# USA –P18+ past 30 days Users of 5 National Chain Sit-Down Restaurants!

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Past 30 days users of GOLDEN CORRAL, OLIVE GARDEN, OUTBACK STEAKHOUSE, P.F. CHANGS, and RED LOBSTER as of April 2024!

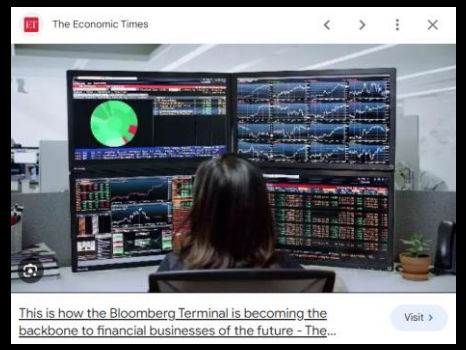
Olive Garden ITALIAN KITCHEN

OUTBACK STEAKHOUSE®

golden corral®

RED LOBSTER FRESH FISH • LIVE LOBSTER

P.F. CHANG'S CHINA BISTRO




*Sit-down restaurants used past 30 days: Golden Corral*
*Sit-down restaurants used past 30 days: Olive Garden*
*Sit-down restaurants used past 30 days: Outback Steakhouse*
*Sit-down restaurants used past 30 days: P.F. Chang's*
*Sit-down restaurants used past 30 days: Red Lobster*

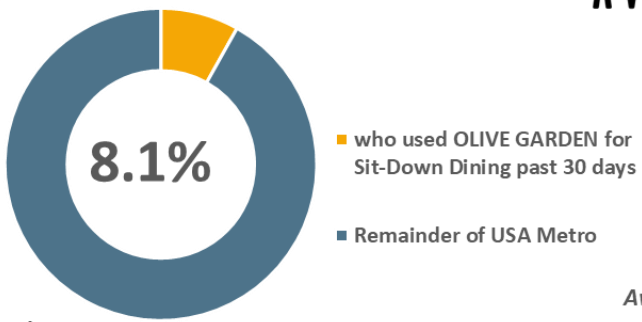
## P18+

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

HUBBARD BROADCASTING INC. HB INC.

8.1% or 21,320,913 of USA Adults 18 or older used OLIVE GARDEN for Sit-Down Dining past 30 days. Typical Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days are 49.3 years old (1.% older than average) and have a $82,685 (7.8% lower than average) annual household income.

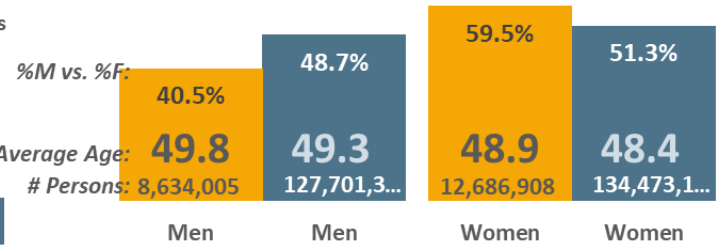
## *Percent of Market:* Adults 18 or older







## *Gender of Target vs. Market:* Adults 18 or older

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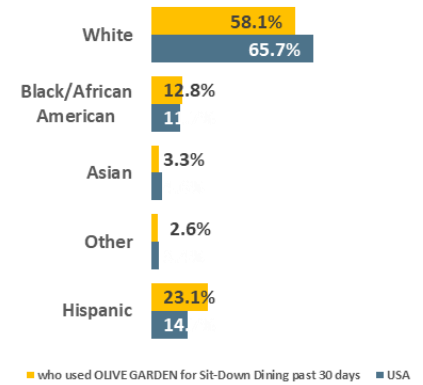
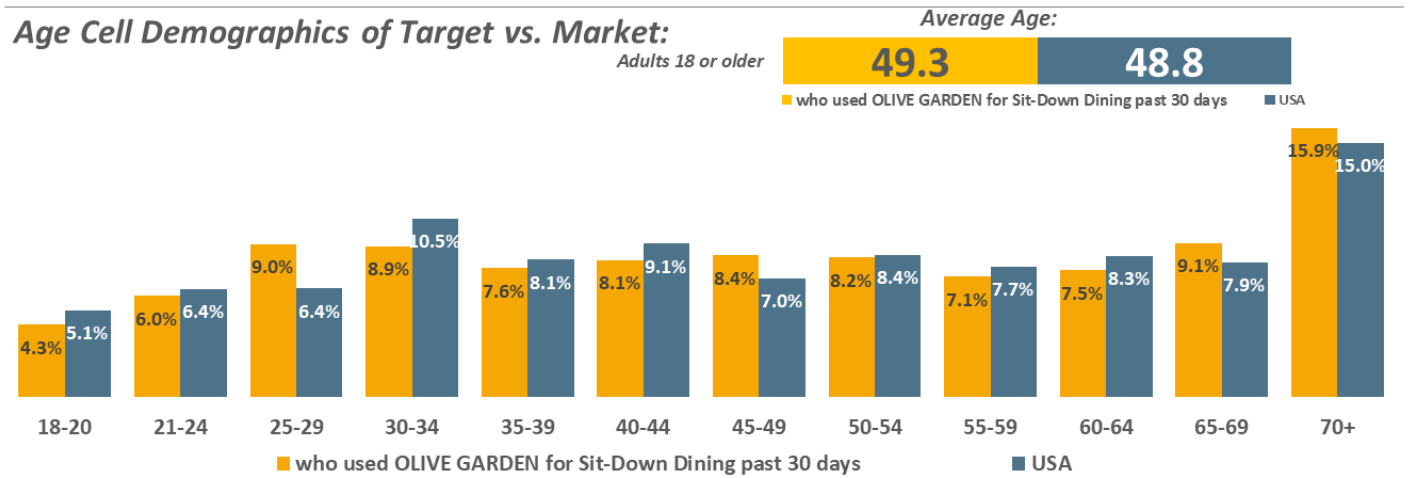
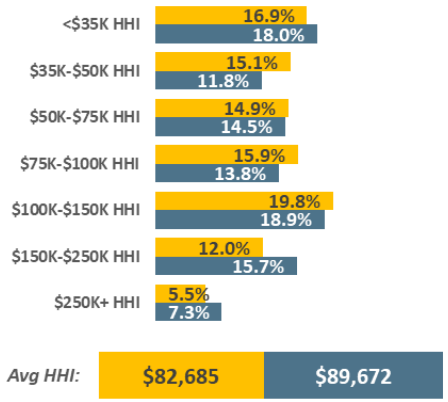



## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592*

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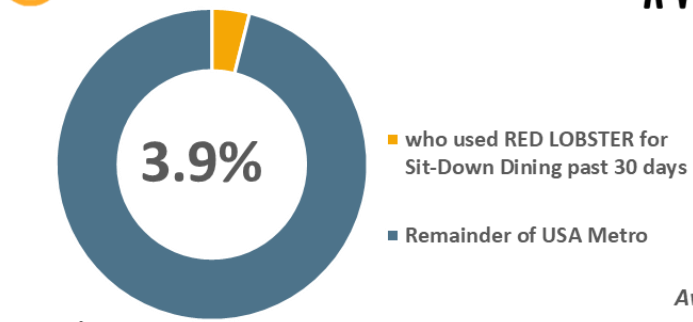
3.9% or 10,248,107 of USA Adults 18 or older used RED LOBSTER for Sit-Down Dining past 30 days.
Typical Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days are 50.6 years old (3.6% older than average) and have a $77,121 (14.% lower than average) annual household income.

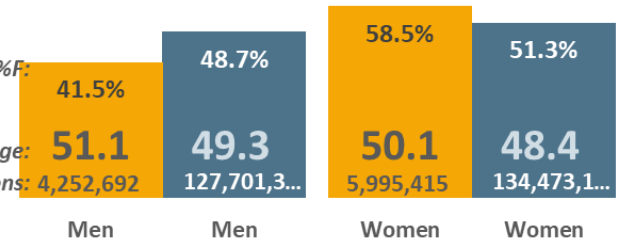
## *Percent of Market:* Adults 18 or older



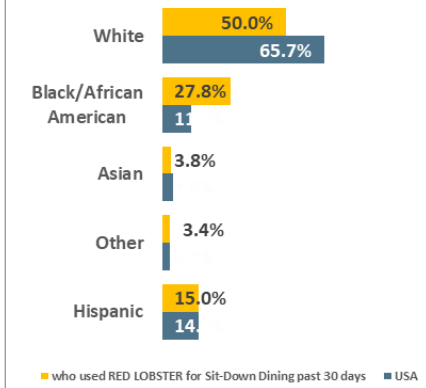

*Total Persons:*



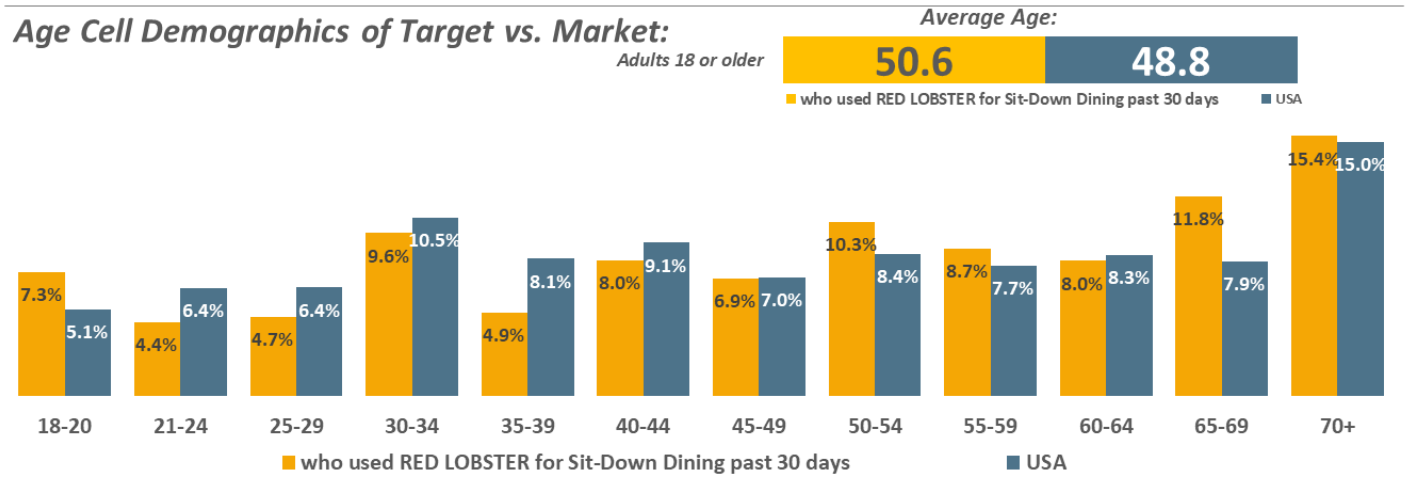

## *Gender of Target vs. Market:* Adults 18 or older



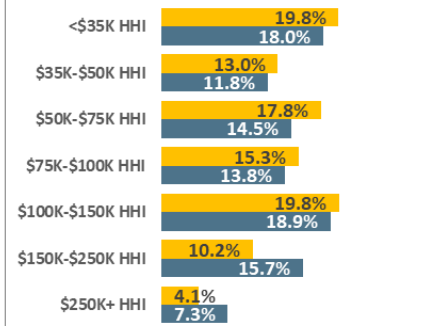

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*Avg HHI:* $77,121 | $89,672

*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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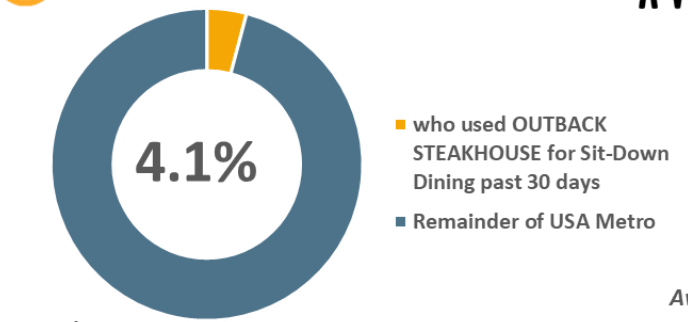
4.1% or 10,771,380 of USA Adults 18 or older used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Typical Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 51.9 years old (6.2% older than average) and have a $96,242 (7.3% higher than average) annual household income.

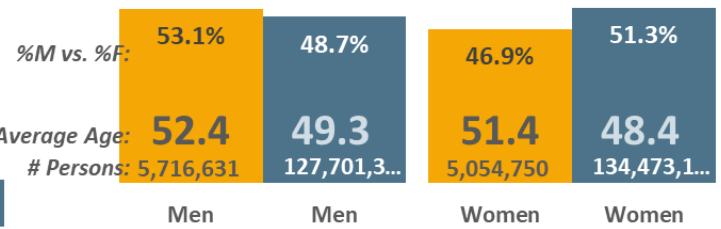
## *Percent of Market:* Adults 18 or older



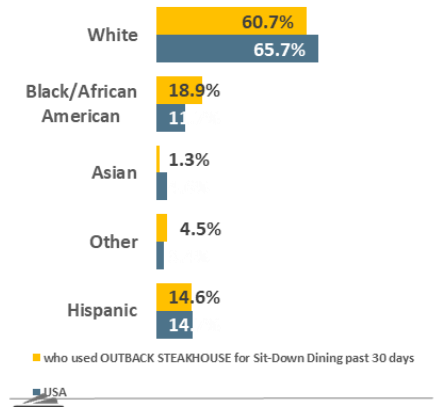

*Total Persons:*



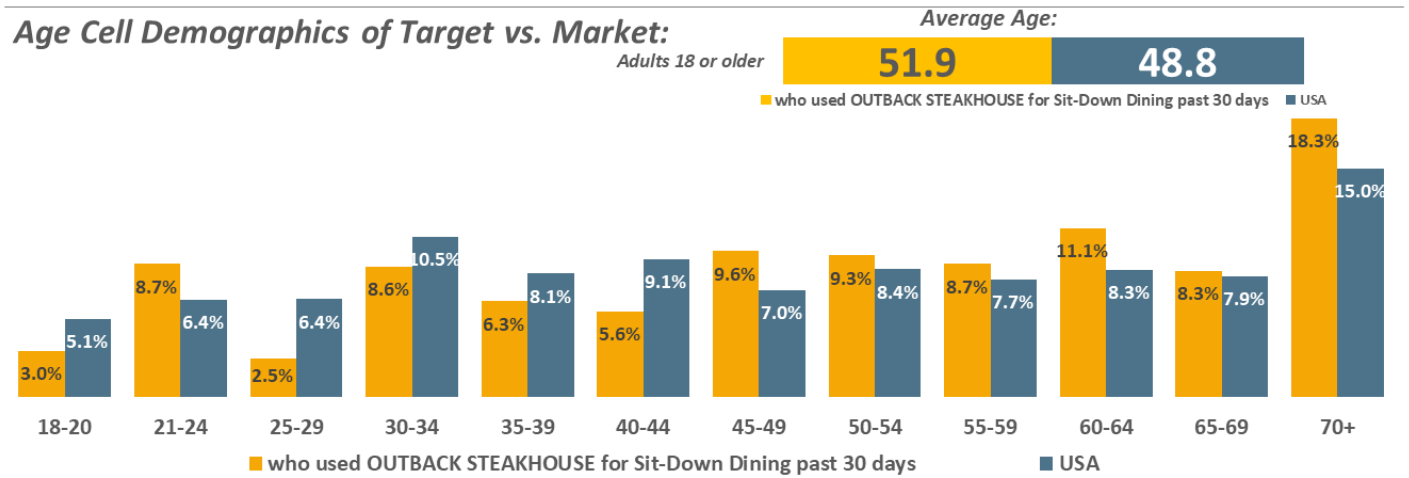

## *Gender of Target vs. Market:* Adults 18 or older



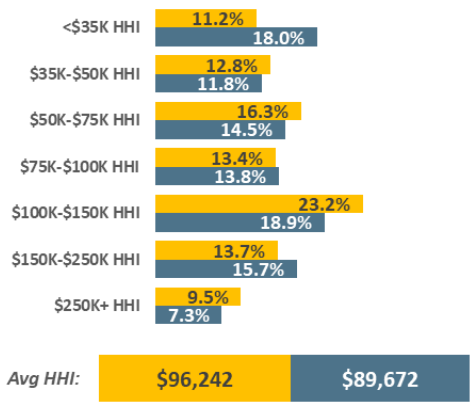

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*Avg HHI:* $96,242 | $89,672

*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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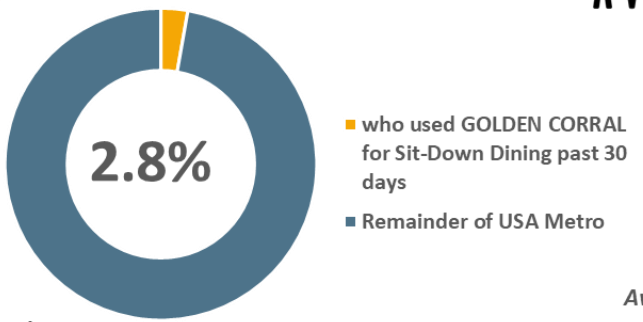
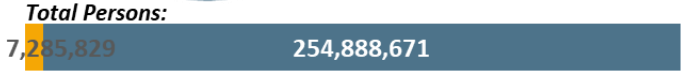
2.8% or 7,285,829 of USA Adults 18 or older used GOLDEN CORRAL for Sit-Down Dining past 30 days.
Typical Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 52.7 years old (7.8% older than average) and have a $61,174 (31.8% lower than average) annual household income.

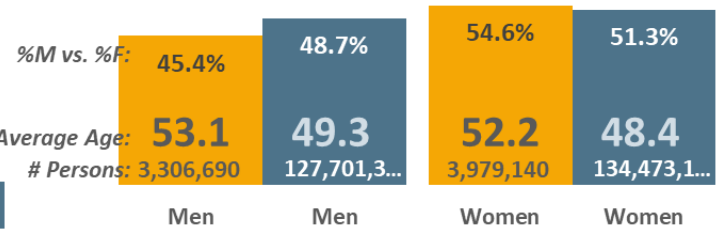
## *Percent of Market:* Adults 18 or older



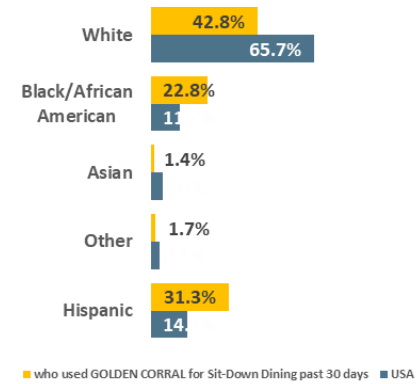

*Total Persons:*



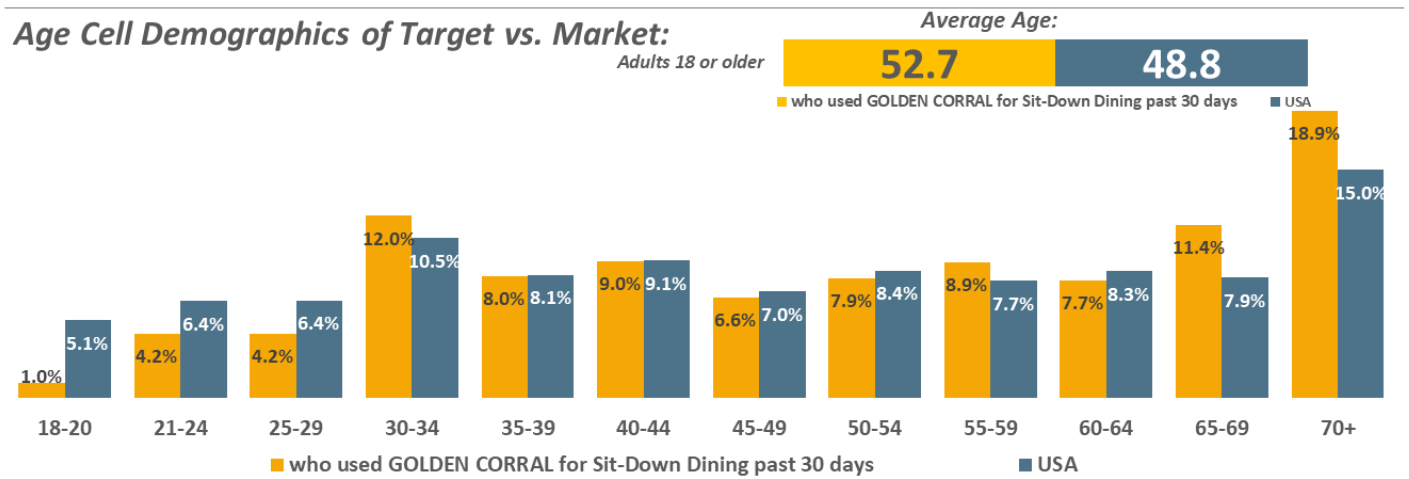

## *Gender of Target vs. Market:* Adults 18 or older



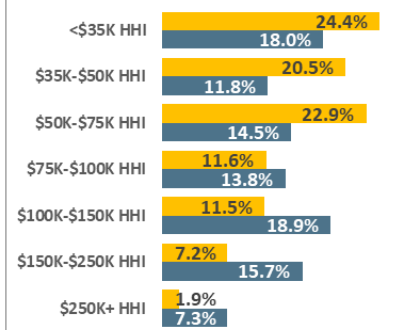

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*Avg HHI:* $61,174 | $89,672

*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592*

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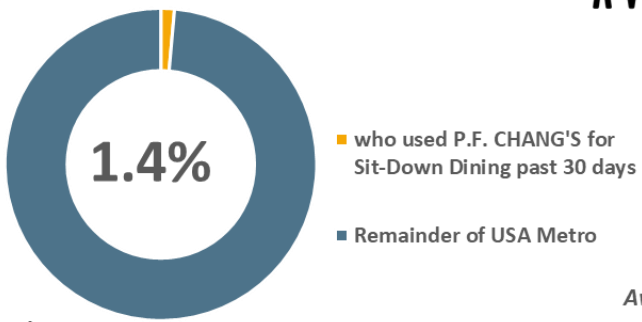
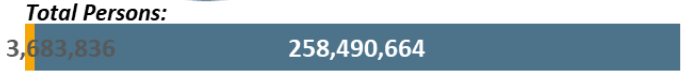
1.4% or 3,683,836 of USA Adults 18 or older used P.F. CHANG'S for Sit-Down Dining past 30 days.
Typical Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days are 49.7 years old (1.7% older than average) and have a $84,645 (5.6% lower than average) annual household income.

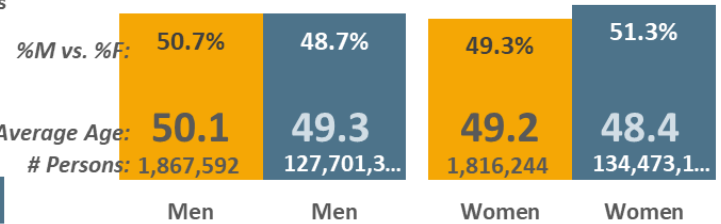
## *Percent of Market:* Adults 18 or older



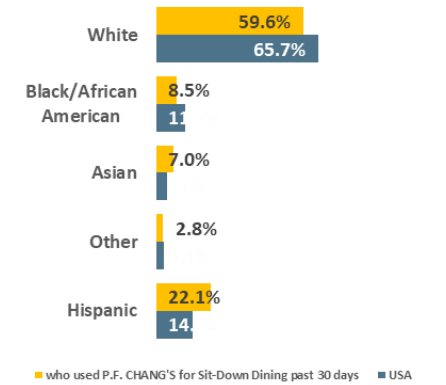

*Total Persons:*



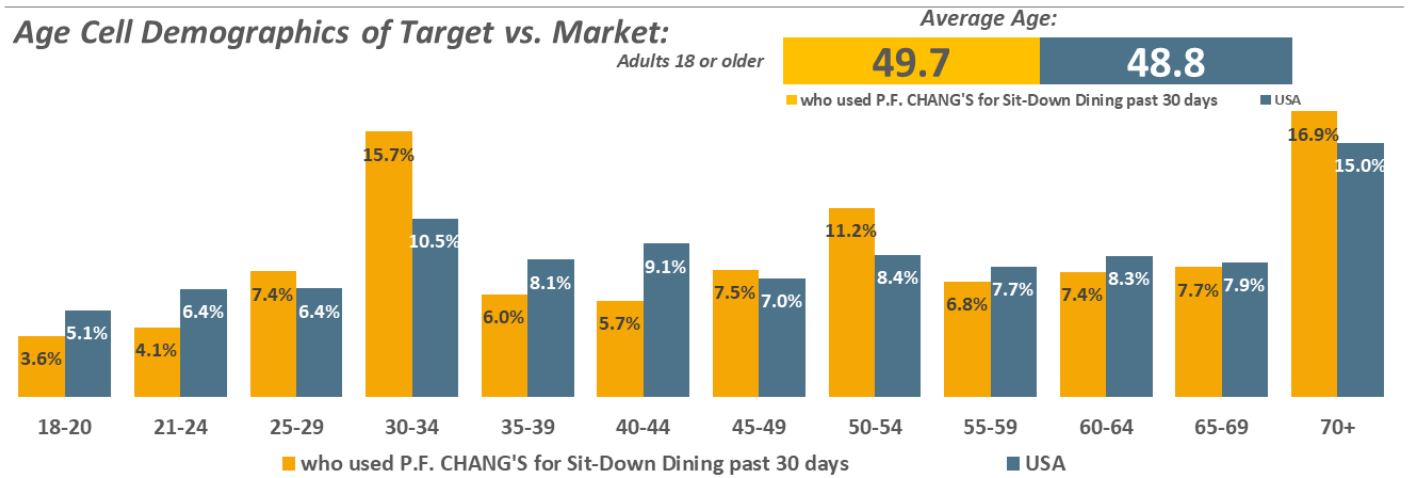

## *Gender of Target vs. Market:* Adults 18 or older



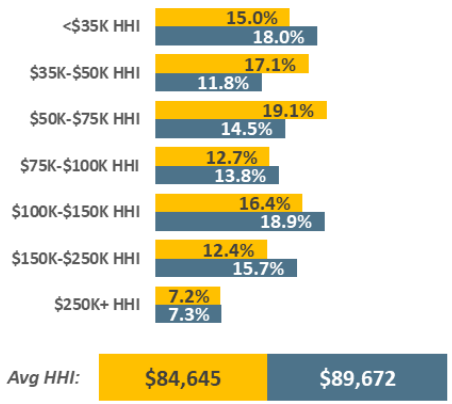

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*Avg HHI:* $84,645 | $89,672

*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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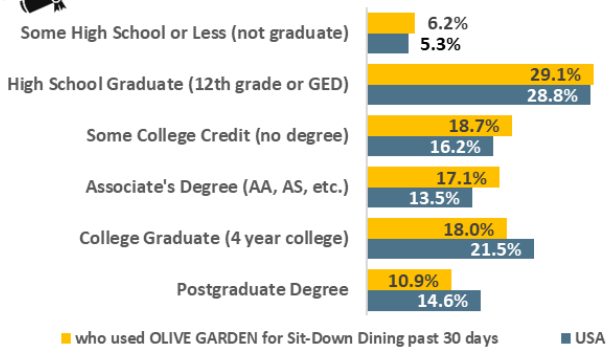
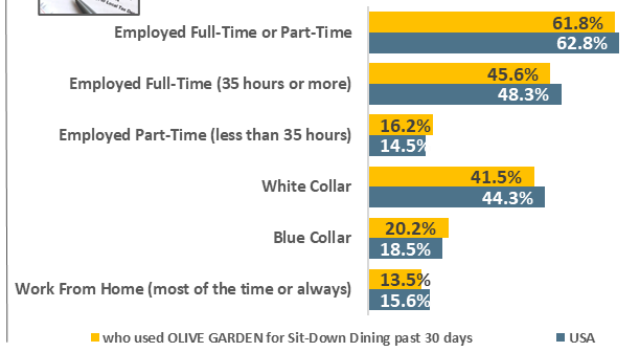
8.1% or 21,320,913 of USA Adults 18 or older used OLIVE GARDEN for Sit-Down Dining past 30 days. Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days are 20.1% less likely to be a college graduate, 5.5% less likely to work full-time, 2.1% more likely to be married, 9.5% more likely to be a parent of 1 or more children under 18.

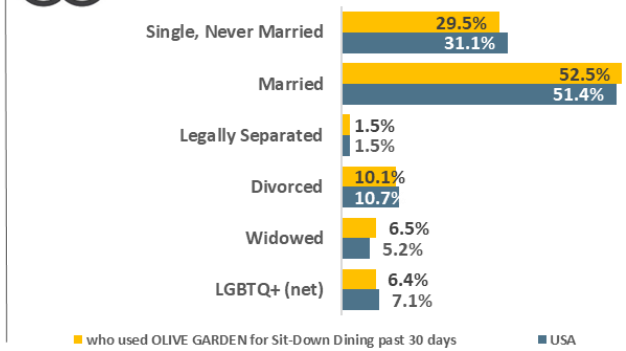
## *Education Levels:* Adults 18 or older



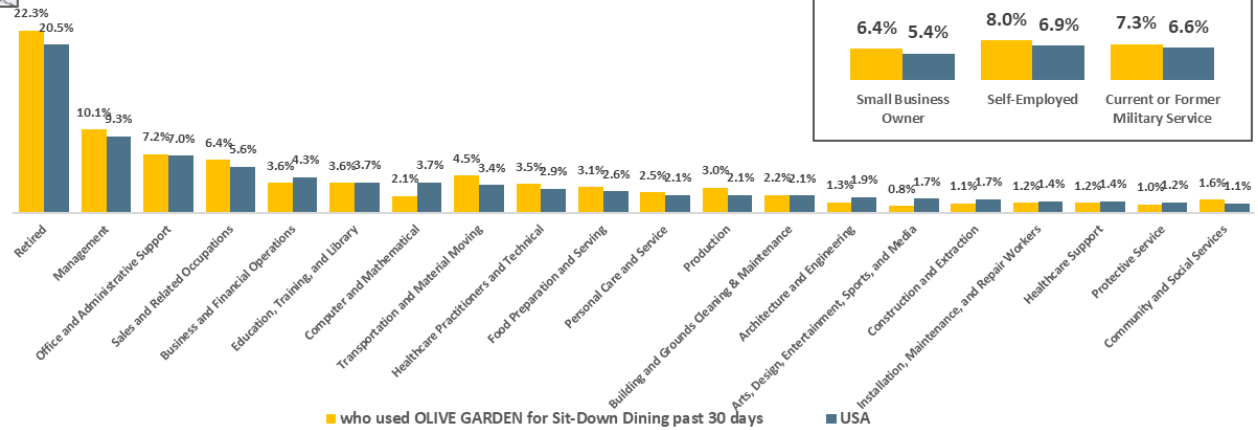

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



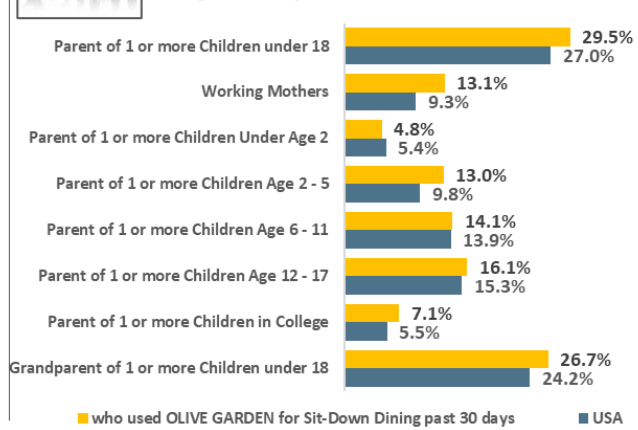

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

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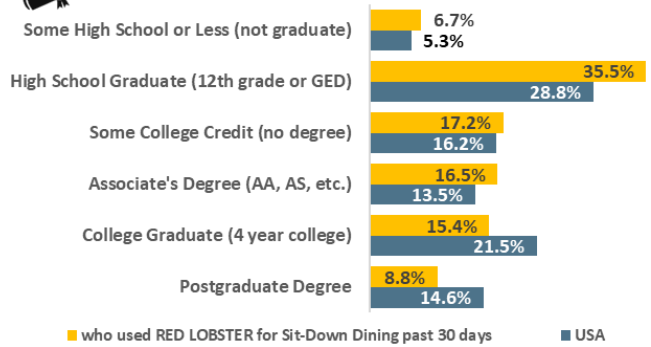
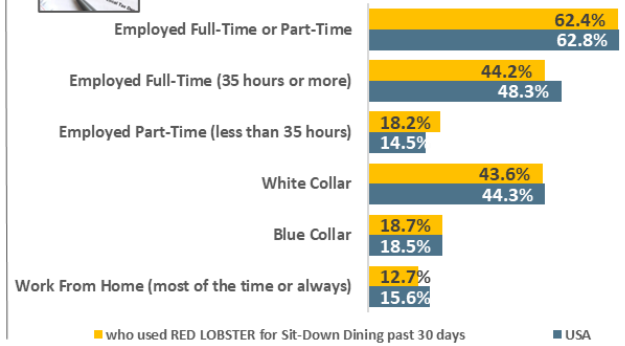
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.9% or 10,248,107 of USA Adults 18 or older used RED LOBSTER for Sit-Down Dining past 30 days. Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days are 33.1% less likely to be a college graduate, 8.5% less likely to work full-time, 11.1% less likely to be married, 8.8% less likely to be a parent of 1 or more children under 18.

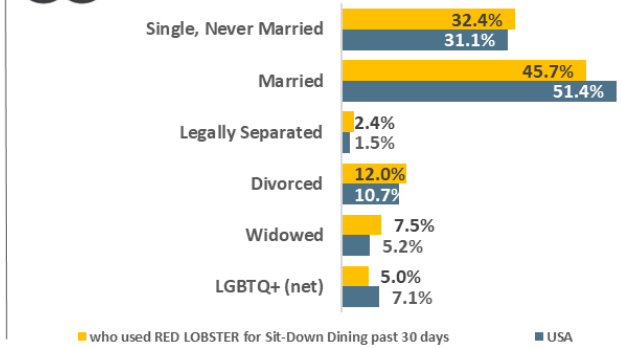
## *Education Levels:* Adults 18 or older



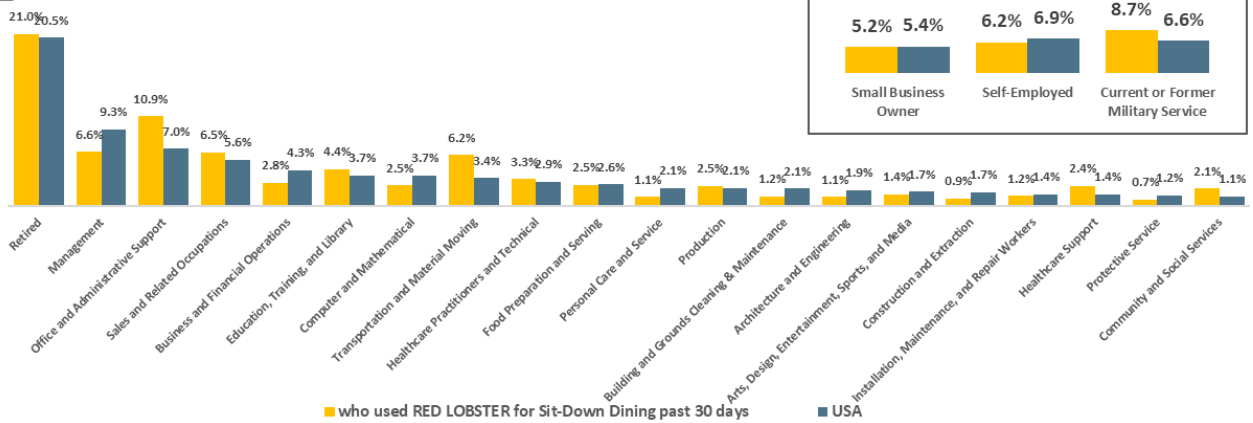

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



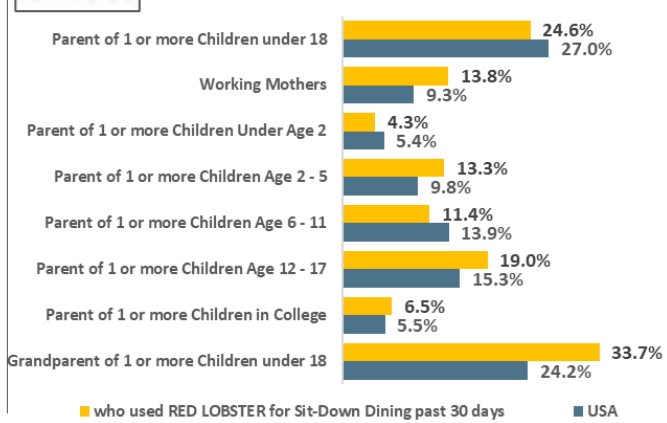

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

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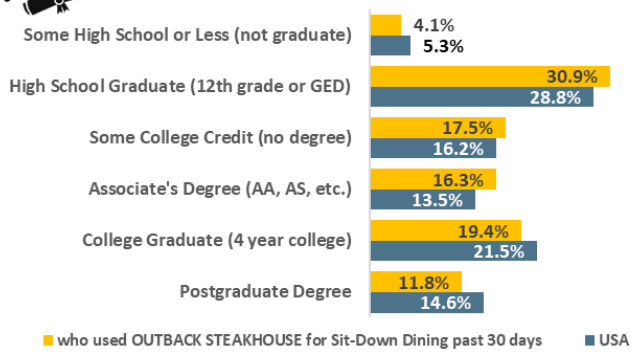
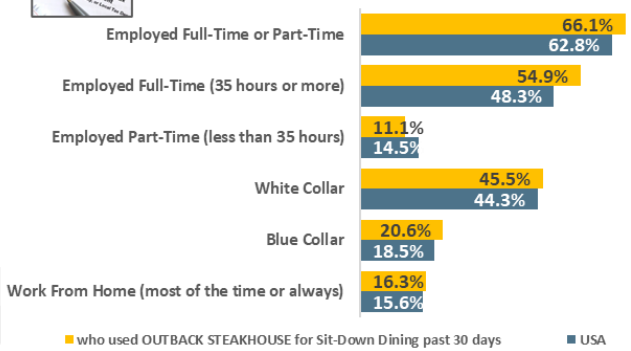
4.1% or 10,771,380 of USA Adults 18 or older used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 13.5% less likely to be a college graduate, 13.8% more likely to work full-time, 8.4% more likely to be married, 1.2% less likely to be a parent of 1 or more children unde

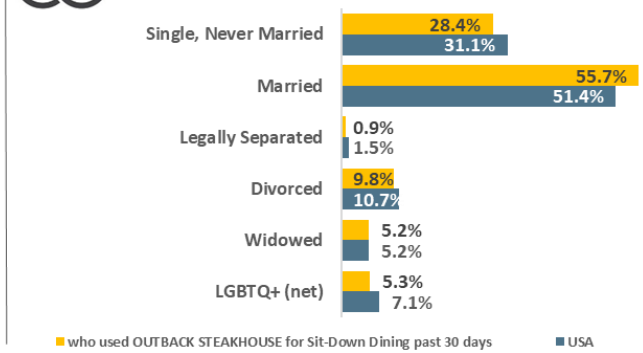
## *Education Levels:* Adults 18 or older



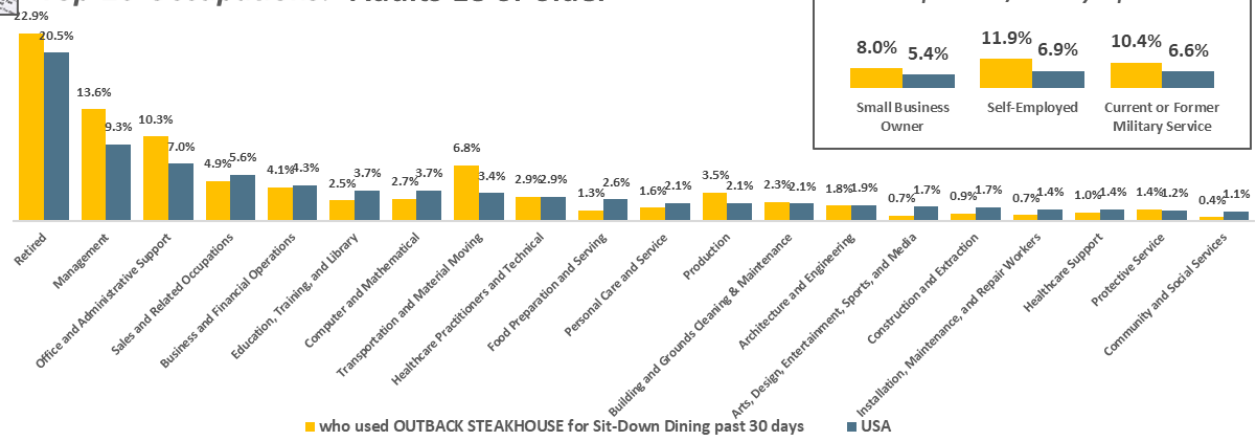

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



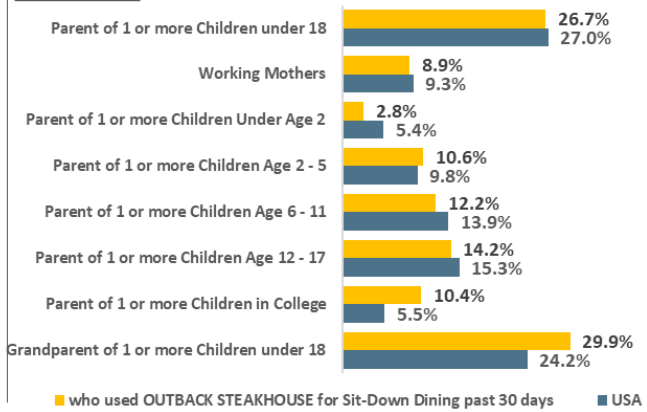

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older

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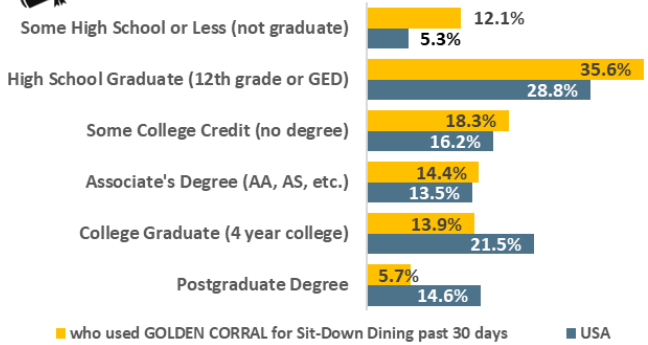
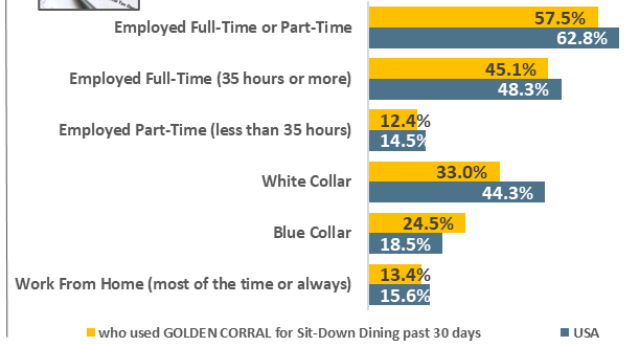
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

2.8% or 7,285,829 of USA Adults 18 or older used GOLDEN CORRAL for Sit-Down Dining past 30 days. Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 45.9% less likely to be a college graduate, 6.7% less likely to work full-time, 3.6% less likely to be married, 4.4% more likely to be a parent of 1 or more children under 18.

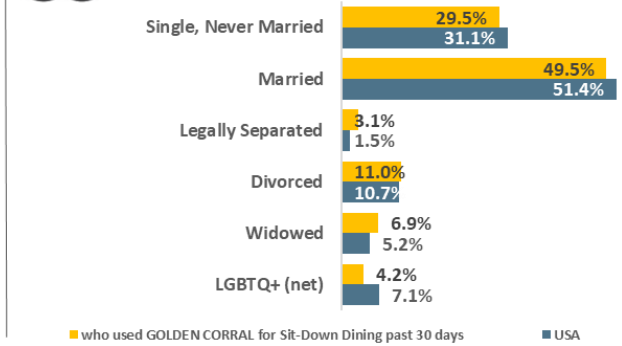
## Education Levels: Adults 18 or older



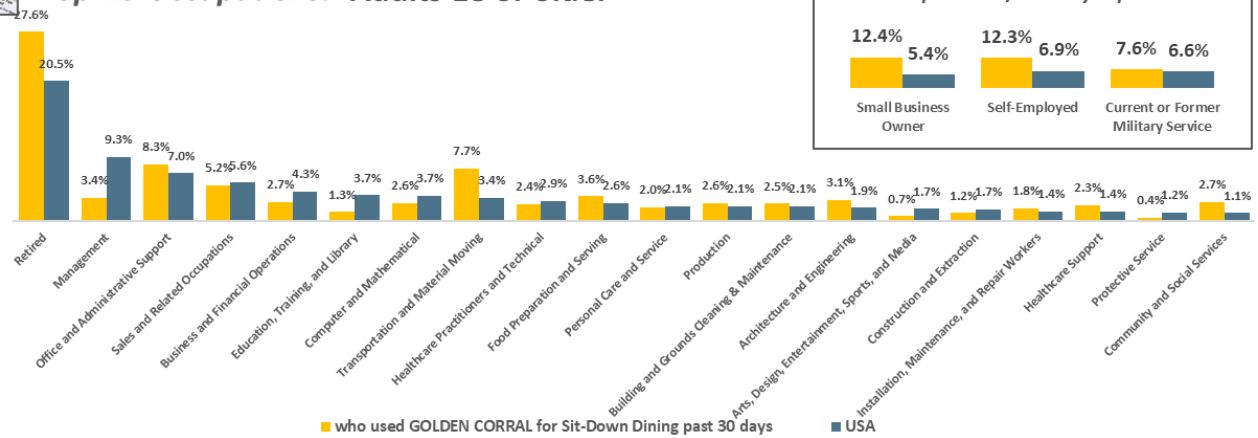

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



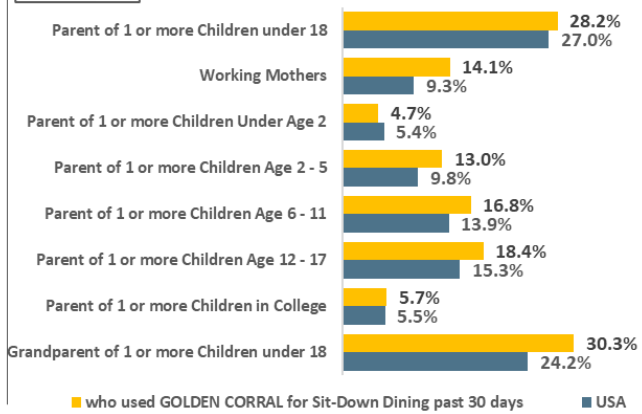

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592*

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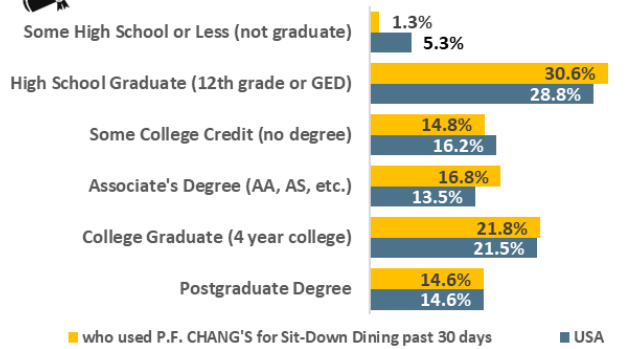
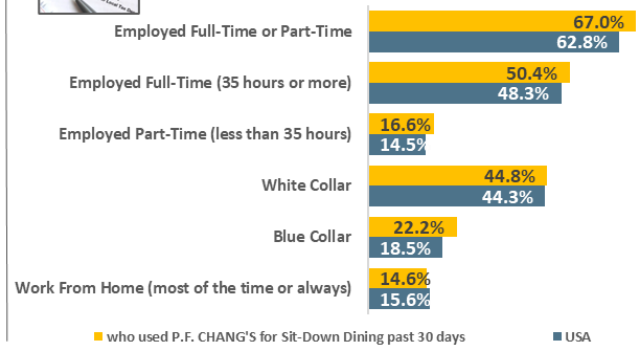
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

1.4% or 3,683,836 of USA Adults 18 or older used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days are 1.% more likely to be a college graduate, 4.3% more likely to work full-time, 7.3% less likely to be married, 5.% less likely to be a parent of 1 or more children under 18.

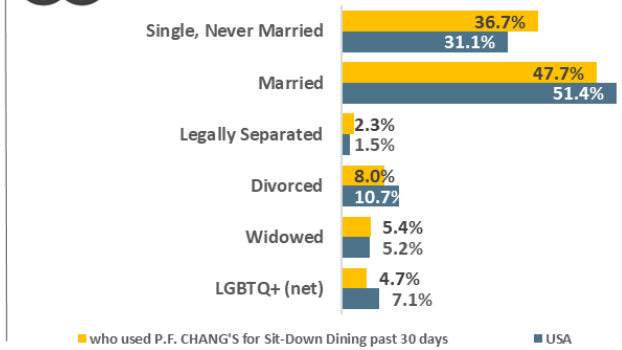
## Education Levels: Adults 18 or older



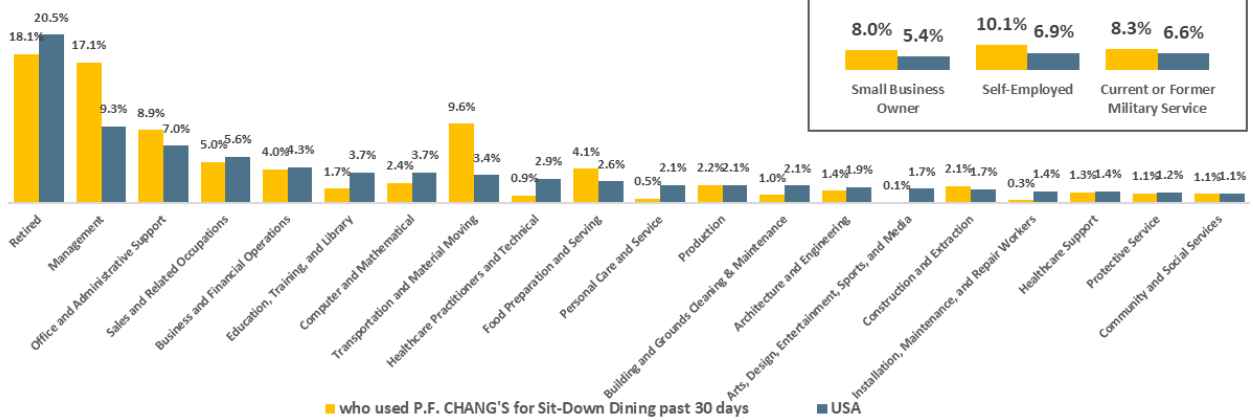

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



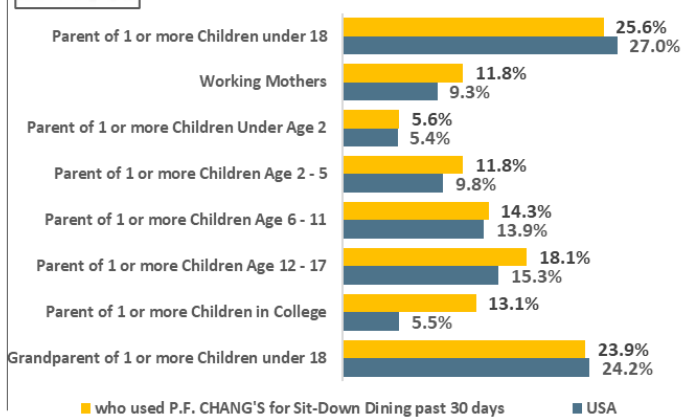

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592

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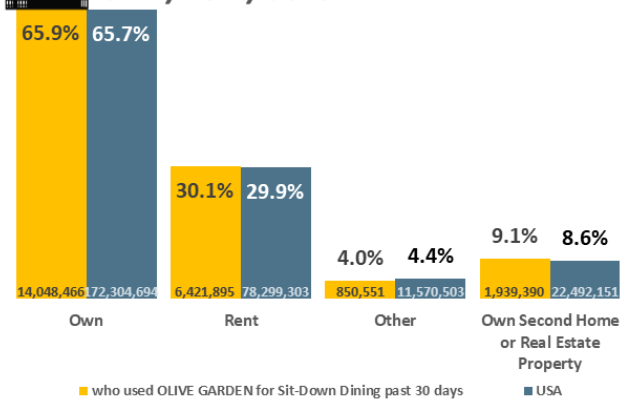
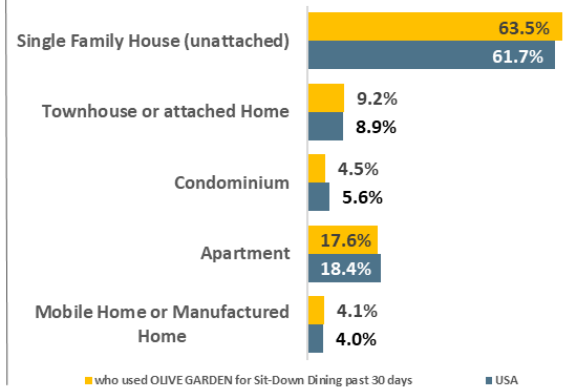
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

8.1% or 21,320,913 of USA Adults 18 or older used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days are .3% more likely to own their home, 8.% more likely to own a lower valued home, 3.% more likely to have a single-family home, 18.1% more likely to have a dog.

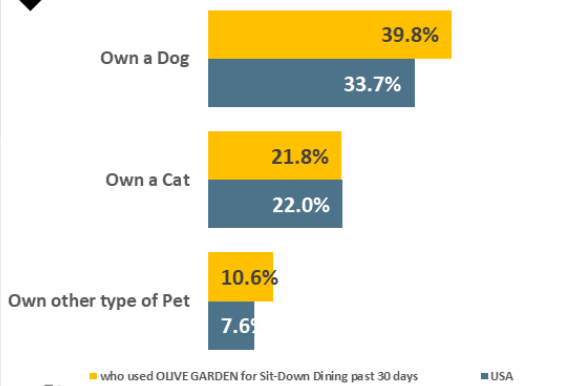
## *Own/Rent/Other:* Adults 18 or older



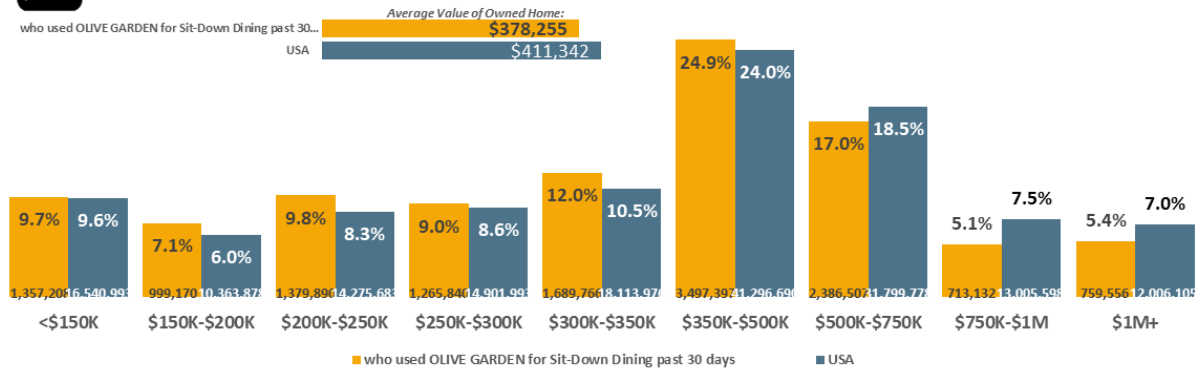

## *Type of Home:* Adults 18 or older



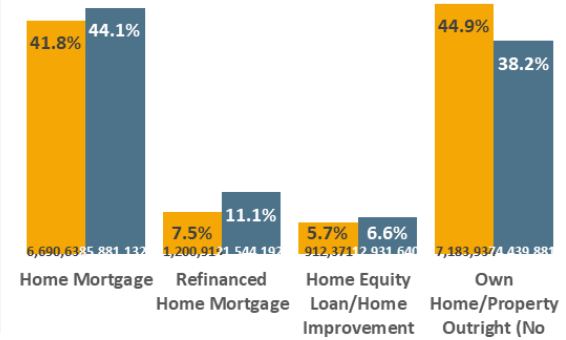

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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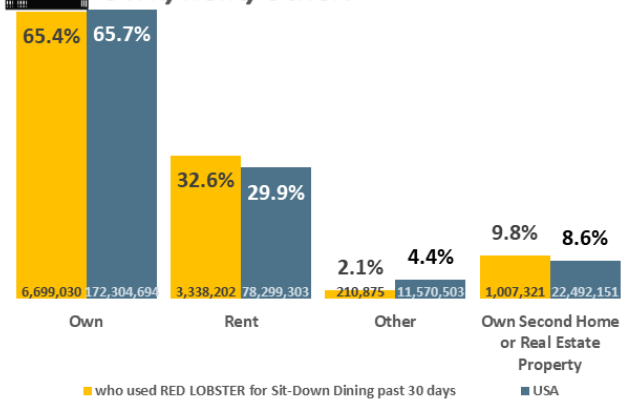
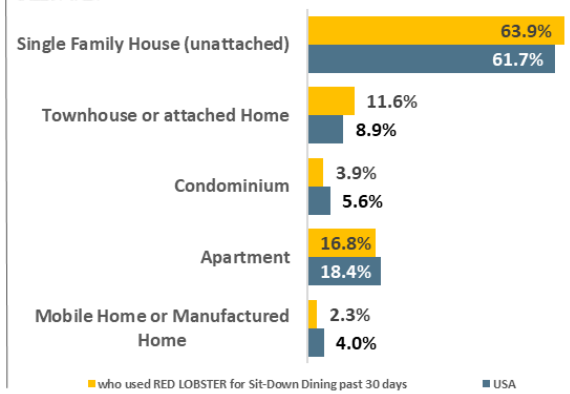
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

3.9% or 10,248,107 of USA Adults 18 or older used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days are .5% less likely to own their home, 12.5% more likely to own a lower valued home, 3.6% more likely to have a single-family home, 12.7% less likely to have a dog.

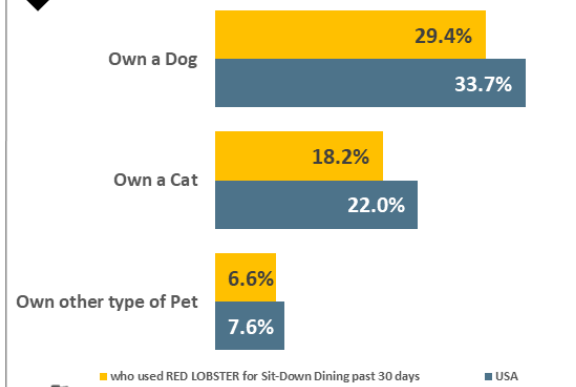
## *Own/Rent/Other:* Adults 18 or older



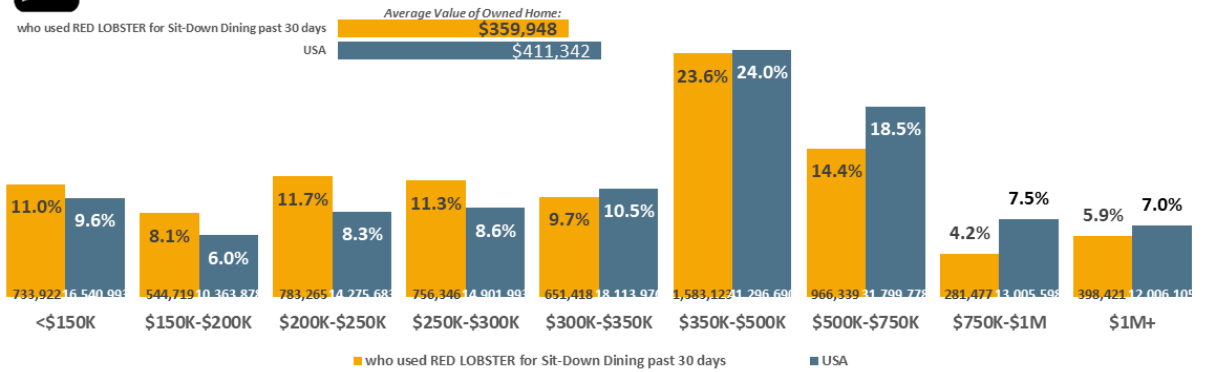

## *Type of Home:* Adults 18 or older



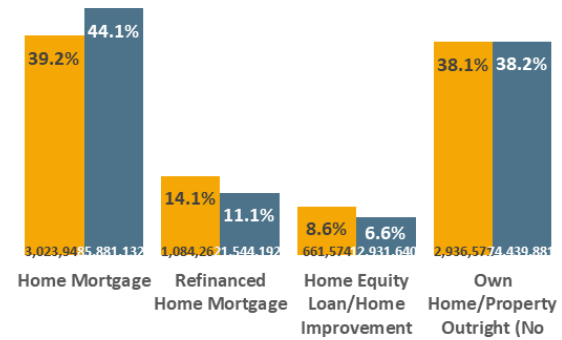

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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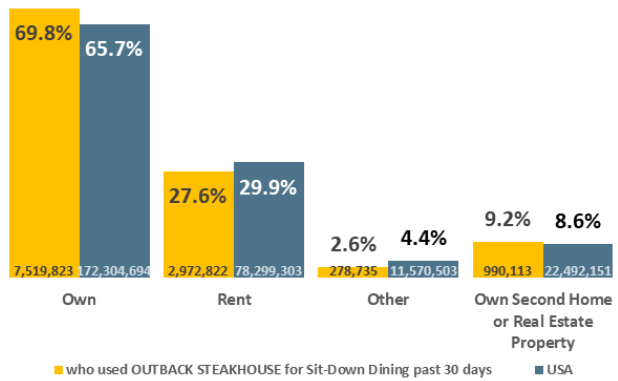
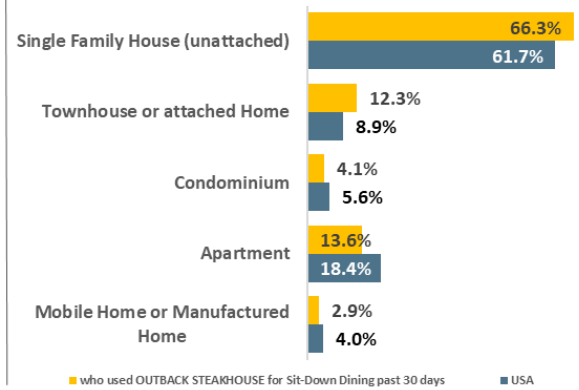
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

4.1% or 10,771,380 of USA Adults 18 or older used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 6.2% more likely to own their home, .5% more likely to own a lower valued home, 7.5% more likely to have a single-family home, 8.3% more likely to have a dog.

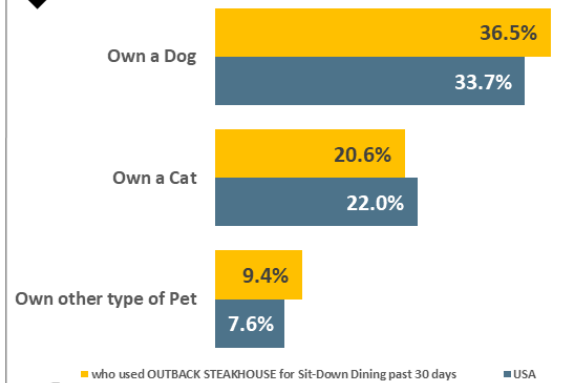
## *Own/Rent/Other:* Adults 18 or older



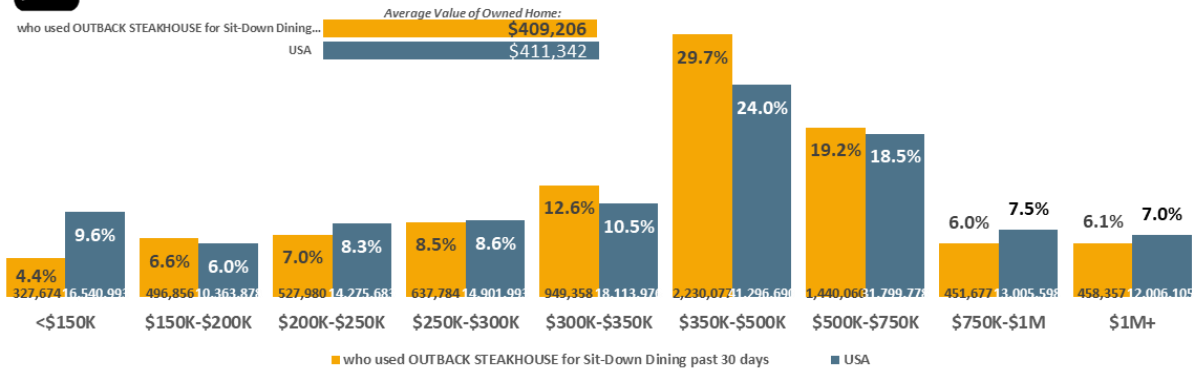

## *Type of Home:* Adults 18 or older



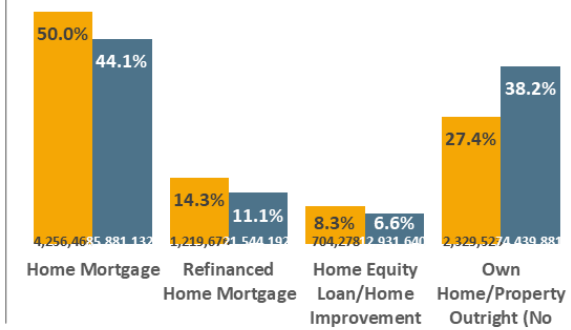

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592*

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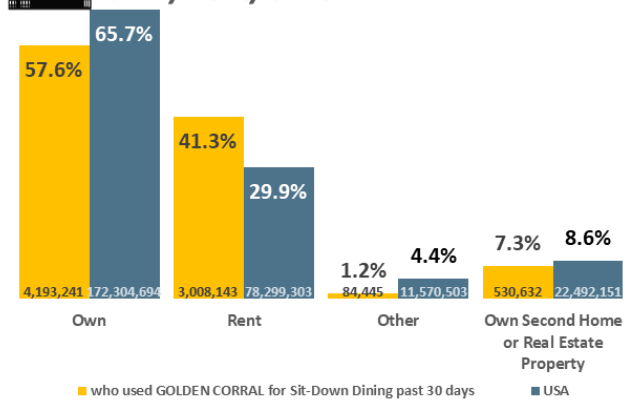
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

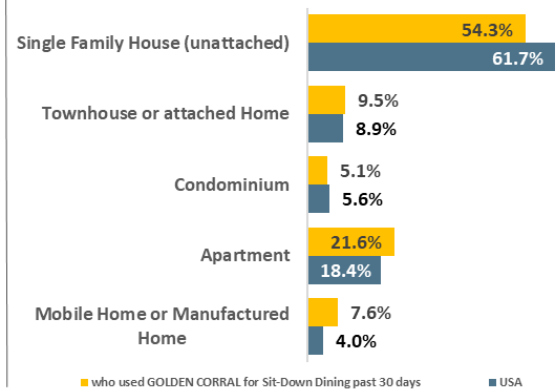
*Sit-down restaurants used past 30 days: Outback Steakhouse*

2.8% or 7,285,829 of USA Adults 18 or older used GOLDEN CORRAL for Sit-Down Dining past 30 days. Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 12.4% less likely to own their home, 34.6% more likely to own a lower valued home, 12.% less likely to have a single-family home, .3% less likely to have a dog.

