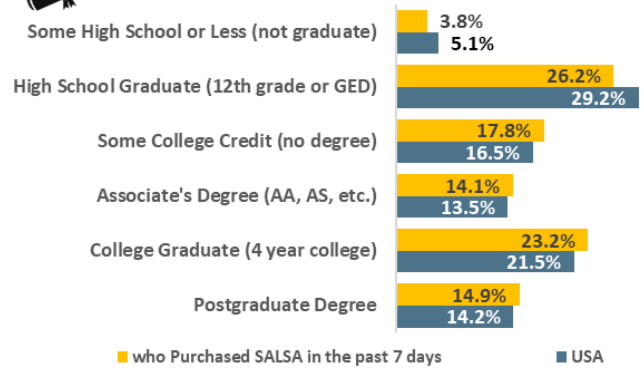
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

Types of restaurants used past 30 days: Any Mexican restaurant

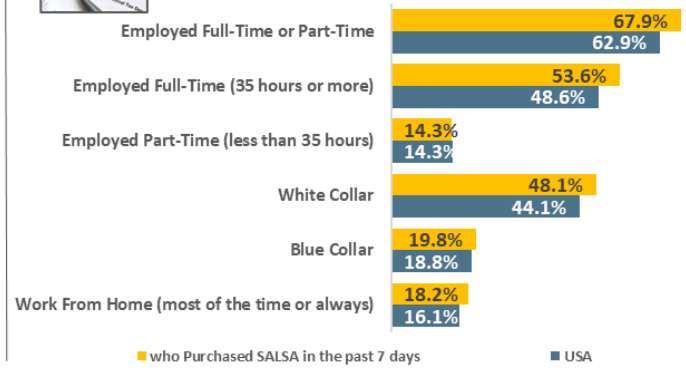


32.6% or 85,484,500 of USA Adults 18 or older Purchased SALSA in the past 7 days.
Adults 18 or older who Purchased SALSA in the past 7 days are 6.7% more likely to be a college graduate, 10.4% more likely to work full-time, 13.2% more likely to be married, 17.7% more likely to be a parent of 1 or more children under 18.

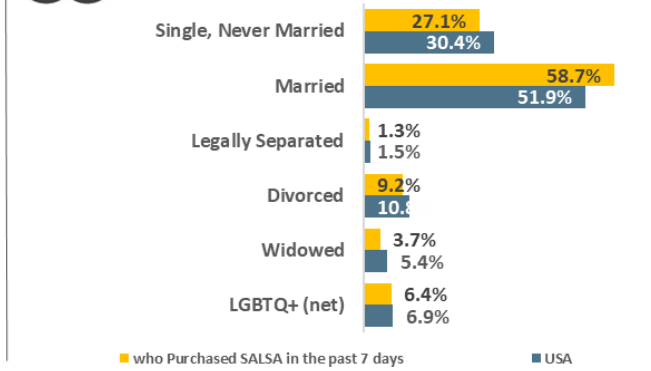
Education Levels: Adults 18 or older



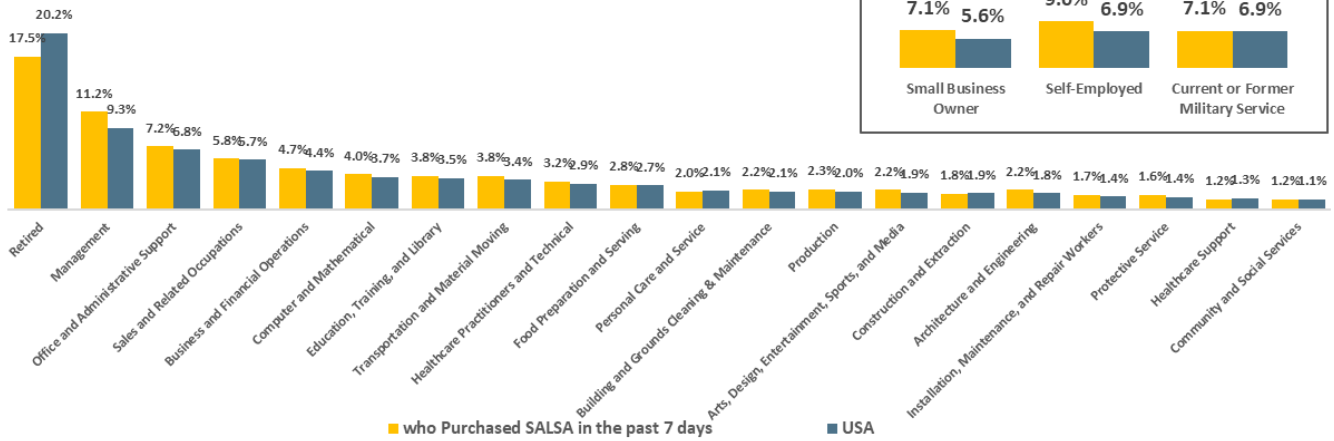
Employment: Adults 18 or older



Marital Status: Adults 18 or older

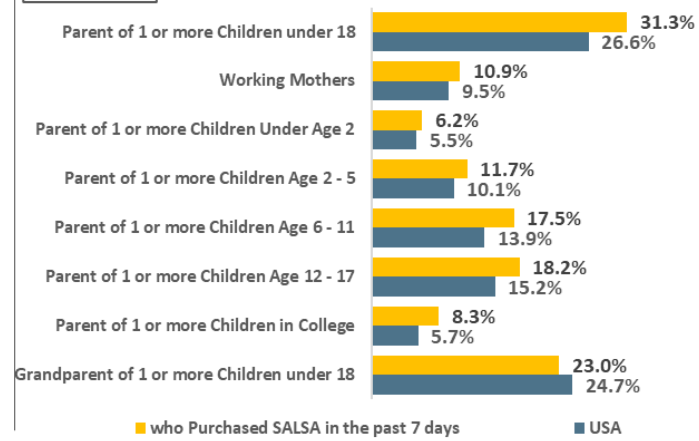


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



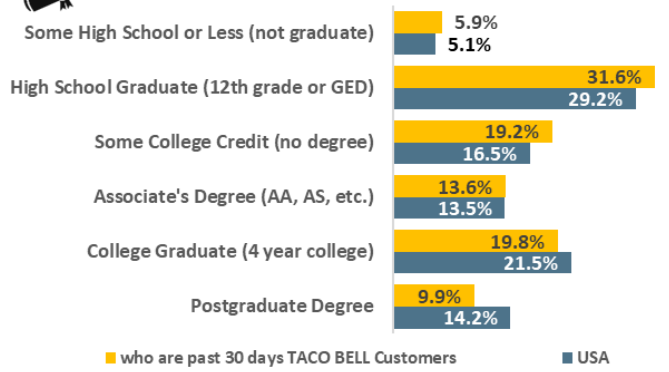
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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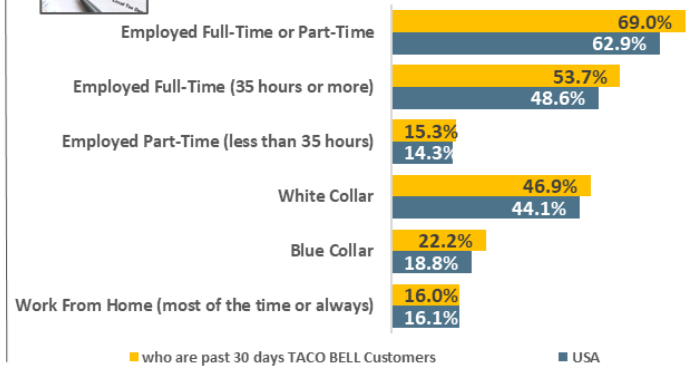
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

19.8% or 51,786,492 of USA Adults 18 or older are past 30 days TACO BELL Customers.
Adults 18 or older who are past 30 days TACO BELL Customers are 16.7% less likely to be a college graduate, 10.5% more likely to work full-time, 11.1% less likely to be married, 16.9% less likely to be a grandparent of 1 or more children under 18.

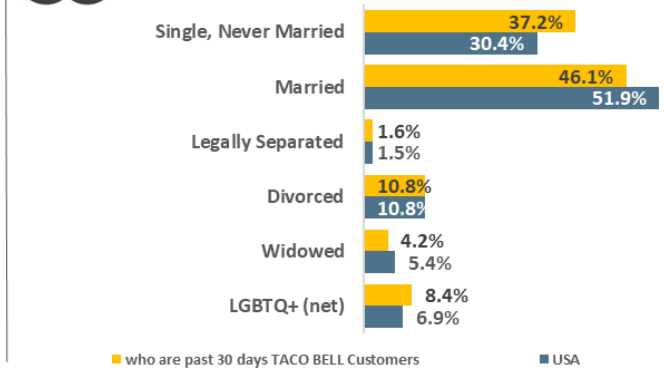
Education Levels: Adults 18 or older



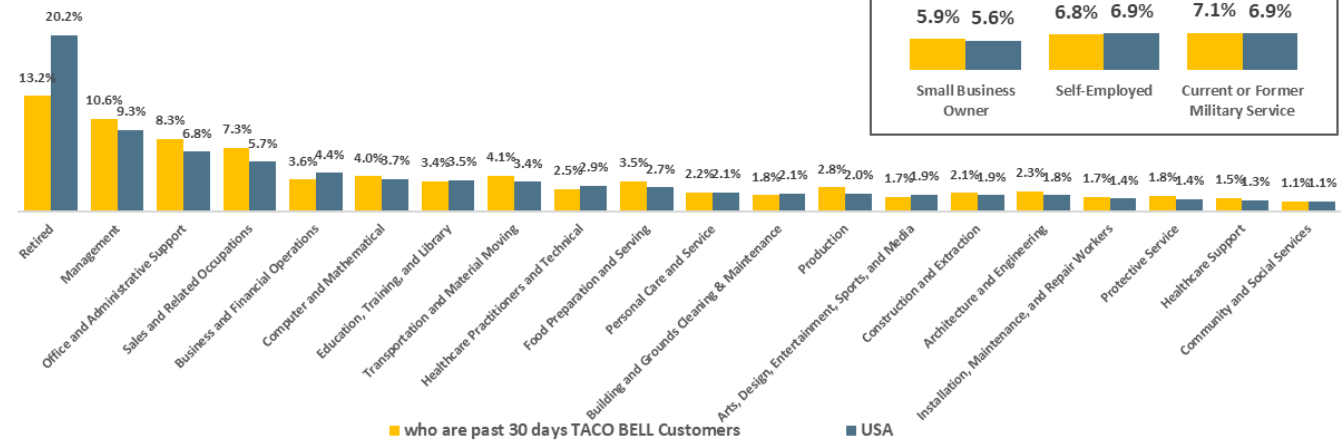
Employment: Adults 18 or older



Marital Status: Adults 18 or older

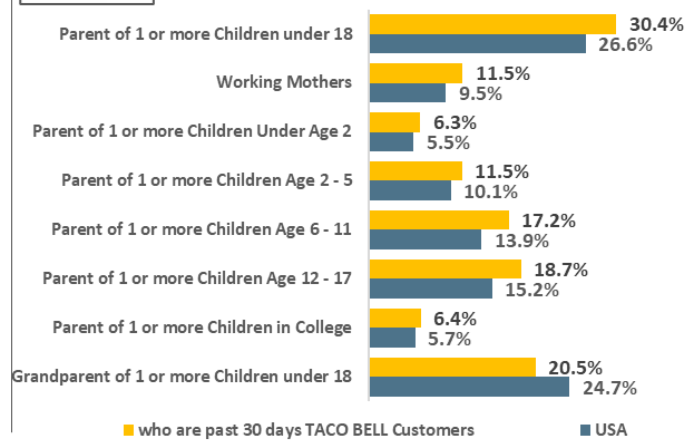


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

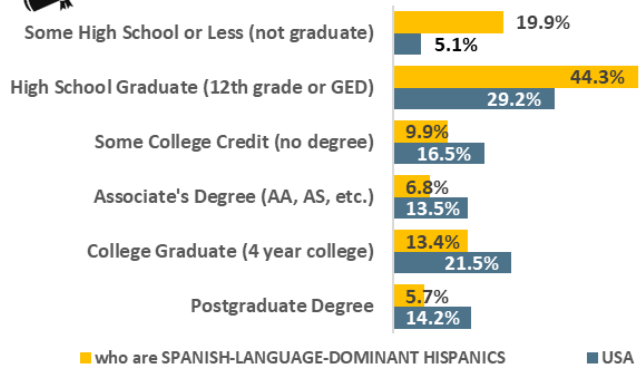
©



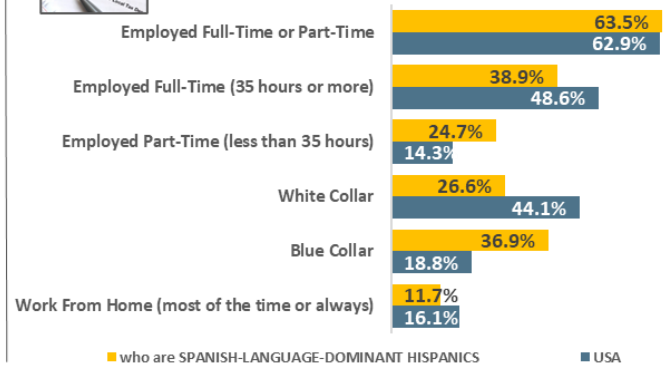
hispanicfederation

7.3% or 19,121,917 of USA Adults 18 or older are SPANISH-LANGUAGE-DOMINANT HISPANICS.
Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS are 46.2% less likely to be a college graduate, 20.% less likely to work full-time, .2% less likely to be married, 32.3% less likely to be a grandparent of 1 or more children under 18.

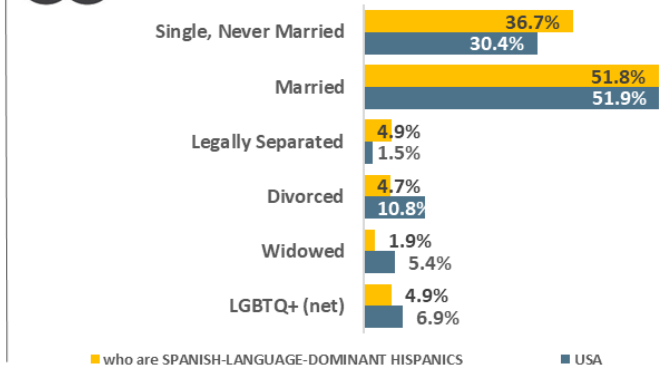
Education Levels: Adults 18 or older



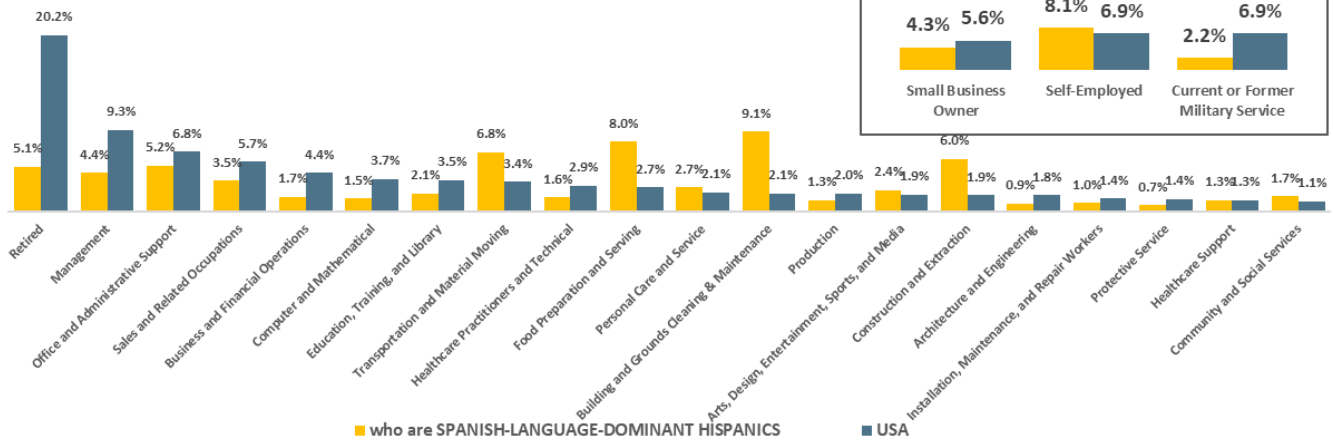
Employment: Adults 18 or older



Marital Status: Adults 18 or older

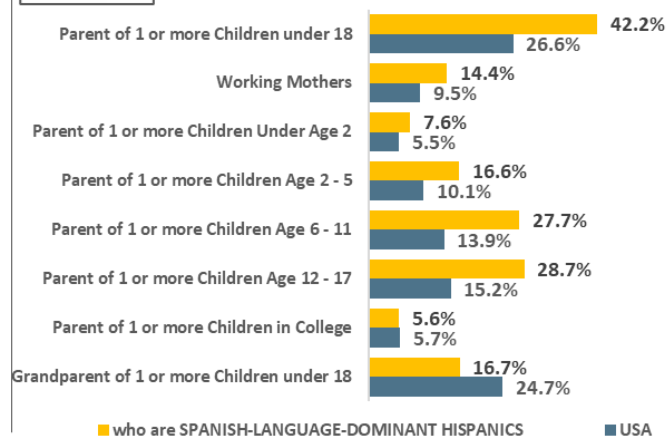


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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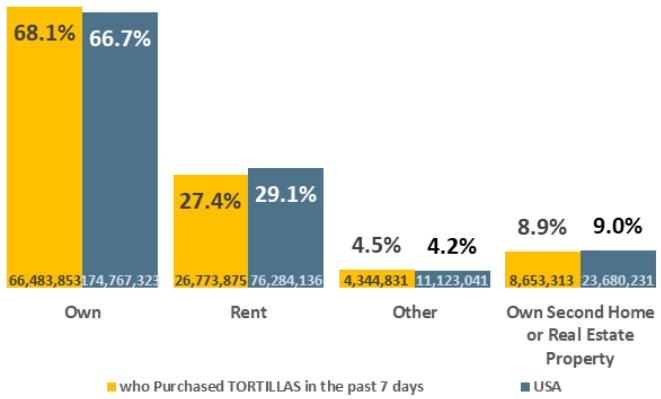
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

Among Hispanics:Spanish language dominant: Yes

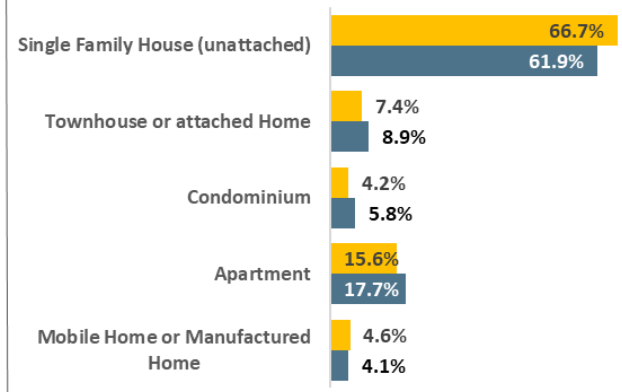


37.2% or 97,602,559 of USA Adults 18 or older Purchased TORTILLAS in the past 7 days.
Adults 18 or older who Purchased TORTILLAS in the past 7 days are 2.2% more likely to own their home, 2.% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 19.% more likely to have a dog.

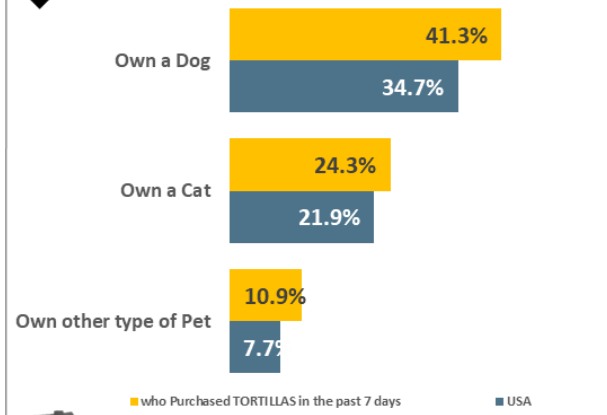
Own/Rent/Other: Adults 18 or older



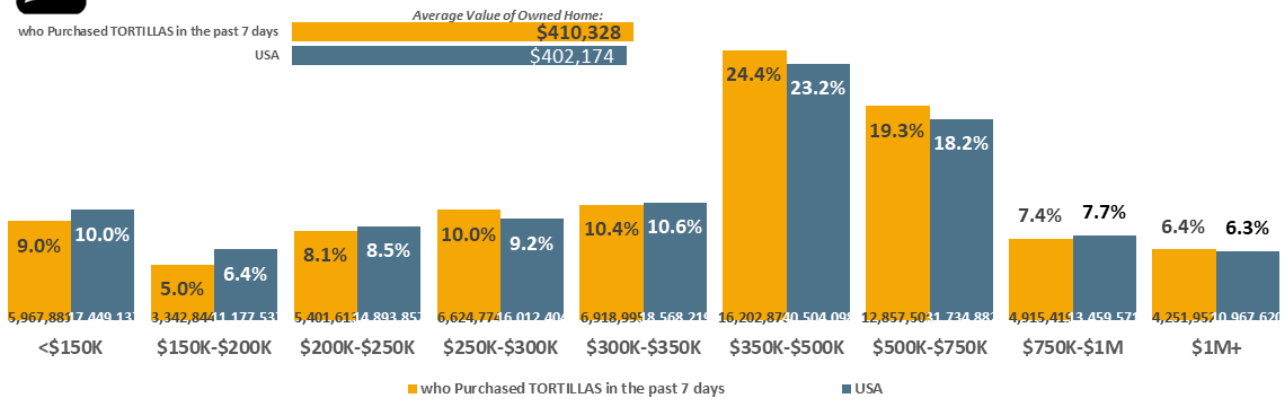
Type of Home: Adults 18 or older



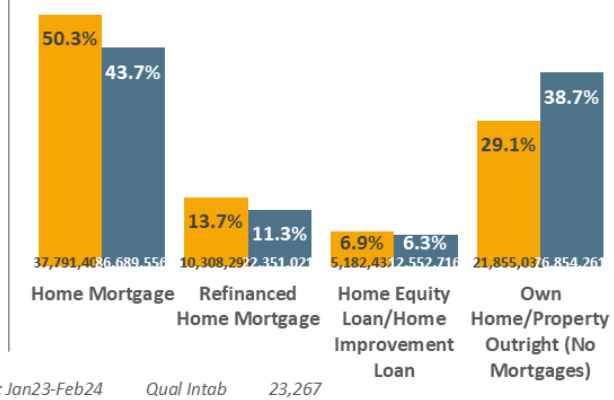
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



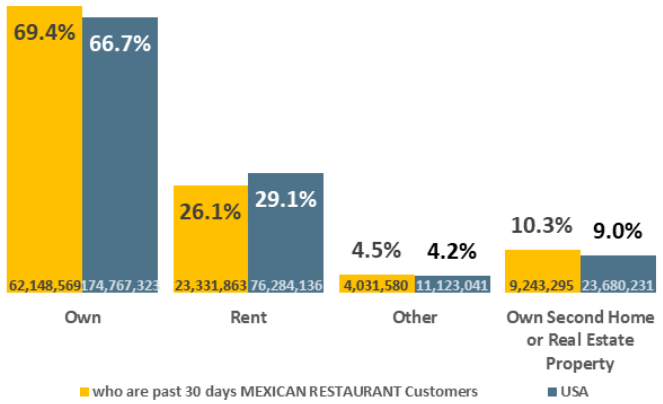
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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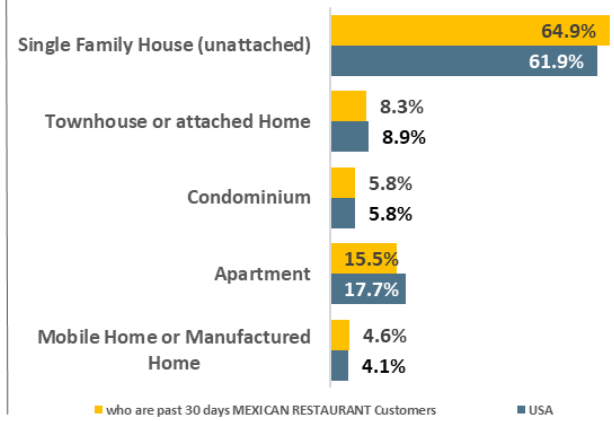
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

34.1% or 89,512,012 of USA Adults 18 or older are past 30 days MEXICAN RESTAURANT Customers.
Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers are 4.2% more likely to own their home, 3.1% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 12.3% more likely to have a dog.

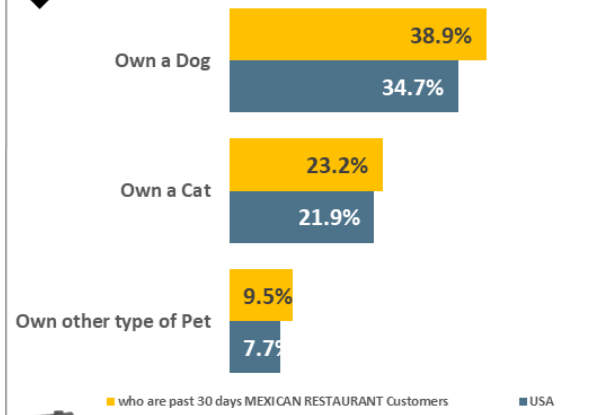
Own/Rent/Other: Adults 18 or older



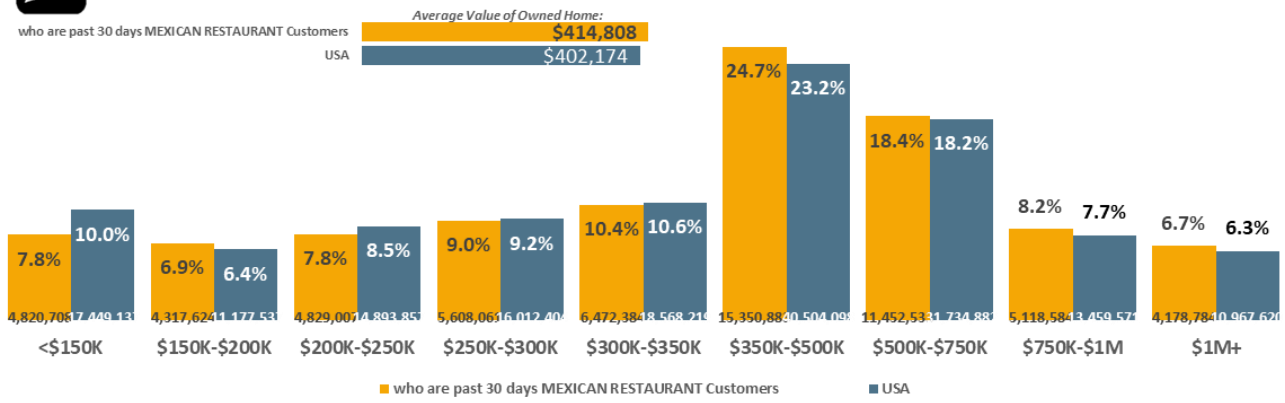
Type of Home: Adults 18 or older



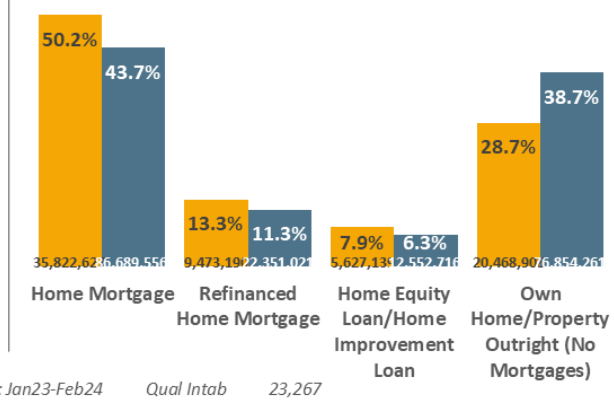
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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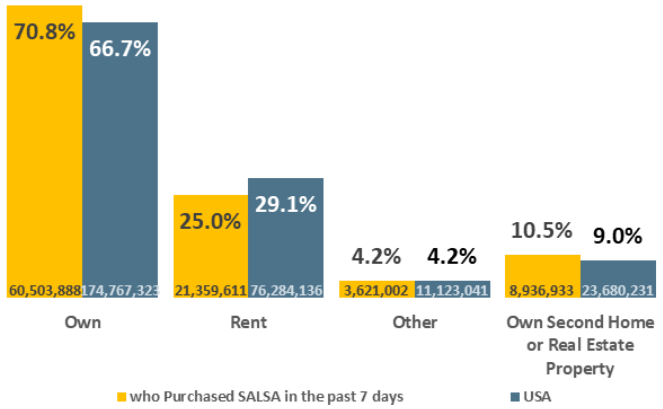
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

Types of restaurants used past 30 days: Any Mexican restaurant

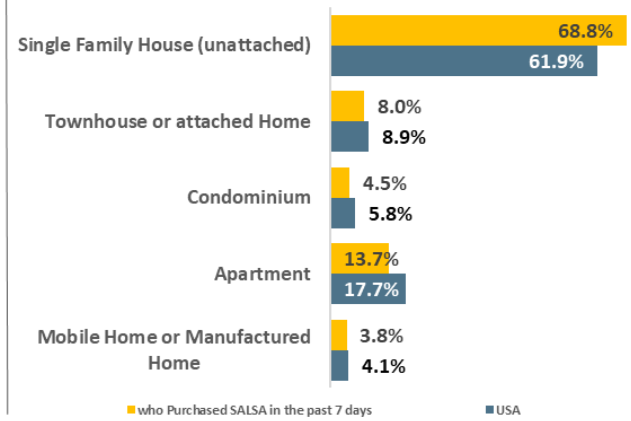


32.6% or 85,484,500 of USA Adults 18 or older Purchased SALSA in the past 7 days.
Adults 18 or older who Purchased SALSA in the past 7 days are 6.2% more likely to own their home, 3.% more likely to own a higher valued home, 11.1% more likely to have a single-family home, 15.% more likely to have a dog.

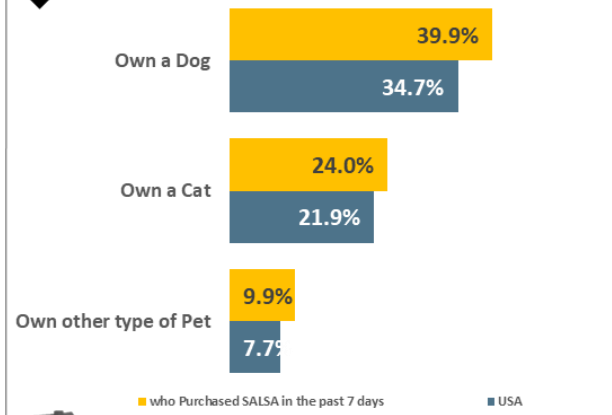
Own/Rent/Other: Adults 18 or older



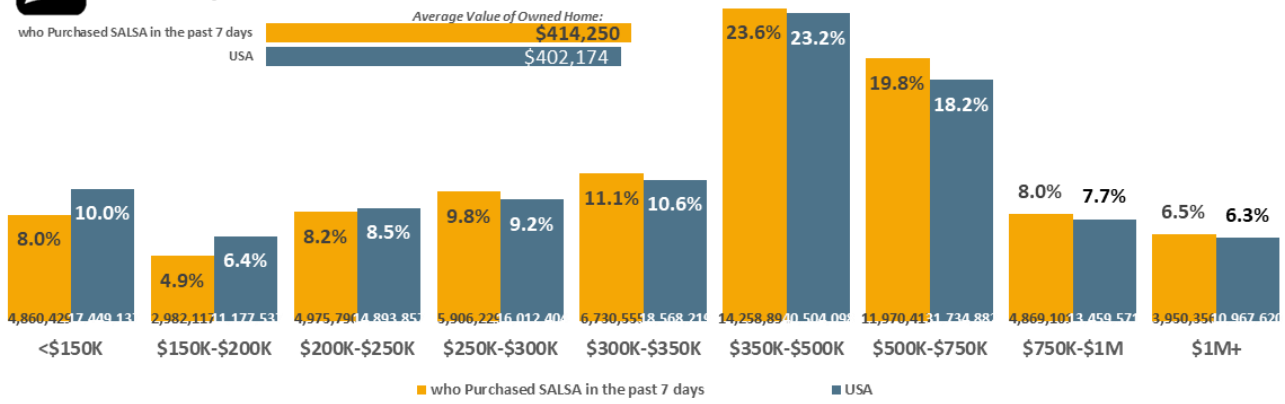
Type of Home: Adults 18 or older



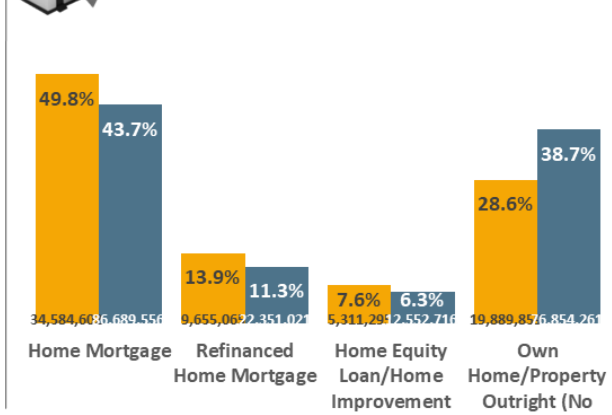
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



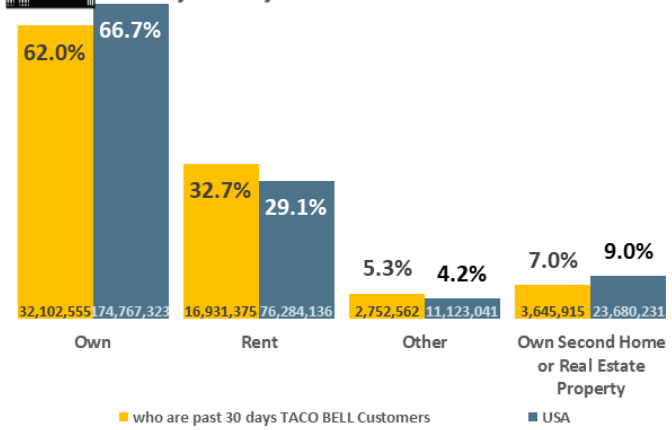
USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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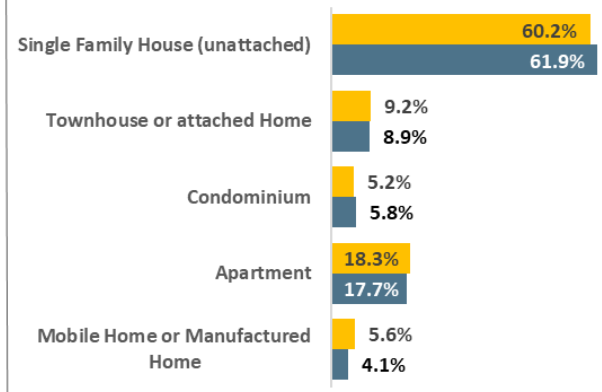
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

19.8% or 51,786,492 of USA Adults 18 or older are past 30 days TACO BELL Customers.
Adults 18 or older who are past 30 days TACO BELL Customers are 7.% less likely to own their home, 15.4% more likely to own a lower valued home, 2.7% less likely to have a single-family home, 22.3% more likely to have a dog.

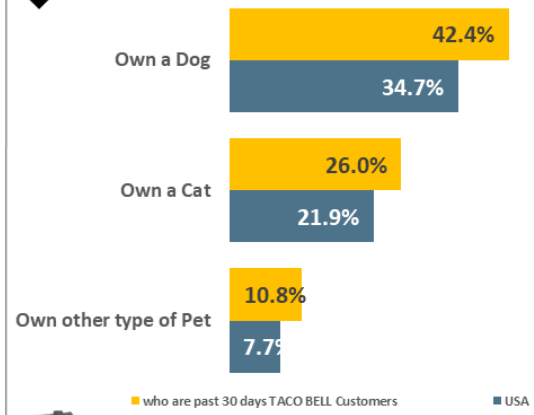
Own/Rent/Other: Adults 18 or older



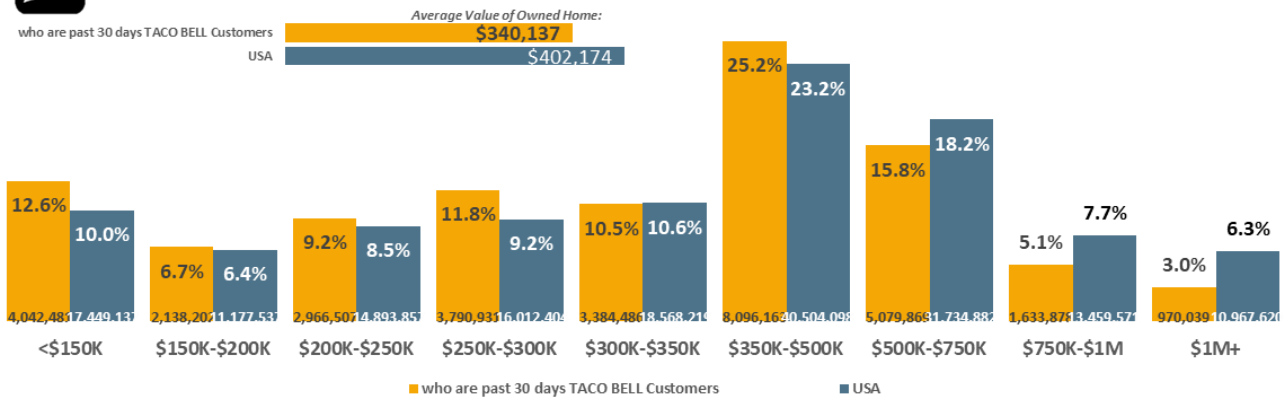
Type of Home: Adults 18 or older



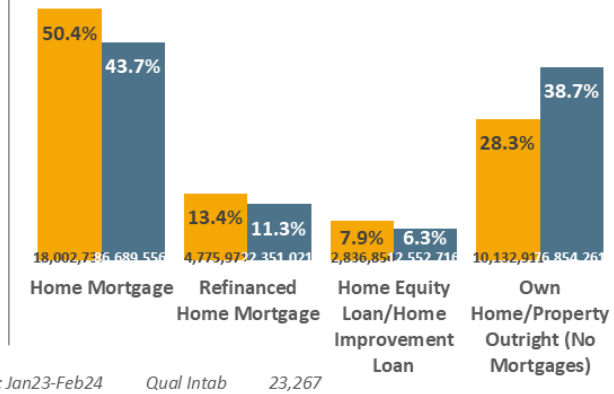
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

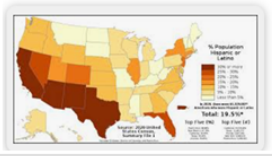


USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

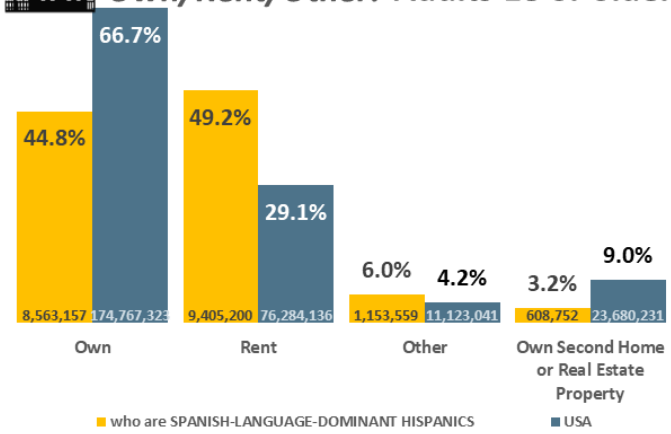
Quick service restaurants used past 30 days: Taco Bell



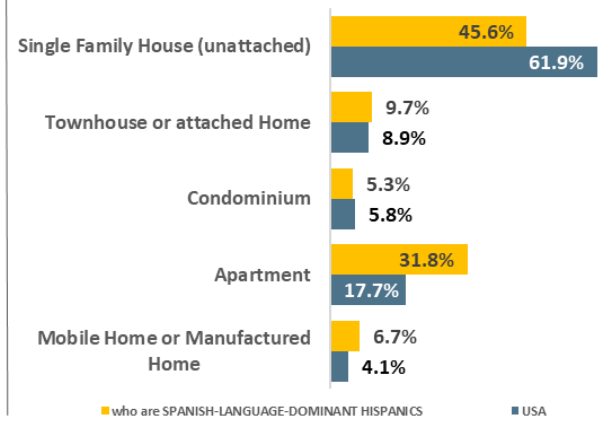
hispanicfederation

7.3% or 19,121,917 of USA Adults 18 or older are SPANISH-LANGUAGE-DOMINANT HISPANICS.
Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS are 32.8% less likely to own their home, 25.6% more likely to own a lower valued home, 26.4% less likely to have a single-family home, 17.6% less likely to have a dog.

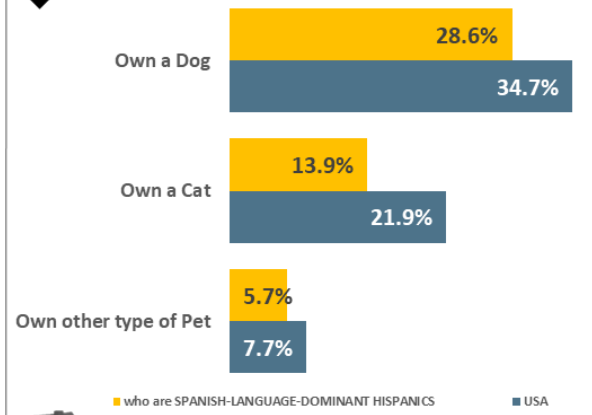
Own/Rent/Other: Adults 18 or older



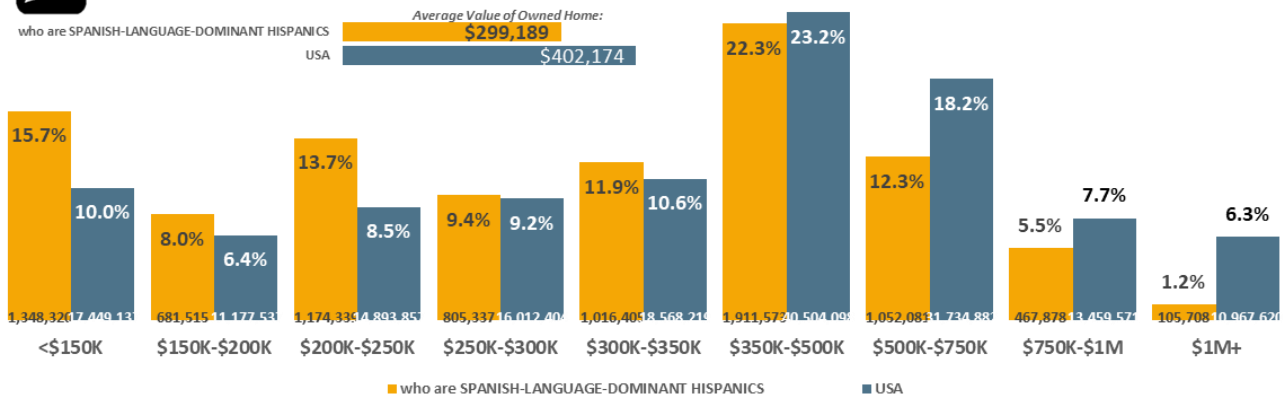
Type of Home: Adults 18 or older



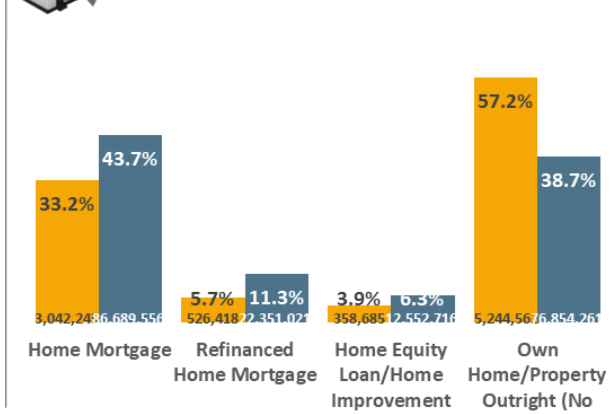
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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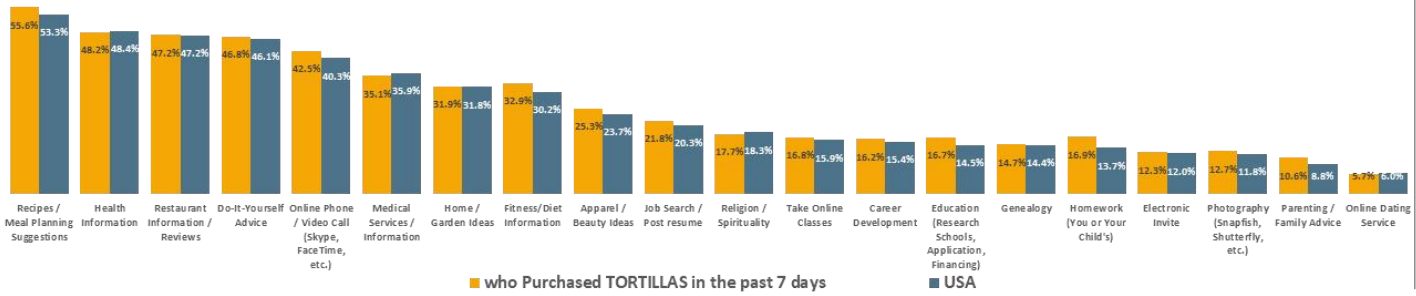
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

Among Hispanics:Spanish language dominant: Yes

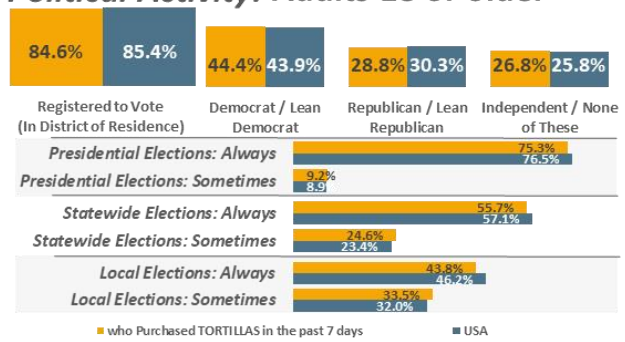


37.2% or 97,602,559 of USA Adults 18 or older Purchased TORTILLAS in the past 7 days.
Adults 18 or older who Purchased TORTILLAS in the past 7 days are 1.6% more likely to look up D-I-Y advice online, 5.% less likely to always vote in local elections, 10.9% more likely to belong to a gym, 3.4% more likely to fly domestic past yr.

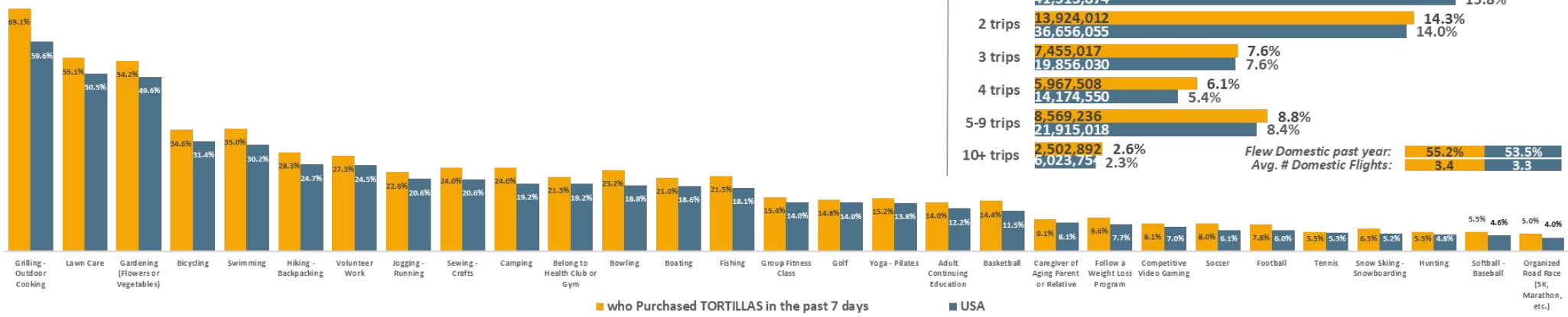
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



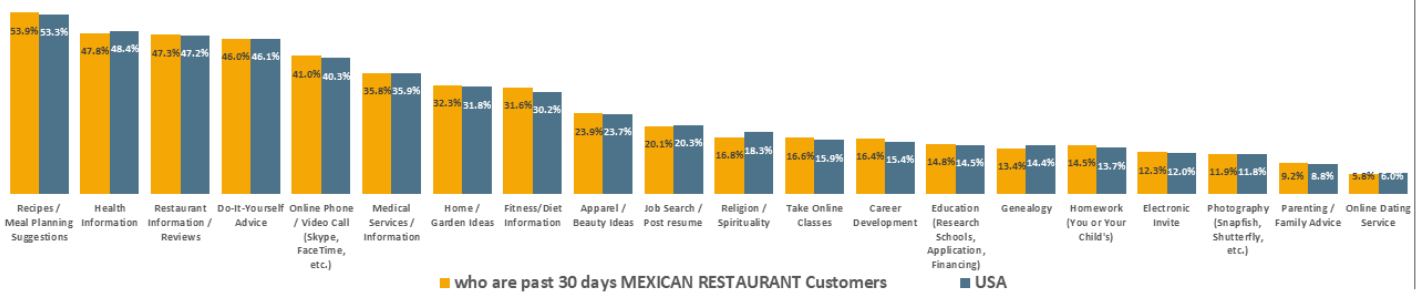
Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

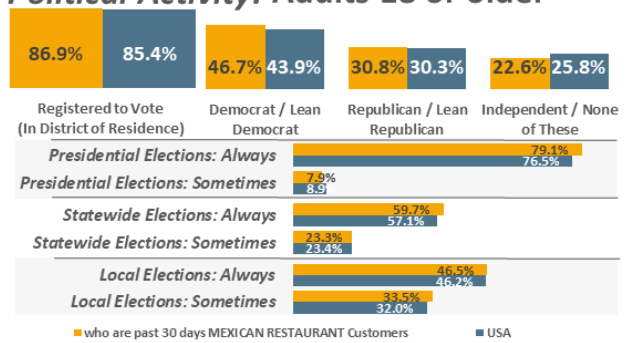
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34.1% or 89,512,012 of USA Adults 18 or older are past 30 days MEXICAN RESTAURANT Customers. Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers are .% less likely to look up D-I-Y advice online, .7% more likely to always vote in local elections, 24.3% more likely to belong to a gym, 13.8% more likely to fly domestic past yr.

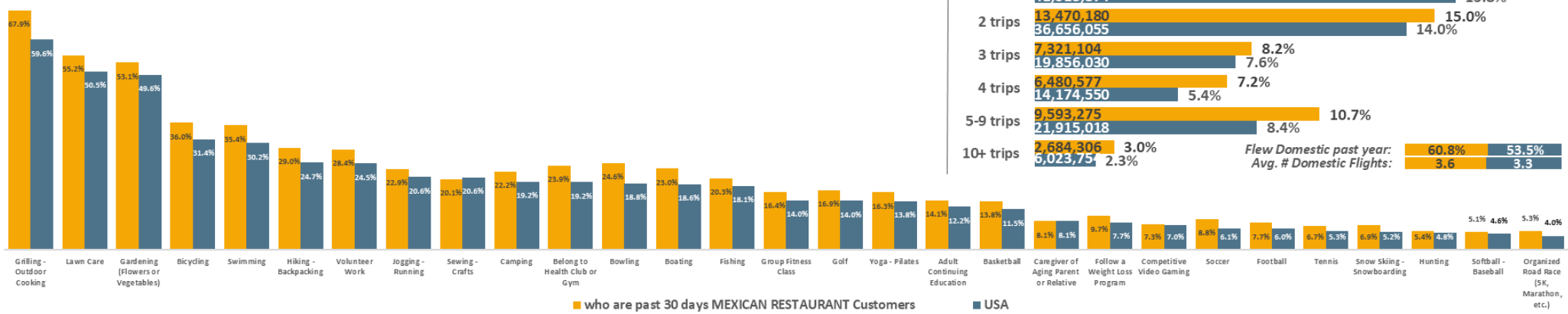
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

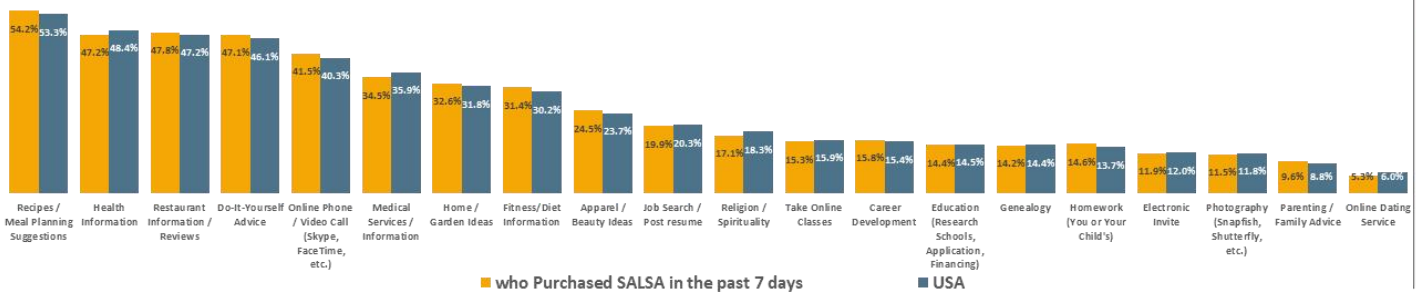
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Types of restaurants used past 30 days: Any Mexican restaurant

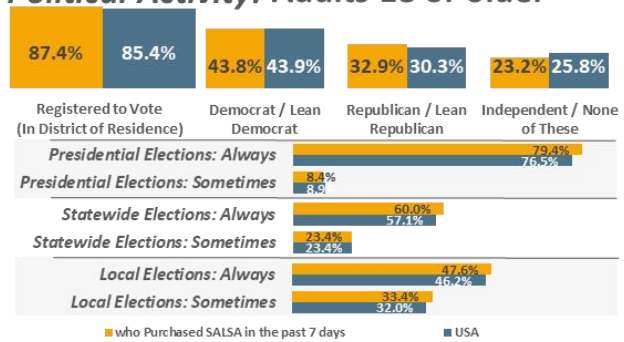


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Adults 18 or older who Purchased SALSA in the past 7 days are 2.4% more likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 12.7% more likely to belong to a gym, 7.6% more likely to fly domestic past yr.

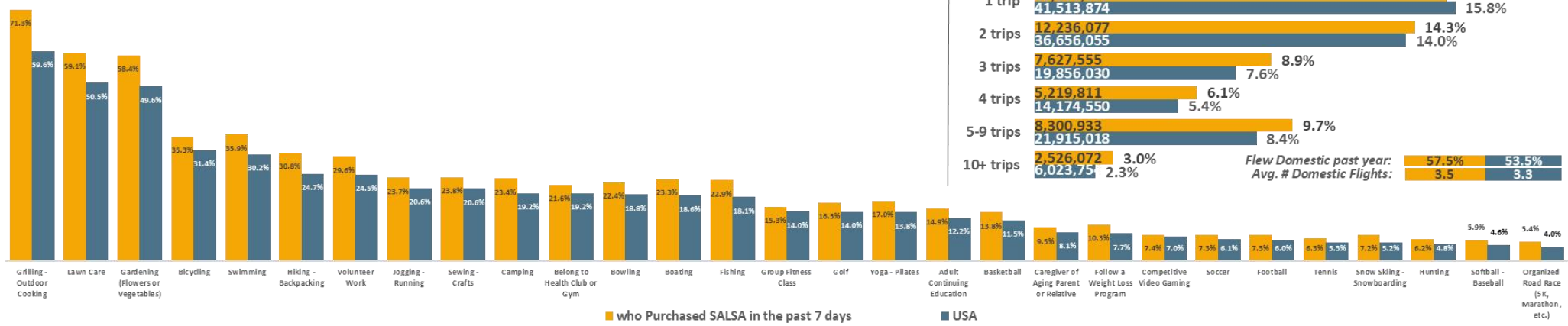
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



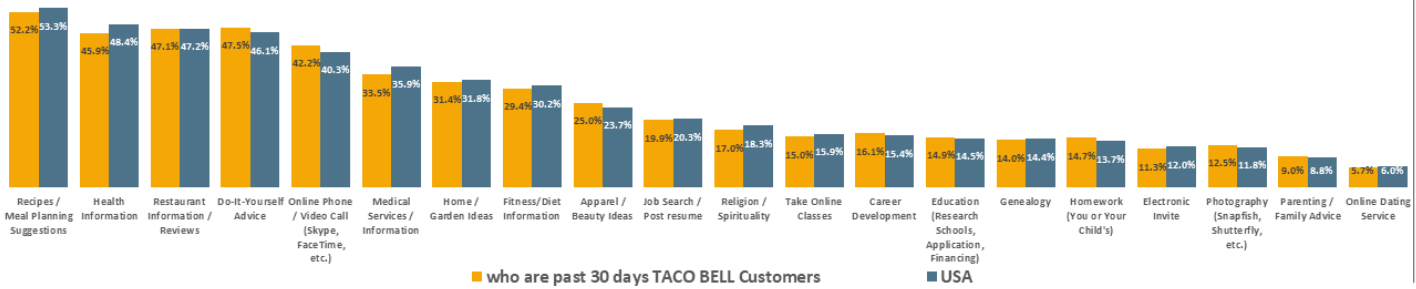
Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

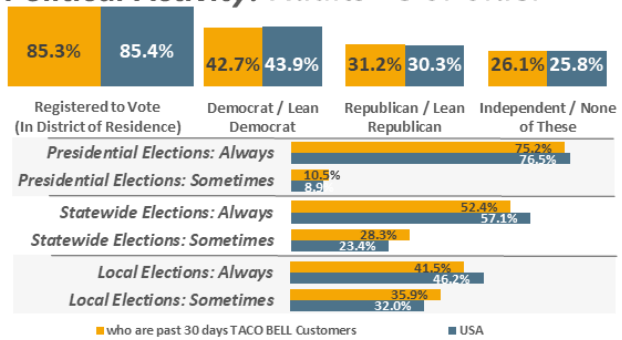
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19.8% or 51,786,492 of USA Adults 18 or older are past 30 days TACO BELL Customers.
Adults 18 or older who are past 30 days TACO BELL Customers are 3.1% more likely to look up D-I-Y advice online, 10.1% less likely to always vote in local elections, 9.2% less likely to belong to a gym, 3.% less likely to fly domestic past yr.

