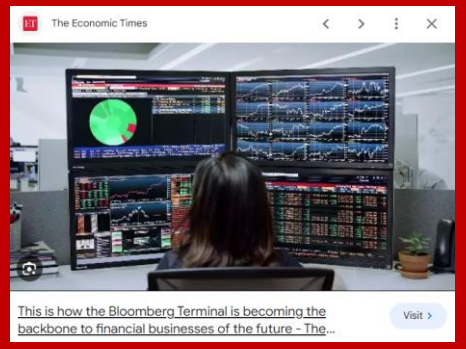
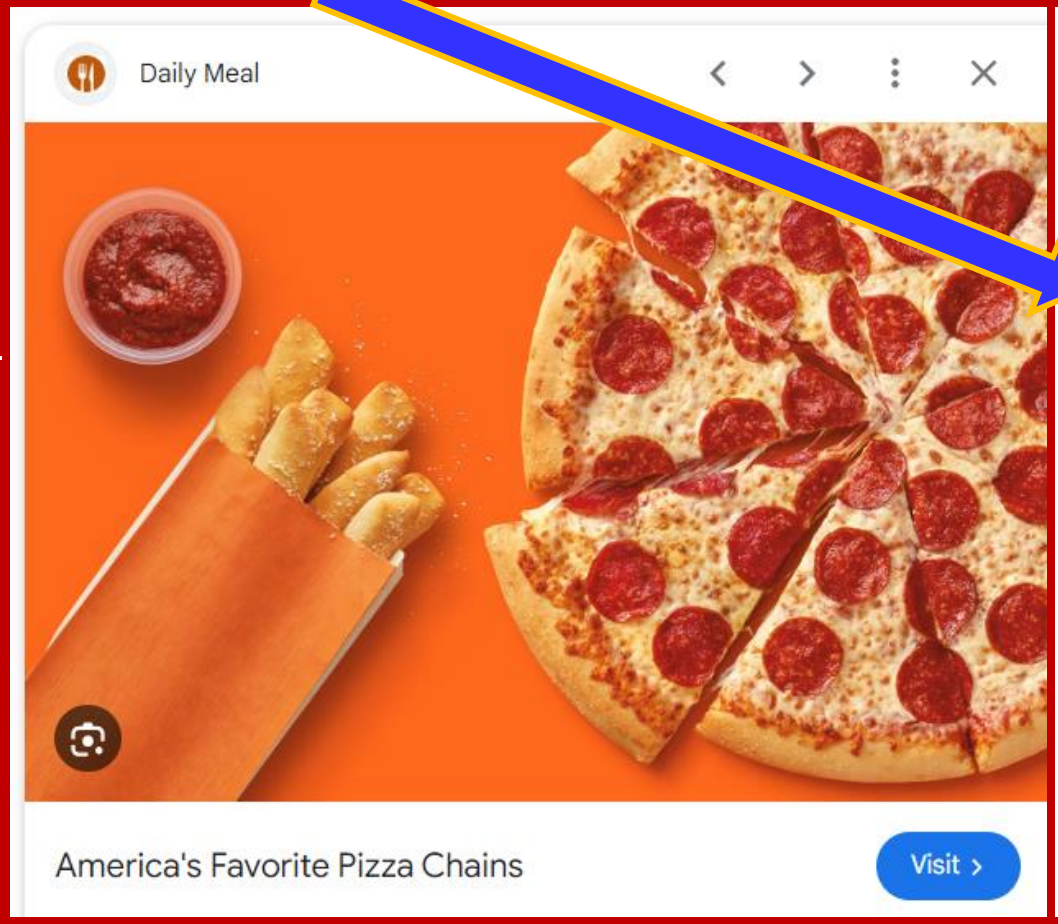
USA – AMERICA'S Top-4 PIZZA QSRs in 2023

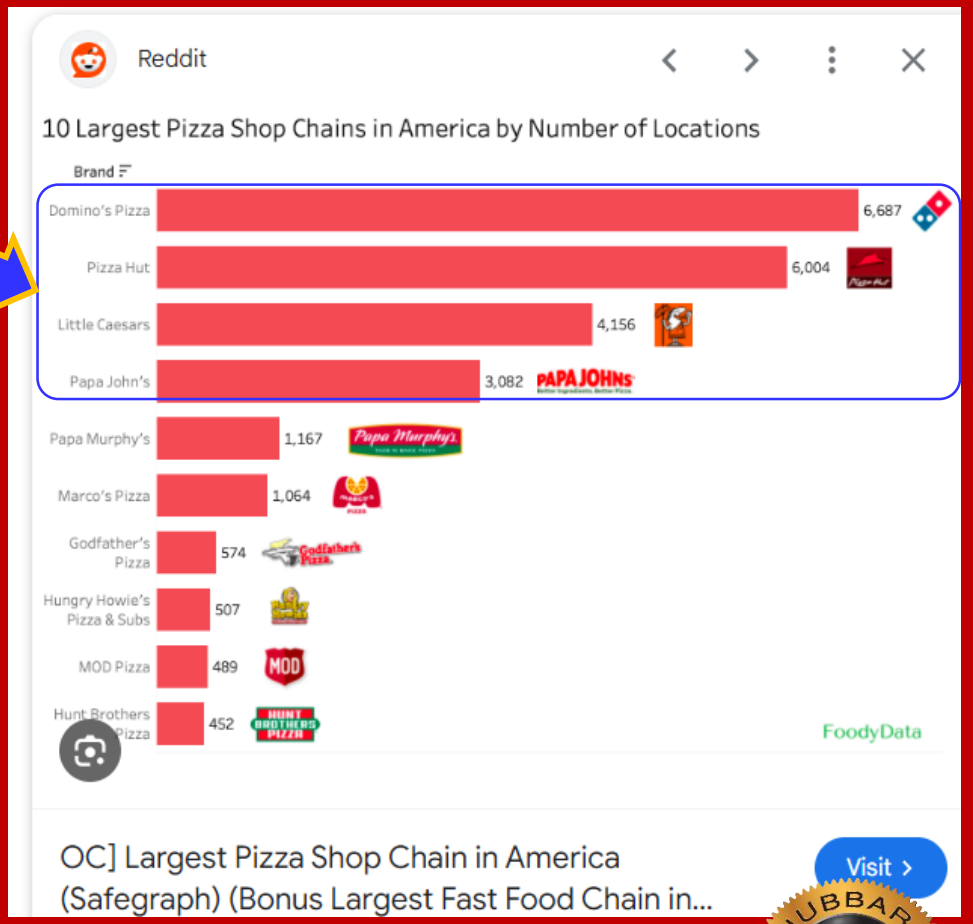
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of EACH of the USA's Top-4 PIZZA QSRs.







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

Quick service restaurants used past 30 days: Domino's

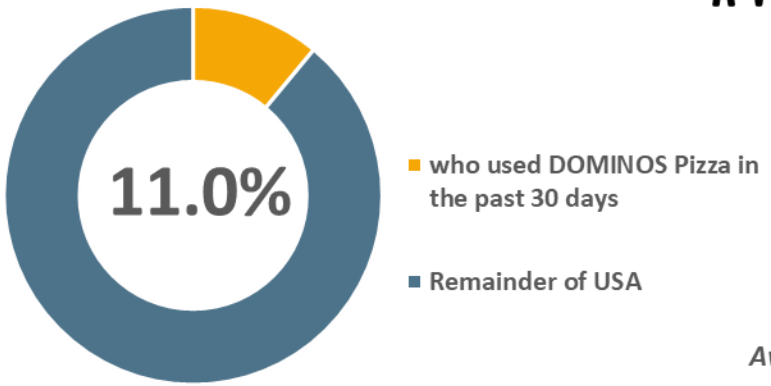
Quick service restaurants used past 30 days: Little Caesars

Quick service restaurants used past 30 days: Pizza Hut

Quick service restaurants used past 30 days: Papa Johns Pizza

11.% or 28,883,870 of USA Adults 18 or older used DOMINOS Pizza in the past 30 days.
Typical Adults 18 or older who used DOMINOS Pizza in the past 30 days are 40.6 years old (15.7% younger than average) and have a $84,919 (5.4% lower than average) annual household income.

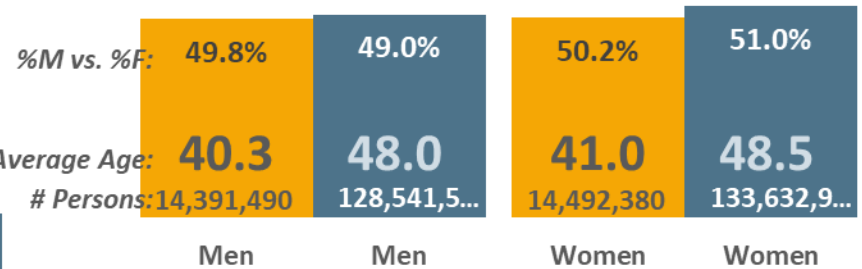
Percent of Market: Adults 18 or older



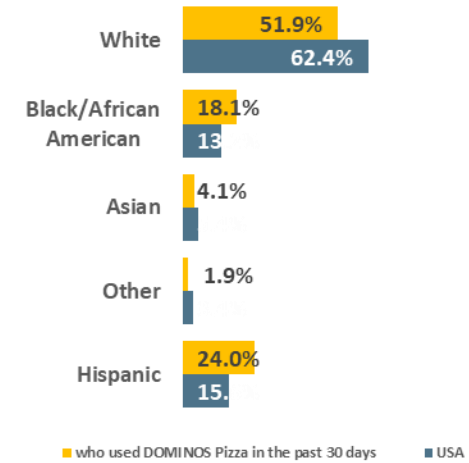
Total Persons:



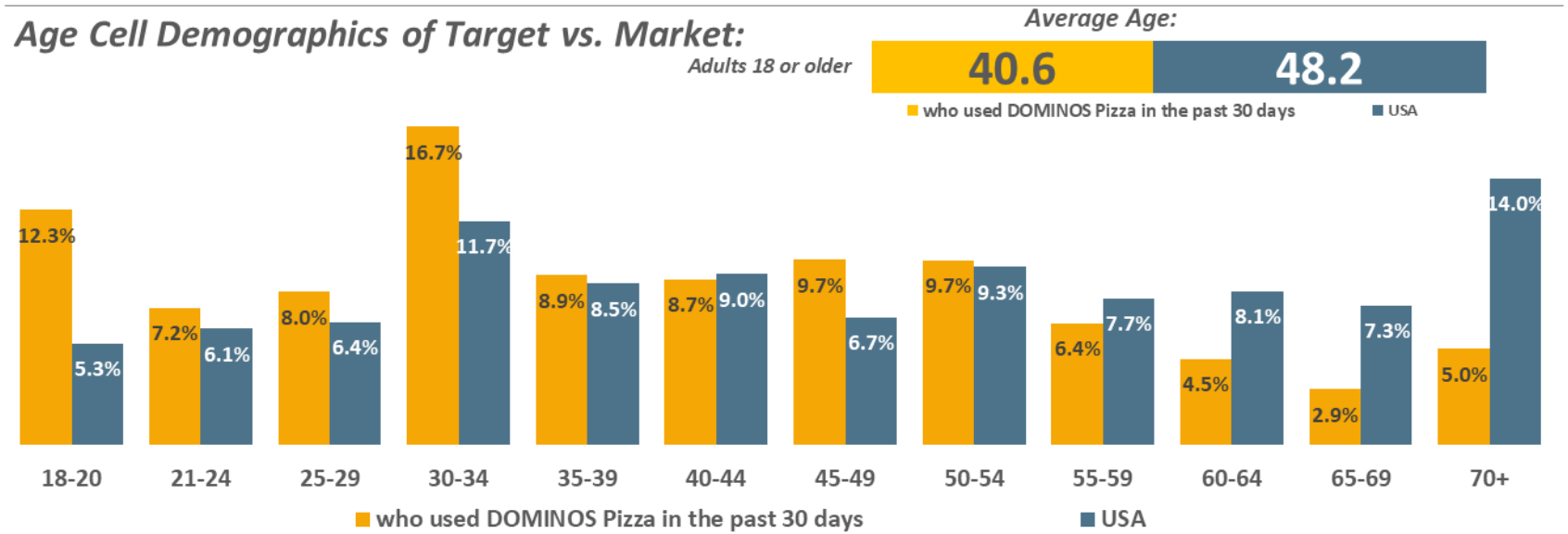
Gender of Target vs. Market: Adults 18 or older



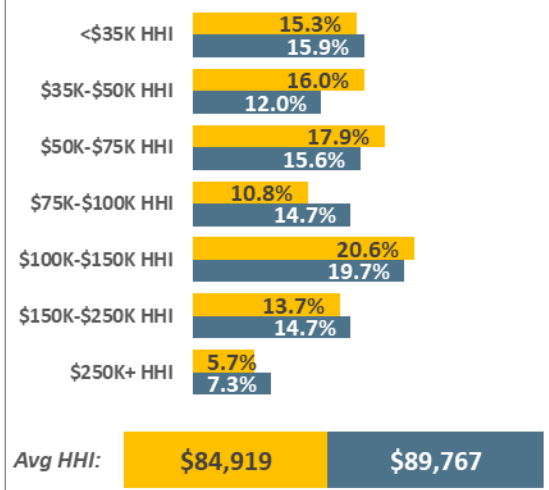
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $84,919 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

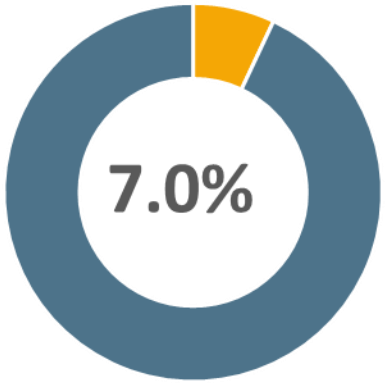
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Quick service restaurants used past 30 days: Domino's

7.7% or 18,333,358 of USA Adults 18 or older used LITTLE CAESARS Pizza in the past 30 days.
Typical Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days are 40.3 years old (16.5% younger than average) and have a $69,019 (23.1% lower than average) annual household income.

Percent of Market: Adults 18 or older



who used LITTLE CAESARS Pizza in the past 30 days

Remainder of USA

Total Persons:

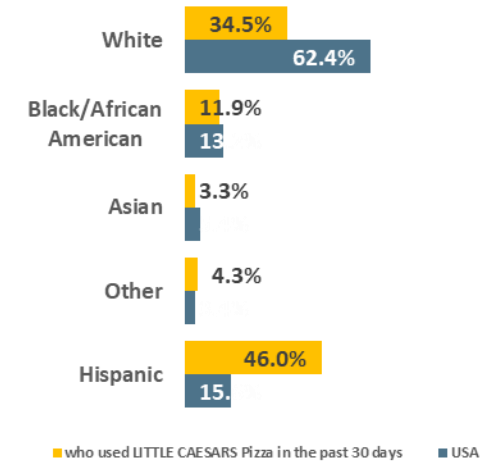
18,333,358 | 243,841,142

Gender of Target vs. Market: Adults 18 or older



	Men	Men	Women	Women
%M vs. %F:	51.7%	49.0%	48.3%	51.0%
Average Age:	41.8	48.0	38.8	48.5
# Persons:	9,472,921	128,541,5...	8,860,437	133,632,9...

Ethnicity of Target vs. Market:

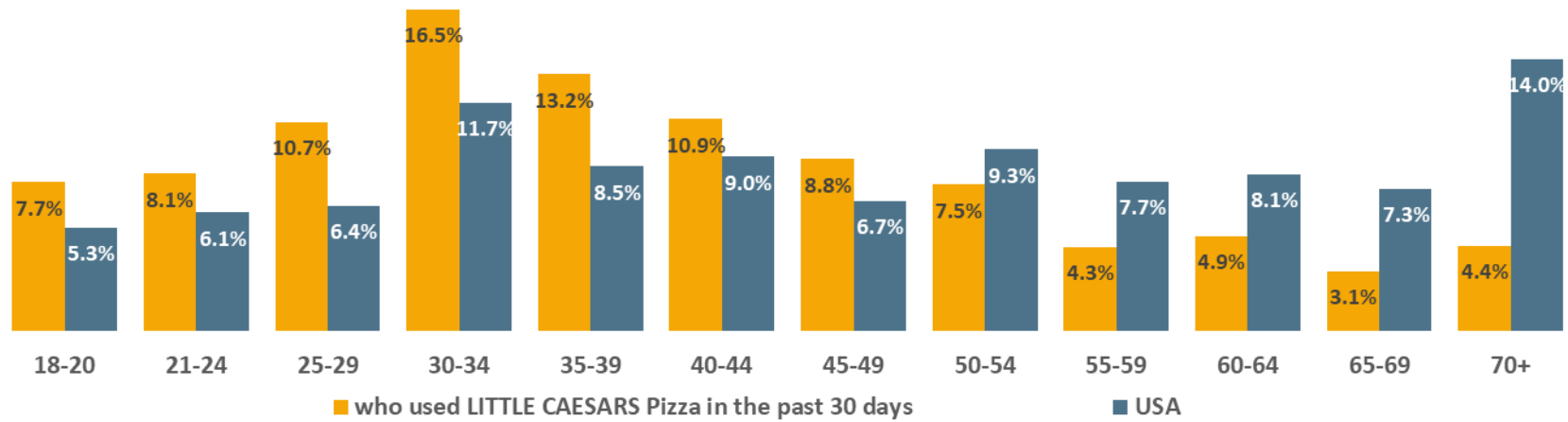


Age Cell Demographics of Target vs. Market:

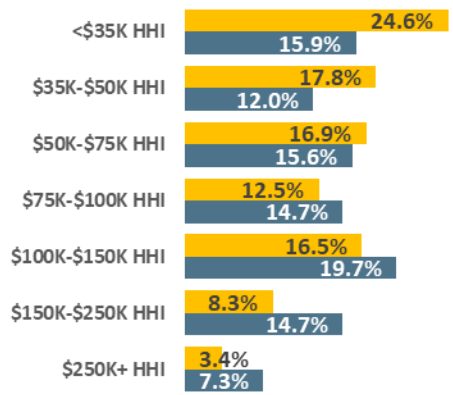
Average Age:

Adults 18 or older: 40.3 | 48.2

who used LITTLE CAESARS Pizza in the past 30 days | USA



HHI of Target vs. Market:



Avg HHI: $69,019 | $89,767

USA | USA Projection | Scarborough R2 2023: Jan23-Oct23 | Qual Intab | 507

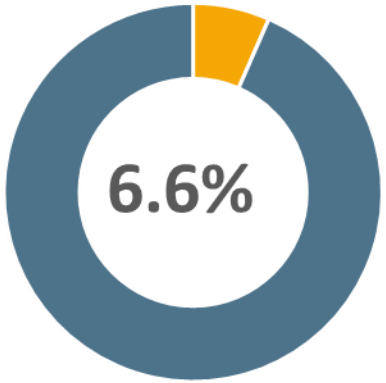
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USA Jan23-Oct23 | USA Projection | Scarborough R2 2023: Jan23-Oct23 | Qual Intab | 9,908

Quick service restaurants used past 30 days: Little Caesars

6.6% or 17,206,623 of USA Adults 18 or older used PIZZA HUT Pizza in the past 30 days.
Typical Adults 18 or older who used PIZZA HUT Pizza in the past 30 days are 43.7 years old (9.5% younger than average) and have a $77,704 (13.4% lower than average) annual household income.

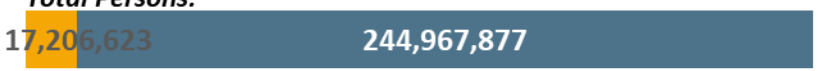
Percent of Market: Adults 18 or older



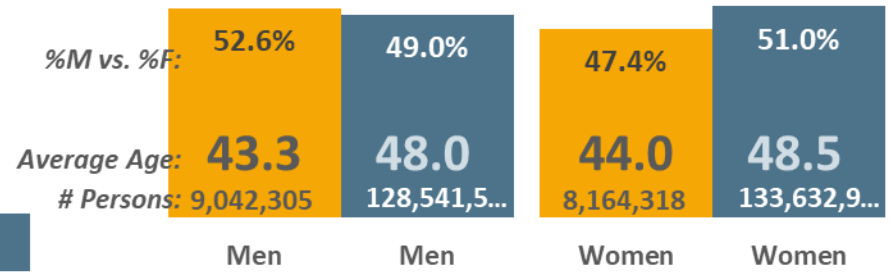
who used PIZZA HUT Pizza in the past 30 days

Remainder of USA

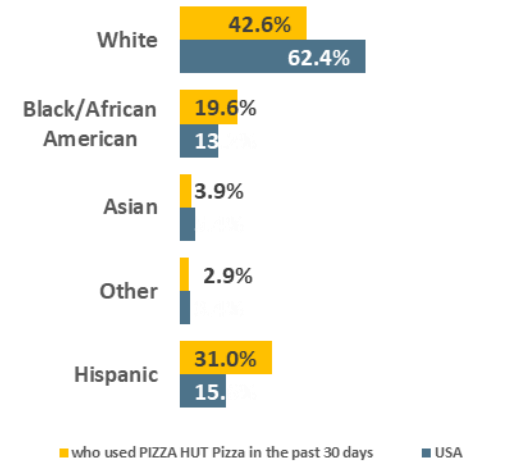
Total Persons:



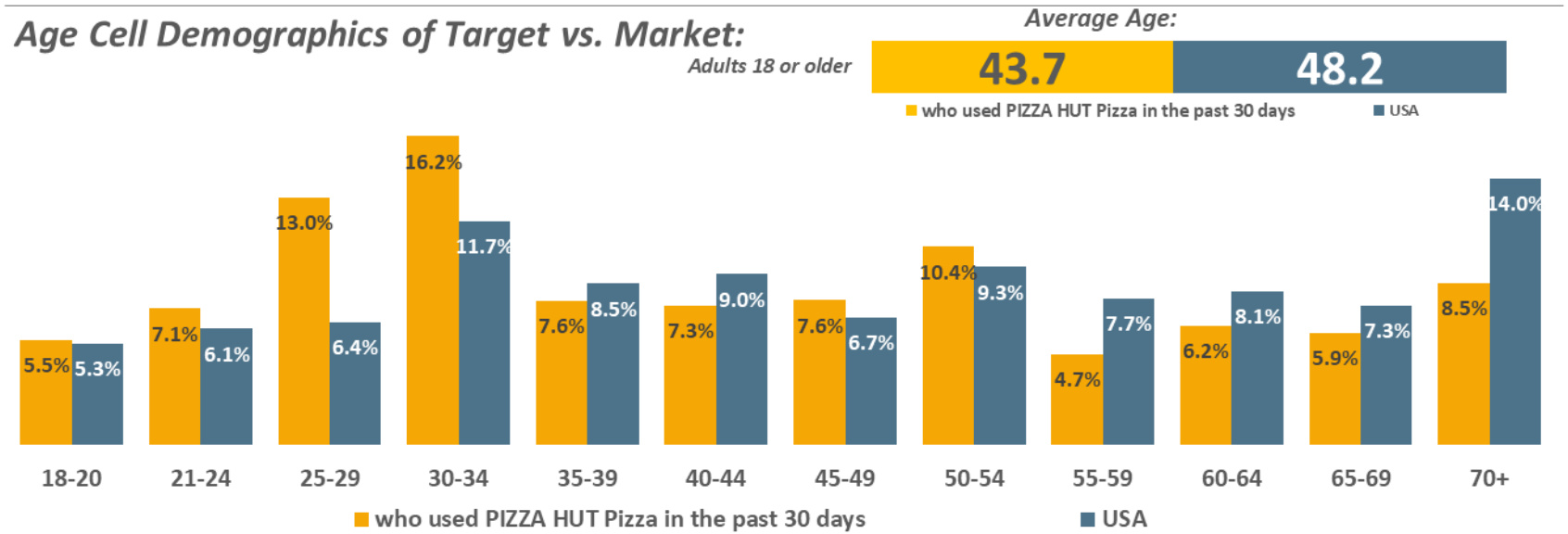
Gender of Target vs. Market: Adults 18 or older



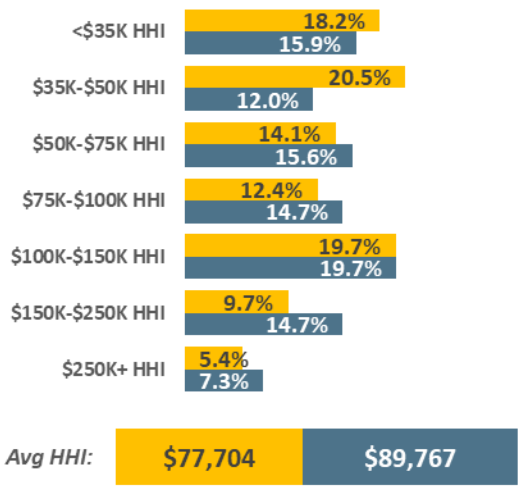
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $77,704 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

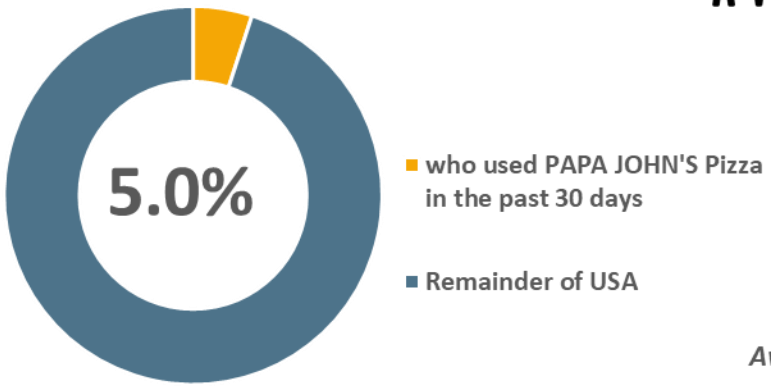
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Quick service restaurants used past 30 days: Pizza Hut

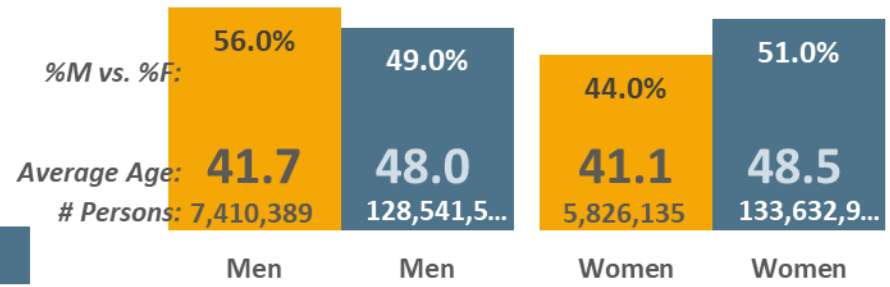
5.% or 13,236,523 of USA Adults 18 or older used PAPA JOHN'S Pizza in the past 30 days.
Typical Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days are 41.4 years old (14.1% younger than average) and have a $90,133 (.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

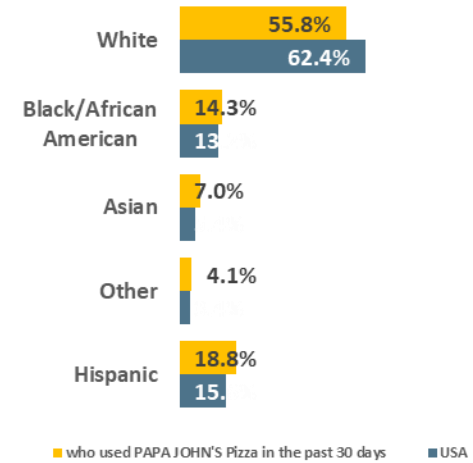




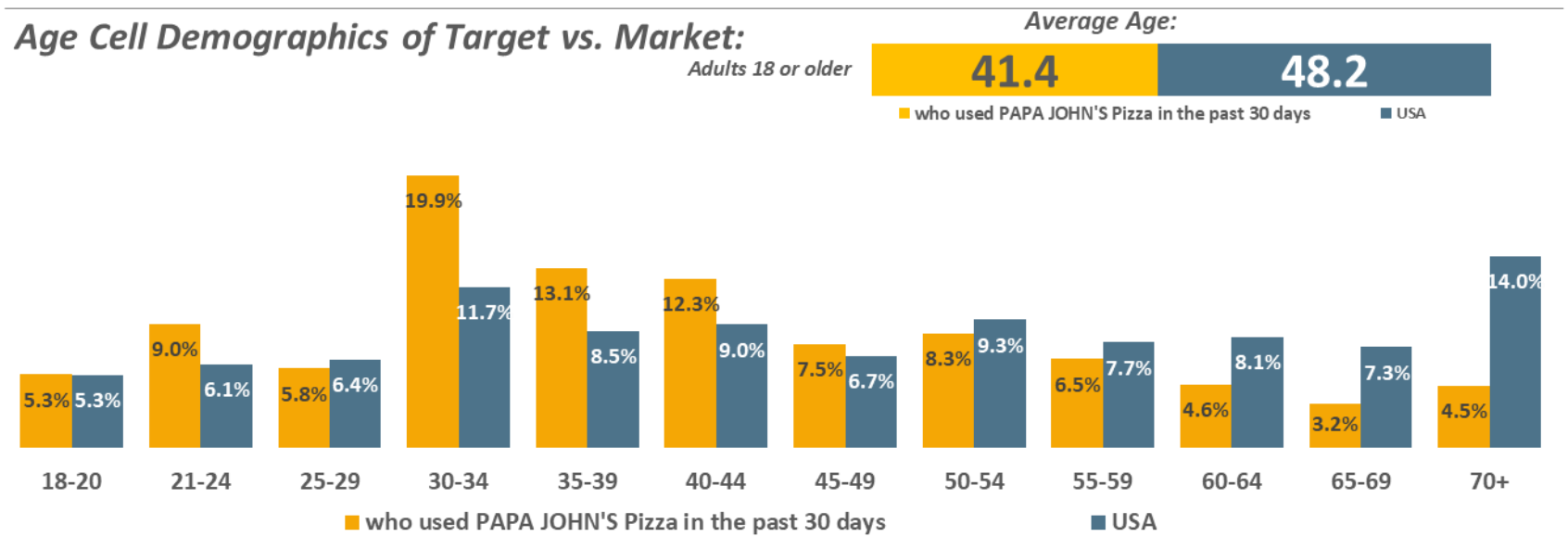
Gender of Target vs. Market: Adults 18 or older



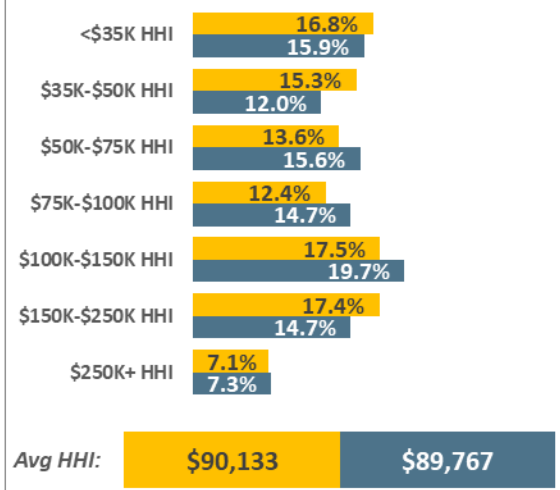
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



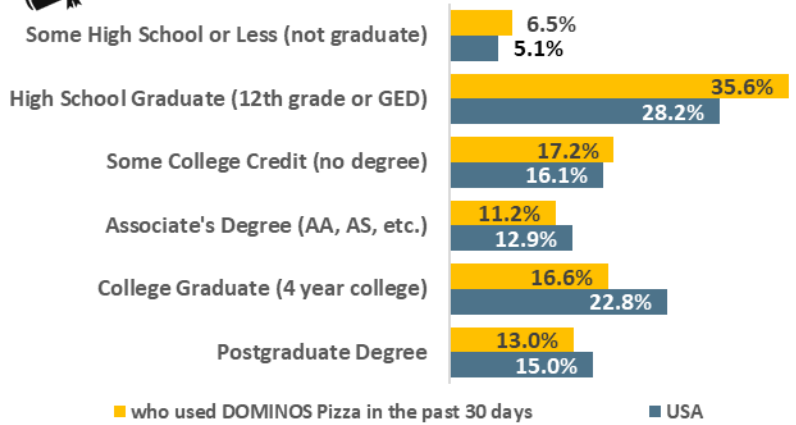
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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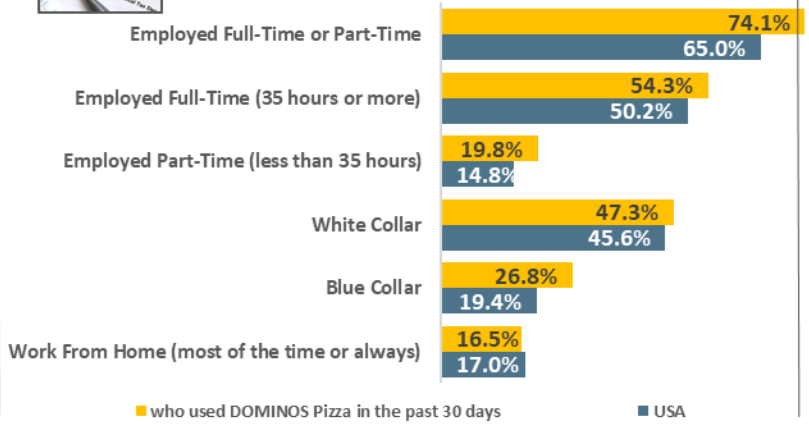
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

11.% or 28,883,870 of USA Adults 18 or older used DOMINOS Pizza in the past 30 days.
Adults 18 or older who used DOMINOS Pizza in the past 30 days are 21.7% less likely to be a college graduate, 8.1% more likely to work full-time, 11.1% less likely to be married, 32.9% more likely to be a parent of 1 or more children under 18.

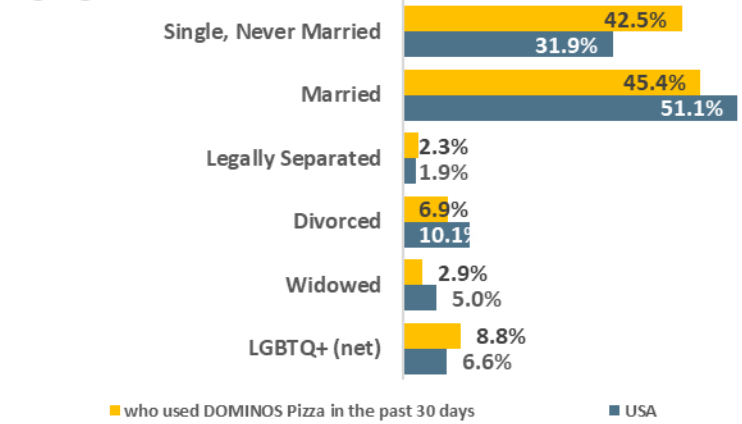
Education Levels: Adults 18 or older



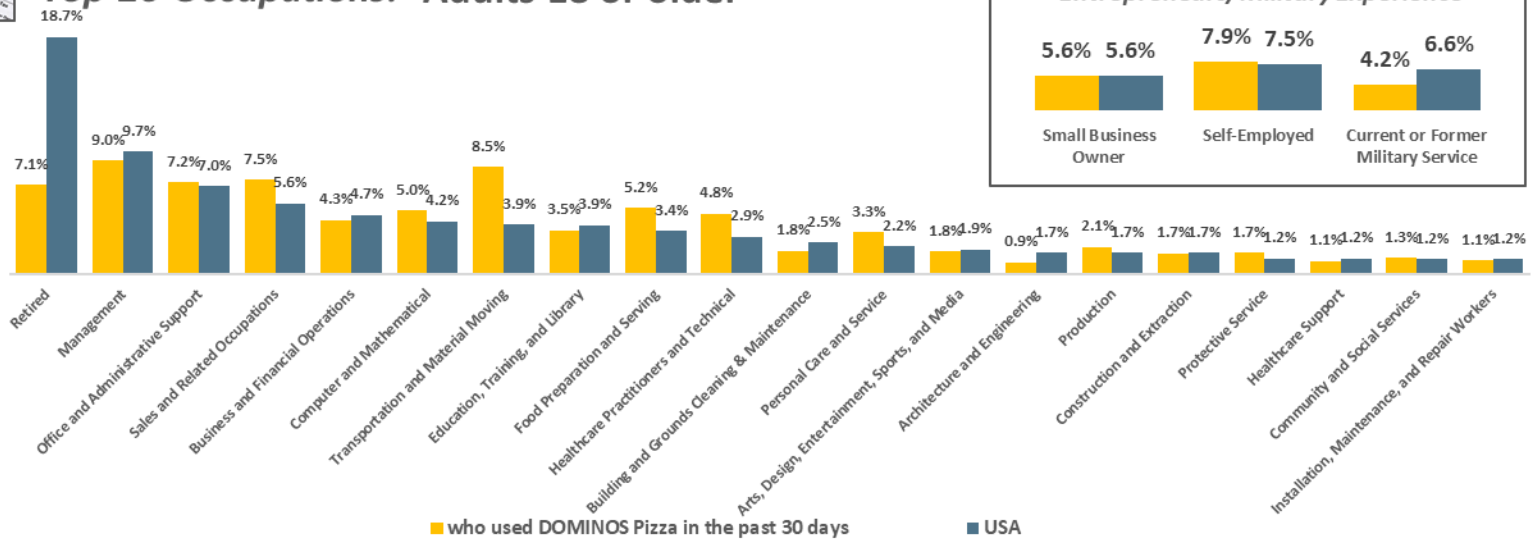
Employment: Adults 18 or older



Marital Status: Adults 18 or older

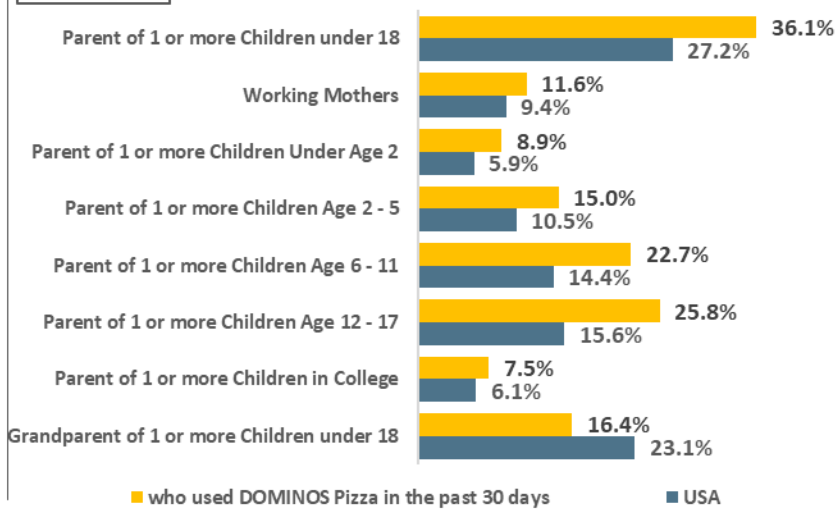


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

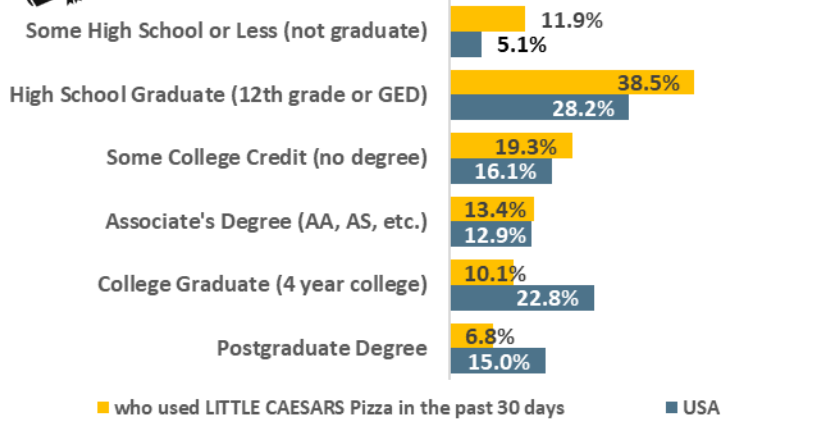
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

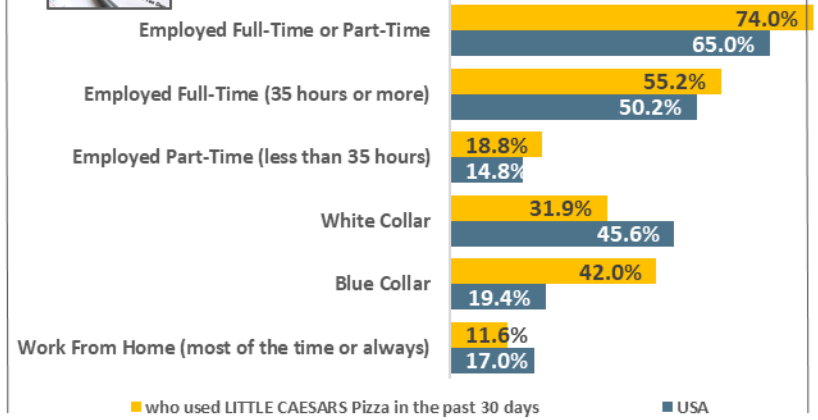
Quick service restaurants used past 30 days: Domino's

7.% or 18,333,358 of USA Adults 18 or older used LITTLE CAESARS Pizza in the past 30 days.
Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days are 55.2% less likely to be a college graduate, 9.8% more likely to work full-time, 23.9% less likely to be married, 66.6% more likely to be a parent of 1 or more children under 18.

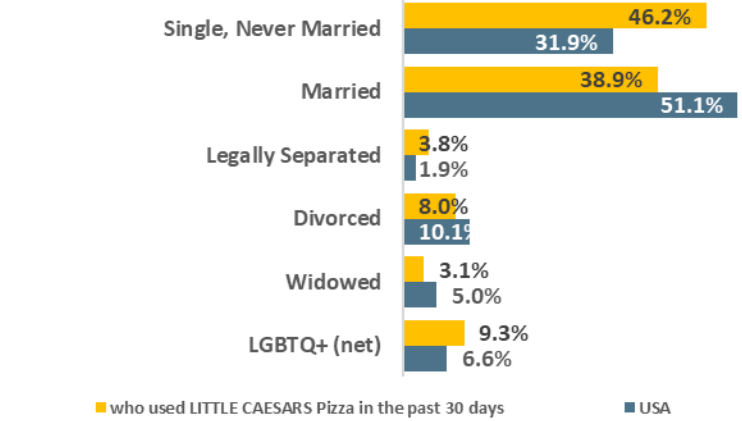
Education Levels: Adults 18 or older



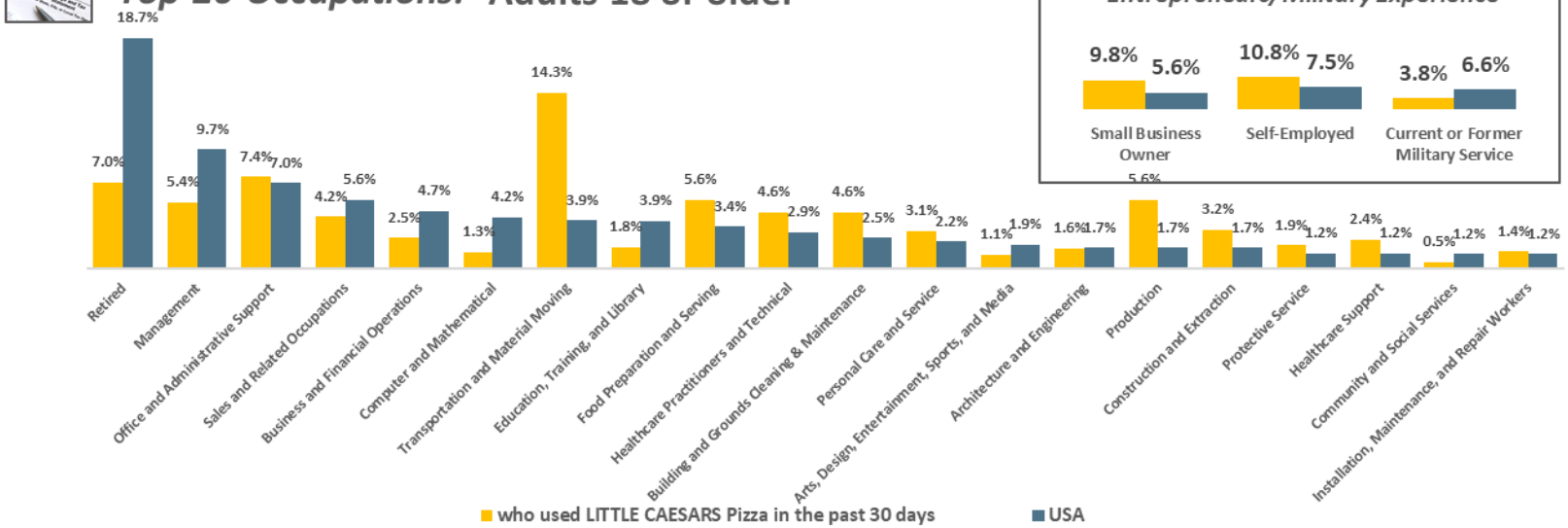
Employment: Adults 18 or older



Marital Status: Adults 18 or older

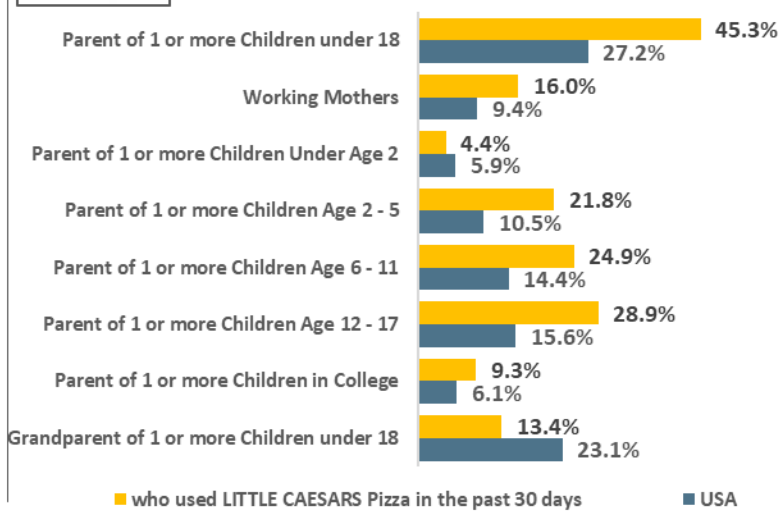


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *507*

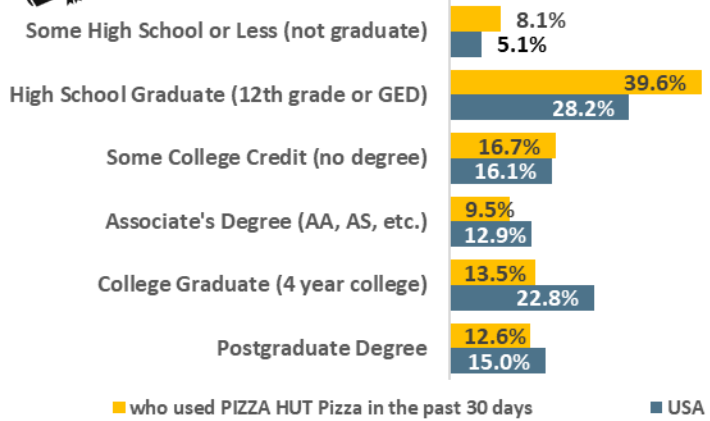
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

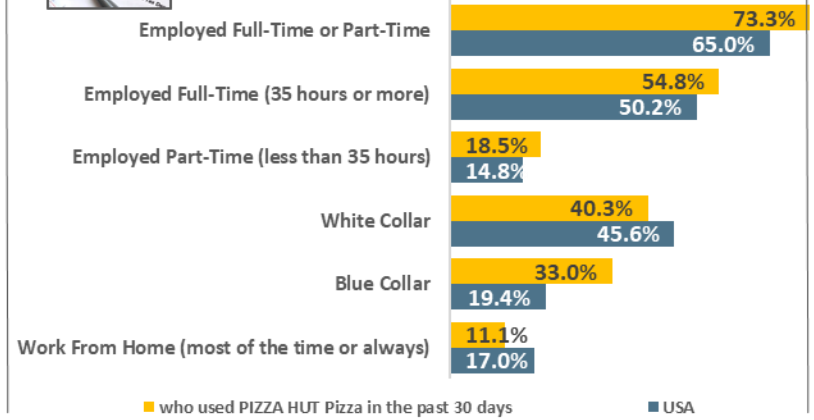
Quick service restaurants used past 30 days: Little Caesars

6.6% or 17,206,623 of USA Adults 18 or older used PIZZA HUT Pizza in the past 30 days.
Adults 18 or older who used PIZZA HUT Pizza in the past 30 days are 30.8% less likely to be a college graduate, 9.1% more likely to work full-time, 23.4% less likely to be married, 23.% more likely to be a parent of 1 or more children under 18.

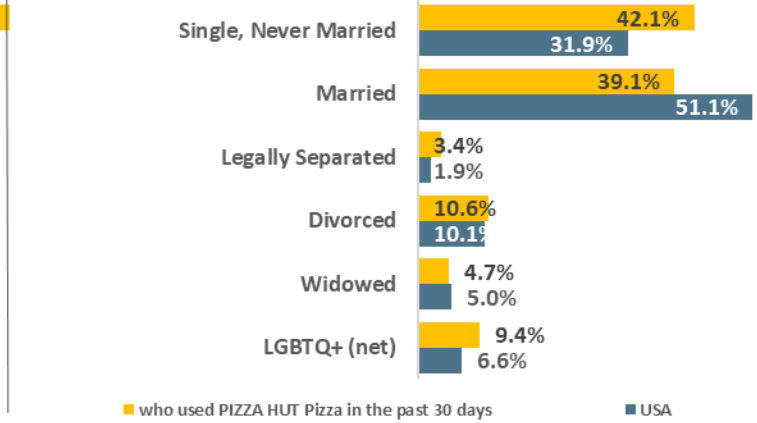
Education Levels: Adults 18 or older



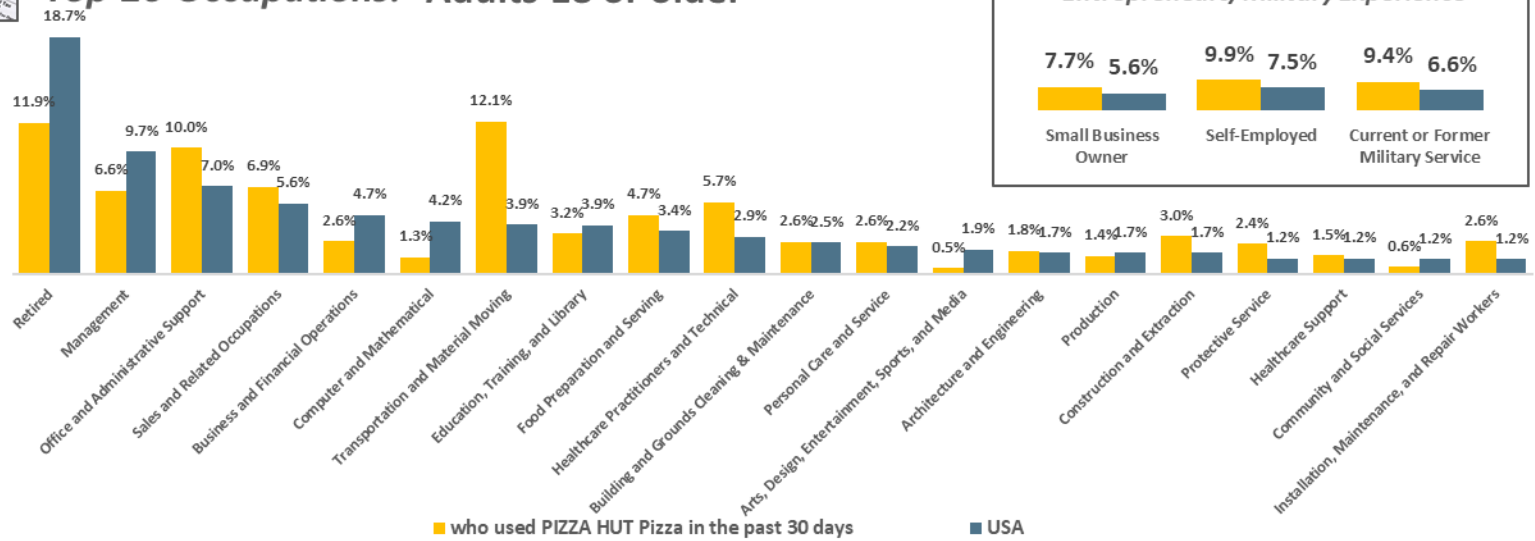
Employment: Adults 18 or older



Marital Status: Adults 18 or older

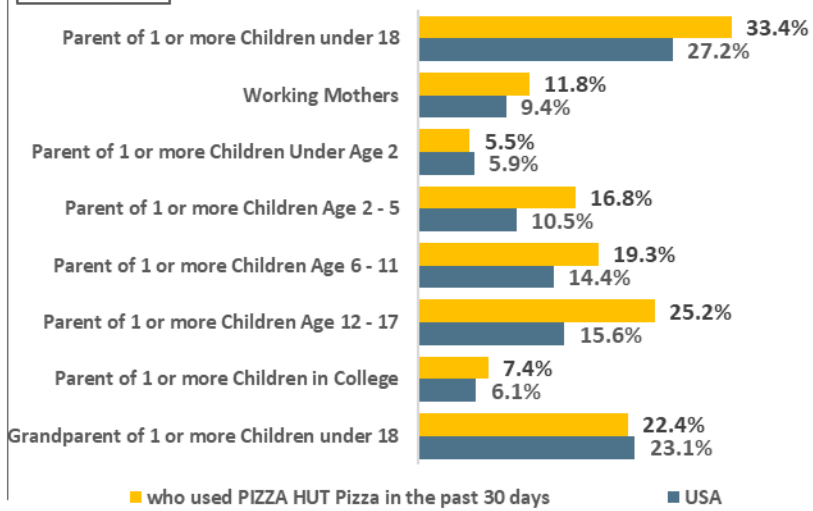


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



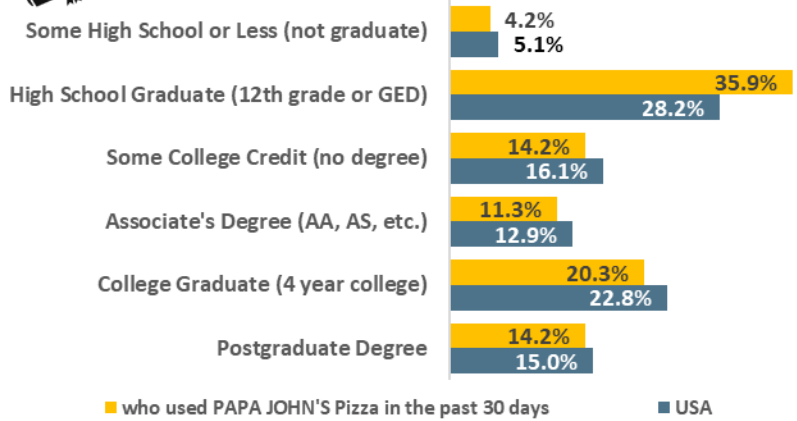
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

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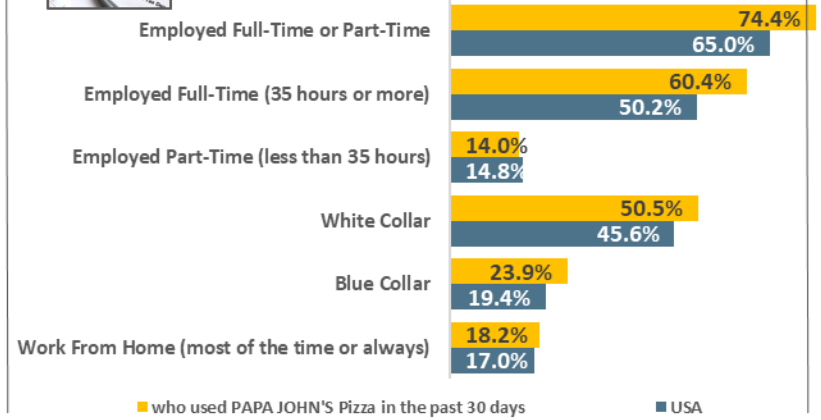
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

5.% or 13,236,523 of USA Adults 18 or older used PAPA JOHN'S Pizza in the past 30 days.
Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days are 8.7% less likely to be a college graduate, 20.3% more likely to work full-time, 1.3% more likely to be married, 46.8% more likely to be a parent of 1 or more children under 18.

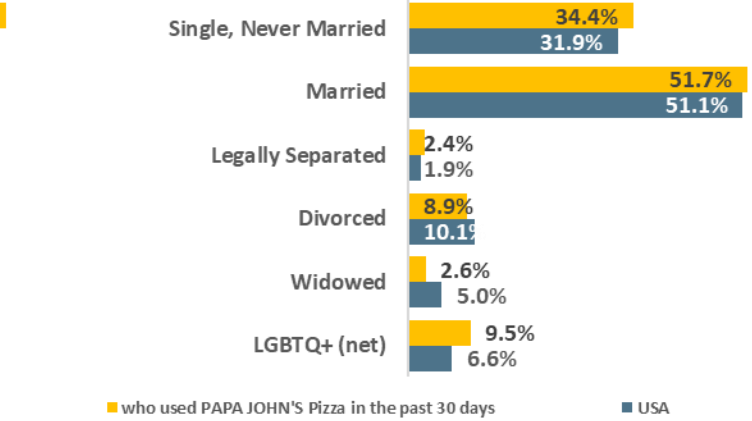
Education Levels: Adults 18 or older



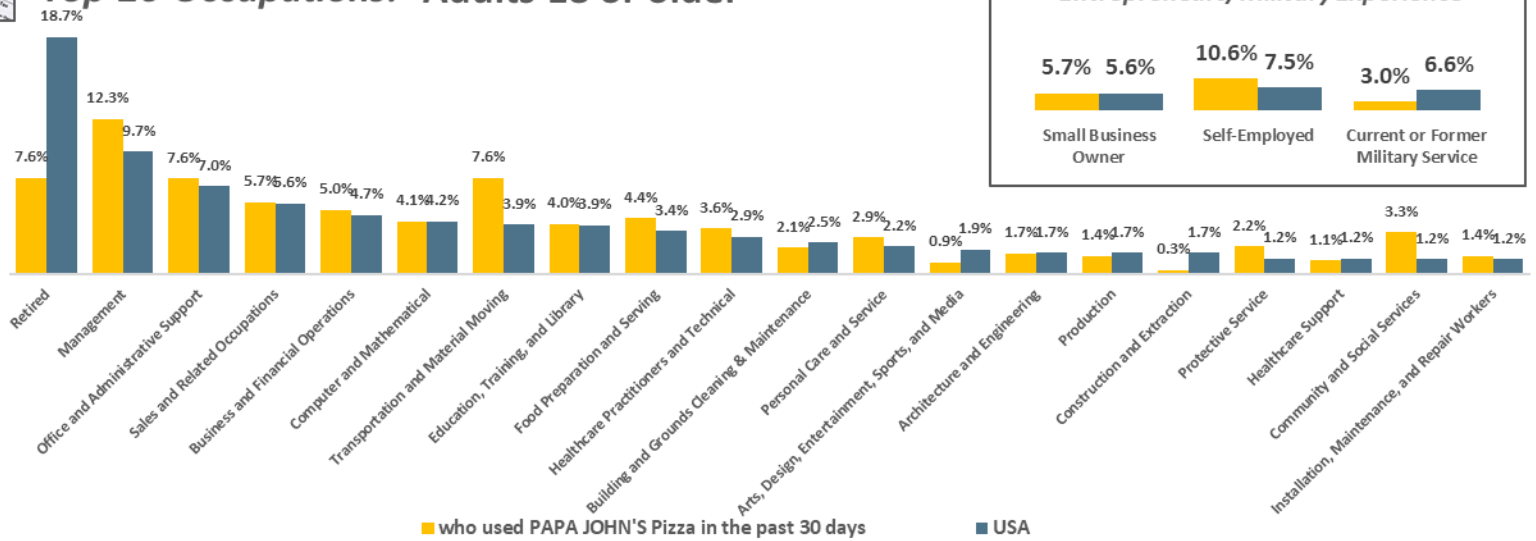
Employment: Adults 18 or older



Marital Status: Adults 18 or older

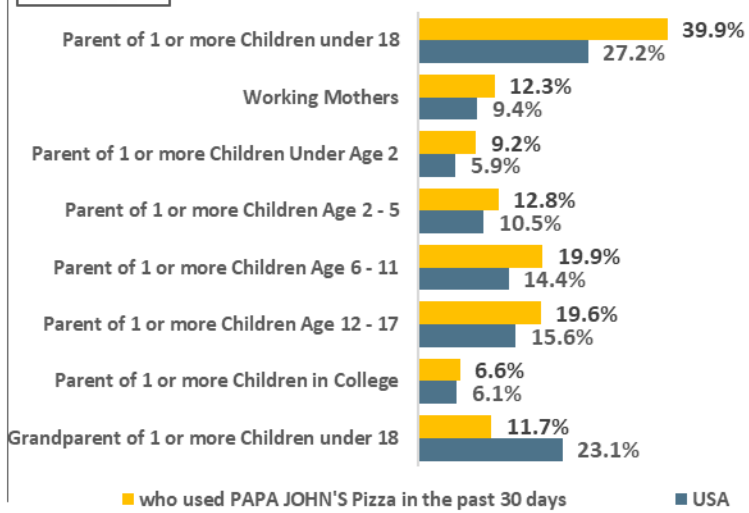


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

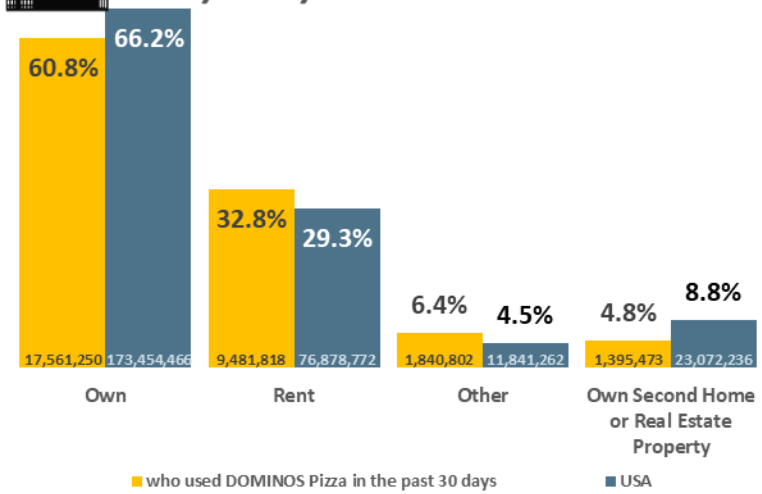
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

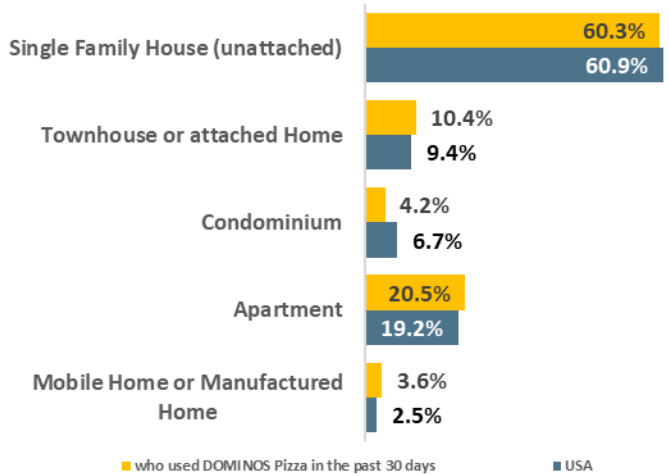
Quick service restaurants used past 30 days: Papa Johns Pizza

11.% or 28,883,870 of USA Adults 18 or older used DOMINOS Pizza in the past 30 days.
Adults 18 or older who used DOMINOS Pizza in the past 30 days are 8.1% less likely to own their home, 7.% more likely to own a lower valued home, .9% less likely to have a single-family home, 15.2% more likely to have a dog.

