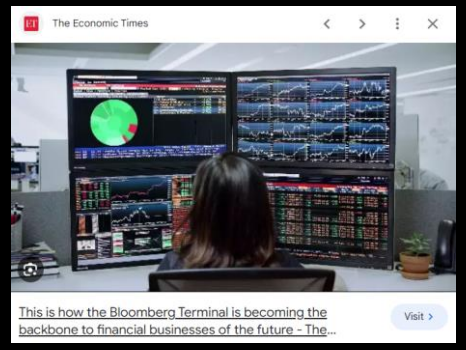
USA – P18+ past 30 days users of 5 Different BURGER-CENTRIC QSRs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of of P18+ past 30 days users of McDonald's, Burger King, Wendy's, Culver's, Five Guys as of Feb. 2024!

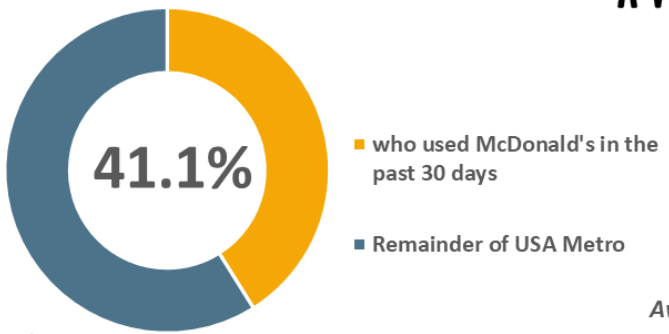


Quick service restaurants used past 30 days: Burger King
Quick service restaurants used past 30 days: Culver's
Quick service restaurants used past 30 days: Five Guys
Quick service restaurants used past 30 days: McDonald's
Quick service restaurants used past 30 days: Wendy's

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

41.1% or 107,698,740 of USA Adults 18 or older used McDonald's in the past 30 days.
Typical Adults 18 or older who used McDonald's in the past 30 days are 46.6 years old (4.9% younger than average) and have a $83,600 (4.3% lower than average) annual household income.

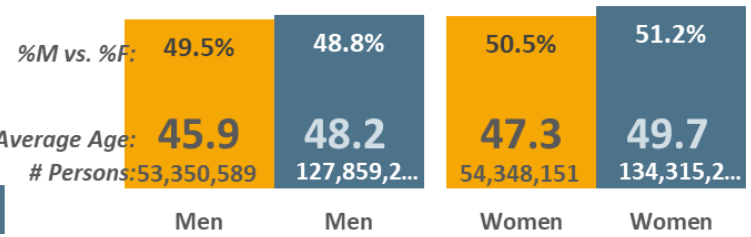
Percent of Market: Adults 18 or older



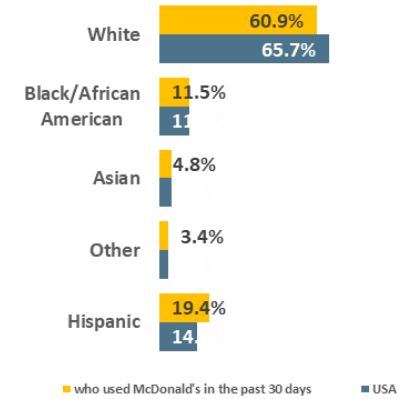
Total Persons:

107,698,740	154,475,760

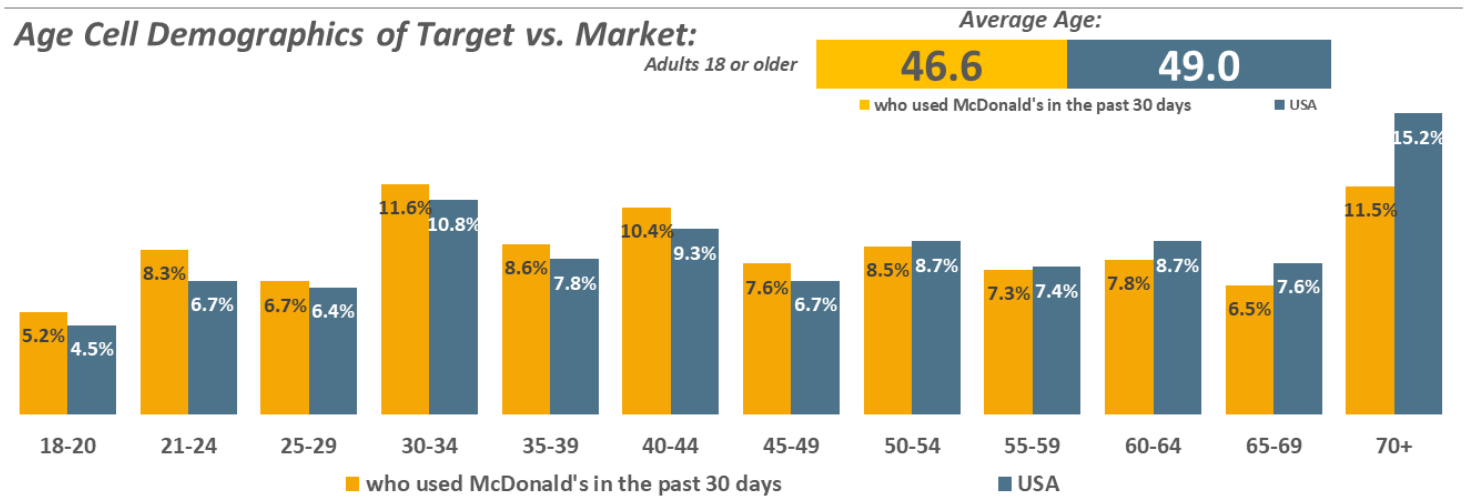
Gender of Target vs. Market: Adults 18 or older



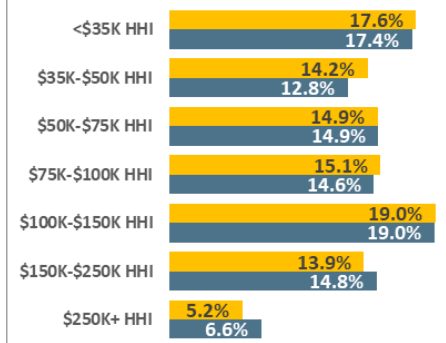
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

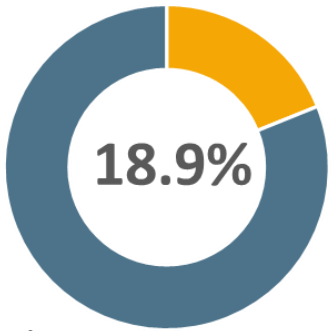
$83,600	$87,389

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

18.9% or 49,544,406 of USA Adults 18 or older used BURGER KING in the past 30 days.
Typical Adults 18 or older who used BURGER KING in the past 30 days are 48.6 years old (.7% younger than average) and have a $70,249 (19.6% lower than average) annual household income.

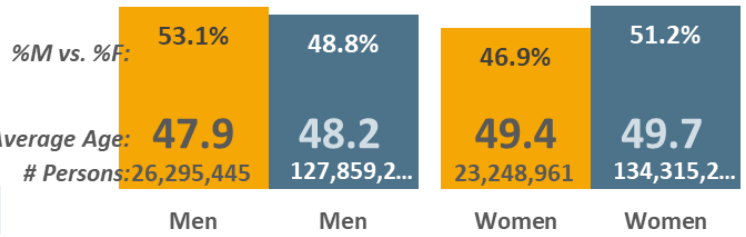
Percent of Market: Adults 18 or older



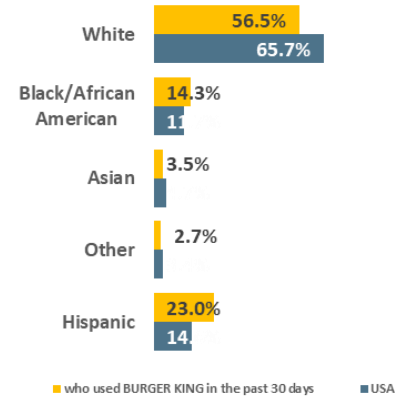
Total Persons:



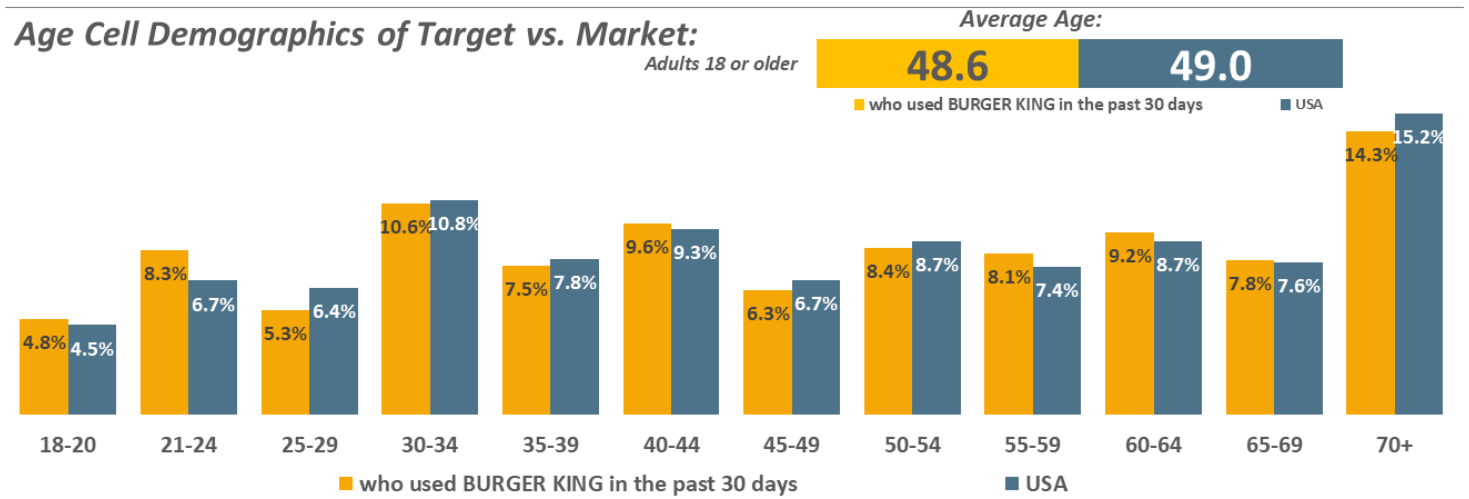
Gender of Target vs. Market: Adults 18 or older



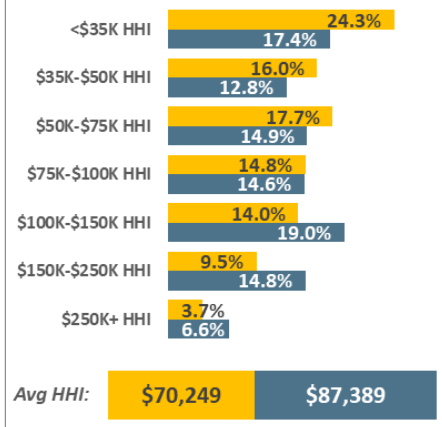
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



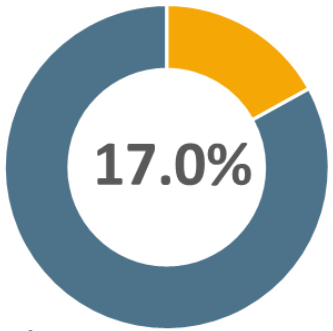
Avg HHI: $70,249 | $87,389

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

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17.% or 44,511,325 of USA Adults 18 or older used Wendy's in the past 30 days.
Typical Adults 18 or older who used Wendy's in the past 30 days are 47.3 years old (3.4% younger than average) and have a $80,547 (7.8% lower than average) annual household income.

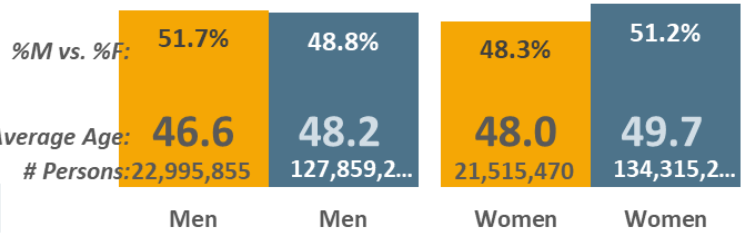
Percent of Market: Adults 18 or older



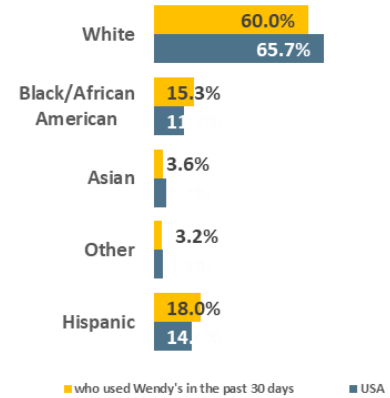
Total Persons:



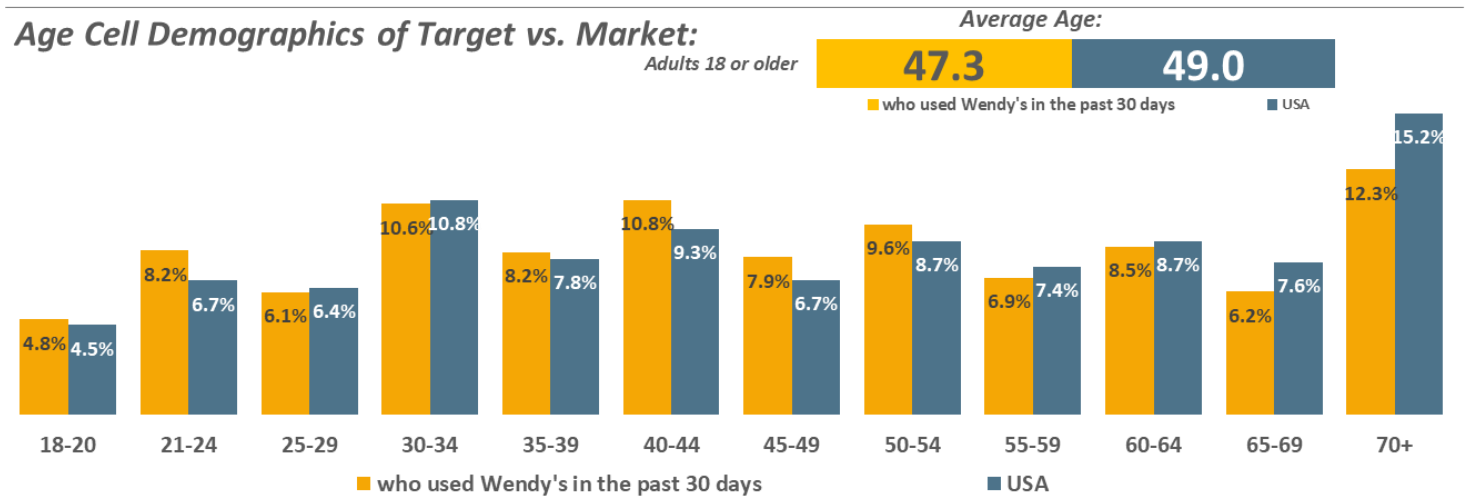
Gender of Target vs. Market: Adults 18 or older



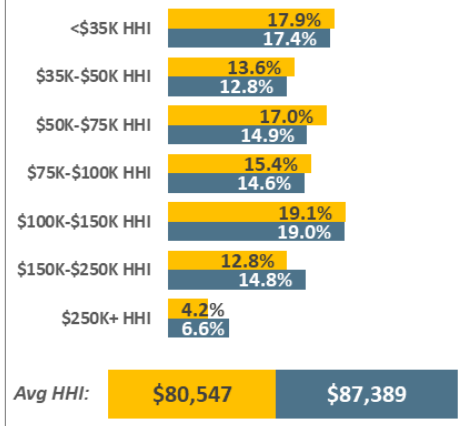
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

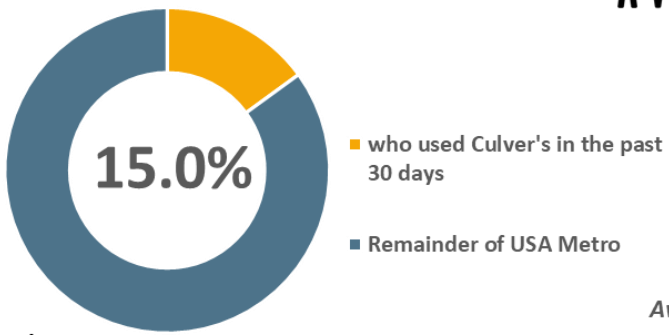
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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

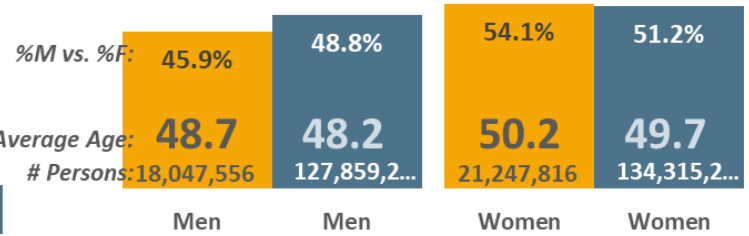
15.% or 39,295,371 of USA Adults 18 or older used Culver's in the past 30 days.
Typical Adults 18 or older who used Culver's in the past 30 days are 49.5 years old (1.1% older than average) and have a $87,051 (.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

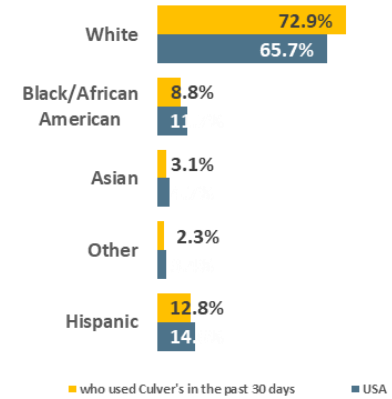




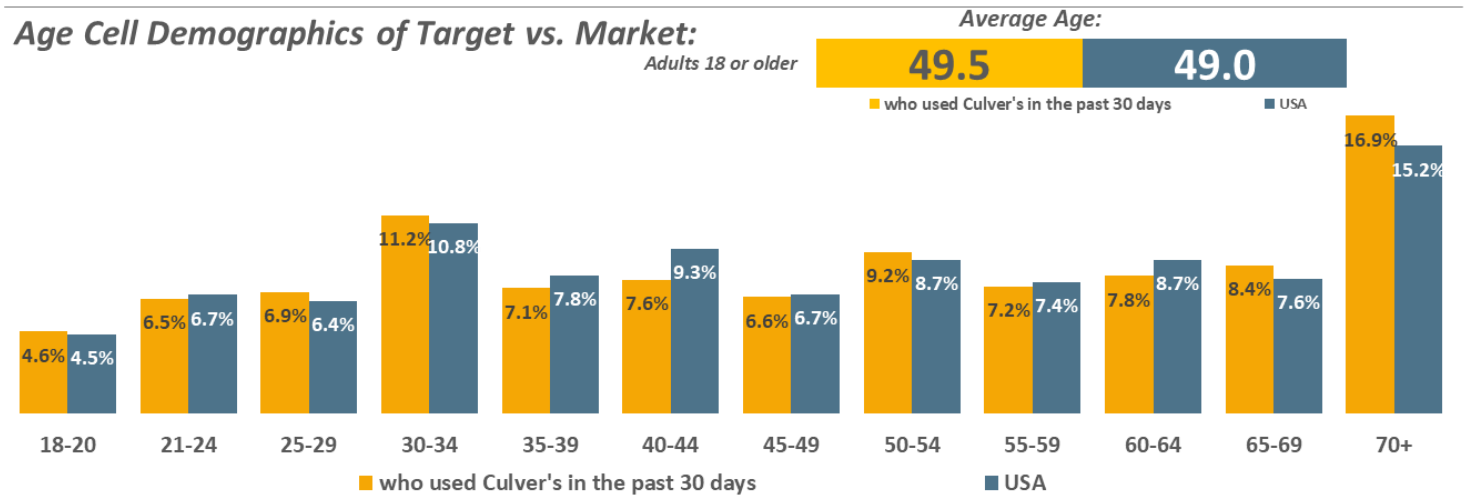
Gender of Target vs. Market: Adults 18 or older



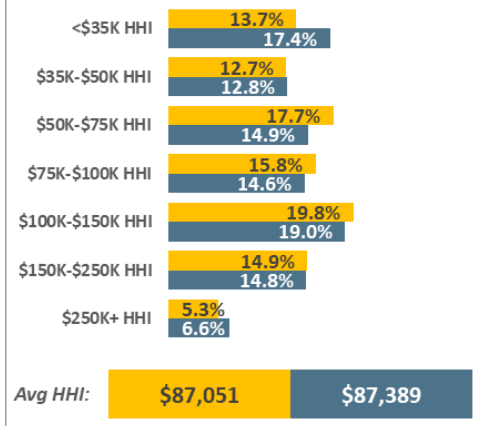
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

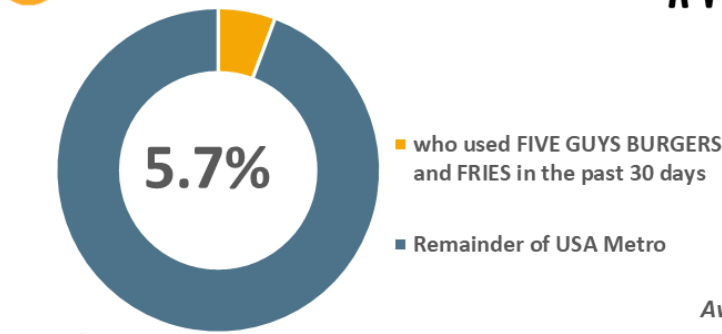
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

FIVE GUYS®
BURGERS and FRIES

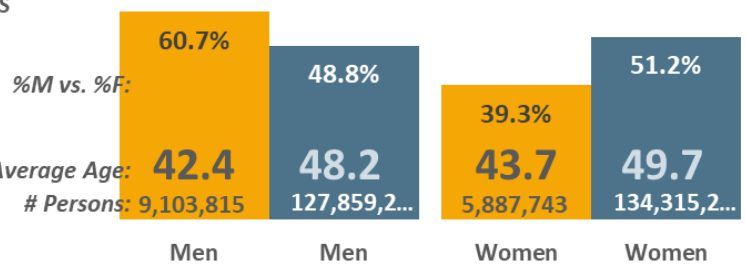
5.7% or 14,991,557 of USA Adults 18 or older used FIVE GUYS BURGERS and FRIES in the past 30 days.
Typical Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days are 43. years old (12.1% younger than average) and have a $95,842 (9.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

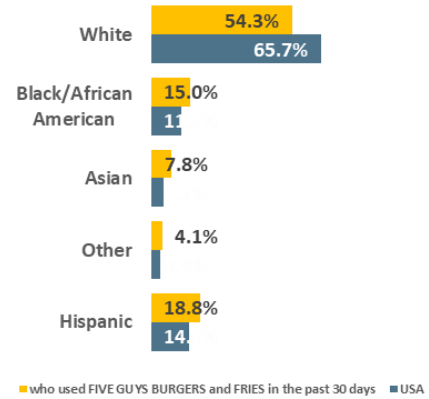




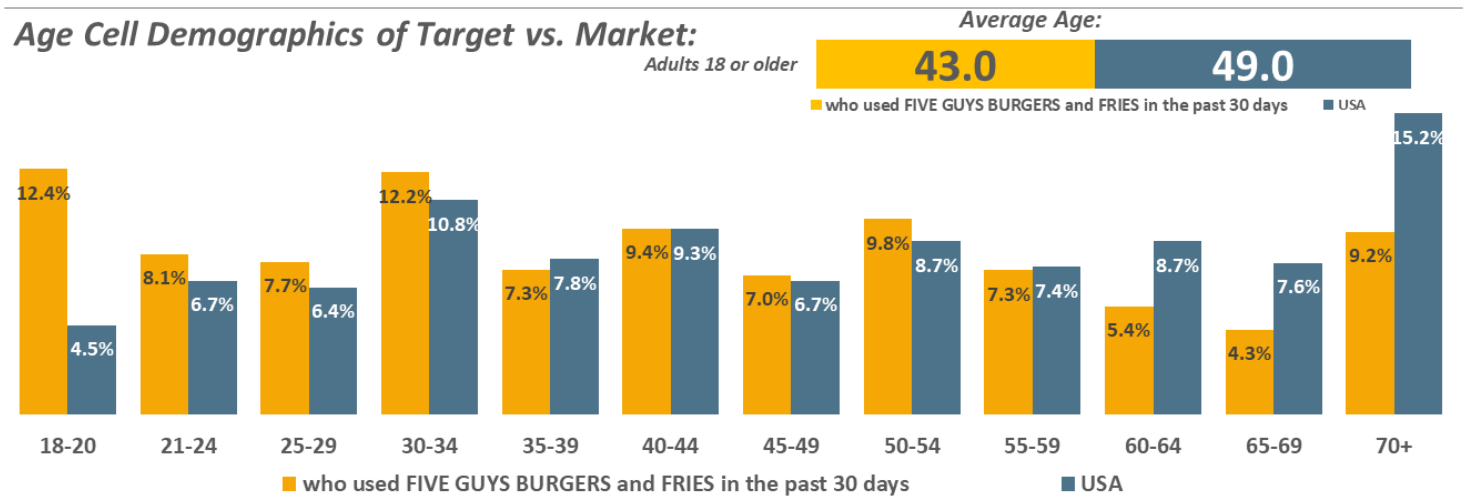
Gender of Target vs. Market: Adults 18 or older



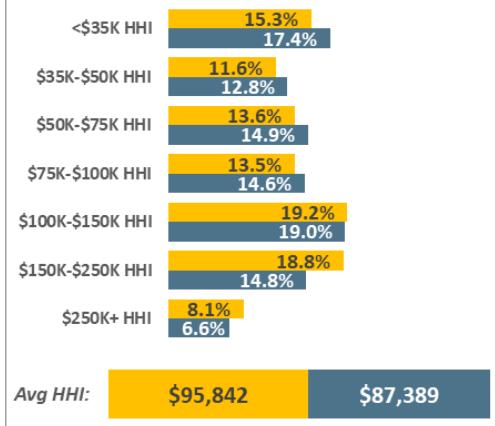
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



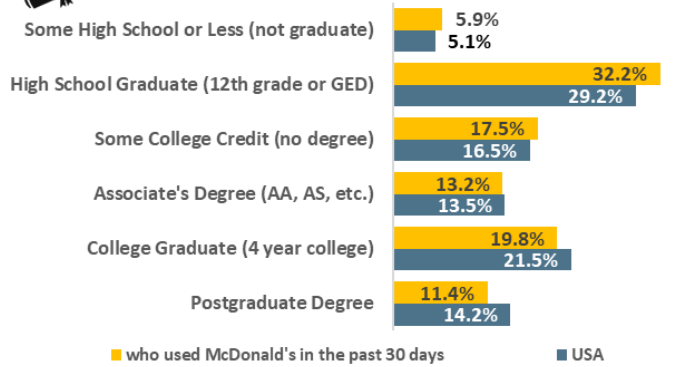
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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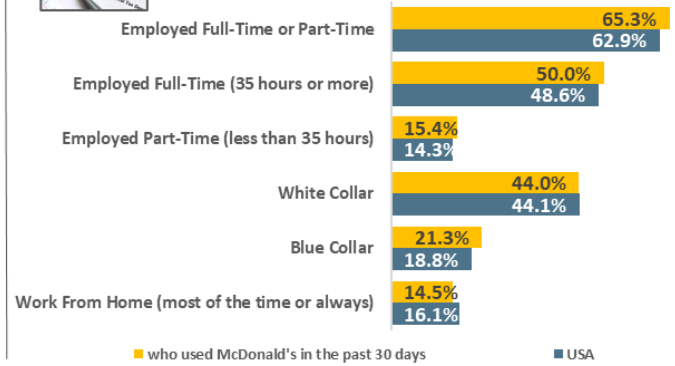
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

41.1% or 107,698,740 of USA Adults 18 or older used McDonald's in the past 30 days.
Adults 18 or older who used McDonald's in the past 30 days are 12.6% less likely to be a college graduate, 2.8% more likely to work full-time, .7% less likely to be married, 18.4% more likely to be a parent of 1 or more children under 18.

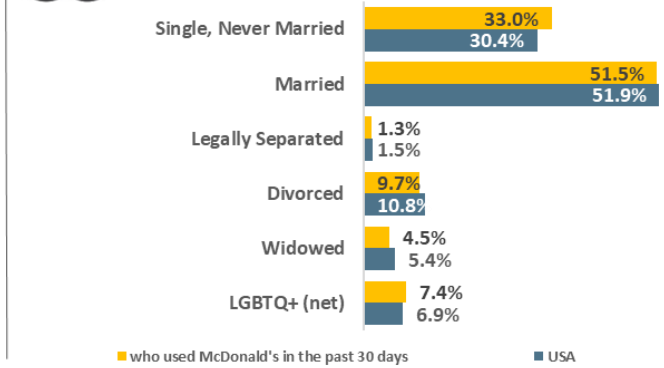
Education Levels: Adults 18 or older



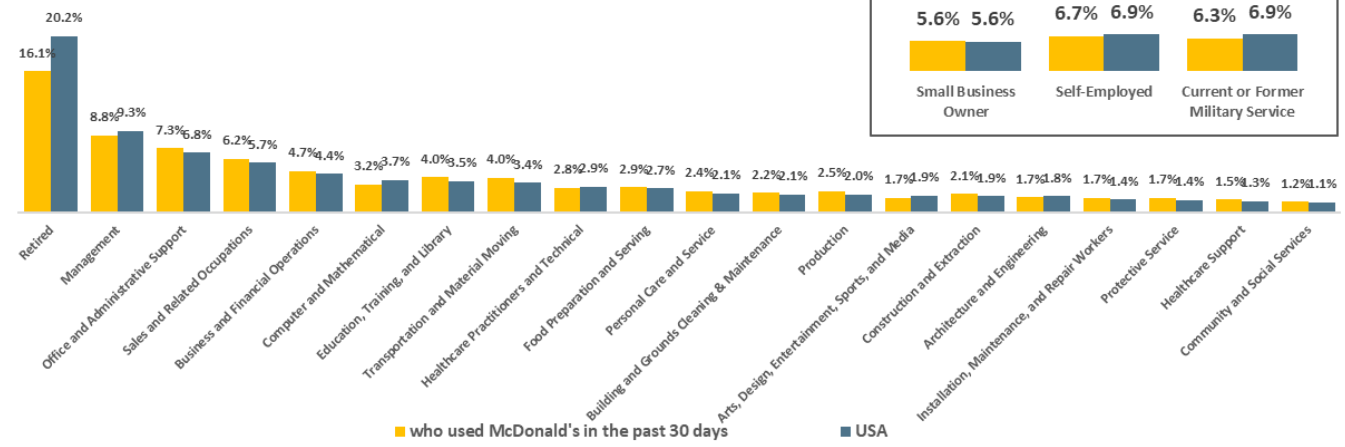
Employment: Adults 18 or older



Marital Status: Adults 18 or older

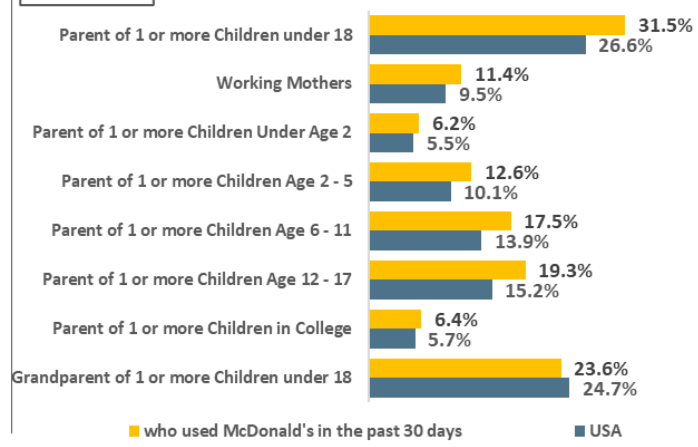


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



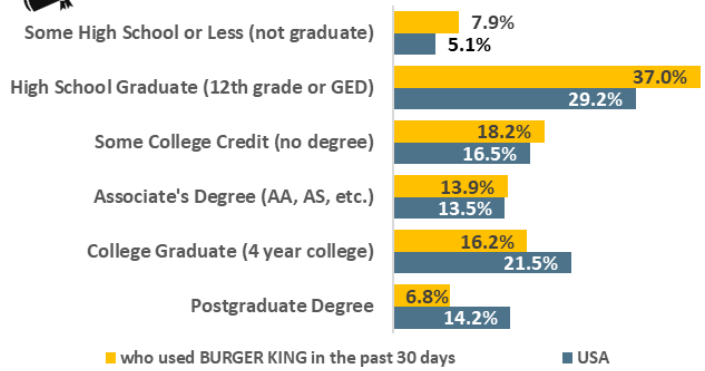
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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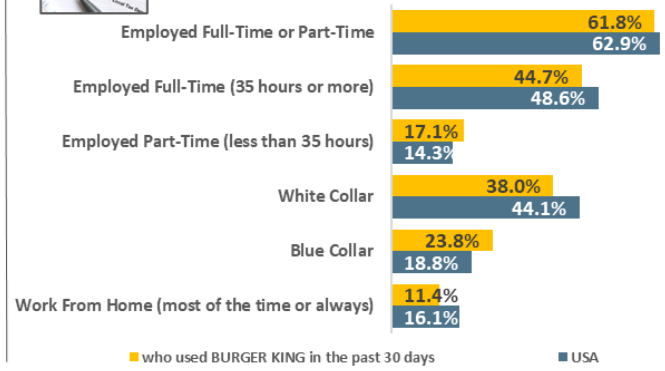
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

18.9% or 49,544,406 of USA Adults 18 or older used BURGER KING in the past 30 days.
Adults 18 or older who used BURGER KING in the past 30 days are 35.4% less likely to be a college graduate, 8.% less likely to work full-time, 11.4% less likely to be married, 2.5% more likely to be a parent of 1 or more children under 18.

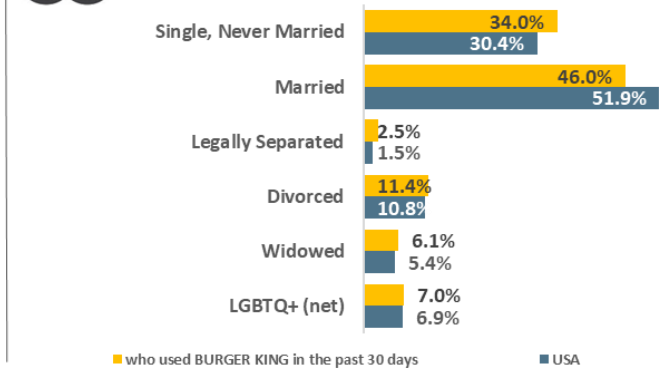
Education Levels: Adults 18 or older



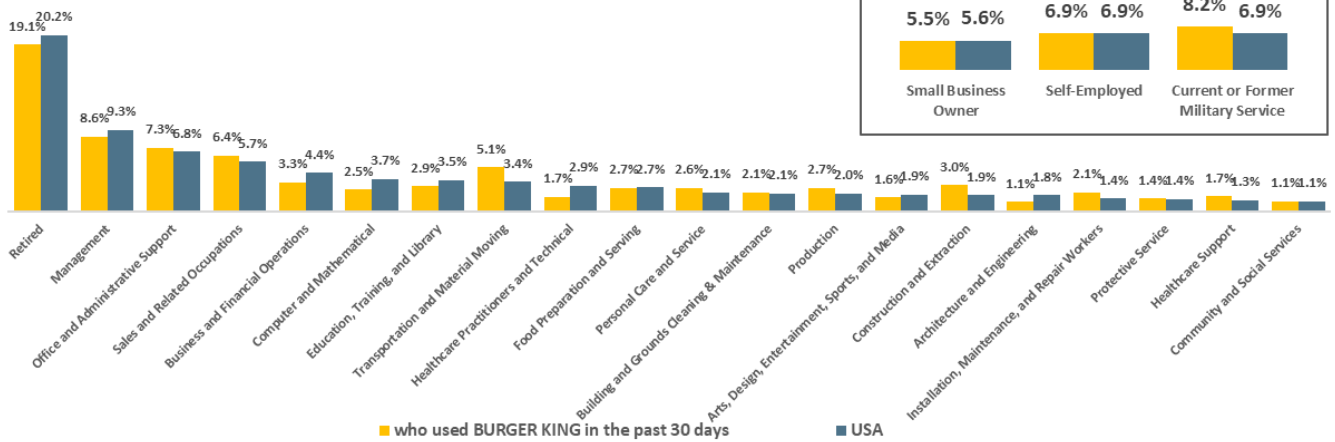
Employment: Adults 18 or older



Marital Status: Adults 18 or older

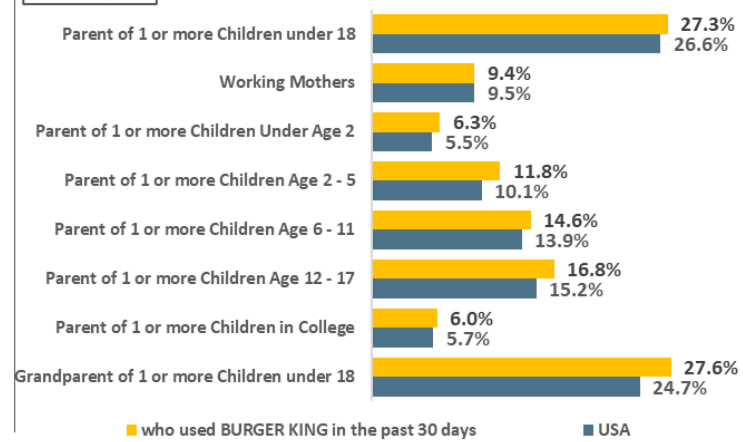


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

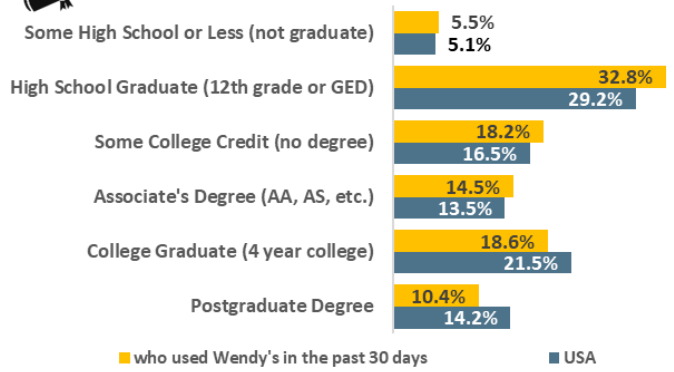
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

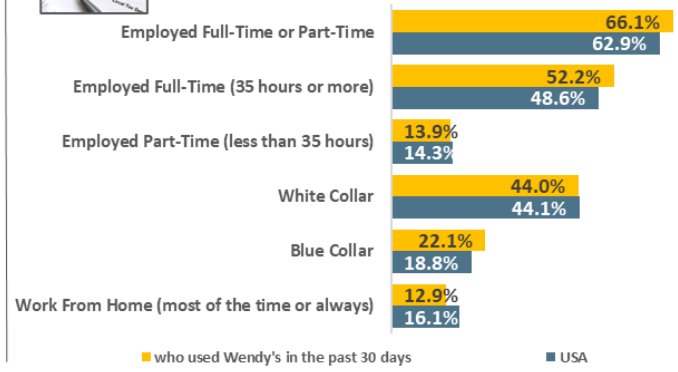
©

17.7% or 44,511,325 of USA Adults 18 or older used Wendy's in the past 30 days.
Adults 18 or older who used Wendy's in the past 30 days are 18.6% less likely to be a college graduate, 7.5% more likely to work full-time, 6.1% less likely to be married, 13.4% more likely to be a parent of 1 or more children under 18.

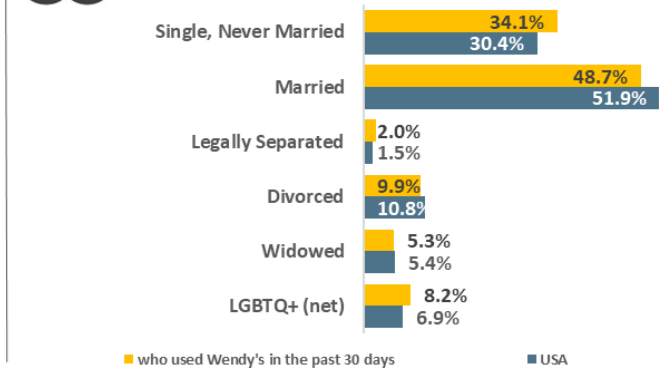
Education Levels: Adults 18 or older



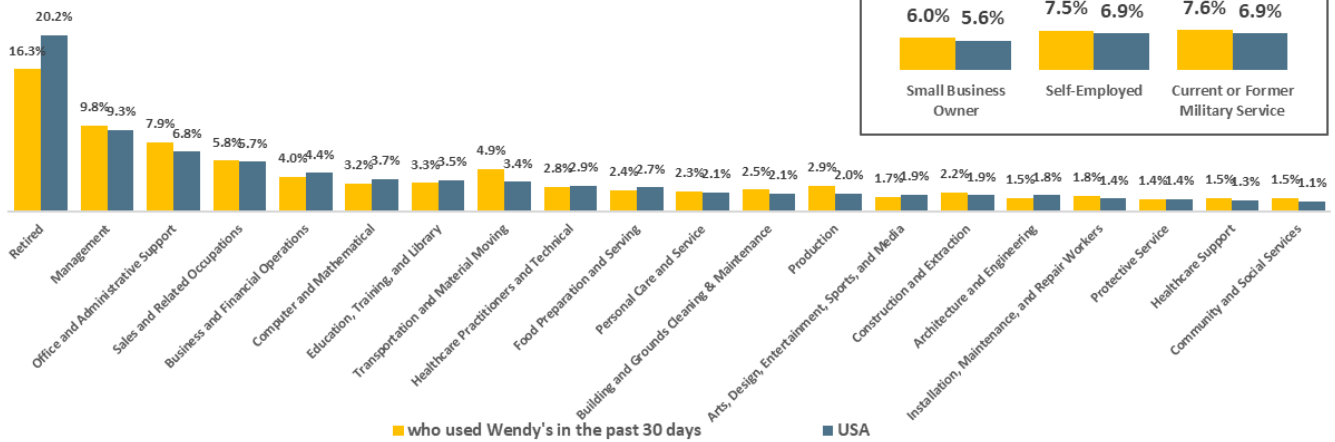
Employment: Adults 18 or older



Marital Status: Adults 18 or older

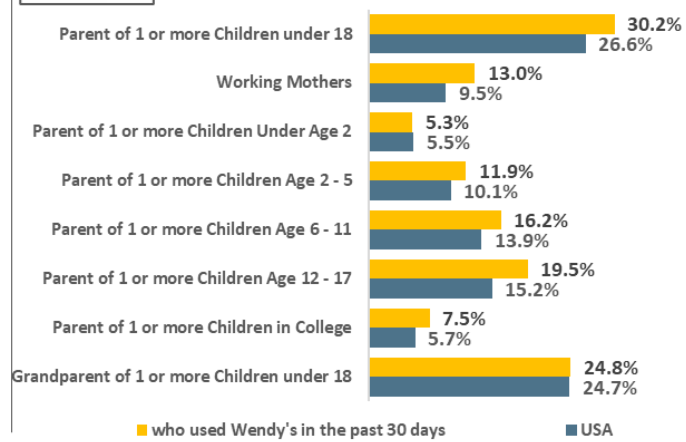


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



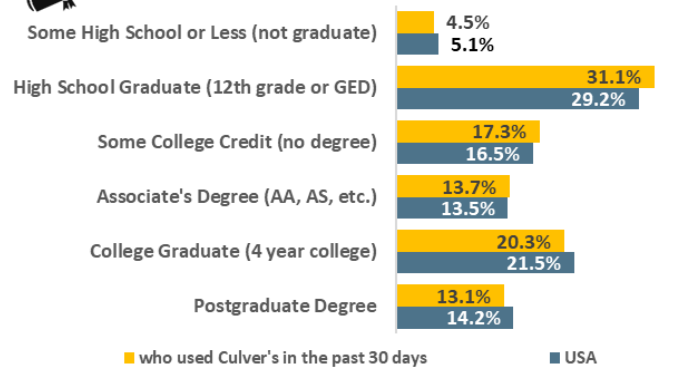
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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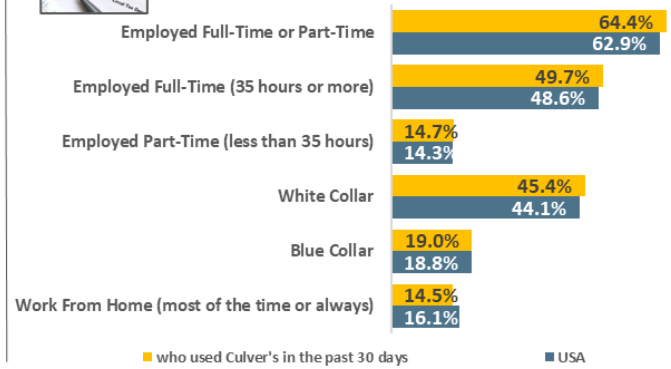
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

15.% or 39,295,371 of USA Adults 18 or older used Culver's in the past 30 days.
Adults 18 or older who used Culver's in the past 30 days are 6.5% less likely to be a college graduate, 2.2% more likely to work full-time, 3.1% more likely to be married, 6.9% less likely to be a parent of 1 or more children under 18.

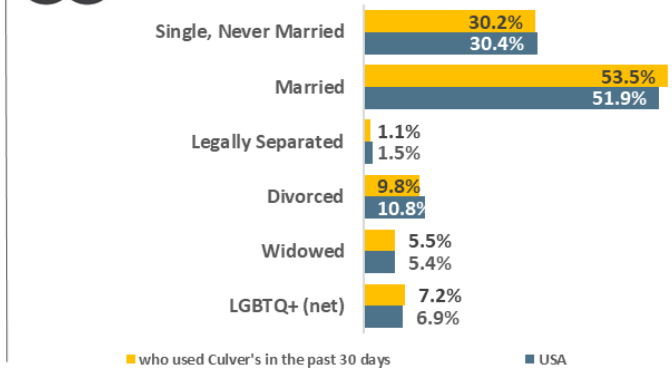
Education Levels: Adults 18 or older



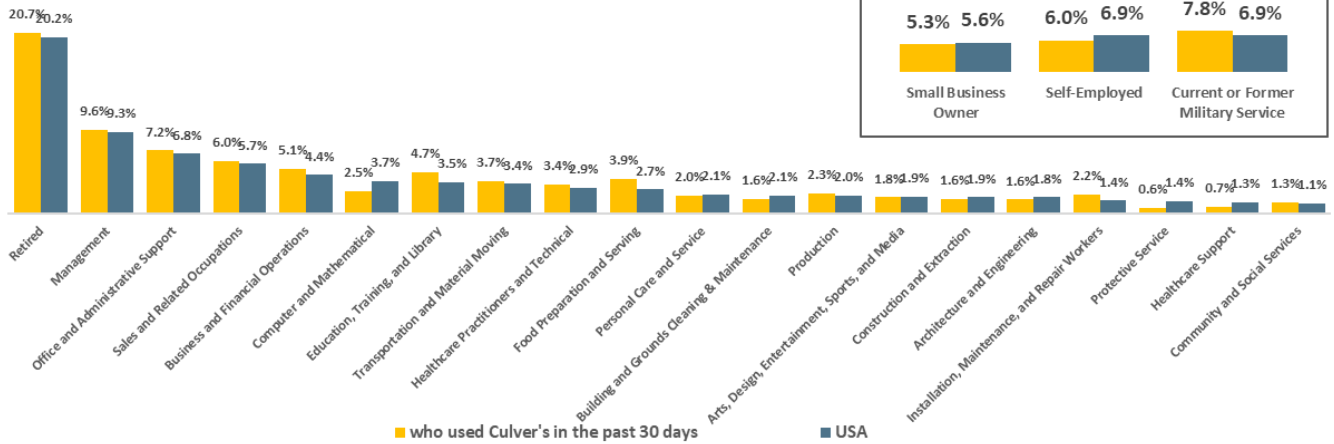
Employment: Adults 18 or older



Marital Status: Adults 18 or older

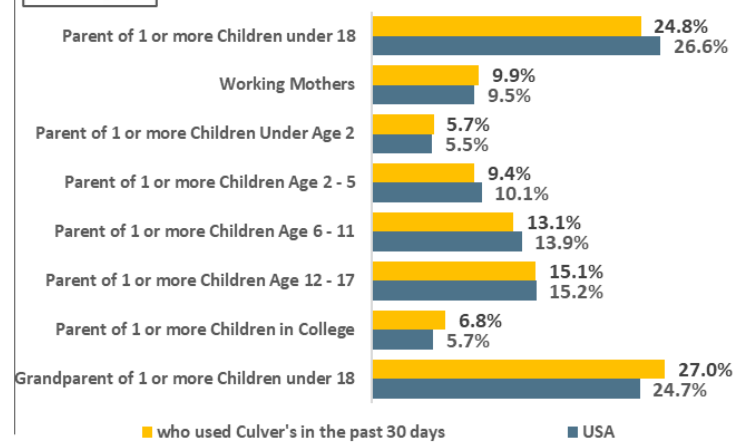


Top-20 Occupations: Adults 18 or older



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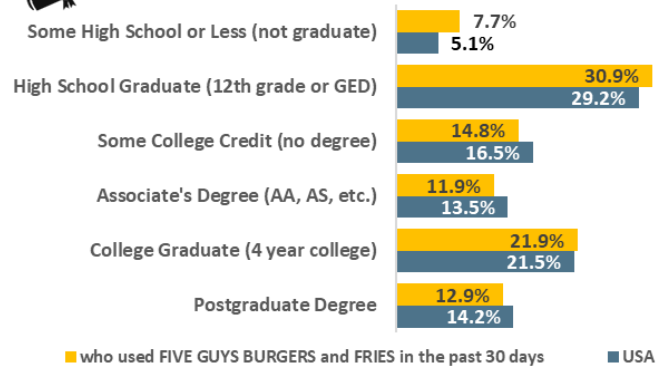
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

©

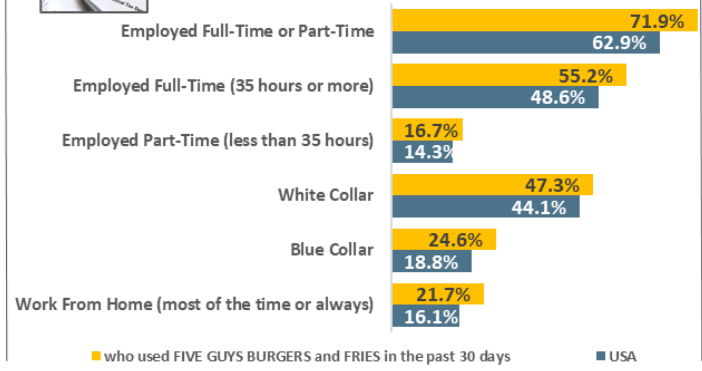
FIVE GUYS®
BURGERS and FRIES

5.7% or 14,991,557 of USA Adults 18 or older used FIVE GUYS BURGERS and FRIES in the past 30 days. Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days are 2.5% less likely to be a college graduate, 13.5% more likely to work full-time, 10.6% less likely to be married, 10.8% more likely to be a parent of 1 or more children under 1

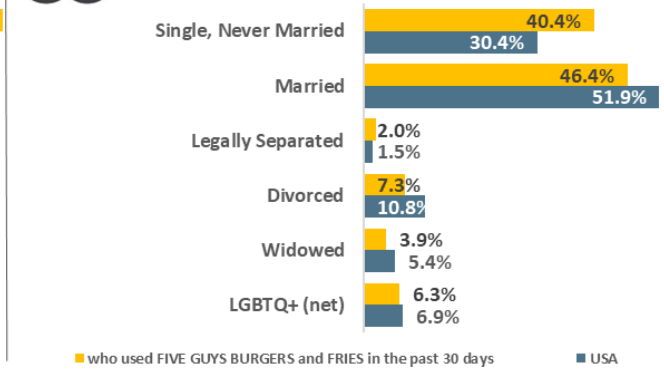
Education Levels: Adults 18 or older



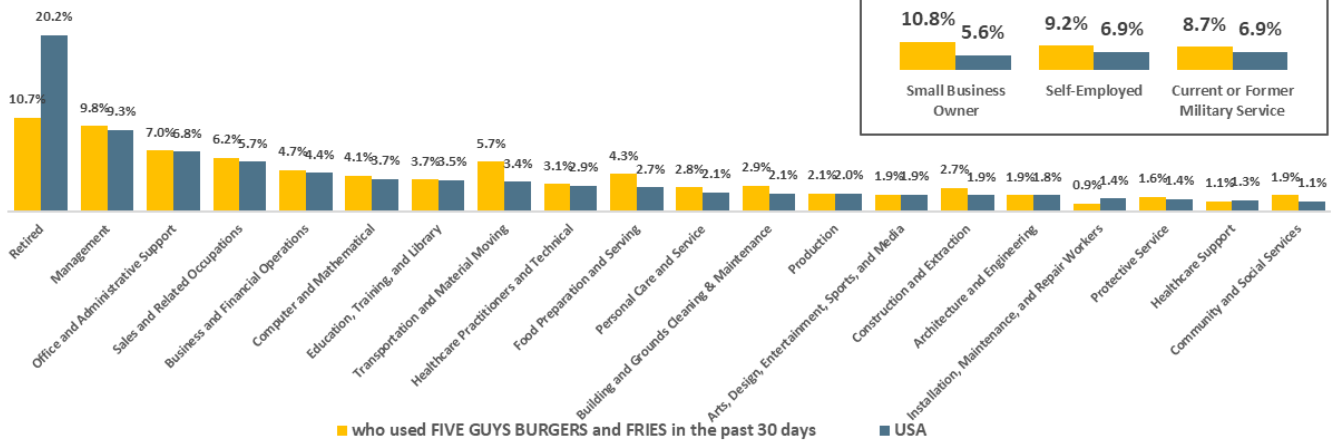
Employment: Adults 18 or older



Marital Status: Adults 18 or older

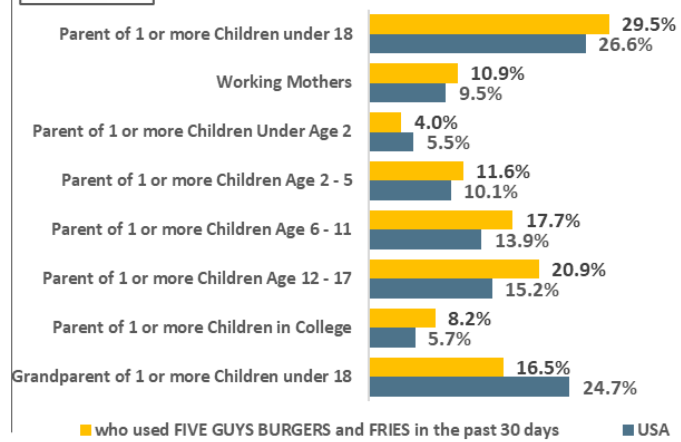


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

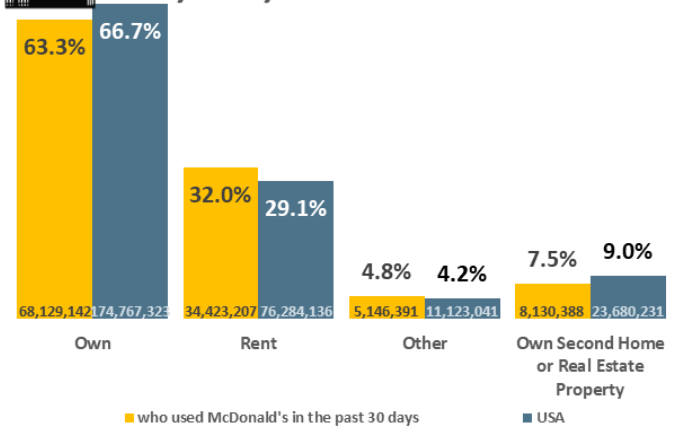
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

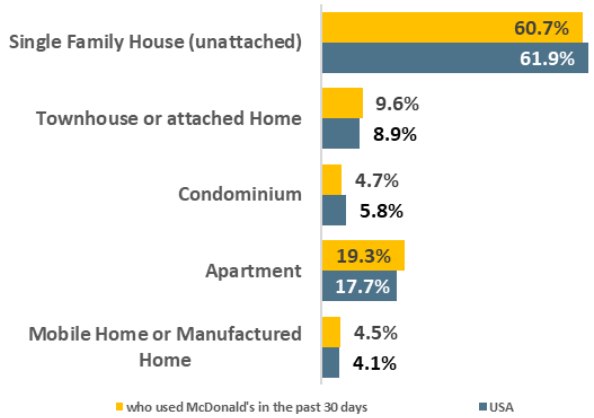
©

41.1% or 107,698,740 of USA Adults 18 or older used McDonald's in the past 30 days.
Adults 18 or older who used McDonald's in the past 30 days are 5.1% less likely to own their home, 7.% more likely to own a lower valued home, 2.% less likely to have a single-family home, 3.5% more likely to have a dog.

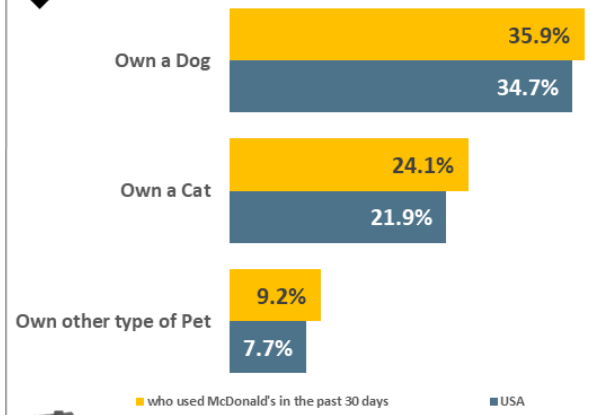
Own/Rent/Other: Adults 18 or older



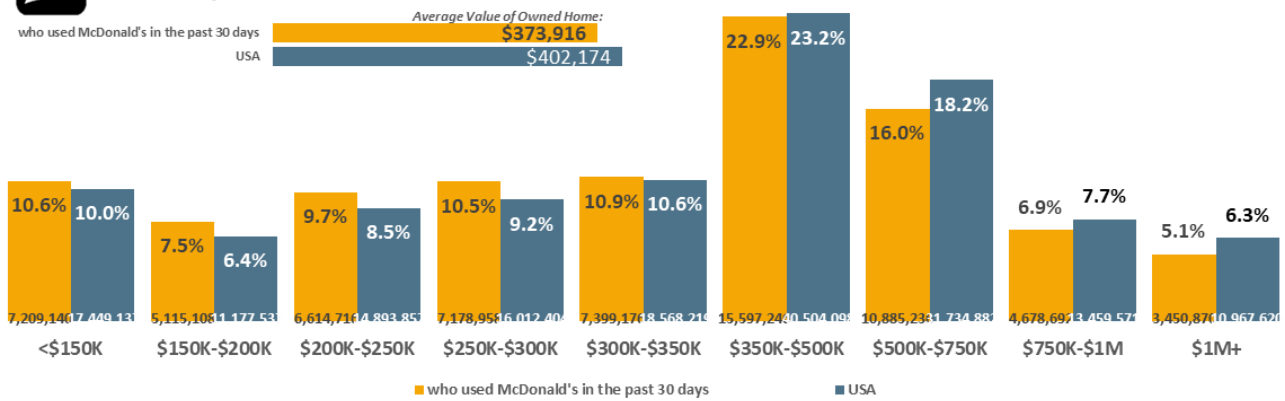
Type of Home: Adults 18 or older



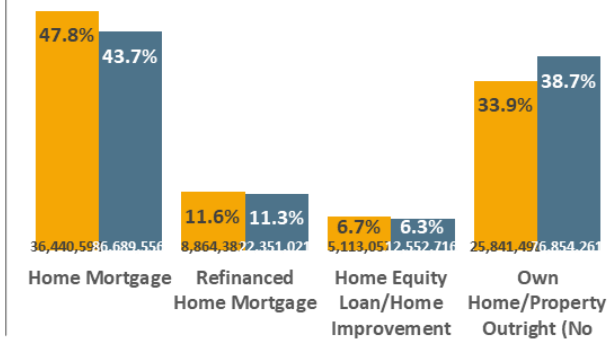
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



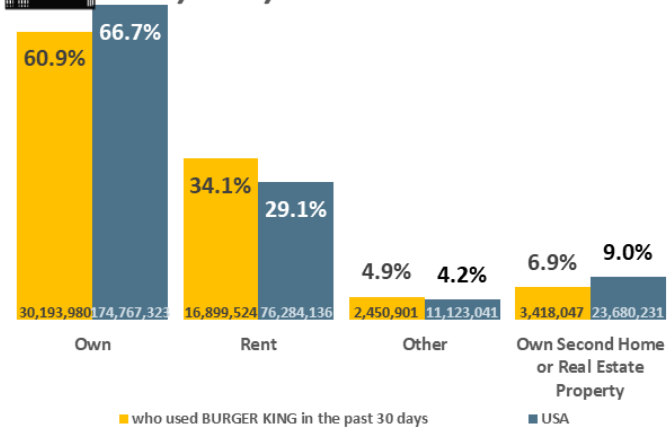
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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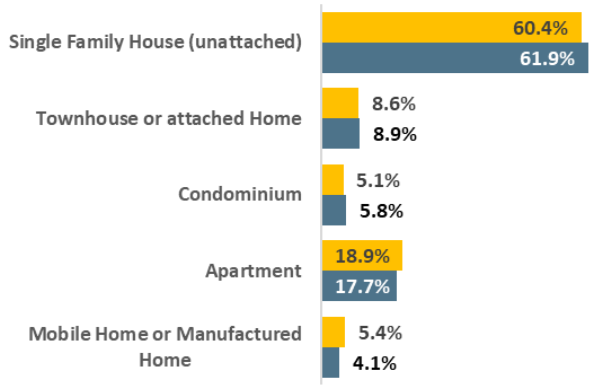
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

18.9% or 49,544,406 of USA Adults 18 or older used BURGER KING in the past 30 days.
Adults 18 or older who used BURGER KING in the past 30 days are 8.6% less likely to own their home, 14.% more likely to own a lower valued home, 2.5% less likely to have a single-family home, 6.% more likely to have a dog.

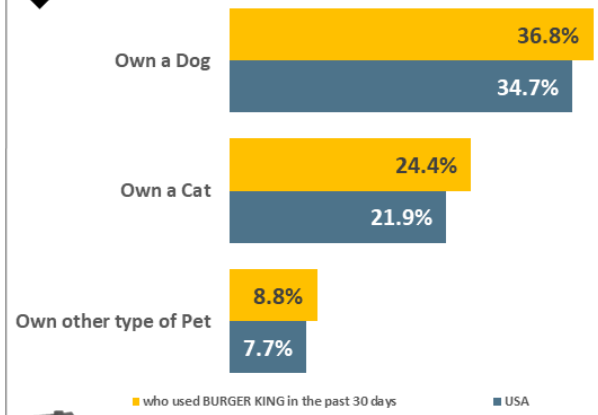
Own/Rent/Other: Adults 18 or older



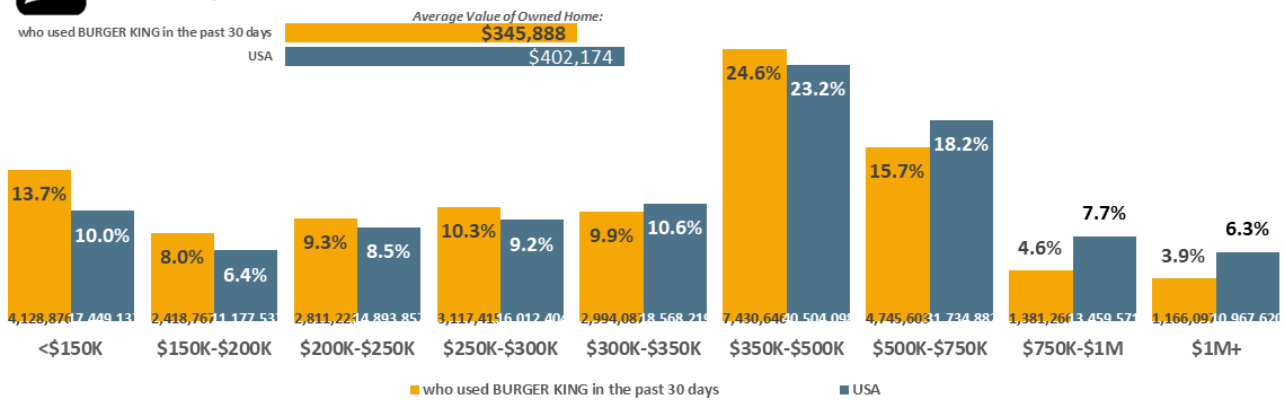
Type of Home: Adults 18 or older



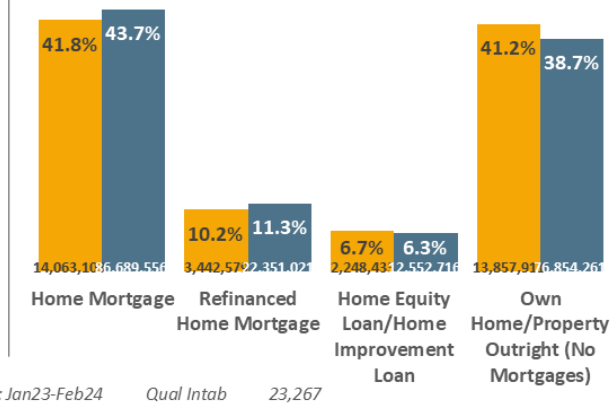
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



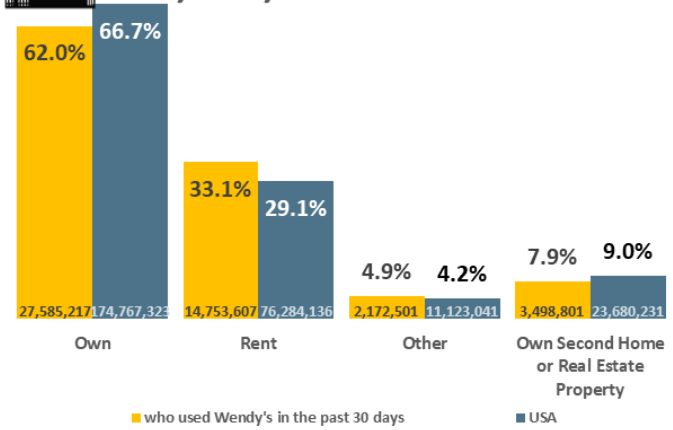
USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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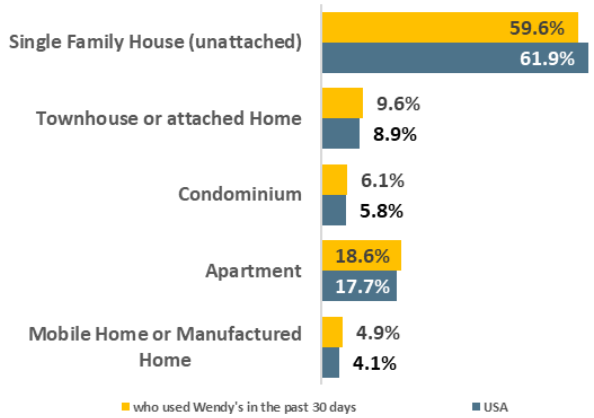
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

17.% or 44,511,325 of USA Adults 18 or older used Wendy's in the past 30 days.
Adults 18 or older who used Wendy's in the past 30 days are 7.% less likely to own their home, 9.4% more likely to own a lower valued home, 3.8% less likely to have a single-family home, 2.8% more likely to have a dog.