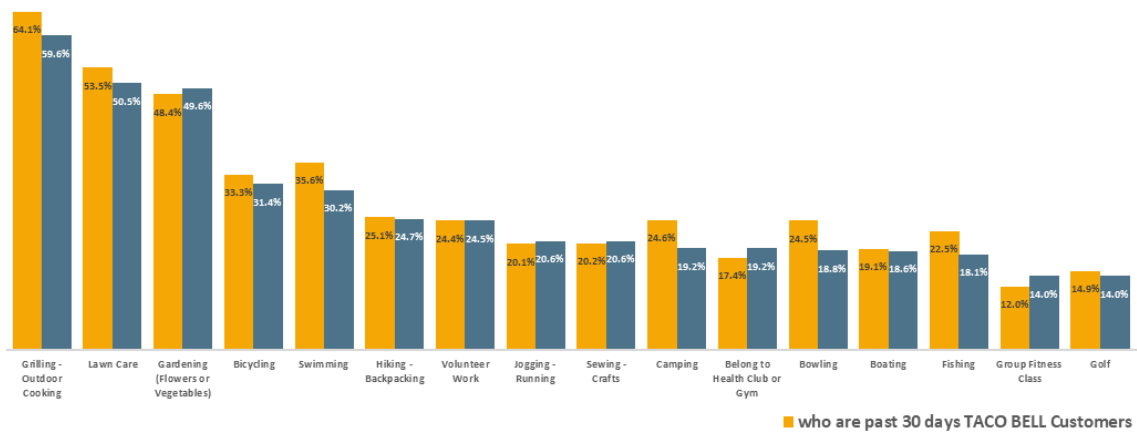
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



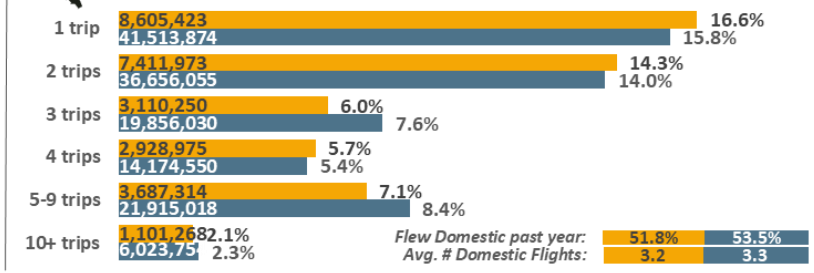
Political Activity: Adults 18 or older



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



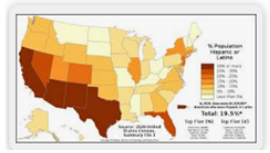
Past 12-months Domestic Airline Trips: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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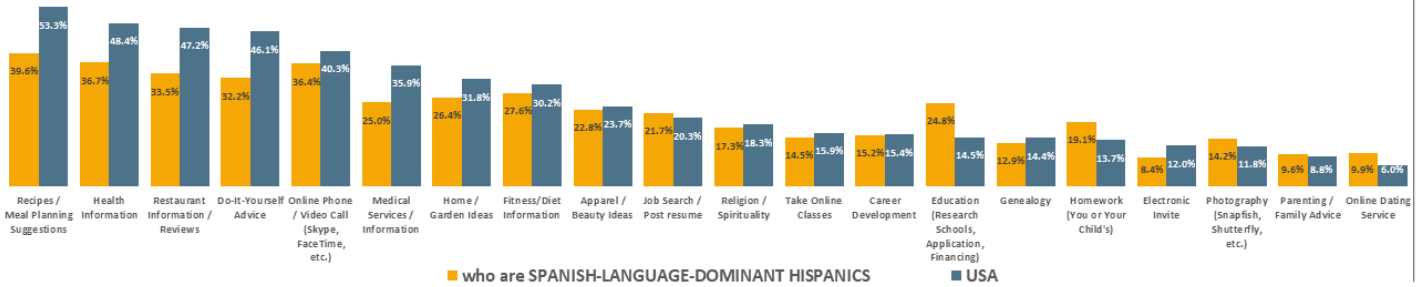
Quick service restaurants used past 30 days: Taco Bell



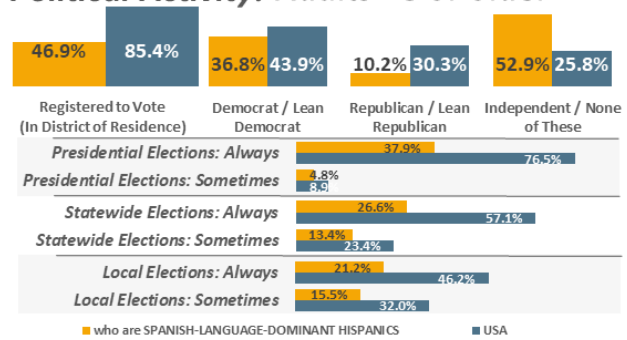
hispanicfederation

7.3% or 19,121,917 of USA Adults 18 or older are SPANISH-LANGUAGE-DOMINANT HISPANICS.
Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS are 30.1% less likely to look up D-I-Y advice online, 54.1% less likely to always vote in local elections, 9.8% less likely to belong to a gym, 21.7% less likely to fly domestic past yr.

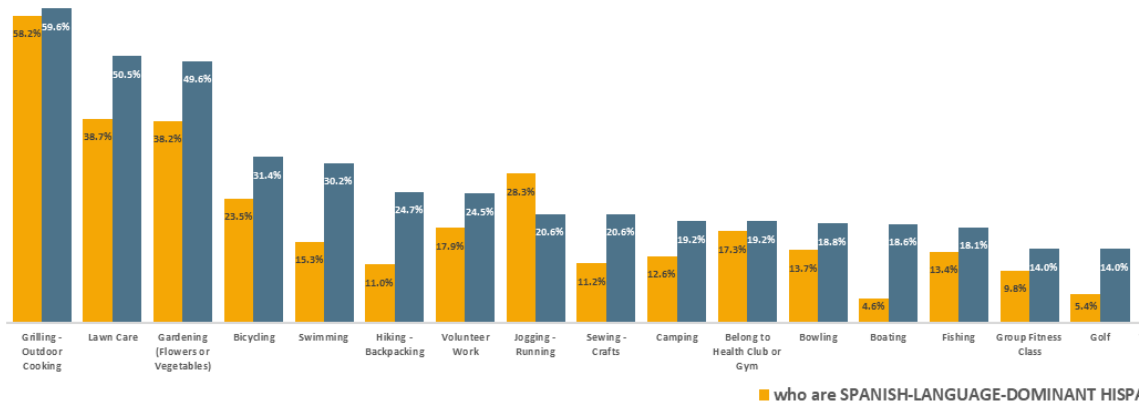
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



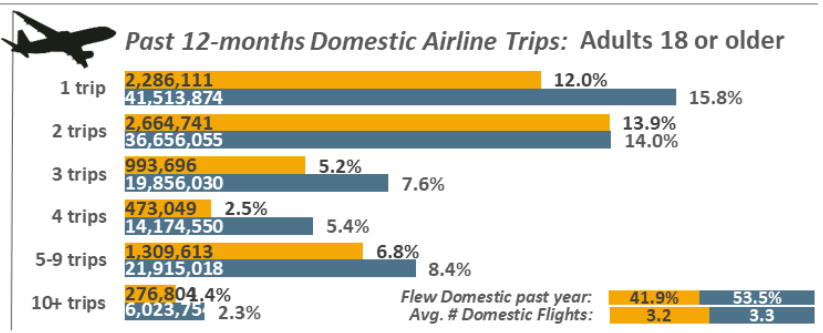
Political Activity: Adults 18 or older



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



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



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Among Hispanics:Spanish language dominant: Yes



37.2% or 97,602,559 of USA Adults 18 or older Purchased TORTILLAS in the past 7 days.
Adults 18 or older who Purchased TORTILLAS in the past 7 days are 4.8% more likely to use QSRs past mo., 4.6% more likely to use Sit-Down Restaurants past mo., 2.% more likely to use Casinos past yr., 4.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.8% 90,580,457 | 88.6% 232,276,978
Avg. Monthly QSR Meals: 7.1 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 79.9% 77,997,568 | 76.4% 200,212,507
Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



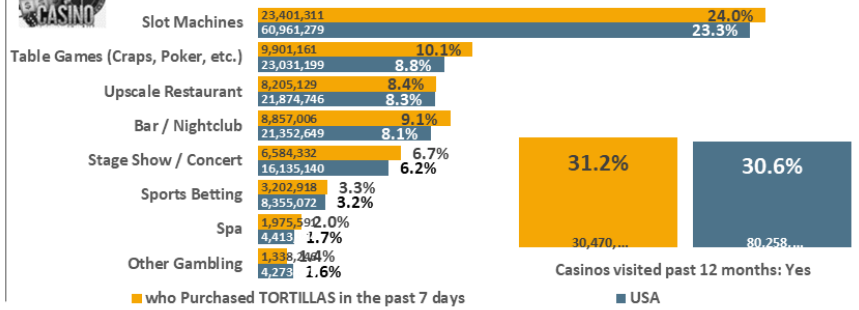
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Purchased TORTILLAS in the past 7 days 20,259,145 20.8%
USA 47,255,008 18.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

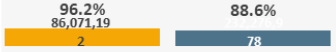
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34.1% or 89,512,012 of USA Adults 18 or older are past 30 days MEXICAN RESTAURANT Customers.
Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers are 8.5% more likely to use QSRs past mo., 21.% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 18.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

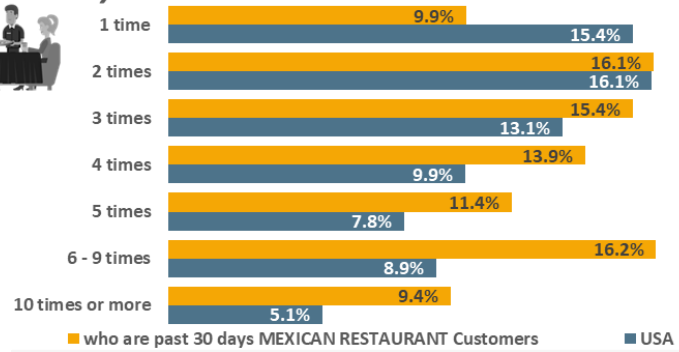


Avg. Monthly QSR Meals:



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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

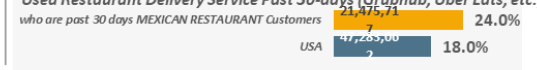


Top-10 Cuisines: Adults 18 or older

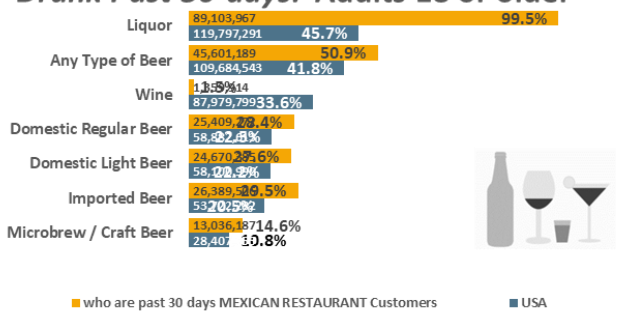
(Sit-Down Restaurants Used Past 30-days)



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

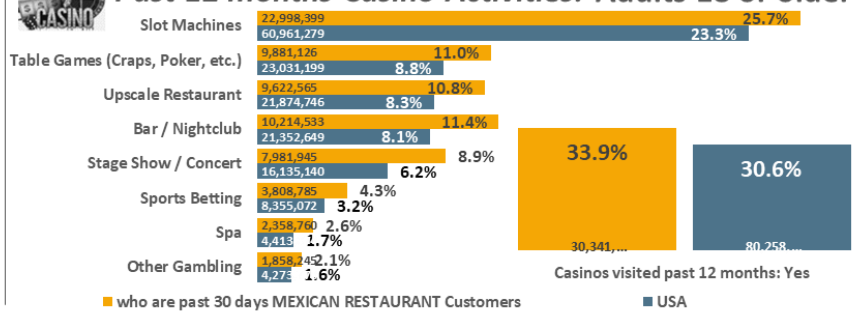


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Types of restaurants used past 30 days: Any Mexican restaurant



32.6% or 85,484,500 of USA Adults 18 or older Purchased SALSA in the past 7 days.
Adults 18 or older who Purchased SALSA in the past 7 days are 4.8% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 5.2% more likely to use Casinos past yr., 6.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.9% 79,391,428 | 88.6% 232,276,978

Avg. Monthly QSR Meals: 7.1 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 81.9% 70,040,172 | 76.4% 200,212,507

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.0

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 Purchased SALSA in the past 7 days 20.2%

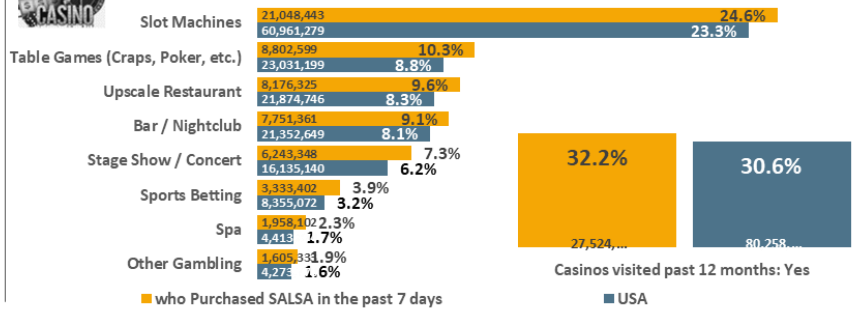
USA 18.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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19.8% or 51,786,492 of USA Adults 18 or older are past 30 days TACO BELL Customers.
Adults 18 or older who are past 30 days TACO BELL Customers are 12.9% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 18.1% more likely to use Casinos past yr., 20.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

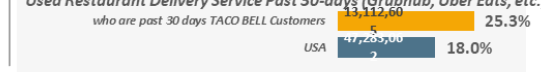


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

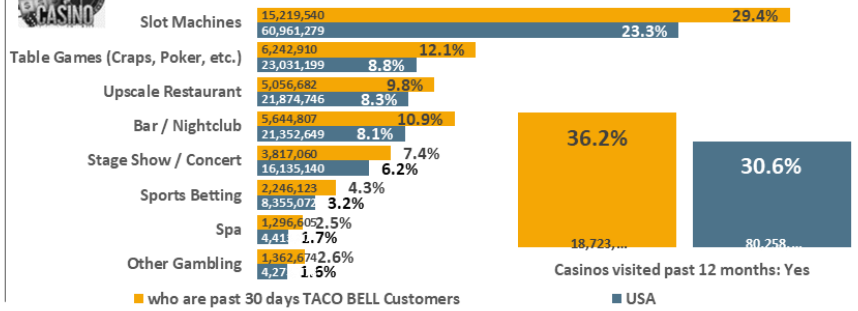


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





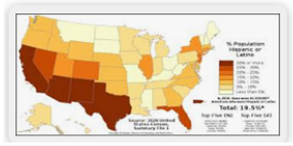
Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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Quick service restaurants used past 30 days: Taco Bell



hispanicfederation

7.3% or 19,121,917 of USA Adults 18 or older are SPANISH-LANGUAGE-DOMINANT HISPANICS.
Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS are .2% more likely to use QSRs past mo., 2.6% less likely to use Sit-Down Restaurants past mo., 16.6% less likely to use Casinos past yr., 27.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.8% 16,976,769 | 88.6% 232,276,978

Avg. Monthly QSR Meals: 7.4 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 74.4% 14,220,632 | 76.4% 200,212,507

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.0

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 are SPANISH-LANGUAGE-DOMINANT HISPANICS 4,275,934 22.4%

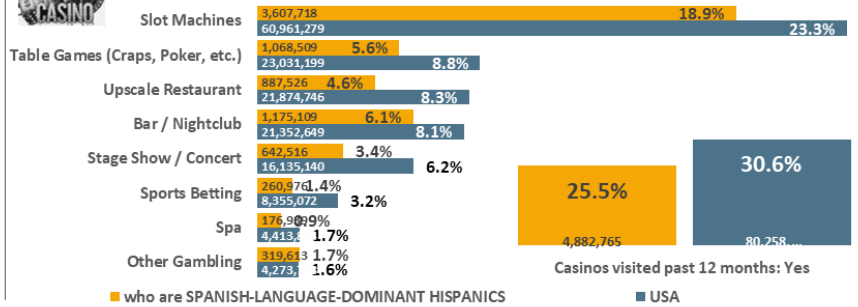
USA 18.0%

Drank Past 30-days: Adults 18 or older



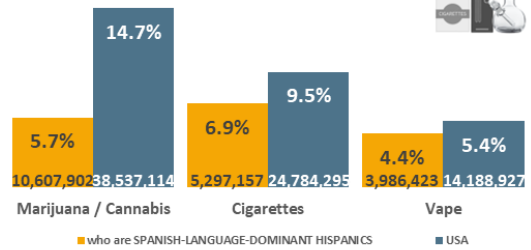
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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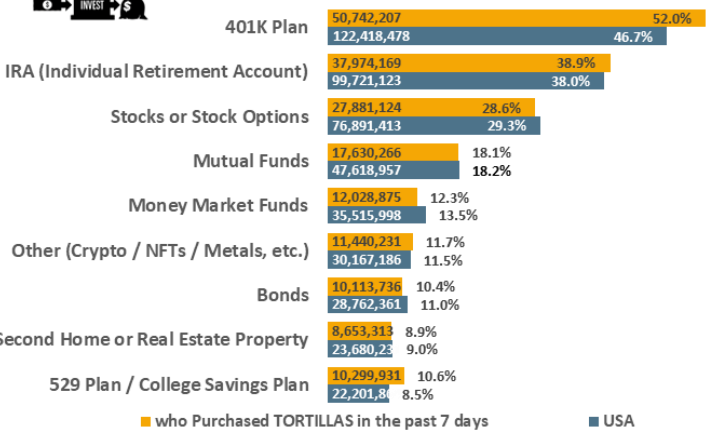
Among Hispanics:Spanish language dominant: Yes



37.2% or 97,602,559 of USA Adults 18 or older Purchased TORTILLAS in the past 7 days.
Adults 18 or older who Purchased TORTILLAS in the past 7 days are 11.3% more likely to have a 401K, 22.4% more likely to have an Auto Loan, 8.2% more likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Card.

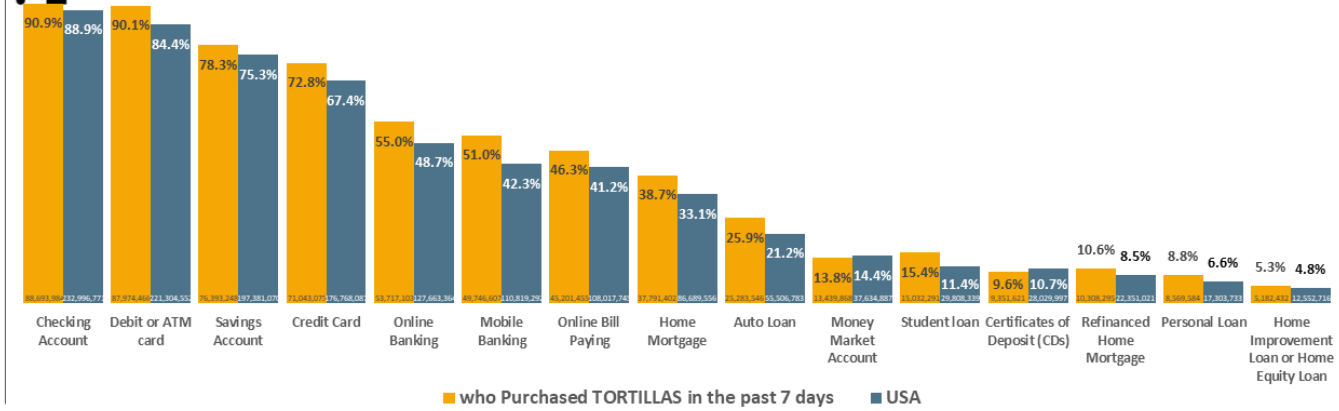
Investments Owned: Adults 18 or older



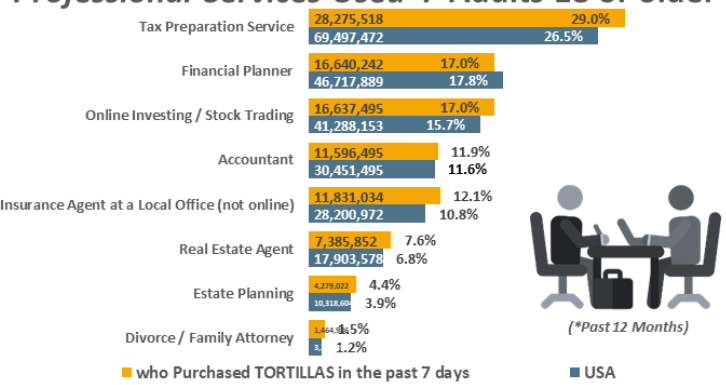


Financial Services Has and/or Uses: Adults 18 or older





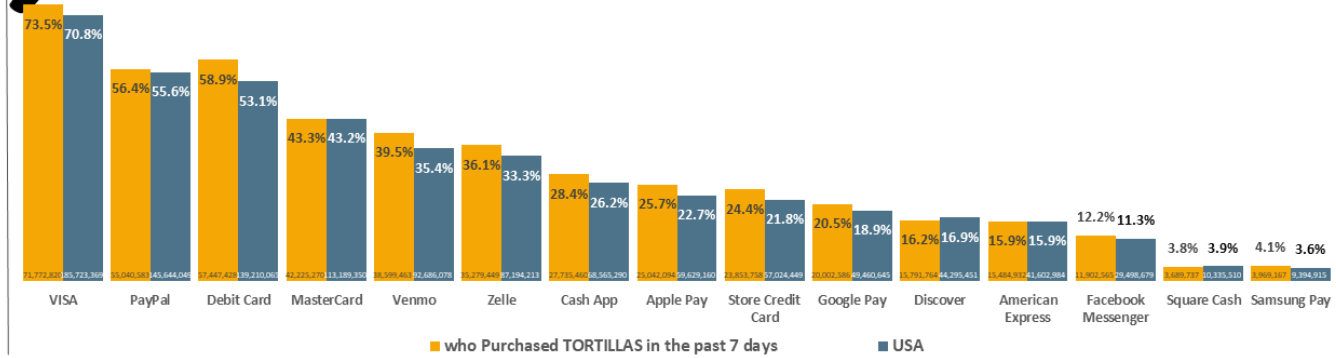
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





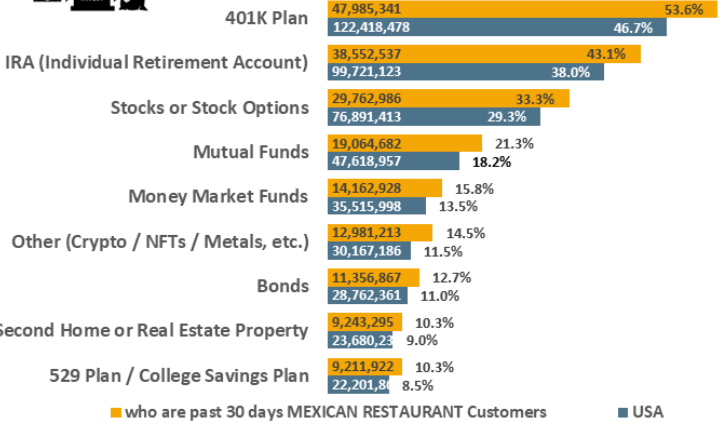
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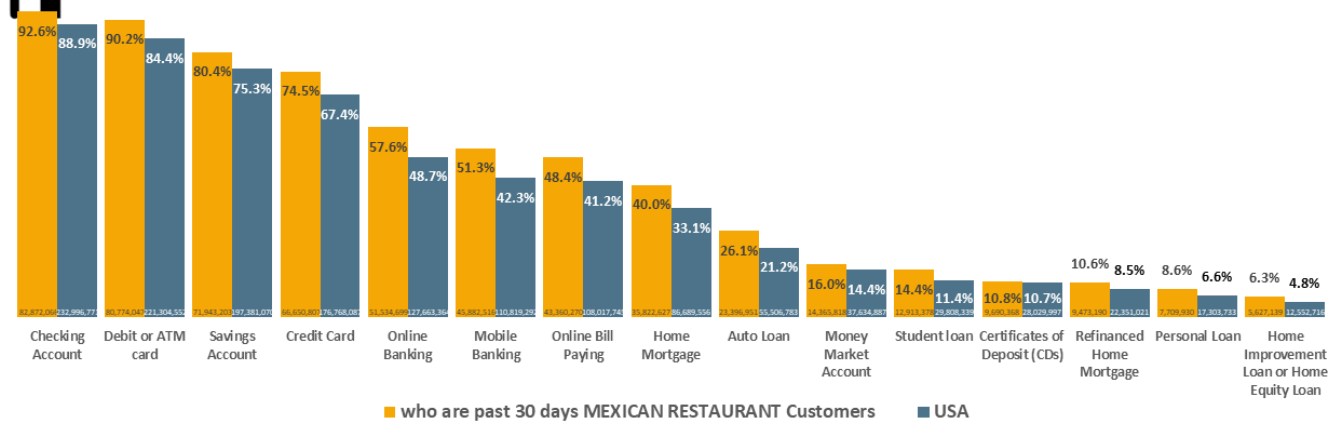
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

34.1% or 89,512,012 of USA Adults 18 or older are past 30 days MEXICAN RESTAURANT Customers. Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers are 14.8% more likely to have a 401K, 23.5% more likely to have an Auto Loan, 20.5% more likely to Invest/Trade Stocks Online, 10.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

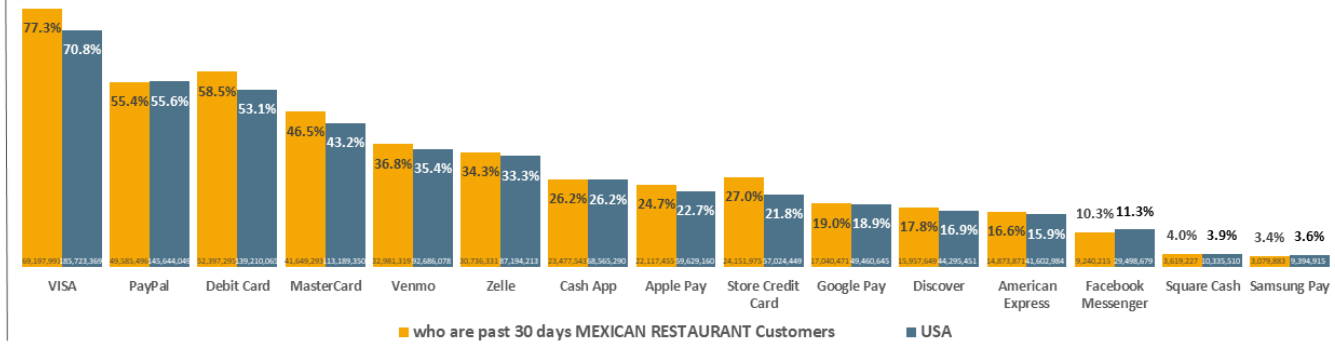


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

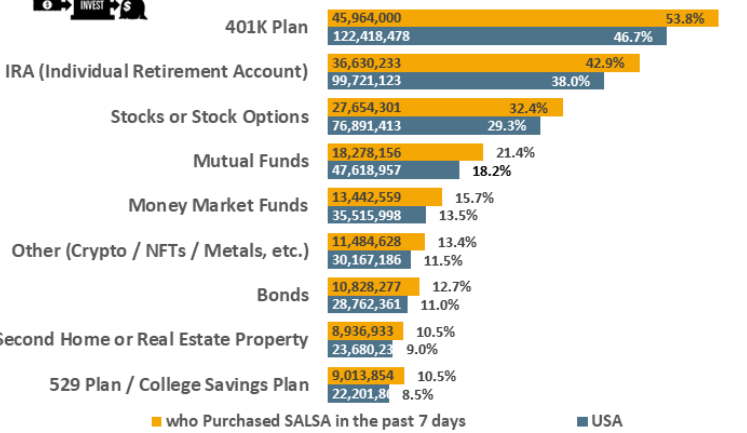
Types of restaurants used past 30 days: Any Mexican restaurant



32.6% or 85,484,500 of USA Adults 18 or older Purchased SALSA in the past 7 days.
Adults 18 or older who Purchased SALSA in the past 7 days are 15.2% more likely to have a 401K, 27.6% more likely to have an Auto Loan, 24.1% more likely to Invest/Trade Stocks Online, 9.4% more likely to pay with their Debit Card.

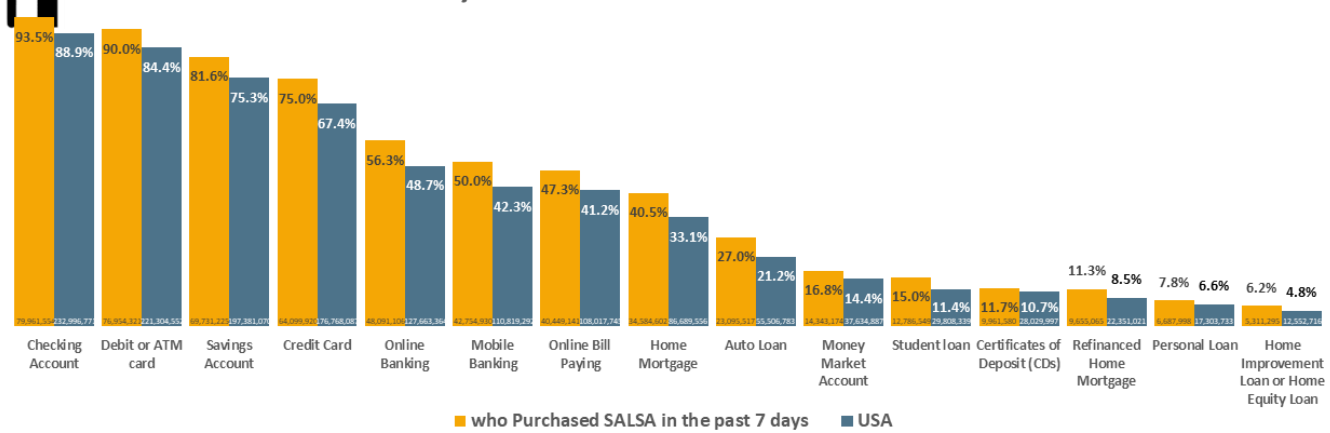
Investments Owned: Adults 18 or older





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





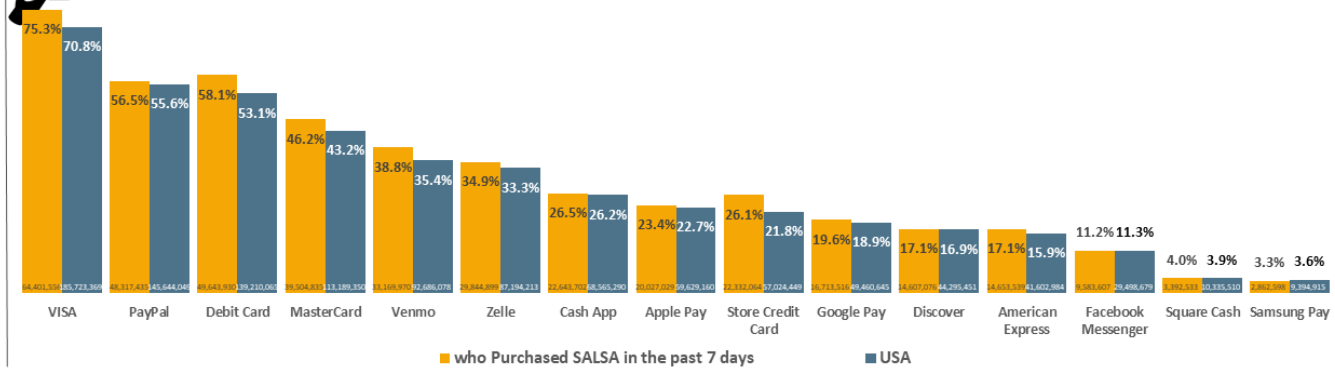
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





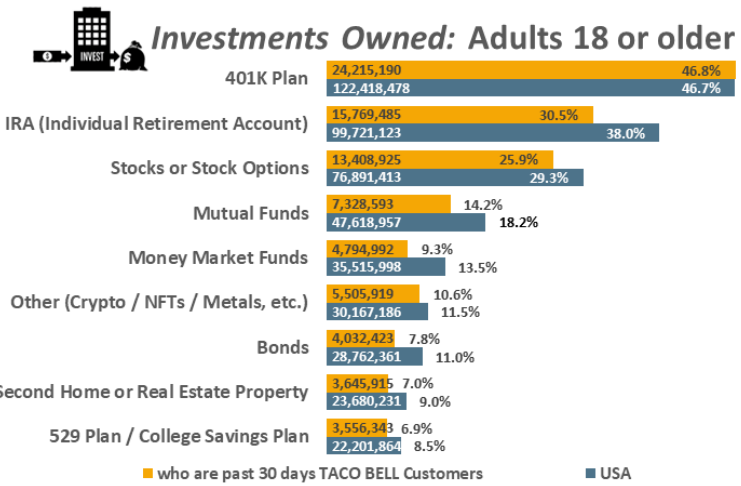
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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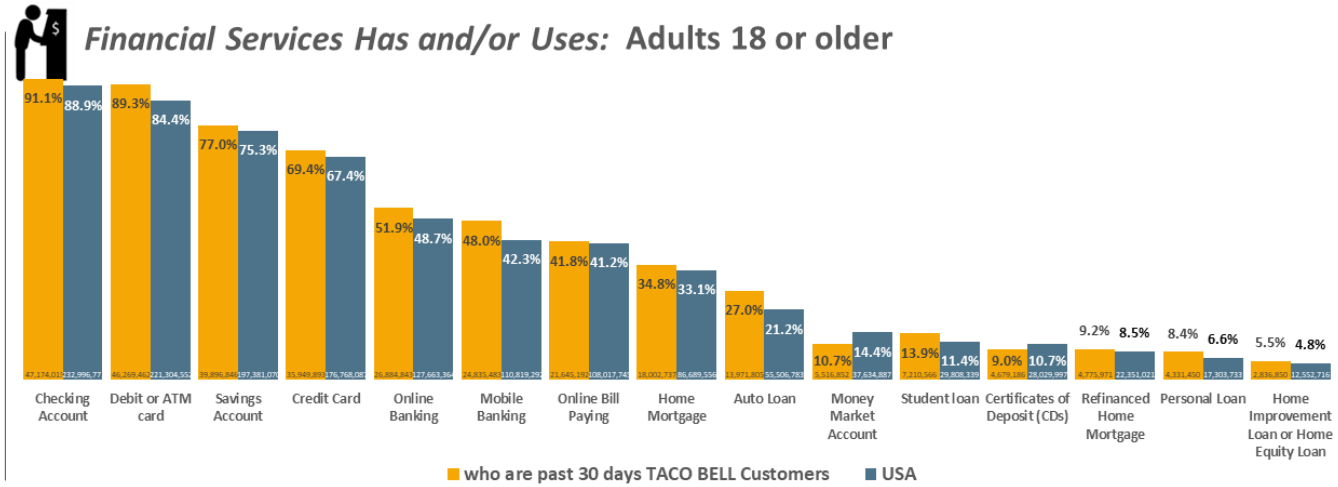
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

19.8% or 51,786,492 of USA Adults 18 or older are past 30 days TACO BELL Customers.
Adults 18 or older who are past 30 days TACO BELL Customers are .1% more likely to have a 401K, 27.4% more likely to have an Auto Loan, 8.3% less likely to Invest/Trade Stocks Online, 15.% more likely to pay with their Debit Card.

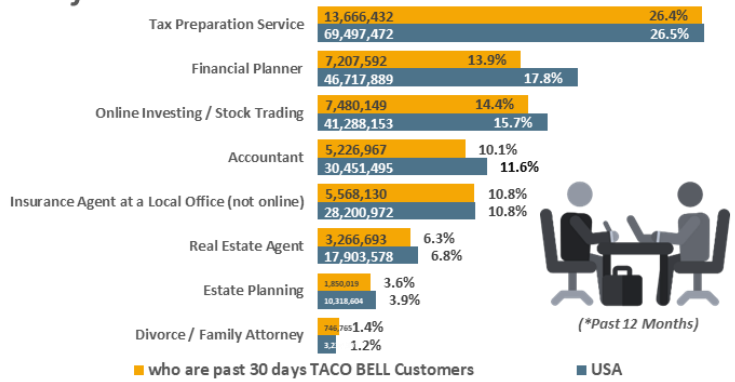
Investments Owned: Adults 18 or older



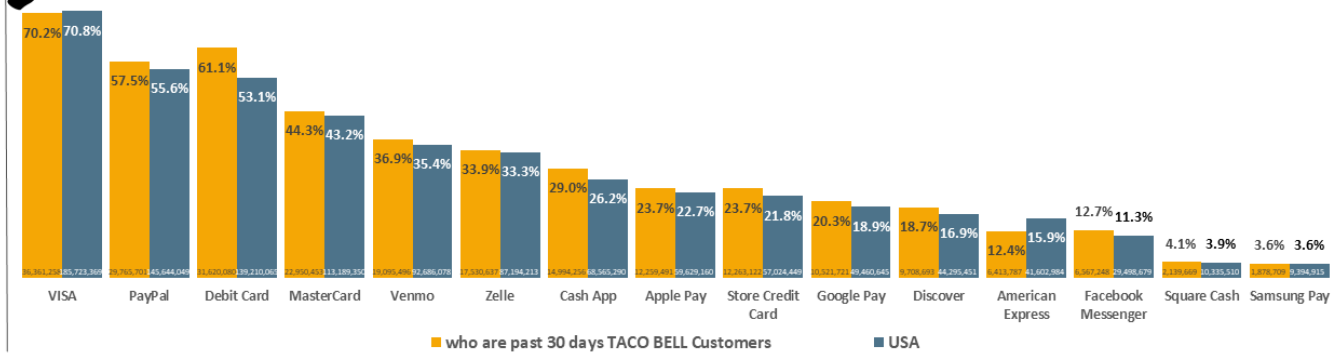
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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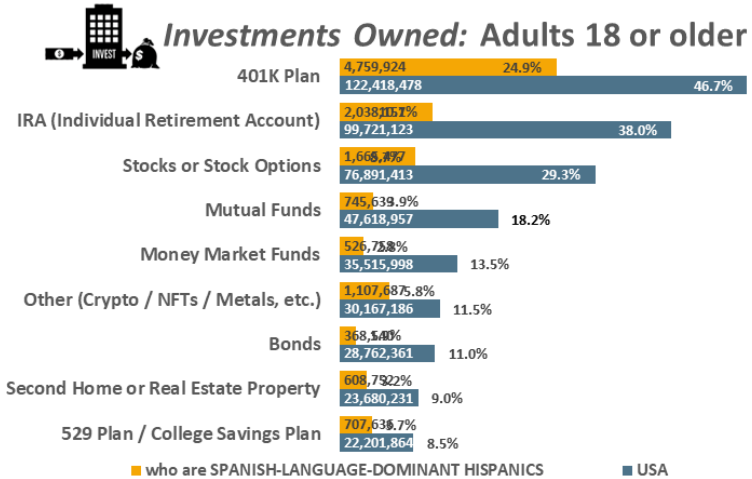
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267



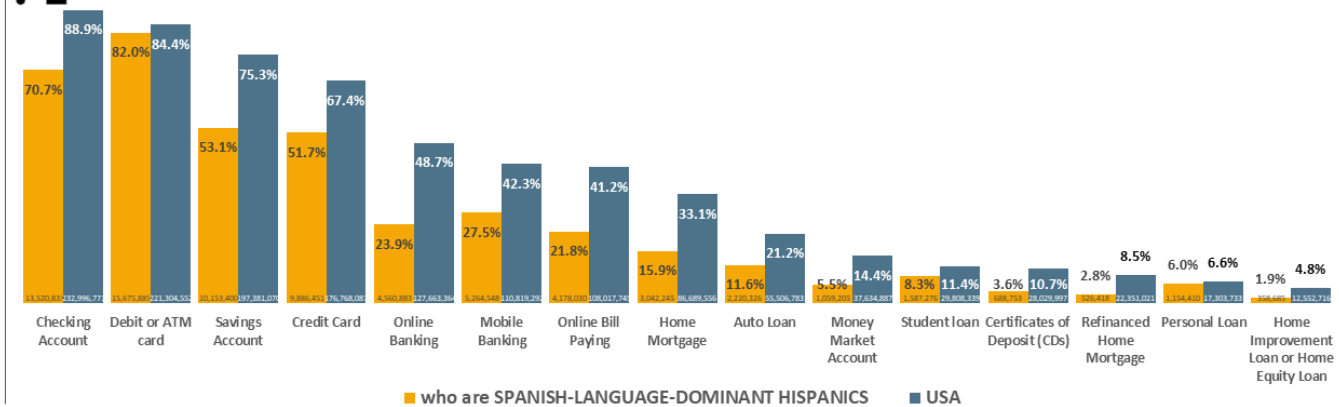
hispanicfederation

7.3% or 19,121,917 of USA Adults 18 or older are SPANISH-LANGUAGE-DOMINANT HISPANICS.
Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS are 46.7% less likely to have a 401K, 45.2% less likely to have an Auto Loan, 57.4% less likely to Invest/Trade Stocks Online, 12.5% more likely to pay with their Debit Card.

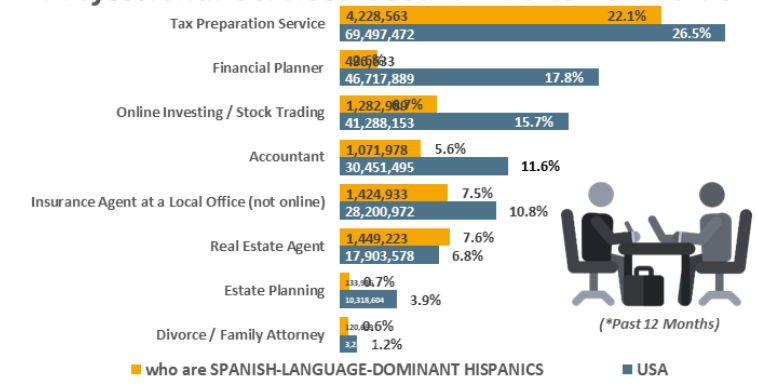
Investments Owned: Adults 18 or older



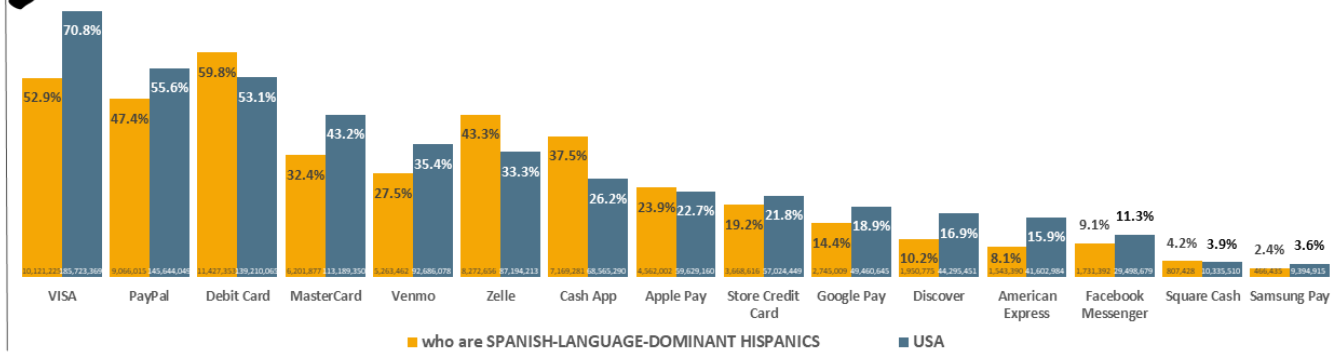
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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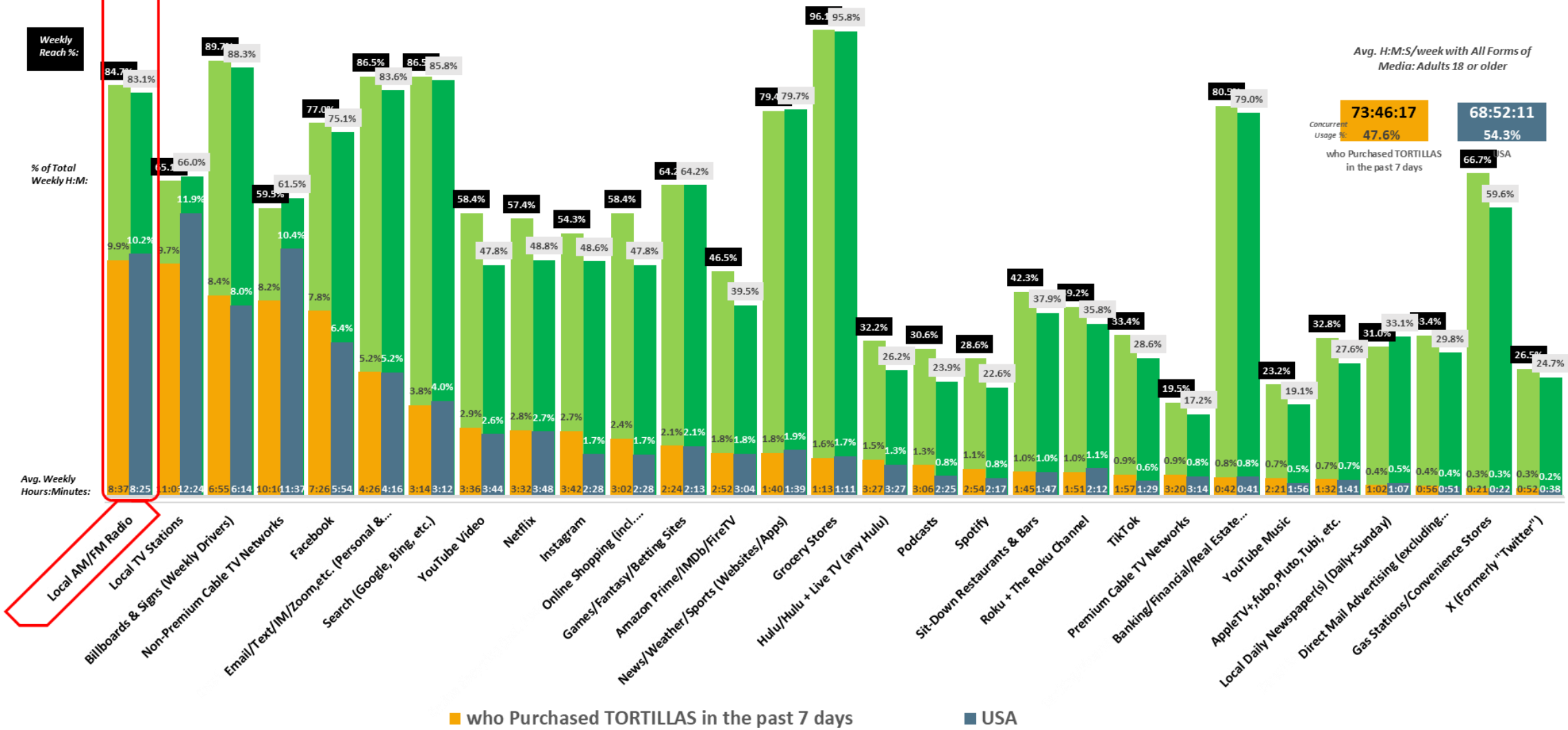
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

Among Hispanics:Spanish language dominant: Yes



Adults 18 or older who Purchased TORTILLAS in the past 7 days spend an average of 3 days, 1 hours, 46 minutes and 17 seconds each week with All Forms of Media.

84.7% of Adults 18 or older who Purchased TORTILLAS in the past 7 days spend an avg. of 8 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.

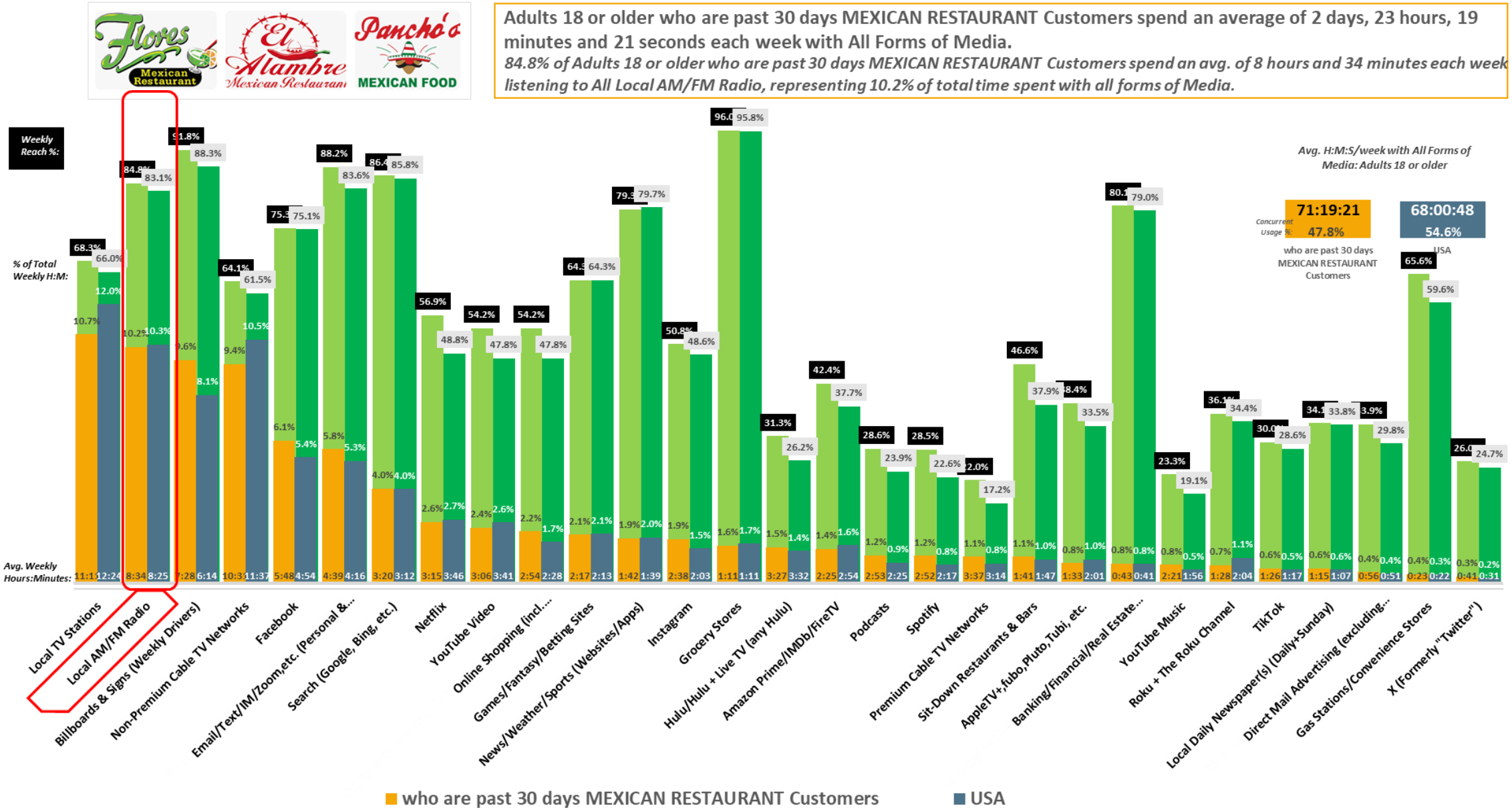


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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Food products household used past 7 days (HHLD): Tortillas



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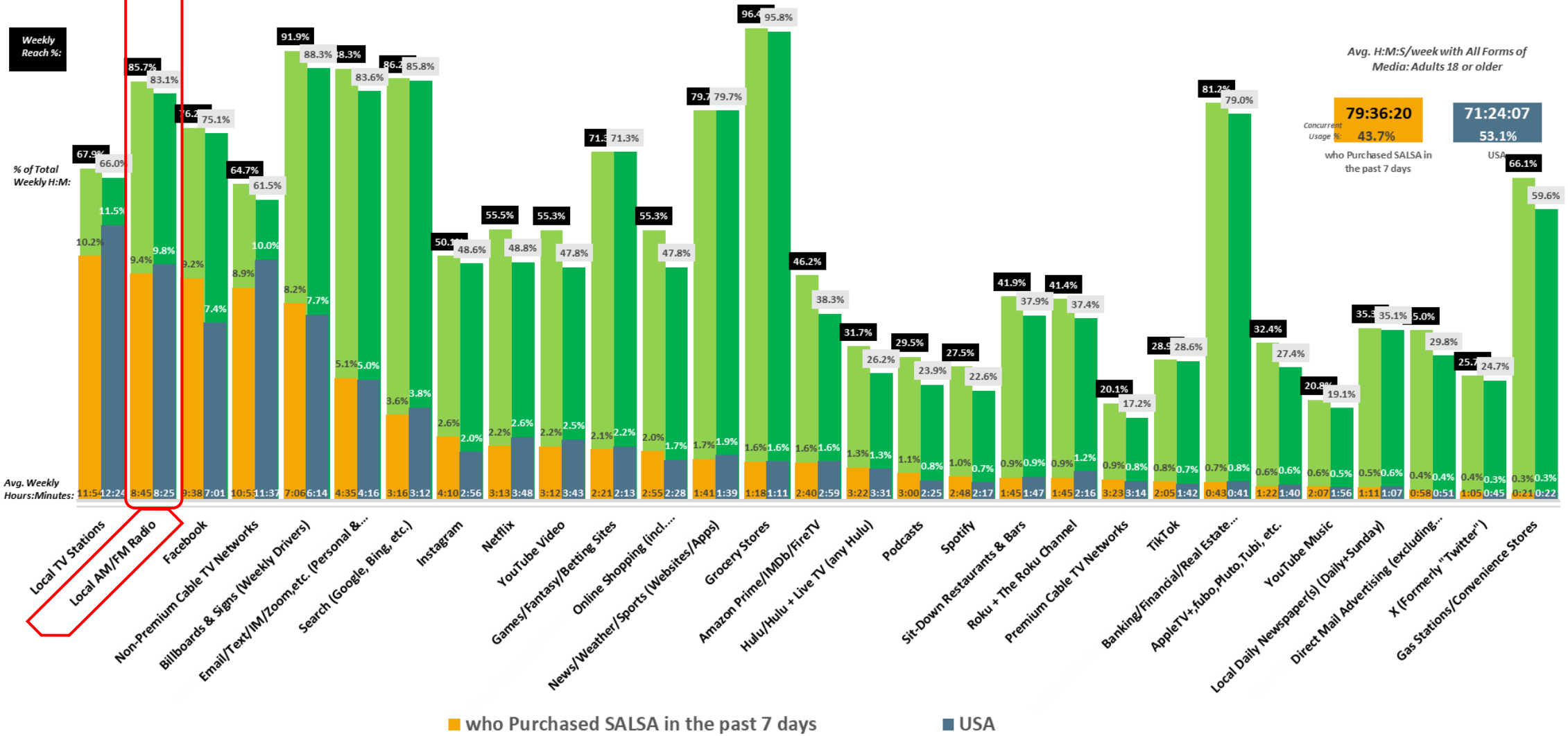
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Types of restaurants used past 30 days: Any Mexican restaurant



Adults 18 or older who Purchased SALSA in the past 7 days spend an average of 3 days, 7 hours, 36 minutes and 20 seconds each week with All Forms of Media.

85.7% of Adults 18 or older who Purchased SALSA in the past 7 days spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.

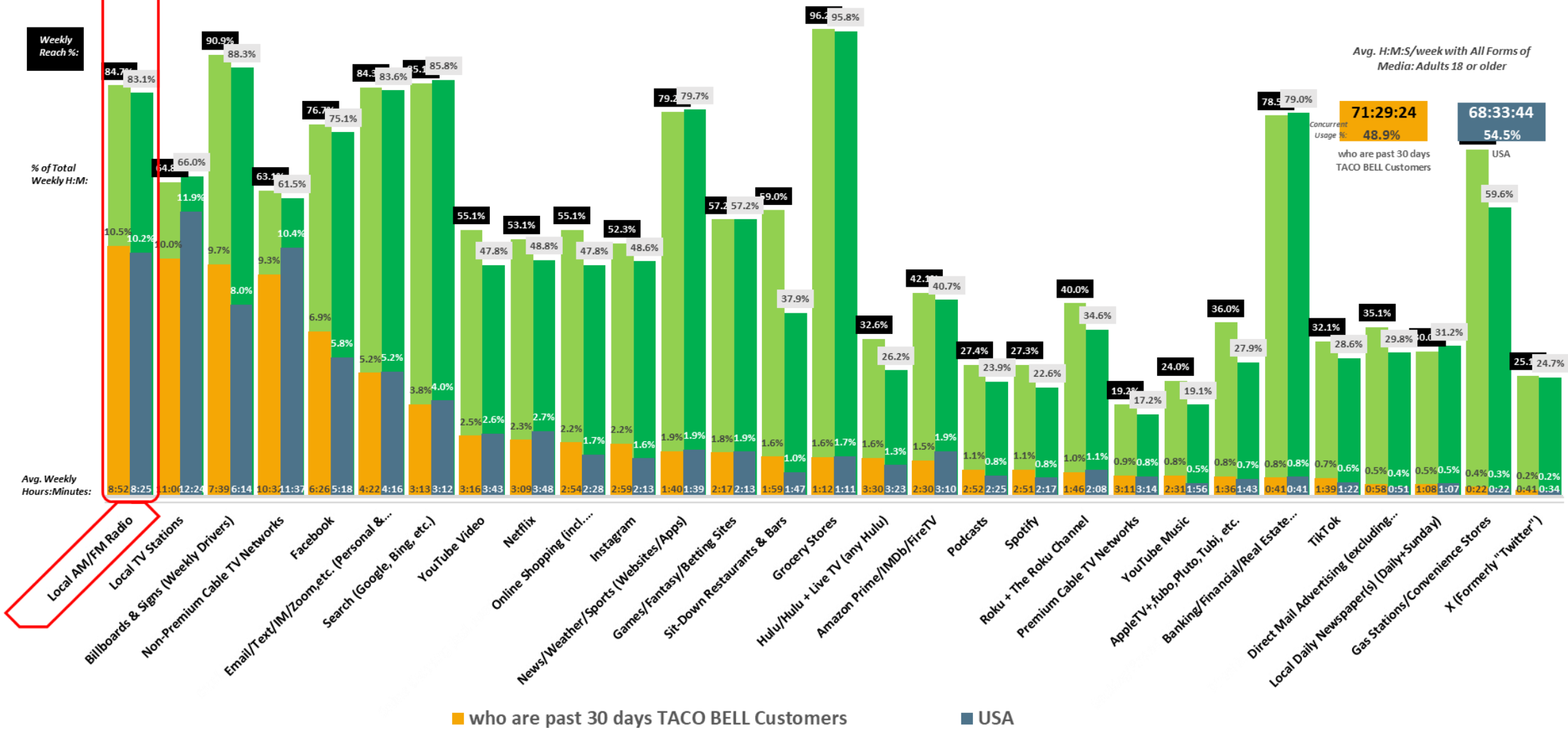


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Adults 18 or older who are past 30 days TACO BELL Customers spend an average of 2 days, 23 hours, 29 minutes and 24 seconds each week with All Forms of Media.

84.7% of Adults 18 or older who are past 30 days TACO BELL Customers spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.

