USA –P18+ past 30 days Users of 5 Different COFFEE HOUSE/COFFEE BAR QSRs!

Complete Demographic & Media Use Profiles



DUNKIN'

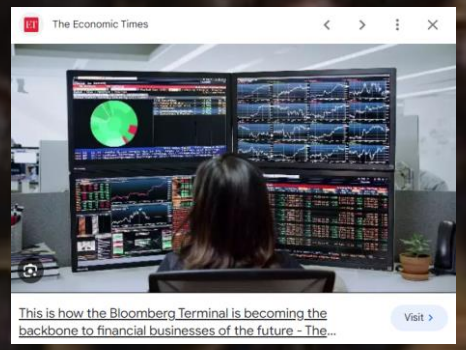
Panera BREAD®

STARBUCKS®

Caribou COFFEE

DUTCH BROS Coffee

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 30 days users of DUNKIN', PANERA BREAD CO., STARBUCKS, CARIBOU COFFEE, and DUTCH BROS. COFFEE as of April 2024!



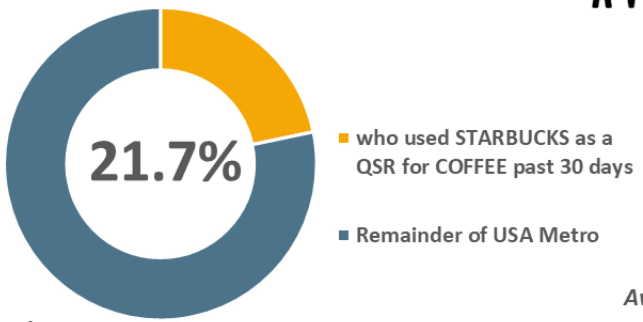
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

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

HUBBARD BROADCASTING INC. HB INC.

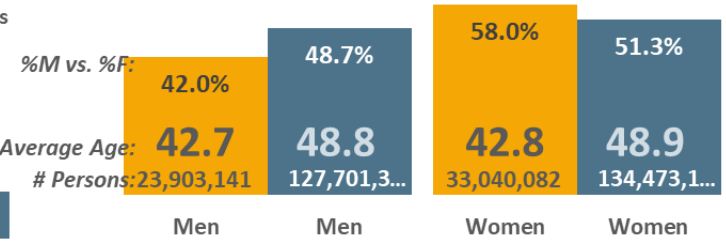
21.7% or 56,943,223 of USA Adults 18 or older used STARBUCKS as a QSR for COFFEE past 30 days.
Typical Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days are 42.7 years old (12.5% younger than average) and have a $112,687 (25.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

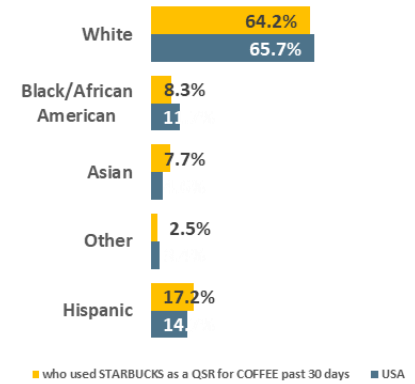


Total Persons:	
56,943,223	205,231,277

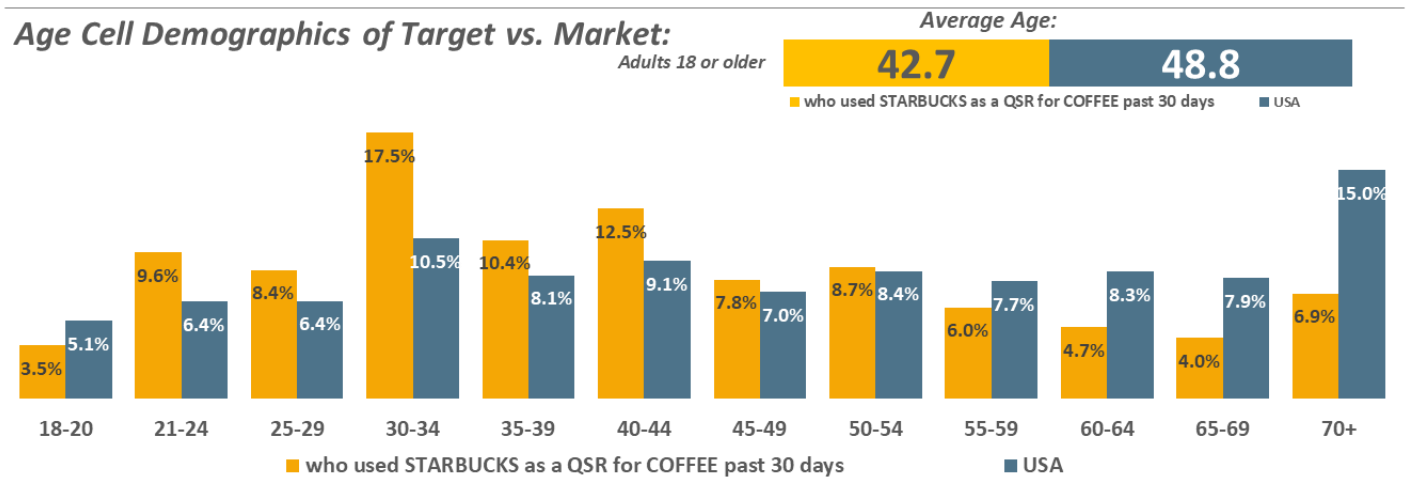
Gender of Target vs. Market: Adults 18 or older



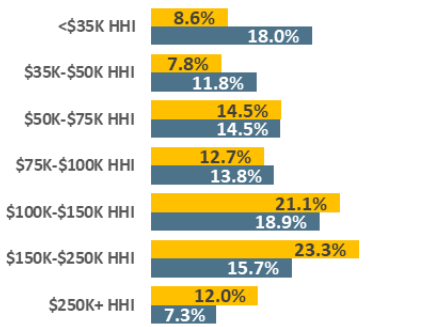
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$112,687	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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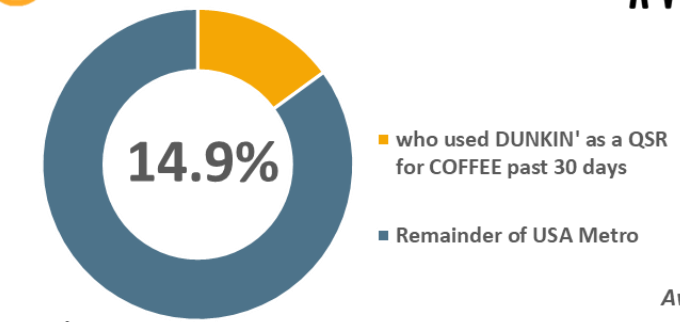
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

DUNKIN'

14.9% or 39,181,621 of USA Adults 18 or older used DUNKIN' as a QSR for COFFEE past 30 days.
Typical Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days are 40.9 years old (16.3% younger than average) and have a $102,209 (14.4% higher than average) annual household income.

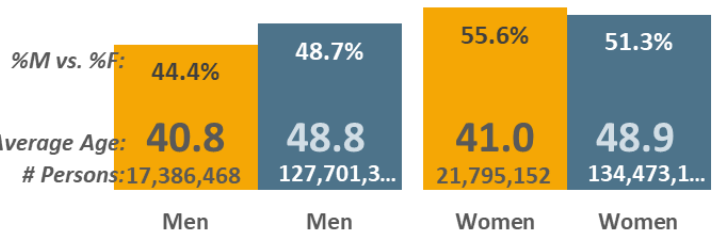
Percent of Market: Adults 18 or older



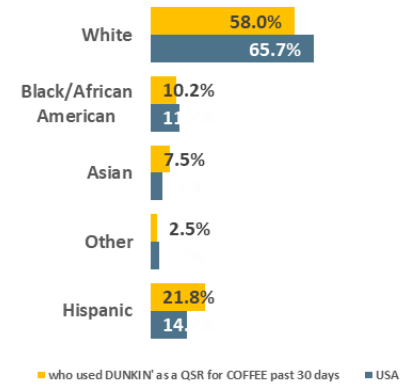
Total Persons:



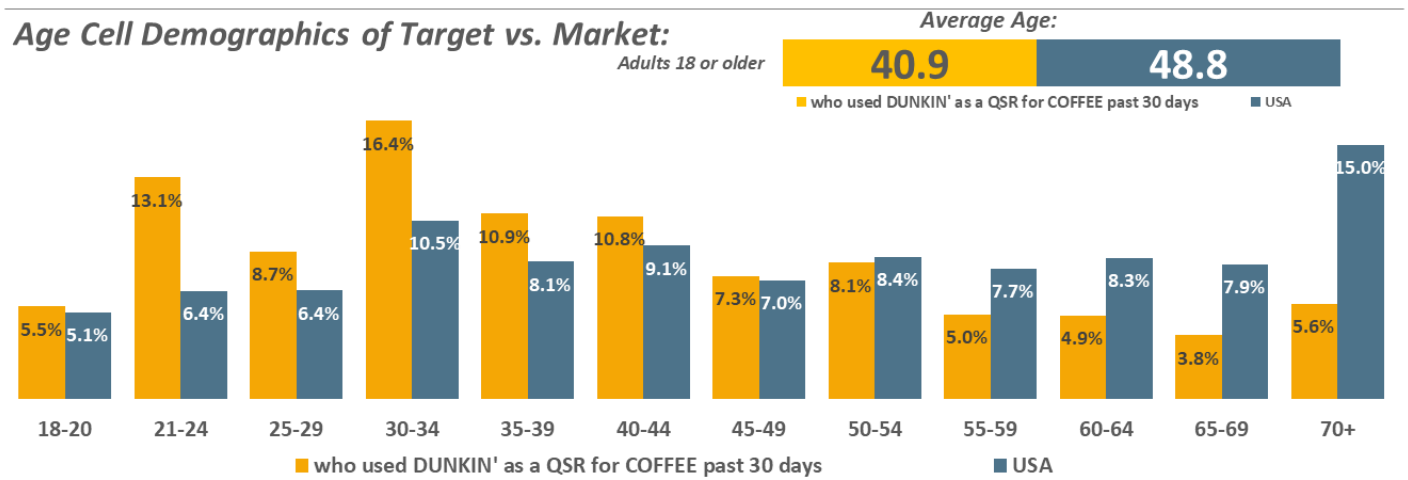
Gender of Target vs. Market: Adults 18 or older



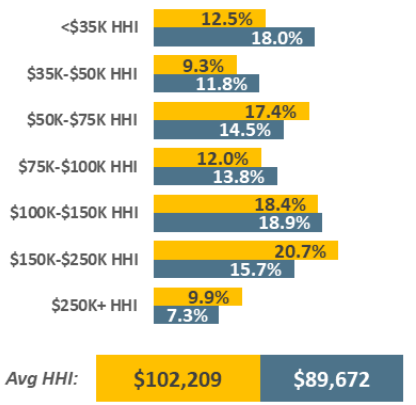
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $102,209 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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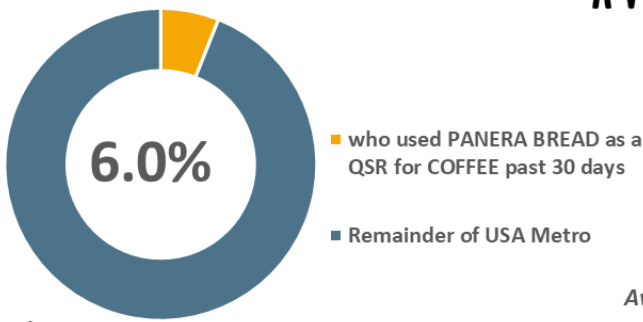
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

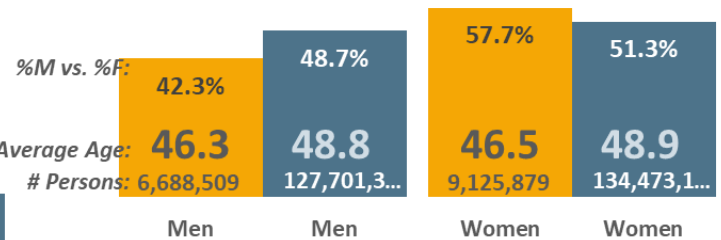
6.% or 15,814,389 of USA Adults 18 or older used PANERA BREAD as a QSR for COFFEE past 30 days.
Typical Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days are 46.4 years old (5.% younger than average) and have a $110,105 (22.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

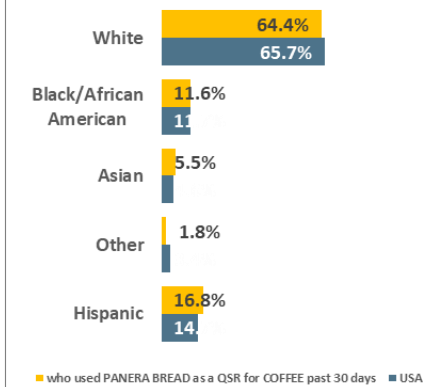


Total Persons:
15,814,389 246,360,111

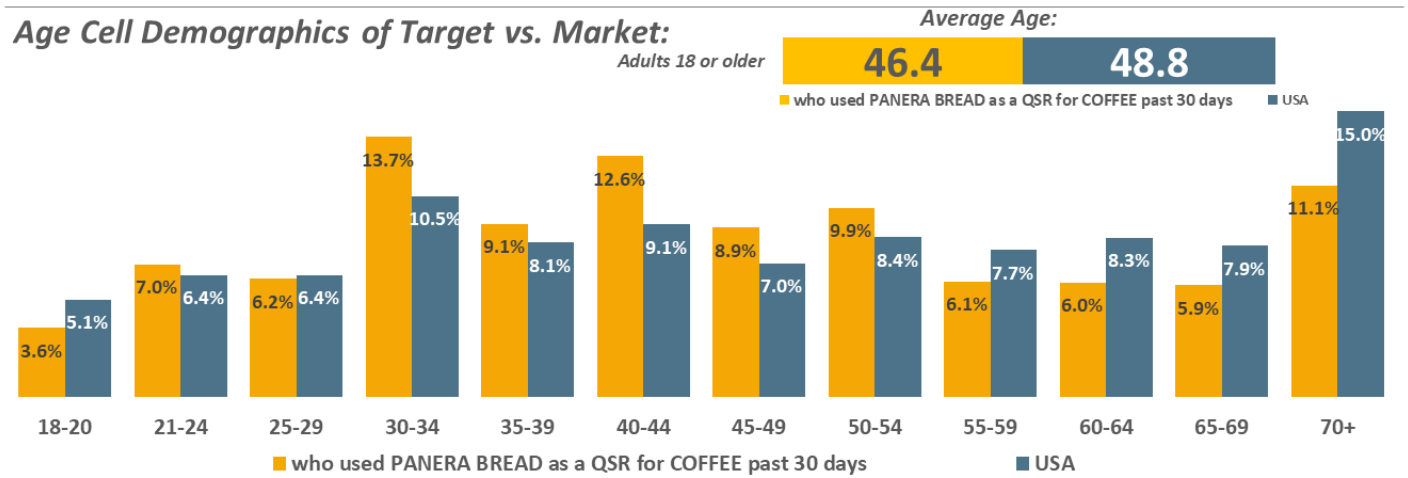
Gender of Target vs. Market: Adults 18 or older



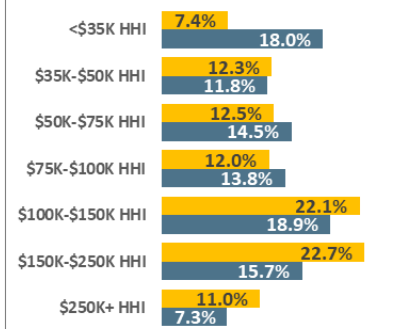
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $110,105 $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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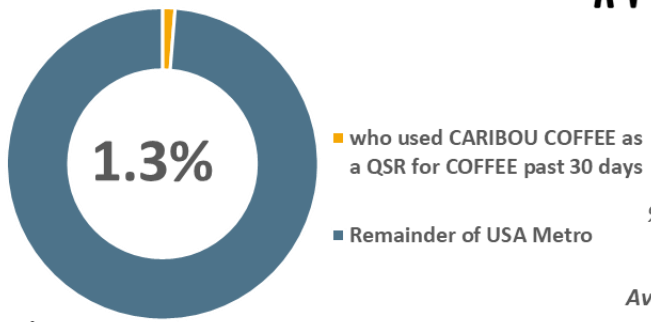
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

1.3% or 3,401,300 of USA Adults 18 or older used CARIBOU COFFEE as a QSR for COFFEE past 30 days.
Typical Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days are 44.9 years old (8.% younger than average) and have a $100,822 (12.4% higher than average) annual household income.

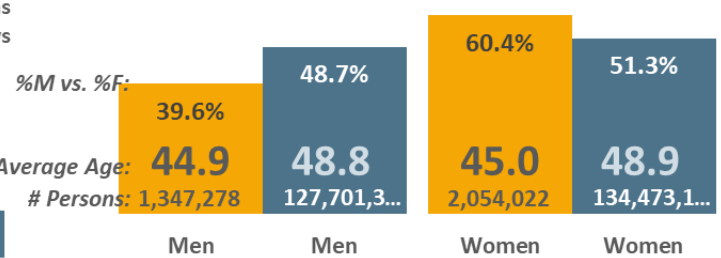
Percent of Market: Adults 18 or older



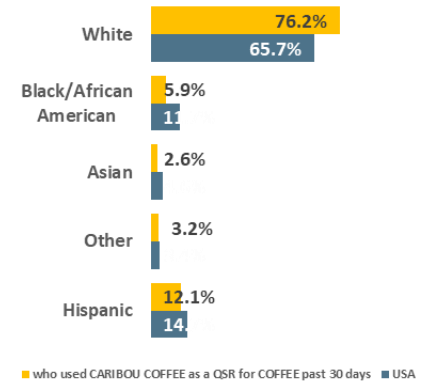
Total Persons:



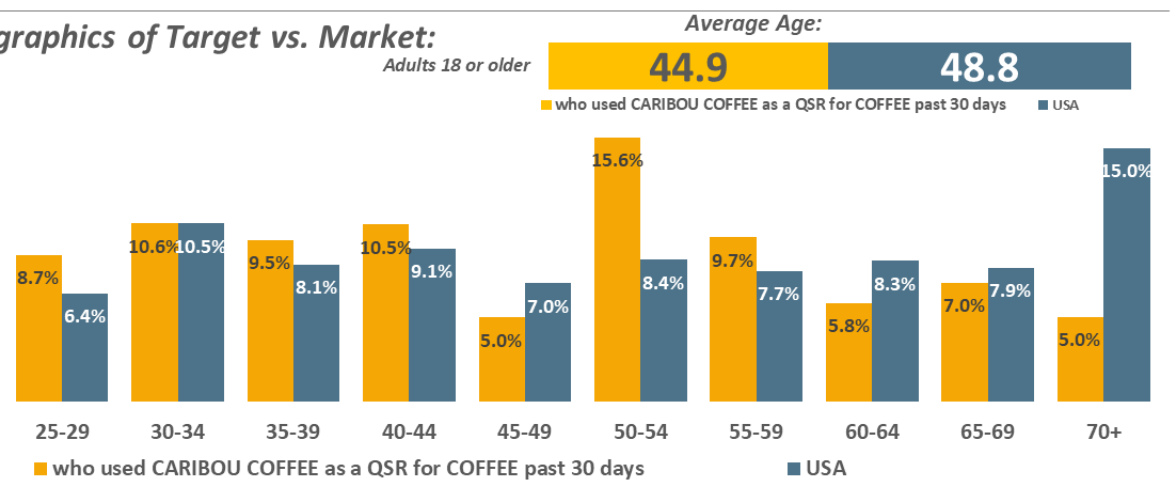
Gender of Target vs. Market: Adults 18 or older



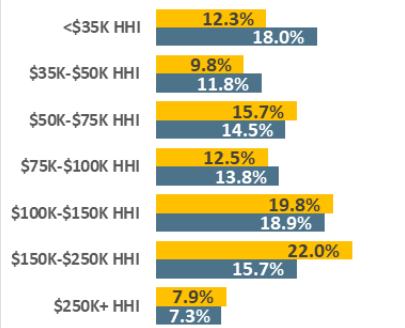
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,822 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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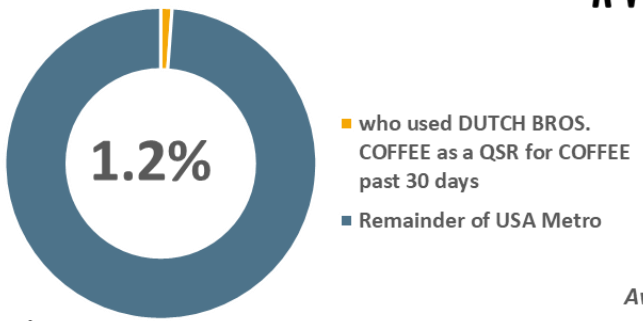
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1.2% or 3,056,471 of USA Adults 18 or older used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days. Typical Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days are 42.9 years old (12.2% younger than average) and have a $106,695 (19.% higher than average) annual household …

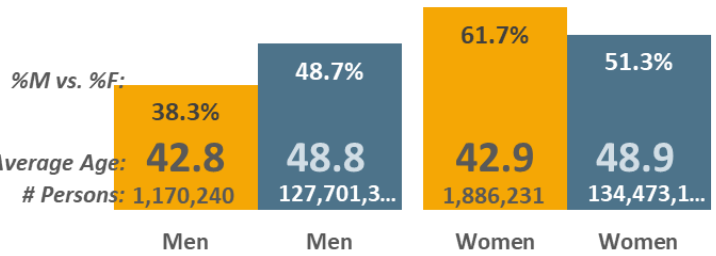
Percent of Market: Adults 18 or older



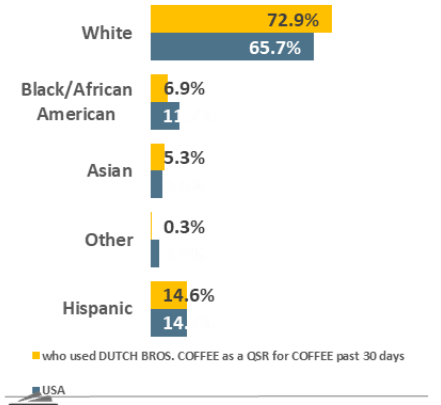
Total Persons:



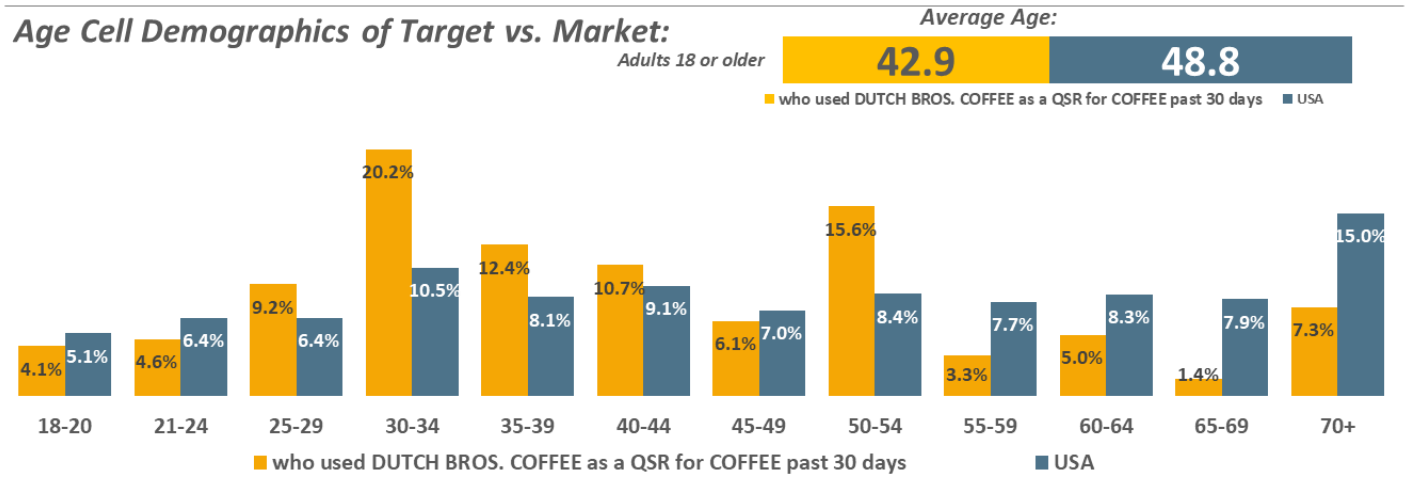
Gender of Target vs. Market: Adults 18 or older



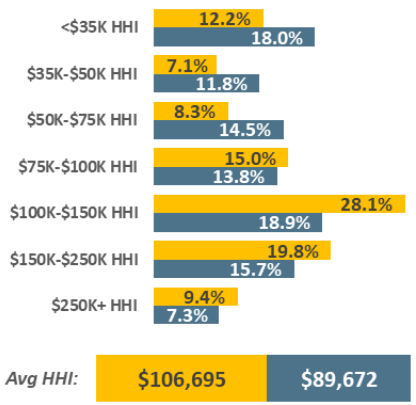
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $106,695 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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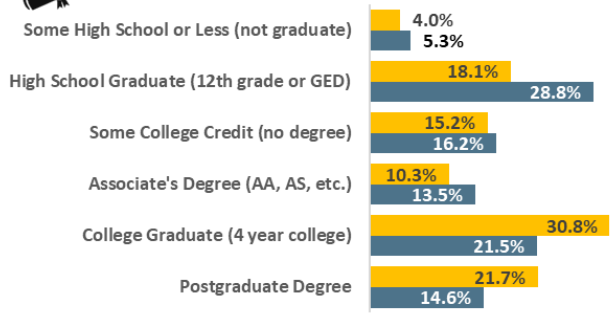
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

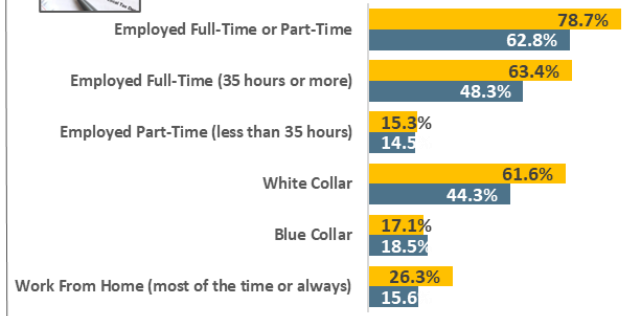
STARBUCKS®

21.7% or 56,943,223 of USA Adults 18 or older used STARBUCKS as a QSR for COFFEE past 30 days. Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days are 45.2% more likely to be a college graduate, 31.3% more likely to work full-time, 6.6% more likely to be married, 33.1% more likely to be a parent of 1 or more children under 18.

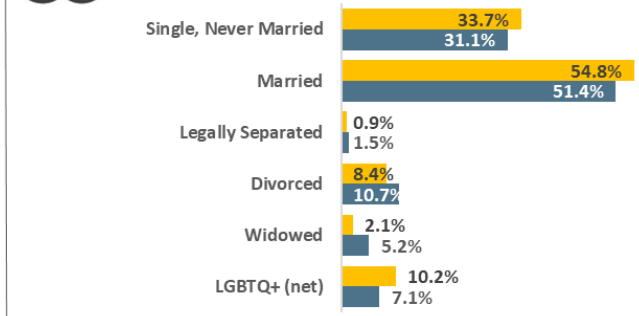
Education Levels: Adults 18 or older



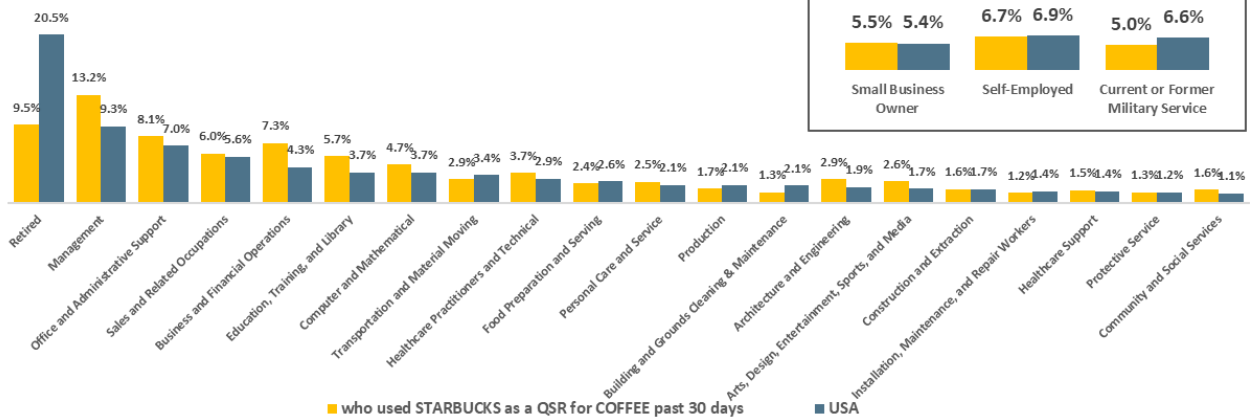
Employment: Adults 18 or older



Marital Status: Adults 18 or older

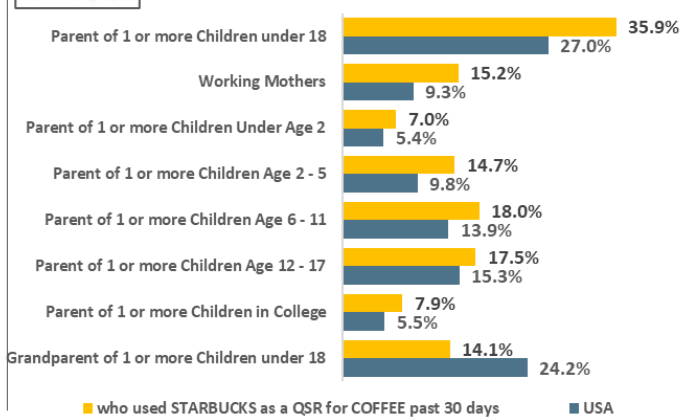


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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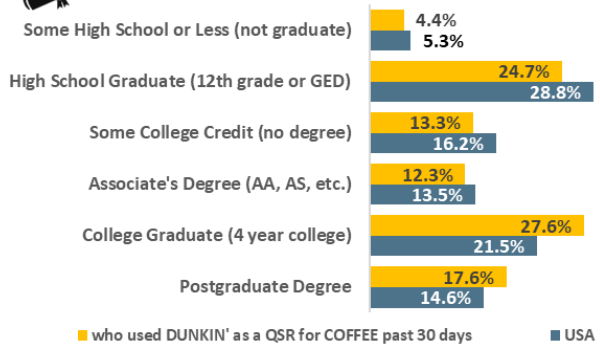
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

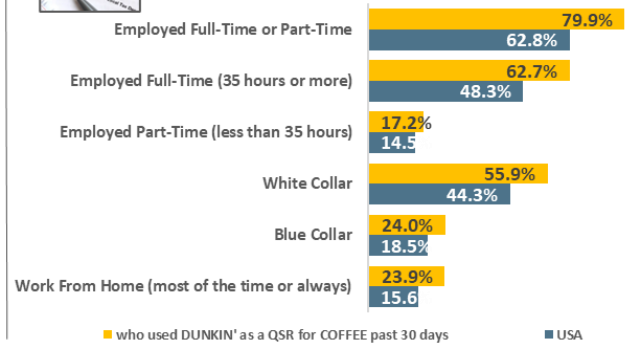
DUNKIN'

14.9% or 39,181,621 of USA Adults 18 or older used DUNKIN' as a QSR for COFFEE past 30 days.
Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days are 25.2% more likely to be a college graduate, 29.9% more likely to work full-time, 5.9% less likely to be married, 38.8% more likely to be a parent of 1 or more children under 18.

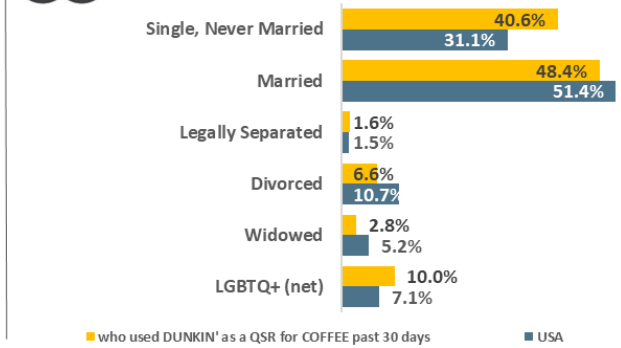
Education Levels: Adults 18 or older



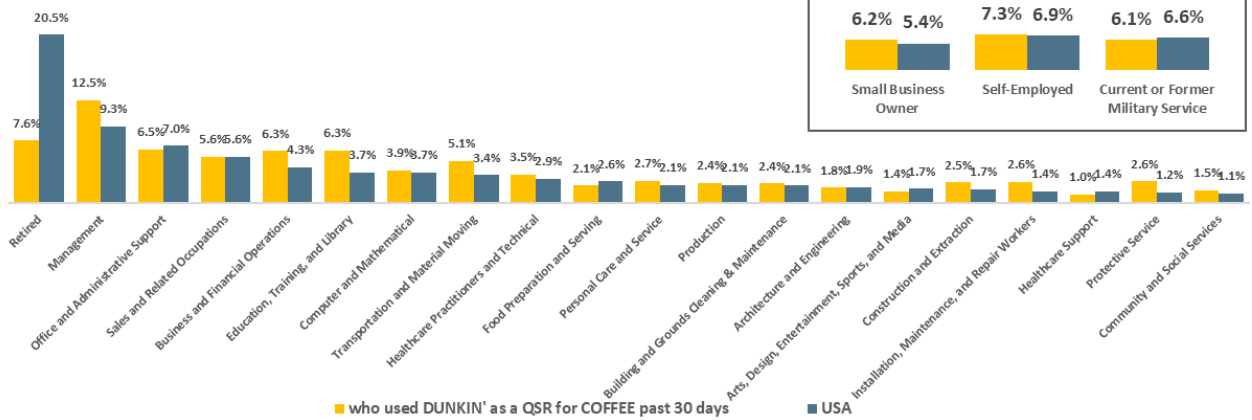
Employment: Adults 18 or older



Marital Status: Adults 18 or older

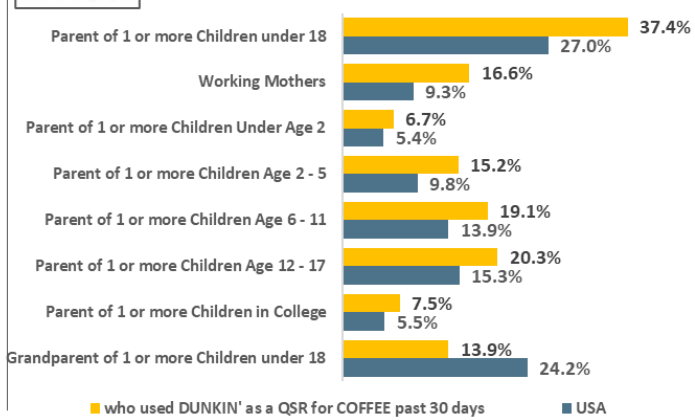


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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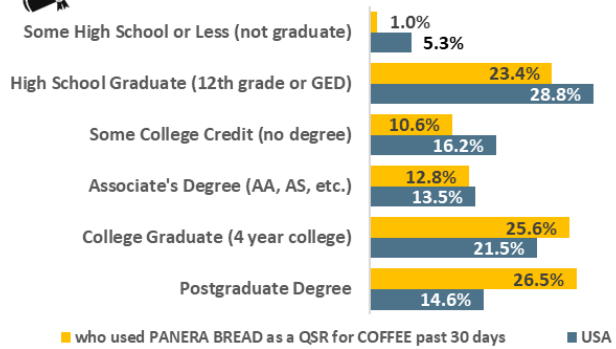
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

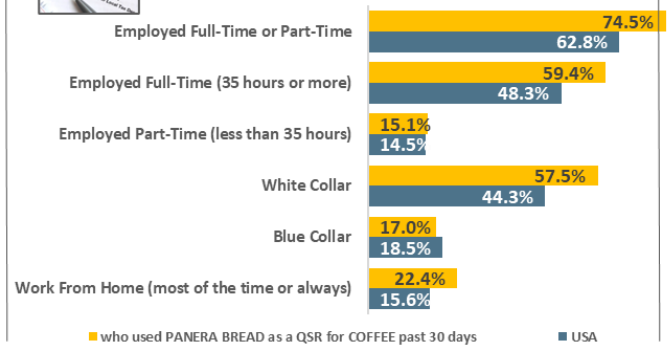
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

6.% or 15,814,389 of USA Adults 18 or older used PANERA BREAD as a QSR for COFFEE past 30 days. Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days are 44.4% more likely to be a college graduate, 23.1% more likely to work full-time, 1.7% more likely to be married, 11.4% more likely to be a parent of 1 or more children under 18.

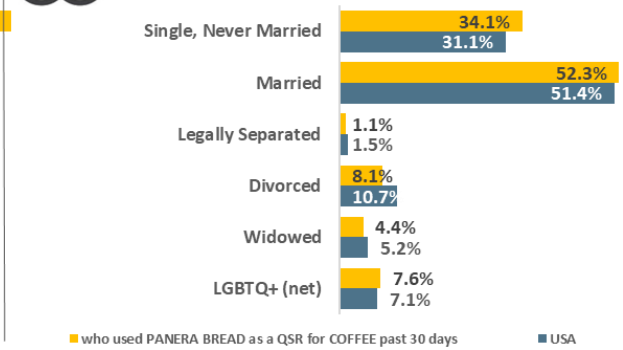
Education Levels: Adults 18 or older



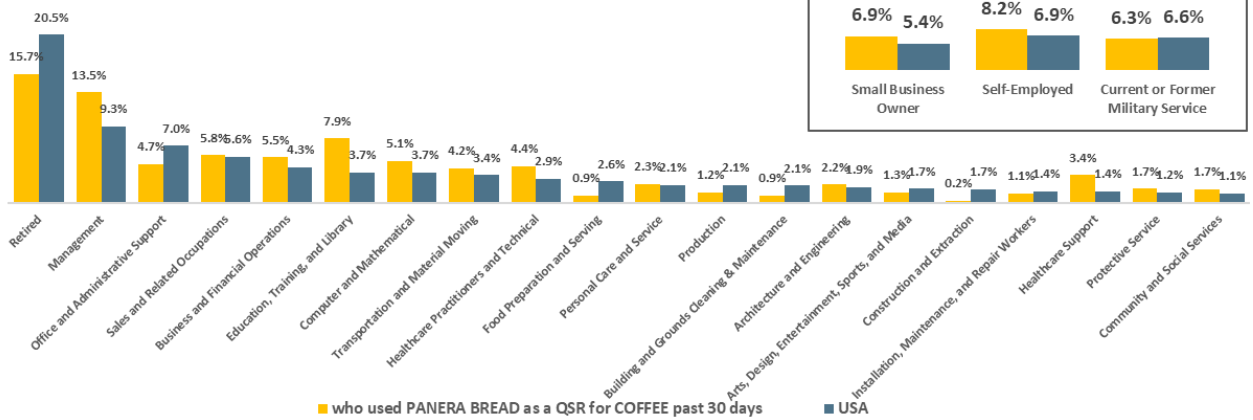
Employment: Adults 18 or older



Marital Status: Adults 18 or older

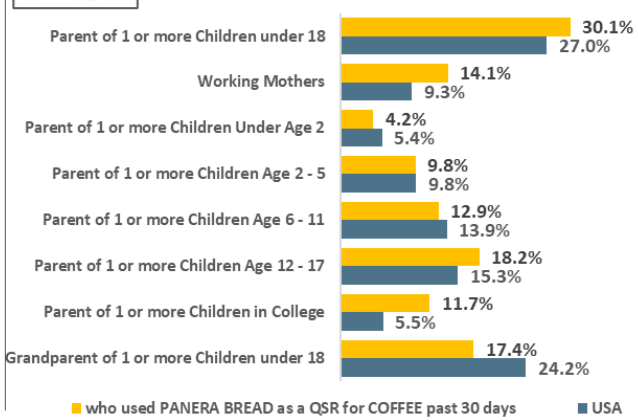


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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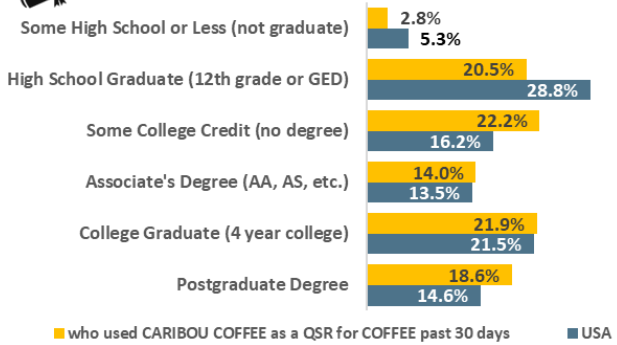
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

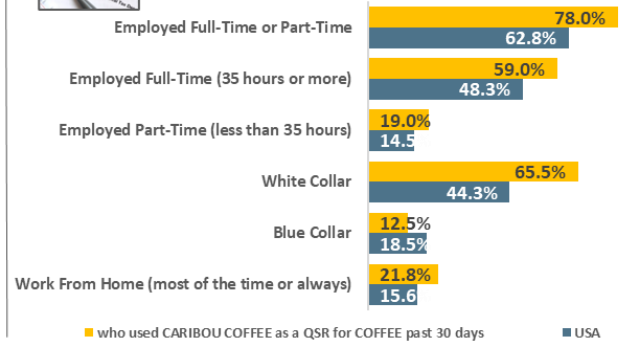
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

1.3% or 3,401,300 of USA Adults 18 or older used CARIBOU COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days are 12.1% more likely to be a college graduate, 22.3% more likely to work full-time, 12.3% more likely to be married, 23.3% more likely to be a parent of 1 or more children under

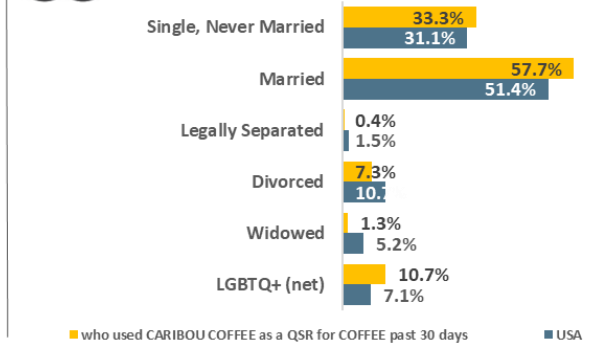
Education Levels: Adults 18 or older



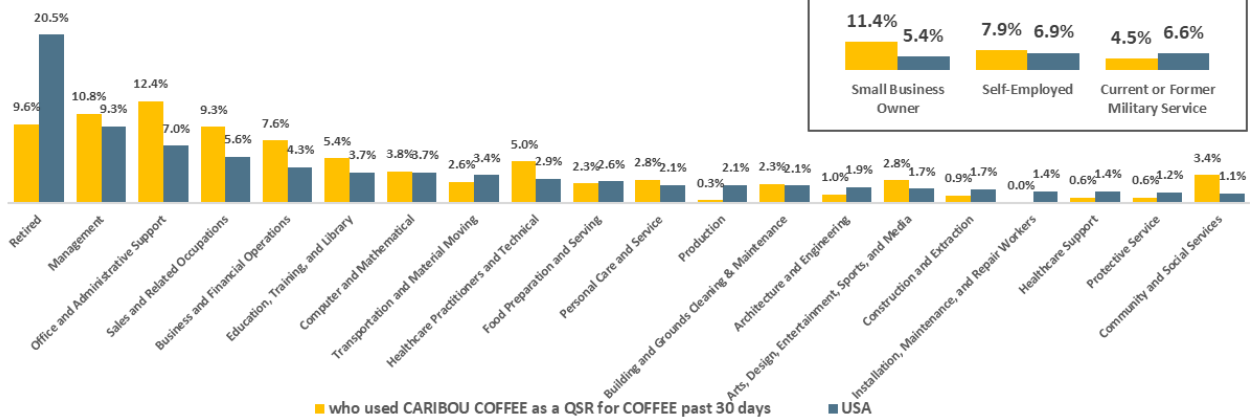
Employment: Adults 18 or older



Marital Status: Adults 18 or older

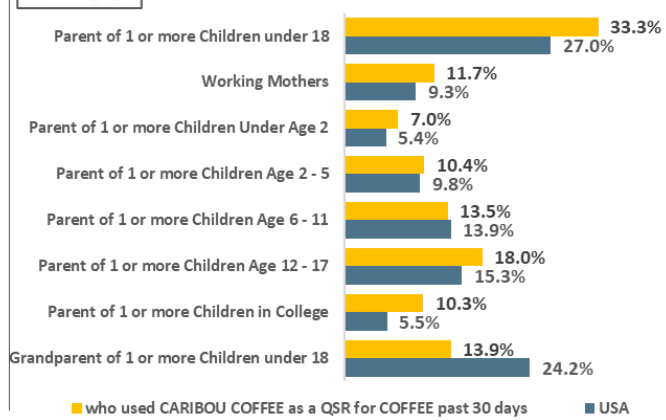


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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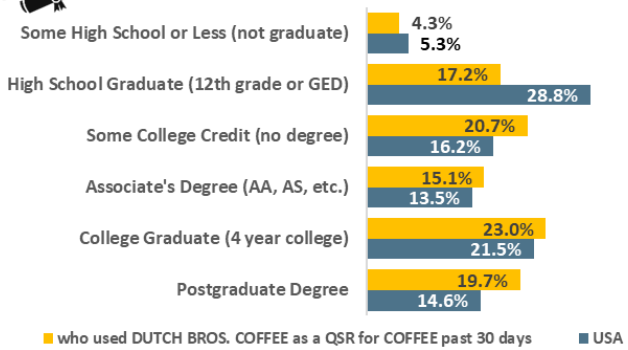
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

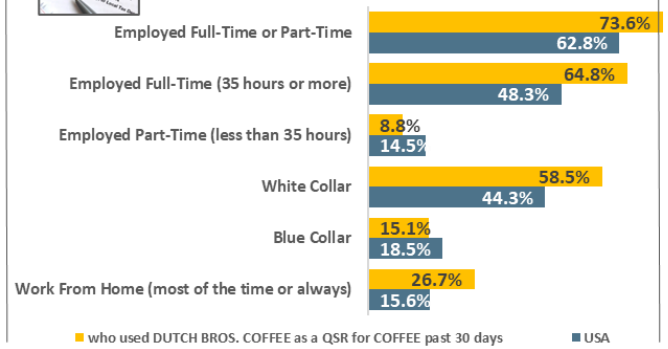
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1.2% or 3,056,471 of USA Adults 18 or older used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days are 18.3% more likely to be a college graduate, 34.2% more likely to work full-time, 13.7% more likely to be married, 75.3% more likely to be a parent of 1 or more children un

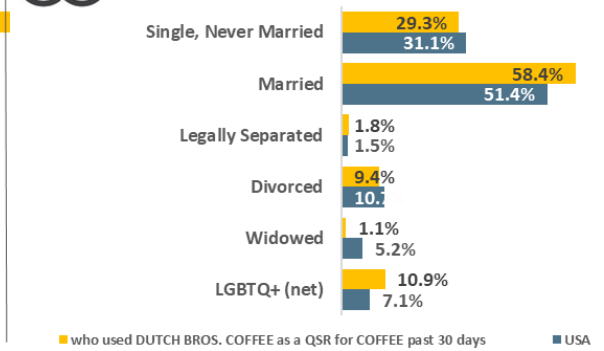
Education Levels: Adults 18 or older



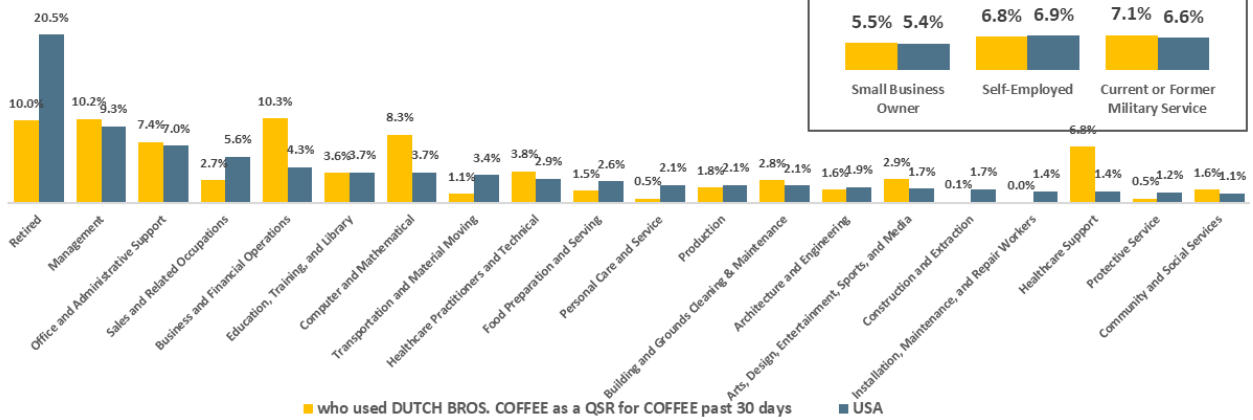
Employment: Adults 18 or older



Marital Status: Adults 18 or older

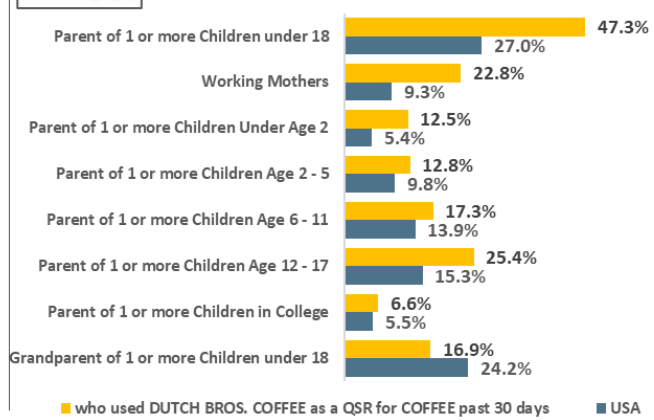


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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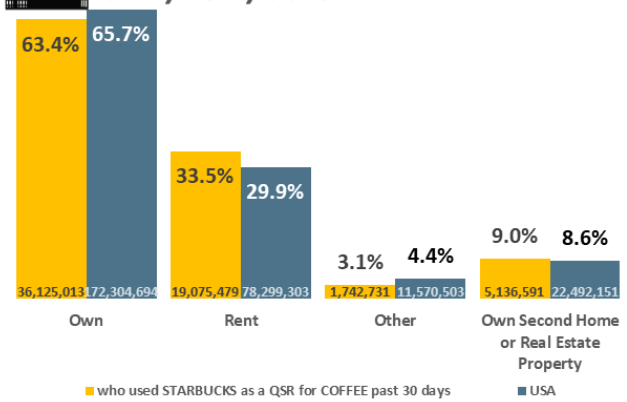
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

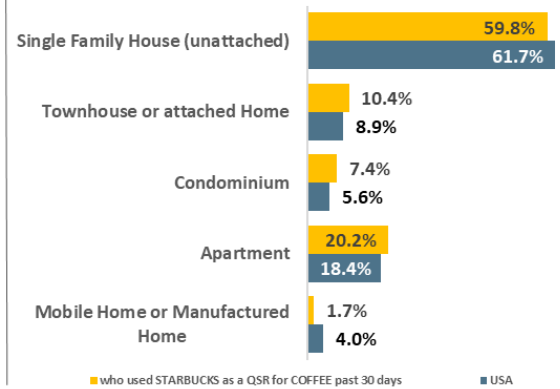
STARBUCKS®

21.7% or 56,943,223 of USA Adults 18 or older used STARBUCKS as a QSR for COFFEE past 30 days. Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days are 3.5% less likely to own their home, 21.7% more likely to own a higher valued home, 3.1% less likely to have a single-family home, 5.9% more likely to have a dog.

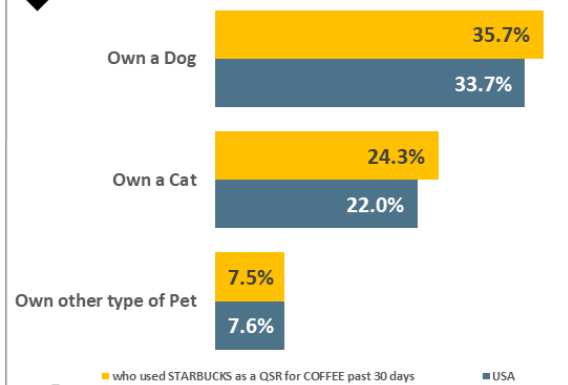
Own/Rent/Other: Adults 18 or older



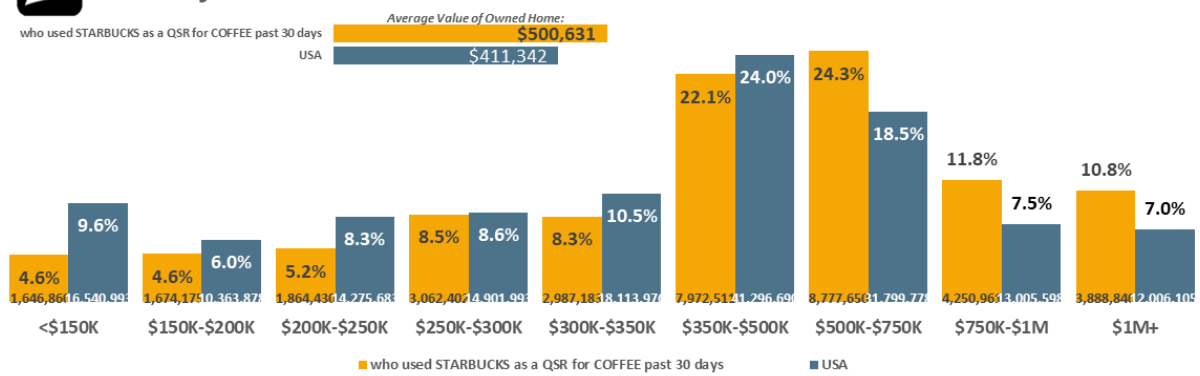
Type of Home: Adults 18 or older



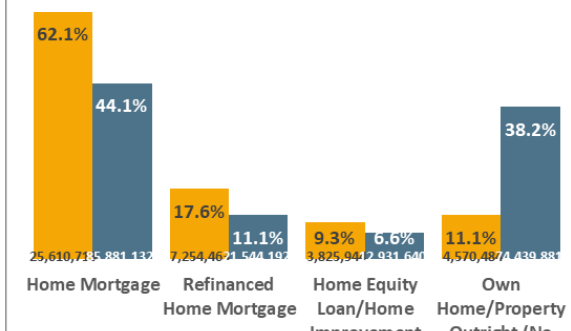
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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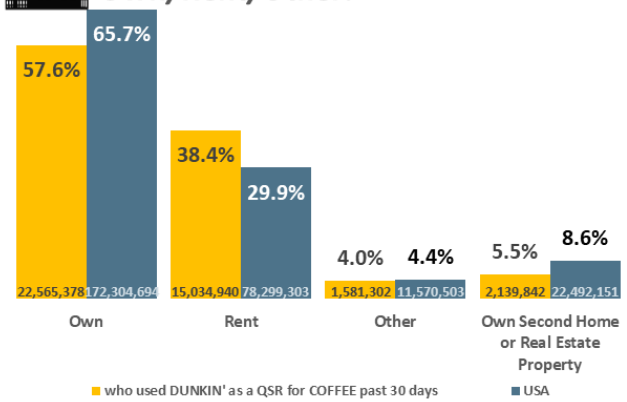
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

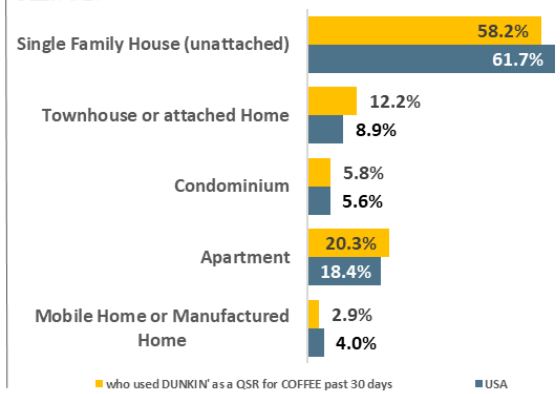
DUNKIN'

14.9% or 39,181,621 of USA Adults 18 or older used DUNKIN' as a QSR for COFFEE past 30 days.
Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days are 12.4% less likely to own their home, 10.6% more likely to own a higher valued home, 5.7% less likely to have a single-family home, 1.2% less likely to have a dog.

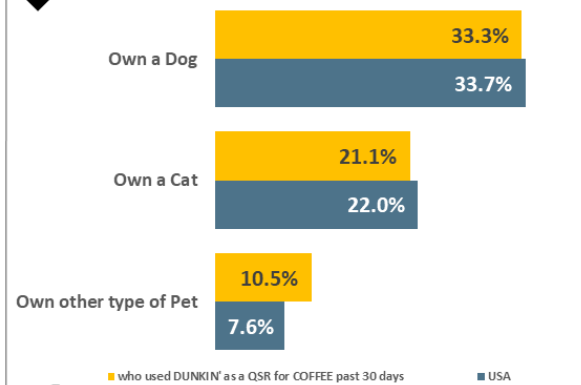
Own/Rent/Other: Adults 18 or older



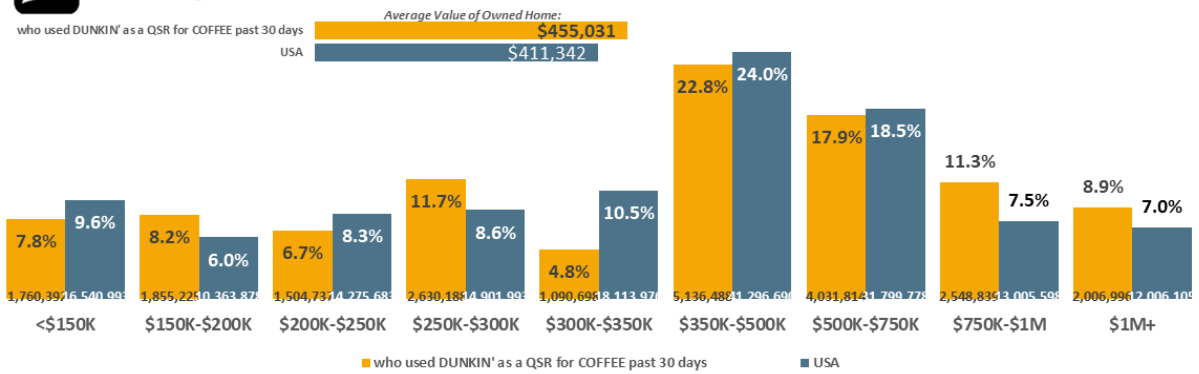
Type of Home: Adults 18 or older



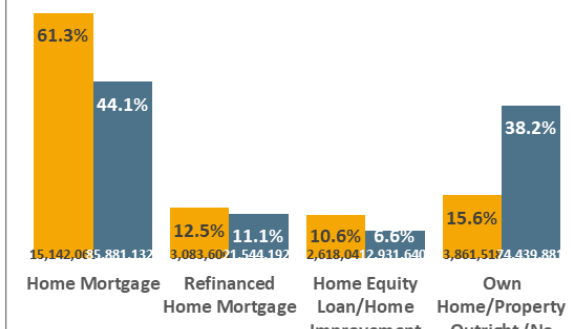
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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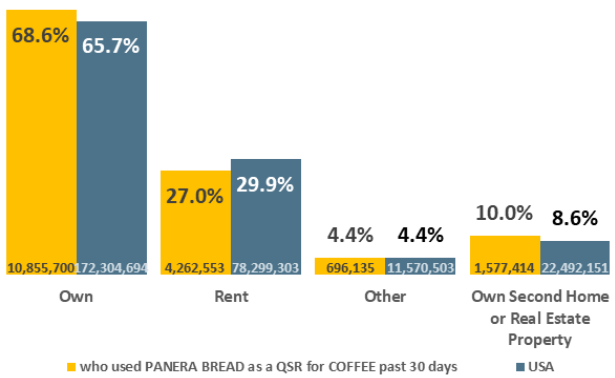
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

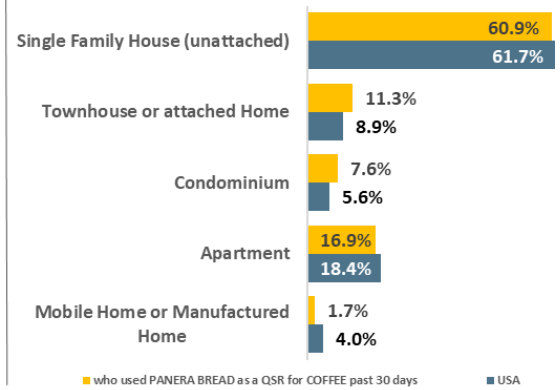
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

6.% or 15,814,389 of USA Adults 18 or older used PANERA BREAD as a QSR for COFFEE past 30 days. Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days are 4.4% more likely to own their home, 8.9% more likely to own a higher valued home, 1.3% less likely to have a single-family home, .8% more likely to have a dog.

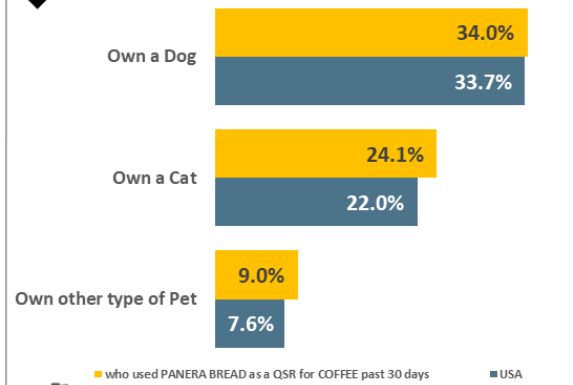
Own/Rent/Other: Adults 18 or older



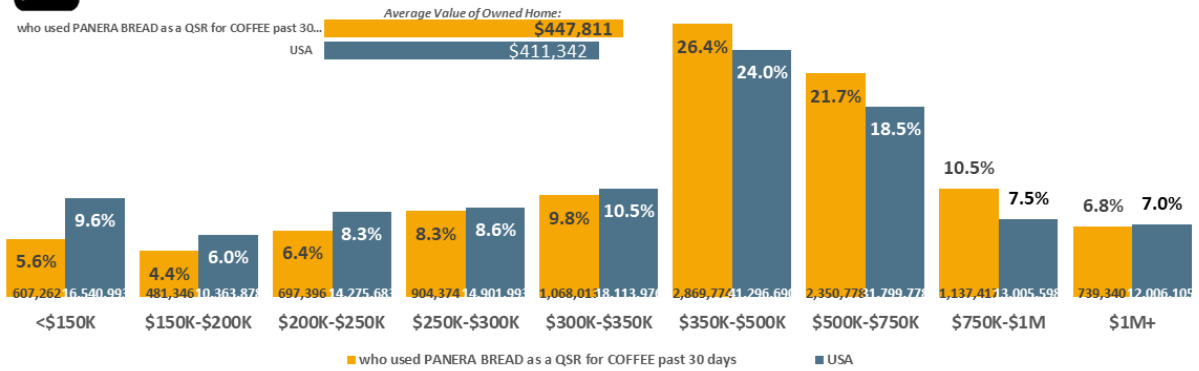
Type of Home: Adults 18 or older



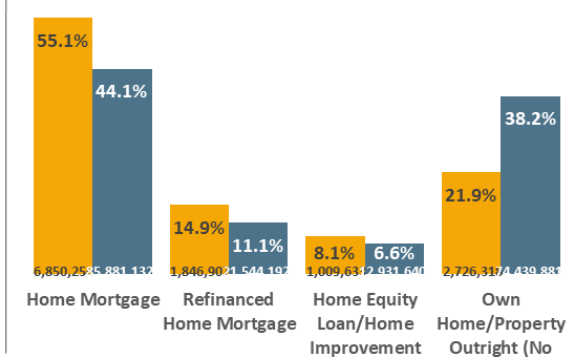
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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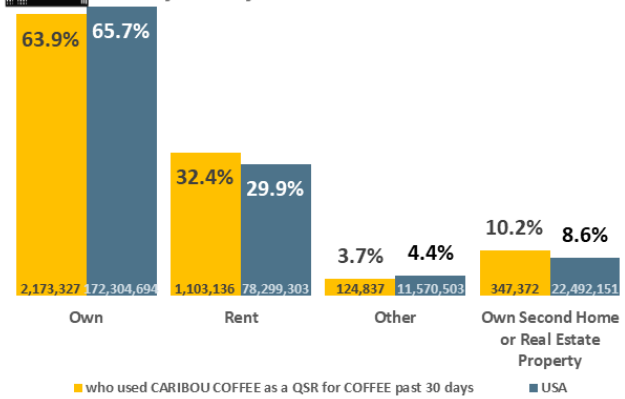
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

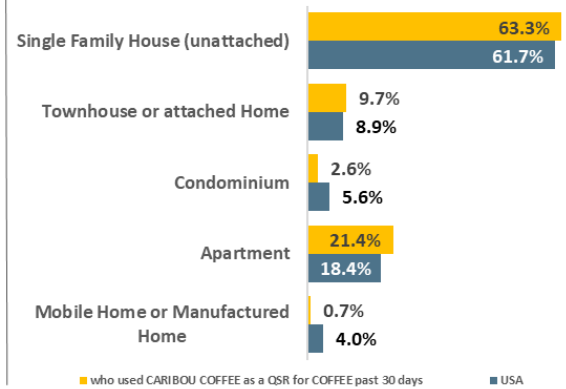
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

1.3% or 3,401,300 of USA Adults 18 or older used CARIBOU COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days are 2.8% less likely to own their home, 7.9% more likely to own a lower valued home, 2.6% more likely to have a single-family home, 33.4% more likely to have a dog.

