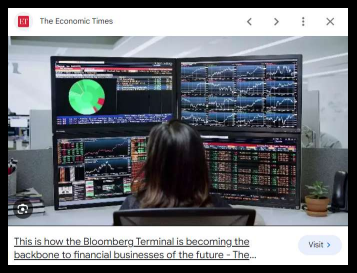
USA–5 QSRs/RESTAURANTS of the WEST PALM BEACH DMA!

Brand New Data as of JULY 31, 2026!

Complete Demographic & Media Use Profiles









Bud's Chicken & Seafood WPB

Duffy's Sports Grill WPB

Miller's Ale House WPB

Pollo Tropical Citrus Marinated Chicken WPB

Too Jay's Deli · Bakery · Restaurant WPB

P18+

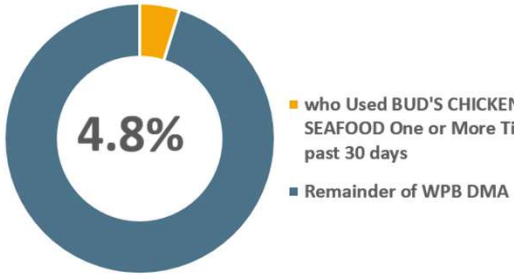
Hubbard media that connects

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

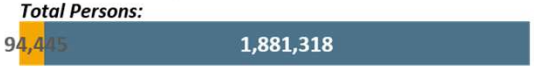
Quick service restaurants used past 30 days: Bud's Chicken & Seafood *Sit-down restaurants used past 30 days: Duffy's* *Sit-down restaurants used past 30 days: Ale House* *Quick service restaurants used past 30 days: Pollo Tropical* *Sit-down restaurants used past 30 days: Too Jay's*

4.8% or 94,445 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days. Typical Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days are 55.8 years old (4.5% older than average) and have a $89,371 (20.3% lower than average) annual household...

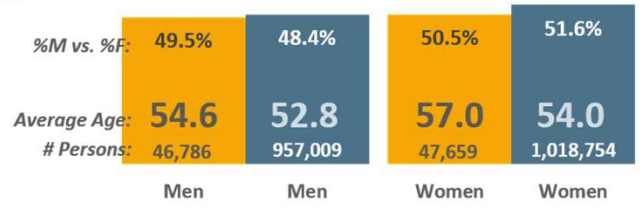
Percent of Market: Adults 18 or older



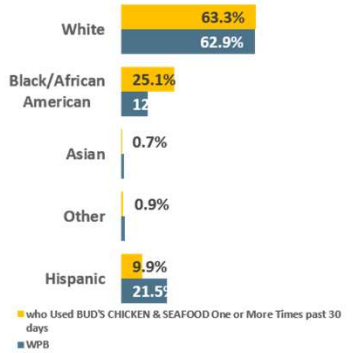
Total Persons:



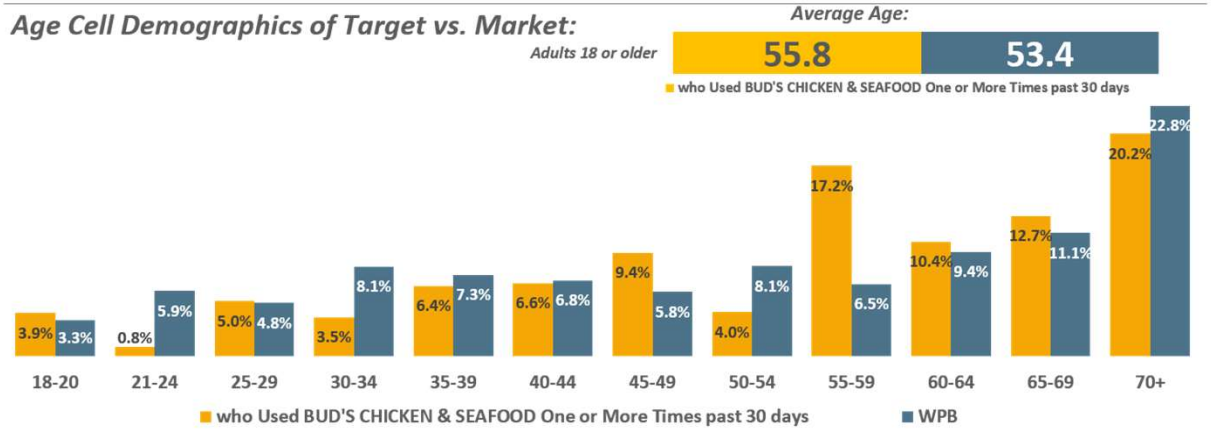
Gender of Target vs. Market: Adults 18 or older



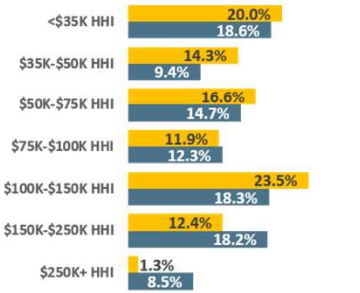
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $89,371 | $112,093

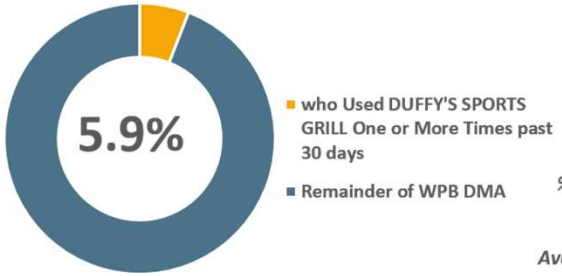
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

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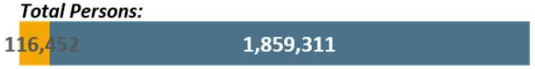
DUFFY'S SPORTS GRILL WPB

5.9% or 116,452 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL One or More Times past 30 days. Typical Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days are 61.7 years old (15.6% older than average) and have a $132,839 (18.5% higher than average) annual household income.

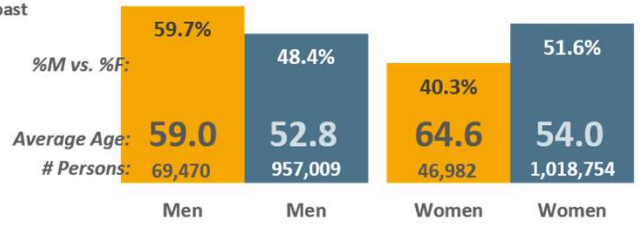
Percent of Market: Adults 18 or older



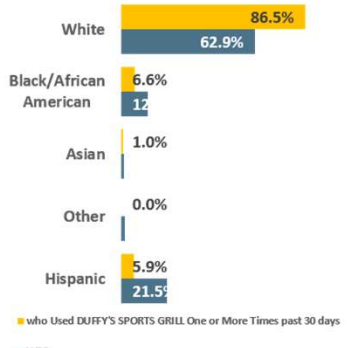
Total Persons:



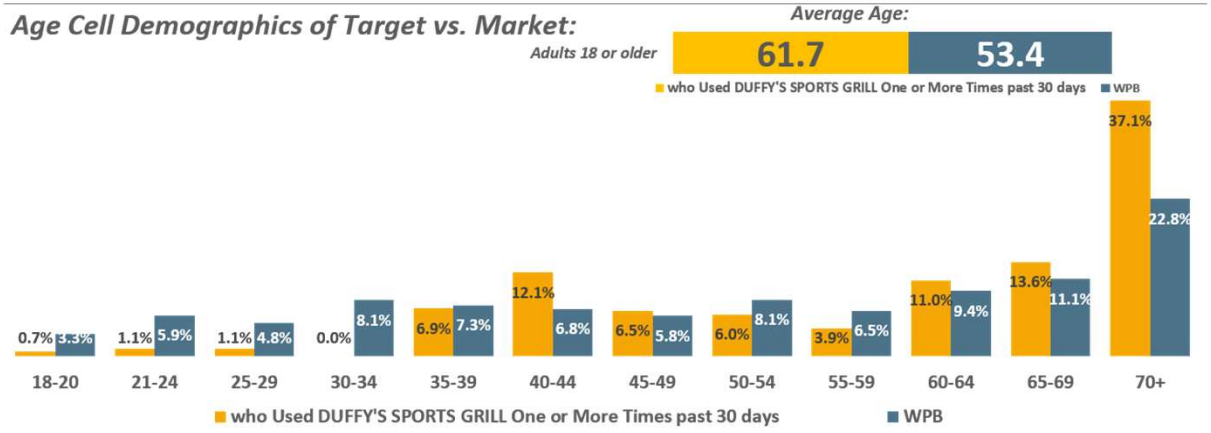
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



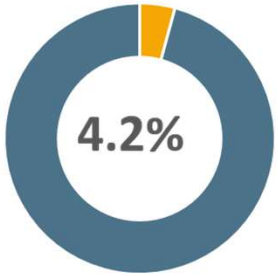
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

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MILLER'S ALE·HOUSE WPB

4.2% or 83,277 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE One or More Times past 30 days. Typical Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days are 58.3 years old (9.1% older than average) and have a $108,161 (3.5% lower than average) annual household income.

Percent of Market: Adults 18 or older

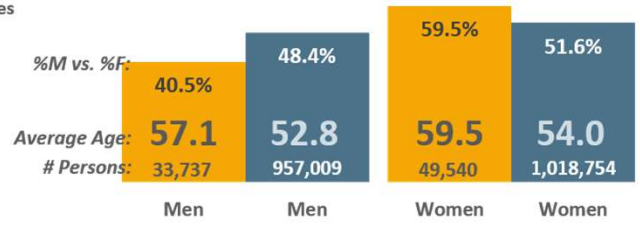


- who Used MILLER'S ALE HOUSE One or More Times past 30 days
- Remainder of WPB DMA

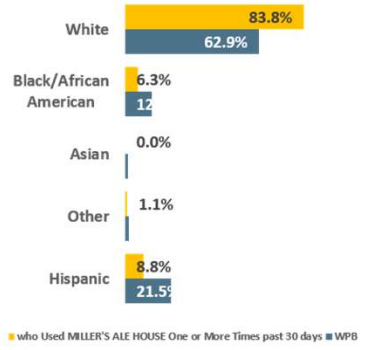
Total Persons:

83,277	1,892,486

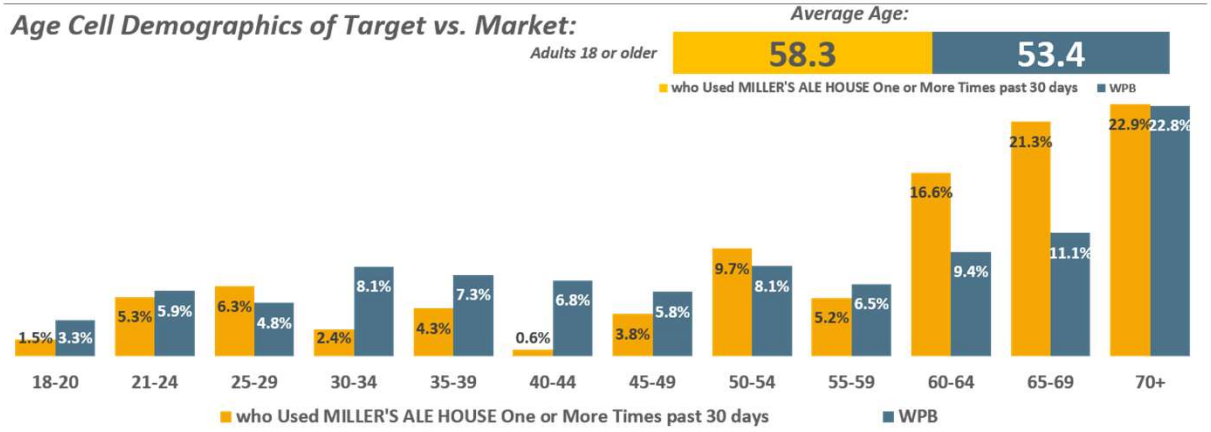
Gender of Target vs. Market: Adults 18 or older



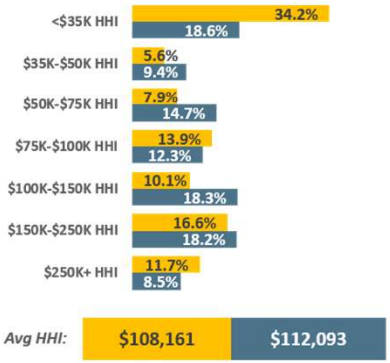
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$108,161	$112,093

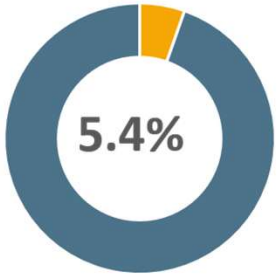
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

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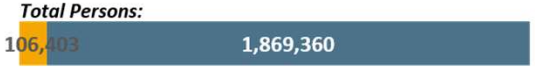
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

5.4% or 106,403 of WPB DMA Adults 18 or older Used POLLO TROPICAL One or More Times past 30 days. Typical Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days are 46.7 years old (12.4% younger than average) and have a $118,204 (5.5% higher than average) annual household income.

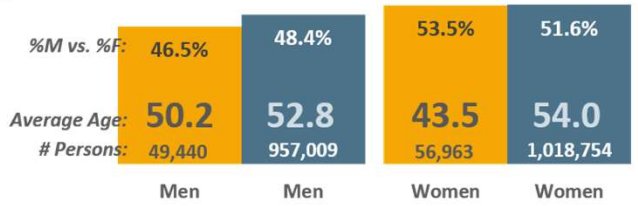
Percent of Market: Adults 18 or older



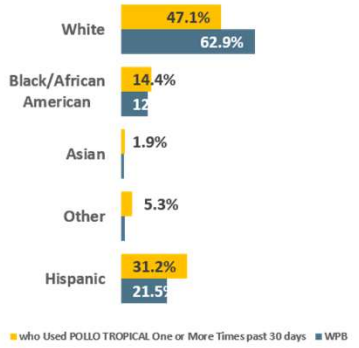
Total Persons:



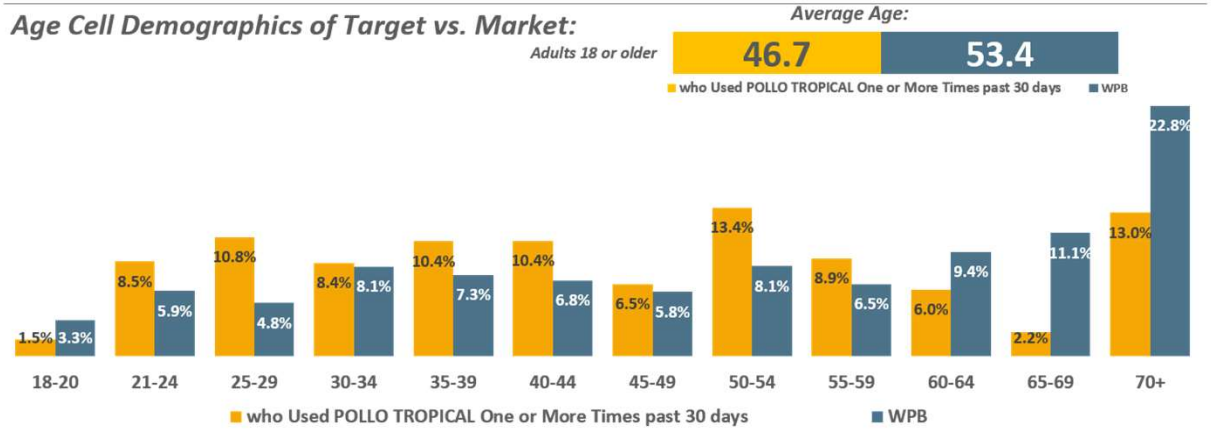
Gender of Target vs. Market: Adults 18 or older



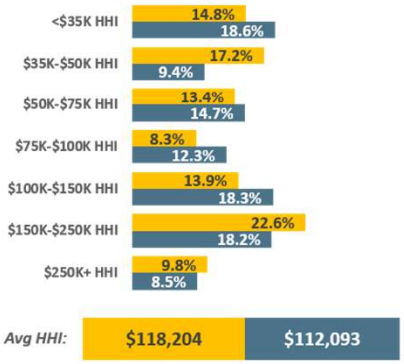
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



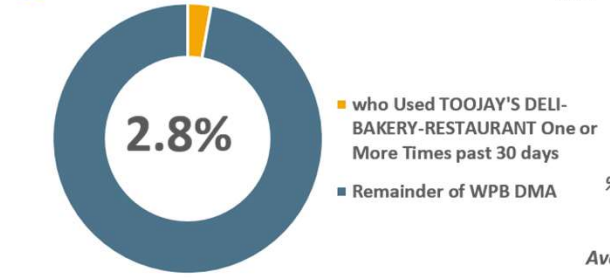
Avg HHI: $118,204 | $112,093

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

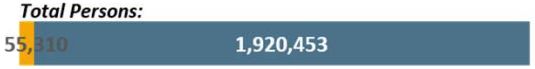
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2.8% or 55,310 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times...
Typical Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days are 59.2 years old (10.9% older than average) and have a $143,628 (28.1% higher than average) annual...

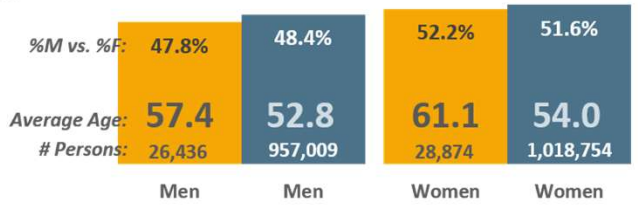
Percent of Market: Adults 18 or older



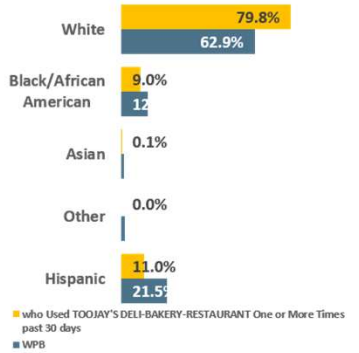
Total Persons:



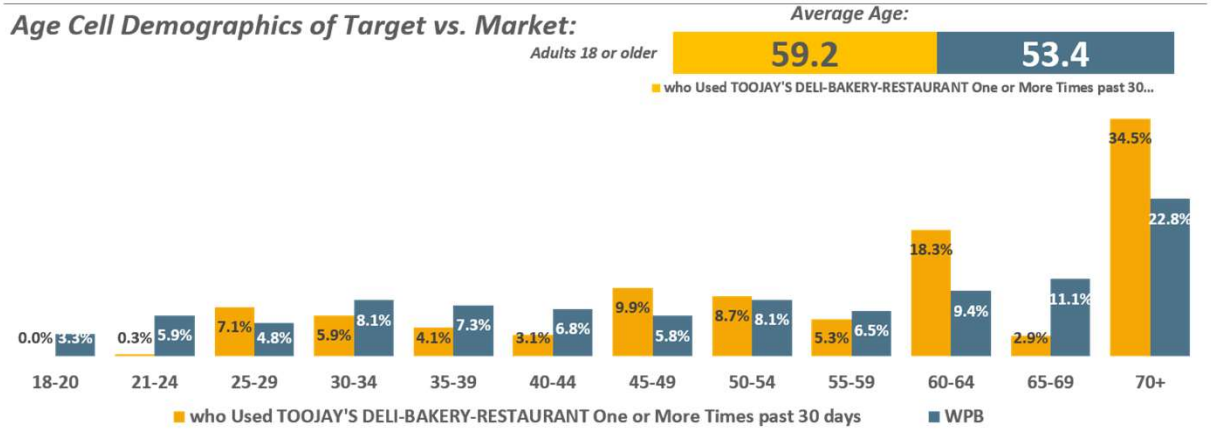
Gender of Target vs. Market: Adults 18 or older



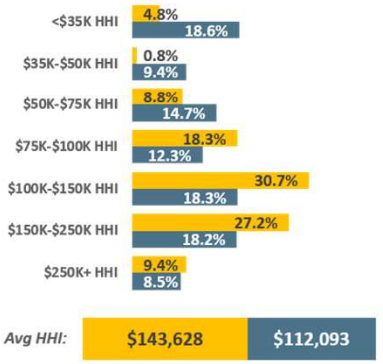
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $143,628 | $112,093

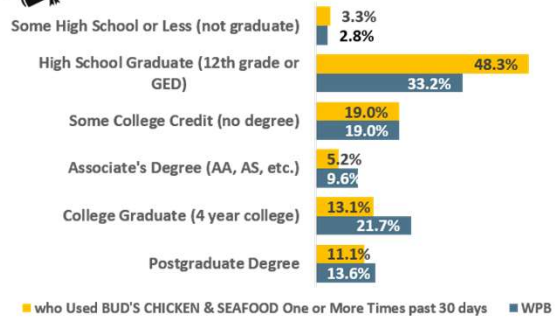
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

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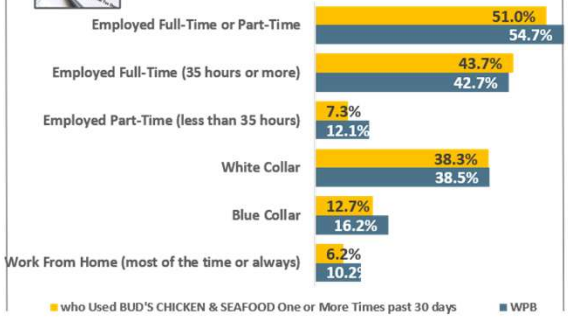
Sit-down restaurants used past 30 days: Too Jay's

4.8% or 94,445 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD One or More Times past...
Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days are 31.6% less likely to be a college graduate, 2.4% more likely to work full-time, 25.% less likely to be married, 16.7% less likely to be a parent of 1 or more children u

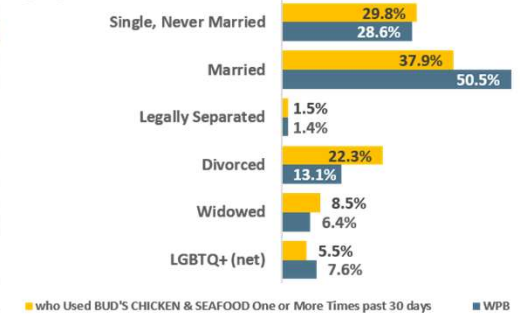
Education Levels: Adults 18 or older



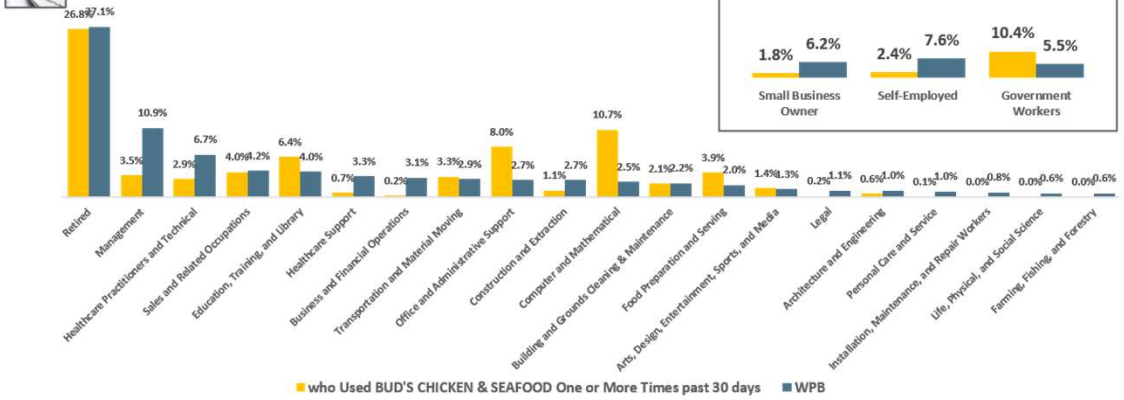
Employment: Adults 18 or older



Marital Status: Adults 18 or older

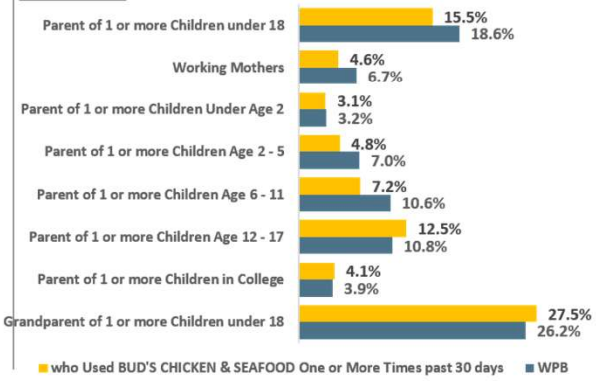


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



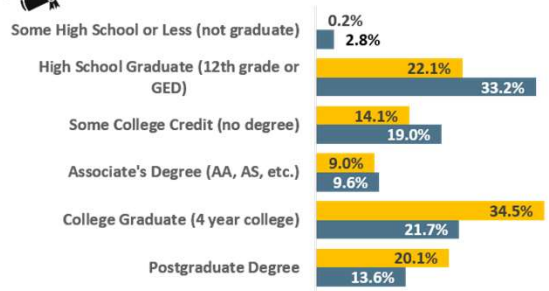
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

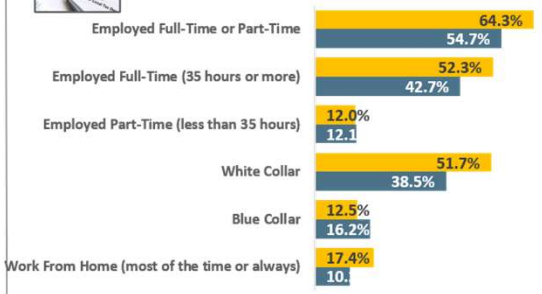
DUFFY'S SPORTS GRILL WPB

5.9% or 116,452 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL One or More Times past 30... Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days are 54.7% more likely to be a college graduate, 22.6% more likely to work full-time, 44.5% more likely to be married, 31.5% less likely to be a parent of 1 or more children un

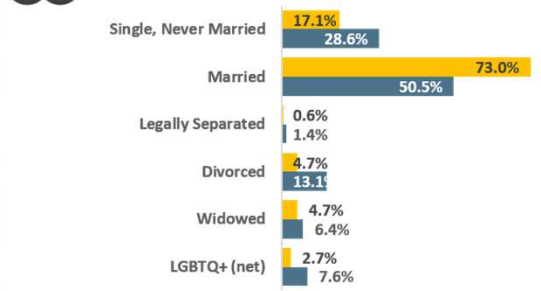
Education Levels: Adults 18 or older



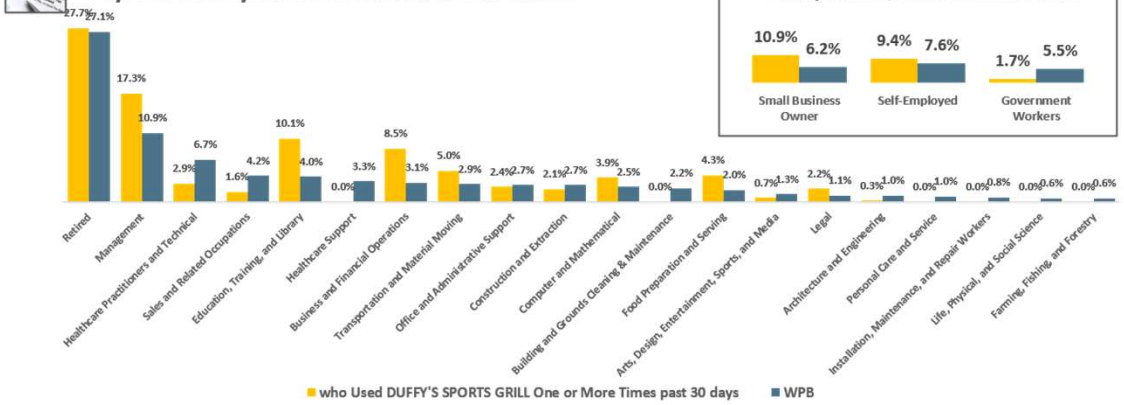
Employment: Adults 18 or older



Marital Status: Adults 18 or older

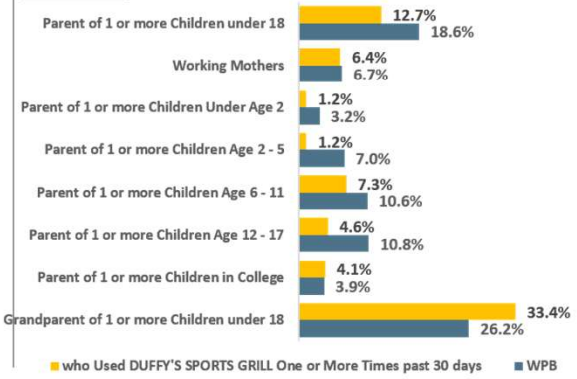


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



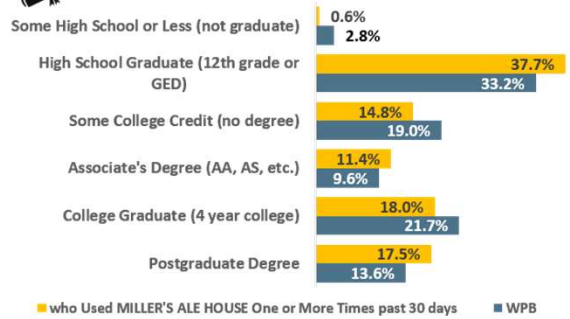
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Sit-down restaurants used past 30 days: Duffy's

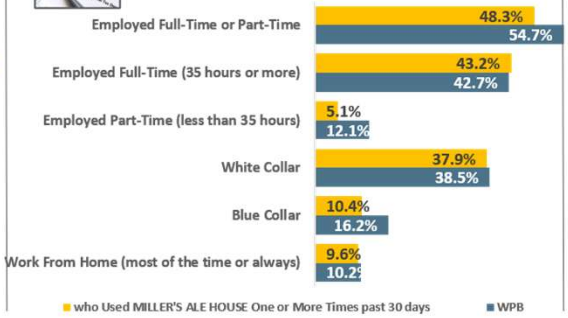
MILLER'S ALE·HOUSE WPB

4.2% or 83,277 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE One or More Times past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days are .6% more likely to be a college graduate, 1.2% more likely to work full-time, 7.8% more likely to be married, 18.4% less likely to be a parent of 1 or more children under 18

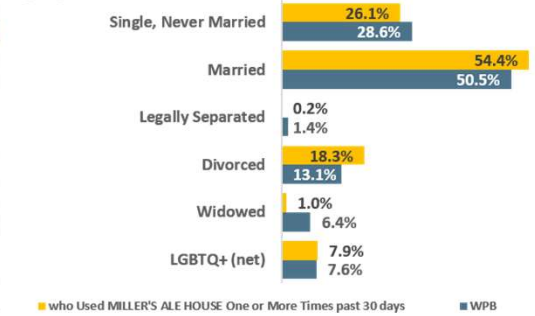
Education Levels: Adults 18 or older



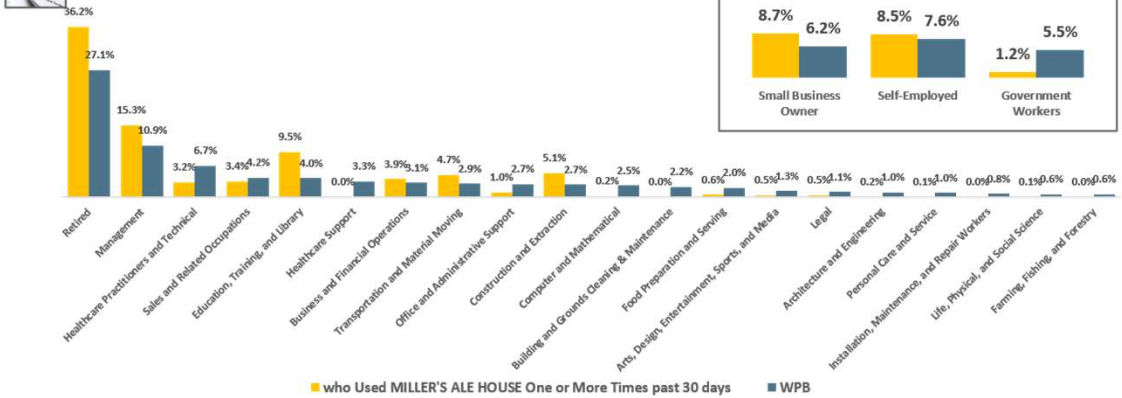
Employment: Adults 18 or older



Marital Status: Adults 18 or older

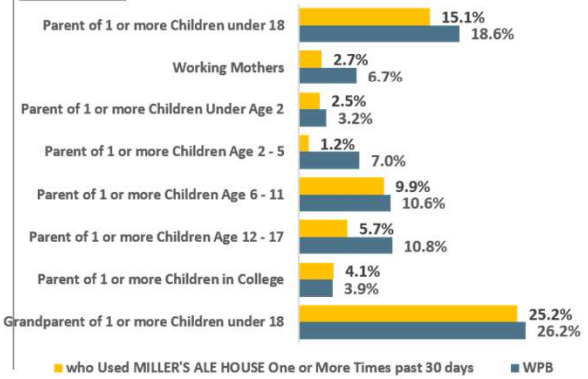


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



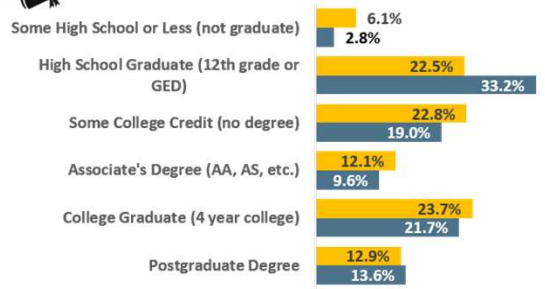
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Sit-down restaurants used past 30 days: Ale House

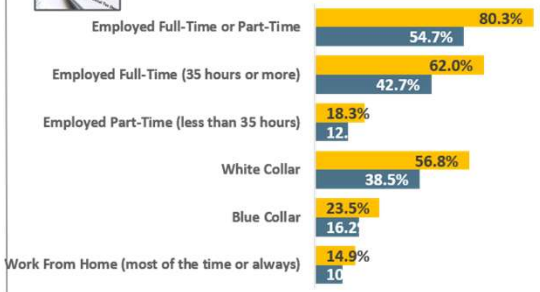
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

5.4% or 106,403 of WPB DMA Adults 18 or older Used POLLO TROPICAL One or More Times past 30 days. Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days are 3.5% more likely to be a college graduate, 45.4% more likely to work full-time, 14.6% more likely to be married, 53.7% more likely to be a parent of 1 or more children under 18.

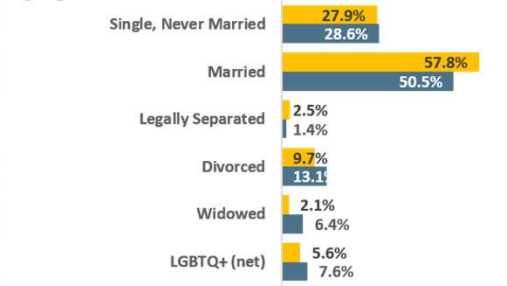
Education Levels: Adults 18 or older



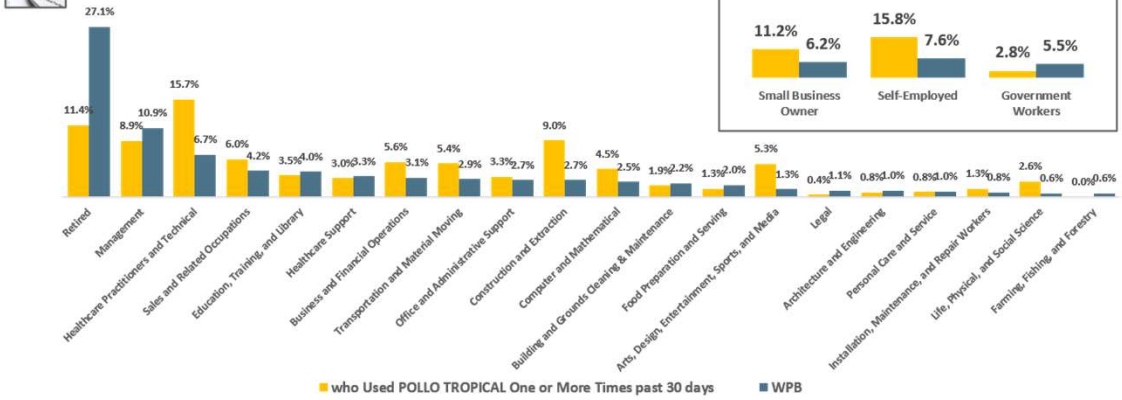
Employment: Adults 18 or older



Marital Status: Adults 18 or older

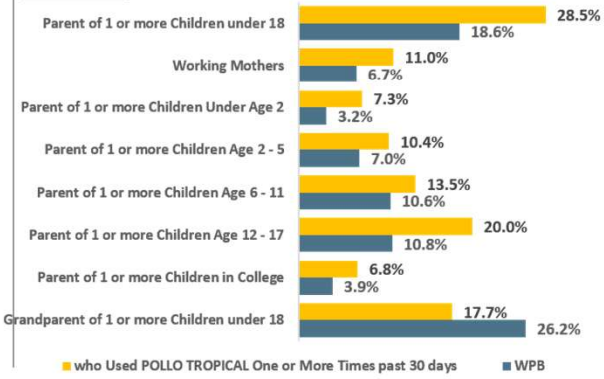


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

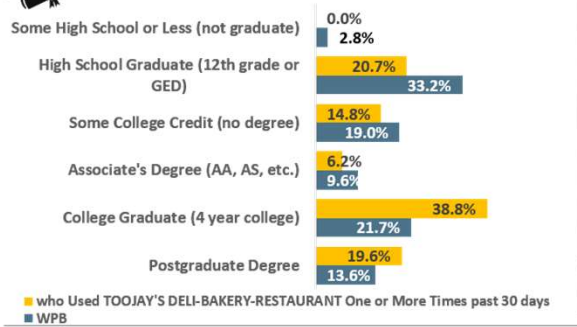


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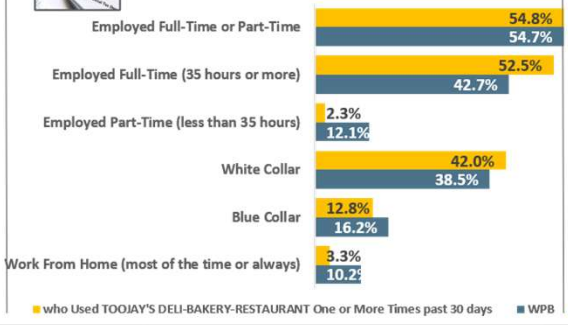
Quick service restaurants used past 30 days: Pollo Tropical

2.8% or 55,310 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More... Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days are 65.4% more likely to be a college graduate, 22.9% more likely to work full-time, 38.4% more likely to be married, 68.1% less likely to be a parent of 1 or more

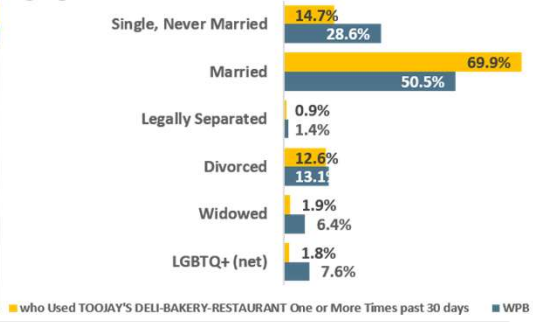
Education Levels: Adults 18 or older



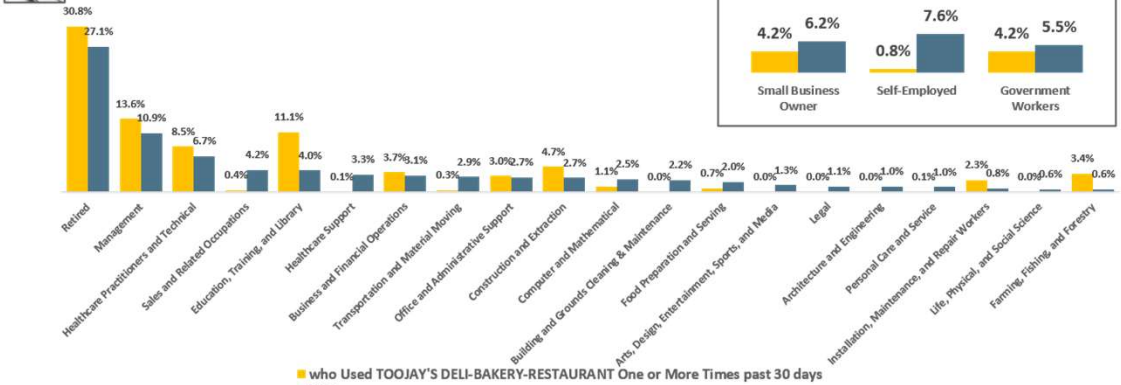
Employment: Adults 18 or older



Marital Status: Adults 18 or older

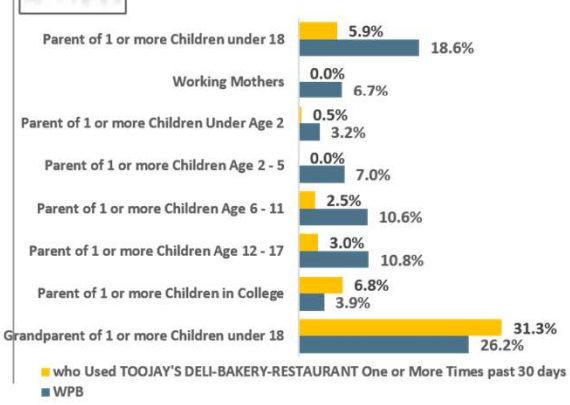


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

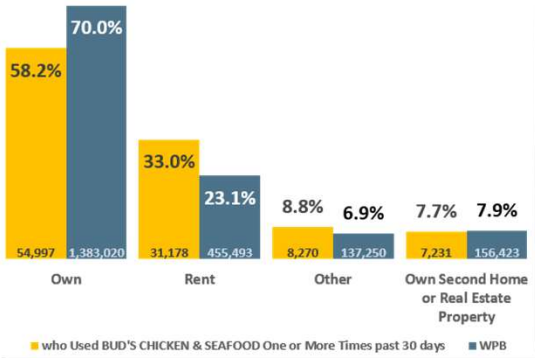


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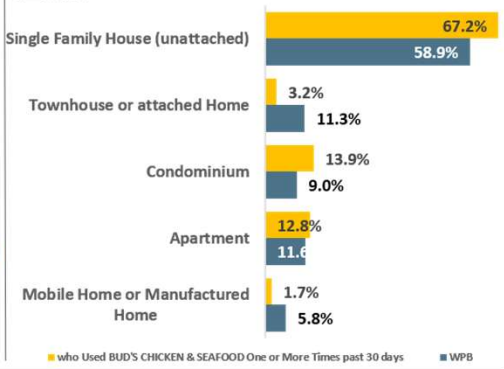
Sit-down restaurants used past 30 days: Too Jay's

4.8% or 94,445 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD One or More Times past 30... Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days are 16.8% less likely to own their home, 11.6% more likely to own a lower valued home, 14.% more likely to have a single-family home, 5.3% less likely to have a dog.

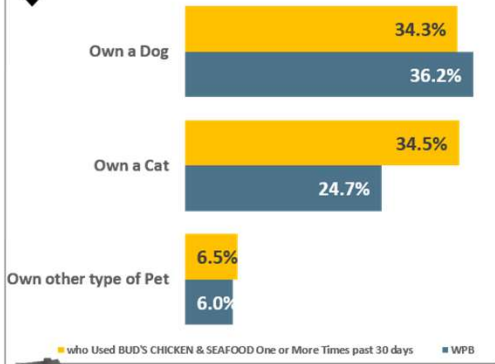
Own/Rent/Other: Adults 18 or older



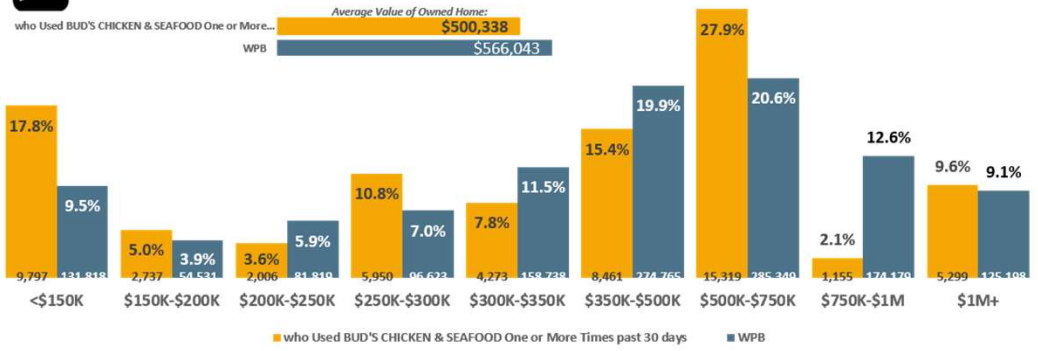
Type of Home: Adults 18 or older



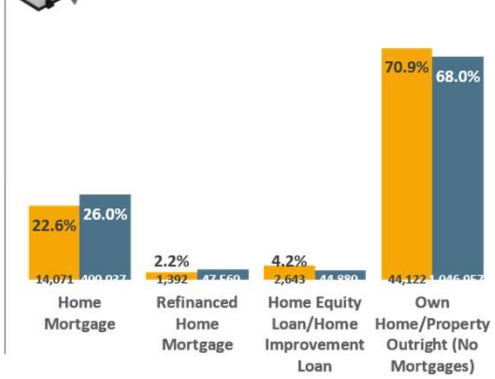
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

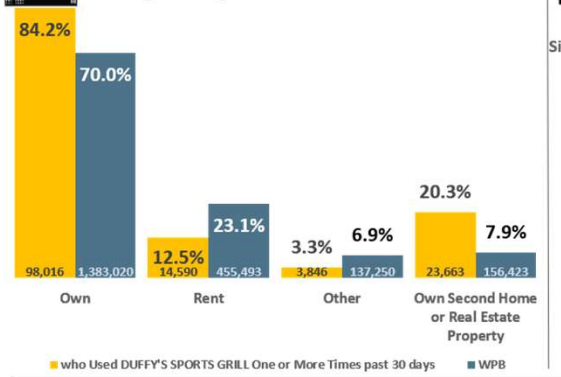
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

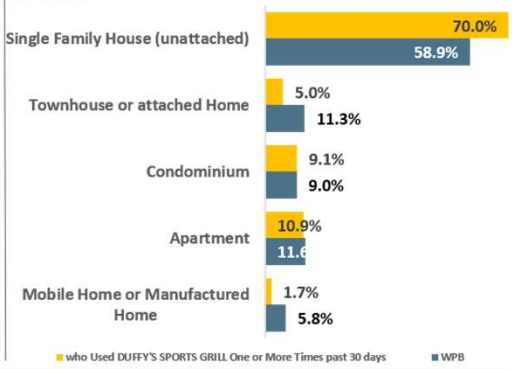
DUFFY'S SPORTS GRILL WPB

5.9% or 116,452 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL One or More Times past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days are 20.2% more likely to own their home, 21.8% more likely to own a higher valued home, 18.8% more likely to have a single-family home, 3.2% less likely to have a dog.