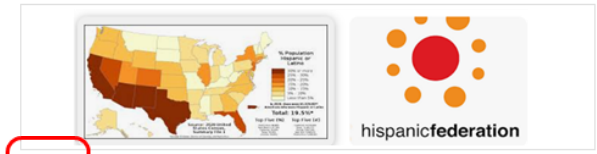


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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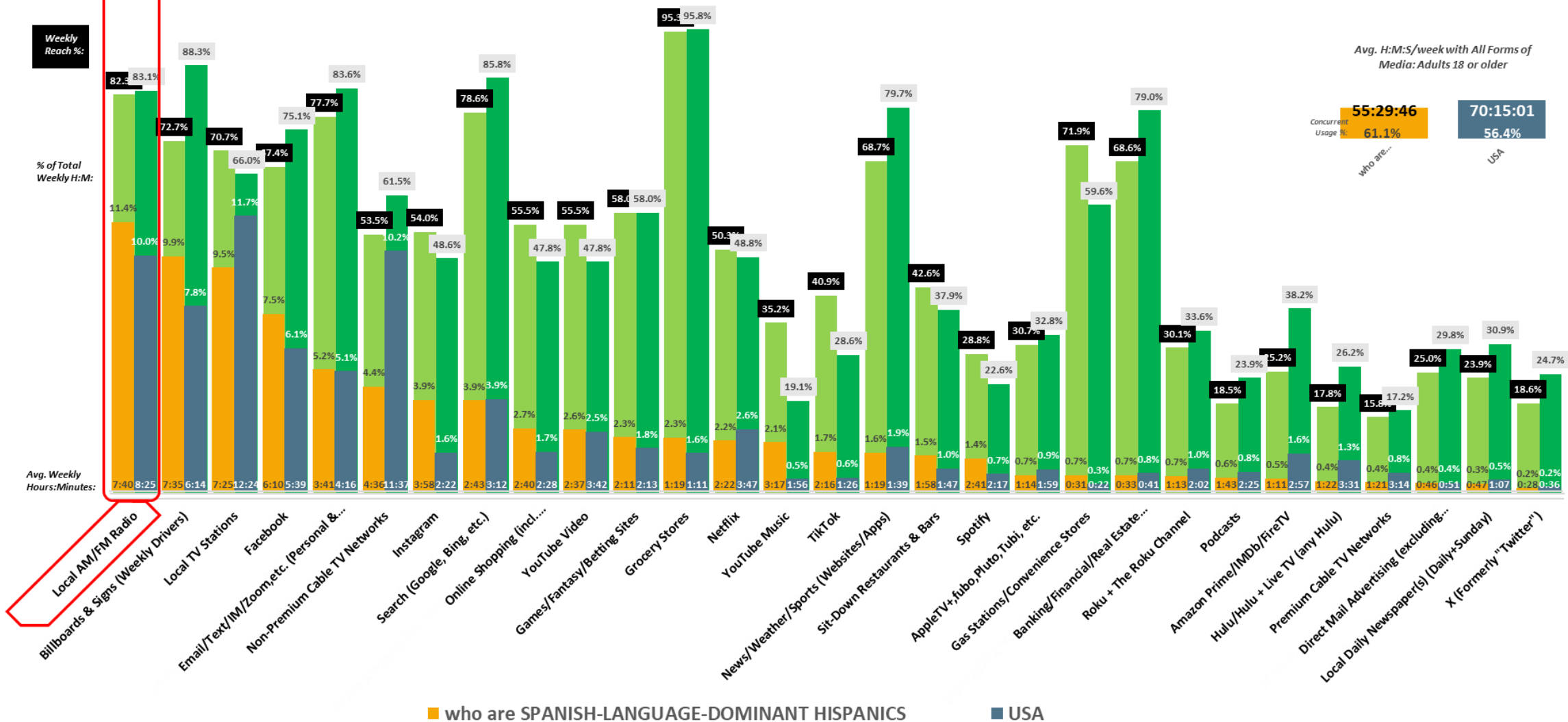
Quick service restaurants used past 30 days: Taco Bell



hispanicfederation

Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS spend an average of 2 days, 7 hours, 29 minutes and 46 seconds each week with All Forms of Media.

82.3% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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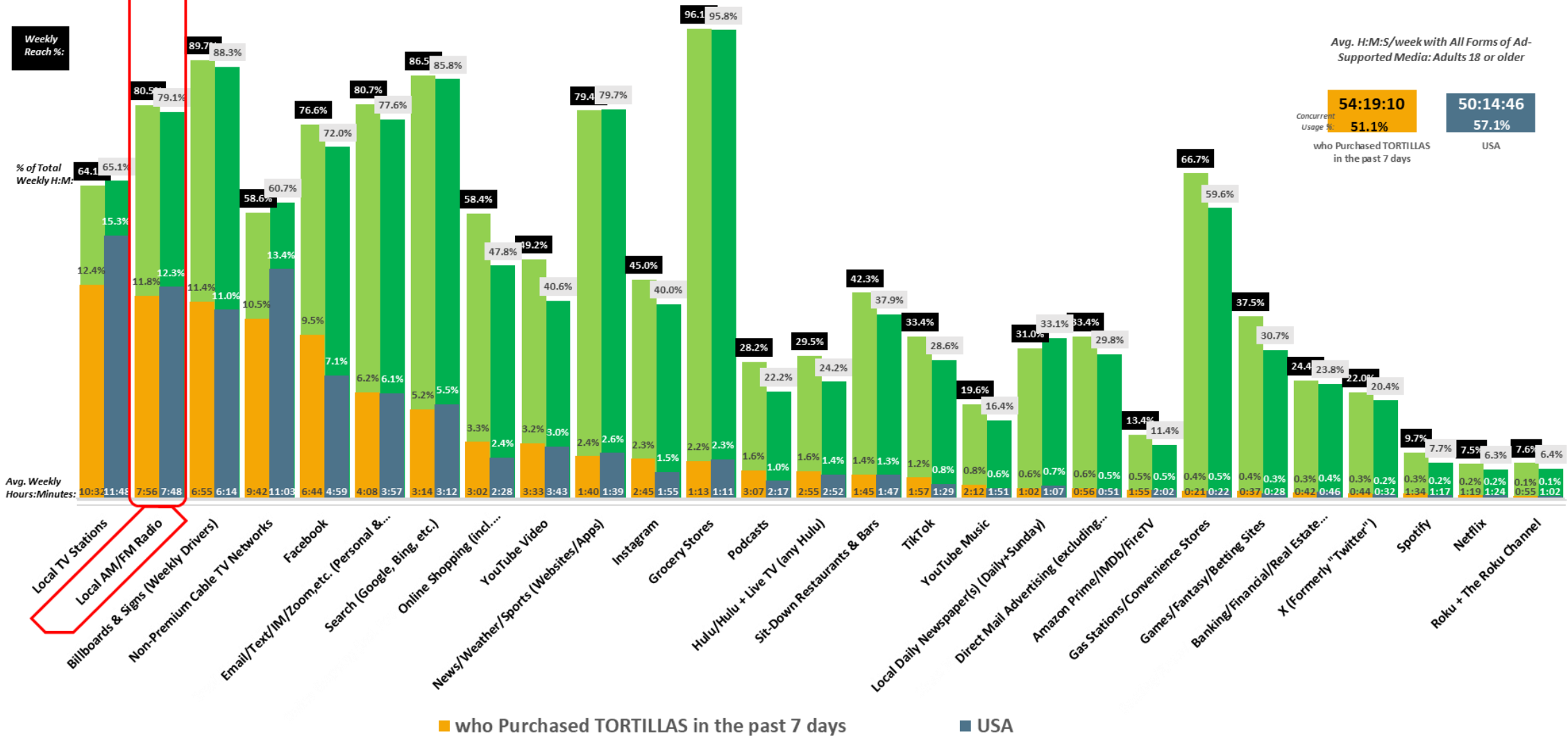
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Among Hispanics:Spanish language dominant: Yes



Adults 18 or older who Purchased TORTILLAS in the past 7 days spend an average of 2 days, 6 hours, 19 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

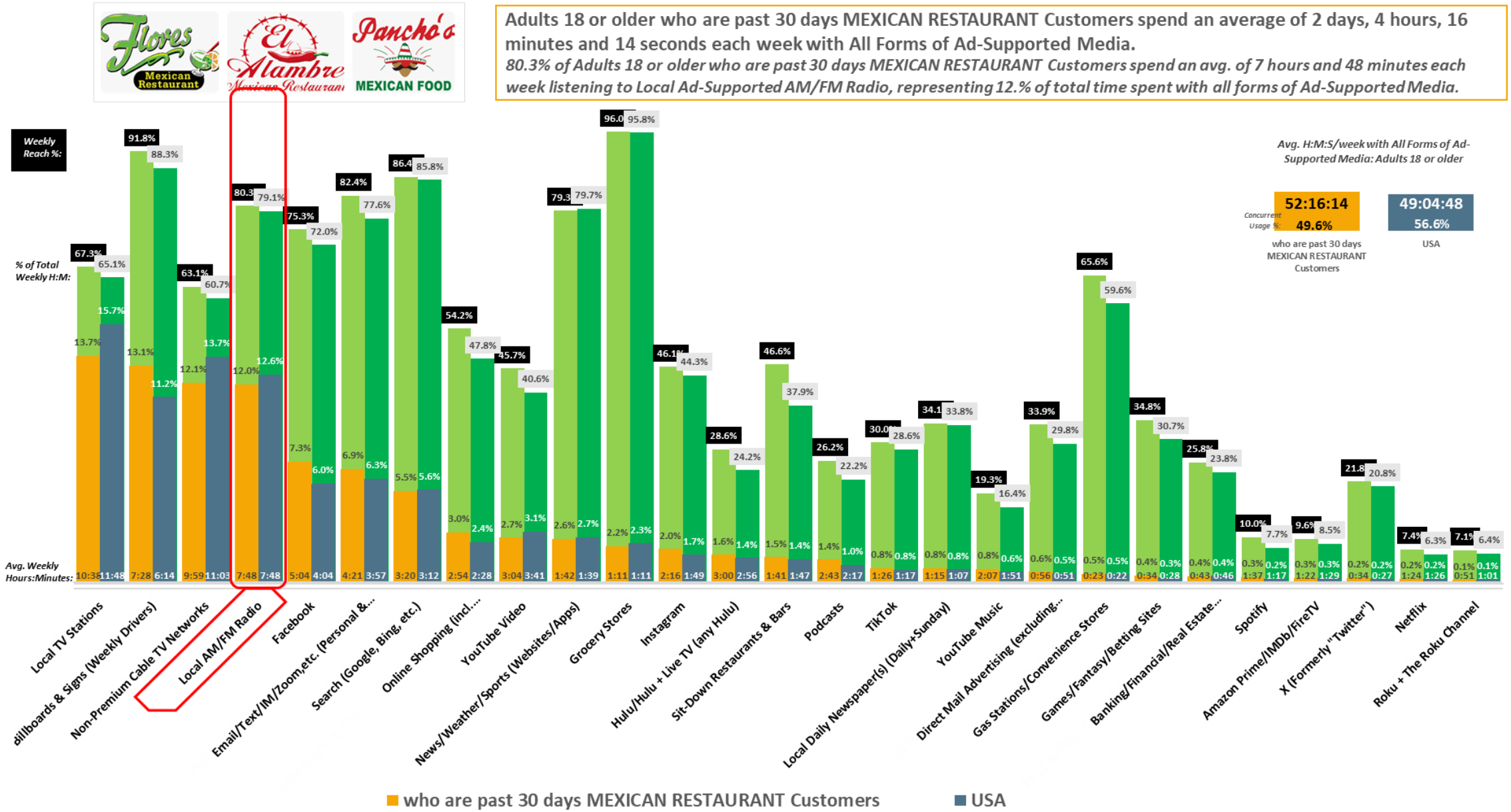
80.5% of Adults 18 or older who Purchased TORTILLAS in the past 7 days spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



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Food products household used past 7 days (HHLD): Tortillas



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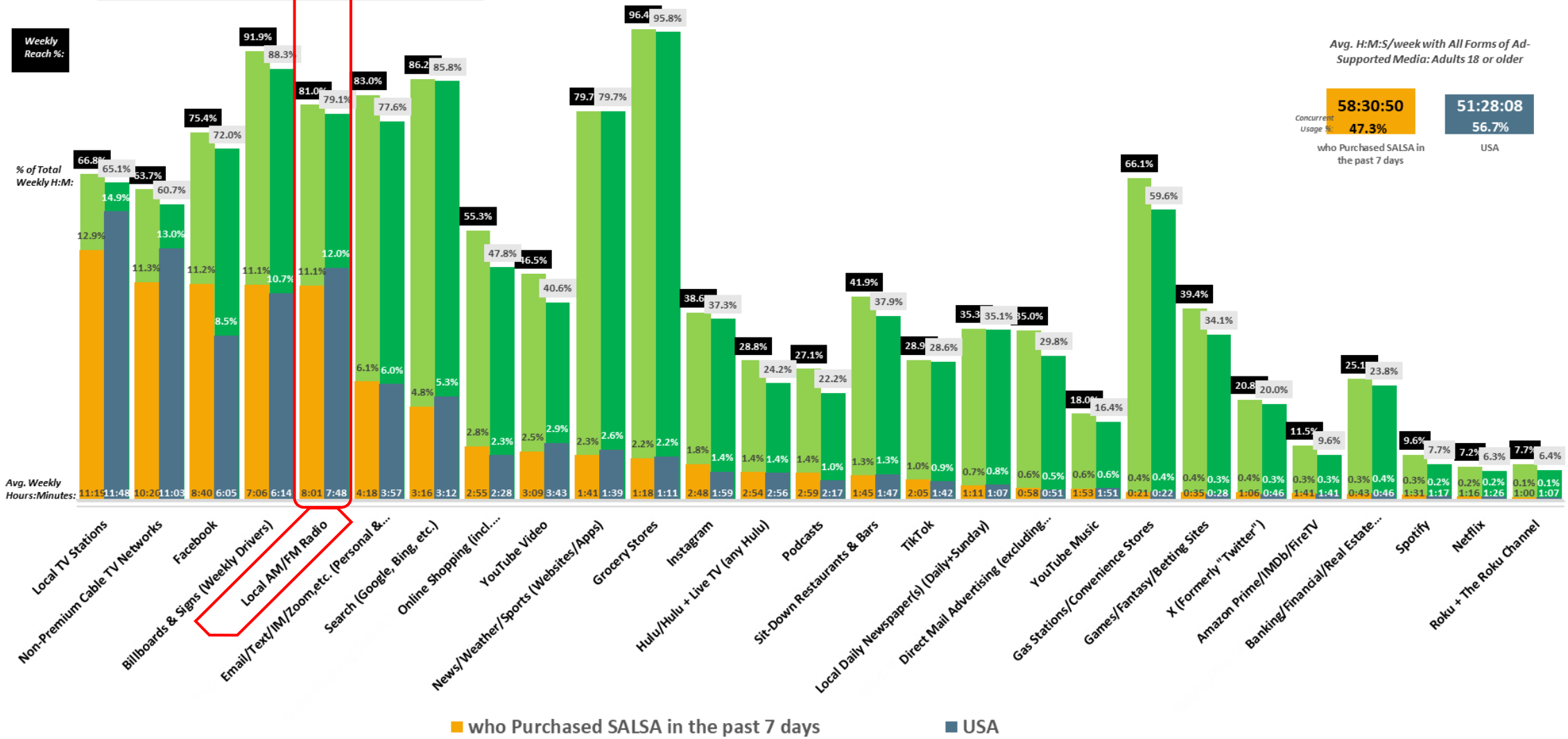
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Types of restaurants used past 30 days: Any Mexican restaurant



Adults 18 or older who Purchased SALSA in the past 7 days spend an average of 2 days, 10 hours, 30 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 18 or older who Purchased SALSA in the past 7 days spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



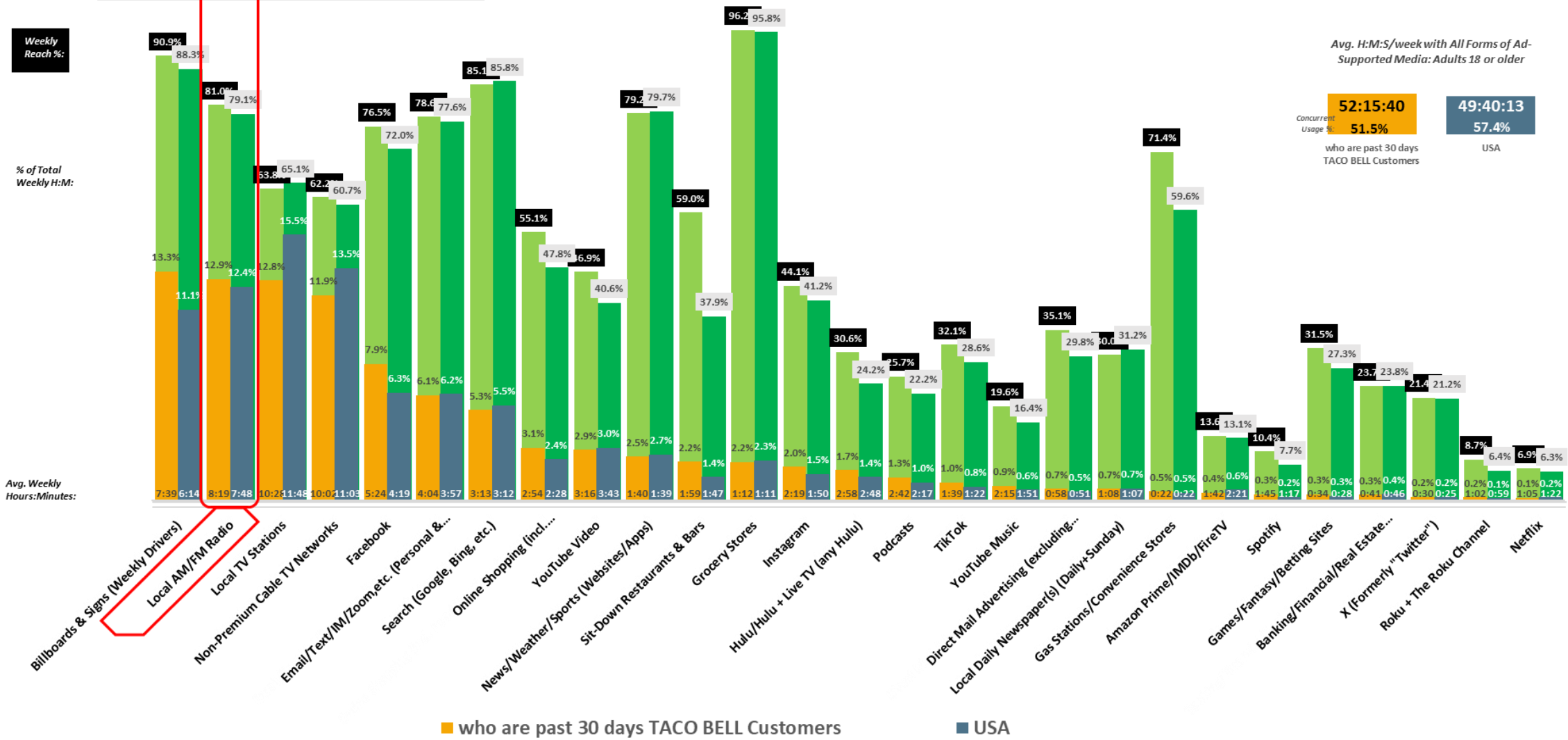
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267
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Food products household used past 7 days (HHLD): Salsa

Adults 18 or older who are past 30 days TACO BELL Customers spend an average of 2 days, 4 hours, 15 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 18 or older who are past 30 days TACO BELL Customers spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.

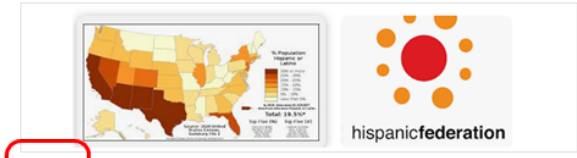


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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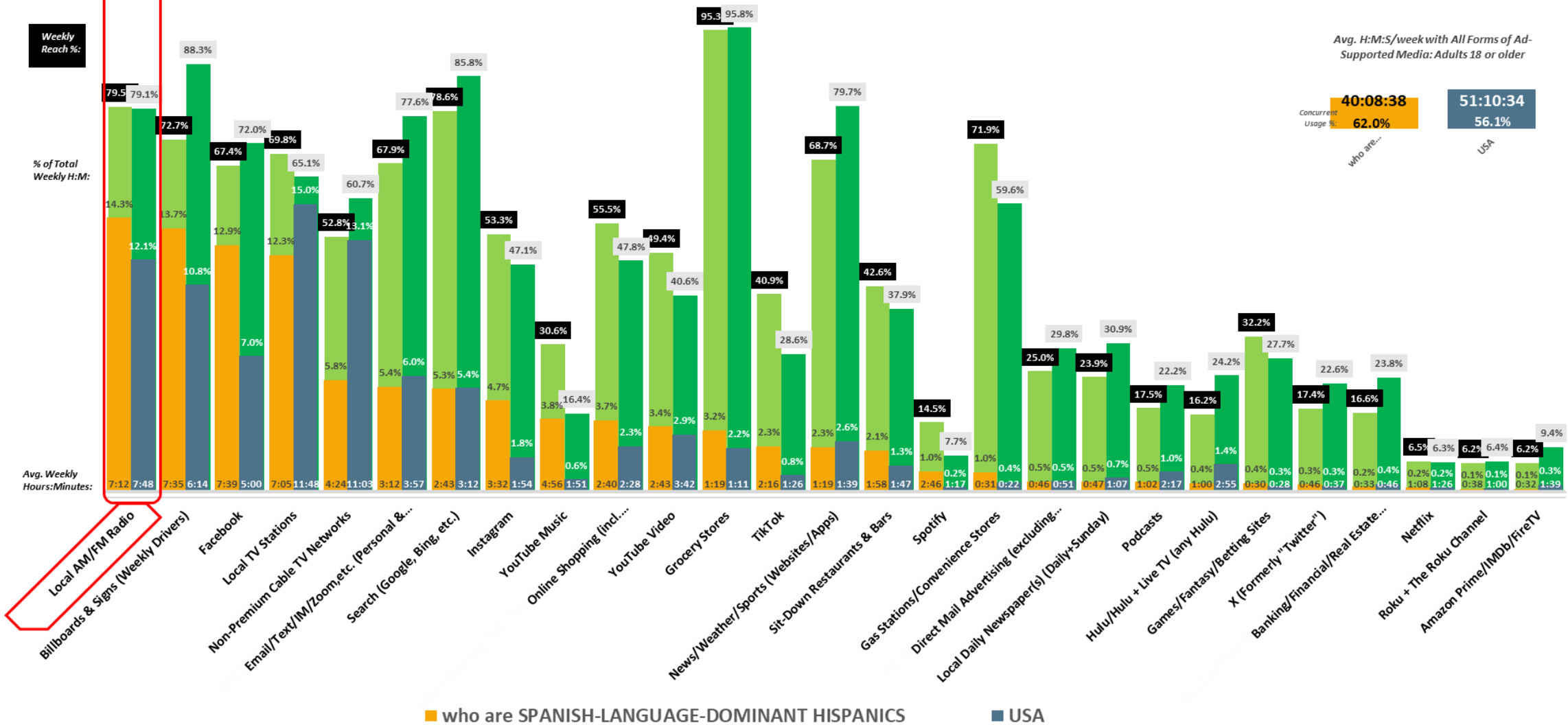
Quick service restaurants used past 30 days: Taco Bell



hispanicfederation

Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS spend an average of 1 days, 16 hours, 8 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.



■ who are SPANISH-LANGUAGE-DOMINANT HISPANICS ■ USA

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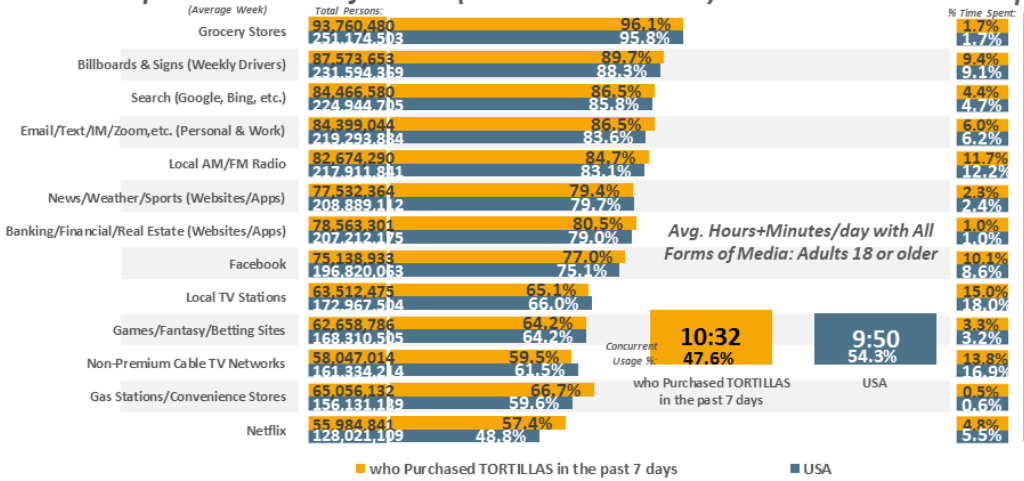
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Among Hispanics:Spanish language dominant: Yes

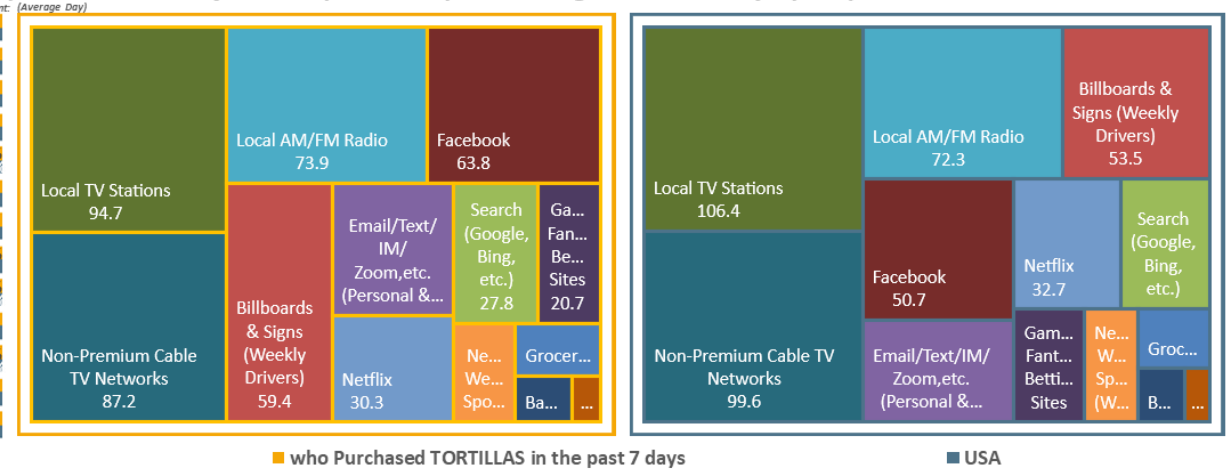


Adults 18 or older who Purchased TORTILLAS in the past 7 days spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

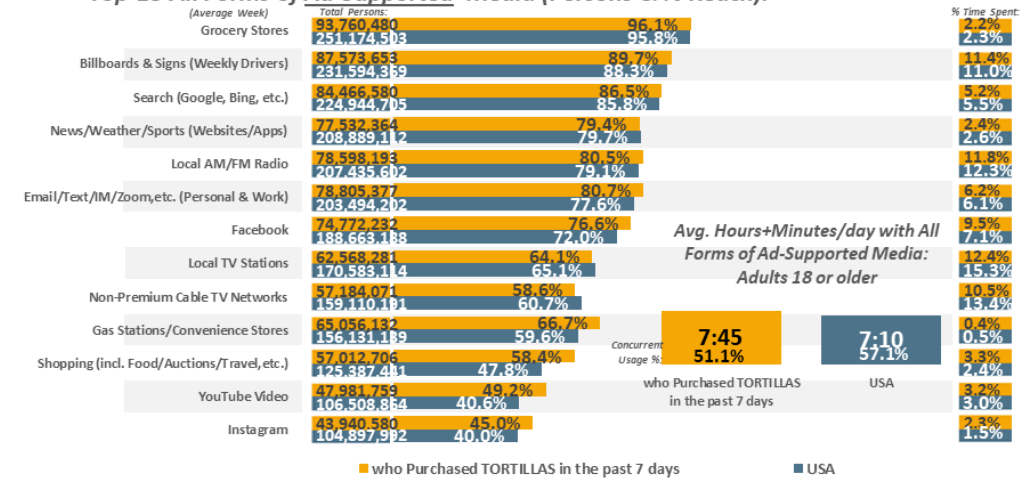
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



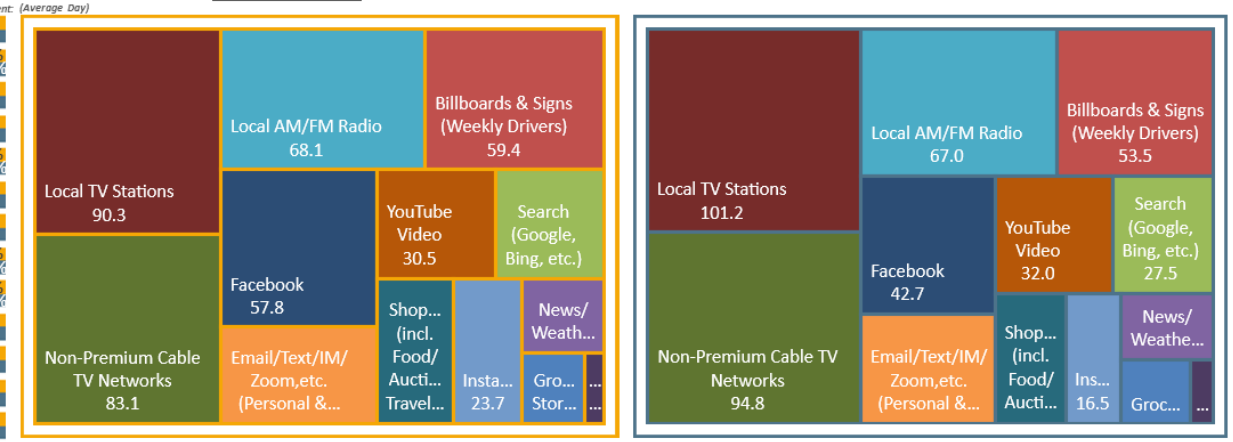
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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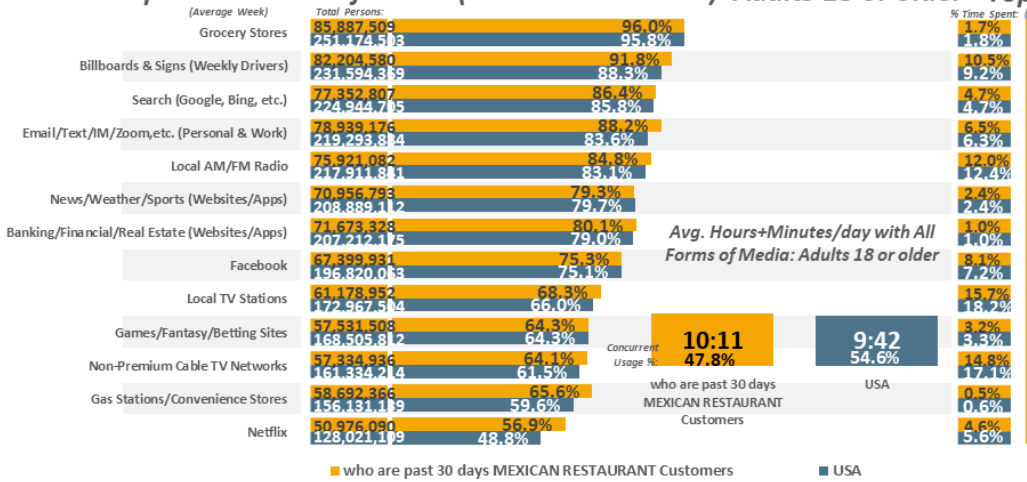
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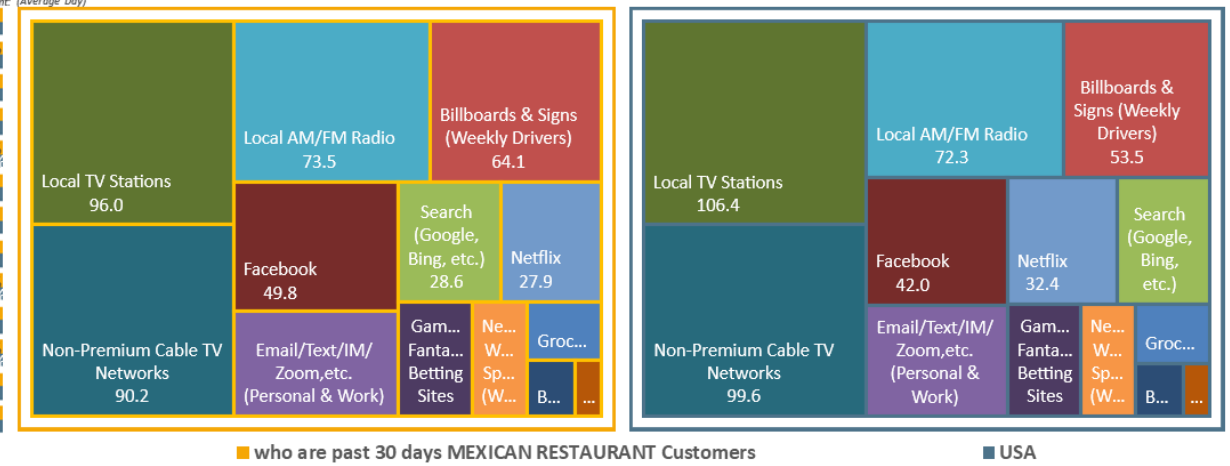
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Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

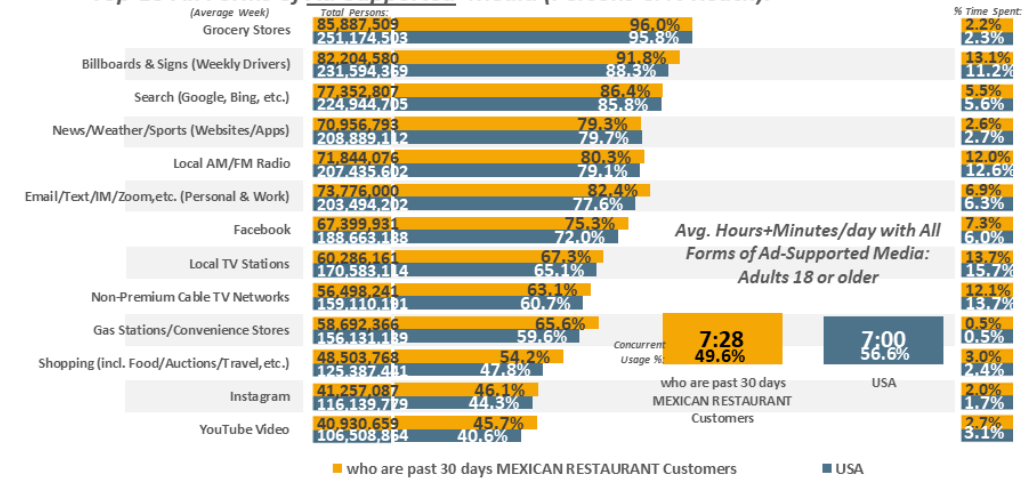
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



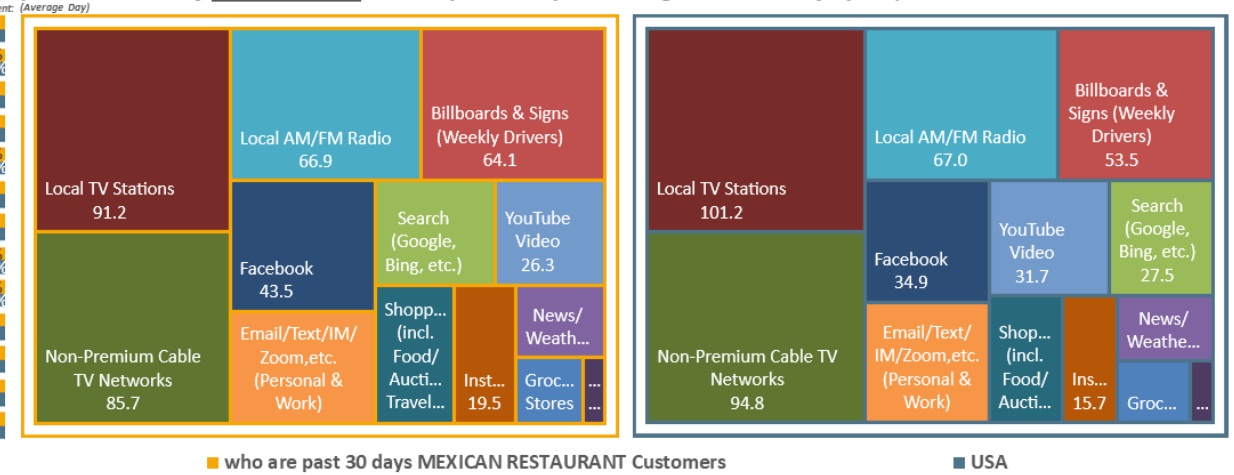
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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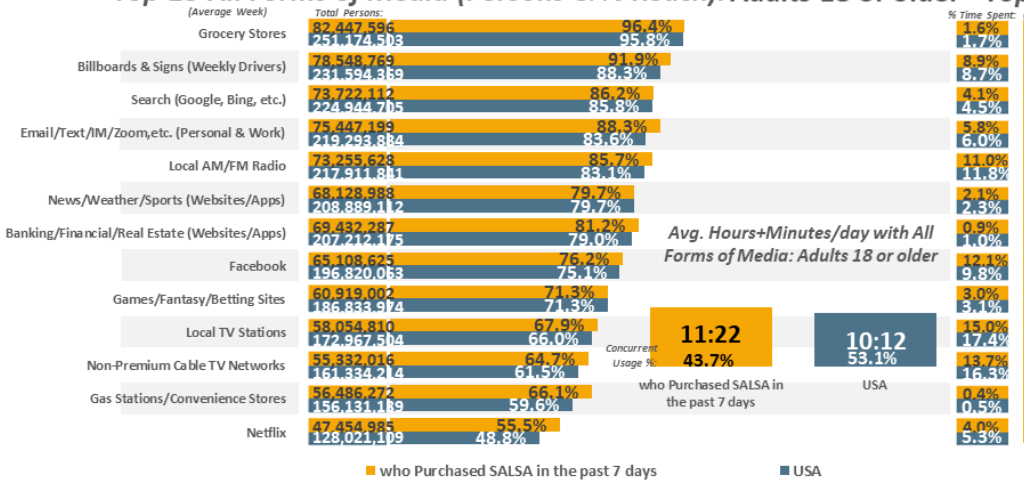
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Types of restaurants used past 30 days: Any Mexican restaurant

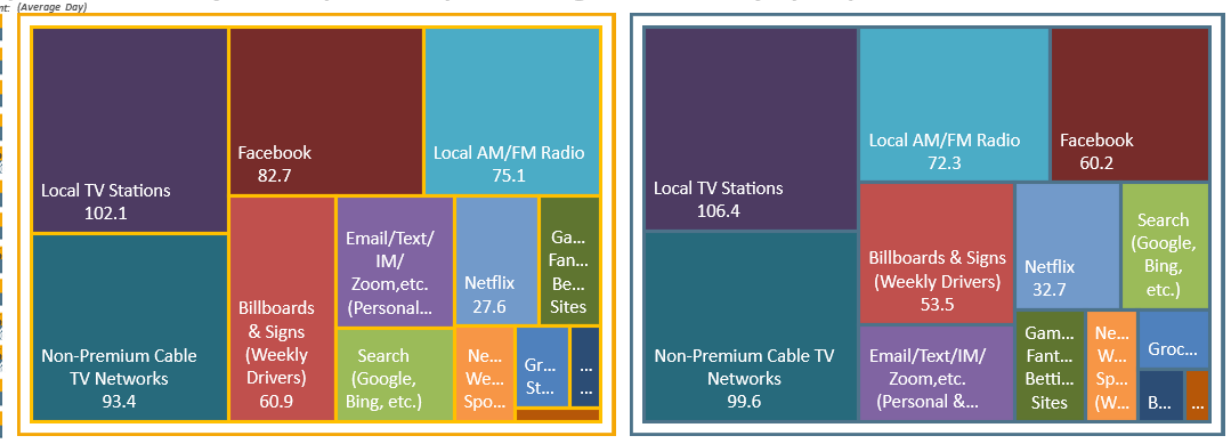


Adults 18 or older who Purchased SALSA in the past 7 days spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

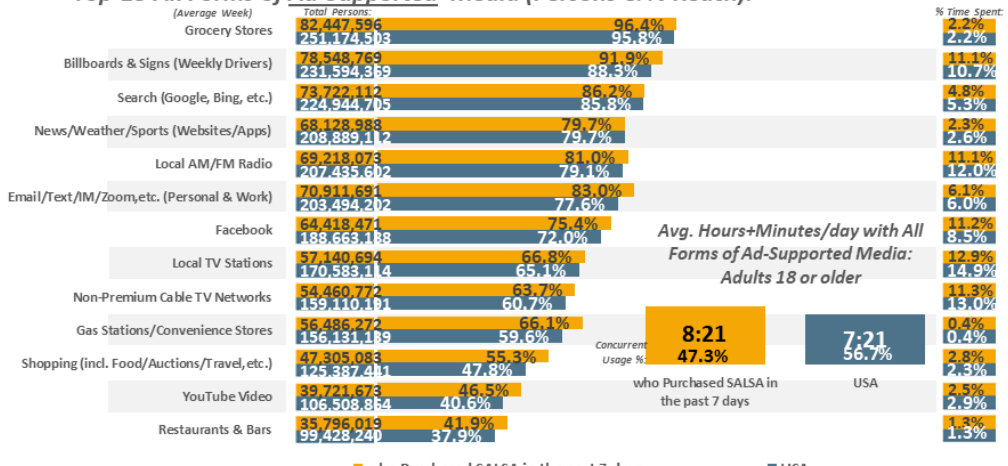
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



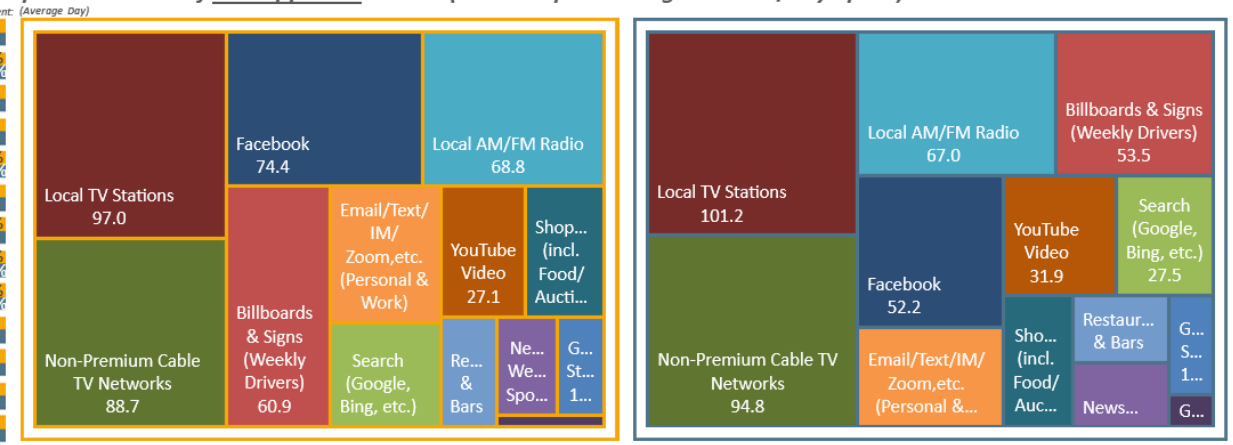
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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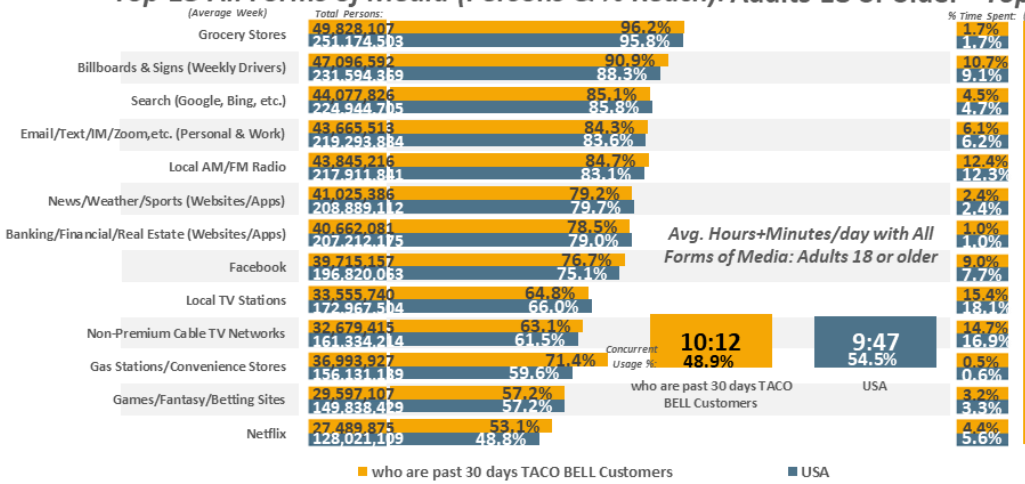
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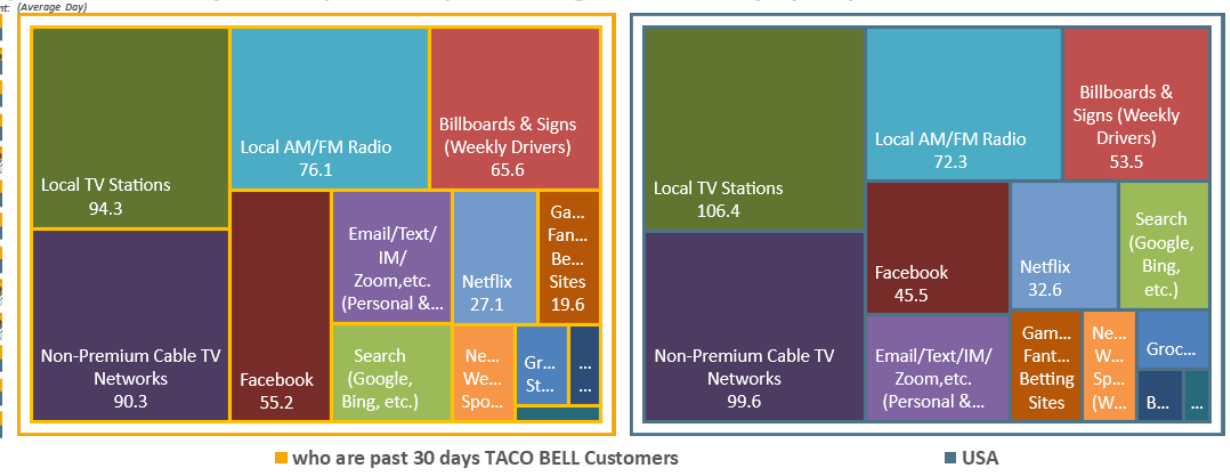
Food products household used past 7 days (HHLD): Salsa

Adults 18 or older who are past 30 days TACO BELL Customers spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

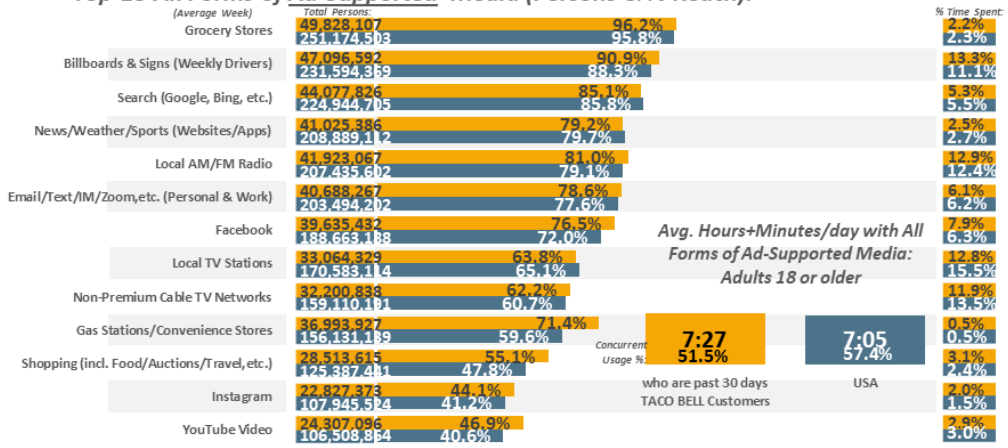
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



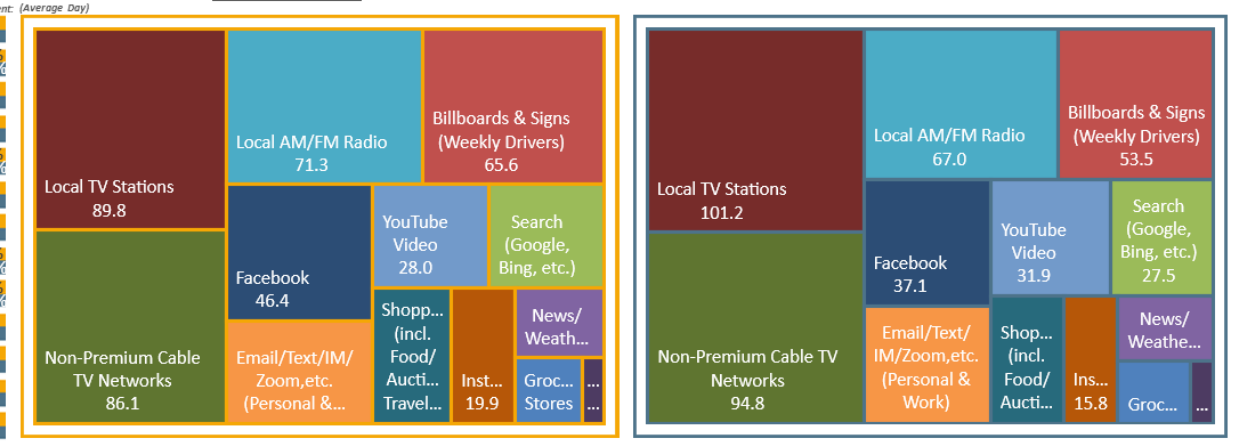
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



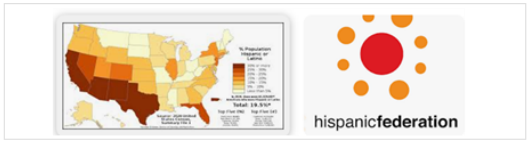
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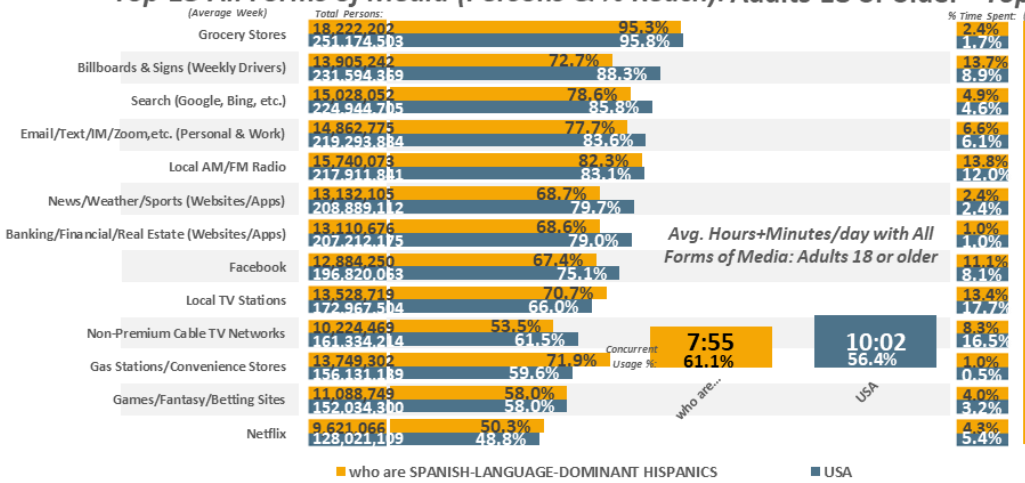
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Quick service restaurants used past 30 days: Taco Bell

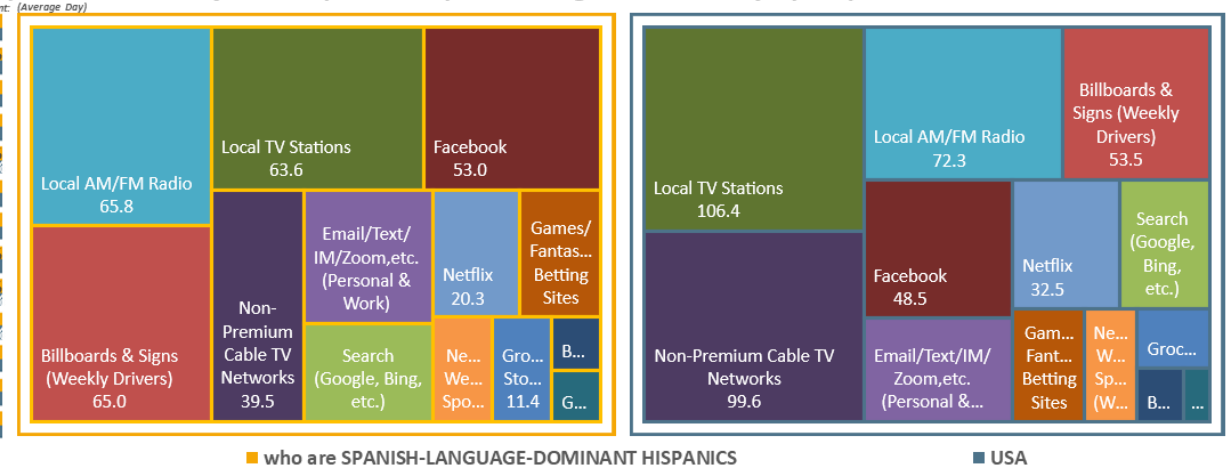


Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS spend an average of 5 hours and 44 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

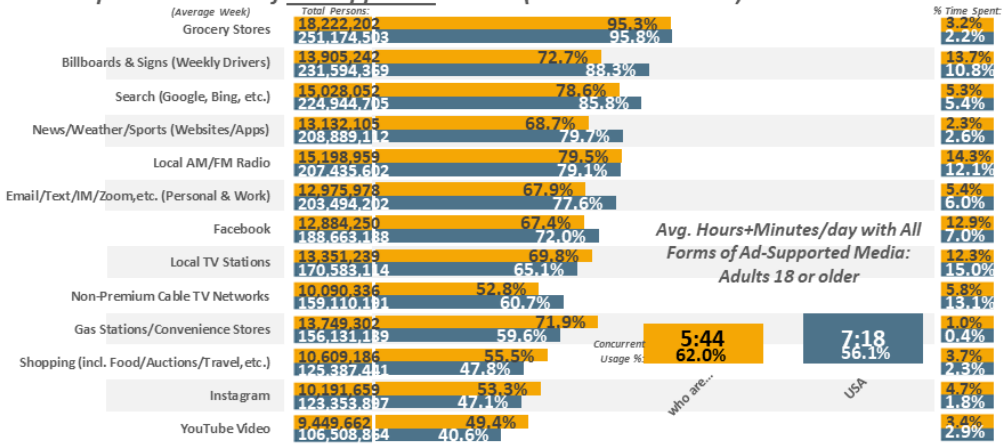
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



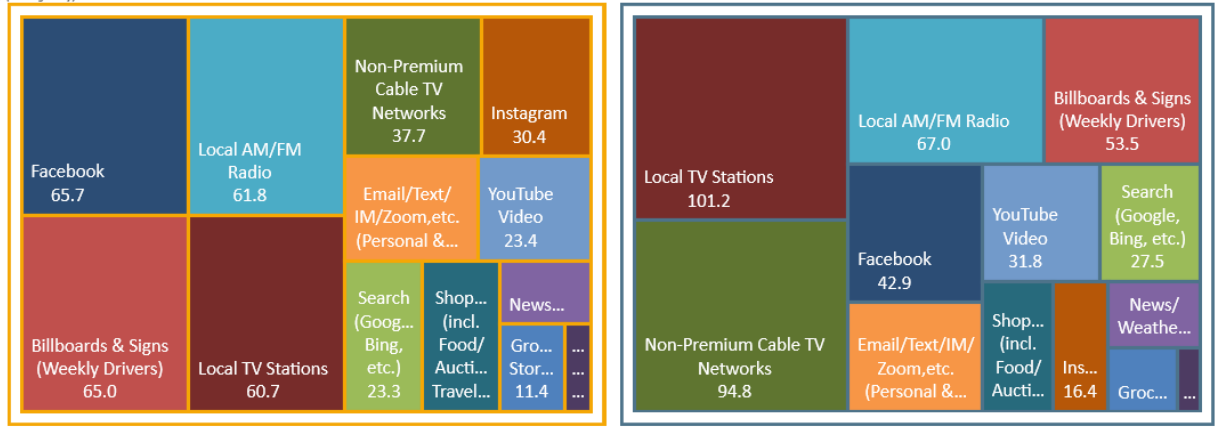
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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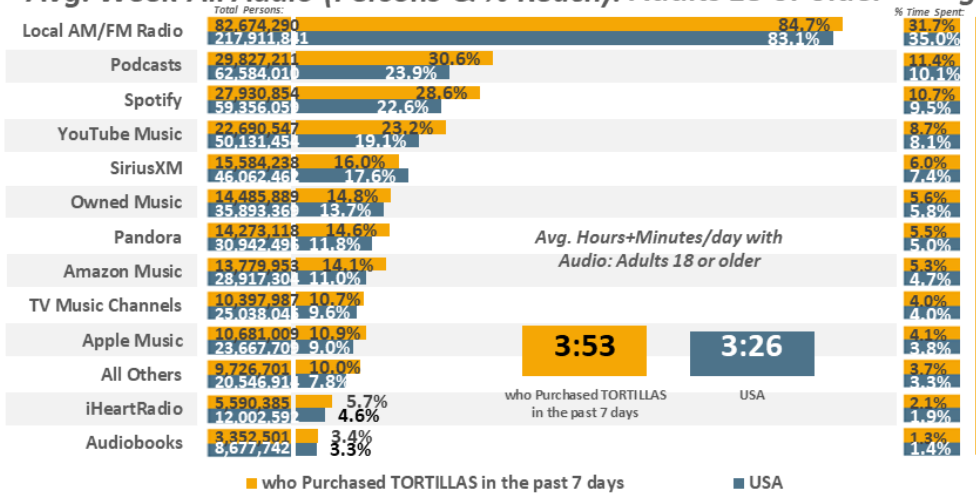
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Among Hispanics:Spanish language dominant: Yes