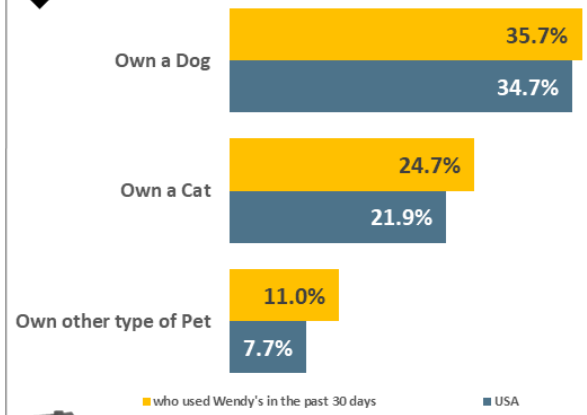
Own/Rent/Other: Adults 18 or older



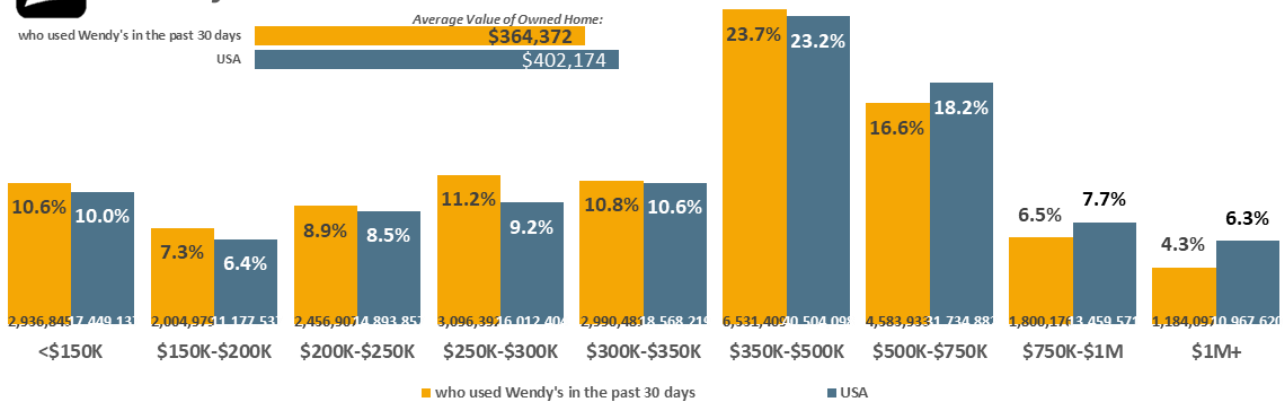
Type of Home: Adults 18 or older



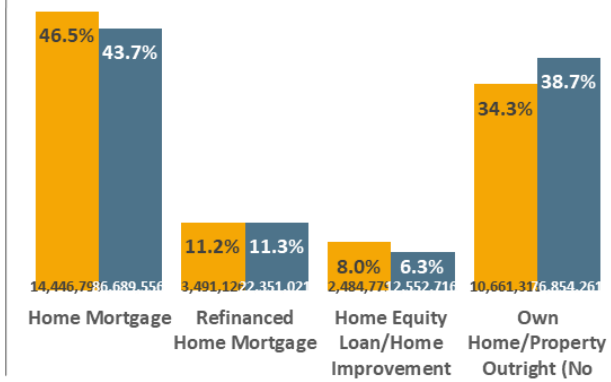
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



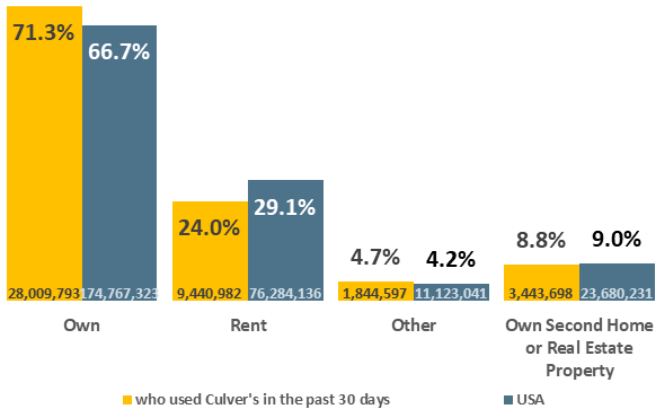
USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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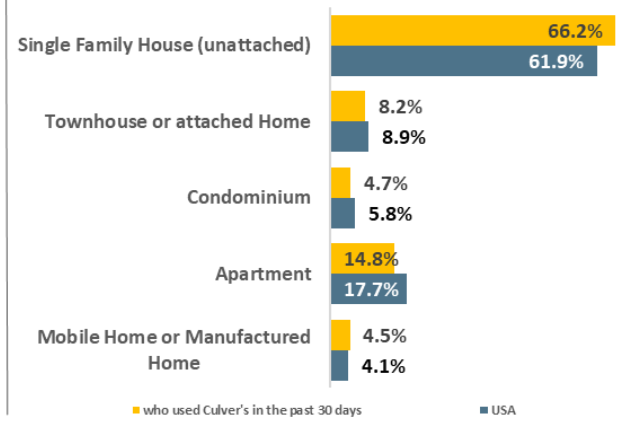
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

15.% or 39,295,371 of USA Adults 18 or older used Culver's in the past 30 days.
Adults 18 or older who used Culver's in the past 30 days are 6.9% more likely to own their home, 11.8% more likely to own a lower valued home, 6.9% more likely to have a single-family home, 3.4% more likely to have a dog.

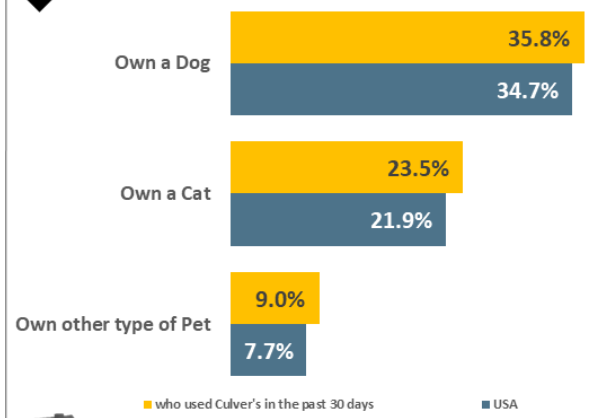
Own/Rent/Other: Adults 18 or older



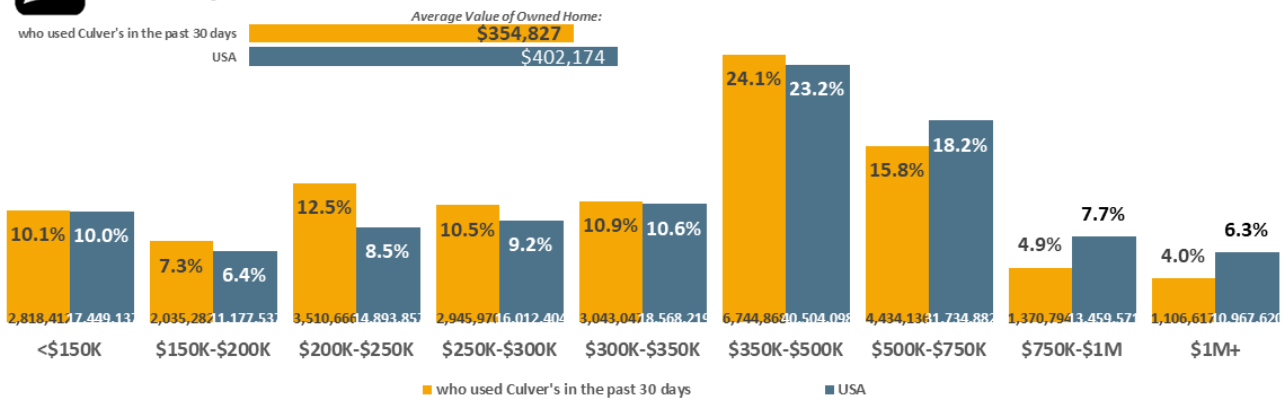
Type of Home: Adults 18 or older



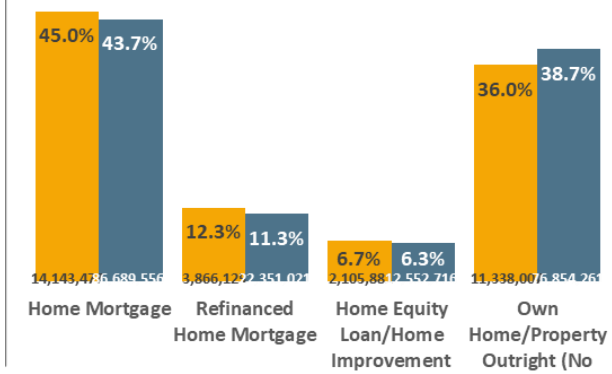
Pets in Home: Adults 18 or older



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

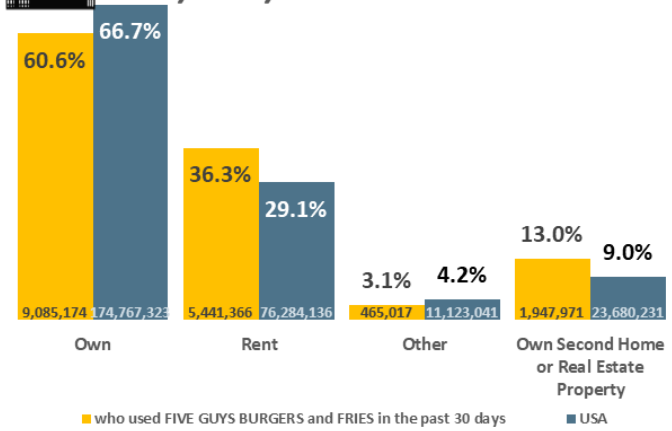
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

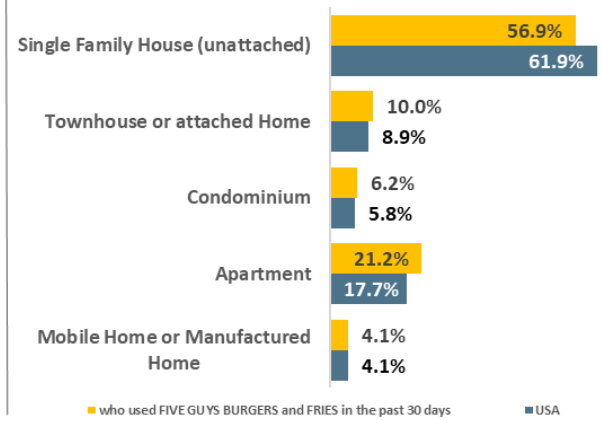
FIVE GUYS®
BURGERS and FRIES

5.7% or 14,991,557 of USA Adults 18 or older used FIVE GUYS BURGERS and FRIES in the past 30 days. Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days are 9.1% less likely to own their home, 14.5% more likely to own a higher valued home, 8.1% less likely to have a single-family home, .4% more likely to have a dog.

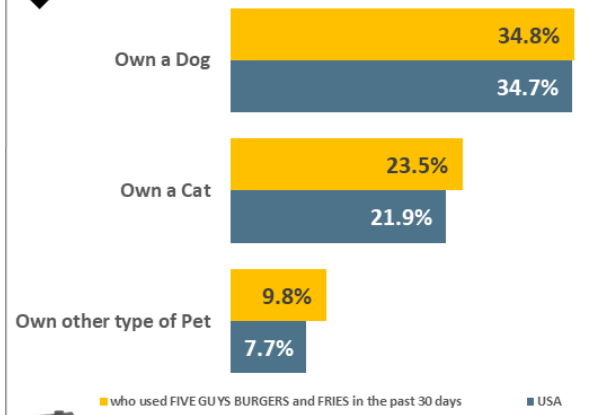
Own/Rent/Other: Adults 18 or older



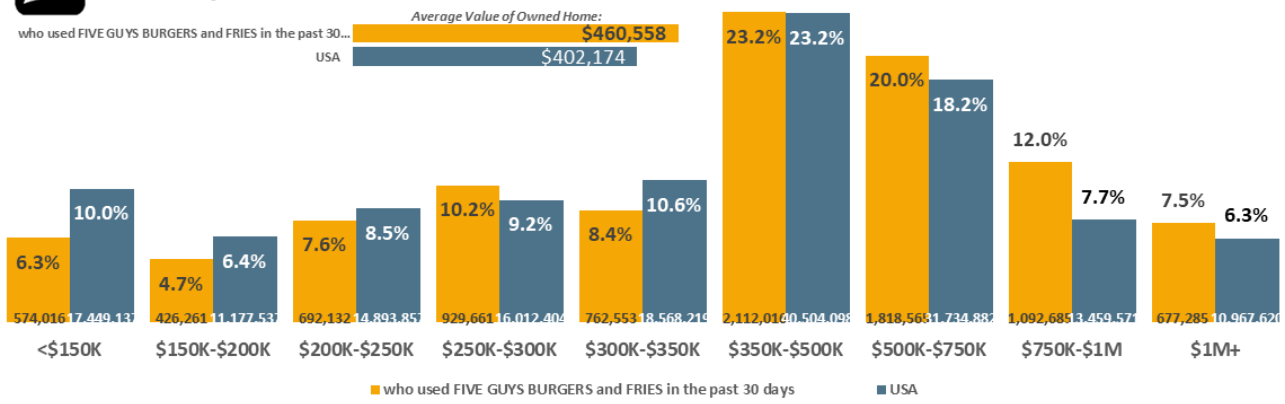
Type of Home: Adults 18 or older



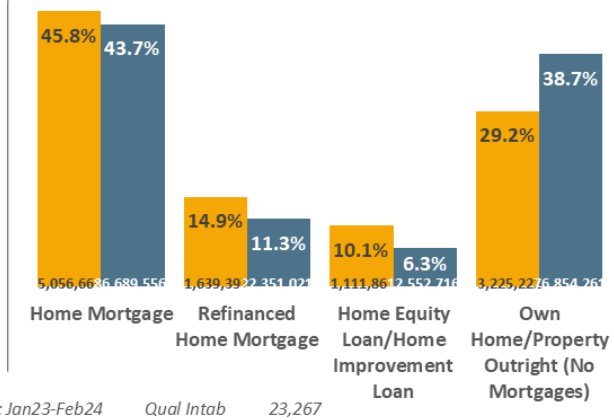
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



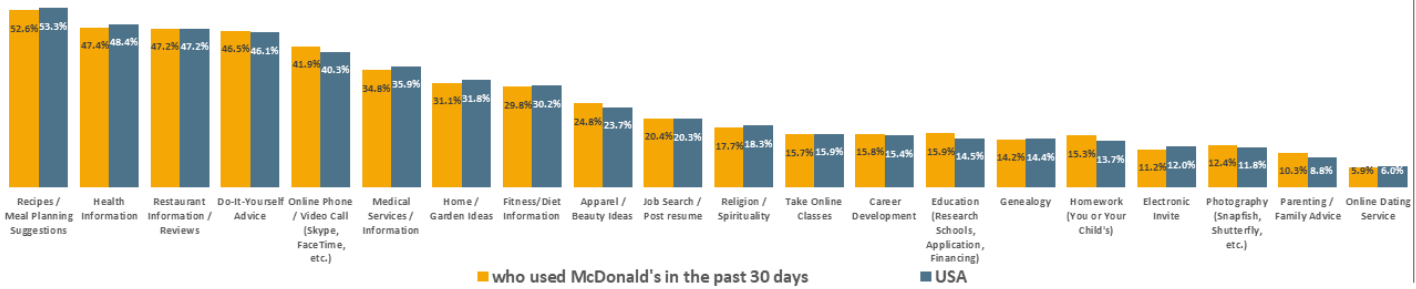
USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

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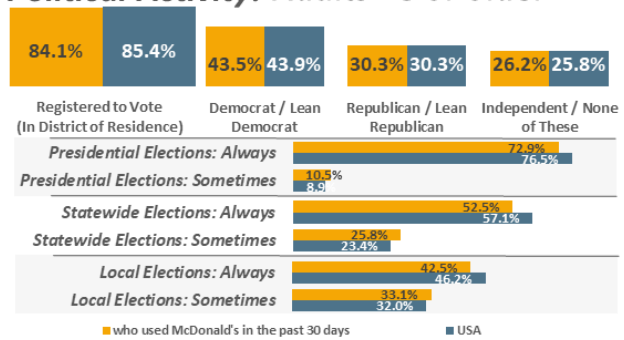
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,267*

41.1% or 107,698,740 of USA Adults 18 or older used McDonald's in the past 30 days.
Adults 18 or older who used McDonald's in the past 30 days are 1.% more likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 5.3% less likely to belong to a gym, 3.6% less likely to fly domestic past yr.

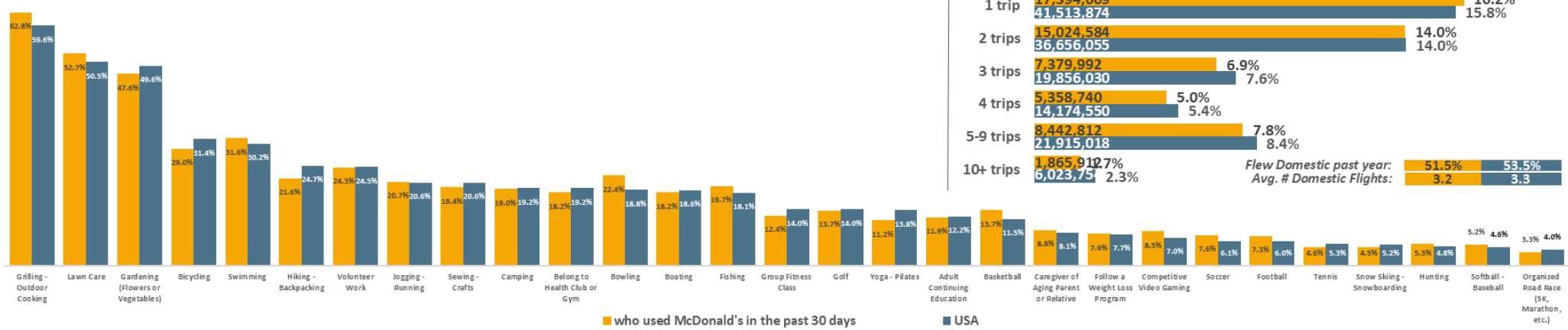
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



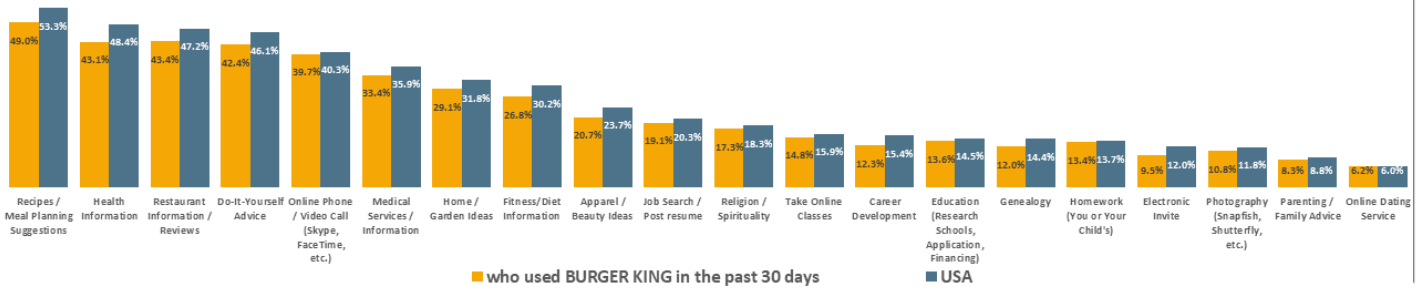
Past 12-months Domestic Airline Trips: Adults 18 or older

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

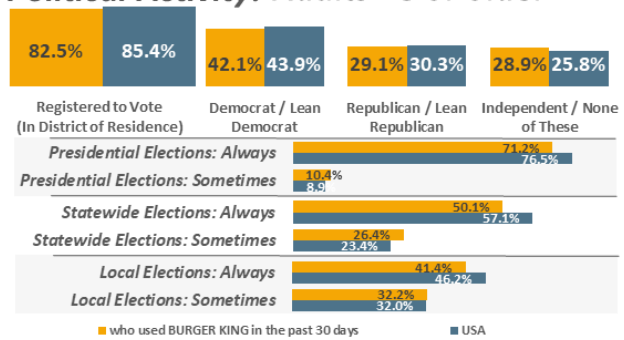
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18.9% or 49,544,406 of USA Adults 18 or older used BURGER KING in the past 30 days.
Adults 18 or older who used BURGER KING in the past 30 days are 7.9% less likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 22.9% less likely to belong to a gym, 17.5% less likely to fly domestic past yr.

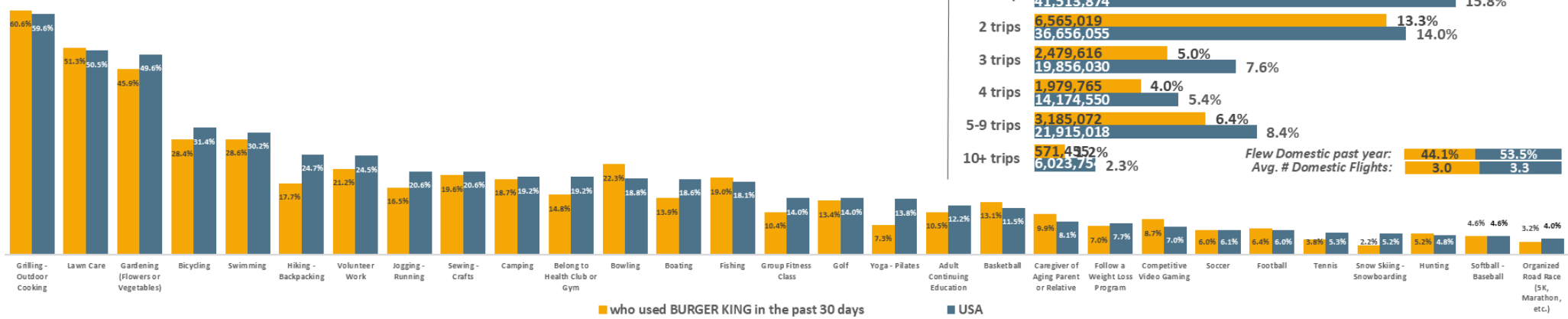
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

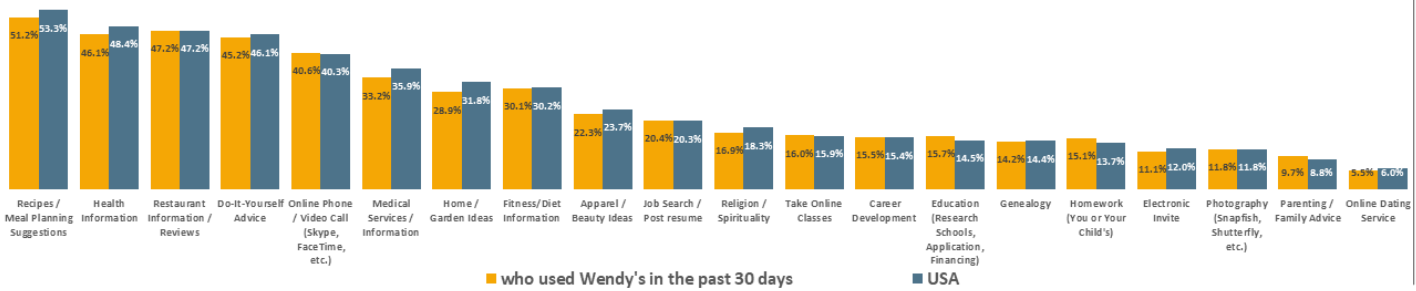
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

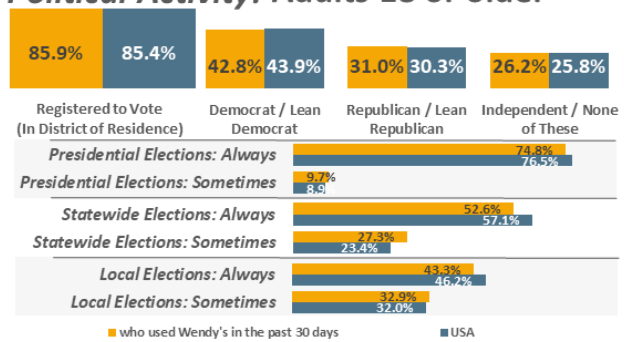
Quick service restaurants used past 30 days: Burger King

17.% or 44,511,325 of USA Adults 18 or older used Wendy's in the past 30 days.
Adults 18 or older who used Wendy's in the past 30 days are 1.8% less likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 6.8% less likely to belong to a gym, 6.% less likely to fly domestic past yr.

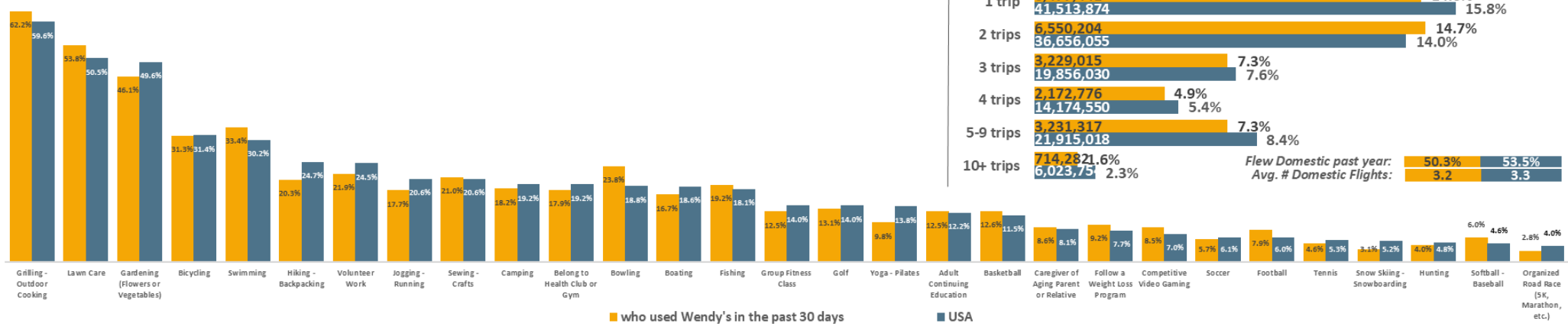
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

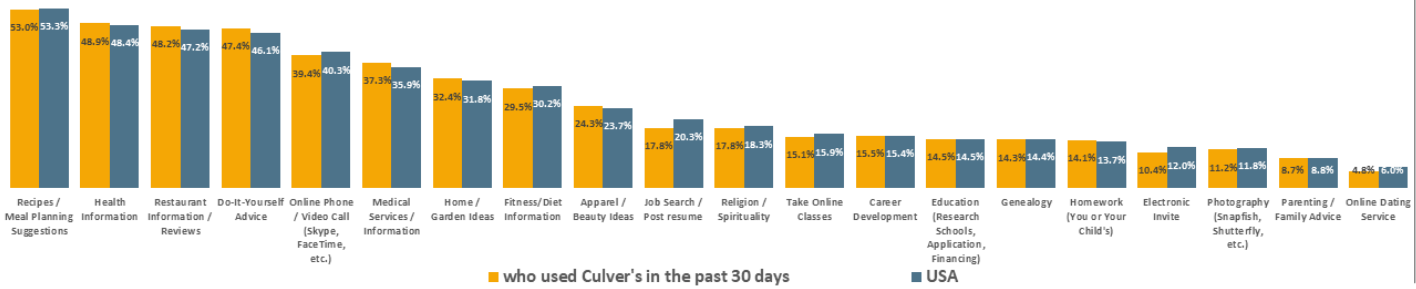
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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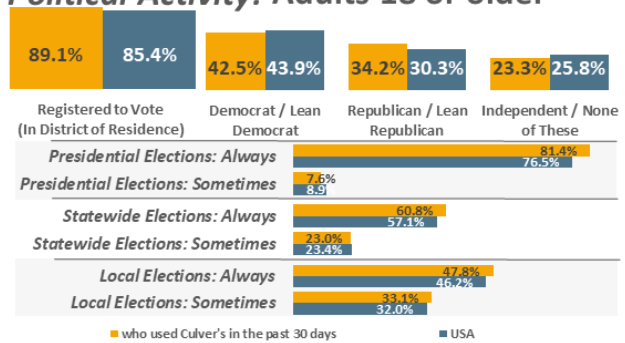
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

15.5% or 39,295,371 of USA Adults 18 or older used Culver's in the past 30 days.
Adults 18 or older who used Culver's in the past 30 days are 2.8% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 3.3% more likely to belong to a gym, 6.4% more likely to fly domestic past yr.

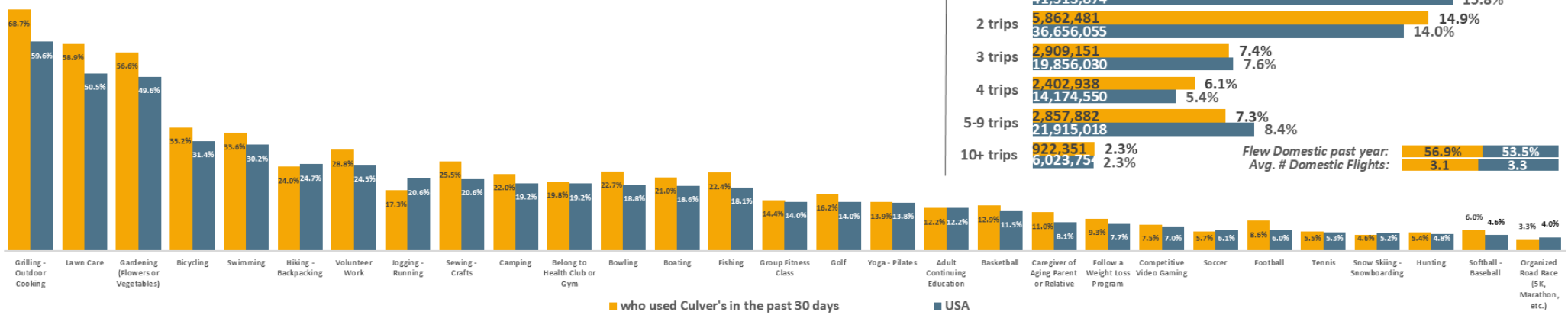
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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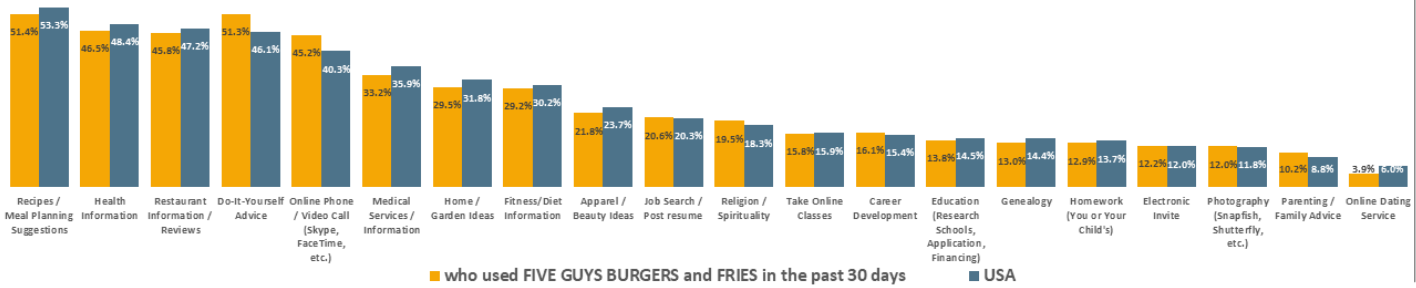
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

Quick service restaurants used past 30 days: Culver's

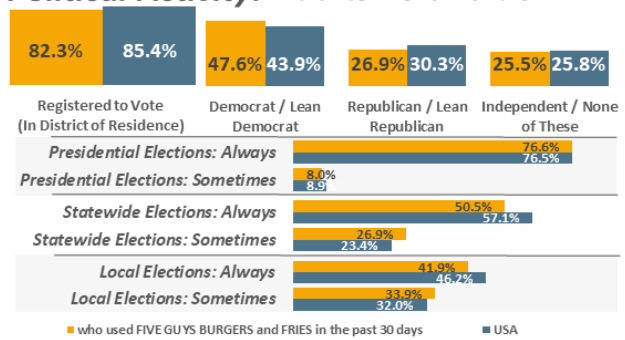
FIVE GUYS®
BURGERS and FRIES

5.7% or 14,991,557 of USA Adults 18 or older used FIVE GUYS BURGERS and FRIES in the past 30 days. Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days are 11.5% more likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 32.8% more likely to belong to a gym, 11.3% more likely to fly domestic p

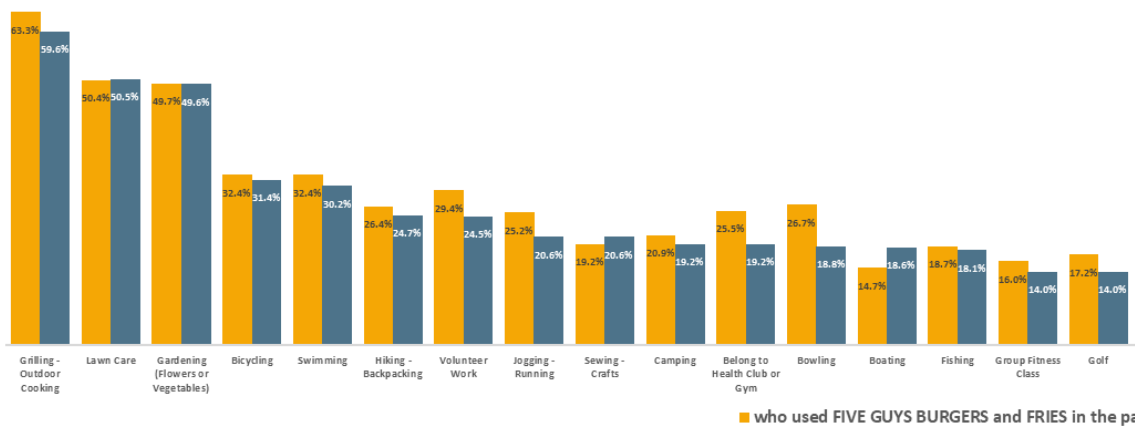
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



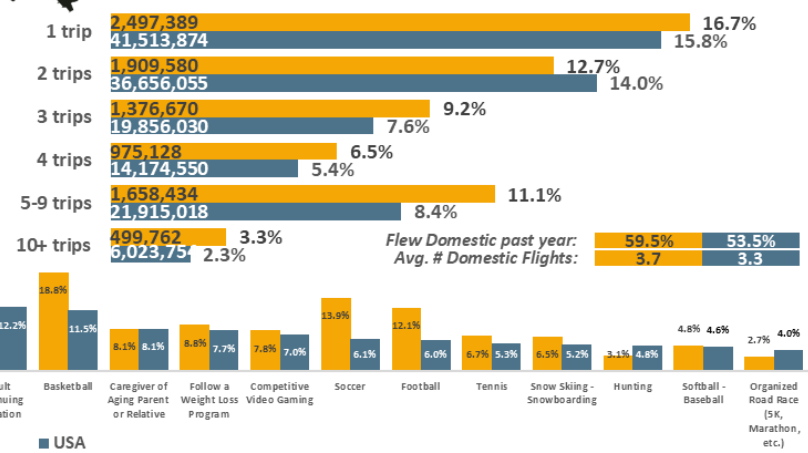
Political Activity: Adults 18 or older



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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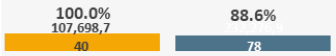
Quick service restaurants used past 30 days: Five Guys

41.1% or 107,698,740 of USA Adults 18 or older used McDonald's in the past 30 days.
Adults 18 or older who used McDonald's in the past 30 days are 12.9% more likely to use QSRs past mo., 7.9% more likely to use Sit-Down Restaurants past mo., 10.9% more likely to use Casinos past yr., 16.6% 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.)

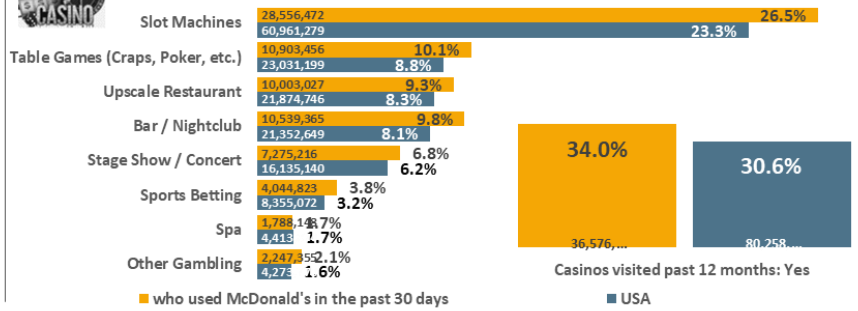


Drank Past 30-days: Adults 18 or older



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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18.9% or 49,544,406 of USA Adults 18 or older used BURGER KING in the past 30 days.
Adults 18 or older who used BURGER KING in the past 30 days are 12.9% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 20.6% more likely to use Casinos past yr., 59.1% 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:

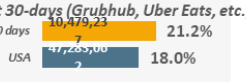


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

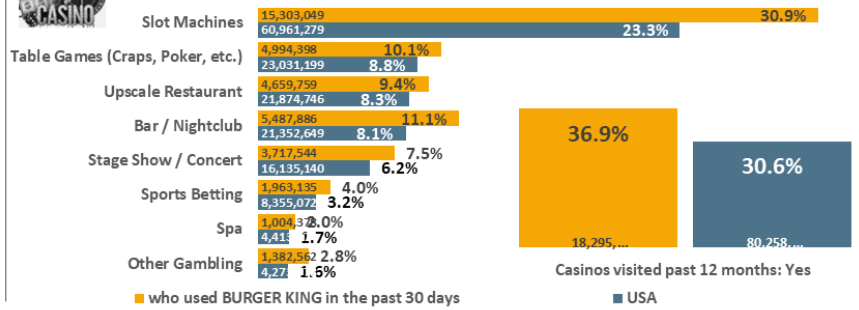


Drank Past 30-days: Adults 18 or older



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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17.% or 44,511,325 of USA Adults 18 or older used Wendy's in the past 30 days.
Adults 18 or older who used Wendy's in the past 30 days are 12.9% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 10.6% more likely to use Casinos past yr., 19.5% 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:

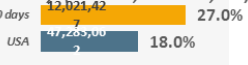


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

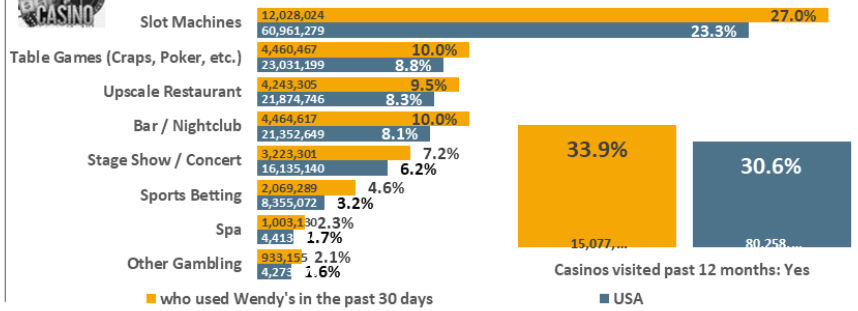


Drank Past 30-days: Adults 18 or older



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

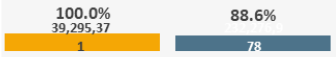
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15.% or 39,295,371 of USA Adults 18 or older used Culver's in the past 30 days.
Adults 18 or older who used Culver's in the past 30 days are 12.9% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 10.9% more likely to use Casinos past yr., 10.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

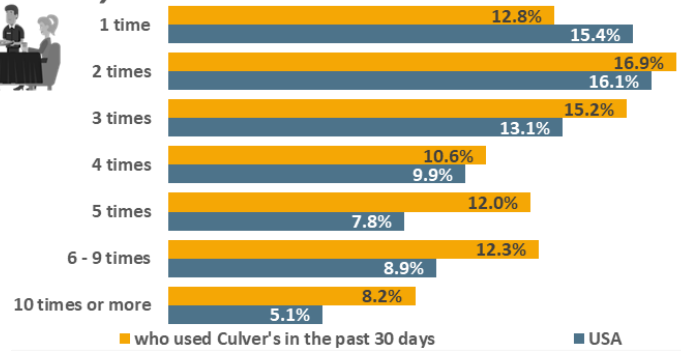


Avg. Monthly QSR Meals:



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.)

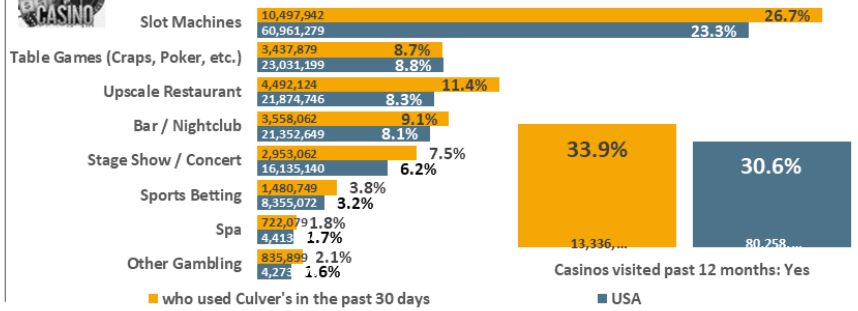


Drank Past 30-days: Adults 18 or older



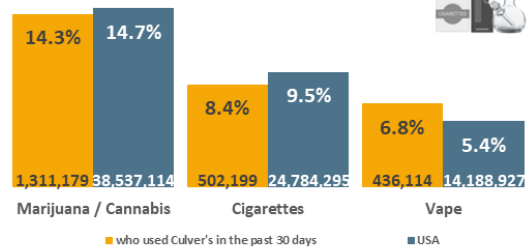
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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

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FIVE GUYS®
BURGERS and FRIES

5.7% or 14,991,557 of USA Adults 18 or older used FIVE GUYS BURGERS and FRIES in the past 30 days. Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days are 12.9% more likely to use QSRs past mo., 17.% more likely to use Sit-Down Restaurants past mo., 34.2% more likely to use Casinos past yr., 6.9% 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.)

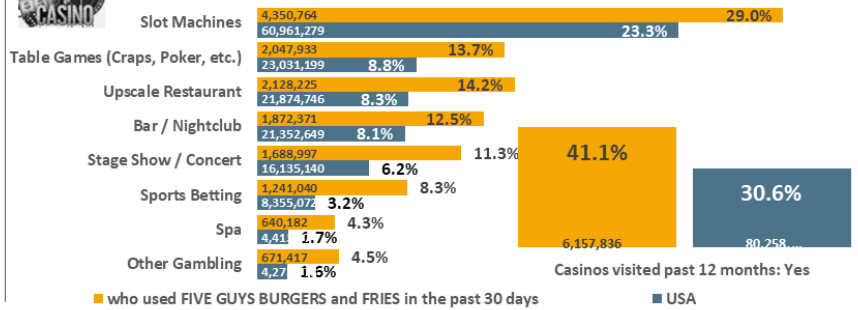


Drank Past 30-days: Adults 18 or older



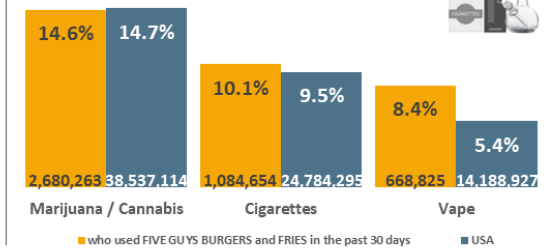
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



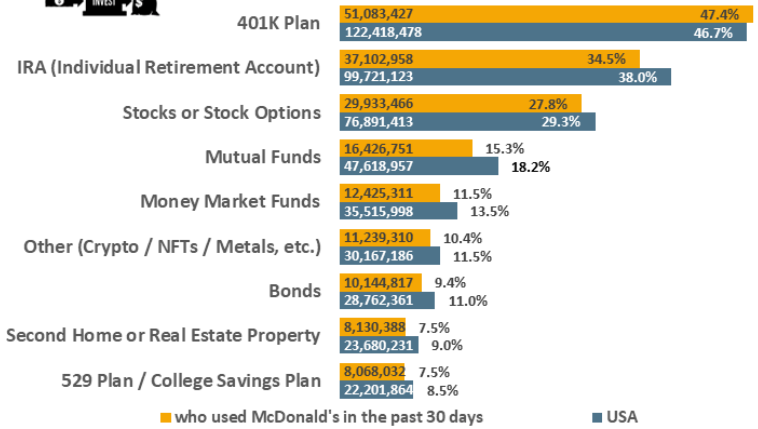


USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

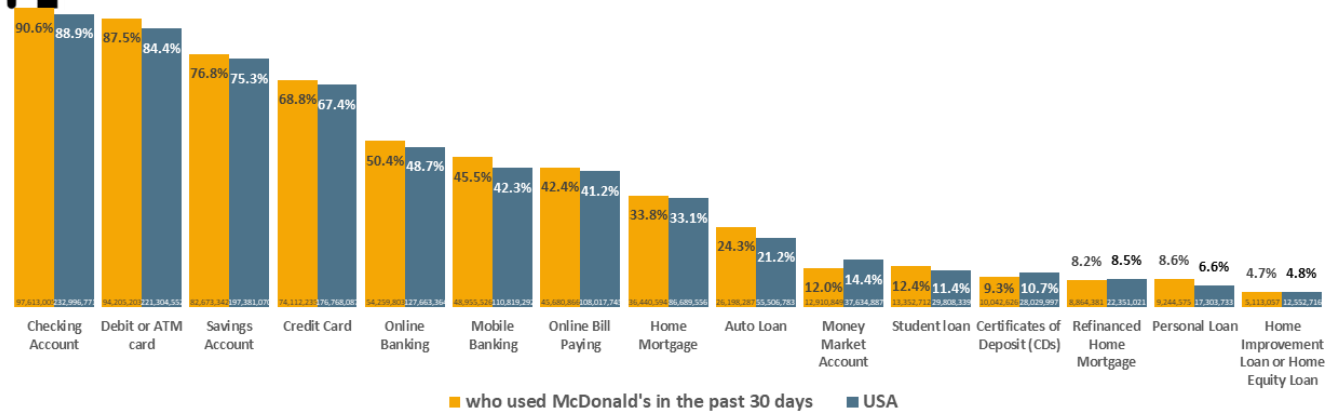
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41.1% or 107,698,740 of USA Adults 18 or older used McDonald's in the past 30 days.
Adults 18 or older who used McDonald's in the past 30 days are 1.6% more likely to have a 401K, 14.9% more likely to have an Auto Loan, 1.4% less likely to Invest/Trade Stocks Online, 10.5% more likely to pay with their Debit Card.

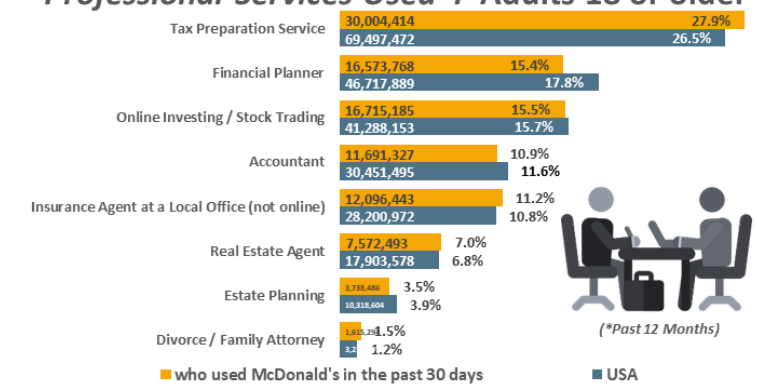
Investments Owned: Adults 18 or older



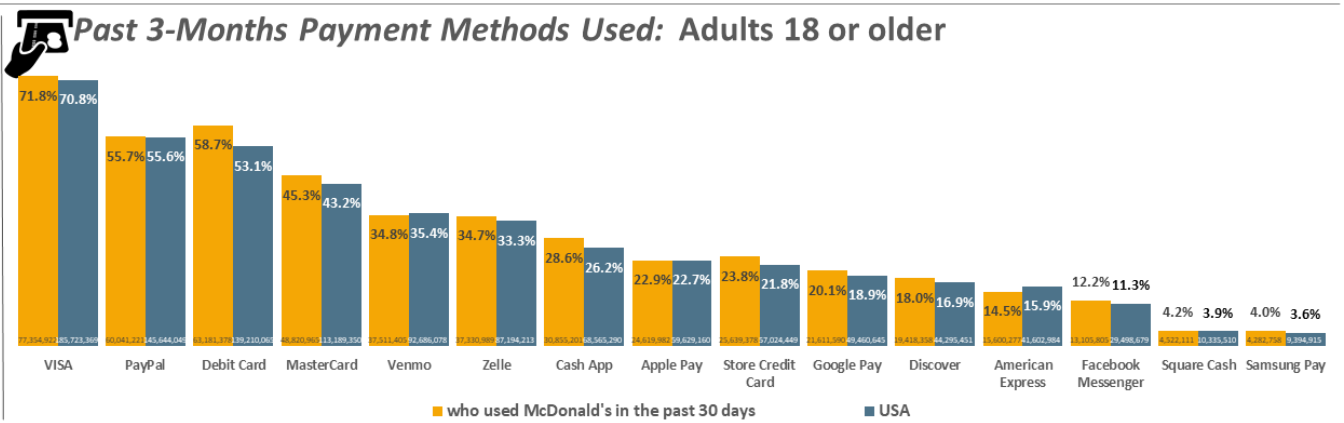
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



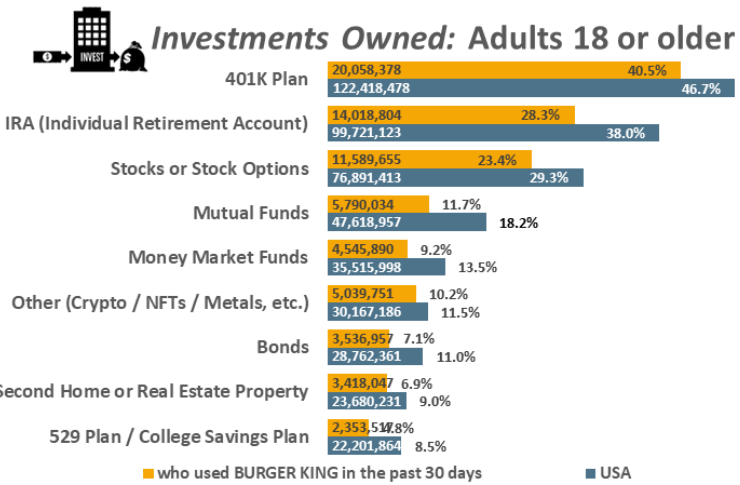
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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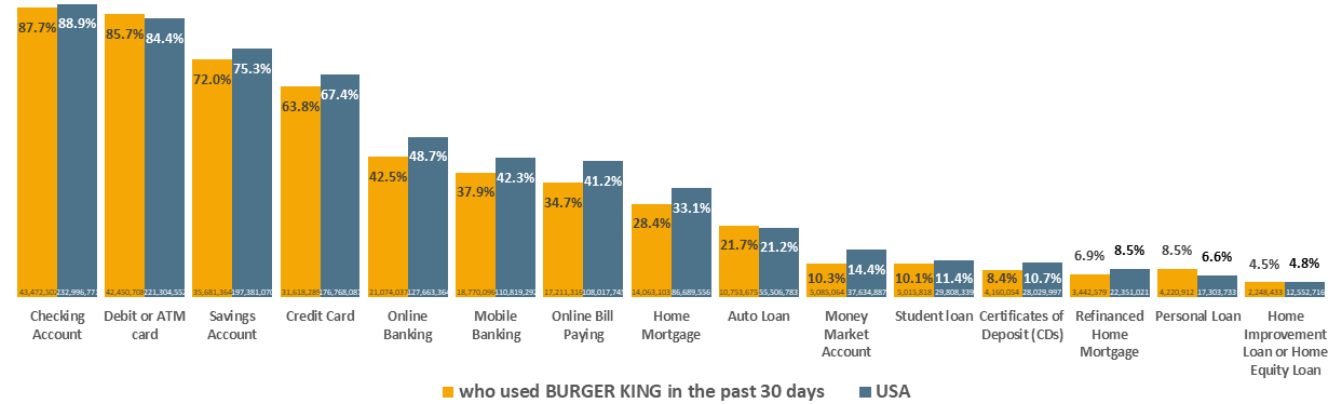
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

18.9% or 49,544,406 of USA Adults 18 or older used BURGER KING in the past 30 days.
Adults 18 or older who used BURGER KING in the past 30 days are 13.3% less likely to have a 401K, 2.5% more likely to have an Auto Loan, 20.9% less likely to Invest/Trade Stocks Online, 14.2% more likely to pay with their Debit Card.

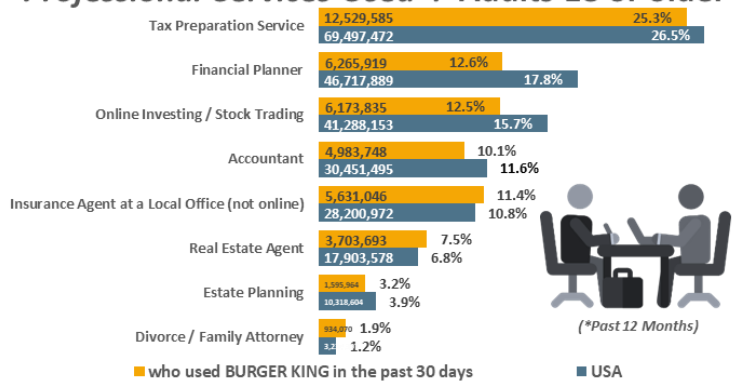
Investments Owned: Adults 18 or older



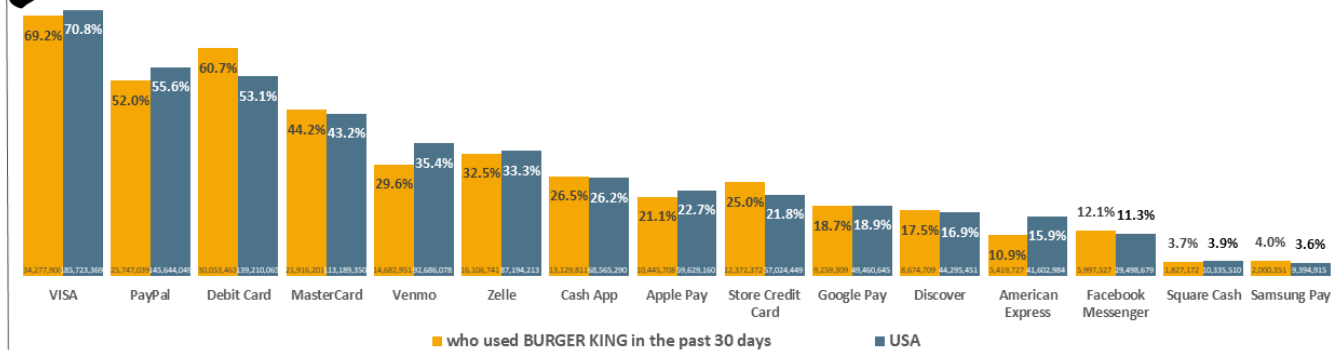
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



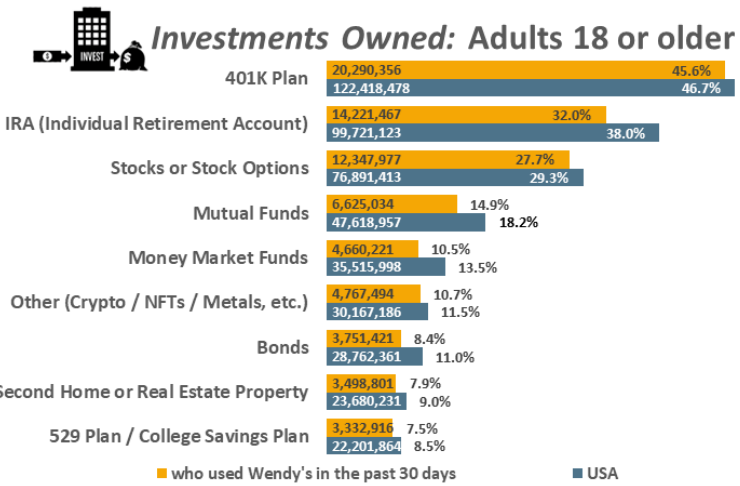
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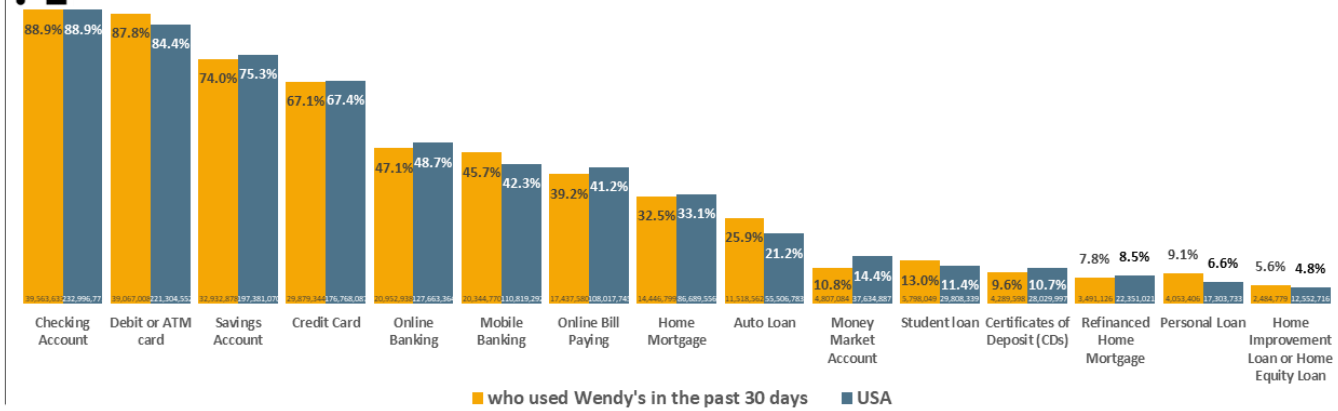
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

17.7% or 44,511,325 of USA Adults 18 or older used Wendy's in the past 30 days.
Adults 18 or older who used Wendy's in the past 30 days are 2.4% less likely to have a 401K, 22.2% more likely to have an Auto Loan, 1.5% less likely to Invest/Trade Stocks Online, 15.8% more likely to pay with their Debit Card.