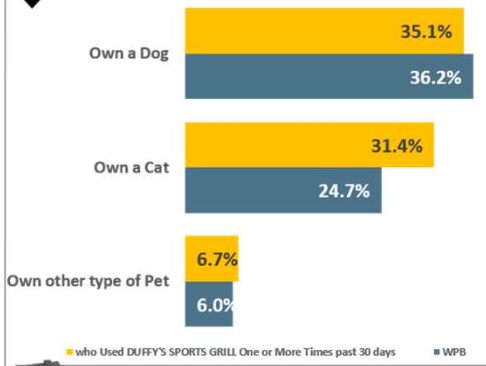
Own/Rent/Other: Adults 18 or older



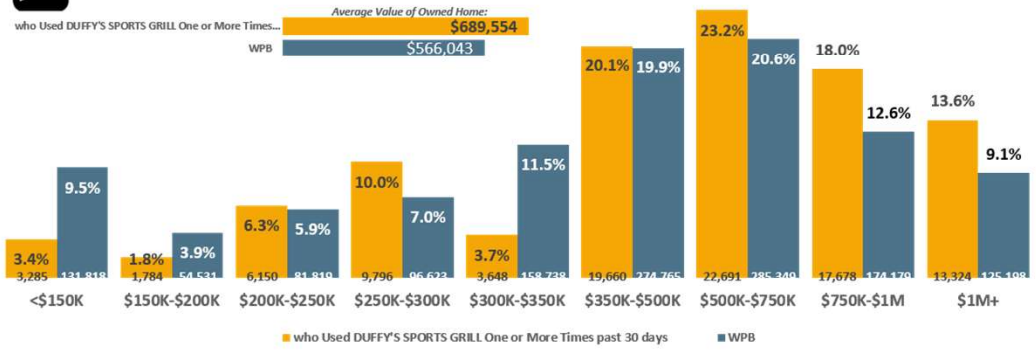
Type of Home: Adults 18 or older



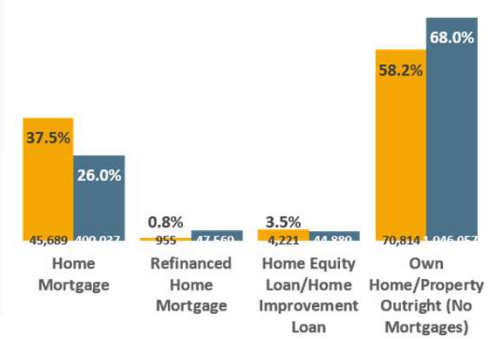
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

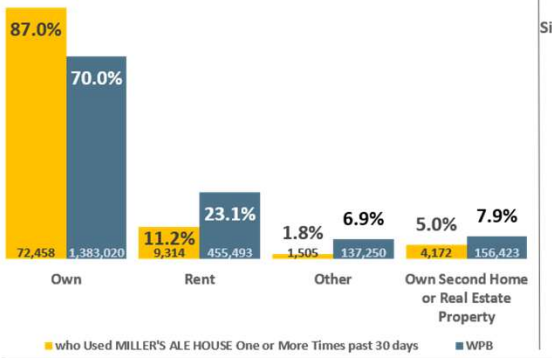
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Sit-down restaurants used past 30 days: Duffy's

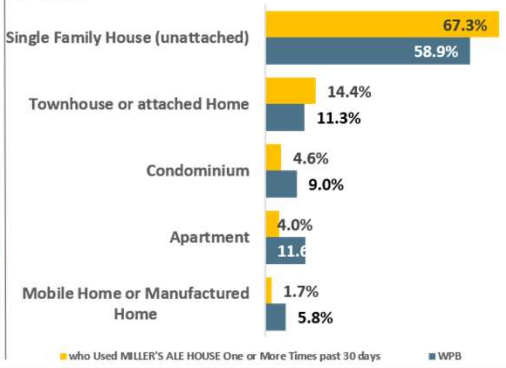
MILLER'S ALE·HOUSE WPB

4.2% or 83,277 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE One or More Times past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days are 24.3% more likely to own their home, 15.5% more likely to own a higher valued home, 14.1% more likely to have a single-family home, 30.4% more likely to have a dog.

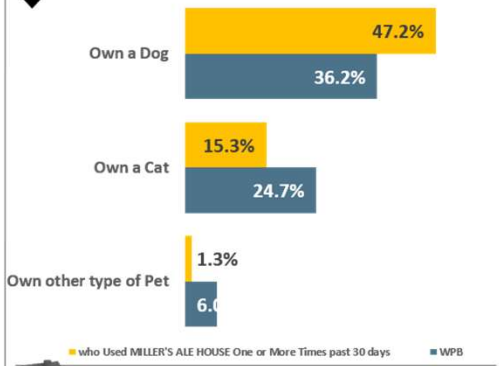
Own/Rent/Other: Adults 18 or older



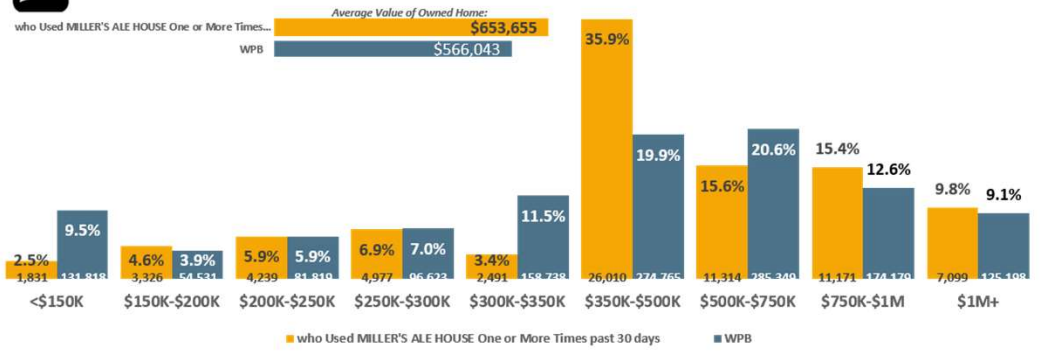
Type of Home: Adults 18 or older



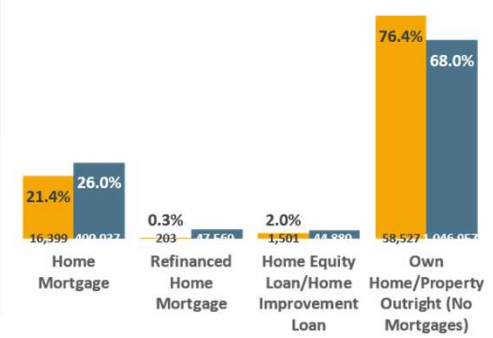
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

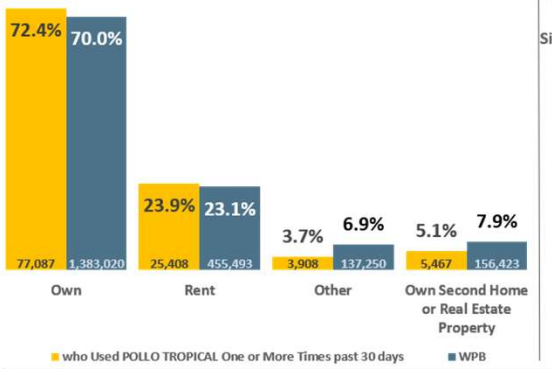
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Sit-down restaurants used past 30 days: Ale House

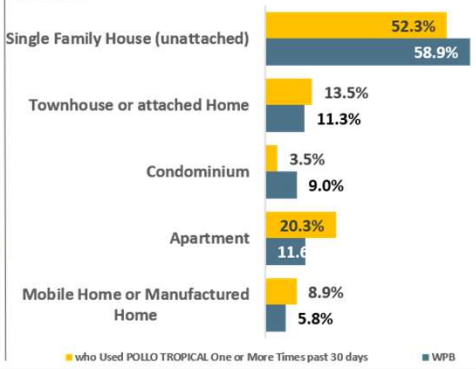
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

5.4% or 106,403 of WPB DMA Adults 18 or older Used POLLO TROPICAL One or More Times past 30 days. Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days are 3.5% more likely to own their home, 10.% more likely to own a lower valued home, 11.2% less likely to have a single-family home, 2.2% more likely to have a dog.

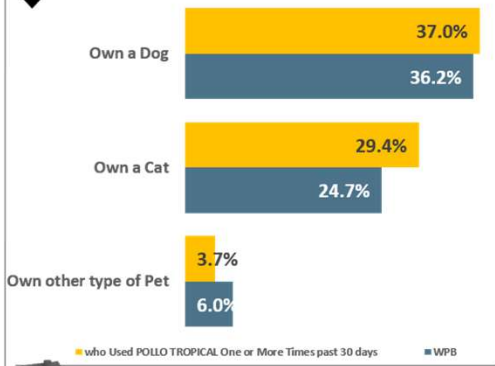
Own/Rent/Other: Adults 18 or older



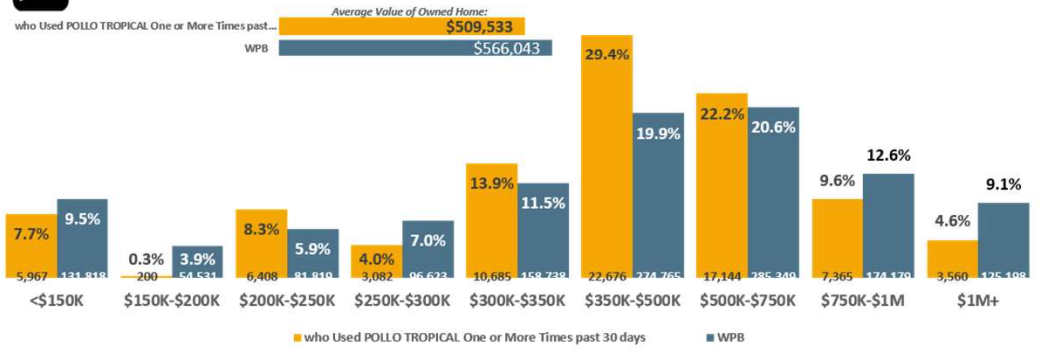
Type of Home: Adults 18 or older



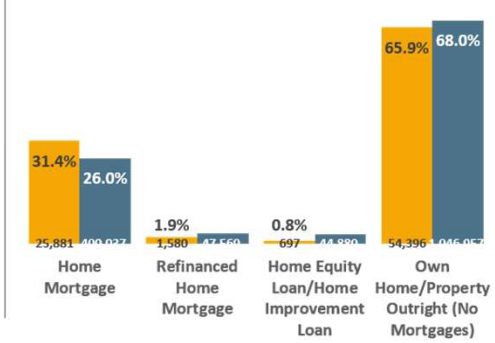
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



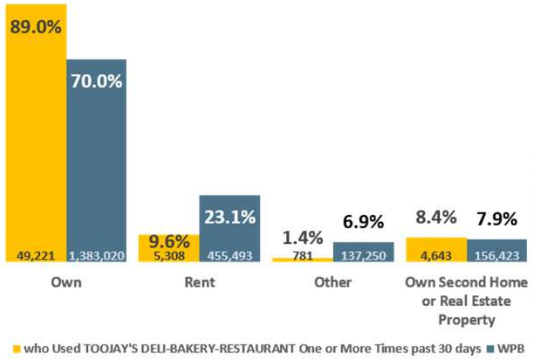
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

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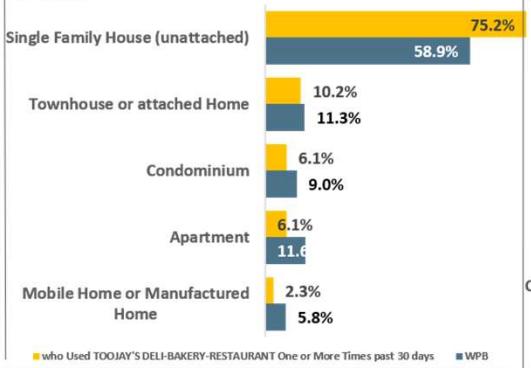
Quick service restaurants used past 30 days: Pollo Tropical

2.8% or 55,310 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times...
Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days are 27.1% more likely to own their home, 30.1% more likely to own a higher valued home, 27.7% more likely to have a single-family home, 6.8% more likely to have a d

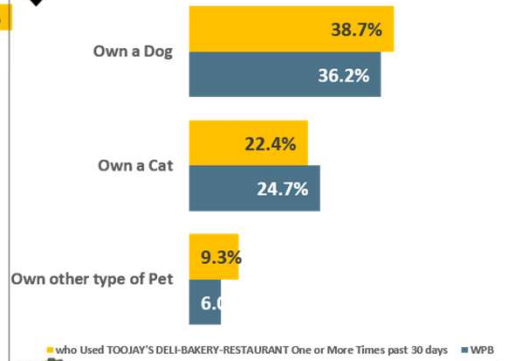
Own/Rent/Other: Adults 18 or older



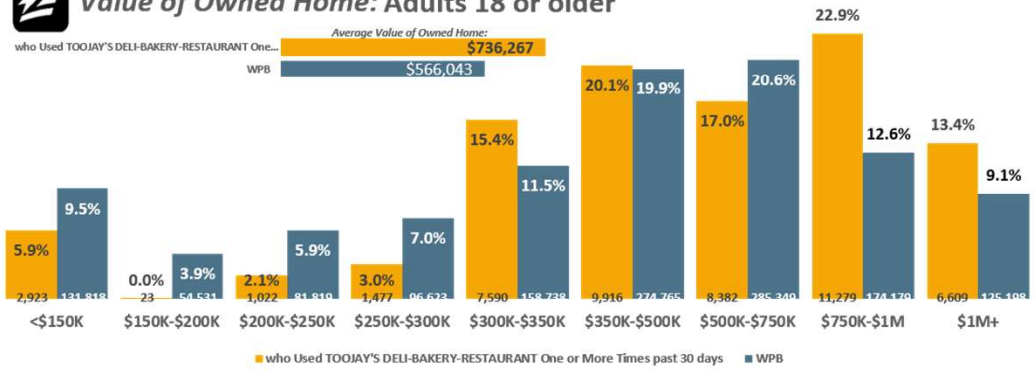
Type of Home: Adults 18 or older



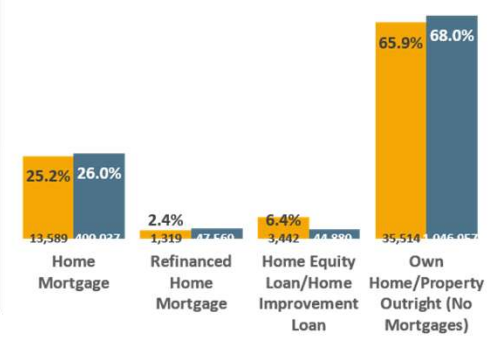
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



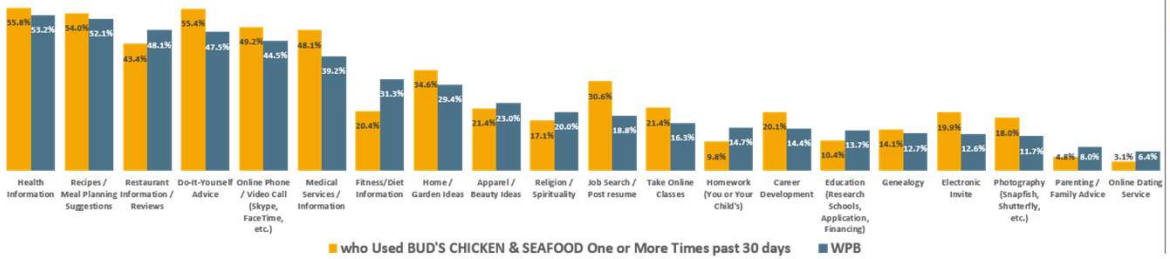
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

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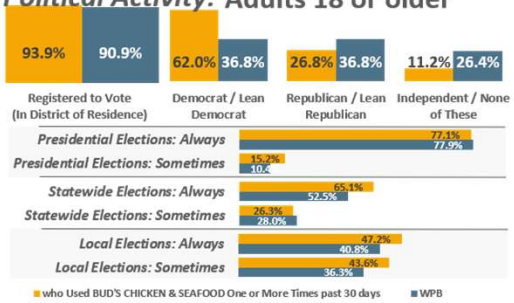
Sit-down restaurants used past 30 days: Too Jay's

4.8% or 94,445 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD One or More Times past 30... Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days are 16.7% more likely to look up D-I-Y advice online, 15.6% more likely to always vote in local elections, 41.6% less likely to belong to a gym, .5% less likely to fly dome

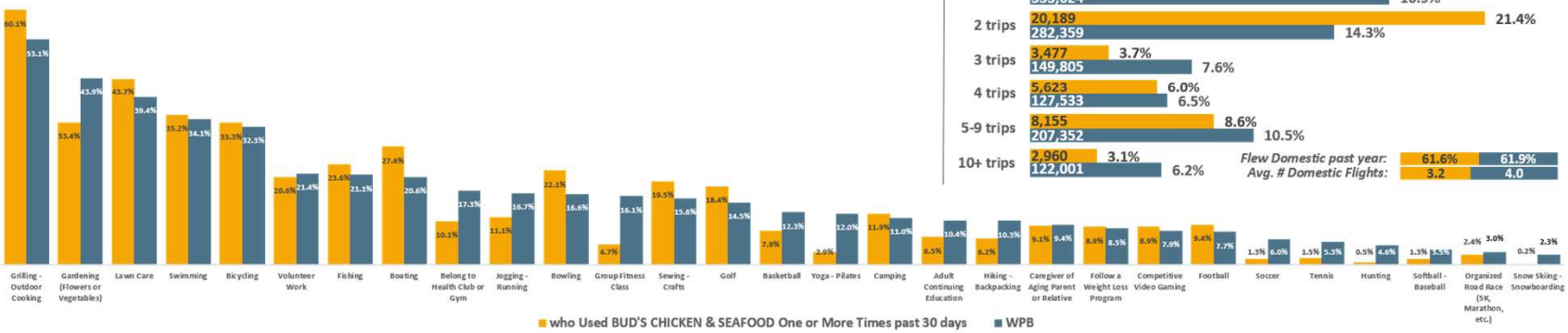
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

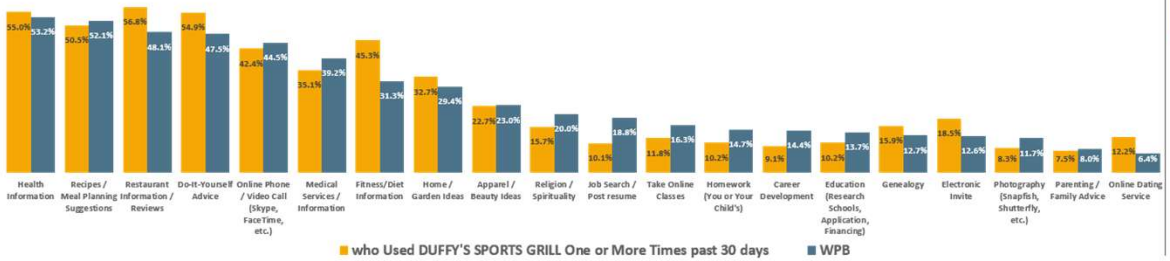
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

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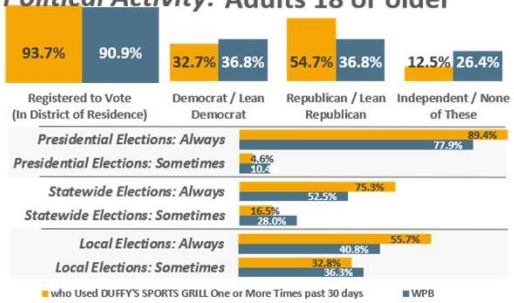
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

5.9% or 116,452 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL One or More Times past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days are 15.7% more likely to look up D-I-Y advice online, 36.3% more likely to always vote in local elections, 29.5% more likely to belong to a gym, 14.9% more likely to fly domes

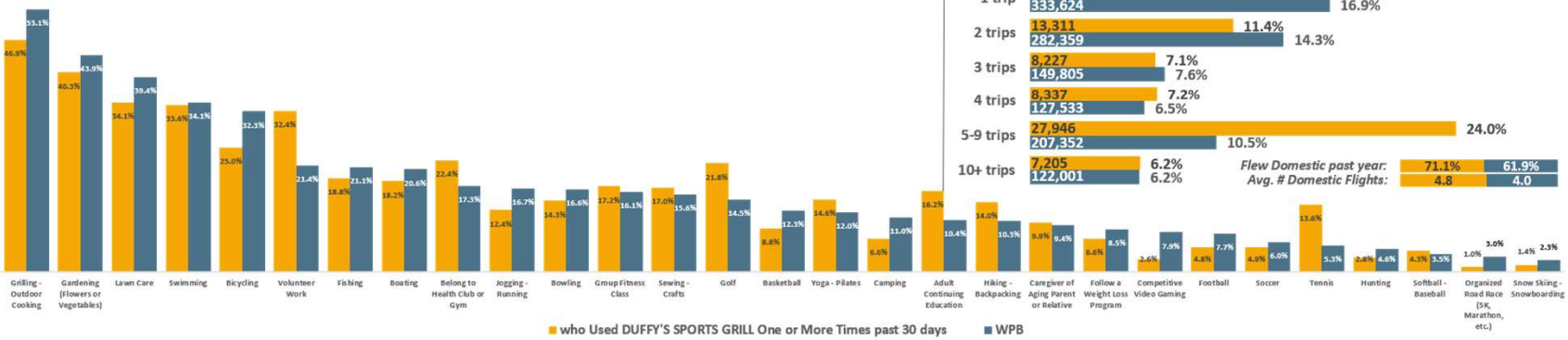
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



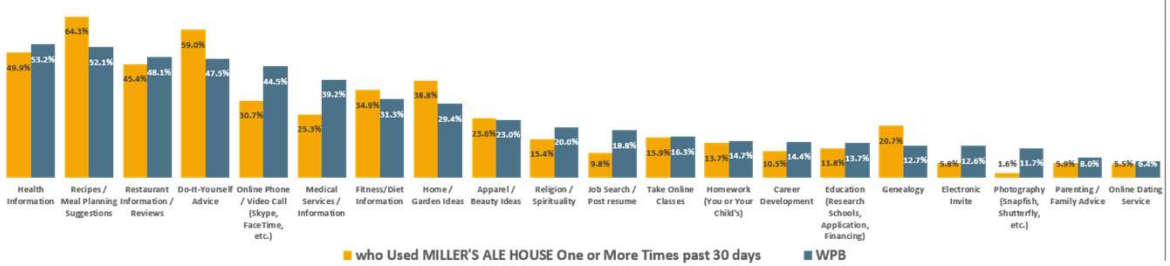
Past 12-months Domestic Airline Trips: Adults 18 or older

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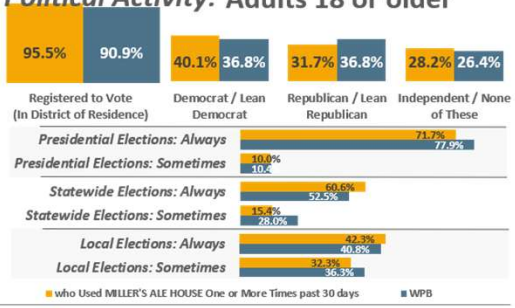
Sit-down restaurants used past 30 days: Duffy's

4.2% or 83,277 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE One or More Times past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days are 24.2% more likely to look up D-I-Y advice online, 3.5% more likely to always vote in local elections, 50.4% more likely to belong to a gym, 5.2% more likely to fly domestic

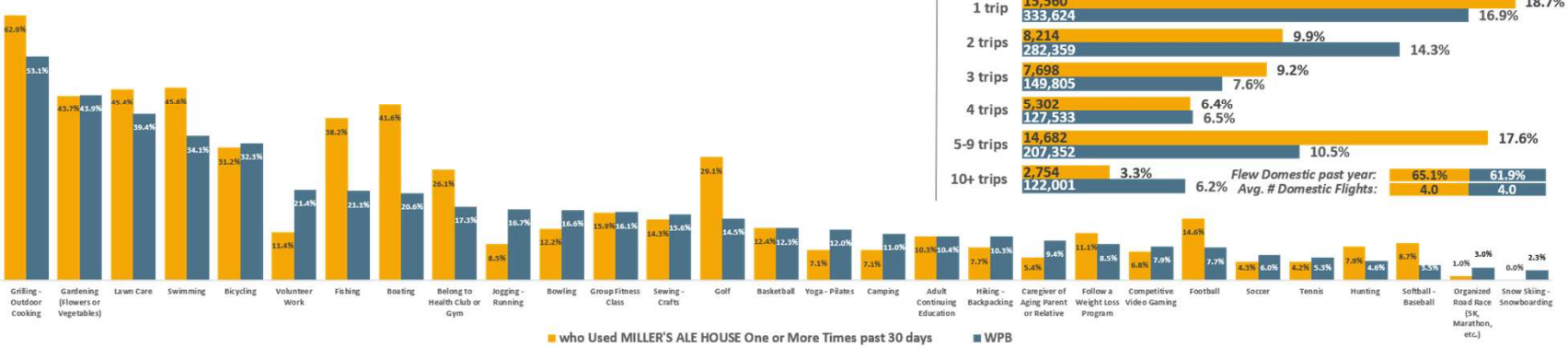
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



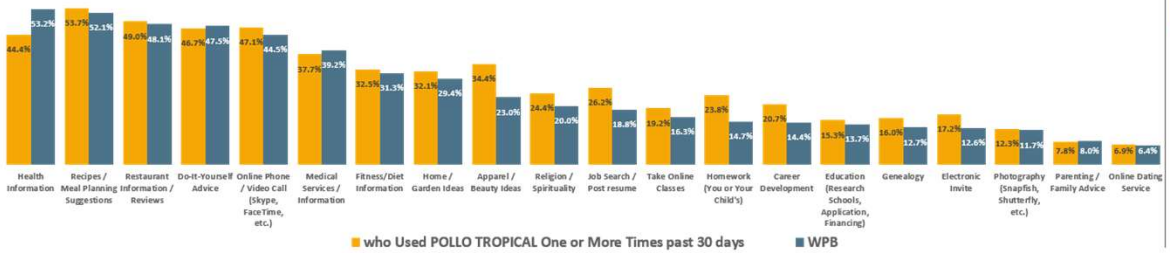
Past 12-months Domestic Airline Trips: Adults 18 or older

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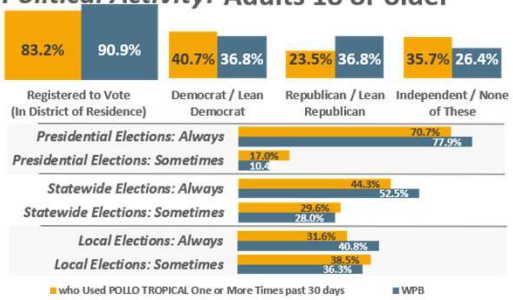
Sit-down restaurants used past 30 days: Ale House

5.4% or 106,403 of WPB DMA Adults 18 or older Used POLLO TROPICAL One or More Times past 30 days. Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days are 1.7% less likely to look up D-I-Y advice online, 22.6% less likely to always vote in local elections, 38.4% more likely to belong to a gym, 13.4% more likely to fly domestic pas

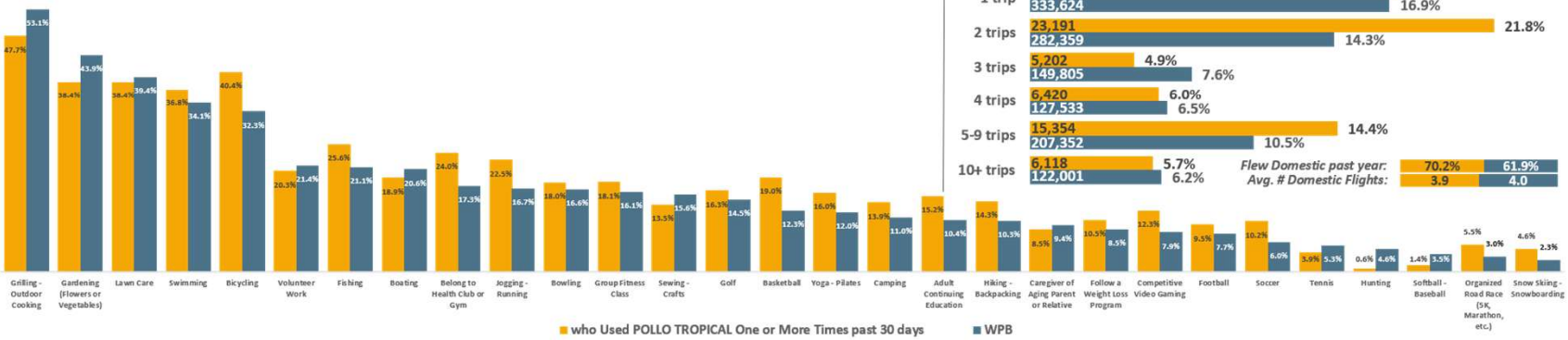
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

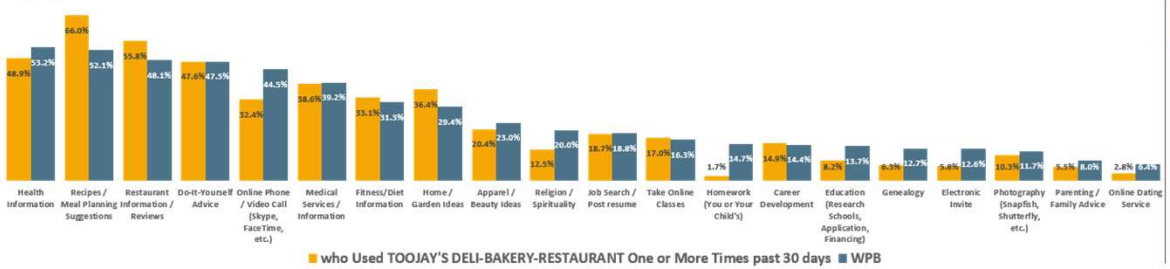
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

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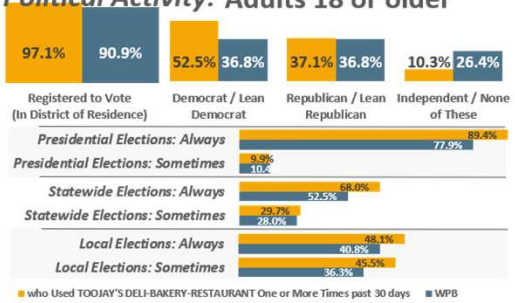
Quick service restaurants used past 30 days: Pollo Tropical

2.8% or 55,310 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More… Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days are .2% more likely to look up D-I-Y advice online, 17.7% more likely to always vote in local elections, 8.5% more likely to belong to a gym, 11.2% more likely to f

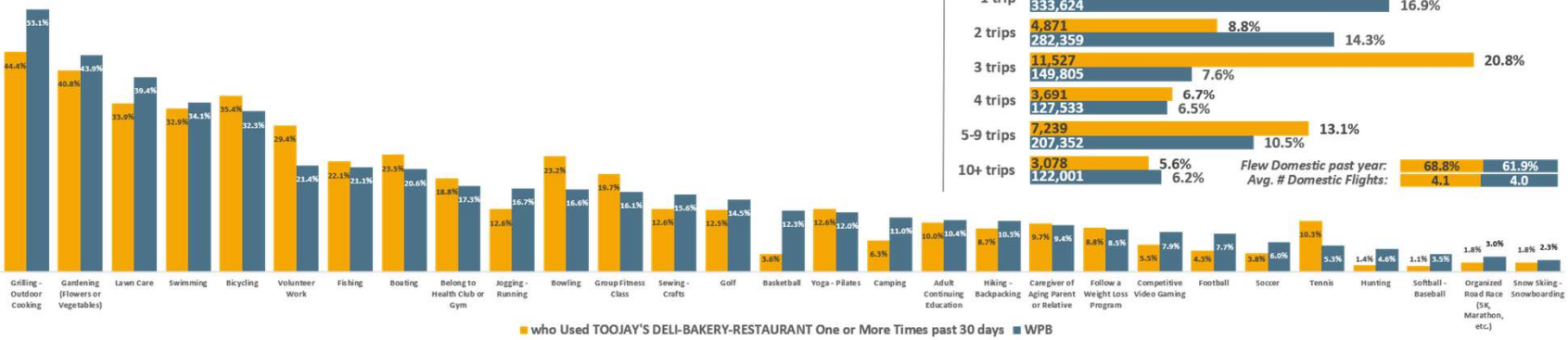
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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Sit-down restaurants used past 30 days: Too Jay's

Bud's CHICKEN & SEAFOOD — WPB

4.8% or 94,445 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days are 25.8% more likely to use QSRs past mo., 9.6% more likely to use Sit-Down Restaurants past mo., 12.2% more likely to use Casinos past yr., 23.6% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 94,445 | 79.5% 1,570,004

Avg. Monthly QSR Meals: 7.5 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 79.1% 74,710 | 72.1% 1,425,366

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

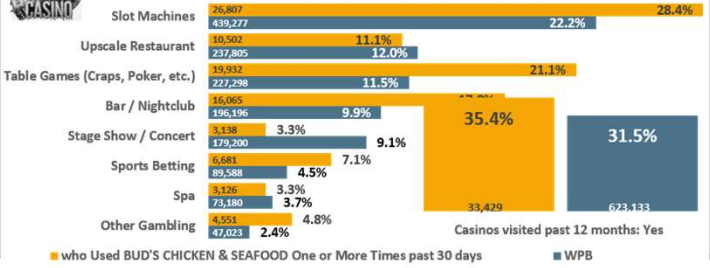
who Used BUD'S CHICKEN & SEAFOOD One or More...	35,099	37.2%
WPB	422,952	21.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

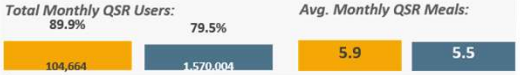
DUFFY'S SPORTS GRILL WPB

5.9% or 116,452 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL One or More Times past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days are 13.1% more likely to use QSRs past mo., 38.6% more likely to use Sit-Down Restaurants past mo., 89.7% more likely to use Casinos past yr., 32.6% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

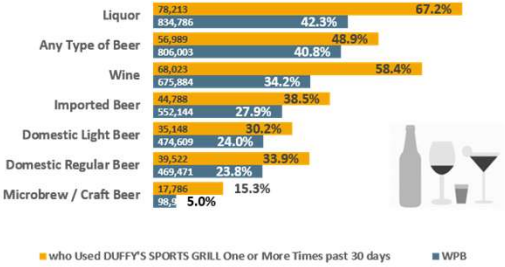
(Sit-Down Restaurants Used Past 30-days)



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

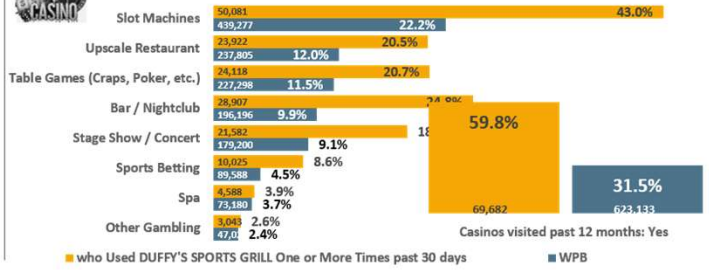


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

4.2% or 83,277 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE One or More Times past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days are .4% more likely to use QSRs past mo., 38.6% more likely to use Sit-Down Restaurants past mo., 88.2% more likely to use Casinos past yr., 53.8% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

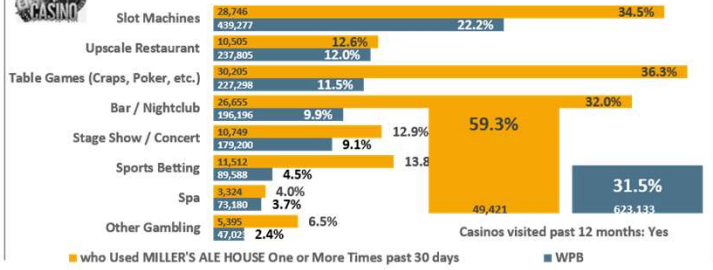
who Used MILLER'S ALE HOUSE One or More Times...	19,510	23.4%
WPB	422,952	21.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

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Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN WPB

5.4% or 106,403 of WPB DMA Adults 18 or older Used POLLO TROPICAL One or More Times past 30 days. Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days are 25.8% more likely to use QSRs past mo., 23.2% more likely to use Sit-Down Restaurants past mo., 25.6% more likely to use Casinos past yr., 8.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



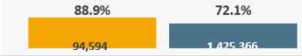
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

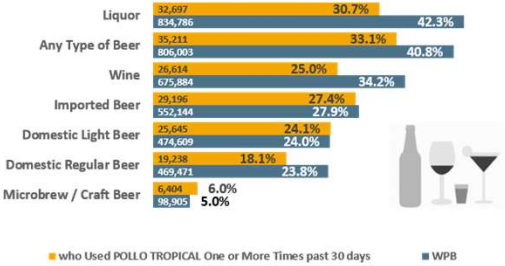
(Sit-Down Restaurants Used Past 30-days)



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

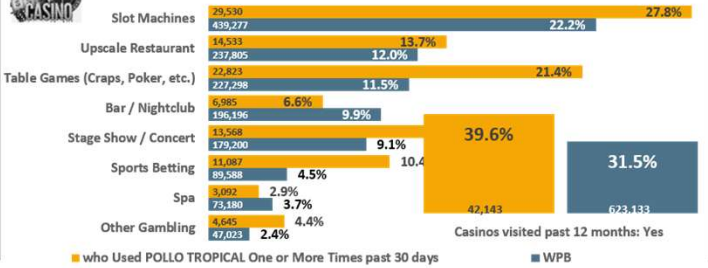


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

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Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI · BAKERY · RESTAURANT

WPB

2.8% or 55,310 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past...
Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days are 20.% more likely to use QSRs past mo., 38.6% more likely to use Sit-Down Restaurants past mo., 22.2% more likely to use Casinos past yr., 24.2% more likely to s

Past 30-days QSR Users: Adults 18 or older



	who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
1 time	0.9%	10.4%
2 times	17.2%	11.8%
3 times	3.9%	10.0%
4 times	15.4%	11.7%
5 times	17.5%	10.2%
6 - 9 times	19.5%	13.9%
10 times or more	20.9%	11.4%

Total Monthly QSR Users:

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
95.3%	79.5%
52,728	1,570,004

Avg. Monthly QSR Meals:

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
6.9	5.5

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



	who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
1 time	0.0%	15.0%
2 times	17.1%	14.5%
3 times	13.2%	11.1%
4 times	6.2%	10.5%
5 times	11.4%	6.3%
6 - 9 times	24.0%	8.6%
10 times or more	28.1%	6.2%

Total Monthly Sit-Down Restaurant Users:

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
100.0%	72.1%
55,310	1,425,366

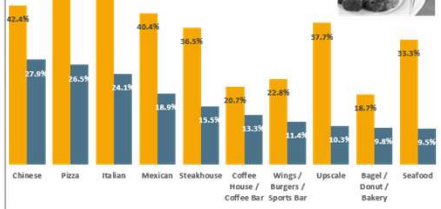
Avg. Monthly Sit-Down Restaurant Meals:

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
7.6	4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days ■ WPB

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

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or...	17,341	31.4%
WPB	422,952	21.4%

Drank Past 30-days: Adults 18 or older



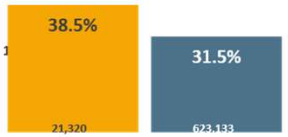
	who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
Liquor	29,586 53.5%	834,786 42.3%
Any Type of Beer	20,999 38.0%	806,003 40.8%
Wine	15,573 28.2%	675,884 34.2%
Imported Beer	12,450 22.5%	552,144 27.9%
Domestic Light Beer	15,904 28.8%	474,609 24.0%
Domestic Regular Beer	12,636 22.8%	469,471 23.8%
Microbrew / Craft Beer	4,652 8.4%	98,90 5.0%

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days ■ WPB

Past 12 months Casino Activities: Adults 18 or older



	who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days	WPB
Slot Machines	18,987 34.3%	439,277 22.2%
Upscale Restaurant	9,906 17.9%	237,805 12.0%
Table Games (Craps, Poker, etc.)	6,747 12.2%	227,298 11.5%
Bar / Nightclub	5,696 10.3%	196,196 9.9%
Stage Show / Concert	8,461	179,200 9.1%
Sports Betting	4,101 7.4%	89,588 4.5%
Spa	2,909 5.3%	73,180 3.7%
Other Gambling	1,090 2.0%	47,02 2.4%

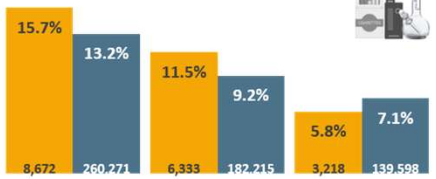


Casinos visited past 12 months: Yes

who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days ■ WPB

Used Past 30-days: Adults 18 or older





who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days ■ WPB

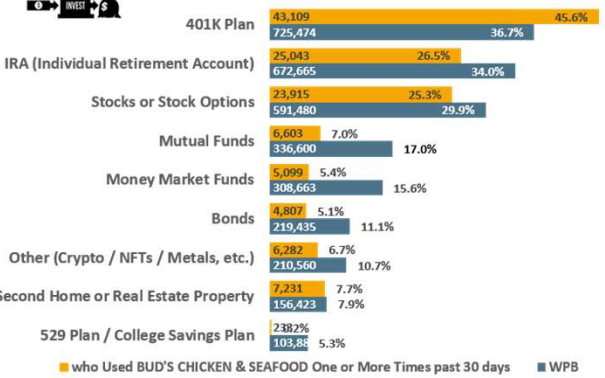
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Sit-down restaurants used past 30 days: Too Jay's

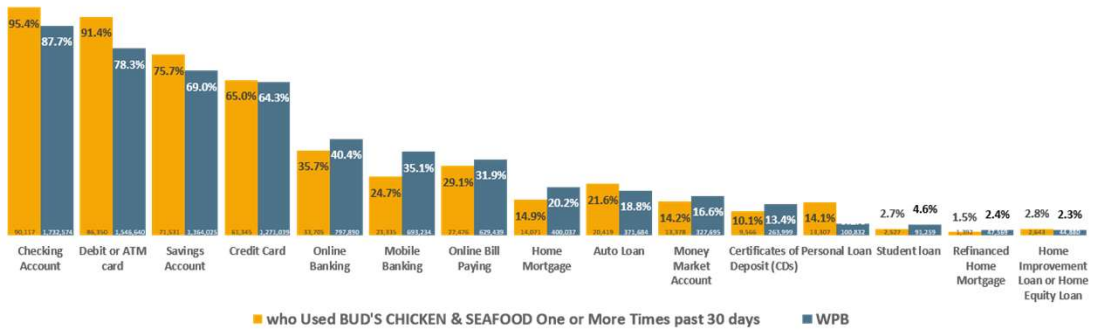
WPB

4.8% or 94,445 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD One or More Times past 30...
Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days are 24.3% more likely to have a 401K, 14.9% more likely to have an Auto Loan, 43.5% less likely to Invest/Trade Stocks Online, 36.8% more likely to pay with their Debit Car

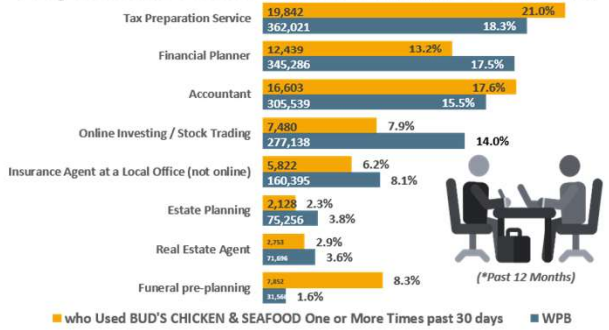
Investments Owned: Adults 18 or older



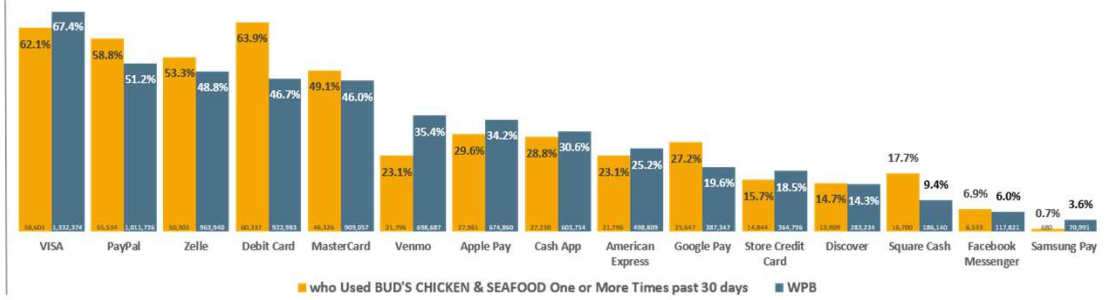
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

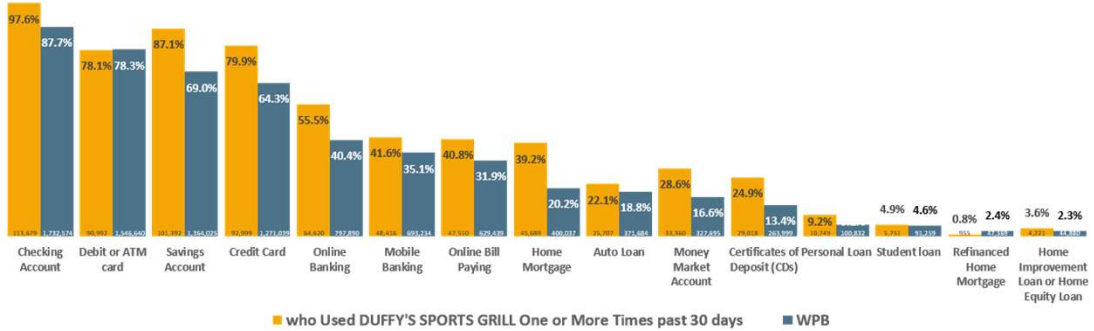
DUFFY'S SPORTS GRILL WPB

5.9% or 116,452 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL One or More Times past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days are 32.5% more likely to have a 401K, 17.3% more likely to have an Auto Loan, 71.% more likely to Invest/Trade Stocks Online, .% less likely to pay with their Debit Card.

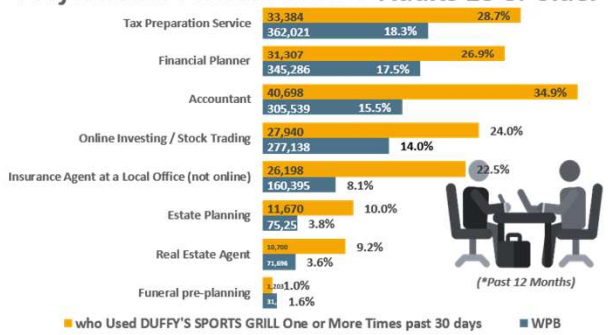
Investments Owned: Adults 18 or older



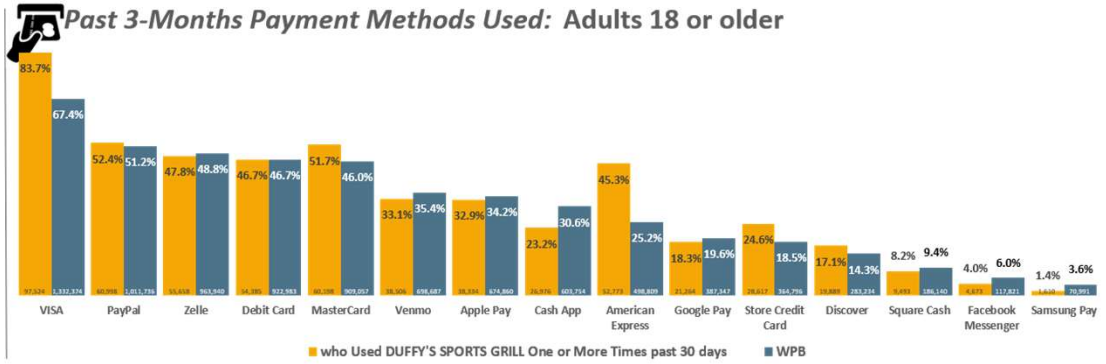
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

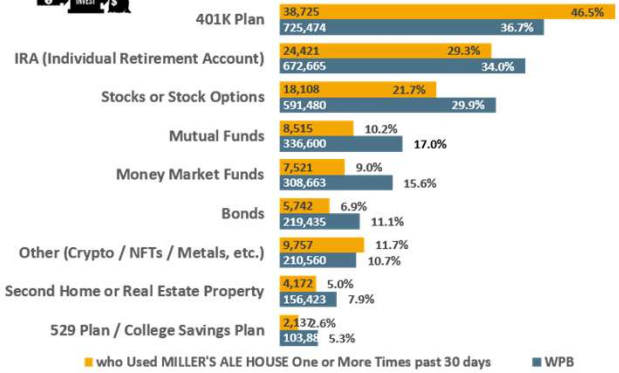
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Sit-down restaurants used past 30 days: Duffy's

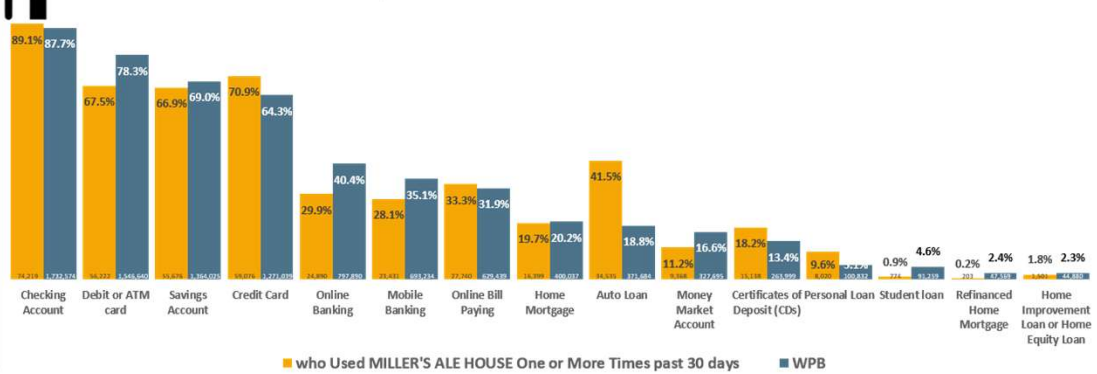
MILLER'S ALE·HOUSE WPB

4.2% or 83,277 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE One or More Times past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days are 26.6% more likely to have a 401K, 120.4% more likely to have an Auto Loan, 37.% less likely to Invest/Trade Stocks Online, 29.3% less likely to pay with their Debit Card.