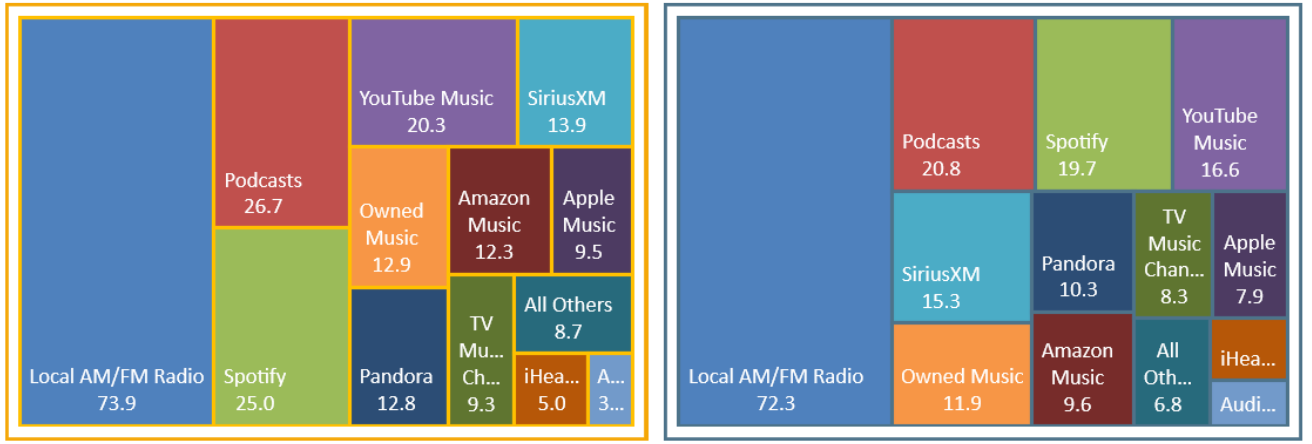


78,598,193 or 80.5% of Adults 18 or older who Purchased TORTILLAS in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

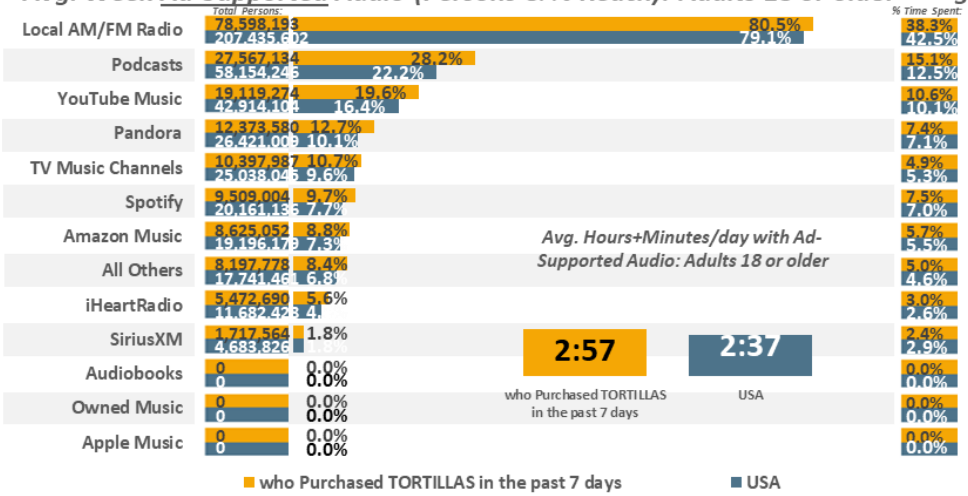
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



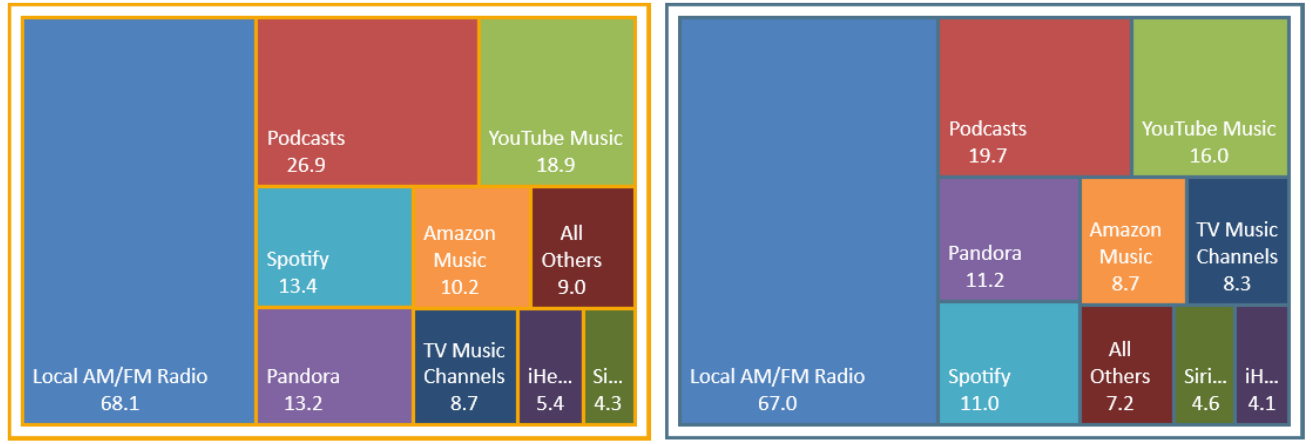
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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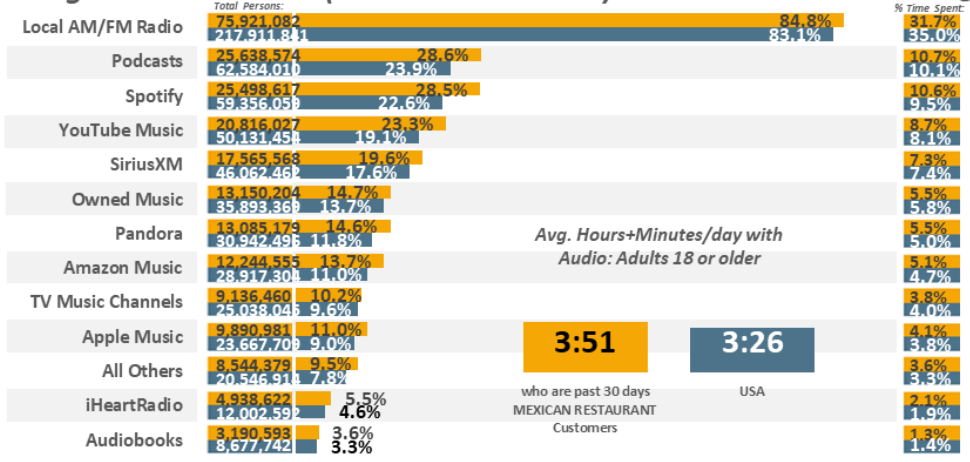
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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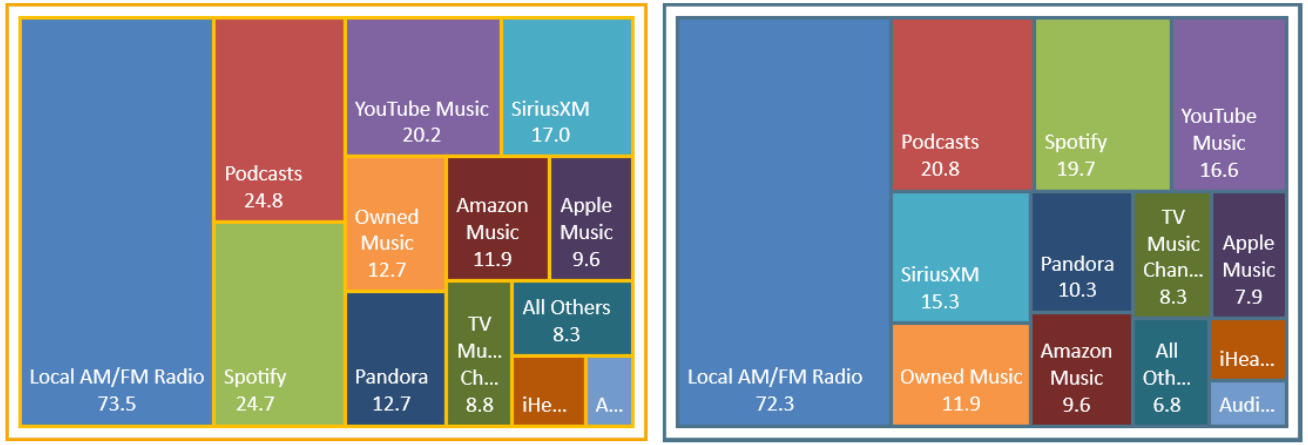
Food products household used past 7 days (HHLD): Tortillas

71,844,076 or 80.3% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

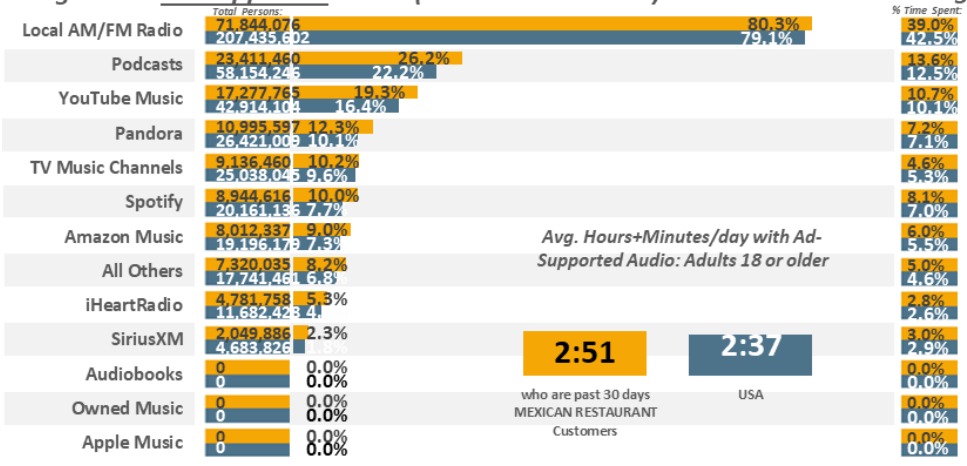
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



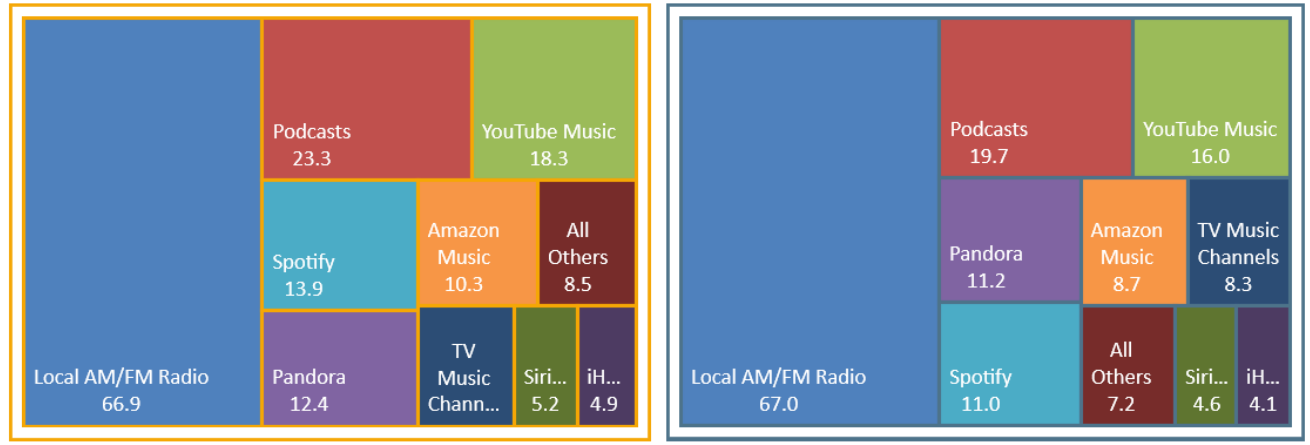
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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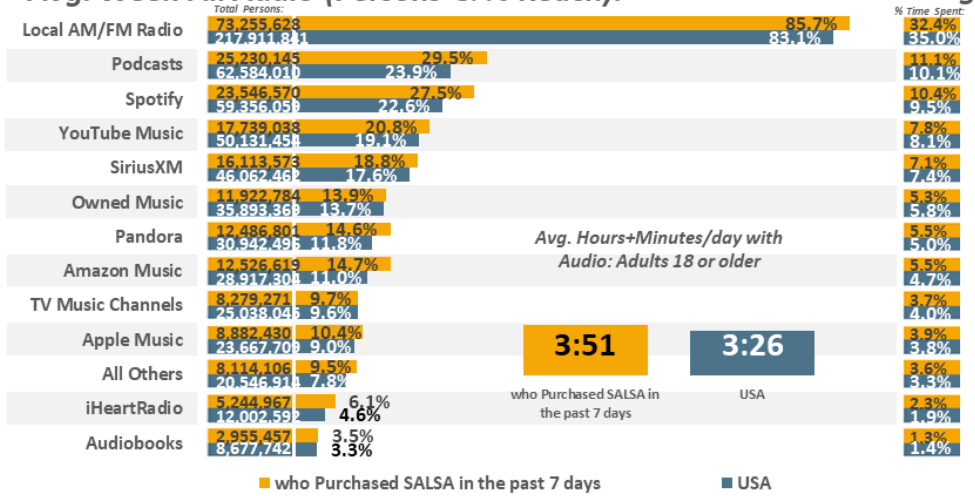
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Types of restaurants used past 30 days: Any Mexican restaurant

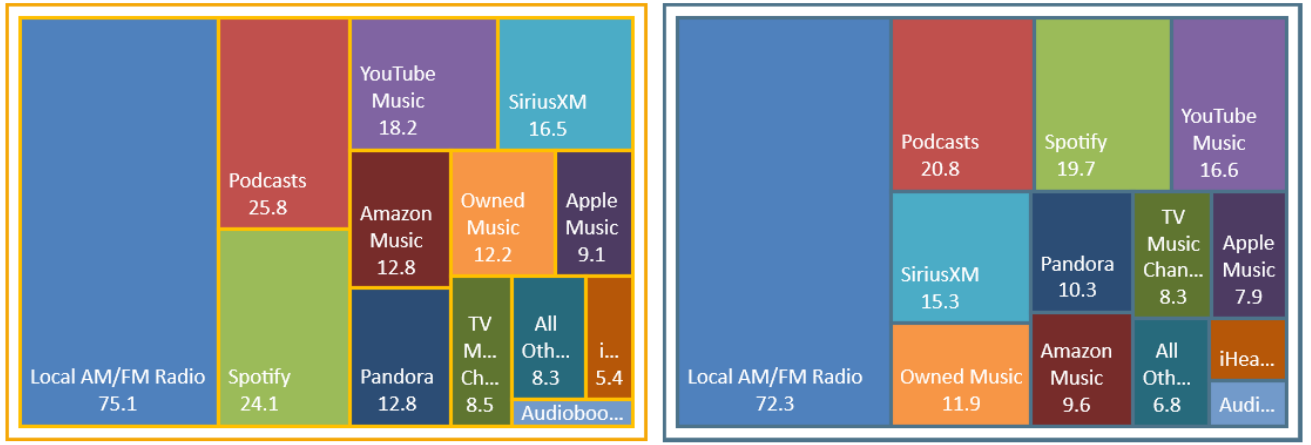


69,218,073 or 81.% of Adults 18 or older who Purchased SALSA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

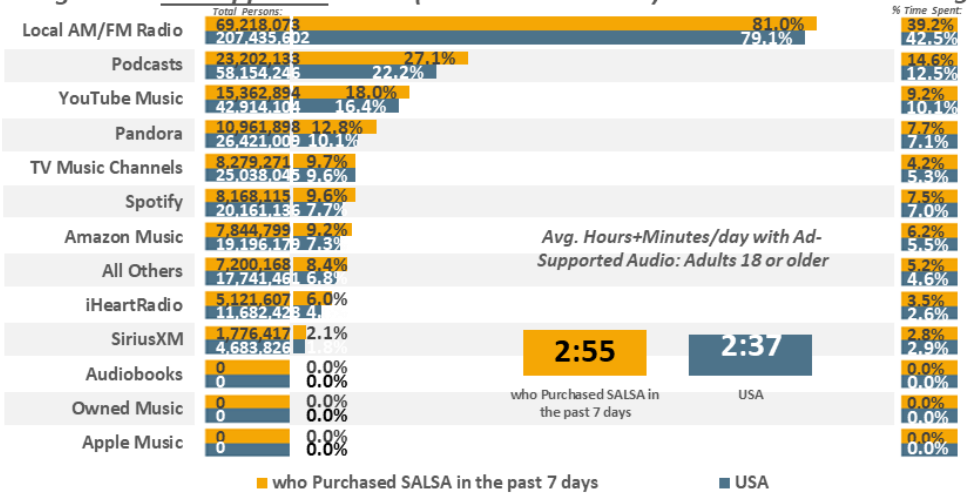
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



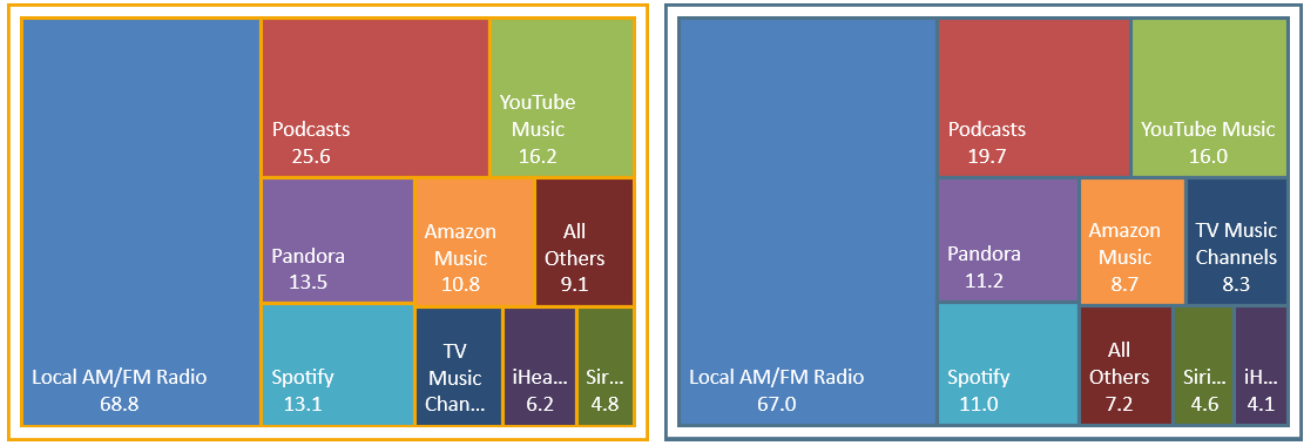
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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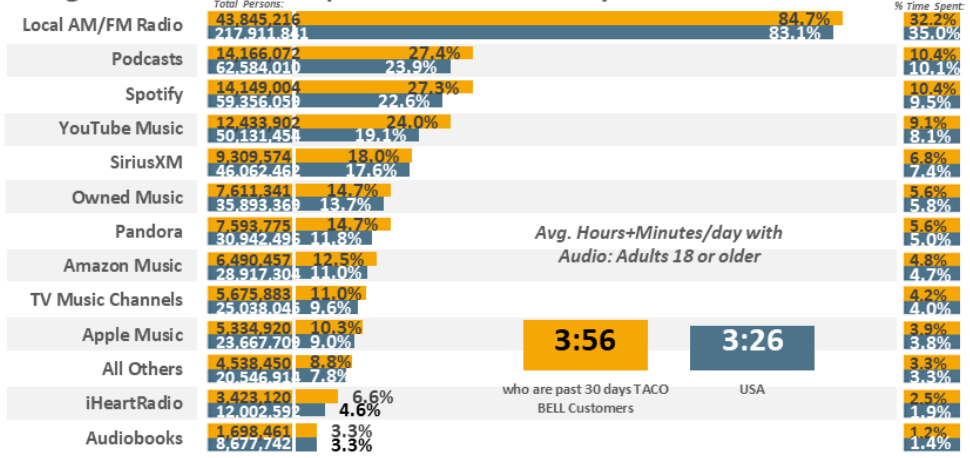
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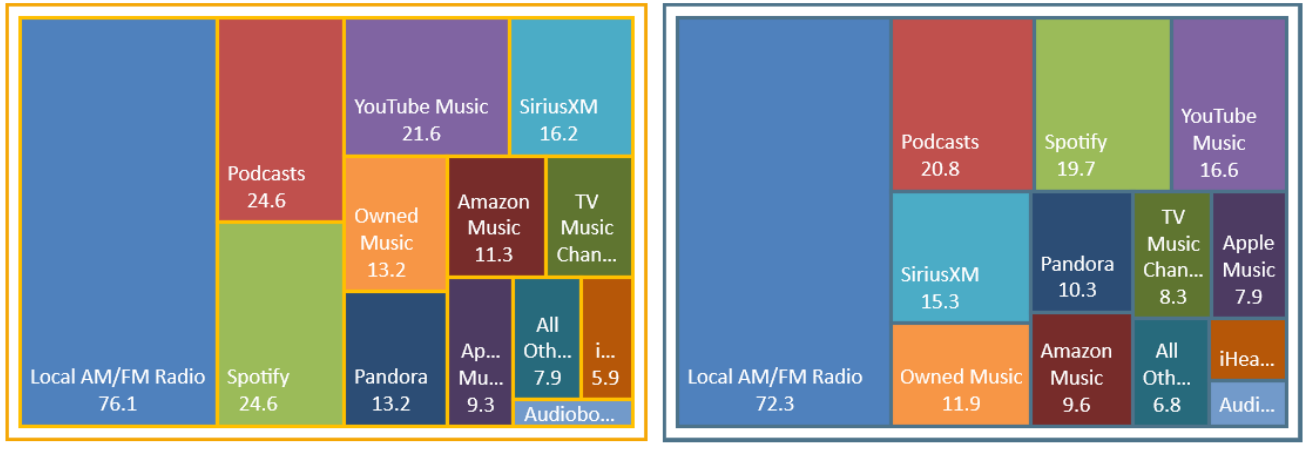
Food products household used past 7 days (HHLD): Salsa

41,923,067 or 81.% of Adults 18 or older who are past 30 days TACO BELL Customers listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

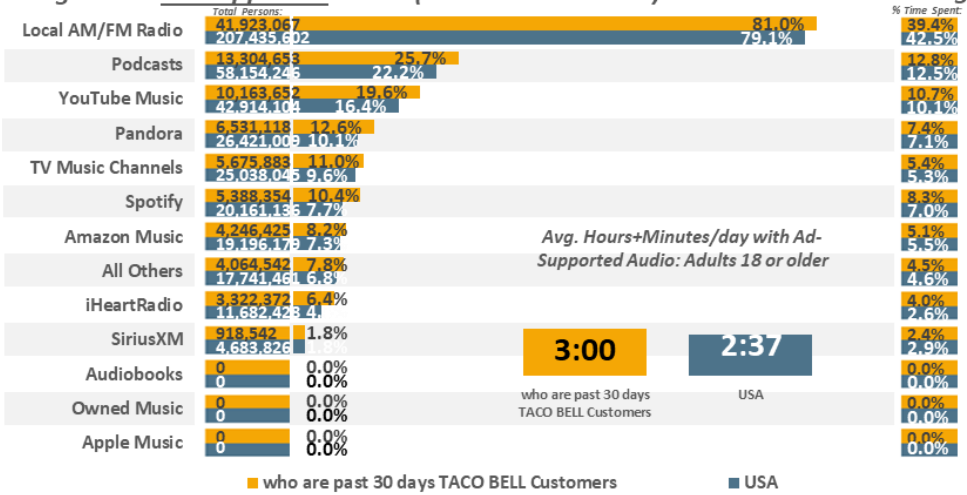
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



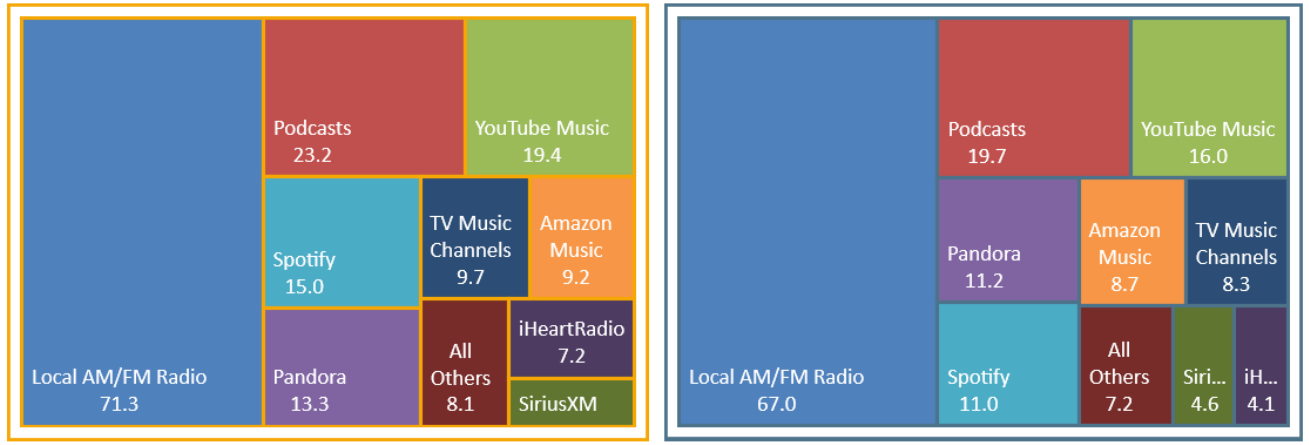
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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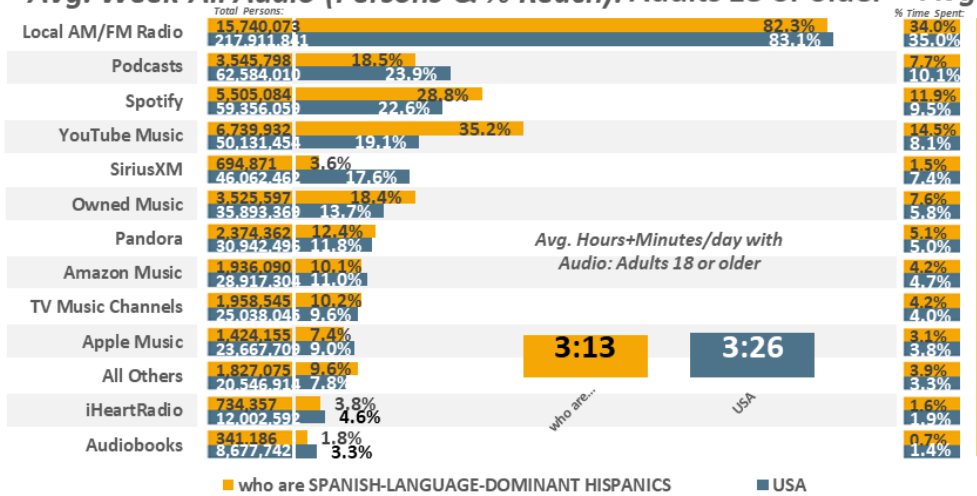
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Quick service restaurants used past 30 days: Taco Bell

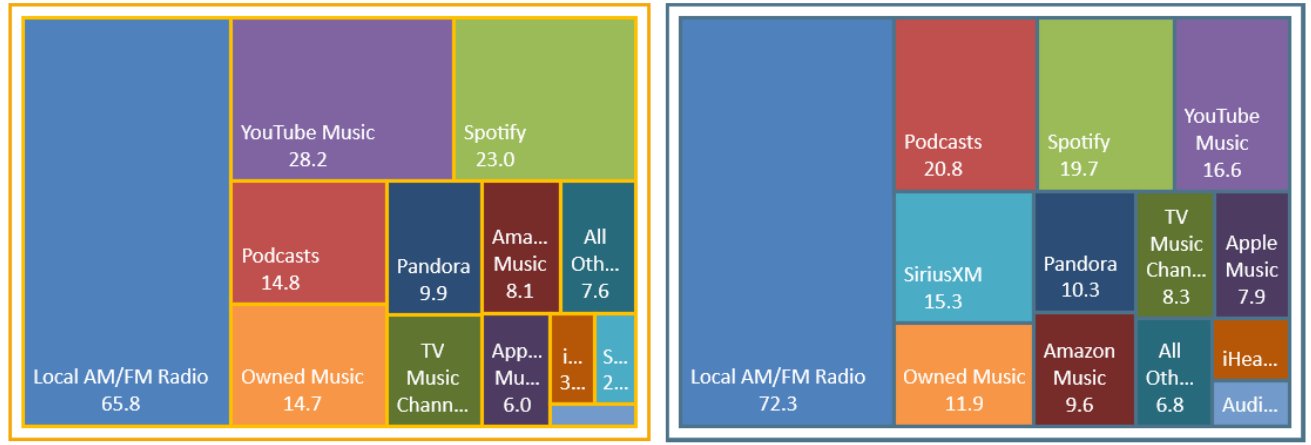


15,198,959 or 79.5% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

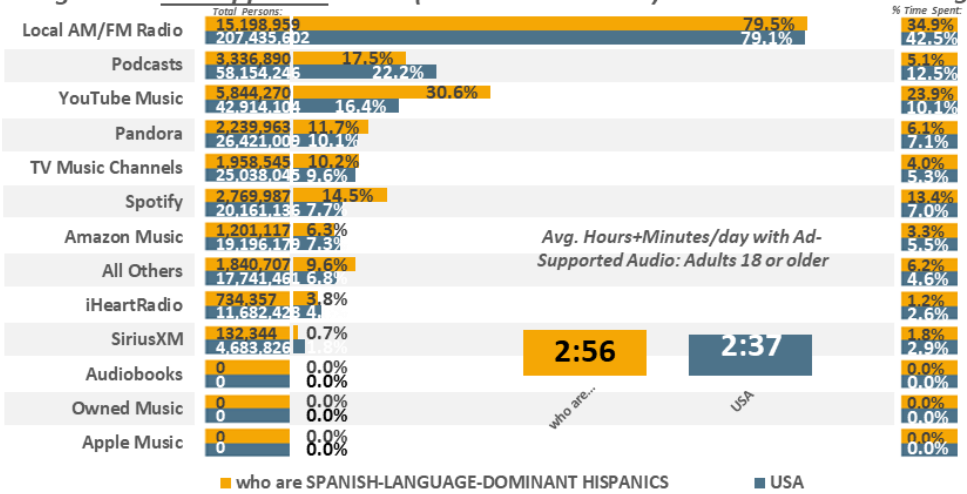
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



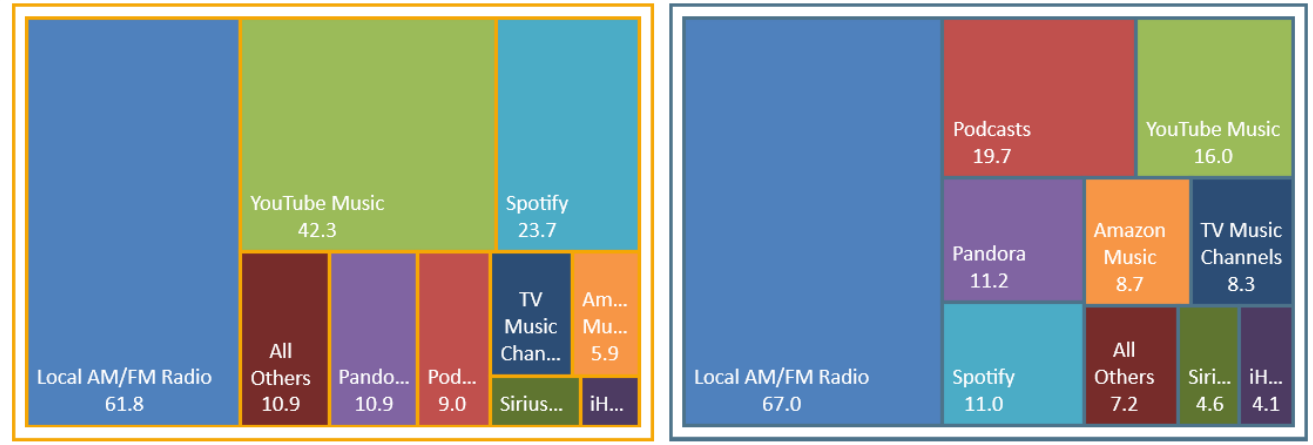
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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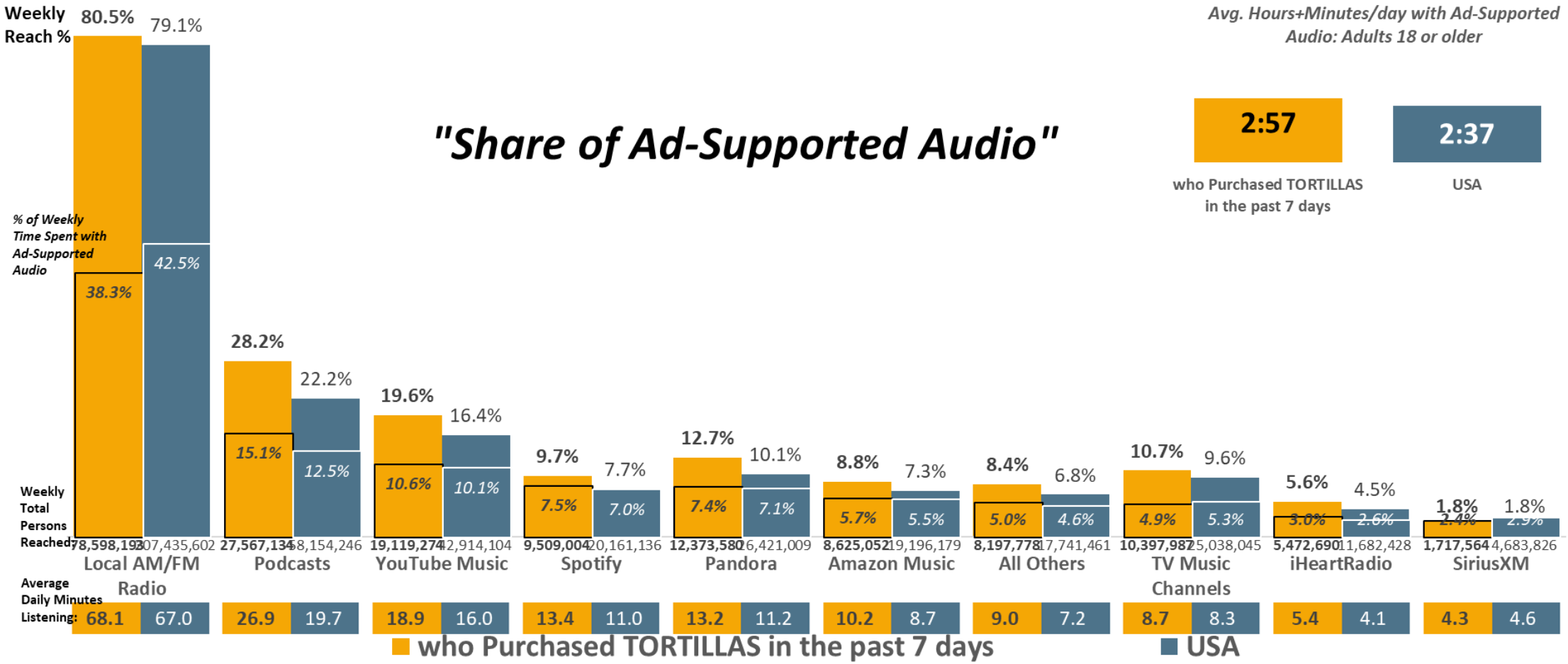
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Among Hispanics:Spanish language dominant: Yes



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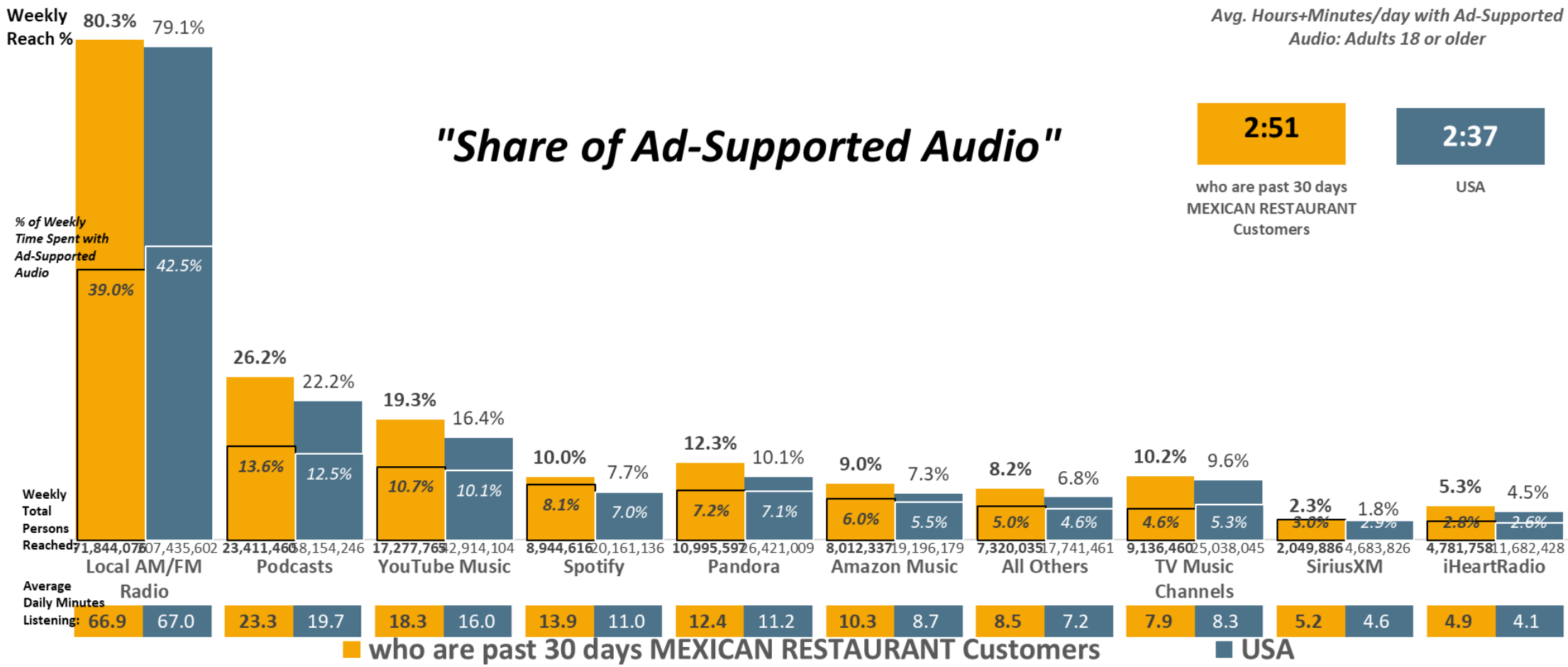
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71,844,076 or 80.3% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



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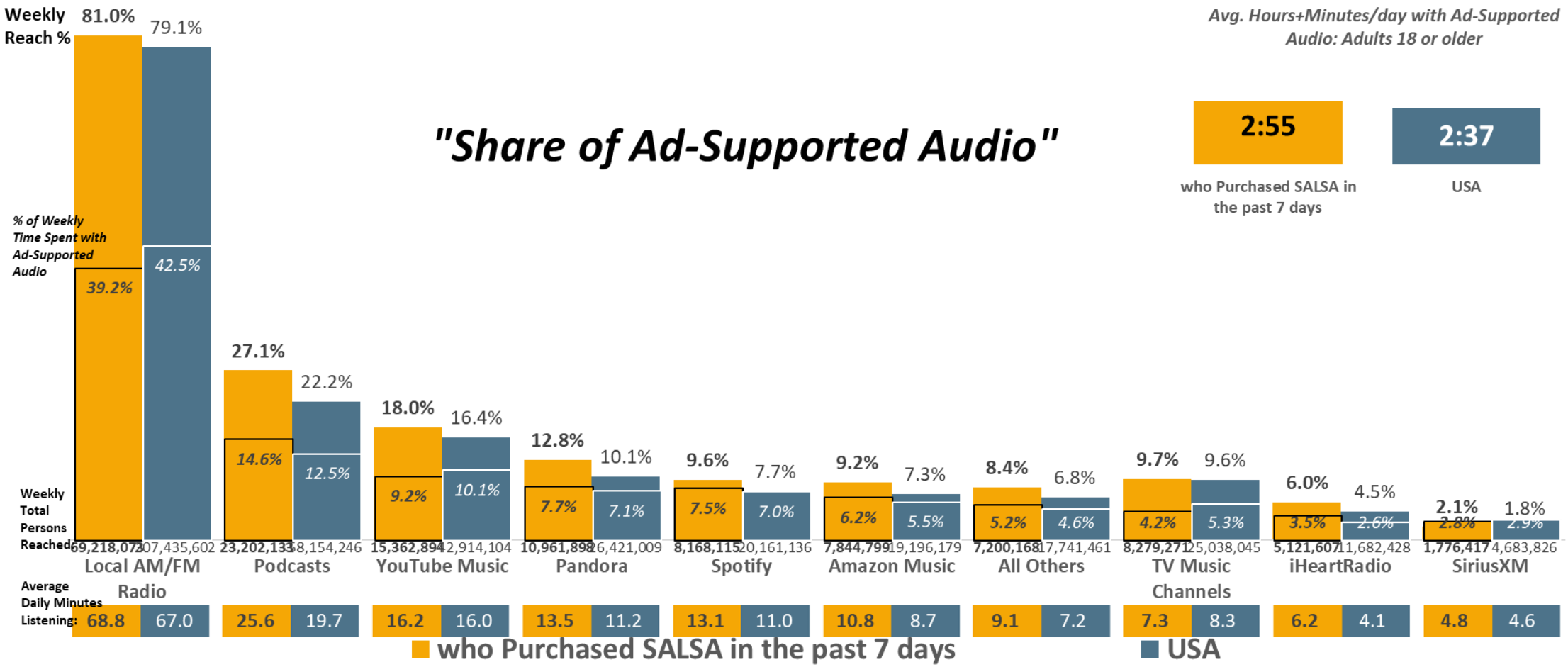
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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Types of restaurants used past 30 days: Any Mexican restaurant



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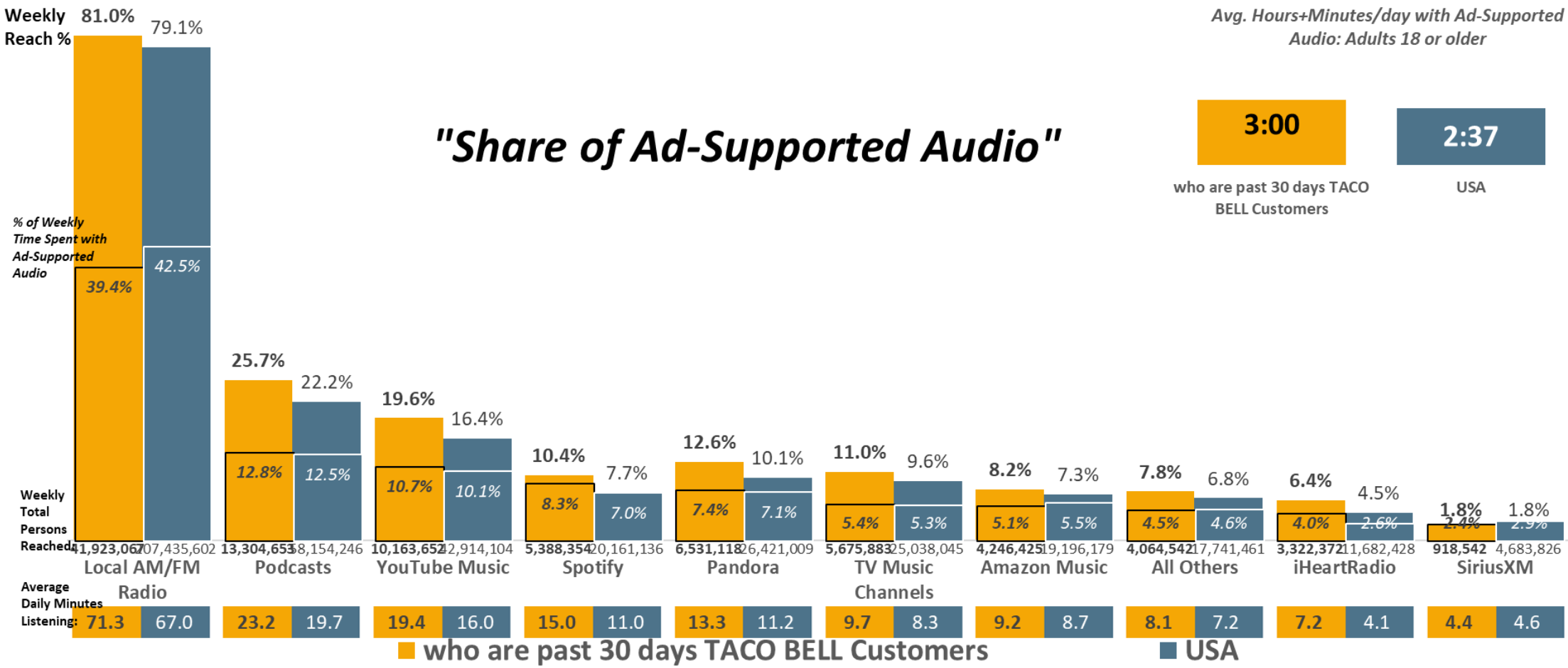
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Food products household used past 7 days (HHLD): Salsa

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Quick service restaurants used past 30 days: Taco Bell



hispanicfederation

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"Share of Ad-Supported Audio"

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

	who are...	USA
	2:56	2:37

	Local AM/FM Radio	YouTube Music	Spotify	All Others	Pandora	Podcasts	TV Music Channels	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	79.5% / 79.1%	30.6% / 16.4%	14.5% / 7.7%	9.6% / 6.8%	11.7% / 10.1%	17.5% / 22.2%	10.2% / 9.6%	6.3% / 7.3%	0.7% / 1.8%	3.8% / 4.5%
% of Weekly Time Spent with Ad-Supported Audio	34.9% / 42.5%	23.9% / 10.1%	13.4% / 7.0%	6.2% / 4.6%	6.1% / 7.1%	5.1% / 12.5%	4.0% / 5.3%	3.3% / 5.5%	1.8% / 2.9%	1.2% / 2.6%
Weekly Total Persons Reached	15,198,959 / 107,435,602	5,844,270 / 42,914,104	2,769,987 / 20,161,136	1,840,707 / 17,741,461	2,239,963 / 26,421,009	3,336,890 / 58,154,246	1,958,545 / 25,038,045	1,201,117 / 19,196,179	132,344 / 4,683,826	734,357 / 11,682,428
Average Daily Minutes Listening:	61.8 / 67.0	42.3 / 16.0	23.7 / 11.0	10.9 / 7.2	10.9 / 11.2	9.0 / 19.7	7.1 / 8.3	5.9 / 8.7	3.2 / 4.6	2.1 / 4.1

who are SPANISH-LANGUAGE-DOMINANT HISPANICS | USA

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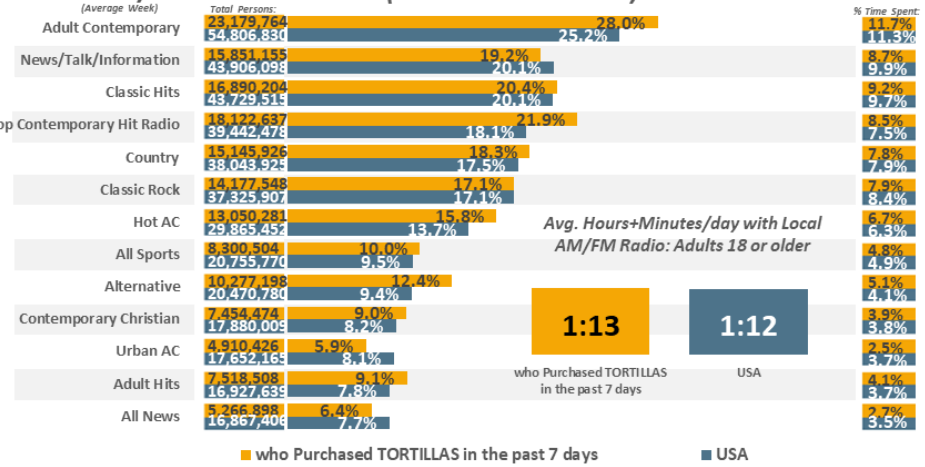
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Among Hispanics:Spanish language dominant: Yes

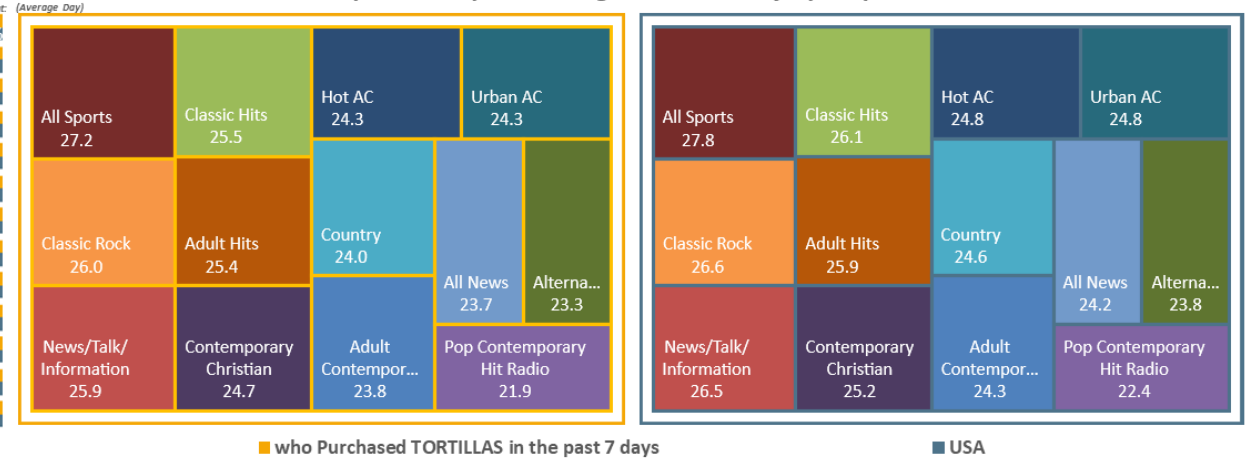


78,598,193 or 80.5% of Adults 18 or older who Purchased TORTILLAS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

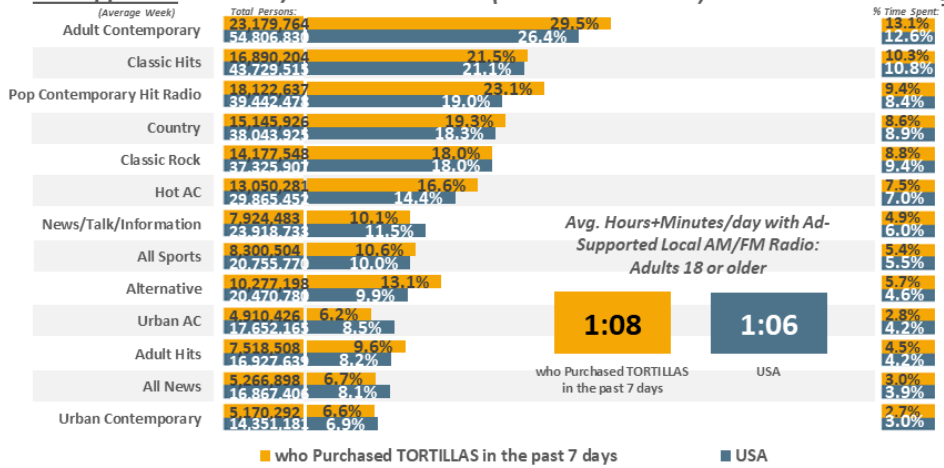
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



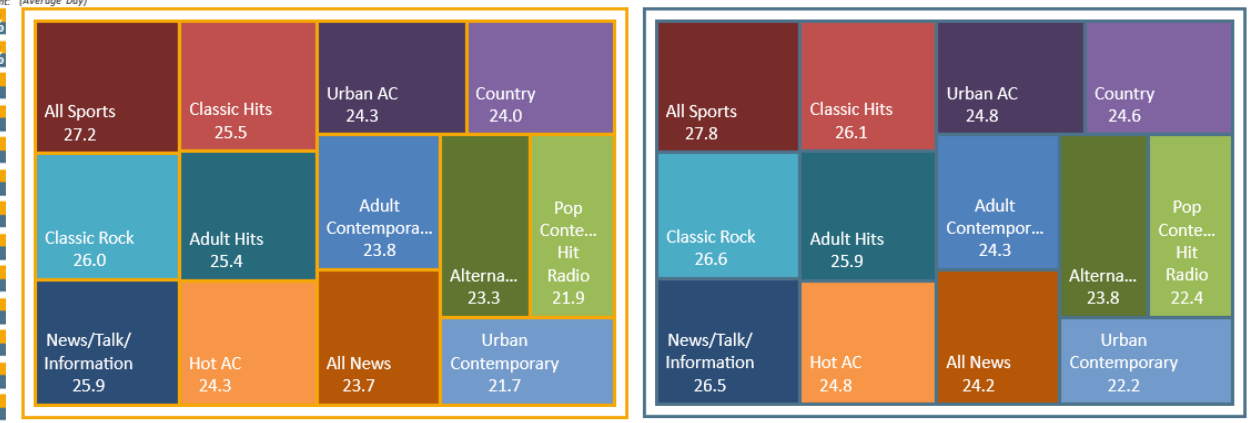
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



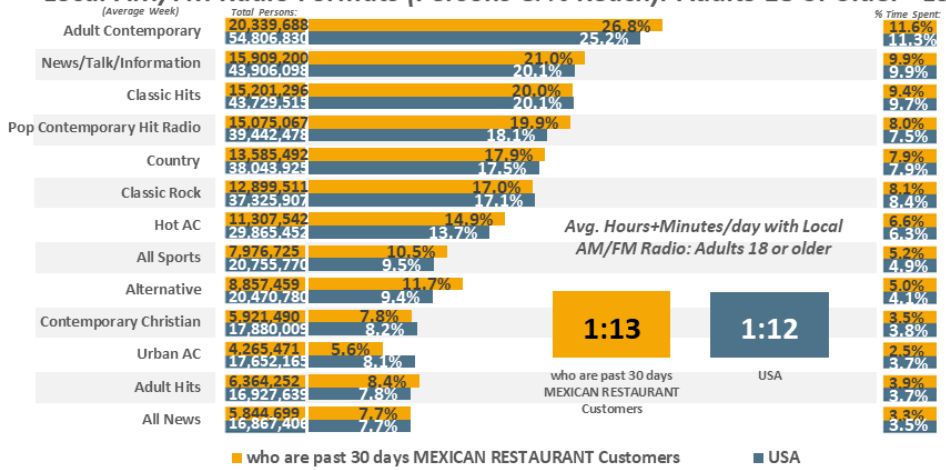
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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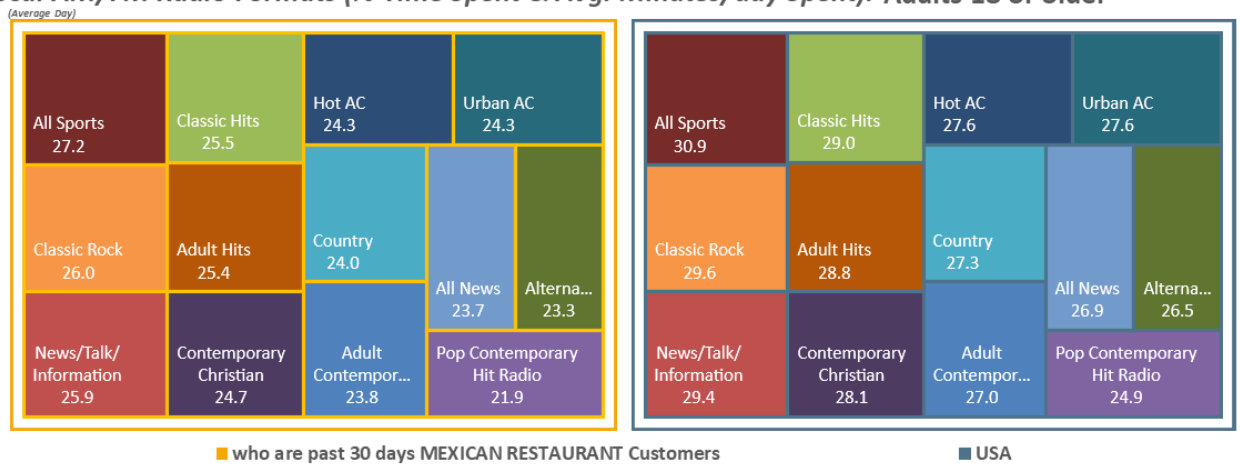
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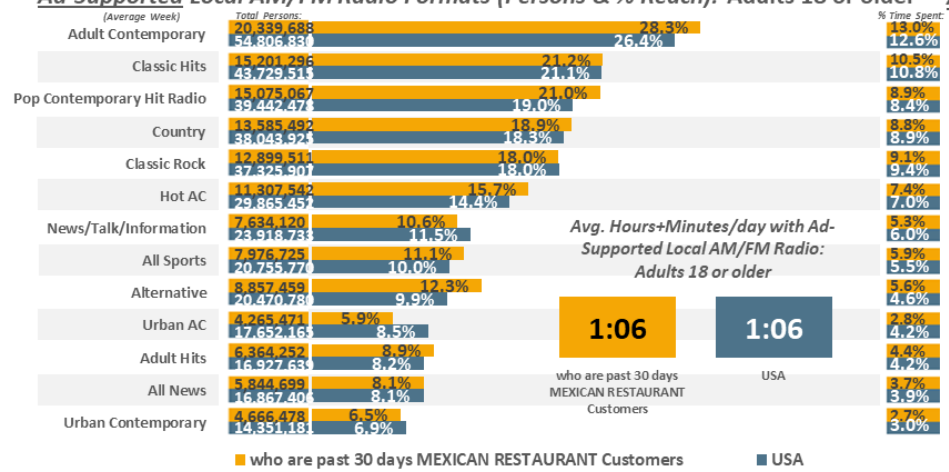
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