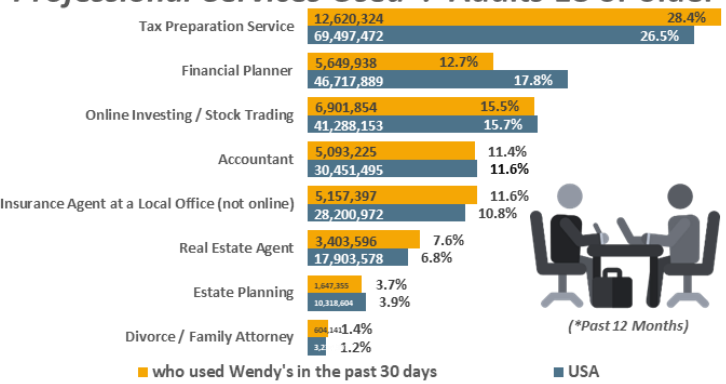
Investments Owned: Adults 18 or older



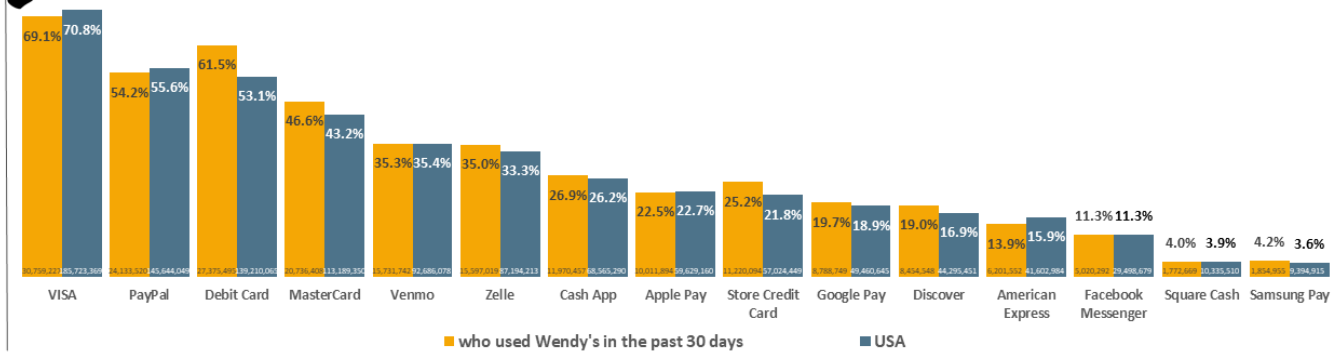
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



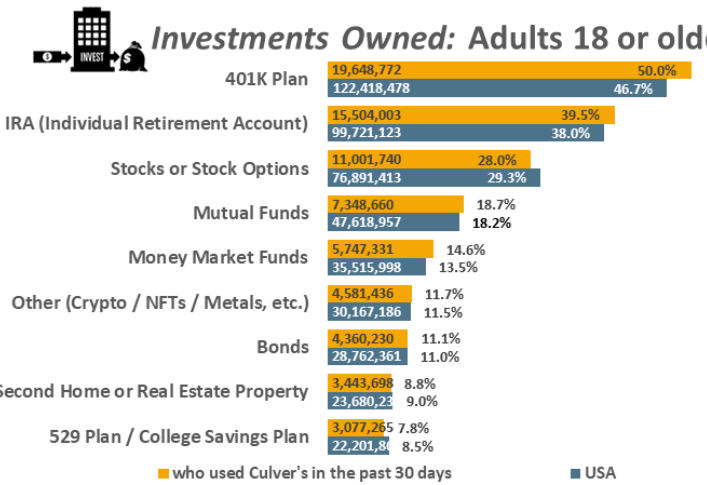
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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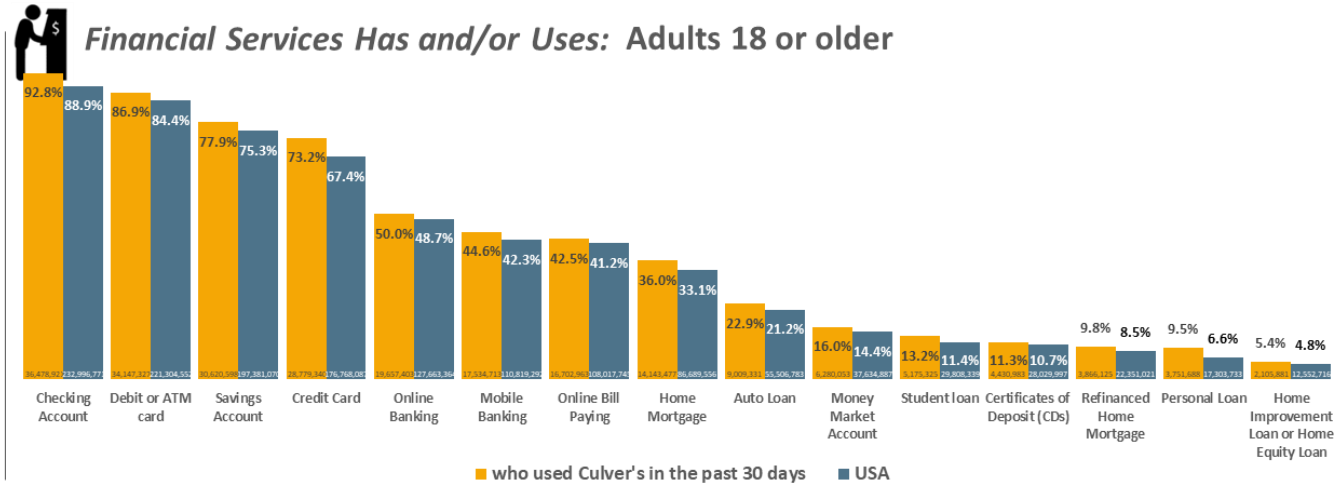
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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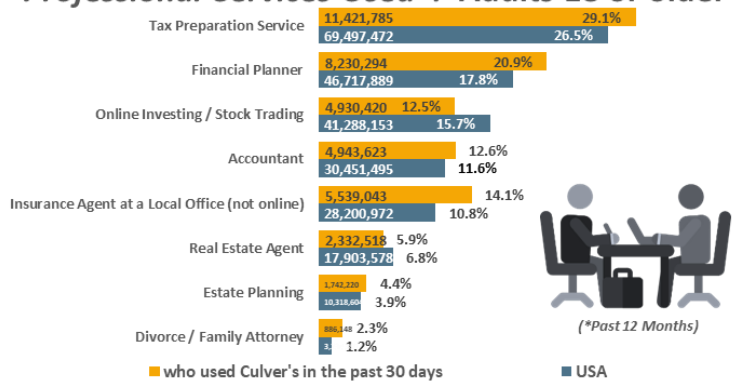
Investments Owned: Adults 18 or older



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

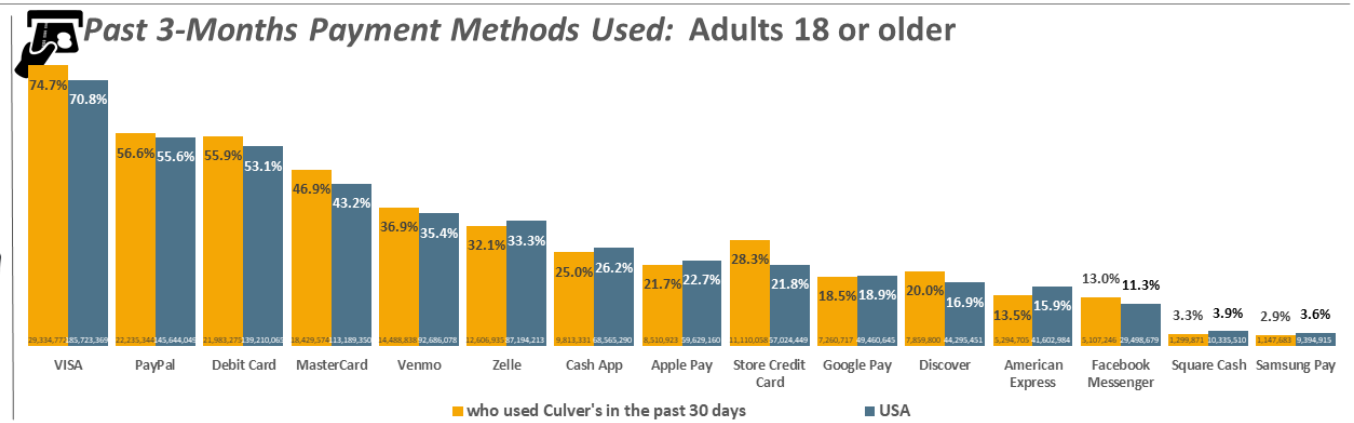


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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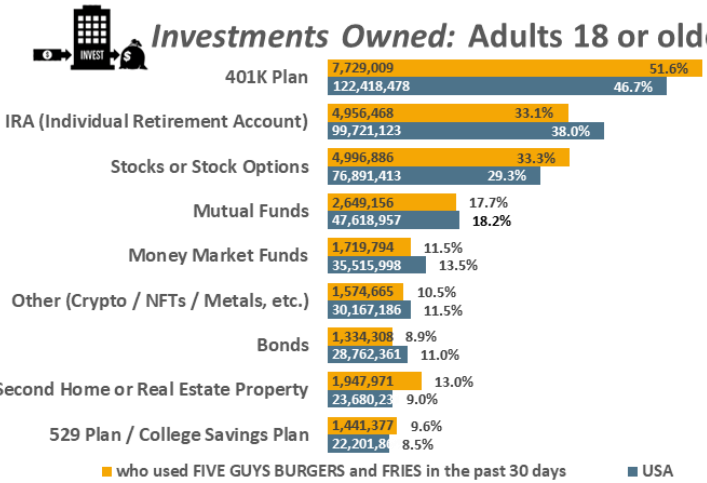
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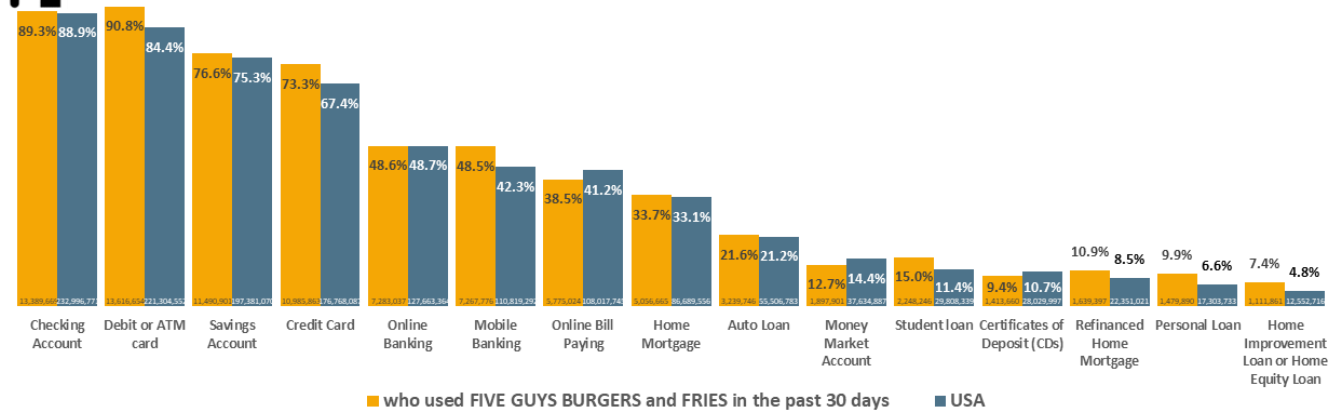
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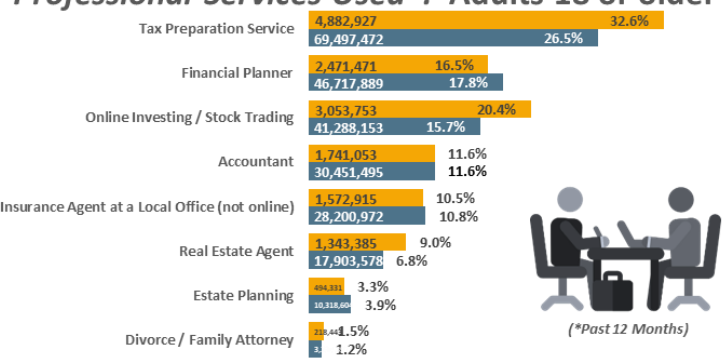
Investments Owned: Adults 18 or older



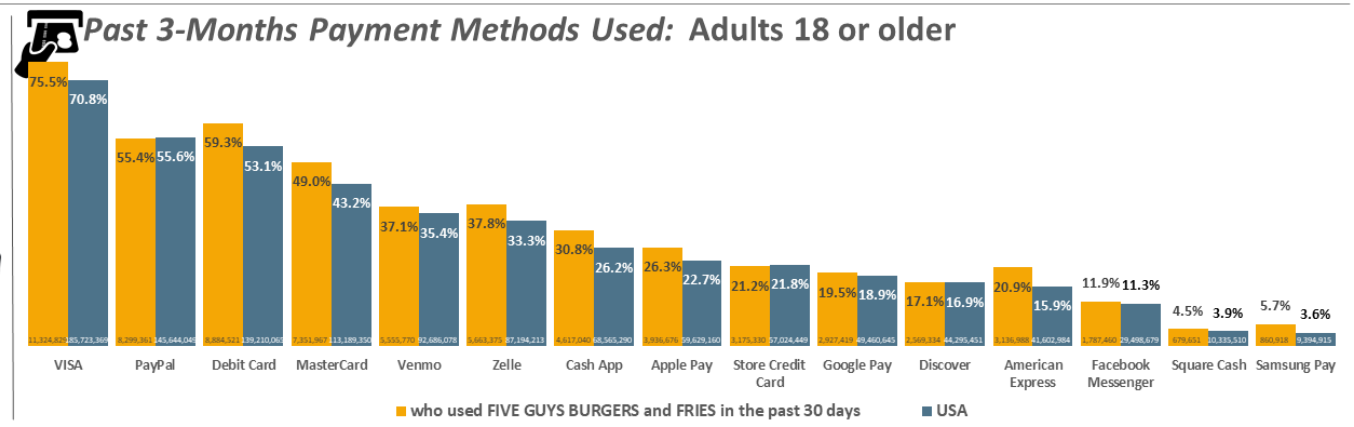
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USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

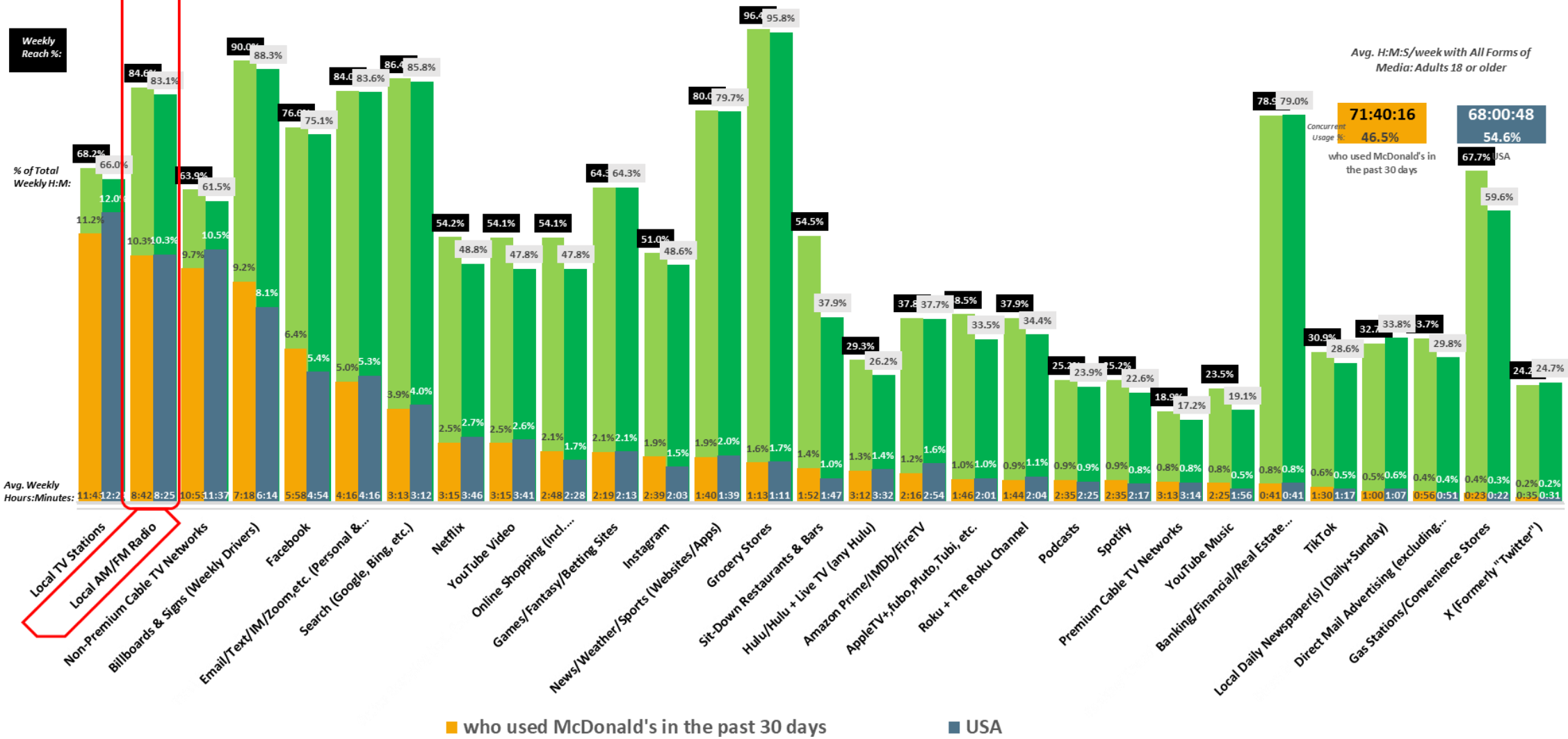
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

Quick service restaurants used past 30 days: Five Guys

Adults 18 or older who used McDonald's in the past 30 days spend an average of 2 days, 23 hours, 40 minutes and 16 seconds each week with All Forms of Media.

84.6% of Adults 18 or older who used McDonald's in the past 30 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



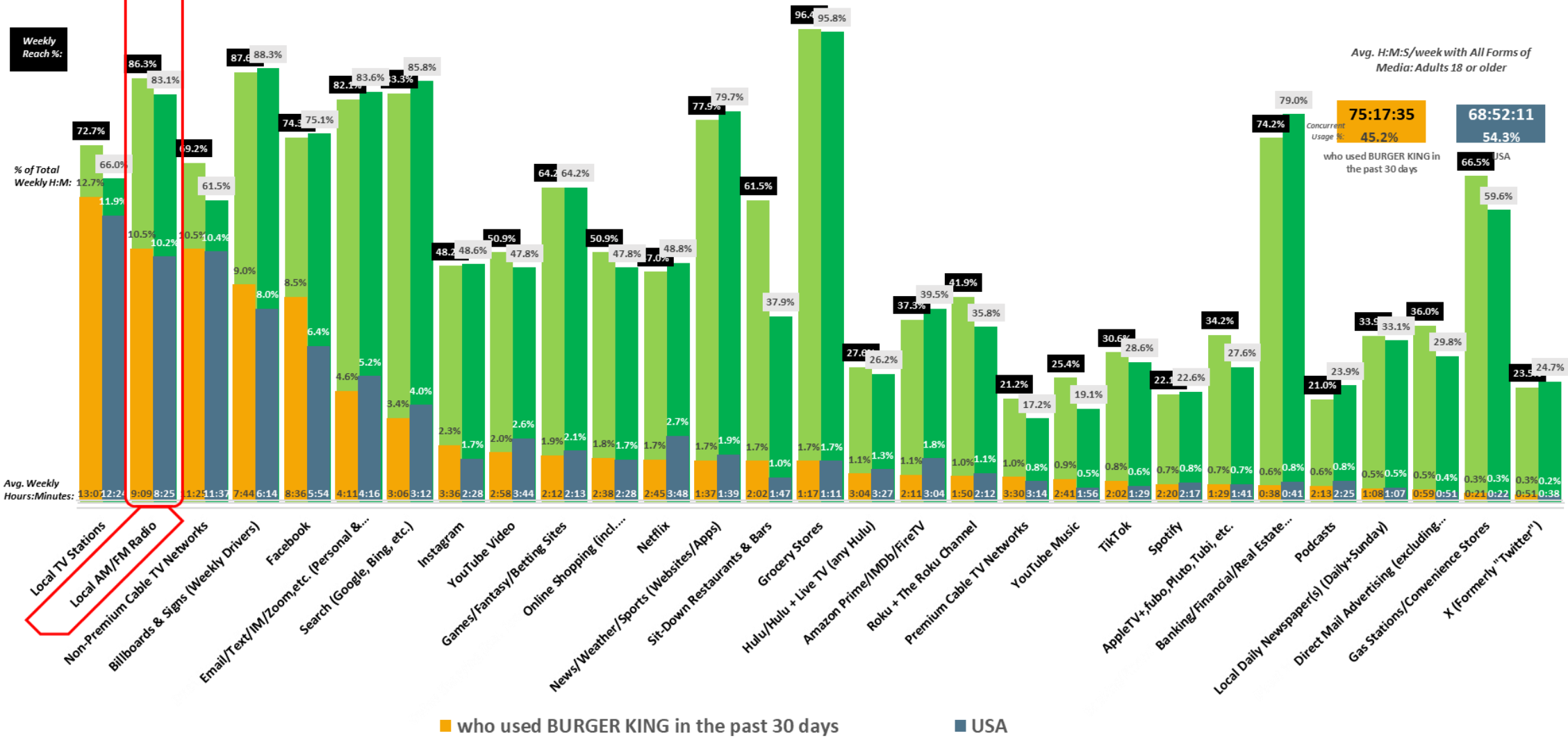
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Quick service restaurants used past 30 days: McDonald's

Adults 18 or older who used BURGER KING in the past 30 days spend an average of 3 days, 3 hours, 17 minutes and 35 seconds each week with All Forms of Media.

86.3% of Adults 18 or older who used BURGER KING in the past 30 days spend an avg. of 9 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.

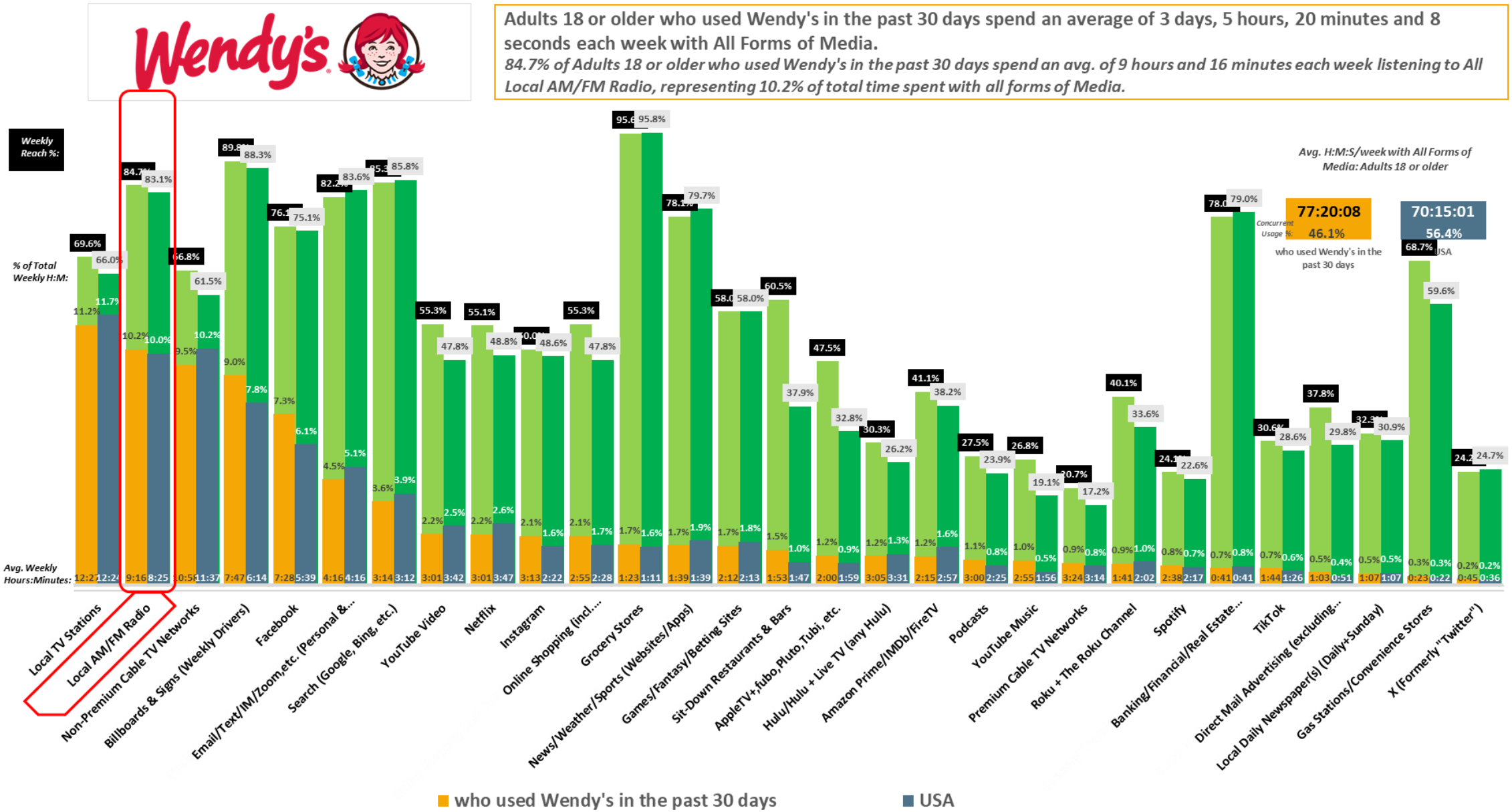


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Quick service restaurants used past 30 days: Burger King



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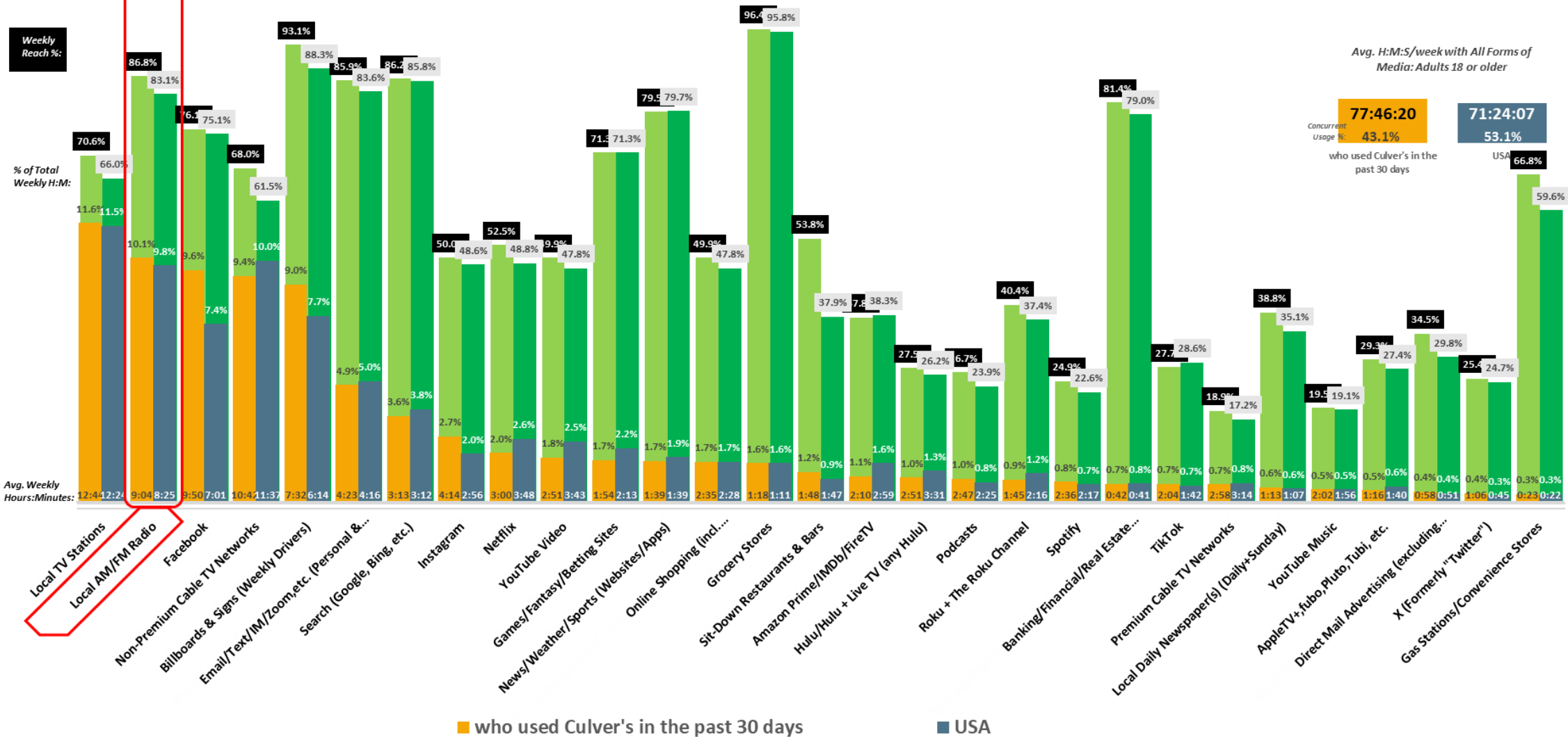
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Quick service restaurants used past 30 days: Wendy's

Adults 18 or older who used Culver's in the past 30 days spend an average of 3 days, 5 hours, 46 minutes and 20 seconds each week with All Forms of Media.

86.8% of Adults 18 or older who used Culver's in the past 30 days spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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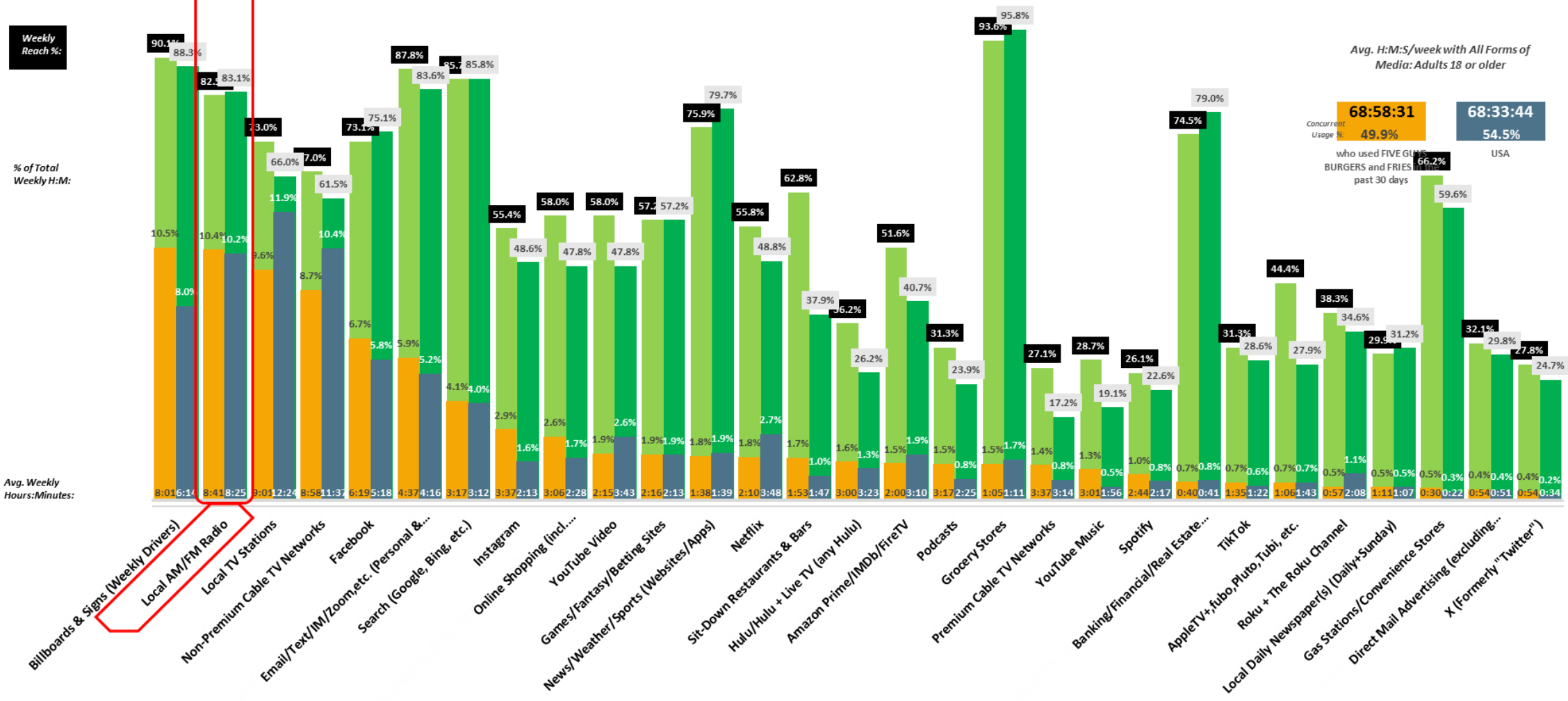
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Quick service restaurants used past 30 days: Culver's

FIVE GUYS®
BURGERS and FRIES

Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days spend an average of 2 days, 20 hours, 58 minutes and 31 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days spend an avg. of 8 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



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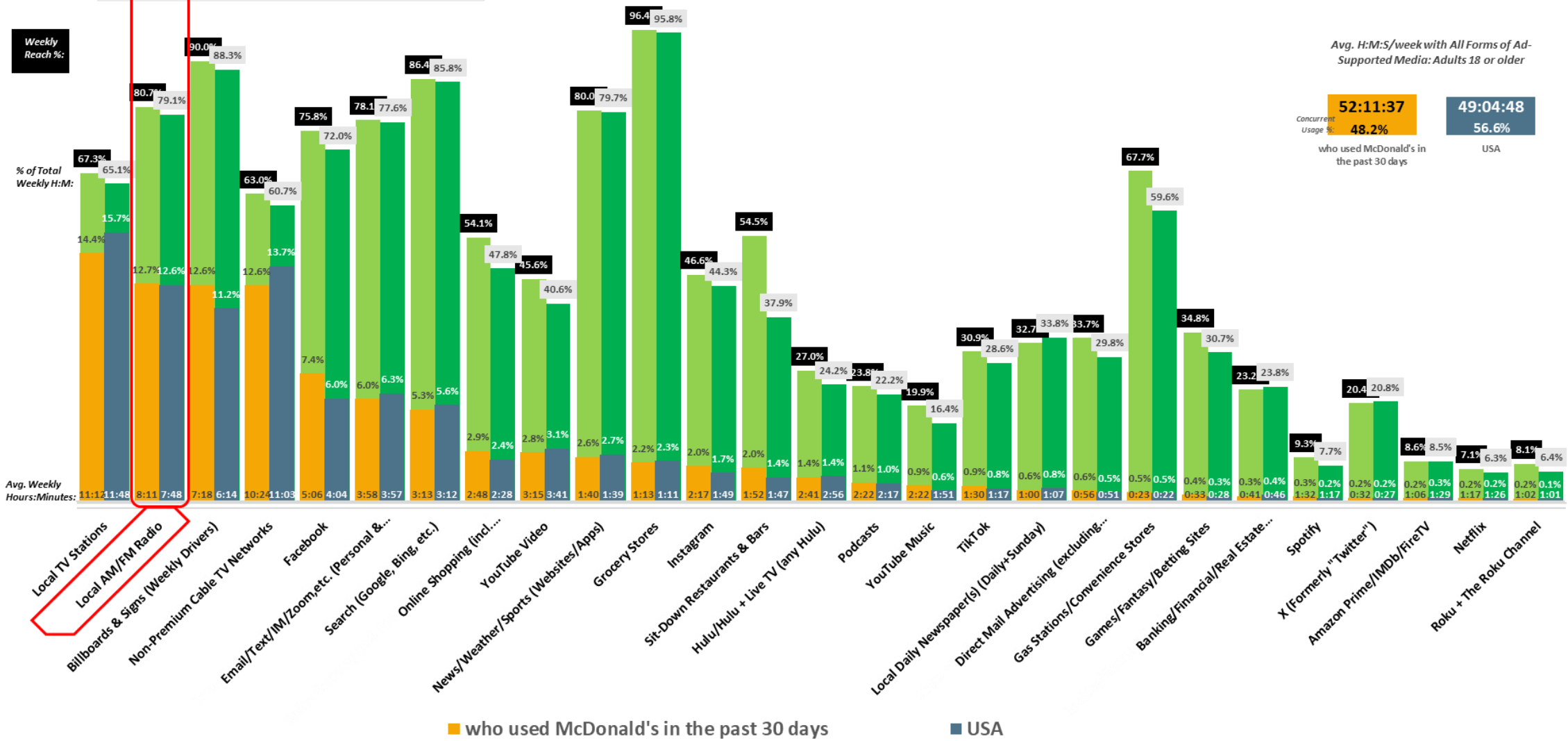
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Quick service restaurants used past 30 days: Five Guys

Adults 18 or older who used McDonald's in the past 30 days spend an average of 2 days, 4 hours, 11 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

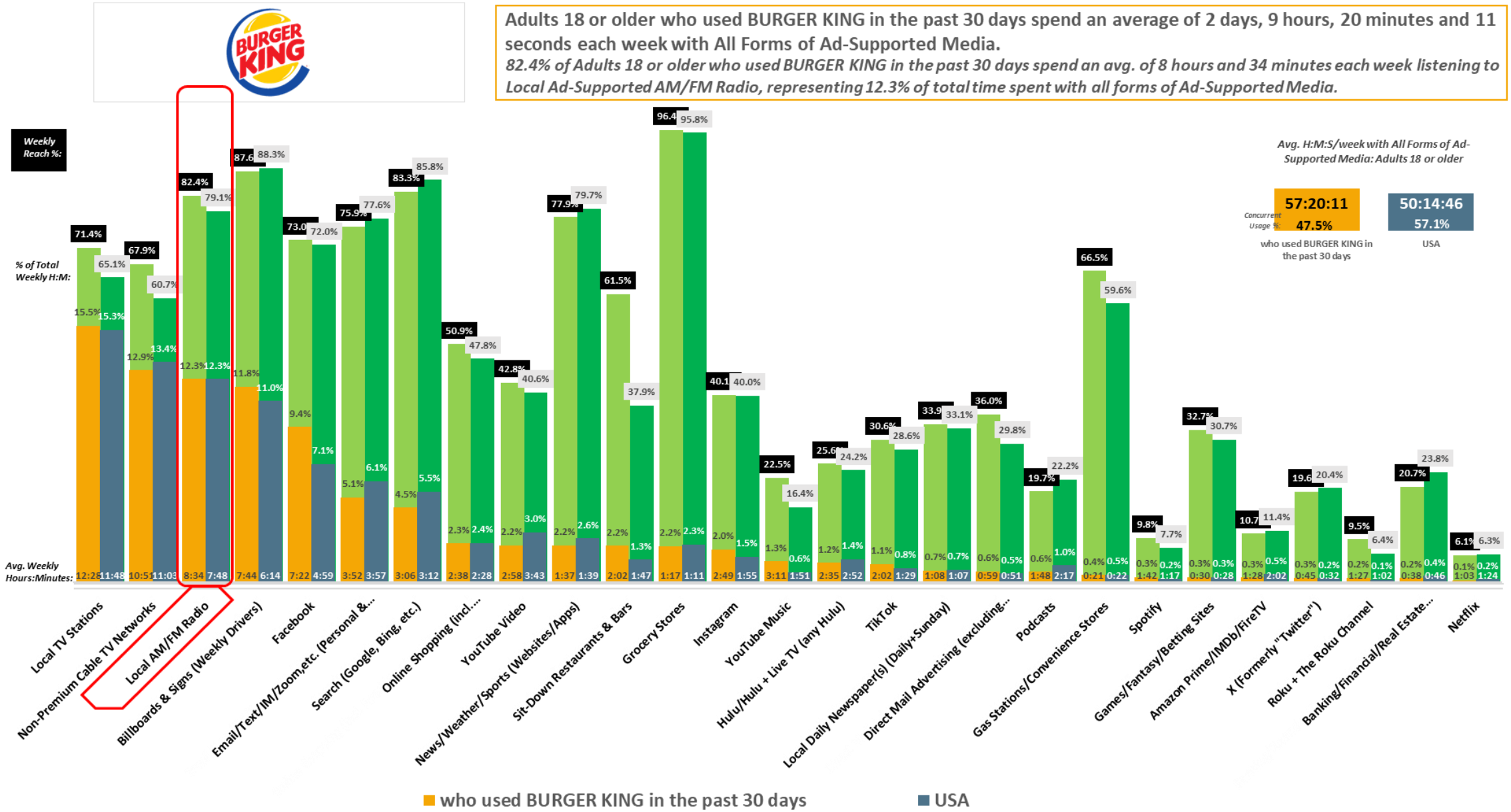
80.7% of Adults 18 or older who used McDonald's in the past 30 days spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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Quick service restaurants used past 30 days: McDonald's



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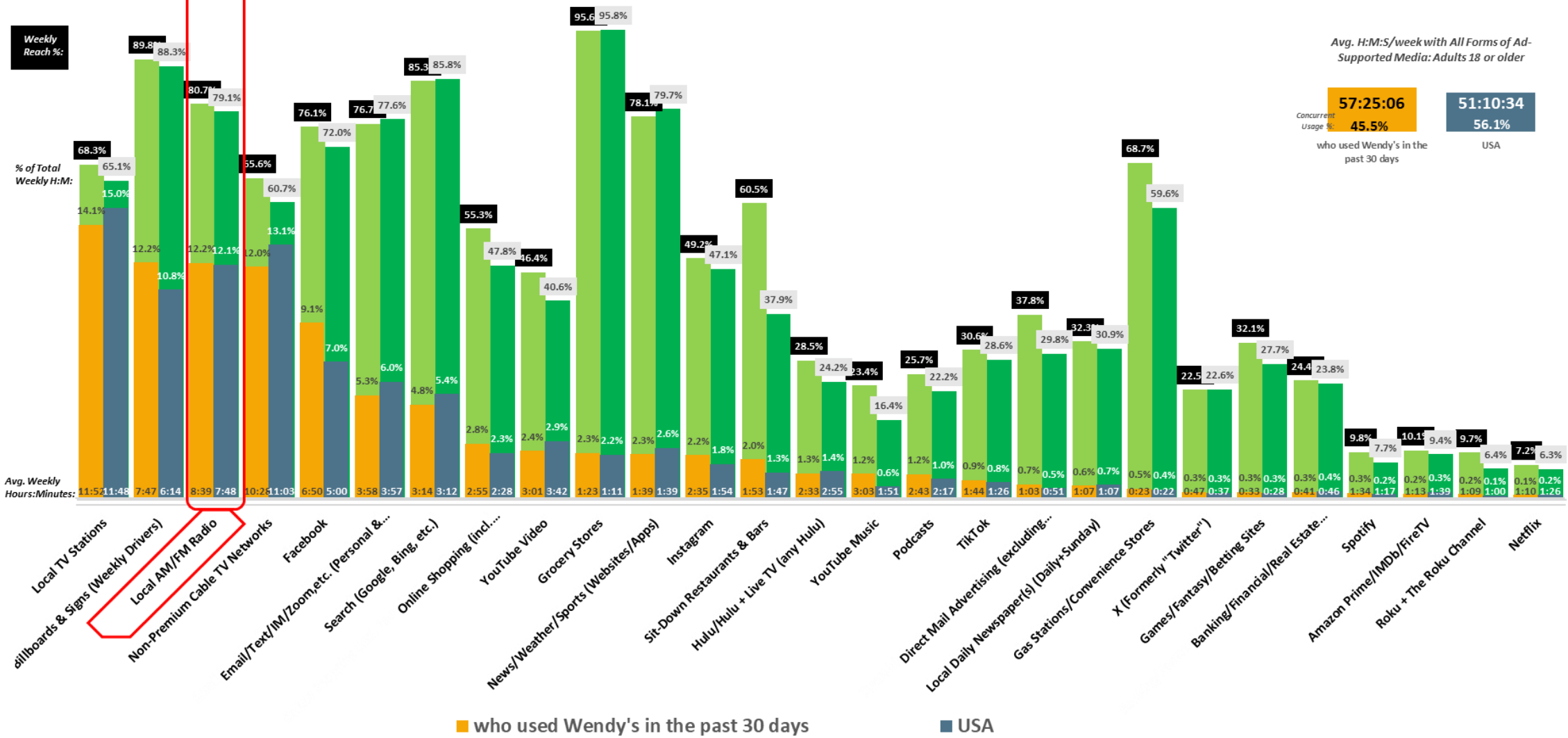
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Quick service restaurants used past 30 days: Burger King

Adults 18 or older who used Wendy's in the past 30 days spend an average of 2 days, 9 hours, 25 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

80.7% of Adults 18 or older who used Wendy's in the past 30 days spend an avg. of 8 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



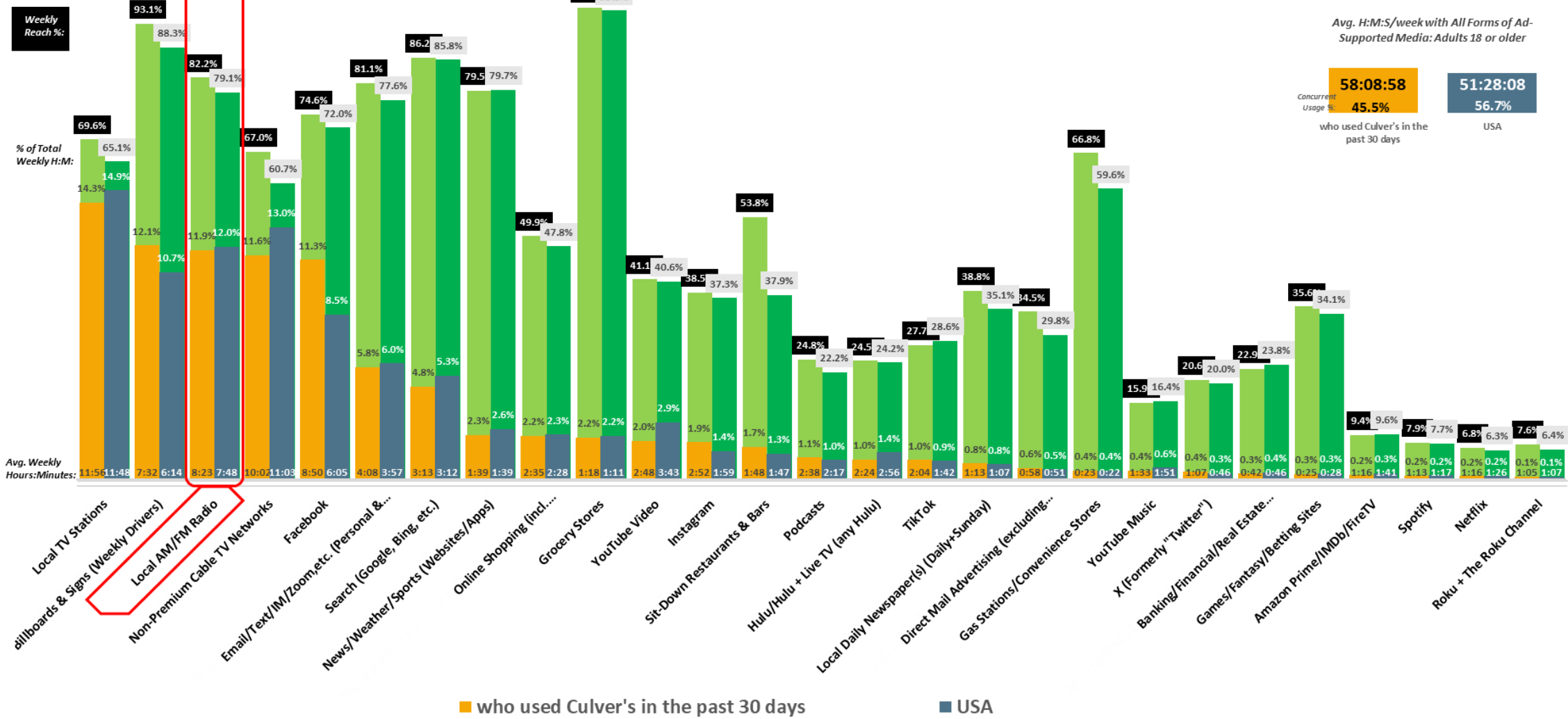
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267
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Quick service restaurants used past 30 days: Wendy's

Adults 18 or older who used Culver's in the past 30 days spend an average of 2 days, 10 hours, 8 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

82.2% of Adults 18 or older who used Culver's in the past 30 days spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



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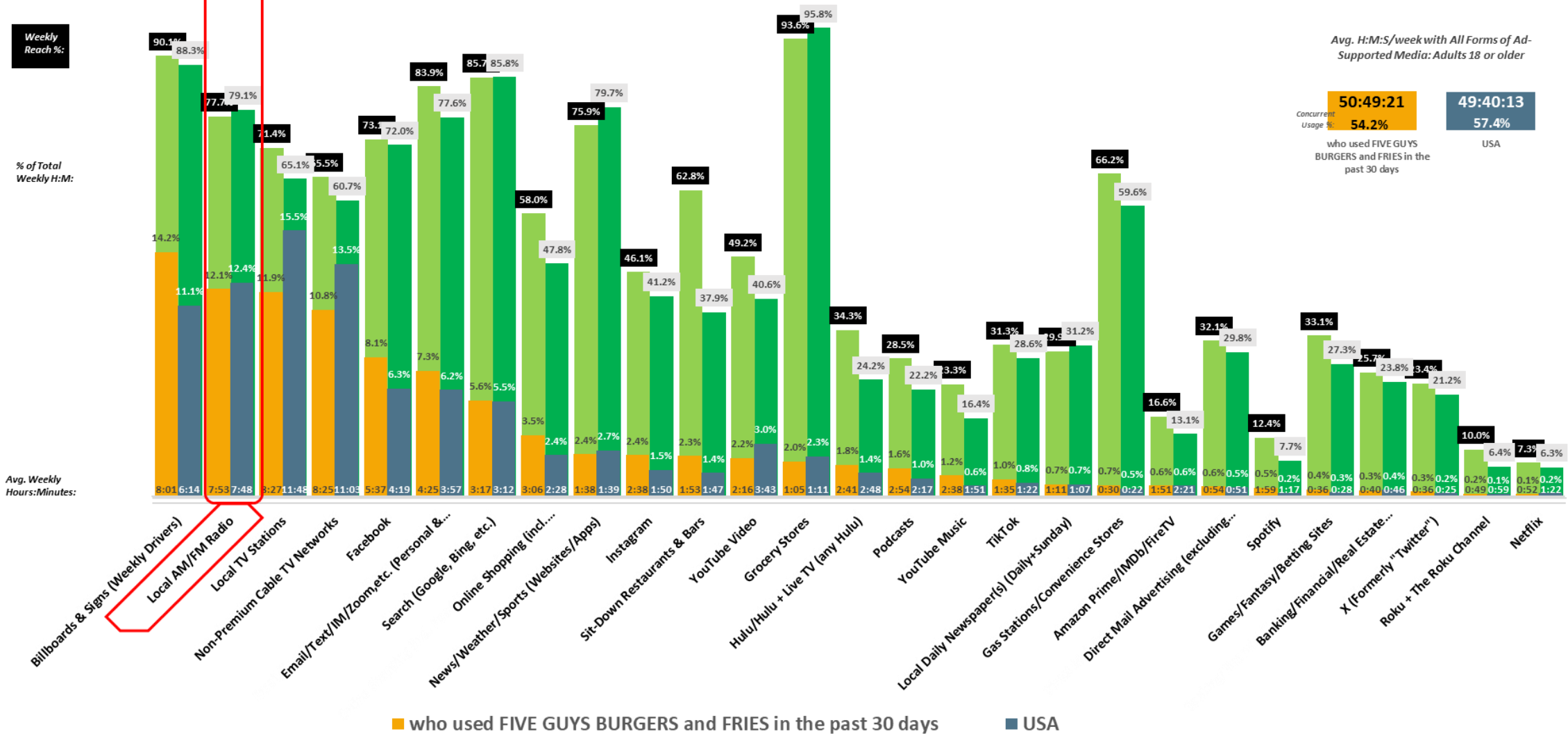
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Quick service restaurants used past 30 days: Culver's

FIVE GUYS®
BURGERS and FRIES

Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days spend an average of 2 days, 2 hours, 49 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

77.7% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media



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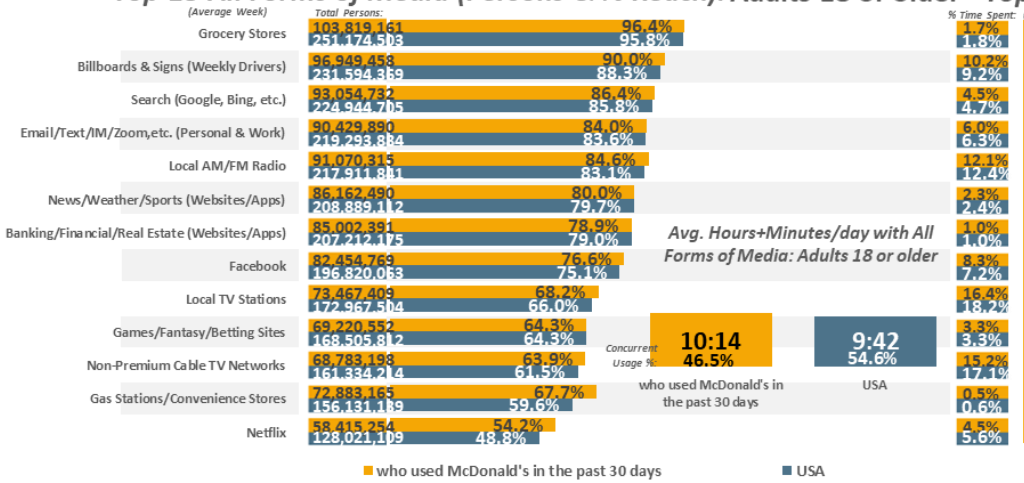
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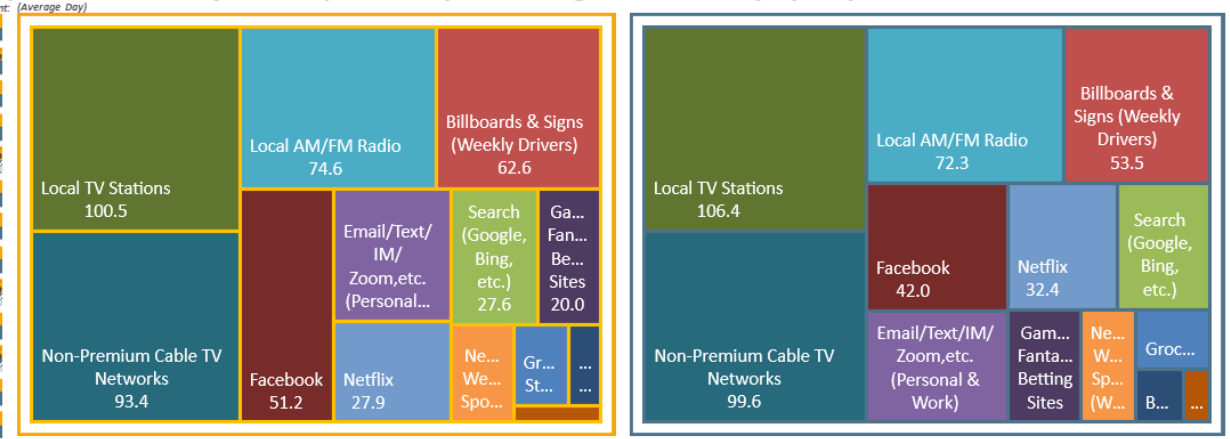
Quick service restaurants used past 30 days: Five Guys

Adults 18 or older who used McDonald's in the past 30 days spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

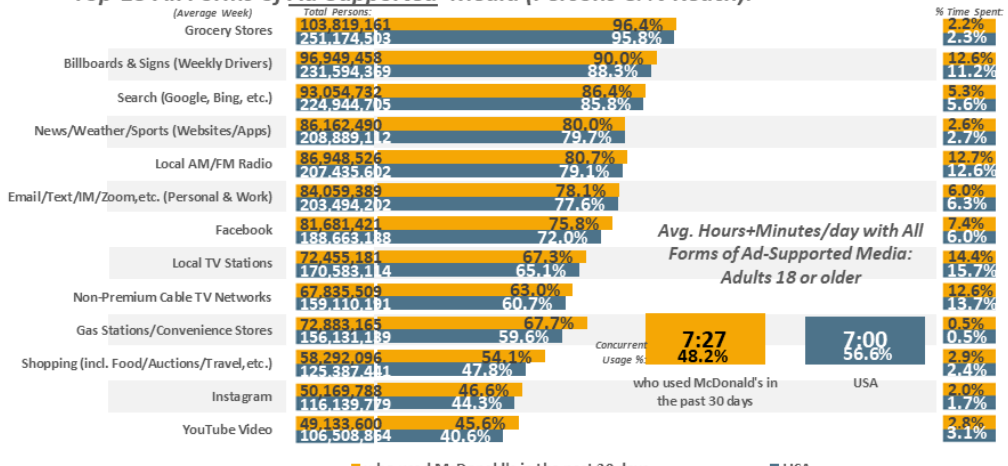
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



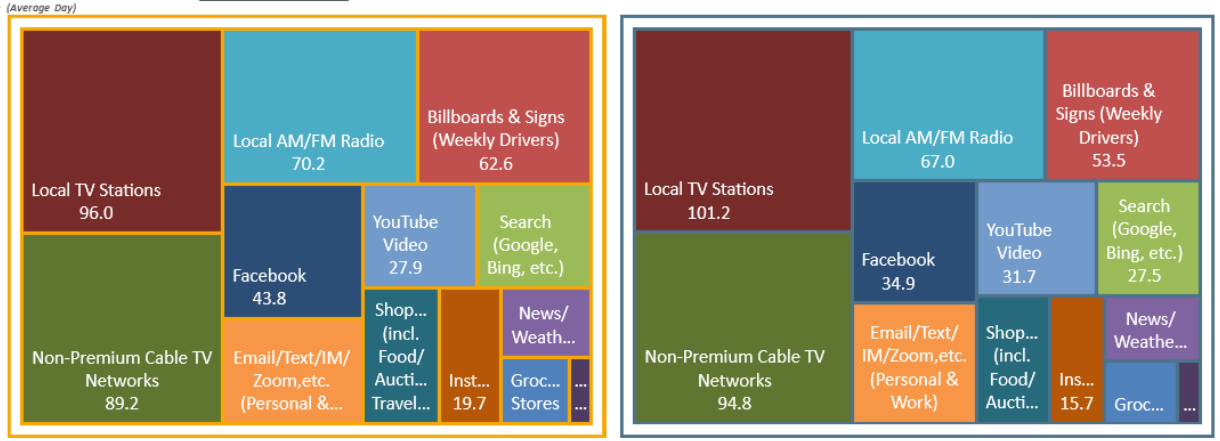
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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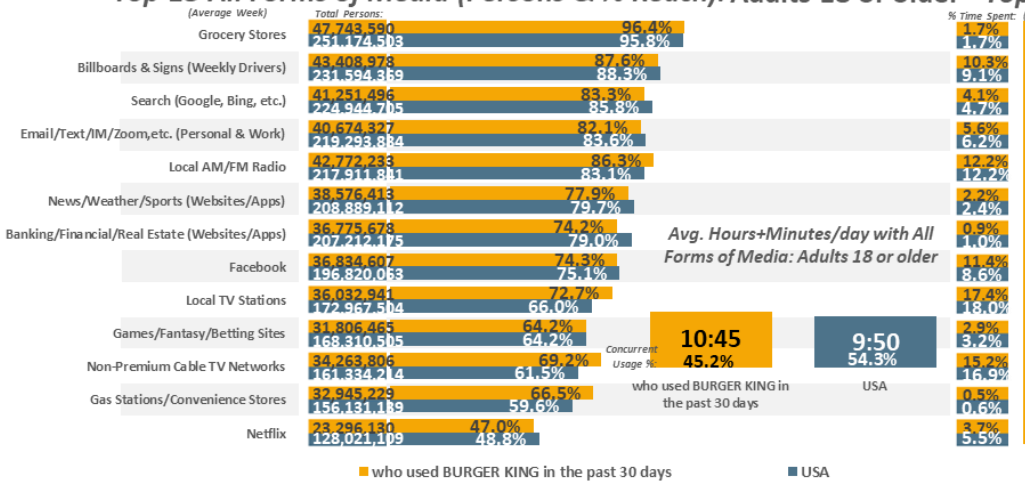
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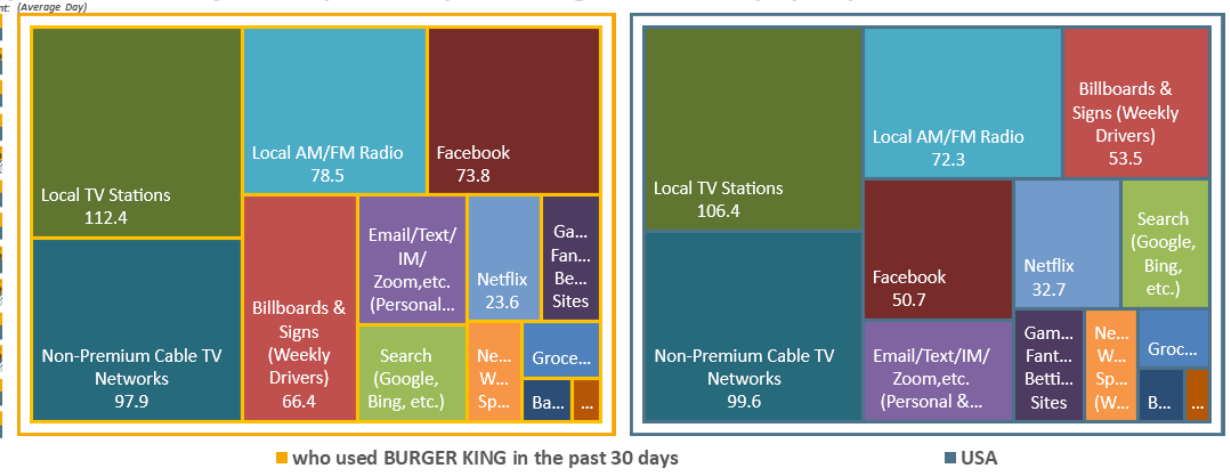
Quick service restaurants used past 30 days: McDonald's

Adults 18 or older who used BURGER KING in the past 30 days spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 73.4 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

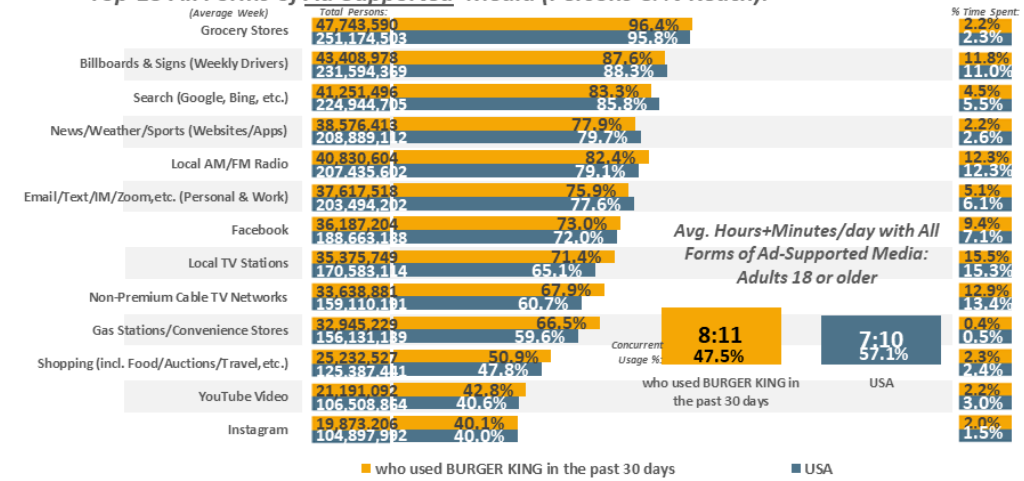
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



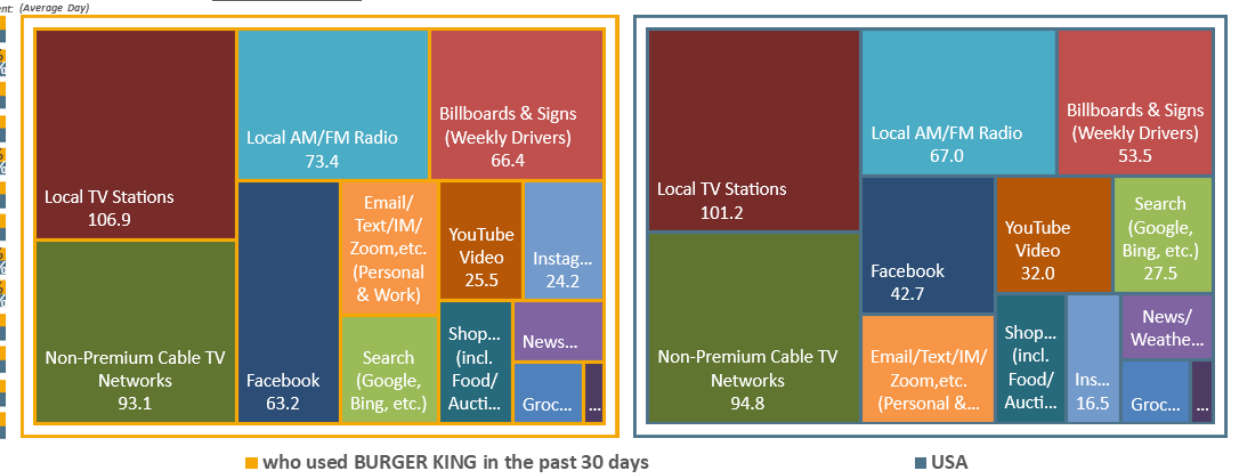
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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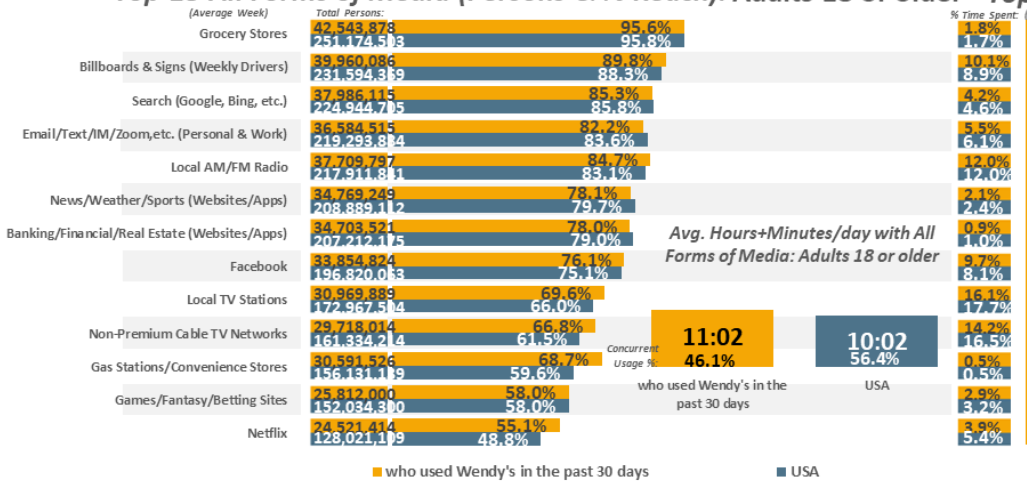
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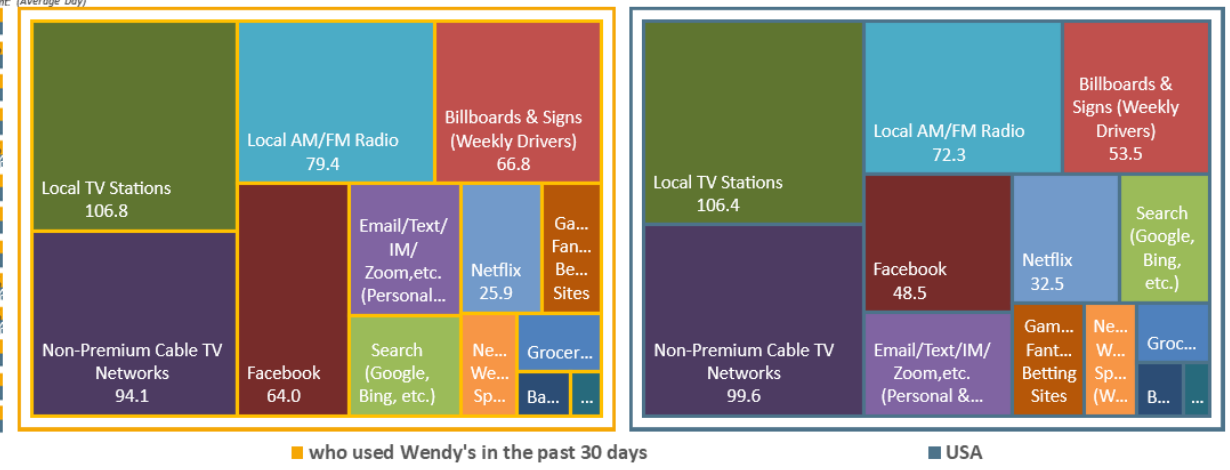
Quick service restaurants used past 30 days: Burger King

Adults 18 or older who used Wendy's in the past 30 days spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 74.2 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

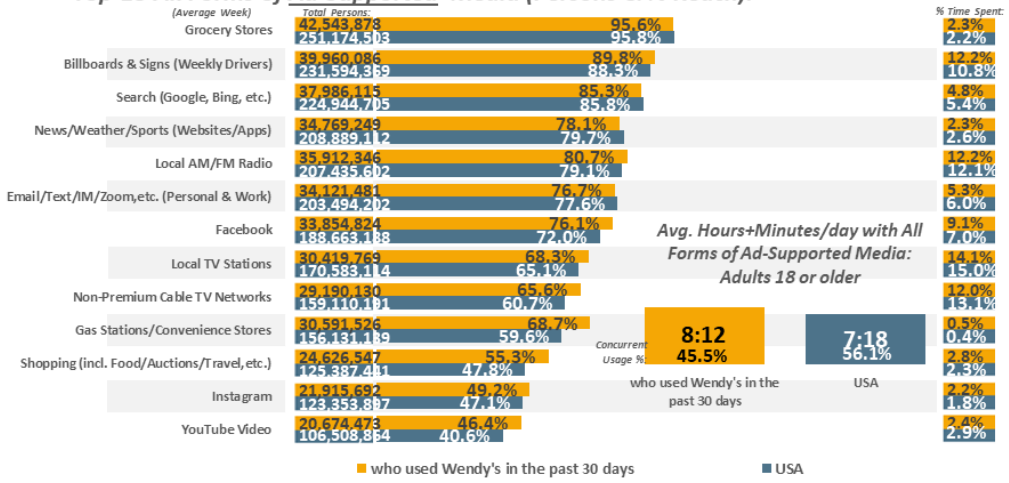
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



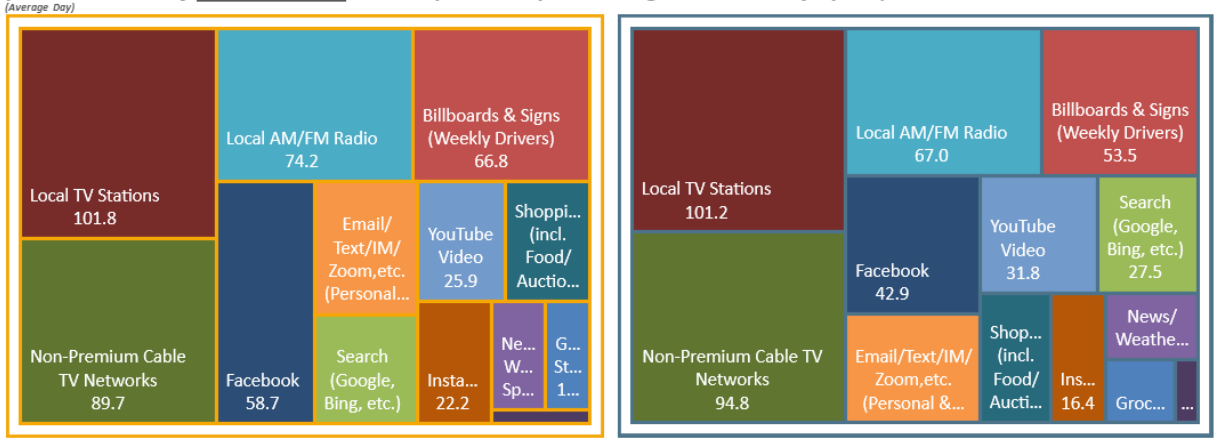
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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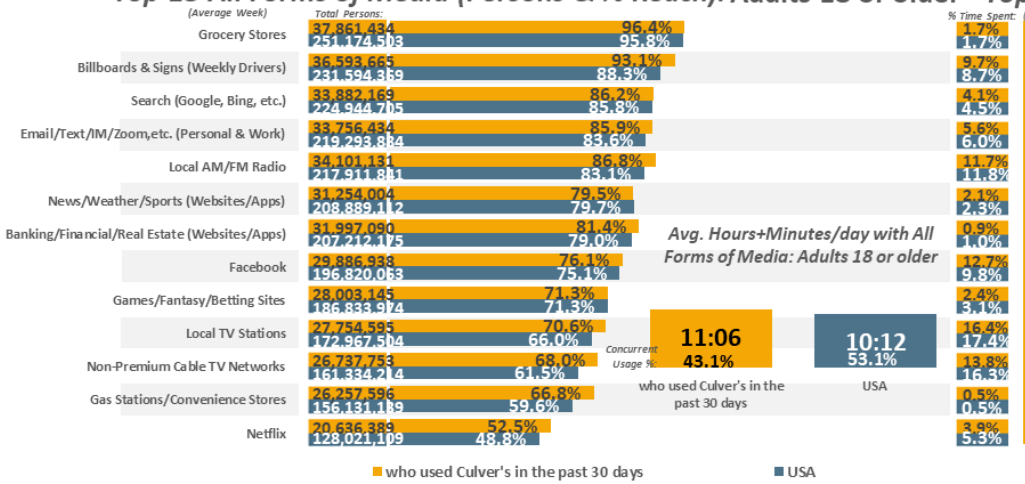
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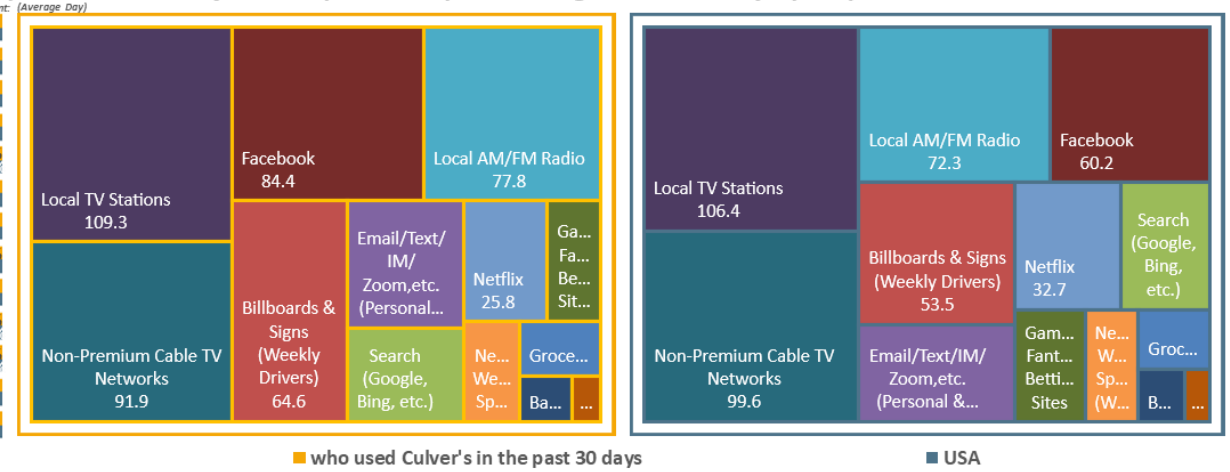
Quick service restaurants used past 30 days: Wendy's