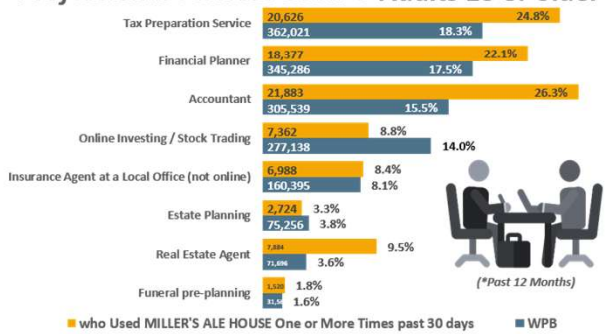
Investments Owned: Adults 18 or older



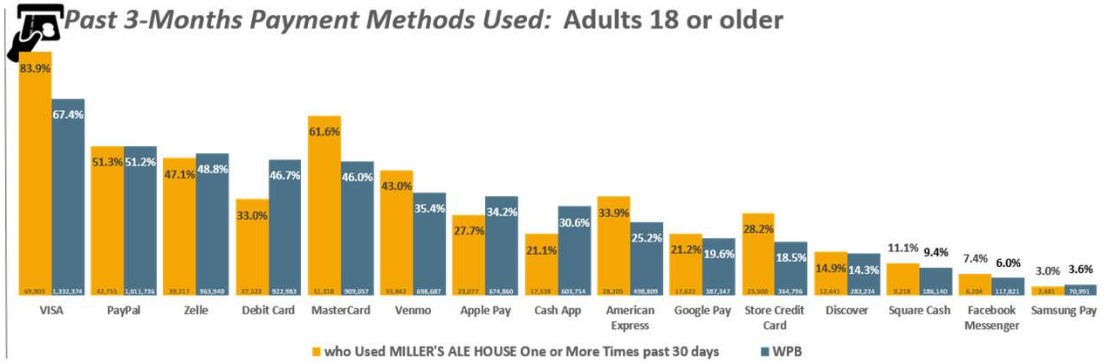
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



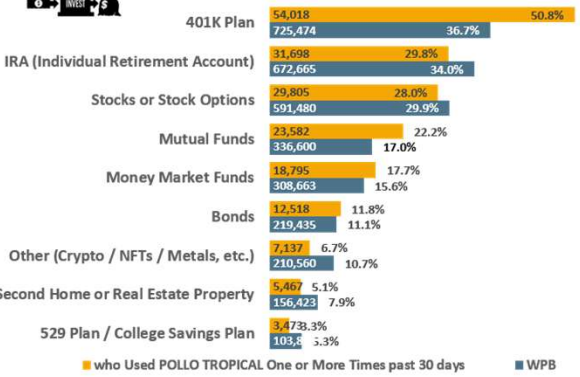
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Sit-down restaurants used past 30 days: Ale House

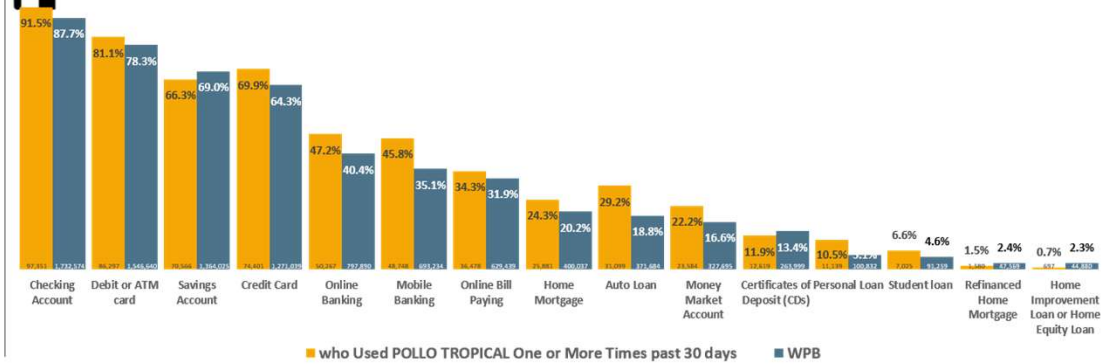
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

5.4% or 106,403 of WPB DMA Adults 18 or older Used POLLO TROPICAL One or More Times past 30 days. Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days are 38.3% more likely to have a 401K, 55.4% more likely to have an Auto Loan, 17.6% less likely to Invest/Trade Stocks Online, 3.9% more likely to pay with their Debit Card.

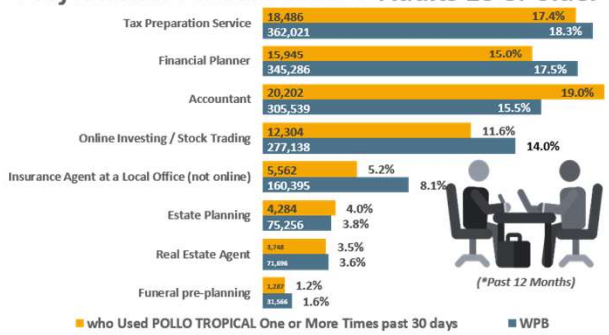
Investments Owned: Adults 18 or older



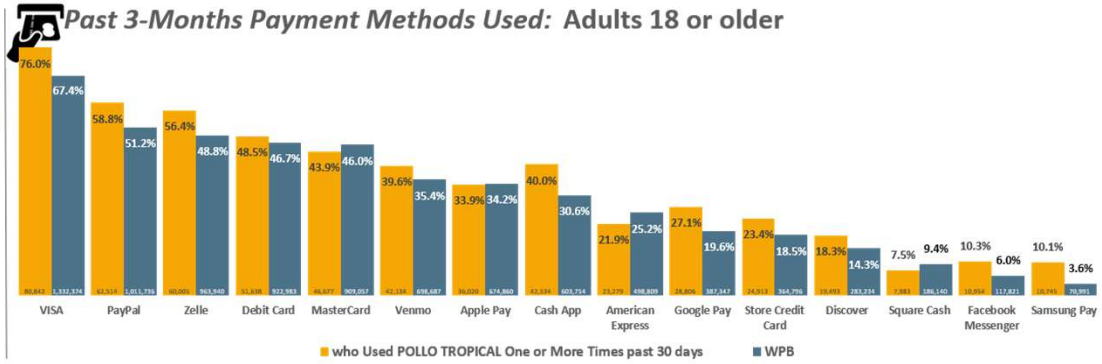
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



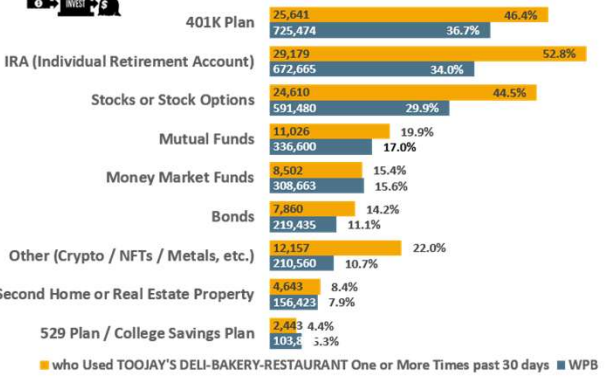
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

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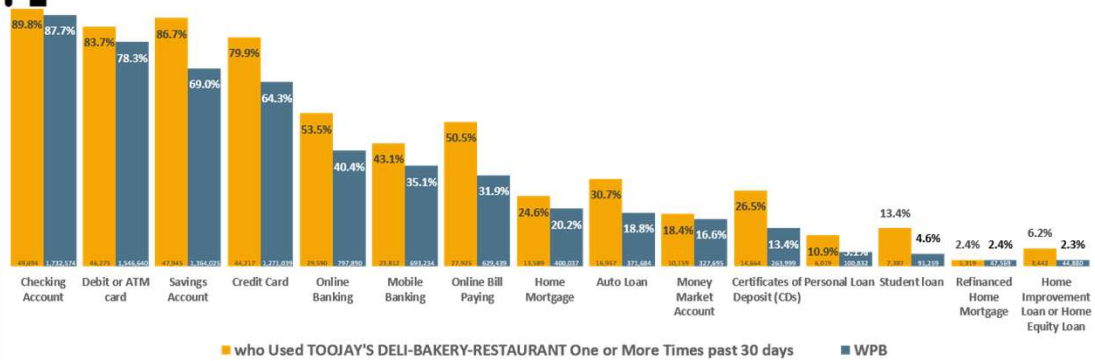
Quick service restaurants used past 30 days: Pollo Tropical

2.8% or 55,310 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More...
Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days are 26.3% more likely to have a 401K, 63.% more likely to have an Auto Loan, 99.9% more likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debi

Investments Owned: Adults 18 or older



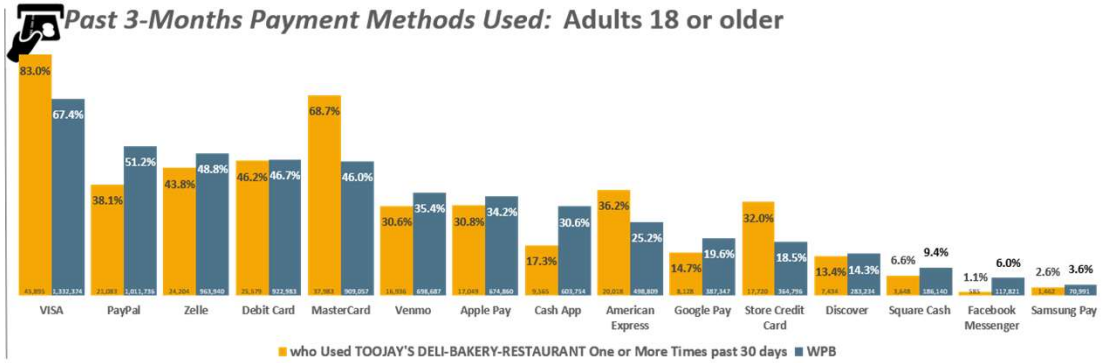
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

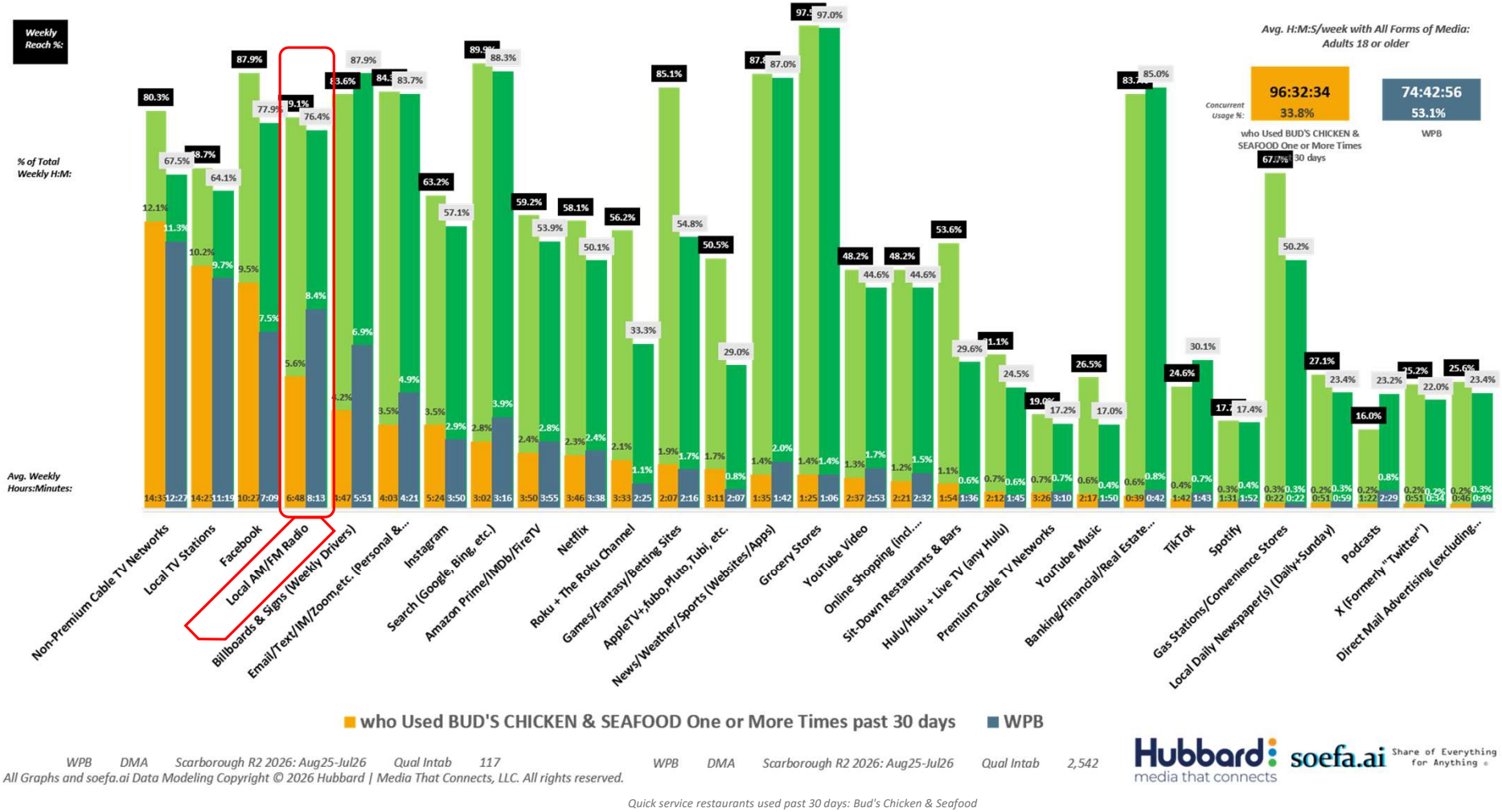


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Sit-down restaurants used past 30 days: Too Jay's

Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an average of 4 days, 0 hours, 32 minutes and 34 seconds each week with All Forms of Media.

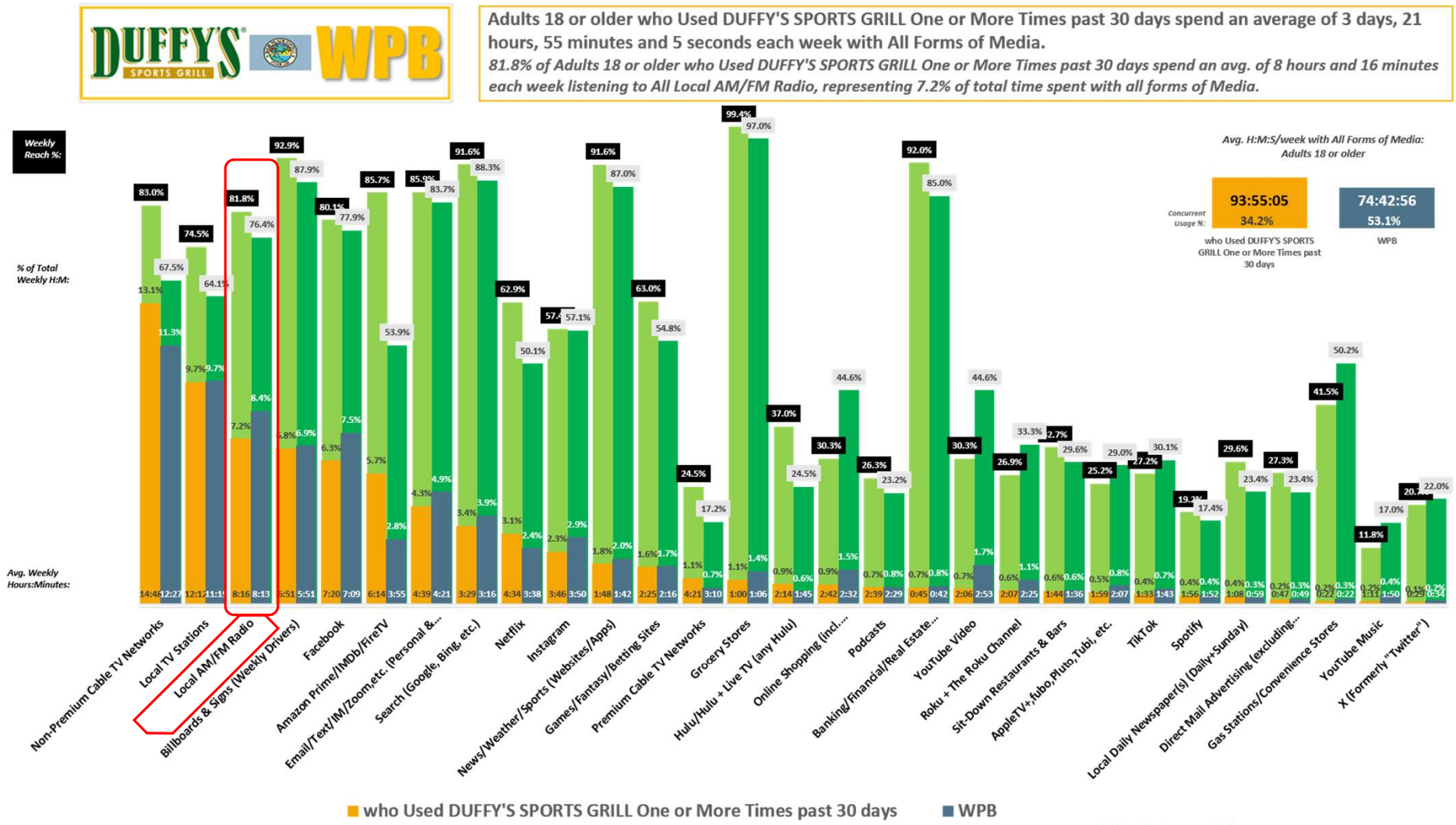
79.1% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an avg. of 6 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 5.6% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117 *WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542*

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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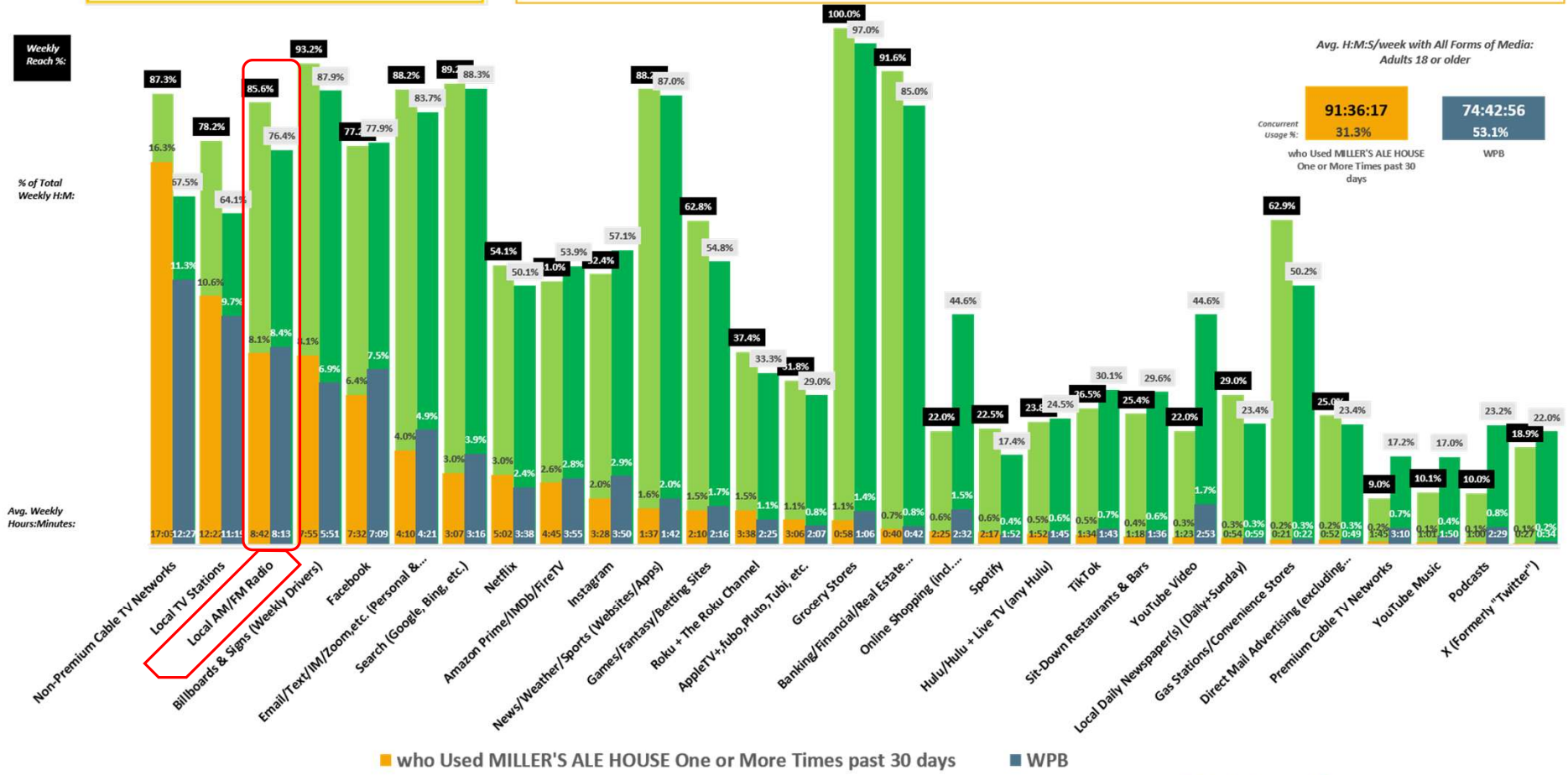
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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an average of 3 days, 19 hours, 36 minutes and 17 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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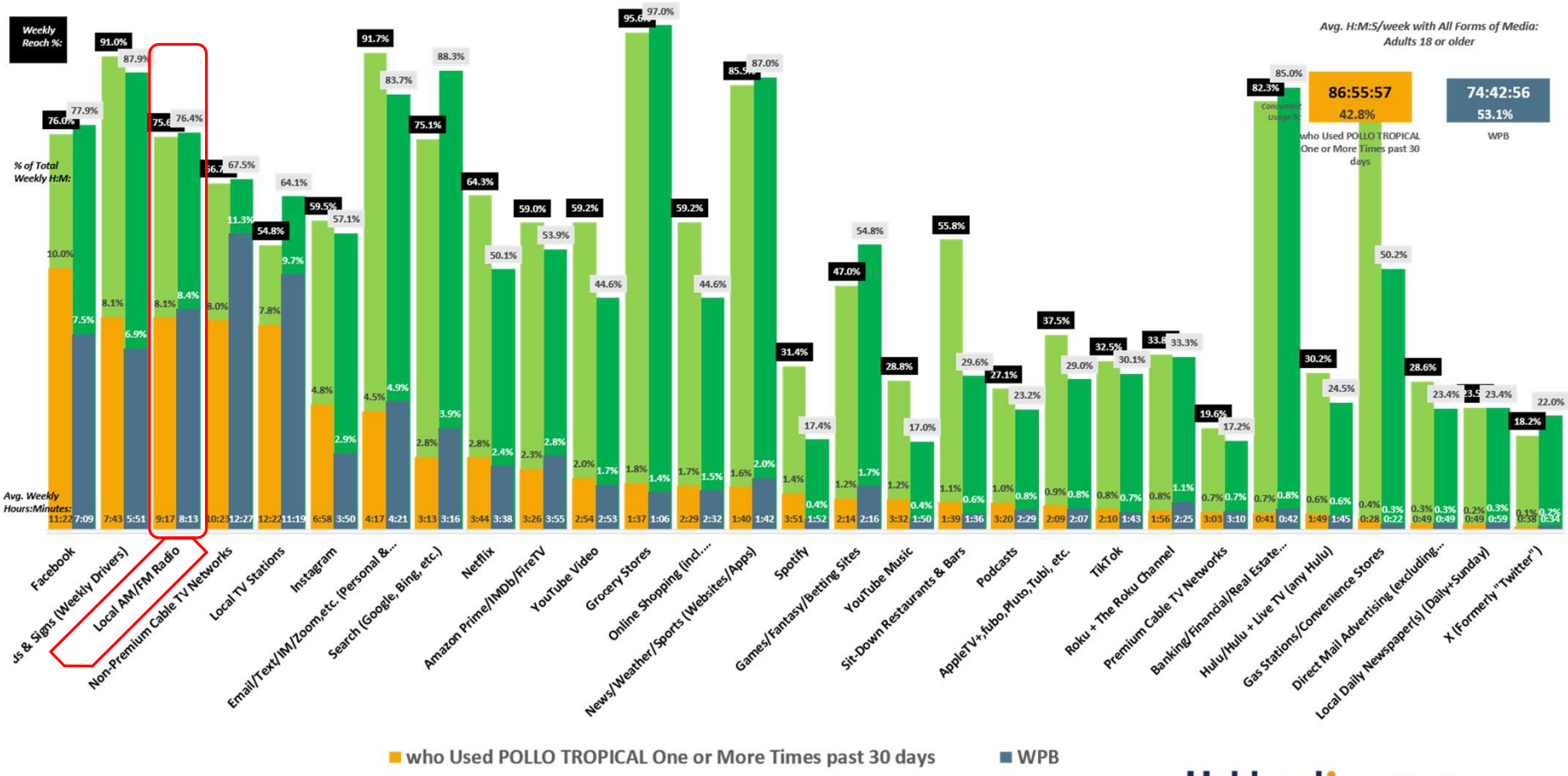
Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN

WPB

Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an average of 3 days, 14 hours, 55 minutes and 57 seconds each week with All Forms of Media.

75.6% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

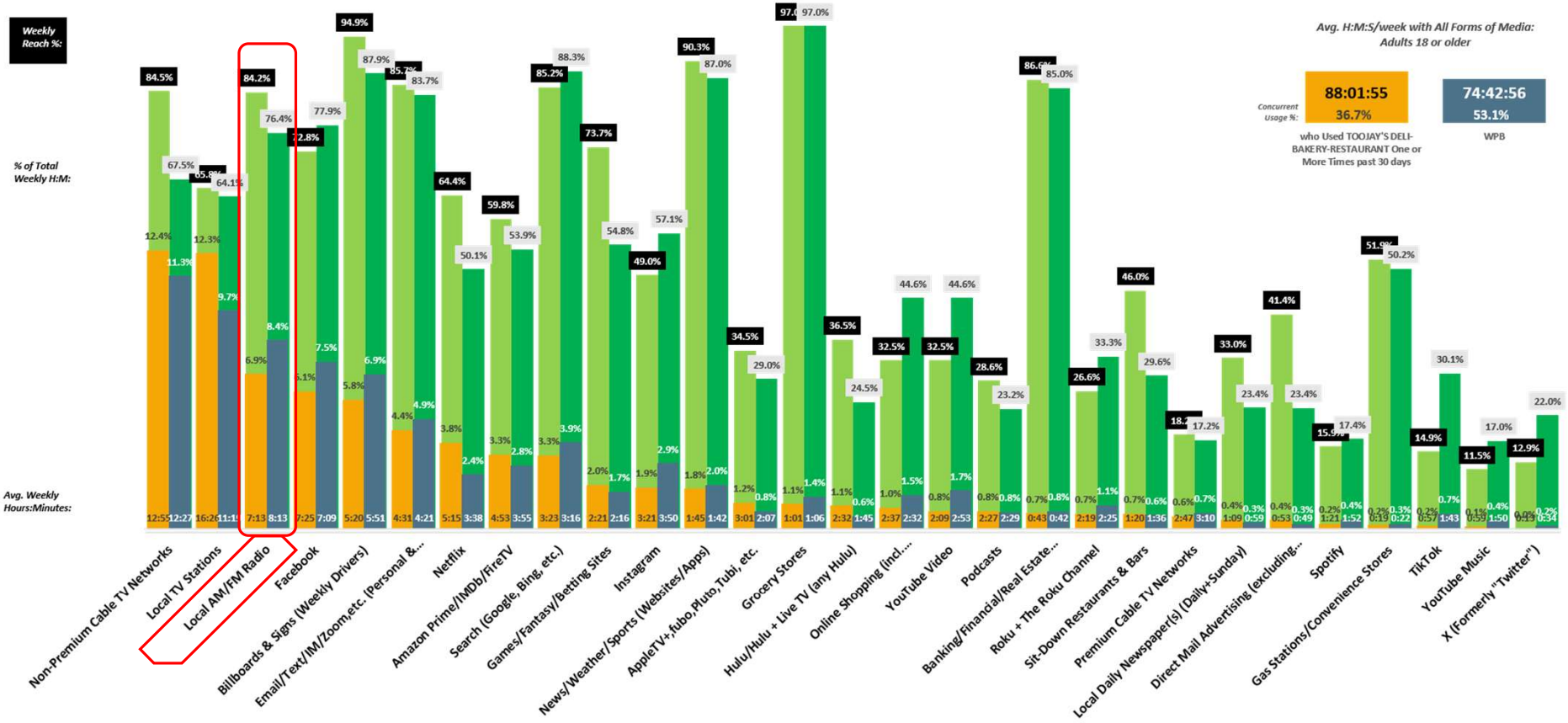
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Quick service restaurants used past 30 days: Pollo Tropical

Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days spend an average of 3 days, 16 hours, 1 minutes and 55 seconds each week with All Forms of Media.

84.2% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



■ who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

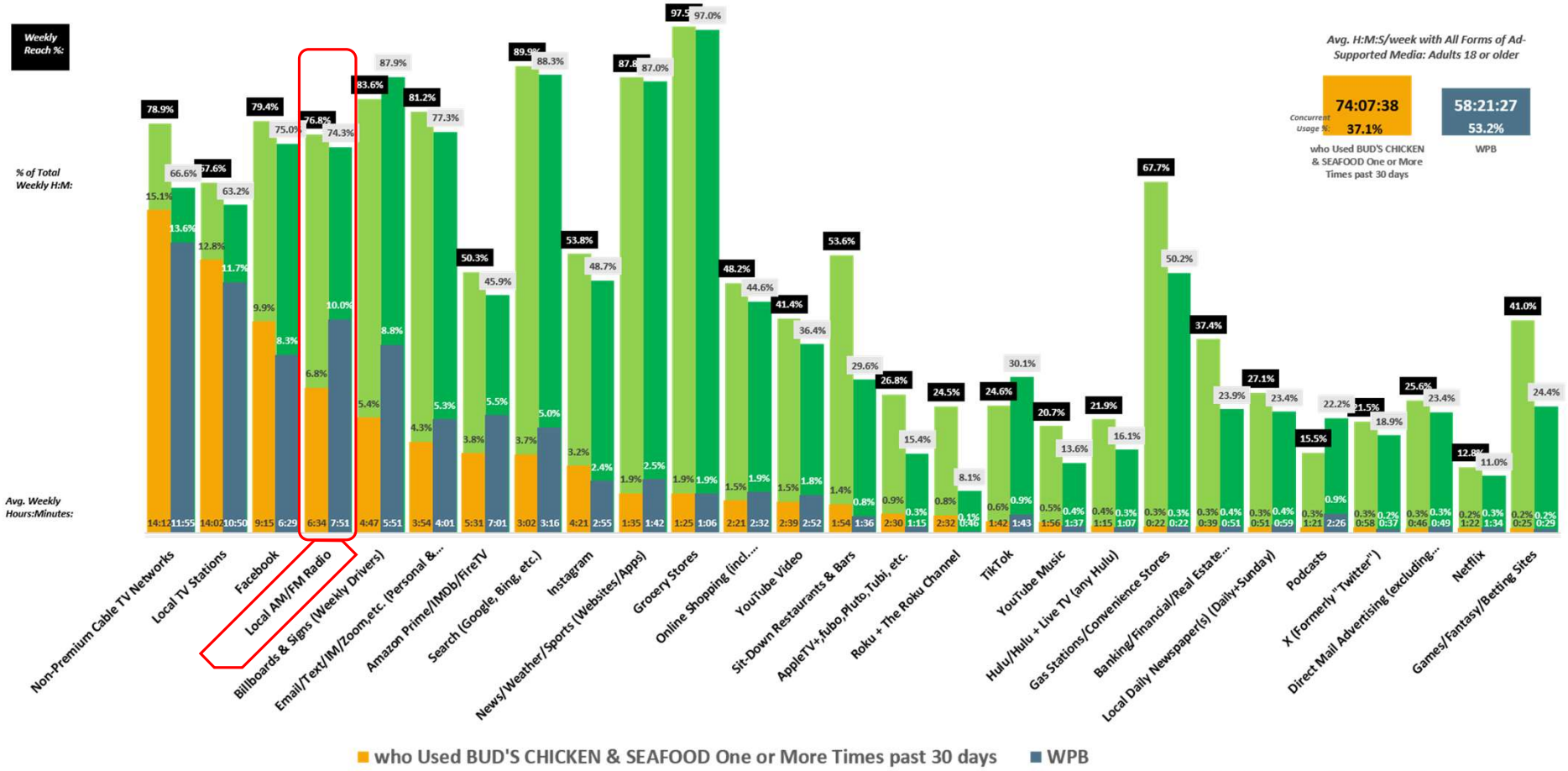
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Sit-down restaurants used past 30 days: Too Jay's

Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an average of 3 days, 2 hours, 7 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

76.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an avg. of 6 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.8% of total time spent with all forms of Ad-Supported



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

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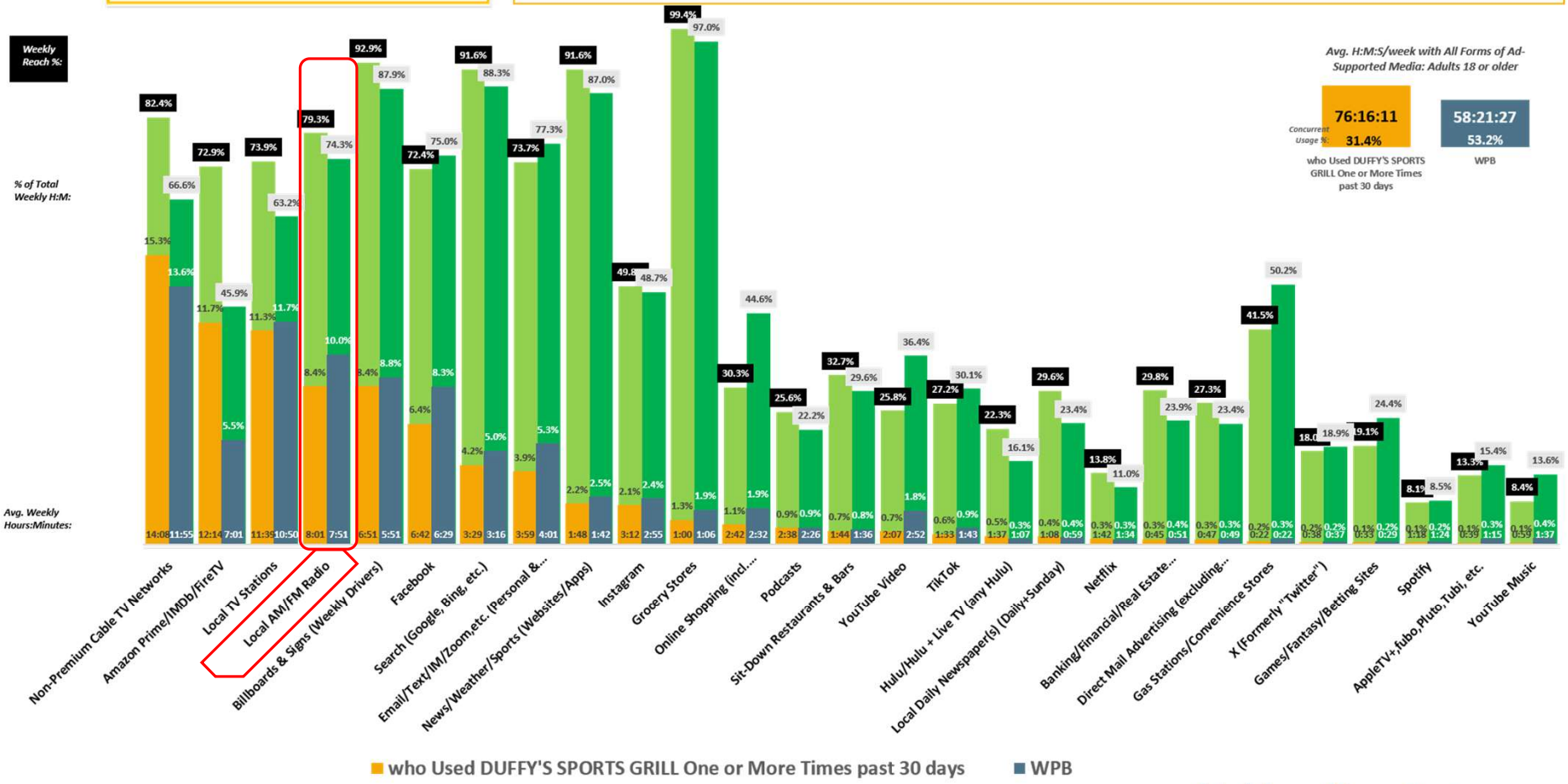
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days spend an average of 3 days, 4 hours, 16 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

79.3% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Med



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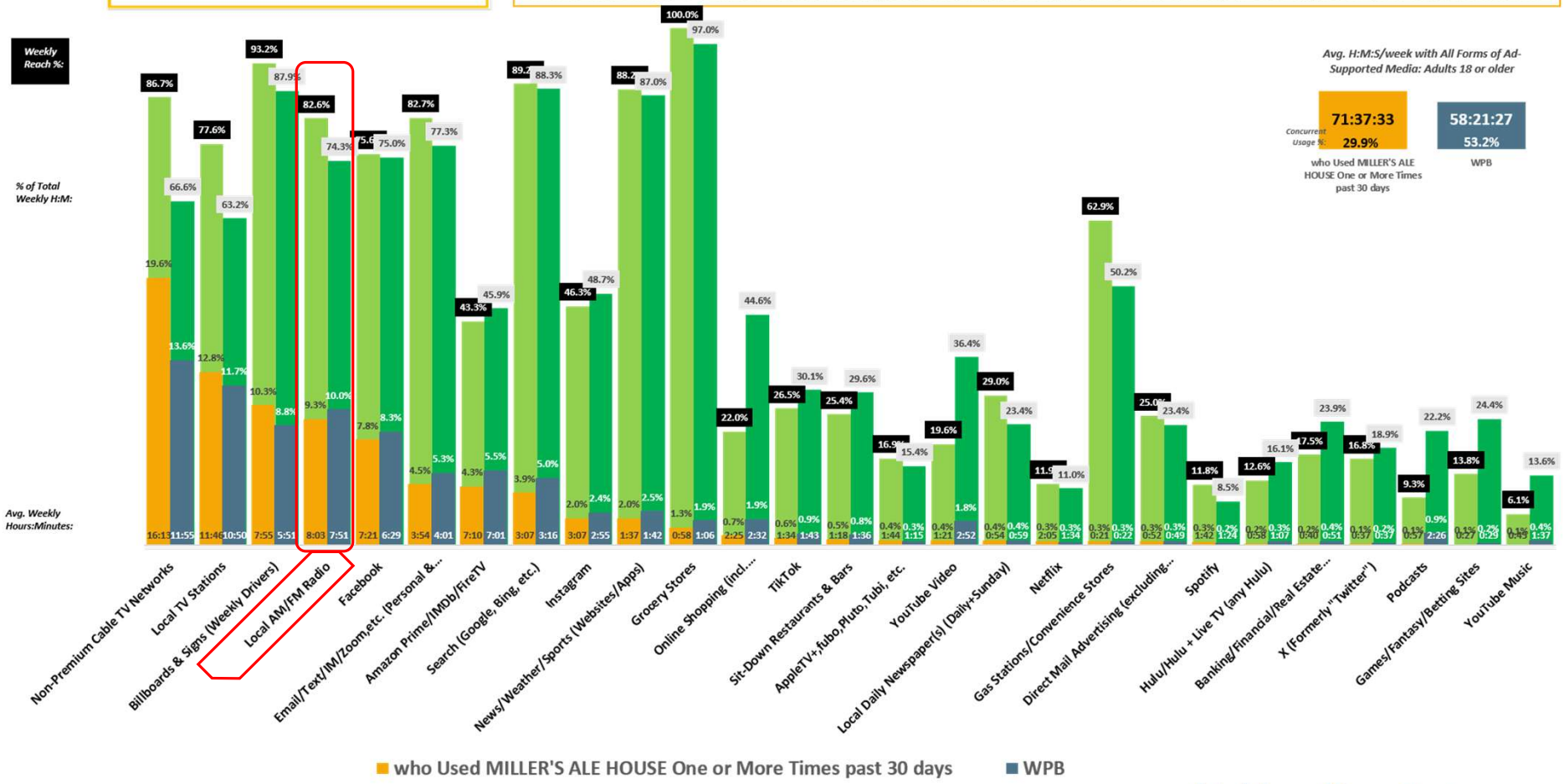
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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an average of 2 days, 23 hours, 37 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

82.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

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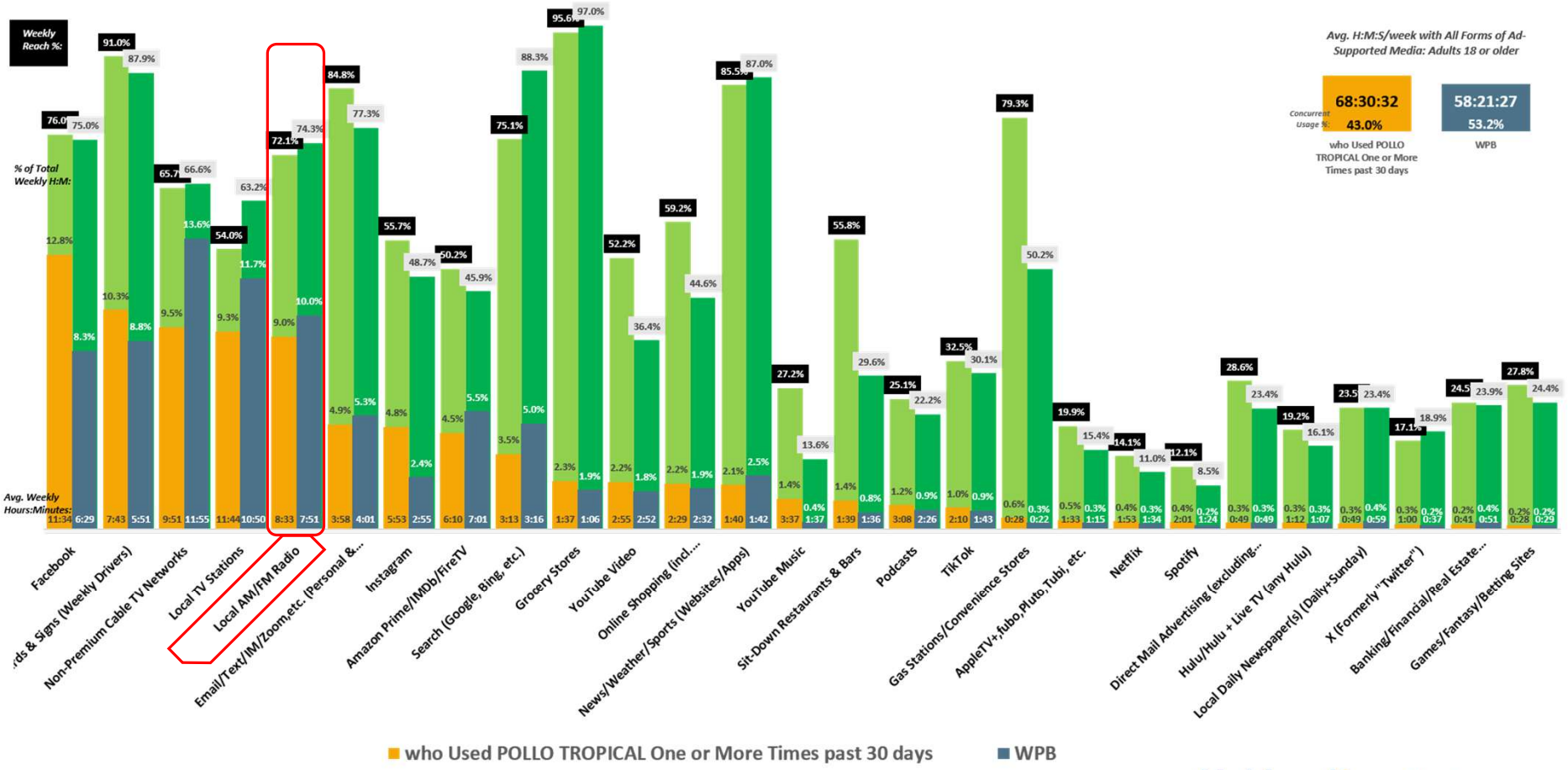
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Sit-down restaurants used past 30 days: Ale House

Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an average of 2 days, 20 hours, 30 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

72.1% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an avg. of 8 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Media.