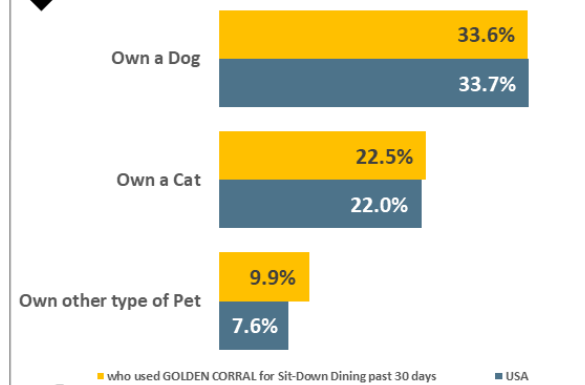
## *Own/Rent/Other:* Adults 18 or older



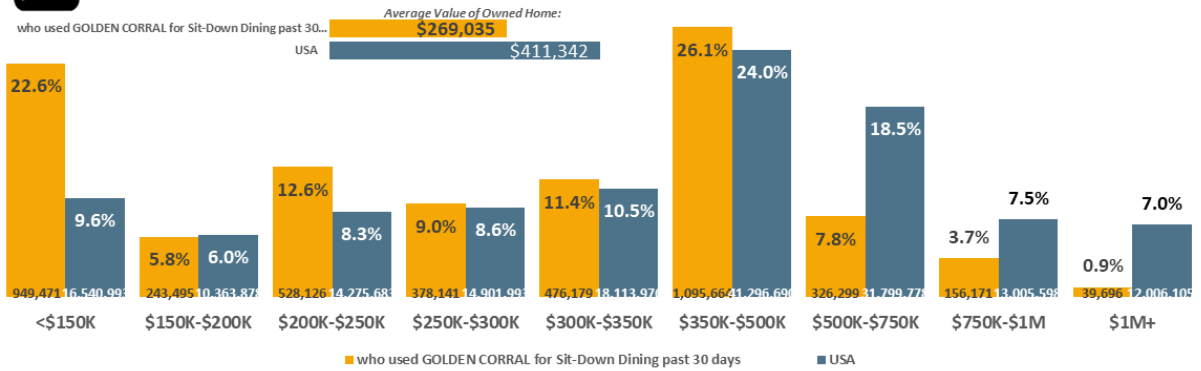

## *Type of Home:* Adults 18 or older



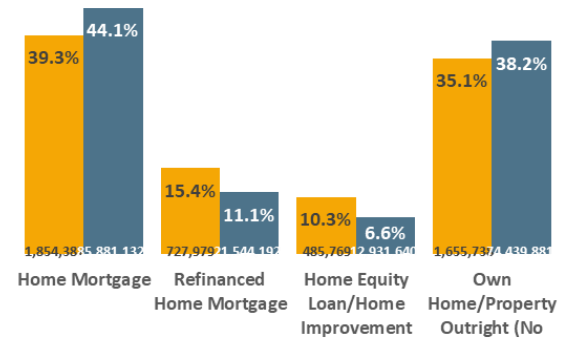

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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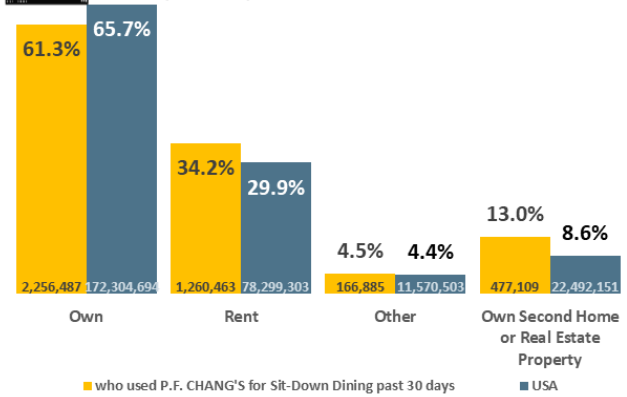
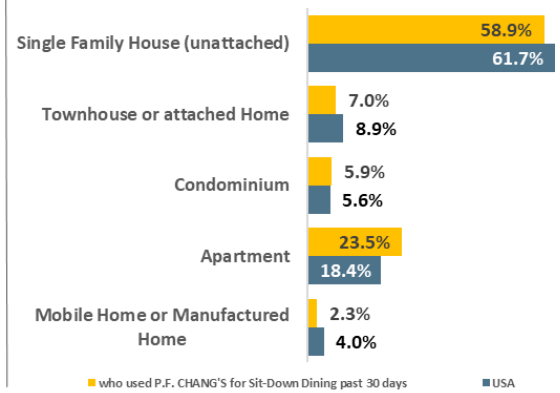
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

1.4% or 3,683,836 of USA Adults 18 or older used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days are 6.8% less likely to own their home, 7.3% more likely to own a higher valued home, 4.6% less likely to have a single-family home, 13.% more likely to have a dog.

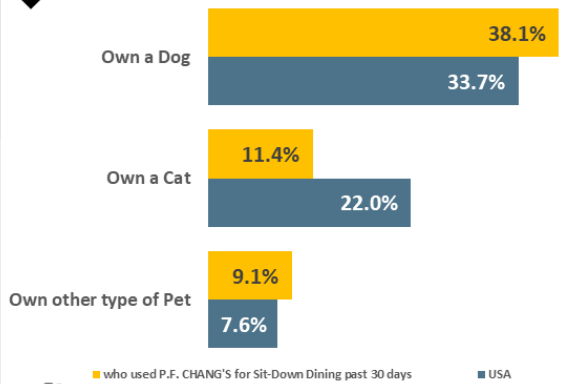
## *Own/Rent/Other:* Adults 18 or older



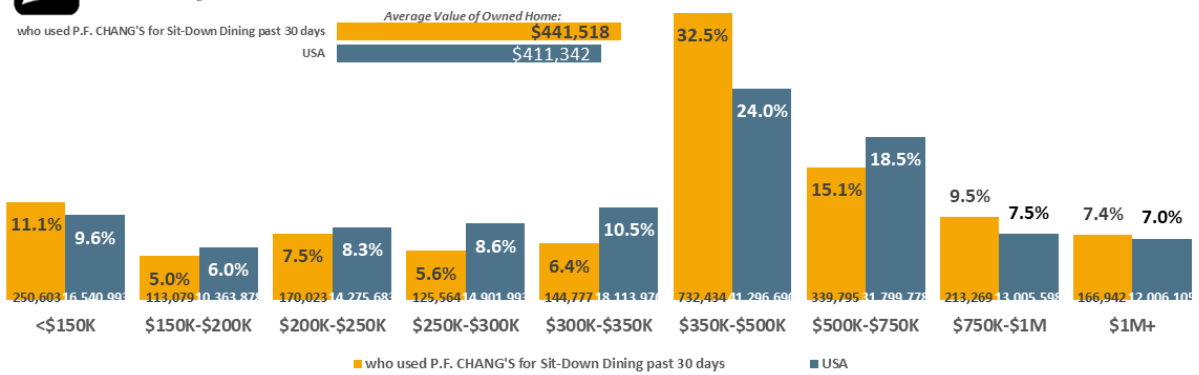

## *Type of Home:* Adults 18 or older



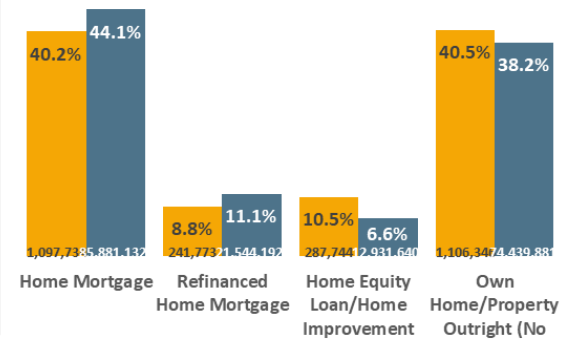

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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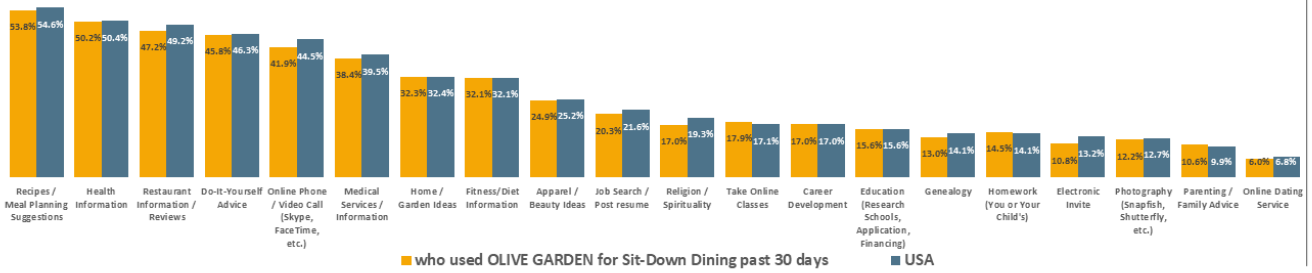
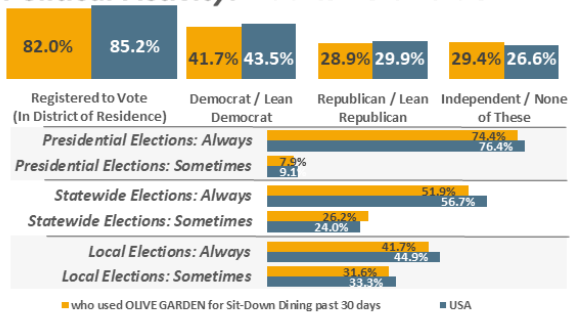
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

8.1% or 21,320,913 of USA Adults 18 or older used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days are 1.1% less likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 11.4% more likely to belong to a gym, 11.% more likely to fly domestic past y

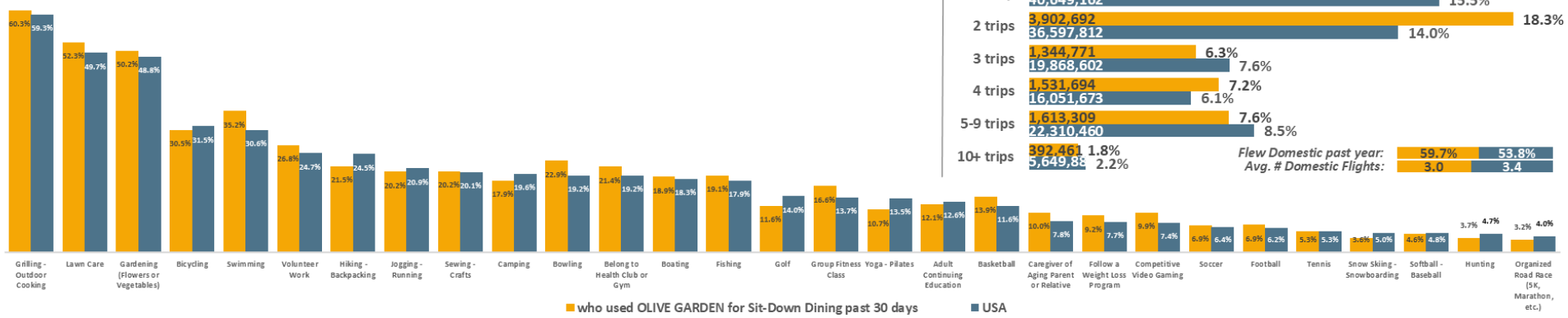
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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

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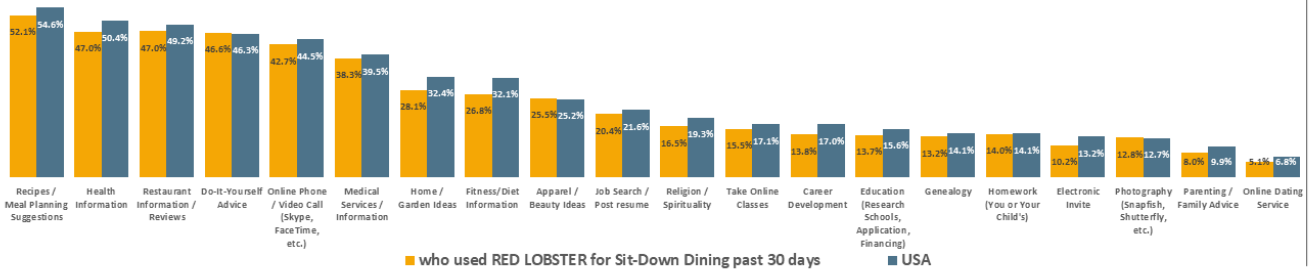
*Sit-down restaurants used past 30 days: Olive Garden*

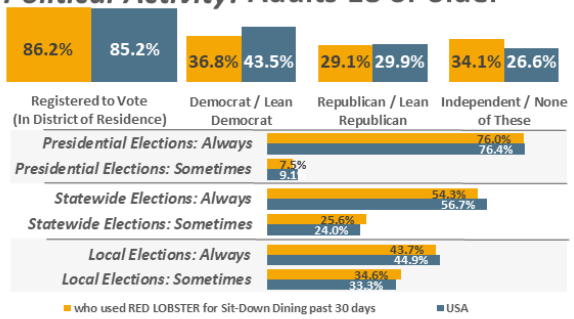
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.9% or 10,248,107 of USA Adults 18 or older used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days are .7% more likely to look up D-I-Y advice online, 2.6% less likely to always vote in local elections, 7.2% less likely to belong to a gym, 6.9% more likely to fly domestic past yr.

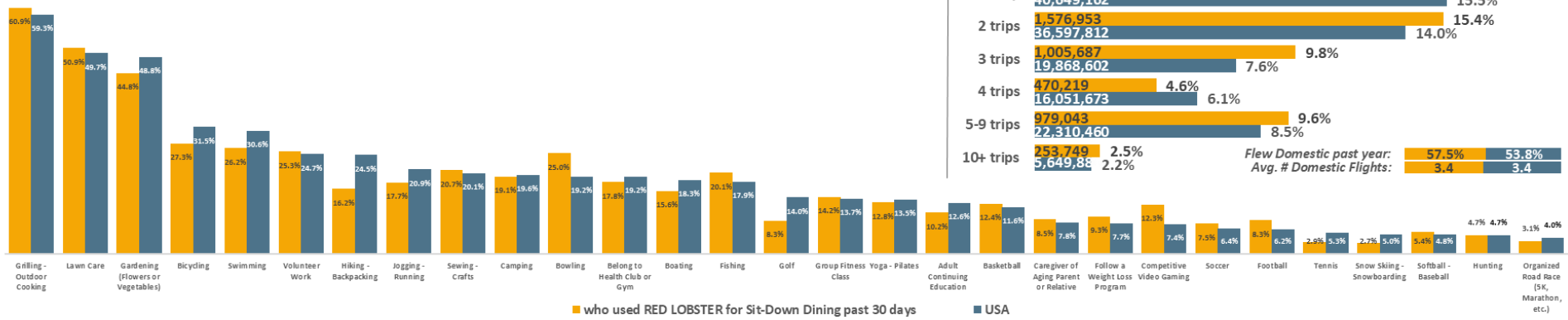
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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: Feb23-Apr24 Qual Intab 3,592*

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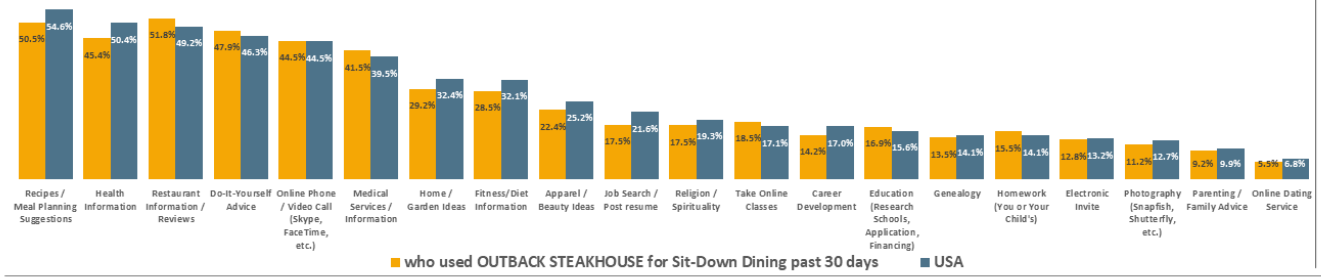
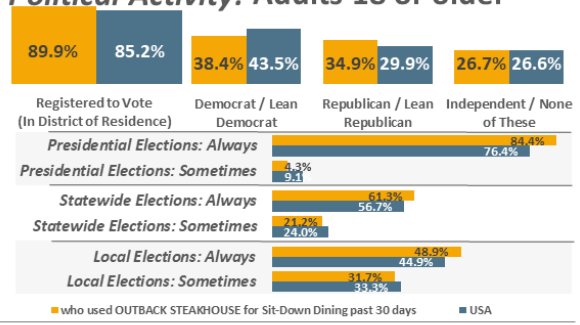
4.1% or 10,771,380 of USA Adults 18 or older used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 3.4% more likely to look up D-I-Y advice online, 9.% more likely to always vote in local elections, 4.1% more likely to belong to a gym, 8.7% more likely to fly domestic p

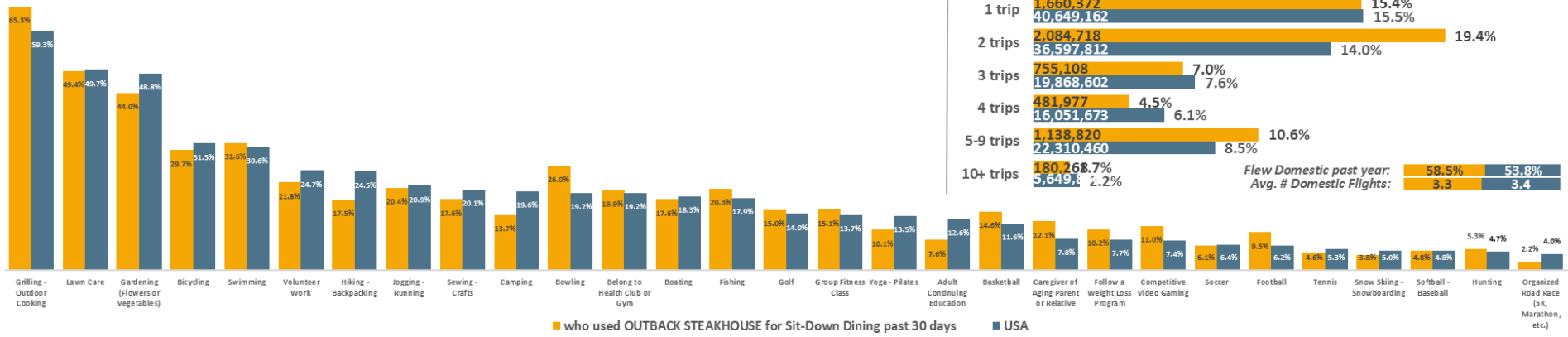
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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

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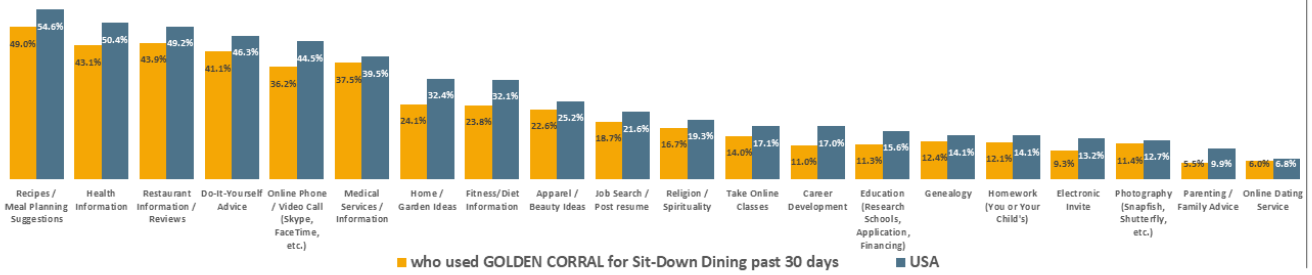
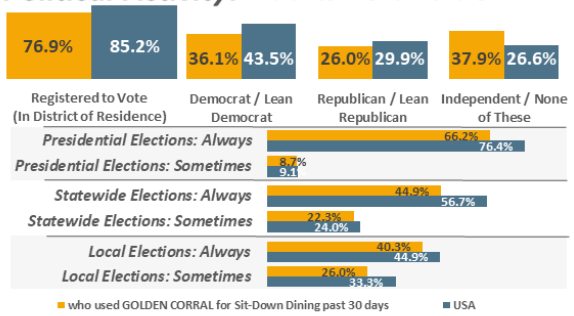
*Sit-down restaurants used past 30 days: Outback Steakhouse*

2.8% or 7,285,829 of USA Adults 18 or older used GOLDEN CORRAL for Sit-Down Dining past 30 days. Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 11.3% less likely to look up D-I-Y advice online, 10.1% less likely to always vote in local elections, 8.6% more likely to belong to a gym, 11.9% less likely to fly domestic pa

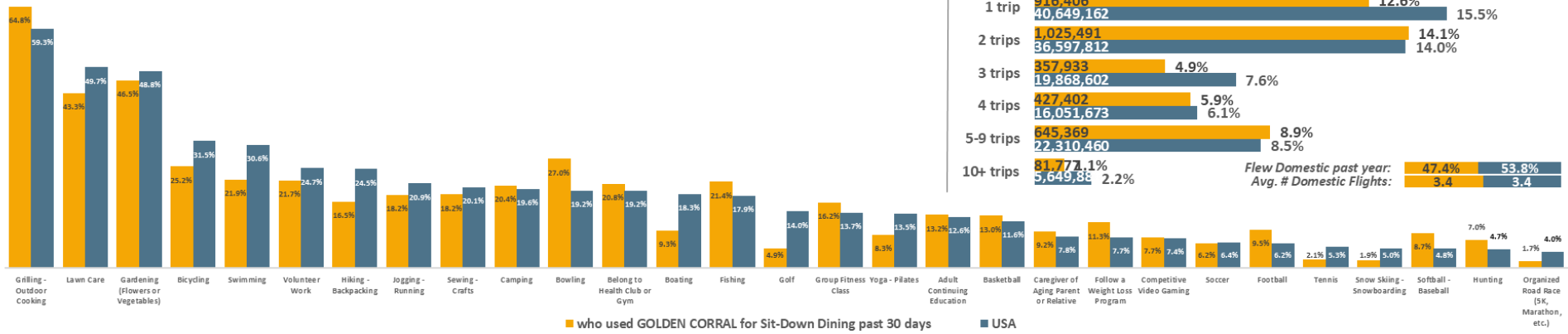
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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: Feb23-Apr24 Qual Intab 3,592*

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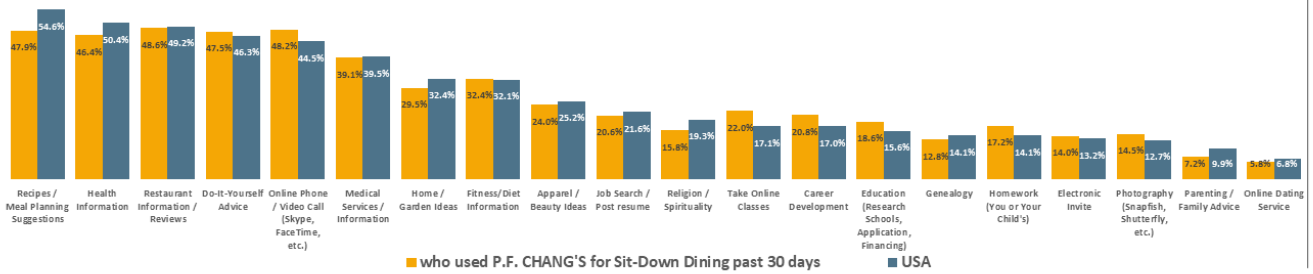
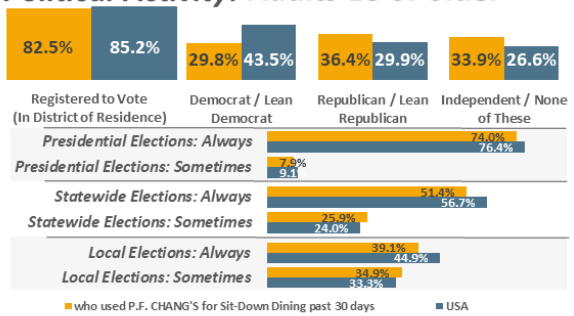
1.4% or 3,683,836 of USA Adults 18 or older used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days are 2.6% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 25.% more likely to belong to a gym, 38.6% more likely to fly domestic past

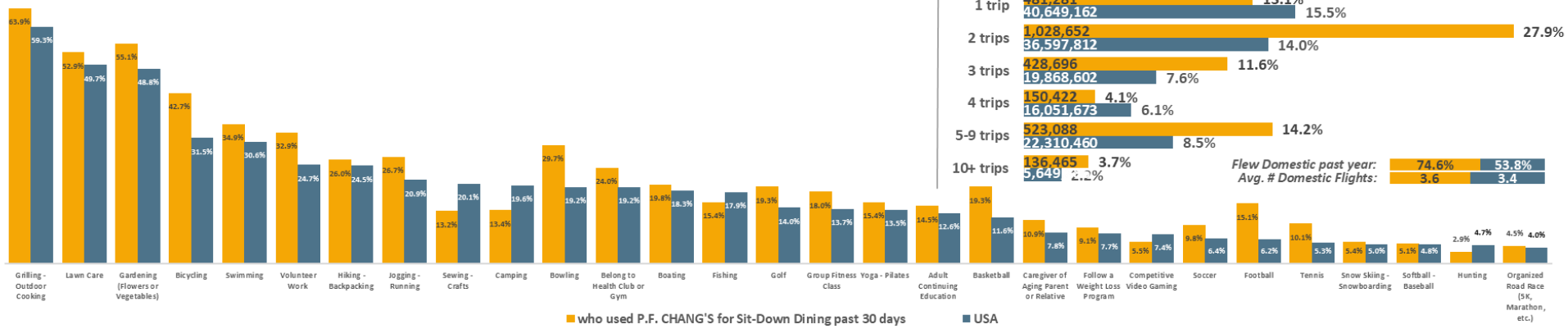
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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

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*Sit-down restaurants used past 30 days: P.F. Chang's*

8.1% or 21,320,913 of USA Adults 18 or older used OLIVE GARDEN for Sit-Down Dining past 30 days. Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days are 10.7% more likely to use QSRs past mo., 31.5% more likely to use Sit-Down Restaurants past mo., 41.8% more likely to use Casinos past yr., 14.% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 98.2% 20,930,98 2 | 88.7% 36

*Avg. Monthly QSR Meals:* 9.0 | 6.4

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% 21,320,91 3 | 76.1% 18

*Avg. Monthly Sit-Down Restaurant Meals:* 5.7 | 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used OLIVE GARDEN for Sit-Down Dining past 30...* 5,139,502 24.1%

*USA* 17.4%

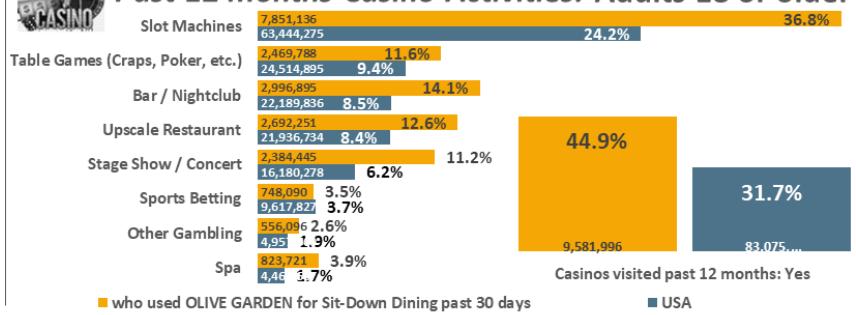
## *Drank Past 30-days:* Adults 18 or older





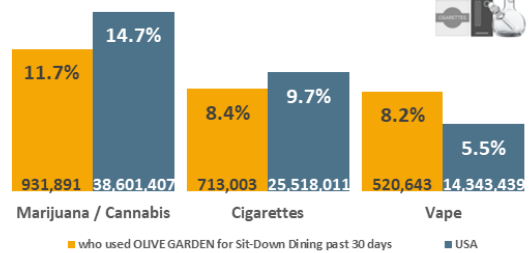

## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.9% or 10,248,107 of USA Adults 18 or older used RED LOBSTER for Sit-Down Dining past 30 days. Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days are 11.3% more likely to use QSRs past mo., 31.5% more likely to use Sit-Down Restaurants past mo., 49.% more likely to use Casinos past yr., 48.1% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 98.7% 10,117,30 2 | 88.7% 36

*Avg. Monthly QSR Meals:* 9.9 | 8.4

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% 10,248,10 7 | 76.1% 18

*Avg. Monthly Sit-Down Restaurant Meals:* 6.7 | 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used RED LOBSTER for Sit-Down Dining past 30 days* 2,823,492 27.6%

*USA* 17.4%

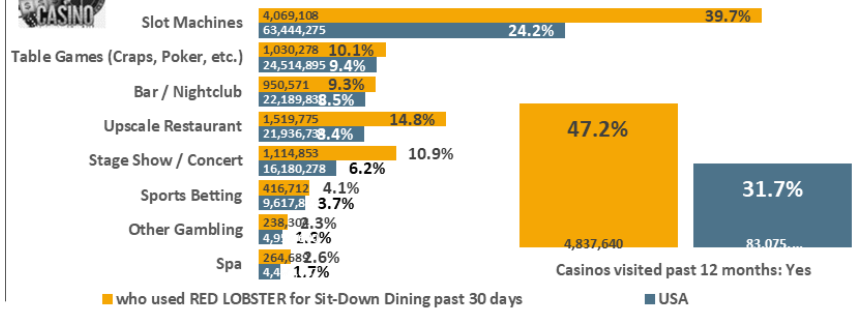
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older



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*Sit-down restaurants used past 30 days: Red Lobster*

OUTBACK STEAKHOUSE®

4.1% or 10,771,380 of USA Adults 18 or older used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 8.3% more likely to use QSRs past mo., 31.5% more likely to use Sit-Down Restaurants past mo., 44.4% more likely to use Casinos past yr., 14.9% more likely to smoke cigare

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*




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






*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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



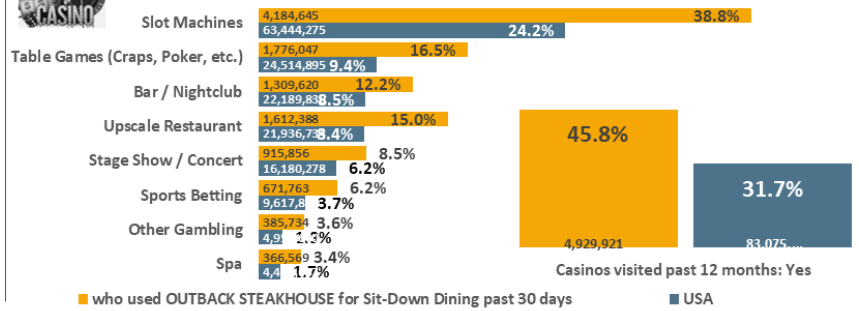

## *Drank Past 30-days:* Adults 18 or older





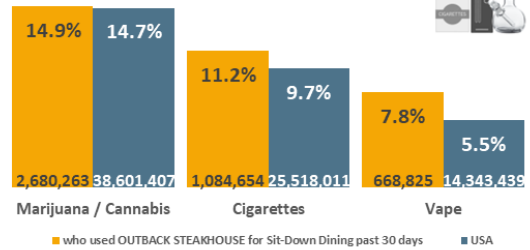

## *Past 12 months Casino Activities:* Adults 18 or older




## *Used Past 30-days:* Adults 18 or older



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*Sit-down restaurants used past 30 days: Outback Steakhouse*

2.8% or 7,285,829 of USA Adults 18 or older used GOLDEN CORRAL for Sit-Down Dining past 30 days. Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 8.2% more likely to use QSRs past mo., 31.5% more likely to use Sit-Down Restaurants past mo., 30.2% more likely to use Casinos past yr., 14.9% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 95.9% 6,989,005 | 88.7% 36

*Avg. Monthly QSR Meals:* 10.0 | 8.4

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






*Total Monthly Sit-Down Restaurant Users:* 100.0% 7,285,829 | 76.1% 18

*Avg. Monthly Sit-Down Restaurant Meals:* 6.9 | 4.0

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used GOLDEN CORRAL for Sit-Down Dining past...* 1,895,765 26.0%

*USA* 17.4%

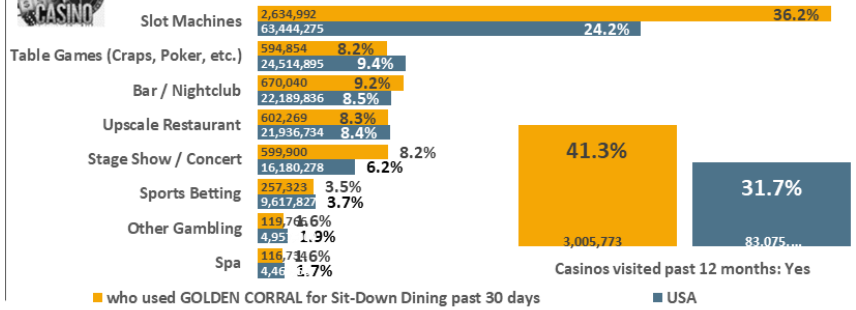
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older



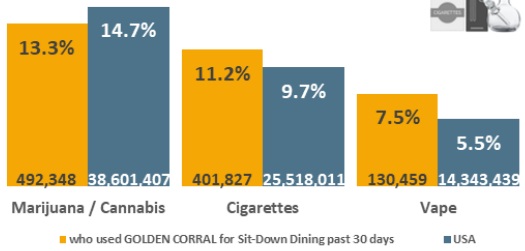






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *3,592*

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1.4% or 3,683,836 of USA Adults 18 or older used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days are 10.4% more likely to use QSRs past mo., 31.5% more likely to use Sit-Down Restaurants past mo., 55.8% more likely to use Casinos past yr., 3.% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:*




*Avg. Monthly QSR Meals:*

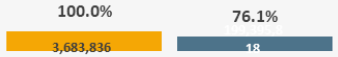



## *Past 30-days Sit-Down Restaurant Users:* Adults 18 or older

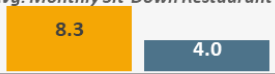





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

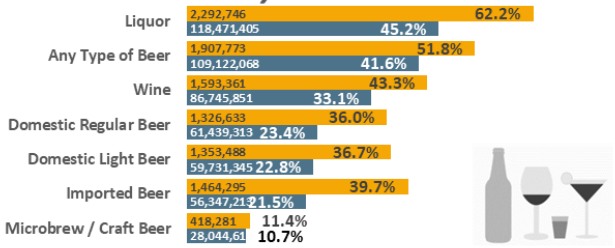





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

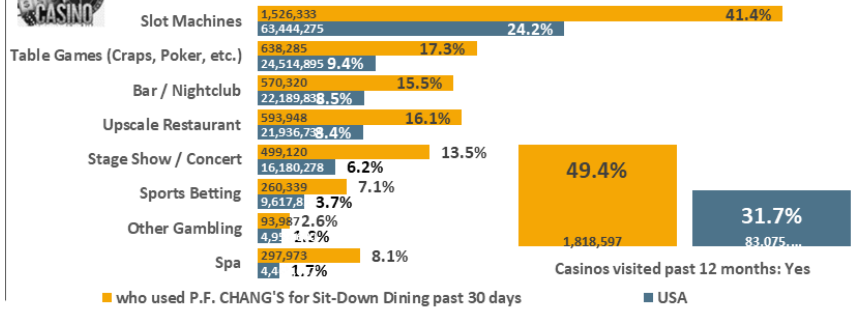



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older



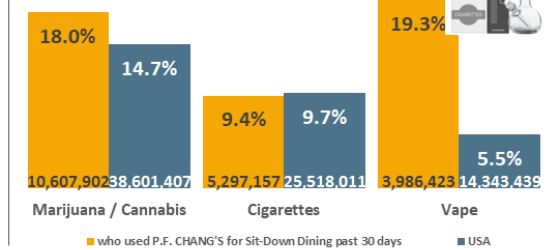






## *Used Past 30-days:* Adults 18 or older



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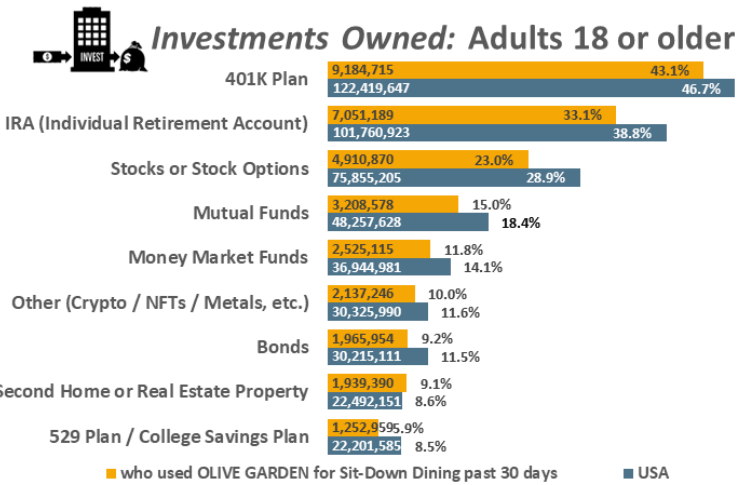
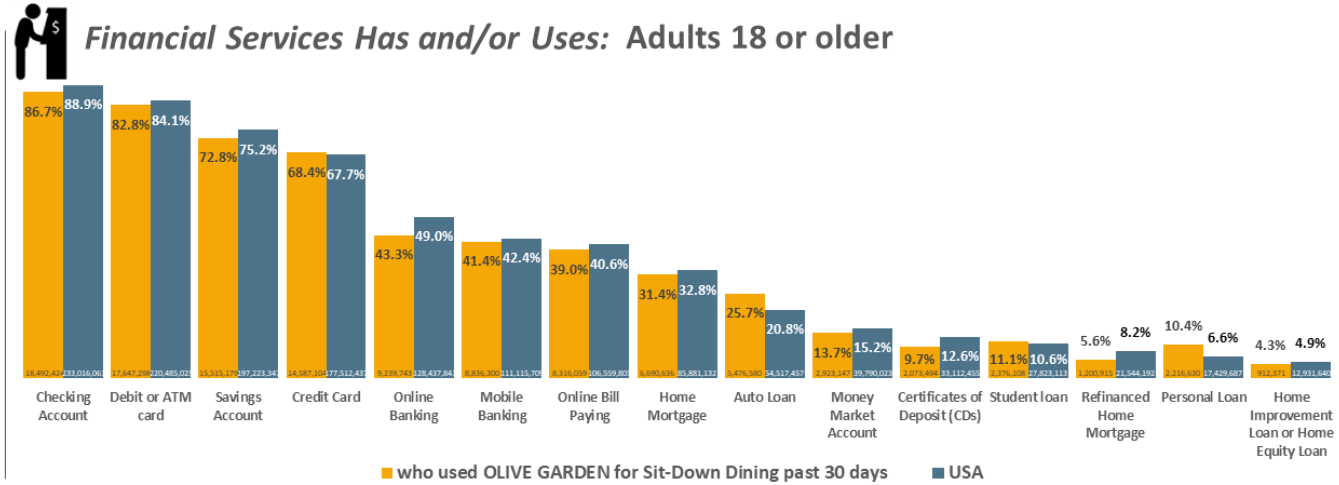
*Sit-down restaurants used past 30 days: P.F. Chang's*

8.1% or 21,320,913 of USA Adults 18 or older used OLIVE GARDEN for Sit-Down Dining past 30 days. Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days are 7.7% less likely to have a 401K, 23.5% more likely to have an Auto Loan, 30.2% less likely to Invest/Trade Stocks Online, 4.1% more likely to pay with their Debit Card.

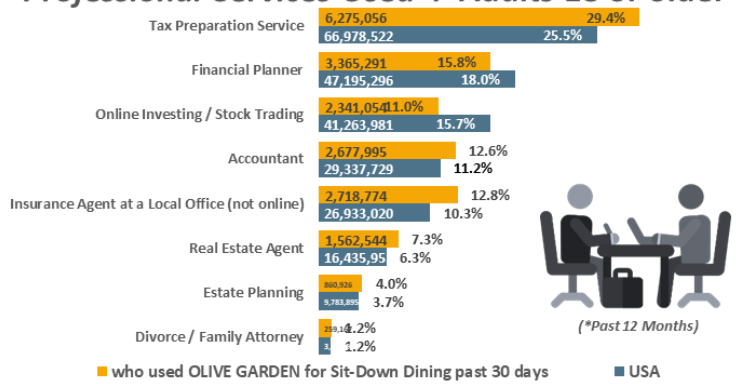
## *Investments Owned:* Adults 18 or older




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



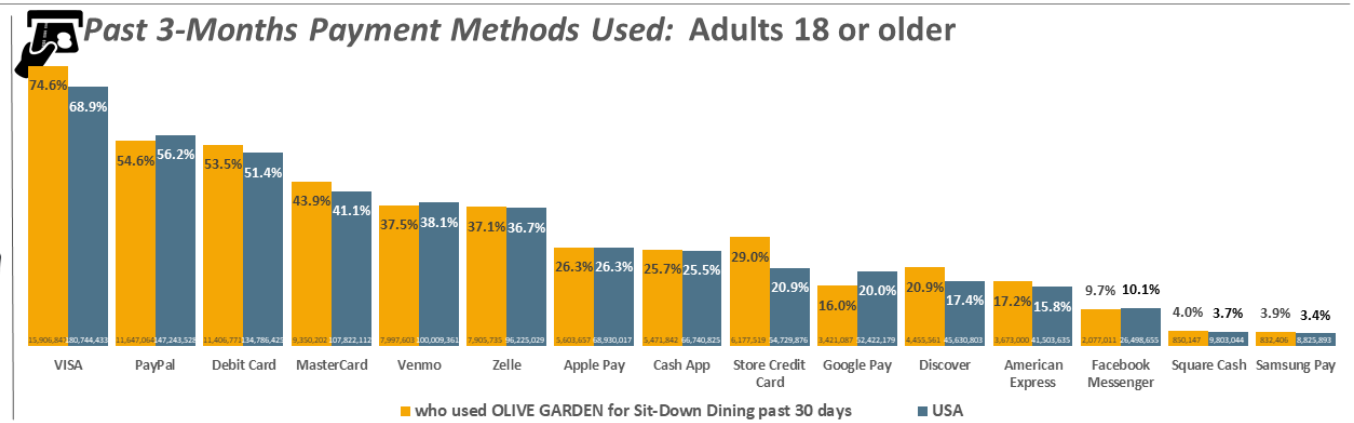

## *Professional Services Used*:* Adults 18 or older






*(*Past 12 Months)*

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

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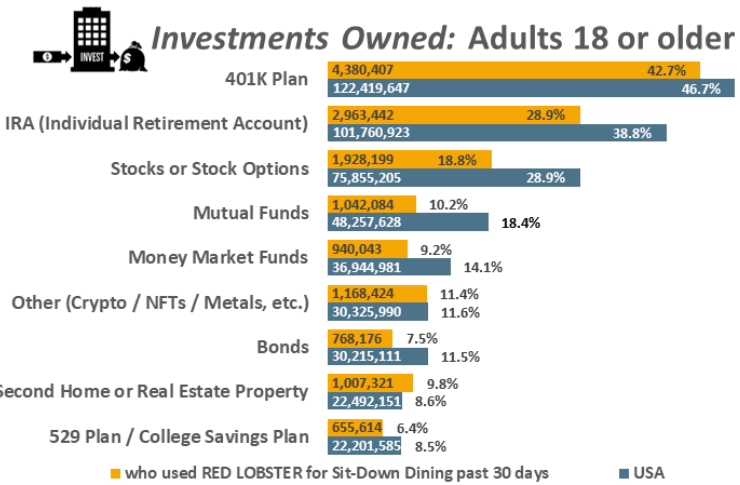
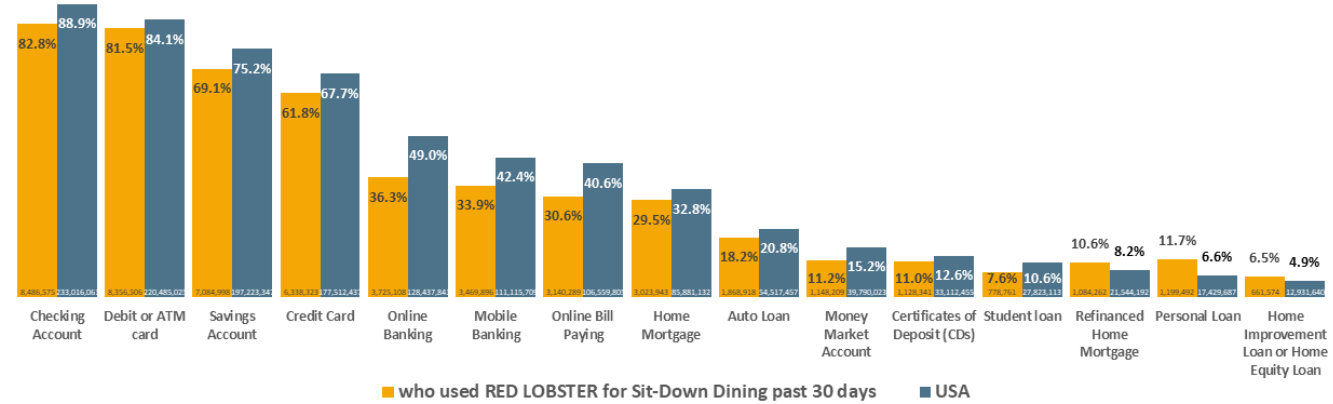
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.9% or 10,248,107 of USA Adults 18 or older used RED LOBSTER for Sit-Down Dining past 30 days. Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days are 8.5% less likely to have a 401K, 12.3% less likely to have an Auto Loan, 39.3% less likely to Invest/Trade Stocks Online, 4.2% less likely to pay with their Debit Card.

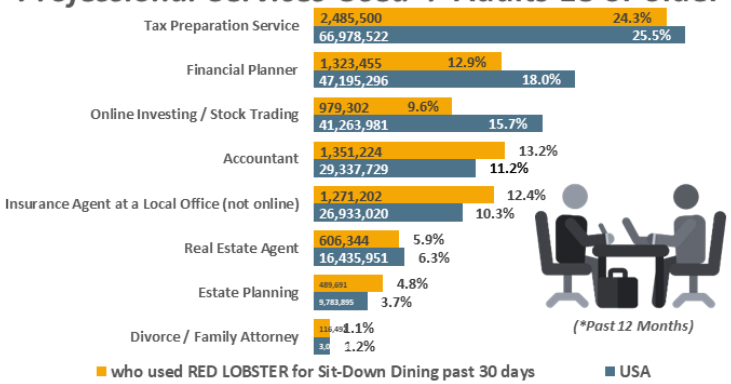
## *Investments Owned:* Adults 18 or older



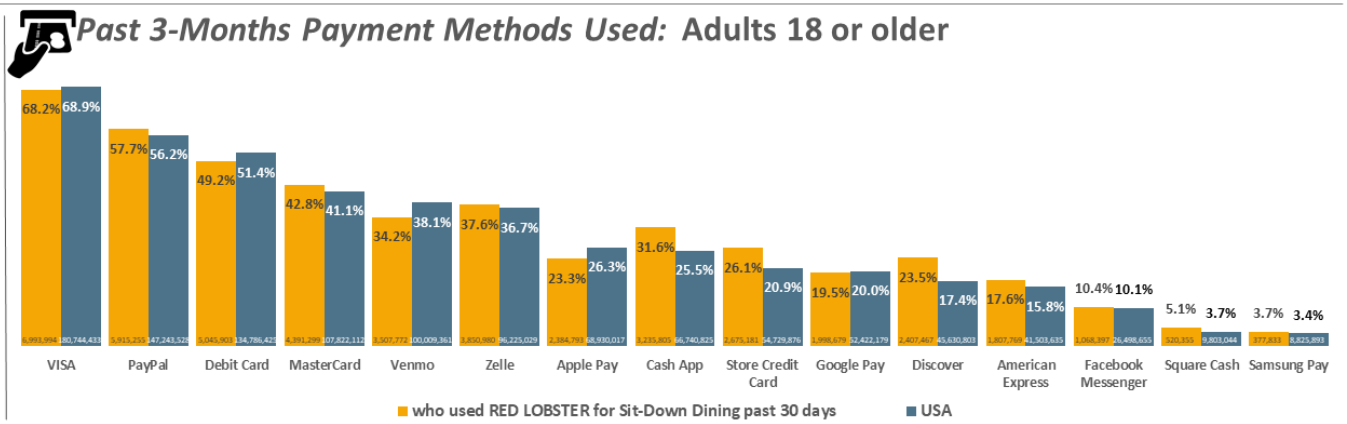

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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

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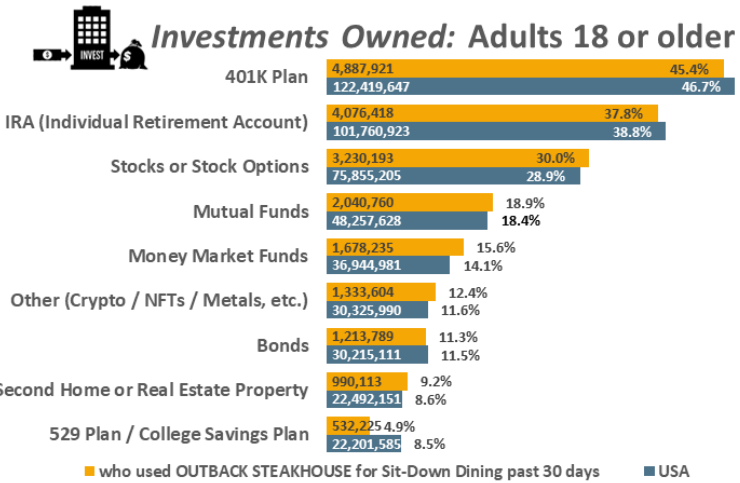
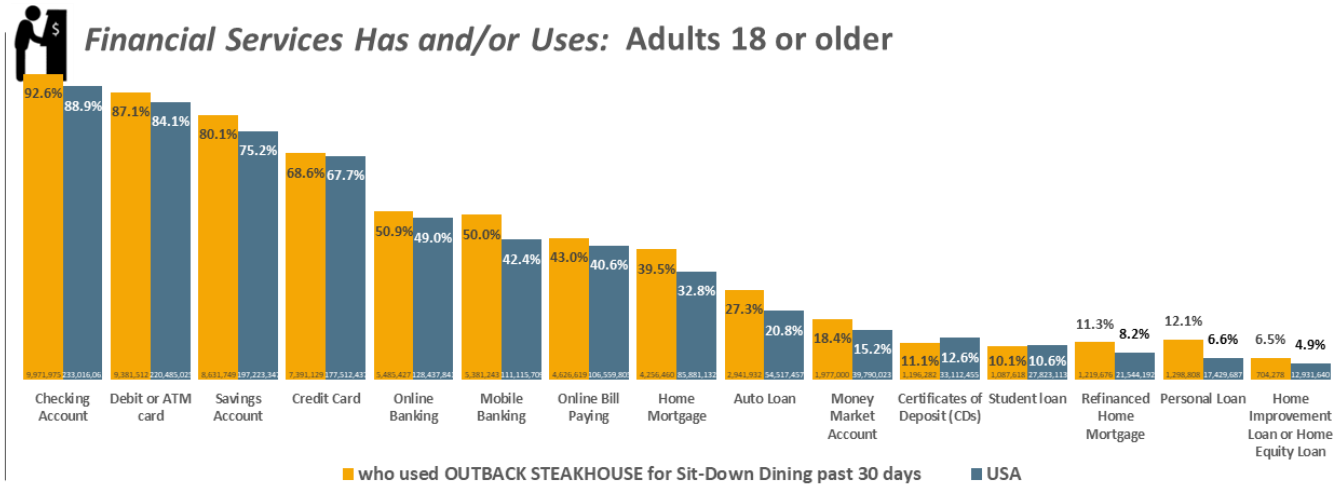
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

4.1% or 10,771,380 of USA Adults 18 or older used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 2.8% less likely to have a 401K, 31.3% more likely to have an Auto Loan, 16.% more likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.

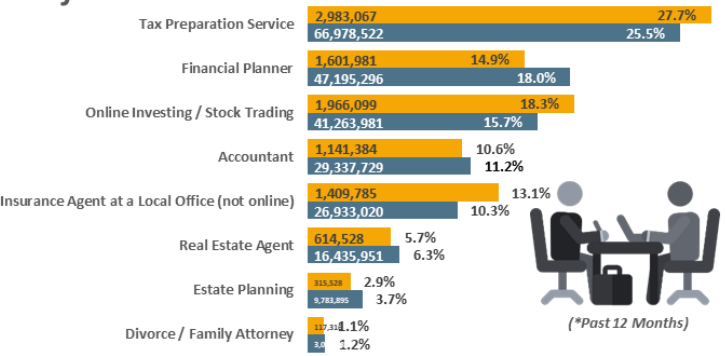
## *Investments Owned:* Adults 18 or older



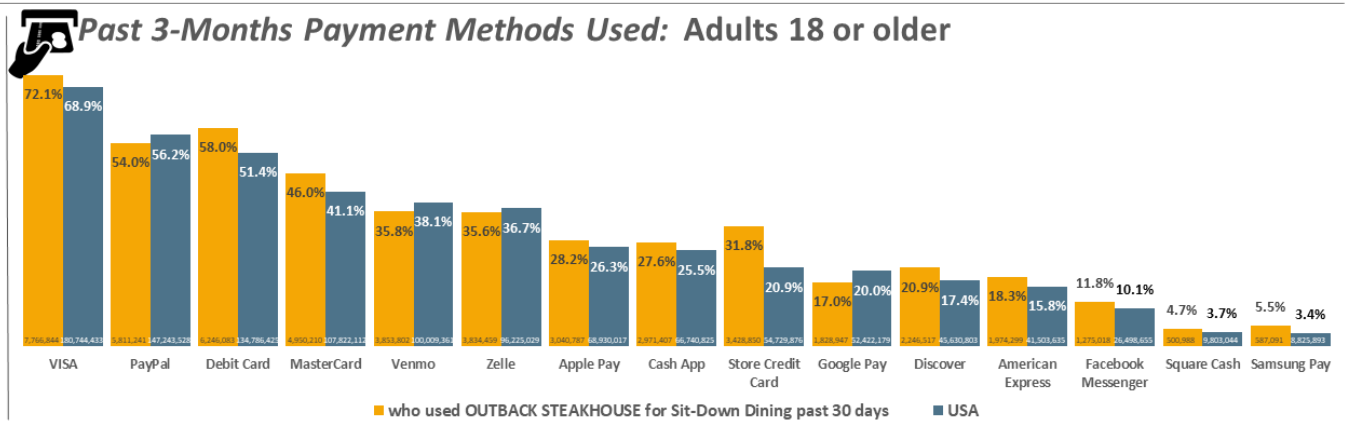

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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

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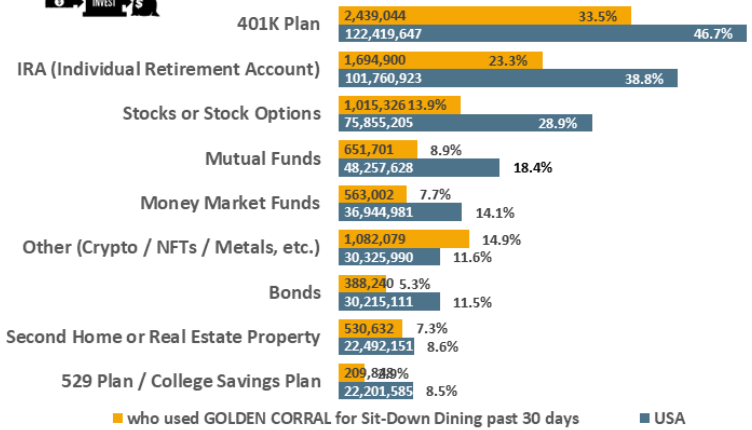
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

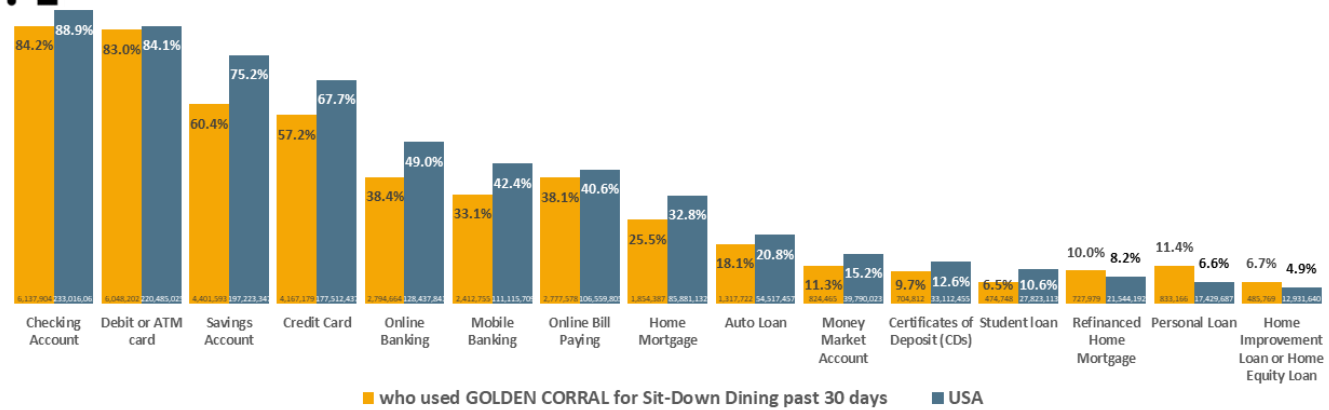
*Sit-down restaurants used past 30 days: Outback Steakhouse*

2.8% or 7,285,829 of USA Adults 18 or older used GOLDEN CORRAL for Sit-Down Dining past 30 days. Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 28.3% less likely to have a 401K, 13.% less likely to have an Auto Loan, 54.6% less likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

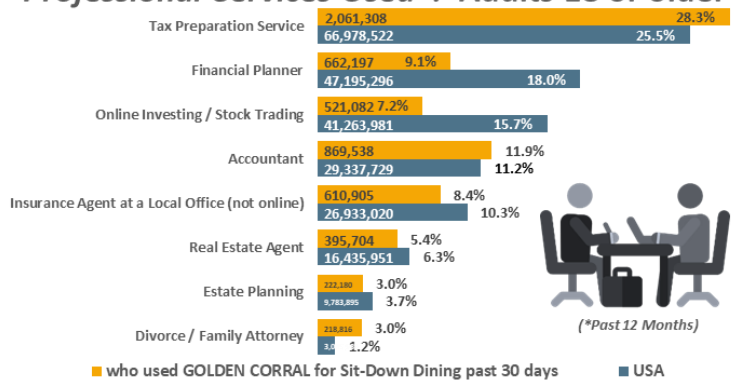
## *Investments Owned:* Adults 18 or older



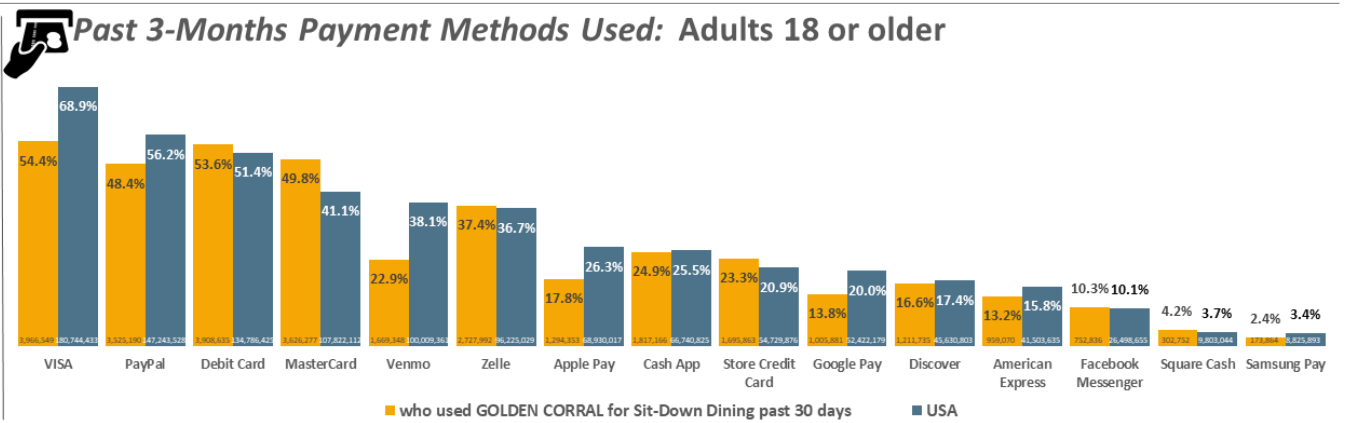

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 3,592*

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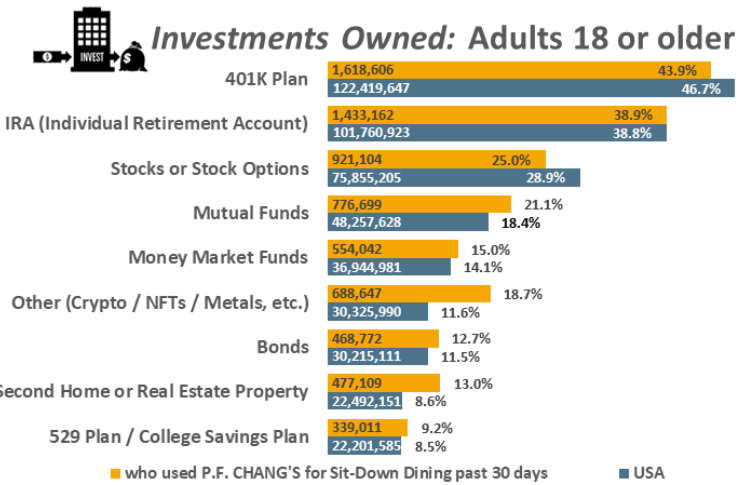
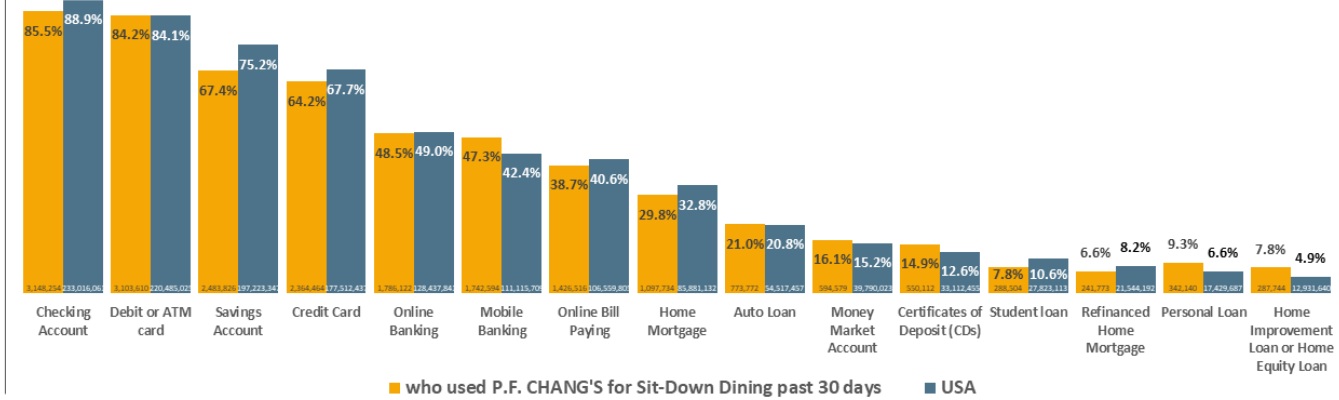
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

1.4% or 3,683,836 of USA Adults 18 or older used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days are 5.9% less likely to have a 401K, 1.% more likely to have an Auto Loan, 9.5% less likely to Invest/Trade Stocks Online, 3.3% less likely to pay with their Debit Card.

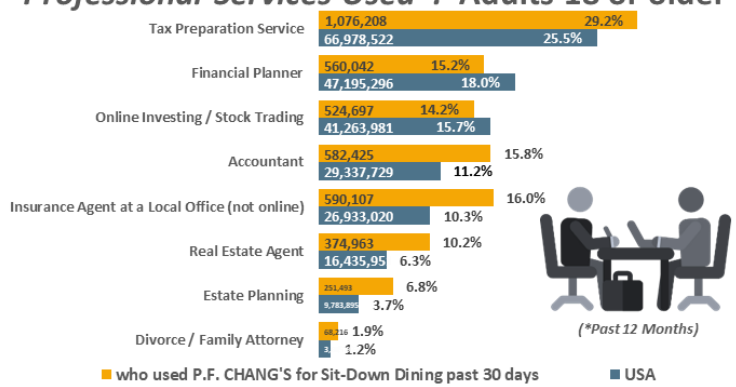
## *Investments Owned:* Adults 18 or older



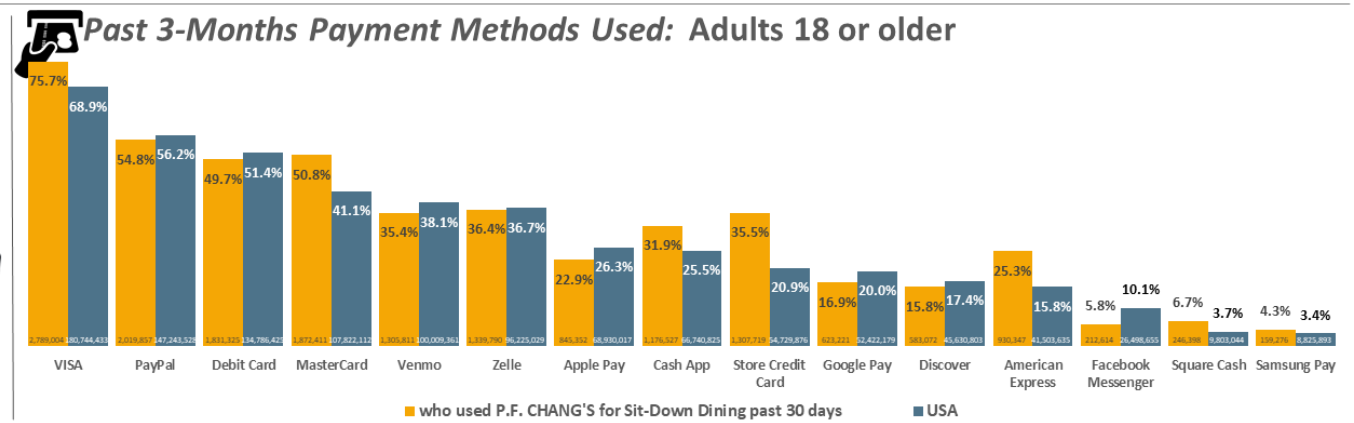

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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

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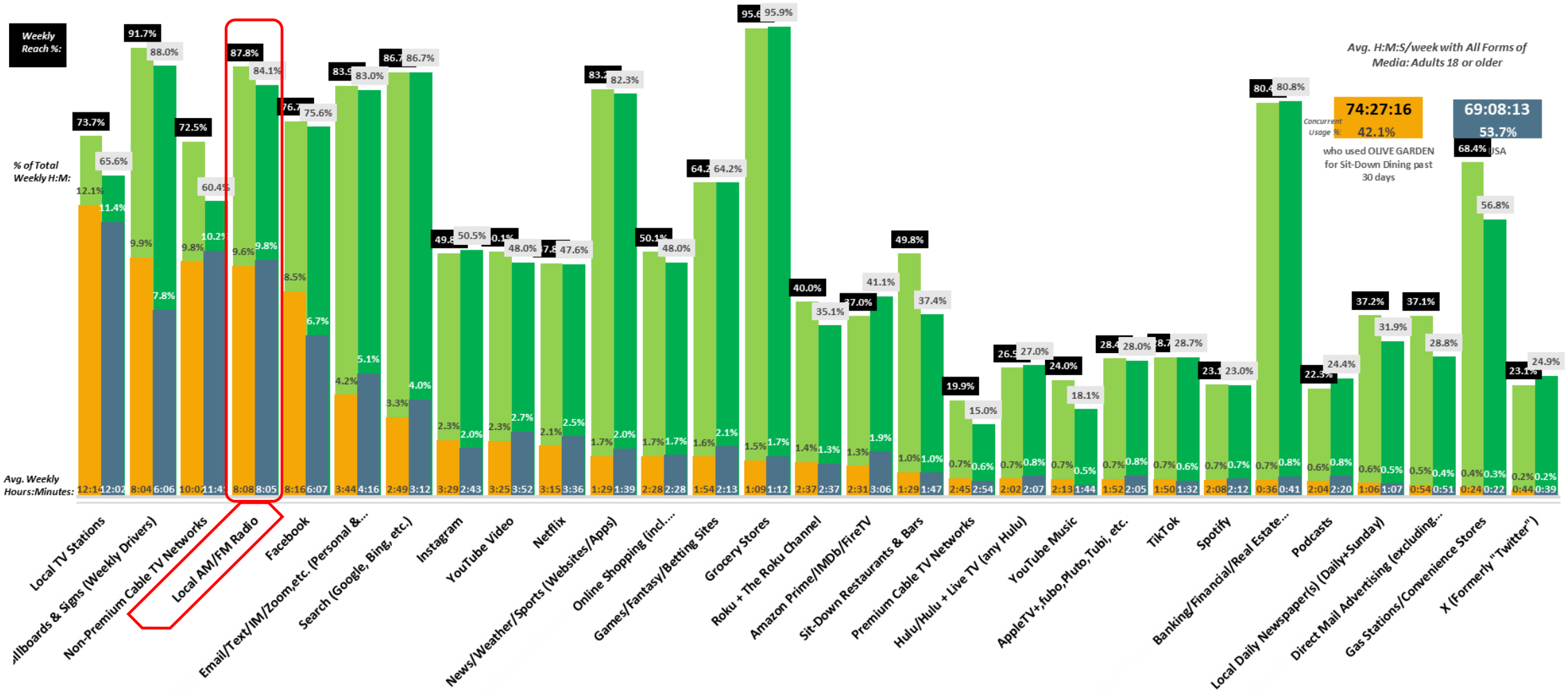
*Sit-down restaurants used past 30 days: P.F. Chang's*

Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 3 days, 2 hours, 27 minutes and 16 seconds each week with All Forms of Media.