Adults 18 or older who used Culver's in the past 30 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

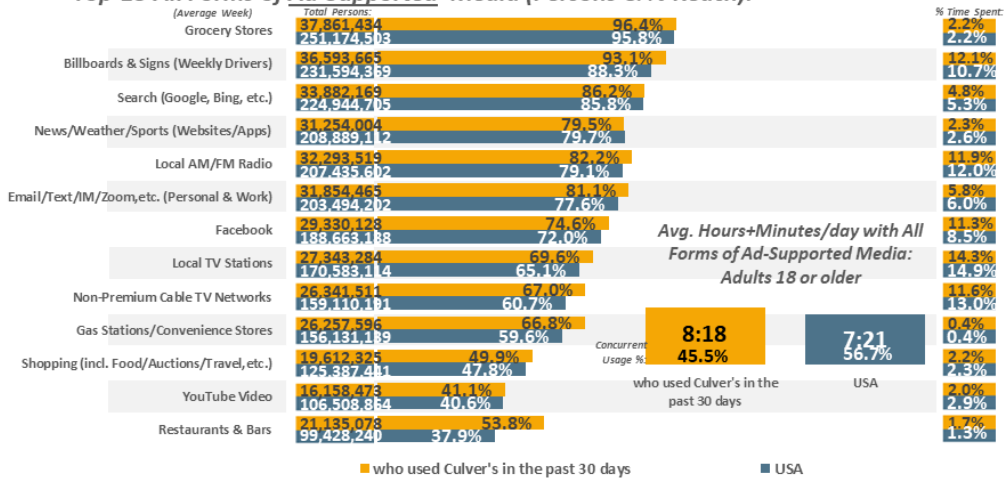
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



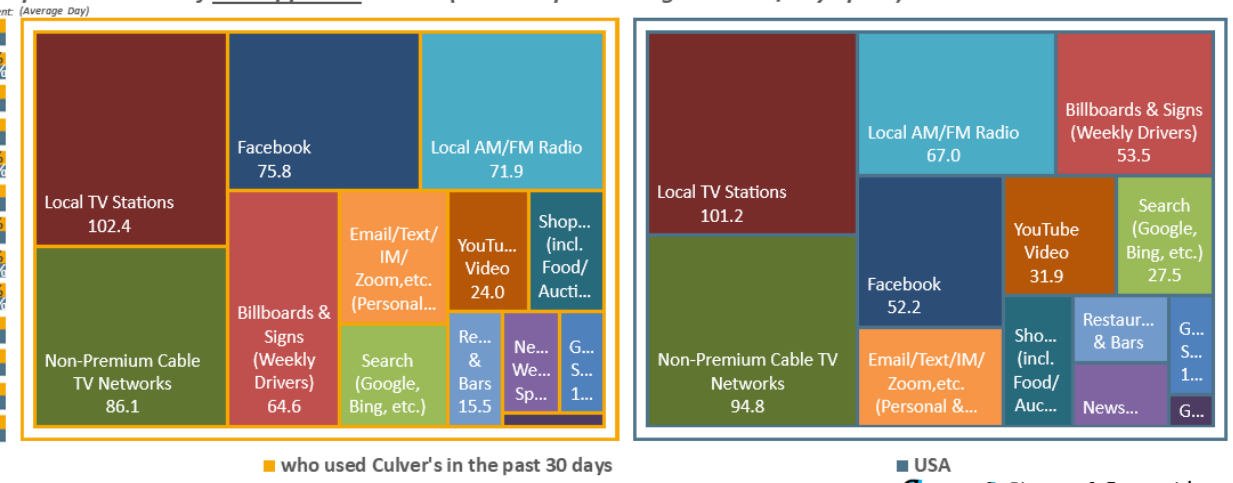
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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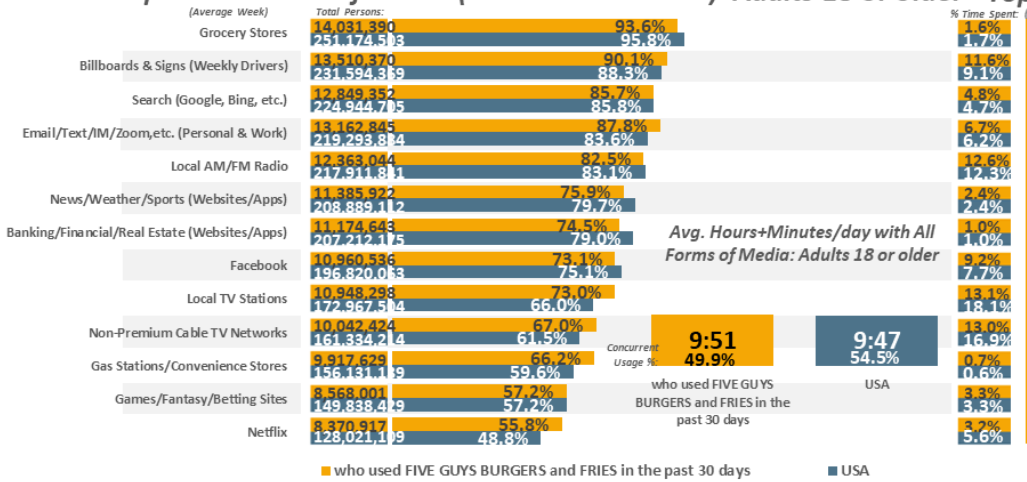
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Quick service restaurants used past 30 days: Culver's

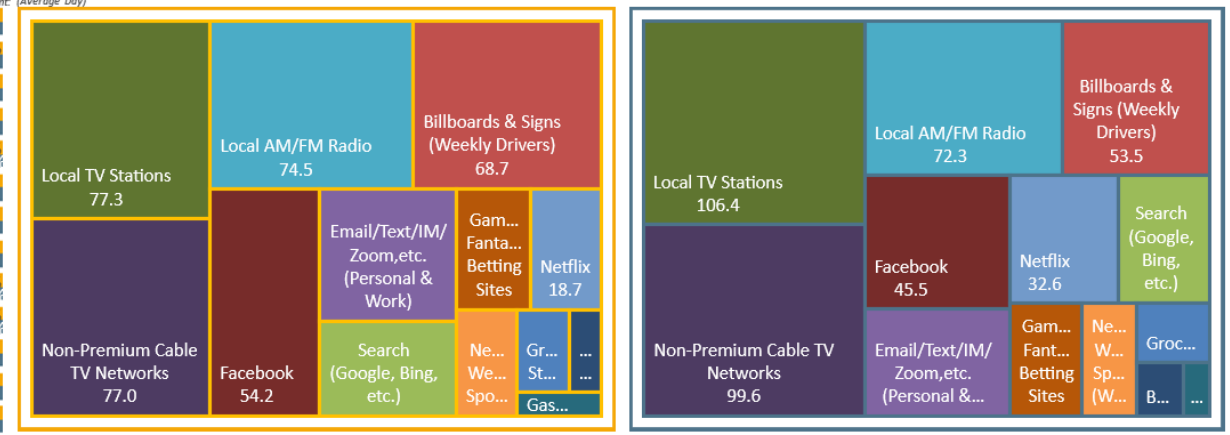
FIVE GUYS®
BURGERS and FRIES

Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days spend an average of 7 hours and 15 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

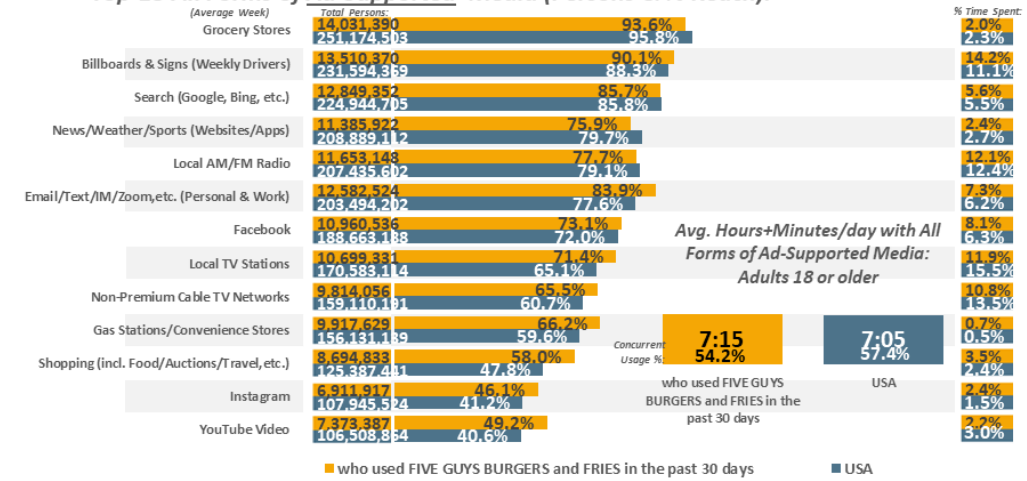
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



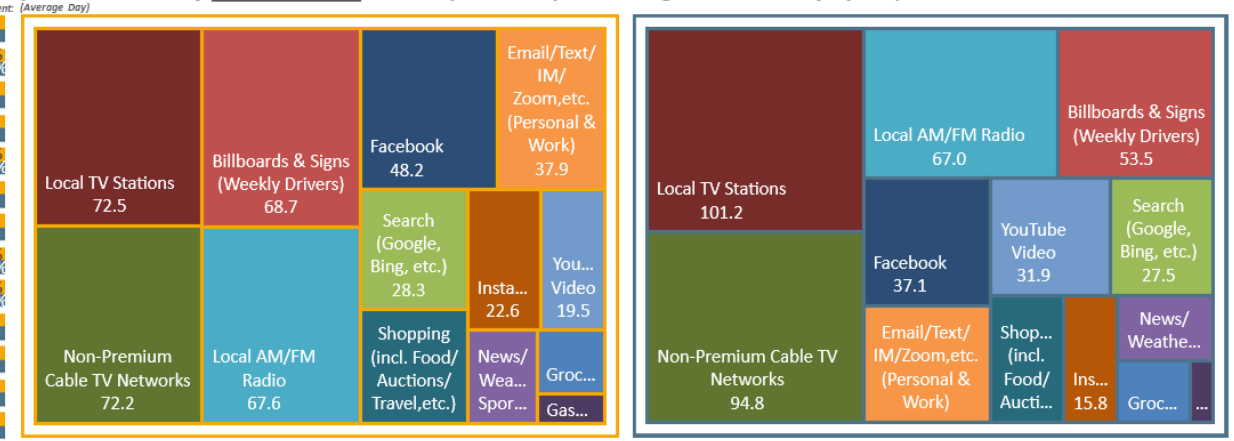
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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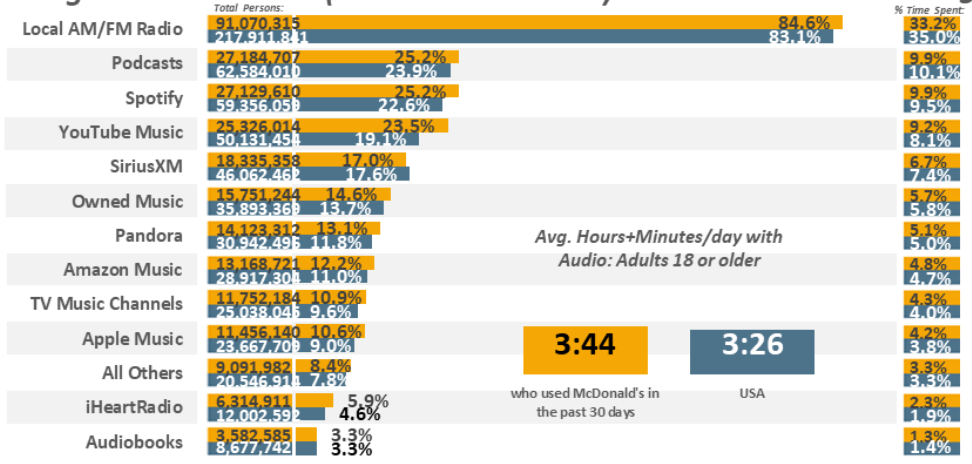
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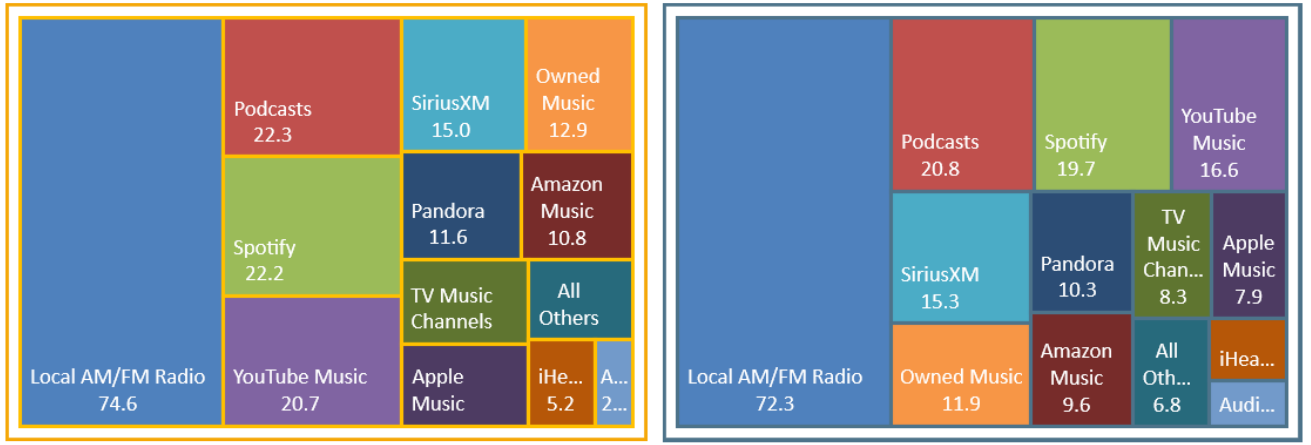
Quick service restaurants used past 30 days: Five Guys

86,948,526 or 80.7% of Adults 18 or older who used McDonald's in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

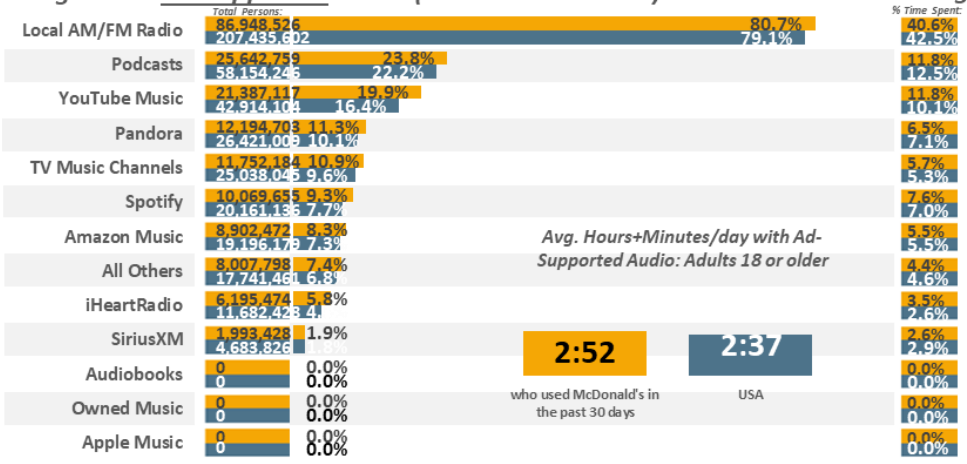
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



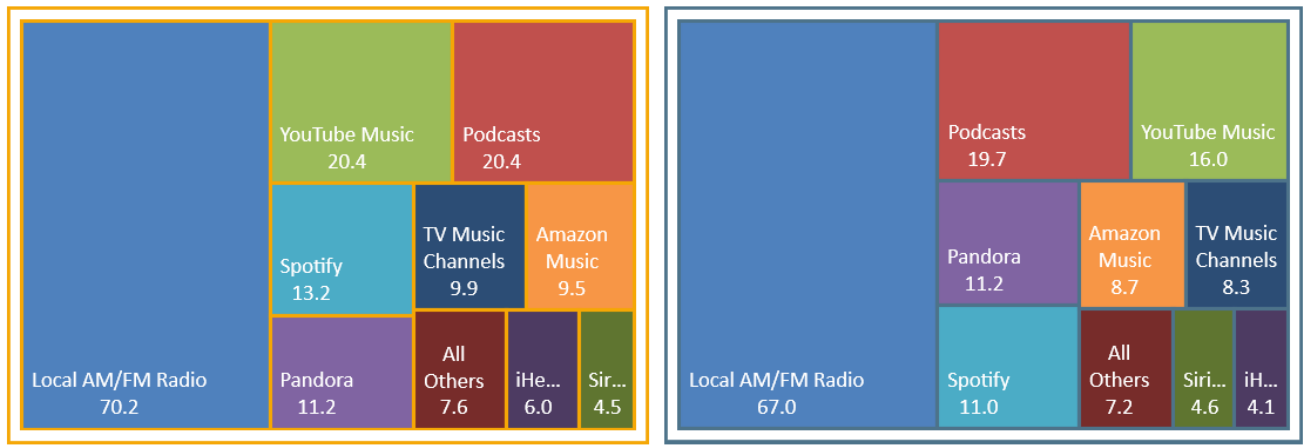
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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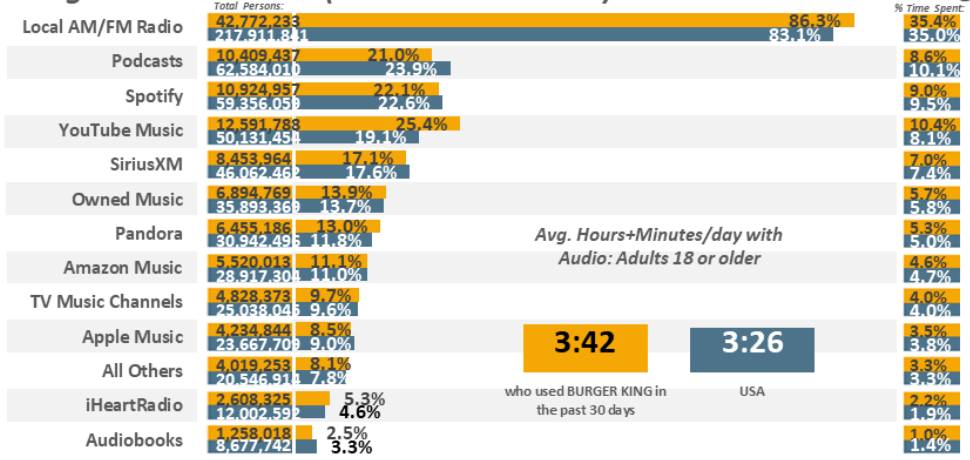
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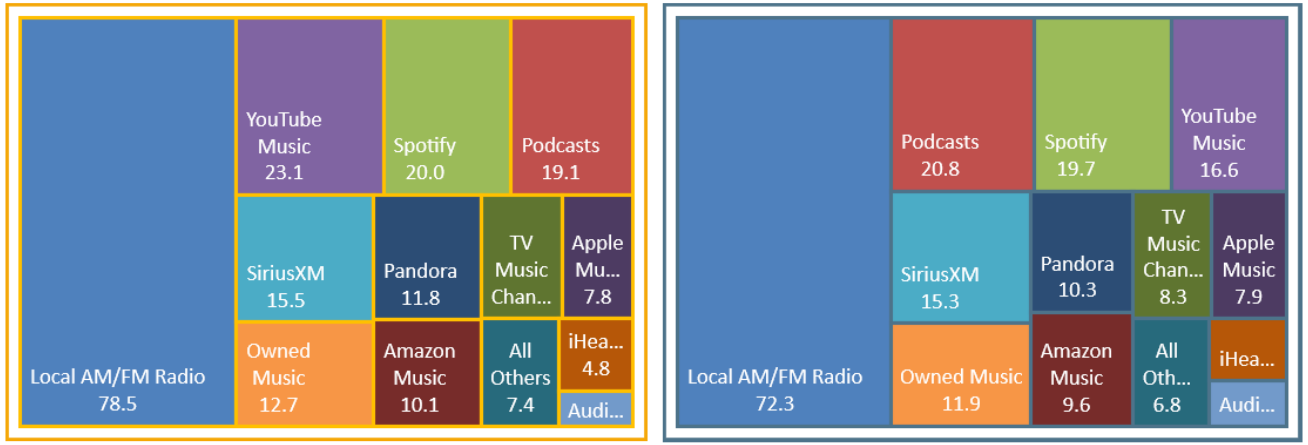
Quick service restaurants used past 30 days: McDonald's

40,830,604 or 82.4% of Adults 18 or older who used BURGER KING in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.4 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

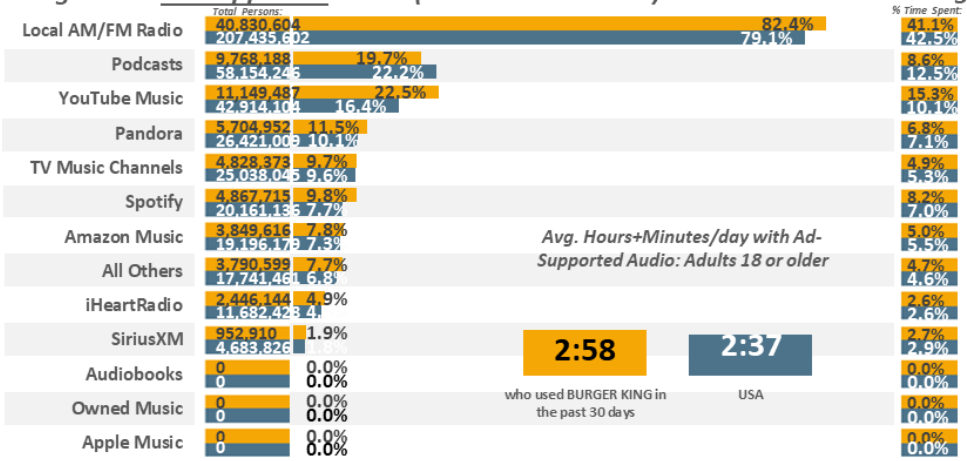
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



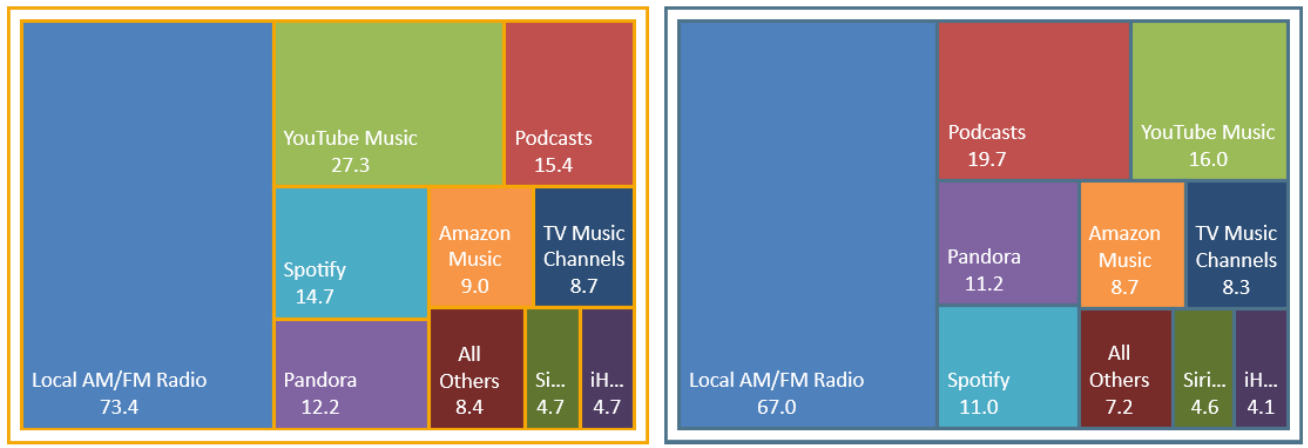
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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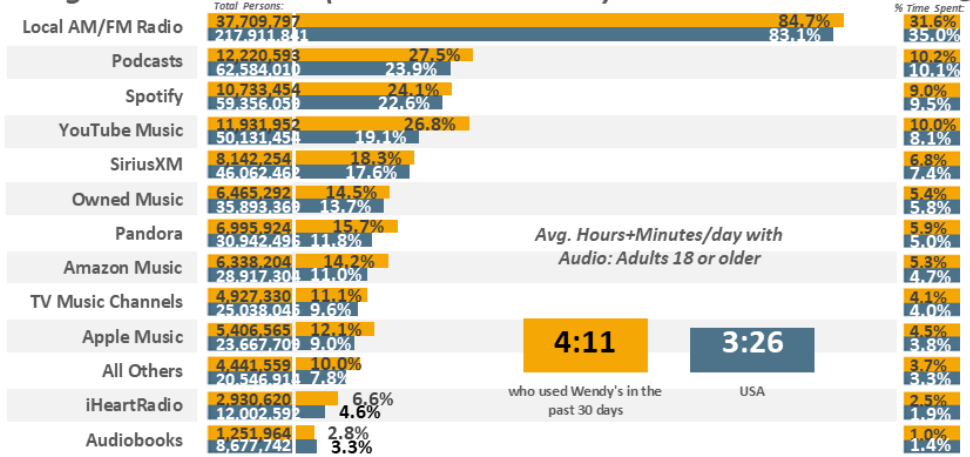
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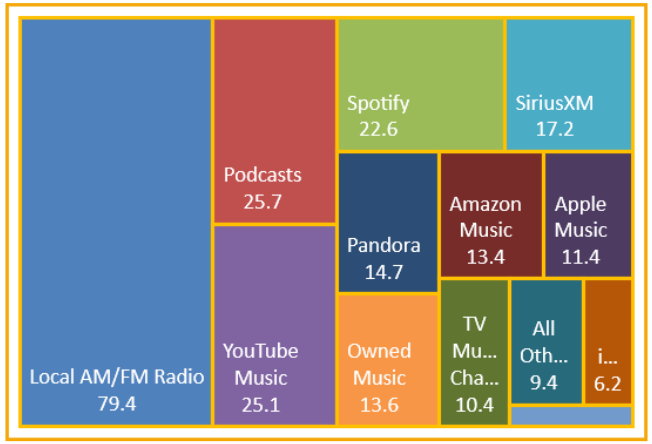
Quick service restaurants used past 30 days: Burger King

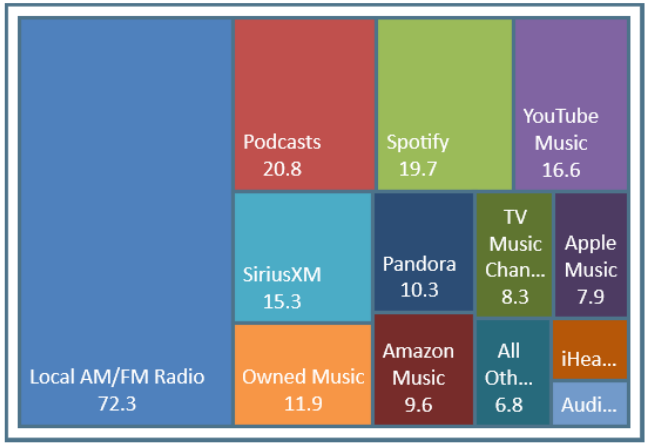
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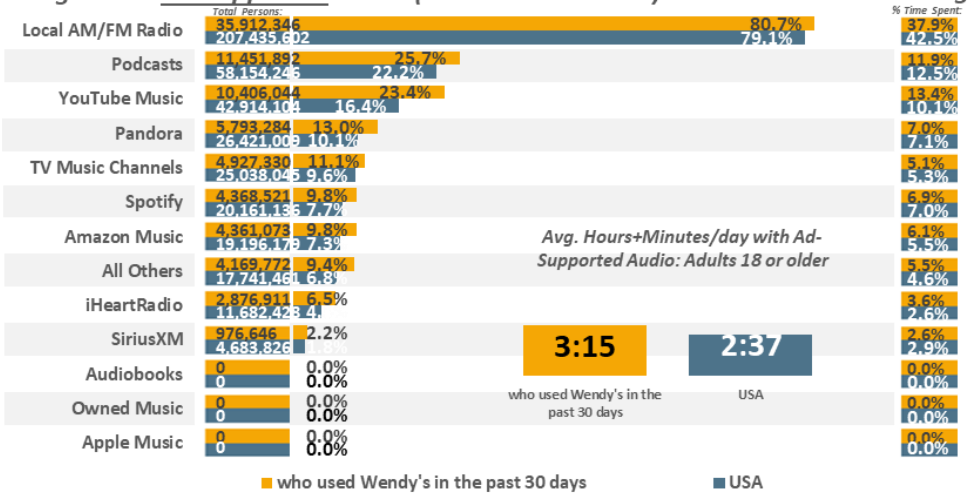


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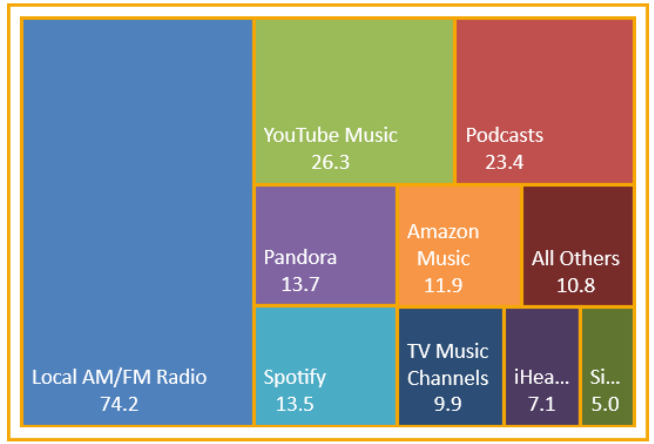


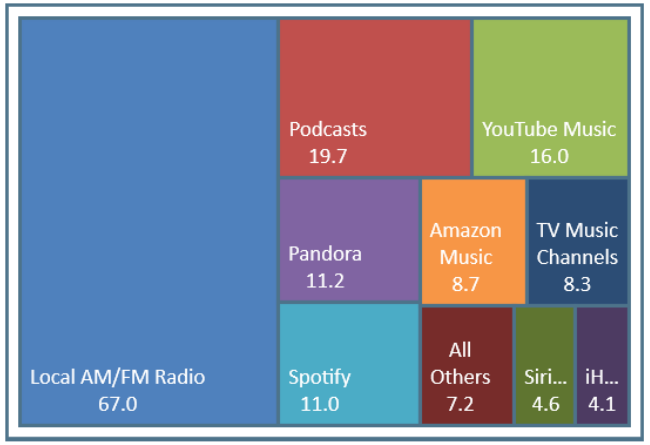


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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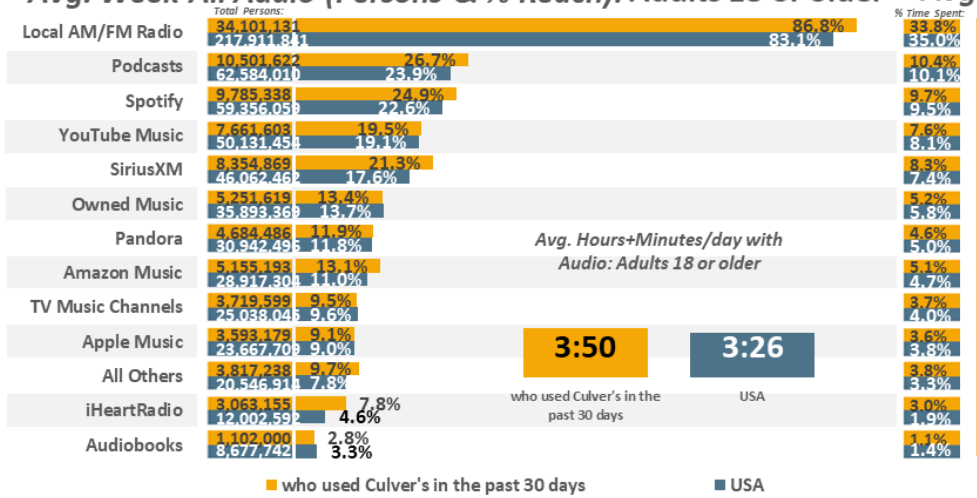
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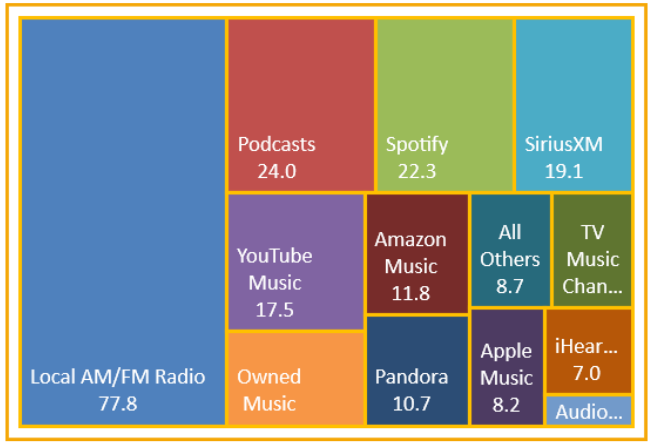
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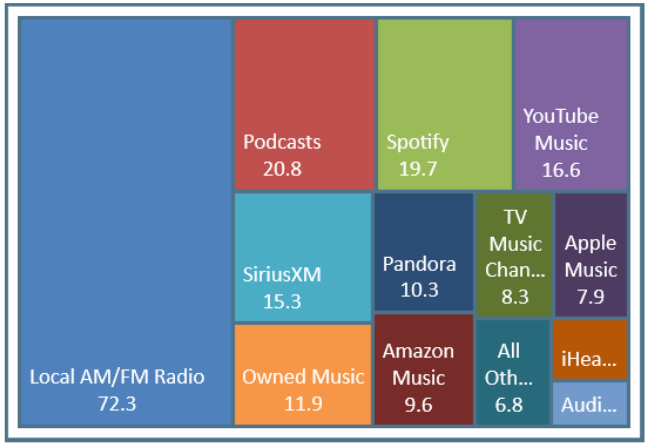
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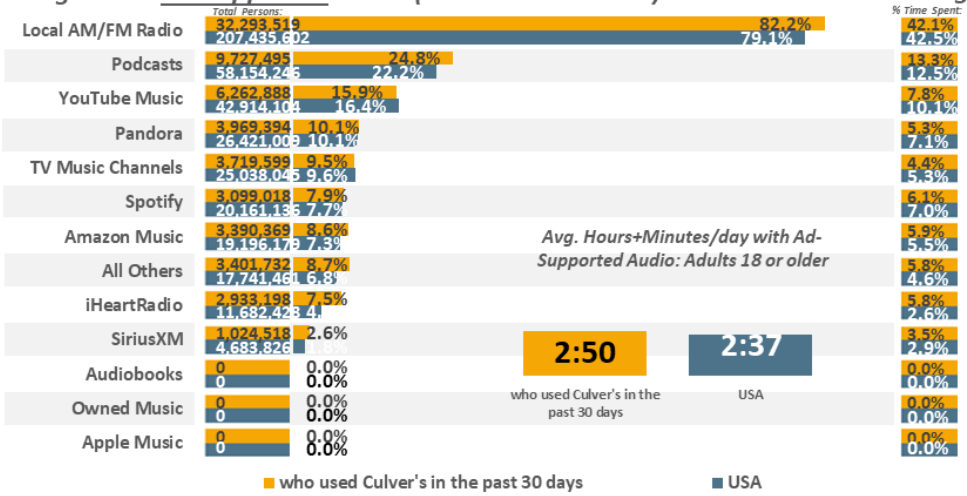


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

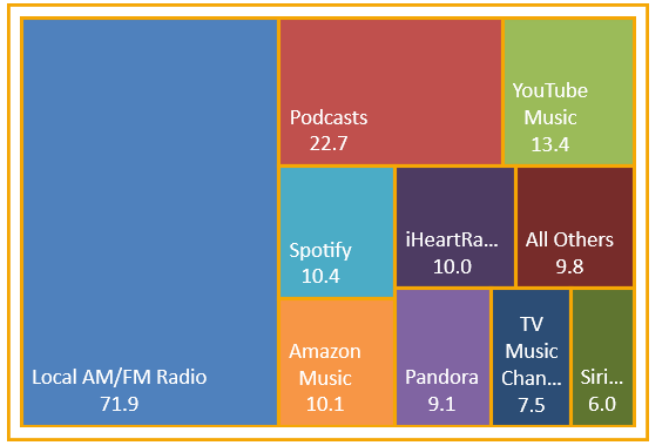


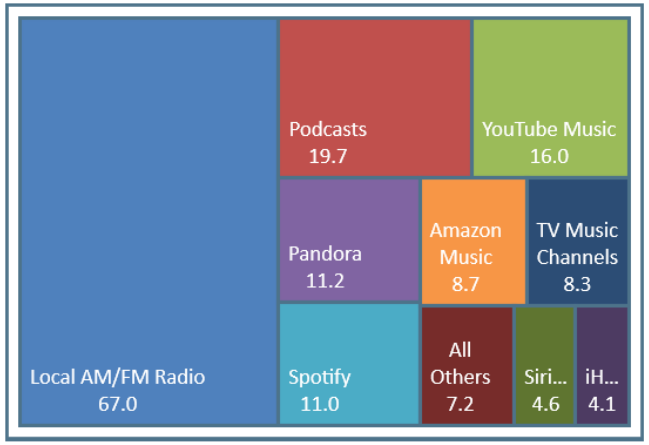


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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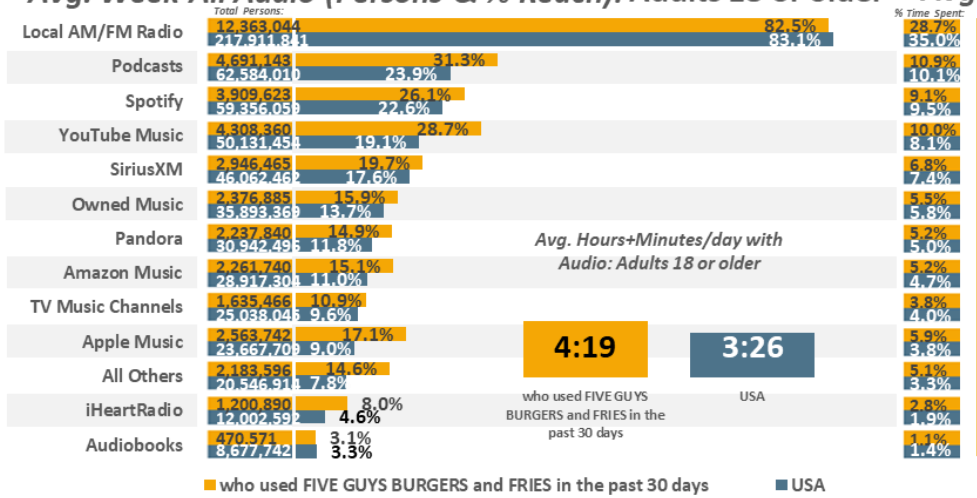
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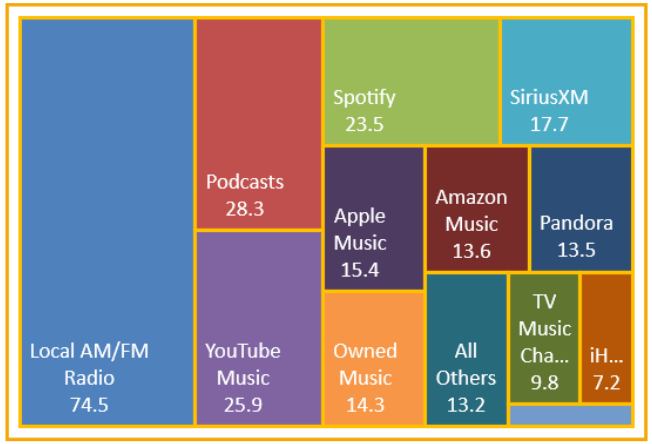
FIVE GUYS®
BURGERS and FRIES

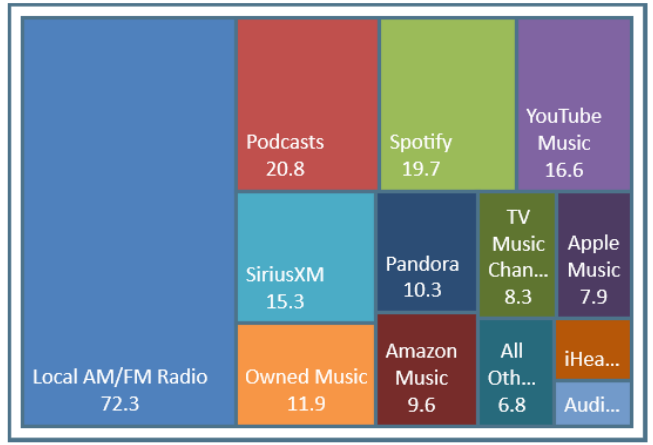
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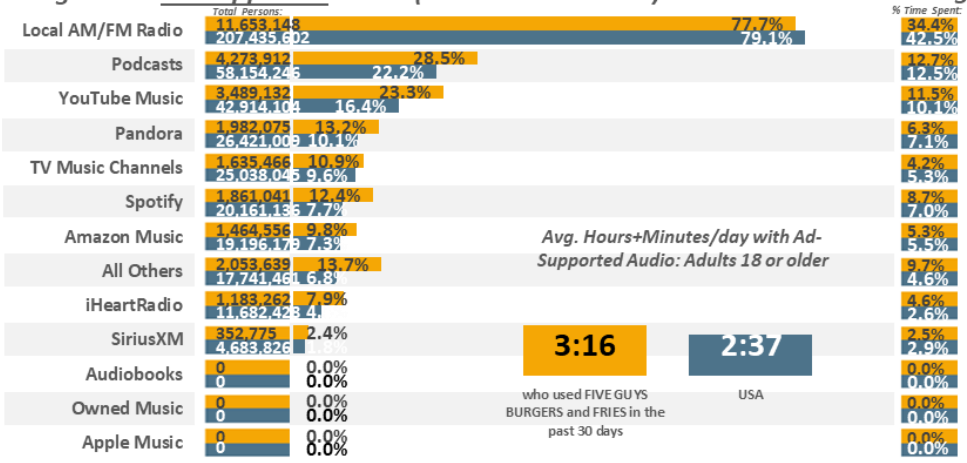


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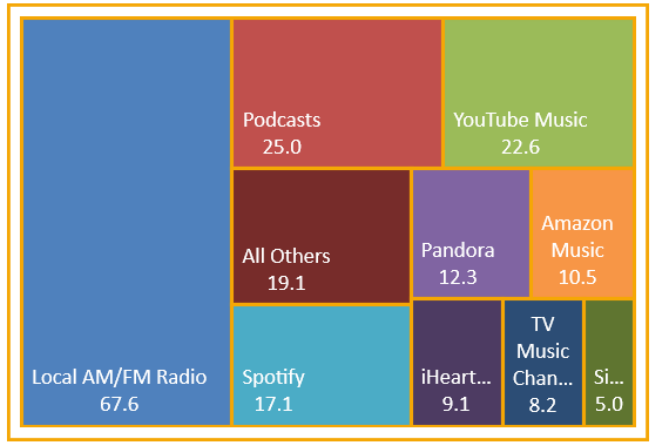


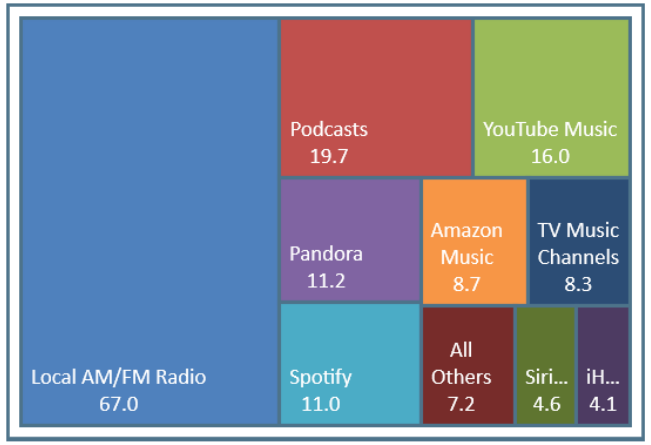


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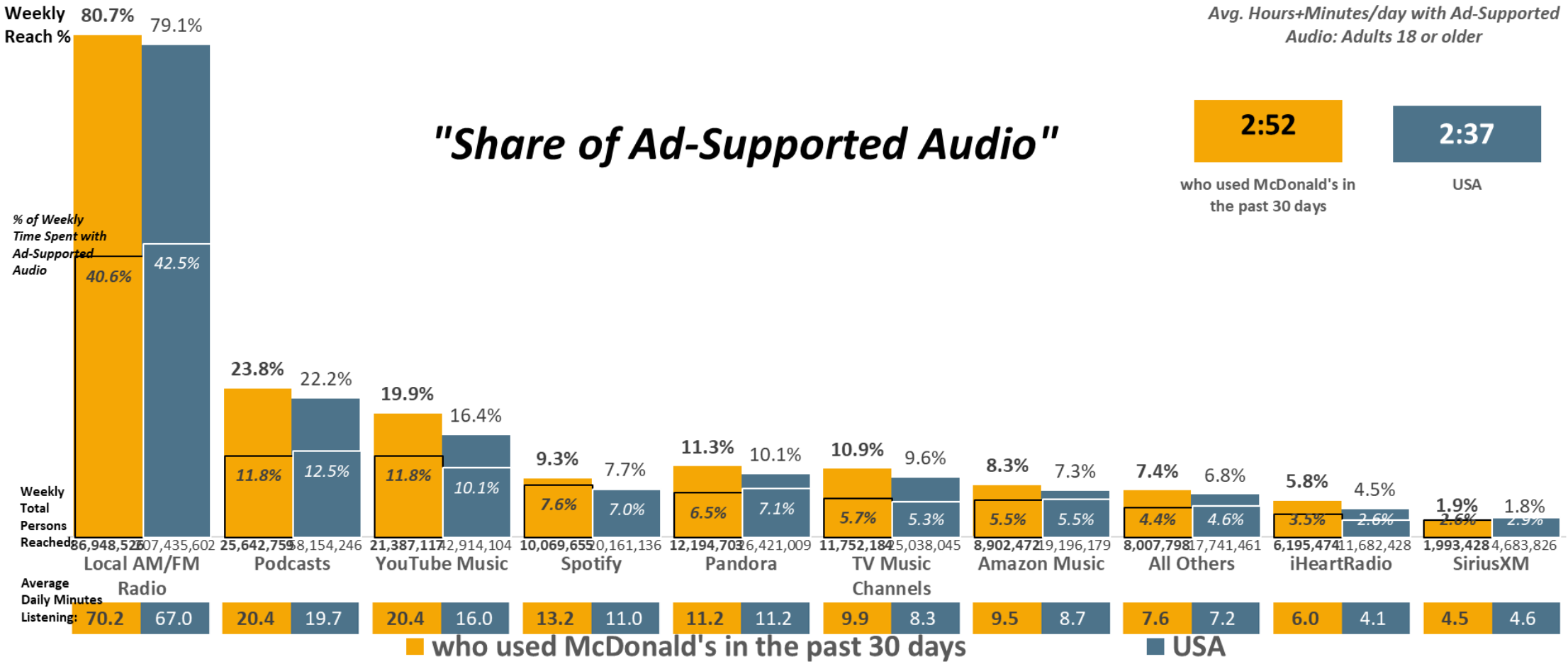
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Quick service restaurants used past 30 days: Five Guys

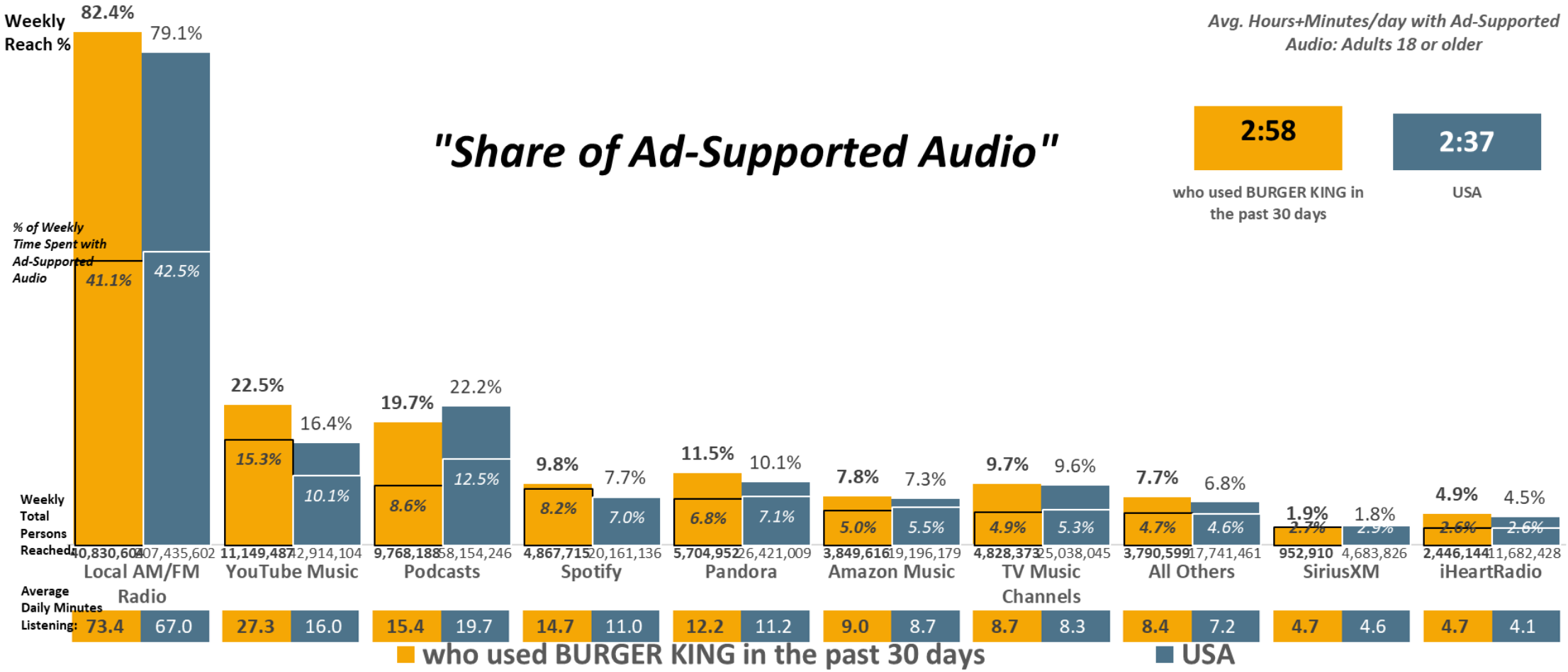
86,948,526 or 80.7% of Adults 18 or older who used McDonald's in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



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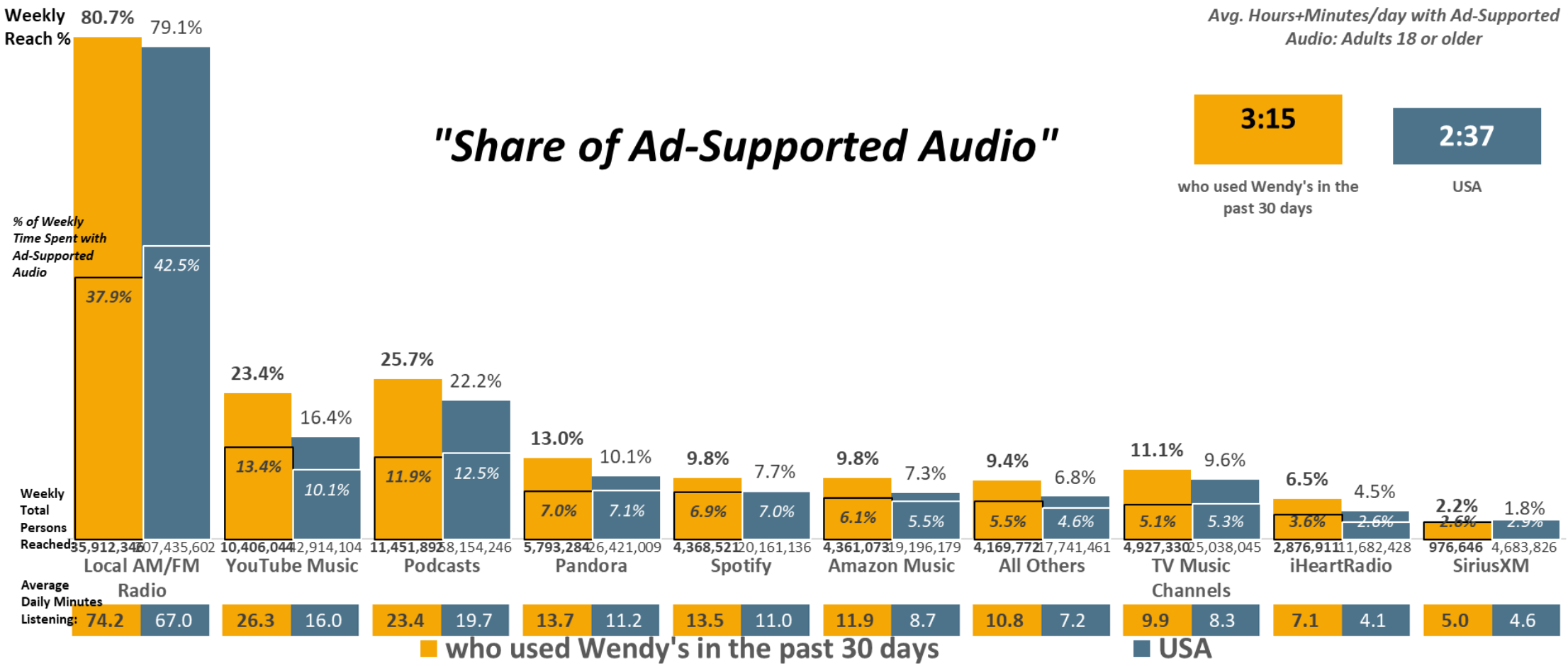
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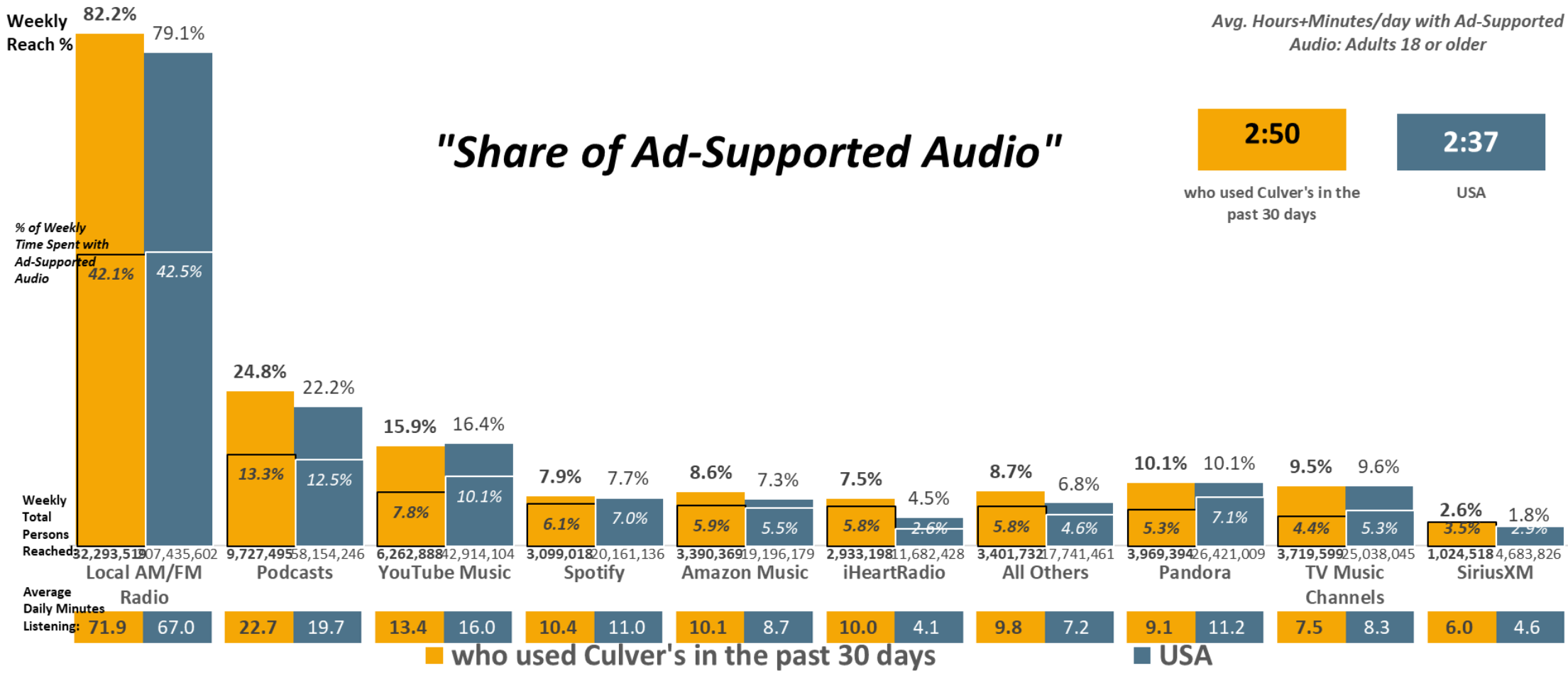
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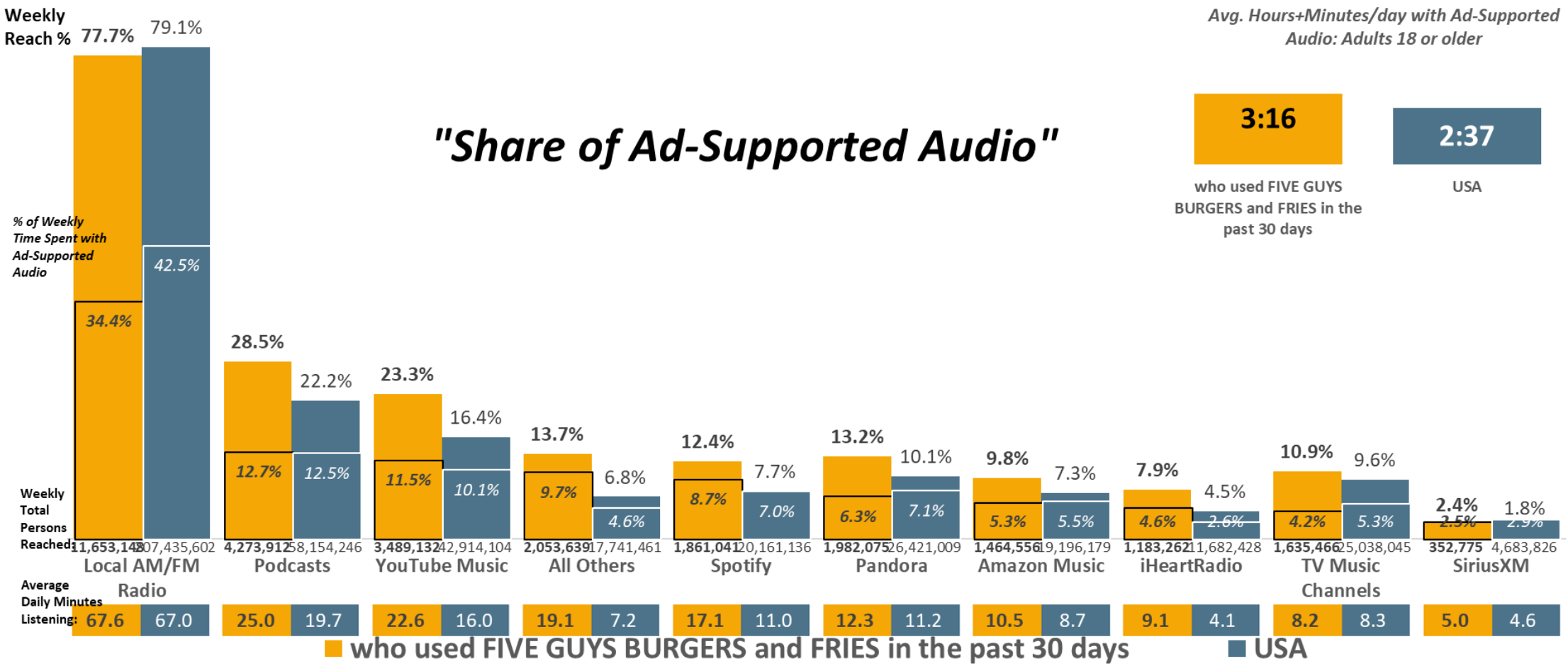
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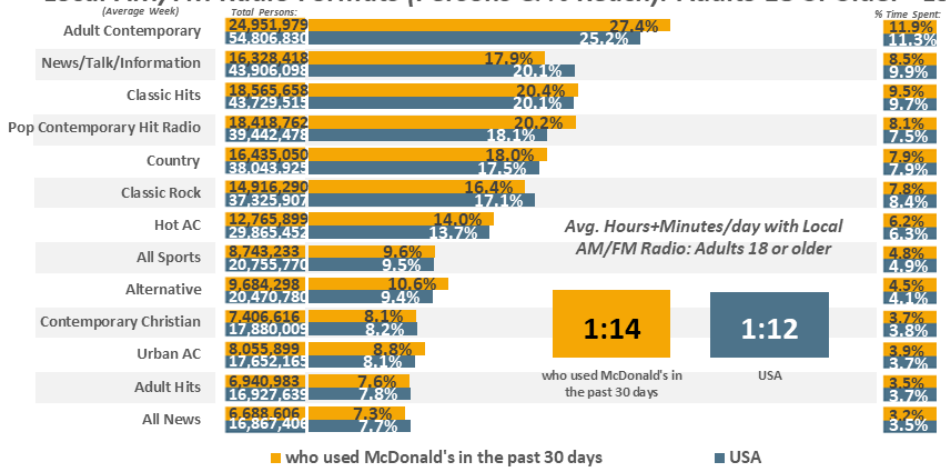
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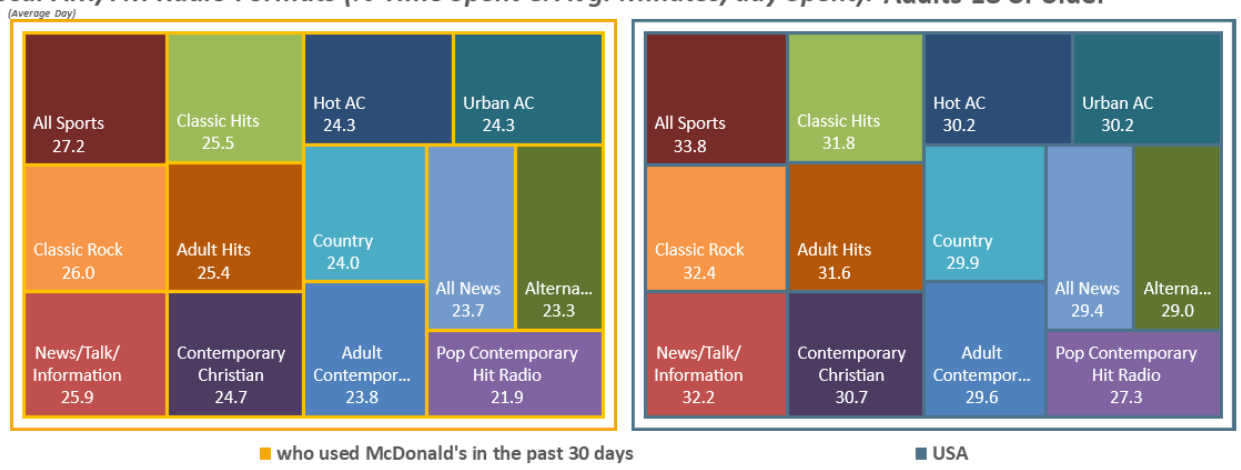
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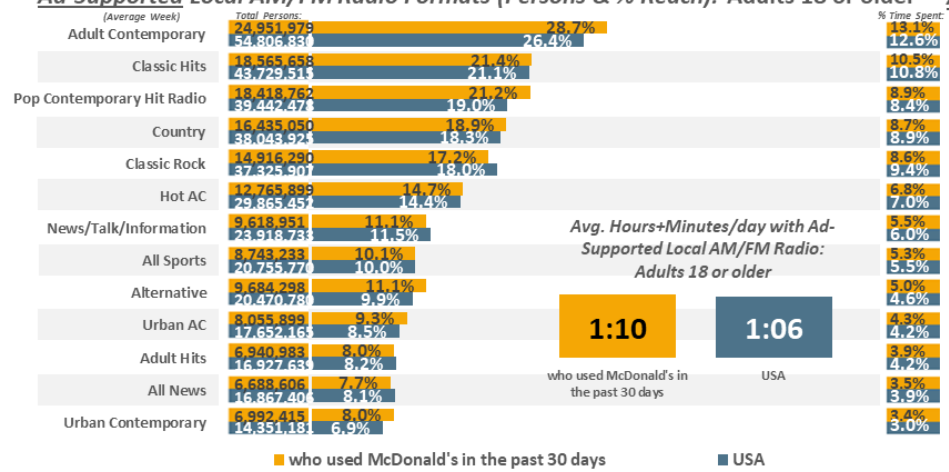
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