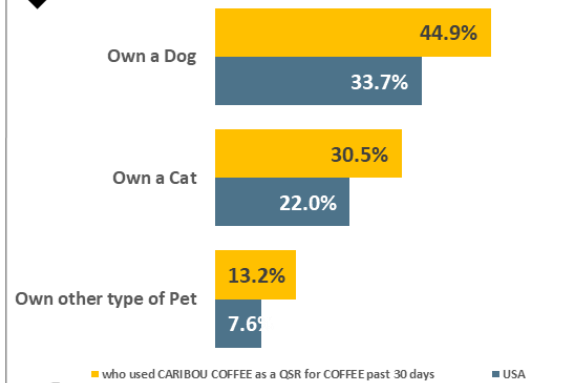
Own/Rent/Other: Adults 18 or older



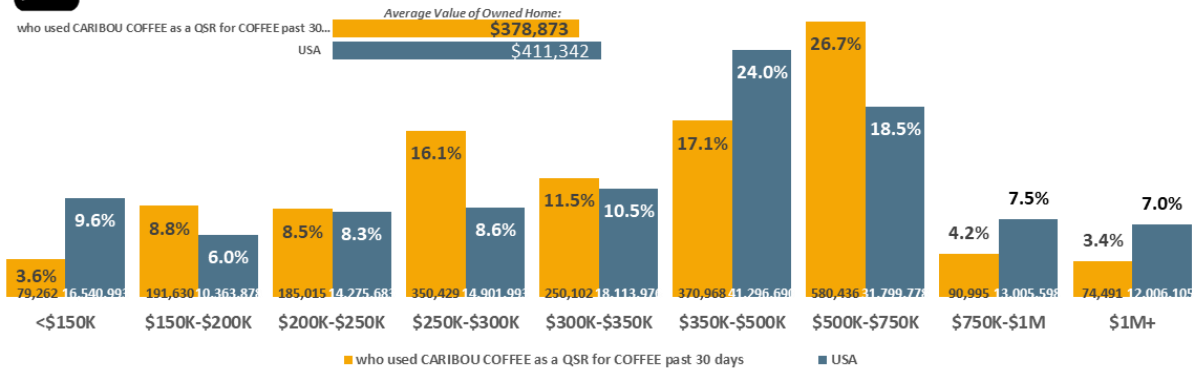
Type of Home: Adults 18 or older



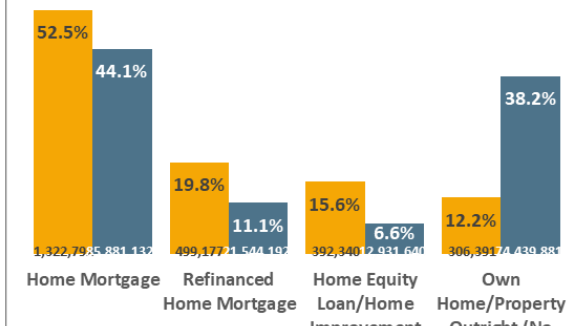
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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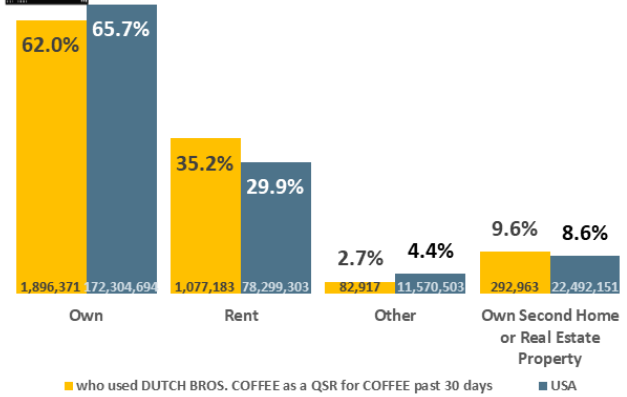
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

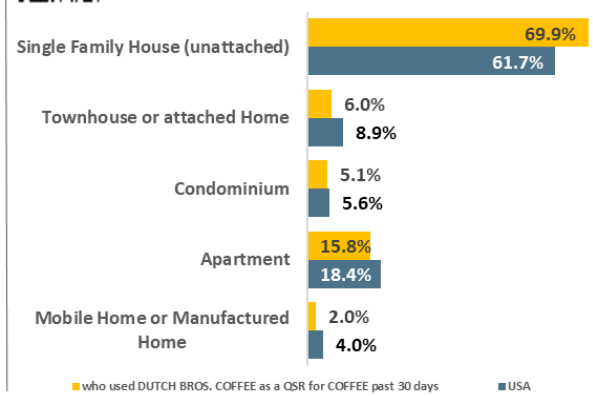
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1.2% or 3,056,471 of USA Adults 18 or older used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days are 5.6% less likely to own their home, 10.% more likely to own a higher valued home, 13.3% more likely to have a single-family home, 76.1% more likely to have a dog.

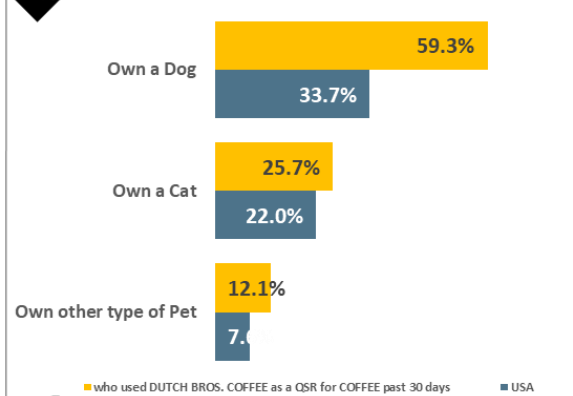
Own/Rent/Other: Adults 18 or older



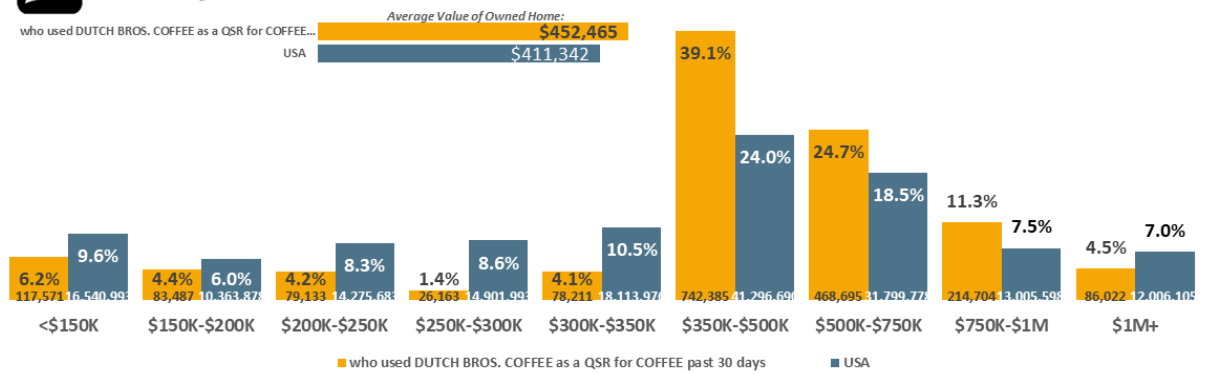
Type of Home: Adults 18 or older



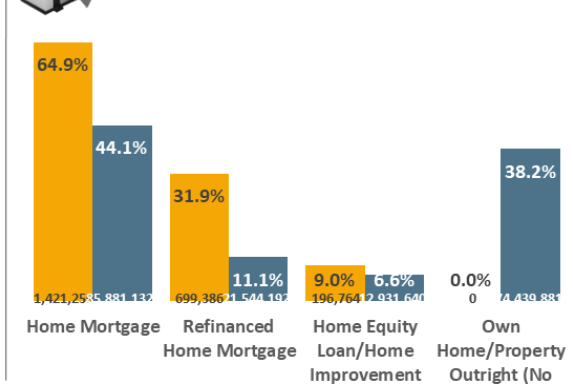
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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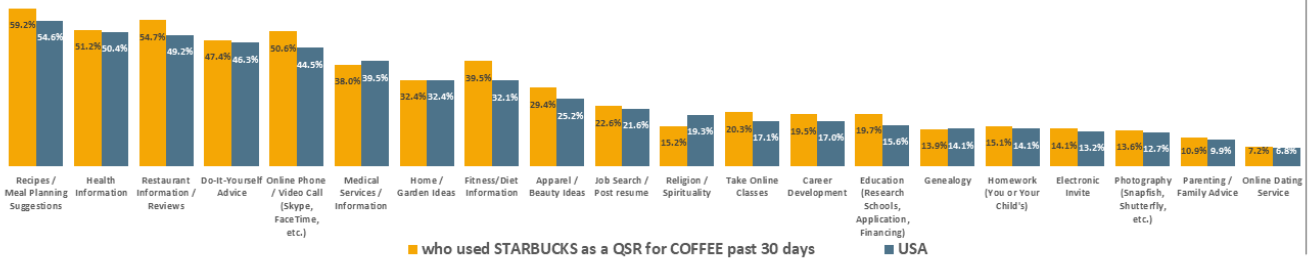
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

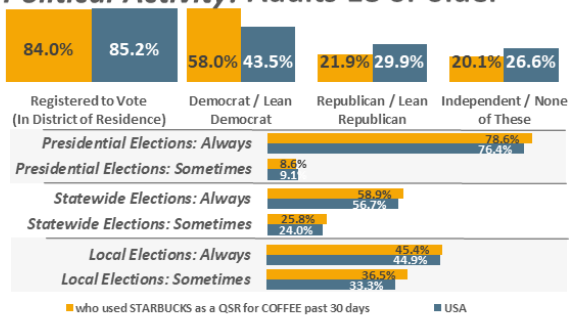
STARBUCKS®

21.7% or 56,943,223 of USA Adults 18 or older used STARBUCKS as a QSR for COFFEE past 30 days.
Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days are 2.2% more likely to look up D-I-Y advice online, 1.2% more likely to always vote in local elections, 52.4% more likely to belong to a gym, 32.8% more likely to fly domestic past yr

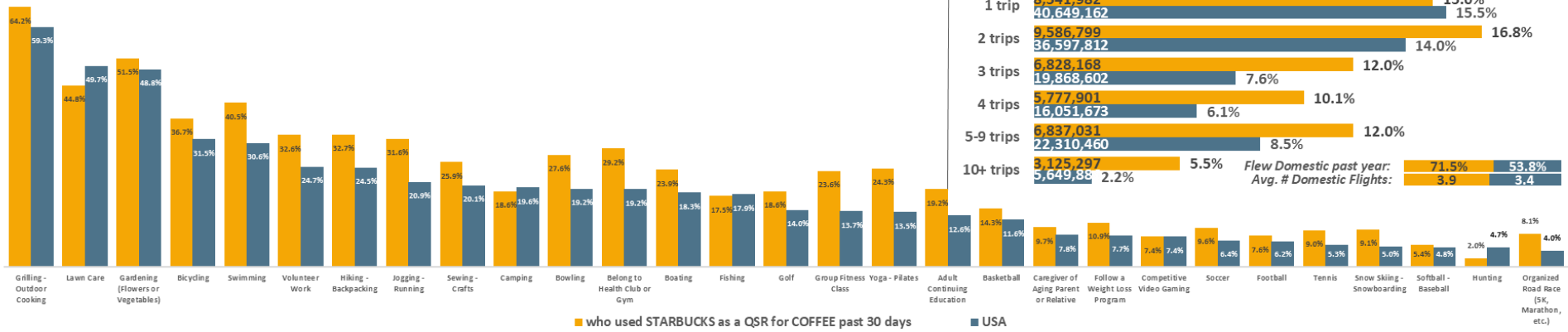
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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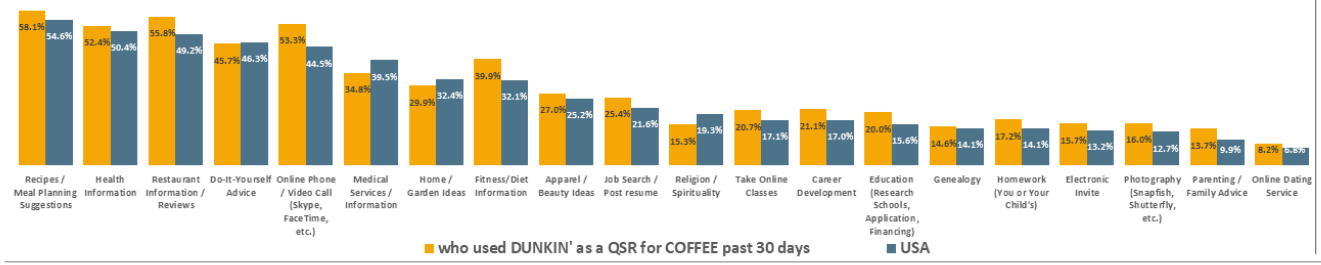
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

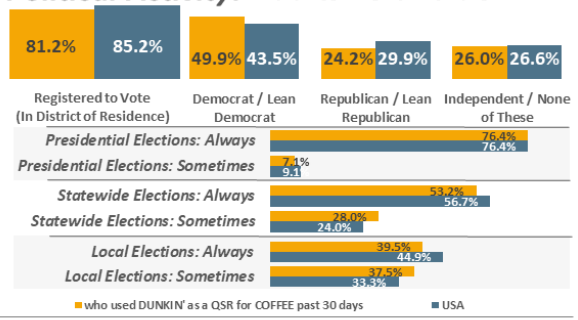
DUNKIN'

14.9% or 39,181,621 of USA Adults 18 or older used DUNKIN' as a QSR for COFFEE past 30 days.
Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days are 1.4% less likely to look up D-I-Y advice online, 11.9% less likely to always vote in local elections, 42.6% more likely to belong to a gym, 36.3% more likely to fly domestic past yr.

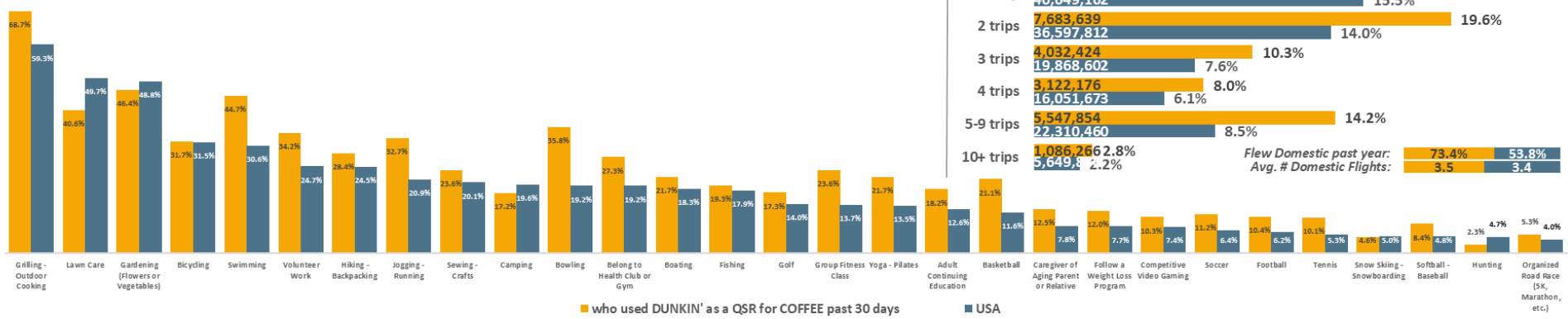
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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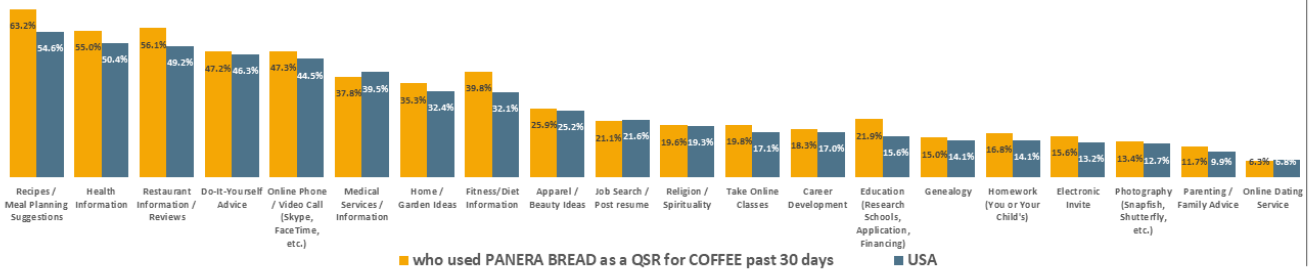
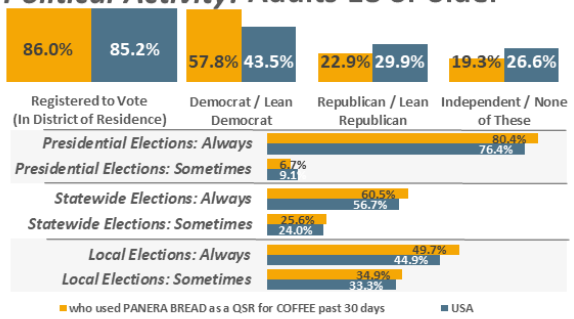
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

6.% or 15,814,389 of USA Adults 18 or older used PANERA BREAD as a QSR for COFFEE past 30 days. Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days are 1.9% more likely to look up D-I-Y advice online, 10.8% more likely to always vote in local elections, 78.3% more likely to belong to a gym, 37.3% more likely to fly domestic pas

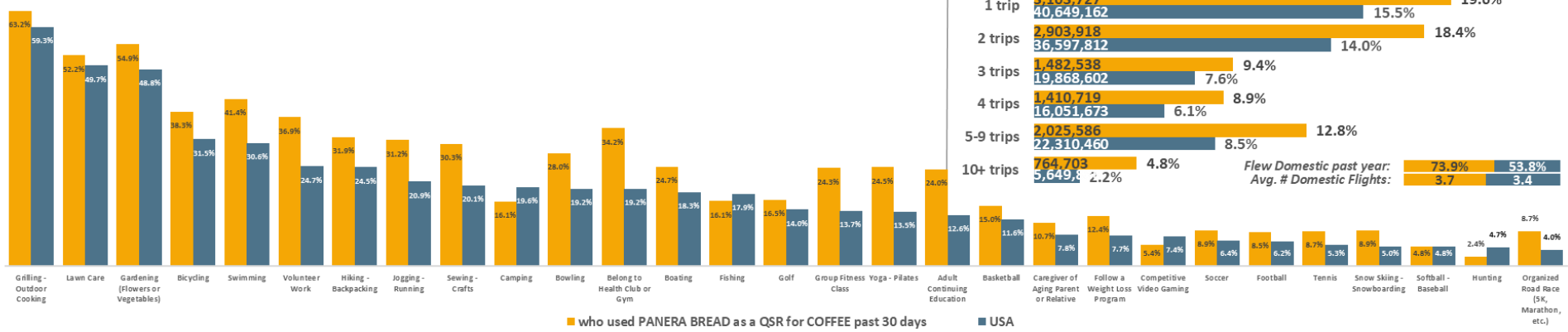
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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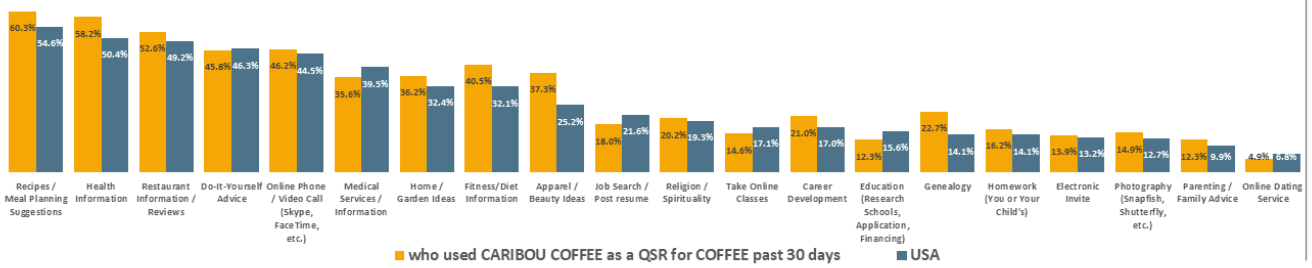
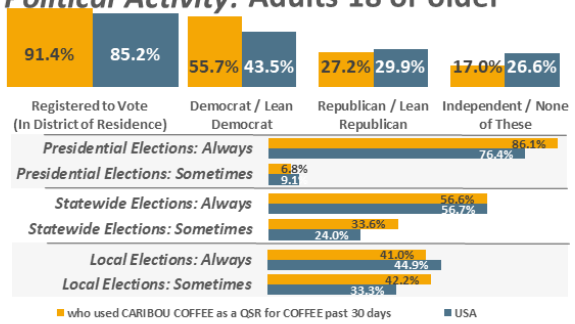
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

1.3% or 3,401,300 of USA Adults 18 or older used CARIBOU COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days are 1.2% less likely to look up D-I-Y advice online, 8.7% less likely to always vote in local elections, 29.9% more likely to belong to a gym, 16.9% more likely to fly domestic pa

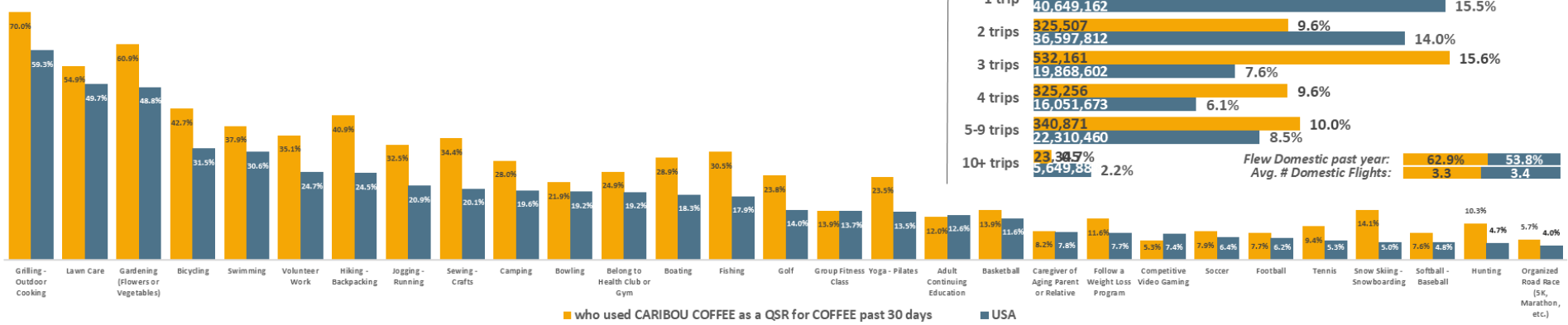
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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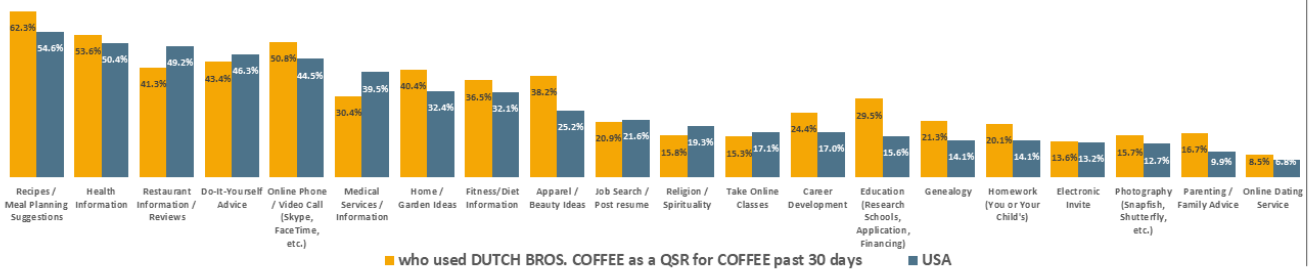
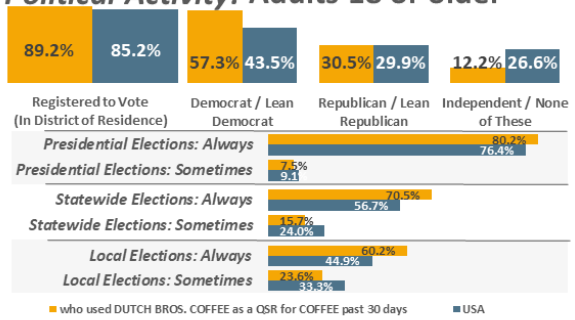
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1.2% or 3,056,471 of USA Adults 18 or older used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days are 6.2% less likely to look up D-I-Y advice online, 34.2% more likely to always vote in local elections, 76.3% more likely to belong to a gym, 25.8% more likely to fly domest

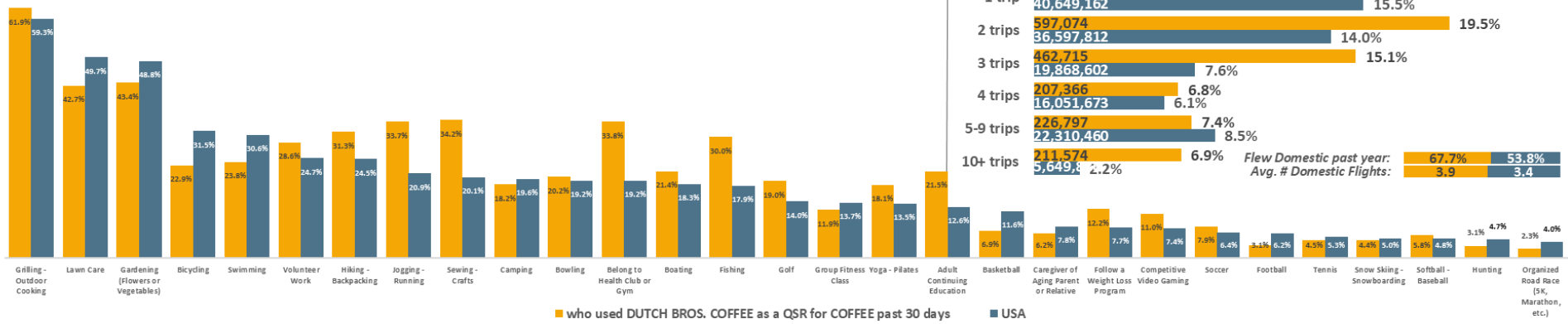
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

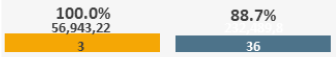
STARBUCKS®

21.7% or 56,943,223 of USA Adults 18 or older used STARBUCKS as a QSR for COFFEE past 30 days. Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days are 12.8% more likely to use QSRs past mo., 22.2% more likely to use Sit-Down Restaurants past mo., .6% less likely to use Casinos past yr., 43.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

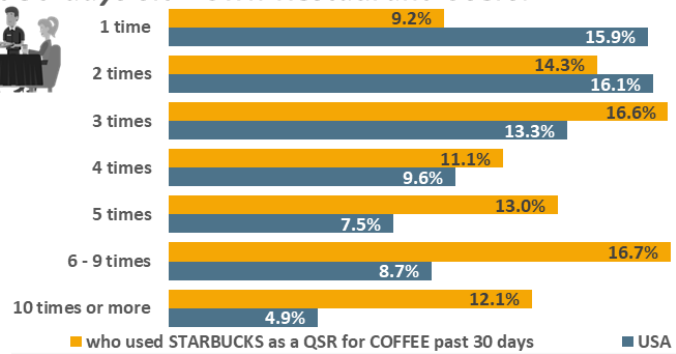


Avg. Monthly QSR Meals:

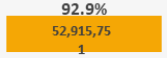


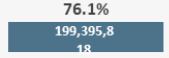
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



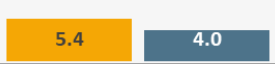


Total Monthly Sit-Down Restaurant Users:





Avg. Monthly Sit-Down Restaurant Meals:

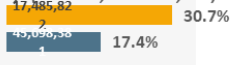


Top-10 Cuisines: Adults 18 or older

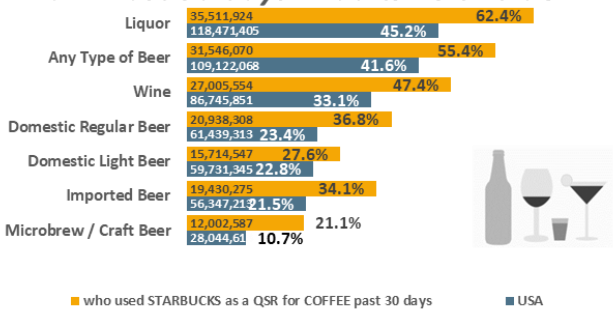
(Sit-Down Restaurants Used Past 30-days)



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

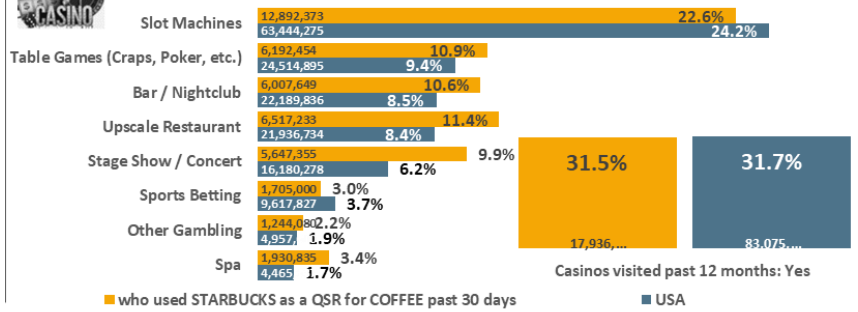


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

DUNKIN'

14.9% or 39,181,621 of USA Adults 18 or older used DUNKIN' as a QSR for COFFEE past 30 days.
Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days are 12.8% more likely to use QSRs past mo., 22.% more likely to use Sit-Down Restaurants past mo., 2.1% less likely to use Casinos past yr., 47.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



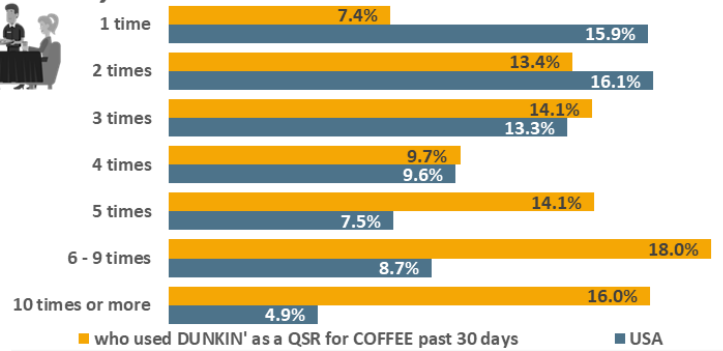
Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

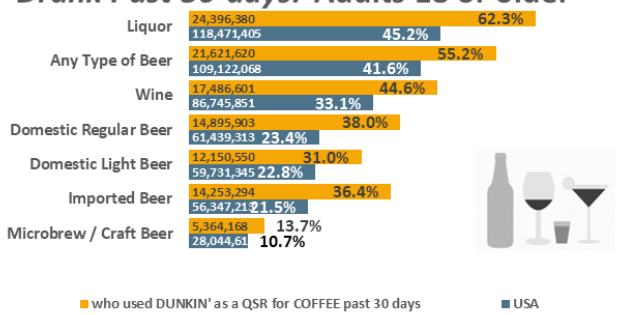
(Sit-Down Restaurants Used Past 30-days)



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

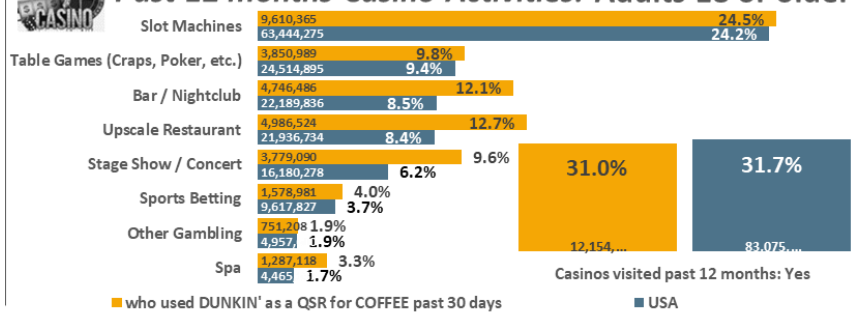


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

6.% or 15,814,389 of USA Adults 18 or older used PANERA BREAD as a QSR for COFFEE past 30 days. Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days are 12.8% more likely to use QSRs past mo., 25.% more likely to use Sit-Down Restaurants past mo., 2.3% more likely to use Casinos past yr., 55.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 15,814,38 9 | 88.7% 36

Avg. Monthly QSR Meals: 10.0 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 95.1% 15,037,64 1 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 6.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used PANERA BREAD as a QSR for COFFEE past 30... 4,962,121 31.4%

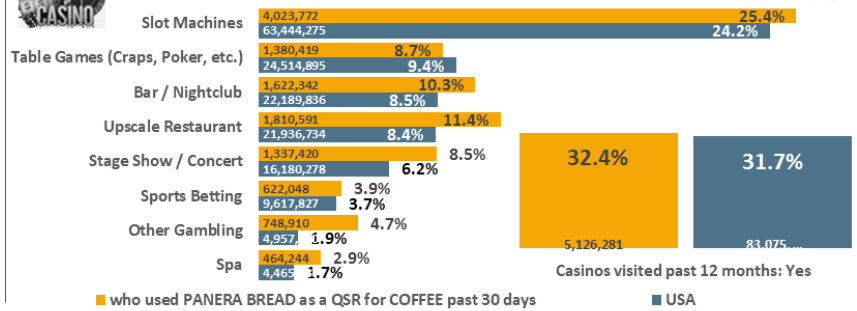
USA [illegible] 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

1.3% or 3,401,300 of USA Adults 18 or older used CARIBOU COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days are 12.8% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 57.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 3,401,300 | 88.7% 36

Avg. Monthly QSR Meals: 7.9 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 90.9% 3,091,286 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used CARIBOU COFFEE as a QSR for COFFEE past... 488,478 14.4%

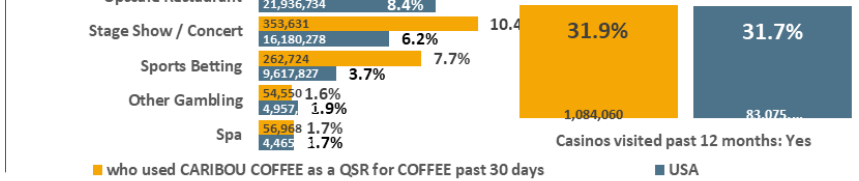
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1.2% or 3,056,471 of USA Adults 18 or older used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days are 12.8% more likely to use QSRs past mo., 26.9% more likely to use Sit-Down Restaurants past mo., 33.3% more likely to use Casinos past yr., 59.4% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 3,056,471 | 88.7% 36

Avg. Monthly QSR Meals: 10.4 | 8.4

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



Total Monthly Sit-Down Restaurant Users: 96.5% 2,950,811 | 76.1% 18

Avg. Monthly Sit-Down Restaurant Meals: 7.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used DUTCH BROS. COFFEE as a QSR for COFFEE... 1,163,969 38.1%

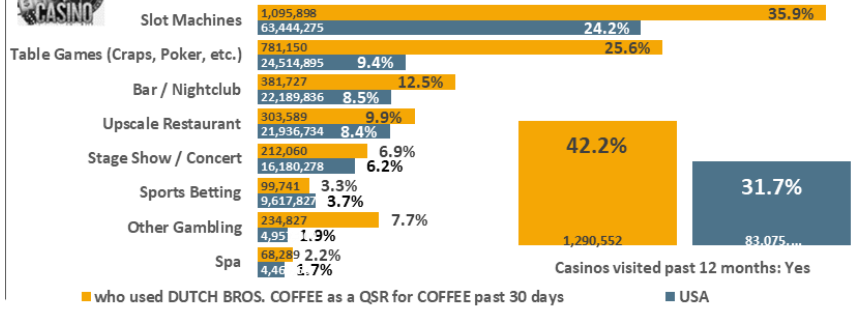
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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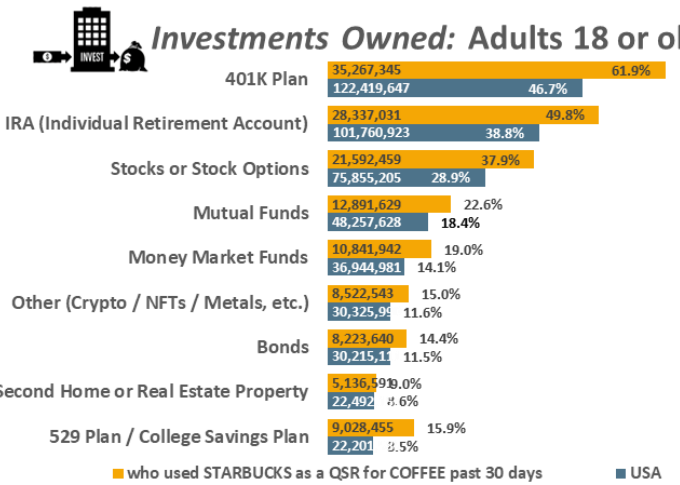
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

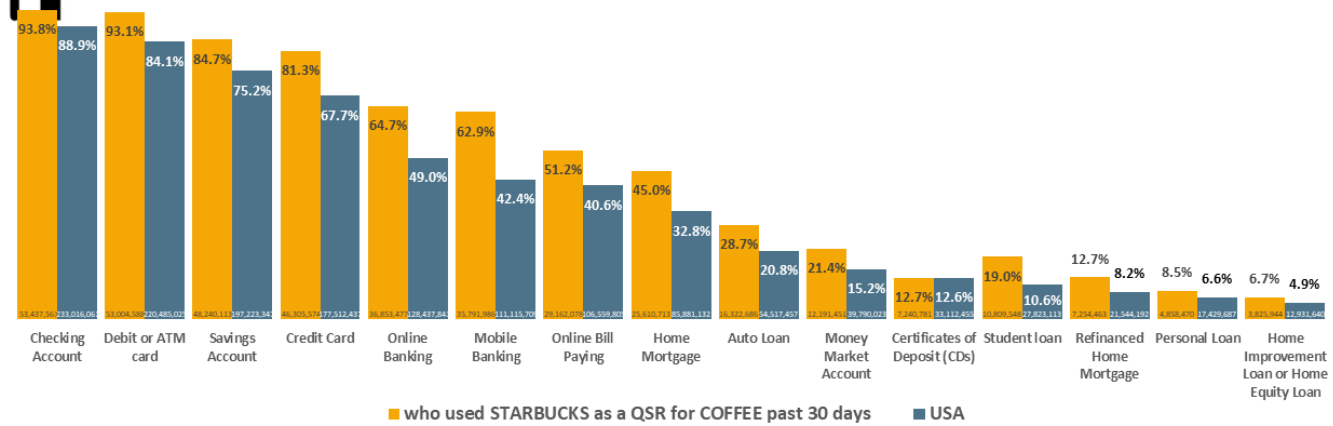
STARBUCKS®

21.7% or 56,943,223 of USA Adults 18 or older used STARBUCKS as a QSR for COFFEE past 30 days. Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days are 32.6% more likely to have a 401K, 37.8% more likely to have an Auto Loan, 57.1% more likely to Invest/Trade Stocks Online, 7.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



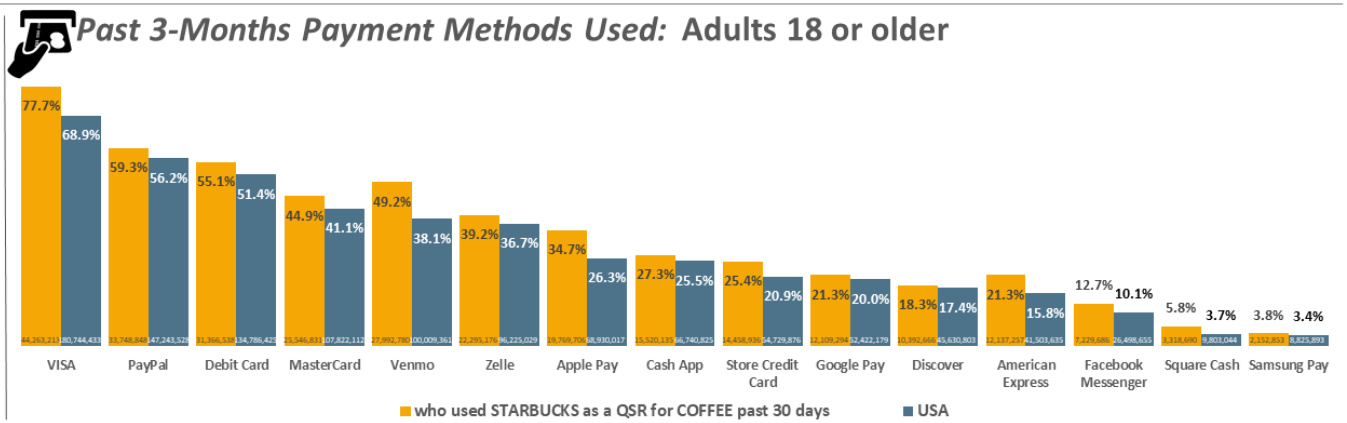
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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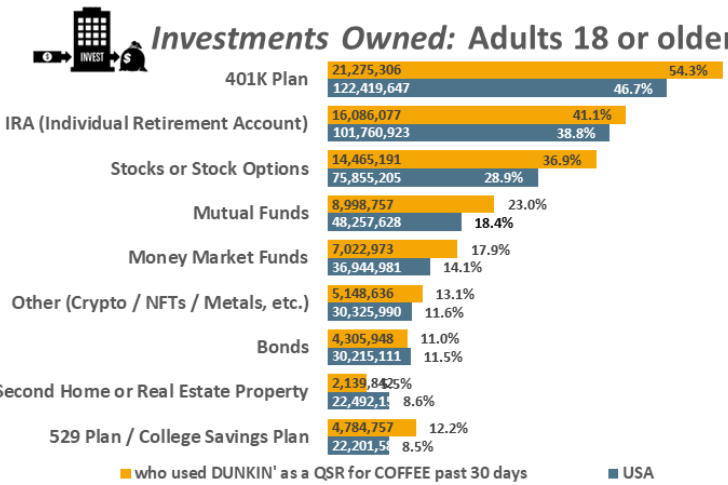
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

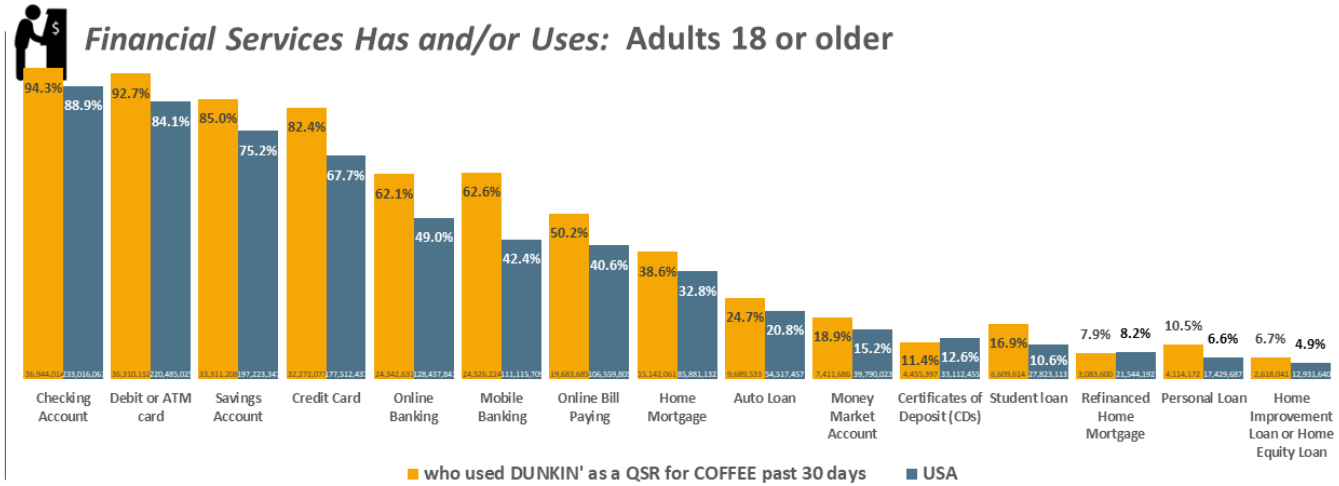
DUNKIN'

14.9% or 39,181,621 of USA Adults 18 or older used DUNKIN' as a QSR for COFFEE past 30 days.
Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days are 16.3% more likely to have a 401K, 18.9% more likely to have an Auto Loan, 70.1% more likely to Invest/Trade Stocks Online, 13.8% more likely to pay with their Debit Card.

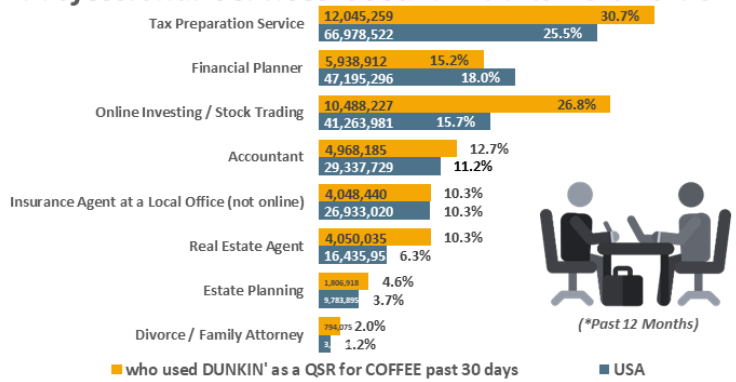
Investments Owned: Adults 18 or older



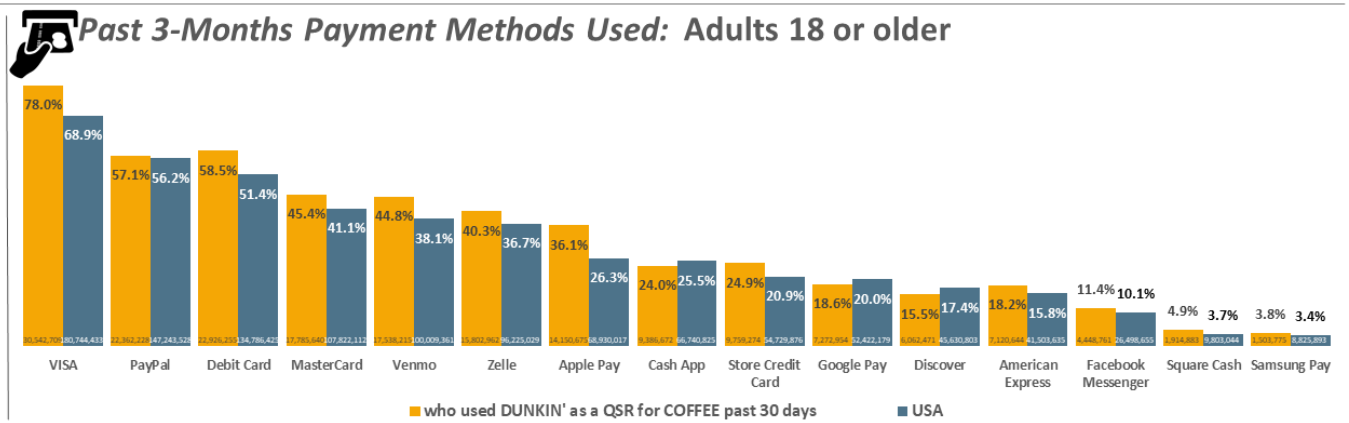
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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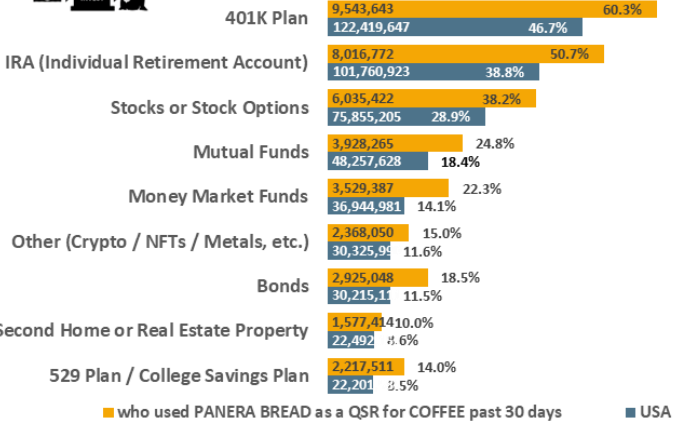
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

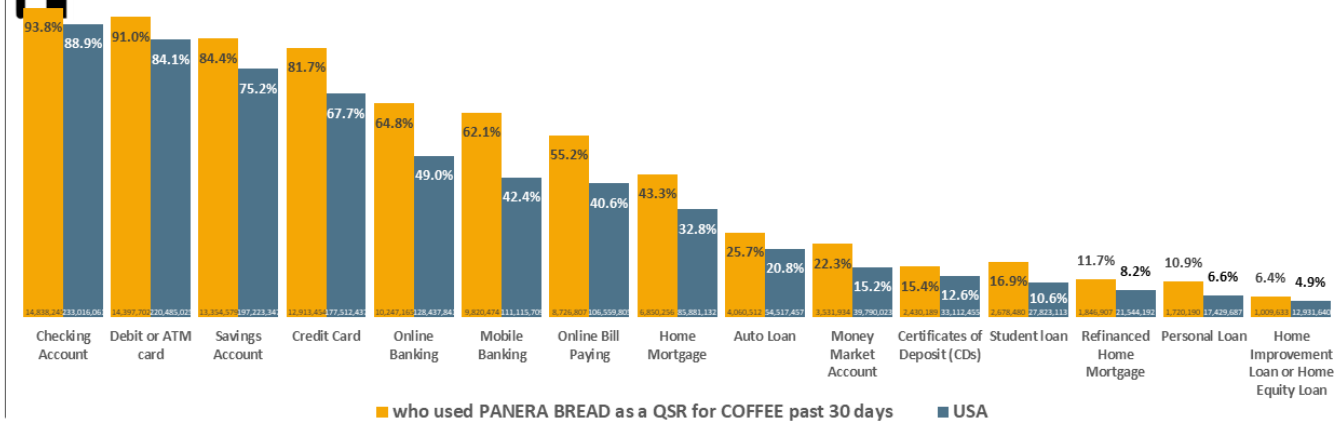
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

6.% or 15,814,389 of USA Adults 18 or older used PANERA BREAD as a QSR for COFFEE past 30 days. Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days are 29.2% more likely to have a 401K, 23.5% more likely to have an Auto Loan, 56.3% more likely to Invest/Trade Stocks Online, 4.7% less likely to pay with their Debit Card.

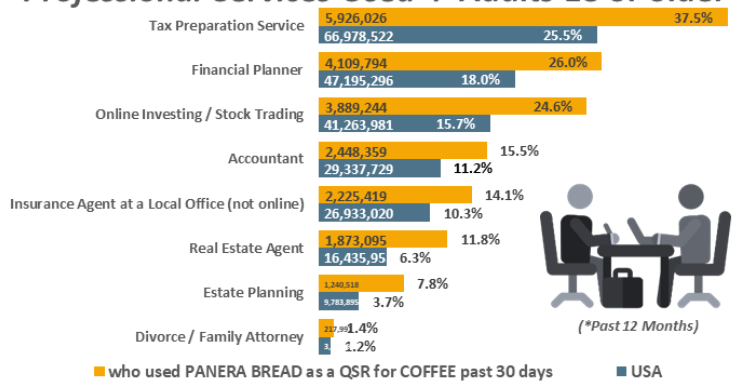
Investments Owned: Adults 18 or older



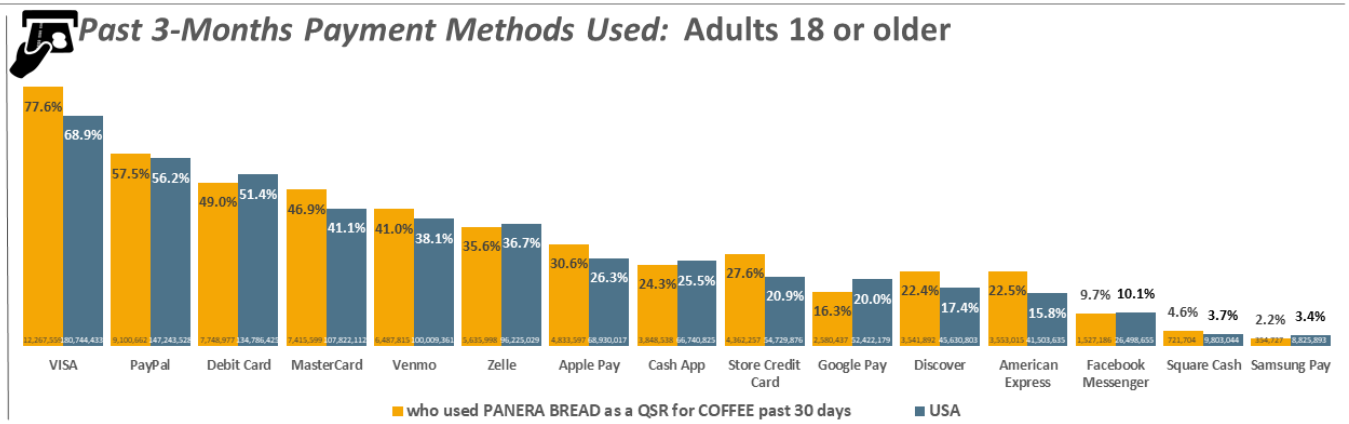
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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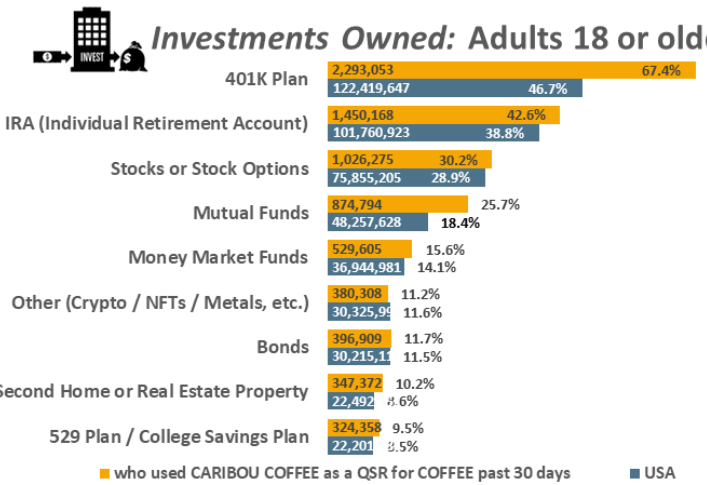
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

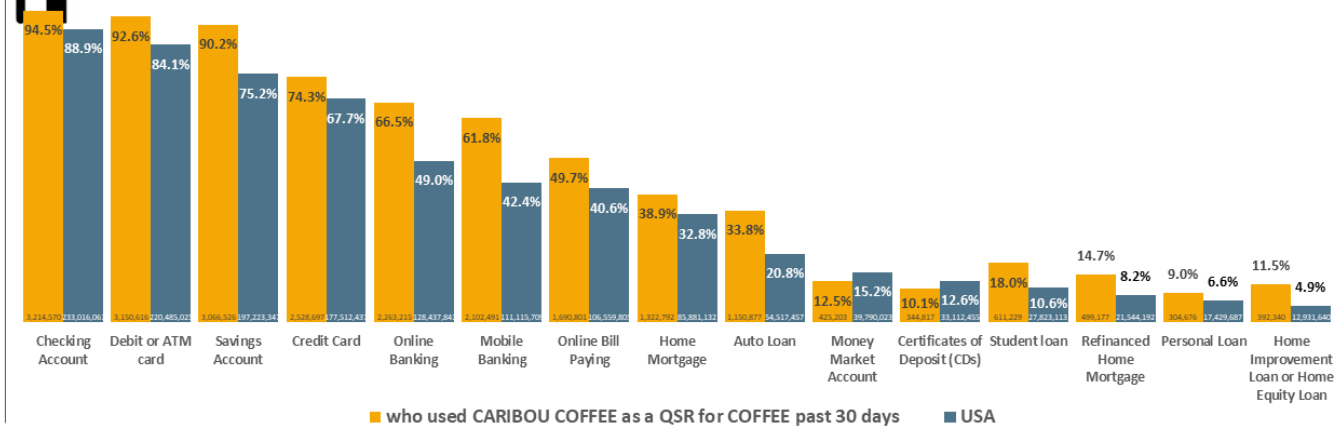
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

1.3% or 3,401,300 of USA Adults 18 or older used CARIBOU COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days are 44.4% more likely to have a 401K, 62.7% more likely to have an Auto Loan, 22.9% more likely to Invest/Trade Stocks Online, 24.% more likely to pay with their Debit Card.

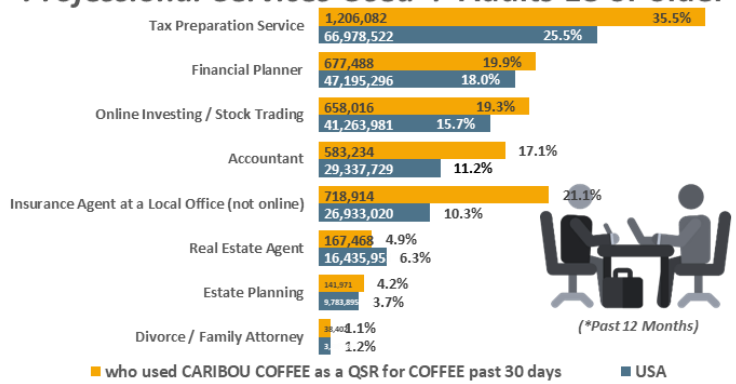
Investments Owned: Adults 18 or older



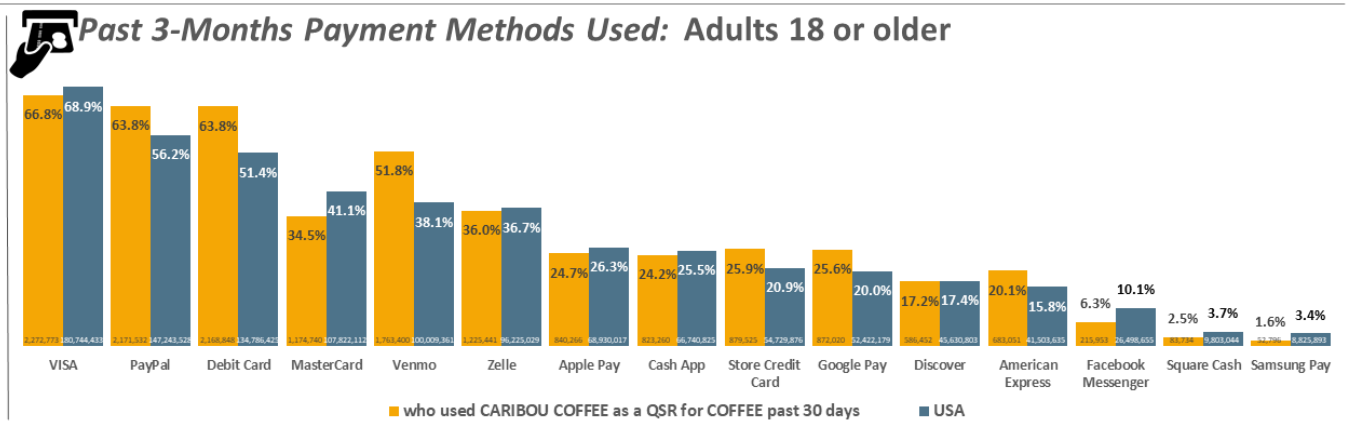
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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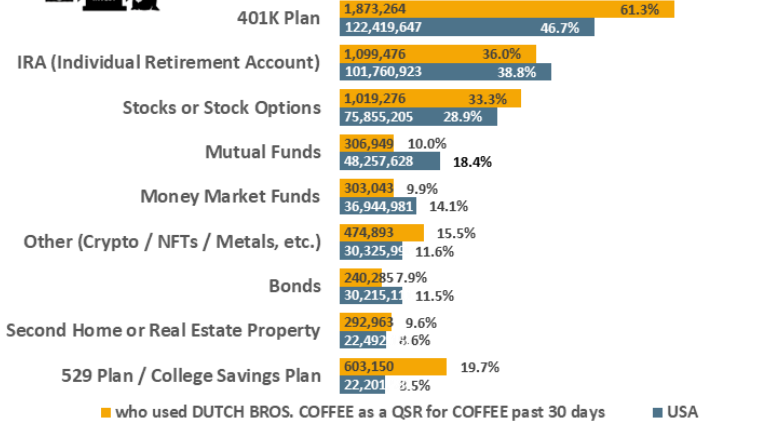
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

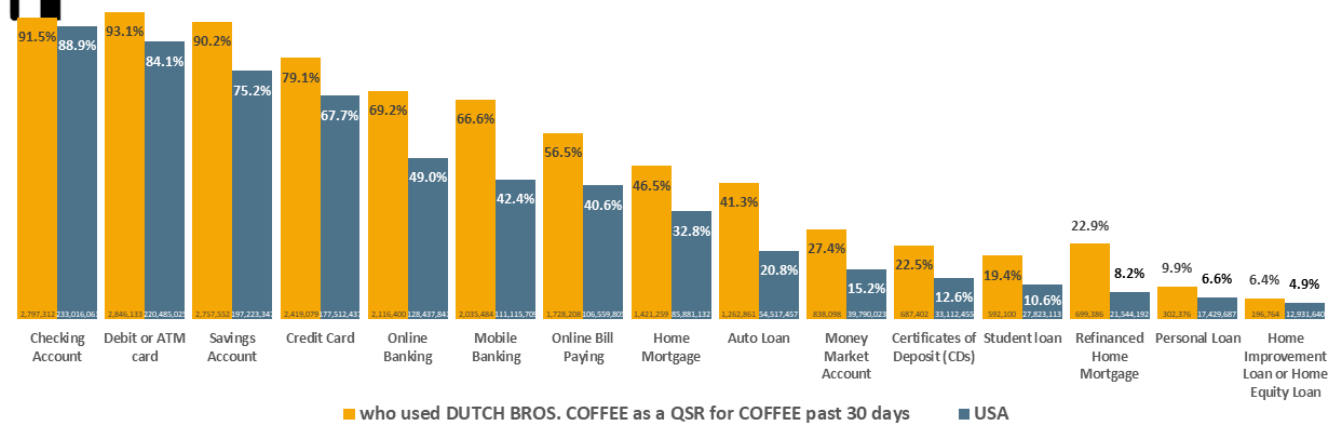
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1.2% or 3,056,471 of USA Adults 18 or older used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days. Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days are 31.3% more likely to have a 401K, 98.7% more likely to have an Auto Loan, 59.2% more likely to Invest/Trade Stocks Online, 18.2% more likely to pay with their Debit Card.

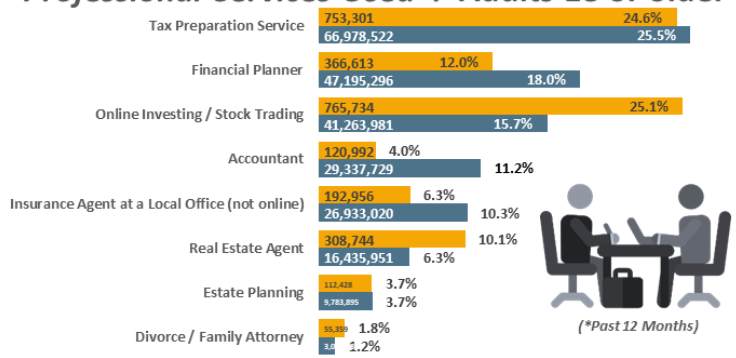
Investments Owned: Adults 18 or older



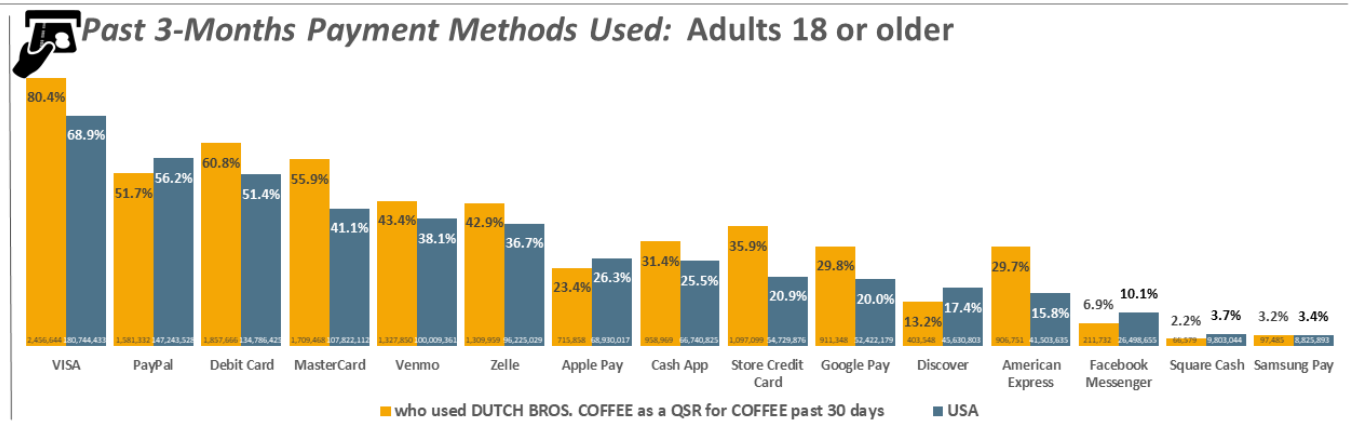
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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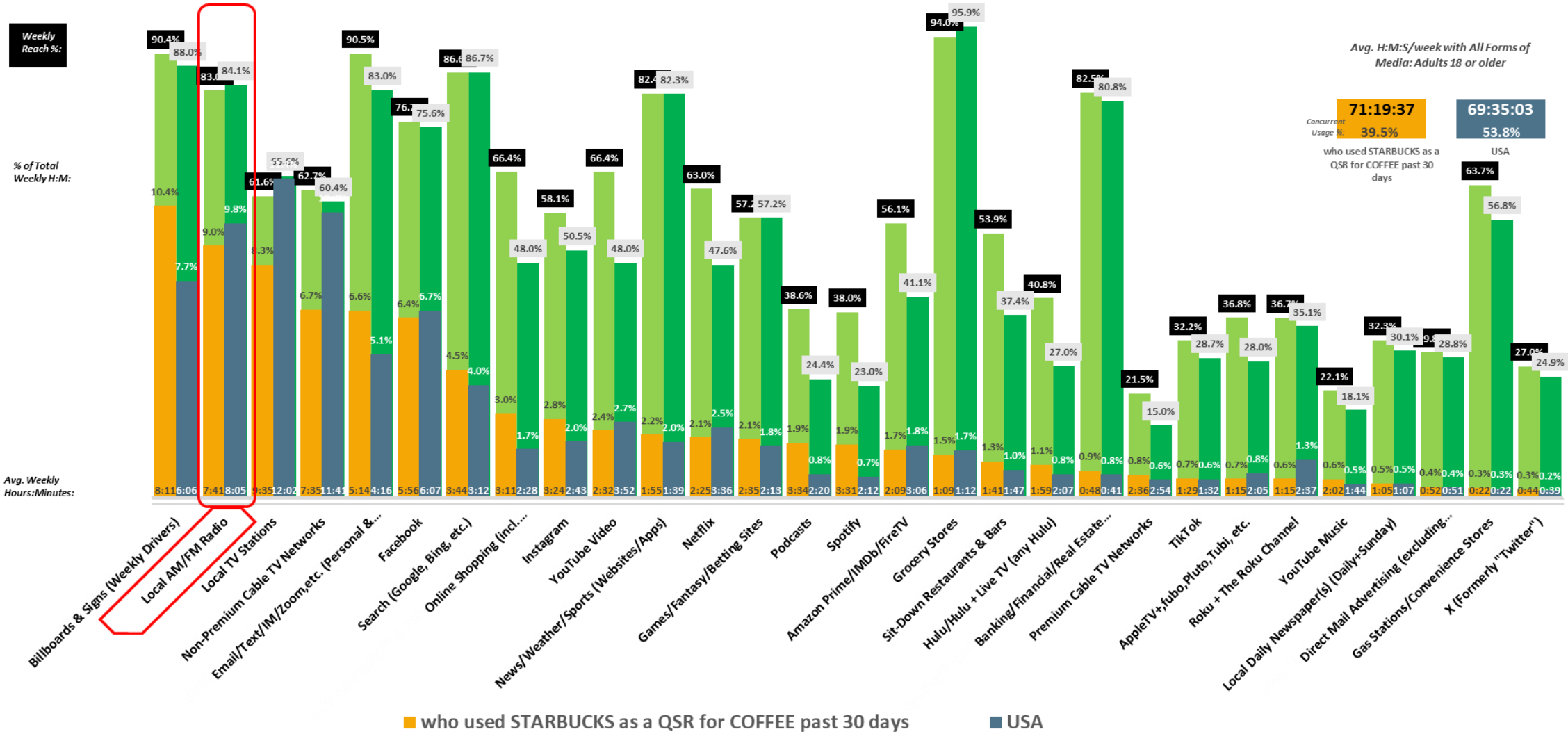
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days spend an average of 2 days, 23 hours, 19 minutes and 37 seconds each week with All Forms of Media.