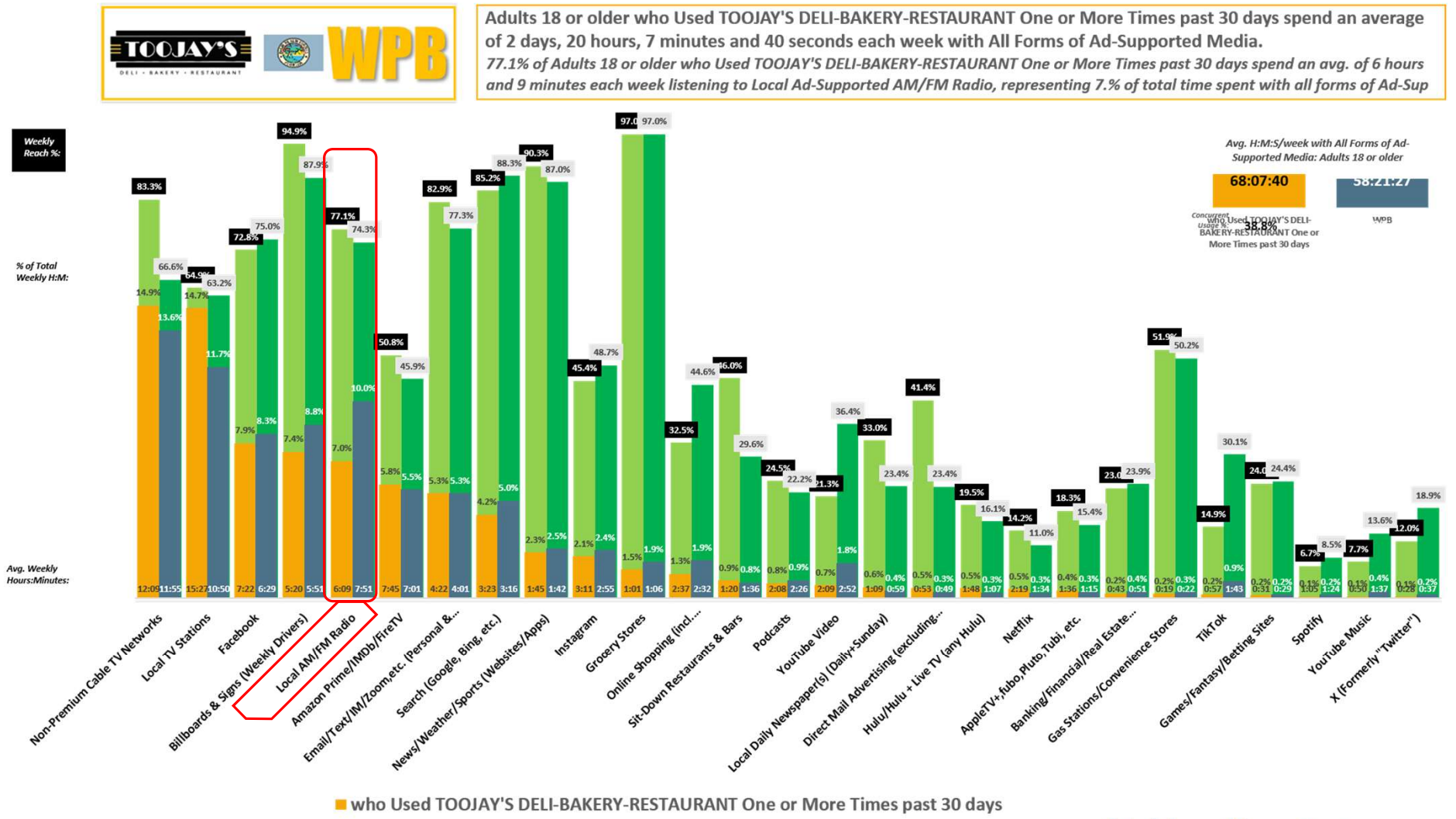
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Quick service restaurants used past 30 days: Pollo Tropical



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

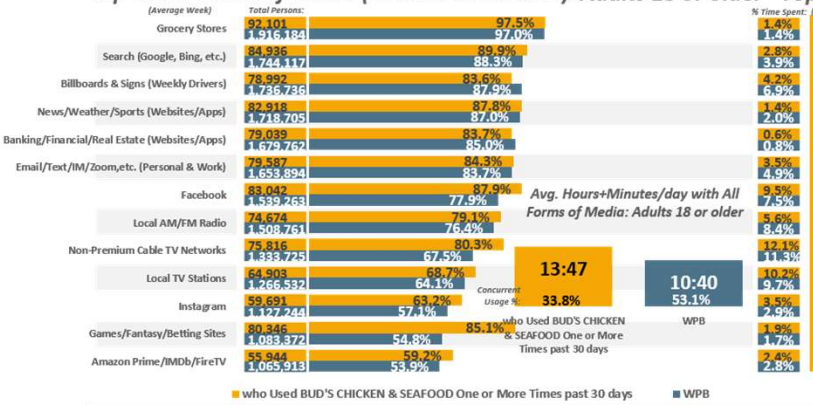
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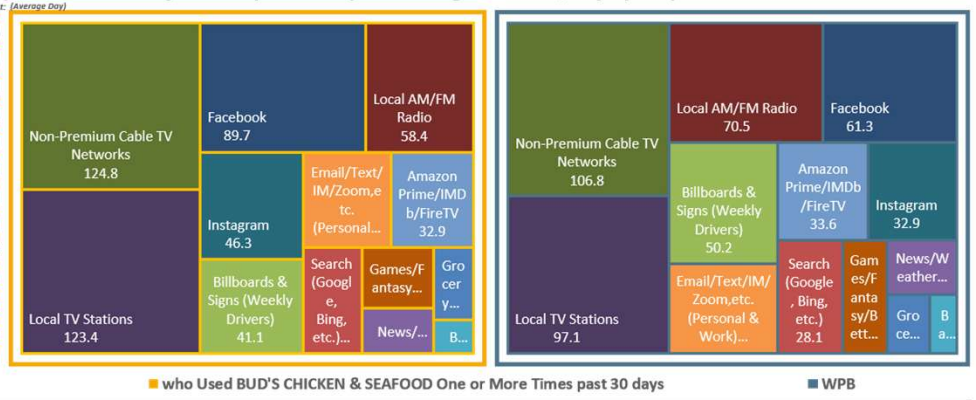
Sit-down restaurants used past 30 days: Too Jay's

Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an average of 10 hours and 35 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day.*(Local Radio delivers 6.8% of Time with Ad-Supported Media.)*

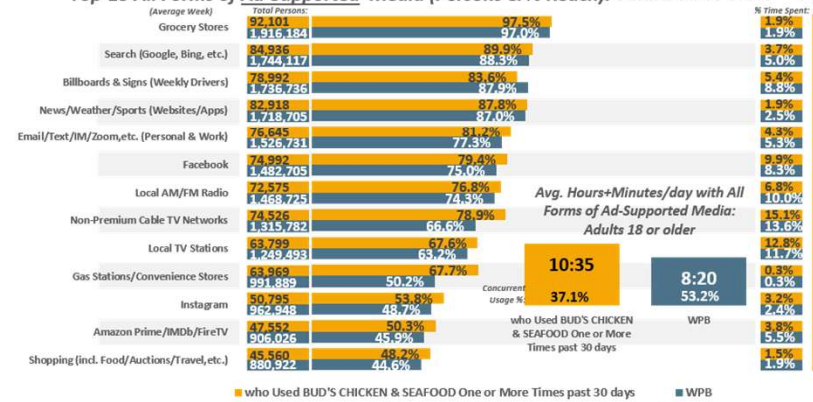
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



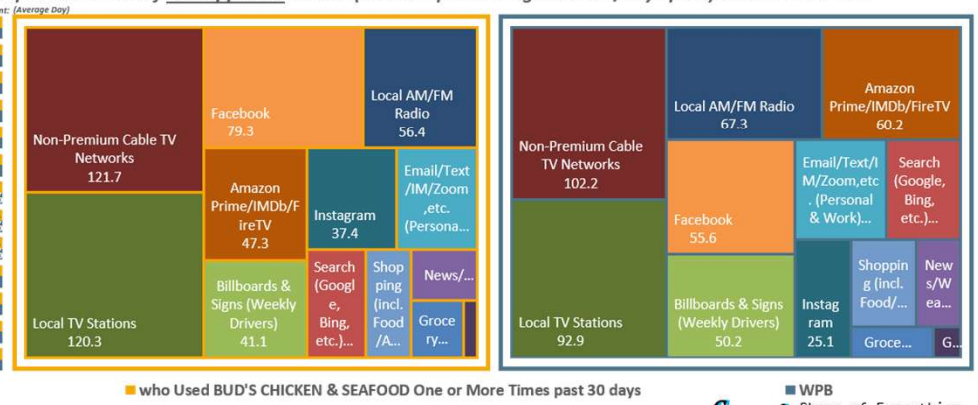
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

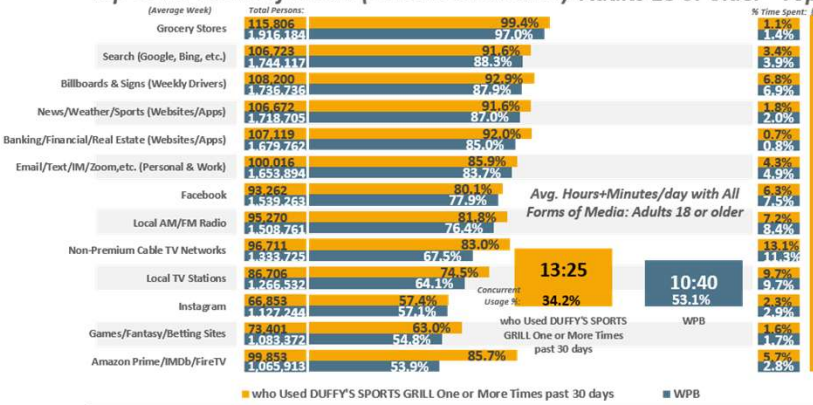
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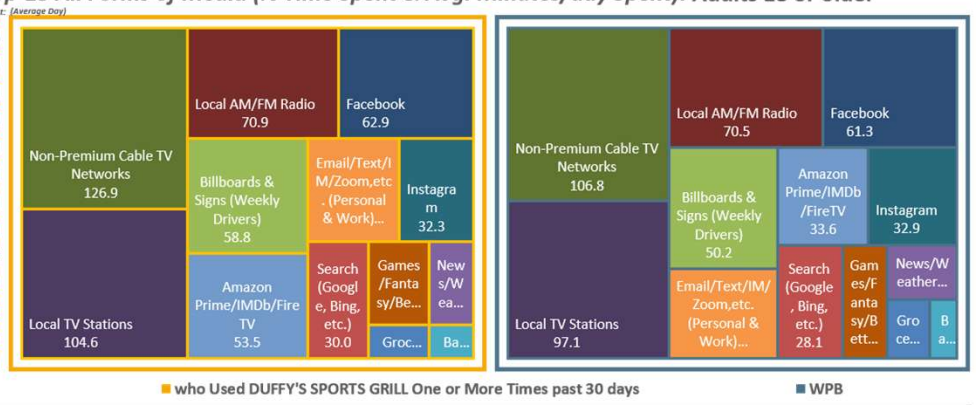
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

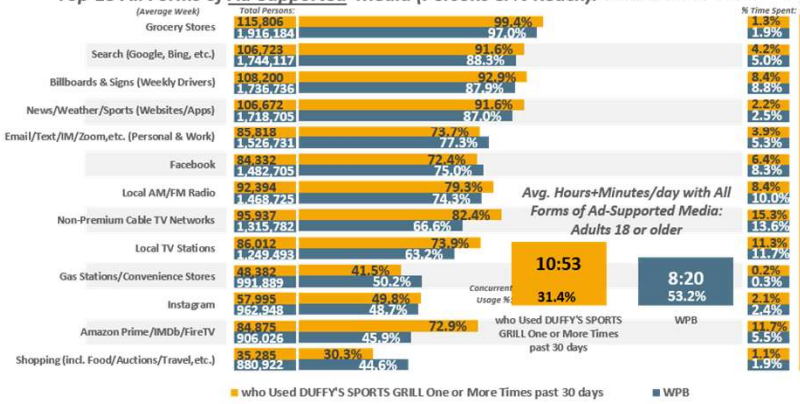
Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days spend an average of 10 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day.*(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

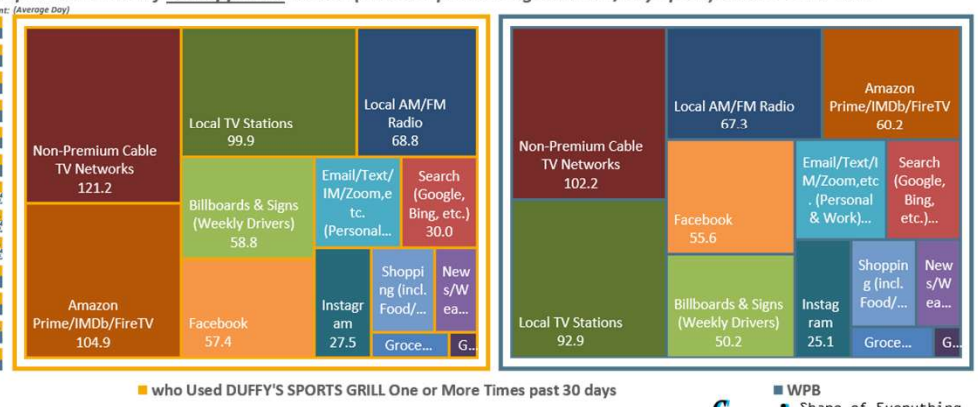
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older





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





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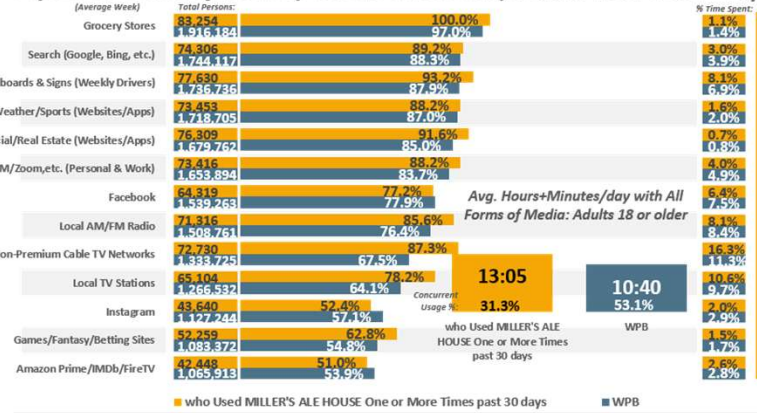
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Sit-down restaurants used past 30 days: Duffy's

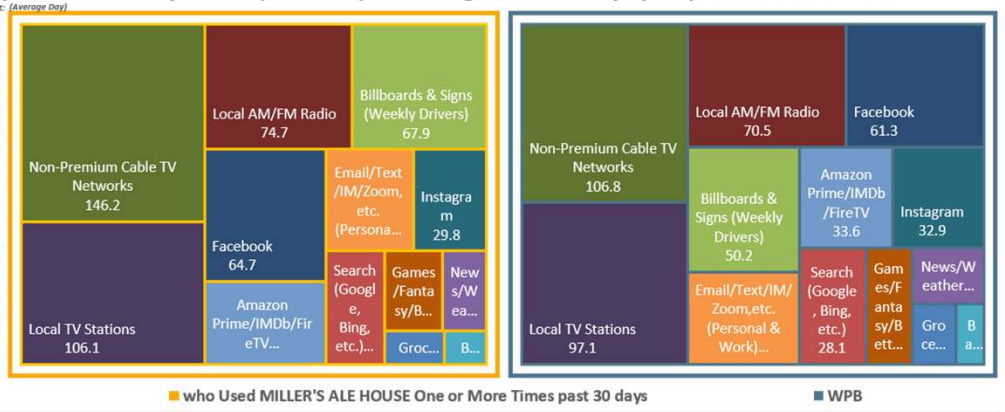
MILLER'S ALE·HOUSE WPB

Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an average of 10 hours and 13 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day.*(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

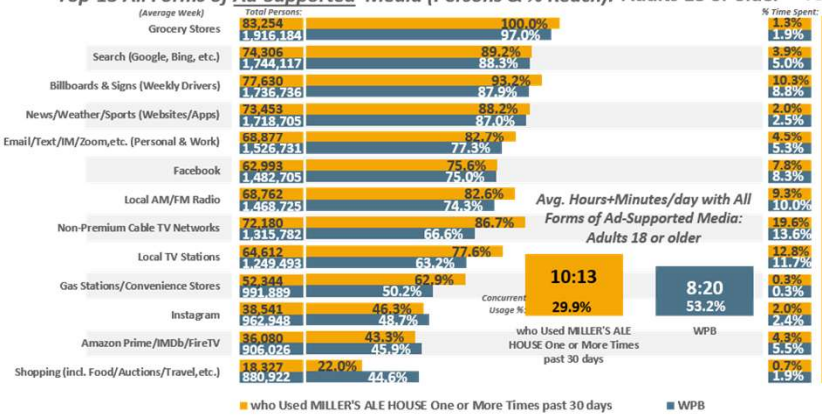
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



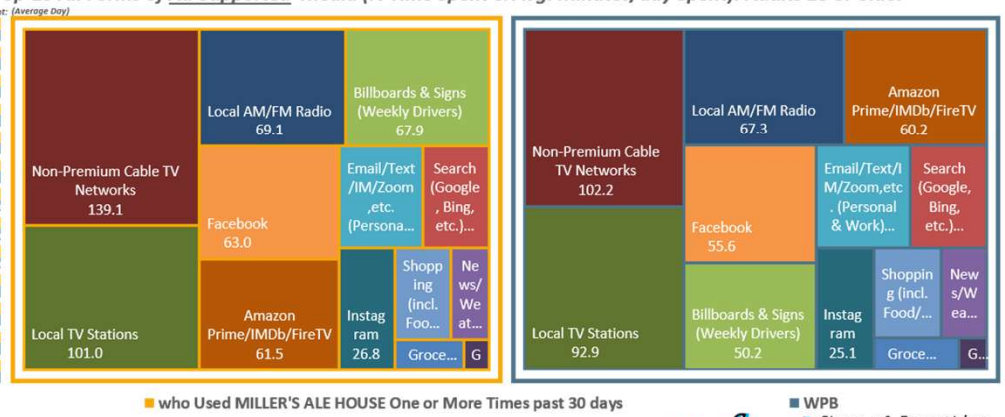
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

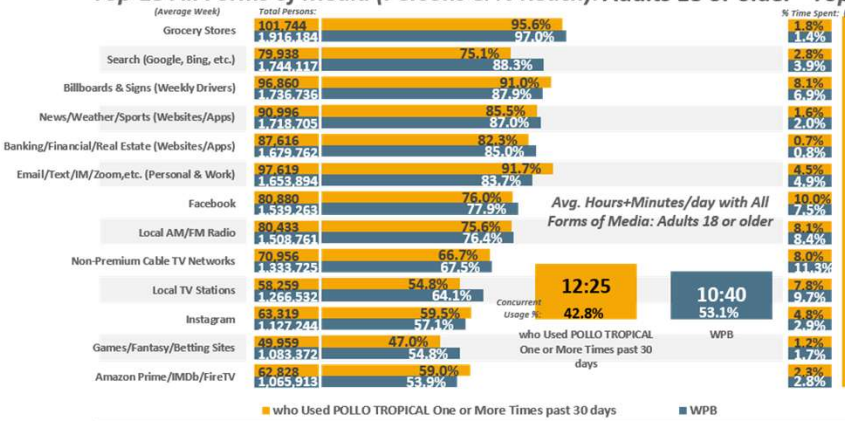
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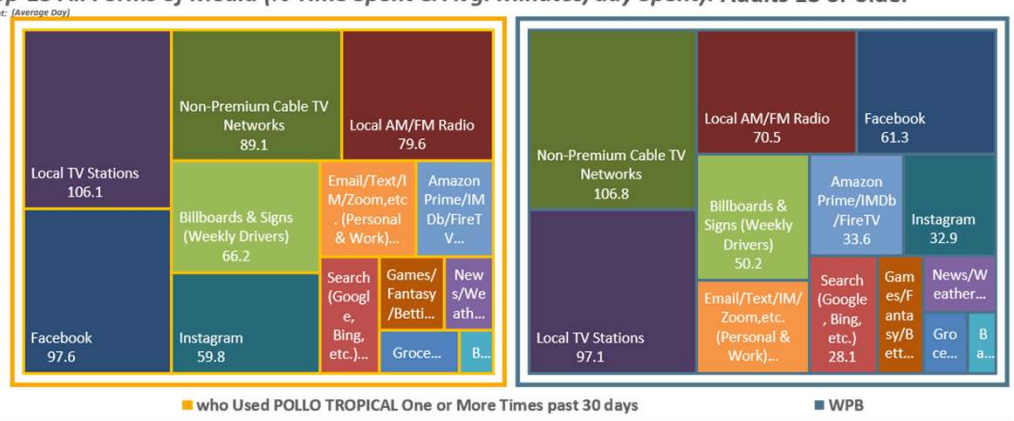
Sit-down restaurants used past 30 days: Ale House

Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an average of 9 hours and 47 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 73.4 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

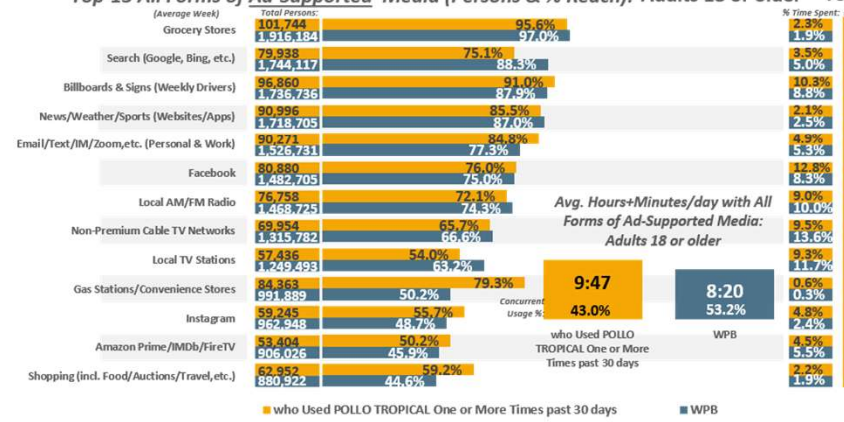
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



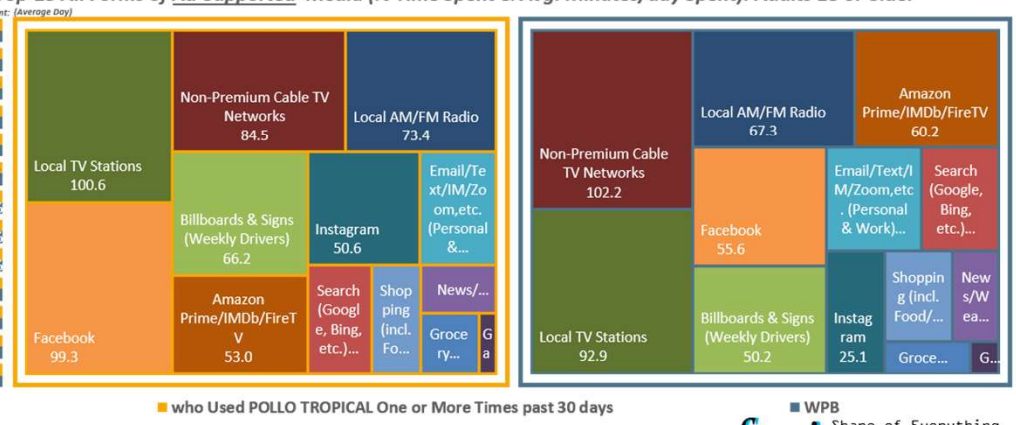
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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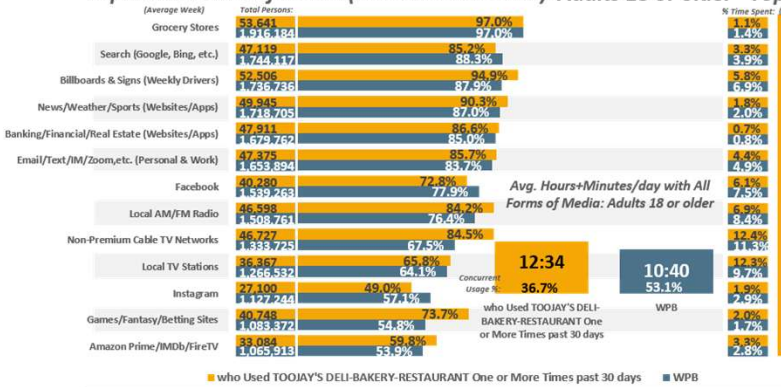
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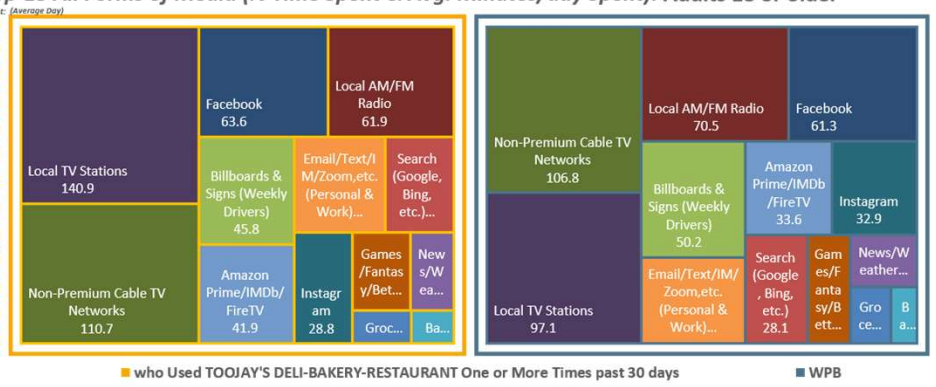
Quick service restaurants used past 30 days: Pollo Tropical

Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days spend an average of 9 hours and 43 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day.*(Local Radio delivers 7.% of Time with Ad-Supported Media.)*

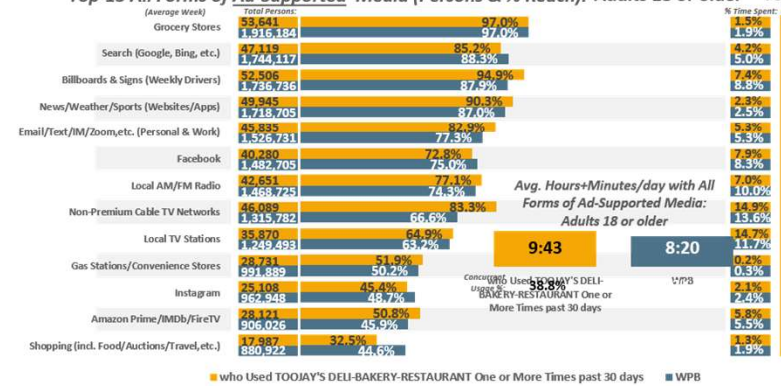
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



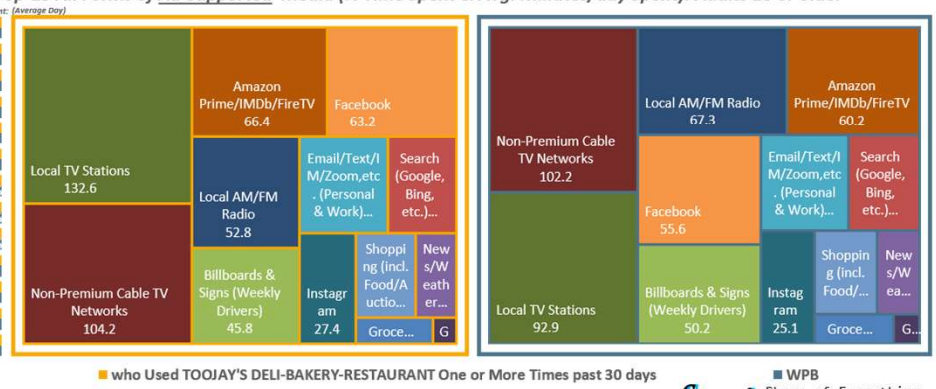
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

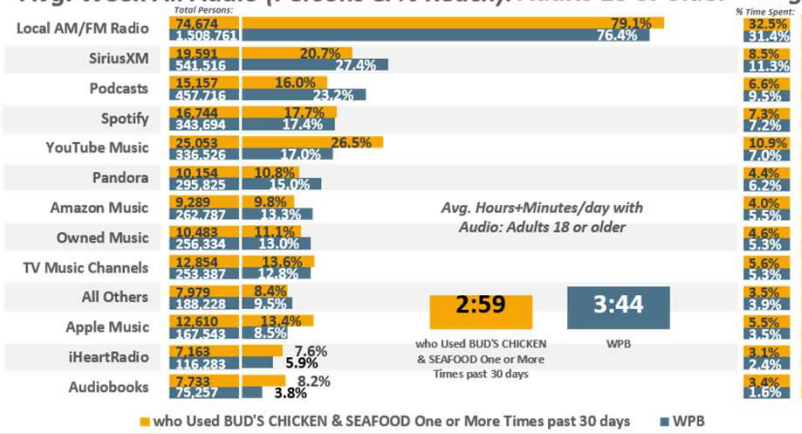
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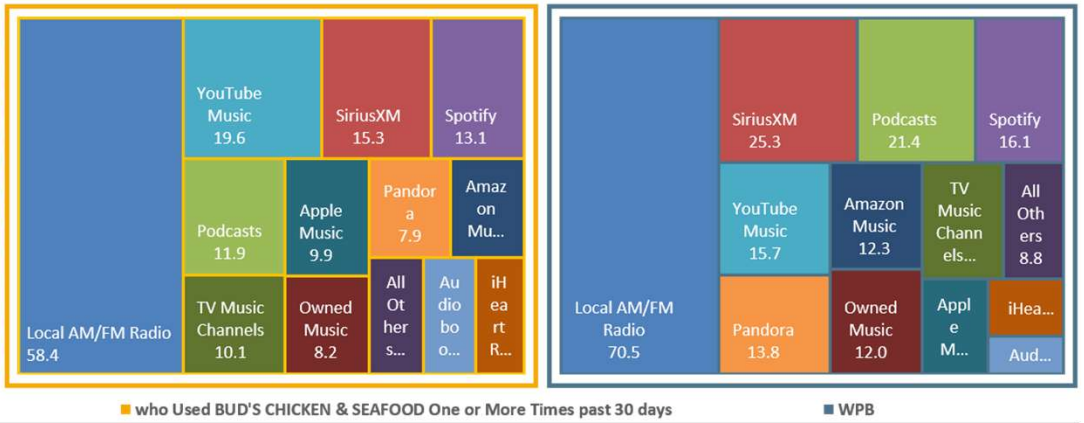
Sit-down restaurants used past 30 days: Too Jay's

72,575 or 76.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

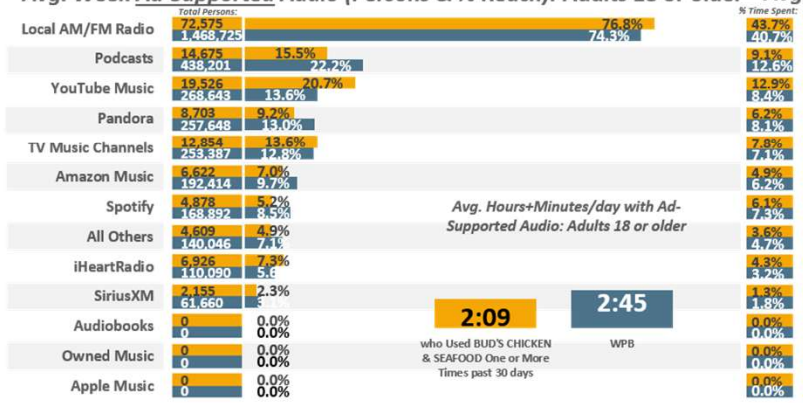
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



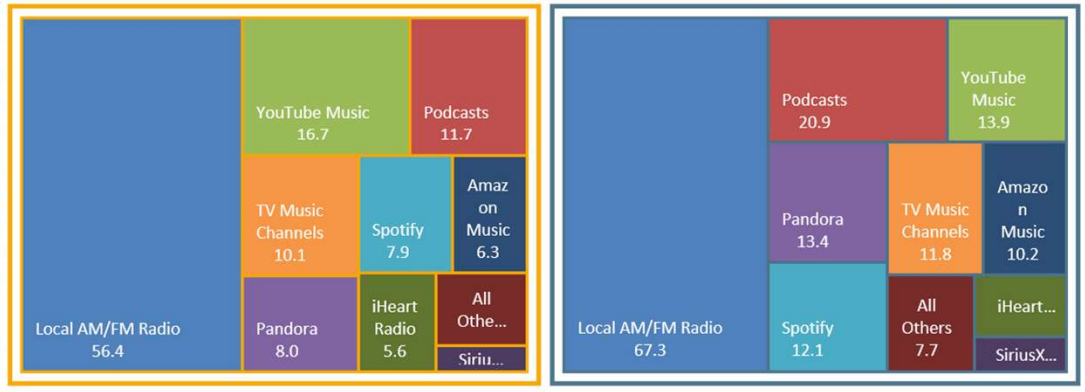
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

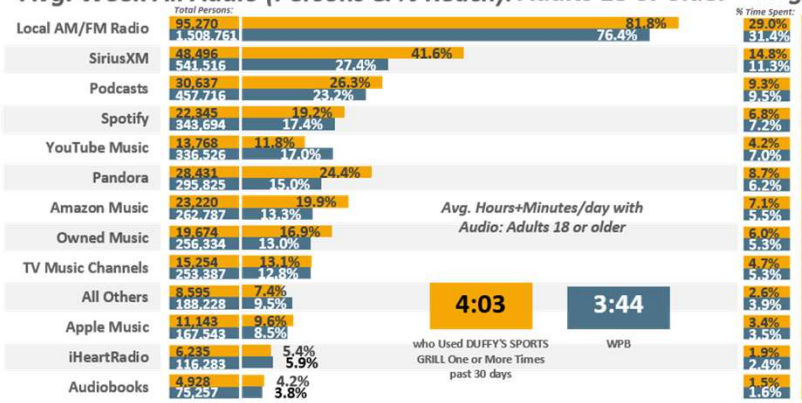
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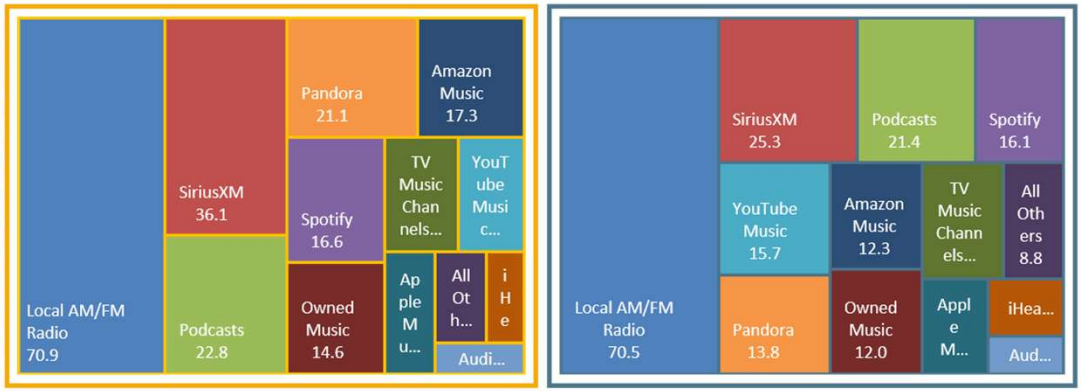
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

92,394 or 79.3% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

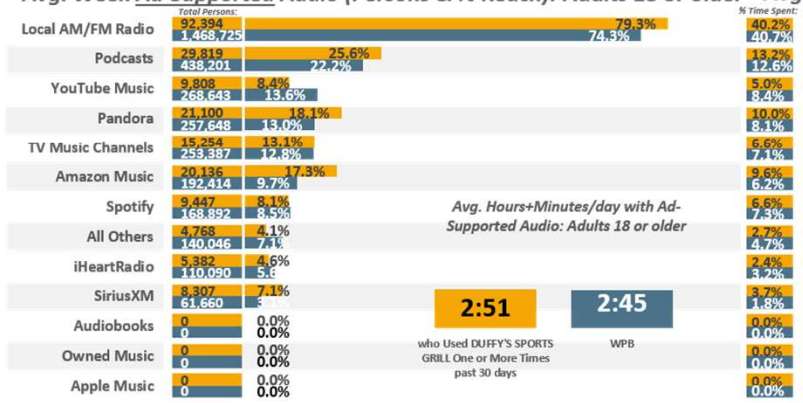
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



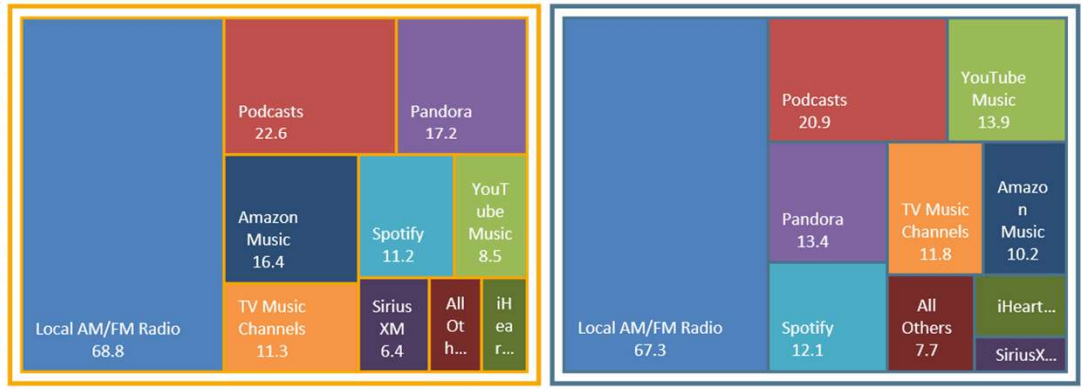
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

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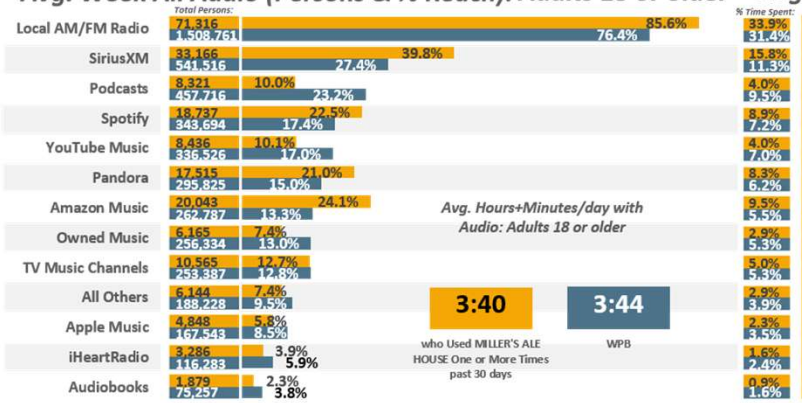
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Sit-down restaurants used past 30 days: Duffy's

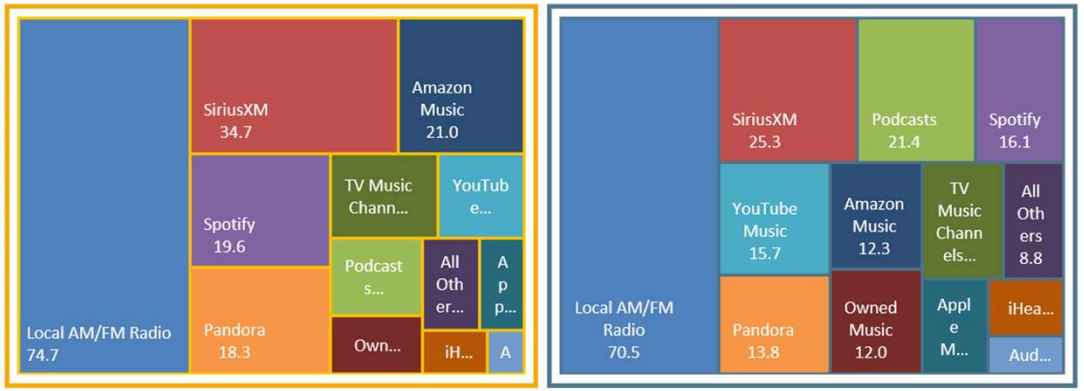
MILLER'S ALE·HOUSE WPB

68,762 or 82.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.1 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

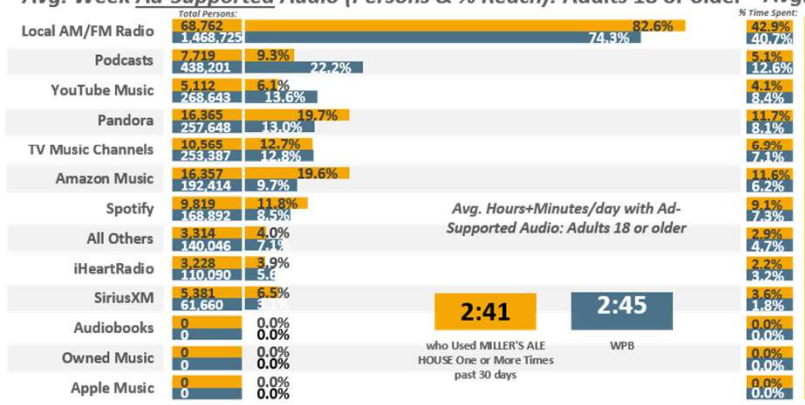
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



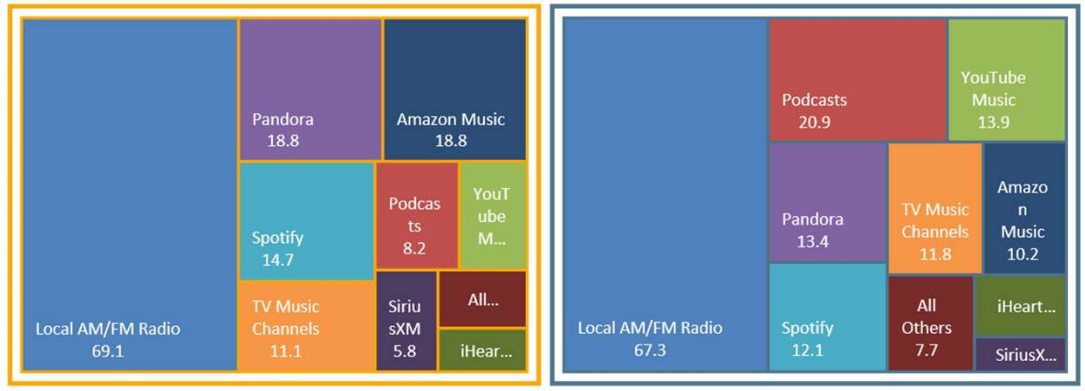
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

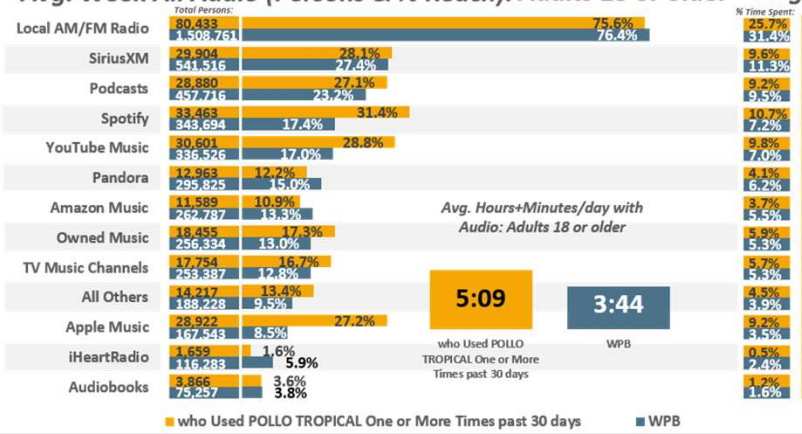
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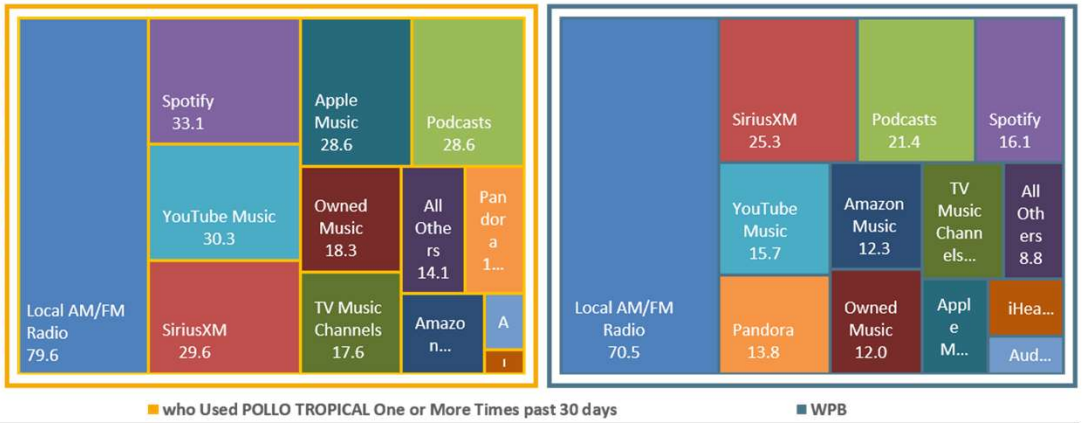
Sit-down restaurants used past 30 days: Ale House

76,758 or 72.1% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

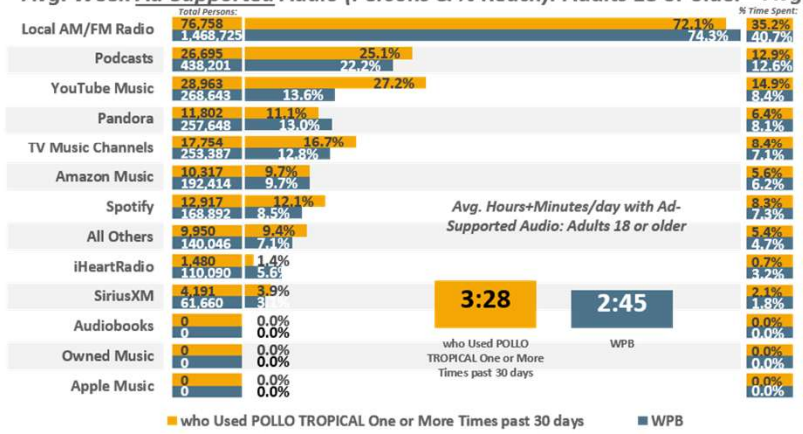
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



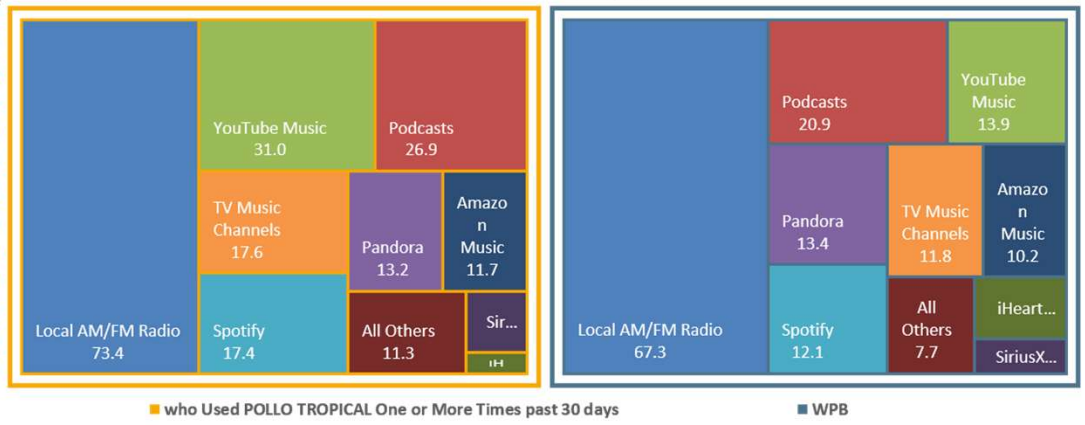
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

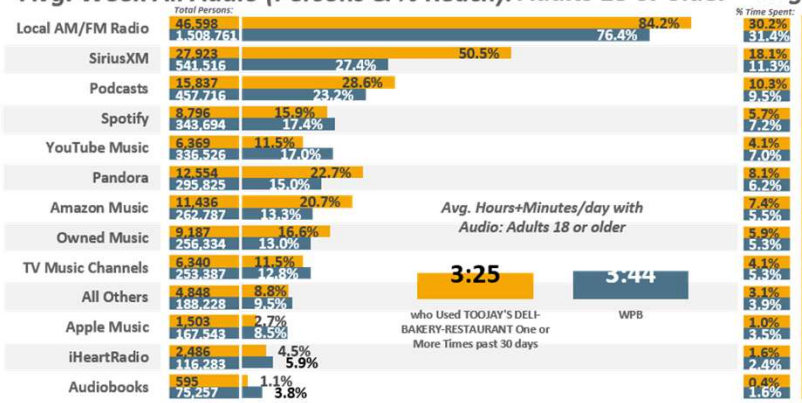
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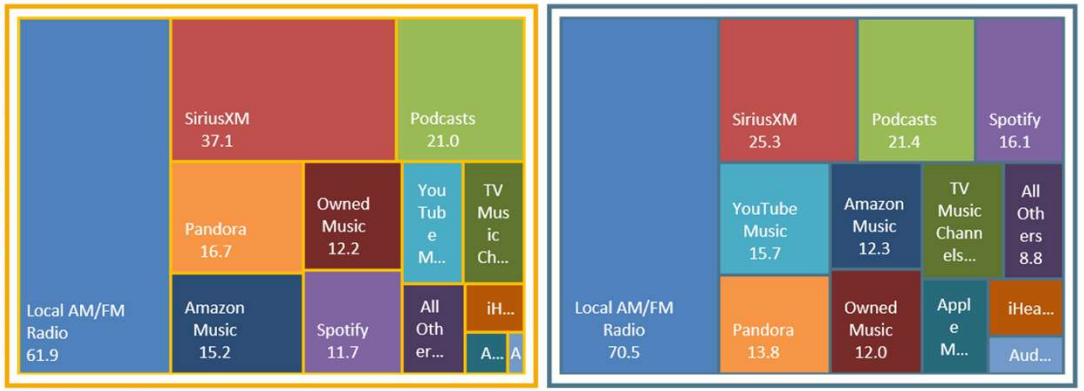
Quick service restaurants used past 30 days: Pollo Tropical

