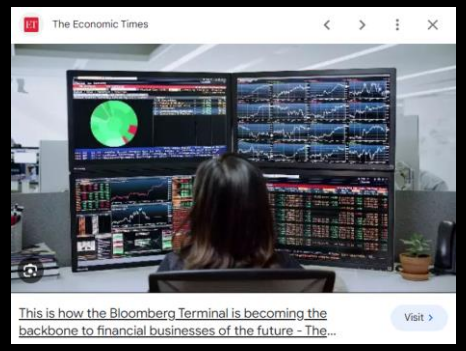
USA –P25-54 past 30 days Users of 5 National Chain Sit-Down Restaurants!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 Past 30 days users of GOLDEN CORRAL, OLIVE GARDEN, OUTBACK STEAKHOUSE, P.F. CHANGS, and RED LOBSTER as of April 2024!



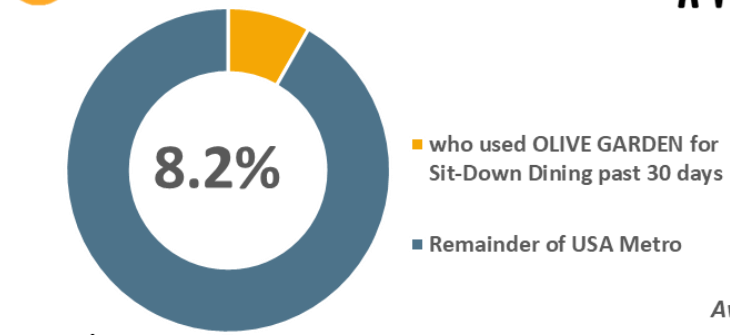
Sit-down restaurants used past 30 days: Golden Corral
Sit-down restaurants used past 30 days: Olive Garden
Sit-down restaurants used past 30 days: Outback Steakhouse
Sit-down restaurants used past 30 days: P.F. Chang's
Sit-down restaurants used past 30 days: Red Lobster

P25-54

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

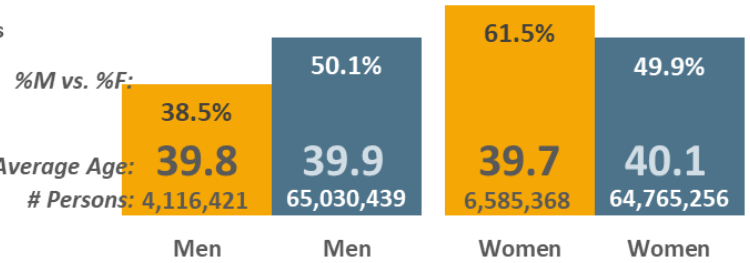
8.2% or 10,701,789 of USA Adults 25 - 54 used OLIVE GARDEN for Sit-Down Dining past 30 days.
Typical Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days are 39.7 years old (.7% younger than average) and have a $102,327 (2.6% higher than average) annual household income.

Percent of Market: Adults 25 - 54

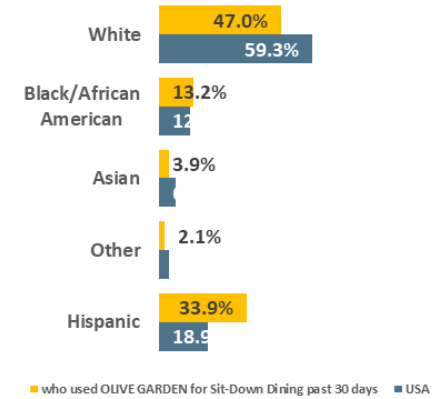




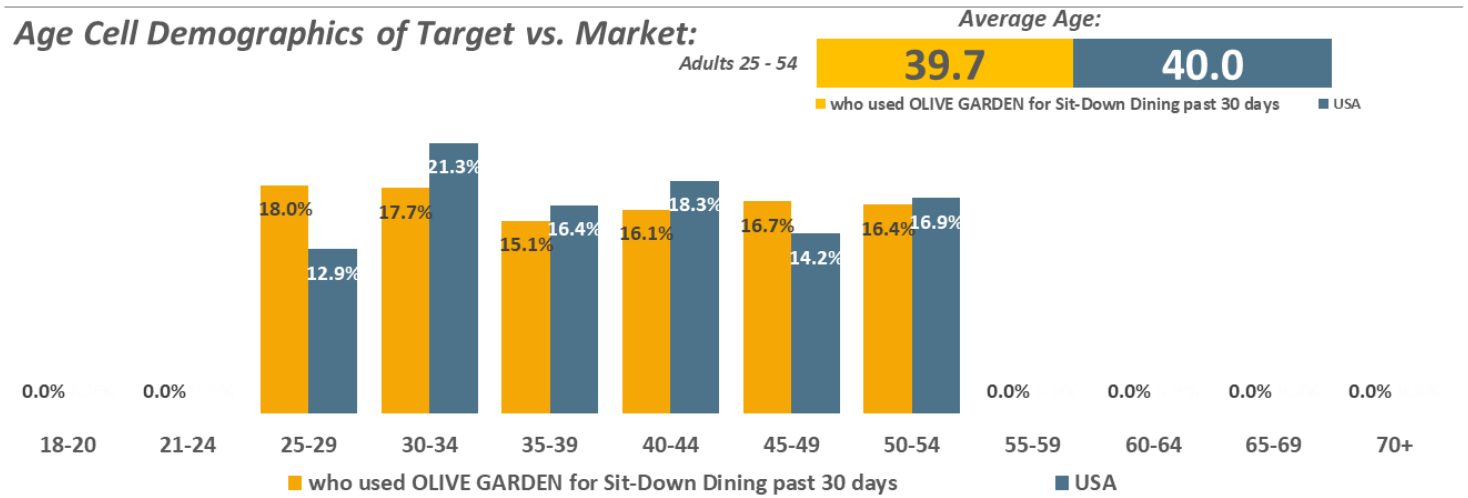
Gender of Target vs. Market: Adults 25 - 54



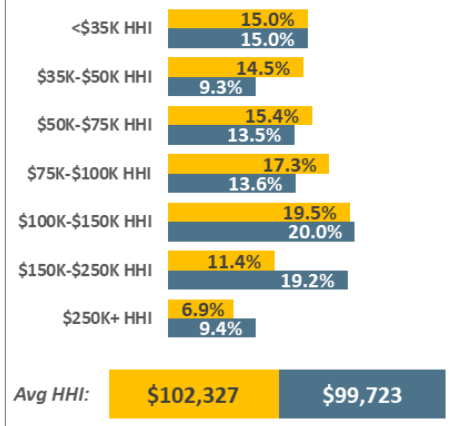
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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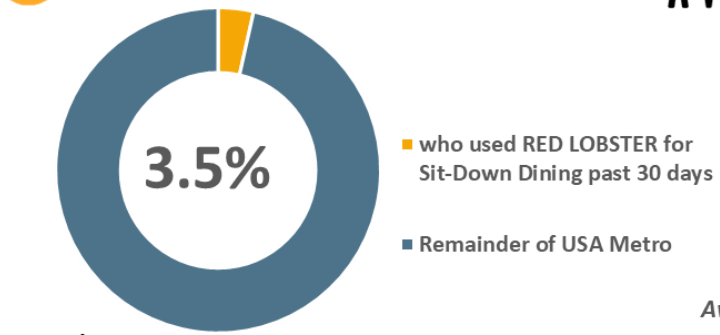
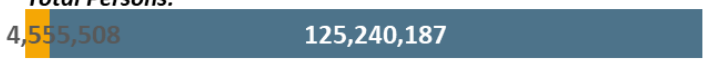
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

RED LOBSTER
FRESH FISH • LIVE LOBSTER

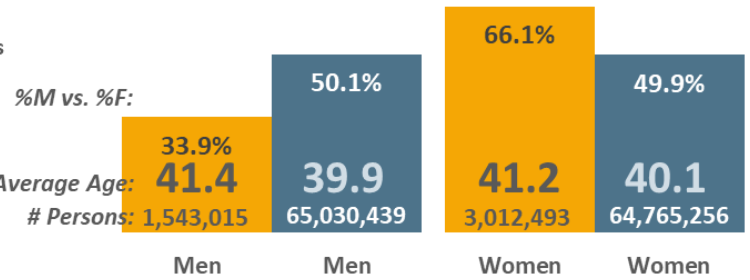
3.5% or 4,555,508 of USA Adults 25 - 54 used RED LOBSTER for Sit-Down Dining past 30 days.
Typical Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days are 41.3 years old (3.2% older than average) and have a $91,124 (8.6% lower than average) annual household income.

Percent of Market: Adults 25 - 54

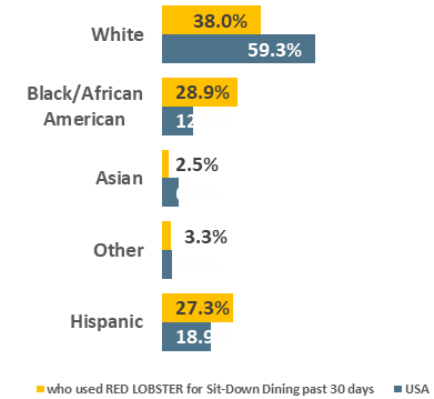




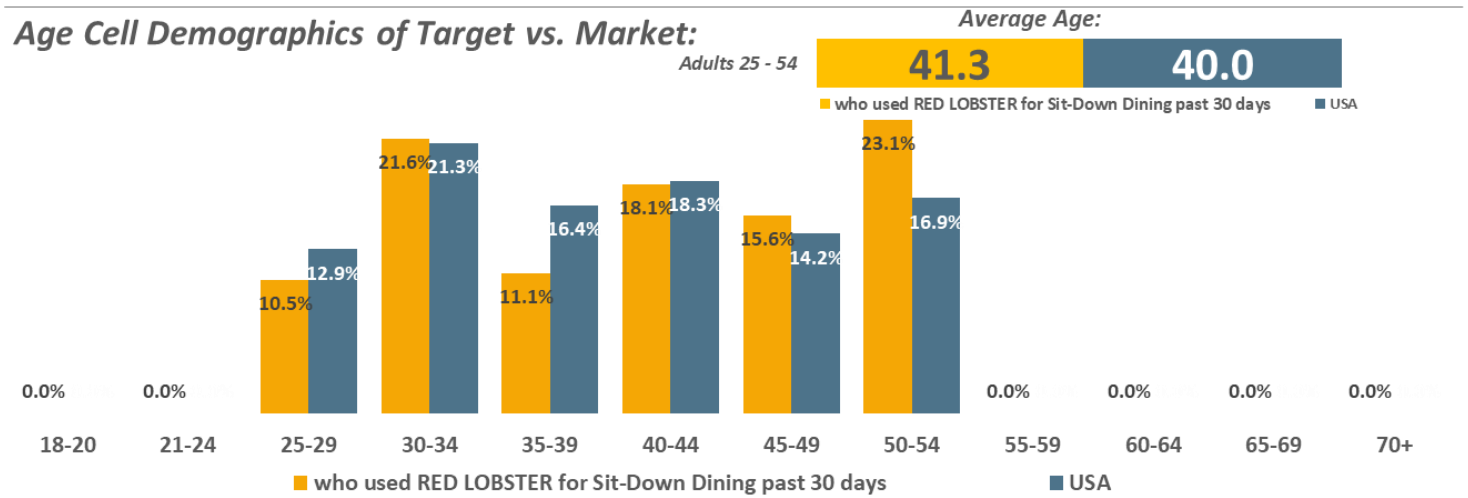
Gender of Target vs. Market: Adults 25 - 54



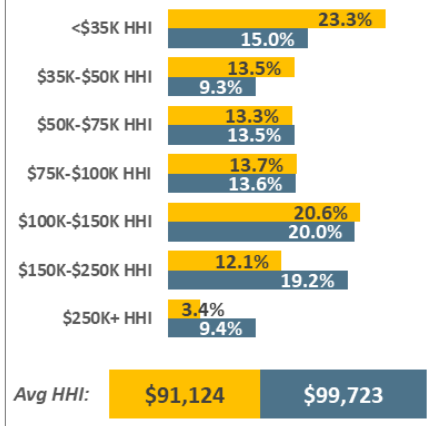
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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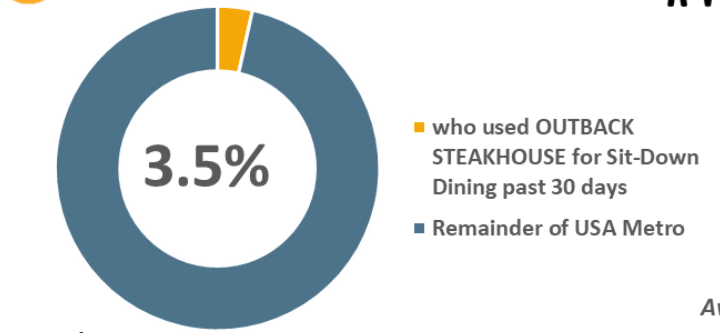
USA Jan23-Feb24 USA Projection Qual Intab 9,480

3.5% or 4,508,325 of USA Adults 25 - 54 used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days.
Typical Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 42.2 years old (5.4% older than average) and have a $126,689 (27.% higher than average) annual household income.

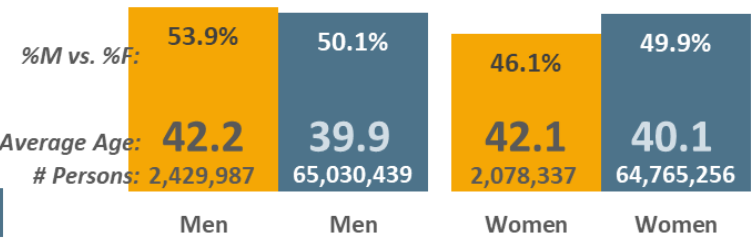
Percent of Market: Adults 25 - 54



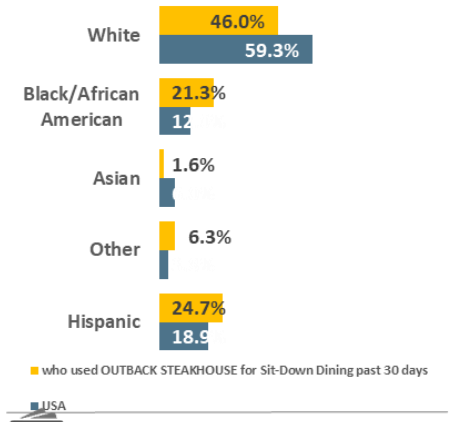
Total Persons:



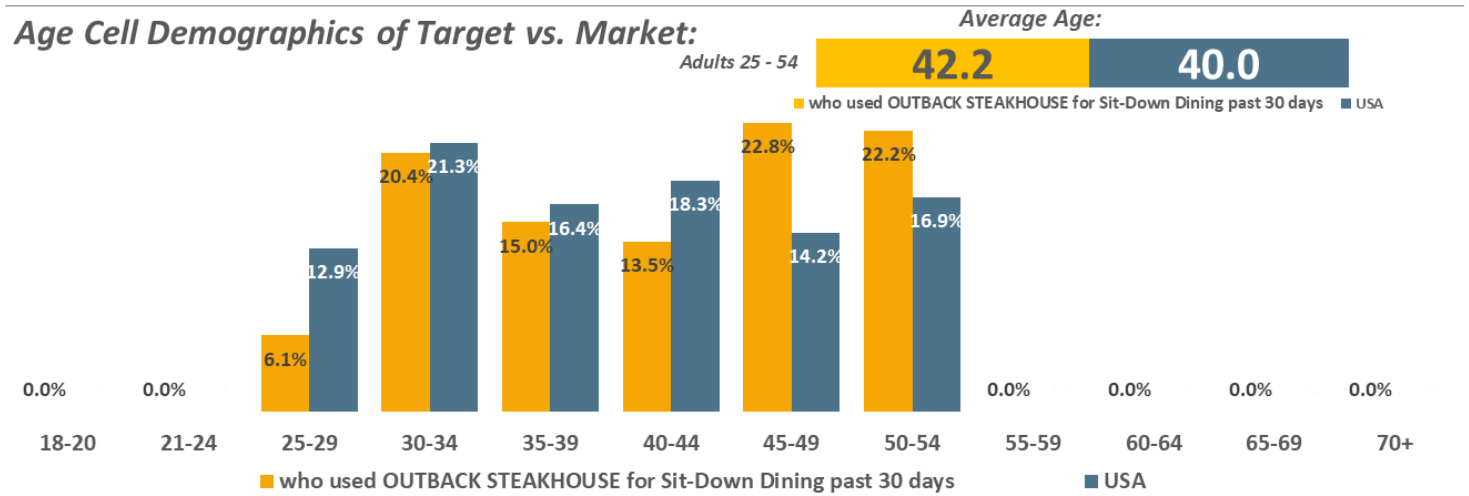
Gender of Target vs. Market: Adults 25 - 54



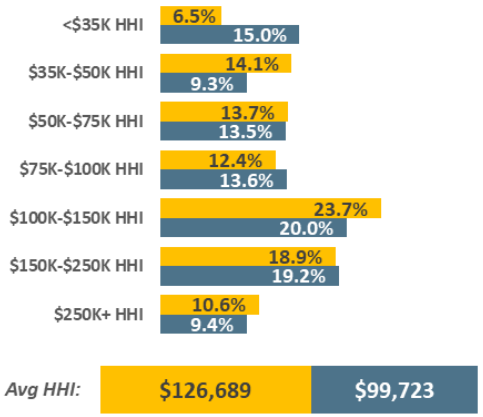
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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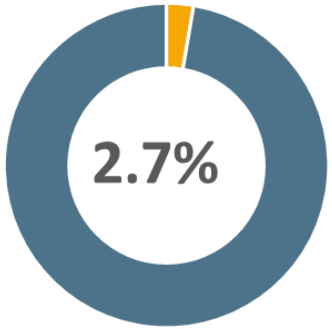
USA Jan23-Feb24 USA Projection Qual Intab 9,480

2.7% or 3,481,977 of USA Adults 25 - 54 used GOLDEN CORRAL for Sit-Down Dining past 30 days.
Typical Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 40.2 years old (.4% older than average) and have a $73,585 (26.2% lower than average) annual household income.

Percent of Market: Adults 25 - 54

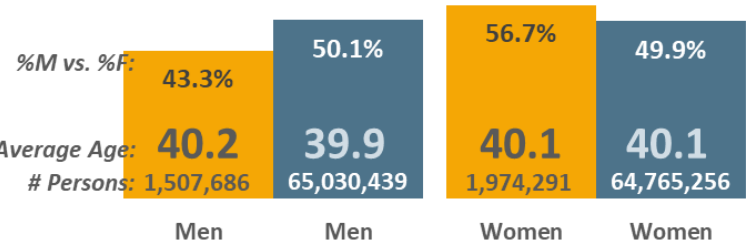


- who used GOLDEN CORRAL for Sit-Down Dining past 30 days
- Remainder of USA Metro

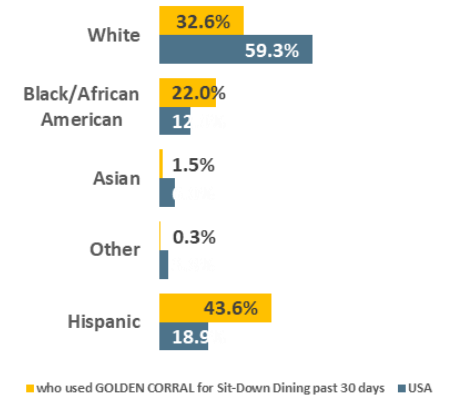
Total Persons:



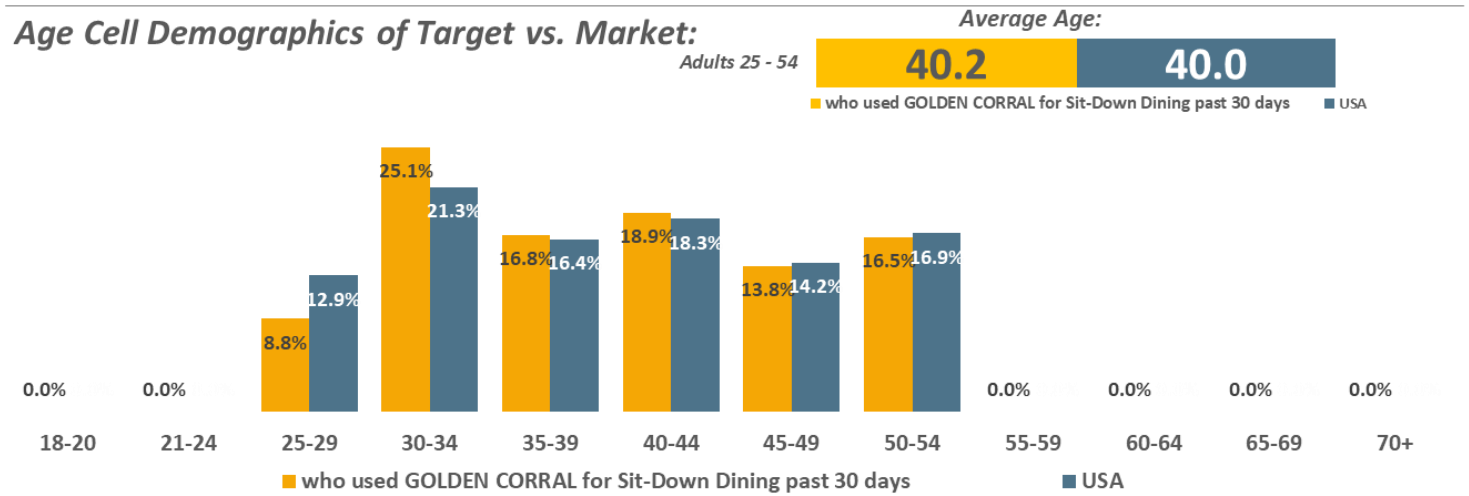
Gender of Target vs. Market: Adults 25 - 54



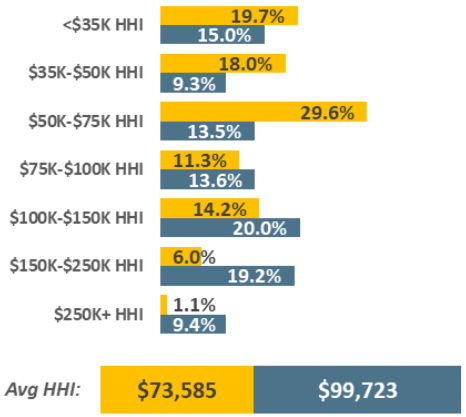
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $73,585 | $99,723

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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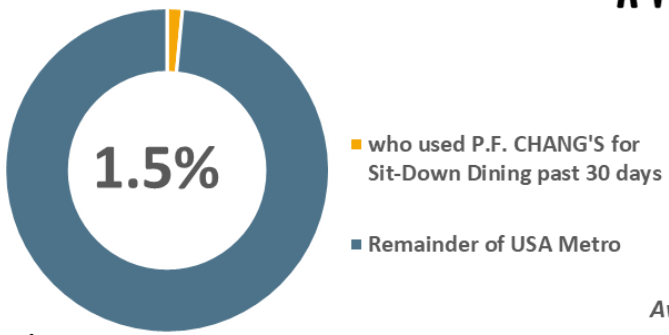
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

1.5% or 1,971,469 of USA Adults 25 - 54 used P.F. CHANG'S for Sit-Down Dining past 30 days.
Typical Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days are 39.7 years old (.7% younger than average) and have a $98,584 (1.1% lower than average) annual household income.

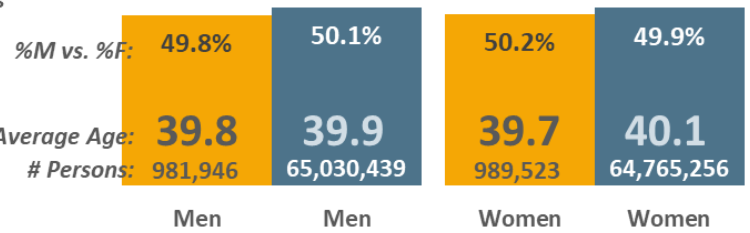
Percent of Market: Adults 25 - 54



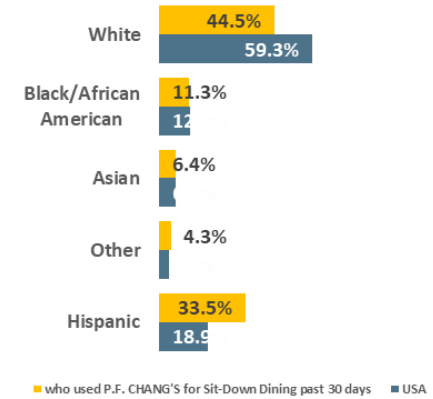
Total Persons:



Gender of Target vs. Market: Adults 25 - 54

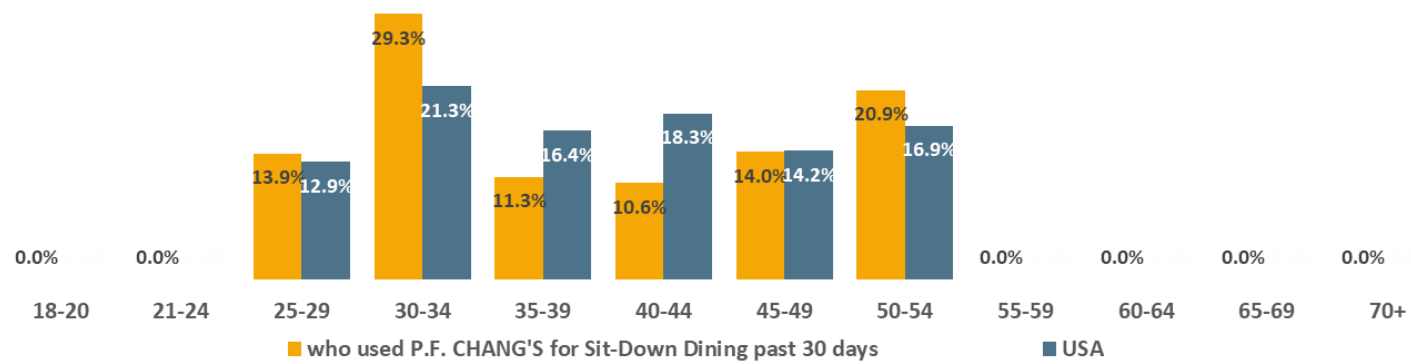


Ethnicity of Target vs. Market:

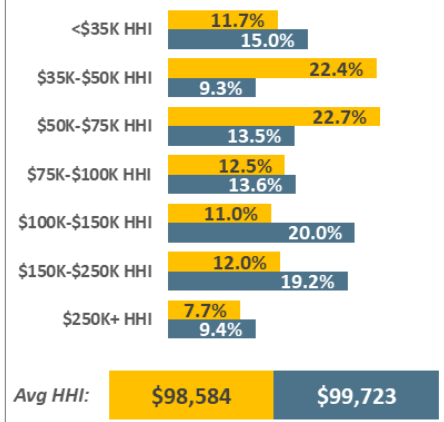


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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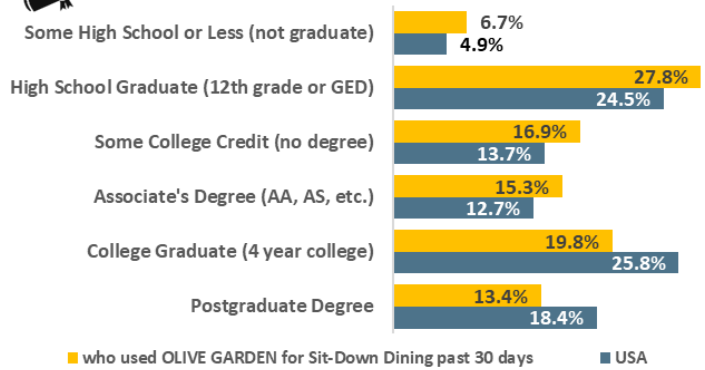
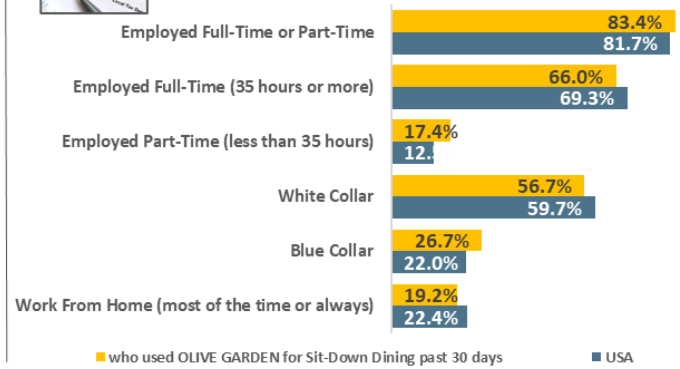
USA Jan23-Feb24 USA Projection Qual Intab 9,480

8.2% or 10,701,789 of USA Adults 25 - 54 used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days are 25.5% less likely to be a college graduate, 4.8% less likely to work full-time, 1.2% less likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.

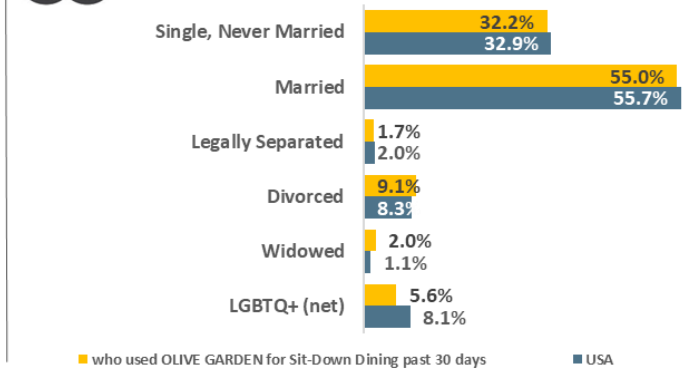
Education Levels: Adults 25 - 54



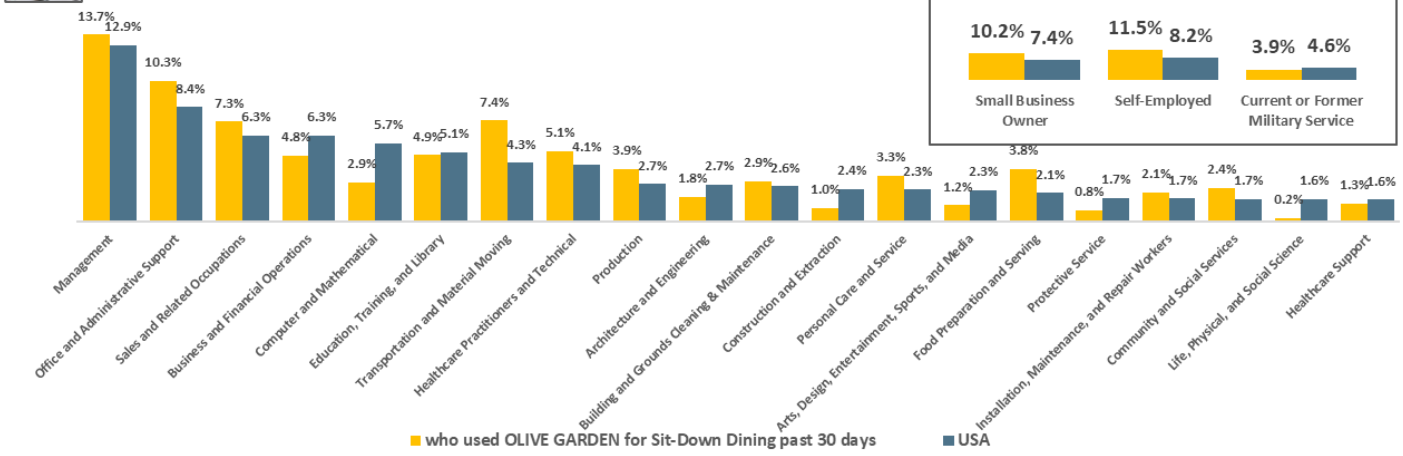
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

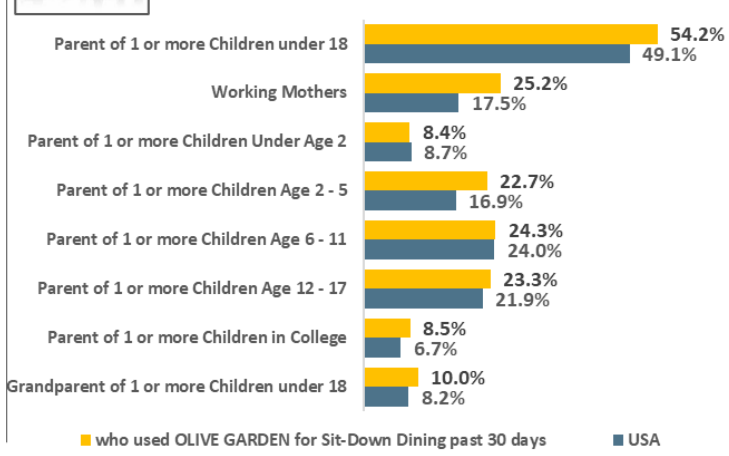


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

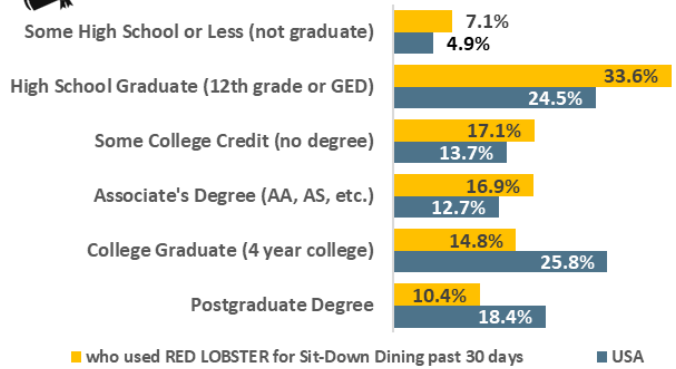
©

Sit-down restaurants used past 30 days: Olive Garden

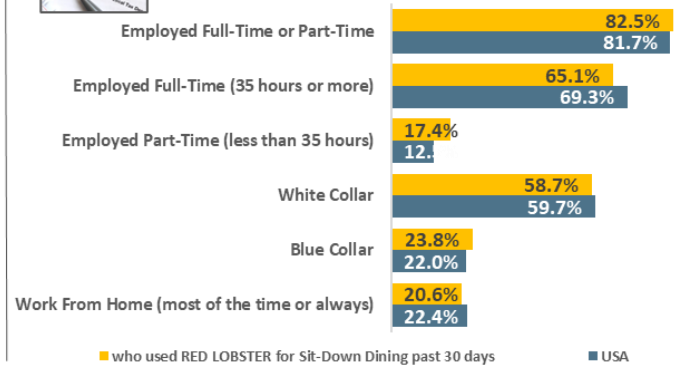
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.5% or 4,555,508 of USA Adults 25 - 54 used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days are 42.9% less likely to be a college graduate, 6.1% less likely to work full-time, 16.6% less likely to be married, .% more likely to be a parent of 1 or more children under 18.

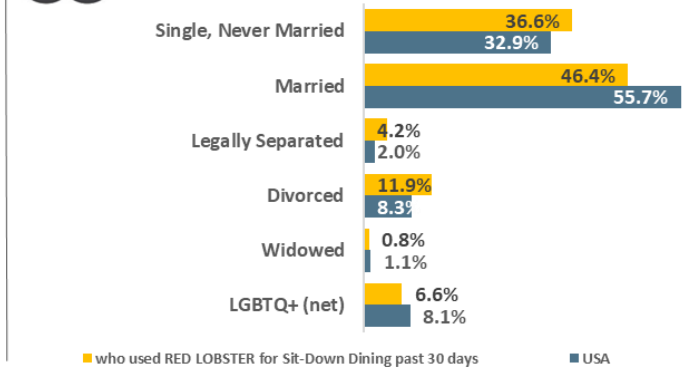
Education Levels: Adults 25 - 54



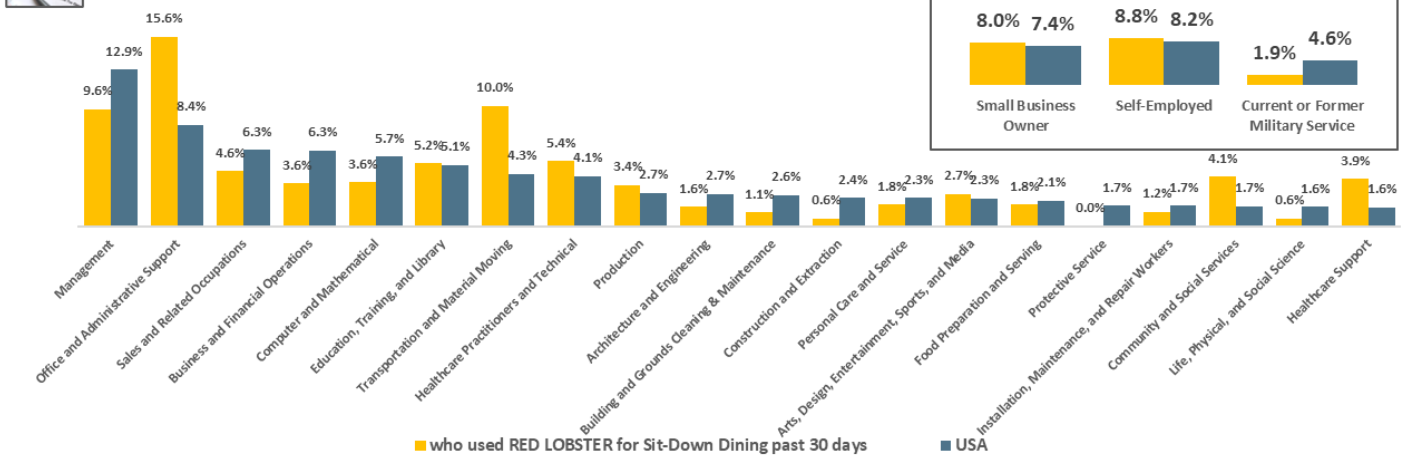
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

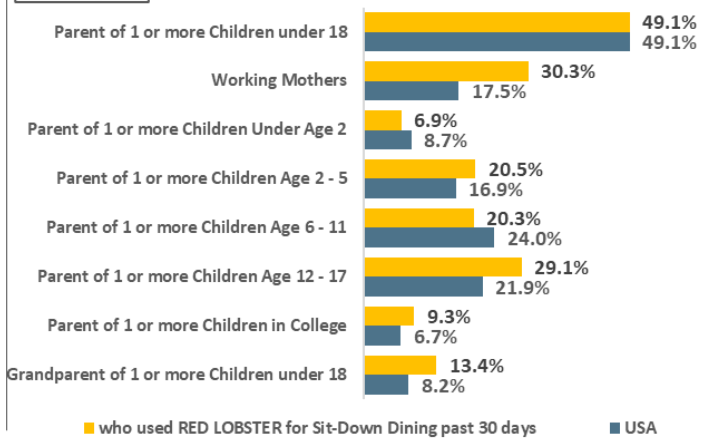


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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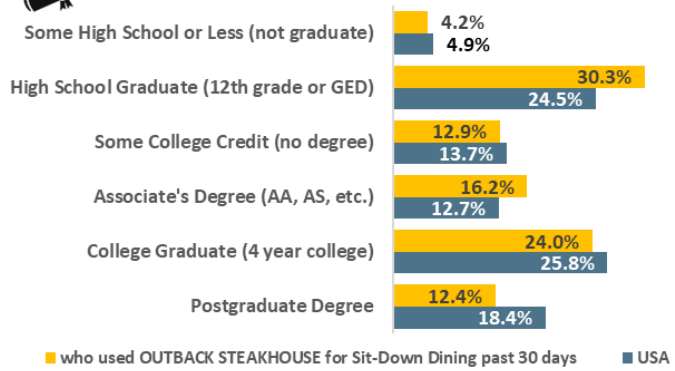
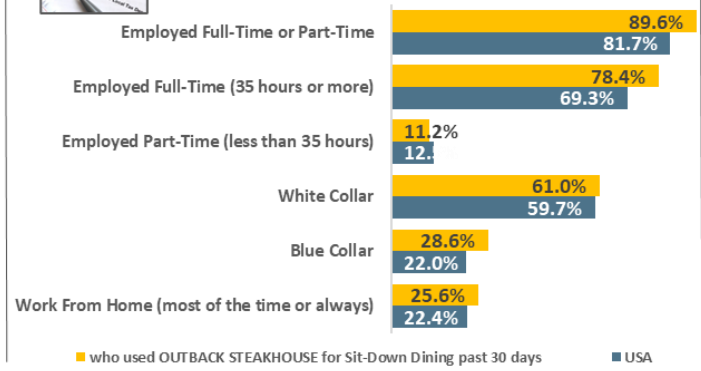
USA Jan23-Feb24 USA Projection Qual Intab 9,480

3.5% or 4,508,325 of USA Adults 25 - 54 used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 17.8% less likely to be a college graduate, 13.1% more likely to work full-time, 6.9% more likely to be married, 13.7% more likely to be a parent of 1 or more children under 1

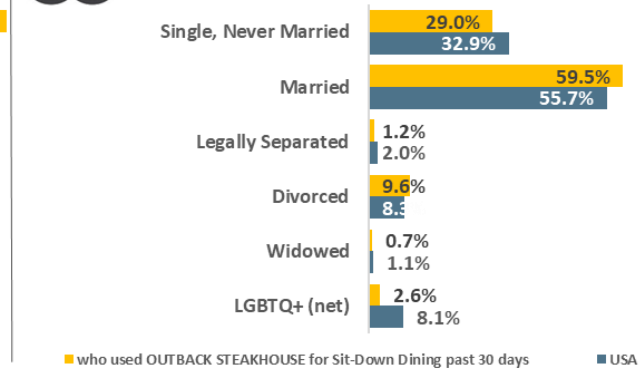
Education Levels: Adults 25 - 54



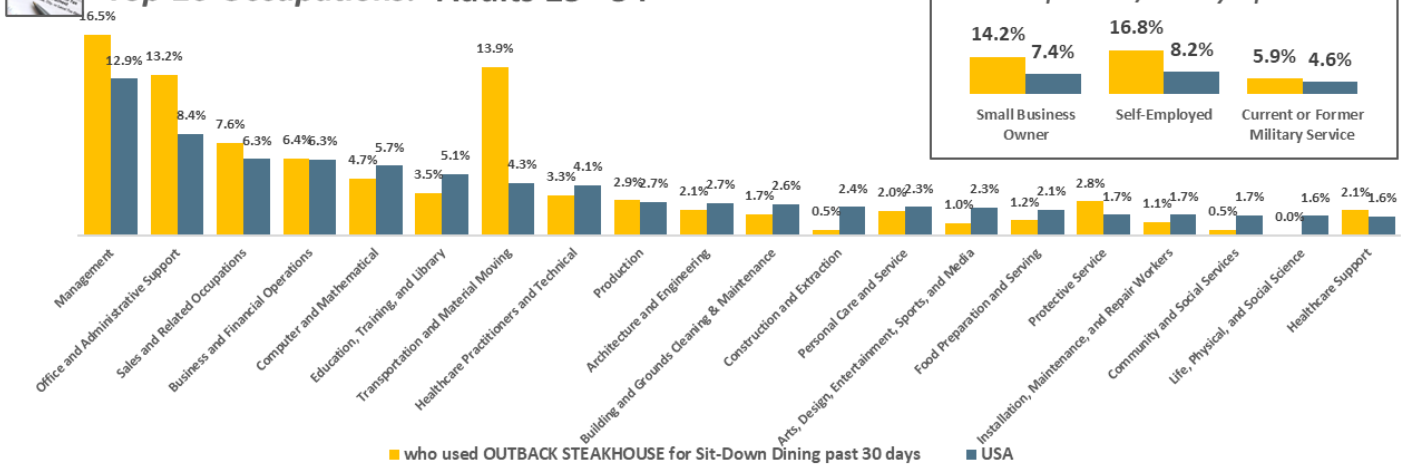
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

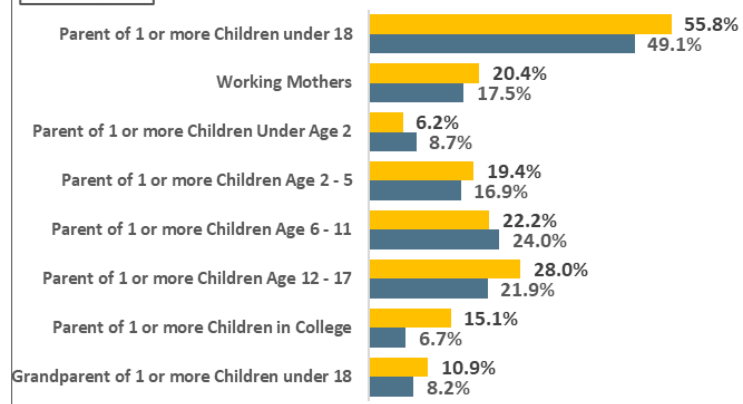


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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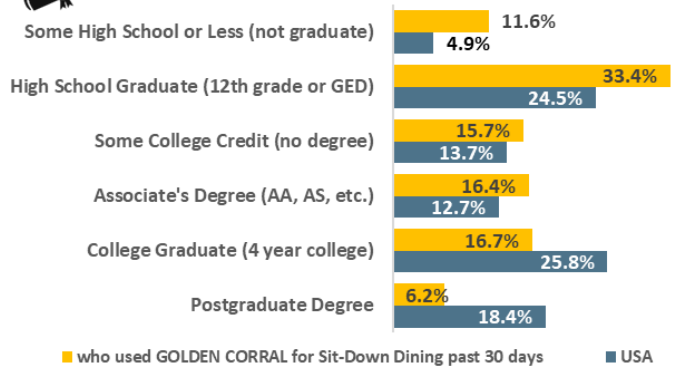
USA Jan23-Feb24 USA Projection Qual Intab 9,480

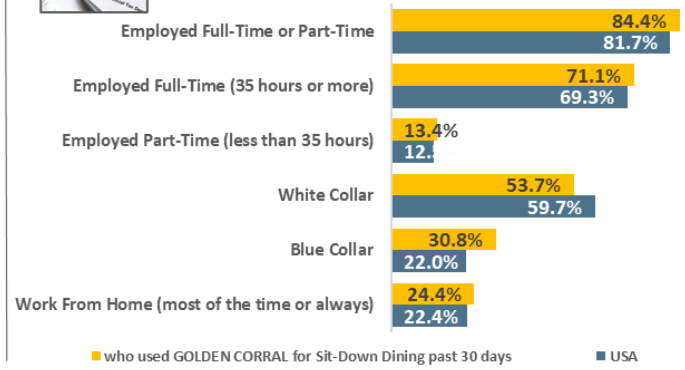
Sit-down restaurants used past 30 days: Outback Steakhouse

2.7% or 3,481,977 of USA Adults 25 - 54 used GOLDEN CORRAL for Sit-Down Dining past 30 days.
Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 48.1% less likely to be a college graduate, 2.6% more likely to work full-time, 10.7% less likely to be married, 14.6% more likely to be a parent of 1 or more children under 18.

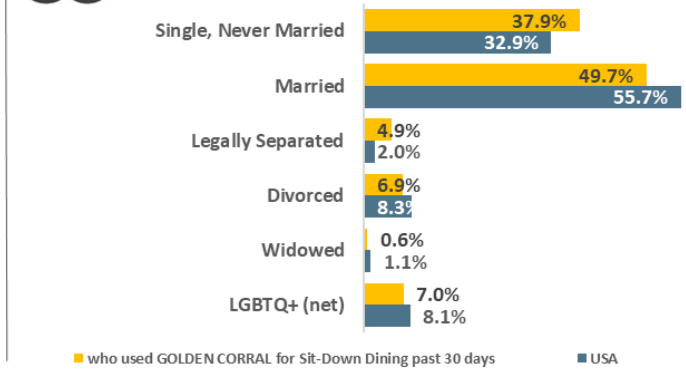
Education Levels: Adults 25 - 54



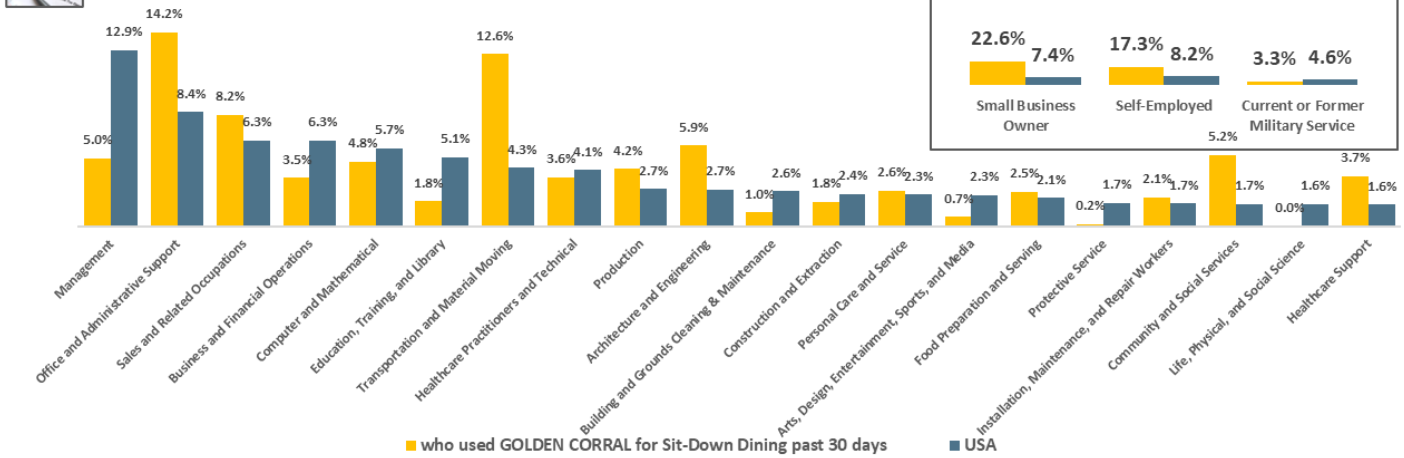
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

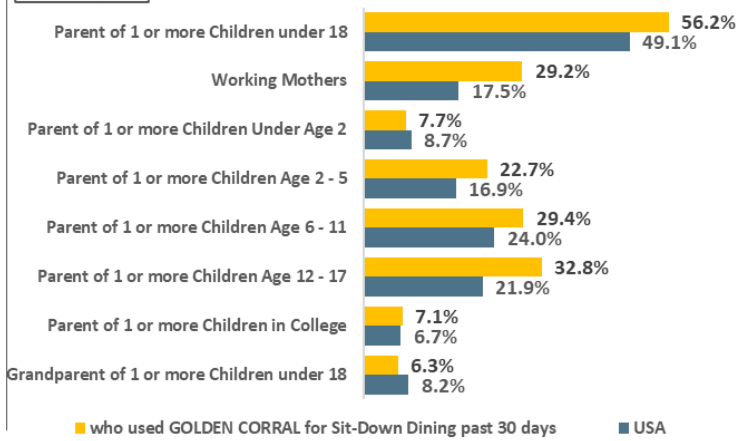


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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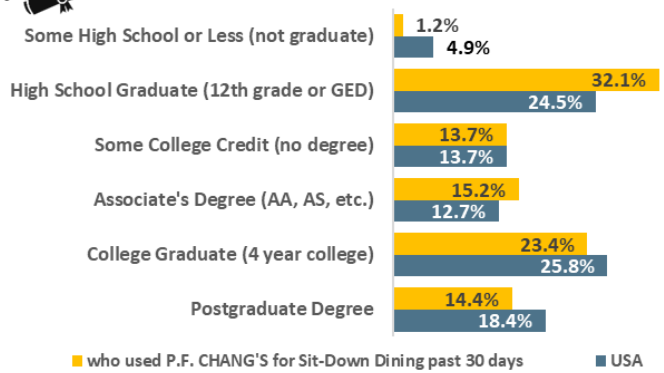
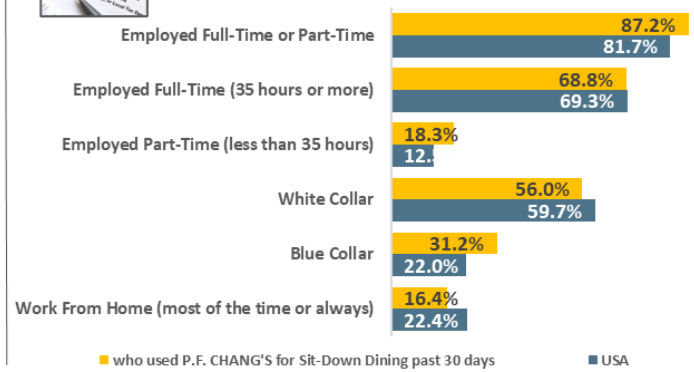
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

1.5% or 1,971,469 of USA Adults 25 - 54 used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days are 14.6% less likely to be a college graduate, .7% less likely to work full-time, 29.% less likely to be married, 10.4% less likely to be a parent of 1 or more children under 18.

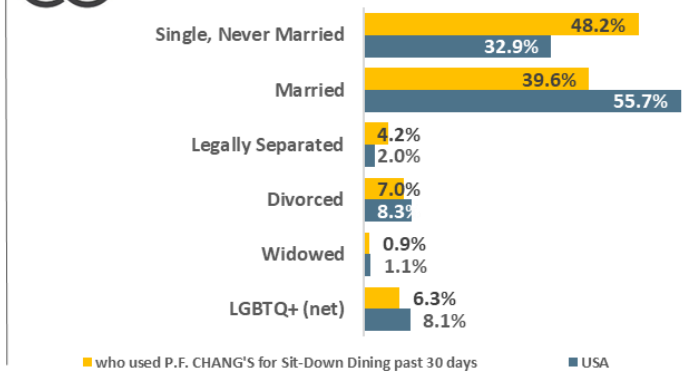
Education Levels: Adults 25 - 54



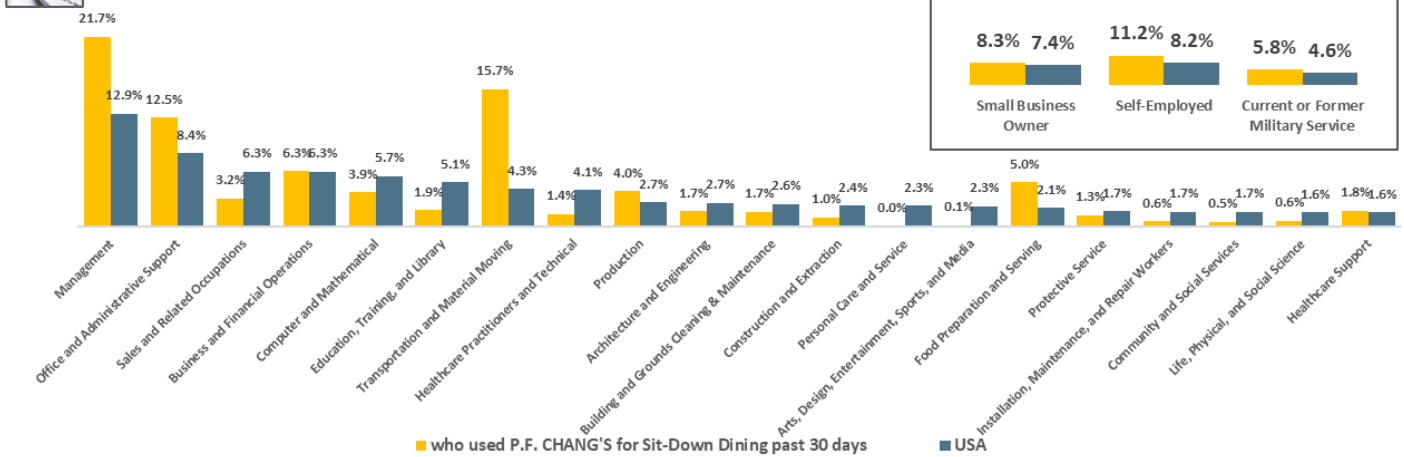
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

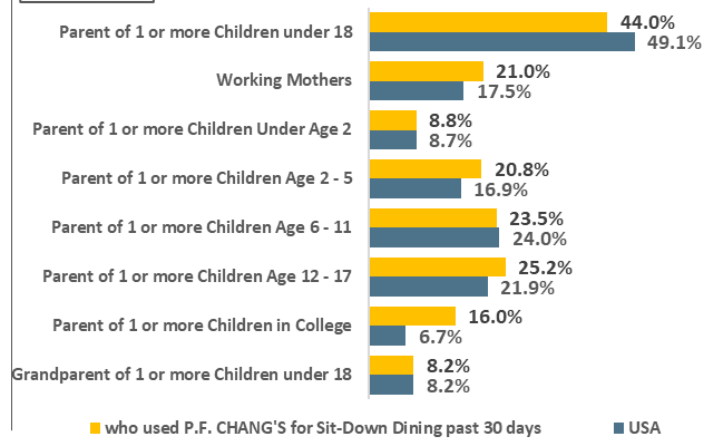


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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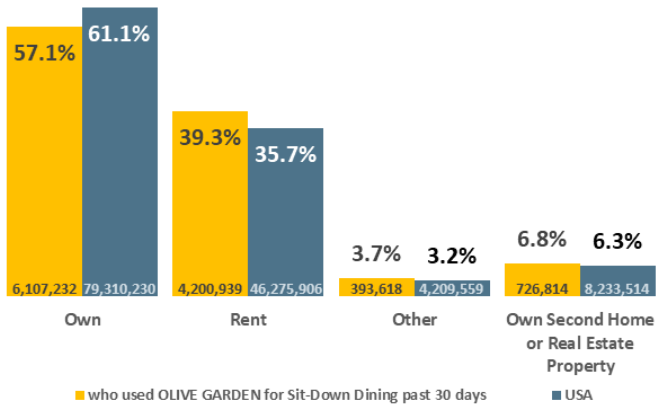
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

©

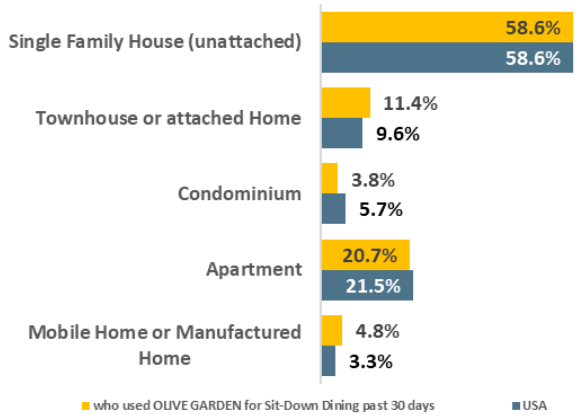
Sit-down restaurants used past 30 days: P.F. Chang's

8.2% or 10,701,789 of USA Adults 25 - 54 used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days are 6.6% less likely to own their home, 9.9% more likely to own a higher valued home, .% less likely to have a single-family home, 28.2% more likely to have a dog.

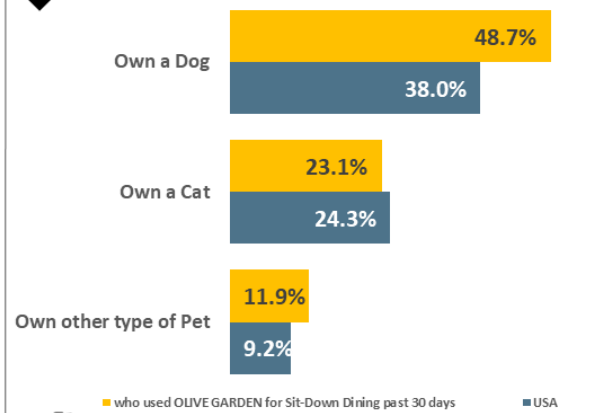
Own/Rent/Other: Adults 25 - 54



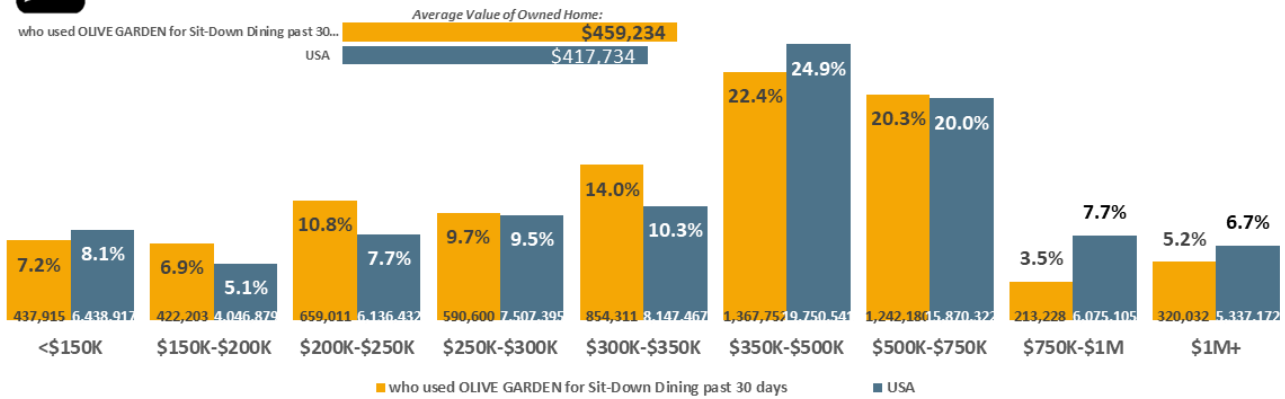
Type of Home: Adults 25 - 54



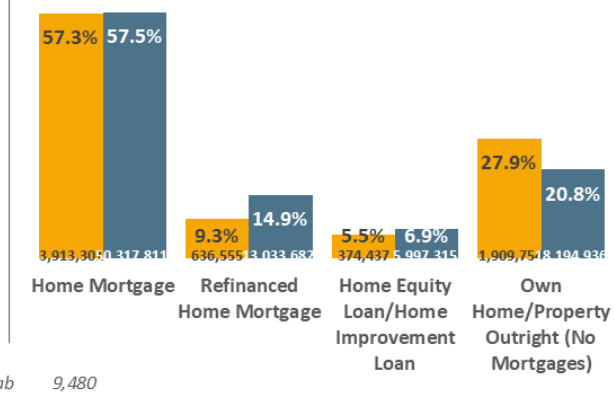
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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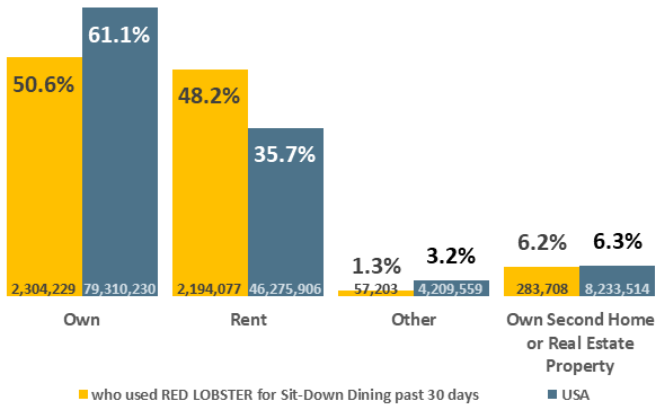
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

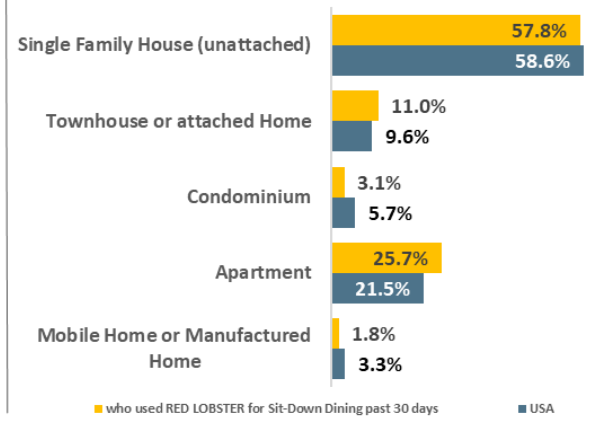
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.5% or 4,555,508 of USA Adults 25 - 54 used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days are 17.2% less likely to own their home, 3.1% more likely to own a higher valued home, 1.3% less likely to have a single-family home, 6.1% less likely to have a dog.

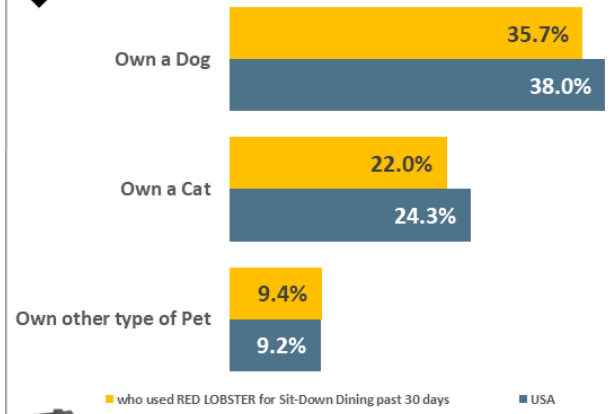
Own/Rent/Other: Adults 25 - 54



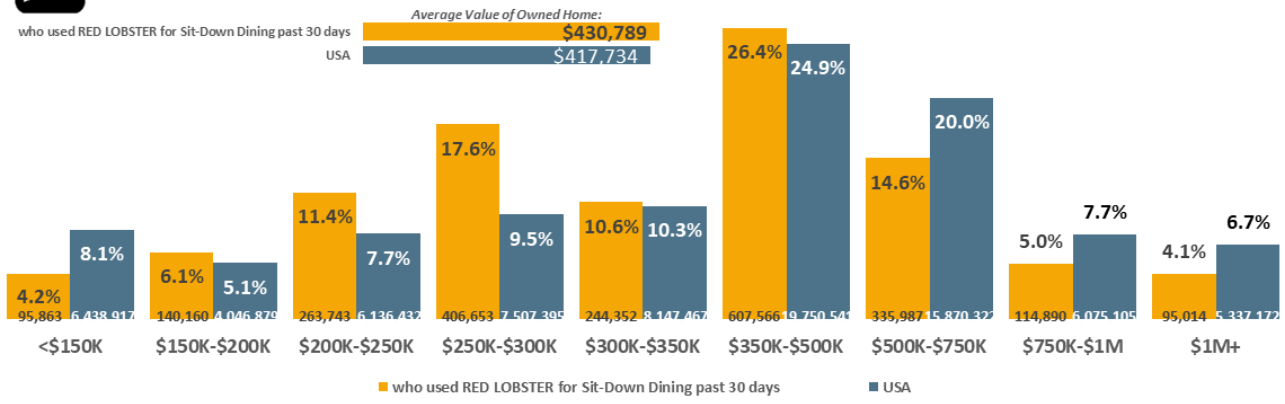
Type of Home: Adults 25 - 54



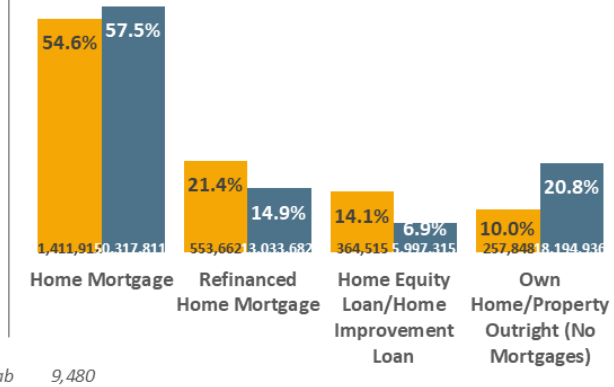
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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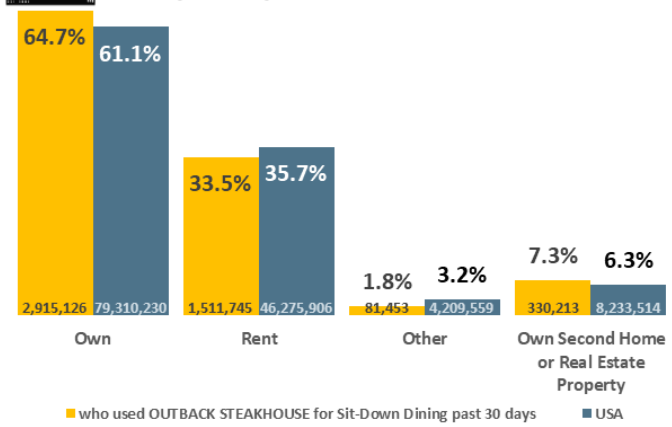
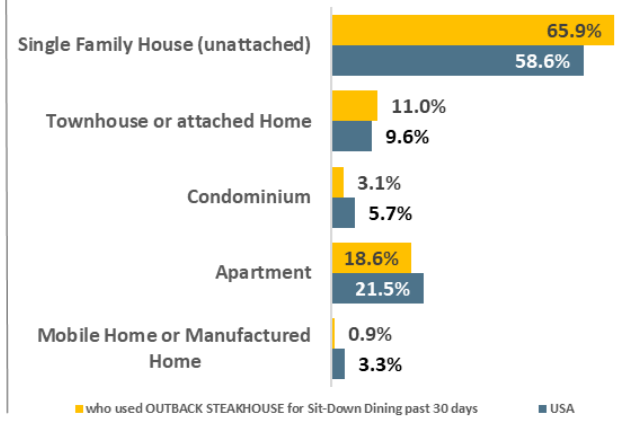
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

3.5% or 4,508,325 of USA Adults 25 - 54 used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 5.8% more likely to own their home, 17.5% more likely to own a higher valued home, 12.4% more likely to have a single-family home, 19.2% more likely to have a dog.