83.% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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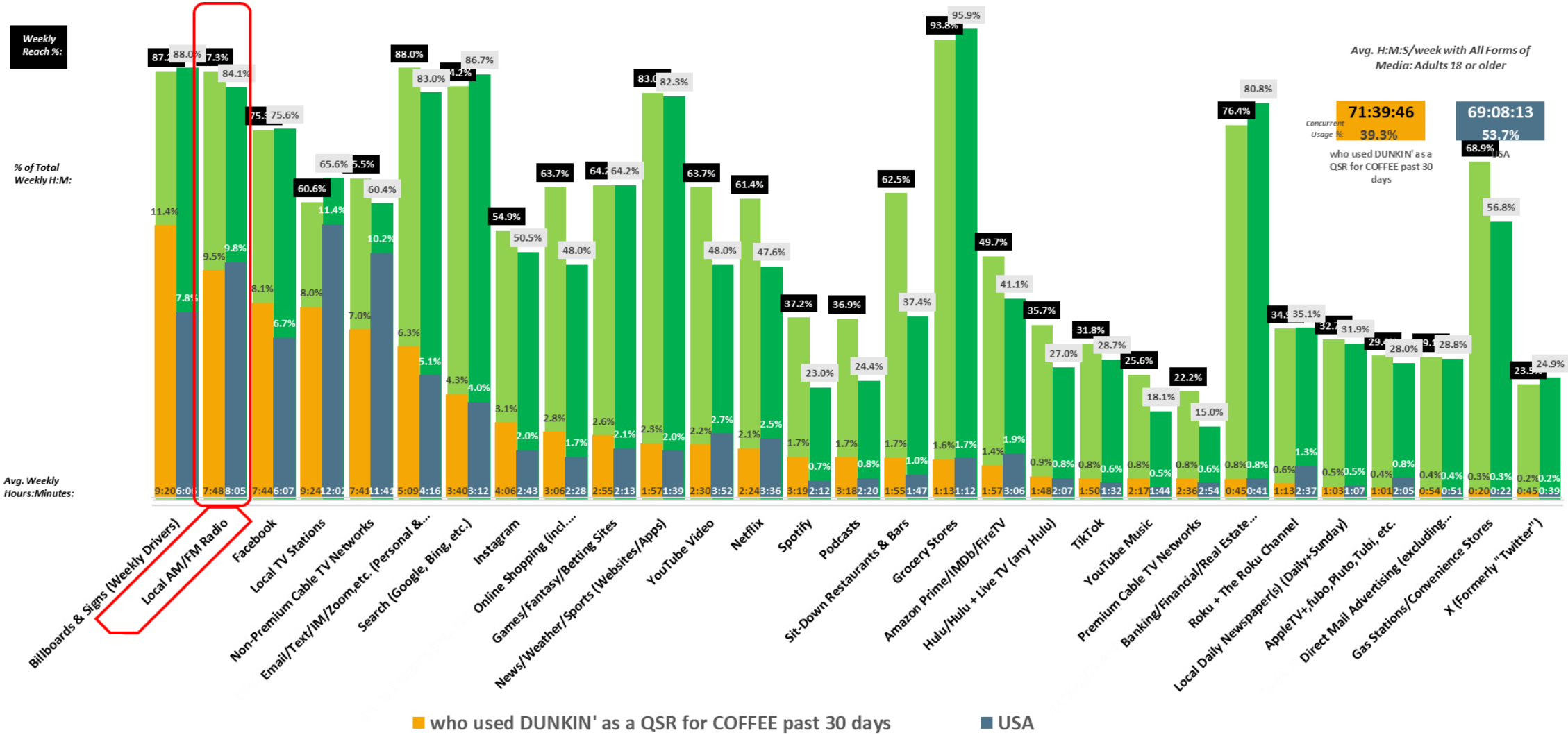
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

DUNKIN'

Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days spend an average of 2 days, 23 hours, 39 minutes and 46 seconds each week with All Forms of Media.

87.3% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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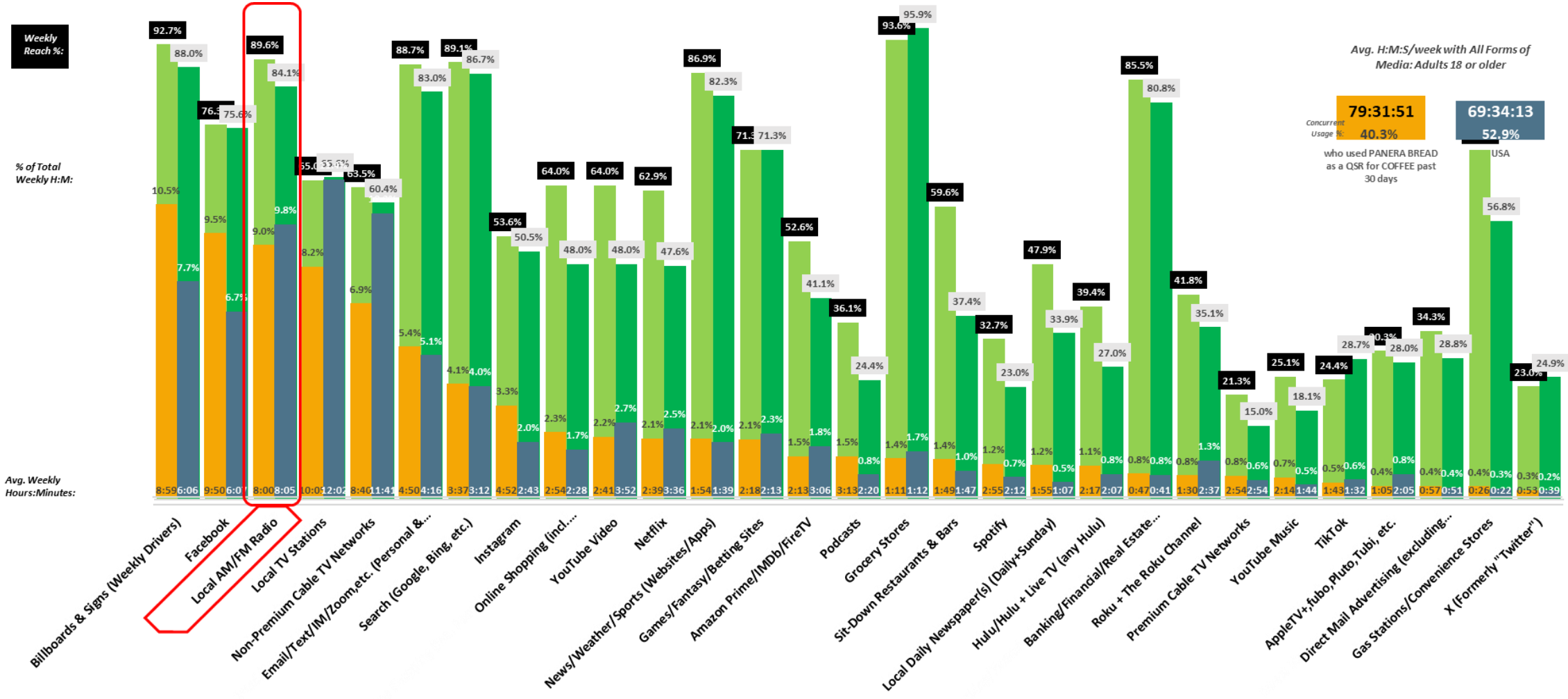
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days spend an average of 3 days, 7 hours, 31 minutes and 51 seconds each week with All Forms of Media.

89.6% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



■ who used PANERA BREAD as a QSR for COFFEE past 30 days ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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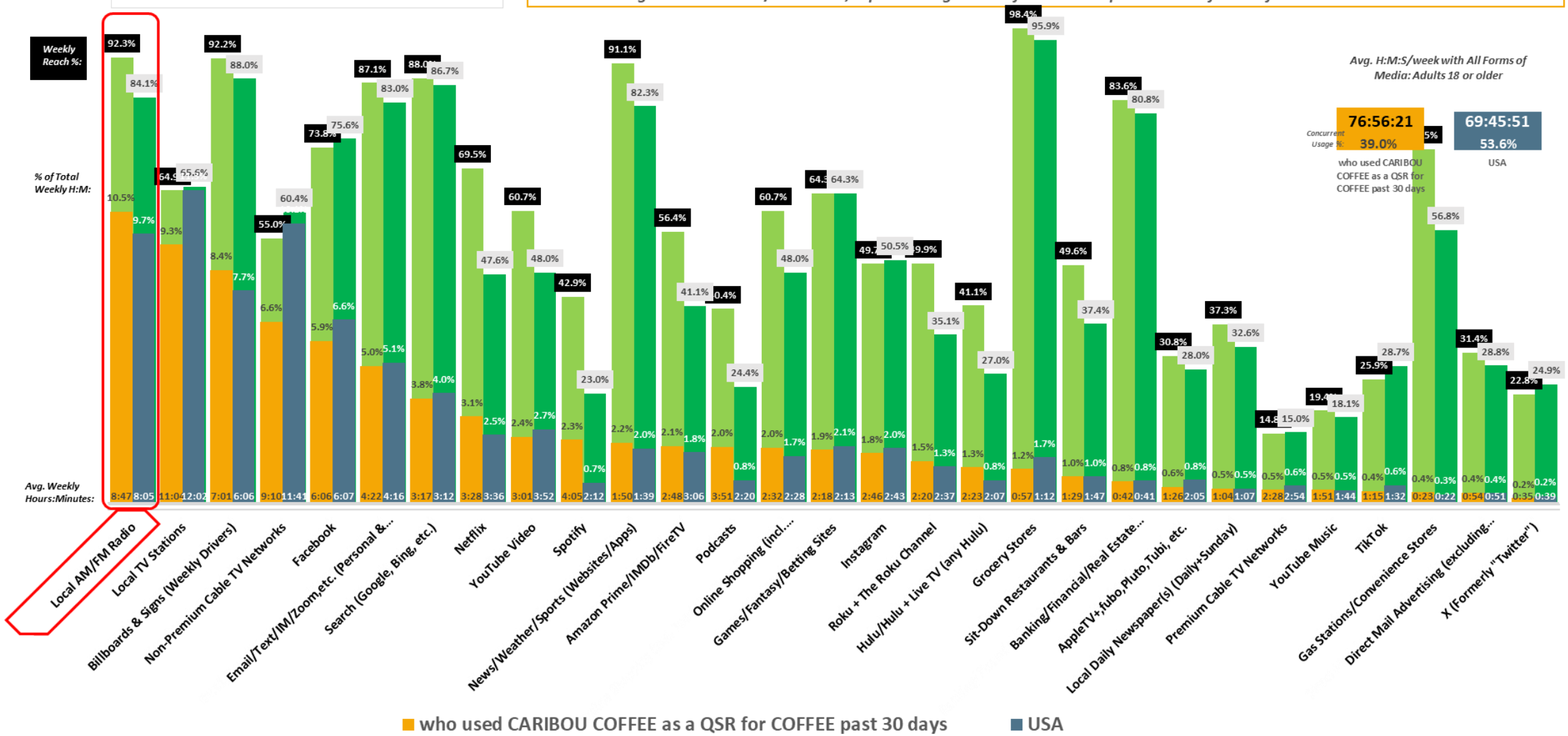
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days spend an average of 3 days, 4 hours, 56 minutes and 21 seconds each week with All Forms of Media.

92.3% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



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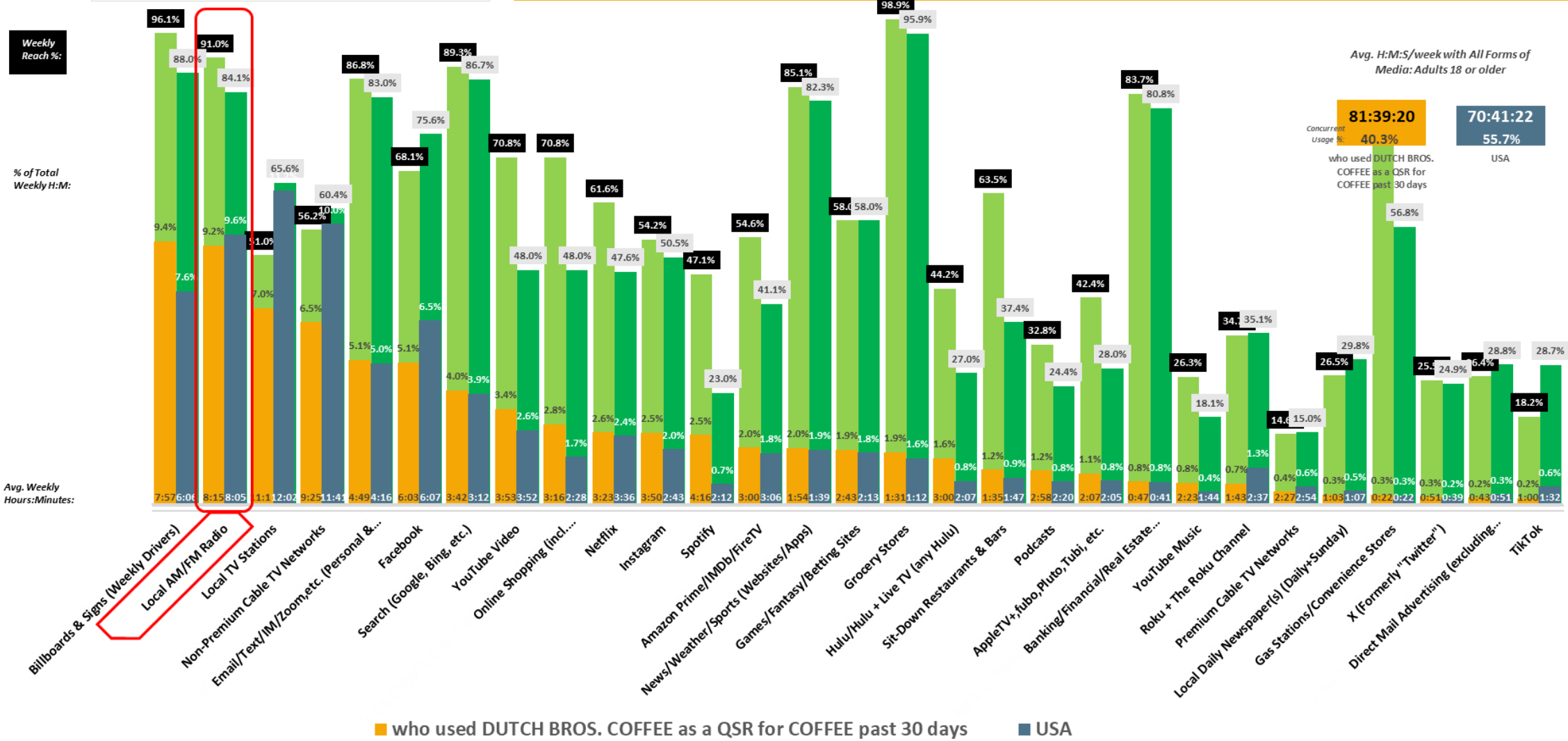
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days spend an average of 3 days, 9 hours, 39 minutes and 20 seconds each week with All Forms of Media.

91.% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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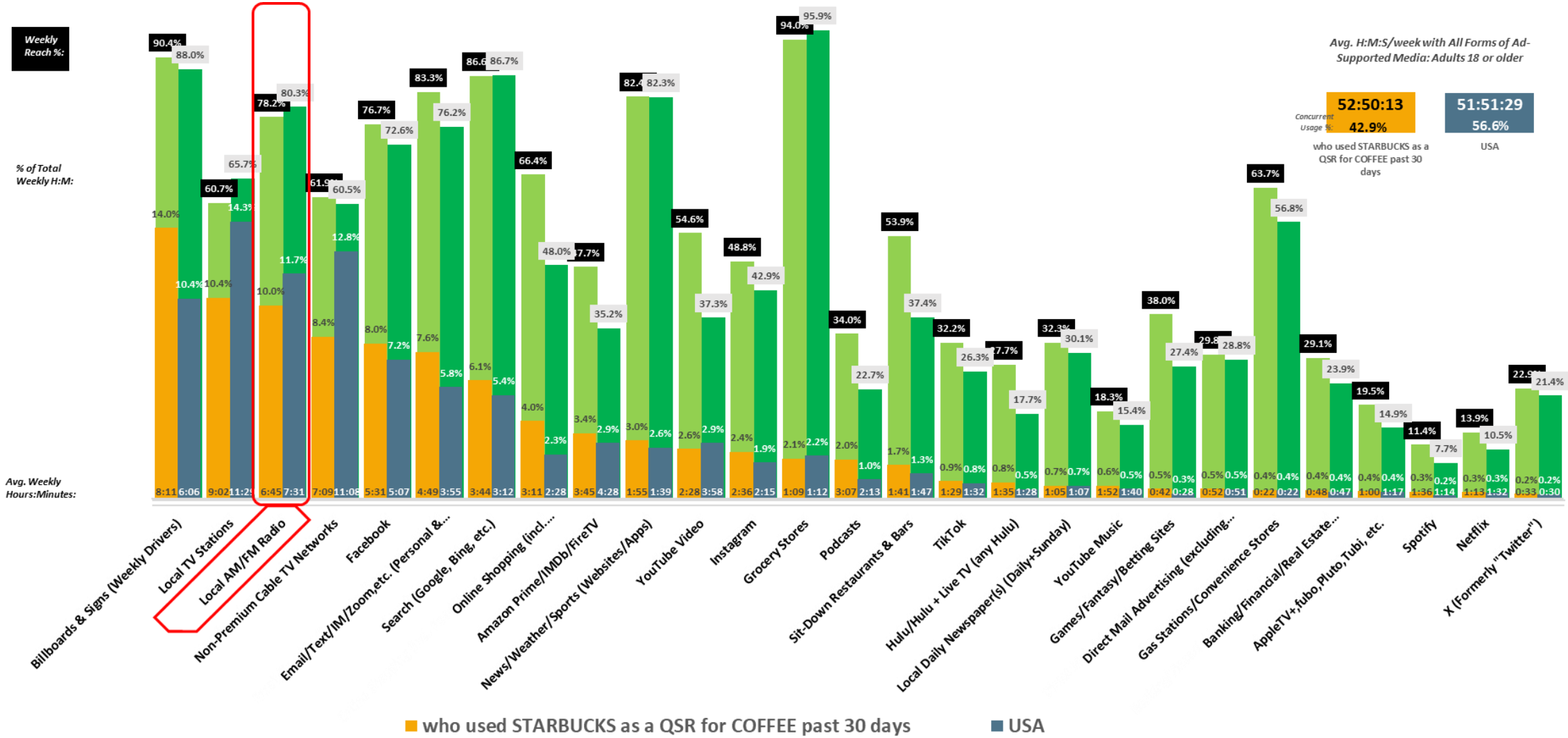
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days spend an average of 2 days, 4 hours, 50 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



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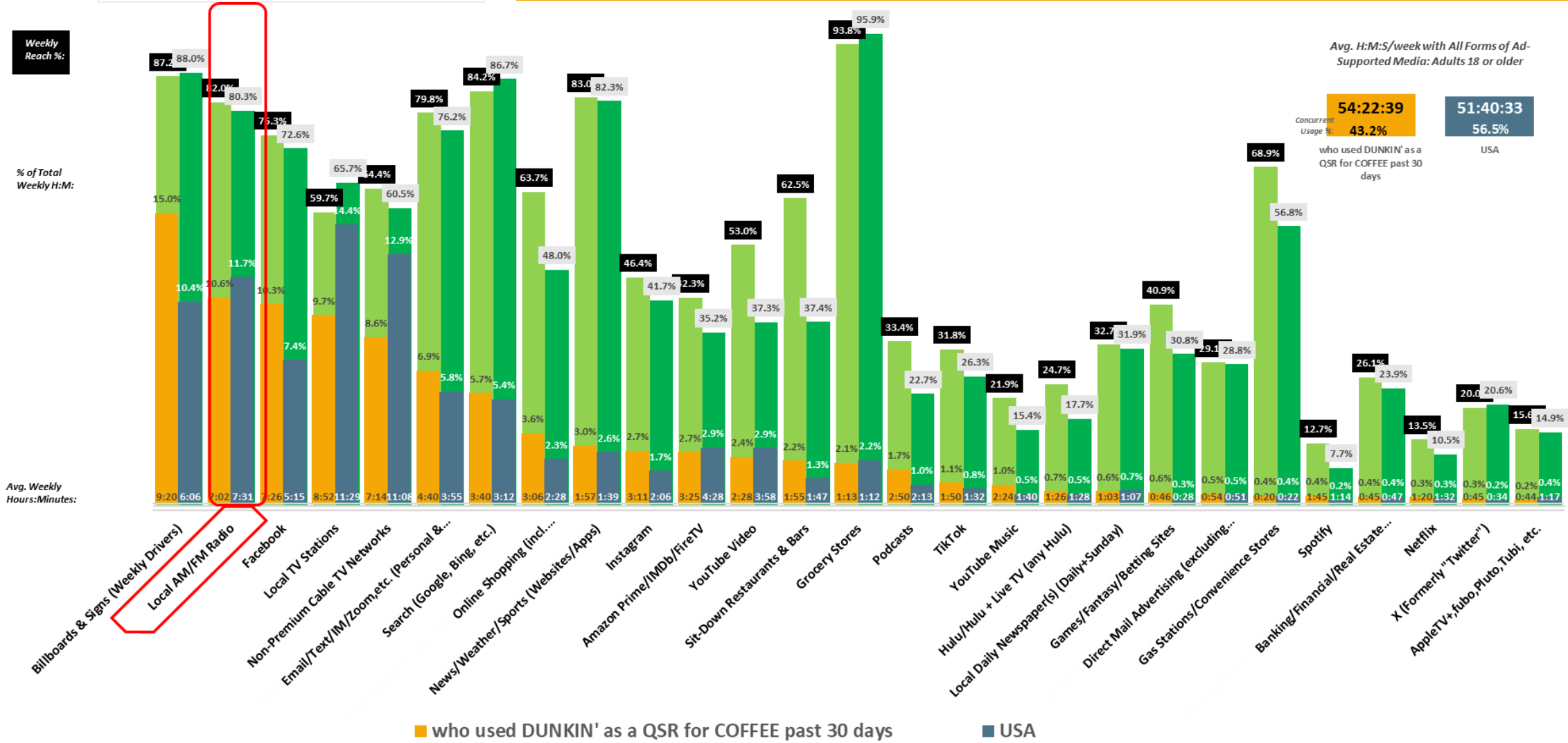
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

DUNKIN'

Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days spend an average of 2 days, 6 hours, 22 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

82.% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



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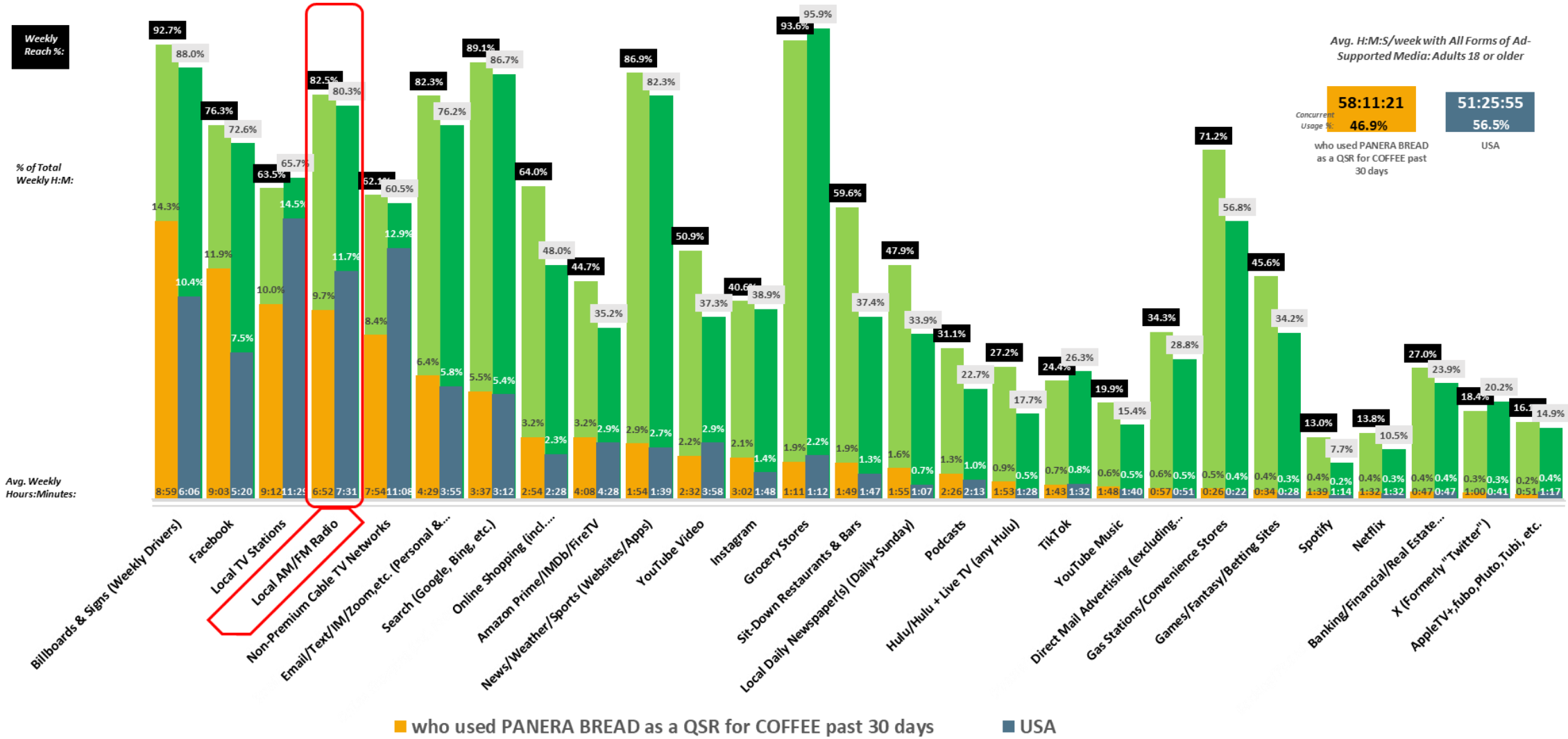
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days spend an average of 2 days, 10 hours, 11 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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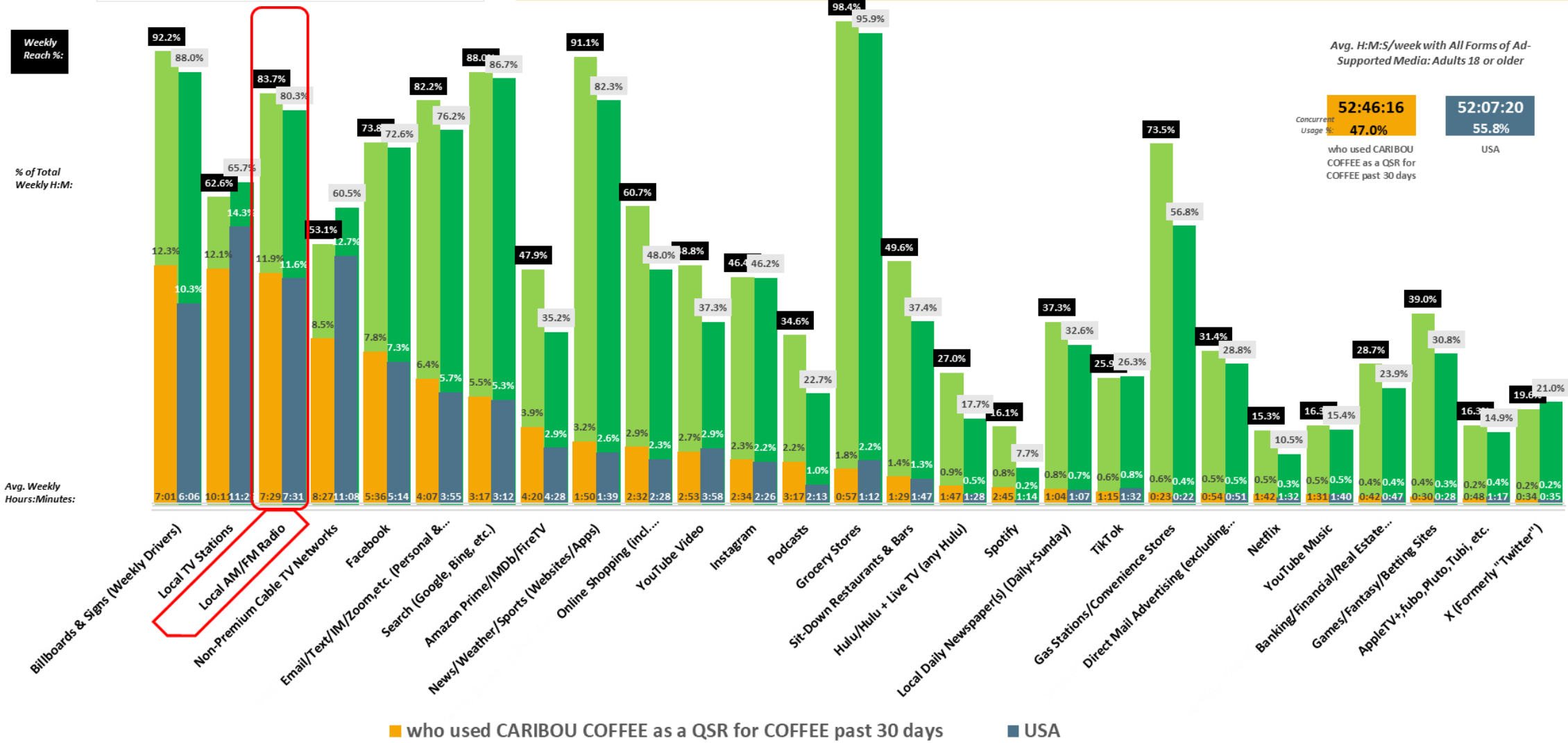
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days spend an average of 2 days, 4 hours, 46 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

83.7% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media



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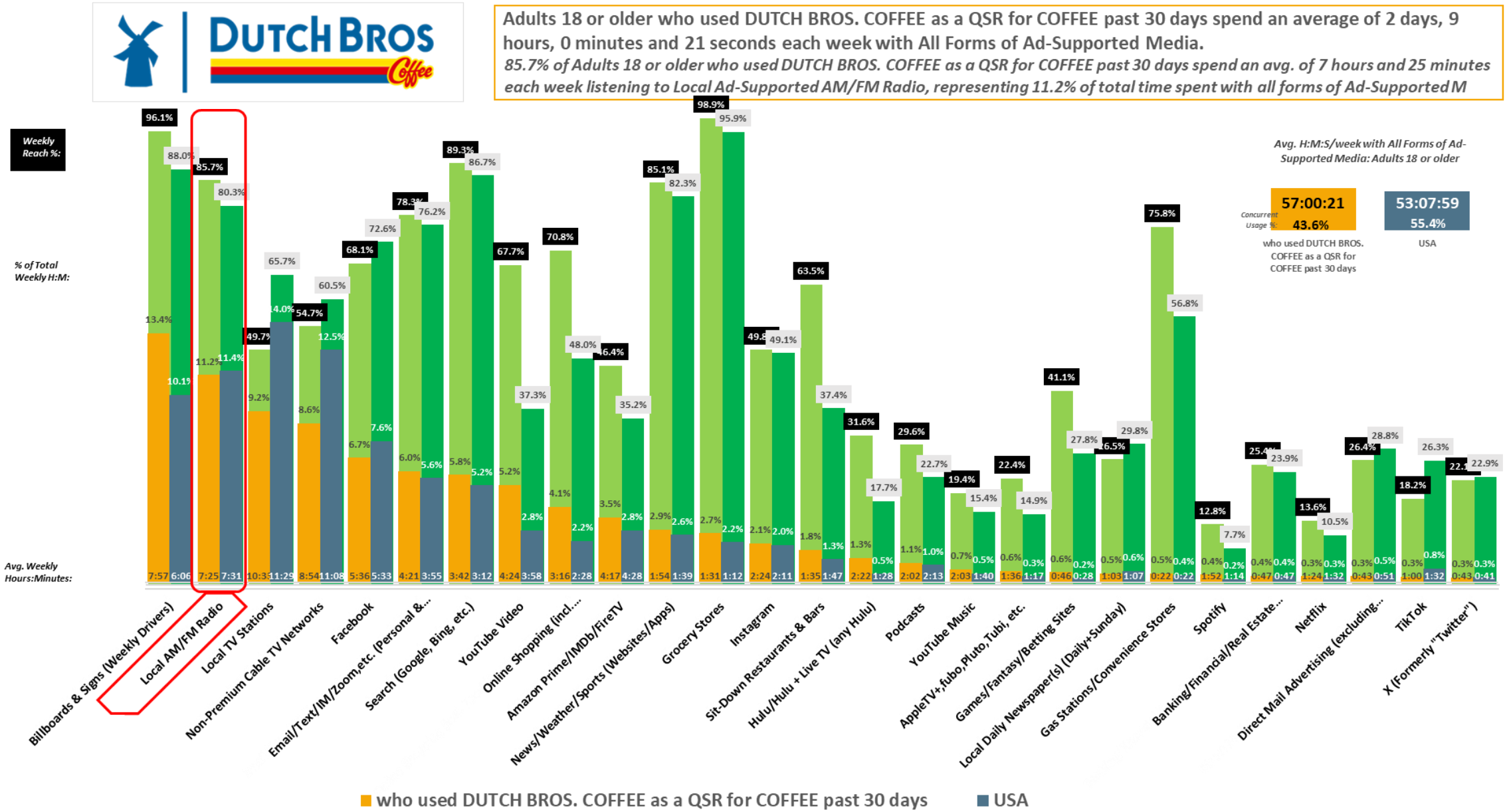
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee



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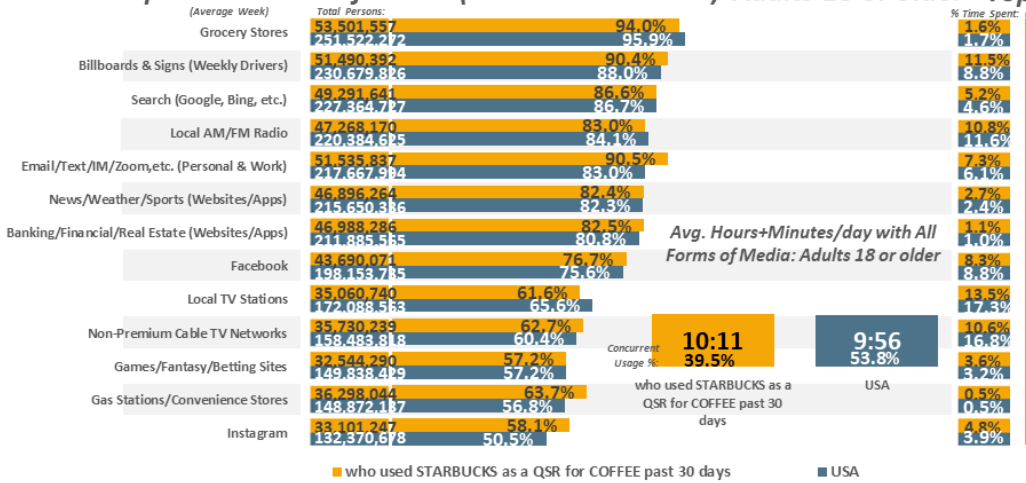
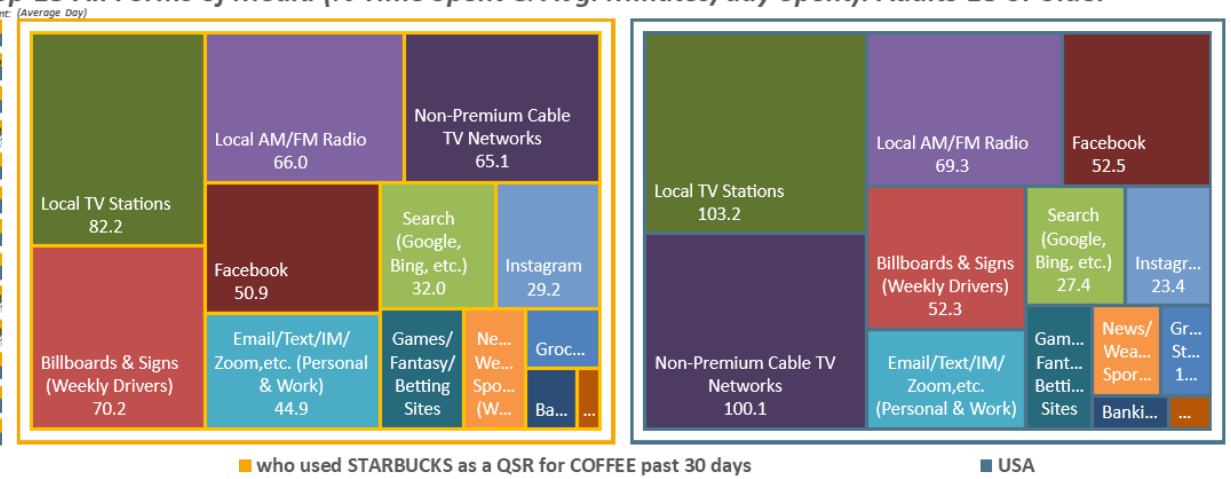
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 58. minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

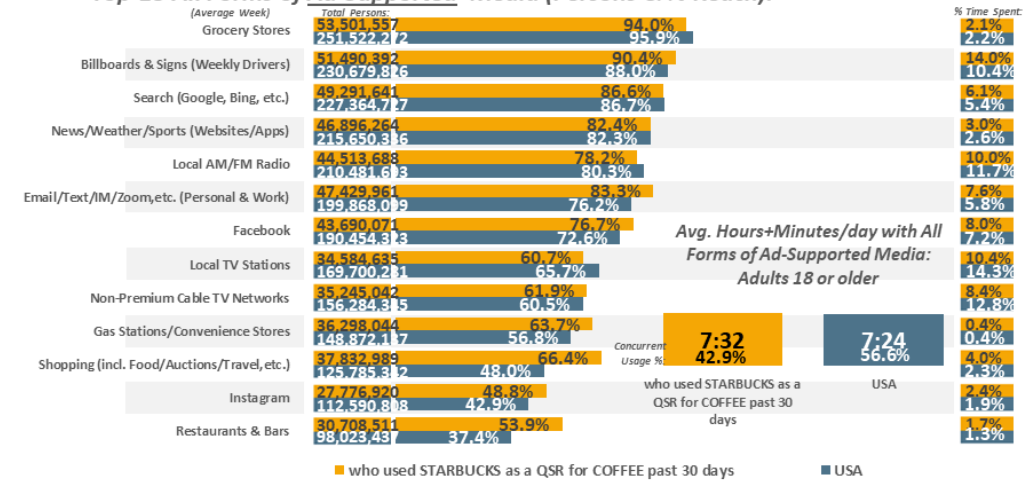
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



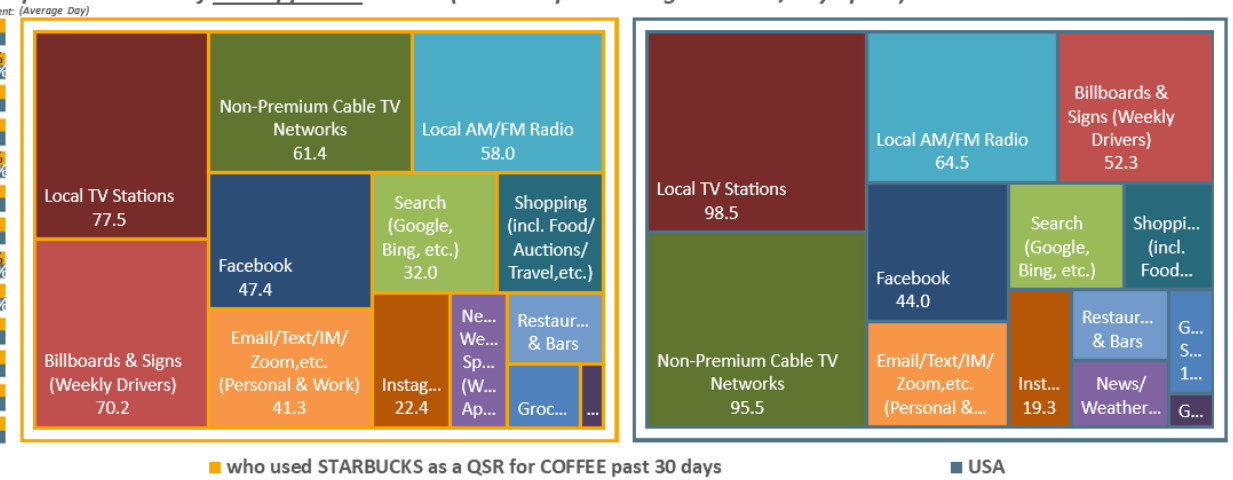
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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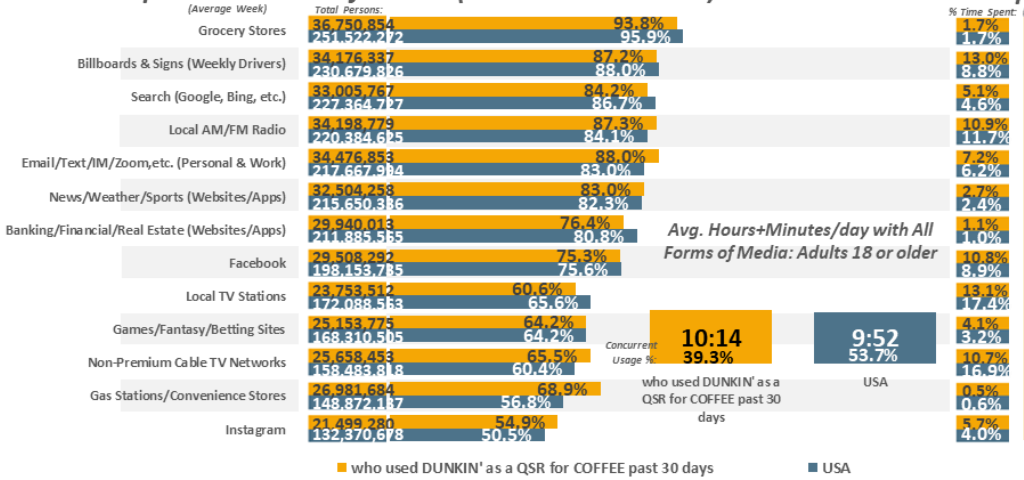
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

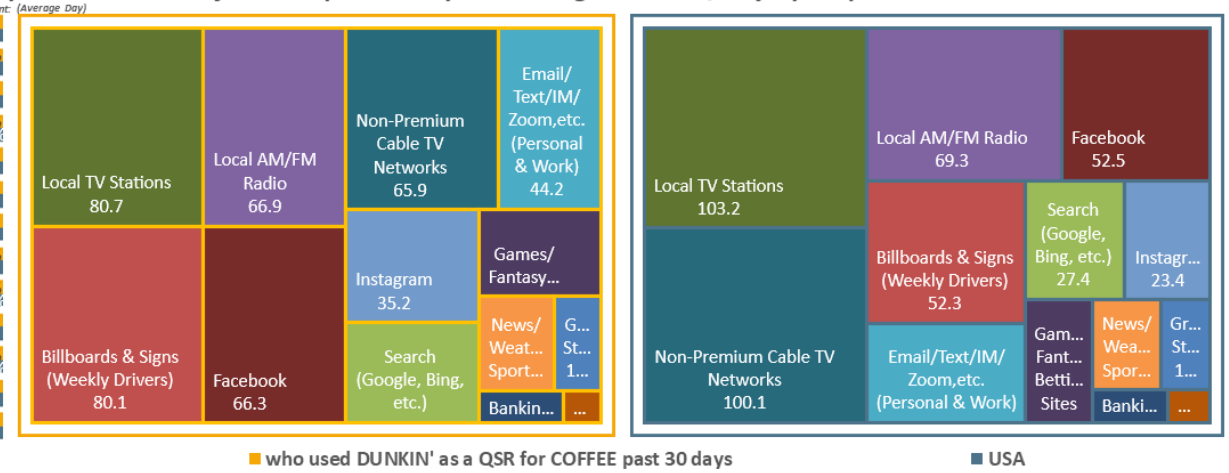
DUNKIN'

Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

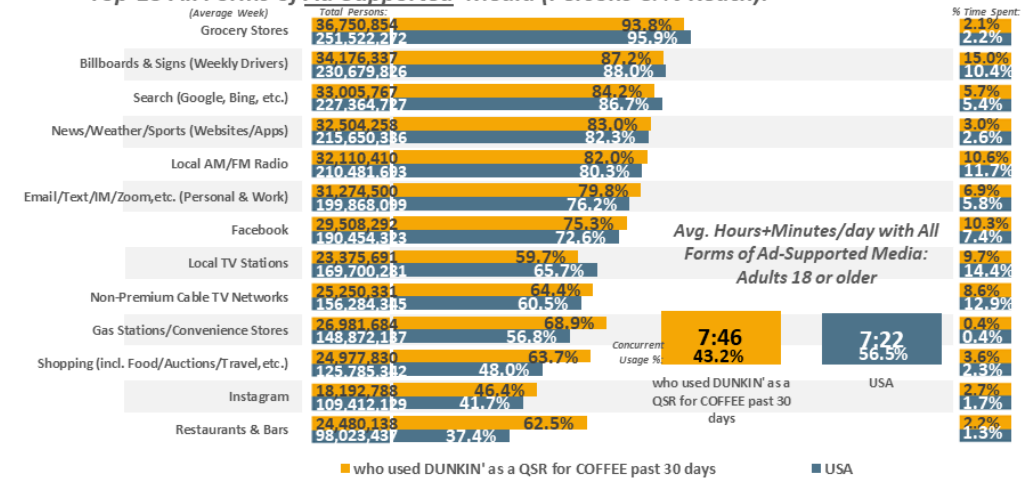
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



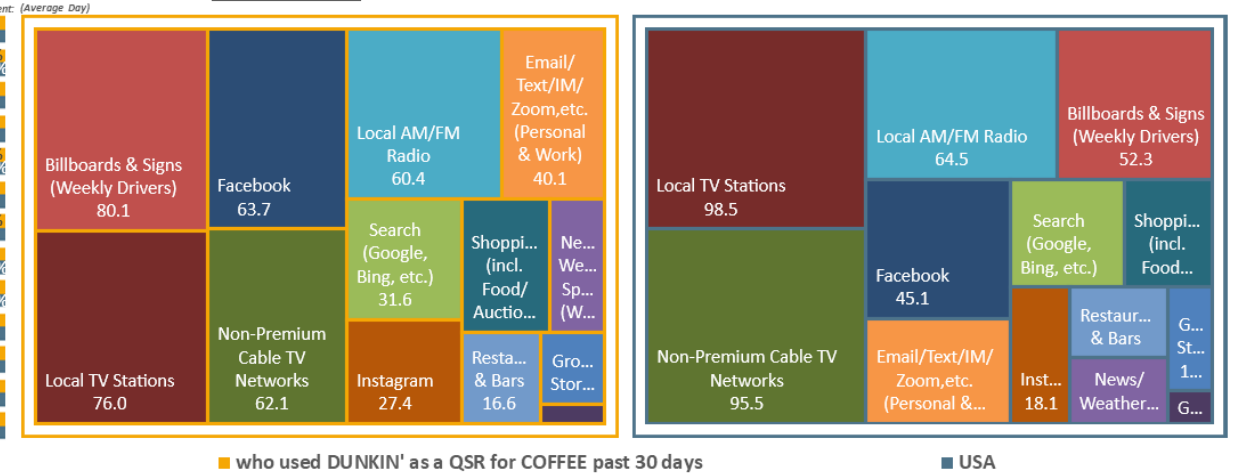
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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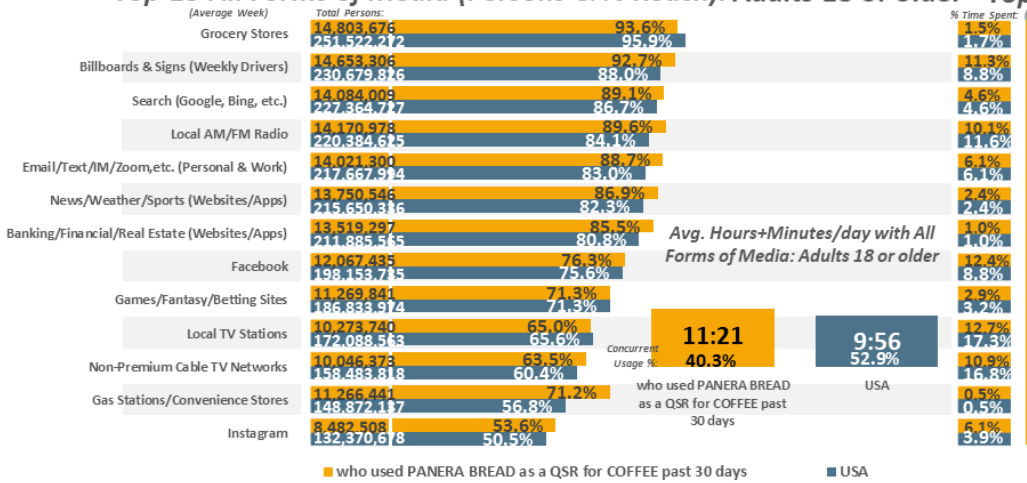
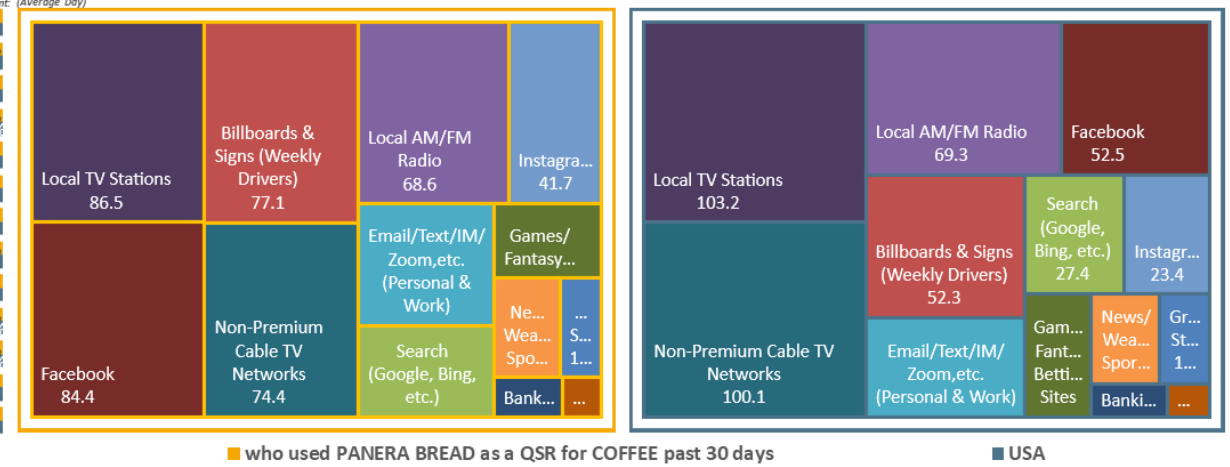
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

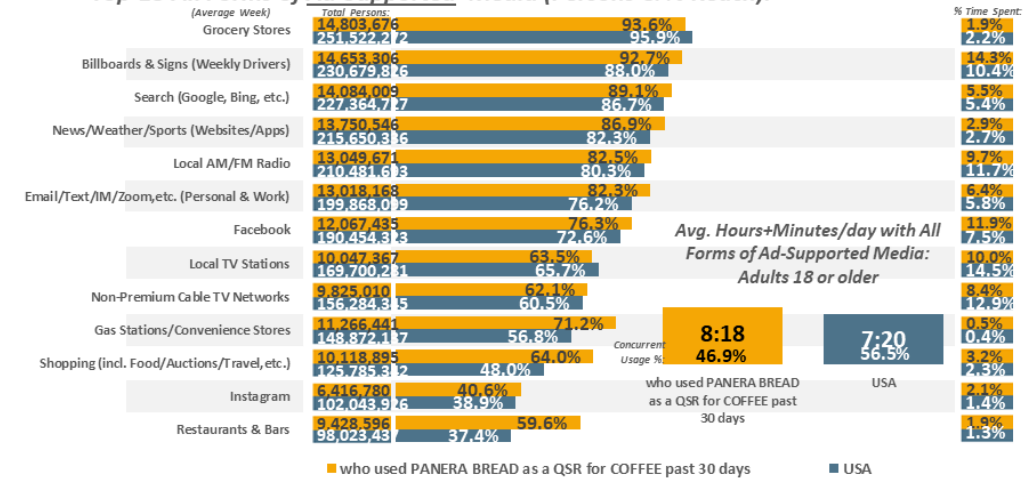
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



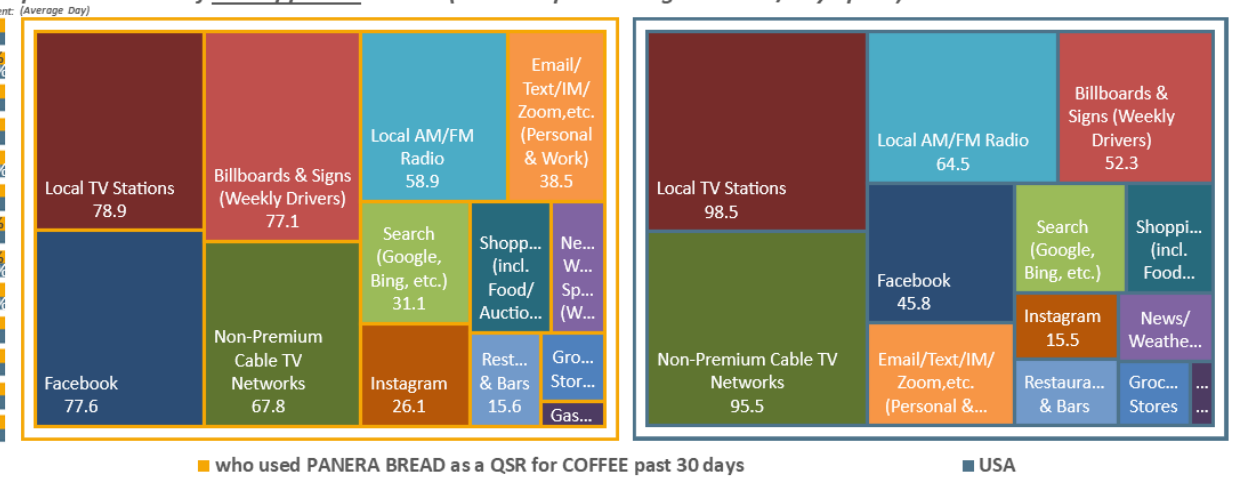
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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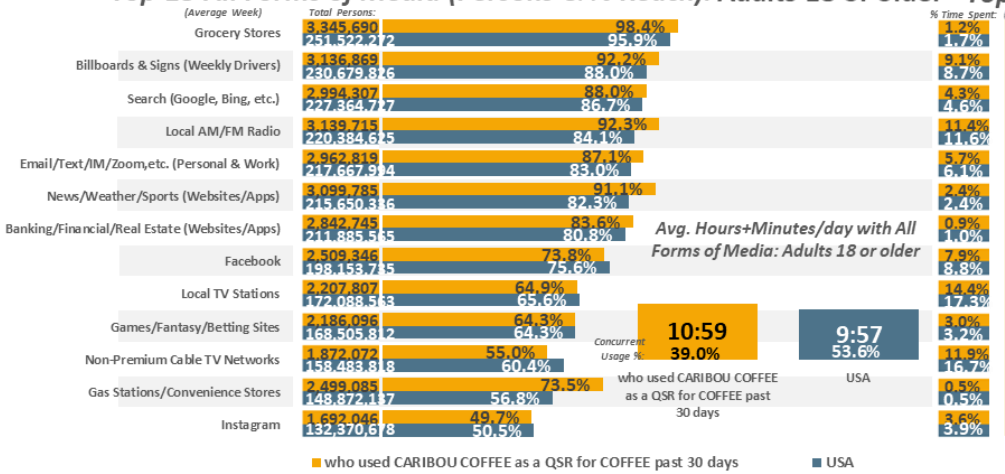
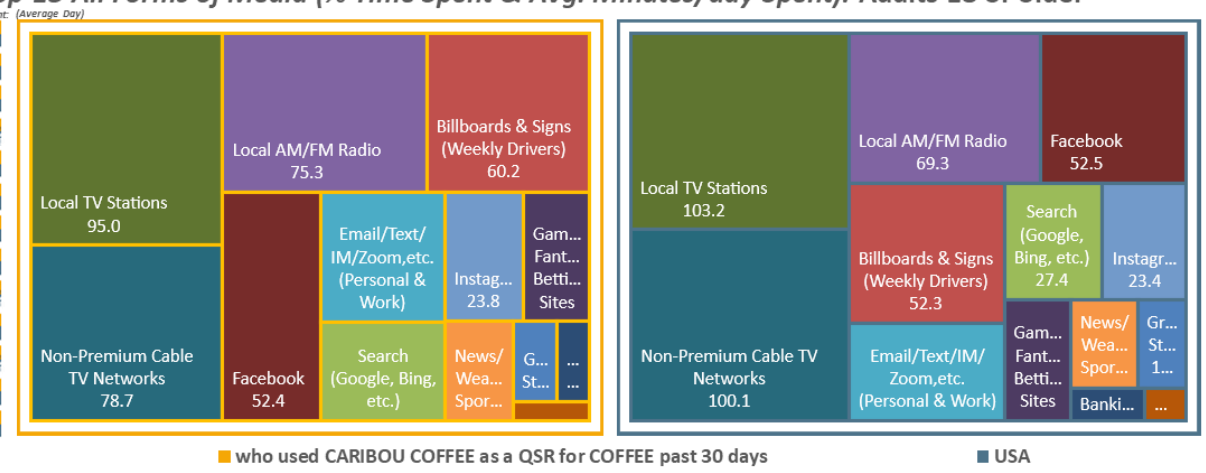
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

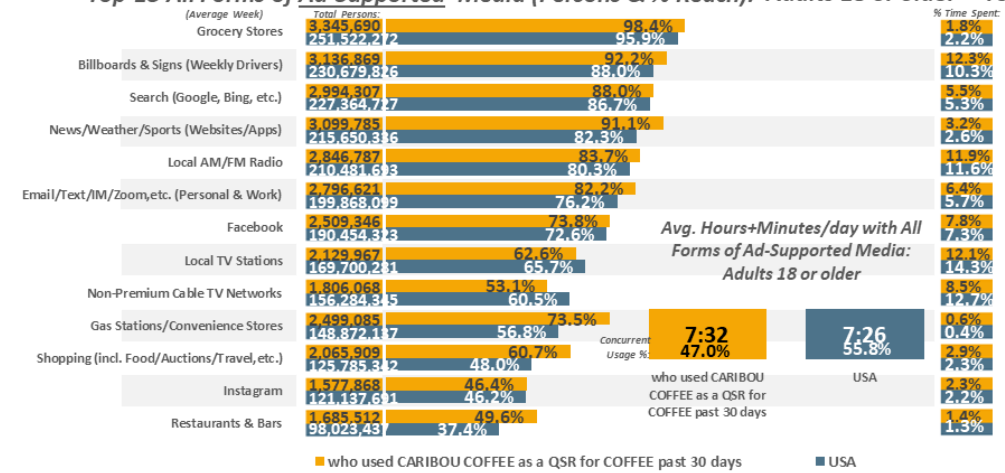
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



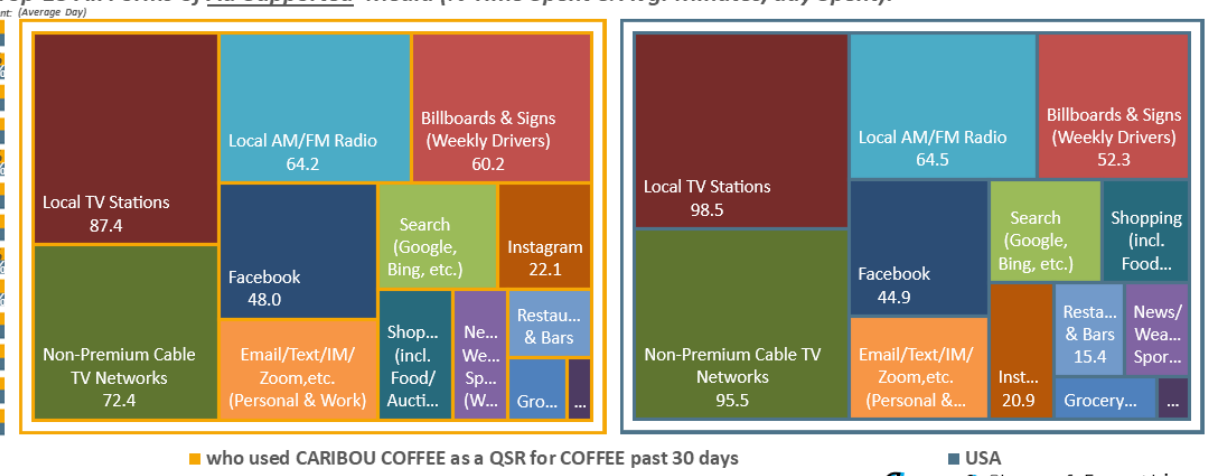
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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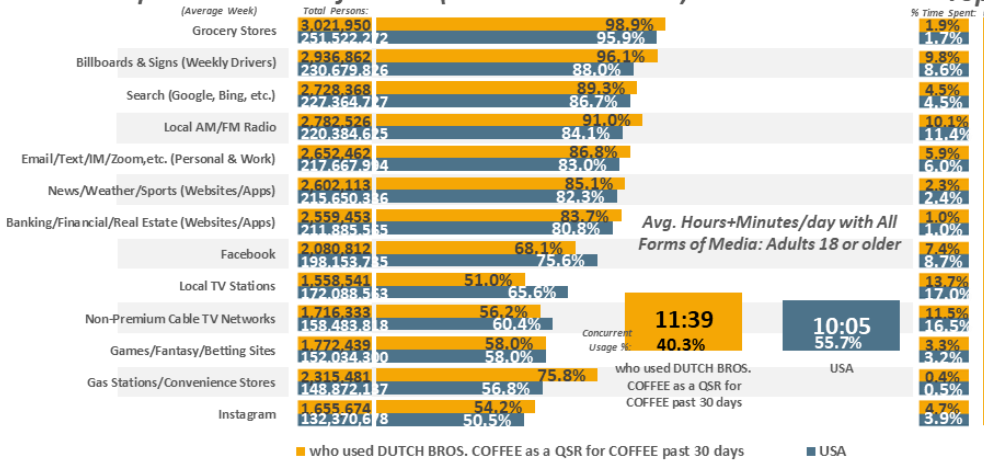
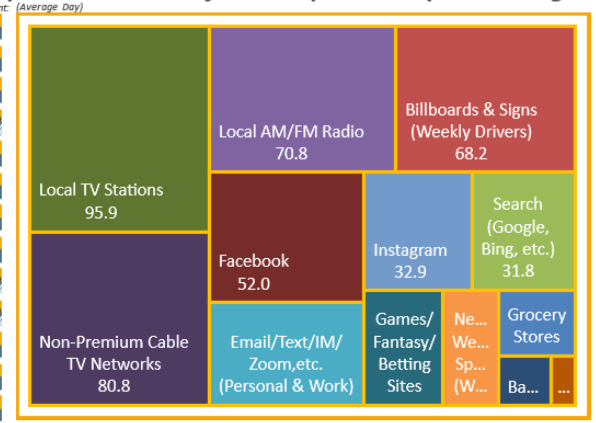
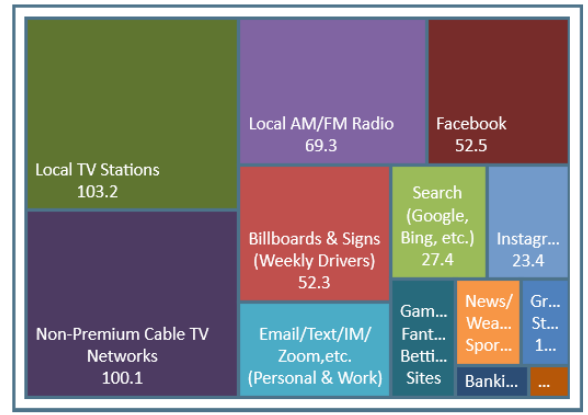
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

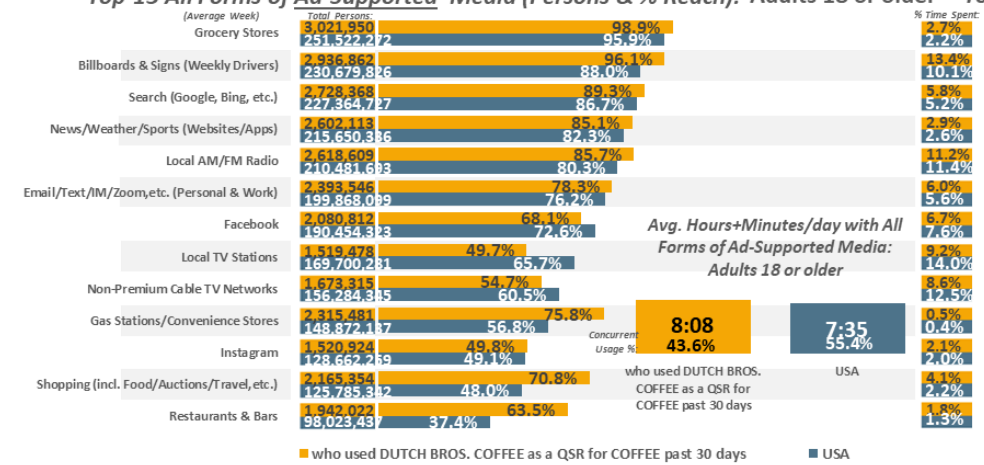
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

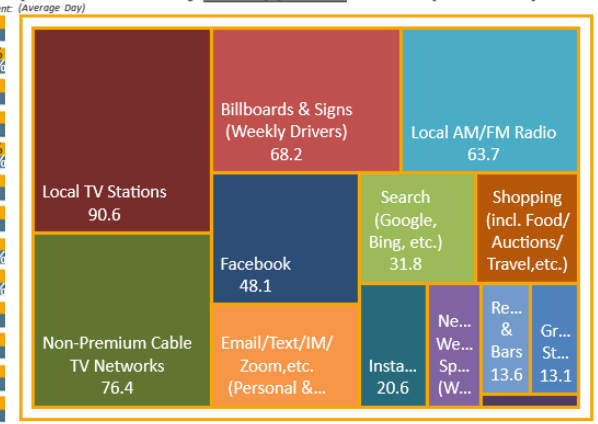


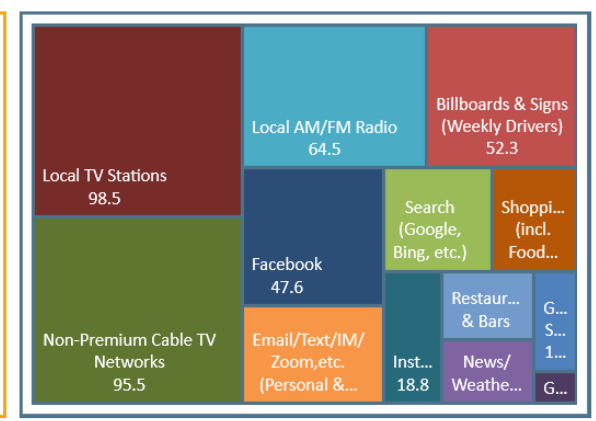




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







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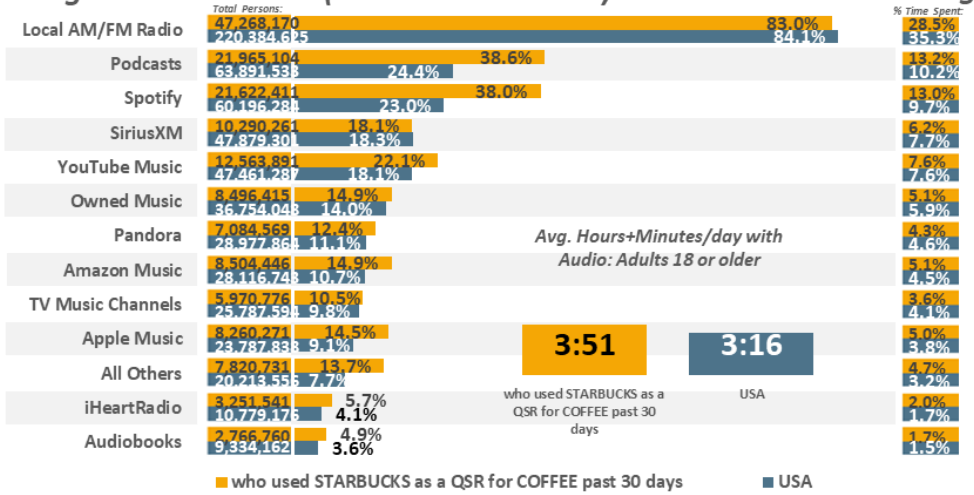
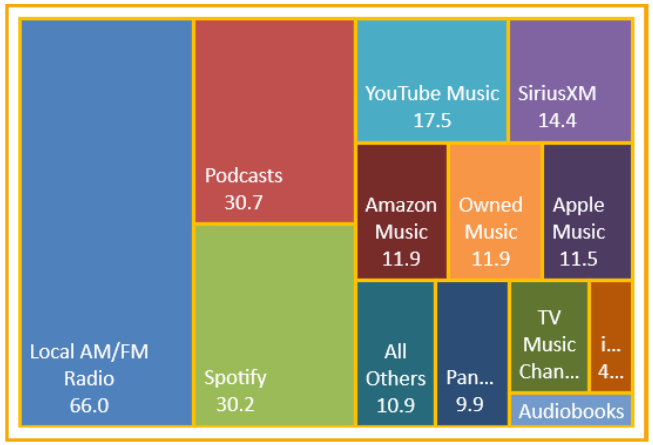
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