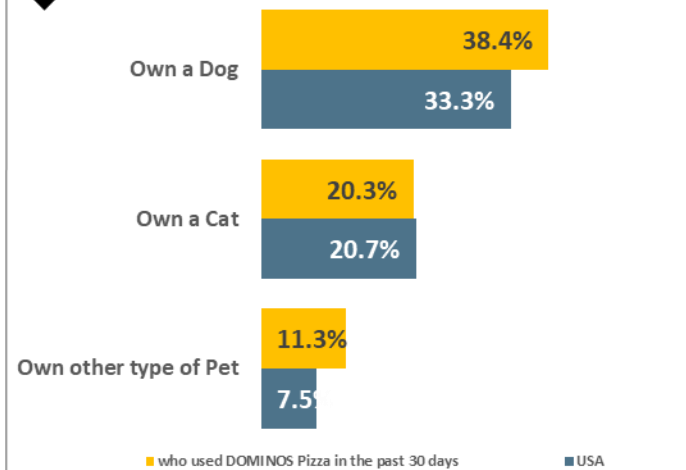
Own/Rent/Other: Adults 18 or older



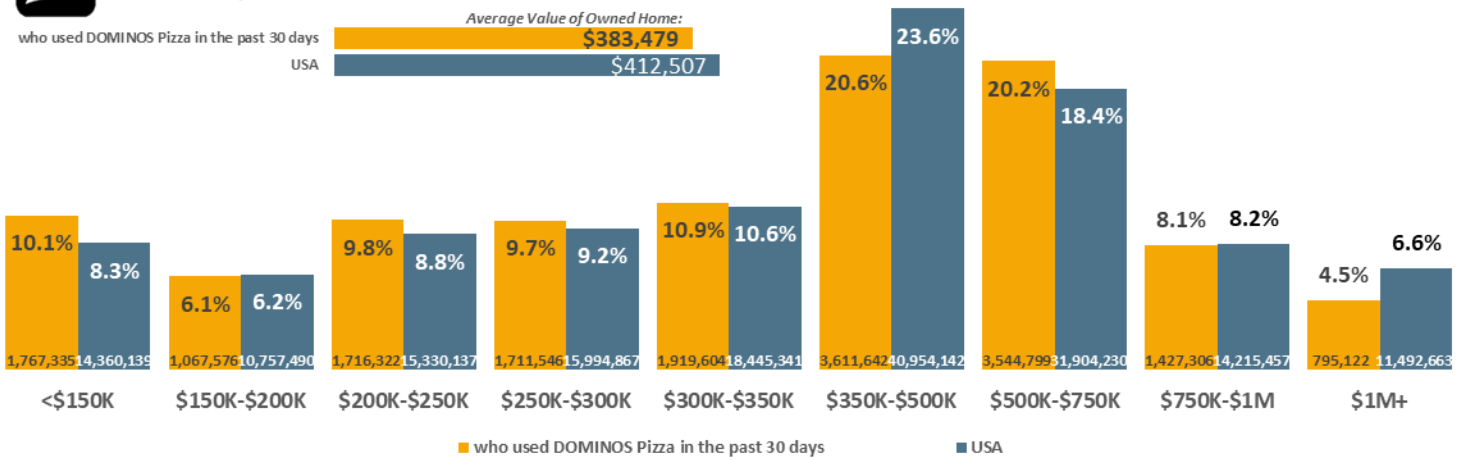
Type of Home: Adults 18 or older



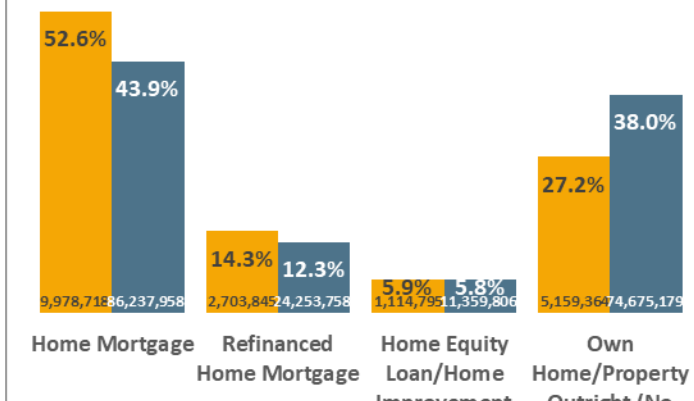
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *842*

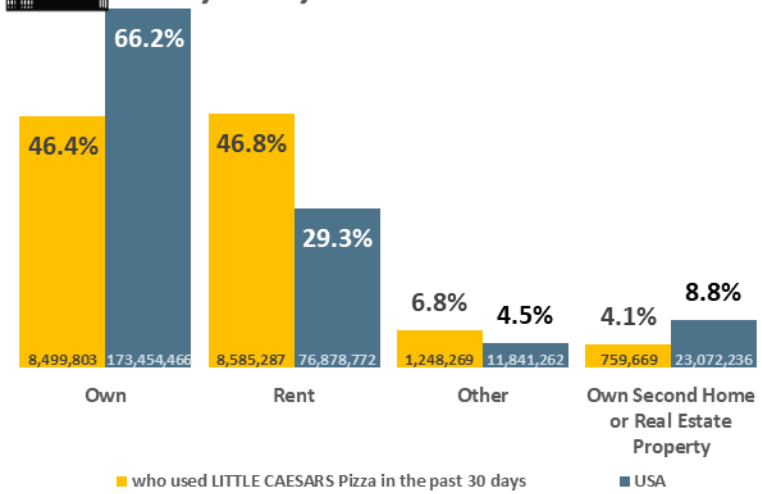
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

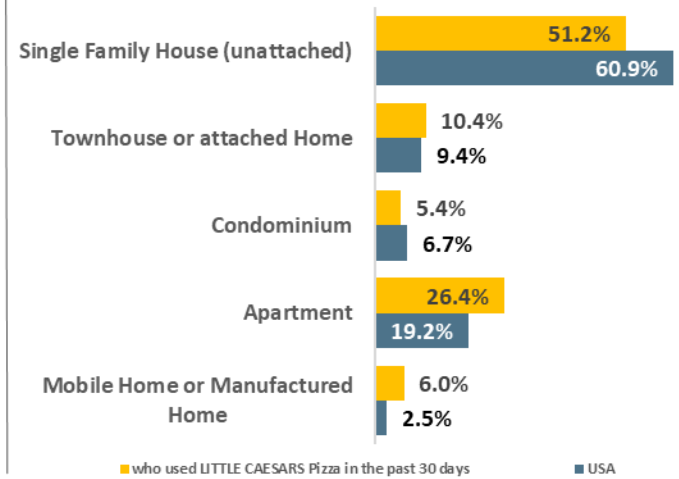
Quick service restaurants used past 30 days: Domino's

7.% or 18,333,358 of USA Adults 18 or older used LITTLE CAESARS Pizza in the past 30 days.
Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days are 29.9% less likely to own their home, 25.8% more likely to own a lower valued home, 15.9% less likely to have a single-family home, 16.4% more likely to have a dog.

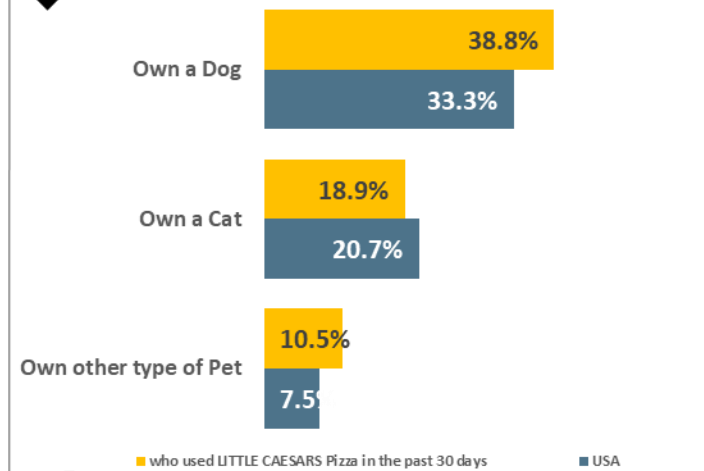
Own/Rent/Other: Adults 18 or older



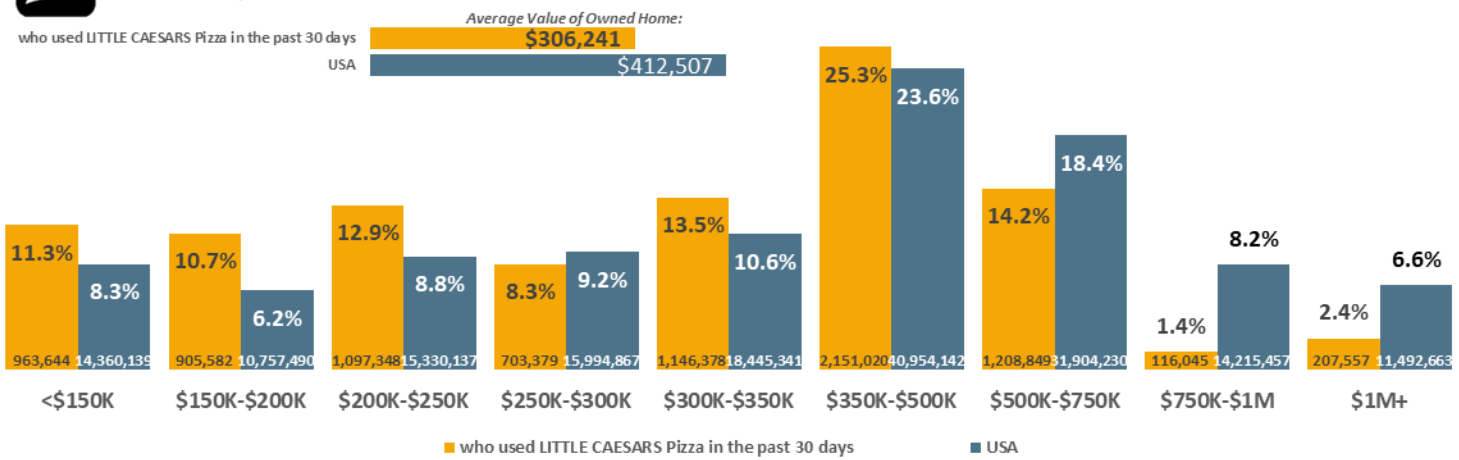
Type of Home: Adults 18 or older



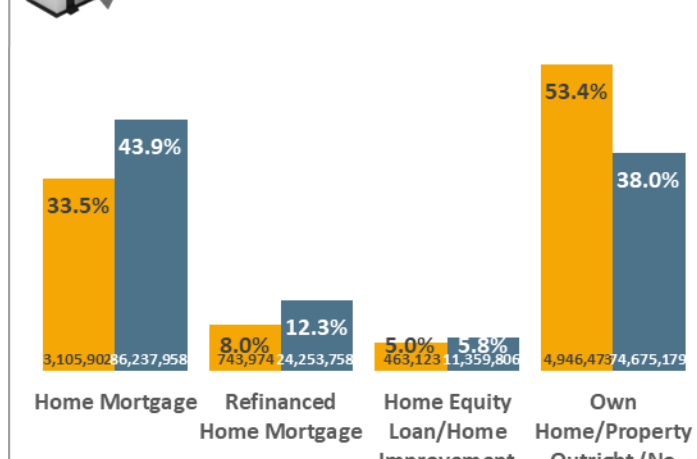
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *507*

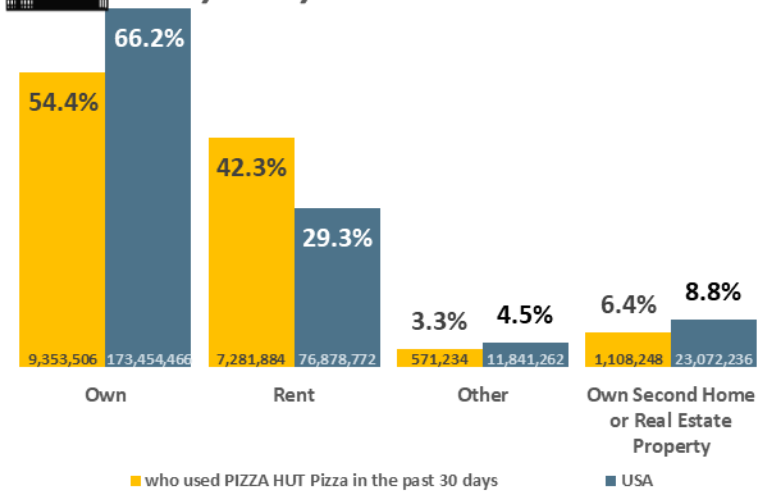
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

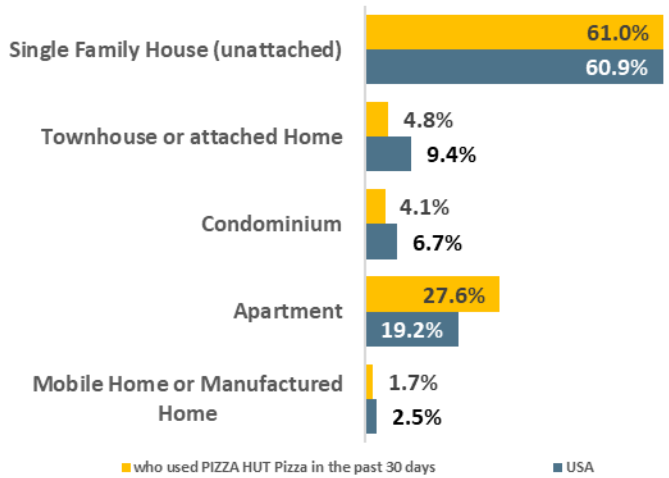
Quick service restaurants used past 30 days: Little Caesars

6.6% or 17,206,623 of USA Adults 18 or older used PIZZA HUT Pizza in the past 30 days.
Adults 18 or older who used PIZZA HUT Pizza in the past 30 days are 17.8% less likely to own their home, 15.8% more likely to own a lower valued home, .2% more likely to have a single-family home, 5.2% less likely to have a dog.

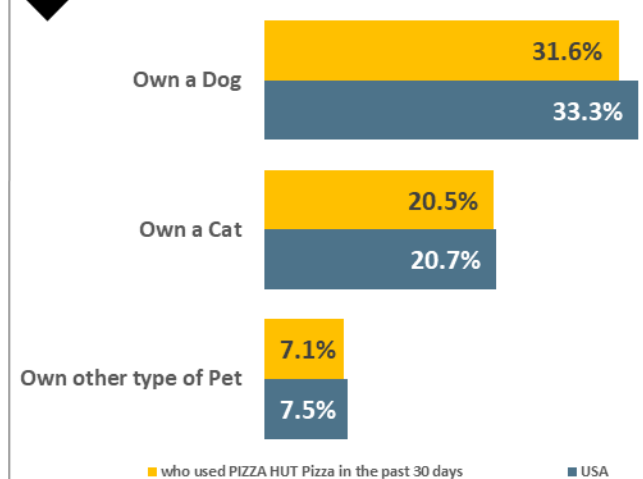
Own/Rent/Other: Adults 18 or older



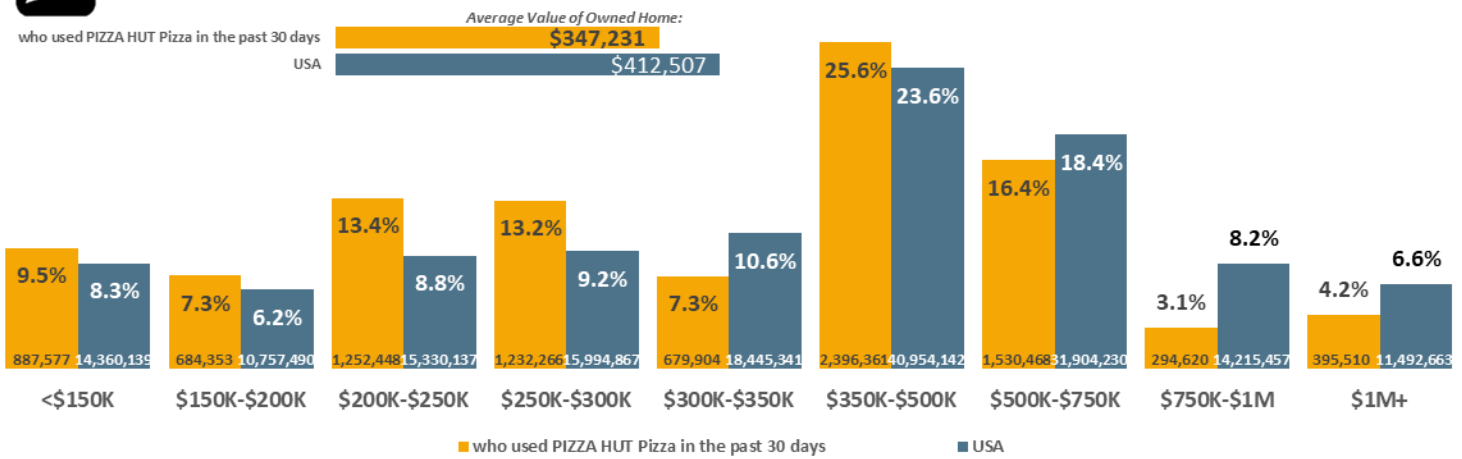
Type of Home: Adults 18 or older



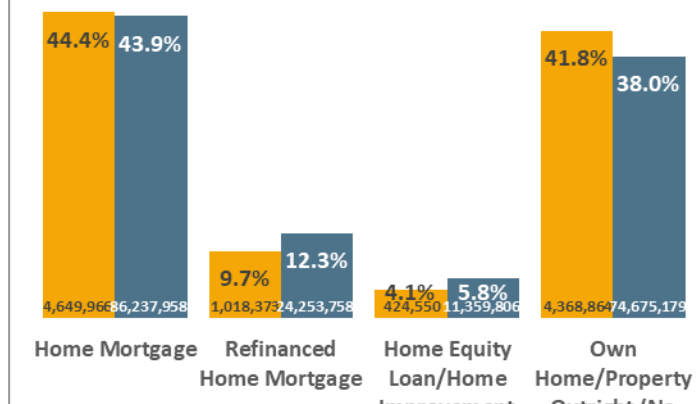
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *523*

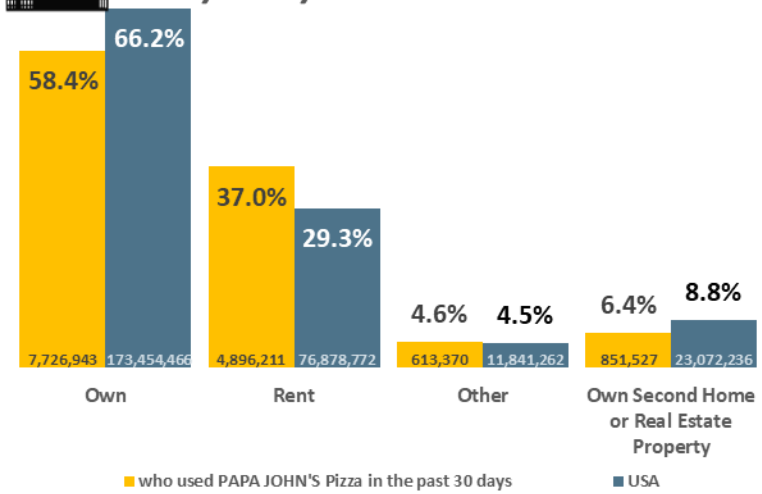
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

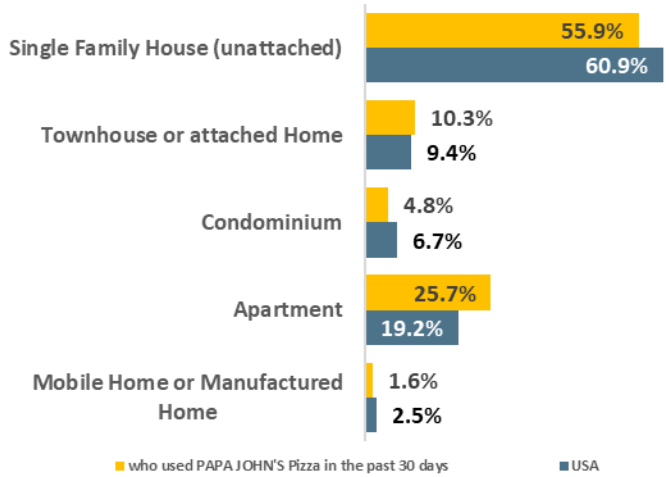
Quick service restaurants used past 30 days: Pizza Hut

5.% or 13,236,523 of USA Adults 18 or older used PAPA JOHN'S Pizza in the past 30 days.
Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days are 11.8% less likely to own their home, 4.% more likely to own a lower valued home, 8.1% less likely to have a single-family home, 11.4% more likely to have a dog.

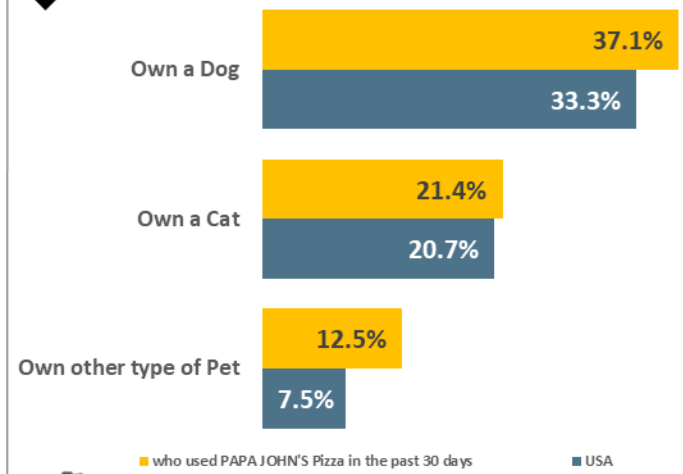
Own/Rent/Other: Adults 18 or older



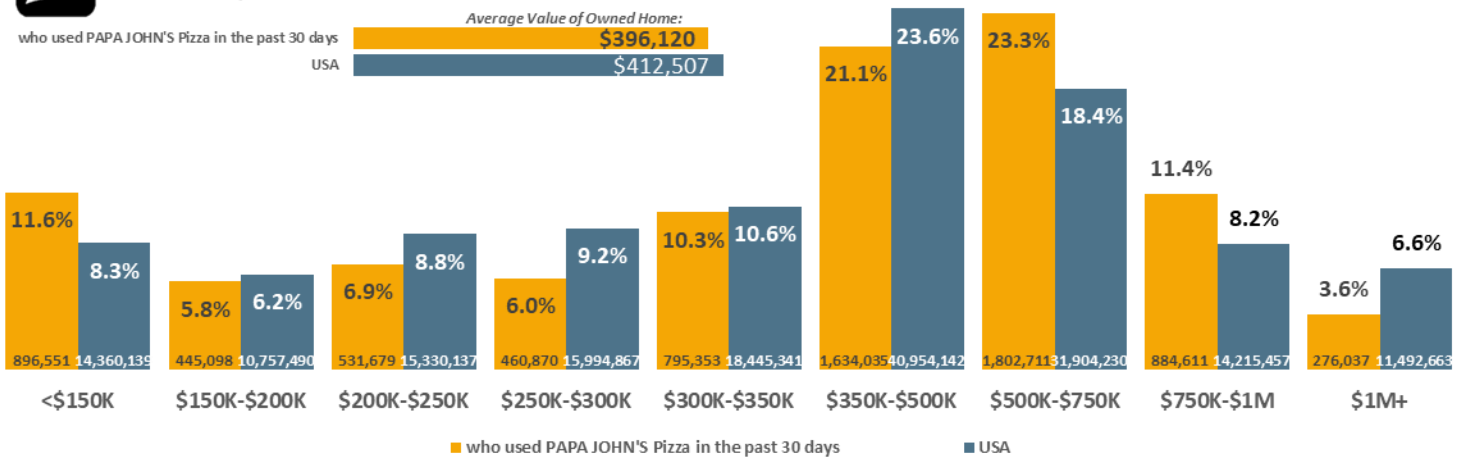
Type of Home: Adults 18 or older



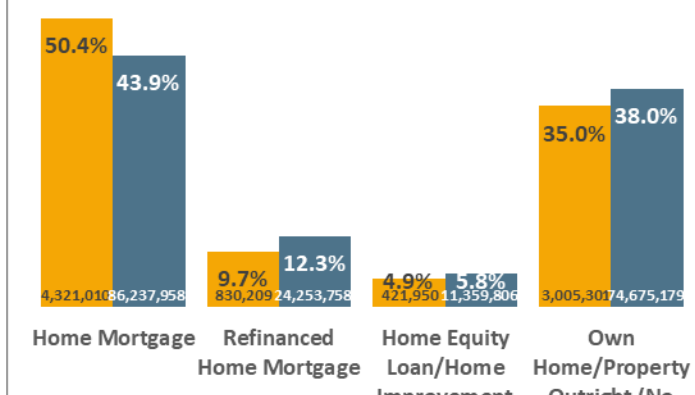
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *462*

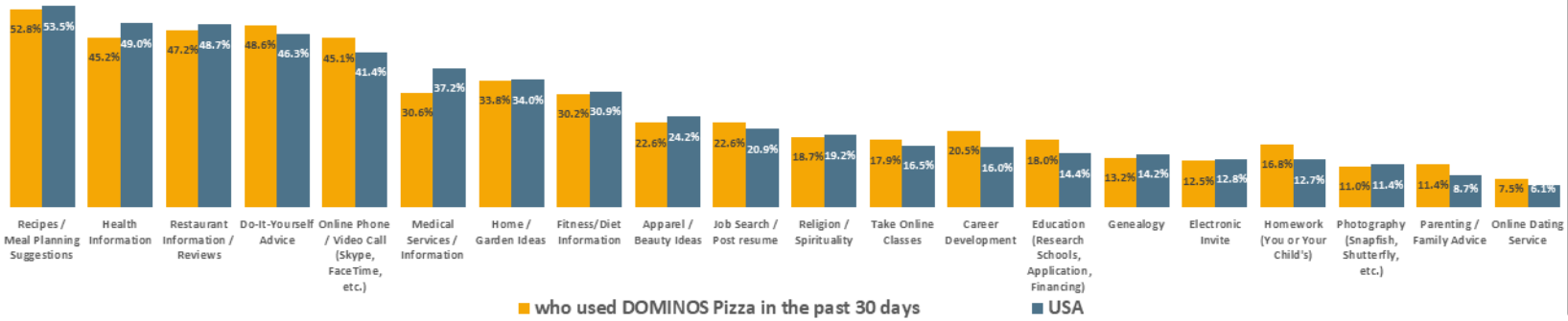
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

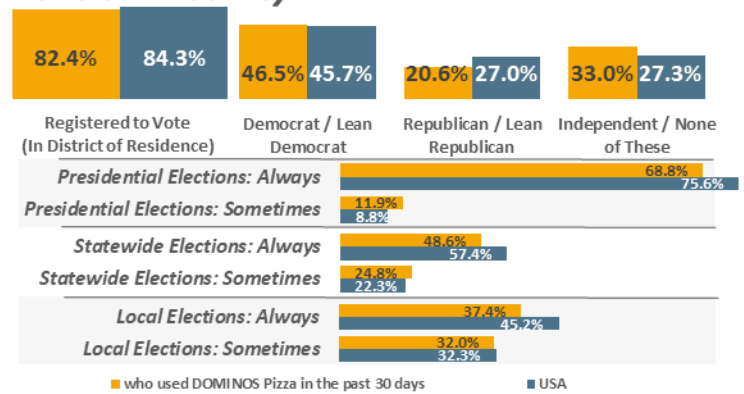
Quick service restaurants used past 30 days: Papa Johns Pizza

11.% or 28,883,870 of USA Adults 18 or older used DOMINOS Pizza in the past 30 days.
Adults 18 or older who used DOMINOS Pizza in the past 30 days are 4.9% more likely to look up D-I-Y advice online, 17.3% less likely to always vote in local elections, 10.1% less likely to belong to a gym, 1.9% less likely to fly domestic past yr.

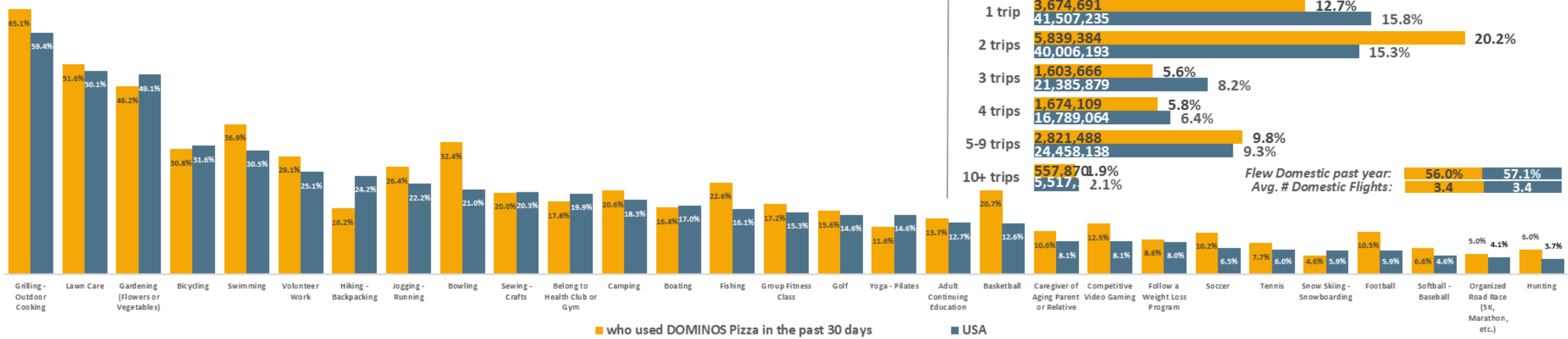
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

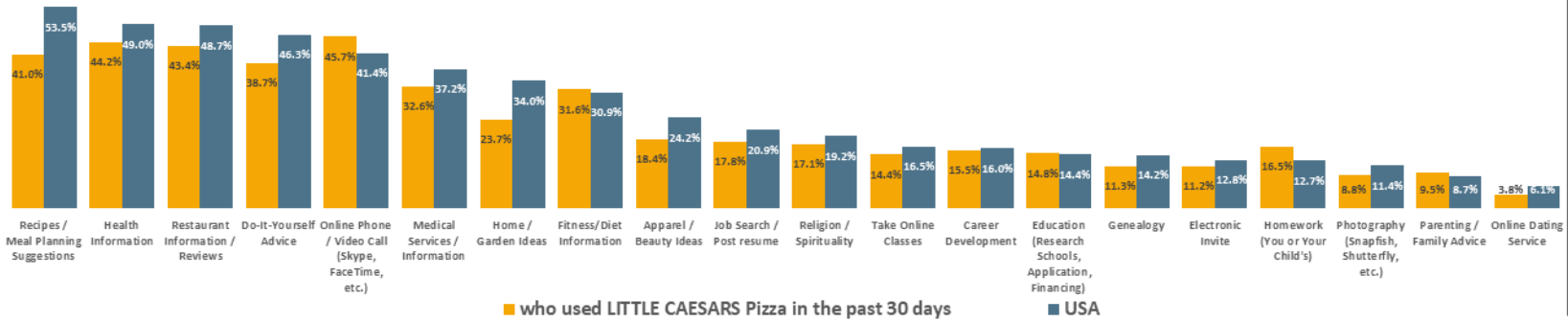
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

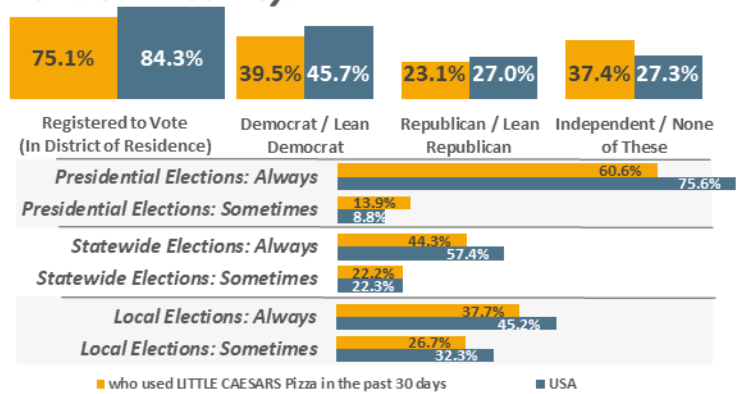
Quick service restaurants used past 30 days: Domino's

7.% or 18,333,358 of USA Adults 18 or older used LITTLE CAESARS Pizza in the past 30 days.
Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days are 16.5% less likely to look up D-I-Y advice online, 16.6% less likely to always vote in local elections, 26.6% less likely to belong to a gym, 22.5% less likely to fly domestic past yr

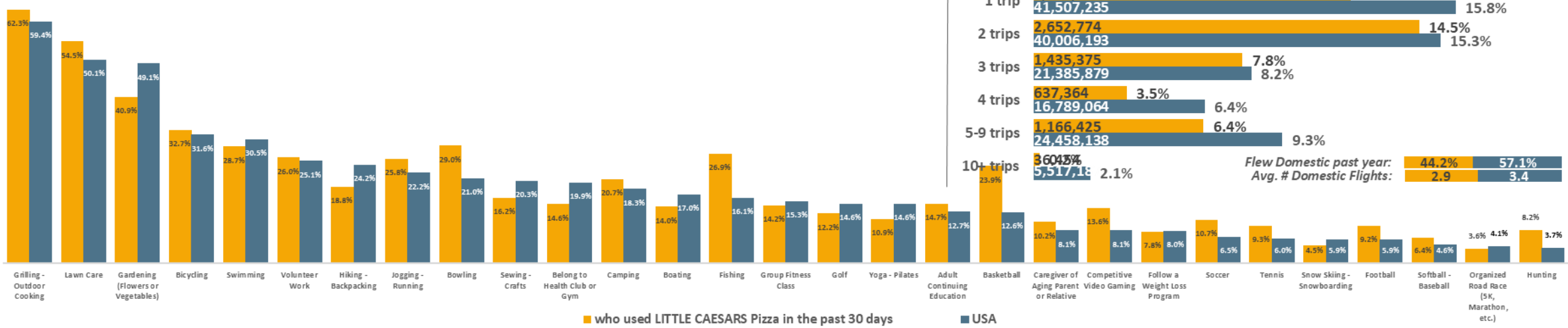
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

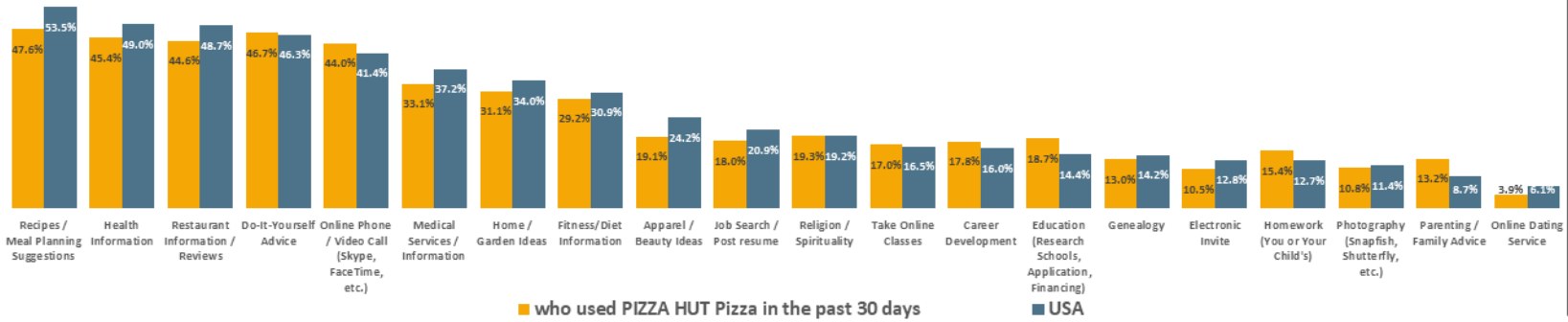
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

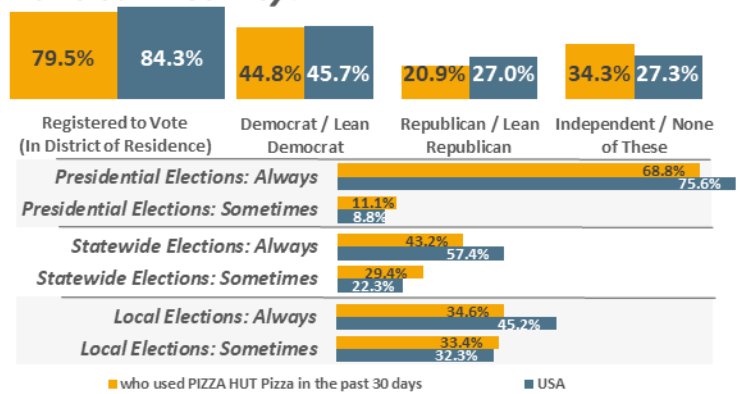
Quick service restaurants used past 30 days: Little Caesars

6.6% or 17,206,623 of USA Adults 18 or older used PIZZA HUT Pizza in the past 30 days.
Adults 18 or older who used PIZZA HUT Pizza in the past 30 days are .9% more likely to look up D-I-Y advice online, 23.5% less likely to always vote in local elections, 2.5% less likely to belong to a gym, 10.1% less likely to fly domestic past yr.

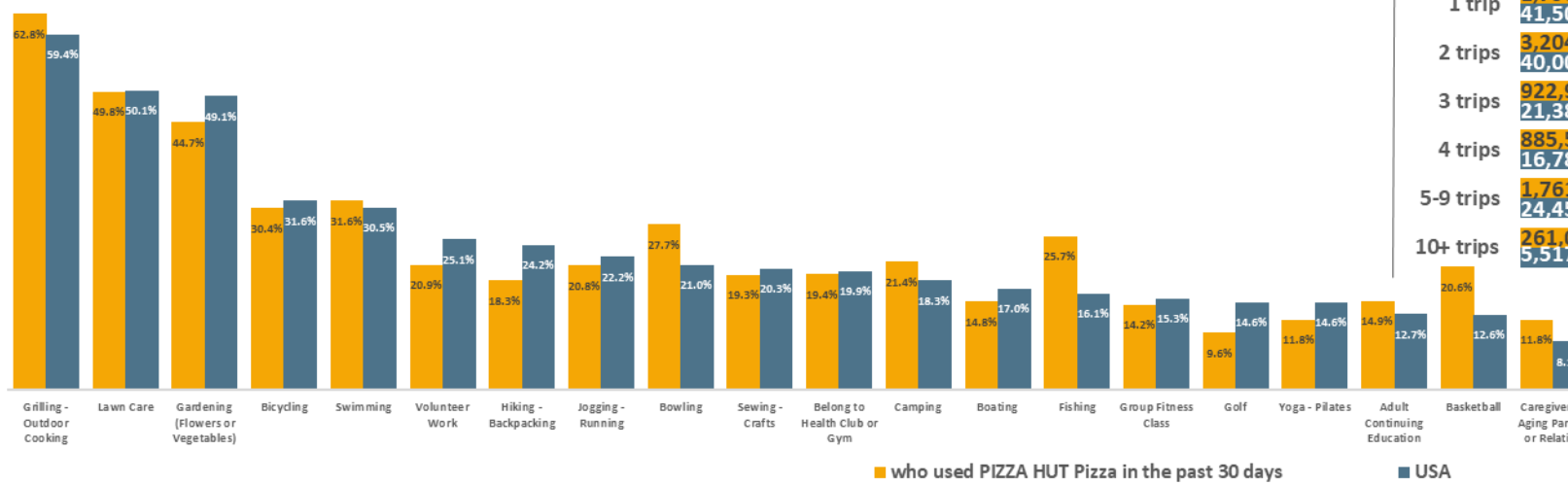
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



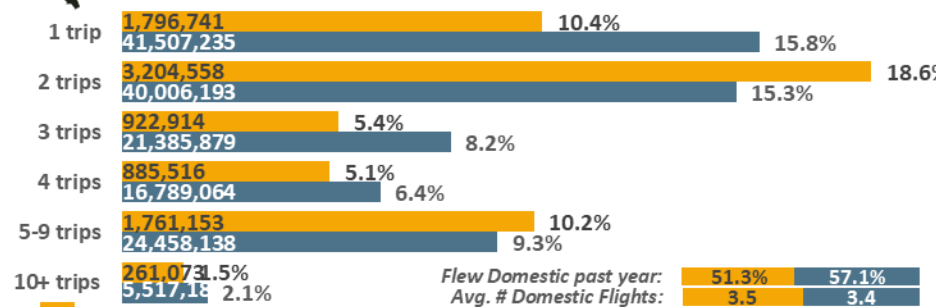
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

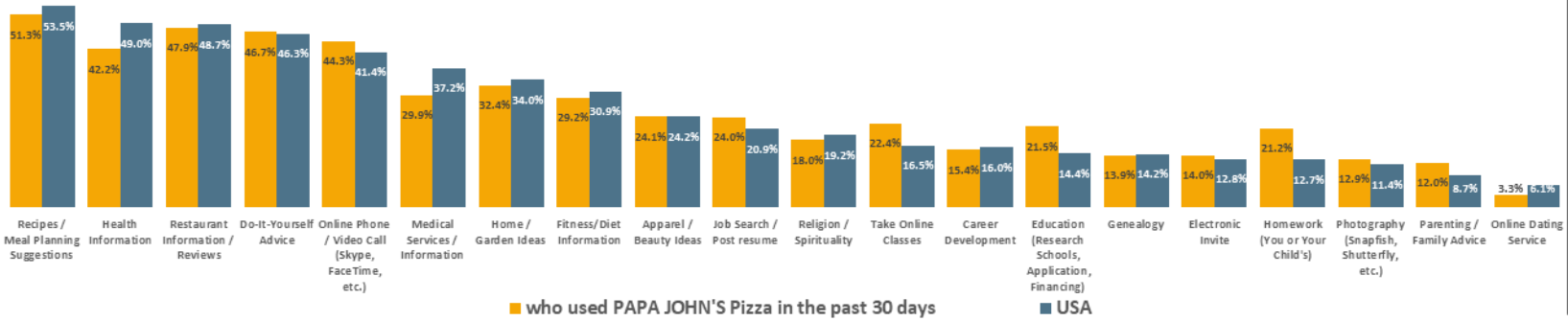
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

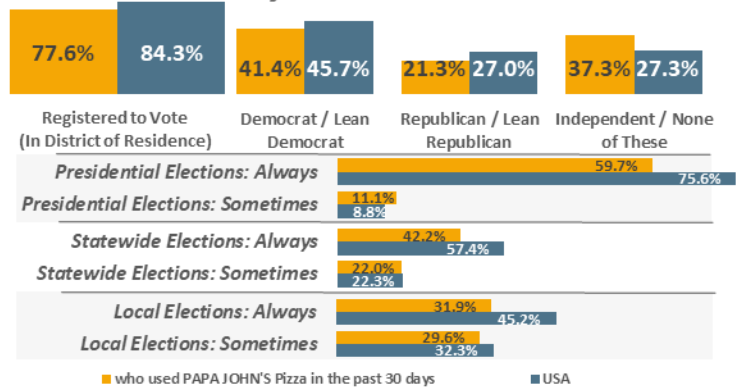
Quick service restaurants used past 30 days: Pizza Hut

5.% or 13,236,523 of USA Adults 18 or older used PAPA JOHN'S Pizza in the past 30 days.
Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days are .9% more likely to look up D-I-Y advice online, 29.4% less likely to always vote in local elections, .7% more likely to belong to a gym, 1.7% less likely to fly domestic past yr.

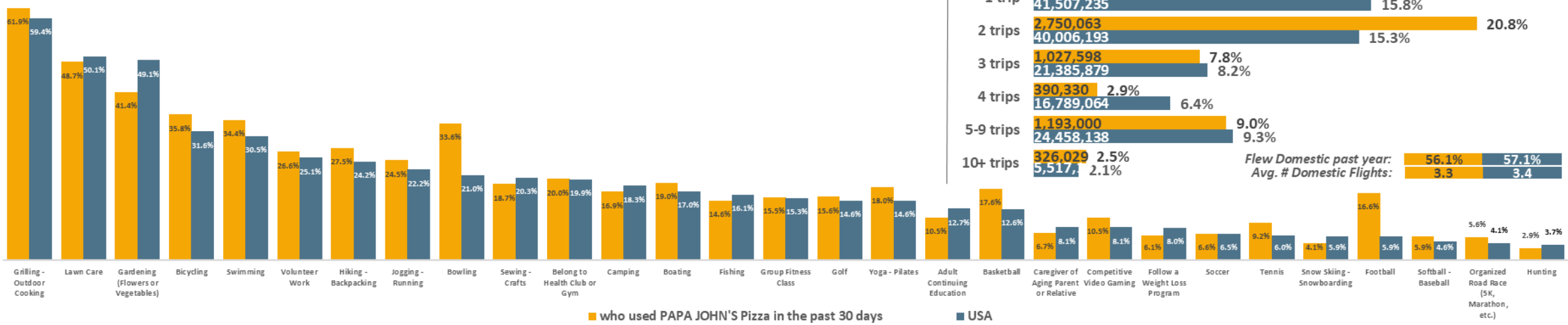
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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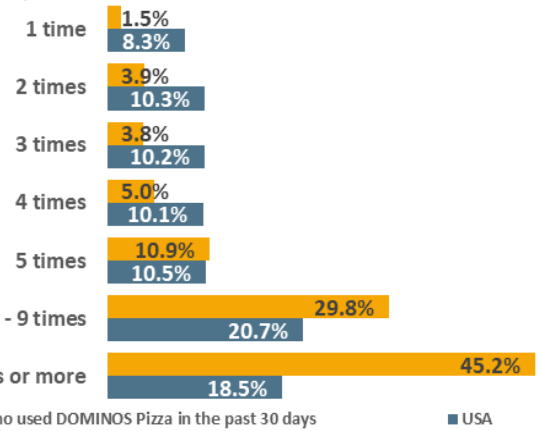
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Quick service restaurants used past 30 days: Papa Johns Pizza

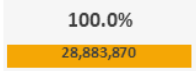
11.% or 28,883,870 of USA Adults 18 or older used DOMINOS Pizza in the past 30 days.
Adults 18 or older who used DOMINOS Pizza in the past 30 days are 12.9% more likely to use QSRs past mo., 9.9% more likely to use Sit-Down Restaurants past mo., 22.1% more likely to use Casinos past yr., 25.5% more likely to smoke cigarettes.

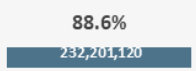
Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:



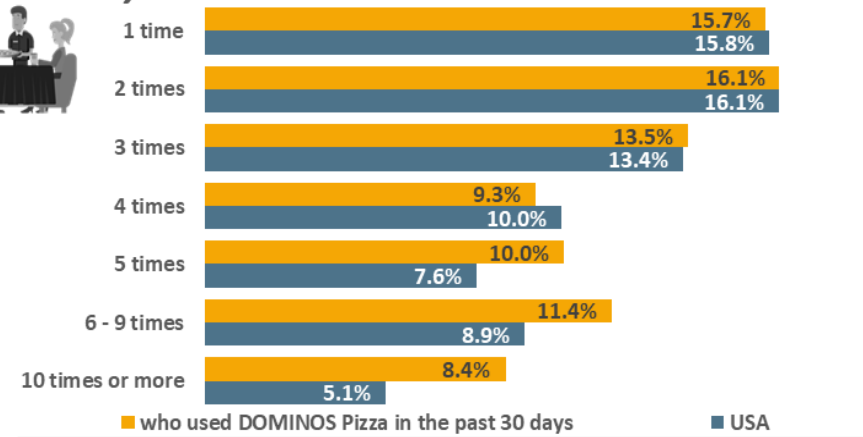


Avg. Monthly QSR Meals:

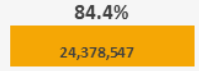


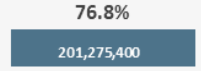
Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:

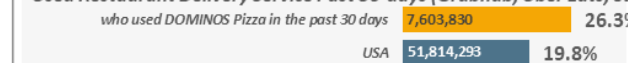


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

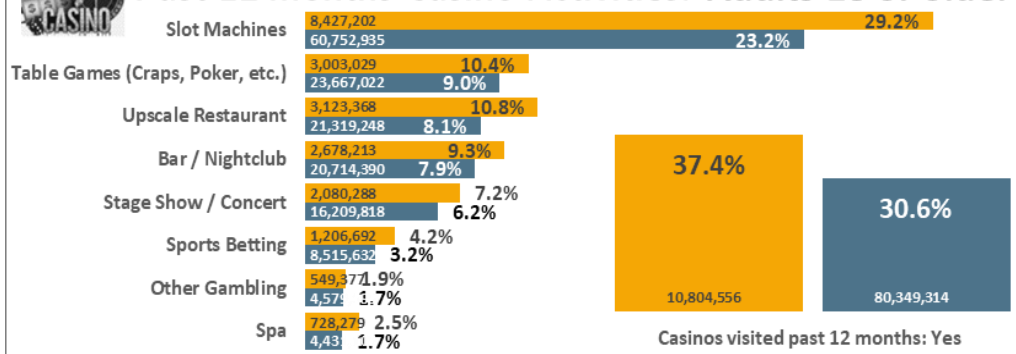


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *842*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

7.% or 18,333,358 of USA Adults 18 or older used LITTLE CAESARS Pizza in the past 30 days.
Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days are 12.9% more likely to use QSRs past mo., 7.3% more likely to use Sit-Down Restaurants past mo., 33.2% more likely to use Casinos past yr., 61.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who used LITTLE CAESARS Pizza in the past 30 days	USA
1 time	0.9%	8.3%
2 times	2.0%	10.3%
3 times	7.2%	10.2%
4 times	6.0%	10.1%
5 times	6.0%	10.5%
6 - 9 times	22.4%	20.7%
10 times or more	55.6%	18.5%

Total Monthly QSR Users:

who used LITTLE CAESARS Pizza in the past 30 days	USA
100.0%	88.6%
18,333,358	232,201,120

Avg. Monthly QSR Meals:

who used LITTLE CAESARS Pizza in the past 30 days	USA
10.8	8.6

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



	who used LITTLE CAESARS Pizza in the past 30 days	USA
1 time	13.1%	15.8%
2 times	12.8%	16.1%
3 times	11.1%	13.4%
4 times	13.9%	10.0%
5 times	6.4%	7.6%
6 - 9 times	13.0%	8.9%
10 times or more	12.2%	5.1%

Total Monthly Sit-Down Restaurant Users:

who used LITTLE CAESARS Pizza in the past 30 days	USA
82.4%	76.8%
15,097,661	201,275,400

Avg. Monthly Sit-Down Restaurant Meals:

who used LITTLE CAESARS Pizza in the past 30 days	USA
5.3	4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who used LITTLE CAESARS Pizza in the past 30 days	USA
Mexican	58.4%	34.7%
Pizza	47.2%	34.0%
Chinese	49.7%	33.5%
Coffee House / Coffee Bar	26.8%	21.4%
Indian / Thai / Other Asian	17.2%	18.7%
Italian	18.0%	18.1%
Bagel / Donut / Bakery	25.4%	15.8%
Wings / Burgers / Sports Bar	16.2%	14.8%
Upscale	16.3%	14.5%
Steakhouse	17.8%	11.3%

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

who used LITTLE CAESARS Pizza in the past 30 days	5,020,325	27.4%
USA	51,814,293	19.8%

Drank Past 30-days: Adults 18 or older

	who used LITTLE CAESARS Pizza in the past 30 days		USA	
Liquor	7,980,487	43.5%	116,363,473	44.4%
Any Type of Beer	7,860,994	42.9%	107,749,049	41.1%
Wine	3,828,173	20.9%	88,514,172	33.8%
Domestic Regular Beer	4,521,268	24.7%	60,406,513	23.0%
Domestic Light Beer	5,014,644	27.4%	57,883,361	22.1%
Imported Beer	5,276,758	28.8%	56,101,699	21.4%
Microbrew / Craft Beer	1,132,378	6.2%	28,583,415	10.9%



Past 12 months Casino Activities: Adults 18 or older



	who used LITTLE CAESARS Pizza in the past 30 days		USA	
Slot Machines	6,035,386	32.9%	60,752,935	23.2%
Table Games (Craps, Poker, etc.)	2,135,537	11.6%	23,667,022	9.0%
Upscale Restaurant	1,667,658	9.1%	21,319,248	8.1%
Bar / Nightclub	1,834,254	10.0%	20,714,390	7.9%
Stage Show / Concert	1,151,231	6.3%	16,209,818	6.2%
Sports Betting	817,325	4.5%	8,515,632	3.2%
Other Gambling	523,668	2.9%	4,575	1.7%
Spa	530,081	2.9%	4,43	1.7%

Casinos visited past 12 months: Yes

who used LITTLE CAESARS Pizza in the past 30 days	USA
40.8%	30.6%
7,483,374	80,349,314

Used Past 30-days: Adults 18 or older



	who used LITTLE CAESARS Pizza in the past 30 days		USA	
Marijuana / Cannabis	2,381,956	13.0%	36,684,087	14.0%
Cigarettes	2,569,736	14.0%	22,786,532	8.7%
Vape	1,766,391	9.6%	13,514,774	5.2%

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* 507

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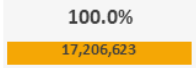
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* 9,908

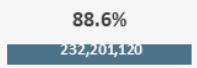
6.6% or 17,206,623 of USA Adults 18 or older used PIZZA HUT Pizza in the past 30 days.
Adults 18 or older who used PIZZA HUT Pizza in the past 30 days are 12.9% more likely to use QSRs past mo., 17.1% more likely to use Sit-Down Restaurants past mo., 59.4% more likely to use Casinos past yr., 58.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



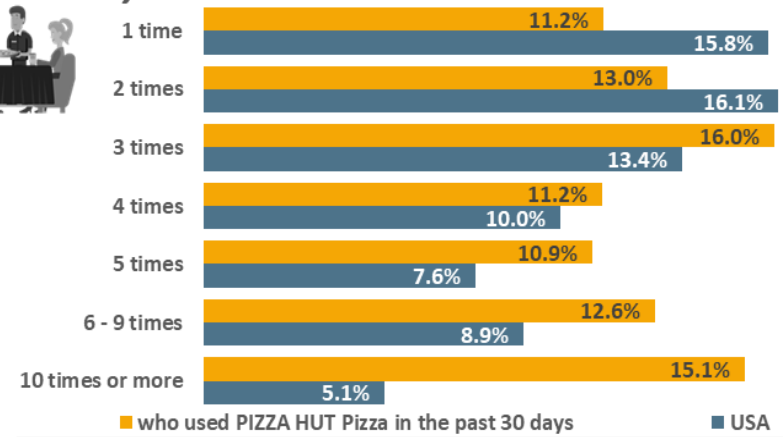


Avg. Monthly QSR Meals:

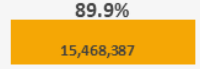


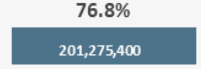
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



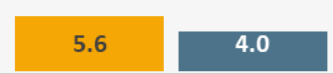


Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

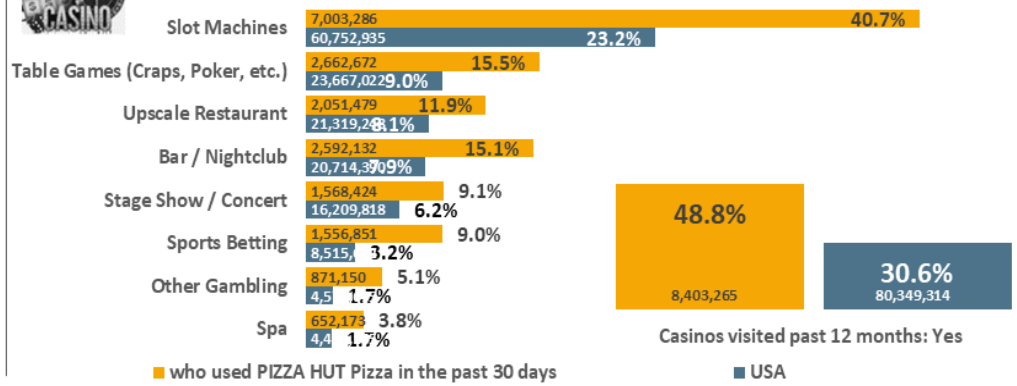


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *523*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

5.% or 13,236,523 of USA Adults 18 or older used PAPA JOHN'S Pizza in the past 30 days.
Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days are 12.9% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 34.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



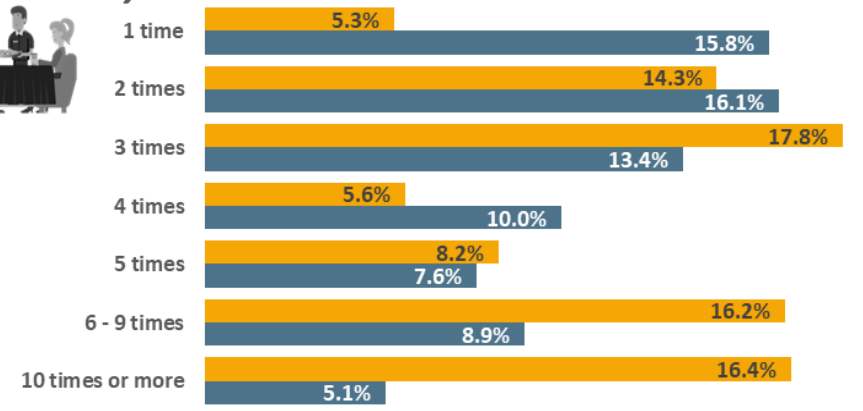
Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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





Total Monthly Sit-Down Restaurant Users:



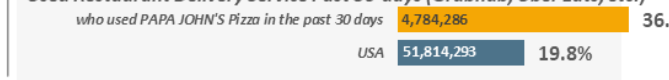
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

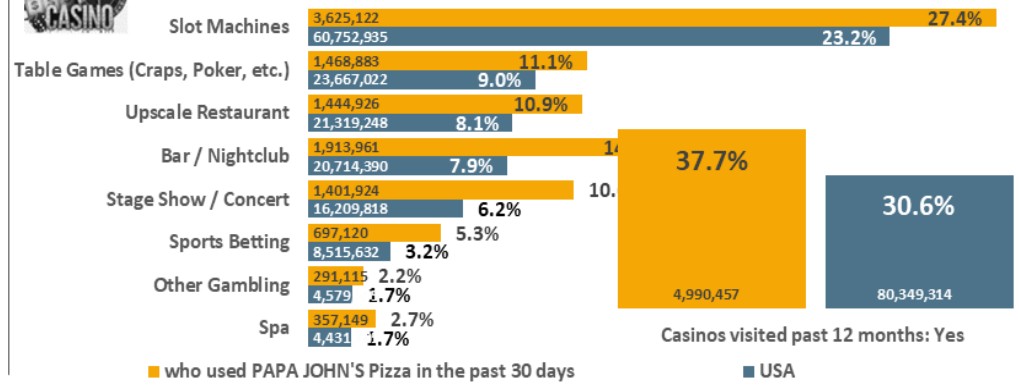


Drank Past 30-days: Adults 18 or older





Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *462*

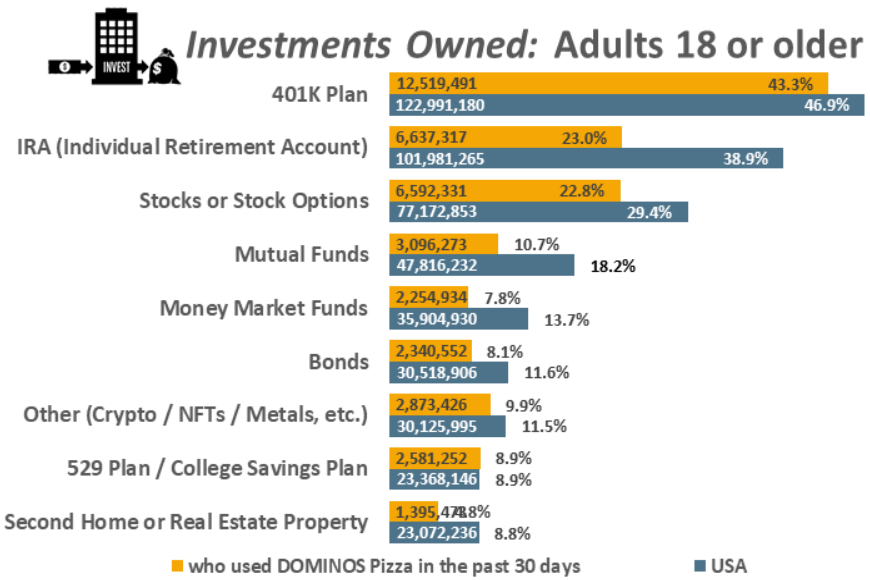
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

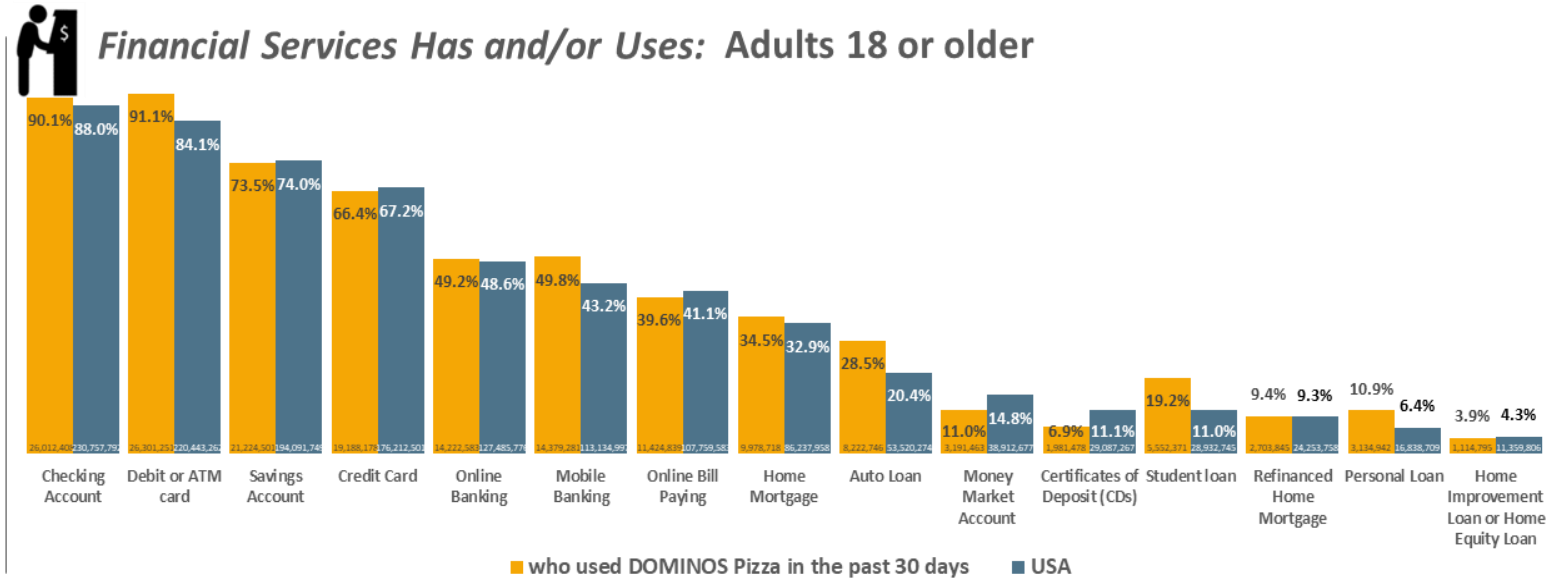
Quick service restaurants used past 30 days: Papa Johns Pizza

11.% or 28,883,870 of USA Adults 18 or older used DOMINOS Pizza in the past 30 days.
Adults 18 or older who used DOMINOS Pizza in the past 30 days are 7.6% less likely to have a 401K, 39.5% more likely to have an Auto Loan, 1.% more likely to Invest/Trade Stocks Online, 16.% more likely to pay with their Debit Card.

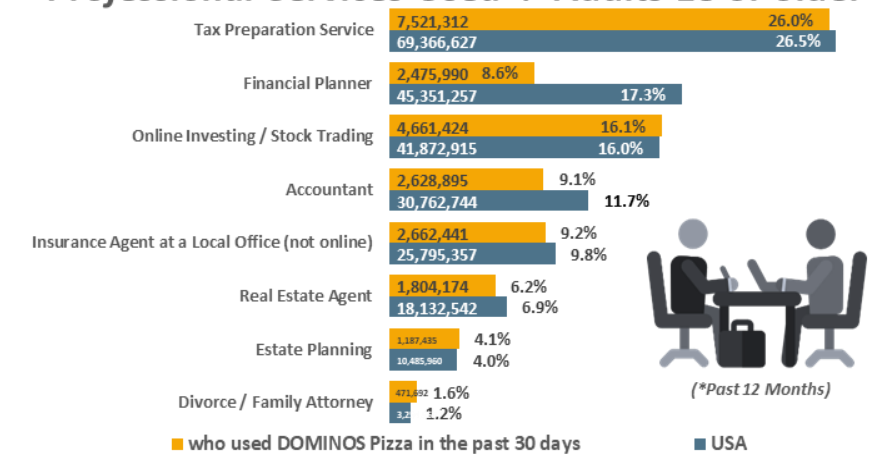
Investments Owned: Adults 18 or older



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

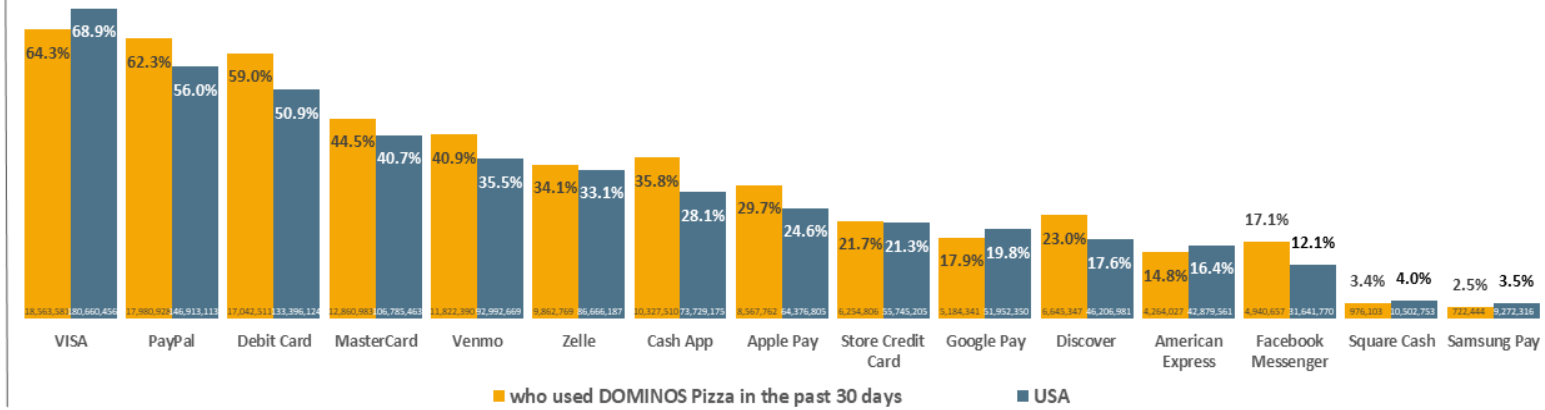


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *842*

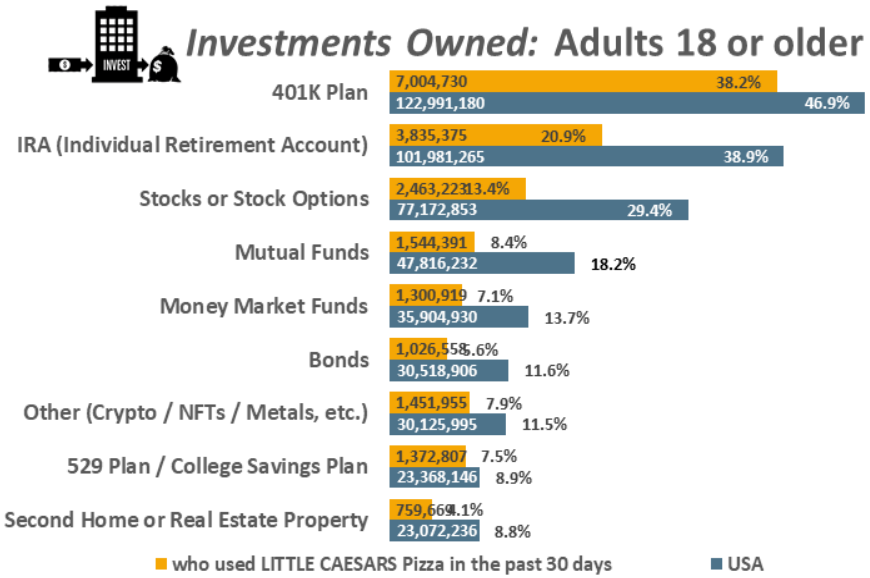
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

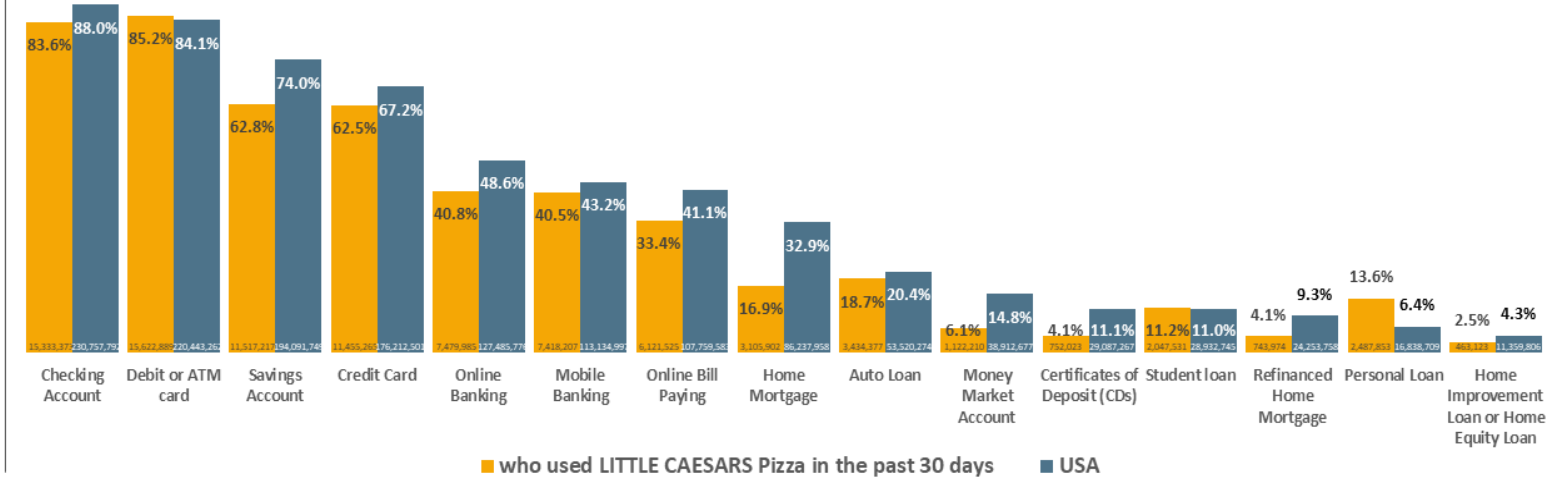
Quick service restaurants used past 30 days: Domino's

7.% or 18,333,358 of USA Adults 18 or older used LITTLE CAESARS Pizza in the past 30 days.
Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days are 18.6% less likely to have a 401K, 8.2% less likely to have an Auto Loan, 28.6% less likely to Invest/Trade Stocks Online, 20.9% more likely to pay with their Debit Card.