42,651 or 77.1% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Au

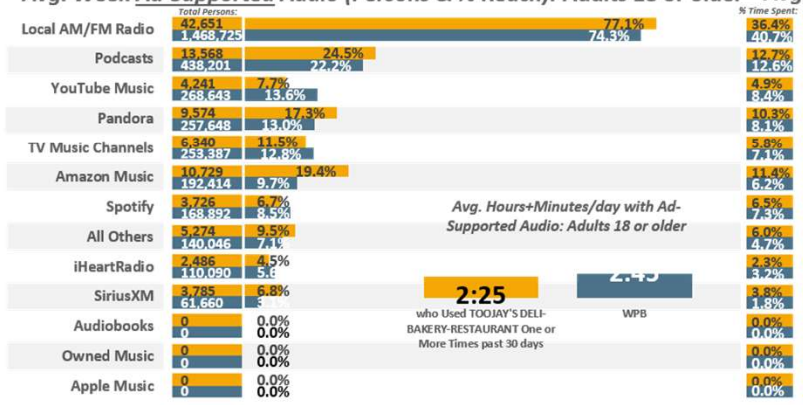
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



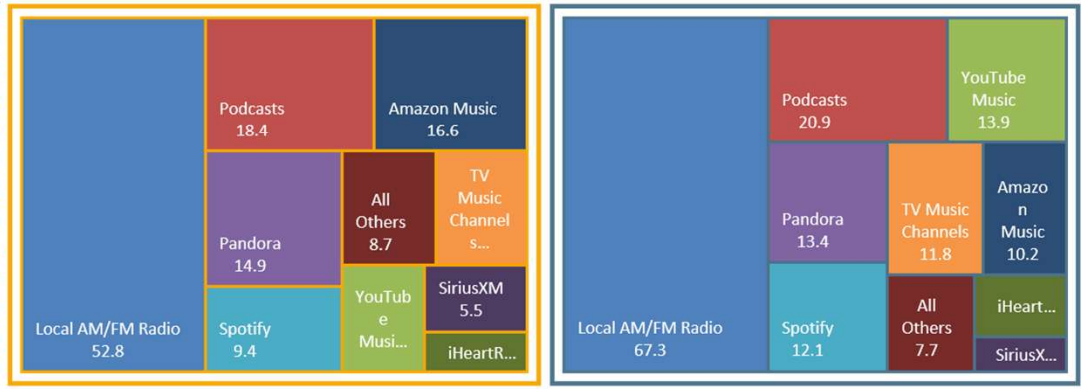
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



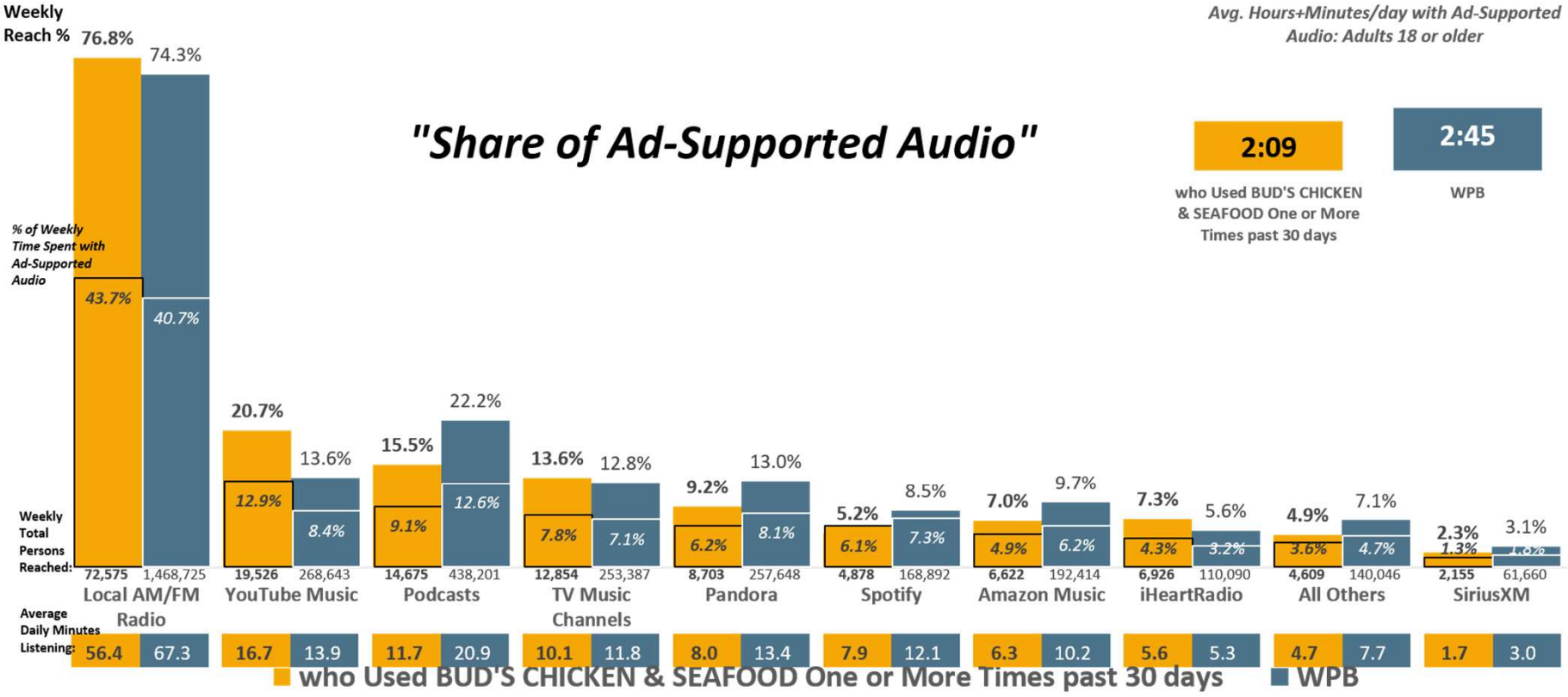
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

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Sit-down restaurants used past 30 days: Too Jay's

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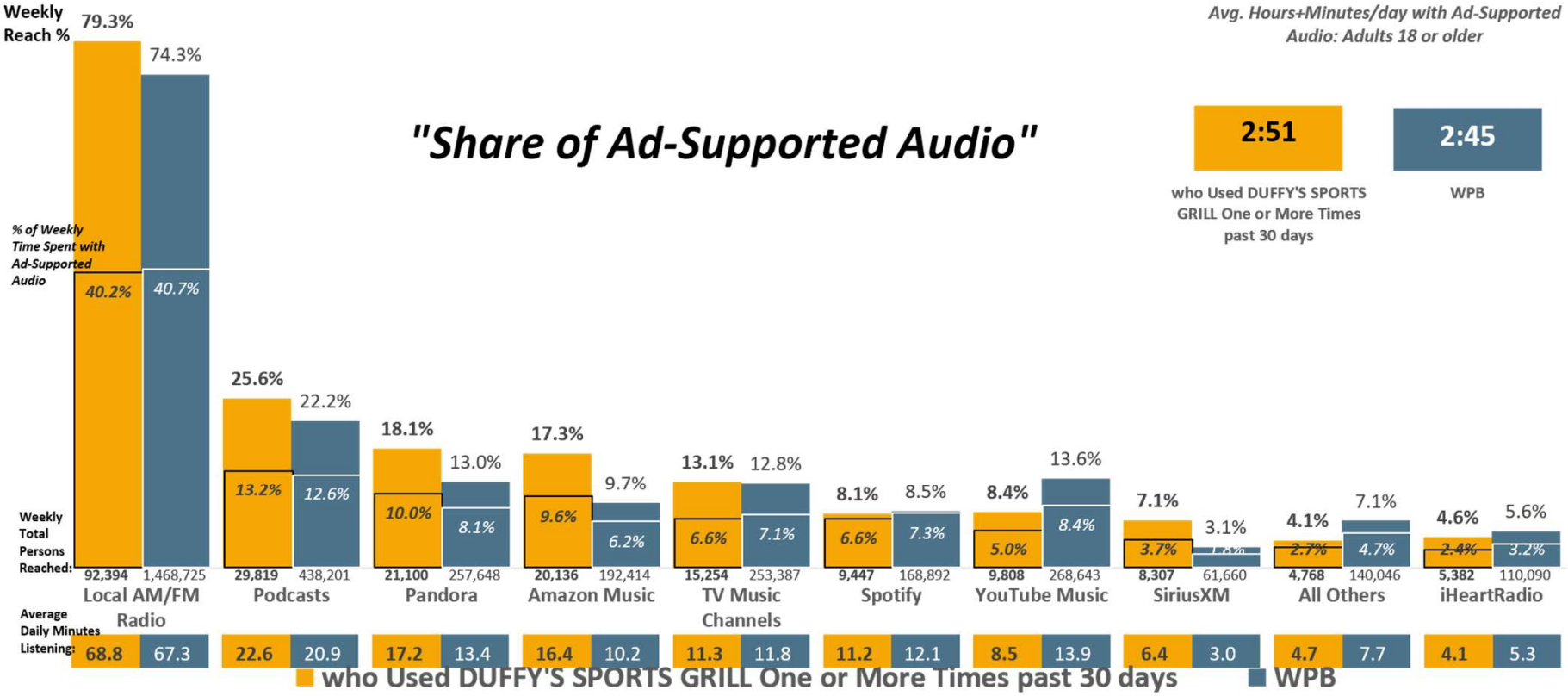
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

92,394 or 79.3% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

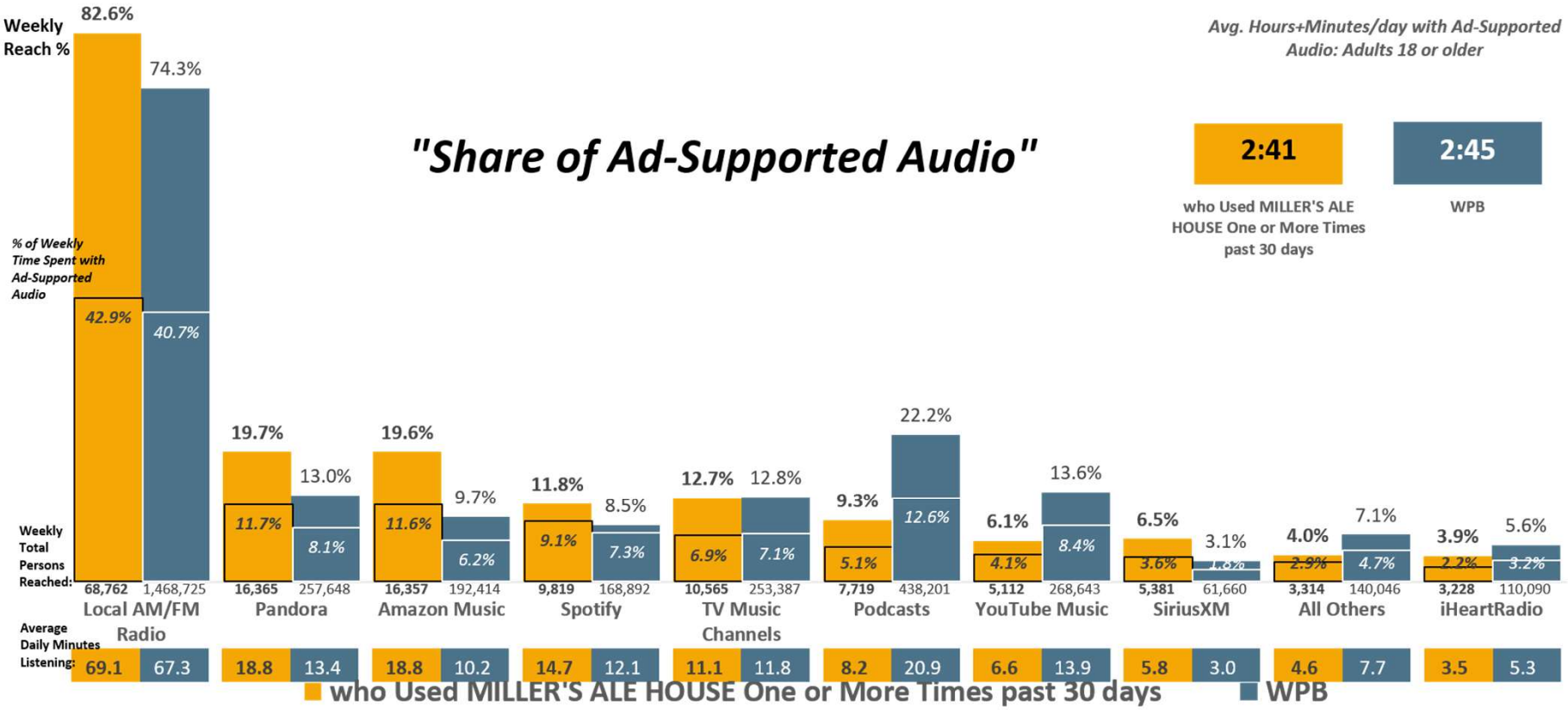
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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

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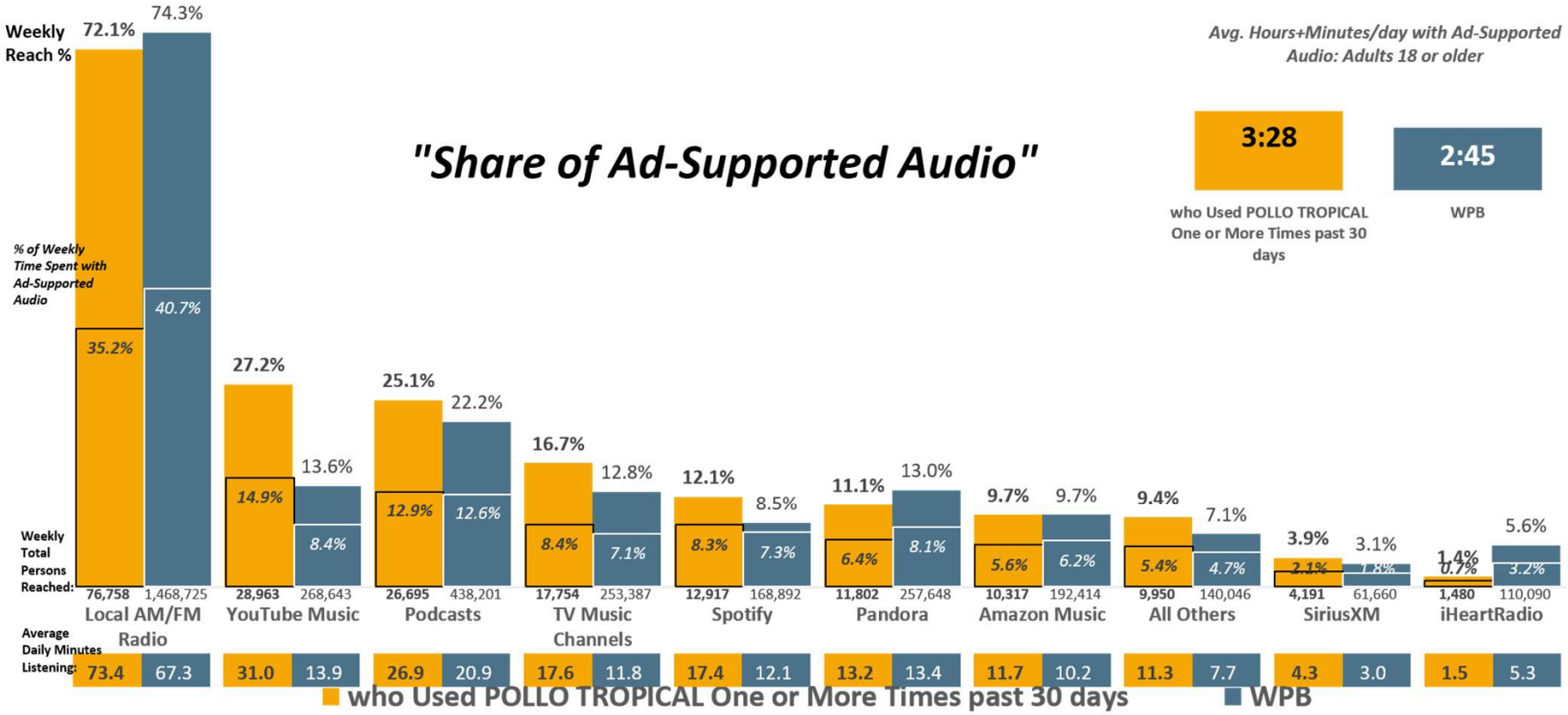
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Sit-down restaurants used past 30 days: Ale House

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	Local AM/FM Radio	YouTube Music	Podcasts	TV Music Channels	Spotify	Pandora	Amazon Music	All Others	SiriusXM	iHeartRadio
Weekly Reach % (who Used POLLO TROPICAL)	72.1%	27.2%	25.1%	16.7%	12.1%	11.1%	9.7%	9.4%	3.9%	1.4%
Weekly Reach % (WPB)	74.3%	13.6%	22.2%	12.8%	8.5%	13.0%	9.7%	7.1%	3.1%	5.6%
% of Weekly Time Spent with Ad-Supported Audio (who Used POLLO TROPICAL)	35.2%	14.9%	12.9%	8.4%	8.3%	6.4%	5.6%	5.4%	2.1%	0.7%
% of Weekly Time Spent with Ad-Supported Audio (WPB)	40.7%	8.4%	12.6%	7.1%	7.3%	8.1%	6.2%	4.7%	1.8%	3.2%
Weekly Total Persons Reached: (who Used POLLO TROPICAL)	76,758	28,963	26,695	17,754	12,917	11,802	10,317	9,950	4,191	1,480
Weekly Total Persons Reached: (WPB)	1,468,725	268,643	438,201	253,387	168,892	257,648	192,414	140,046	61,660	110,090
Average Daily Minutes Listening: (who Used POLLO TROPICAL)	73.4	31.0	26.9	17.6	17.4	13.2	11.7	11.3	4.3	1.5
Average Daily Minutes Listening: (WPB)	67.3	13.9	20.9	11.8	12.1	13.4	10.2	7.7	3.0	5.3

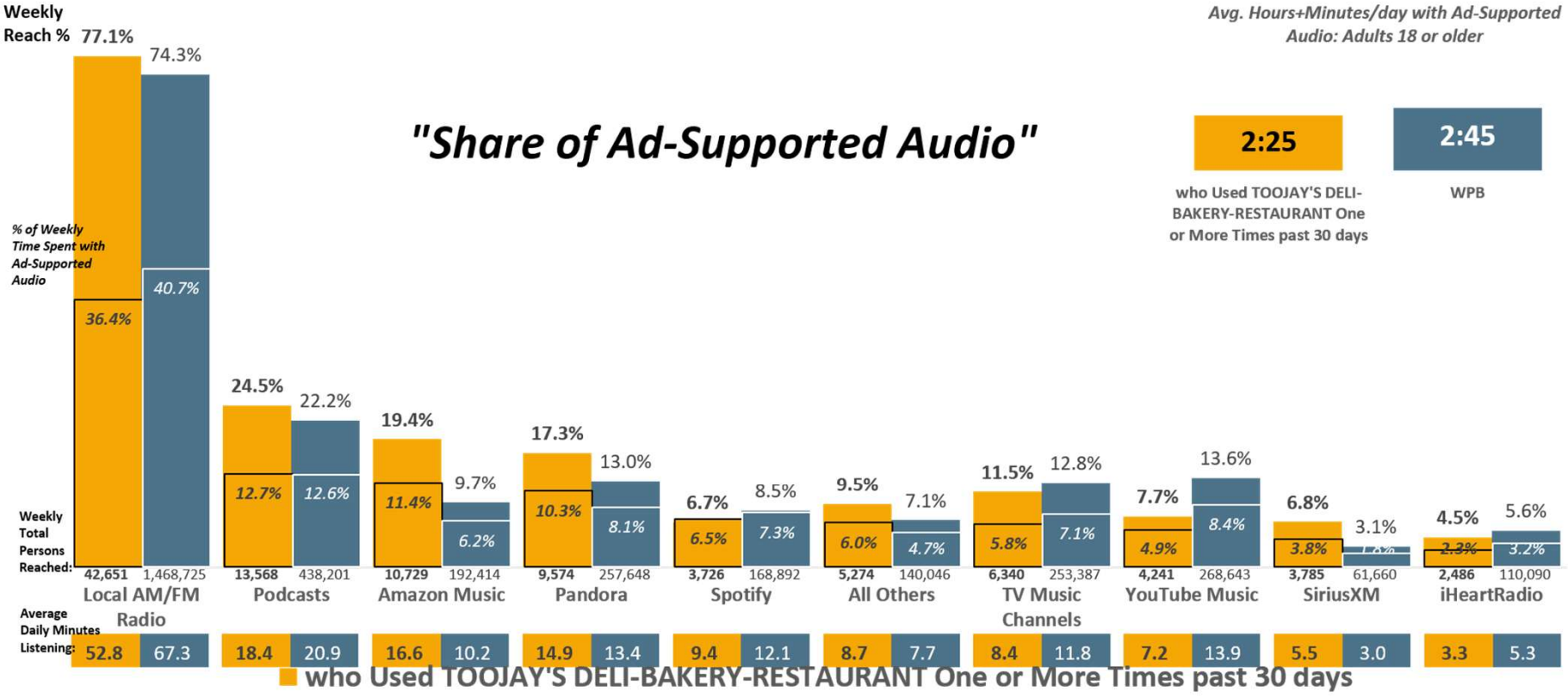
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Quick service restaurants used past 30 days: Pollo Tropical

42,651 or 77.1% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Au



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

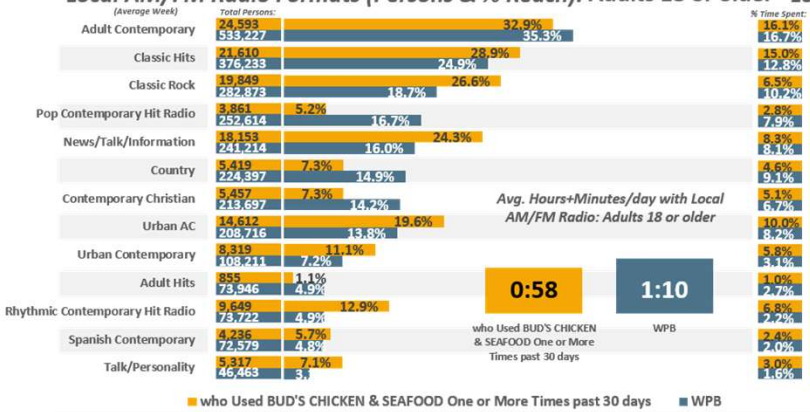
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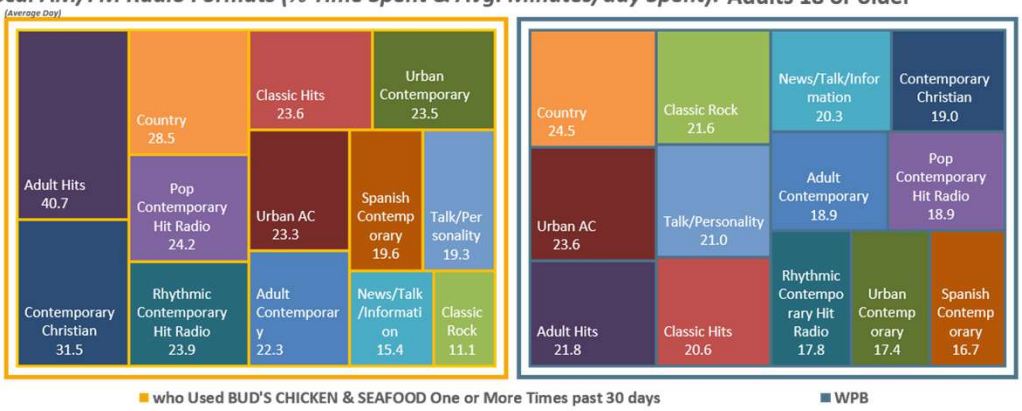
Sit-down restaurants used past 30 days: Too Jay's

72,575 or 76.8% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, News/Talk/Information, and Urban AC.

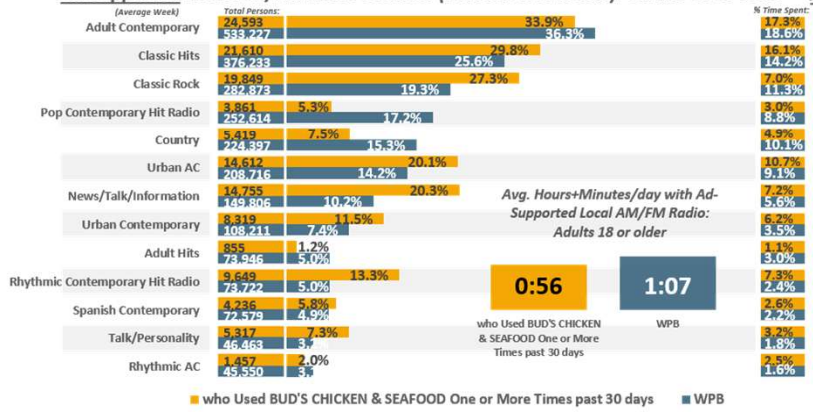
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



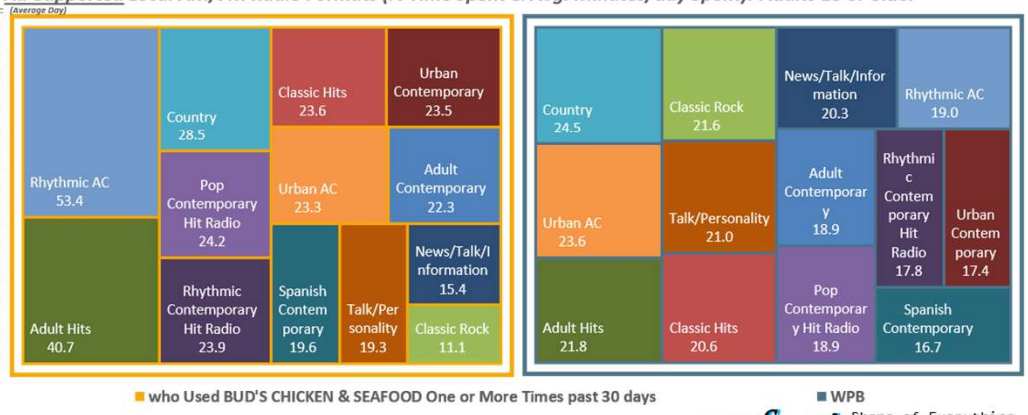
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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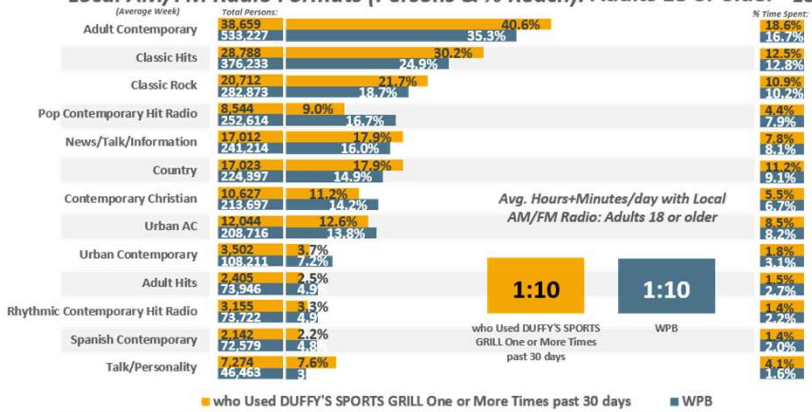
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

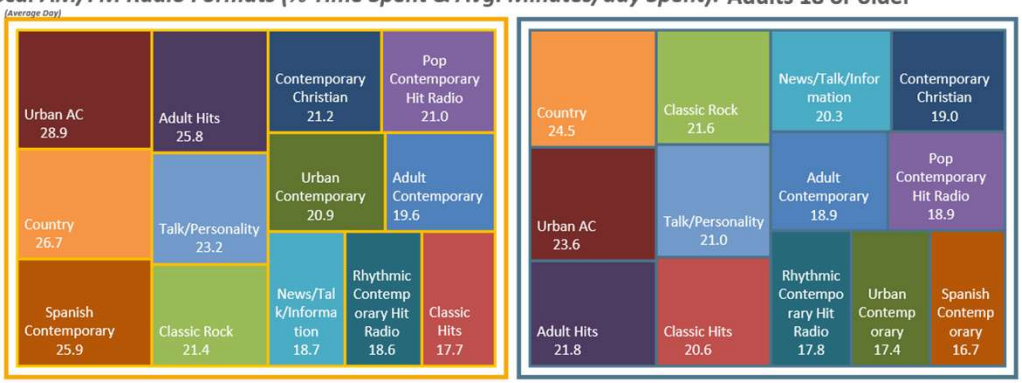
DUFFY'S SPORTS GRILL WPB

92,394 or 79.3% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and News/Talk/Information.

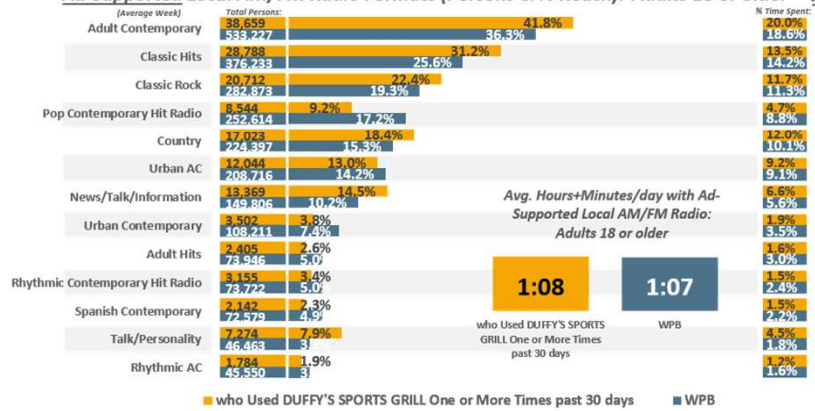
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



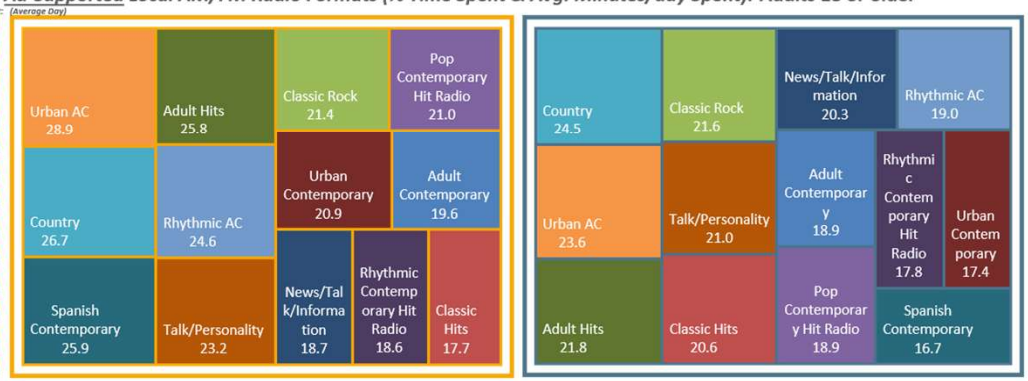
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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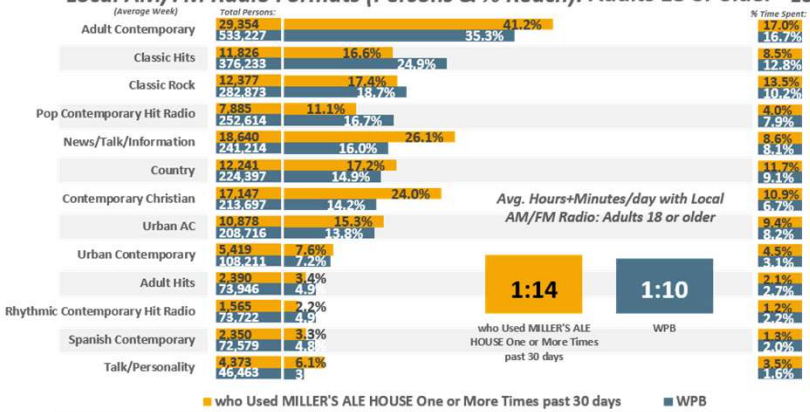
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Sit-down restaurants used past 30 days: Duffy's

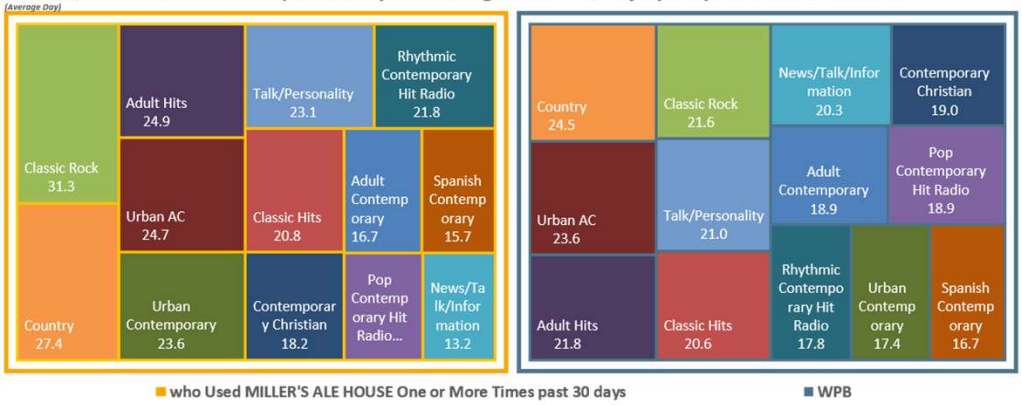
MILLER'S ALE·HOUSE WPB

68,762 or 82.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, News/Talk/Information, Country, and Classic Hits.

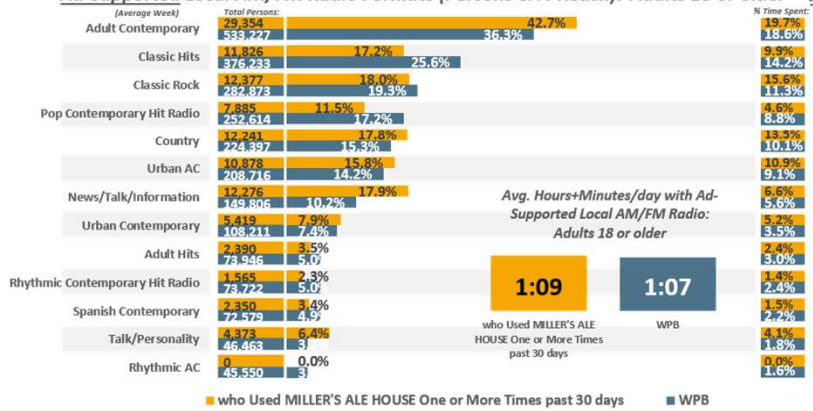
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



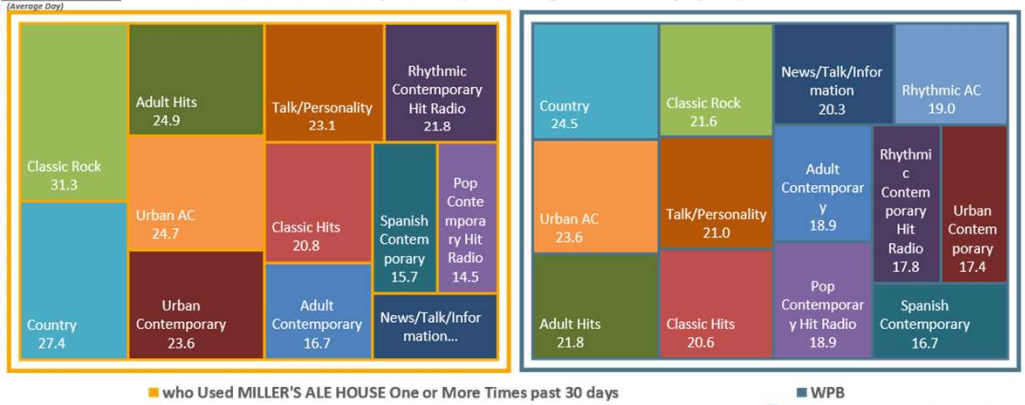
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



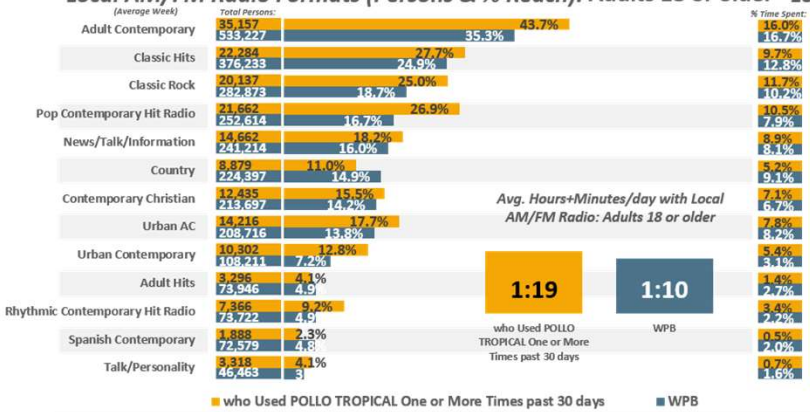
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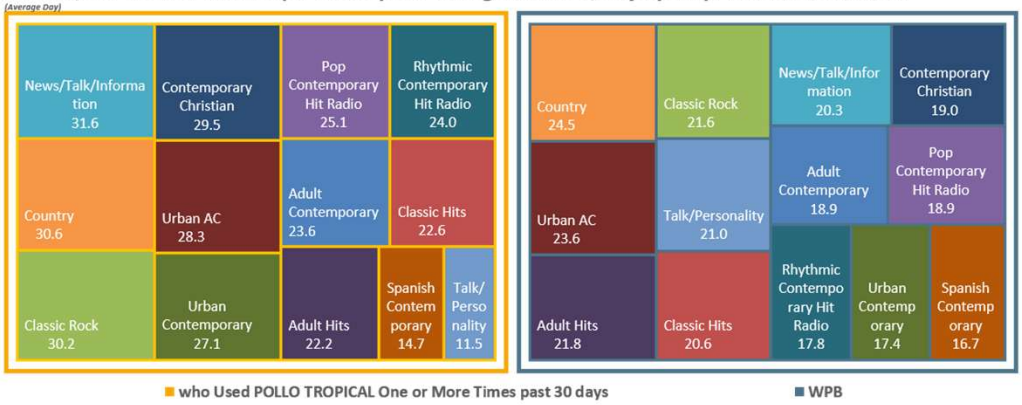
Sit-down restaurants used past 30 days: Ale House

76,758 or 72.1% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Urban AC.

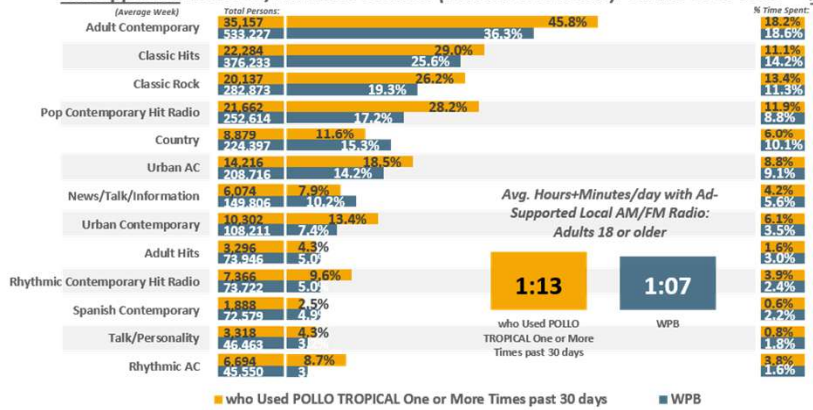
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



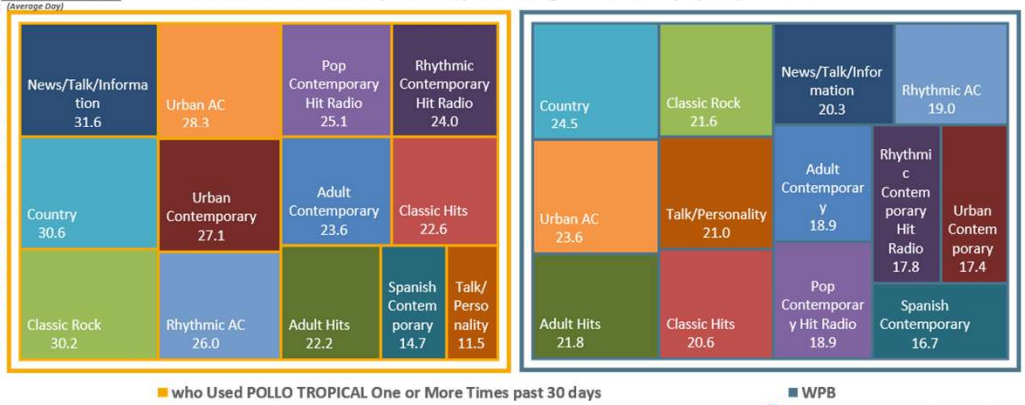
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

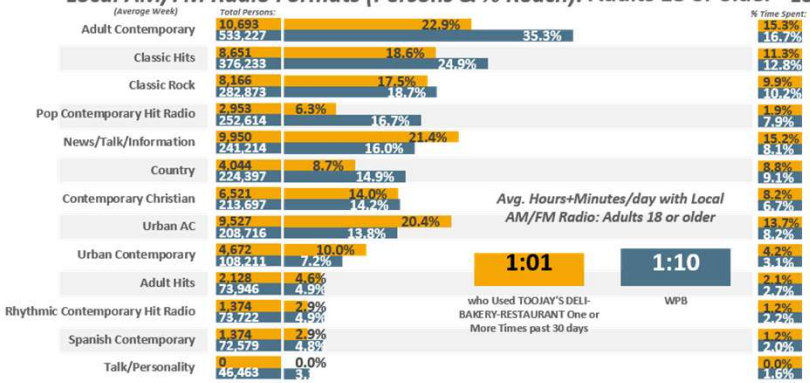
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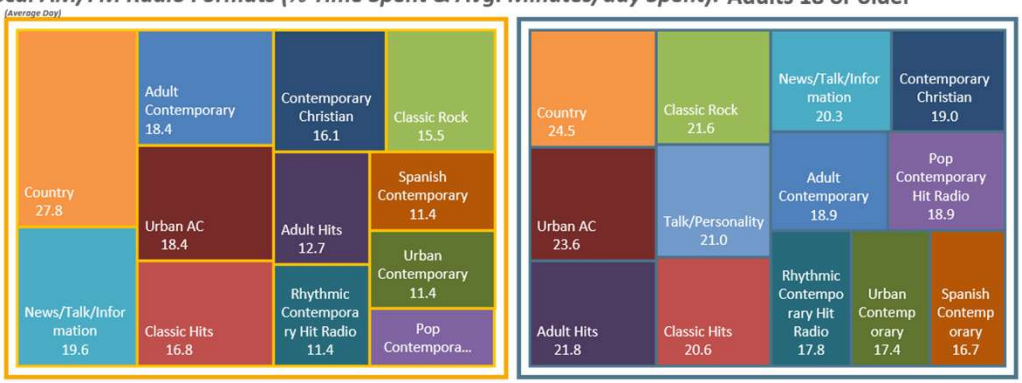
Quick service restaurants used past 30 days: Pollo Tropical

42,651 or 77.1% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Classic Rock, and Urban Contemporary.