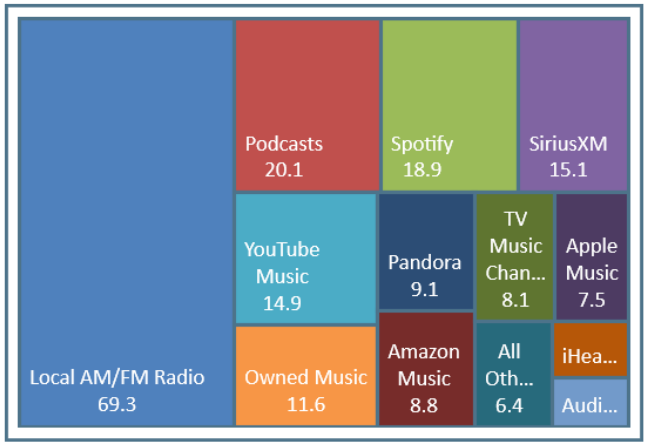
44,513,688 or 78.2% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

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

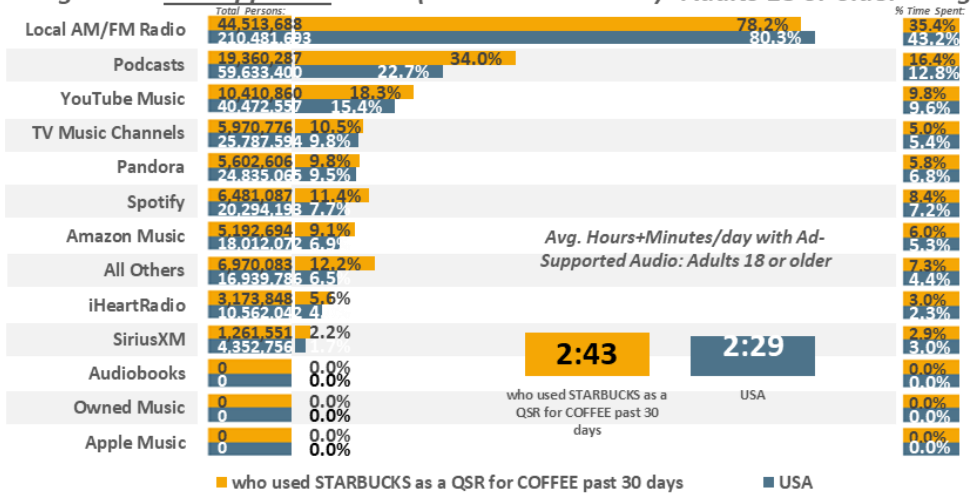


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

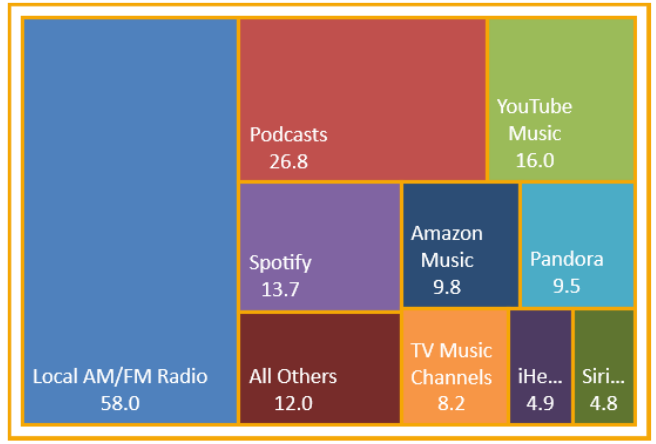


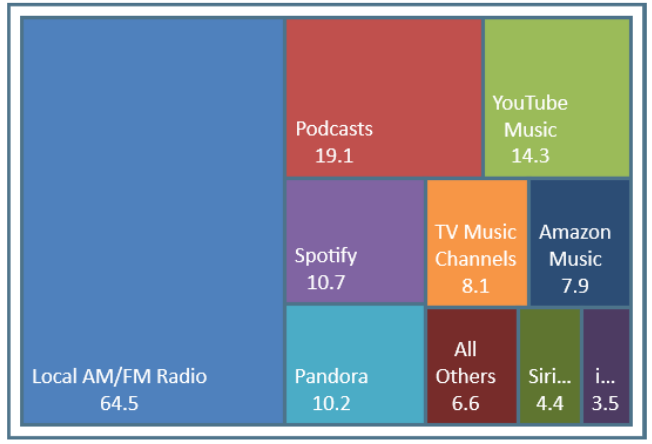


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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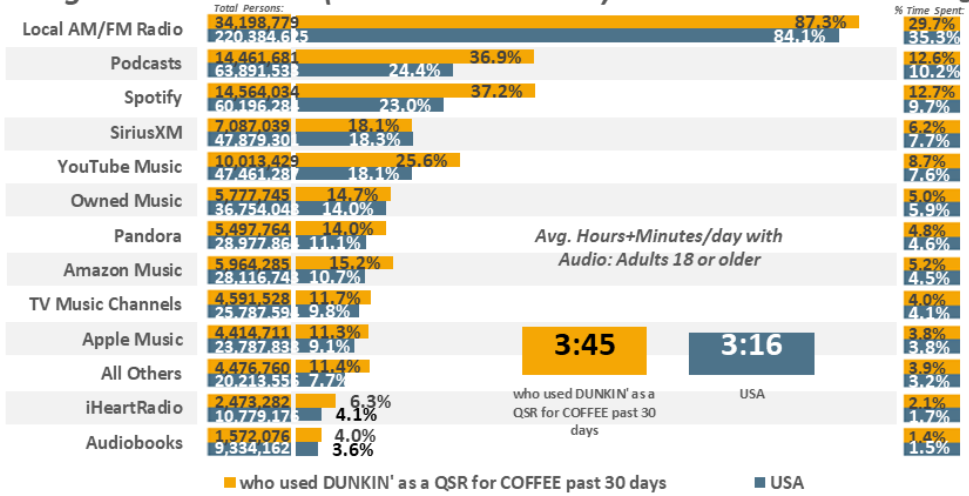
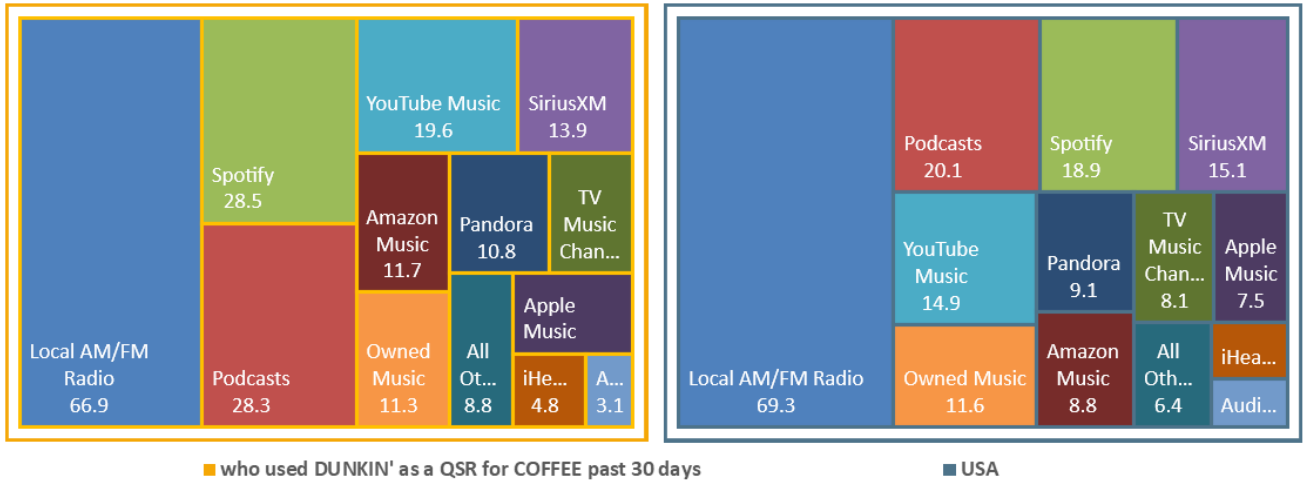
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

32,110,410 or 82.% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

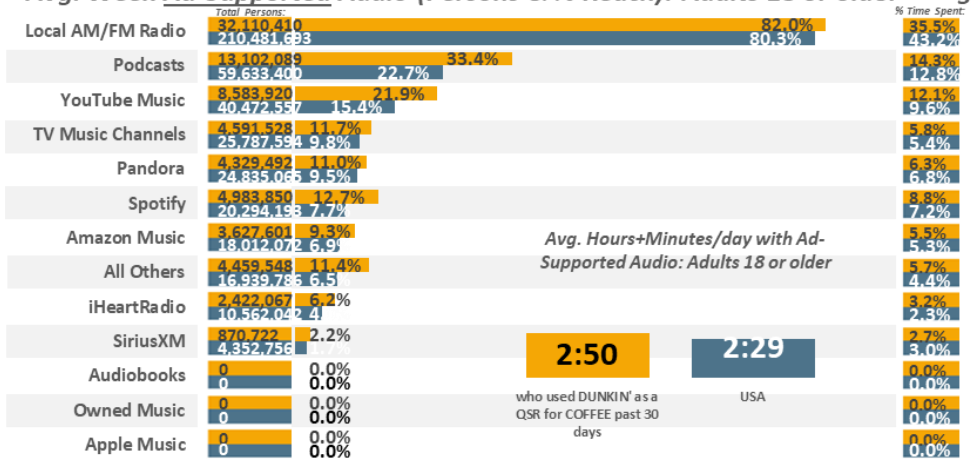
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



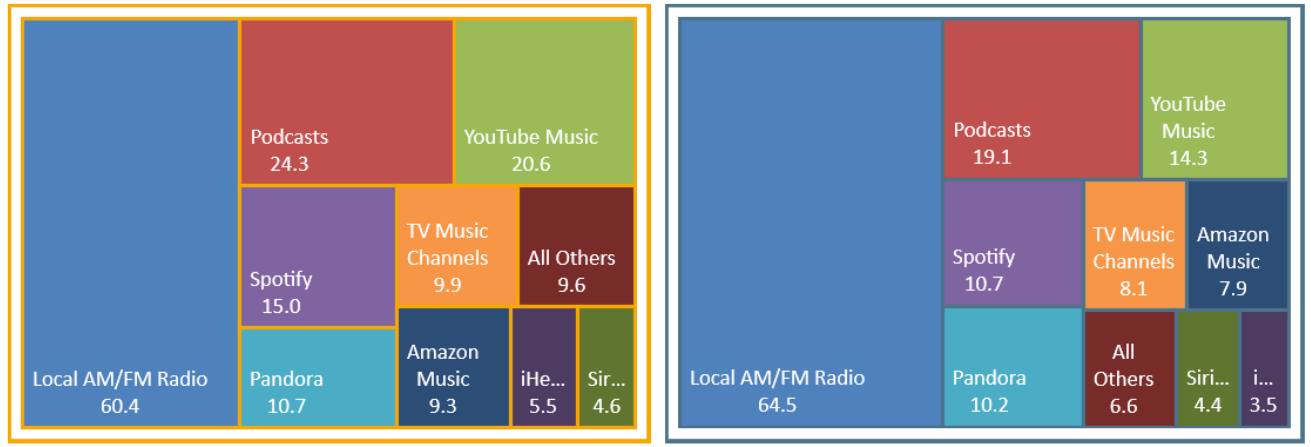
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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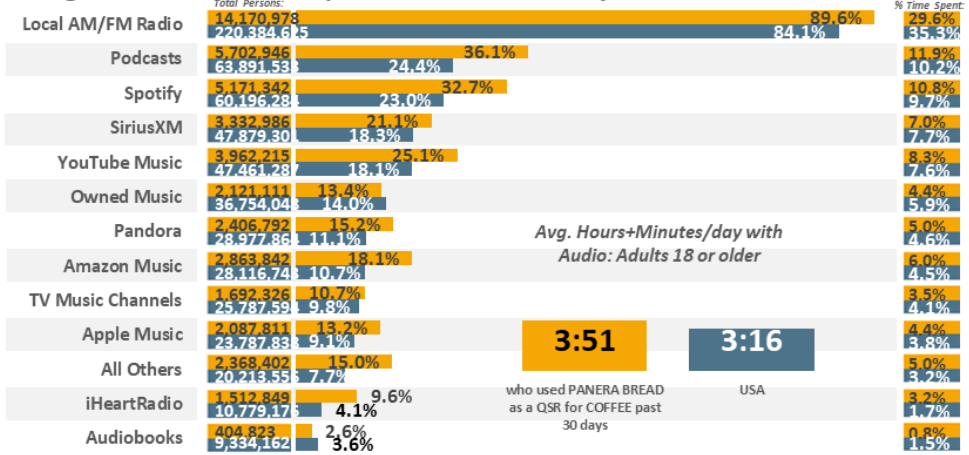
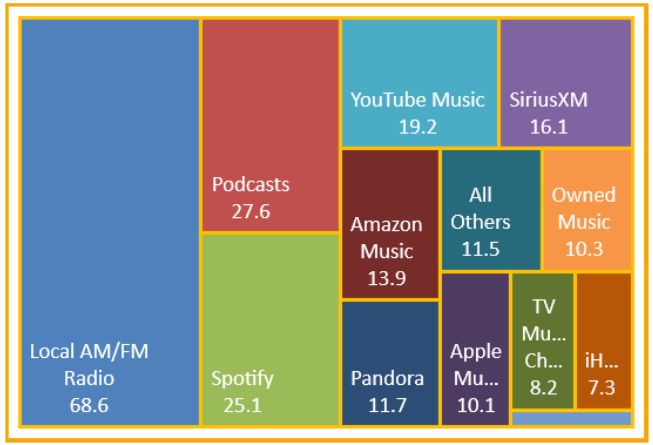
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

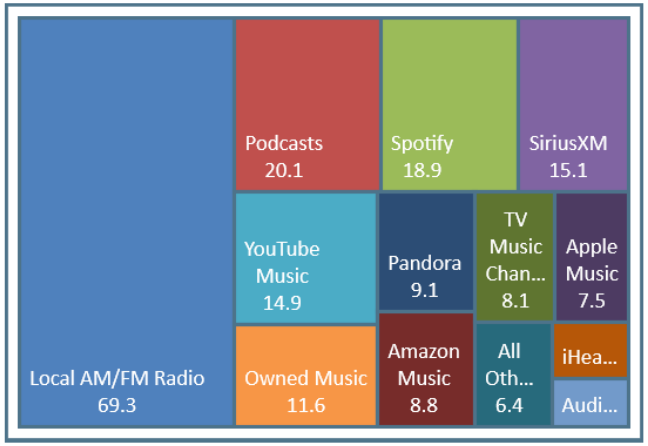
13,049,671 or 82.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

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

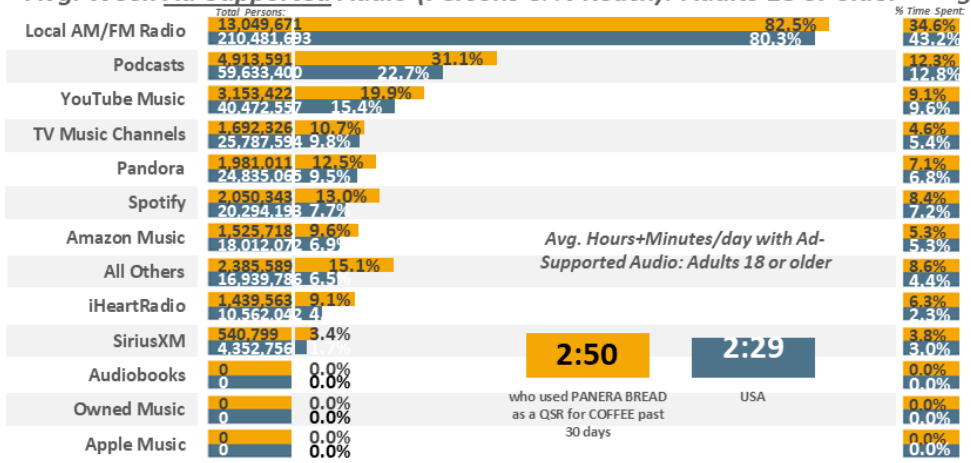


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

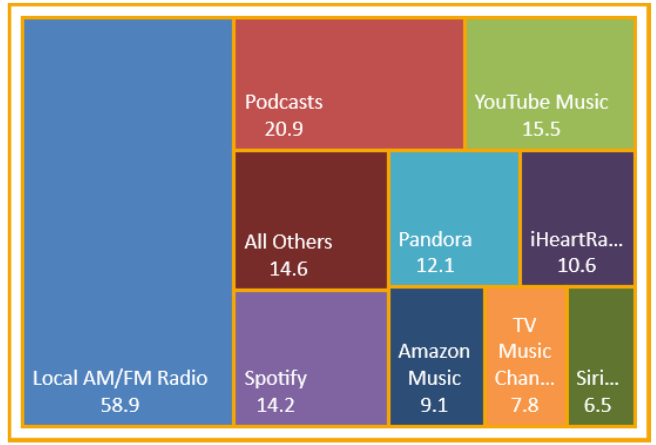


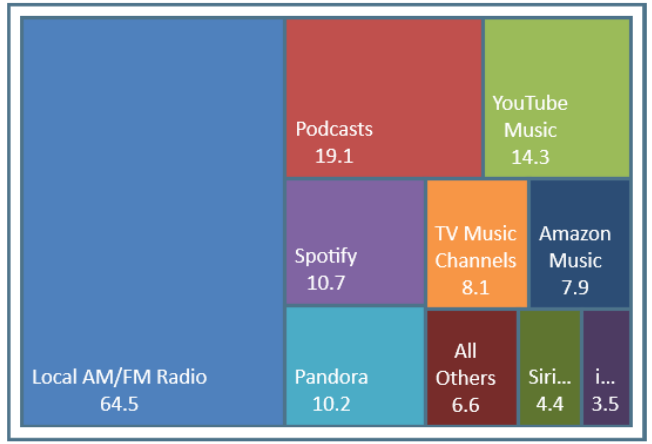


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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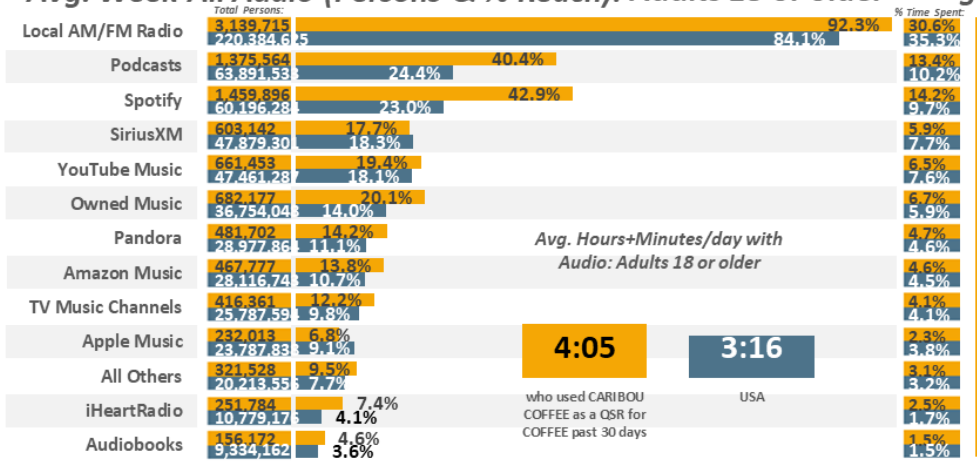
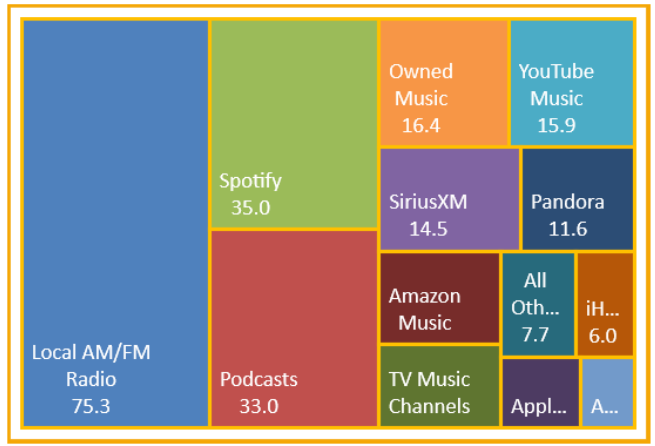
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

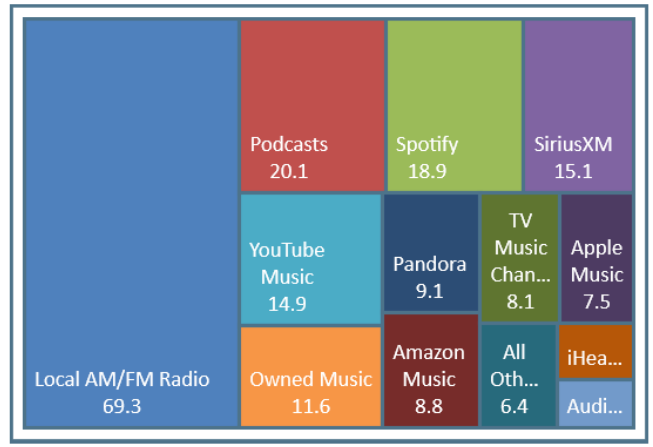
2,846,787 or 83.7% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

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



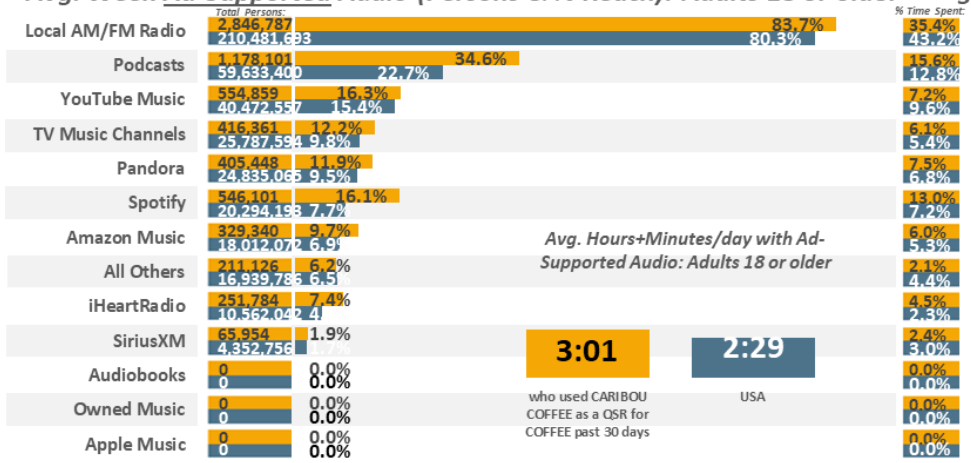
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



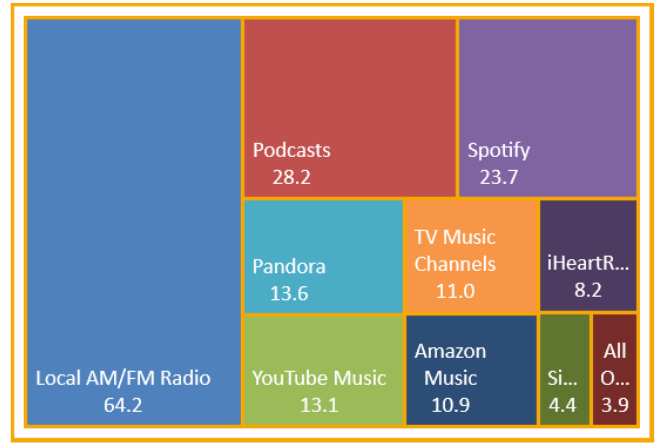


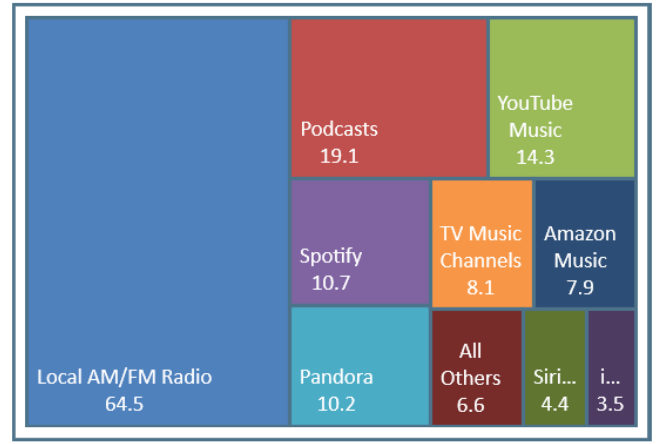
■ who used CARIBOU COFFEE as a QSR for COFFEE past 30 days ■ USA

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





■ who used CARIBOU COFFEE as a QSR for COFFEE past 30 days ■ USA

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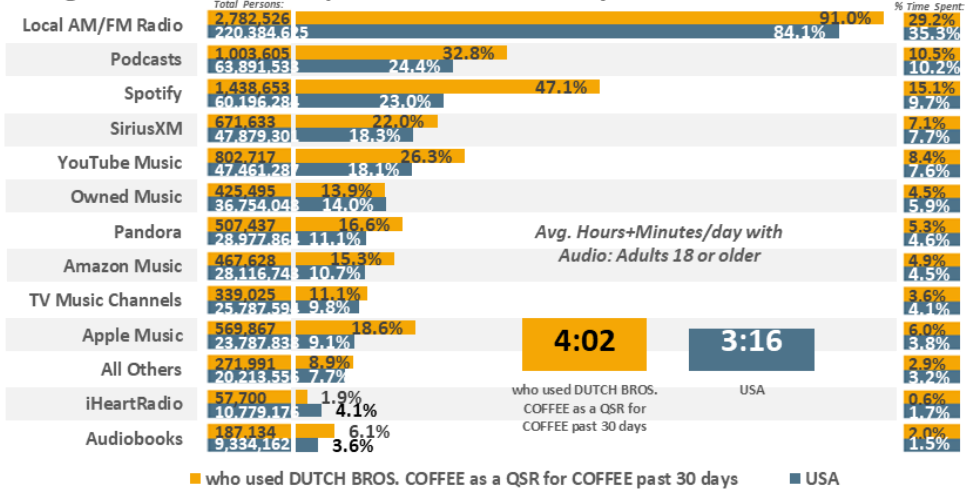
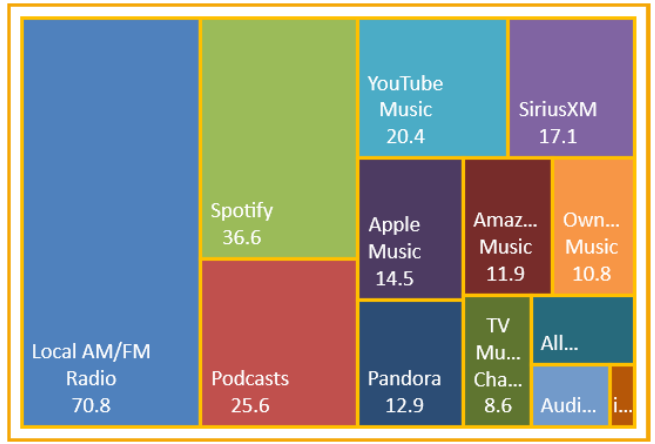
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

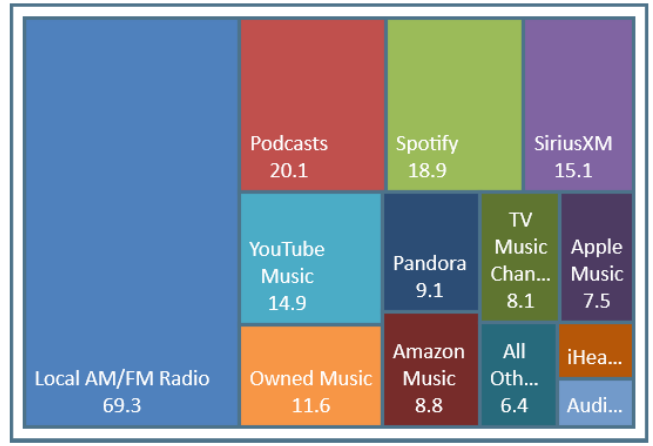
2,618,609 or 85.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

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

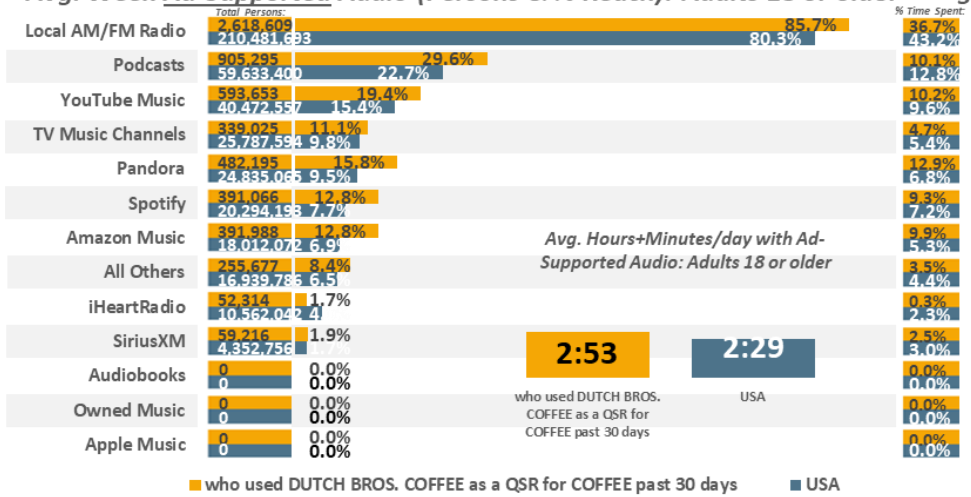


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

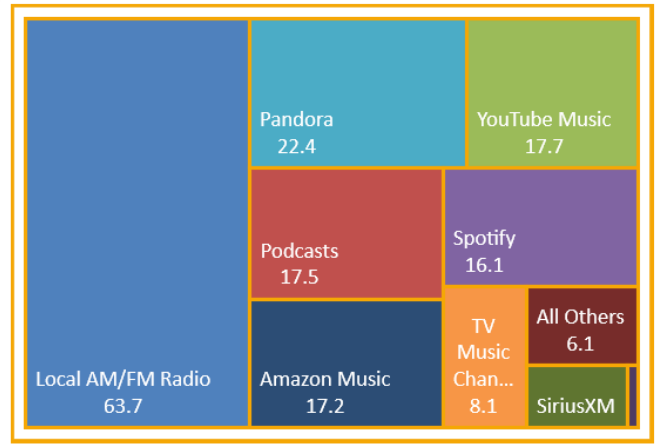


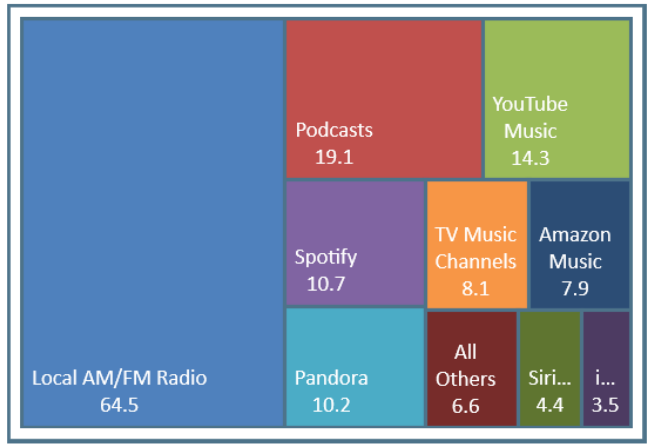


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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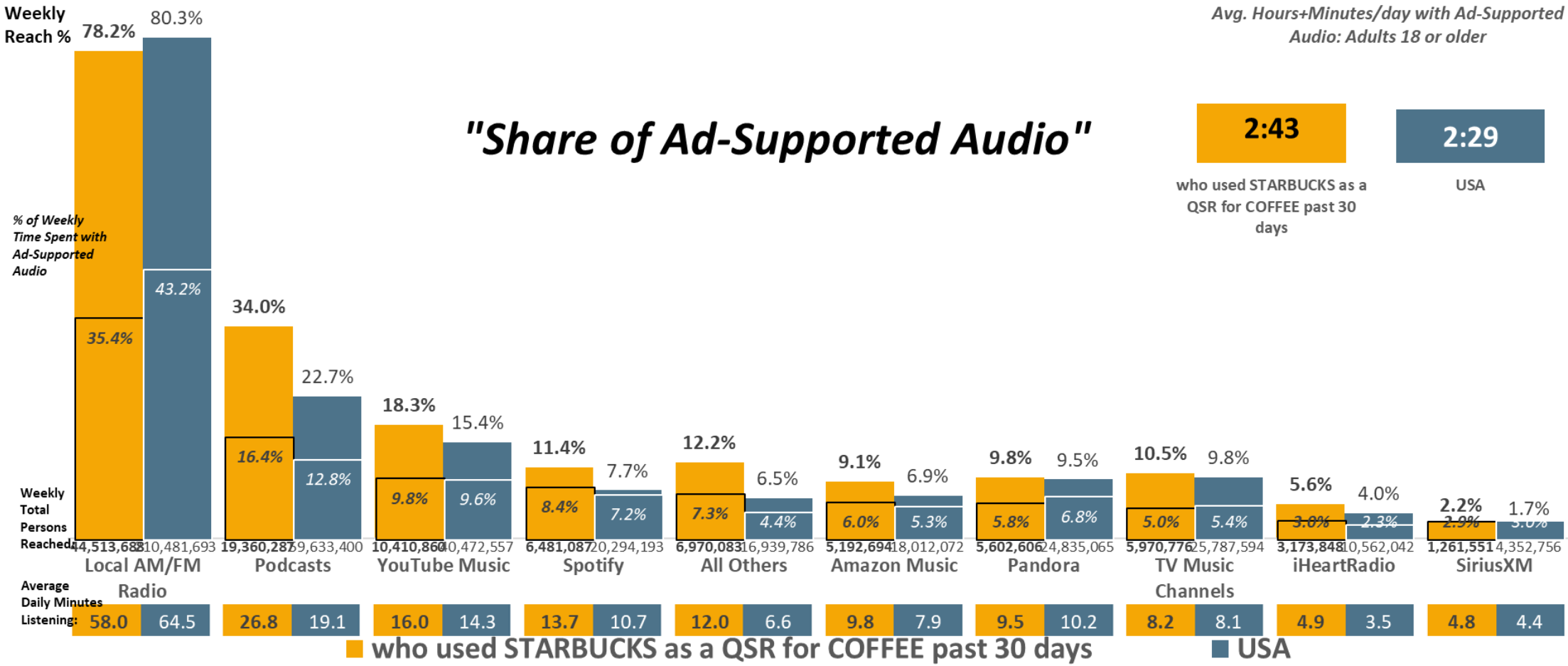
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

STARBUCKS®

44,513,688 or 78.2% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



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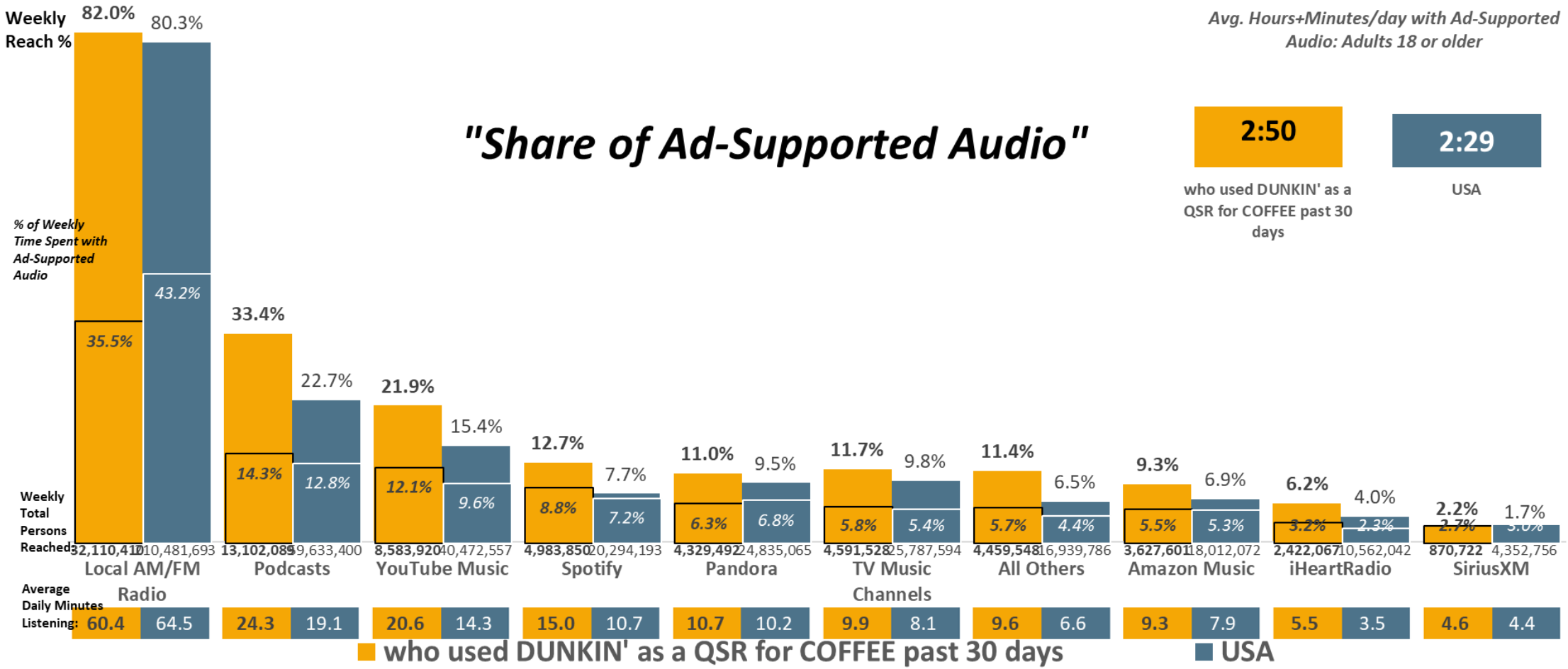
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

DUNKIN'

32,110,410 or 82.% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



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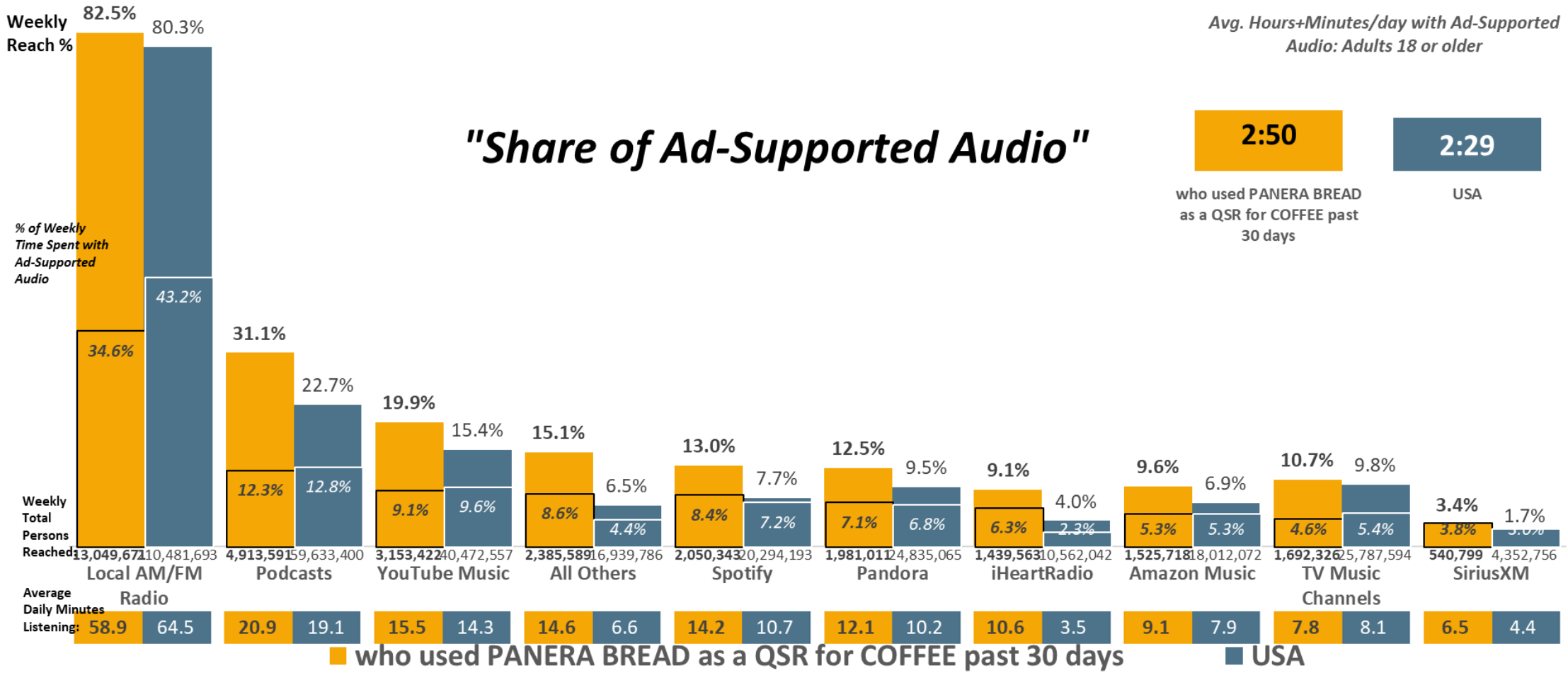
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

13,049,671 or 82.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.



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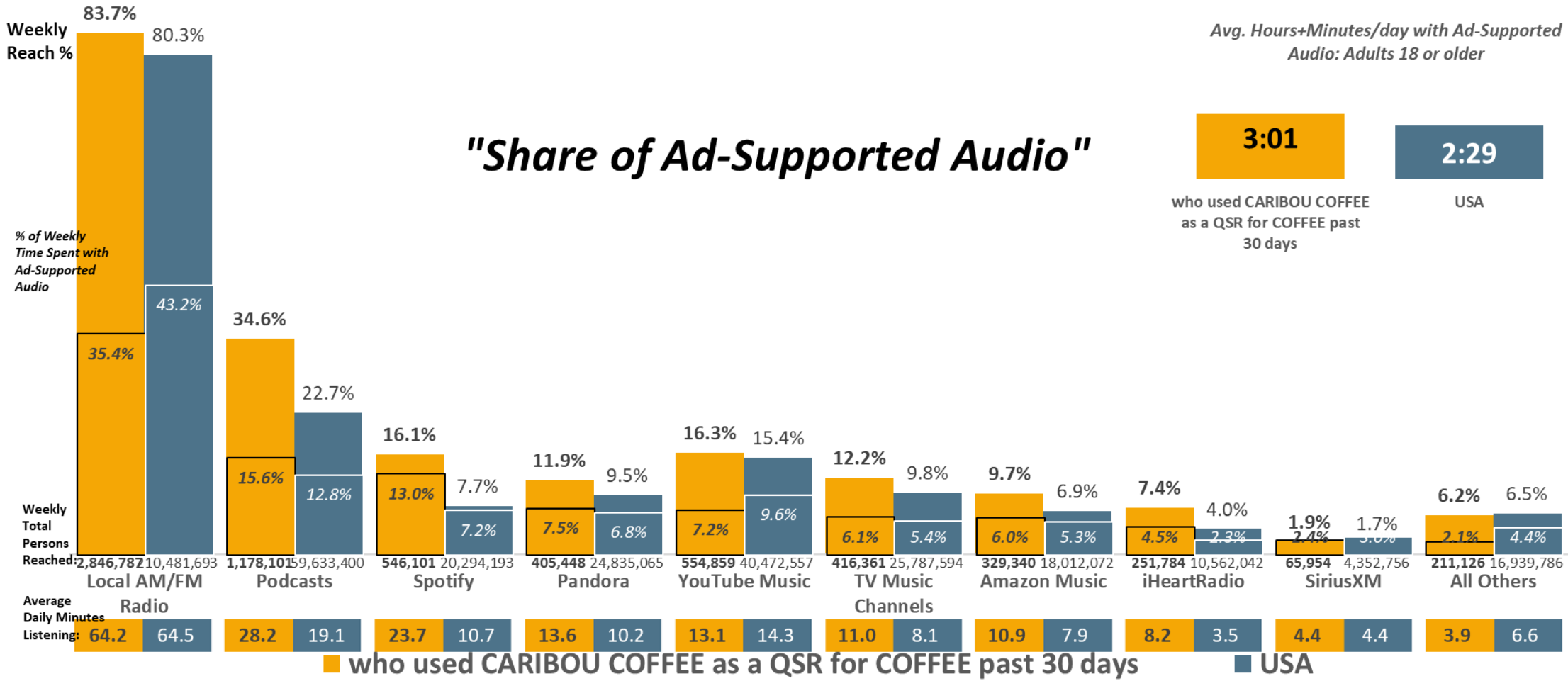
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

2,846,787 or 83.7% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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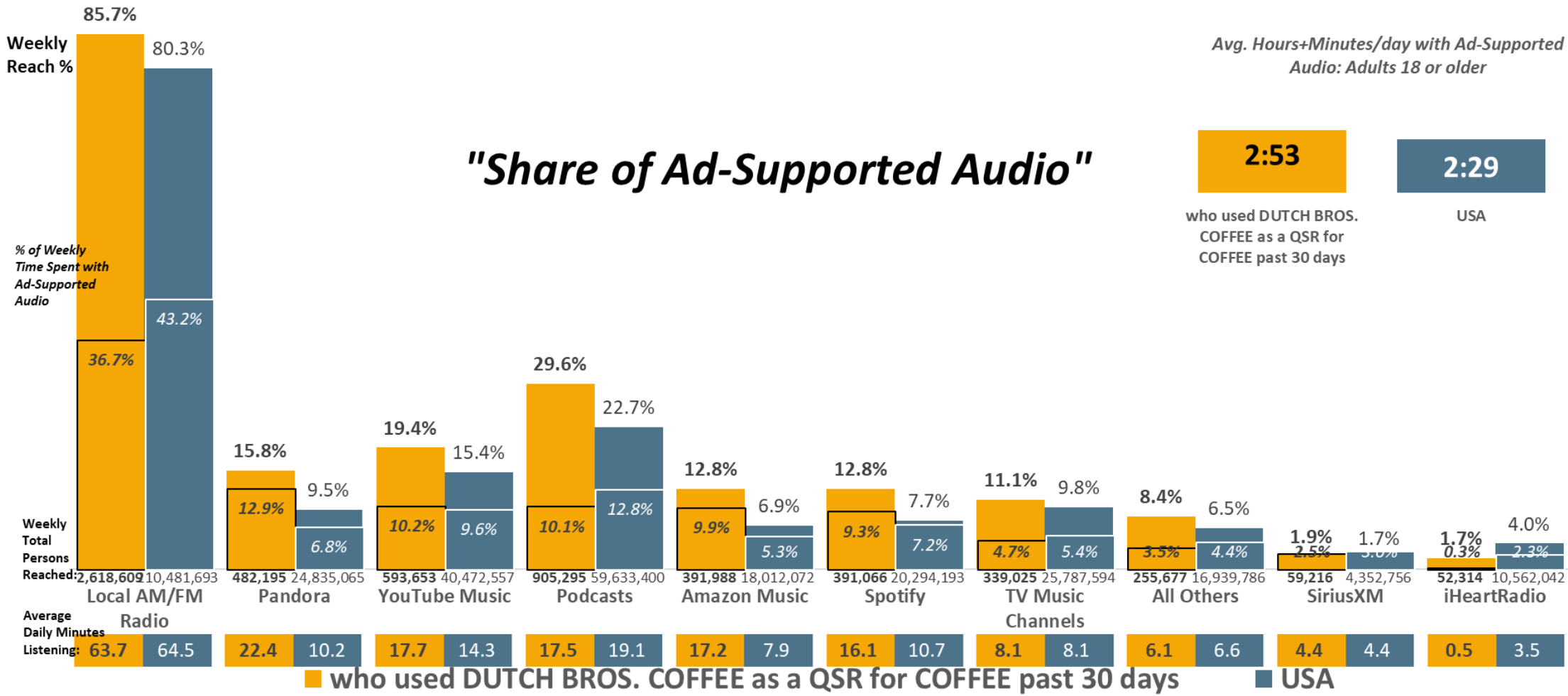
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

2,618,609 or 85.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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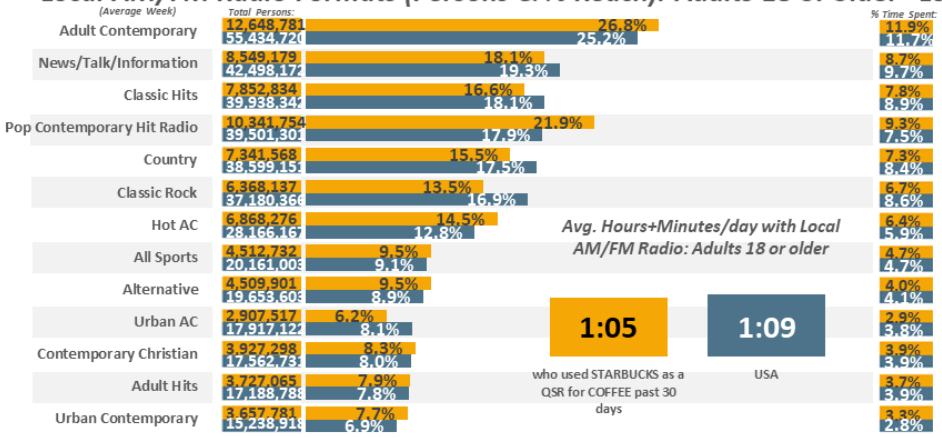
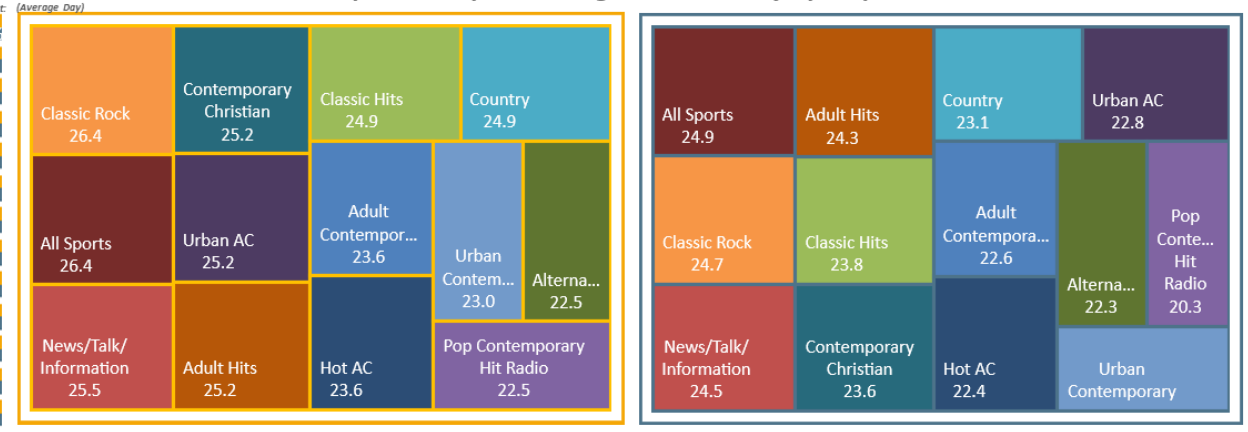
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

44,513,688 or 78.2% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

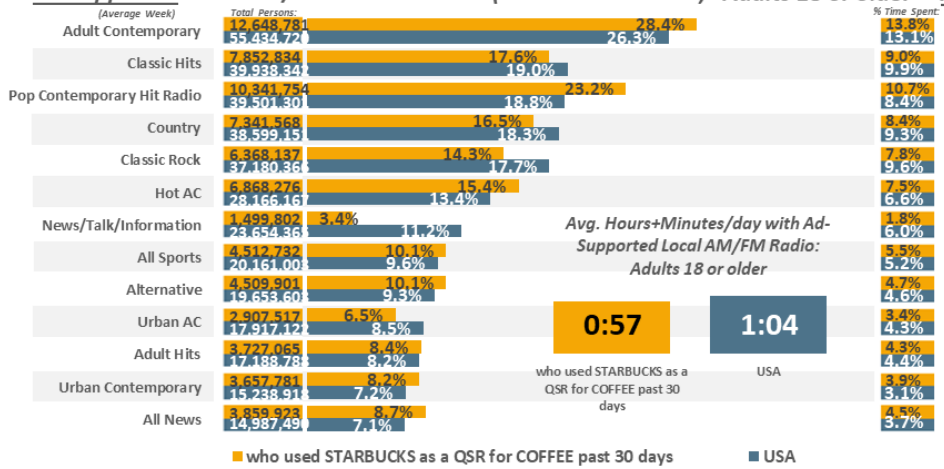
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



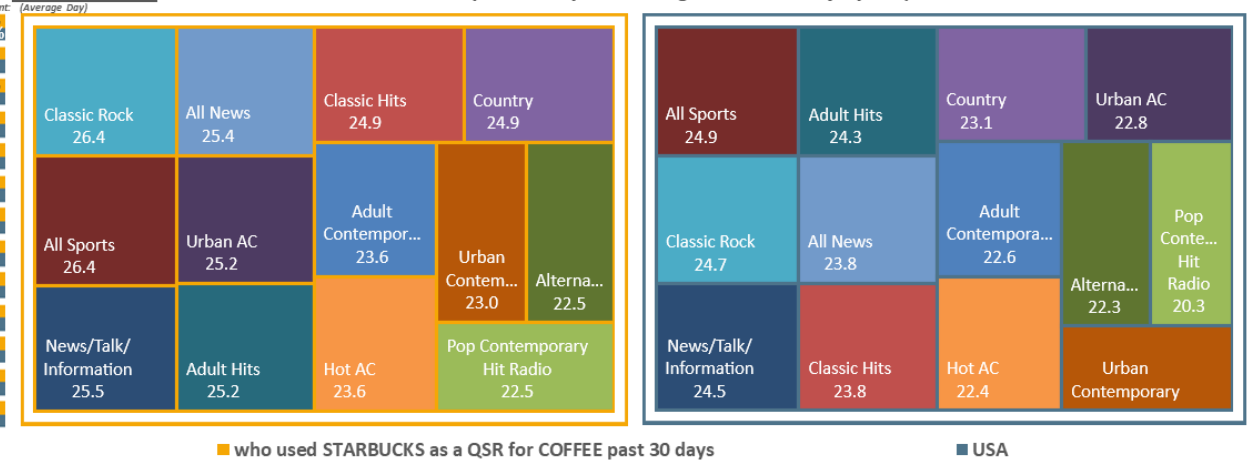
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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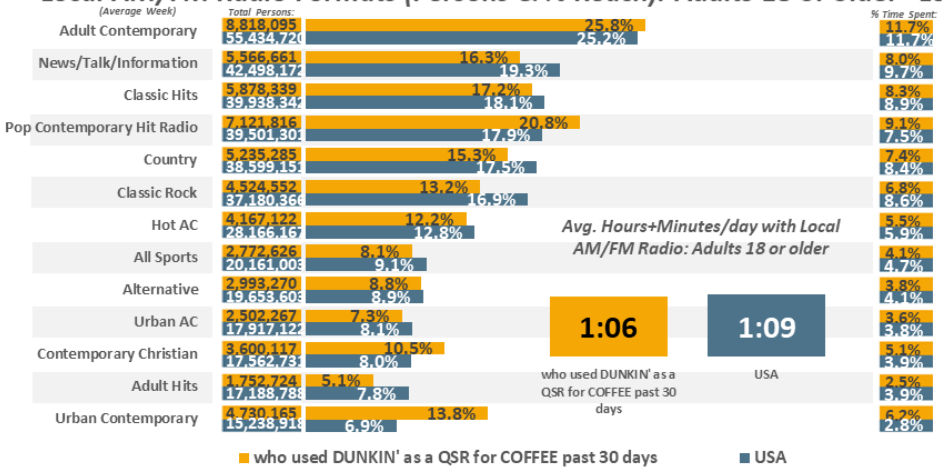
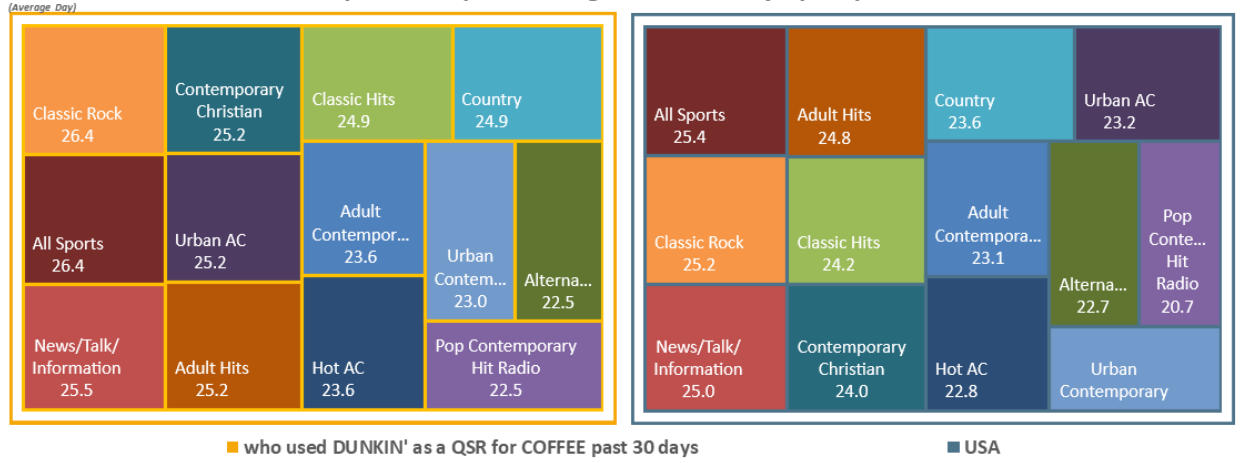
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

32,110,410 or 82.% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Urban Contemporary.

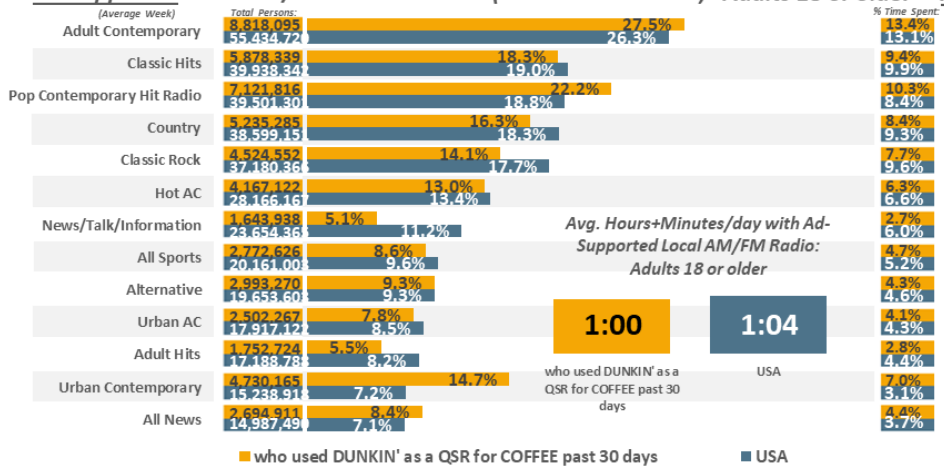
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



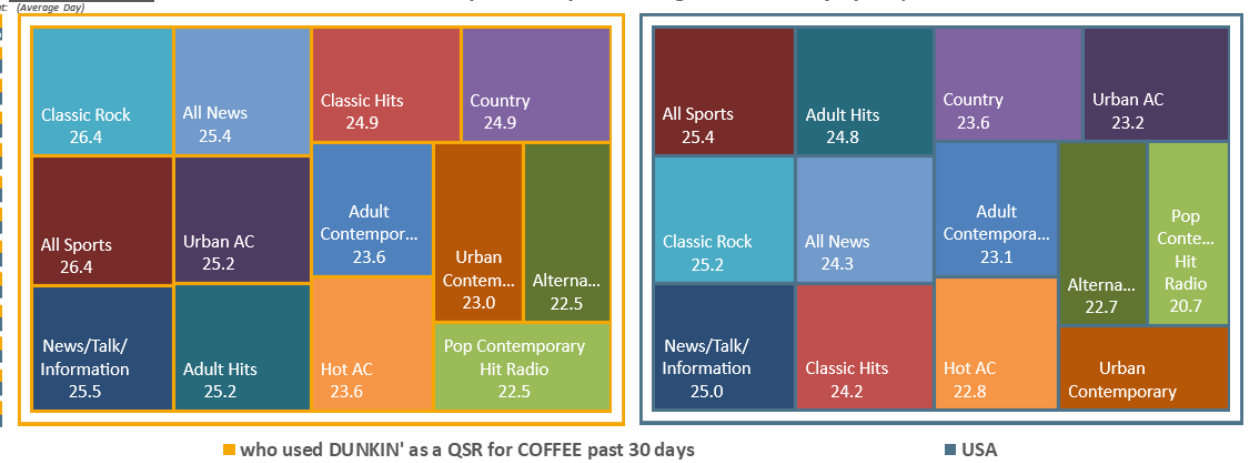
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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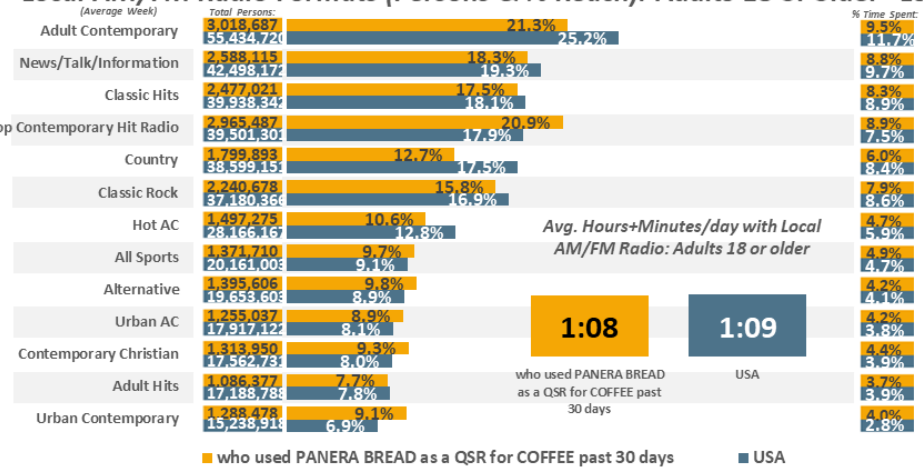
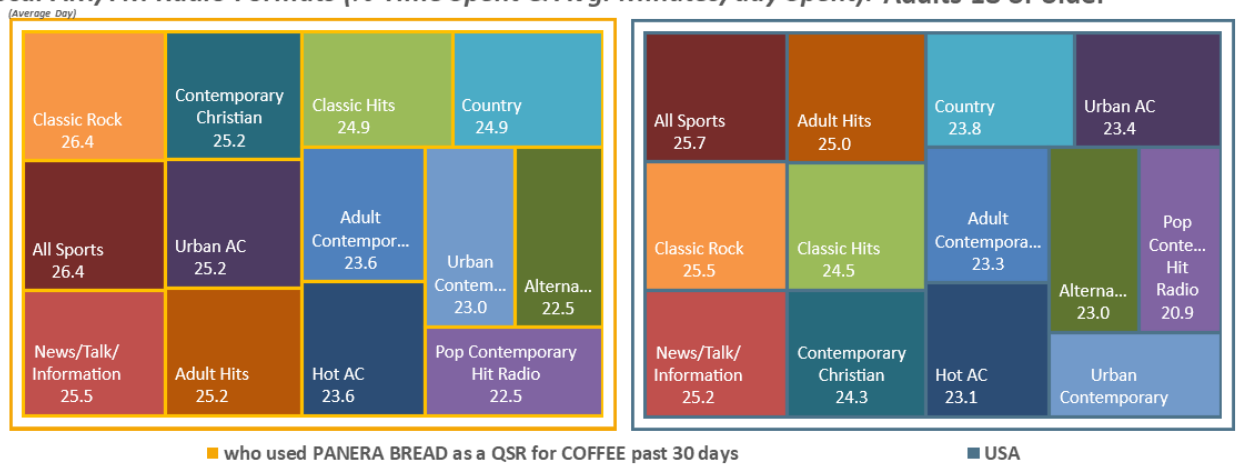
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

13,049,671 or 82.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE 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 Country.