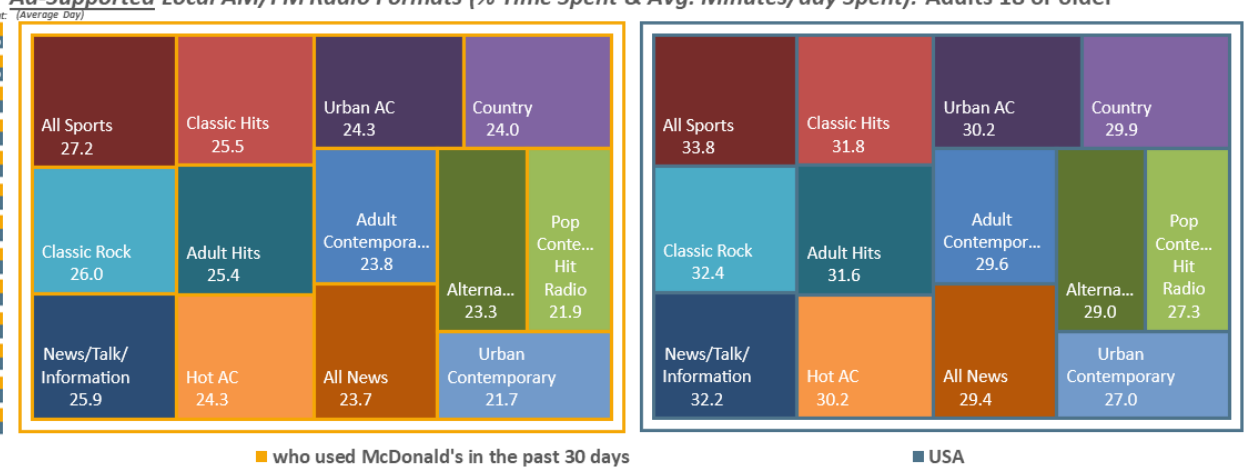
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Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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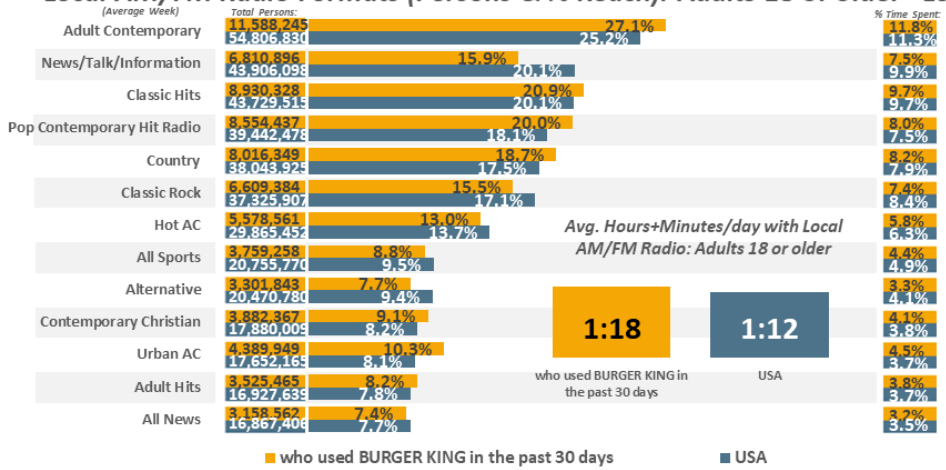
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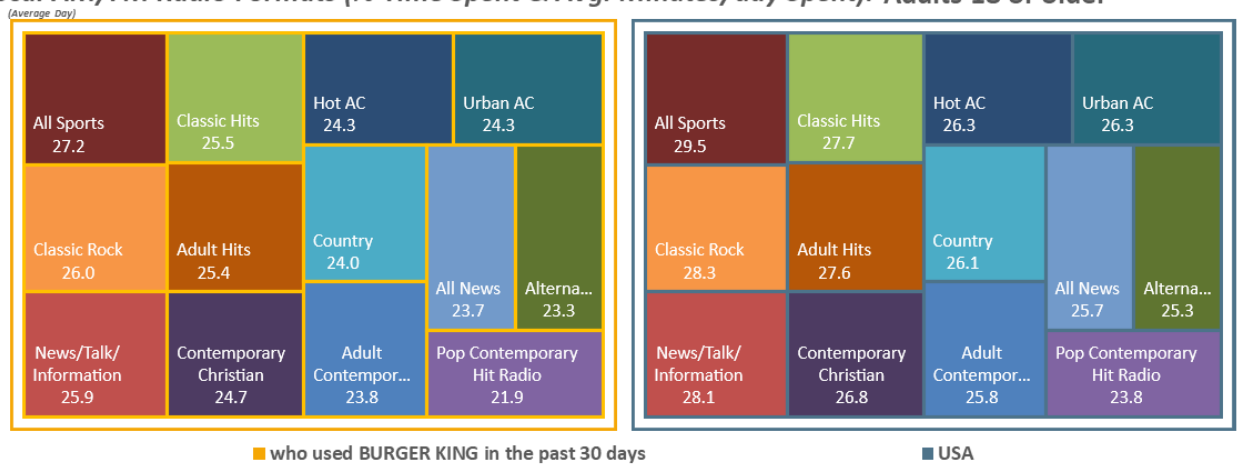
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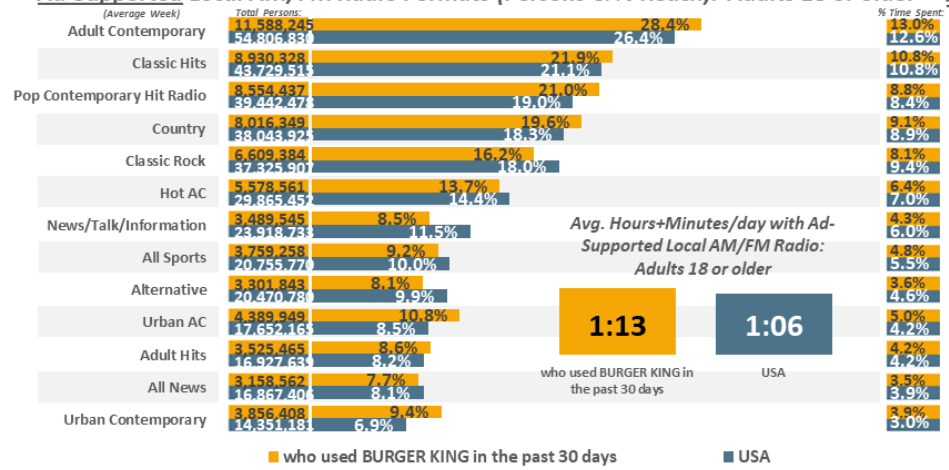
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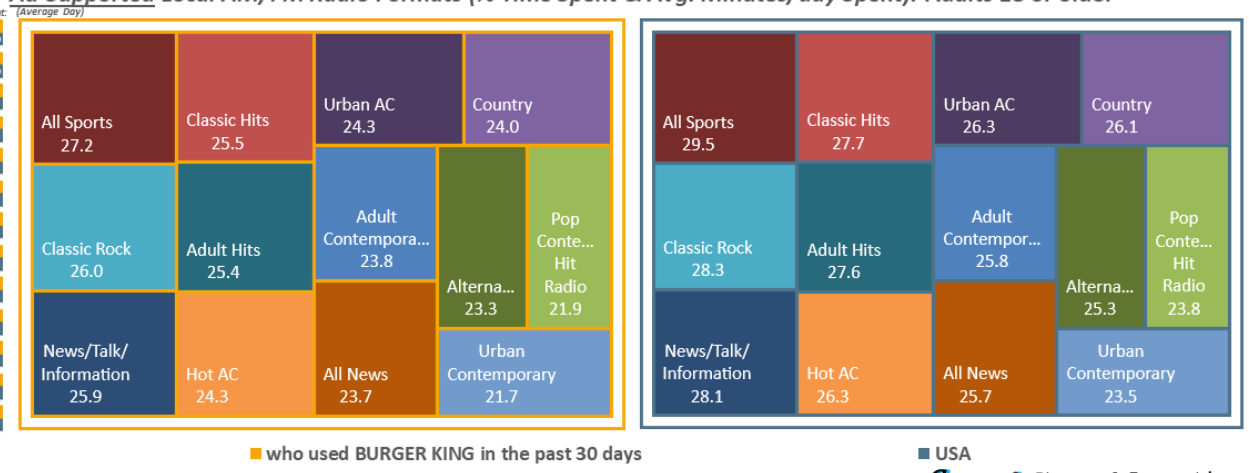
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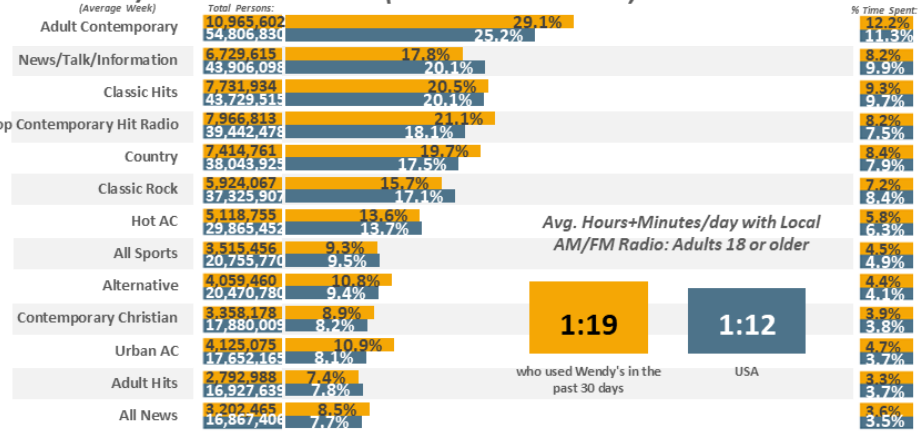
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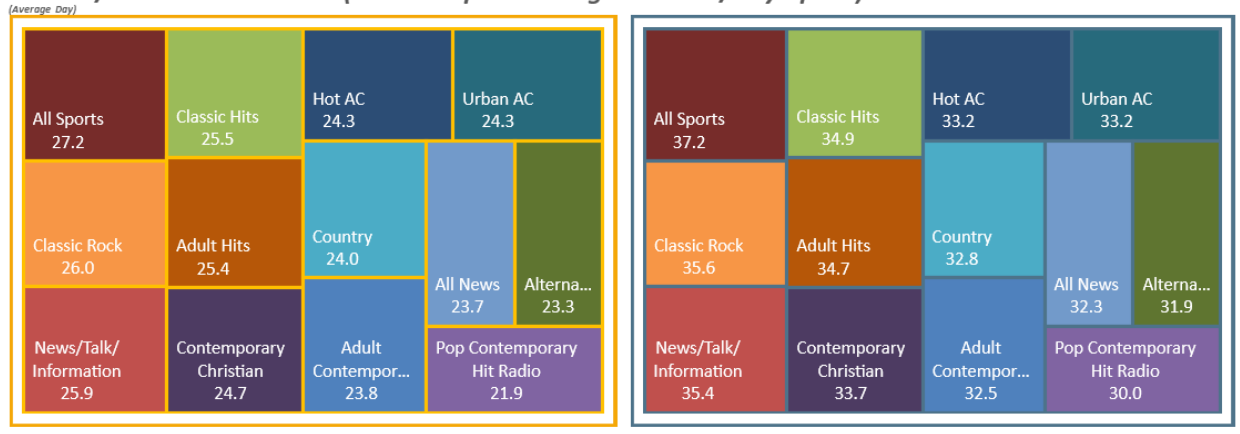
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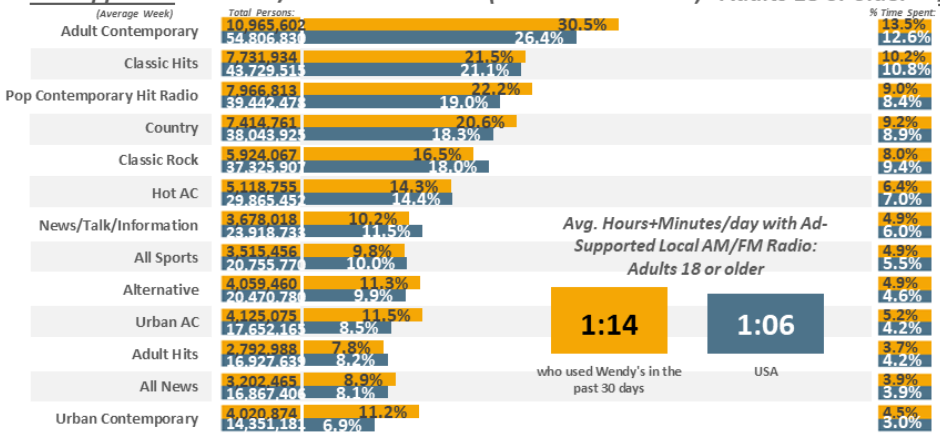
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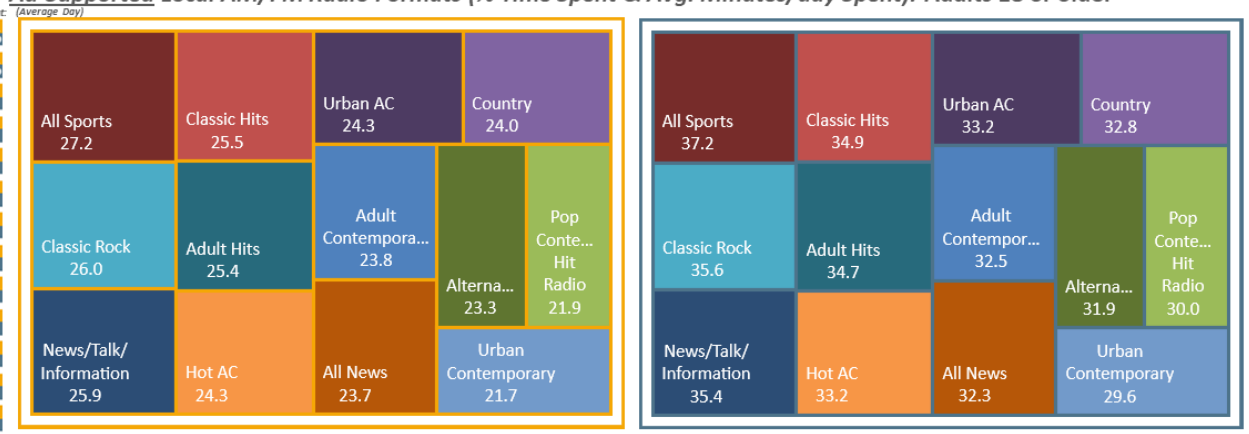
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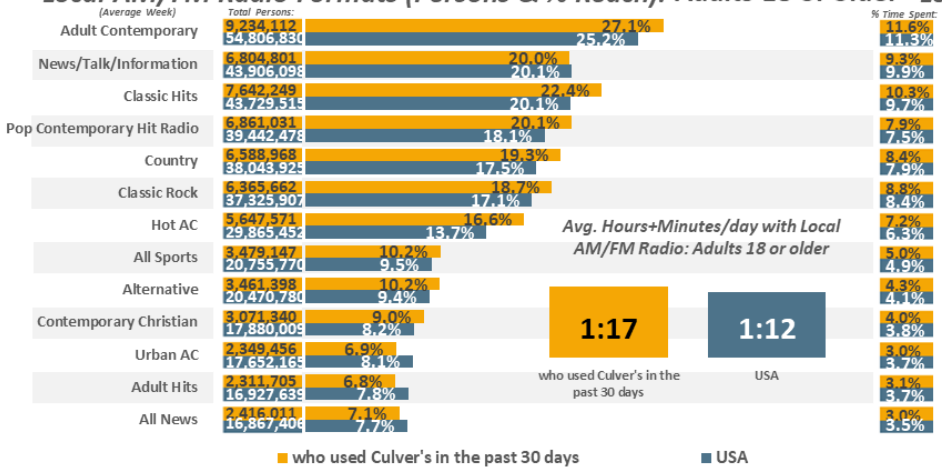
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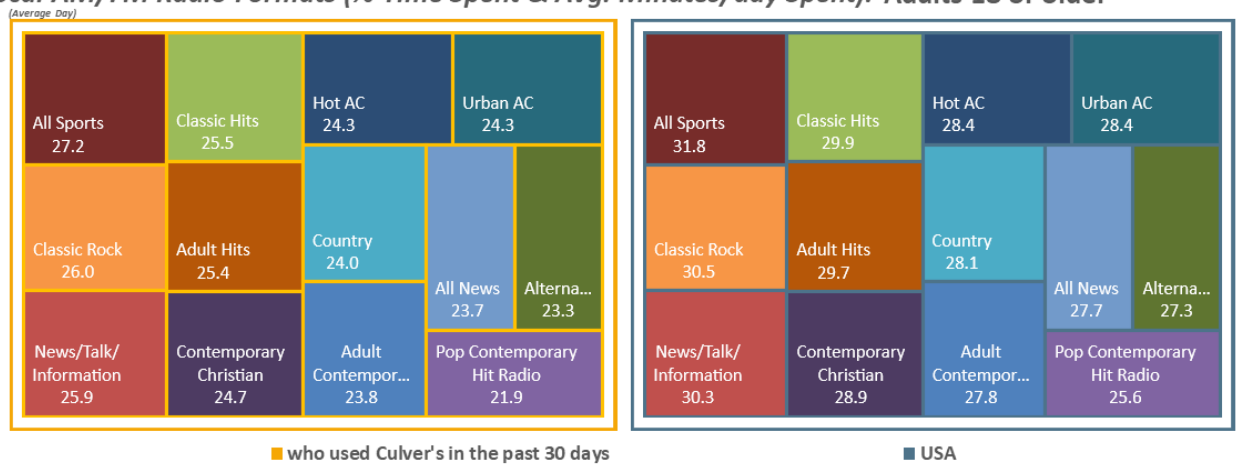
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32,293,519 or 82.2% of Adults 18 or older who used Culver's in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

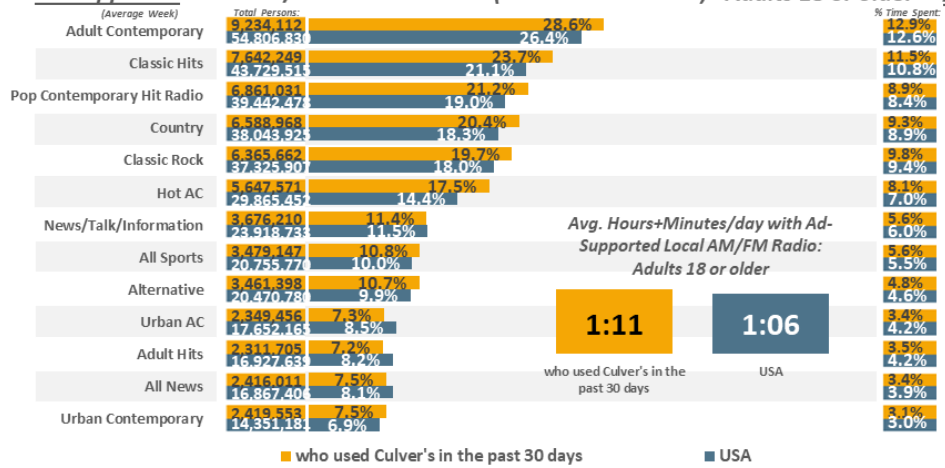
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



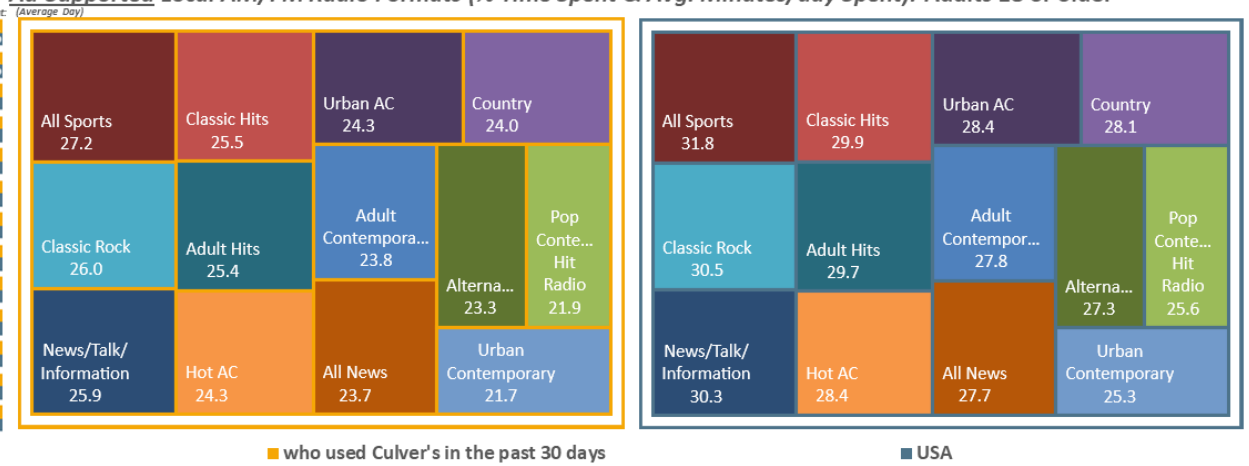
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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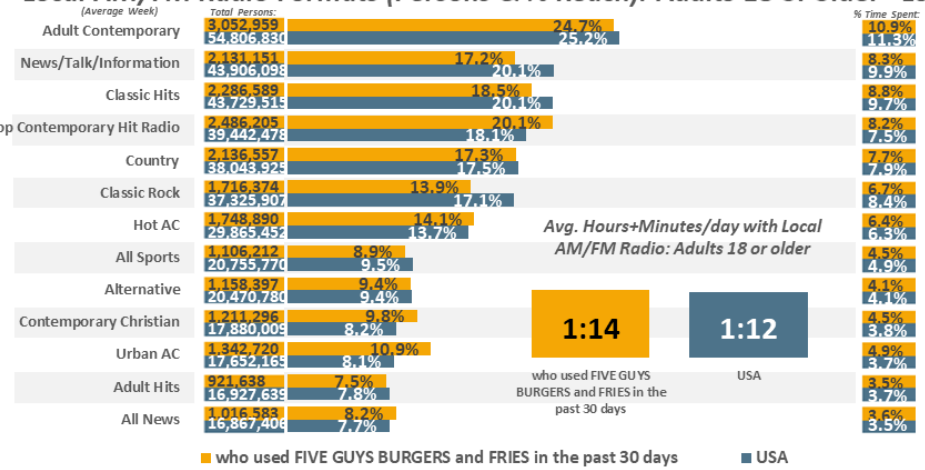
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Quick service restaurants used past 30 days: Culver's

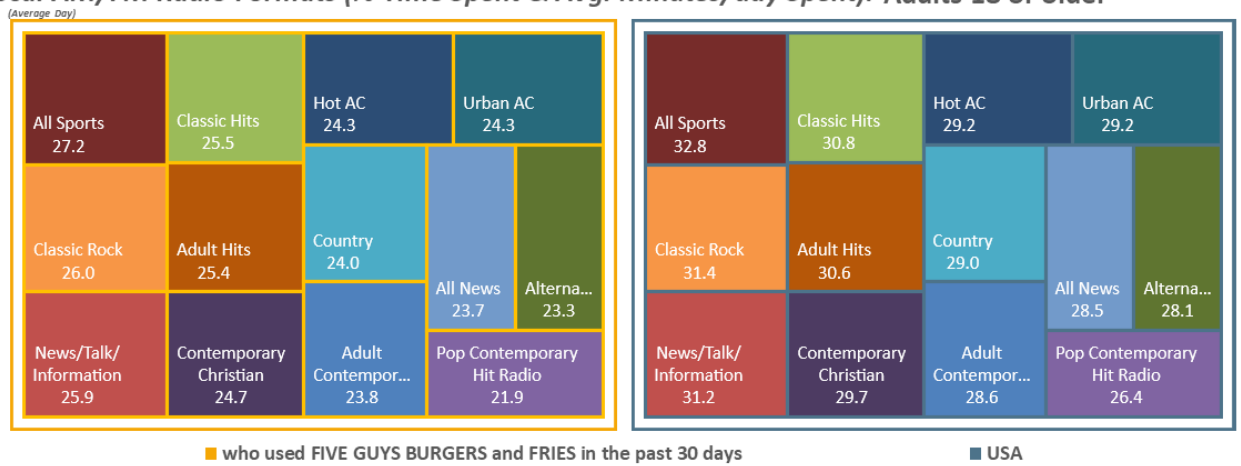
FIVE GUYS®
BURGERS and FRIES

11,653,148 or 77.7% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

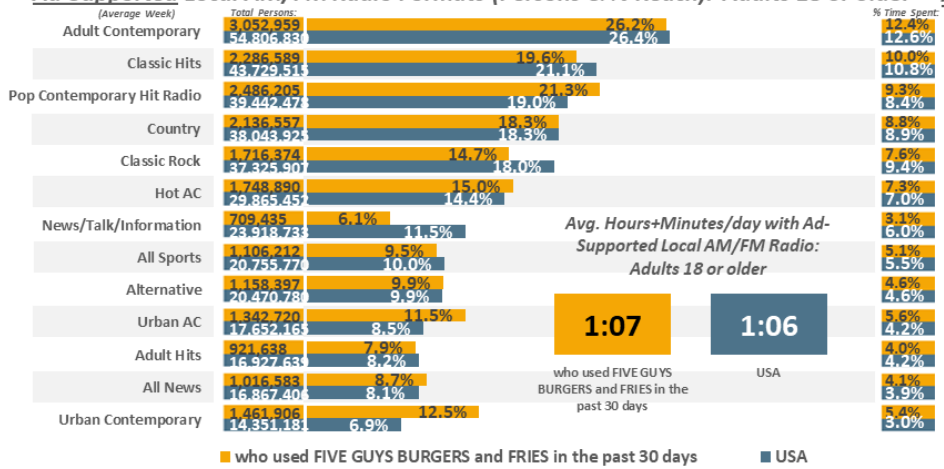
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



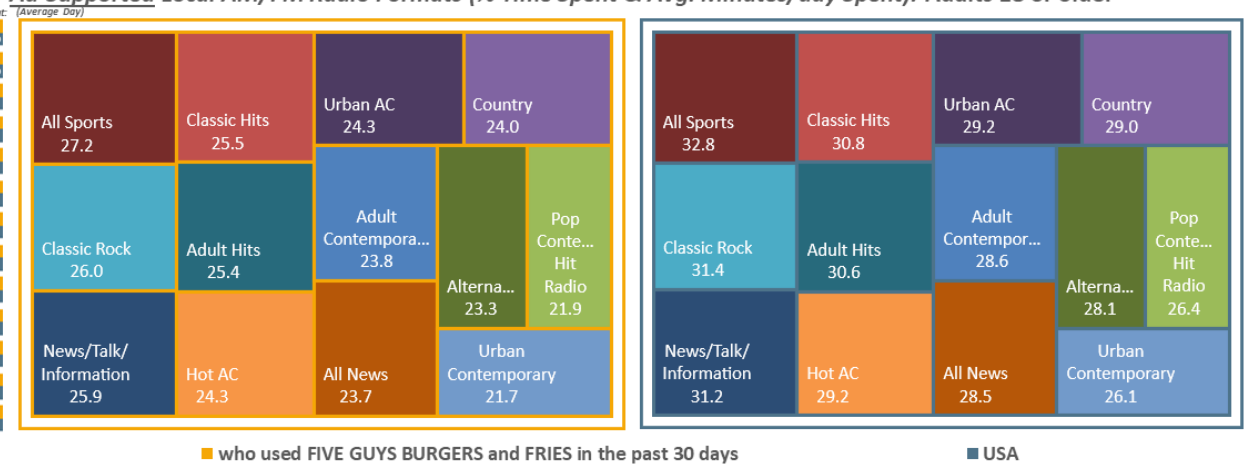
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



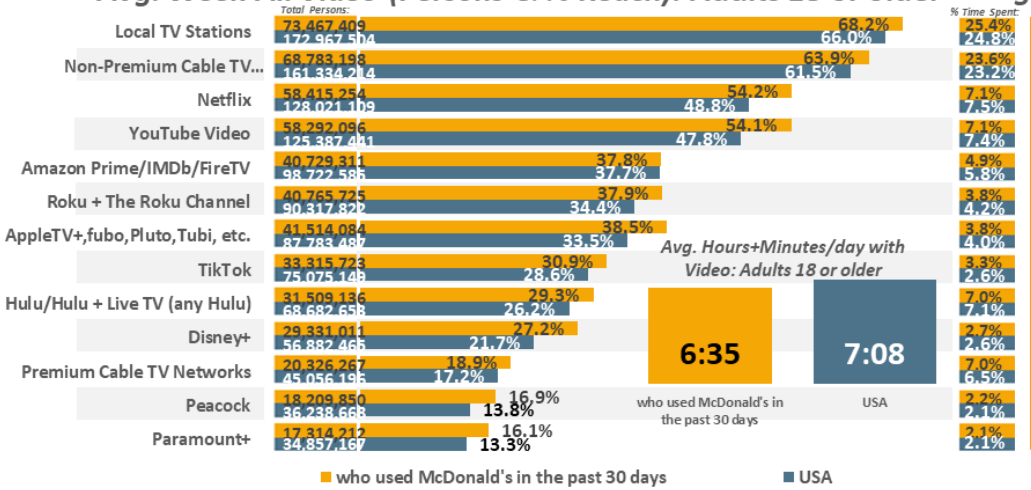
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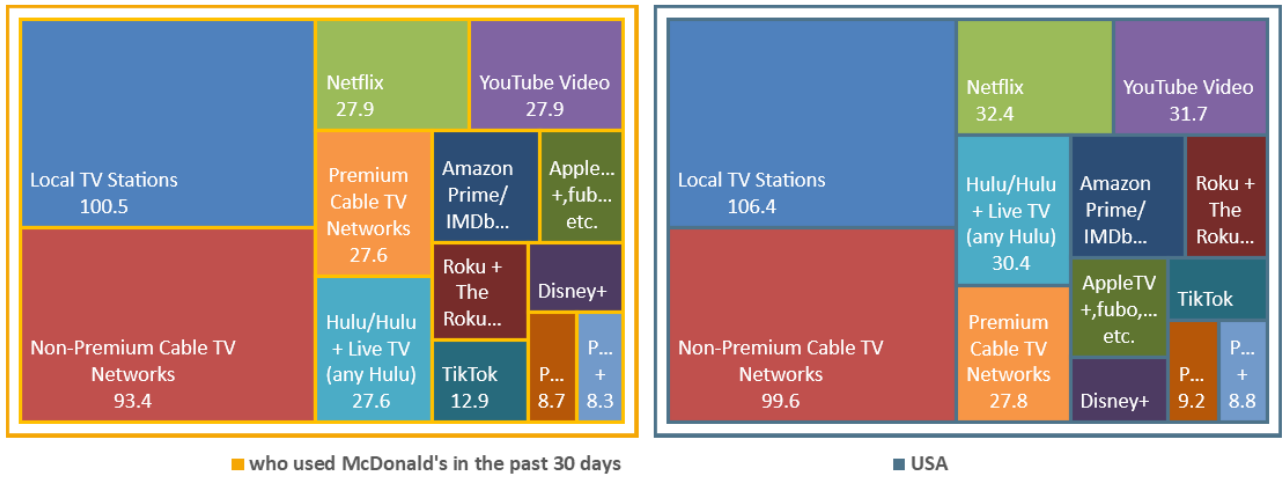
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72,455,181 or 67.3% of Adults 18 or older who used McDonald's in the past 30 days watch Ad-Supported Local TV Stations for an average of 96. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

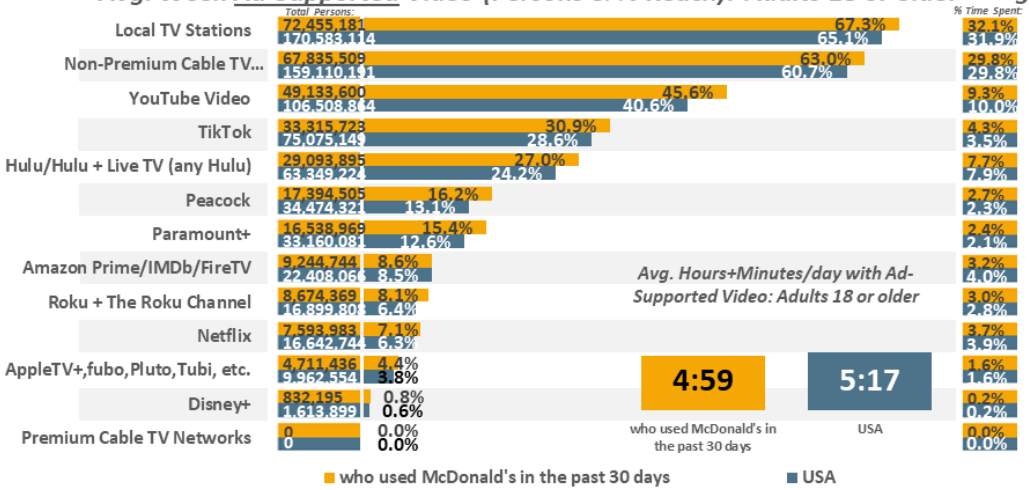
Avg. Week All Video (Persons & % Reach): Adults 18 or older



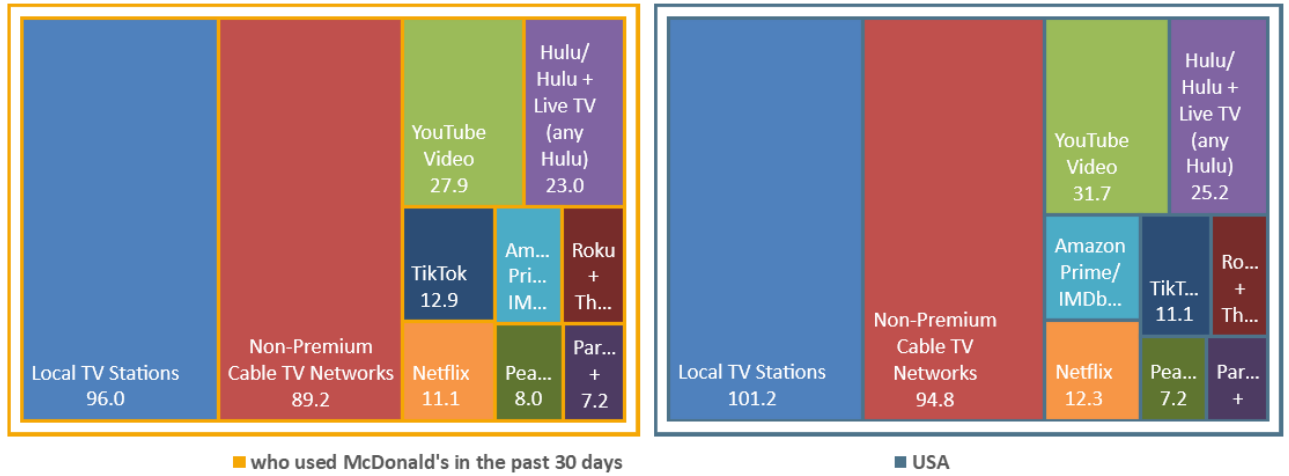
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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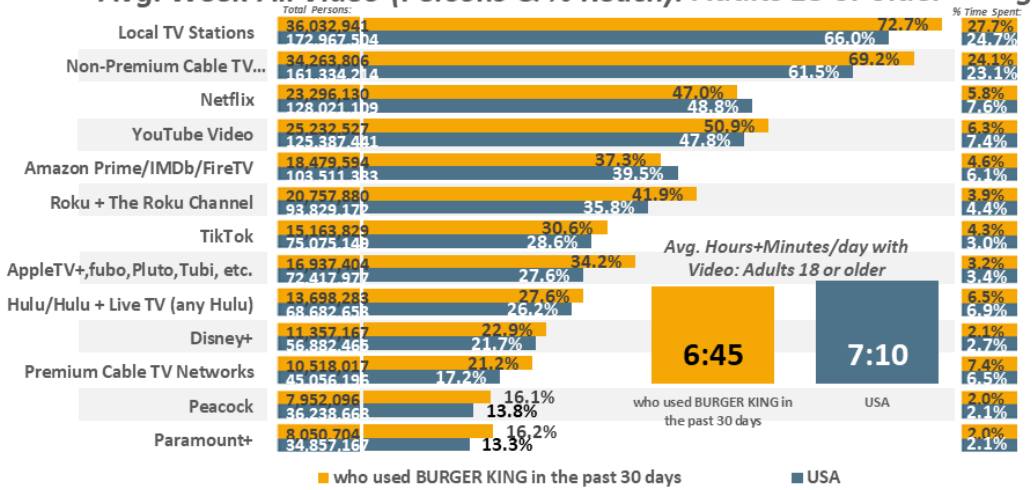
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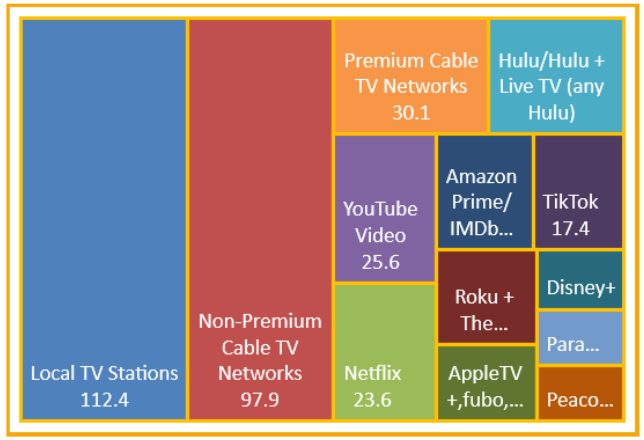
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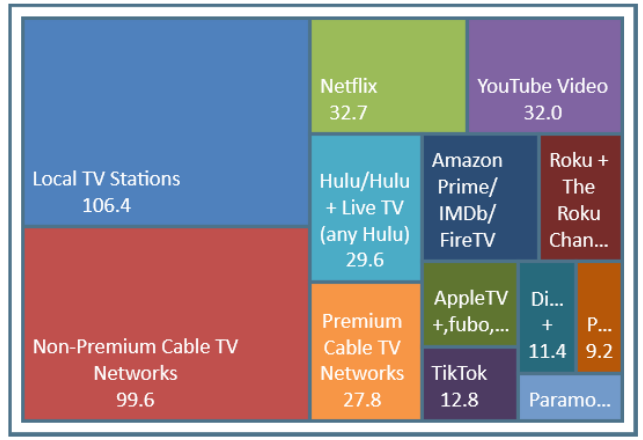
Quick service restaurants used past 30 days: McDonald's

35,375,749 or 71.4% of Adults 18 or older who used BURGER KING in the past 30 days watch Ad-Supported Local TV Stations for an average of 106.9 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

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

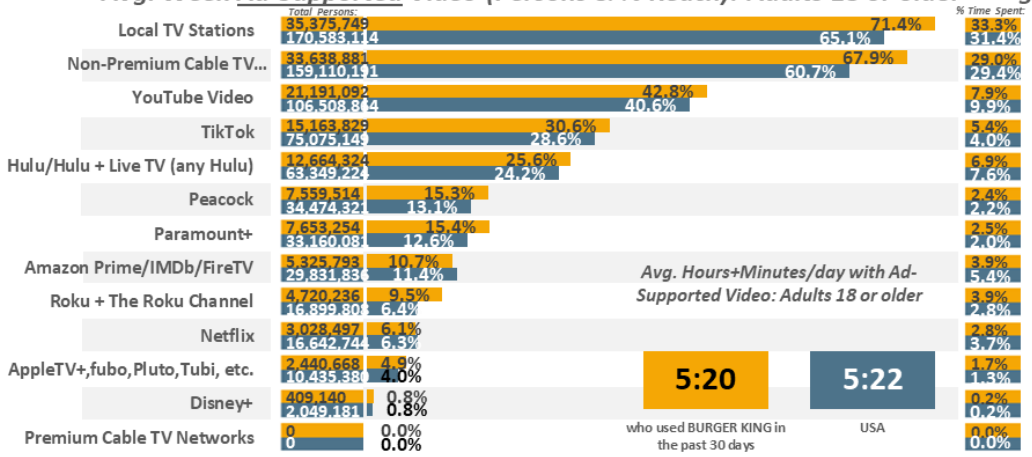


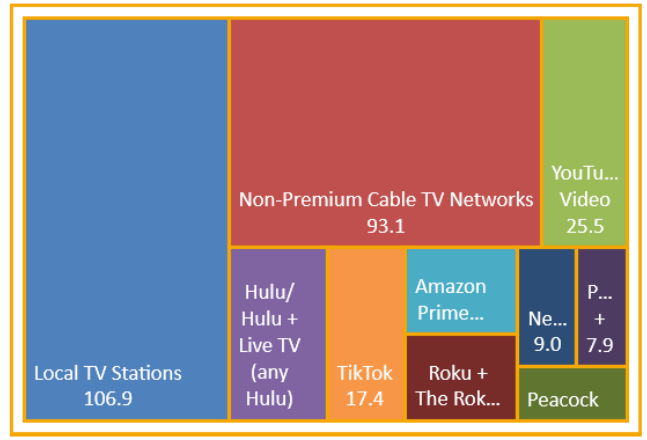


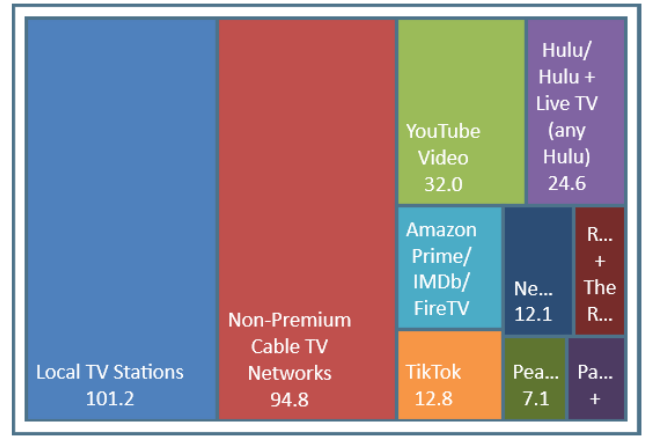


who used BURGER KING in the past 30 days ■ USA

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







who used BURGER KING in the past 30 days ■ USA

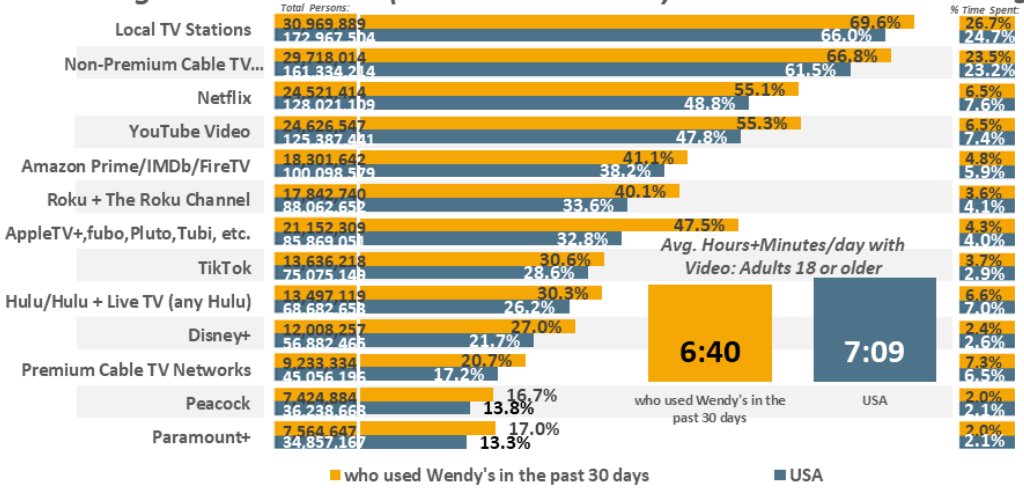
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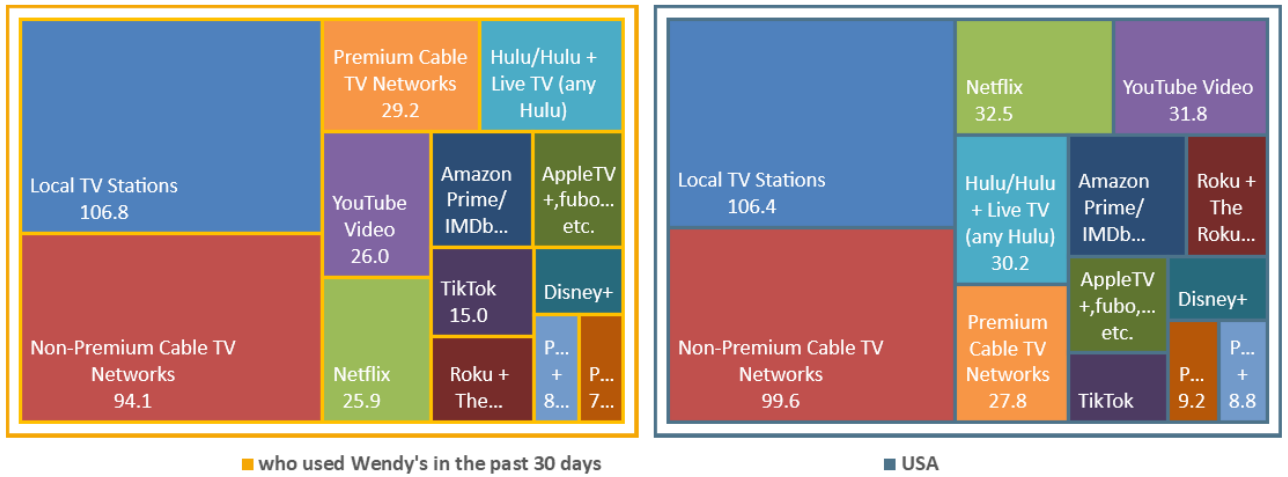
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30,419,769 or 68.3% of Adults 18 or older who used Wendy's in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.8 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

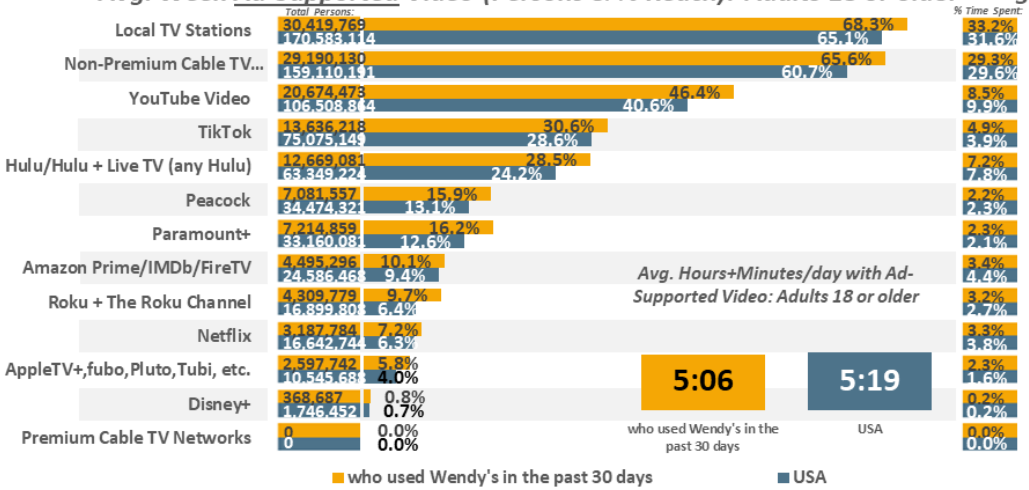
Avg. Week All Video (Persons & % Reach): Adults 18 or older



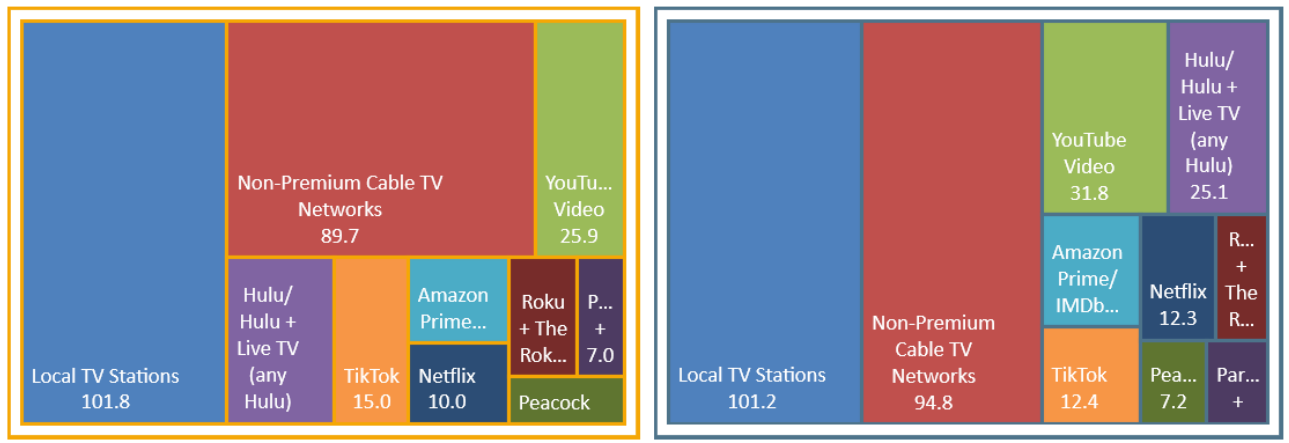
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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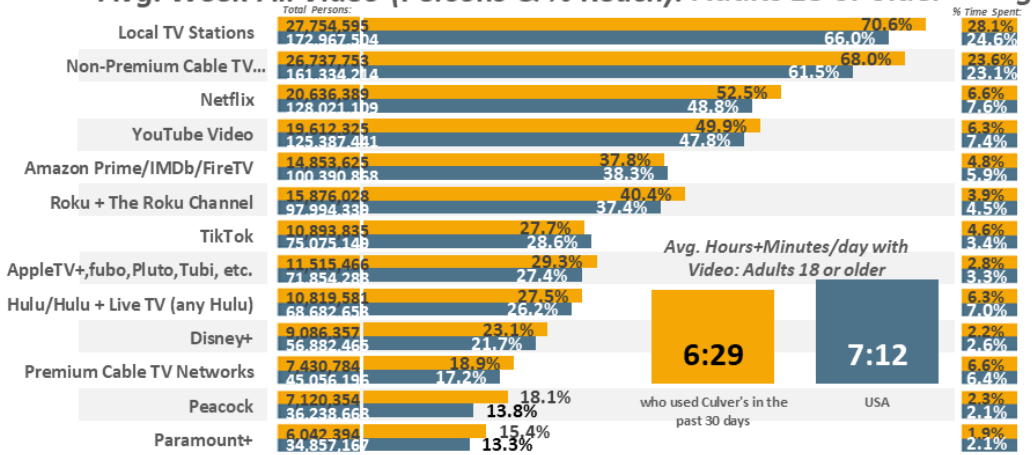
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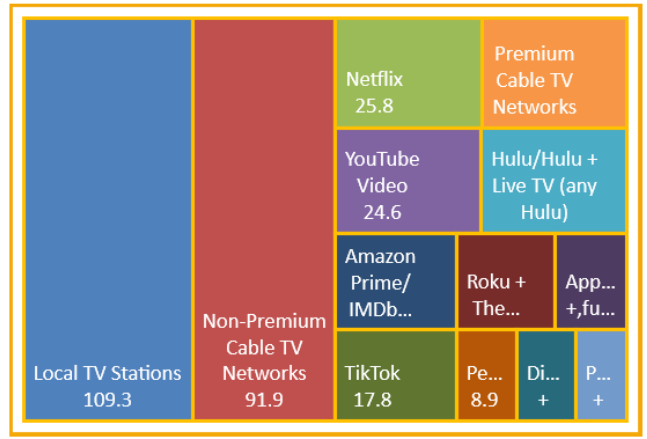
Quick service restaurants used past 30 days: Wendy's

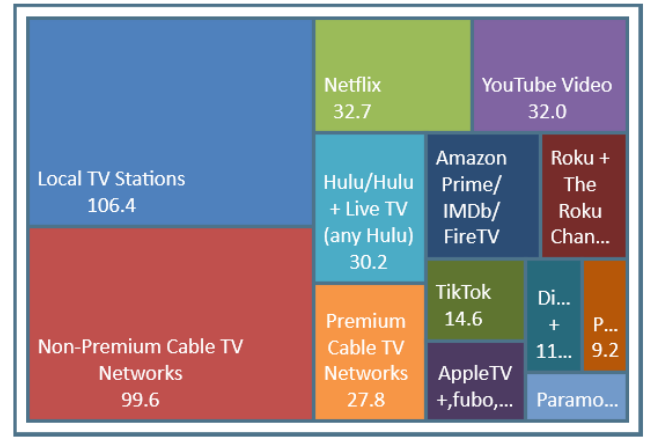
27,343,284 or 69.6% of Adults 18 or older who used Culver's in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.4 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

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

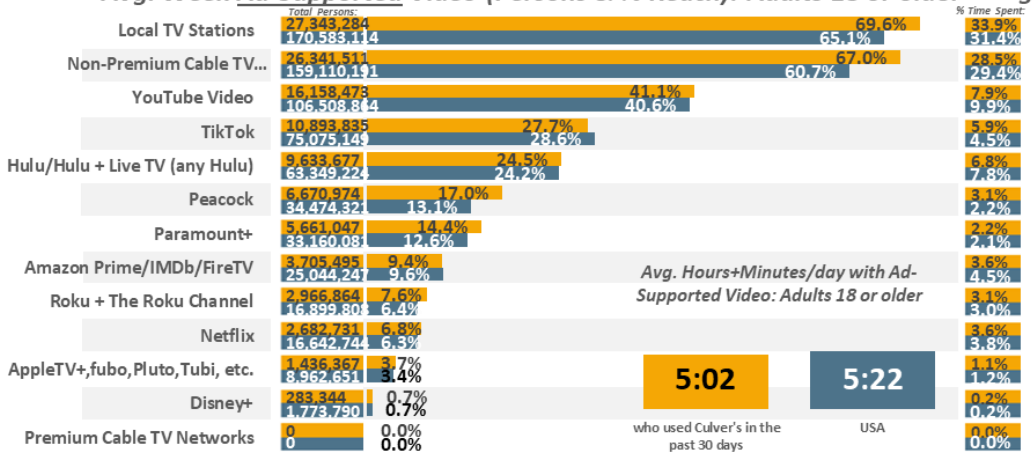


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

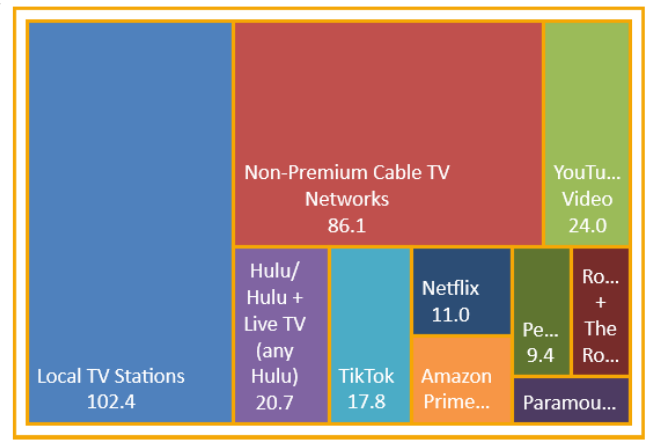


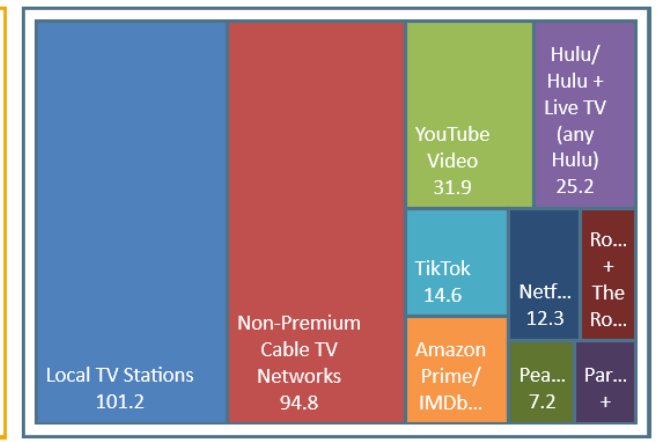


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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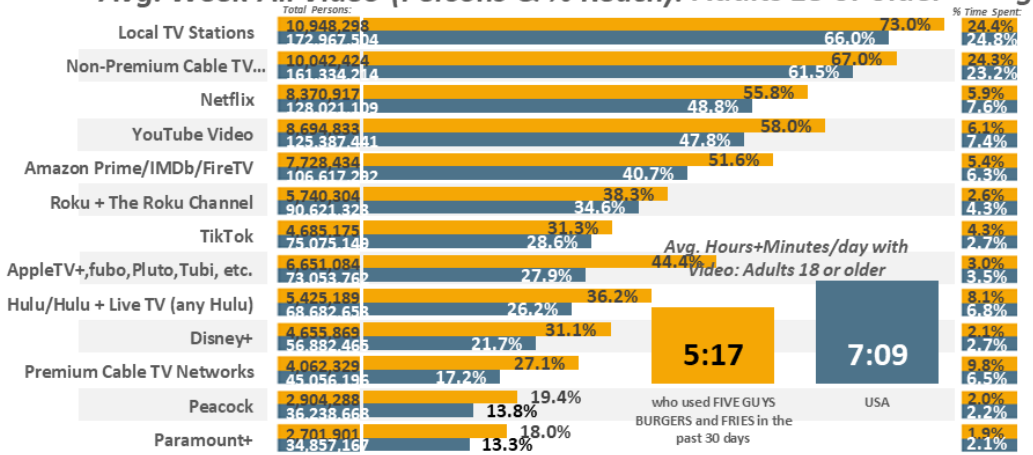
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Quick service restaurants used past 30 days: Culver's

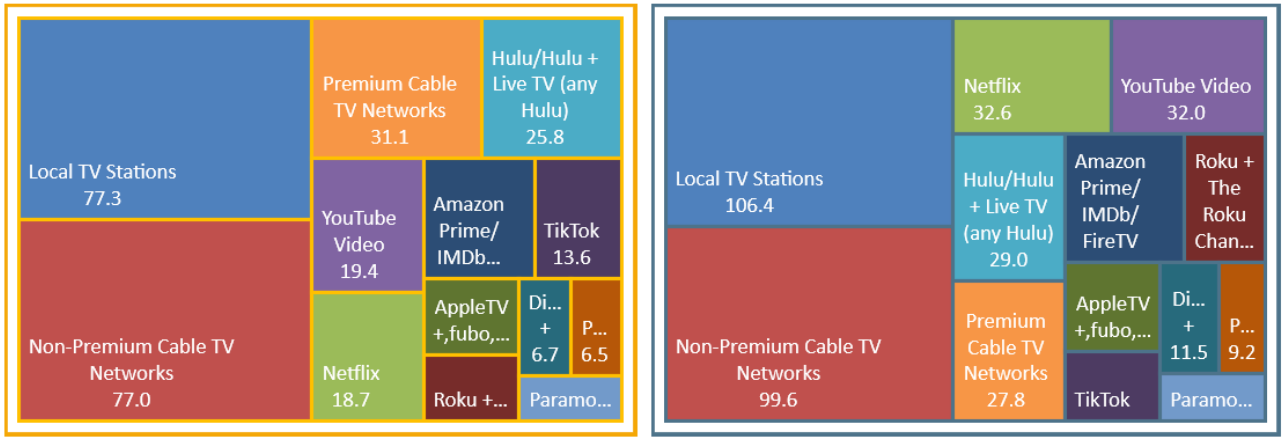
FIVE GUYS®
BURGERS and FRIES

10,699,331 or 71.4% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

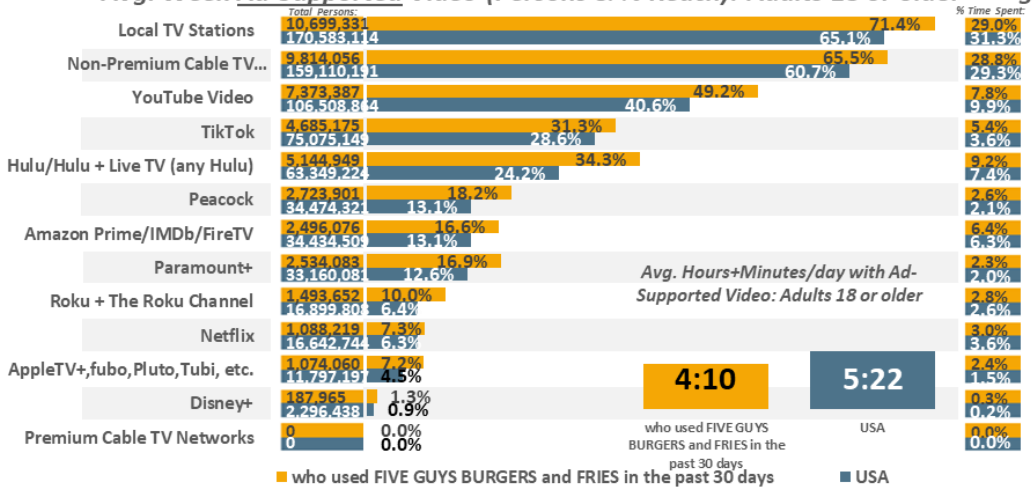
Avg. Week All Video (Persons & % Reach): Adults 18 or older



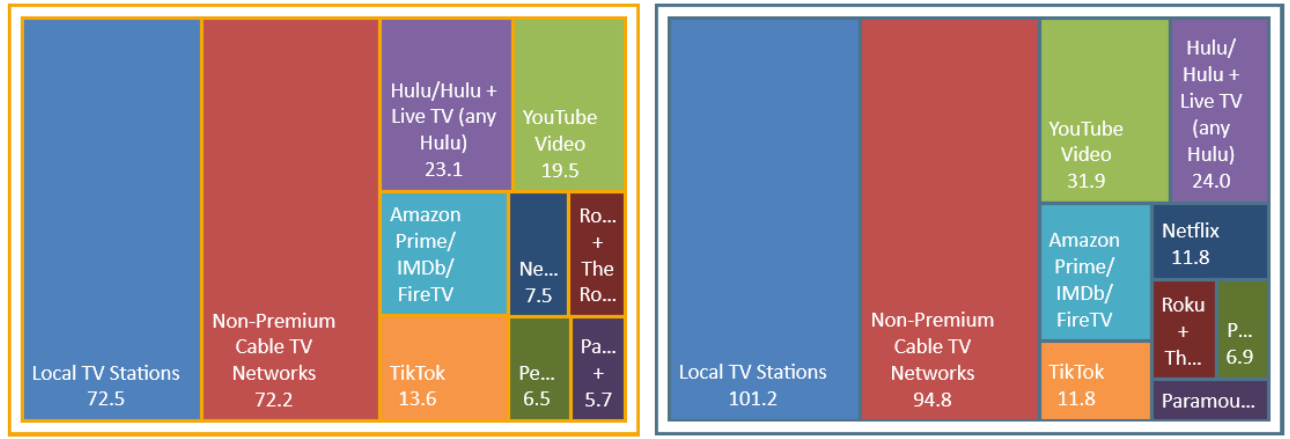
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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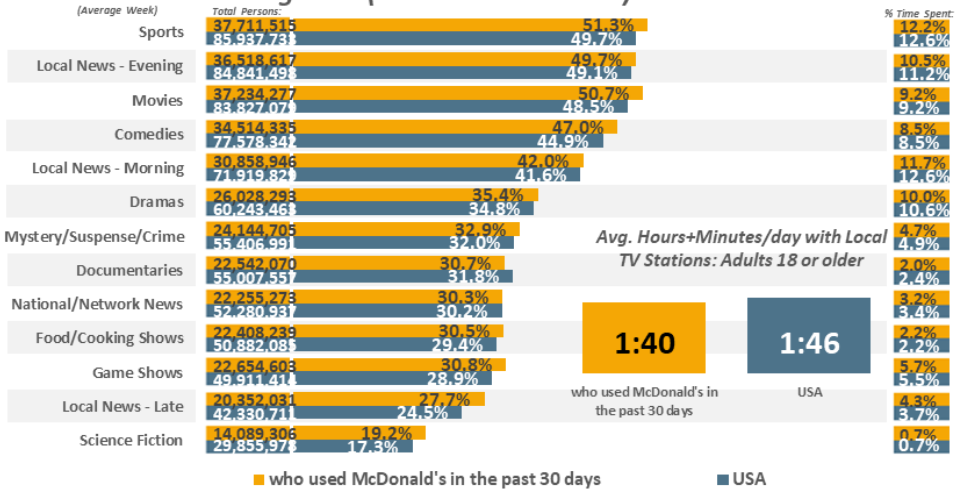
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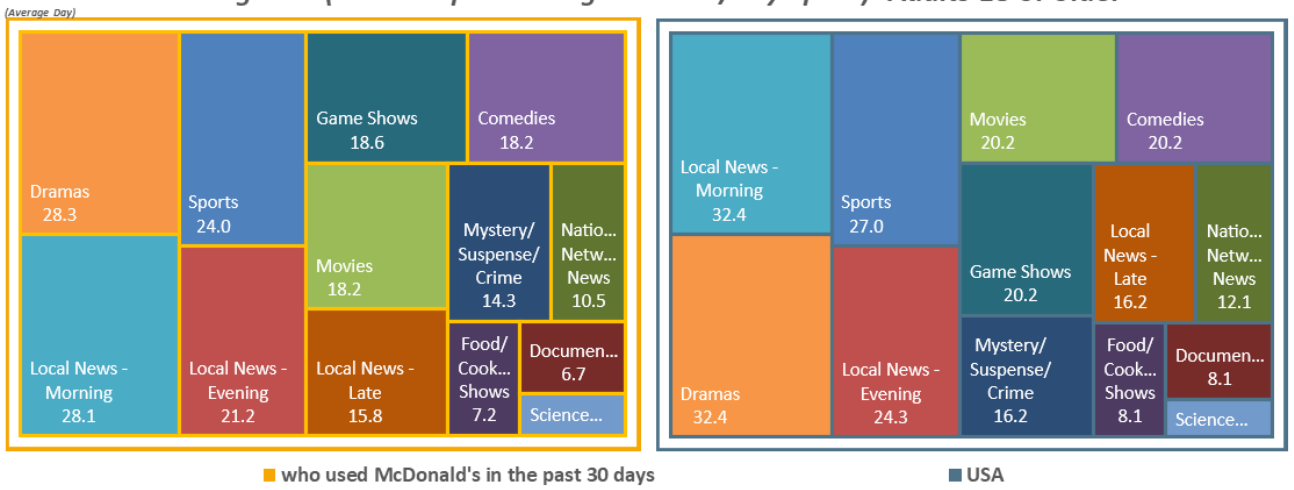
Quick service restaurants used past 30 days: Five Guys

72,455,181 or 67.3% of Adults 18 or older who used McDonald's in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

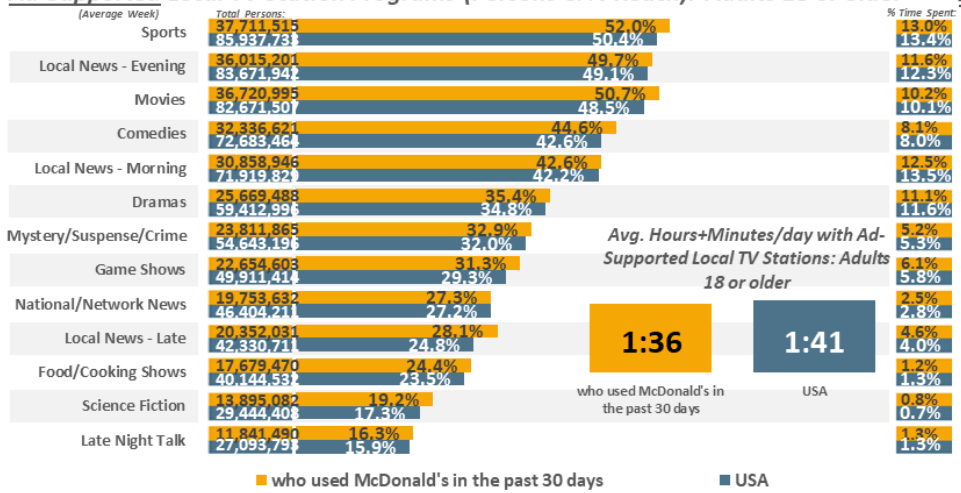
Local TV Station Programs (Persons & % Reach): Adults 18 or older