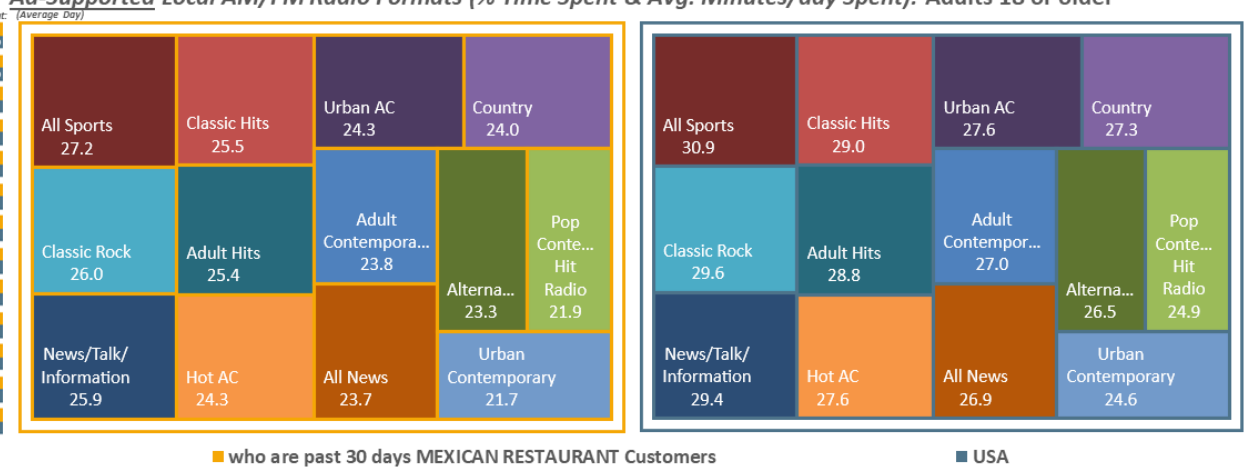
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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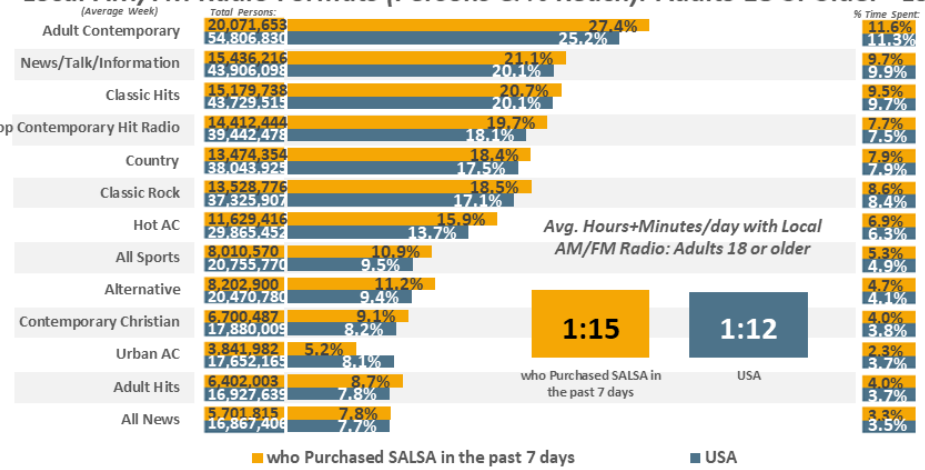
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Types of restaurants used past 30 days: Any Mexican restaurant

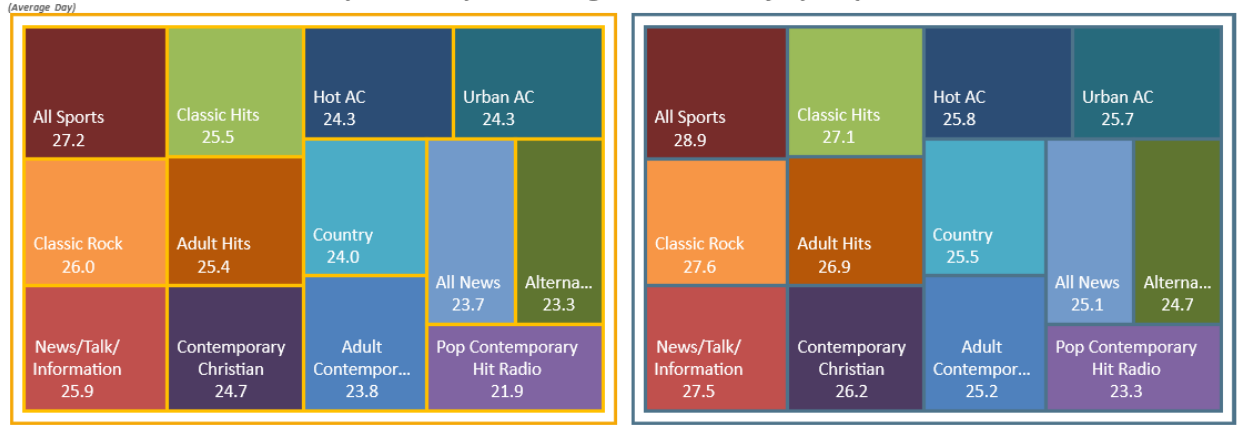


69,218,073 or 81.% of Adults 18 or older who Purchased SALSA in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

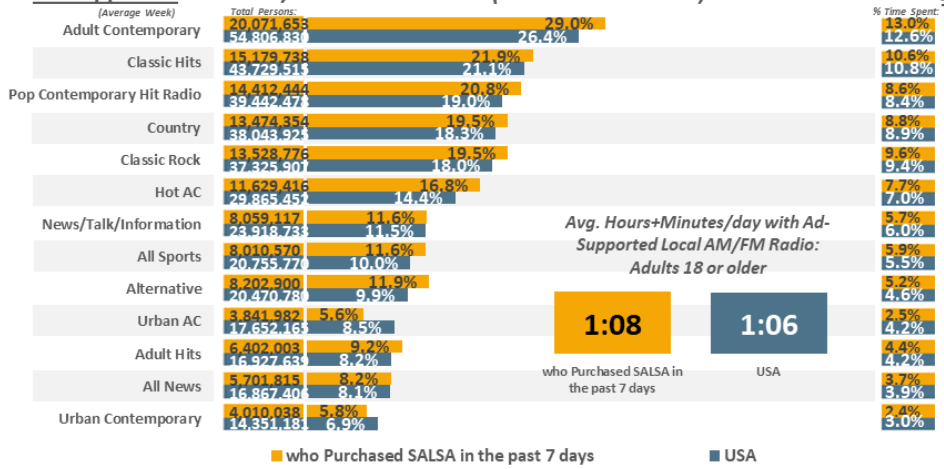
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



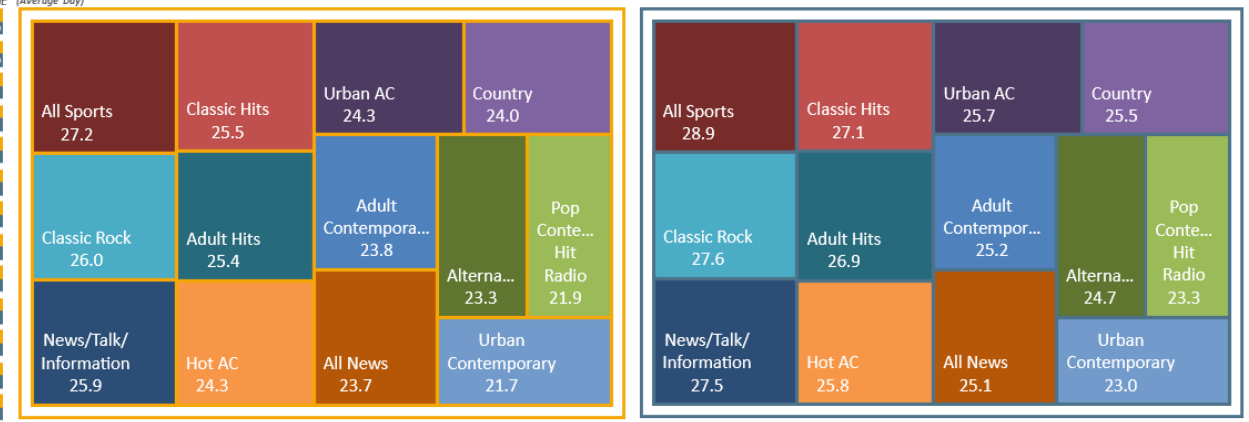
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

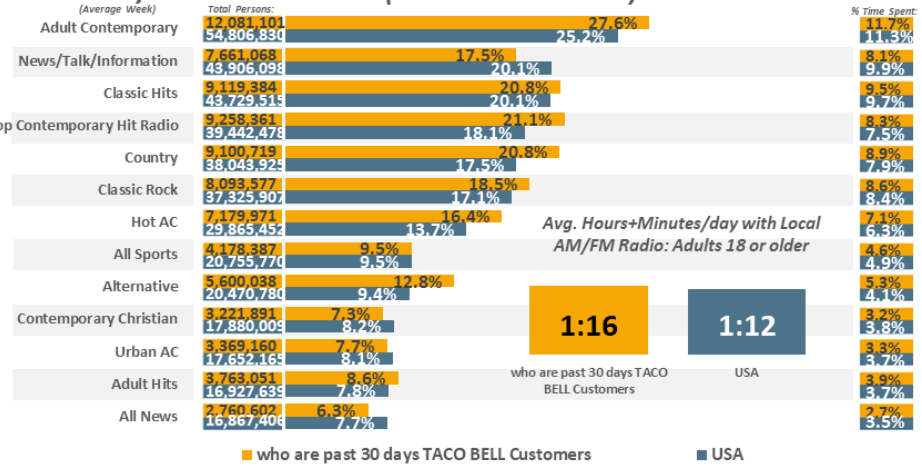
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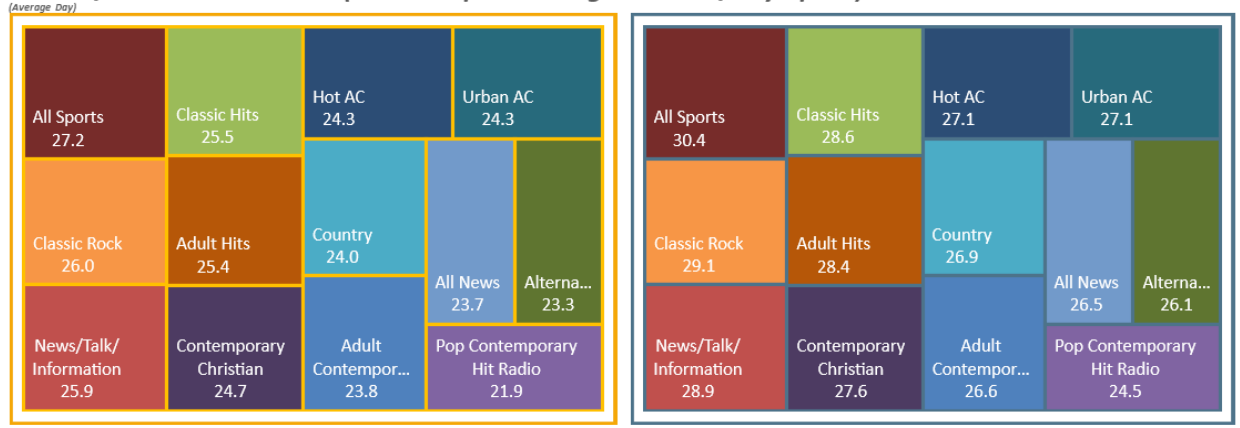
Food products household used past 7 days (HHLD): Salsa

41,923,067 or 81.% of Adults 18 or older who are past 30 days TACO BELL Customers listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

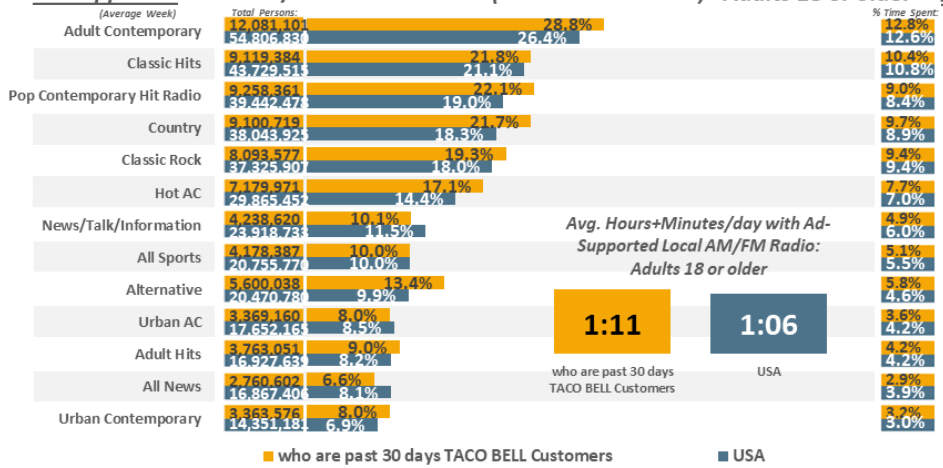
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



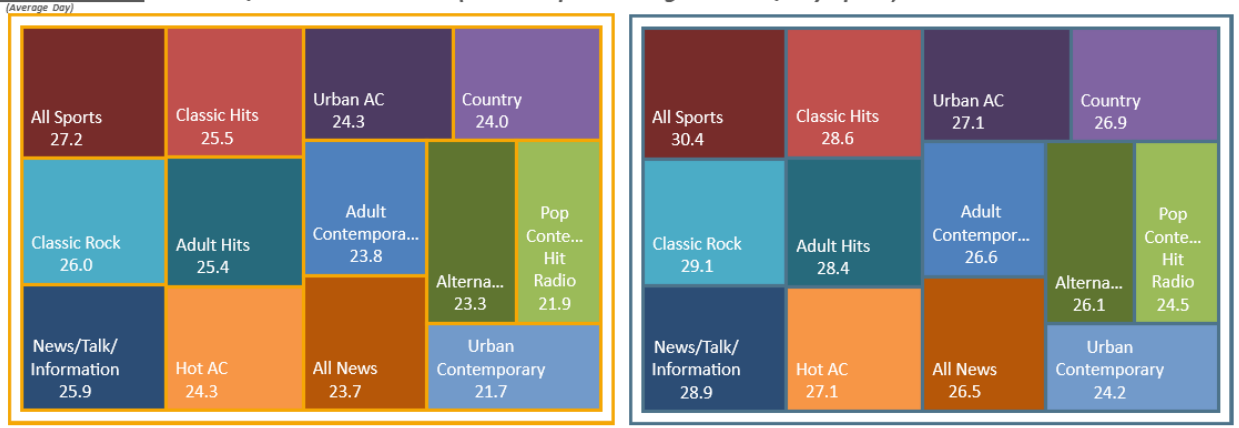
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

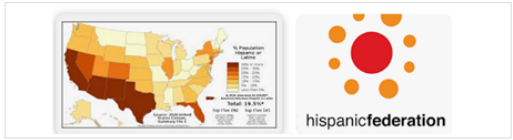


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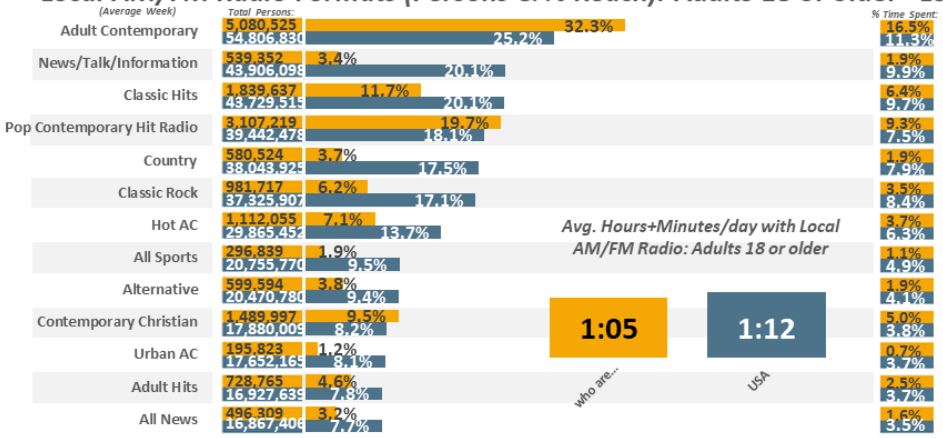
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Quick service restaurants used past 30 days: Taco Bell

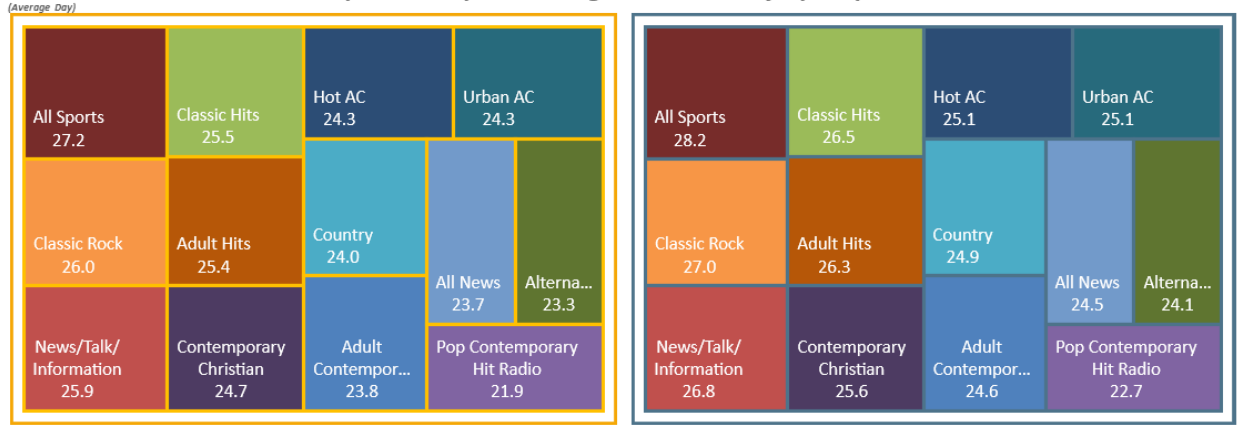


15,198,959 or 79.5% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Adult Contemporary, Spanish Contemporary, Pop Contemporary Hit Radio, and Classic Hits.

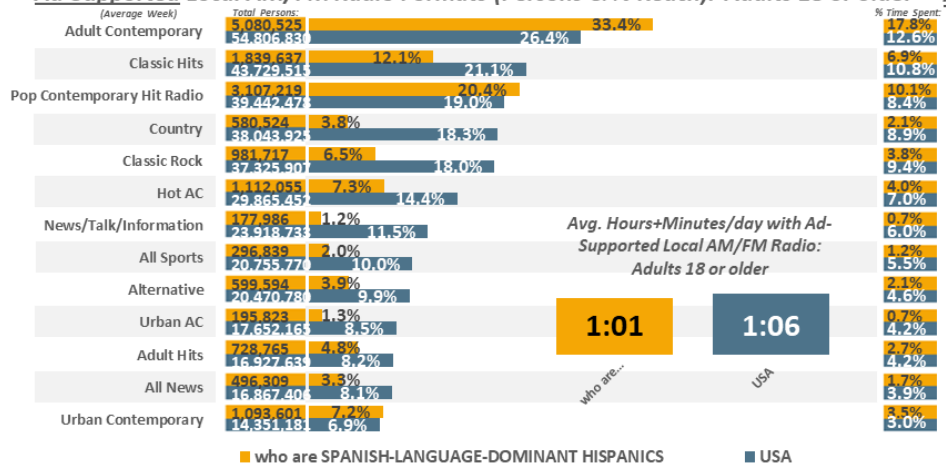
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



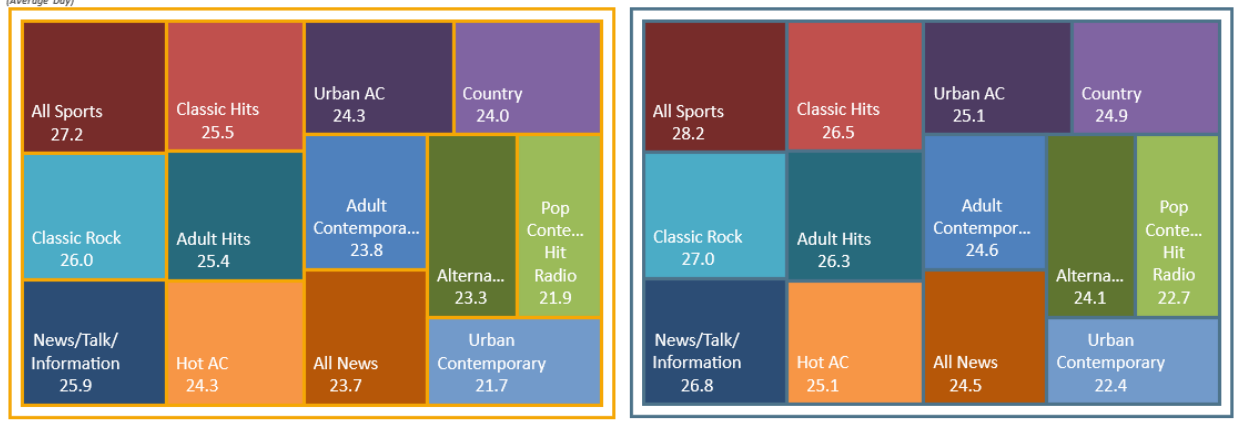
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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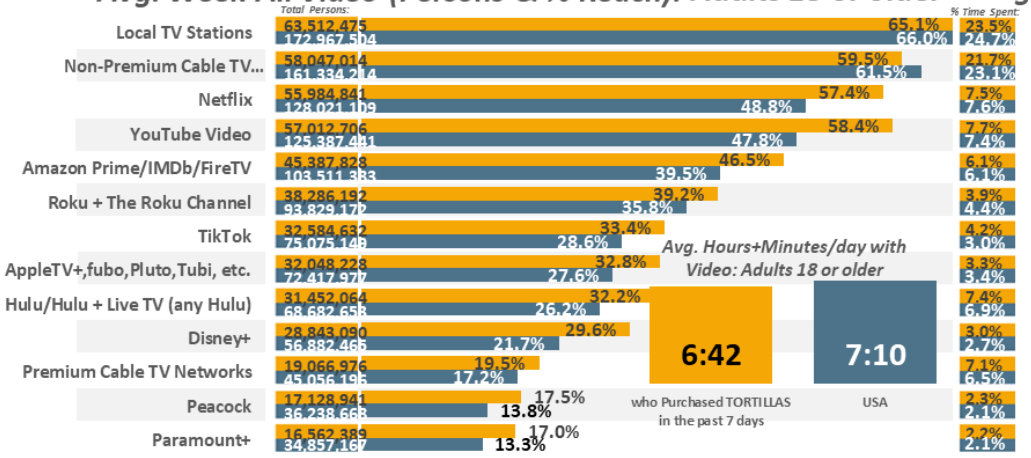
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Among Hispanics:Spanish language dominant: Yes

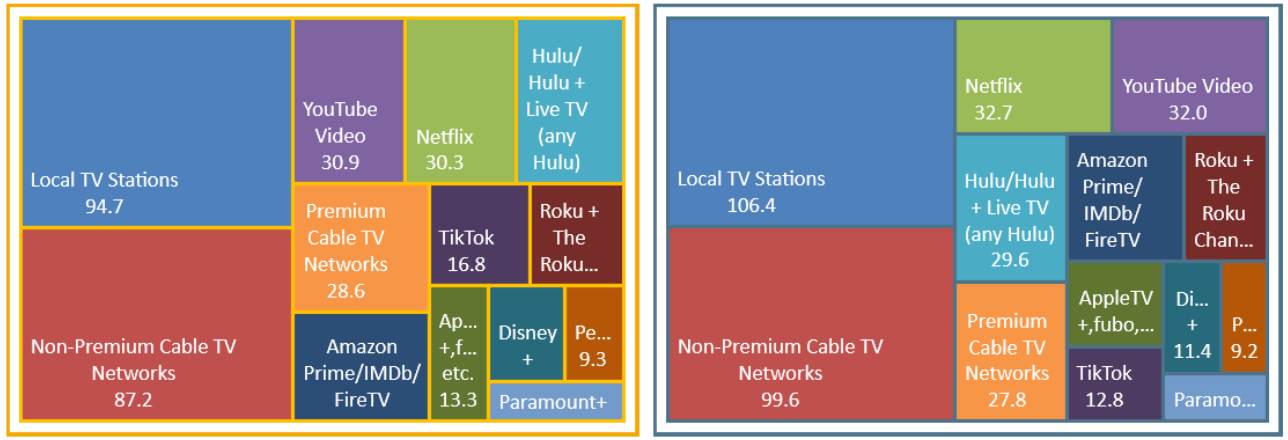


62,568,281 or 64.1% of Adults 18 or older who Purchased TORTILLAS in the past 7 days watch Ad-Supported Local TV Stations for an average of 90.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

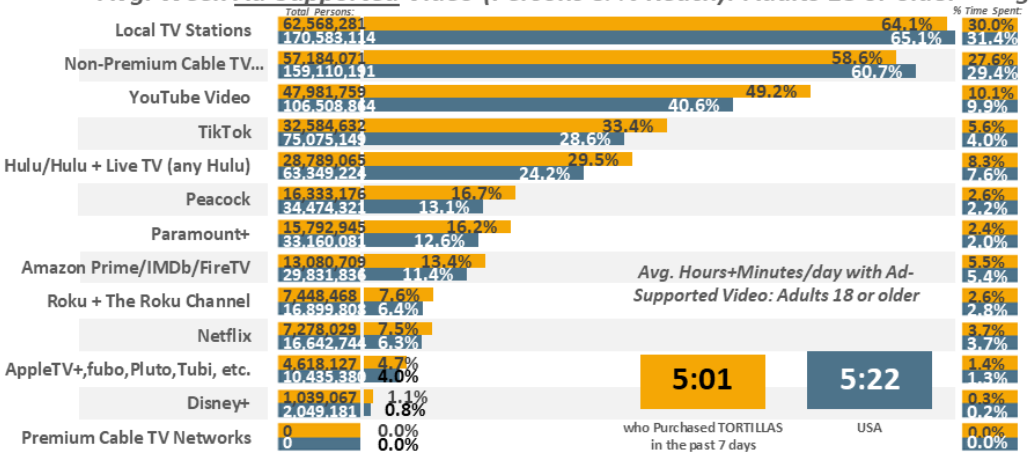
Avg. Week All Video (Persons & % Reach): Adults 18 or older



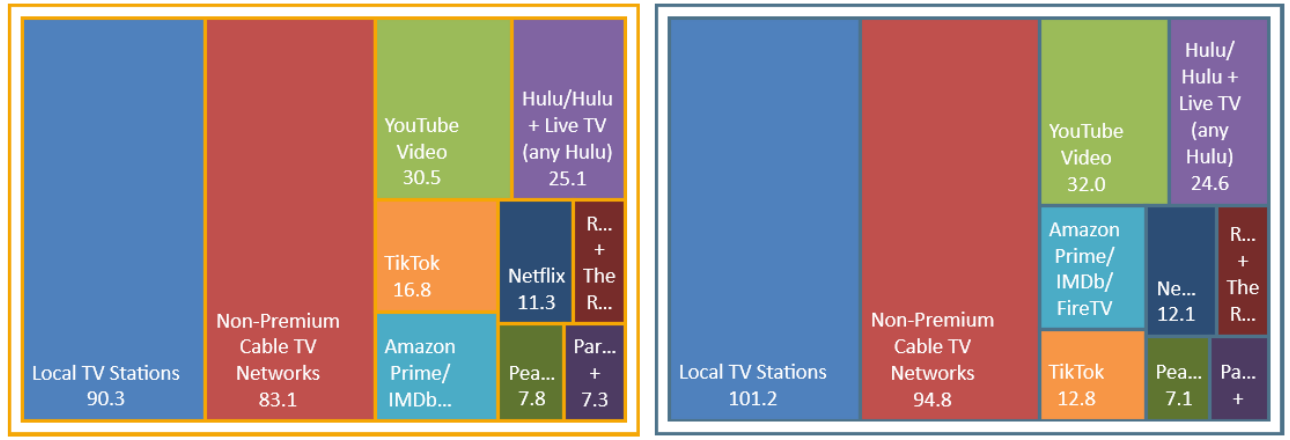
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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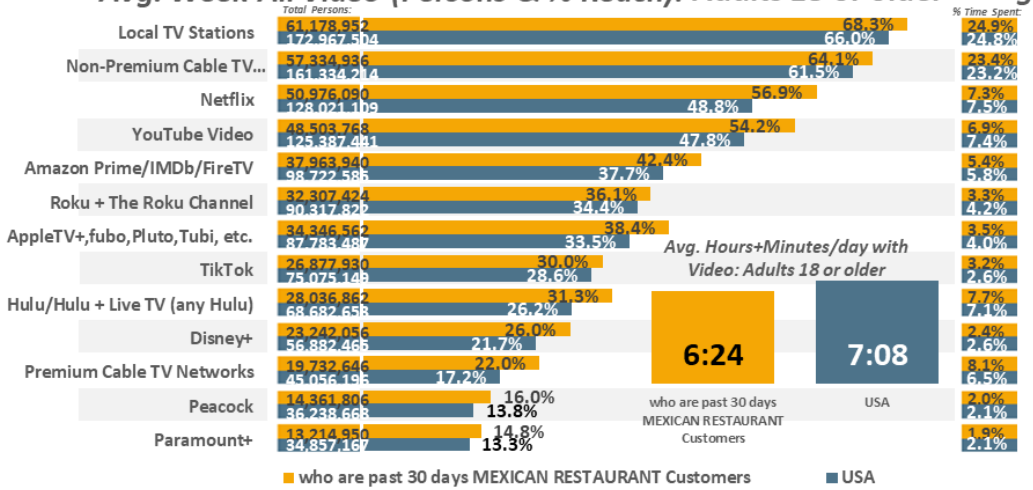
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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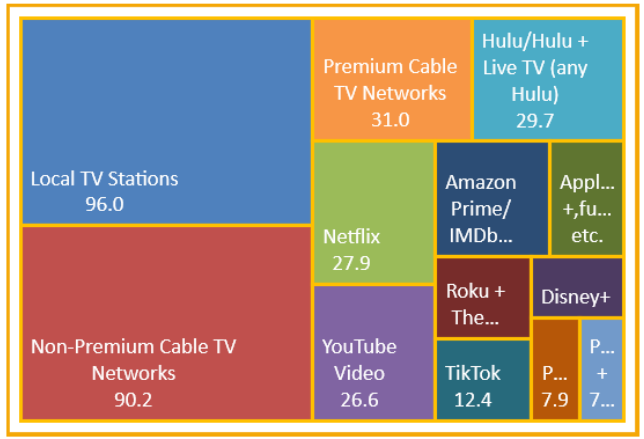
Food products household used past 7 days (HHLD): Tortillas

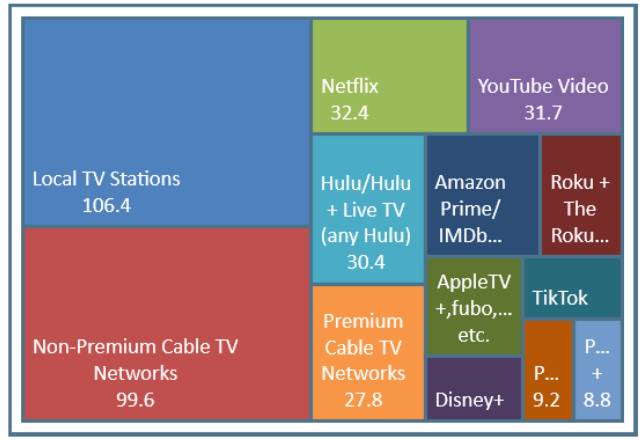
60,286,161 or 67.3% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers watch Ad-Supported Local TV Stations for an average of 91.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

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

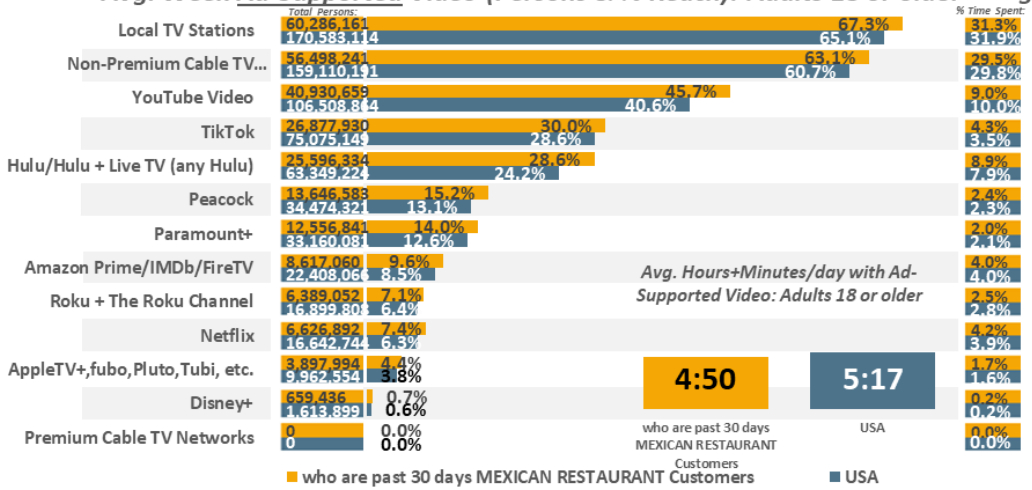


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

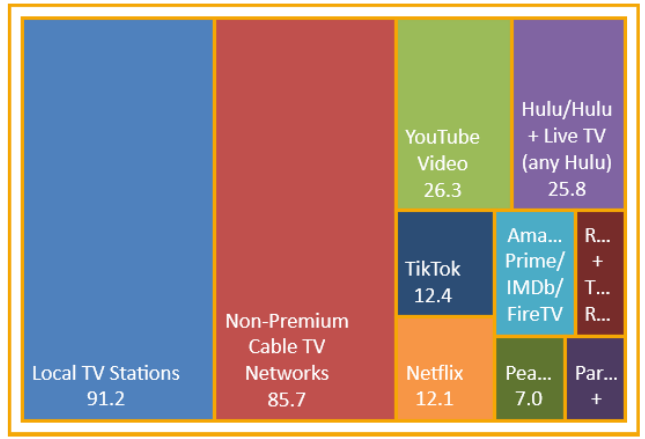


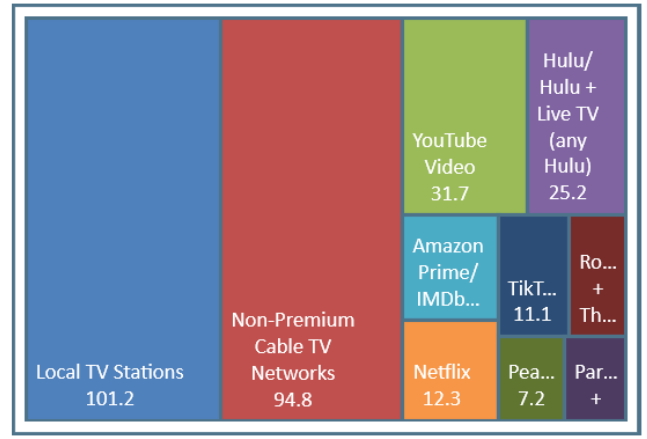


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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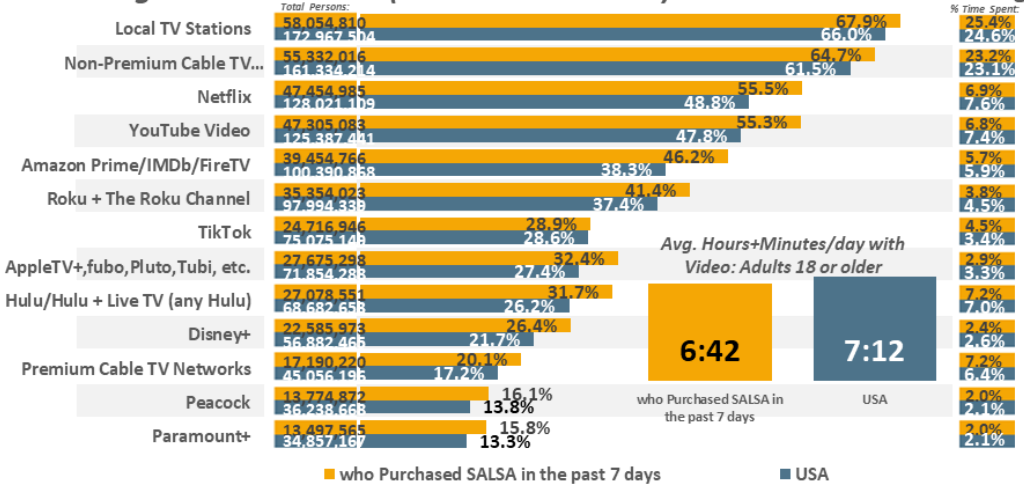
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Types of restaurants used past 30 days: Any Mexican restaurant

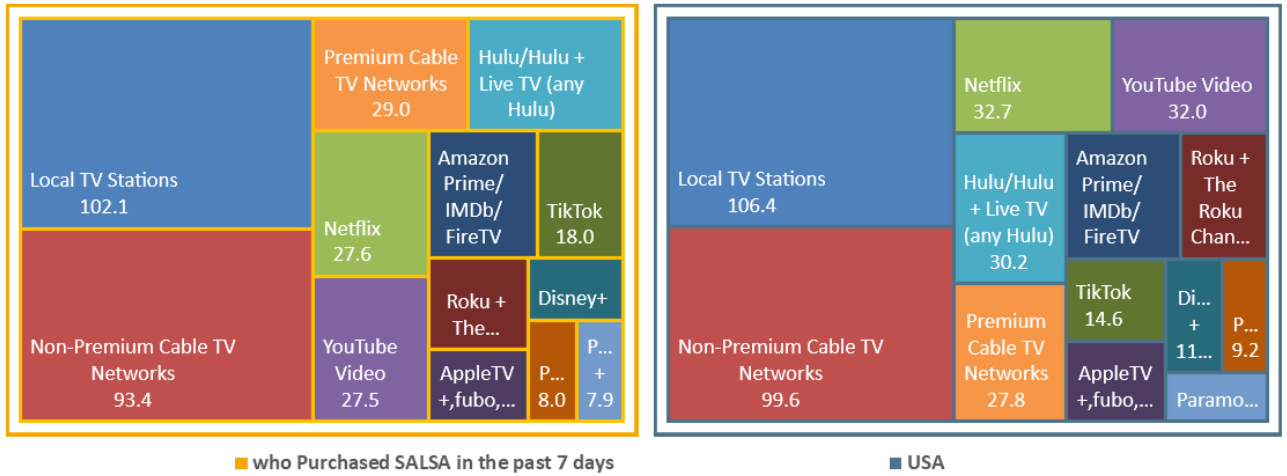


57,140,694 or 66.8% of Adults 18 or older who Purchased SALSA in the past 7 days watch Ad-Supported Local TV Stations for an average of 97. minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

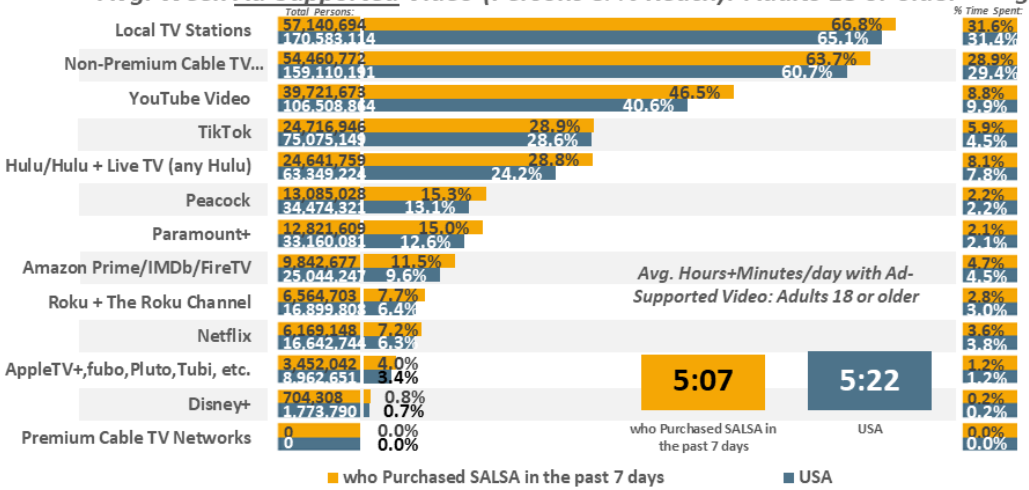
Avg. Week All Video (Persons & % Reach): Adults 18 or older



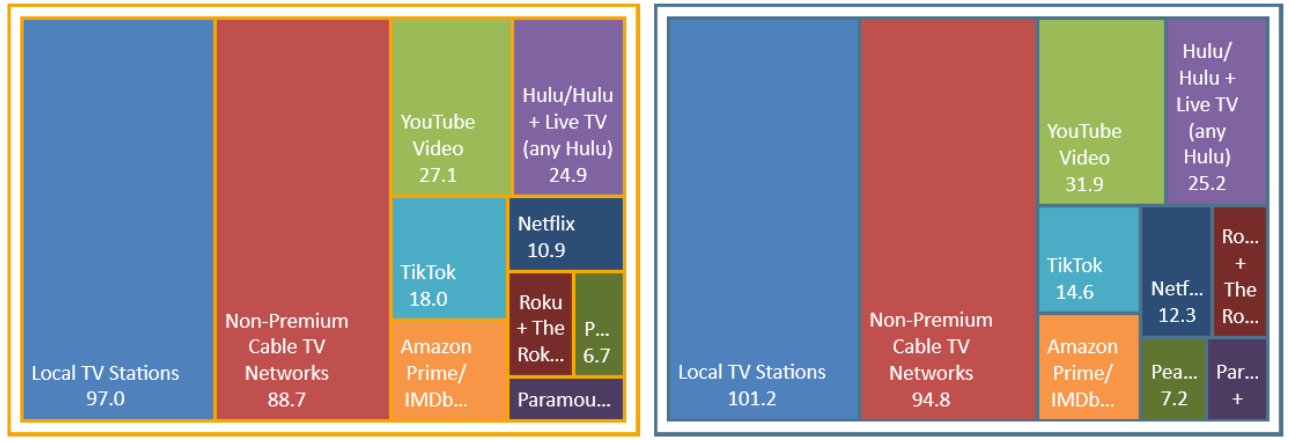
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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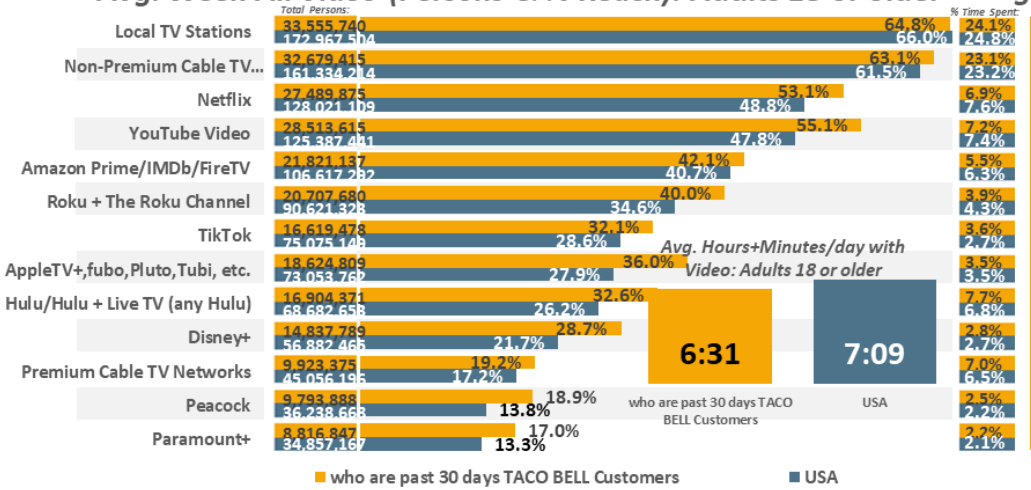
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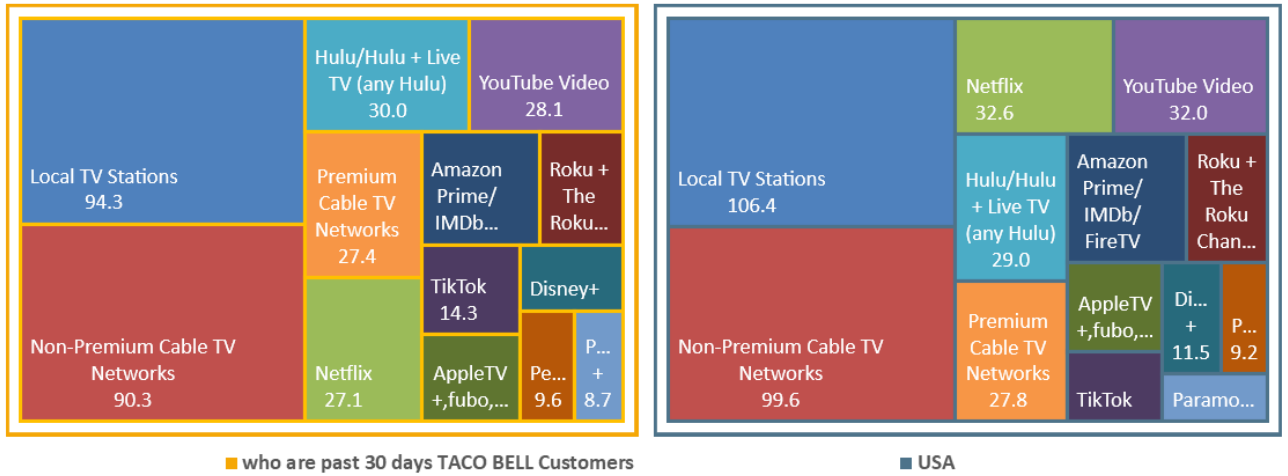
Food products household used past 7 days (HHLD): Salsa

33,064,329 or 63.8% of Adults 18 or older who are past 30 days TACO BELL Customers watch Ad-Supported Local TV Stations for an average of 89.8 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

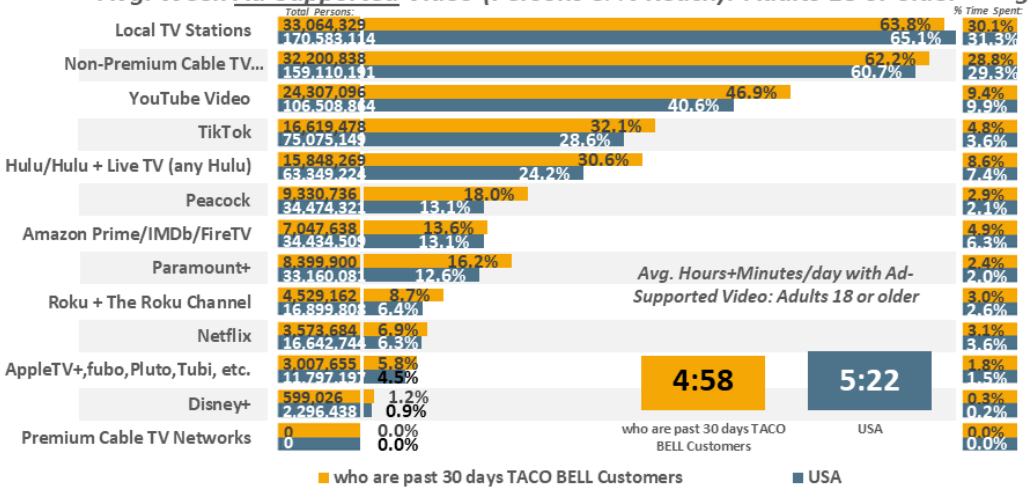
Avg. Week All Video (Persons & % Reach): Adults 18 or older



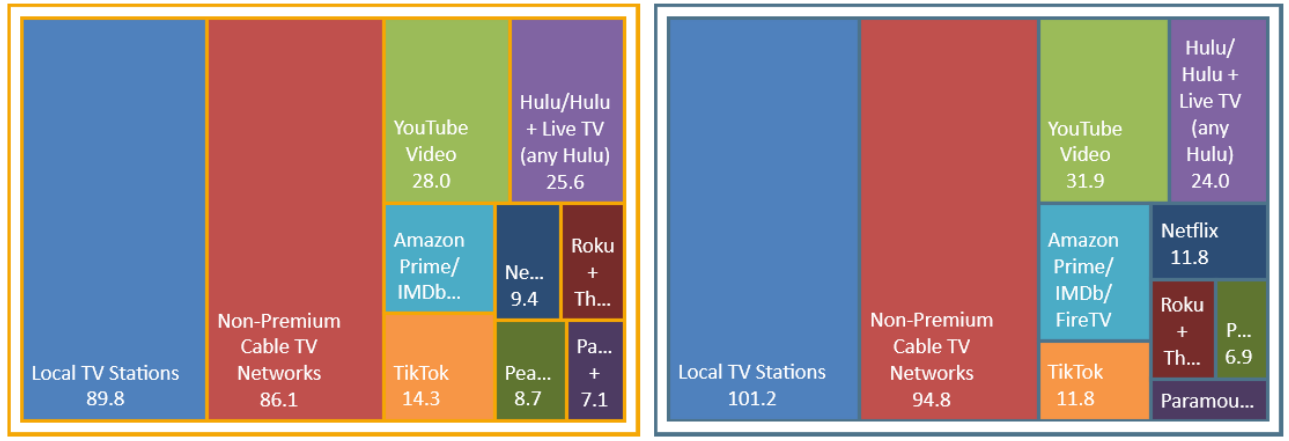
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



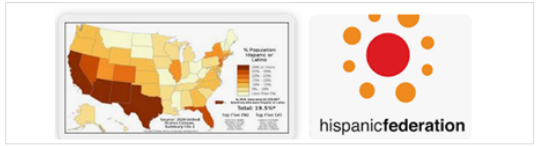
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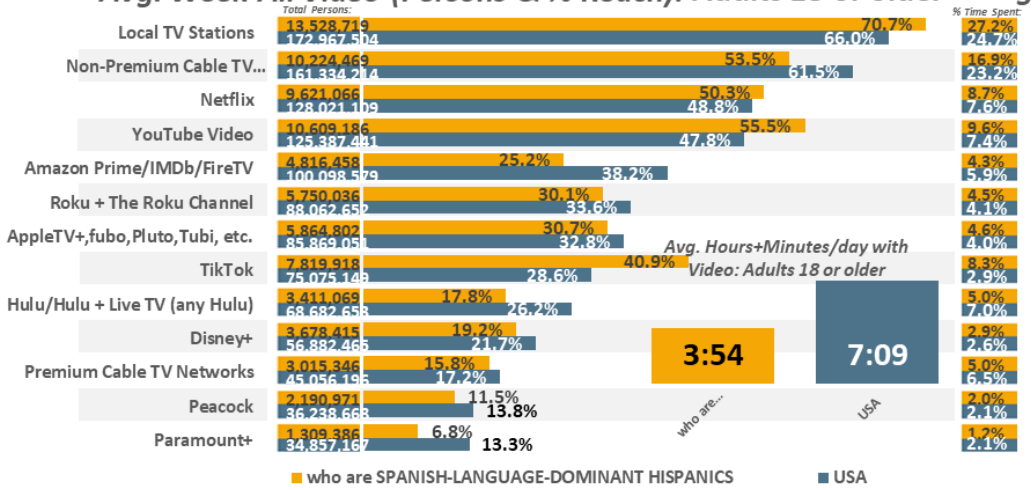
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Quick service restaurants used past 30 days: Taco Bell

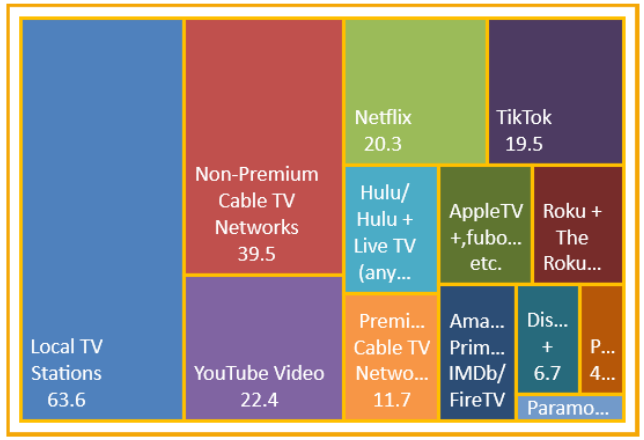


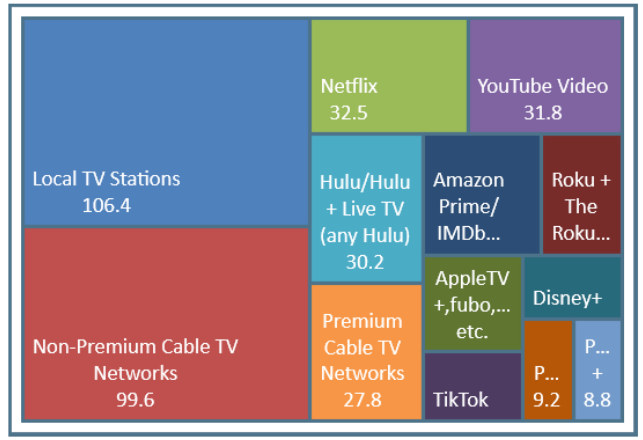
13,351,239 or 69.8% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

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

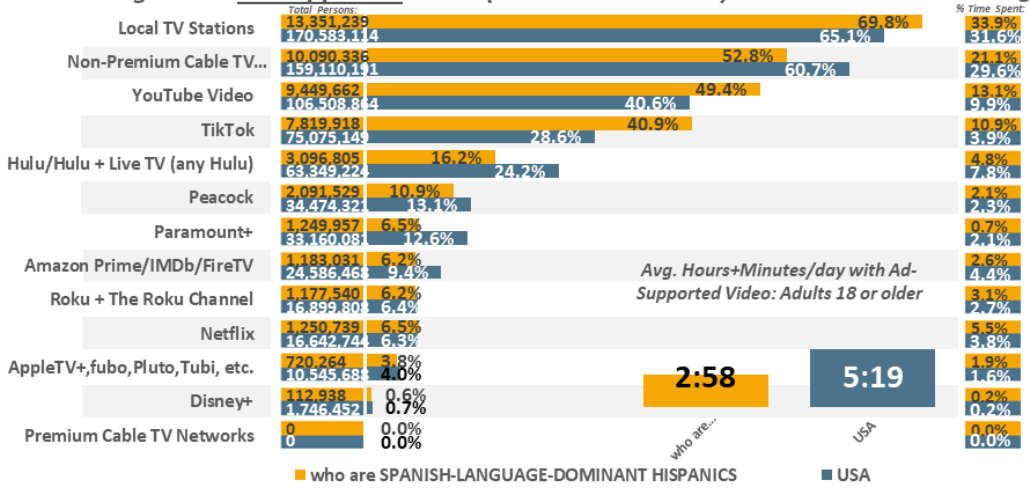


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

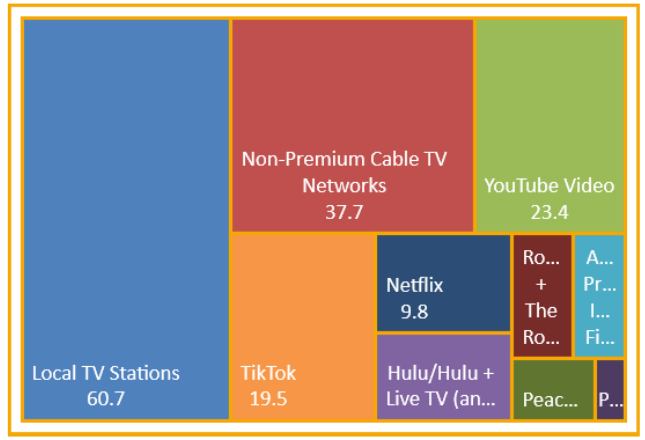


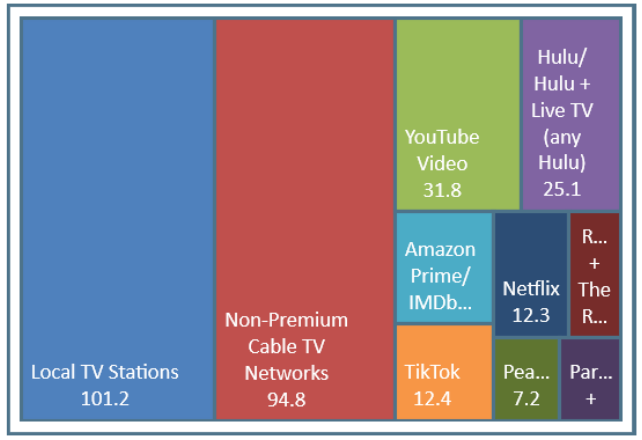


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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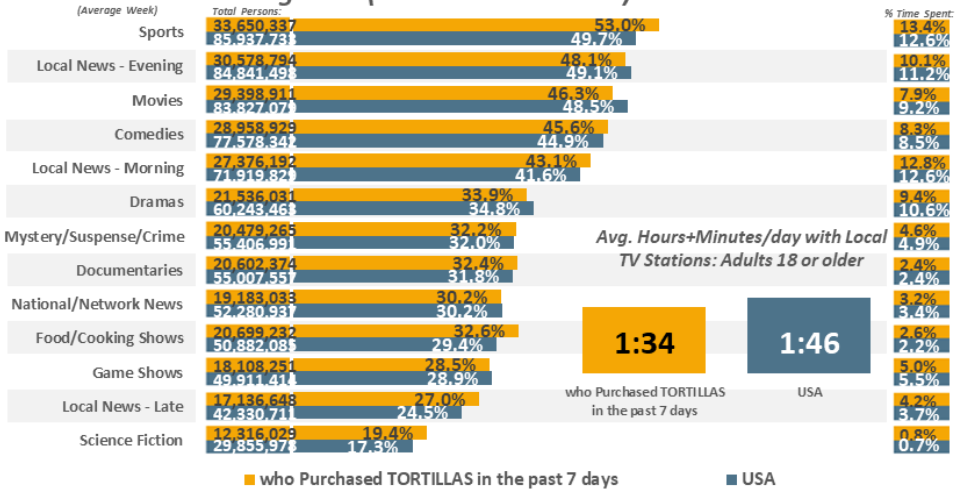
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Among Hispanics:Spanish language dominant: Yes

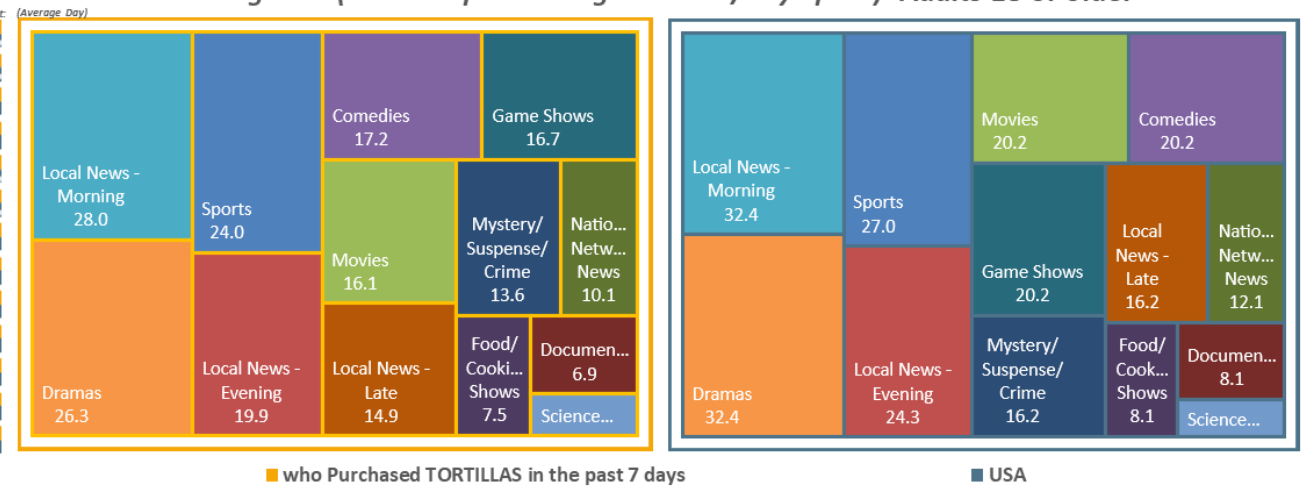


62,568,281 or 64.1% of Adults 18 or older who Purchased TORTILLAS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