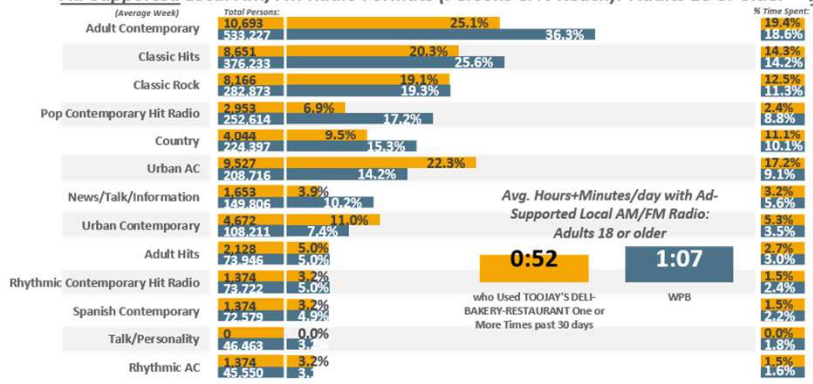
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



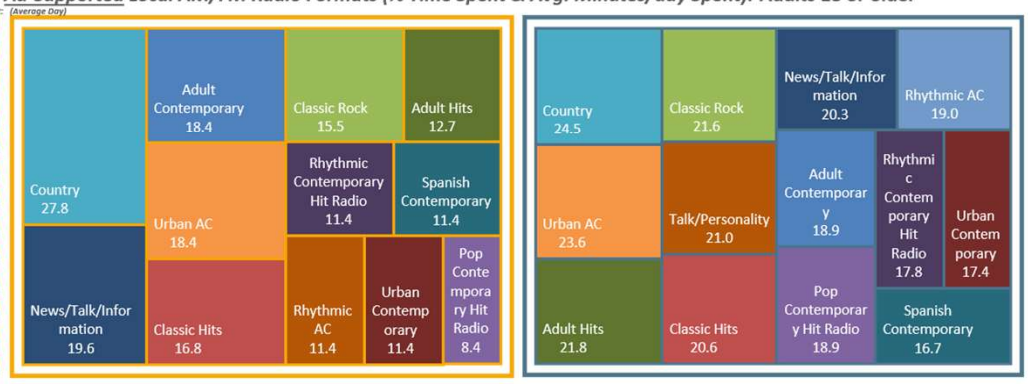
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



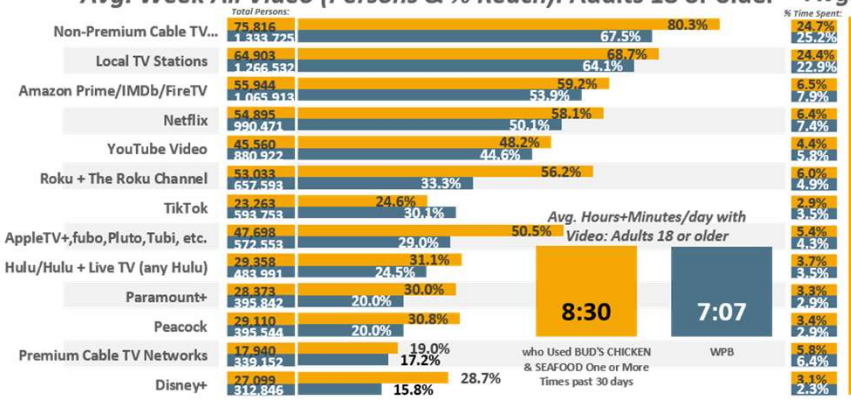
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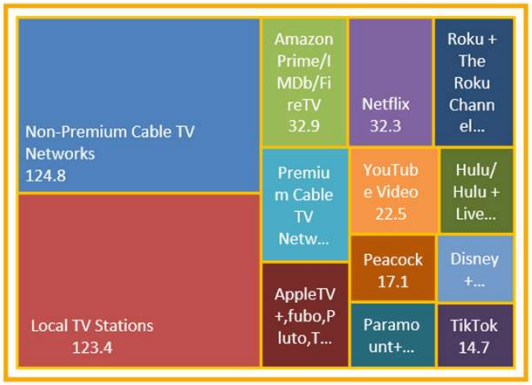
Sit-down restaurants used past 30 days: Too Jay's

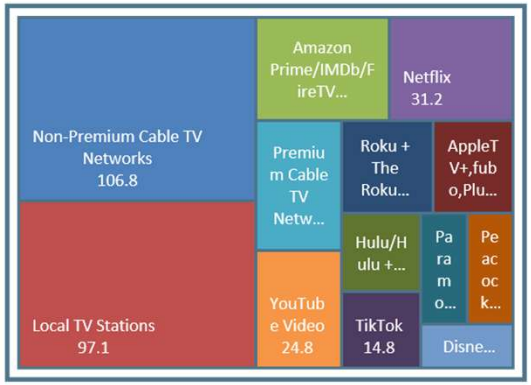
63,799 or 67.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 120.3 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

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

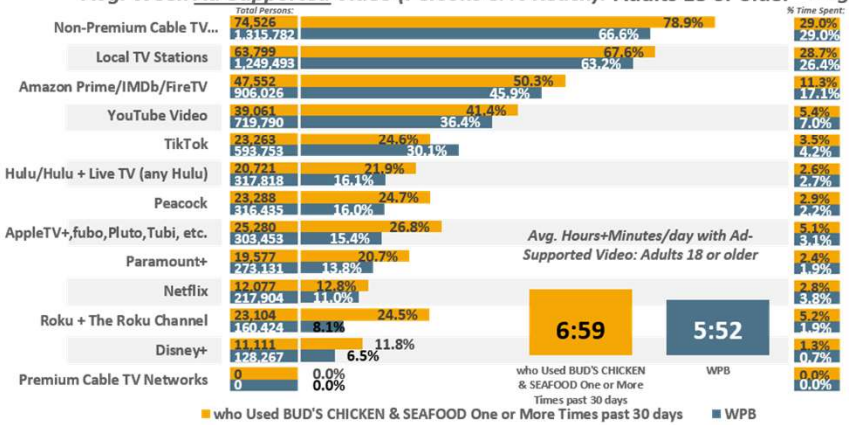


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

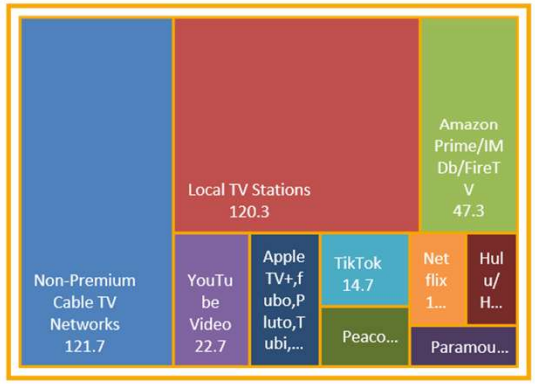


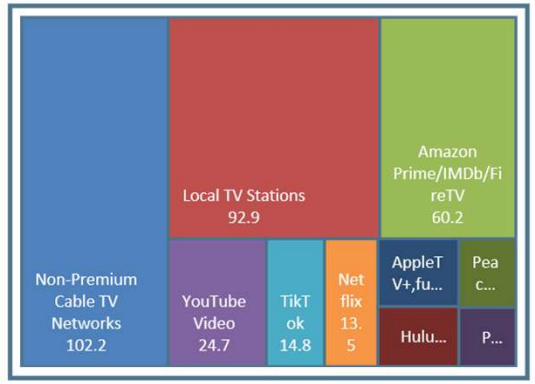


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

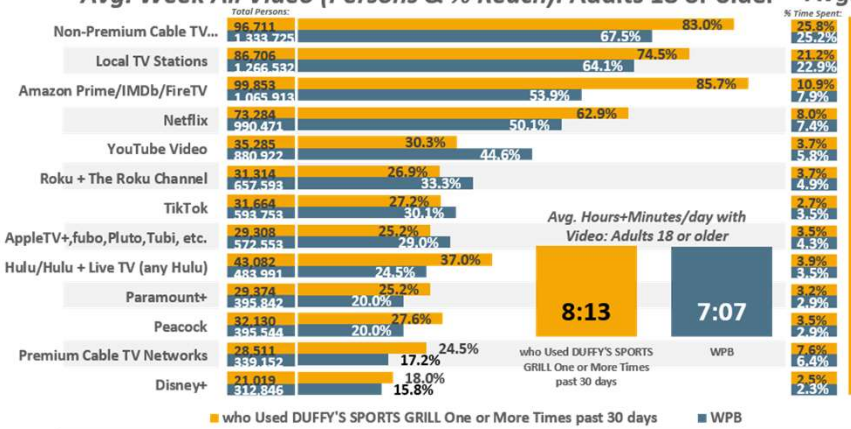
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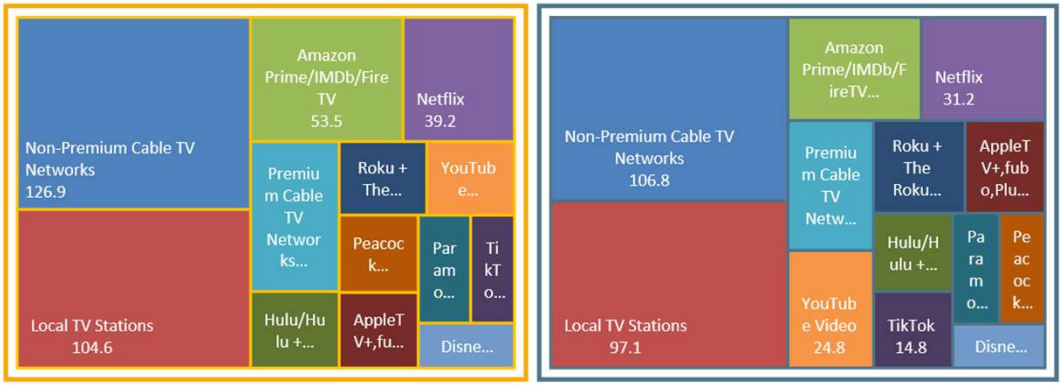
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

86,012 or 73.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

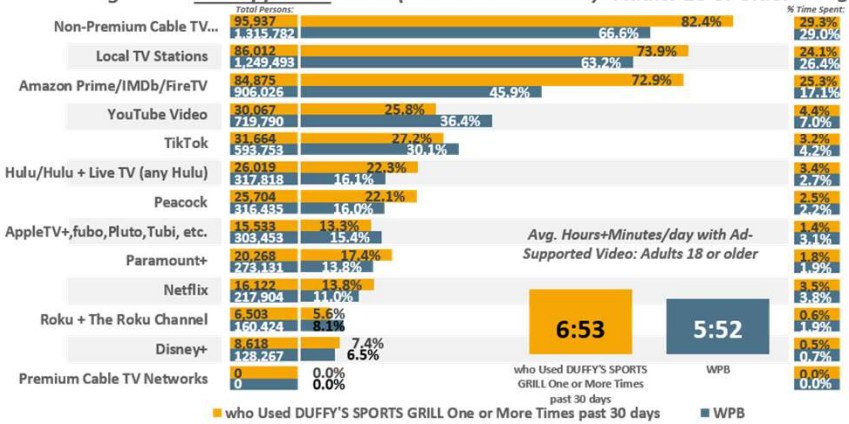
Avg. Week All Video (Persons & % Reach): Adults 18 or older



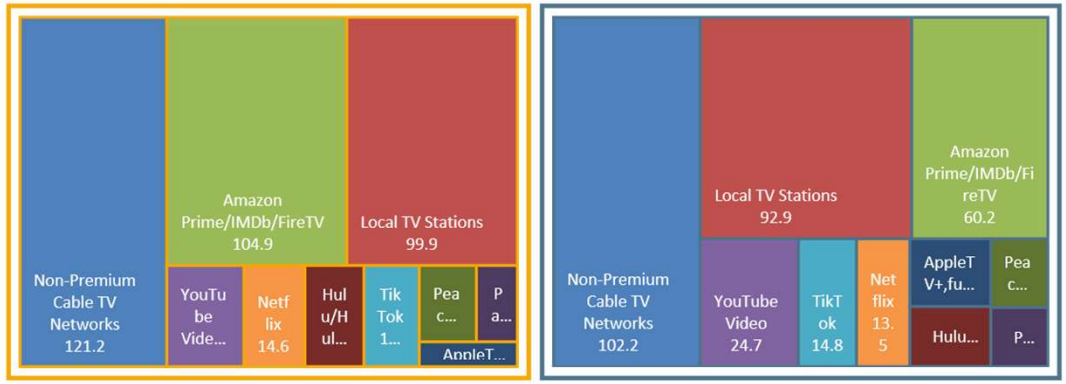
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

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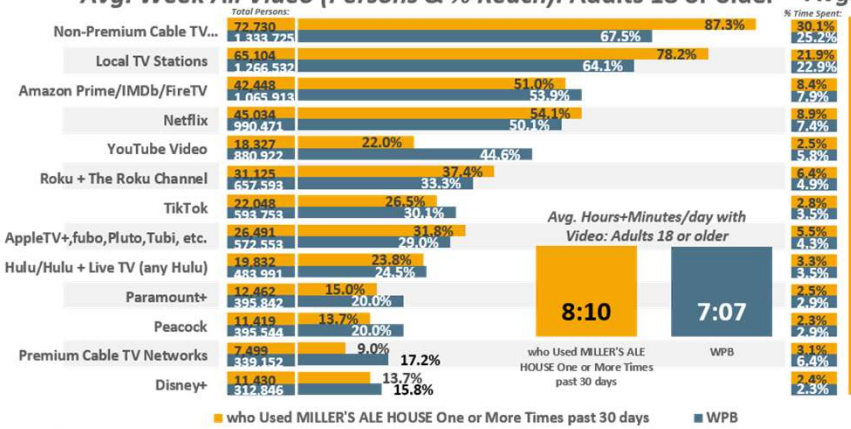
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Sit-down restaurants used past 30 days: Duffy's

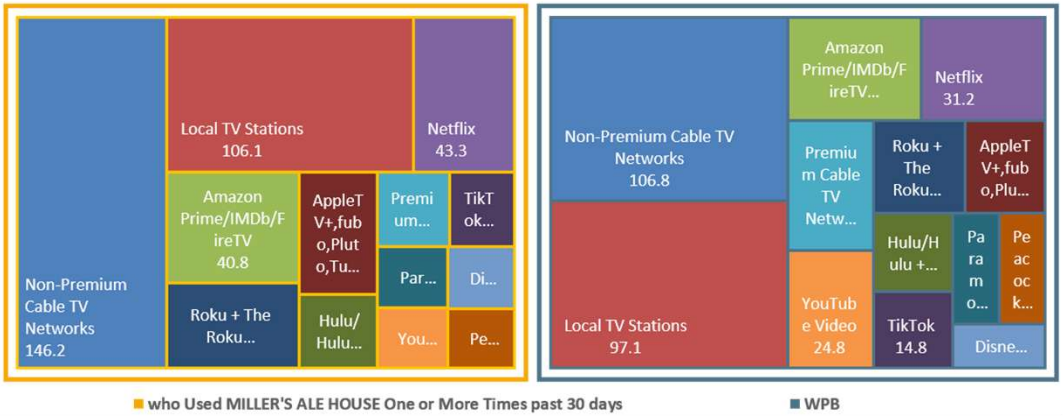
MILLER'S ALE·HOUSE WPB

64,612 or 77.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

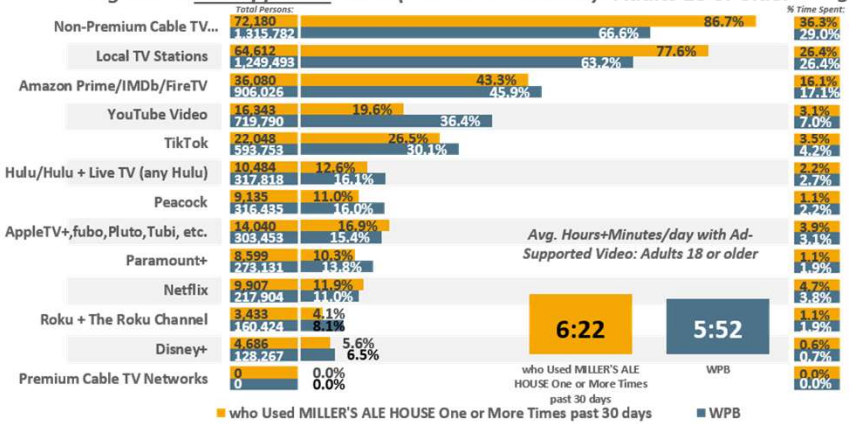
Avg. Week All Video (Persons & % Reach): Adults 18 or older



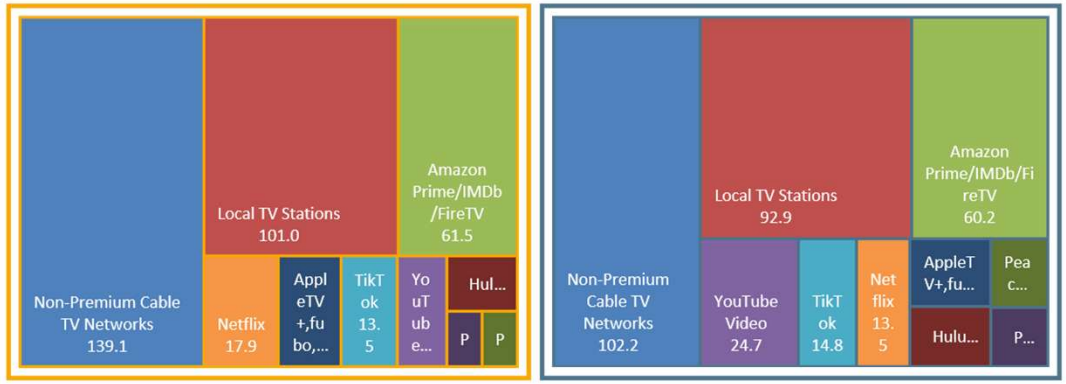
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



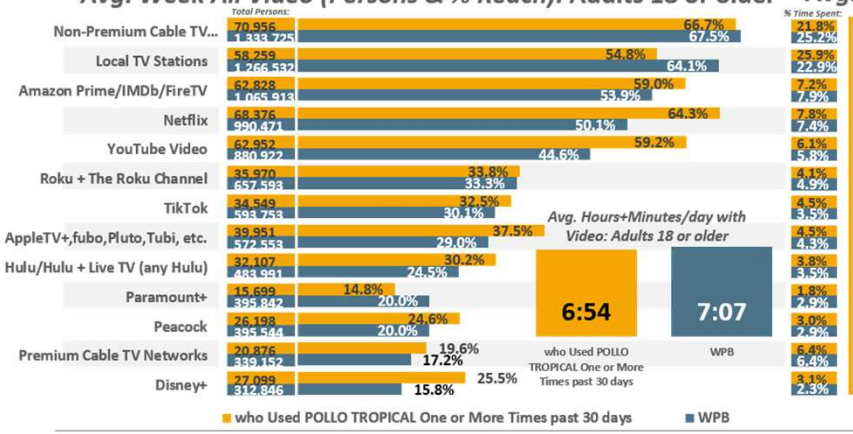
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97
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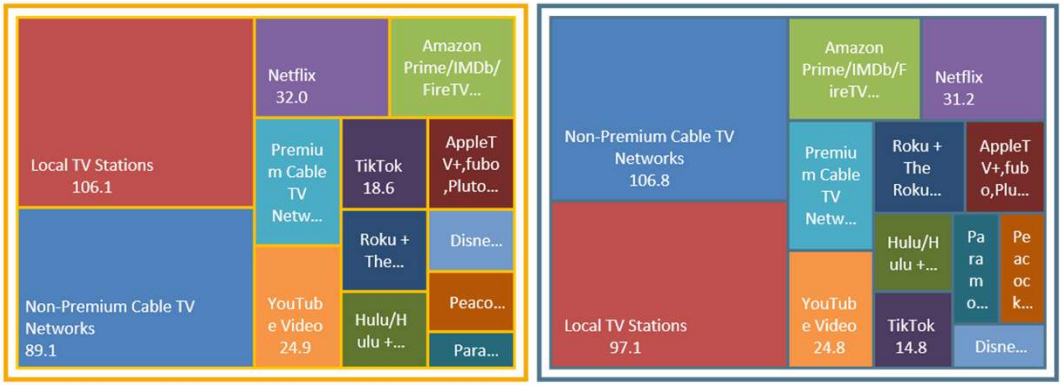
Sit-down restaurants used past 30 days: Ale House

57,436 or 54.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 100.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

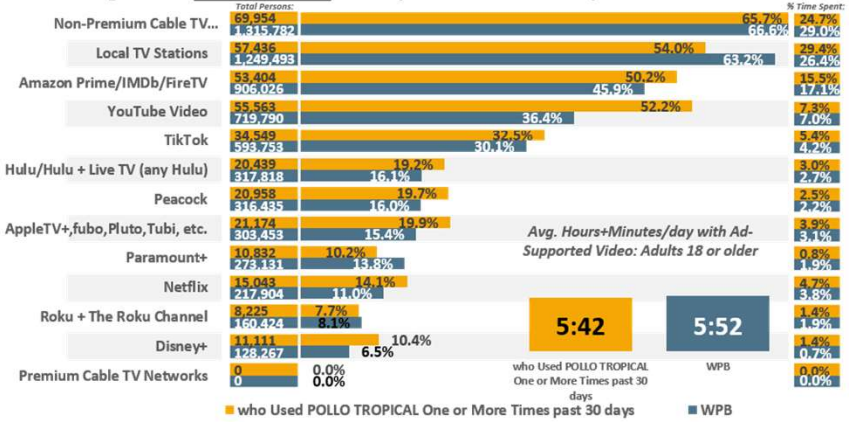
Avg. Week All Video (Persons & % Reach): Adults 18 or older



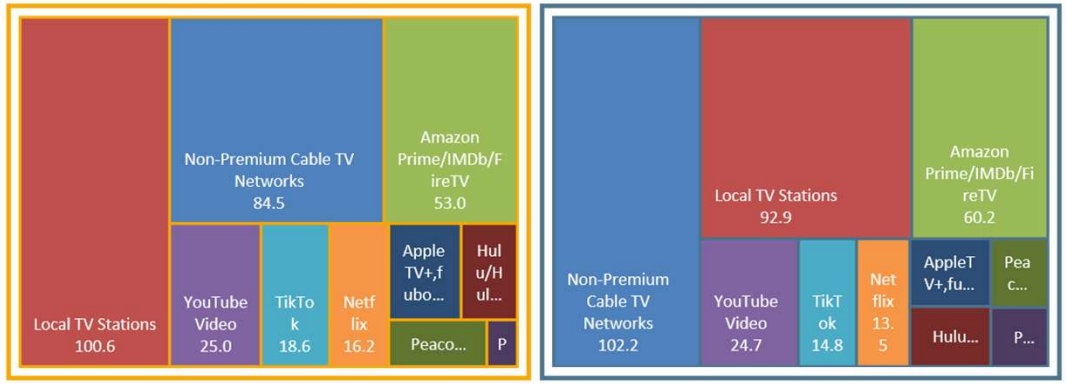
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

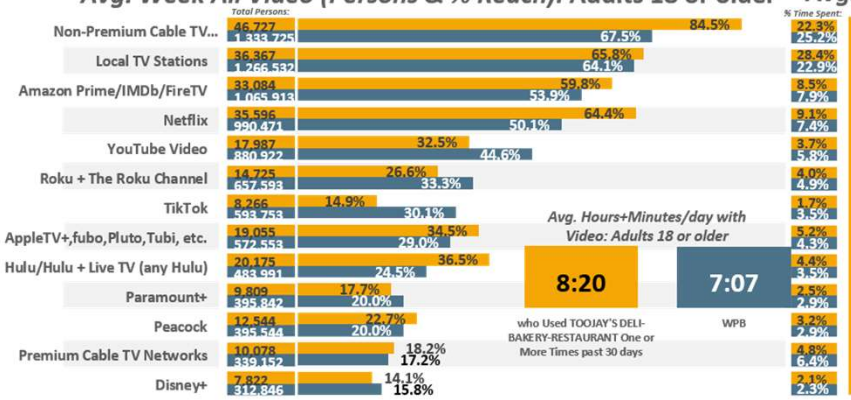
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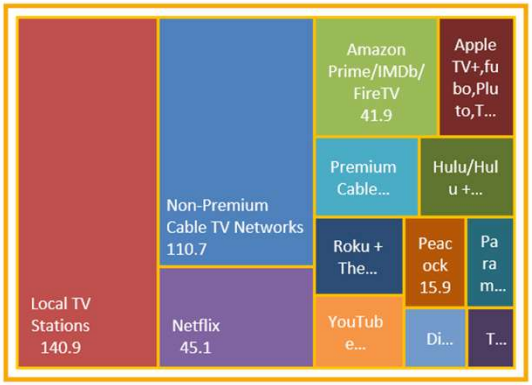
Quick service restaurants used past 30 days: Pollo Tropical

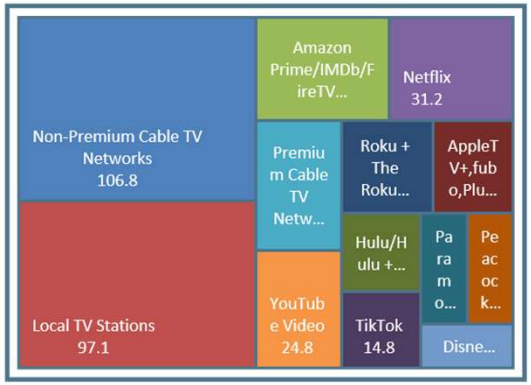
35,870 or 64.9% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 132.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video

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

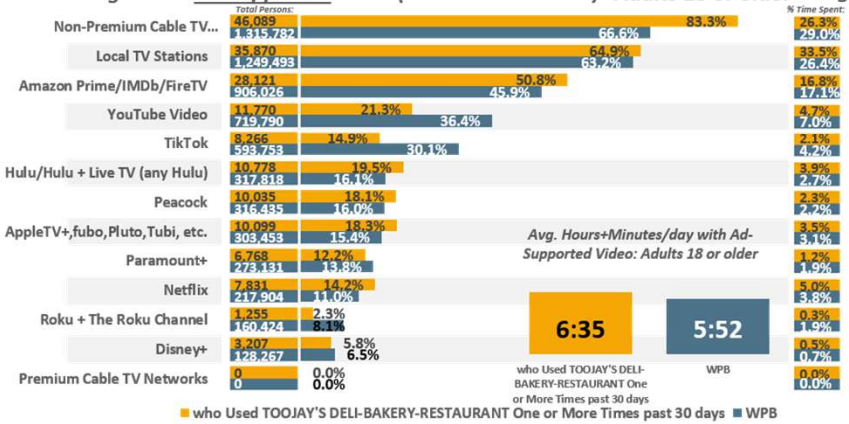


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

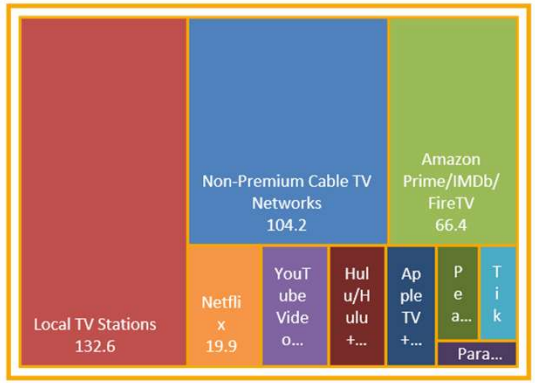


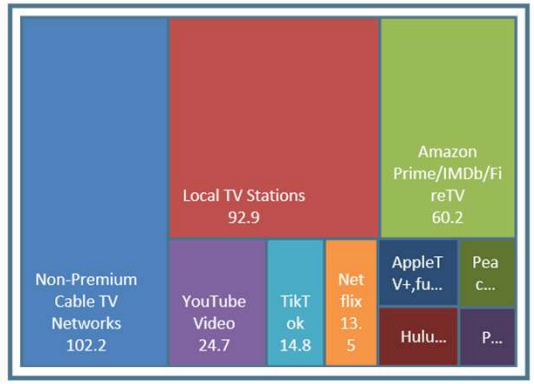


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





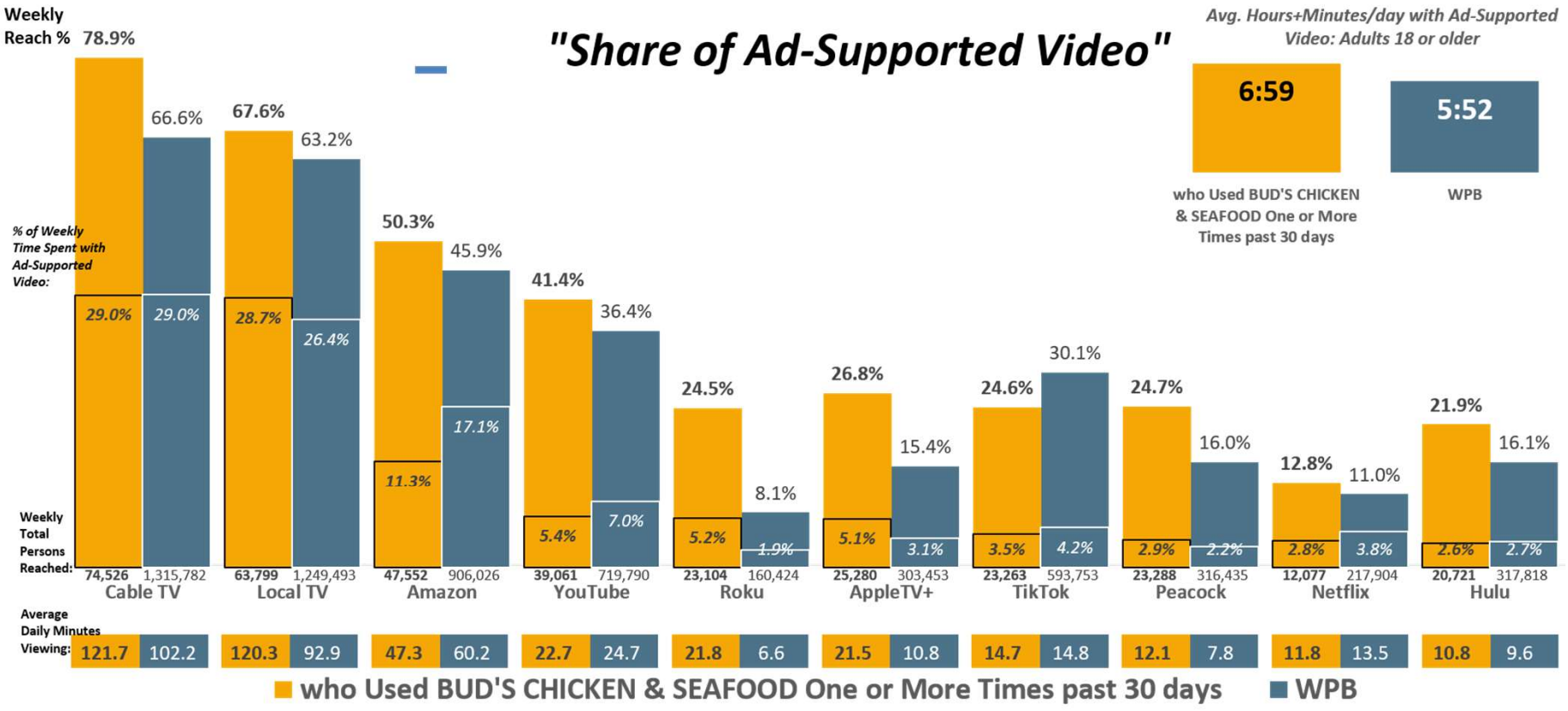
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

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Sit-down restaurants used past 30 days: Too Jay's

63,799 or 67.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 120.3 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.



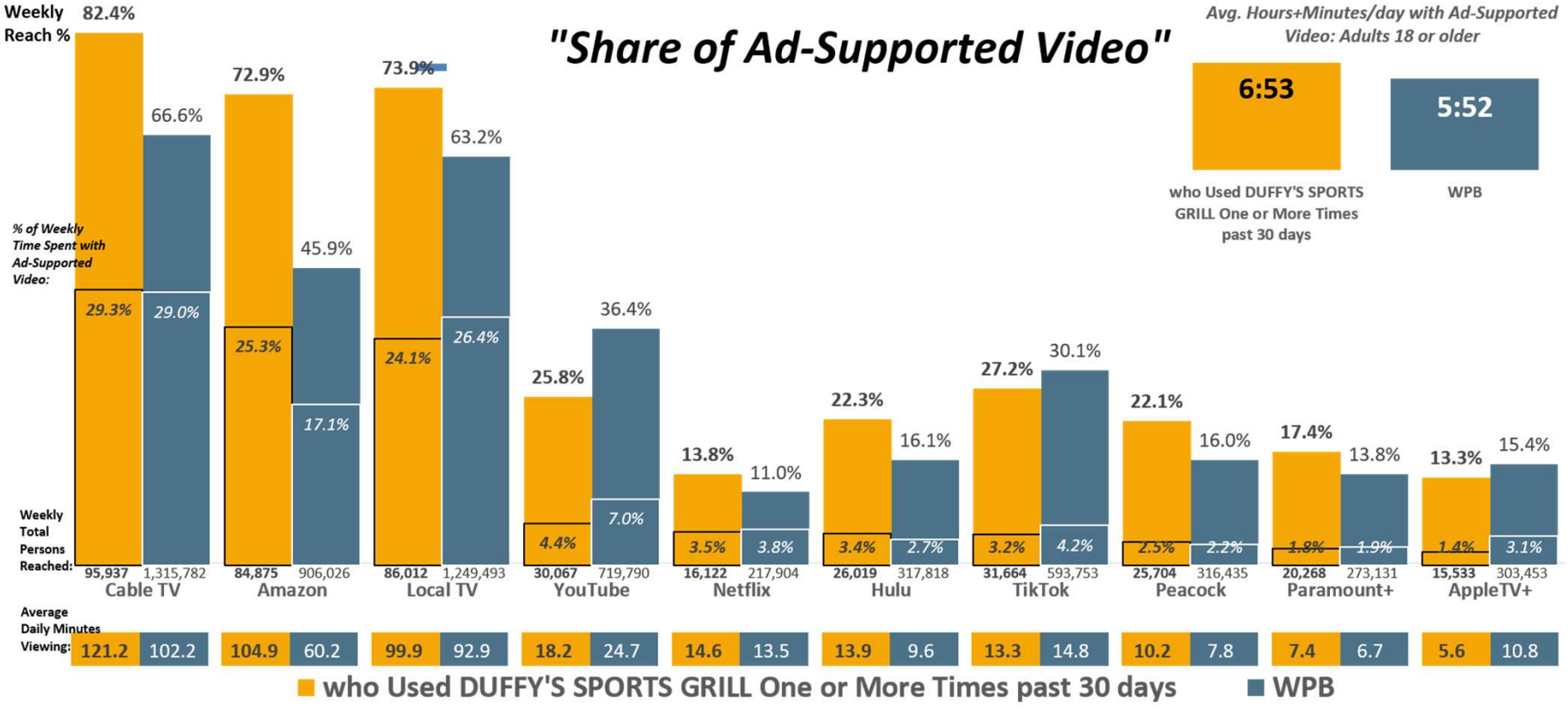
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

86,012 or 73.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 99.9 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

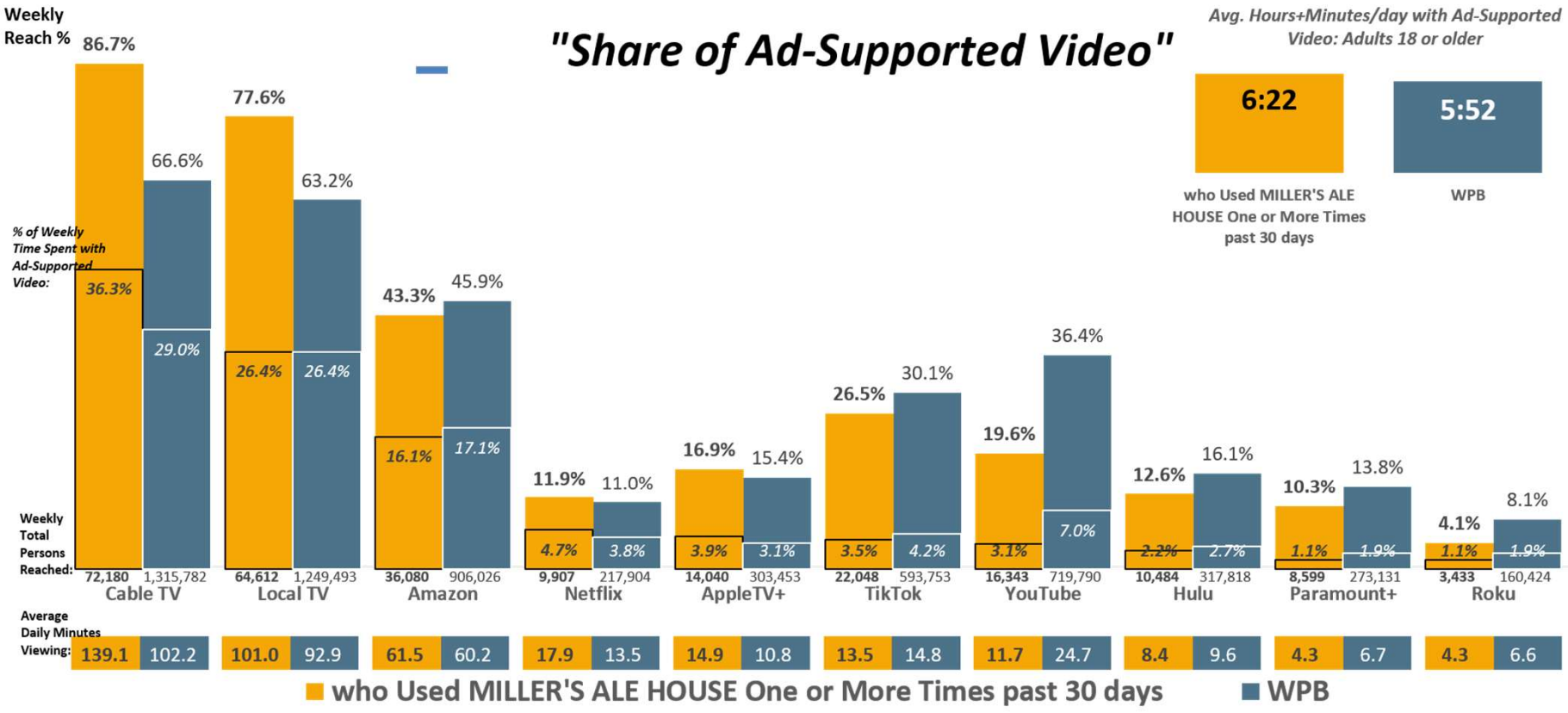
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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

64,612 or 77.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



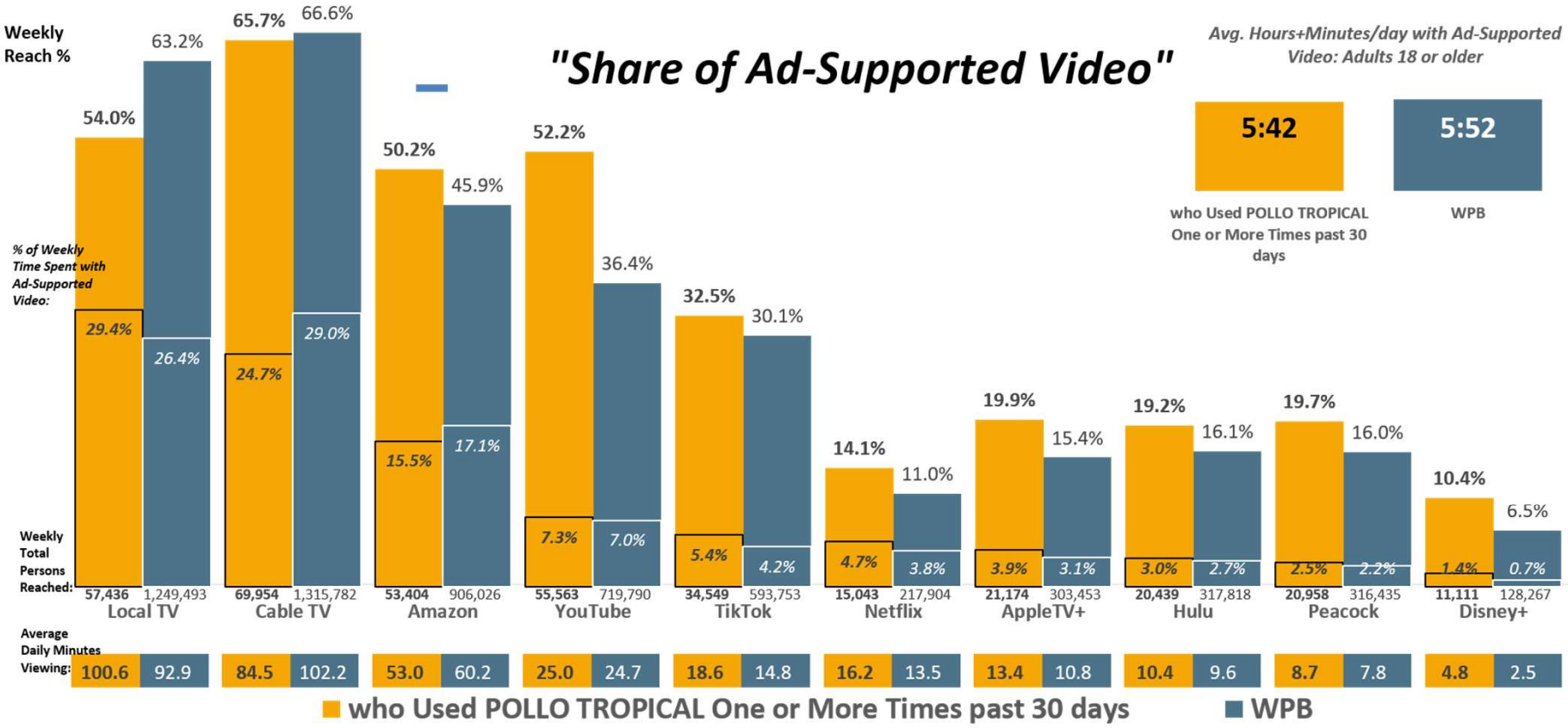
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Sit-down restaurants used past 30 days: Ale House

57,436 or 54.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 100.6 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



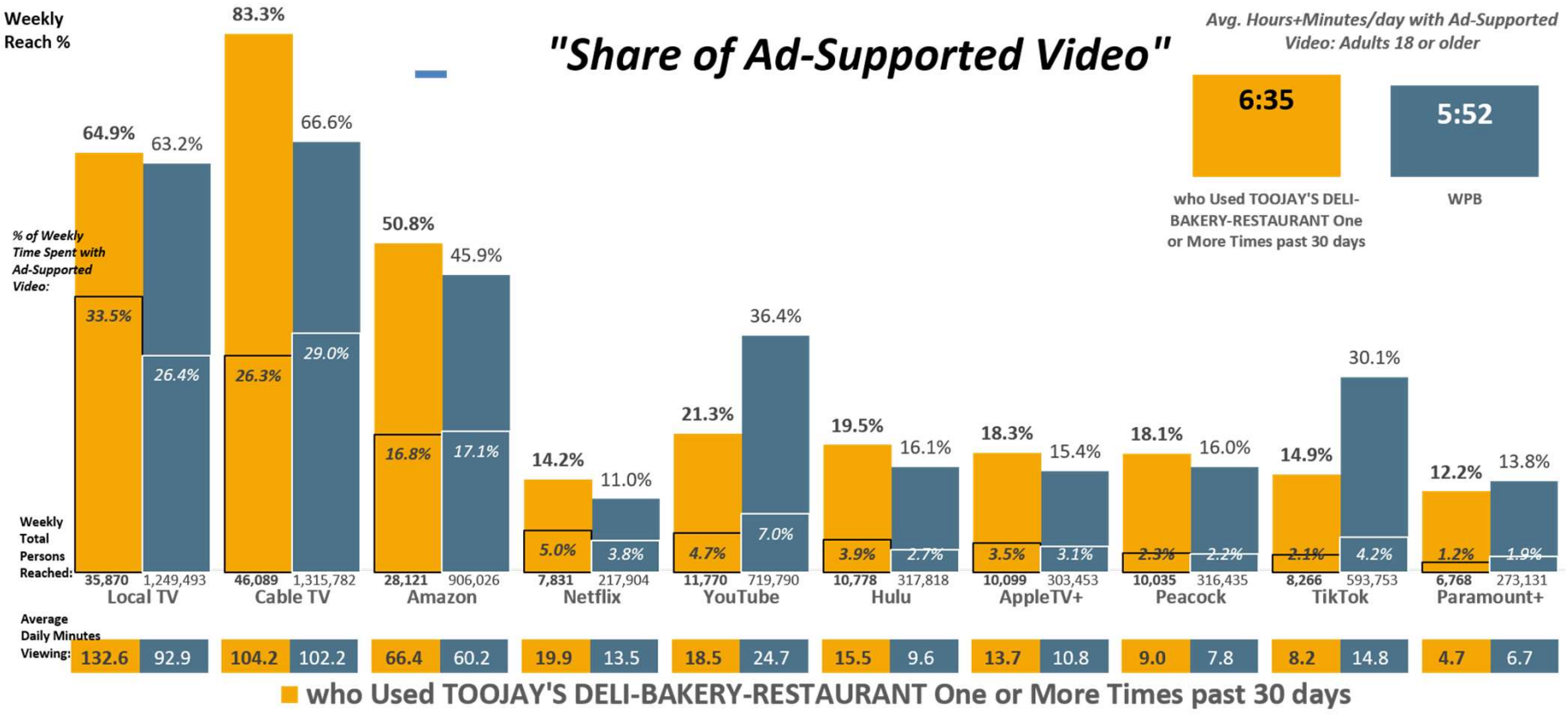
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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Quick service restaurants used past 30 days: Pollo Tropical

35,870 or 64.9% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 132.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

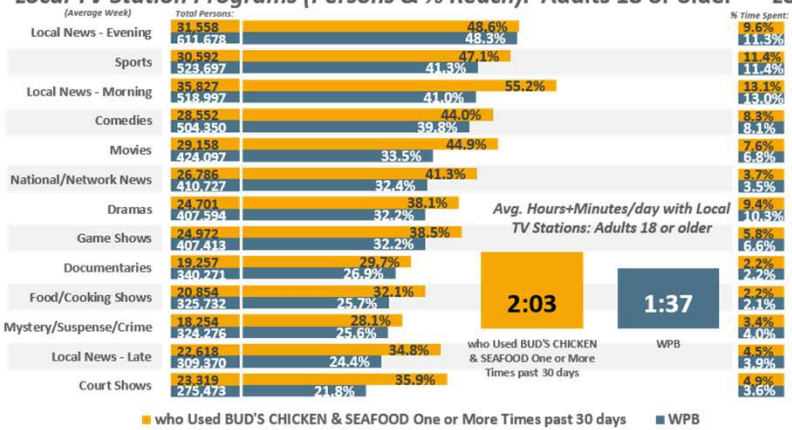
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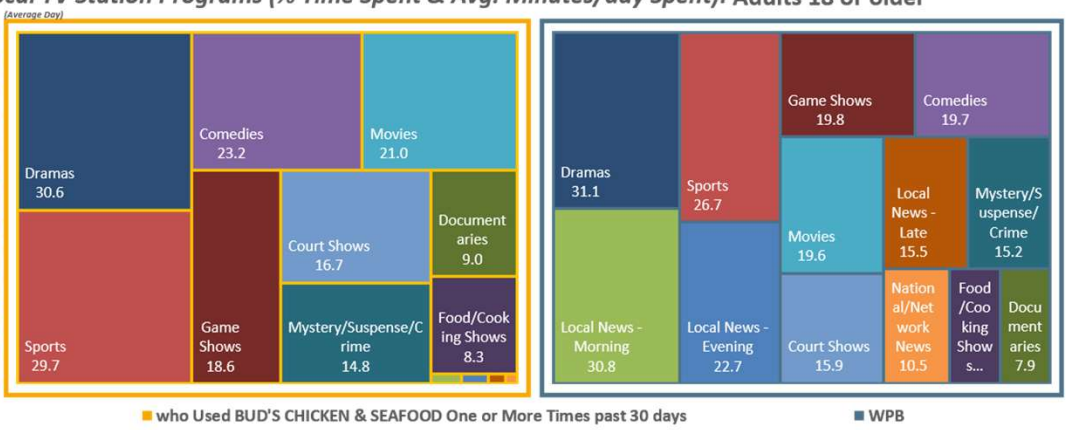
Sit-down restaurants used past 30 days: Too Jay's

63,799 or 67.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Movies, Comedies, and Game Shows.

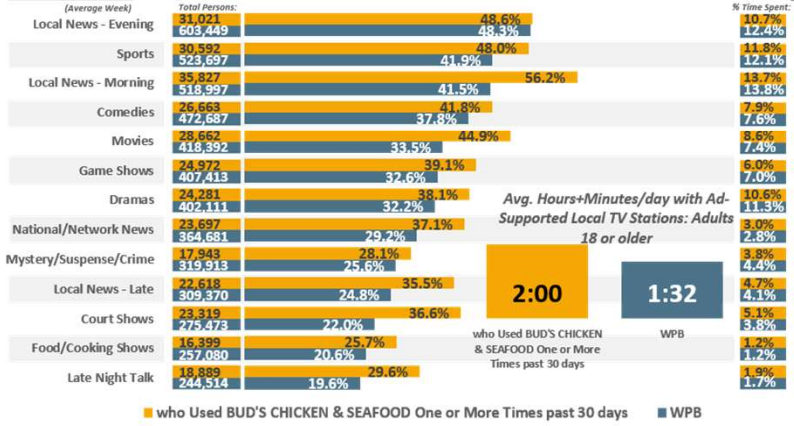
Local TV Station Programs (Persons & % Reach): Adults 18 or older



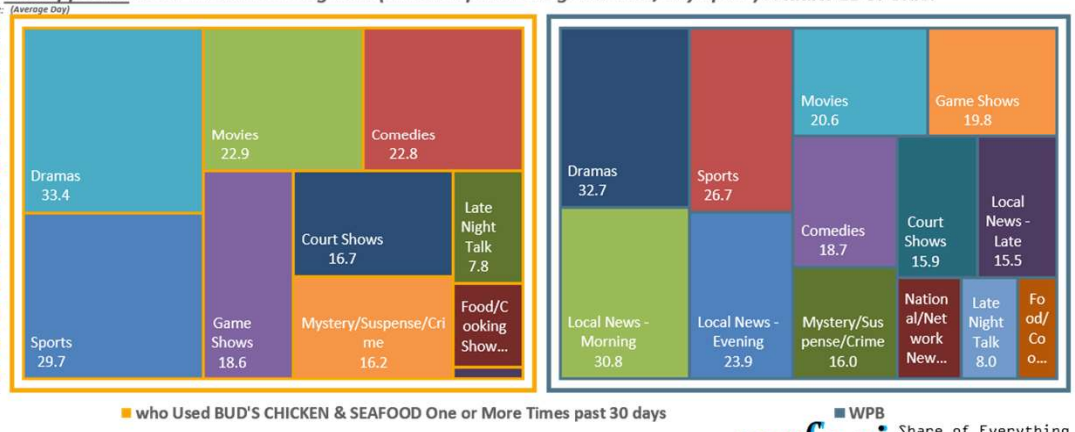
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

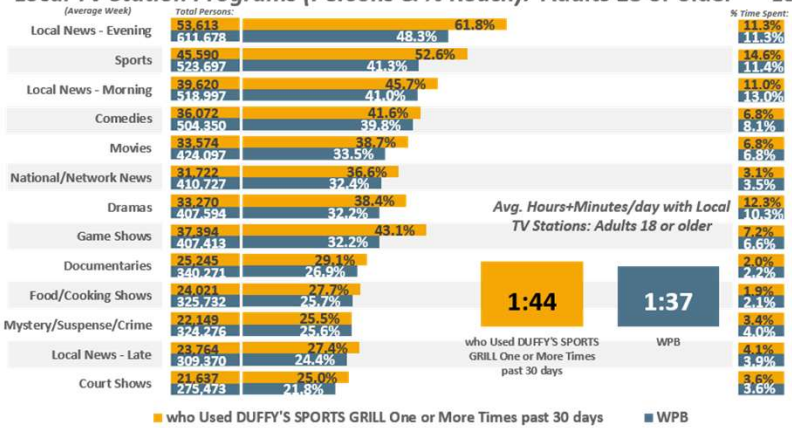
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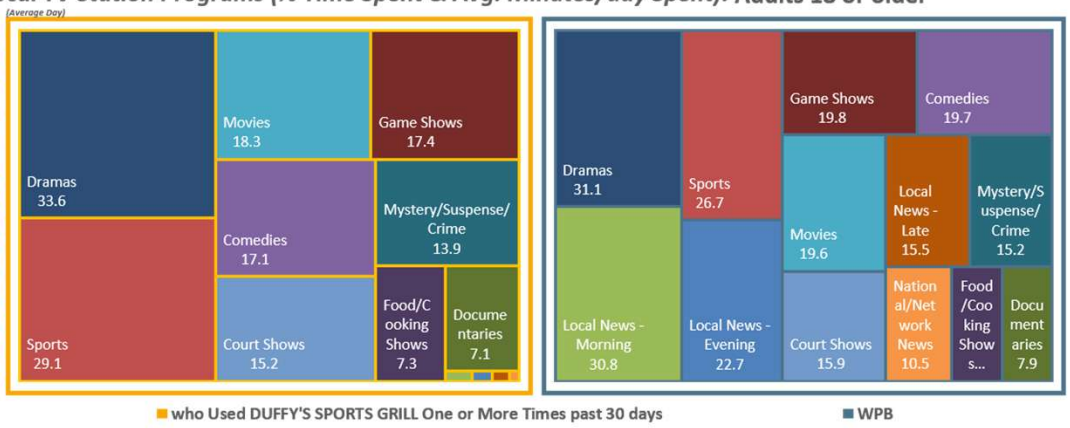
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

86,012 or 73.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Comedies, and Movies.