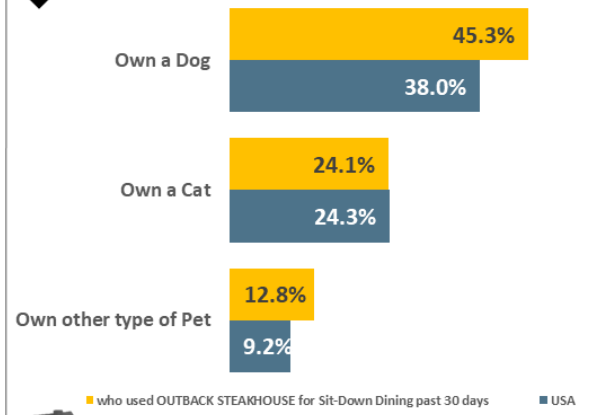
Own/Rent/Other: Adults 25 - 54



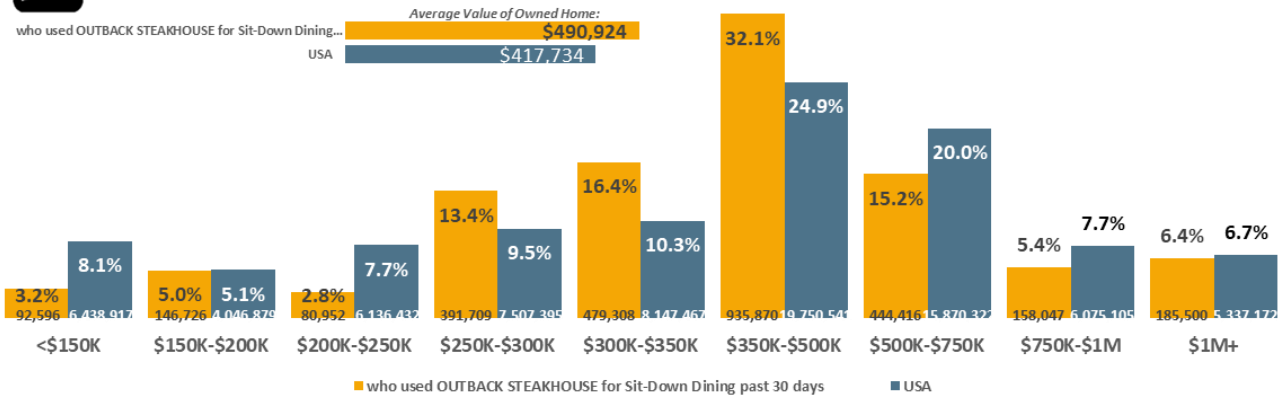
Type of Home: Adults 25 - 54



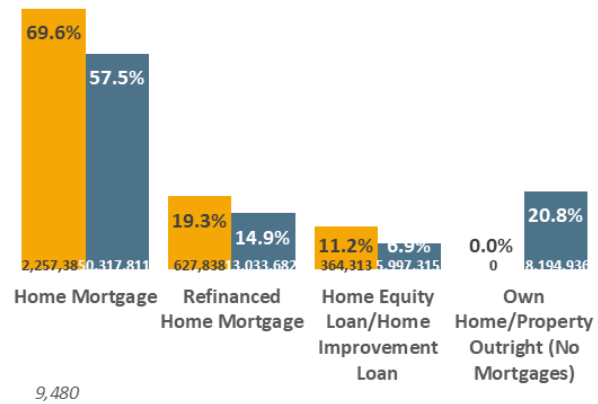
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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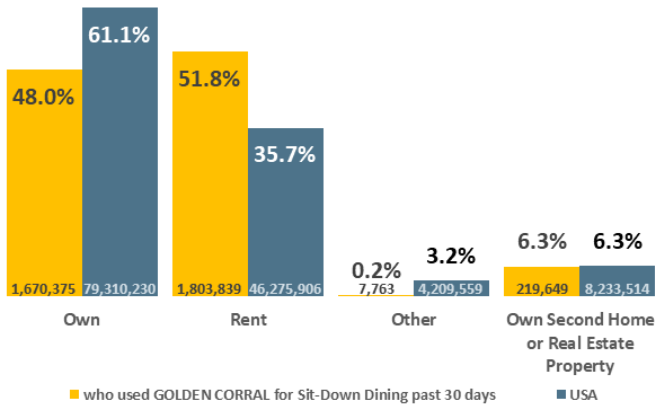
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

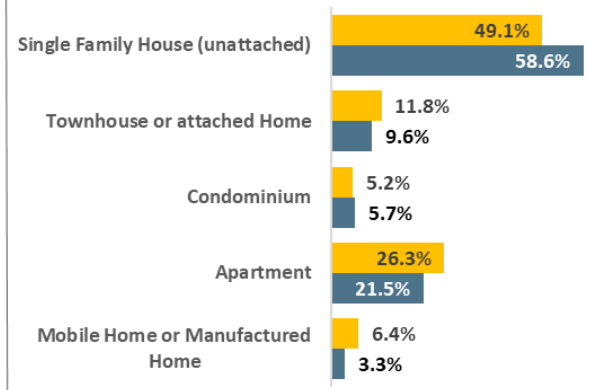
Sit-down restaurants used past 30 days: Outback Steakhouse

2.7% or 3,481,977 of USA Adults 25 - 54 used GOLDEN CORRAL for Sit-Down Dining past 30 days.
Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 21.5% less likely to own their home, 15.2% more likely to own a lower valued home, 16.3% less likely to have a single-family home, 7.7% more likely to have a dog.

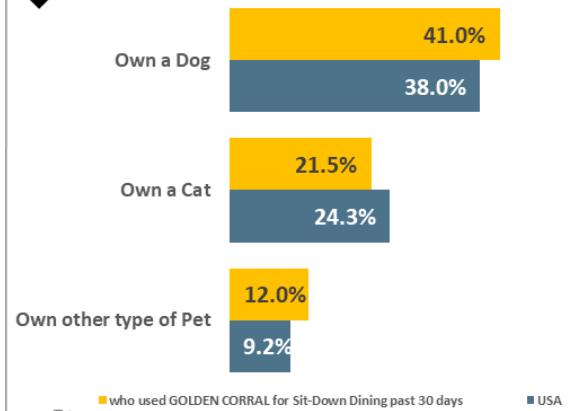
Own/Rent/Other: Adults 25 - 54



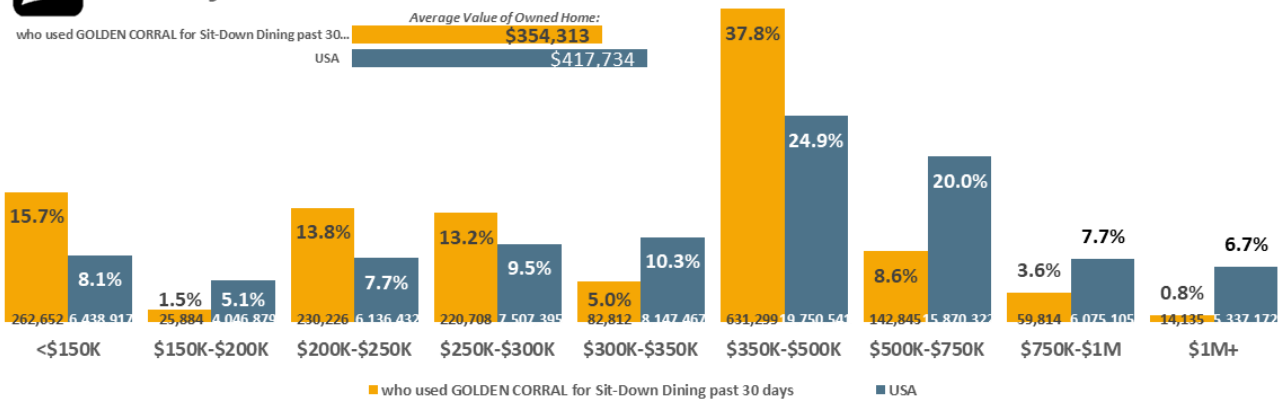
Type of Home: Adults 25 - 54



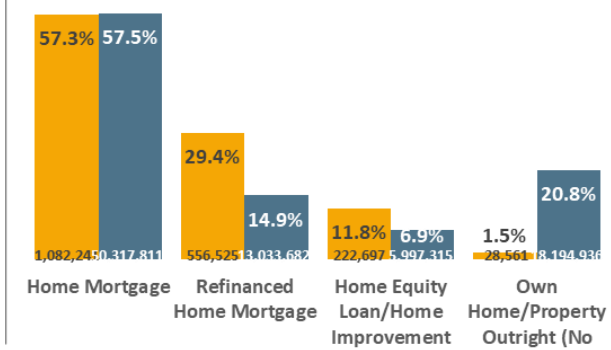
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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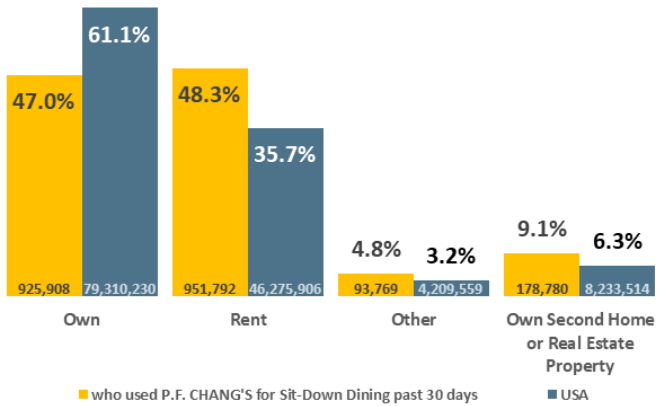
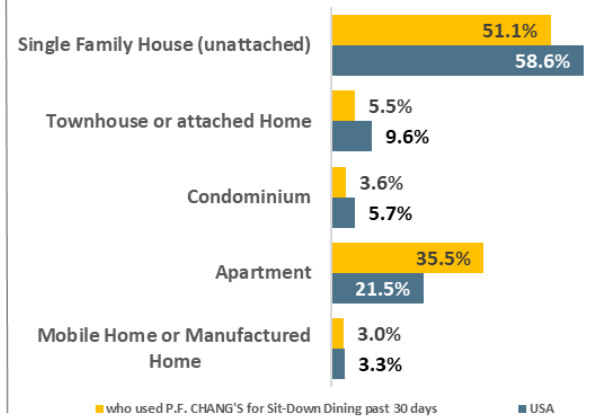
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

1.5% or 1,971,469 of USA Adults 25 - 54 used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days are 23.1% less likely to own their home, 12.% more likely to own a higher valued home, 12.8% less likely to have a single-family home, 3.3% more likely to have a dog.

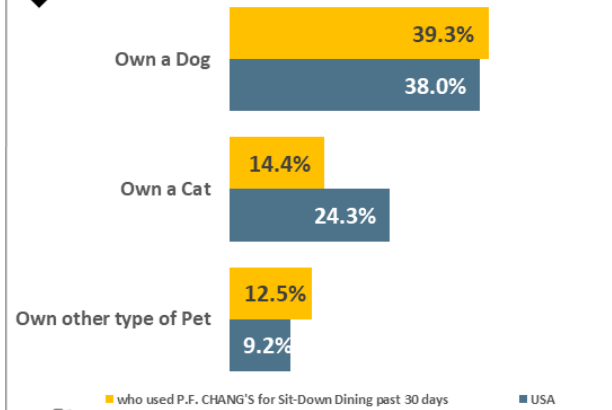
Own/Rent/Other: Adults 25 - 54



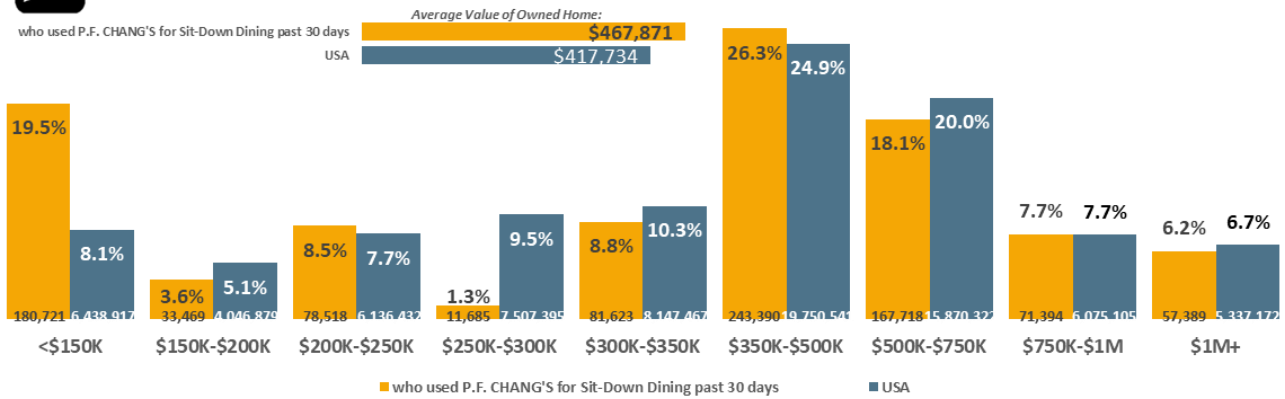
Type of Home: Adults 25 - 54



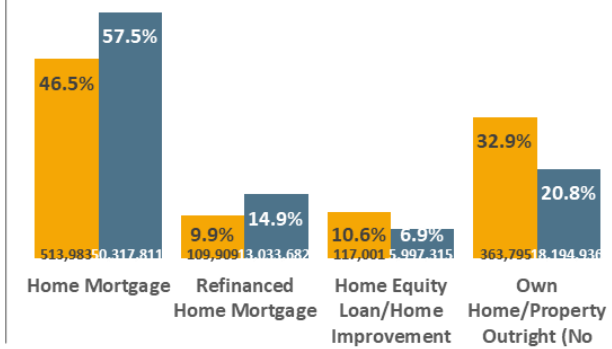
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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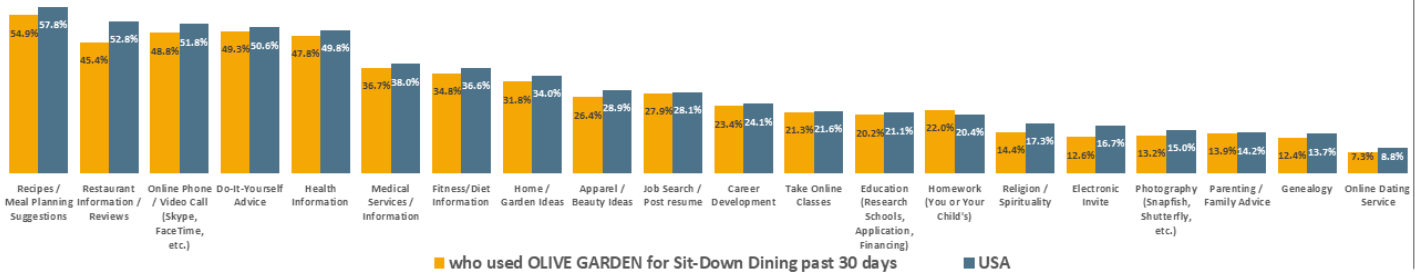
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

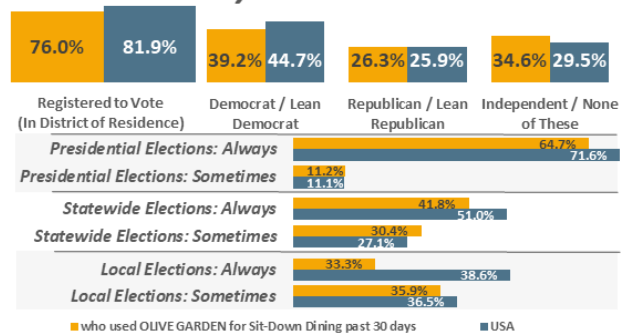
Sit-down restaurants used past 30 days: P.F. Chang's

8.2% or 10,701,789 of USA Adults 25 - 54 used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days are 2.6% less likely to look up D-I-Y advice online, 13.9% less likely to always vote in local elections, 12.7% more likely to belong to a gym, 4.% more likely to fly domestic past yr.

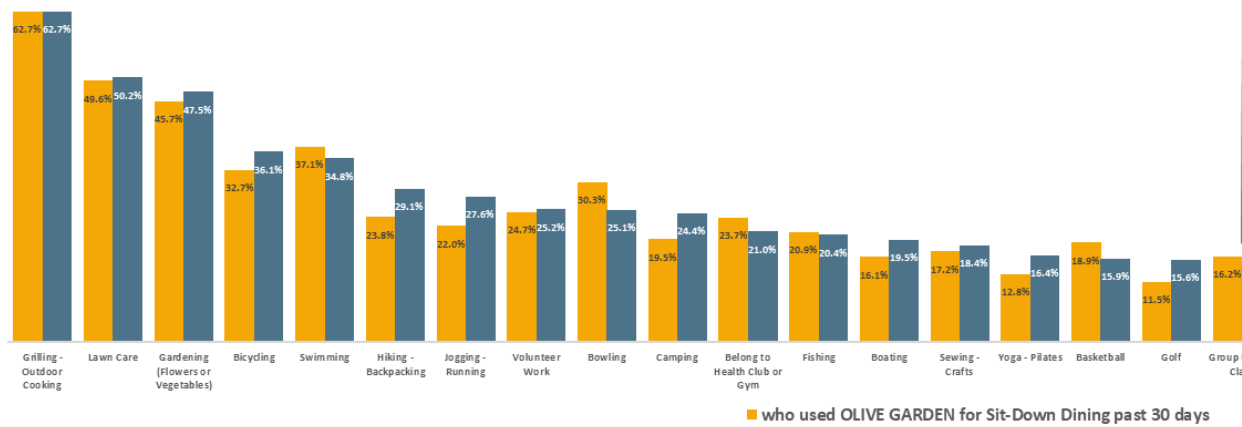
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



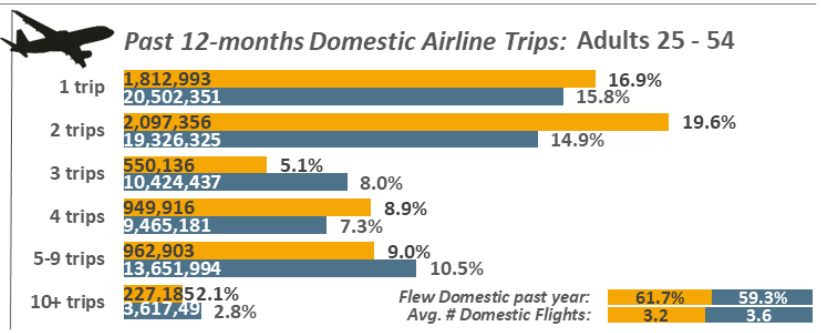
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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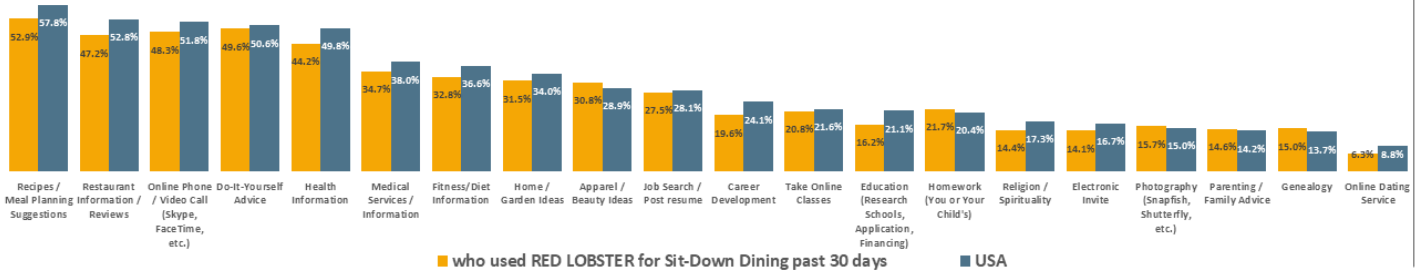
USA Jan23-Feb24 USA Projection Qual Intab 9,480

Sit-down restaurants used past 30 days: Olive Garden

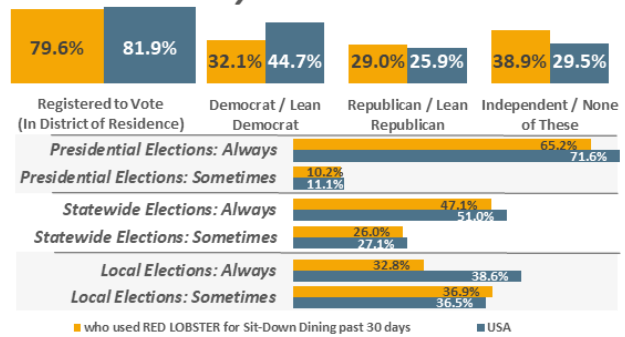
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.5% or 4,555,508 of USA Adults 25 - 54 used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days are 2.1% less likely to look up D-I-Y advice online, 15.2% less likely to always vote in local elections, 4.4% less likely to belong to a gym, 3.5% more likely to fly domestic past yr.

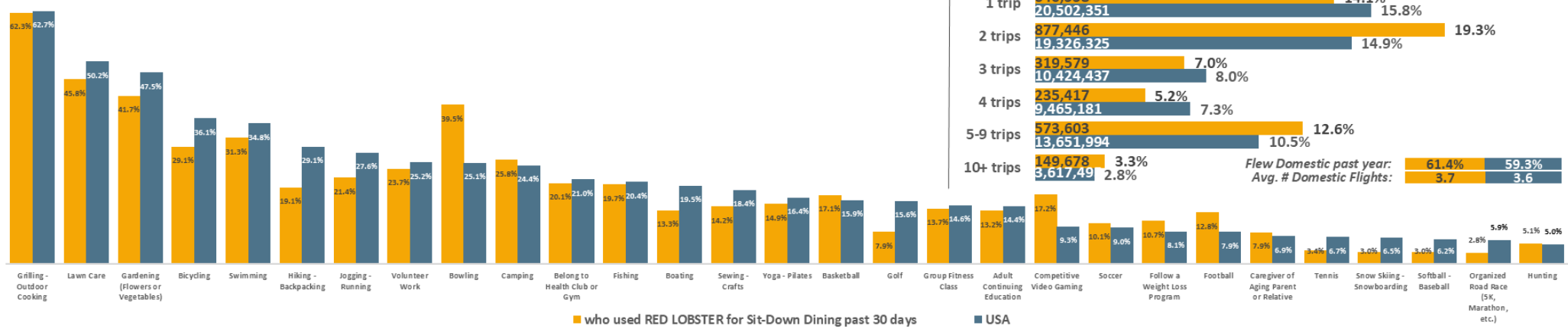
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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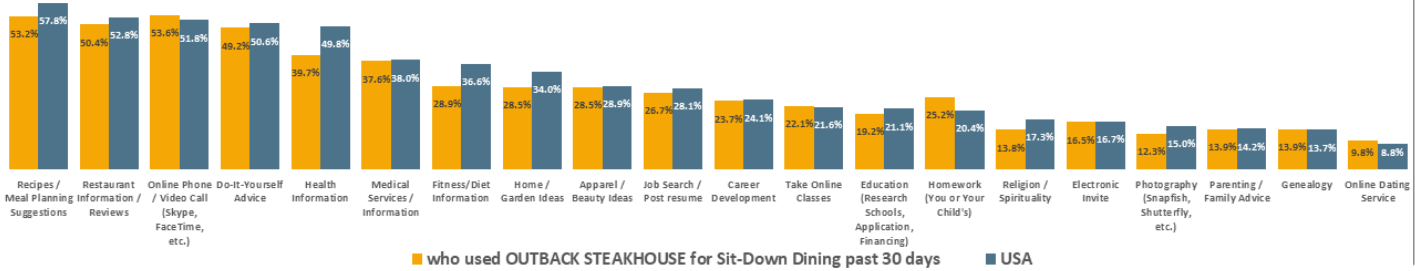
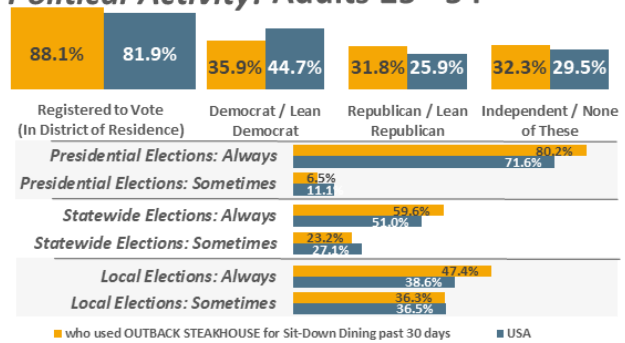
USA Jan23-Feb24 USA Projection Qual Intab 9,480

3.5% or 4,508,325 of USA Adults 25 - 54 used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 2.8% less likely to look up D-I-Y advice online, 22.7% more likely to always vote in local elections, .7% more likely to belong to a gym, 1.1% more likely to fly domestic past

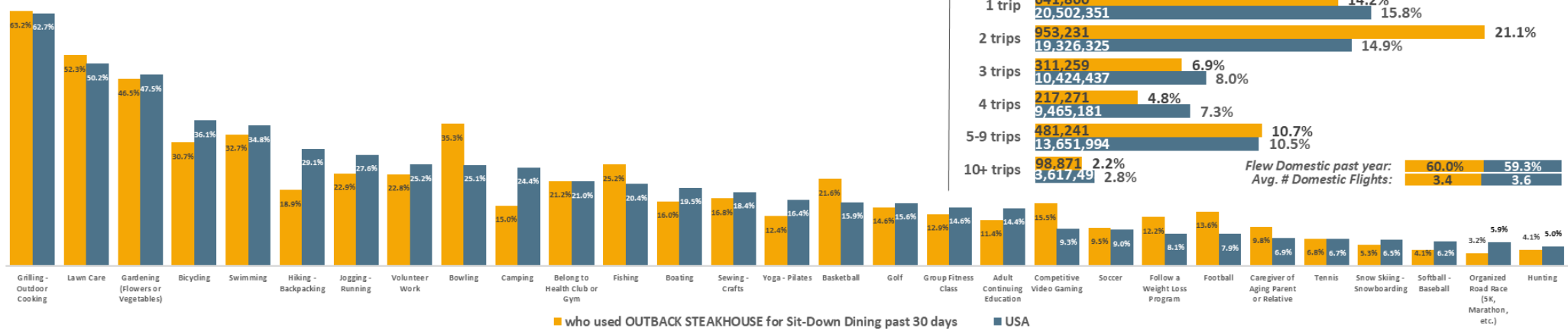
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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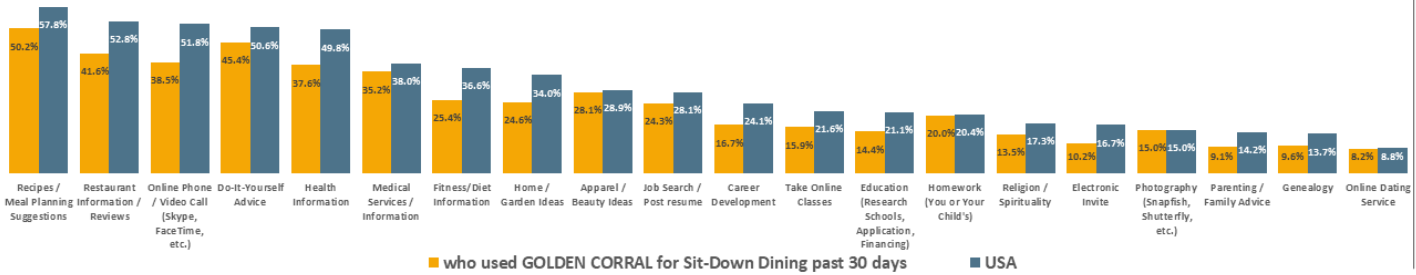
USA Jan23-Feb24 USA Projection Qual Intab 9,480

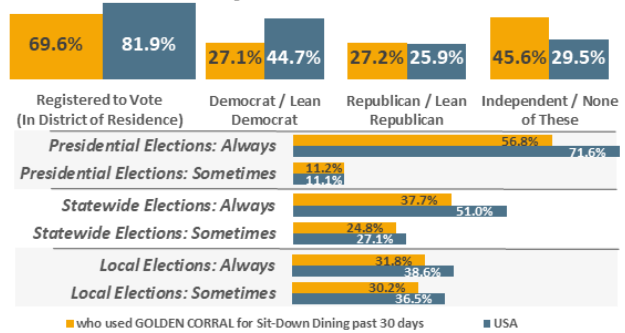
Sit-down restaurants used past 30 days: Outback Steakhouse

2.7% or 3,481,977 of USA Adults 25 - 54 used GOLDEN CORRAL for Sit-Down Dining past 30 days.
Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 10.3% less likely to look up D-I-Y advice online, 17.8% less likely to always vote in local elections, 26.7% more likely to belong to a gym, 12.2% less likely to fly domestic past

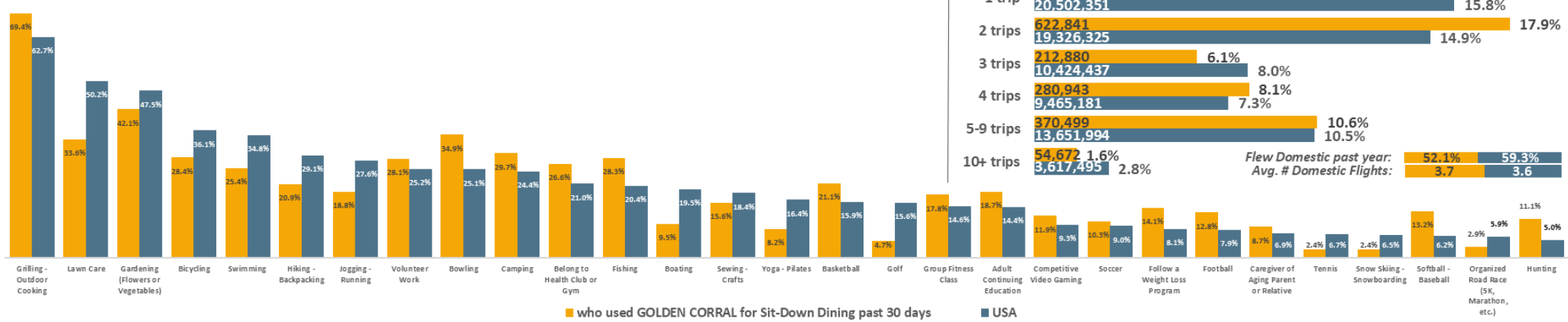
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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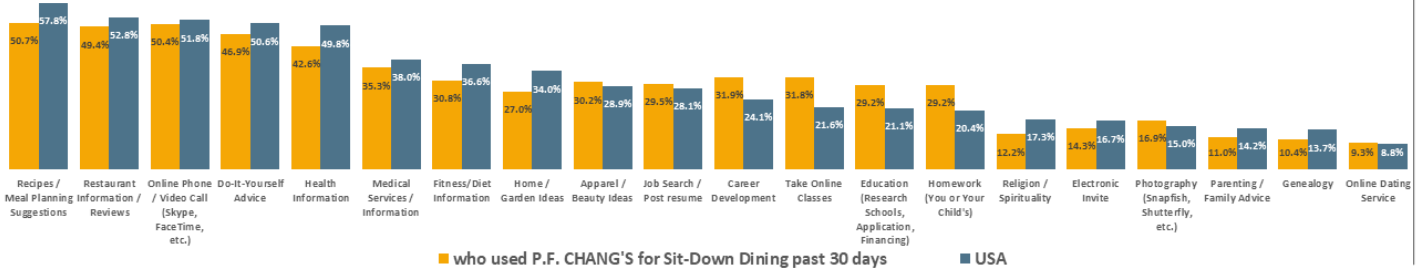
USA Jan23-Feb24 USA Projection Qual Intab 9,480

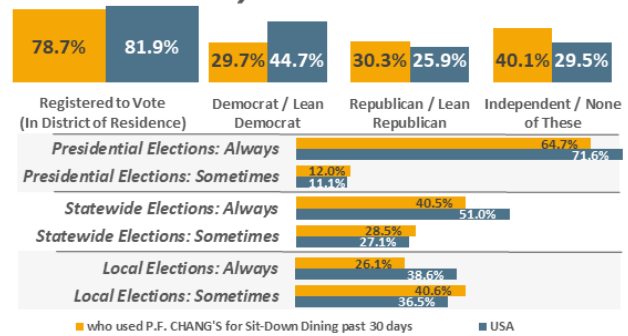
Sit-down restaurants used past 30 days: Golden Corral

1.5% or 1,971,469 of USA Adults 25 - 54 used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days are 7.5% less likely to look up D-I-Y advice online, 32.5% less likely to always vote in local elections, 12.6% more likely to belong to a gym, 25.6% more likely to fly domestic past yr

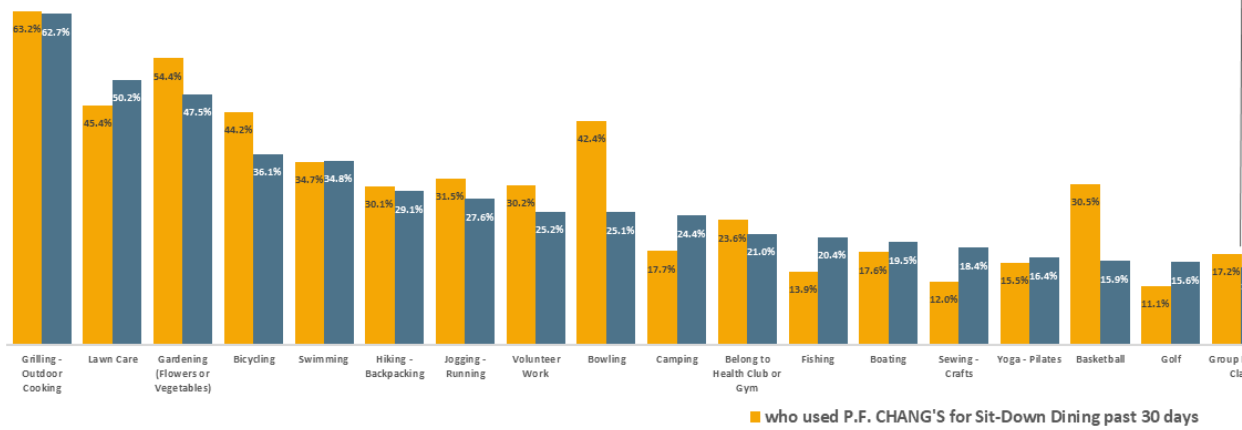
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



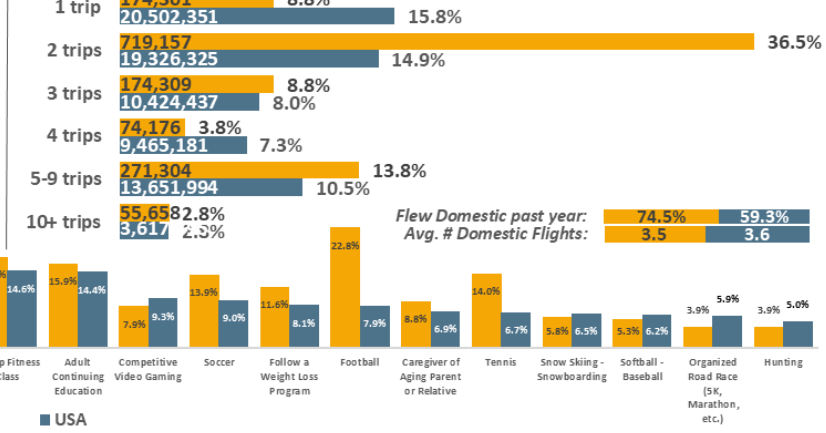
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

8.2% or 10,701,789 of USA Adults 25 - 54 used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days are 9.2% more likely to use QSRs past mo., 29.4% more likely to use Sit-Down Restaurants past mo., 56.% more likely to use Casinos past yr., .9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

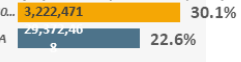


Top-10 Cuisines: Adults 25 - 54

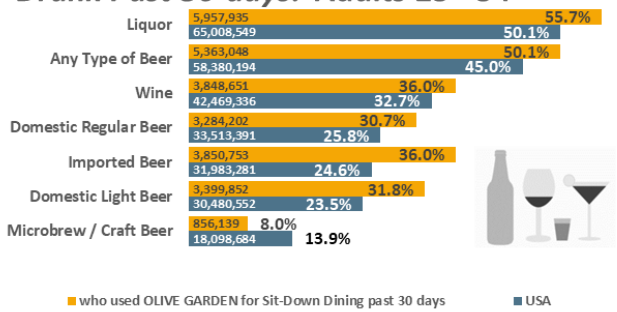
(Sit-Down Restaurants Used Past 30-days)



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

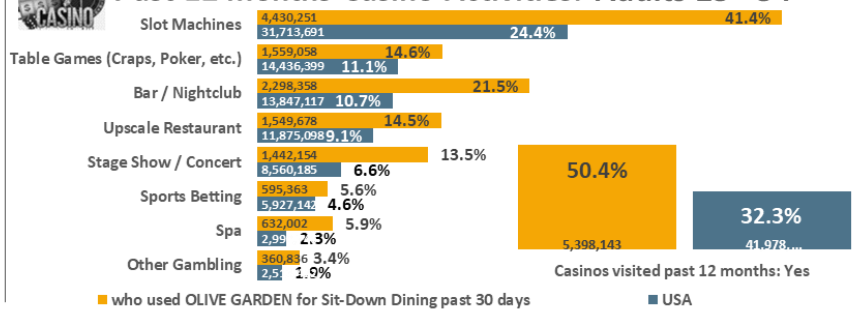


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

Sit-down restaurants used past 30 days: Olive Garden

RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.5% or 4,555,508 of USA Adults 25 - 54 used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days are 8.1% more likely to use QSRs past mo., 29.4% more likely to use Sit-Down Restaurants past mo., 59.1% more likely to use Casinos past yr., 99.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 98.6% 4,492,904 | 91.3% 47

Avg. Monthly QSR Meals: 11.1 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 100.0% 4,555,508 | 77.3% 83

Avg. Monthly Sit-Down Restaurant Meals: 7.7 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who used RED LOBSTER for Sit-Down Dining past 30 days 1,652,641 — 36.3%

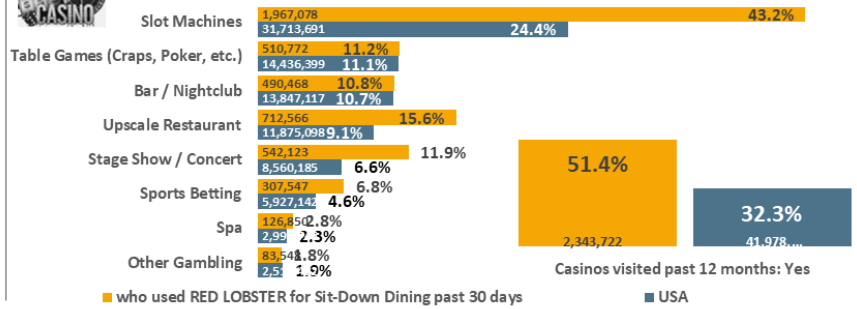
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

3.5% or 4,508,325 of USA Adults 25 - 54 used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 7.4% more likely to use QSRs past mo., 29.4% more likely to use Sit-Down Restaurants past mo., 48.7% more likely to use Casinos past yr., 35.3% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 98.1% 4,420,693 | 91.3% 47

Avg. Monthly QSR Meals: 11.0 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 100.0% 4,508,325 | 77.3% 83

Avg. Monthly Sit-Down Restaurant Meals: 7.5 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who used OUTBACK STEAKHOUSE for Sit-Down Dining... 1,378,450 30.6%

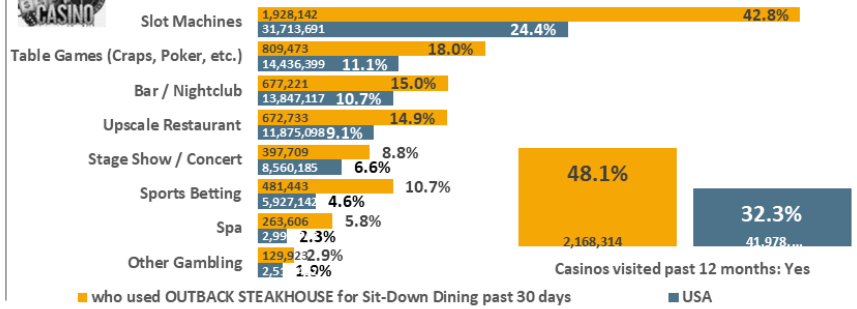
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

2.7% or 3,481,977 of USA Adults 25 - 54 used GOLDEN CORRAL for Sit-Down Dining past 30 days.
Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days are 8.4% more likely to use QSRs past mo., 29.4% more likely to use Sit-Down Restaurants past mo., 30.% more likely to use Casinos past yr., 16.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

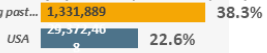


Top-10 Cuisines: Adults 25 - 54

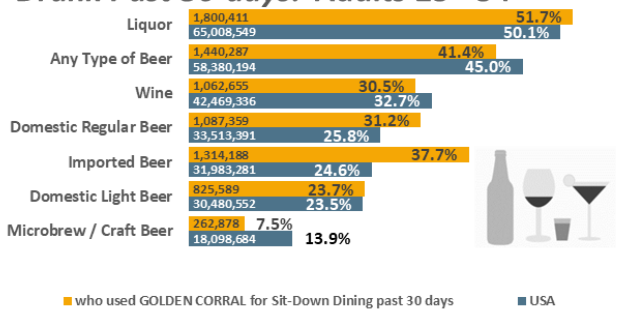
(Sit-Down Restaurants Used Past 30-days)



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

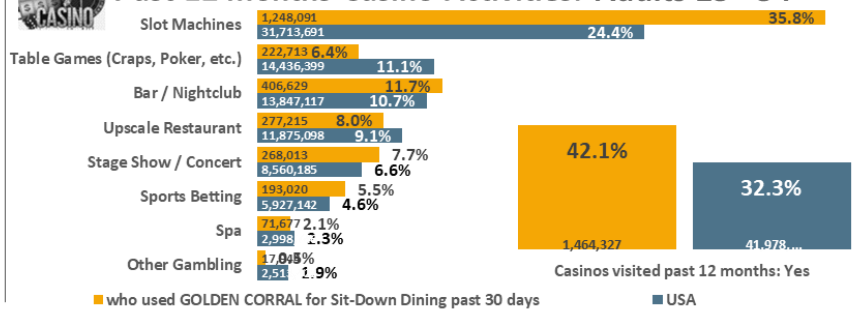


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

1.5% or 1,971,469 of USA Adults 25 - 54 used P.F. CHANG'S for Sit-Down Dining past 30 days.
Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days are 9.1% more likely to use QSRs past mo., 29.4% more likely to use Sit-Down Restaurants past mo., 69.2% more likely to use Casinos past yr., 17.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 99.6% 1,963,641 | 91.3% 47

Avg. Monthly QSR Meals: 11.0 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 100.0% 1,971,469 | 77.3% 83

Avg. Monthly Sit-Down Restaurant Meals: 8.5 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

who used P.F. CHANG'S for Sit-Down Dining past 30 days 844,001 42.8%

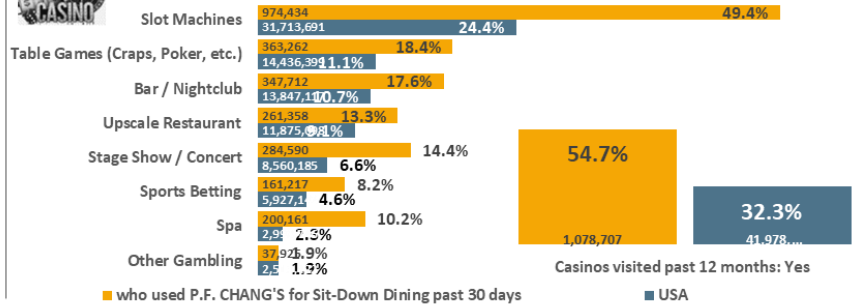
USA 22.6%

Drank Past 30-days: Adults 25 - 54



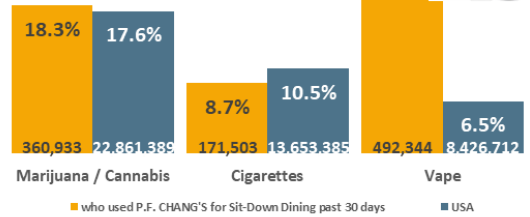
Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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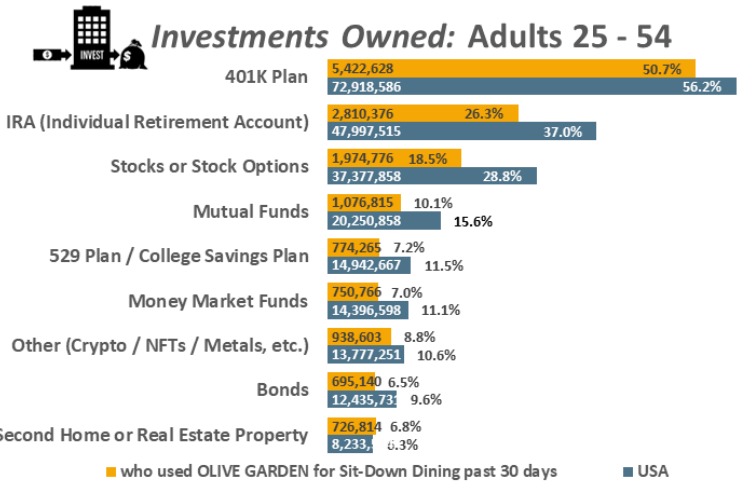
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

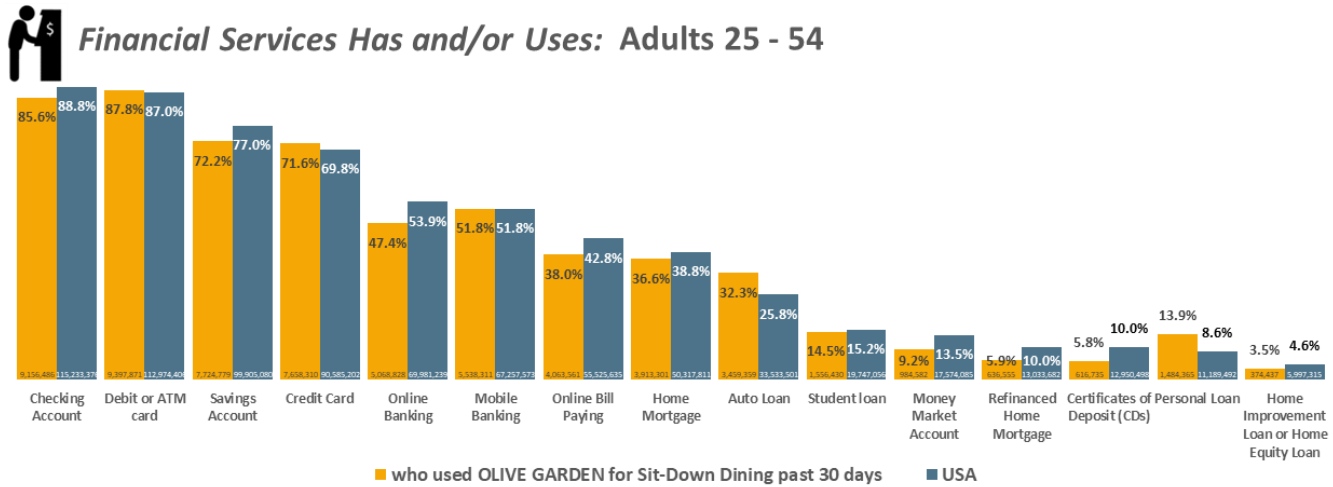
Sit-down restaurants used past 30 days: P.F. Chang's

8.2% or 10,701,789 of USA Adults 25 - 54 used OLIVE GARDEN for Sit-Down Dining past 30 days.
Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days are 9.8% less likely to have a 401K, 25.1% more likely to have an Auto Loan, 35.% less likely to Invest/Trade Stocks Online, 11.7% more likely to pay with their Debit Card.

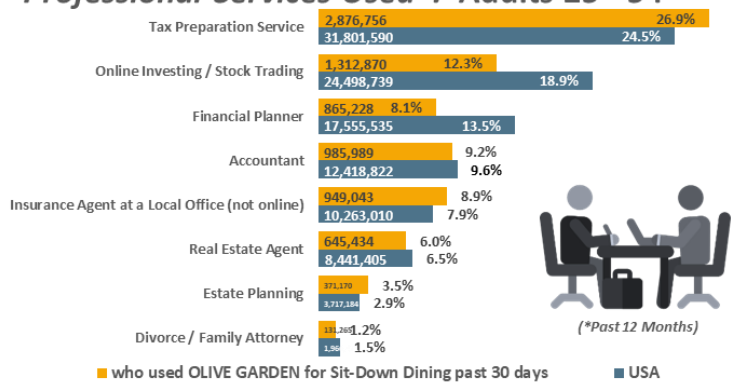
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

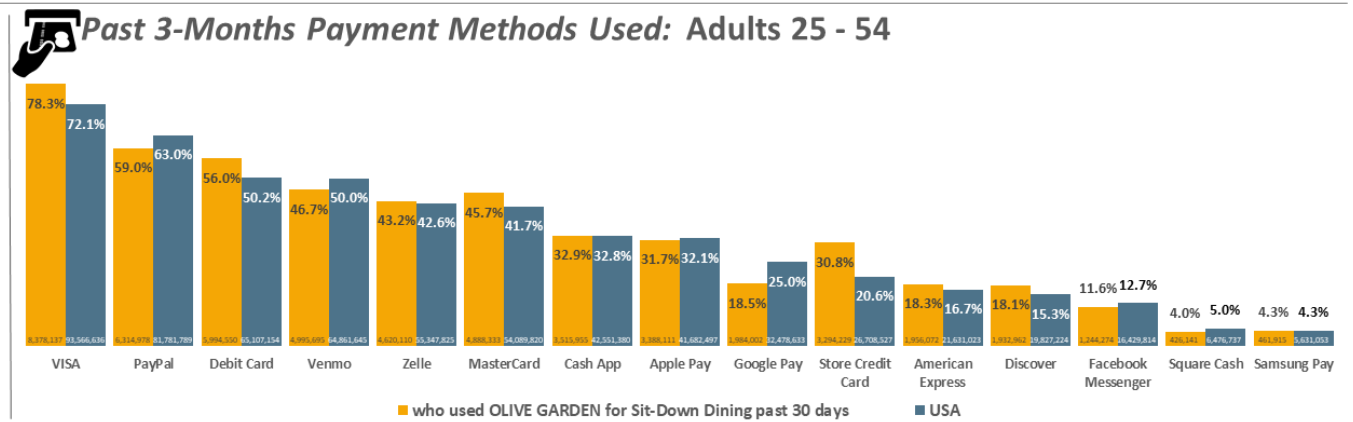


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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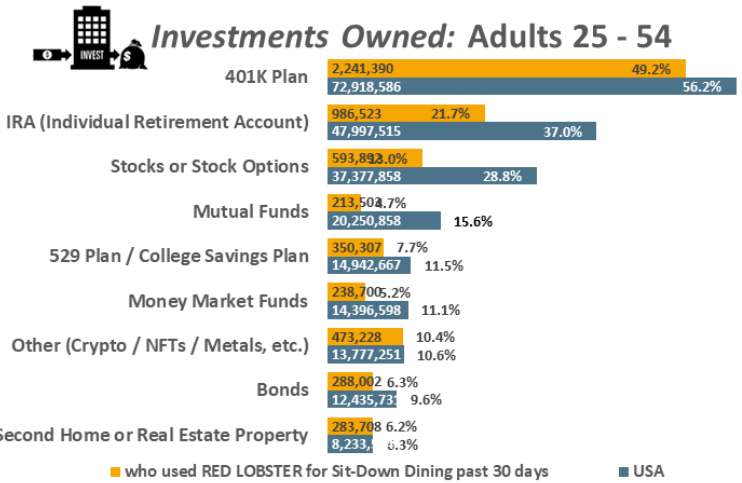
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

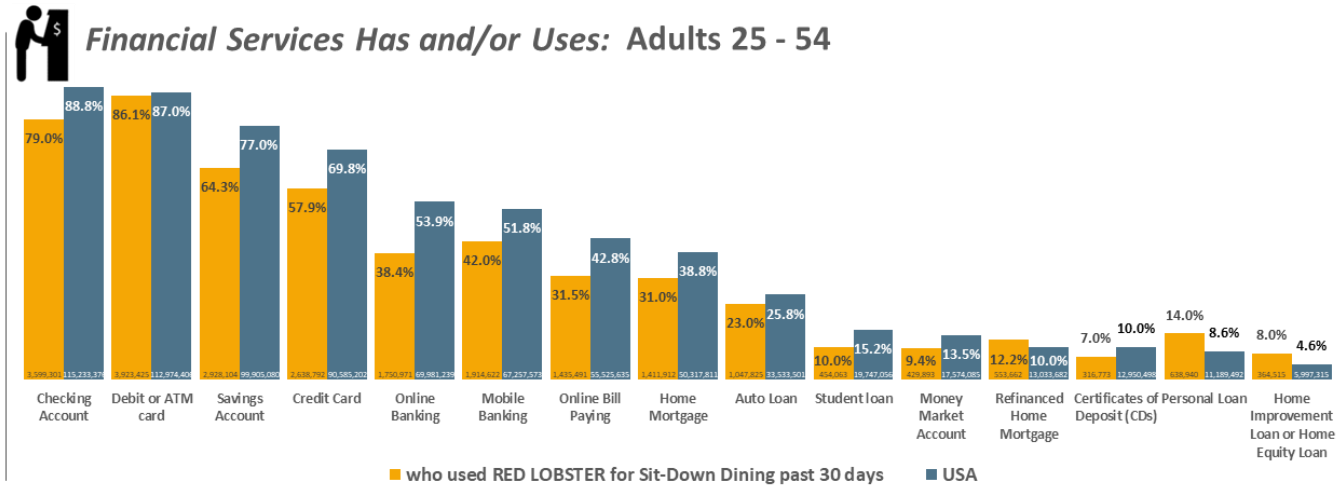
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3.5% or 4,555,508 of USA Adults 25 - 54 used RED LOBSTER for Sit-Down Dining past 30 days.
Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days are 12.4% less likely to have a 401K, 11.% less likely to have an Auto Loan, 39.1% less likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit Card.

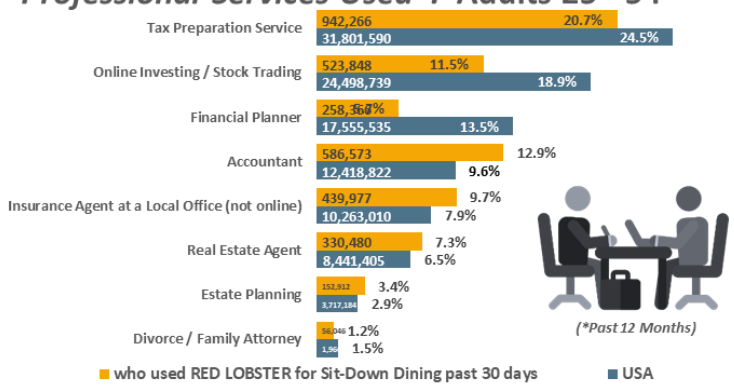
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

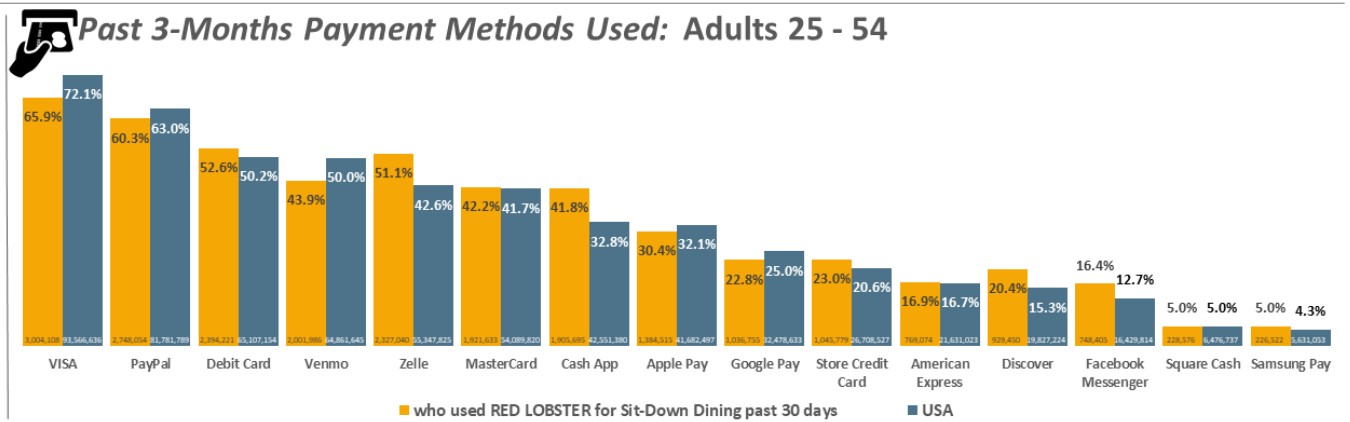


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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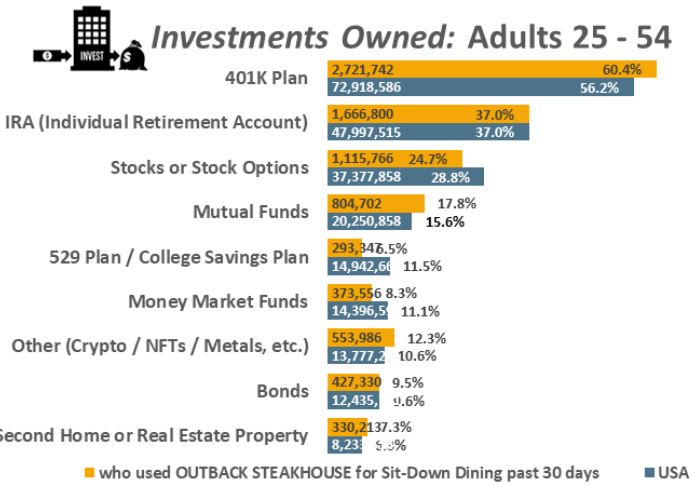
USA Jan23-Feb24 USA Projection Qual Intab 9,480

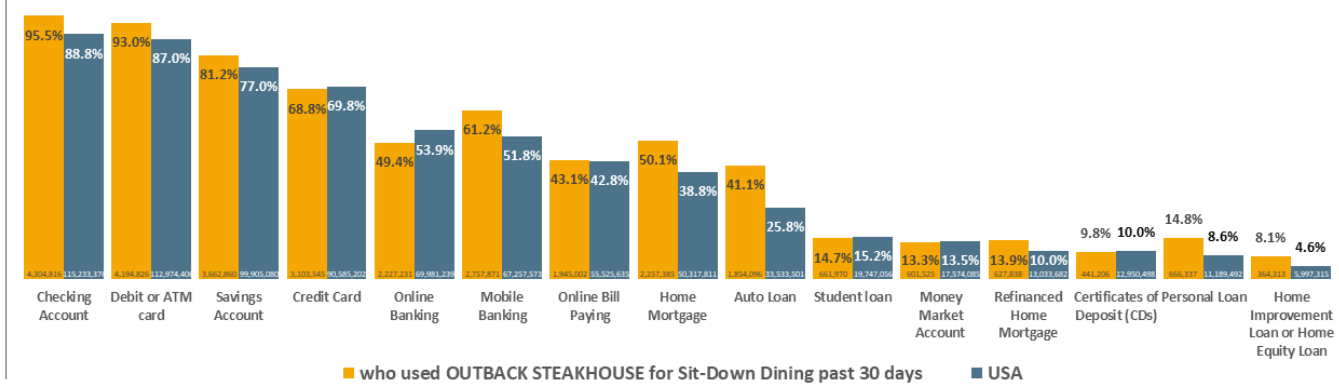
Sit-down restaurants used past 30 days: Red Lobster

3.5% or 4,508,325 of USA Adults 25 - 54 used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days. Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days are 7.5% more likely to have a 401K, 59.2% more likely to have an Auto Loan, 15.7% more likely to Invest/Trade Stocks Online, 11.3% more likely to pay with their Debit Card.

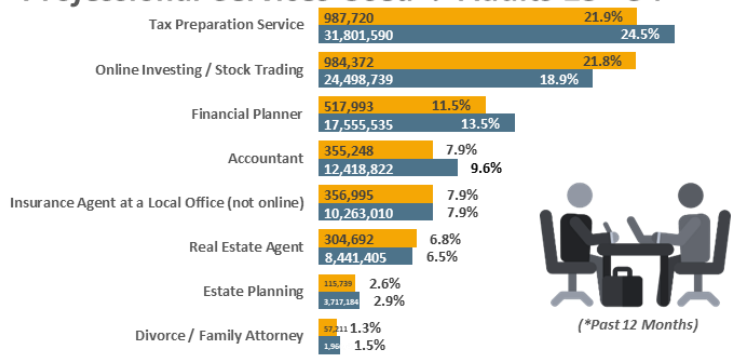
Investments Owned: Adults 25 - 54



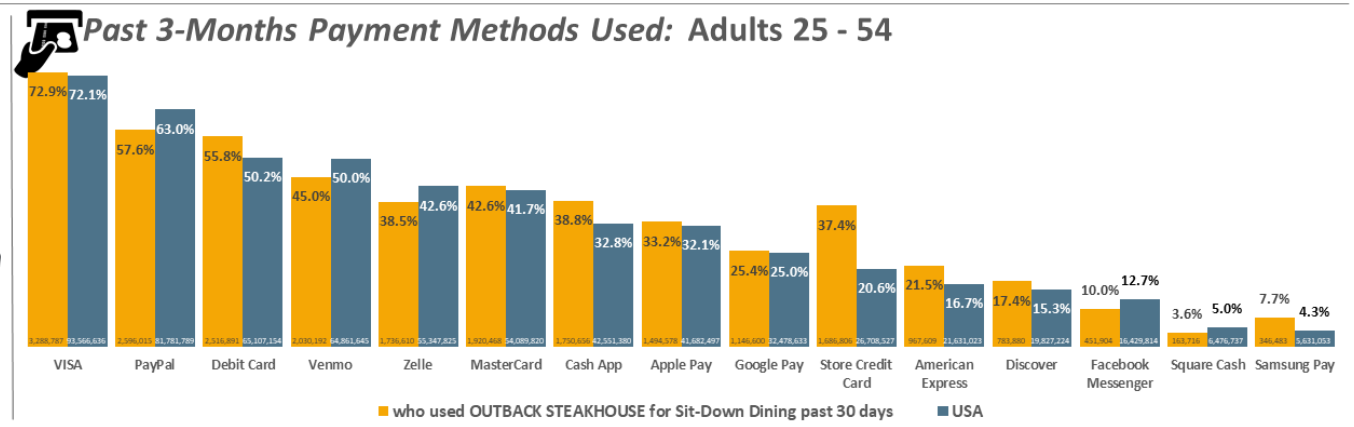
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

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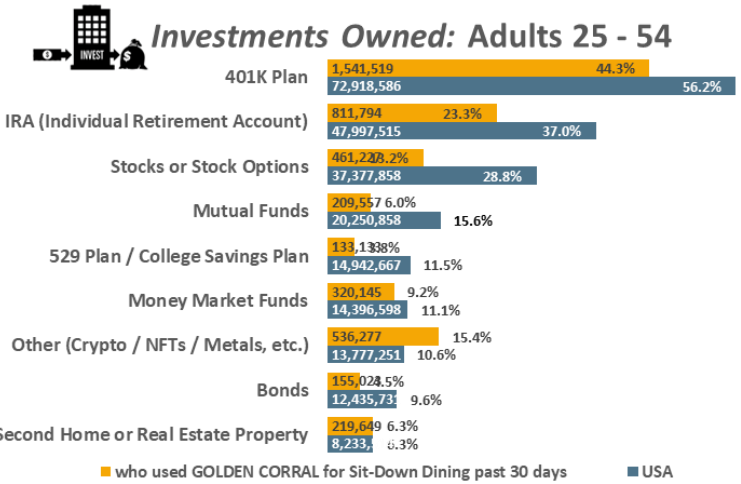
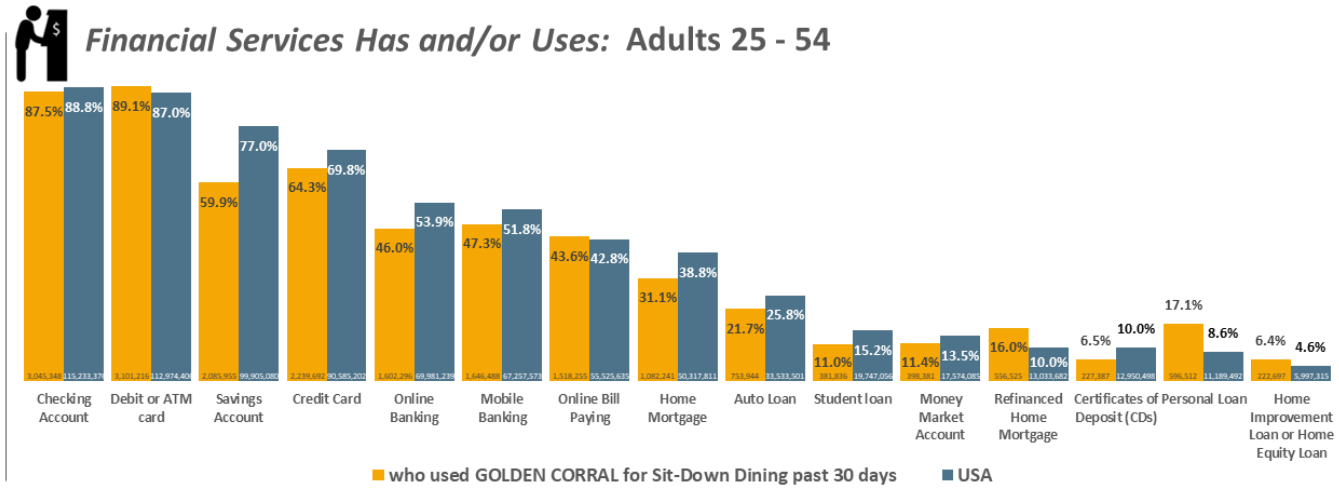
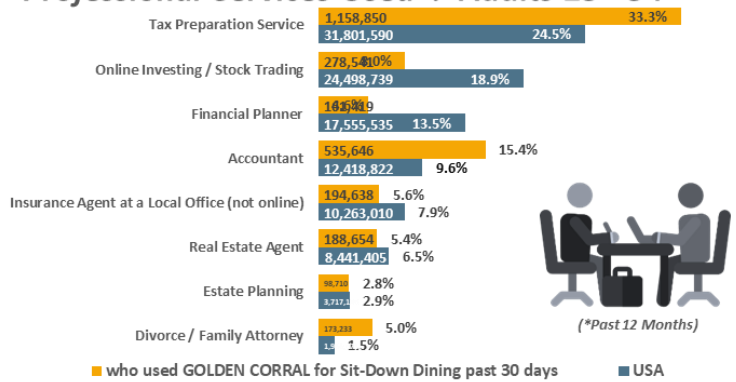
Investments Owned: Adults 25 - 54



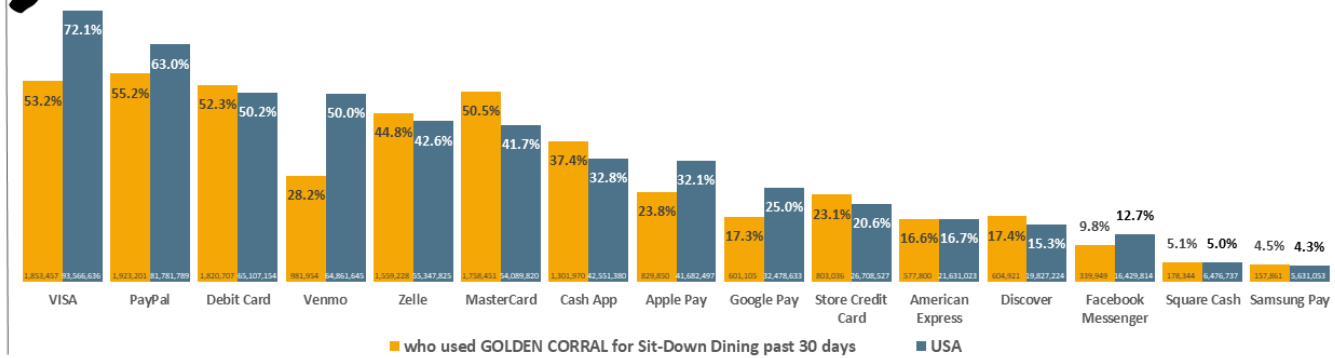
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



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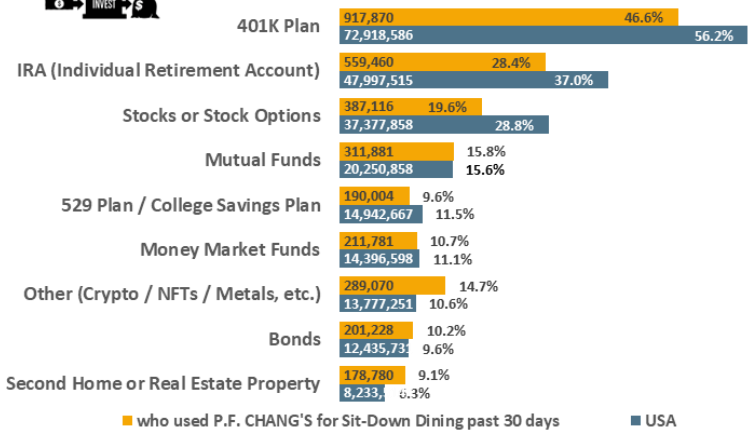
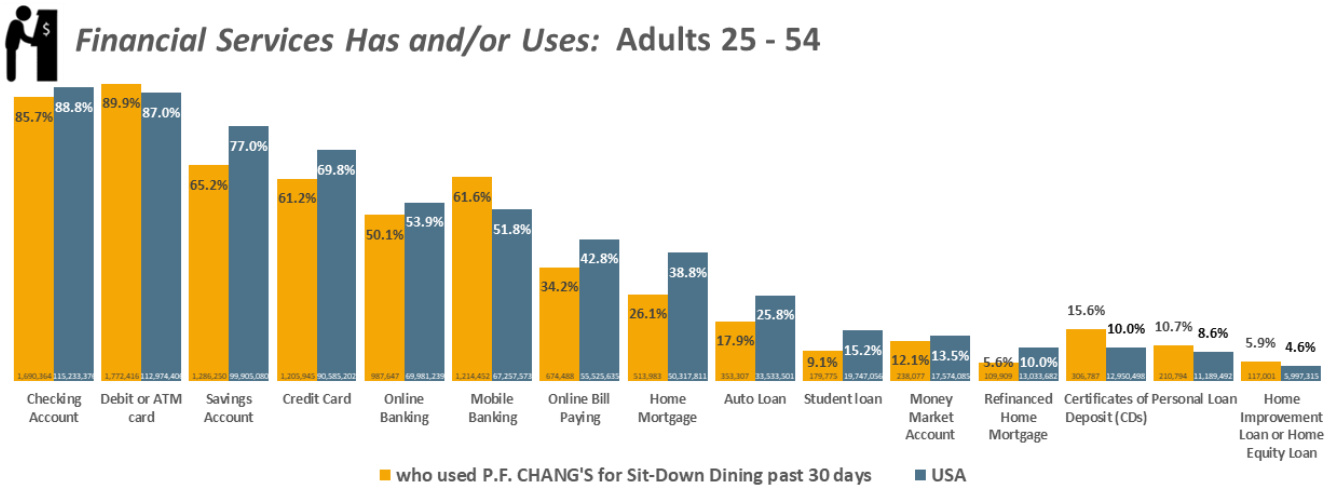
Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days are 17.1% less likely to have a 401K, 30.6% less likely to have an Auto Loan, 31.3% less likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

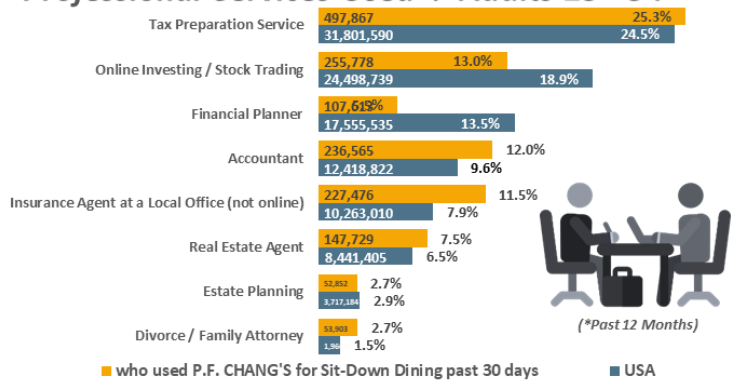
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

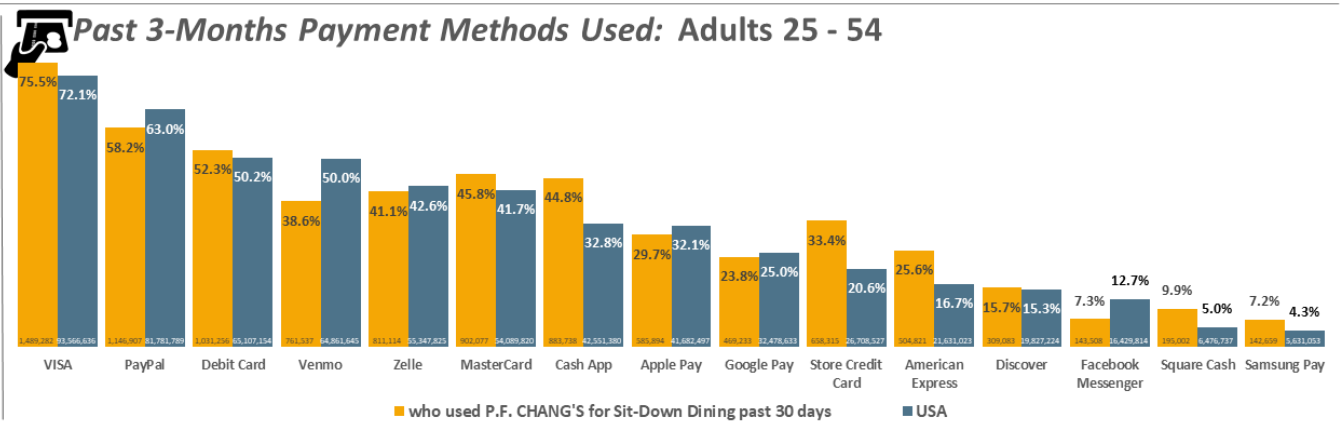


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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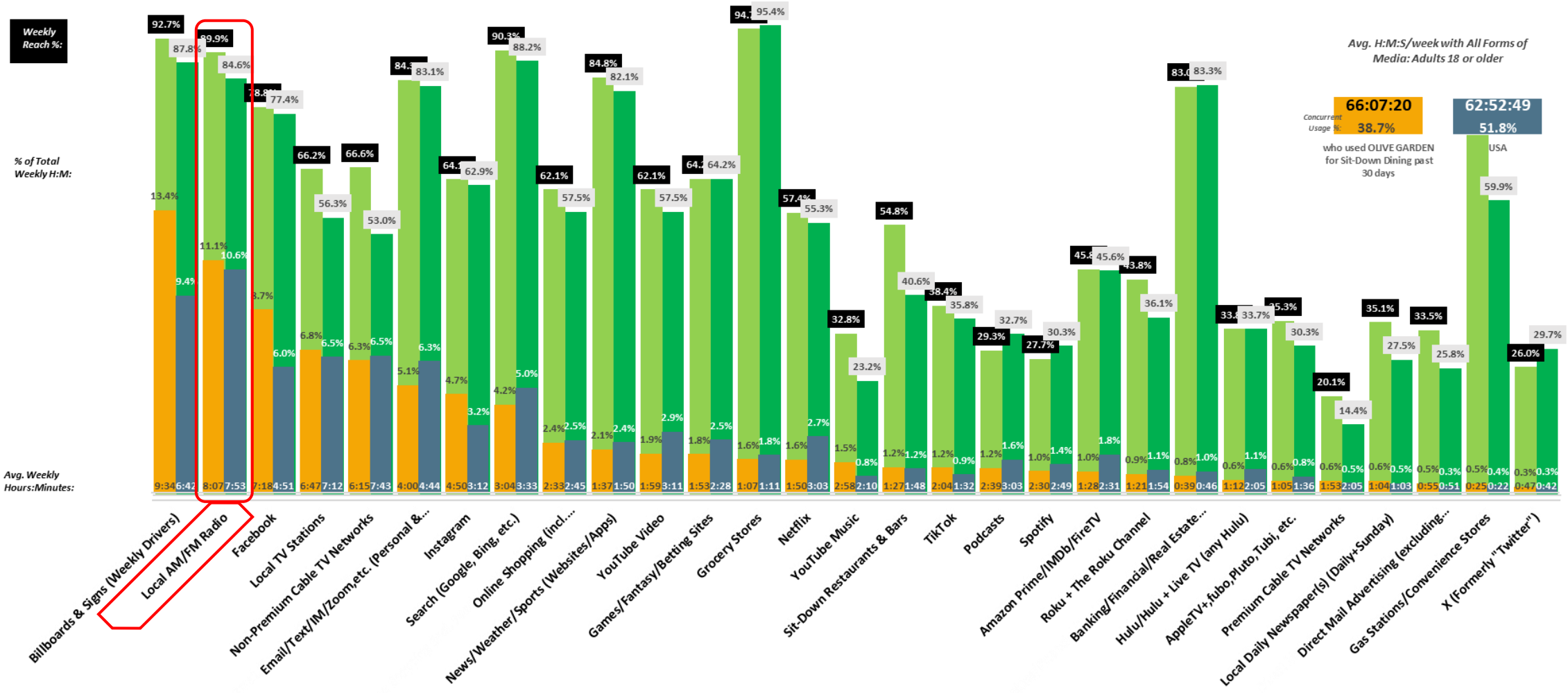
USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 2 days, 18 hours, 7 minutes and 20 seconds each week with All Forms of Media.