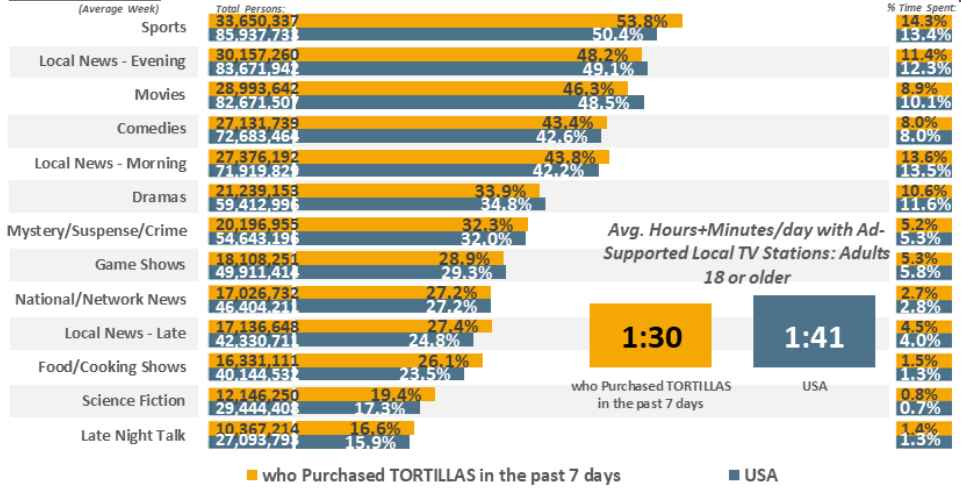
Local TV Station Programs (Persons & % Reach): Adults 18 or older



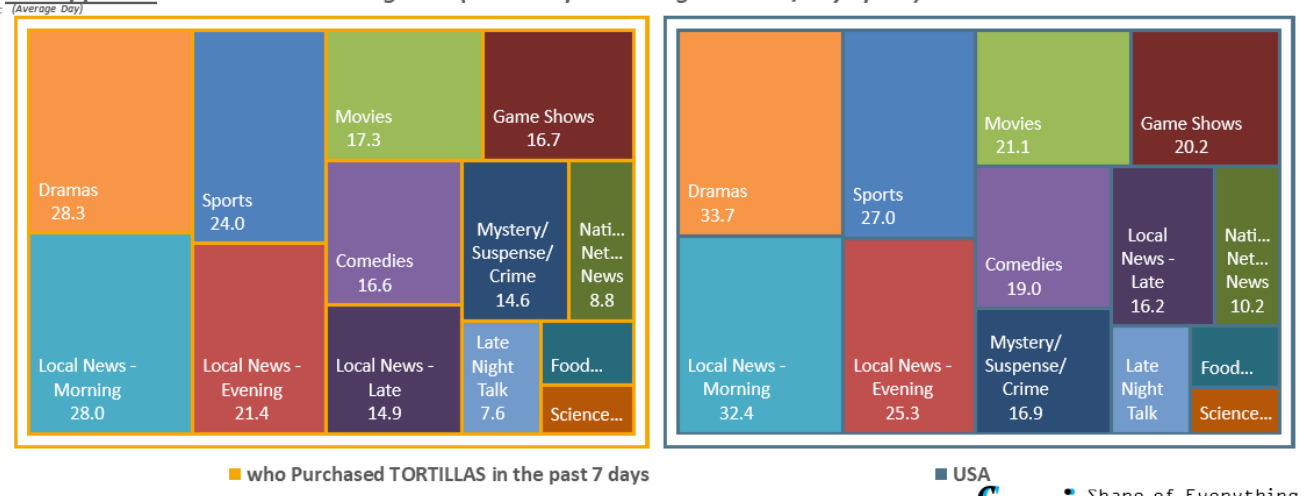
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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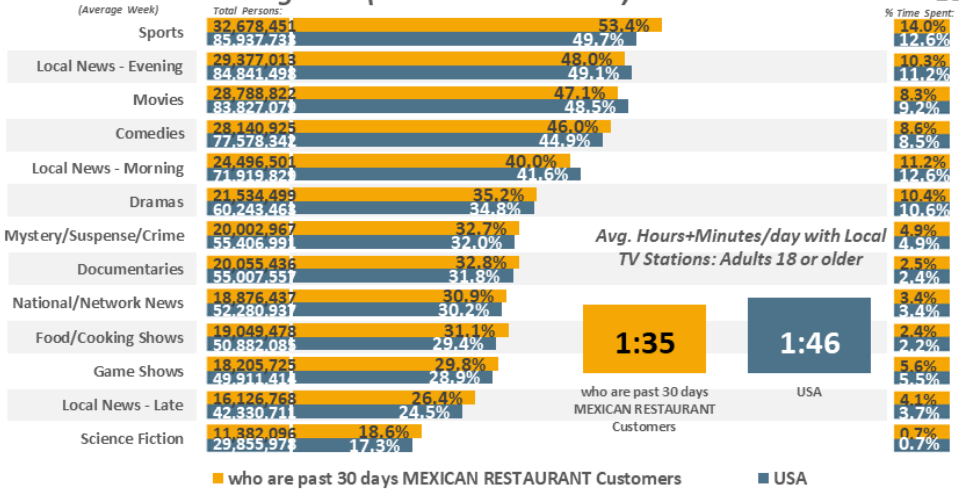
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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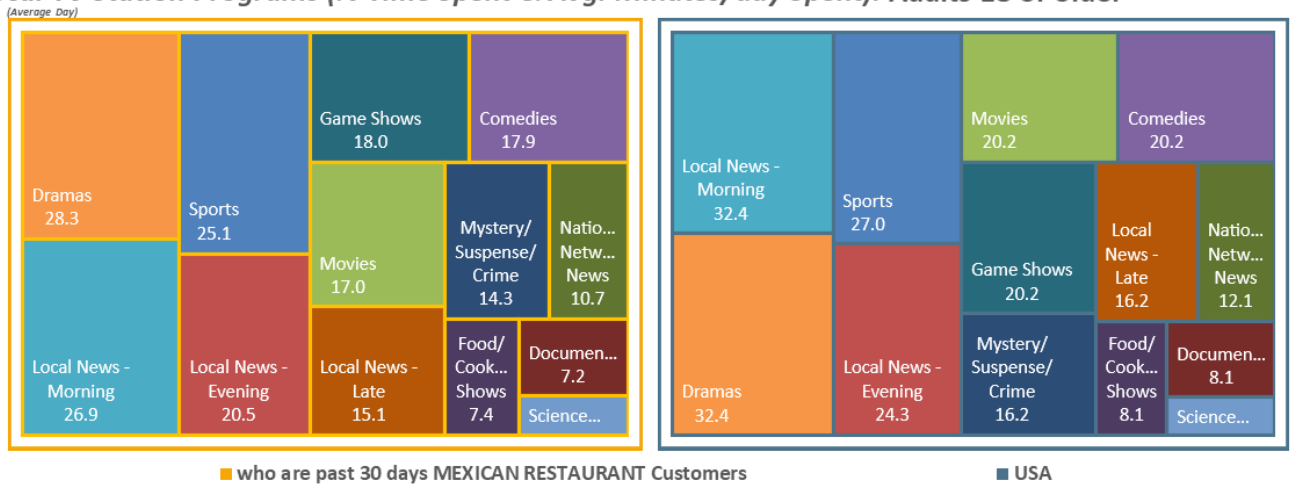
Food products household used past 7 days (HHLD): Tortillas

60,286,161 or 67.3% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

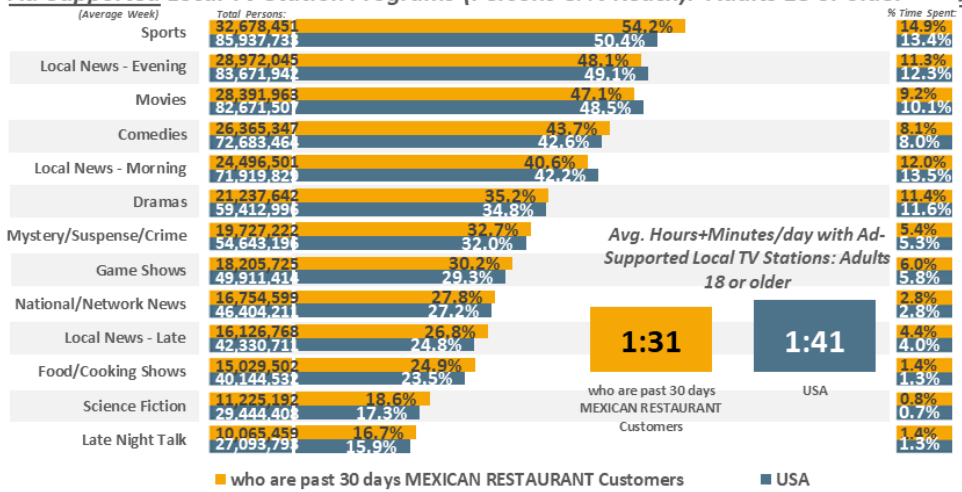
Local TV Station Programs (Persons & % Reach): Adults 18 or older



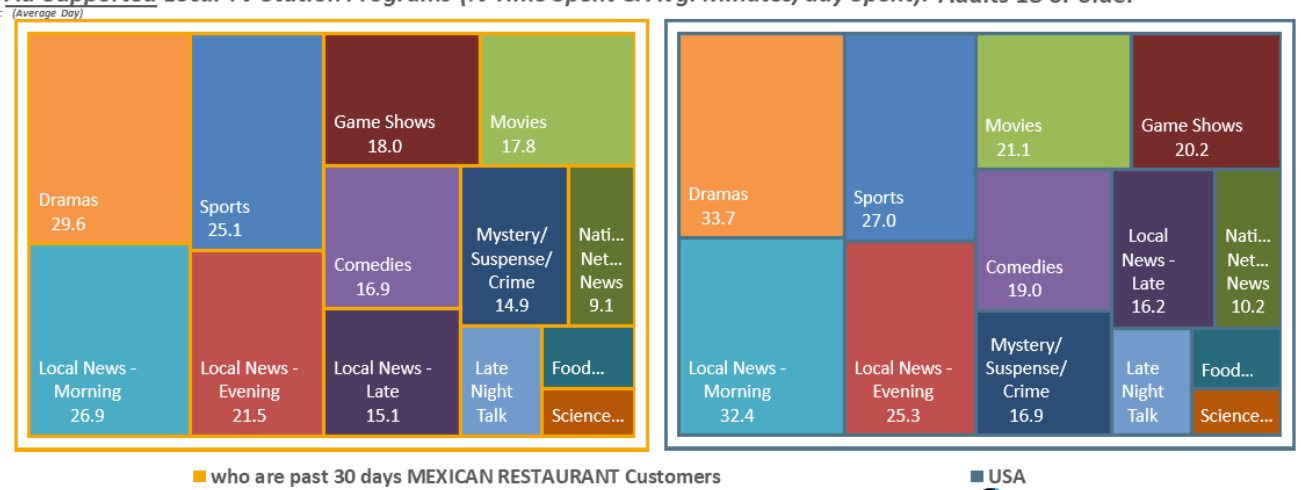
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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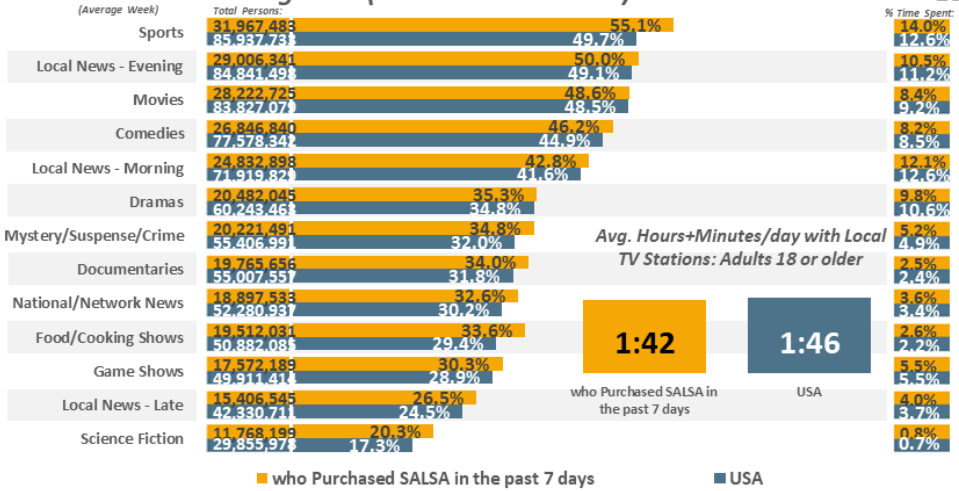
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Types of restaurants used past 30 days: Any Mexican restaurant

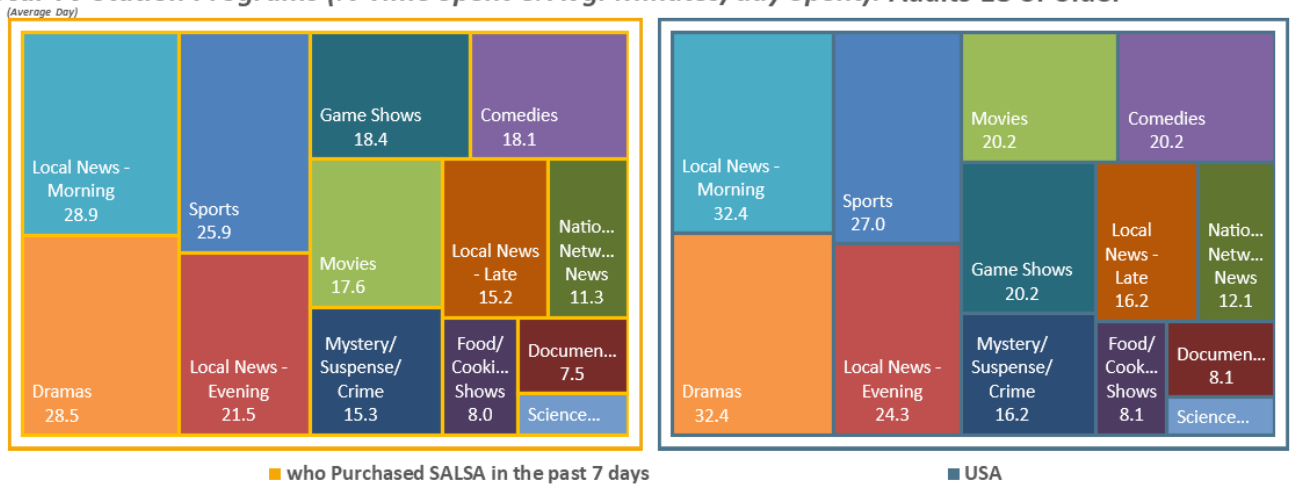


57,140,694 or 66.8% of Adults 18 or older who Purchased SALSA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

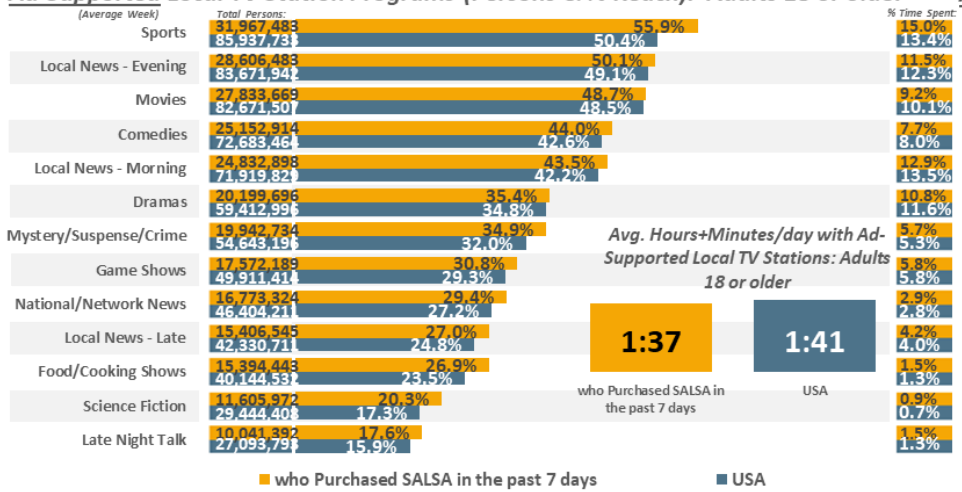
Local TV Station Programs (Persons & % Reach): Adults 18 or older



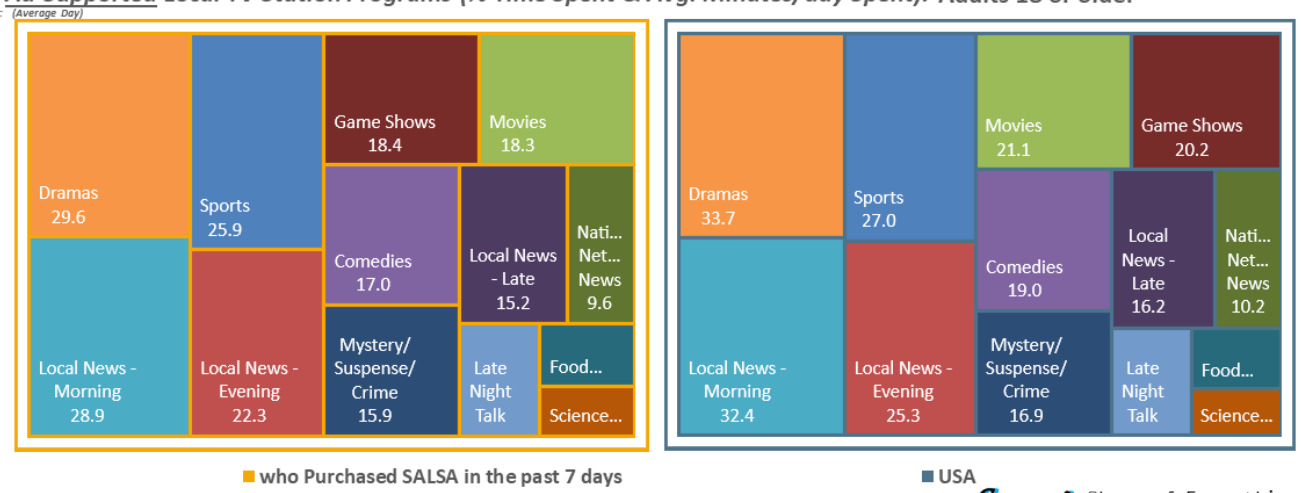
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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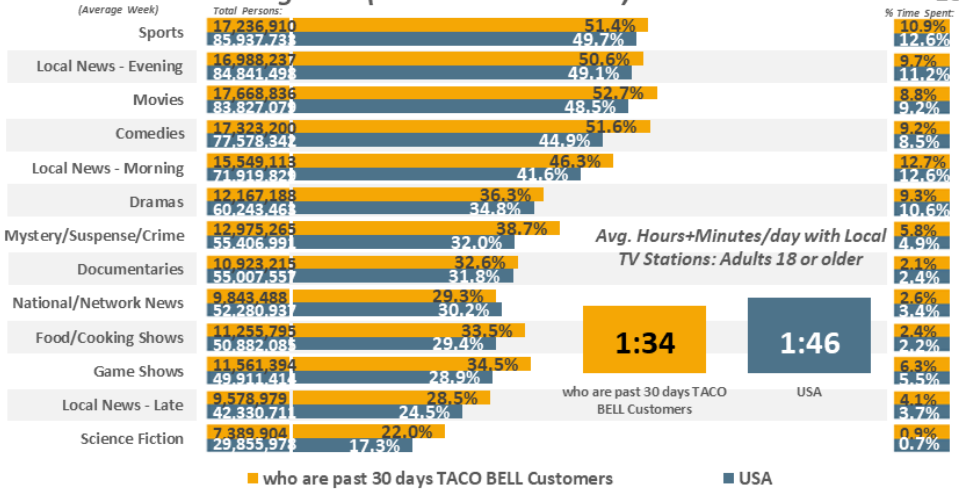
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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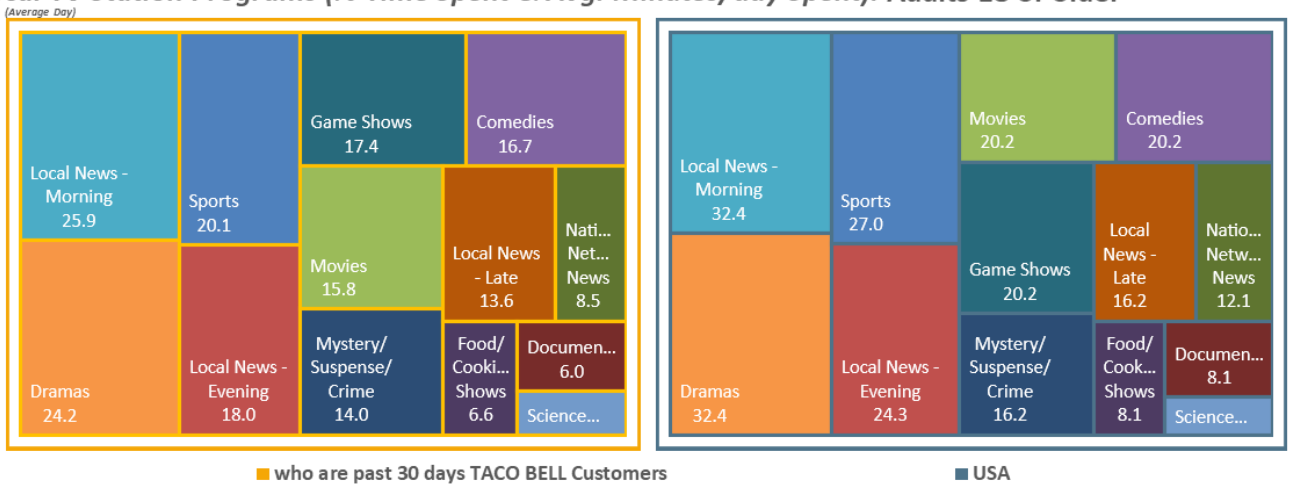
Food products household used past 7 days (HHLD): Salsa

33,064,329 or 63.8% of Adults 18 or older who are past 30 days TACO BELL Customers watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Local News - Morning, and Mystery/Suspense/Crime.

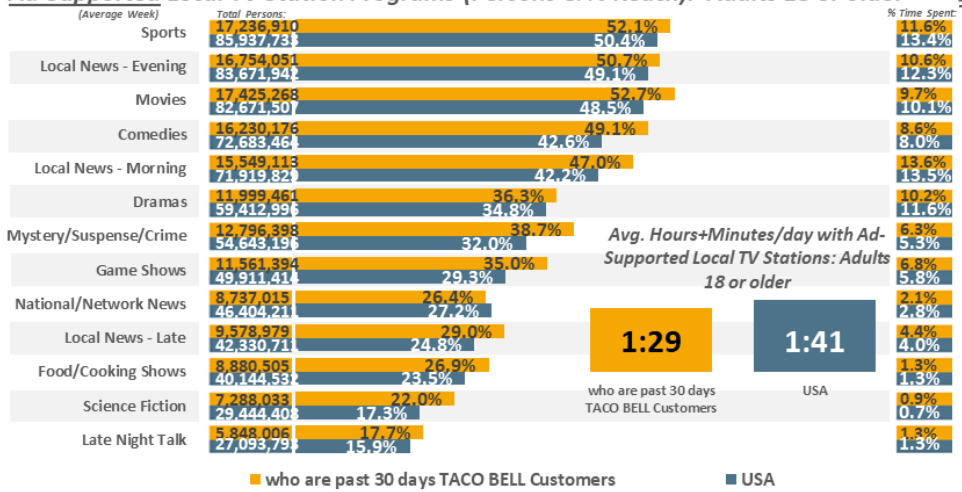
Local TV Station Programs (Persons & % Reach): Adults 18 or older



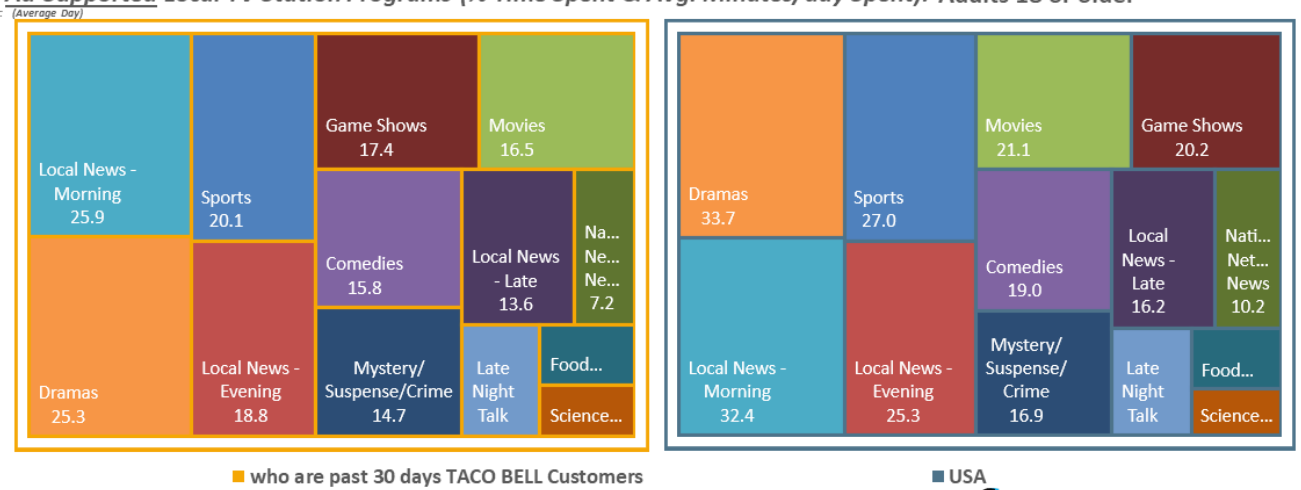
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



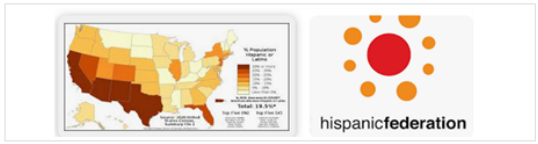
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

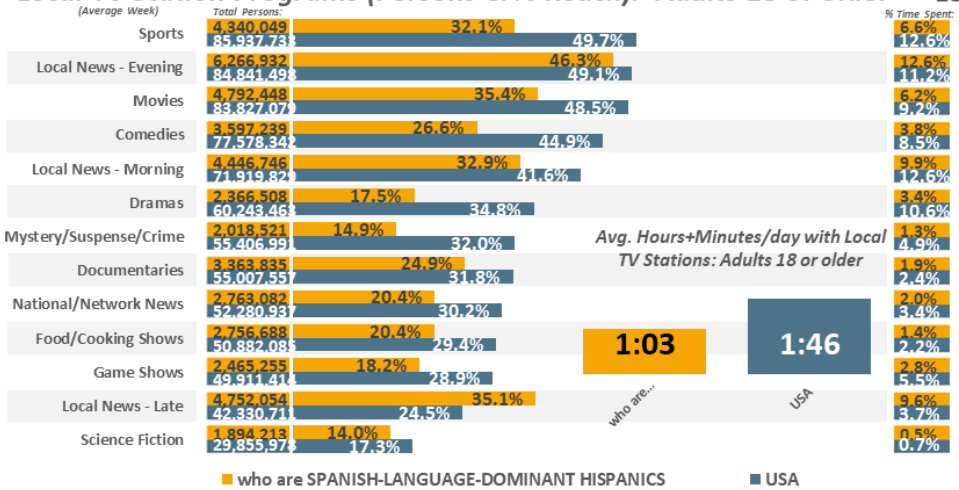
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Quick service restaurants used past 30 days: Taco Bell

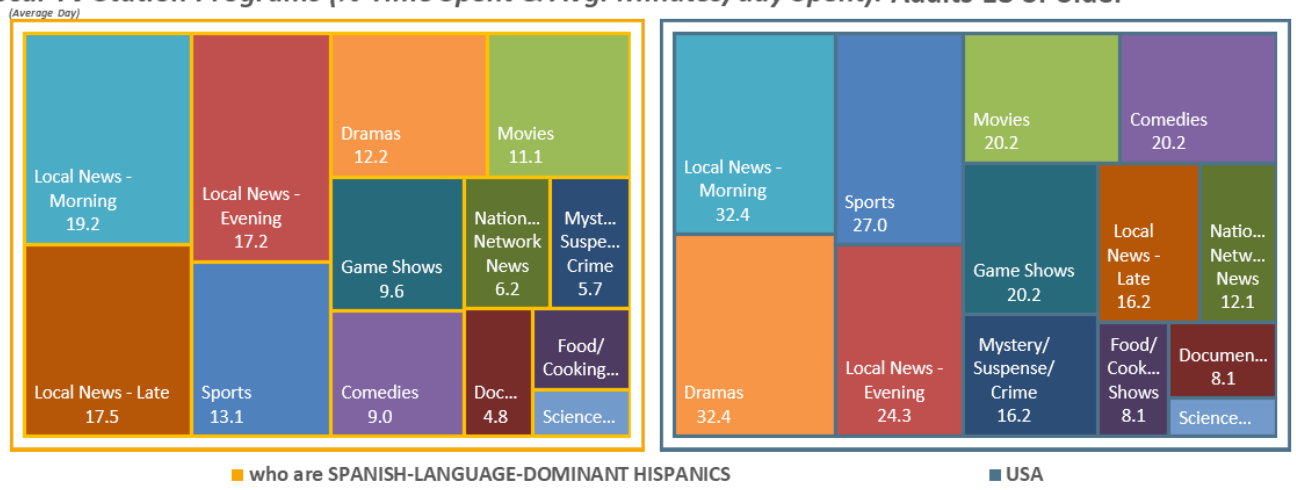


13,351,239 or 69.8% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Late, Movies, Local News - Morning, Sports, and Comedies.

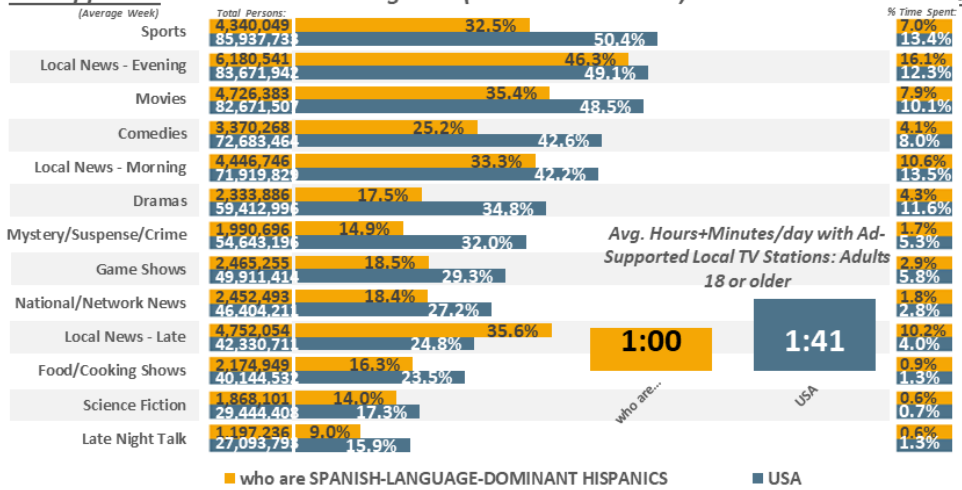
Local TV Station Programs (Persons & % Reach): Adults 18 or older



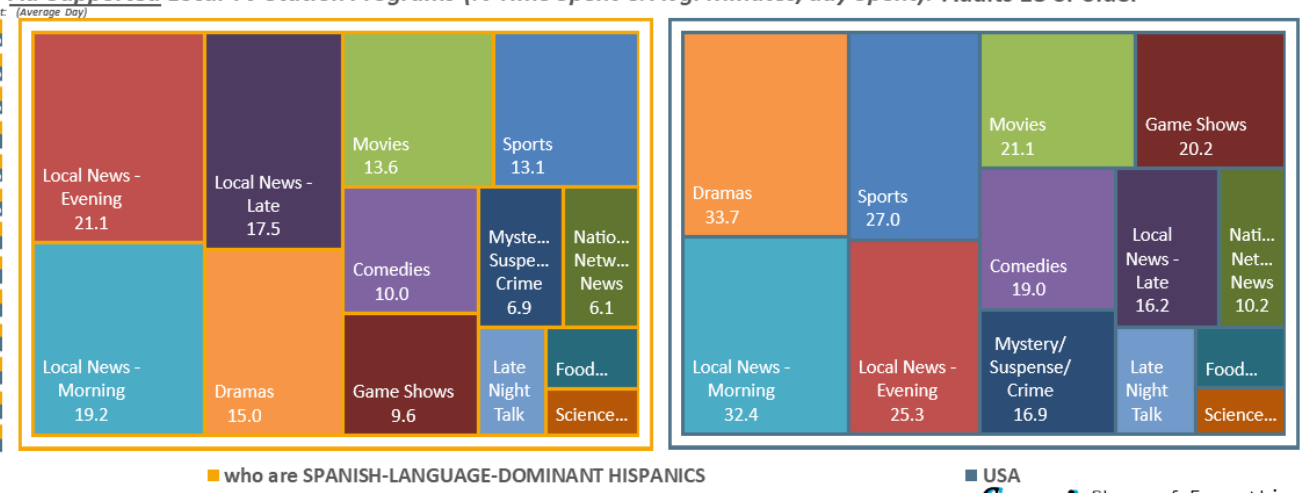
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

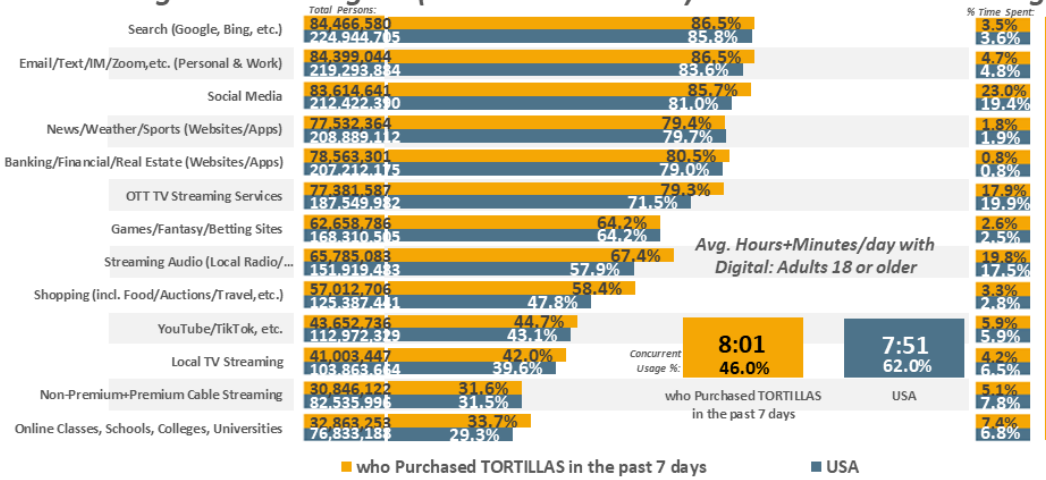
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Among Hispanics:Spanish language dominant: Yes

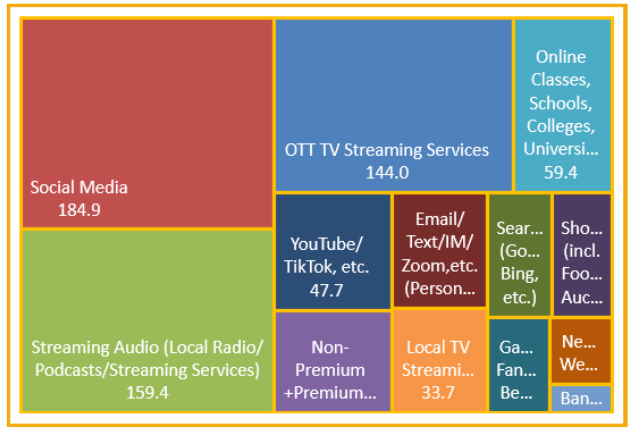


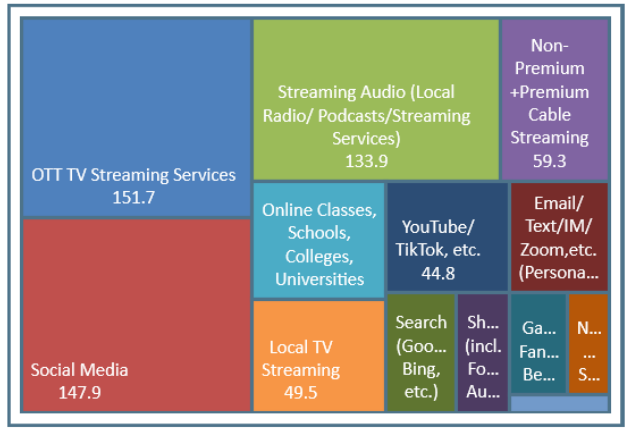
74,772,232 or 76.6% of Adults 18 or older who Purchased TORTILLAS in the past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

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

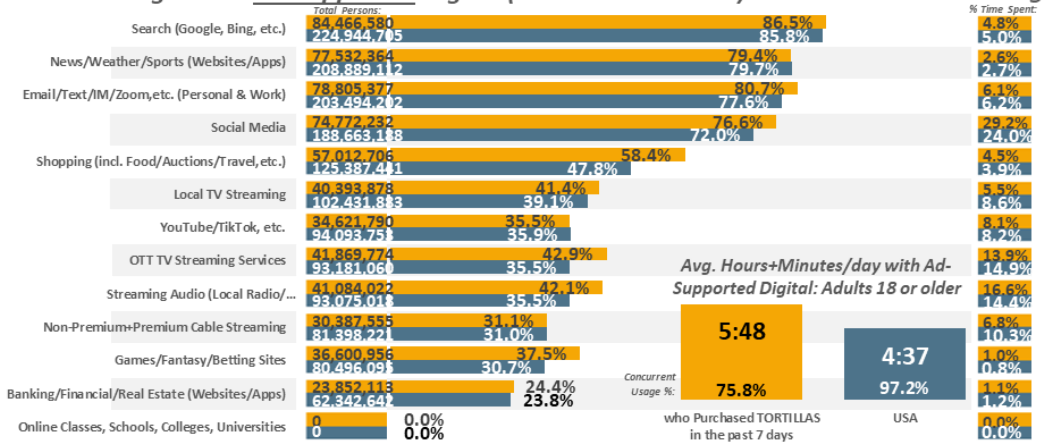


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

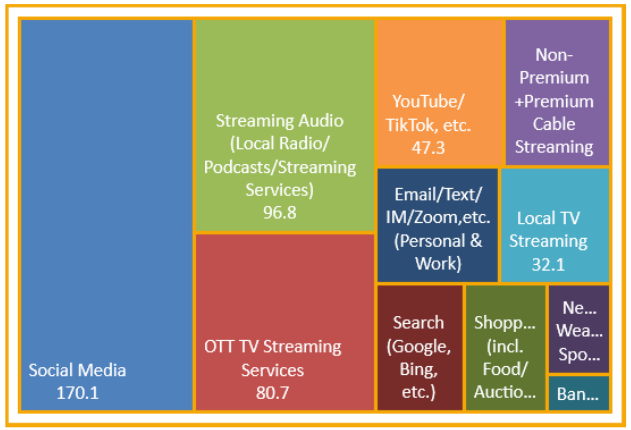


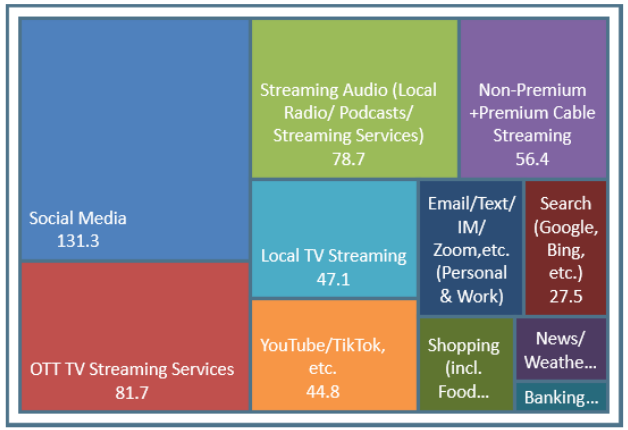


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

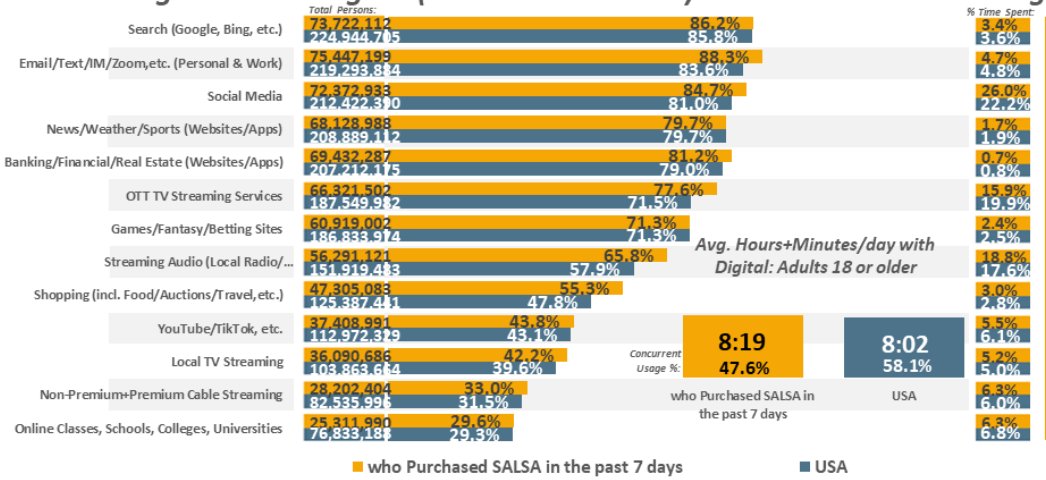
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Food products household used past 7 days (HHLD): Tortillas

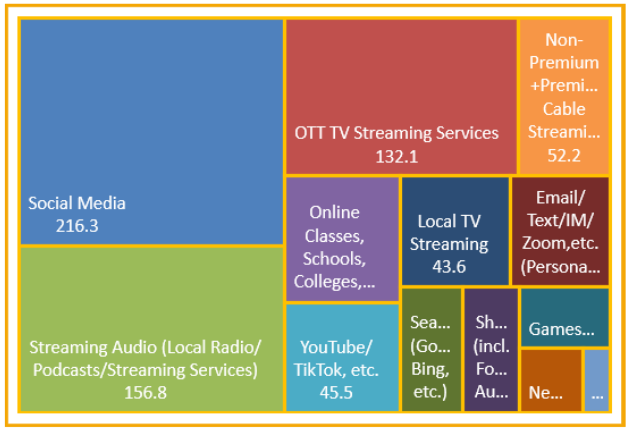


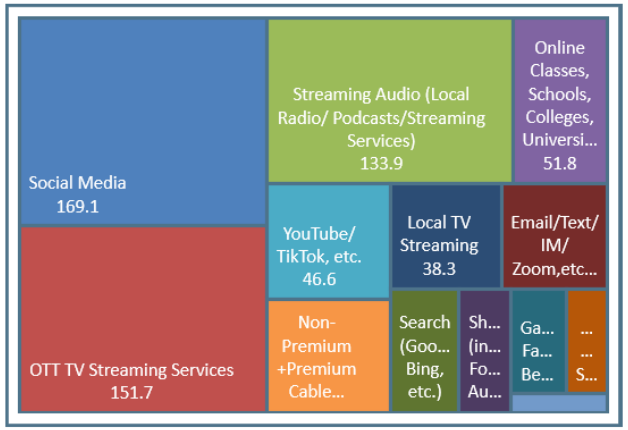
64,418,471 or 75.4% of Adults 18 or older who Purchased SALSA in the past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

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

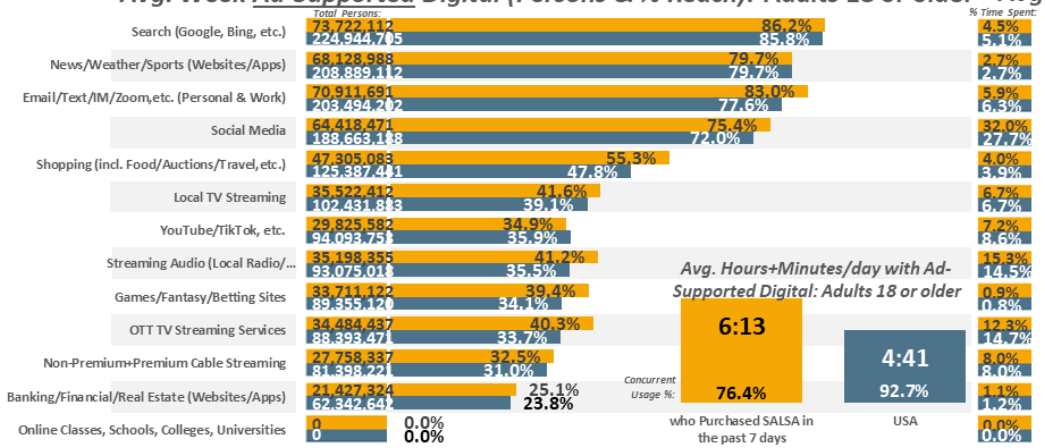


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

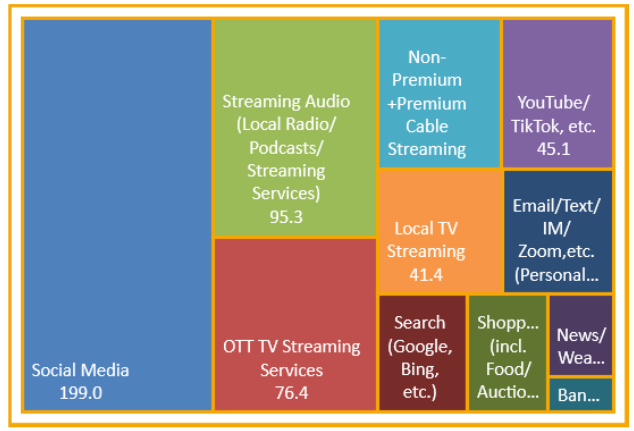


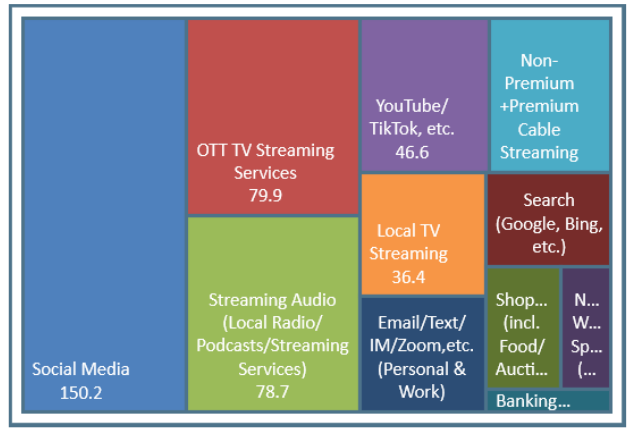


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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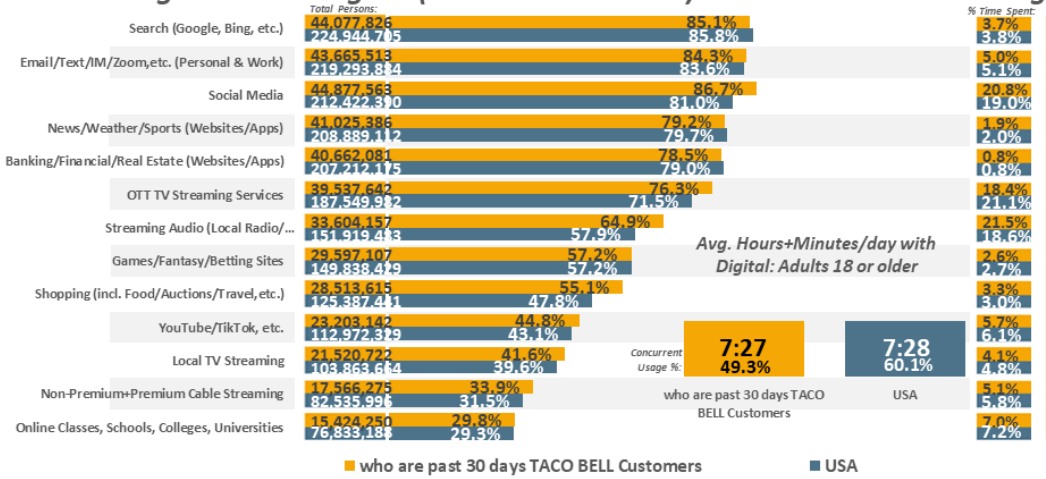
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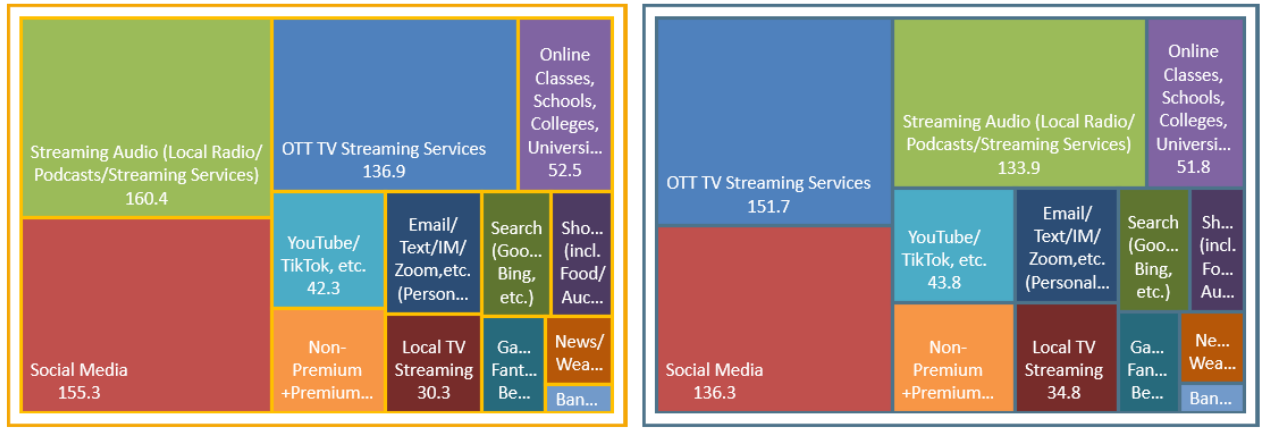


39,635,432 or 76.5% of Adults 18 or older who are past 30 days TACO BELL Customers use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

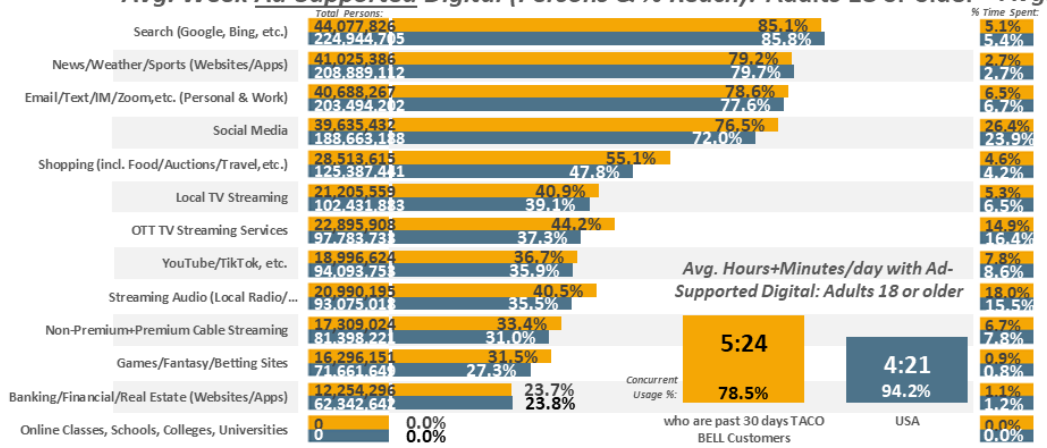
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



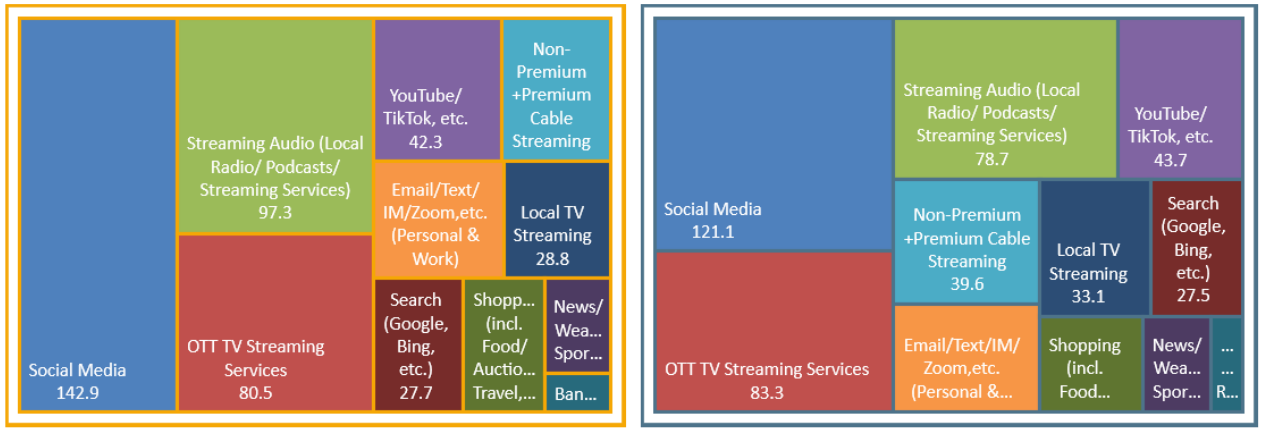
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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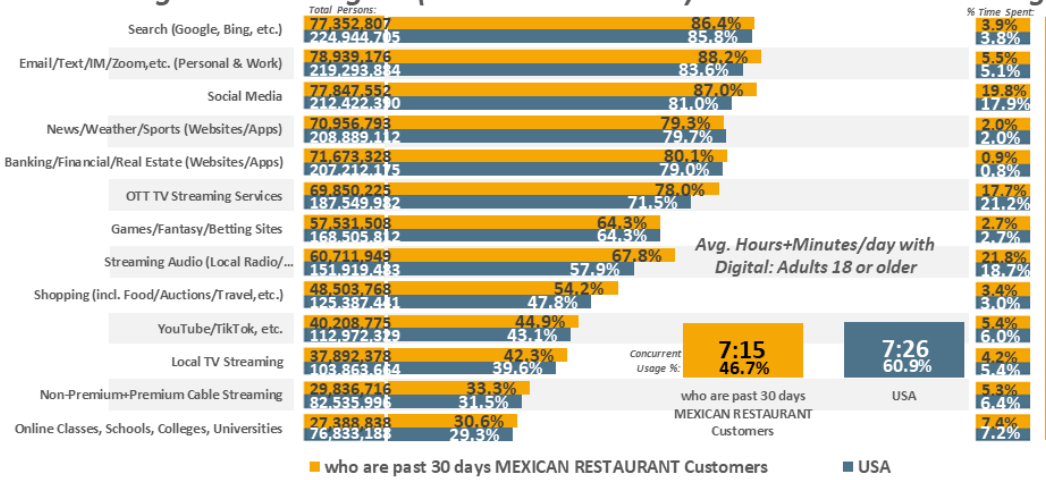
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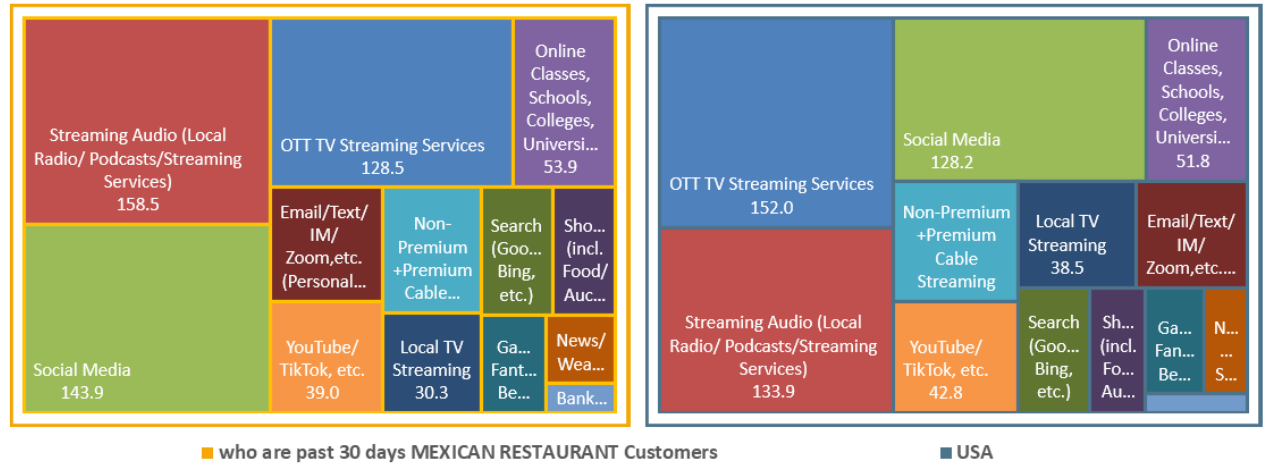
Quick service restaurants used past 30 days: Taco Bell

68,787,186 or 76.8% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

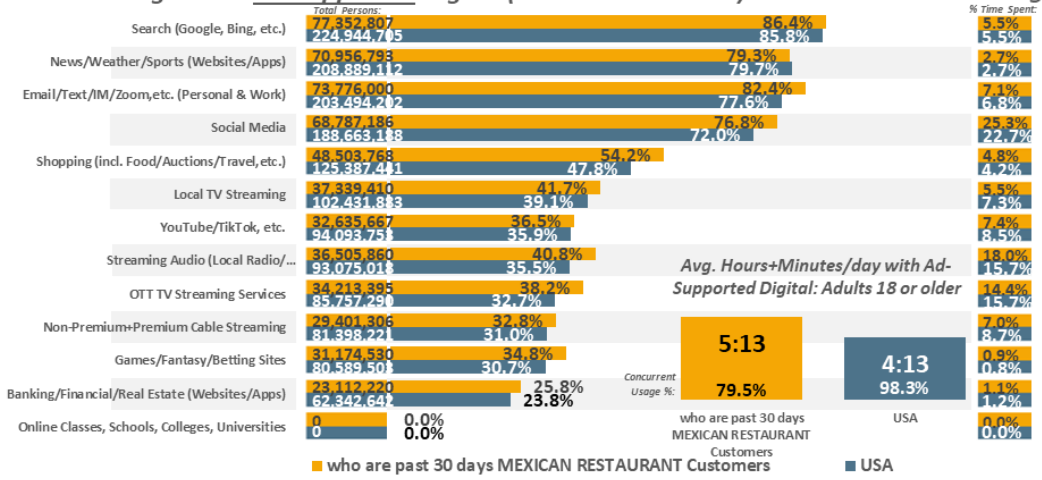
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



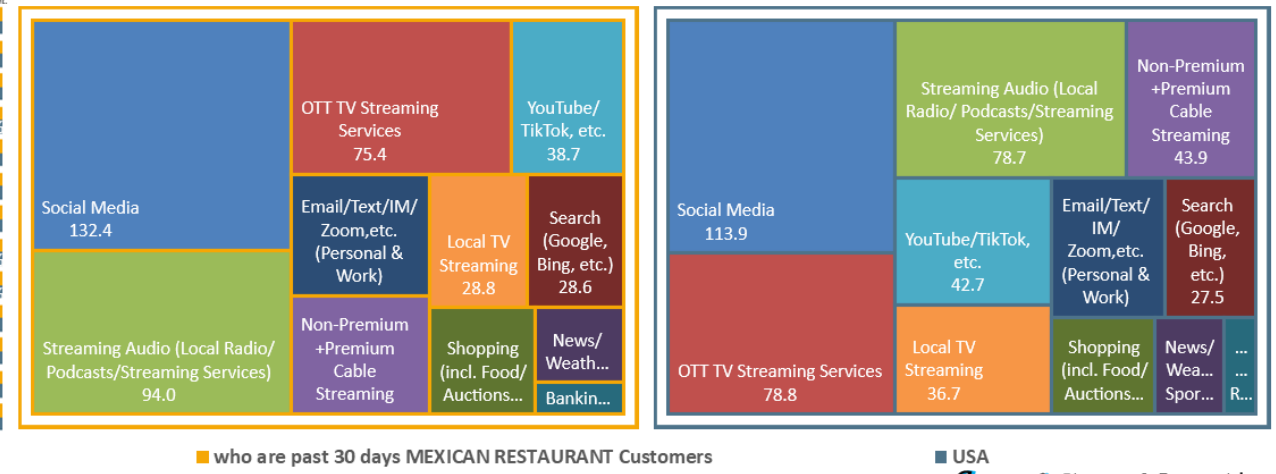
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



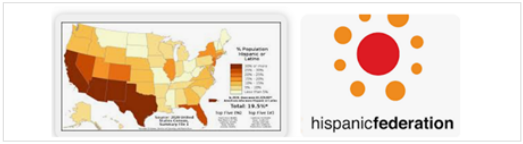
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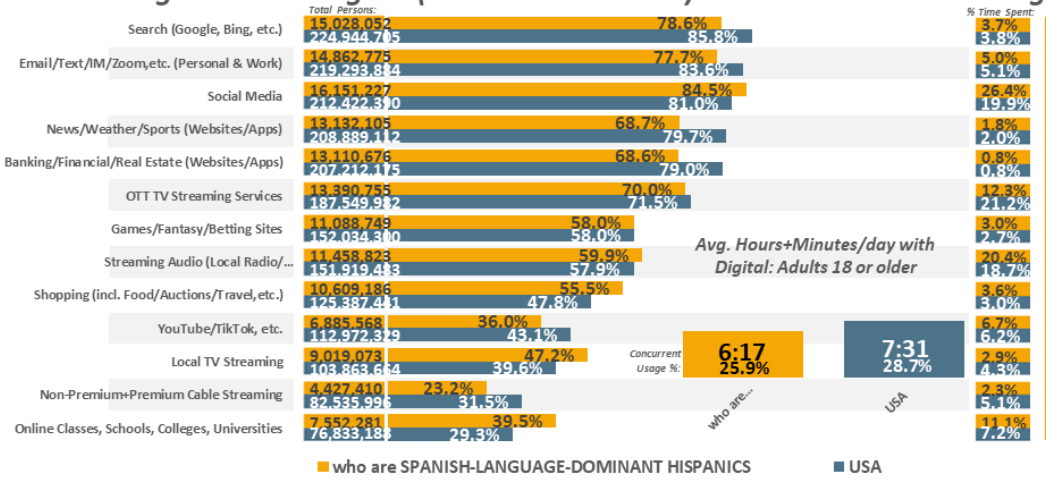
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Types of restaurants used past 30 days: Any Mexican restaurant

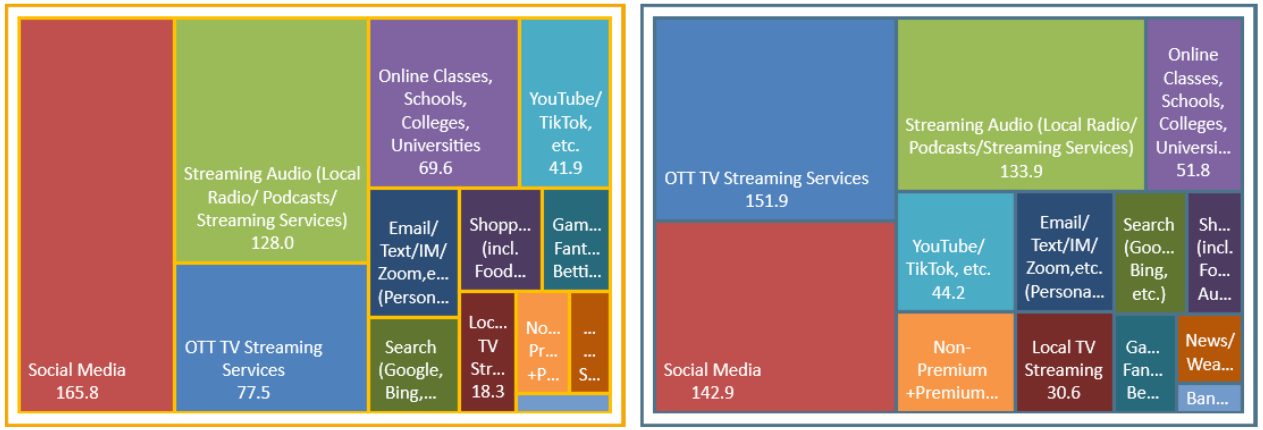


14,612,984 or 76.4% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS use Ad-Supported Social Media for an average of 150. minutes every day representing 33.8% of all time spent daily with Ad-Supported Digital Media.