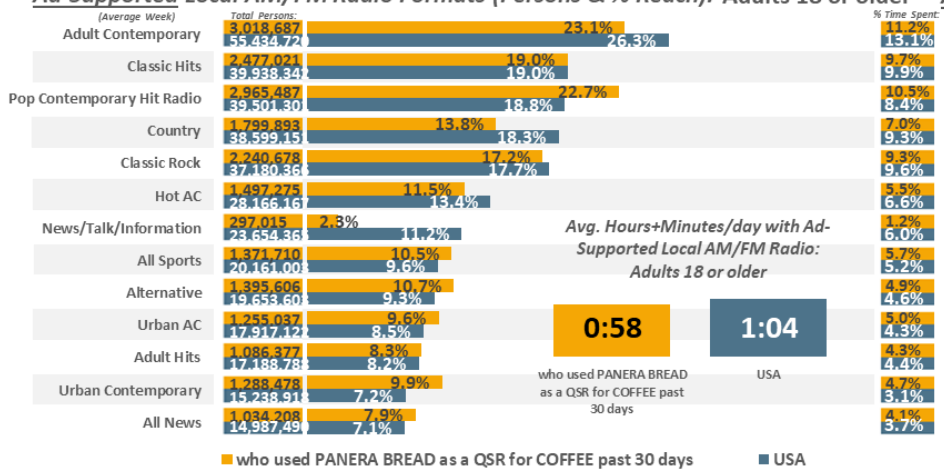
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



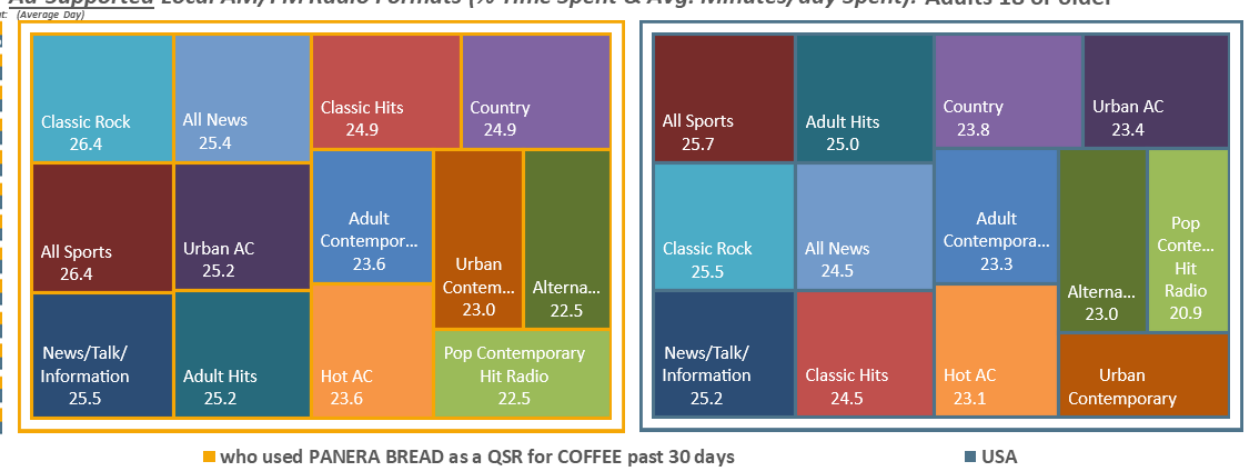
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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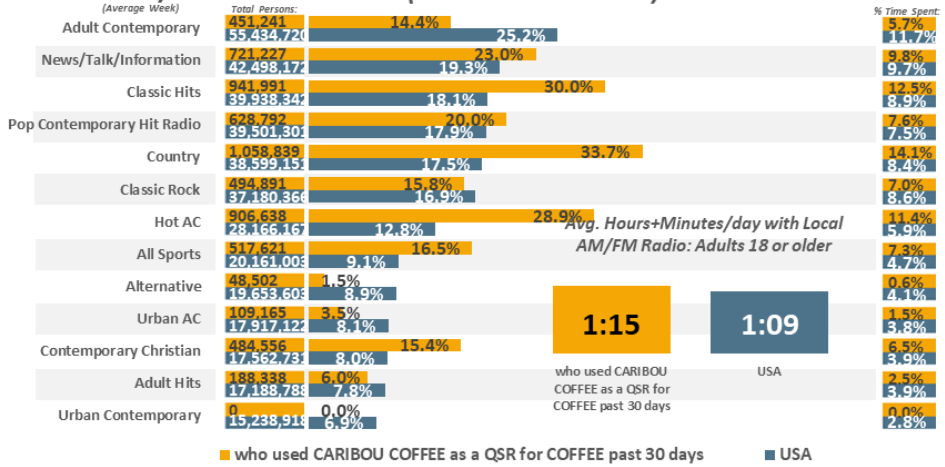
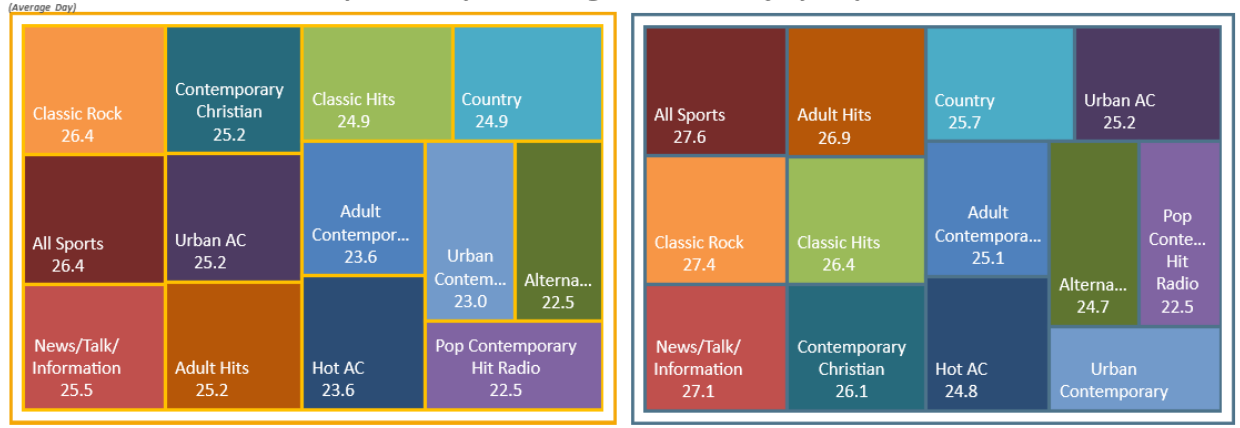
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

2,846,787 or 83.7% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Pop Contemporary Hit Radio, and All Sports.

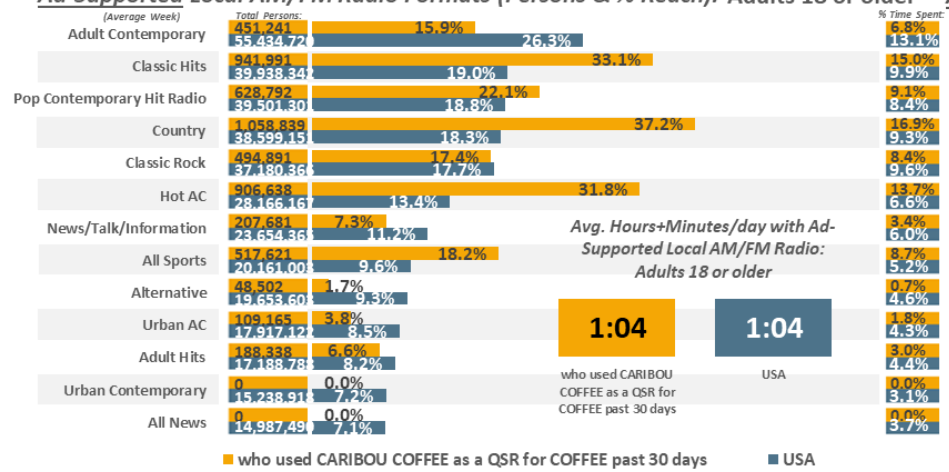
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



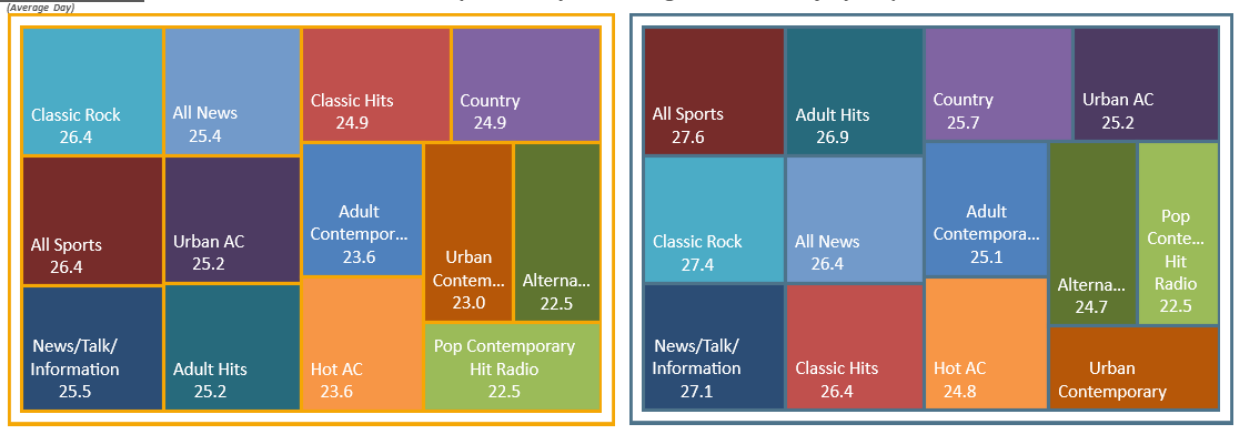
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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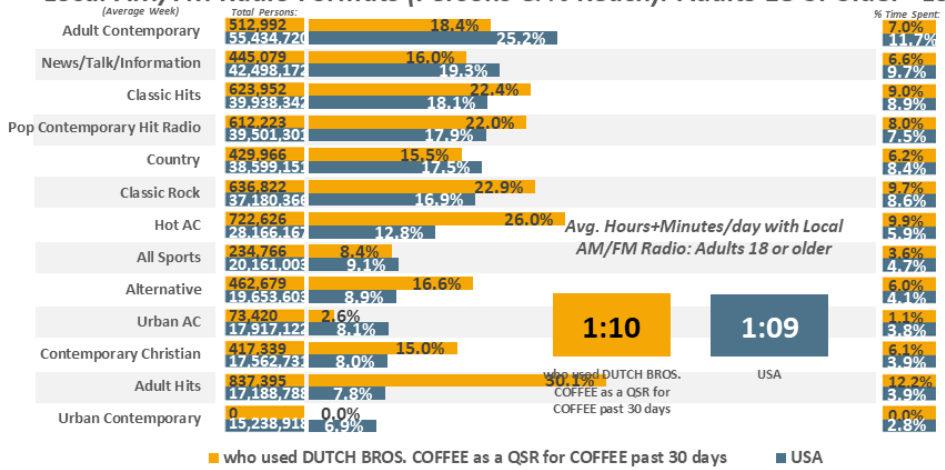
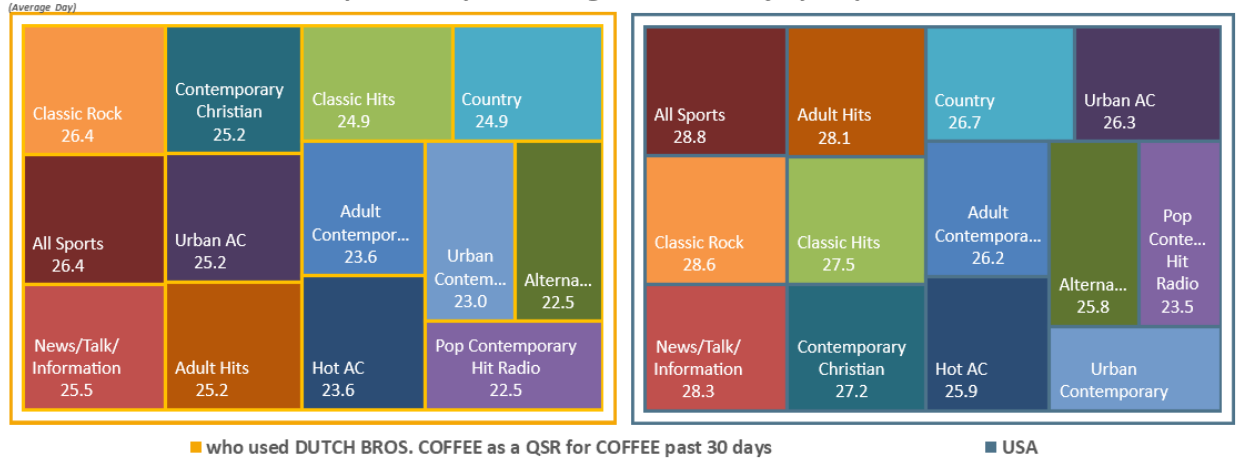
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

2,618,609 or 85.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Hot AC, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

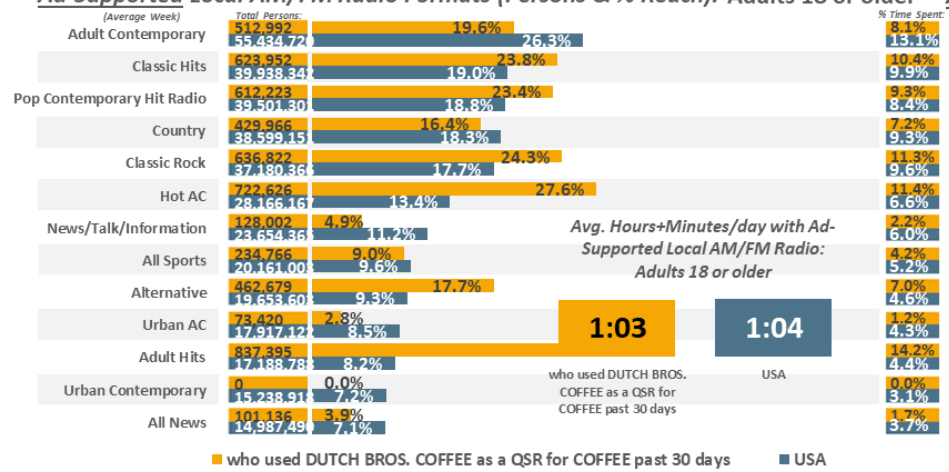
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



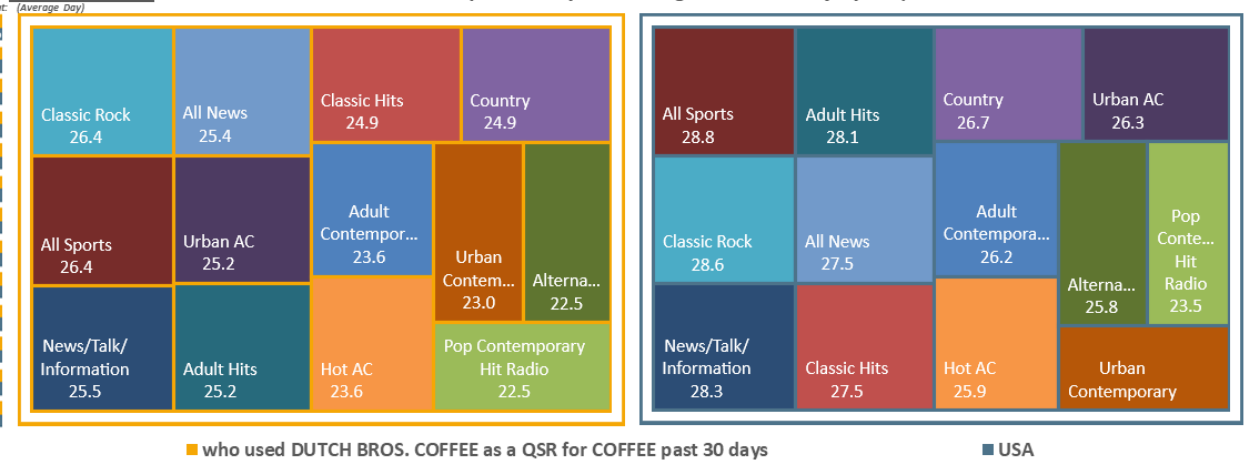
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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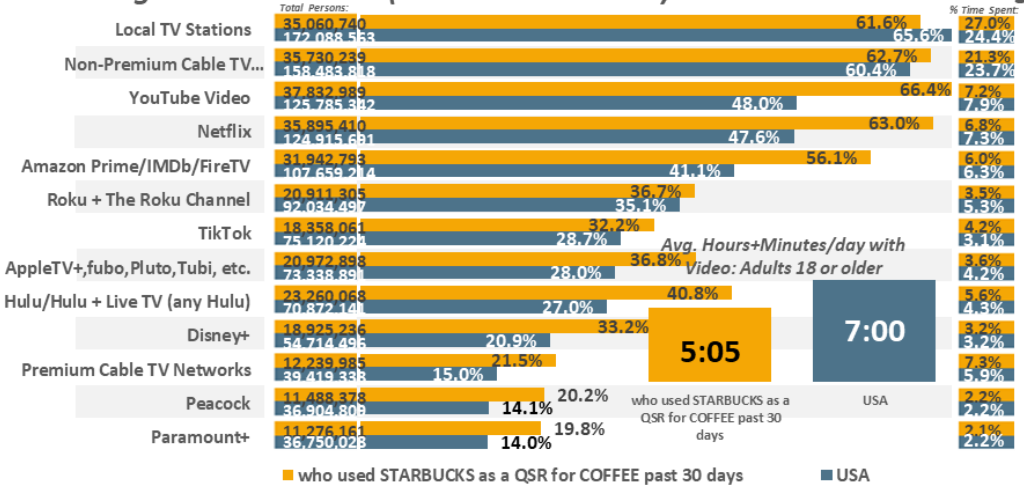
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

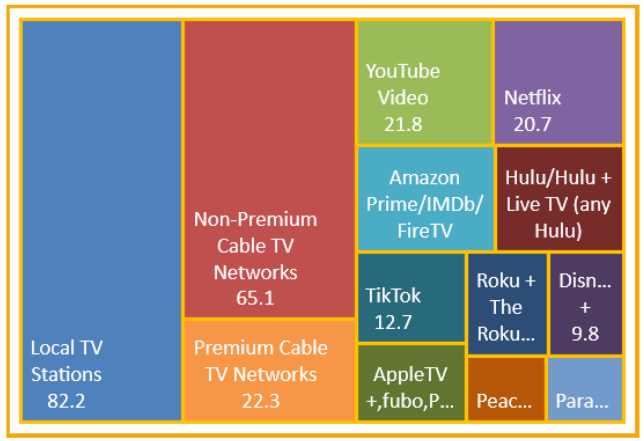
STARBUCKS®

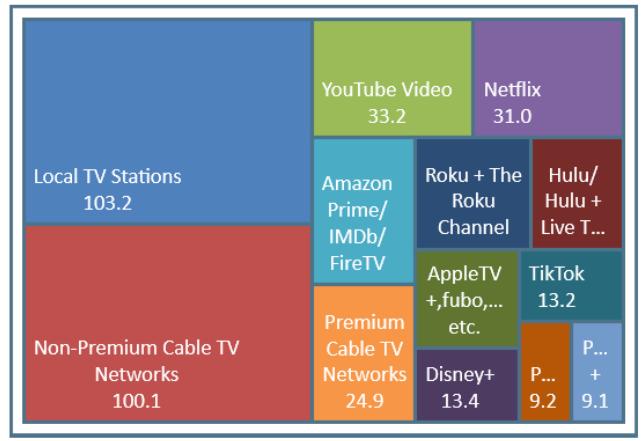
34,584,635 or 60.7% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.

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

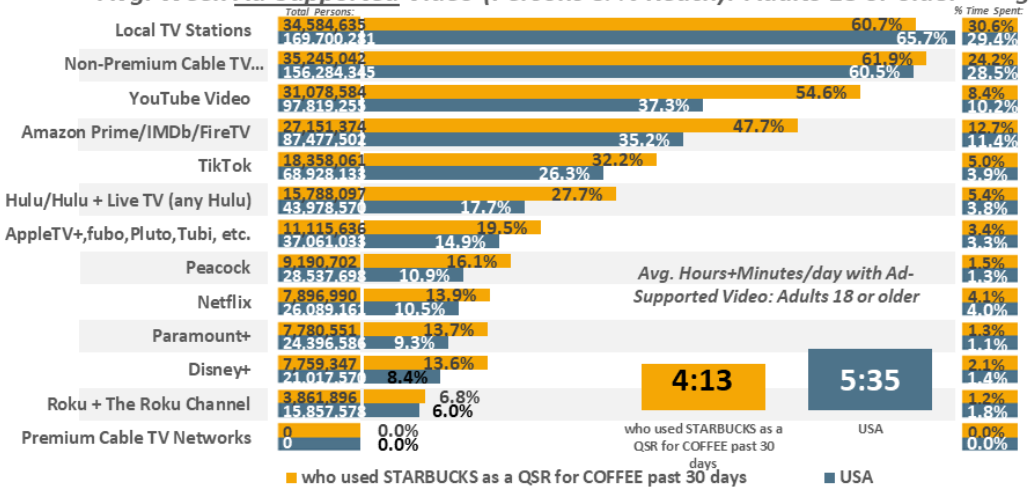


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

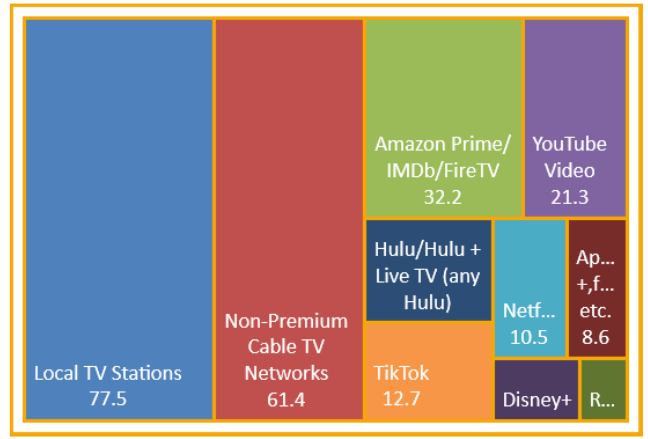


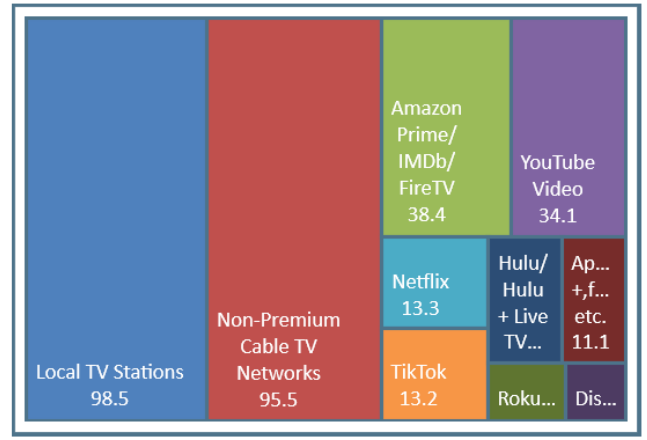


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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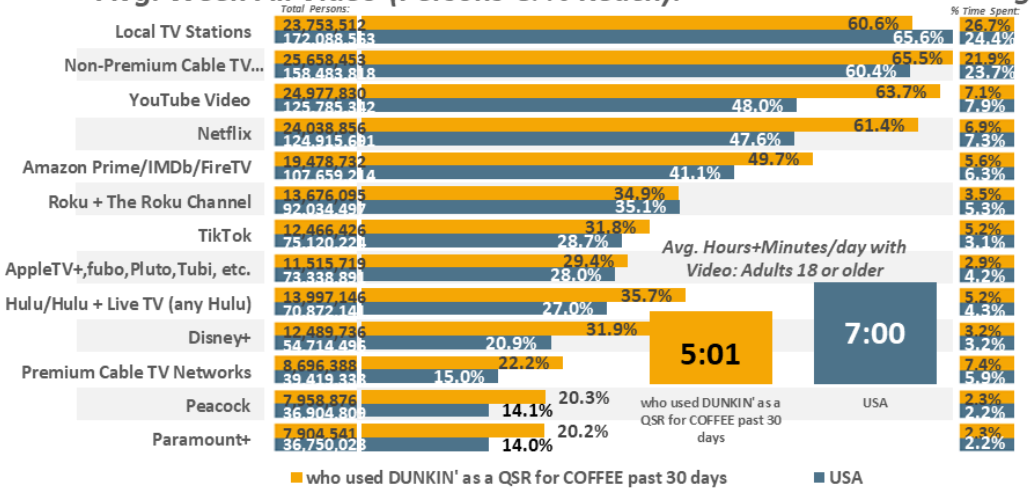
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

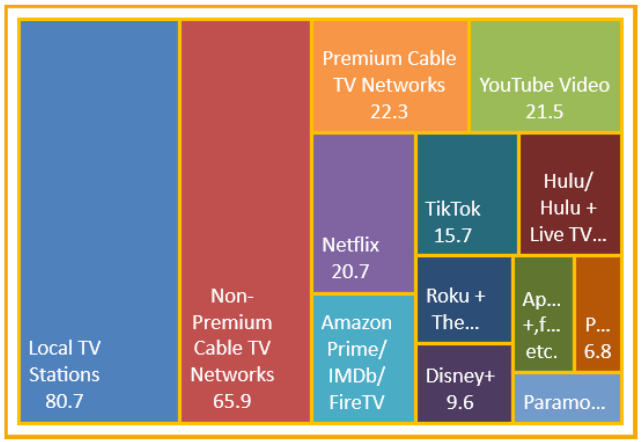
DUNKIN'

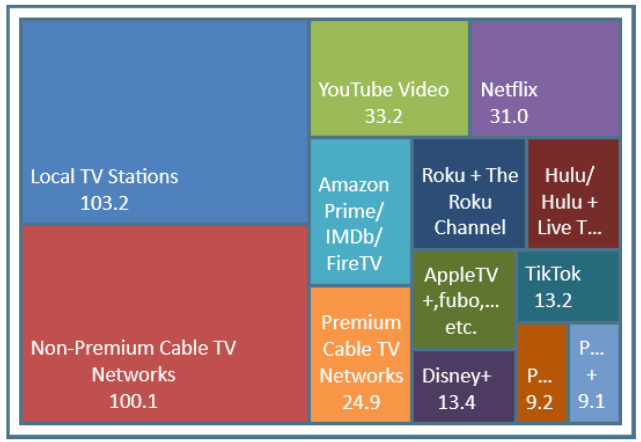
23,375,691 or 59.7% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

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

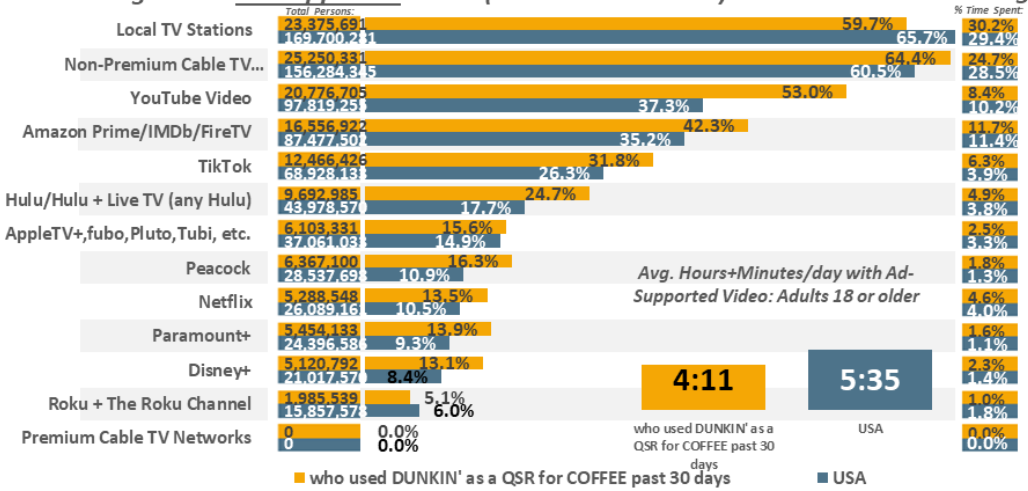


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

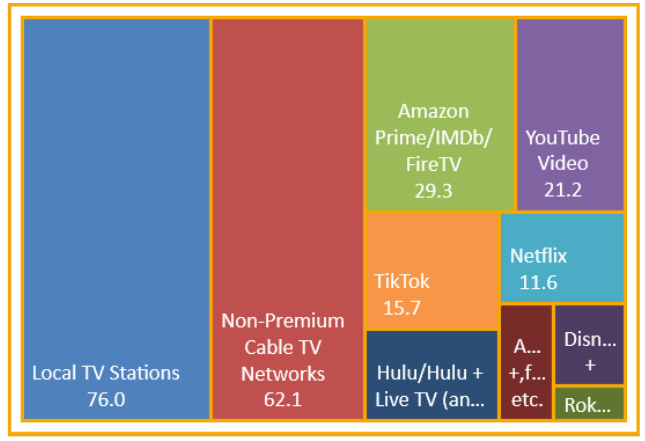


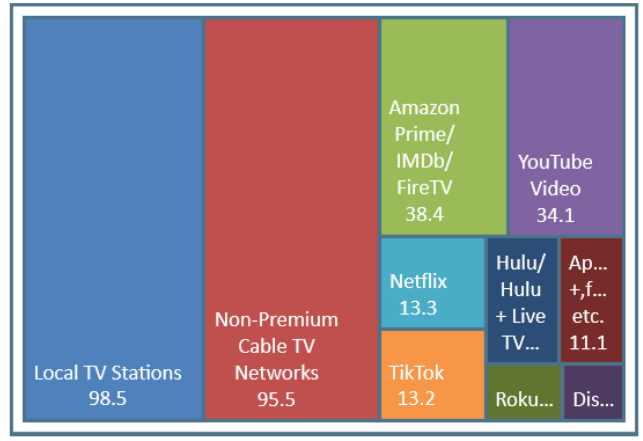


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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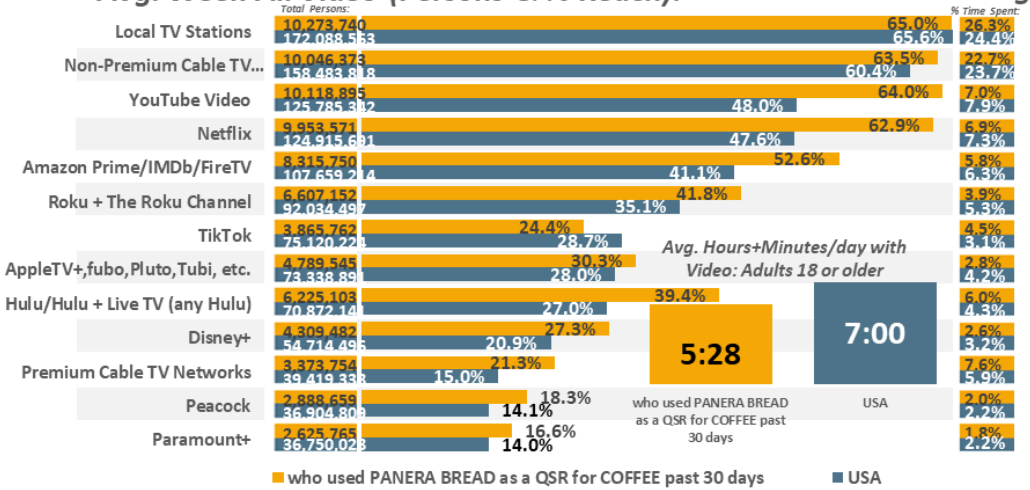
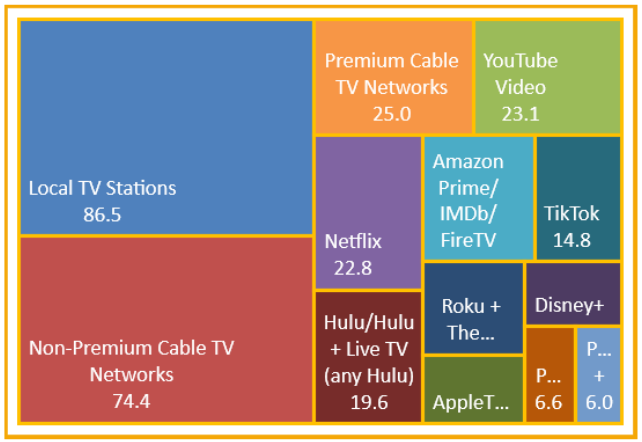
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

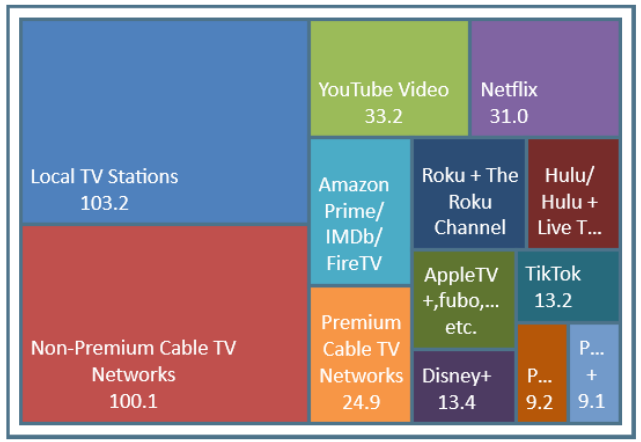
10,047,367 or 63.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 78.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

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

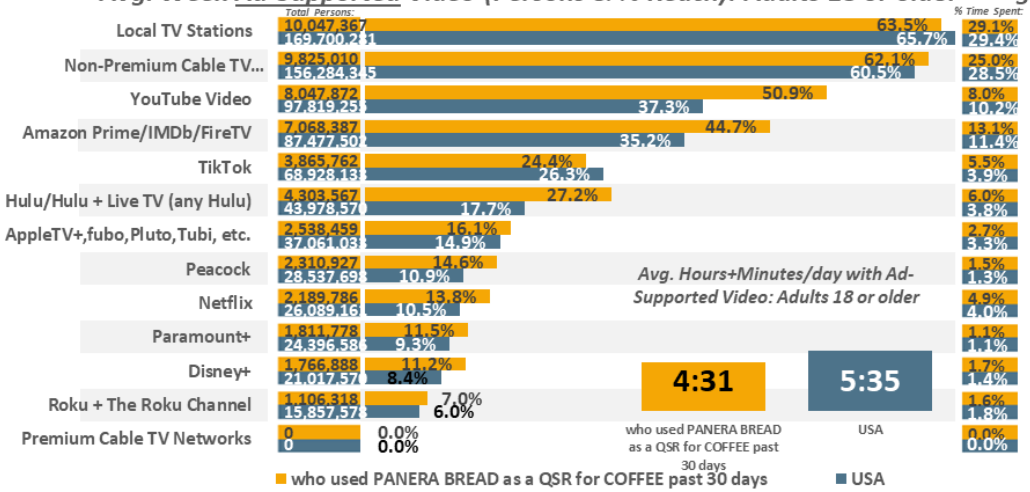


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

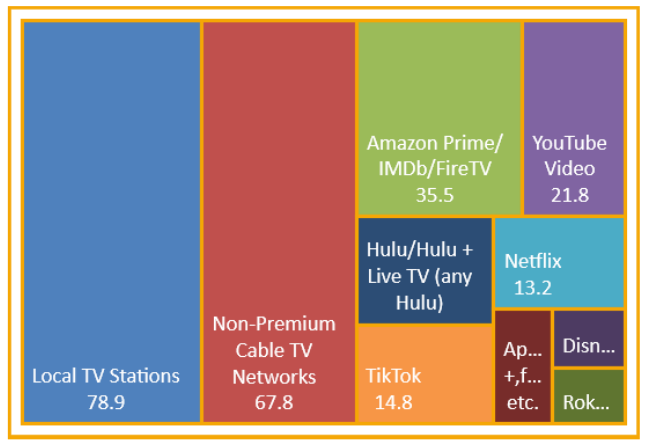


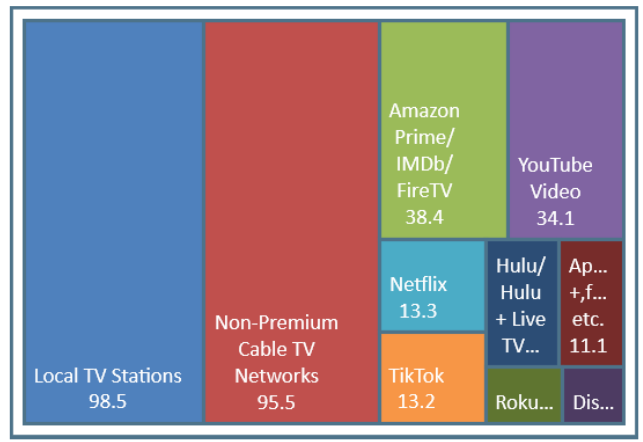


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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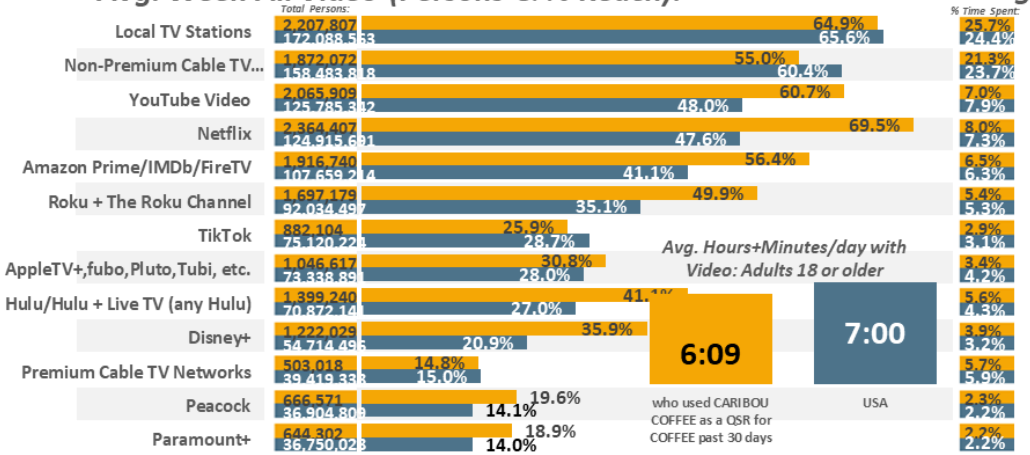
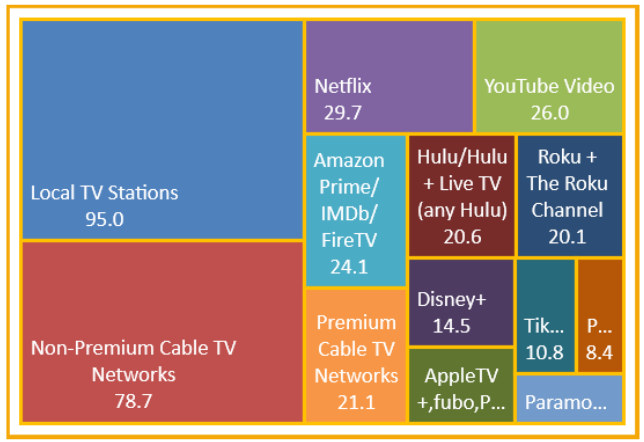
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

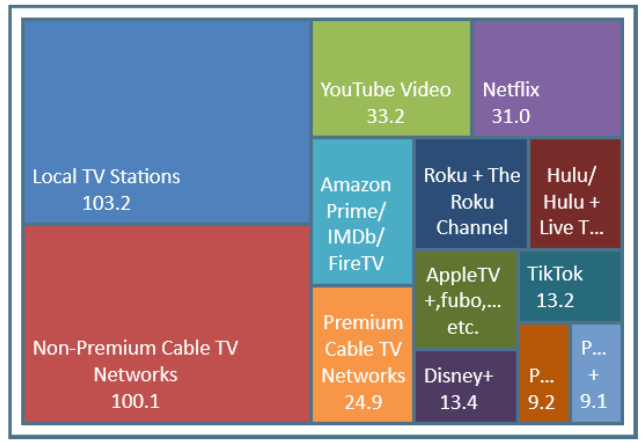
2,129,967 or 62.6% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

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

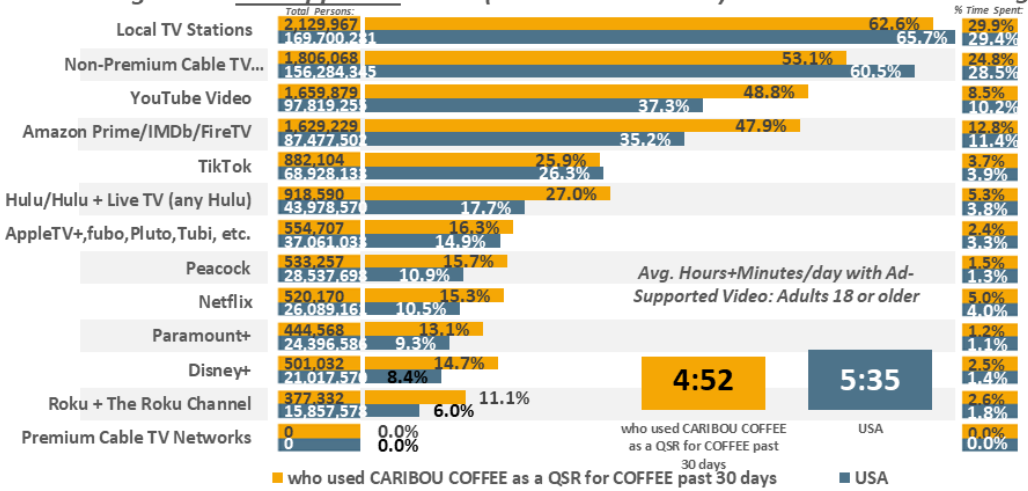


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

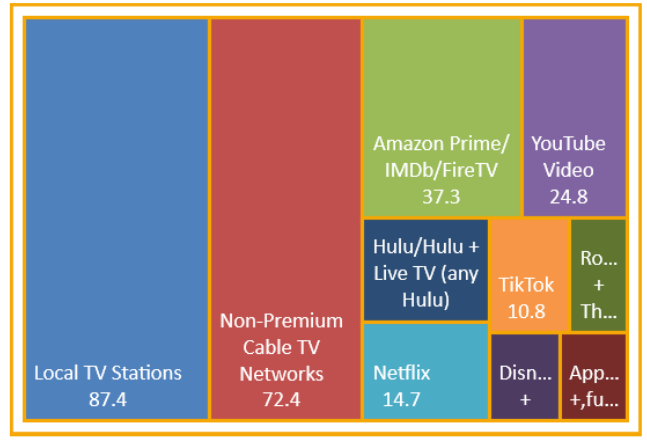


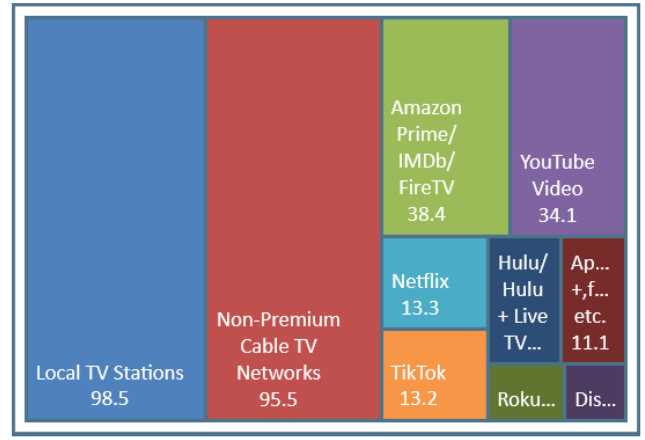


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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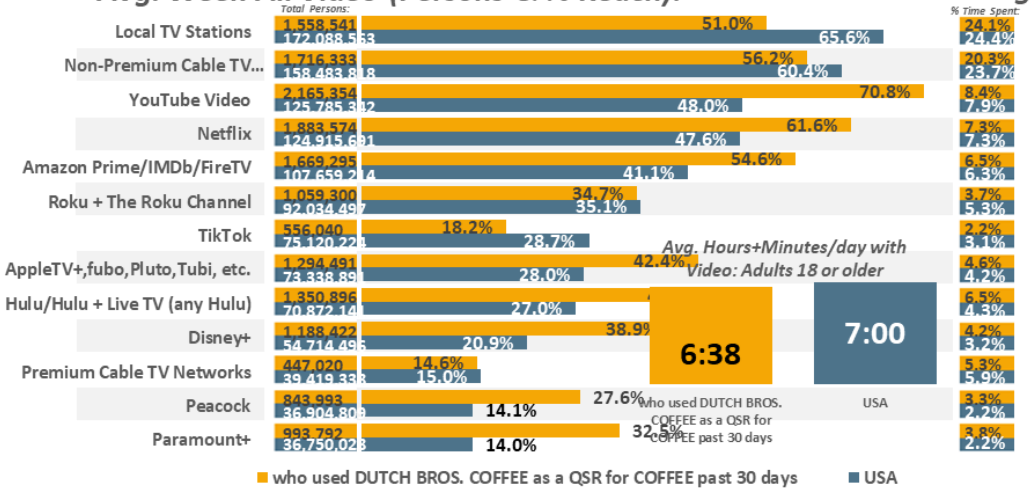
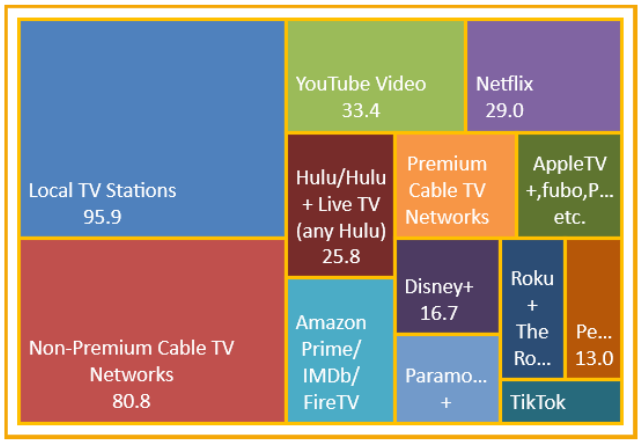
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

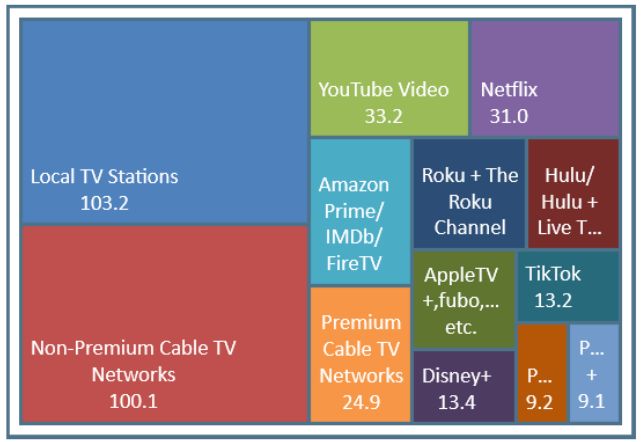
1,519,478 or 49.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 90.6 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

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



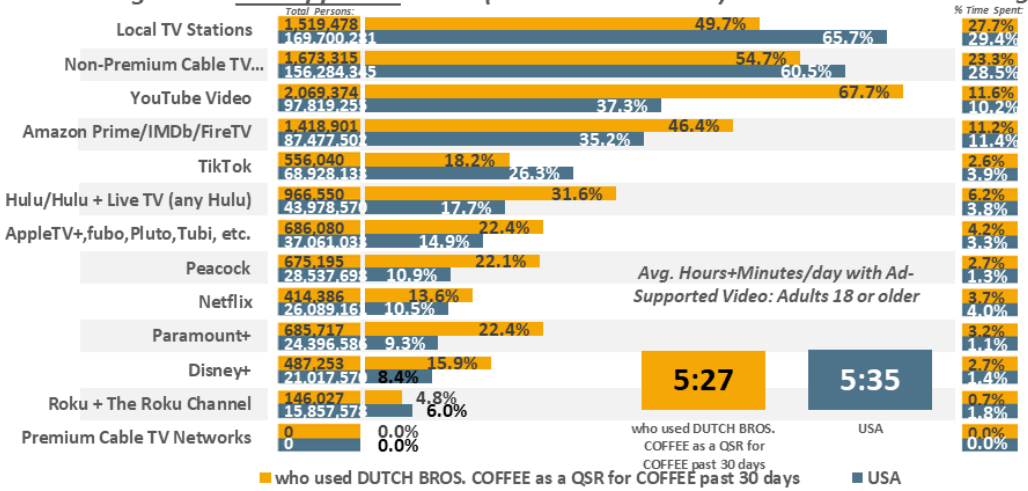
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



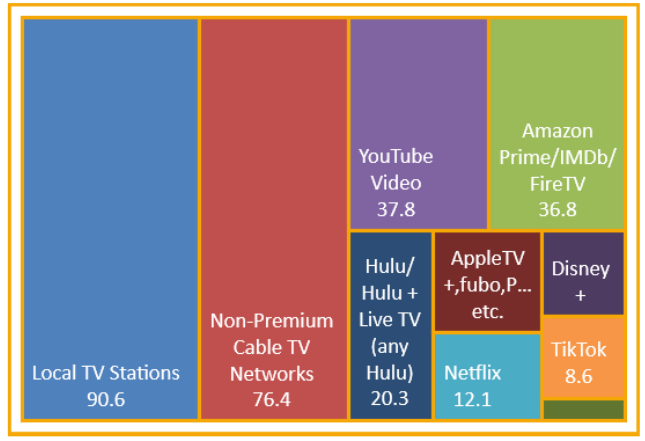


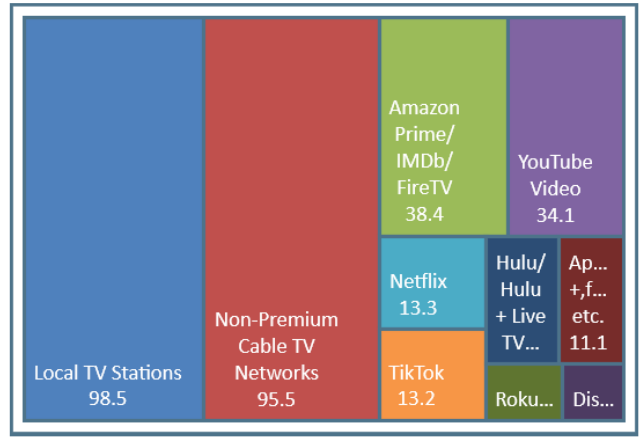
who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days ■ USA

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





who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days ■ USA

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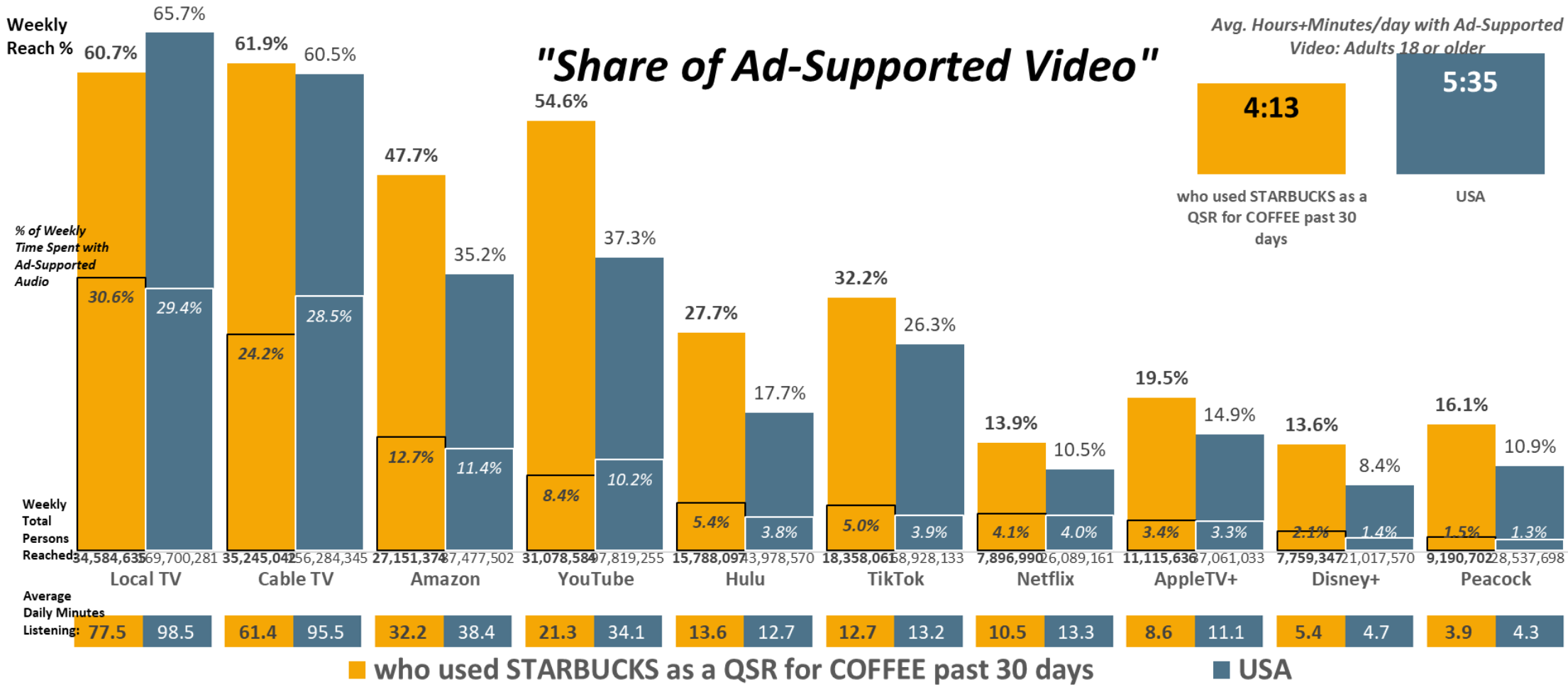
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

34,584,635 or 60.7% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 77.5 minutes every day representing 30.6% of all time spent daily with Ad-Supported Video.



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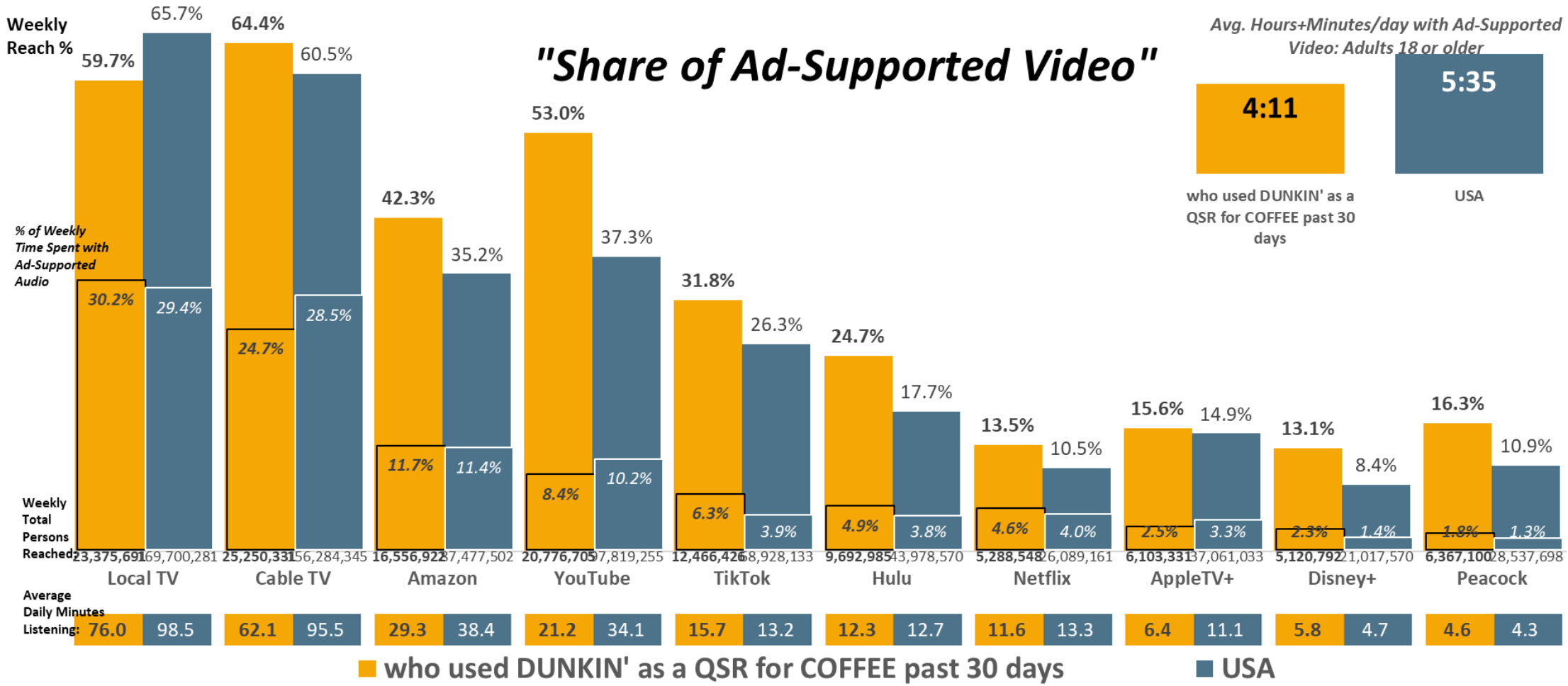
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

DUNKIN'

23,375,691 or 59.7% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 76. minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



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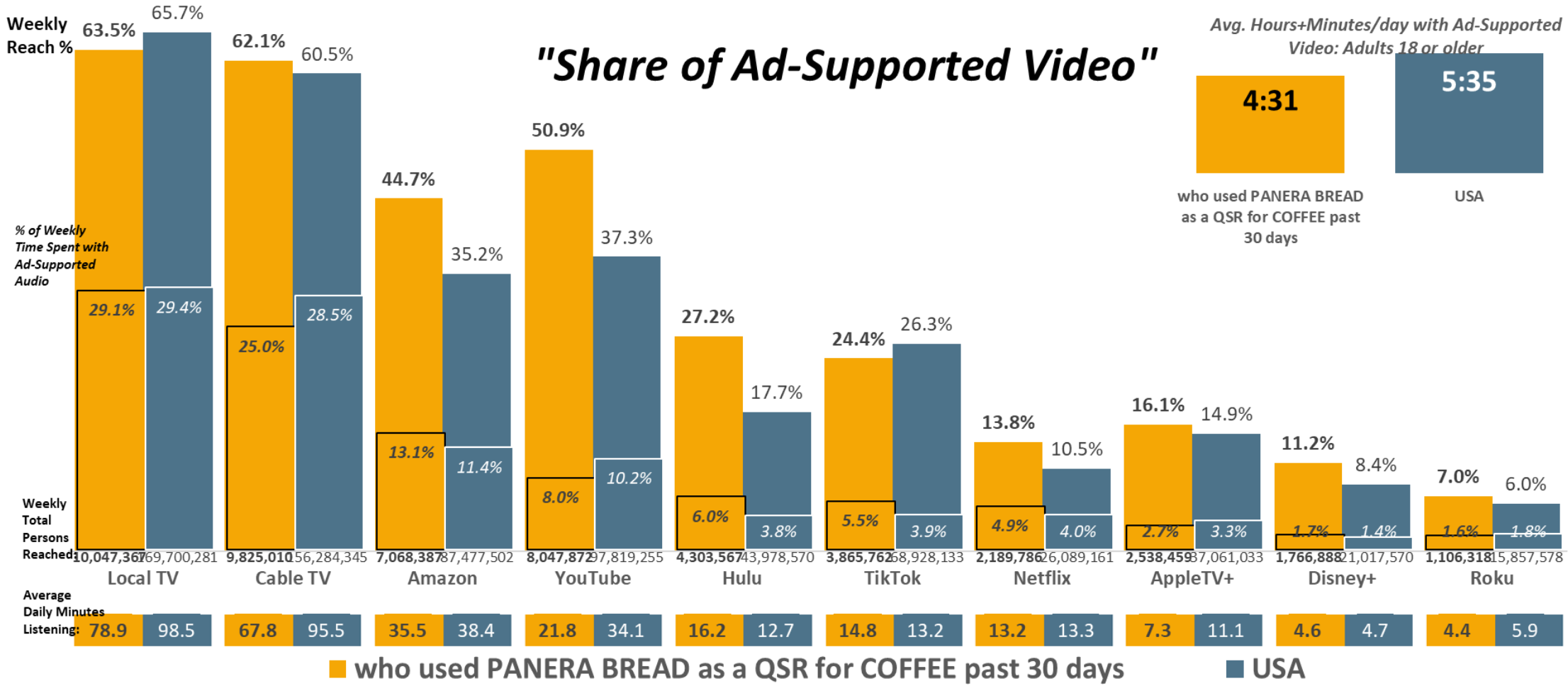
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

10,047,367 or 63.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 78.9 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.



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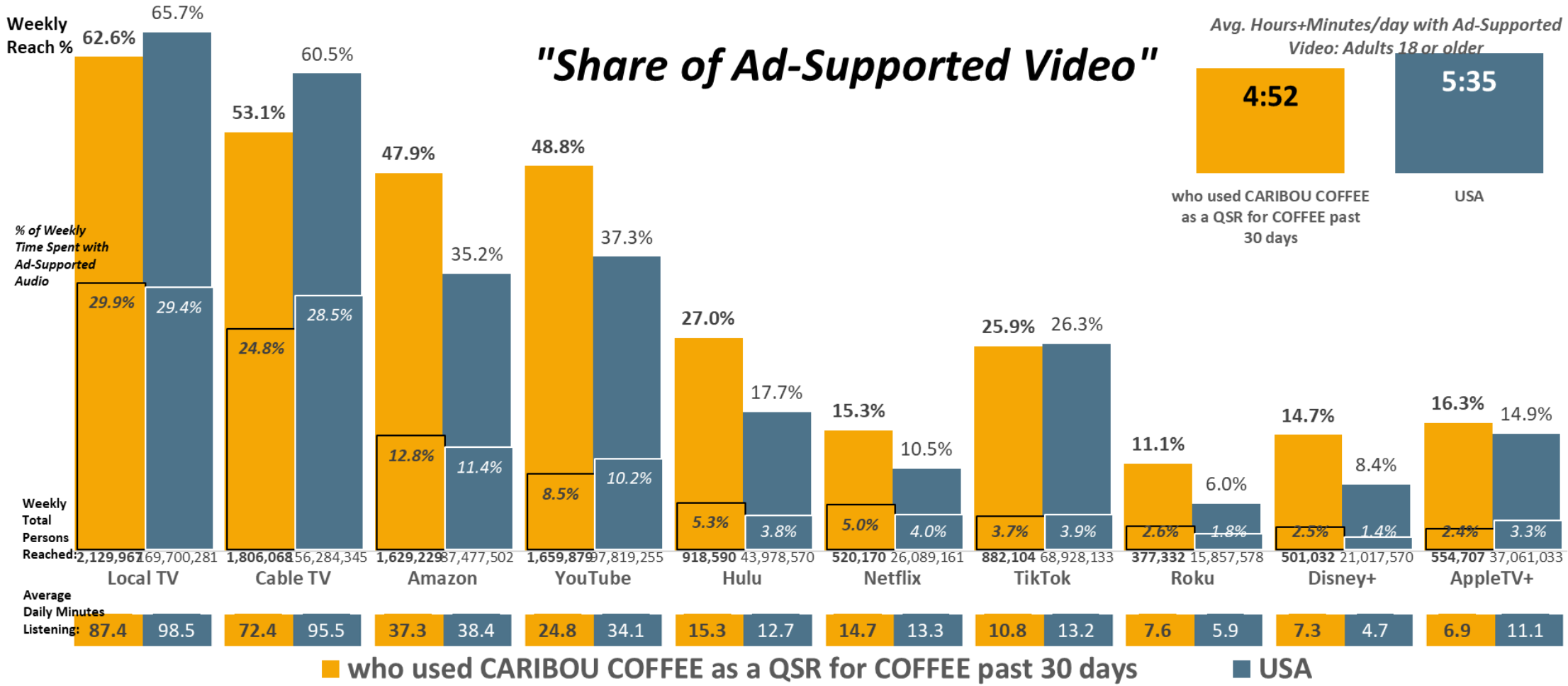
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

2,129,967 or 62.6% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 87.4 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



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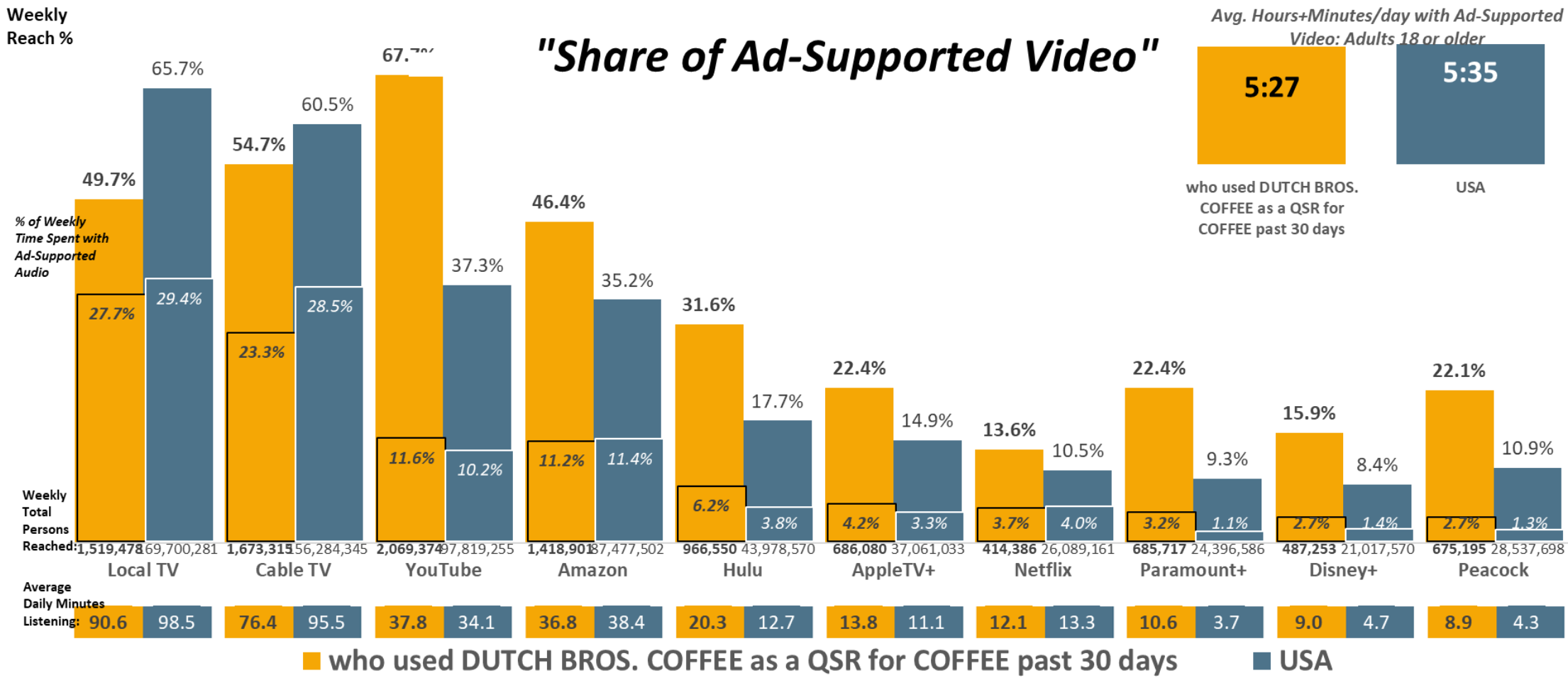
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1,519,478 or 49.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations for an average of 90.6 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



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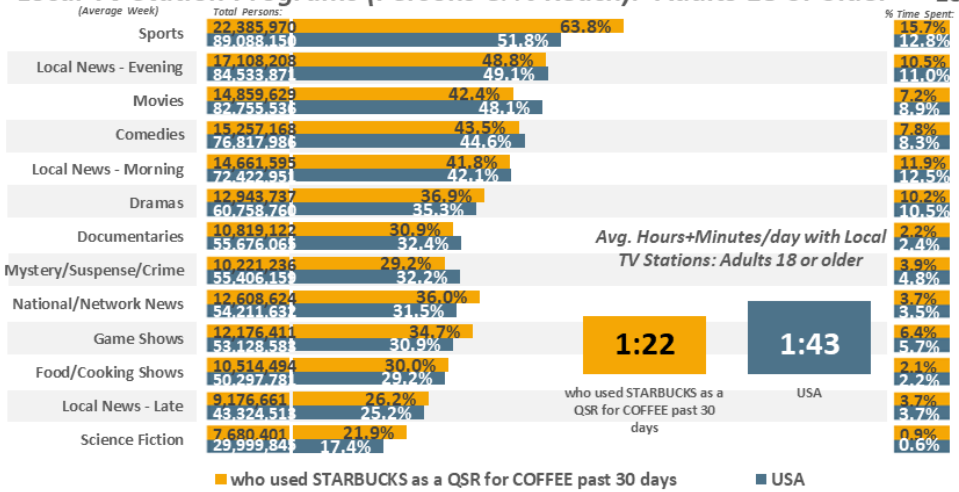
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

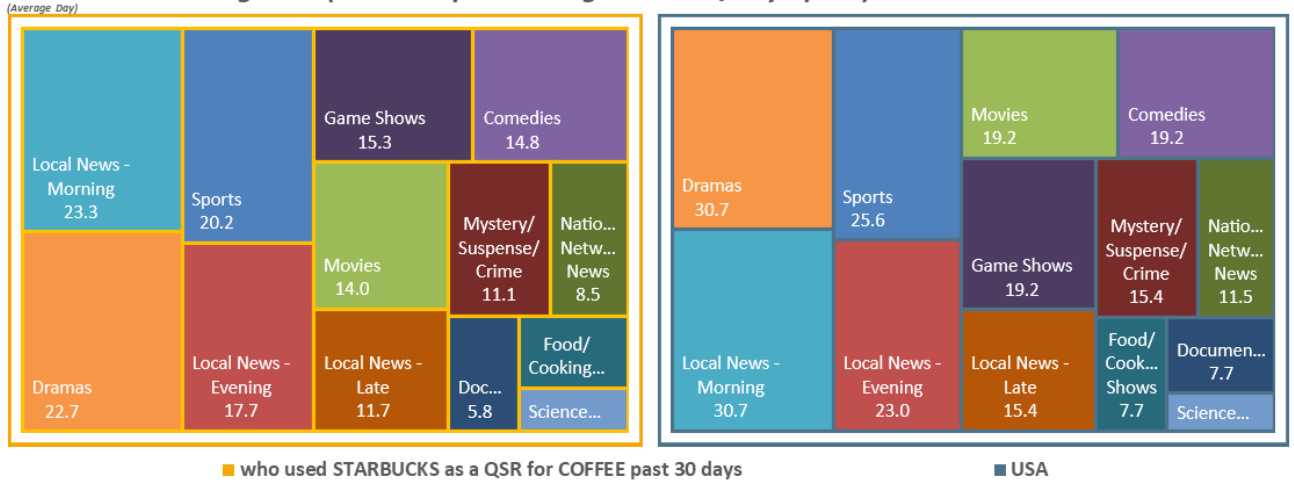
STARBUCKS®

34,584,635 or 60.7% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

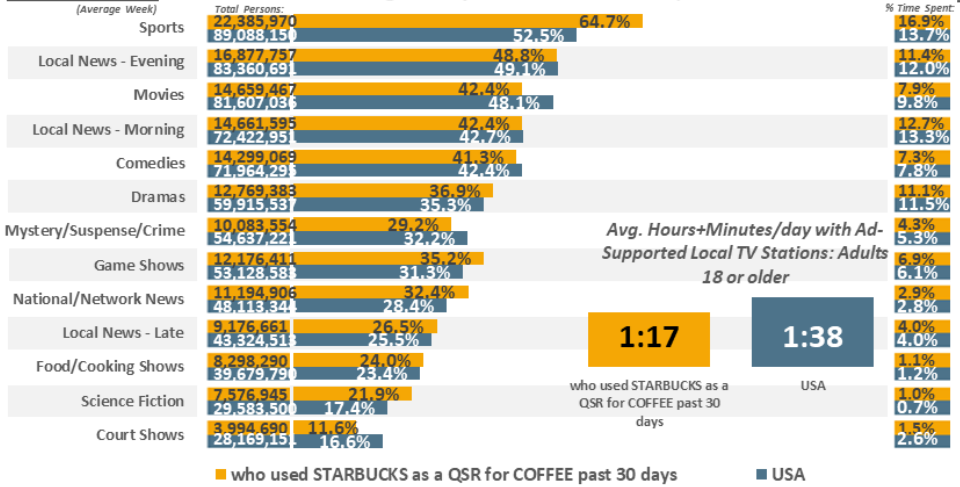
Local TV Station Programs (Persons & % Reach): Adults 18 or older



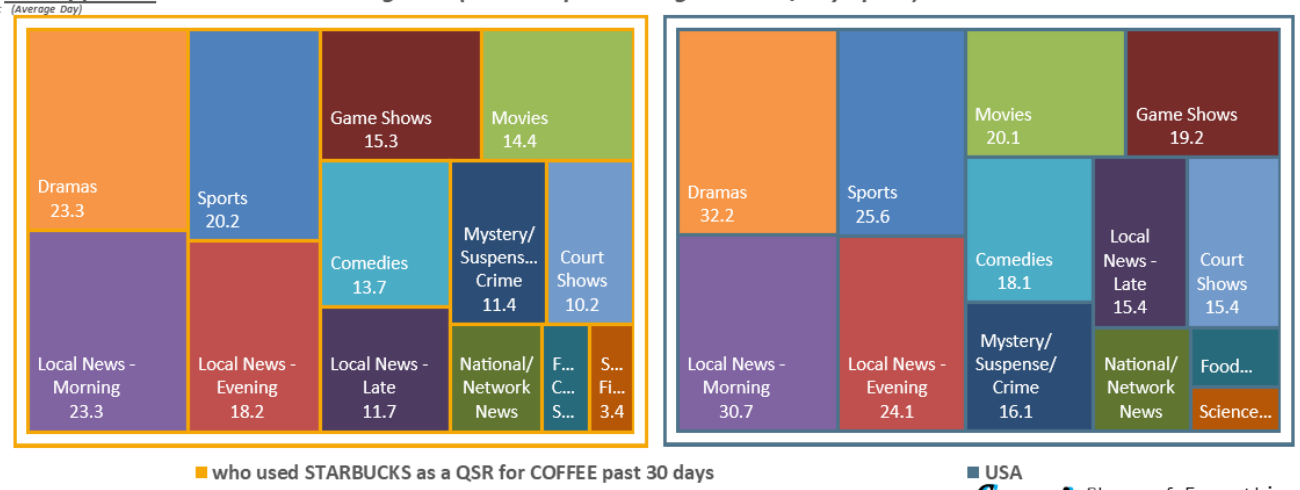
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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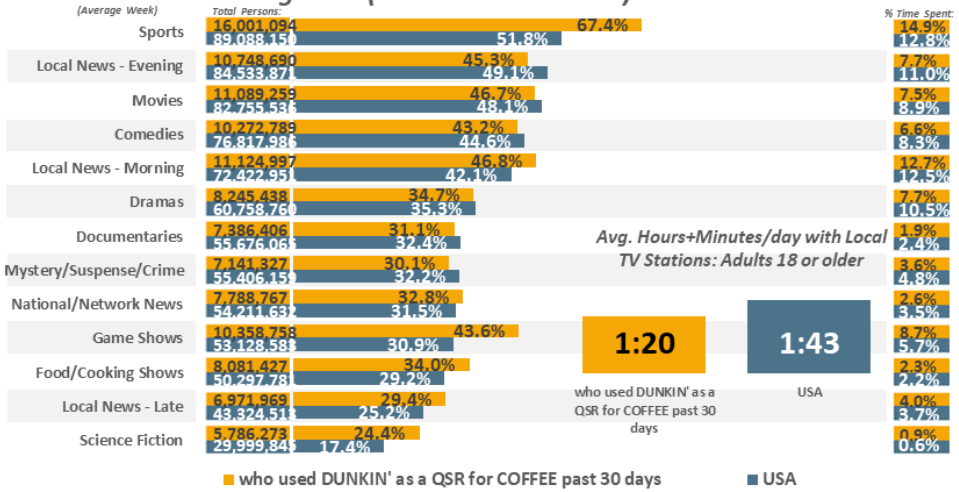
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

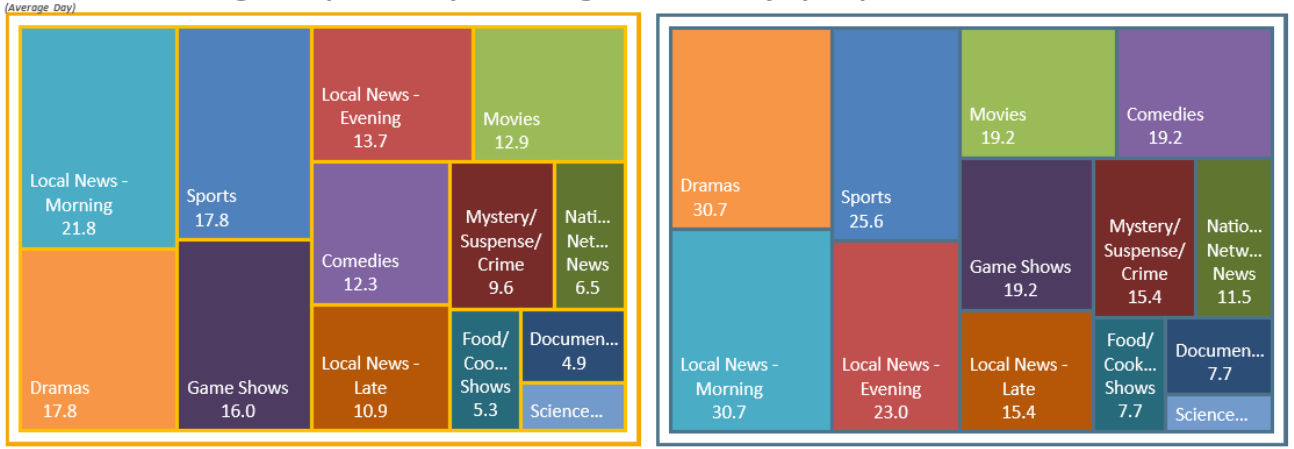
DUNKIN'

23,375,691 or 59.7% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Movies, Local News - Evening, Game Shows, and Comedies.