89.9% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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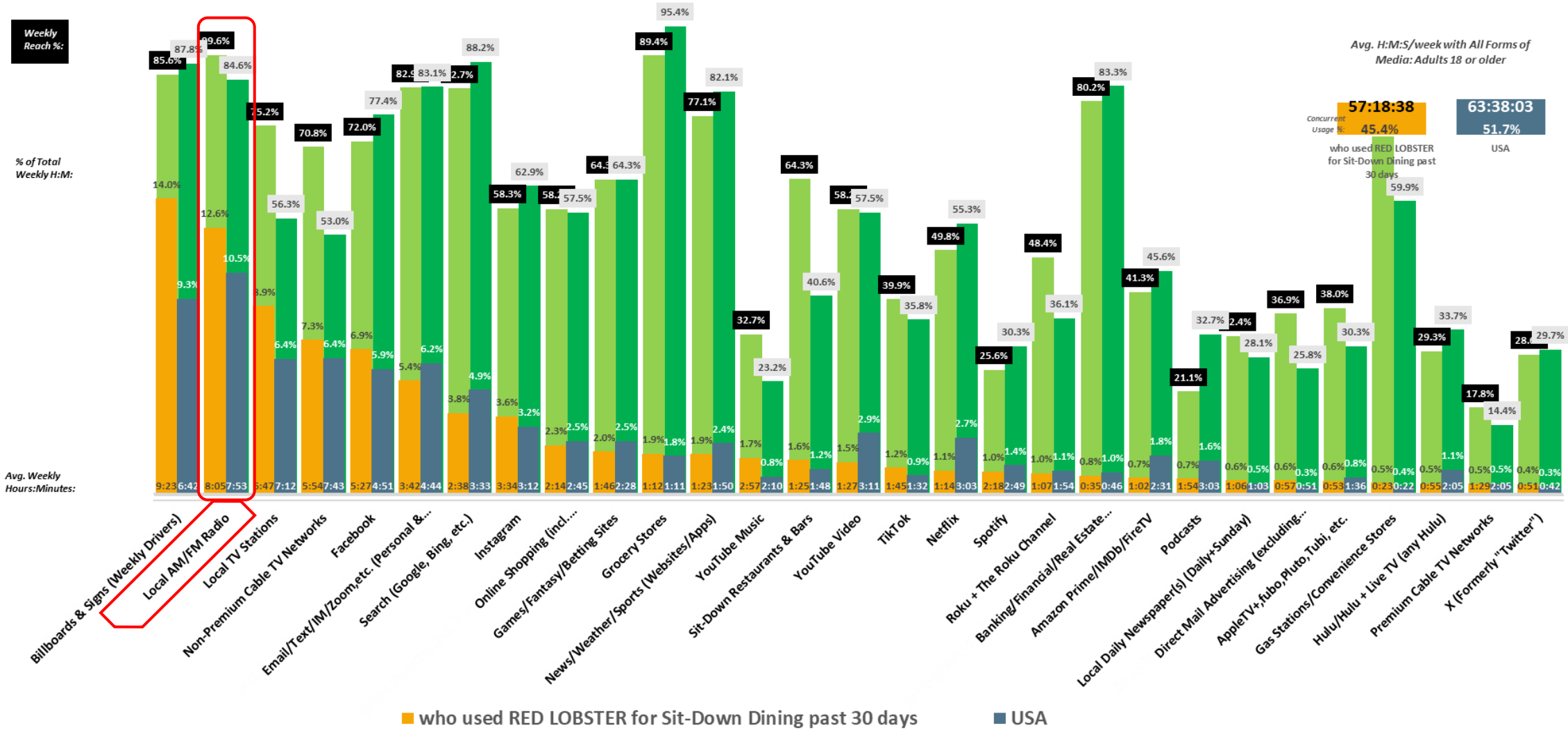
Sit-down restaurants used past 30 days: Olive Garden

RED LOBSTER
FRESH FISH • LIVE LOBSTER

Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 2 days, 9 hours, 18 minutes and 38 seconds each week with All Forms of Media.

89.6% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 12.6% of total time spent with all forms of Media.



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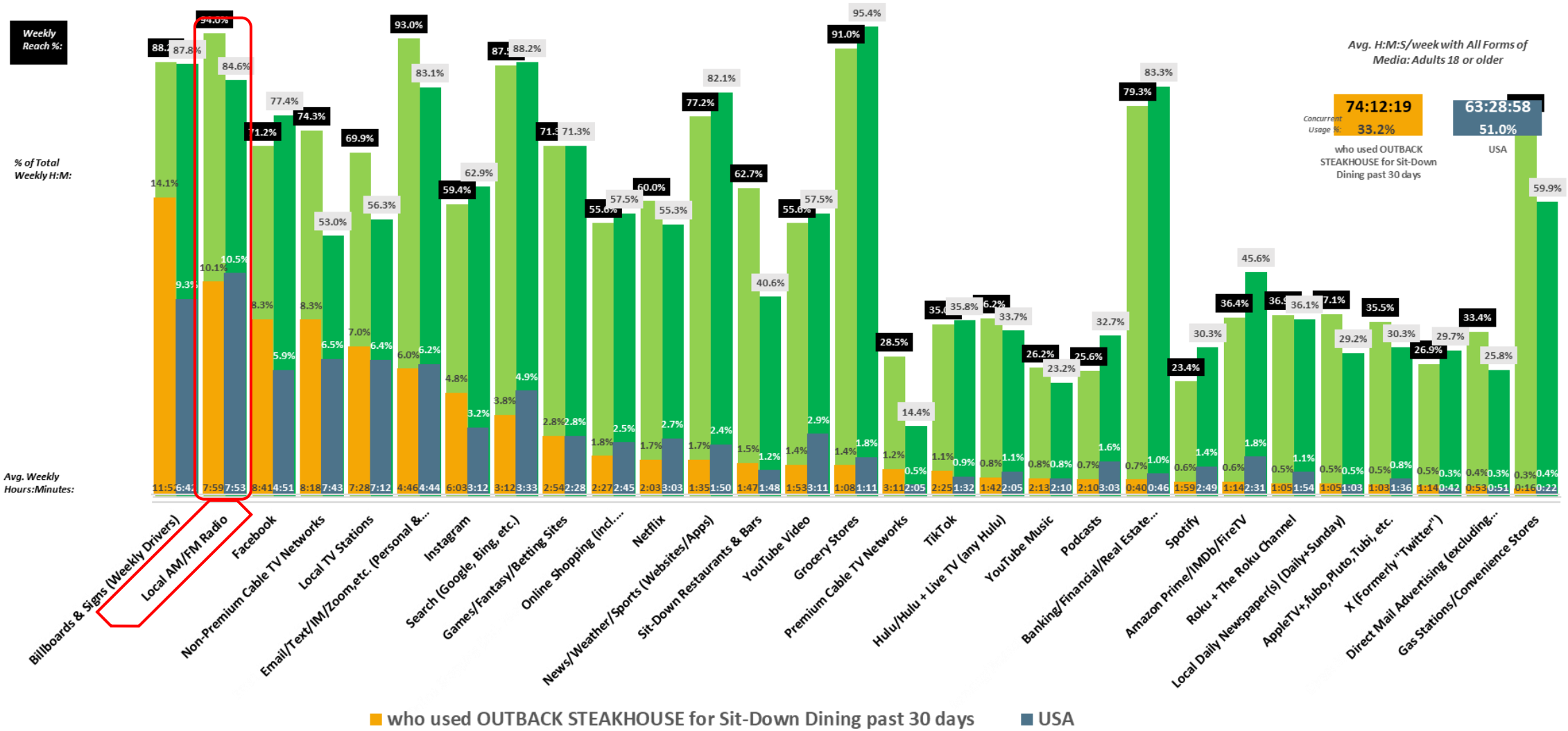
Sit-down restaurants used past 30 days: Red Lobster

Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 3 days, 2 hours, 12 minutes and 19 seconds each week with All Forms of Media.

94.% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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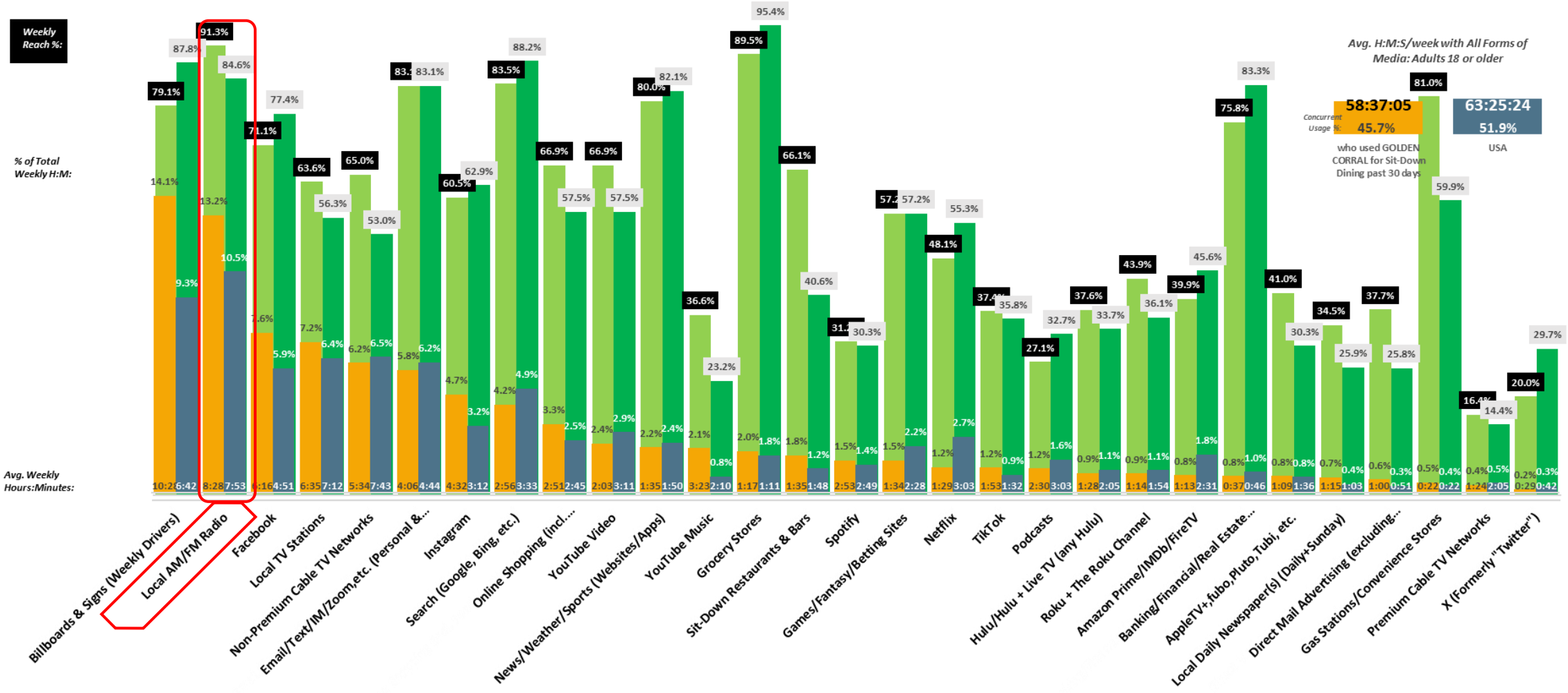
Sit-down restaurants used past 30 days: Outback Steakhouse

Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 2 days, 10 hours, 37 minutes and 5 seconds each week with All Forms of Media.

91.3% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 13.2% of total time spent with all forms of Media.



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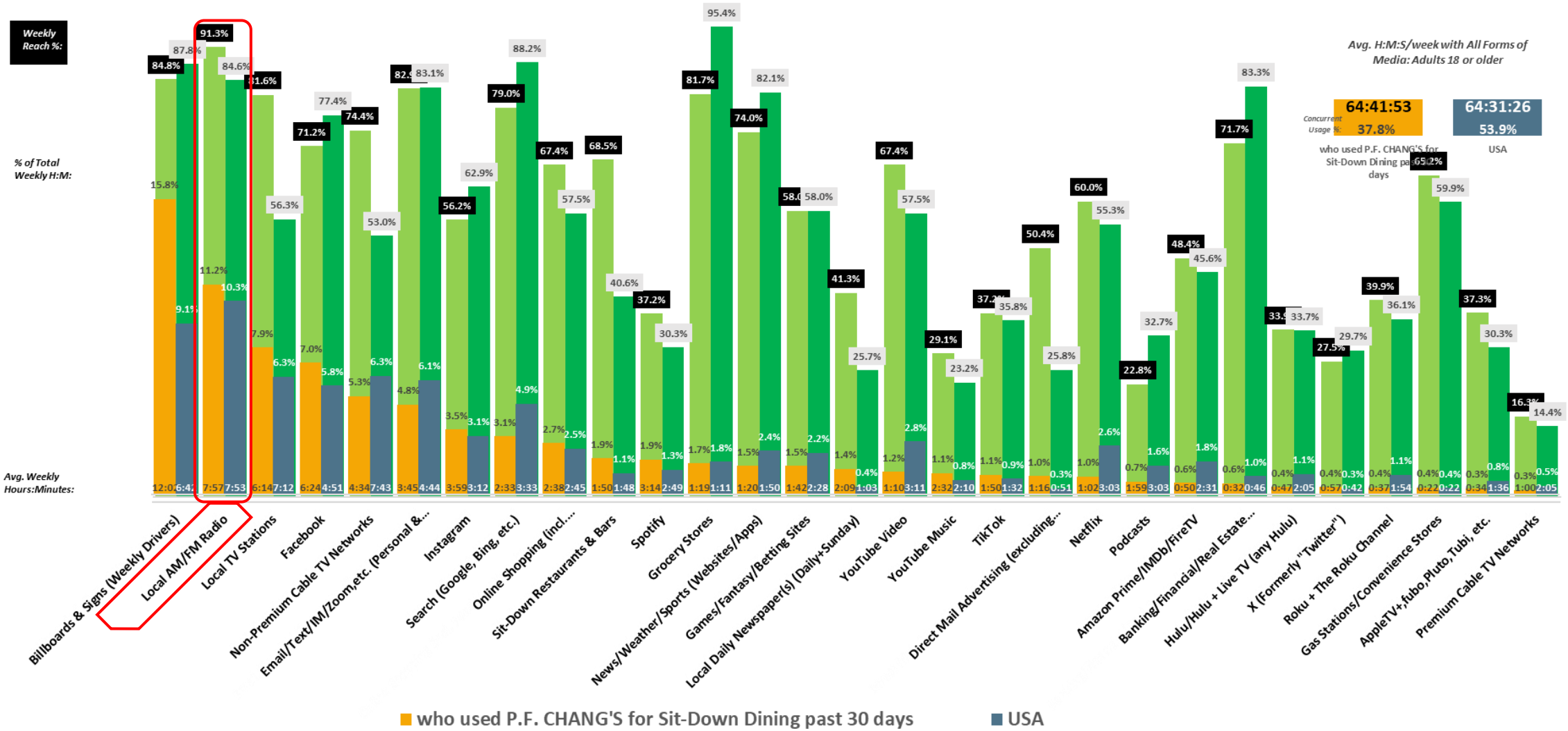
Sit-down restaurants used past 30 days: Golden Corral

Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 2 days, 16 hours, 41 minutes and 53 seconds each week with All Forms of Media.

91.3% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



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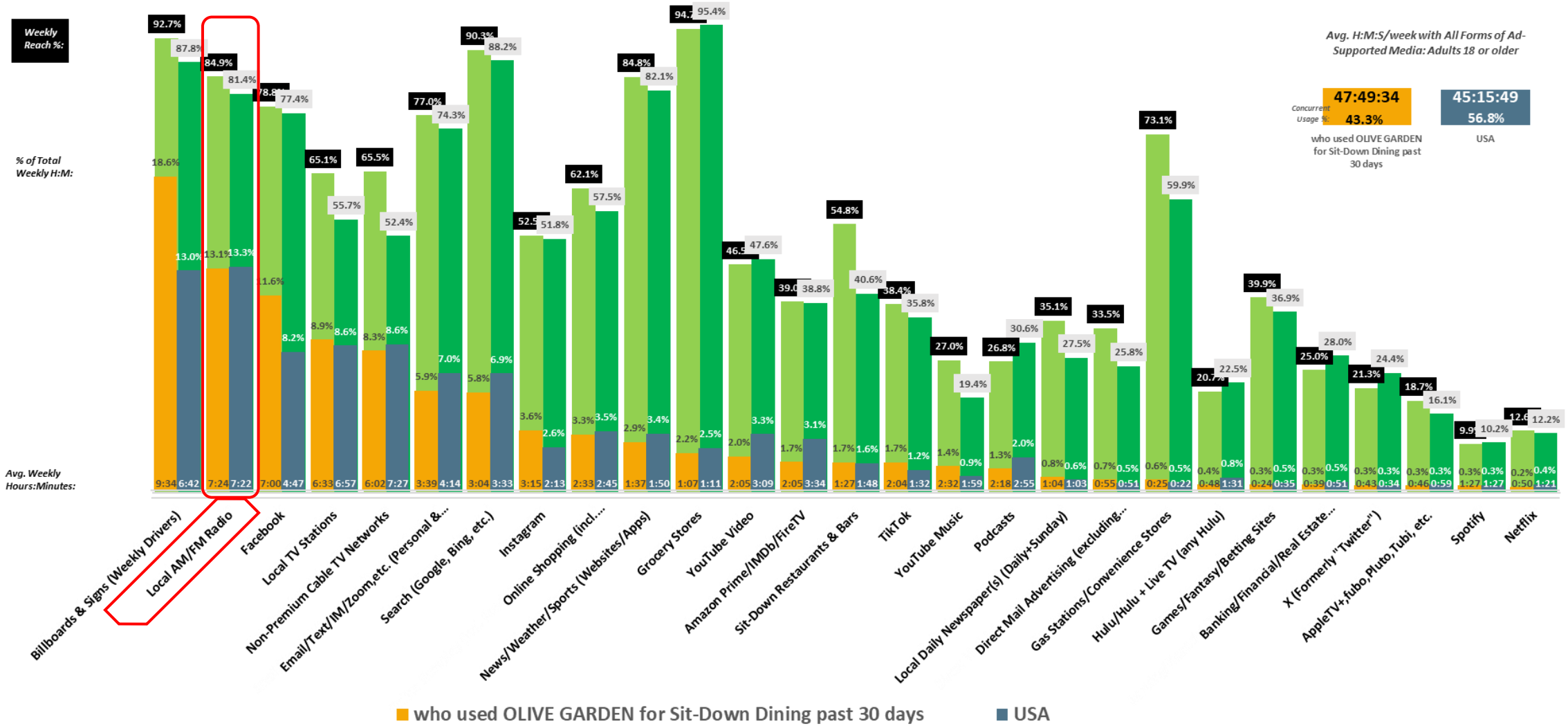
Sit-down restaurants used past 30 days: P.F. Chang's

Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 1 days, 23 hours, 49 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

84.9% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Media.



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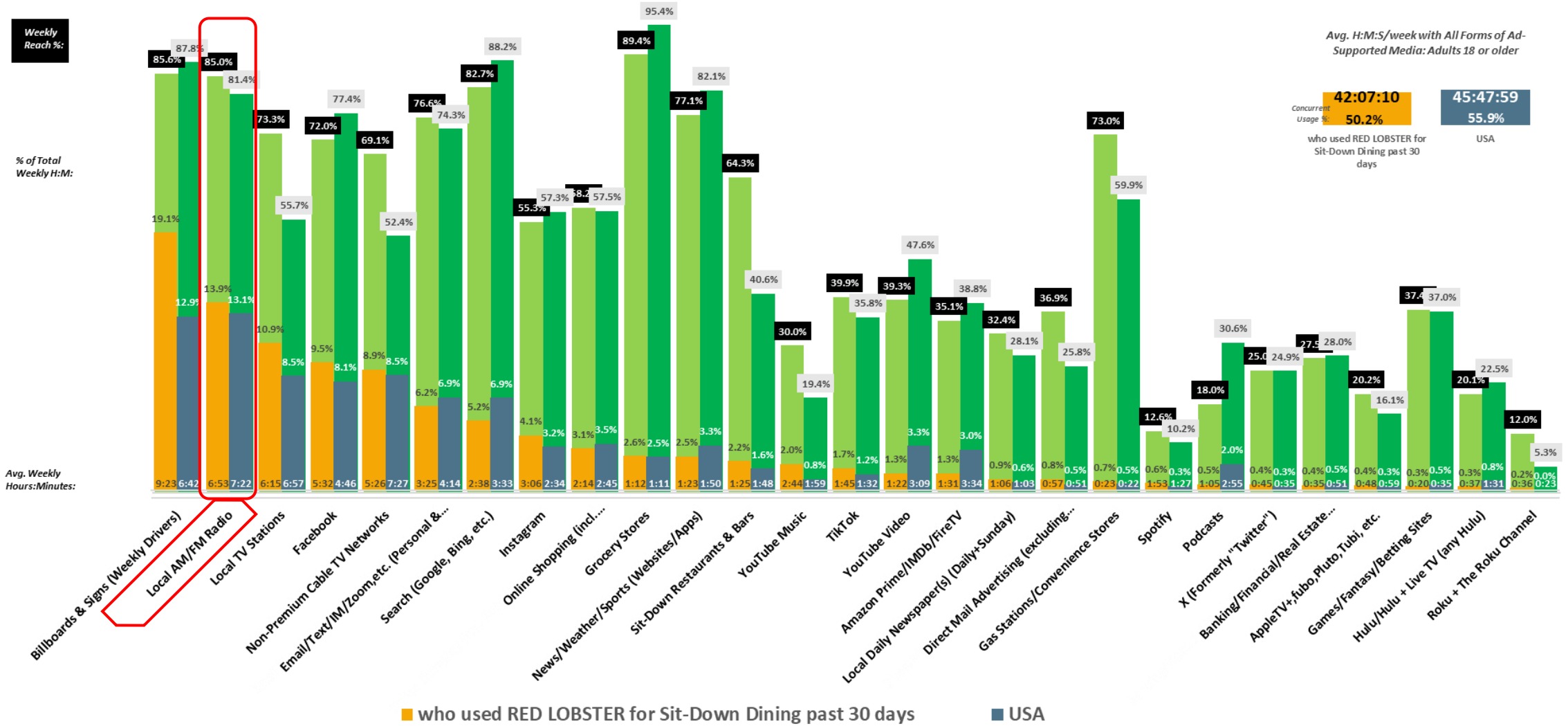
Sit-down restaurants used past 30 days: Olive Garden

RED LOBSTER
FRESH FISH • LIVE LOBSTER

Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 1 days, 18 hours, 7 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

85.% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days spend an avg. of 6 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.



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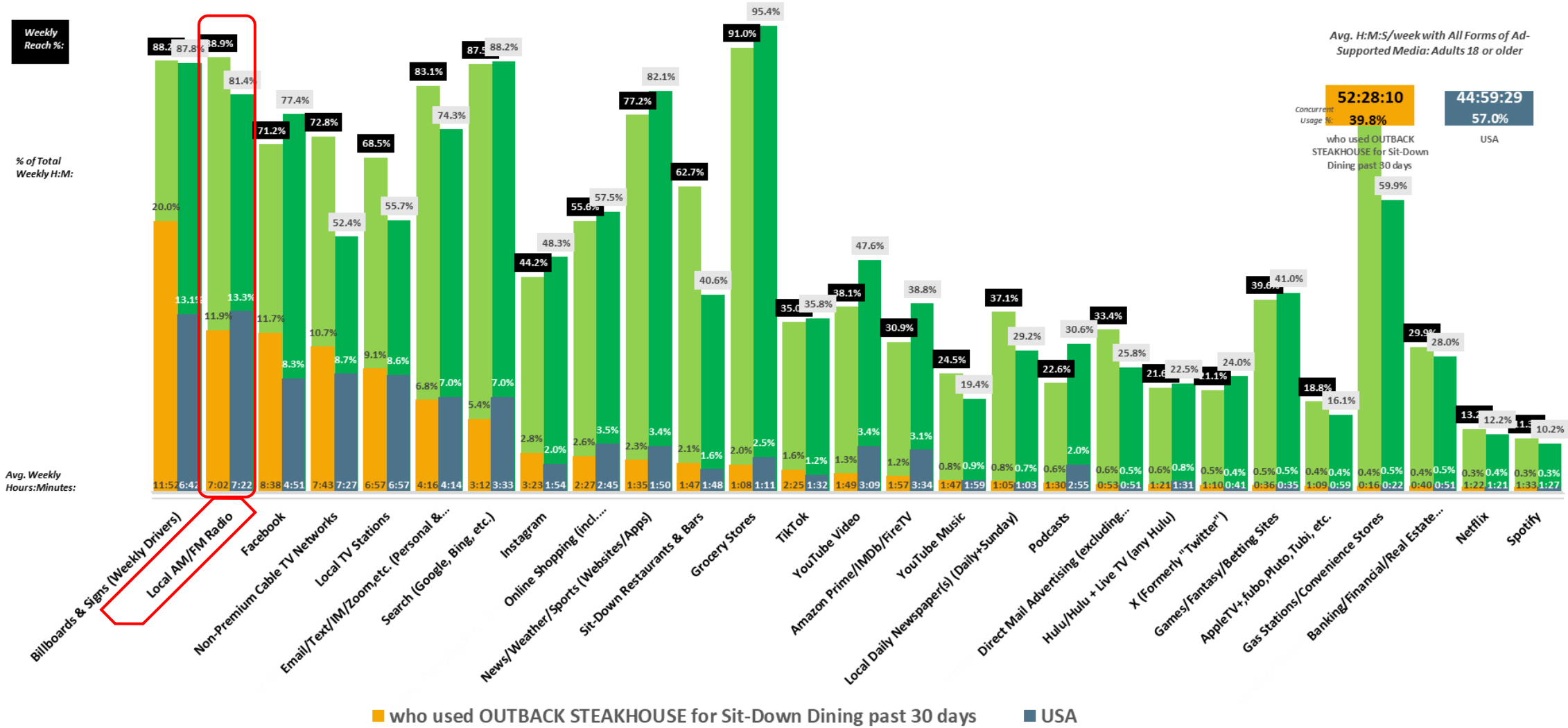
Sit-down restaurants used past 30 days: Red Lobster

Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 2 days, 4 hours, 28 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

88.9% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an avg. of 7 hours and 2 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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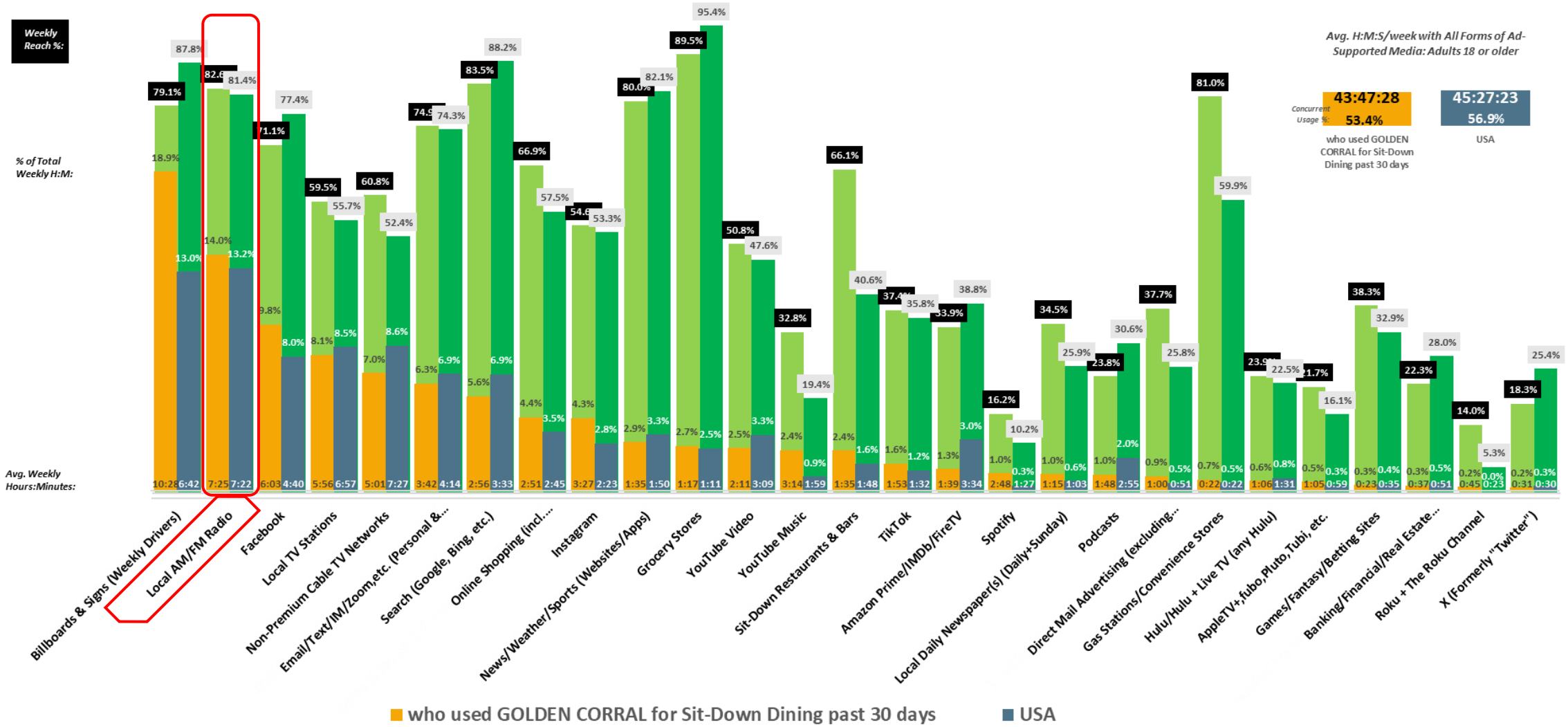
Sit-down restaurants used past 30 days: Outback Steakhouse

Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 1 days, 19 hours, 47 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

82.6% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.% of total time spent with all forms of Ad-Supported Media.



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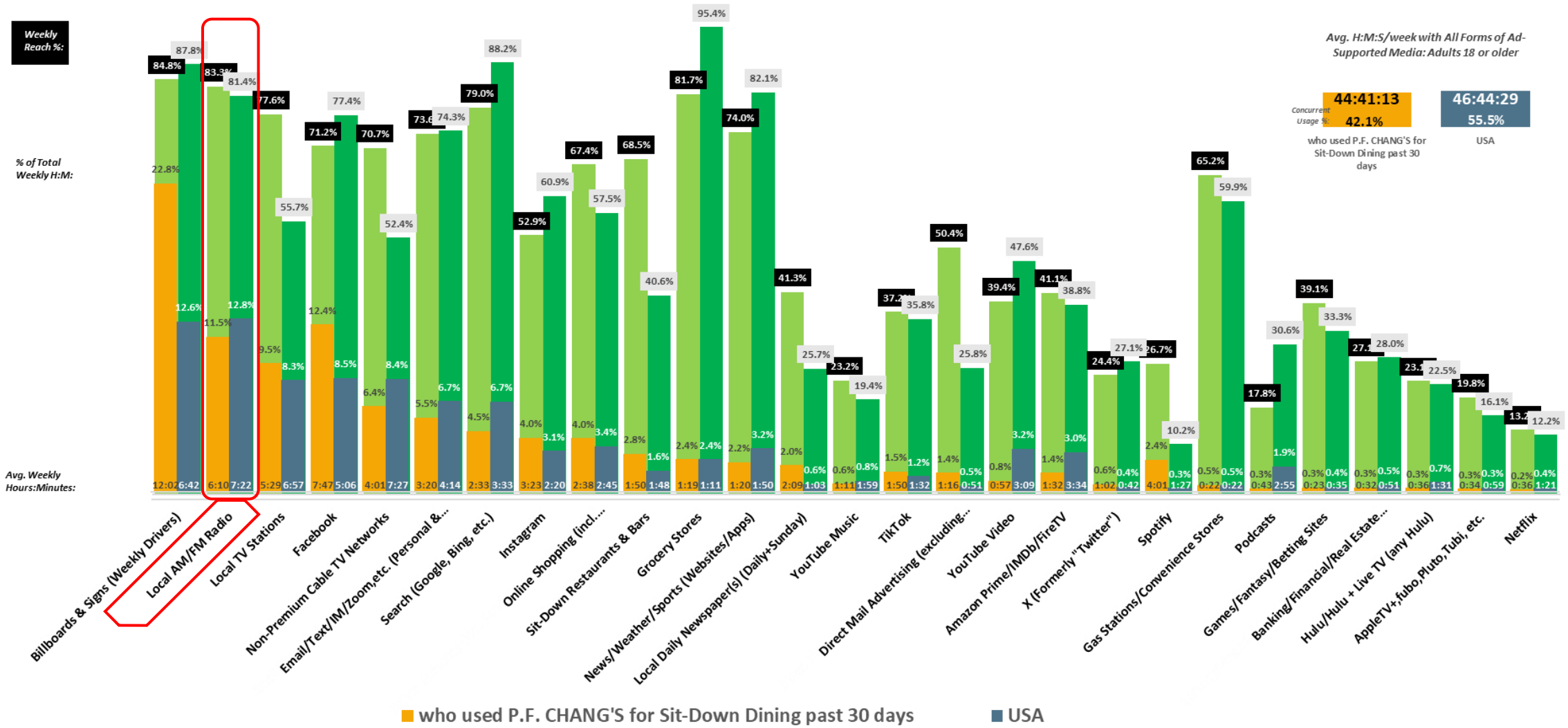
Sit-down restaurants used past 30 days: Golden Corral

Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 1 days, 18 hours, 7 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an avg. of 6 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



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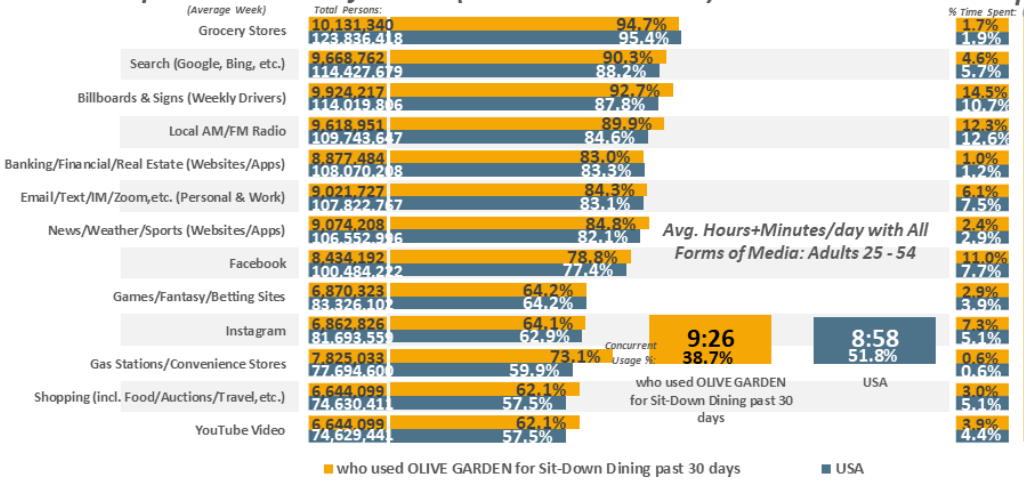
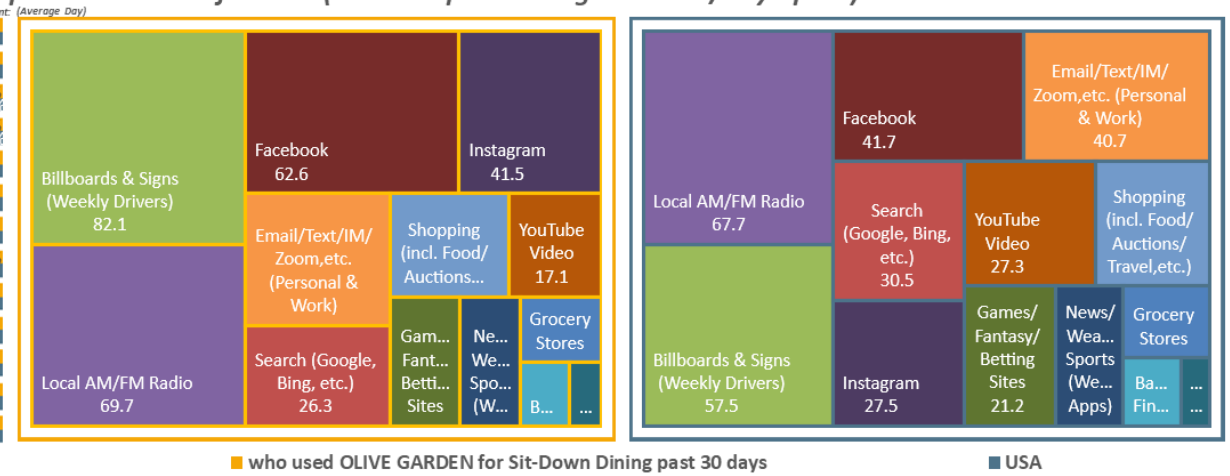
Sit-down restaurants used past 30 days: P.F. Chang's

Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 6 hours and 49 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

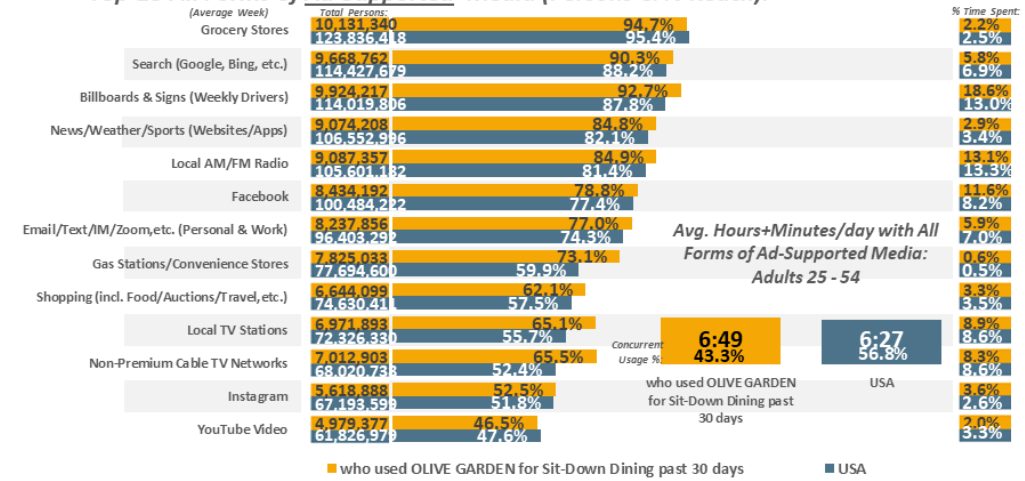
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



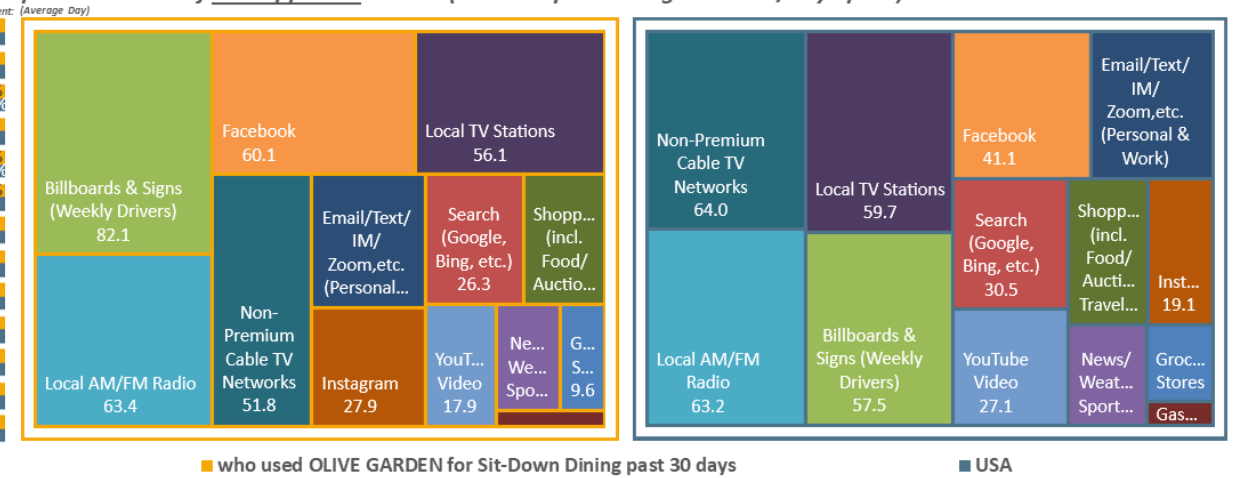
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA Jan23-Feb24 USA Projection Qual Intab 9,480

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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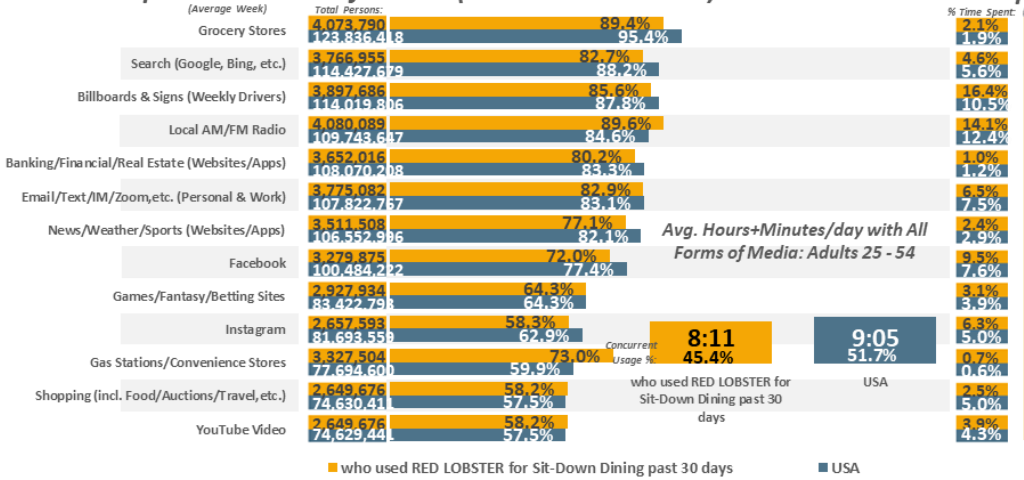
Sit-down restaurants used past 30 days: Olive Garden

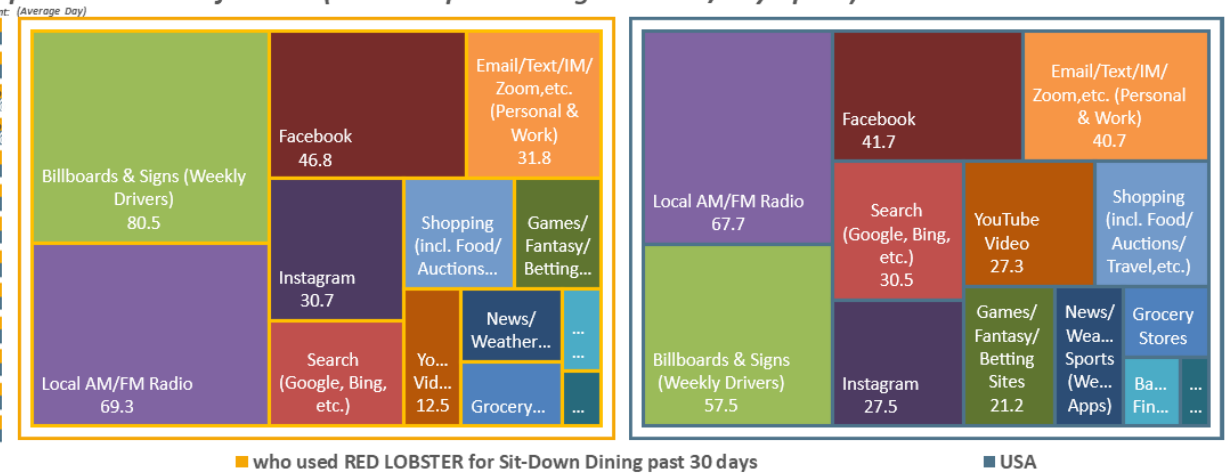
RED LOBSTER
FRESH FISH · LIVE LOBSTER

Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 6 hours and 1 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 59.1 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

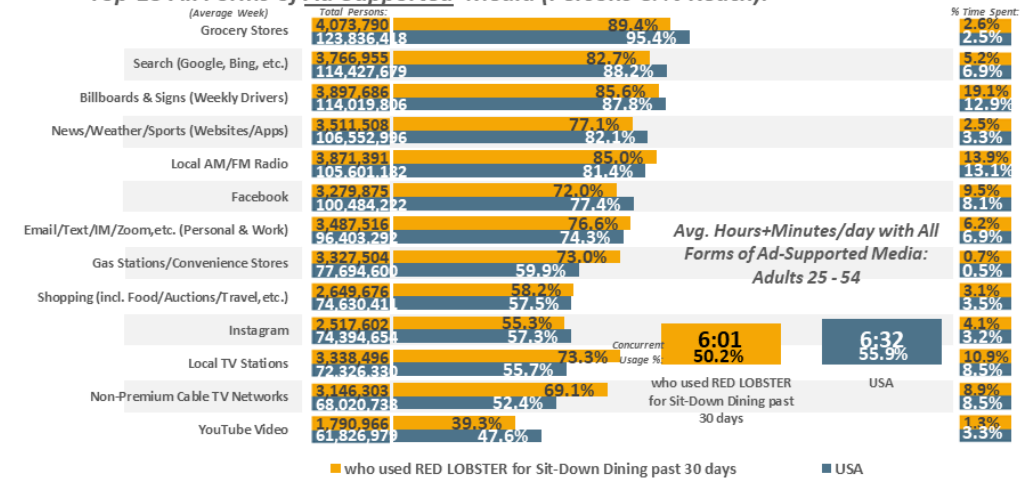
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



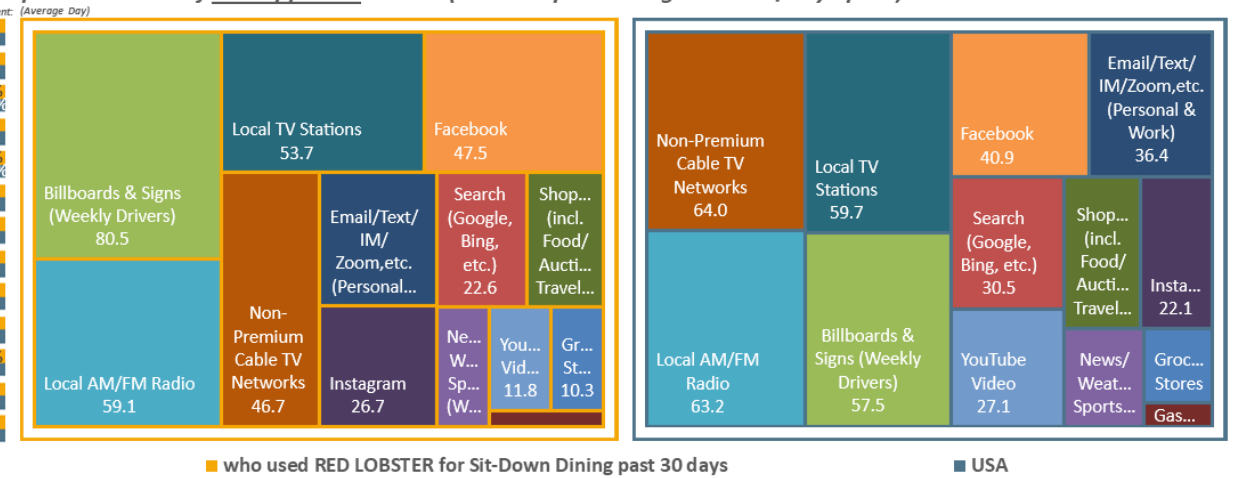
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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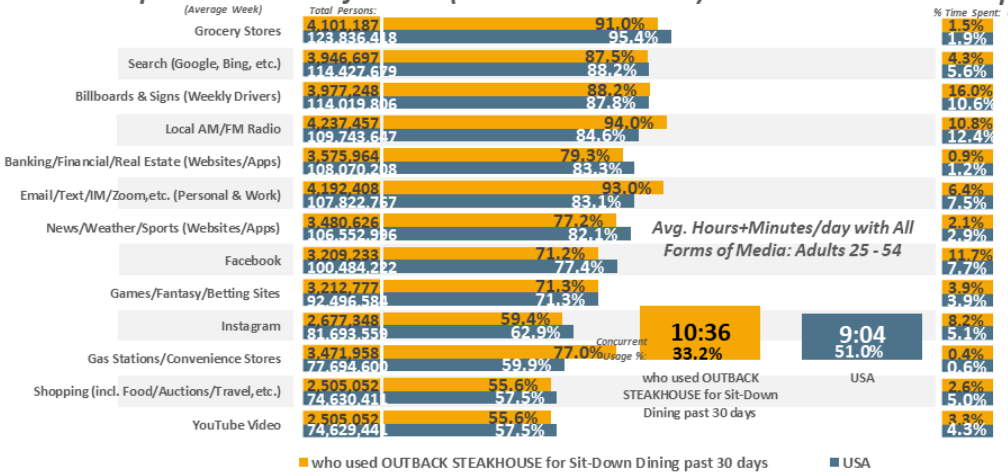
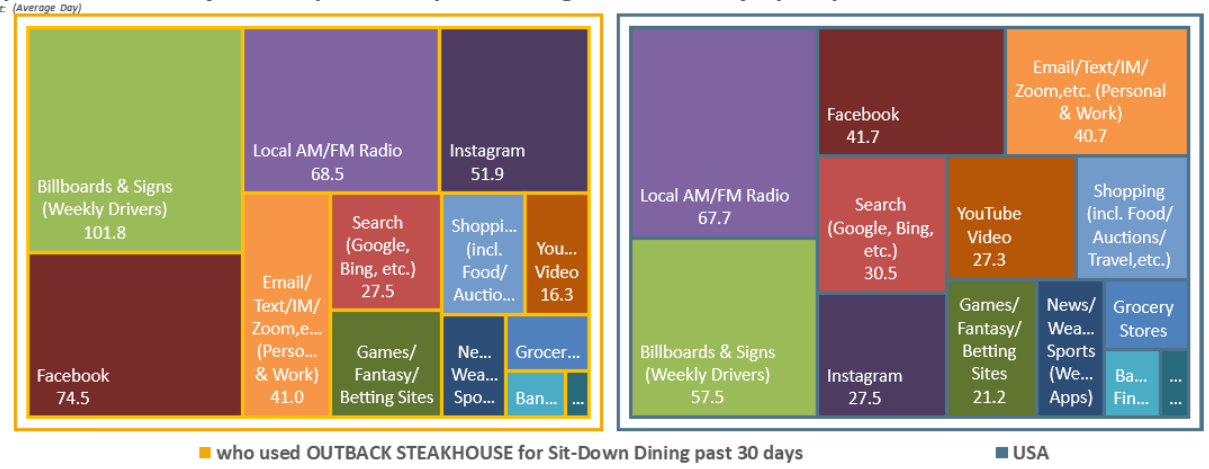
Sit-down restaurants used past 30 days: Red Lobster

Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 88.9% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

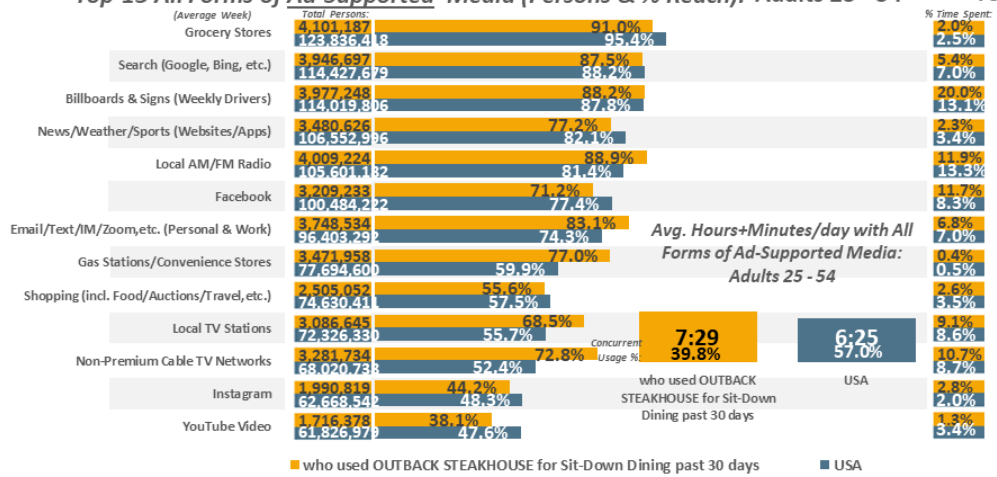
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



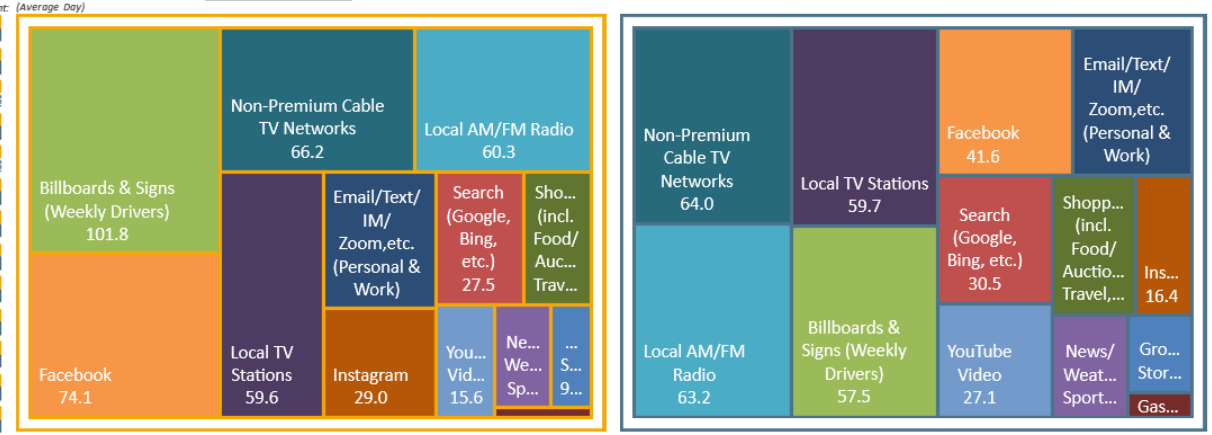
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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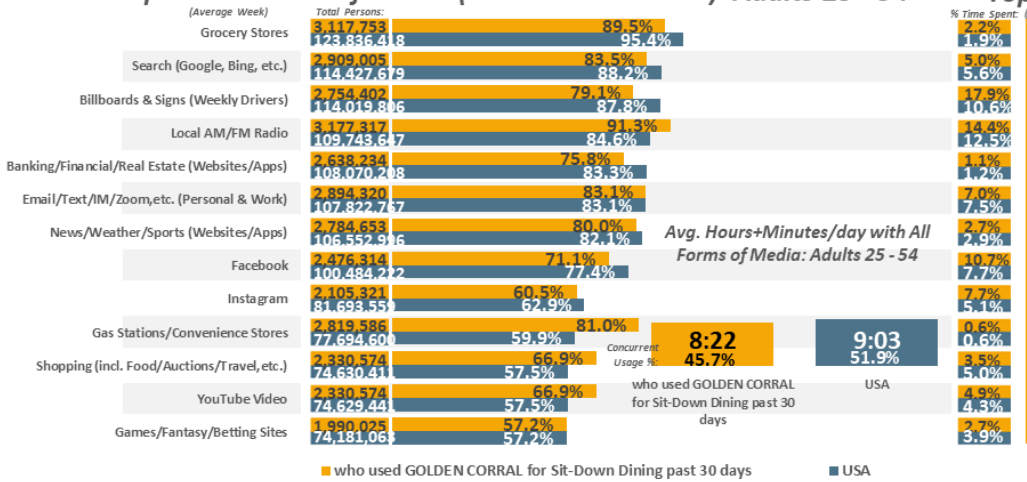
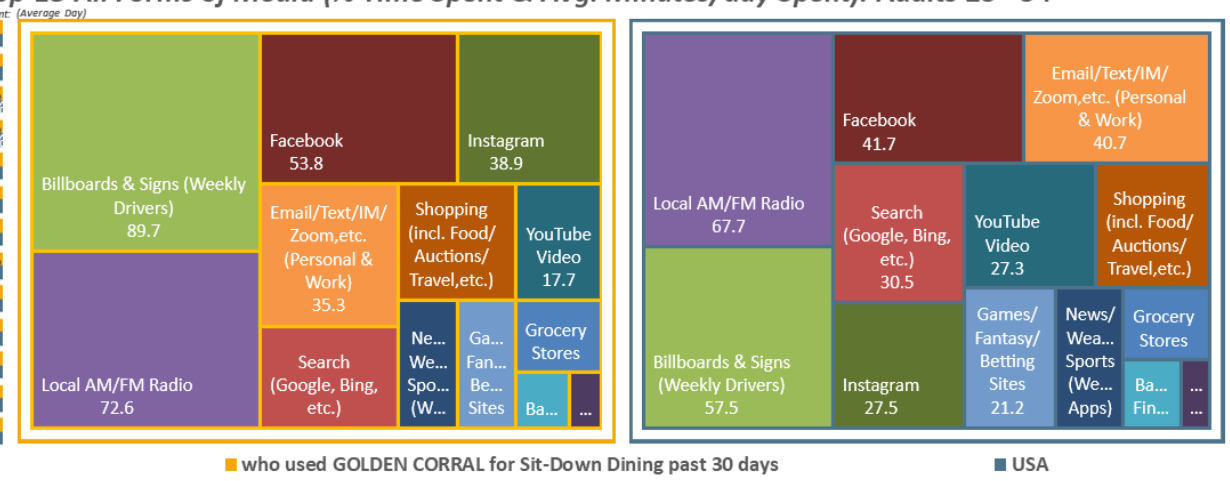
Sit-down restaurants used past 30 days: Outback Steakhouse

Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 6 hours and 15 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 14.% of Time with Ad-Supported Media.)*

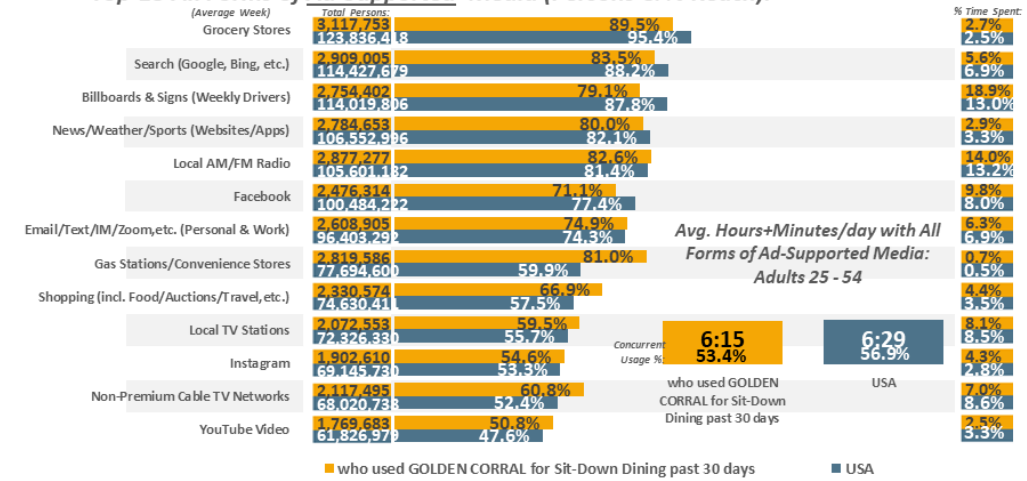
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



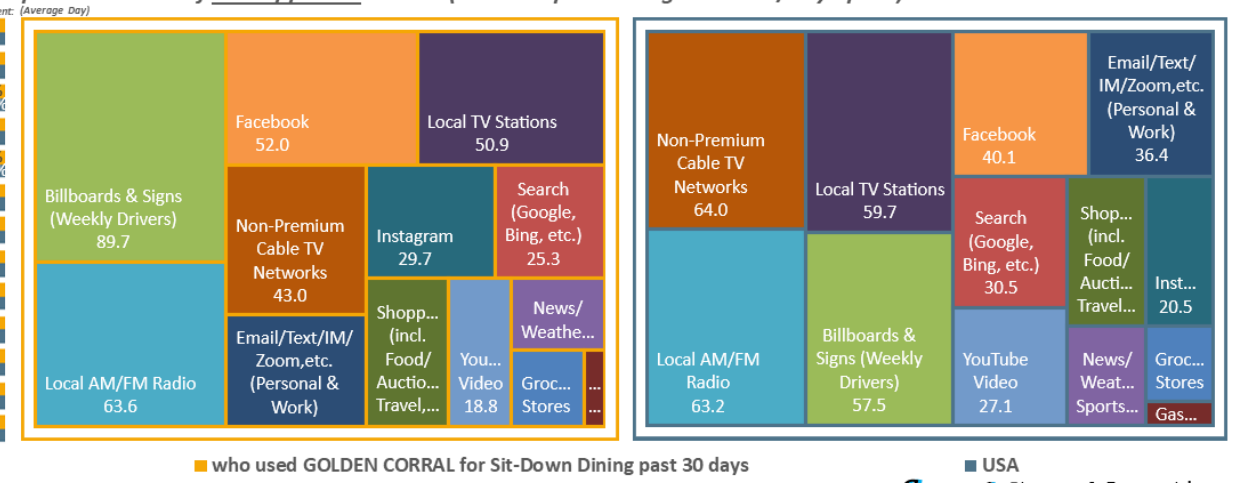
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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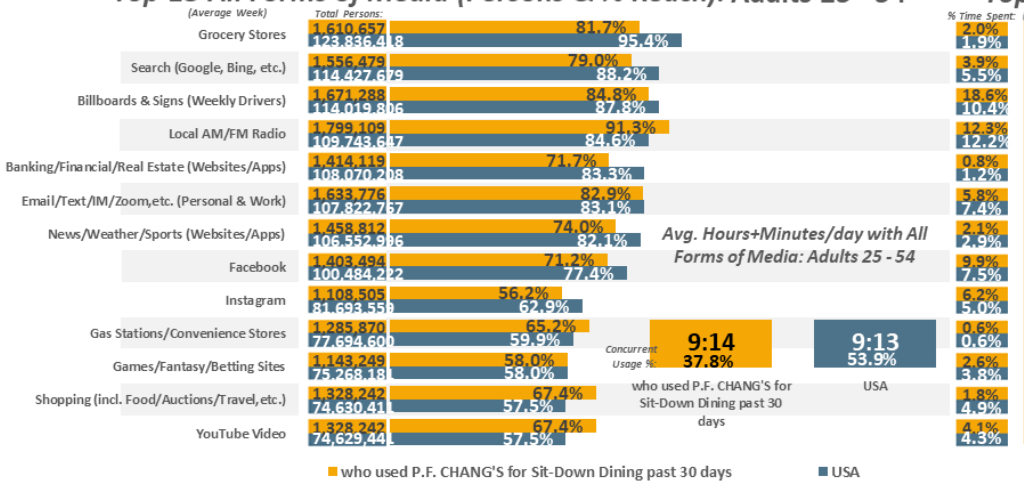
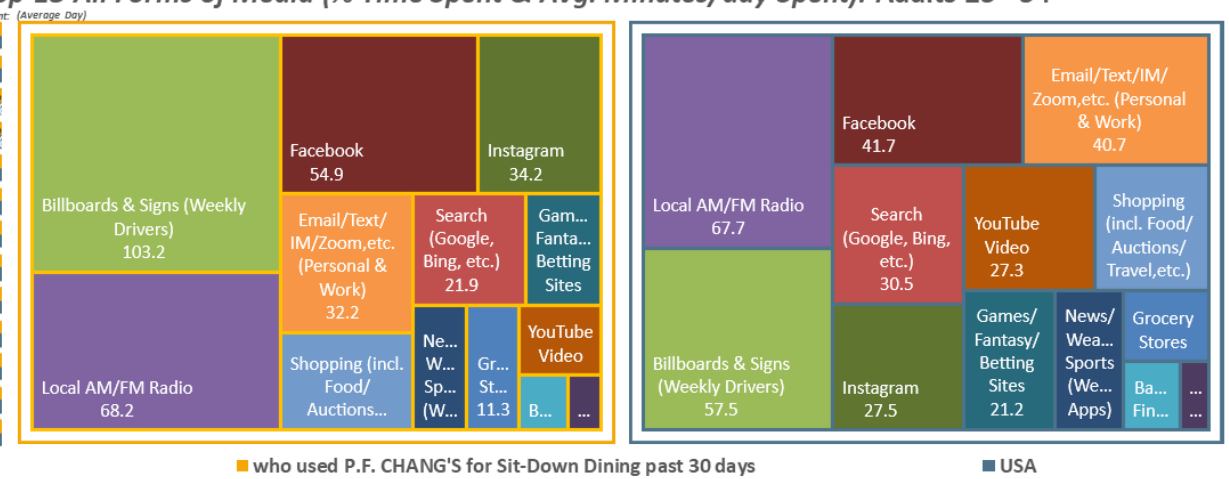
Sit-down restaurants used past 30 days: Golden Corral

Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 6 hours and 23 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 52.9 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

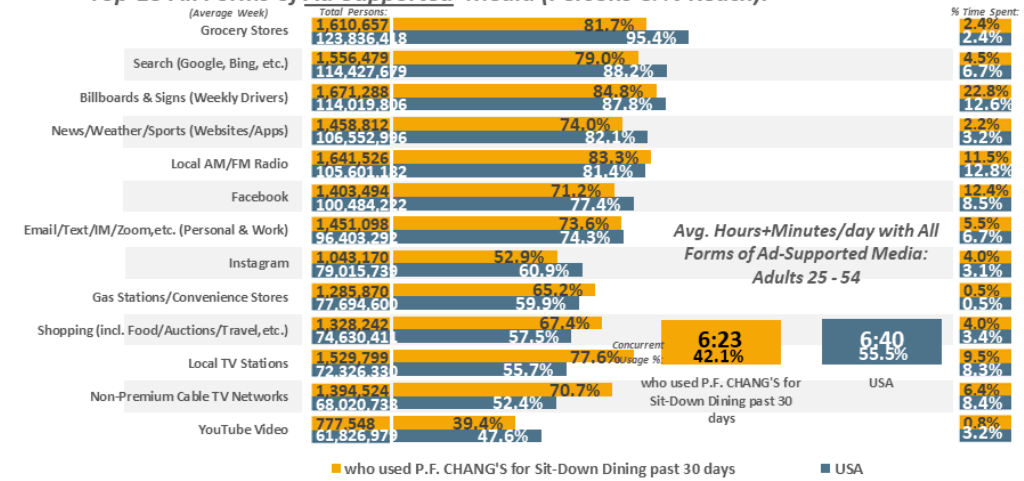
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



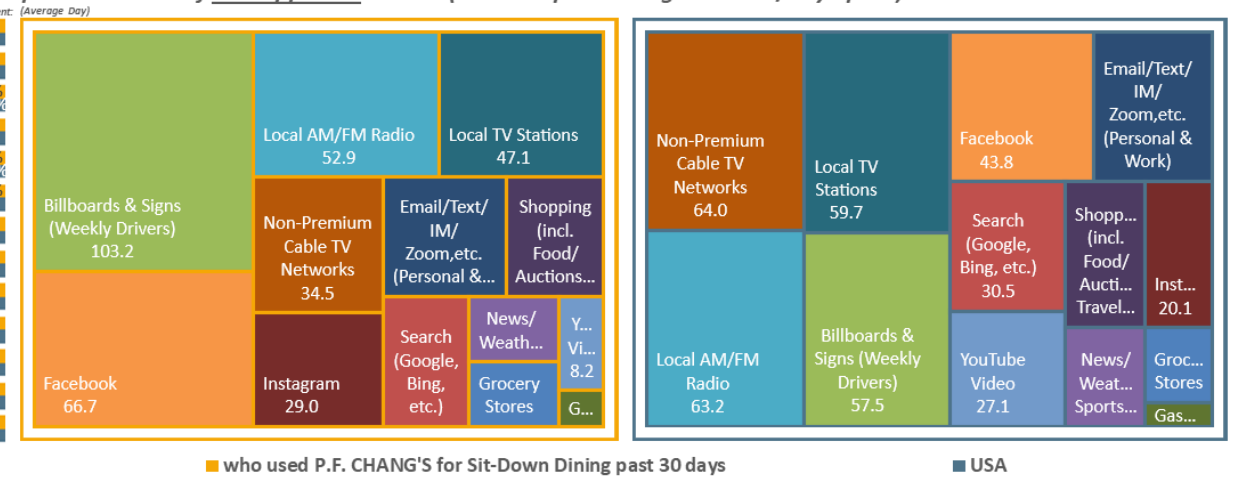
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

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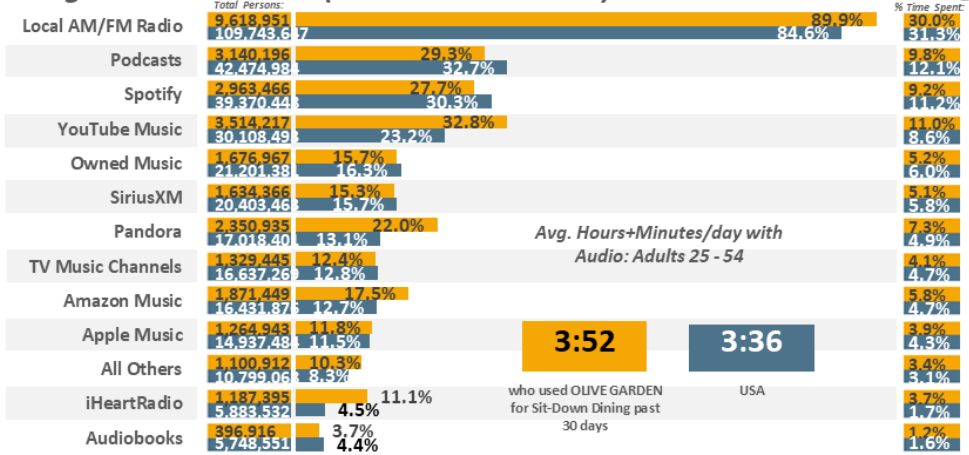
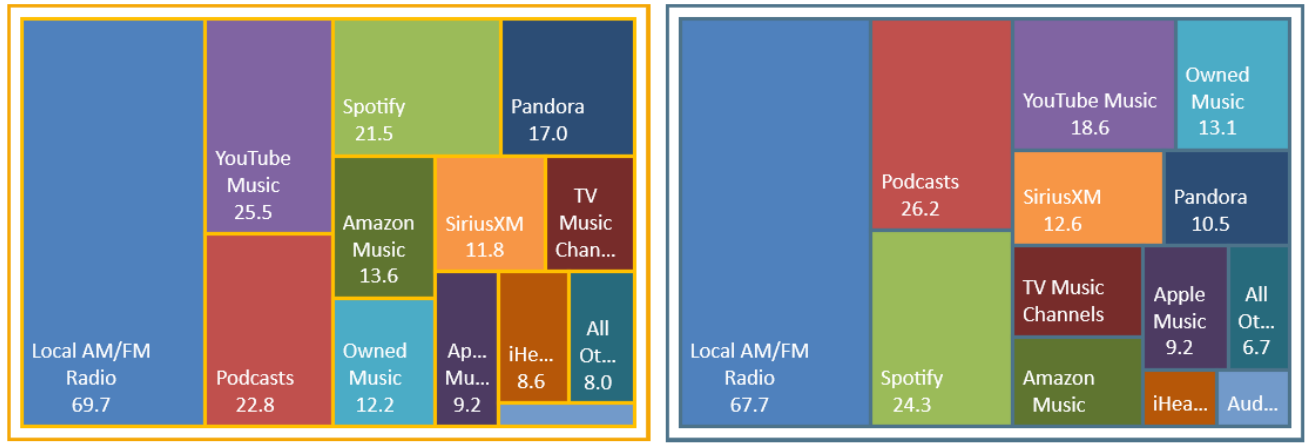
Sit-down restaurants used past 30 days: P.F. Chang's

9,087,357 or 84.9% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.