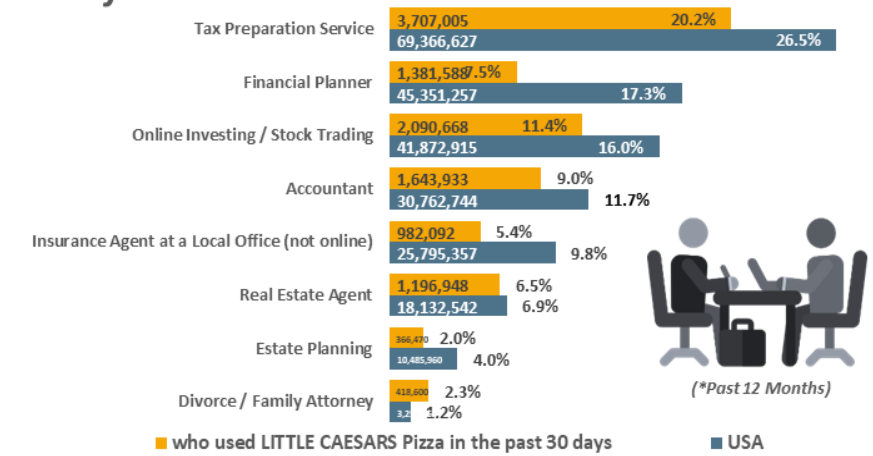
Investments Owned: Adults 18 or older



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

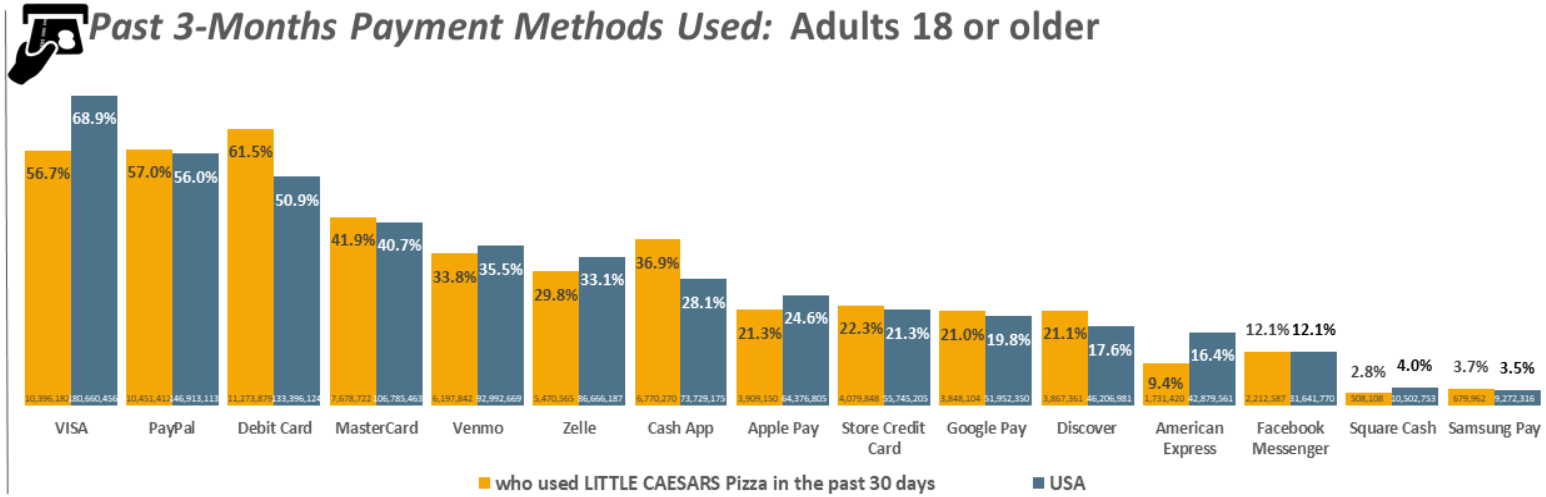


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *507*

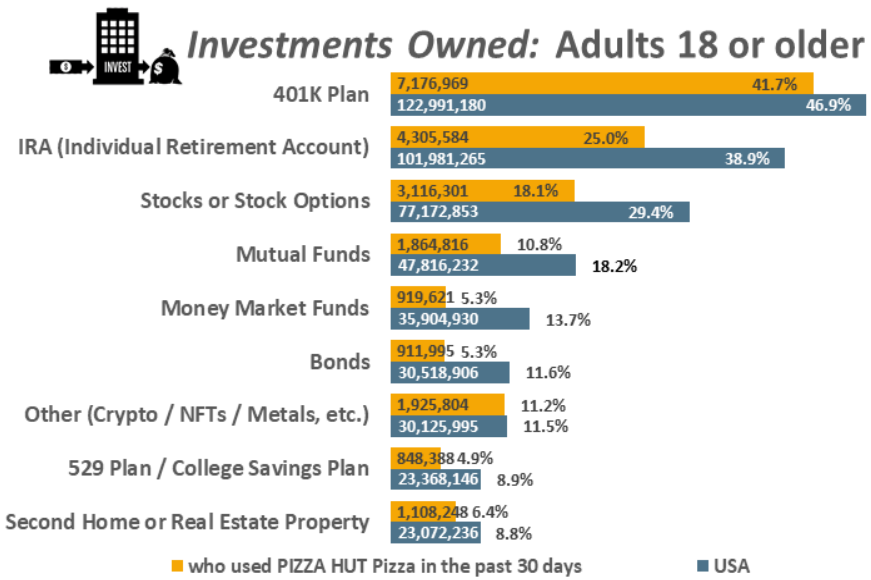
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

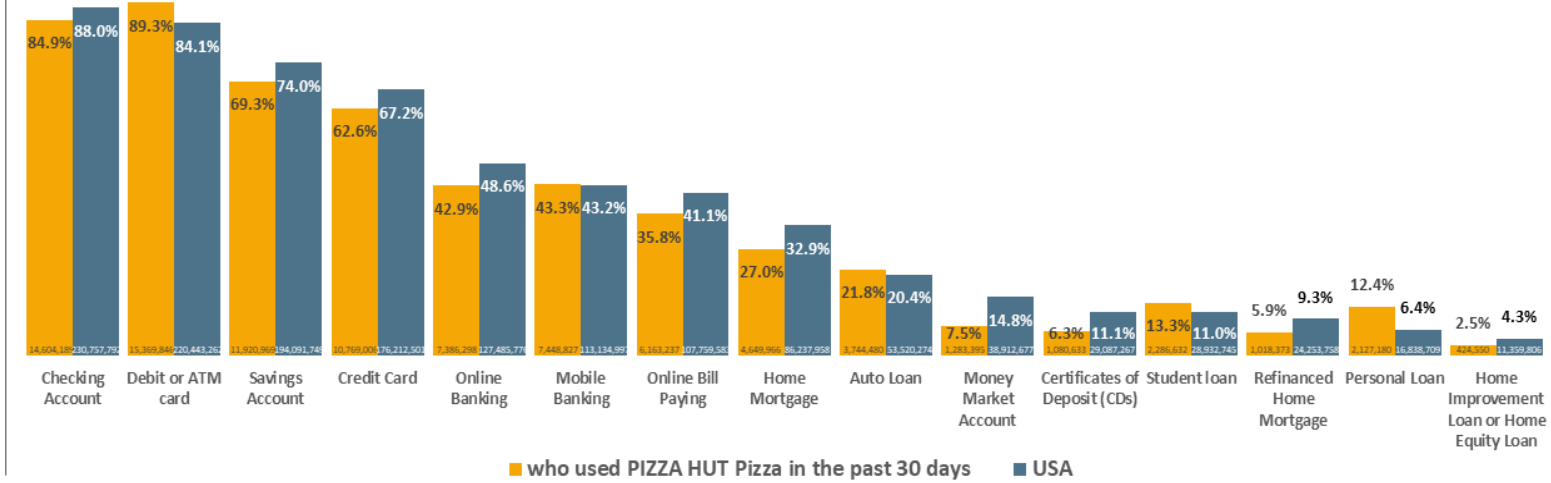
Quick service restaurants used past 30 days: Little Caesars

6.6% or 17,206,623 of USA Adults 18 or older used PIZZA HUT Pizza in the past 30 days.
Adults 18 or older who used PIZZA HUT Pizza in the past 30 days are 11.1% less likely to have a 401K, 6.6% more likely to have an Auto Loan, 22.% less likely to Invest/Trade Stocks Online, 28.6% more likely to pay with their Debit Card.

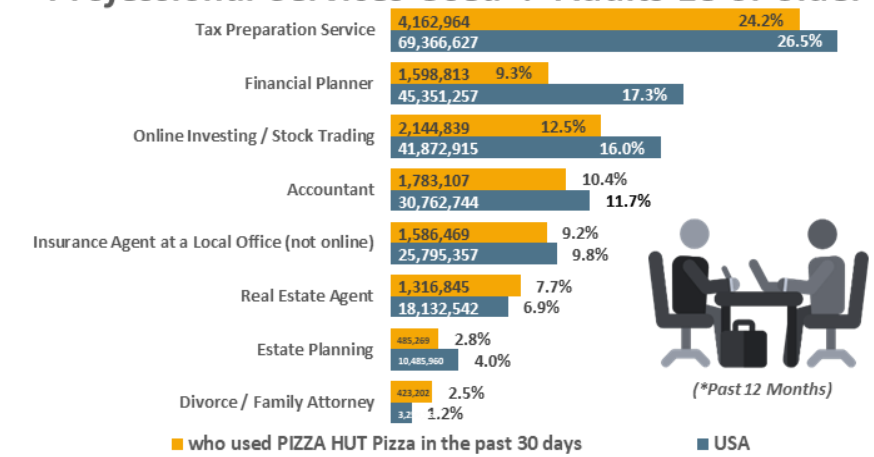
Investments Owned: Adults 18 or older



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

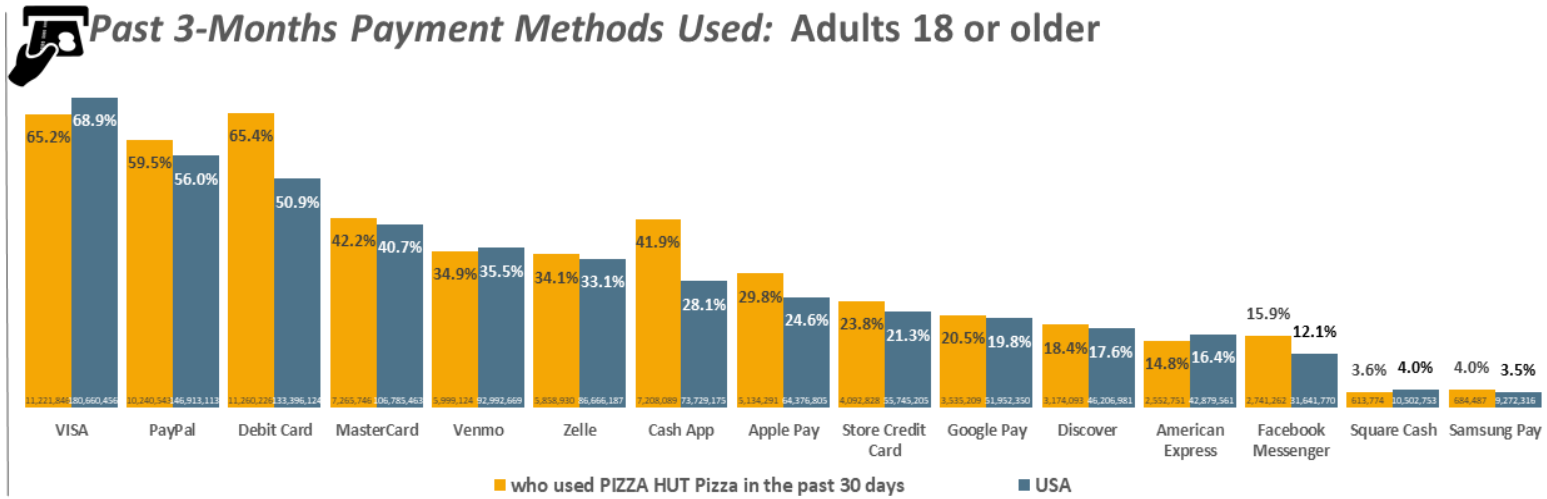


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

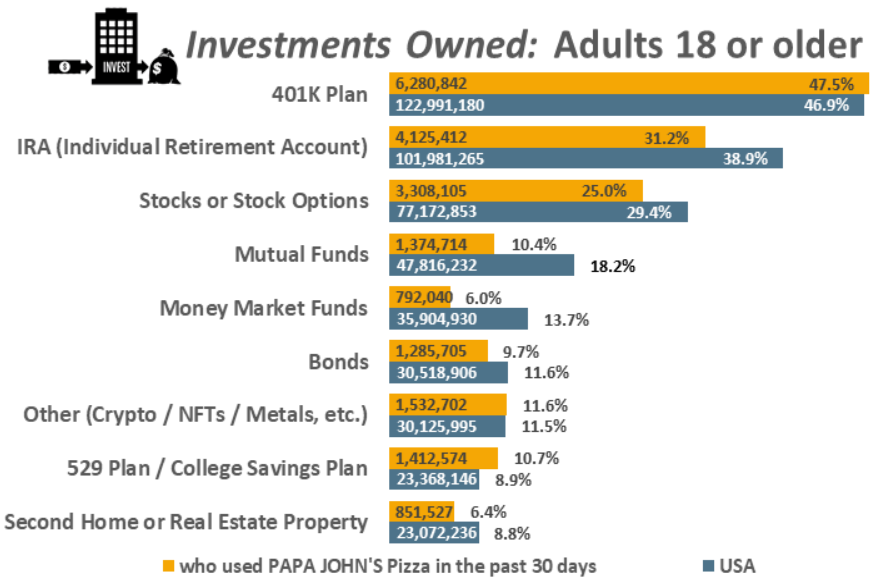
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

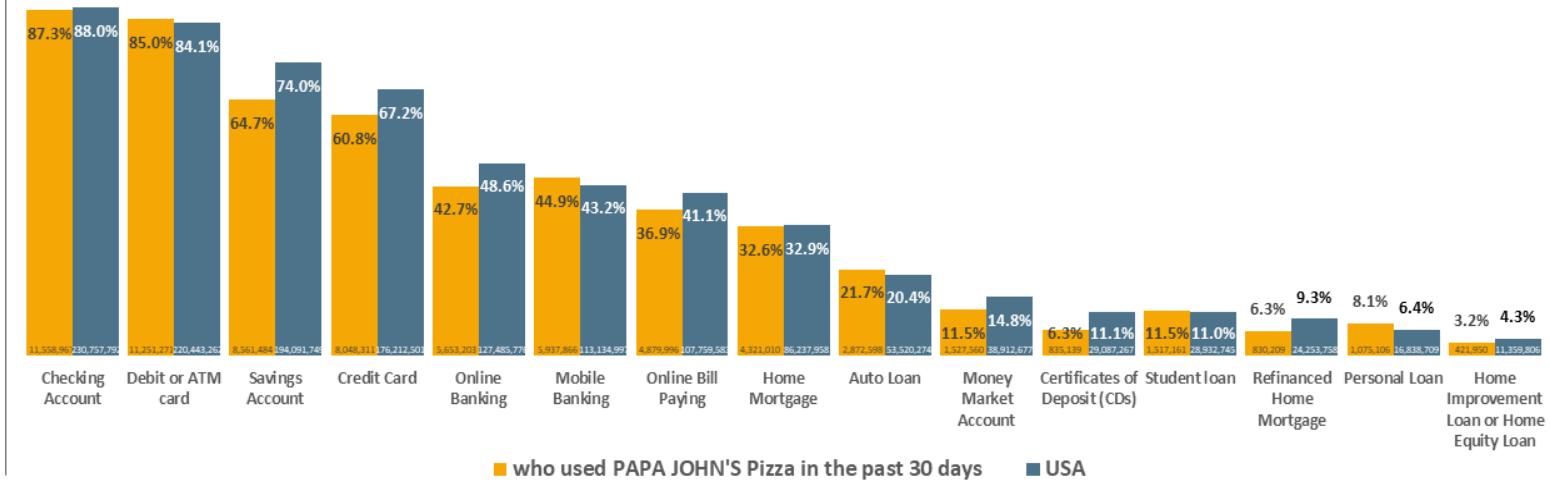
Quick service restaurants used past 30 days: Pizza Hut

5.% or 13,236,523 of USA Adults 18 or older used PAPA JOHN'S Pizza in the past 30 days.
Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days are 1.1% more likely to have a 401K, 6.3% more likely to have an Auto Loan, 29.% less likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.

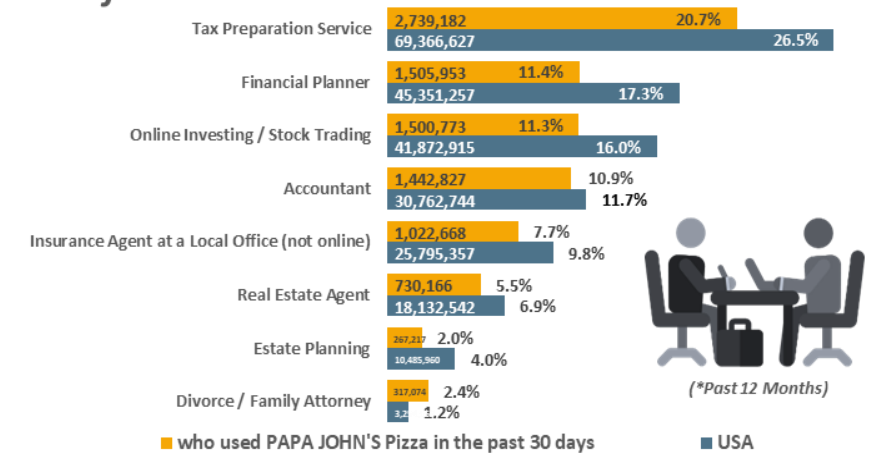
Investments Owned: Adults 18 or older



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

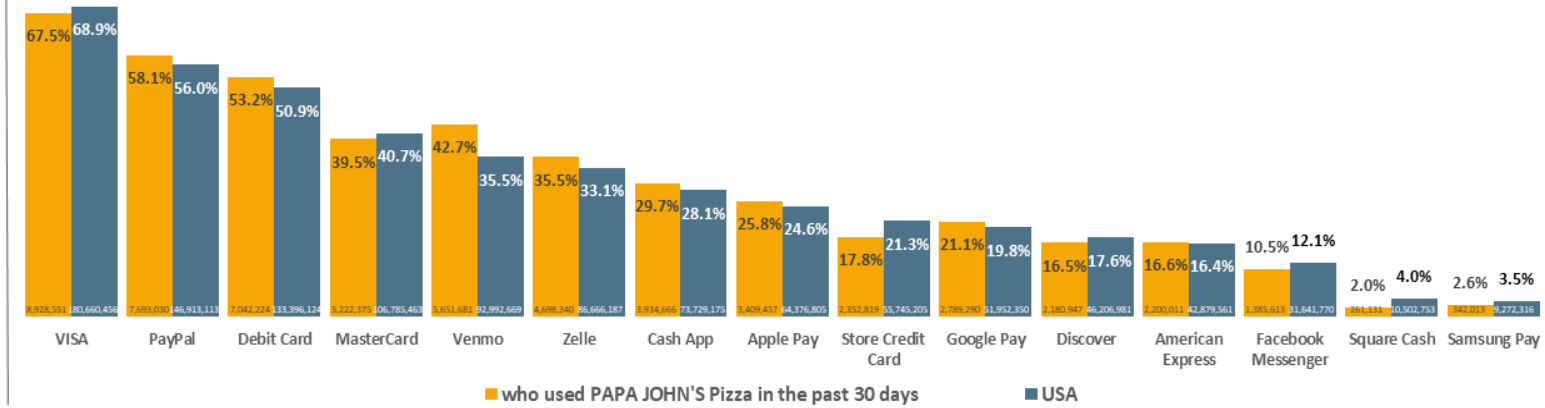


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



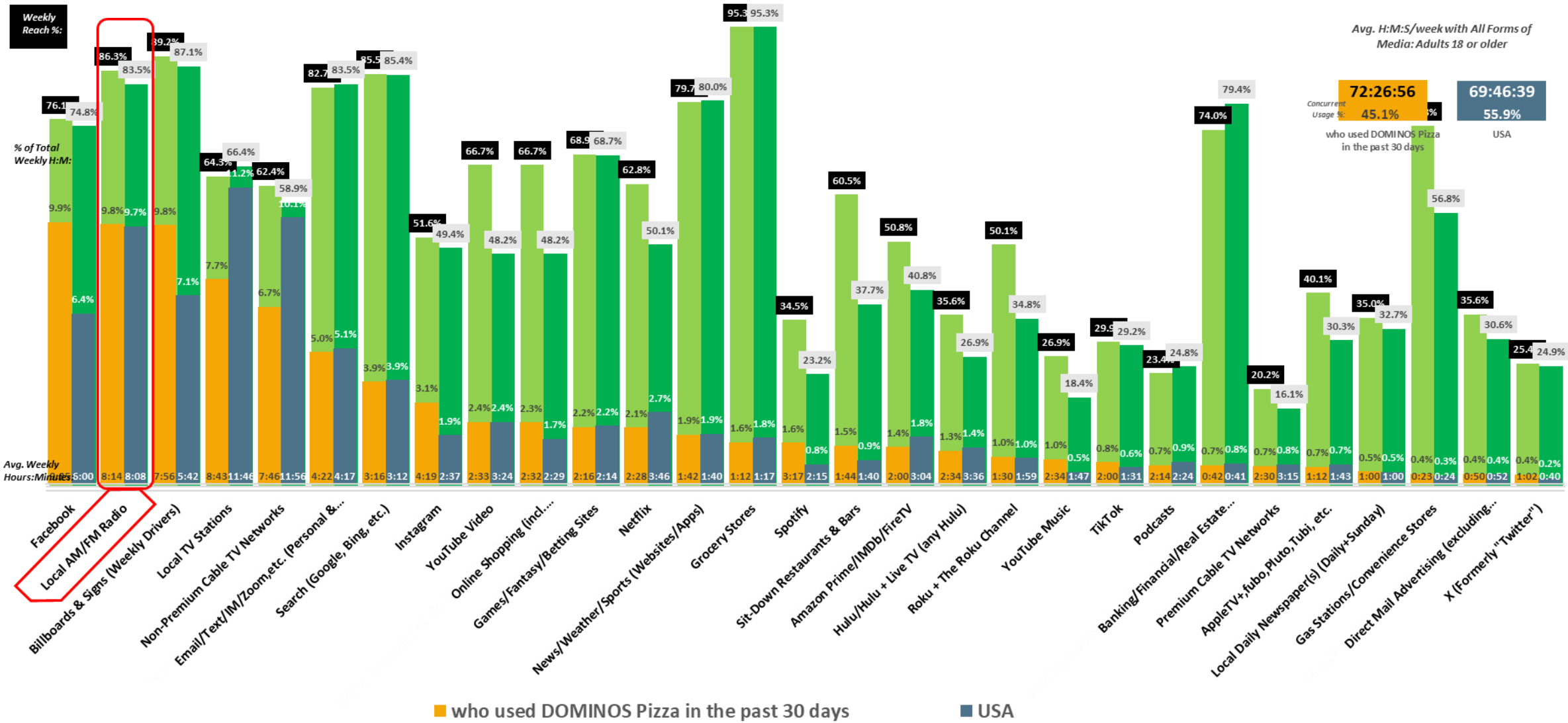
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Adults 18 or older who used DOMINOS Pizza in the past 30 days spend an average of 3 days, 0 hours, 26 minutes and 56 seconds each week with All Forms of Media.

86.3% of Adults 18 or older who used DOMINOS Pizza in the past 30 days spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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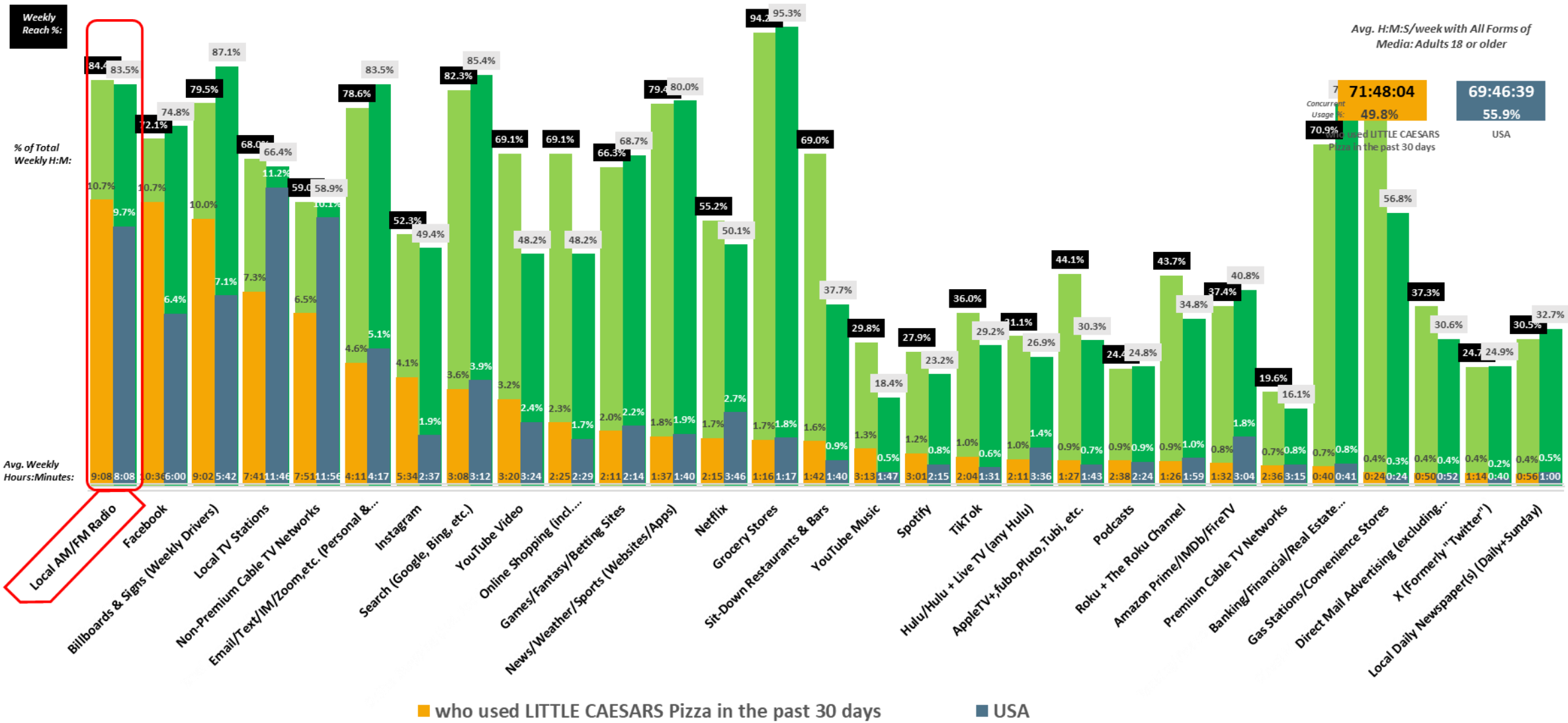
Quick service restaurants used past 30 days: Domino's

Hubbard BROADCASTING

Share of Everything for Anything ©

Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days spend an average of 2 days, 23 hours, 48 minutes and 4 seconds each week with All Forms of Media.

84.4% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days spend an avg. of 9 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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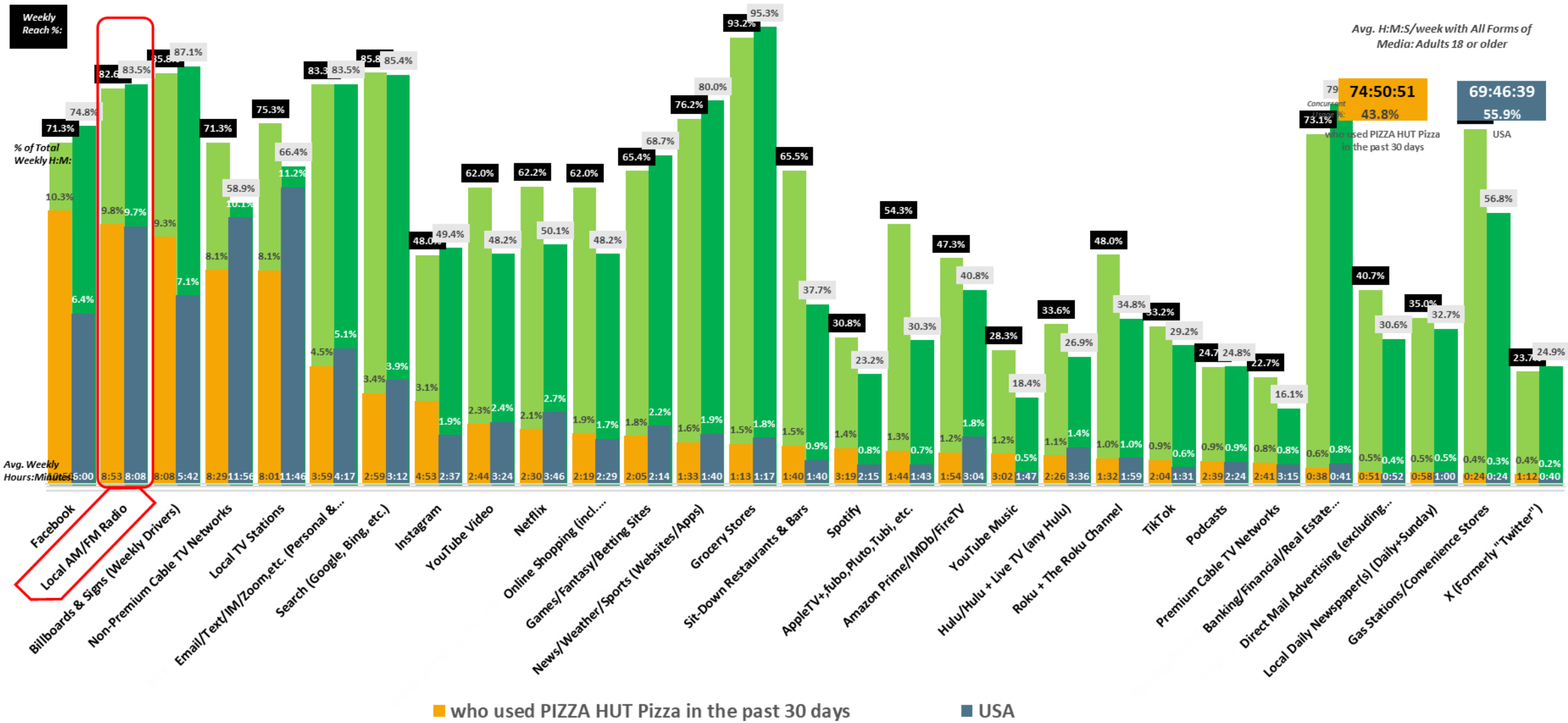
Hubbard BROADCASTING

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Quick service restaurants used past 30 days: Little Caesars

Adults 18 or older who used PIZZA HUT Pizza in the past 30 days spend an average of 3 days, 2 hours, 50 minutes and 51 seconds each week with All Forms of Media.

82.6% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

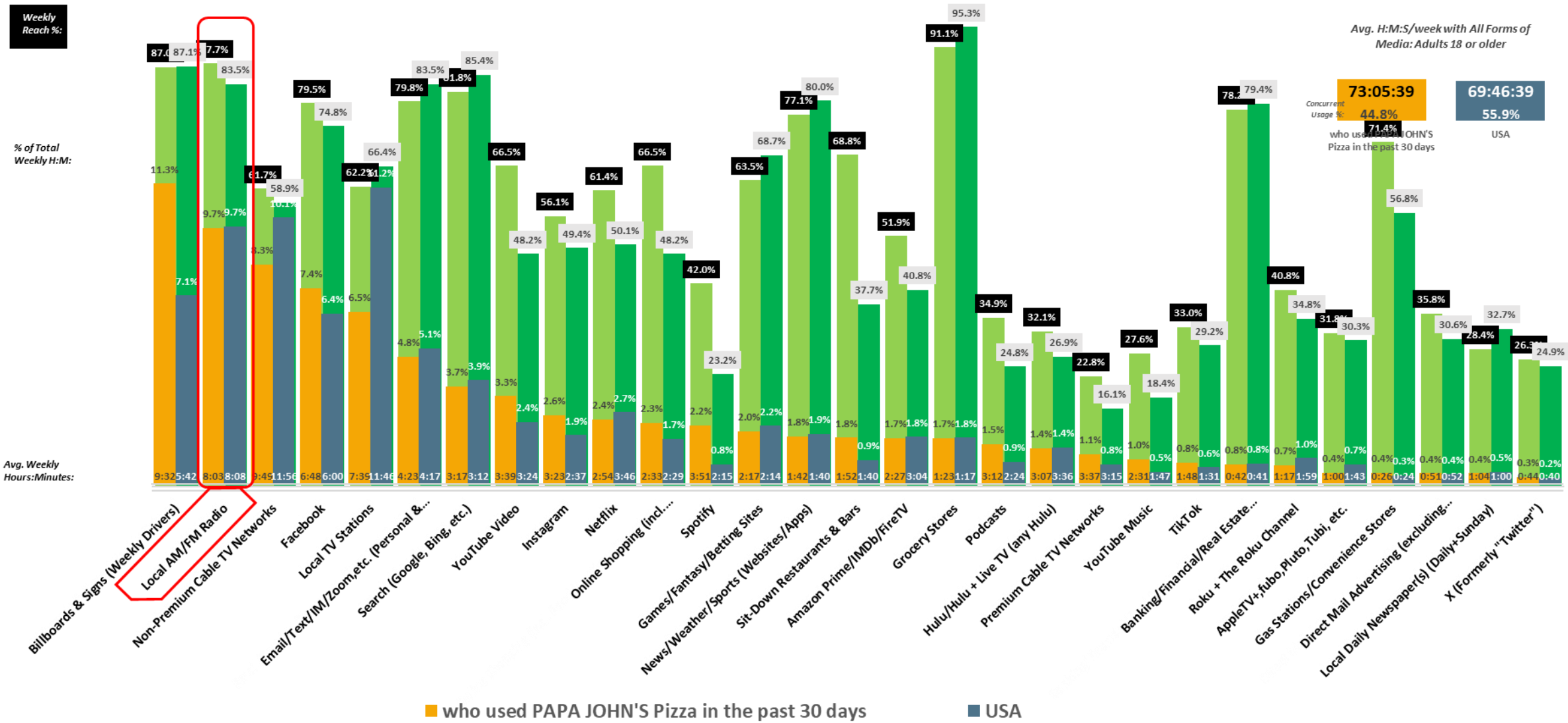
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Quick service restaurants used past 30 days: Pizza Hut

Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days spend an average of 3 days, 1 hours, 5 minutes and 39 seconds each week with All Forms of Media.

87.7% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days spend an avg. of 8 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

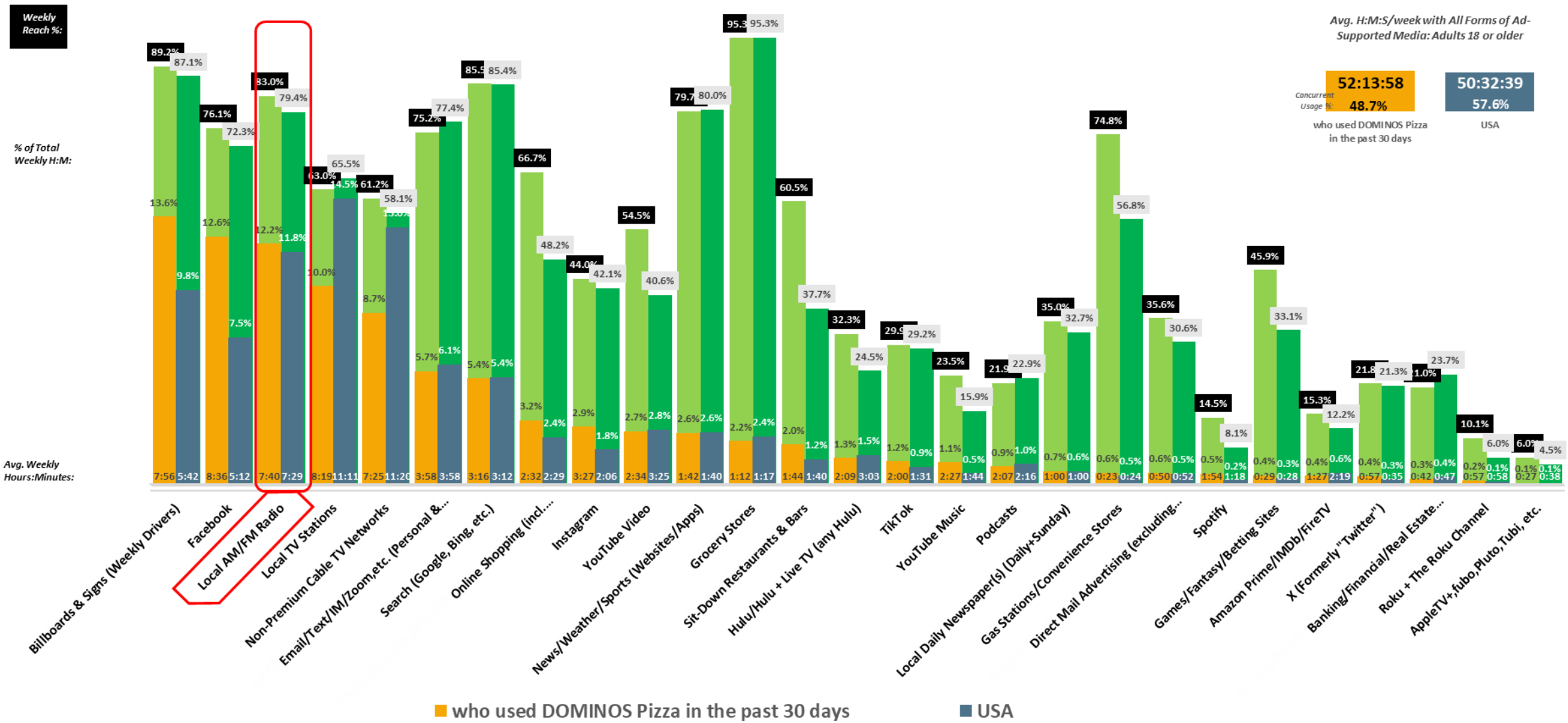
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Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Papa Johns Pizza

Adults 18 or older who used DOMINOS Pizza in the past 30 days spend an average of 2 days, 4 hours, 13 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

83.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days spend an avg. of 7 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

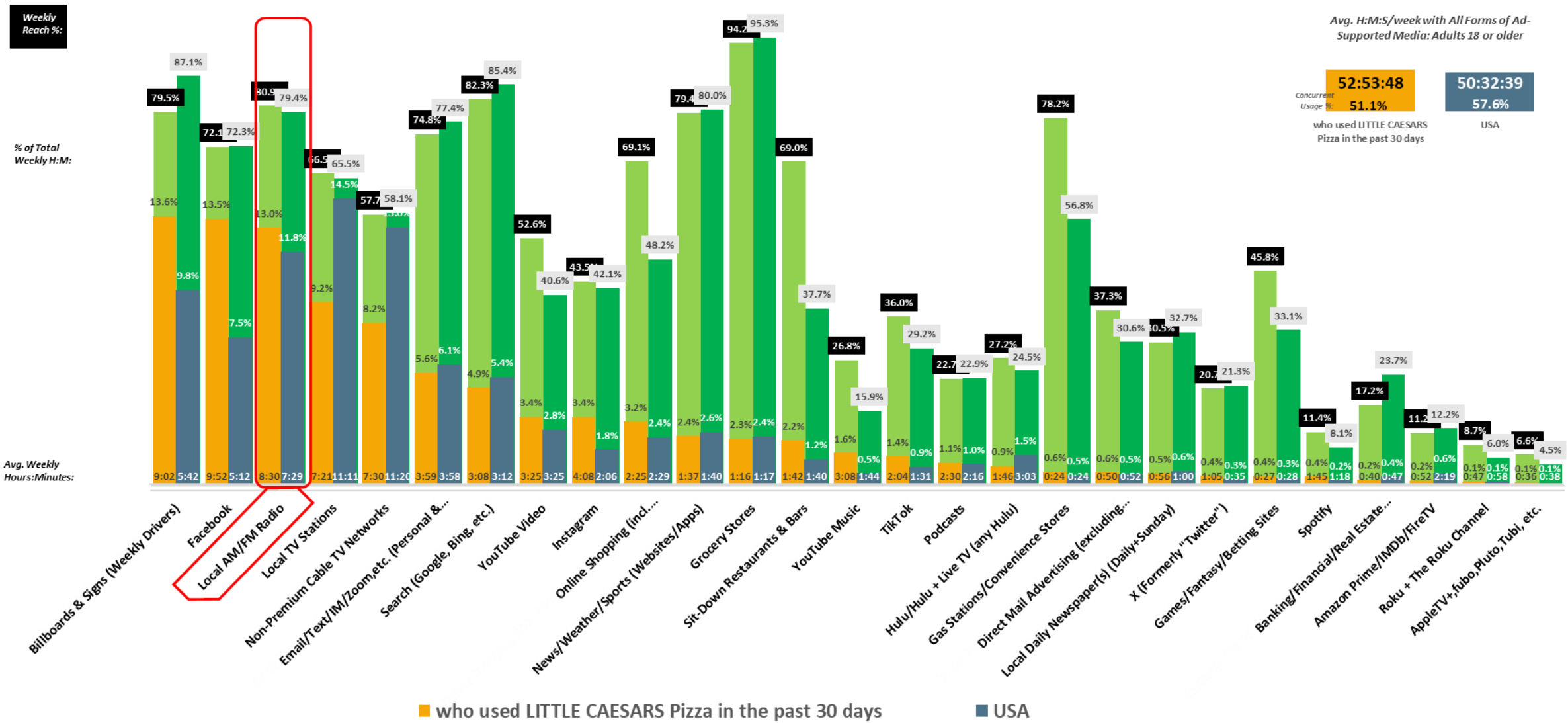
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Quick service restaurants used past 30 days: Domino's

Share of Everything for Anything ©

Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days spend an average of 2 days, 4 hours, 53 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

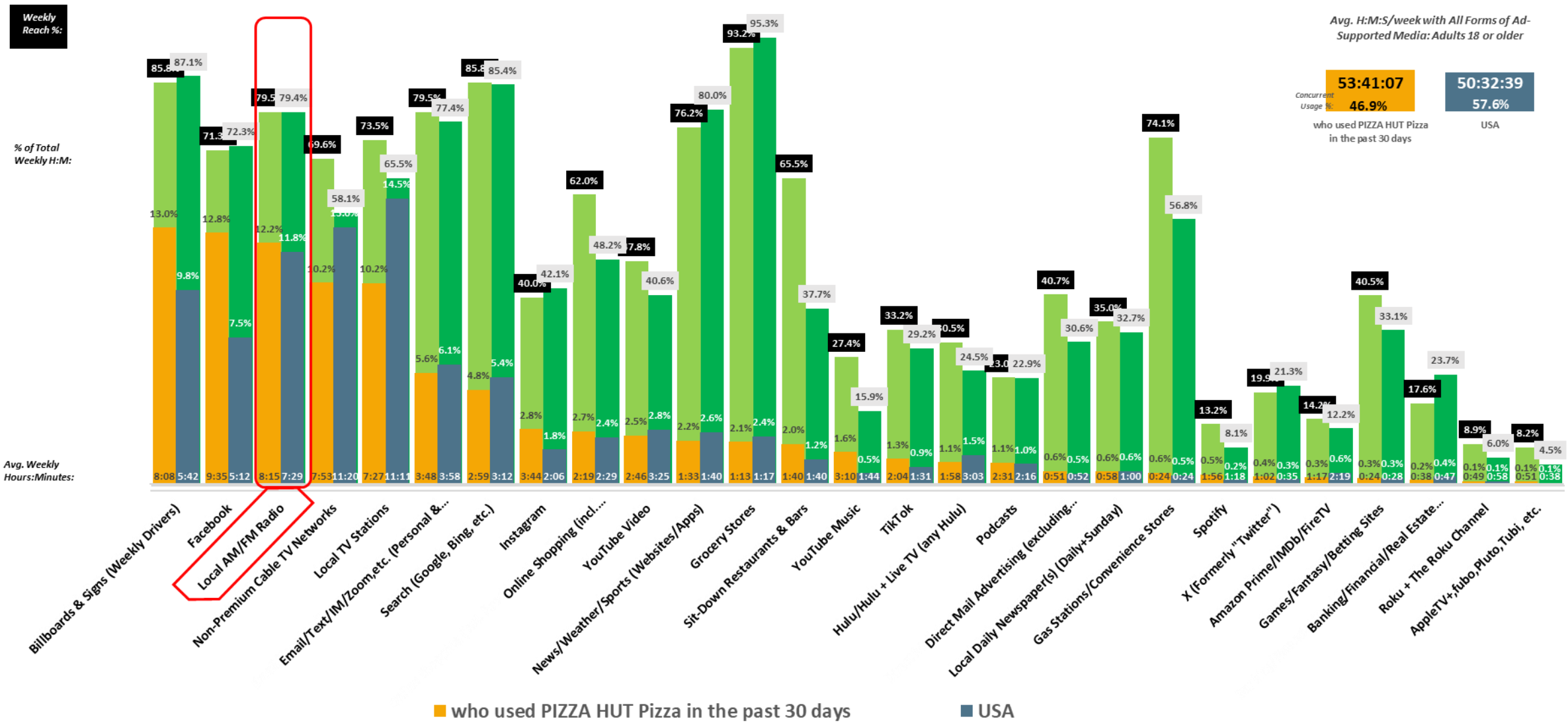
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Quick service restaurants used past 30 days: Little Caesars

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Adults 18 or older who used PIZZA HUT Pizza in the past 30 days spend an average of 2 days, 5 hours, 41 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

79.5% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

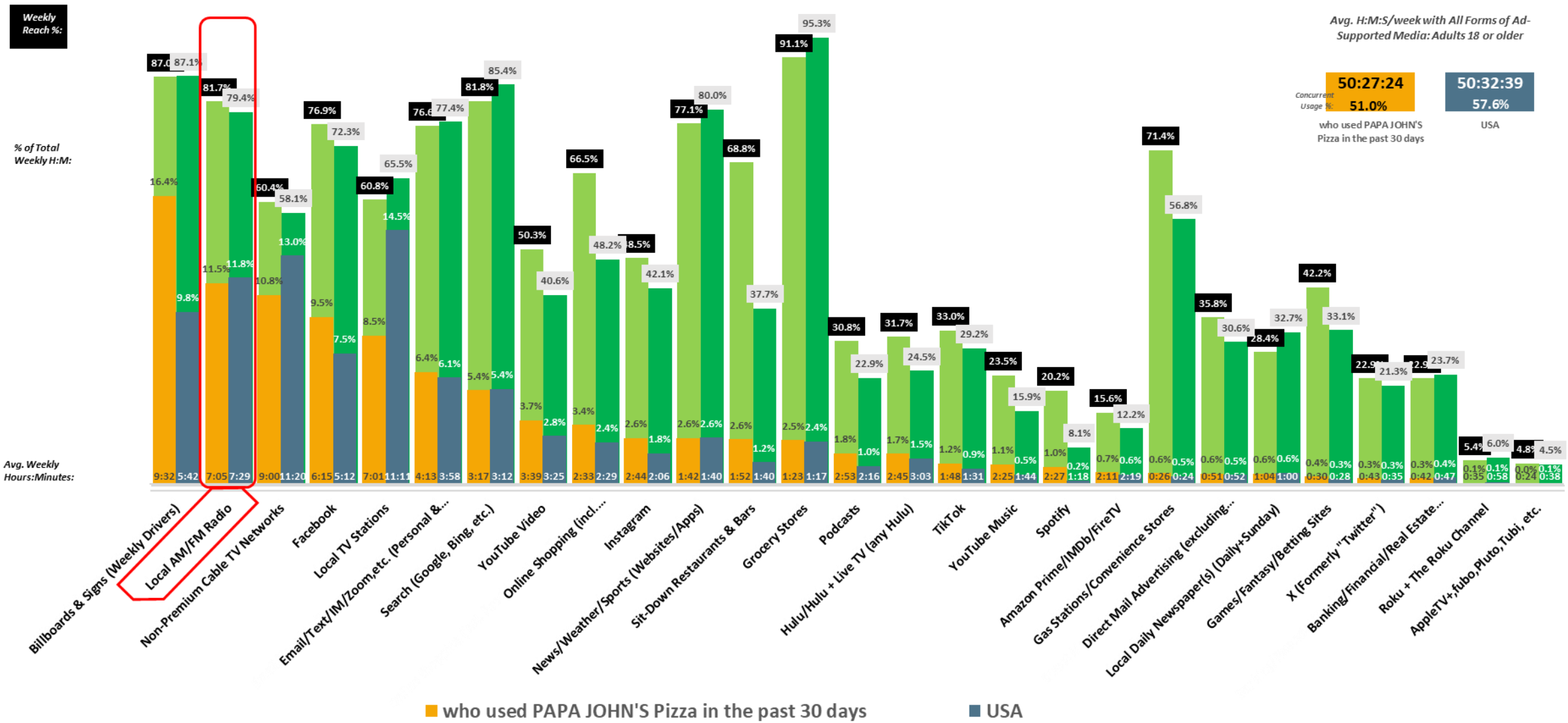
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Quick service restaurants used past 30 days: Pizza Hut

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Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days spend an average of 2 days, 2 hours, 27 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

81.7% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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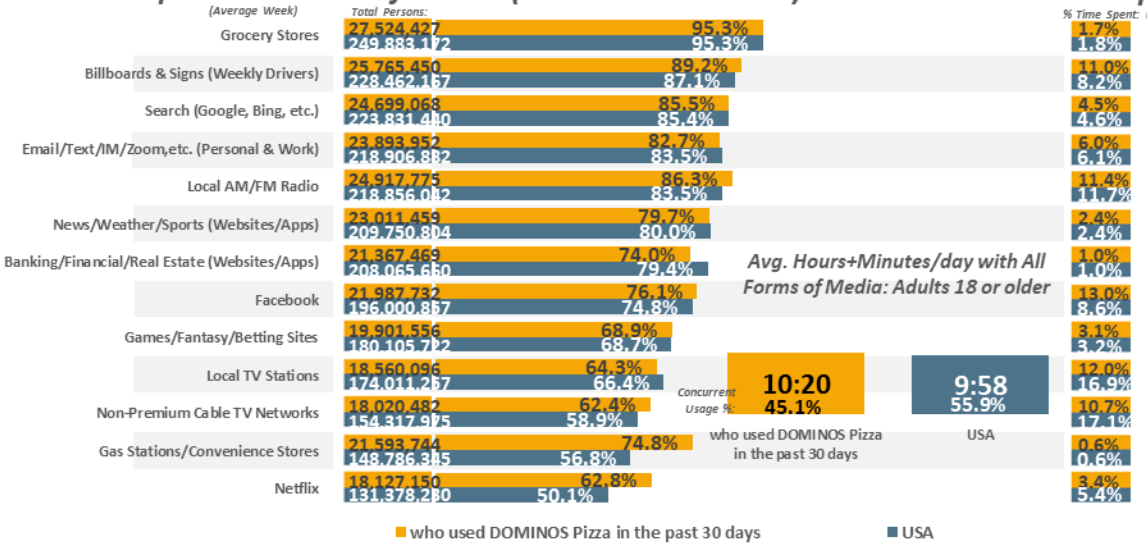
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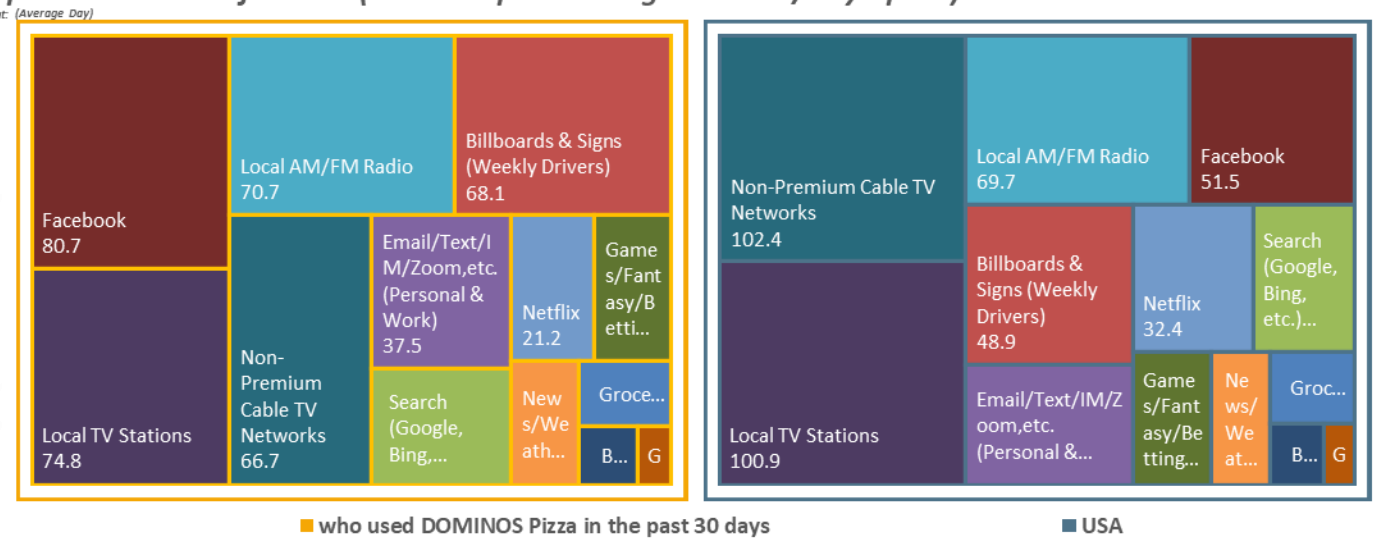
Quick service restaurants used past 30 days: Papa Johns Pizza

Adults 18 or older who used DOMINOS Pizza in the past 30 days spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

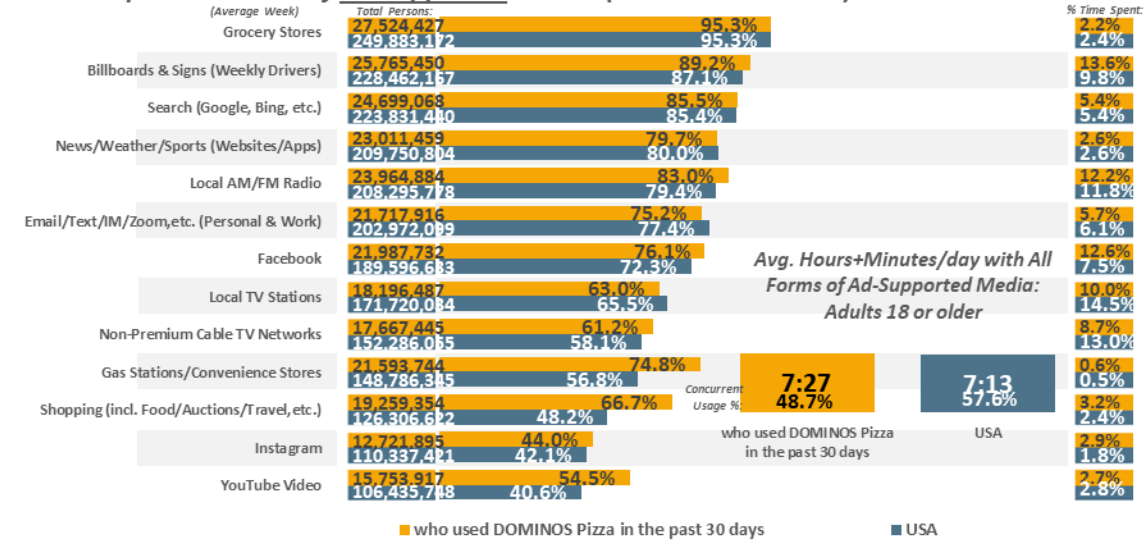
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



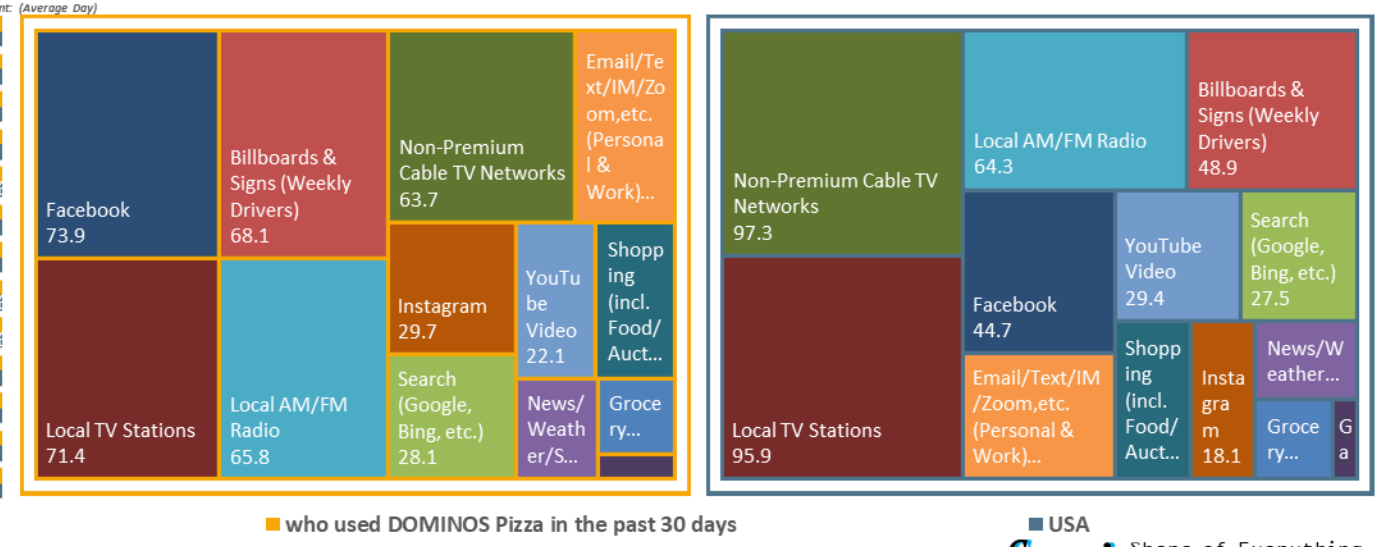
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

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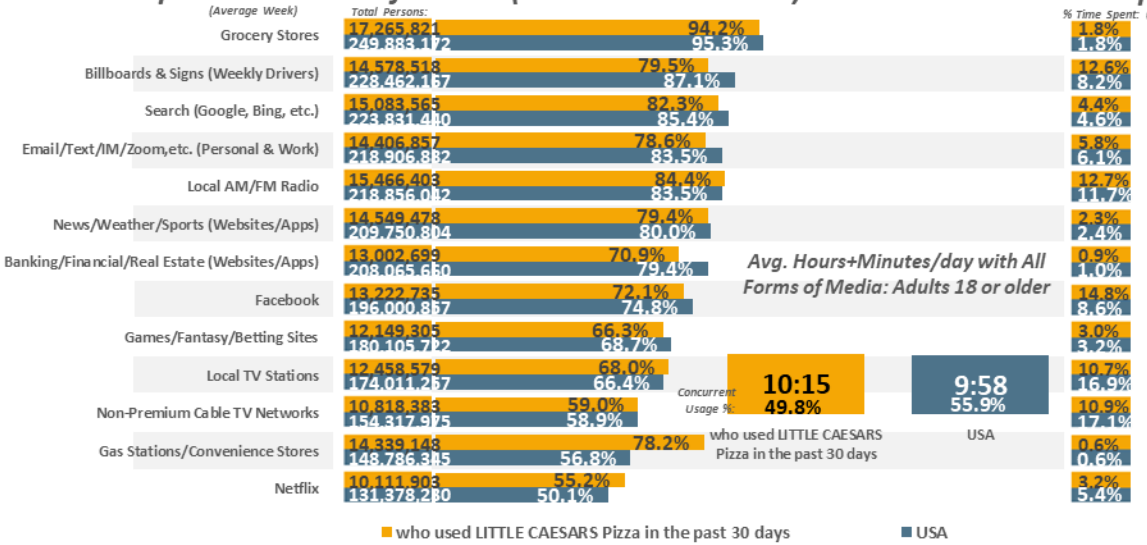
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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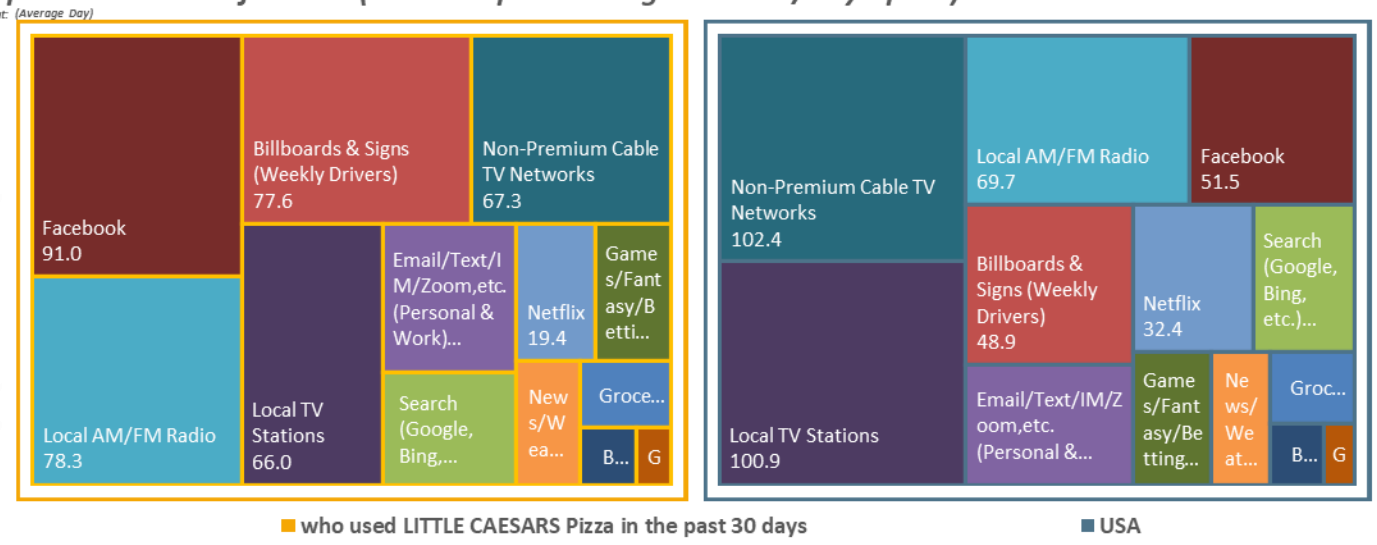
Quick service restaurants used past 30 days: Domino's

Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

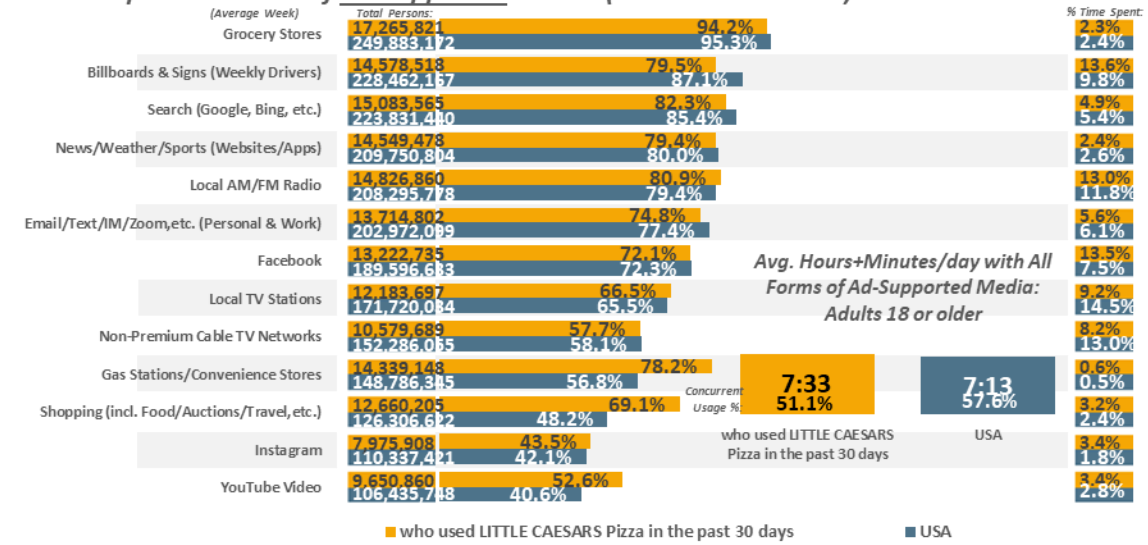
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



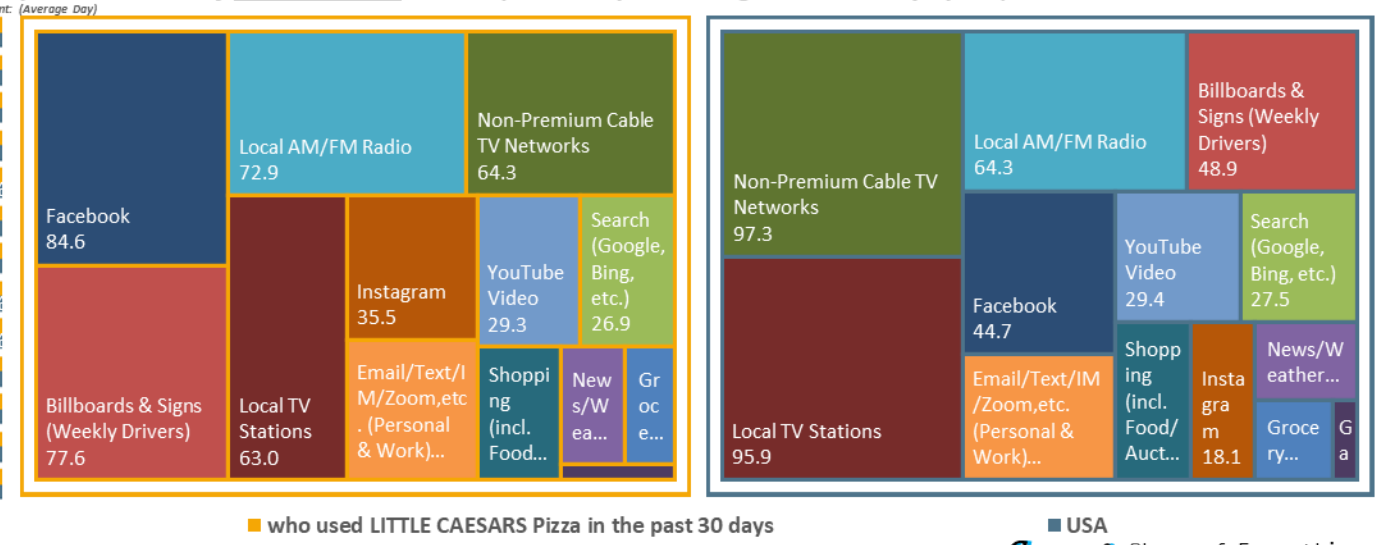
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

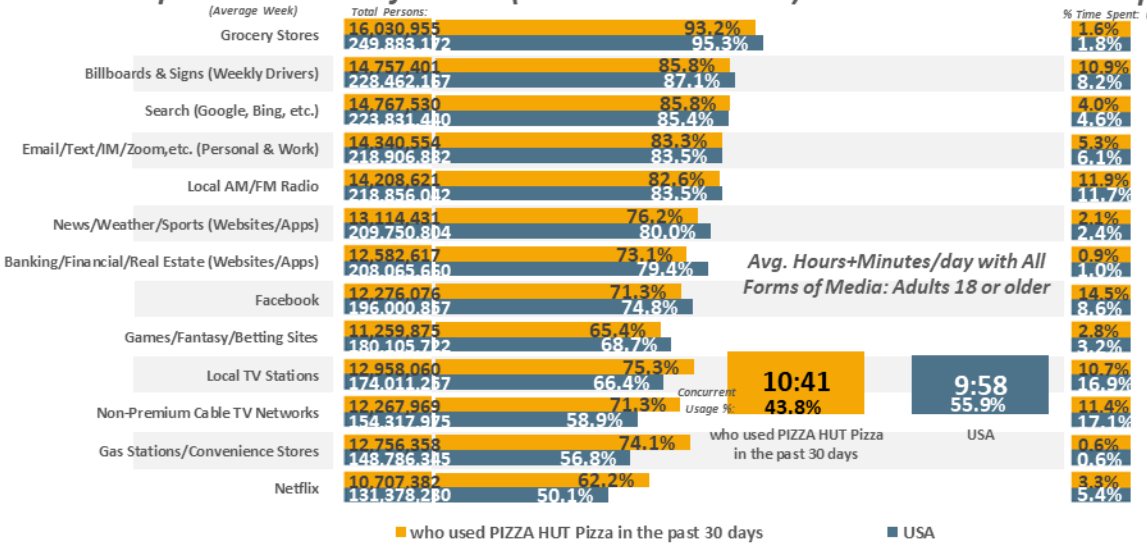
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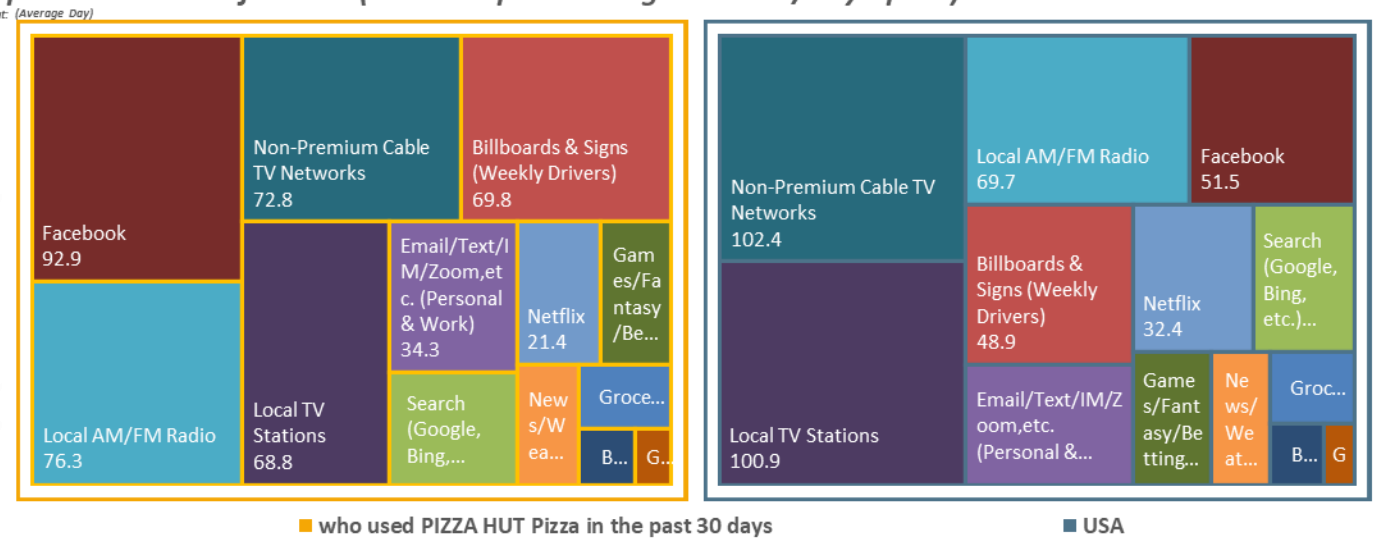
Quick service restaurants used past 30 days: Little Caesars

Adults 18 or older who used PIZZA HUT Pizza in the past 30 days spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

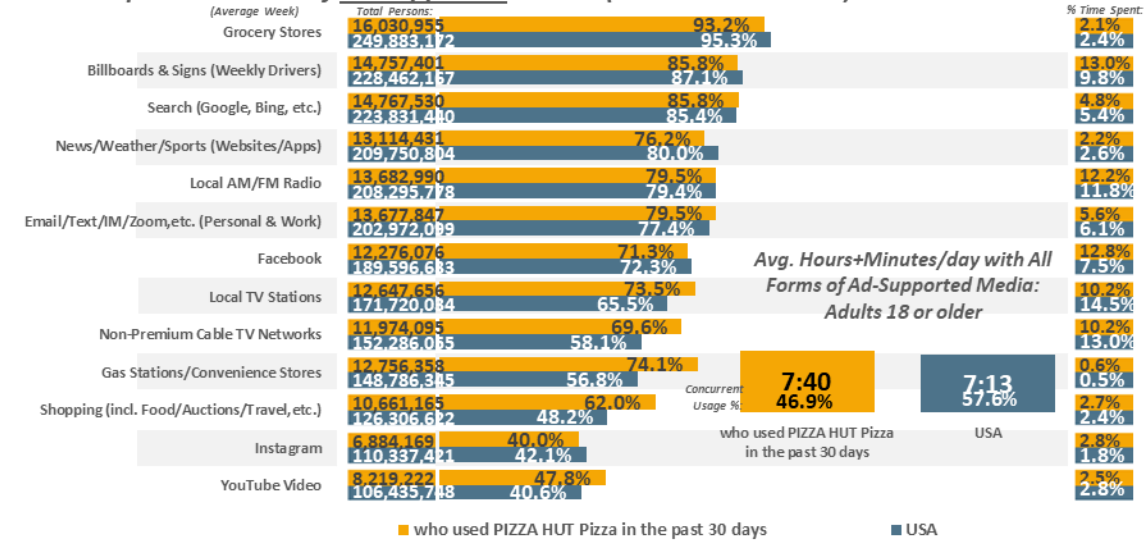
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



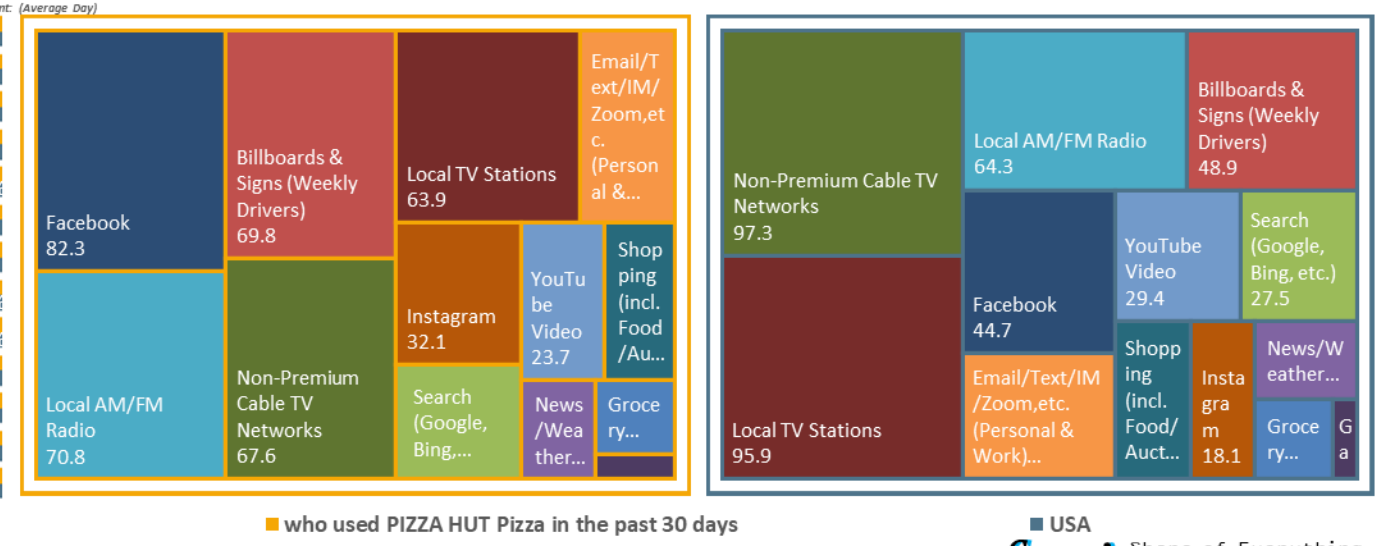
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

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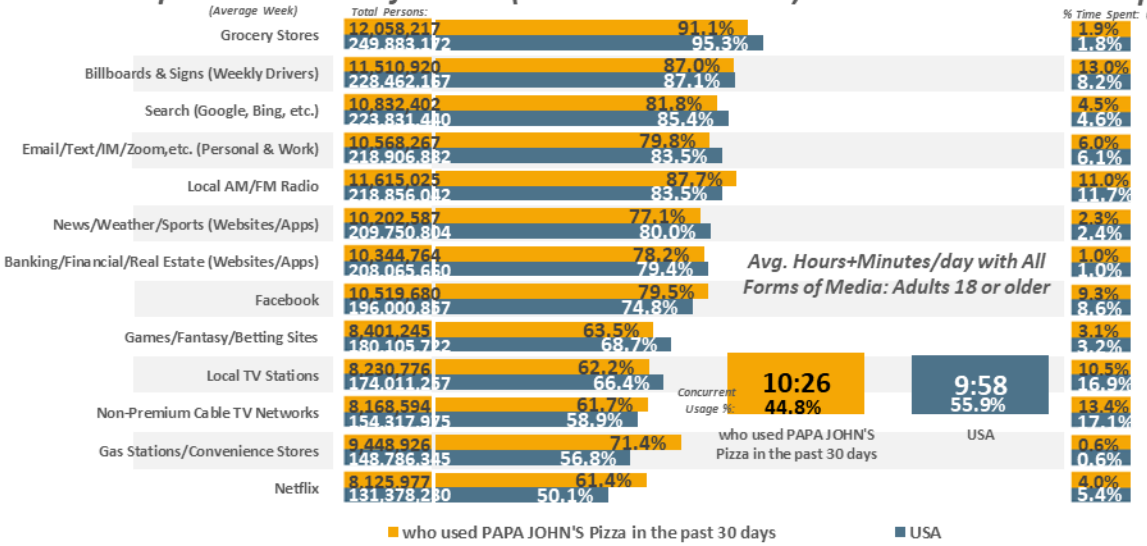
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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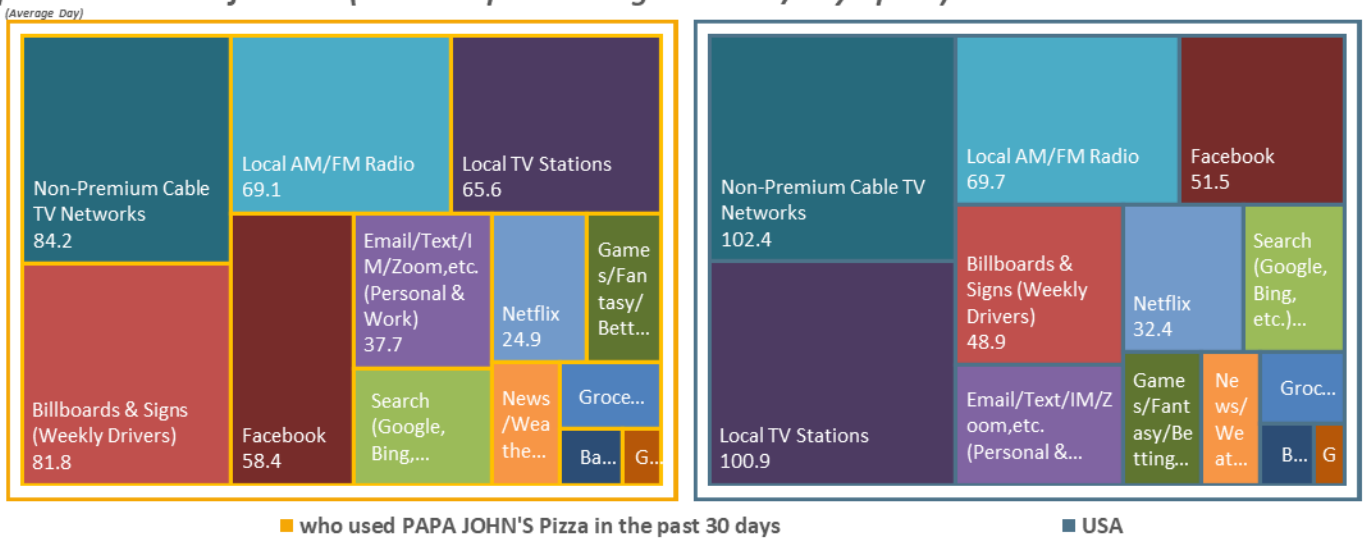
Quick service restaurants used past 30 days: Pizza Hut

Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

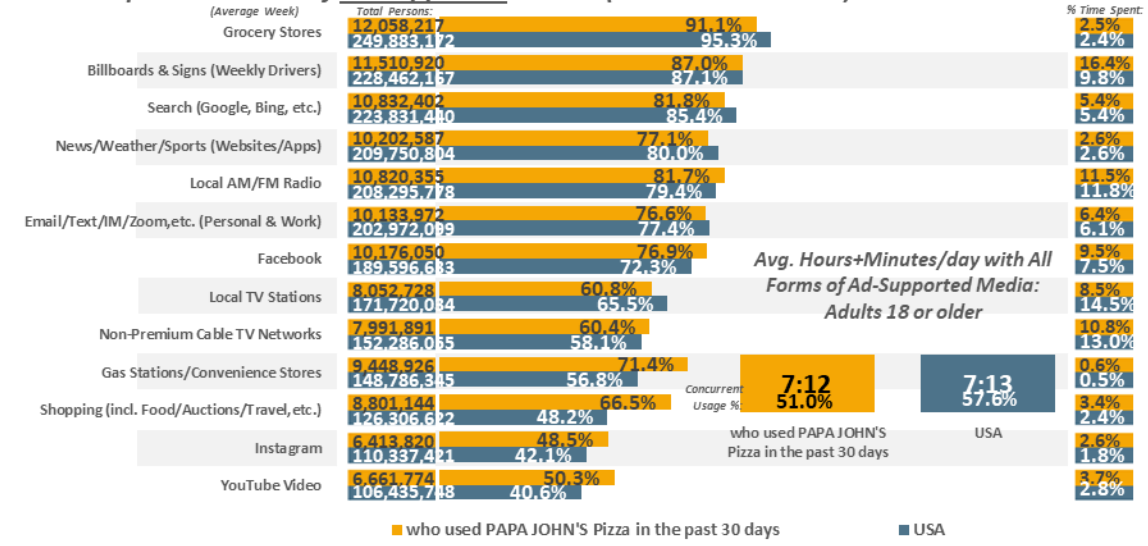
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



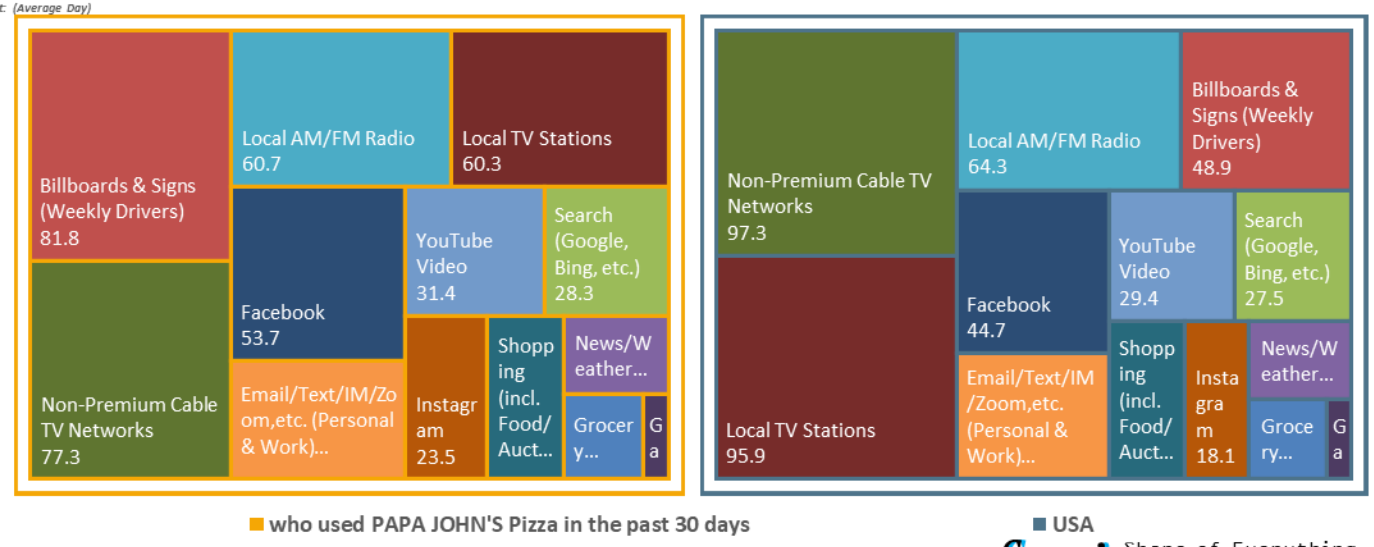
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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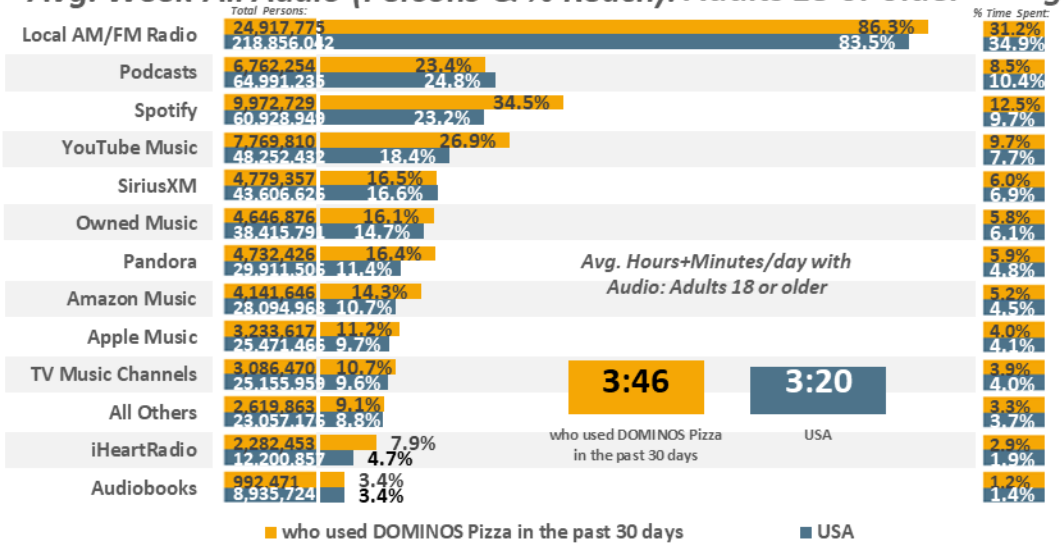
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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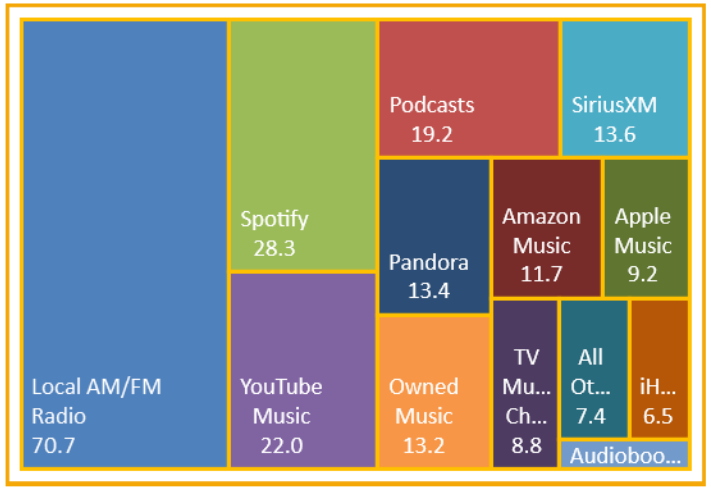
Quick service restaurants used past 30 days: Papa Johns Pizza

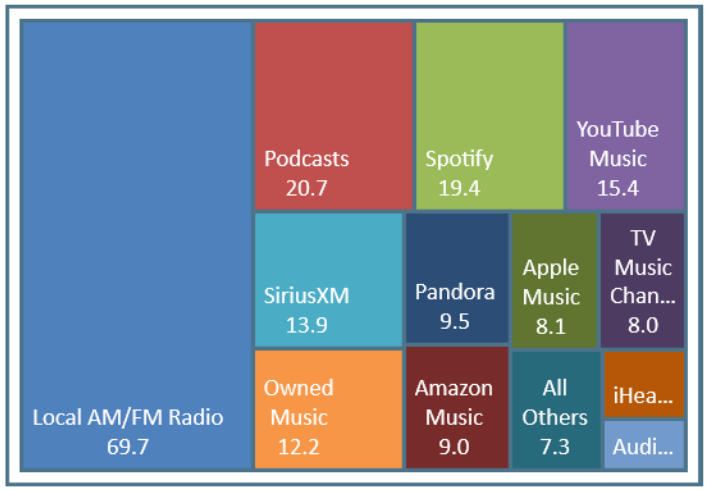
23,964,884 or 83.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

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

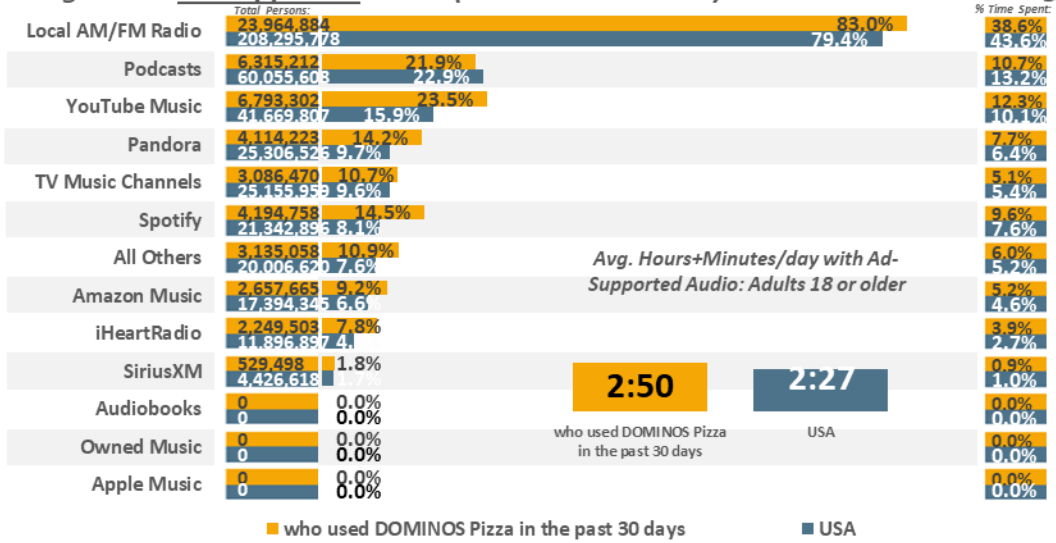


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

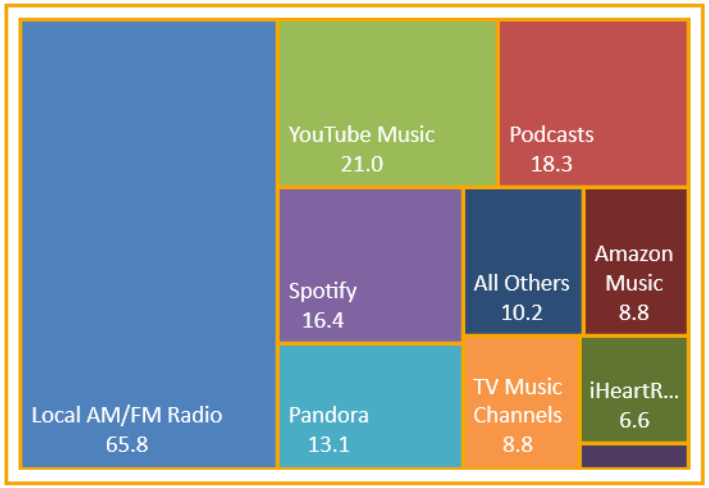


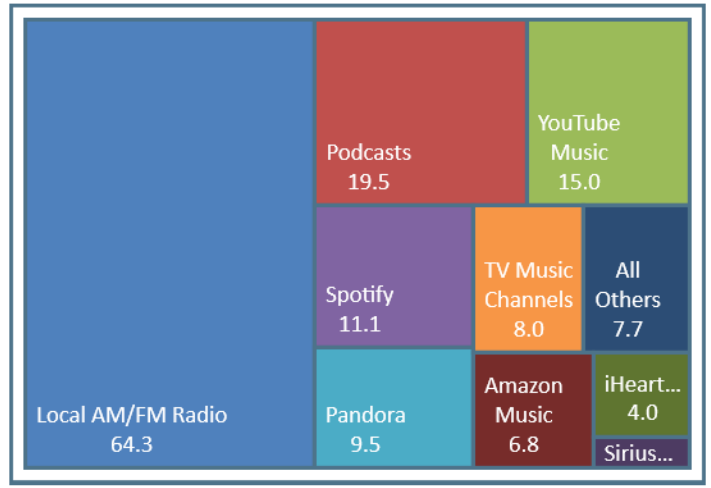


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

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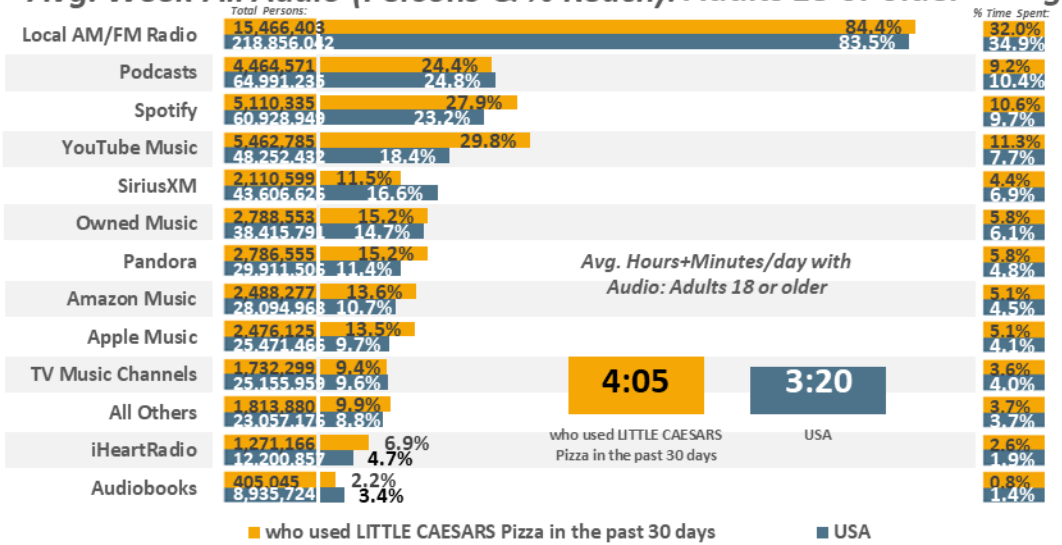
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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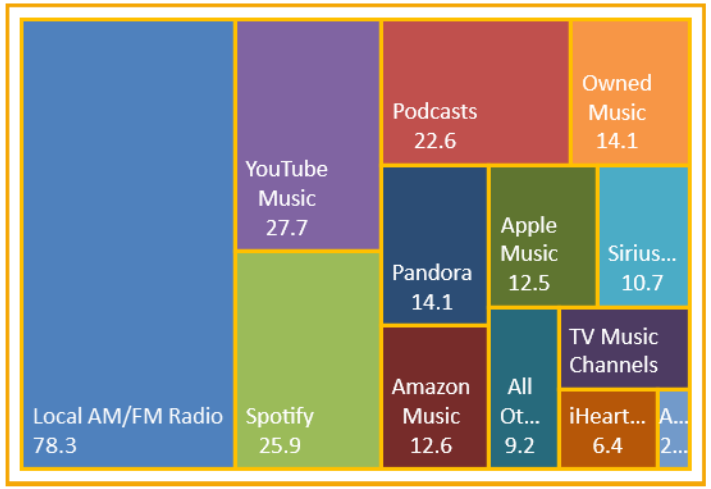
Quick service restaurants used past 30 days: Domino's

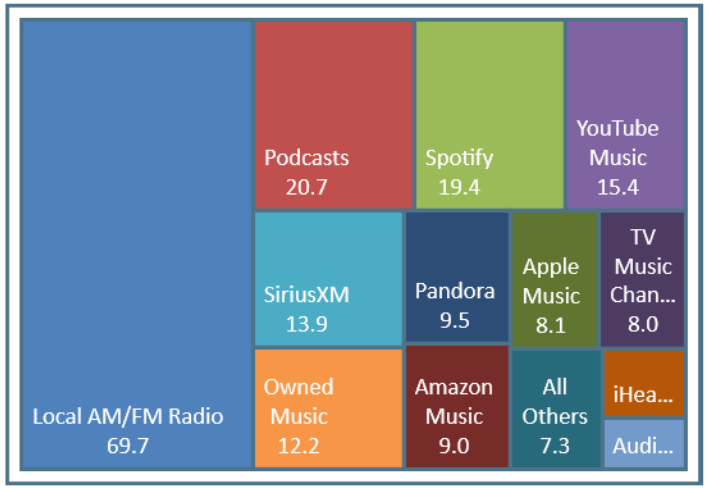
14,826,860 or 80.9% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

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

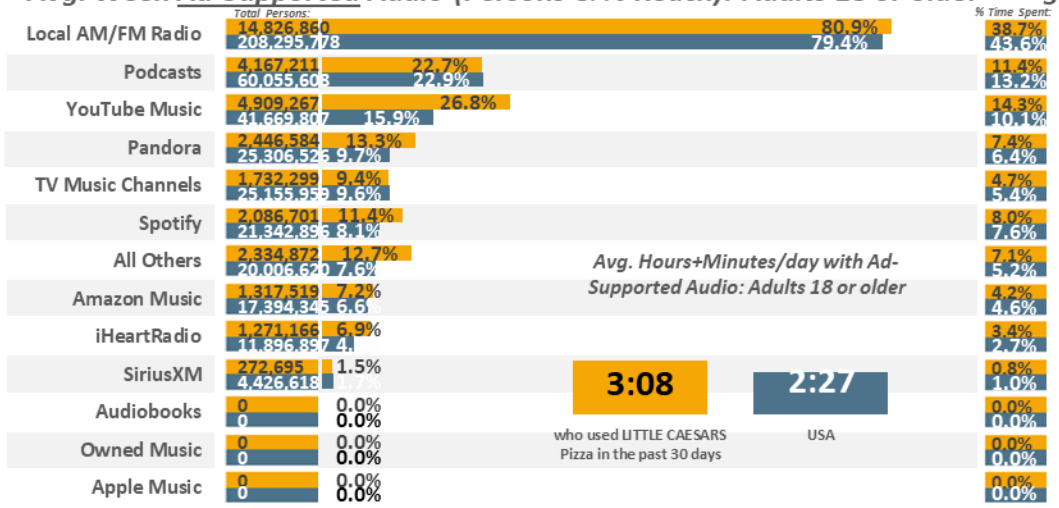


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

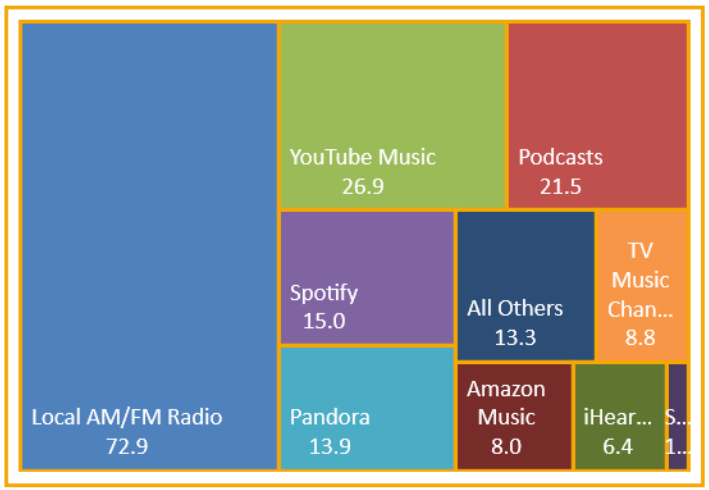


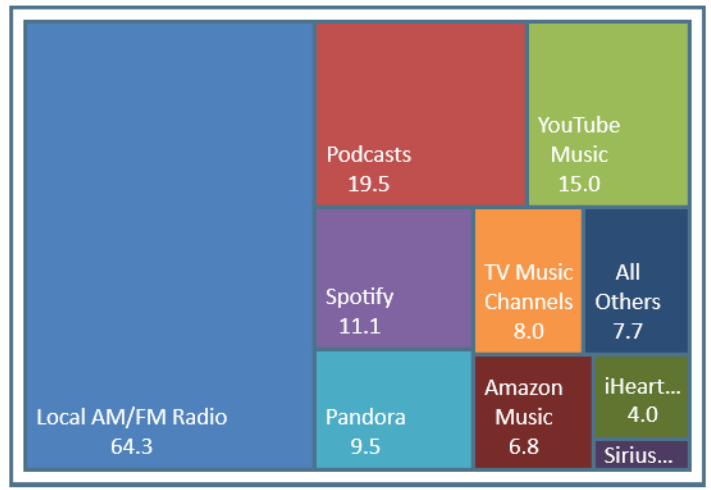


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

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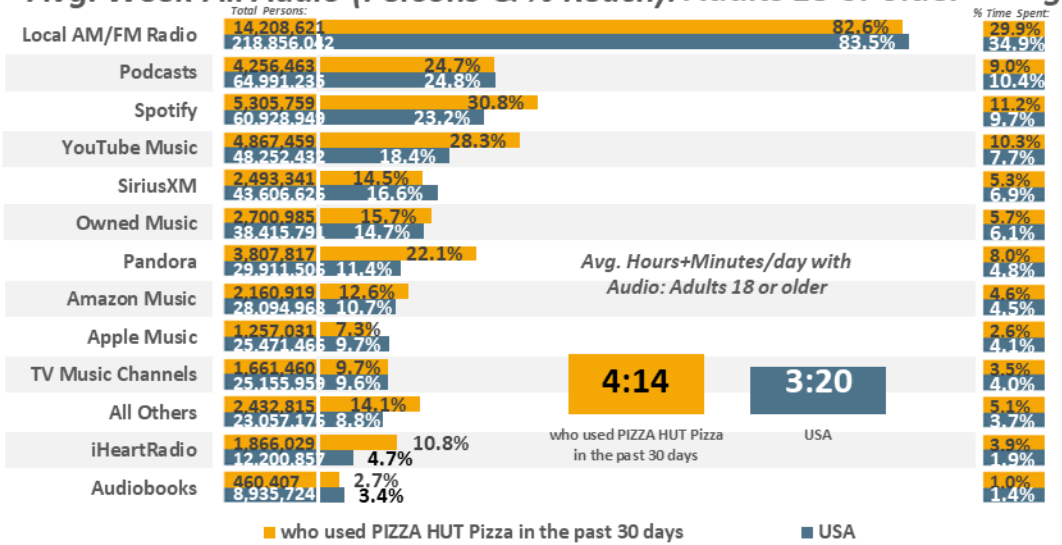
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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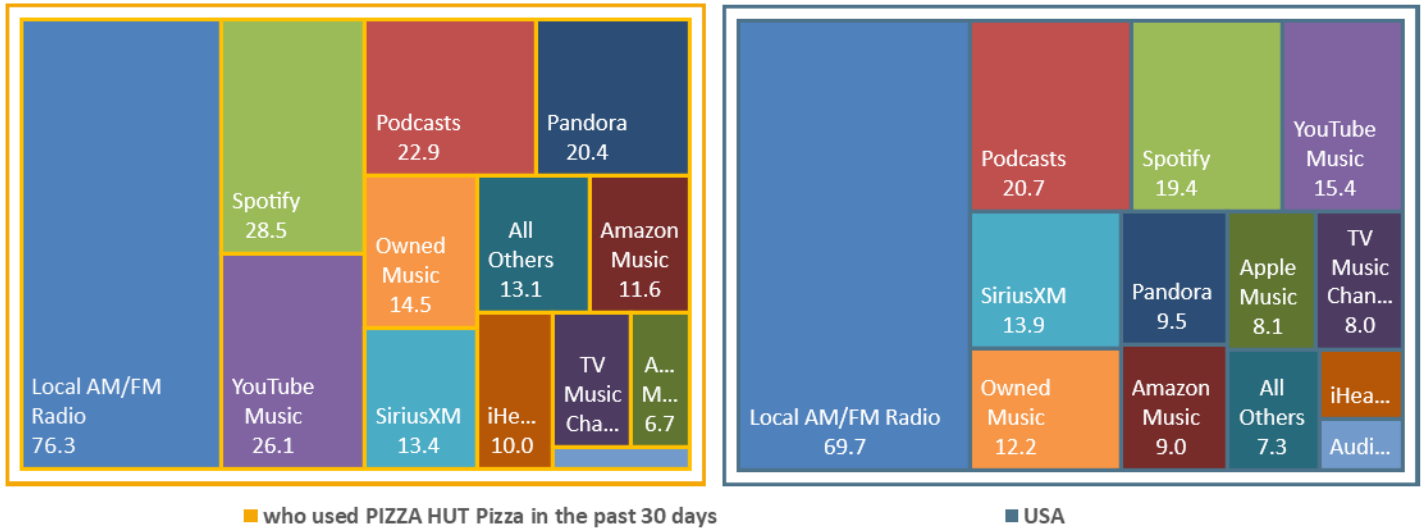
Quick service restaurants used past 30 days: Little Caesars

13,682,990 or 79.5% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

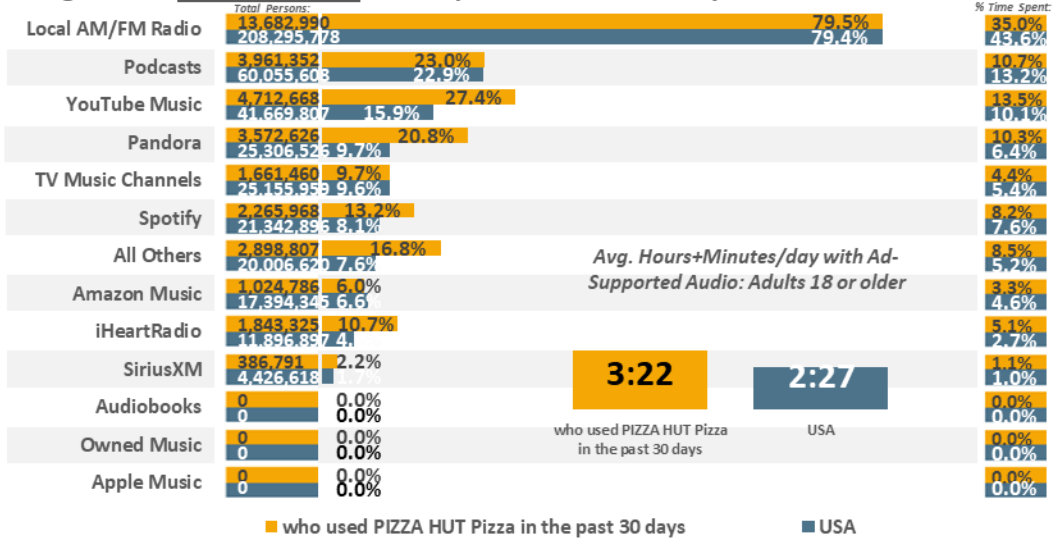
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



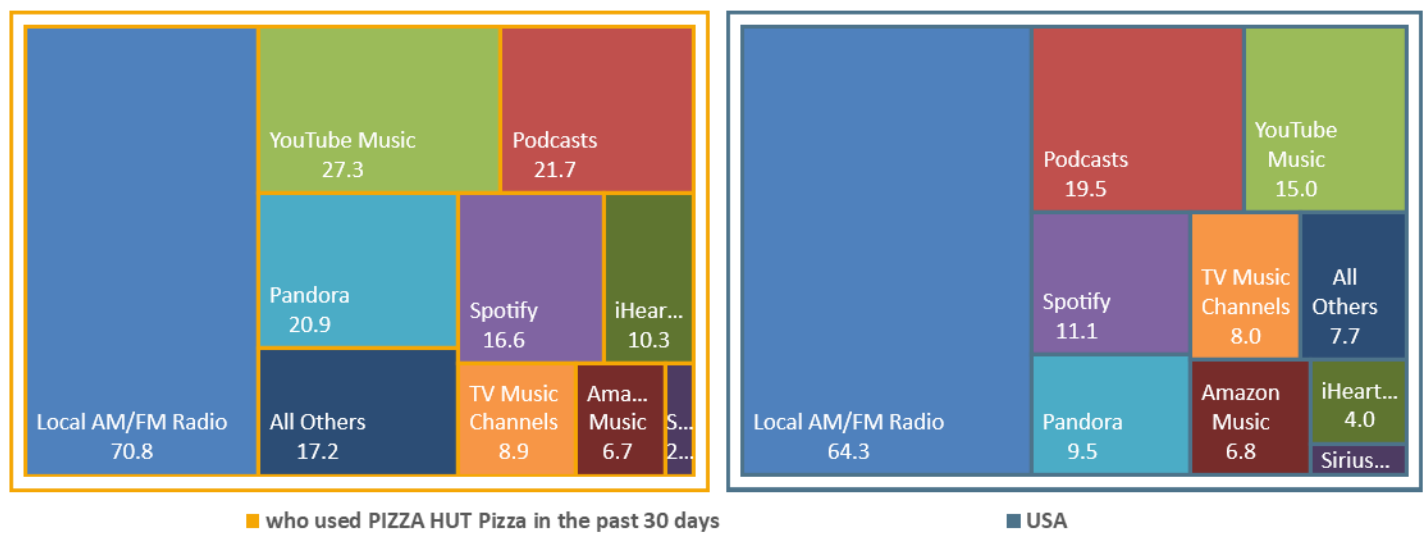
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

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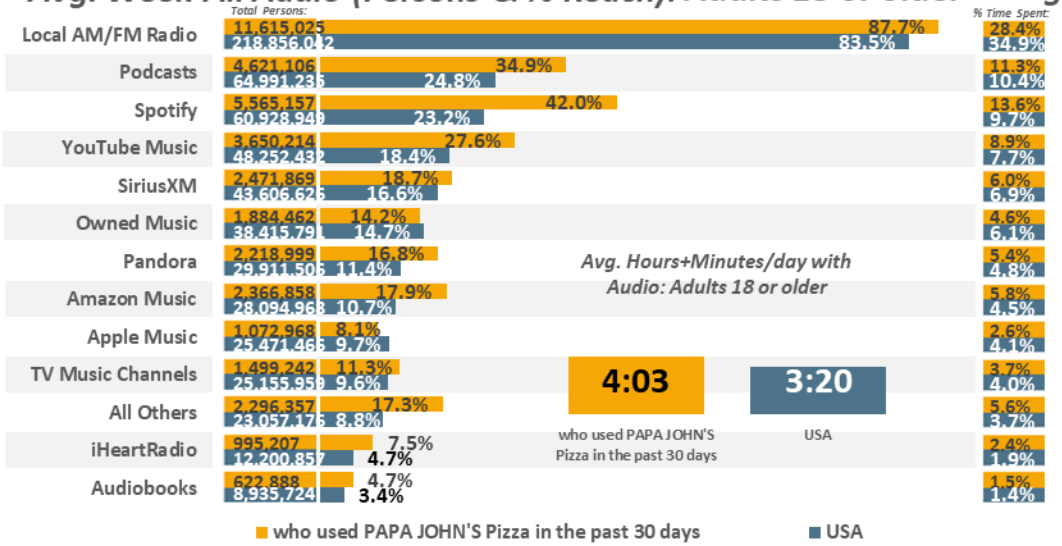
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything

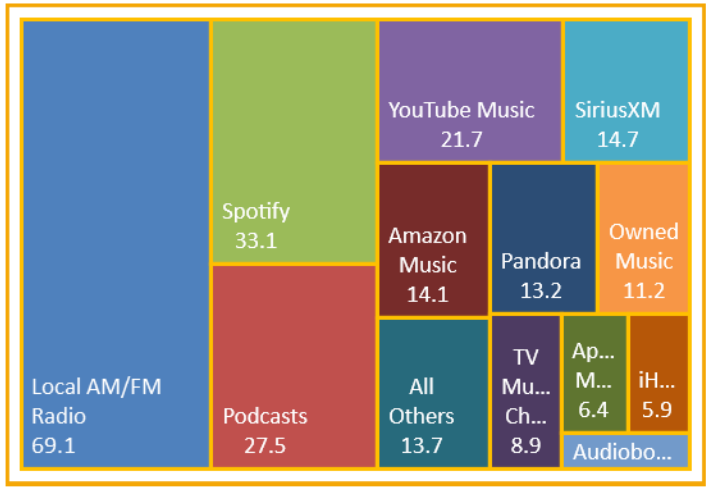
Quick service restaurants used past 30 days: Pizza Hut

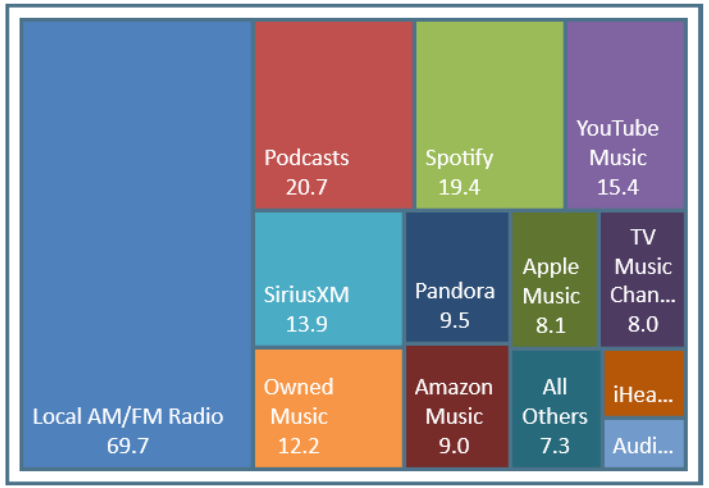
10,820,355 or 81.7% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

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

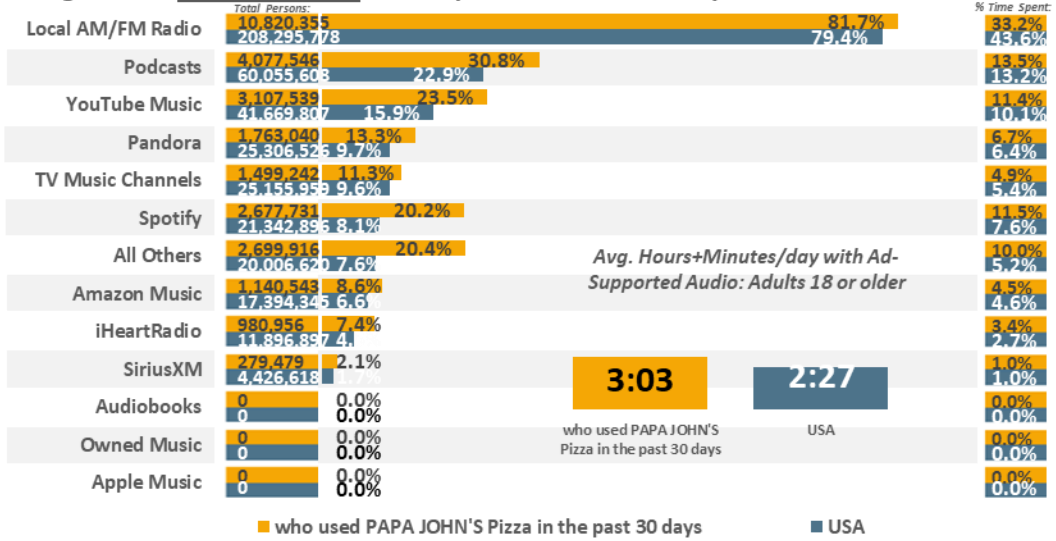


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

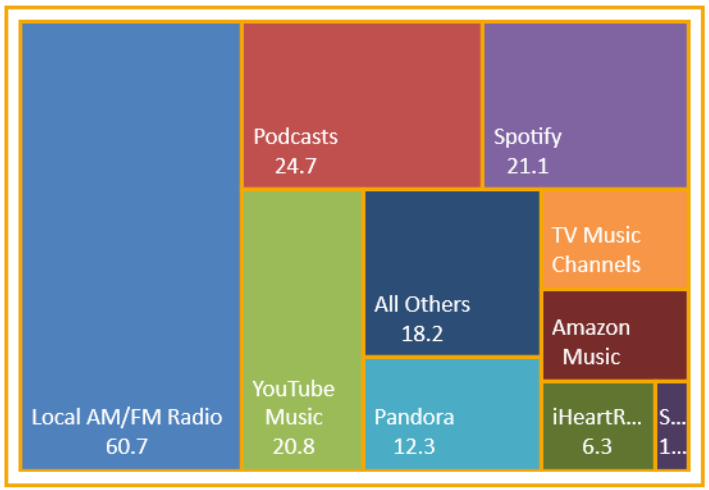


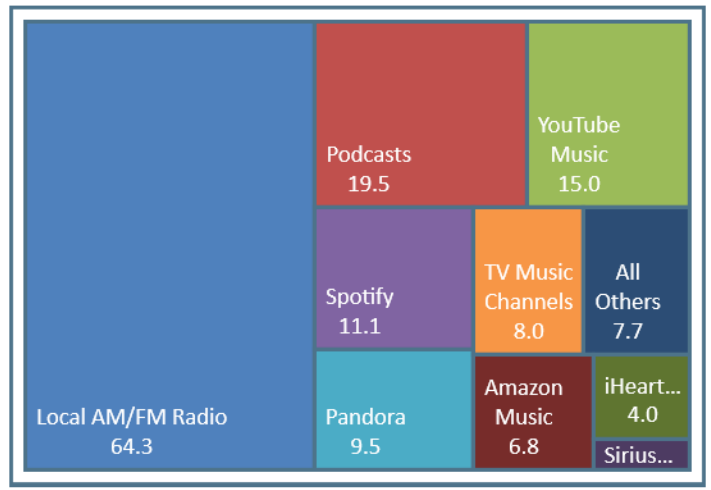


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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Quick service restaurants used past 30 days: Papa Johns Pizza

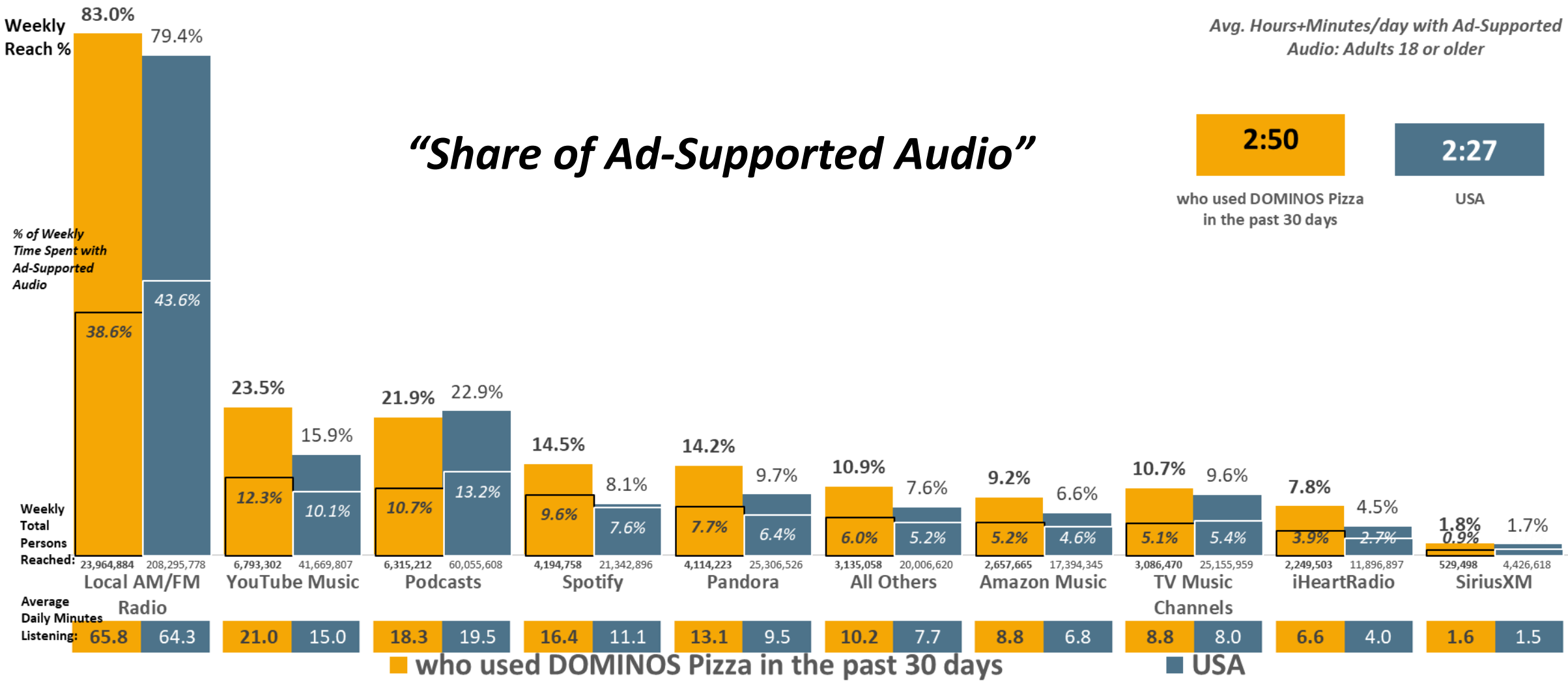
23,964,884 or 83.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

2:50 who used DOMINOS Pizza in the past 30 days

2:27 USA



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Quick service restaurants used past 30 days: Domino's

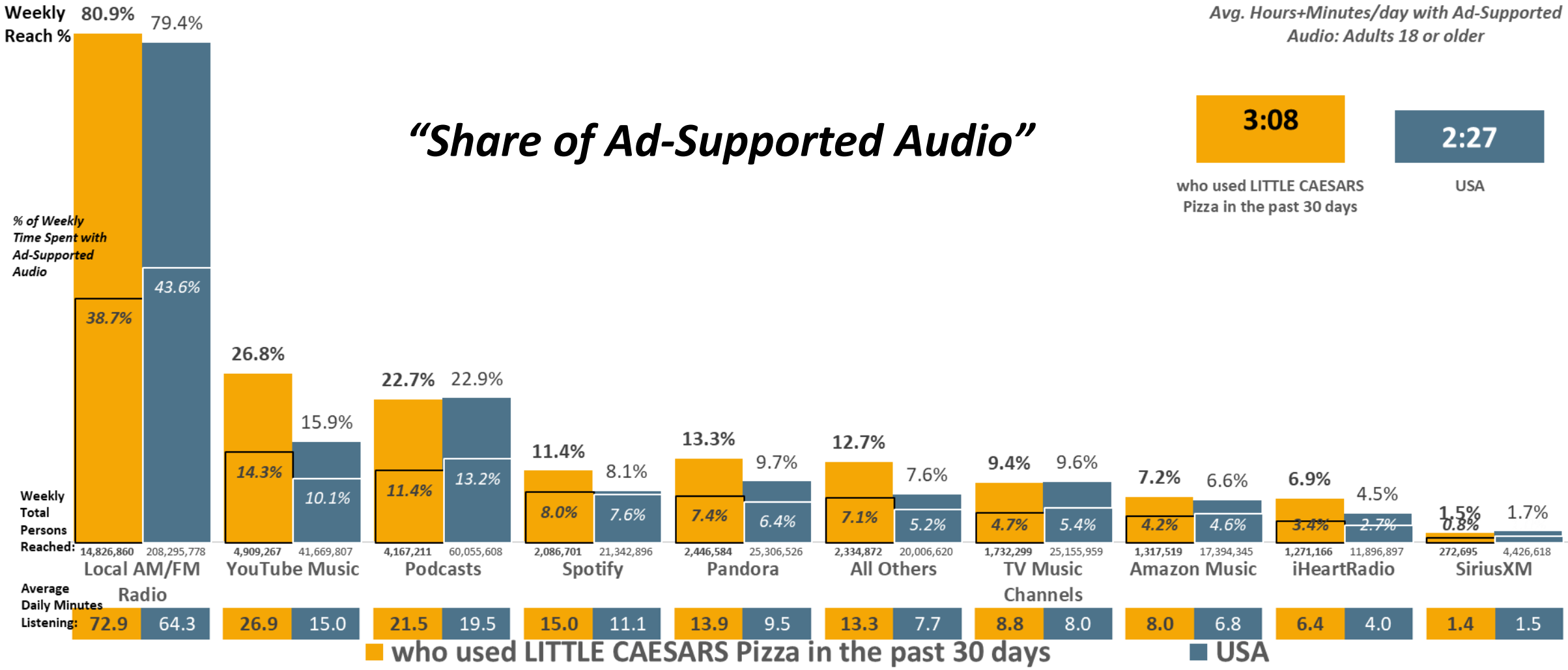
14,826,860 or 80.9% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

3:08 who used LITTLE CAESARS Pizza in the past 30 days

2:27 USA



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Quick service restaurants used past 30 days: Little Caesars

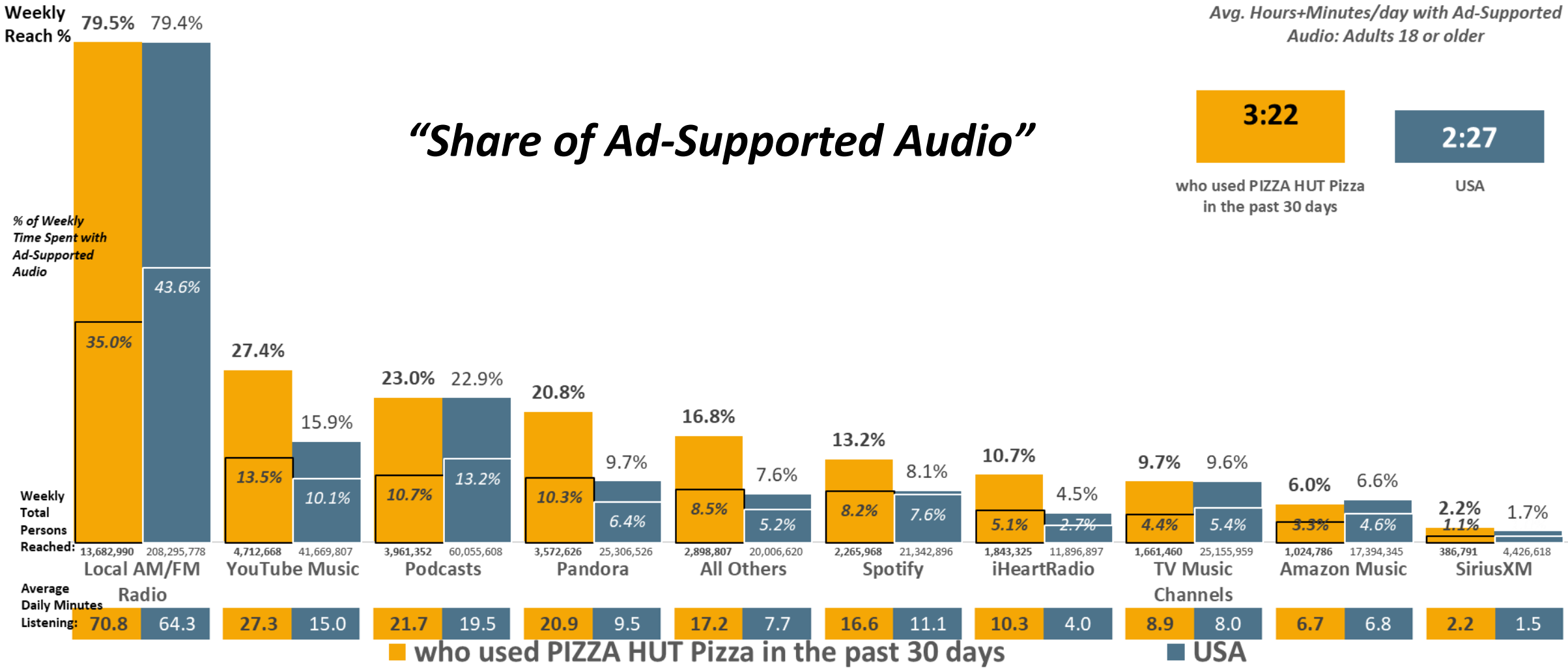
13,682,990 or 79.5% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

3:22 who used PIZZA HUT Pizza in the past 30 days

2:27 USA



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Quick service restaurants used past 30 days: Pizza Hut

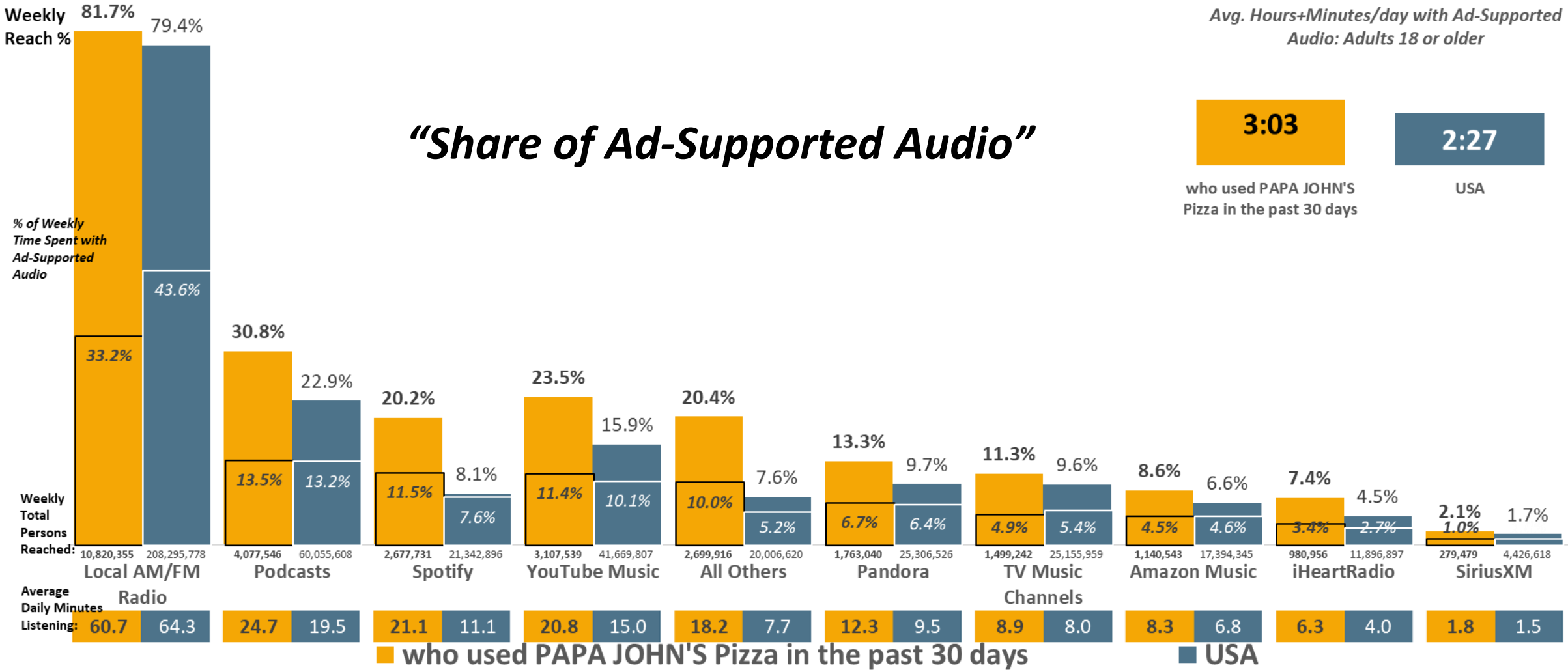
10,820,355 or 81.7% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

3:03 who used PAPA JOHN'S Pizza in the past 30 days

2:27 USA

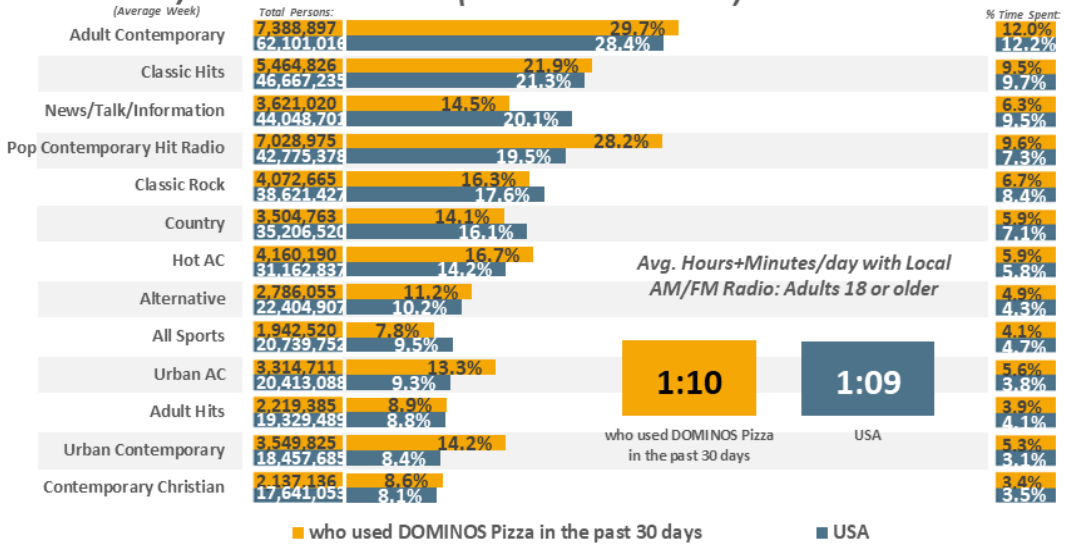


USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462
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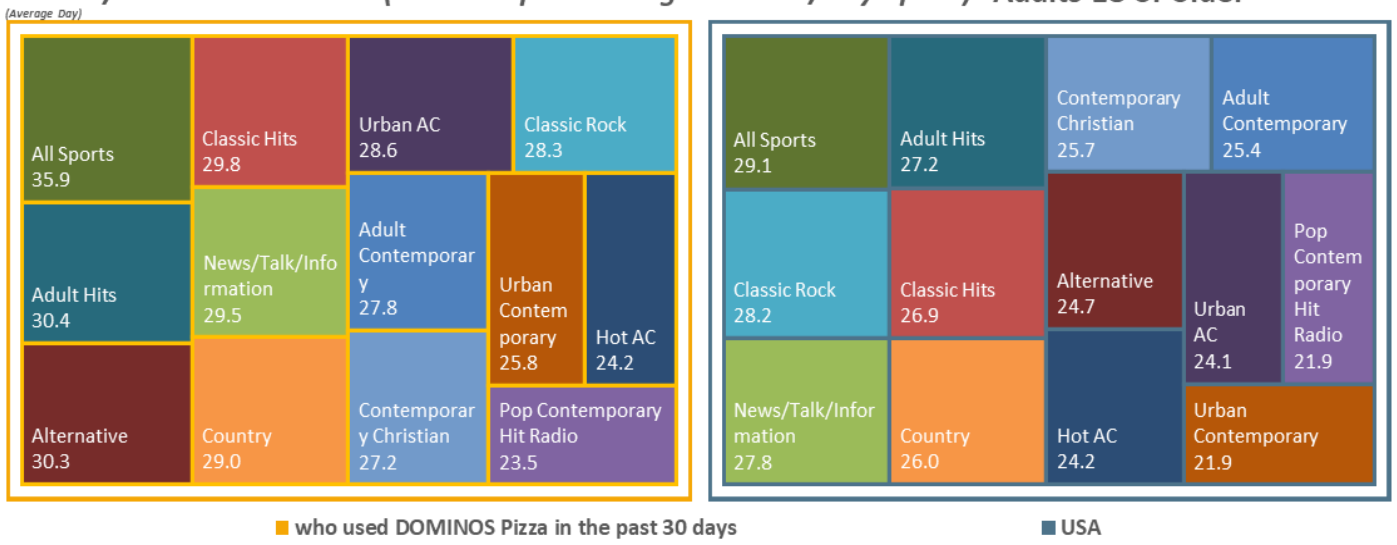
Quick service restaurants used past 30 days: Papa Johns Pizza

23,964,884 or 83.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Classic Rock.