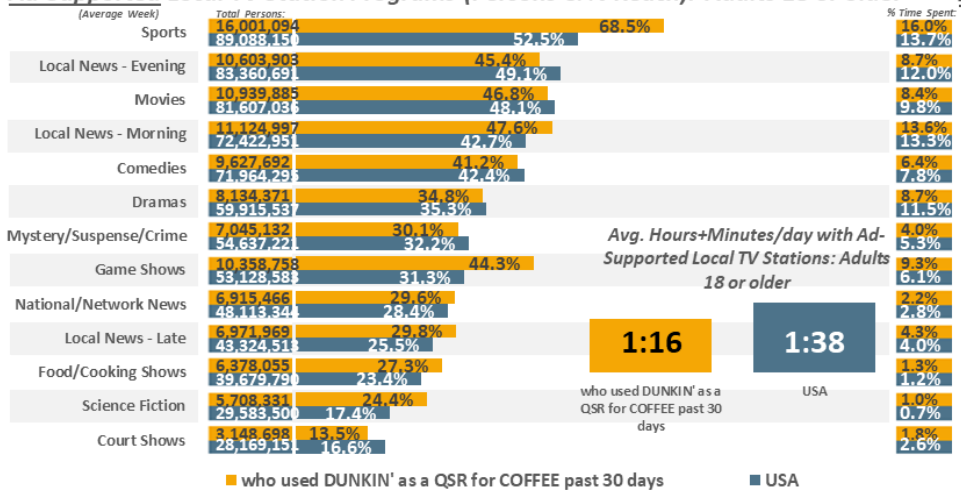
Local TV Station Programs (Persons & % Reach): Adults 18 or older



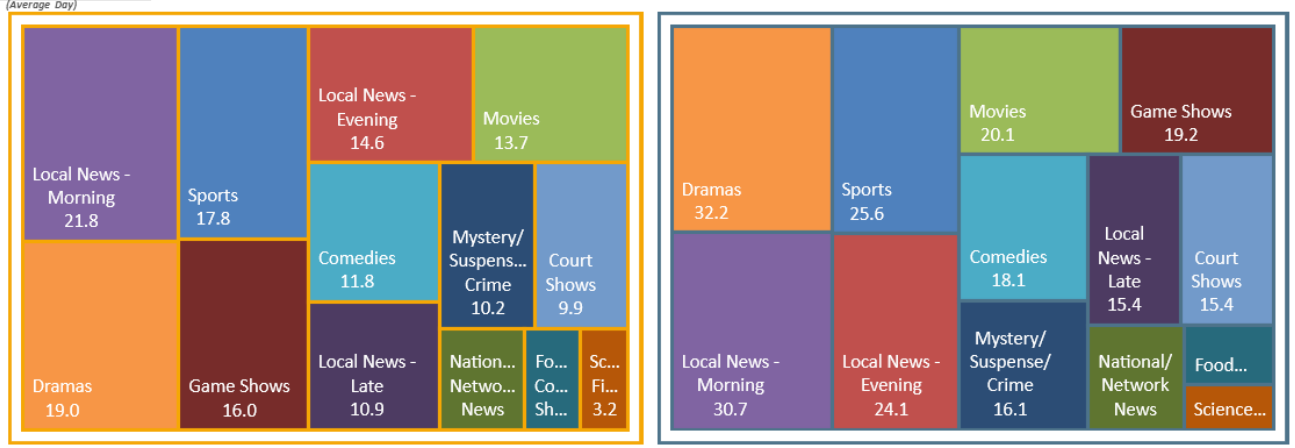
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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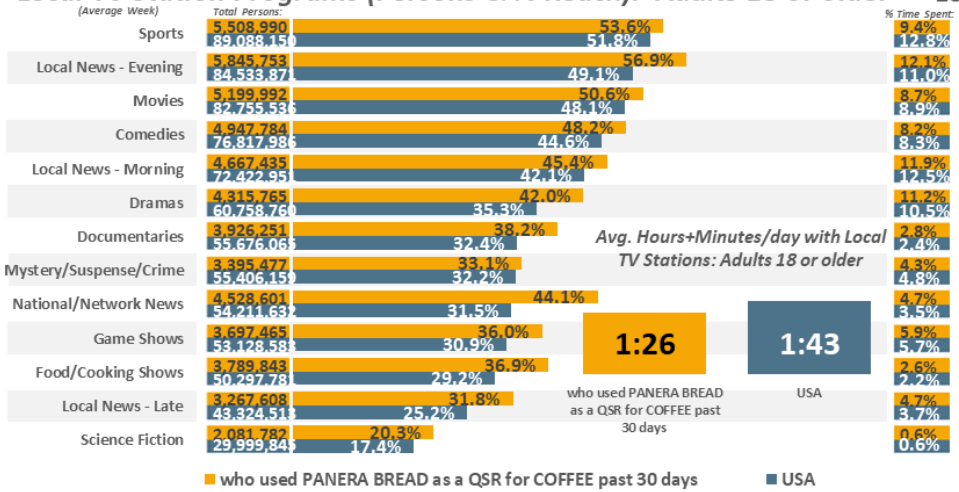
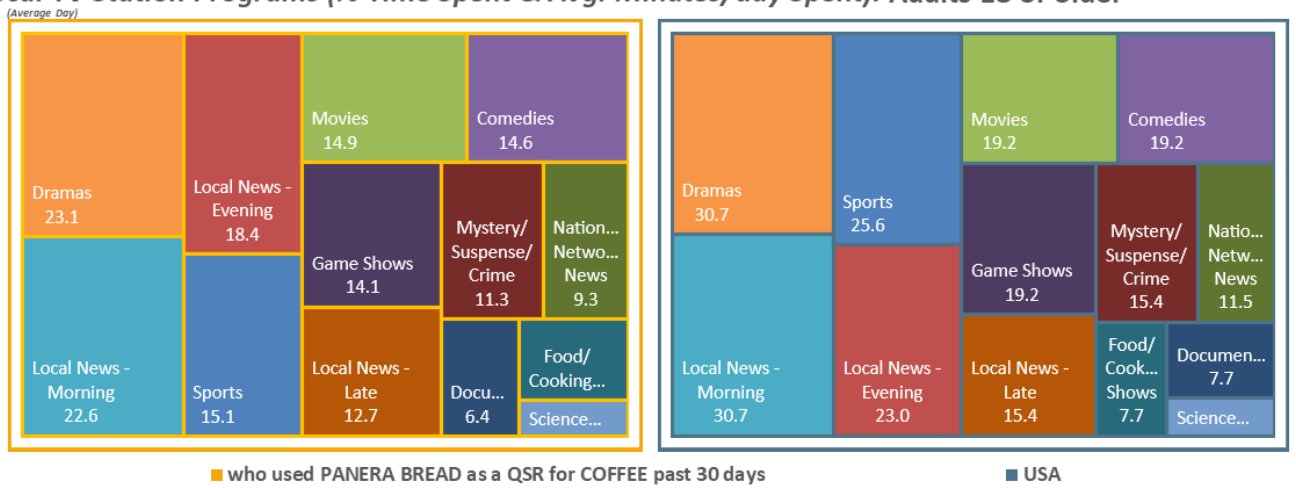
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

10,047,367 or 63.5% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

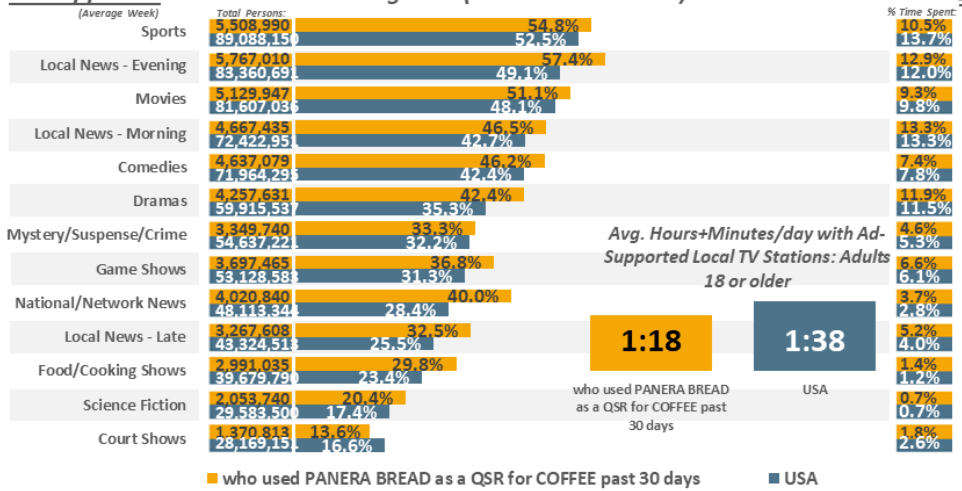
Local TV Station Programs (Persons & % Reach): Adults 18 or older



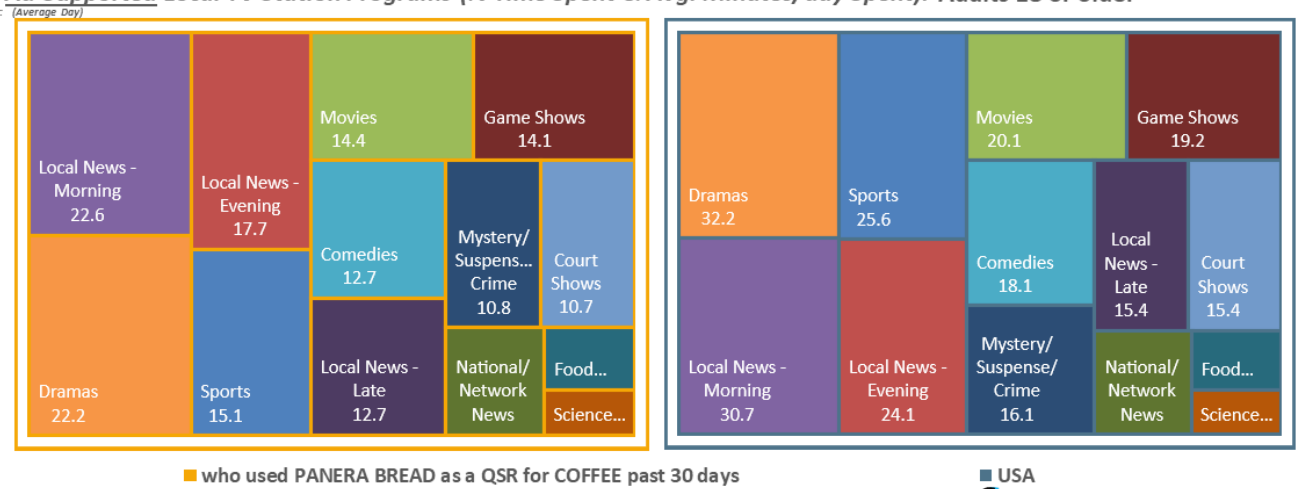
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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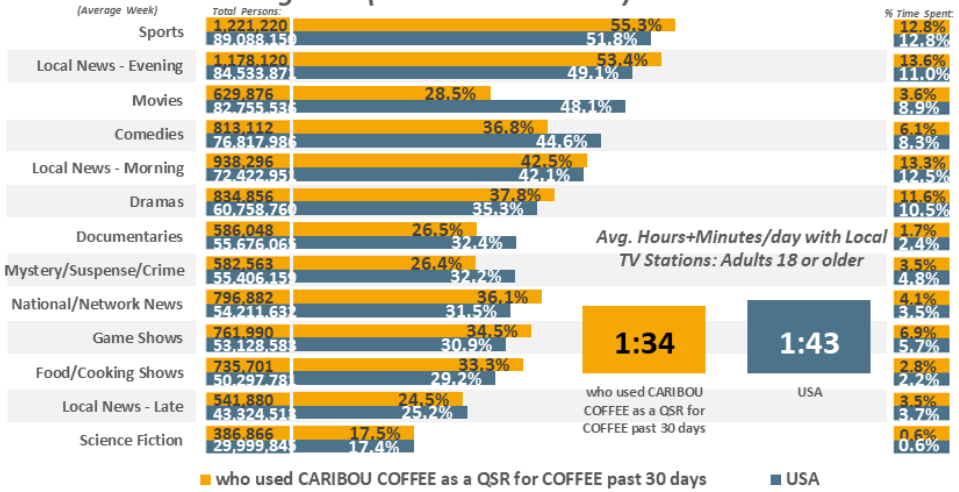
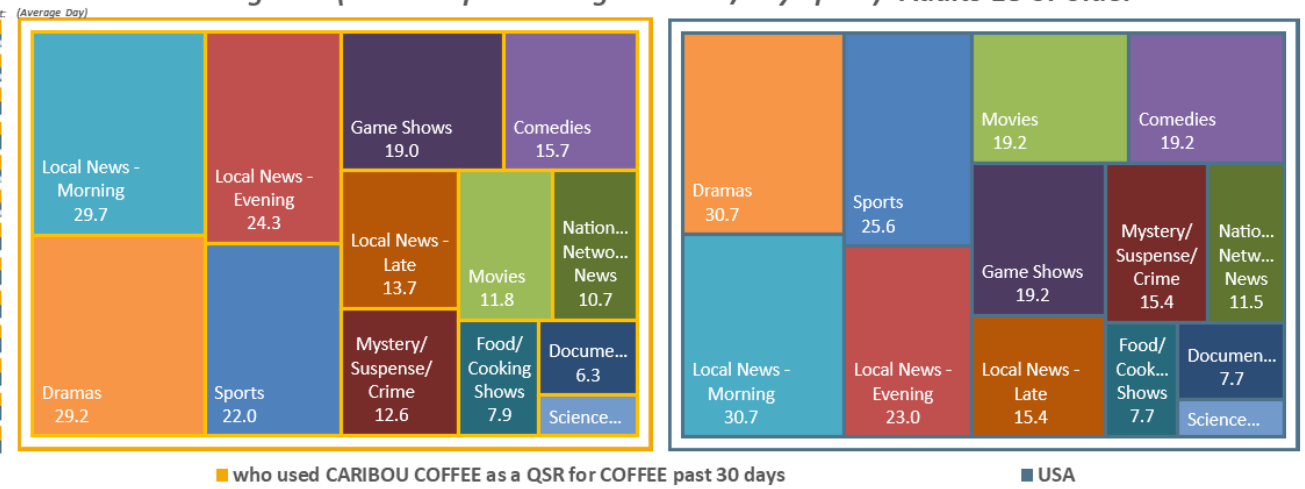
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

2,129,967 or 62.6% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Dramas, Comedies, and Game Shows.

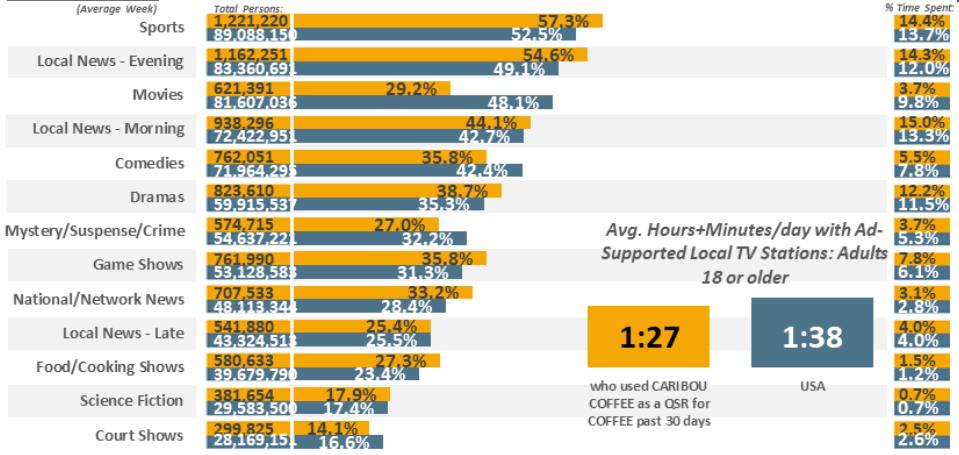
Local TV Station Programs (Persons & % Reach): Adults 18 or older



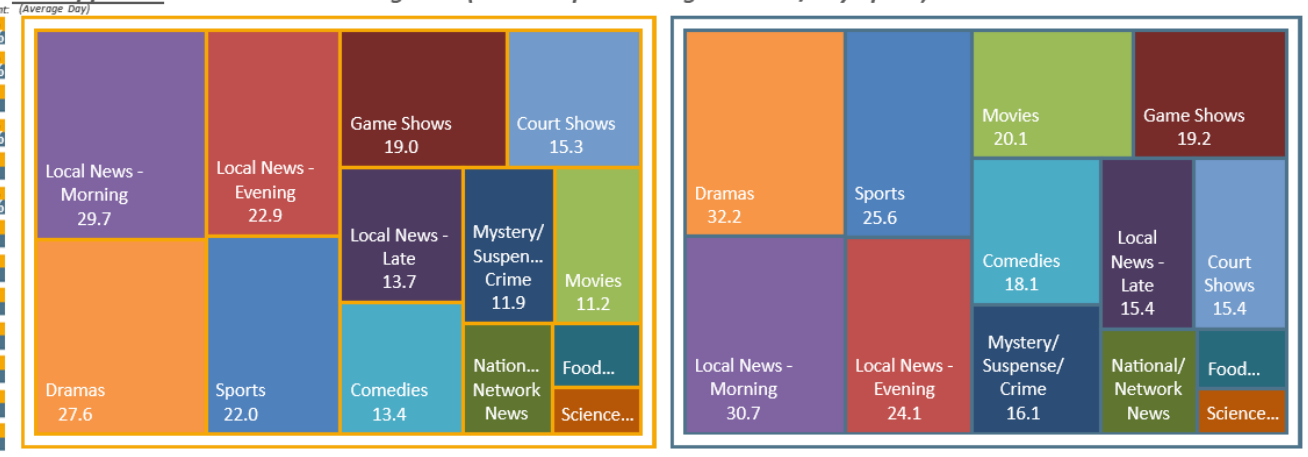
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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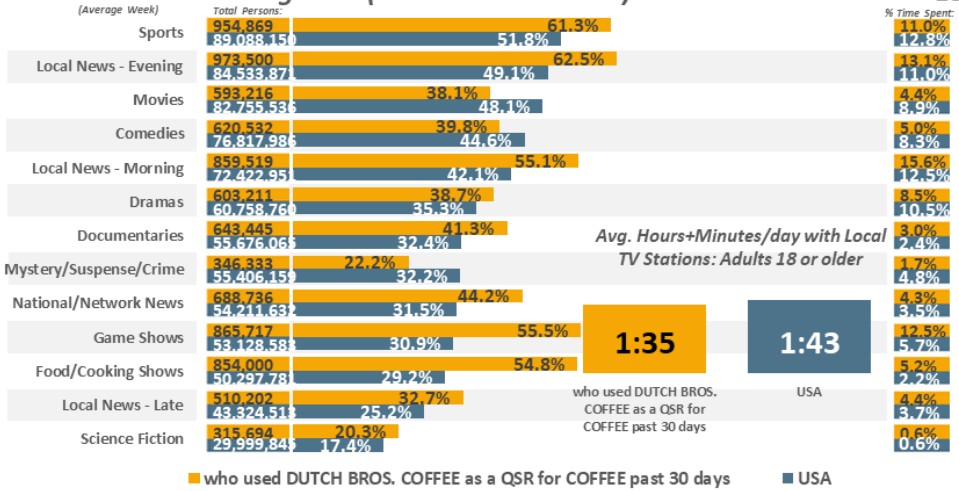
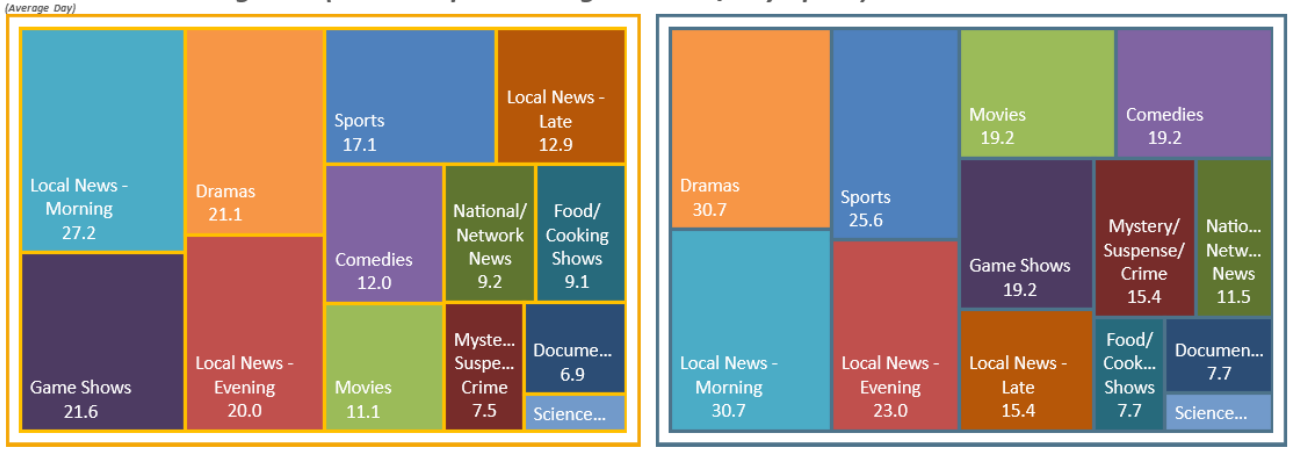
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

1,519,478 or 49.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Game Shows, Local News - Morning, Food/Cooking Shows, and Nati

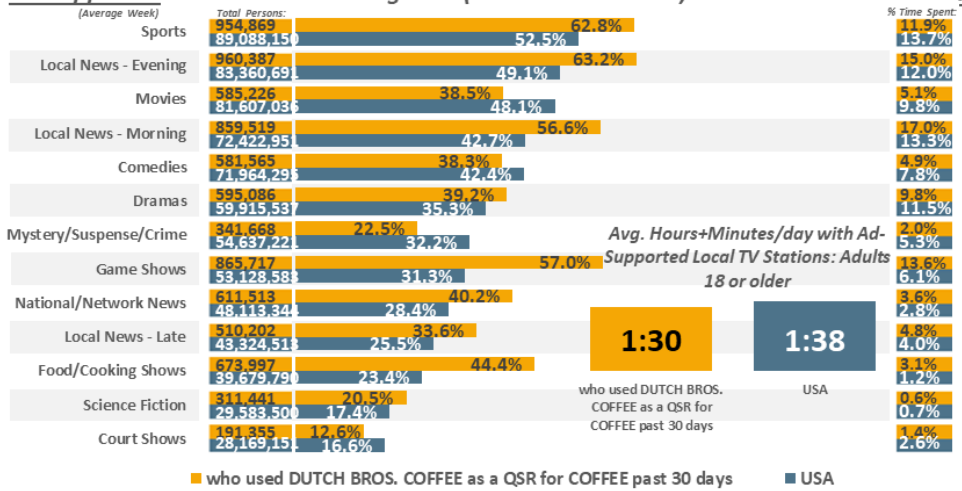
Local TV Station Programs (Persons & % Reach): Adults 18 or older



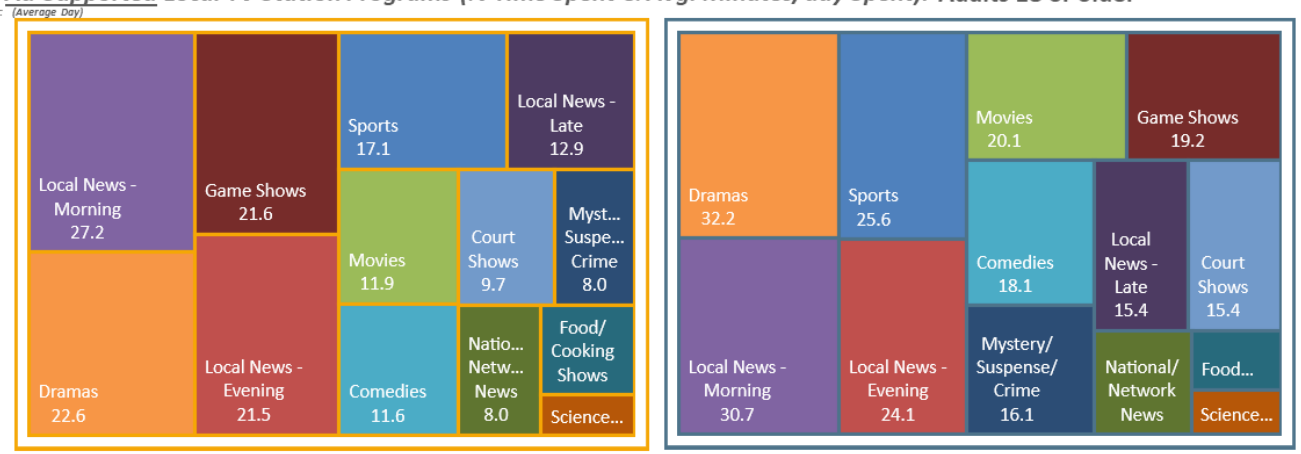
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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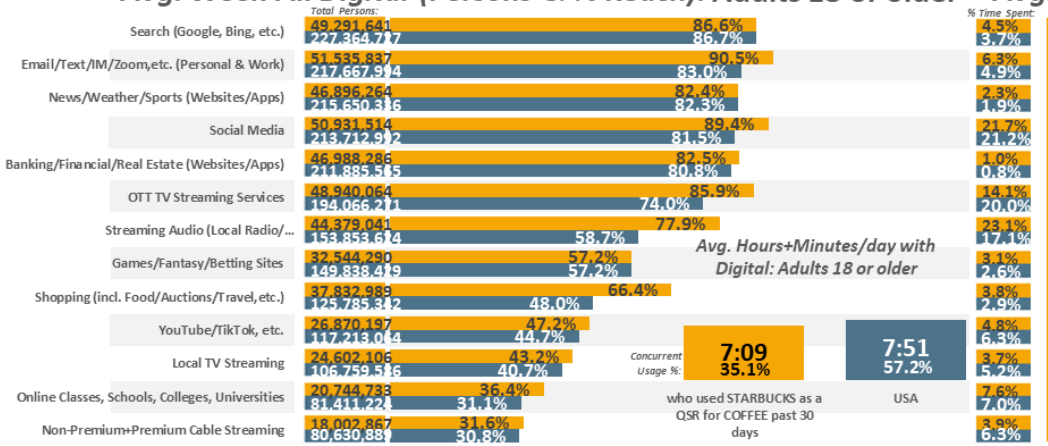
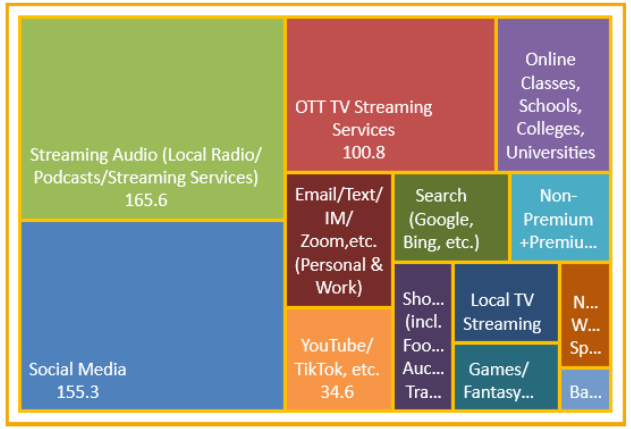
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

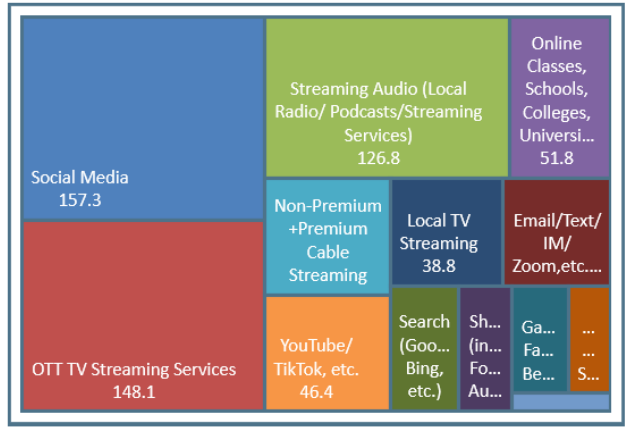
44,779,071 or 78.6% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

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

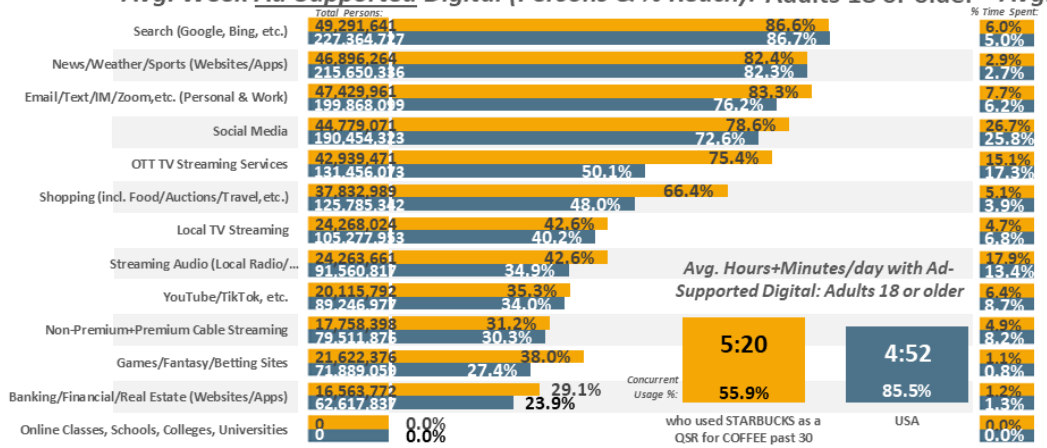


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

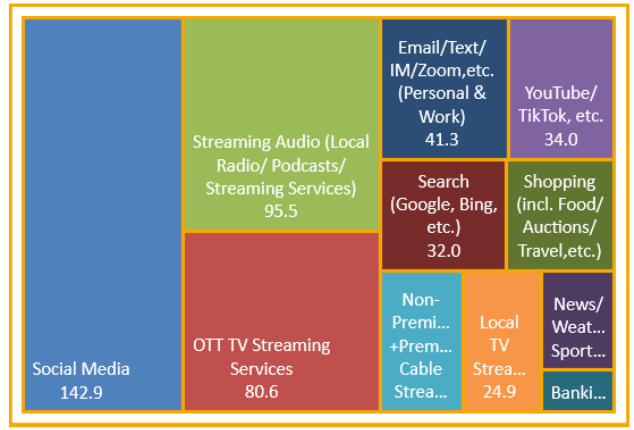


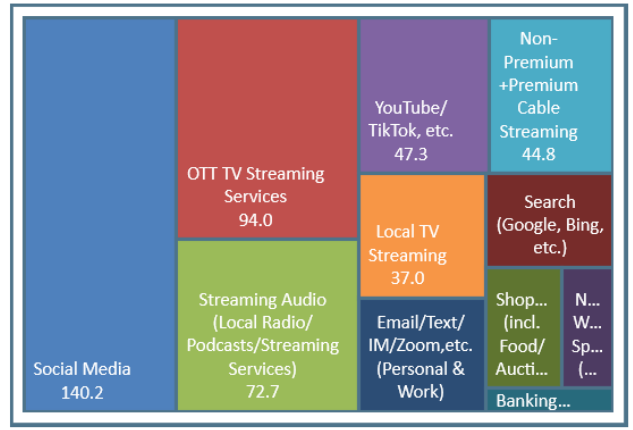


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898

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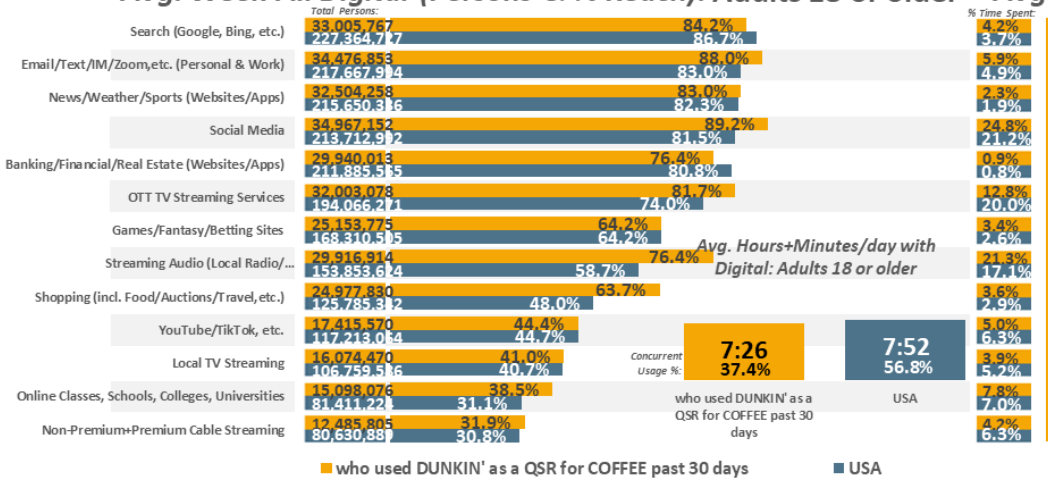
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

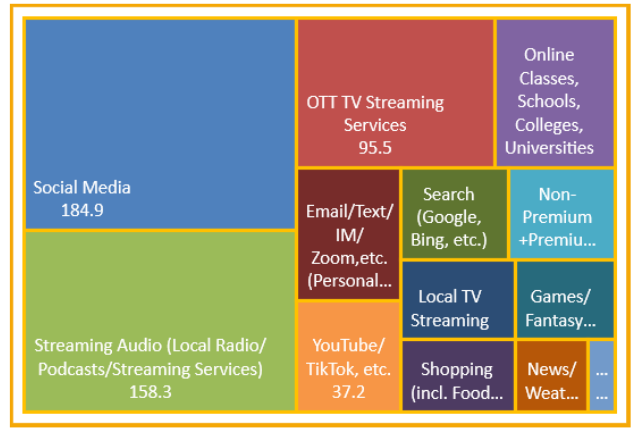
DUNKIN'

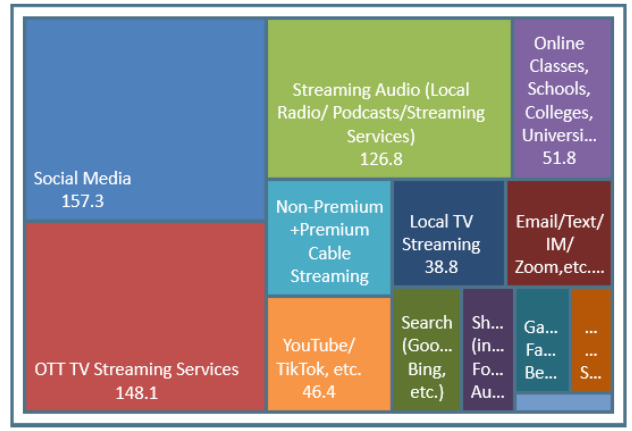
31,902,289 or 81.4% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

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

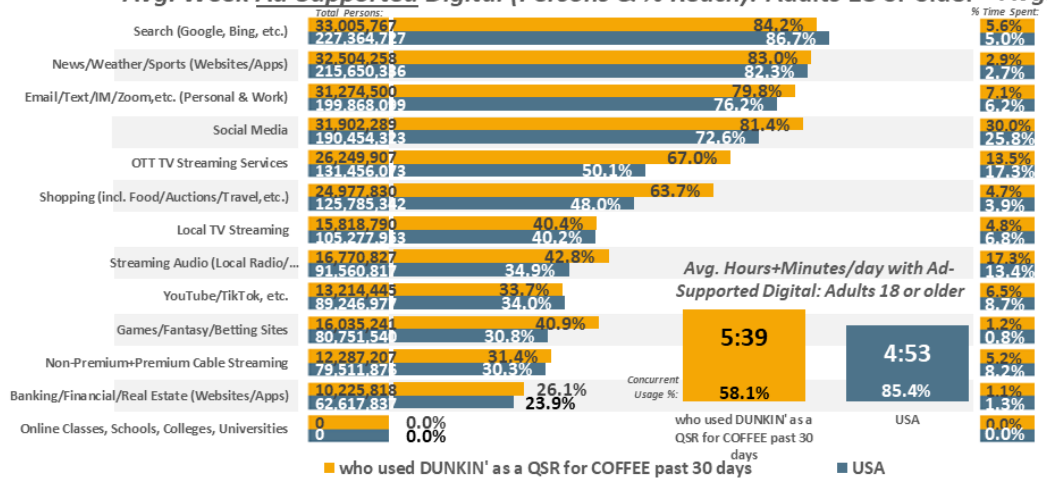


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

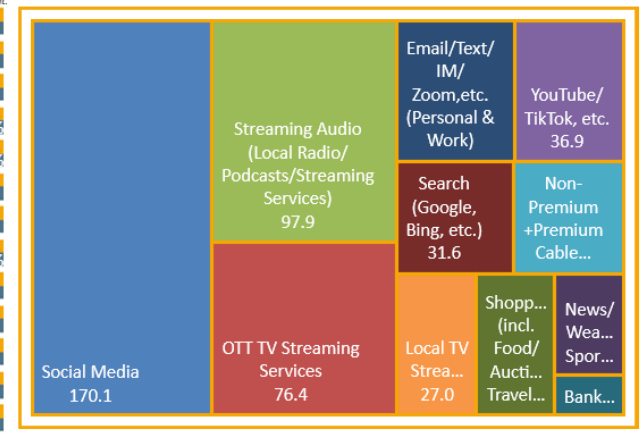


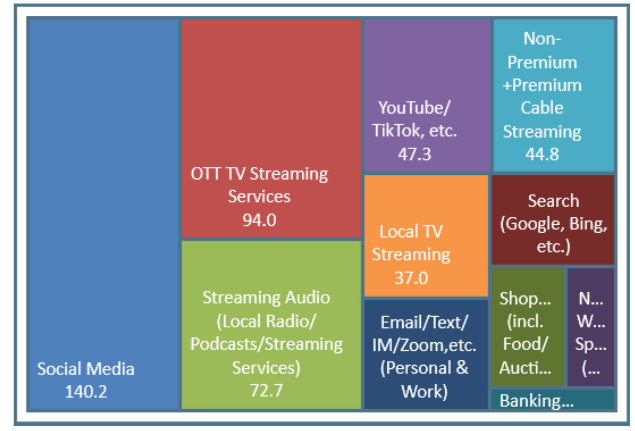


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *4,898*

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

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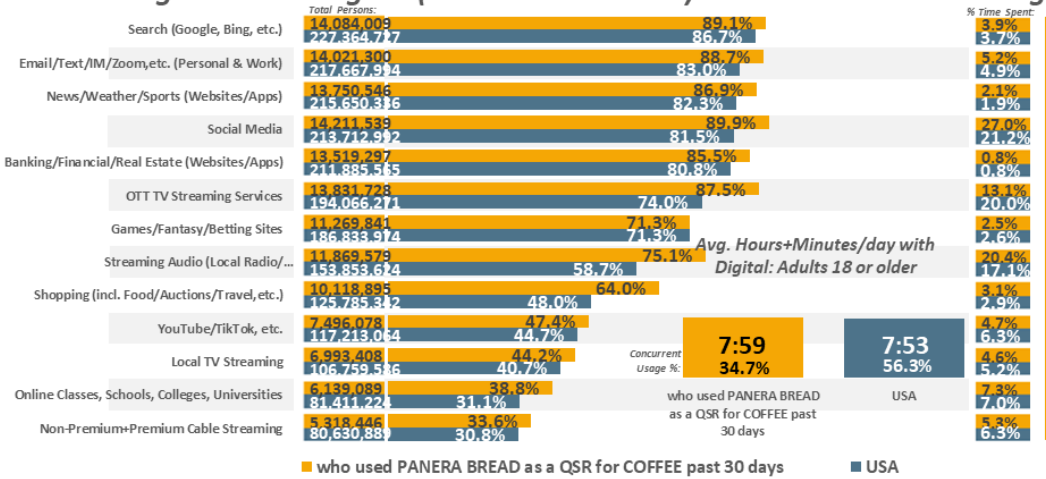
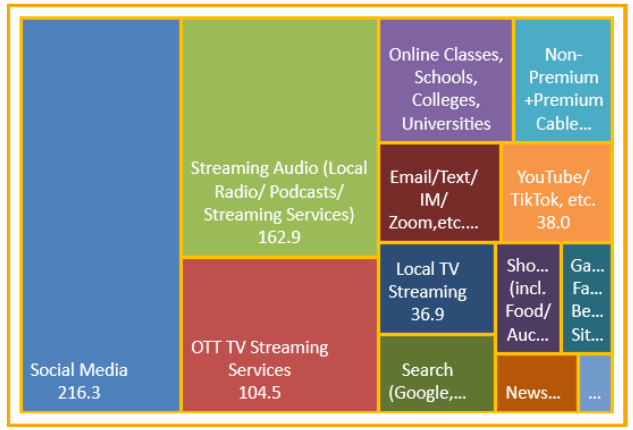
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

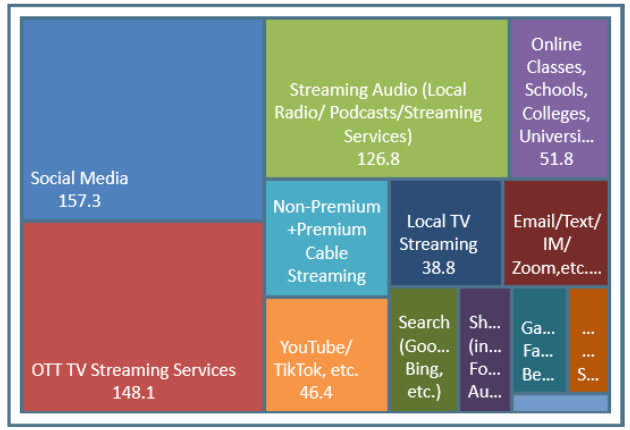
12,427,923 or 78.6% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

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

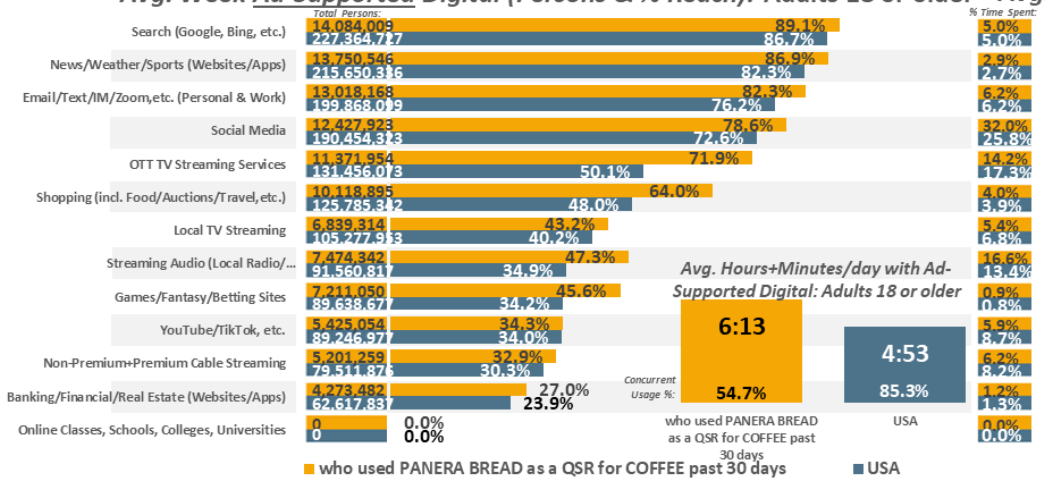


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

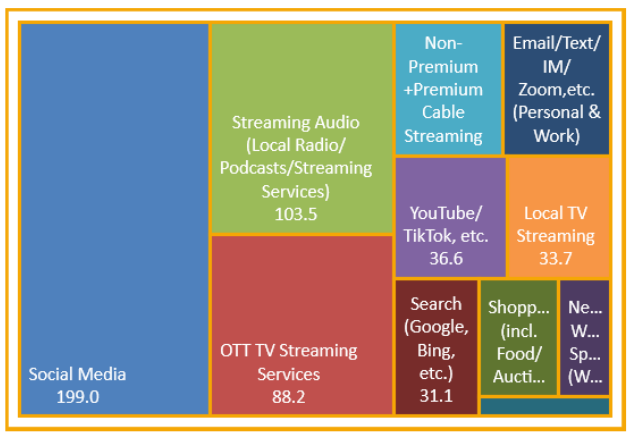


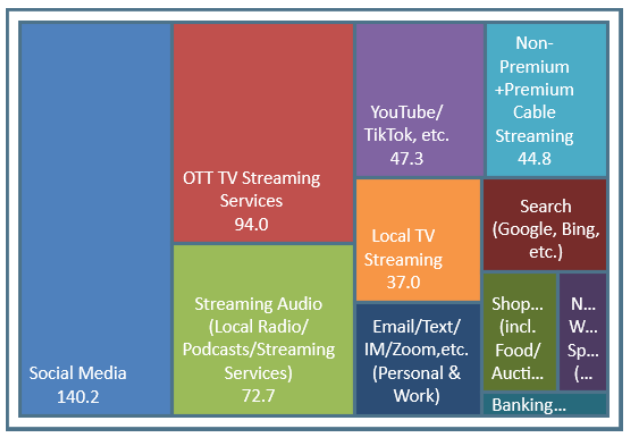


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 4,898
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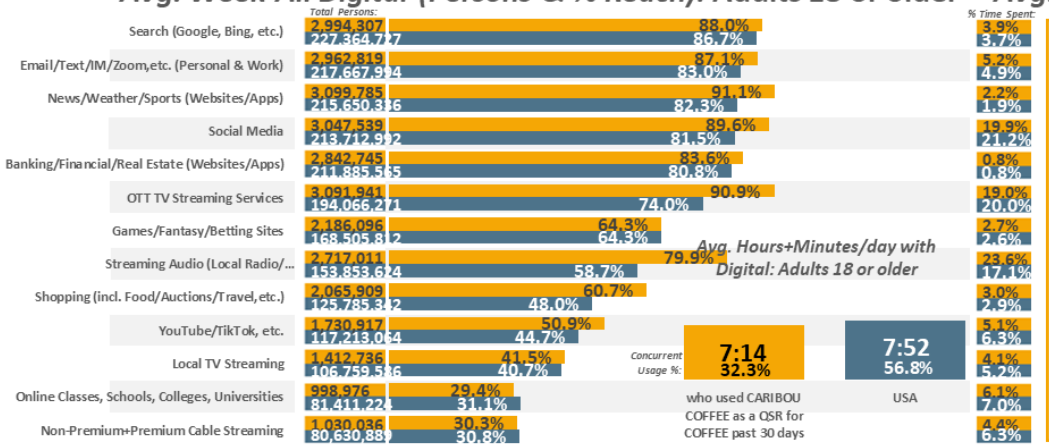
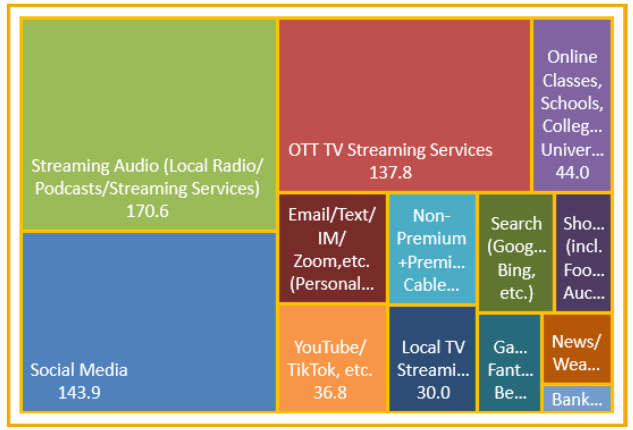
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

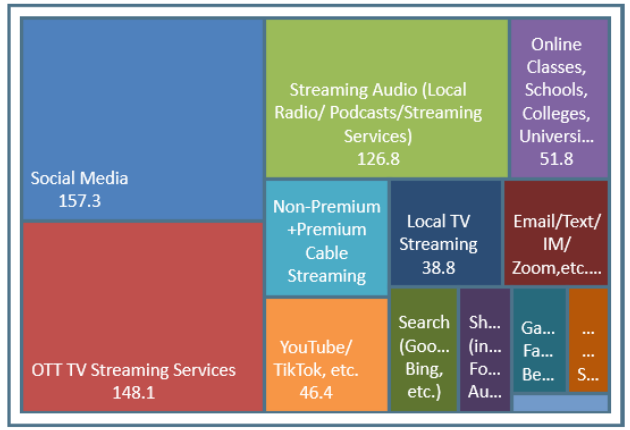
2,767,454 or 81.4% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

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



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

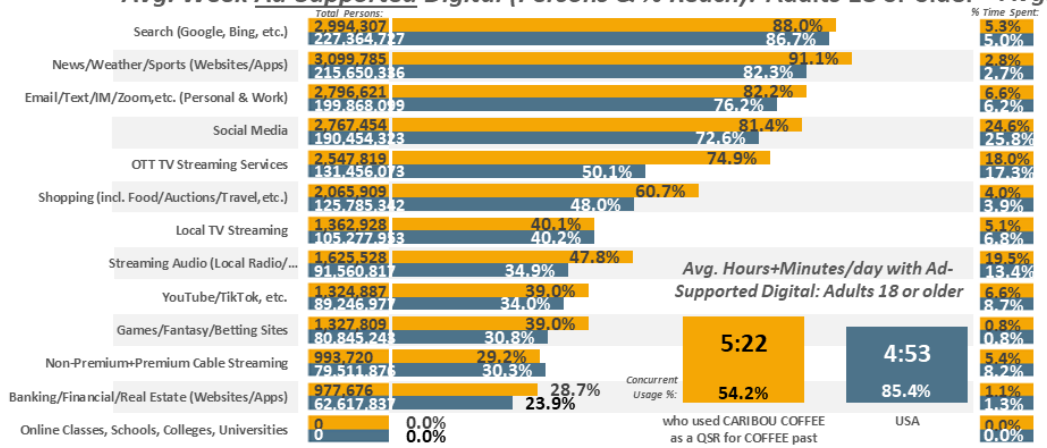




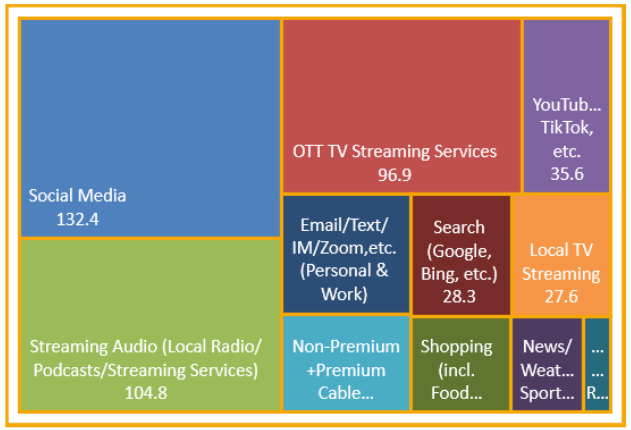
who used CARIBOU COFFEE as a QSR for COFFEE past 30 days ■ USA

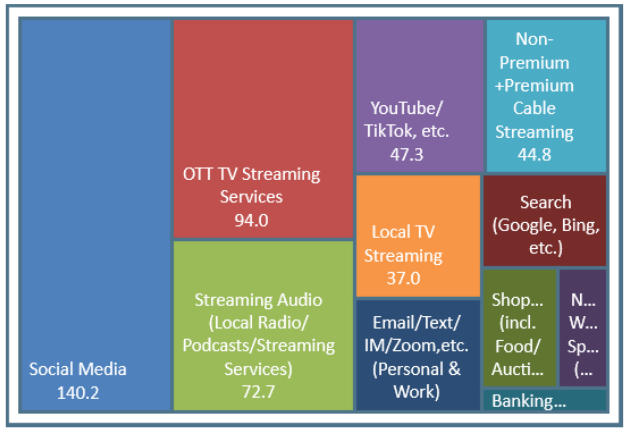
who used CARIBOU COFFEE as a QSR for COFFEE past 30 days ■ USA

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 CARIBOU COFFEE as a QSR for COFFEE past 30 days ■ USA

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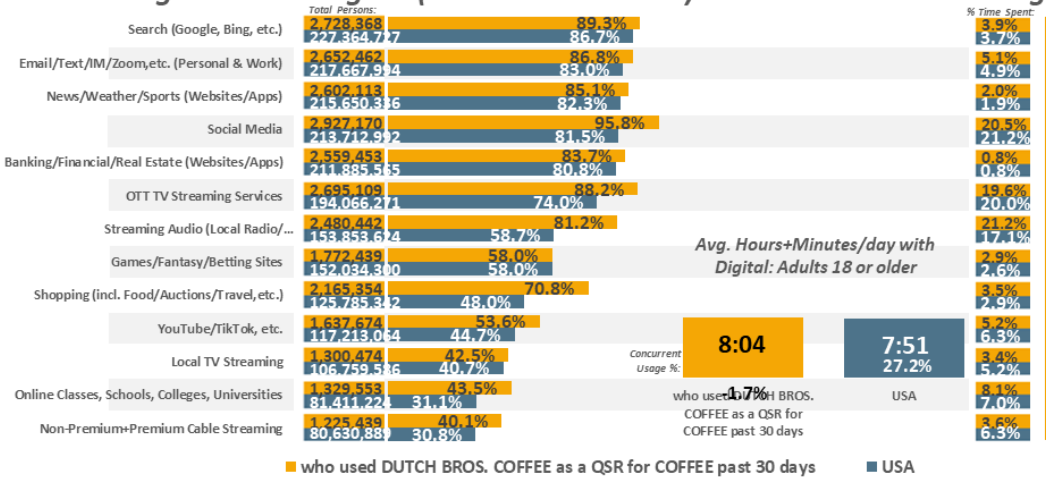
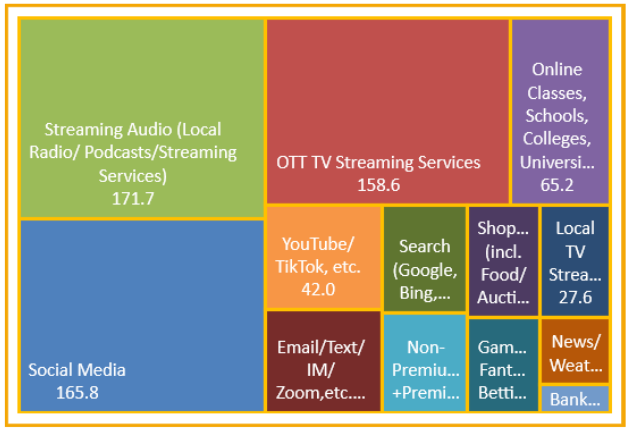
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

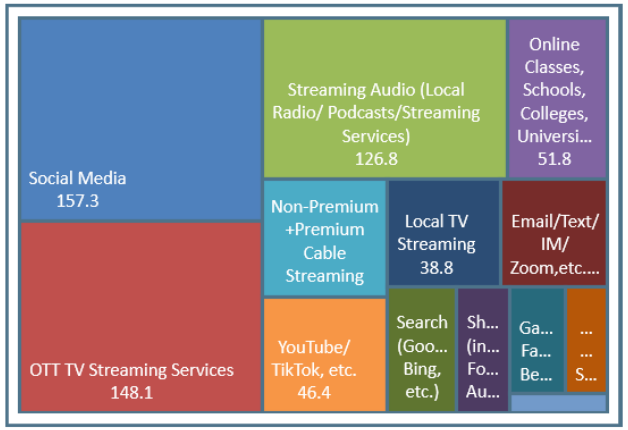
2,465,365 or 80.7% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days use Ad-Supported Social Media for an average of 139.6 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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

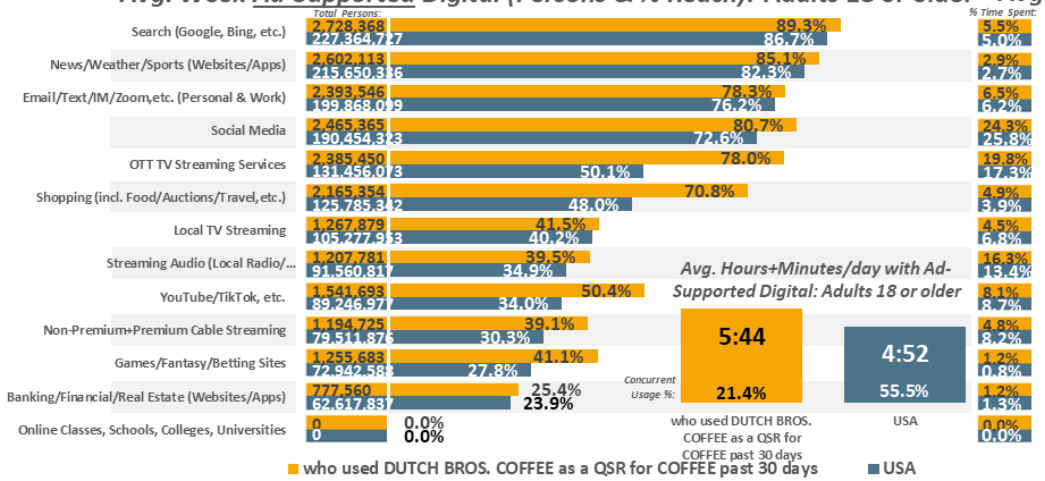


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

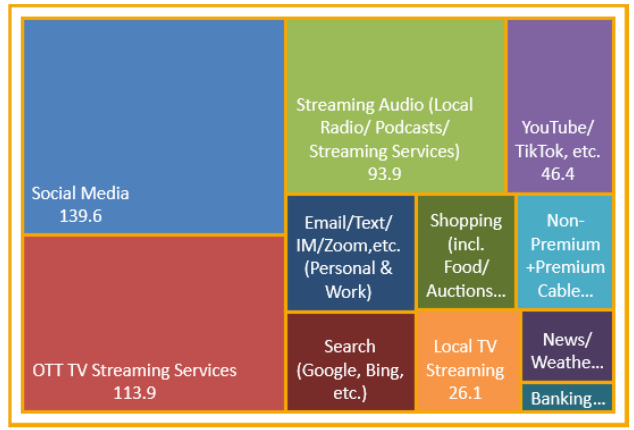


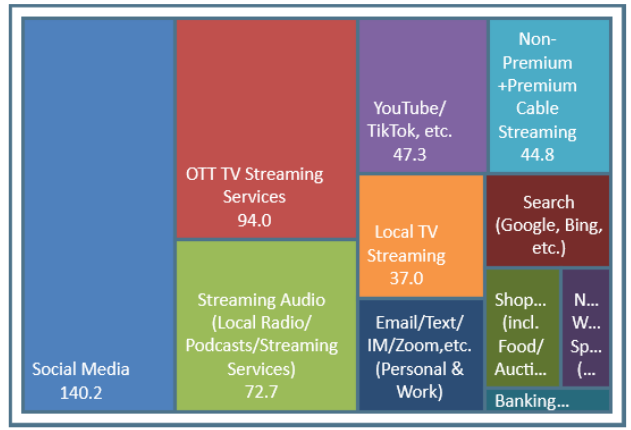


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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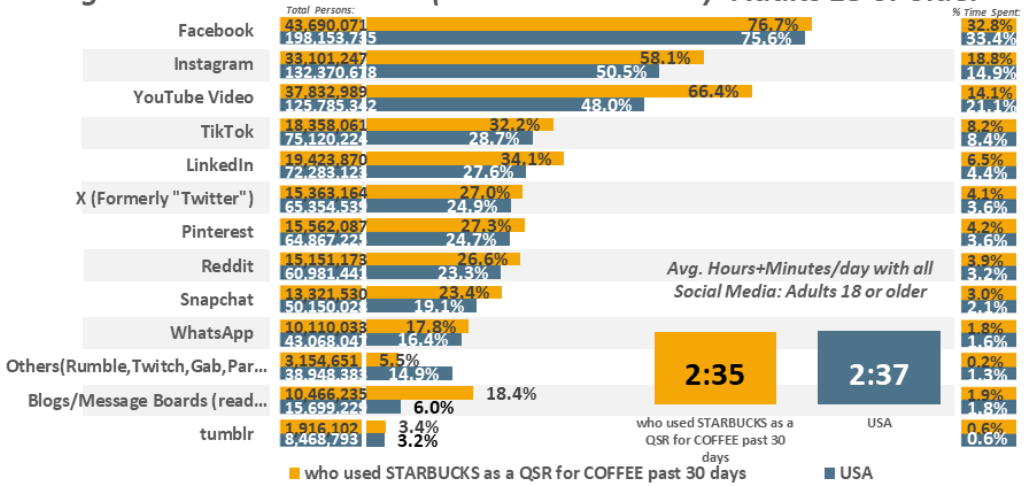
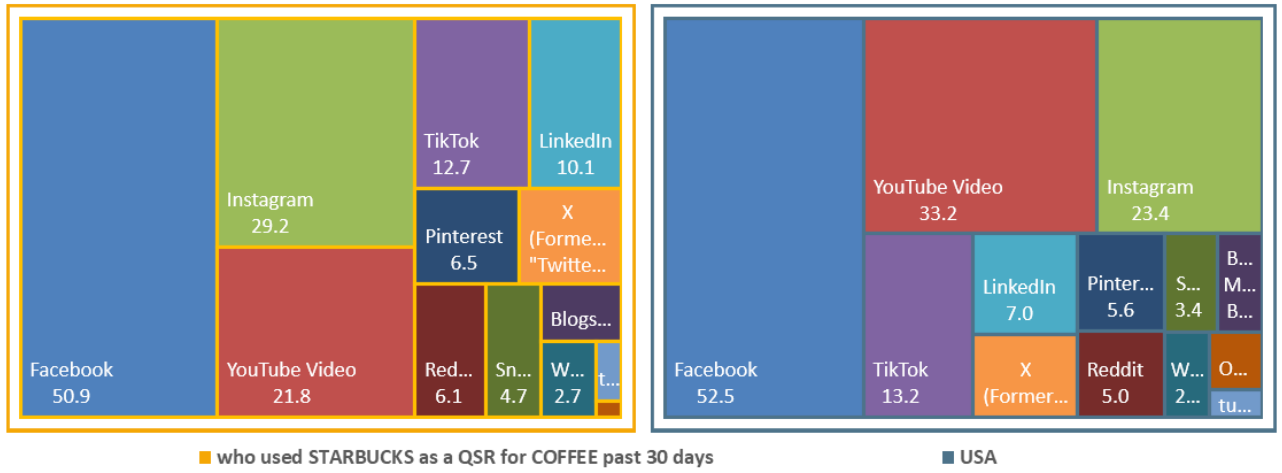
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