*87.8% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.*

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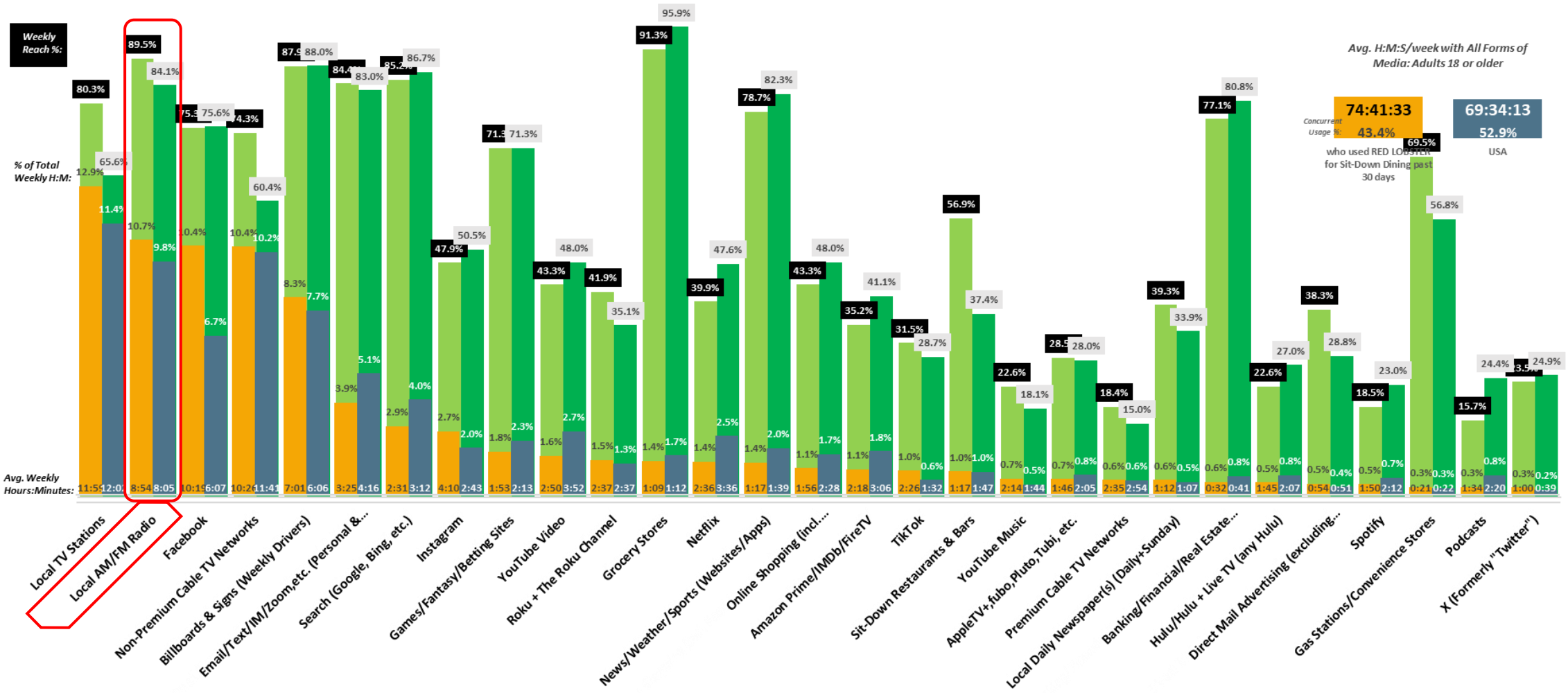
*Sit-down restaurants used past 30 days: Olive Garden*

RED LOBSTER
FRESH FISH • LIVE LOBSTER

**Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 3 days, 2 hours, 41 minutes and 33 seconds each week with All Forms of Media.**

***89.5% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.***




■ who used RED LOBSTER for Sit-Down Dining past 30 days ■ USA

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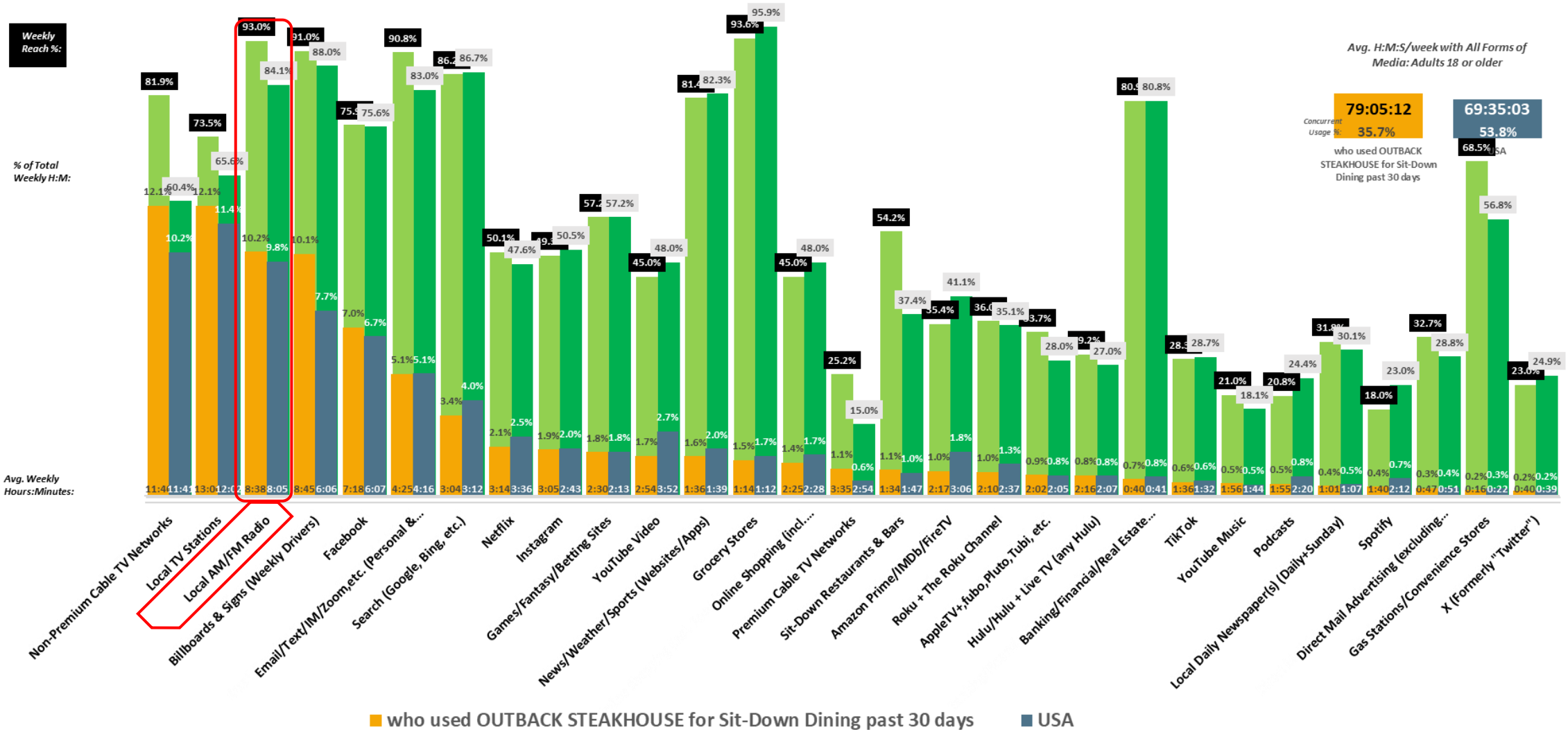
Sit-down restaurants used past 30 days: Red Lobster

**Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 3 days, 7 hours, 5 minutes and 12 seconds each week with All Forms of Media.**

***93.% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.***

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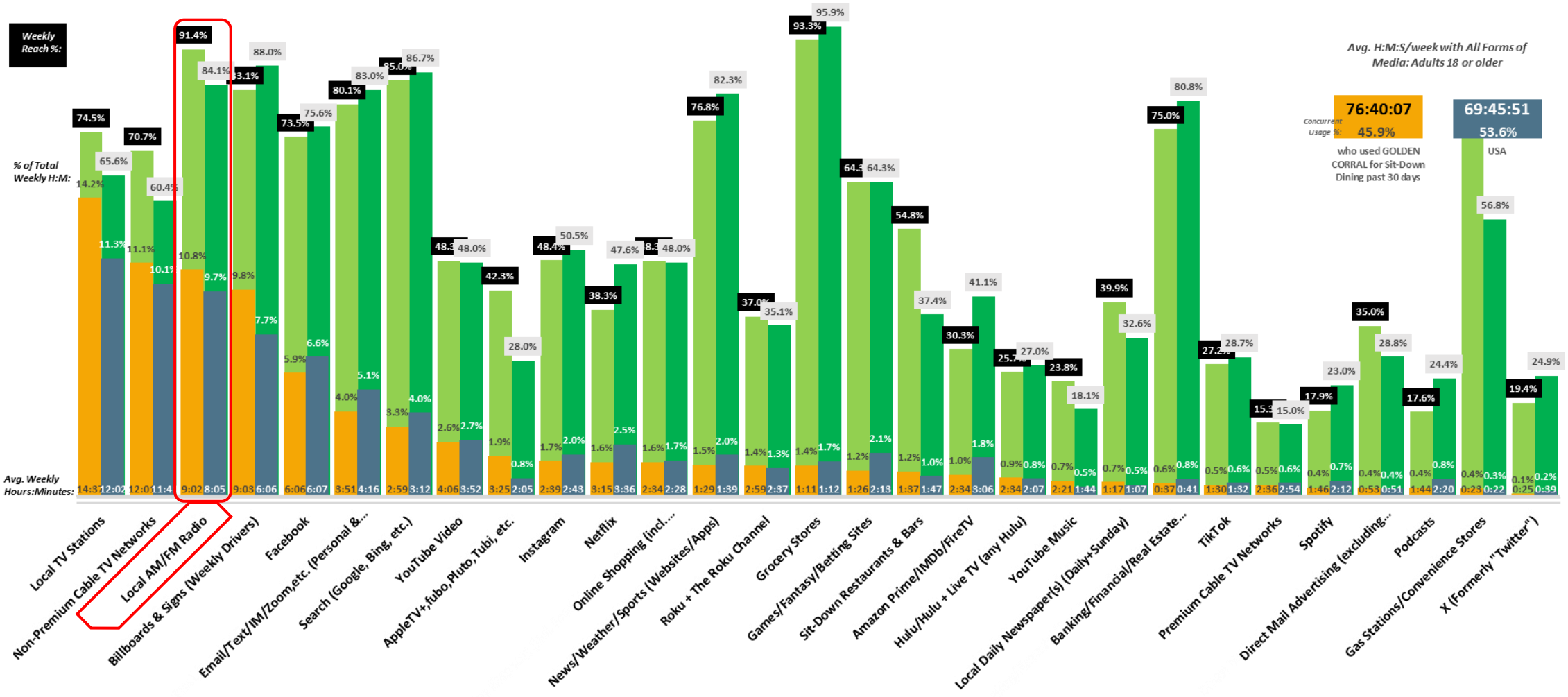
*Sit-down restaurants used past 30 days: Outback Steakhouse*

Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 3 days, 4 hours, 40 minutes and 7 seconds each week with All Forms of Media.

*91.4% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.*





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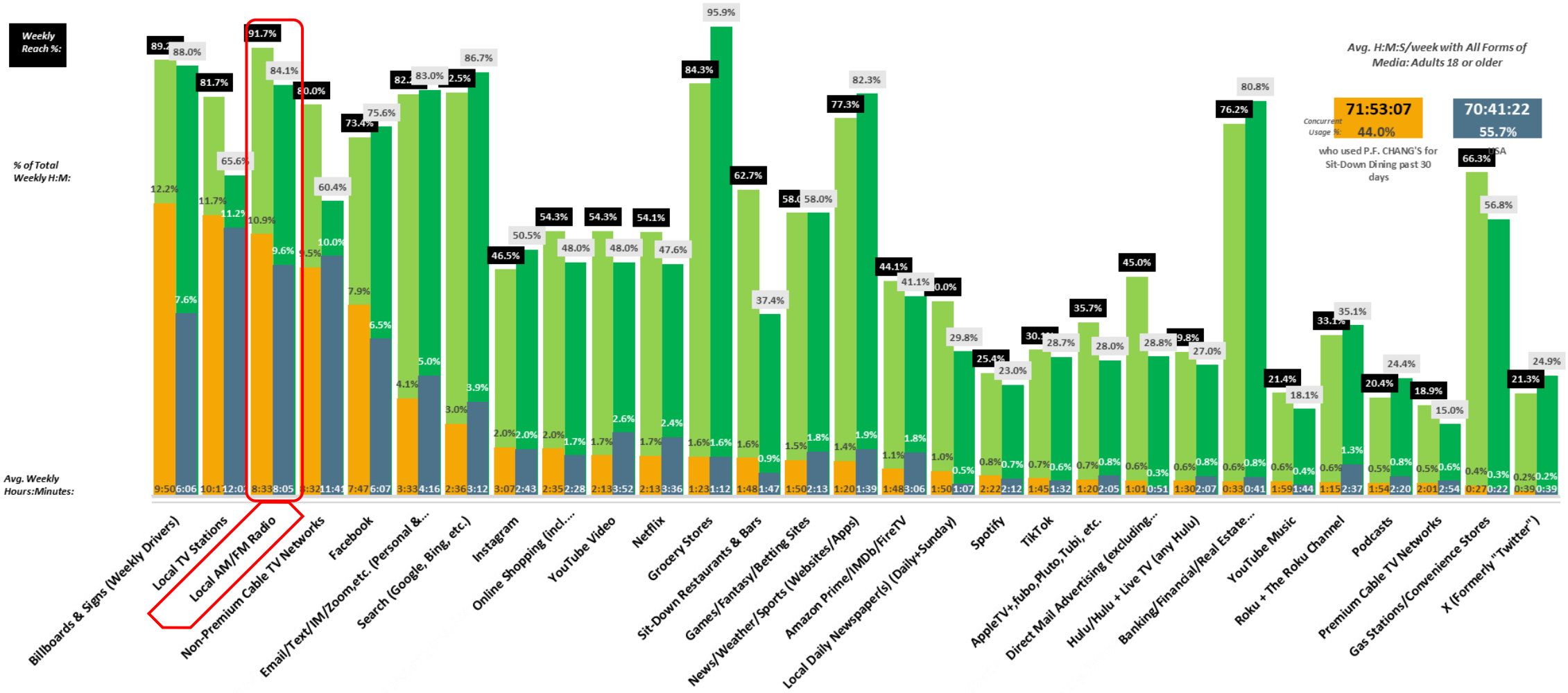
Sit-down restaurants used past 30 days: Golden Corral

**Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 2 days, 23 hours, 53 minutes and 7 seconds each week with All Forms of Media.**

***91.7% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.***





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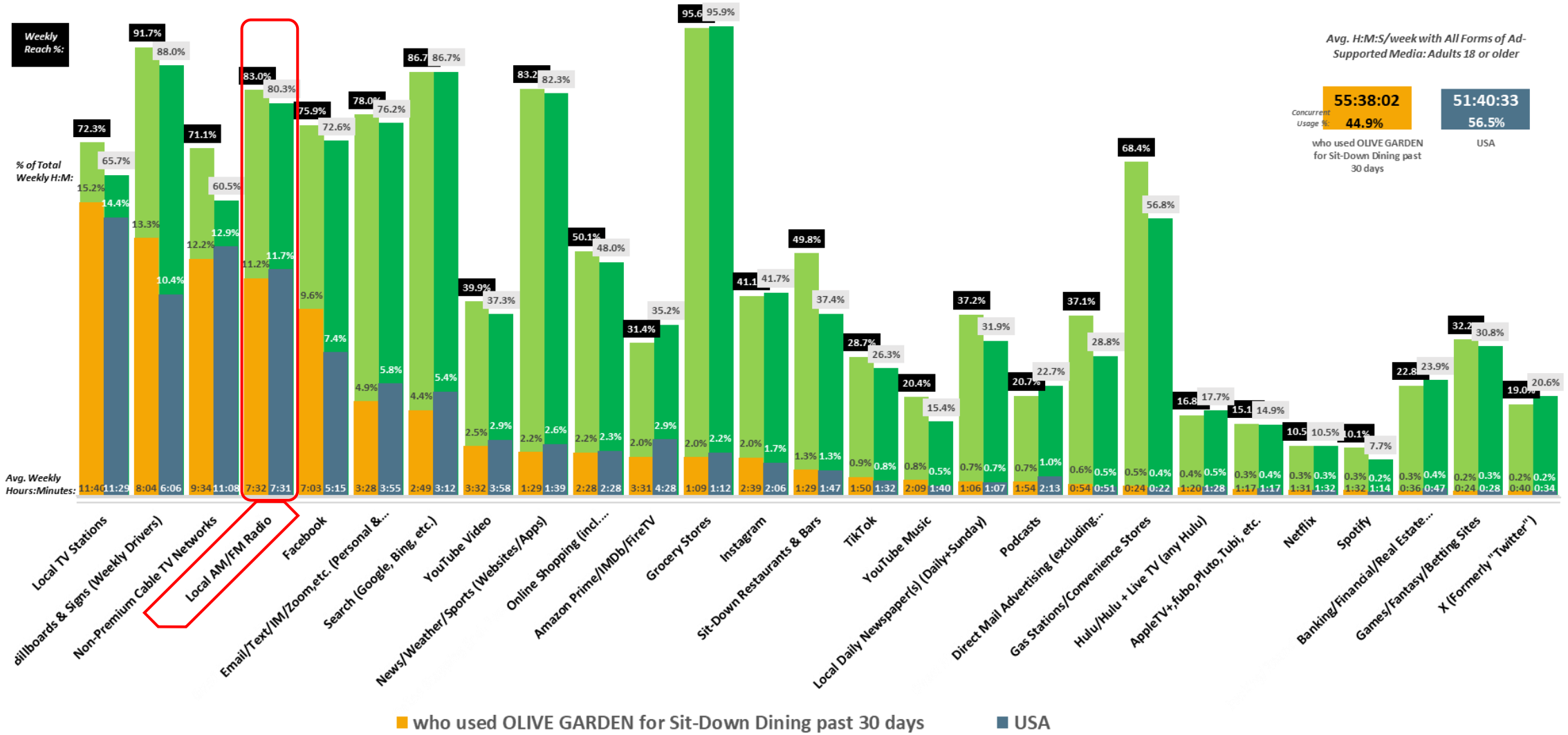
*Sit-down restaurants used past 30 days: P.F. Chang's*

Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 2 days, 7 hours, 38 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

*83.% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.*

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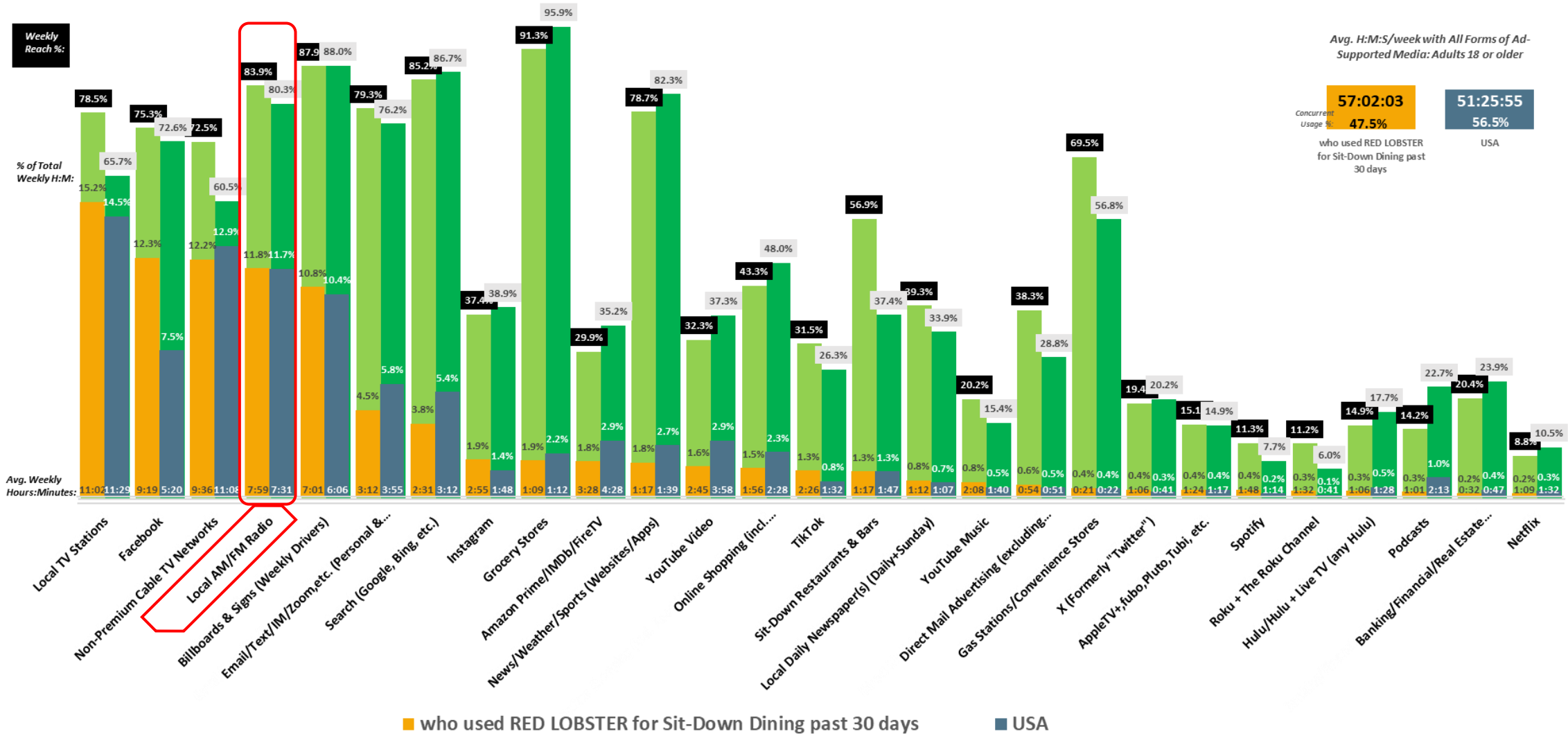
*Sit-down restaurants used past 30 days: Olive Garden*

RED LOBSTER
FRESH FISH • LIVE LOBSTER

**Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 2 days, 9 hours, 2 minutes and 3 seconds each week with All Forms of Ad-Supported Media.**

***83.9% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days spend an avg. of 7 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.***




■ who used RED LOBSTER for Sit-Down Dining past 30 days ■ USA

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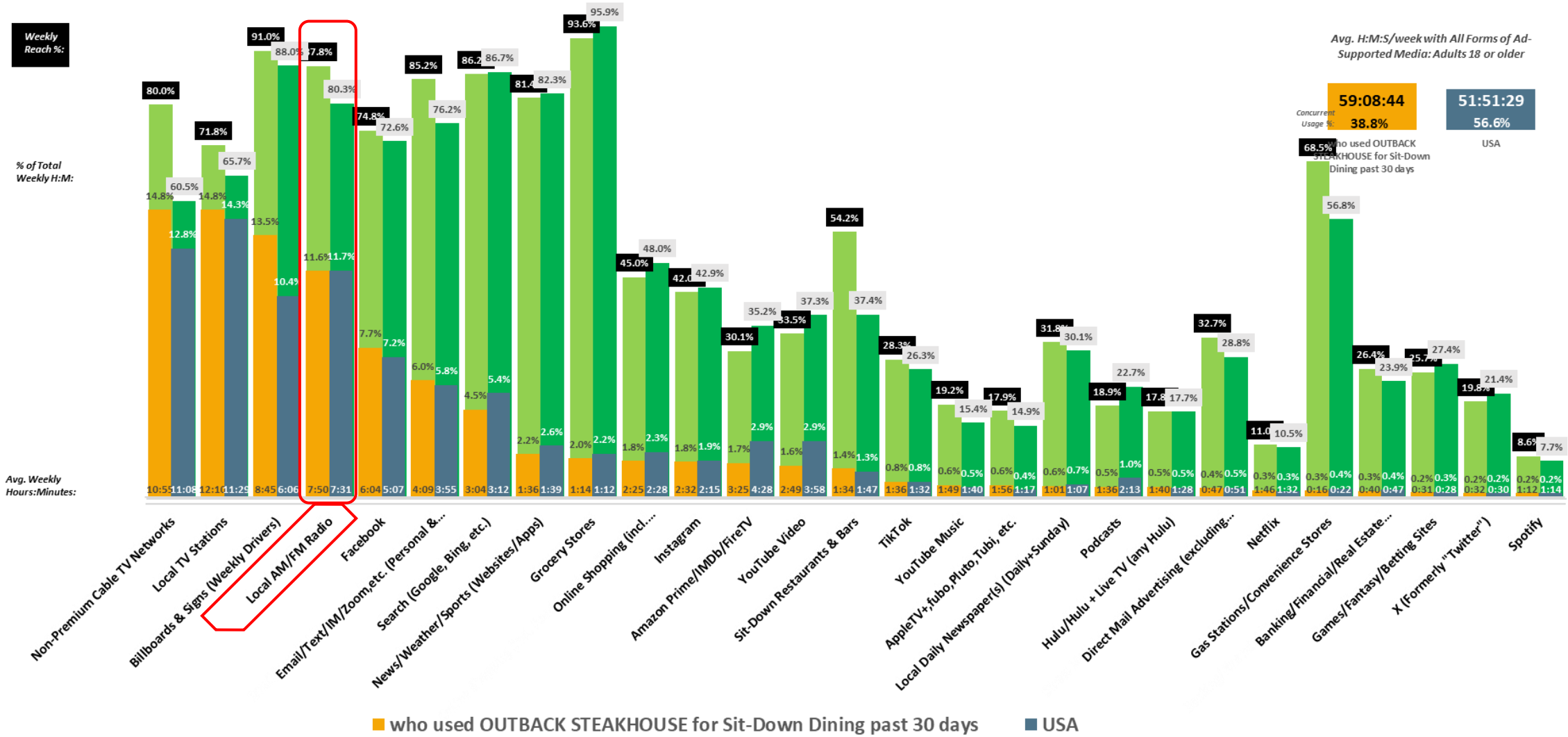
*Sit-down restaurants used past 30 days: Red Lobster*

**Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 2 days, 11 hours, 8 minutes and 44 seconds each week with All Forms of Ad-Supported Media.**

***87.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an avg. of 7 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported M***

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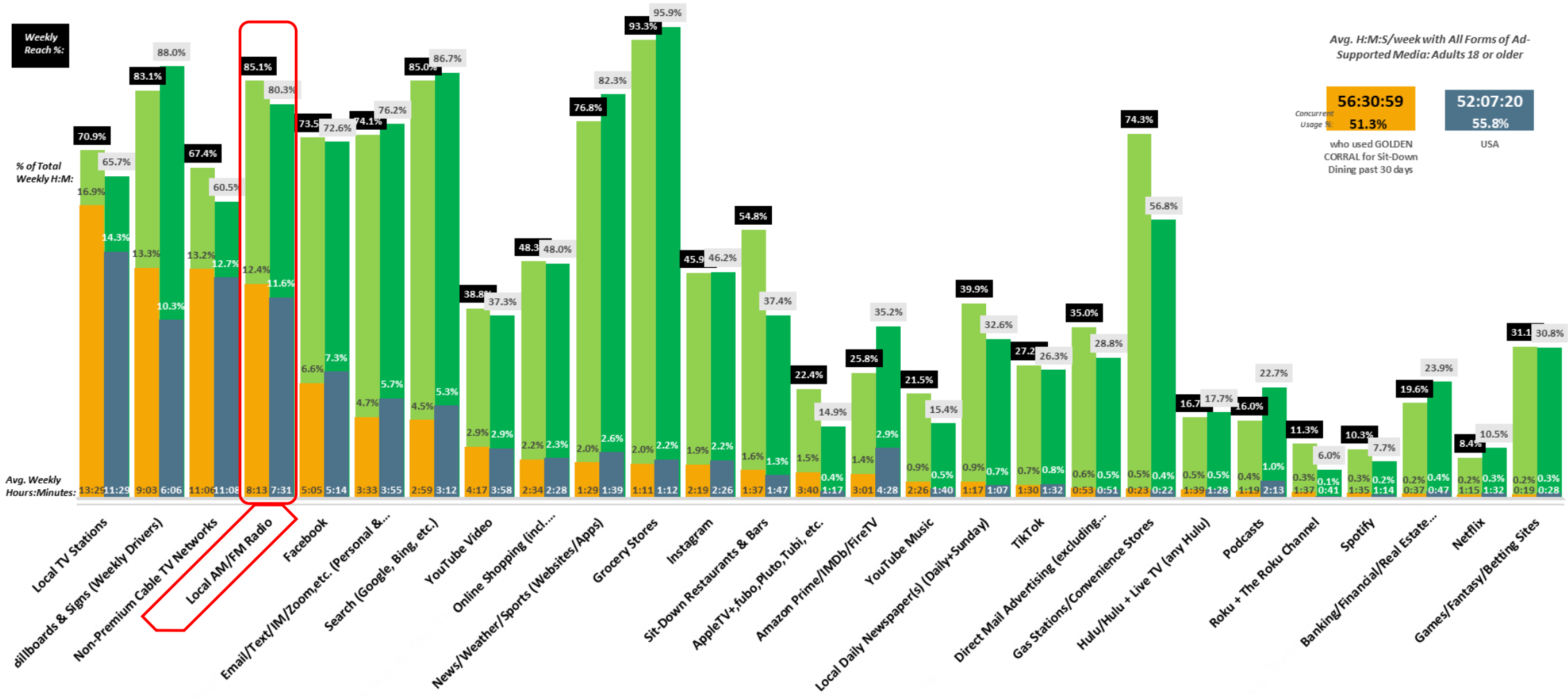
*Sit-down restaurants used past 30 days: Outback Steakhouse*

**Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 2 days, 8 hours, 30 minutes and 59 seconds each week with All Forms of Ad-Supported Media.**

***85.1% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an avg. of 8 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.***







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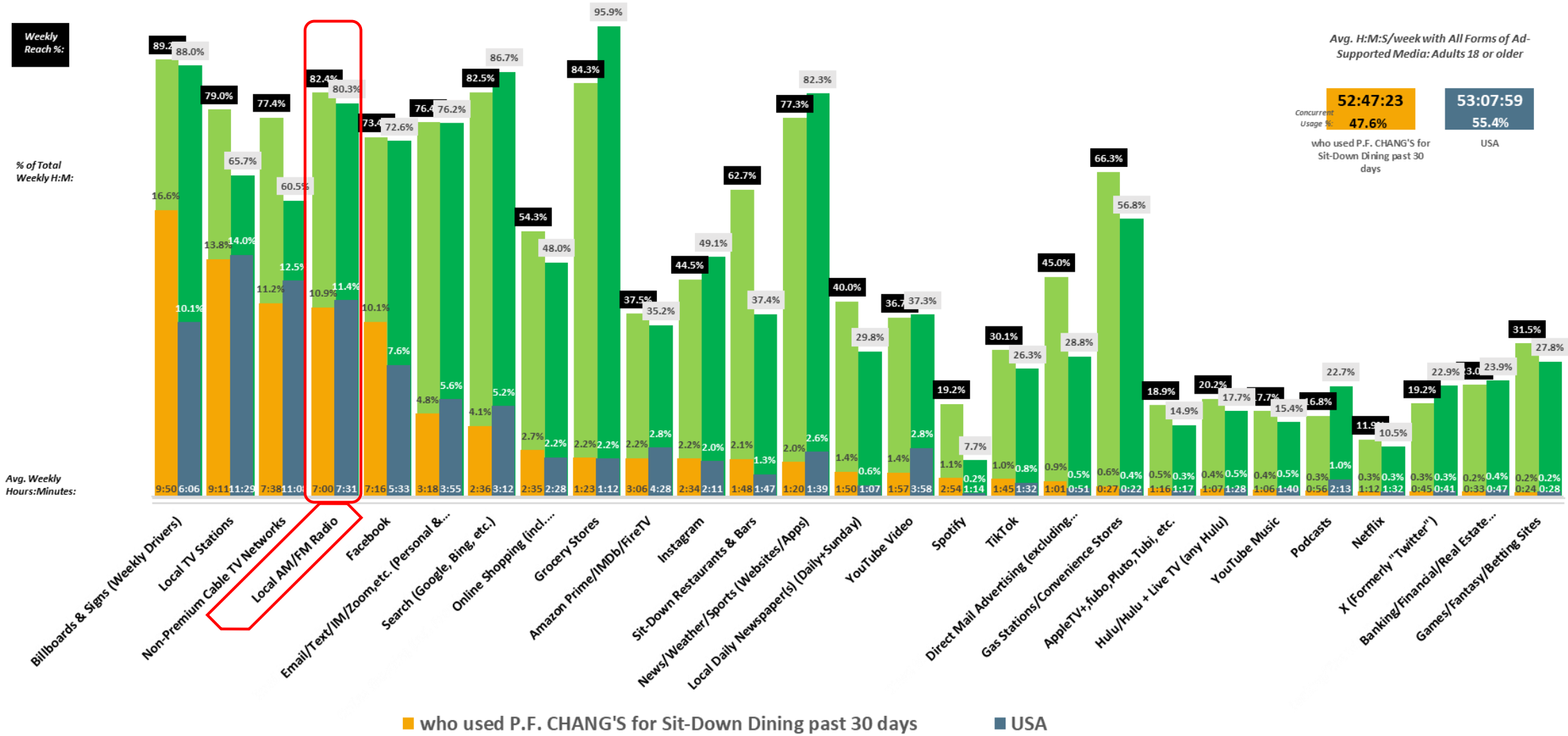
*Sit-down restaurants used past 30 days: Golden Corral*

**Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 2 days, 4 hours, 47 minutes and 23 seconds each week with All Forms of Ad-Supported Media.**

***82.4% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.***





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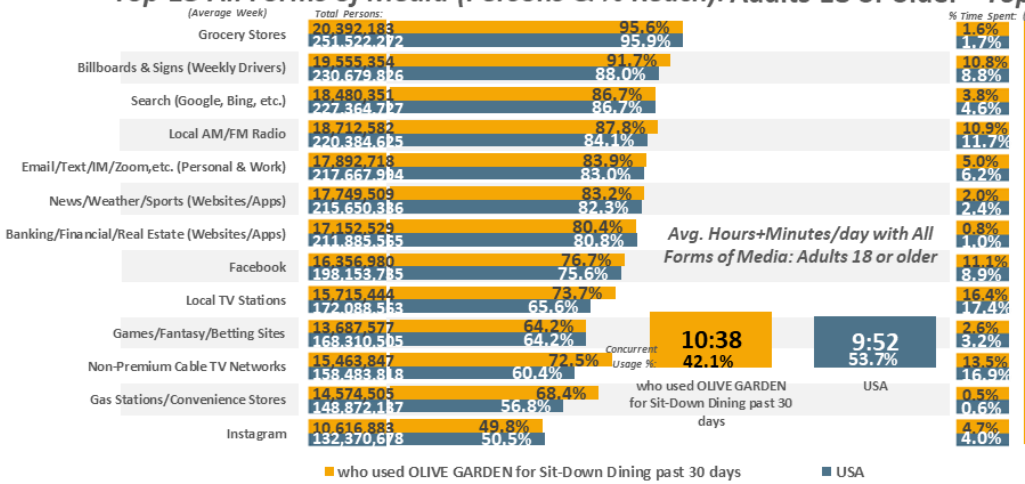
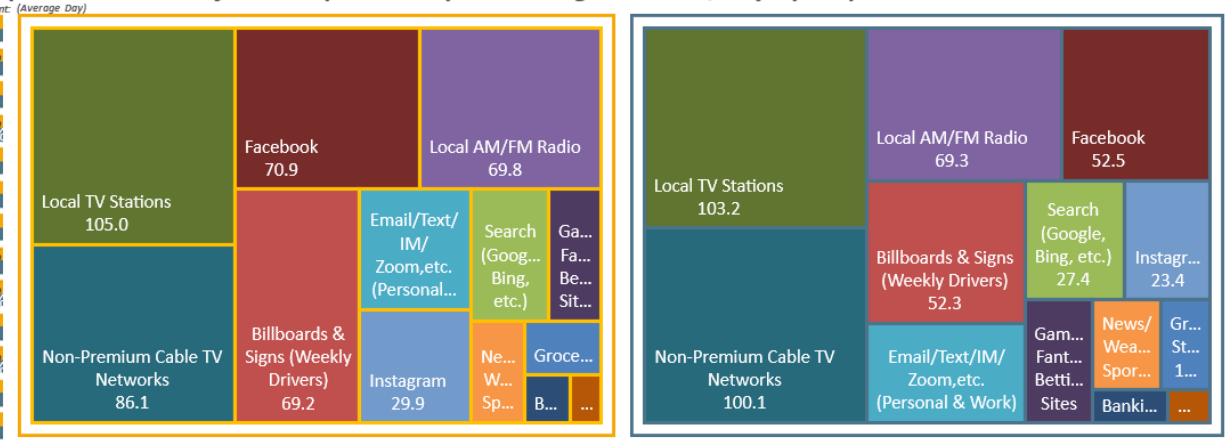
*Sit-down restaurants used past 30 days: P.F. Chang's*

Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

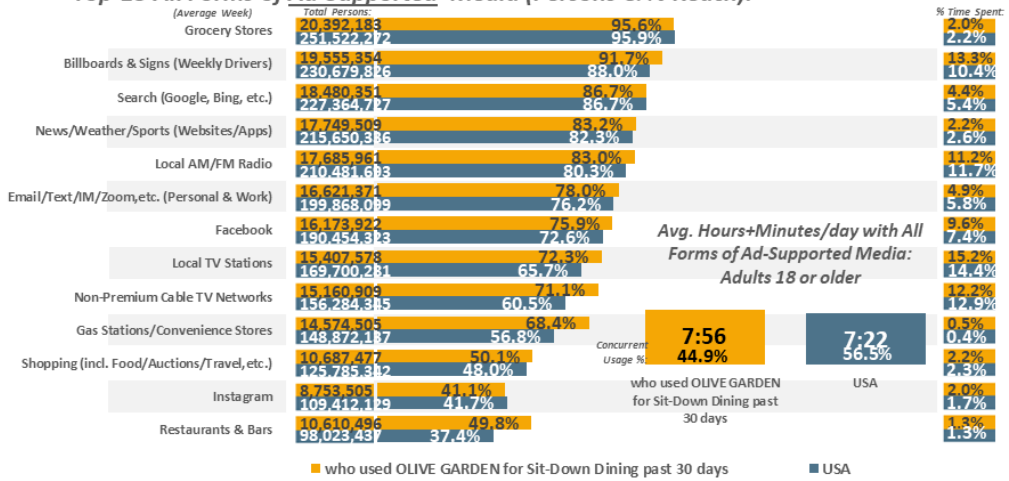
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



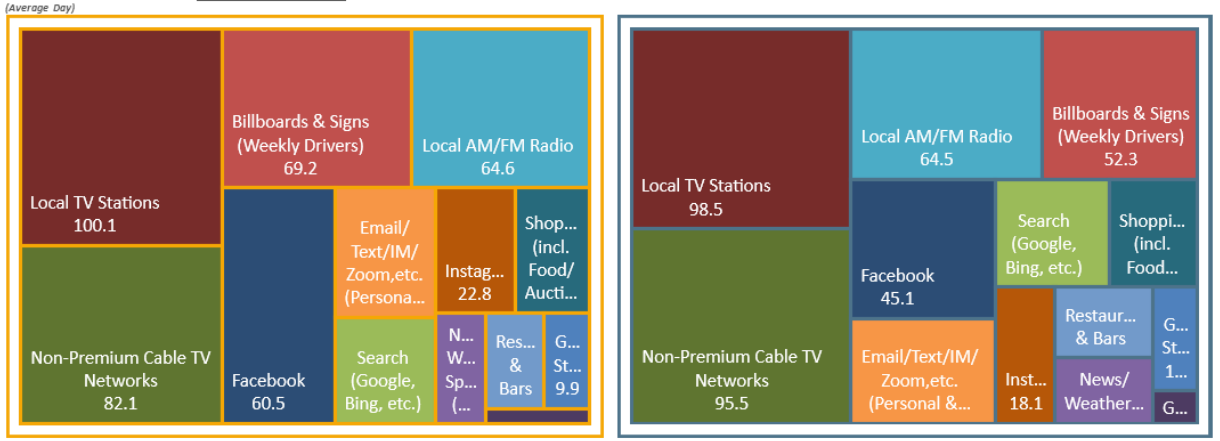

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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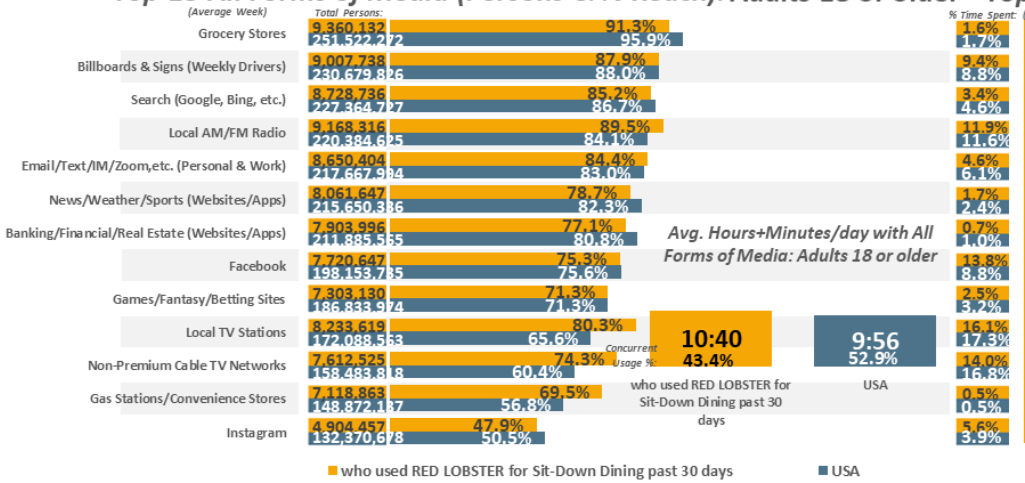
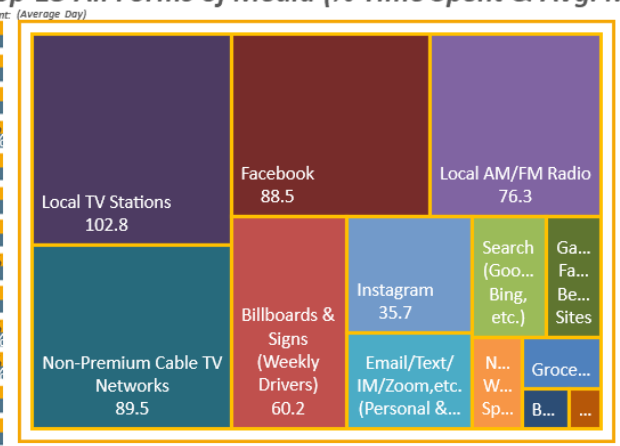
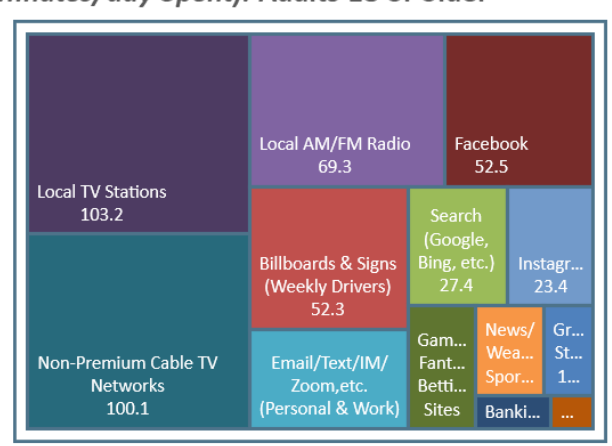
*Sit-down restaurants used past 30 days: Olive Garden*

Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 68.5 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

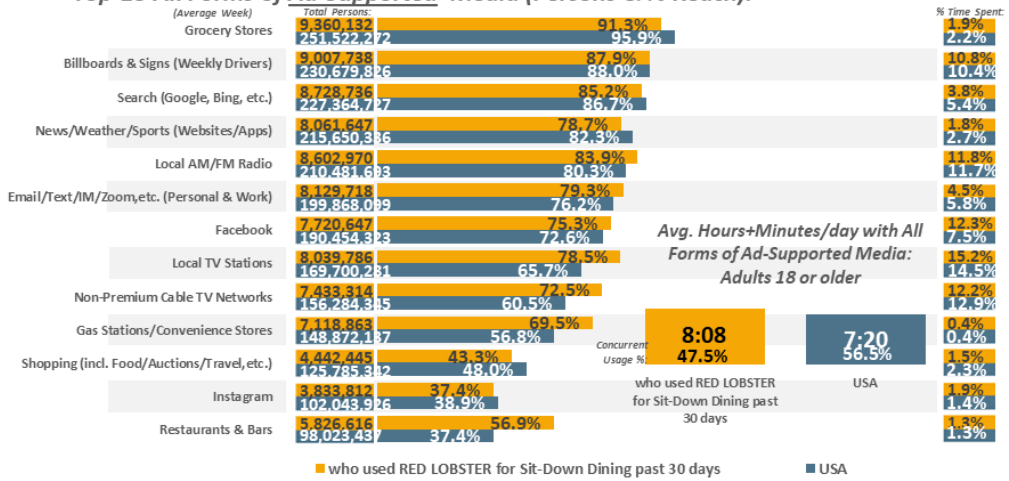
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older

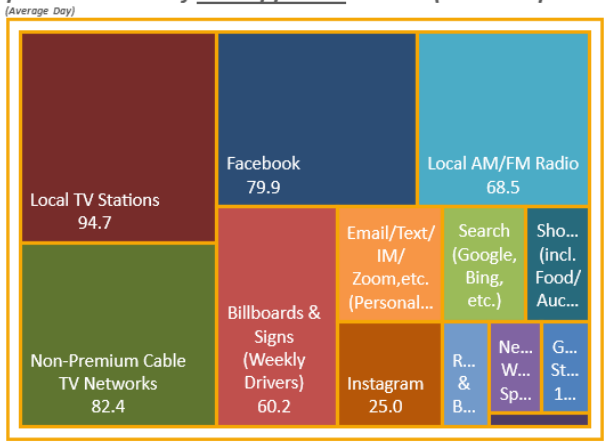


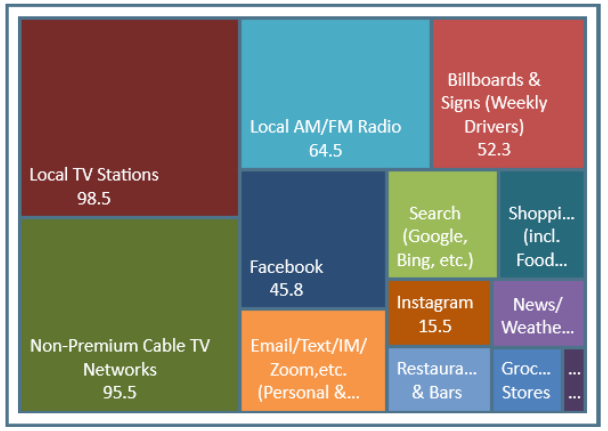




## *Top-13 All Forms of Ad-Supported Media (Persons & % Reach):* Adults 18 or older

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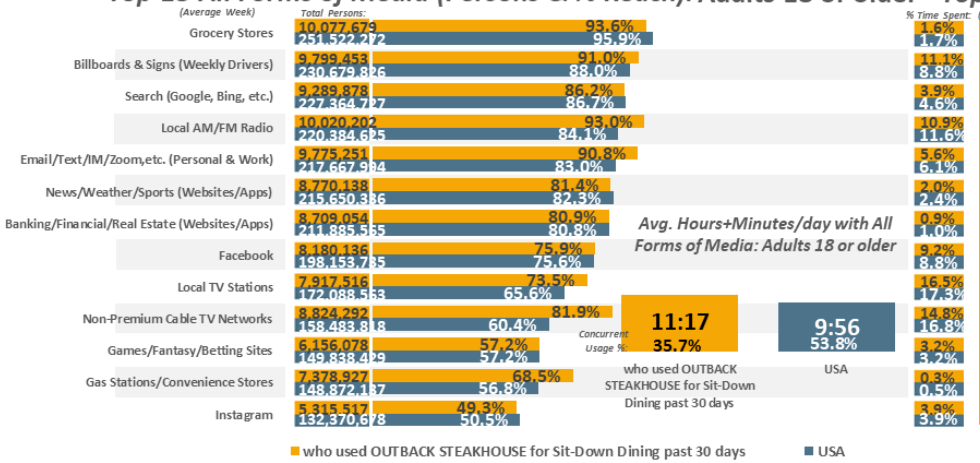
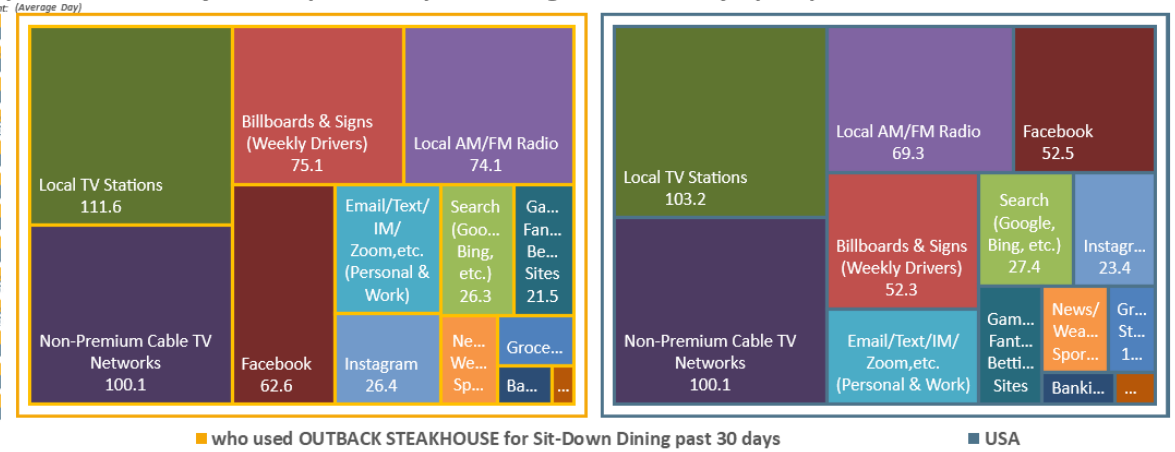
*Sit-down restaurants used past 30 days: Red Lobster*

Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

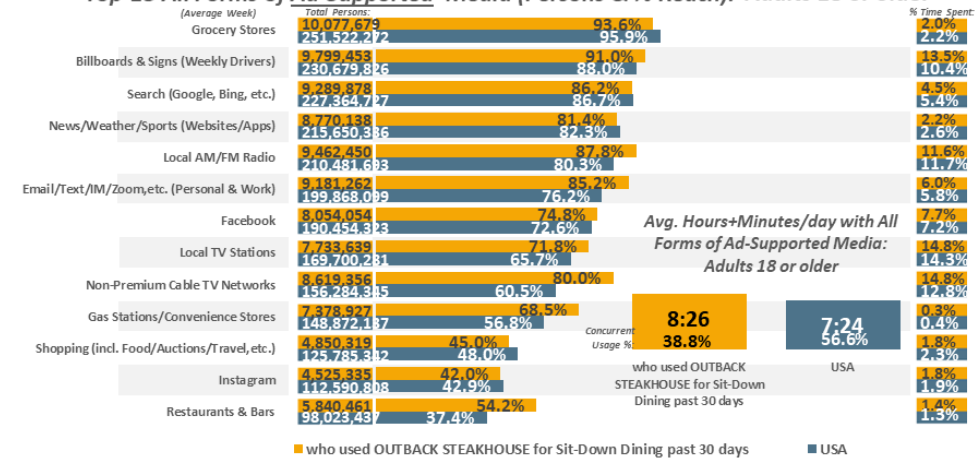
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



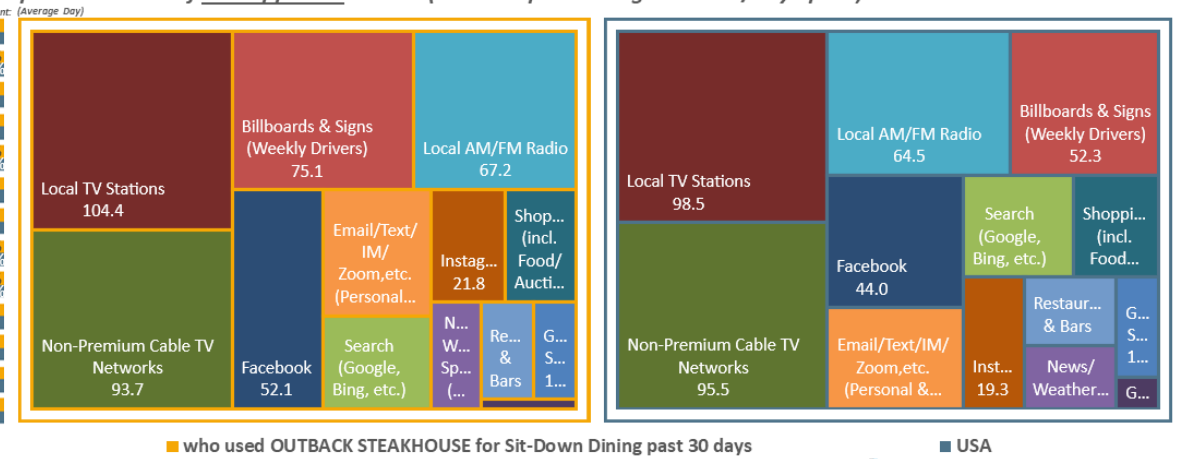

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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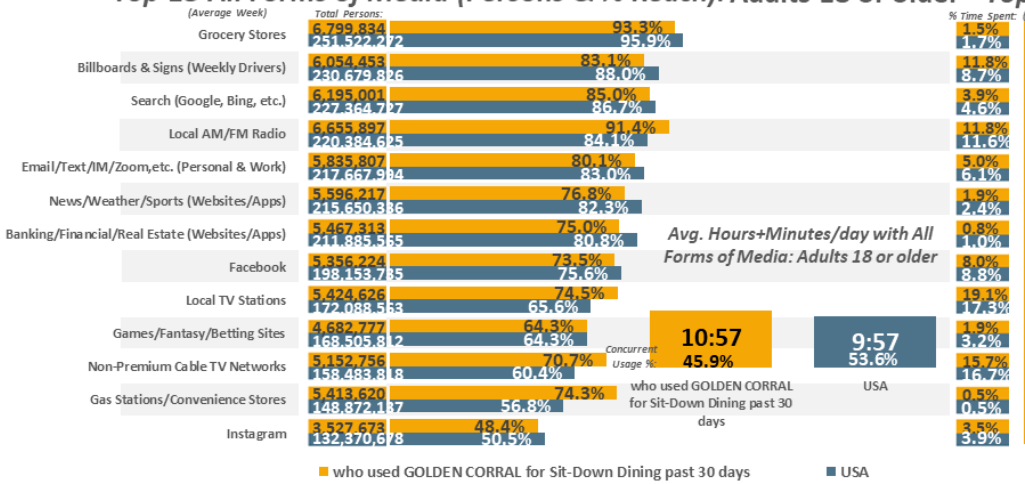
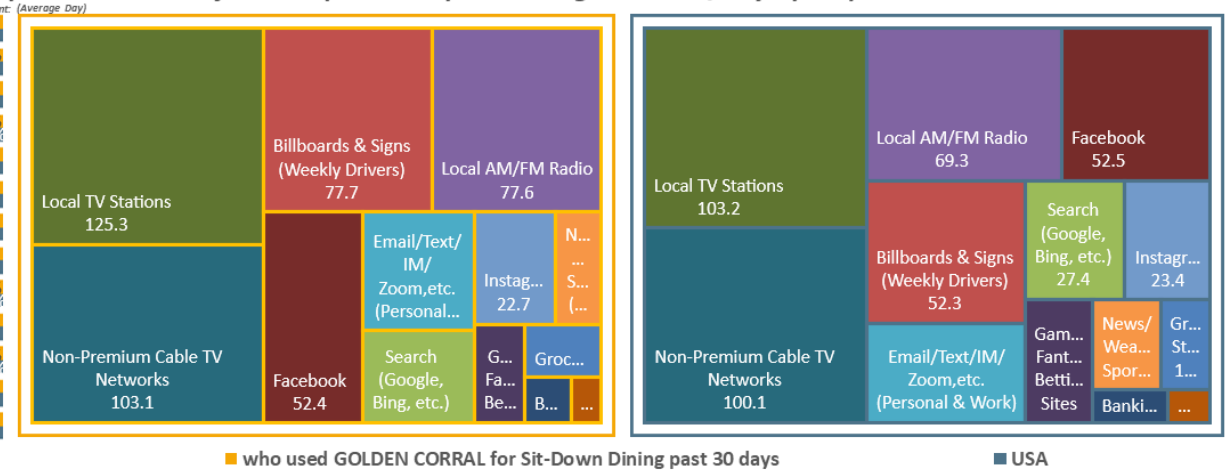
*Sit-down restaurants used past 30 days: Outback Steakhouse*

Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 85.1% listen to Local AM/FM Radio for an avg. of 70.5 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

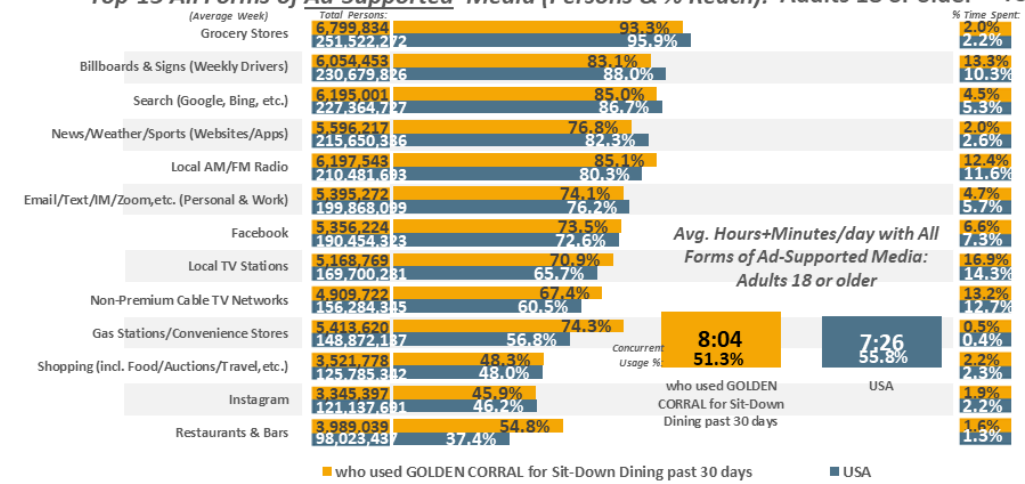
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



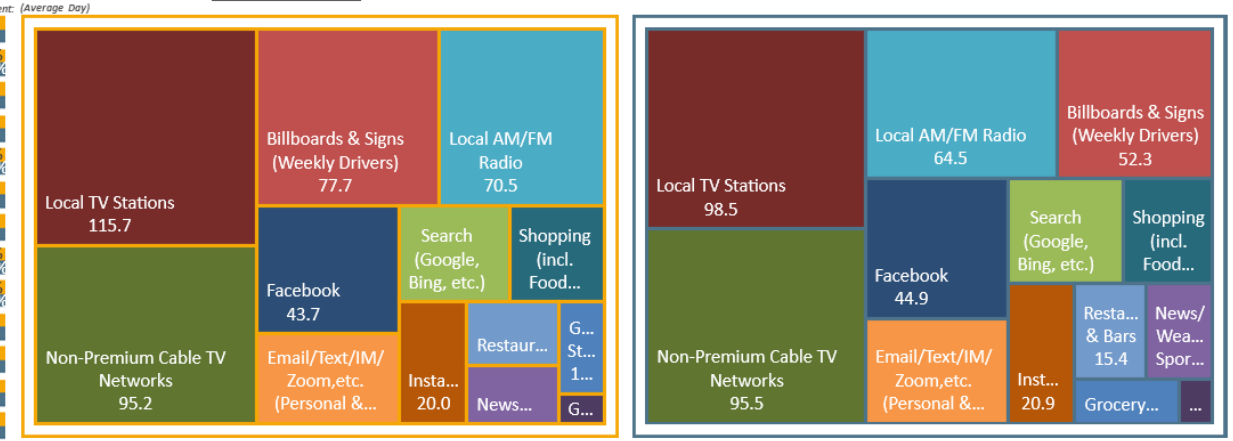

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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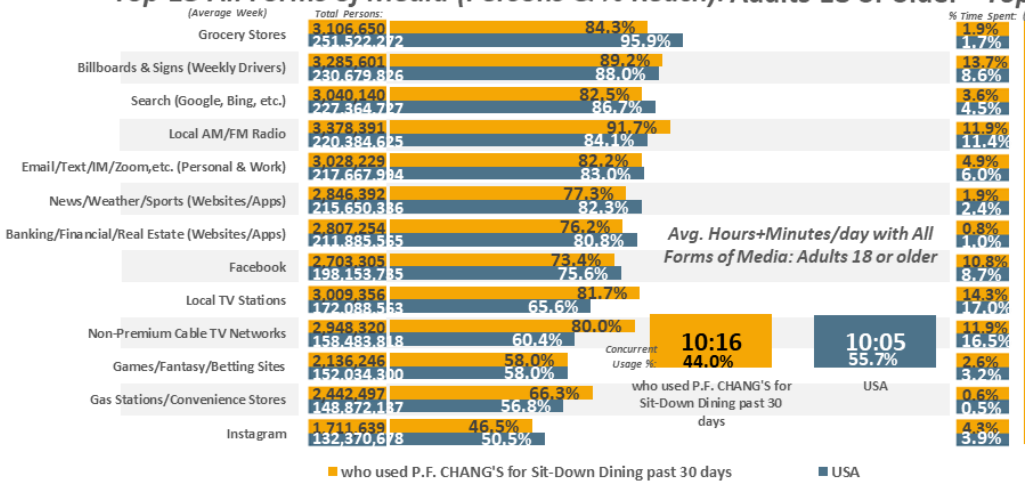
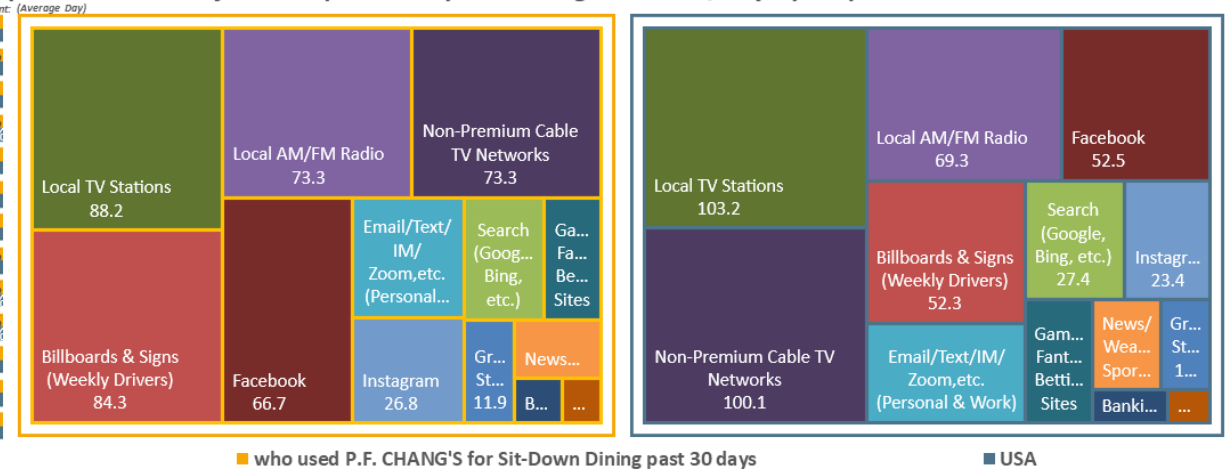
*Sit-down restaurants used past 30 days: Golden Corral*

Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

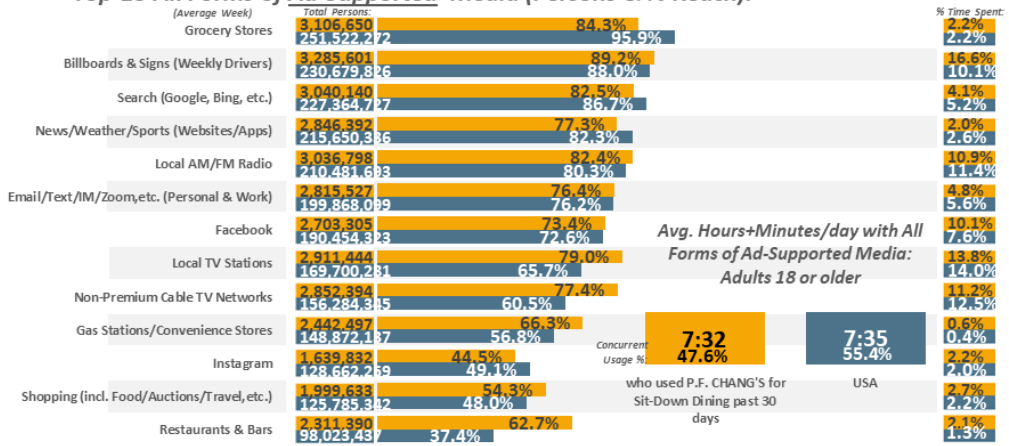
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