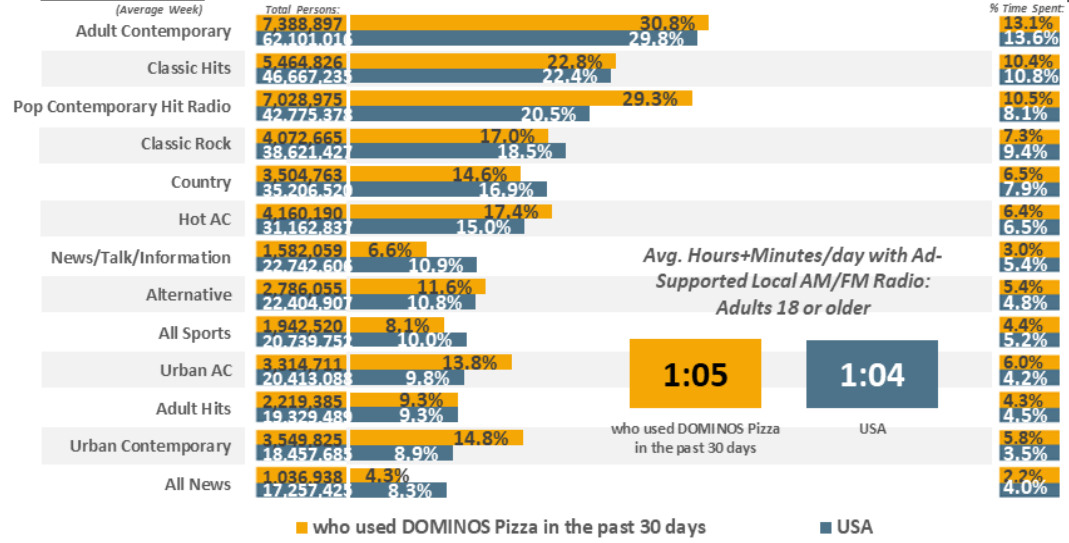
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



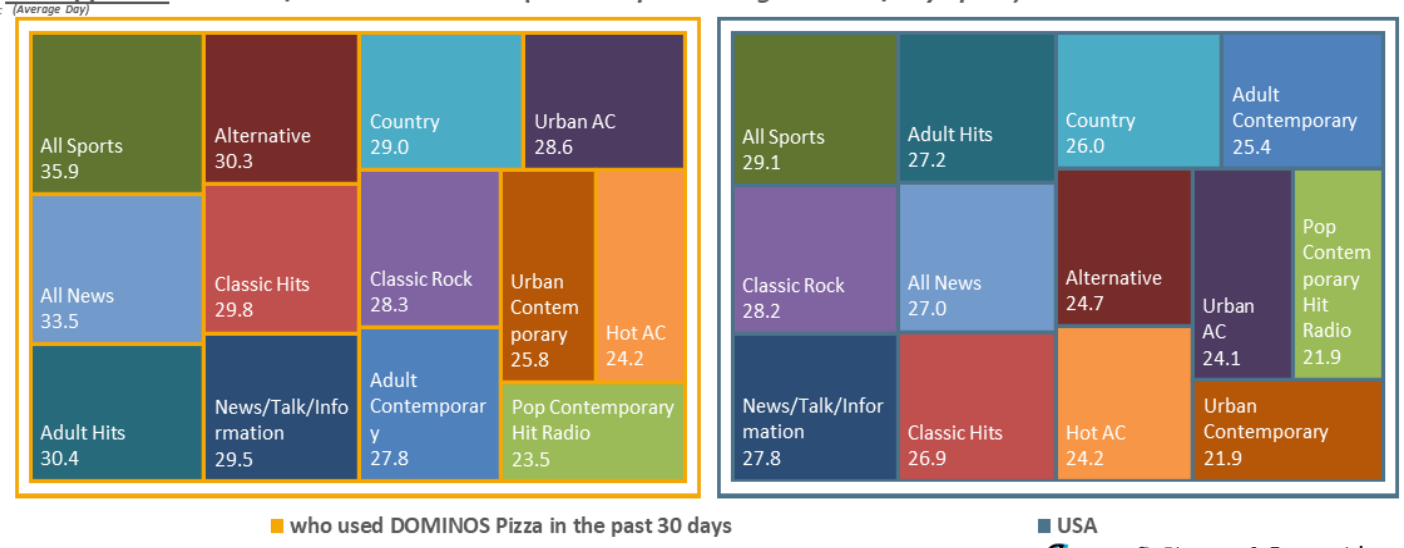
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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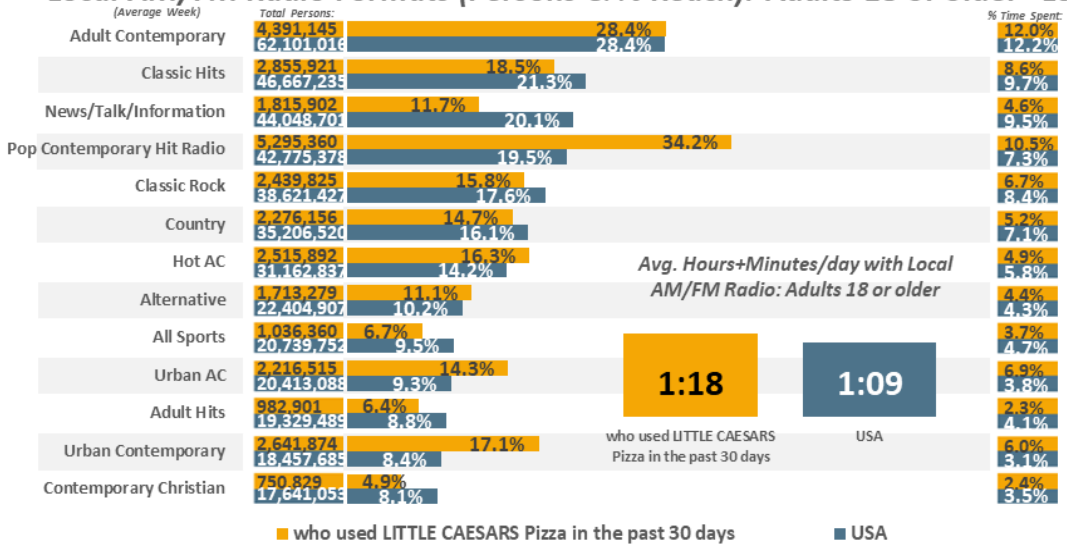
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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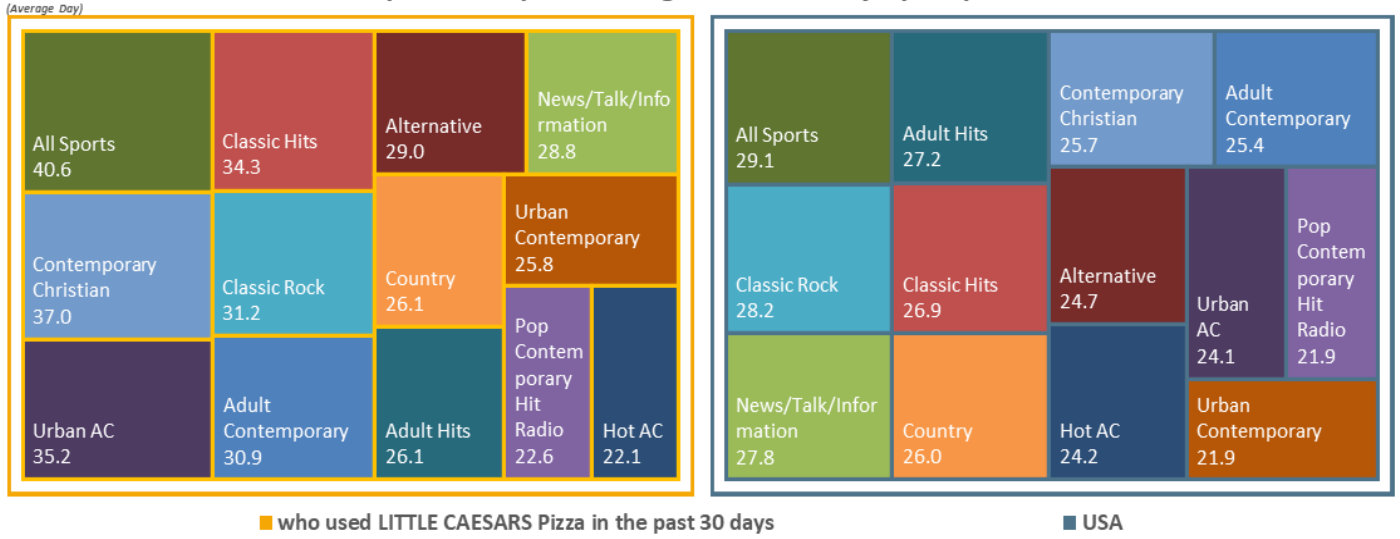
Quick service restaurants used past 30 days: Domino's

14,826,860 or 80.9% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Mexican Regional, Classic Hits, and Urban Contempor

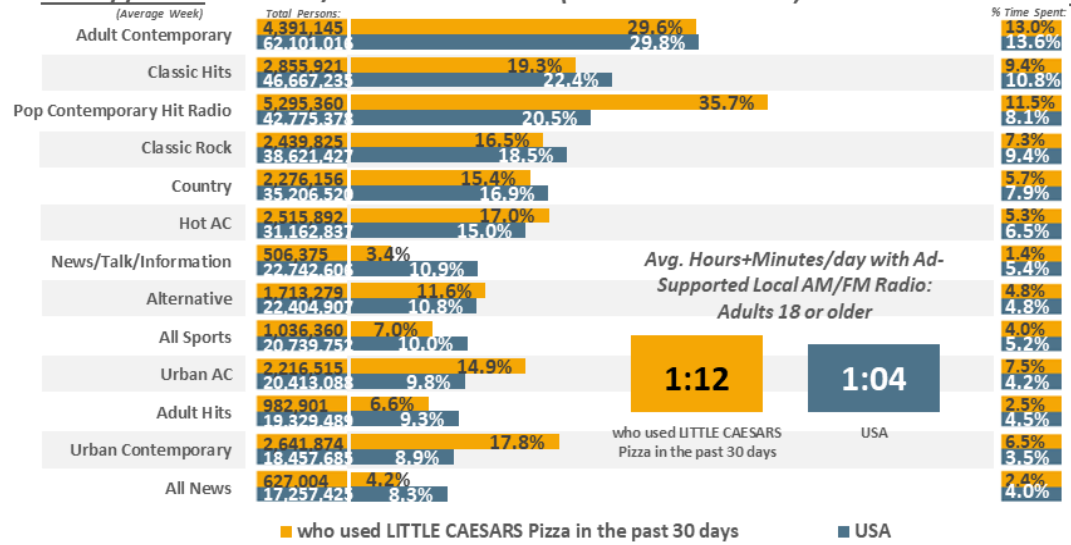
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



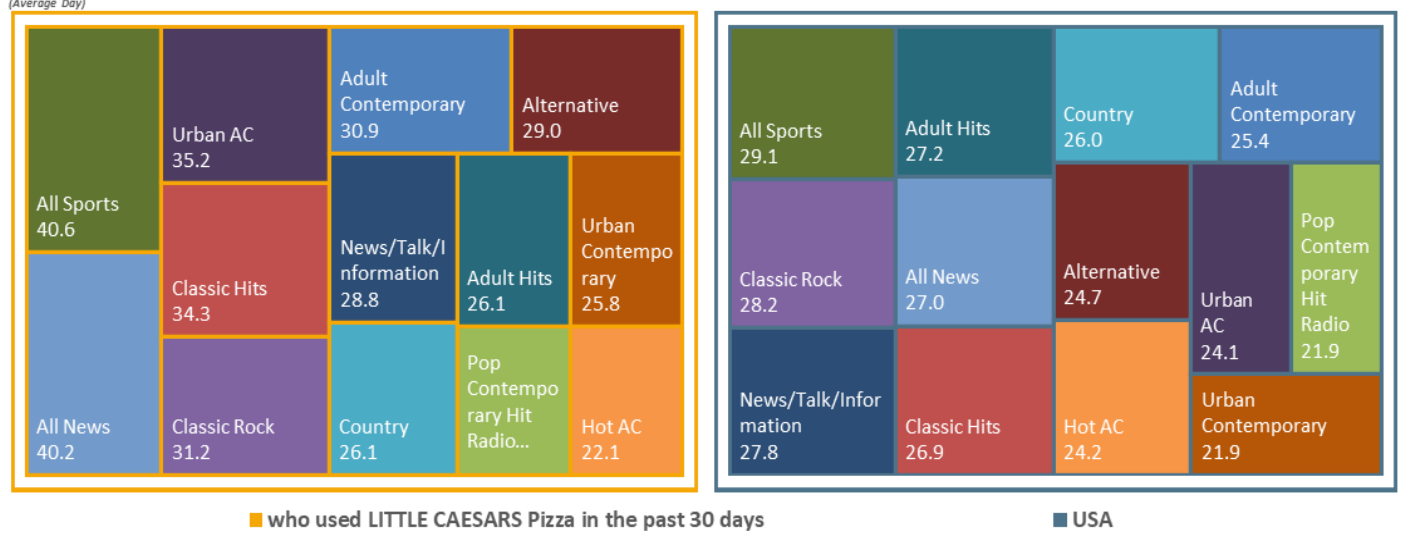
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

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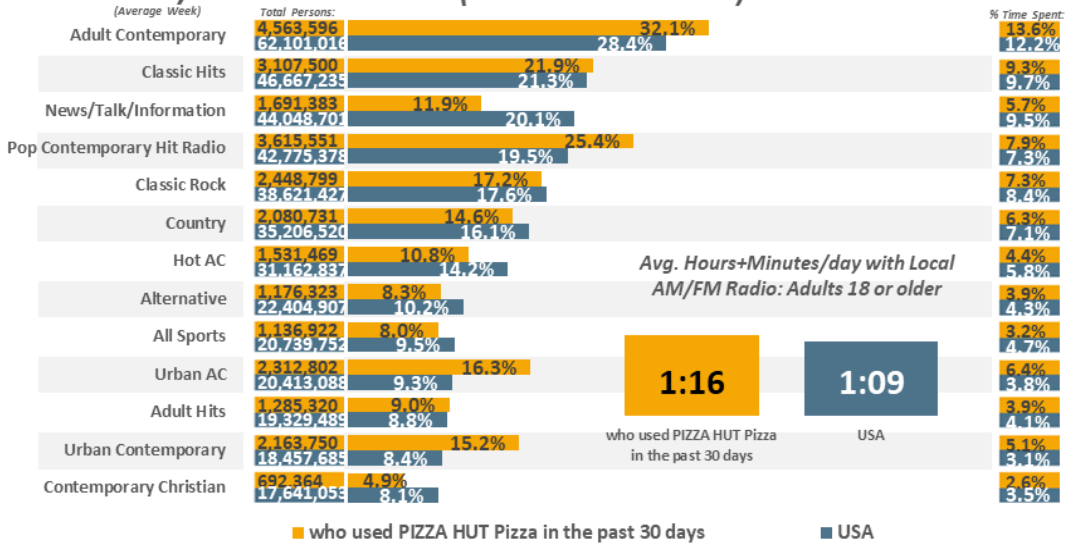
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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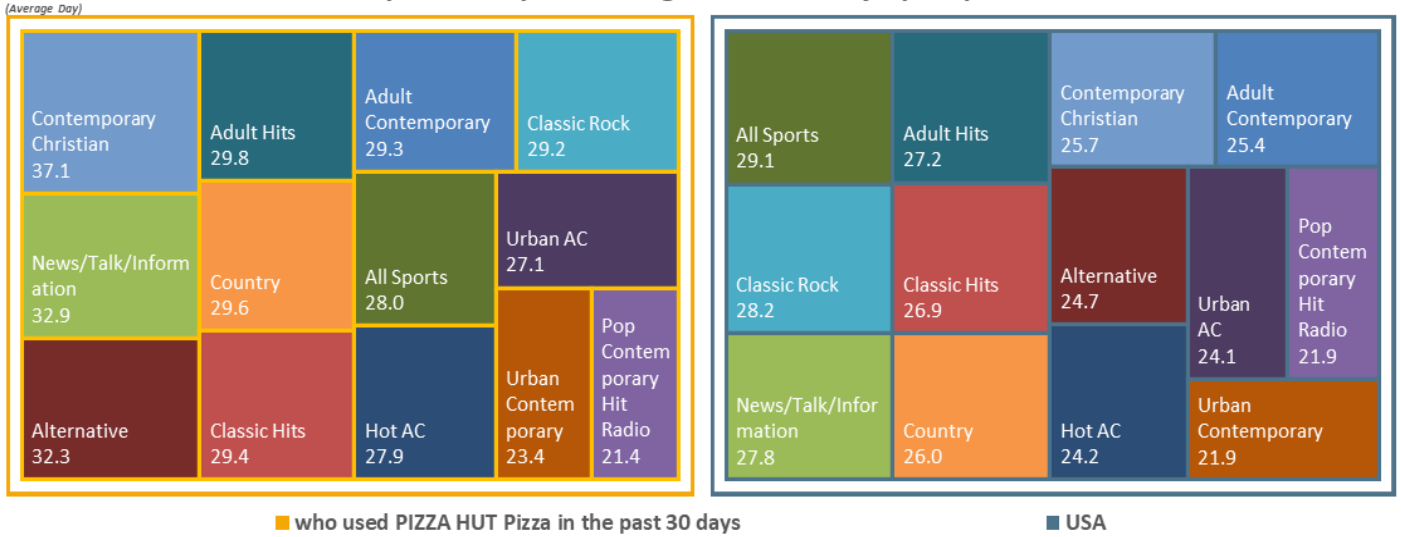
Quick service restaurants used past 30 days: Little Caesars

13,682,990 or 79.5% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Urban AC.

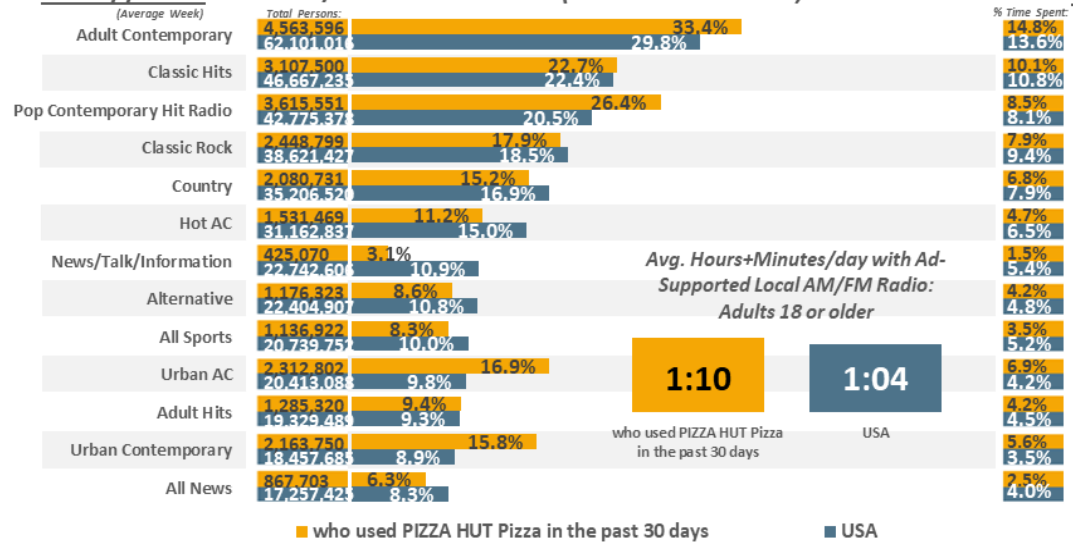
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



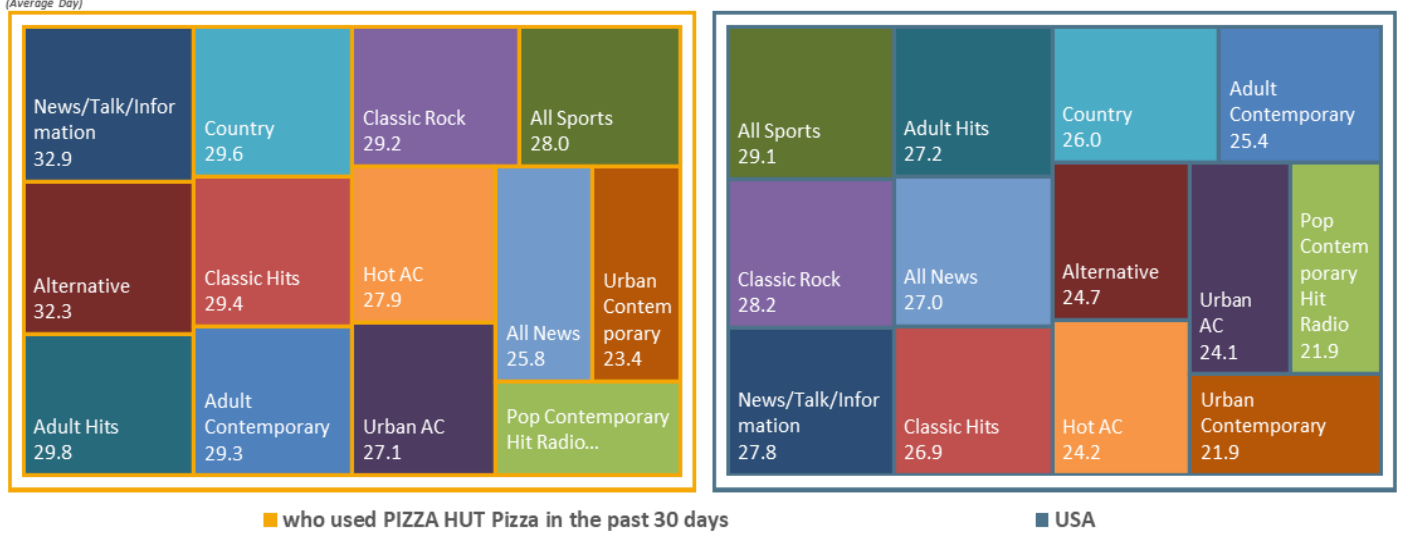
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

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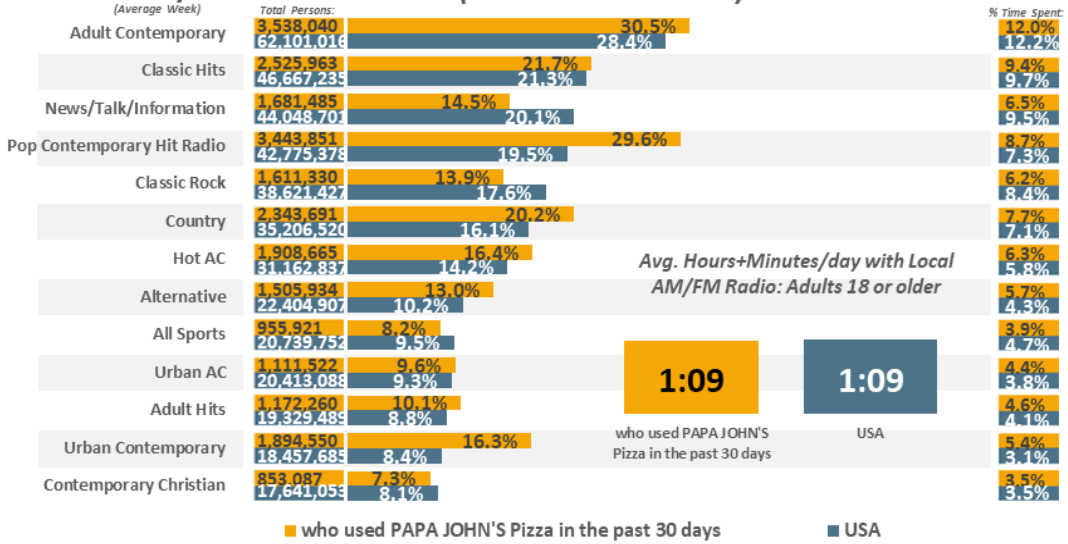
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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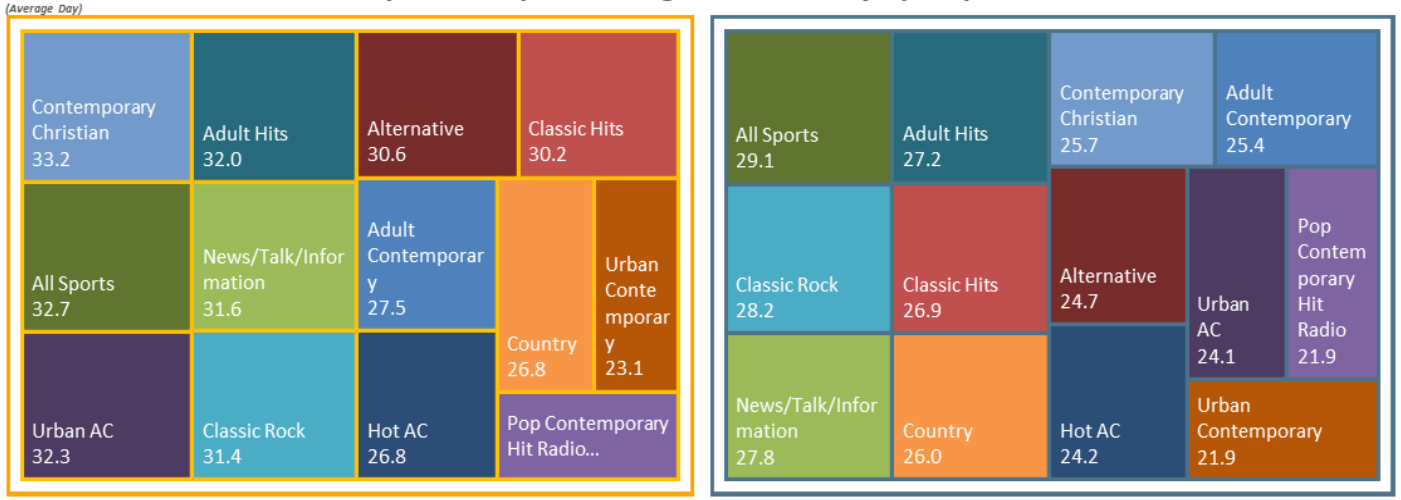
Quick service restaurants used past 30 days: Pizza Hut

10,820,355 or 81.7% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

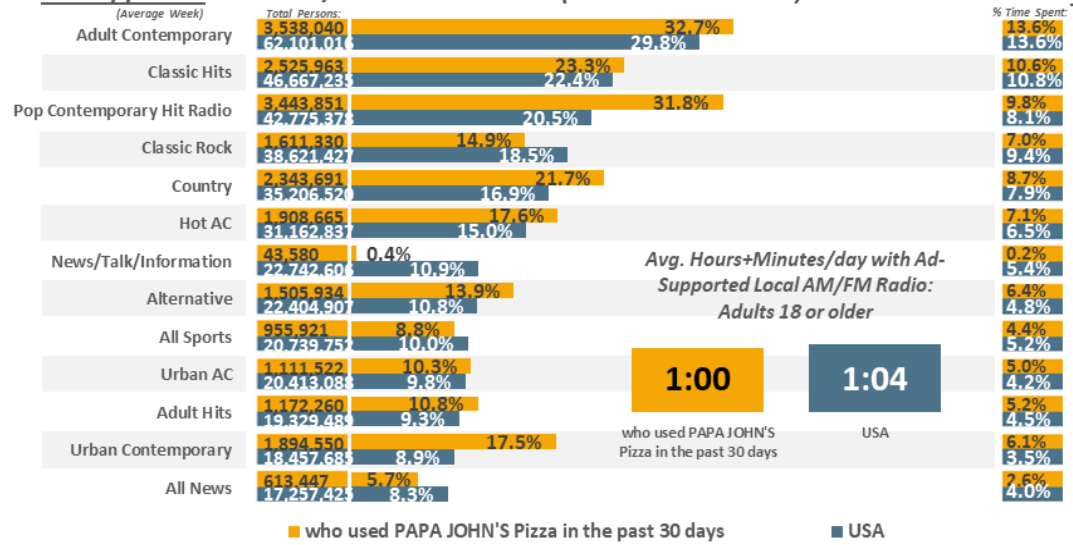
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



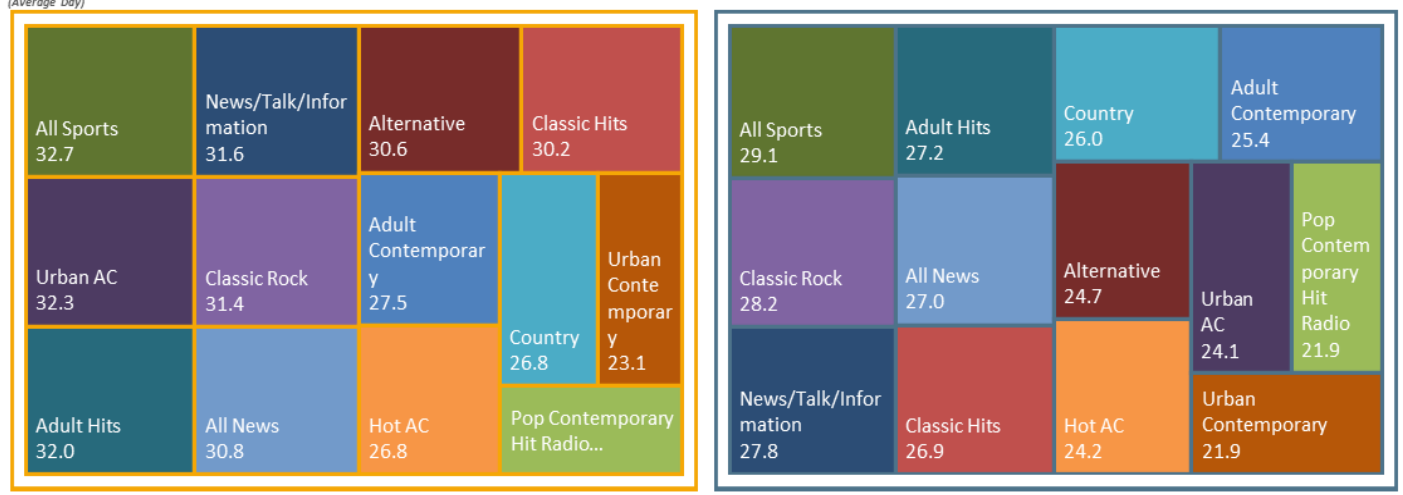
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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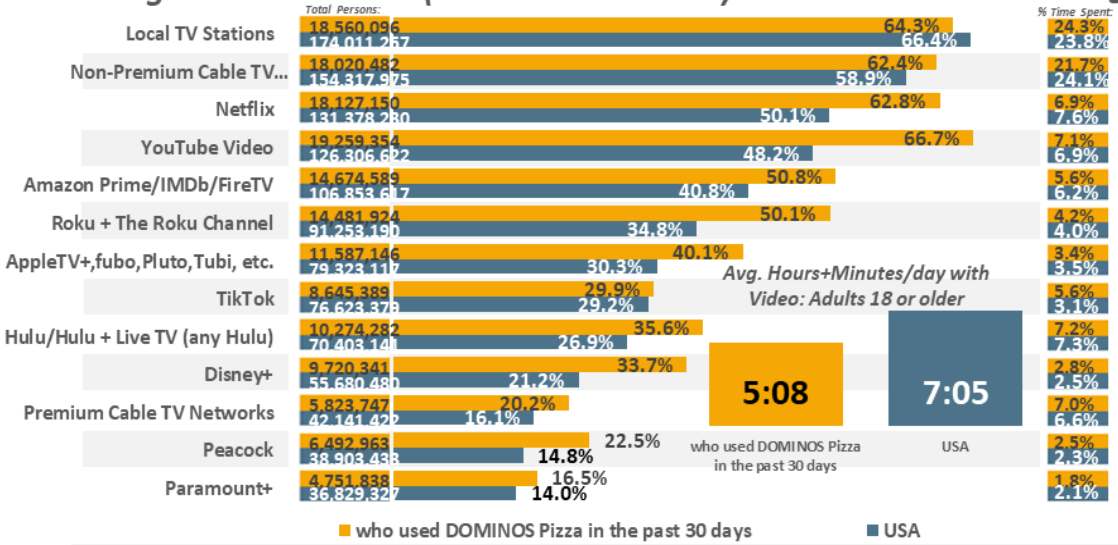
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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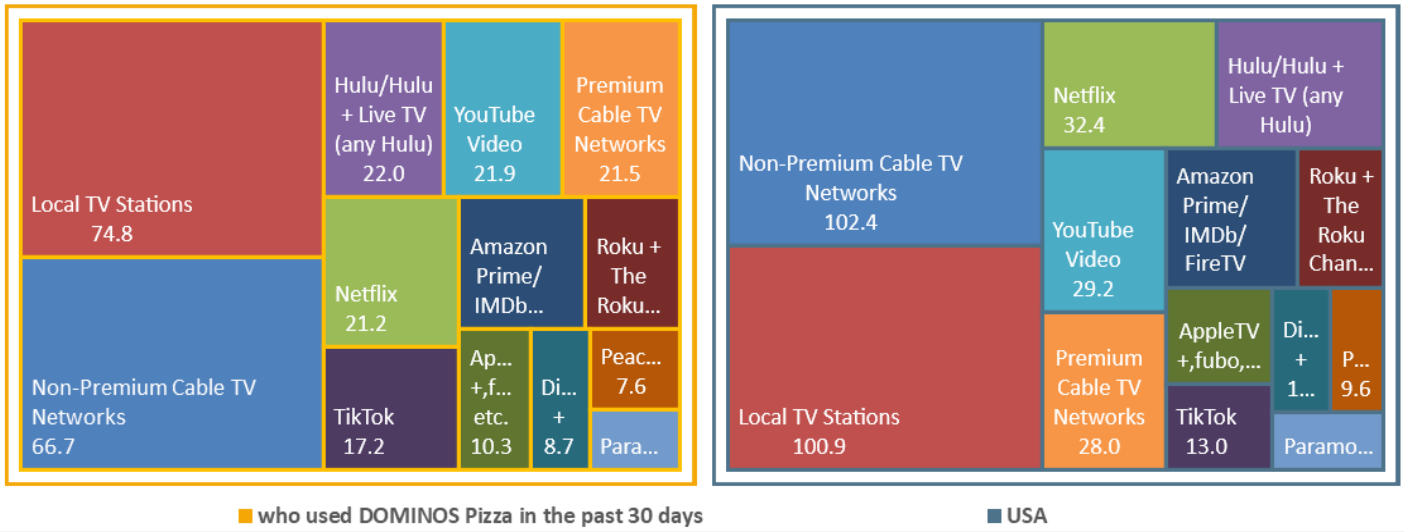
Quick service restaurants used past 30 days: Papa Johns Pizza

18,196,487 or 63.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 71.4 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

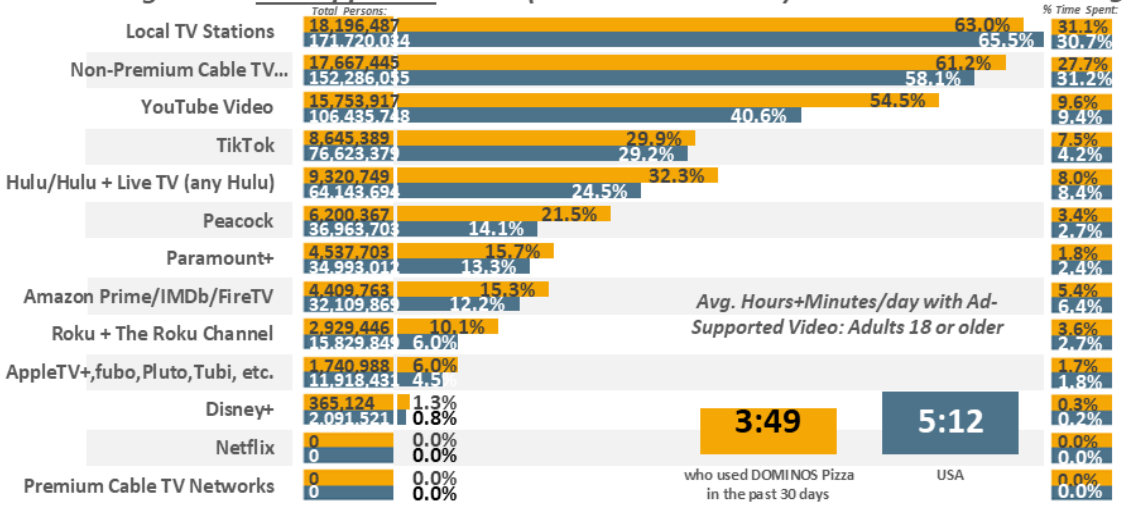
Avg. Week All Video (Persons & % Reach): Adults 18 or older



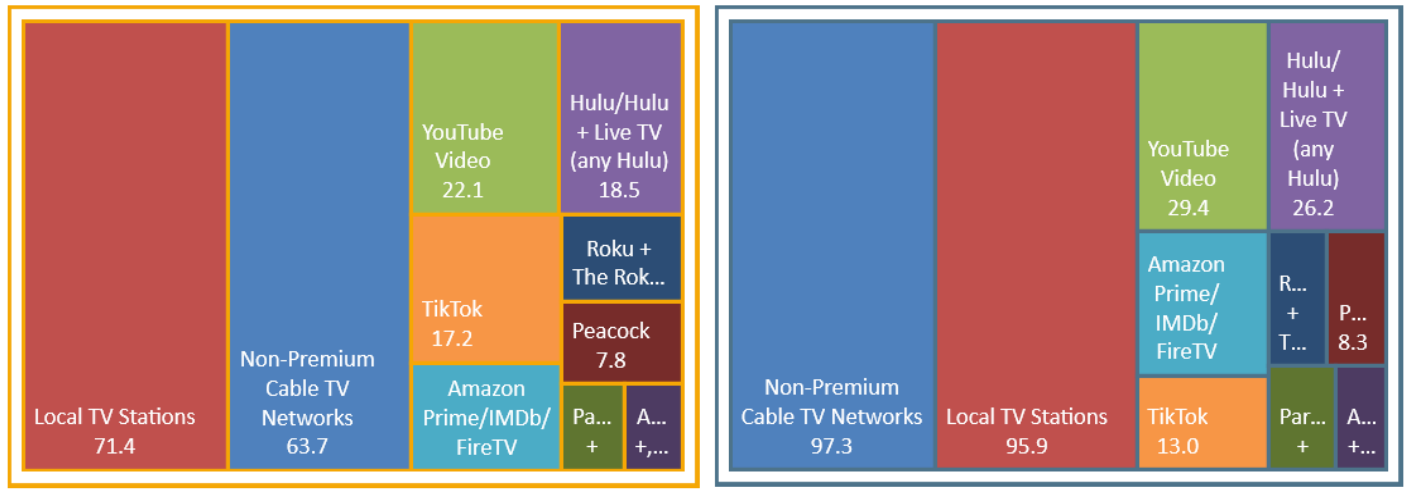
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

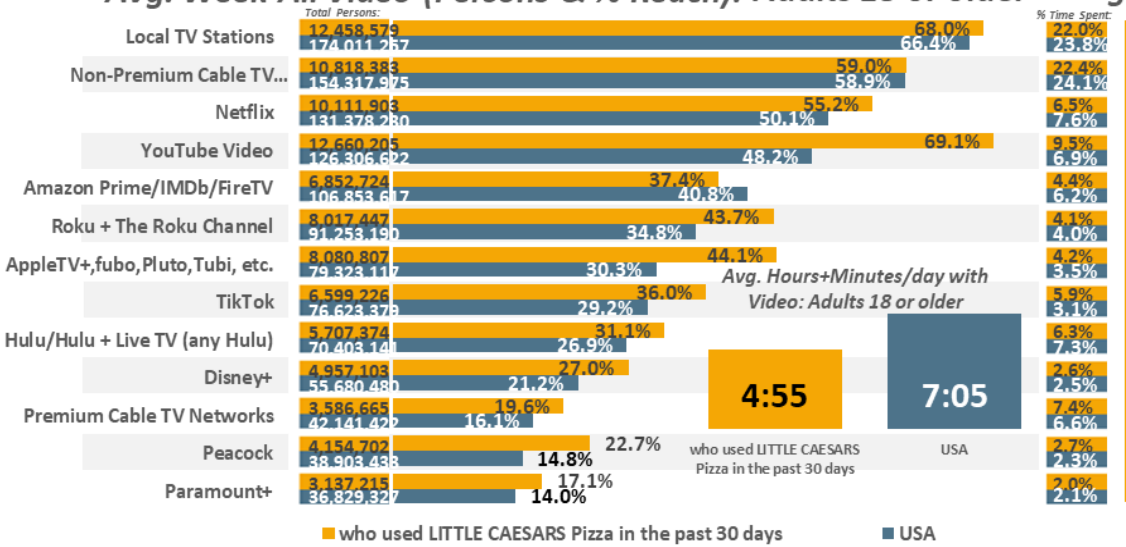
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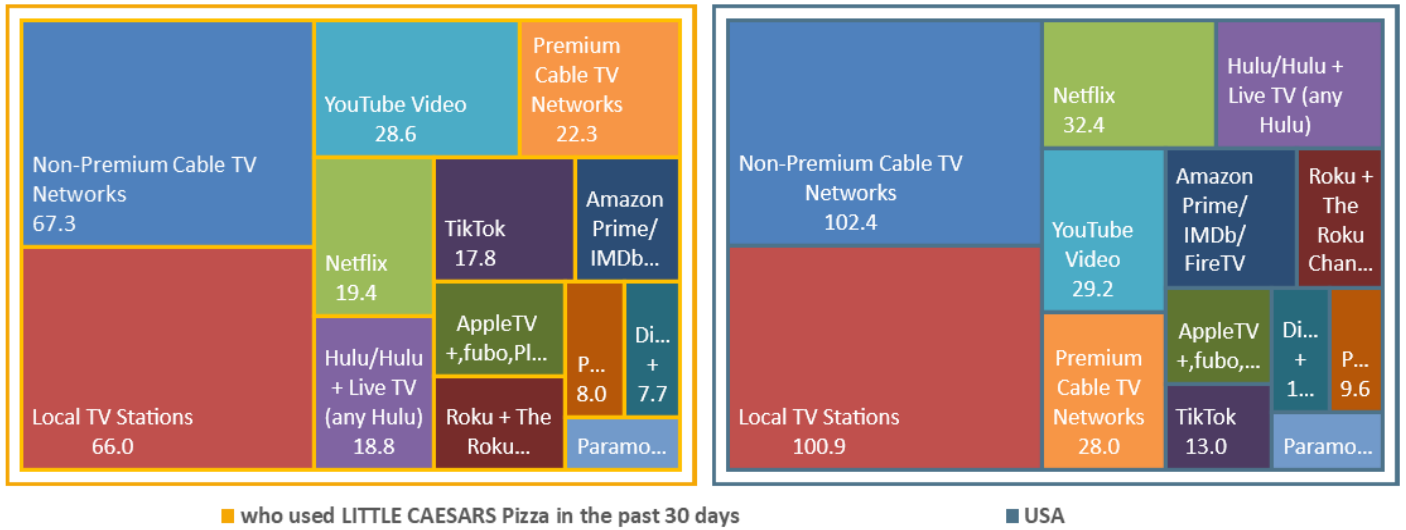
Quick service restaurants used past 30 days: Domino's

12,183,697 or 66.5% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 63. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

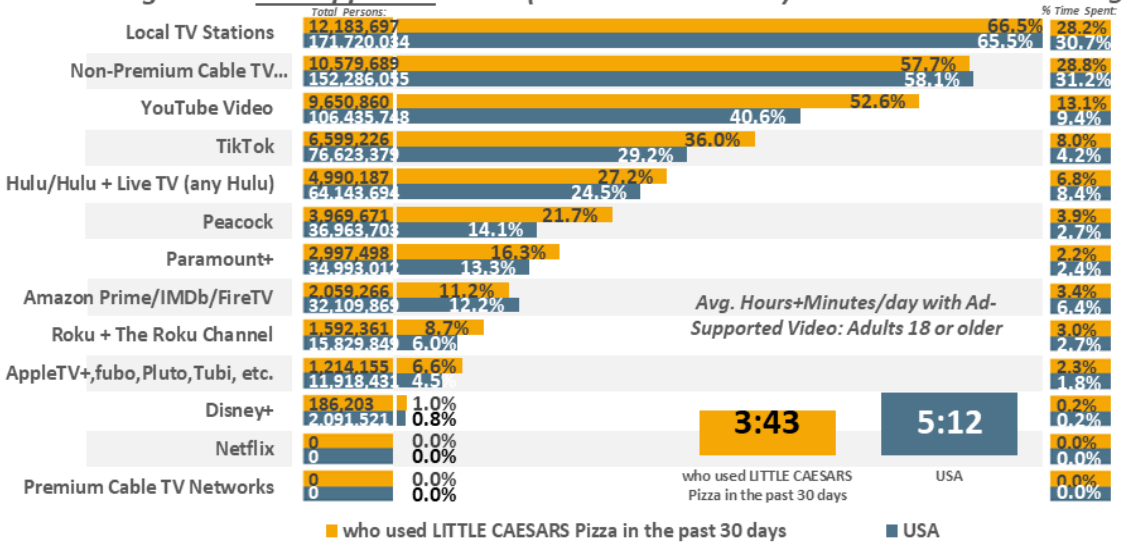
Avg. Week All Video (Persons & % Reach): Adults 18 or older



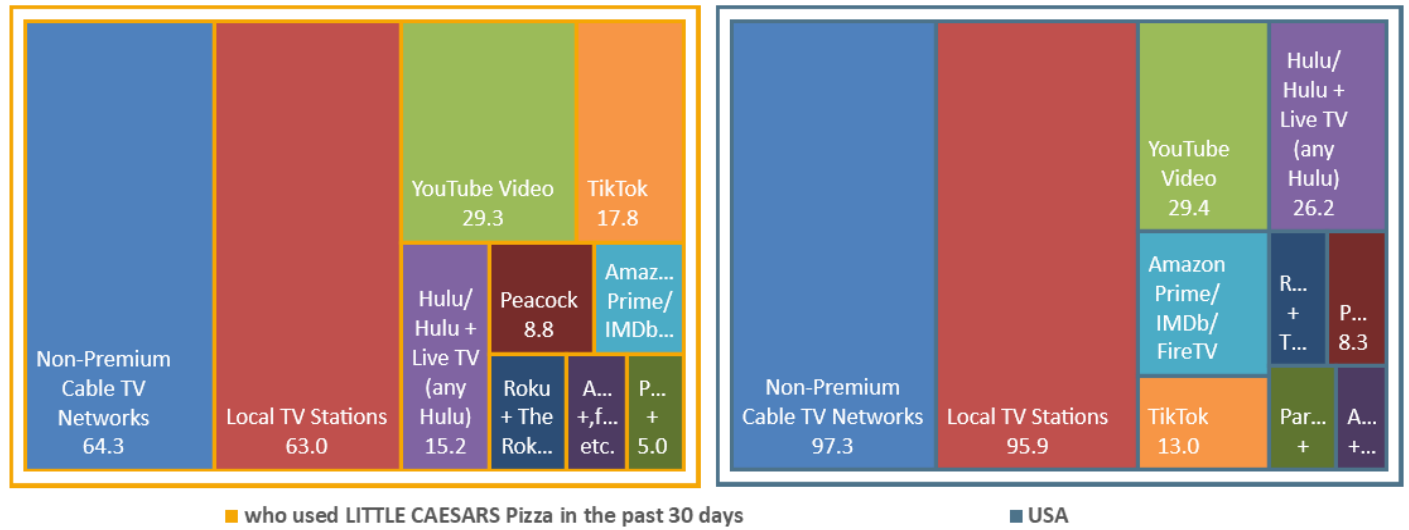
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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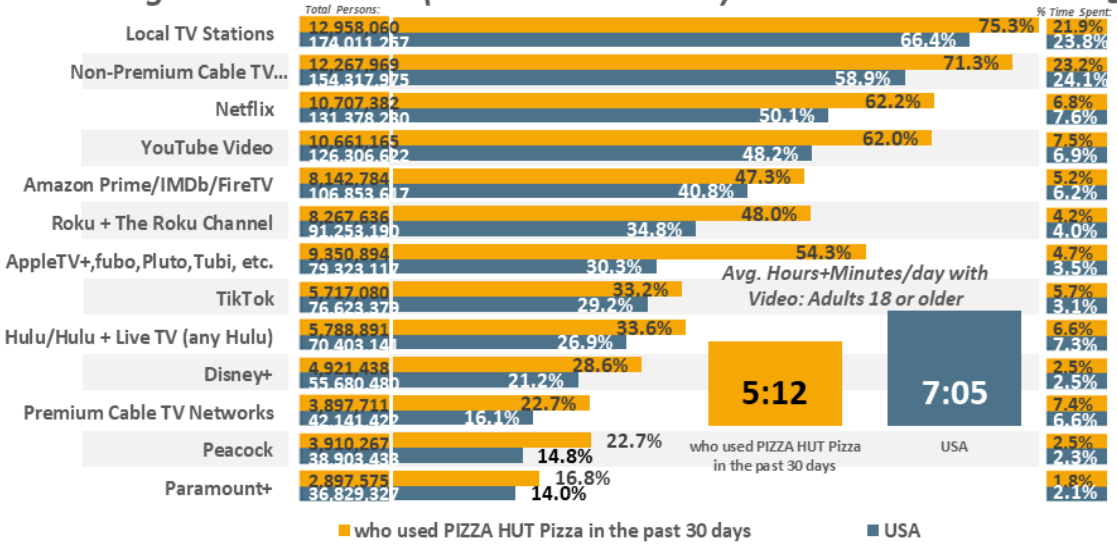
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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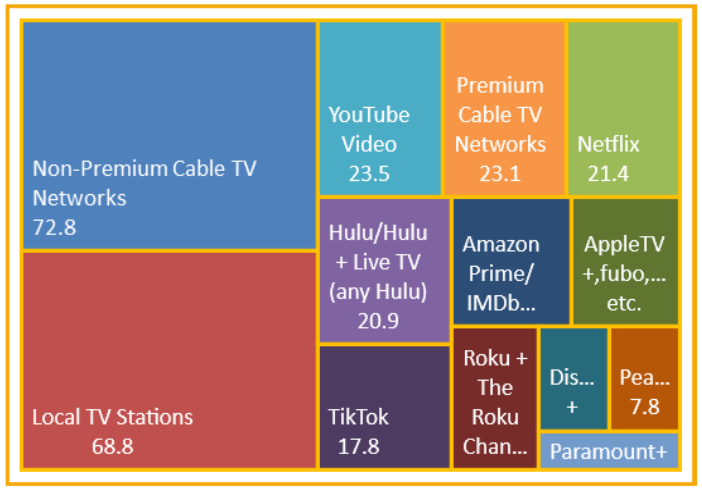
Quick service restaurants used past 30 days: Little Caesars

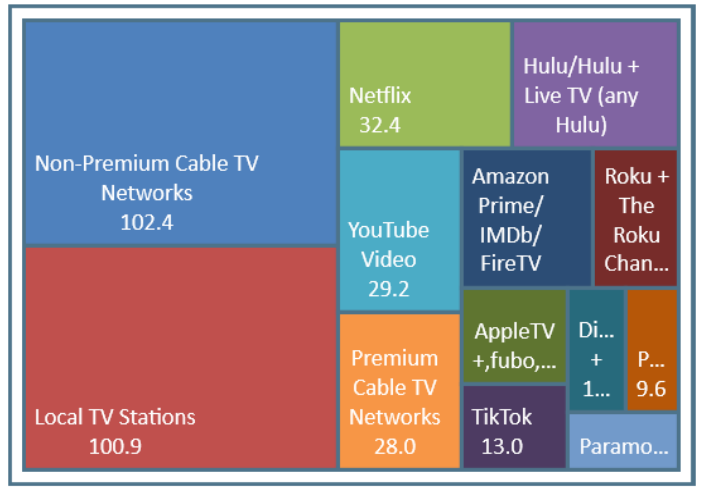
12,647,656 or 73.5% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.9 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

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

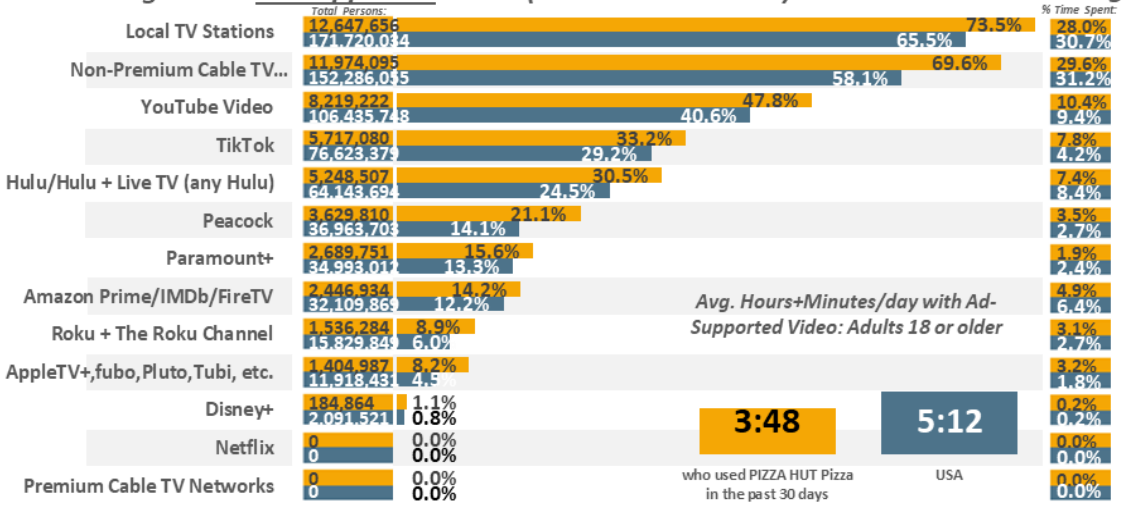


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

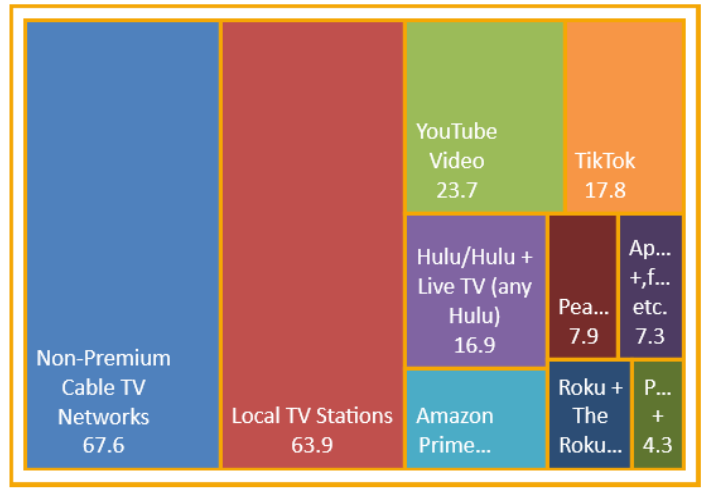


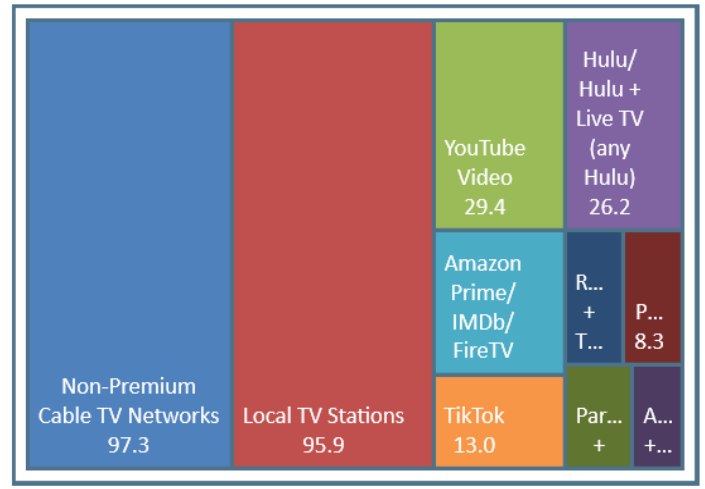


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

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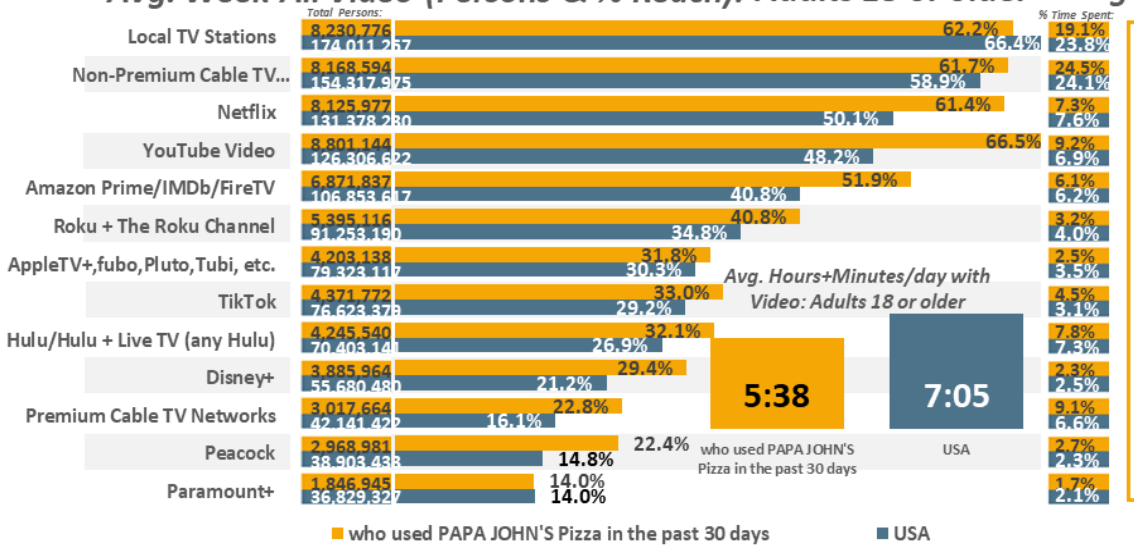
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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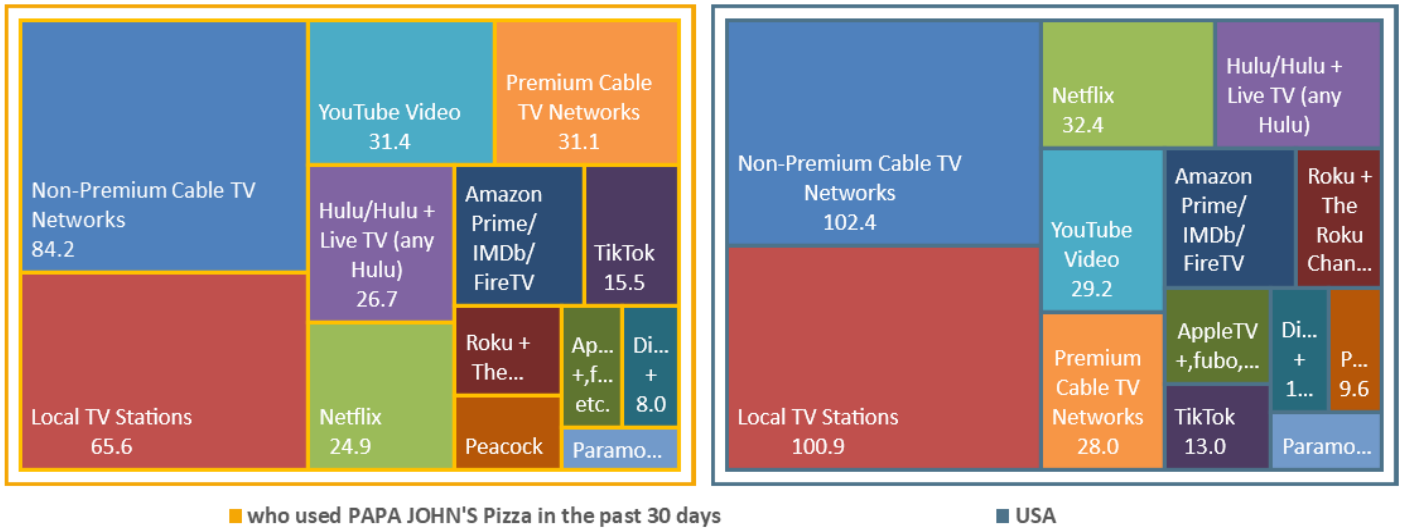
Quick service restaurants used past 30 days: Pizza Hut

8,052,728 or 60.8% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.3 minutes every day representing 24.% of all time spent daily with Ad-Supported Video.