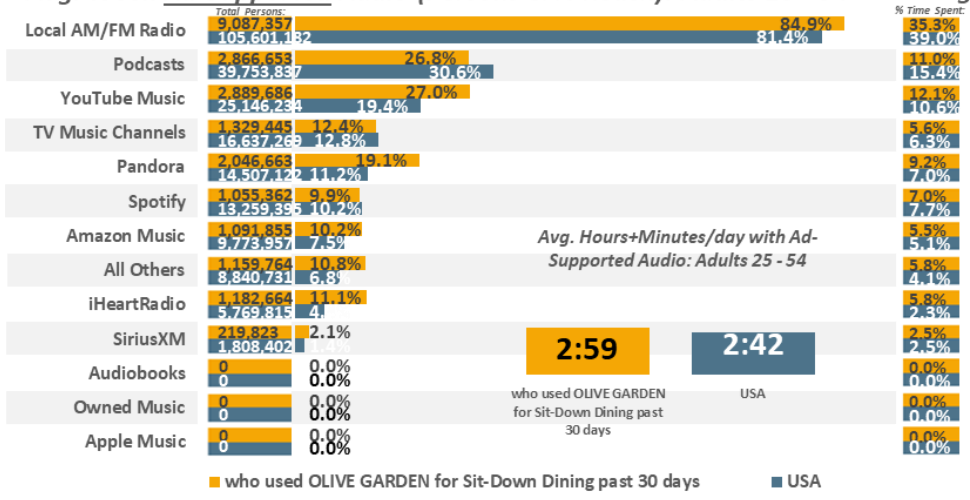
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



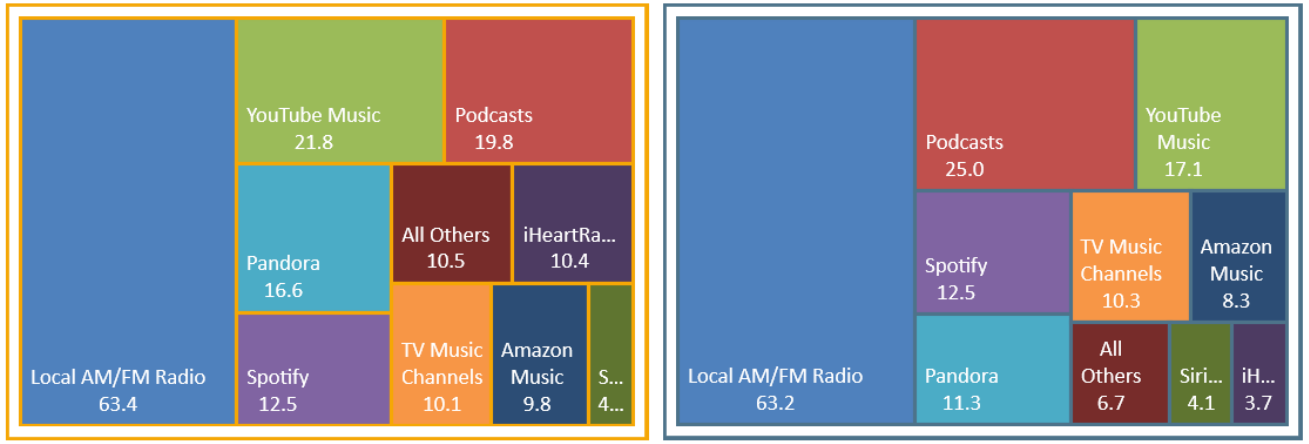
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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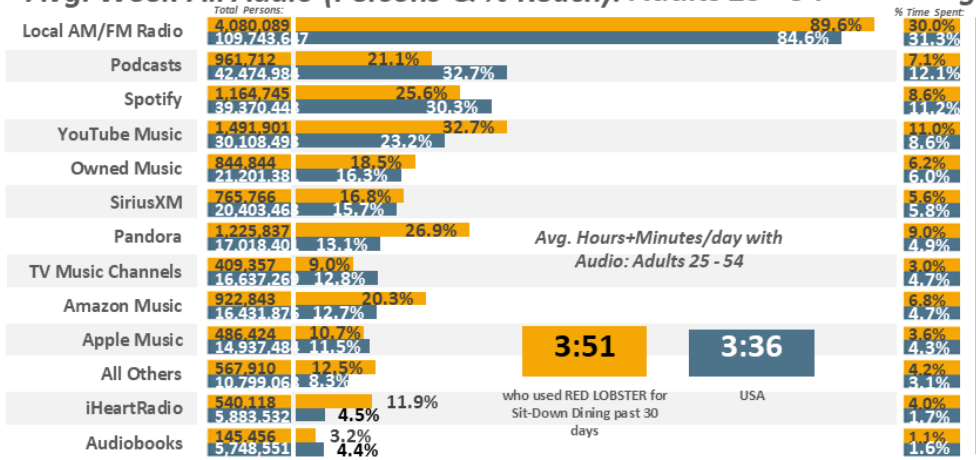
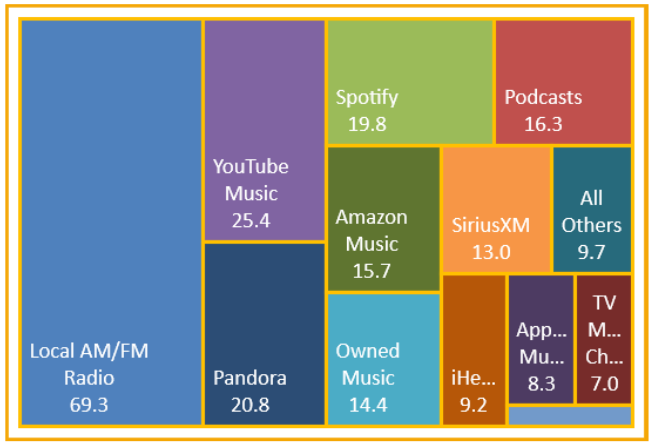
Sit-down restaurants used past 30 days: Olive Garden

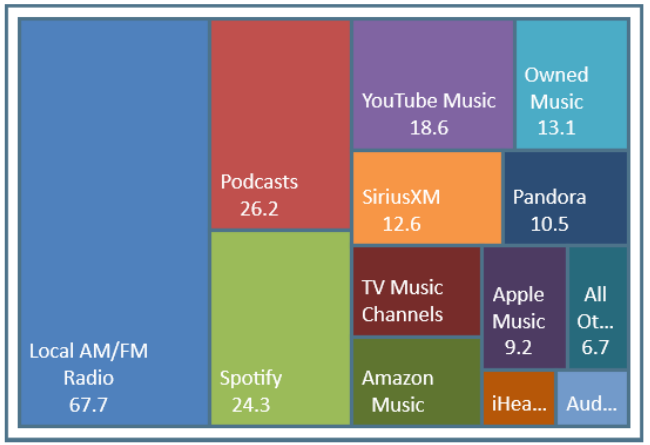
3,871,391 or 85.% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

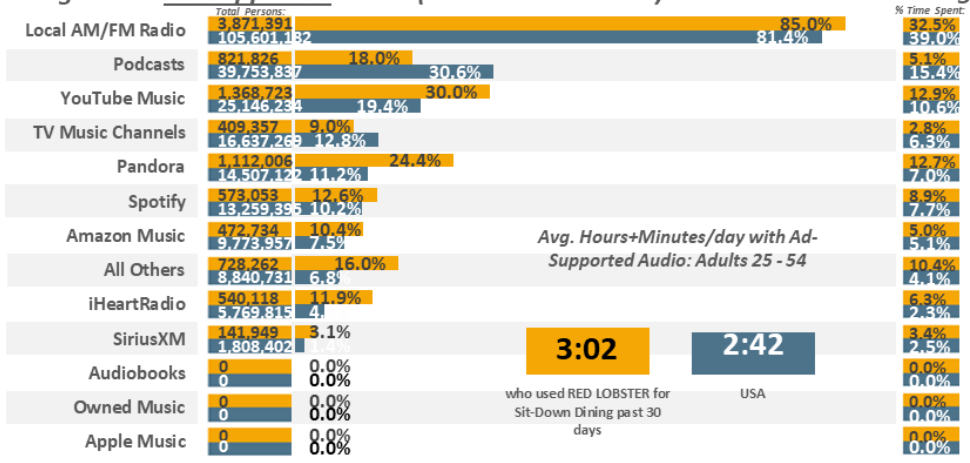


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

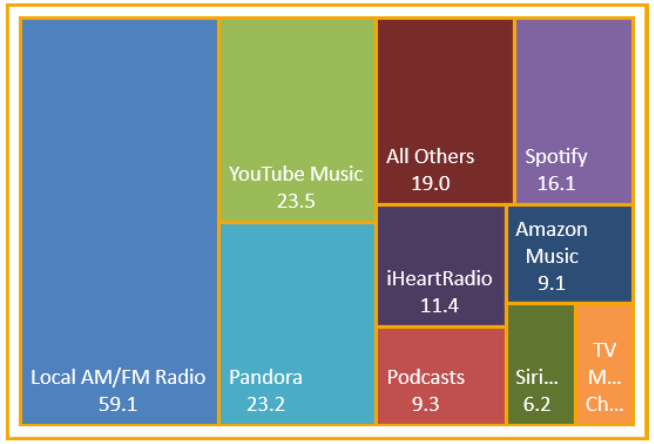


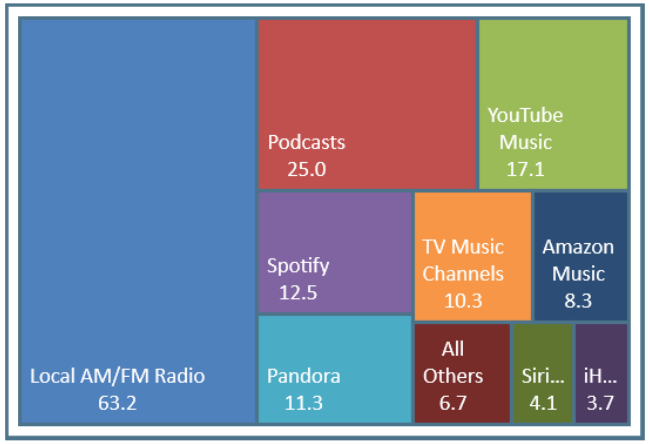


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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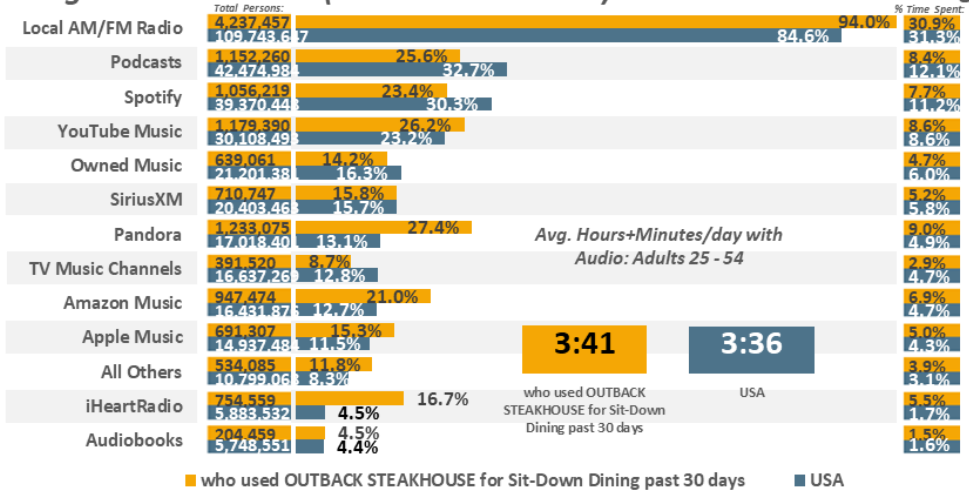
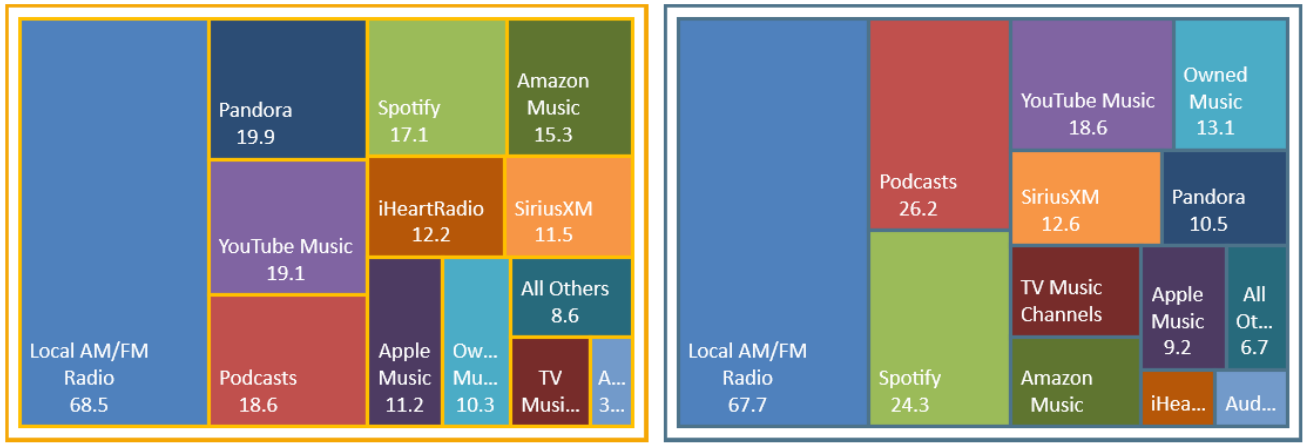
Sit-down restaurants used past 30 days: Red Lobster

4,009,224 or 88.9% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.

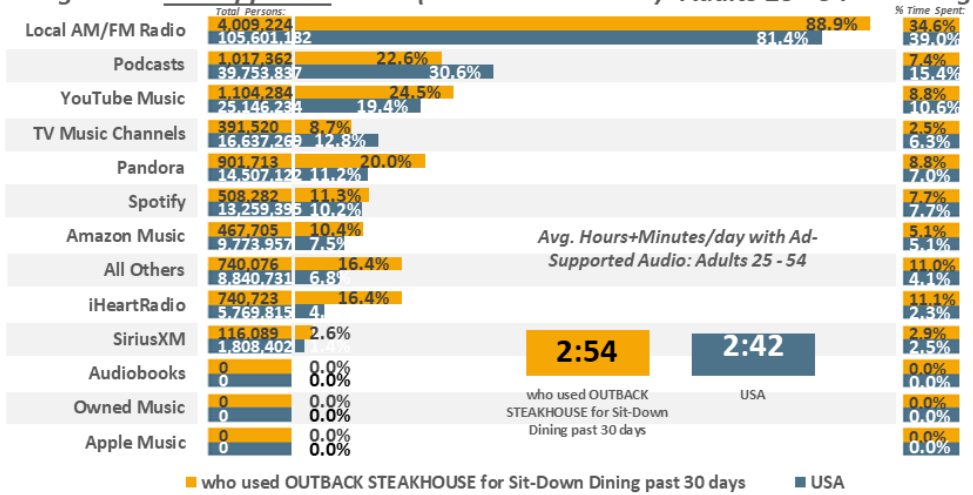
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



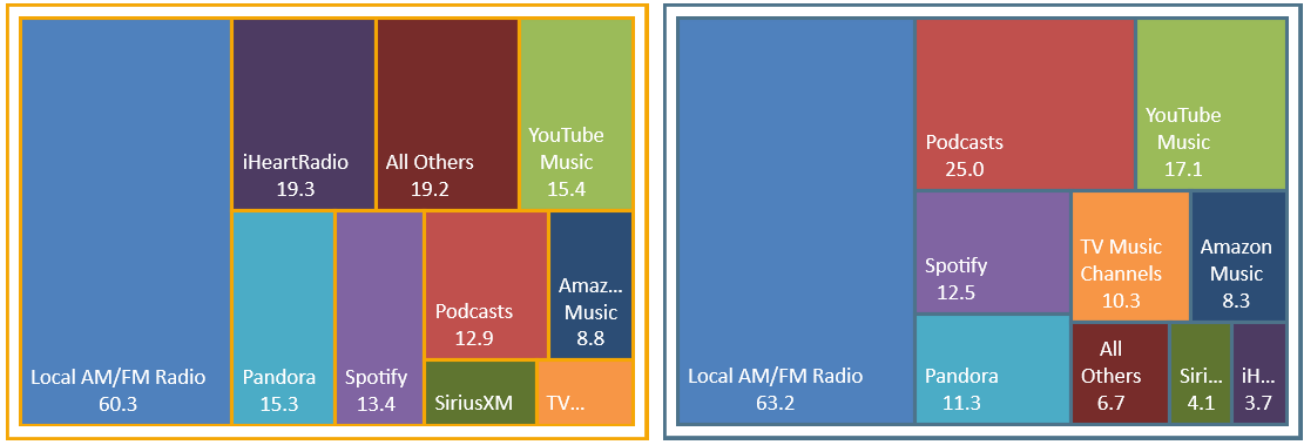
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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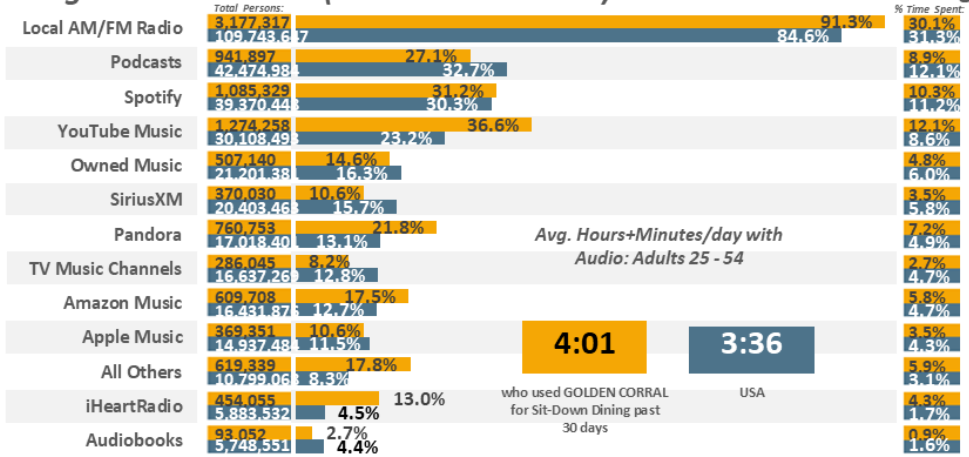
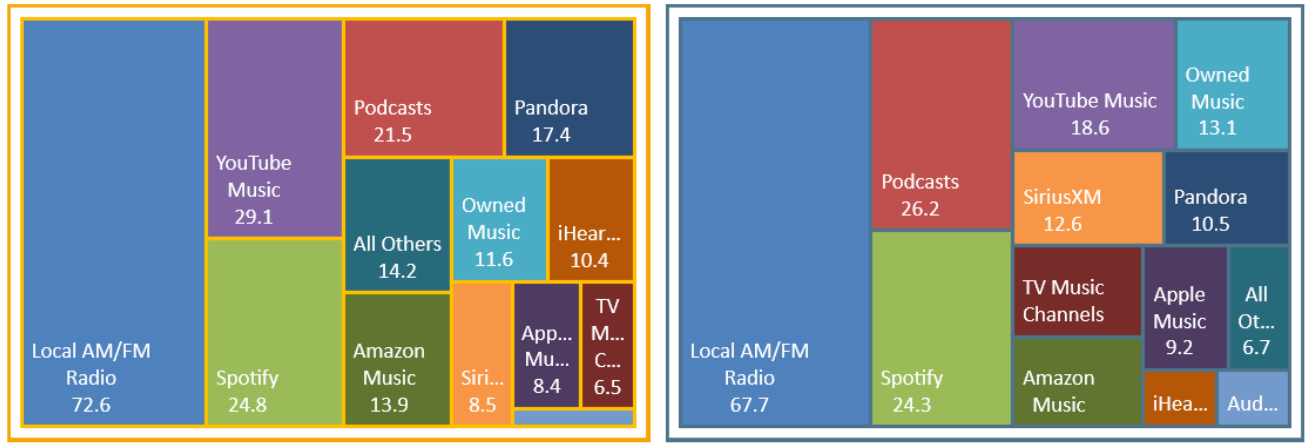
Sit-down restaurants used past 30 days: Outback Steakhouse

2,877,277 or 82.6% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Audio.

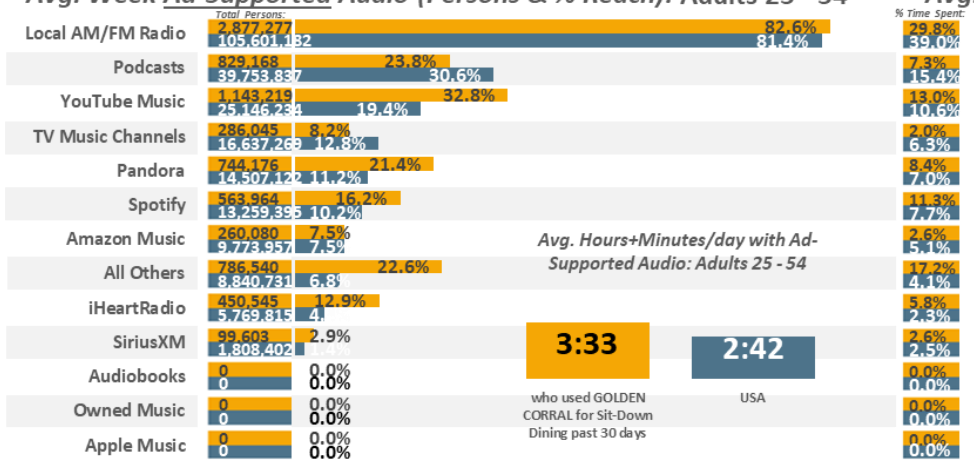
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



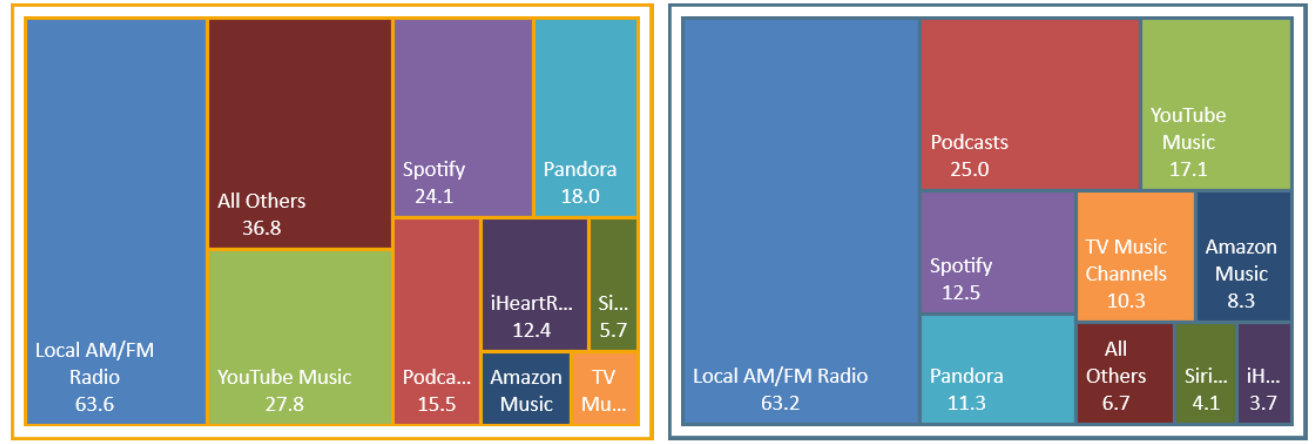
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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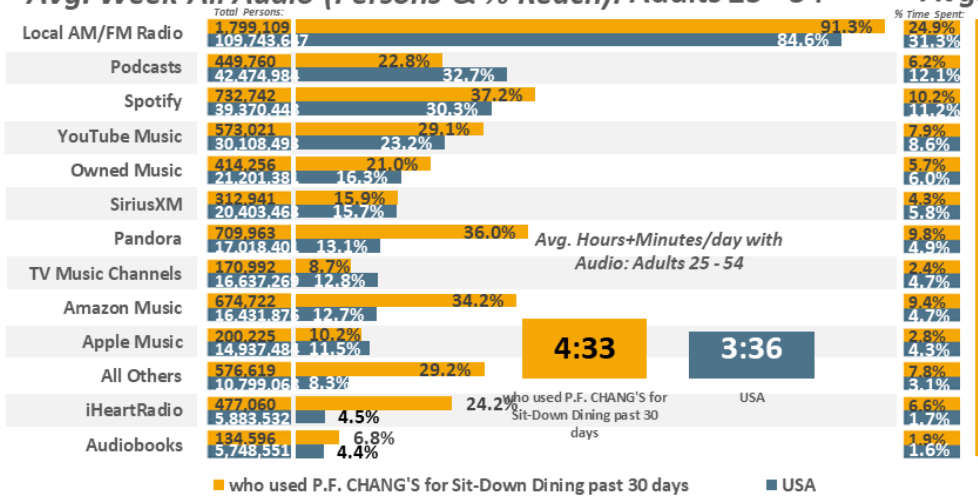
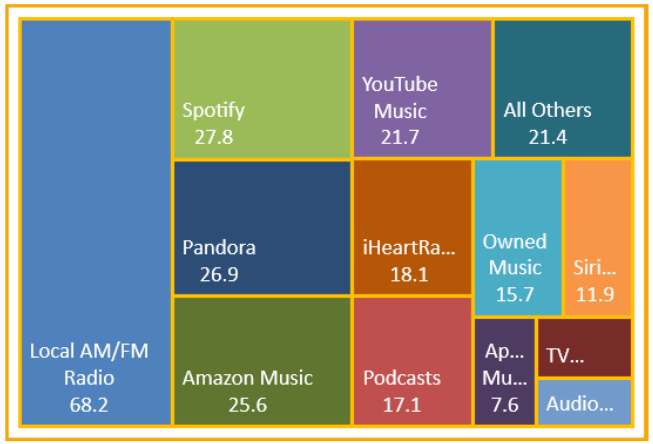
Sit-down restaurants used past 30 days: Golden Corral

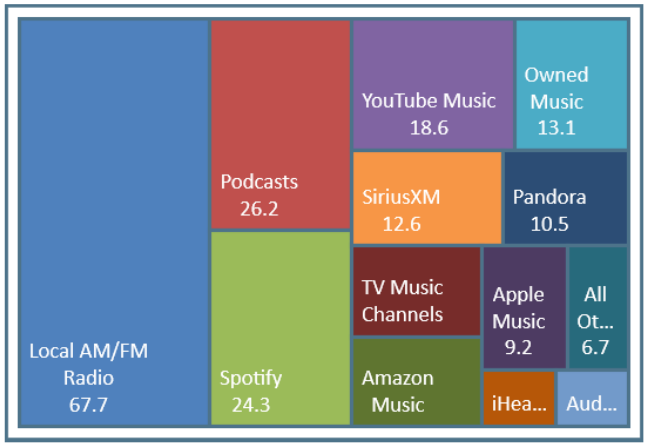
1,641,526 or 83.3% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.9 minutes every day representing 23.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

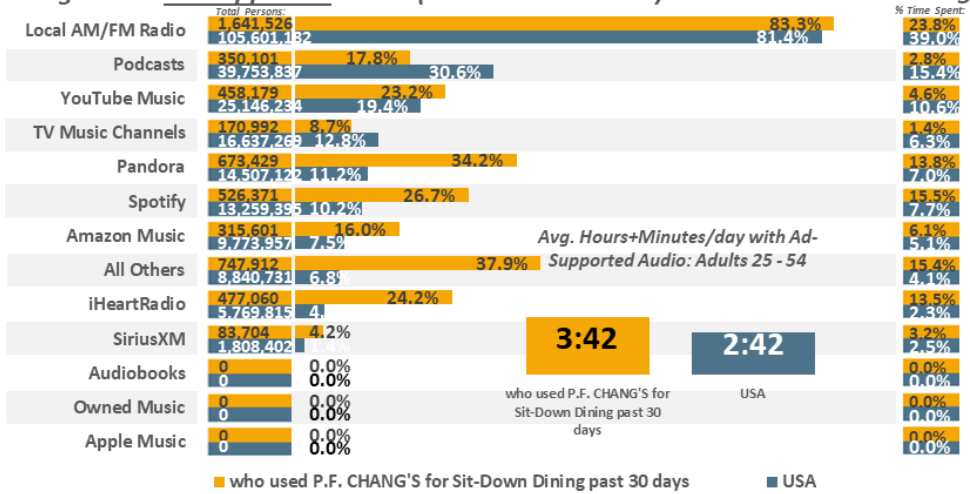


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

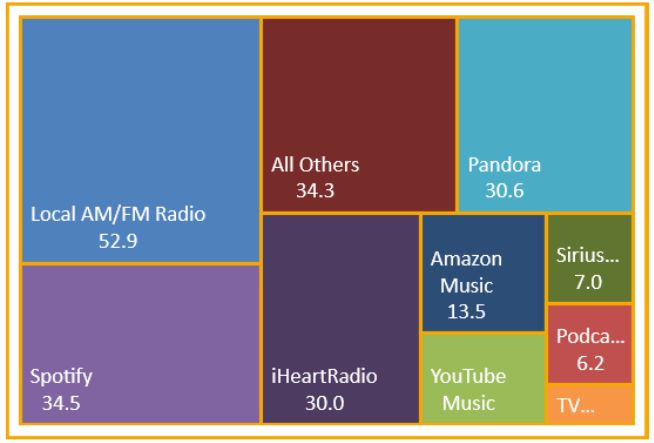


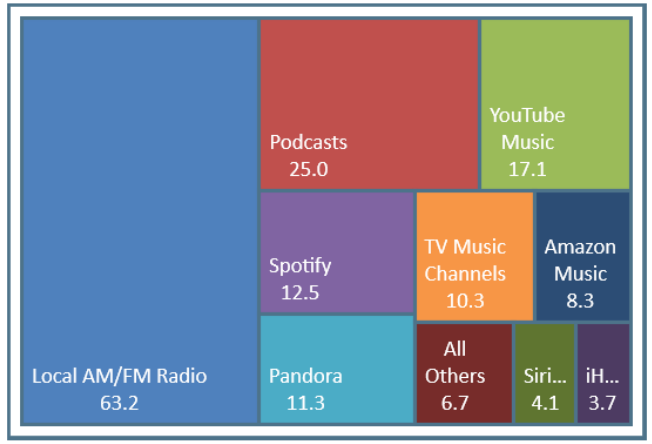


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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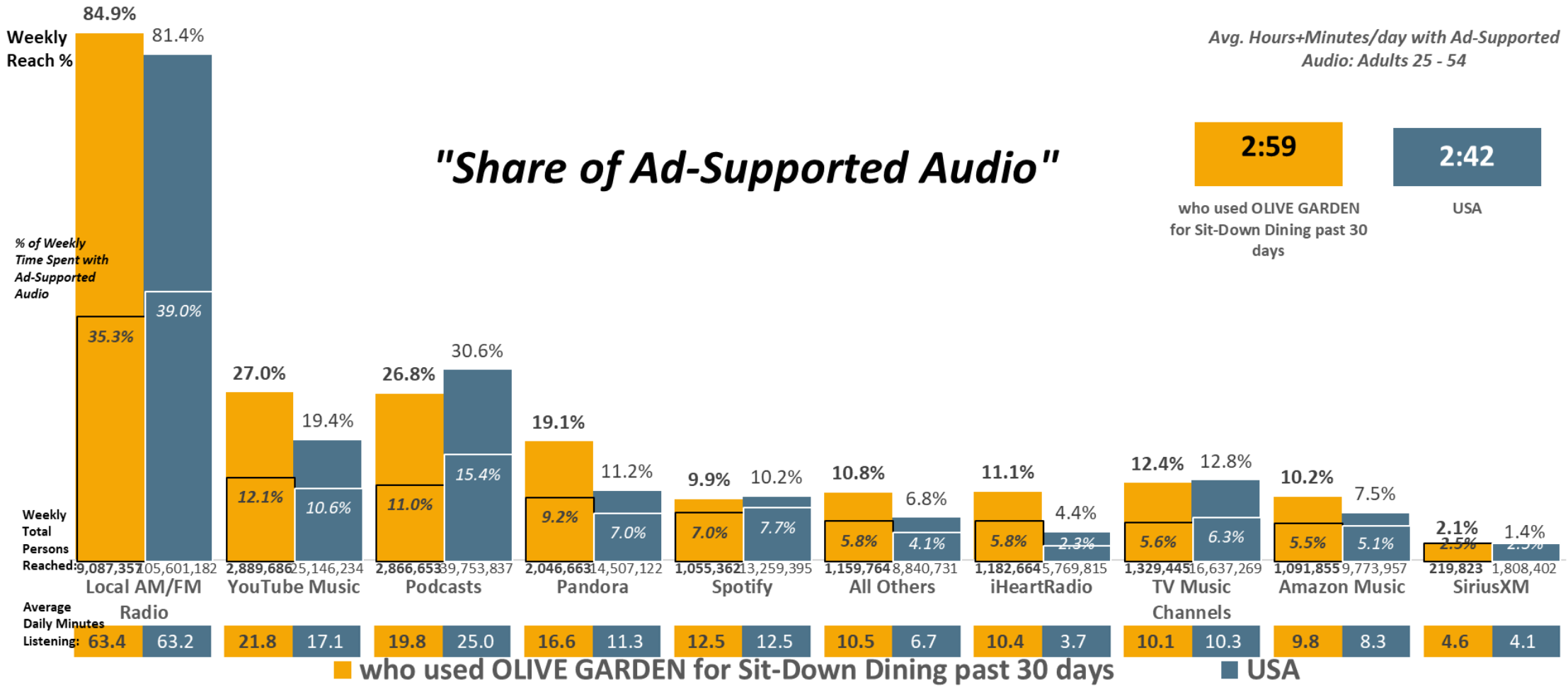
Sit-down restaurants used past 30 days: P.F. Chang's

9,087,357 or 84.9% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 35.3% of all time spent daily with Ad-Supported Audio.



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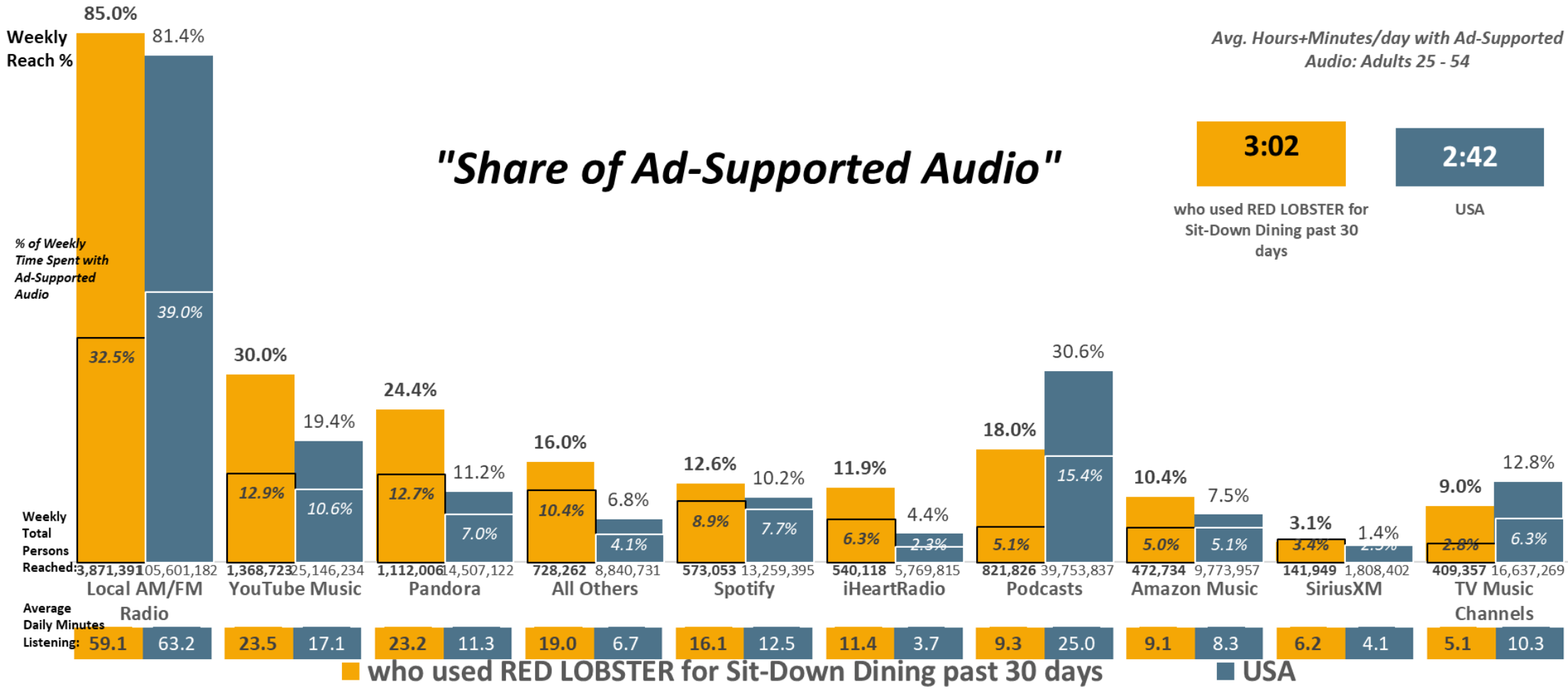
Sit-down restaurants used past 30 days: Olive Garden

3,871,391 or 85.% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Audio.



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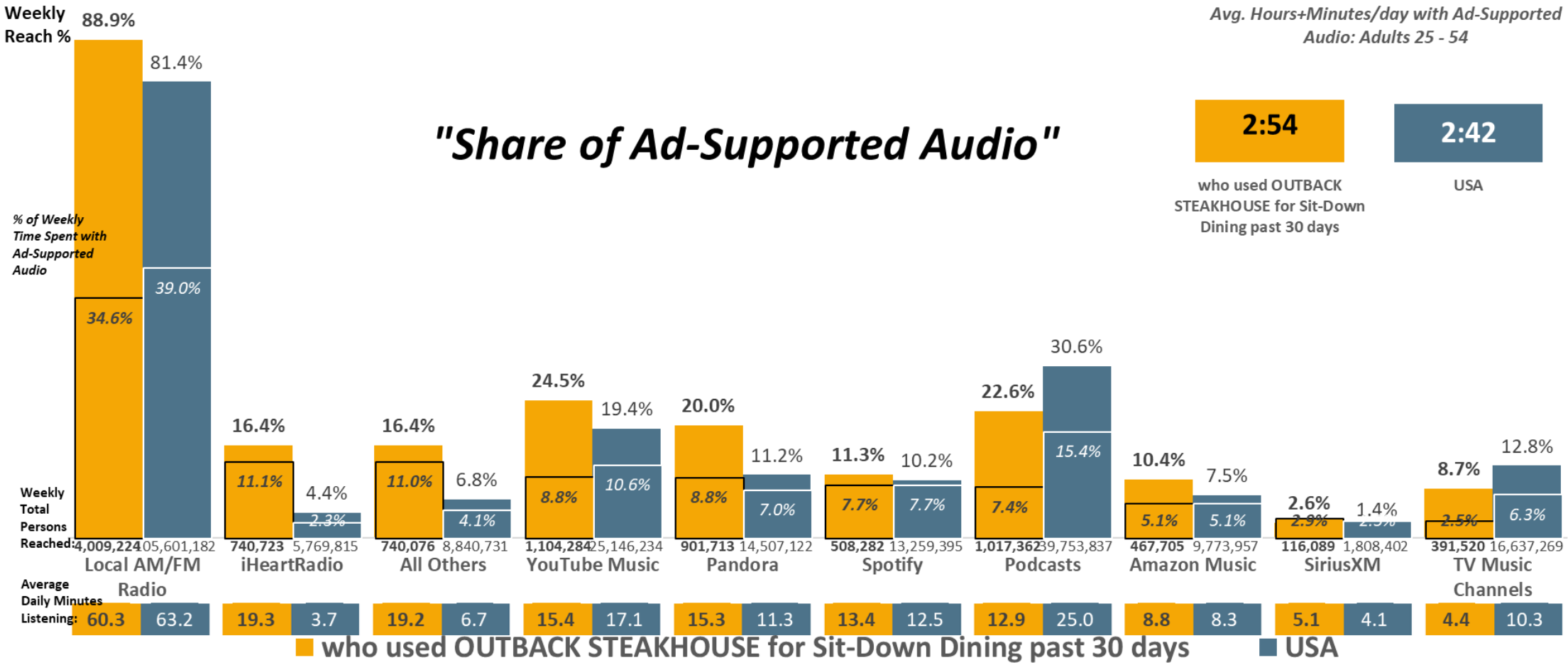
Sit-down restaurants used past 30 days: Red Lobster

4,009,224 or 88.9% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Audio.



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Sit-down restaurants used past 30 days: Outback Steakhouse

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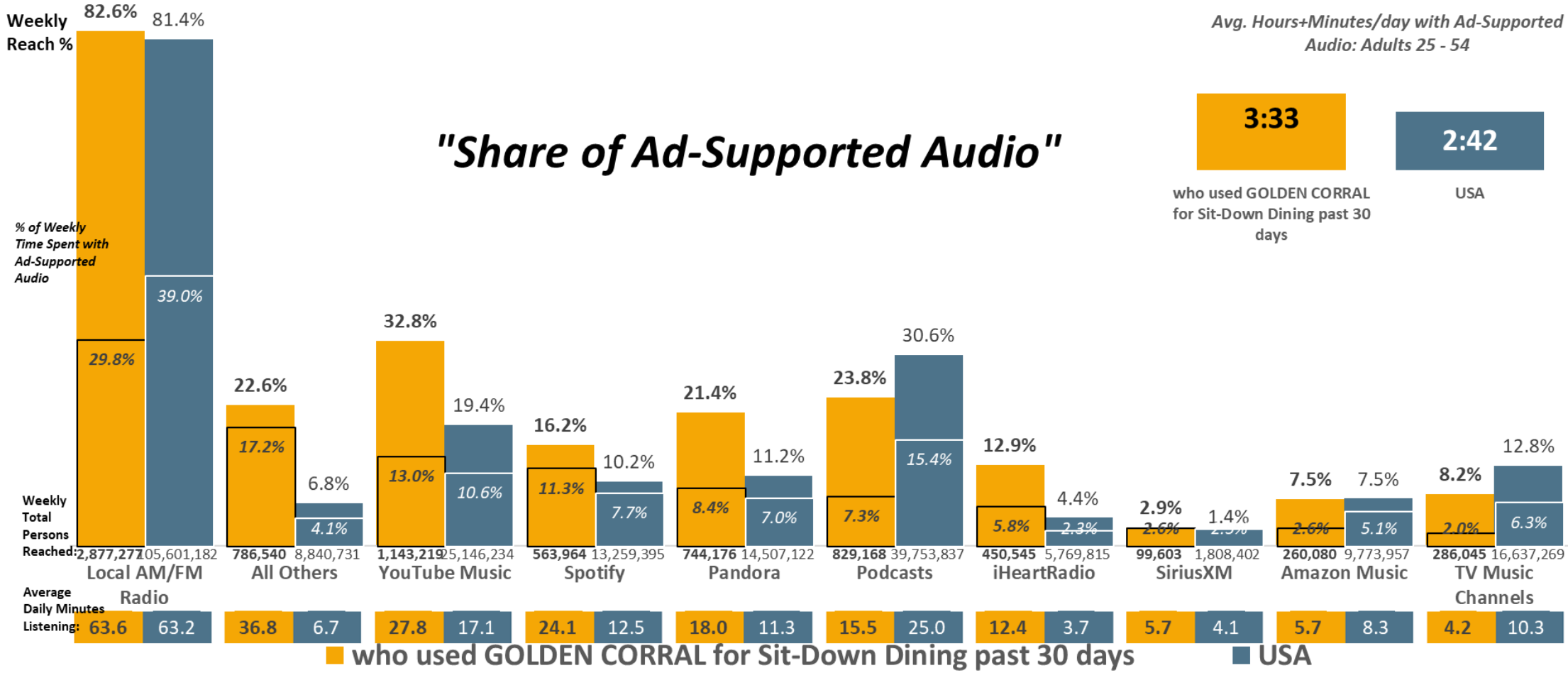

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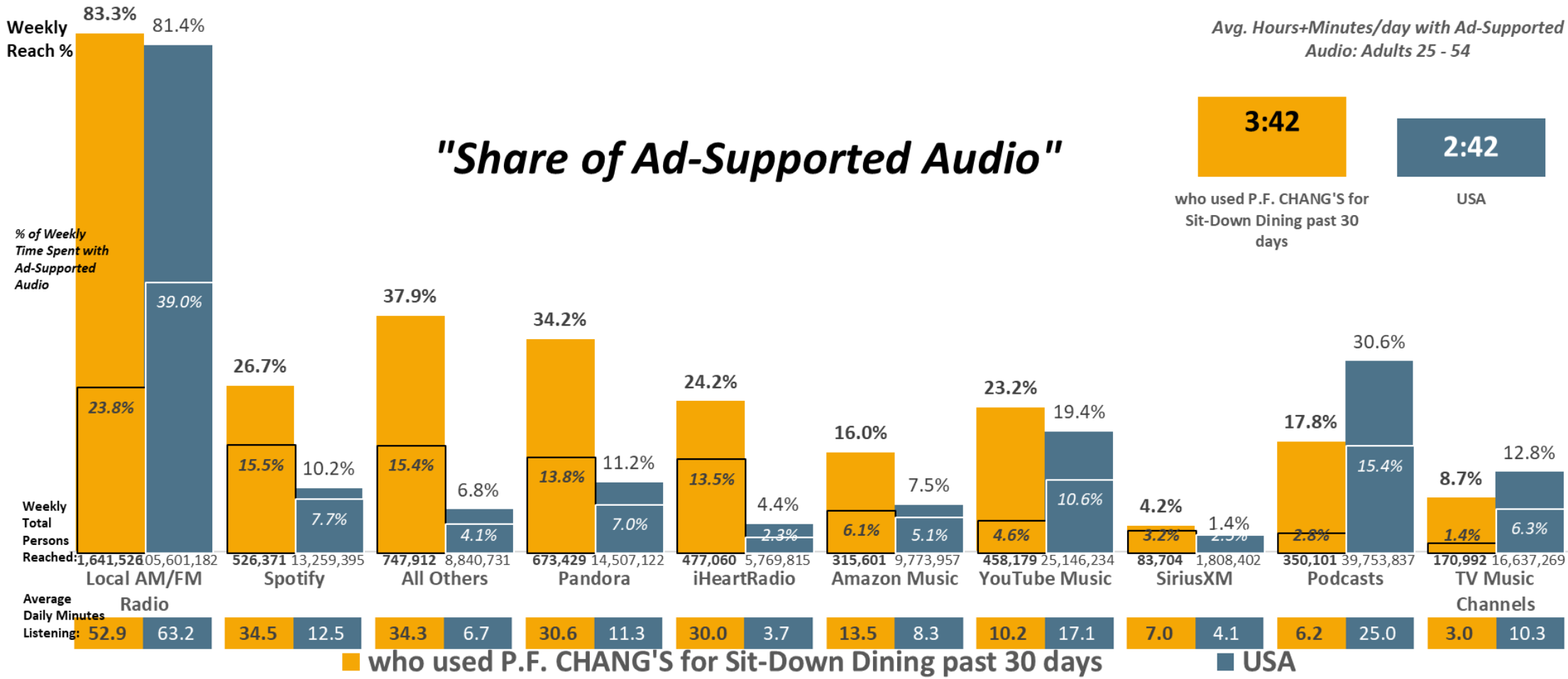

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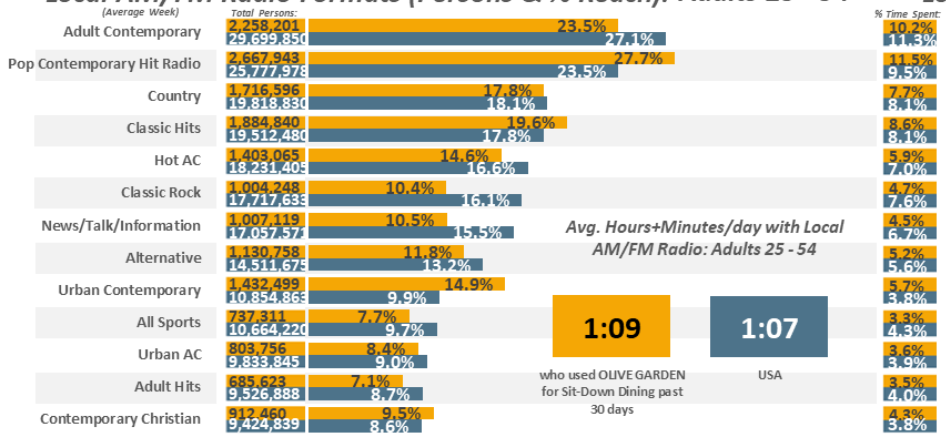
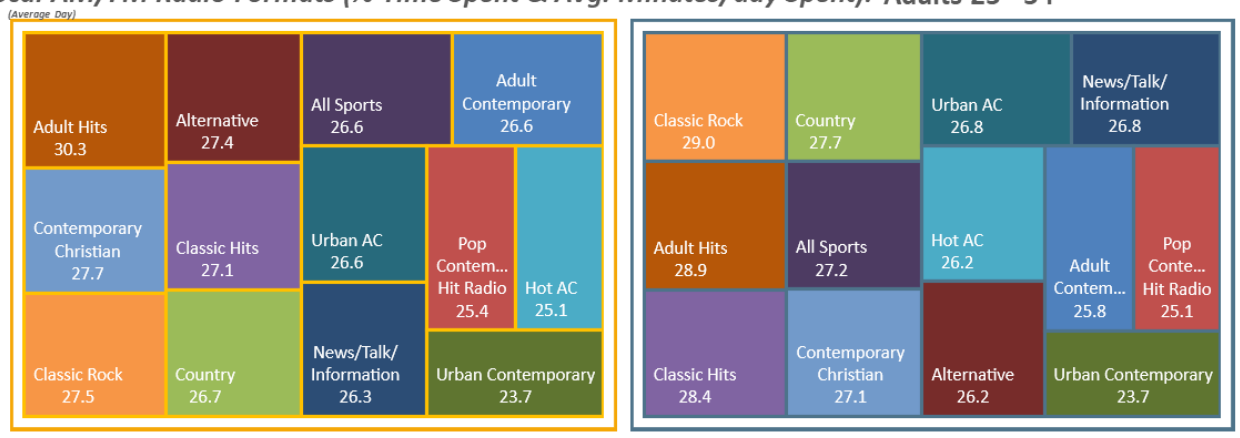
Sit-down restaurants used past 30 days: P.F. Chang's

9,087,357 or 84.9% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Urban Contemporary.

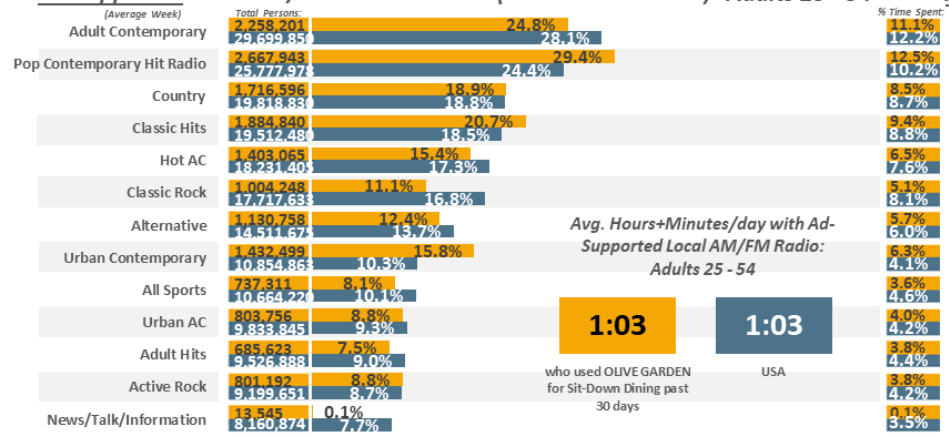
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



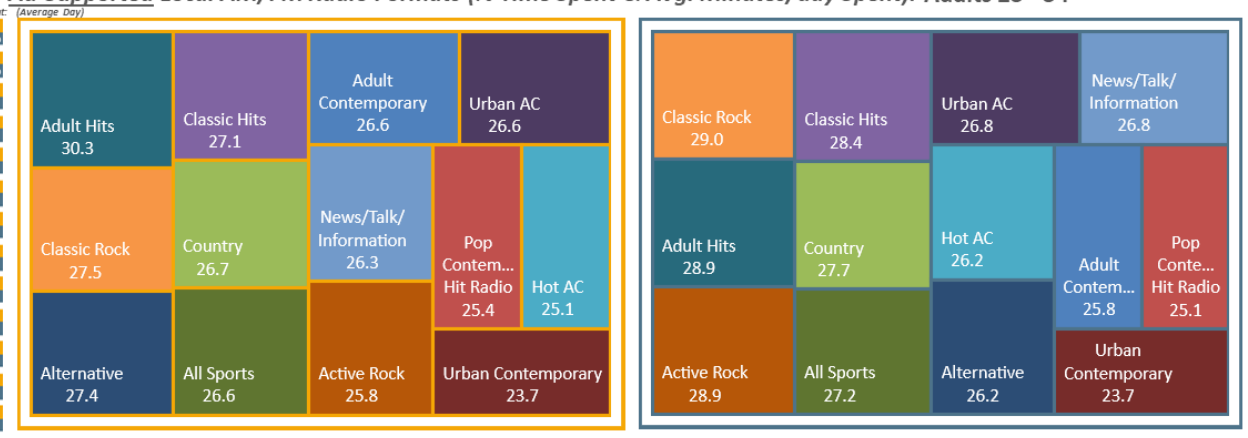
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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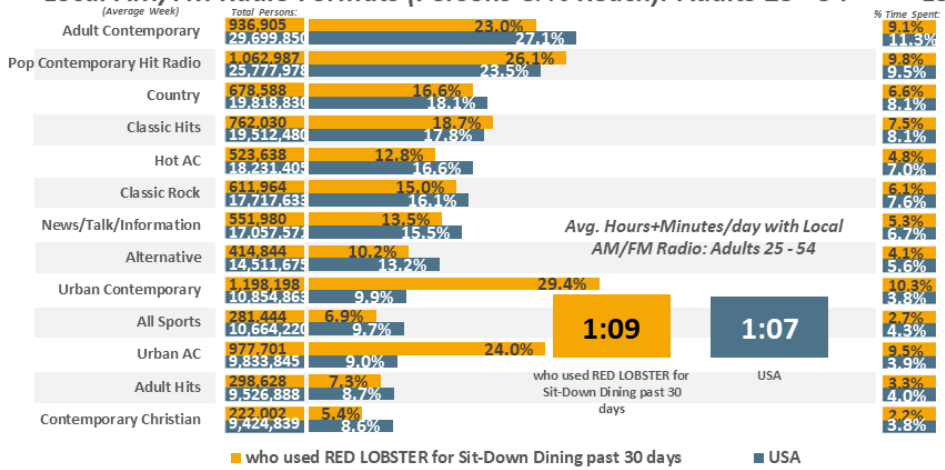
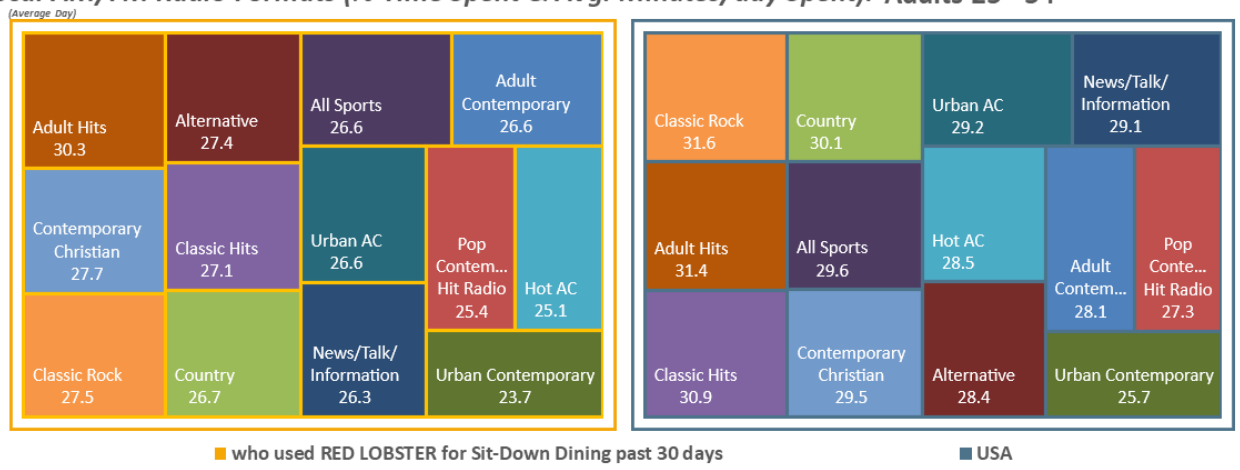
Sit-down restaurants used past 30 days: Olive Garden

3,871,391 or 85.% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Pop Contemporary Hit Radio, Urban AC, Adult Contemporary, and Classic Hits.