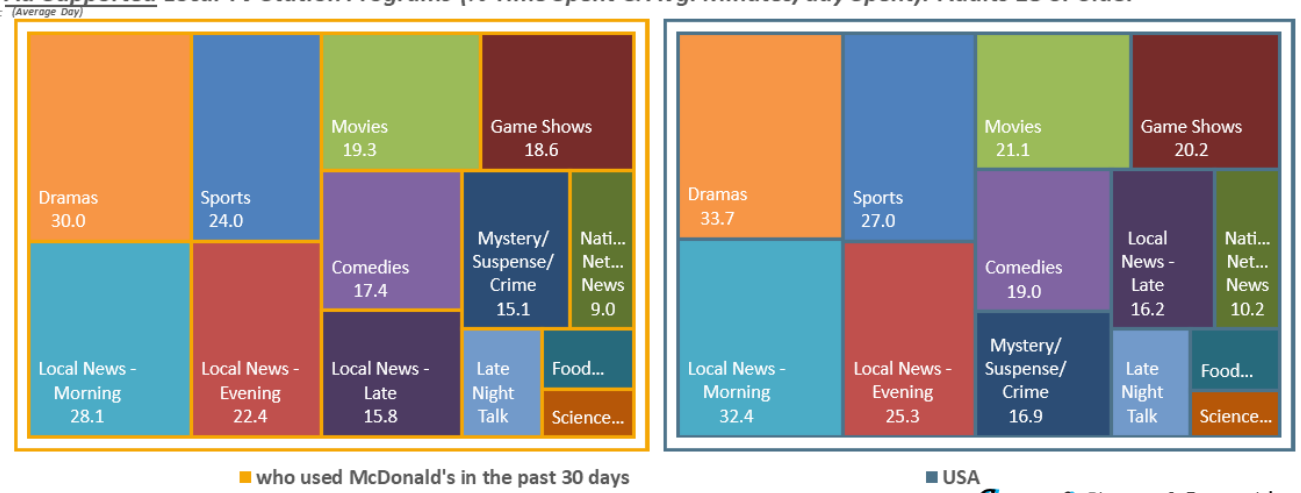
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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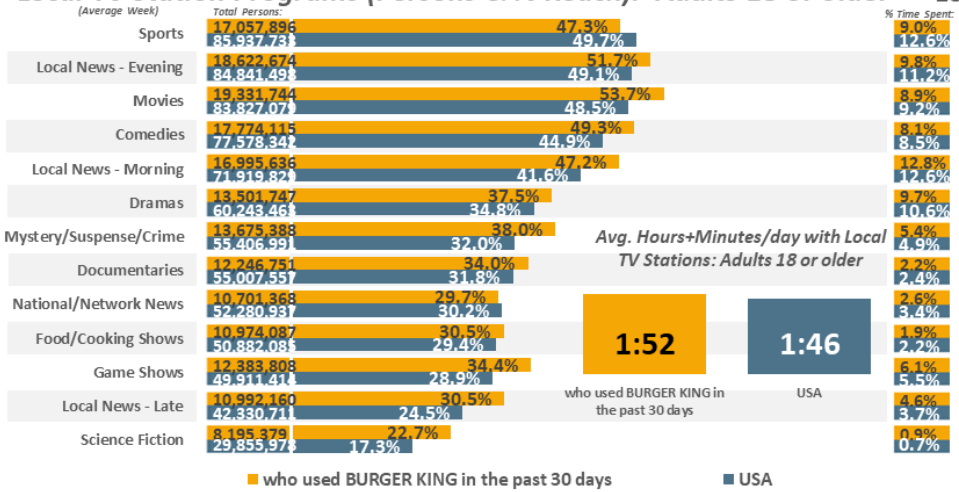
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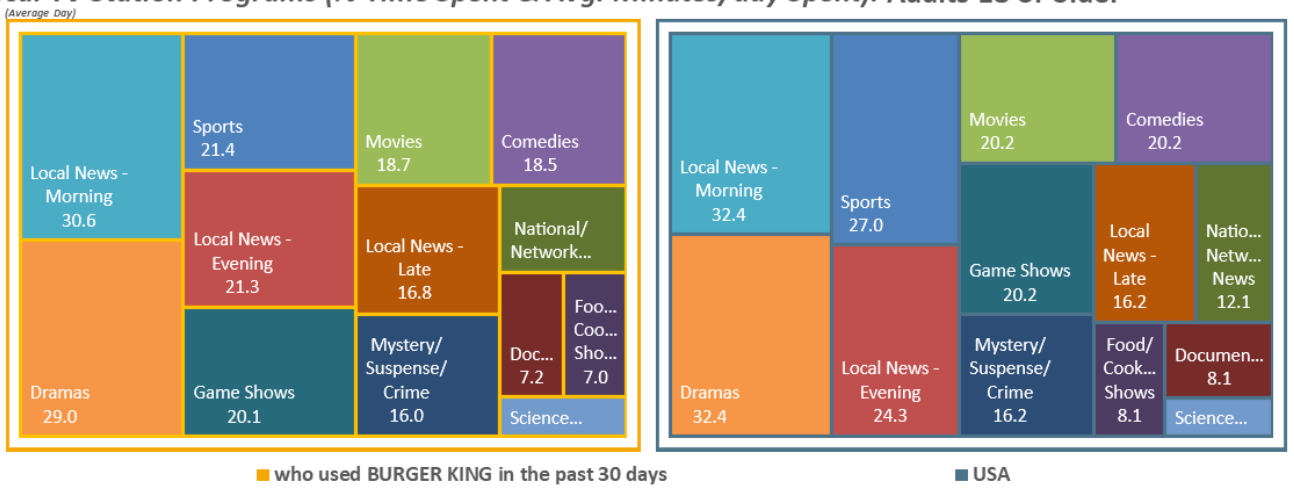
Quick service restaurants used past 30 days: McDonald's

35,375,749 or 71.4% of Adults 18 or older who used BURGER KING in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

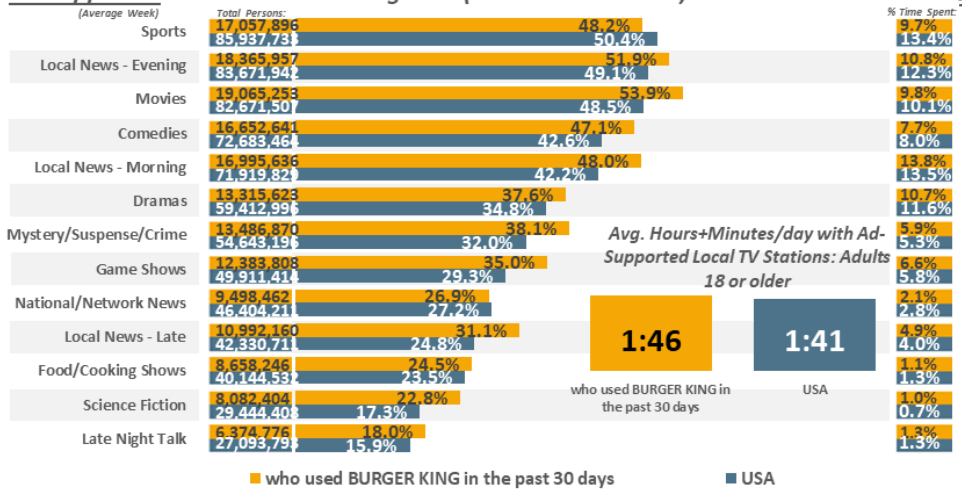
Local TV Station Programs (Persons & % Reach): Adults 18 or older



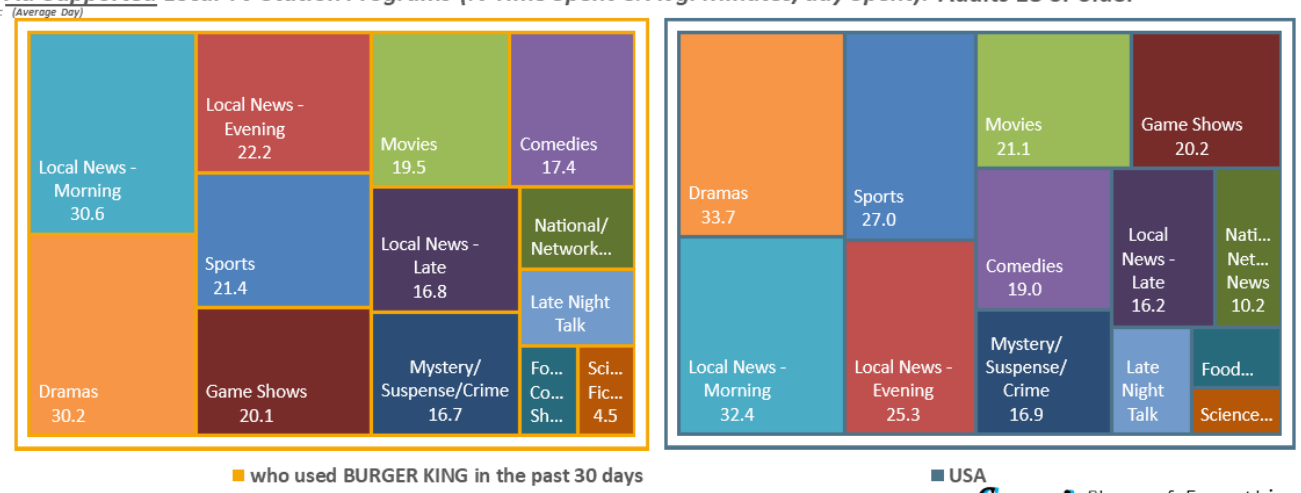
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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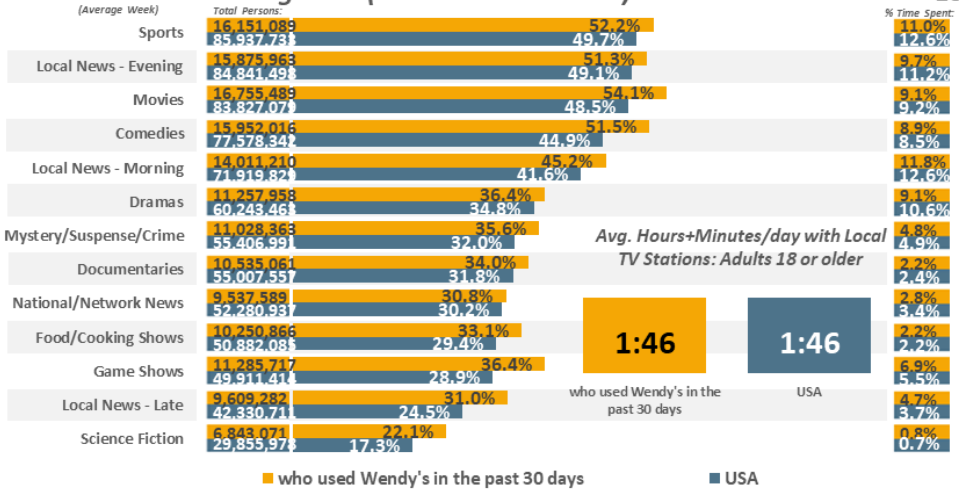
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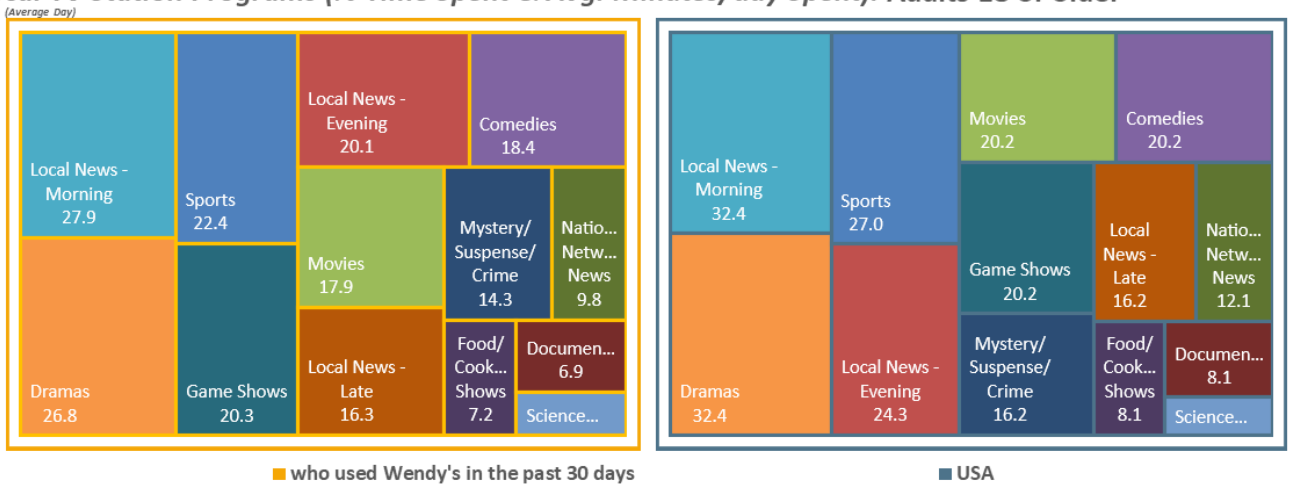
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30,419,769 or 68.3% of Adults 18 or older who used Wendy's in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

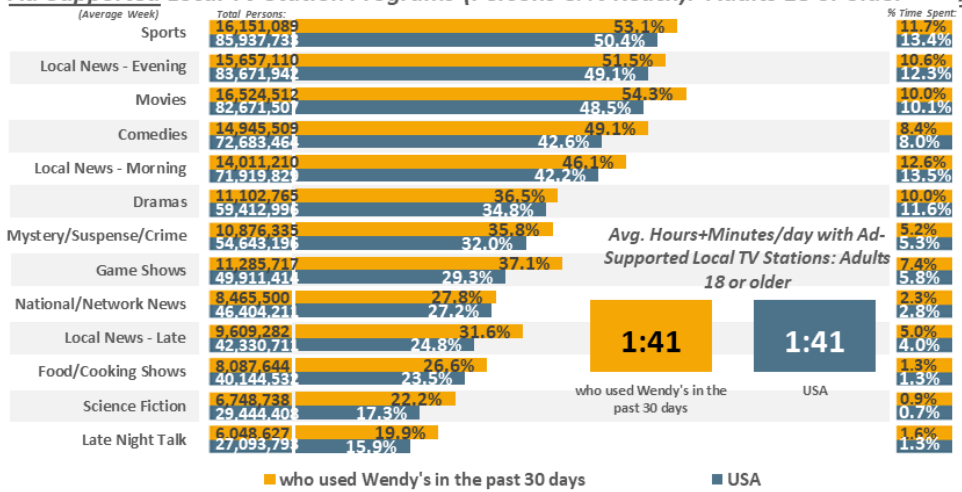
Local TV Station Programs (Persons & % Reach): Adults 18 or older



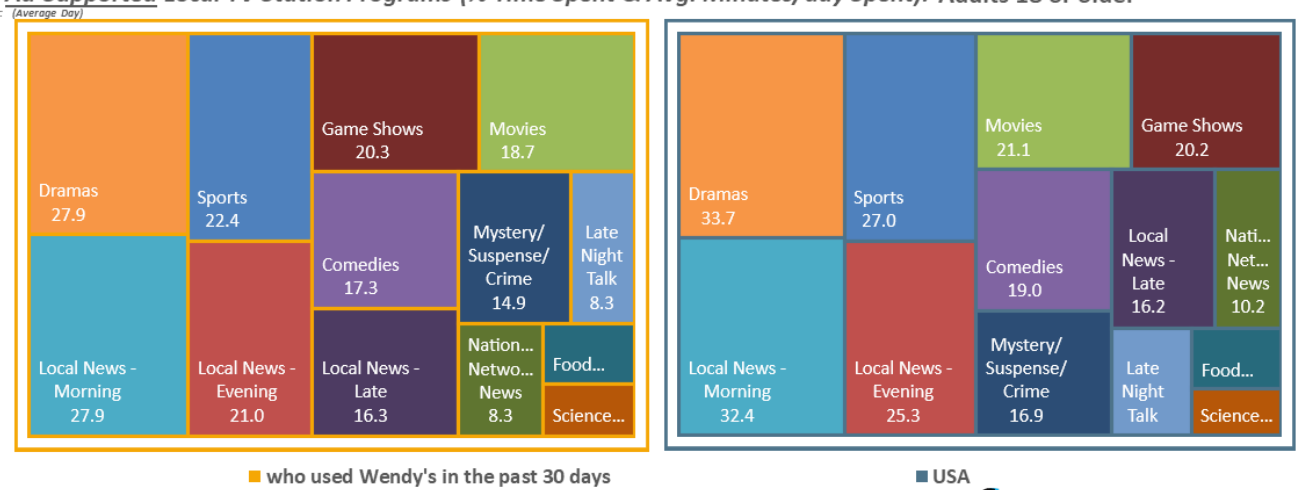
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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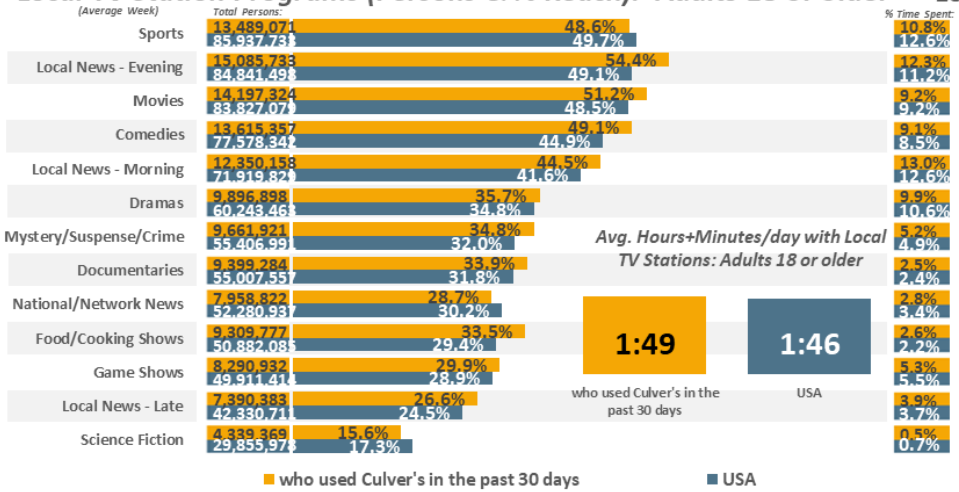
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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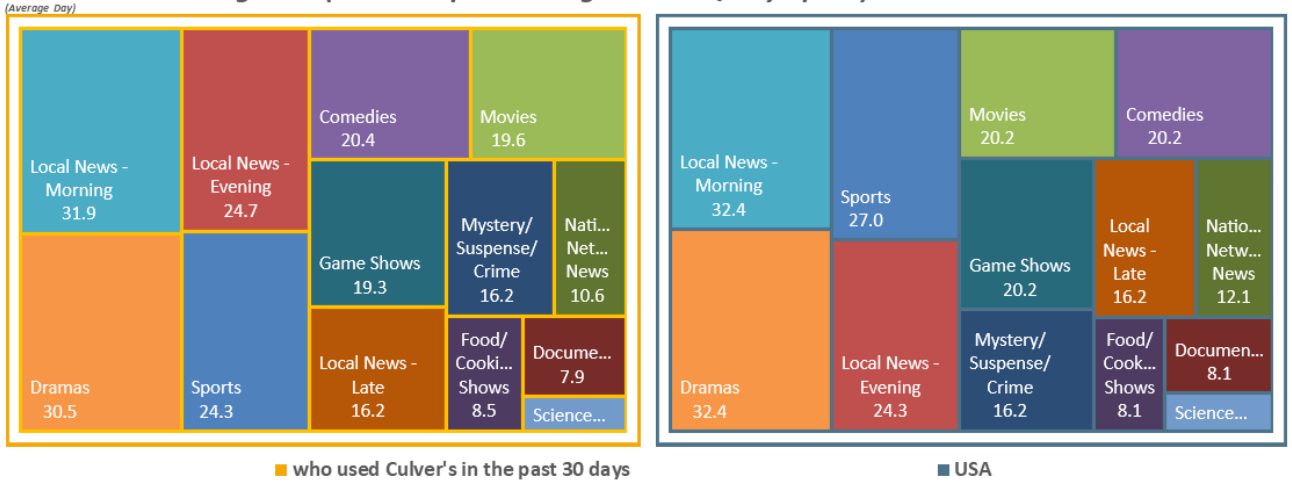
Quick service restaurants used past 30 days: Wendy's

27,343,284 or 69.6% of Adults 18 or older who used Culver's in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Comedies, Local News - Morning, and Dramas.

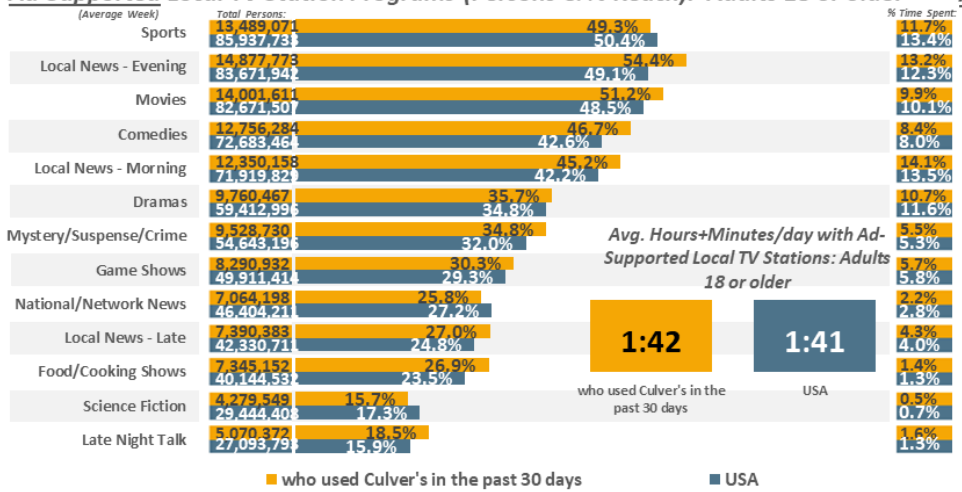
Local TV Station Programs (Persons & % Reach): Adults 18 or older



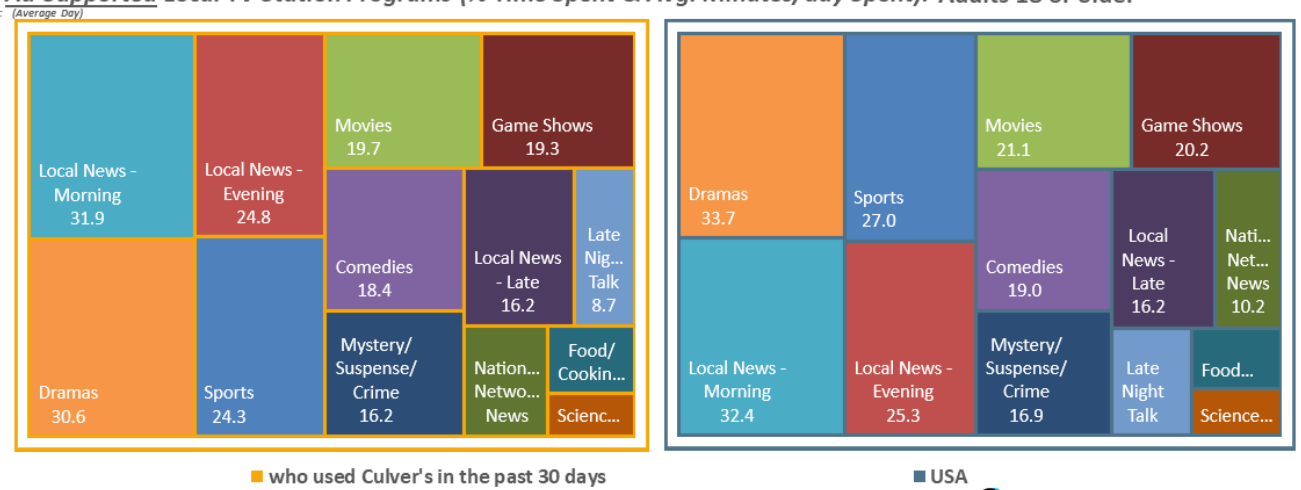
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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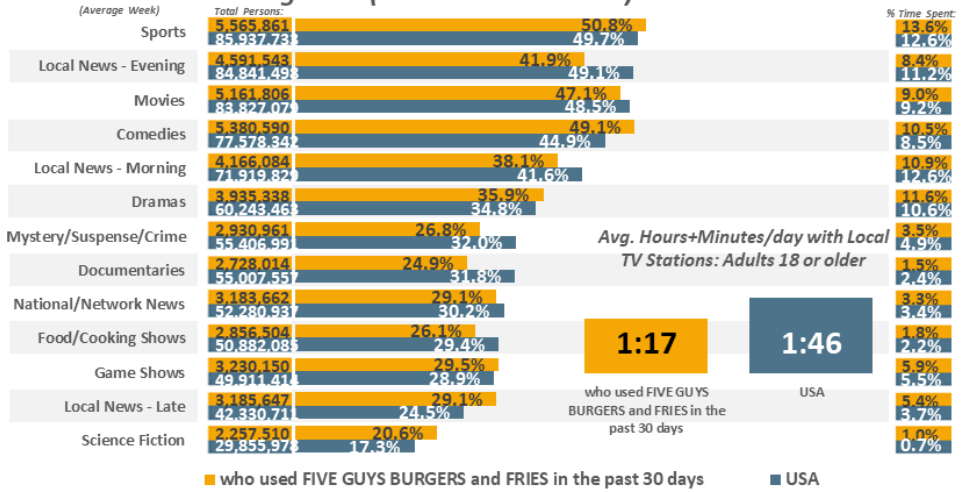
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Quick service restaurants used past 30 days: Culver's

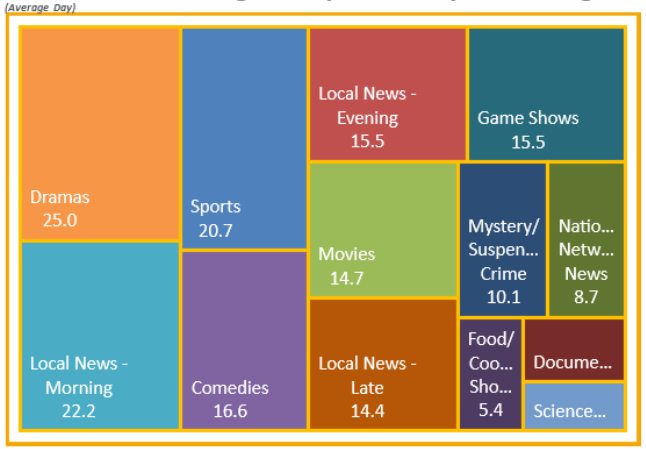
FIVE GUYS® BURGERS and FRIES

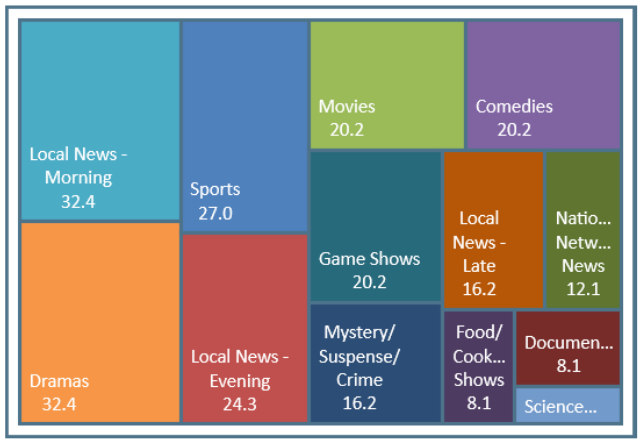
10,699,331 or 71.4% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

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

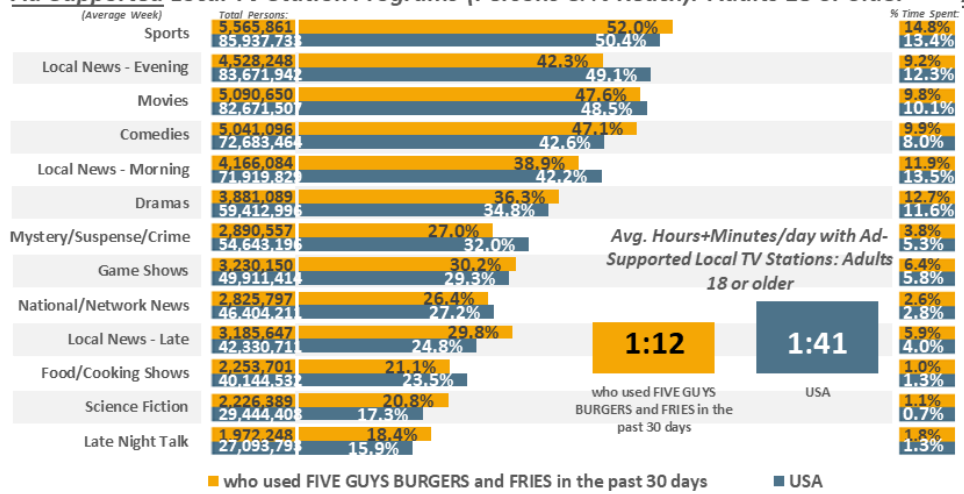


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

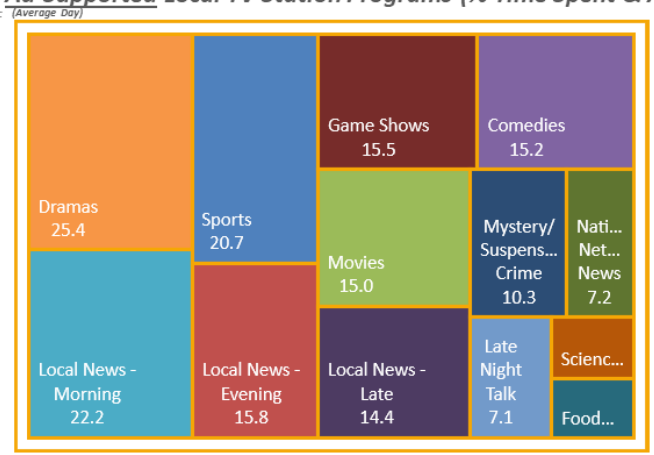


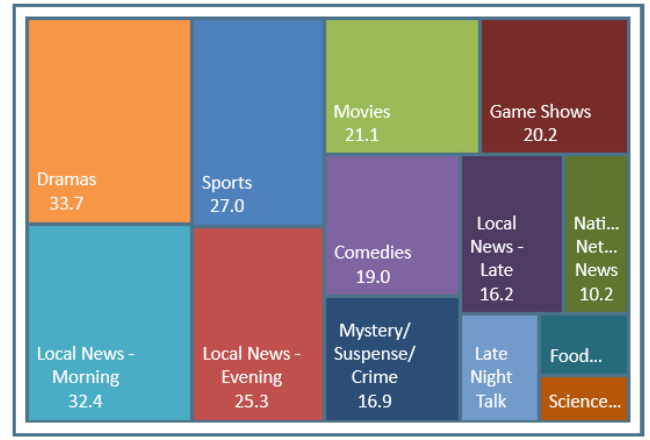


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





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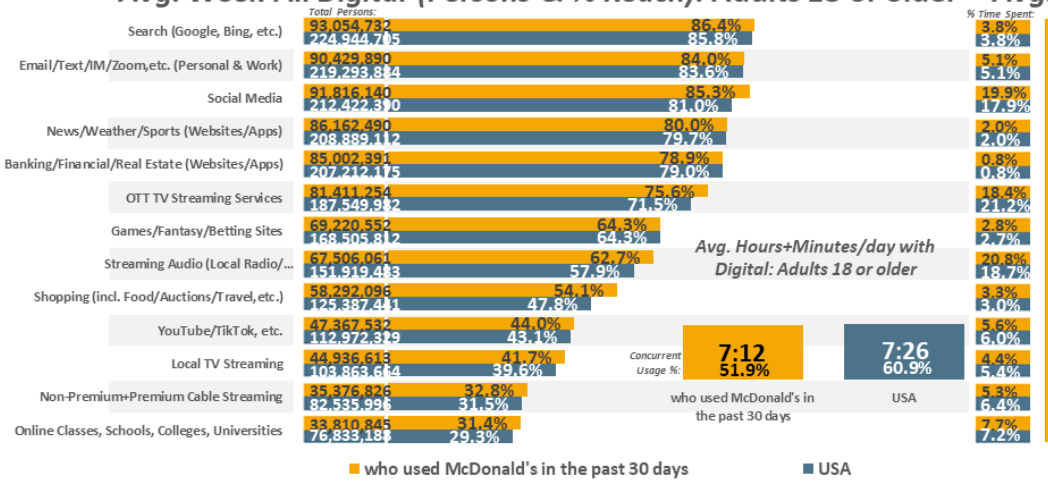
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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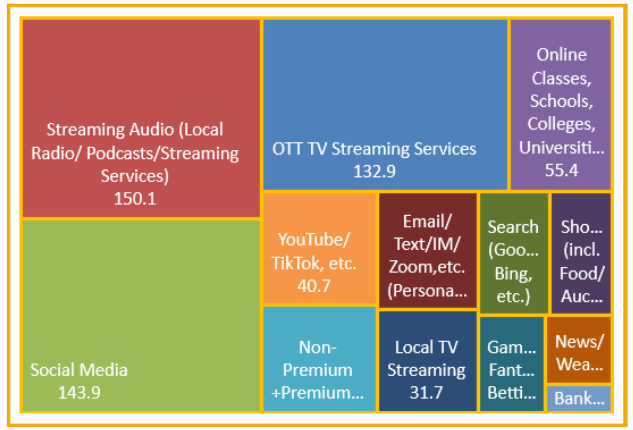
Quick service restaurants used past 30 days: Five Guys

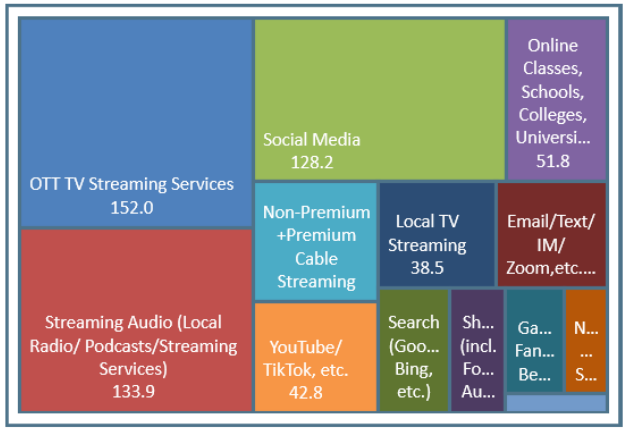
81,681,421 or 75.8% of Adults 18 or older who used McDonald's in the past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

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

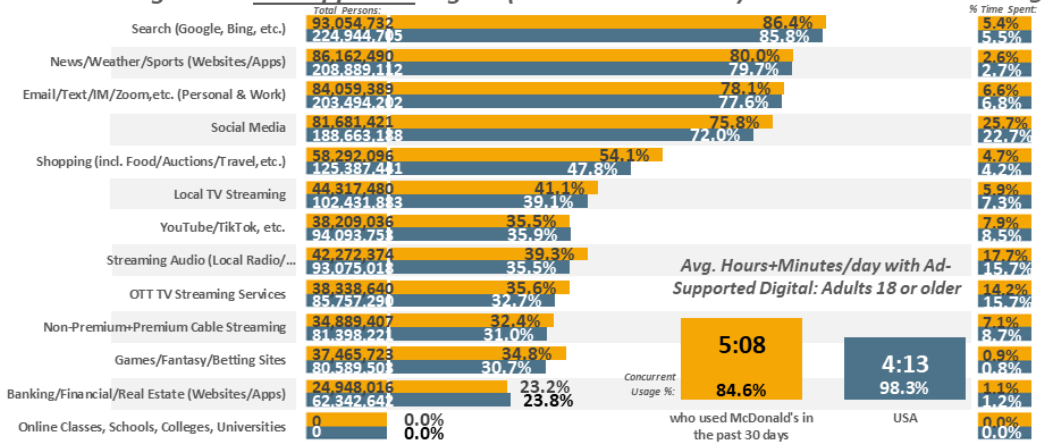


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

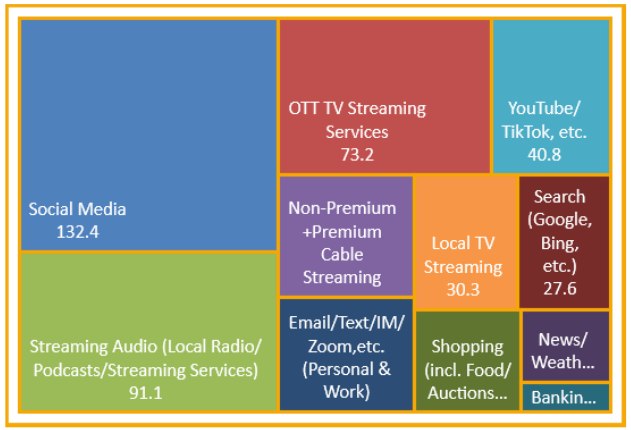


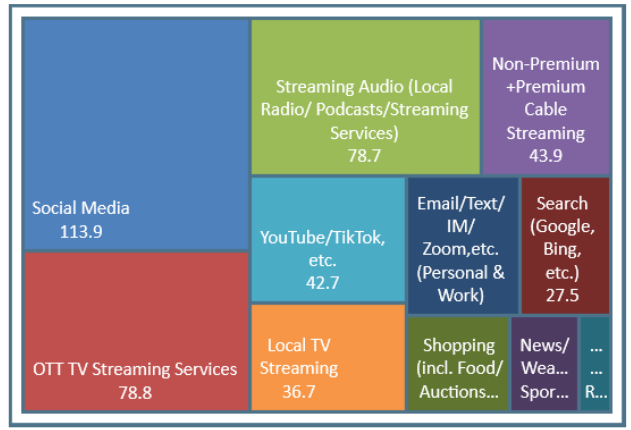


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





who used McDonald's in the past 30 days ■ USA

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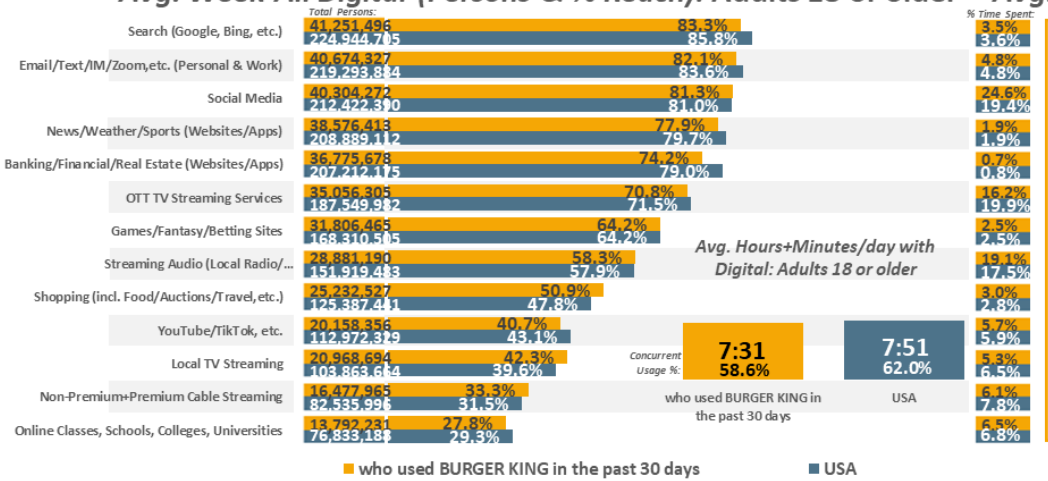
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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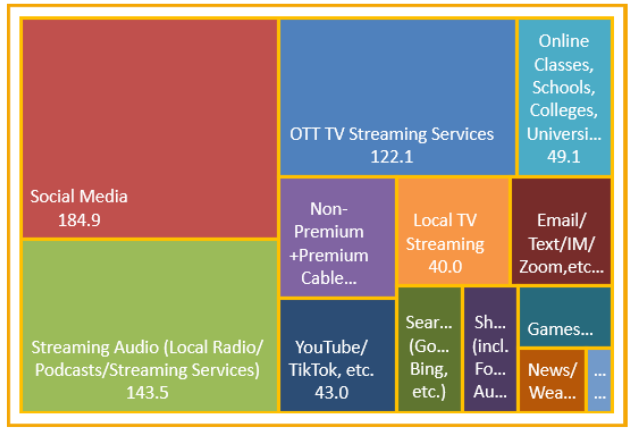
Quick service restaurants used past 30 days: McDonald's

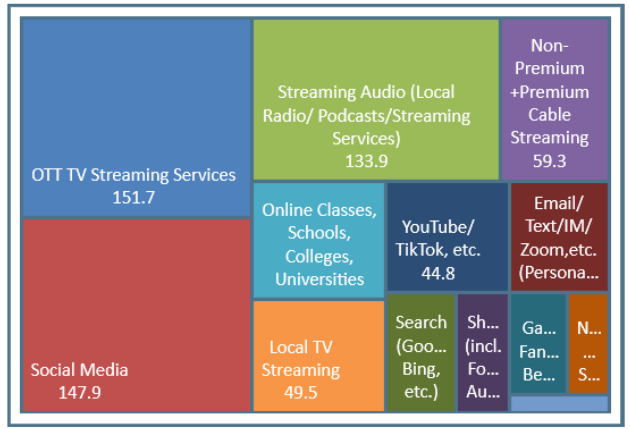
36,187,204 or 73.% of Adults 18 or older who used BURGER KING in the past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

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

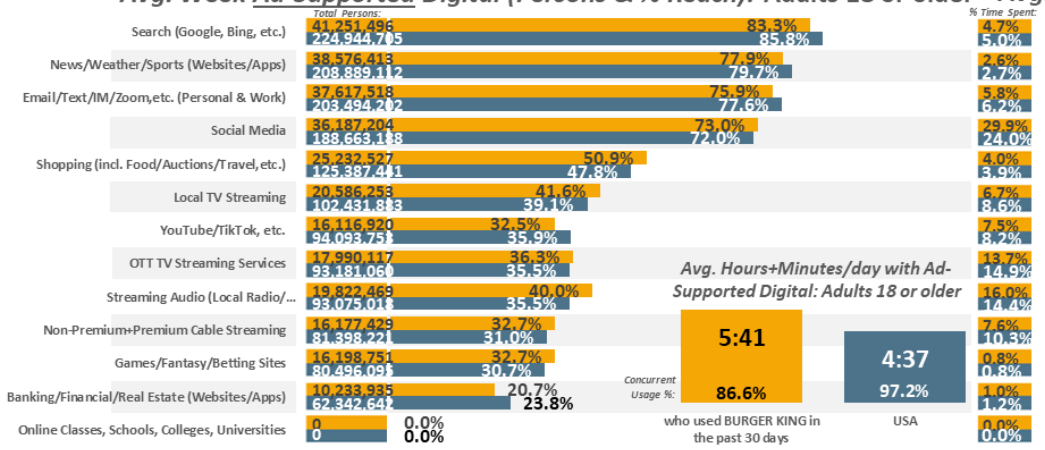


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

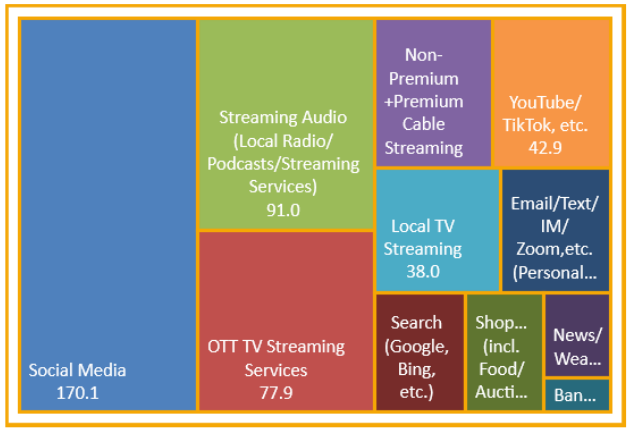


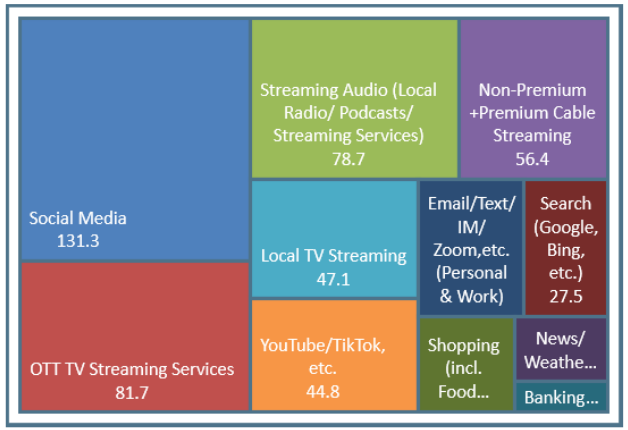


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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

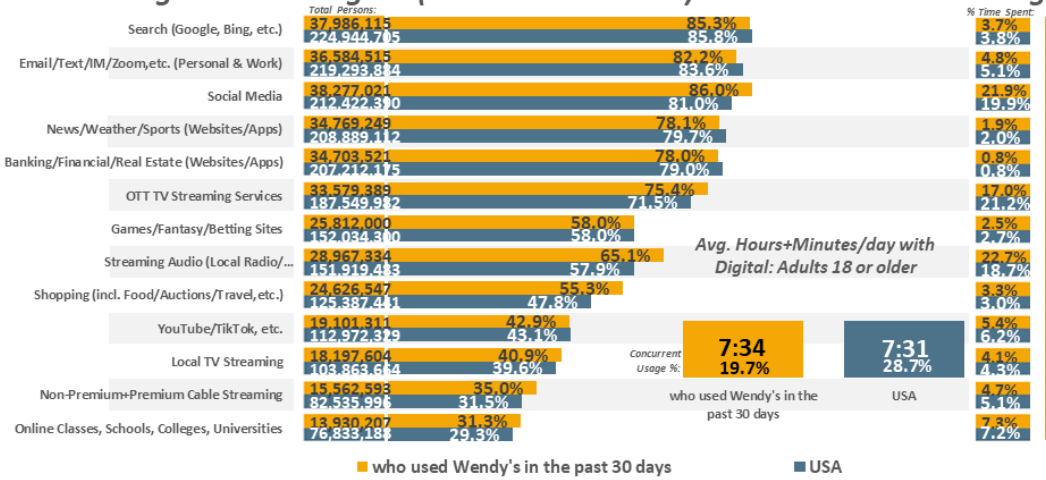
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

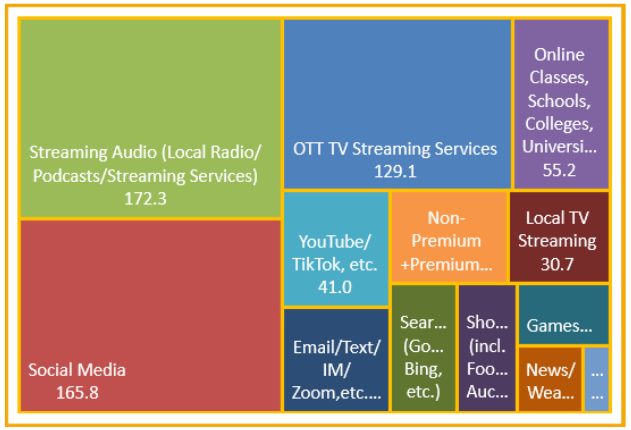
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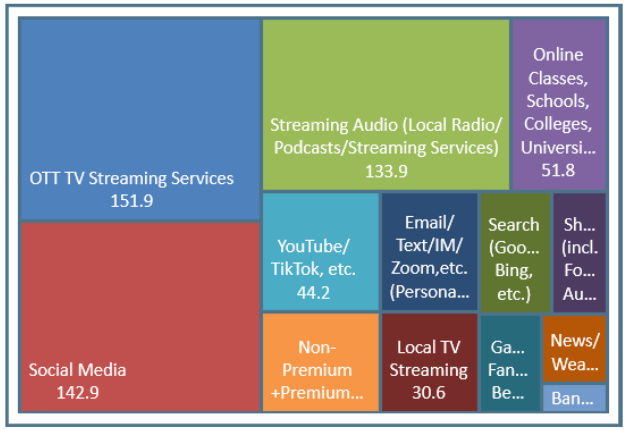
34,542,150 or 77.6% of Adults 18 or older who used Wendy's in the past 30 days use Ad-Supported Social Media for an average of 149.6 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

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

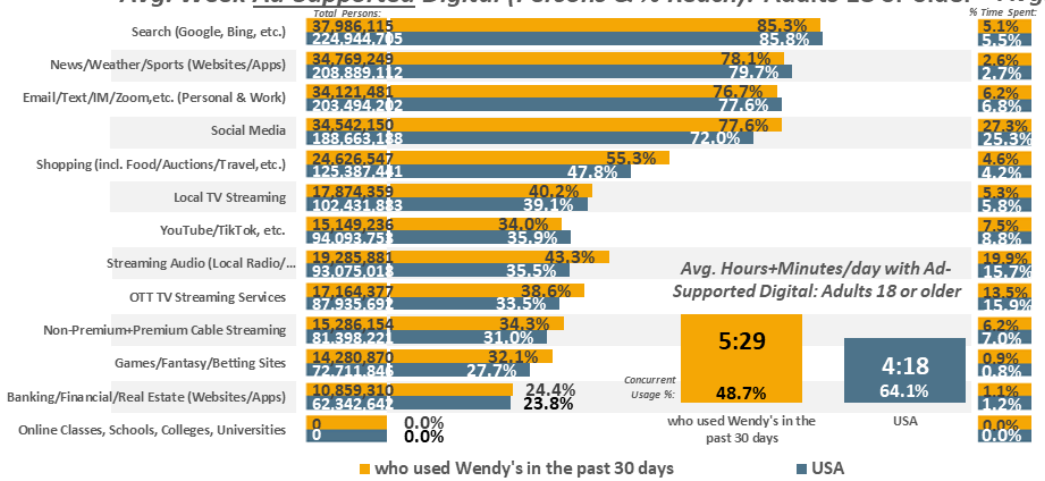


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

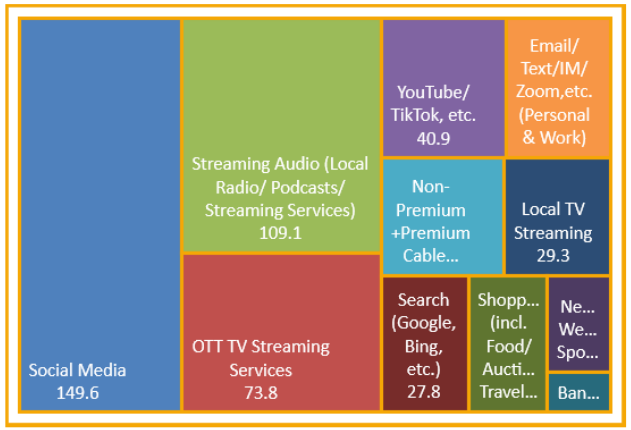


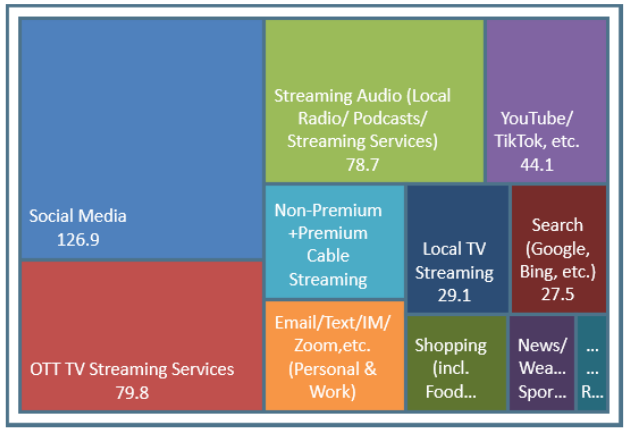


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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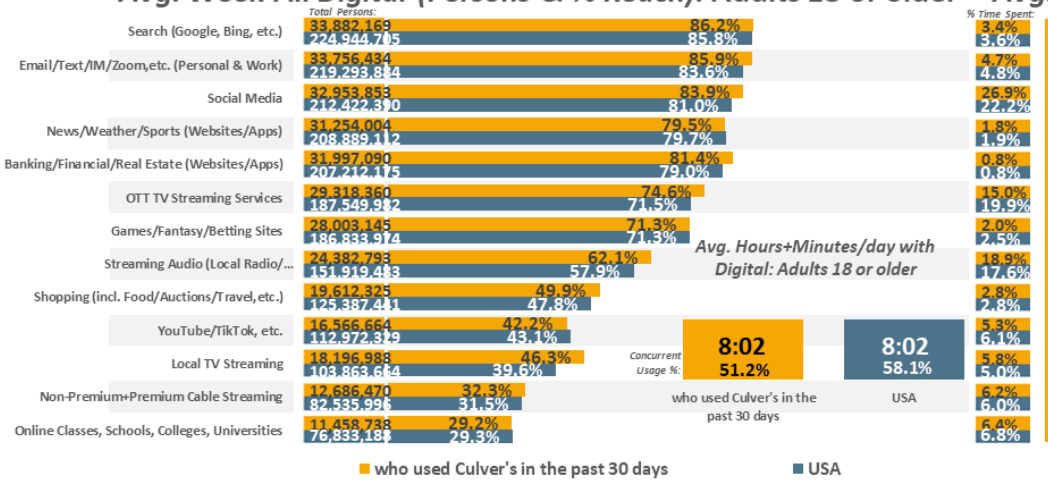
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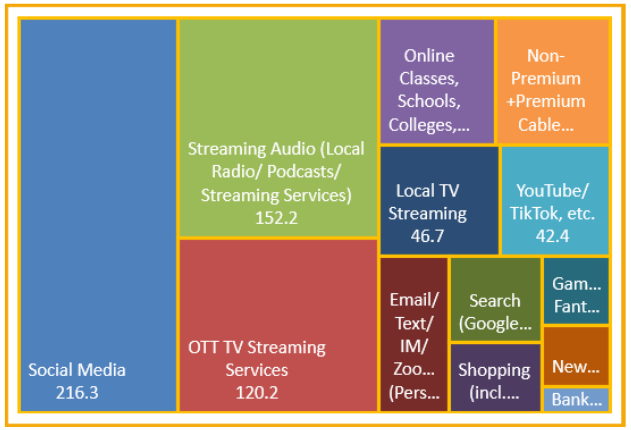
Quick service restaurants used past 30 days: Wendy's

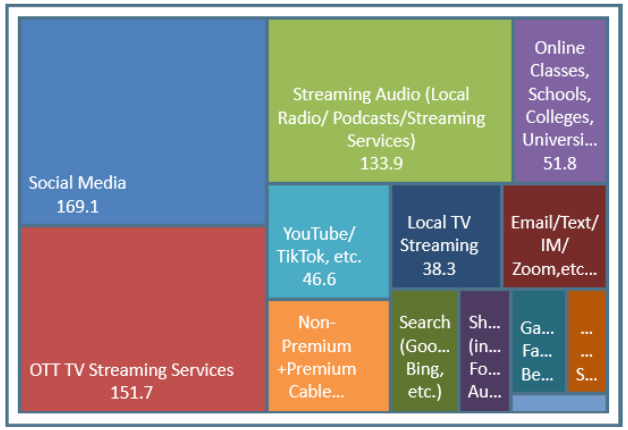
29,330,128 or 74.6% of Adults 18 or older who used Culver's in the past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 33.% of all time spent daily with Ad-Supported Digital Media.

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

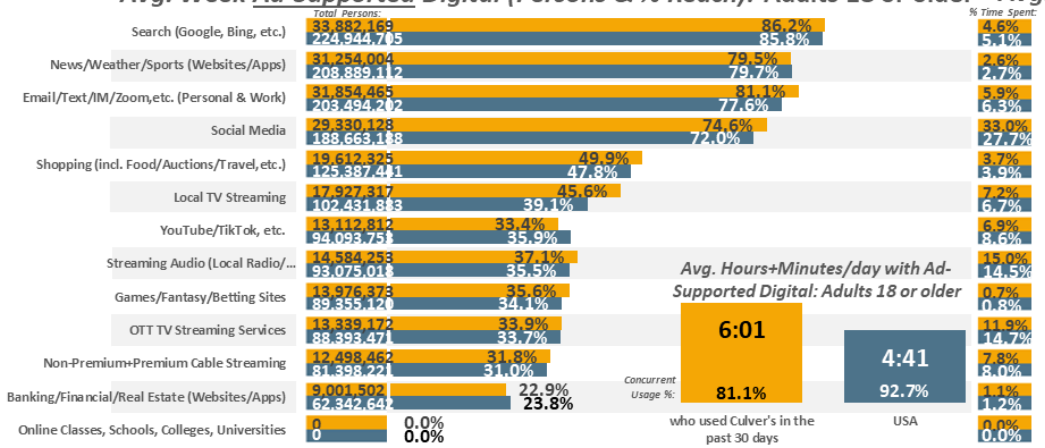


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

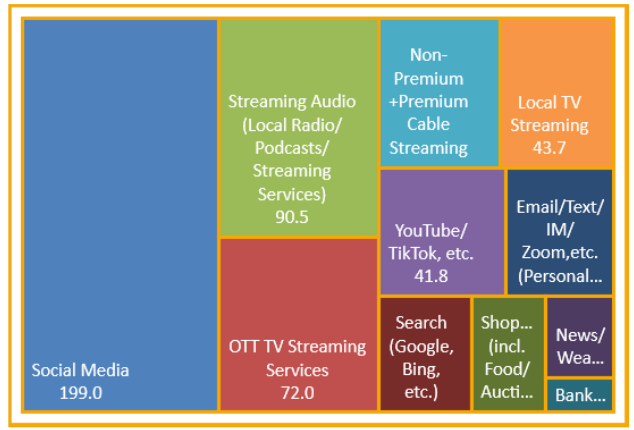


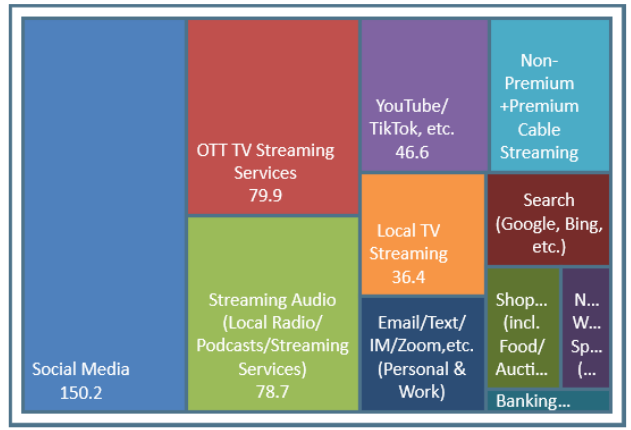


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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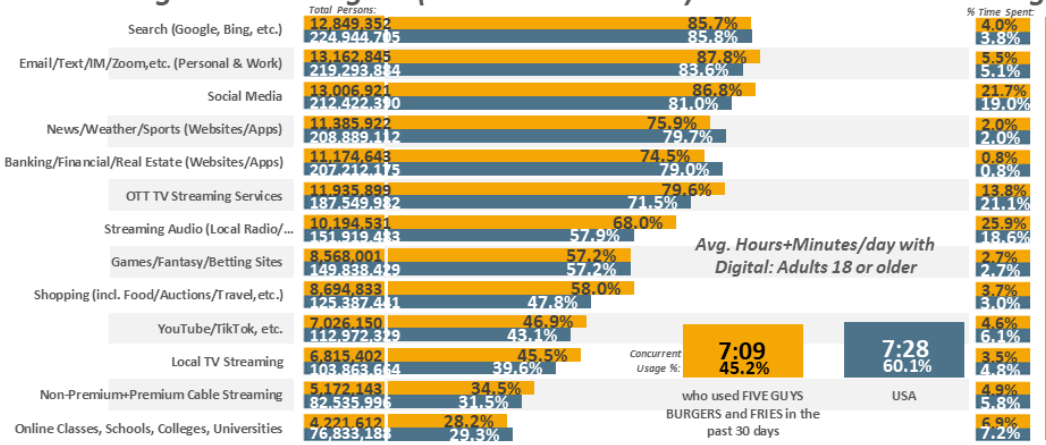
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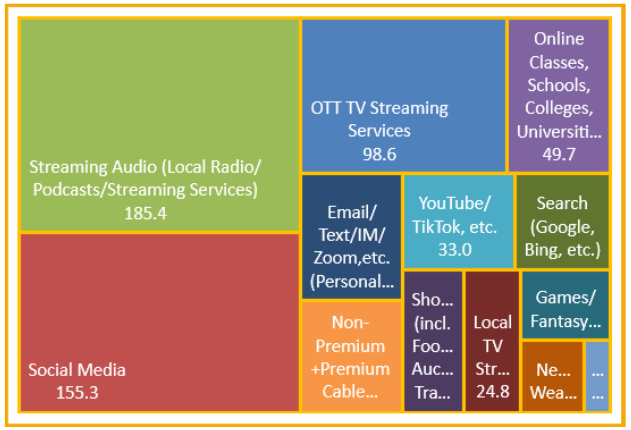
FIVE GUYS®
BURGERS and FRIES

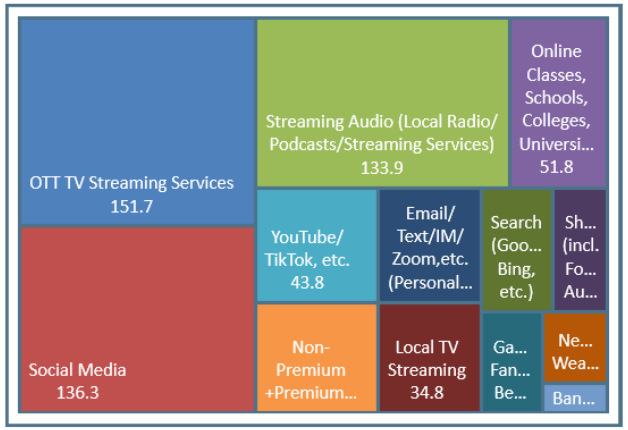
11,338,737 or 75.6% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

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

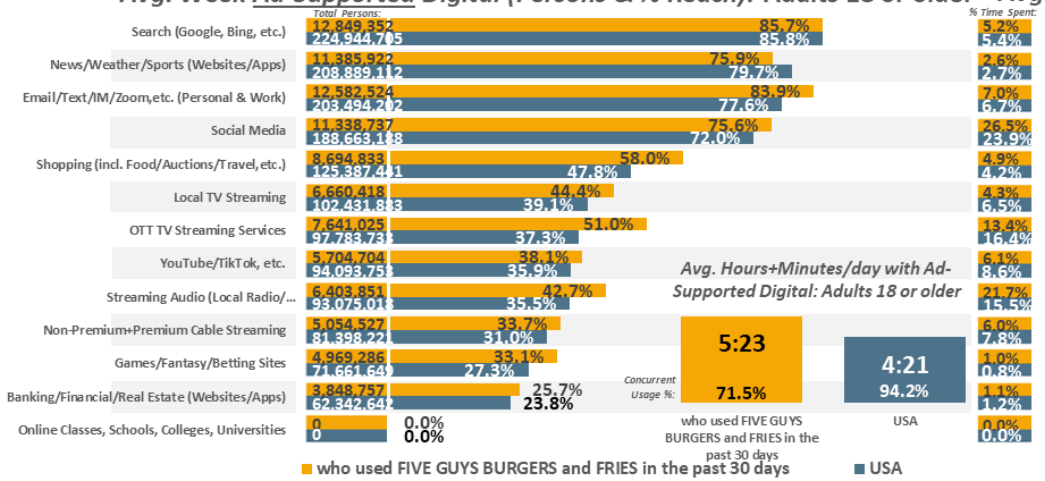


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

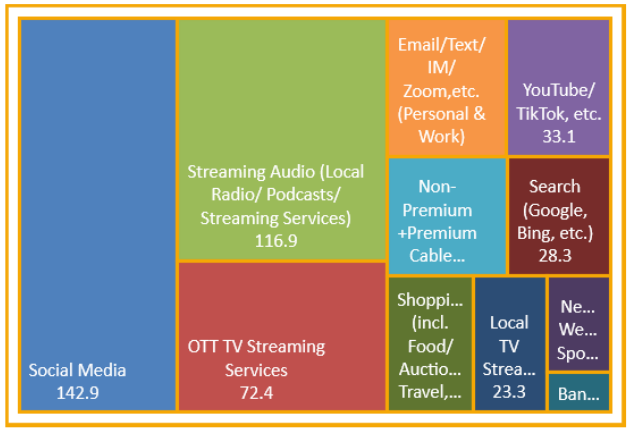


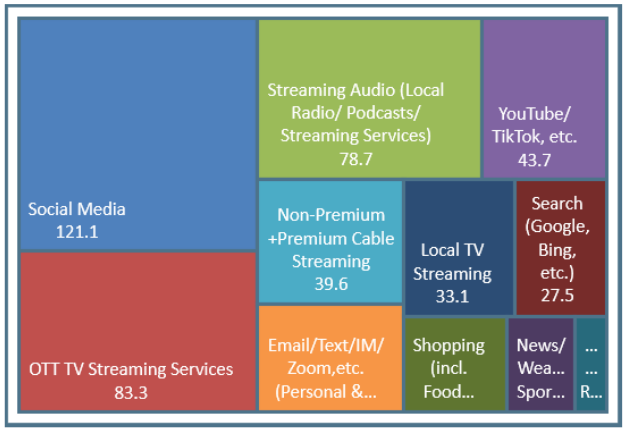


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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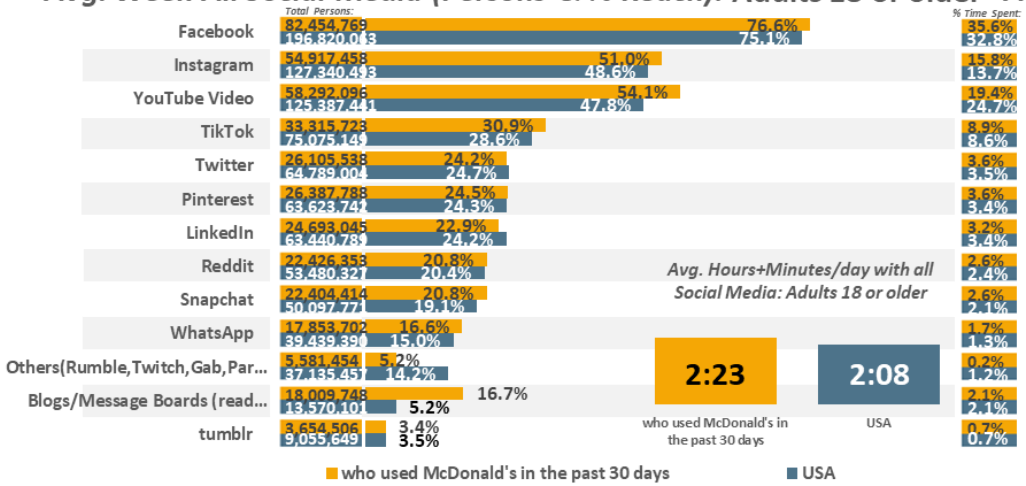
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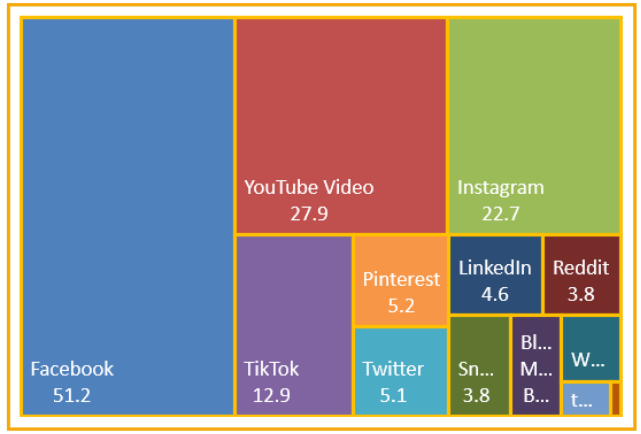
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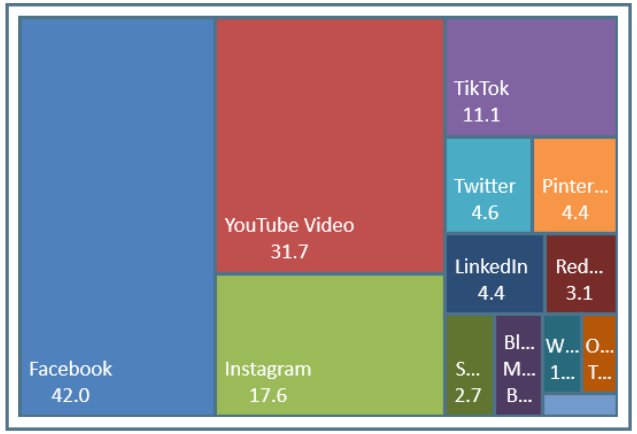
81,681,421 or 75.8% of Adults 18 or older who used McDonald's in the past 30 days use Ad-Supported Facebook for an average of 43.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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