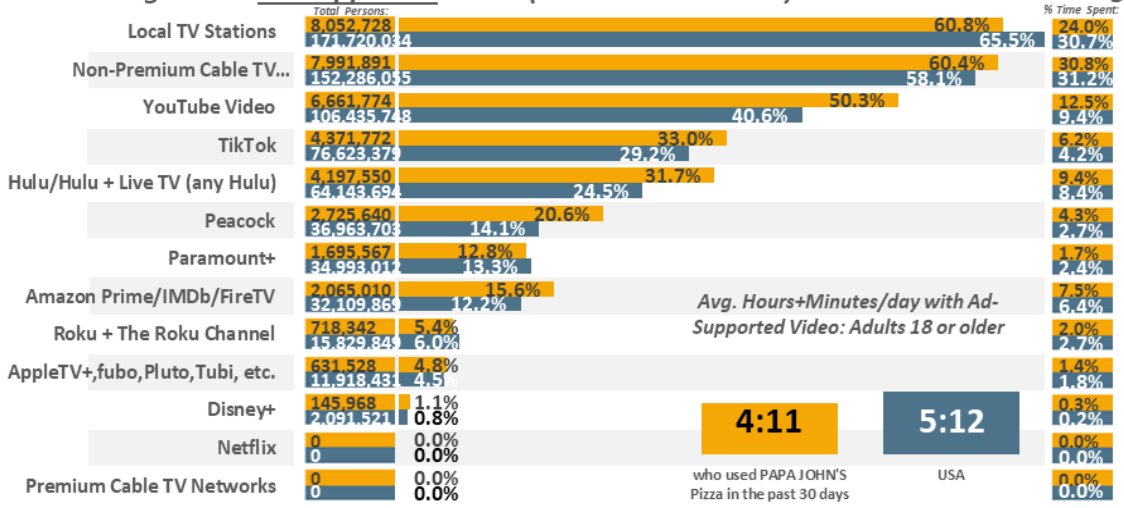
Avg. Week All Video (Persons & % Reach): Adults 18 or older



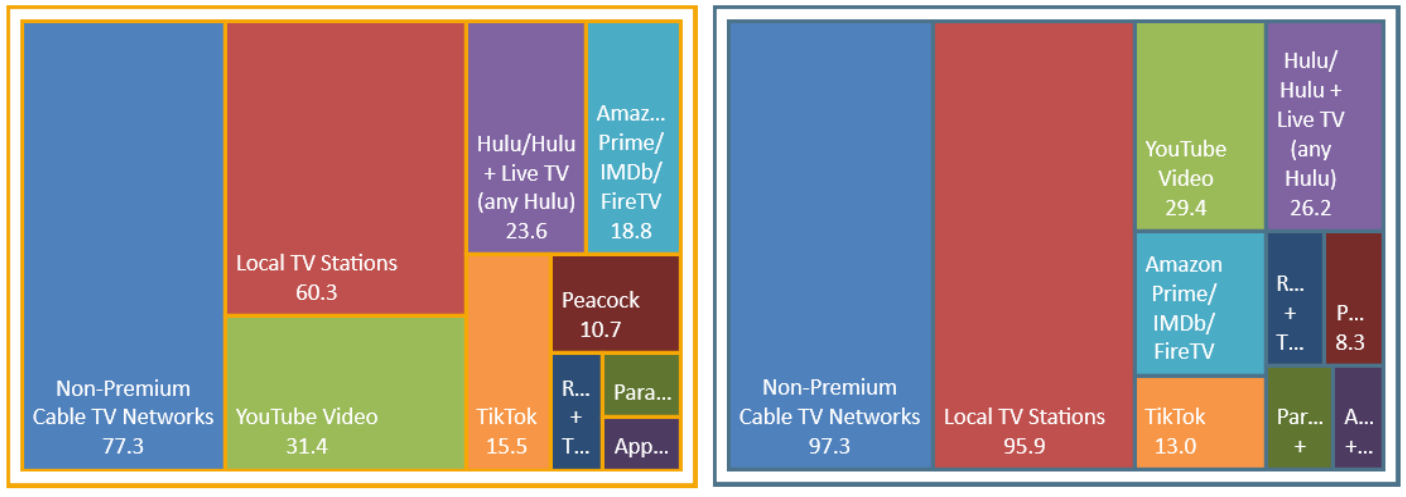
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

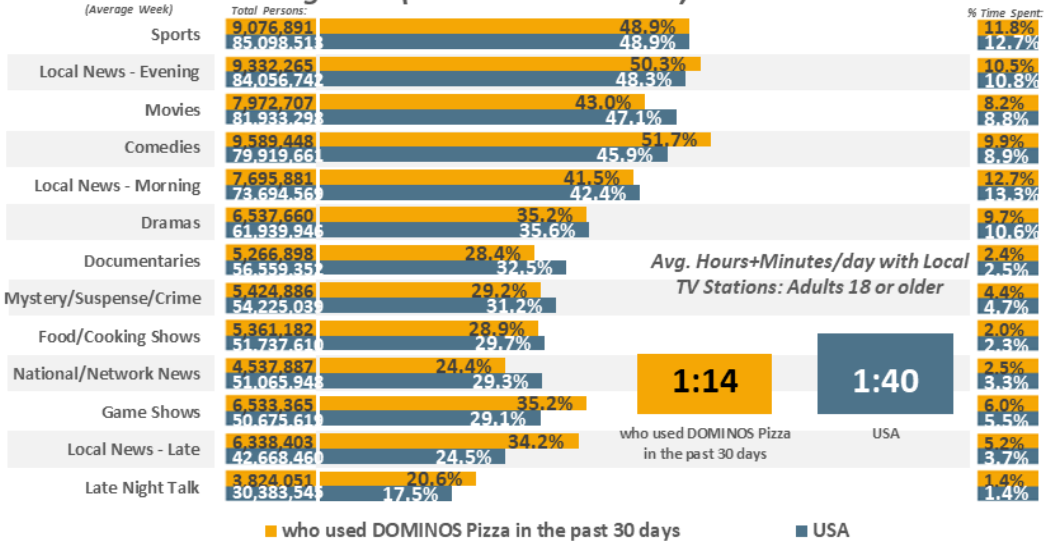
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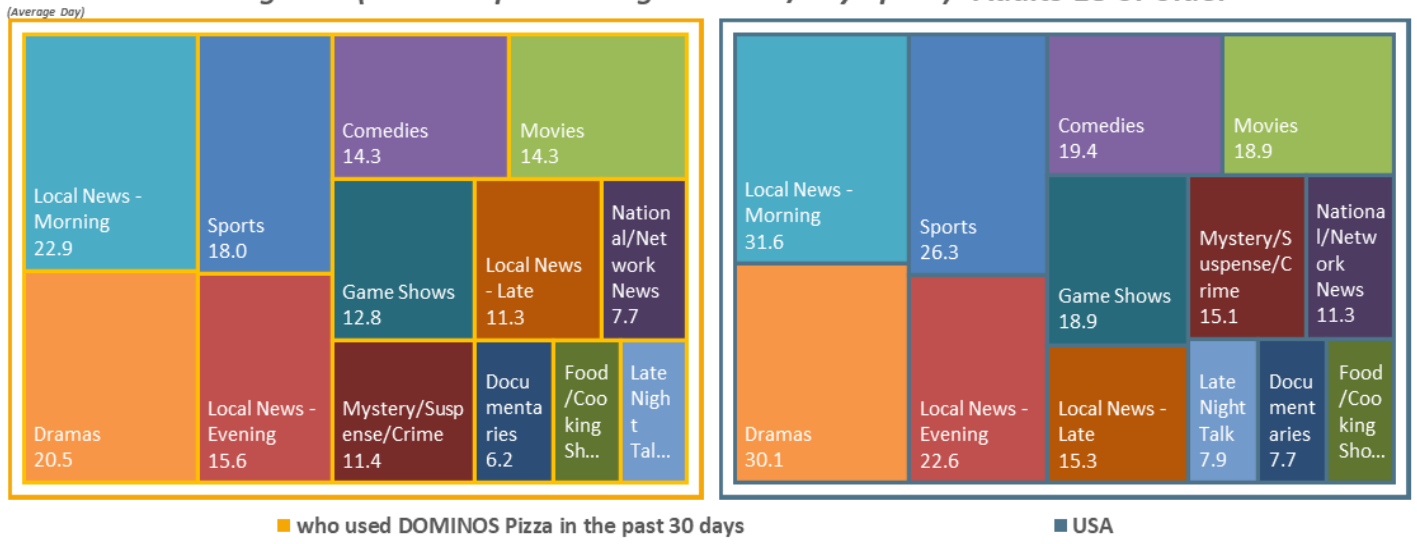
Quick service restaurants used past 30 days: Papa Johns Pizza

18,196,487 or 63.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Local News - Morning, and Game Shows.

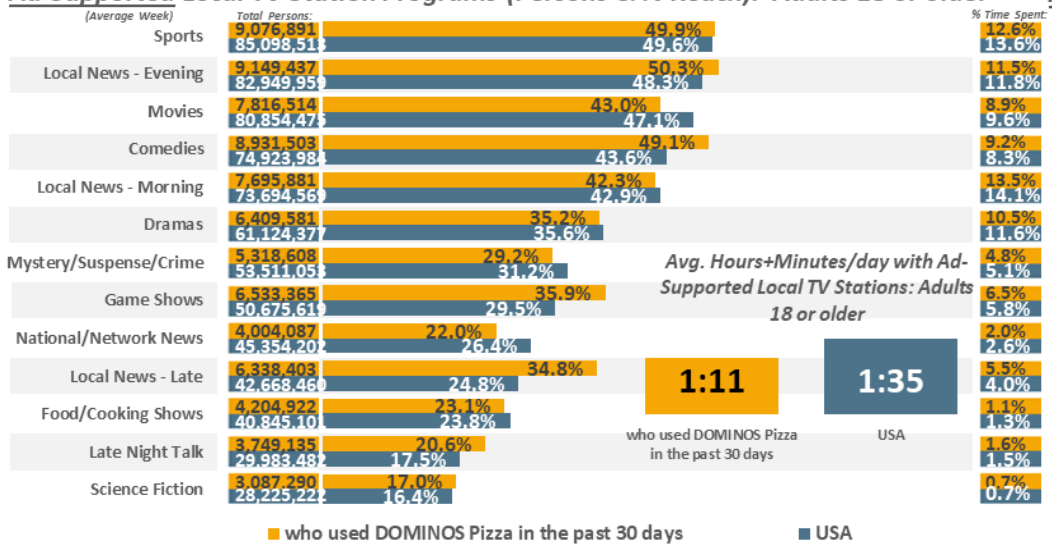
Local TV Station Programs (Persons & % Reach): Adults 18 or older



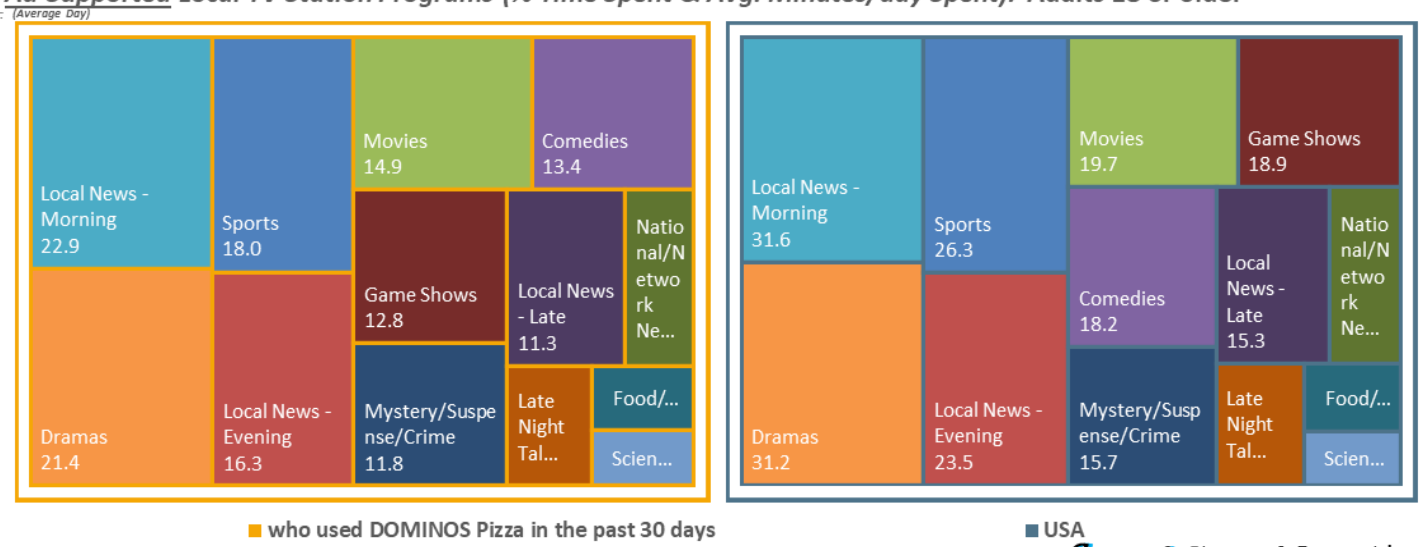
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *842*

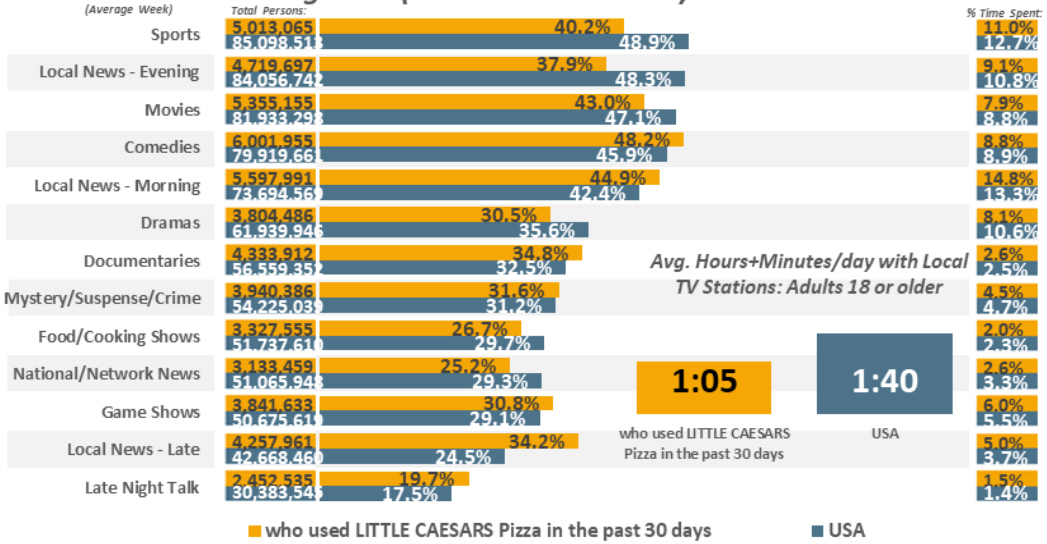
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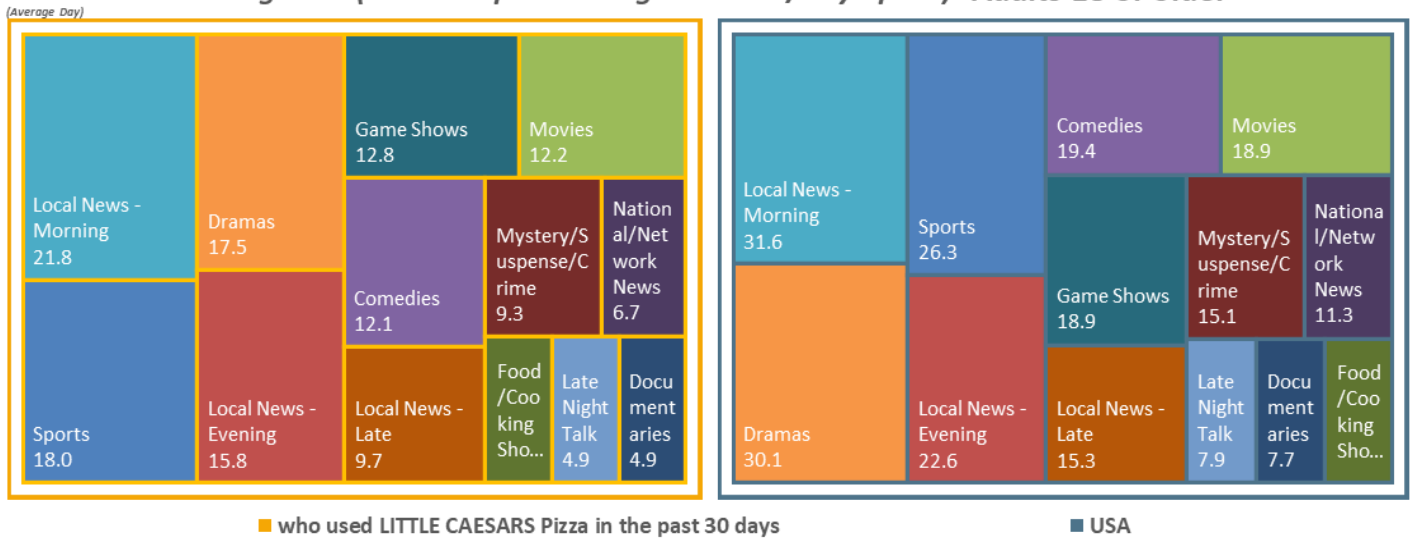
Quick service restaurants used past 30 days: Domino's

12,183,697 or 66.5% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Movies, Sports, Local News - Evening, and Local News - Late.

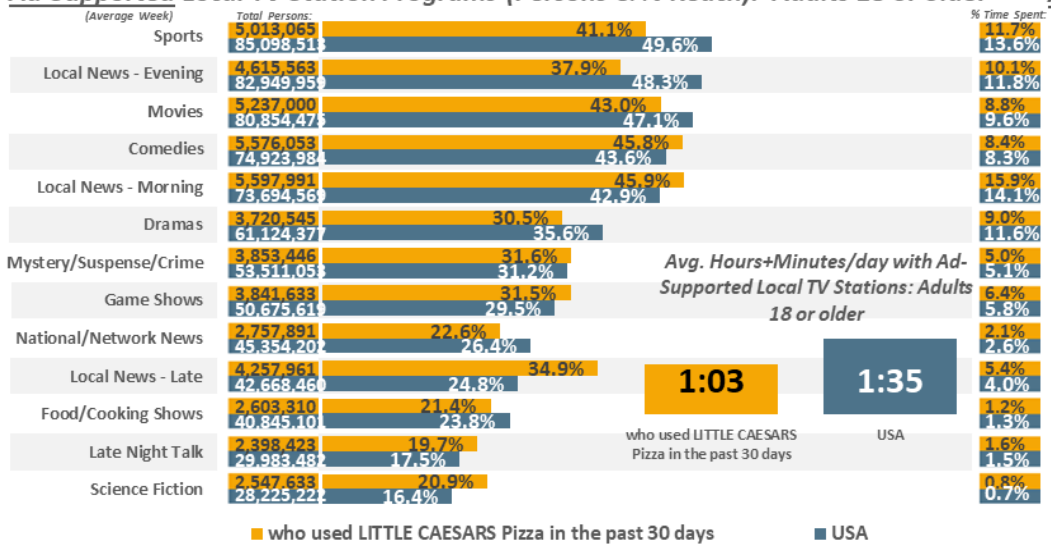
Local TV Station Programs (Persons & % Reach): Adults 18 or older



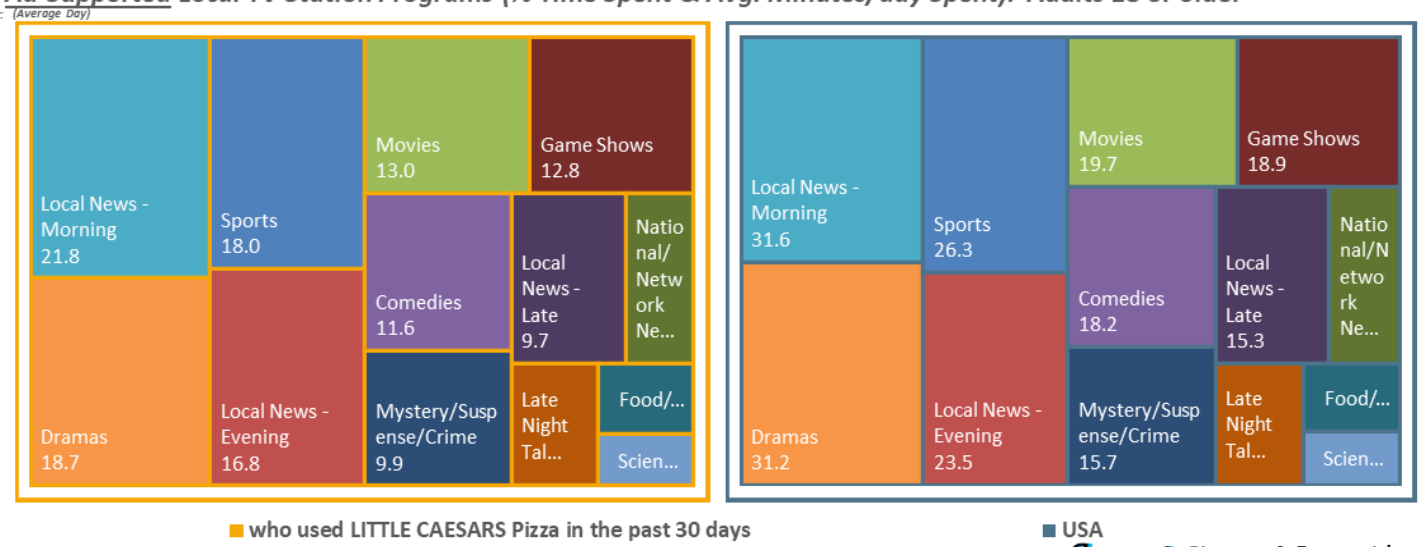
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *507*

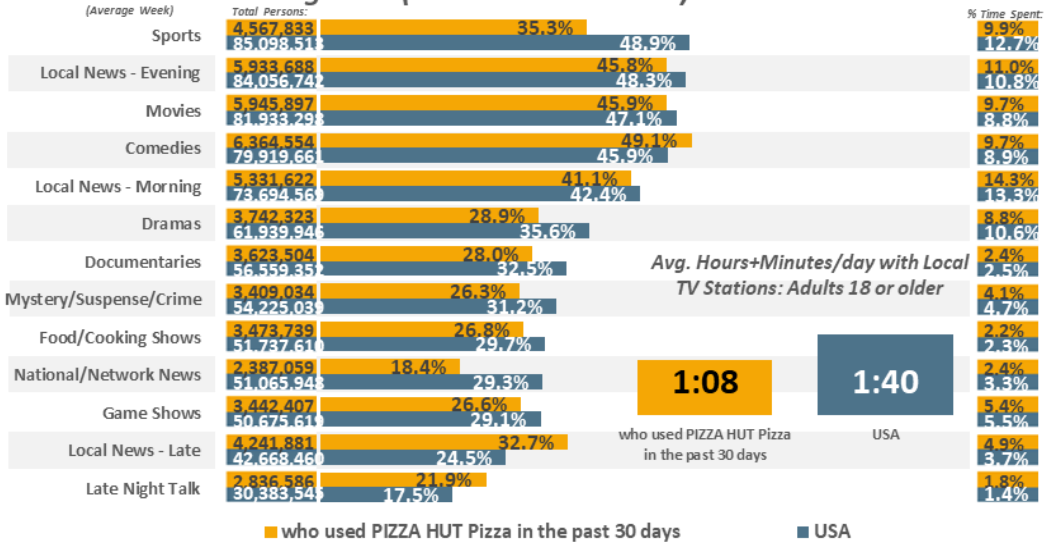
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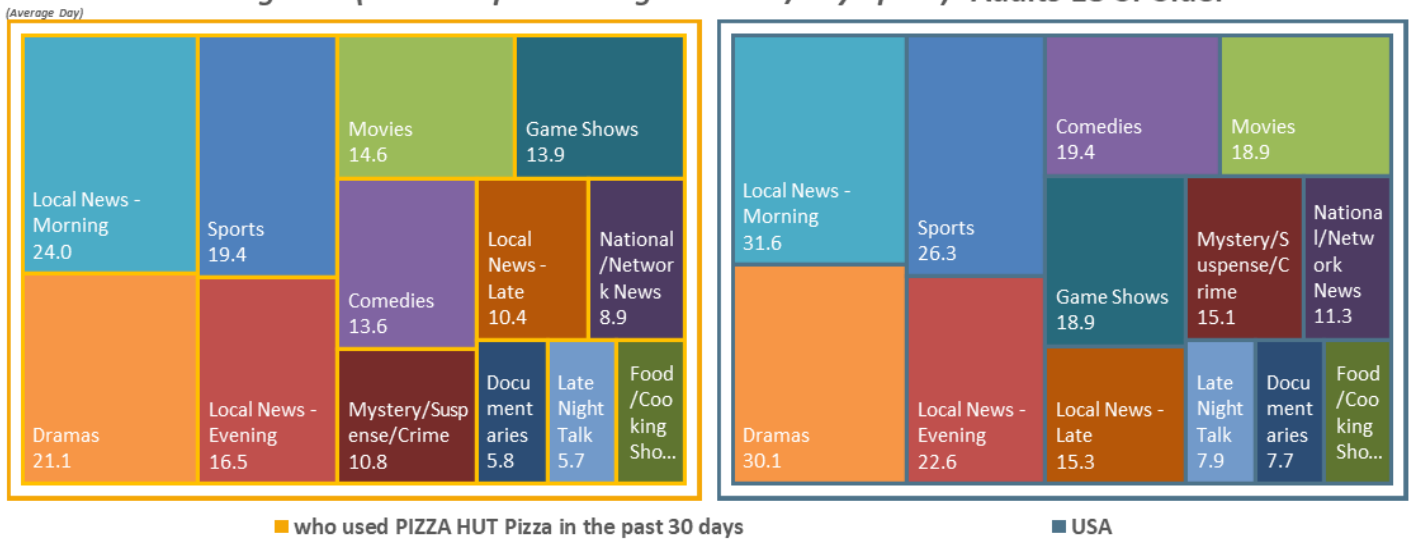
Quick service restaurants used past 30 days: Little Caesars

12,647,656 or 73.5% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Local News - Evening, Local News - Morning, Sports, and Local News - Late.

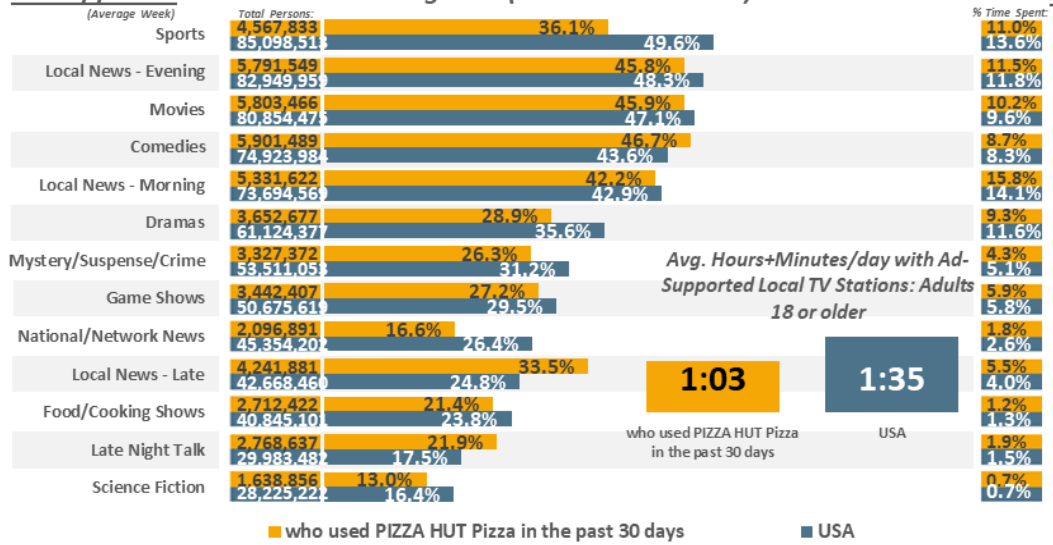
Local TV Station Programs (Persons & % Reach): Adults 18 or older



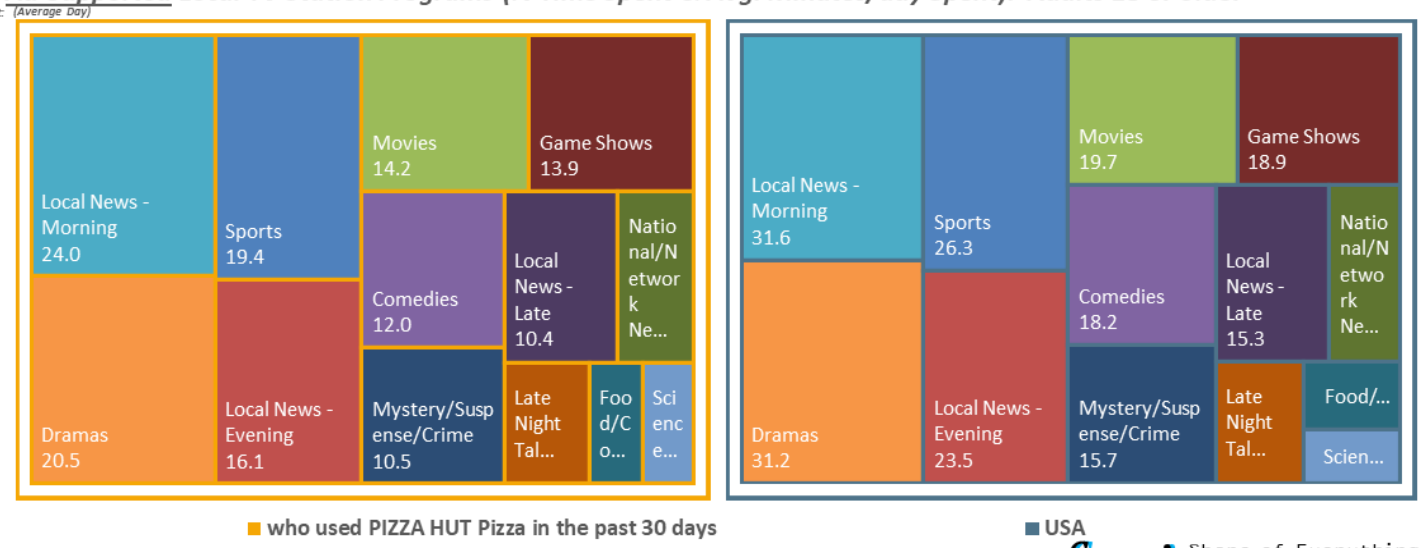
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *523*

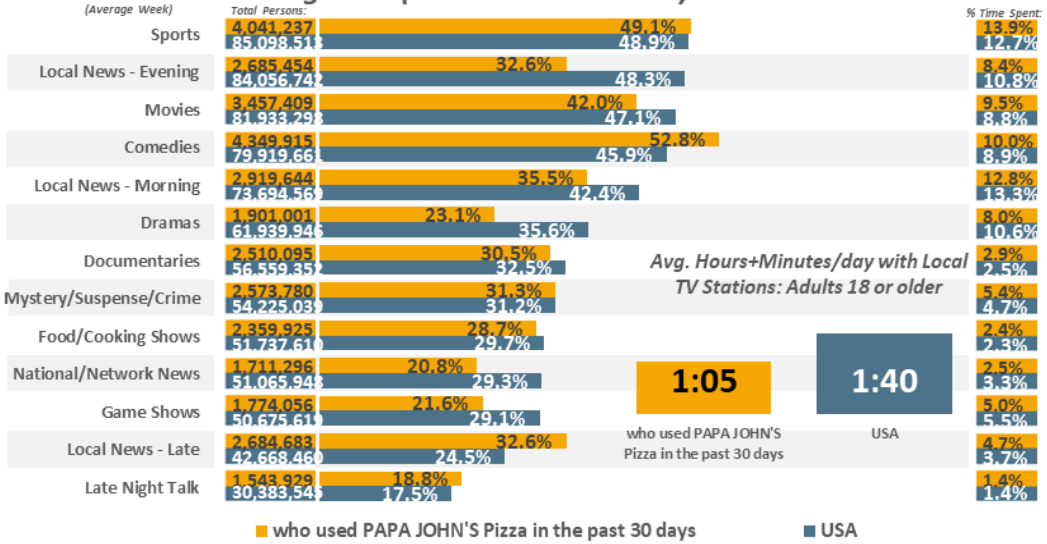
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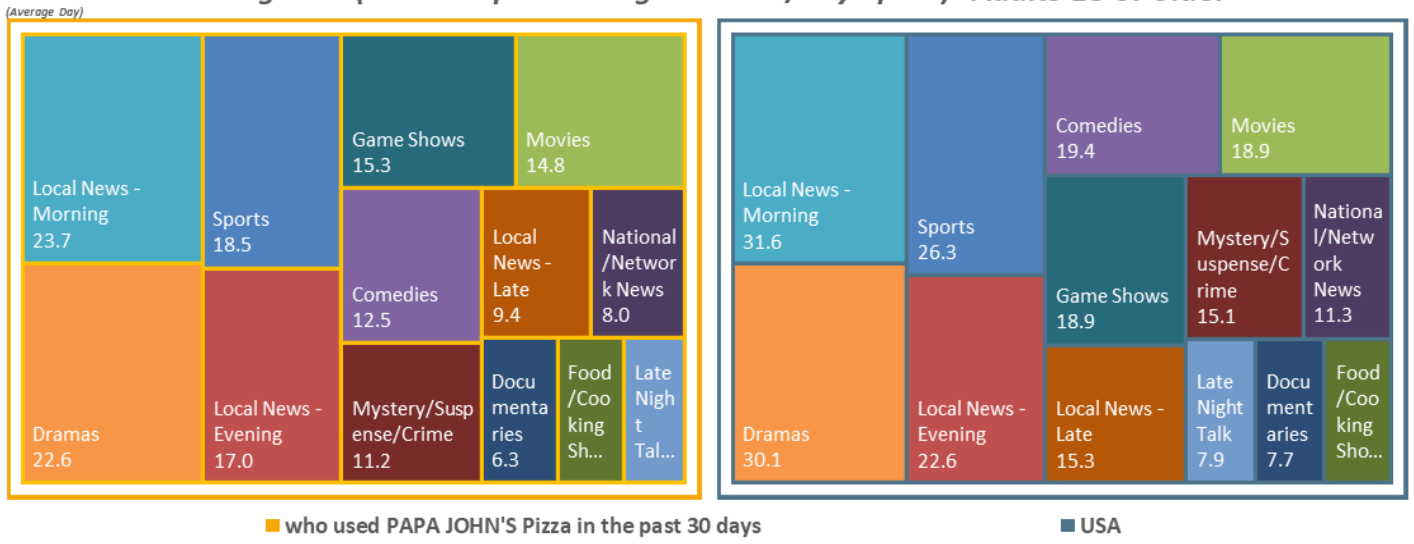
Quick service restaurants used past 30 days: Pizza Hut

8,052,728 or 60.8% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Local News - Morning, Local News - Late, and Local News - Evening.

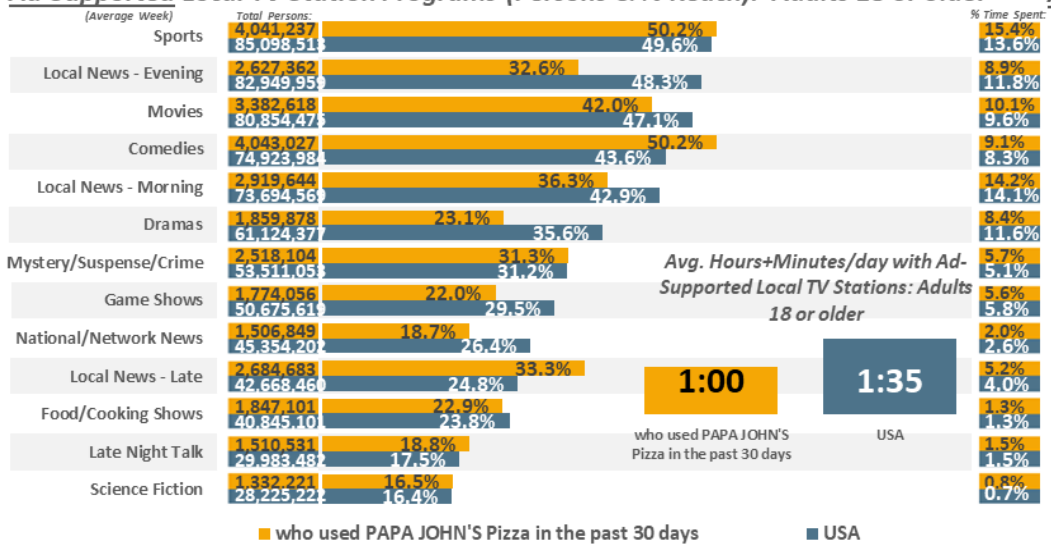
Local TV Station Programs (Persons & % Reach): Adults 18 or older



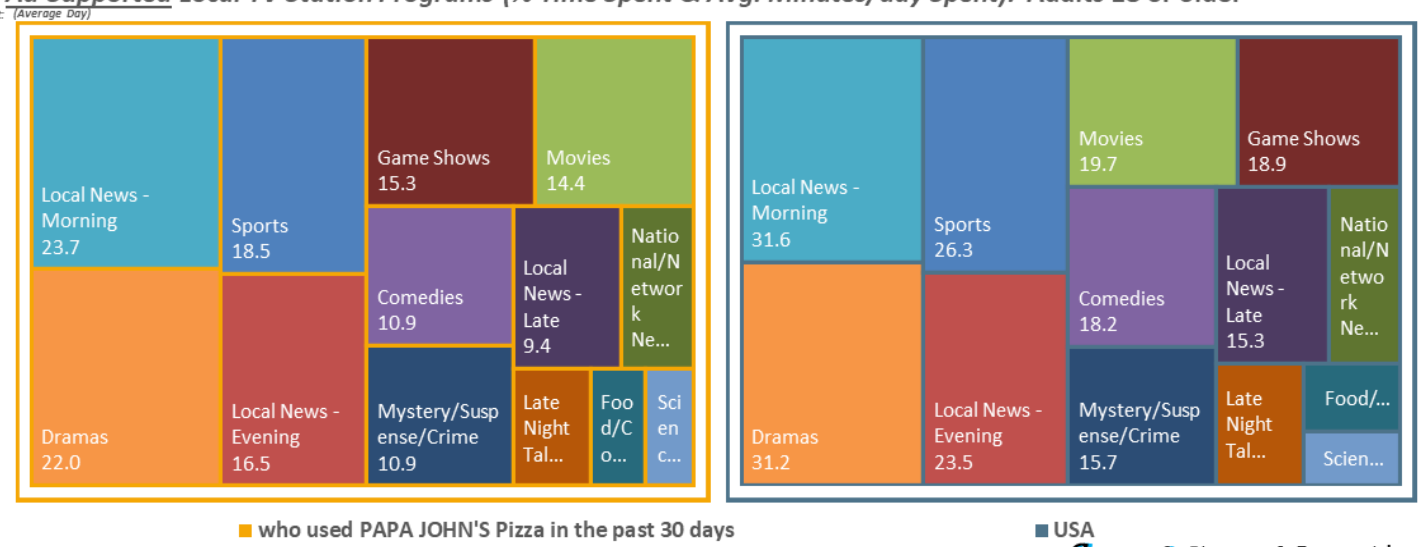
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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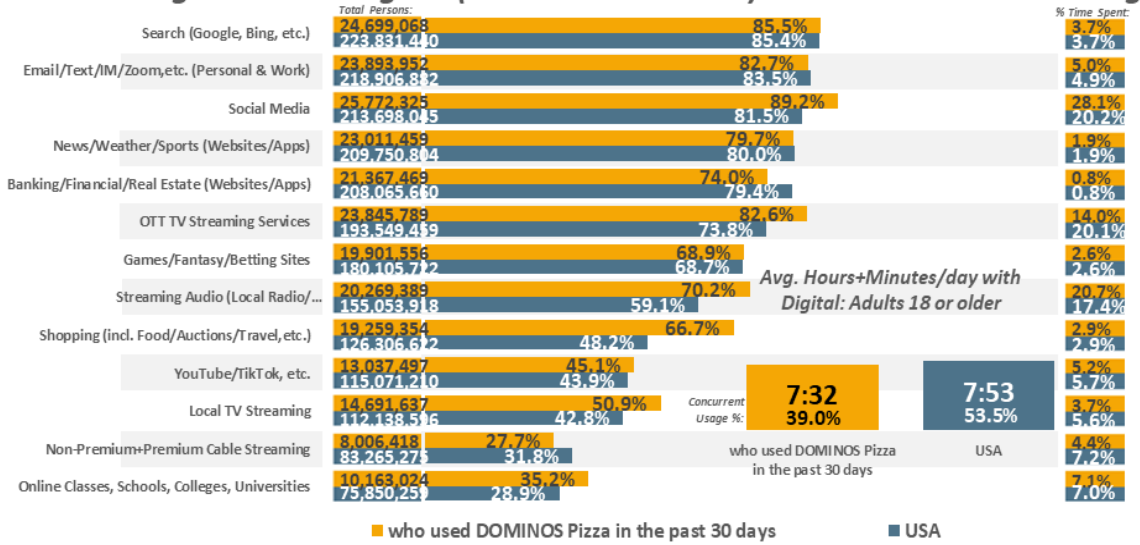
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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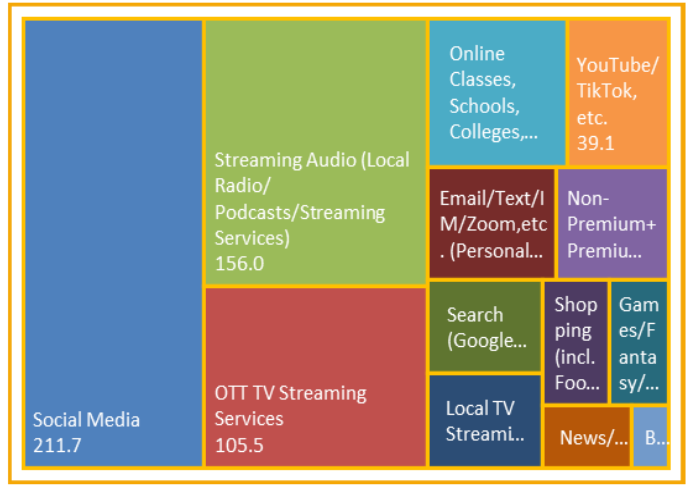
Quick service restaurants used past 30 days: Papa Johns Pizza

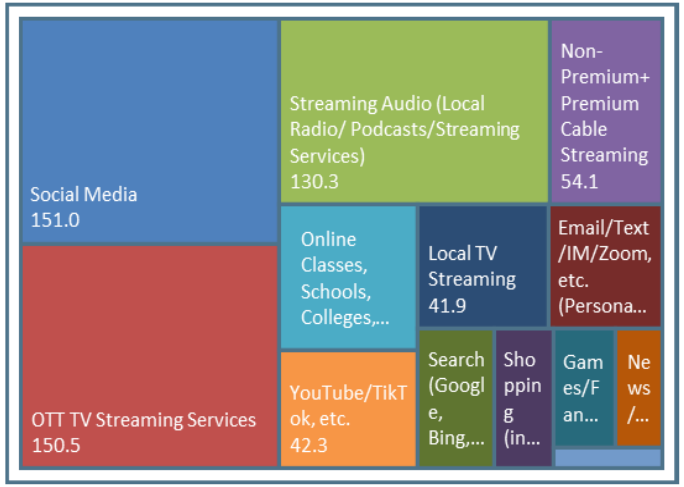
22,922,278 or 79.4% of Adults 18 or older who used DOMINOS Pizza in the past 30 days use Ad-Supported Social Media for an average of 188.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Digital Media.

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

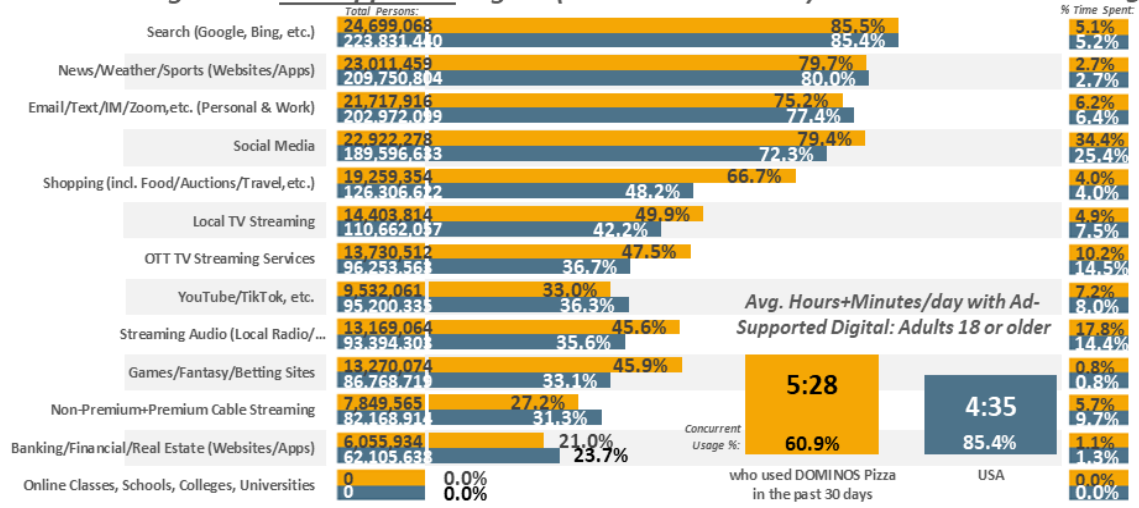


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

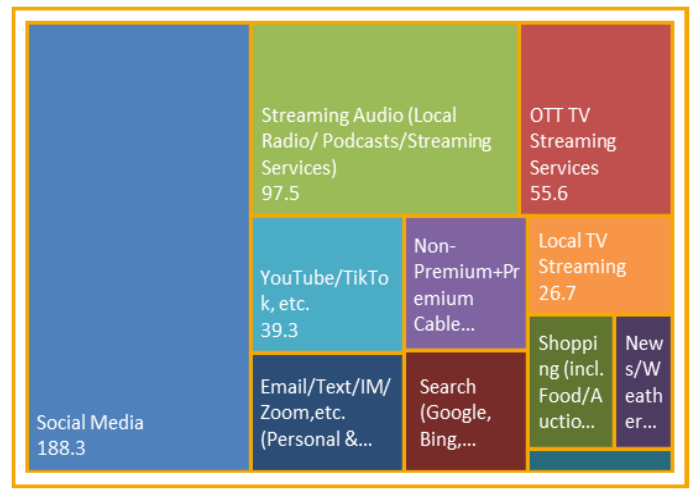


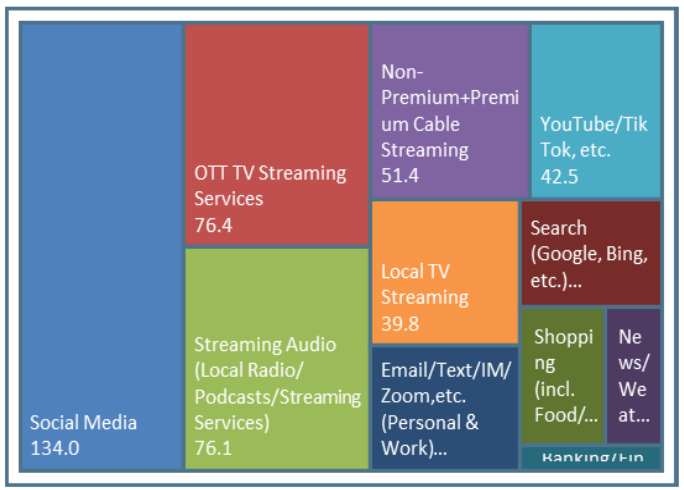


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

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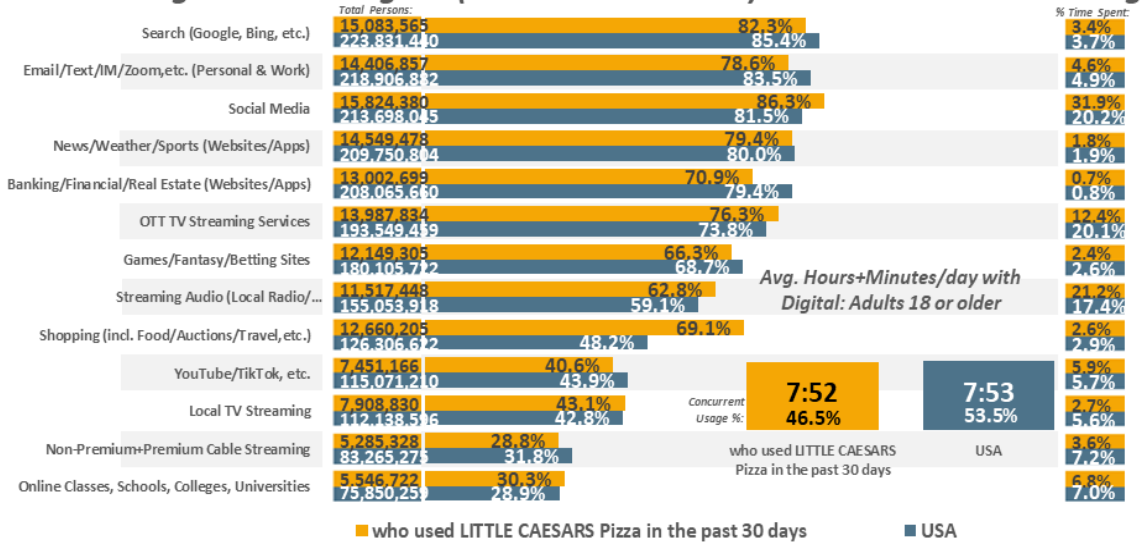
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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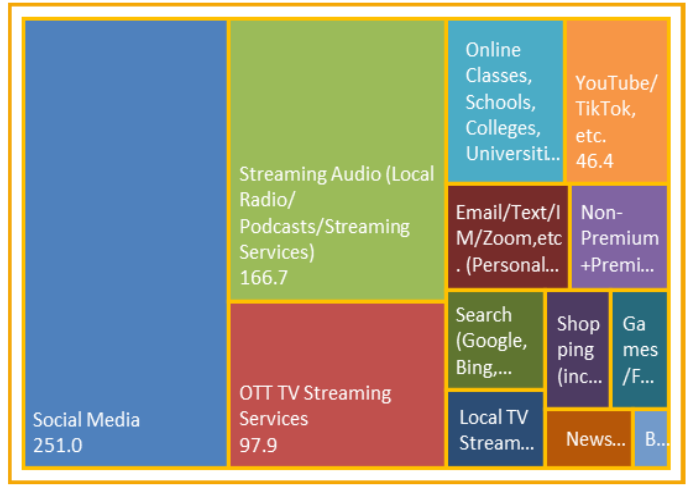
Quick service restaurants used past 30 days: Domino's

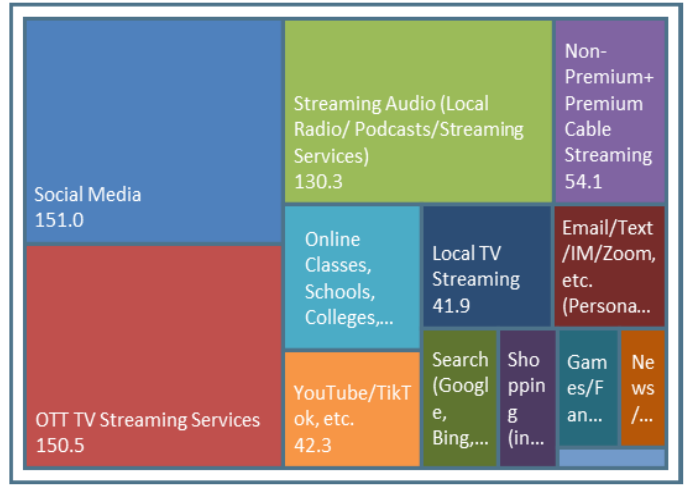
13,732,923 or 74.9% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days use Ad-Supported Social Media for an average of 217.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Digital Media.

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

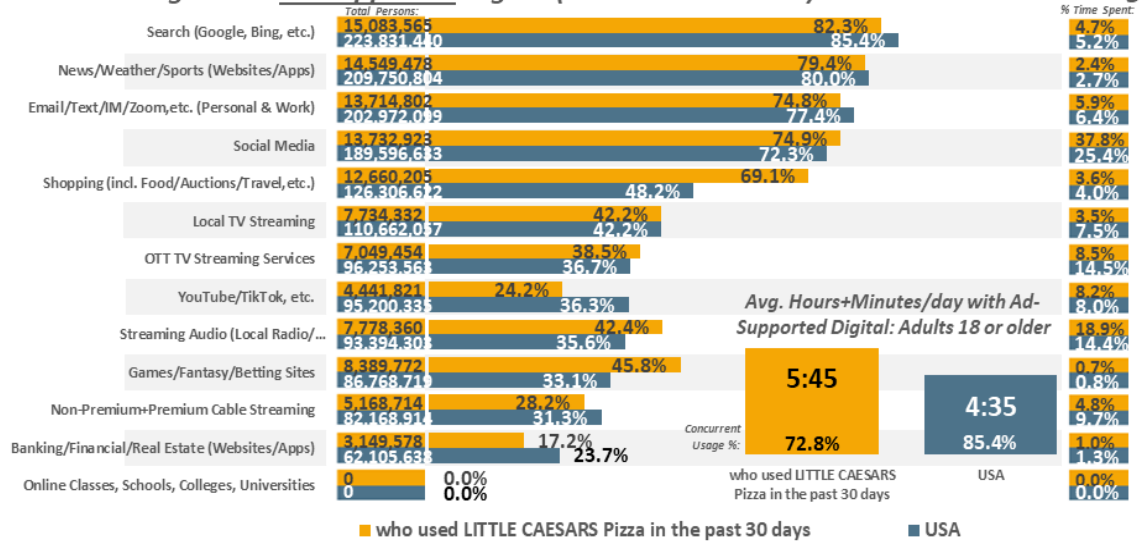


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

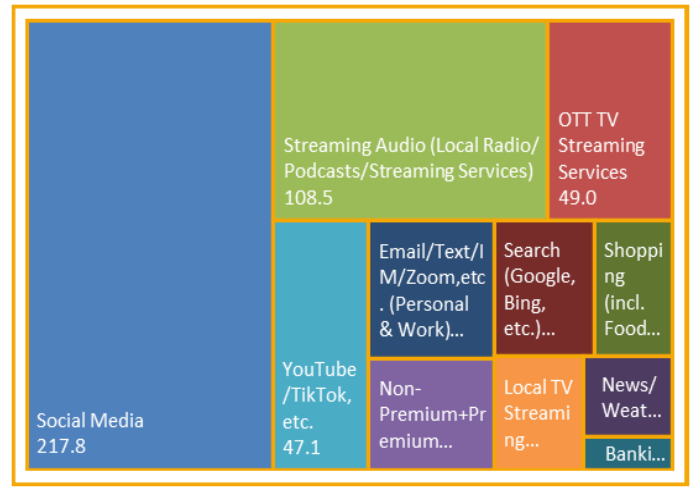


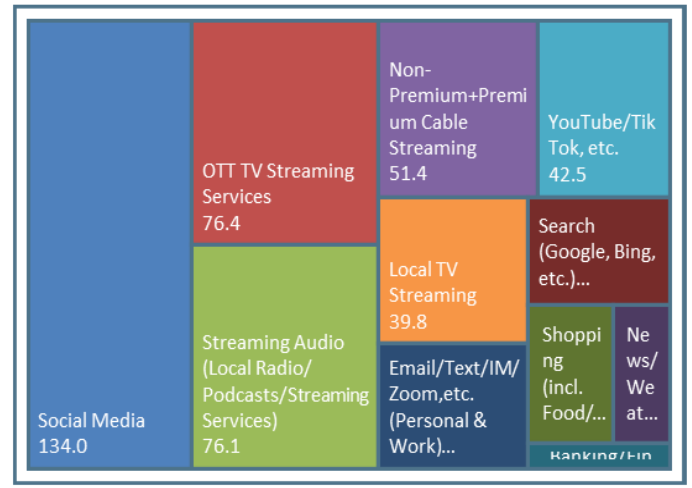


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *507*

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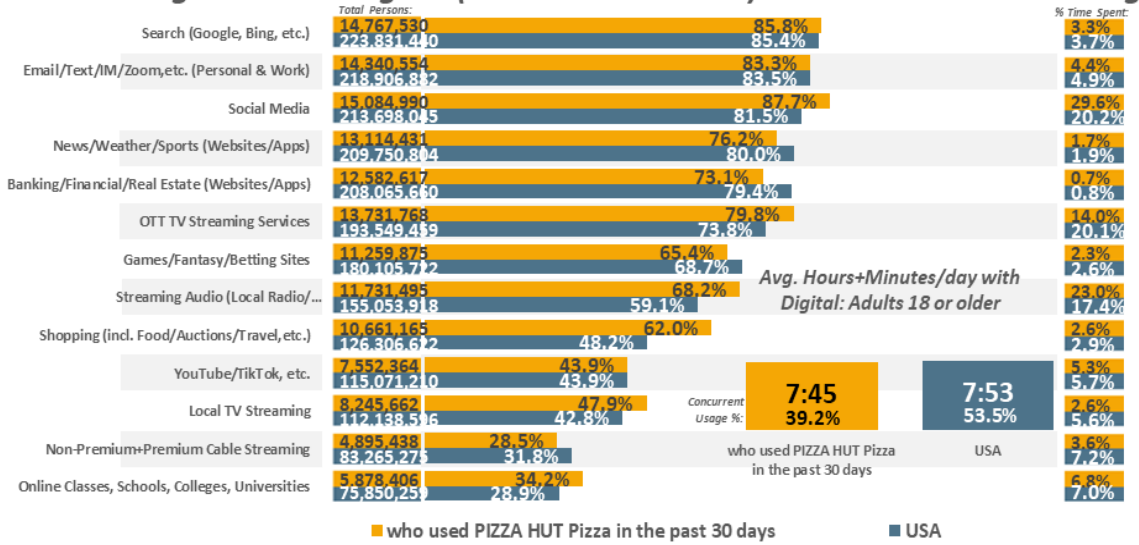
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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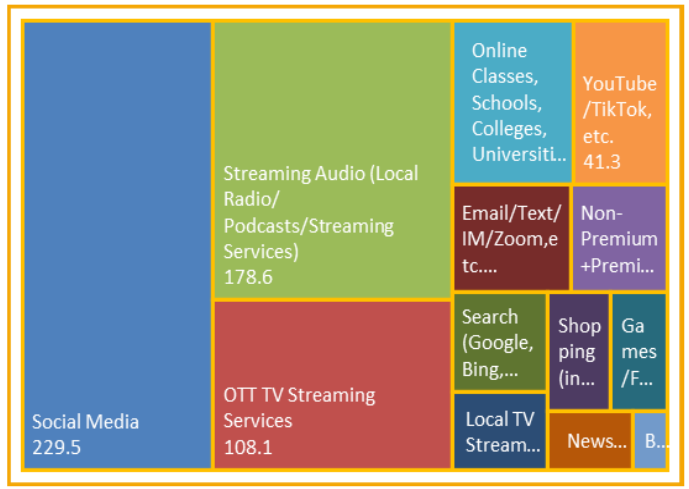
Quick service restaurants used past 30 days: Little Caesars

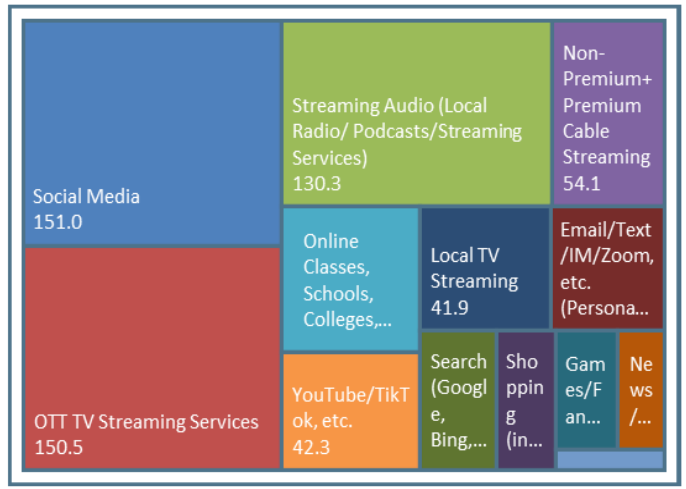
13,117,897 or 76.2% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days use Ad-Supported Social Media for an average of 199.6 minutes every day representing 35.3% of all time spent daily with Ad-Supported Digital Media.