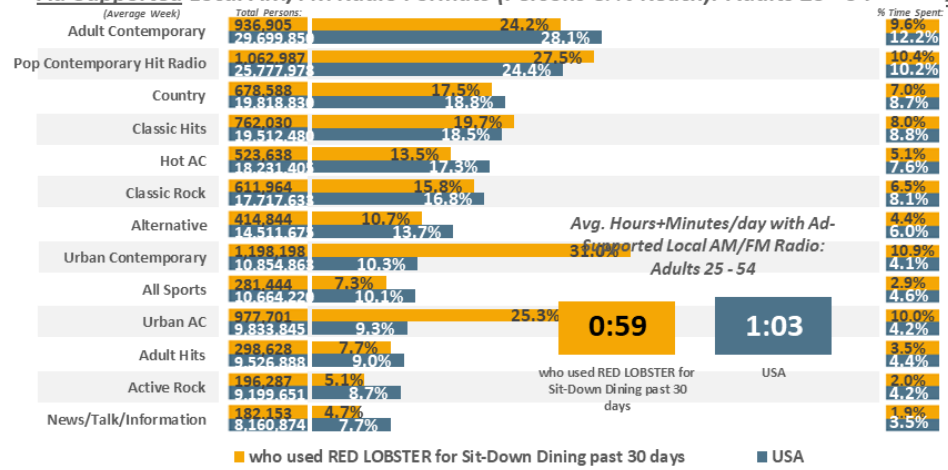
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



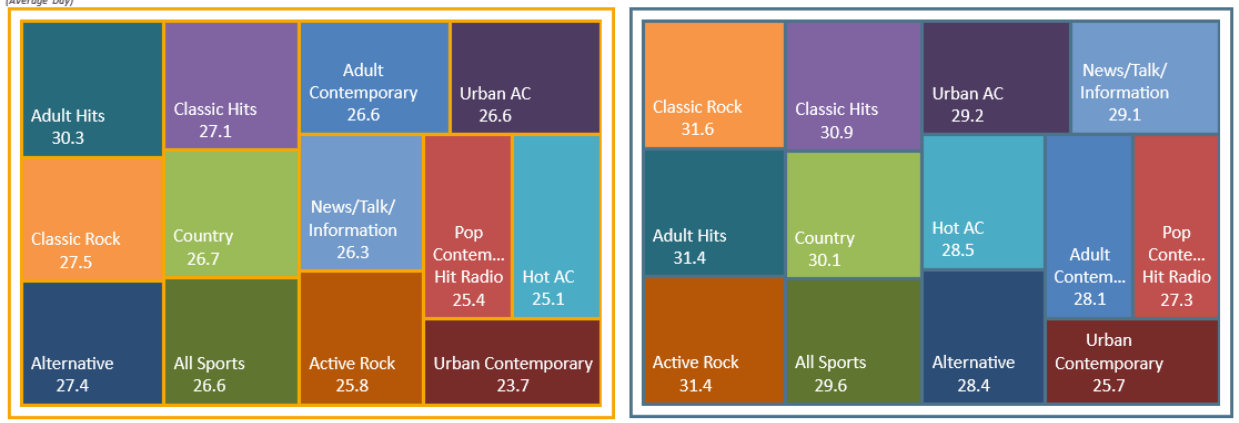
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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Sit-down restaurants used past 30 days: Red Lobster

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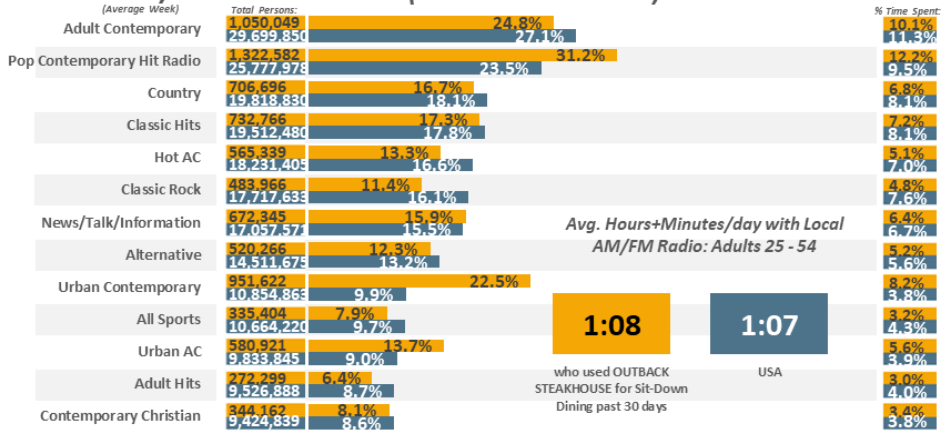
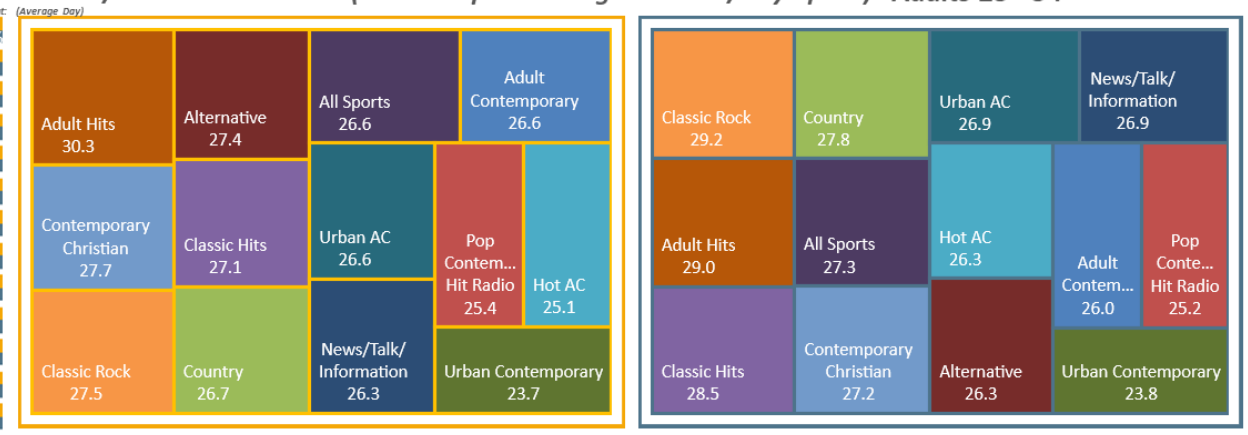
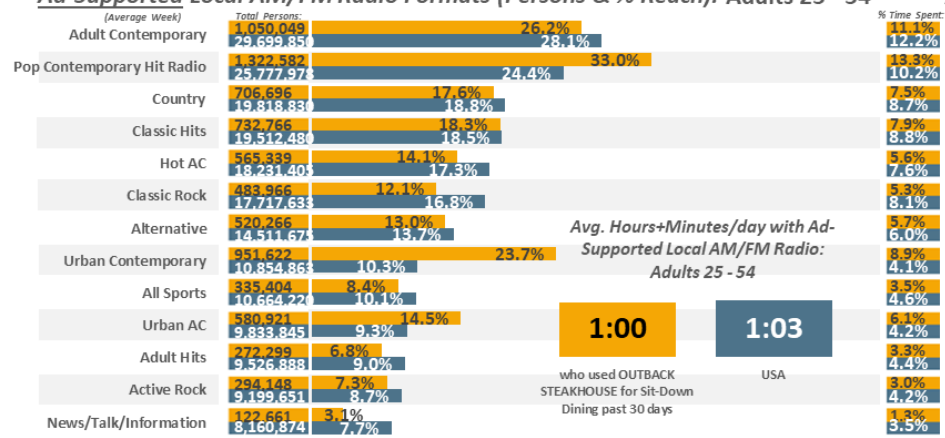
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



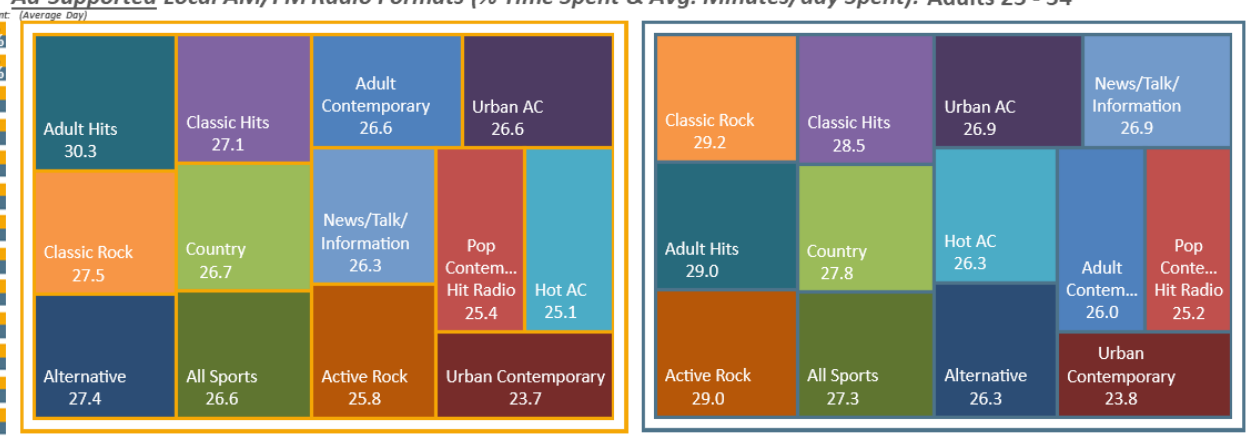
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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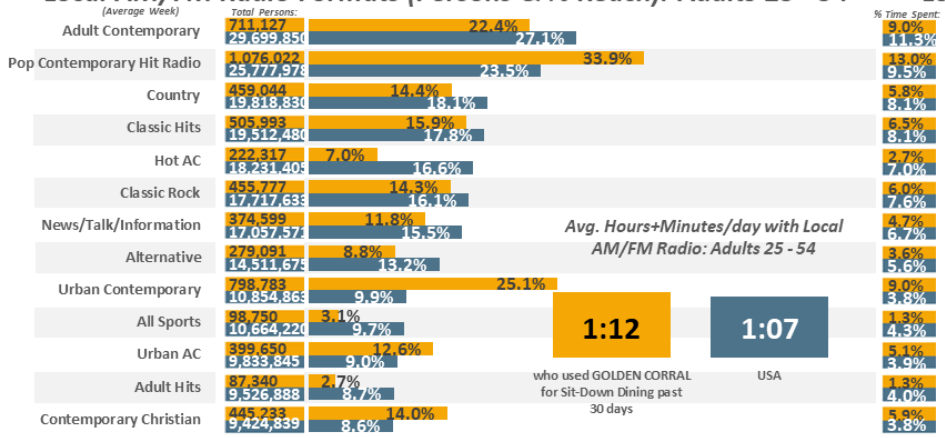
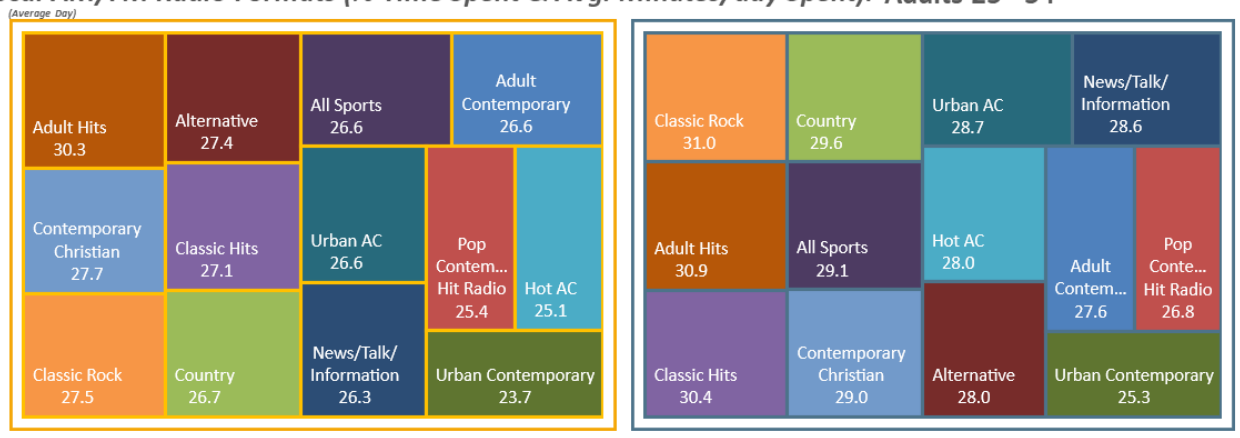
Sit-down restaurants used past 30 days: Outback Steakhouse

2,877,277 or 82.6% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Mexican Regional, Adult Contemporary, and Classic

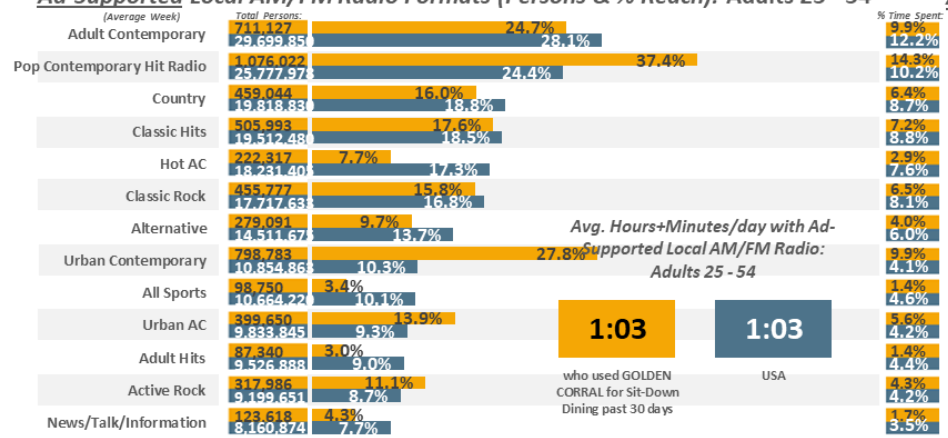
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



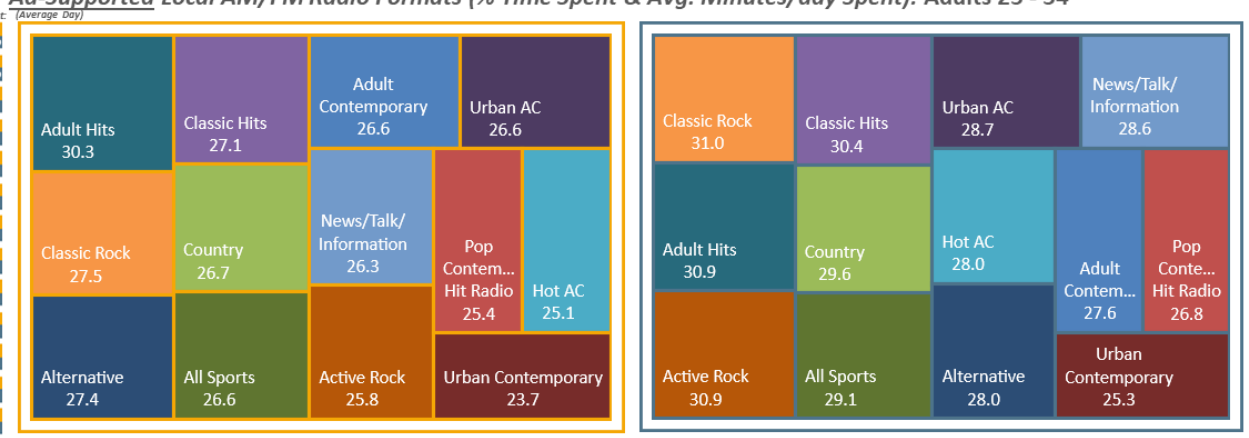
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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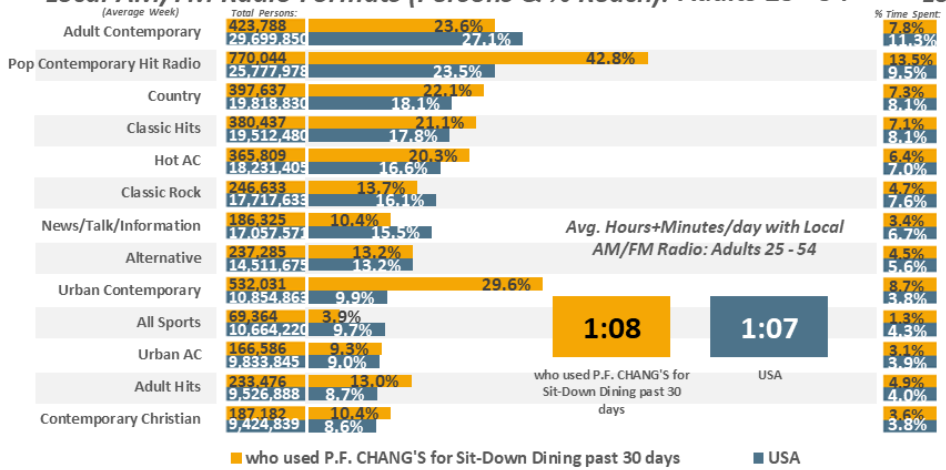
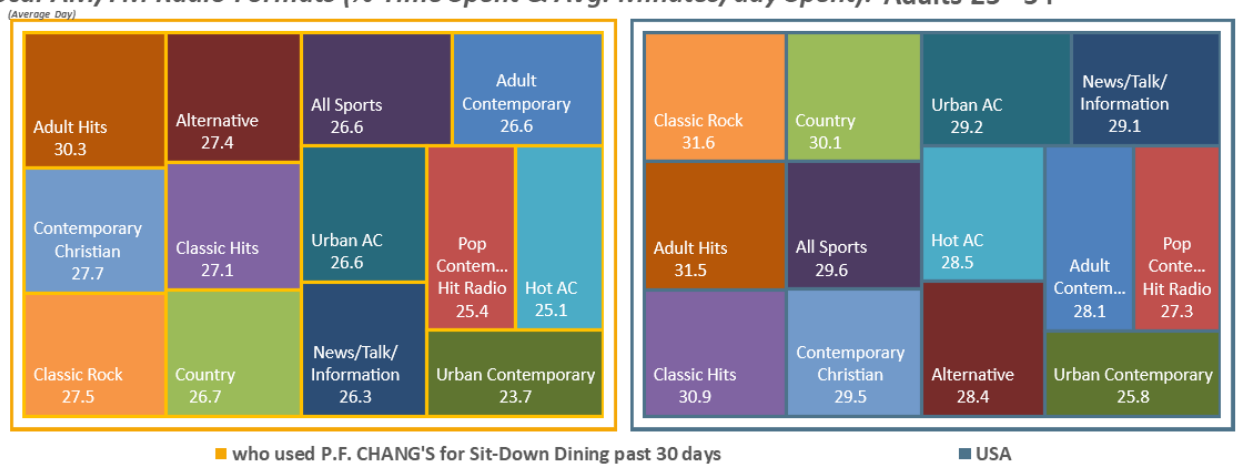
Sit-down restaurants used past 30 days: Golden Corral

1,641,526 or 83.3% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Adult Contemporary, Country, and Classic Hits.

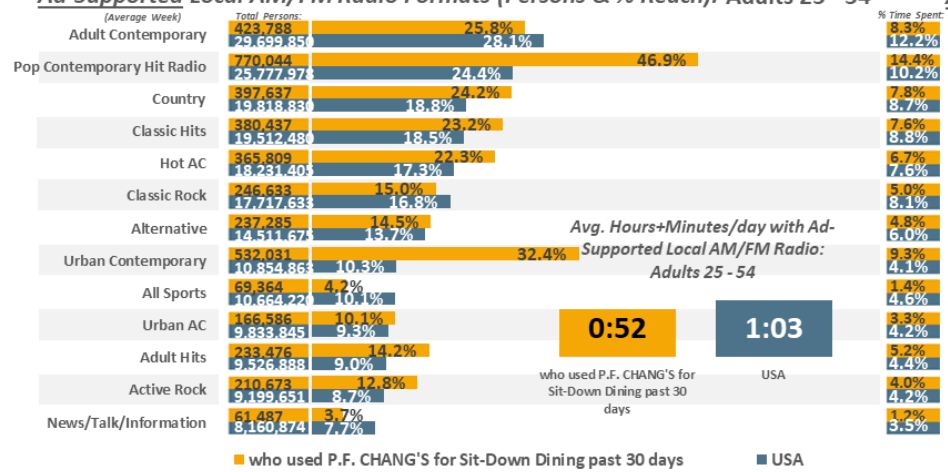
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



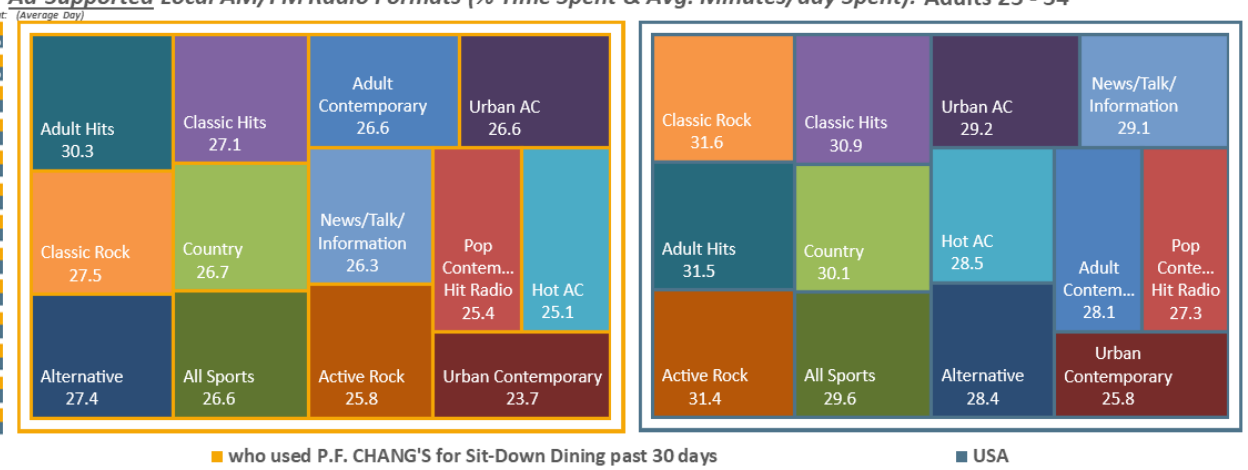
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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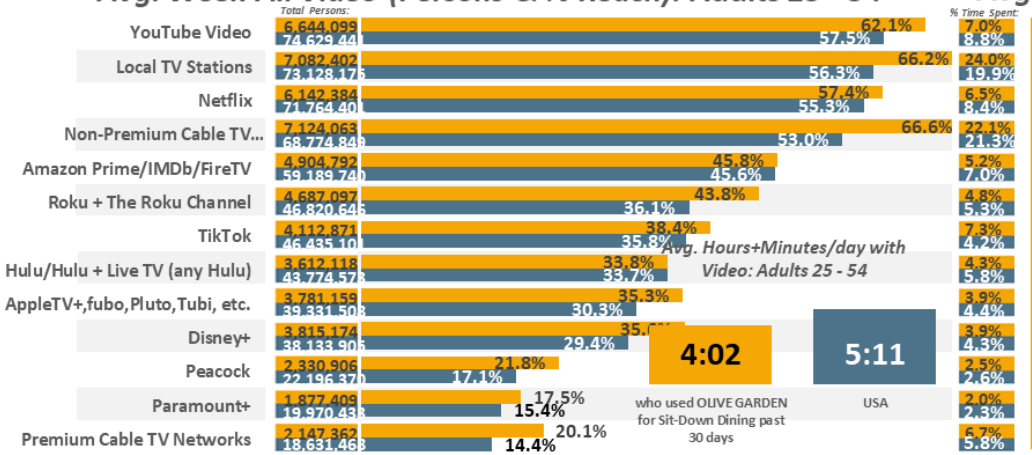
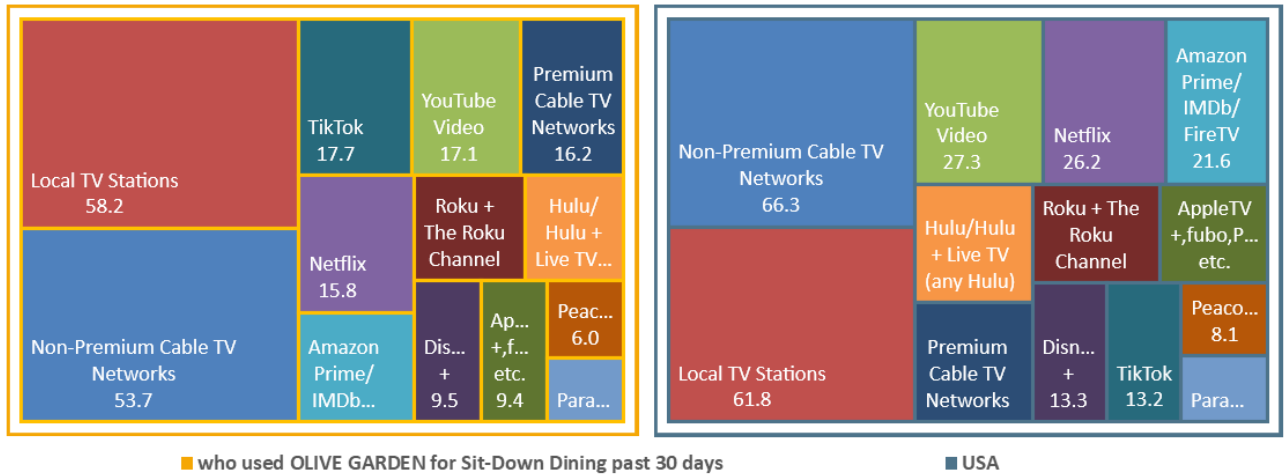
Sit-down restaurants used past 30 days: P.F. Chang's

6,971,893 or 65.1% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 56.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

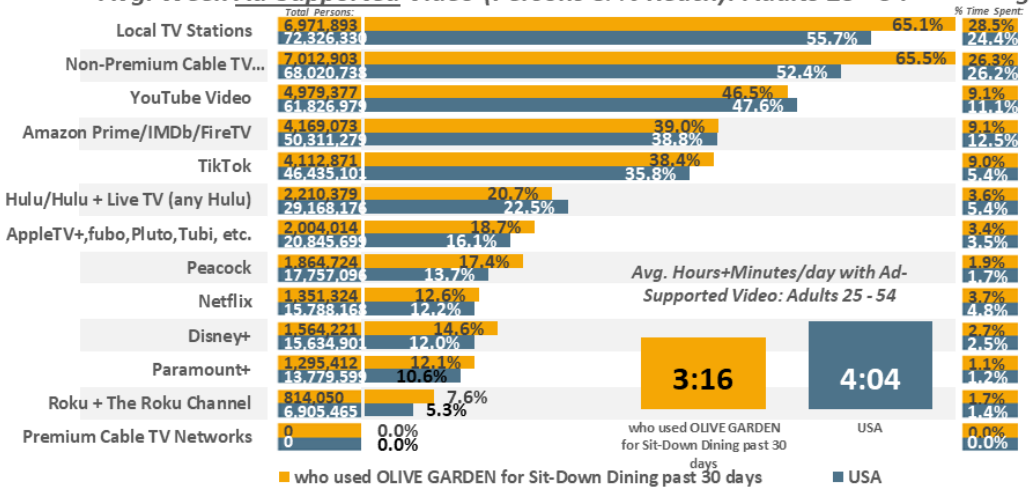
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



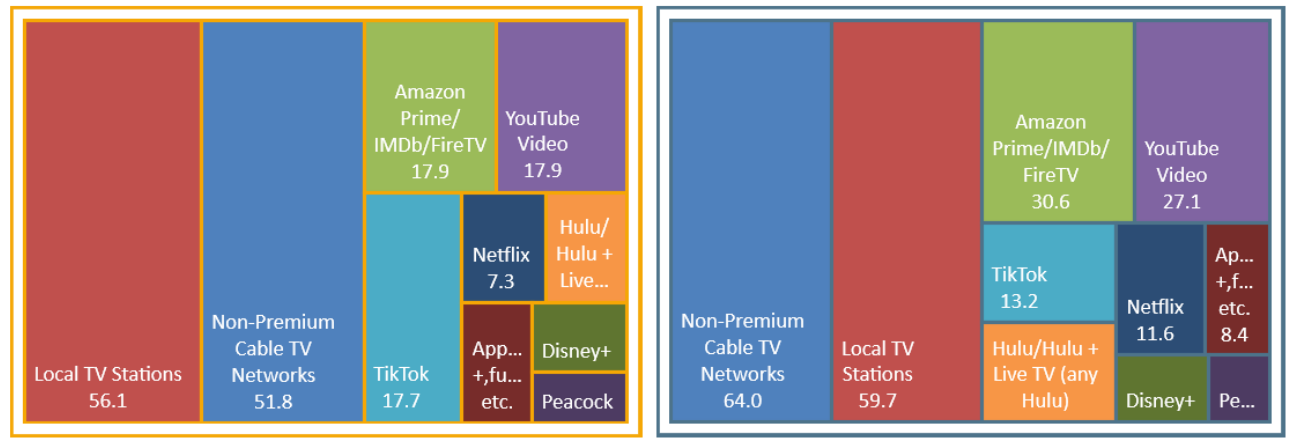
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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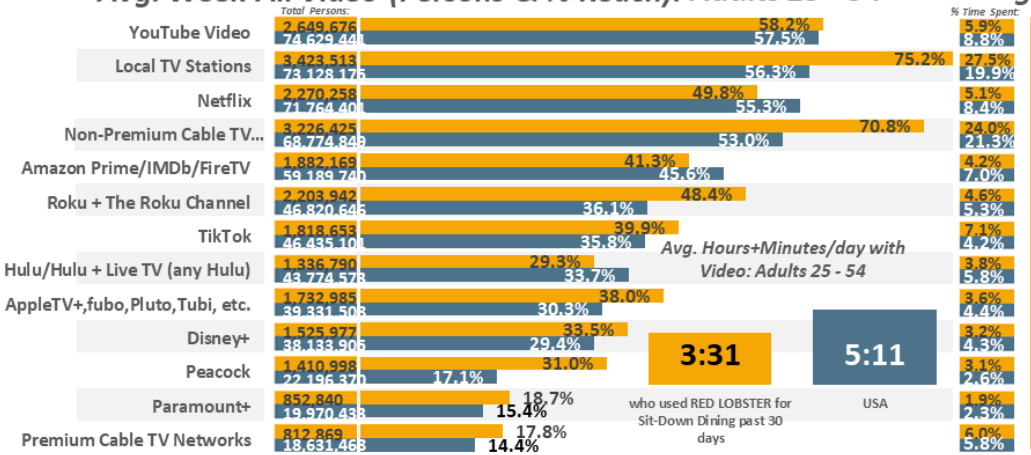
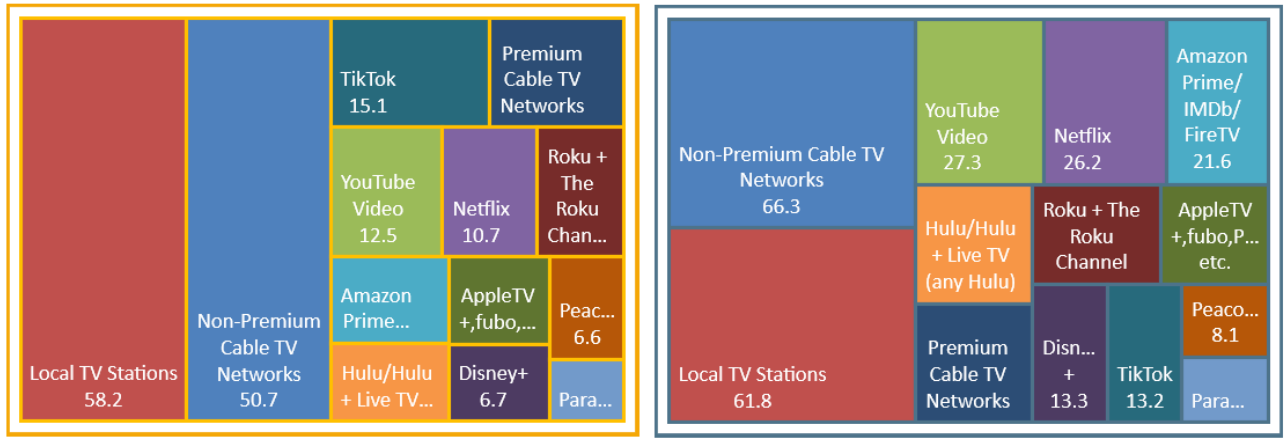
Sit-down restaurants used past 30 days: Olive Garden

3,338,496 or 73.3% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 53.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

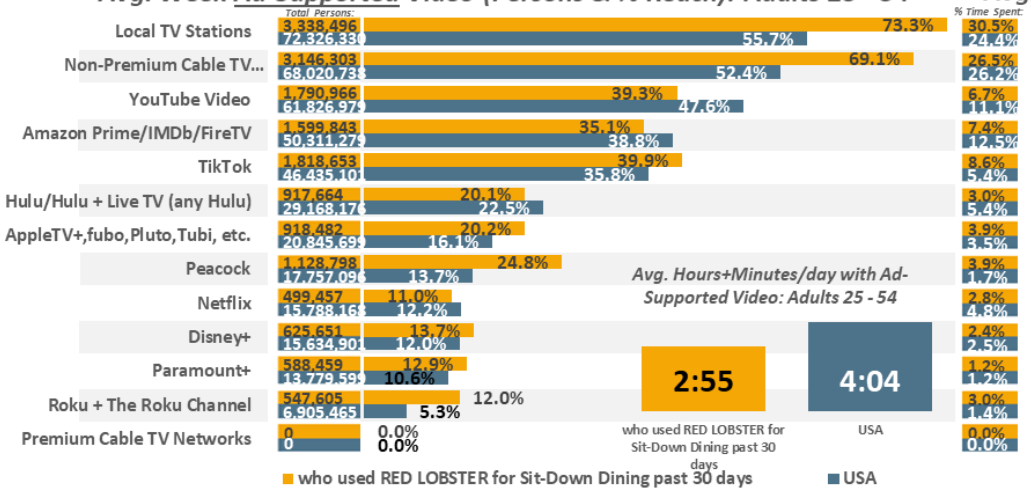
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



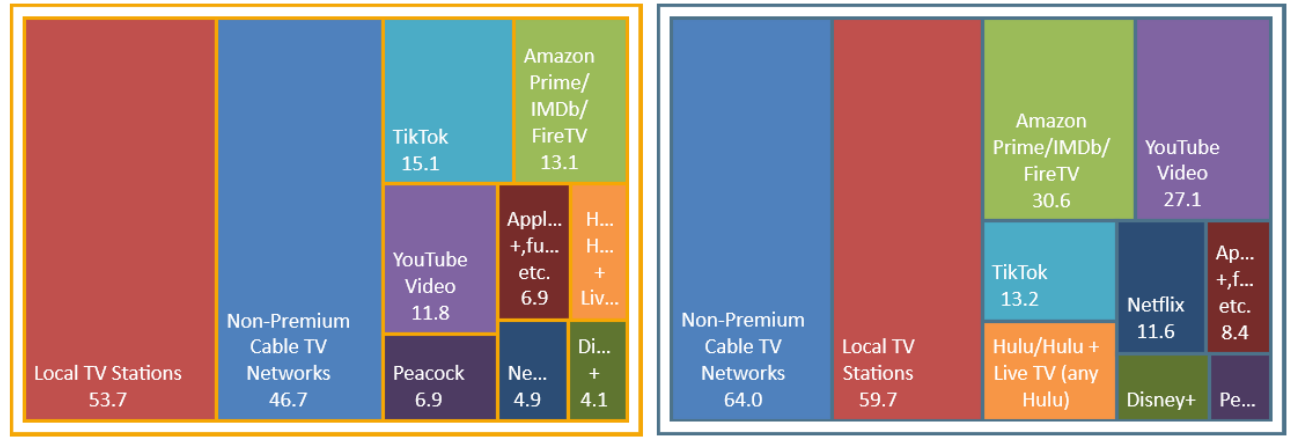
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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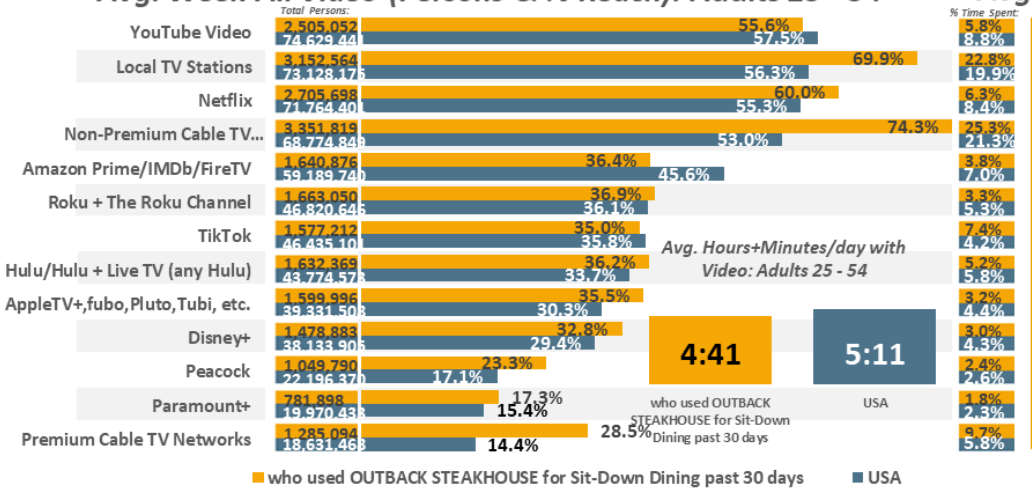
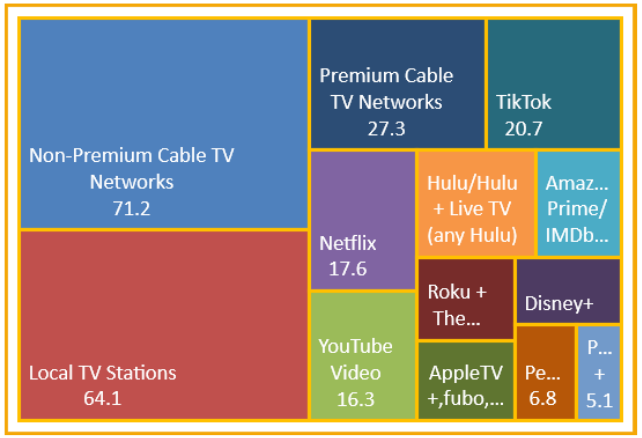
Sit-down restaurants used past 30 days: Red Lobster

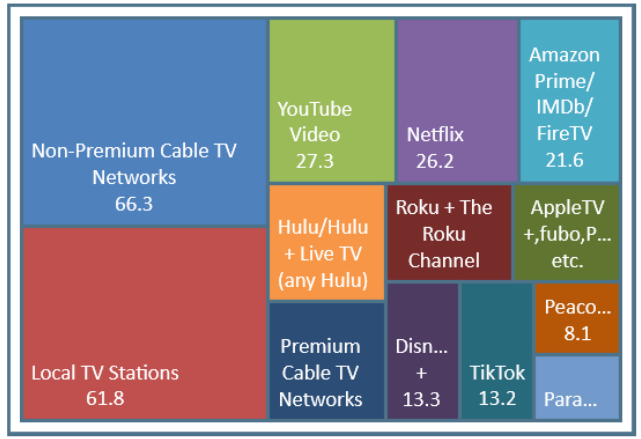
3,086,645 or 68.5% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54



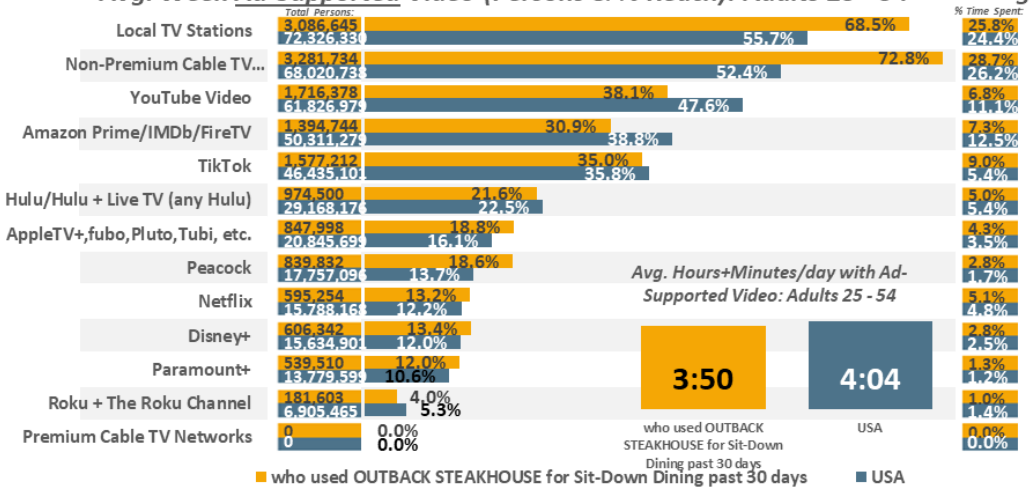
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



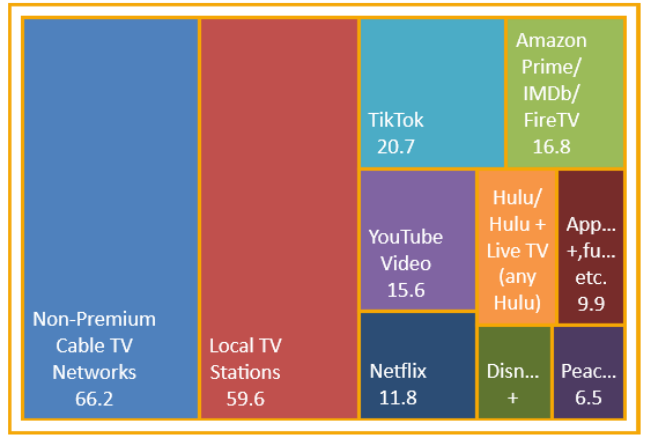


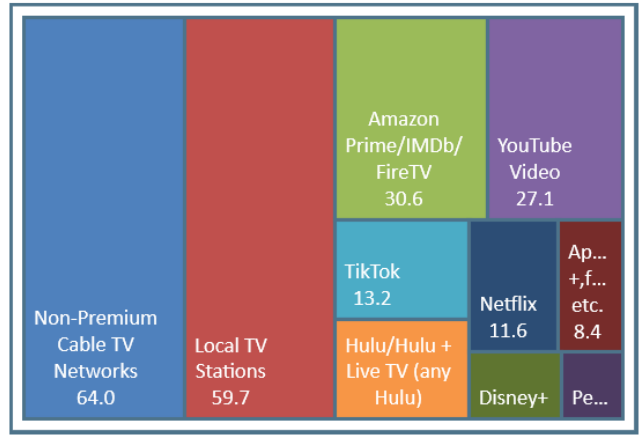
who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days USA

Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days USA

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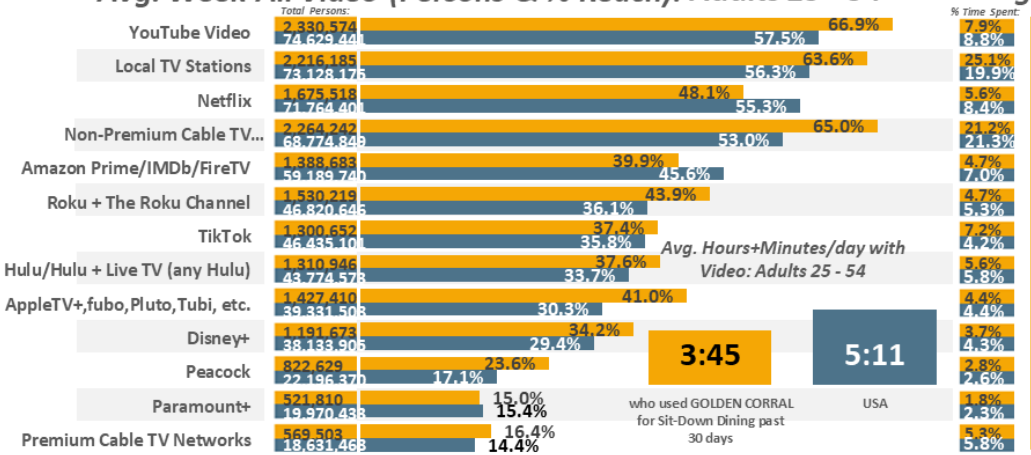
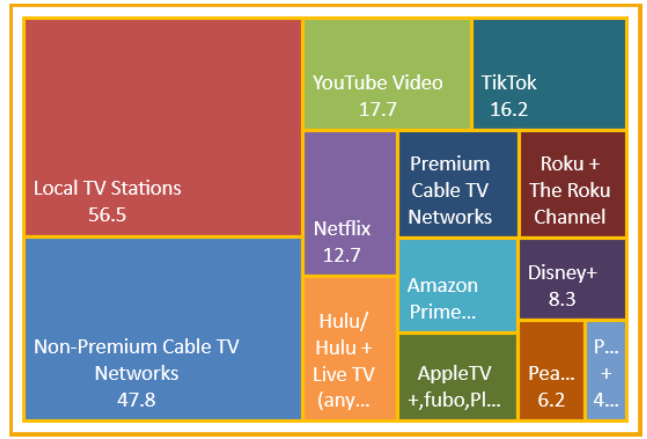
Sit-down restaurants used past 30 days: Outback Steakhouse

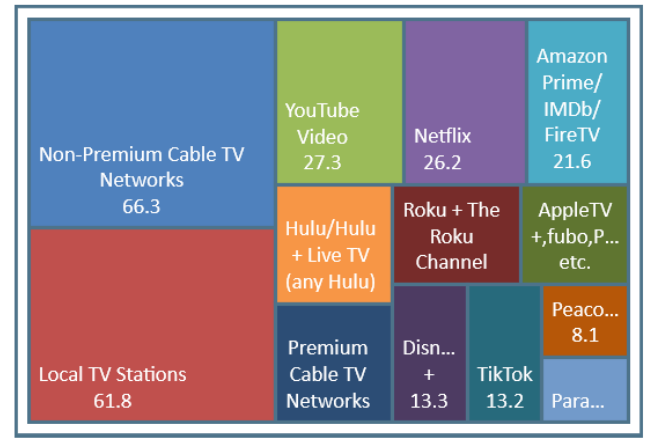
2,072,553 or 59.5% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 50.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54



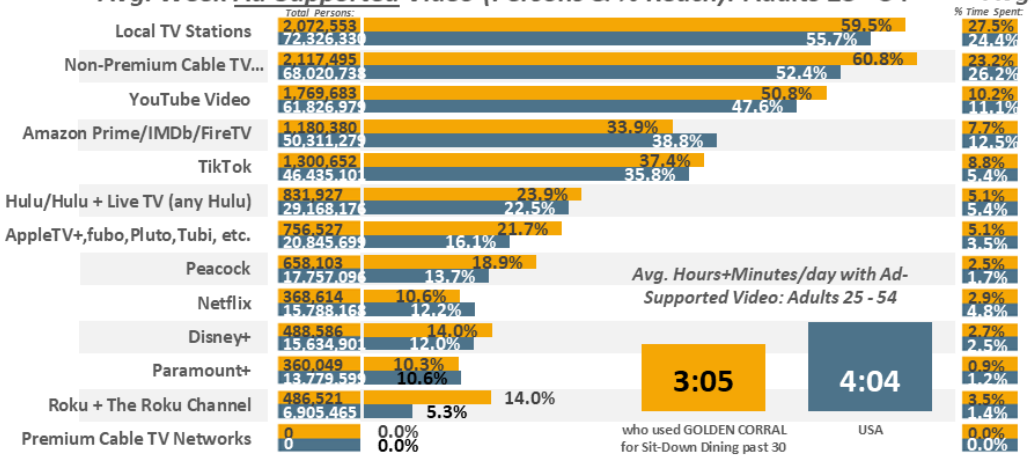
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



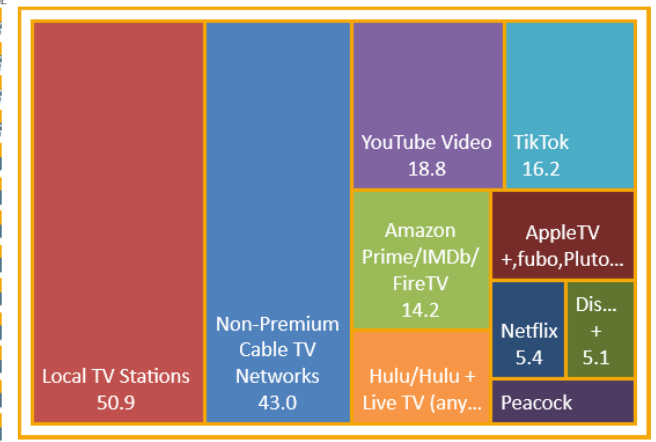


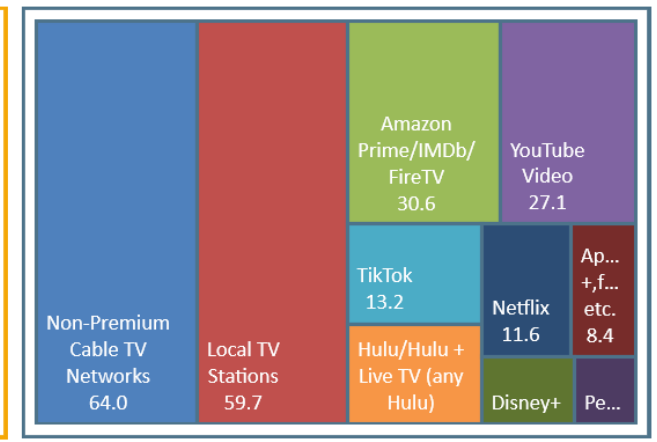
who used GOLDEN CORRAL for Sit-Down Dining past 30 days ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who used GOLDEN CORRAL for Sit-Down Dining past 30 days ■ USA

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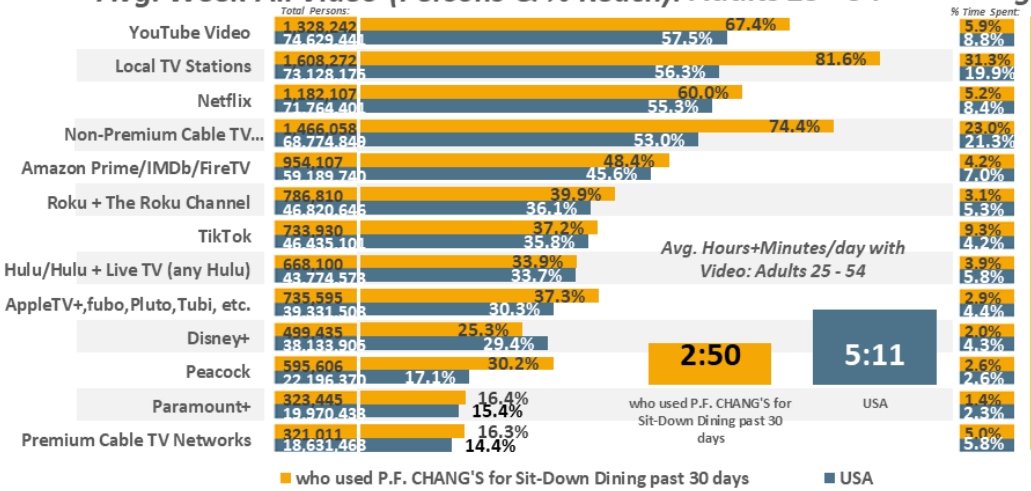
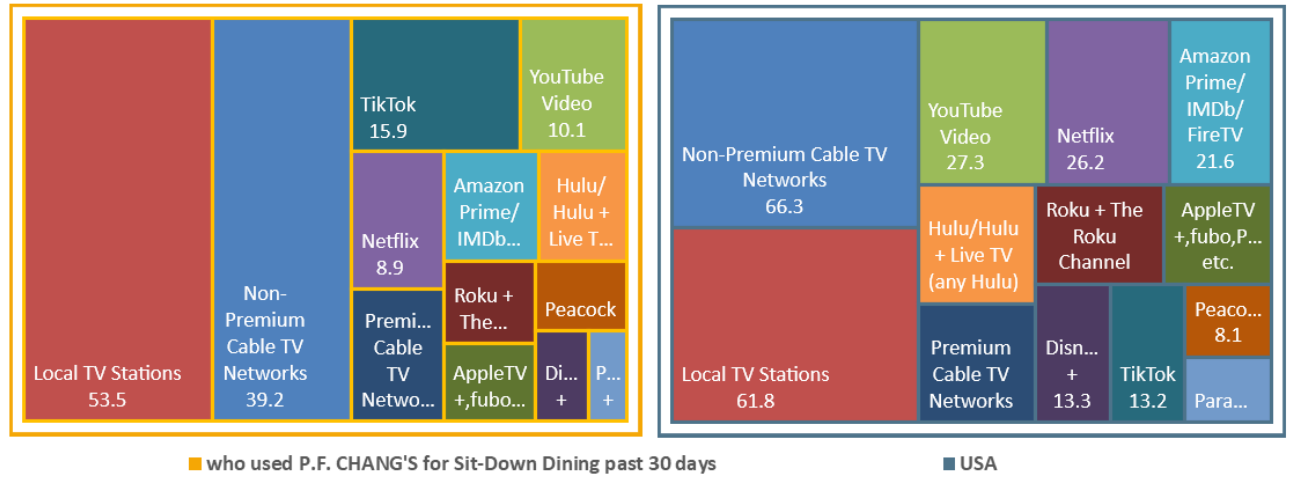
Sit-down restaurants used past 30 days: Golden Corral

1,529,799 or 77.6% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 47.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

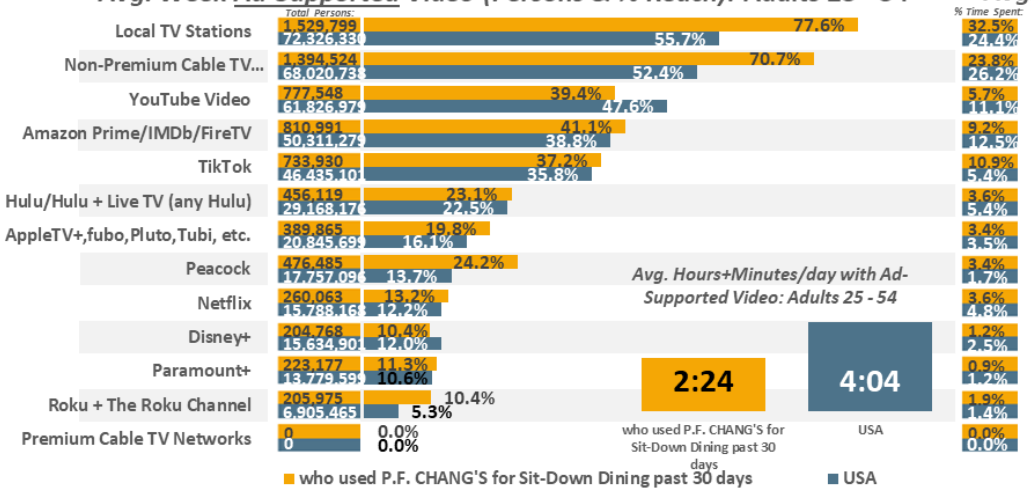
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



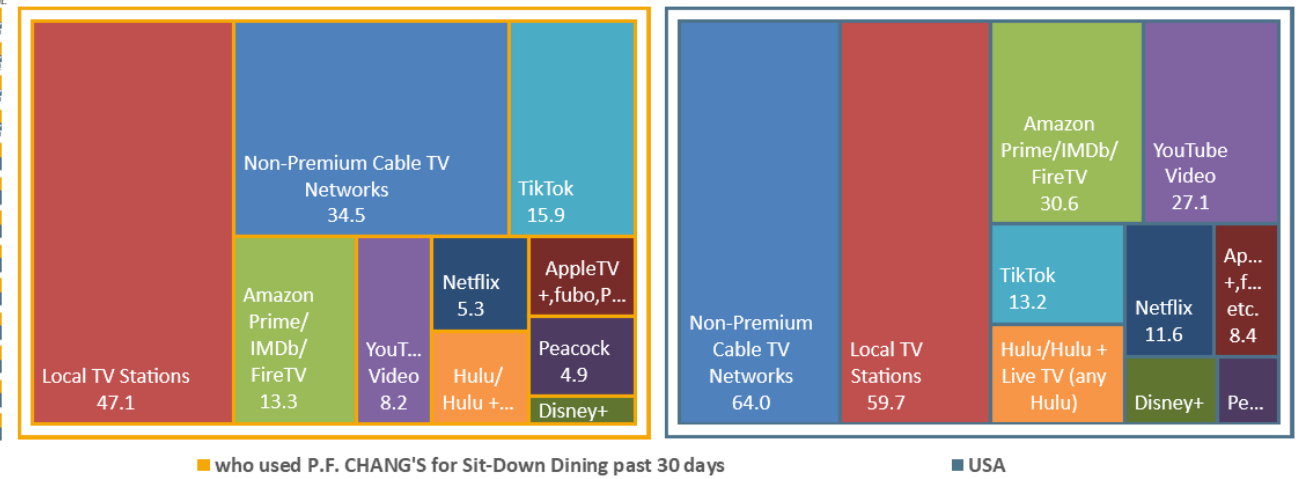
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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

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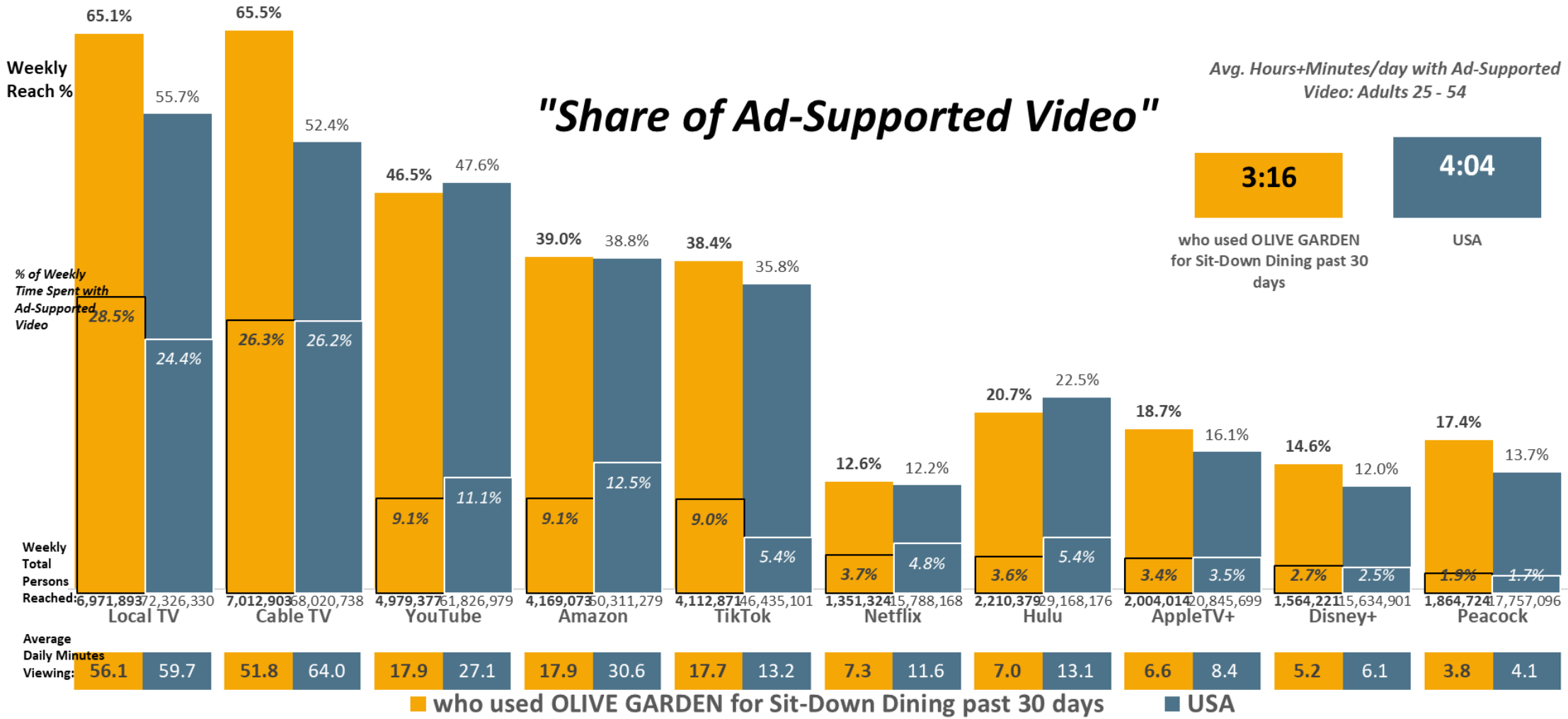

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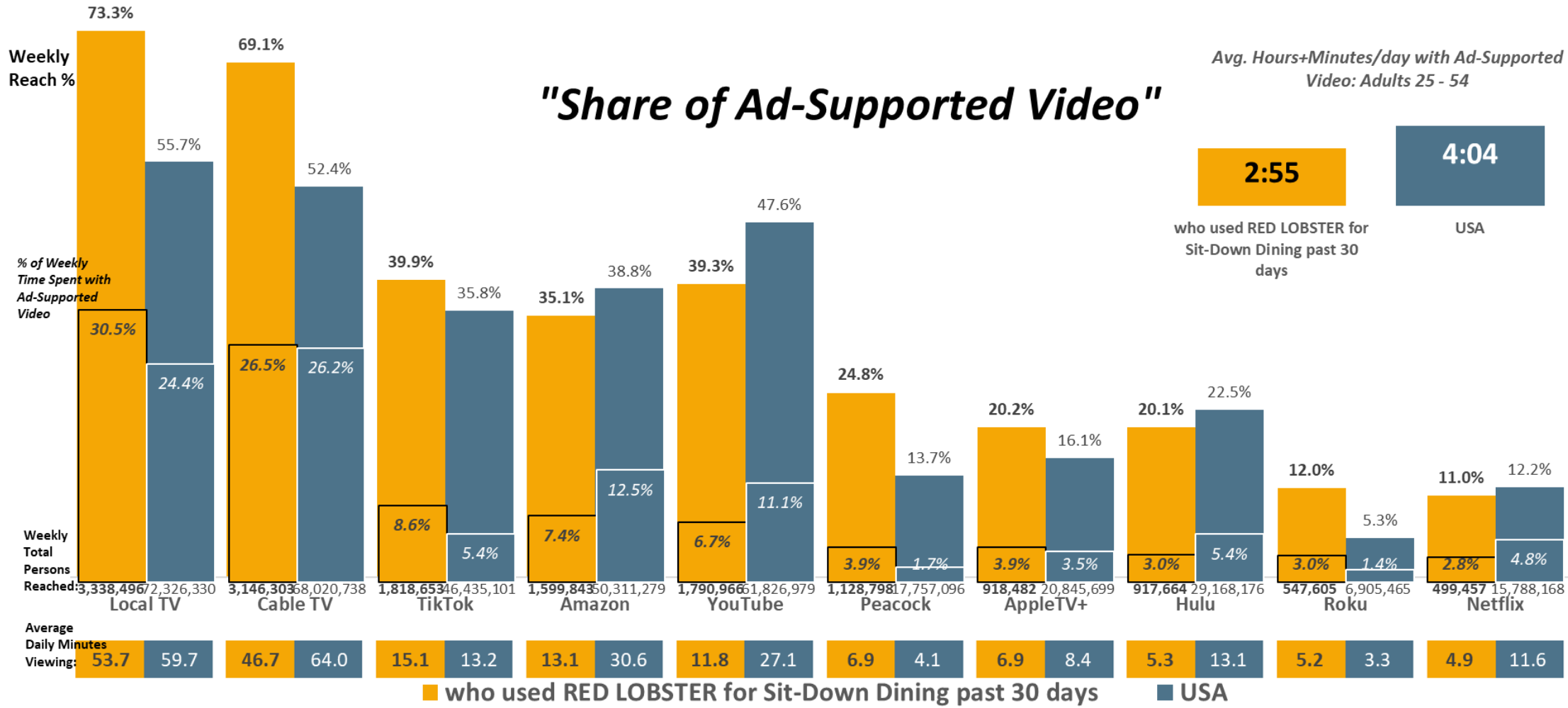
Sit-down restaurants used past 30 days: Olive Garden

3,338,496 or 73.3% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 53.7 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



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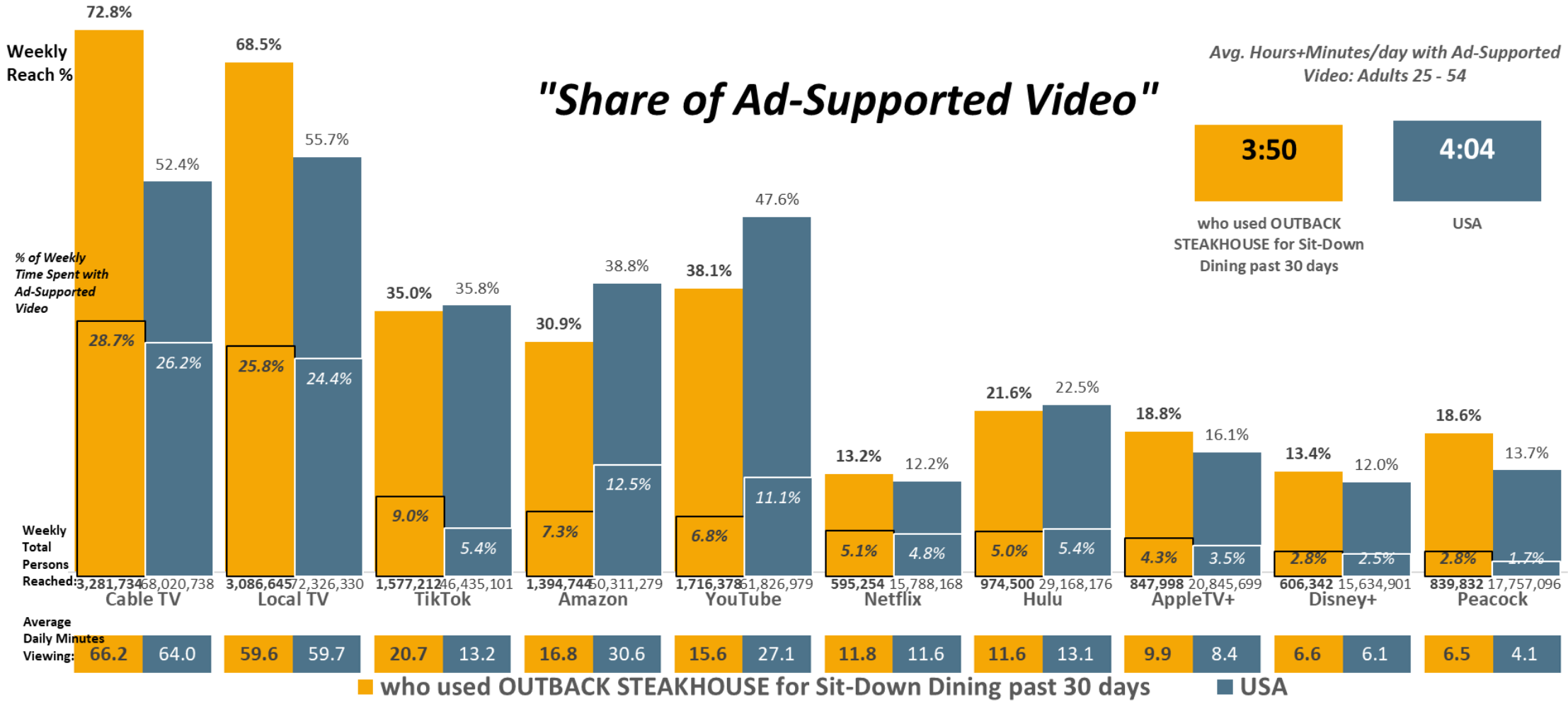
Sit-down restaurants used past 30 days: Red Lobster

3,086,645 or 68.5% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 59.6 minutes every day representing 25.8% of all time spent daily with Ad-Supported Video.



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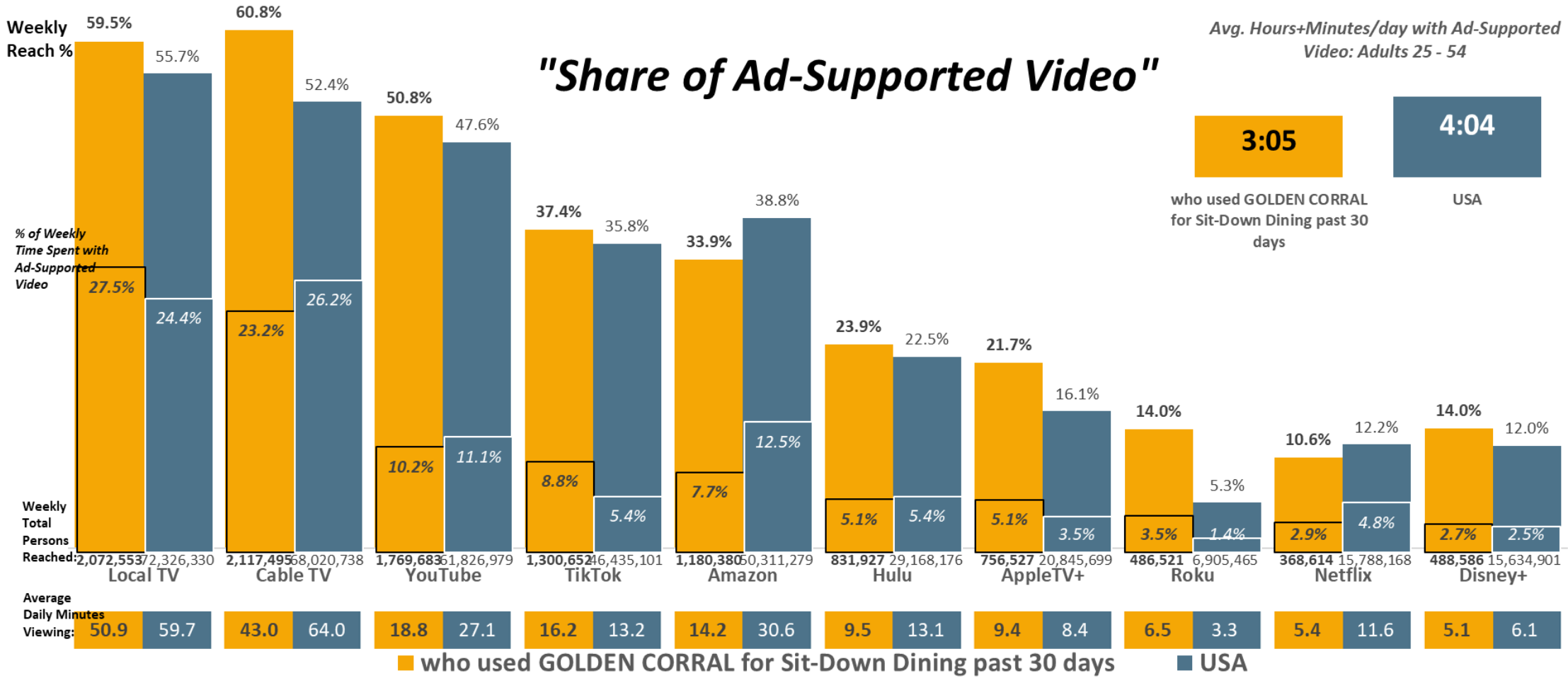
Sit-down restaurants used past 30 days: Outback Steakhouse

2,072,553 or 59.5% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 50.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.