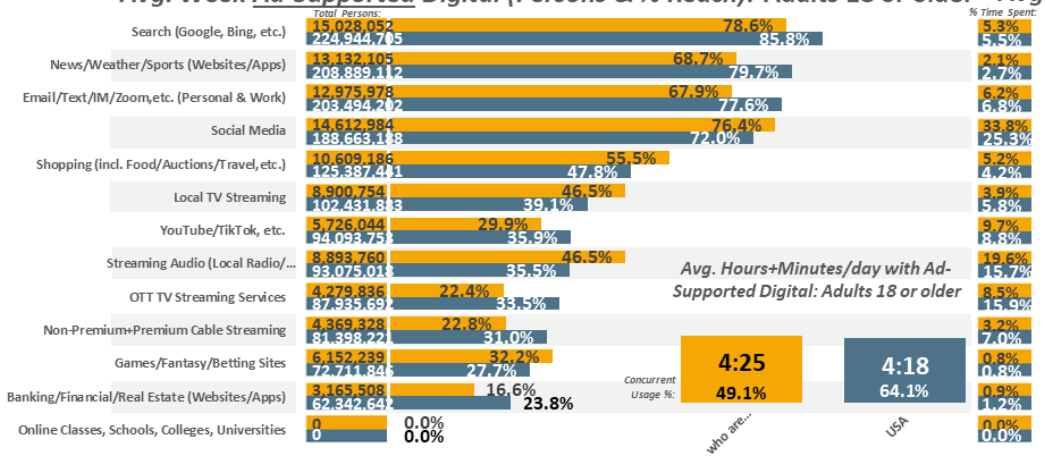
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



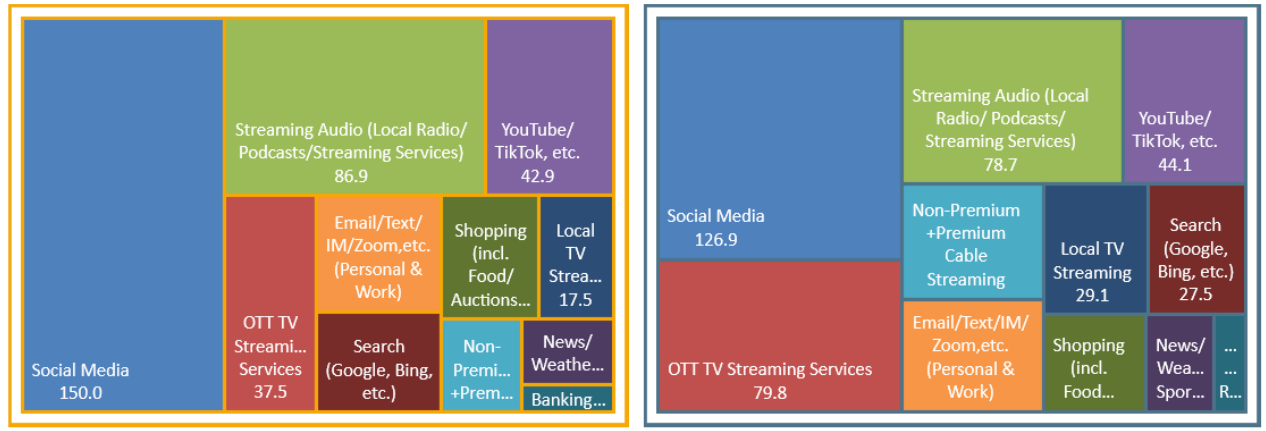
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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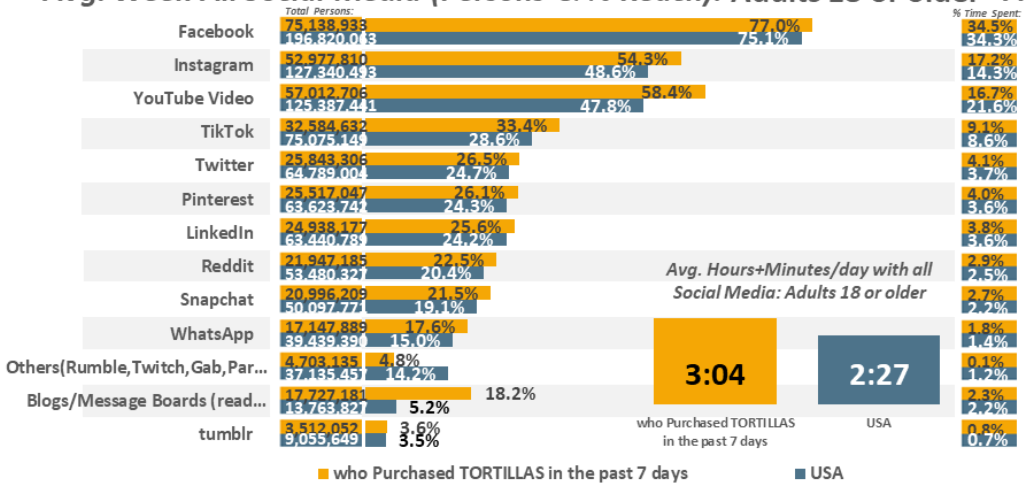
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Among Hispanics:Spanish language dominant: Yes

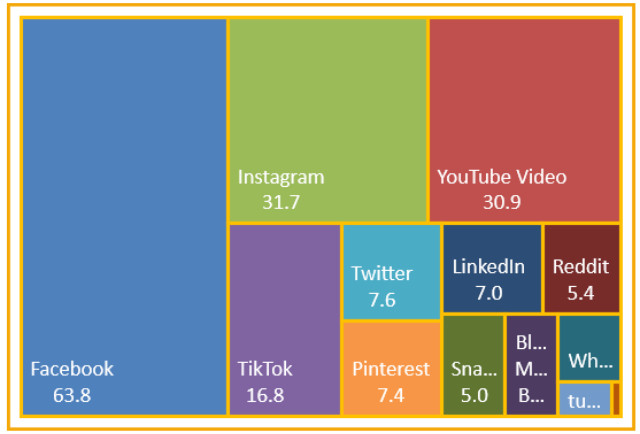


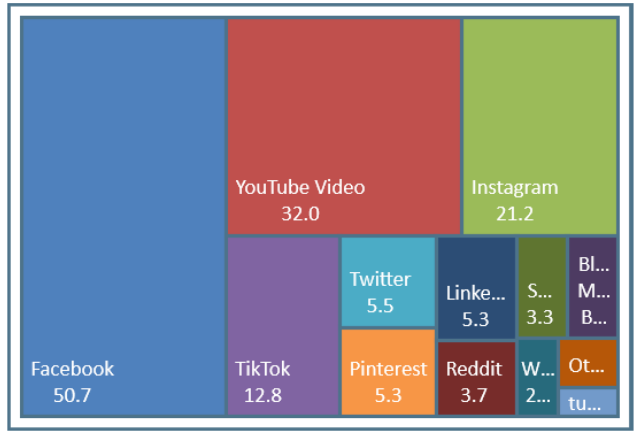
74,772,232 or 76.6% of Adults 18 or older who Purchased TORTILLAS in the past 7 days use Ad-Supported Facebook for an average of 57.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

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

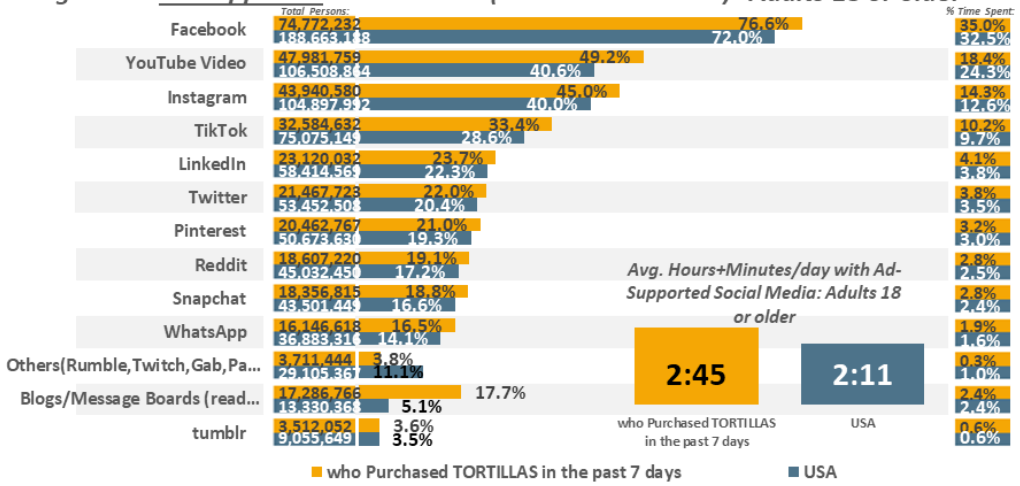


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

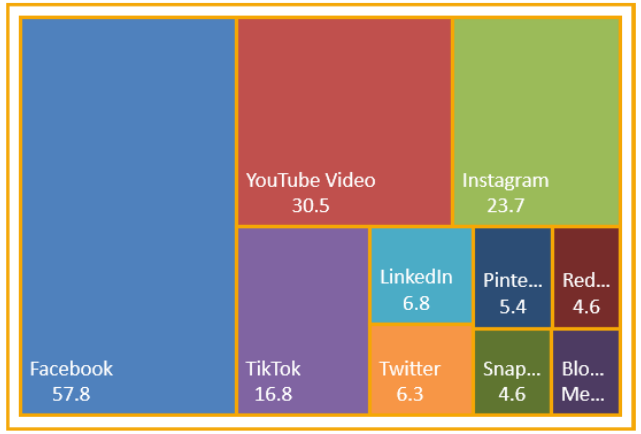


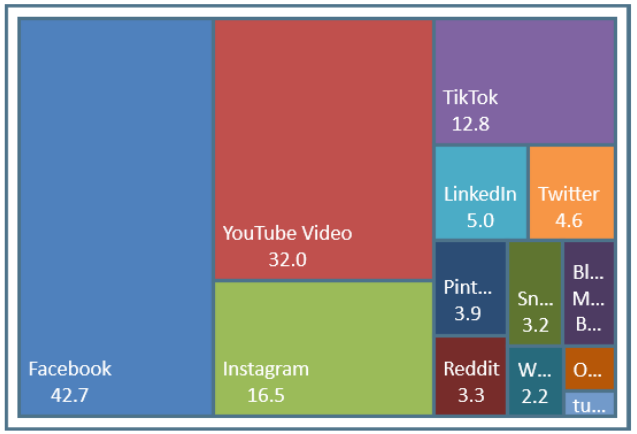


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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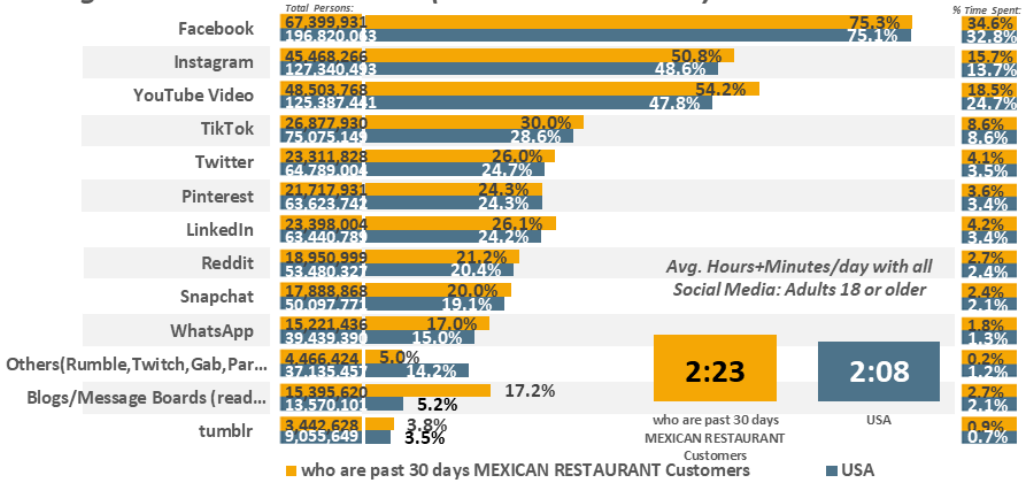
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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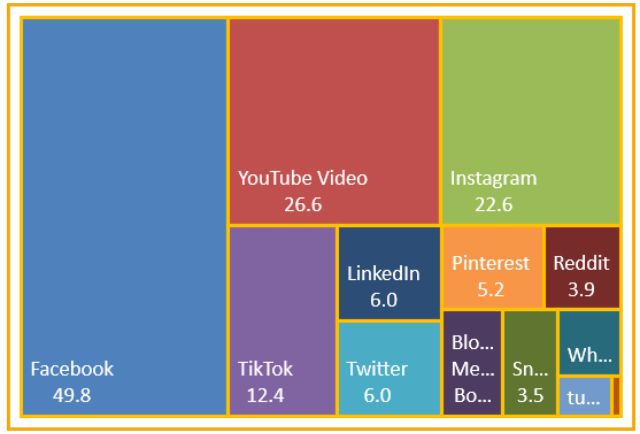
Food products household used past 7 days (HHLD): Tortillas

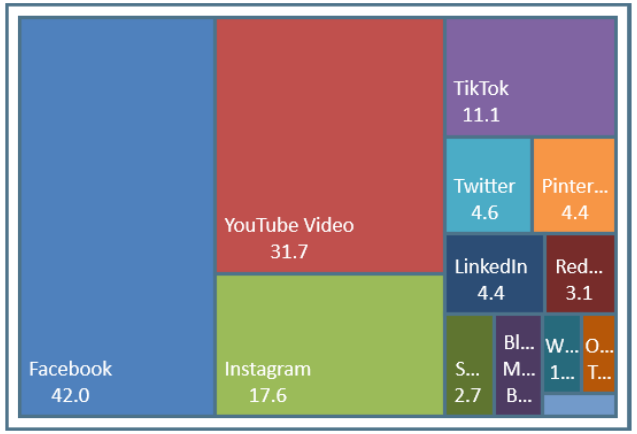
67,399,931 or 75.3% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers use Ad-Supported Facebook for an average of 43.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

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

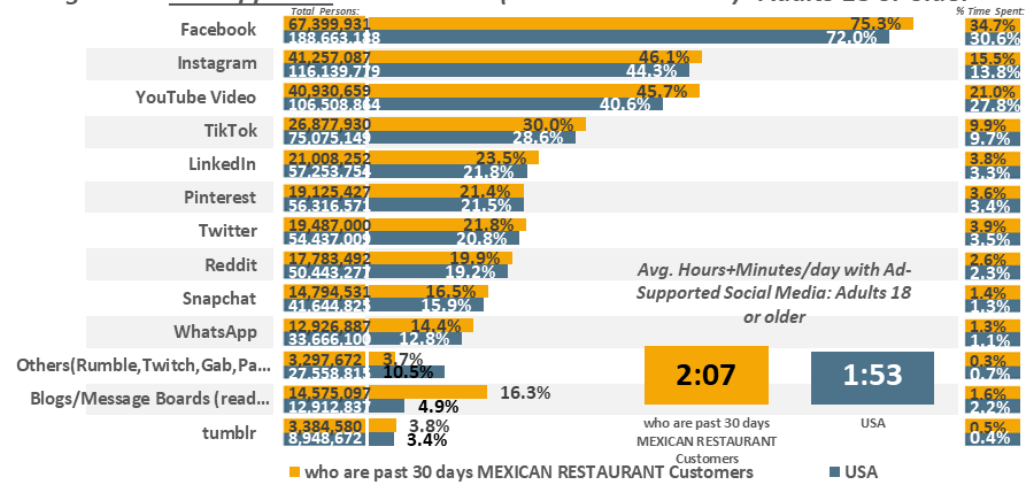


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

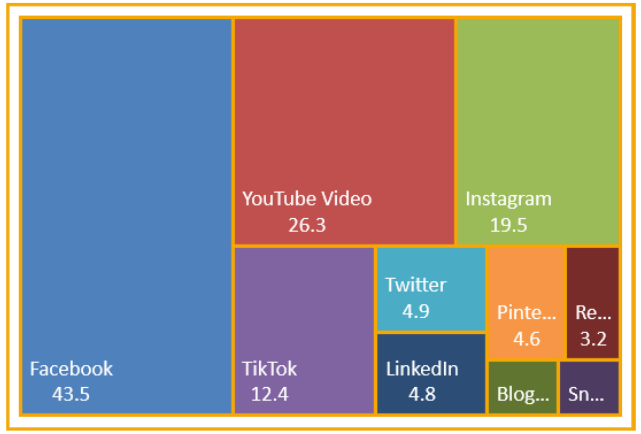


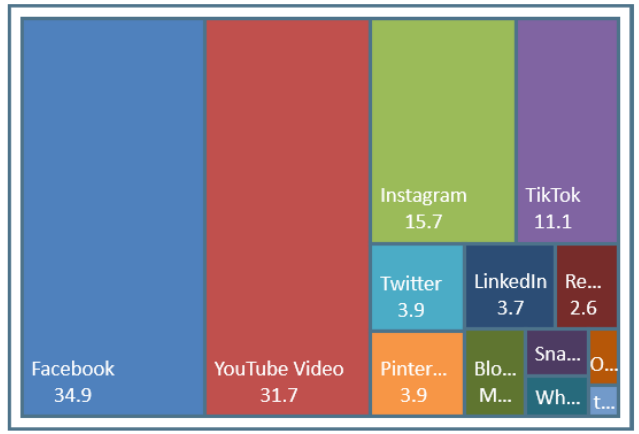


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

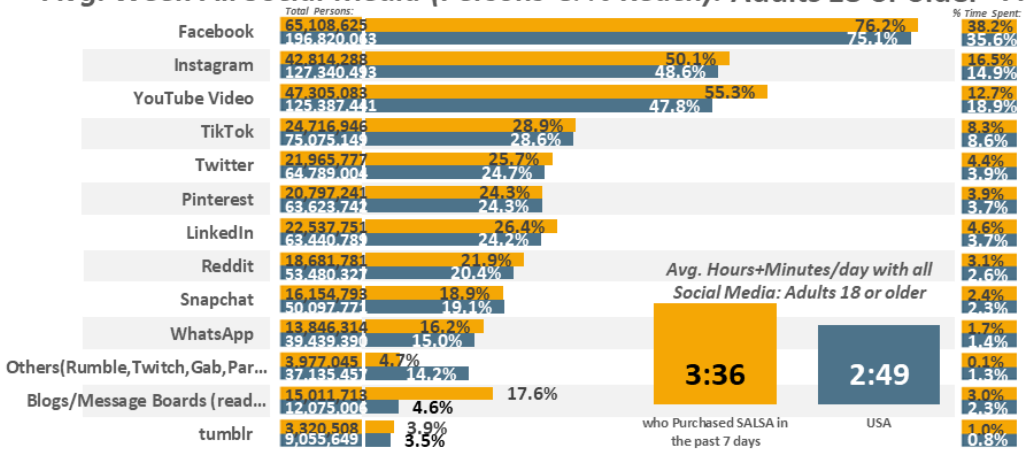
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Types of restaurants used past 30 days: Any Mexican restaurant

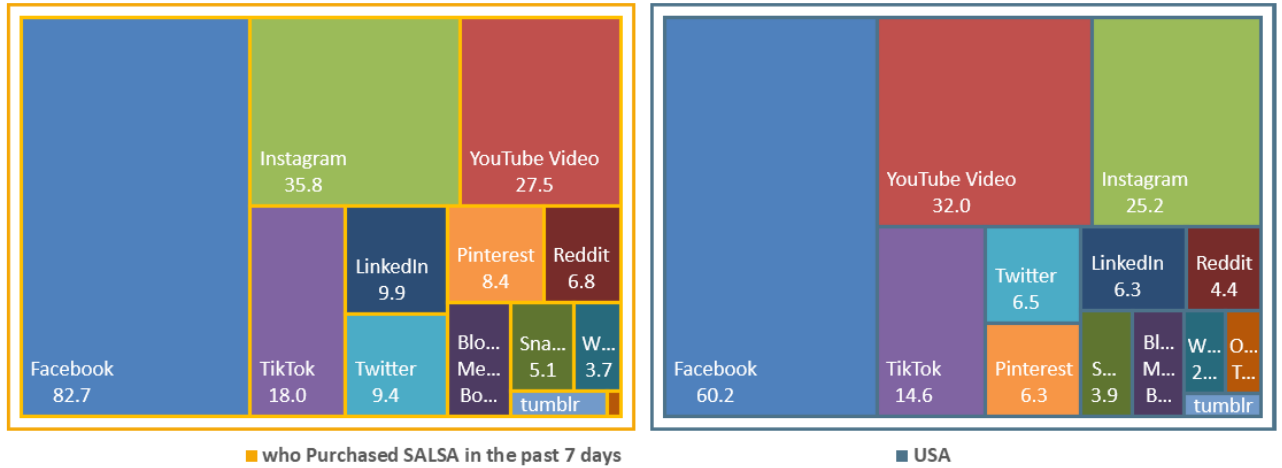


64,418,471 or 75.4% of Adults 18 or older who Purchased SALSA in the past 7 days use Ad-Supported Facebook for an average of 74.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

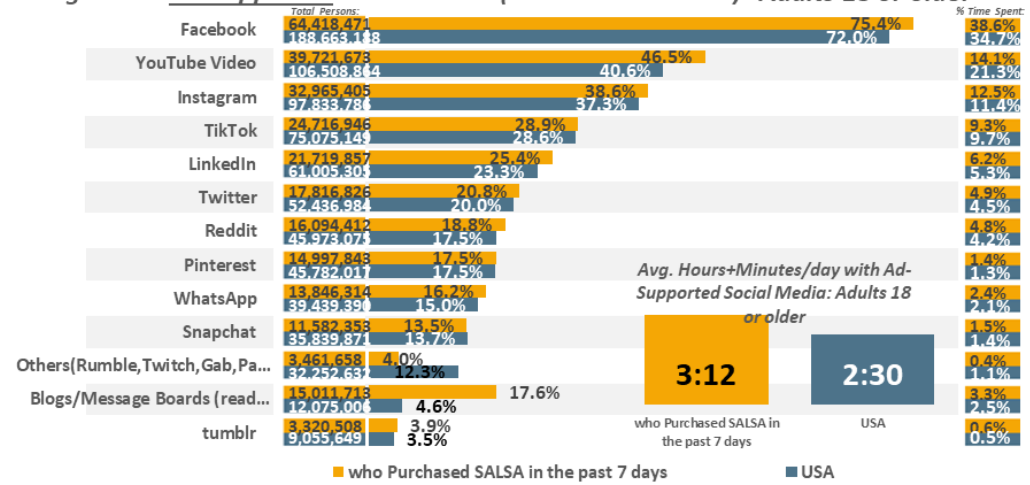
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



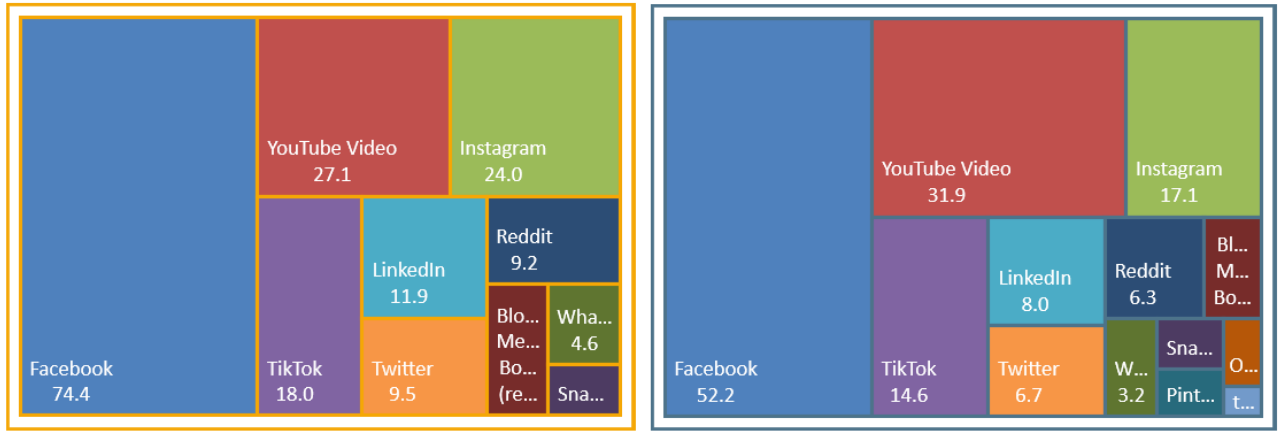
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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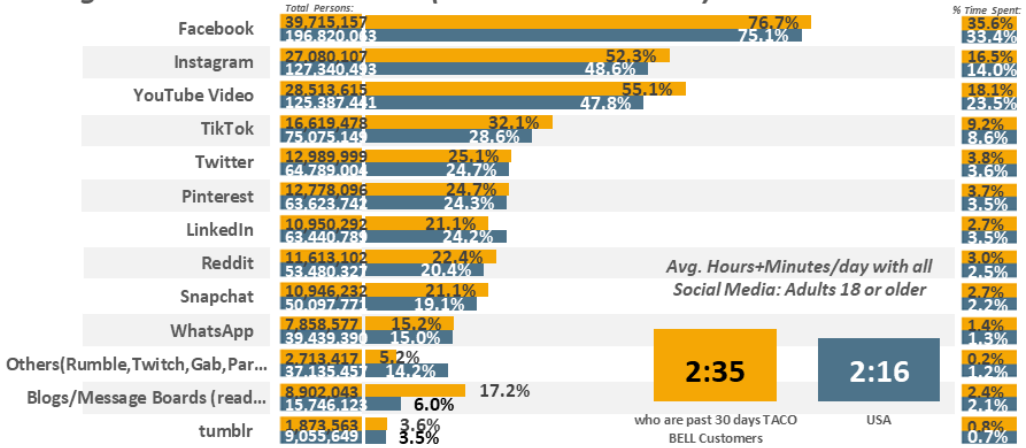
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

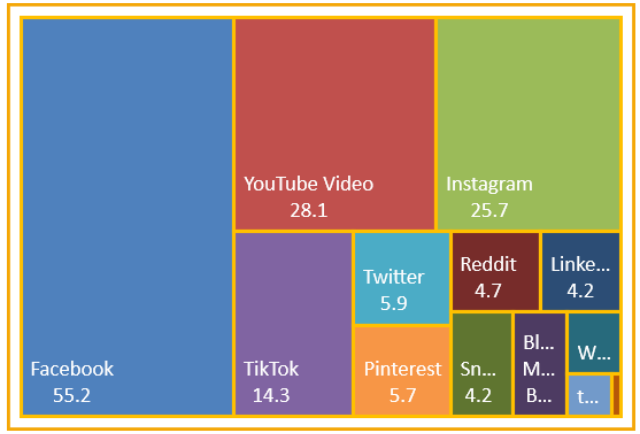
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Food products household used past 7 days (HHLD): Salsa

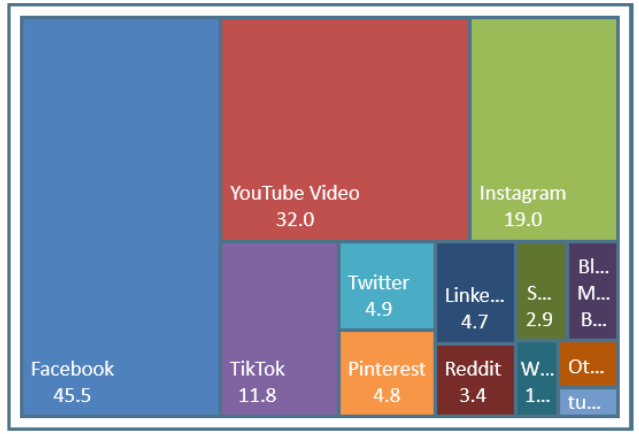
39,635,432 or 76.5% of Adults 18 or older who are past 30 days TACO BELL Customers use Ad-Supported Facebook for an average of 46.4 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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

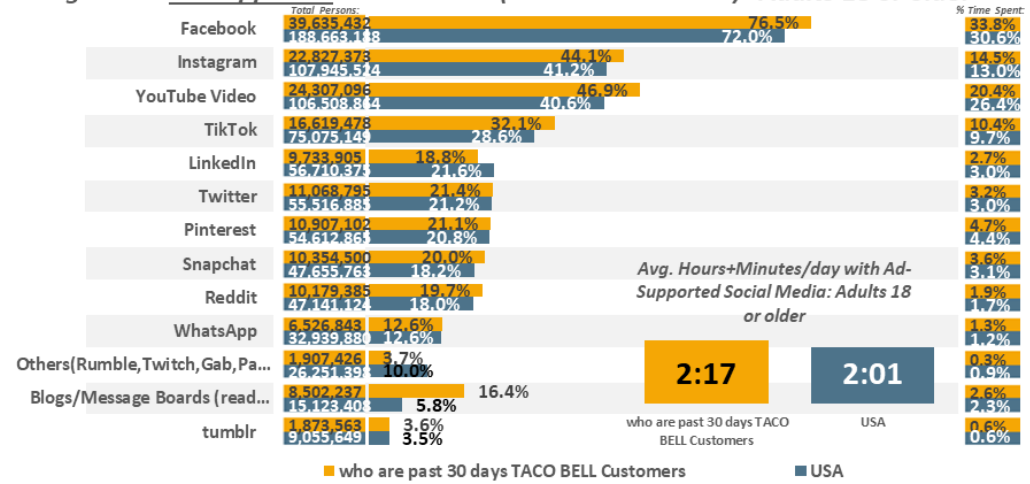


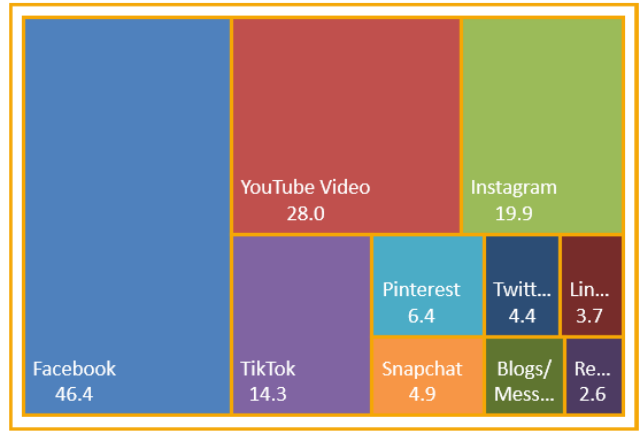


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

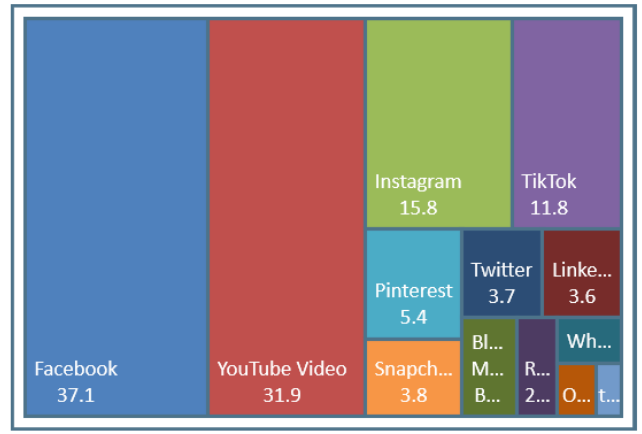


Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older





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



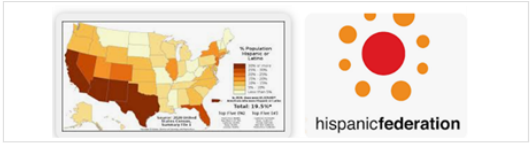
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

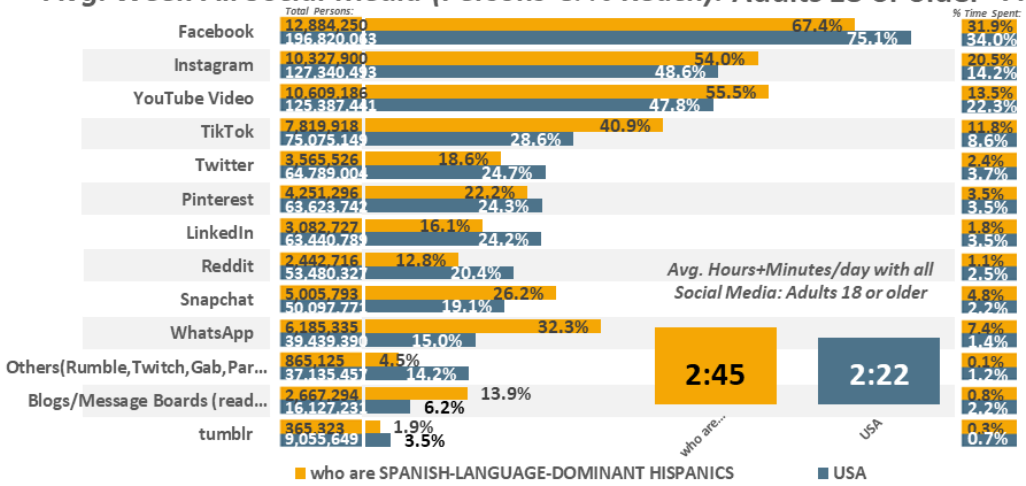
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Quick service restaurants used past 30 days: Taco Bell

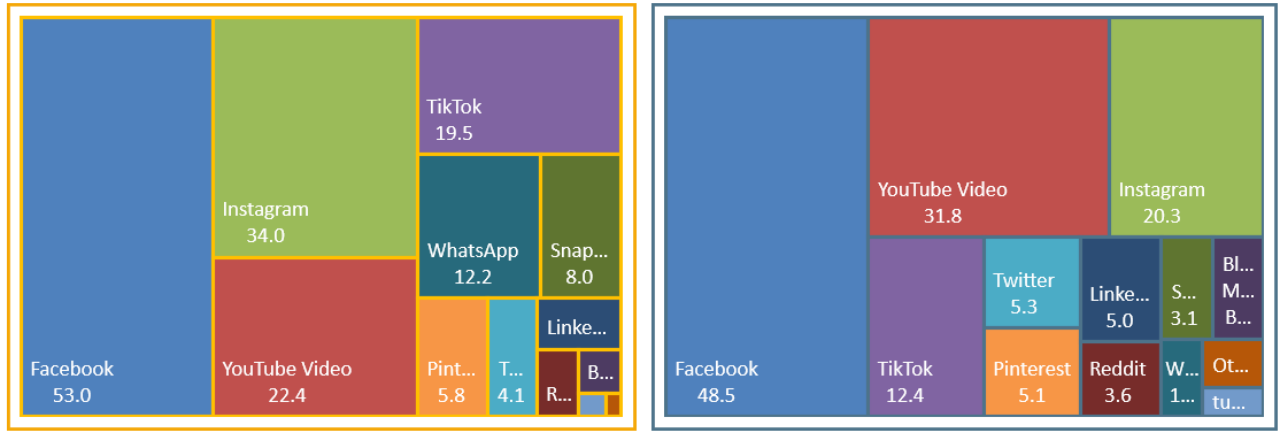


12,884,250 or 67.4% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS use Ad-Supported Facebook for an average of 65.7 minutes every day representing 43.8% of all time spent daily with Ad-Supported Social Media.

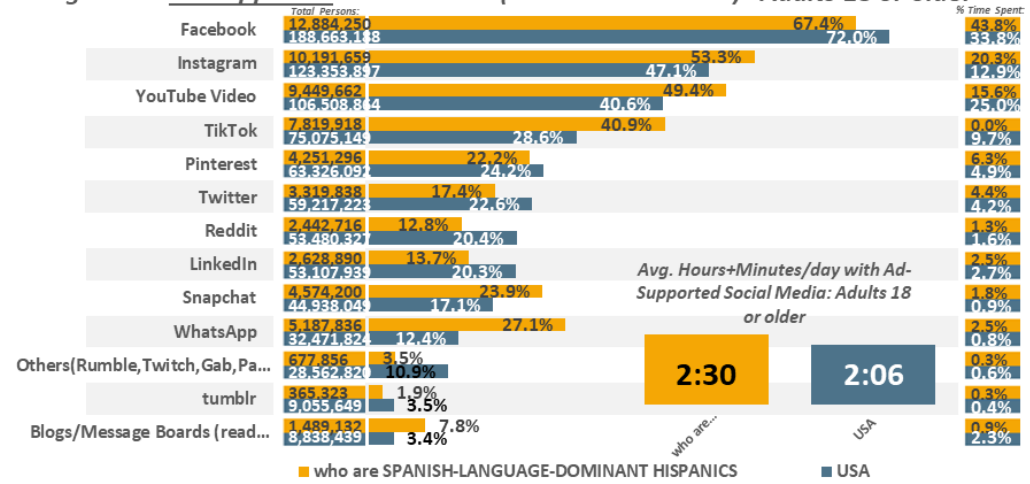
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



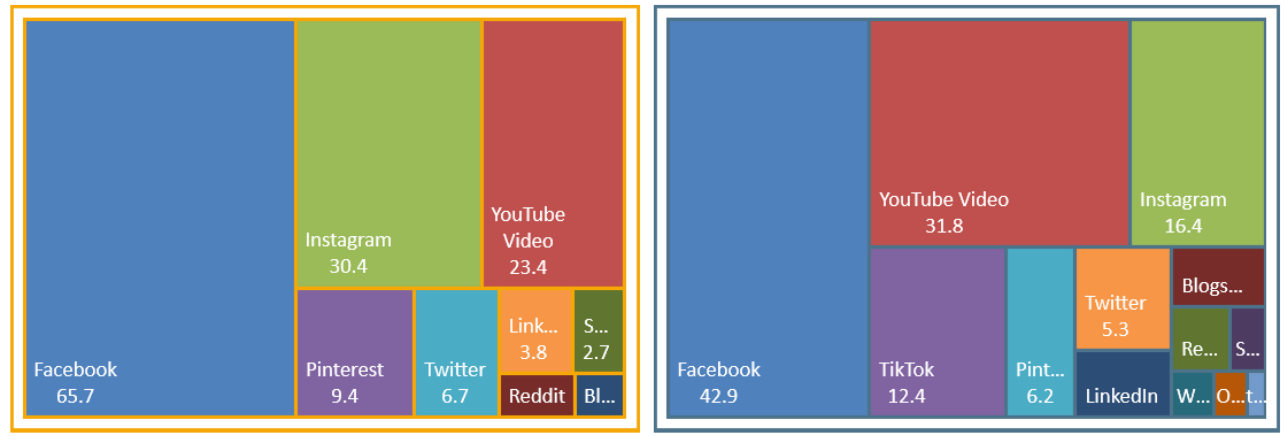
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

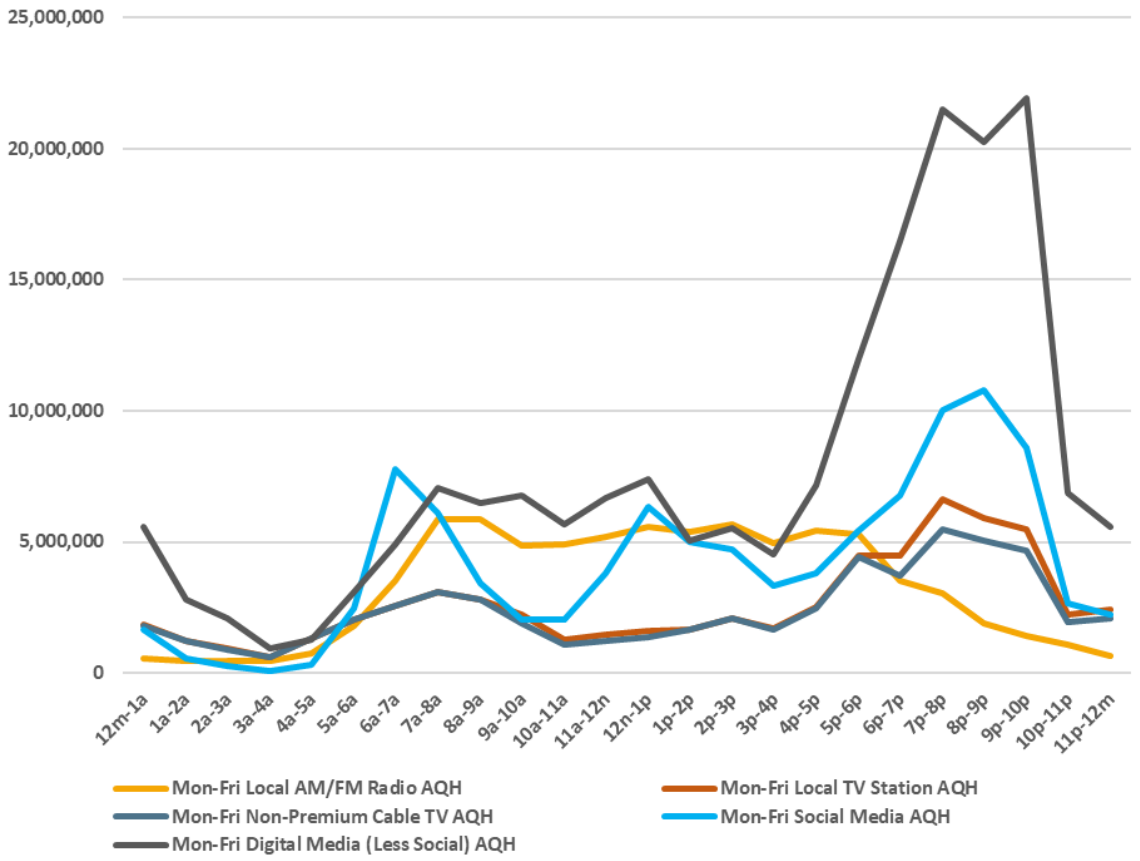
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Among Hispanics:Spanish language dominant: Yes

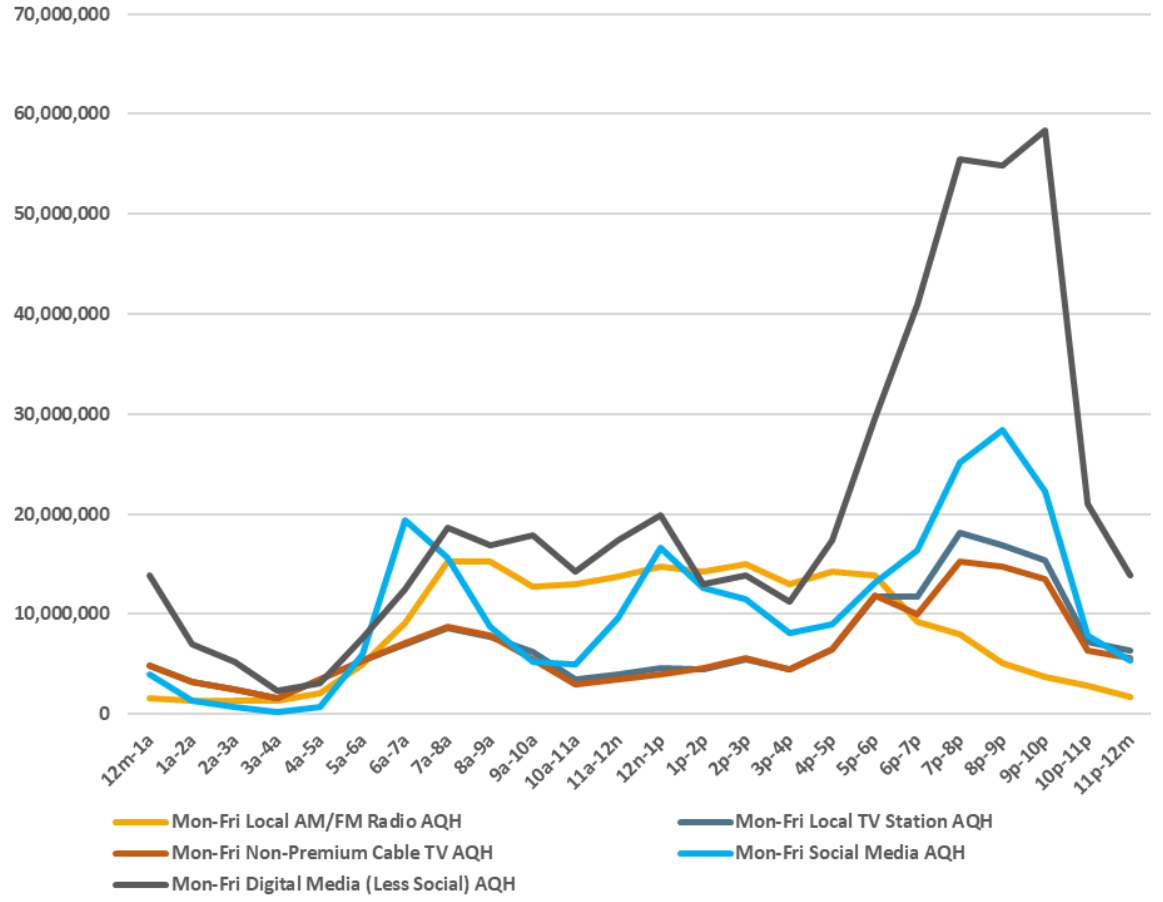


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,359,727; Local Radio: 5,075,533; Social Media: 4,659,289; Local TV: 2,457,924; Non-Prem. Cable: 2,314,455 reaching Adults 18 or older who Purchased TORTILLAS in the pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Purchased TORTILLAS in the past 7 days



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

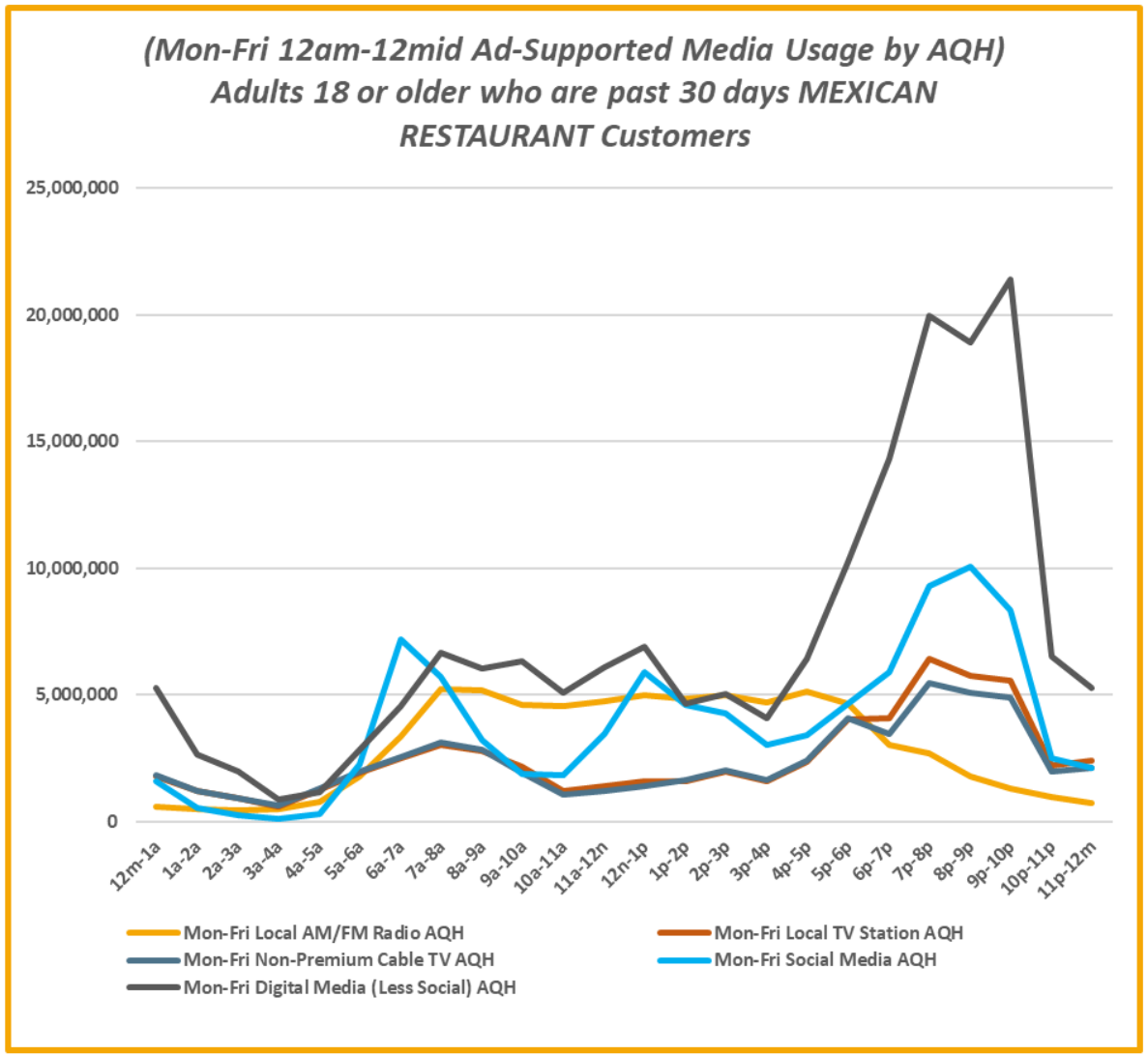
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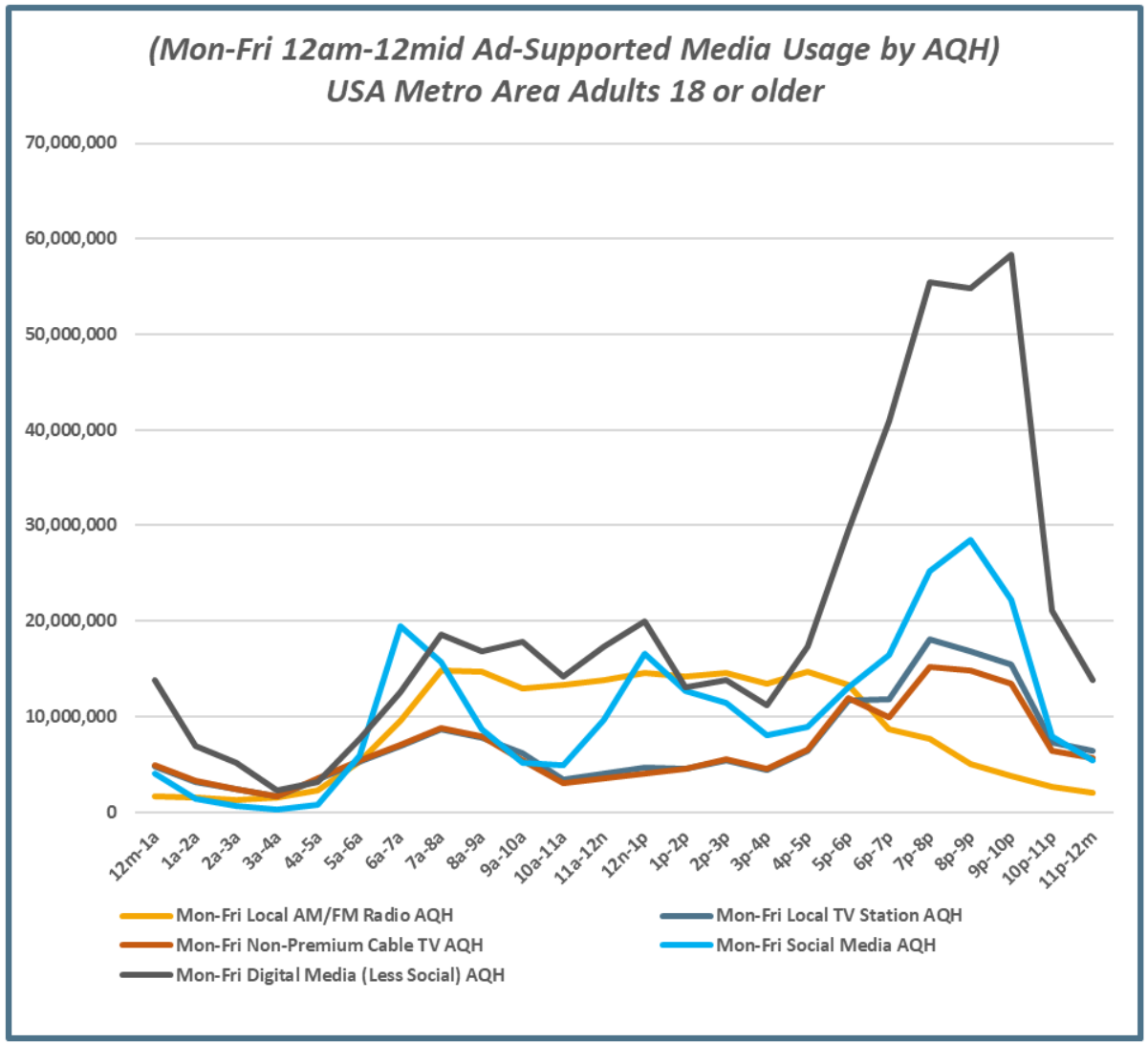
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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Food products household used past 7 days (HHLD): Tortillas

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,642,397; Local Radio: 4,606,794; Social Media: 4,227,656; Local TV: 2,323,701; Non-Prem. Cable: 2,245,861 reaching Adults 18 or older who are past 30 days MEXICAN RESTA