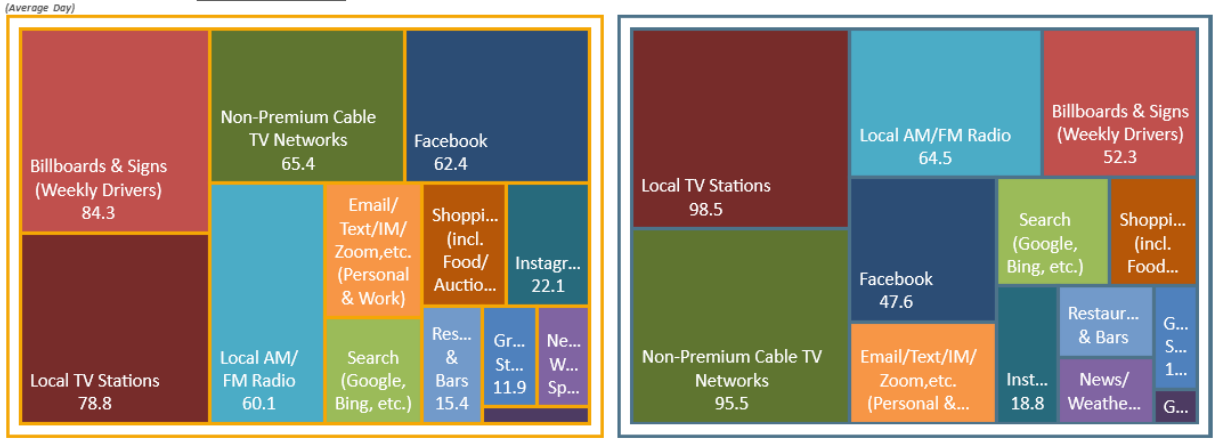

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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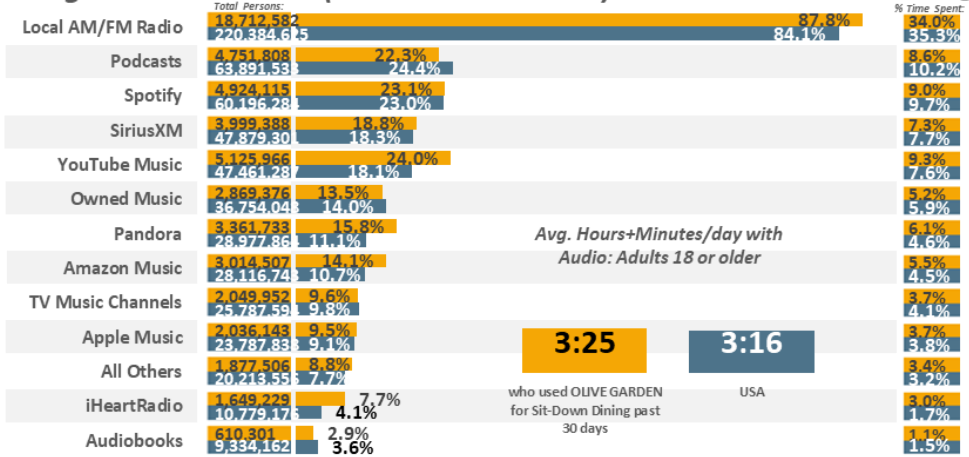
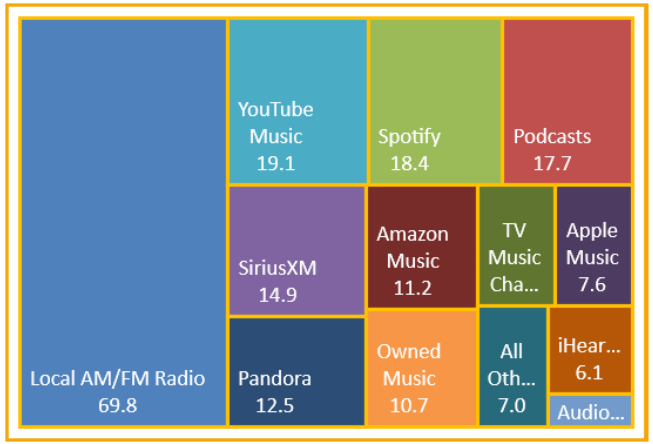
*Sit-down restaurants used past 30 days: P.F. Chang's*

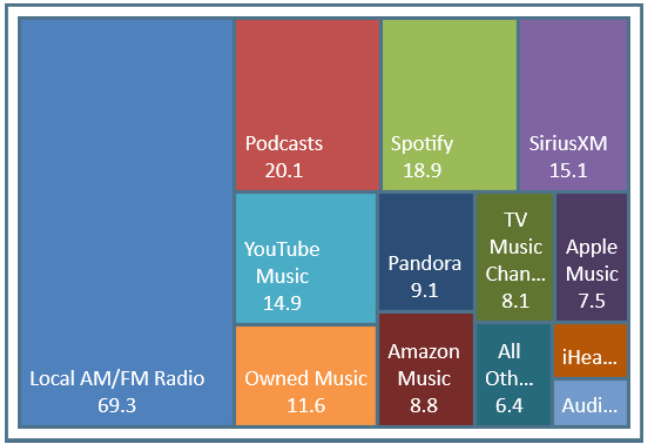
17,685,961 or 83.% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

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

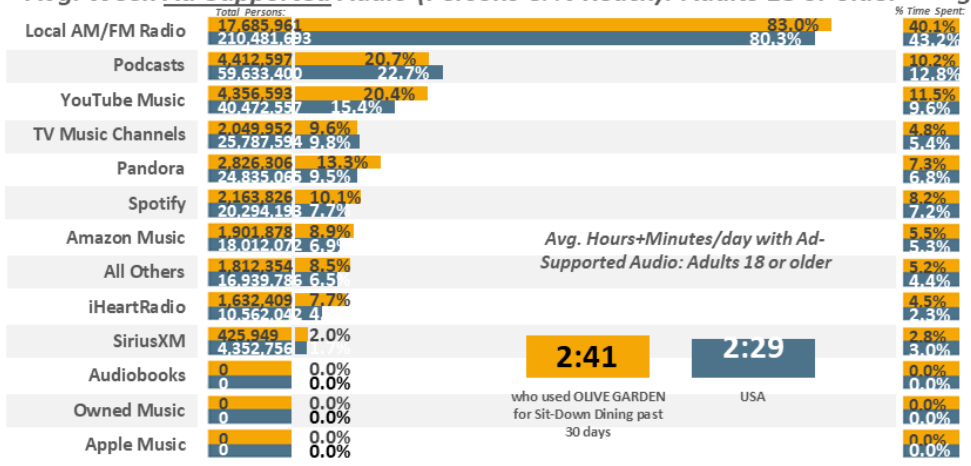



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

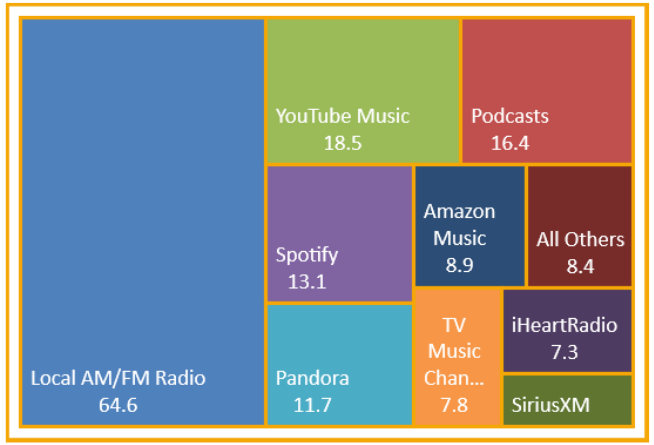


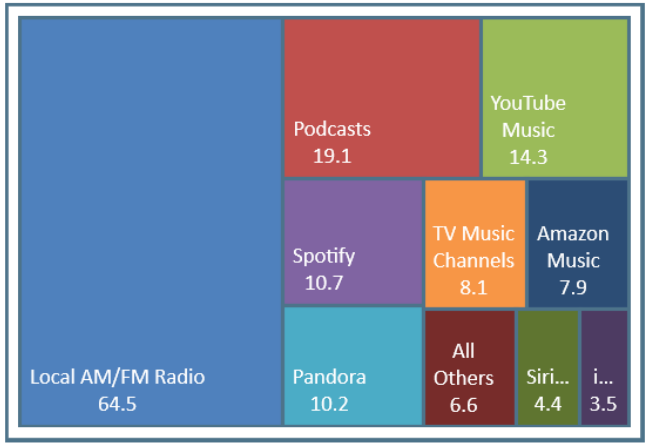




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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

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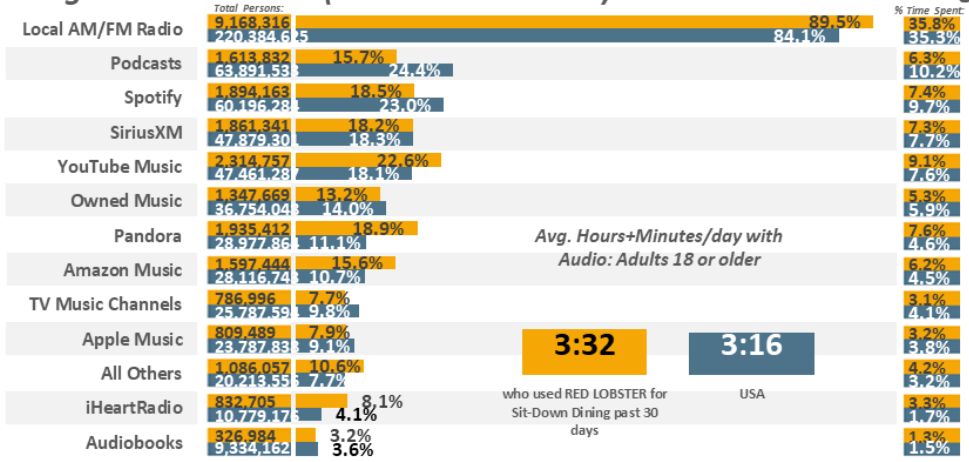
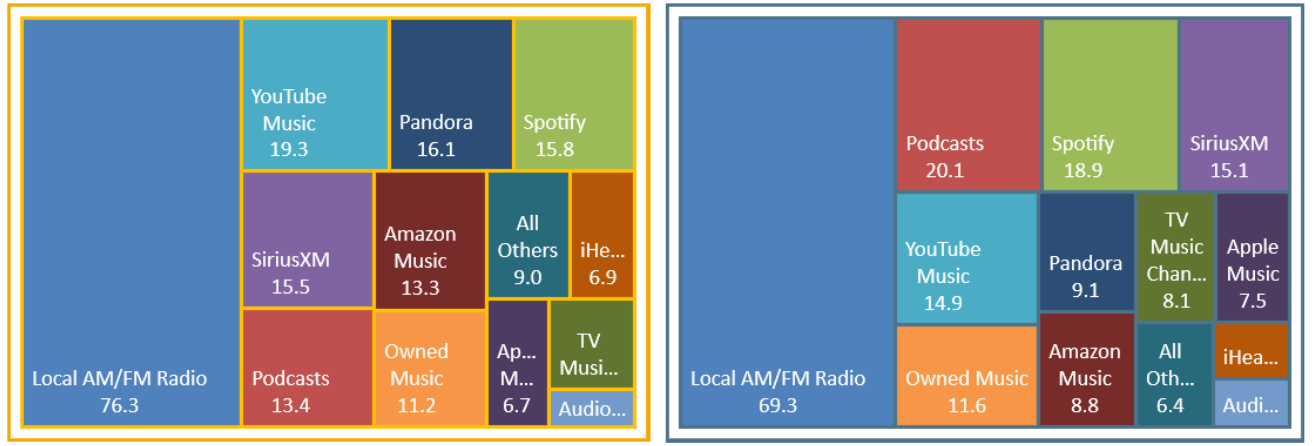
*Sit-down restaurants used past 30 days: Olive Garden*

8,602,970 or 83.9% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

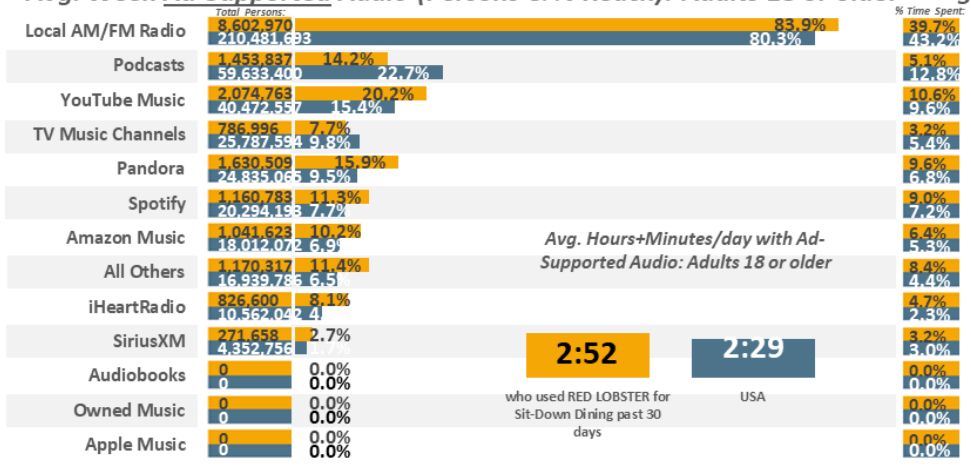
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



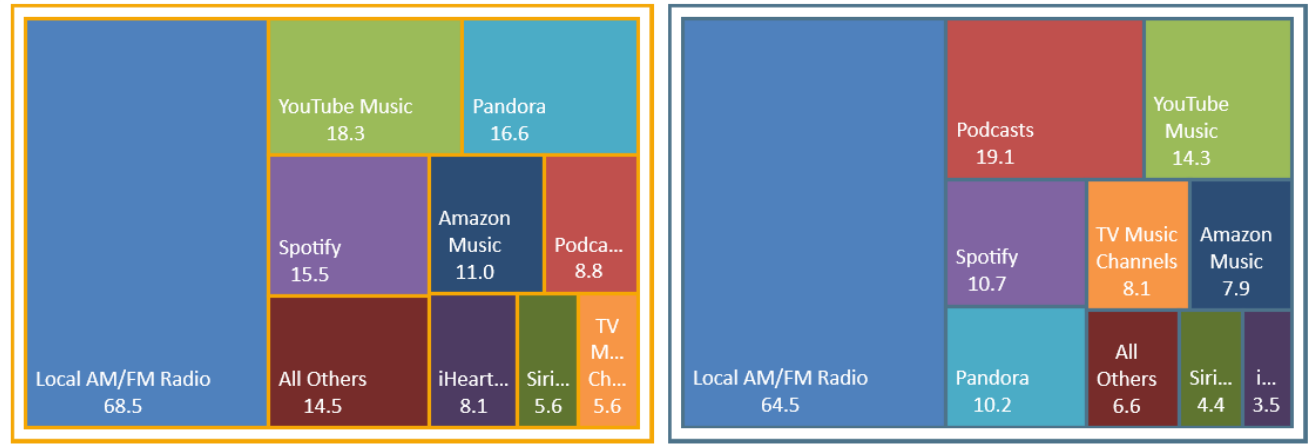

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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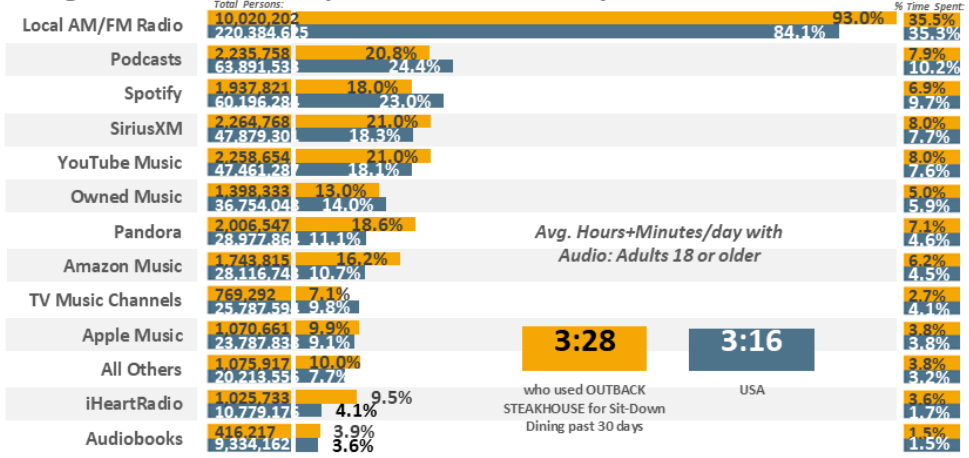
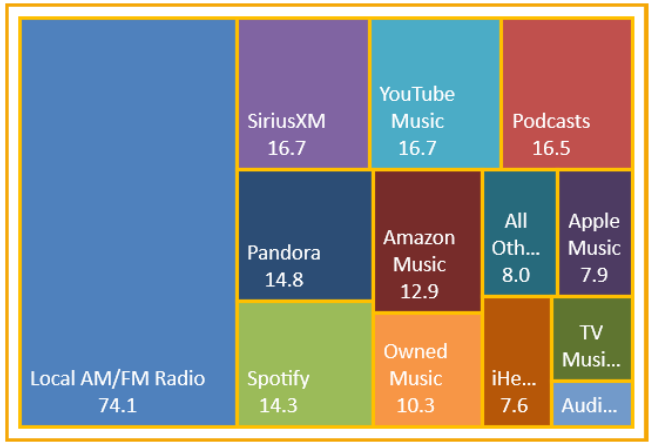
*Sit-down restaurants used past 30 days: Red Lobster*

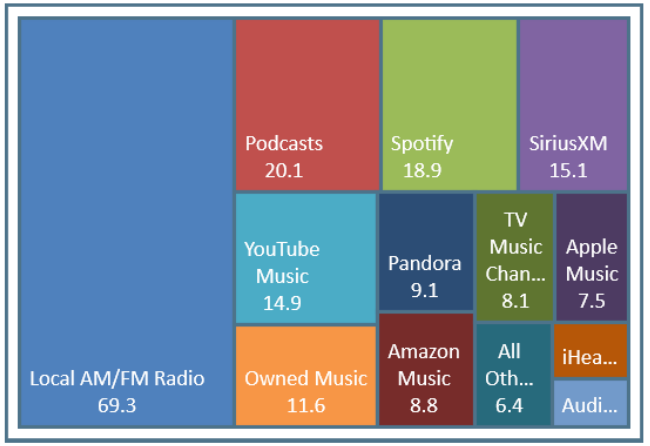
9,462,450 or 87.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

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

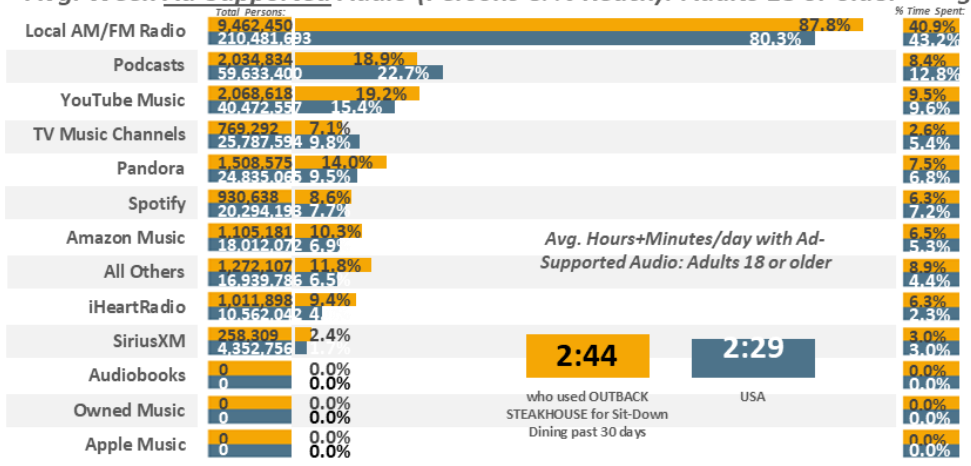



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

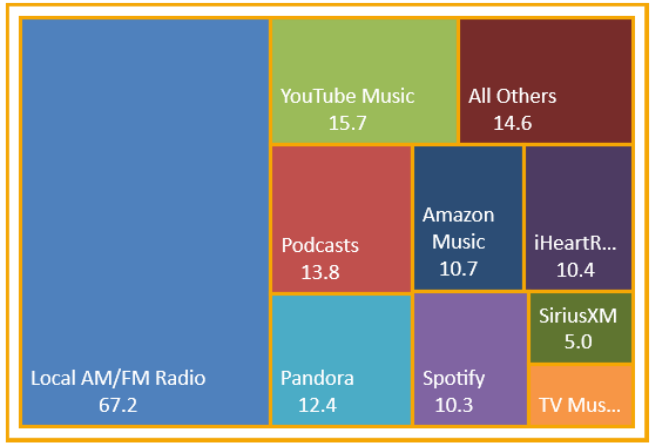


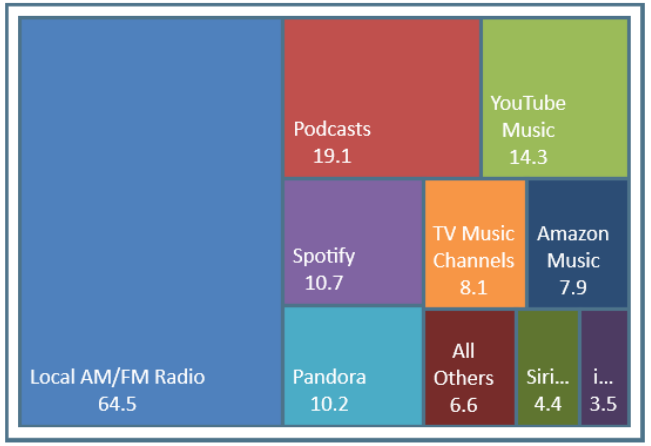




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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

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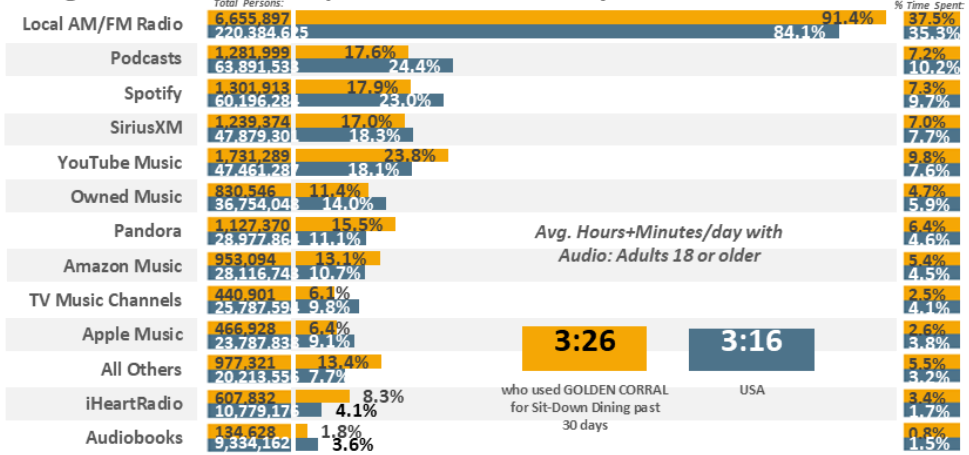
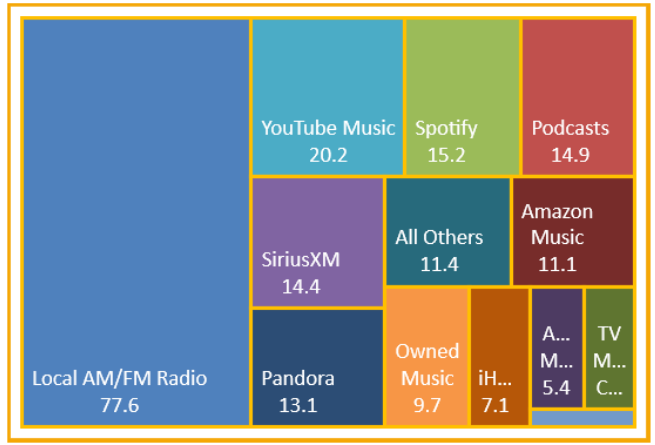
*Sit-down restaurants used past 30 days: Outback Steakhouse*

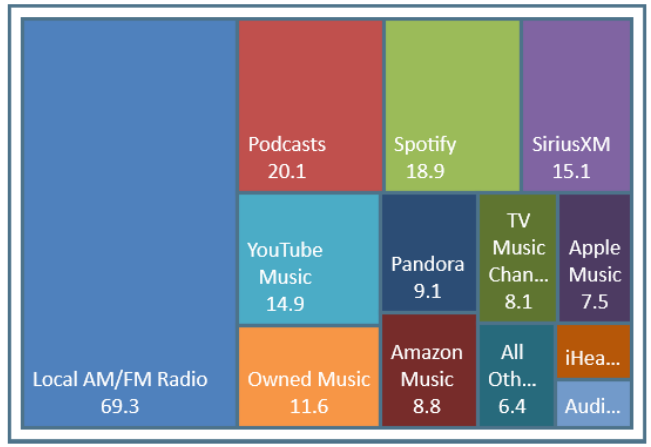
6,197,543 or 85.1% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

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

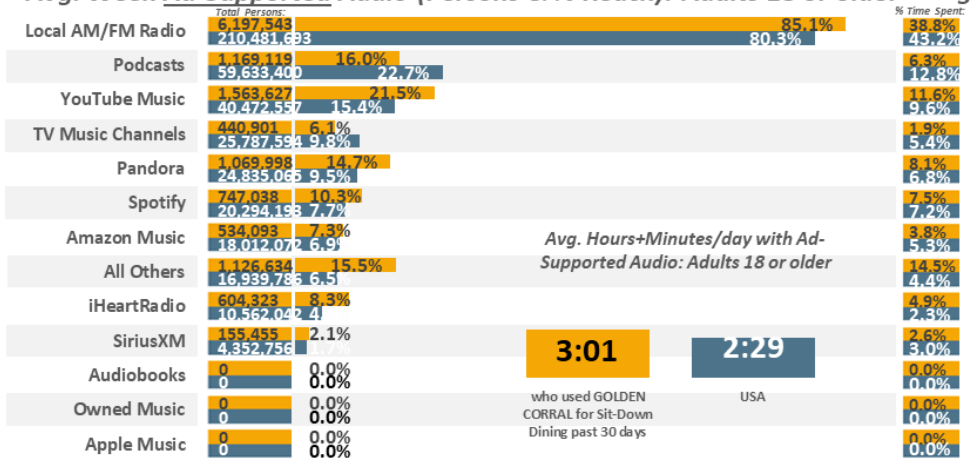



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

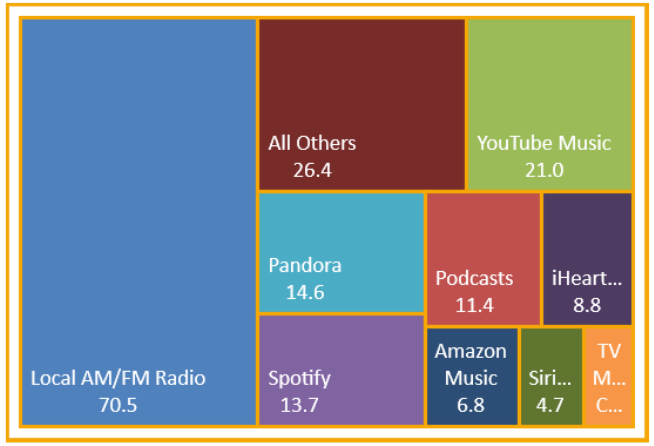


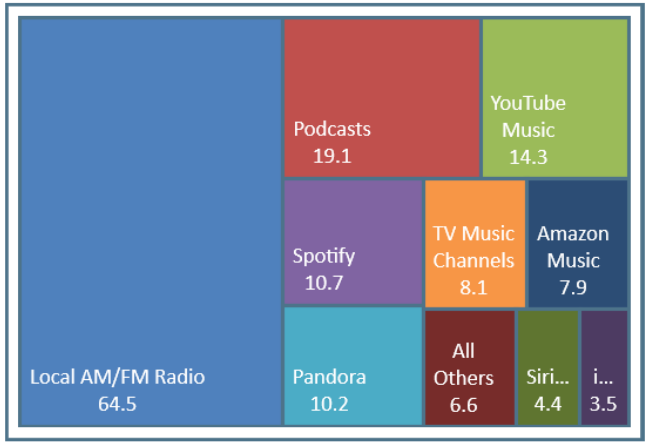




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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

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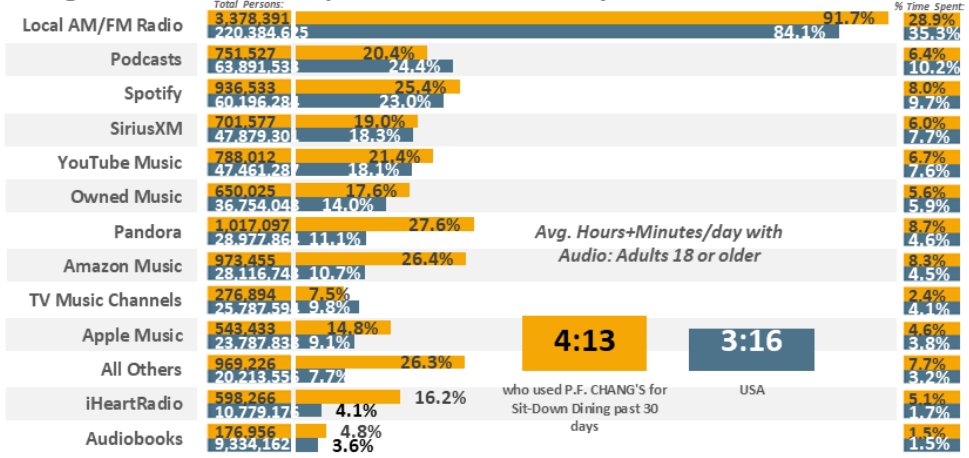
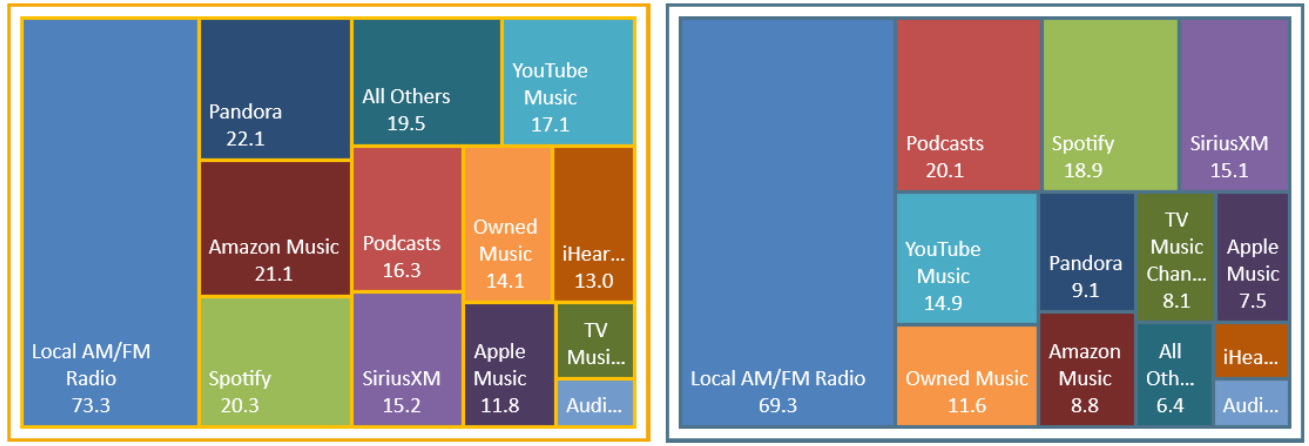
*Sit-down restaurants used past 30 days: Golden Corral*

3,036,798 or 82.4% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Audio.

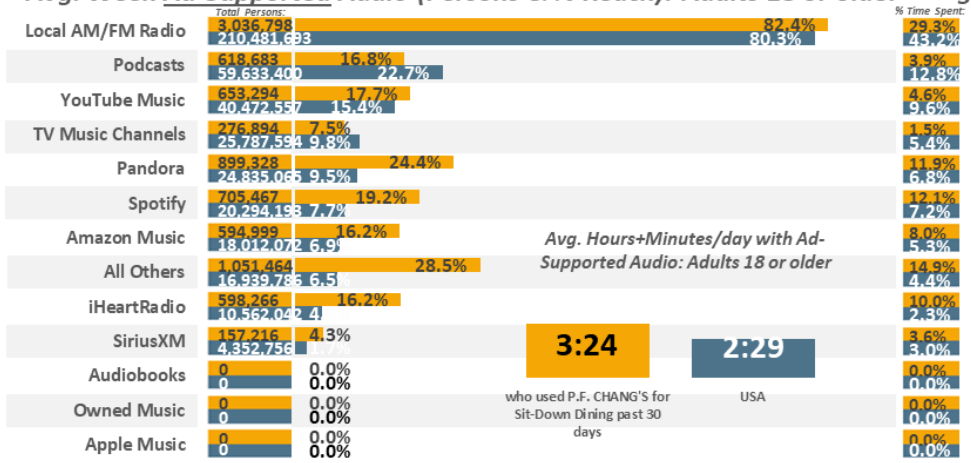
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



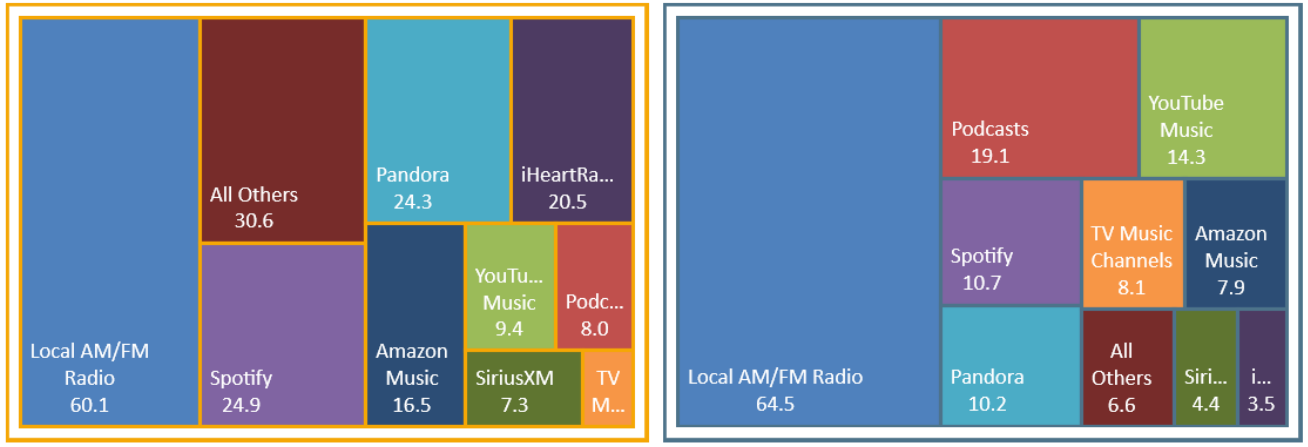

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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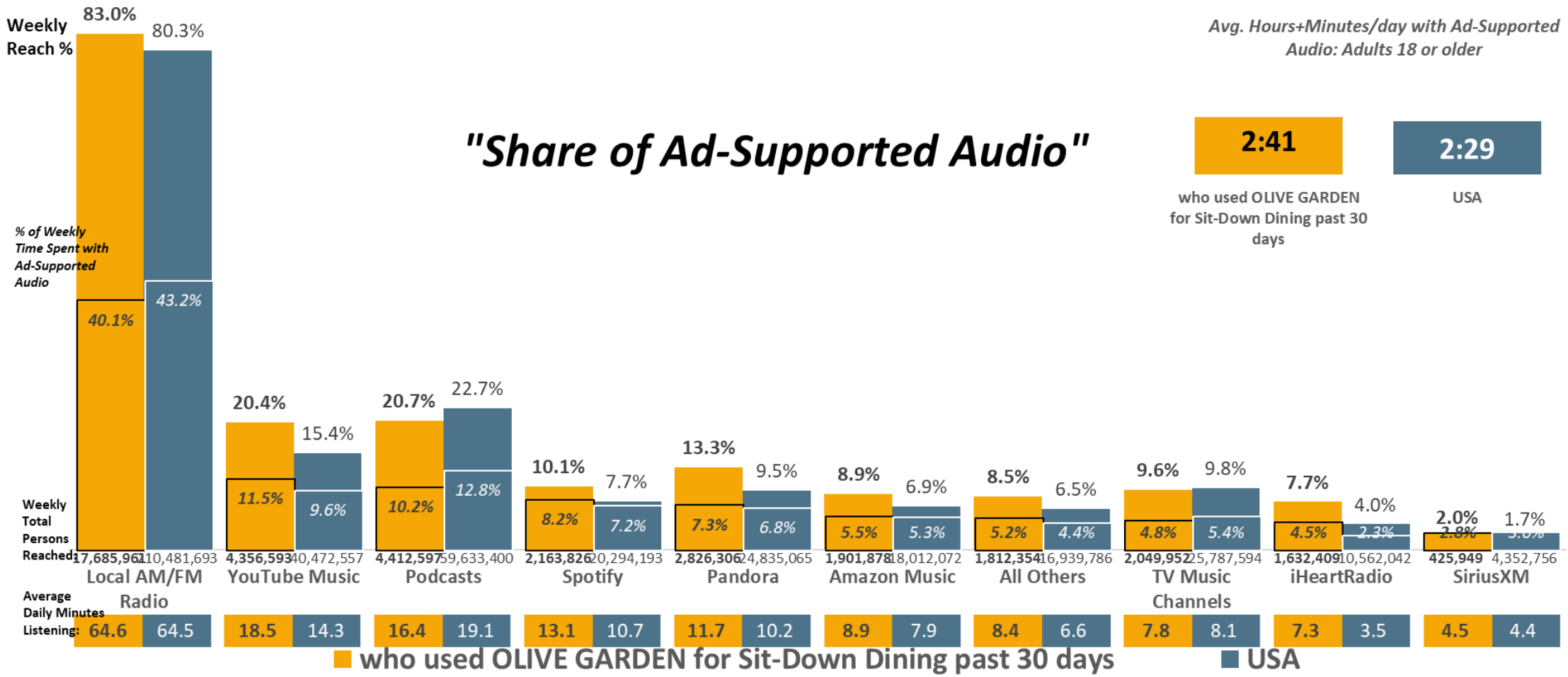
*Sit-down restaurants used past 30 days: P.F. Chang's*

17,685,961 or 83.% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

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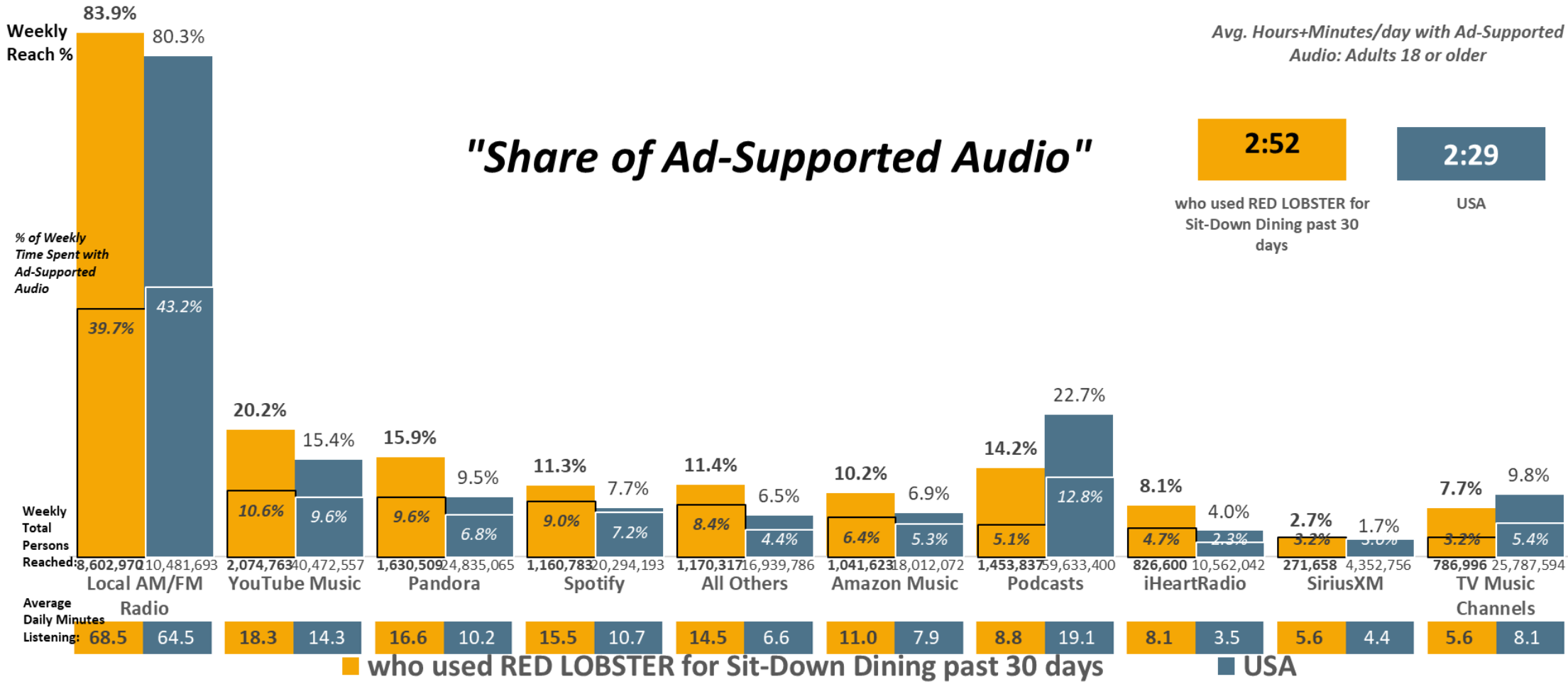
8,602,970 or 83.9% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.5 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

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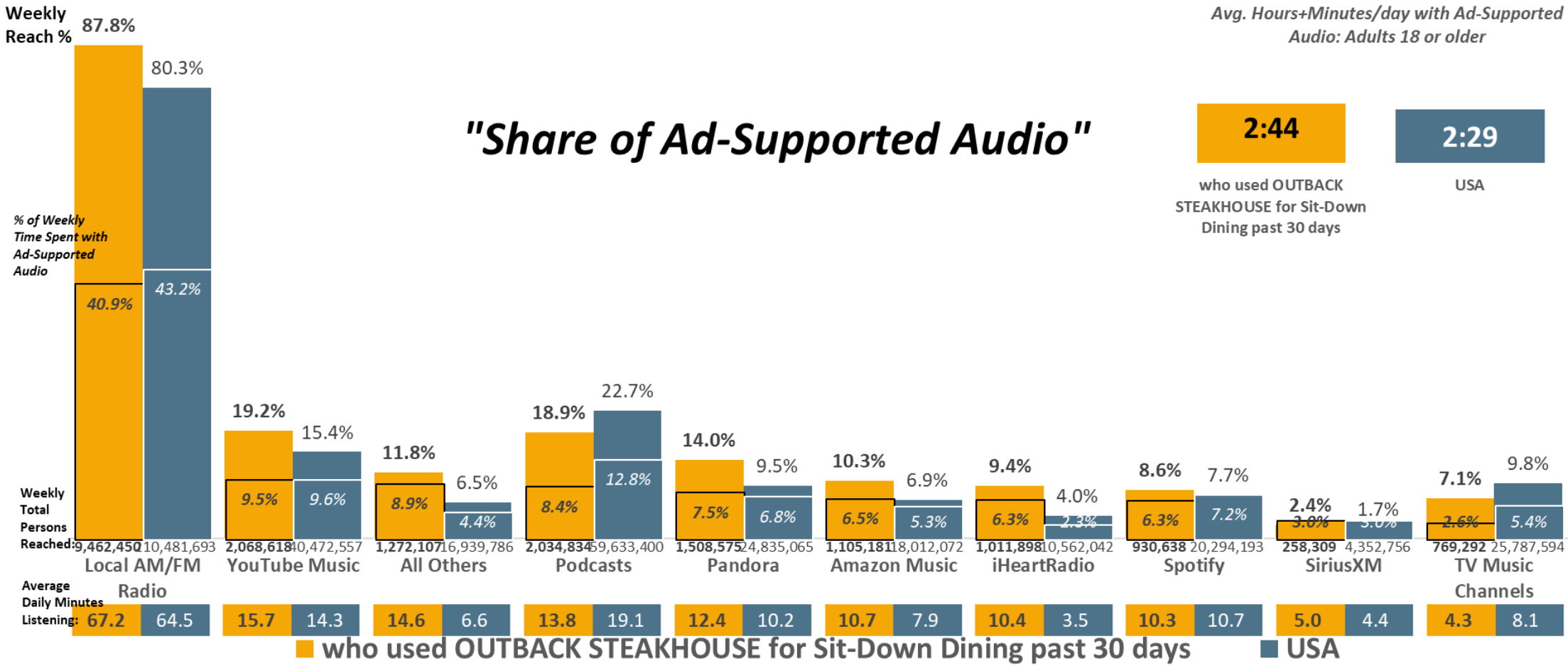
Sit-down restaurants used past 30 days: Red Lobster

9,462,450 or 87.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

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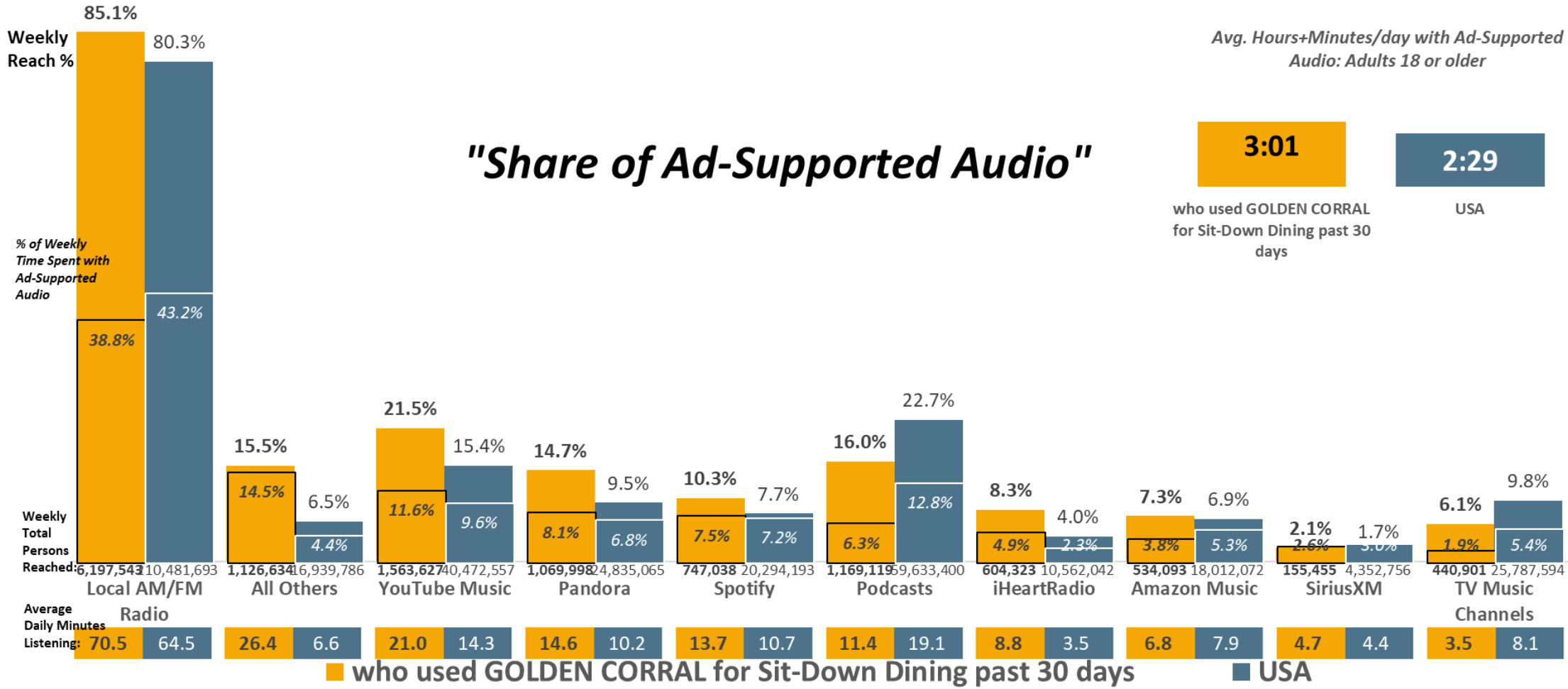
Sit-down restaurants used past 30 days: Outback Steakhouse

6,197,543 or 85.1% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

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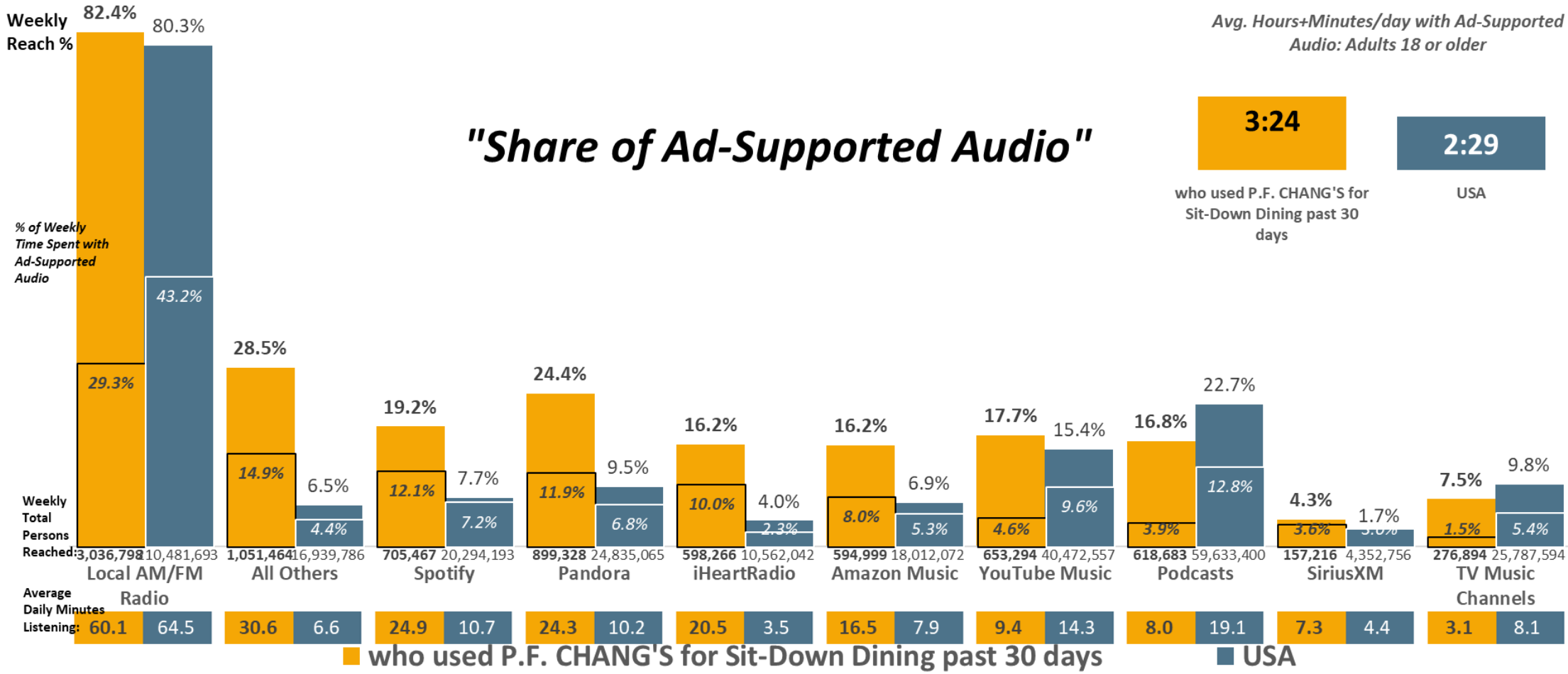
Sit-down restaurants used past 30 days: Golden Corral

3,036,798 or 82.4% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 29.3% of all time spent daily with Ad-Supported Audio.

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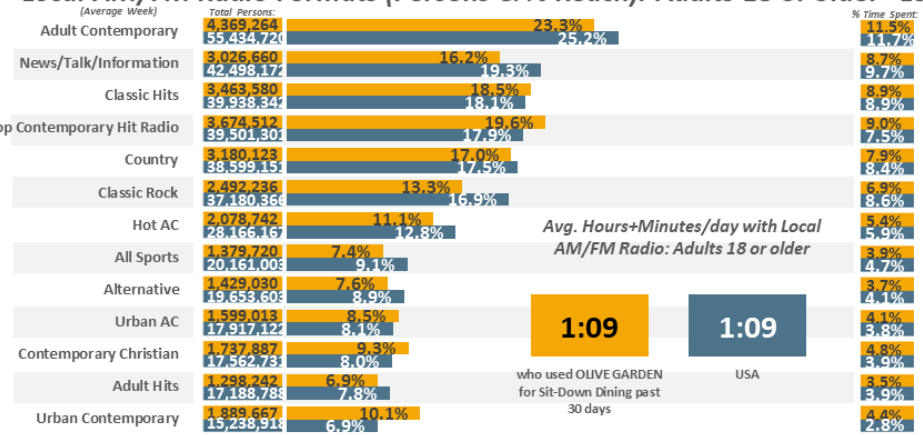
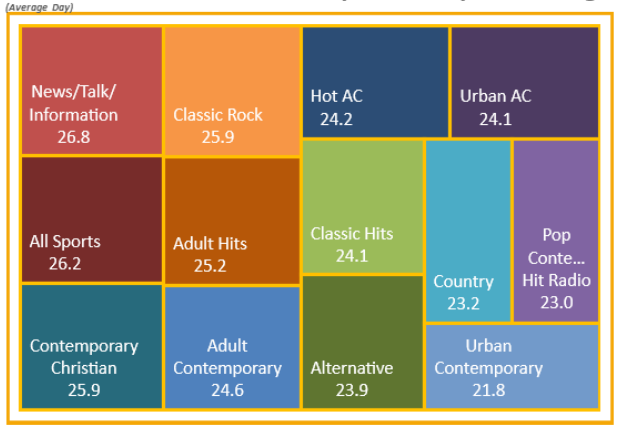
Sit-down restaurants used past 30 days: P.F. Chang's

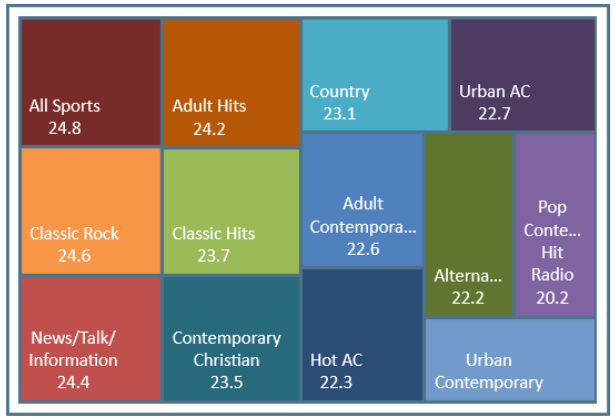
17,685,961 or 83.% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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

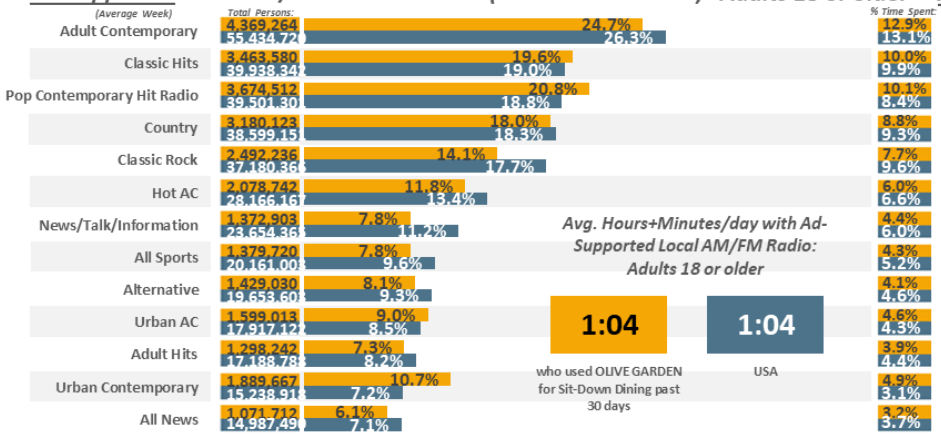



## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

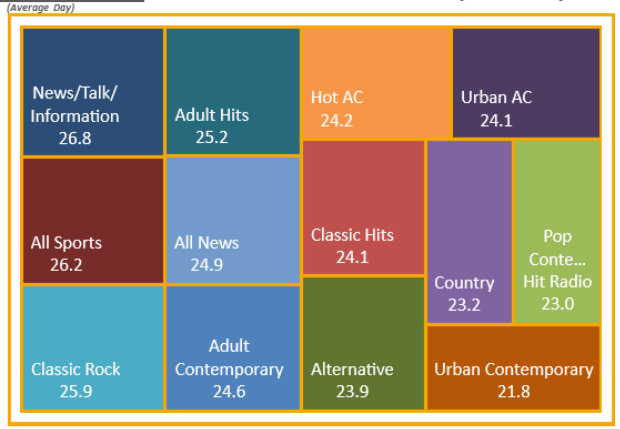


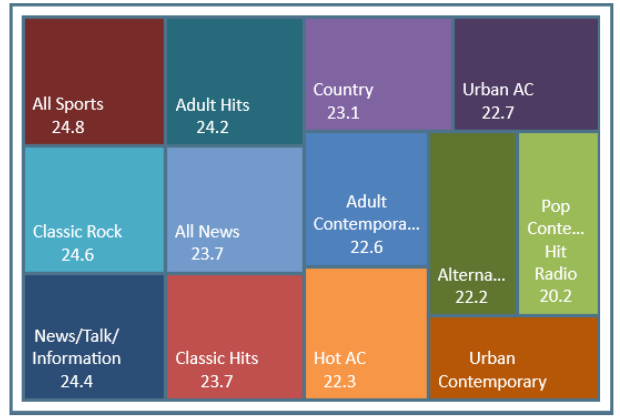




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




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

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333*

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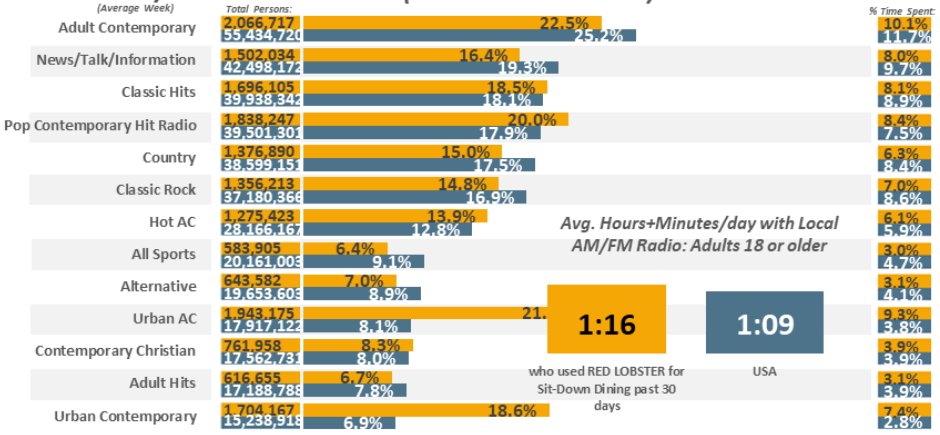
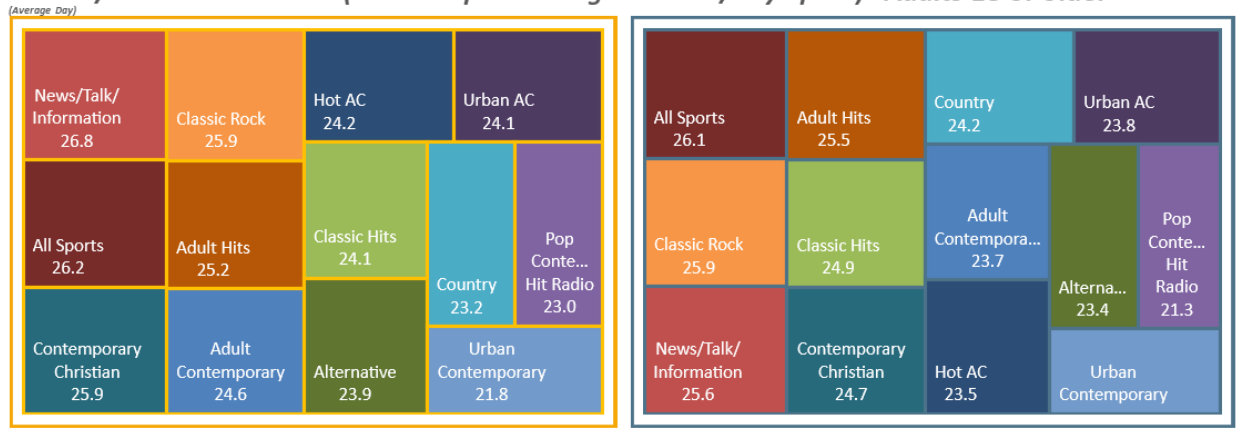
8,602,970 or 83.9% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, Urban Contemporary, and Classic Hits.

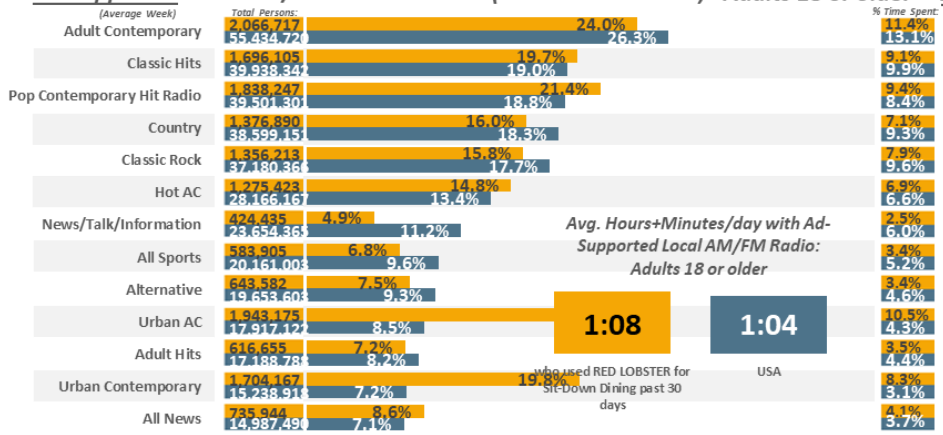
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



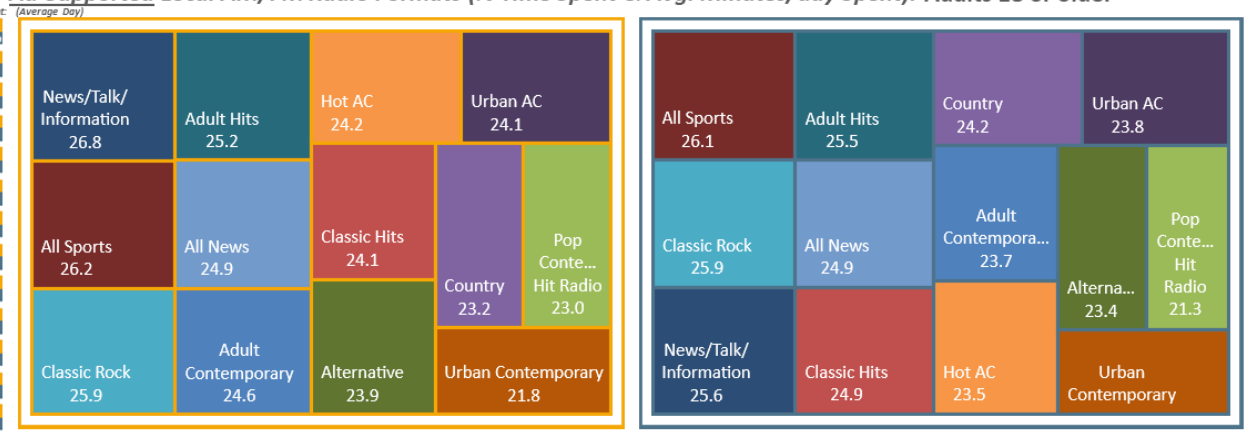

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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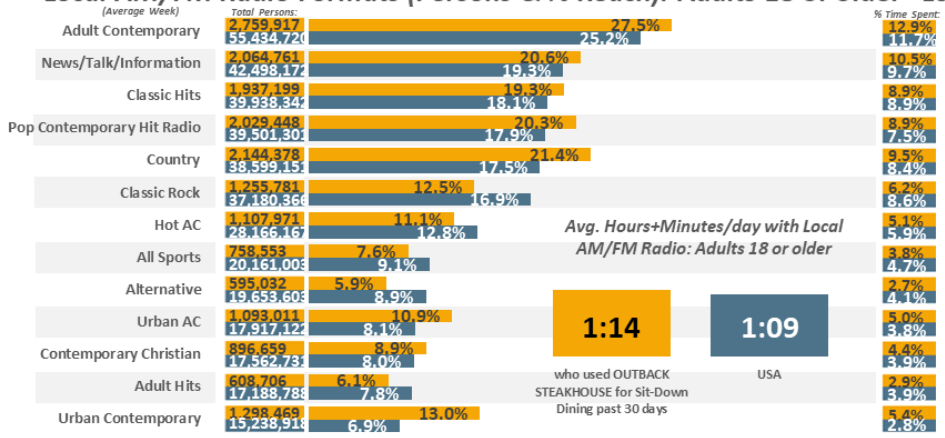
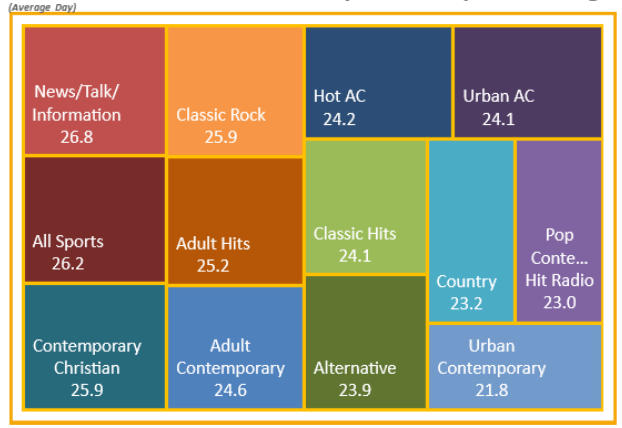
*Sit-down restaurants used past 30 days: Red Lobster*

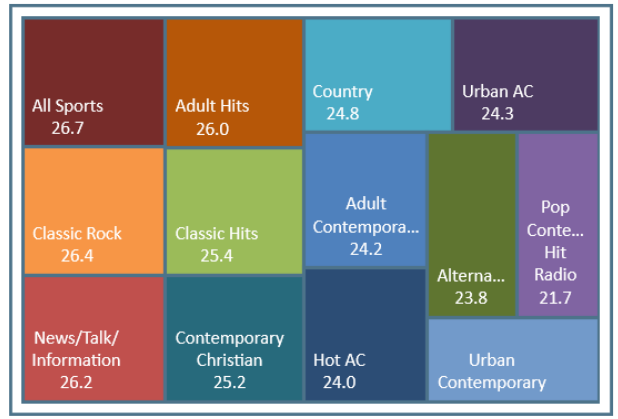
9,462,450 or 87.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Urban Contempo

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

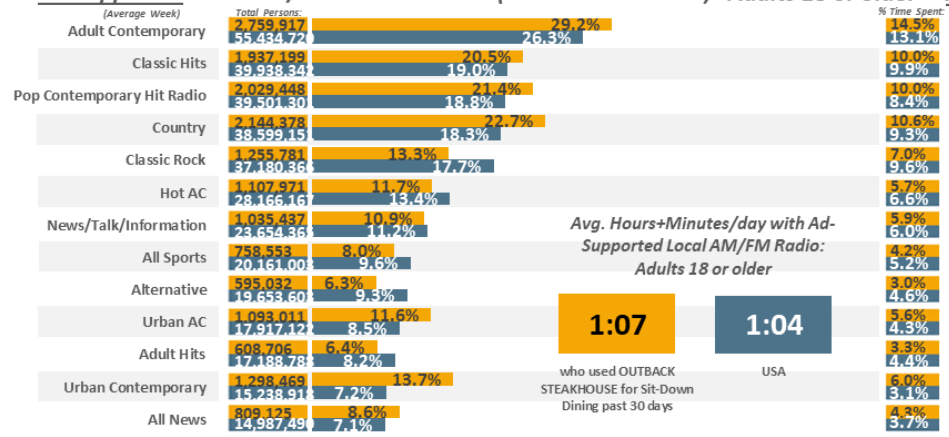



## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

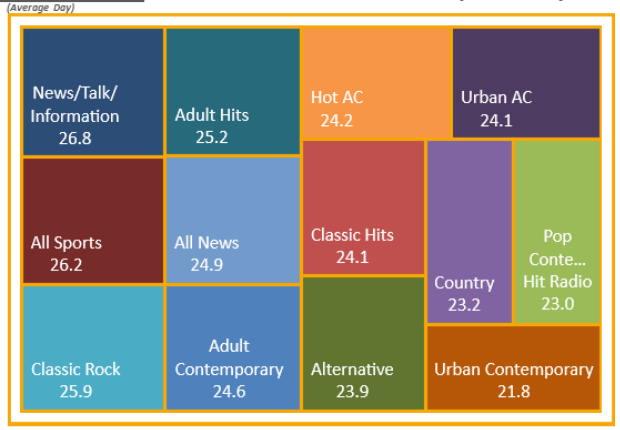


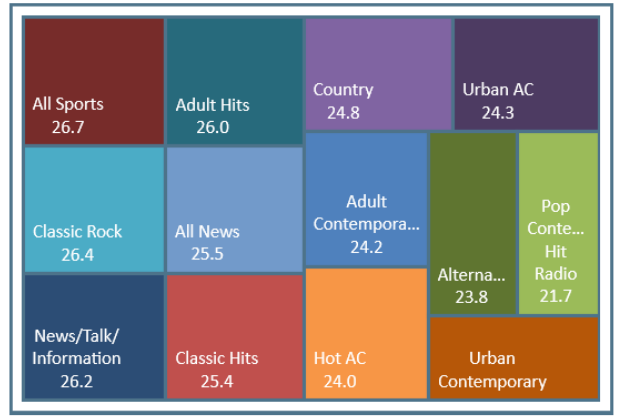




## *Ad-Supported Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older




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

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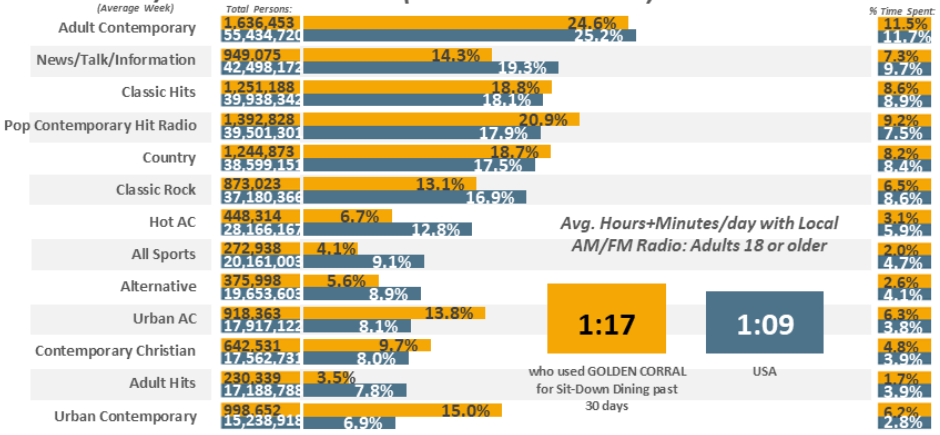
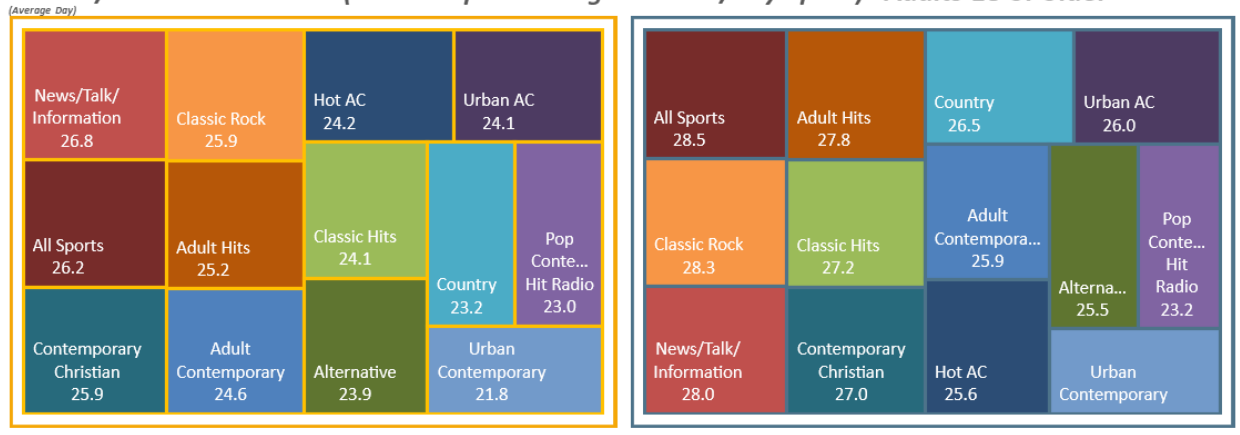
*Sit-down restaurants used past 30 days: Outback Steakhouse*

6,197,543 or 85.1% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining 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 Urban Contemporary.