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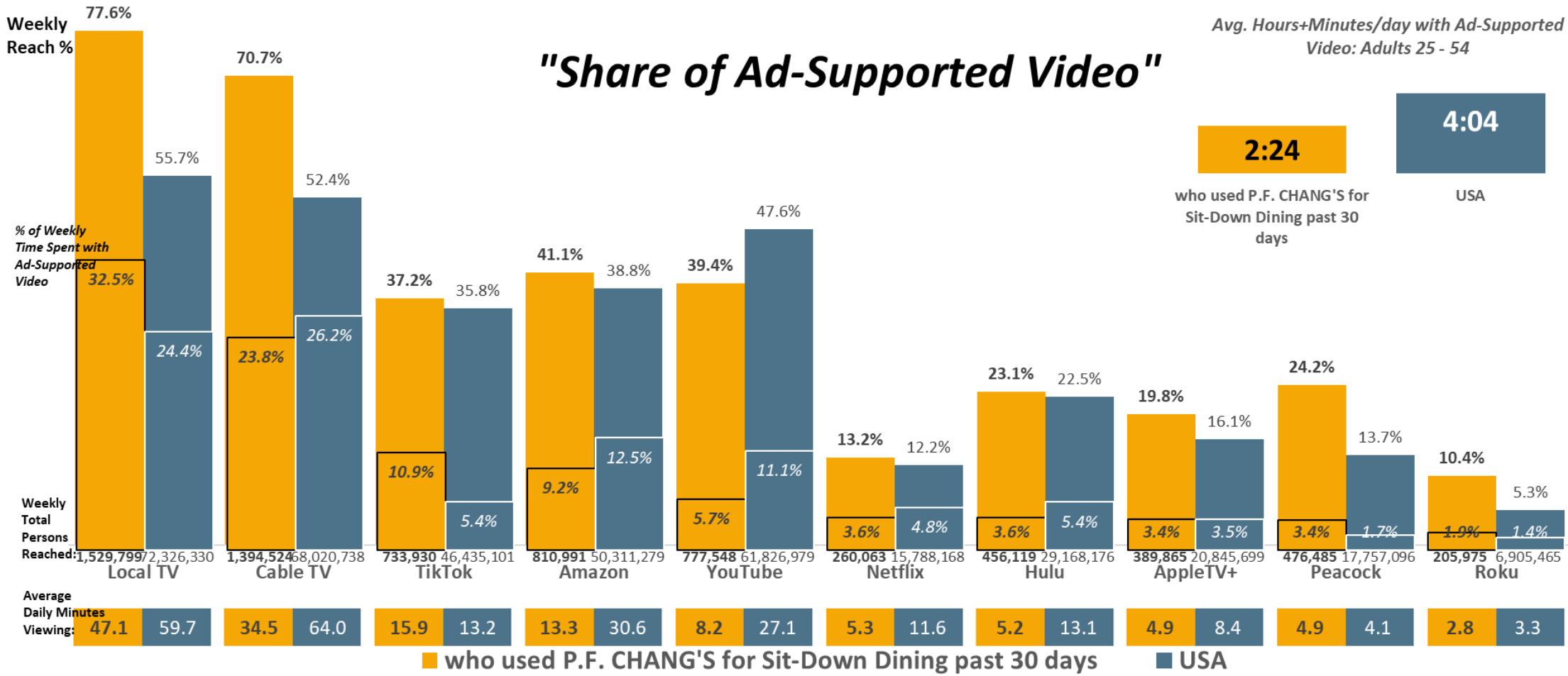
Sit-down restaurants used past 30 days: Golden Corral

1,529,799 or 77.6% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations for an average of 47.1 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



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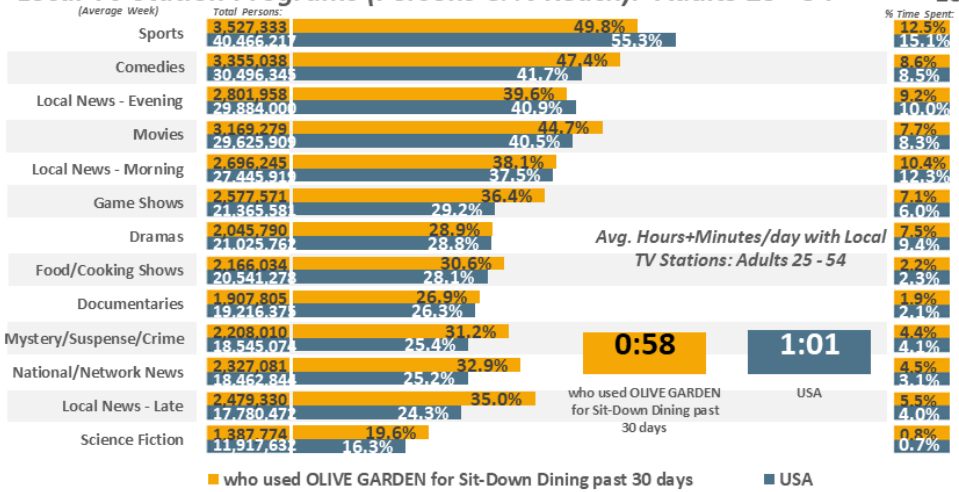
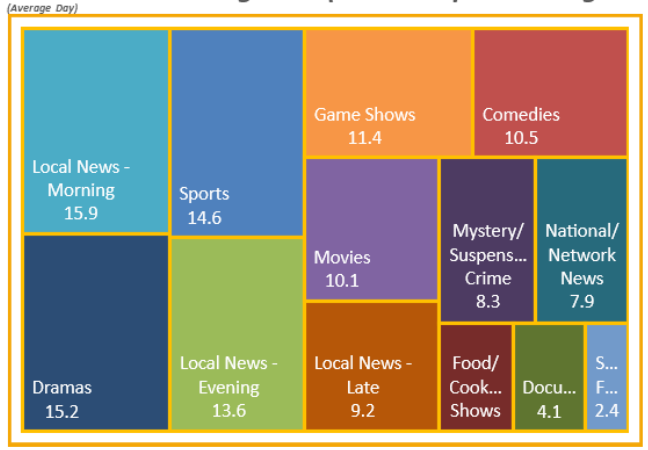
Sit-down restaurants used past 30 days: P.F. Chang's

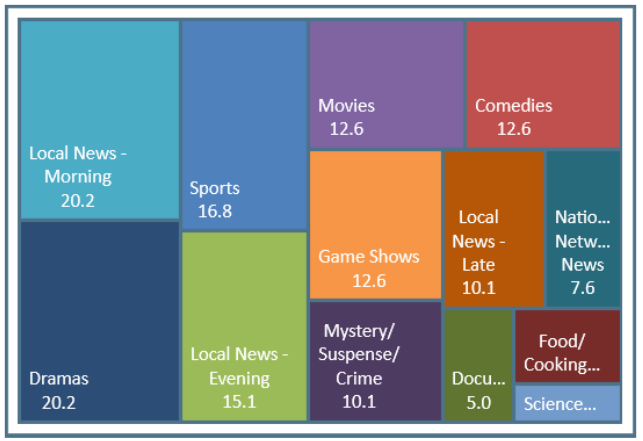
6,971,893 or 65.1% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

Local TV Station Programs (Persons & % Reach): Adults 25 - 54

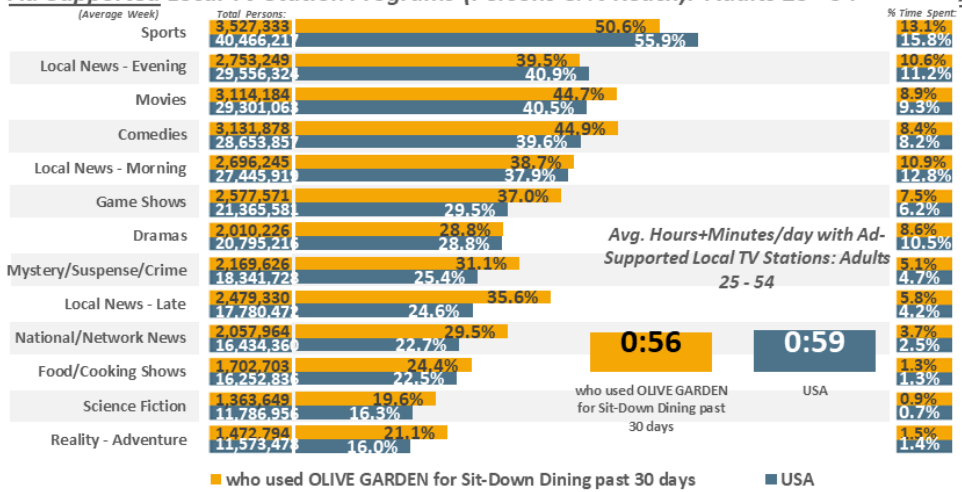


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

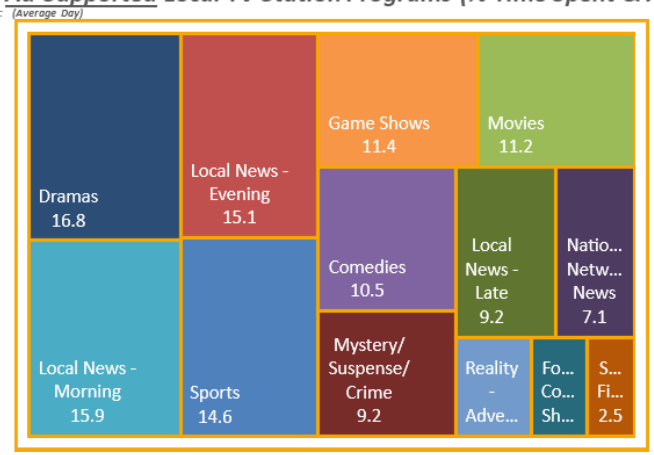


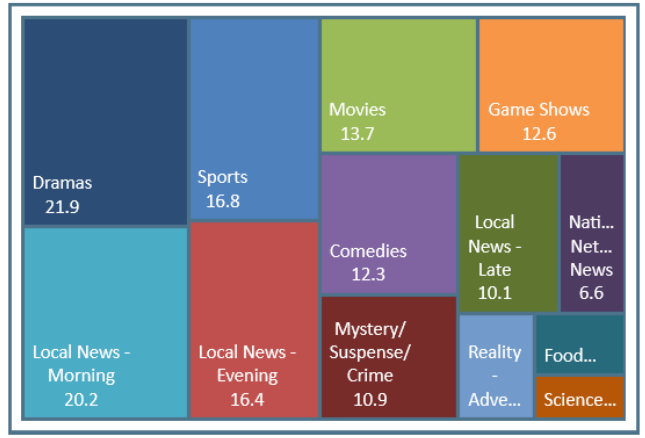


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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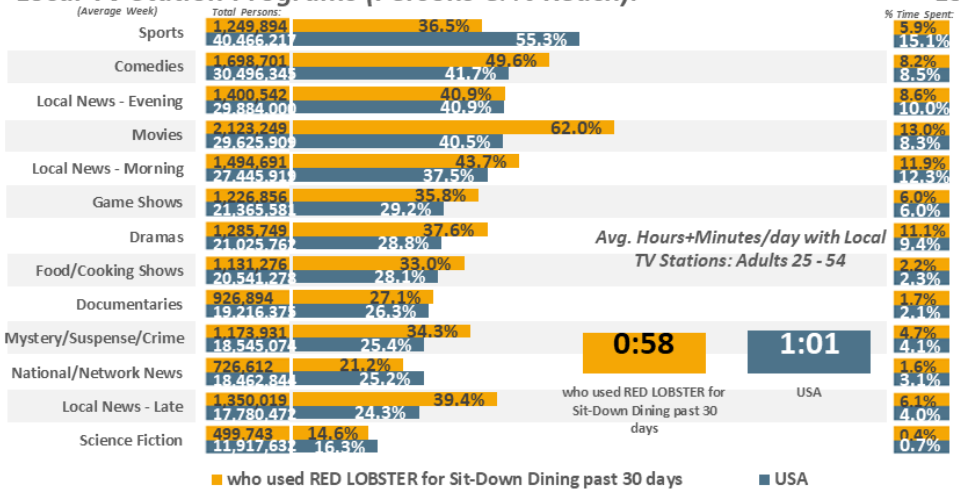
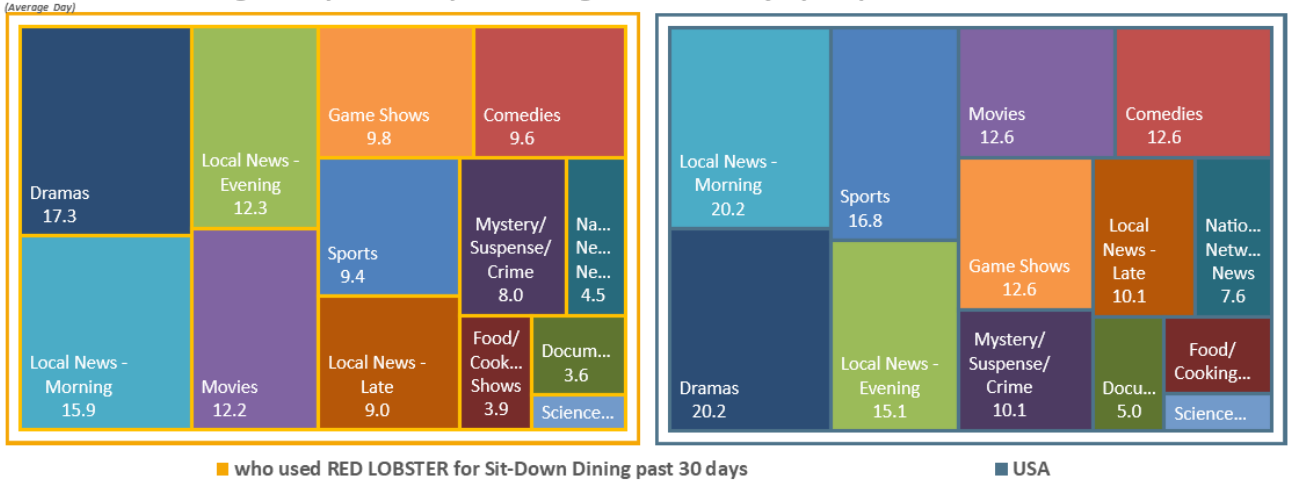
Sit-down restaurants used past 30 days: Olive Garden

3,338,496 or 73.3% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Local News - Morning, Local News - Evening, Local News - Late, and Dramas.

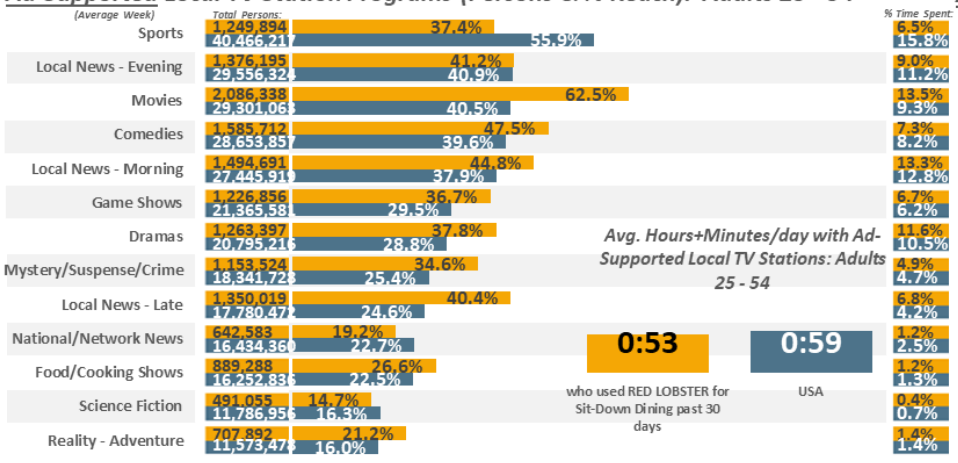
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



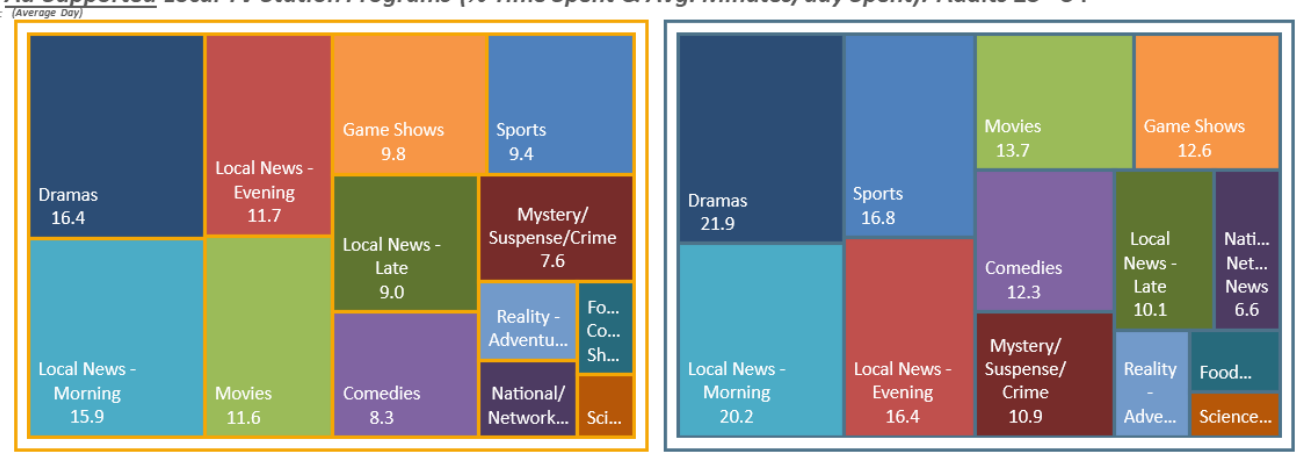
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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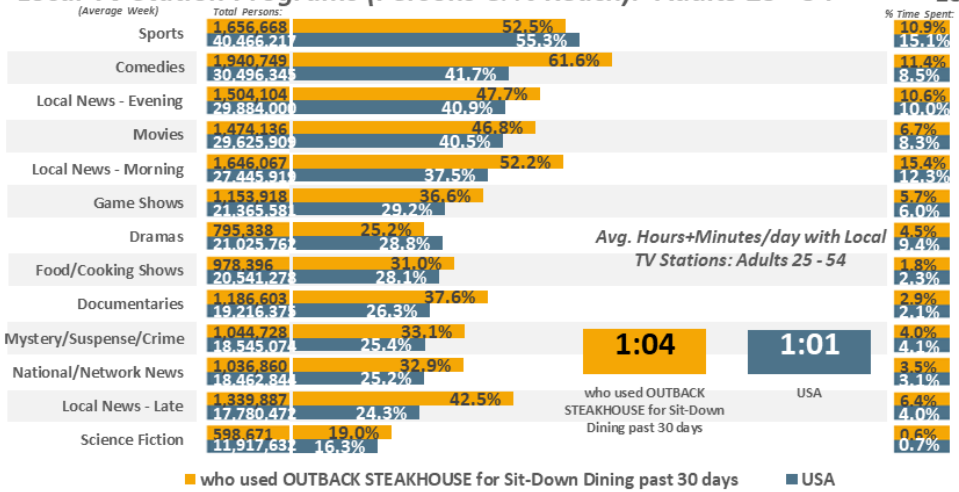
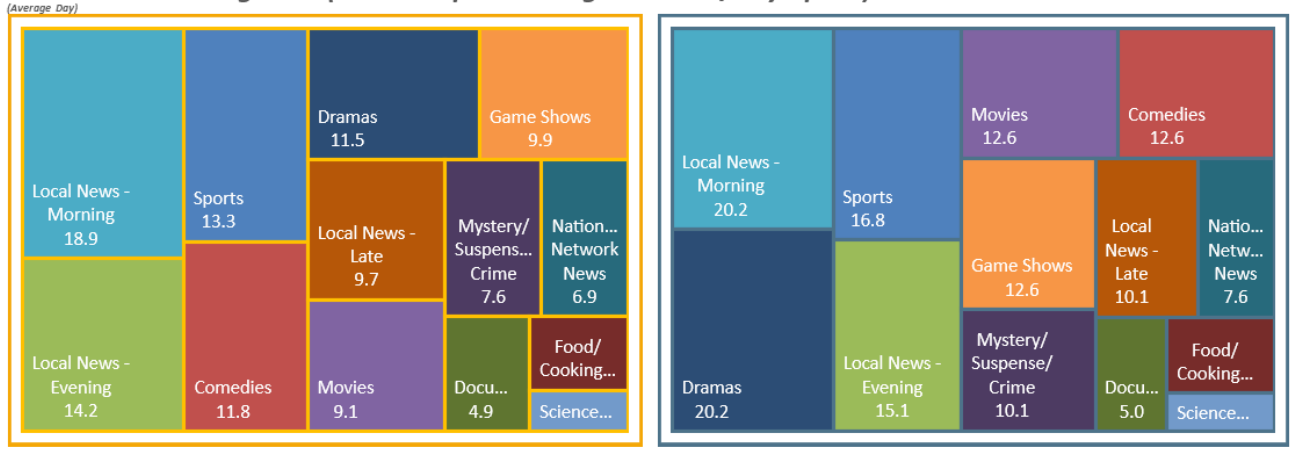
Sit-down restaurants used past 30 days: Red Lobster

3,086,645 or 68.5% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Local News - Late.

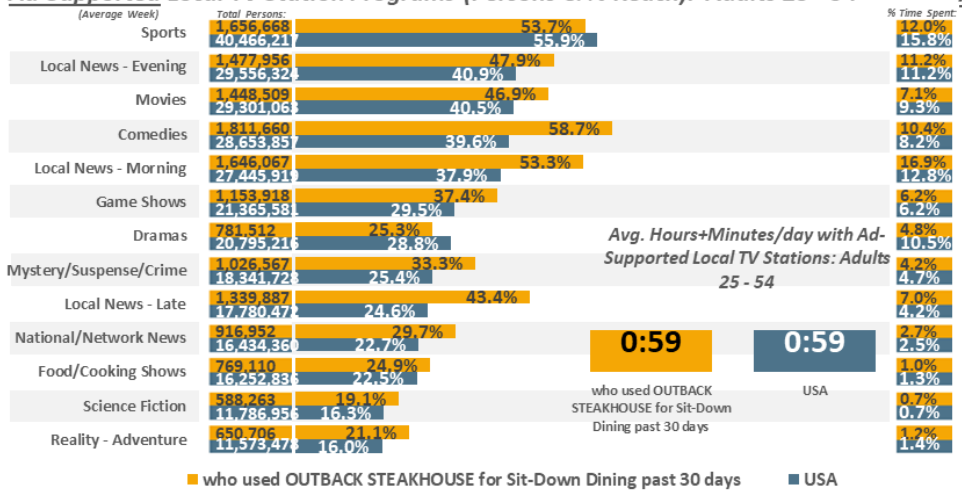
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



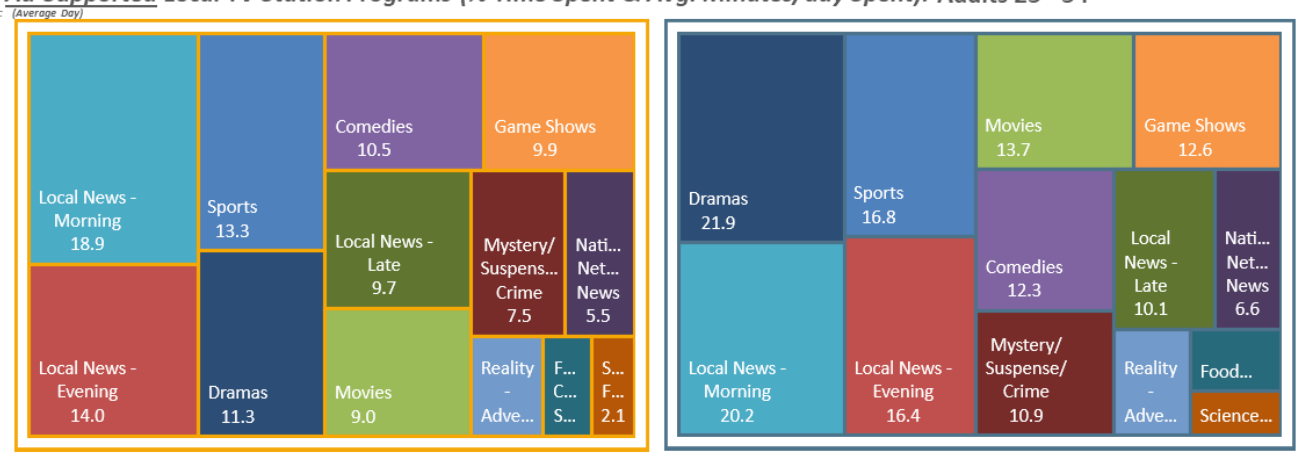
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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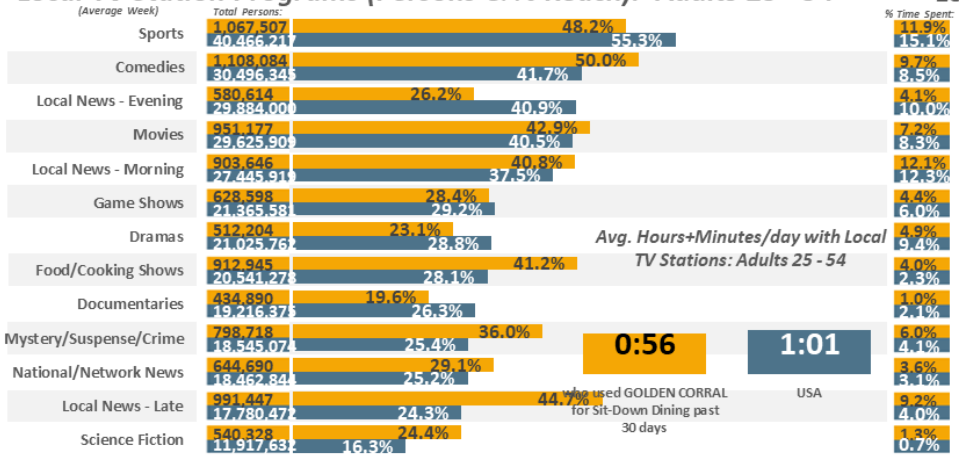
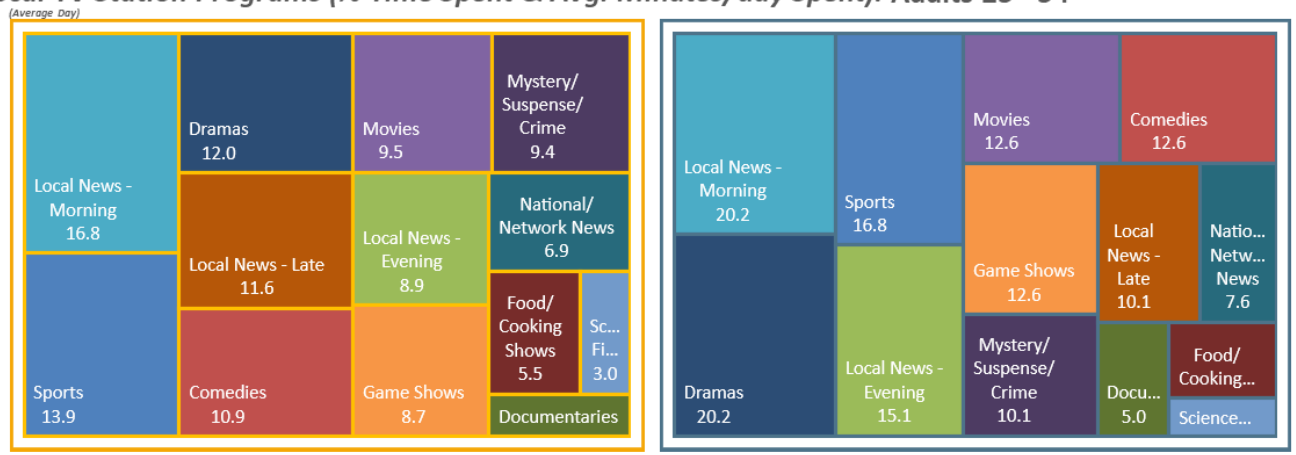
Sit-down restaurants used past 30 days: Outback Steakhouse

2,072,553 or 59.5% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Late, Movies, Local News - Morning, and Mystery/Suspense/Crime.

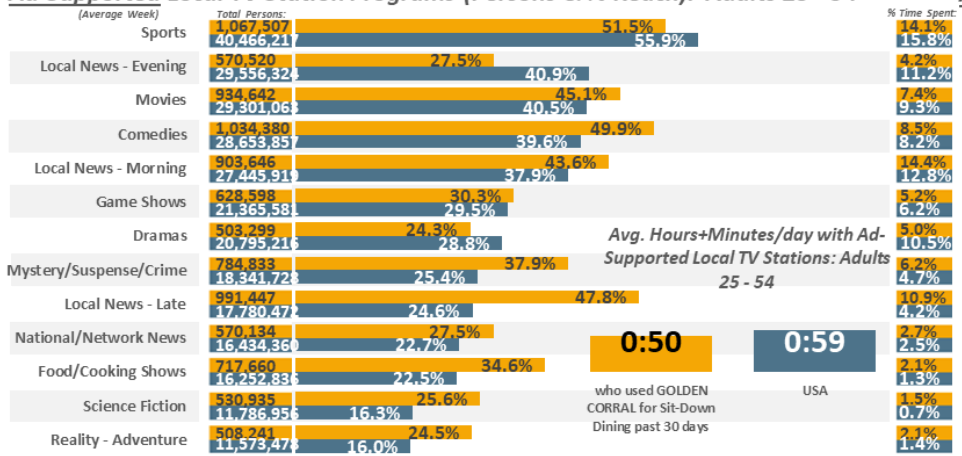
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



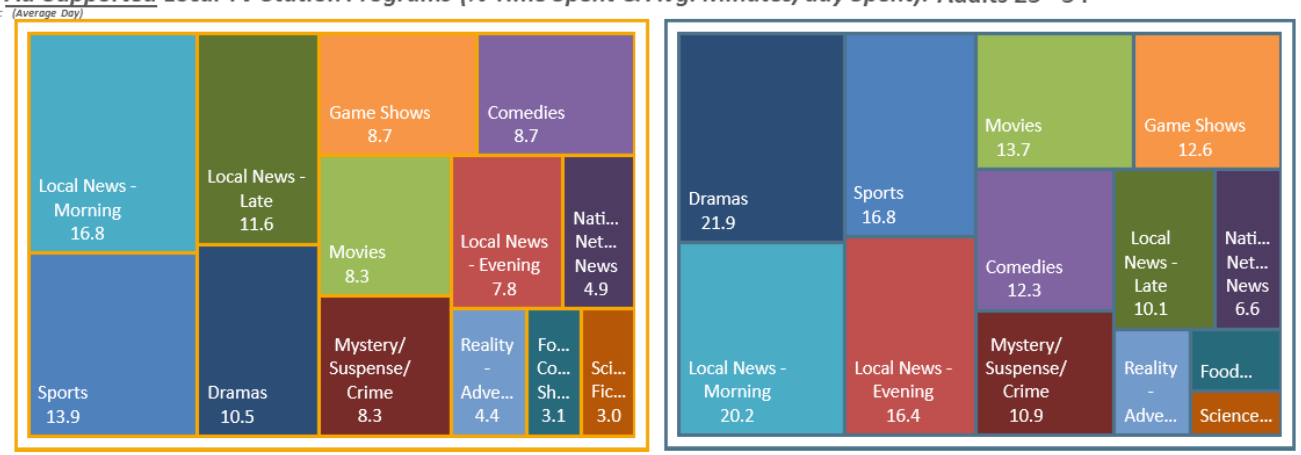
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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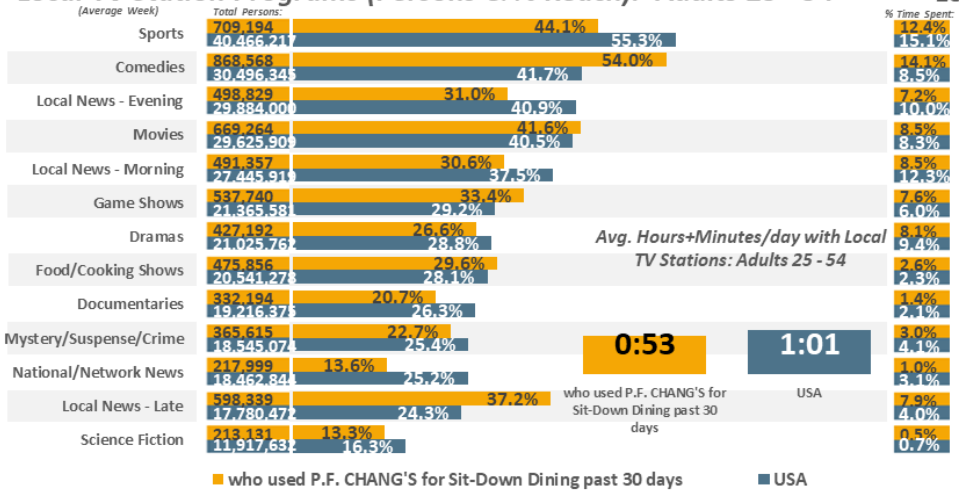
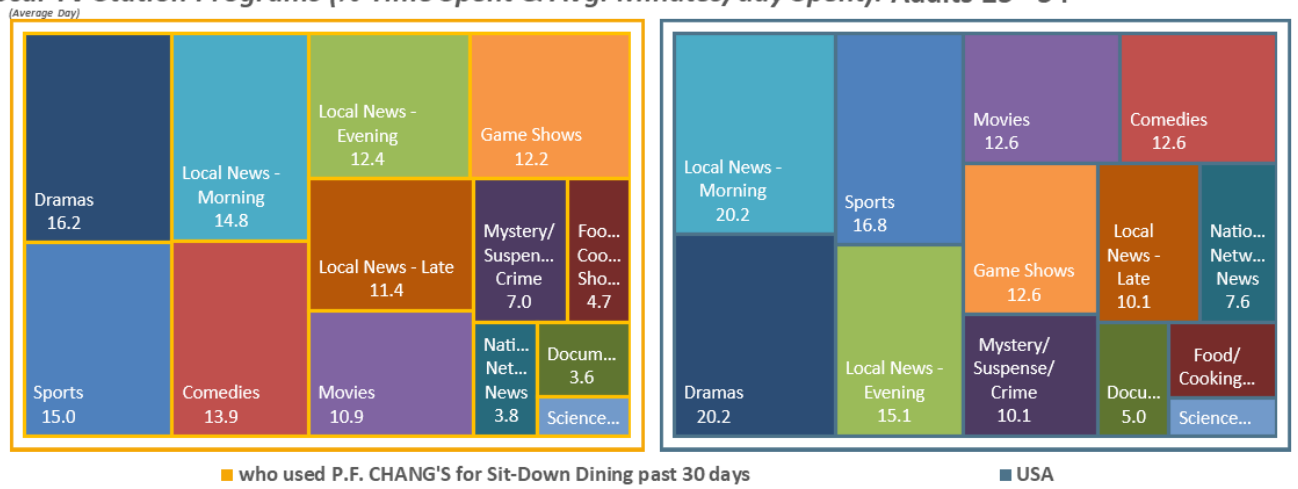
Sit-down restaurants used past 30 days: Golden Corral

1,529,799 or 77.6% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Local News - Late, Game Shows, and Local News - Morning.

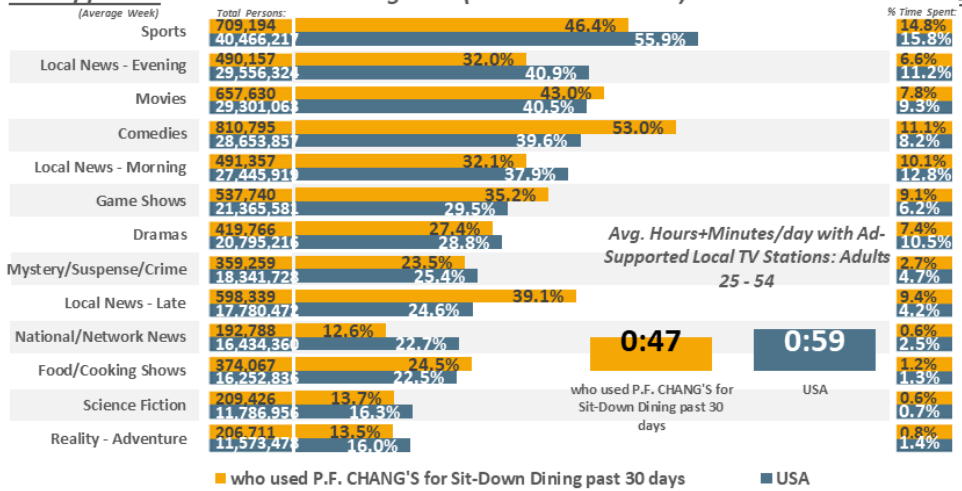
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



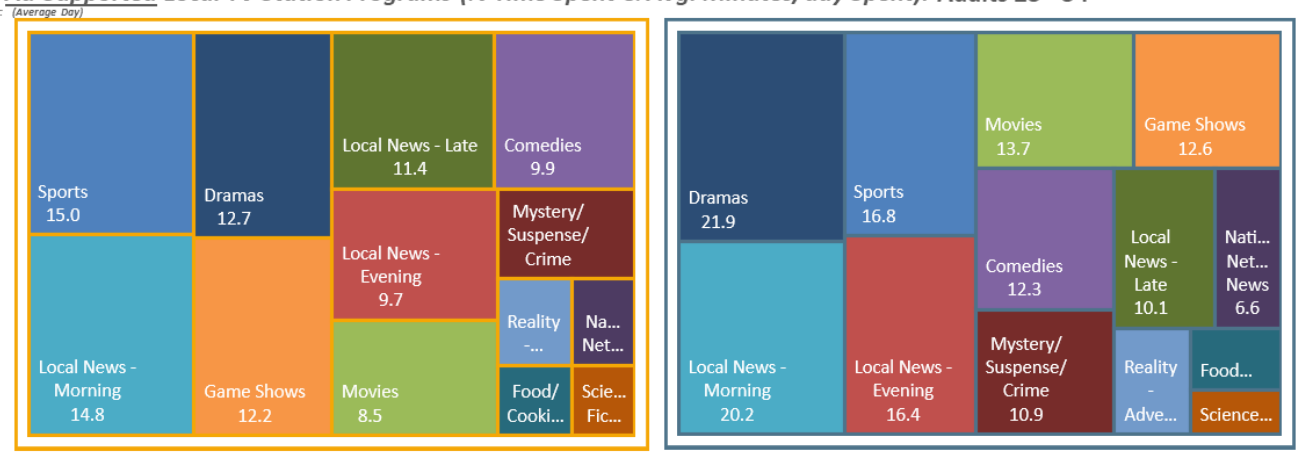
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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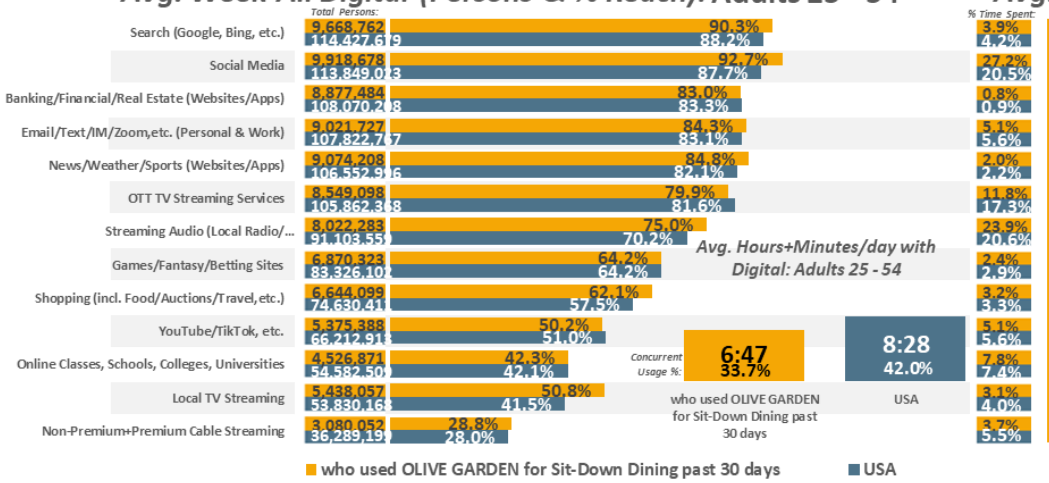
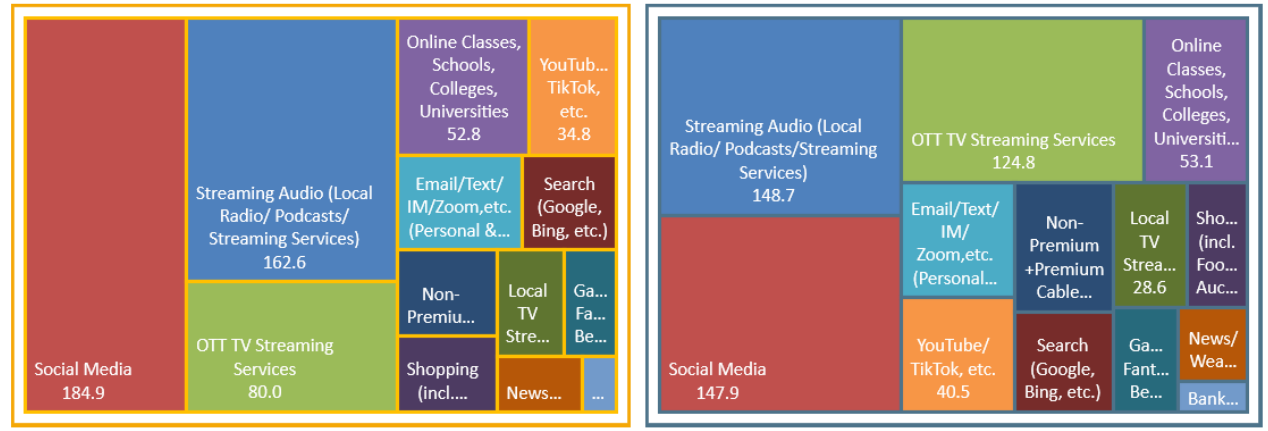
Sit-down restaurants used past 30 days: P.F. Chang's

8,755,631 or 81.8% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

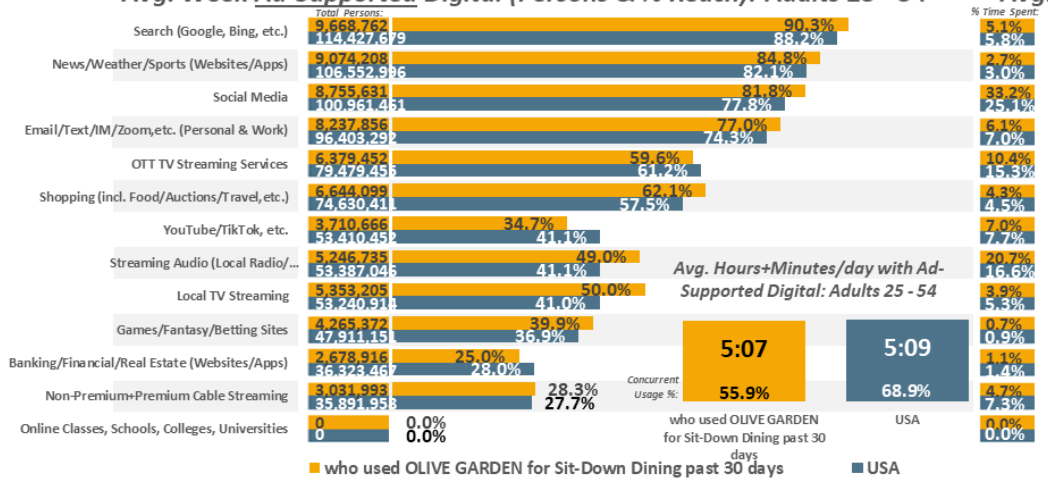
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



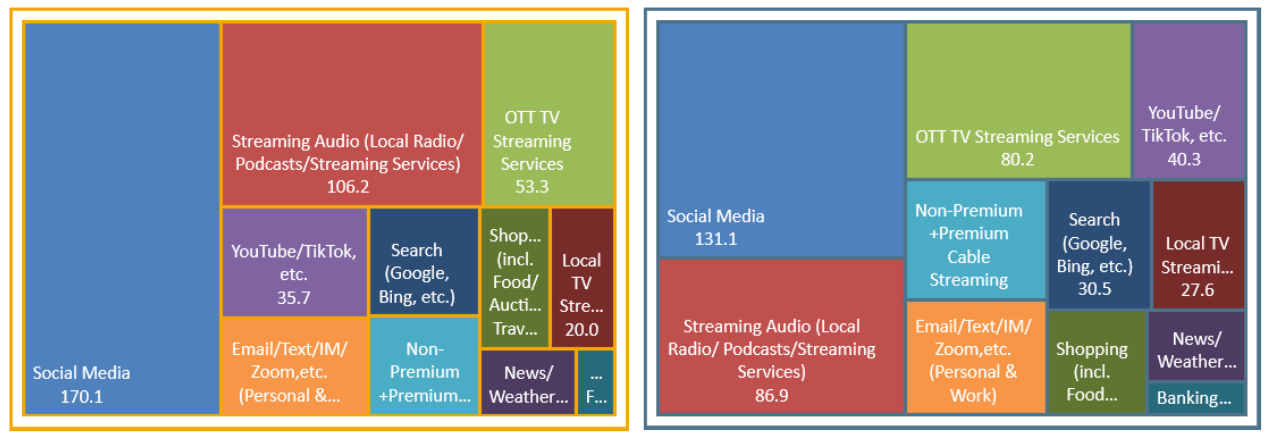
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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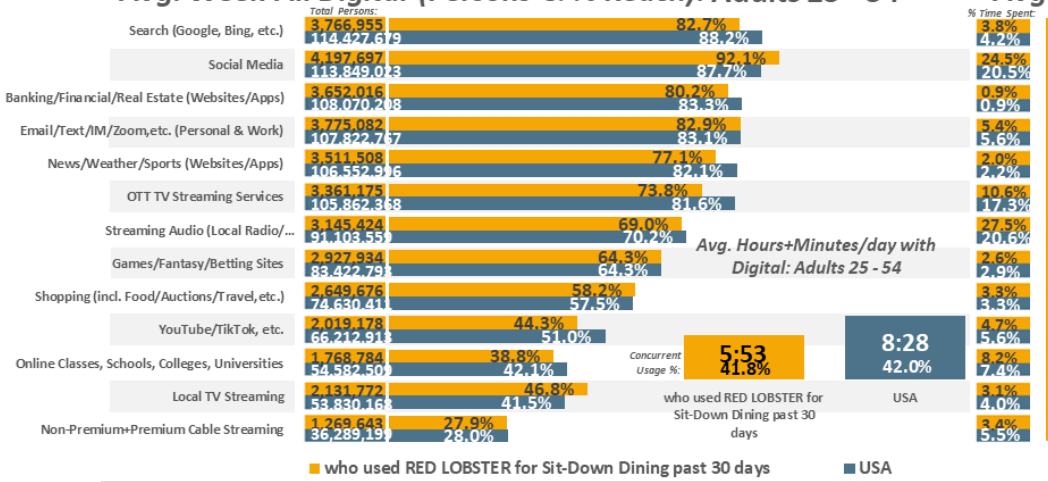
Sit-down restaurants used past 30 days: Olive Garden

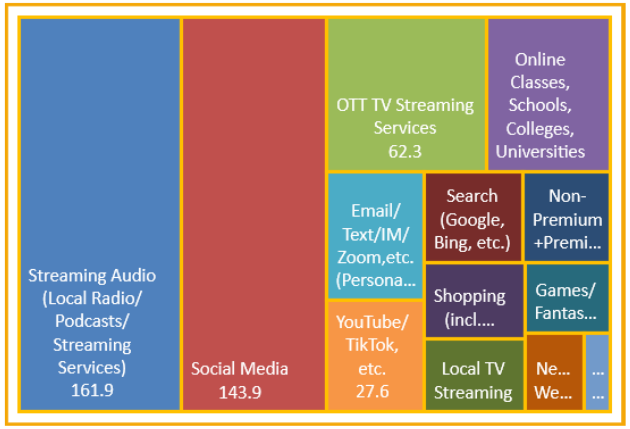
RED LOBSTER
FRESH FISH • LIVE LOBSTER

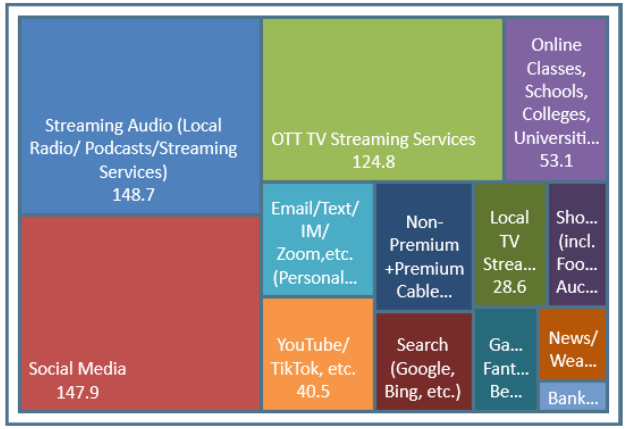
3,872,417 or 85.% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

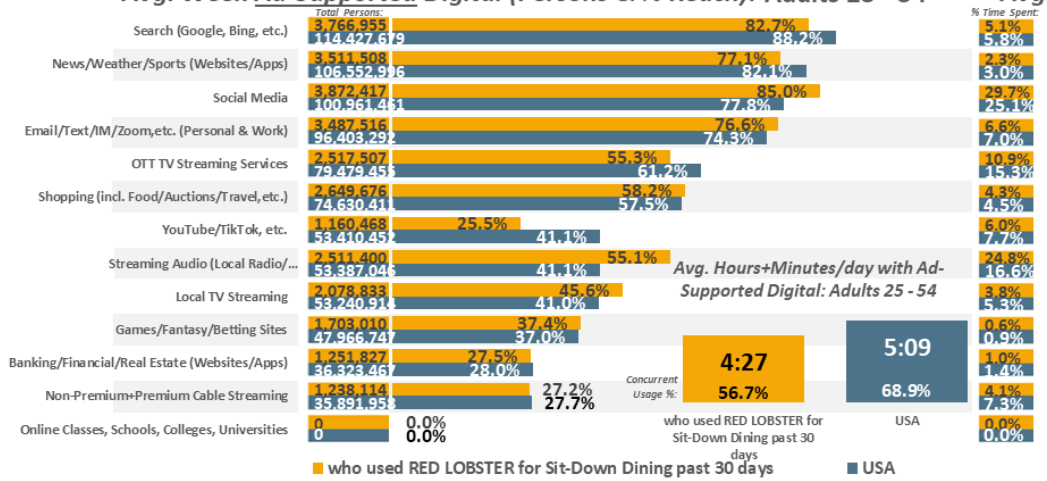


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

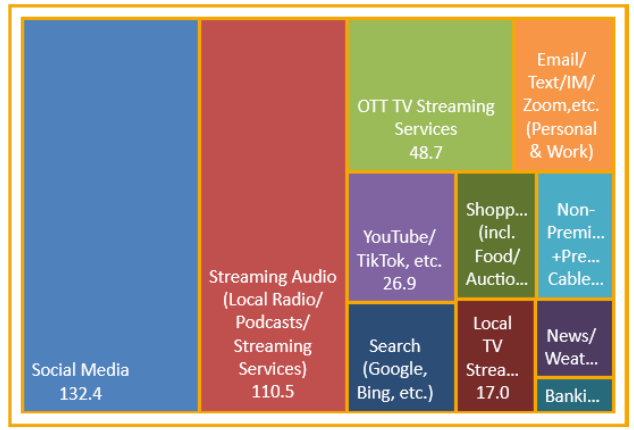


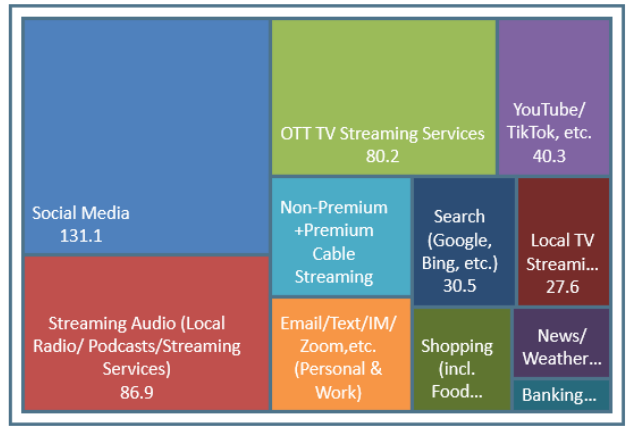


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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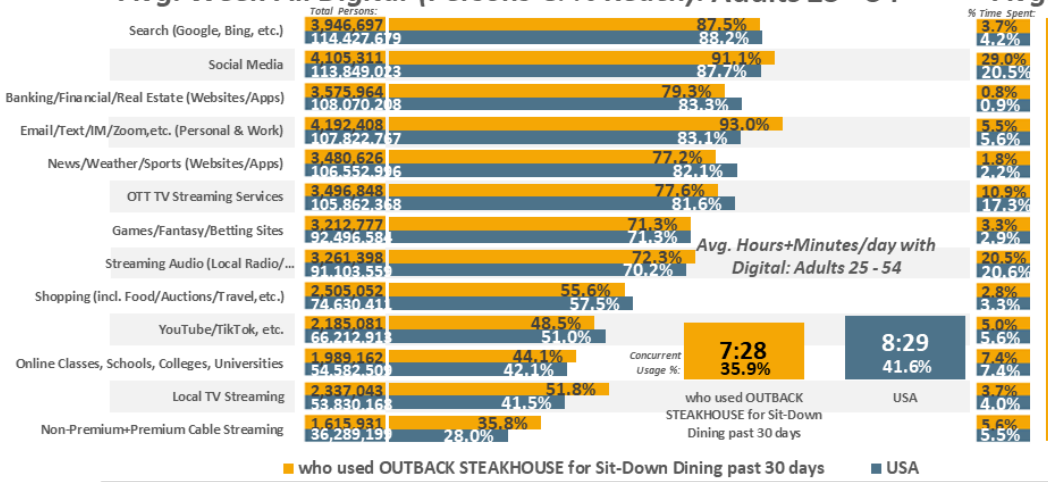
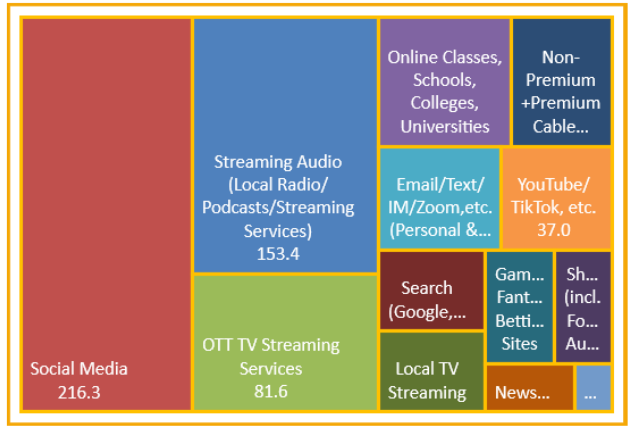
Sit-down restaurants used past 30 days: Red Lobster

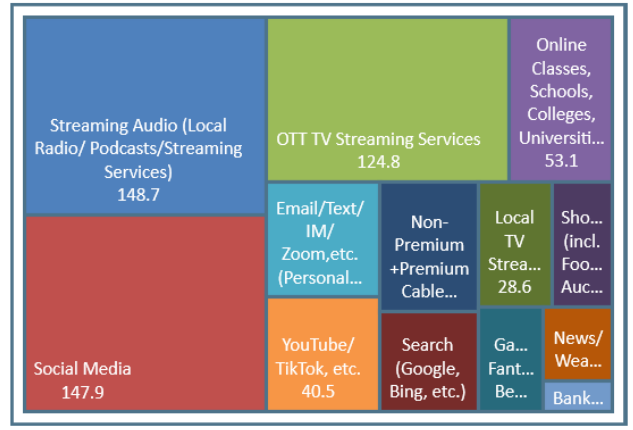
3,528,885 or 78.3% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

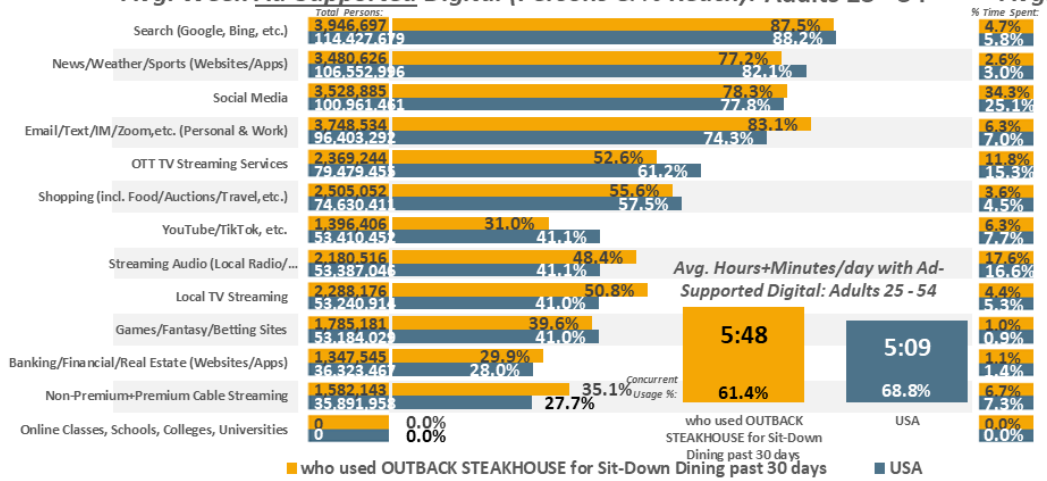


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

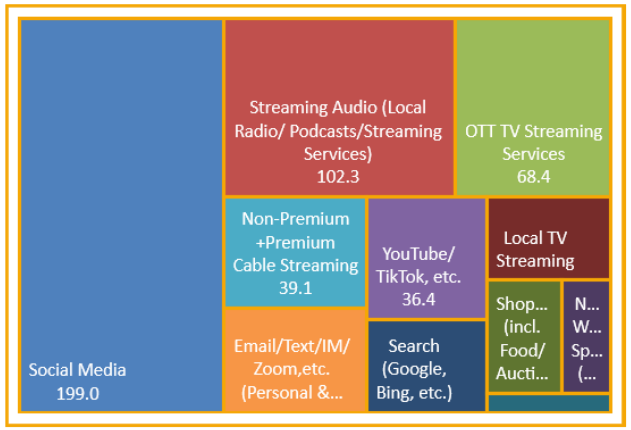


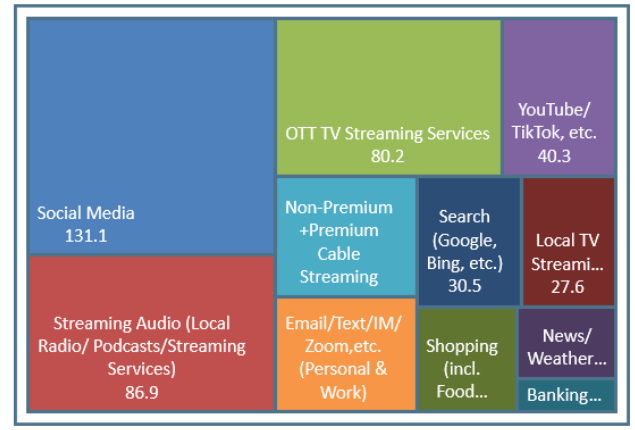


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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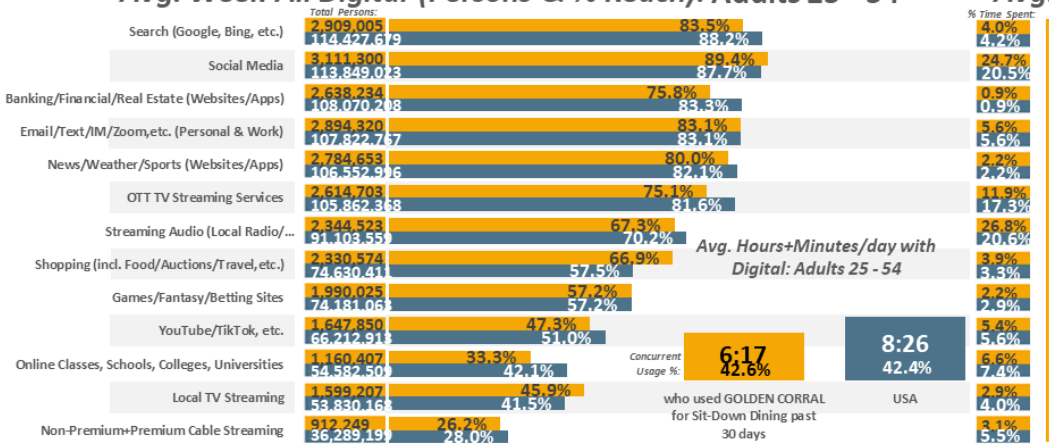
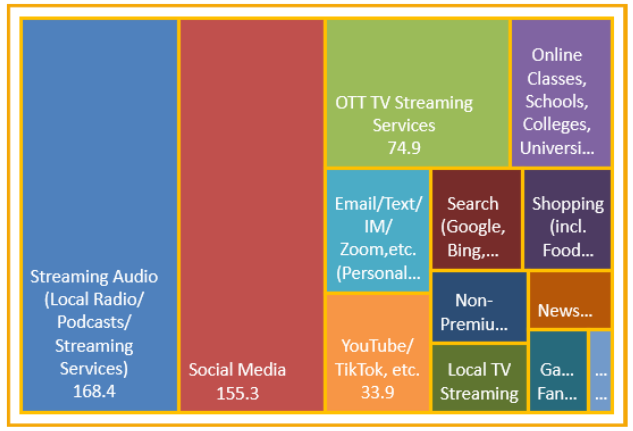
Sit-down restaurants used past 30 days: Outback Steakhouse

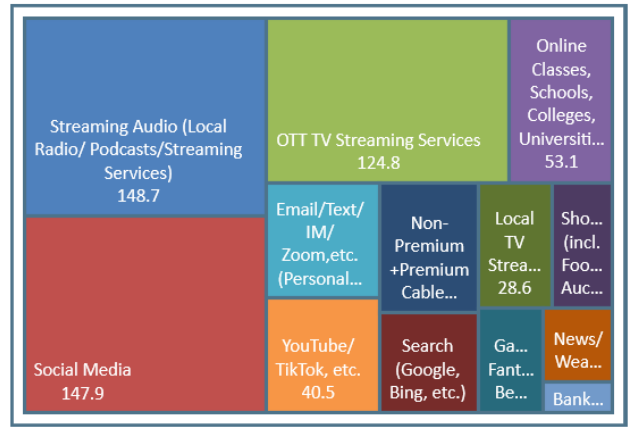
2,945,927 or 84.6% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

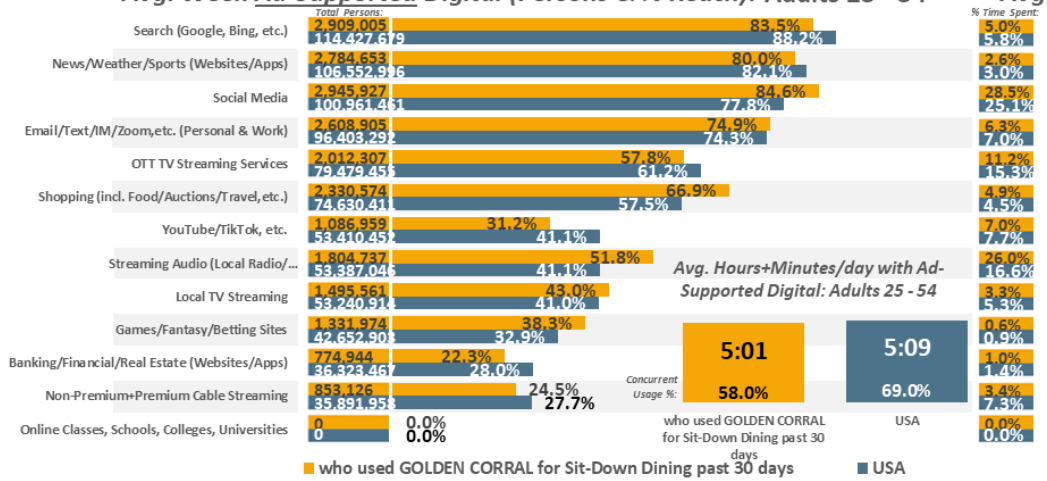


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

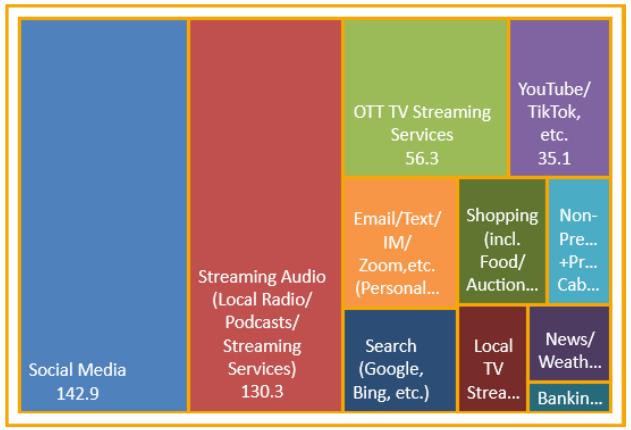


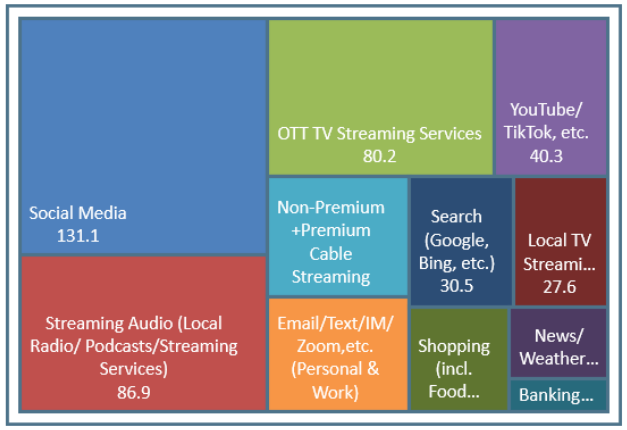


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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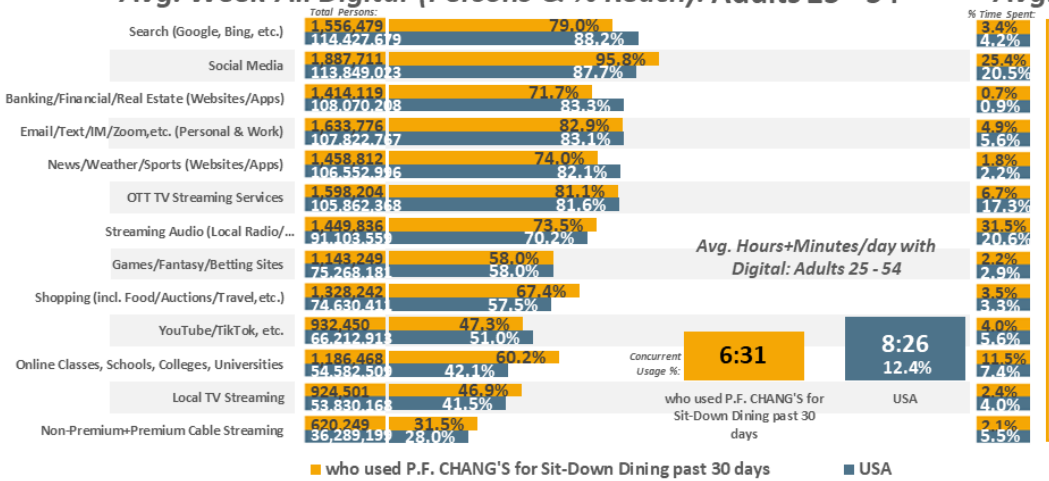
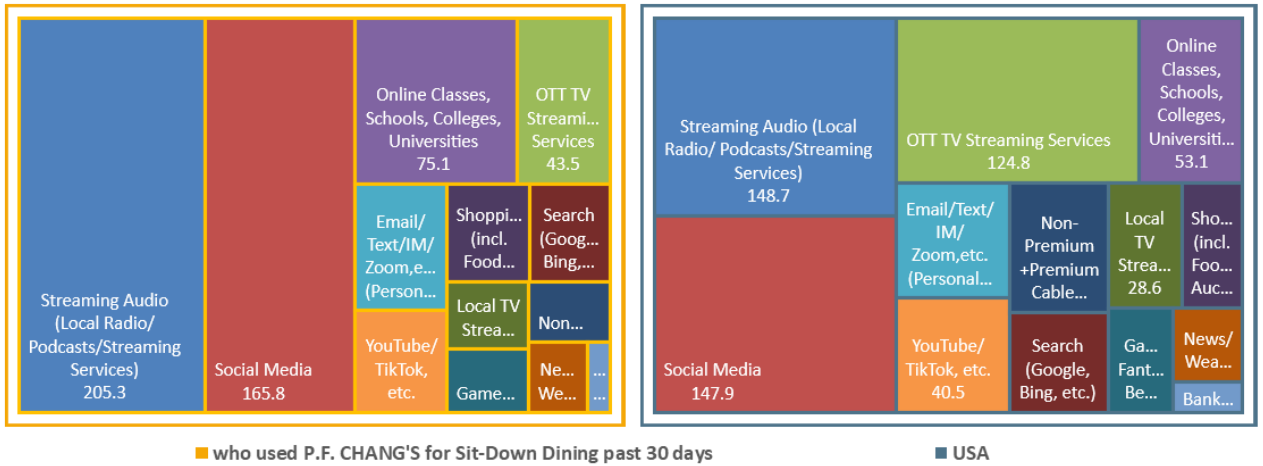
Sit-down restaurants used past 30 days: Golden Corral

1,628,746 or 82.6% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days use Ad-Supported Social Media for an average of 143.1 minutes every day representing 30.4% of all time spent daily with Ad-Supported Digital Media.