43,690,071 or 76.7% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days use Ad-Supported Facebook for an average of 47.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

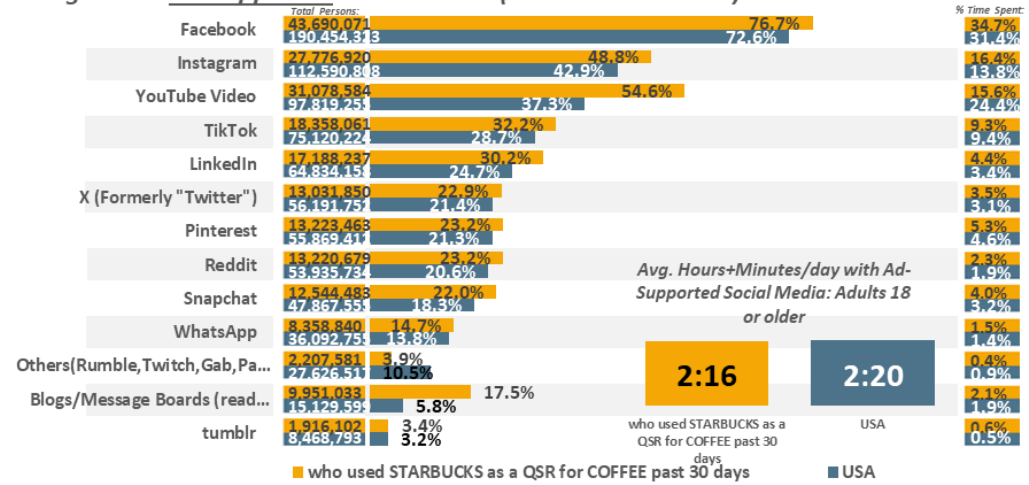
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



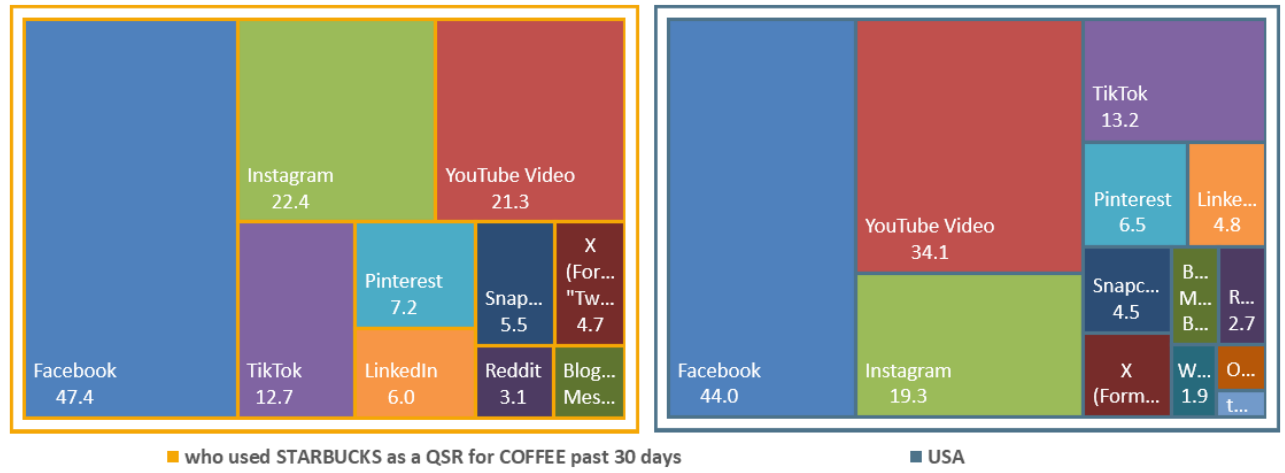
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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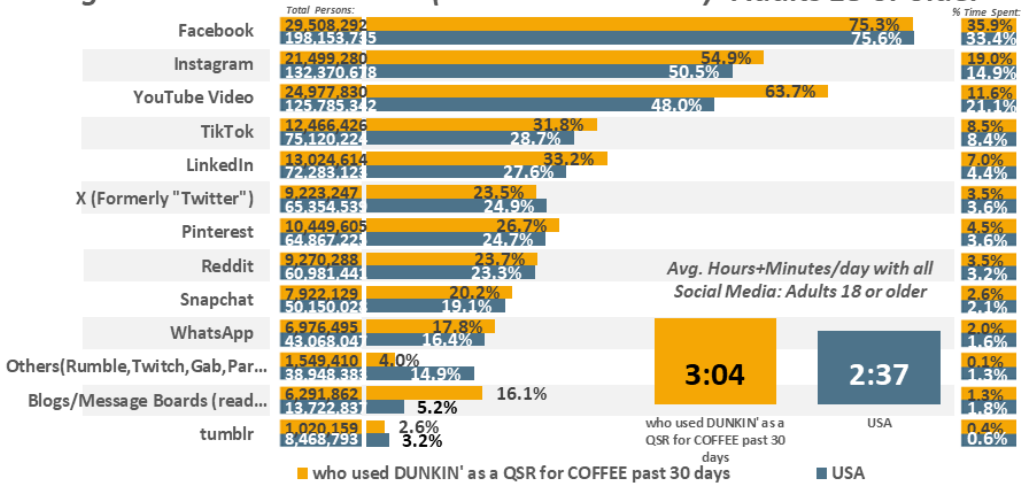
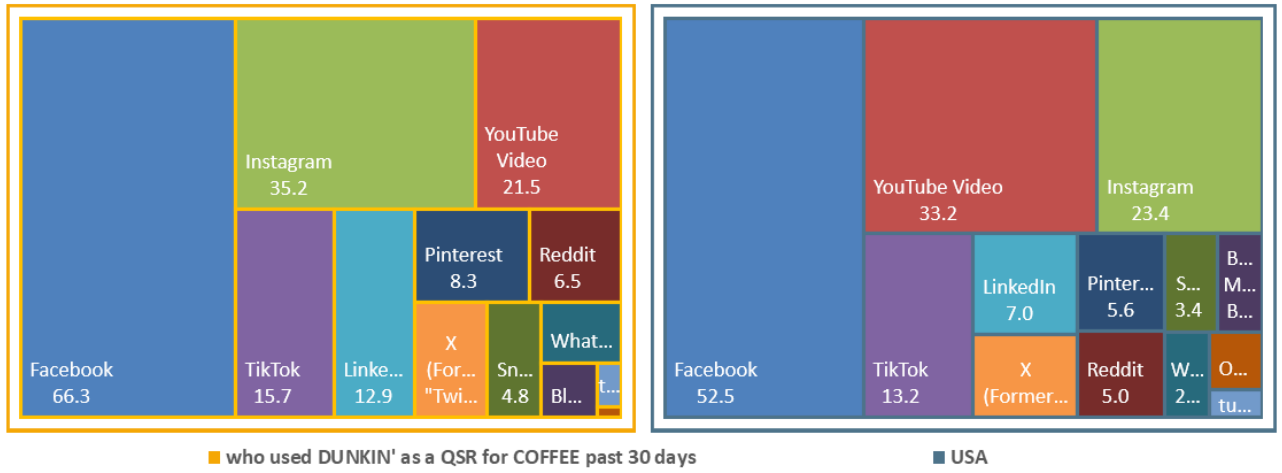
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

29,508,292 or 75.3% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days use Ad-Supported Facebook for an average of 63.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

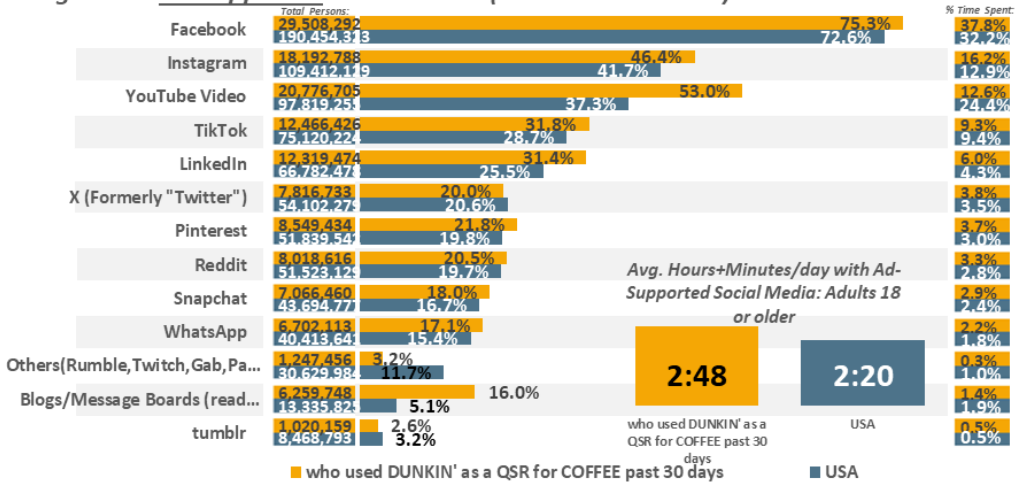
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



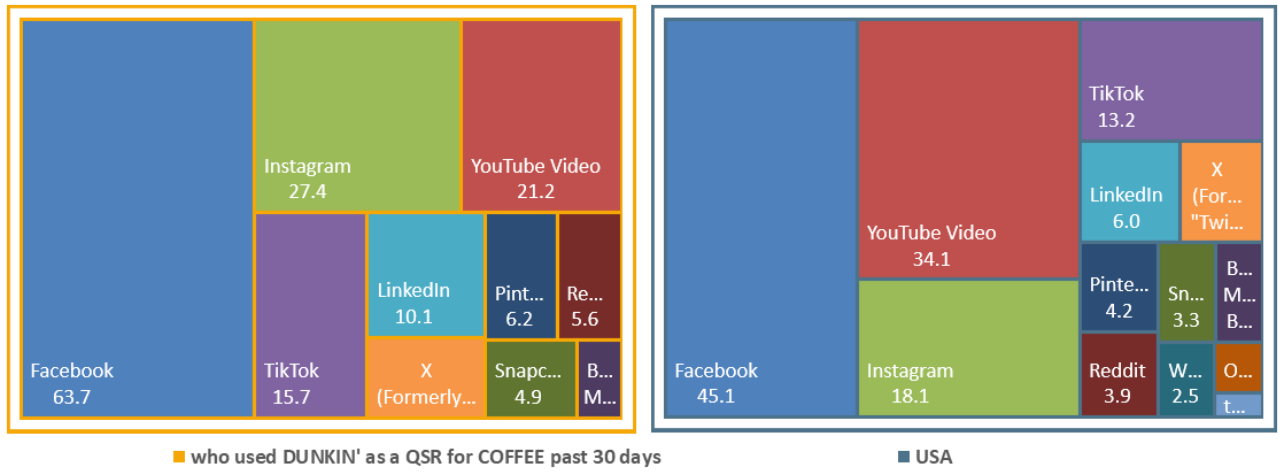
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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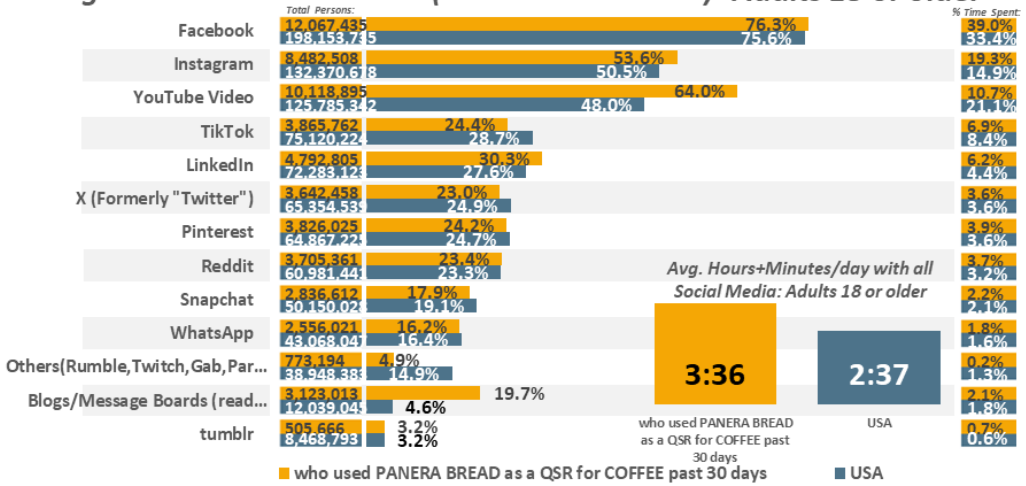
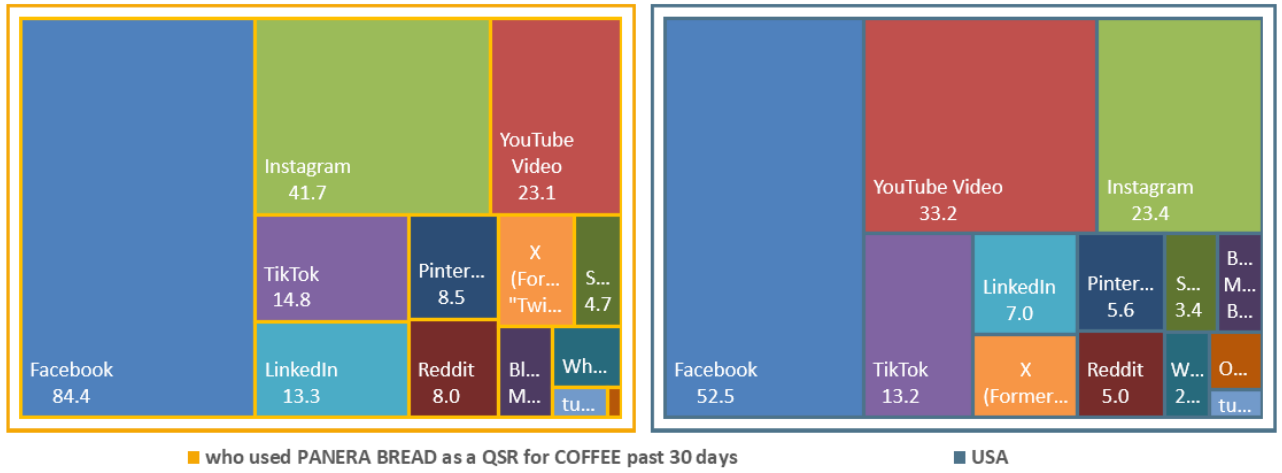
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

12,067,435 or 76.3% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days use Ad-Supported Facebook for an average of 77.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Social Media.

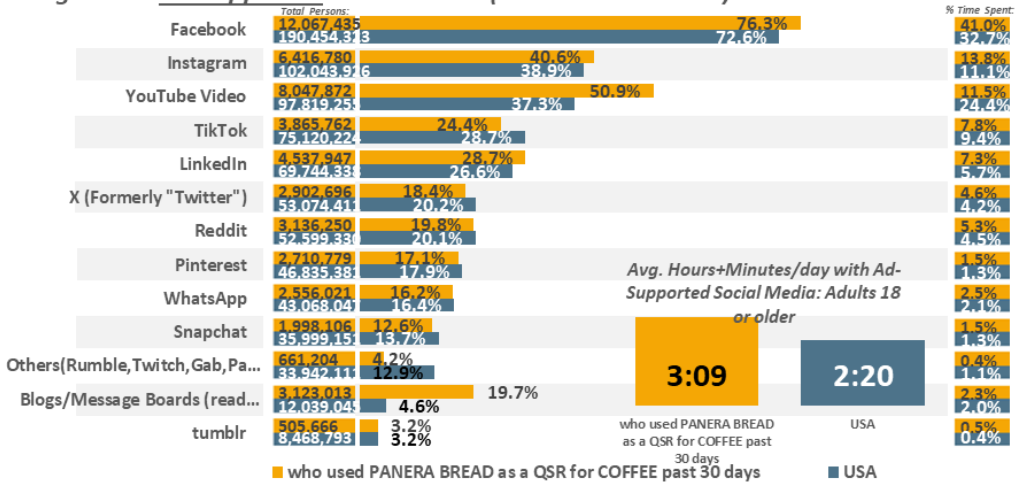
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



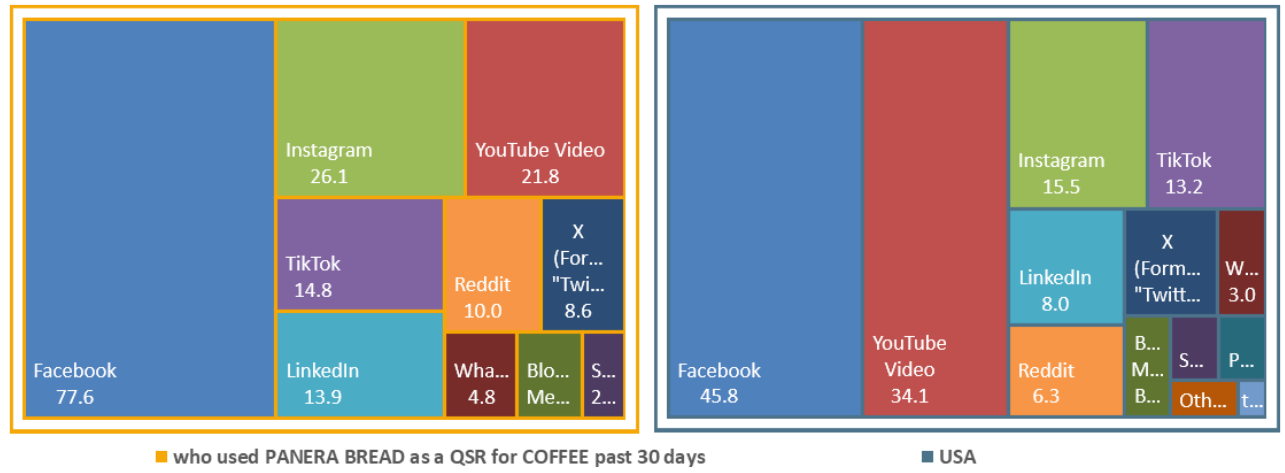
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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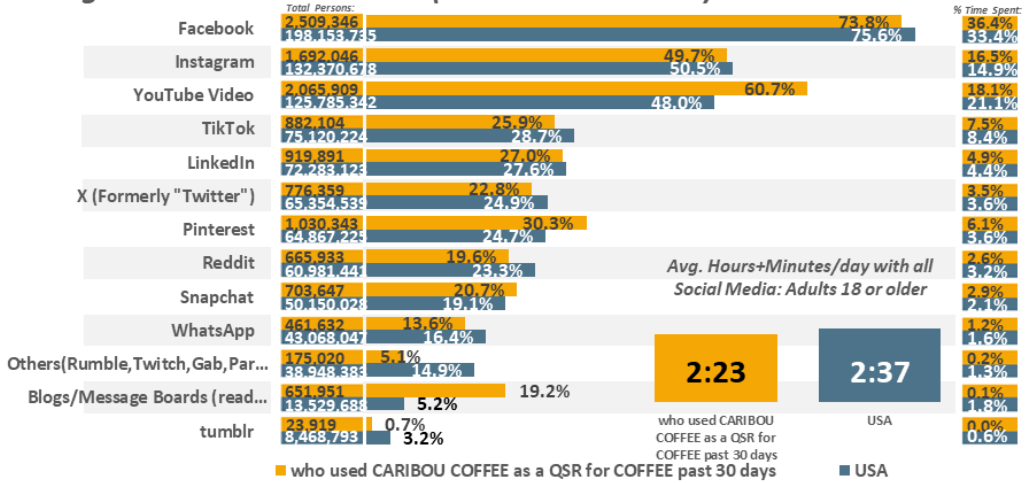
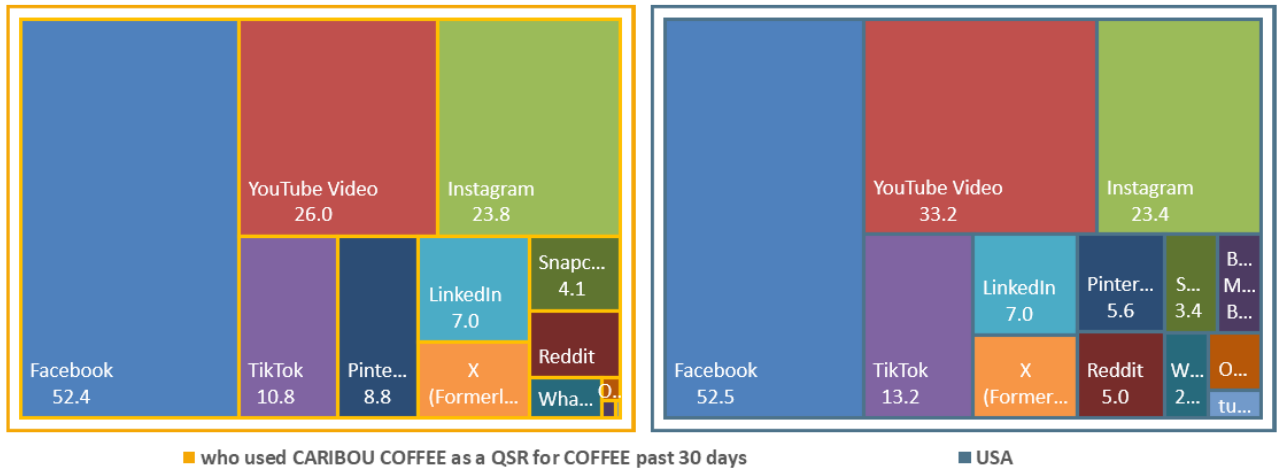
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

2,509,346 or 73.8% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days use Ad-Supported Facebook for an average of 48. minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

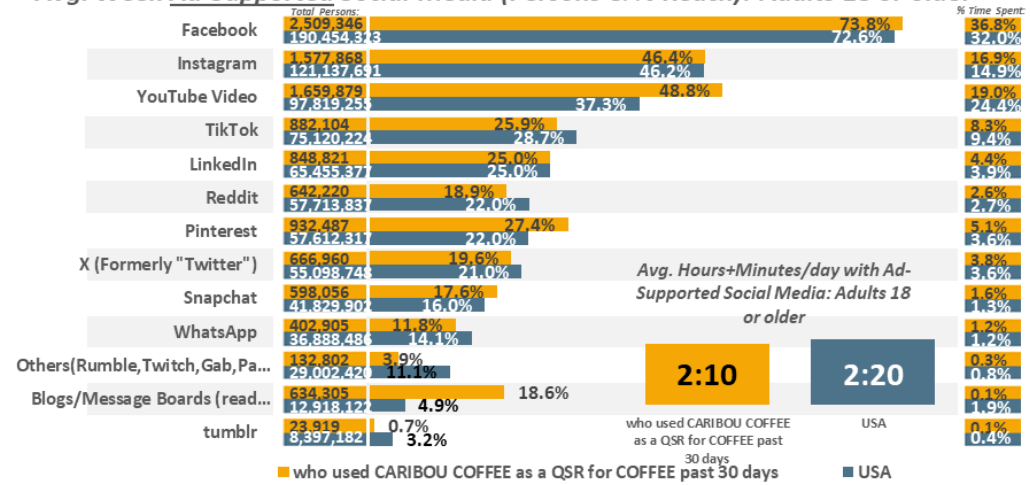
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



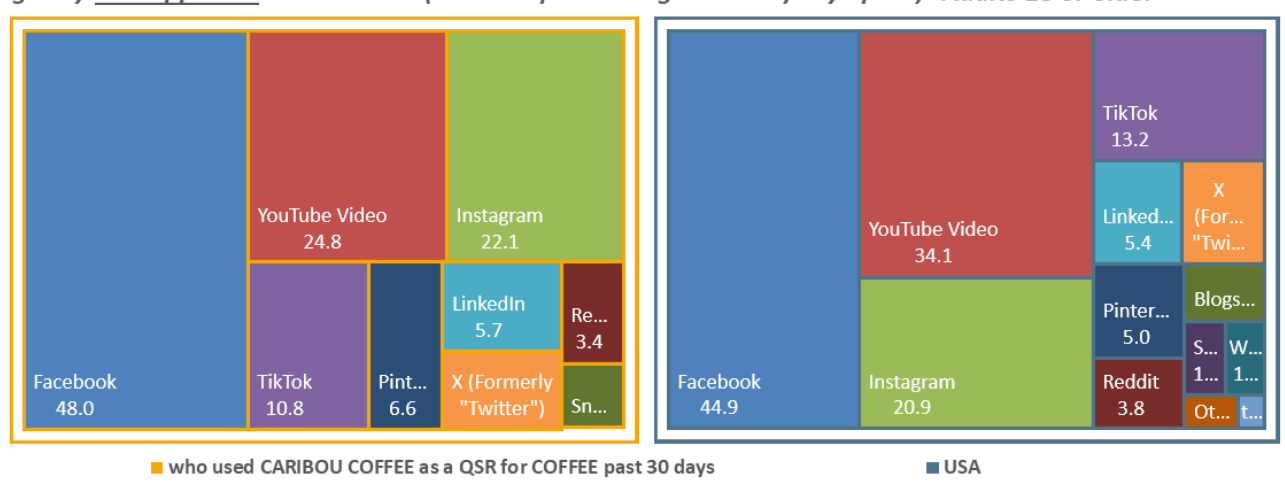
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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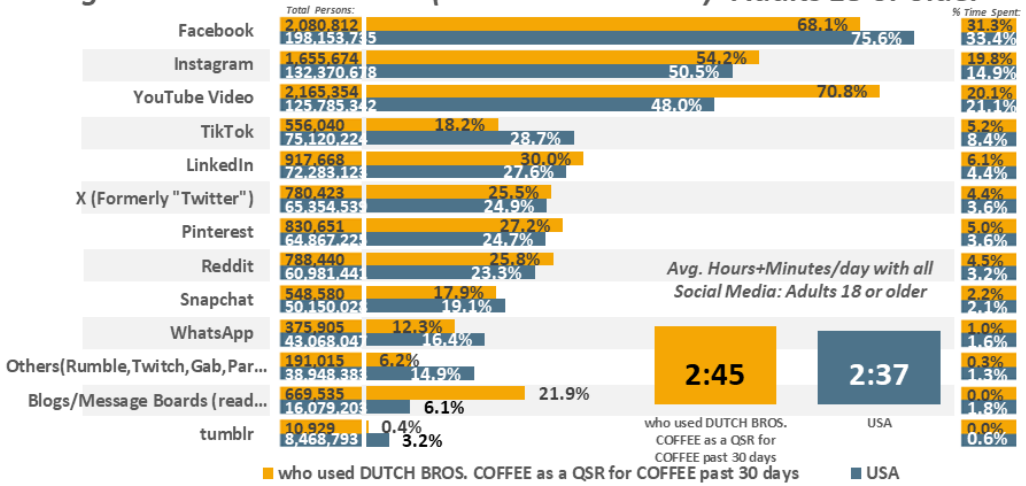
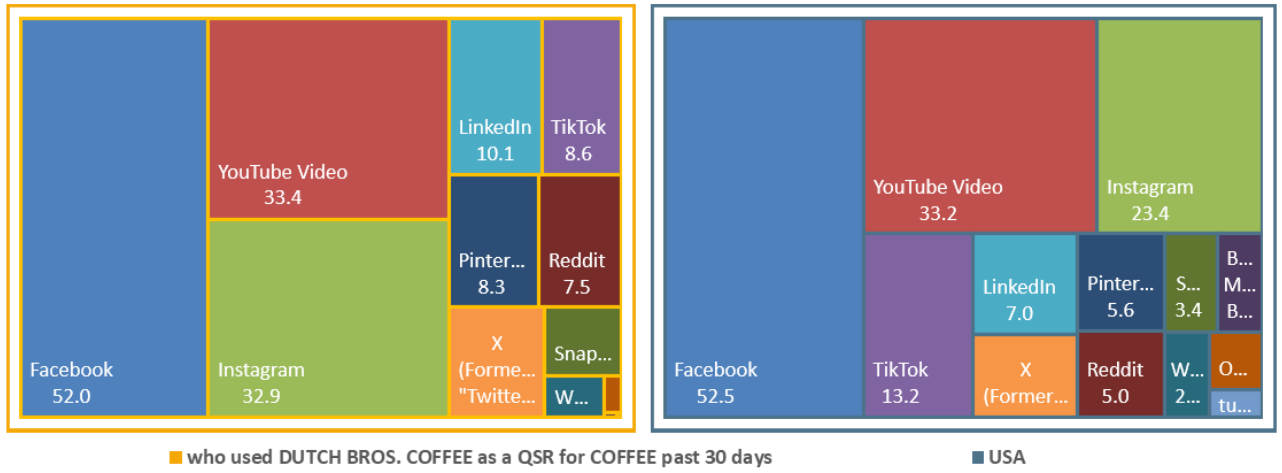
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

2,080,812 or 68.1% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days use Ad-Supported Facebook for an average of 48.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

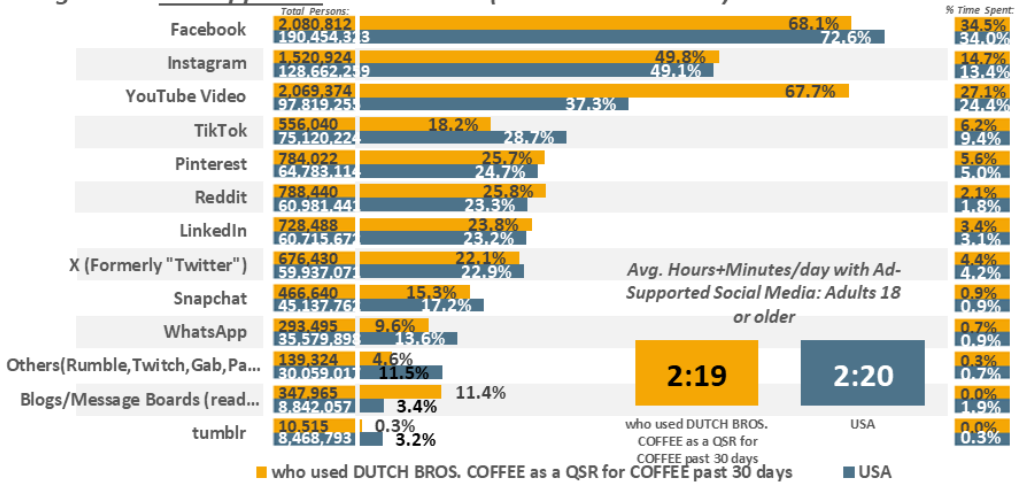
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



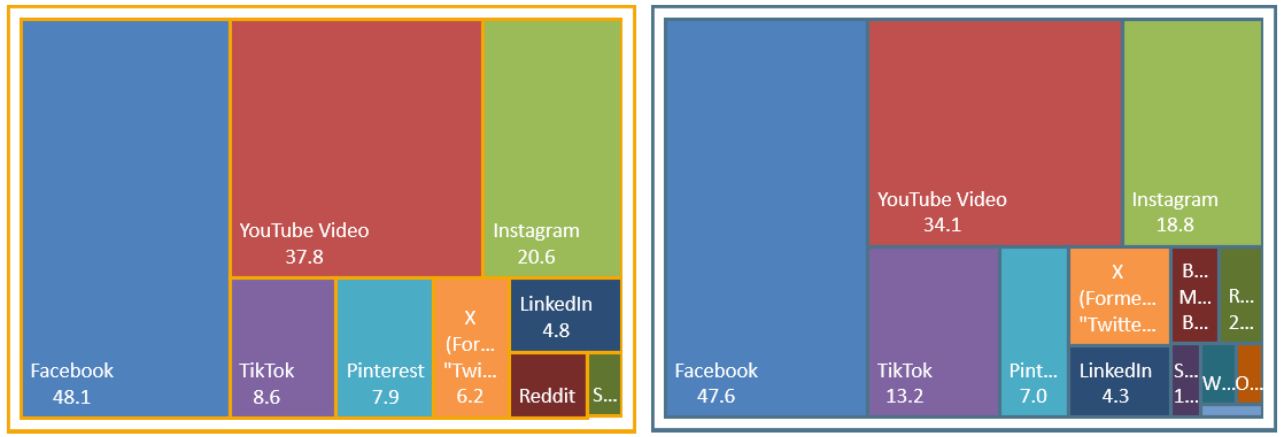
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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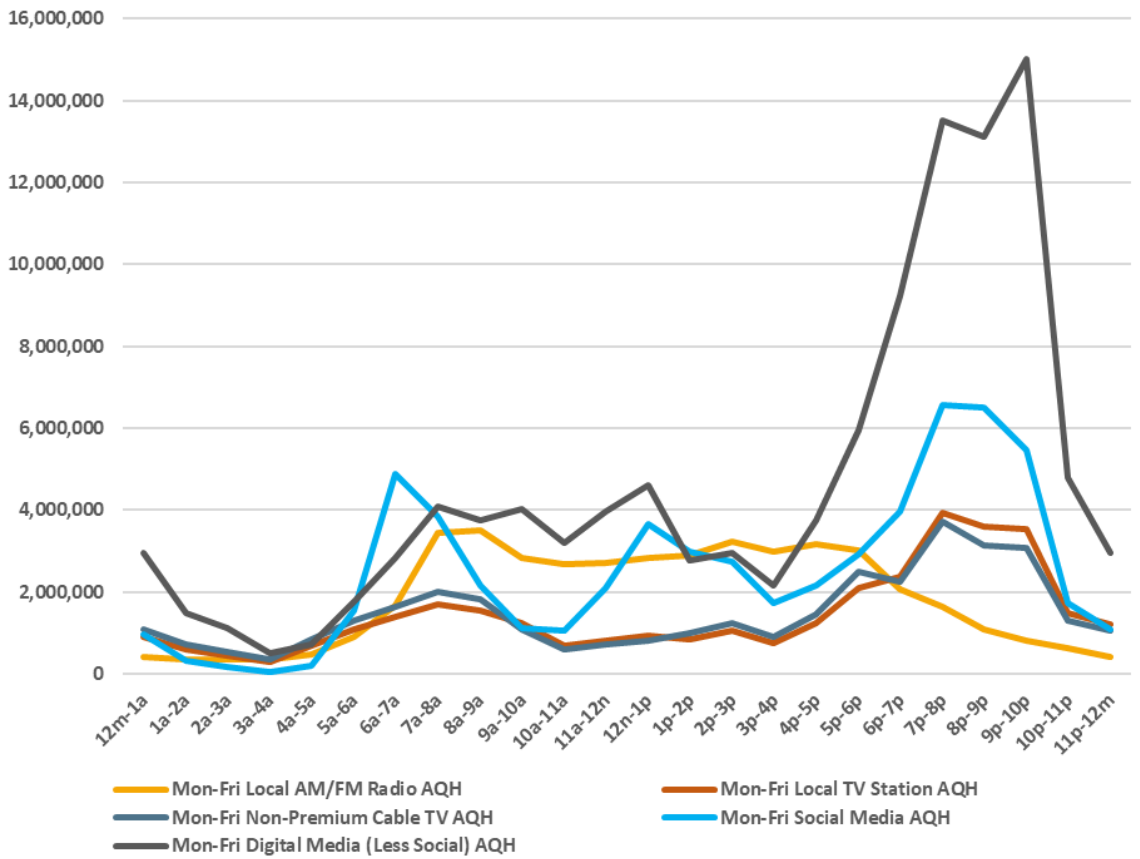
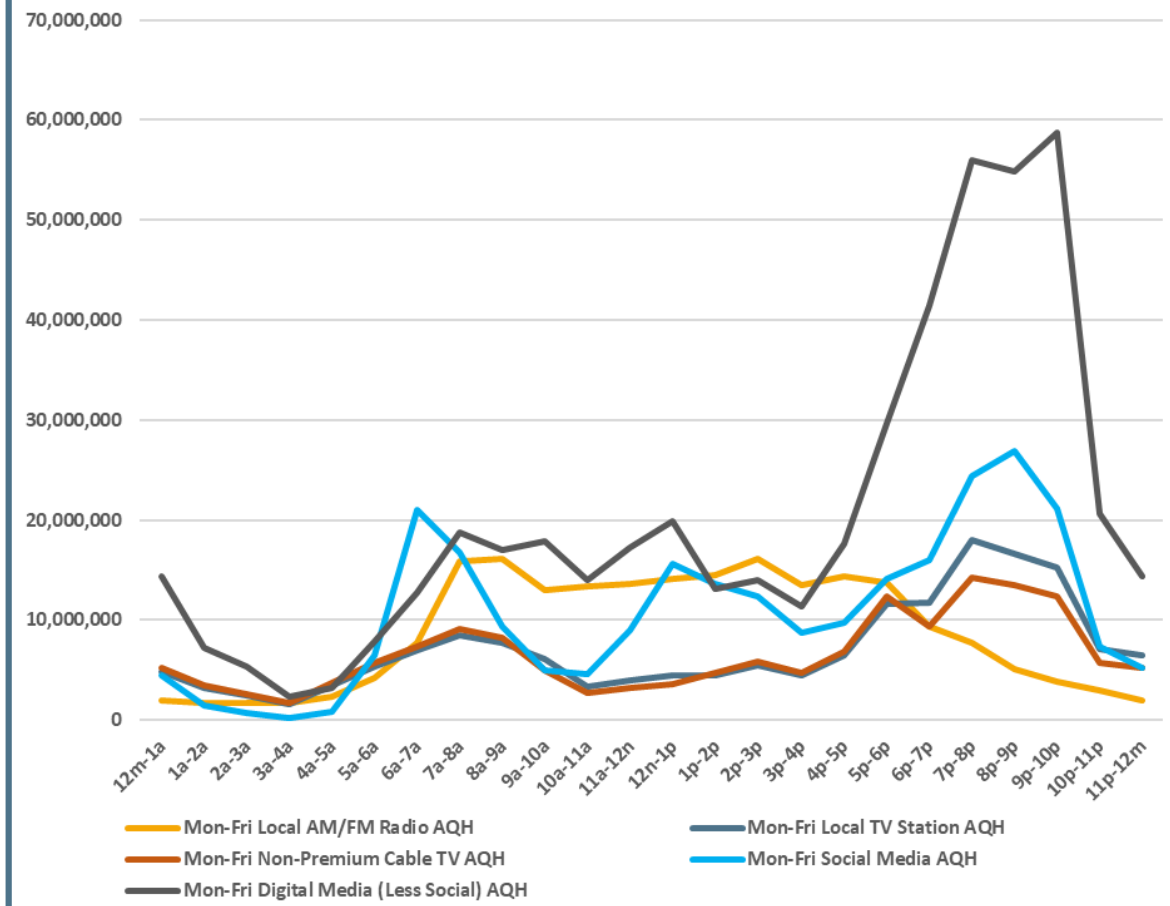
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,100,973; Local Radio: 2,849,093; Social Media: 2,723,756; Non-Prem. Cable: 1,391,010; Local TV: 1,286,058 reaching Adults 18 or older who used STARBUCKS as a QSR for CO

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days



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



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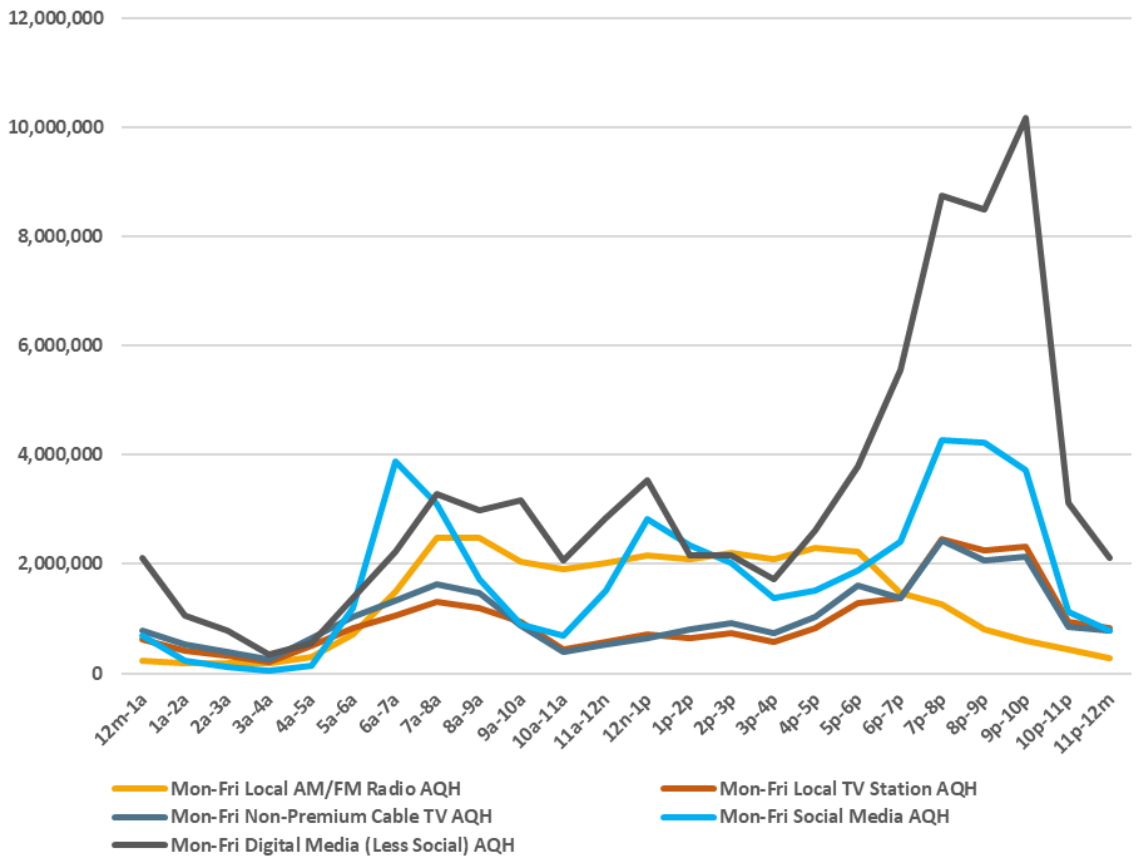
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

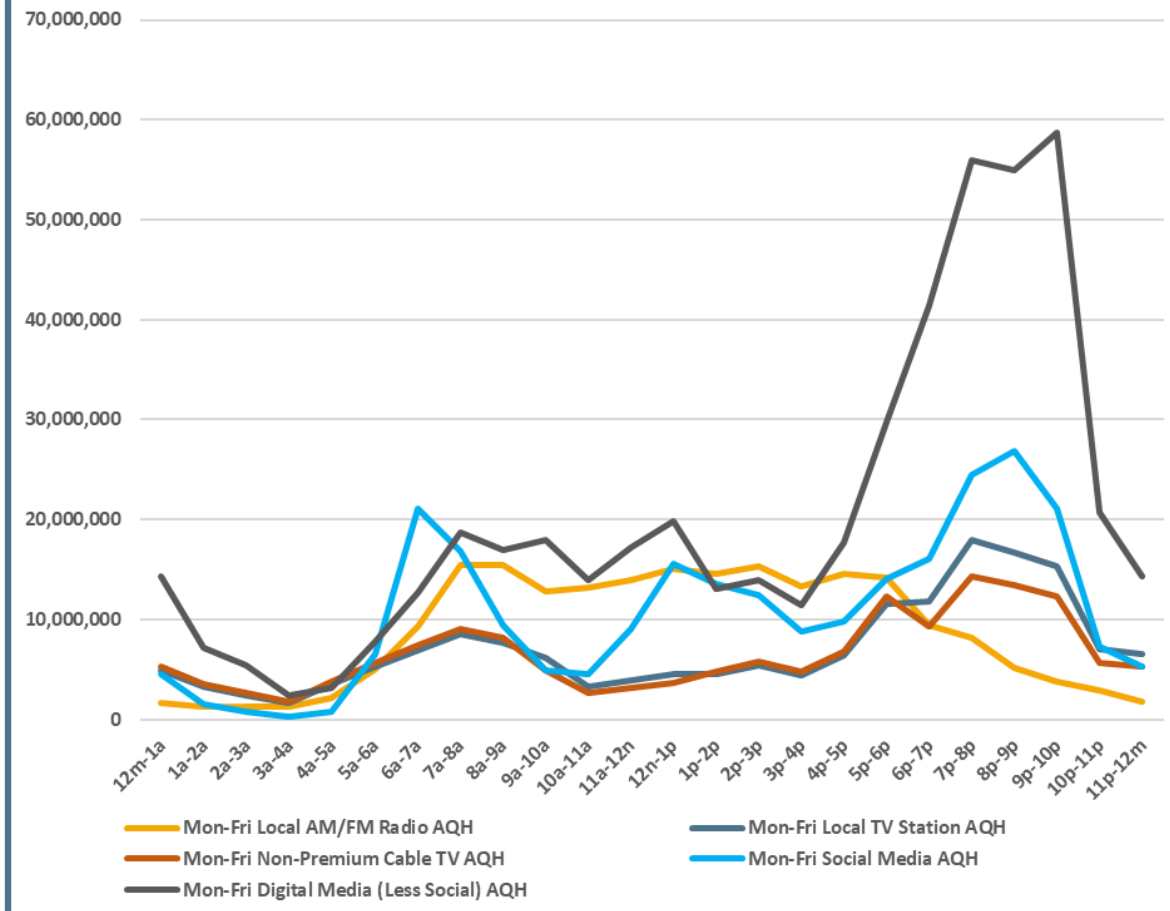
DUNKIN'

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,932,949; Local Radio: 2,070,152; Social Media: 2,013,899; Non-Prem. Cable: 1,026,613; Local TV: 897,870 reaching Adults 18 or older who used DUNKIN' as a QSR for COFFEE

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days



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



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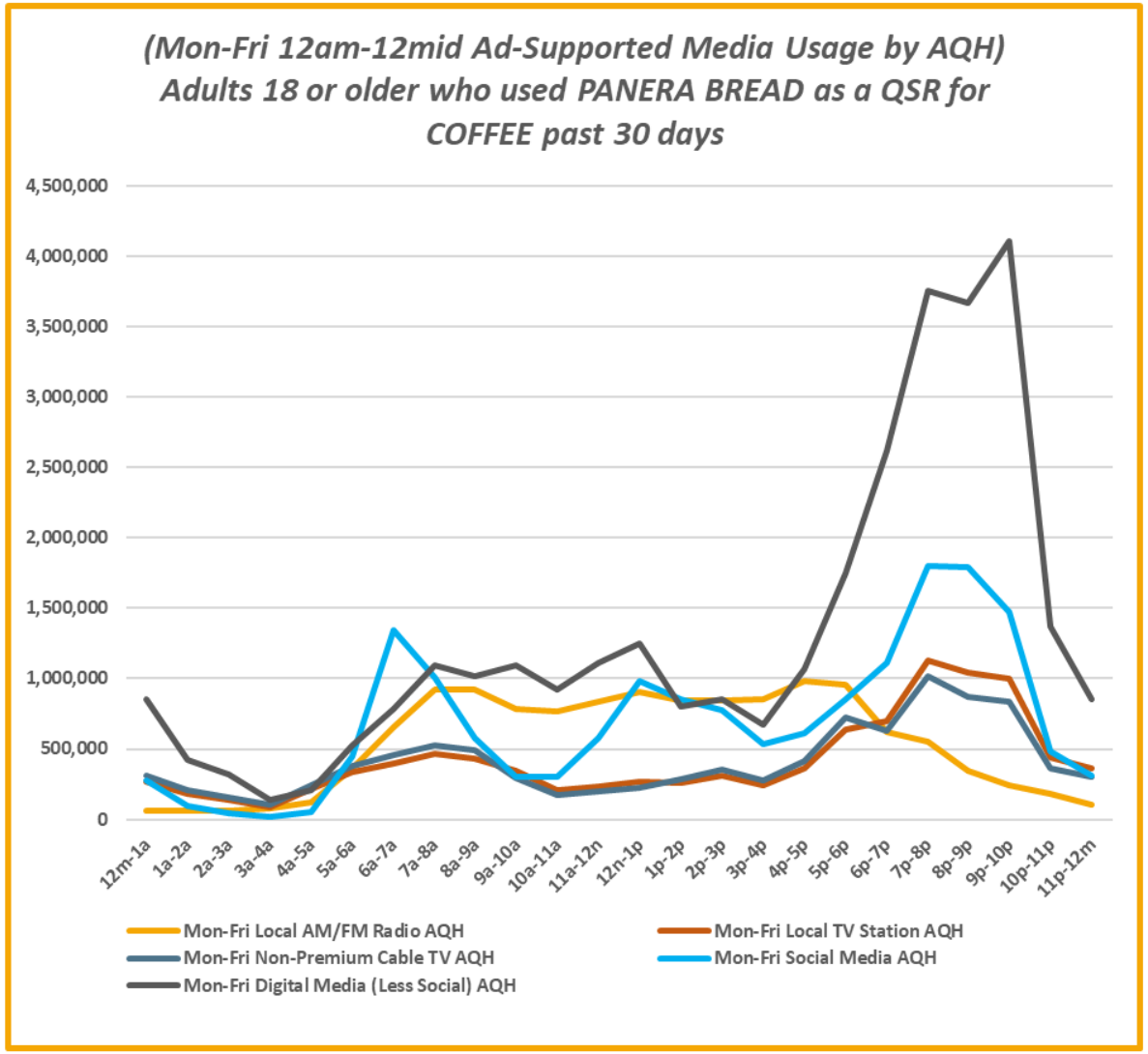
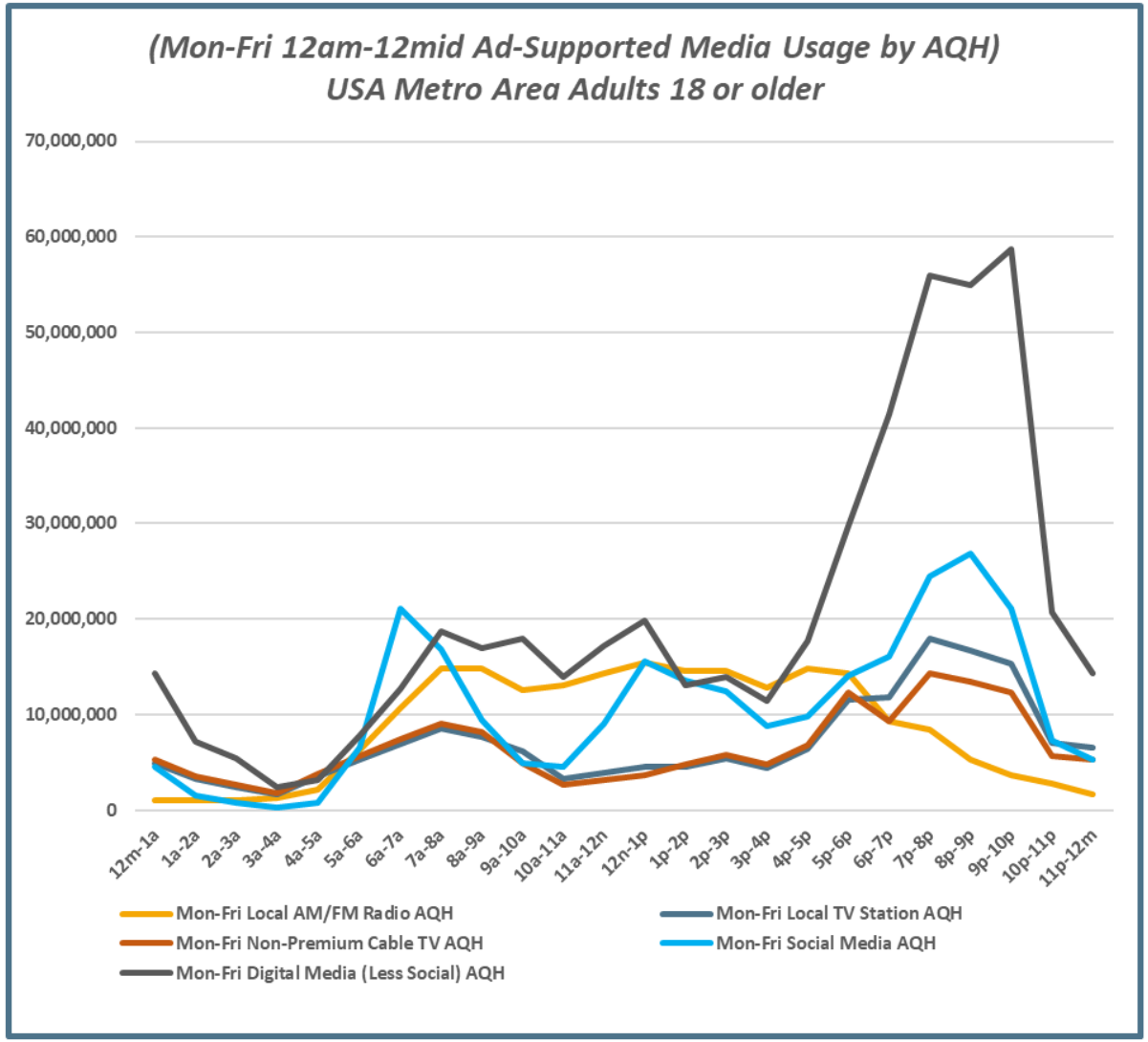
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,157,616; Local Radio: 837,421; Social Media: 757,434; Non-Prem. Cable: 387,643; Local TV: 373,752 reaching Adults 18 or older who used PANERA BREAD as a QSR for COFFEE





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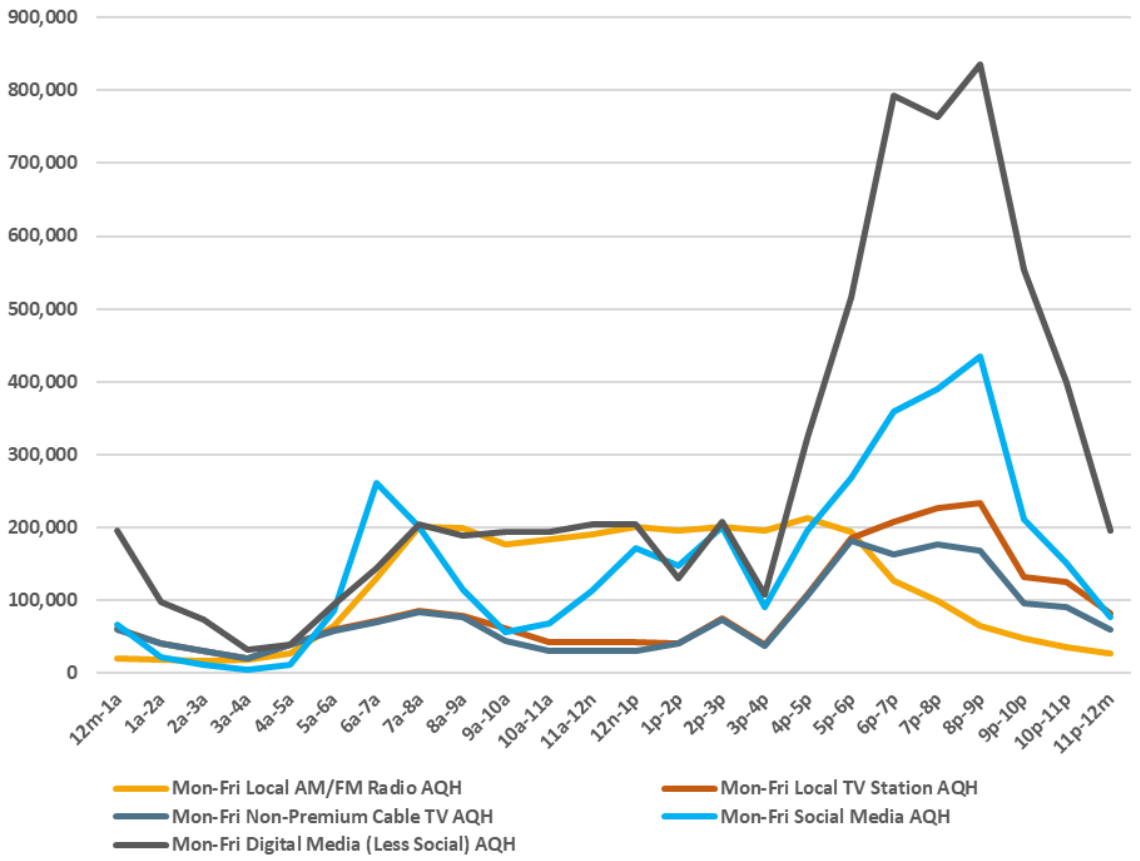
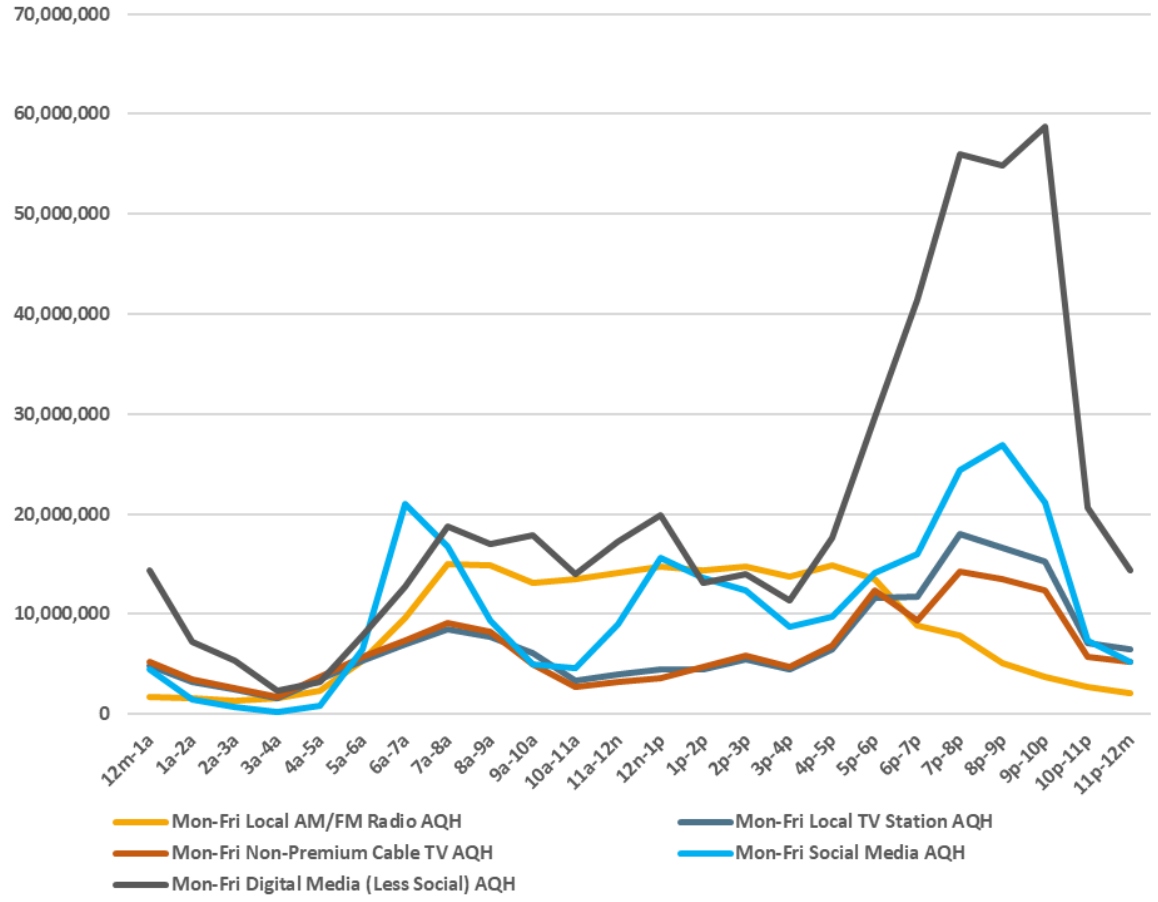
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 262,033; Local Radio: 185,066; Social Media: 172,651; Local TV: 83,009; Non-Prem. Cable: 74,471 reaching Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days



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



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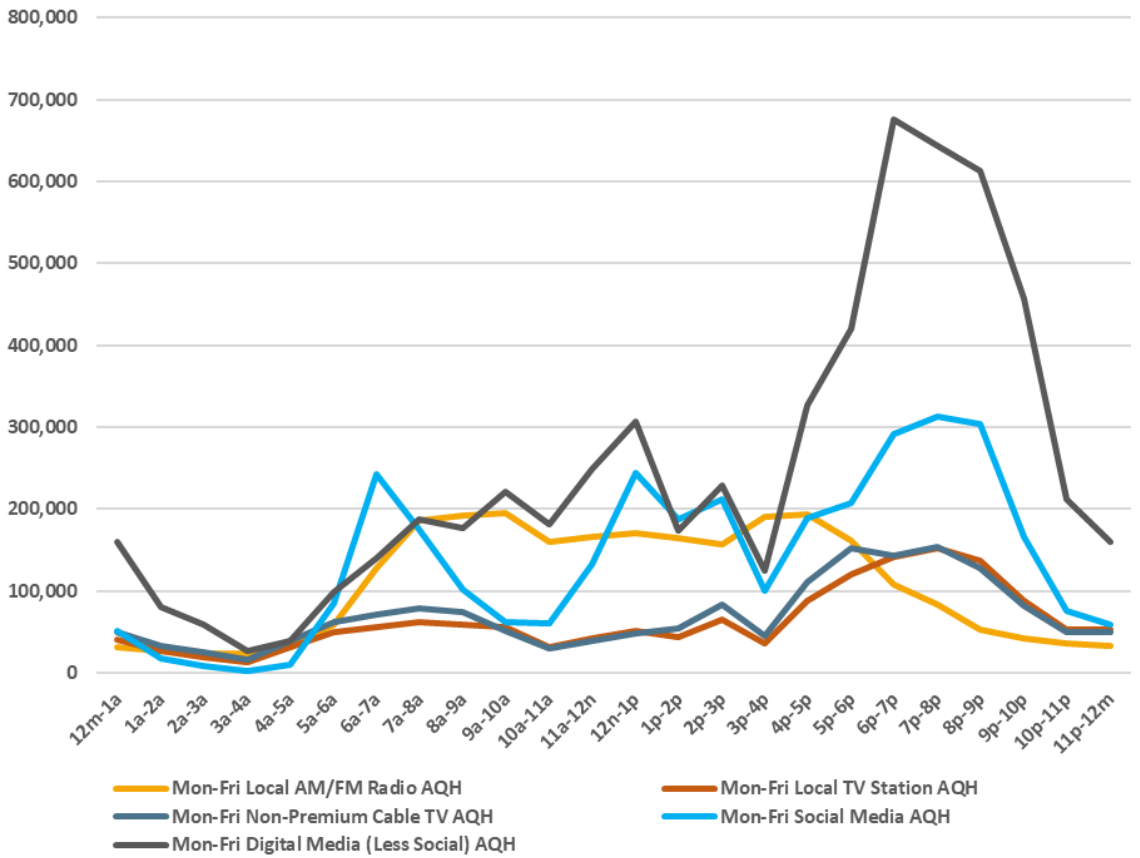
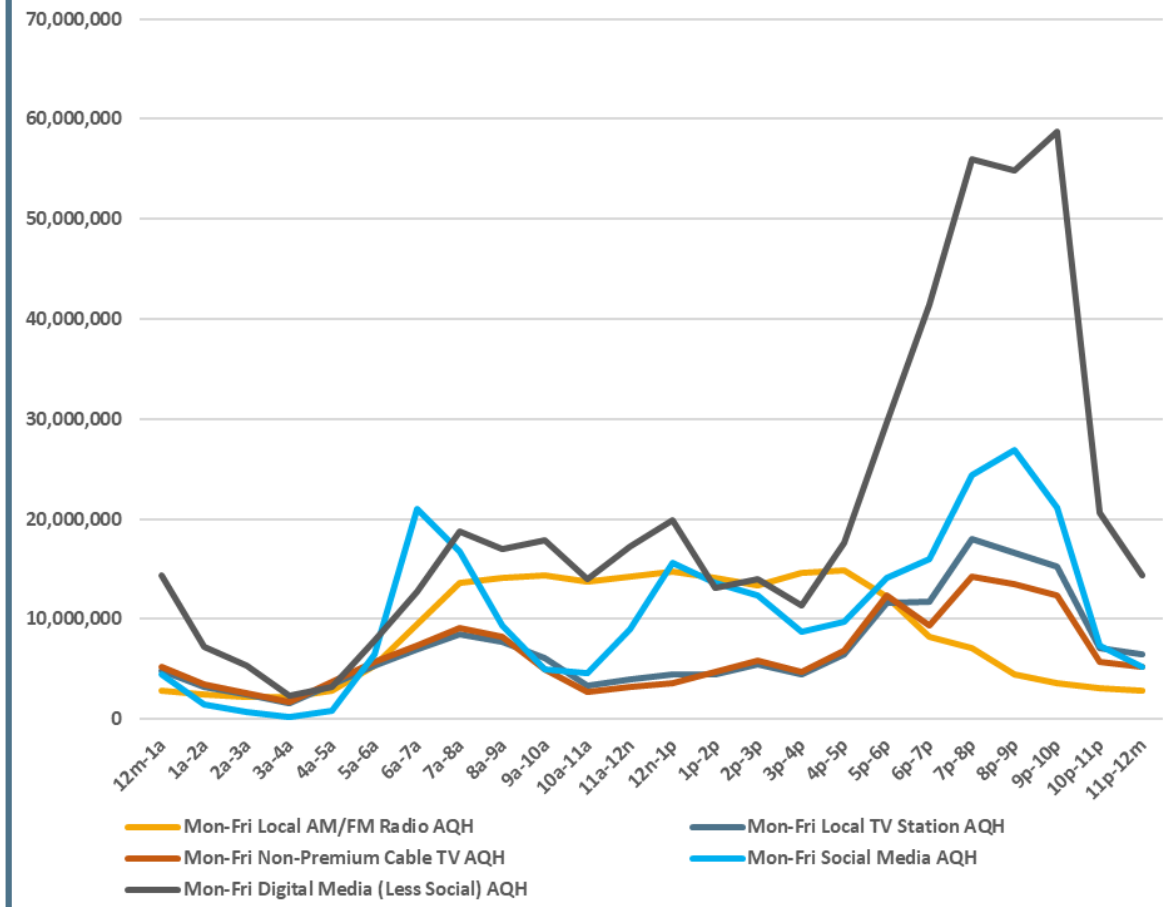
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 262,403; Social Media: 169,769; Local Radio: 167,251; Non-Prem. Cable: 75,565; Local TV: 65,714 reaching Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFE