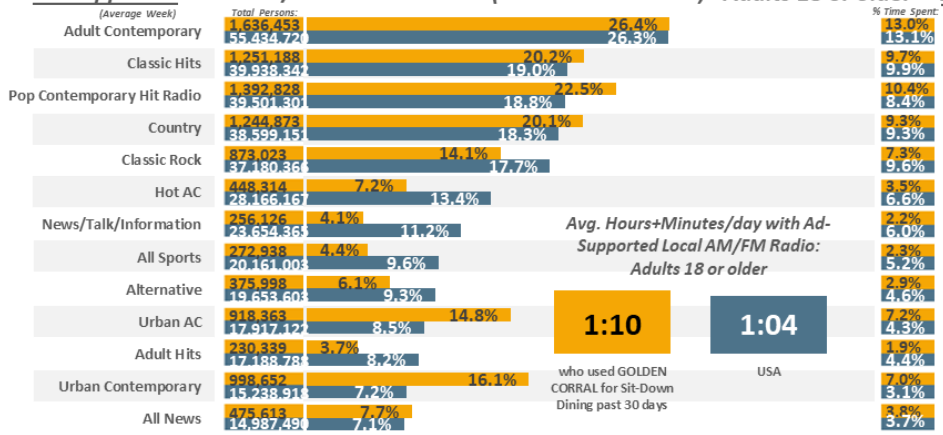
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



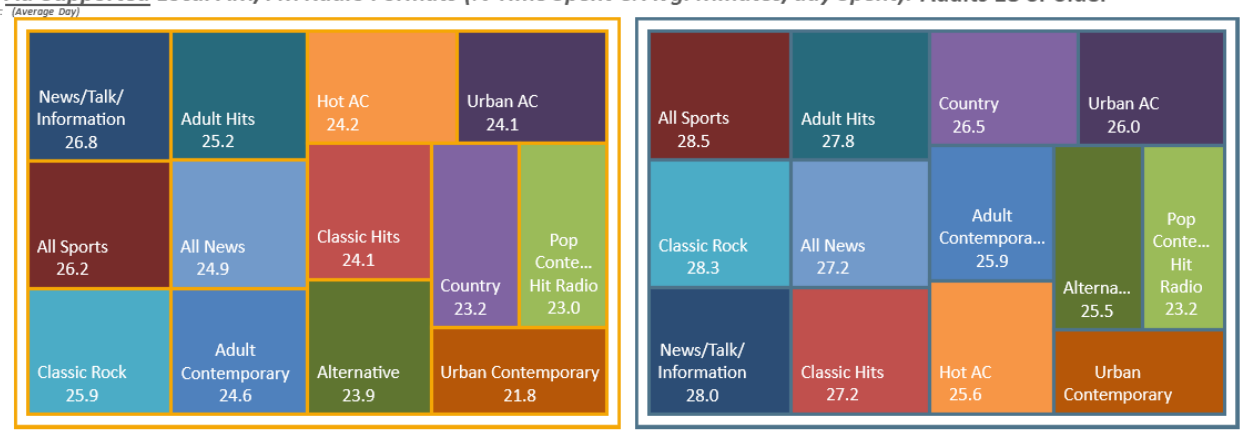

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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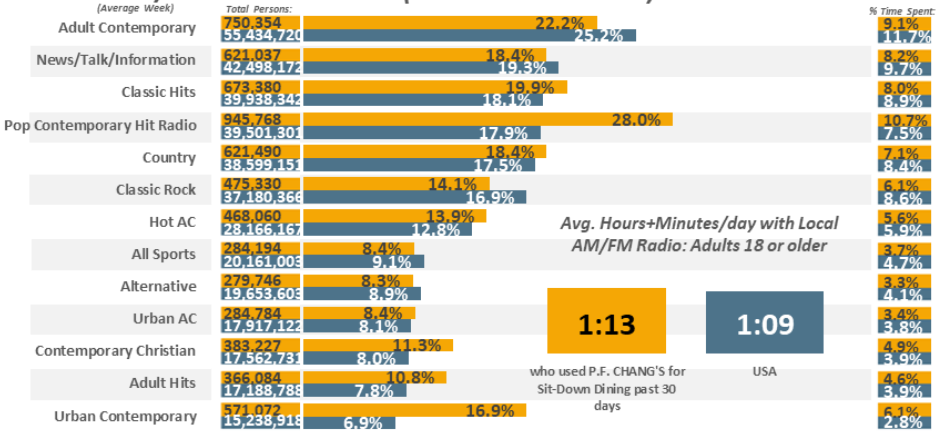
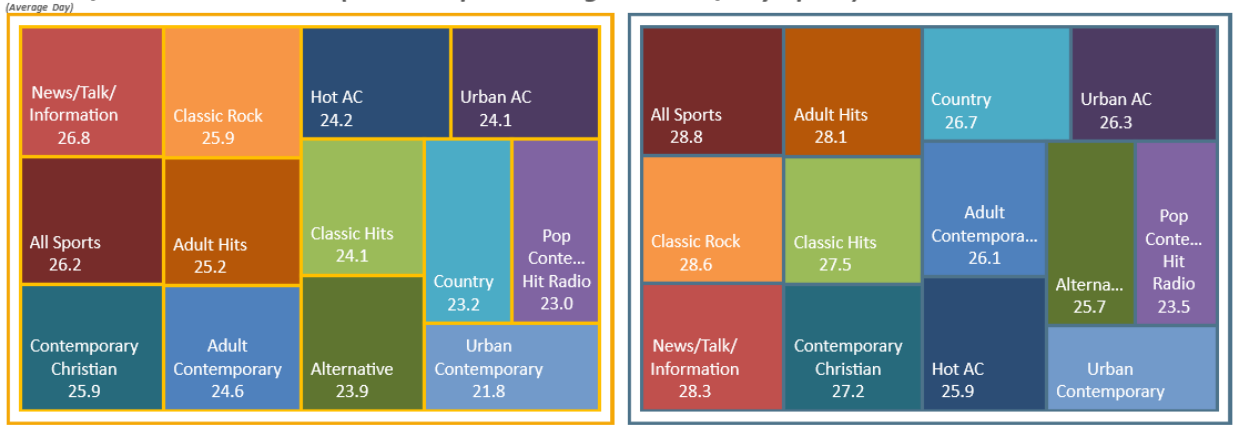
Sit-down restaurants used past 30 days: Golden Corral

3,036,798 or 82.4% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Urban Contemporary.

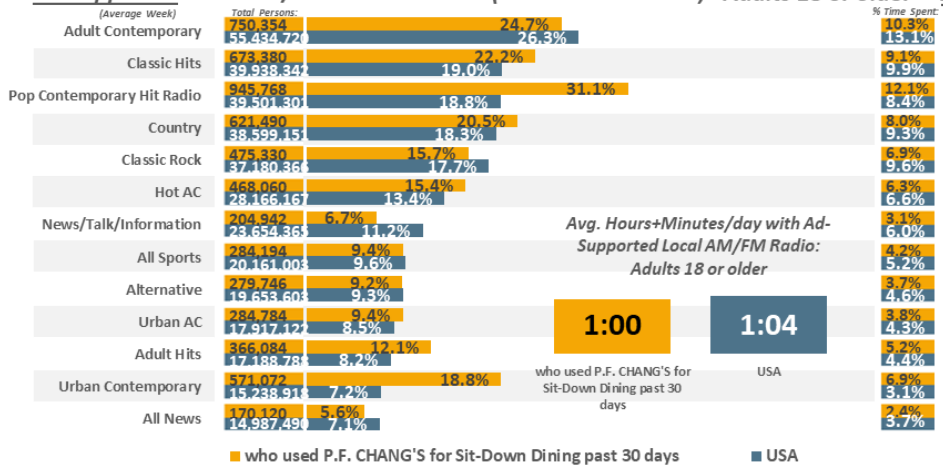
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



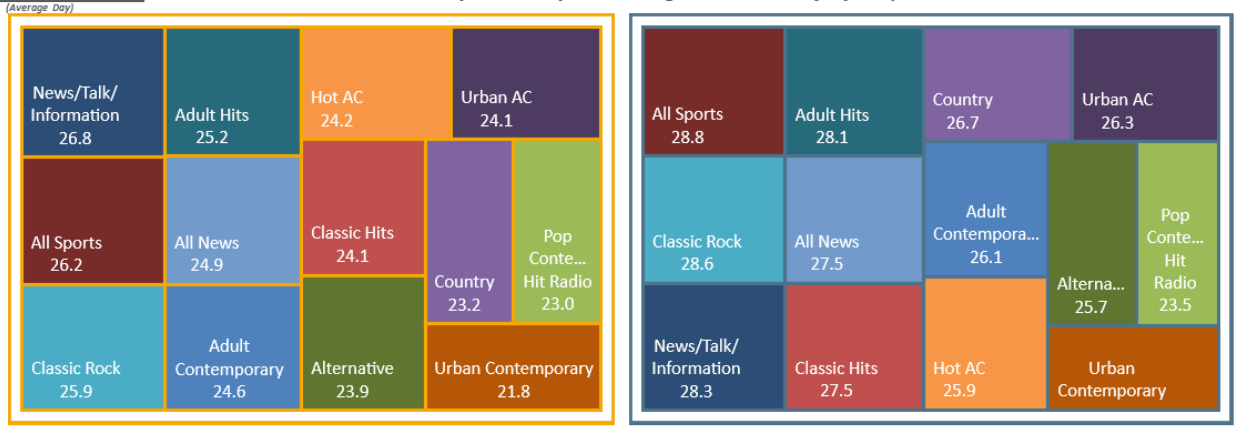

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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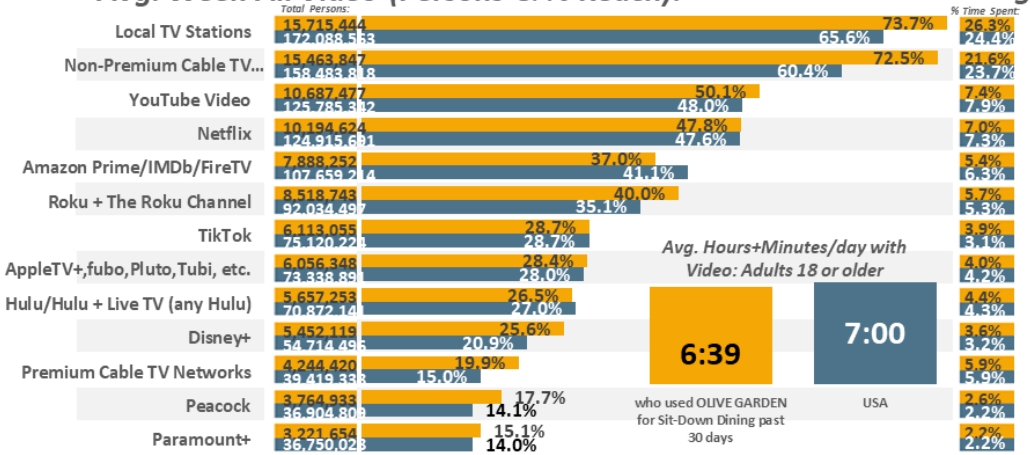
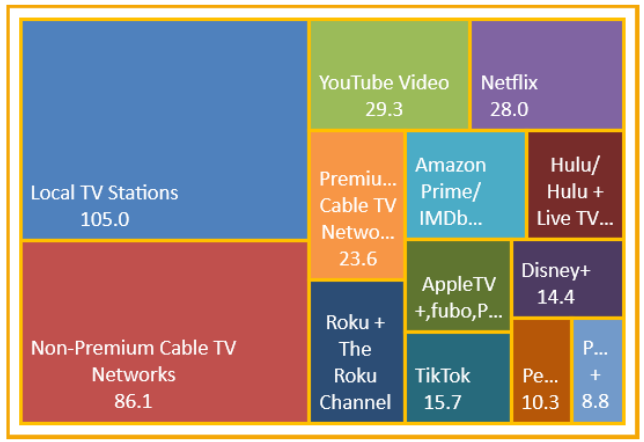
*Sit-down restaurants used past 30 days: P.F. Chang's*

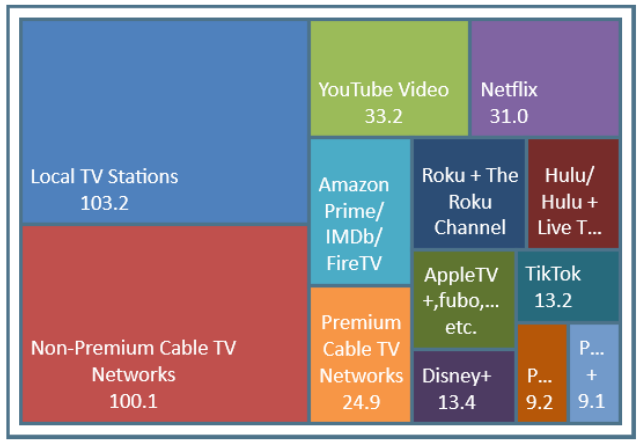
15,407,578 or 72.3% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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

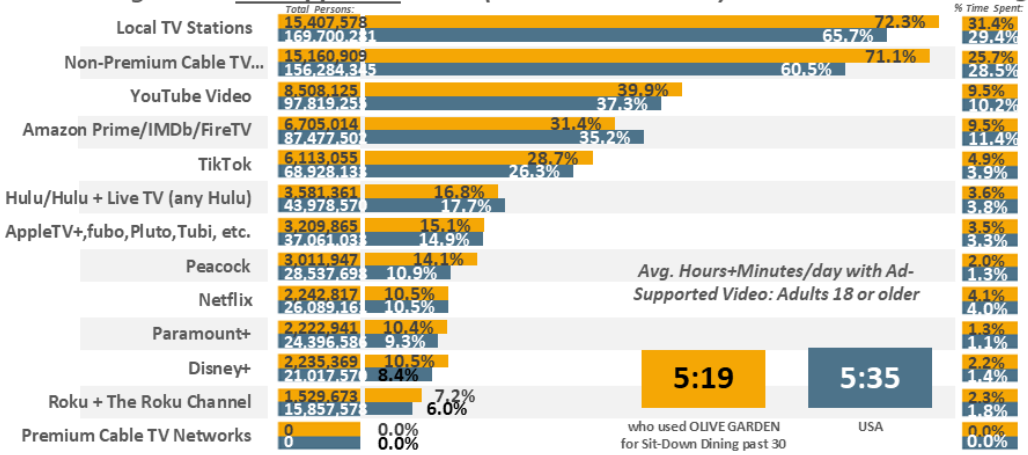



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

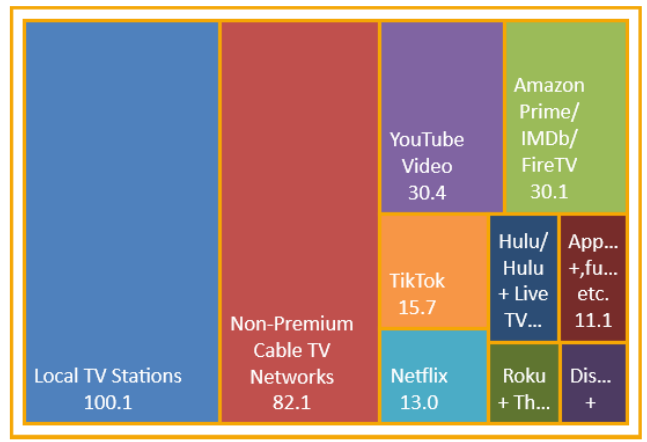


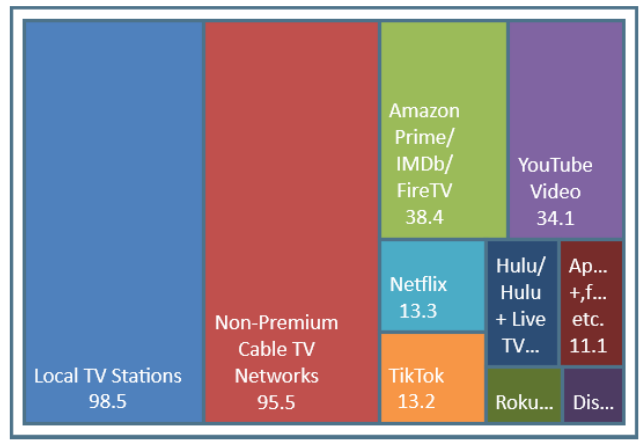




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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

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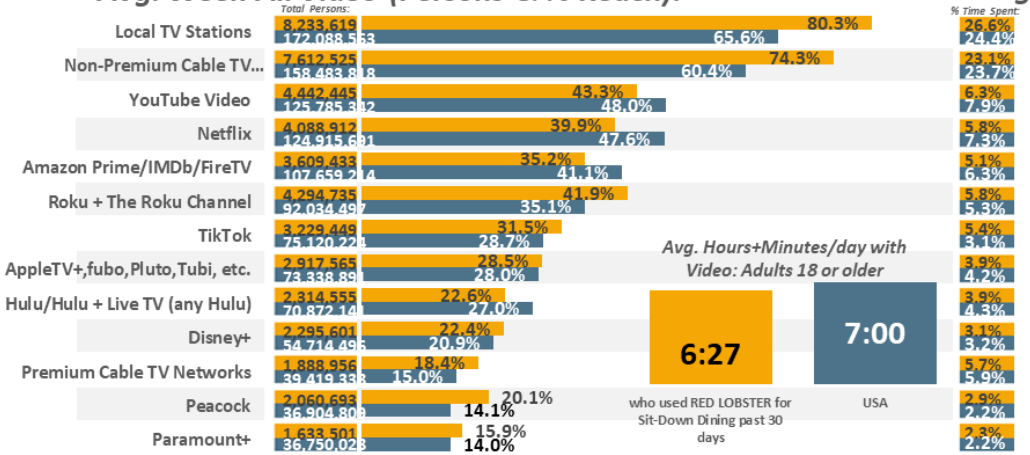
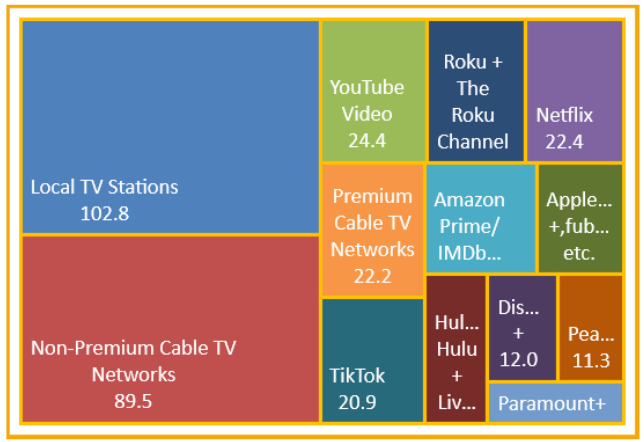
*Sit-down restaurants used past 30 days: Olive Garden*

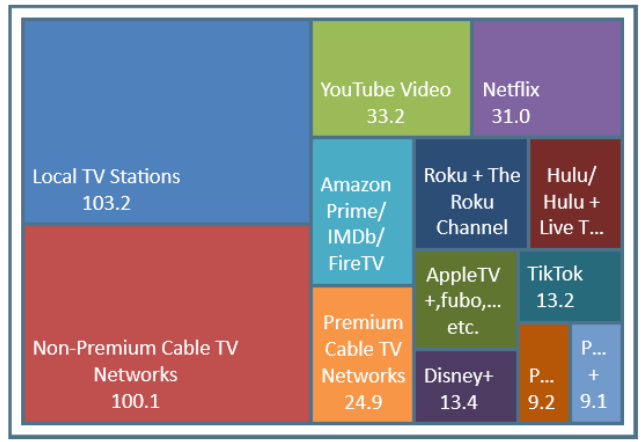
8,039,786 or 78.5% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 94.7 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

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

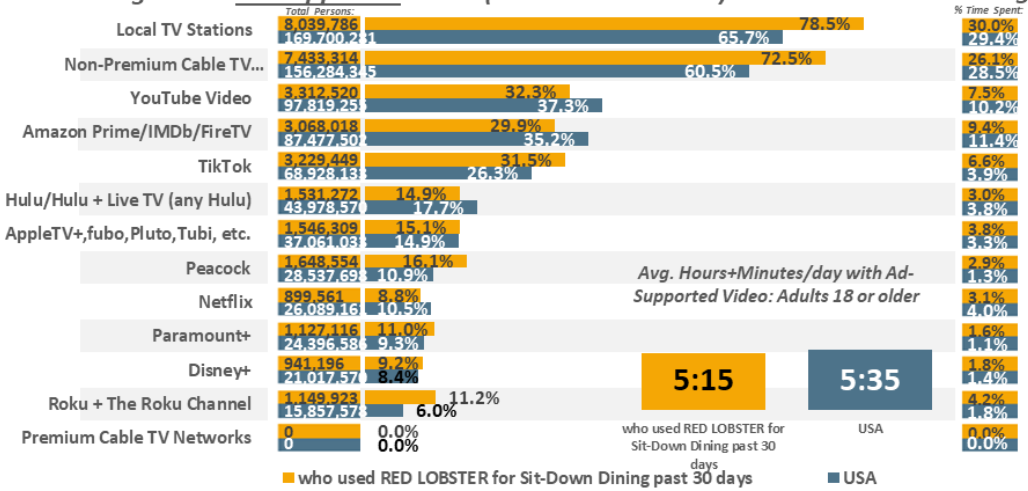



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

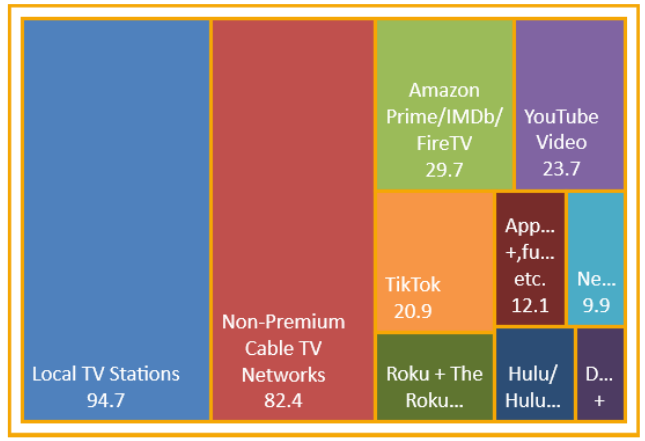


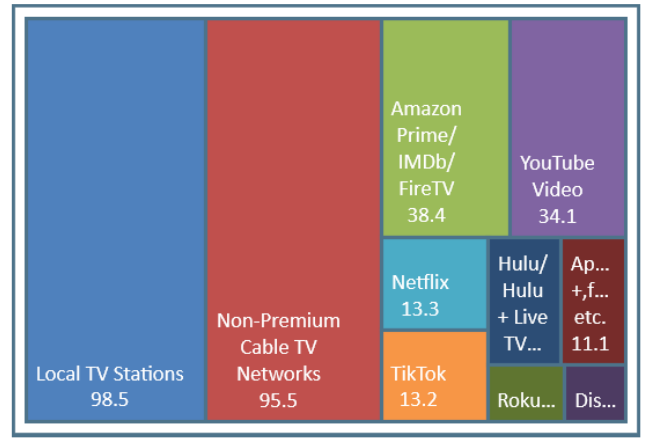




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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

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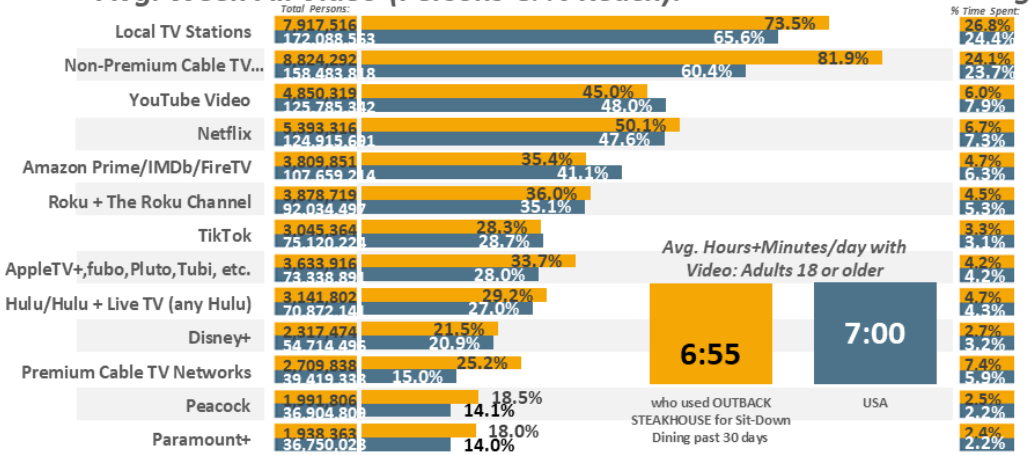
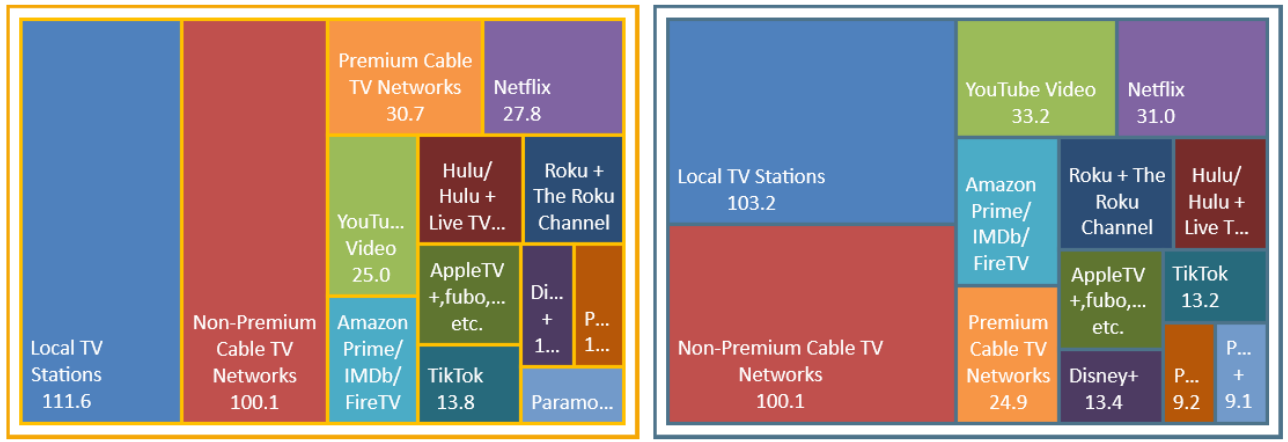
*Sit-down restaurants used past 30 days: Red Lobster*

7,733,639 or 71.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 104.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

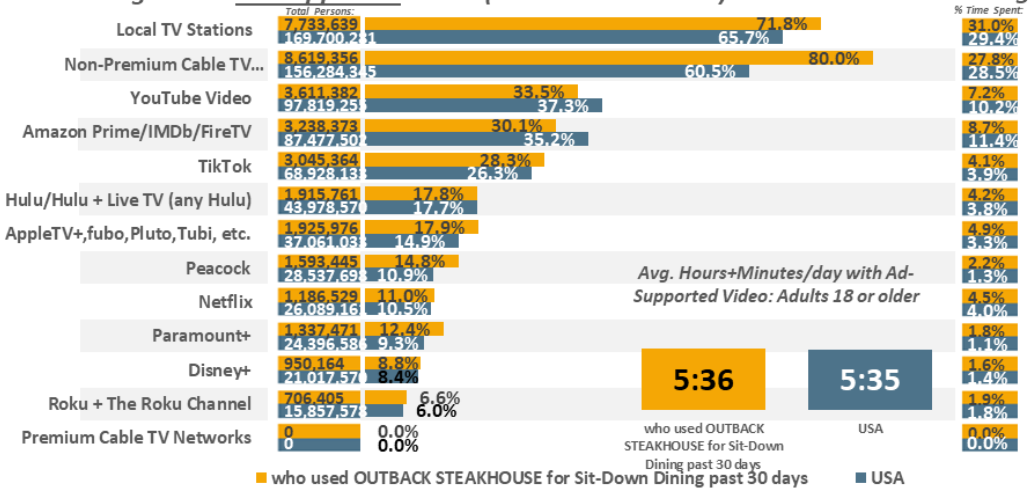
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



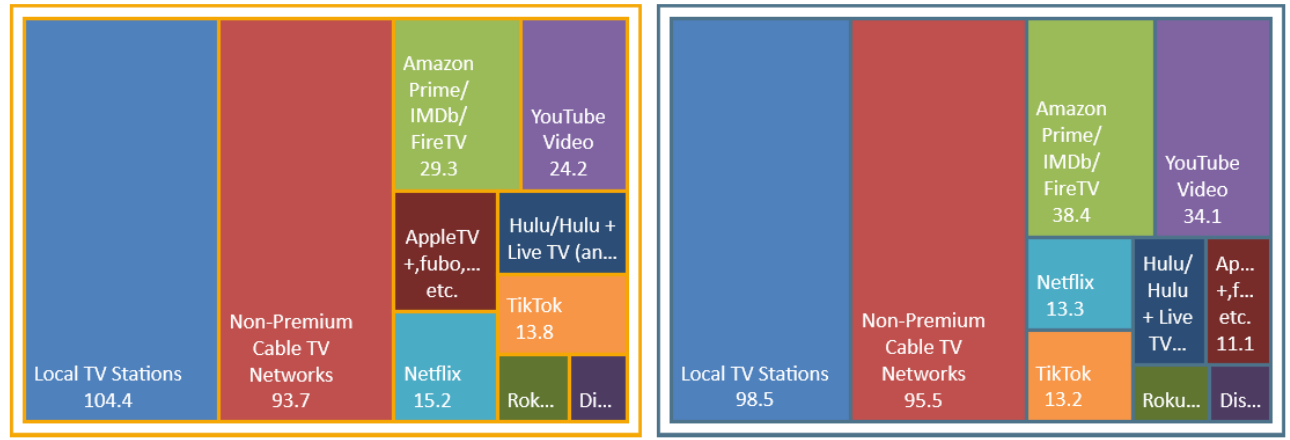

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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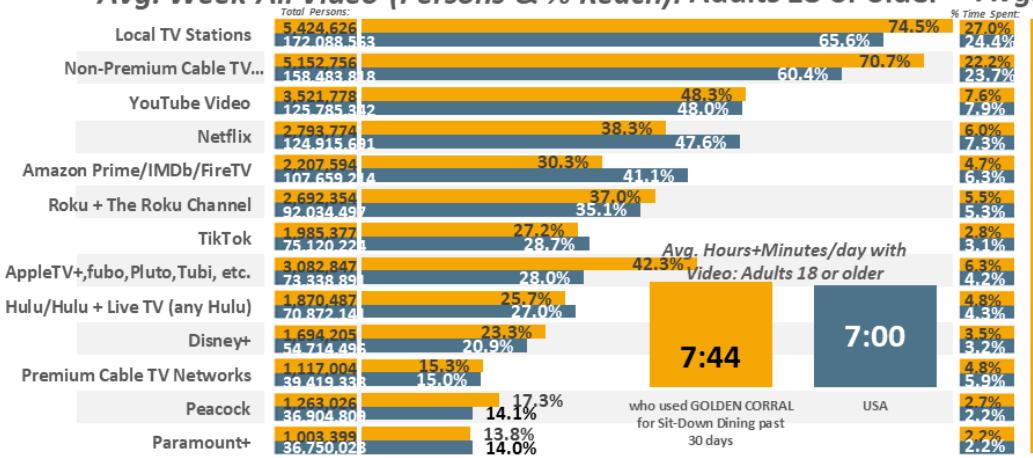
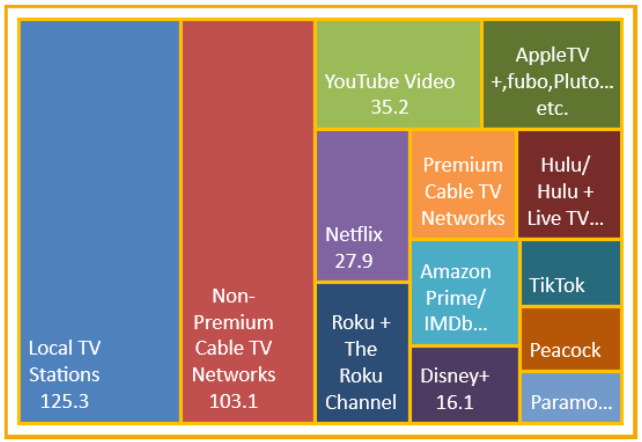
*Sit-down restaurants used past 30 days: Outback Steakhouse*

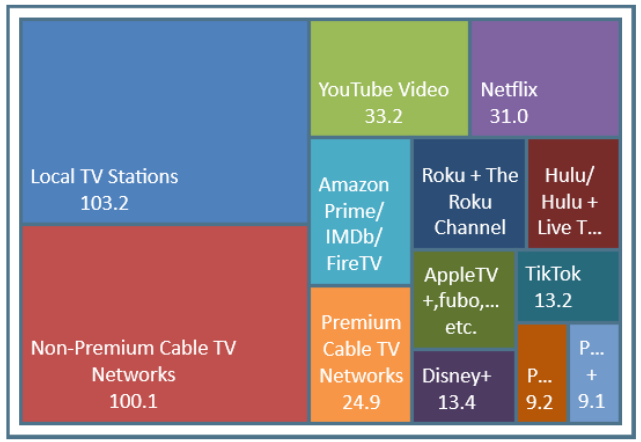
5,168,769 or 70.9% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

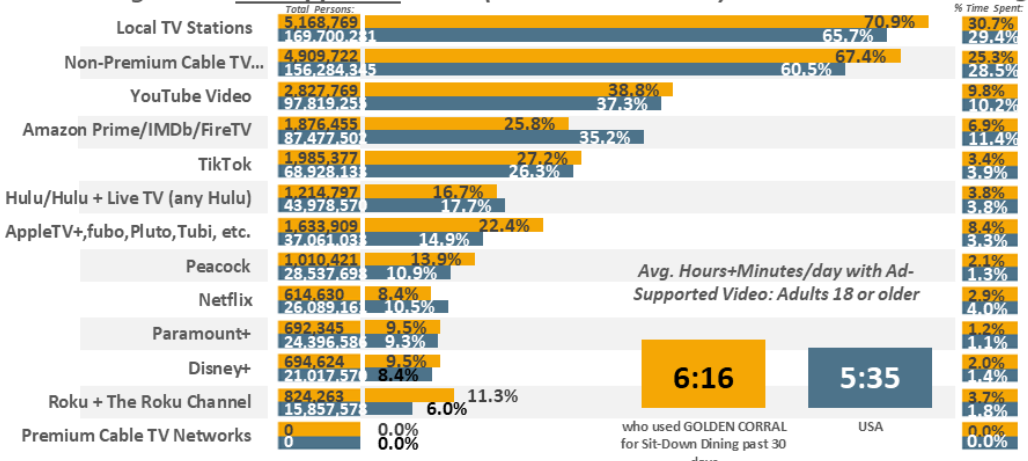



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

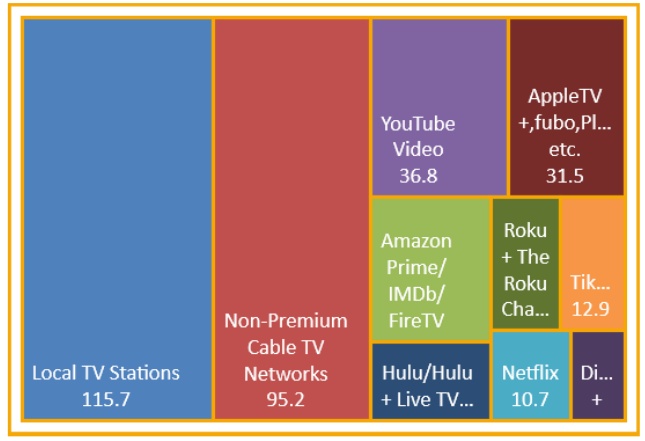


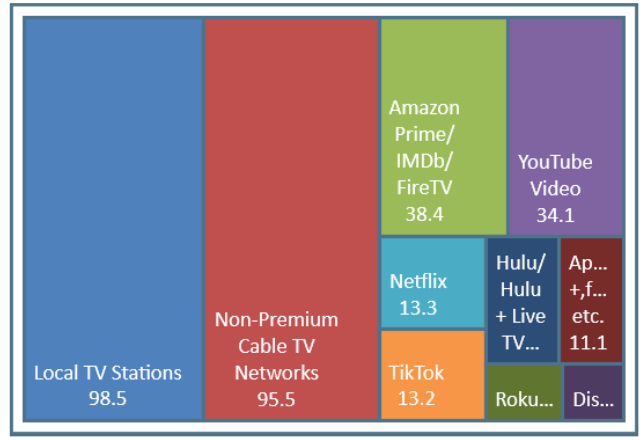




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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

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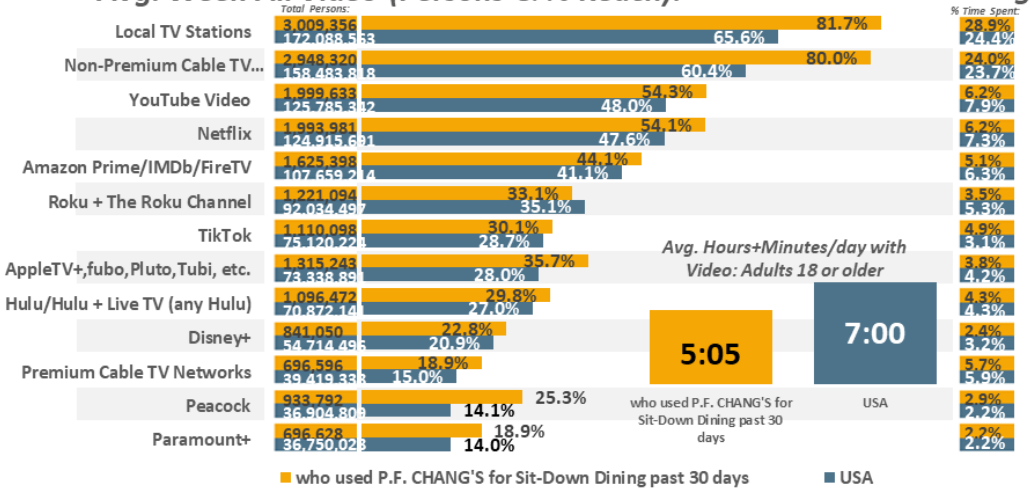
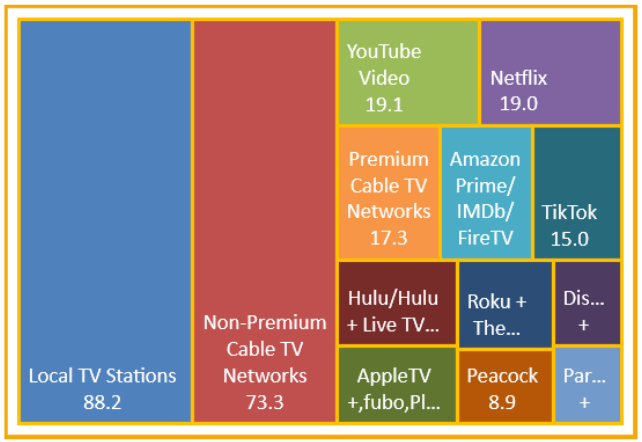
Sit-down restaurants used past 30 days: Golden Corral

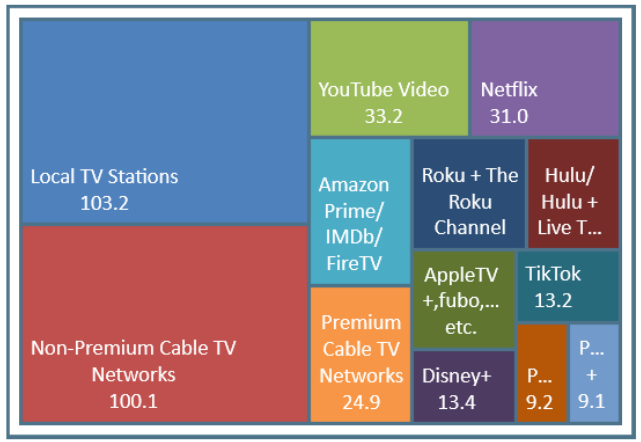
2,911,444 or 79.% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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

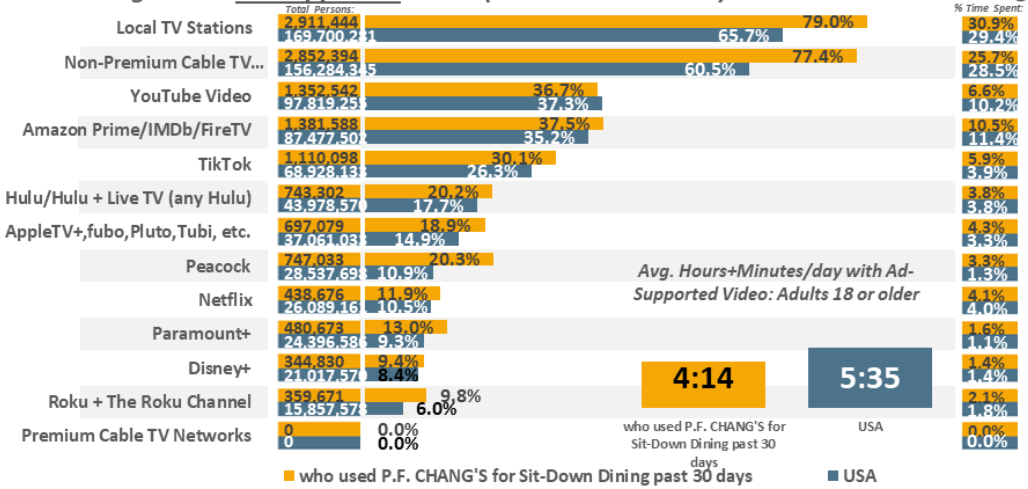



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

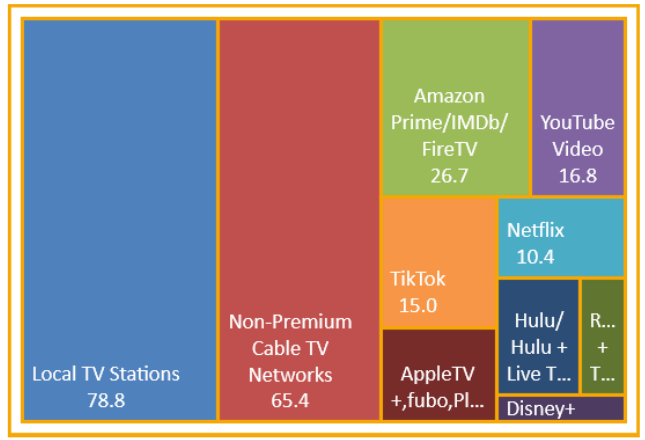


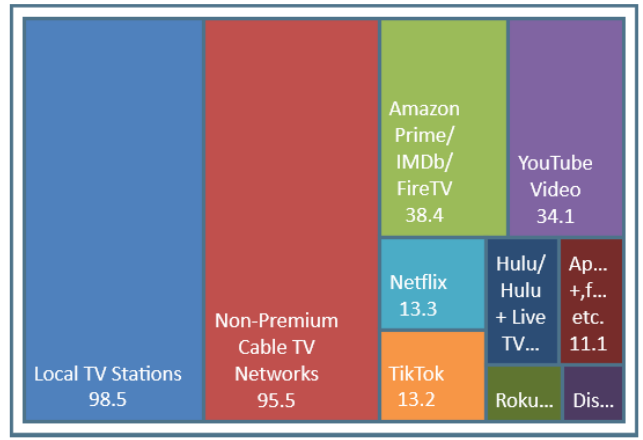




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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

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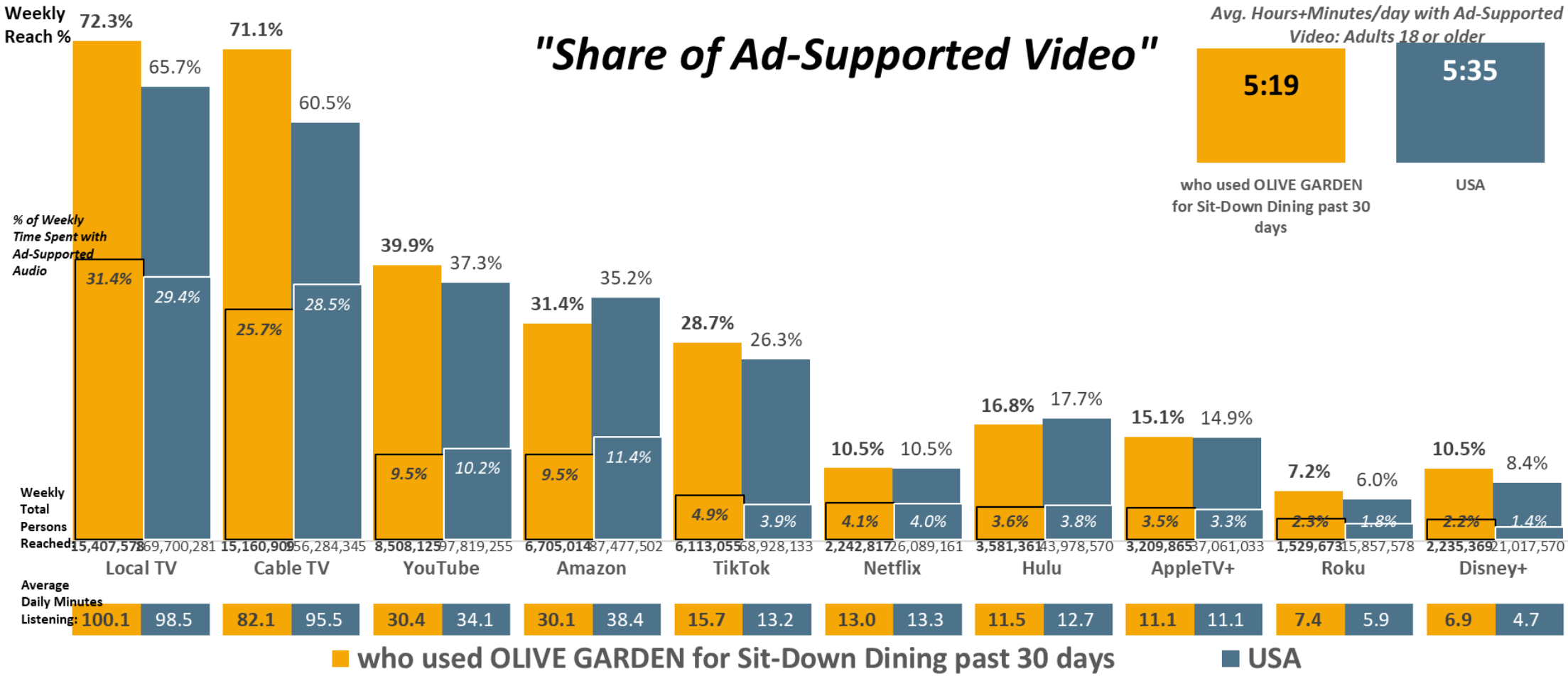
*Sit-down restaurants used past 30 days: P.F. Chang's*

15,407,578 or 72.3% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

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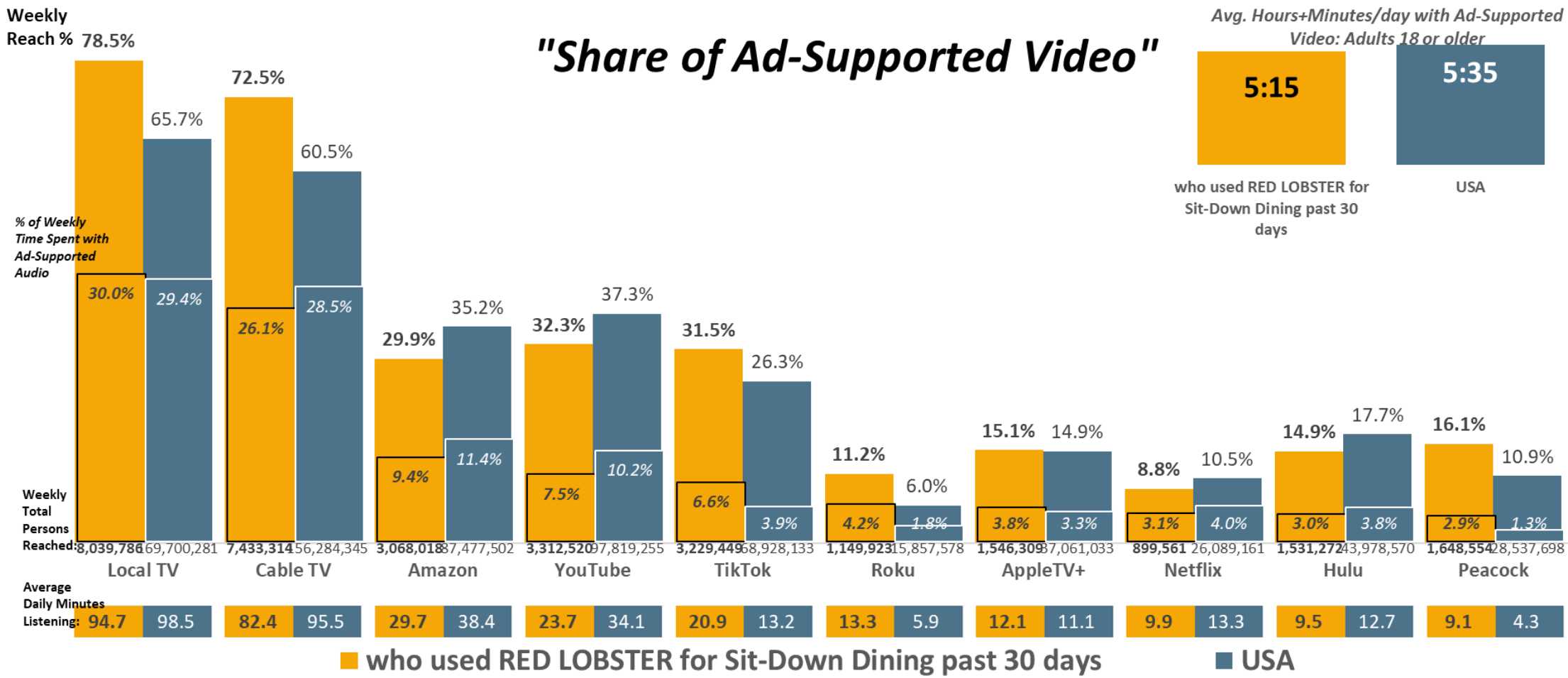
Sit-down restaurants used past 30 days: Olive Garden

8,039,786 or 78.5% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 94.7 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

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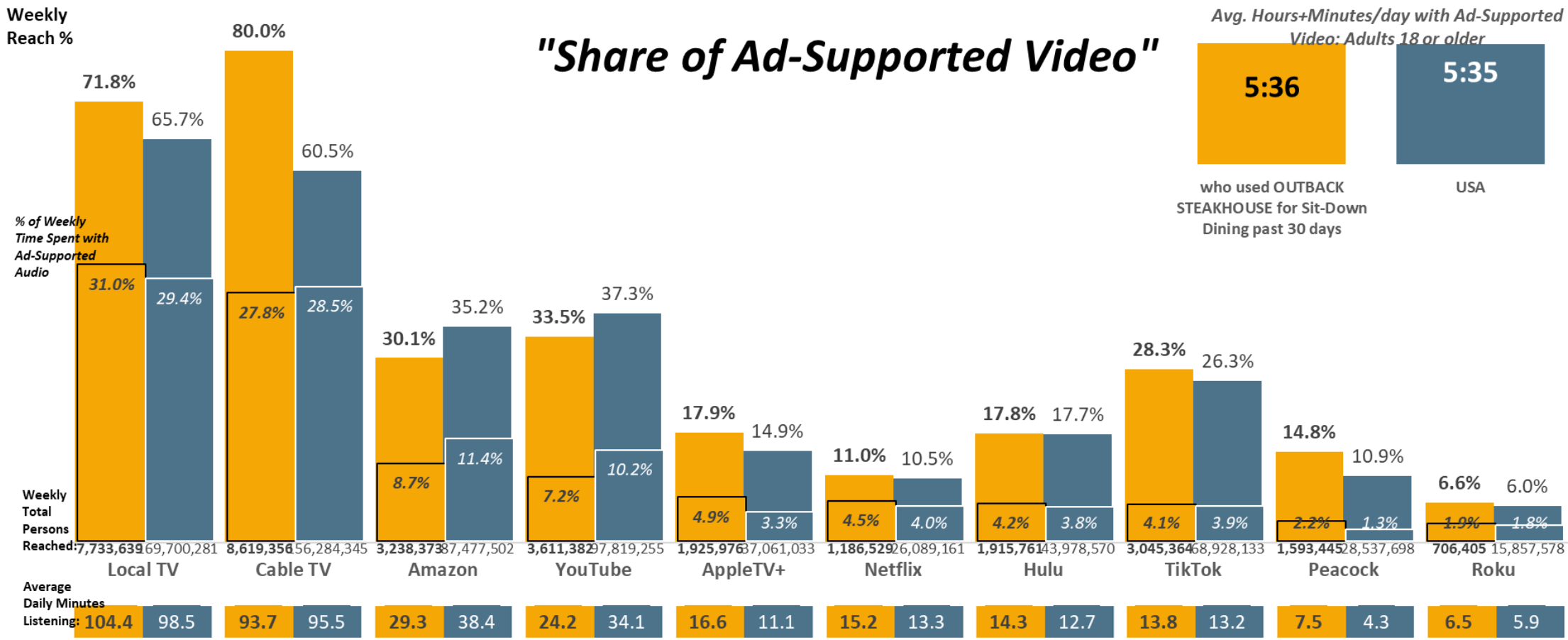
Sit-down restaurants used past 30 days: Red Lobster

7,733,639 or 71.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 104.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

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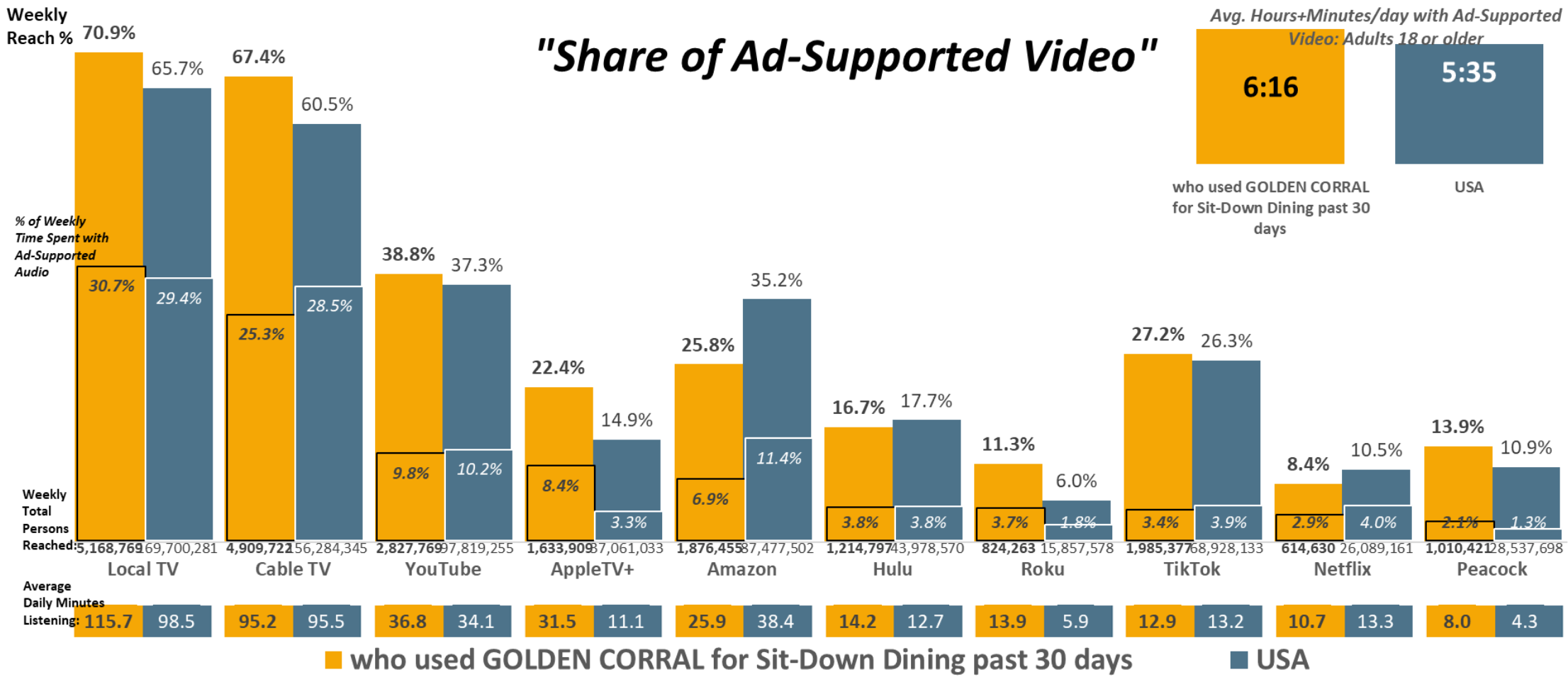
Sit-down restaurants used past 30 days: Outback Steakhouse

5,168,769 or 70.9% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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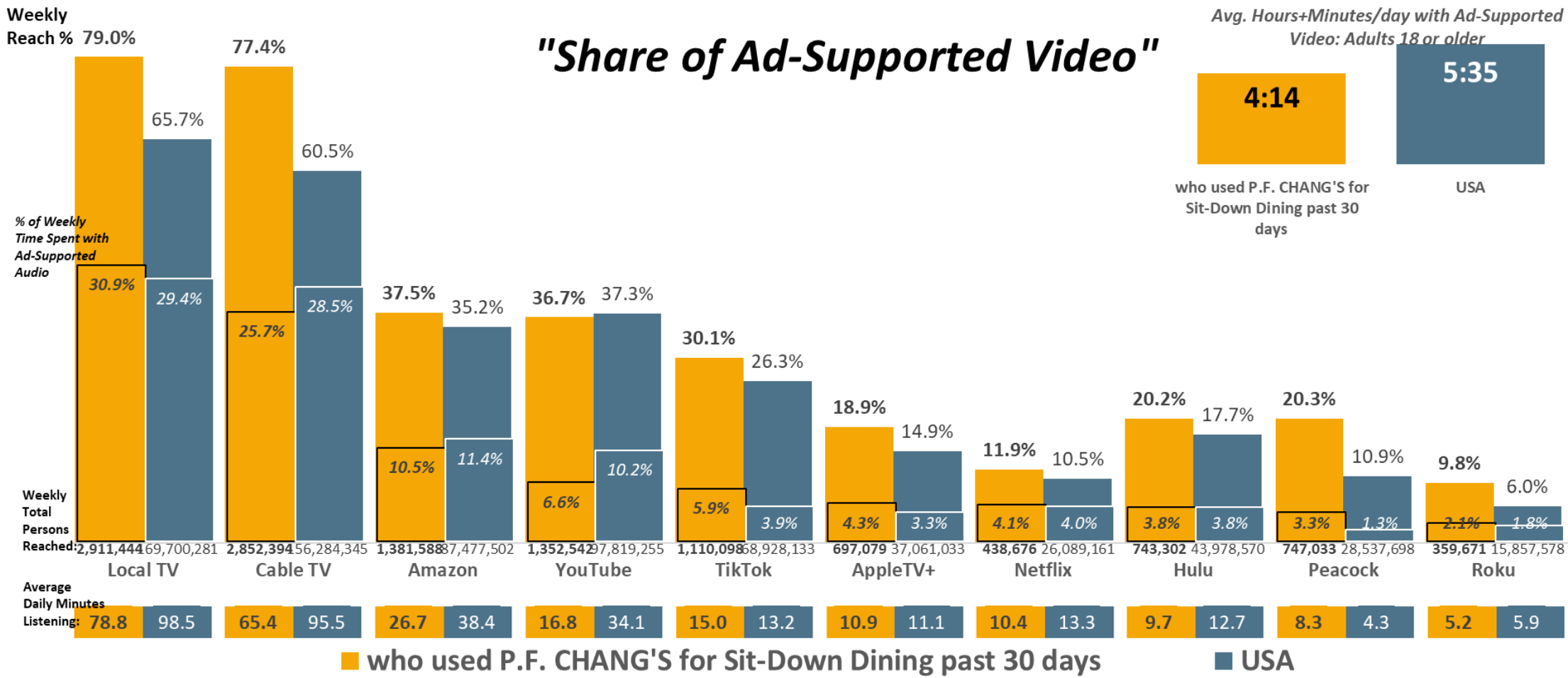
Sit-down restaurants used past 30 days: Golden Corral

2,911,444 or 79.% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

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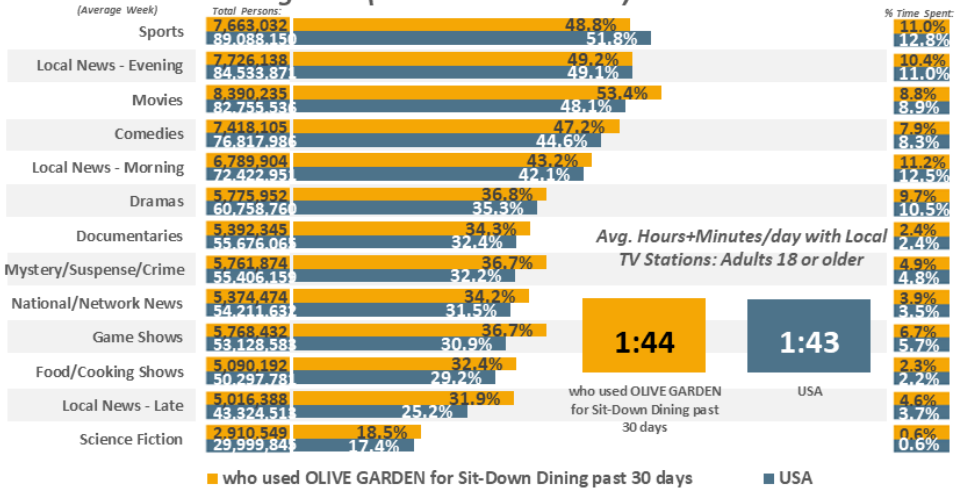
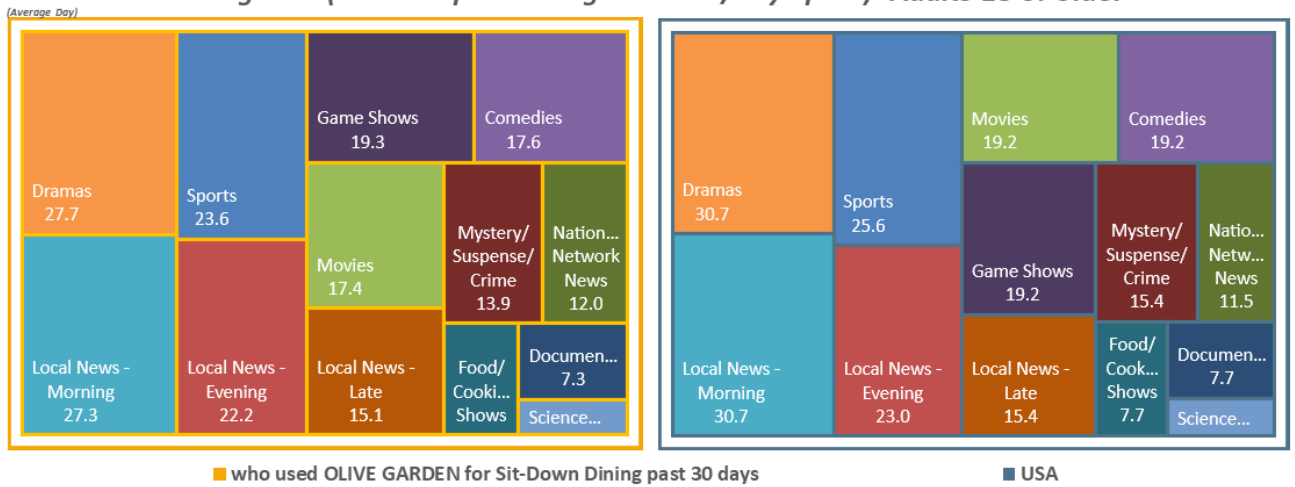
Sit-down restaurants used past 30 days: P.F. Chang's

15,407,578 or 72.3% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining 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.