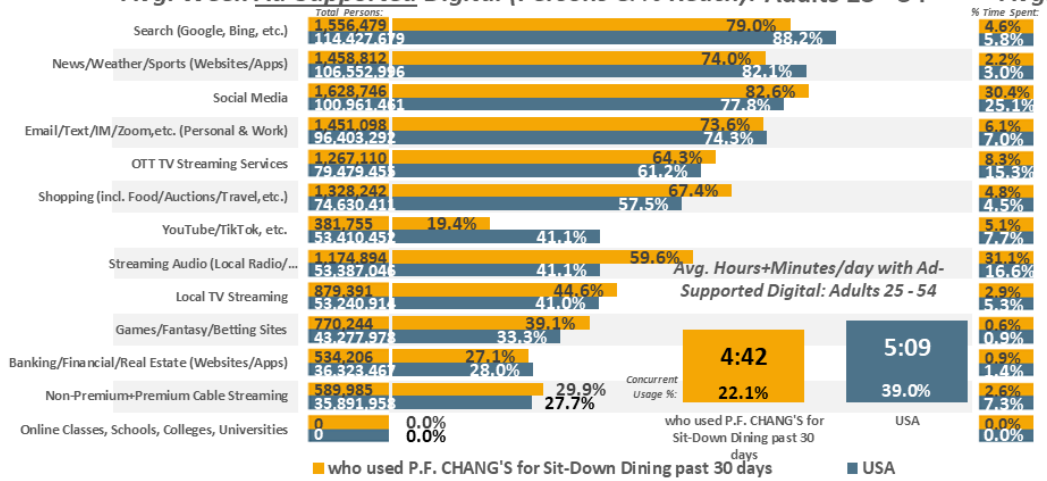
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



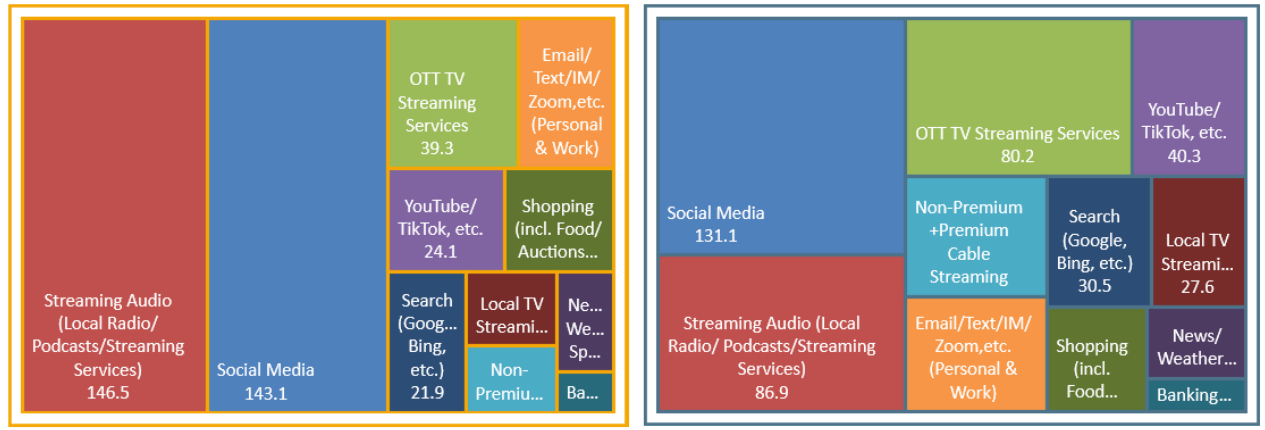
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,294*

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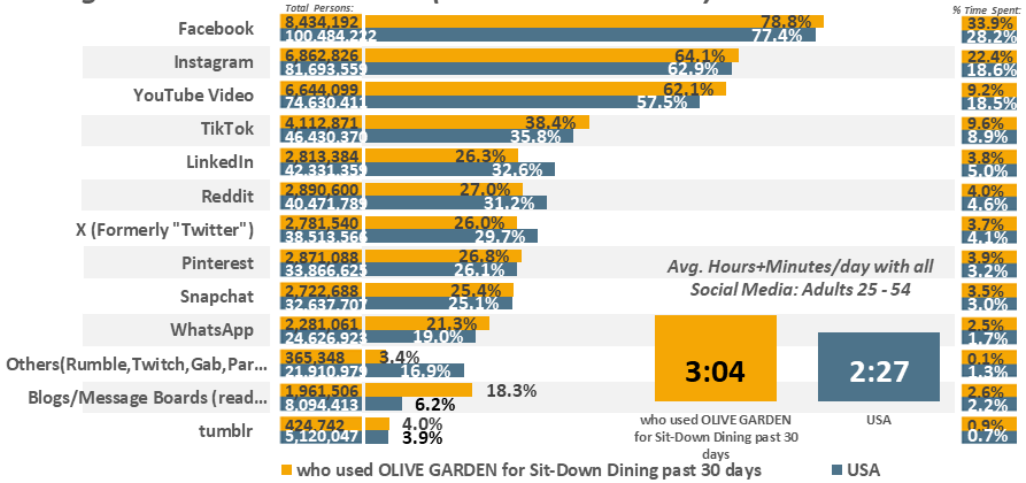
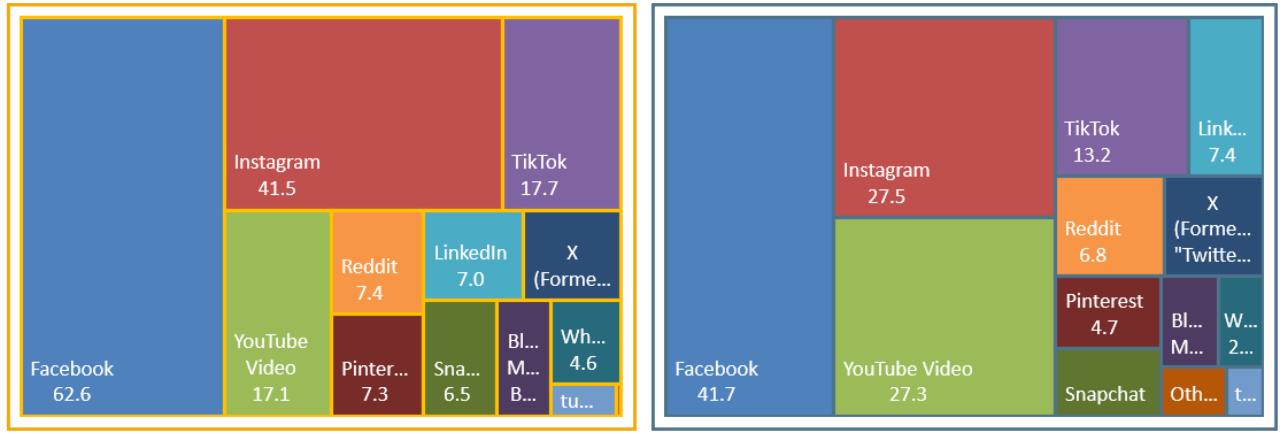
Sit-down restaurants used past 30 days: P.F. Chang's

8,434,192 or 78.8% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 60.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

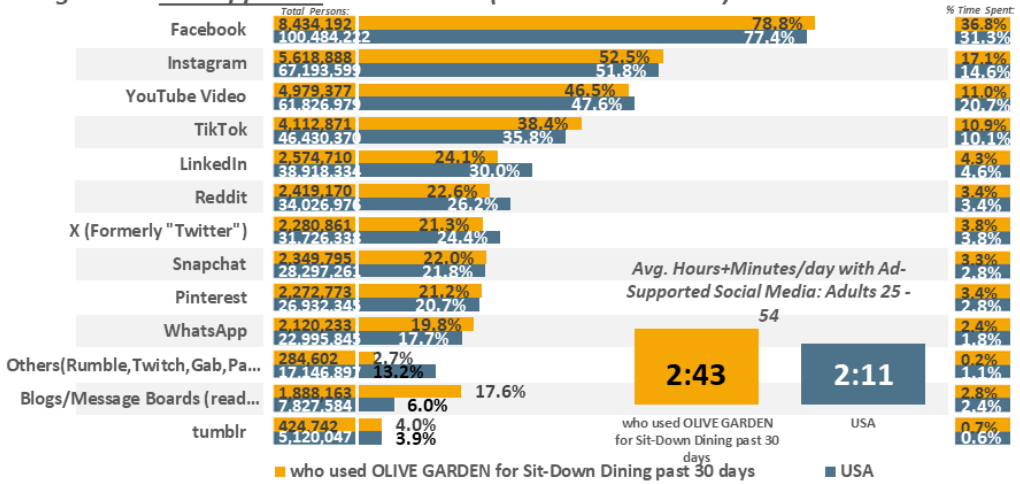
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



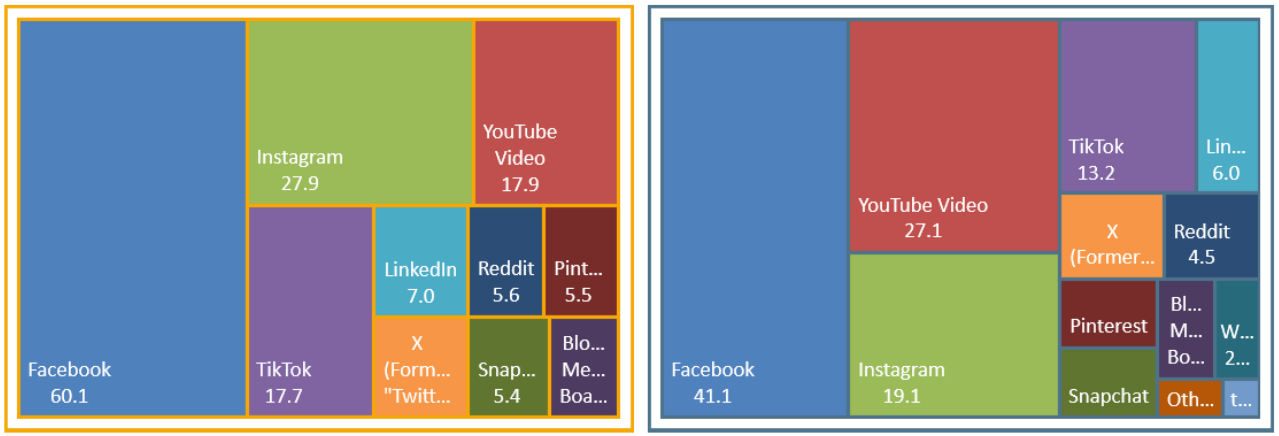
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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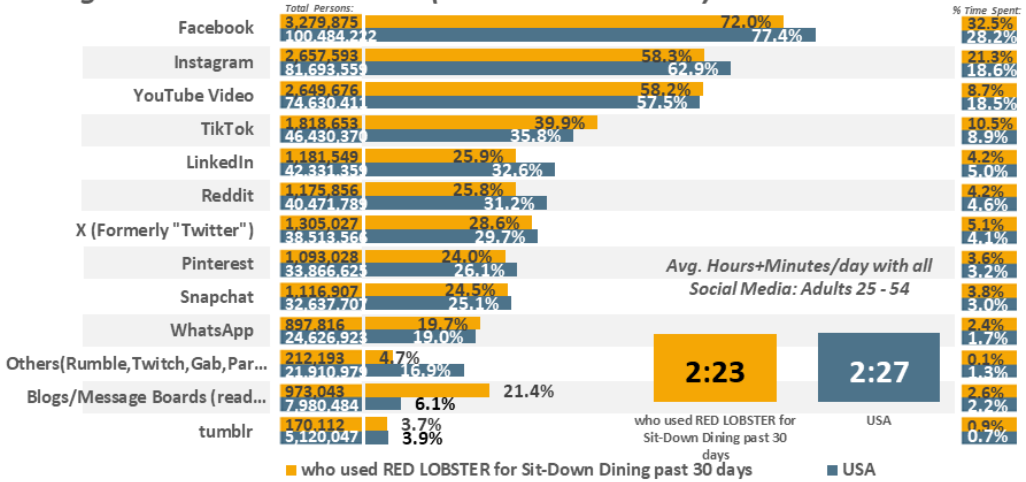
Sit-down restaurants used past 30 days: Olive Garden

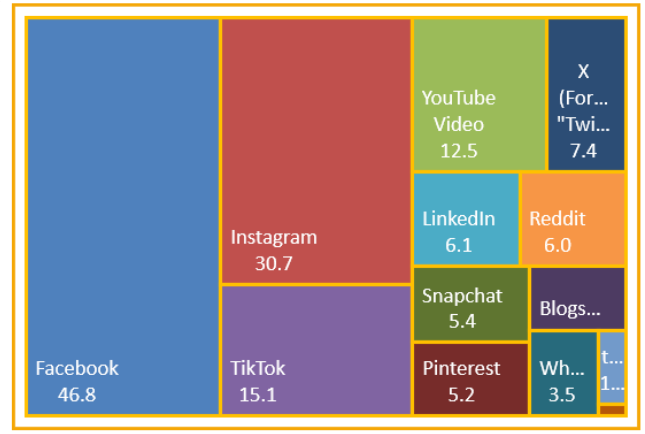
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3,279,875 or 72.% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 47.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

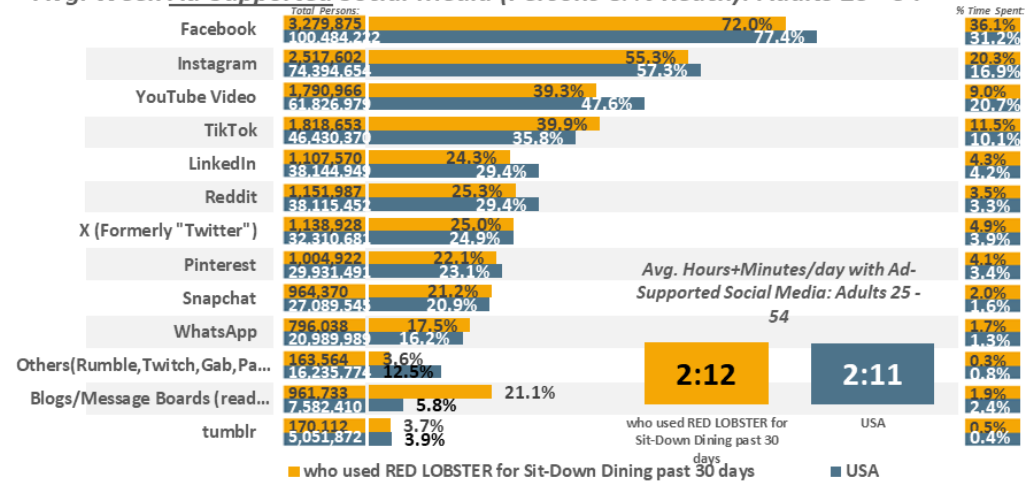
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



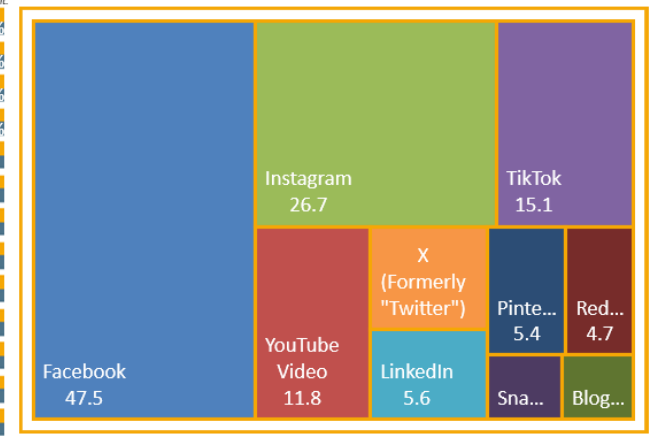
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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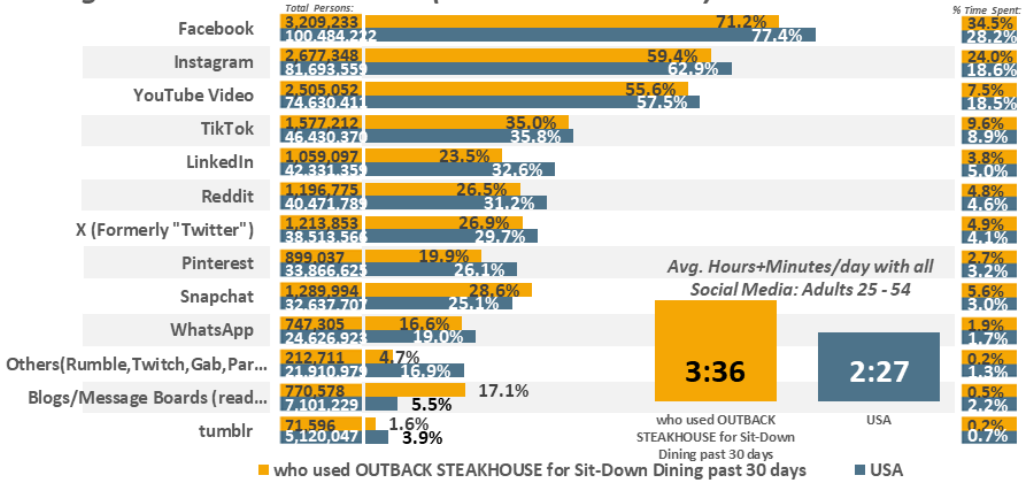
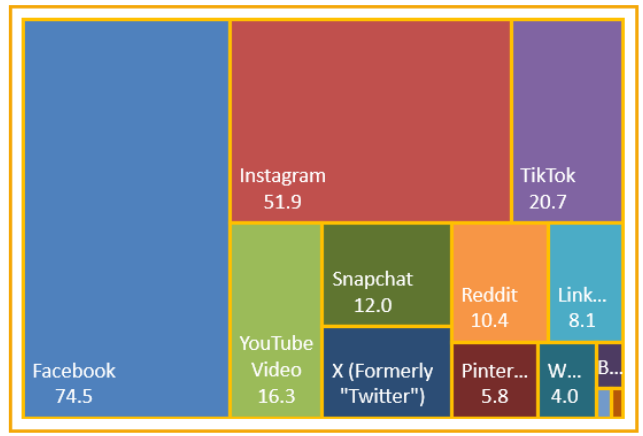
Sit-down restaurants used past 30 days: Red Lobster

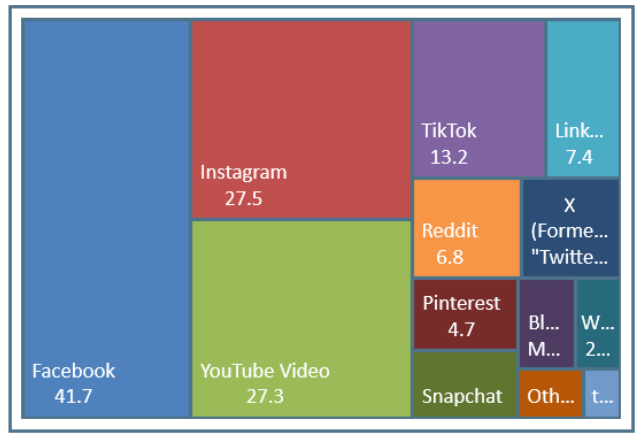
3,209,233 or 71.2% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 74.1 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54

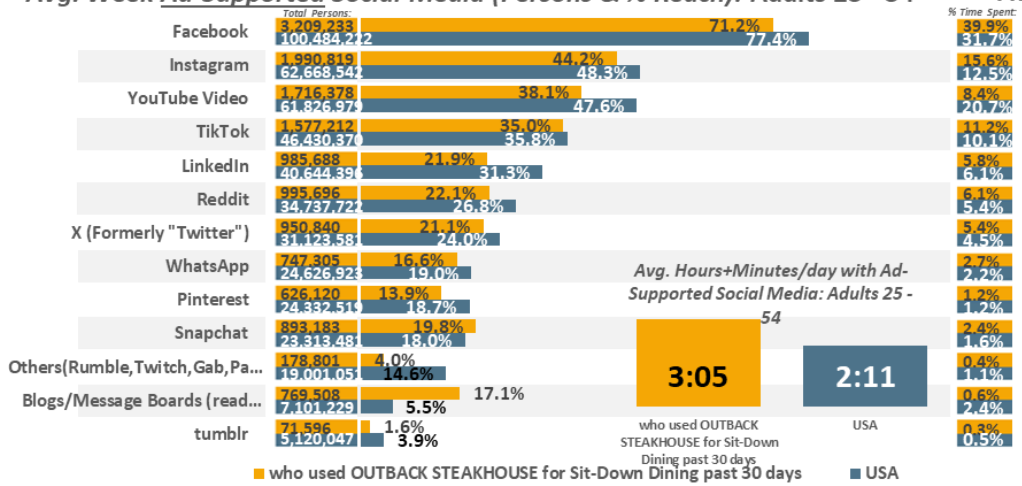


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

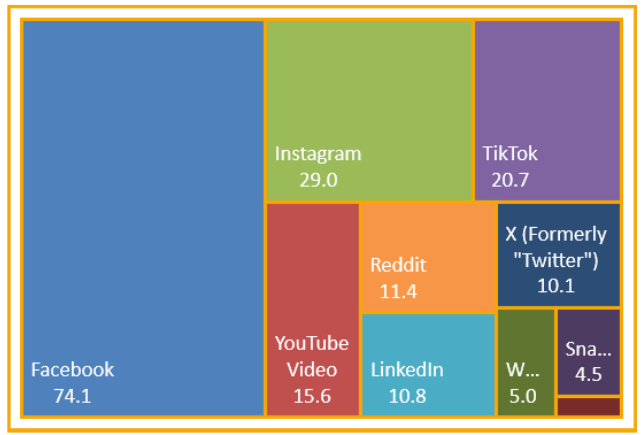


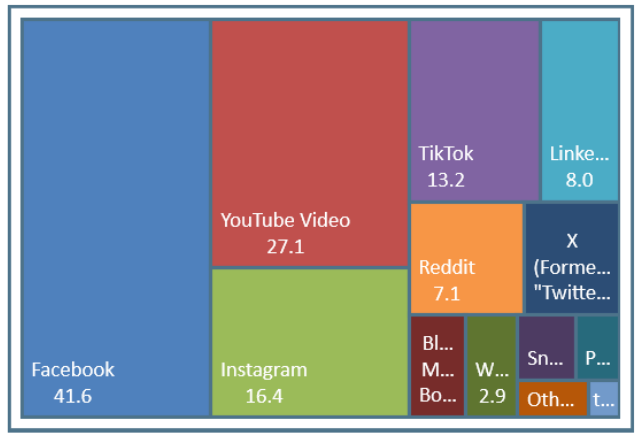


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,294

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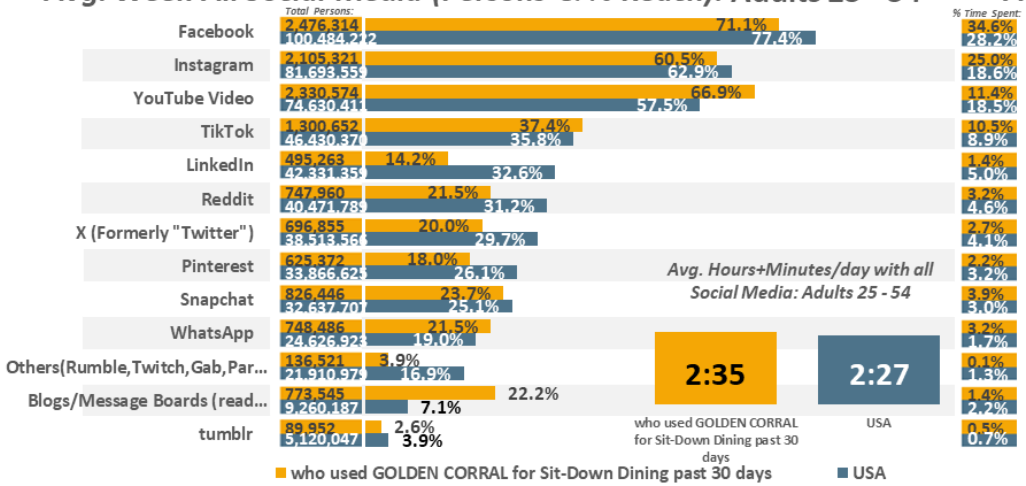
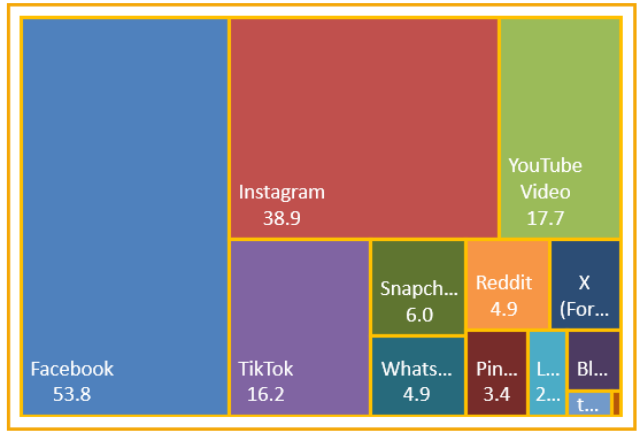
Sit-down restaurants used past 30 days: Outback Steakhouse

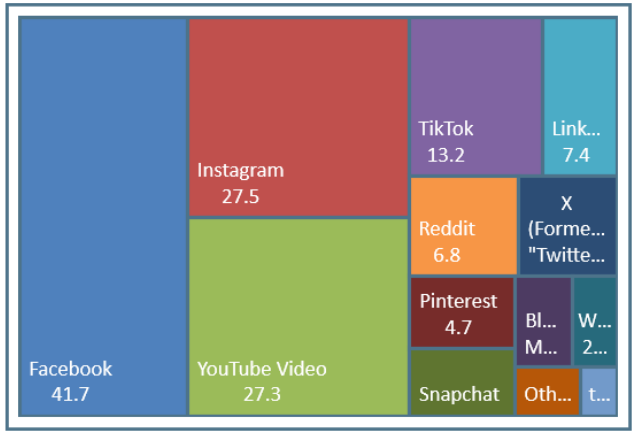
2,476,314 or 71.1% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 52. minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



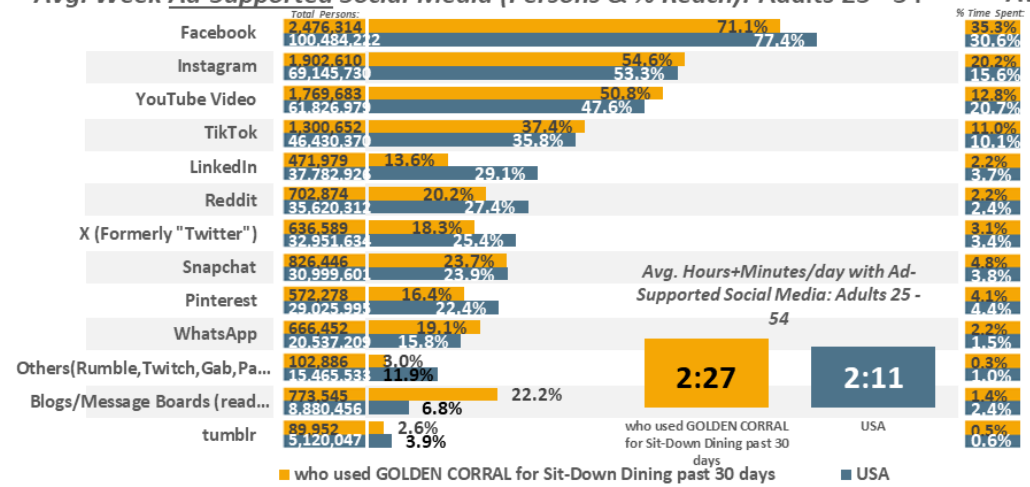
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



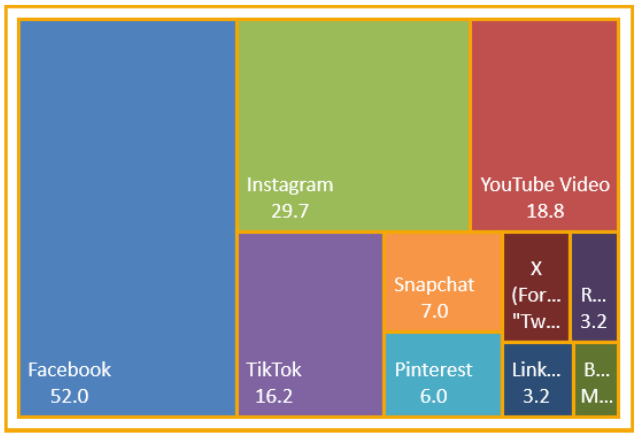


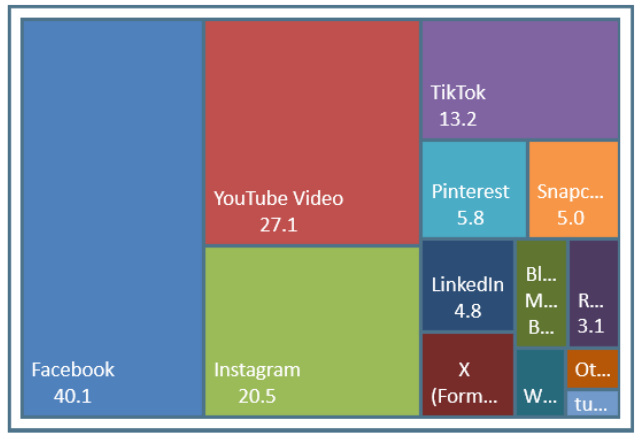
who used GOLDEN CORRAL for Sit-Down Dining past 30 days USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





who used GOLDEN CORRAL for Sit-Down Dining past 30 days USA

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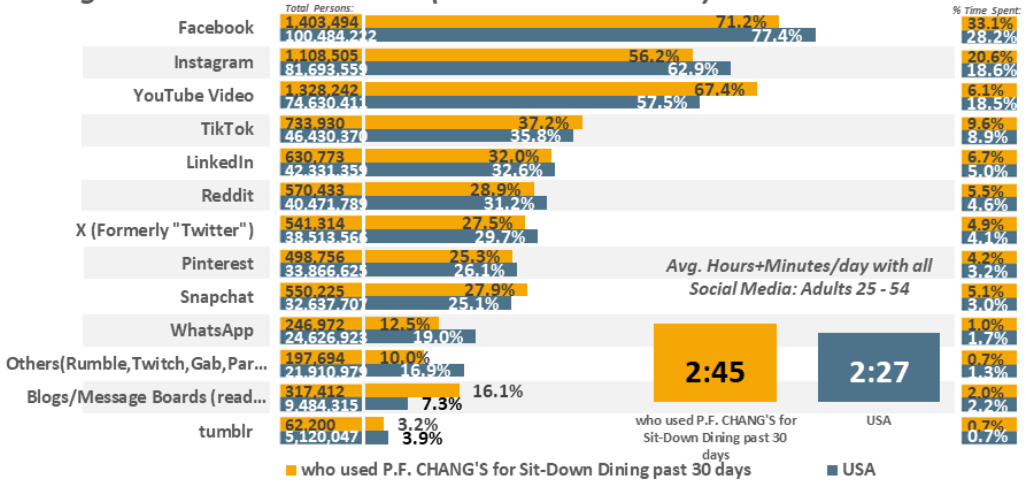
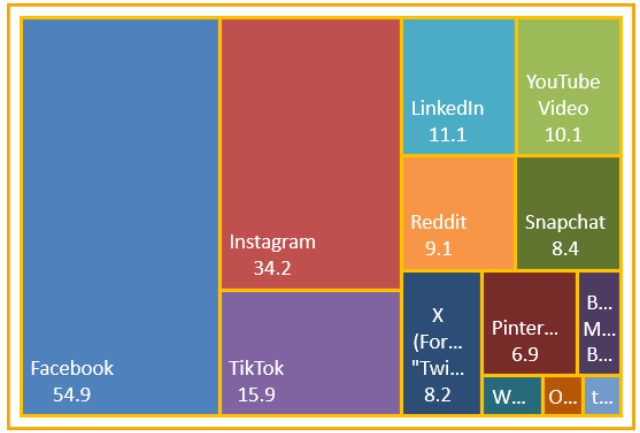
Sit-down restaurants used past 30 days: Golden Corral

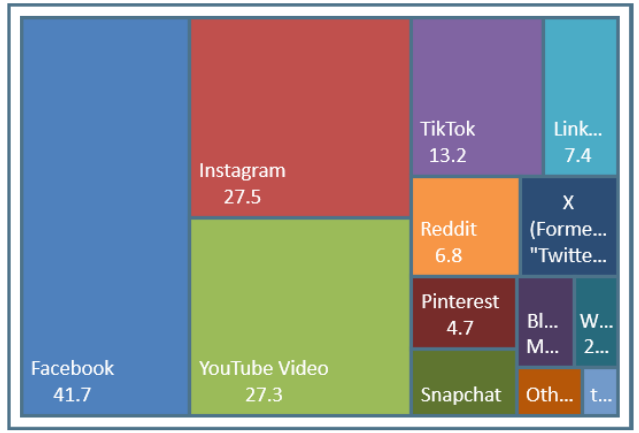
1,403,494 or 71.2% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days use Ad-Supported Facebook for an average of 66.7 minutes every day representing 46.6% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54

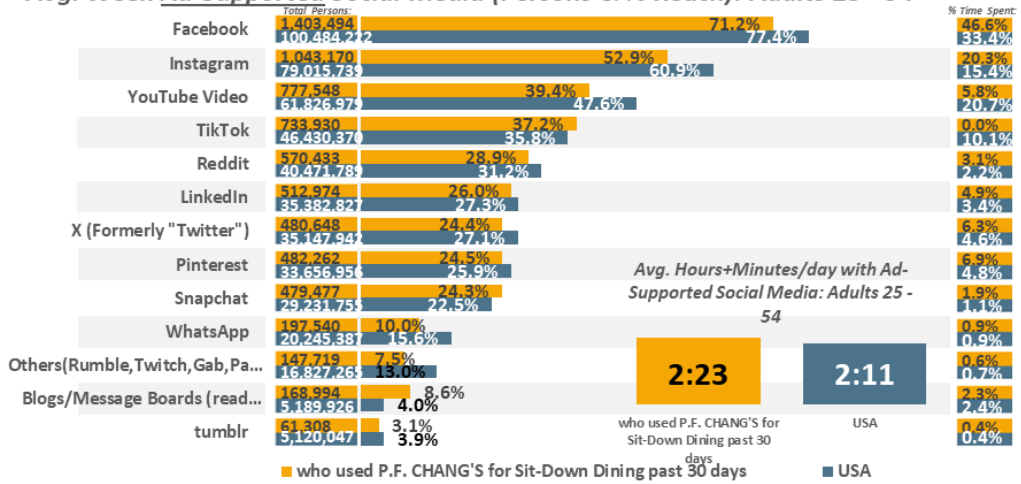


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

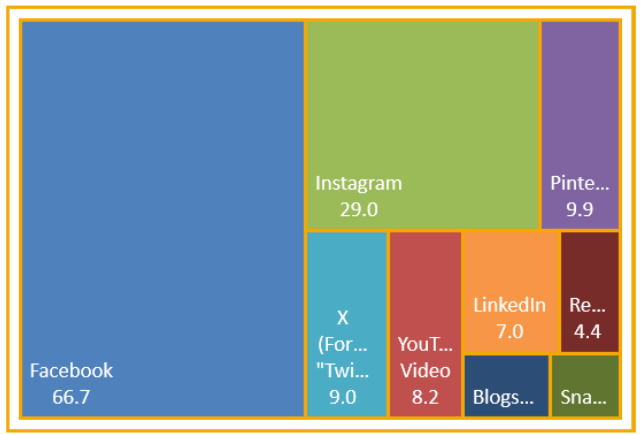


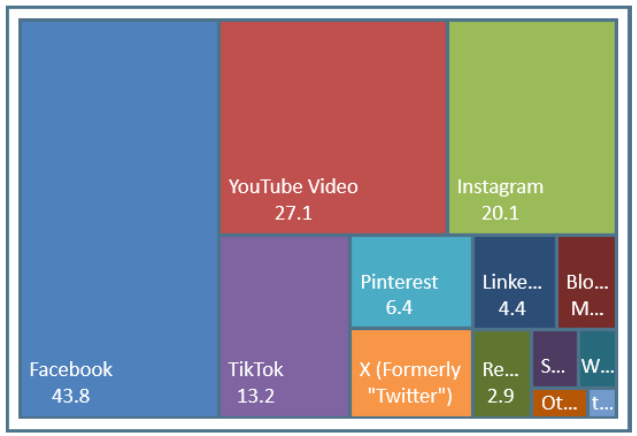


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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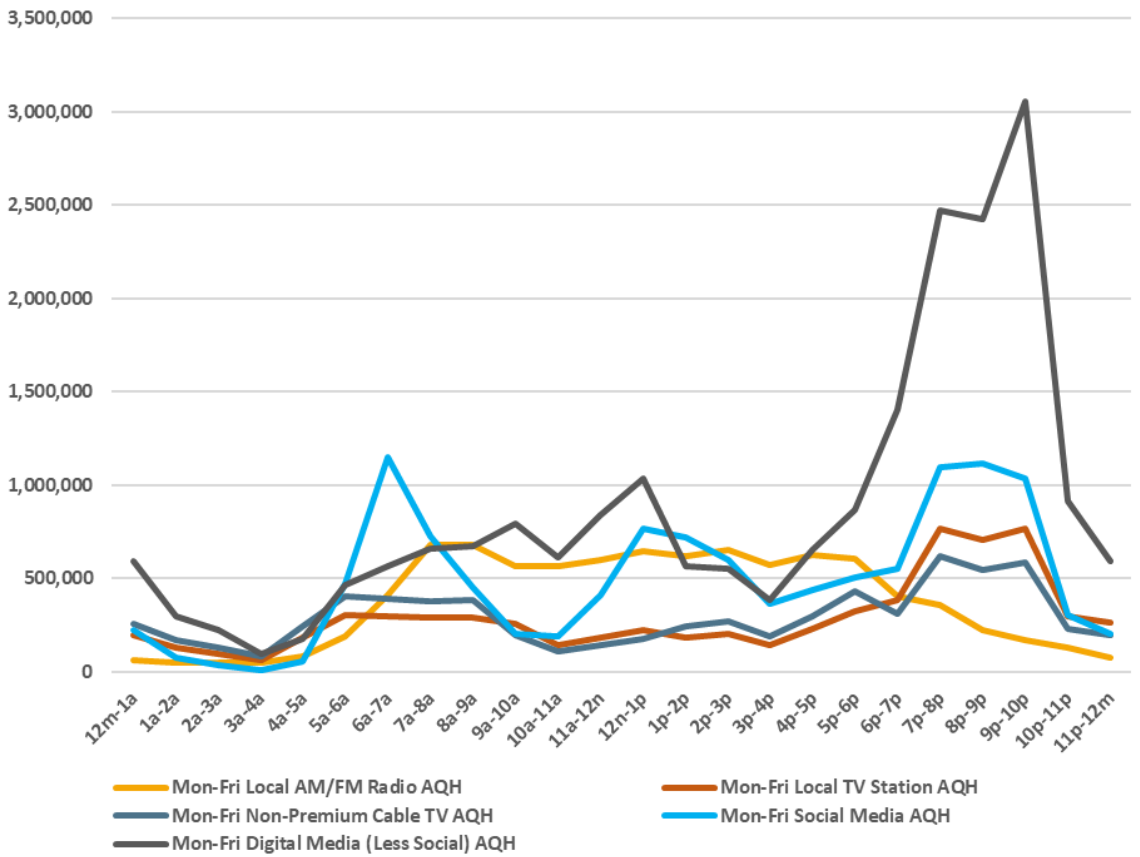
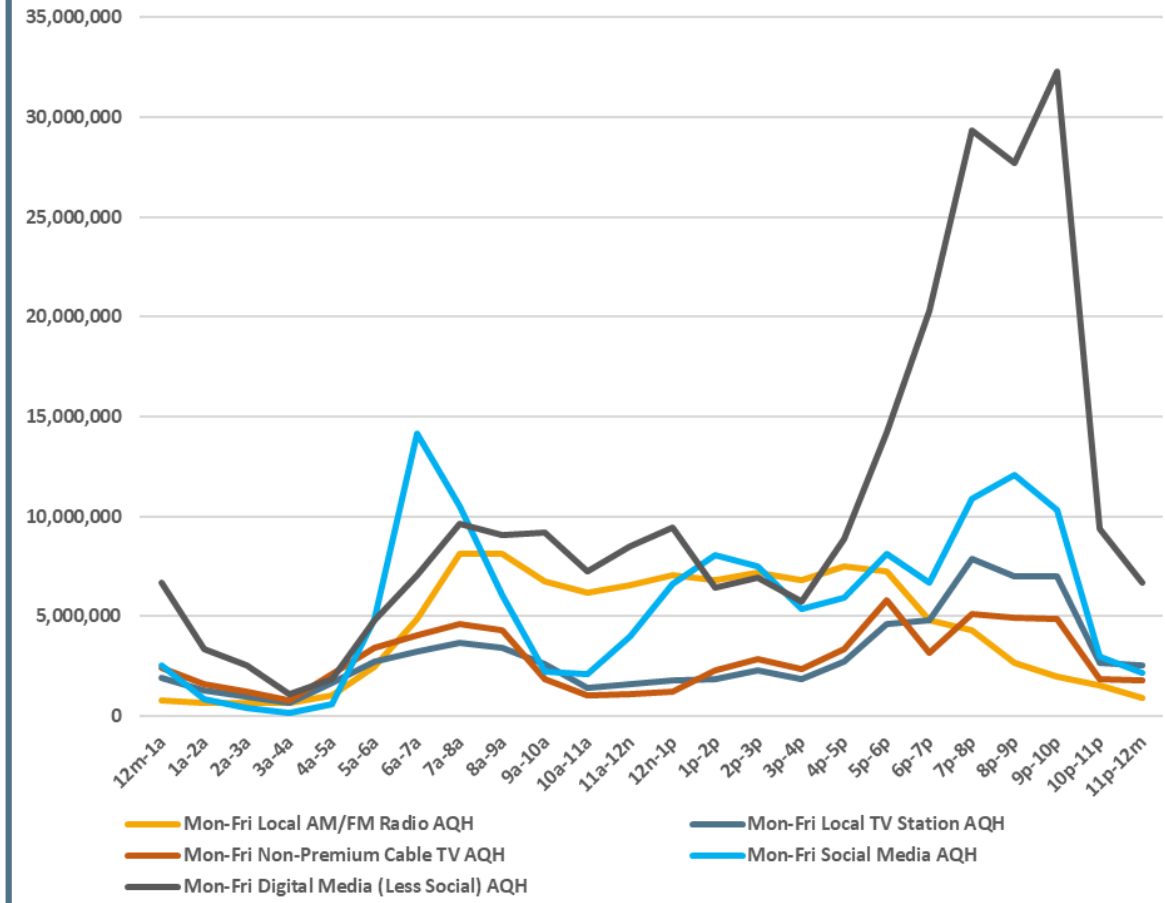
Sit-down restaurants used past 30 days: P.F. Chang's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 739,181; Local Radio: 587,669; Social Media: 545,397; Non-Prem. Cable: 271,904; Local TV: 244,626 reaching Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 3

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 54



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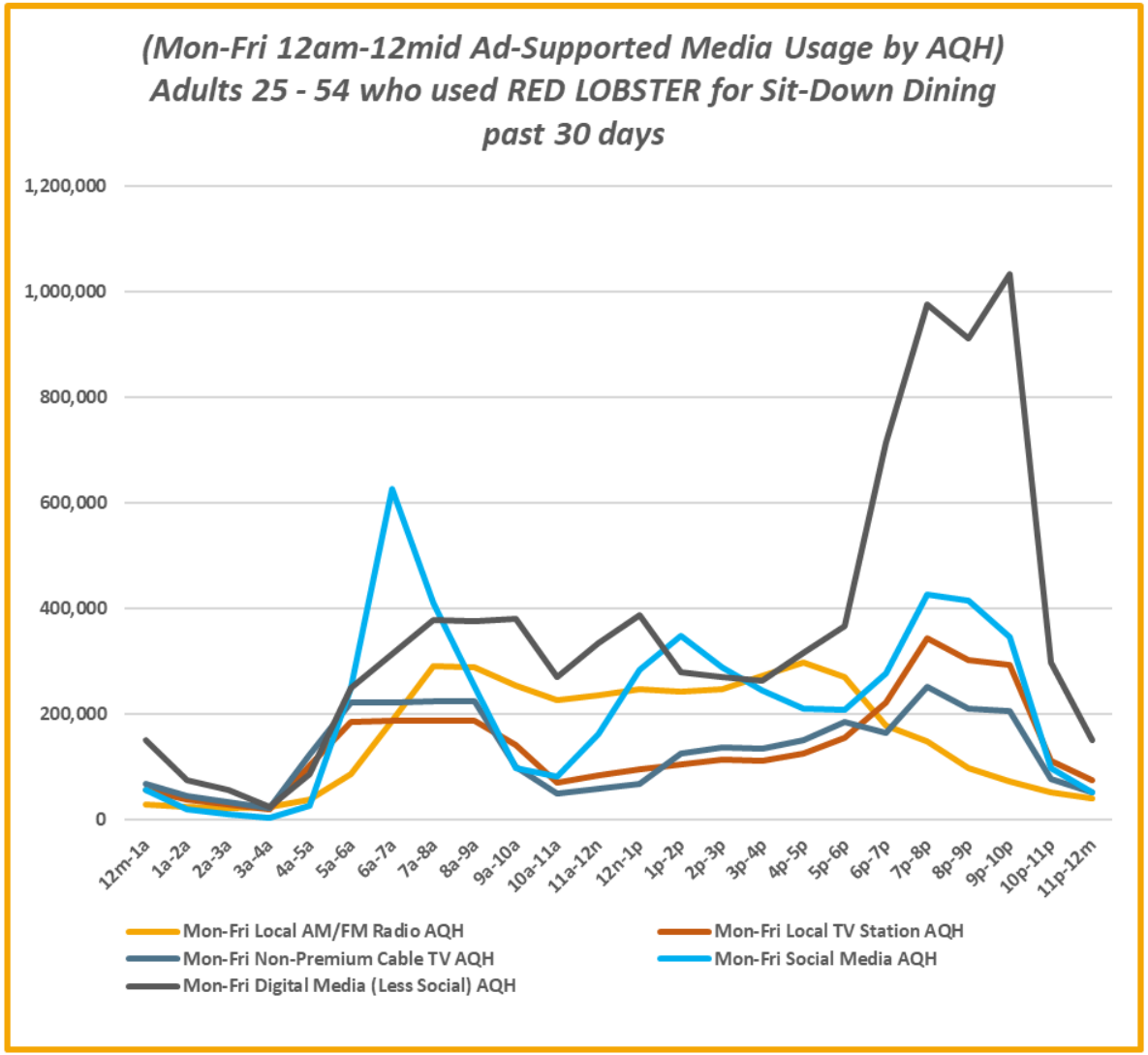
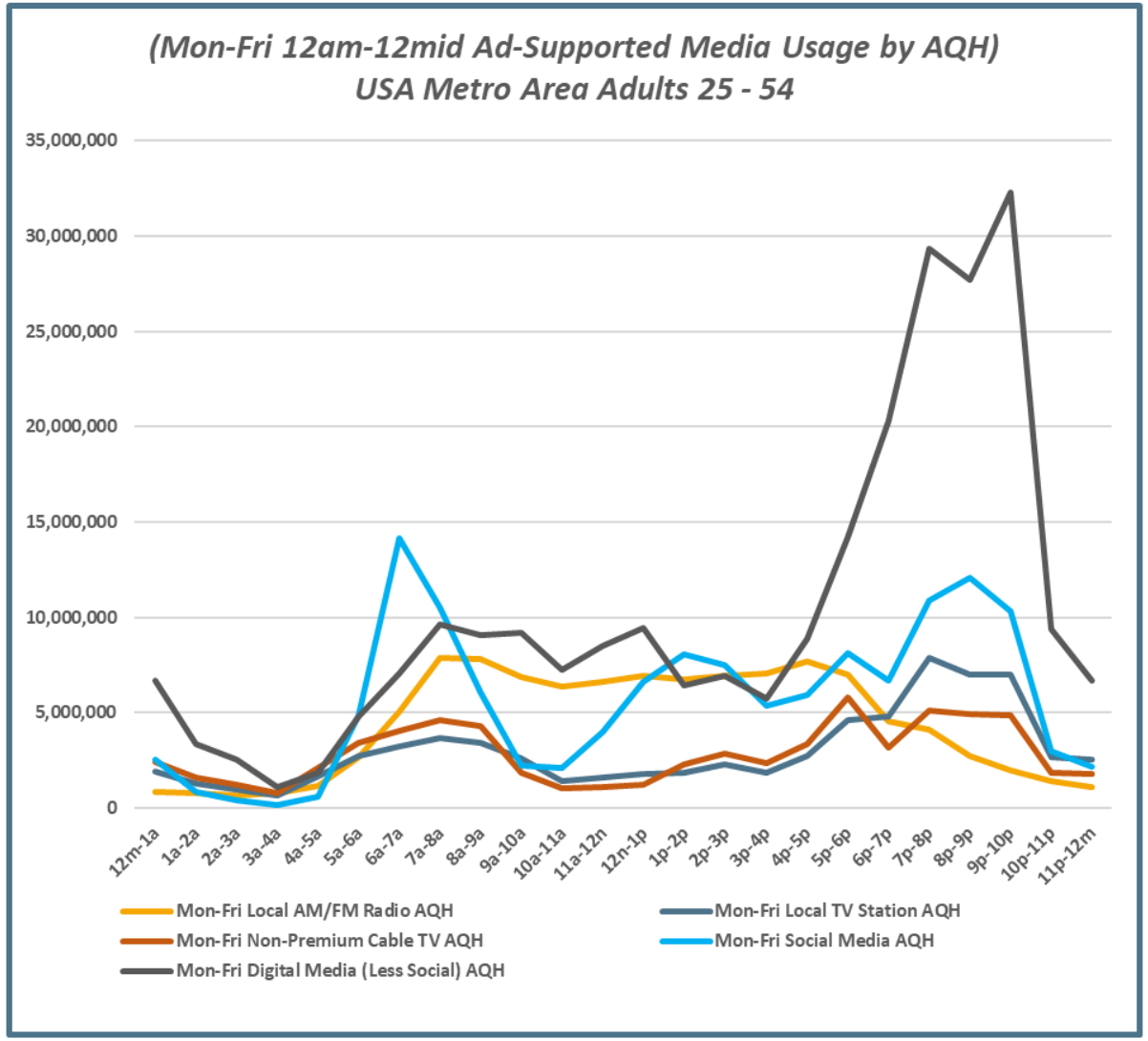
Sit-down restaurants used past 30 days: Olive Garden

RED LOBSTER
FRESH FISH • LIVE LOBSTER

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 357,534; Social Media: 268,536; Local Radio: 249,064; Non-Prem. Cable: 141,390; Local TV: 137,476 reaching Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30





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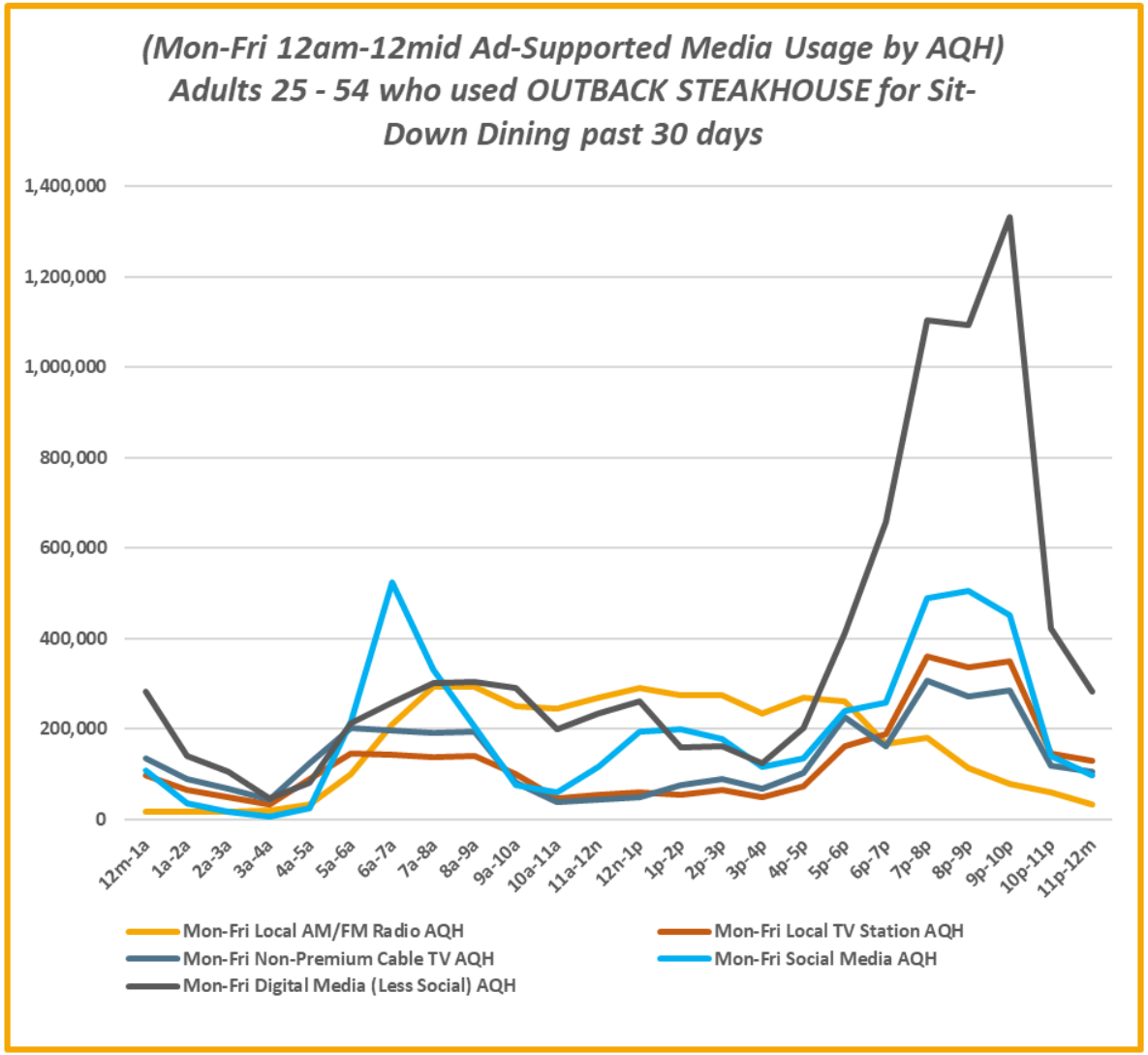
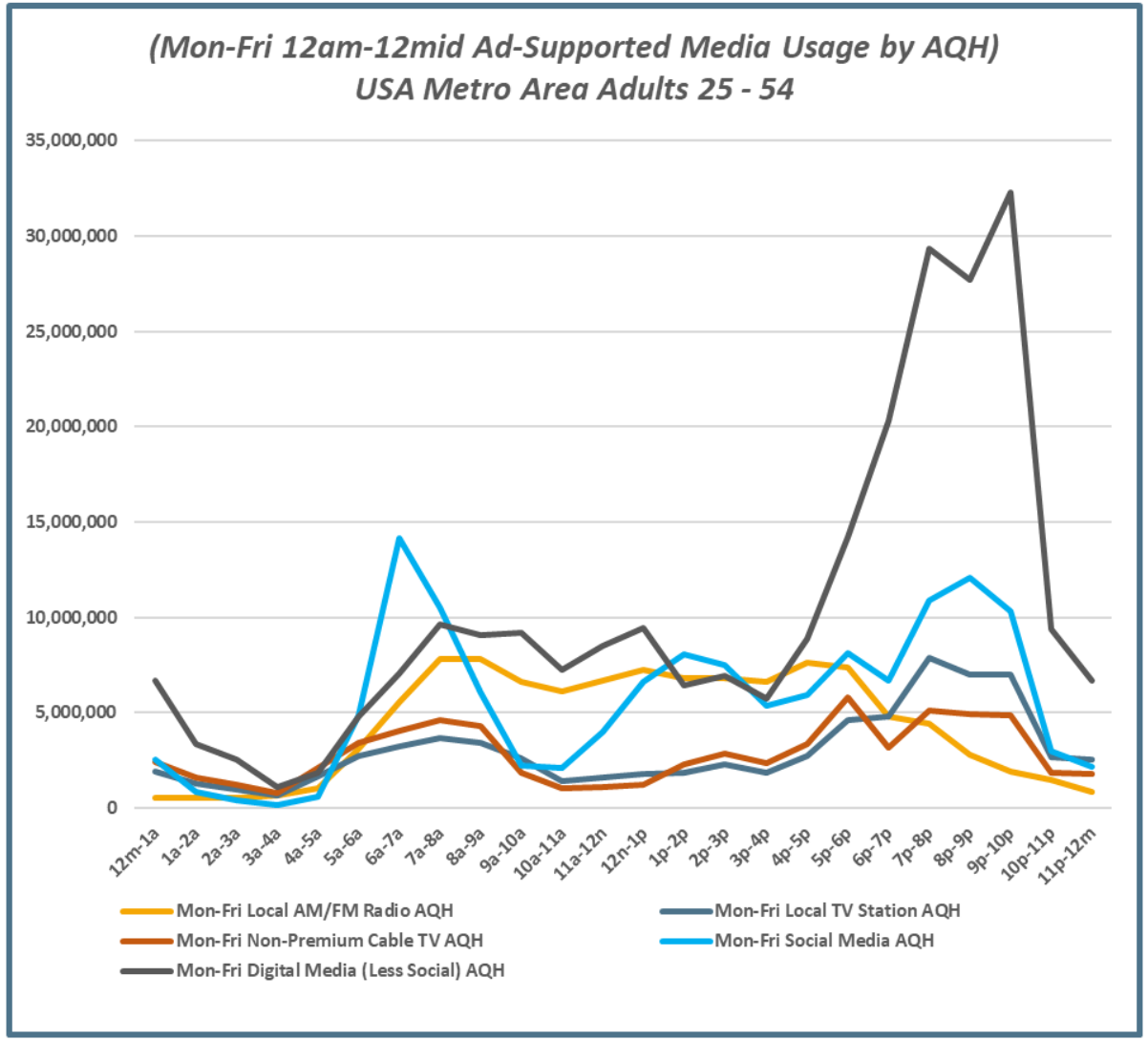
Sit-down restaurants used past 30 days: Red Lobster

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 274,430; Local Radio: 256,726; Social Media: 202,812; Non-Prem. Cable: 117,232; Local TV: 98,531 reaching Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining p





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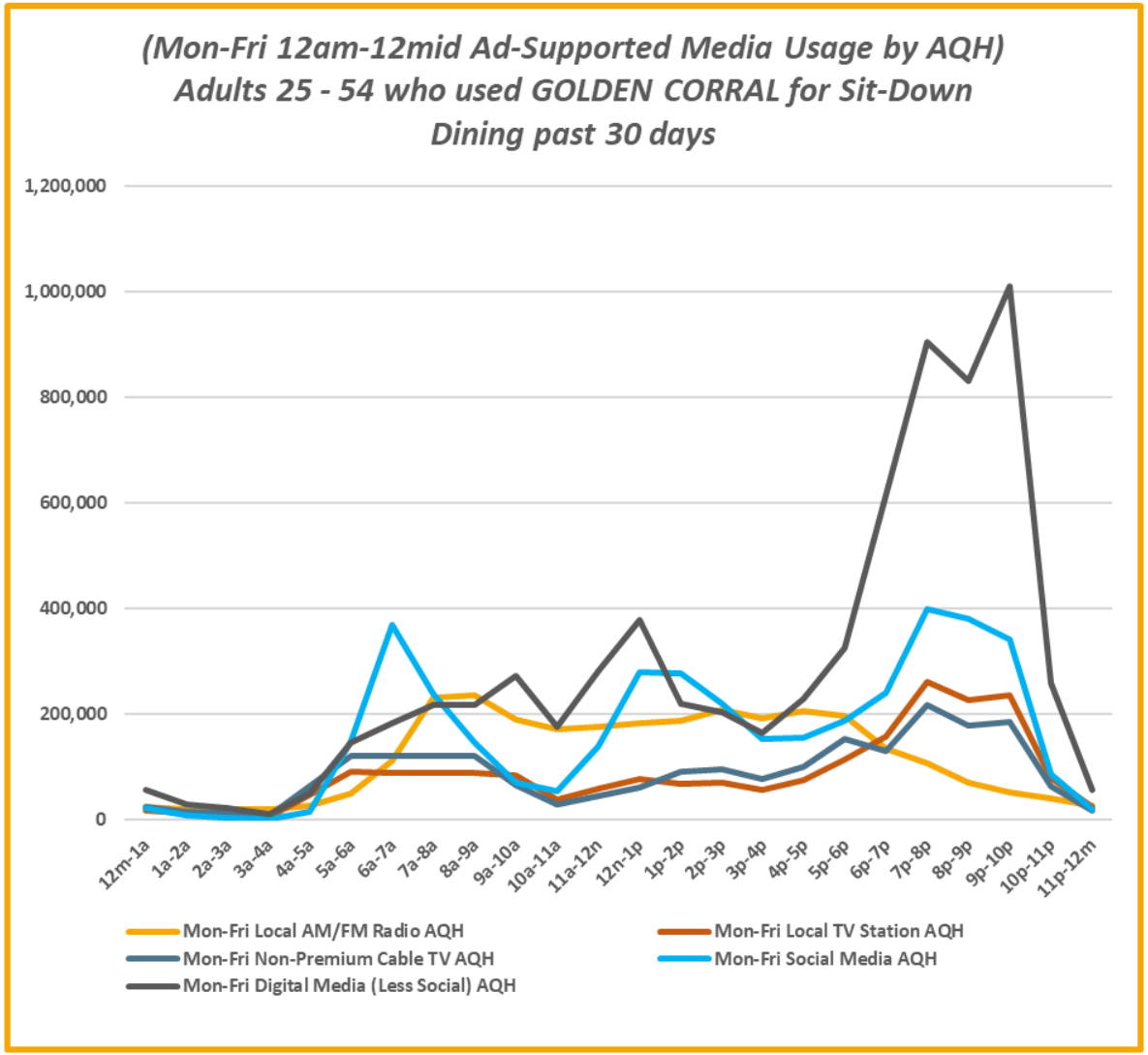
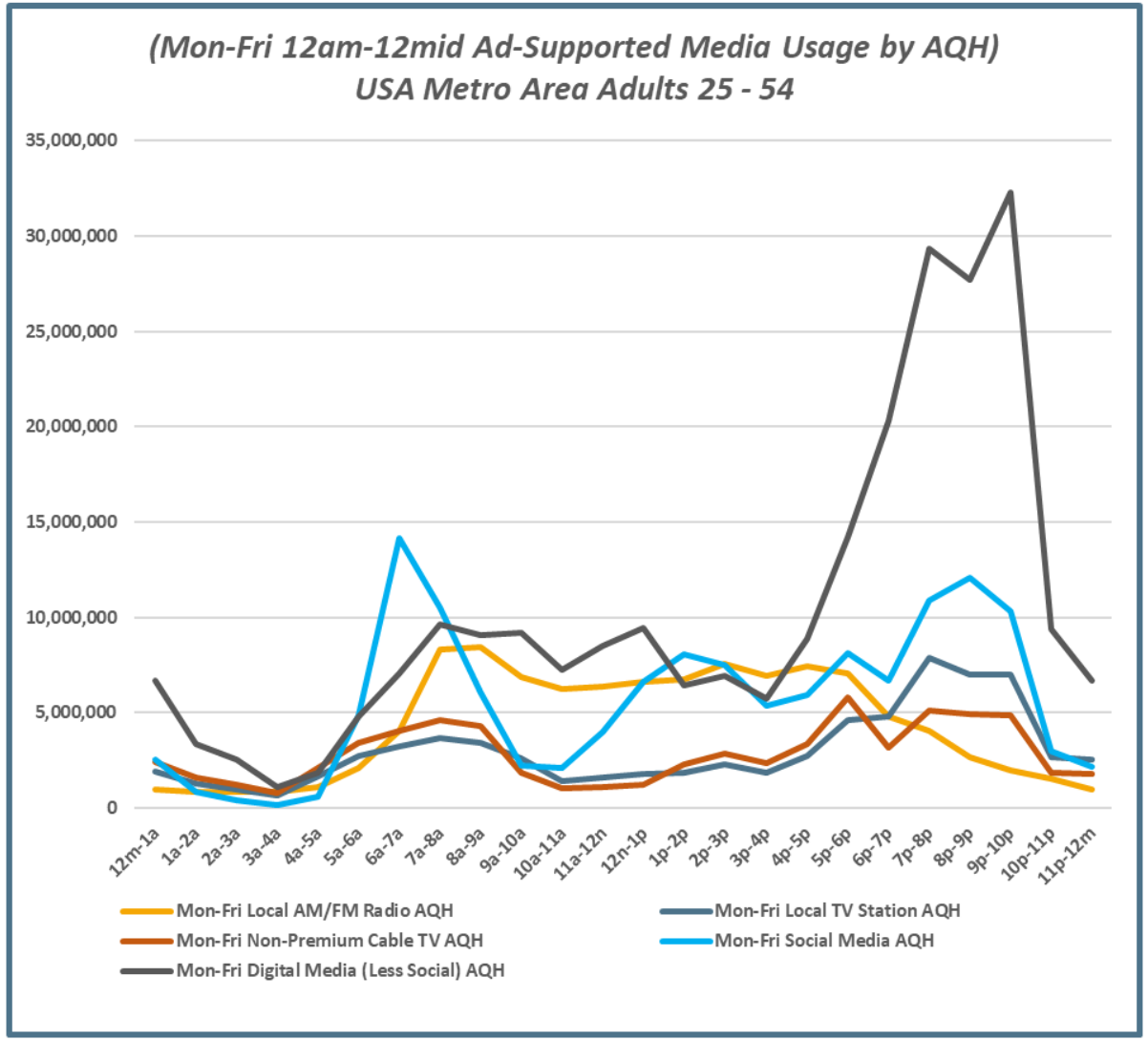
Sit-down restaurants used past 30 days: Outback Steakhouse

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 267,742; Social Media: 194,302; Local Radio: 186,336; Non-Prem. Cable: 93,194; Local TV: 81,967 reaching Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30





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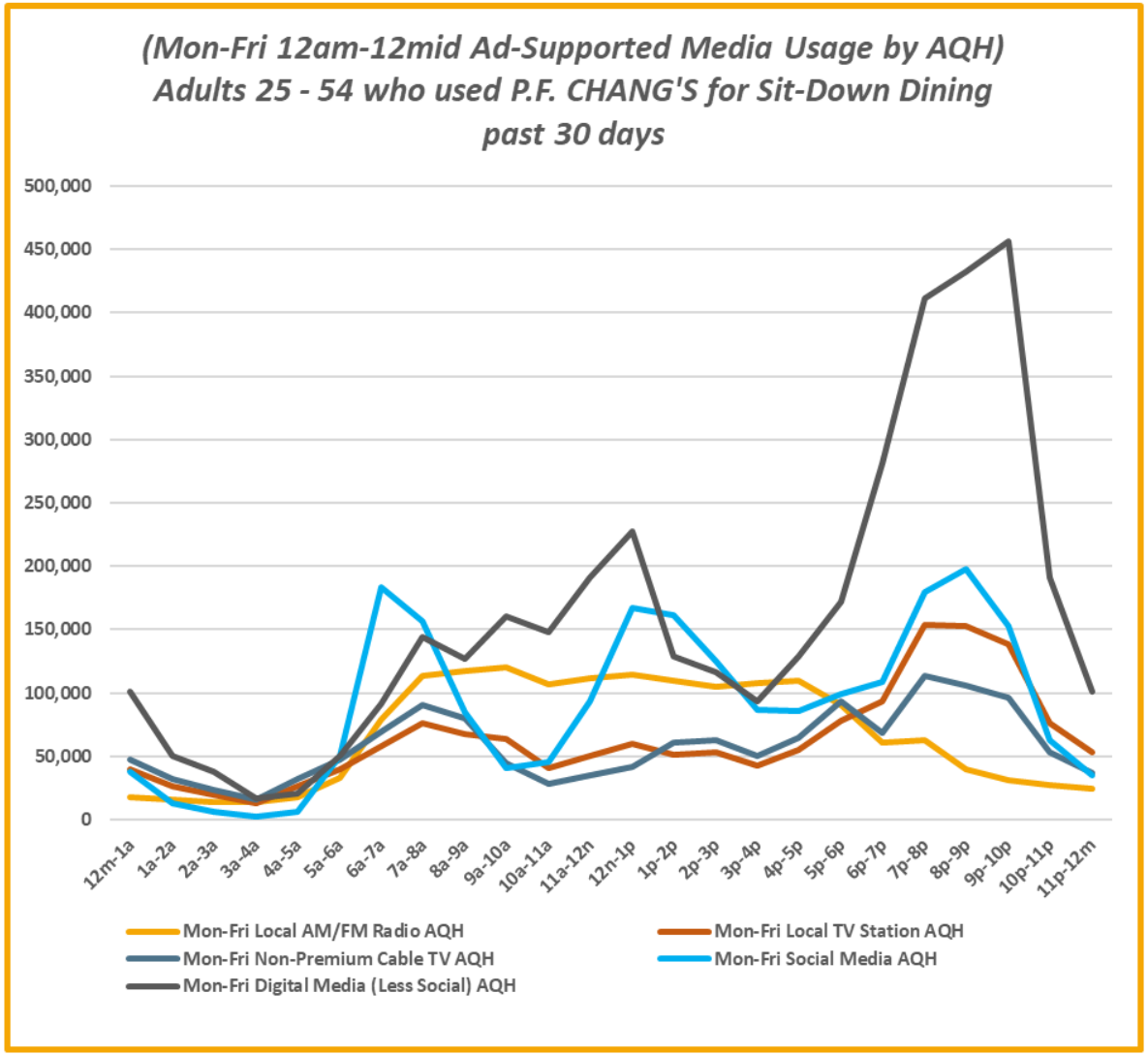
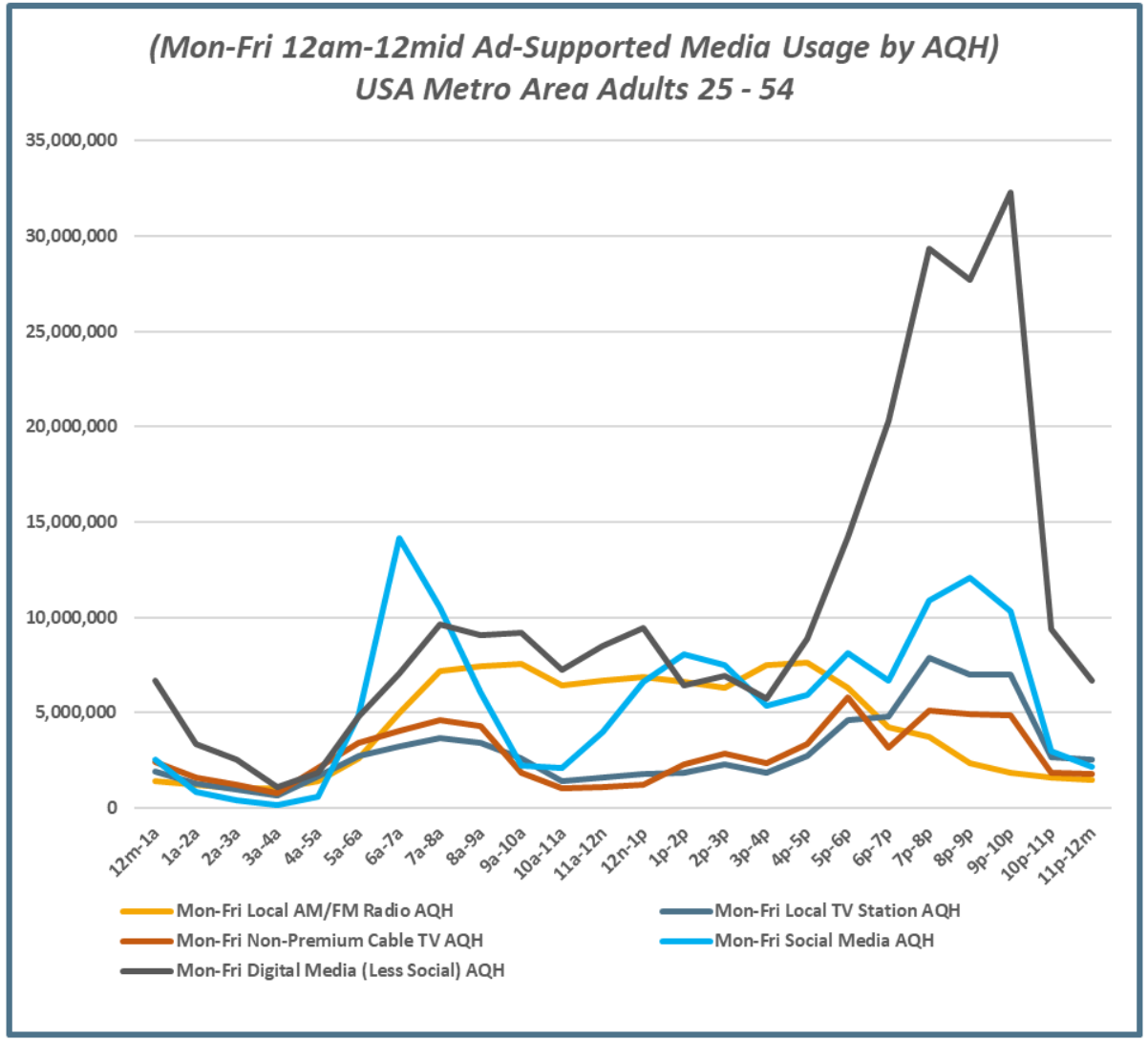
Sit-down restaurants used past 30 days: Golden Corral

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 154,567; Social Media: 110,661; Local Radio: 103,467; Non-Prem. Cable: 60,799; Local TV: 60,689 reaching Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30





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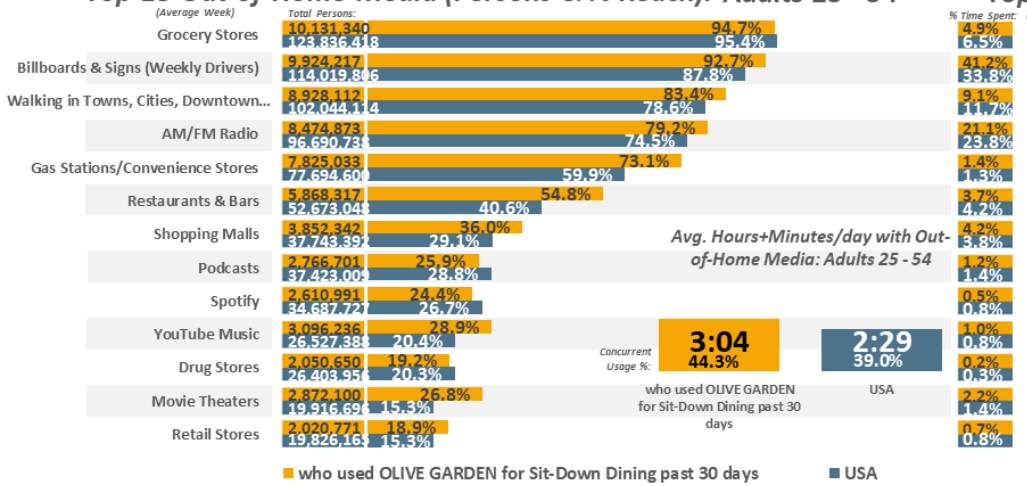
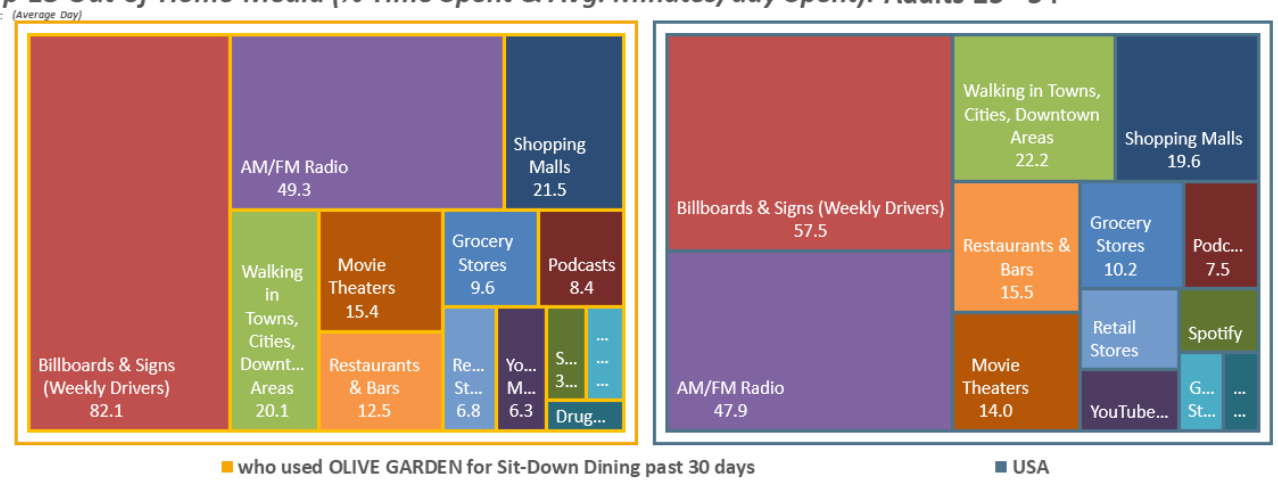
Sit-down restaurants used past 30 days: P.F. Chang's

9,924,217 or 92.7% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days spend an average of 82.1 minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 44.9 minutes/day.