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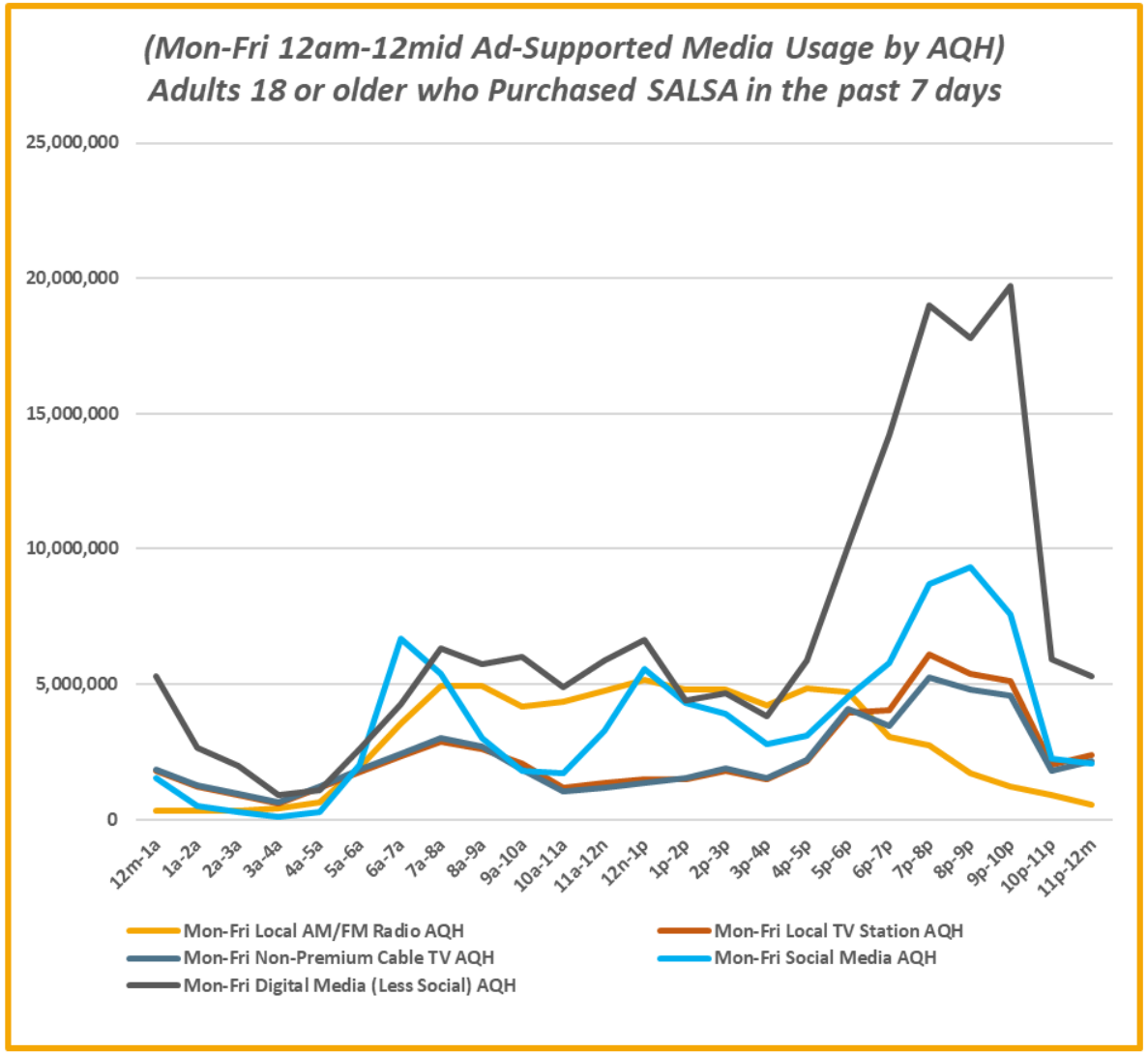
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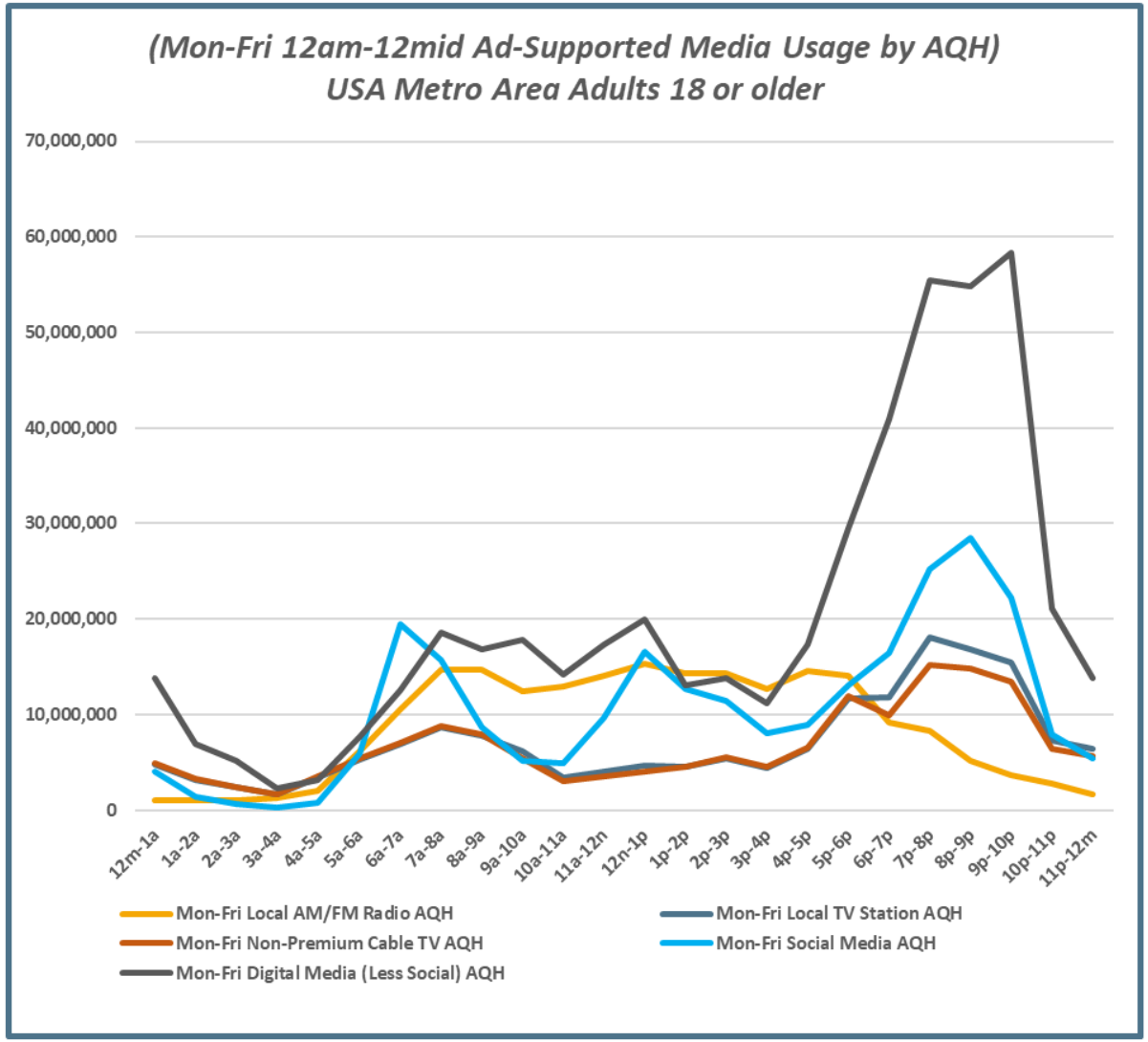
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Types of restaurants used past 30 days: Any Mexican restaurant



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,368,060; Local Radio: 4,475,426; Social Media: 3,976,589; Local TV: 2,209,722; Non-Prem. Cable: 2,169,874 reaching Adults 18 or older who Purchased SALSA in the past 7





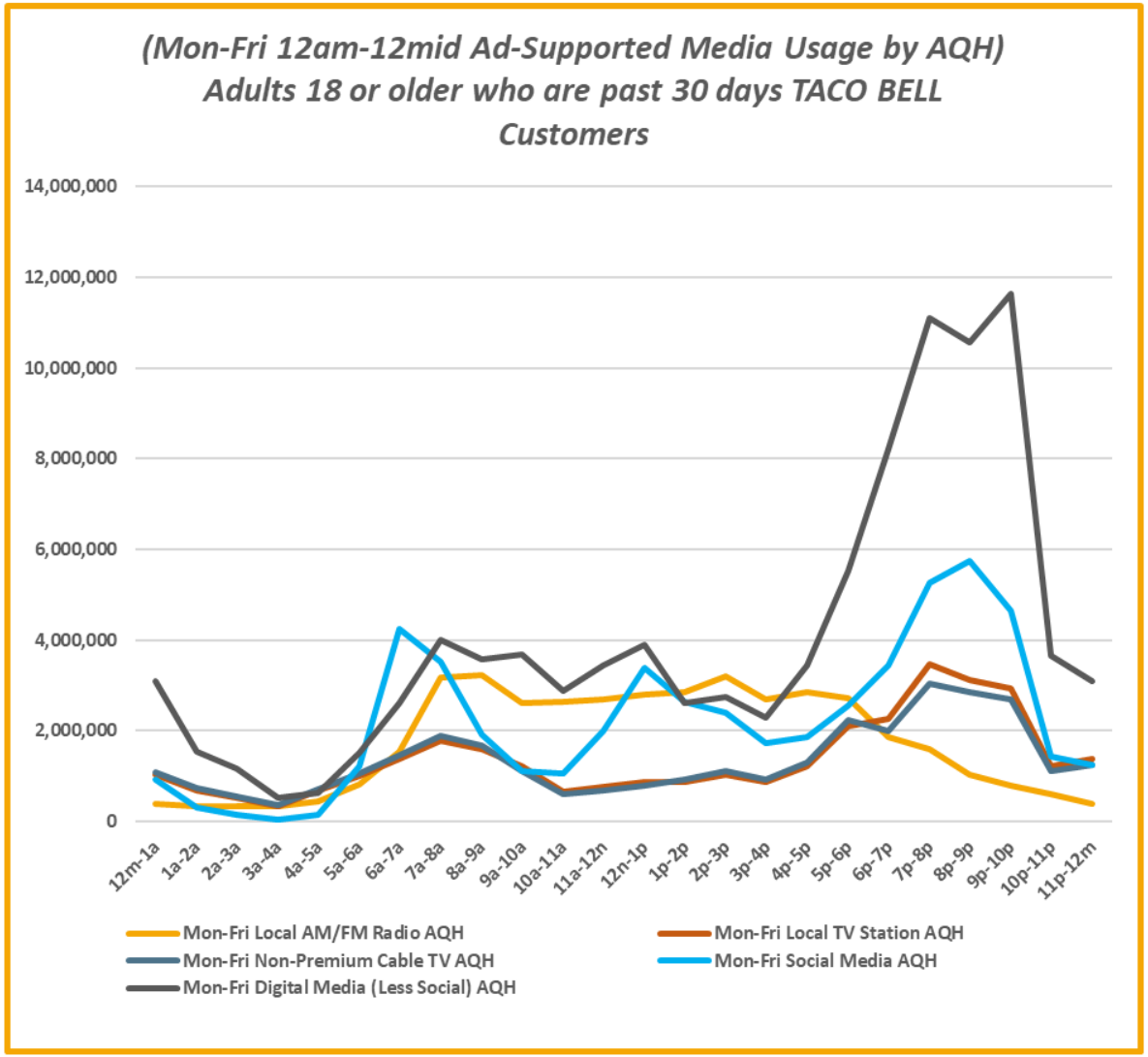
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

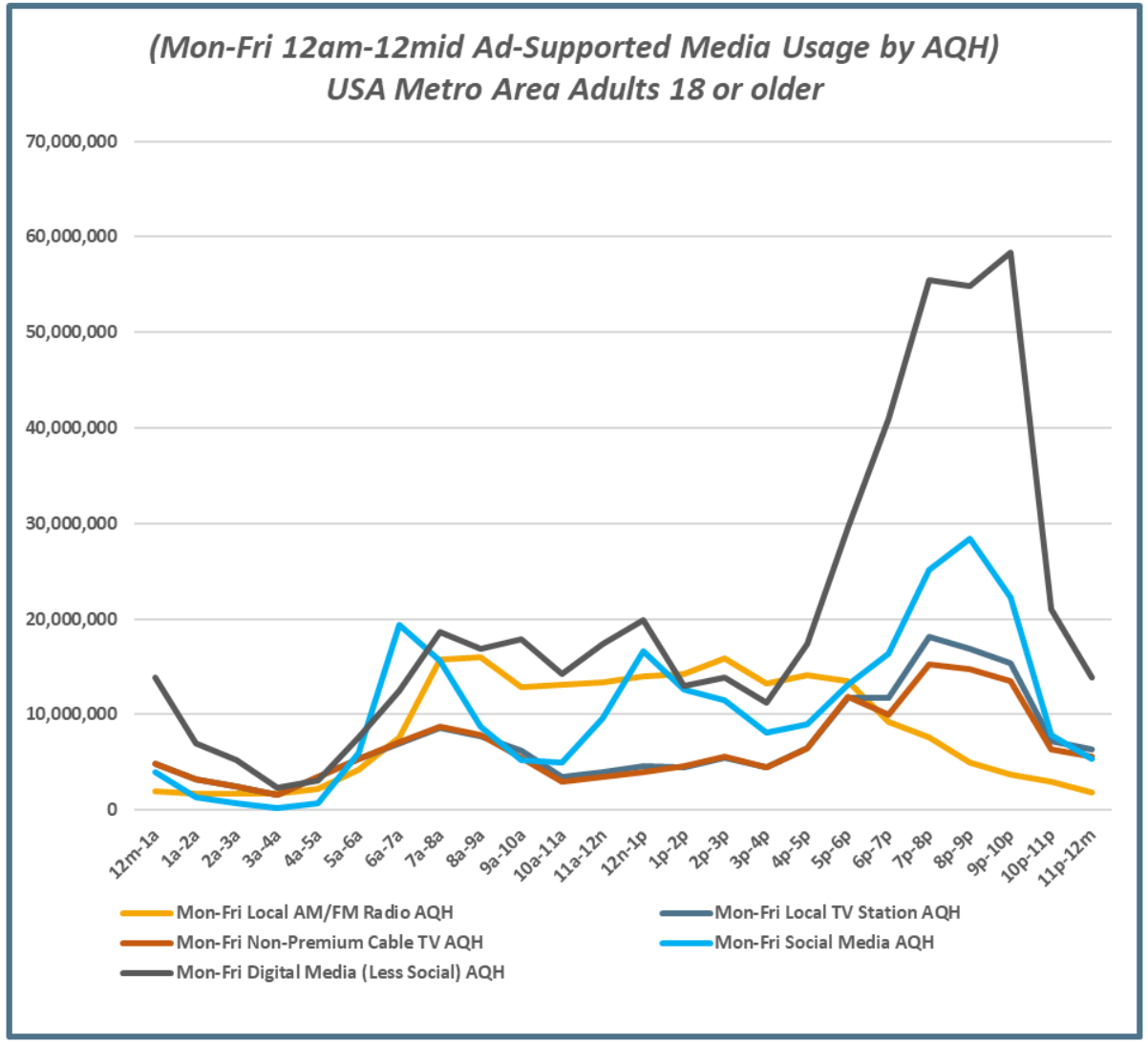
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Food products household used past 7 days (HHLD): Salsa

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,762,680; Local Radio: 2,683,265; Social Media: 2,454,624; Non-Prem. Cable: 1,286,750; Local TV: 1,282,052 reaching Adults 18 or older who are past 30 days TACO BELL Cus





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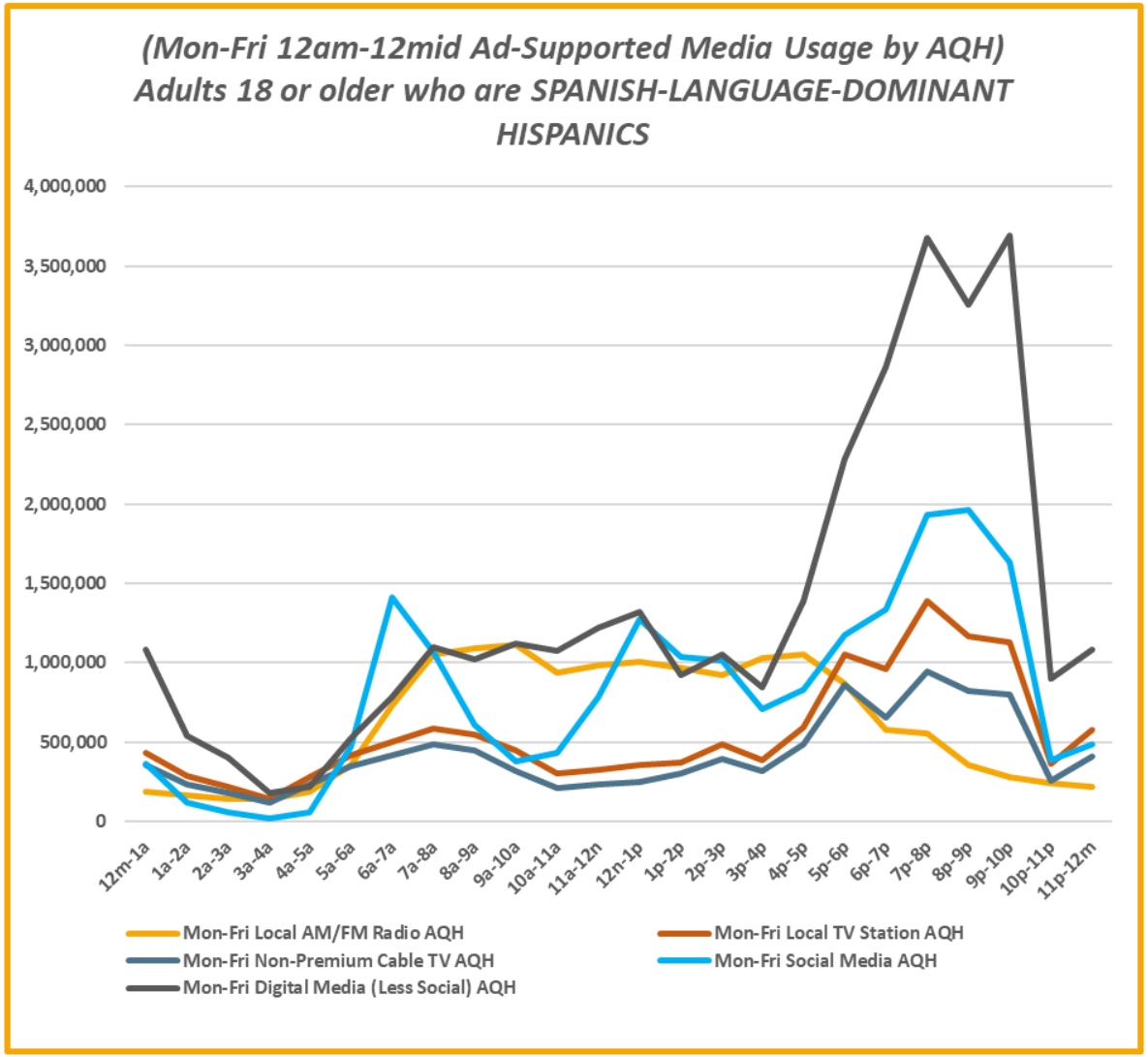
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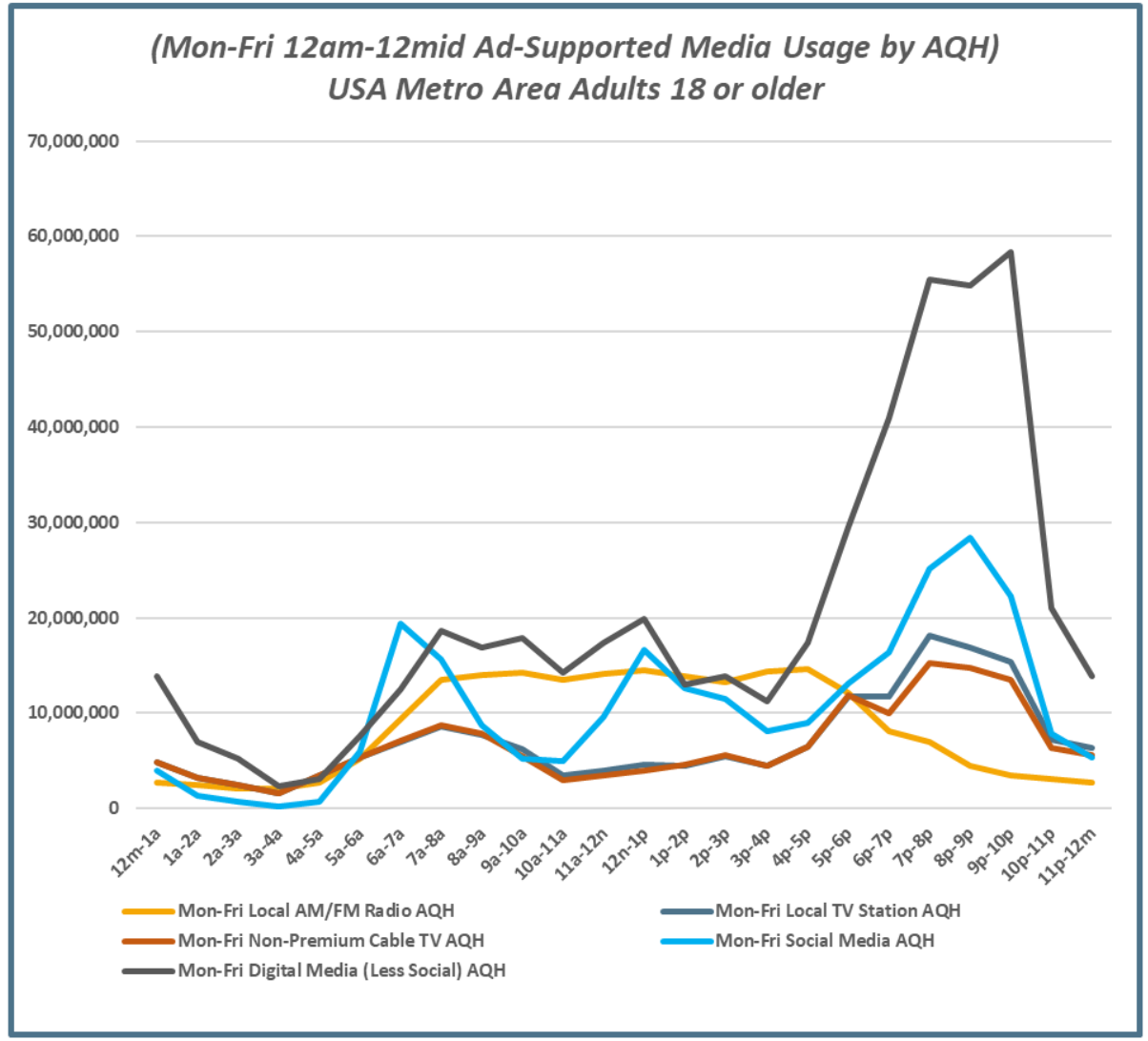
Quick service restaurants used past 30 days: Taco Bell



hispanicfederation

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,307,414; Local Radio: 950,267; Social Media: 928,509; Local TV: 532,857; Non-Prem. Cable: 414,142 reaching Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANIC





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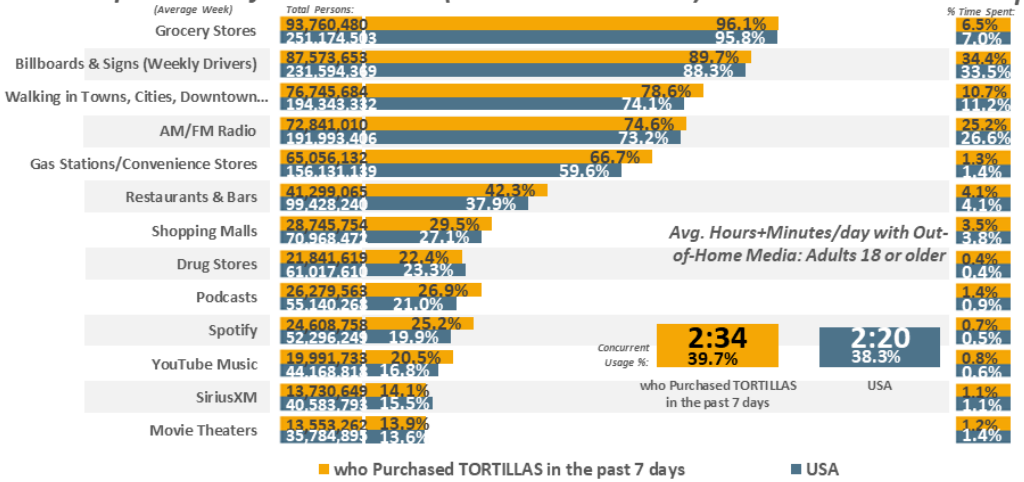
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Among Hispanics:Spanish language dominant: Yes

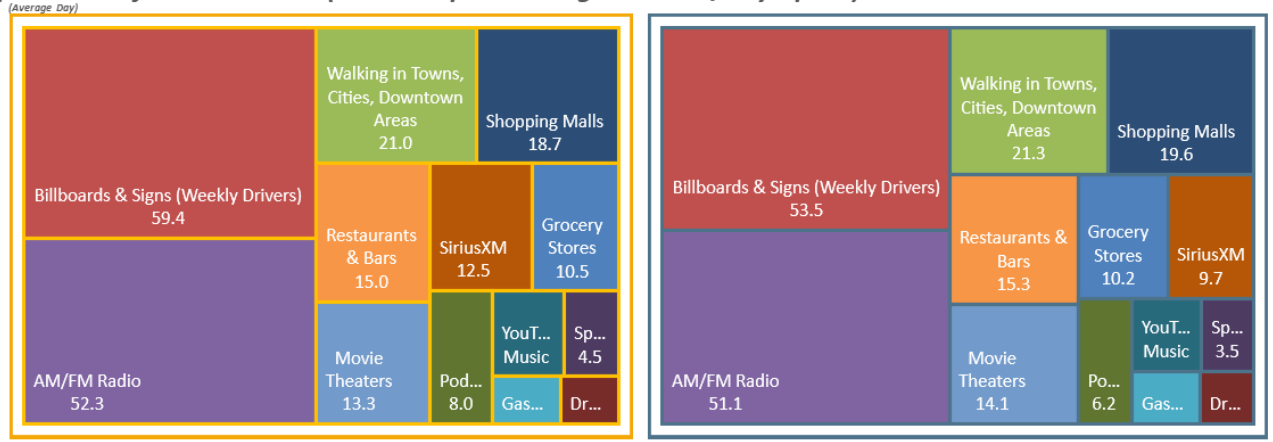


87,573,653 or 89.7% of Adults 18 or older who Purchased TORTILLAS in the past 7 days spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

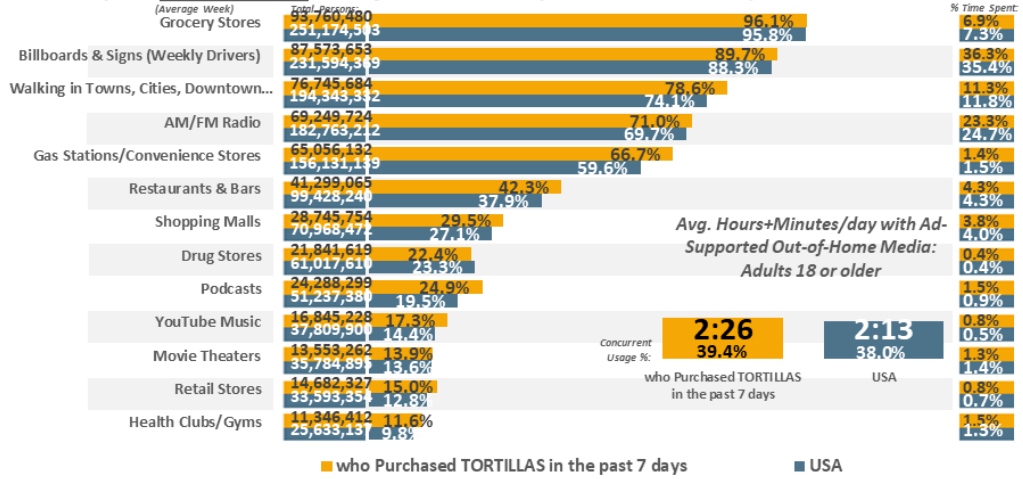
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



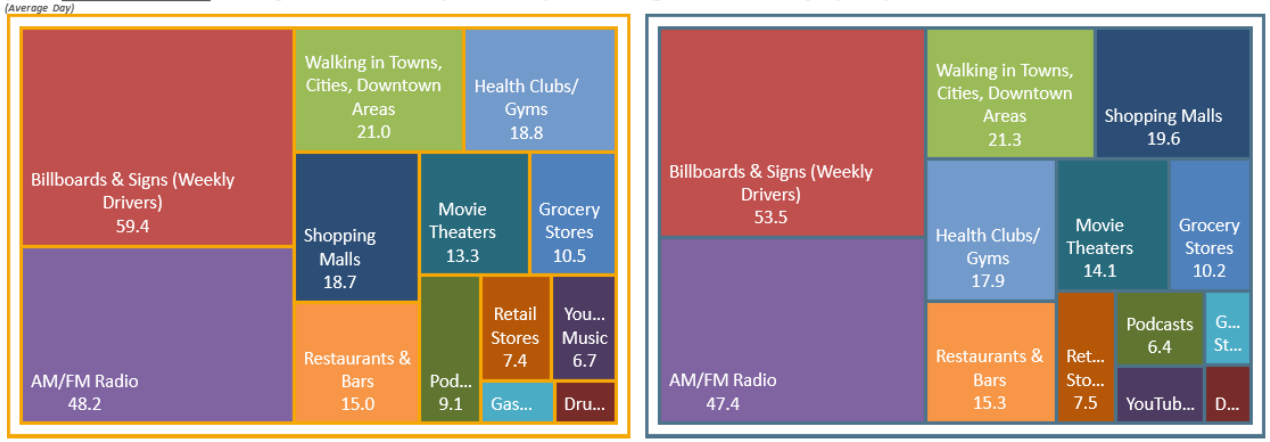
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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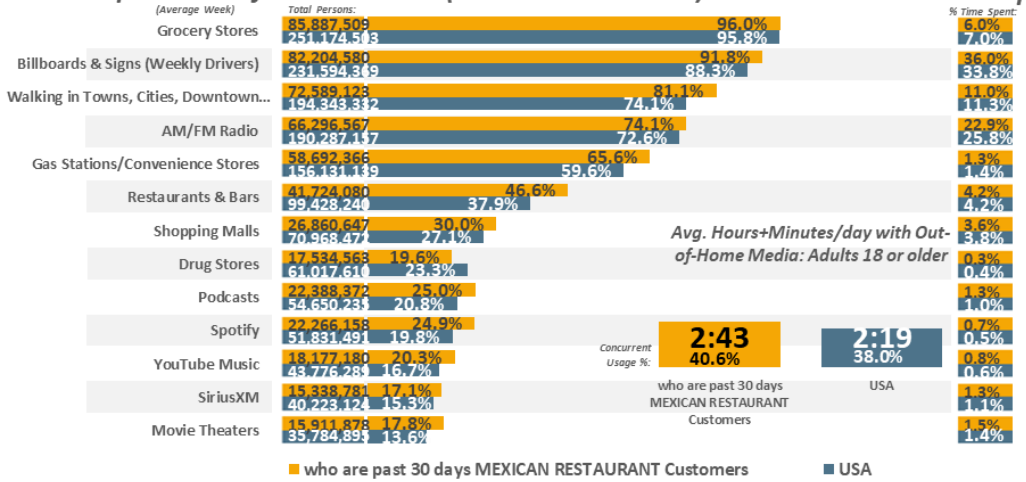
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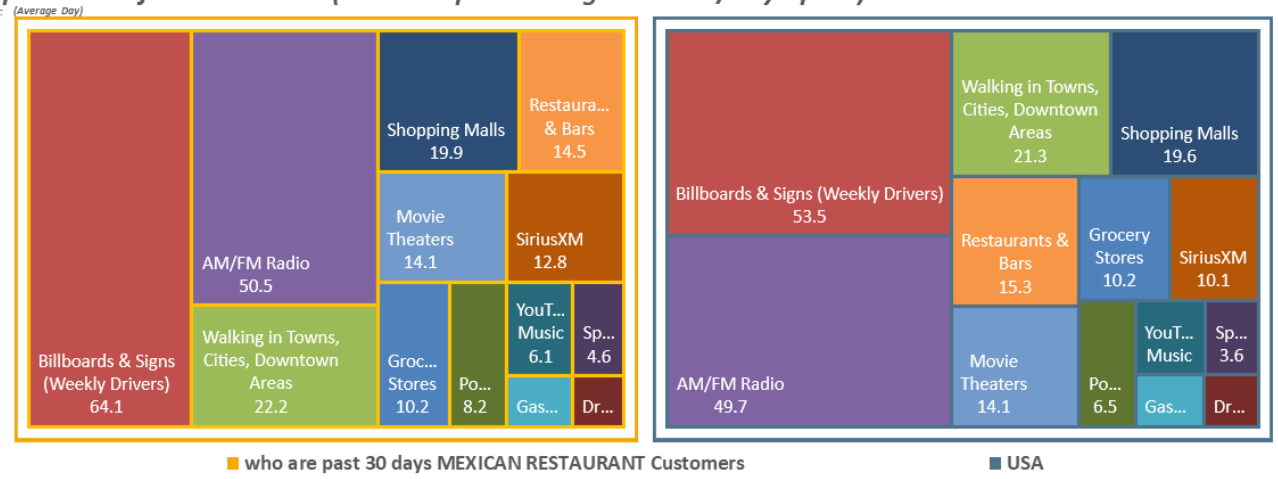
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82,204,580 or 91.8% of Adults 18 or older who are past 30 days MEXICAN RESTAURANT Customers spend an average of 64.1 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

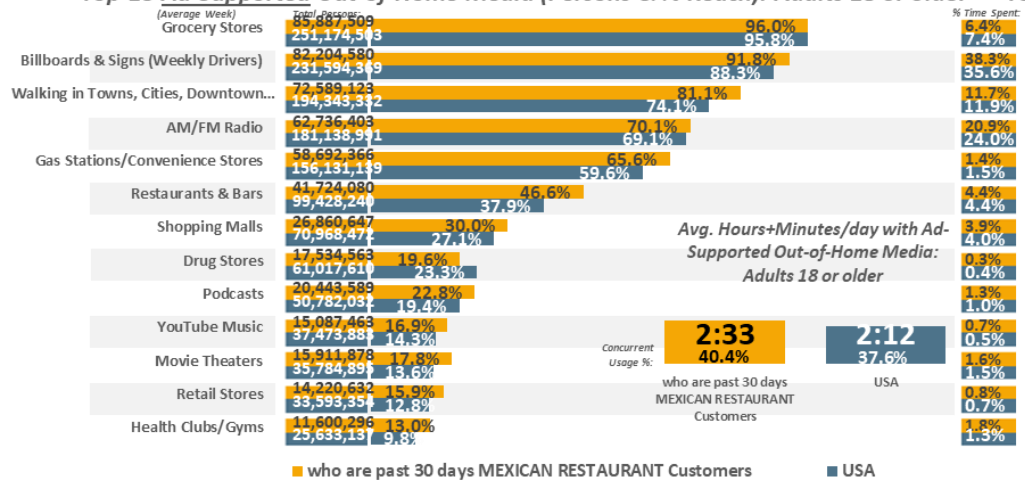
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



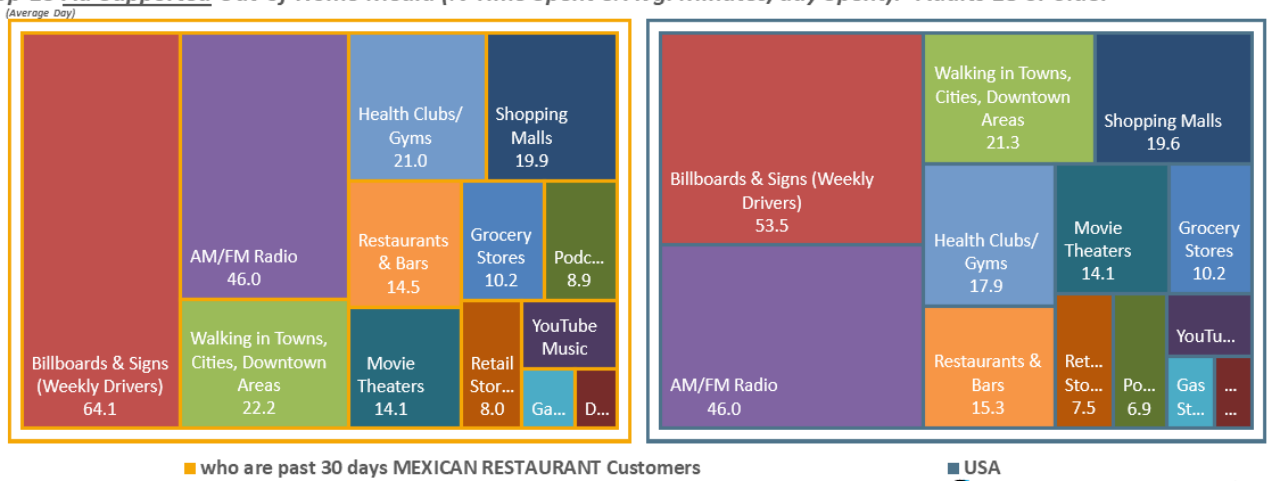
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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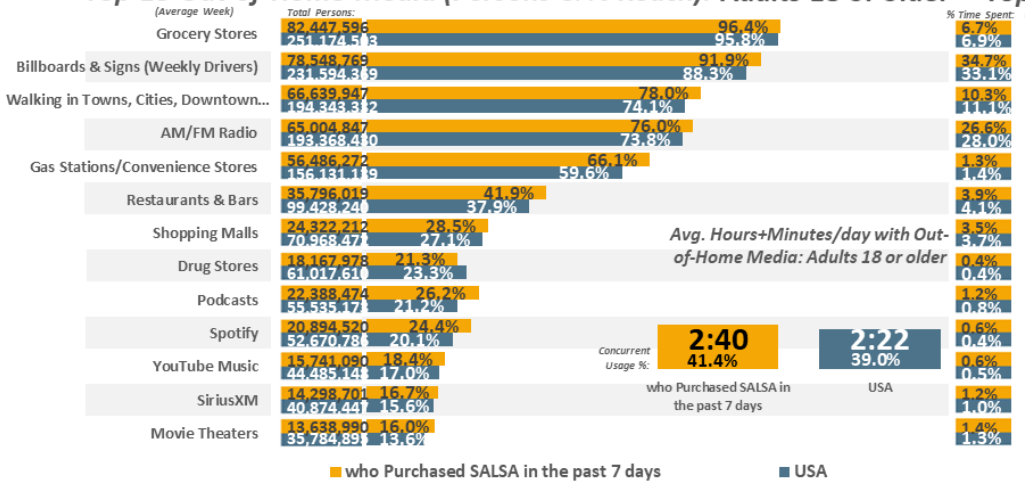
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Types of restaurants used past 30 days: Any Mexican restaurant

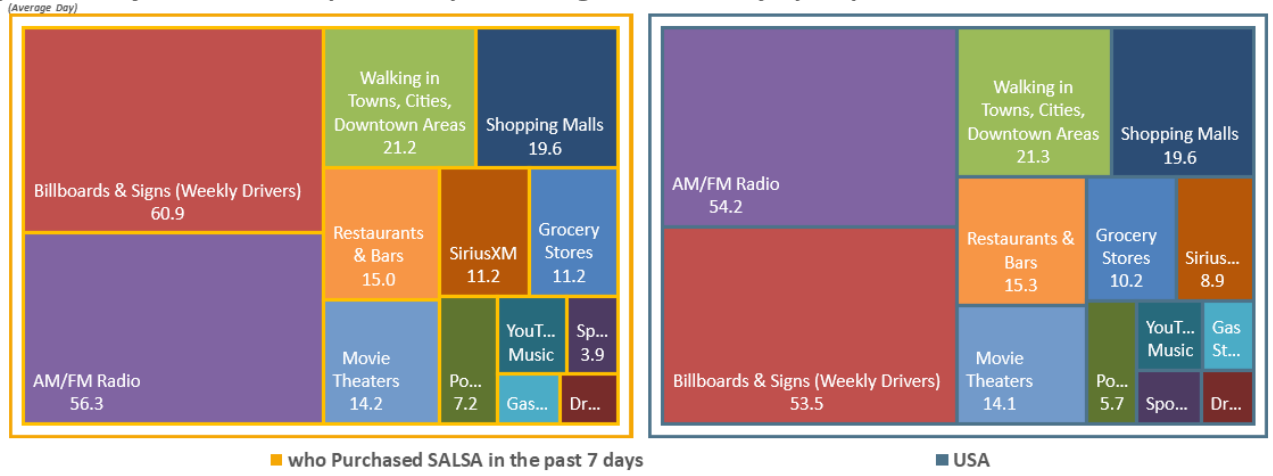


78,548,769 or 91.9% of Adults 18 or older who Purchased SALSA in the past 7 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 51.6 minutes/day.

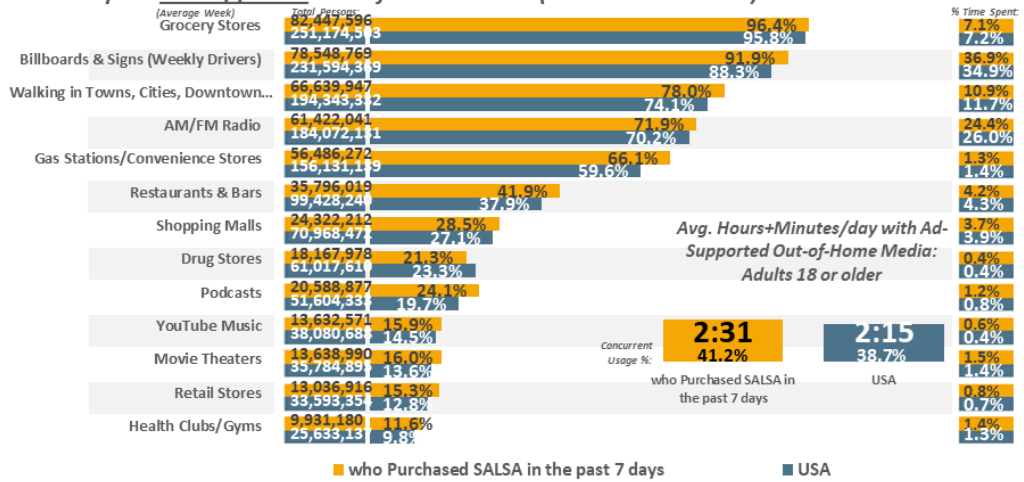
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



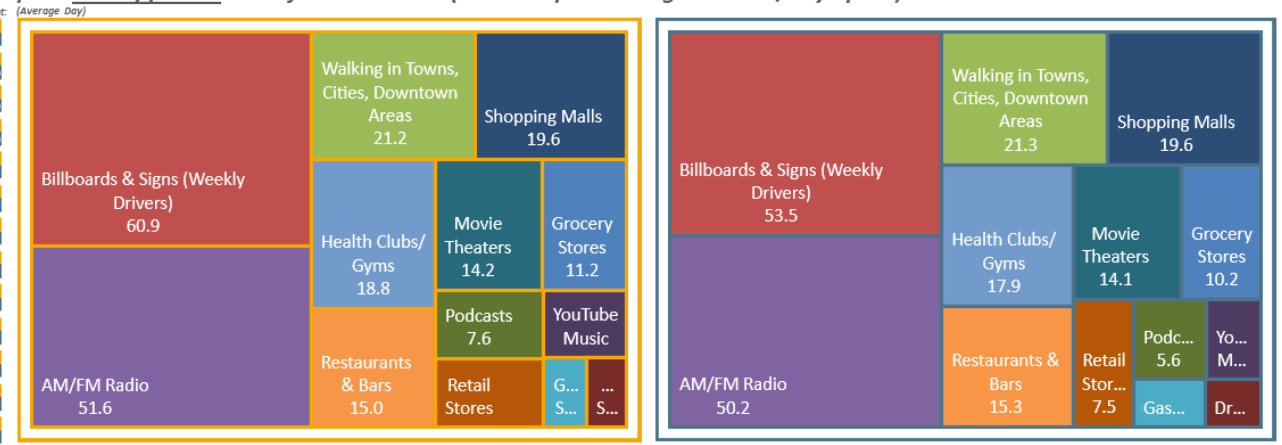
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

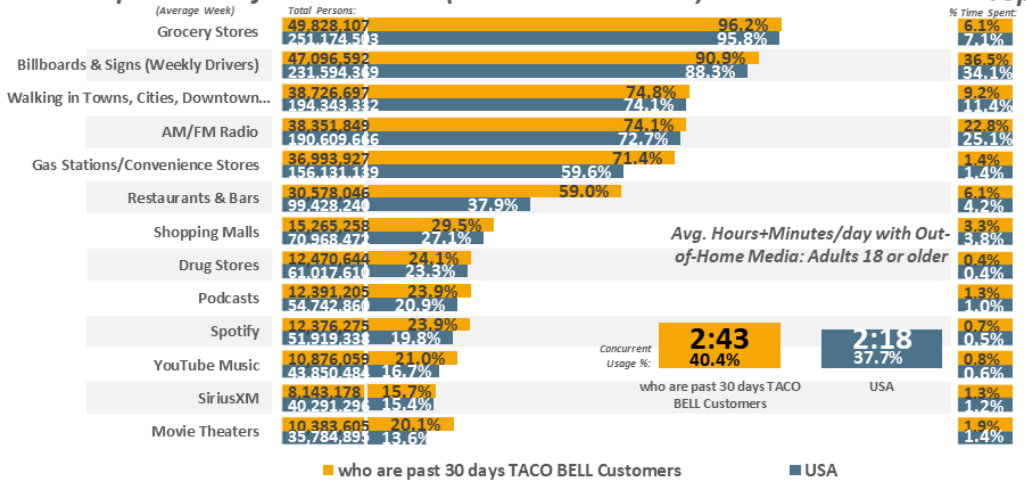


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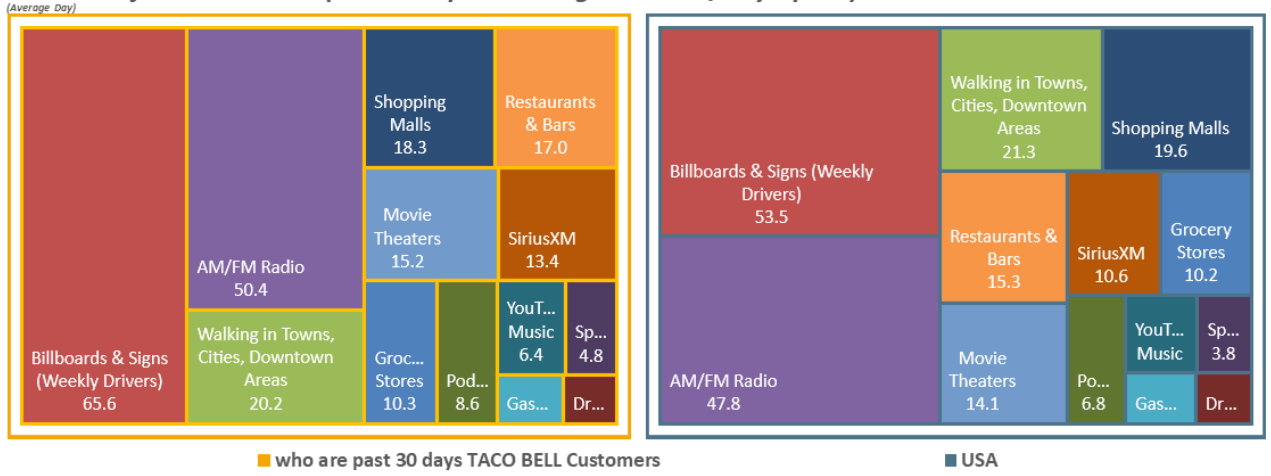
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47,096,592 or 90.9% of Adults 18 or older who are past 30 days TACO BELL Customers spend an average of 65.6 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 47.2 minutes/day.

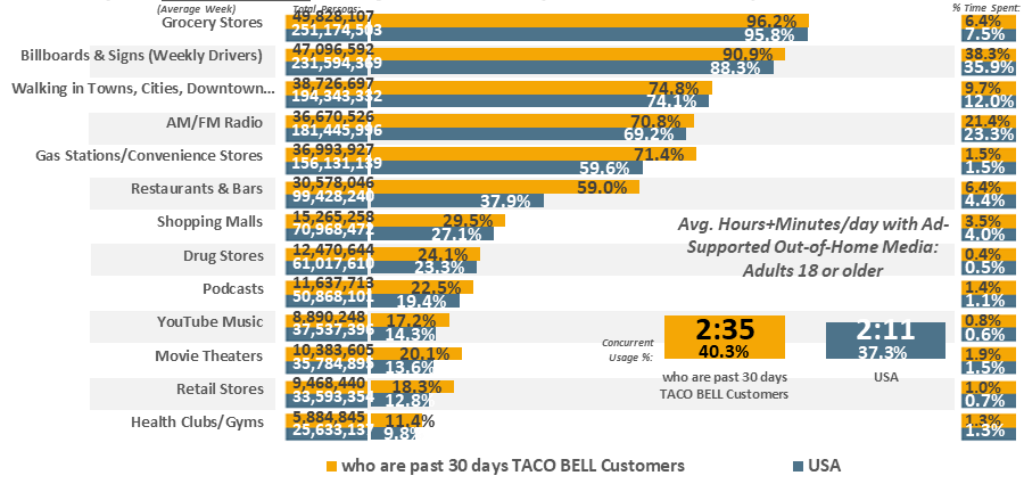
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



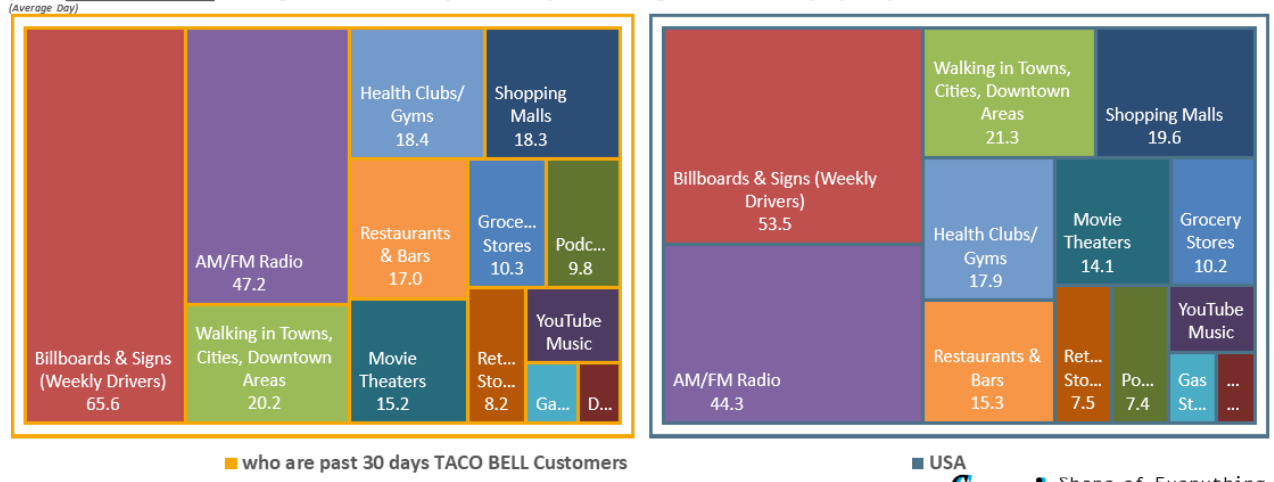
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



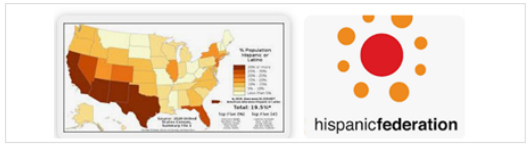
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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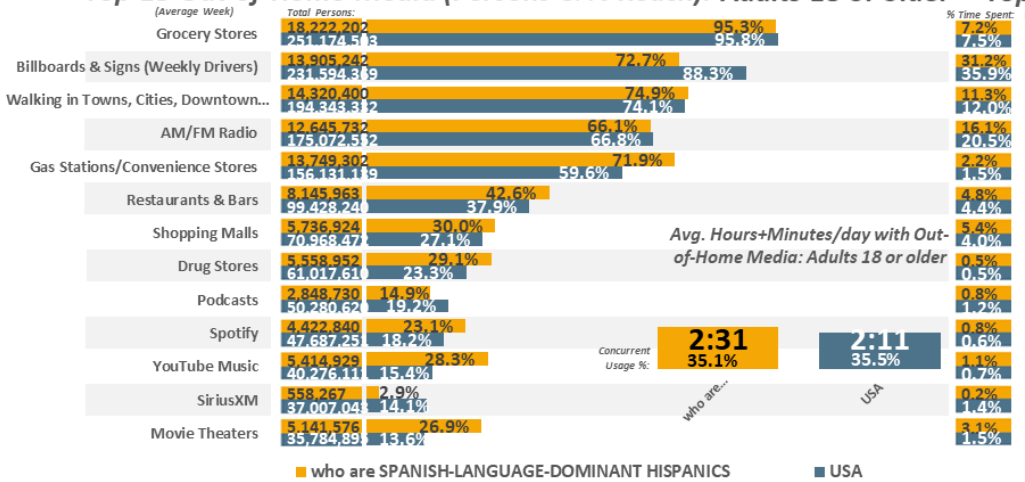
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Quick service restaurants used past 30 days: Taco Bell

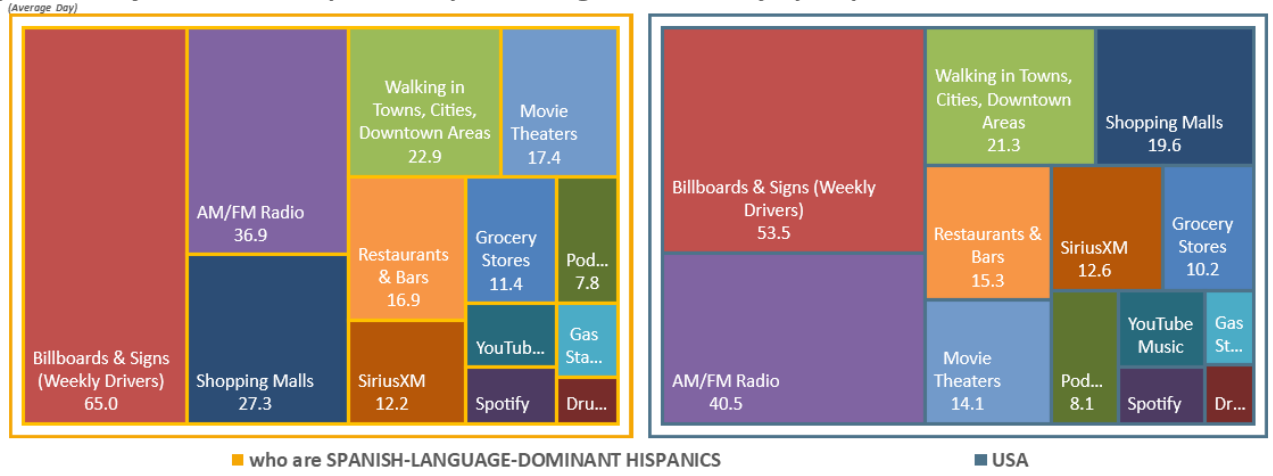


13,905,242 or 72.7% of Adults 18 or older who are SPANISH-LANGUAGE-DOMINANT HISPANICS spend an average of 65. minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minutes/day.

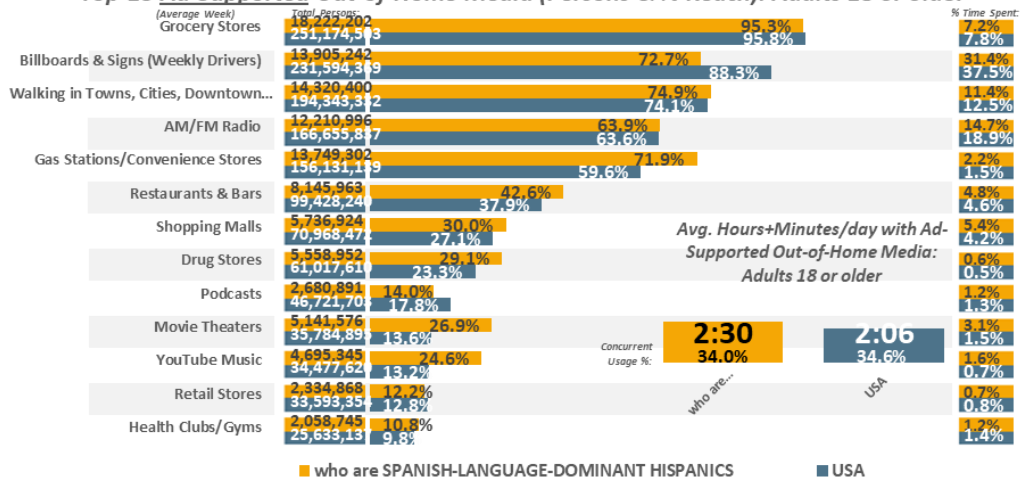
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



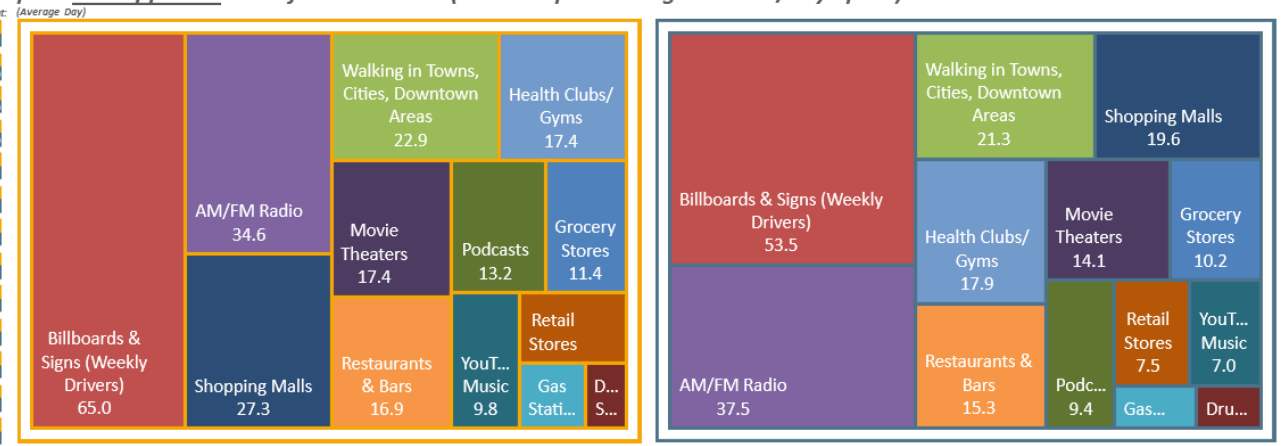
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Among Hispanics:Spanish language dominant: Yes