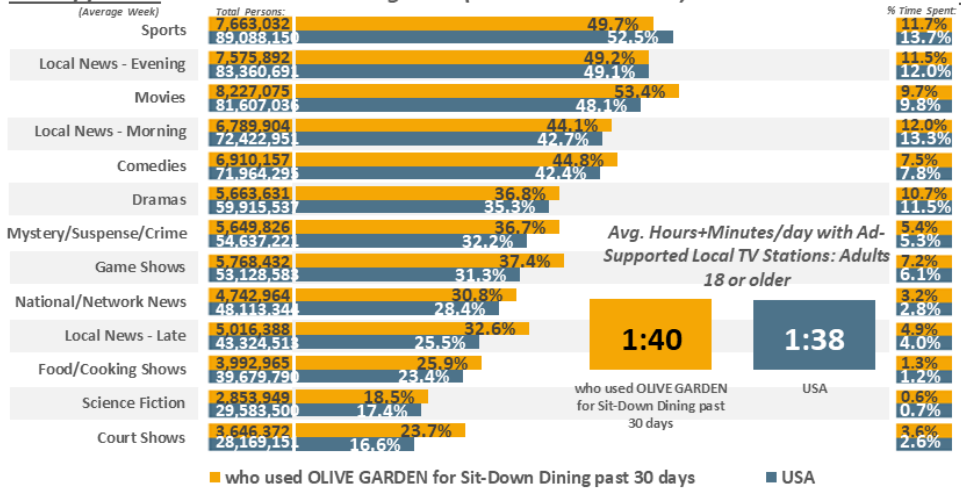
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



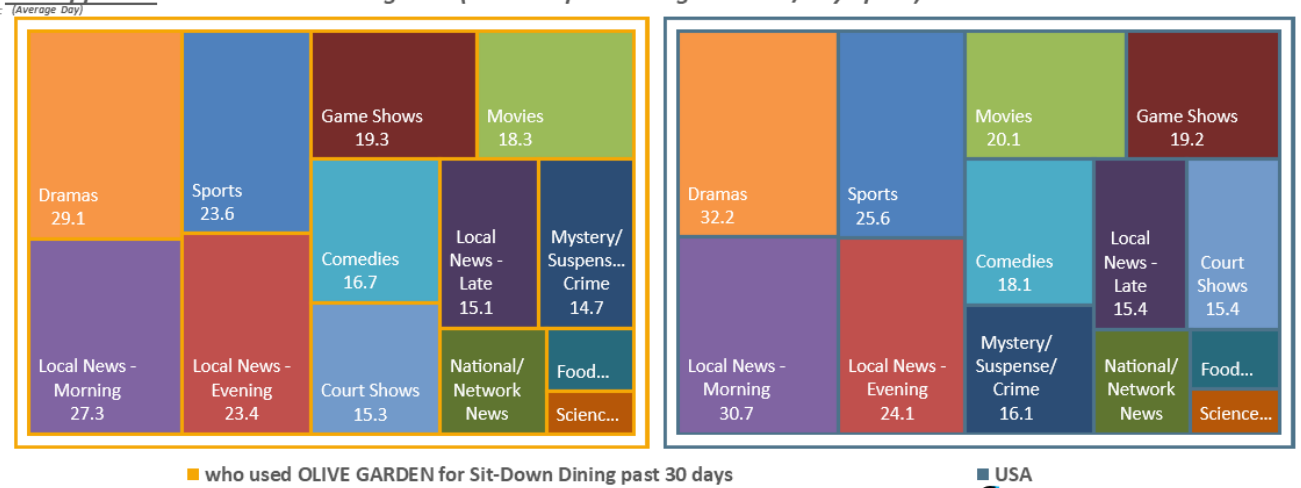

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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

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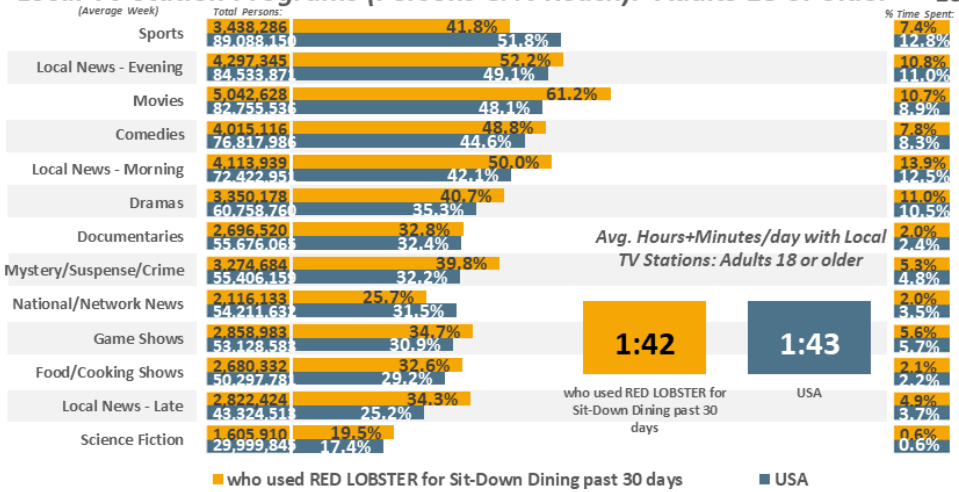
*Sit-down restaurants used past 30 days: Olive Garden*

8,039,786 or 78.5% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Local News - Morning, Comedies, Sports, and Dramas.

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

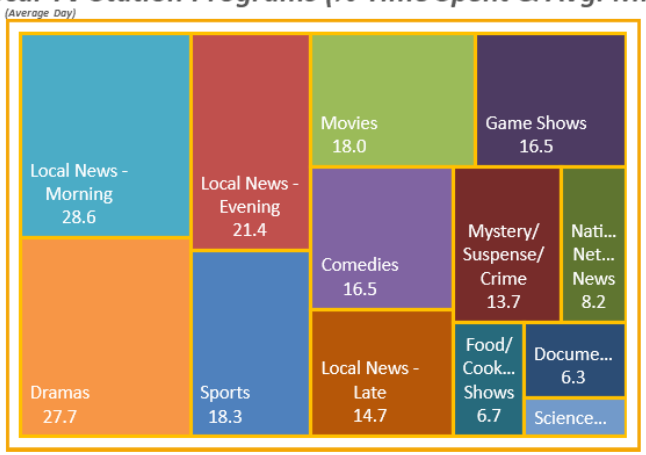


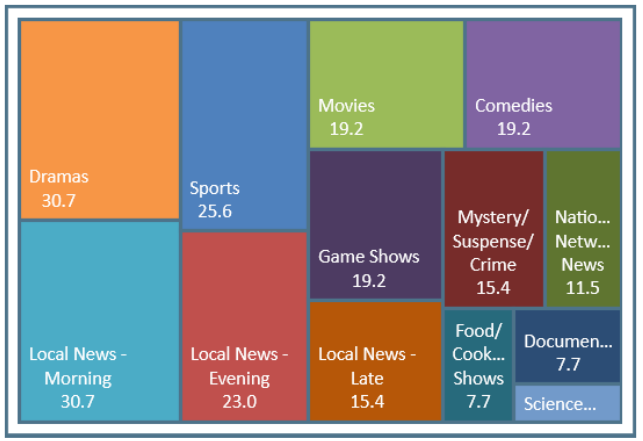

*Avg. Hours+Minutes/day with Local TV Stations: Adults 18 or older*

1:42 who used RED LOBSTER for Sit-Down Dining past 30 days

1:43 USA

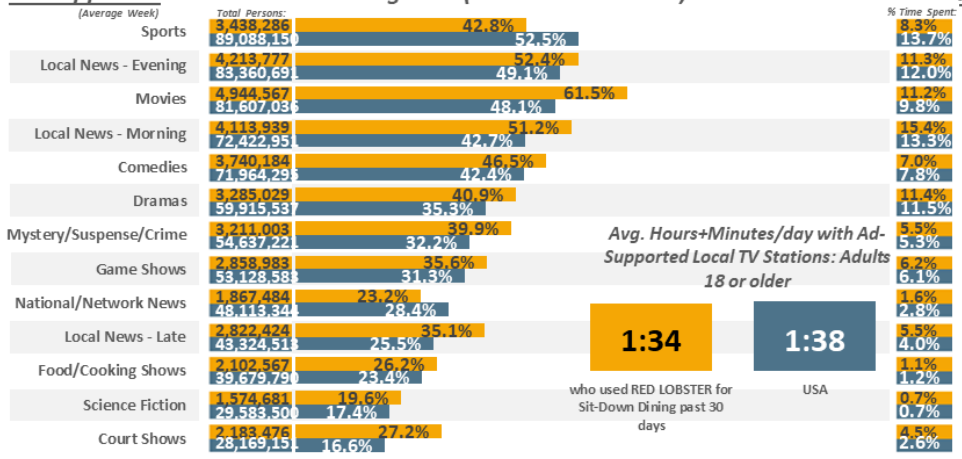
## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




who used RED LOBSTER for Sit-Down Dining past 30 days ■ USA

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

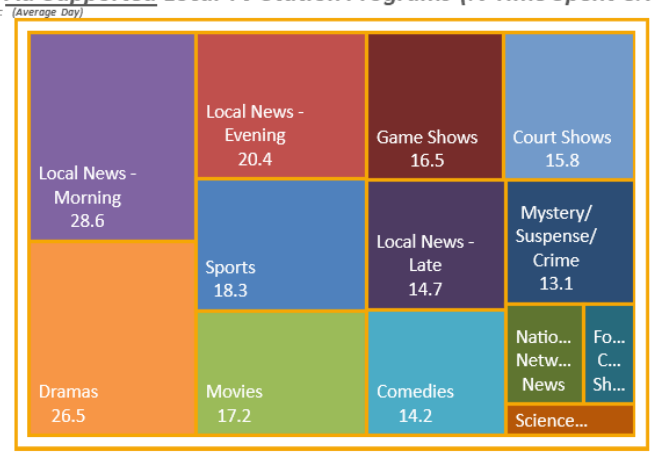


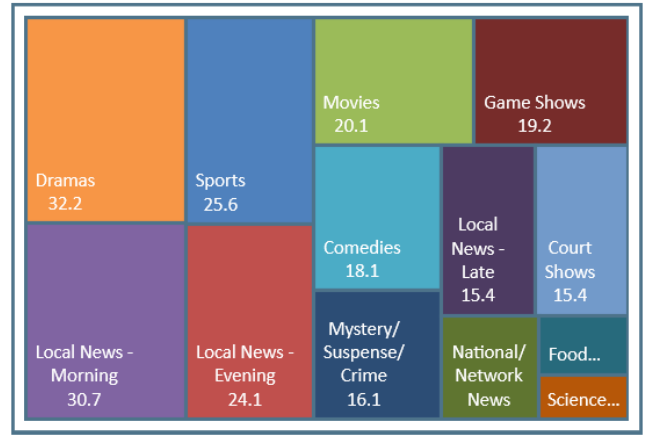

*Avg. Hours+Minutes/day with Ad-Supported Local TV Stations: Adults 18 or older*

1:34 who used RED LOBSTER for Sit-Down Dining past 30 days

1:38 USA

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




who used RED LOBSTER for Sit-Down Dining past 30 days ■ USA

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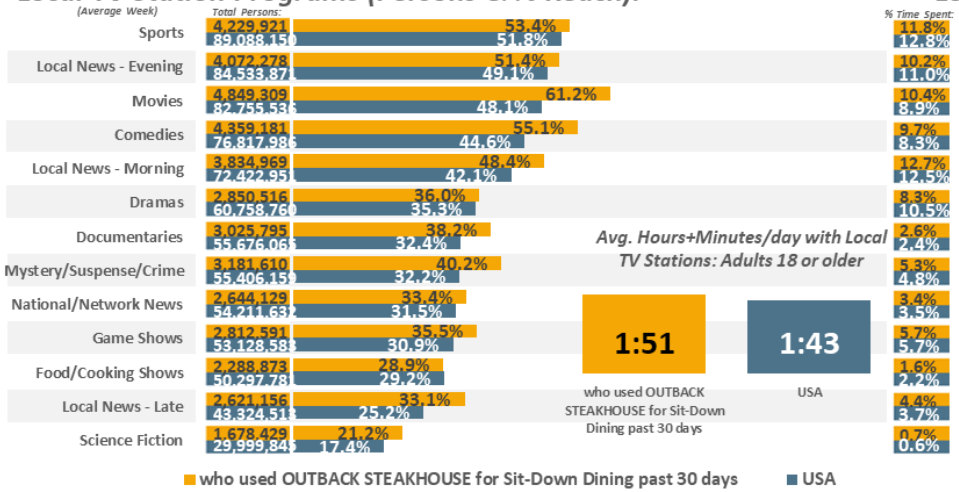
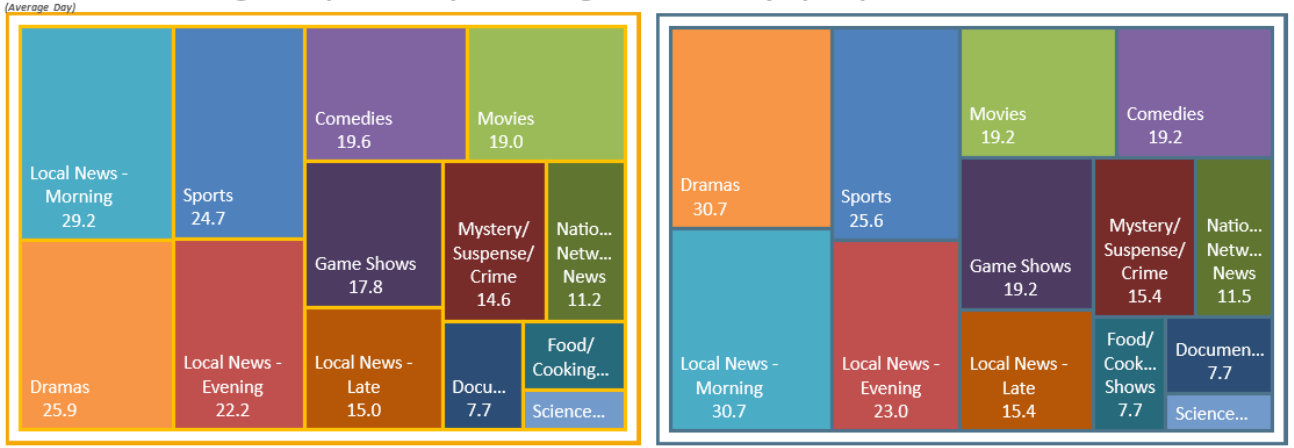
*Sit-down restaurants used past 30 days: Red Lobster*

7,733,639 or 71.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Evening, Local News - Morning, and Mystery/Suspense/C

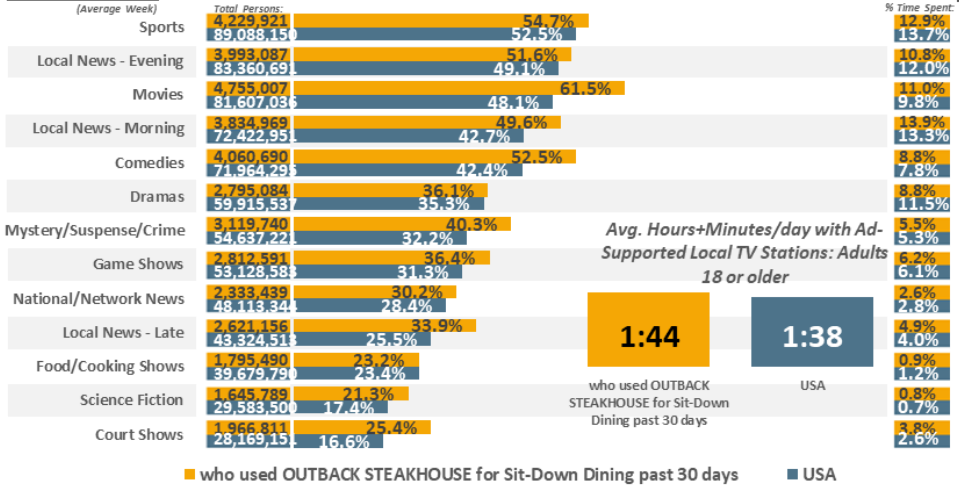
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



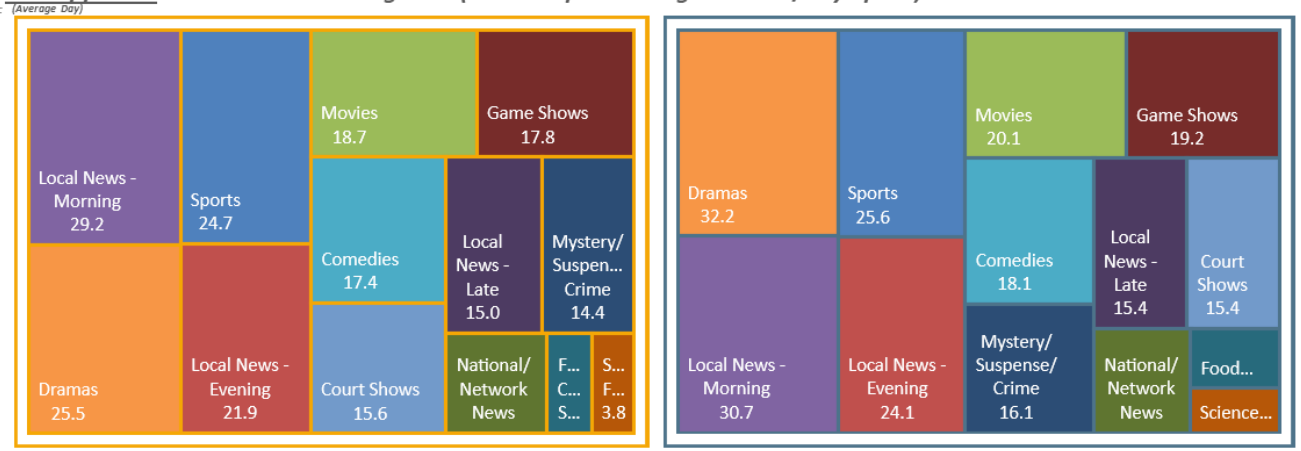

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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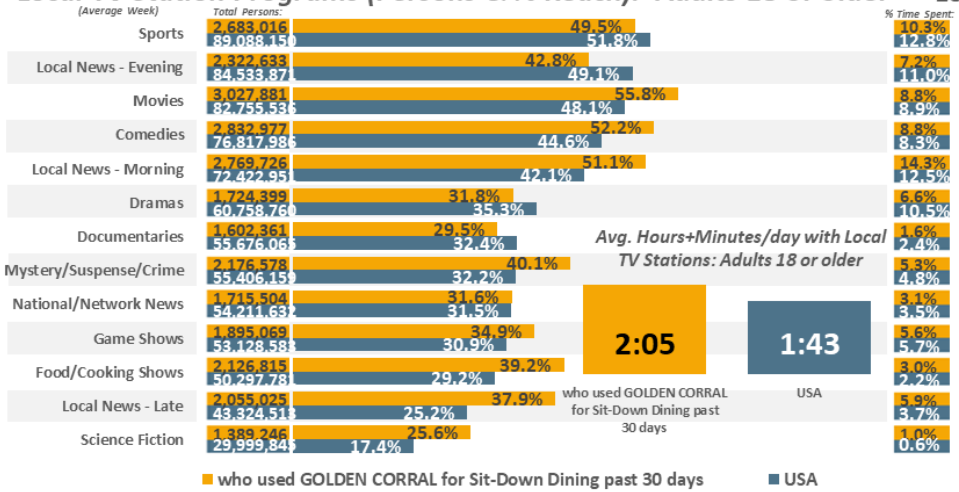
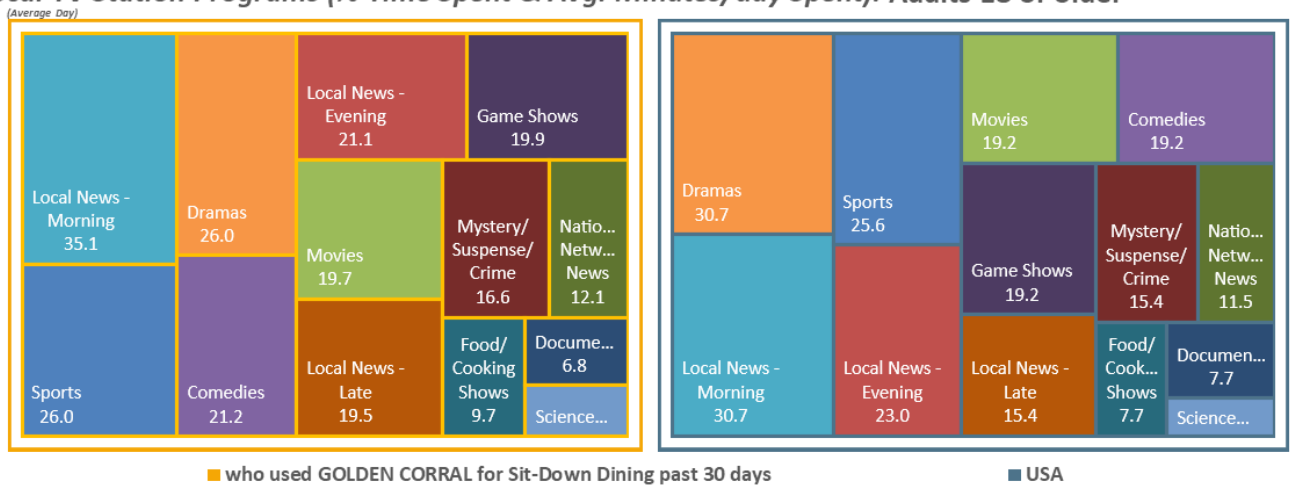
*Sit-down restaurants used past 30 days: Outback Steakhouse*

5,168,769 or 70.9% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Sports, Comedies, Local News - Evening, and Mystery/Suspense/Crime.

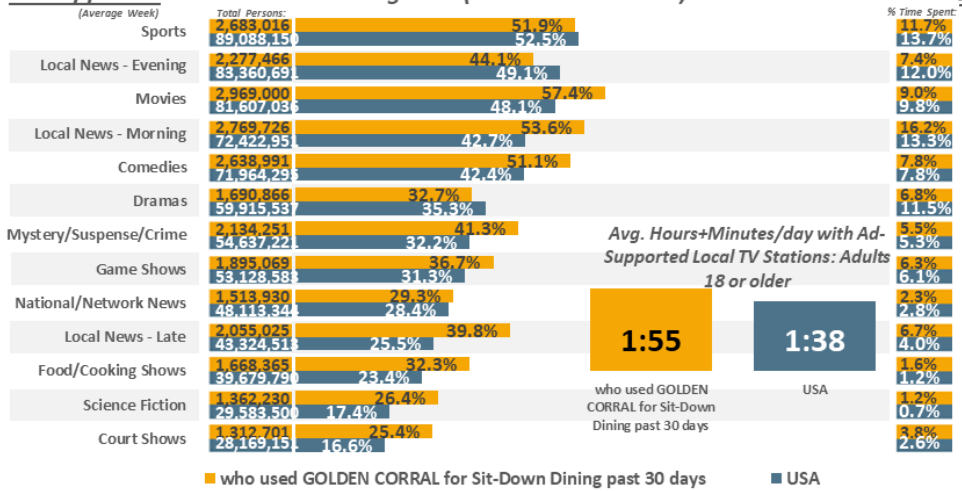
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



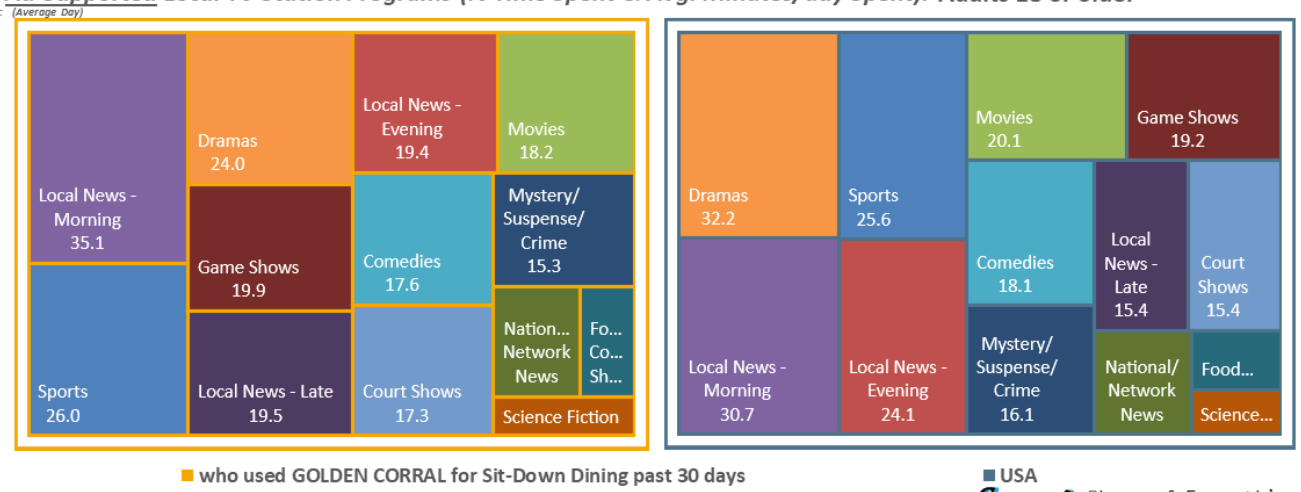

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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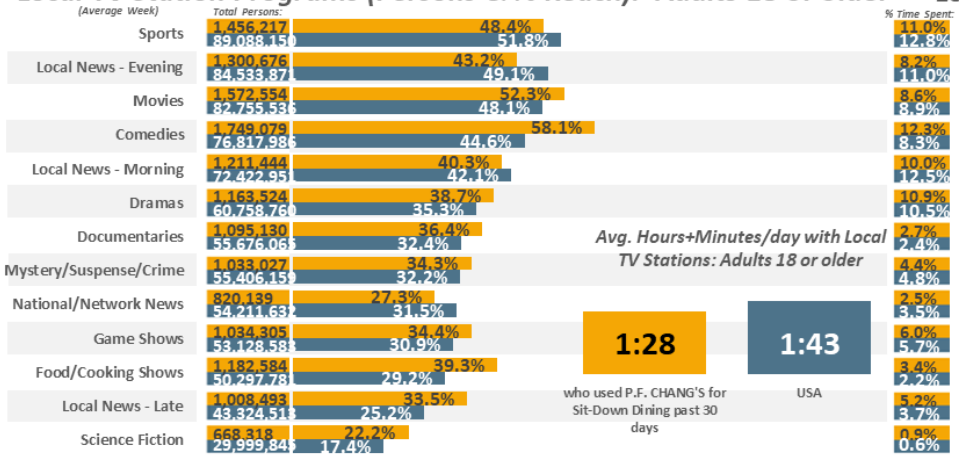
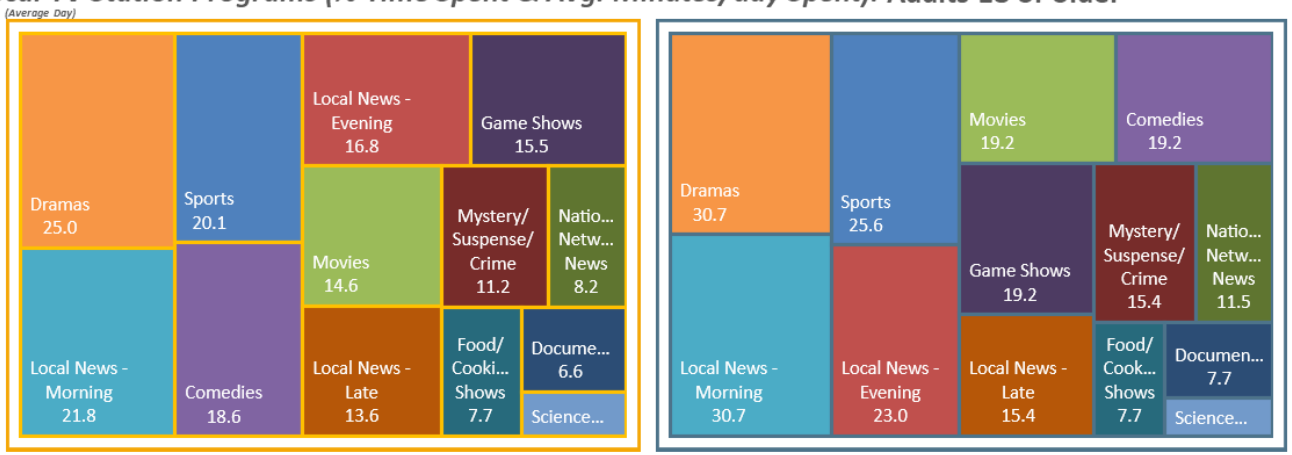
*Sit-down restaurants used past 30 days: Golden Corral*

2,911,444 or 79.% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Sports, Local News - Evening, Local News - Morning, and Dramas.

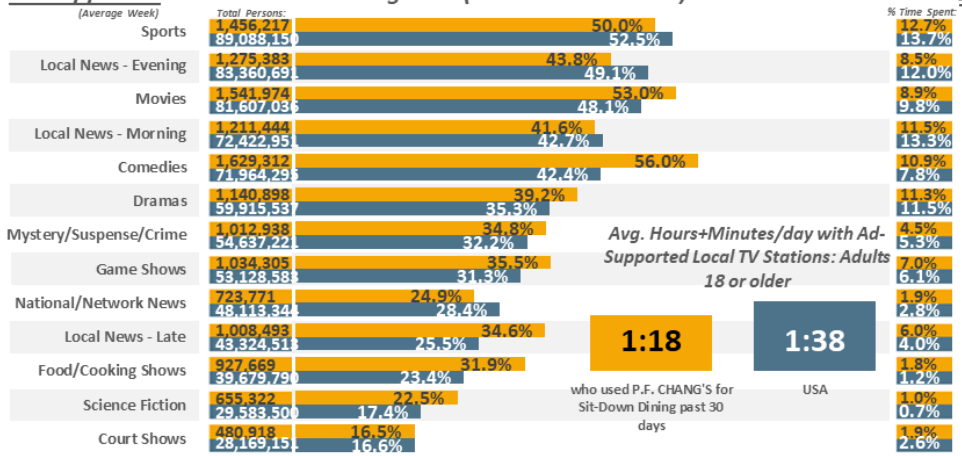
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



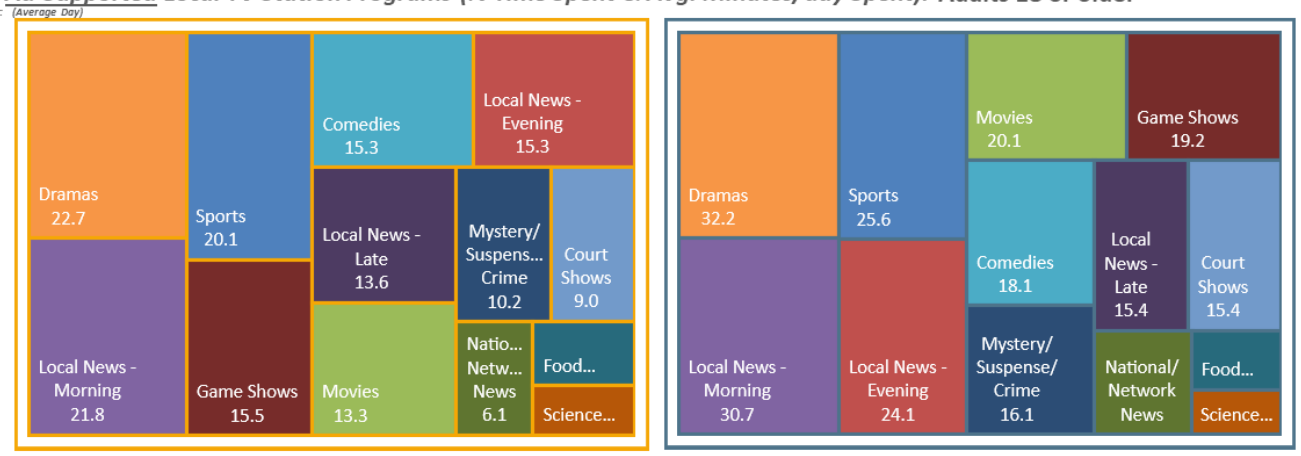

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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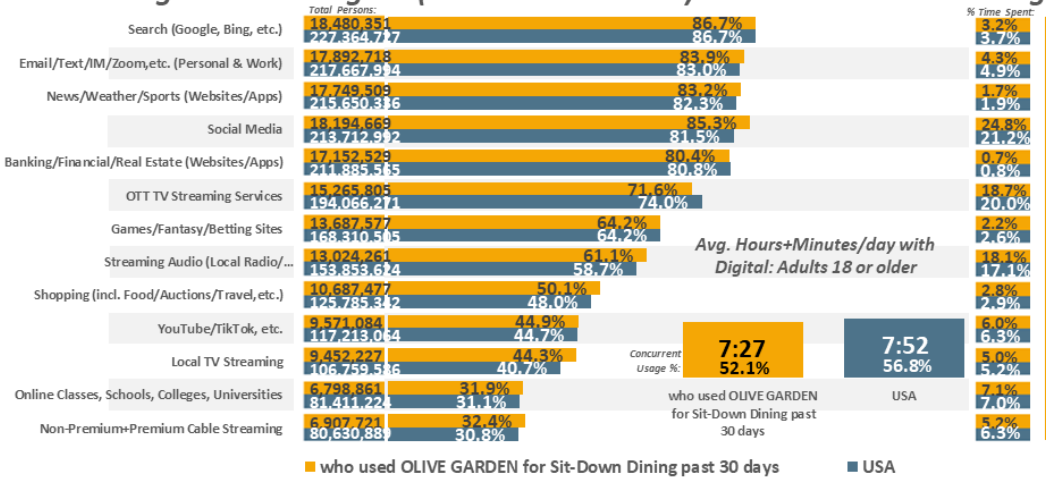
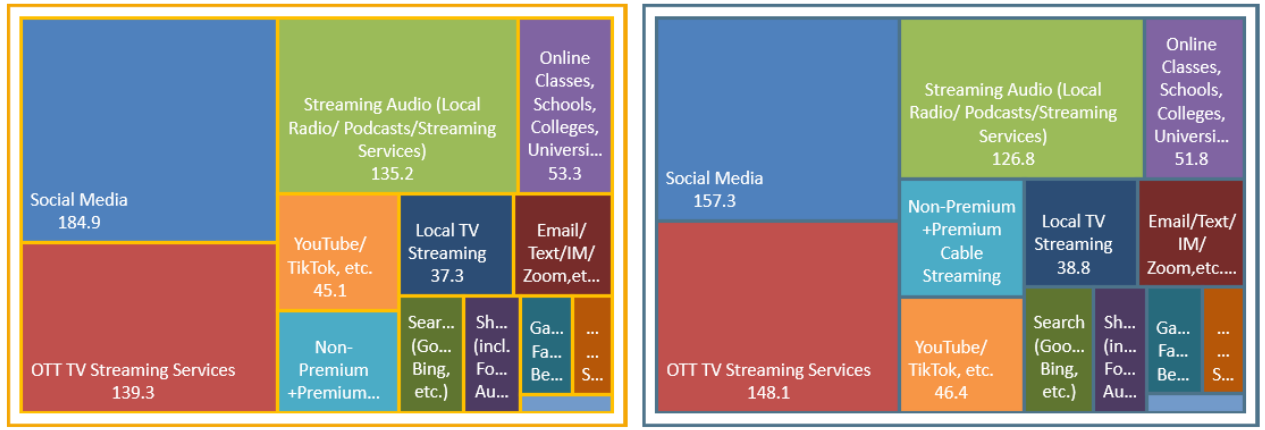
*Sit-down restaurants used past 30 days: P.F. Chang's*

16,173,922 or 75.9% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

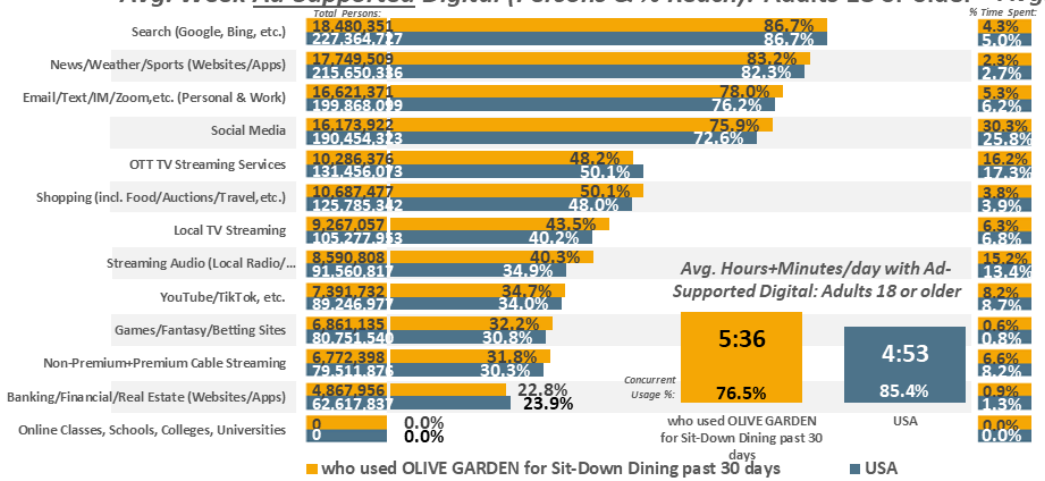
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



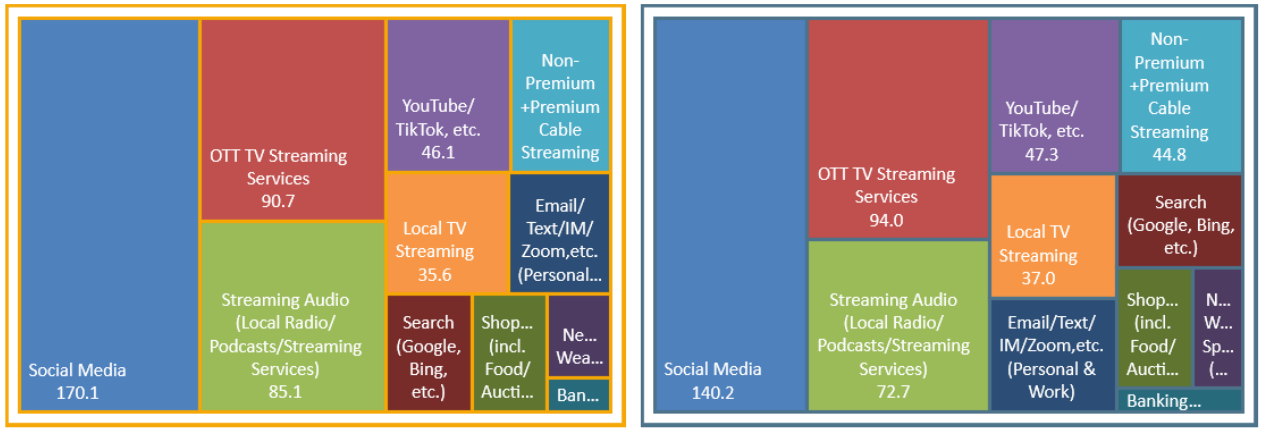

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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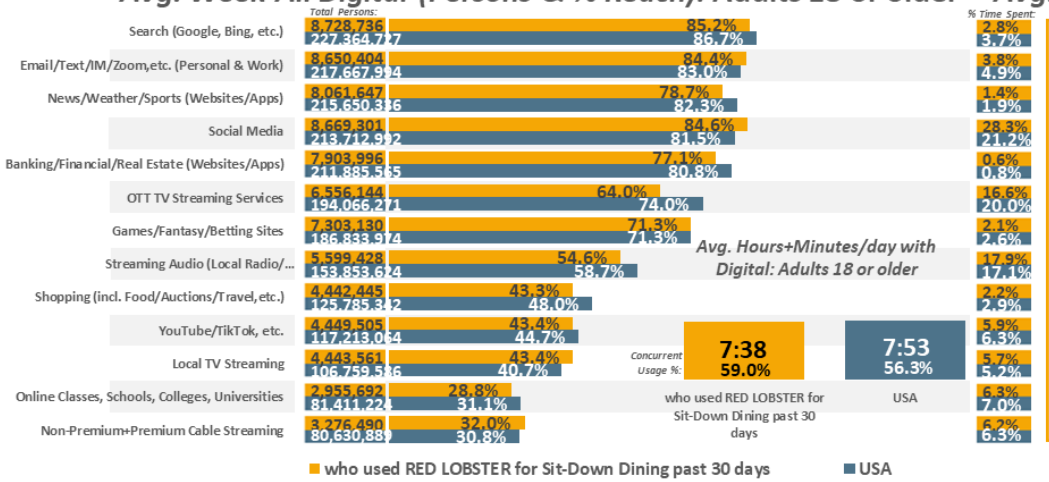
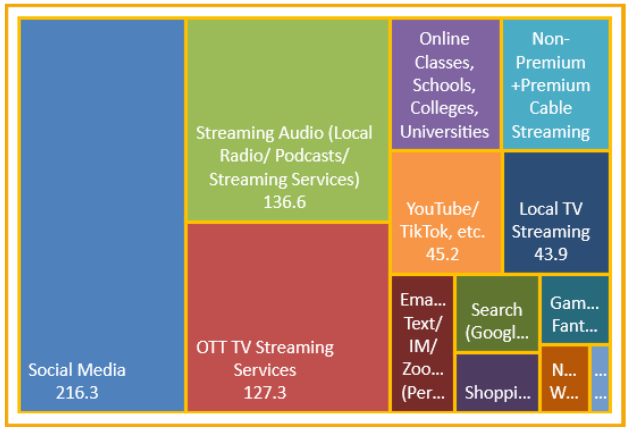
*Sit-down restaurants used past 30 days: Olive Garden*

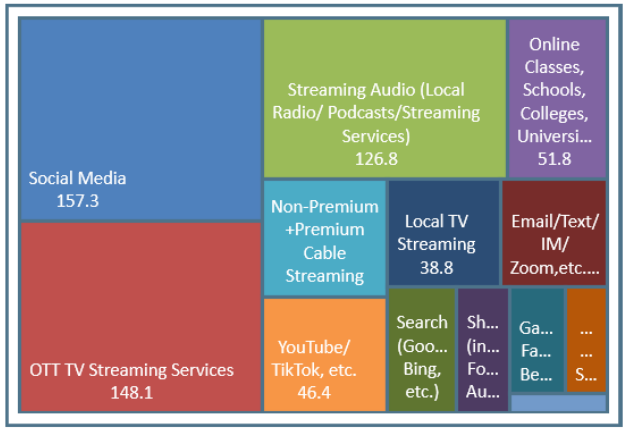
7,834,090 or 76.4% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

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

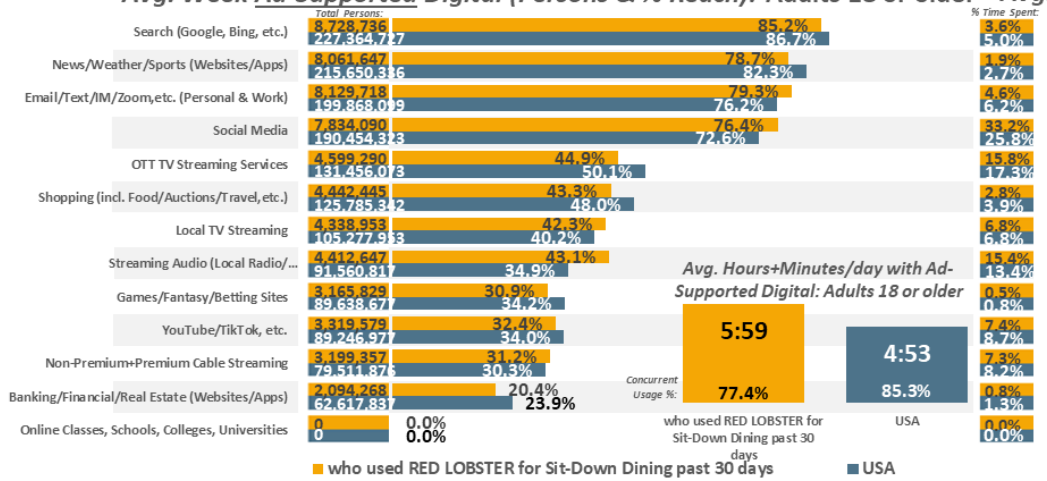



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

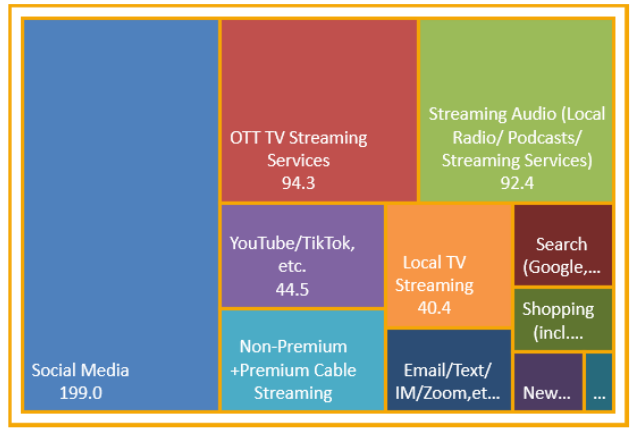


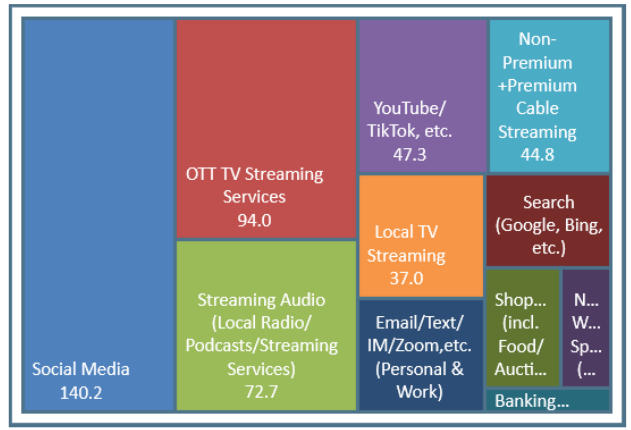




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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

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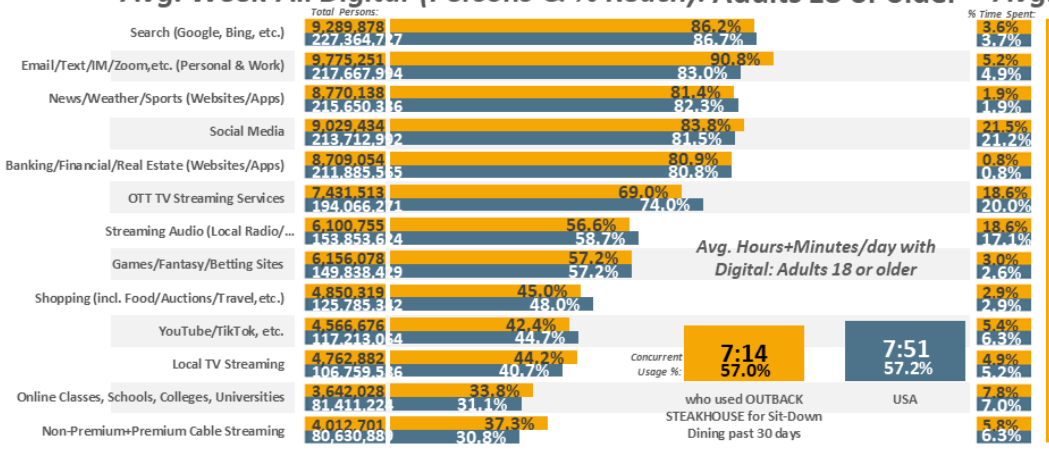
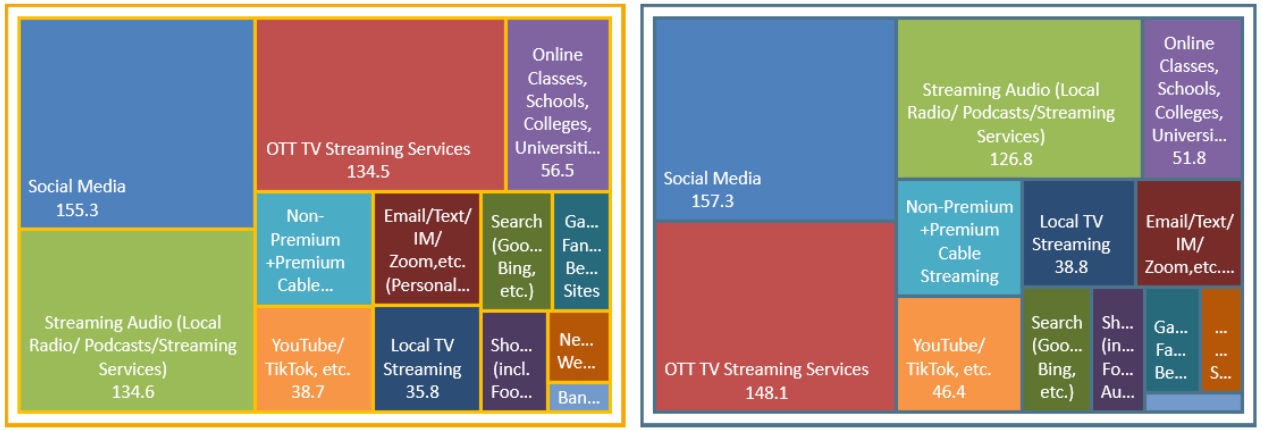
*Sit-down restaurants used past 30 days: Red Lobster*

8,054,054 or 74.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

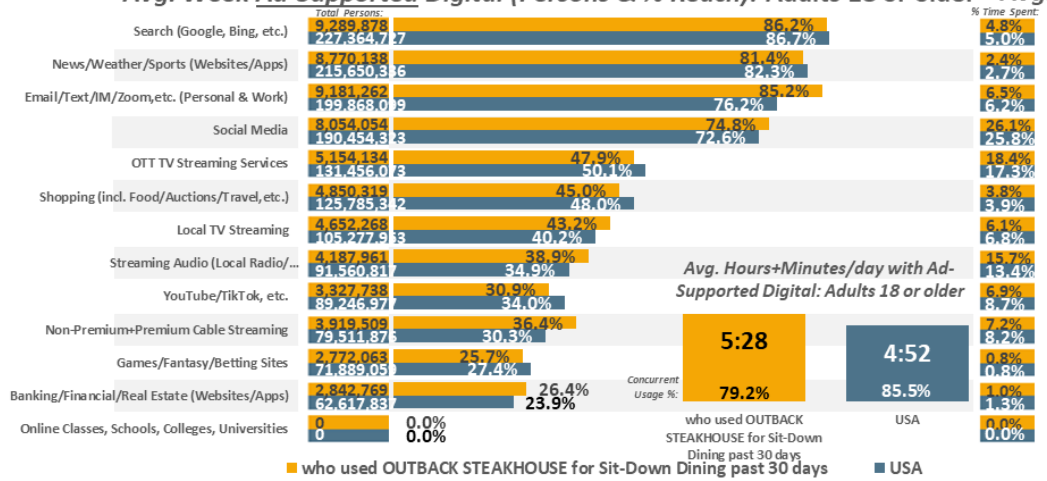
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



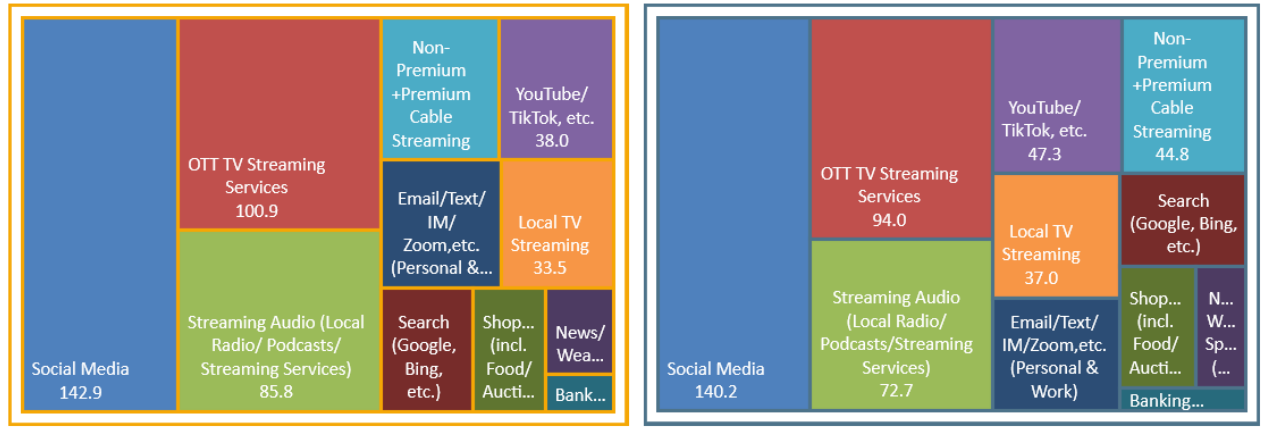

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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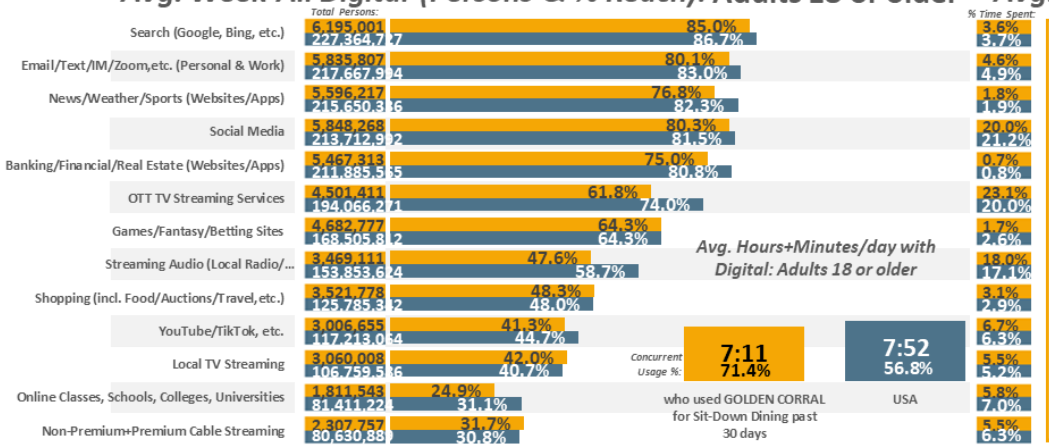
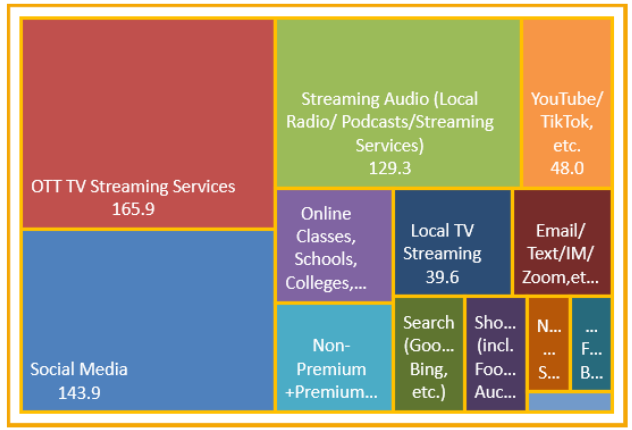
*Sit-down restaurants used past 30 days: Outback Steakhouse*

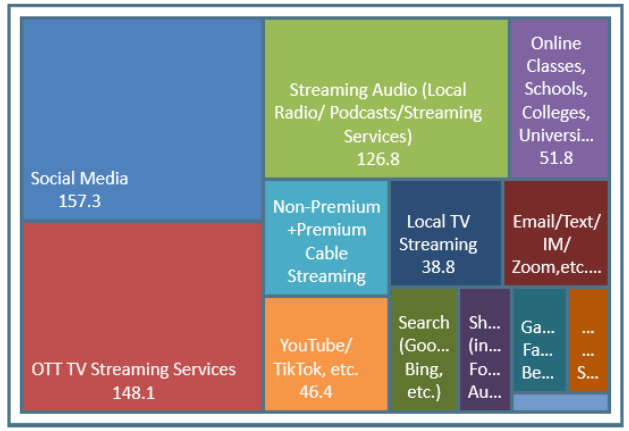
5,400,812 or 74.1% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

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

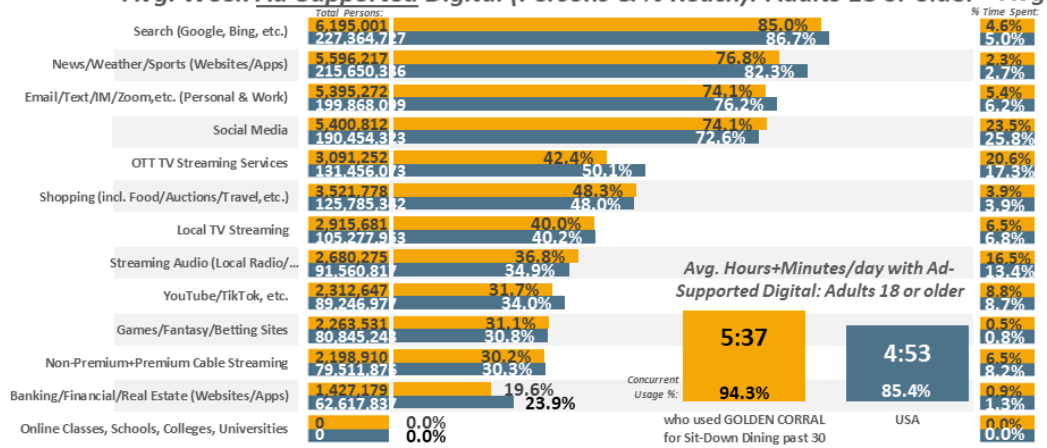



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

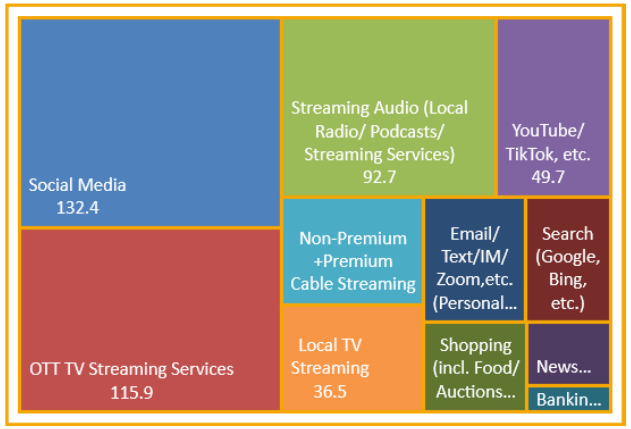


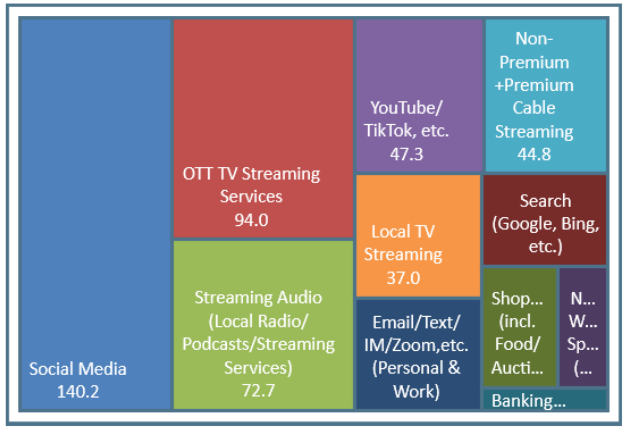




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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

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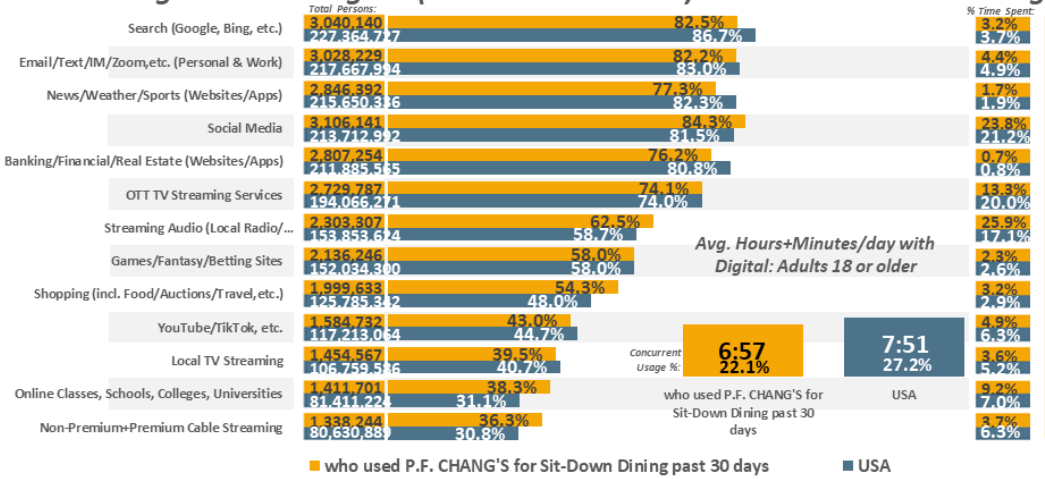
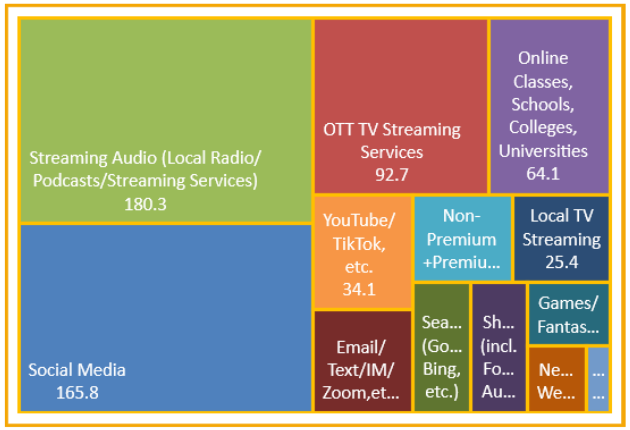
*Sit-down restaurants used past 30 days: Golden Corral*

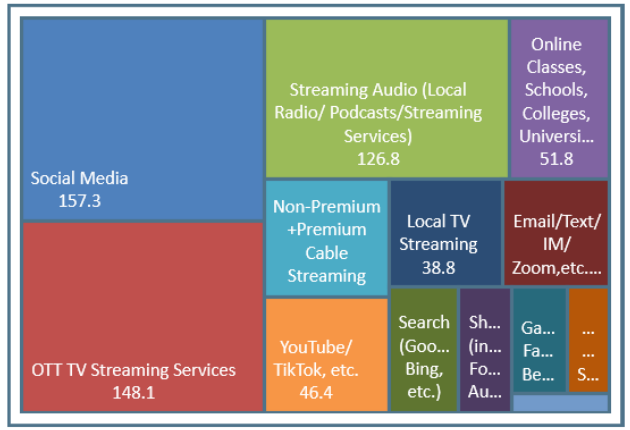
2,728,405 or 74.1% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 145.6 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

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

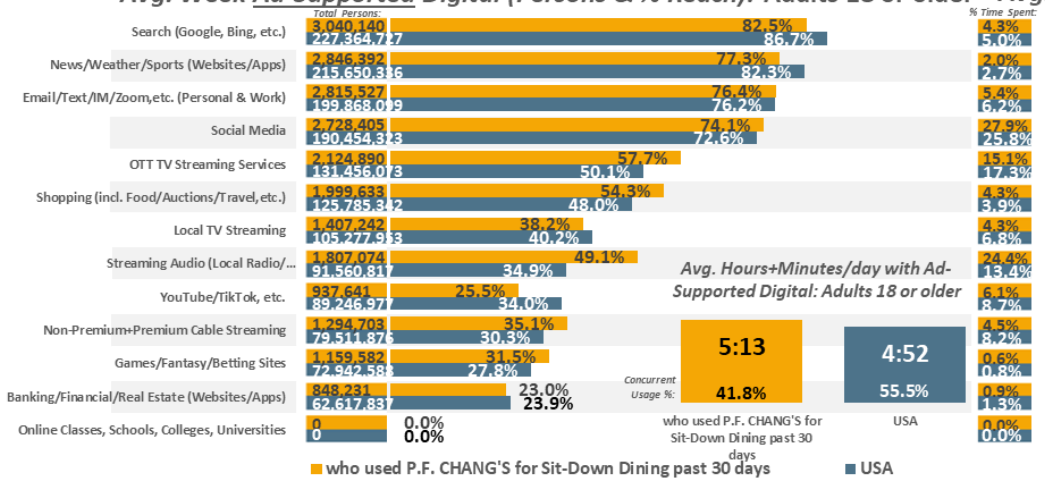



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

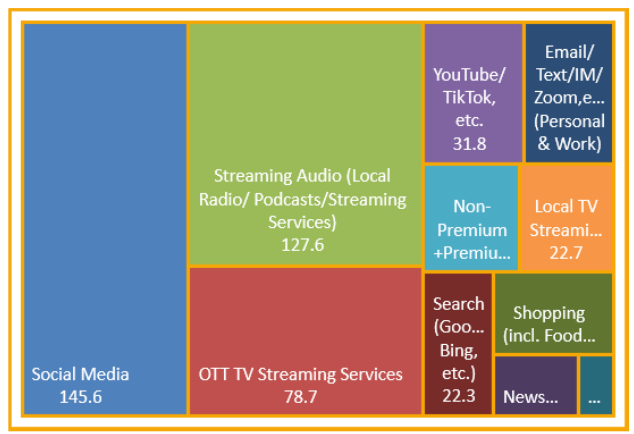


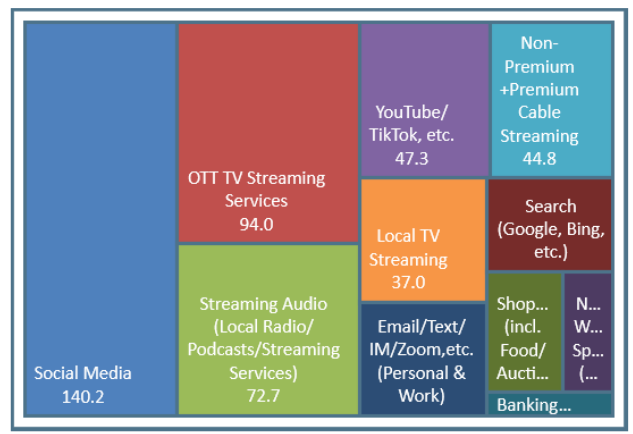




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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