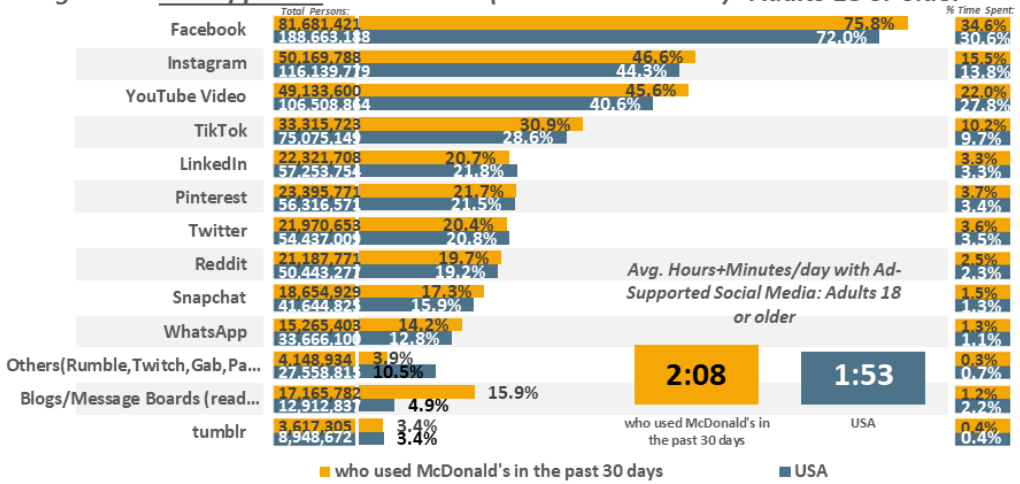


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

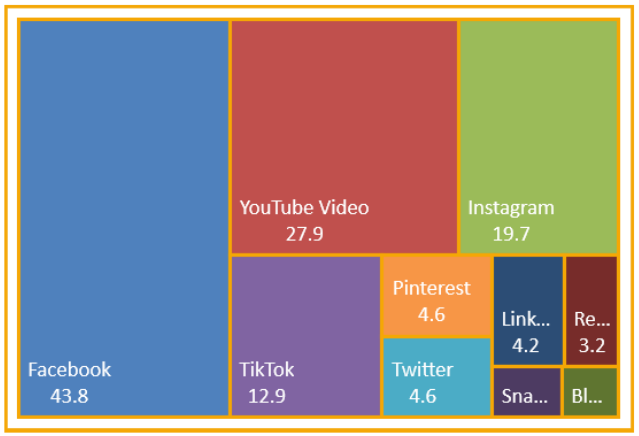


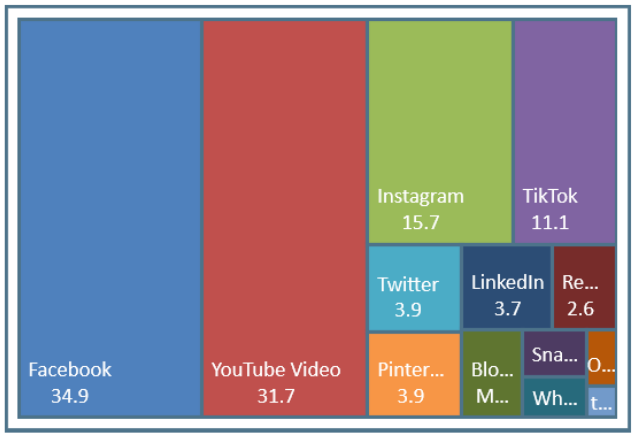


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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

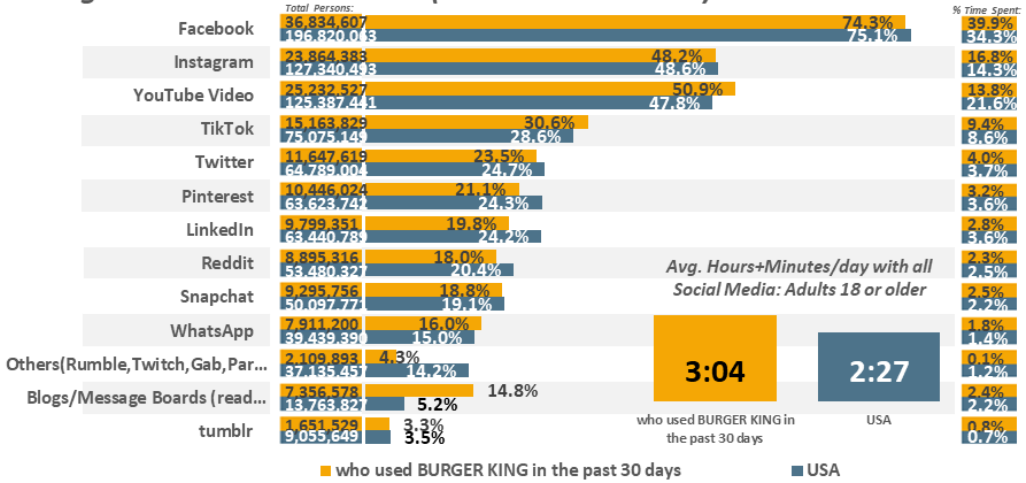
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

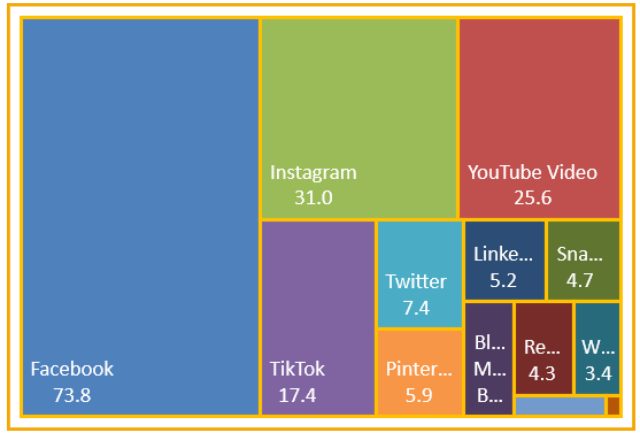
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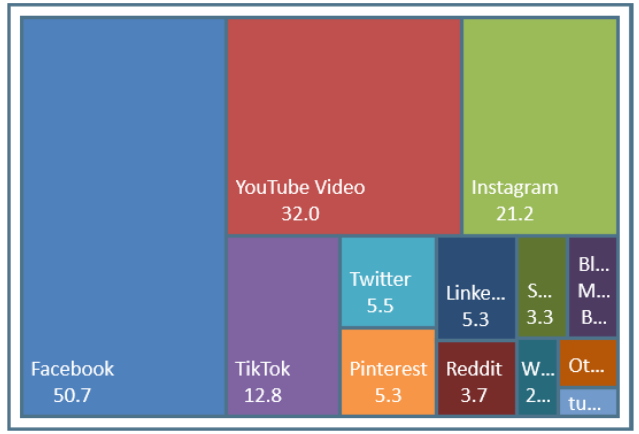
36,187,204 or 73.% of Adults 18 or older who used BURGER KING in the past 30 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

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

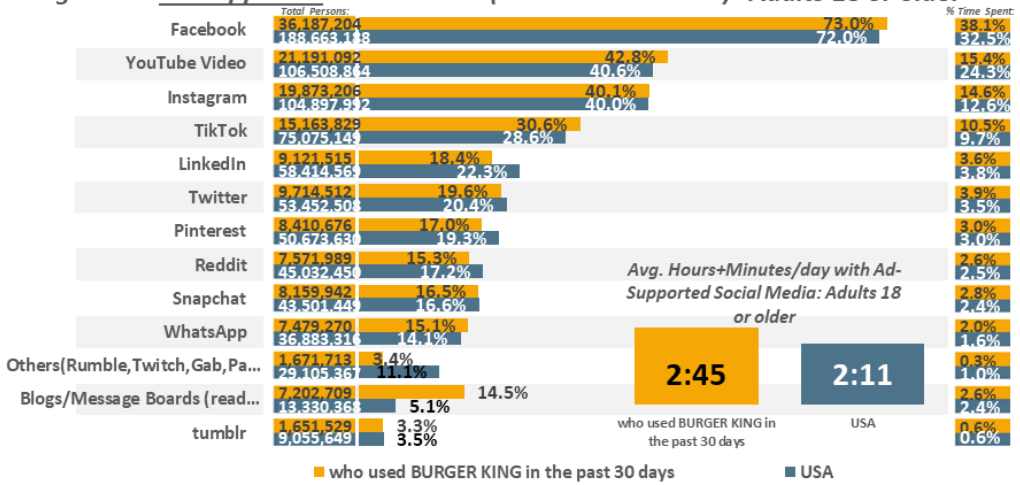


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

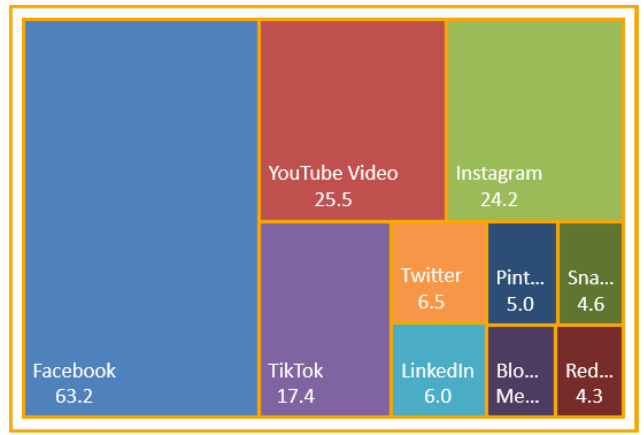


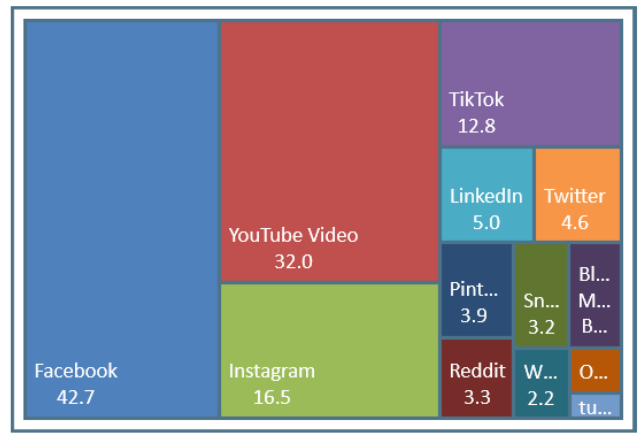


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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

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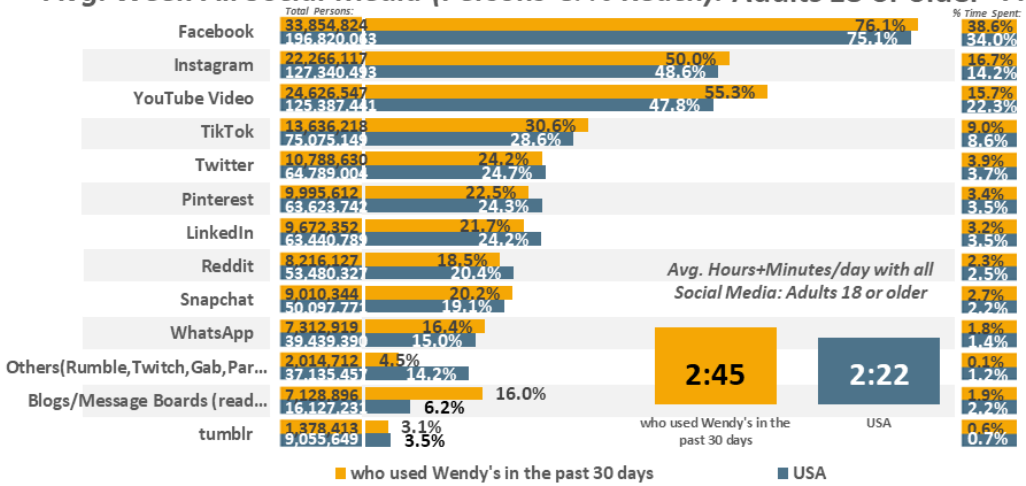
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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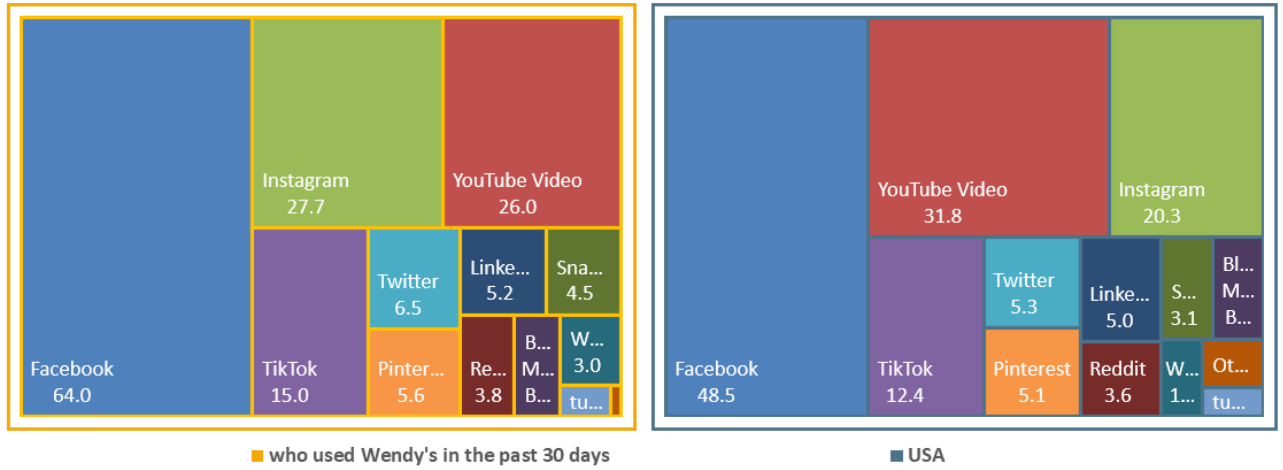
Quick service restaurants used past 30 days: Burger King

33,854,824 or 76.1% of Adults 18 or older who used Wendy's in the past 30 days use Ad-Supported Facebook for an average of 58.7 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

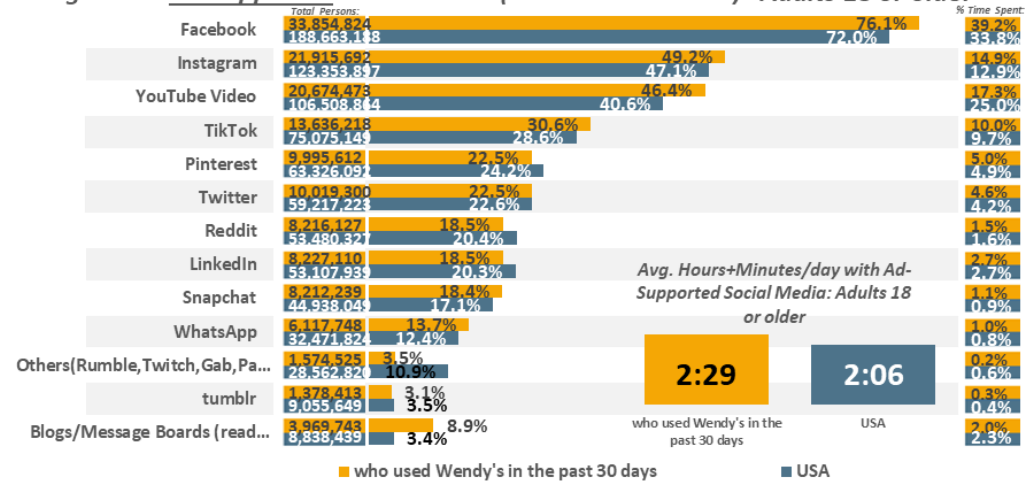
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



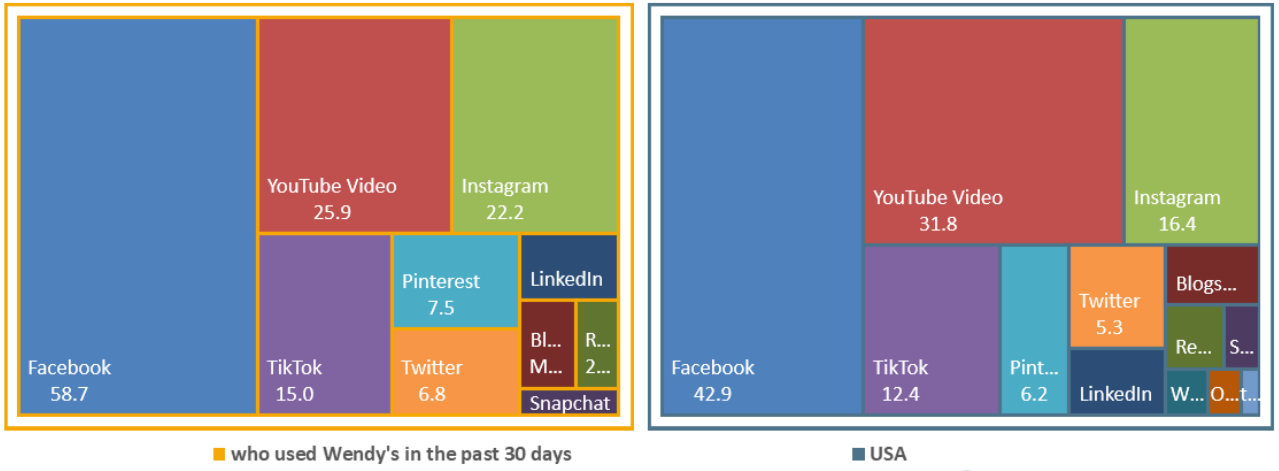
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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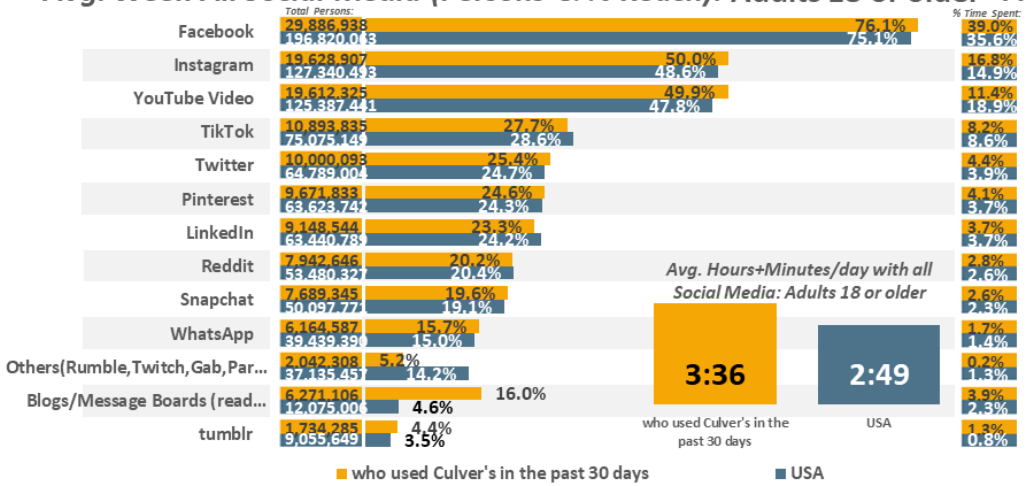
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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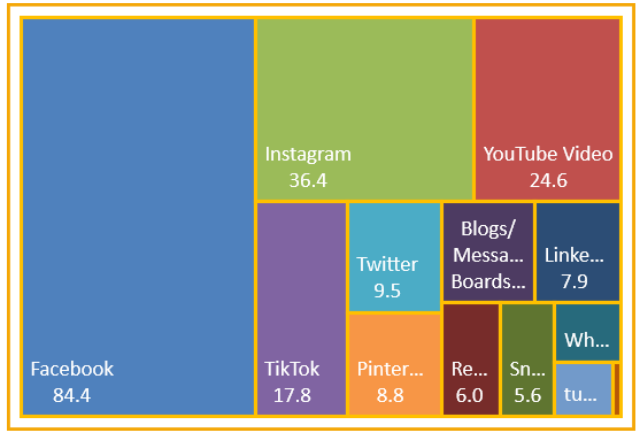
Quick service restaurants used past 30 days: Wendy's

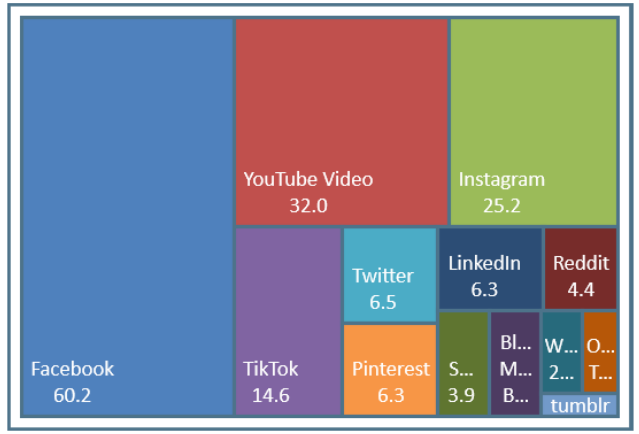
29,330,128 or 74.6% of Adults 18 or older who used Culver's in the past 30 days use Ad-Supported Facebook for an average of 75.8 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

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

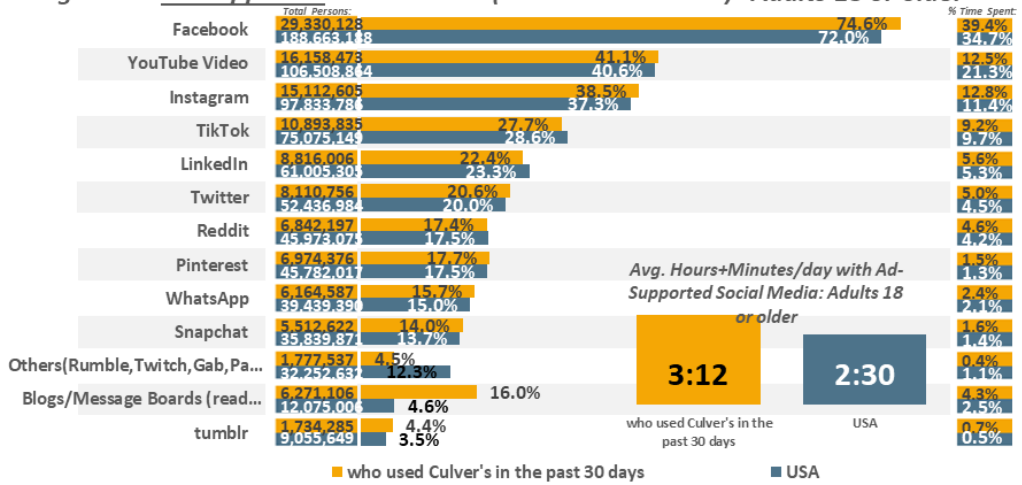


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

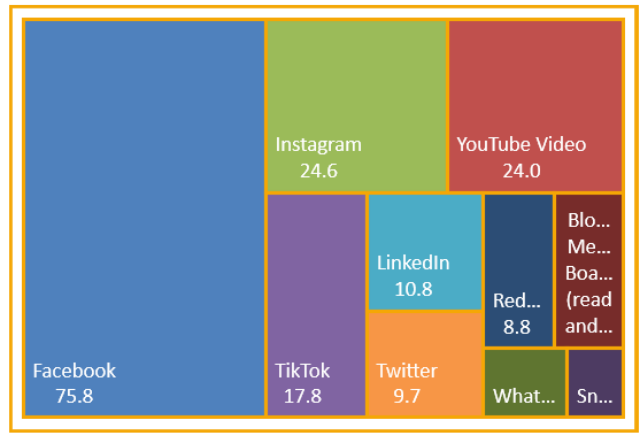


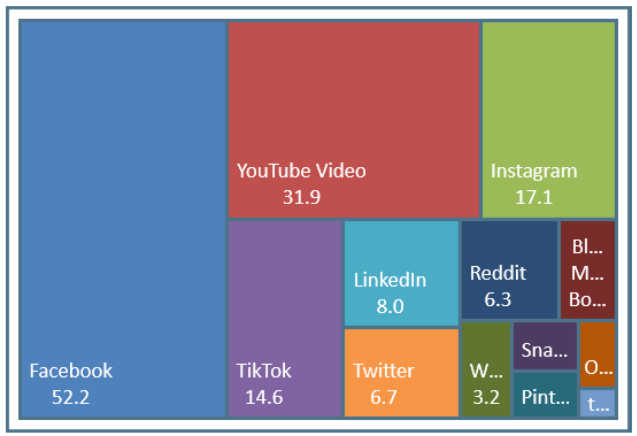


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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

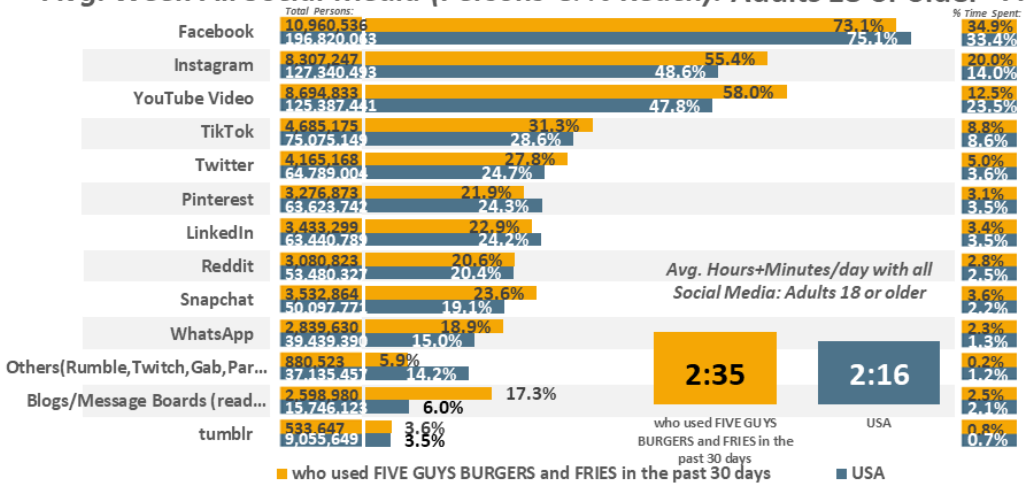
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Quick service restaurants used past 30 days: Culver's

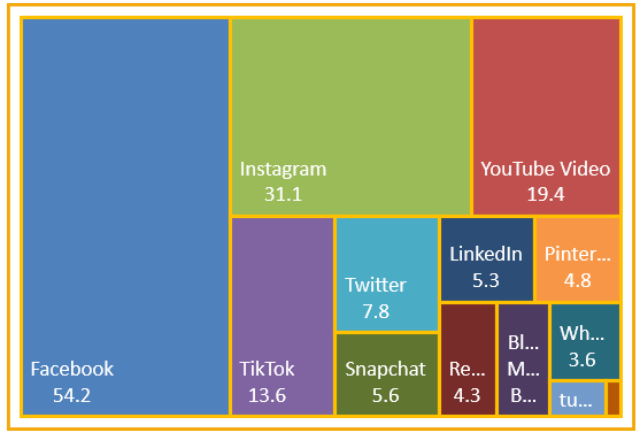
FIVE GUYS® BURGERS and FRIES

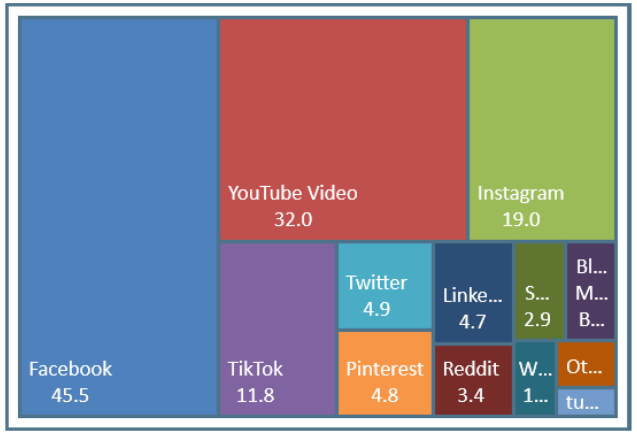
10,960,536 or 73.1% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days use Ad-Supported Facebook for an average of 48.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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

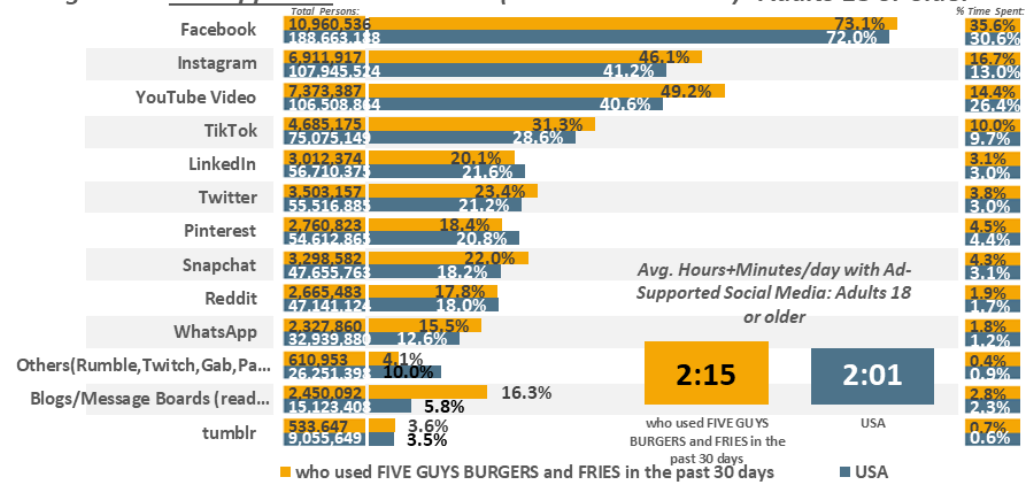


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

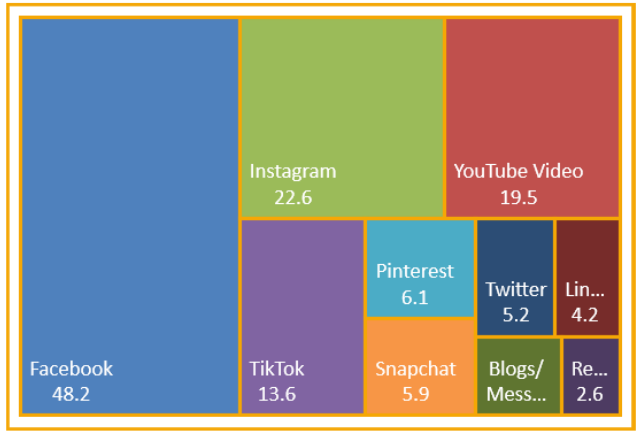


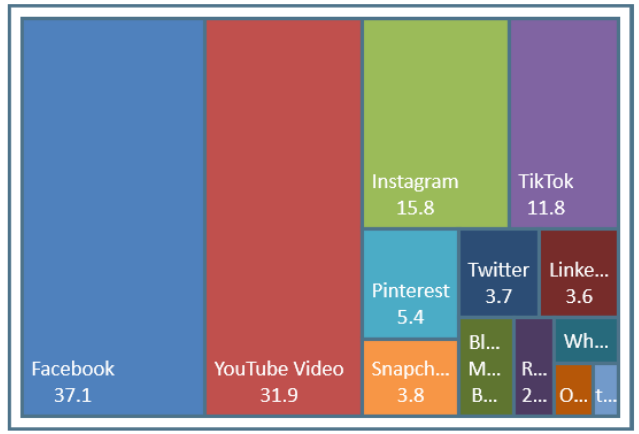


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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

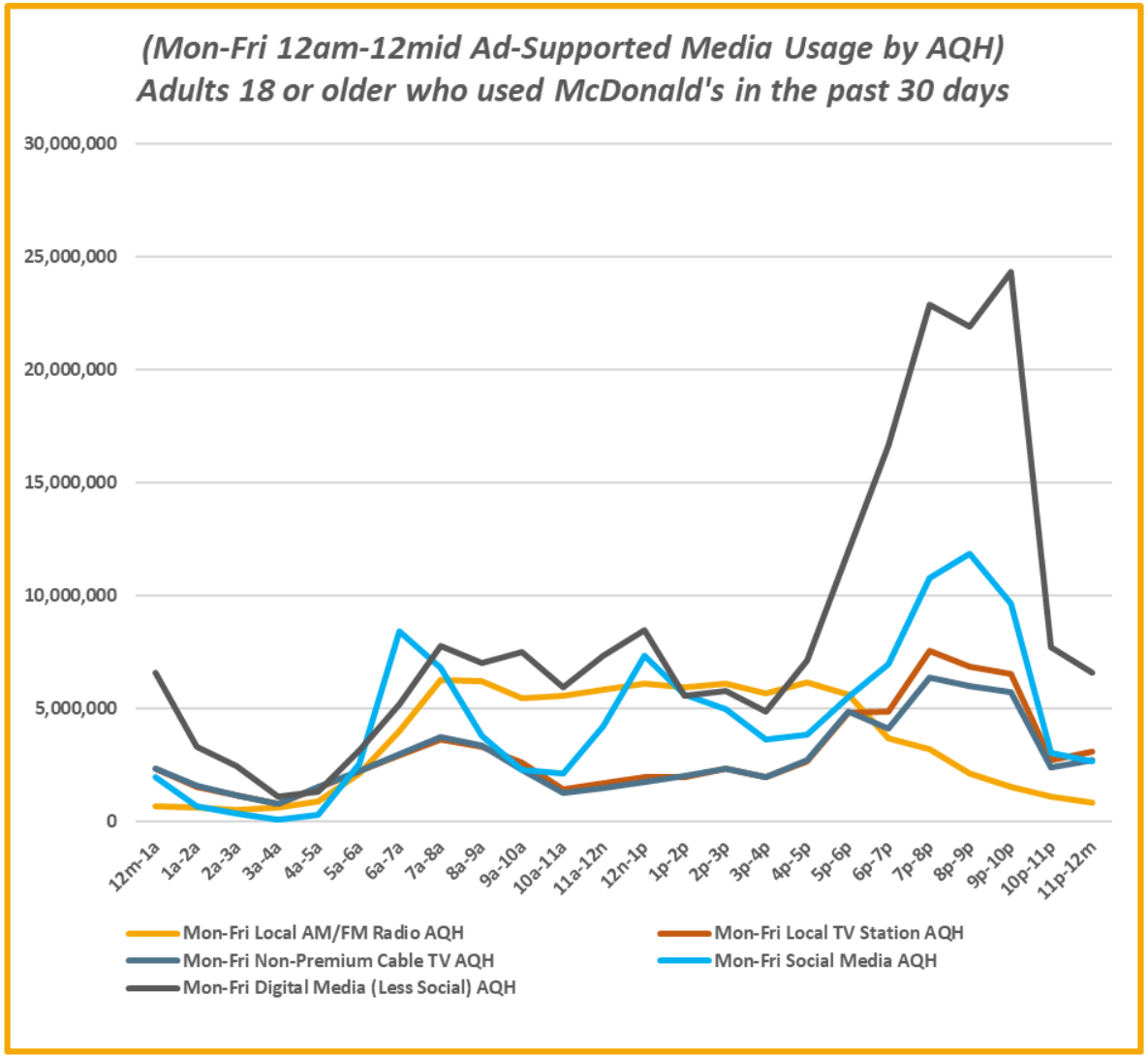
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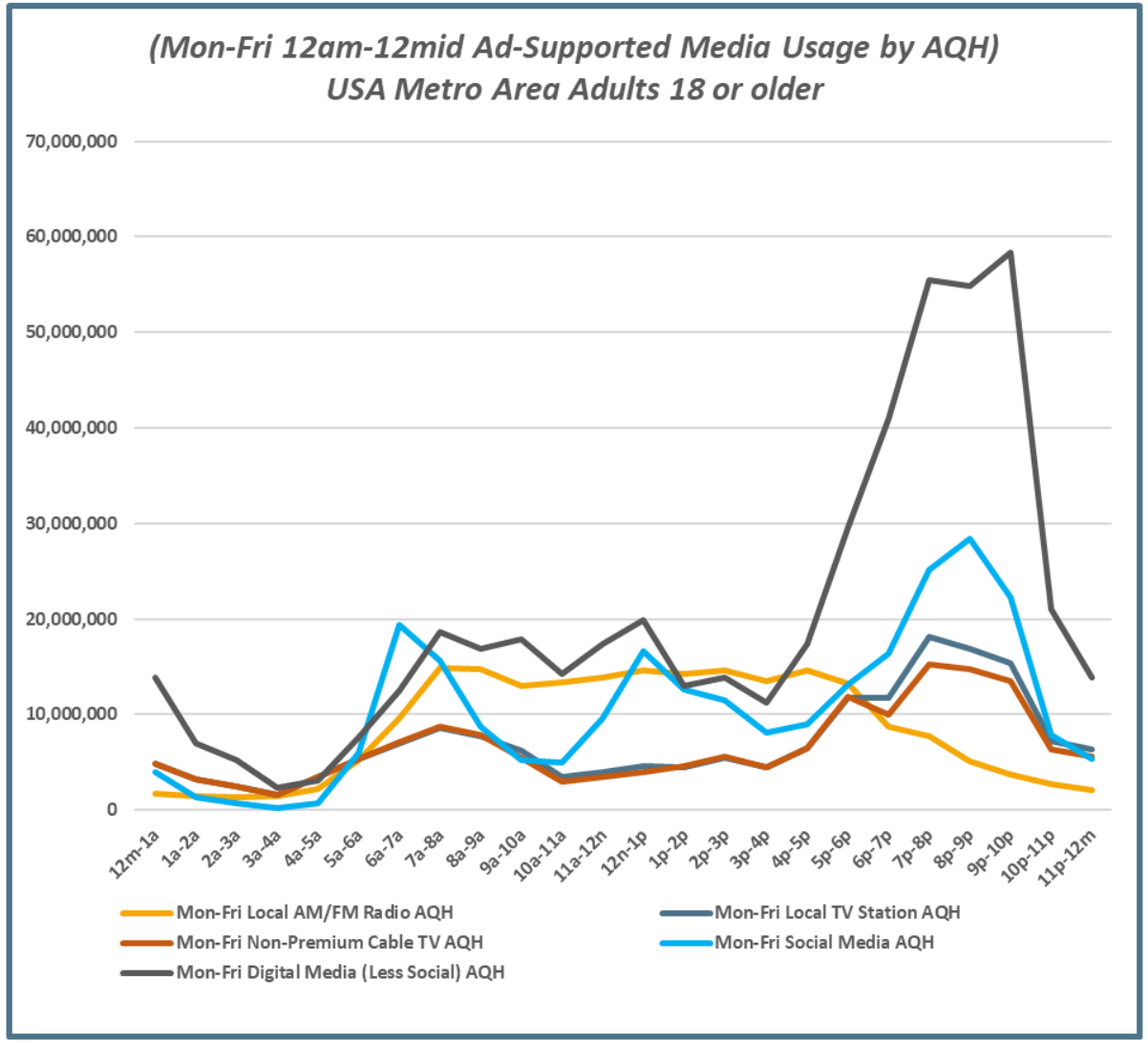
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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Quick service restaurants used past 30 days: Five Guys

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,775,444; Local Radio: 5,588,741; Social Media: 5,039,133; Local TV: 2,786,575; Non-Prem. Cable: 2,688,506 reaching Adults 18 or older who used McDonald's in the past 30





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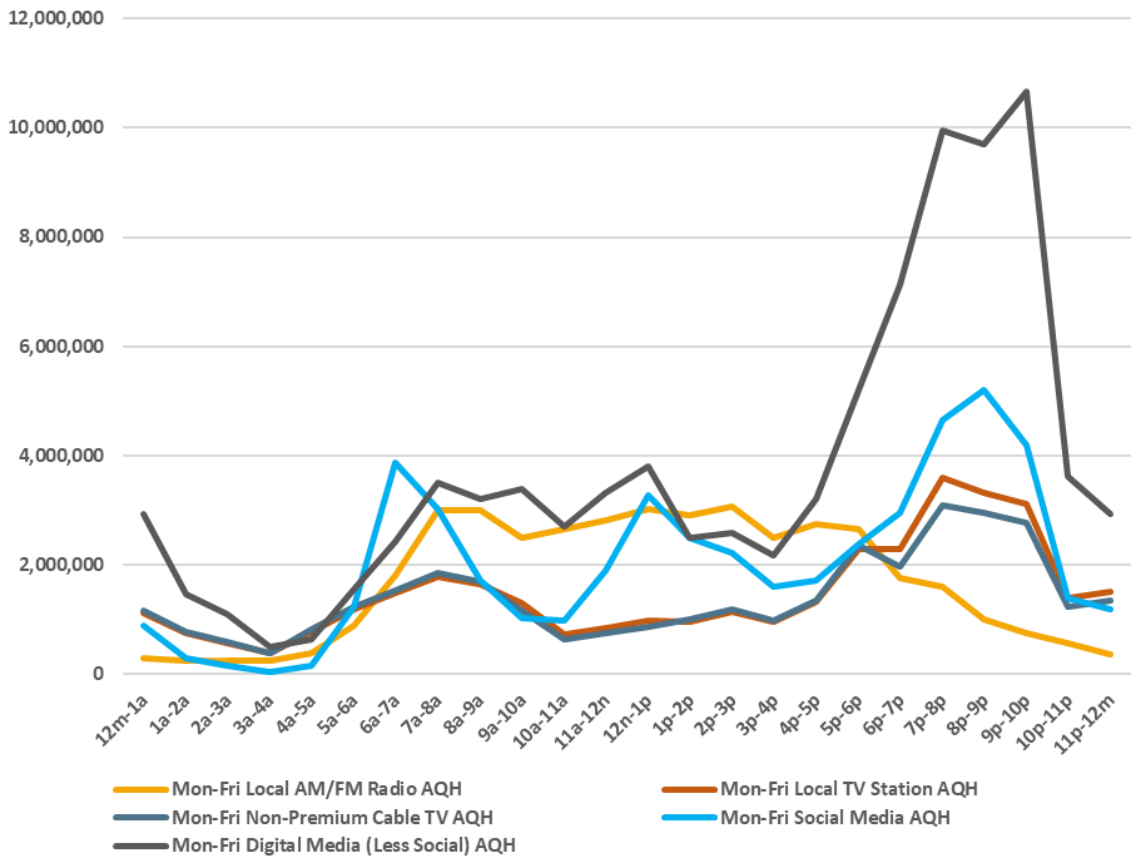
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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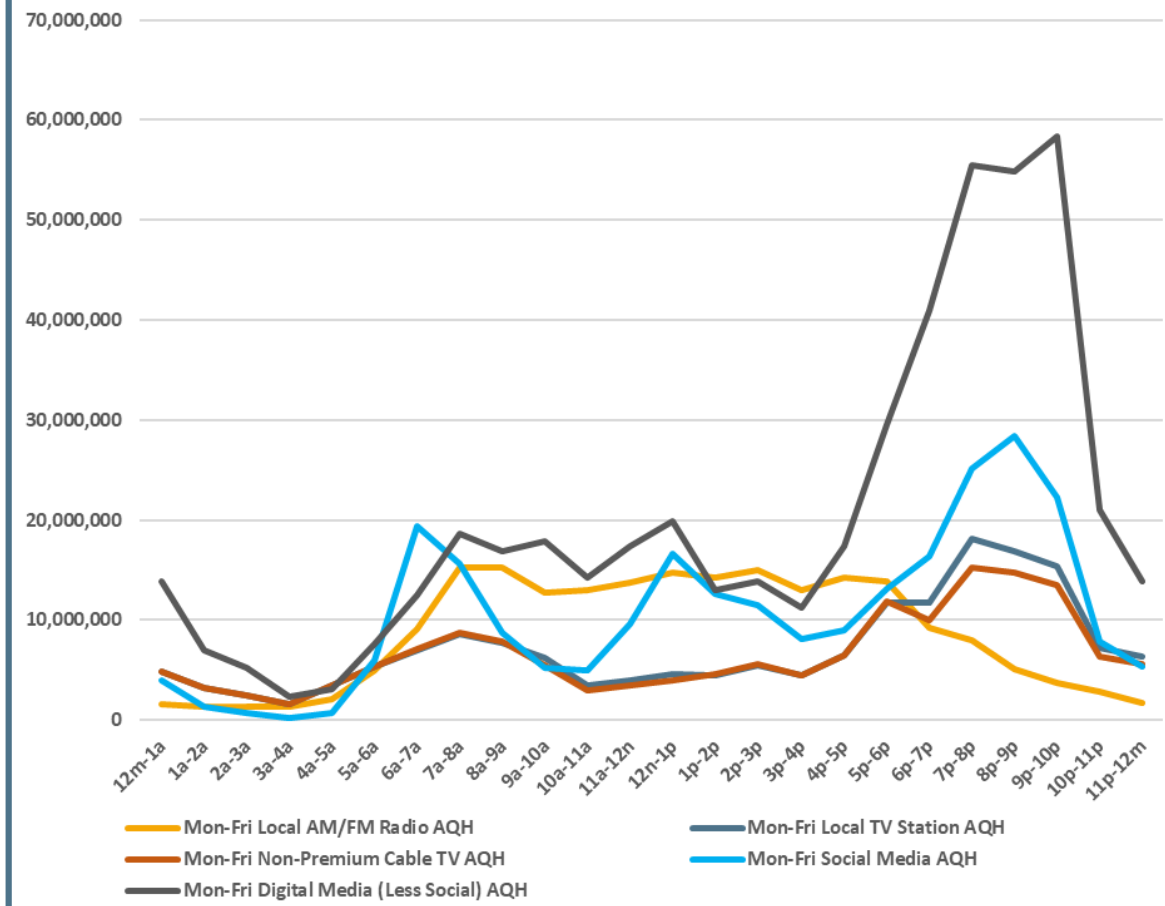
Quick service restaurants used past 30 days: McDonald's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,471,209; Local Radio: 2,642,219; Social Media: 2,239,415; Local TV: 1,360,183; Non-Prem. Cable: 1,332,276 reaching Adults 18 or older who used BURGER KING in the past 3

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



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



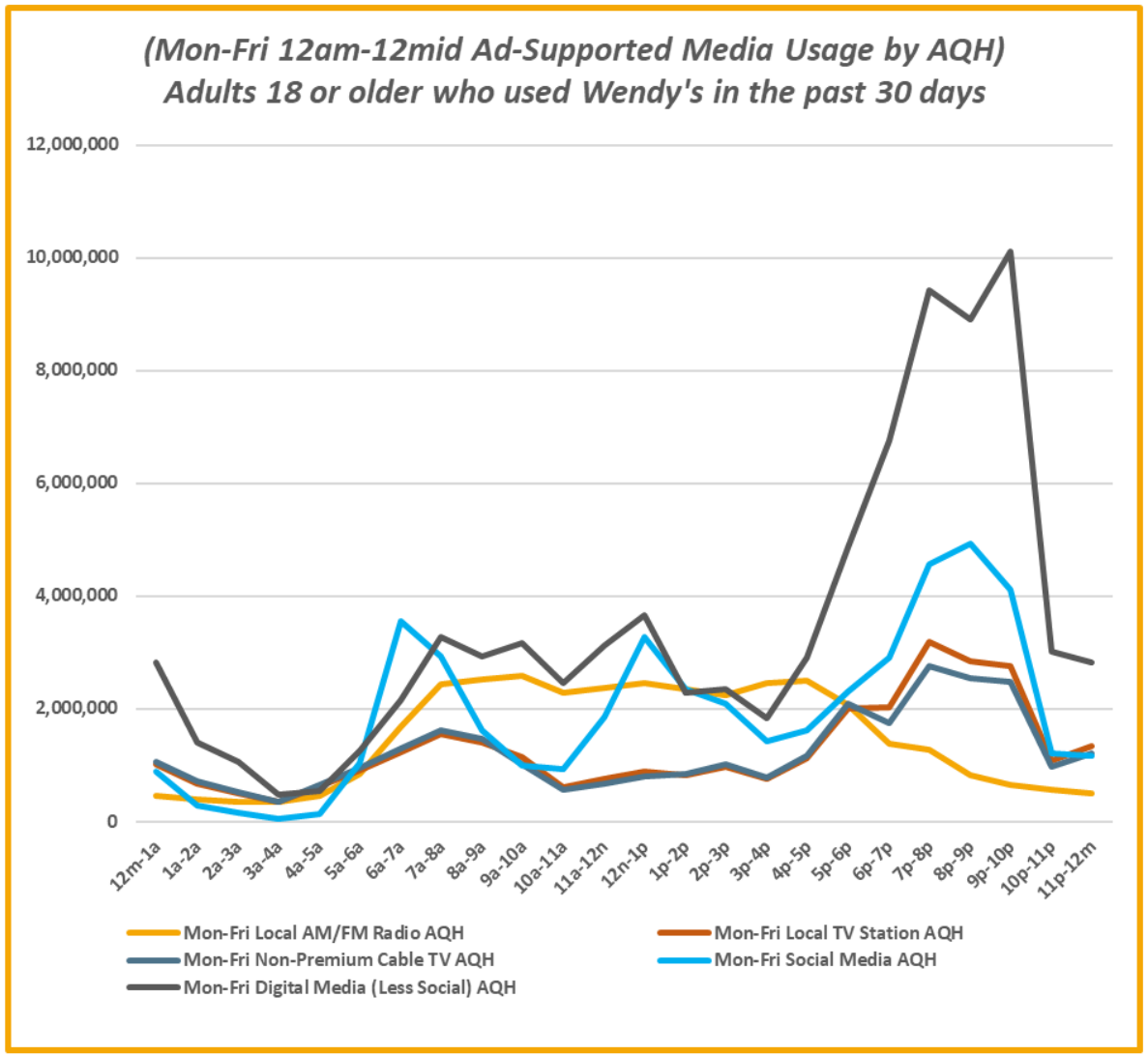
USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

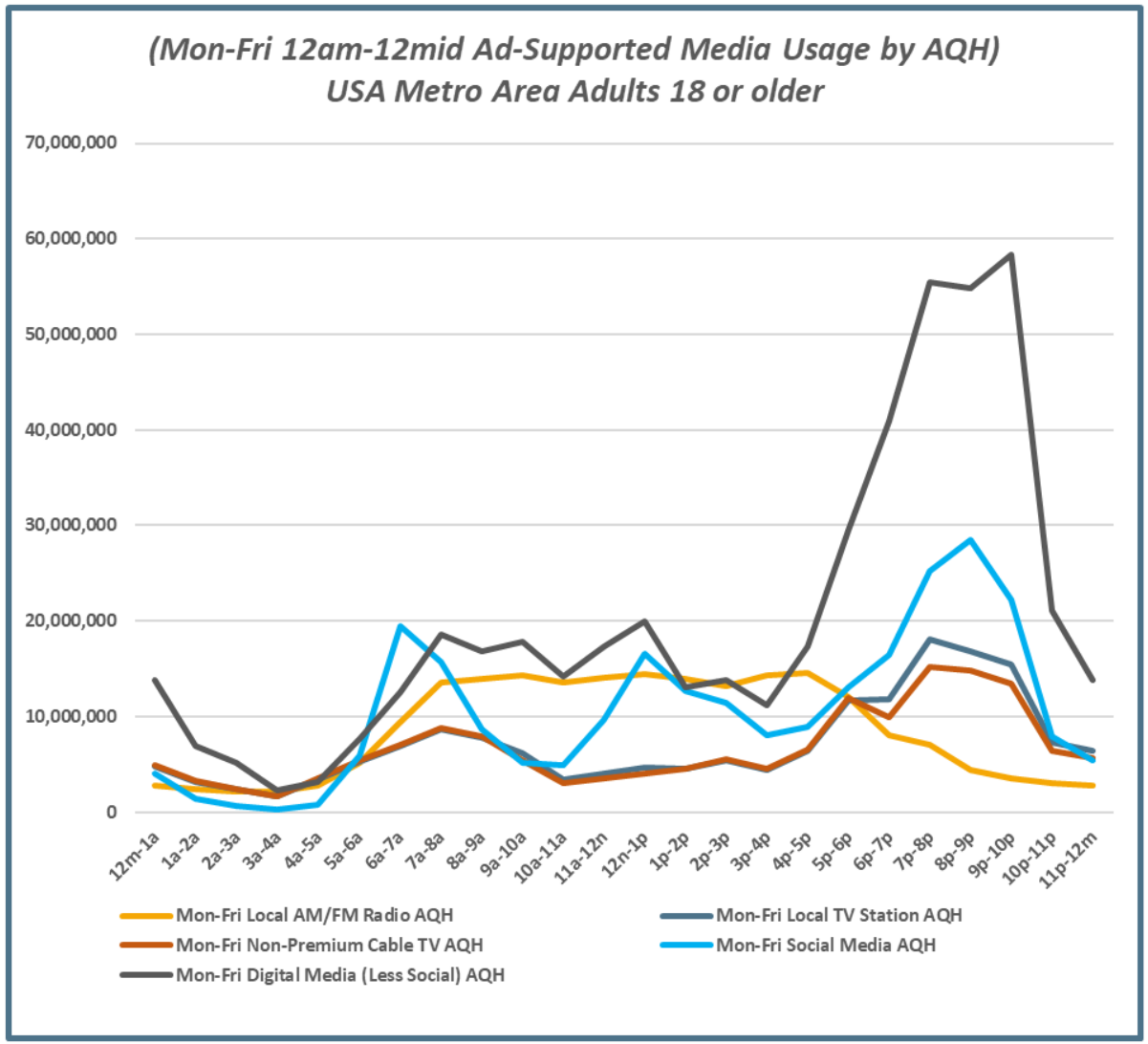
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,211,524; Local Radio: 2,255,547; Social Media: 2,135,225; Local TV: 1,168,806; Non-Prem. Cable: 1,155,143 reaching Adults 18 or older who used Wendy's in the past 30 da





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

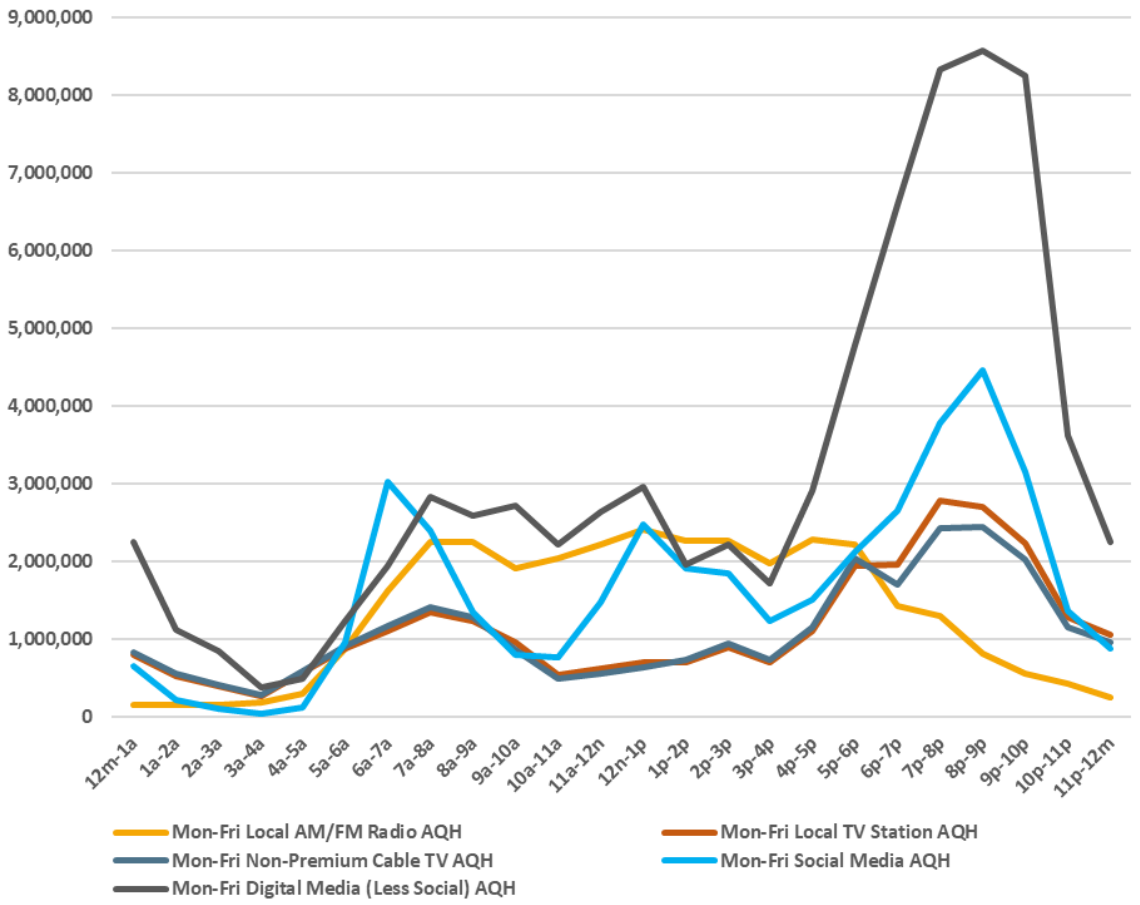
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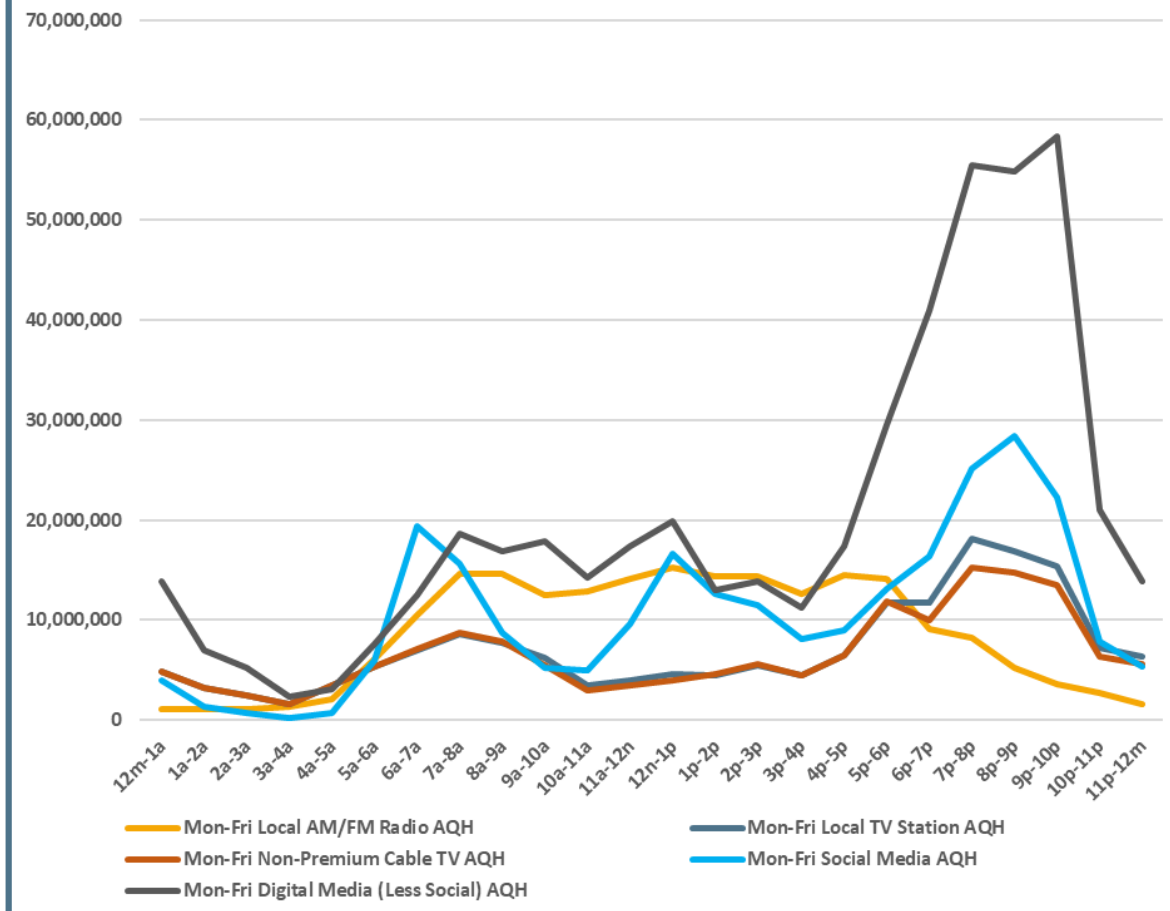
Quick service restaurants used past 30 days: Wendy's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,930,274; Local Radio: 2,087,503; Social Media: 1,812,666; Local TV: 1,063,276; Non-Prem. Cable: 1,055,809 reaching Adults 18 or older who used Culver's in the past 30 d

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



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



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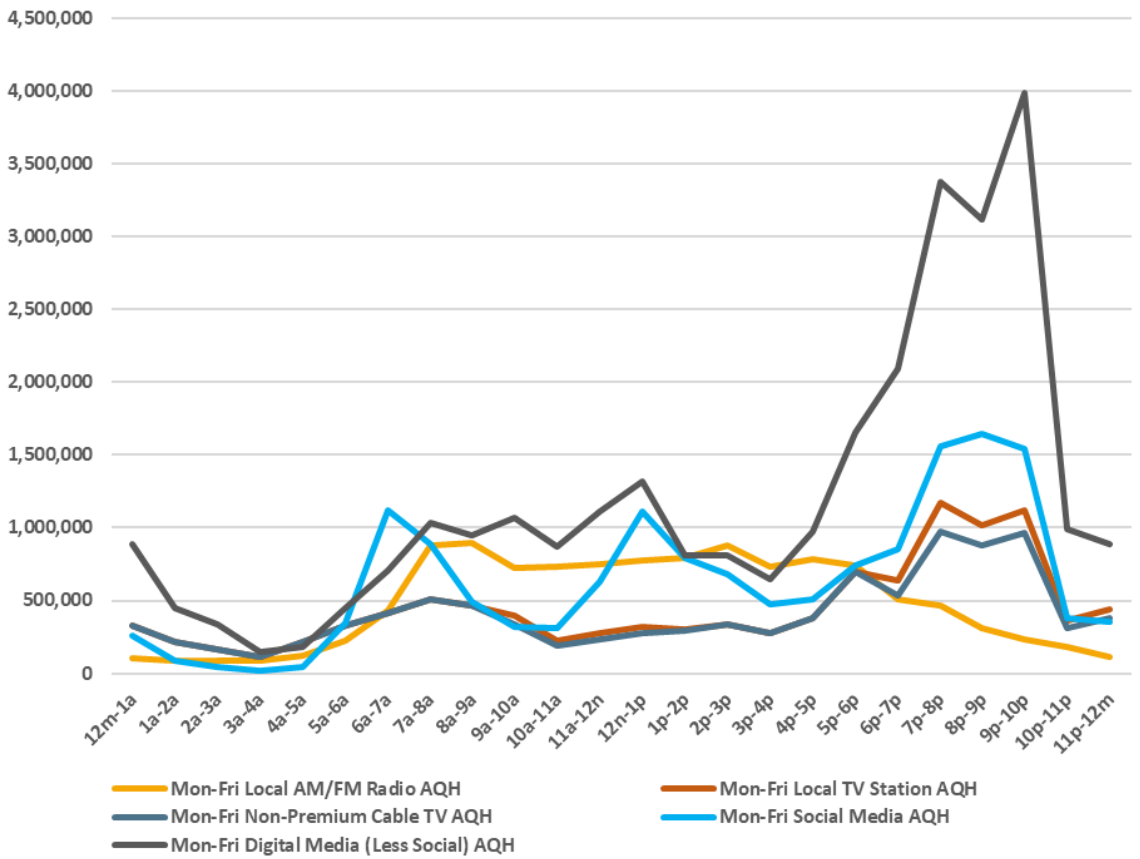
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Quick service restaurants used past 30 days: Culver's

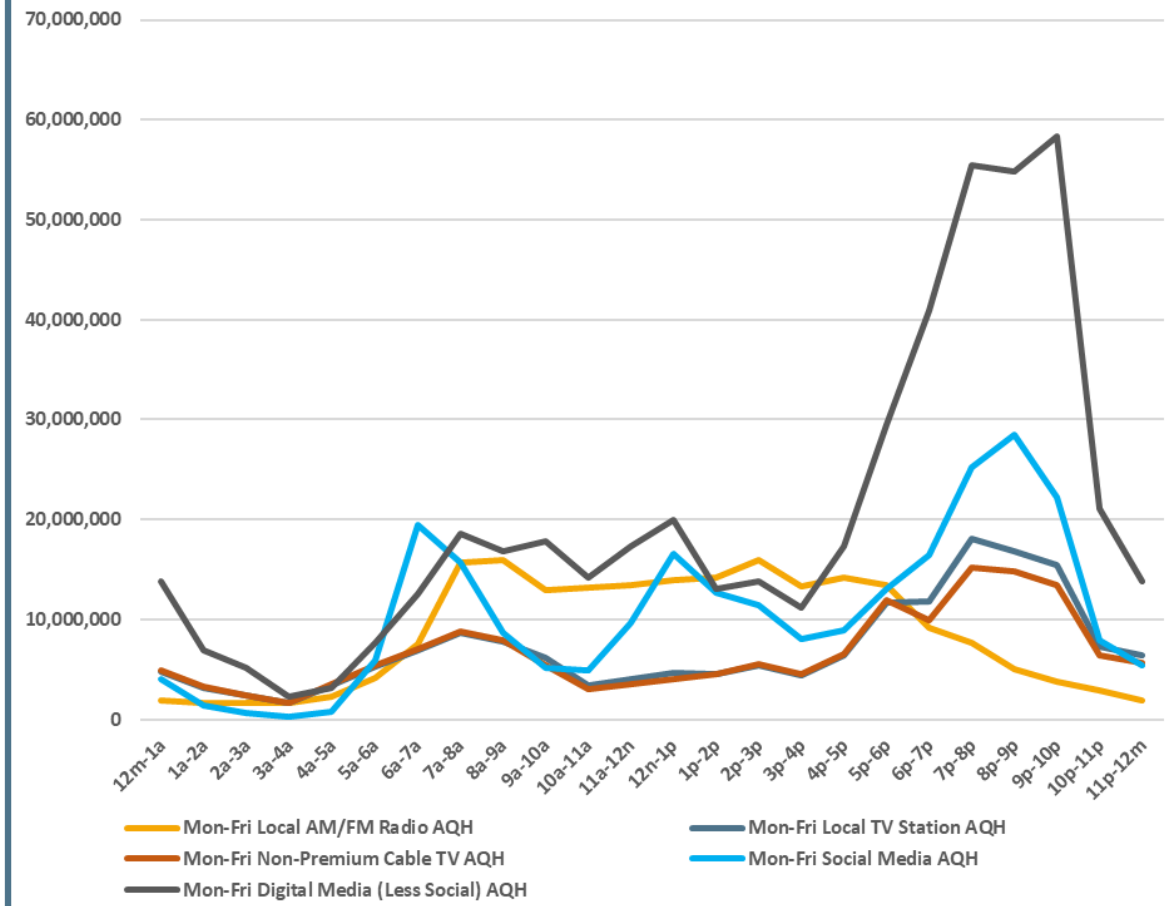
FIVE GUYS®
BURGERS and FRIES

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,080,398; Local Radio: 740,866; Social Media: 686,177; Local TV: 402,351; Non-Prem. Cable: 380,943 reaching Adults 18 or older who used FIVE GUYS BURGERS and FRIES in th

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days



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



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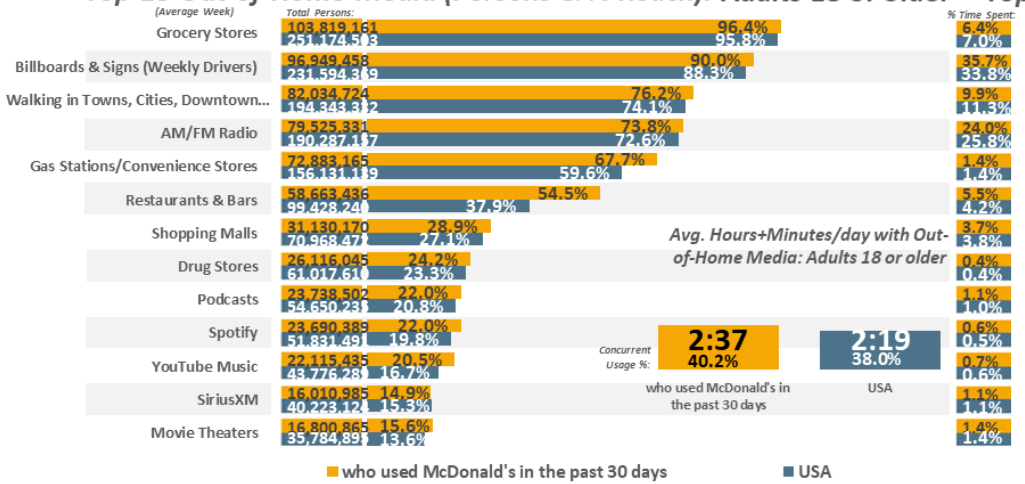
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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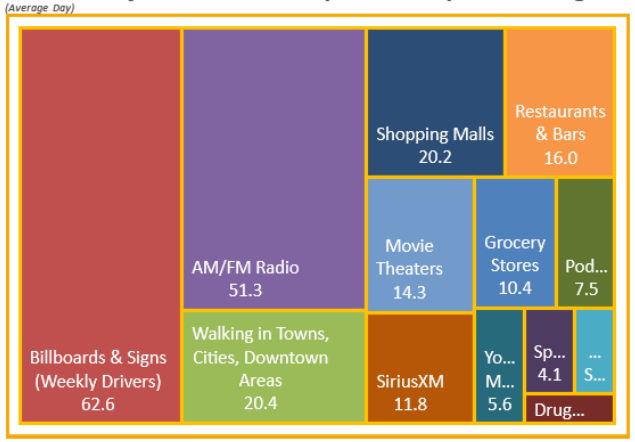
Quick service restaurants used past 30 days: Five Guys

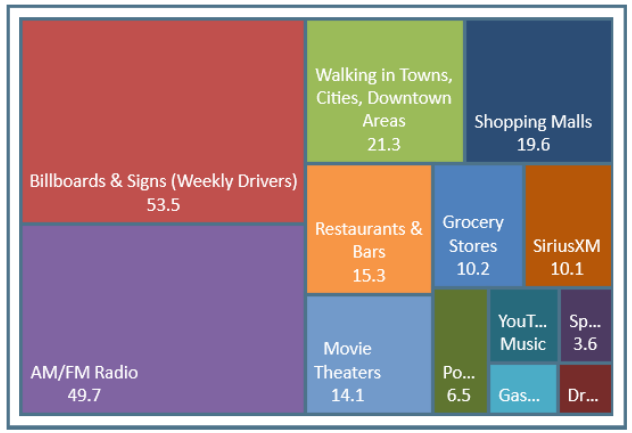
96,949,458 or 90.% of Adults 18 or older who used McDonald's in the past 30 days spend an average of 62.6 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minutes/day.