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

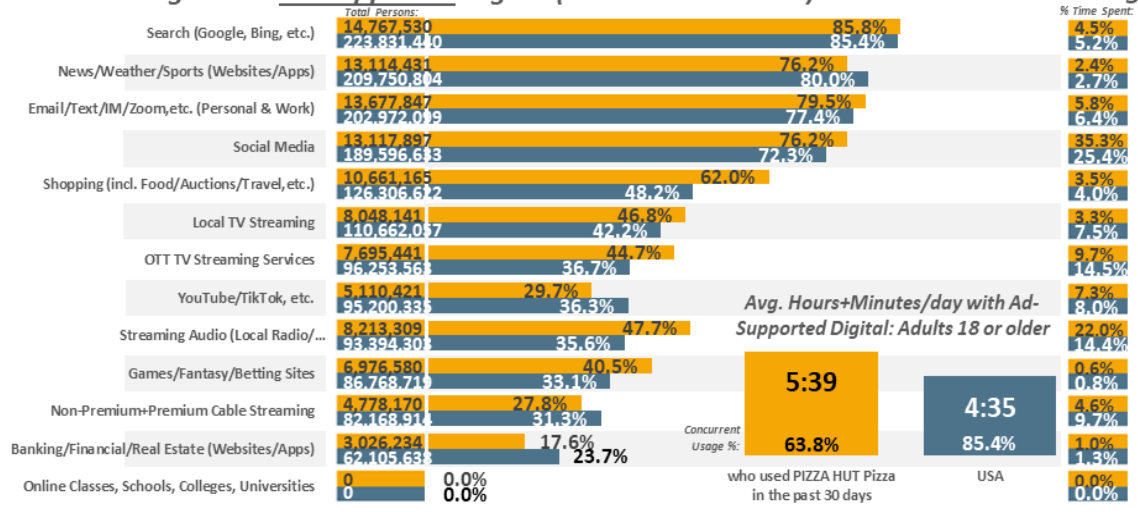


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

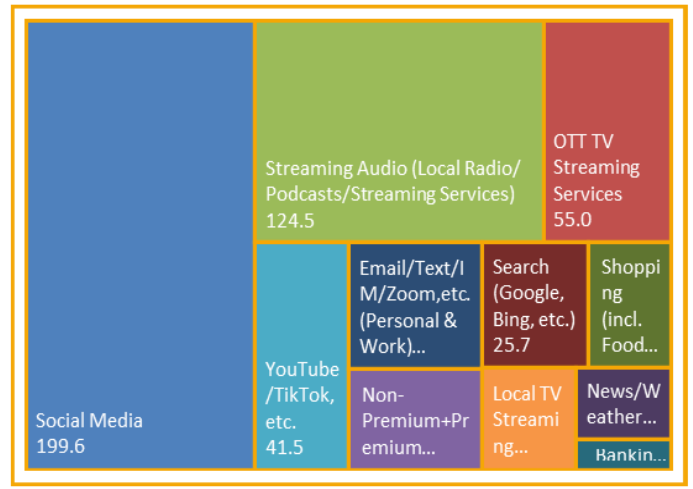


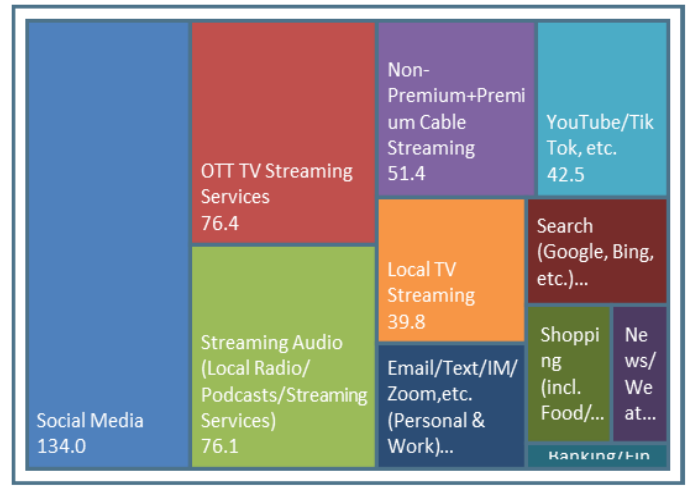


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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



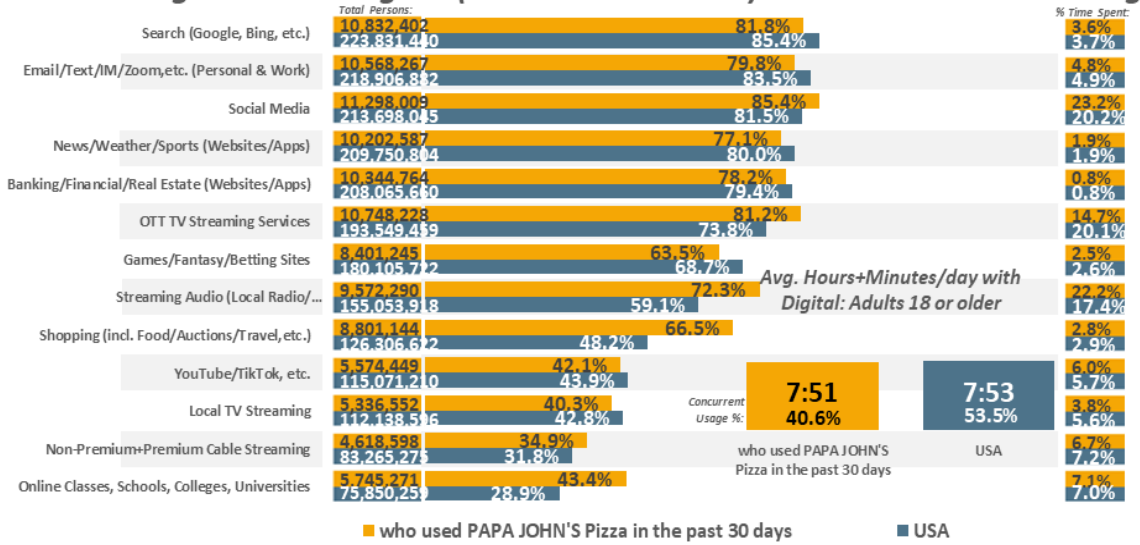


USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523
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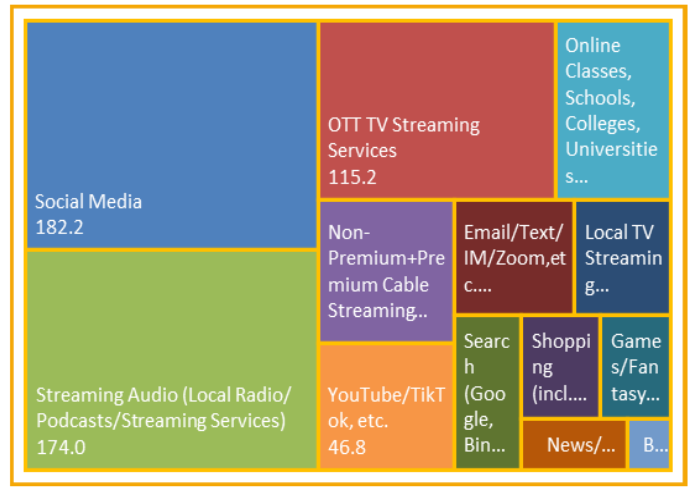
Quick service restaurants used past 30 days: Pizza Hut

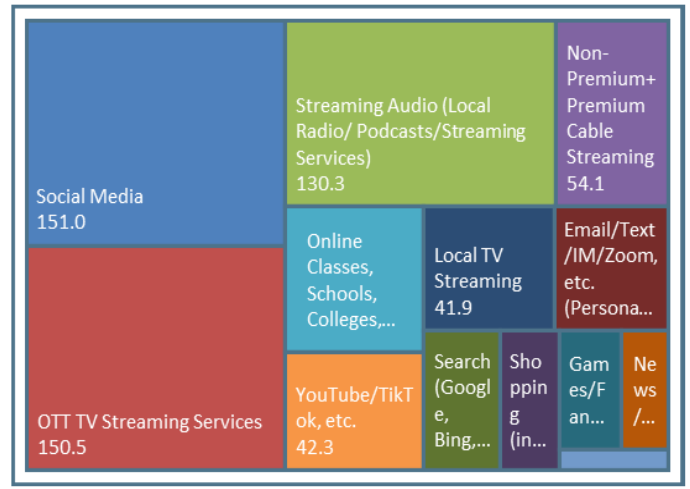
10,176,050 or 76.9% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days use Ad-Supported Social Media for an average of 164.1 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

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



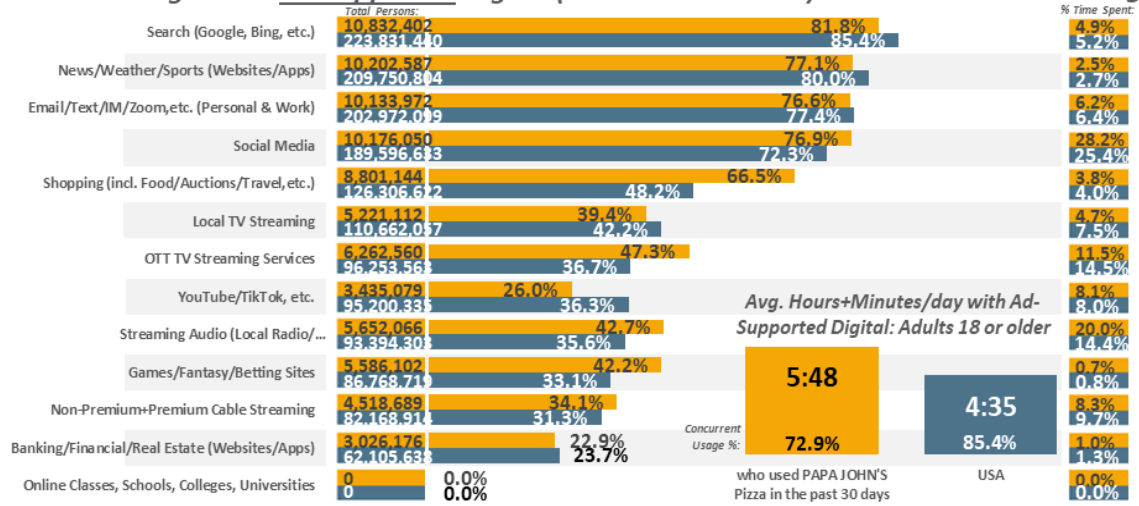
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





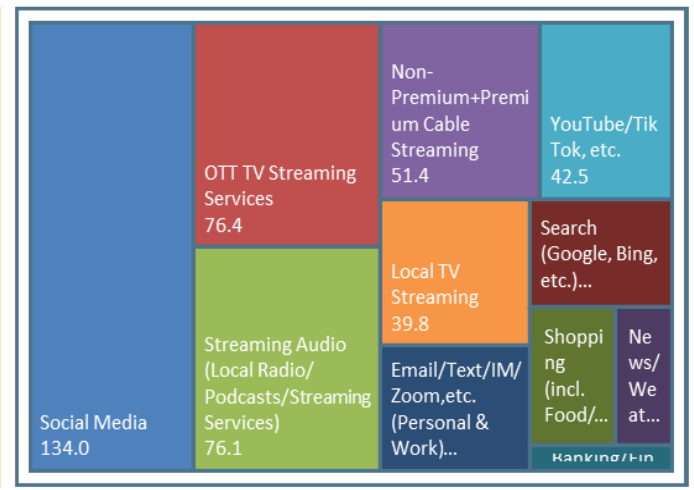
who used PAPA JOHN'S Pizza in the past 30 days ■ USA

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



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





who used PAPA JOHN'S Pizza in the past 30 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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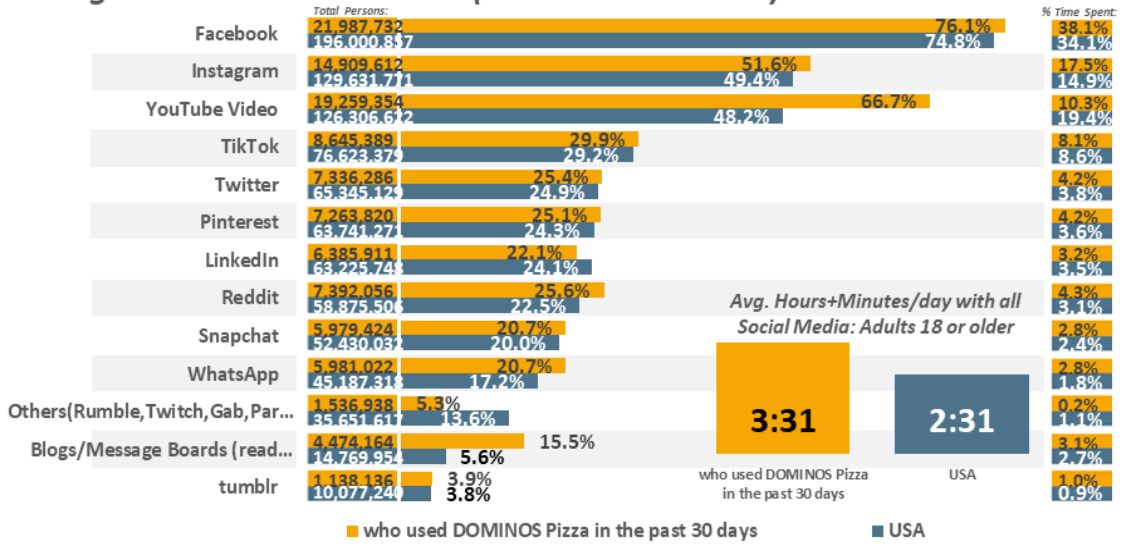
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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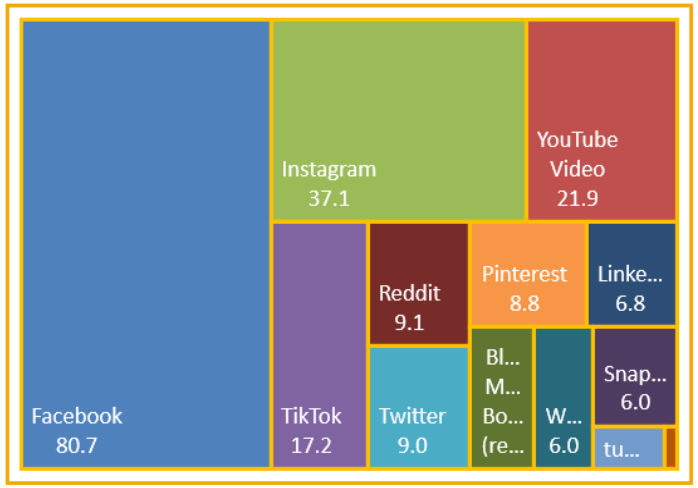
Quick service restaurants used past 30 days: Papa Johns Pizza

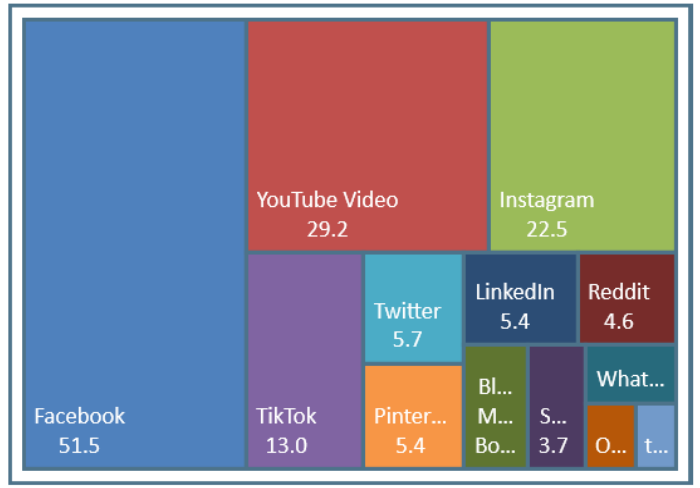
21,987,732 or 76.1% of Adults 18 or older who used DOMINOS Pizza in the past 30 days use Ad-Supported Facebook for an average of 73.9 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

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



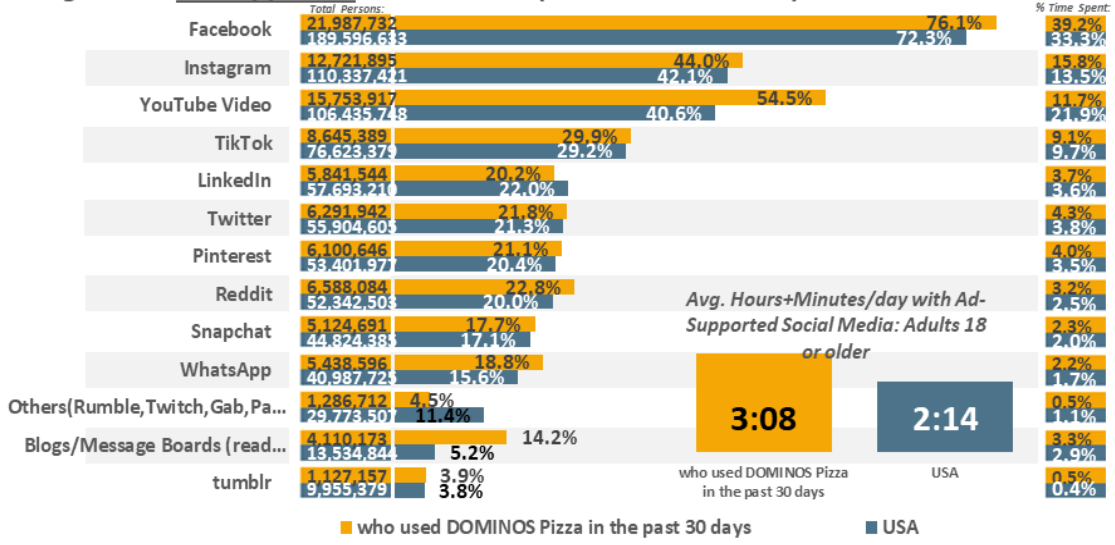
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



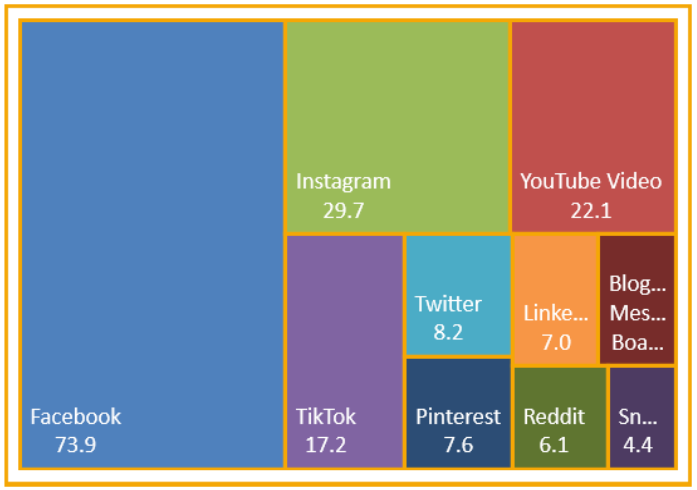


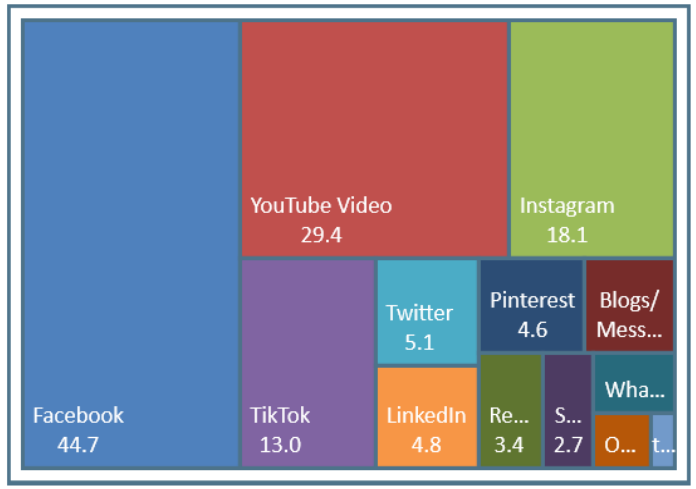
who used DOMINOS Pizza in the past 30 days ■ USA

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





who used DOMINOS Pizza in the past 30 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

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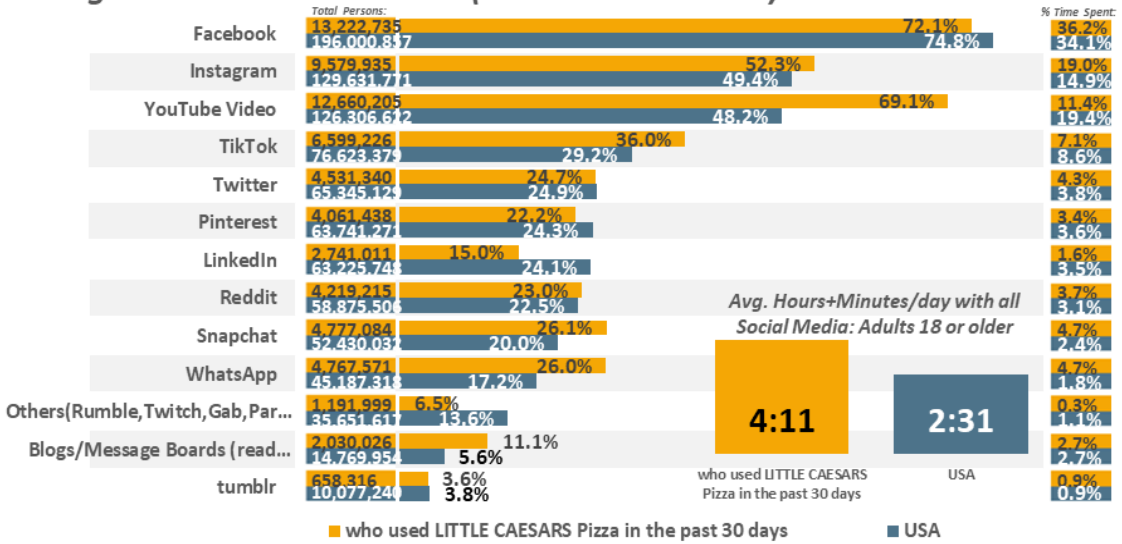
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything

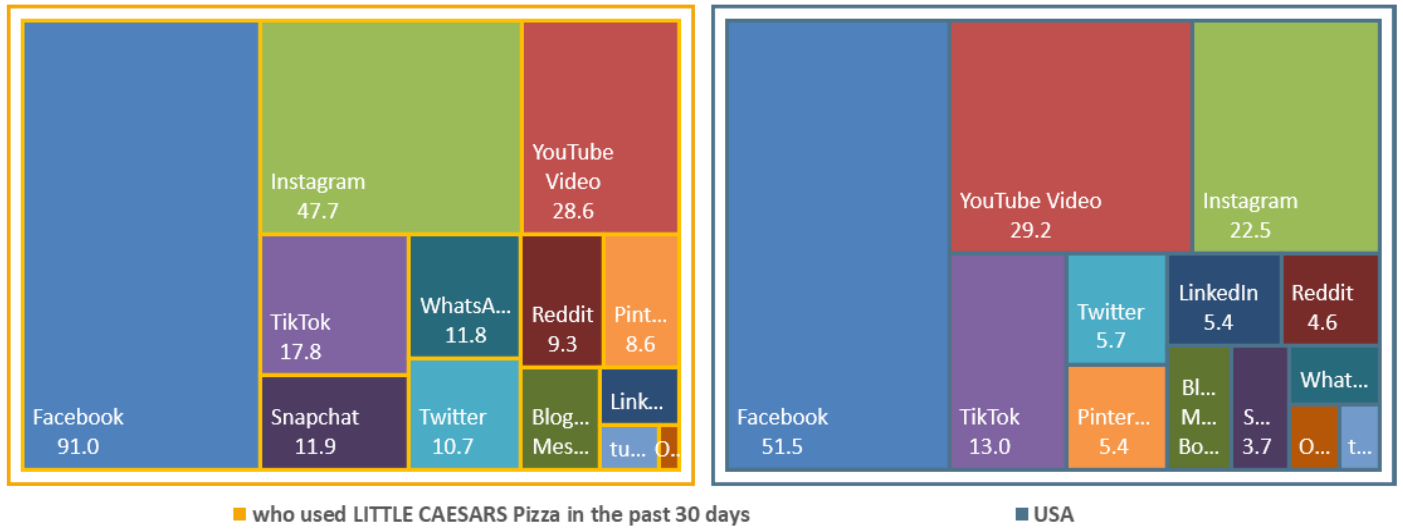
Quick service restaurants used past 30 days: Domino's

13,222,735 or 72.1% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days use Ad-Supported Facebook for an average of 84.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

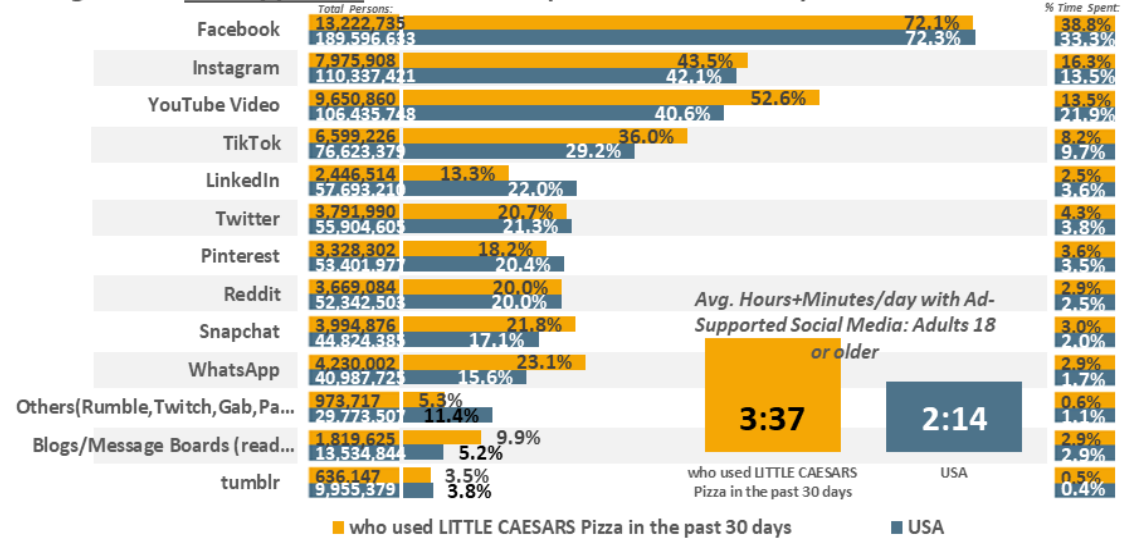
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



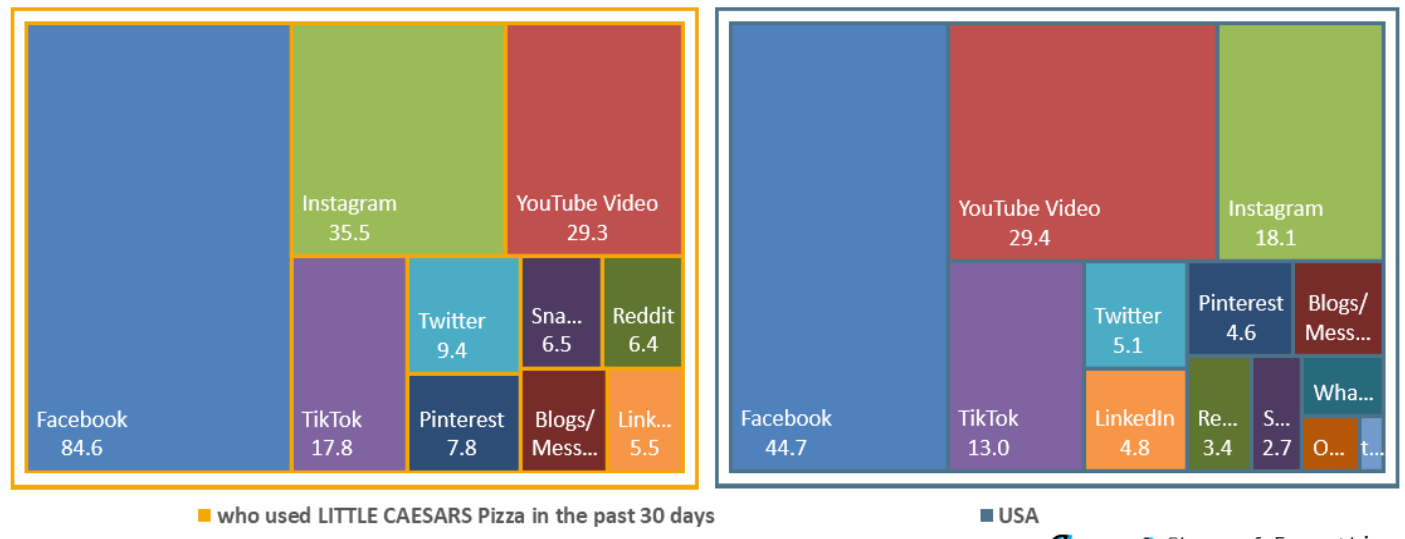
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

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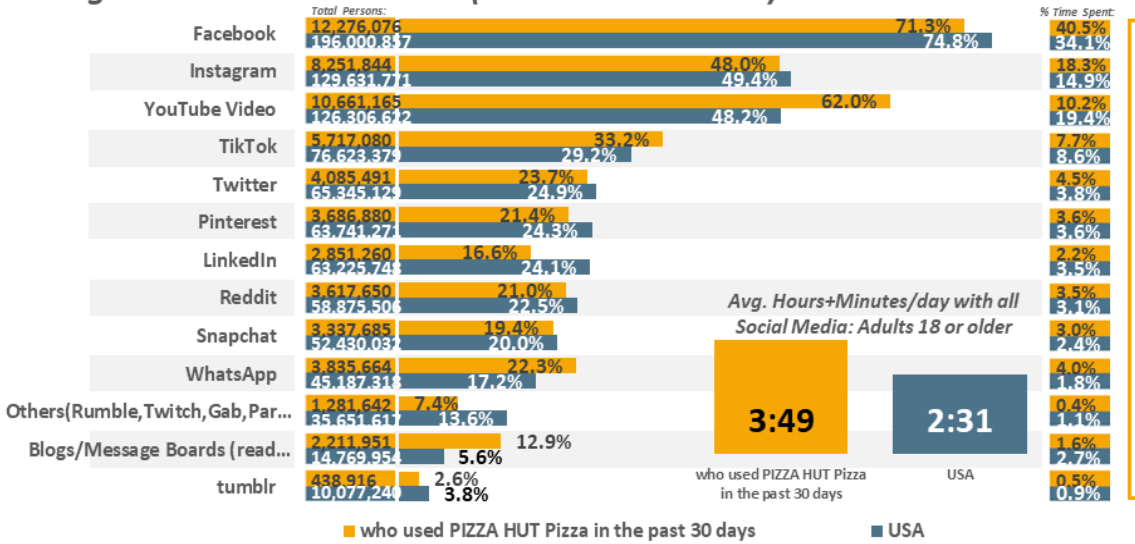
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything

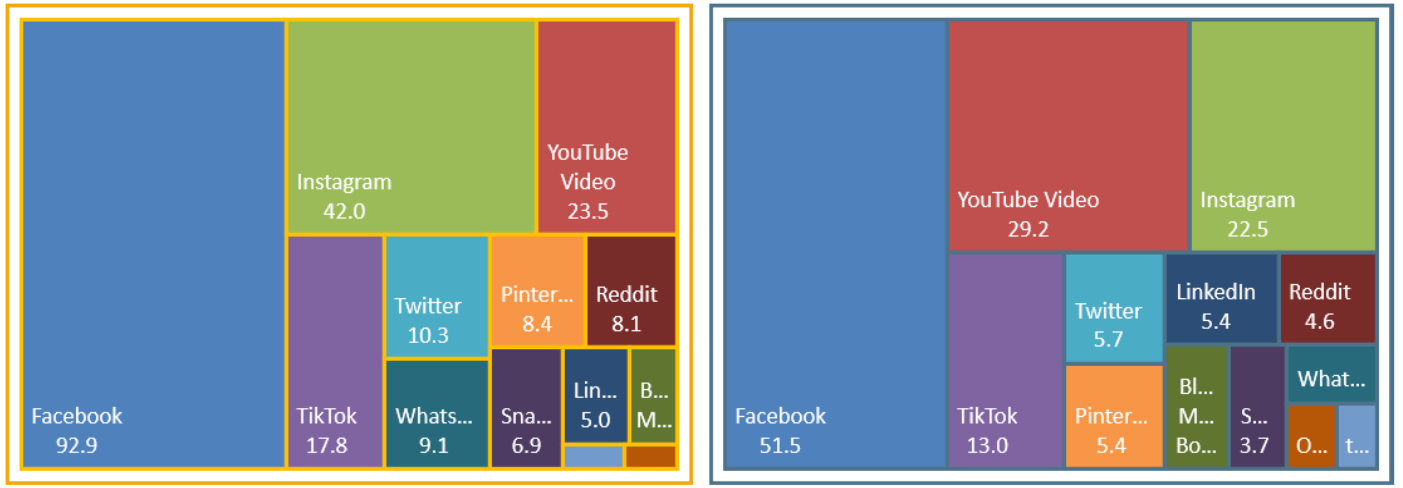
Quick service restaurants used past 30 days: Little Caesars

12,276,076 or 71.3% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days use Ad-Supported Facebook for an average of 82.3 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.

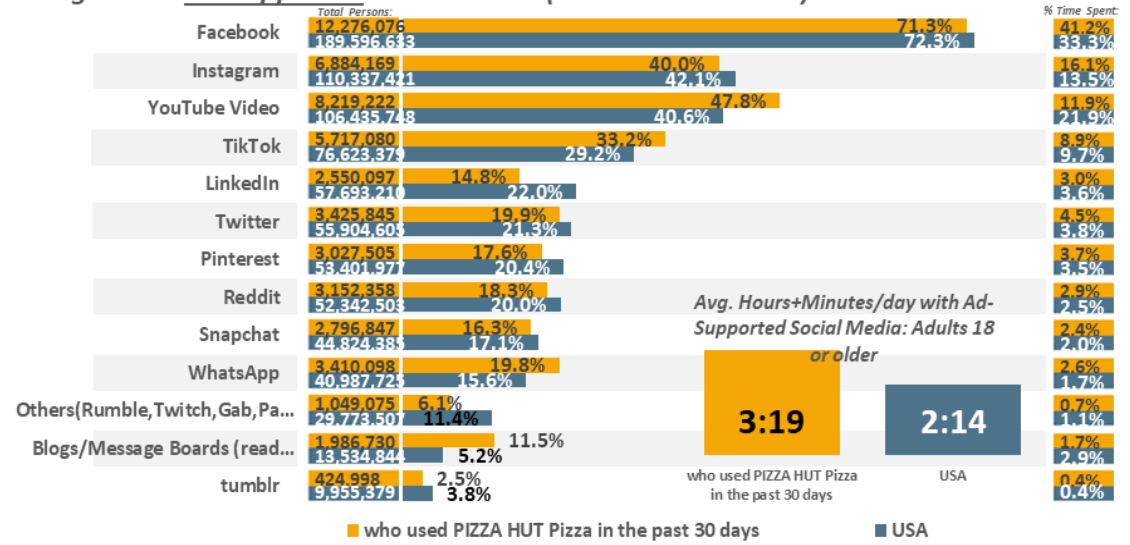
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



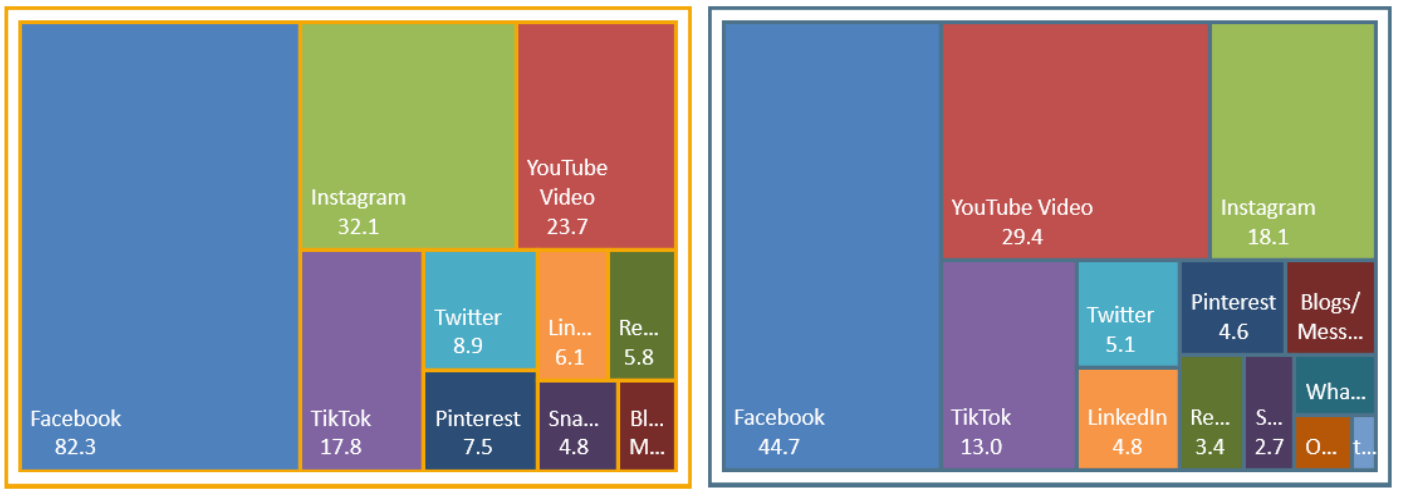
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

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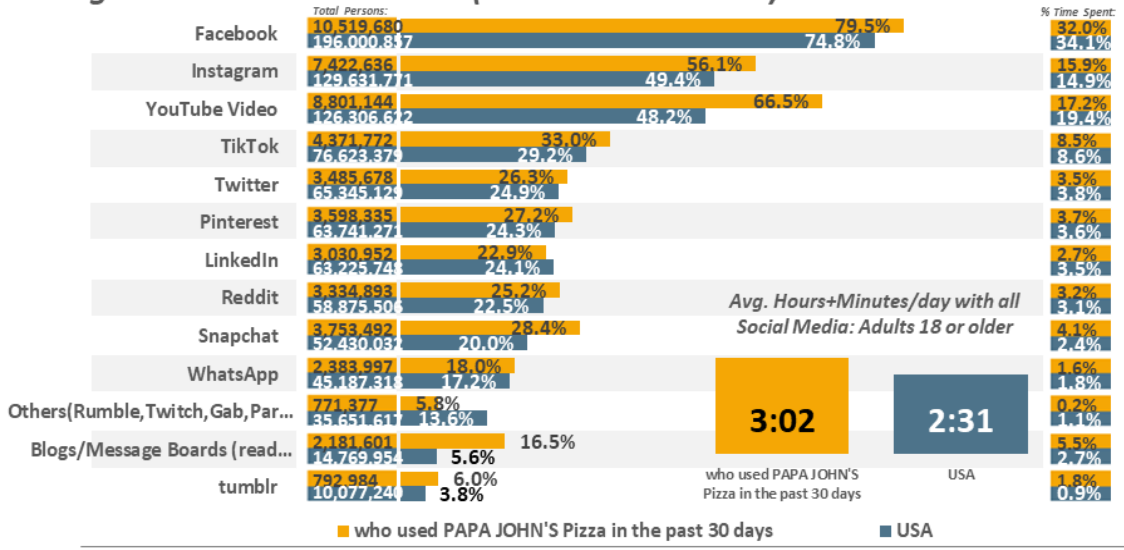
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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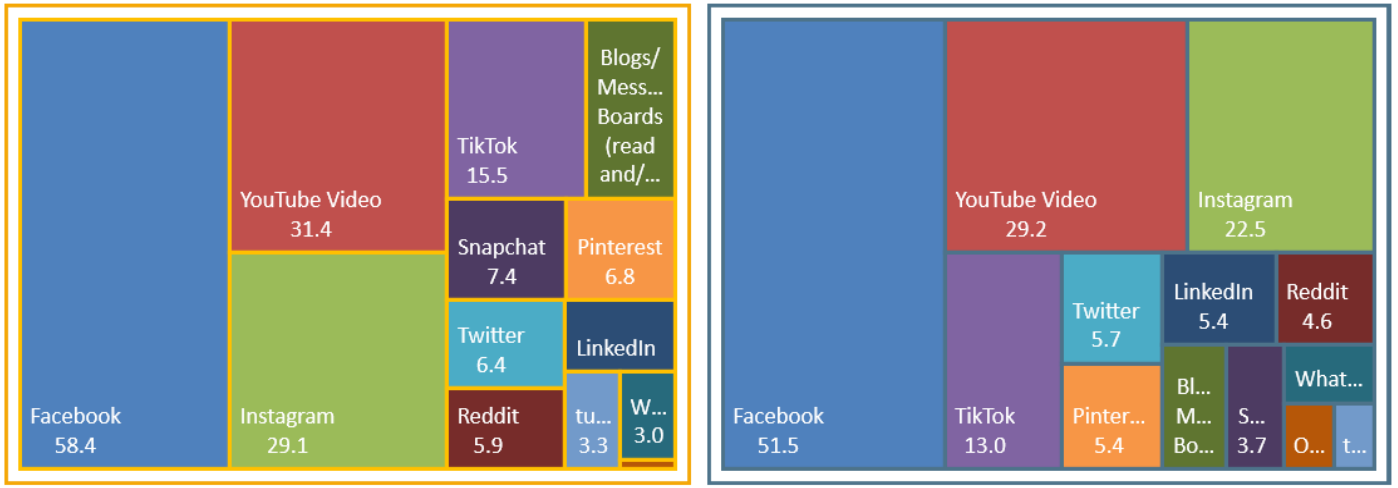
Quick service restaurants used past 30 days: Pizza Hut

10,176,050 or 76.9% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days use Ad-Supported Facebook for an average of 53.7 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

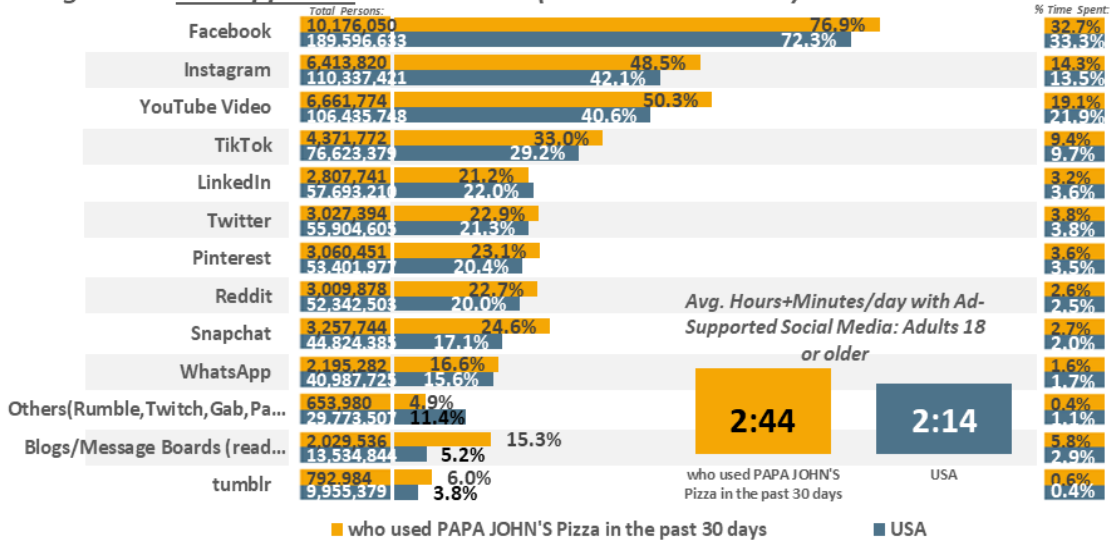
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



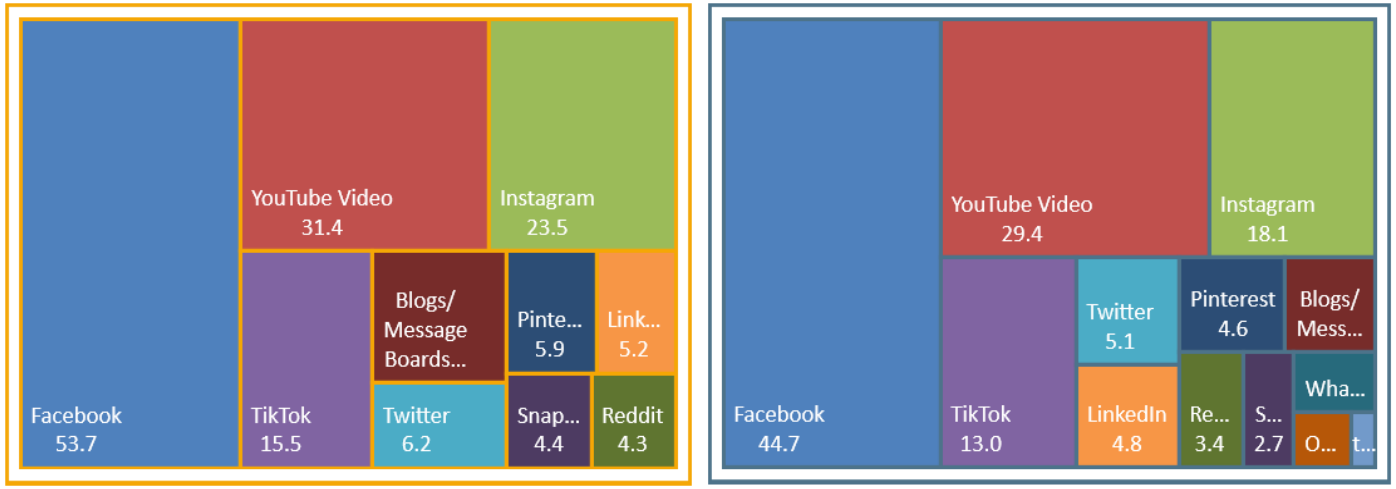
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *462*

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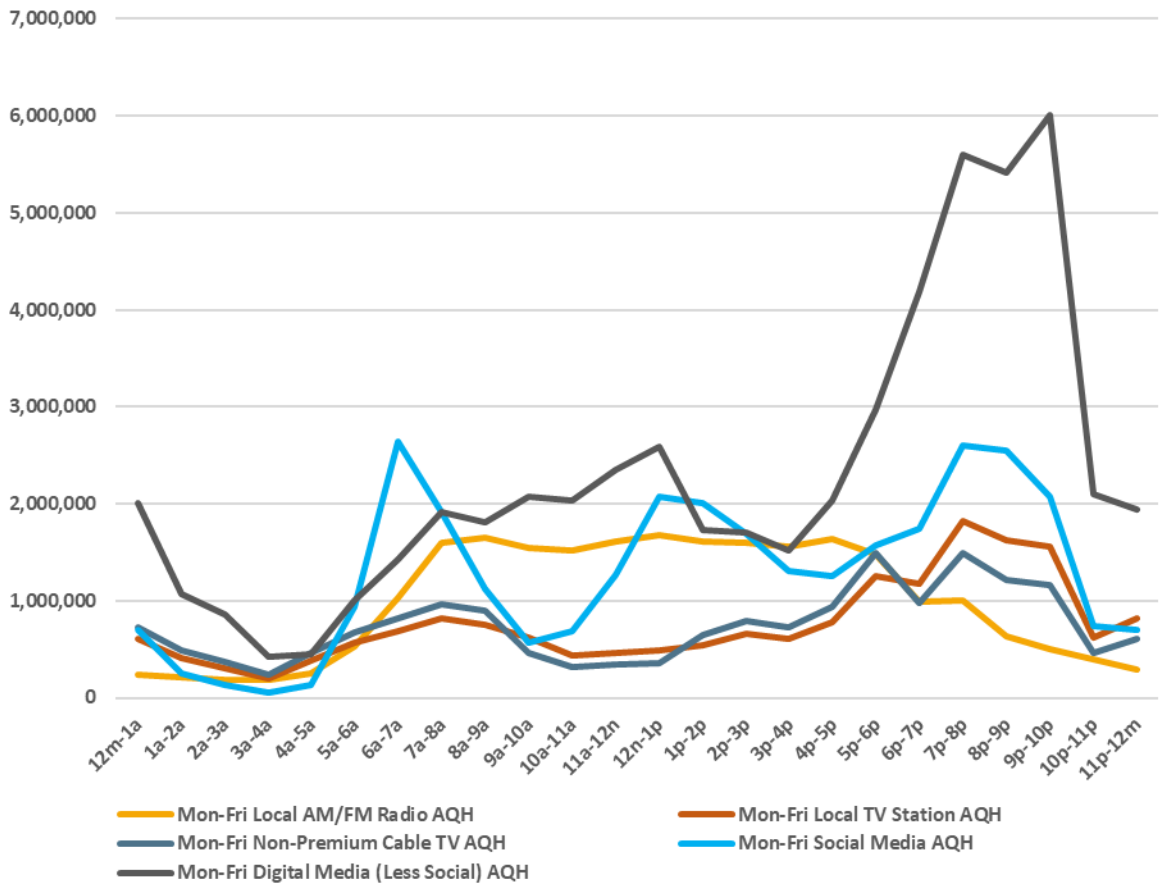
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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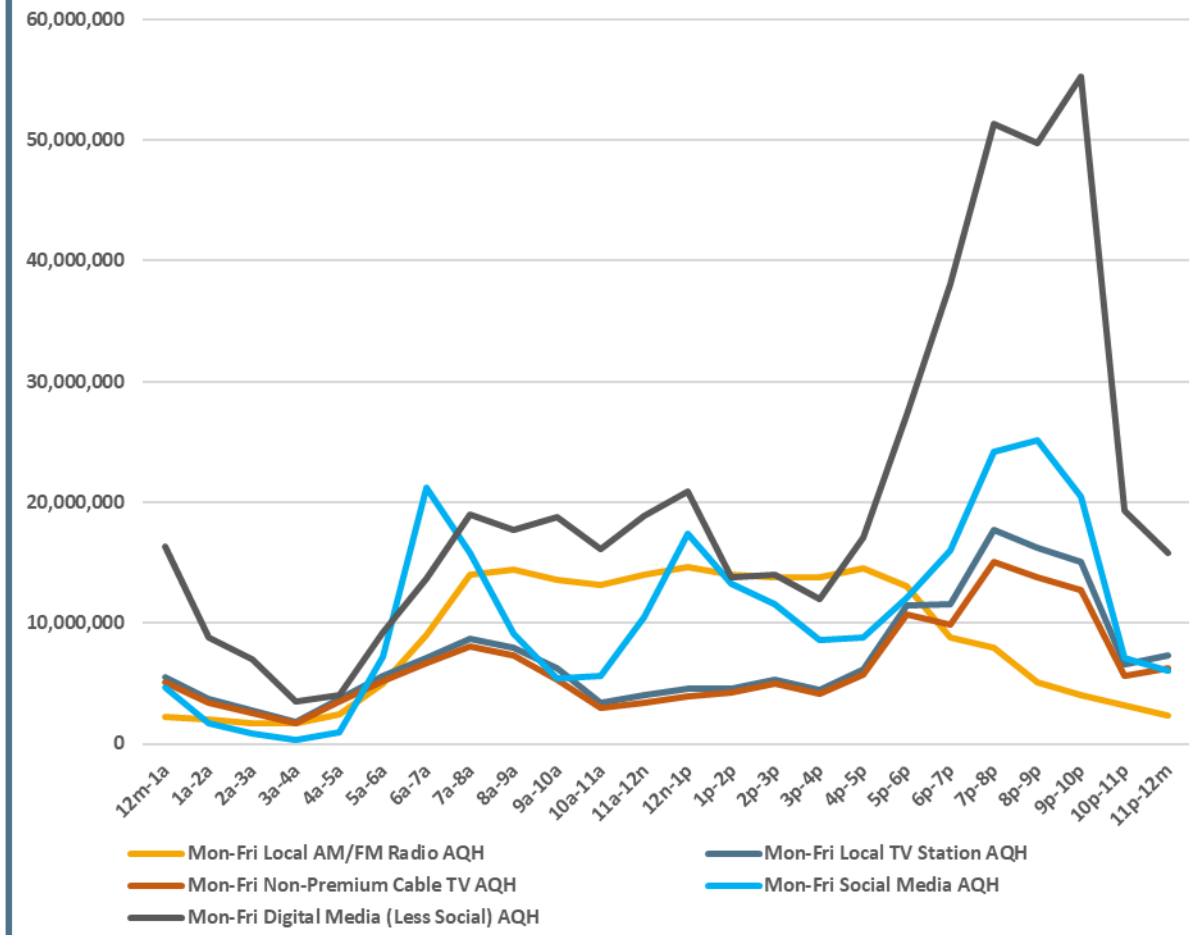
Quick service restaurants used past 30 days: Papa Johns Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,180,609; Social Media: 1,527,827; Local Radio: 1,502,320; Non-Prem. Cable: 749,706; Local TV: 713,848 reaching Adults 18 or older who used DOMINOS Pizza in the past 30

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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

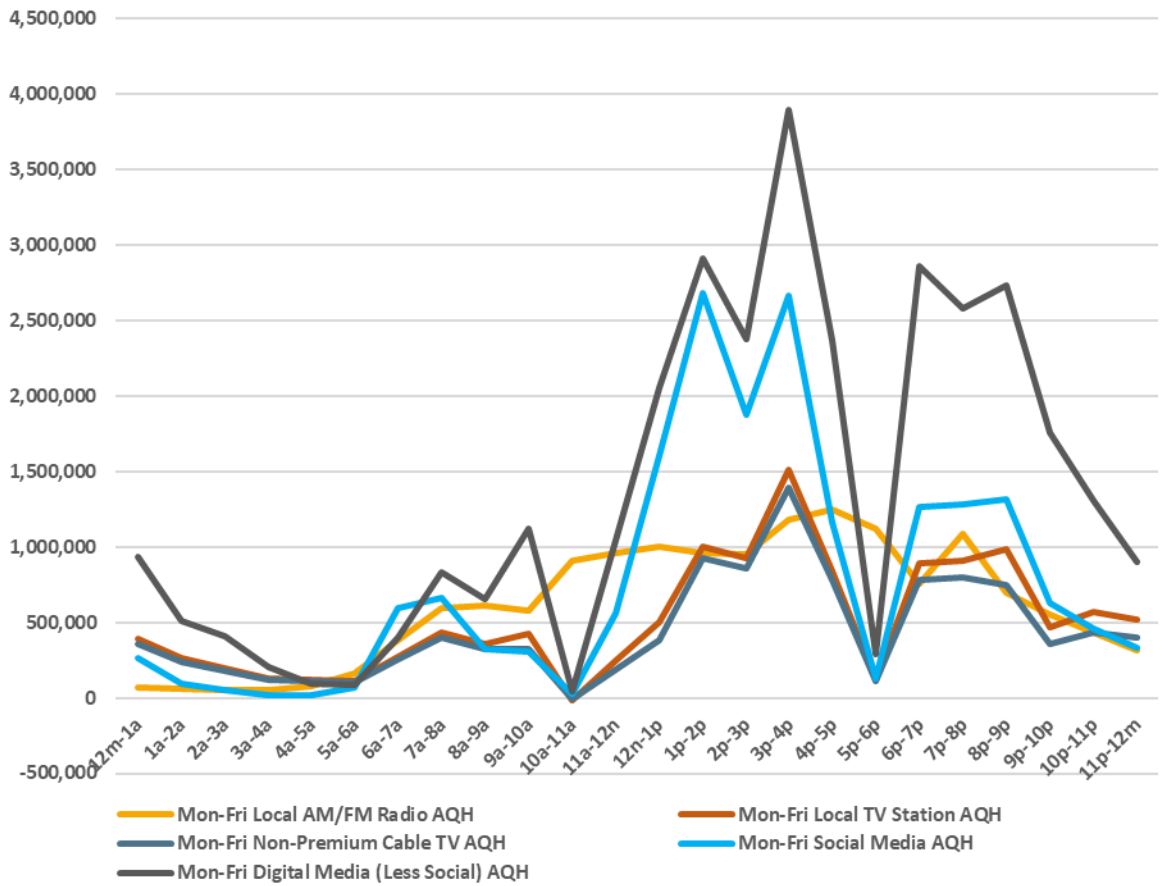
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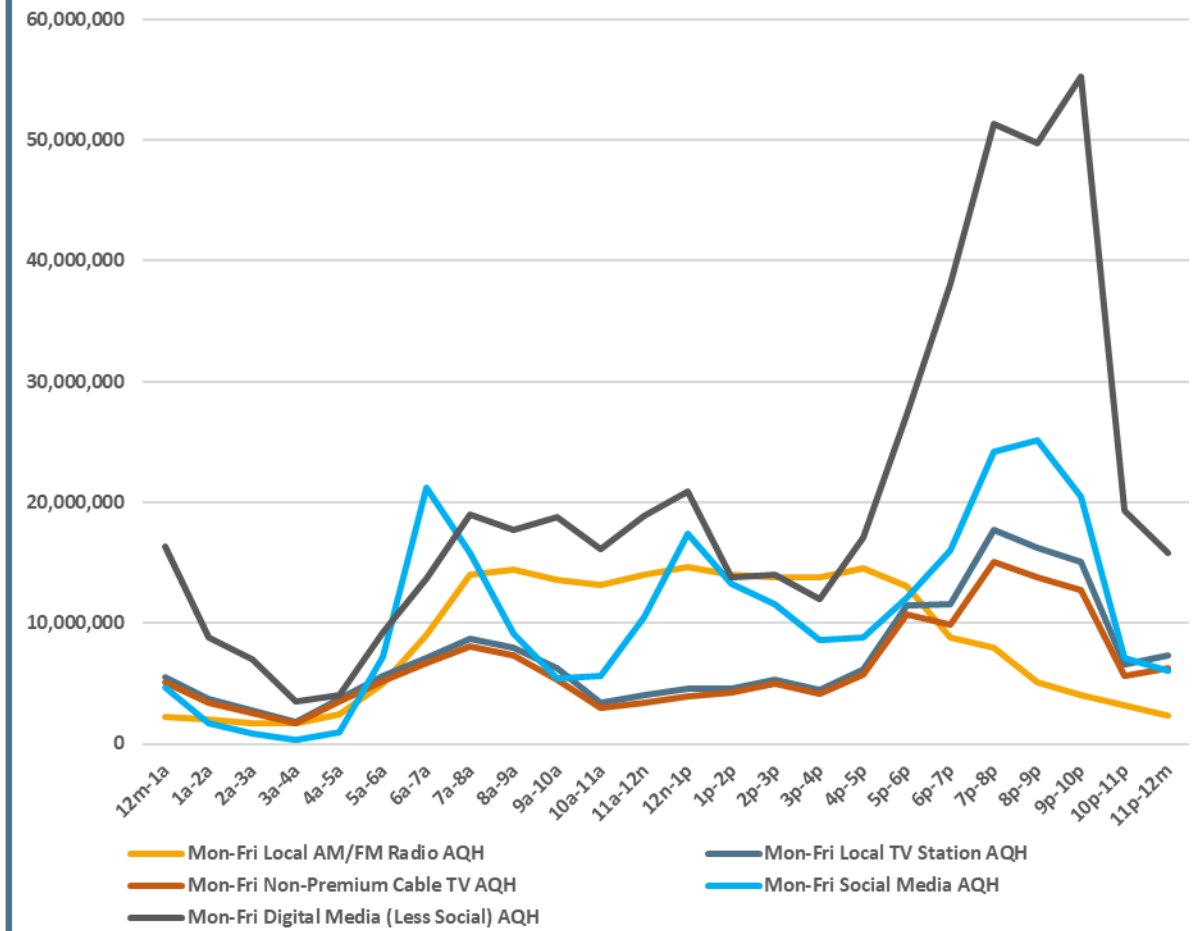
Quick service restaurants used past 30 days: Domino's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,603,960; Social Media: 1,066,741; Local Radio: 865,975; Local TV: 578,914; Non-Prem. Cable: 517,447 reaching Adults 18 or older who used LITTLE CAESARS Pizza in the pas

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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

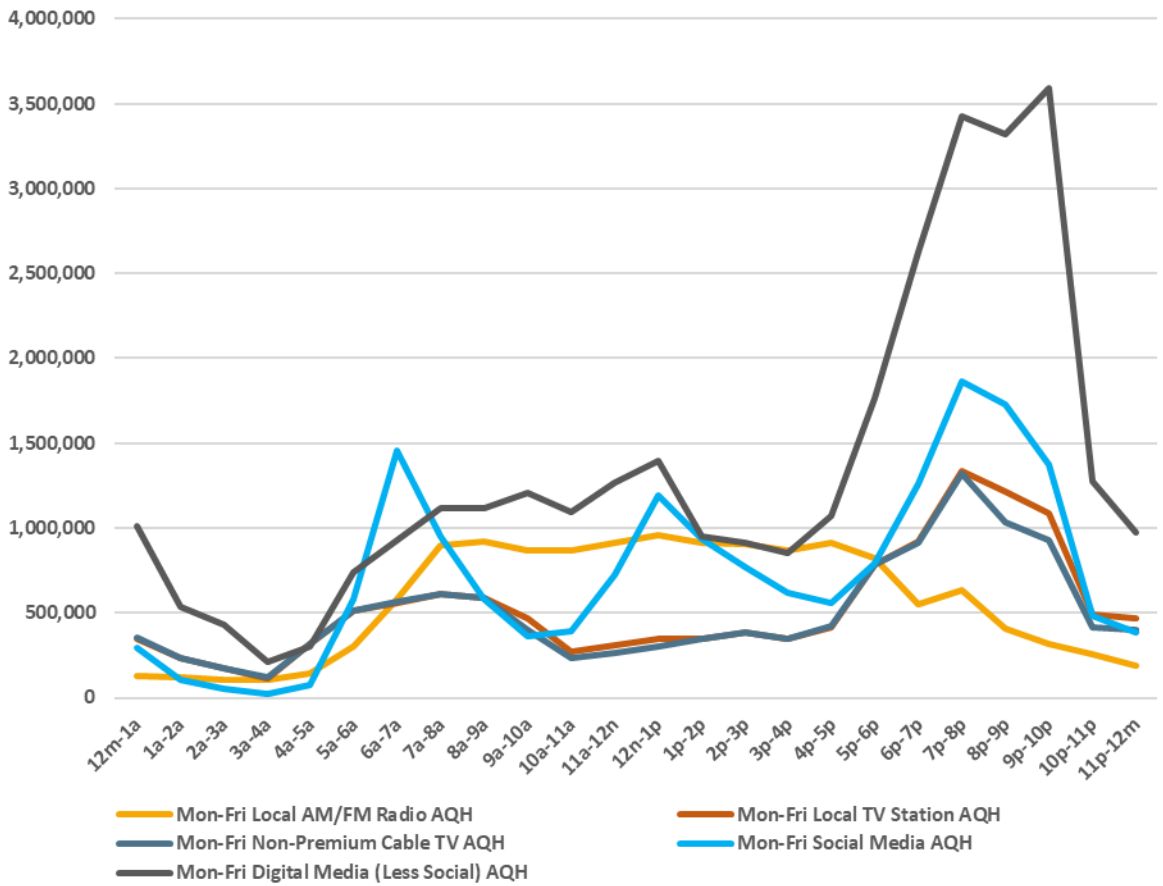
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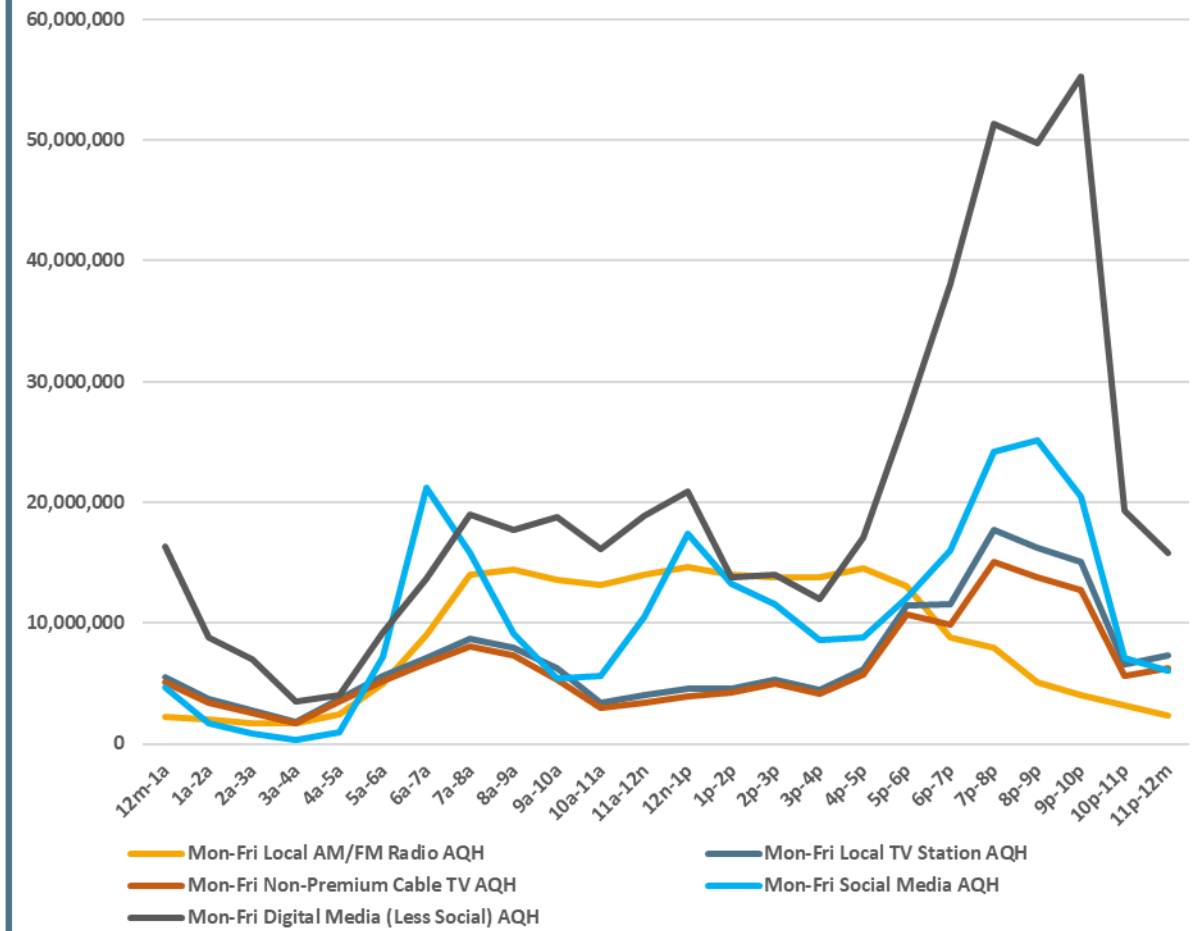
Quick service restaurants used past 30 days: Little Caesars

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,254,743; Local Radio: 844,176; Social Media: 815,716; Local TV: 488,386; Non-Prem. Cable: 473,955 reaching Adults 18 or older who used PIZZA HUT Pizza in the past 30 da

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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

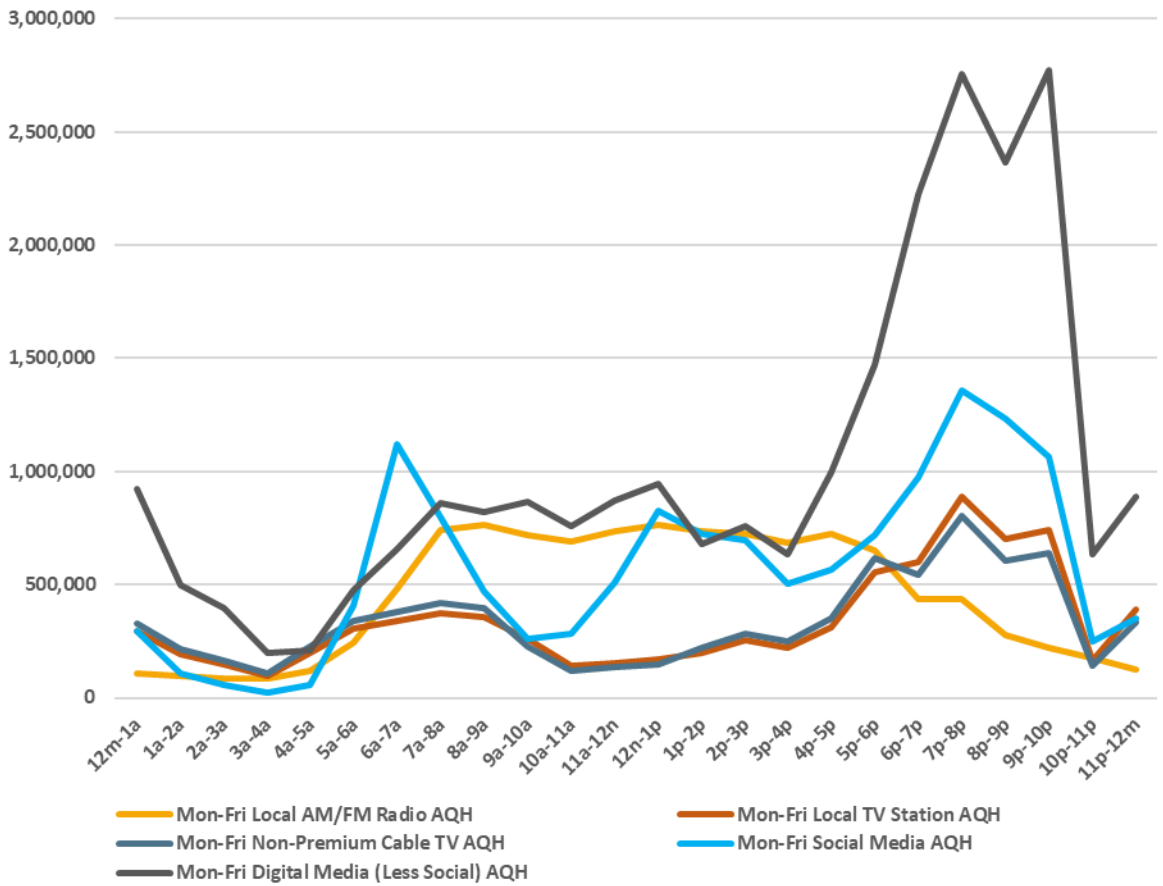
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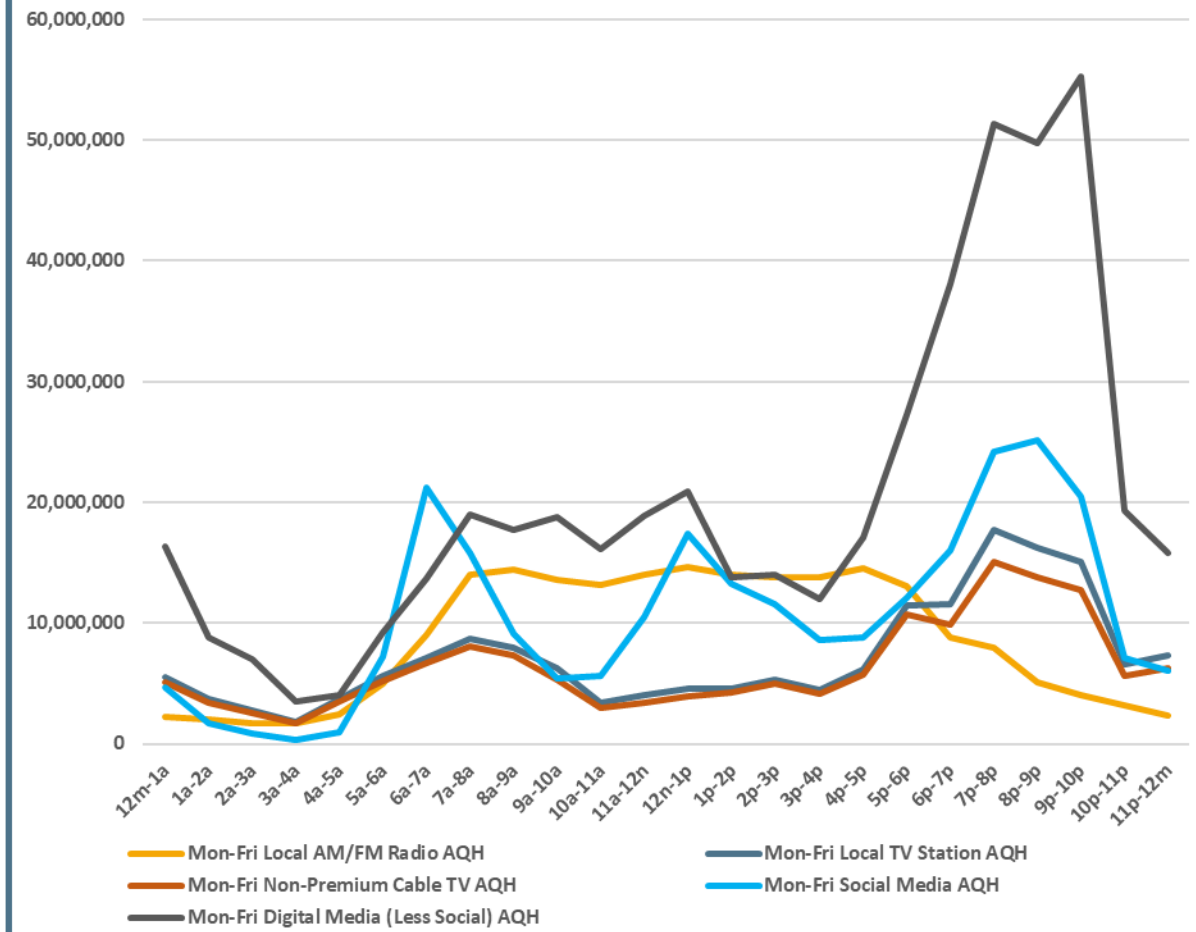
Quick service restaurants used past 30 days: Pizza Hut