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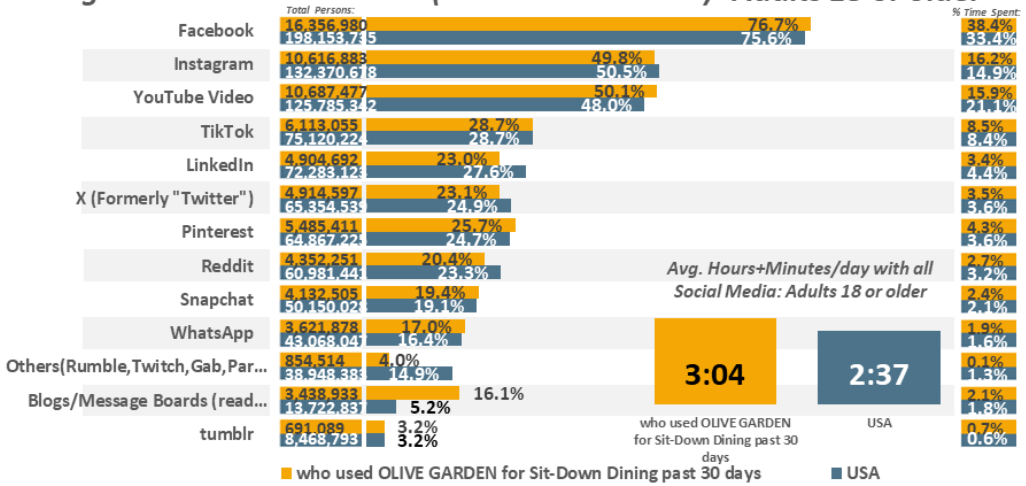
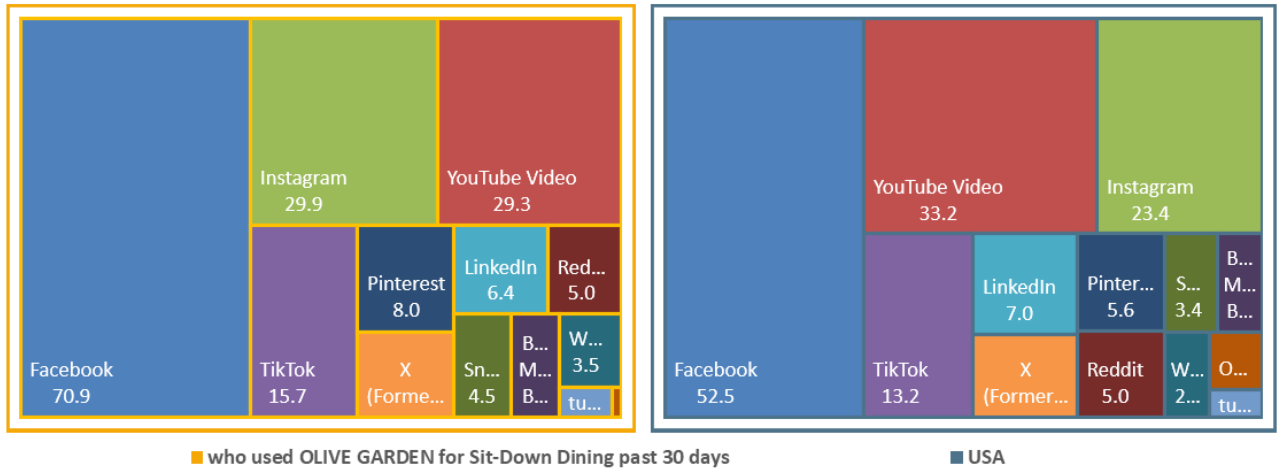
*Sit-down restaurants used past 30 days: P.F. Chang's*

16,173,922 or 75.9% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 60.5 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

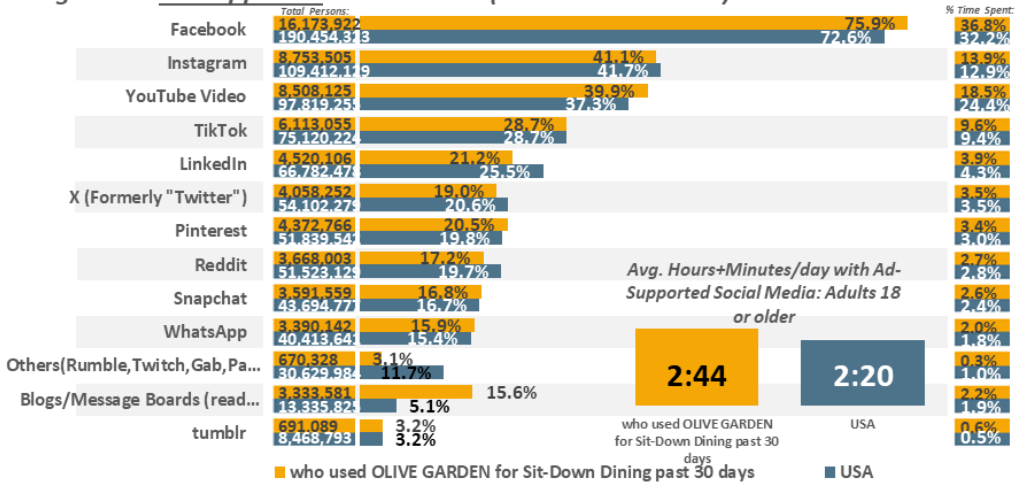
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



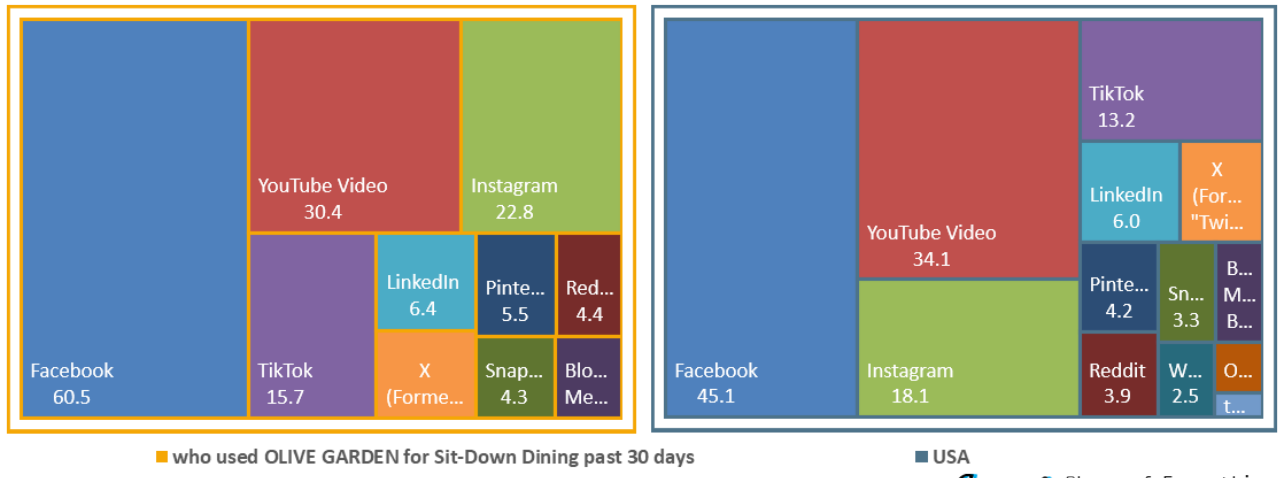

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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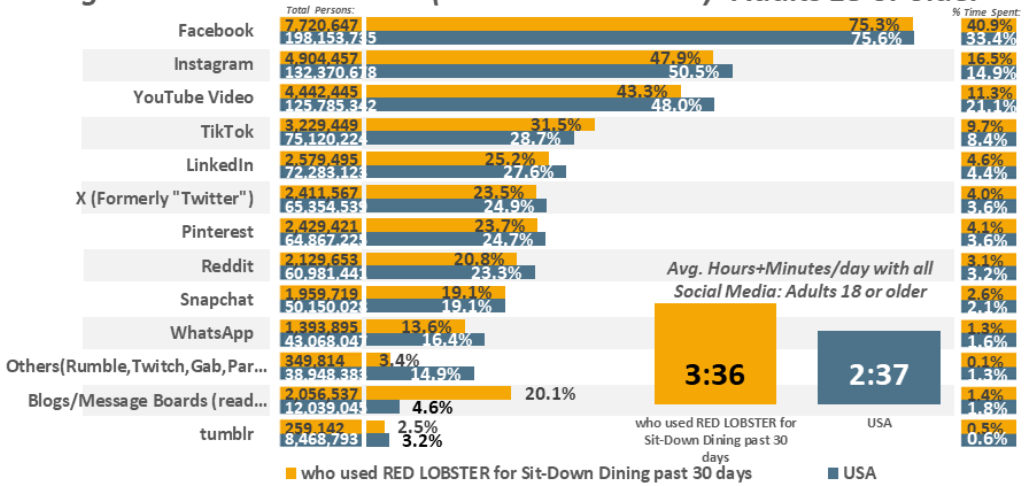
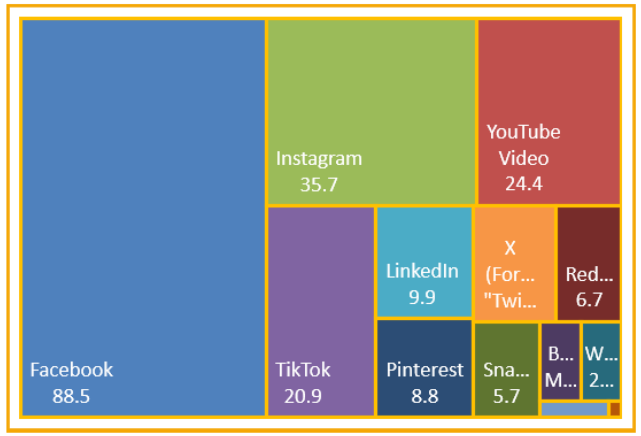
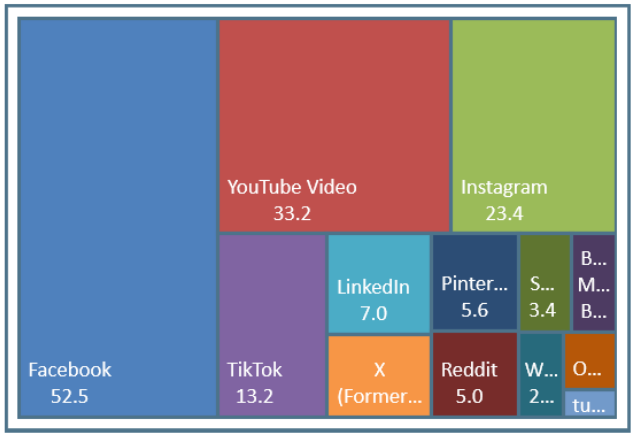
*Sit-down restaurants used past 30 days: Olive Garden*

7,720,647 or 75.3% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 79.9 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

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

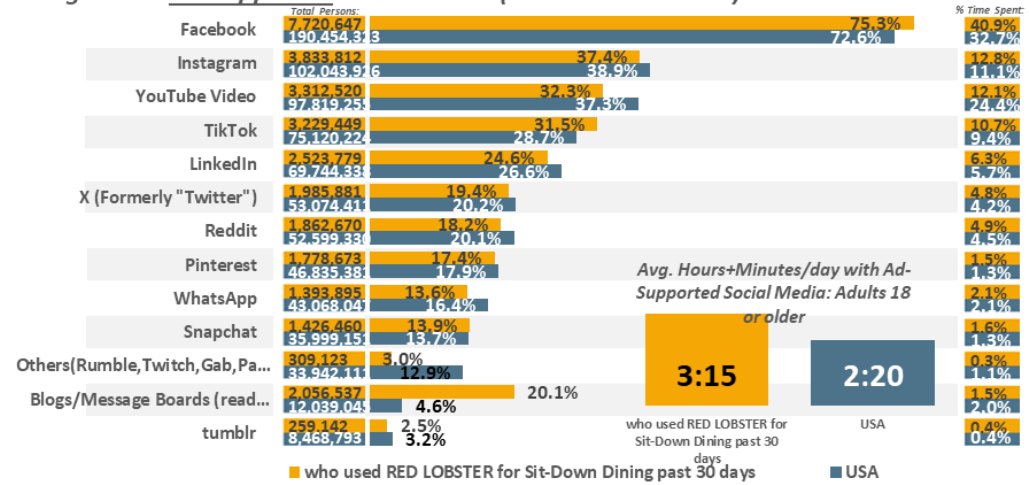


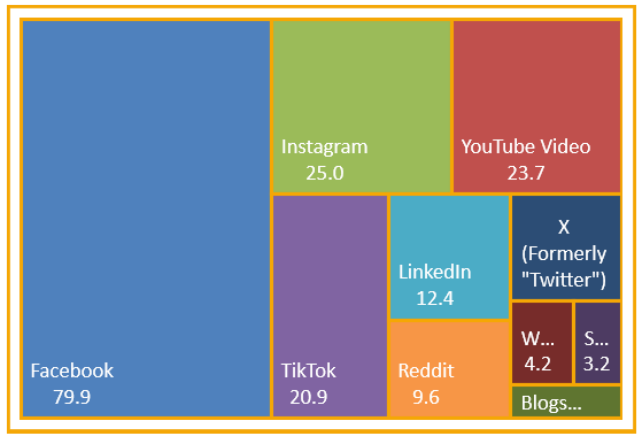



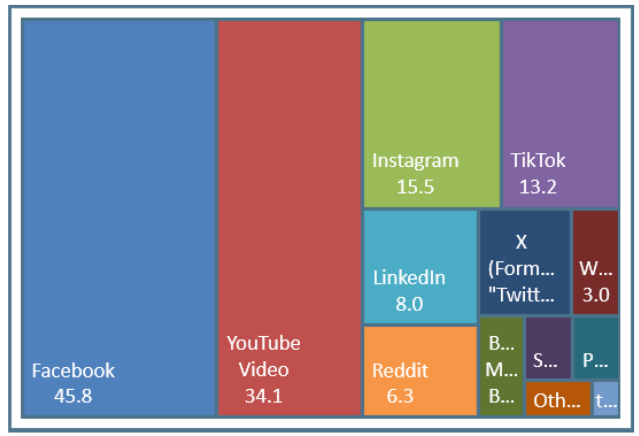




who used RED LOBSTER for Sit-Down Dining past 30 days  USA

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




who used RED LOBSTER for Sit-Down Dining past 30 days  USA

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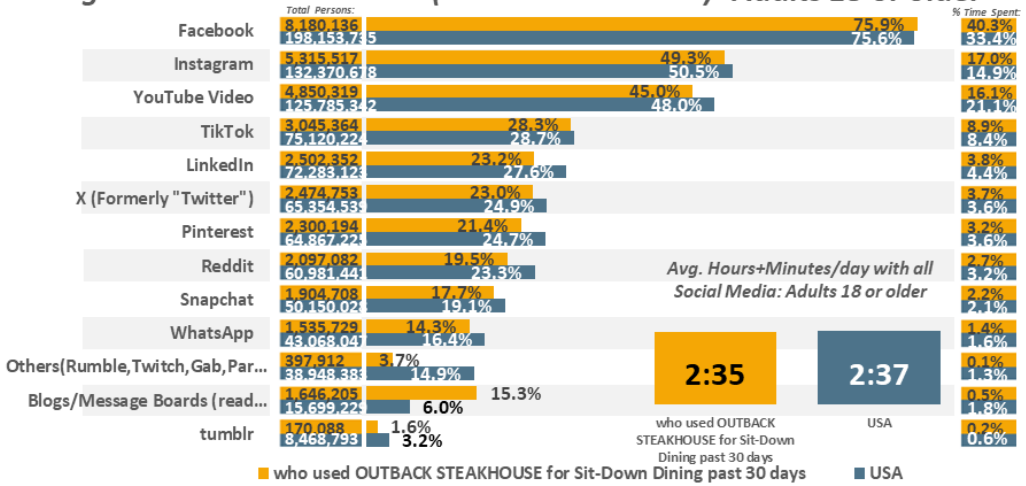
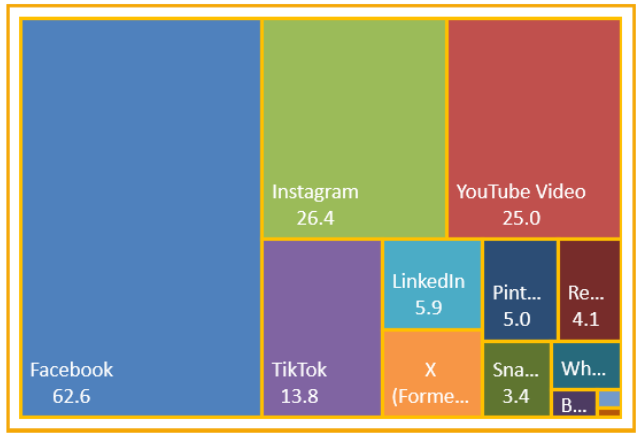
*Sit-down restaurants used past 30 days: Red Lobster*

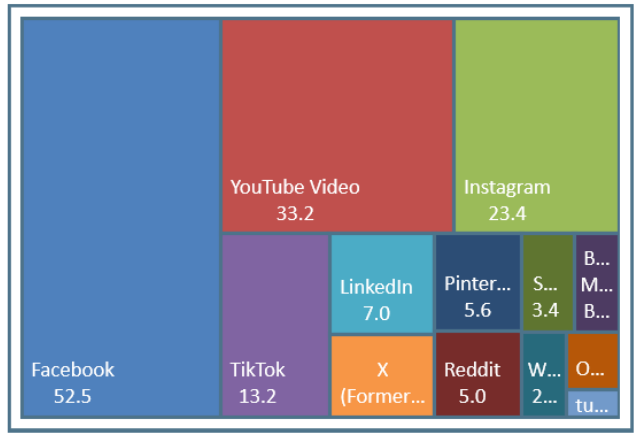
8,054,054 or 74.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 52.1 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

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

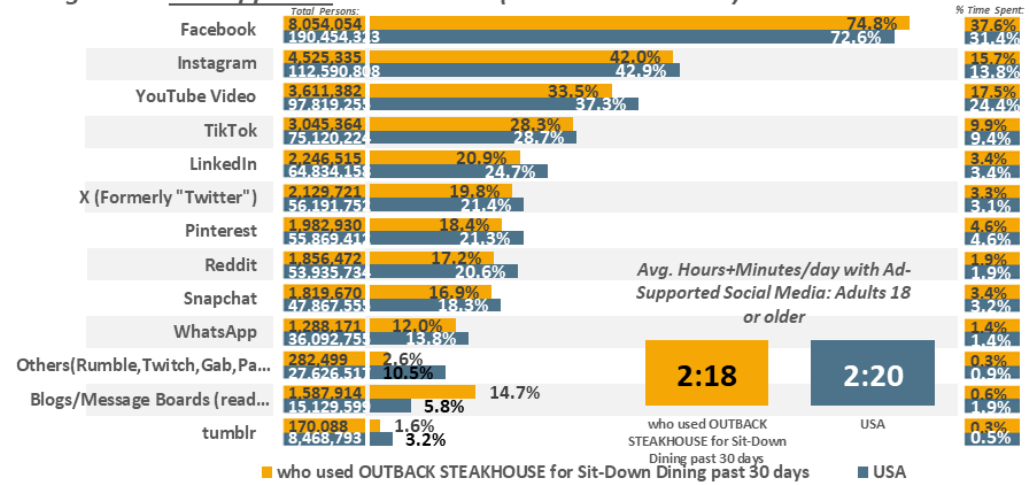



## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

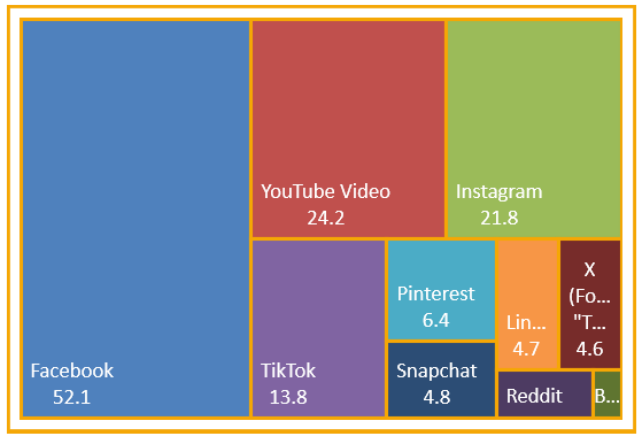


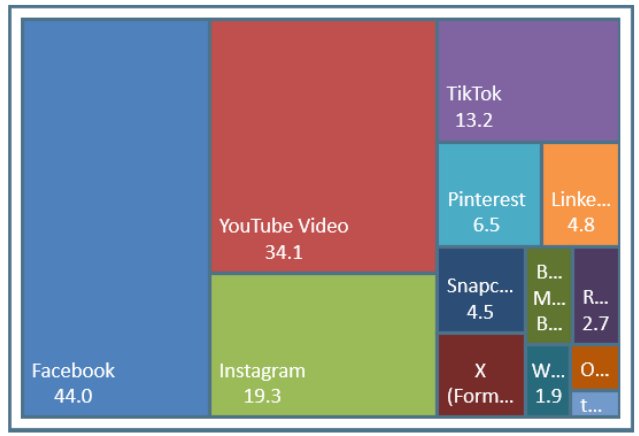




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




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

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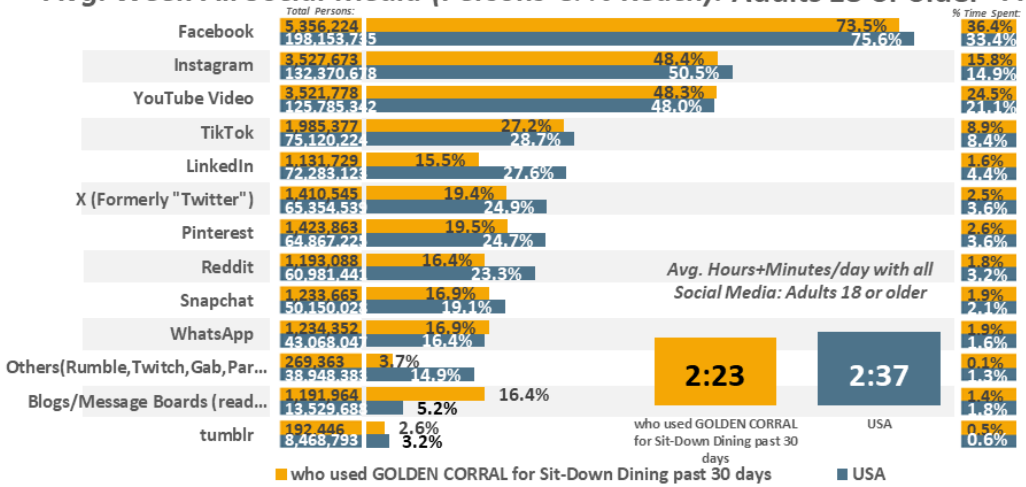
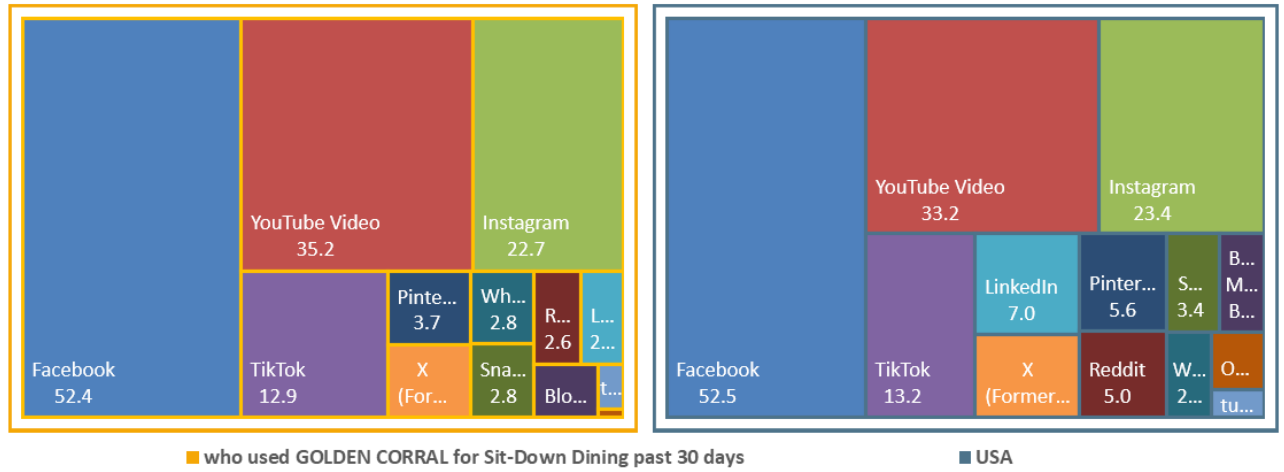
*Sit-down restaurants used past 30 days: Outback Steakhouse*

5,356,224 or 73.5% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 43.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

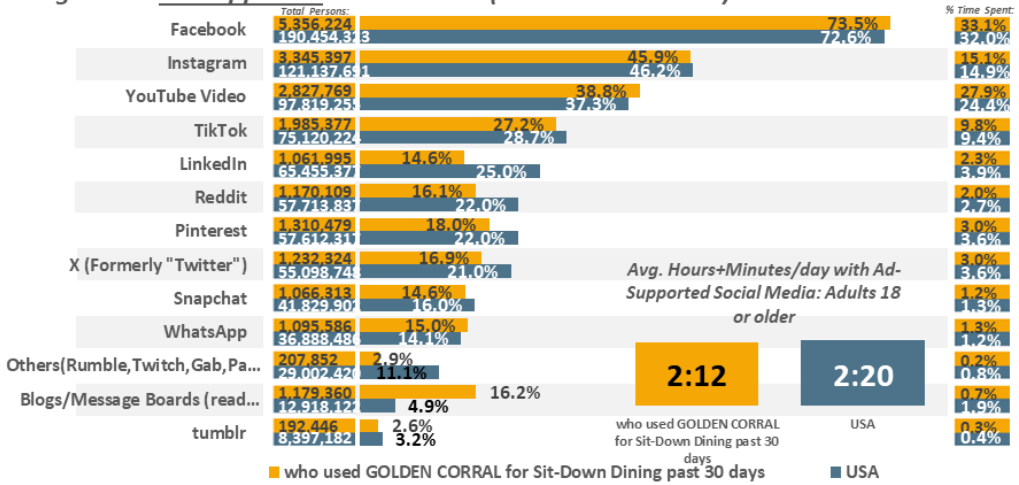
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



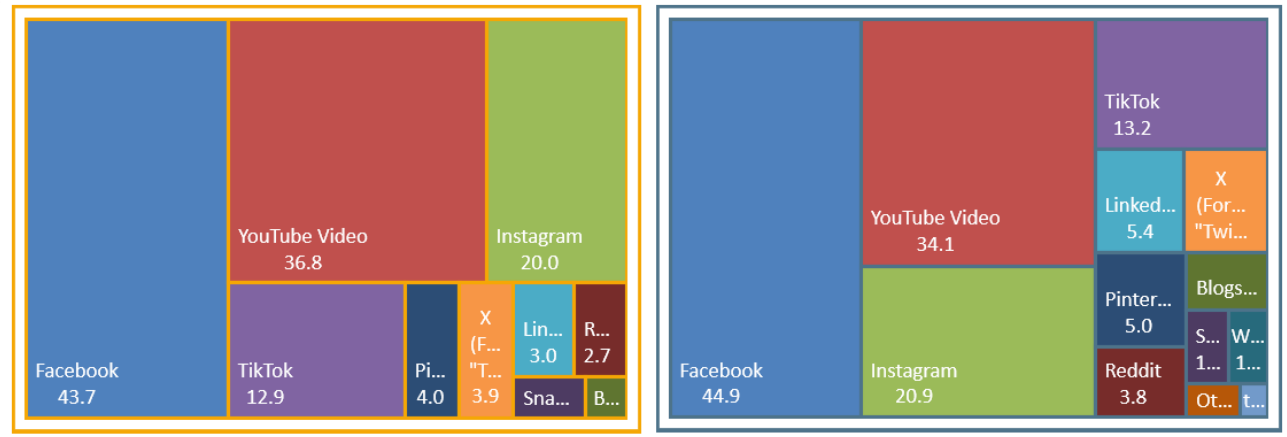

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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

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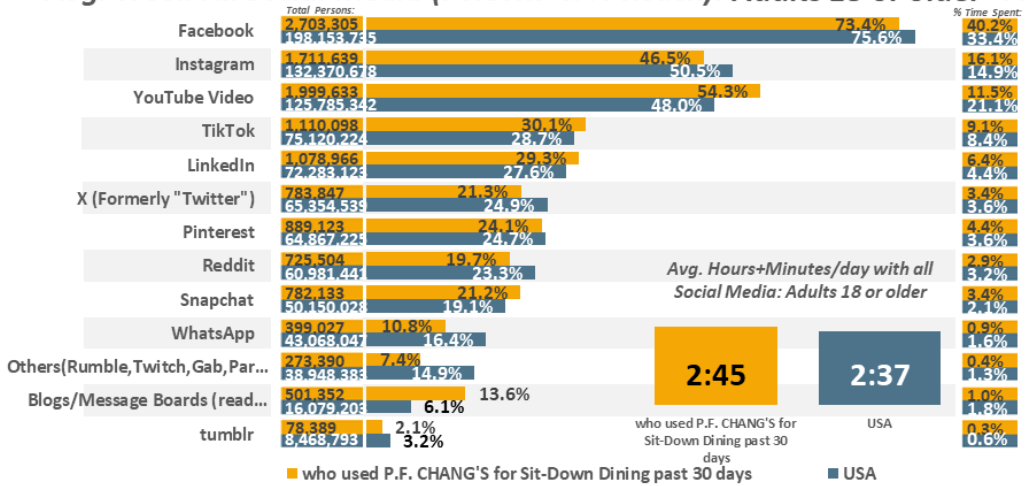
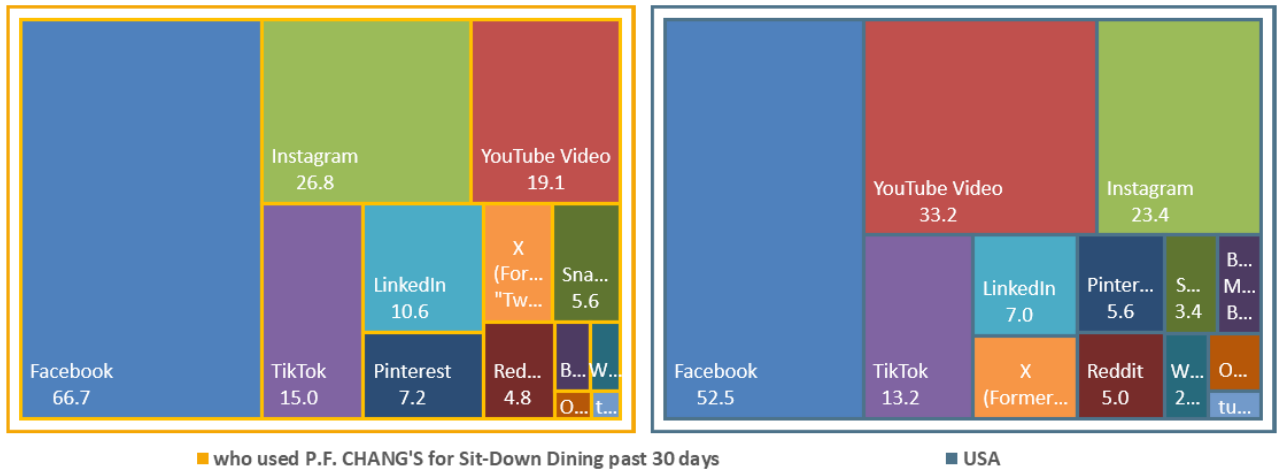
*Sit-down restaurants used past 30 days: Golden Corral*

2,703,305 or 73.4% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Social Media.

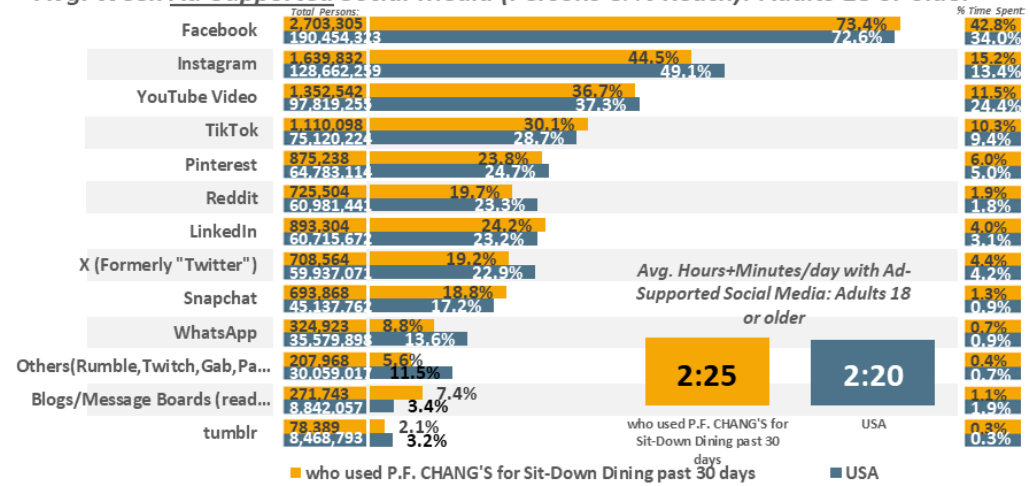
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



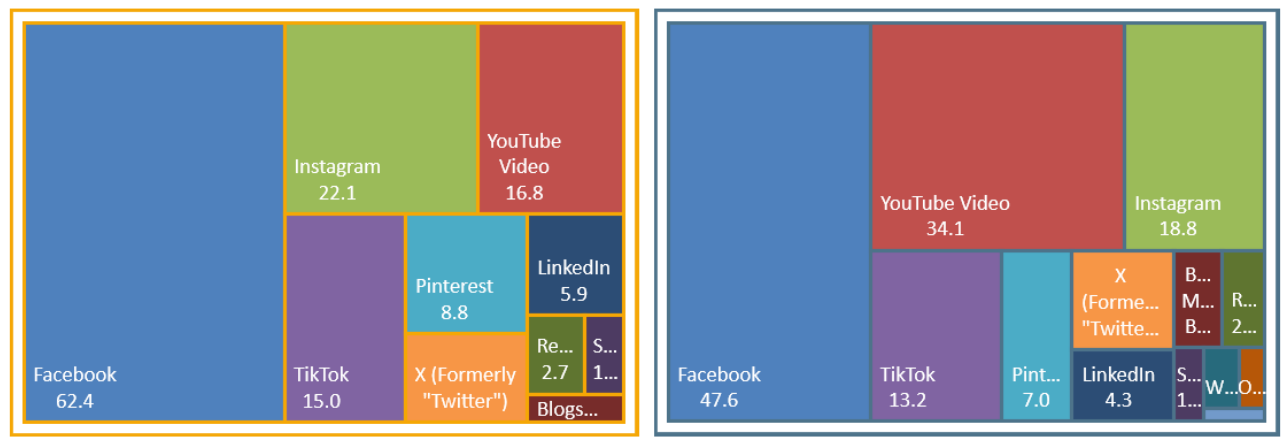

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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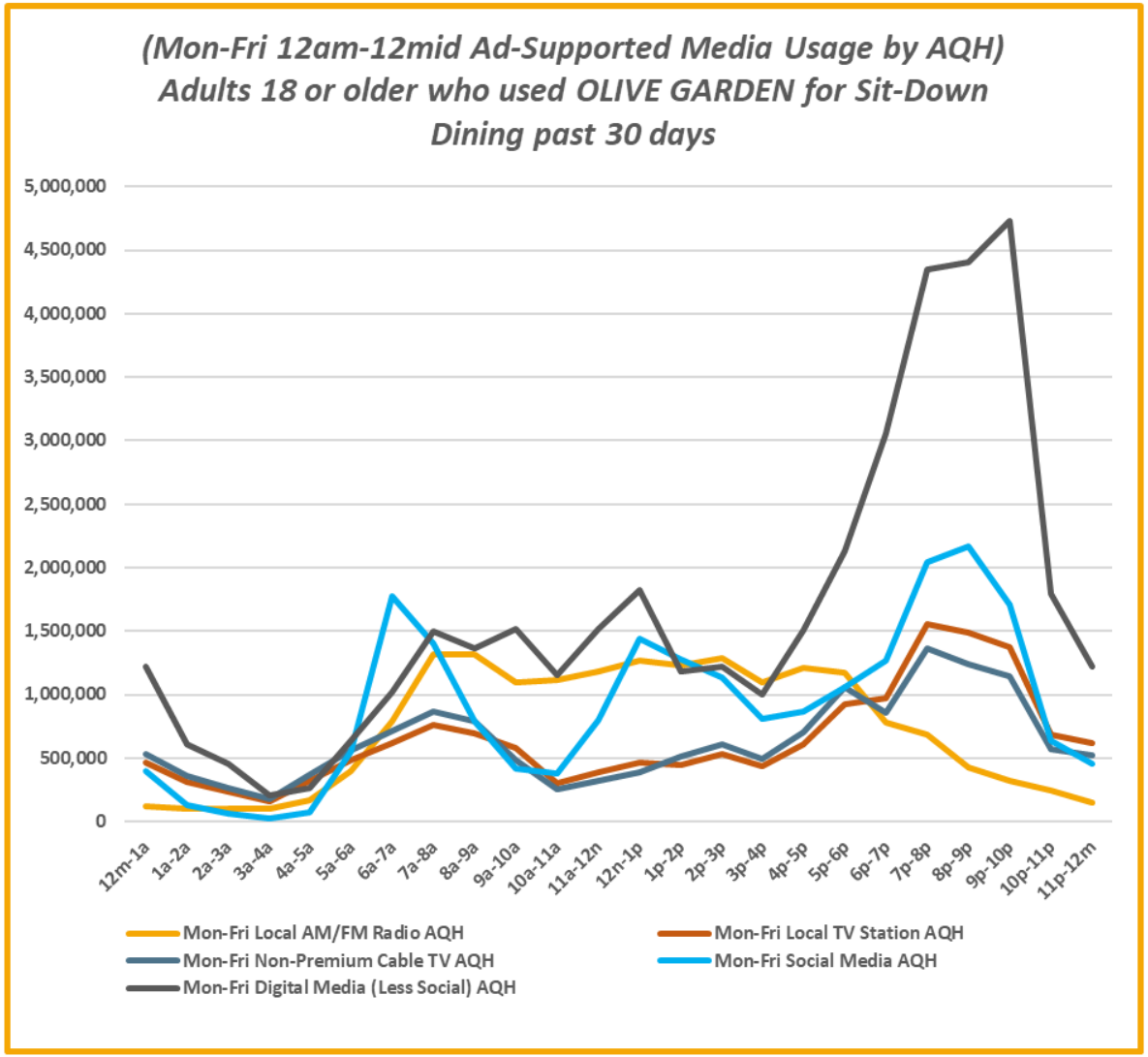
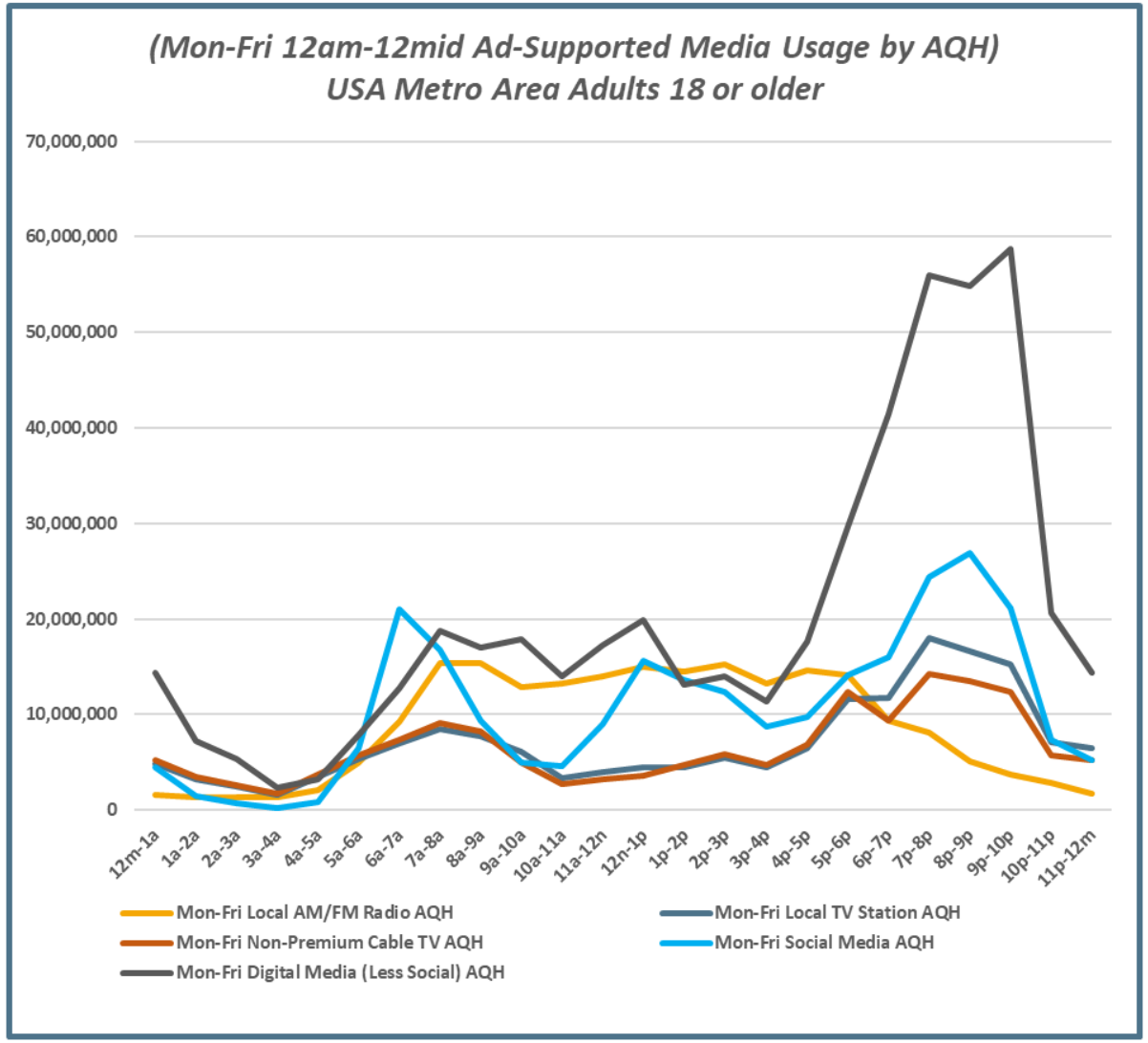
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,536,659; Local Radio: 1,143,146; Social Media: 1,032,638; Non-Prem. Cable: 619,486; Local TV: 593,628 reaching Adults 18 or older who used OLIVE GARDEN for Sit-Down Din

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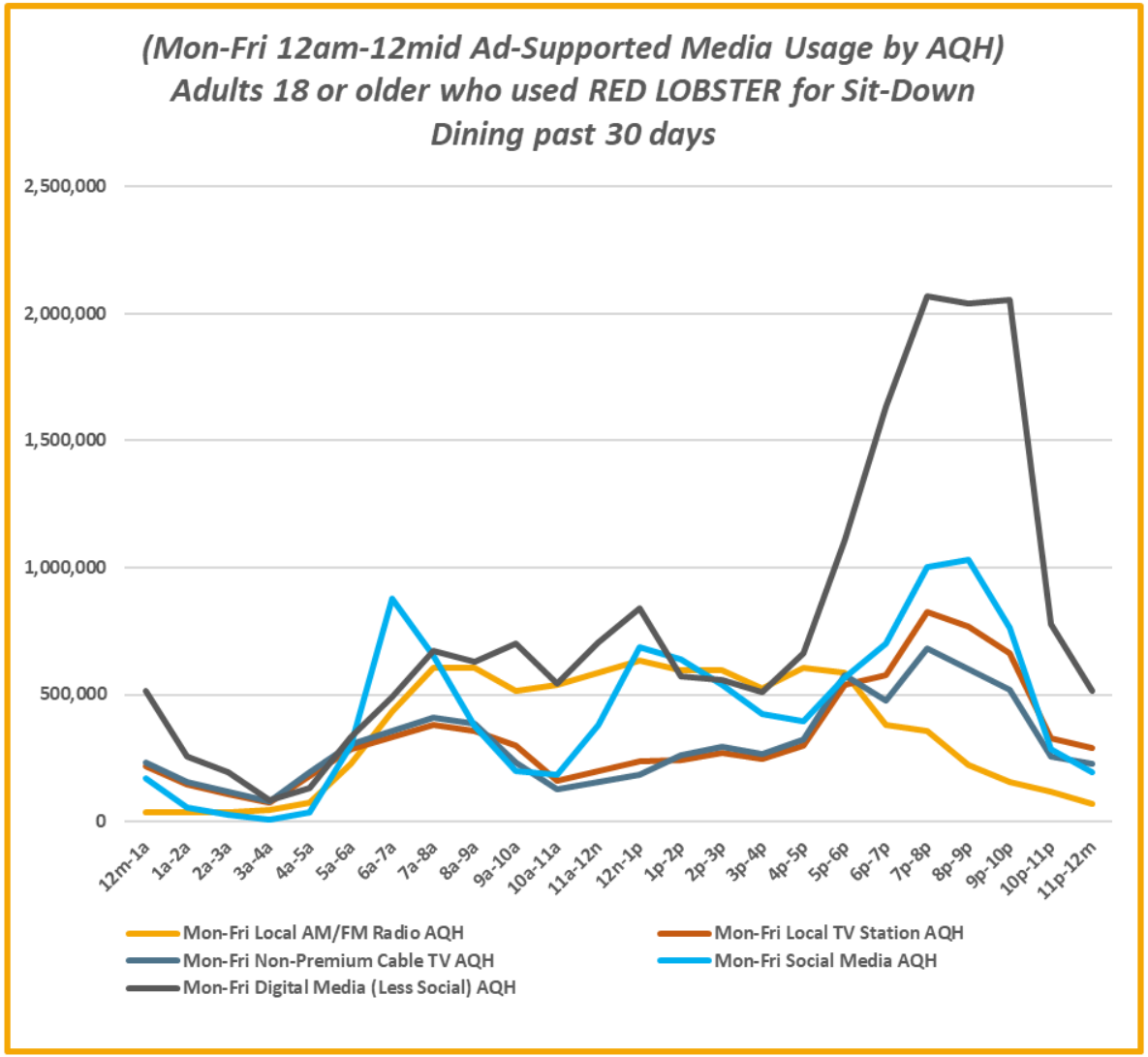
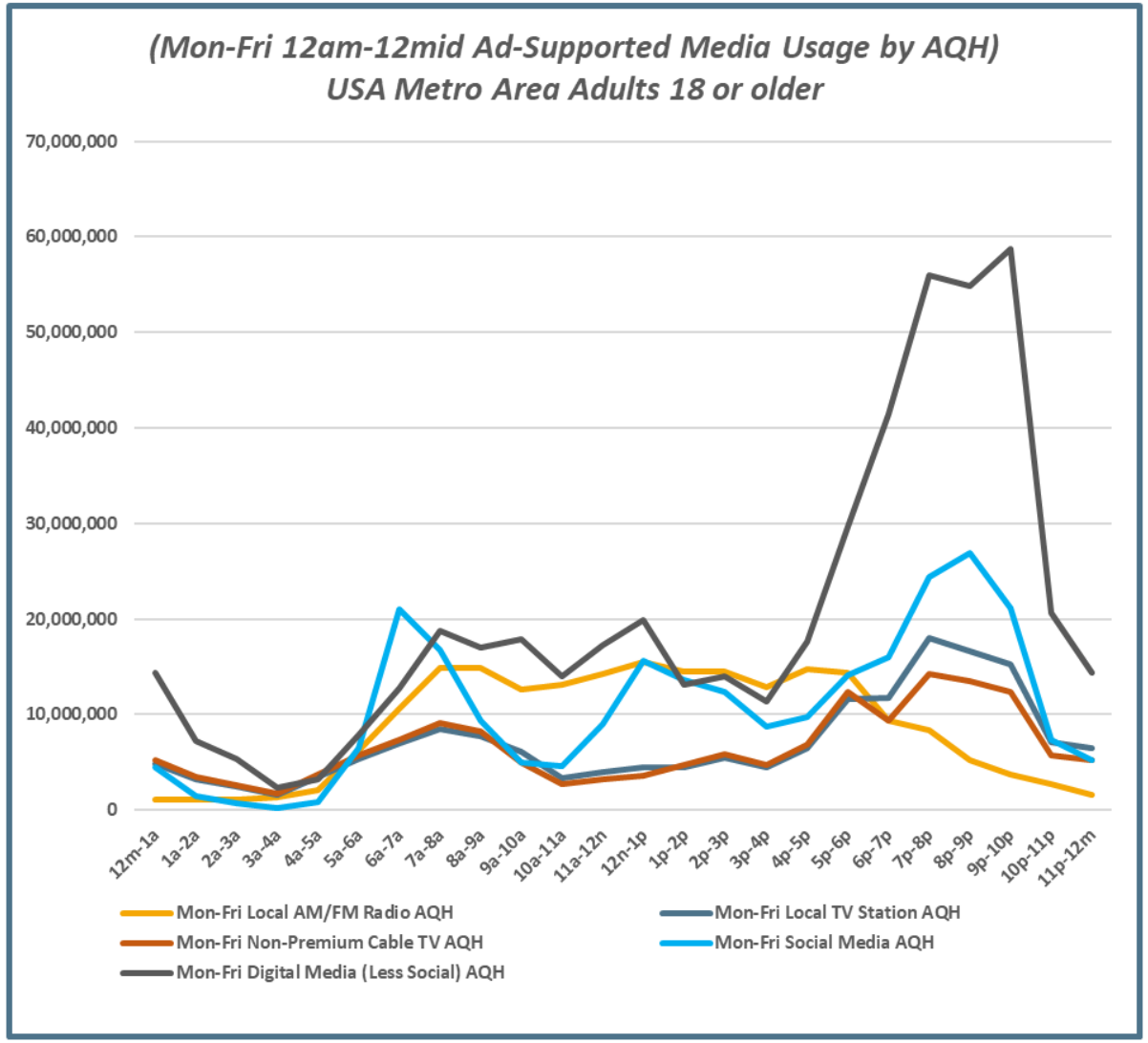
*Sit-down restaurants used past 30 days: Olive Garden*

RED LOBSTER
FRESH FISH • LIVE LOBSTER

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 741,264; Local Radio: 554,596; Social Media: 508,984; Local TV: 319,074; Non-Prem. Cable: 311,928 reaching Adults 18 or older who used RED LOBSTER for Sit-Down Dining pas

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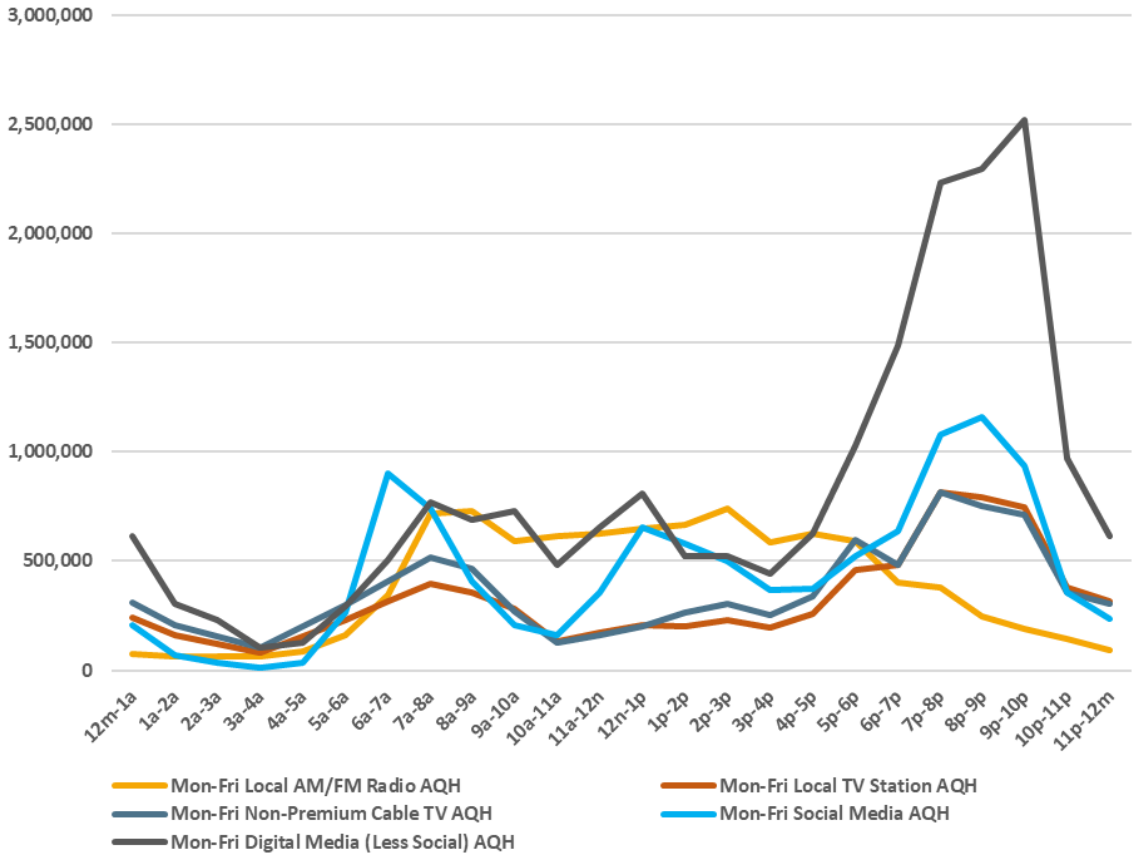
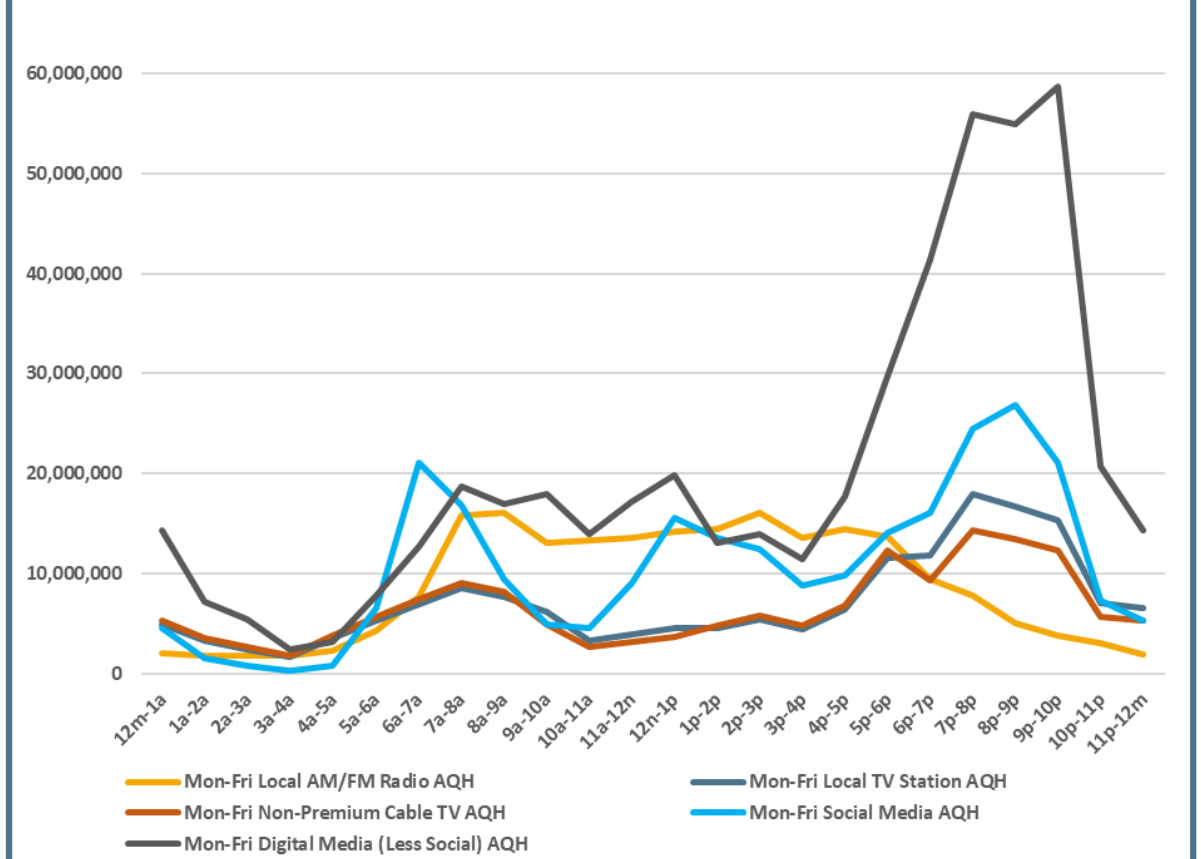
*Sit-down restaurants used past 30 days: Red Lobster*

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 712,139; Local Radio: 606,729; Social Media: 493,174; Non-Prem. Cable: 337,790; Local TV: 284,144 reaching Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Din

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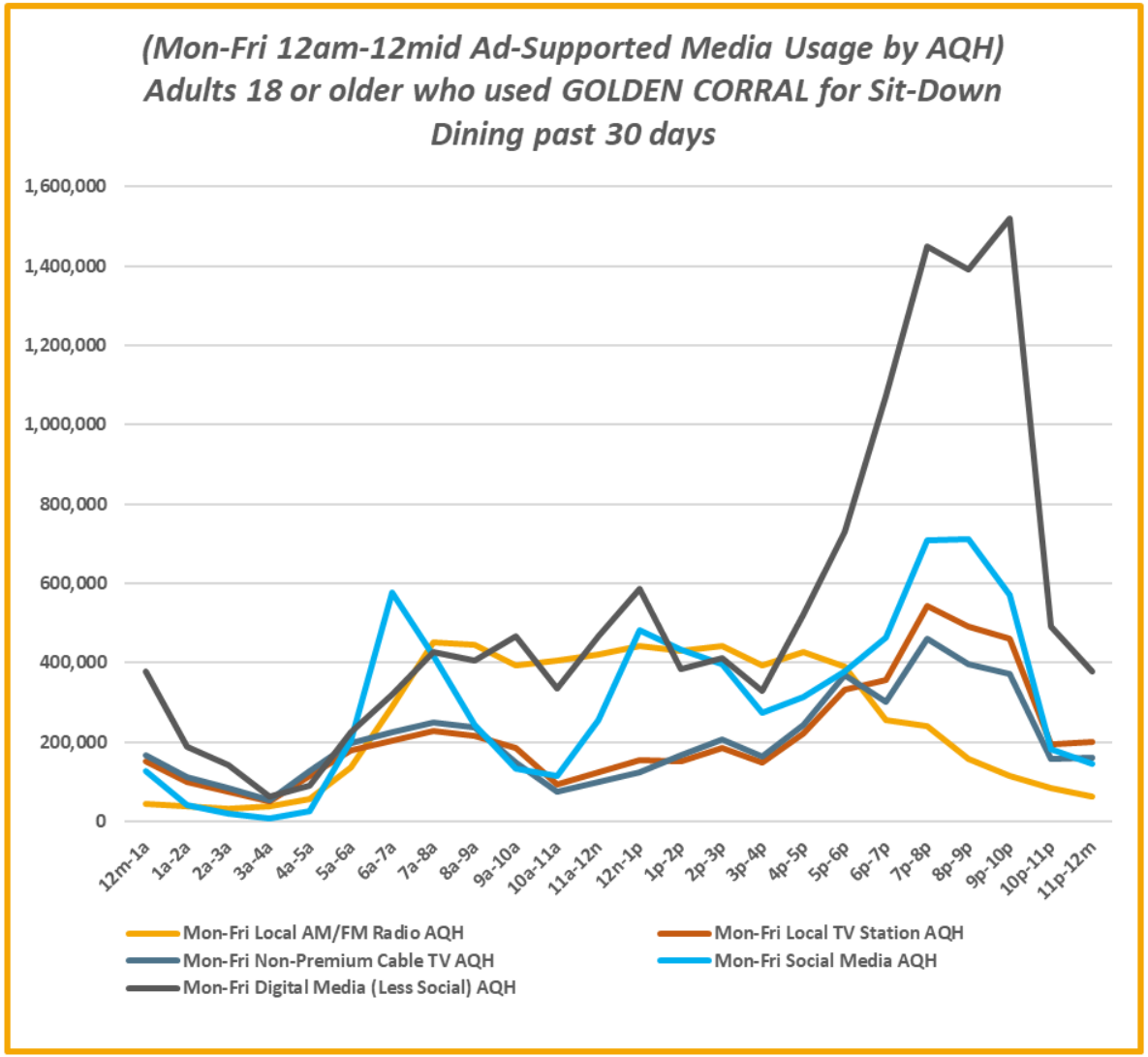
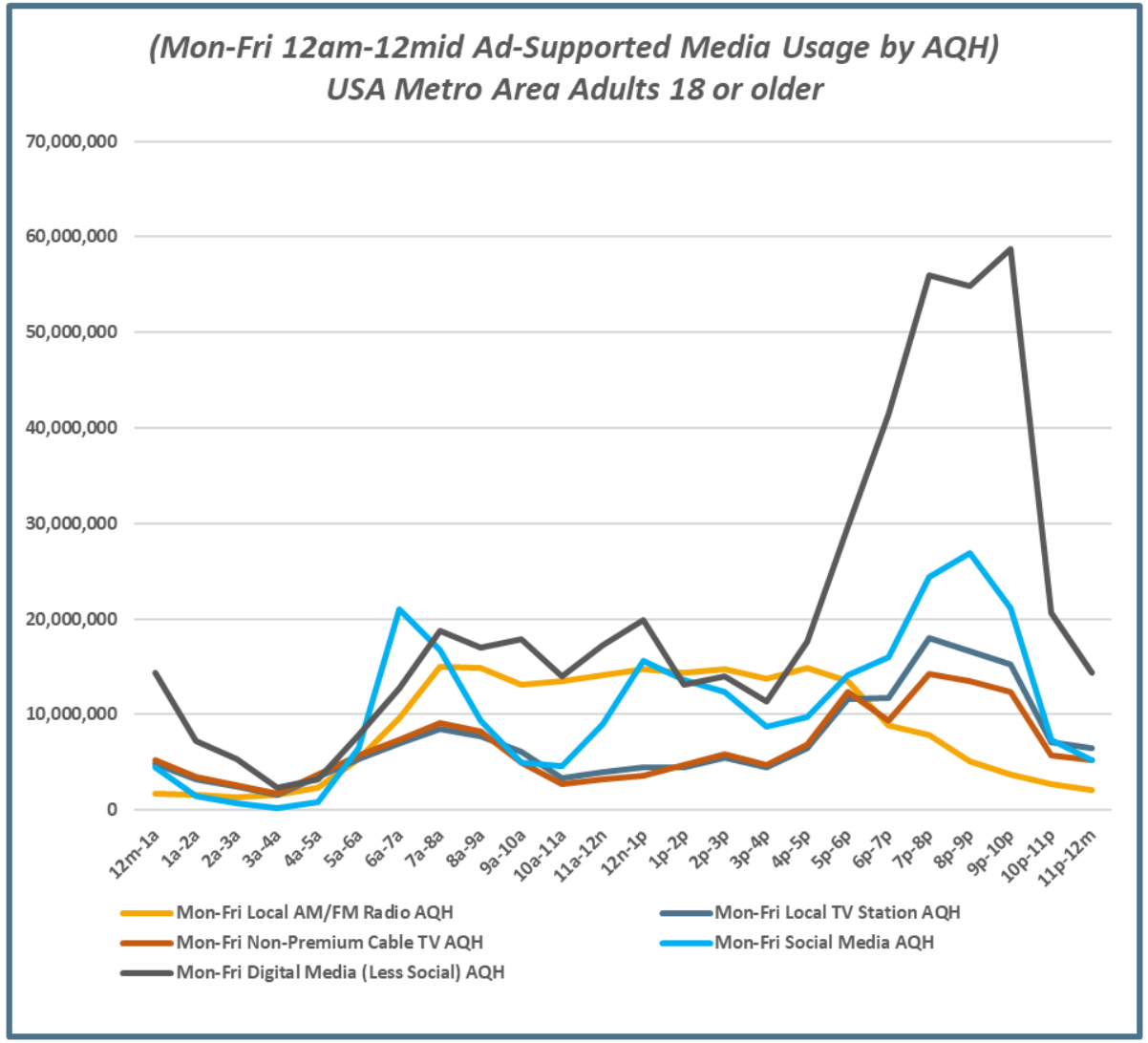
*Sit-down restaurants used past 30 days: Outback Steakhouse*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 496,511; Local Radio: 399,054; Social Media: 345,327; Non-Prem. Cable: 201,475; Local TV: 200,271 reaching Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining p

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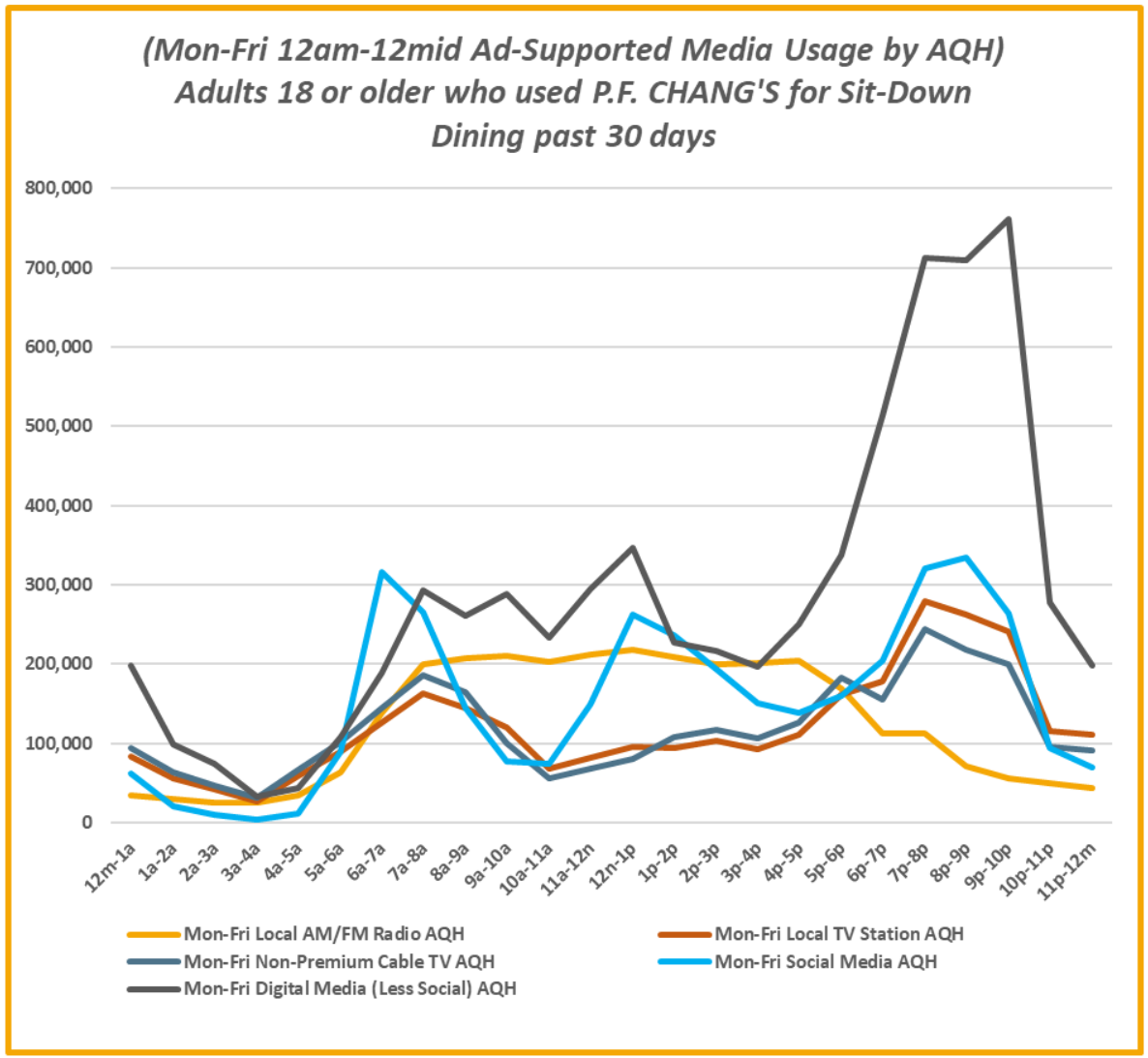
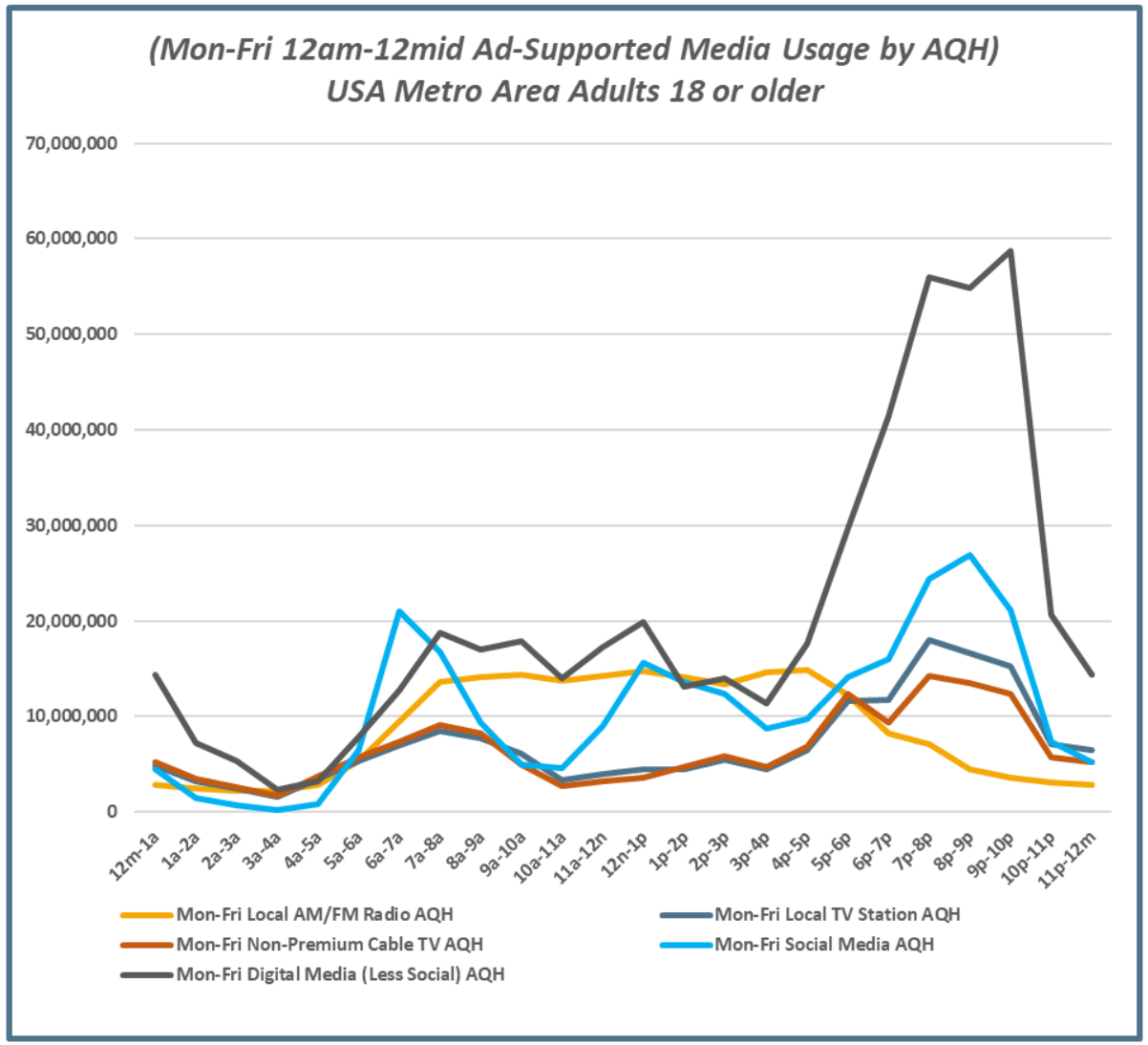
*Sit-down restaurants used past 30 days: Golden Corral*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 280,792; Local Radio: 191,327; Social Media: 182,652; Non-Prem. Cable: 122,856; Local TV: 118,819 reaching Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining pa