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

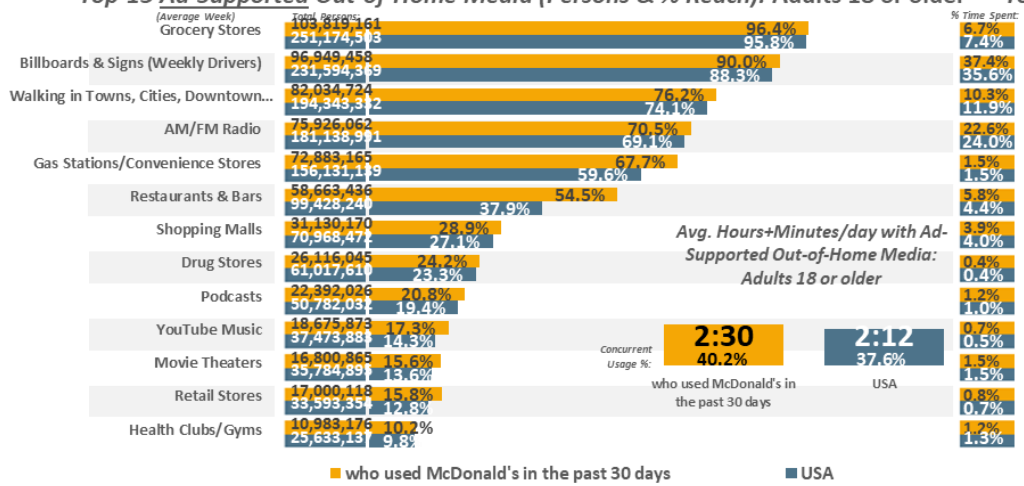


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

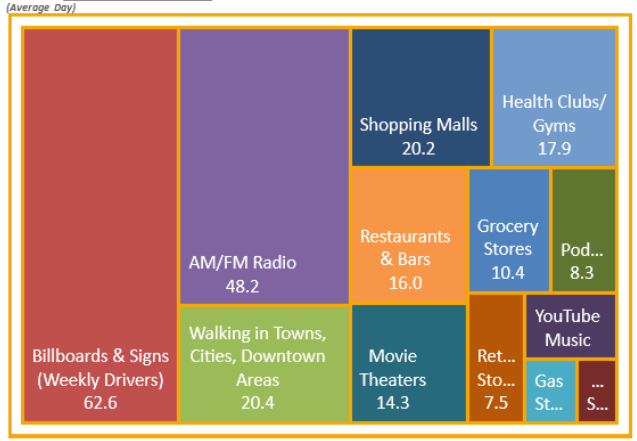


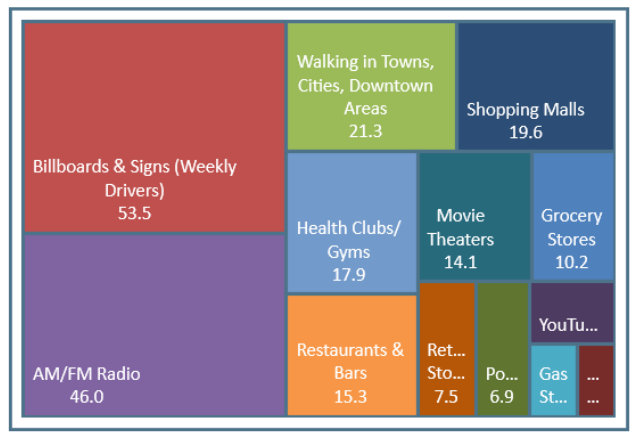


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





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

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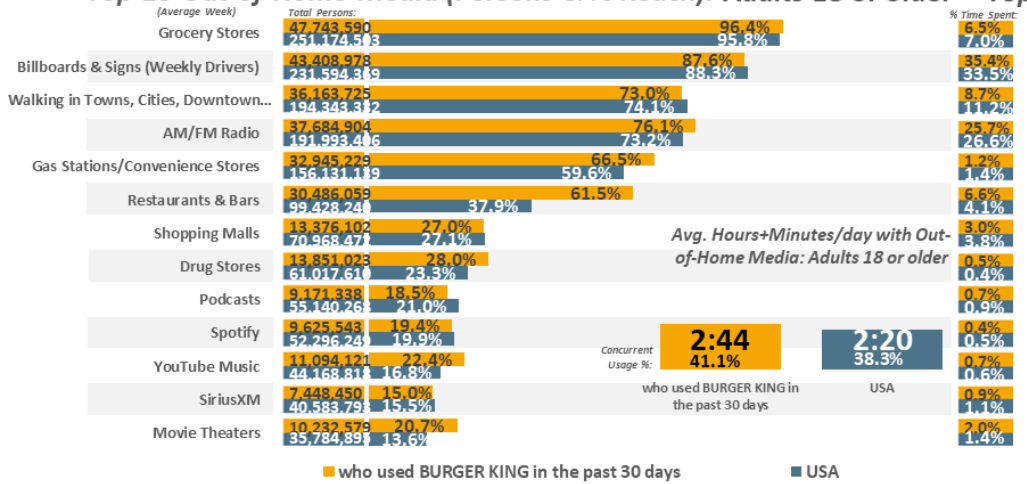
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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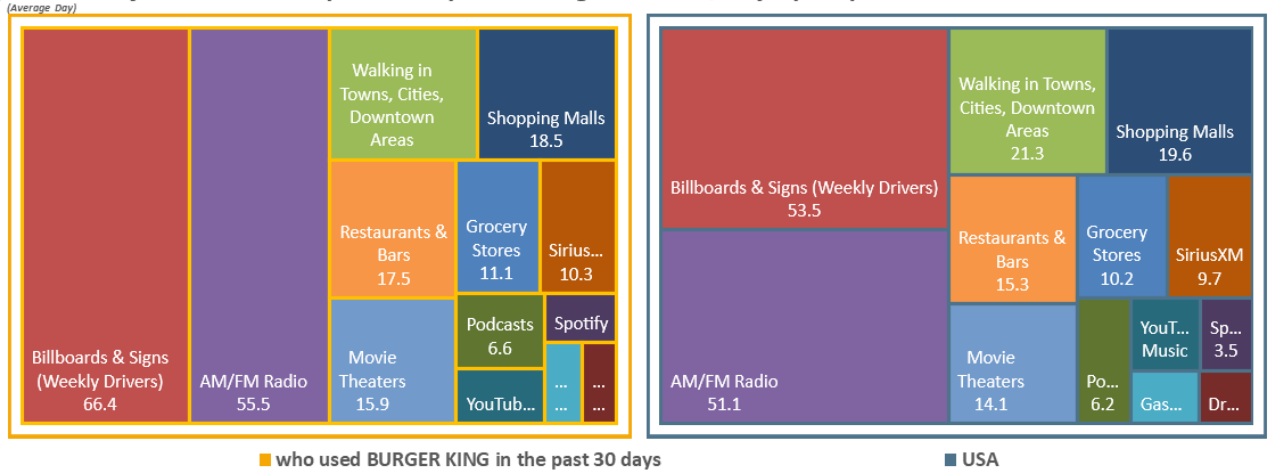
Quick service restaurants used past 30 days: McDonald's

43,408,978 or 87.6% of Adults 18 or older who used BURGER KING in the past 30 days spend an average of 66.4 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 51.9 minutes/day.

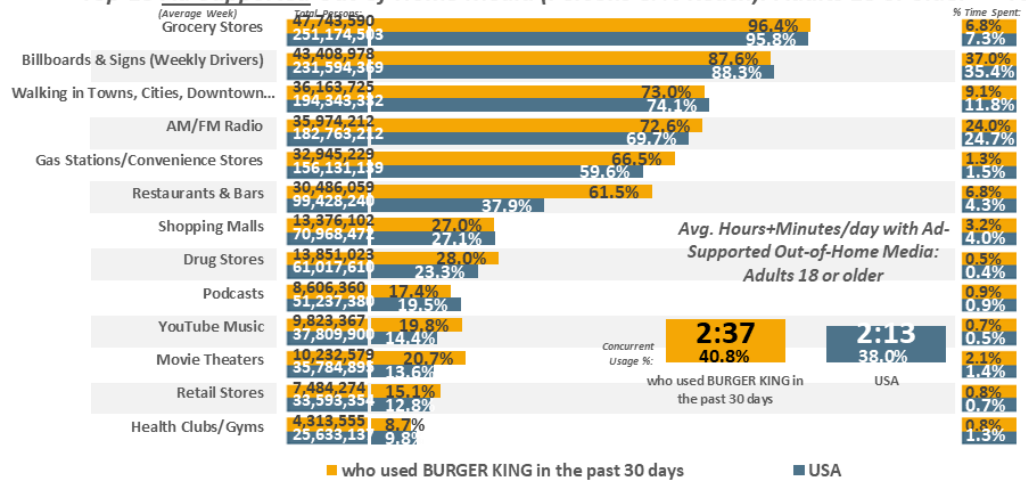
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



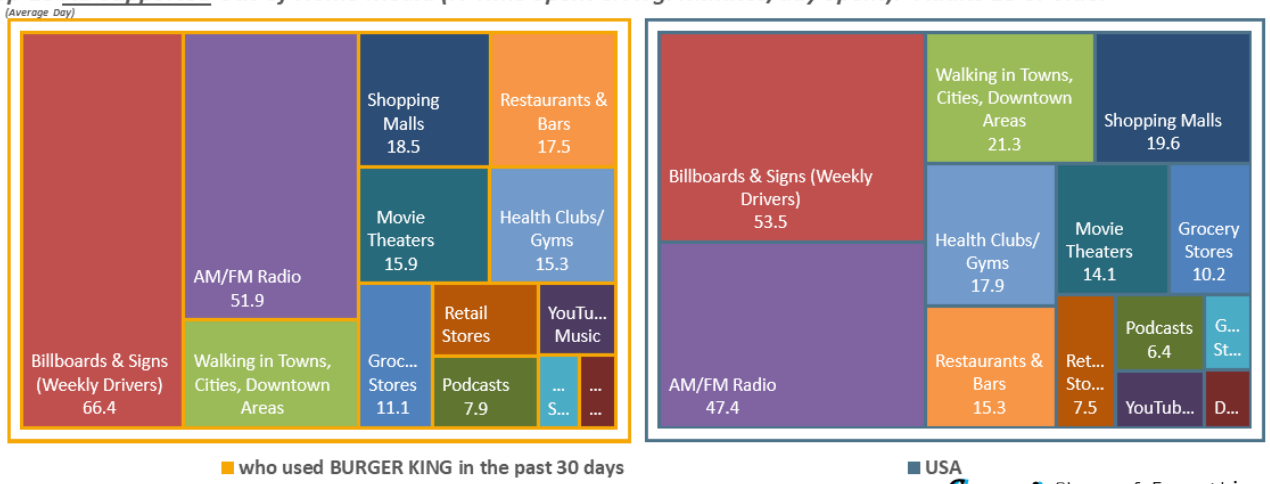
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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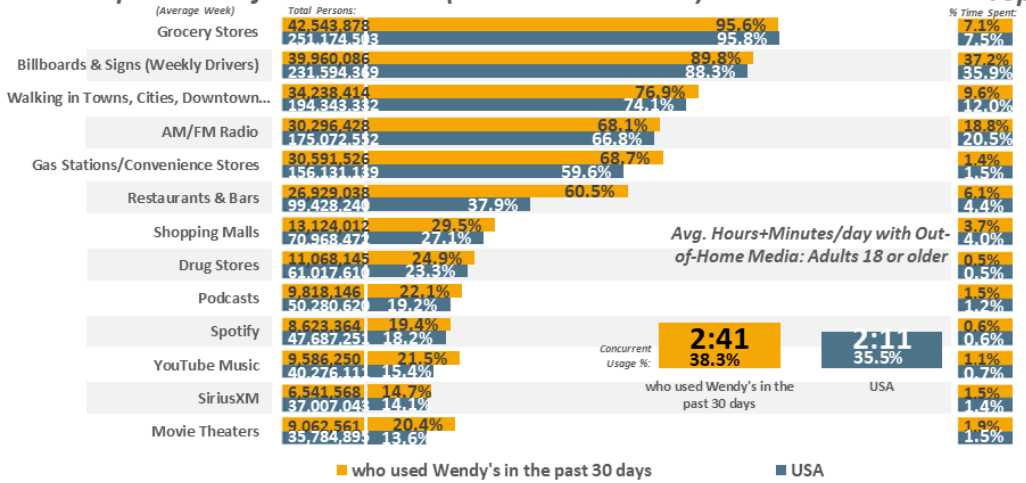
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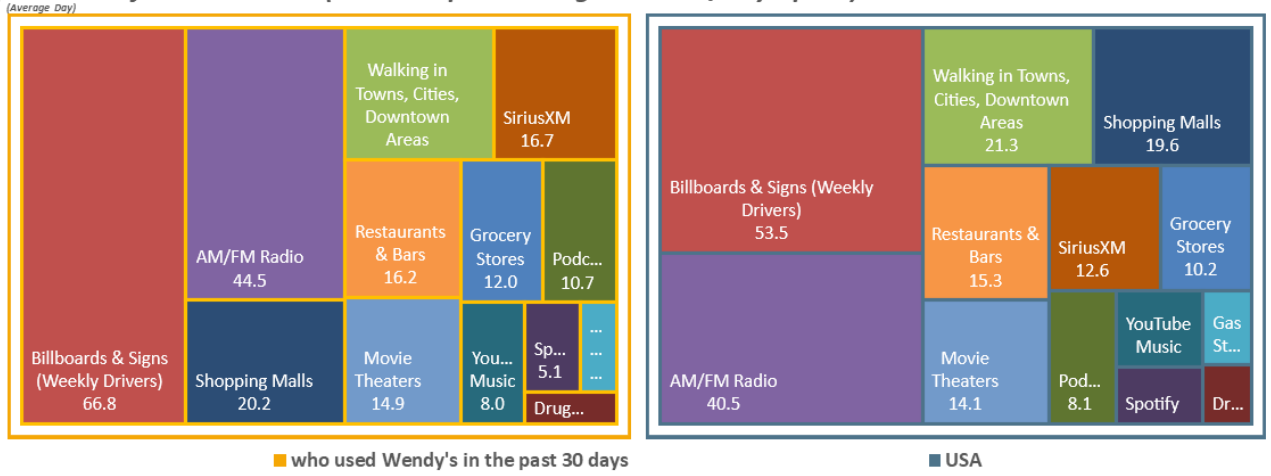
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39,960,086 or 89.8% of Adults 18 or older who used Wendy's in the past 30 days spend an average of 66.8 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minutes/day.

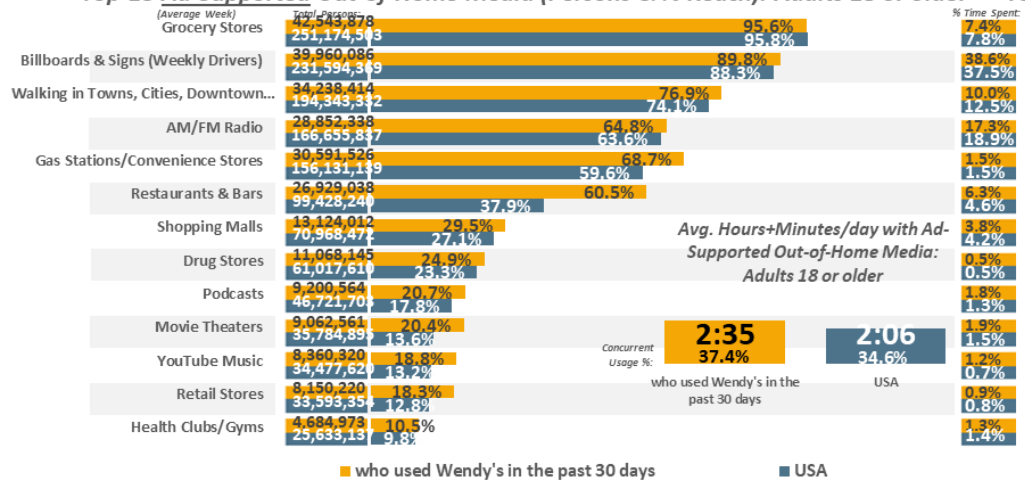
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



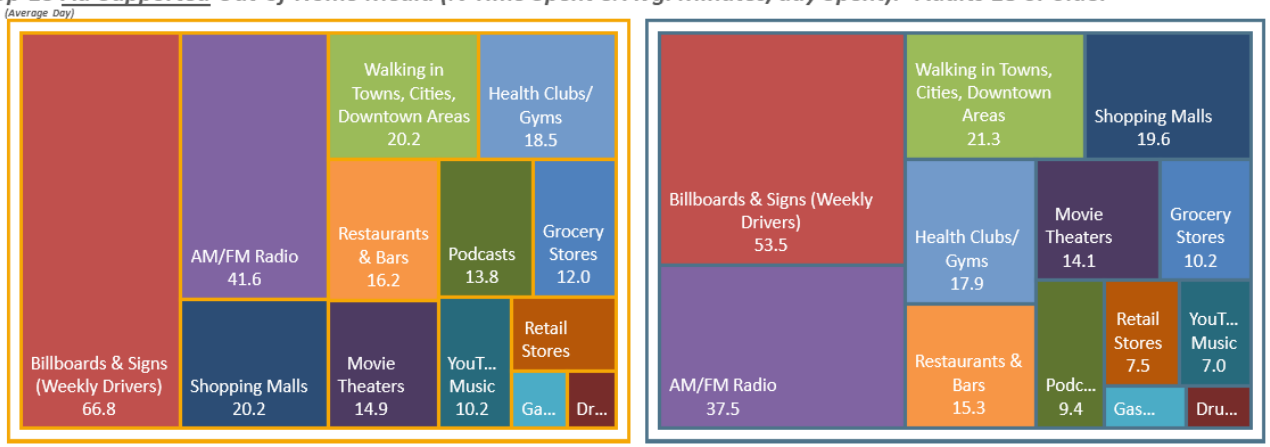
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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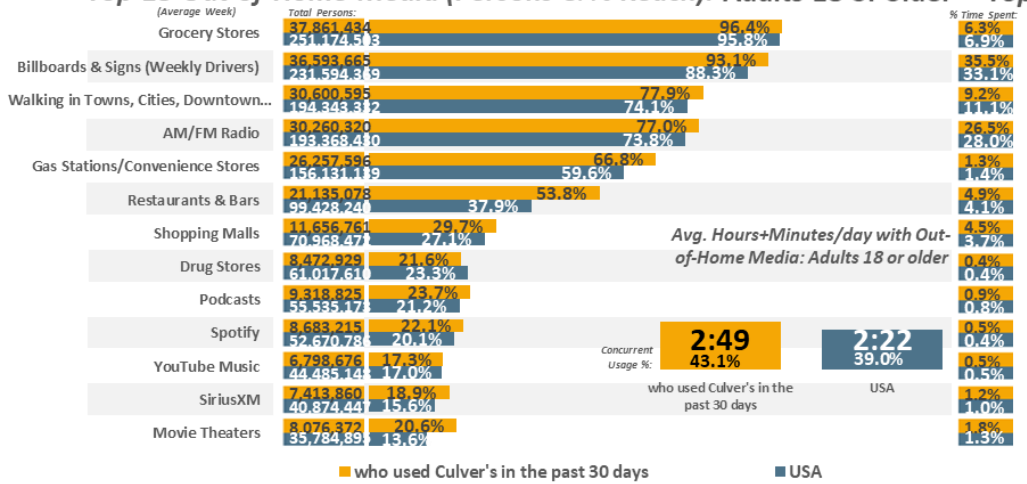
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,267

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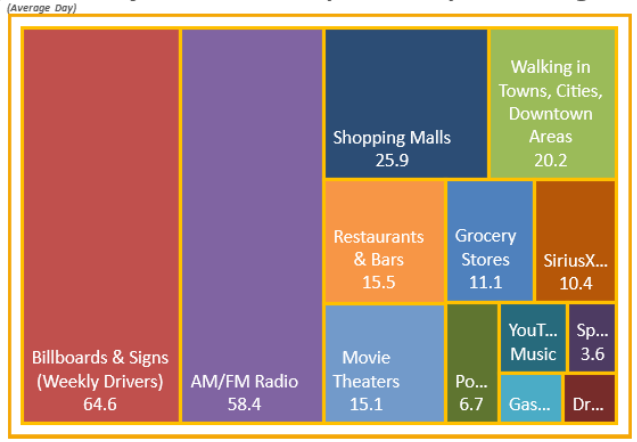
Quick service restaurants used past 30 days: Wendy's

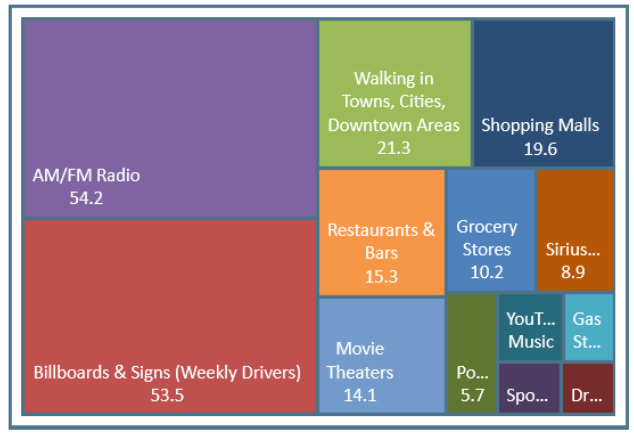
36,593,665 or 93.1% of Adults 18 or older who used Culver's in the past 30 days spend an average of 64.6 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 53.9 minutes/day.

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

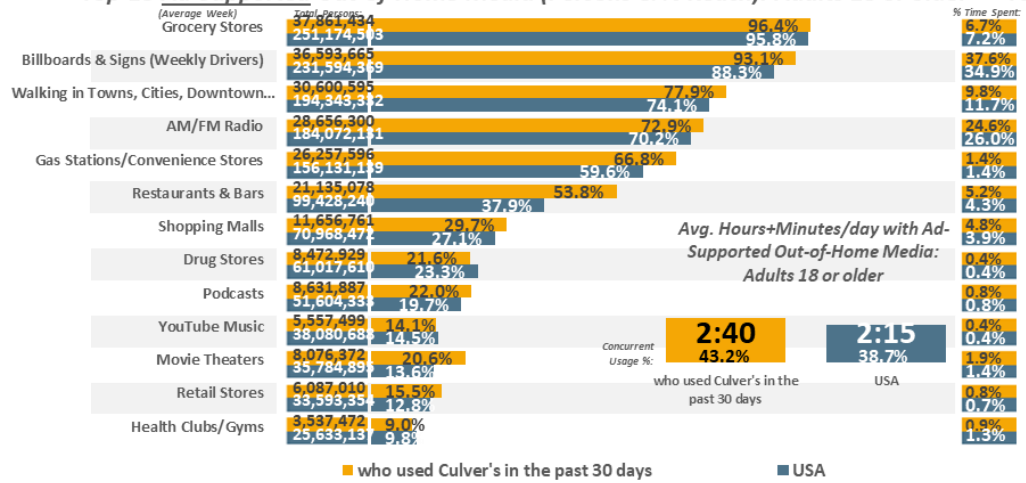


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

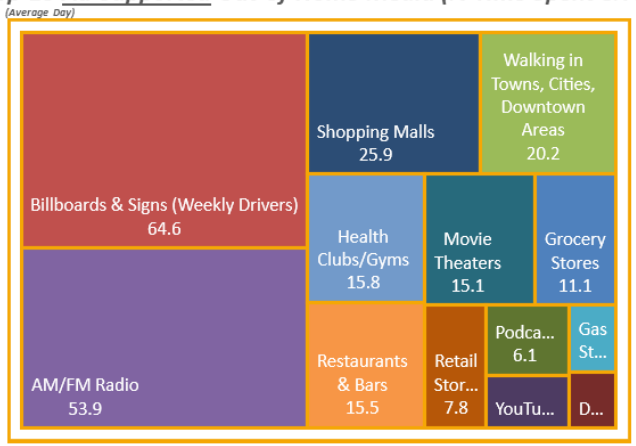


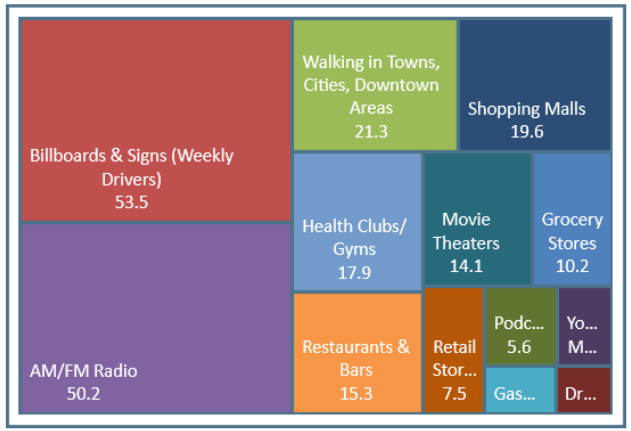


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





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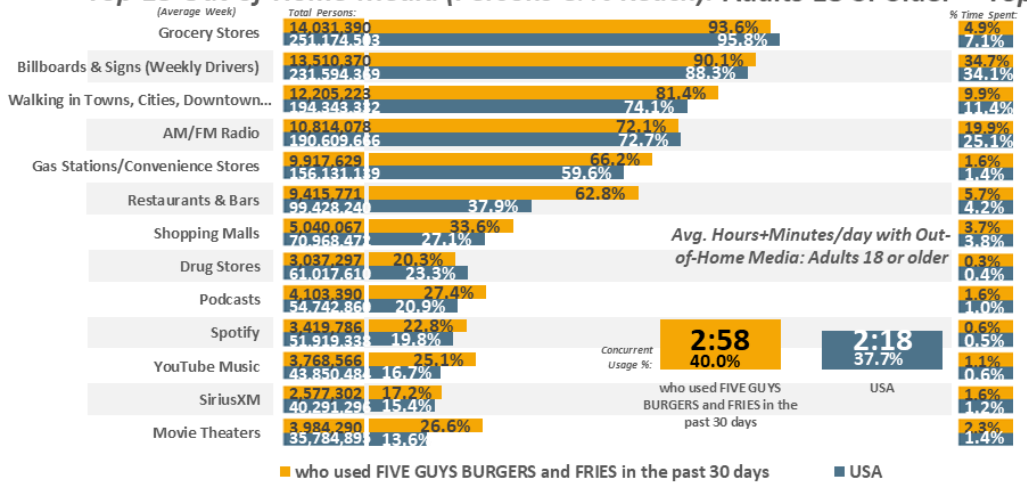
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Quick service restaurants used past 30 days: Culver's

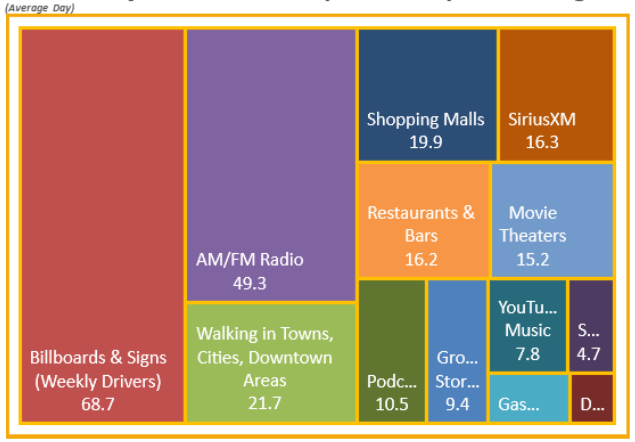
FIVE GUYS®
BURGERS and FRIES

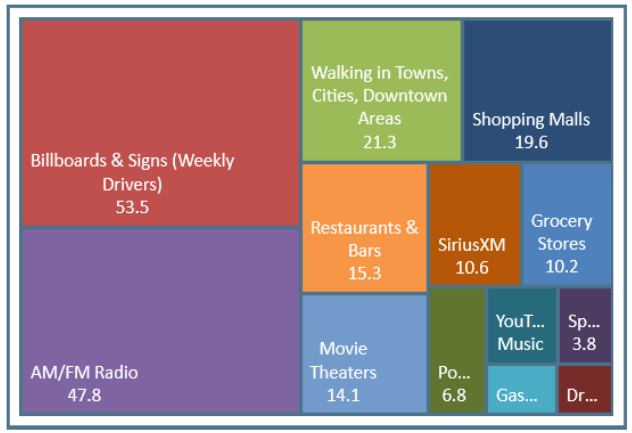
13,510,370 or 90.1% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days spend an average of 68.7 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minute

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

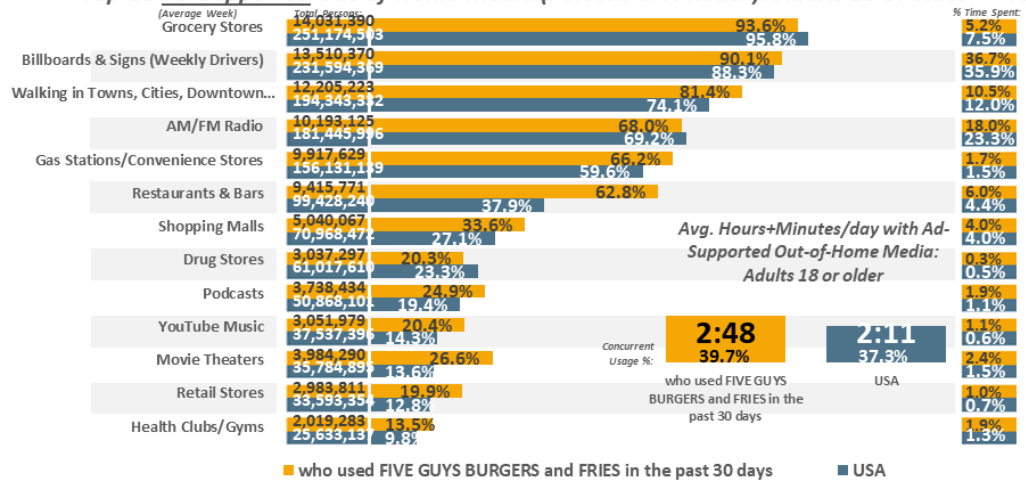


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

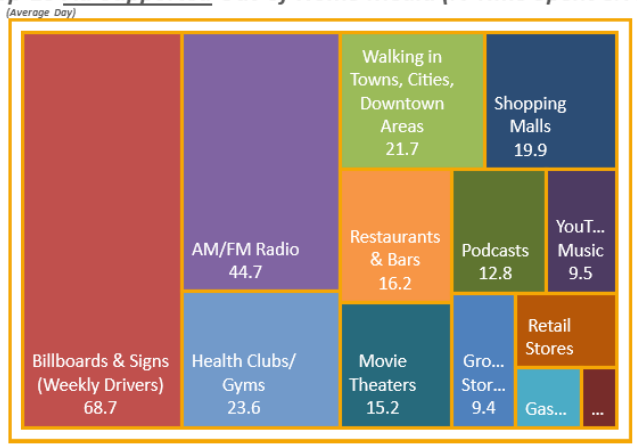


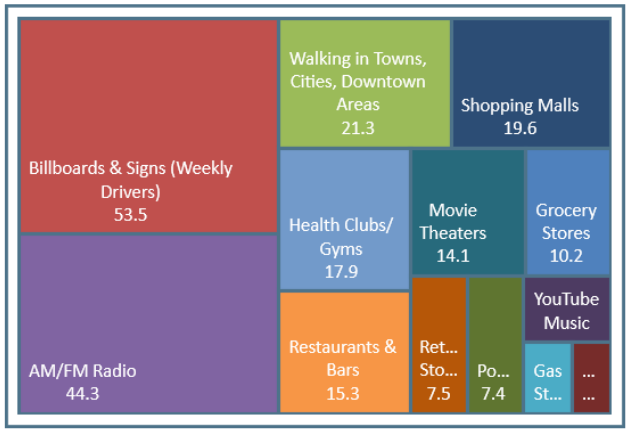


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





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

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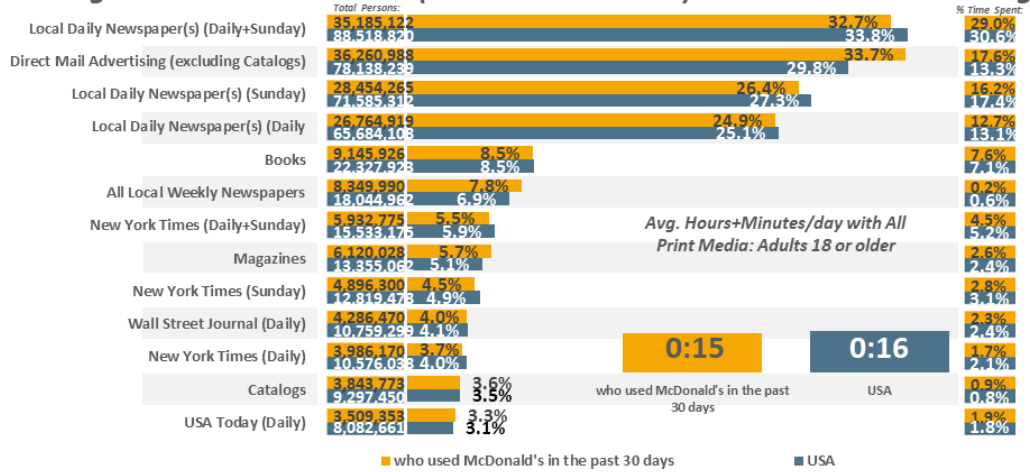
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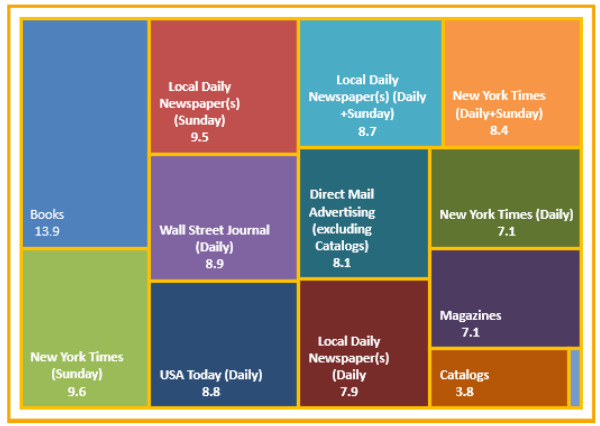
Quick service restaurants used past 30 days: Five Guys

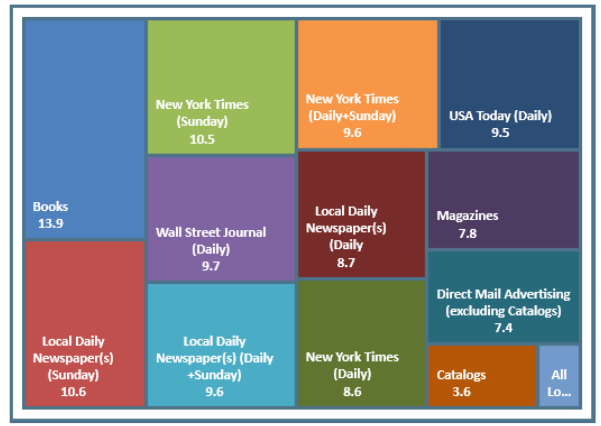
35,185,122 or 32.7% of Adults 18 or older who used McDonald's in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

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

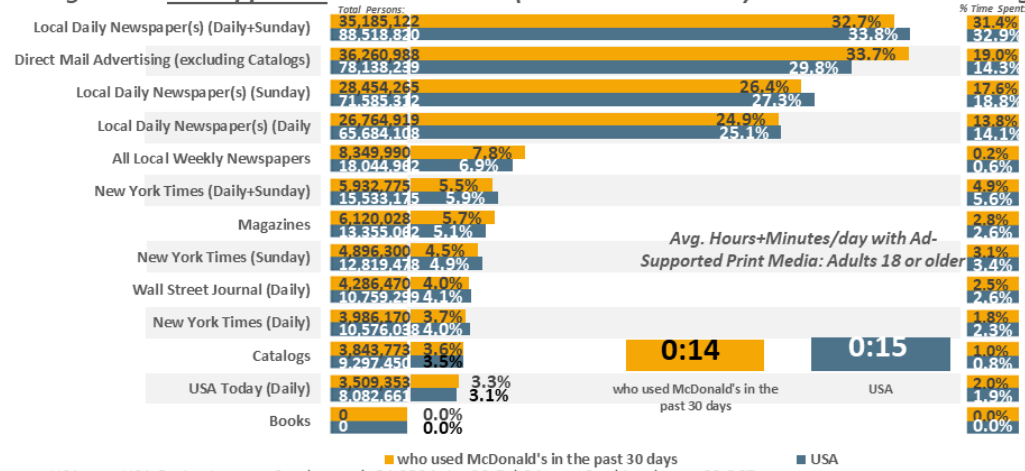


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



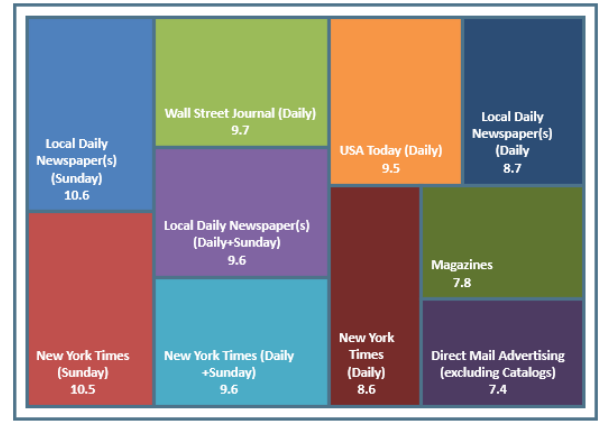


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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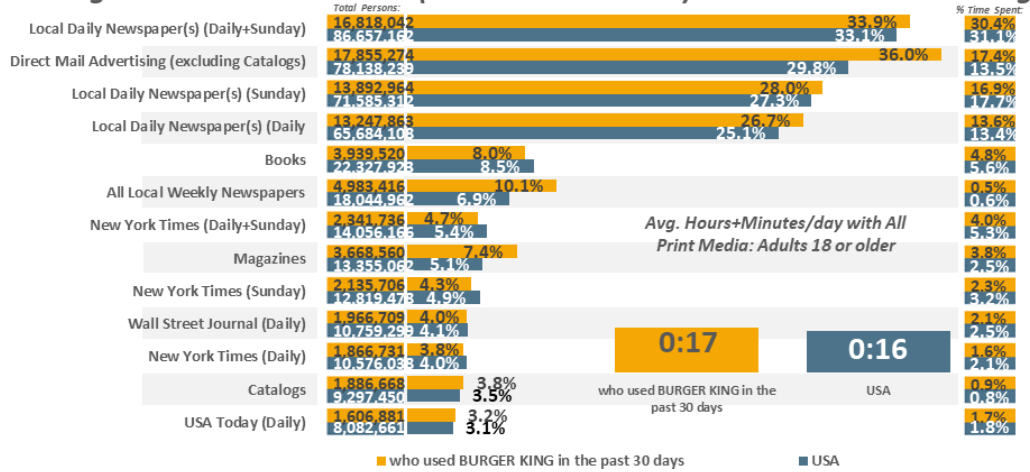
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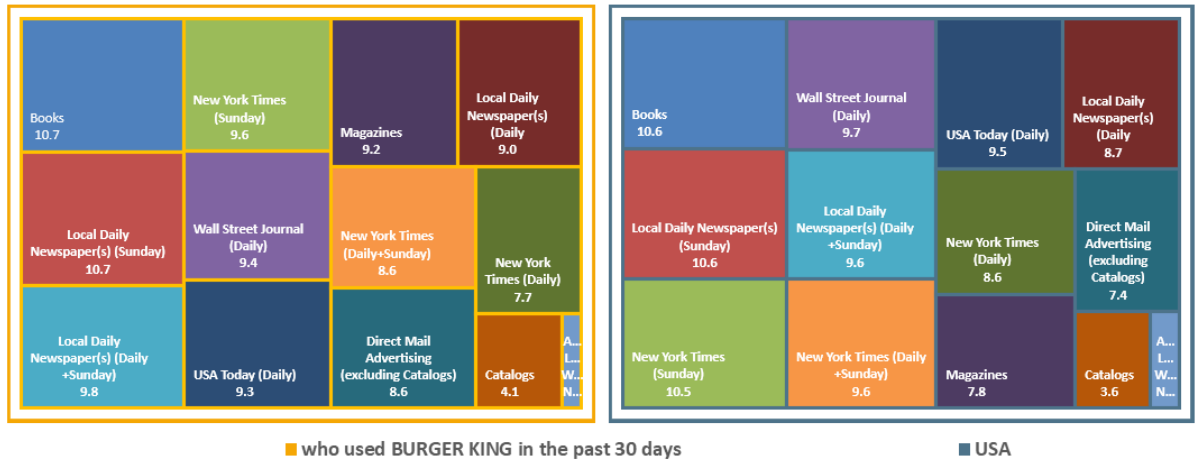
Quick service restaurants used past 30 days: McDonald's

16,818,042 or 33.9% of Adults 18 or older who used BURGER KING in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

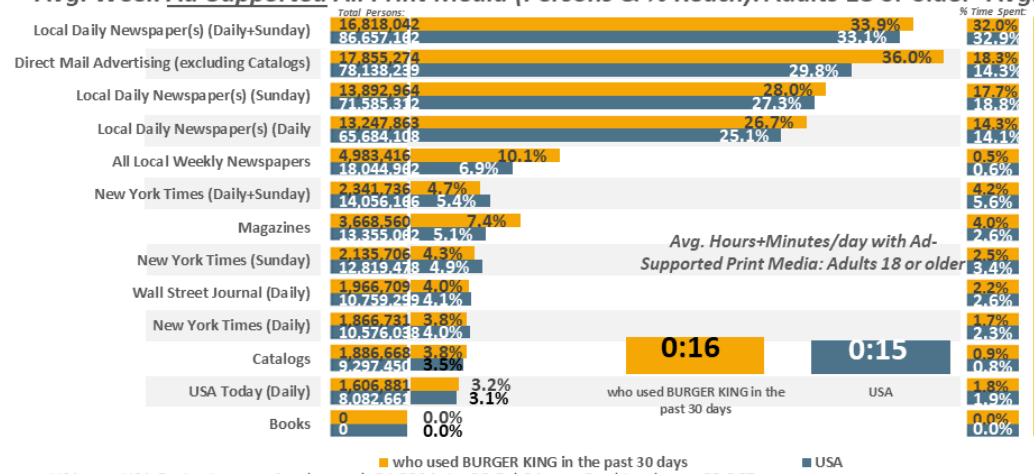
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



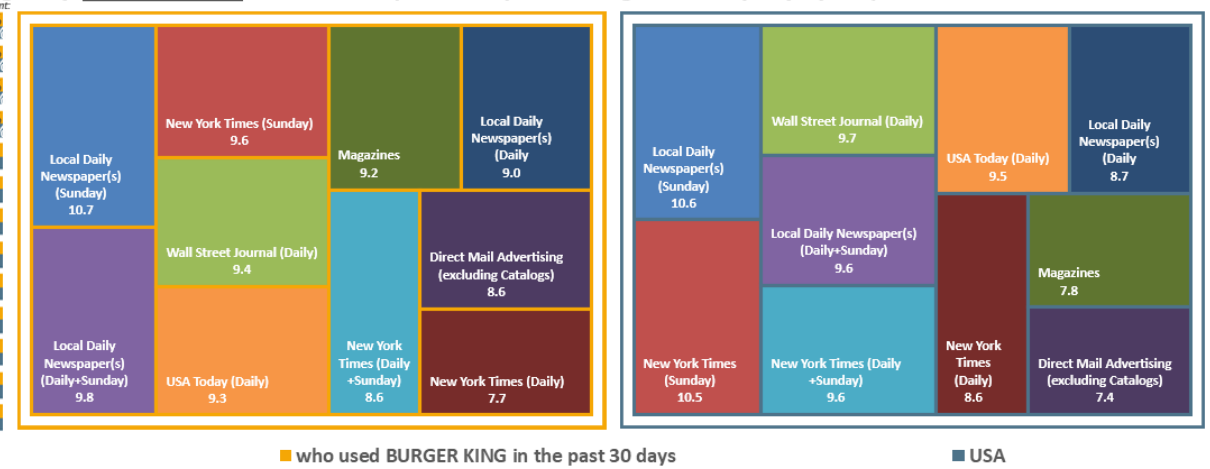
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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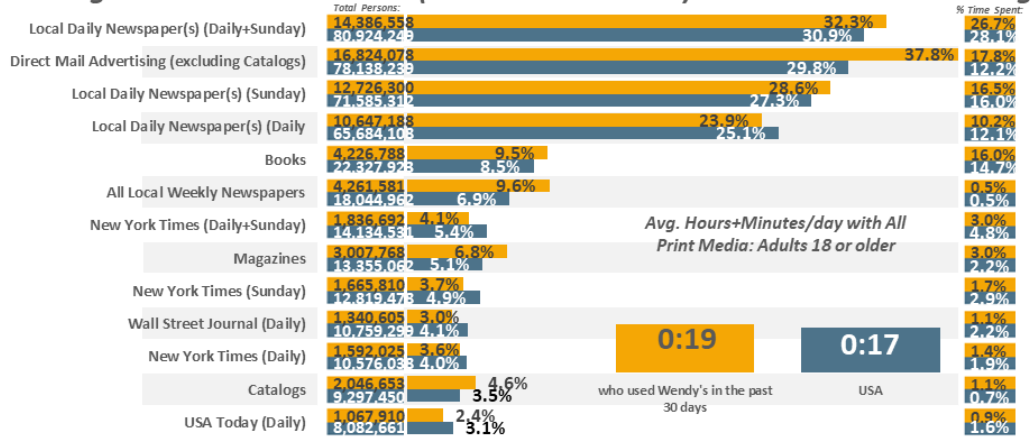
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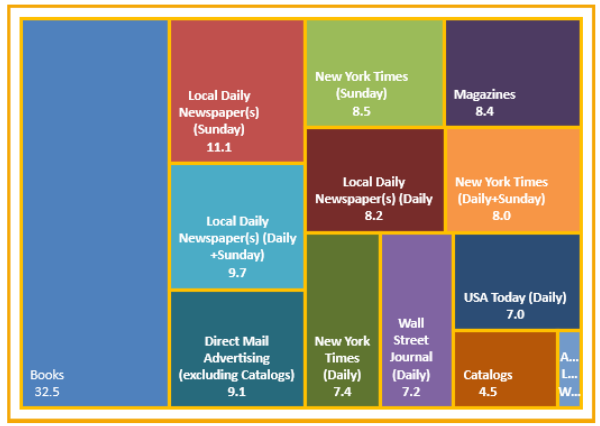
Quick service restaurants used past 30 days: Burger King

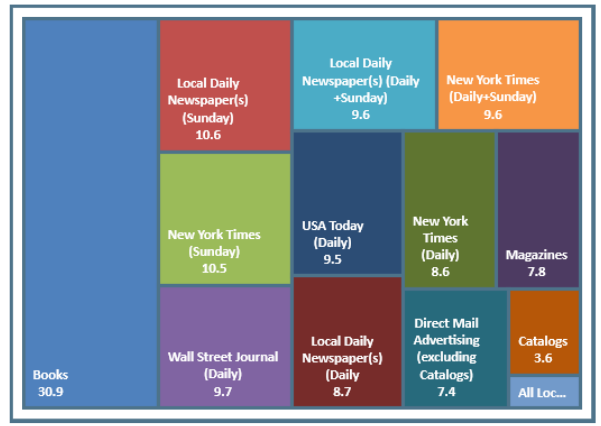
14,386,558 or 32.3% of Adults 18 or older who used Wendy's in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

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

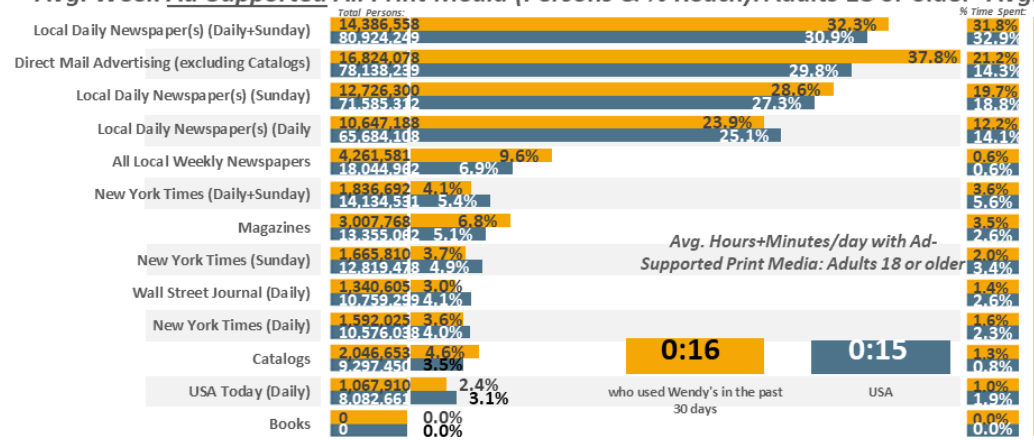


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

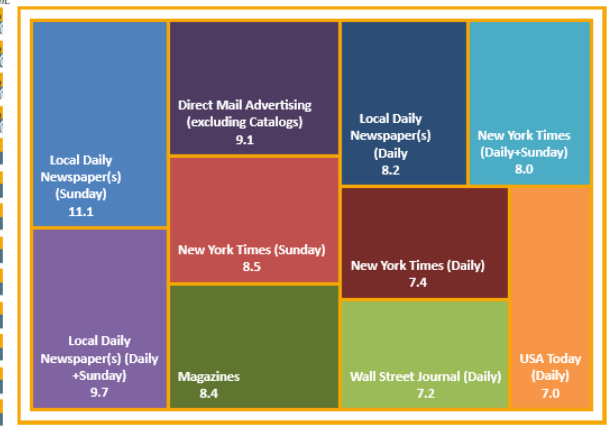


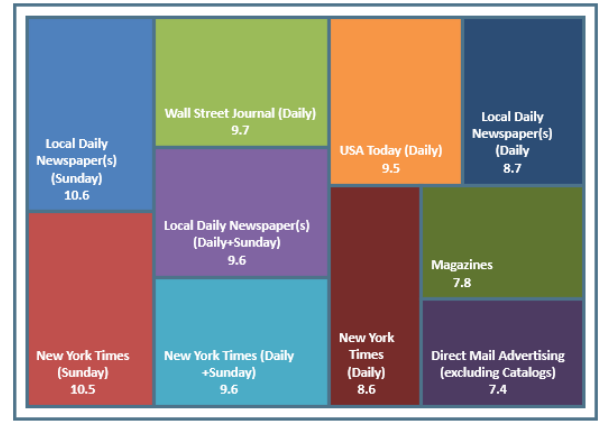


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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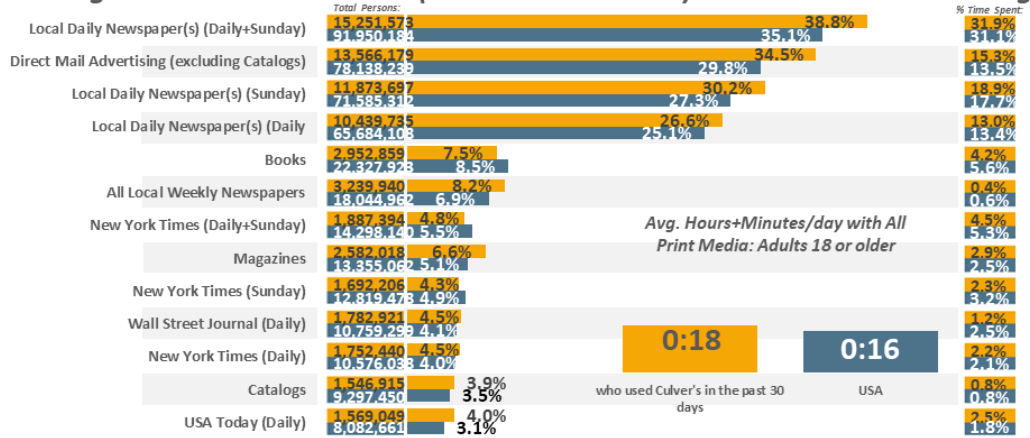
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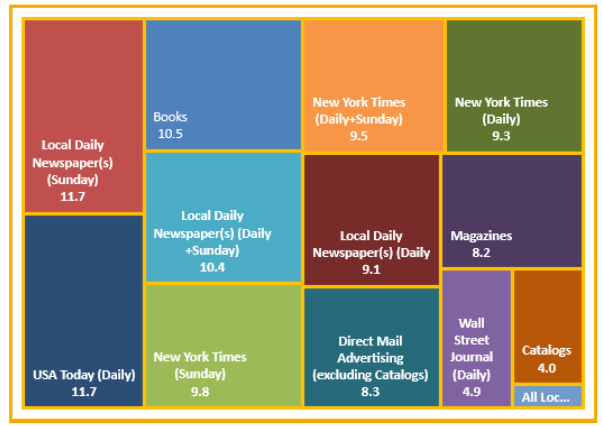
Quick service restaurants used past 30 days: Wendy's

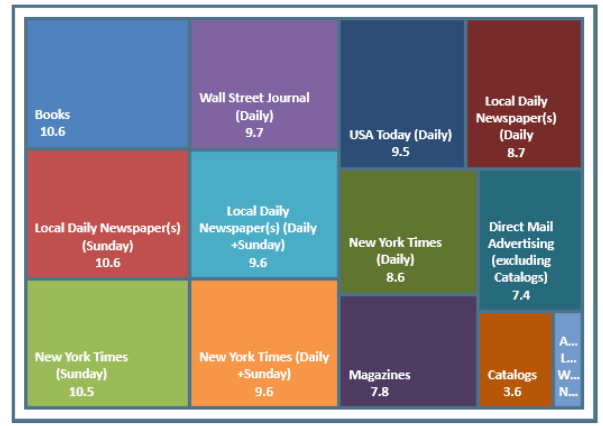
15,251,573 or 38.8% of Adults 18 or older who used Culver's in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

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



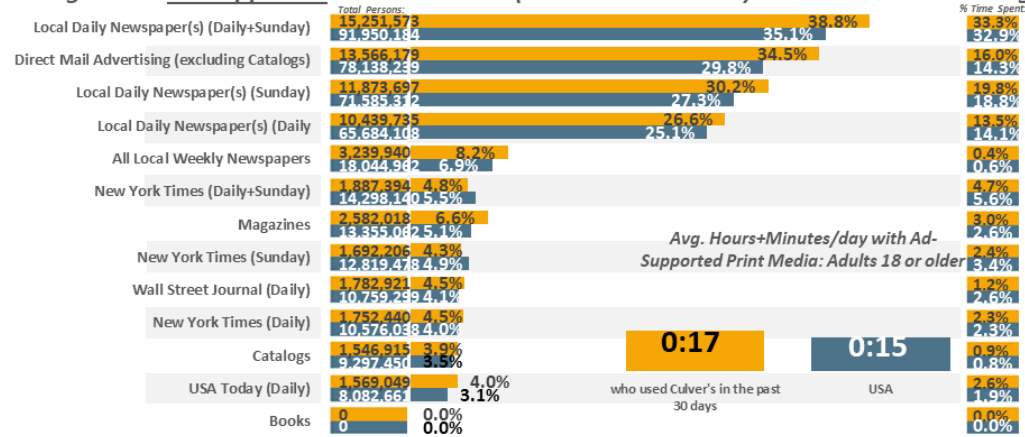
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



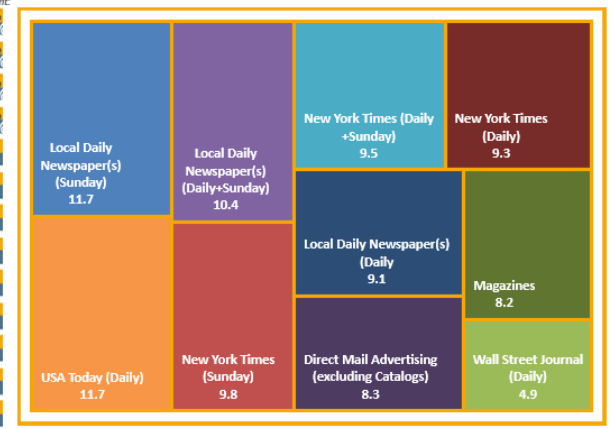


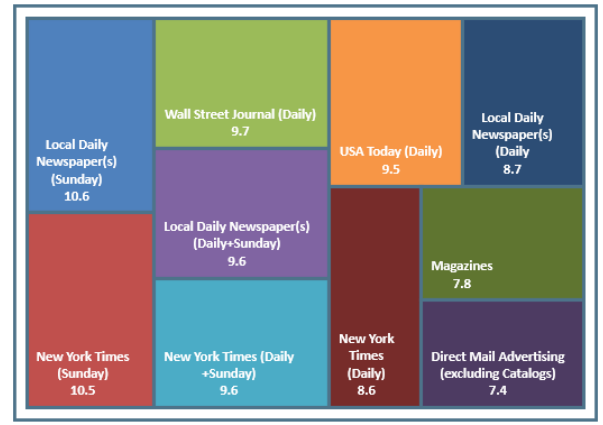
who used Culver's in the past 30 days ■ USA

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



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





who used Culver's in the past 30 days ■ USA

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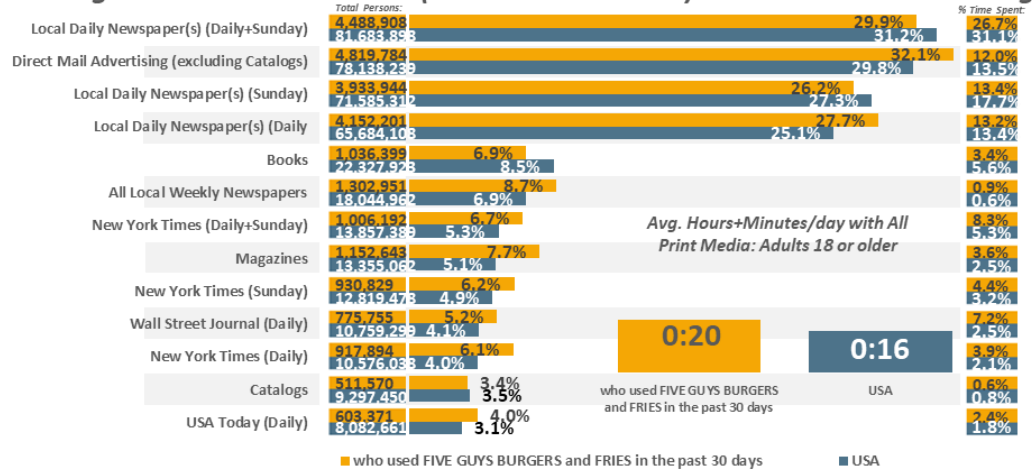
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Quick service restaurants used past 30 days: Culver's

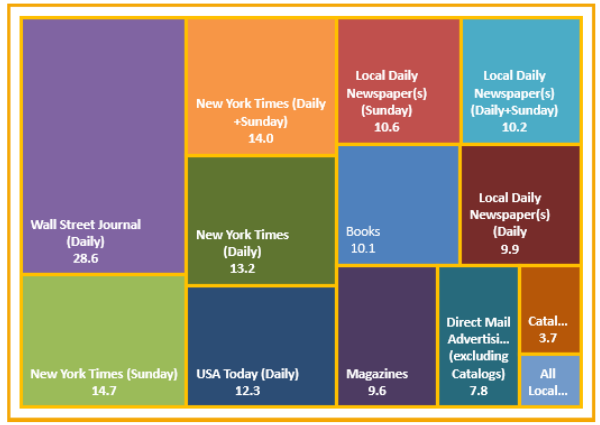
FIVE GUYS®
BURGERS and FRIES

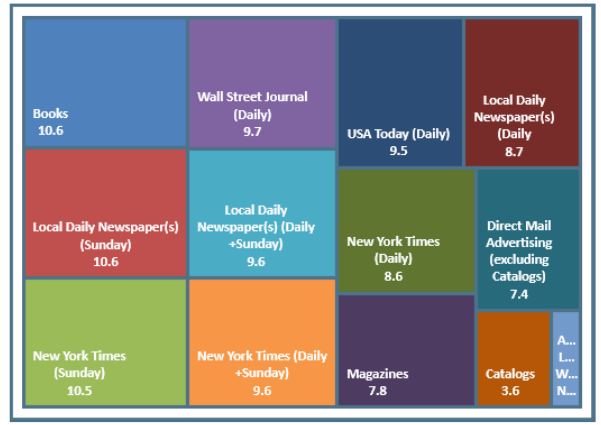
4,488,908 or 29.9% of Adults 18 or older who used FIVE GUYS BURGERS and FRIES in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 27.6% of all time spent daily with All forms of Print Med

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

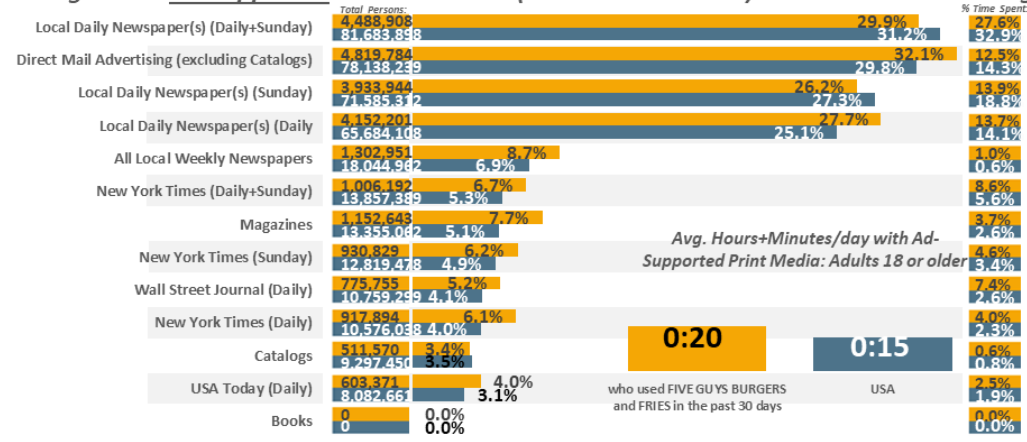


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

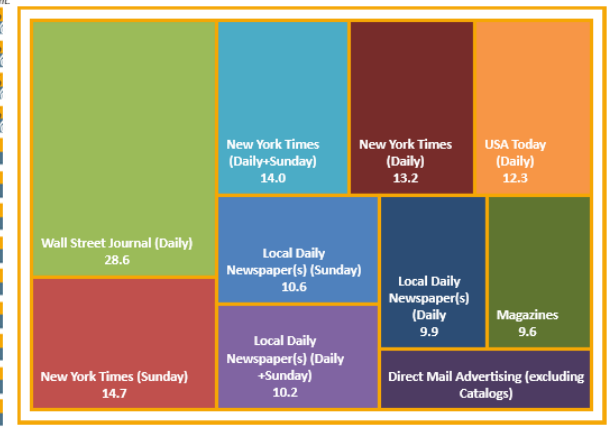


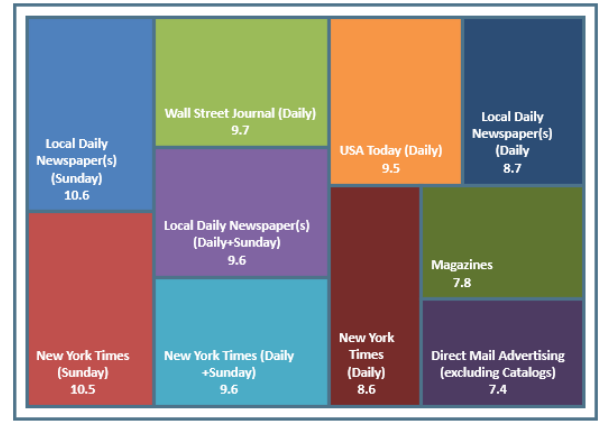


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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

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Quick service restaurants used past 30 days: Five Guys