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 964,276; Local Radio: 681,267; Social Media: 649,230; Non-Prem. Cable: 314,364; Local TV: 302,680 reaching Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 da

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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

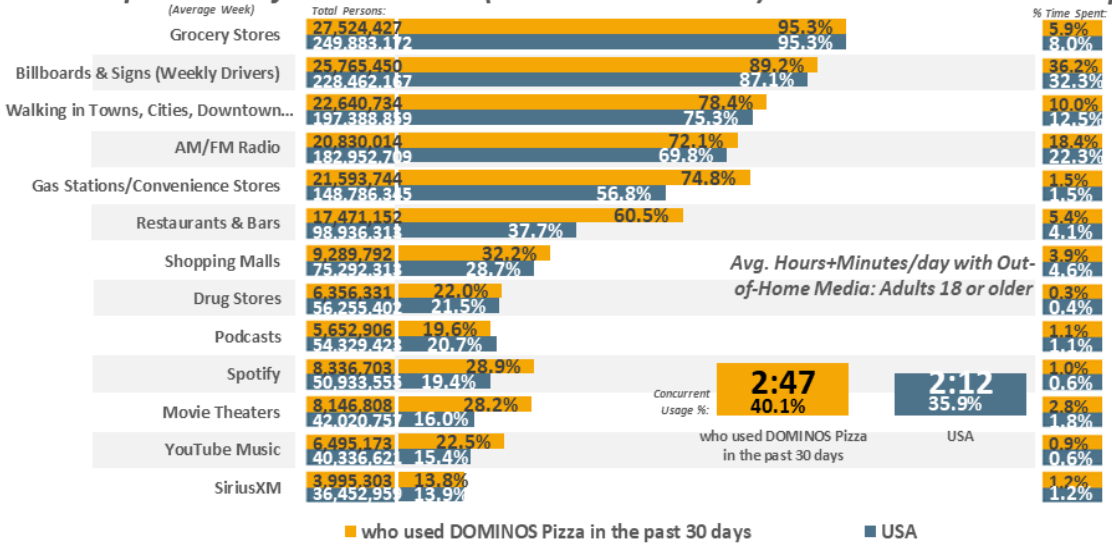
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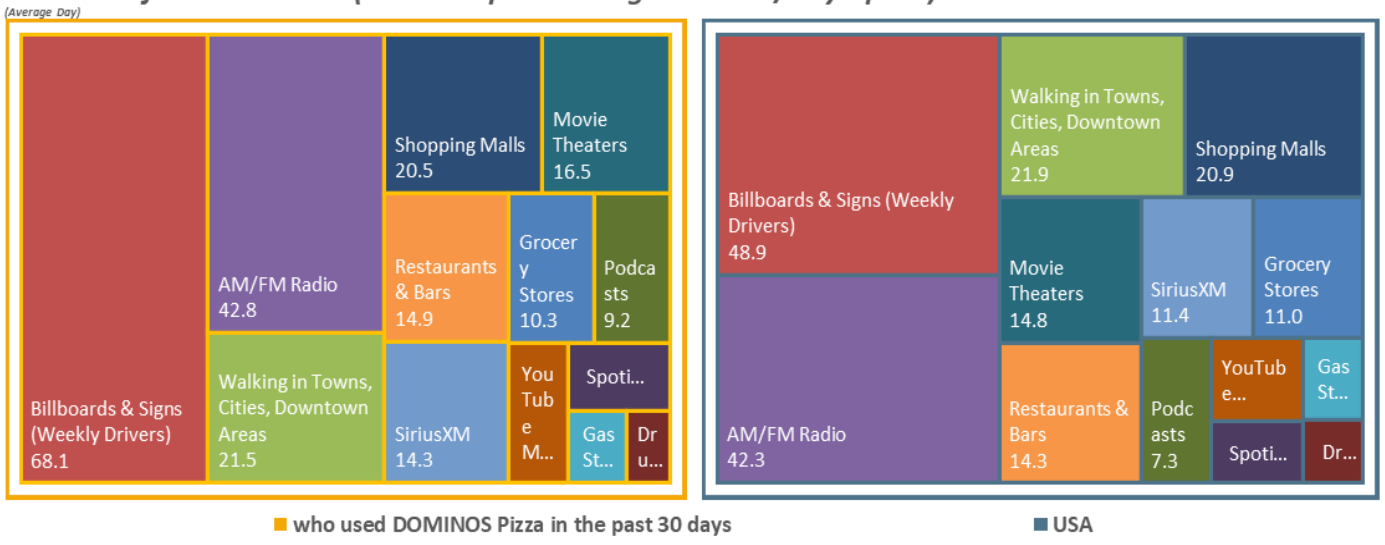
Quick service restaurants used past 30 days: Papa Johns Pizza

25,765,450 or 89.2% of Adults 18 or older who used DOMINOS Pizza in the past 30 days spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

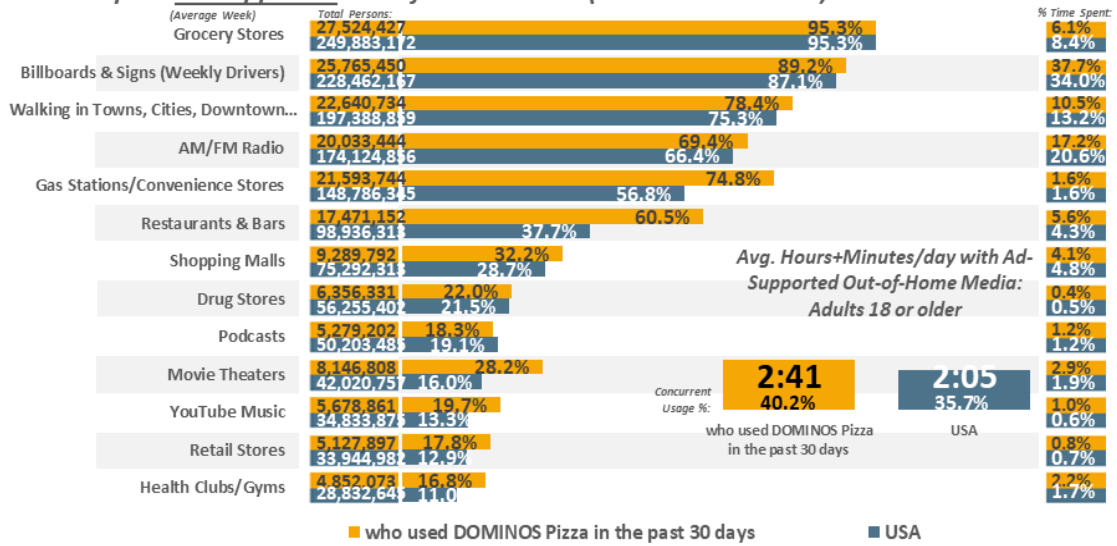
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



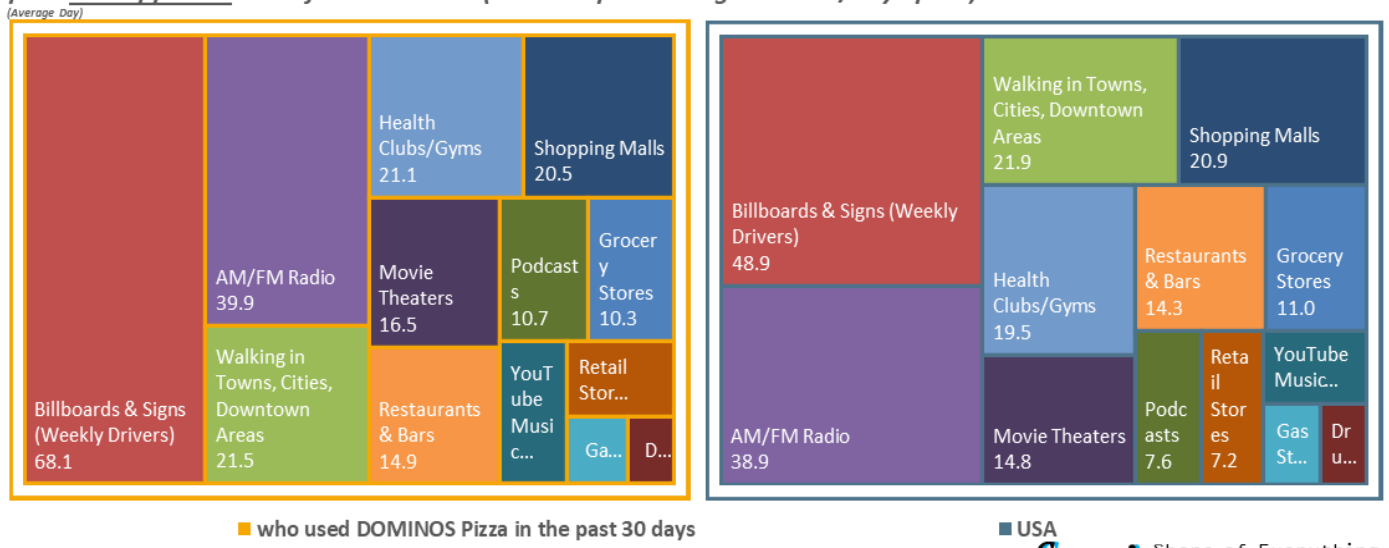
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 842

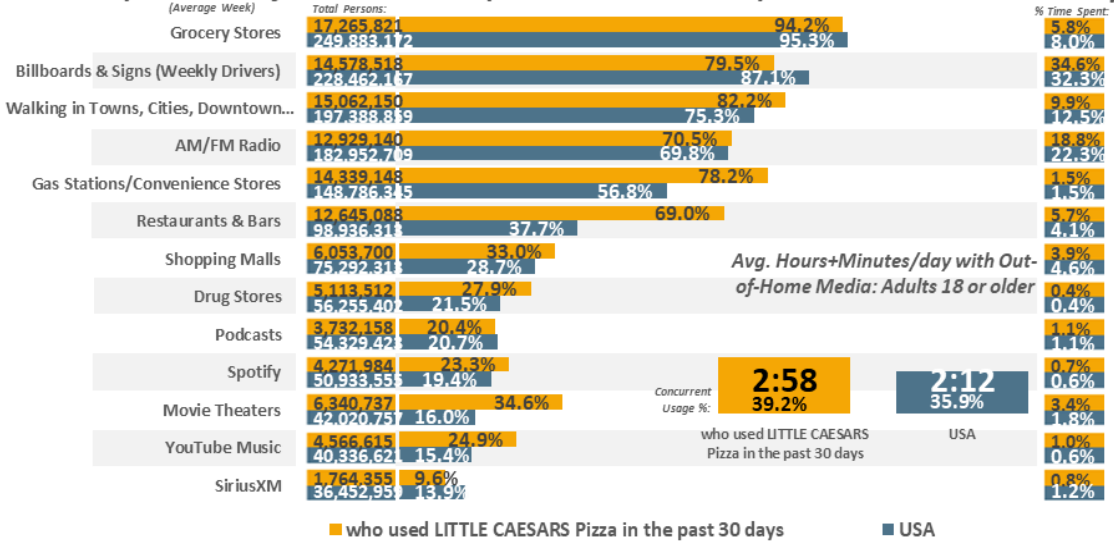
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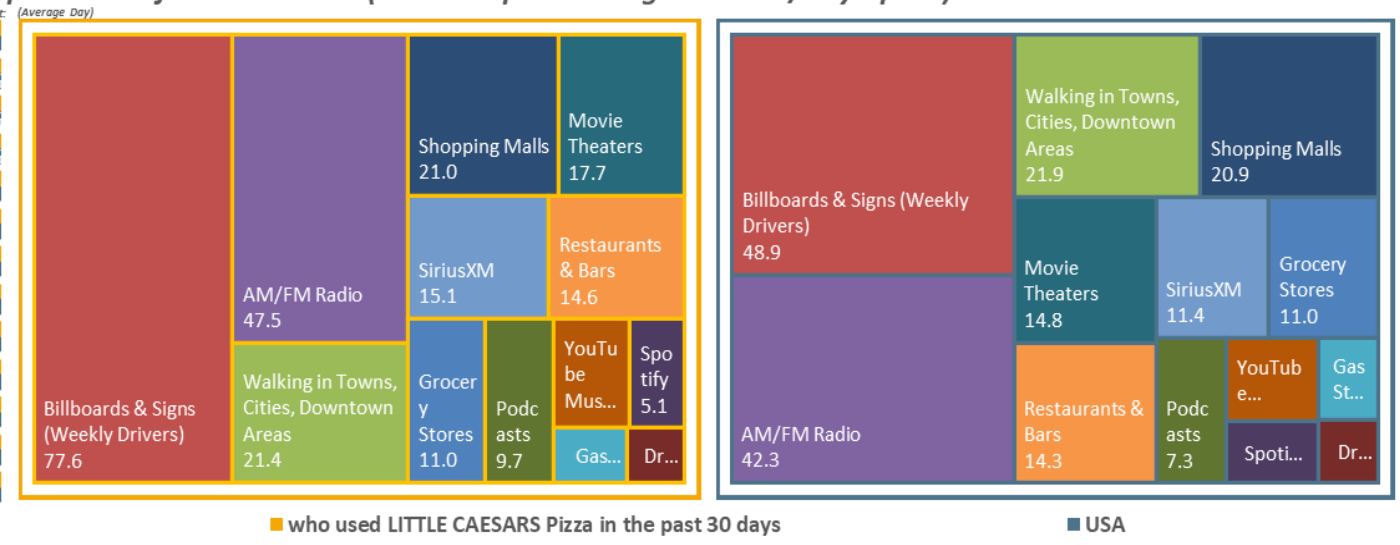
Quick service restaurants used past 30 days: Domino's

14,578,518 or 79.5% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days spend an average of 77.6 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

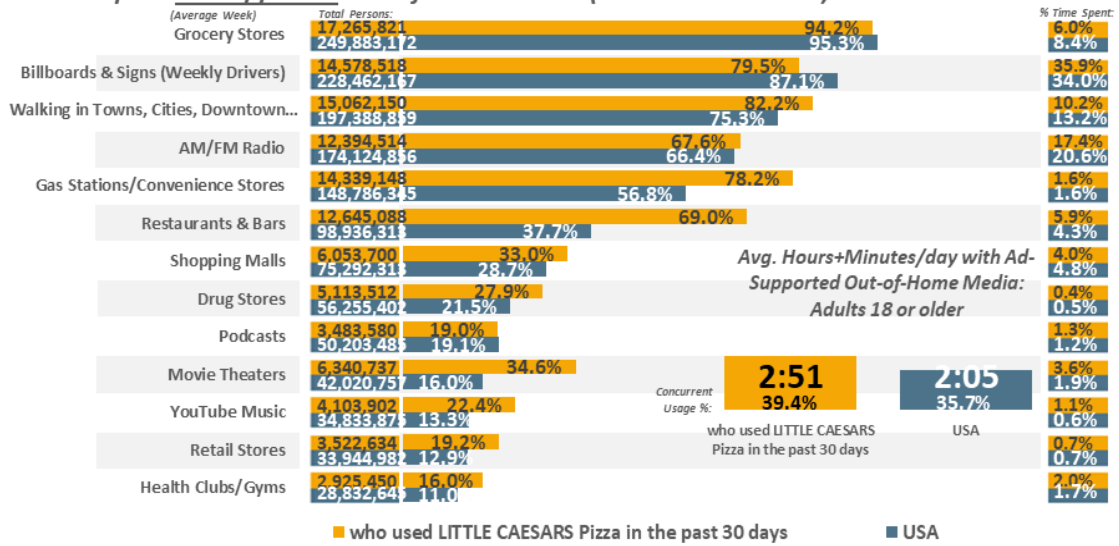
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



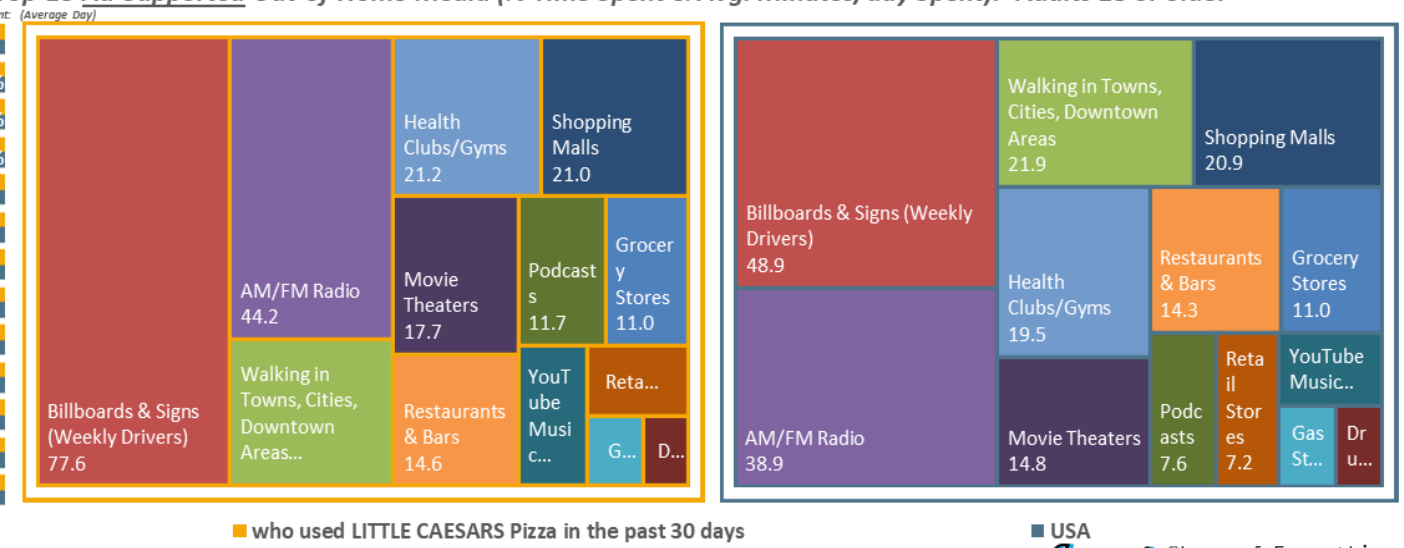
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 507

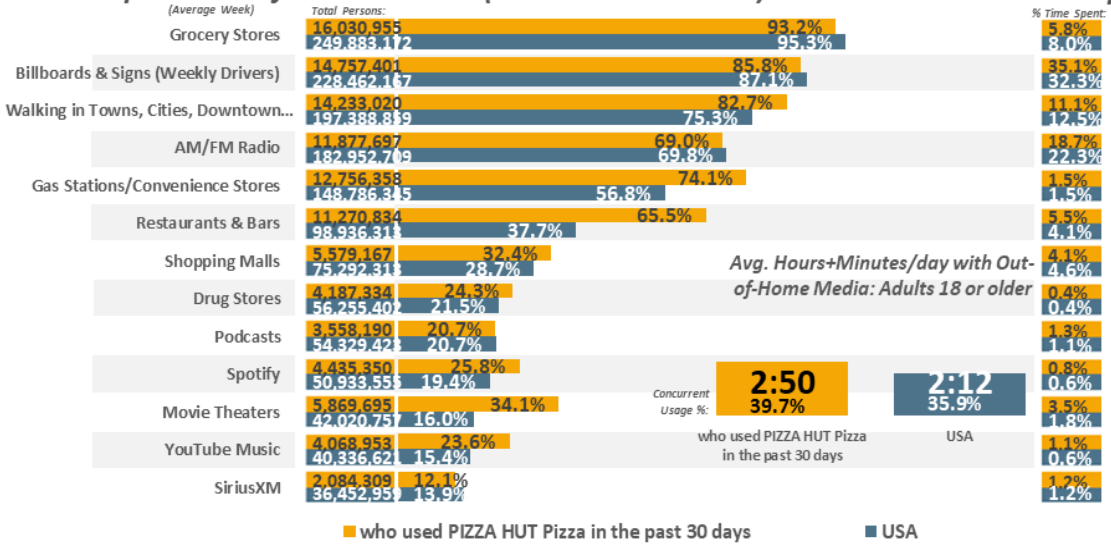
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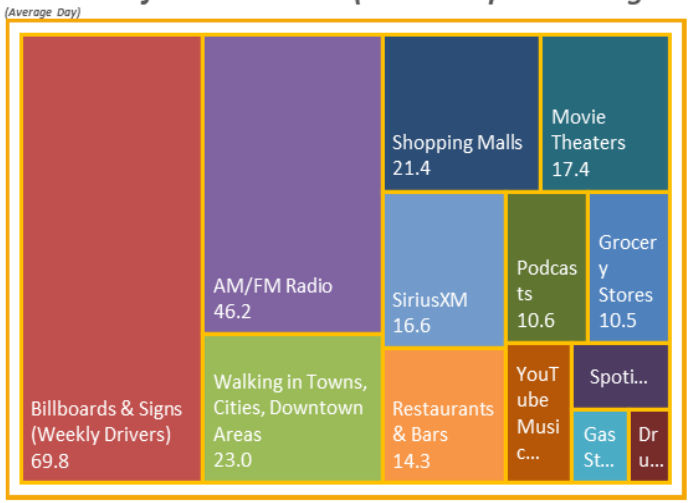
Quick service restaurants used past 30 days: Little Caesars

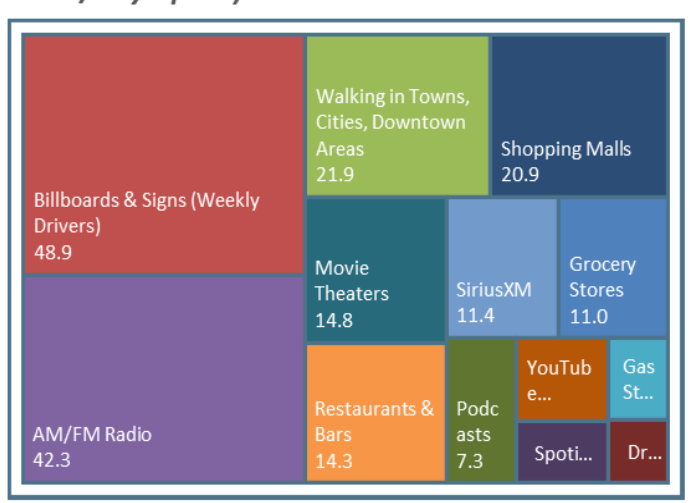
14,757,401 or 85.8% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days spend an average of 69.8 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

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

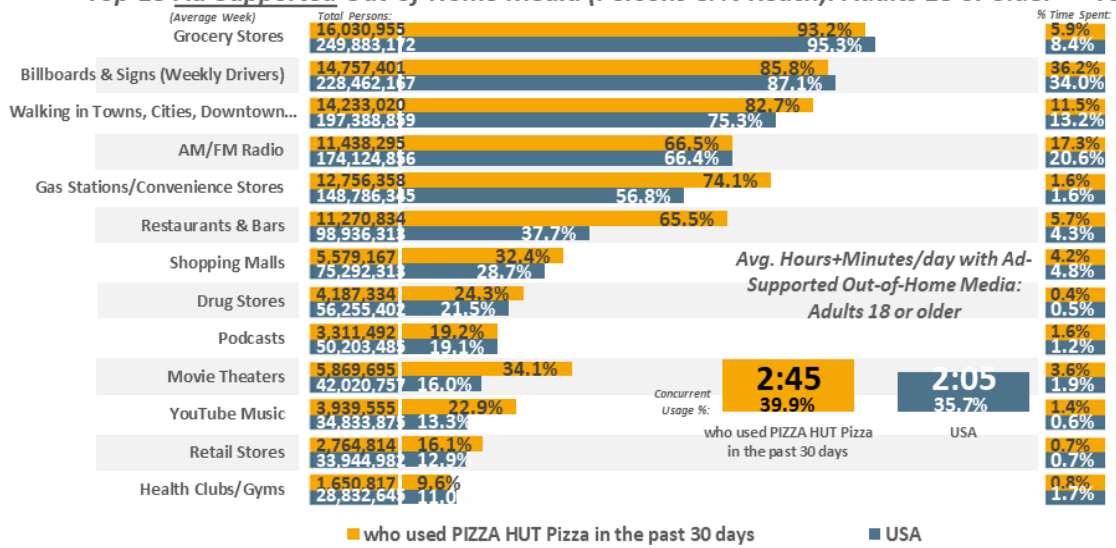


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

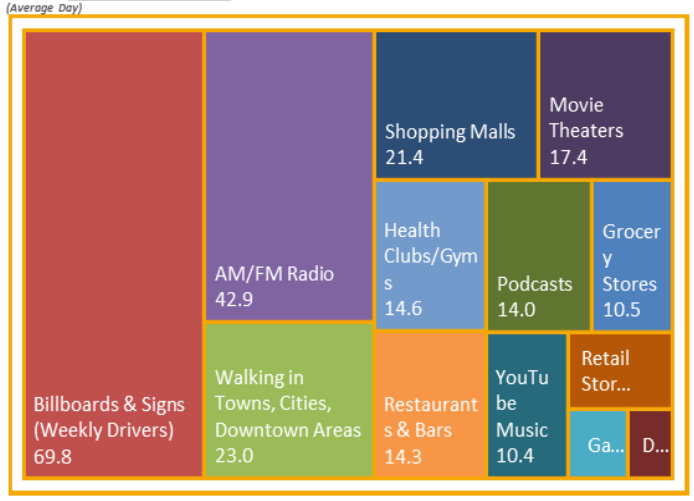


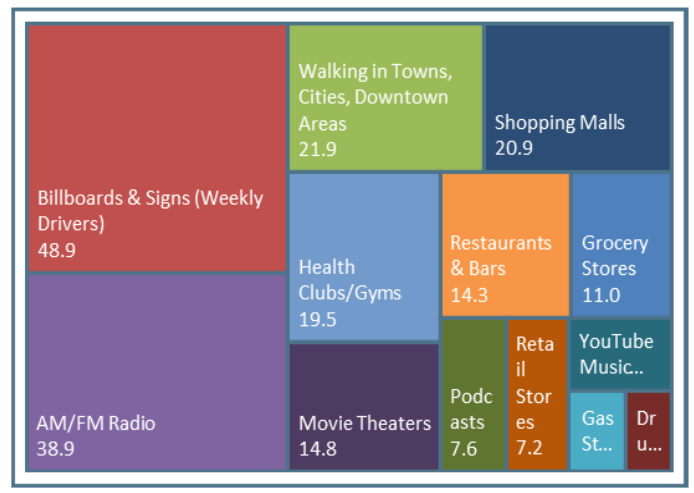


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 523

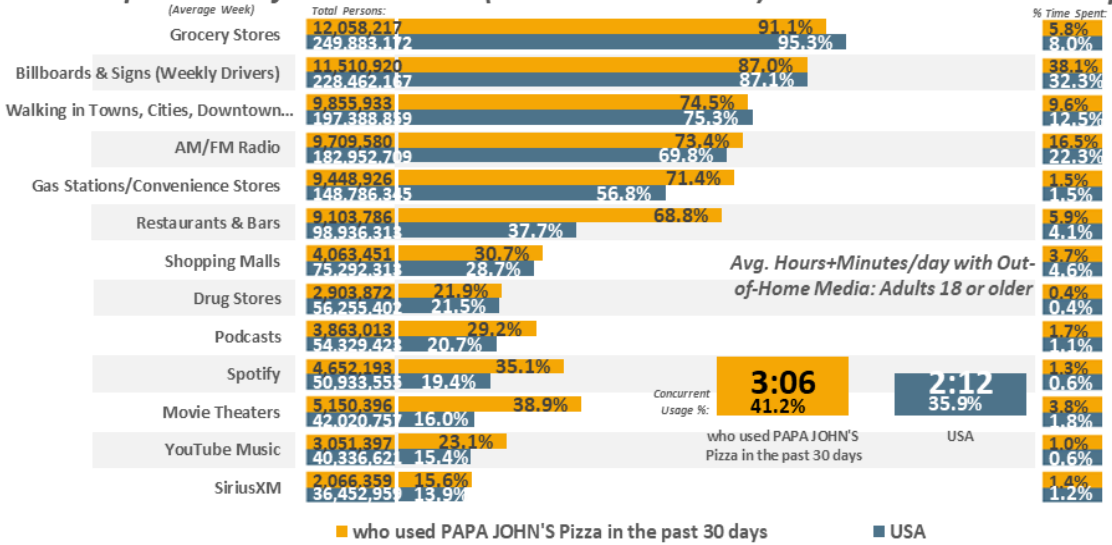
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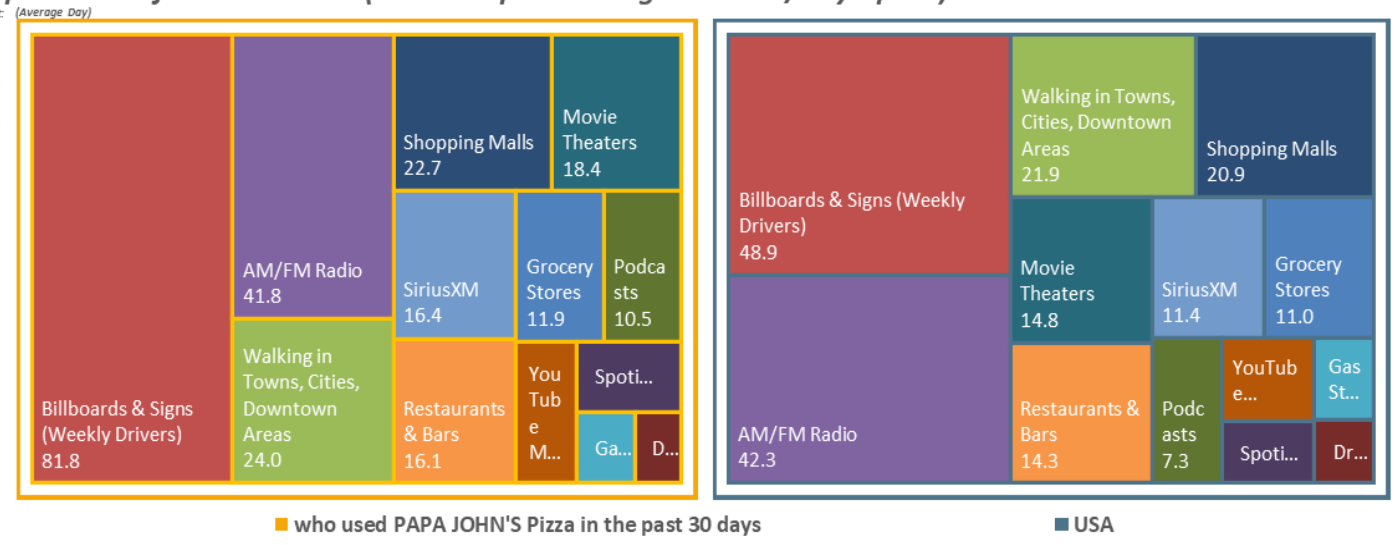
Quick service restaurants used past 30 days: Pizza Hut

11,510,920 or 87.% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days spend an average of 81.8 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

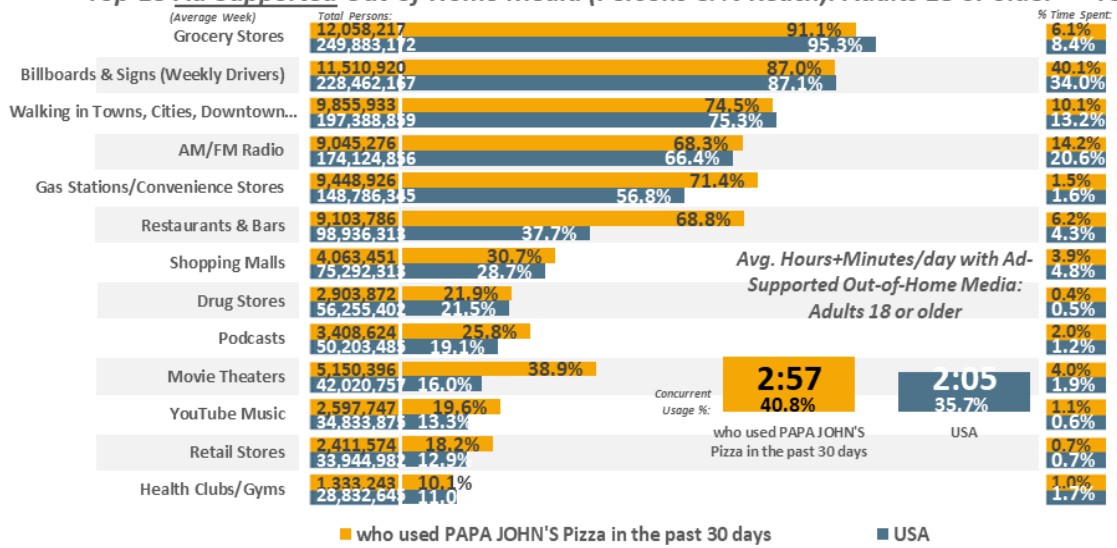
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



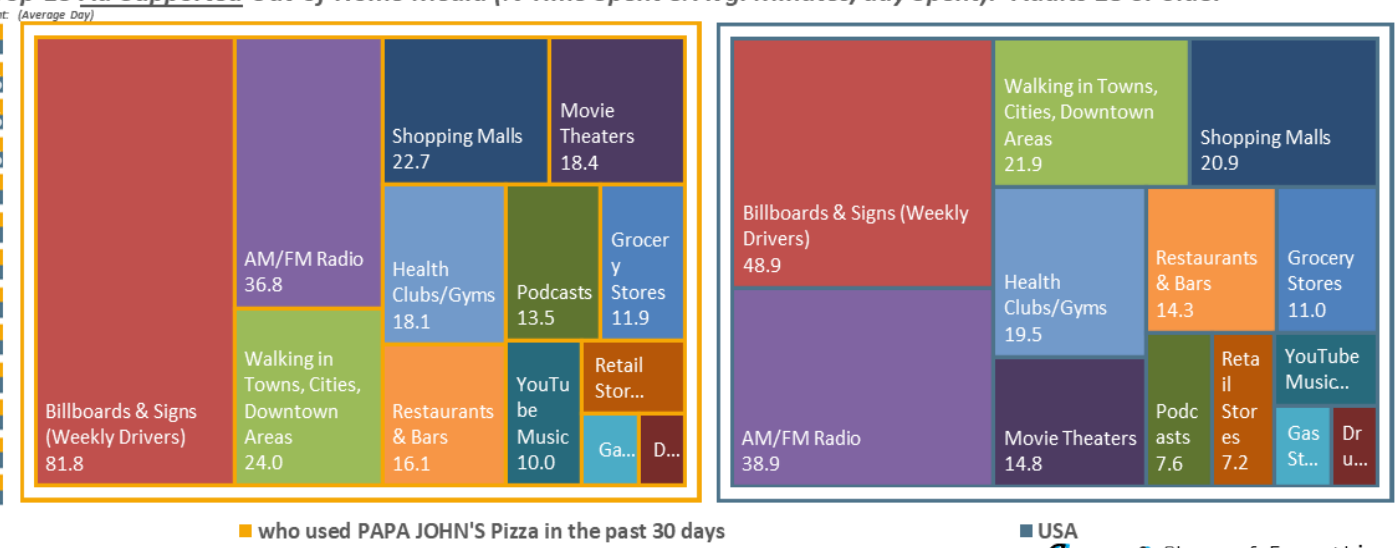
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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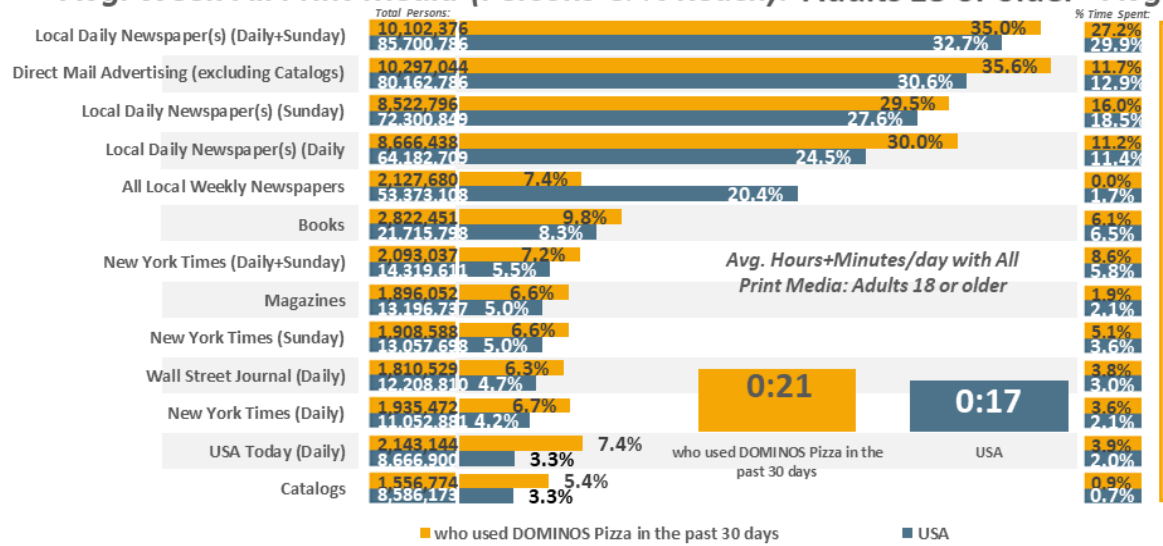
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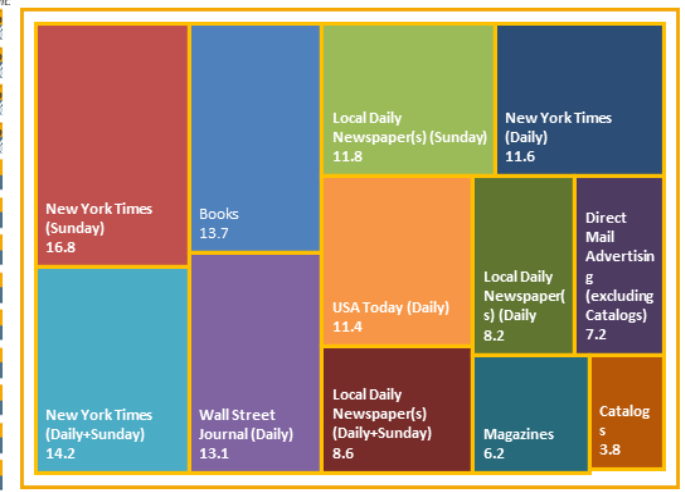
Quick service restaurants used past 30 days: Papa Johns Pizza

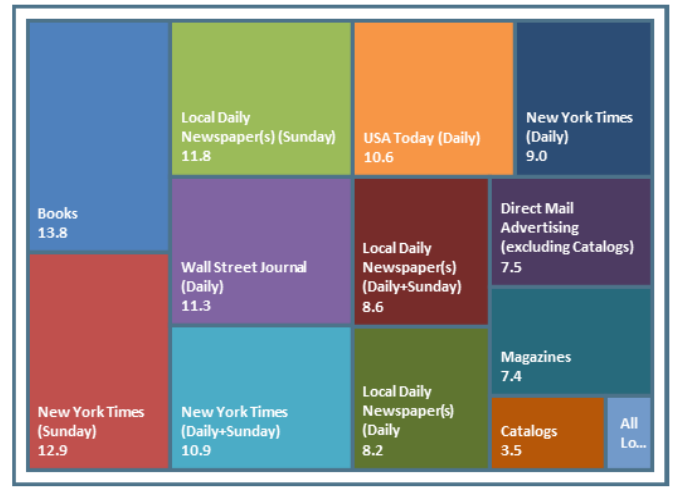
10,102,376 or 35.% of Adults 18 or older who used DOMINOS Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.% of all time spent daily with All forms of Print Media.

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

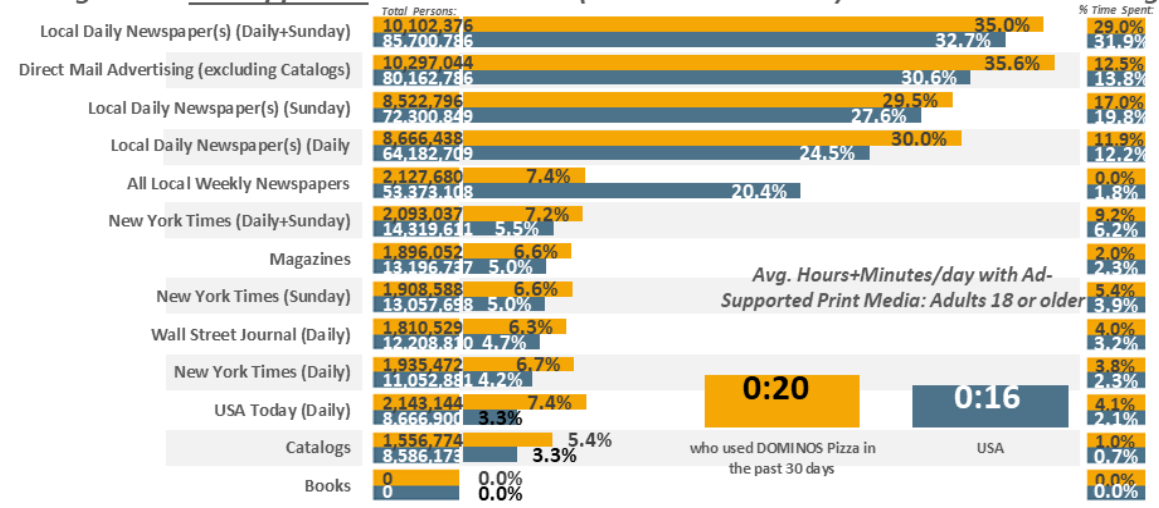


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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



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





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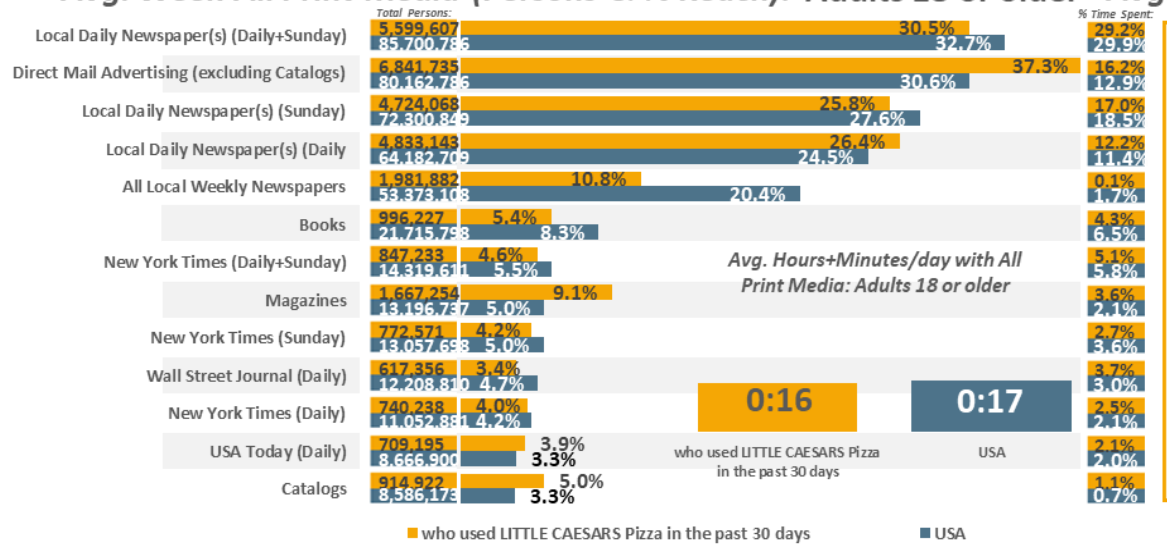
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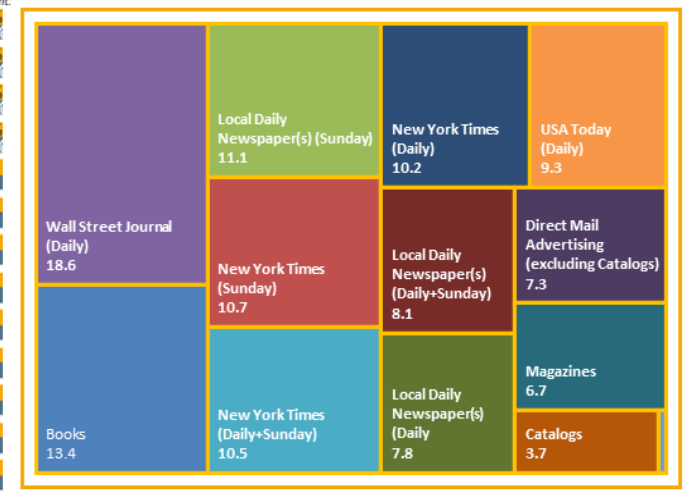
Quick service restaurants used past 30 days: Domino's

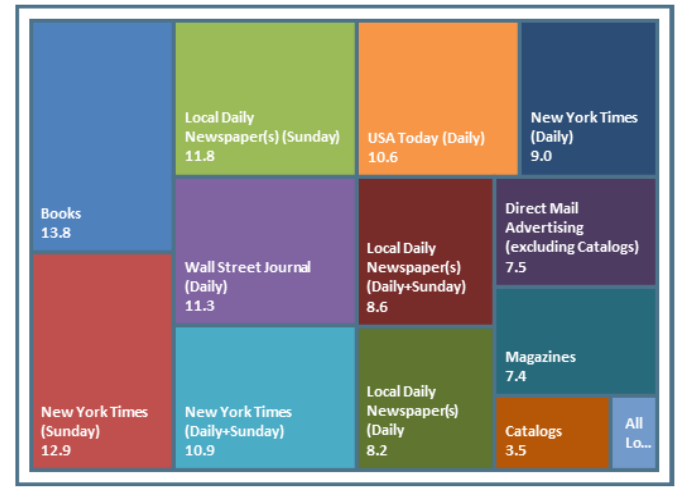
5,599,607 or 30.5% of Adults 18 or older who used LITTLE CAESARS Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 30.5% of all time spent daily with All forms of Print Media.

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

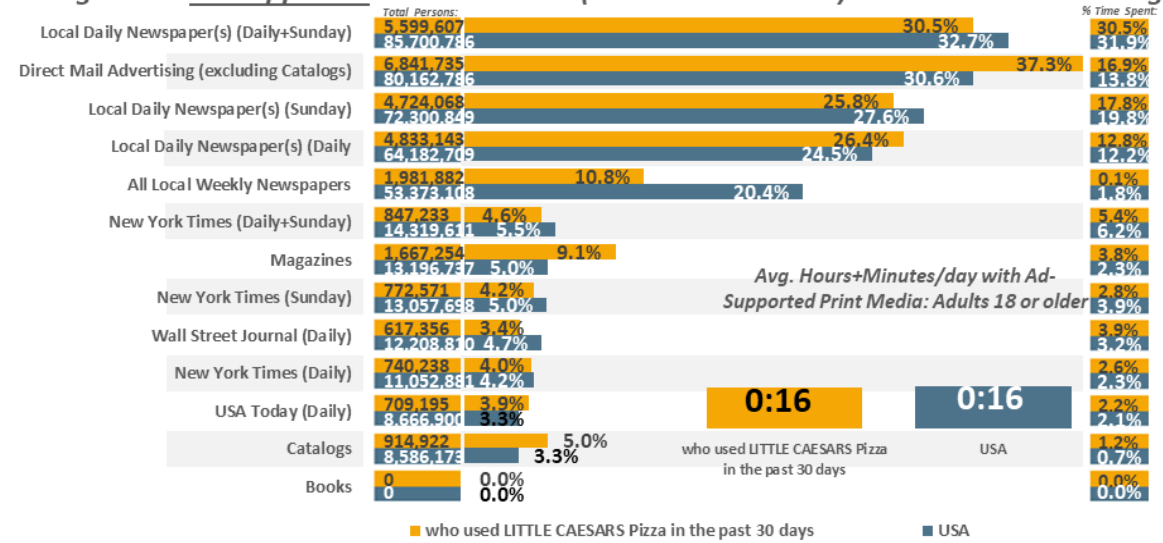


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

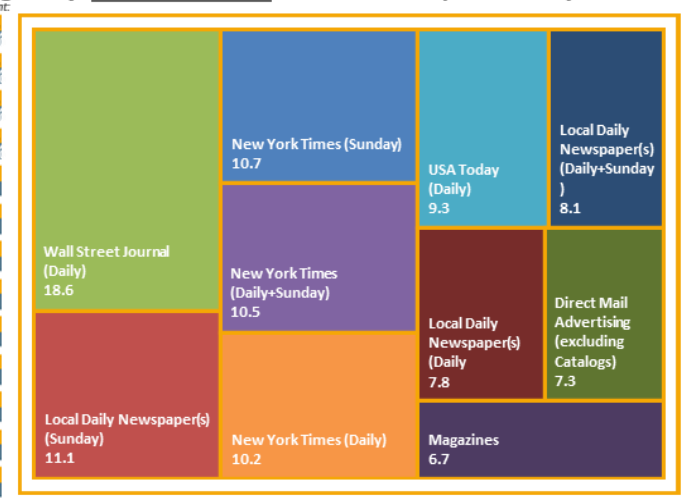


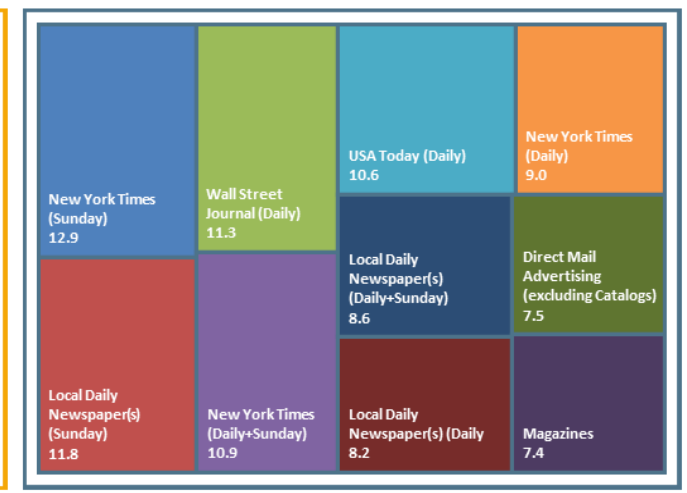


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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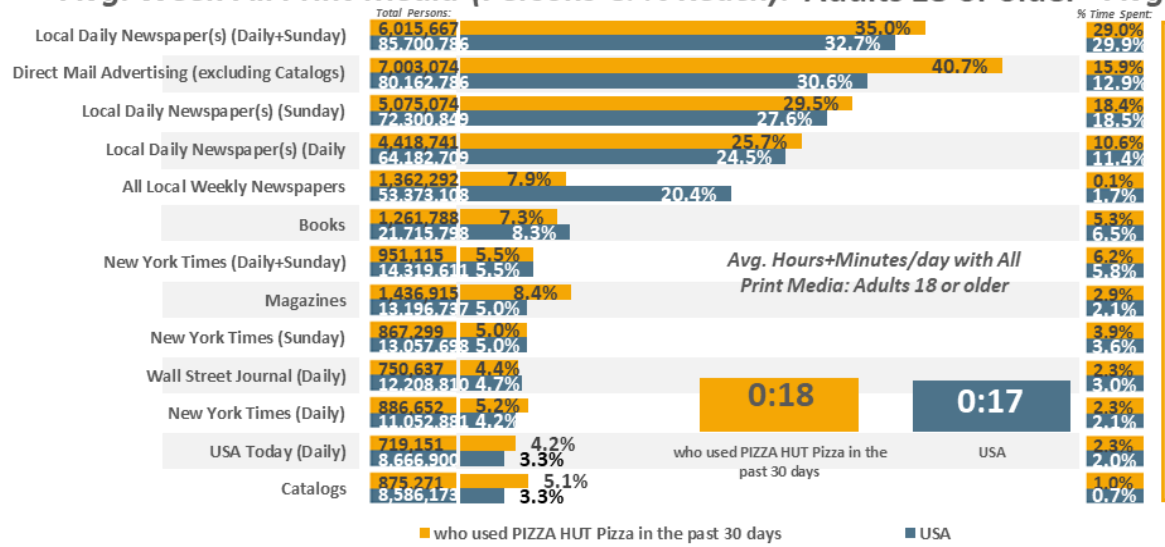
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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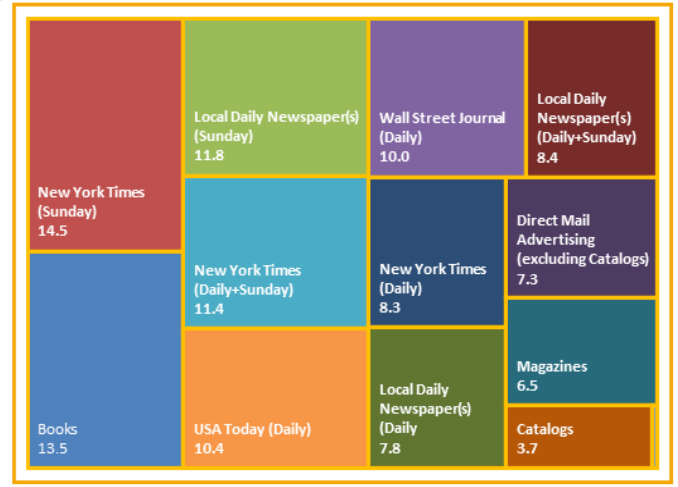
Quick service restaurants used past 30 days: Little Caesars

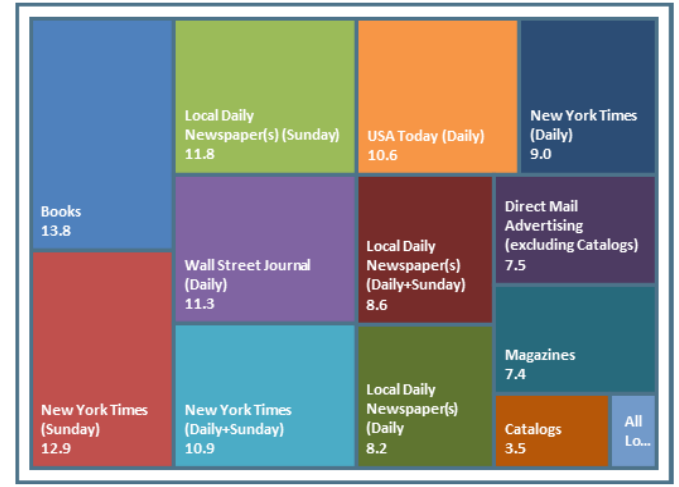
6,015,667 or 35.7% of Adults 18 or older who used PIZZA HUT Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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

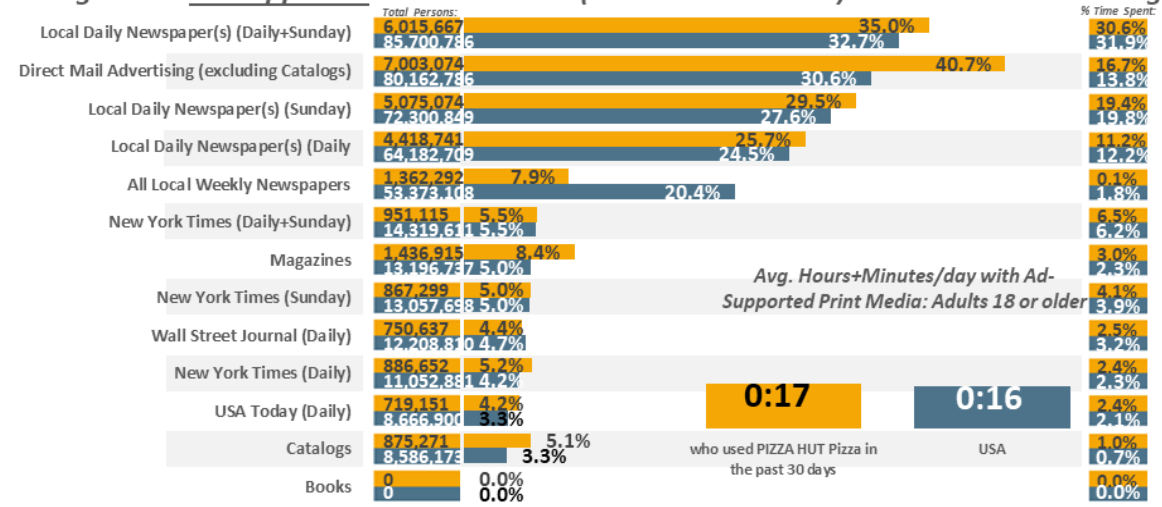


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



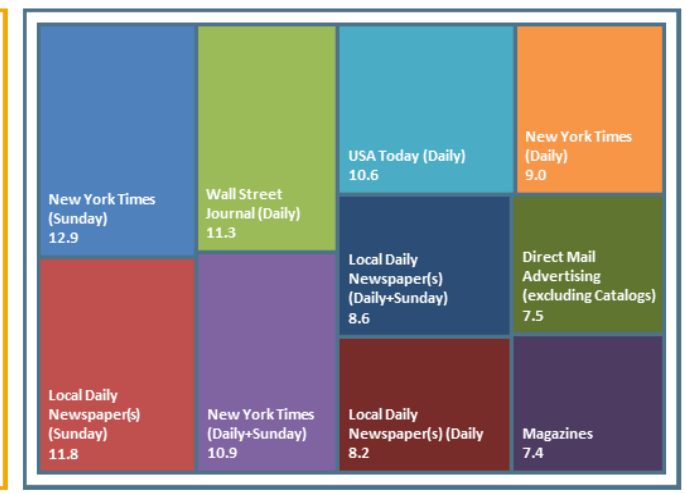


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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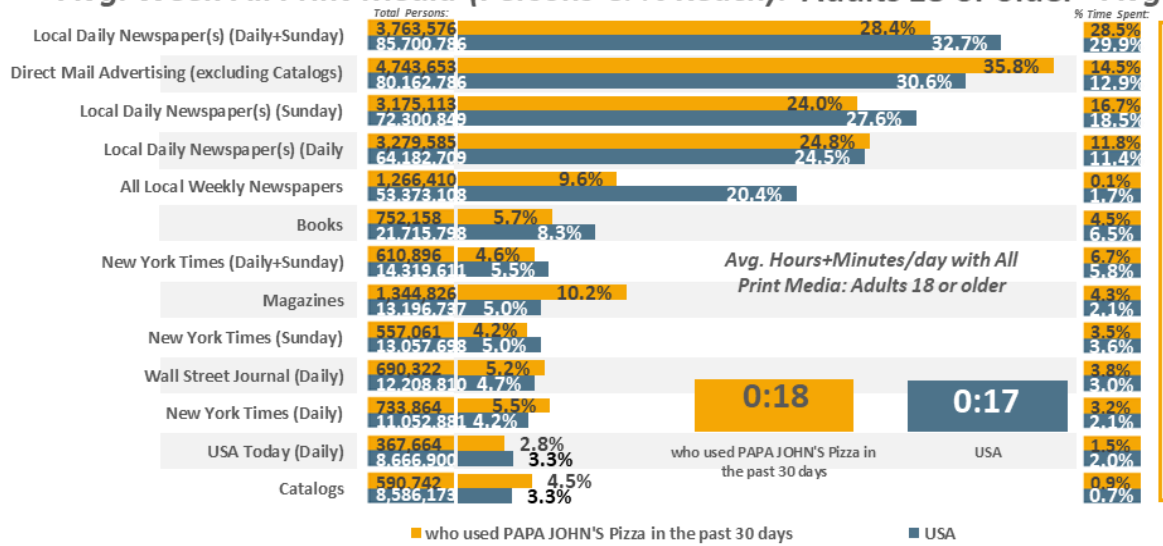
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Quick service restaurants used past 30 days: Pizza Hut

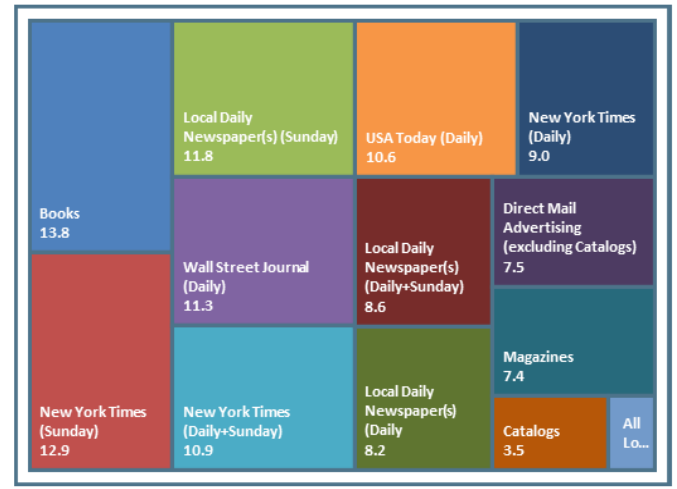
3,763,576 or 28.4% of Adults 18 or older who used PAPA JOHN'S Pizza in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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

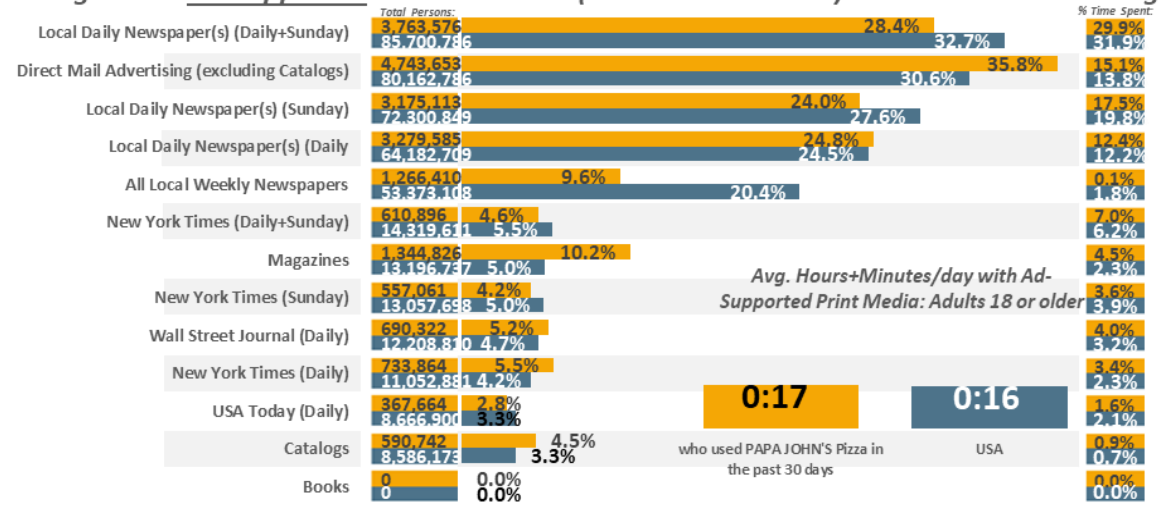


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

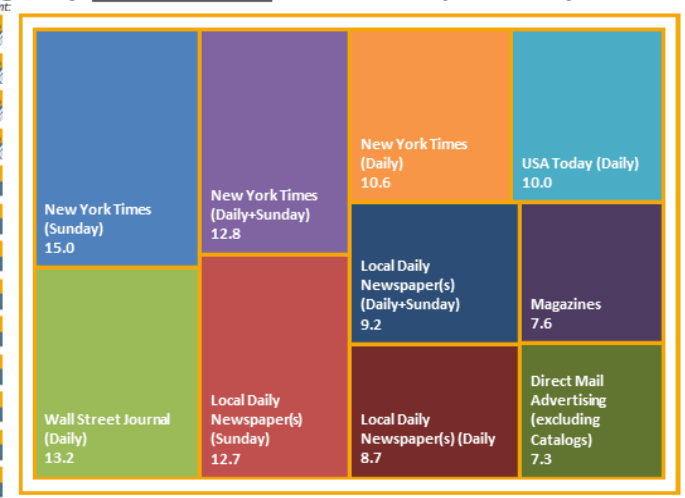


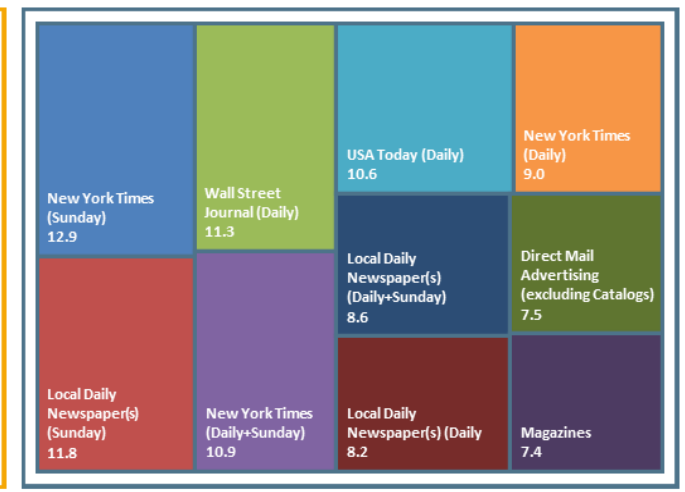


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 462

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Quick service restaurants used past 30 days: Papa Johns Pizza