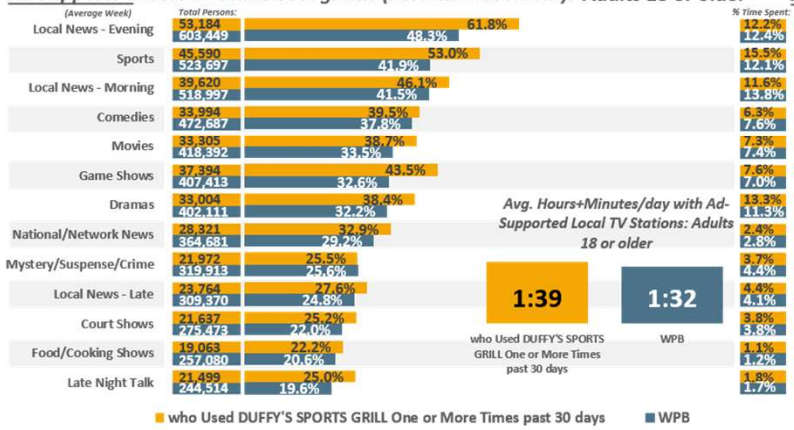
Local TV Station Programs (Persons & % Reach): Adults 18 or older



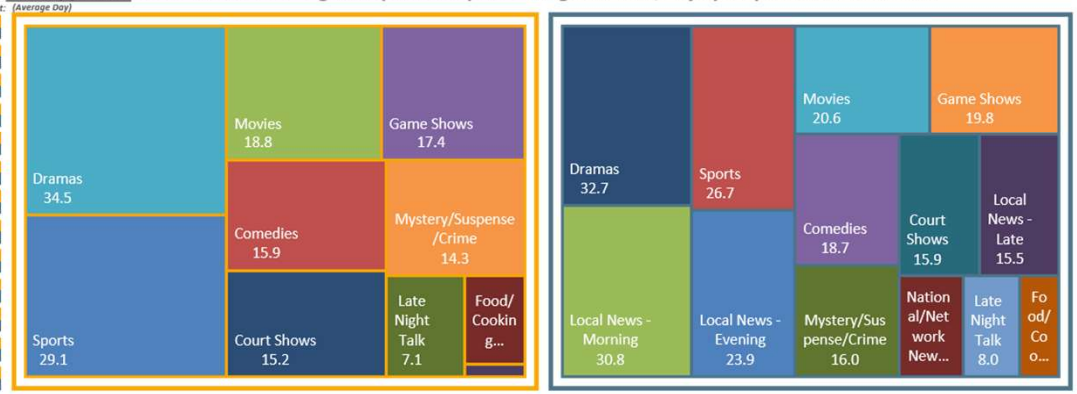
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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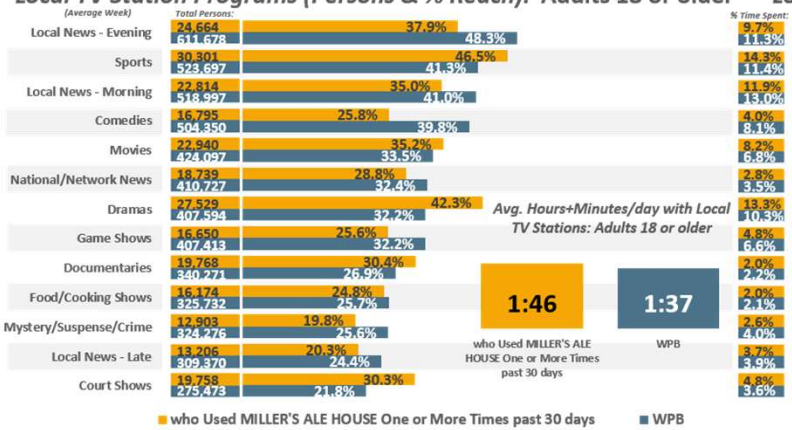
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Sit-down restaurants used past 30 days: Duffy's

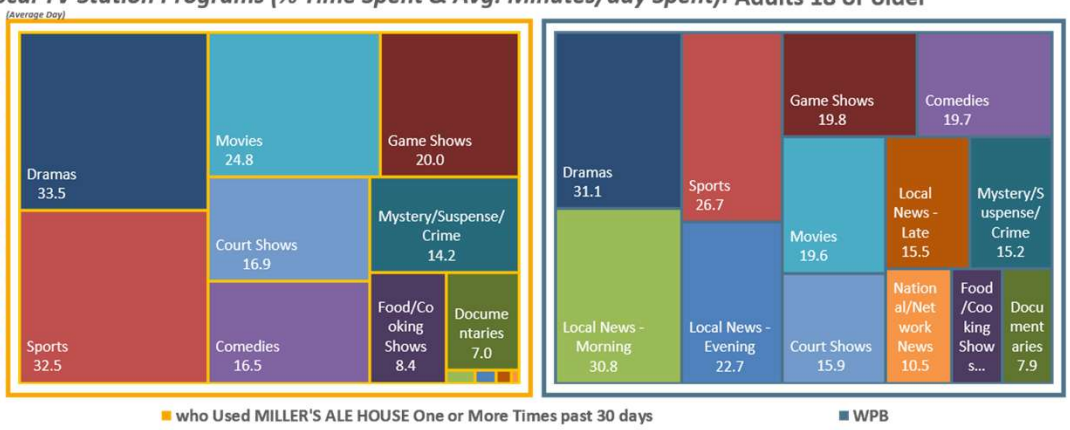
MILLER'S ALE·HOUSE WPB

64,612 or 77.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, Local News - Evening, Local News - Morning, Movies, and Court Shows.

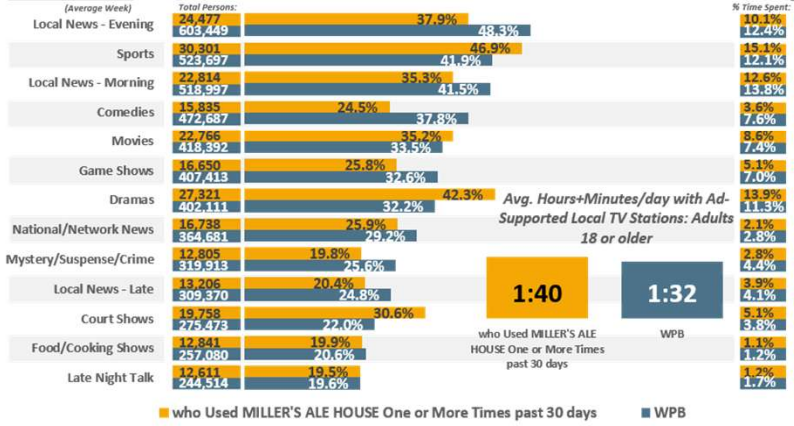
Local TV Station Programs (Persons & % Reach): Adults 18 or older



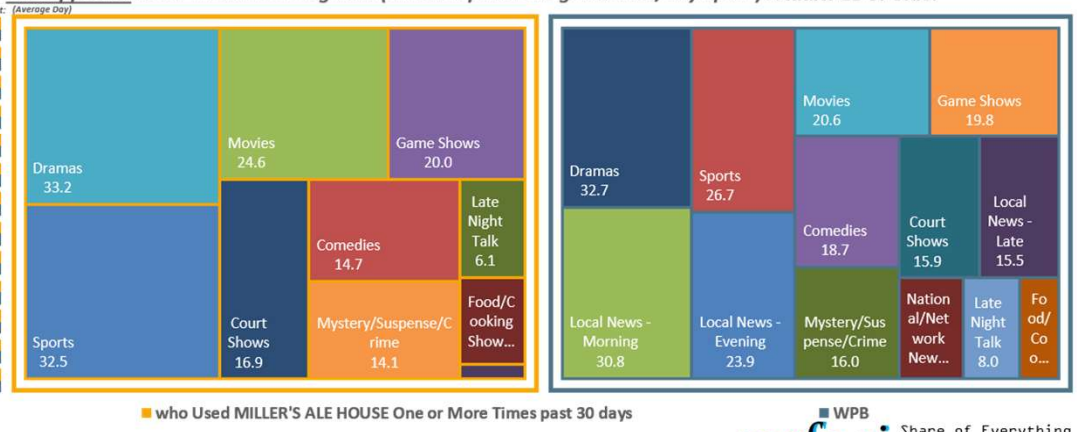
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

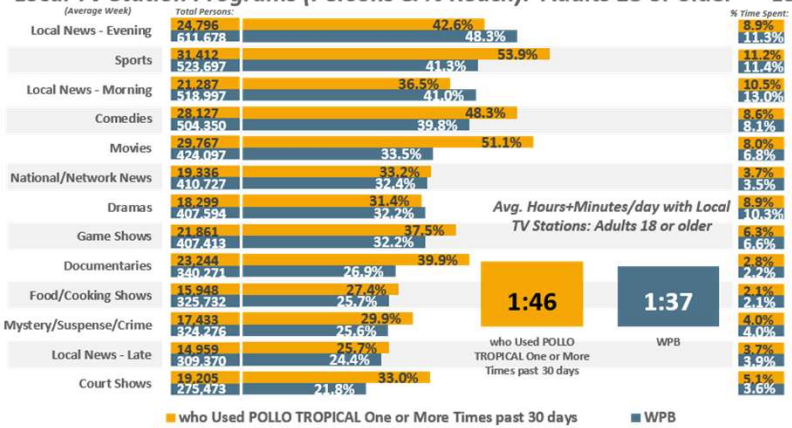
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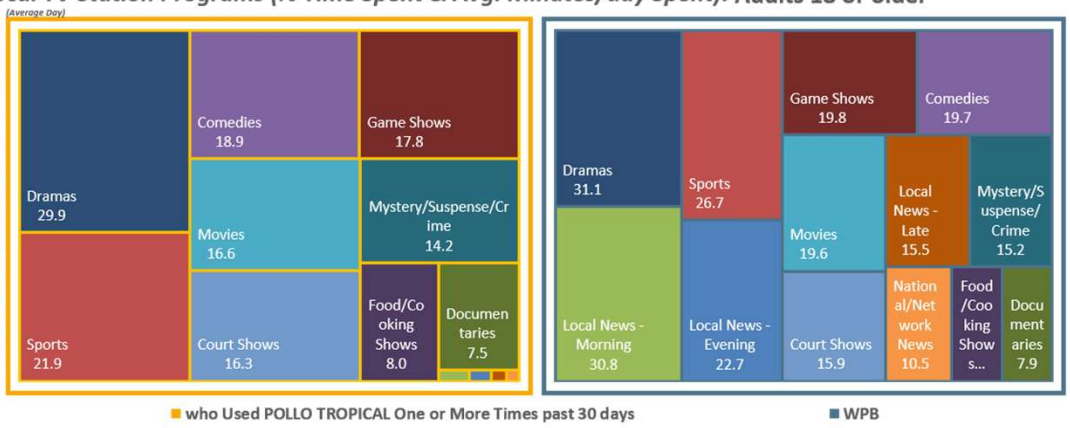
Sit-down restaurants used past 30 days: Ale House

57,436 or 54.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Game Shows, and Local News - Morning.

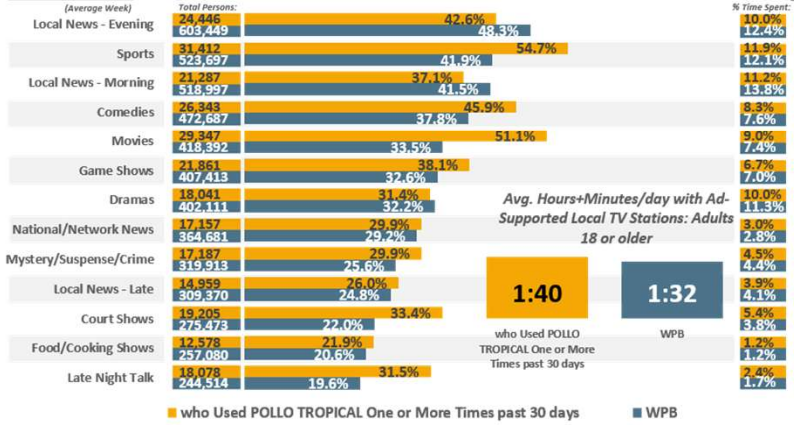
Local TV Station Programs (Persons & % Reach): Adults 18 or older



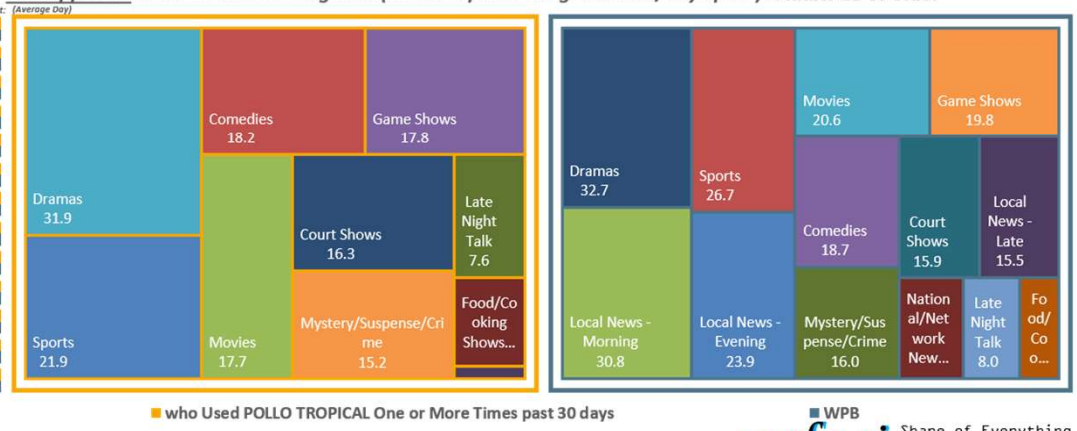
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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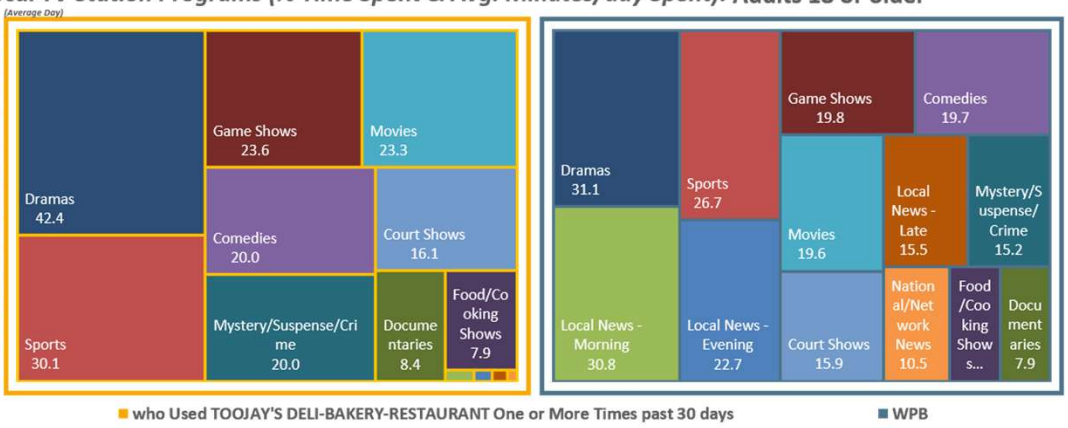
Quick service restaurants used past 30 days: Pollo Tropical

35,870 or 64.9% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Game Shows, Movies, and National/Network New

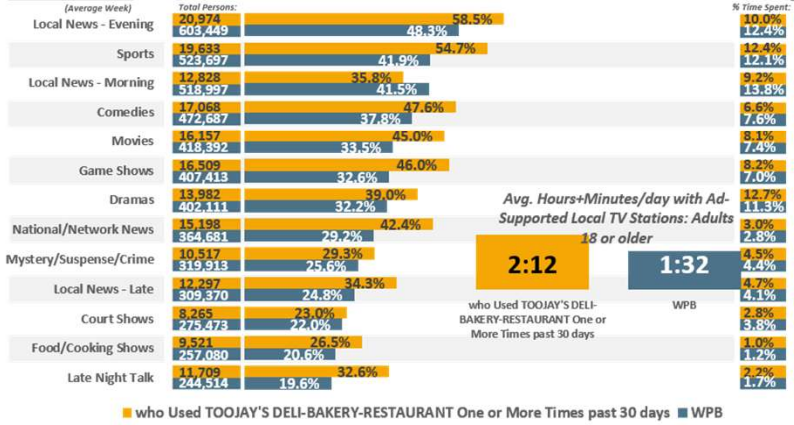
Local TV Station Programs (Persons & % Reach): Adults 18 or older



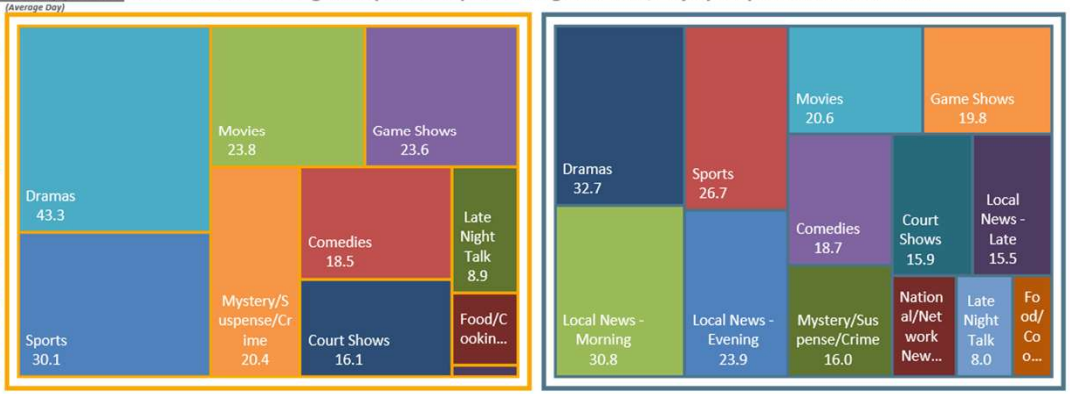
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

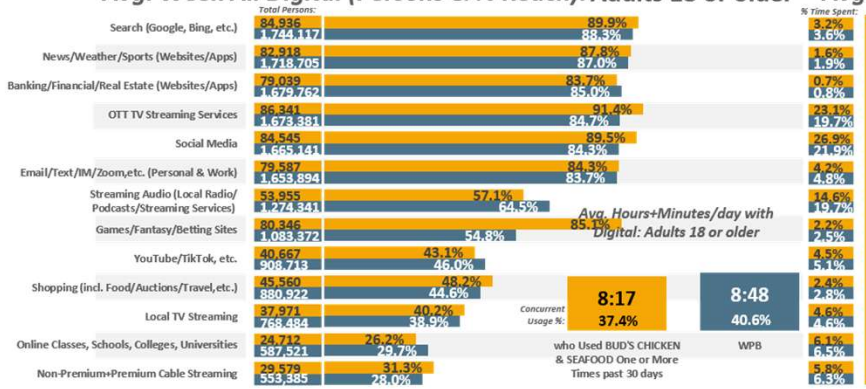
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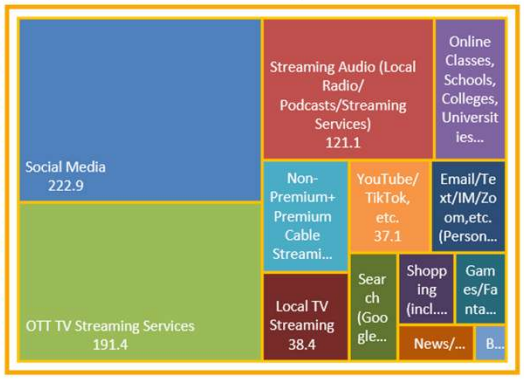
Sit-down restaurants used past 30 days: Too Jay's

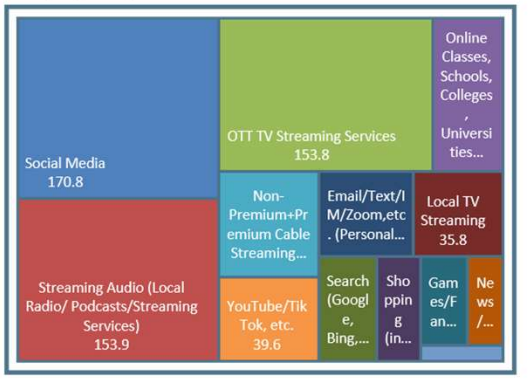
74,992 or 79.4% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days use Ad-Supported Social Media for an average of 197.7 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

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

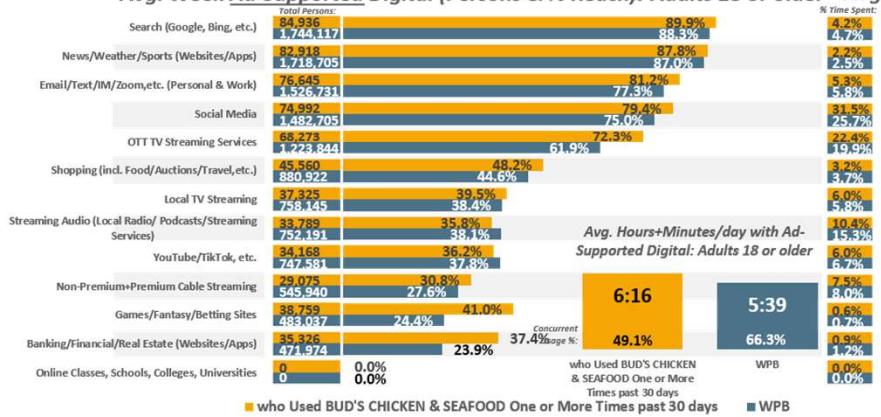


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

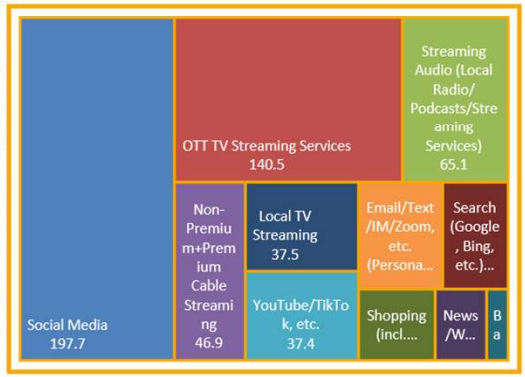


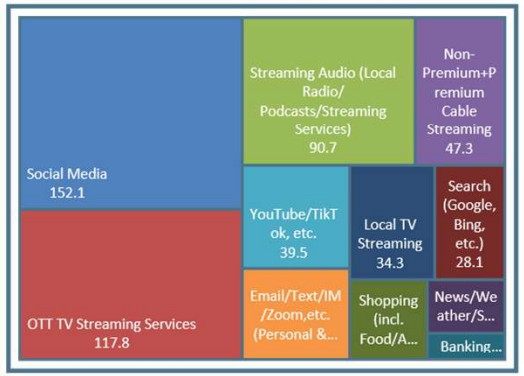


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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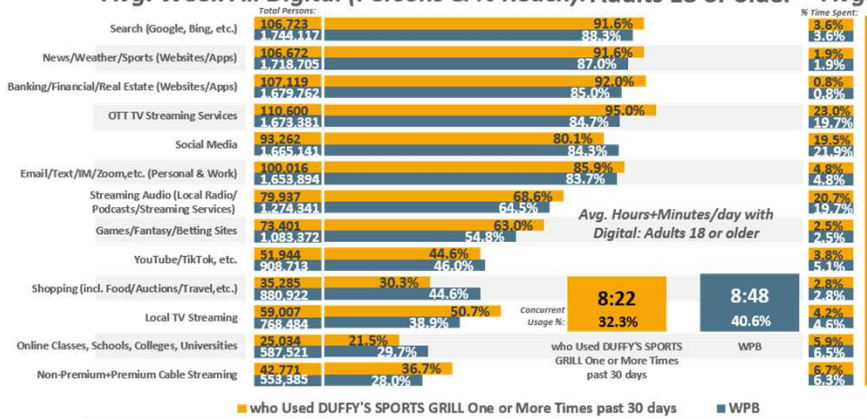
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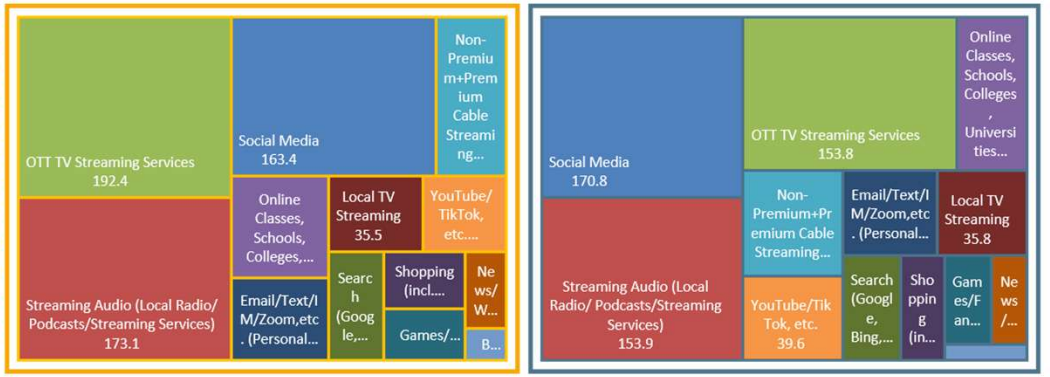
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

84,332 or 72.4% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days use Ad-Supported Social Media for an average of 147.7 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

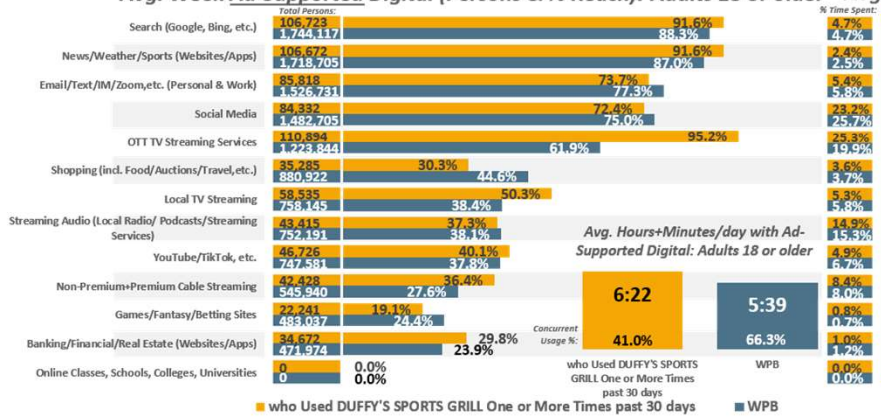
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



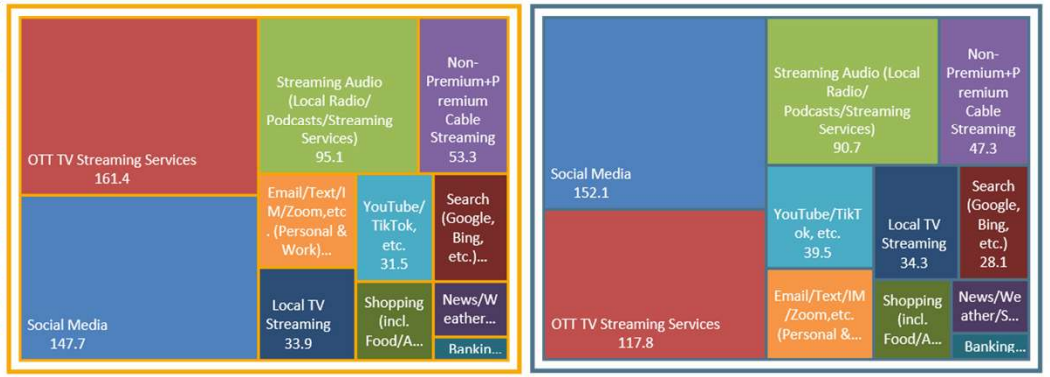
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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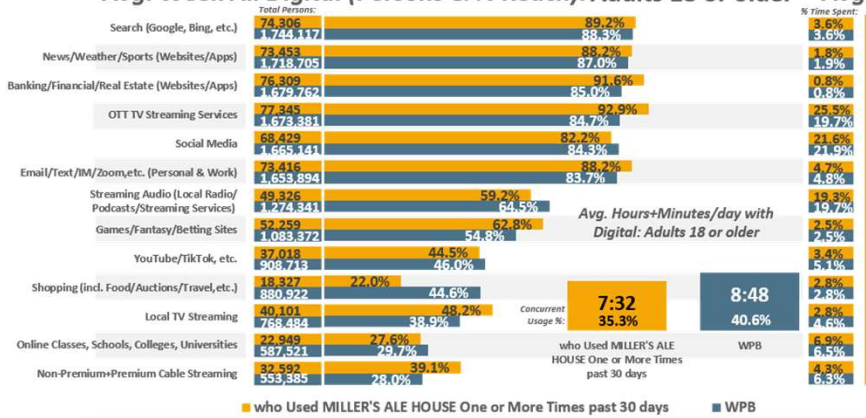
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Sit-down restaurants used past 30 days: Duffy's

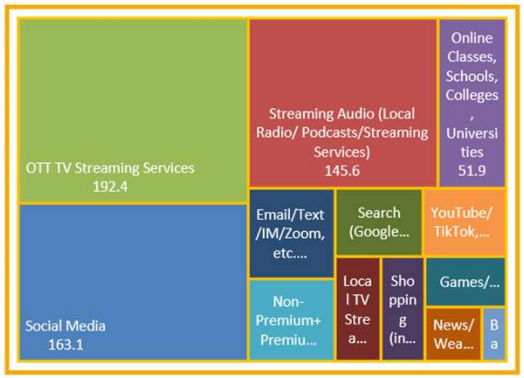
MILLER'S ALE·HOUSE WPB

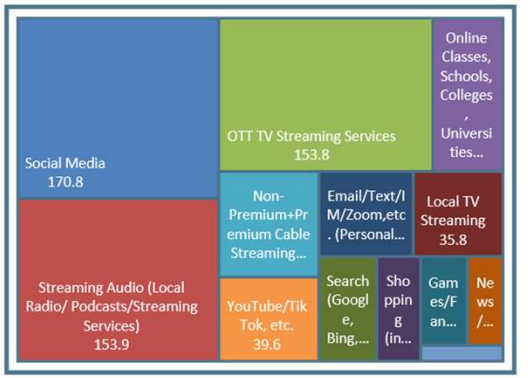
62,993 or 75.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days use Ad-Supported Social Media for an average of 150.1 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

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

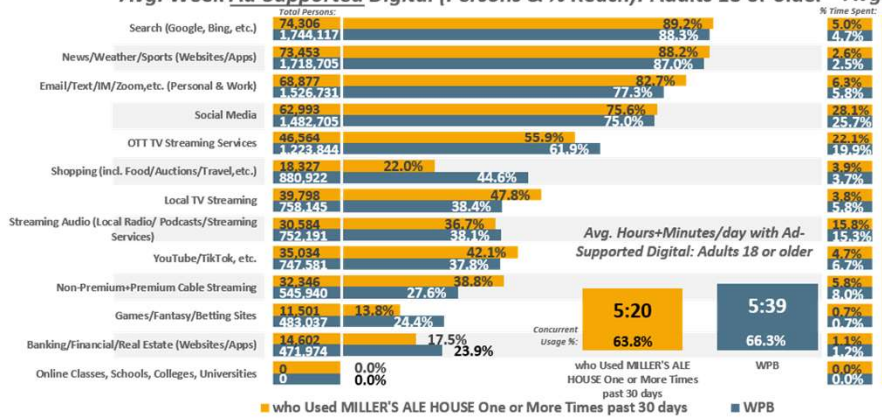


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

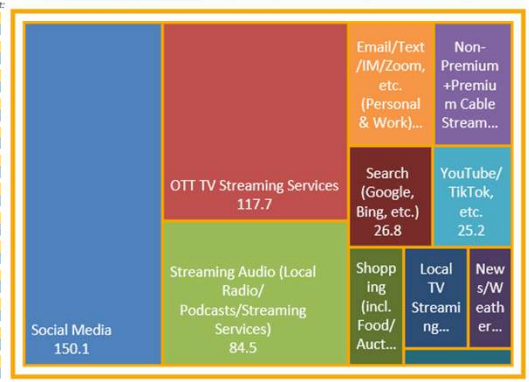


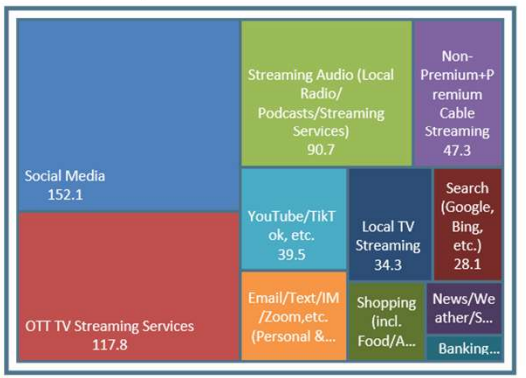


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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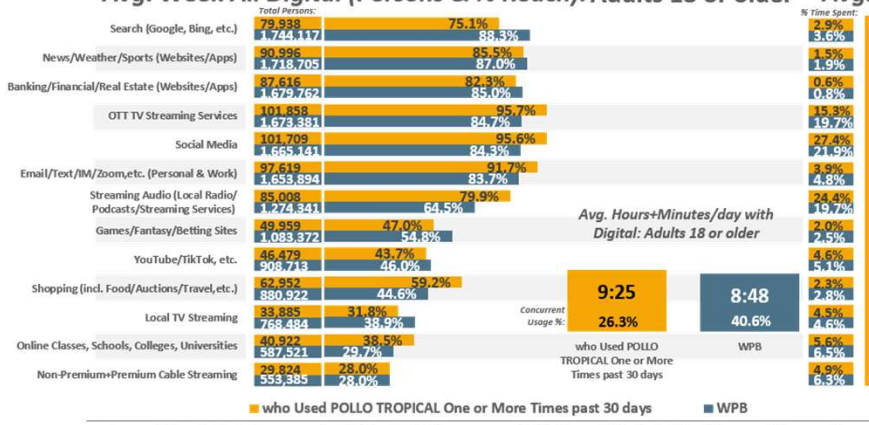
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Sit-down restaurants used past 30 days: Ale House

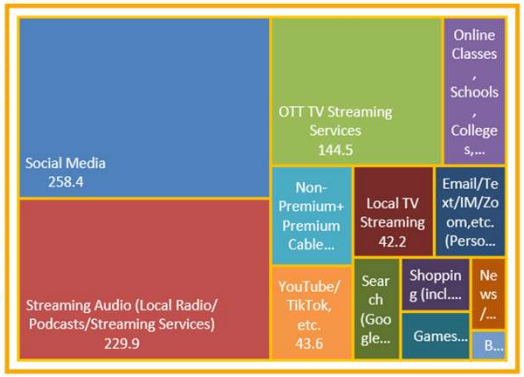
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

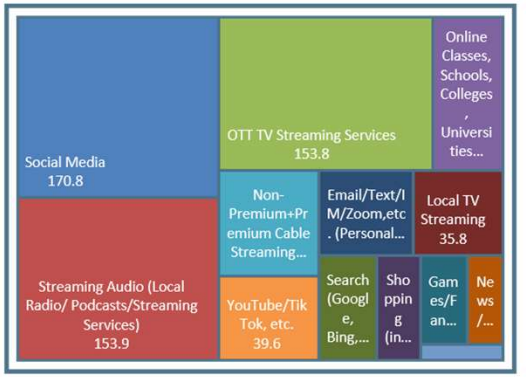
99,196 or 93.2% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days use Ad-Supported Social Media for an average of 252. minutes every day representing 34.6% of all time spent daily with Ad-Supported Digital Media.

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

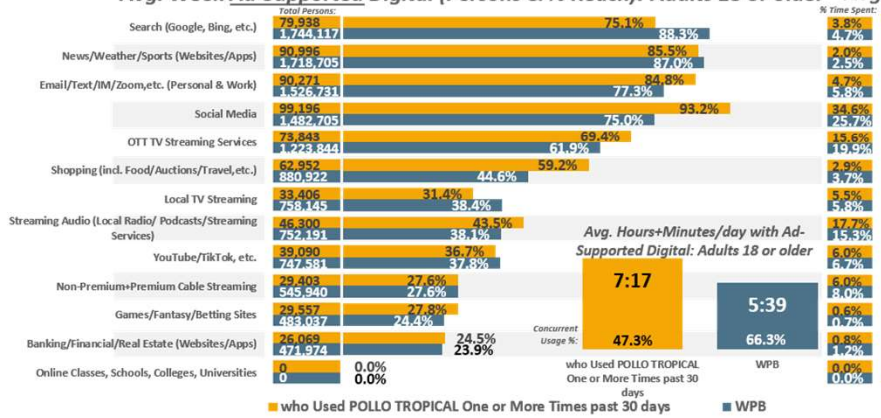


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

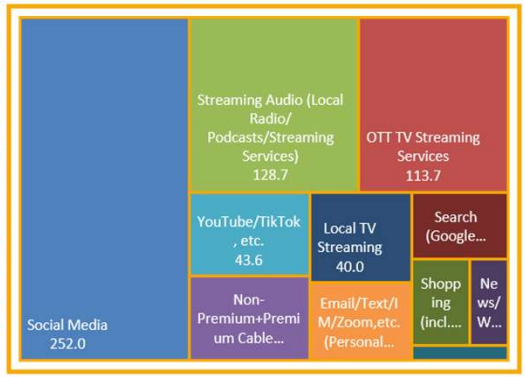


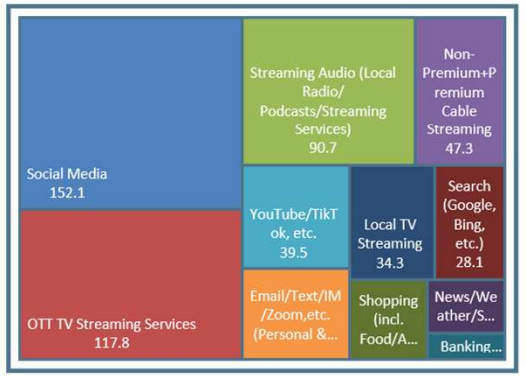


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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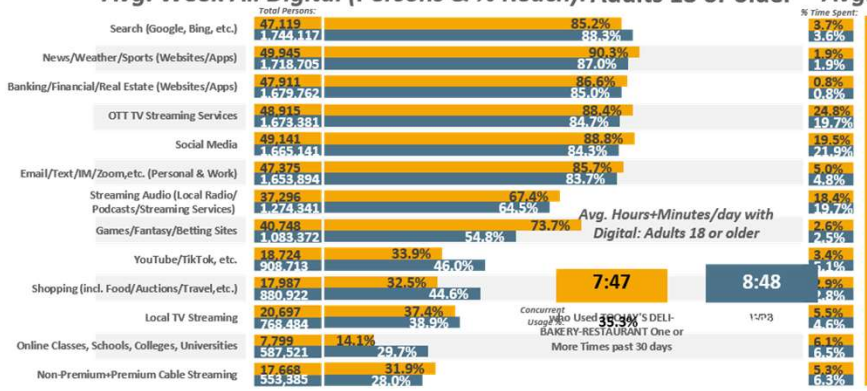
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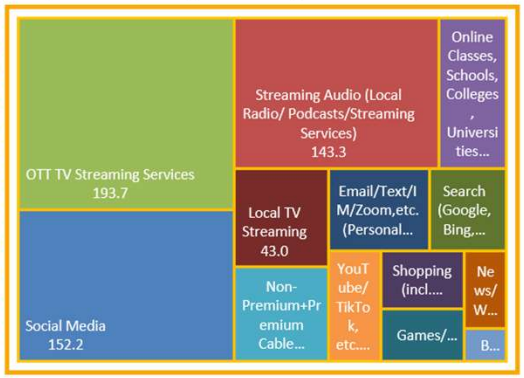
Quick service restaurants used past 30 days: Pollo Tropical

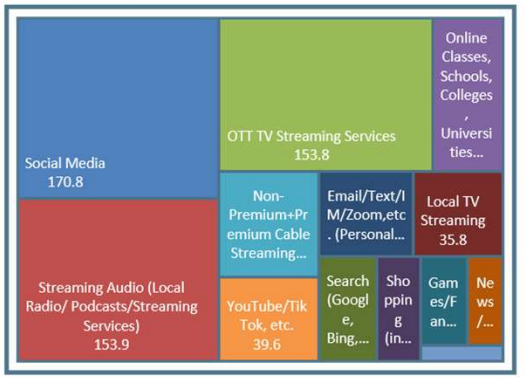
47,458 or 85.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days use Ad-Supported Social Media for an average of 147. minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

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

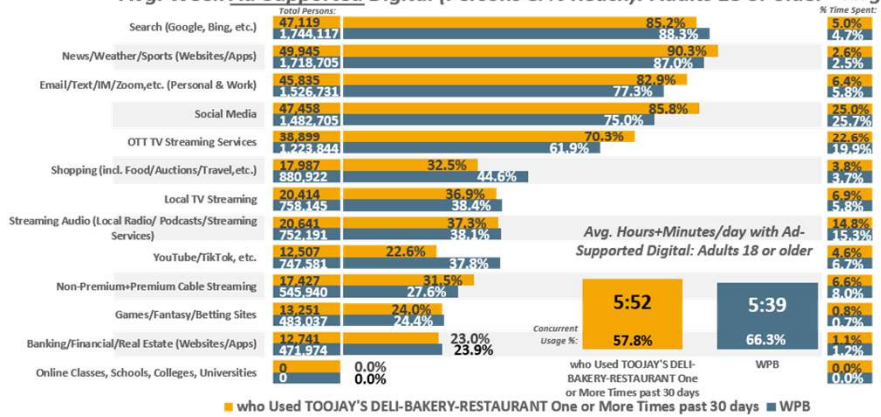


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

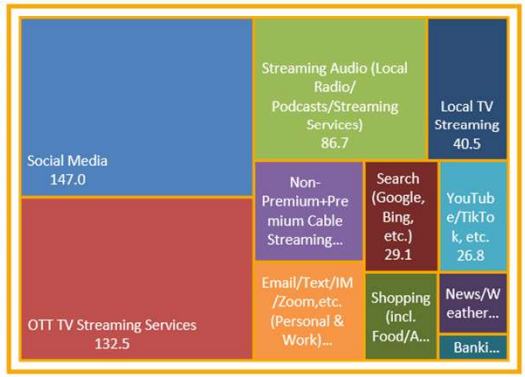


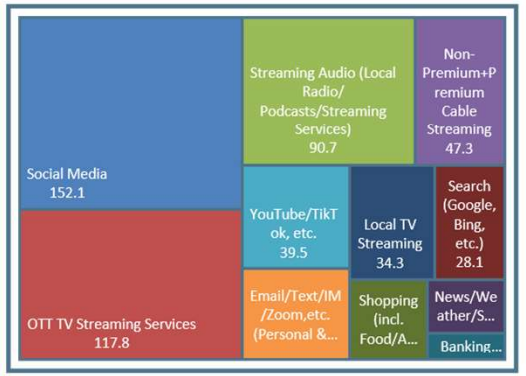


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

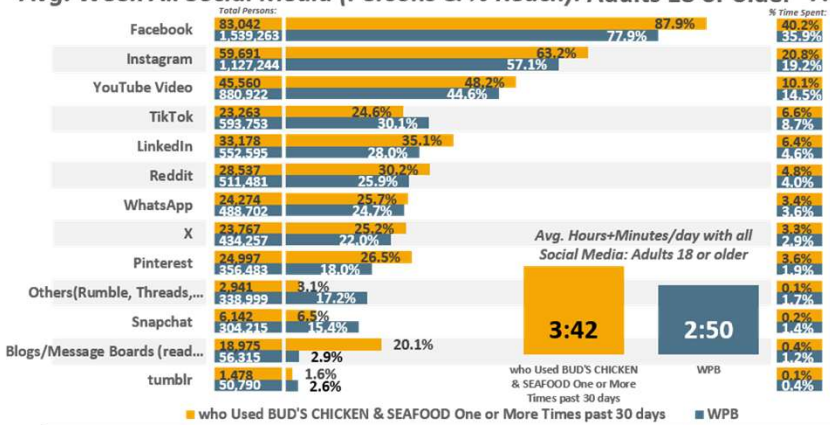
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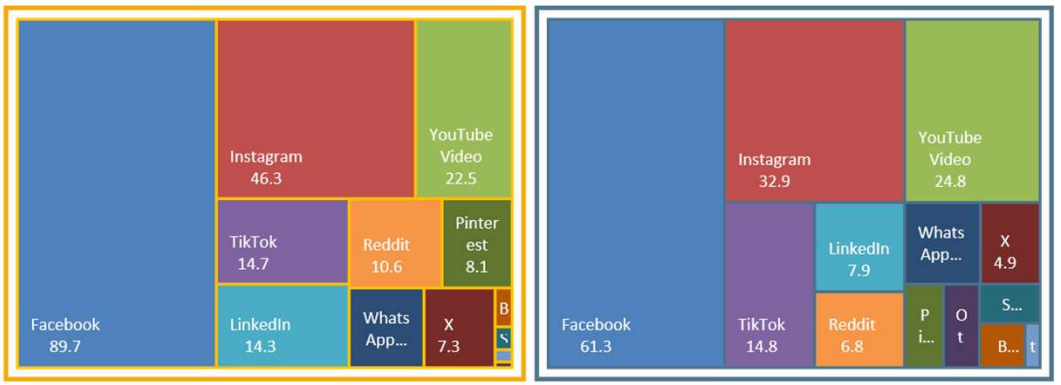
Sit-down restaurants used past 30 days: Too Jay's

74,992 or 79.4% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days use Ad-Supported Facebook for an average of 79.3 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.