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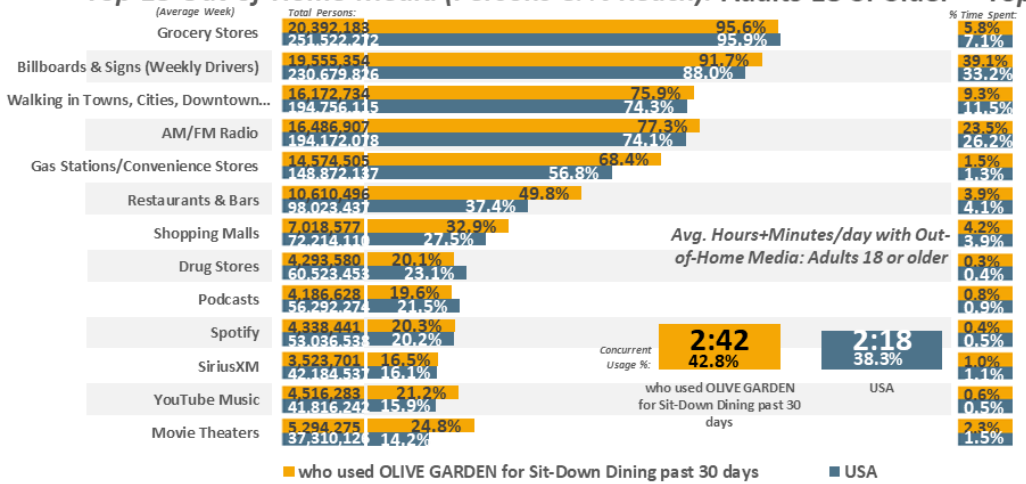
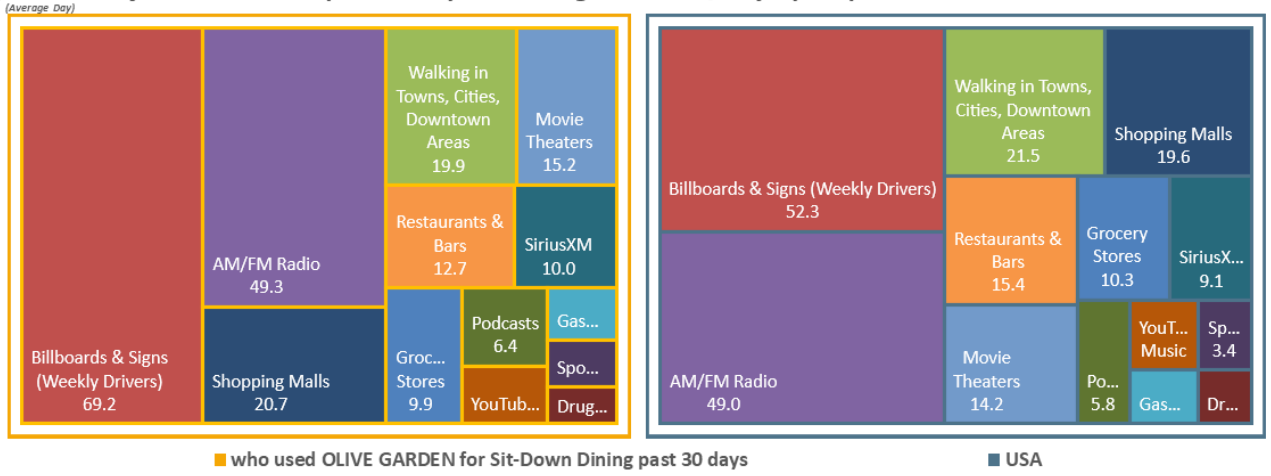
*Sit-down restaurants used past 30 days: P.F. Chang's*

19,555,354 or 91.7% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 69.2 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes

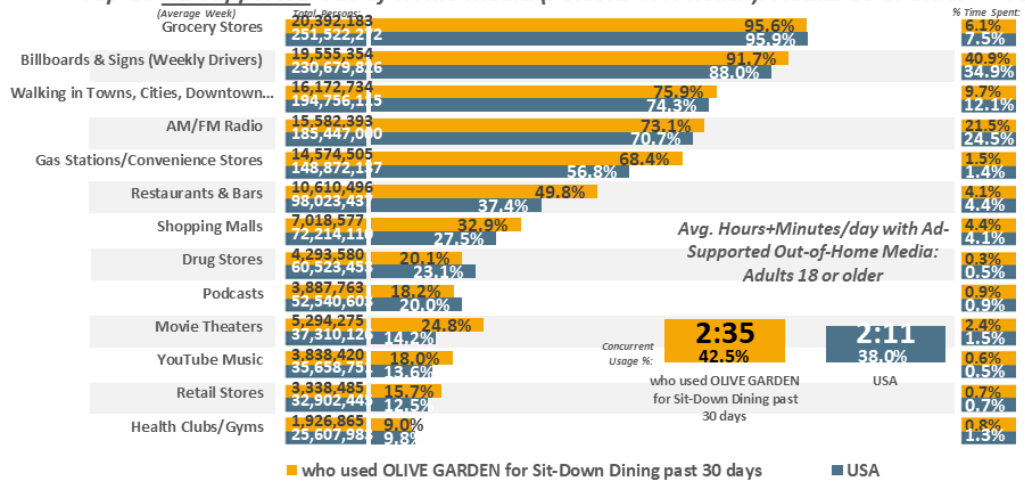
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



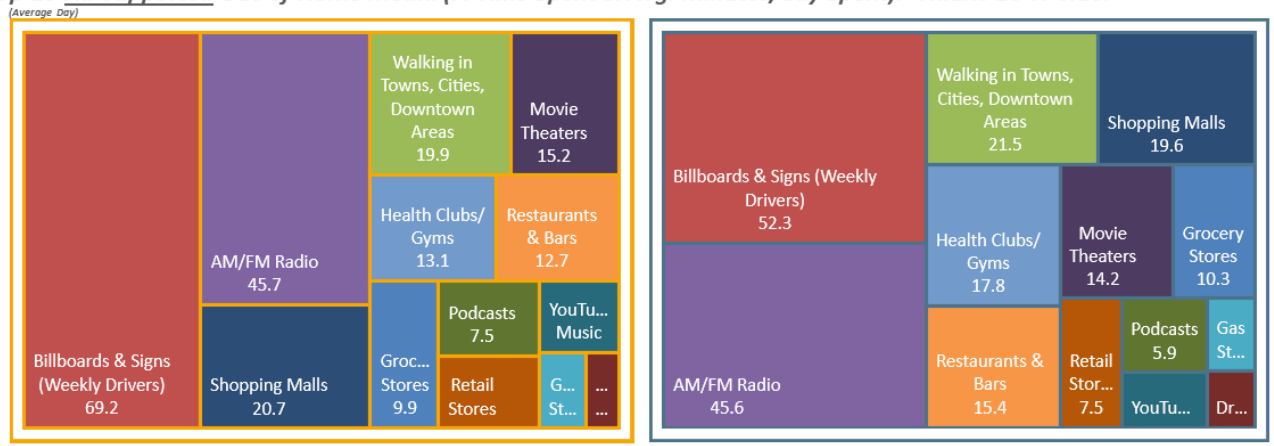

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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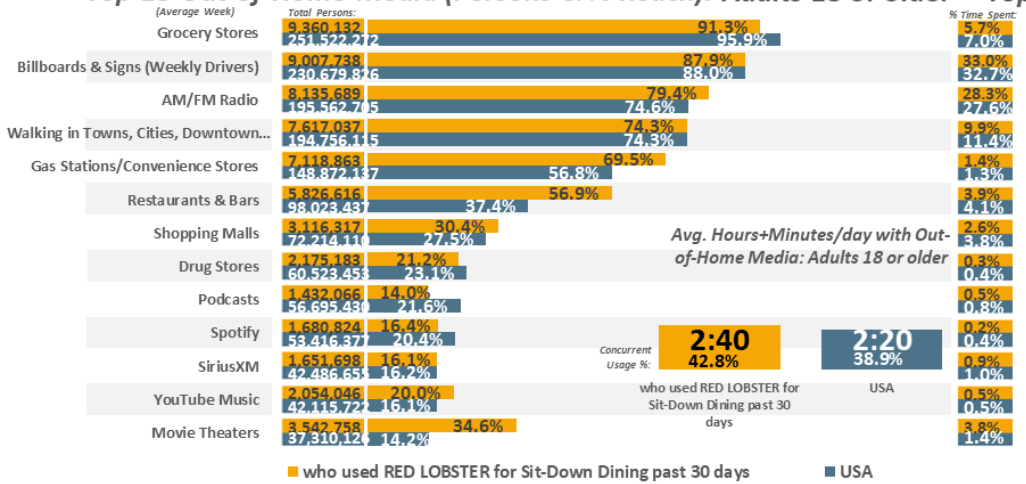
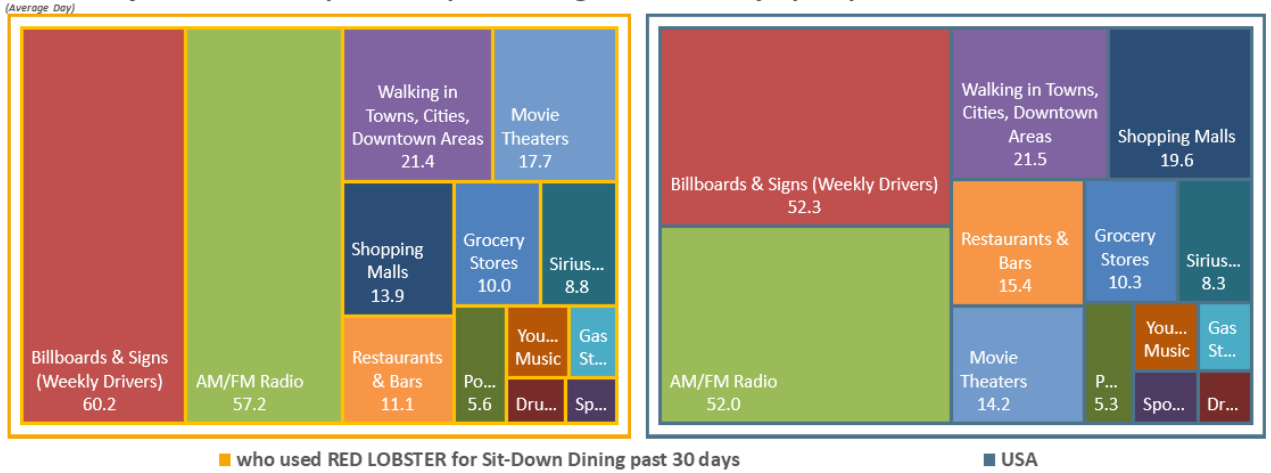
*Sit-down restaurants used past 30 days: Olive Garden*

9,007,738 or 87.9% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 60.2 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/d

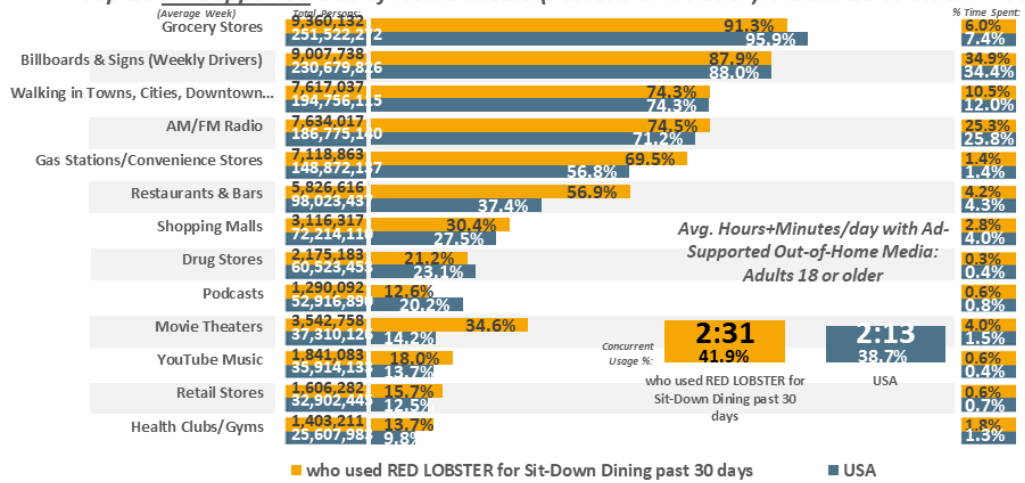
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



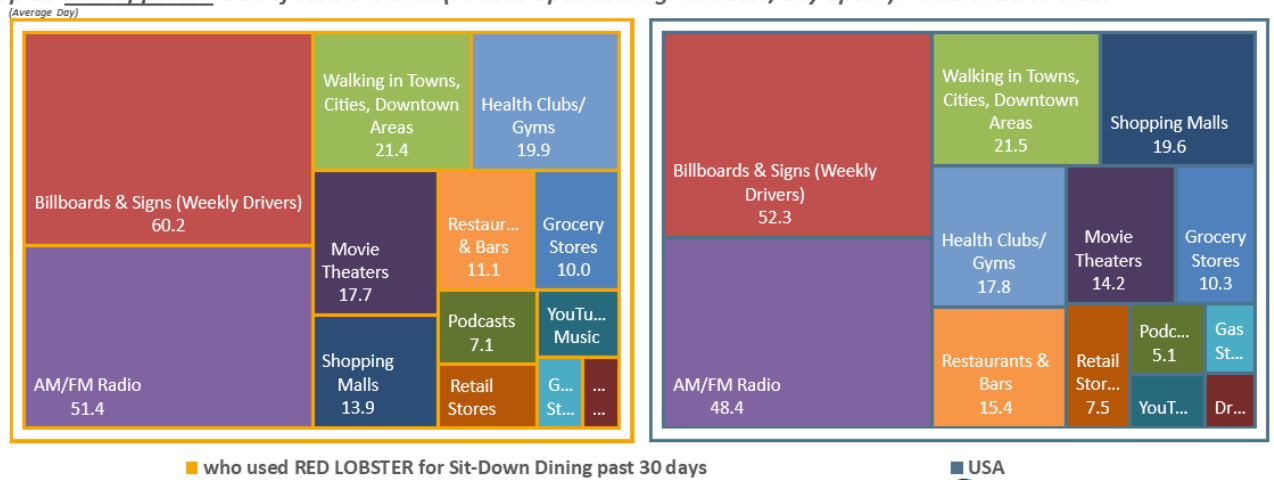

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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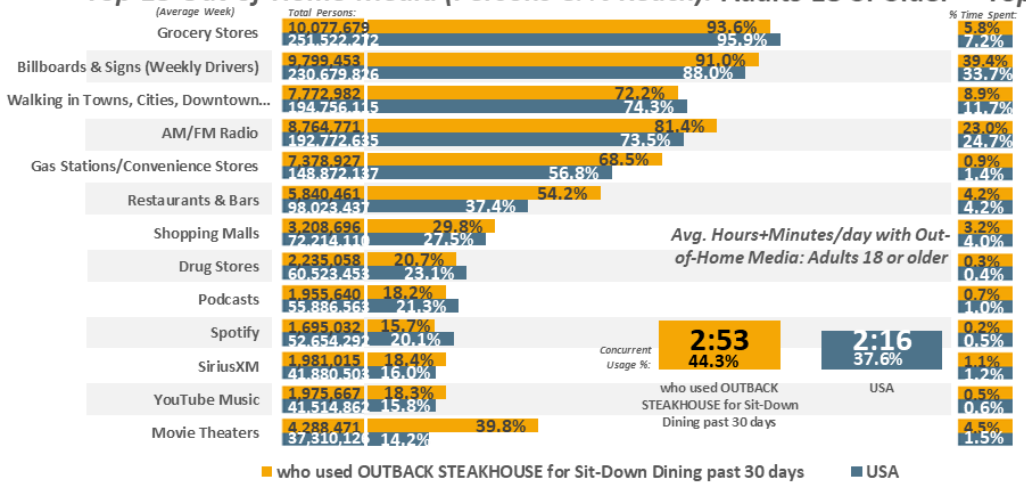
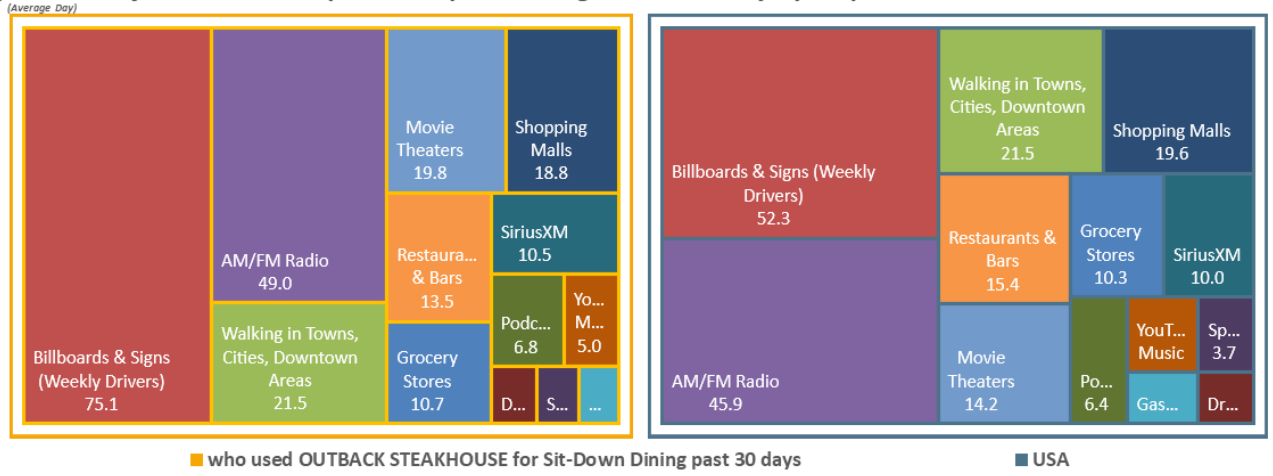
*Sit-down restaurants used past 30 days: Red Lobster*

9,799,453 or 91.% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 75.1 minutes per day driving, seeing Billboards and Signs. 76.8% Listen to Local Radio Stations Out-of-Home for an average of 44.5 min

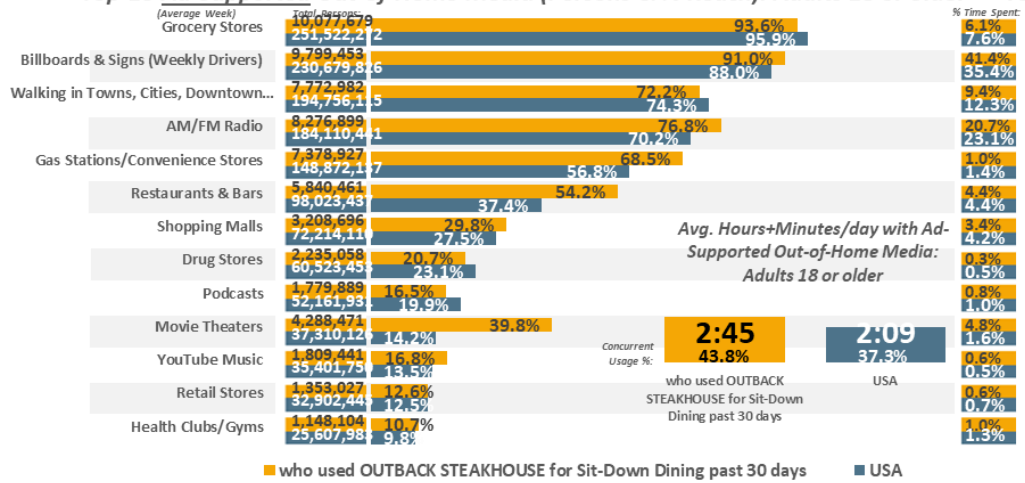
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



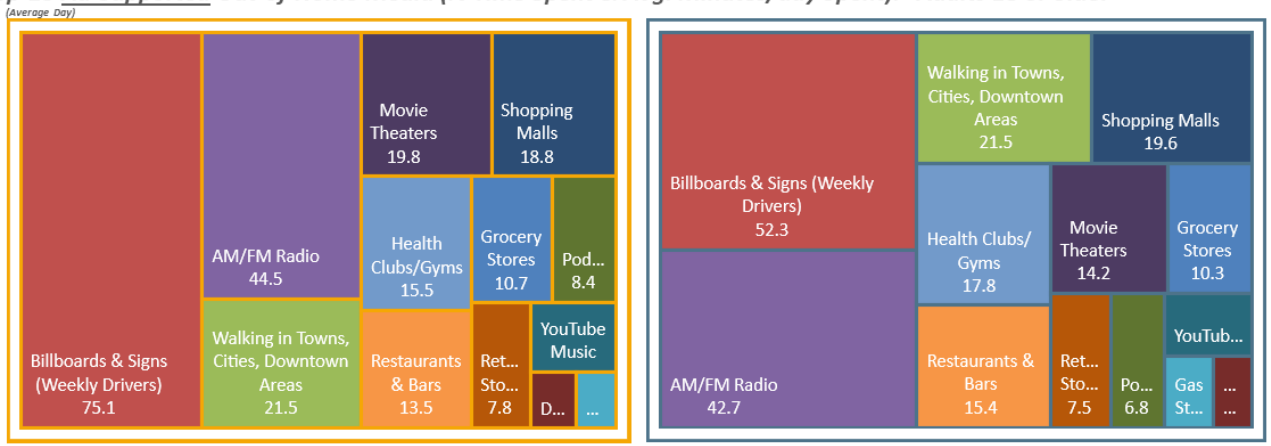

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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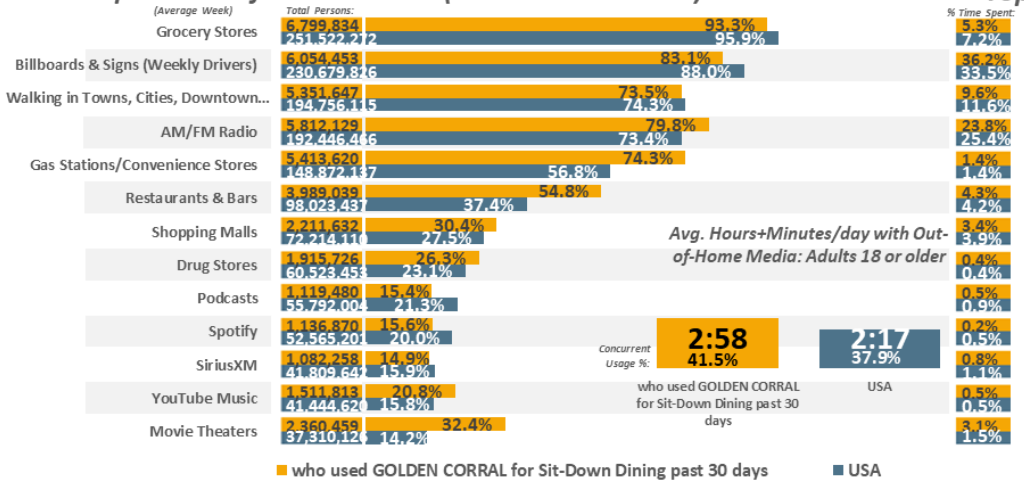
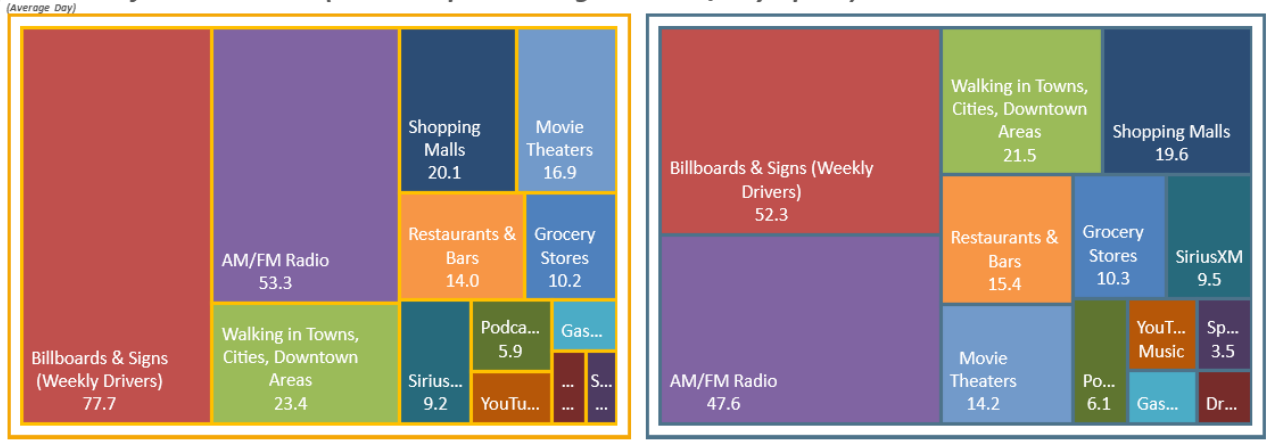
*Sit-down restaurants used past 30 days: Outback Steakhouse*

6,054,453 or 83.1% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 77.7 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 48.4 minutes

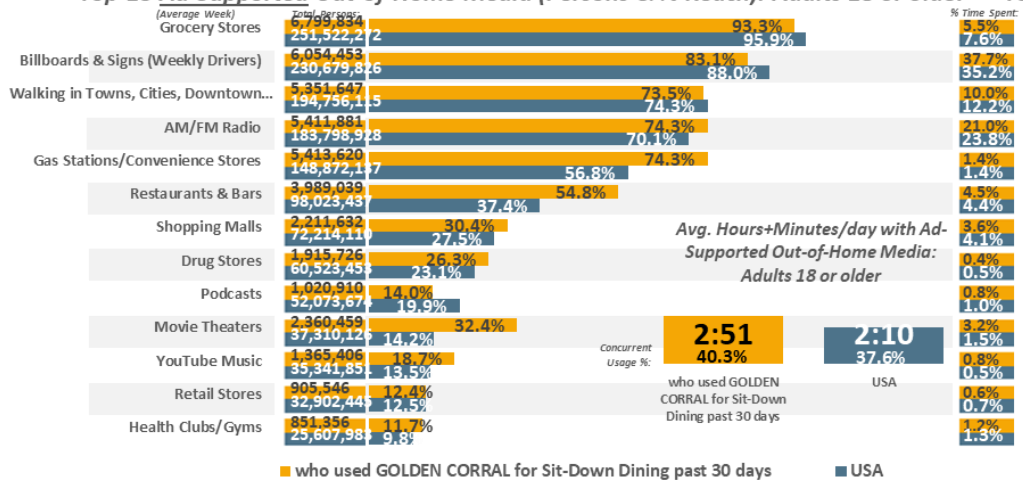
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



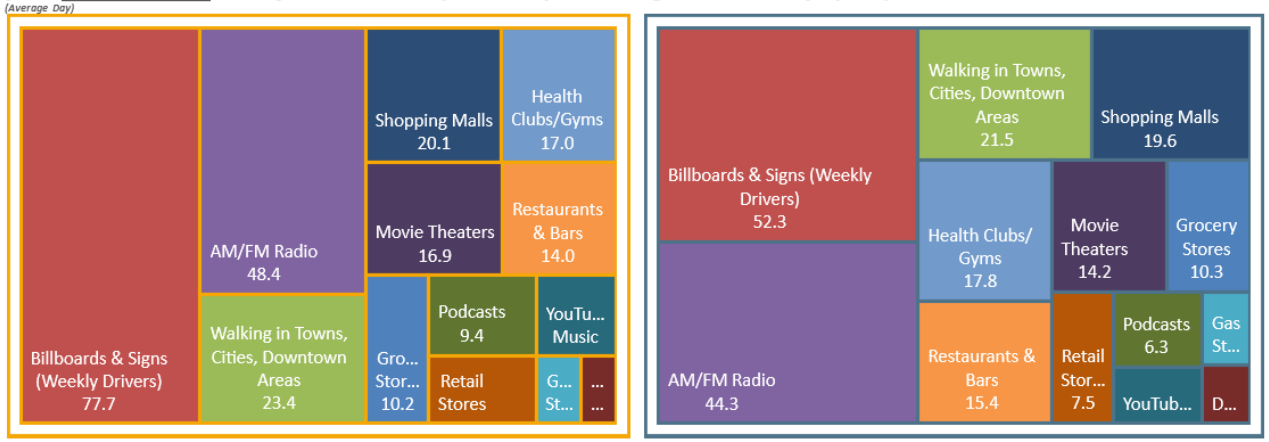

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

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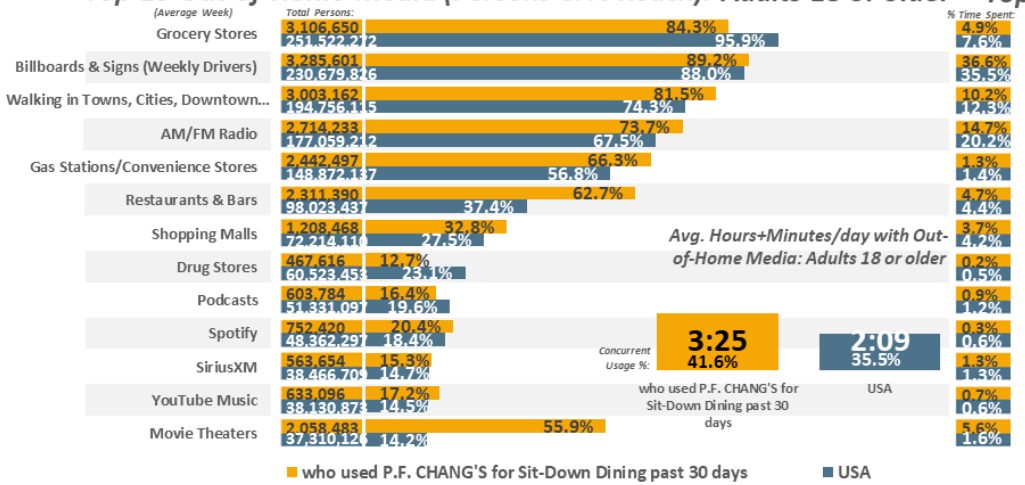
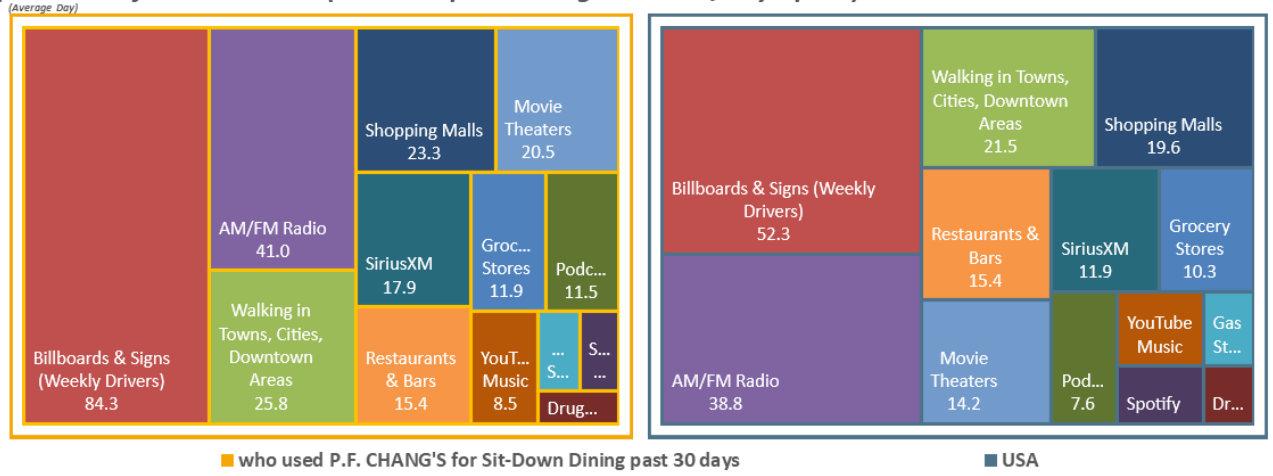
*Sit-down restaurants used past 30 days: Golden Corral*

3,285,601 or 89.2% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 84.3 minutes per day driving, seeing Billboards and Signs. 66.2% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/

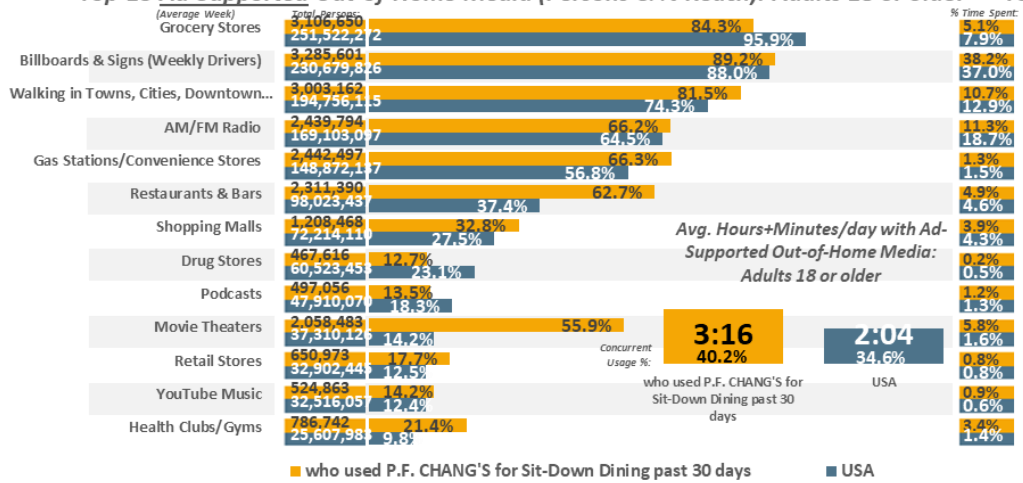
## Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



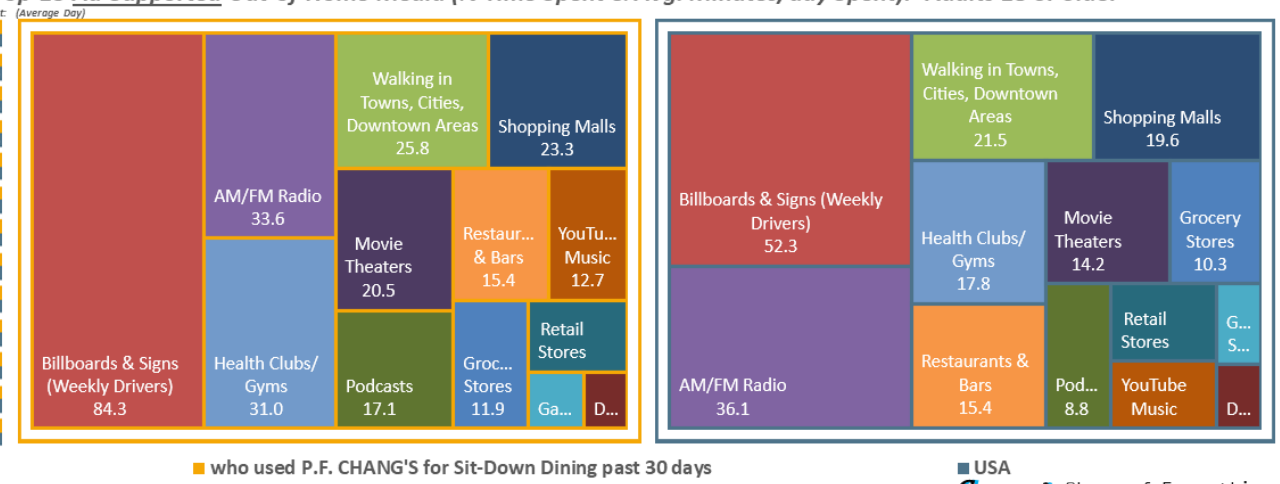

## Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




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




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

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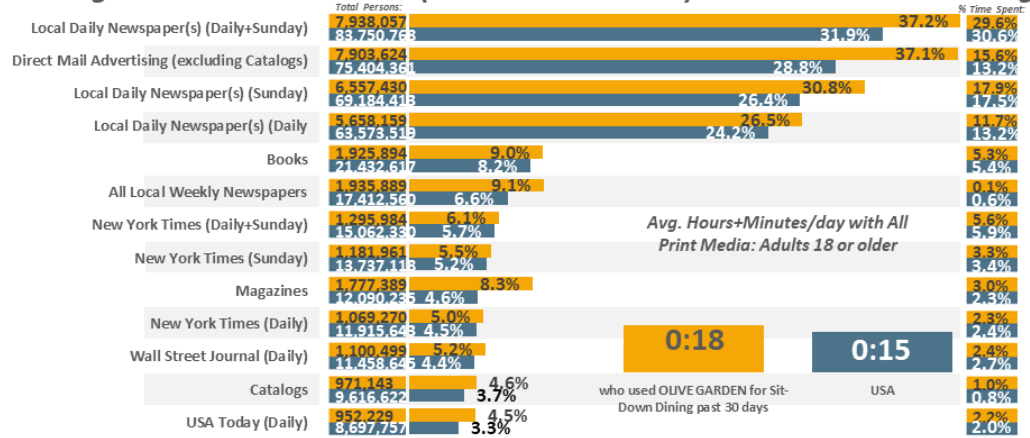
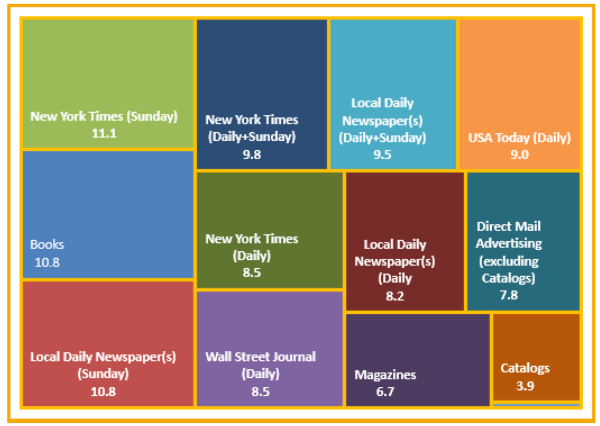
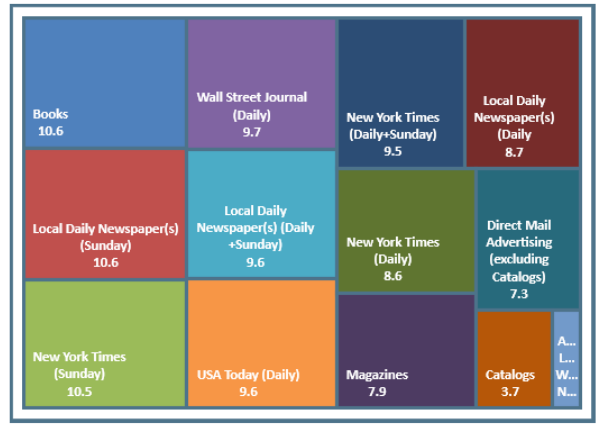
7,938,057 or 37.2% of Adults 18 or older who used OLIVE GARDEN for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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

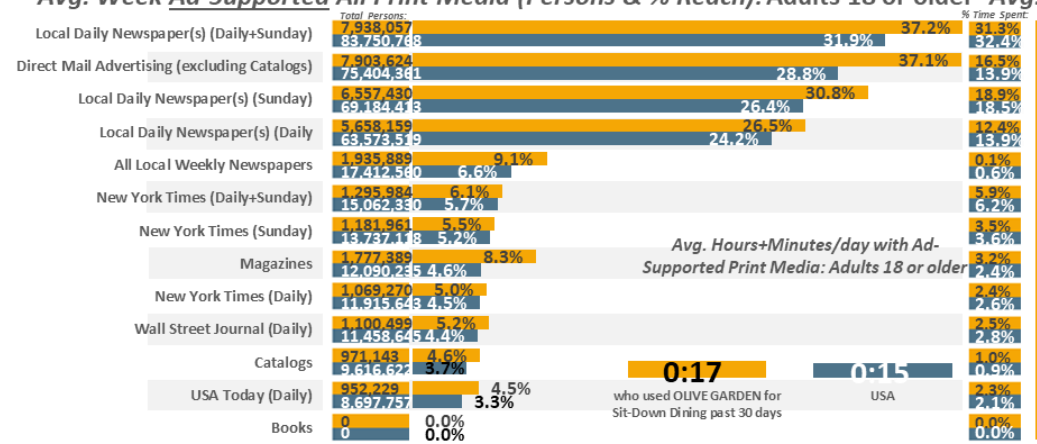



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

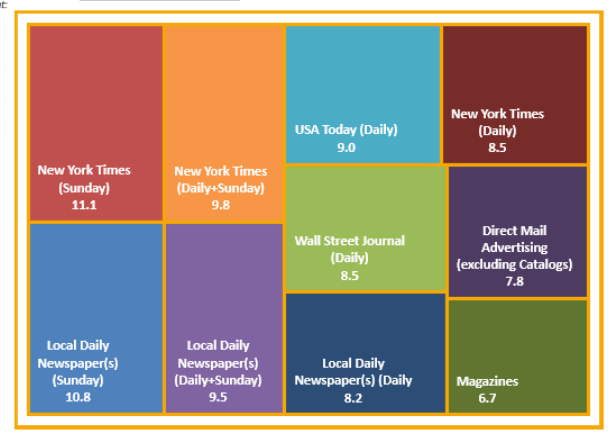


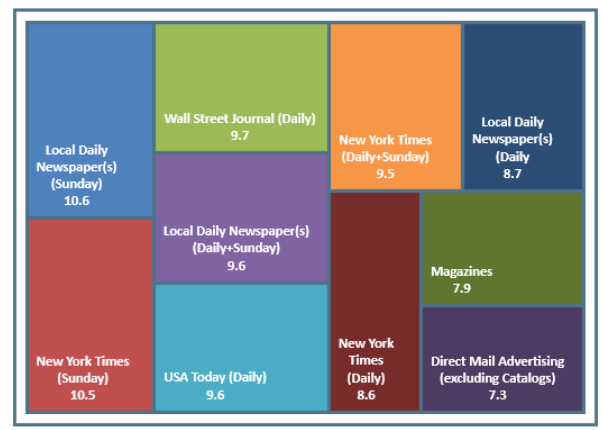




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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

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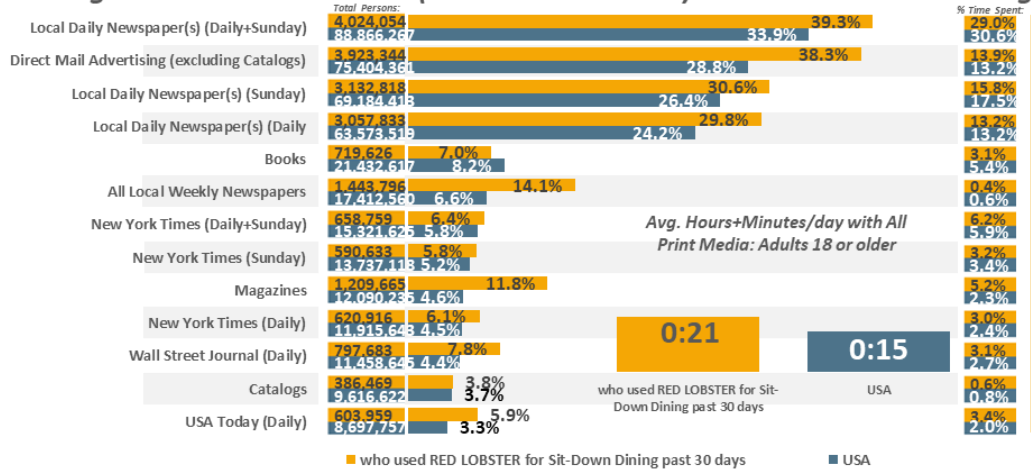
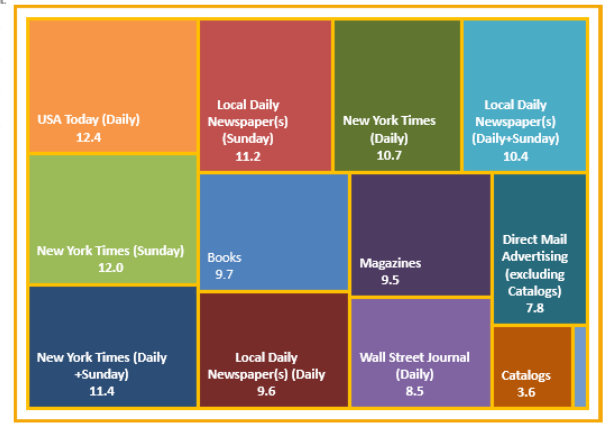
*Sit-down restaurants used past 30 days: Olive Garden*

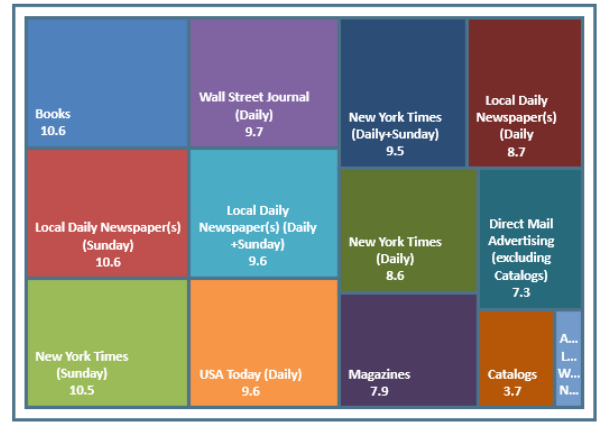
4,024,054 or 39.3% of Adults 18 or older who used RED LOBSTER for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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

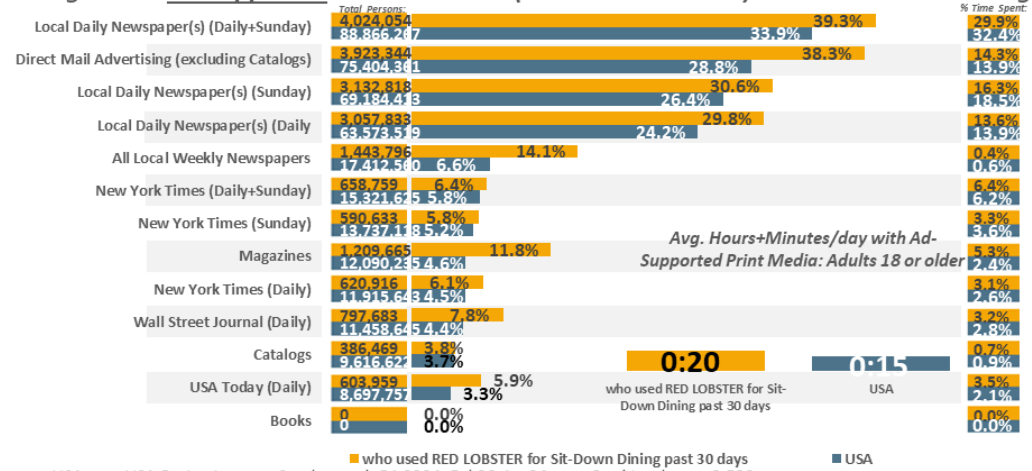



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

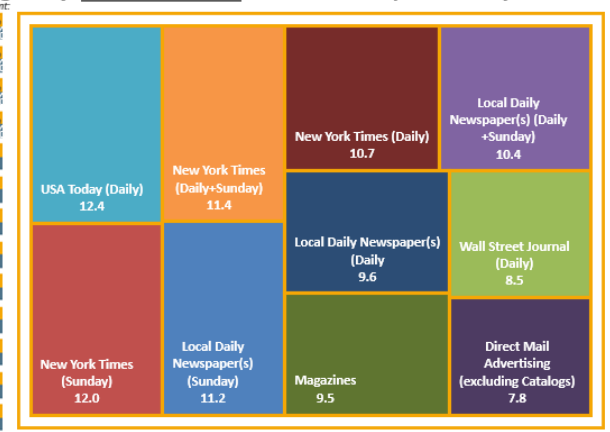


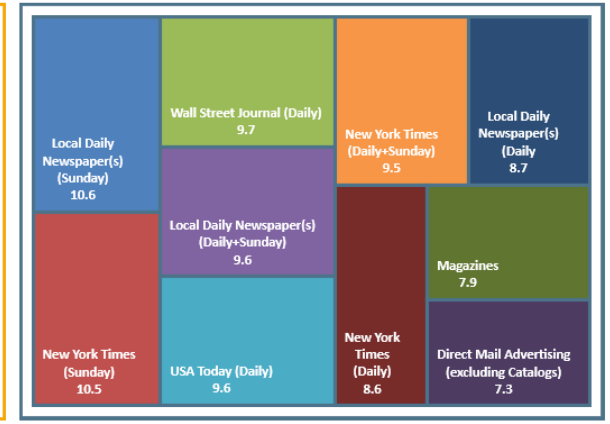




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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

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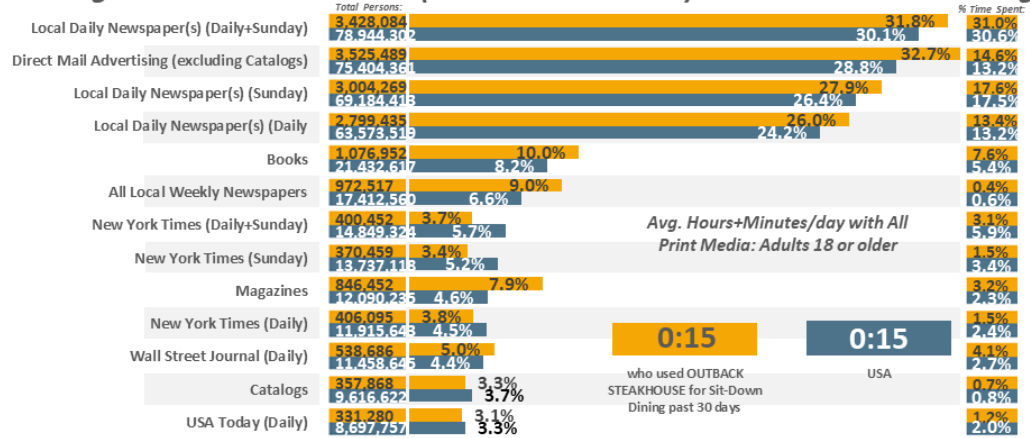
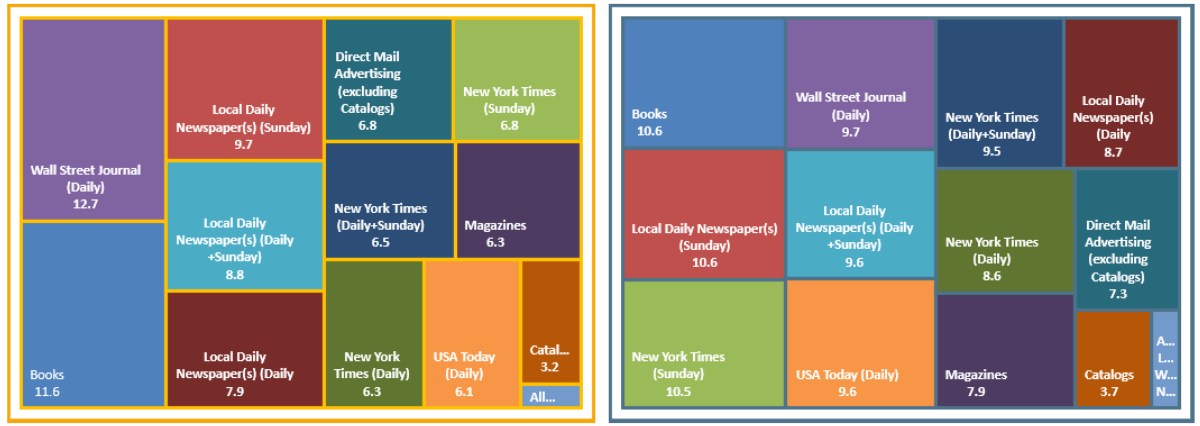
*Sit-down restaurants used past 30 days: Red Lobster*

3,428,084 or 31.8% of Adults 18 or older who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.5% of all time spent daily with All forms of Print

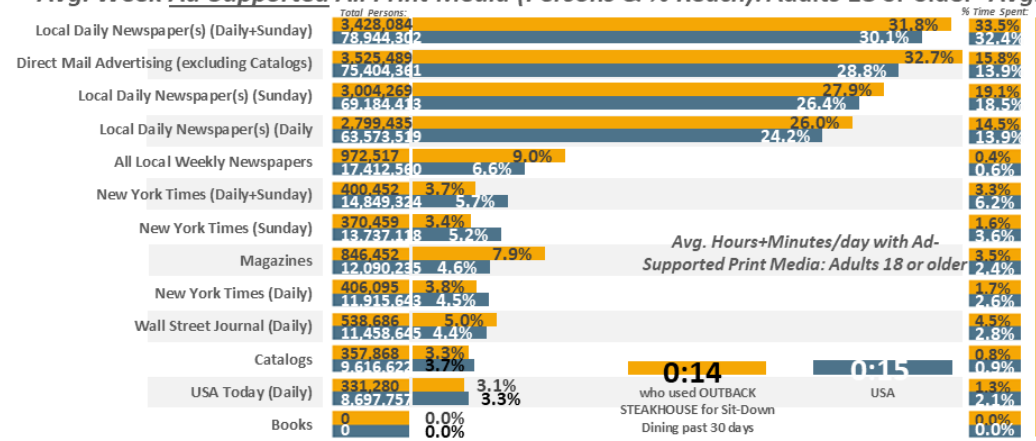
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




## *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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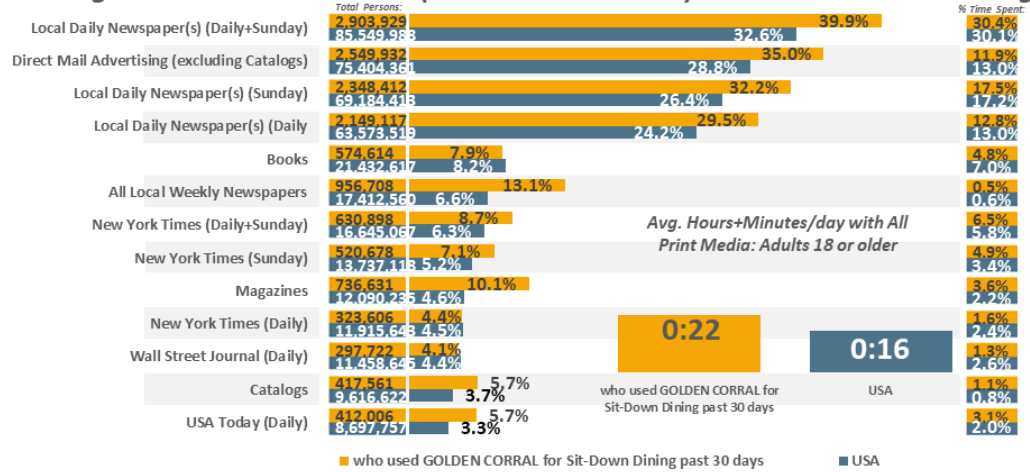
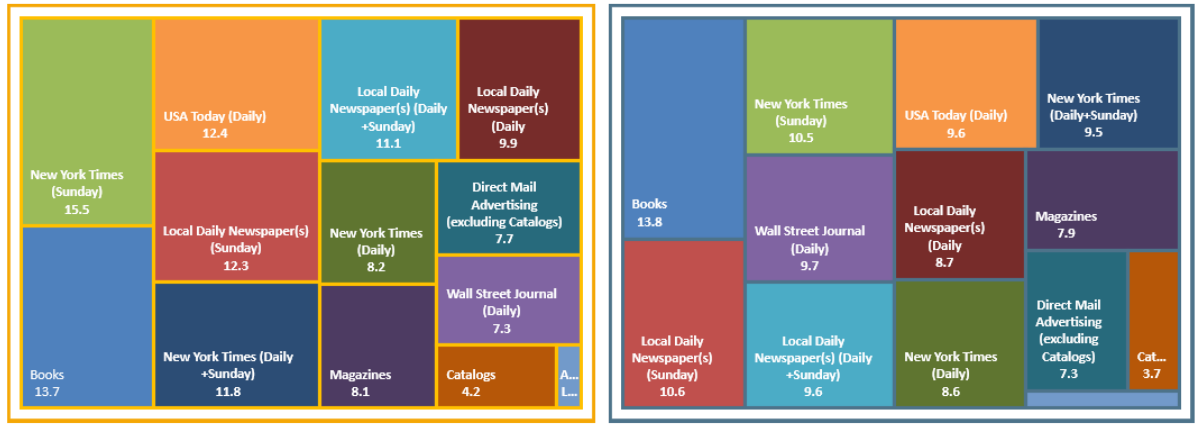
*Sit-down restaurants used past 30 days: Outback Steakhouse*

2,903,929 or 39.9% of Adults 18 or older who used GOLDEN CORRAL for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 31.9% of all time spent daily with All forms of Print Medi

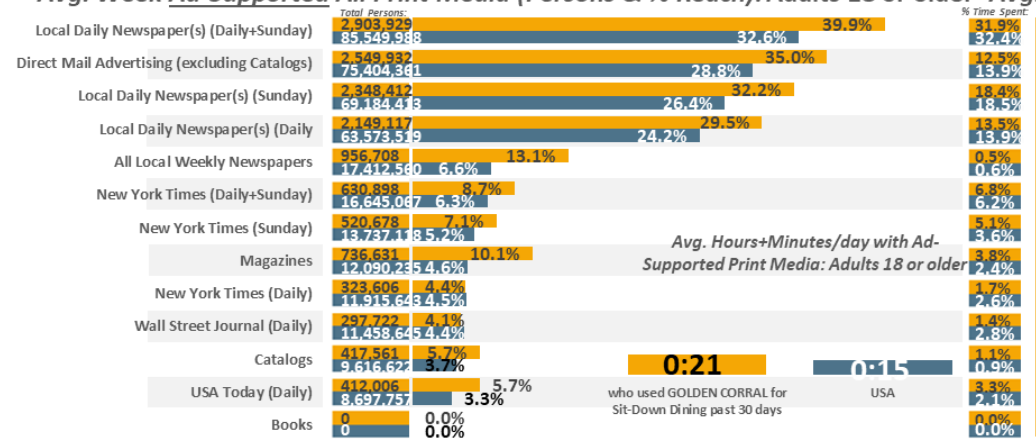
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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

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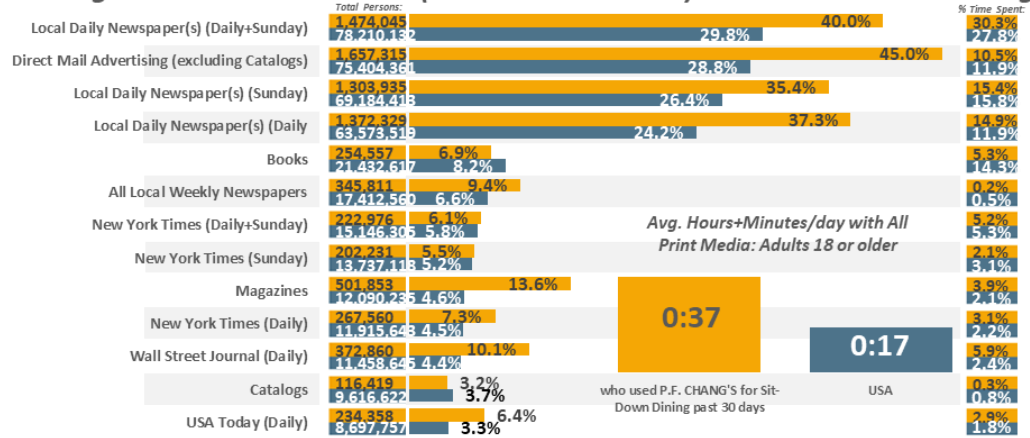
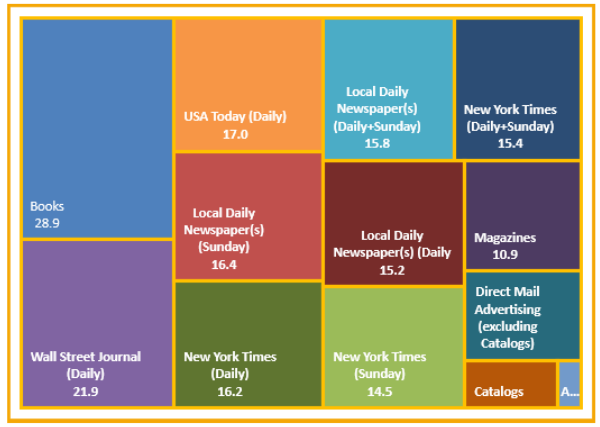
*Sit-down restaurants used past 30 days: Golden Corral*

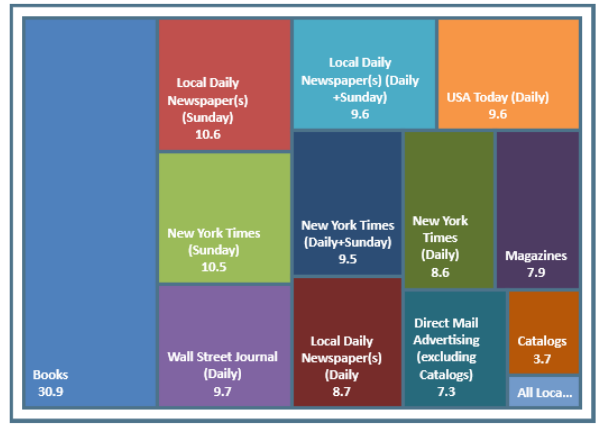
1,474,045 or 40.% of Adults 18 or older who used P.F. CHANG'S for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.8 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

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

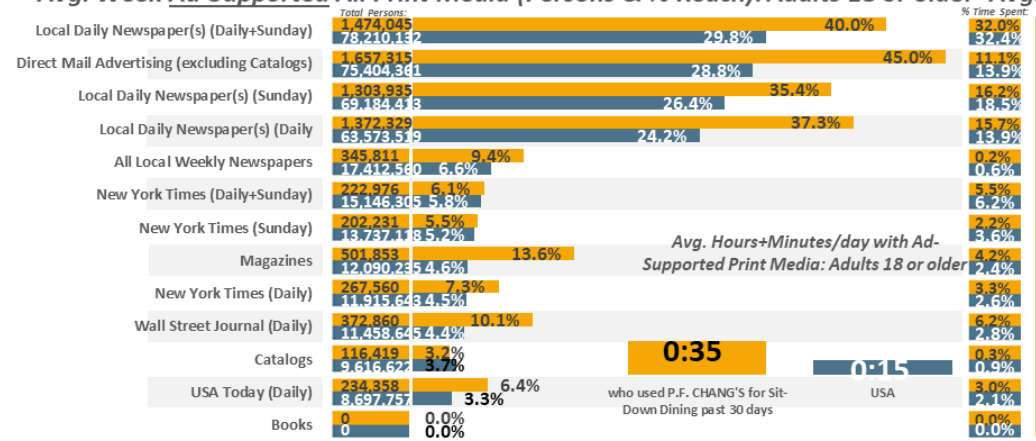



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

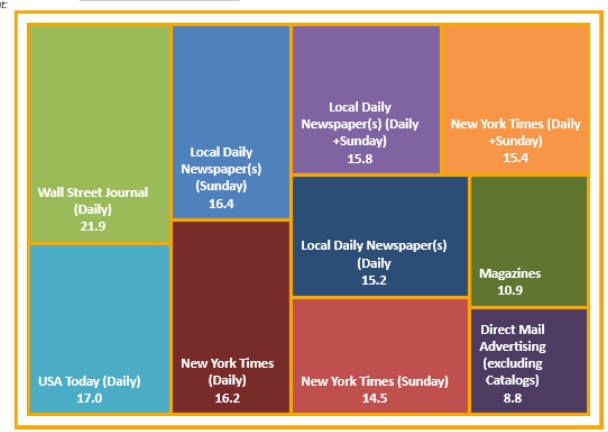


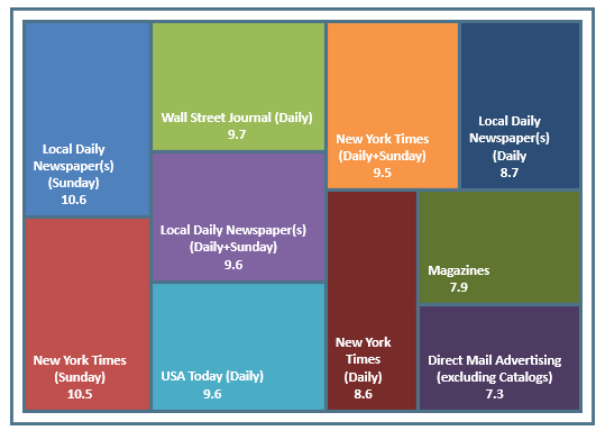




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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

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*Sit-down restaurants used past 30 days: P.F. Chang's*