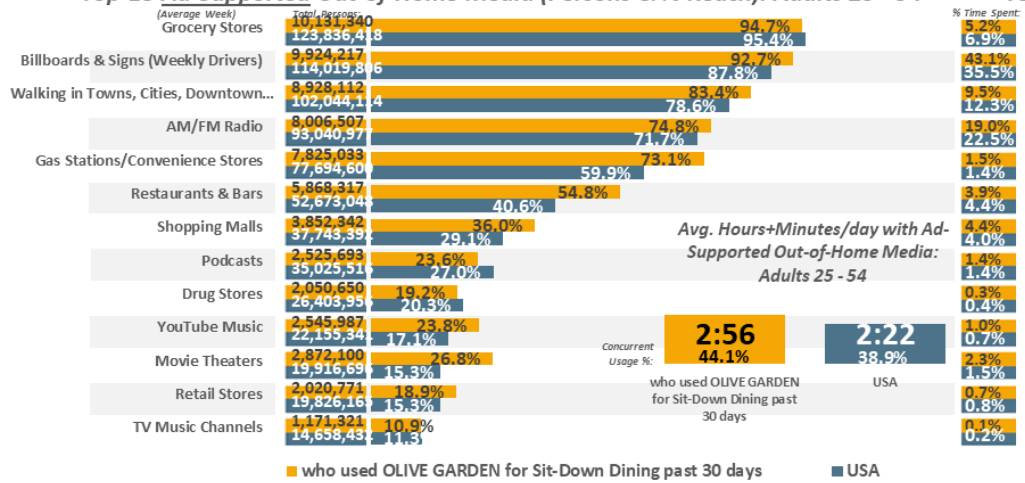
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



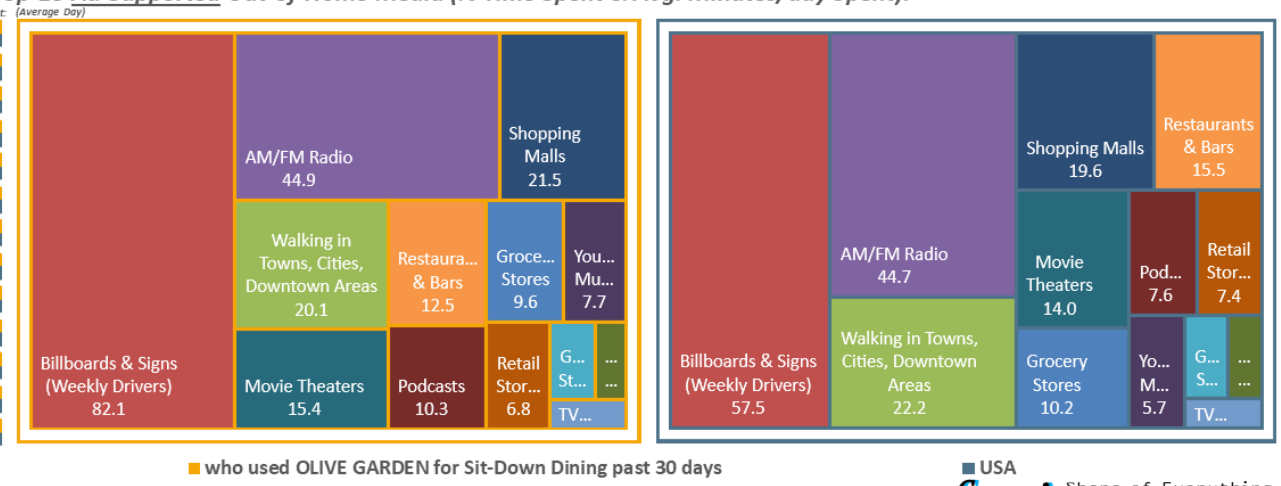
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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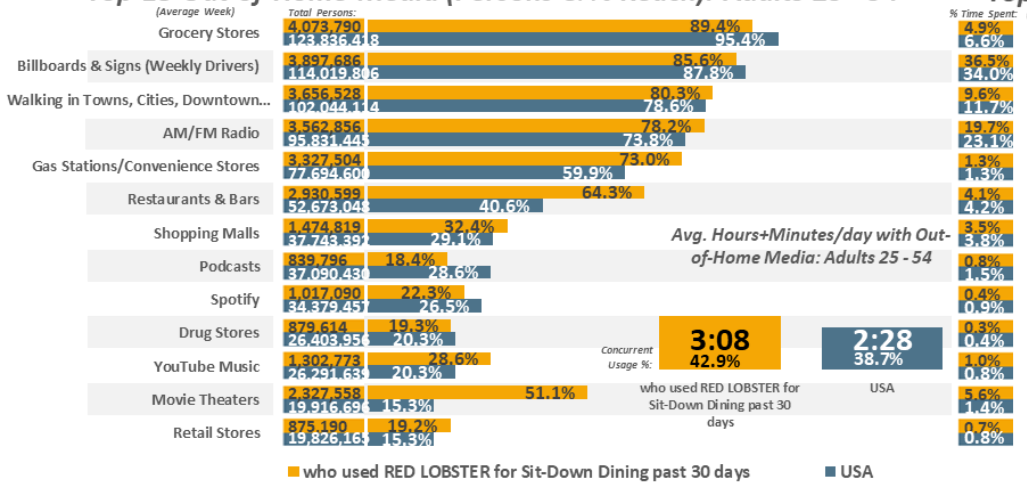
Sit-down restaurants used past 30 days: Olive Garden

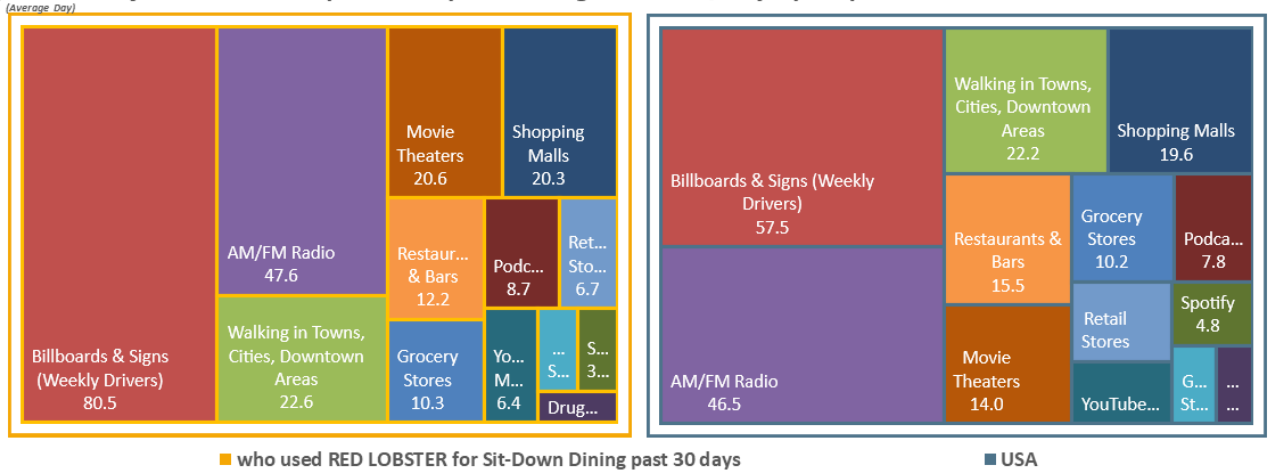
RED LOBSTER
FRESH FISH • LIVE LOBSTER

3,897,686 or 85.6% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days spend an average of 80.5 minutes per day driving, seeing Billboards and Signs. 74.2% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day.

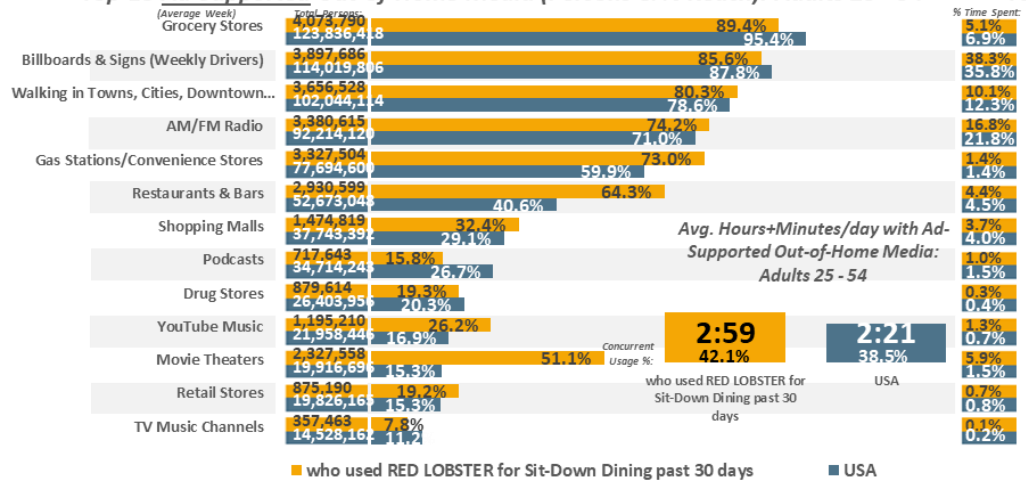
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



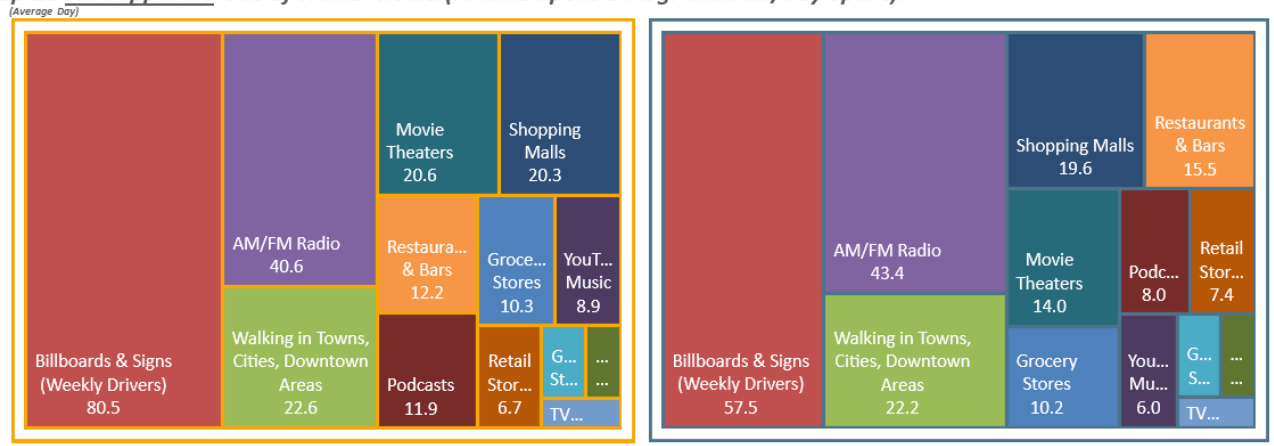
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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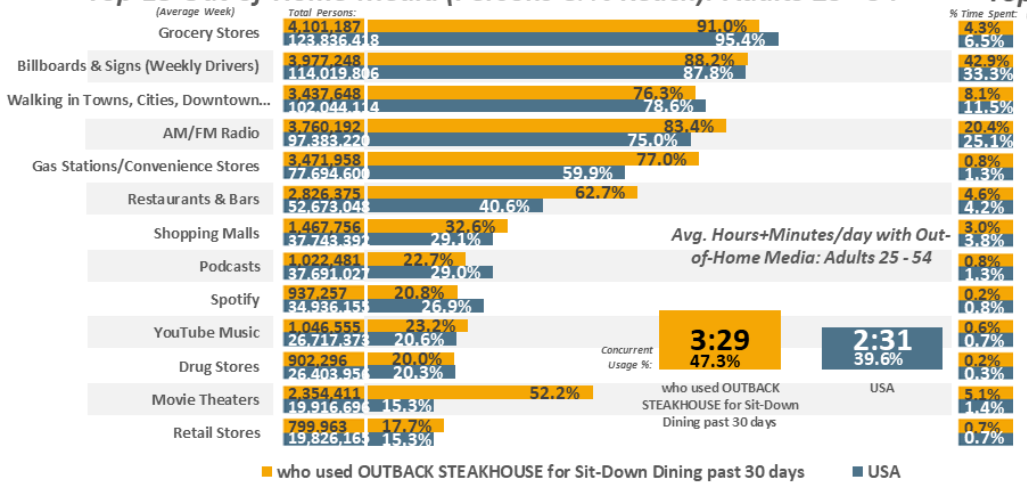
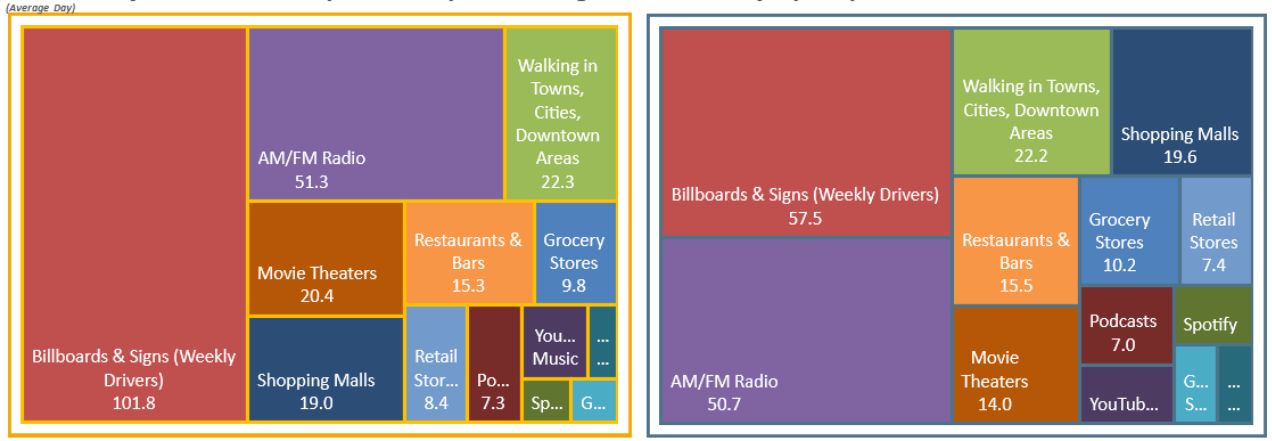
Sit-down restaurants used past 30 days: Red Lobster

3,977,248 or 88.2% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days spend an average of 101.8 minutes per day driving, seeing Billboards and Signs. 78.9% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minut

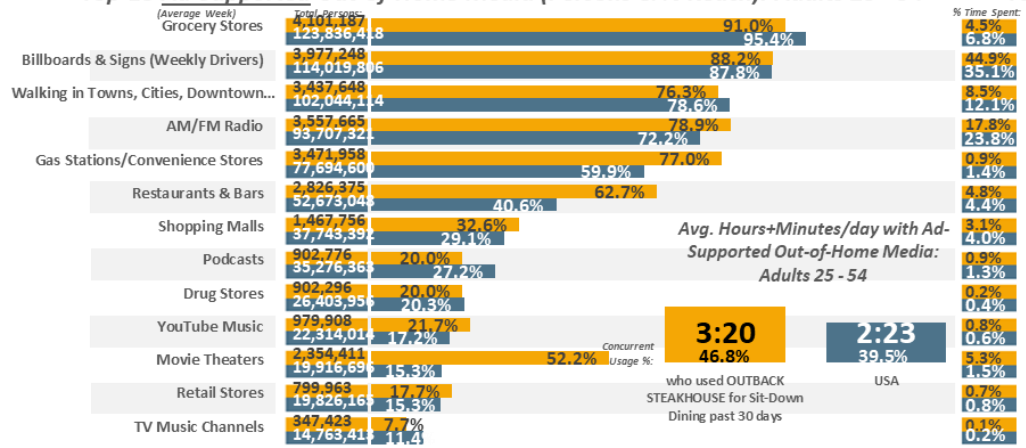
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



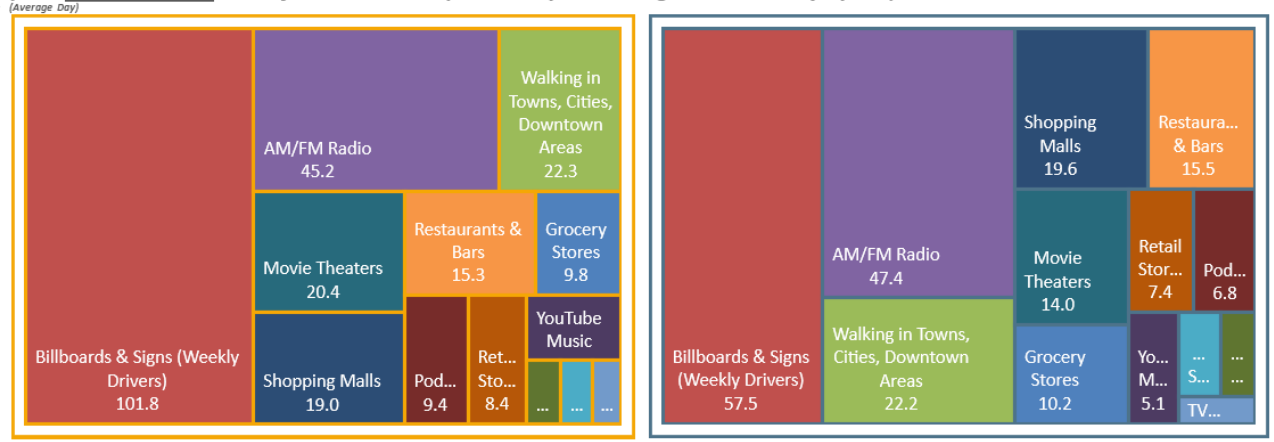
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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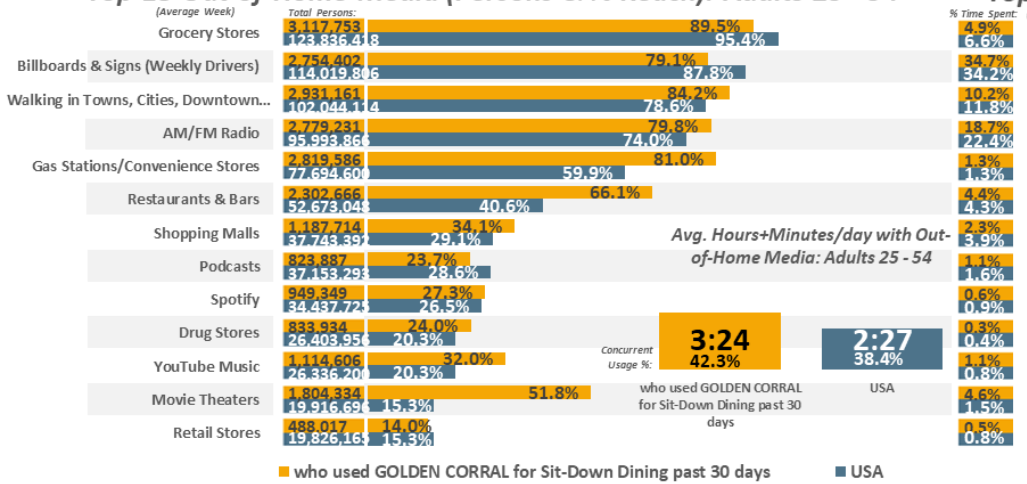
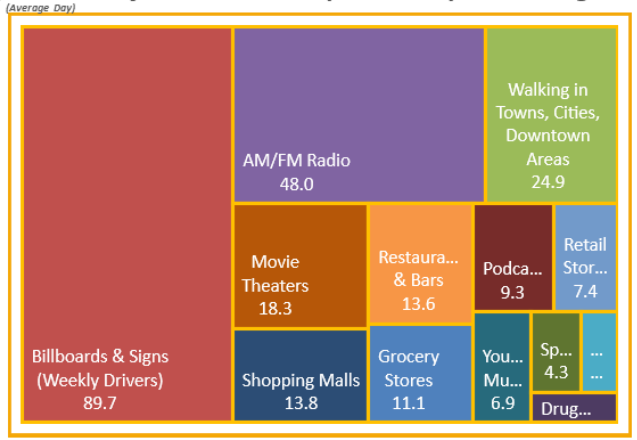
Sit-down restaurants used past 30 days: Outback Steakhouse

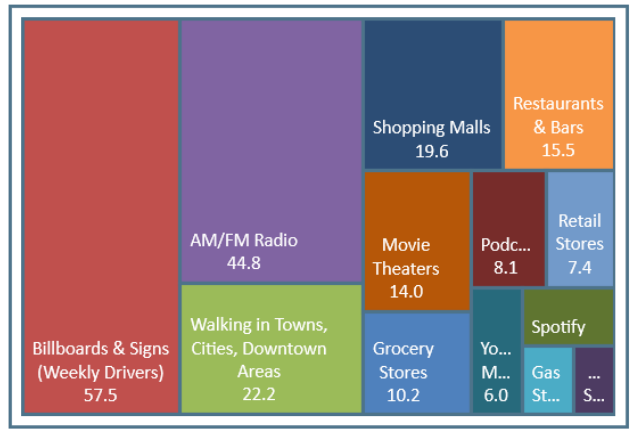
2,754,402 or 79.1% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days spend an average of 89.7 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day

Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54

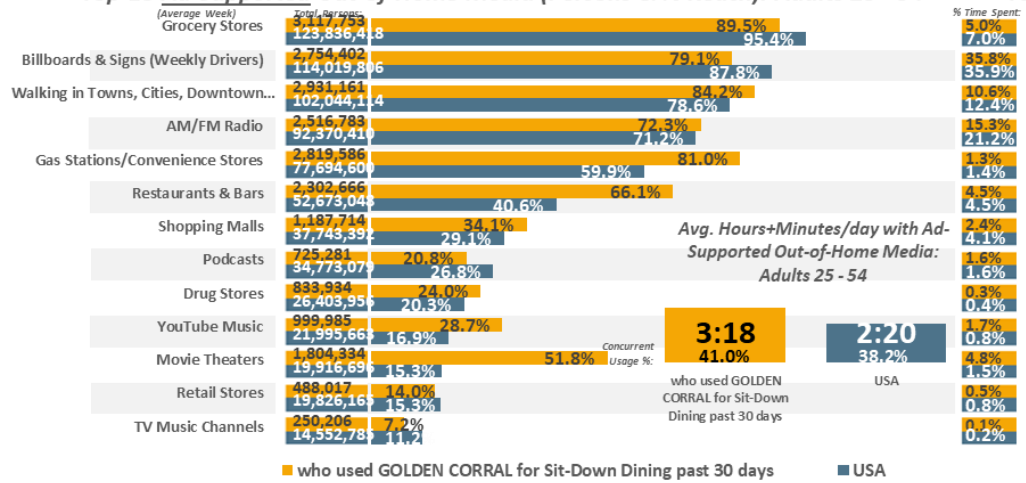


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

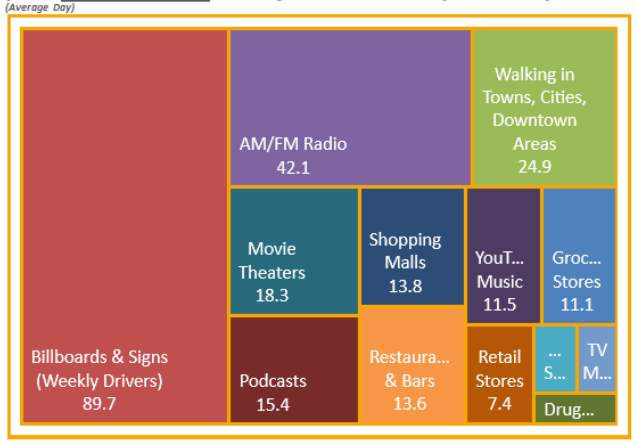


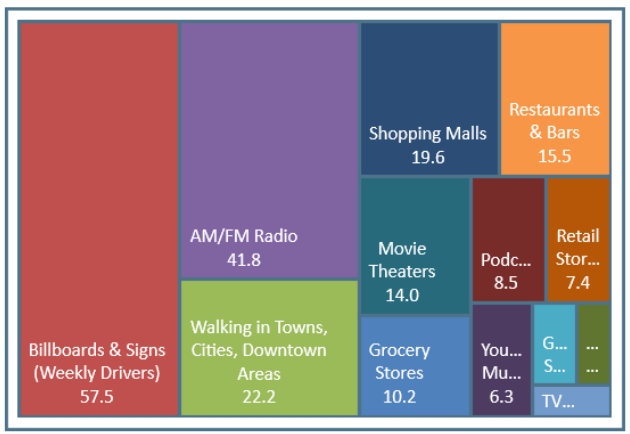


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





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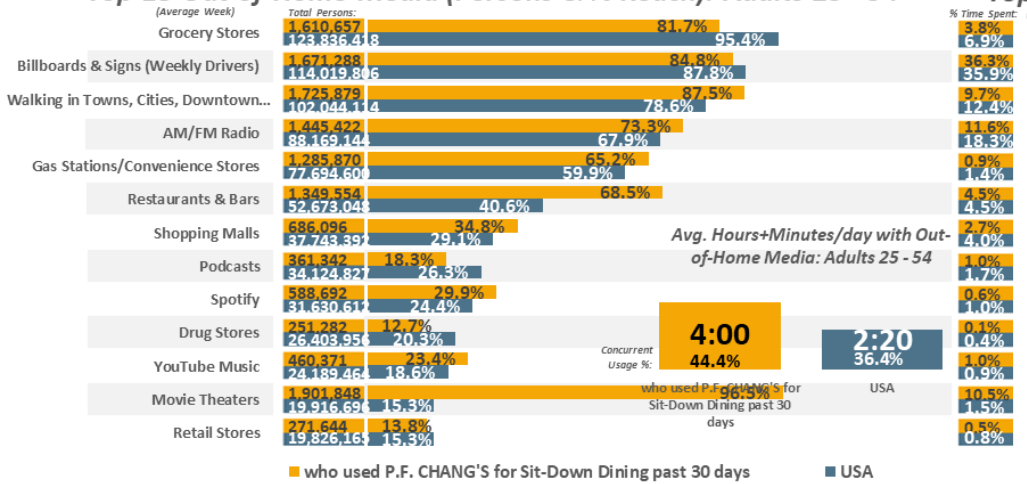
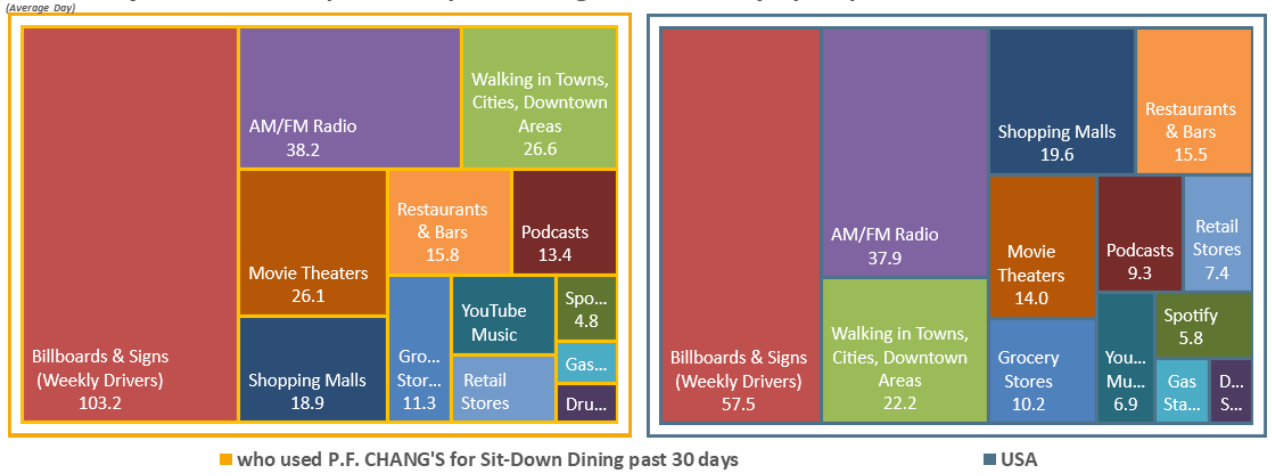
Sit-down restaurants used past 30 days: Golden Corral

1,671,288 or 84.8% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days spend an average of 103.2 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 29.6 minutes/day

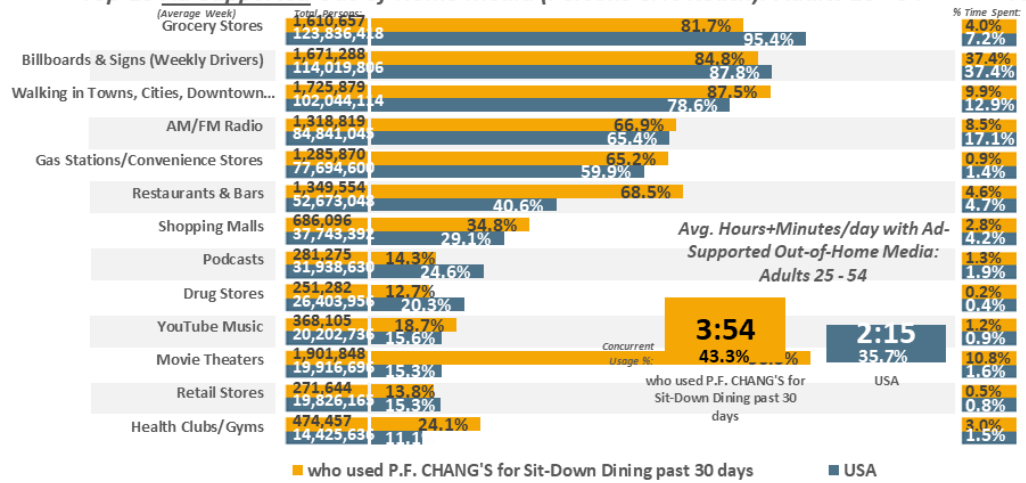
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



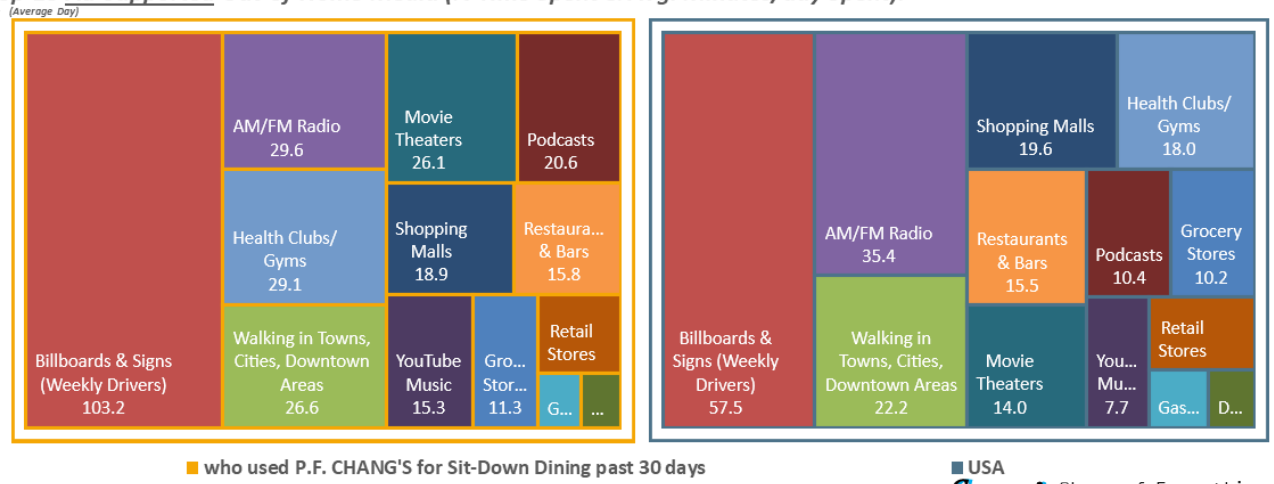
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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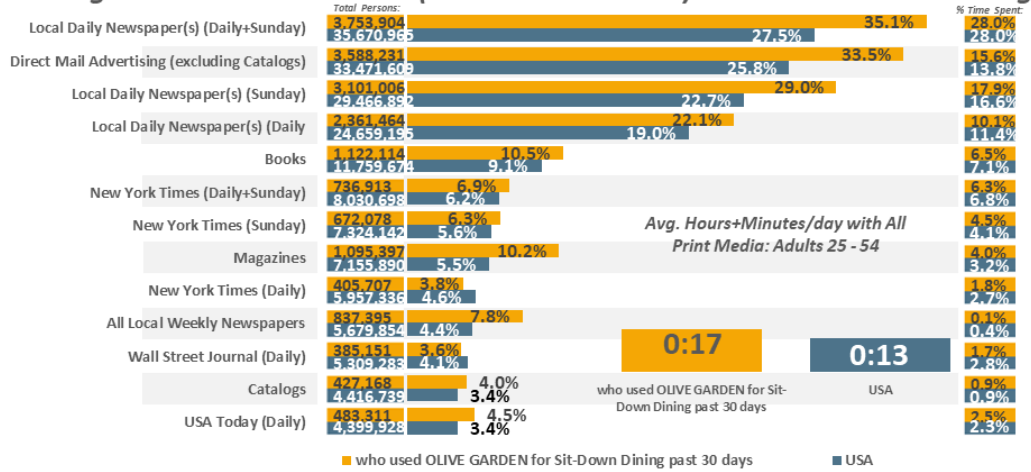
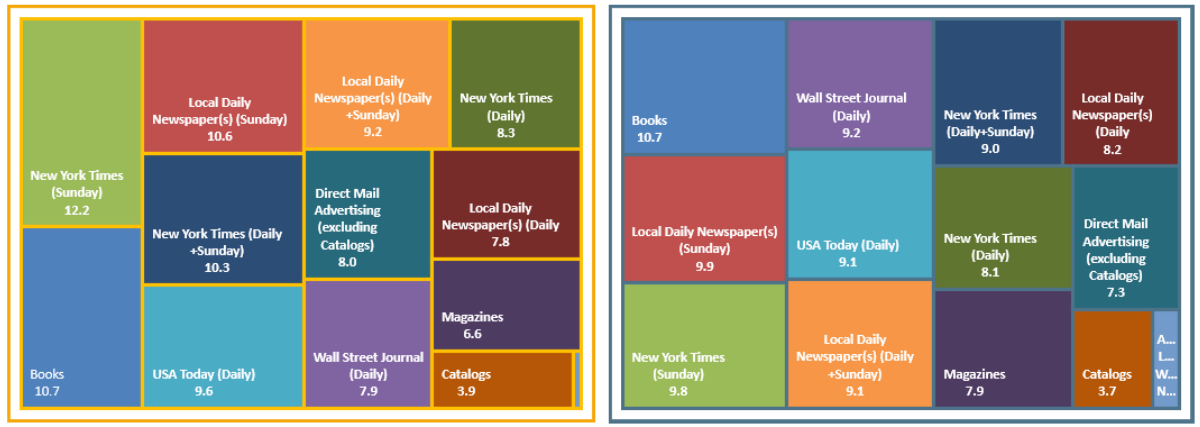
Sit-down restaurants used past 30 days: P.F. Chang's

3,753,904 or 35.1% of Adults 25 - 54 who used OLIVE GARDEN for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

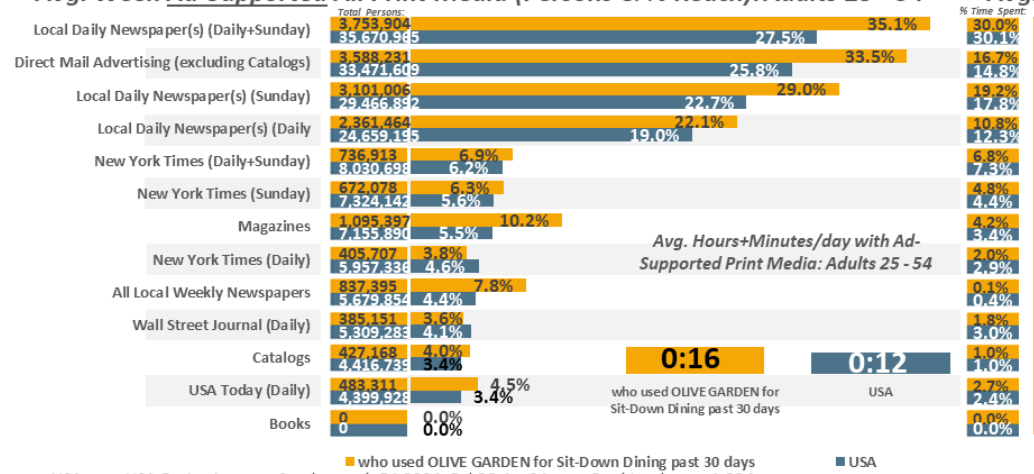
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



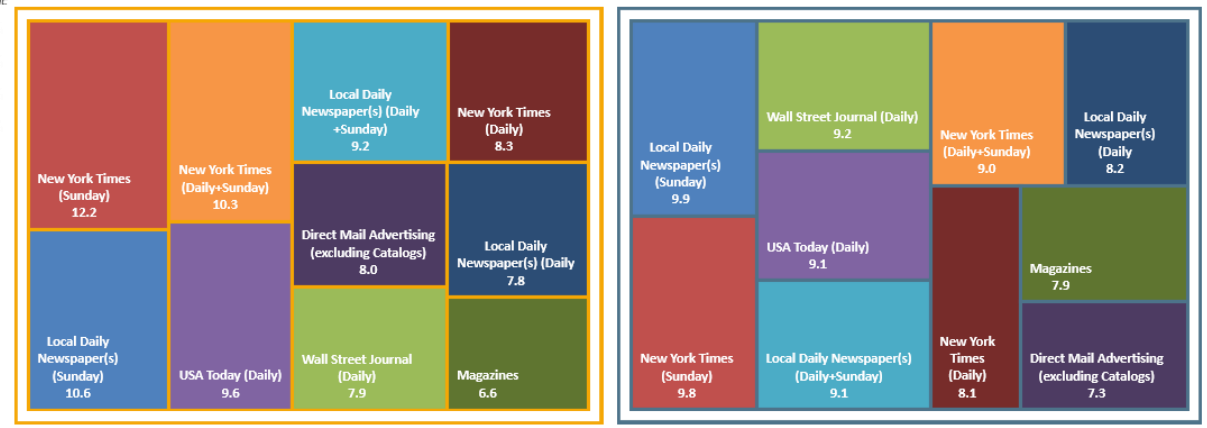
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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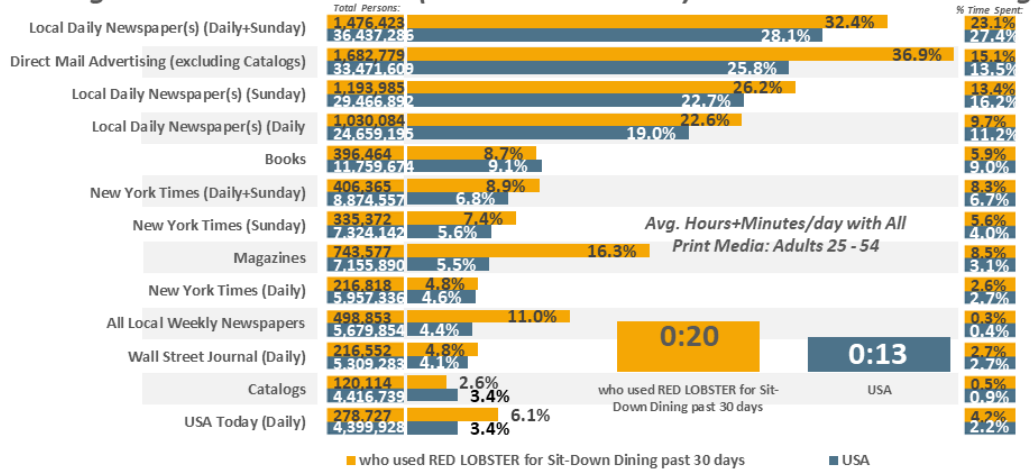
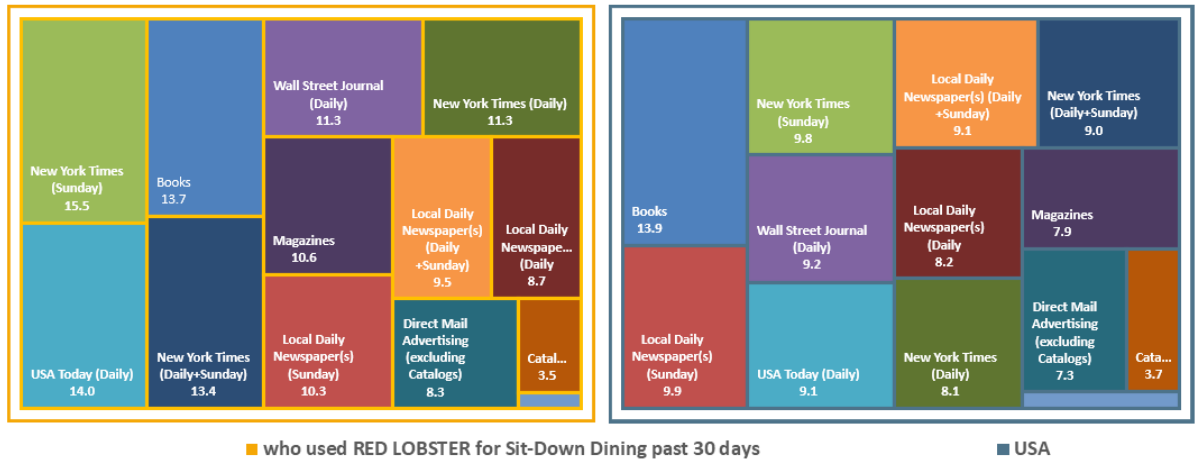
Sit-down restaurants used past 30 days: Olive Garden

1,476,423 or 32.4% of Adults 25 - 54 who used RED LOBSTER for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 24.5% of all time spent daily with All forms of Print Media.

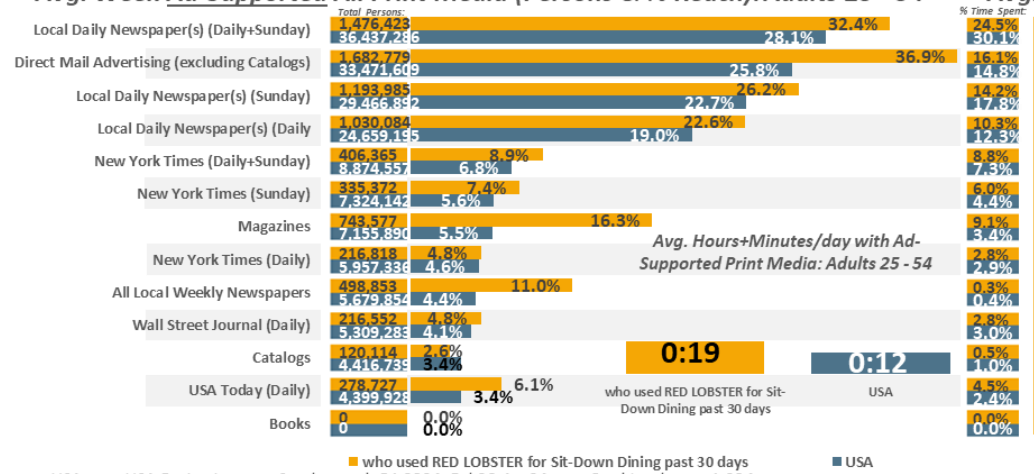
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



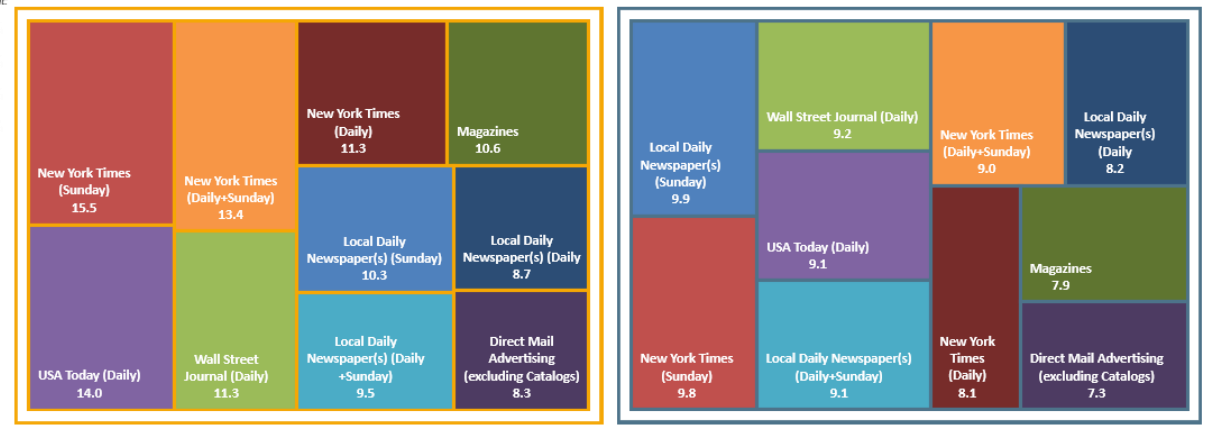
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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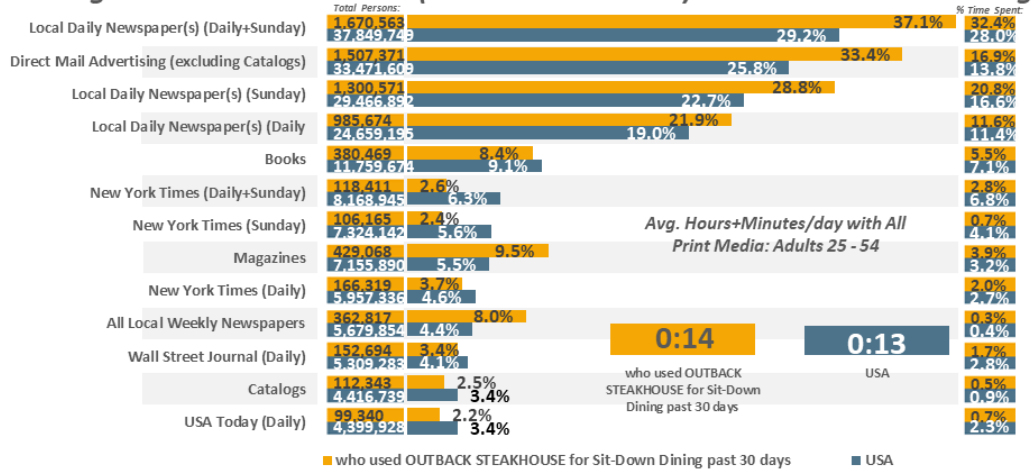
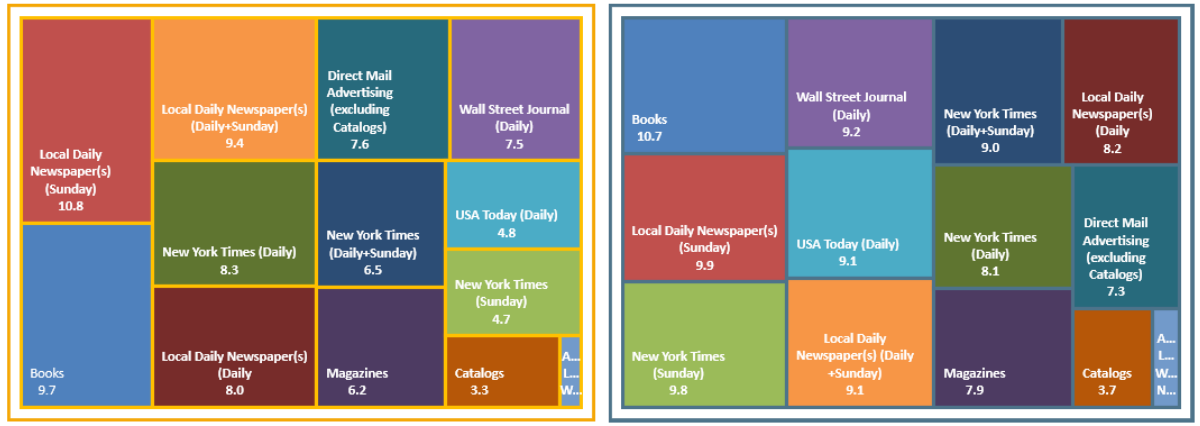
Sit-down restaurants used past 30 days: Red Lobster

1,670,563 or 37.1% of Adults 25 - 54 who used OUTBACK STEAKHOUSE for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 34.3% of all time spent daily with All forms of Print Medi

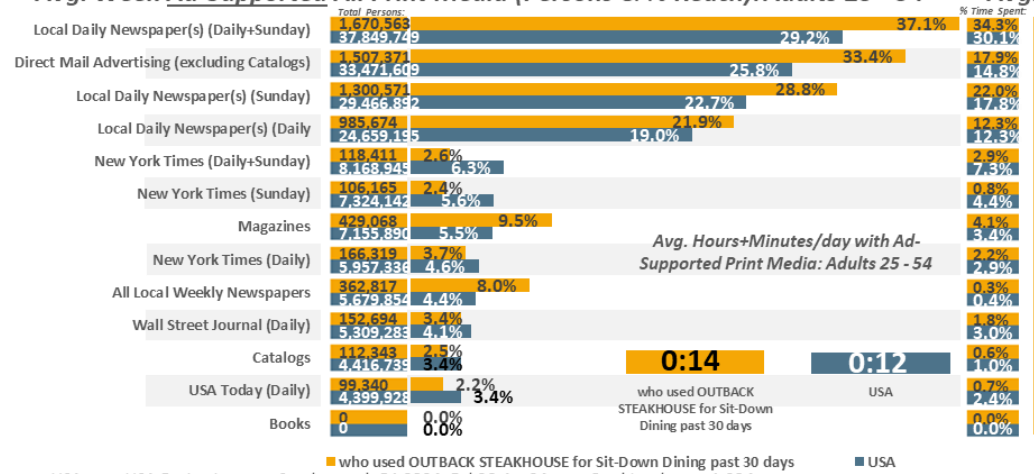
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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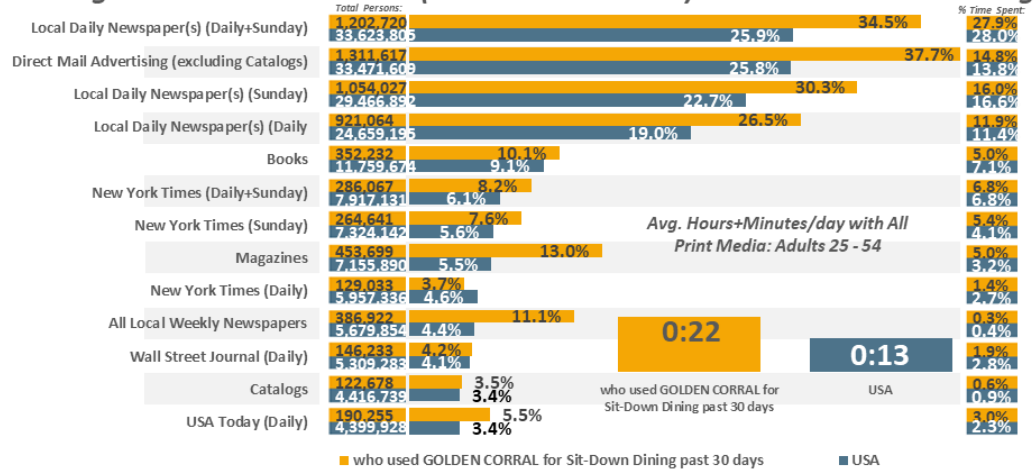
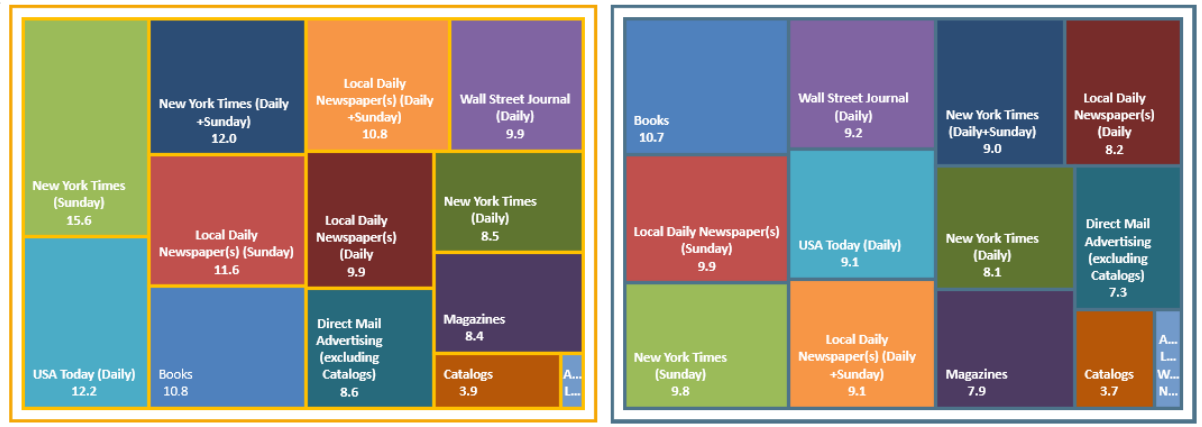
Sit-down restaurants used past 30 days: Outback Steakhouse

1,202,720 or 34.5% of Adults 25 - 54 who used GOLDEN CORRAL for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 29.3% of all time spent daily with All forms of Print Media.

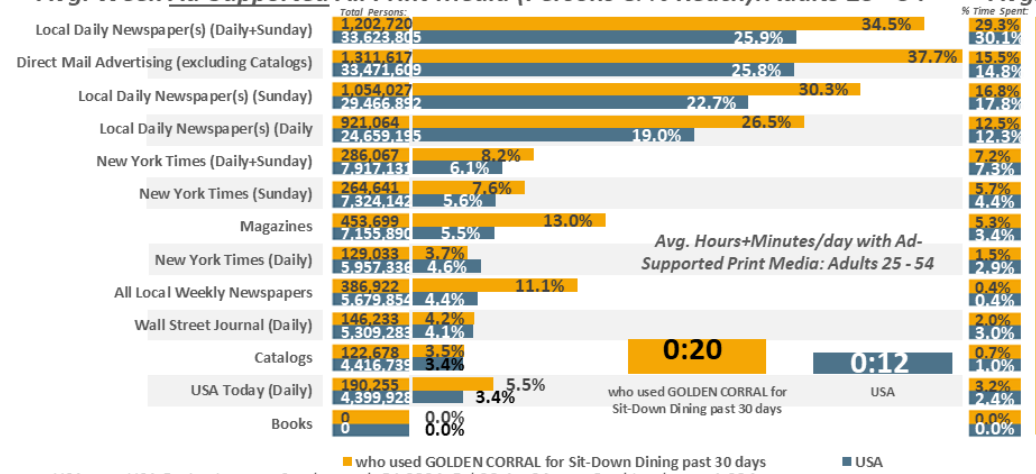
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



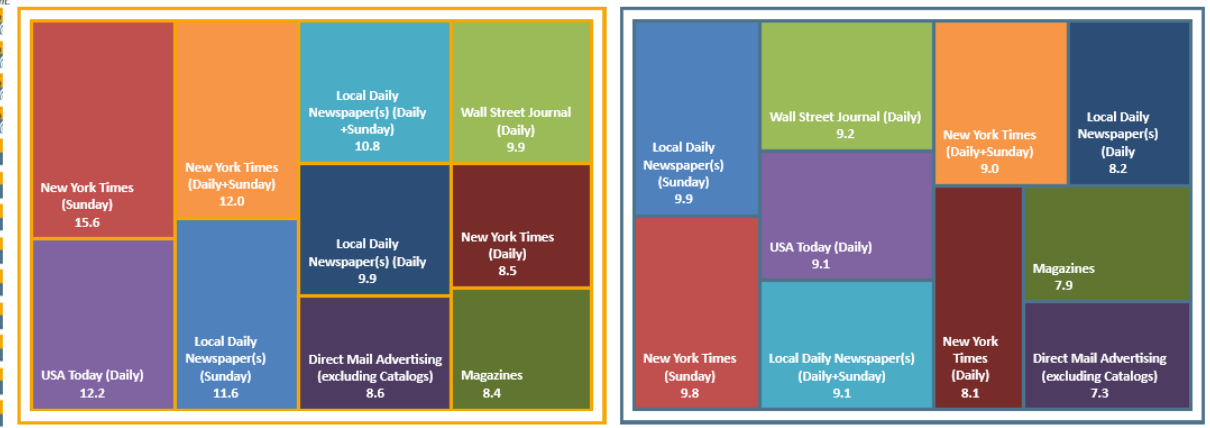
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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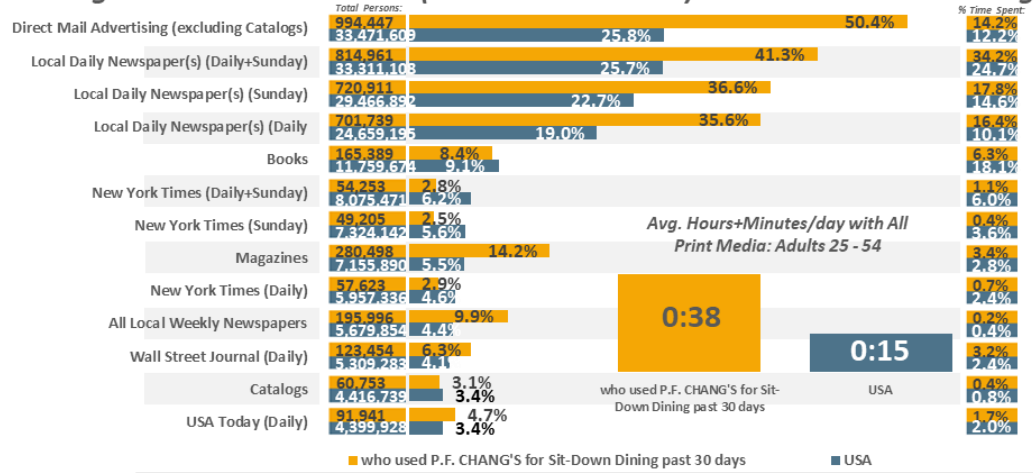
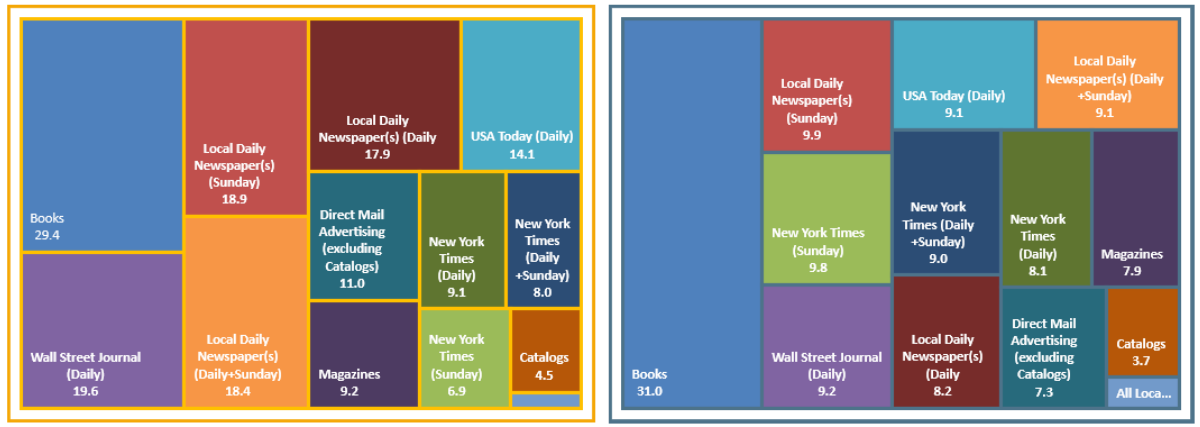
Sit-down restaurants used past 30 days: Golden Corral

814,961 or 41.3% of Adults 25 - 54 who used P.F. CHANG'S for Sit-Down Dining past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.4 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

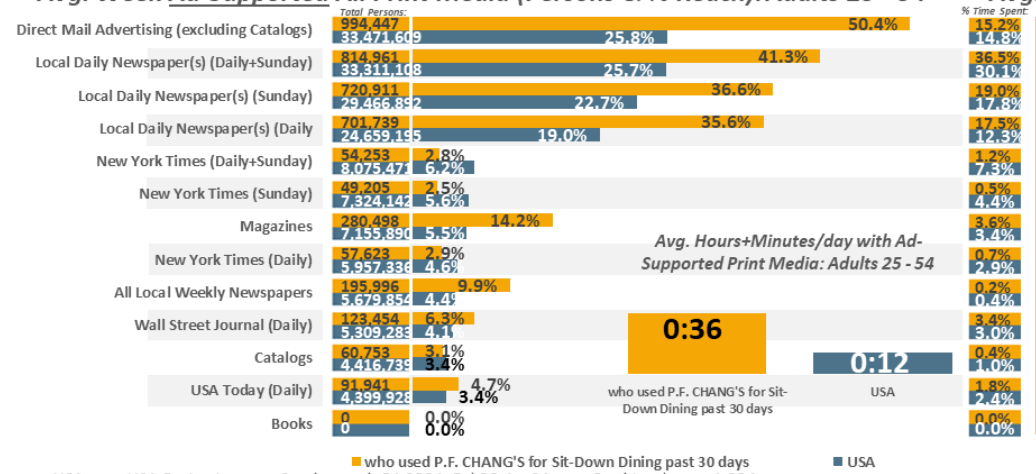
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



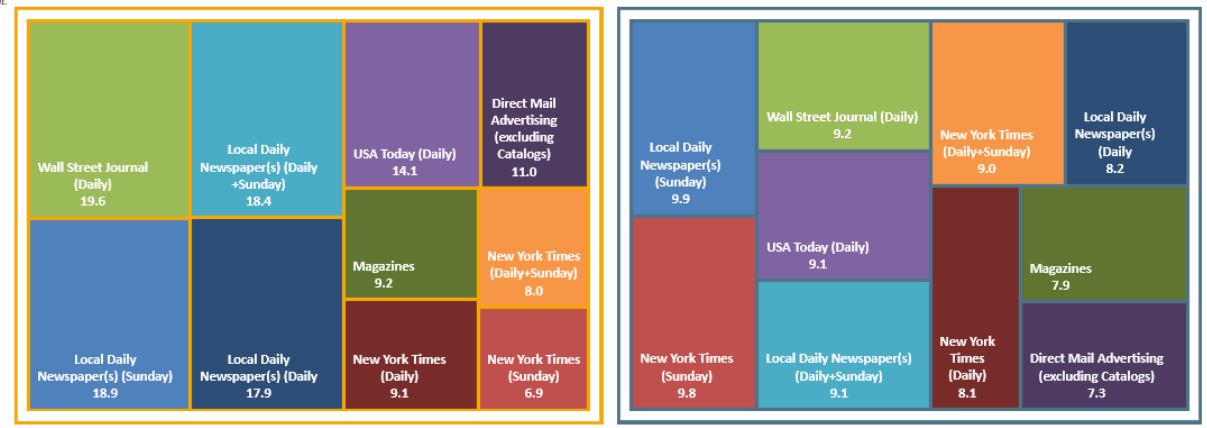
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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