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days



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



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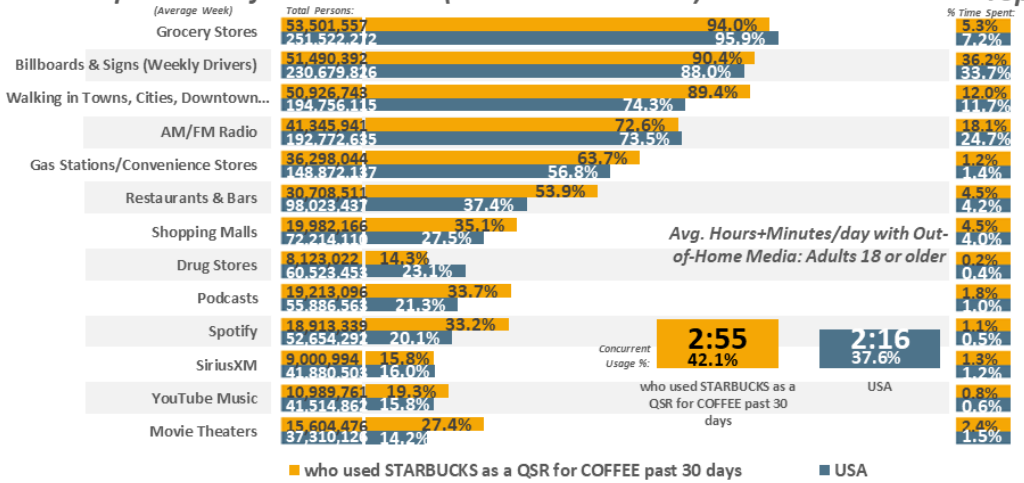
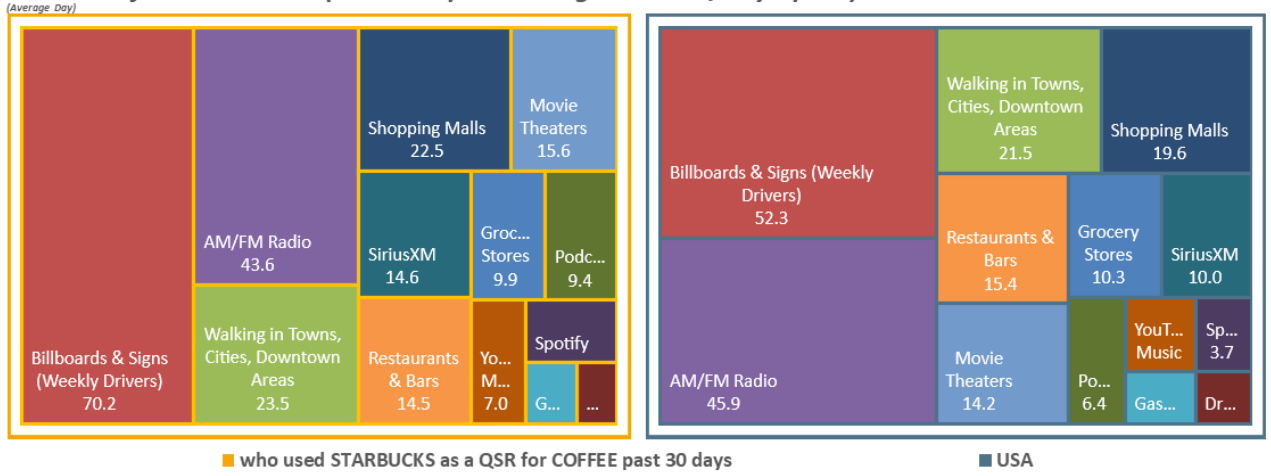
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

51,490,392 or 90.4% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days spend an average of 70.2 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minutes/da

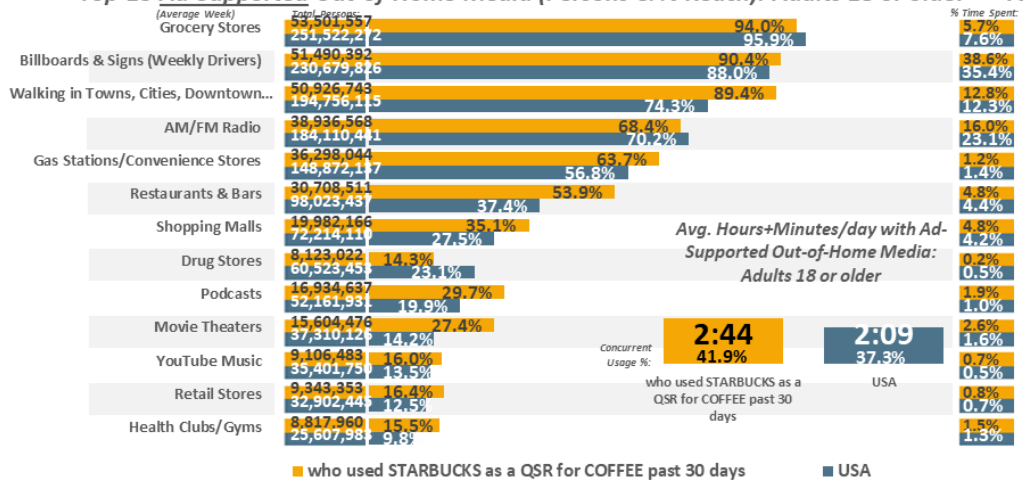
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



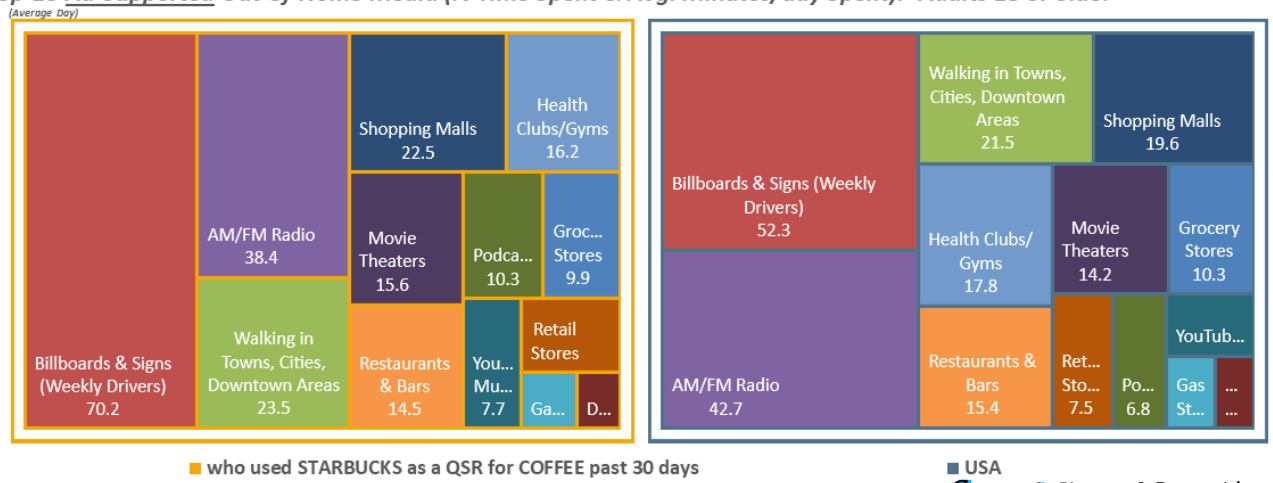
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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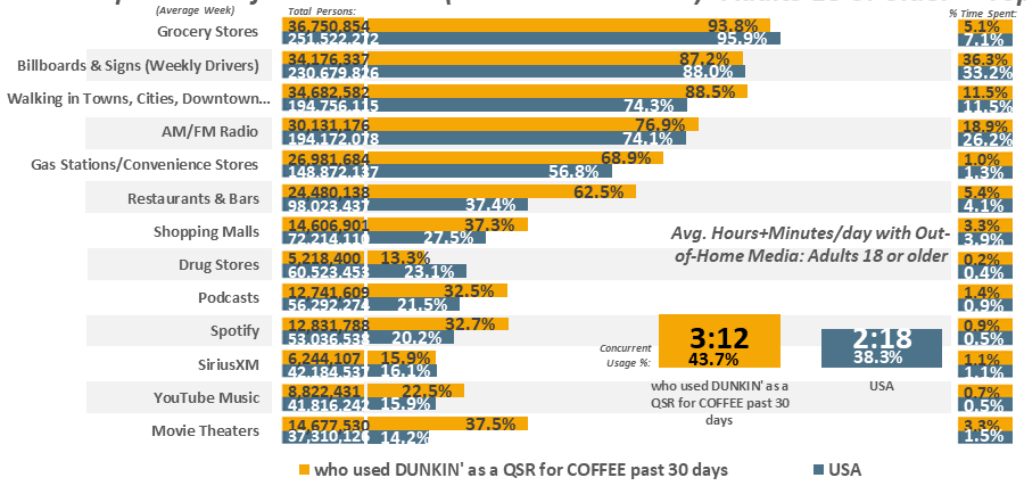
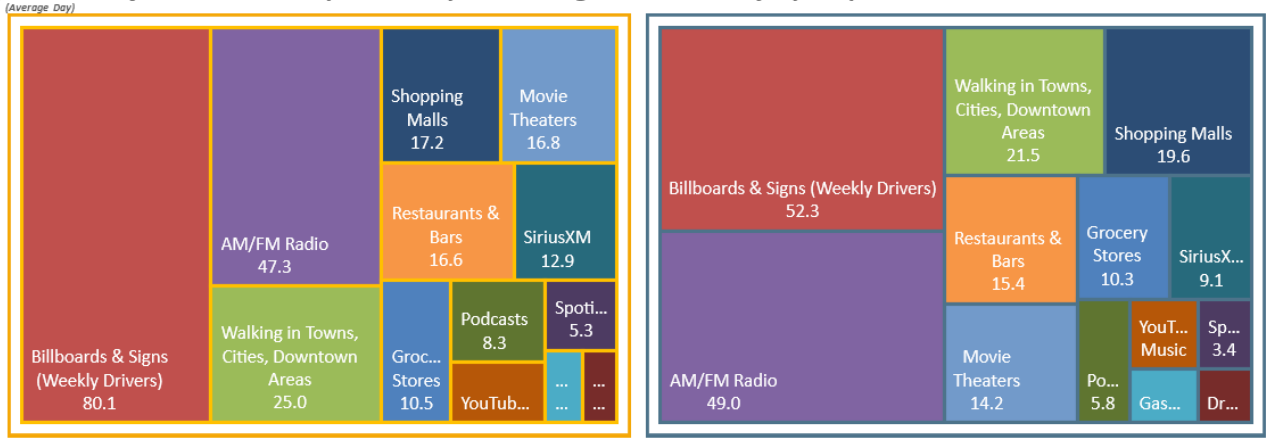
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

34,176,337 or 87.2% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days spend an average of 80.1 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day.

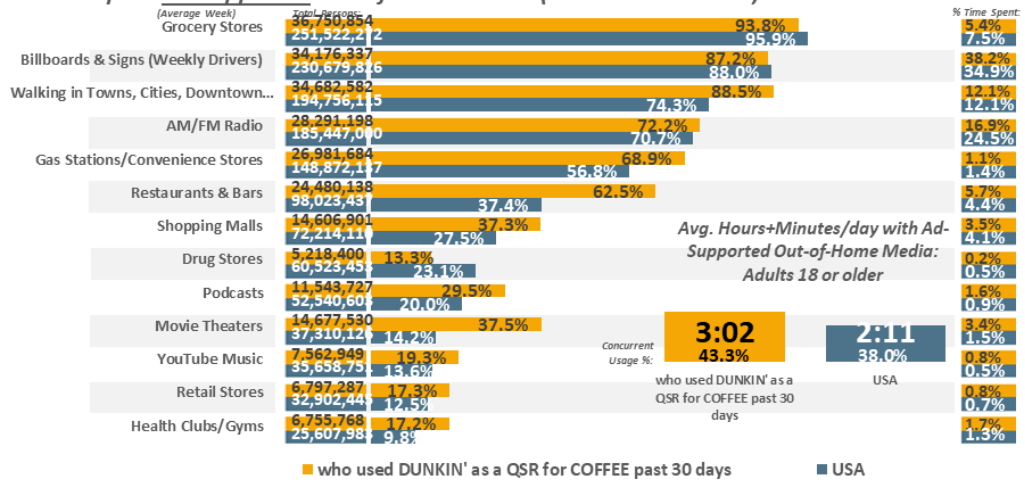
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



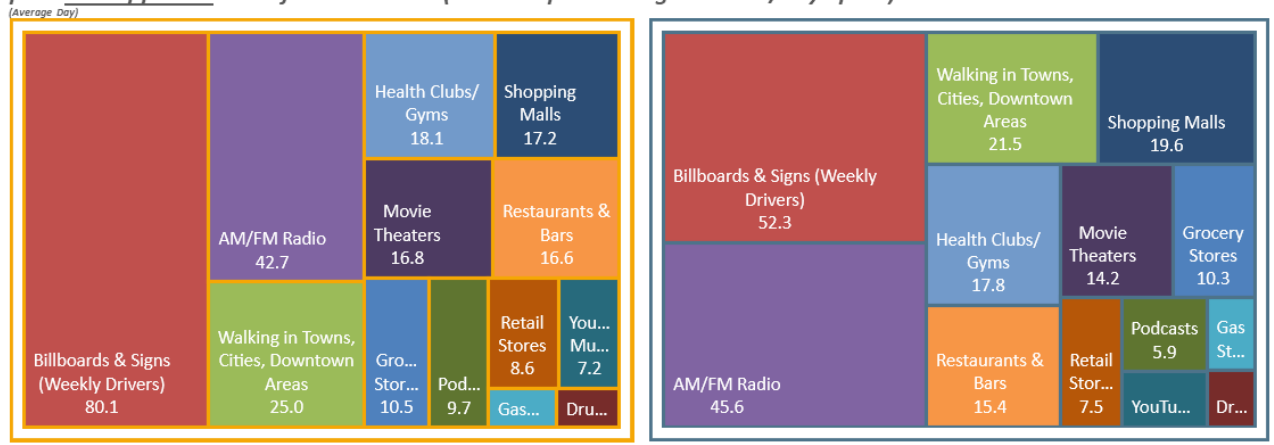
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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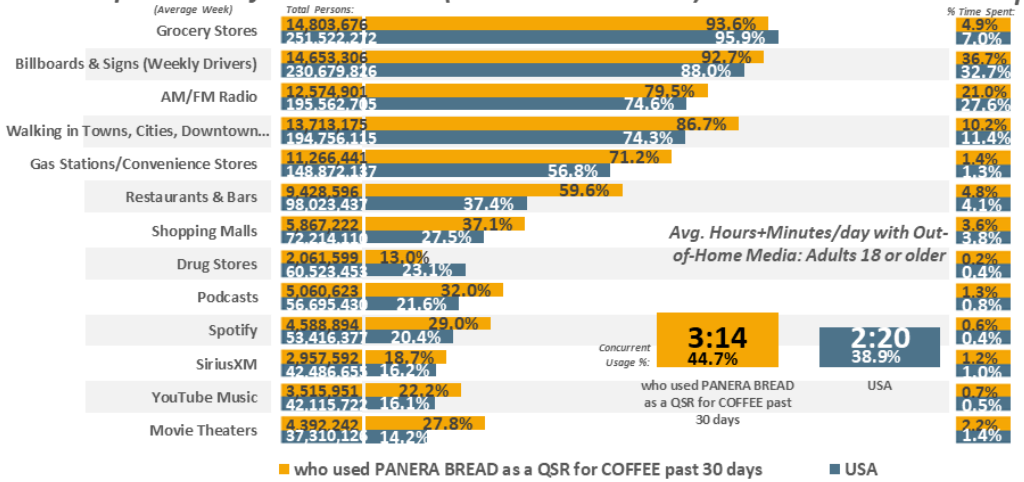
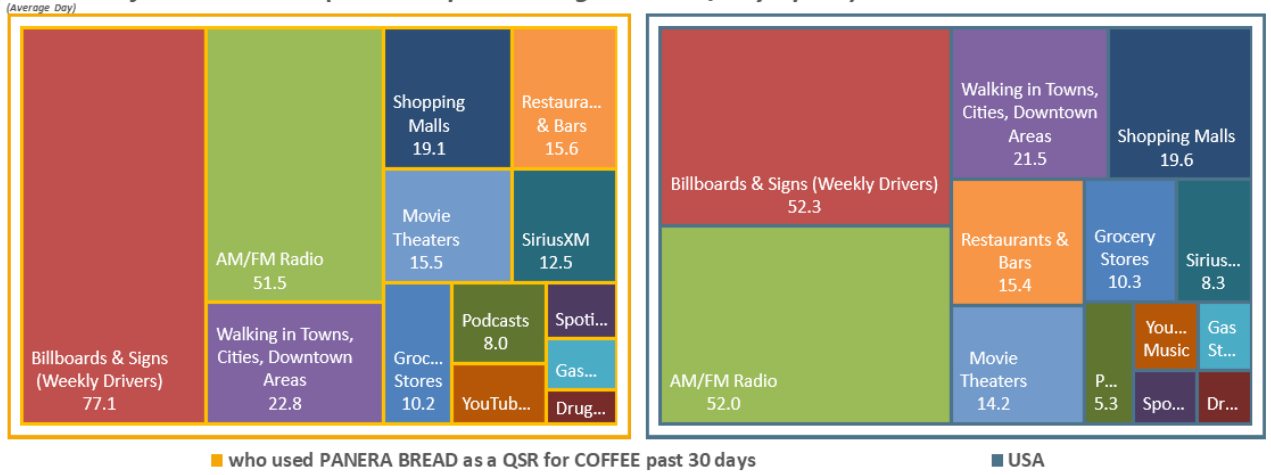
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

14,653,306 or 92.7% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days spend an average of 77.1 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes

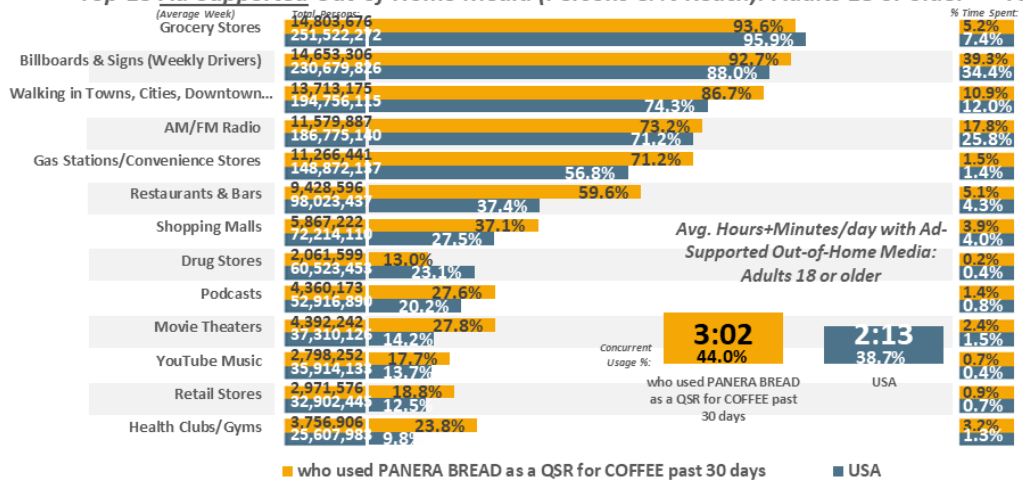
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



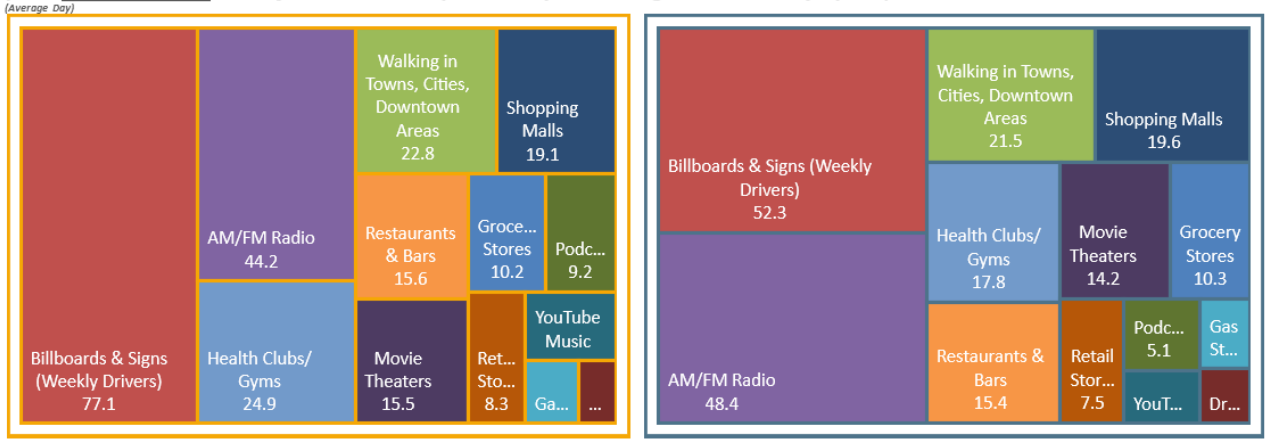
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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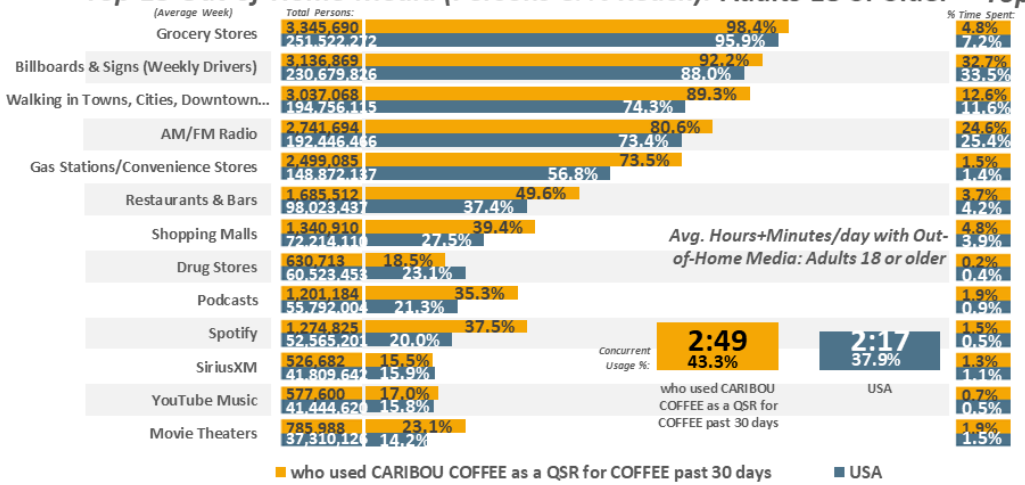
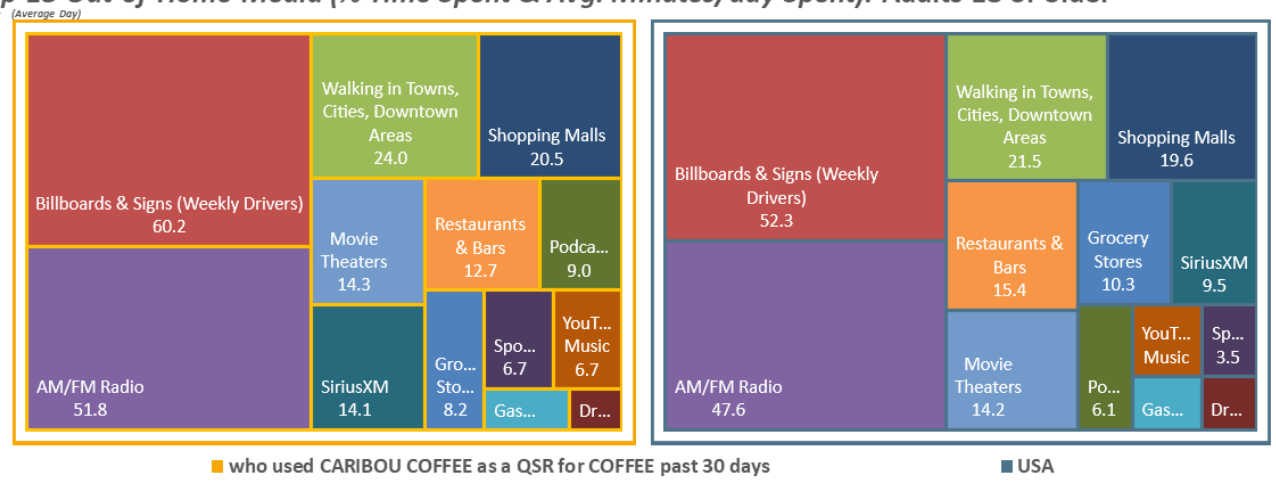
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

3,136,869 or 92.2% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days spend an average of 60.2 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minute

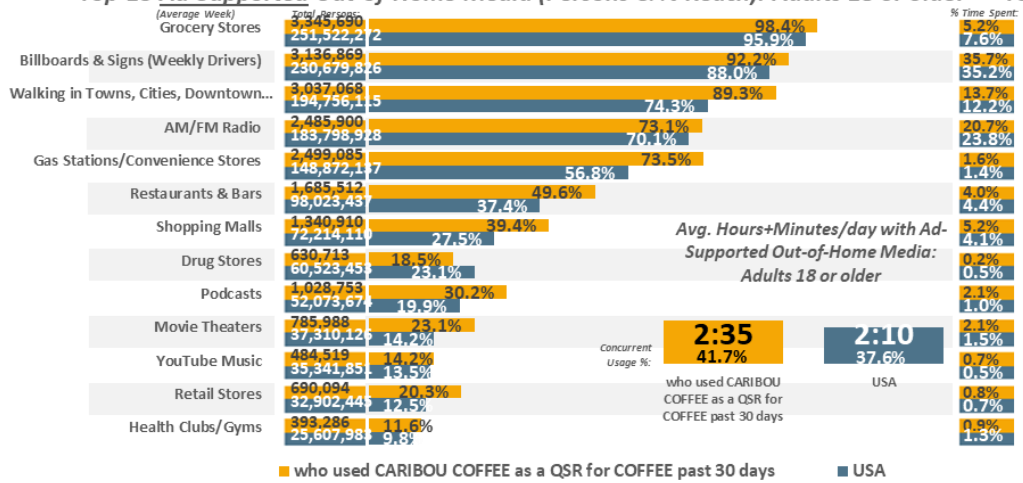
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



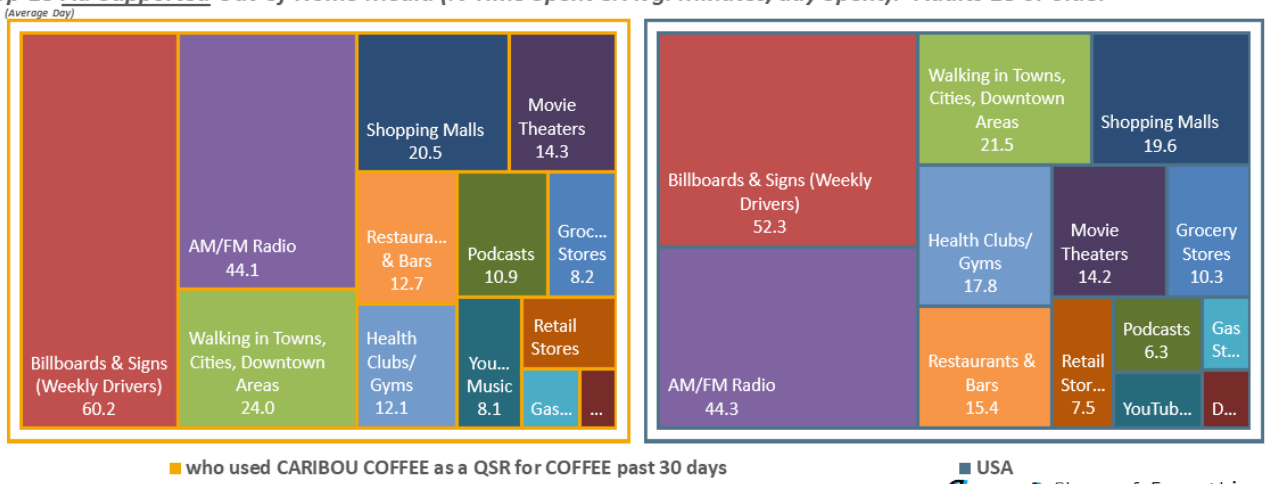
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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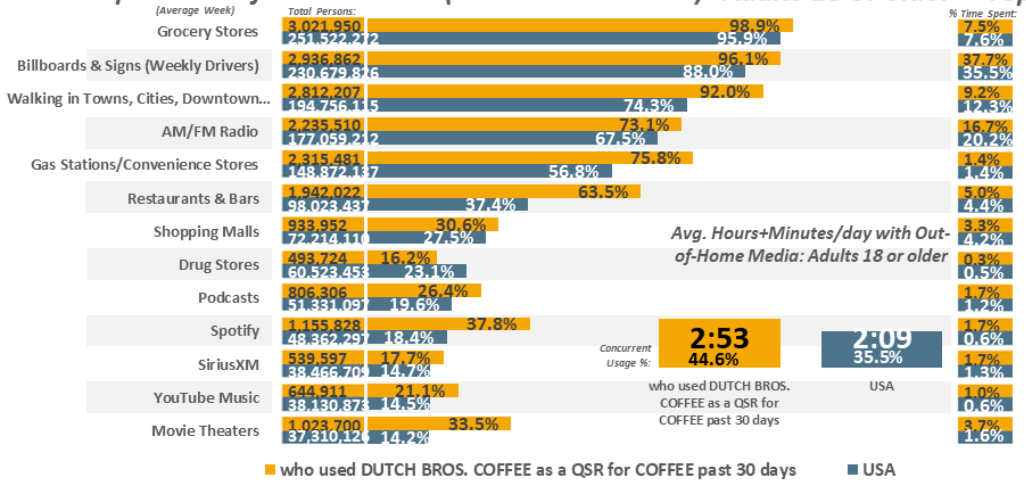
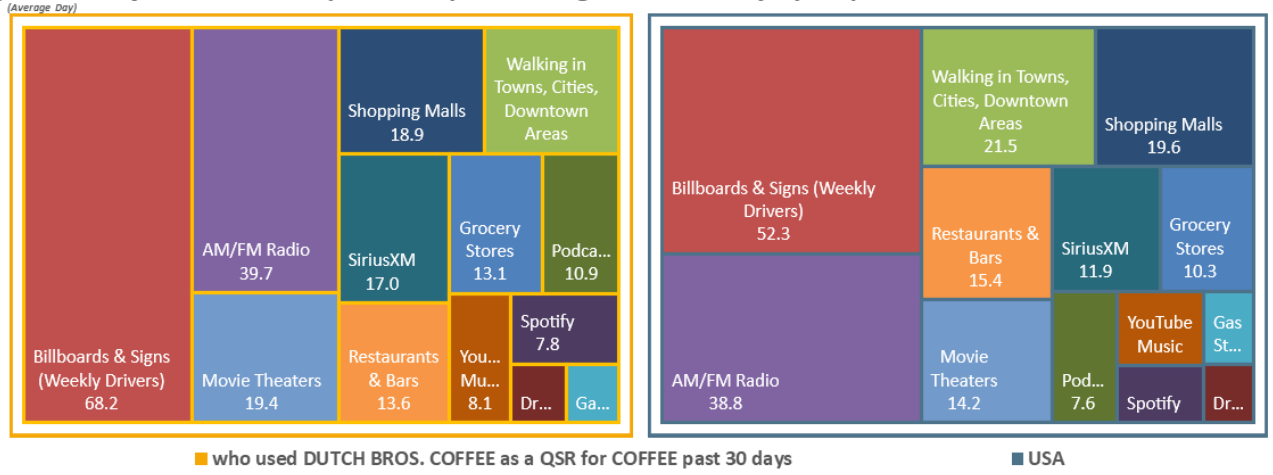
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

2,936,862 or 96.1% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days spend an average of 68.2 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 35.7 mi

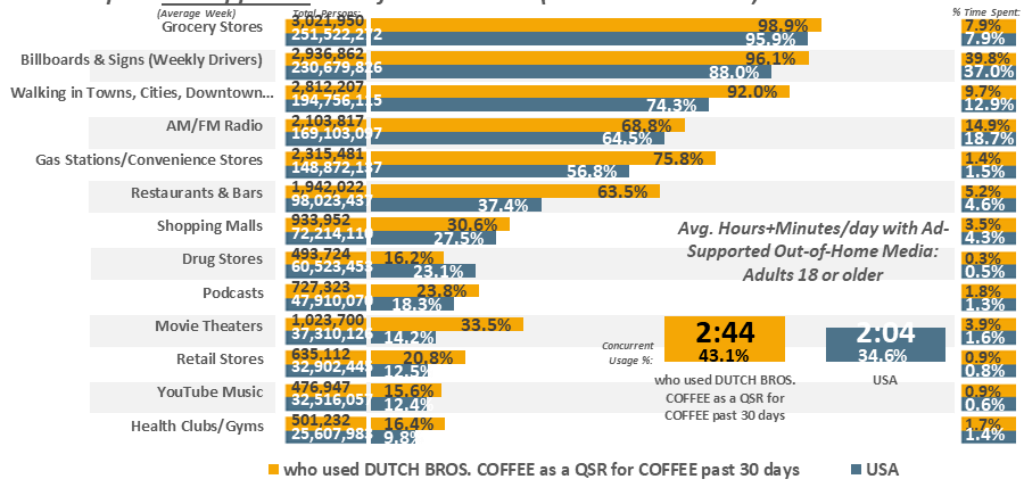
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



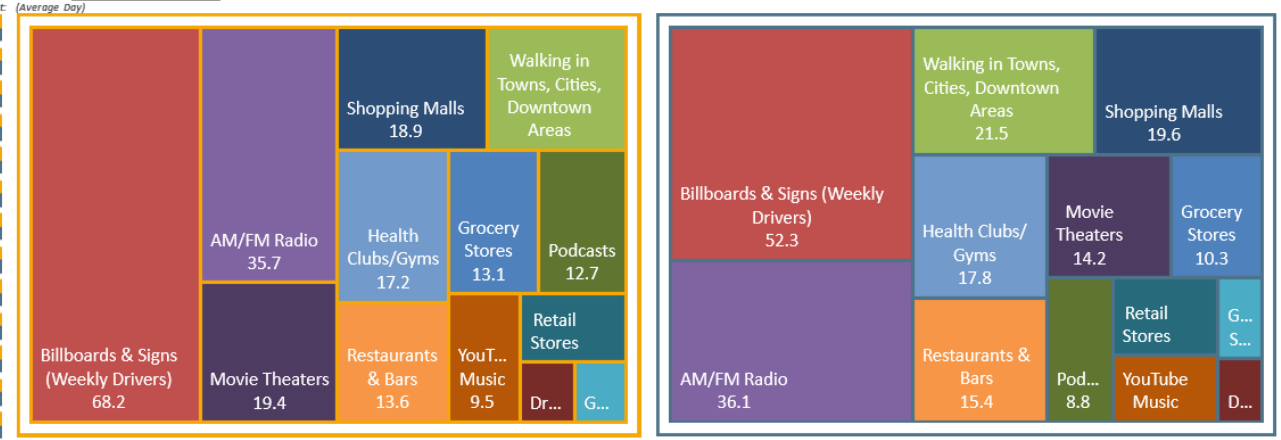
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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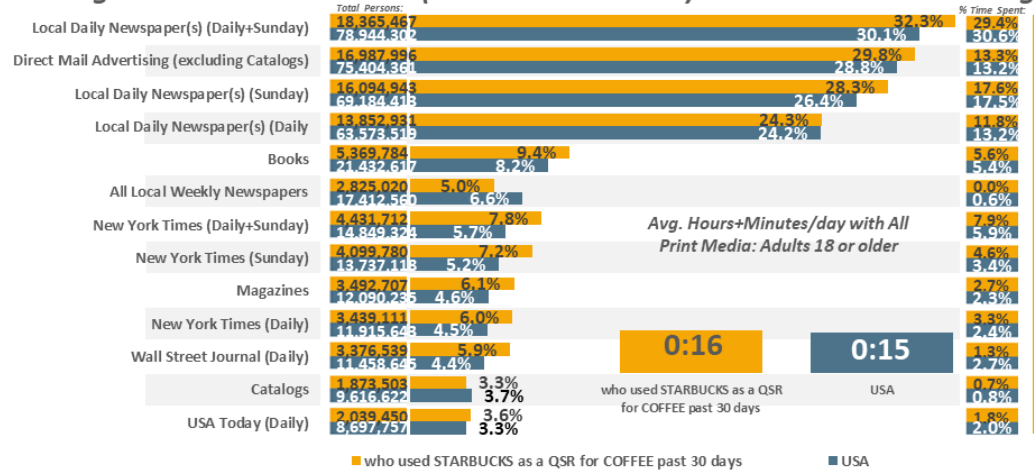
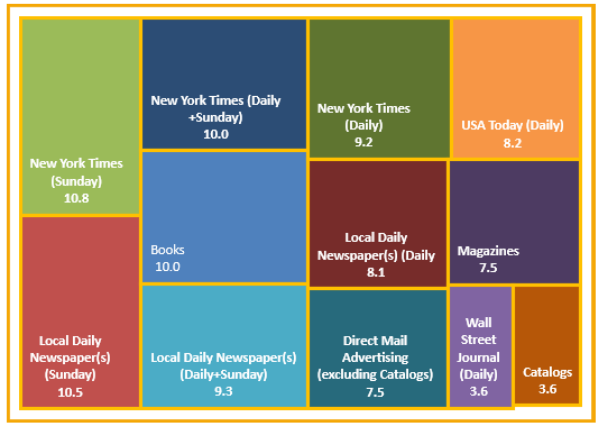
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee

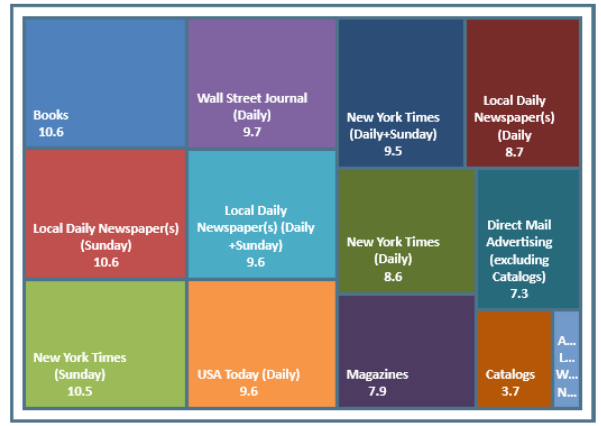
18,365,467 or 32.3% of Adults 18 or older who used STARBUCKS as a QSR for COFFEE past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

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

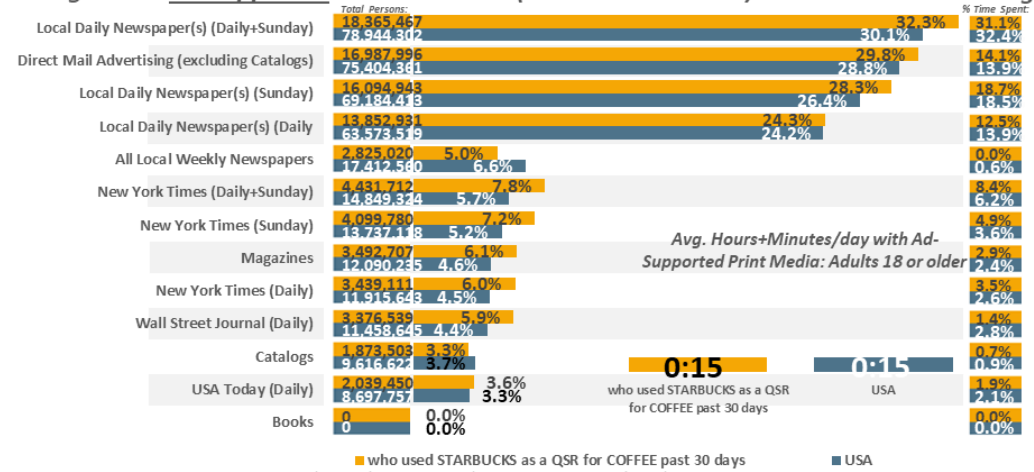


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

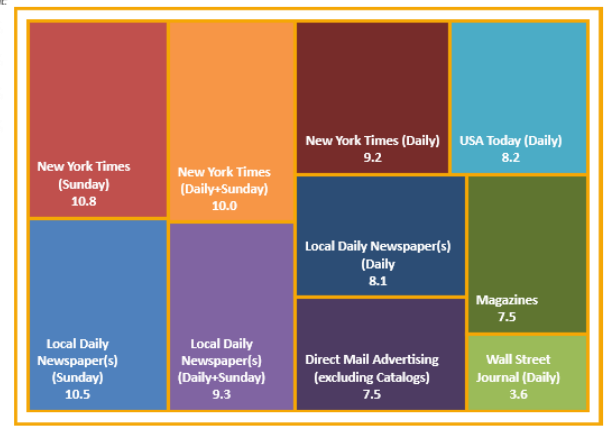


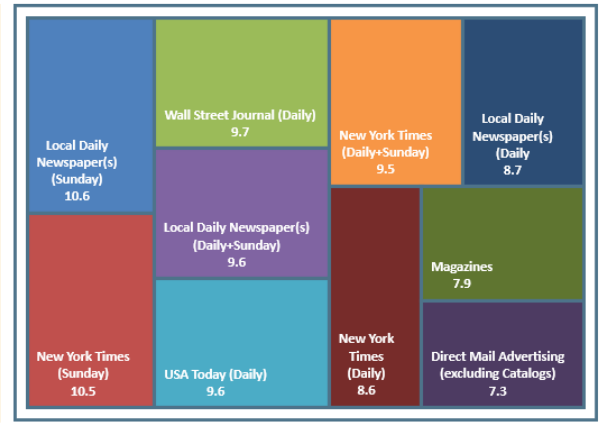


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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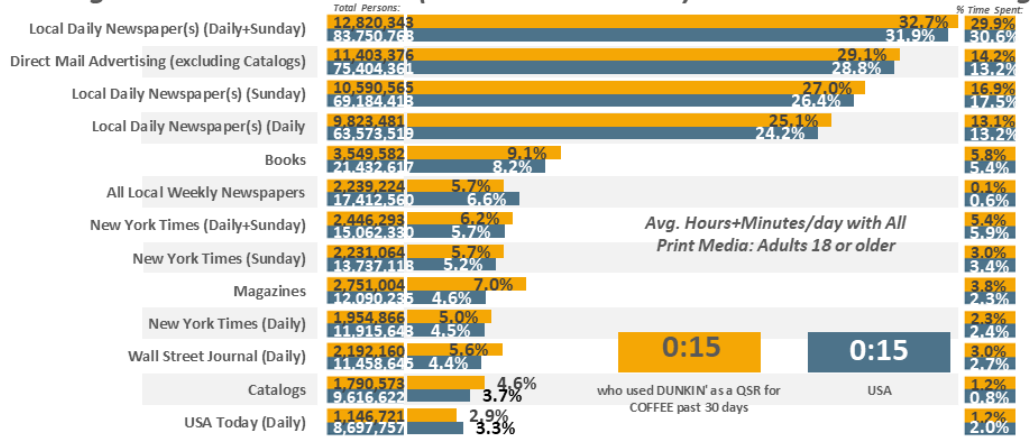
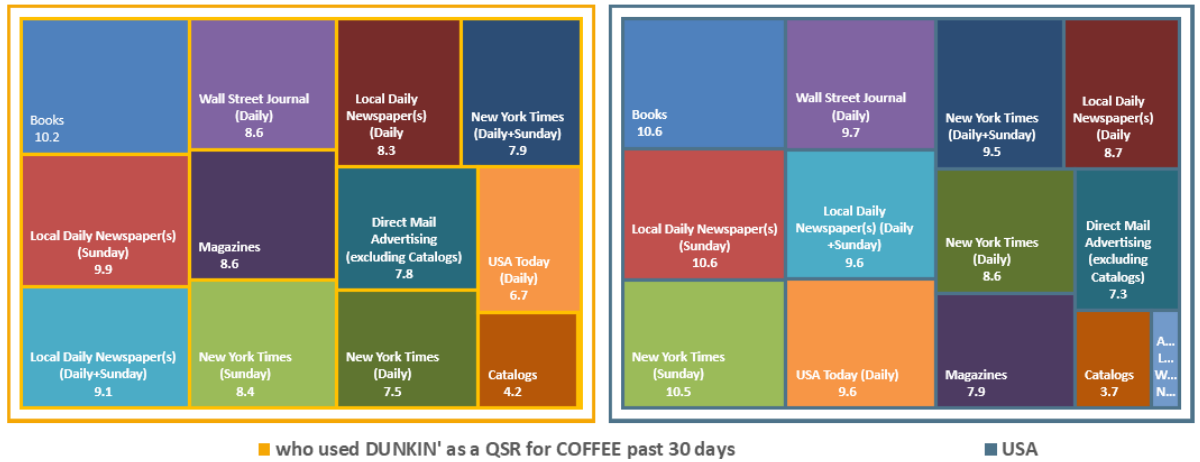
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Starbucks

12,820,343 or 32.7% of Adults 18 or older who used DUNKIN' as a QSR for COFFEE past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

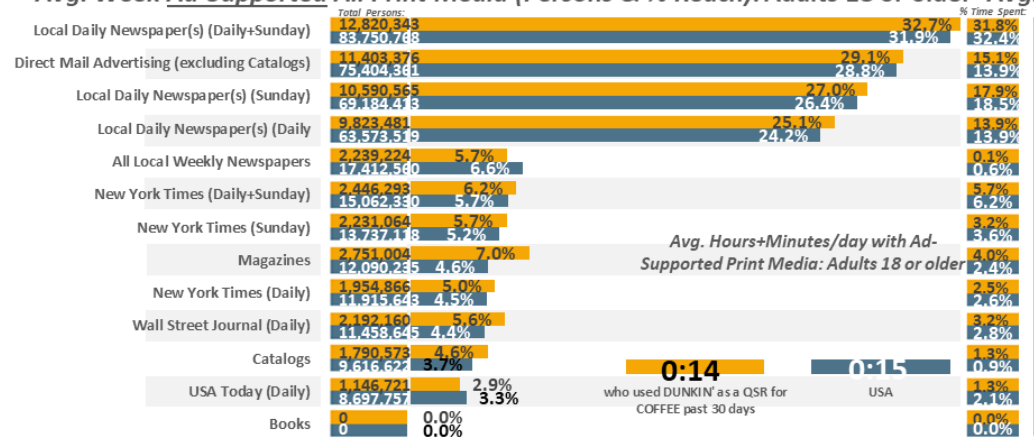
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



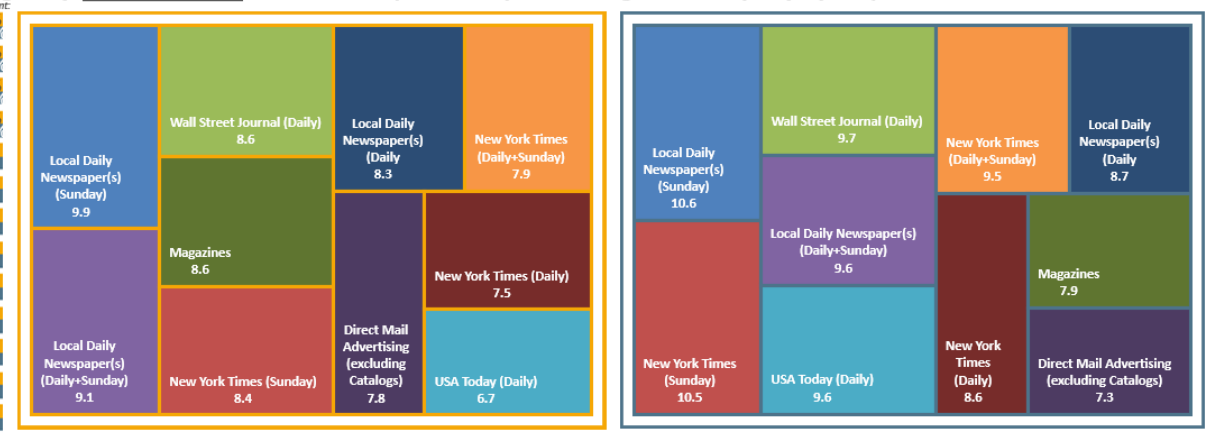
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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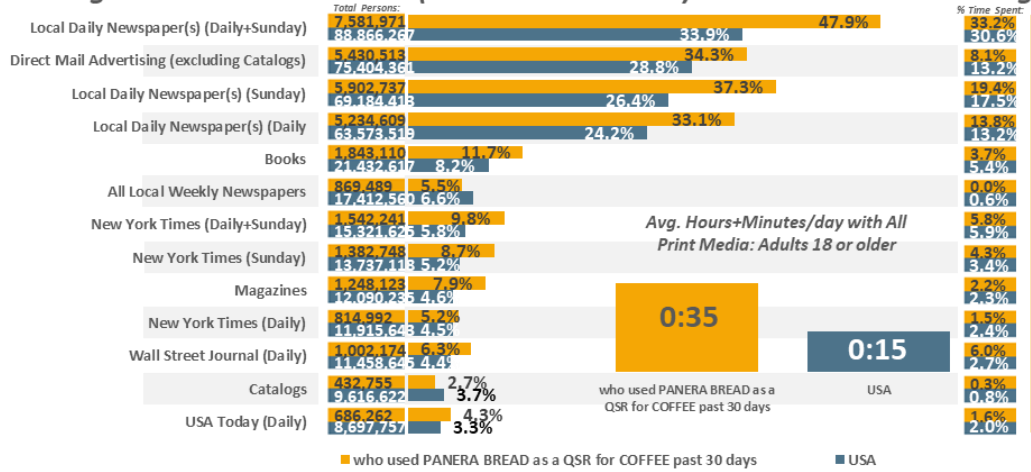
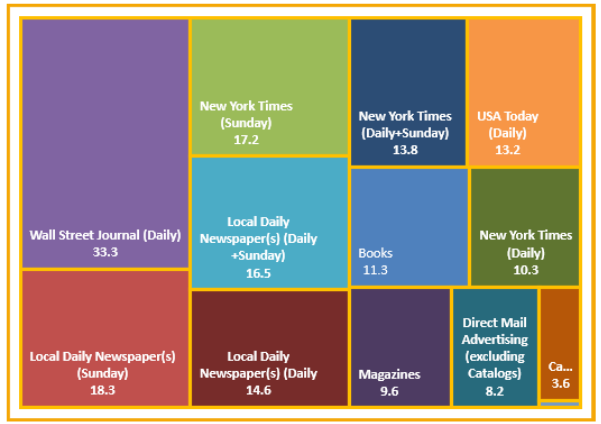
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dunkin'

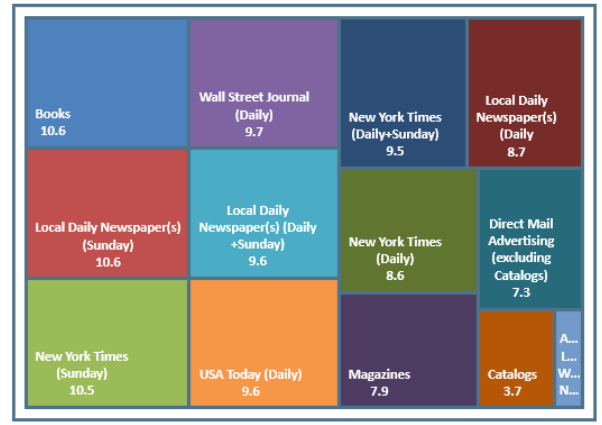
7,581,971 or 47.9% of Adults 18 or older who used PANERA BREAD as a QSR for COFFEE past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.5 minutes every day representing 34.5% of all time spent daily with All forms of Print Media

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

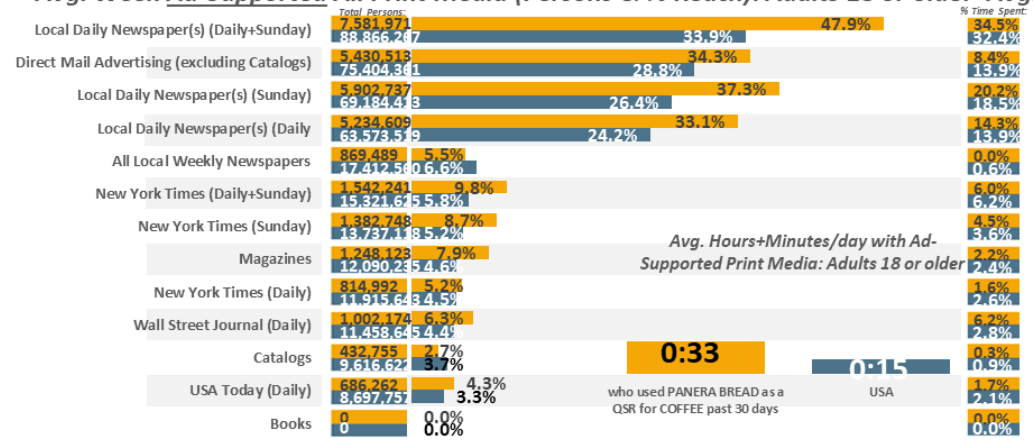


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

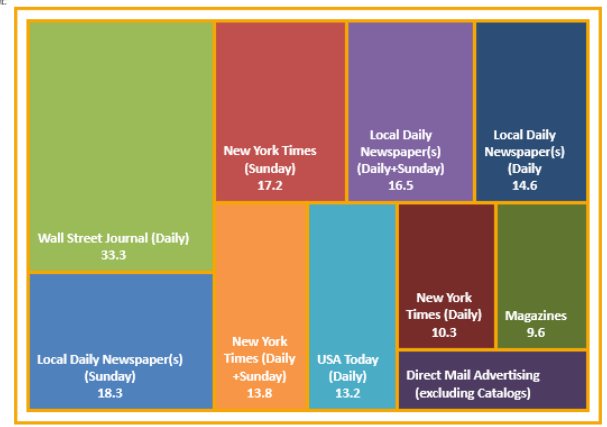


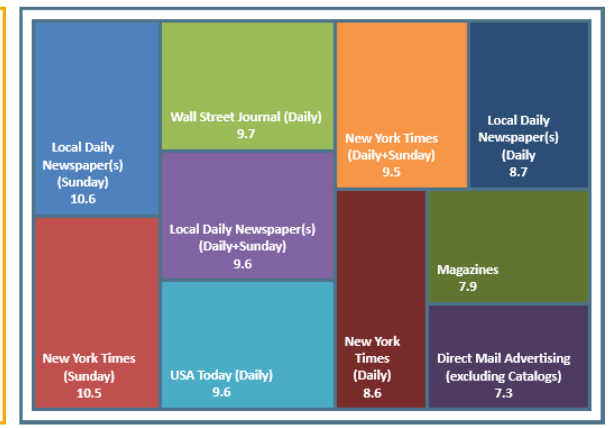


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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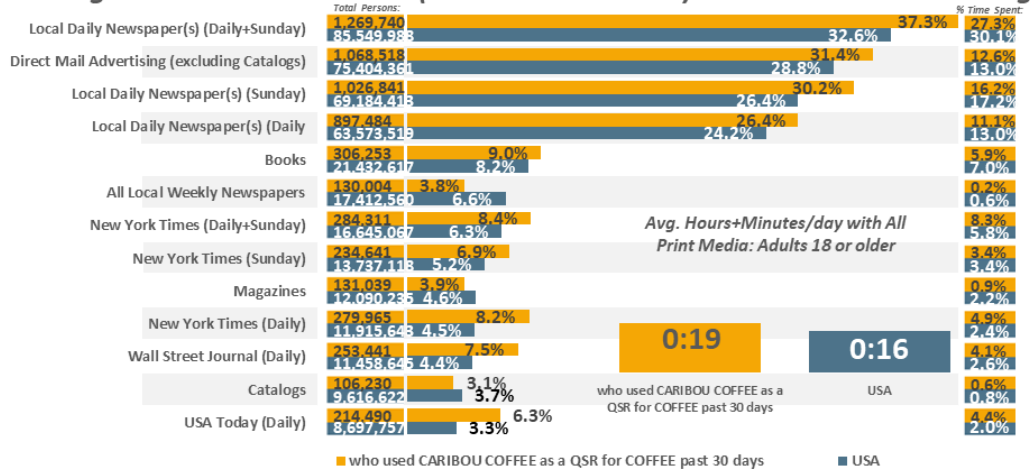
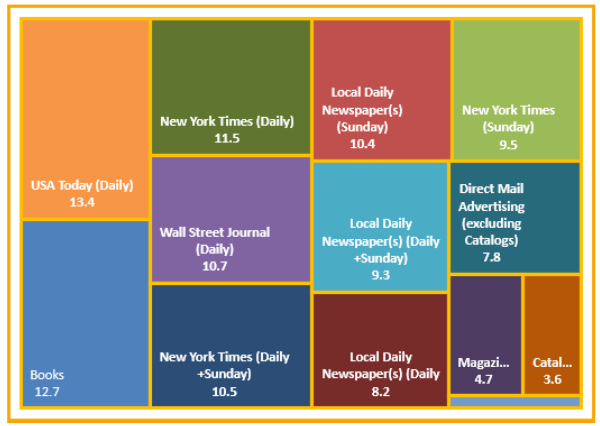
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Panera Bread

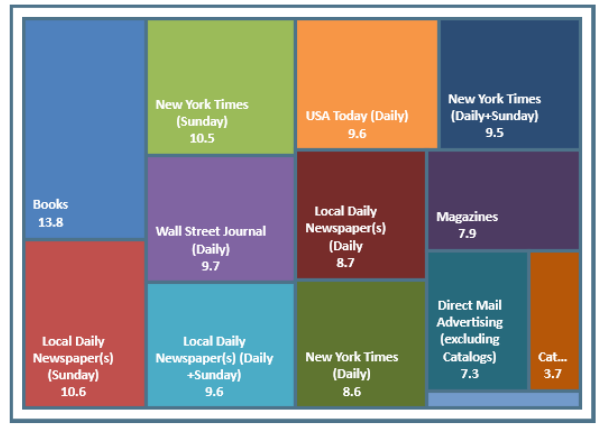
1,269,740 or 37.3% of Adults 18 or older who used CARIBOU COFFEE as a QSR for COFFEE past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.% of all time spent daily with All forms of Print Media

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

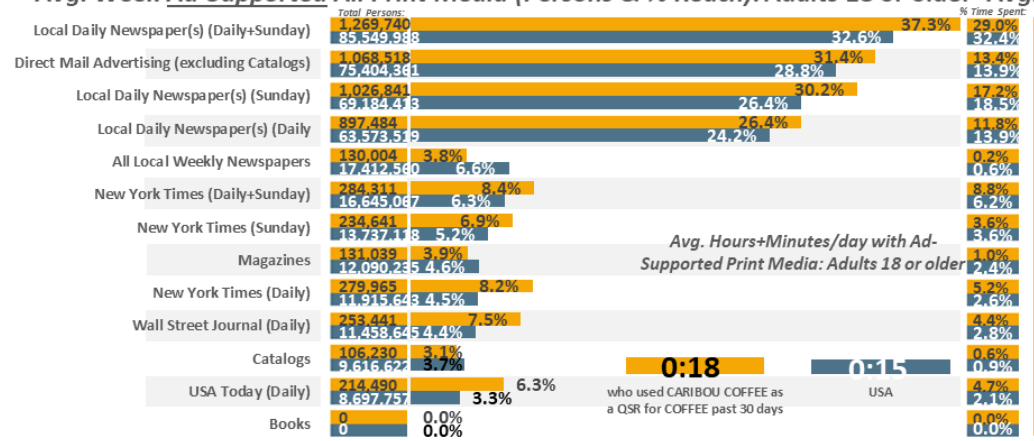


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

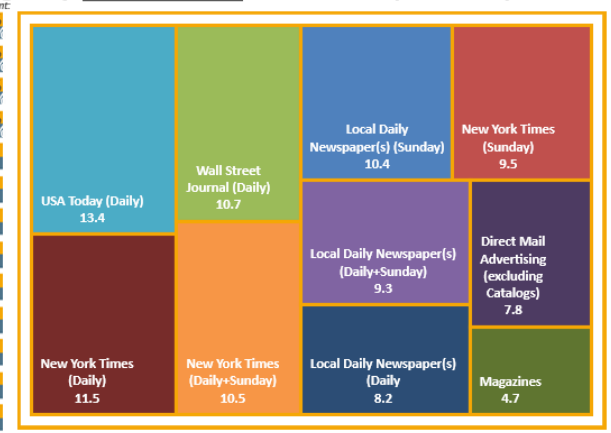


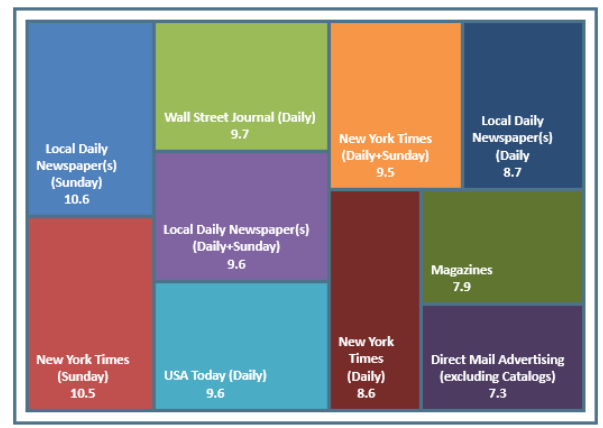


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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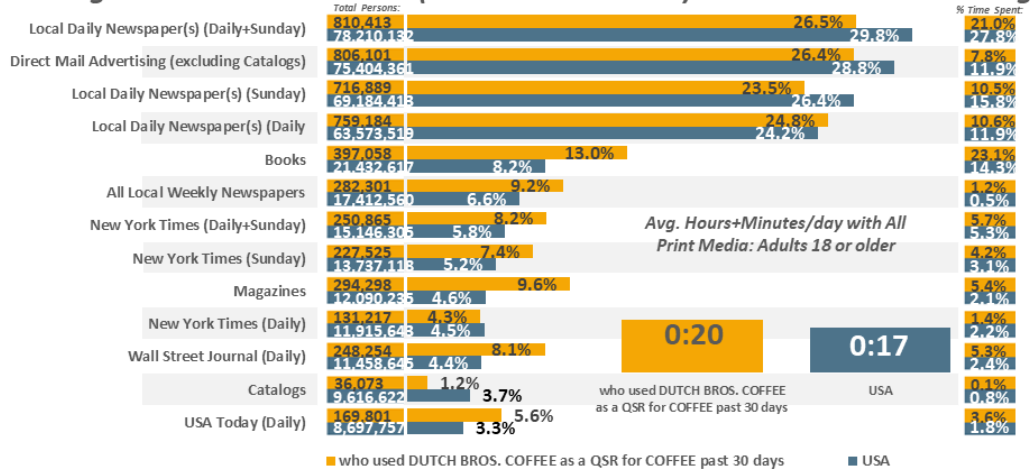
Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Caribou Coffee

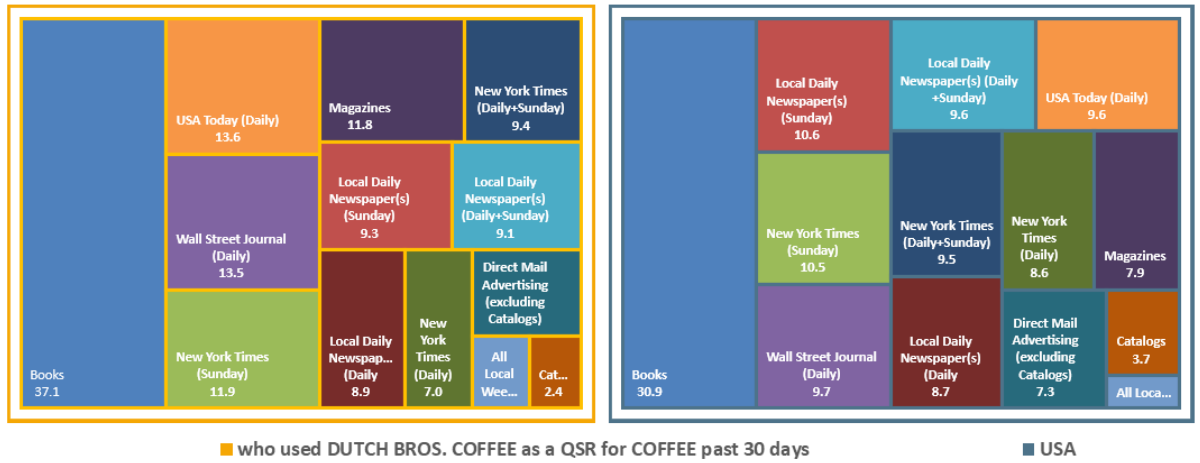


810,413 or 26.5% of Adults 18 or older who used DUTCH BROS. COFFEE as a QSR for COFFEE past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 27.4% of all time spent daily with All forms of Print Me

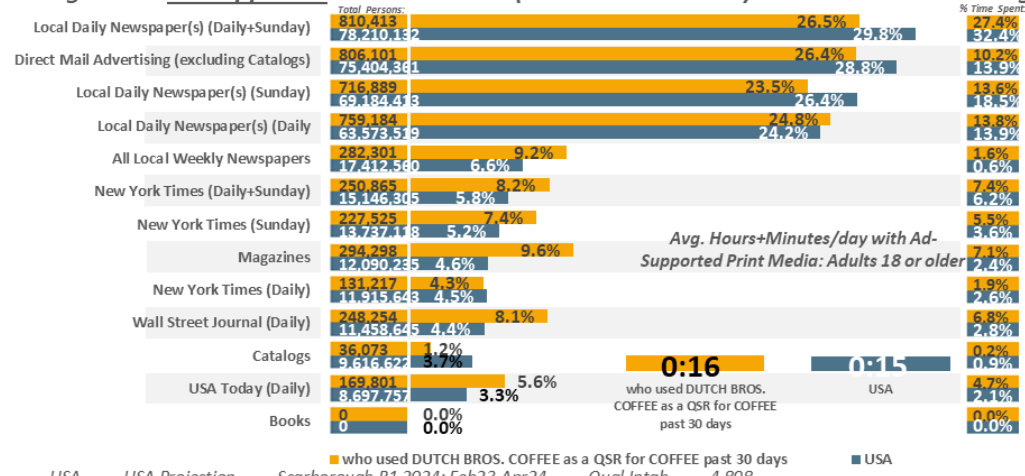
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



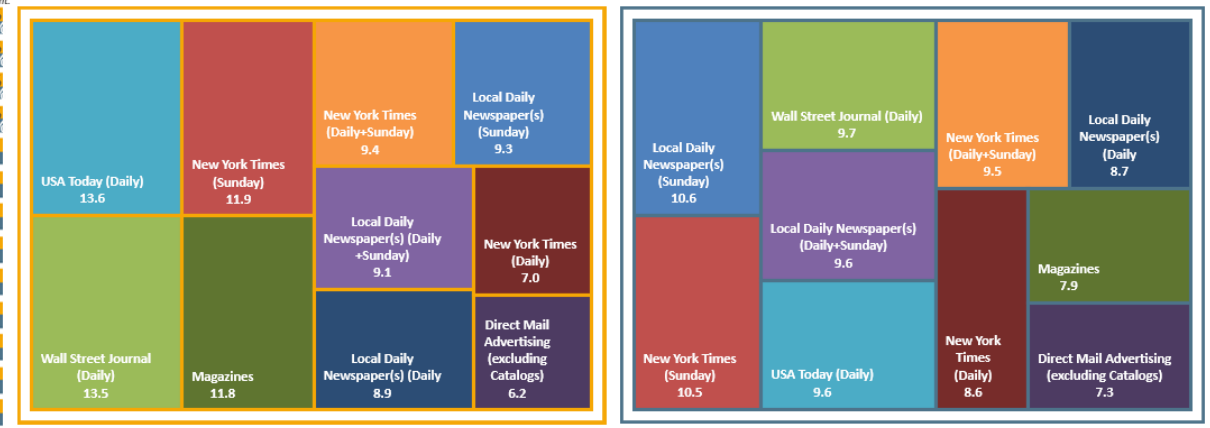
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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Types of restaurants used past 30 days: Any coffee house/coffee bar AND Quick service restaurants used past 30 days: Dutch Bros. Coffee