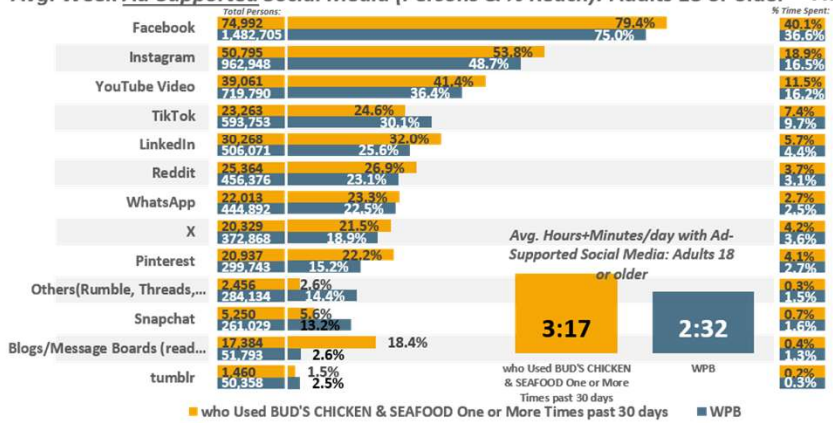
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



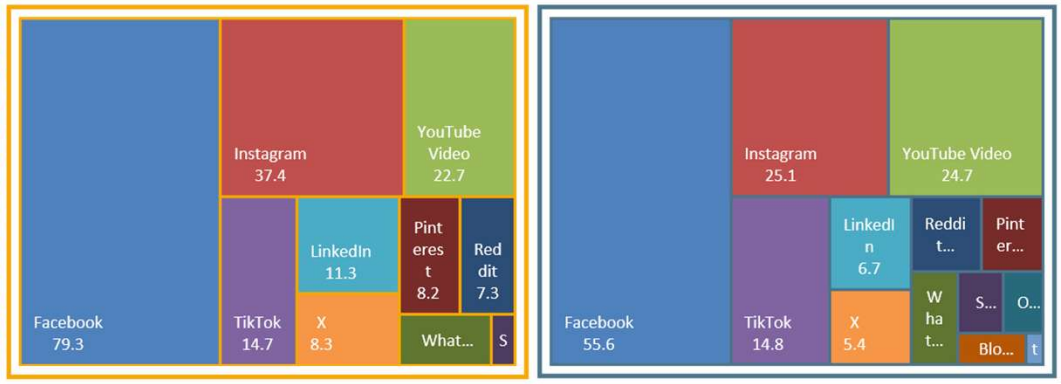
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

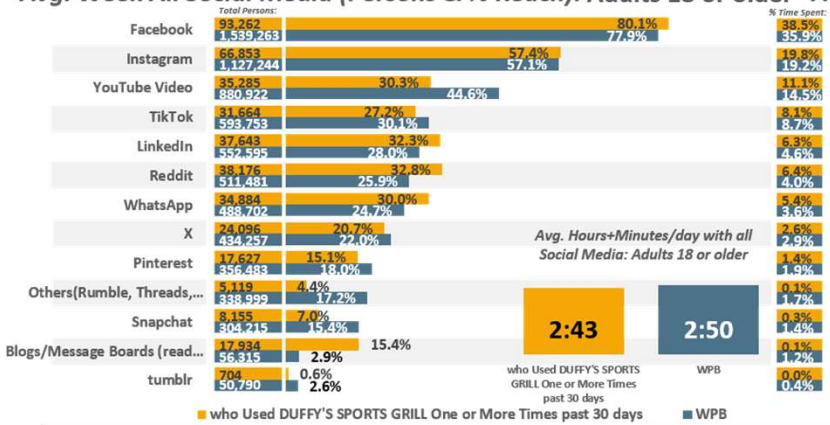
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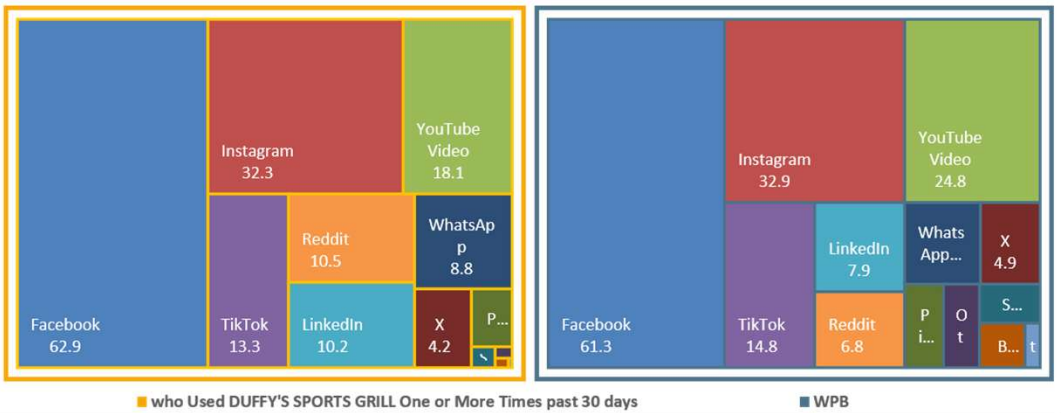
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

84,332 or 72.4% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days use Ad-Supported Facebook for an average of 57.4 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

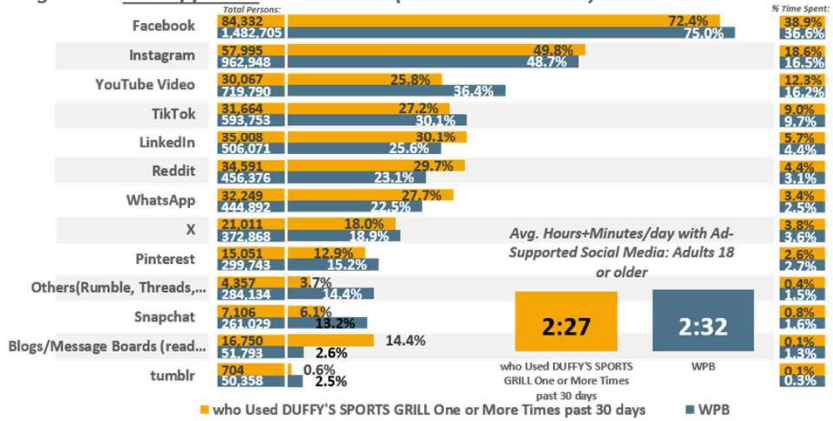
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



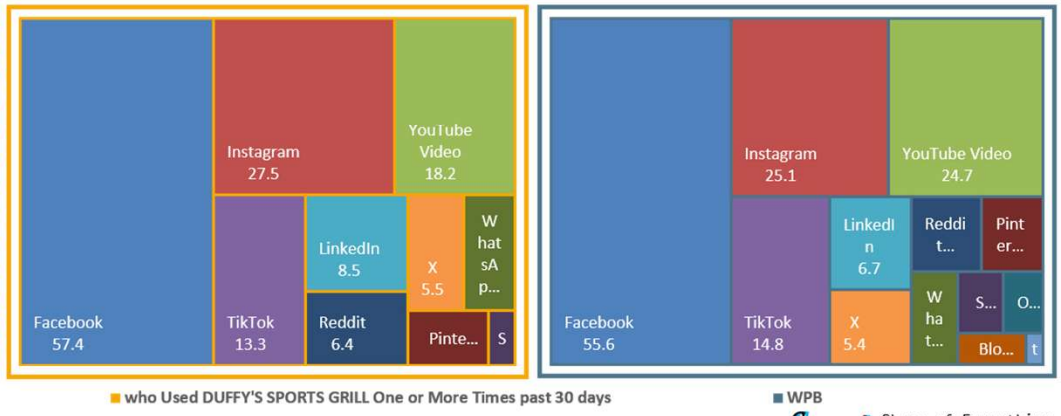
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

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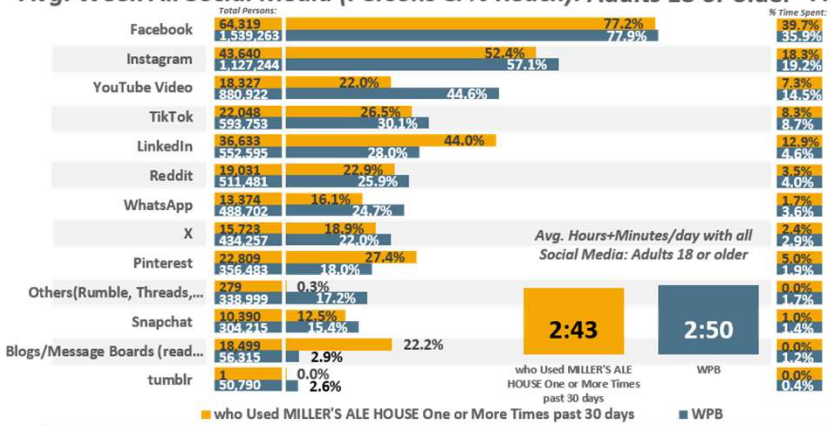
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Sit-down restaurants used past 30 days: Duffy's

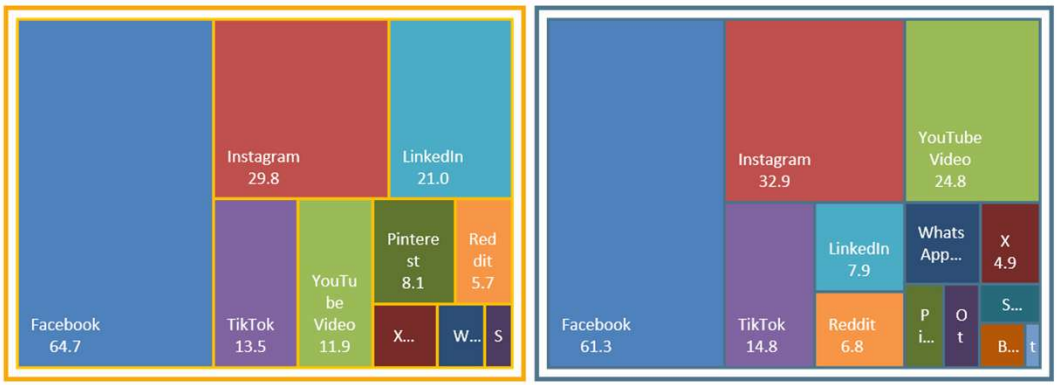
MILLER'S ALE·HOUSE WPB

62,993 or 75.6% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days use Ad-Supported Facebook for an average of 63. minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

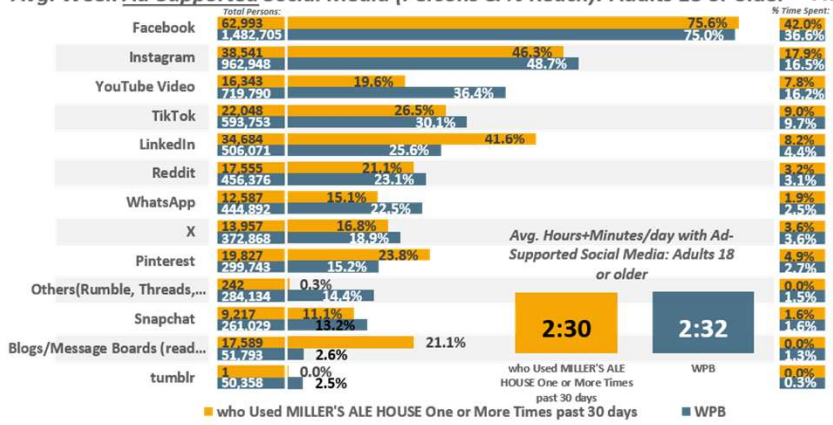
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



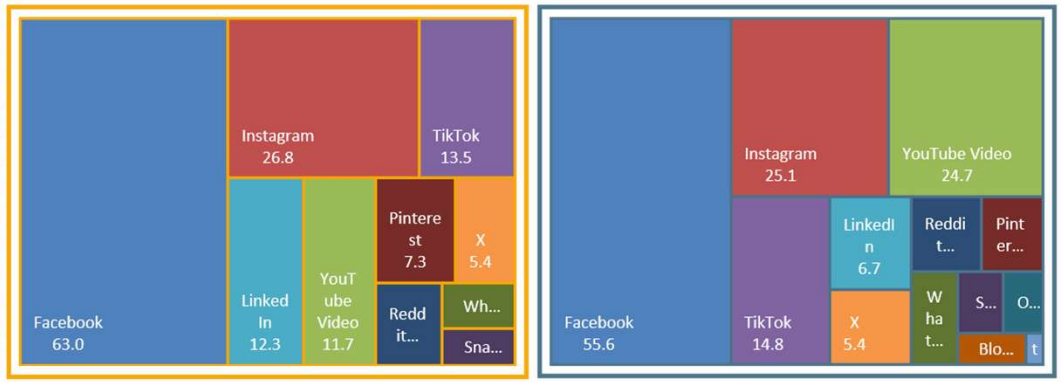
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

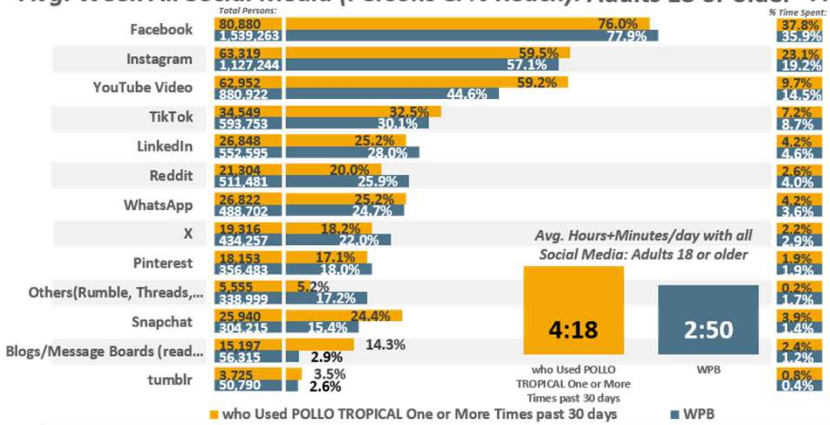
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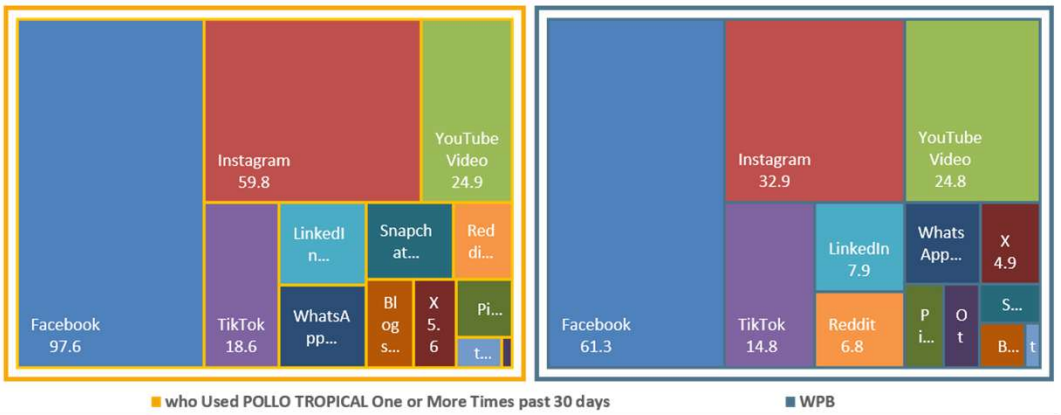
Sit-down restaurants used past 30 days: Ale House

80,880 or 76.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days use Ad-Supported Facebook for an average of 99.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.

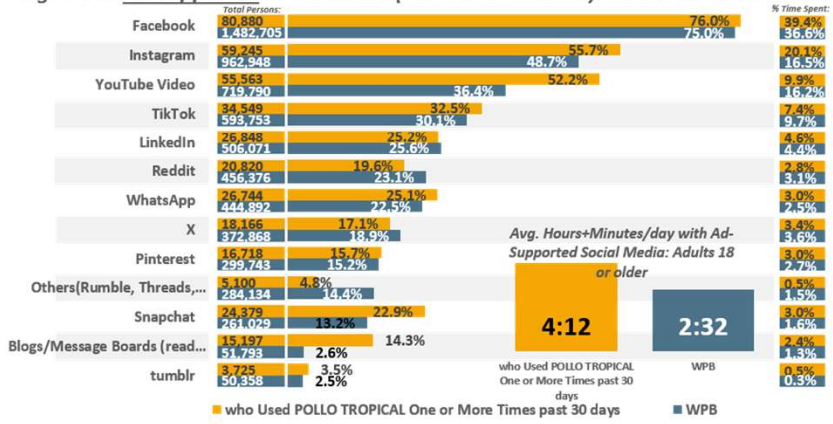
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



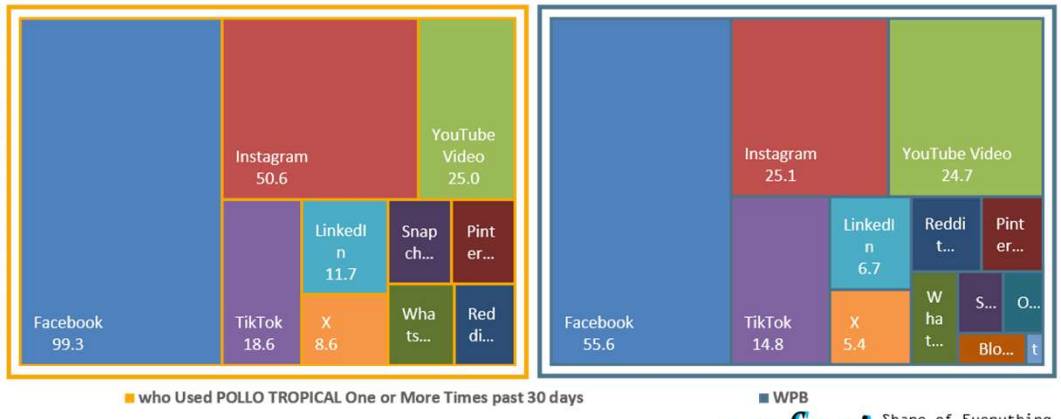
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

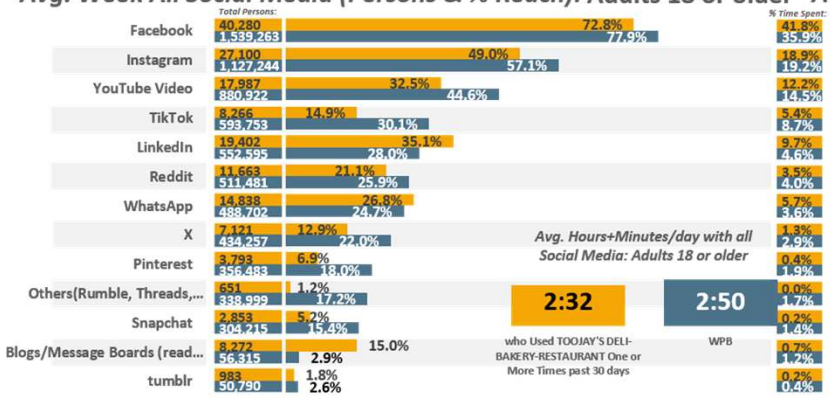
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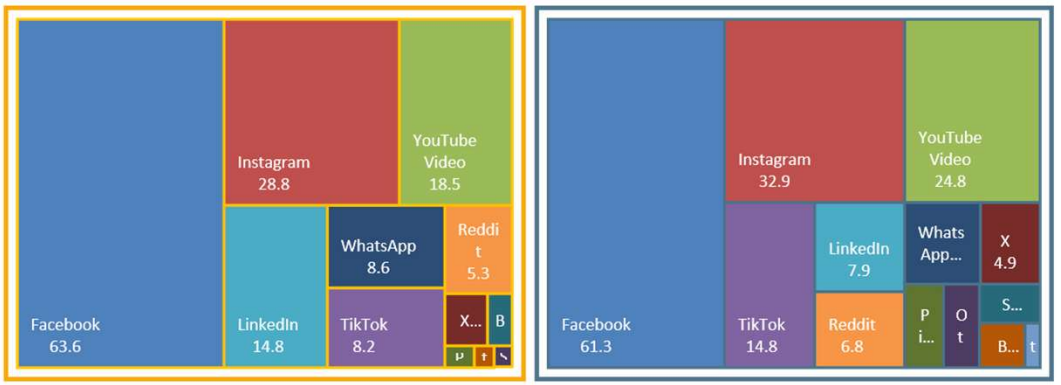
Quick service restaurants used past 30 days: Pollo Tropical

40,280 or 72.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.

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



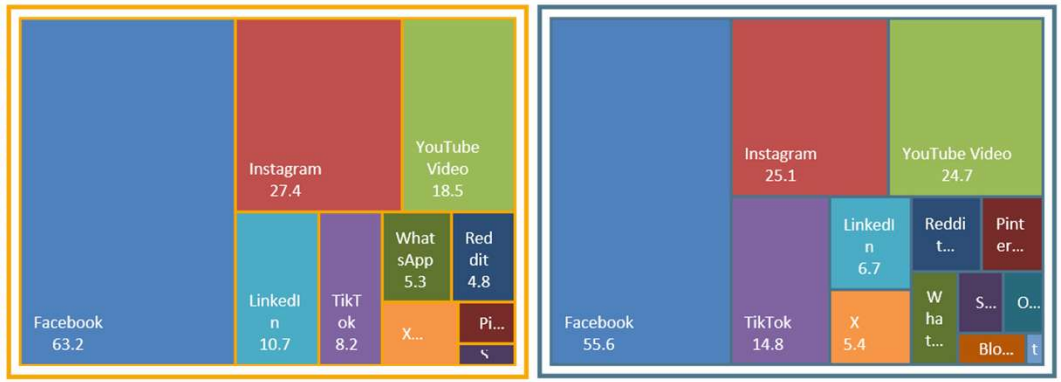
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



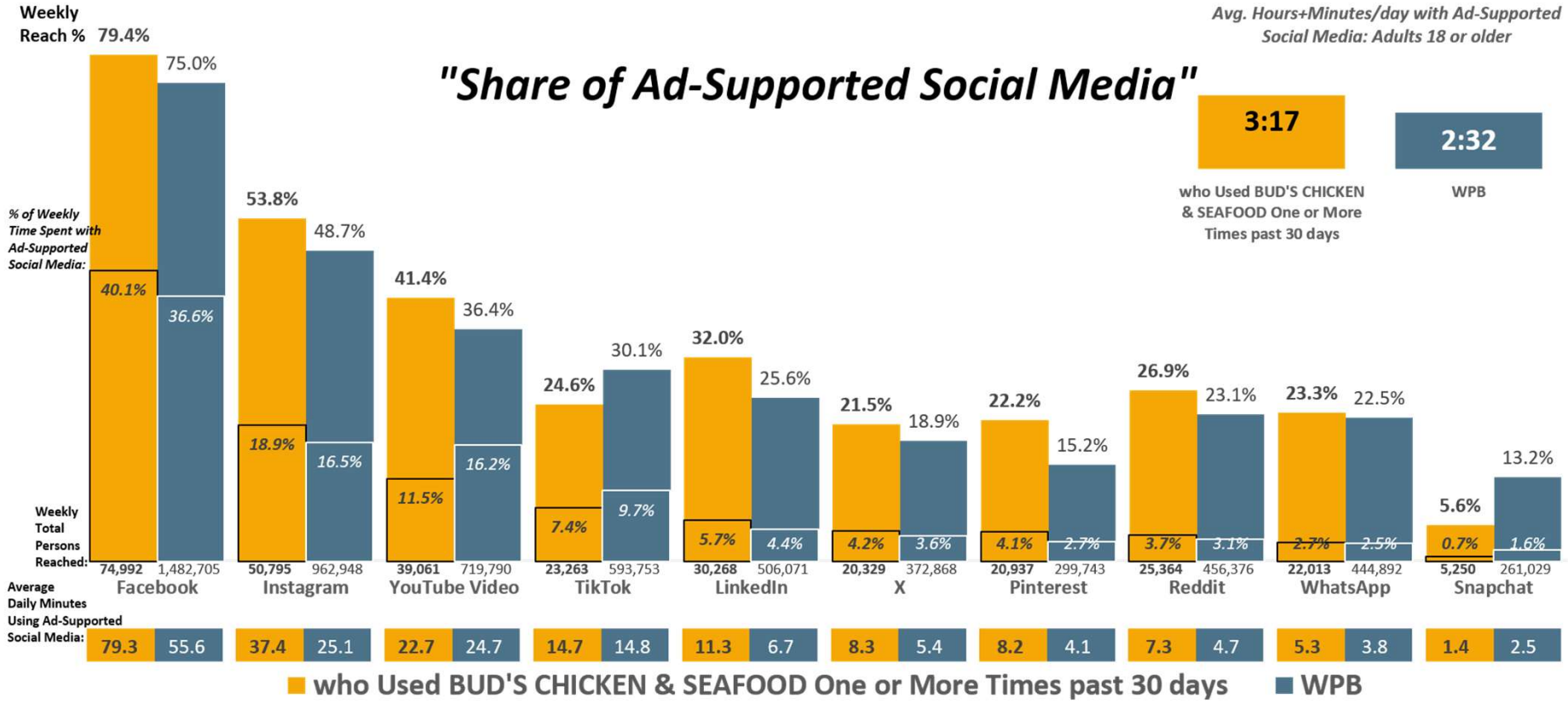
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

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Sit-down restaurants used past 30 days: Too Jay's

74,992 or 79.4% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days use Ad-Supported Facebook for an average of 79.3 minutes every day representing 40.1% of all time spent daily with Ad-Supported Social Media.

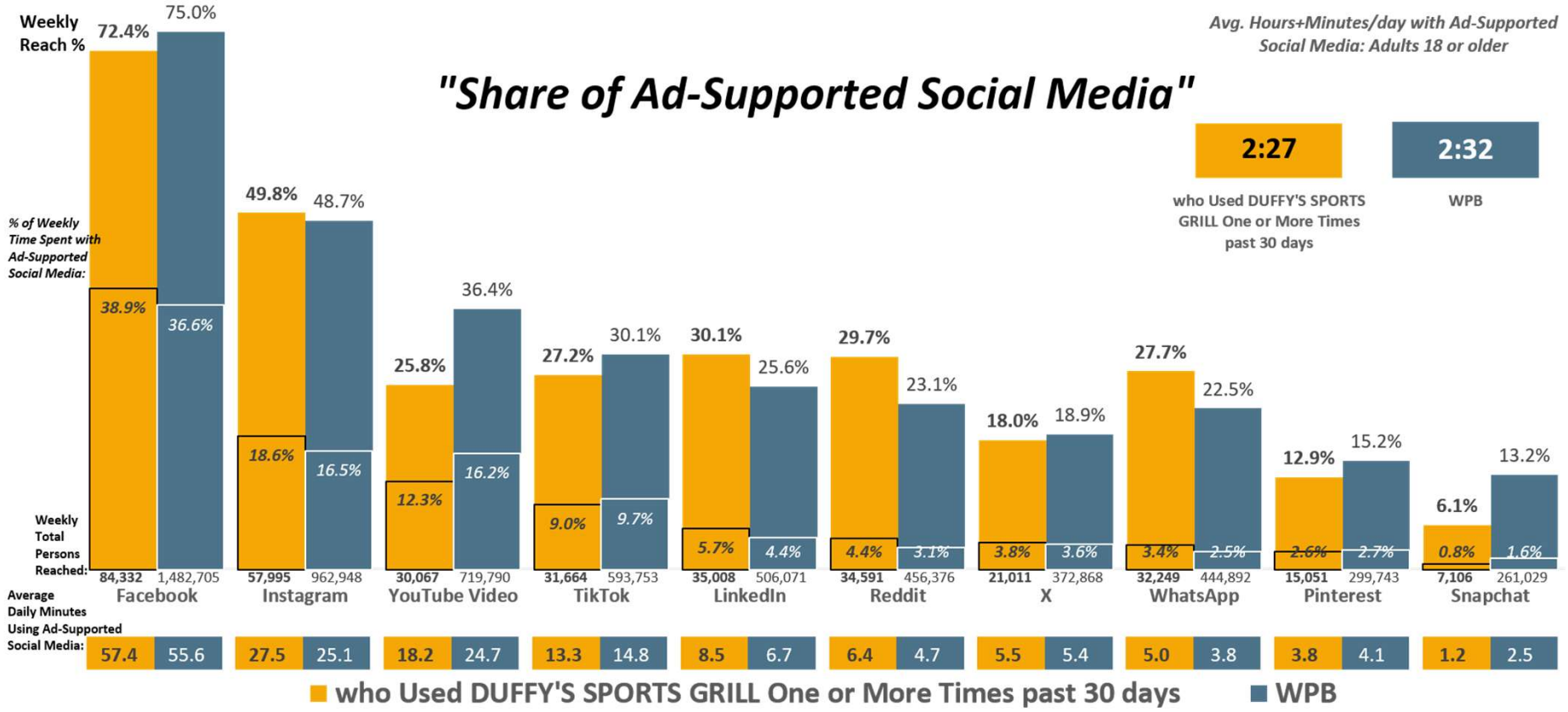


WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

84,332 or 72.4% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days use Ad-Supported Facebook for an average of 57.4 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

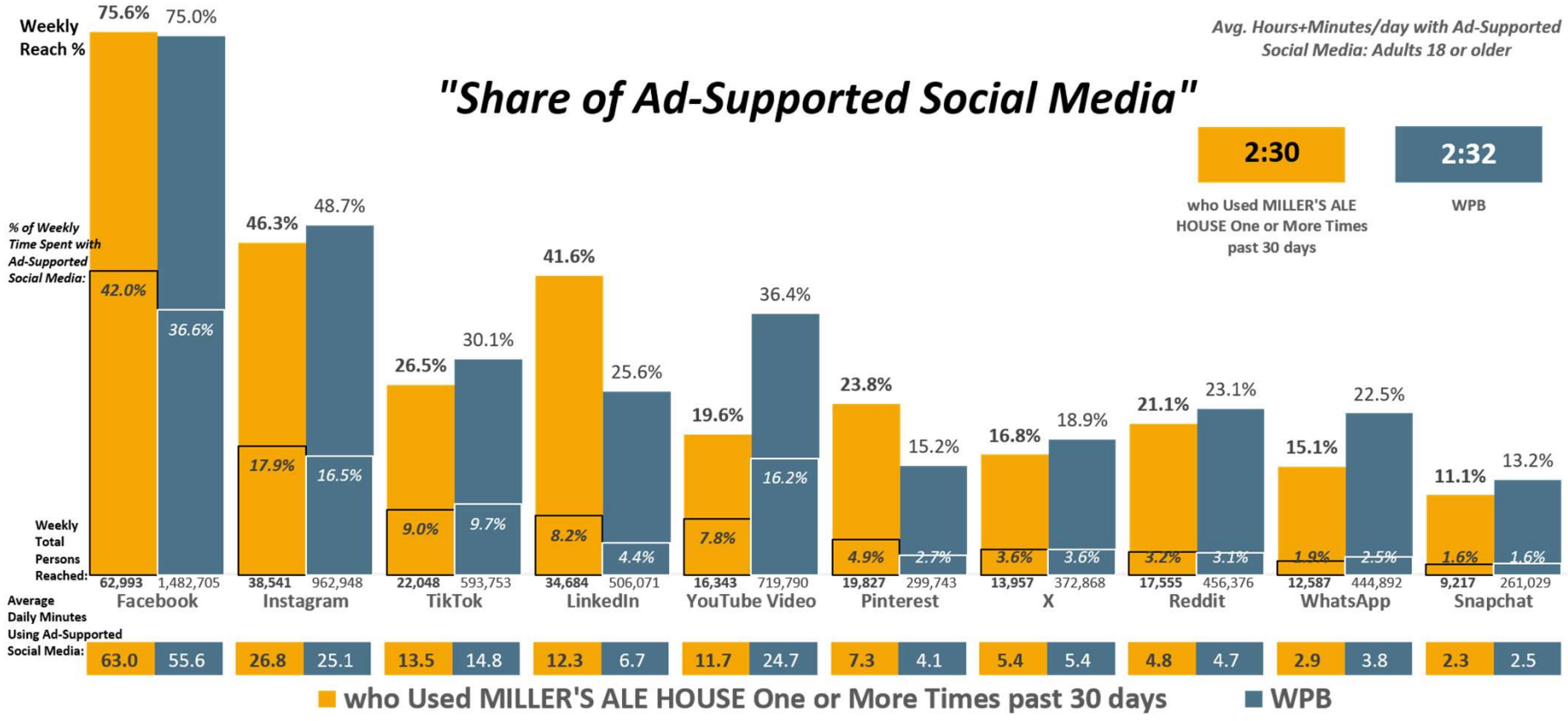
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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

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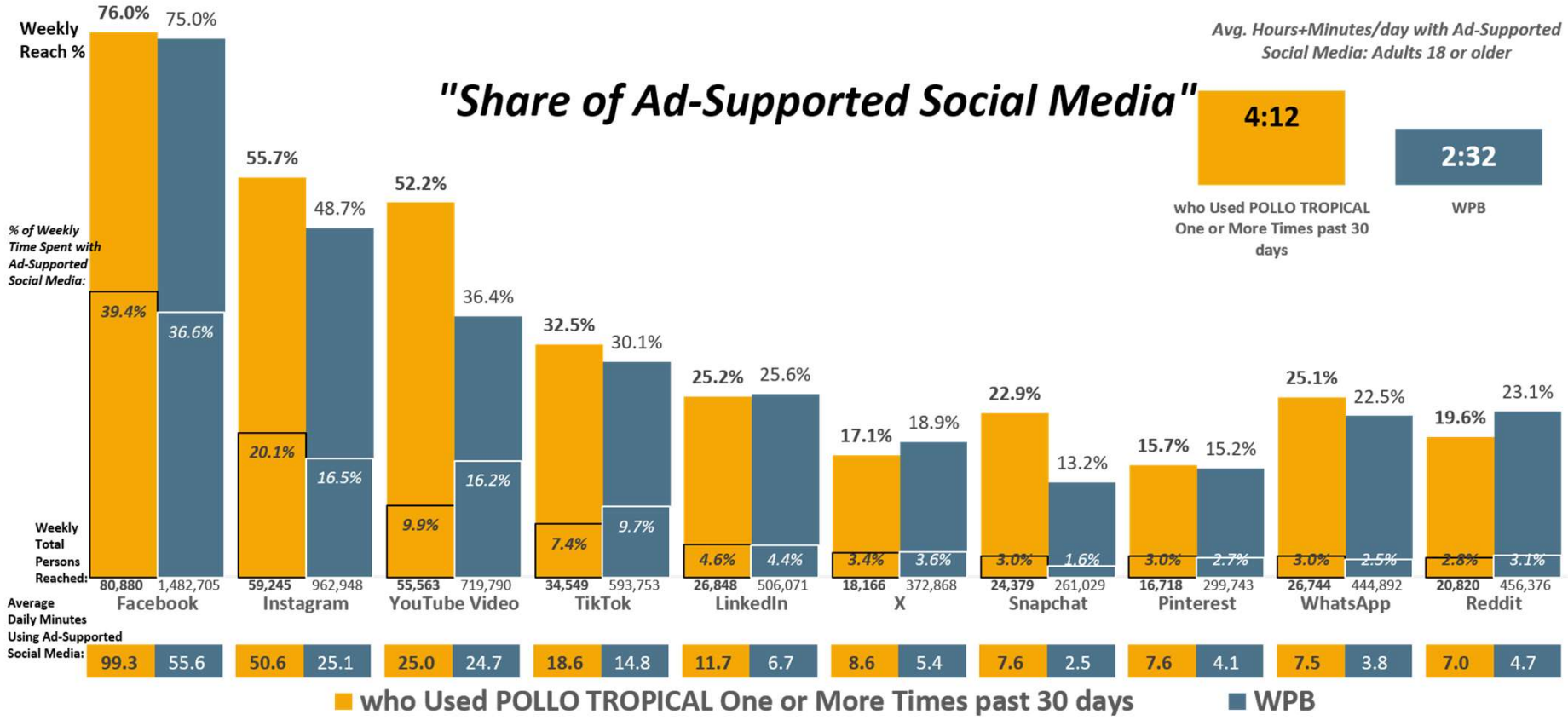
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Sit-down restaurants used past 30 days: Ale House

80,880 or 76.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days use Ad-Supported Facebook for an average of 99.3 minutes every day representing 39.4% of all time spent daily with Ad-Supported Social Media.



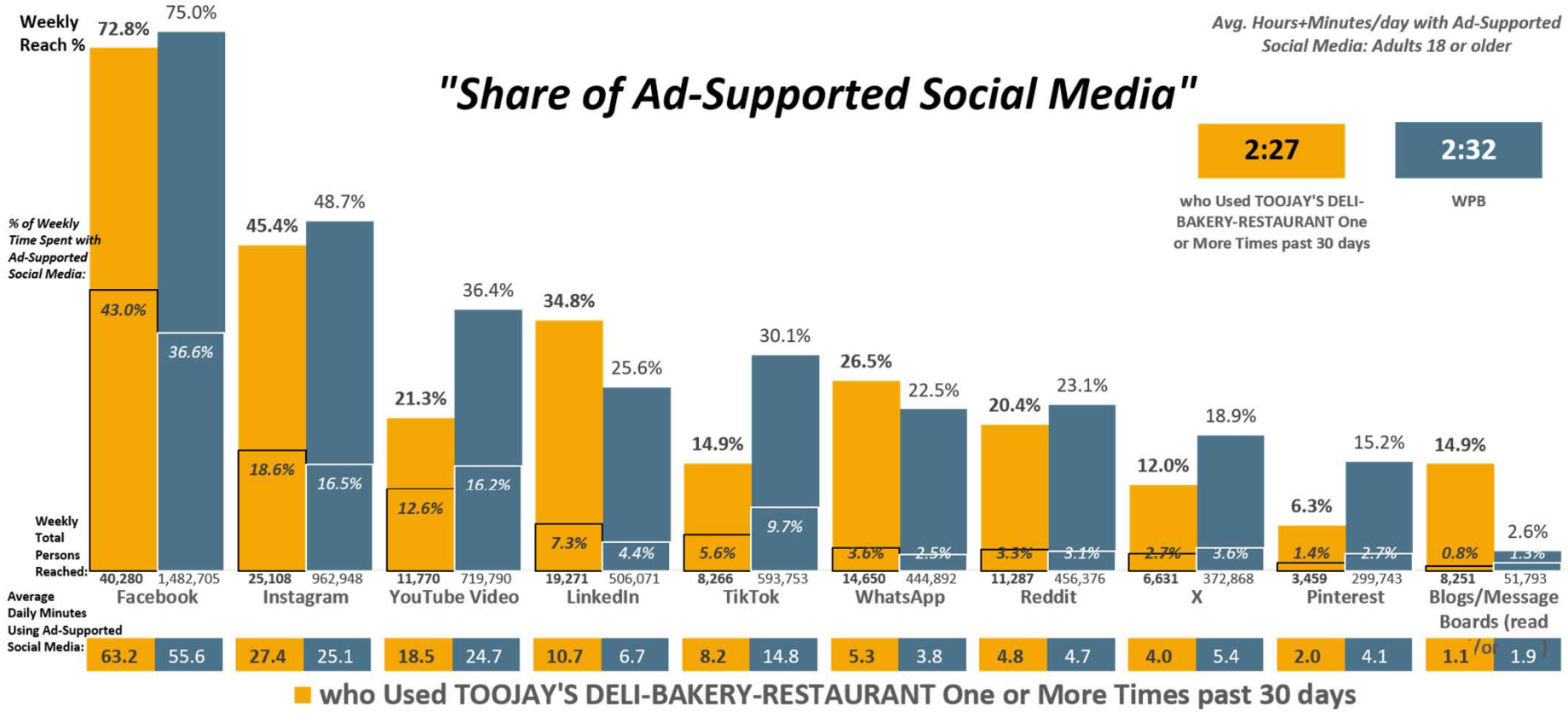
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Quick service restaurants used past 30 days: Pollo Tropical

40,280 or 72.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days use Ad-Supported Facebook for an average of 63.2 minutes every day representing 43.% of all time spent daily with Ad-Supported Social Media.



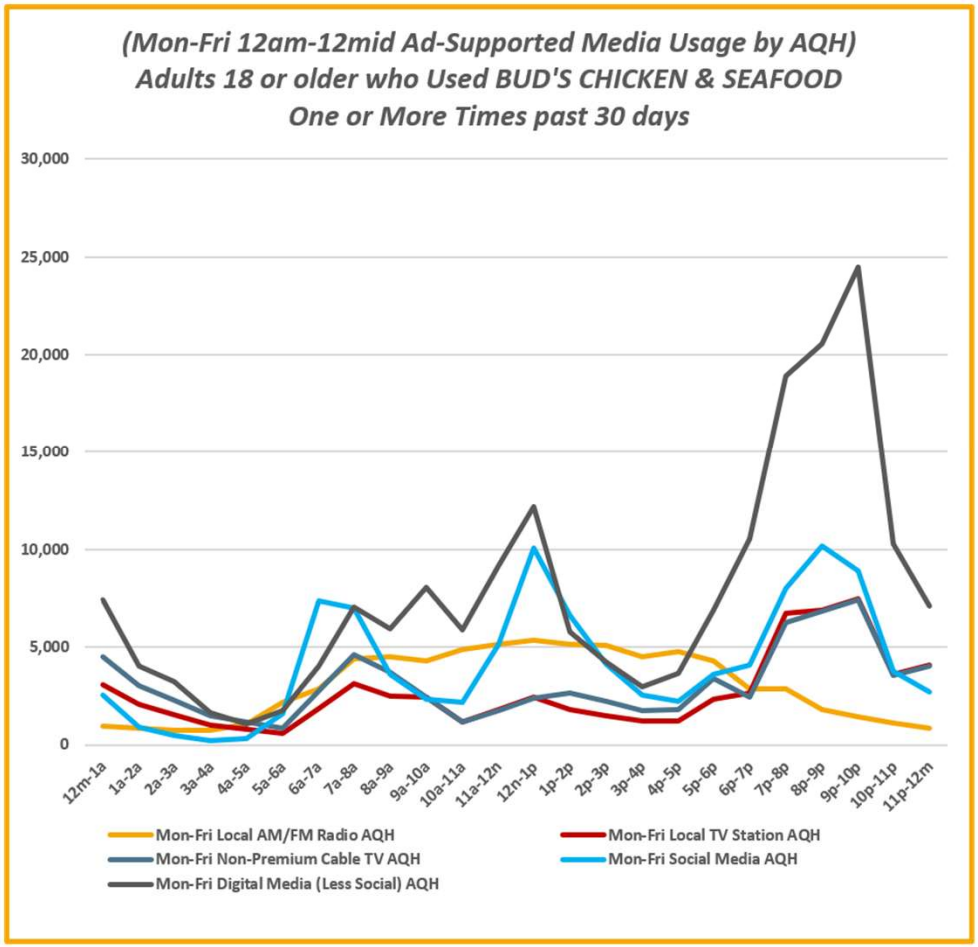
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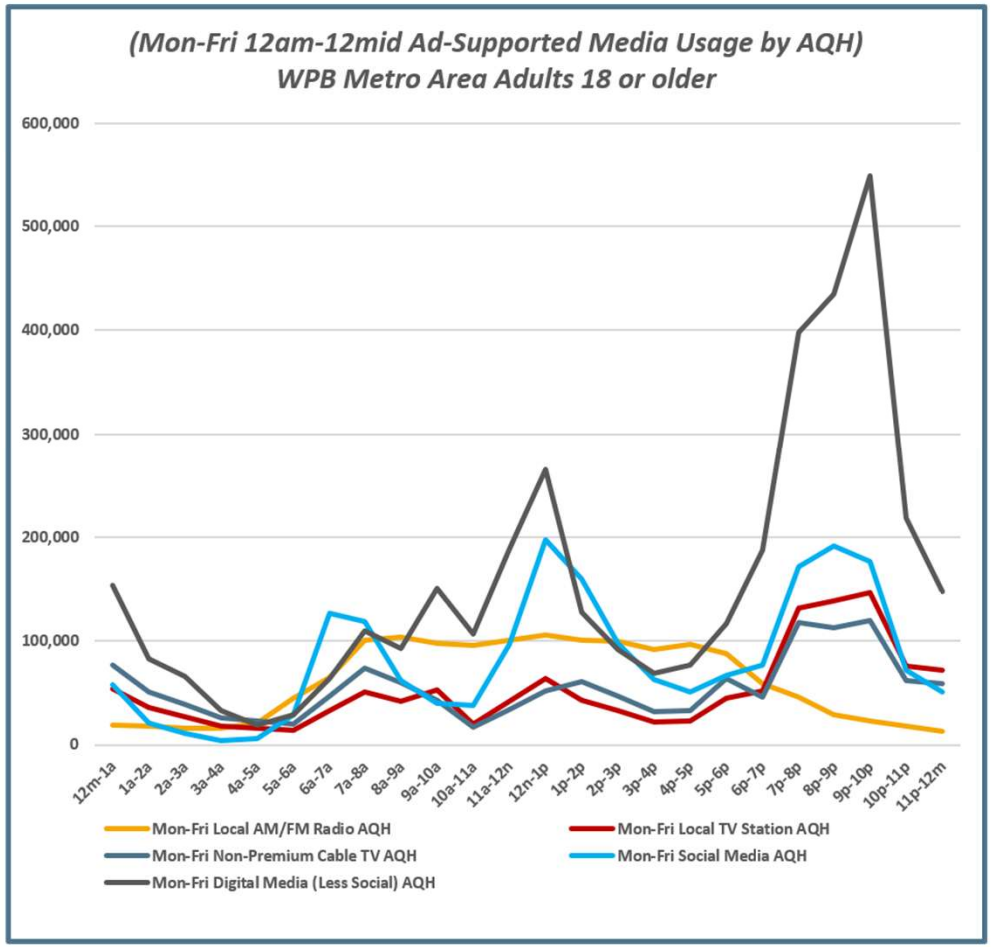
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Sit-down restaurants used past 30 days: Too Jay's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,646; Social Media: 4,686; Local Radio: 4,464; Non-Prem. Cable: 2,546; Local TV: 1,999 reaching Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times pas



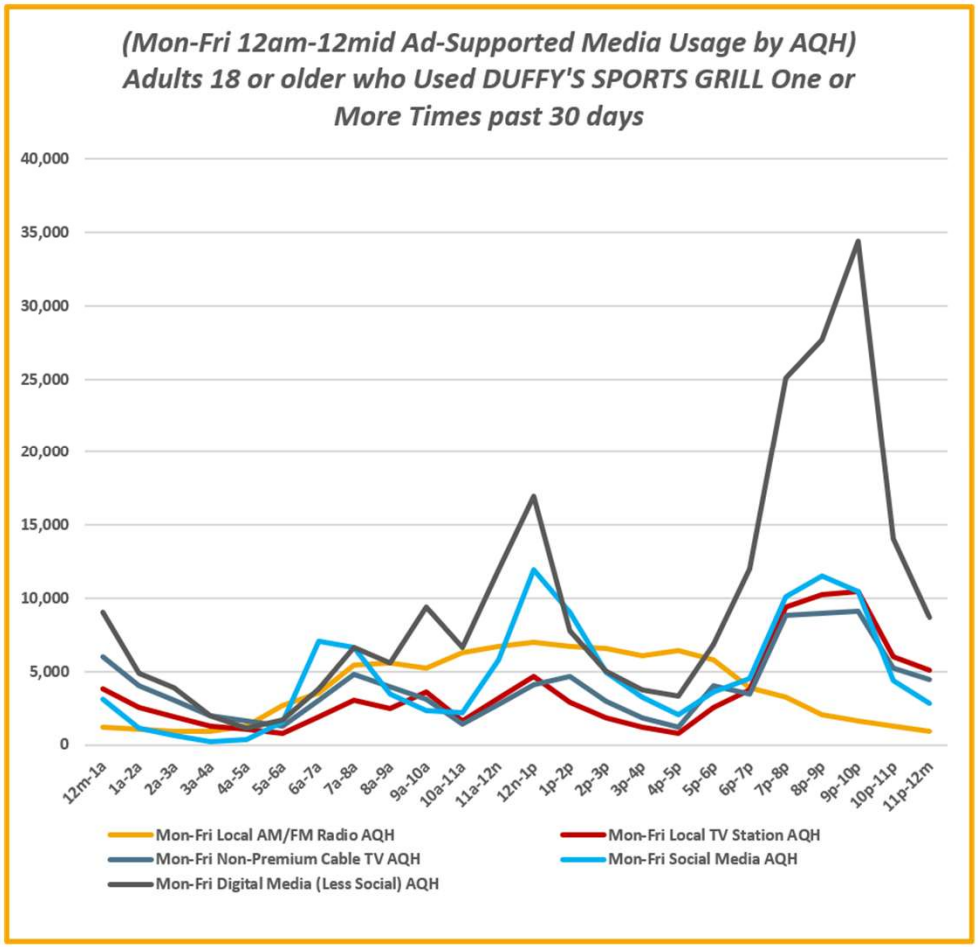


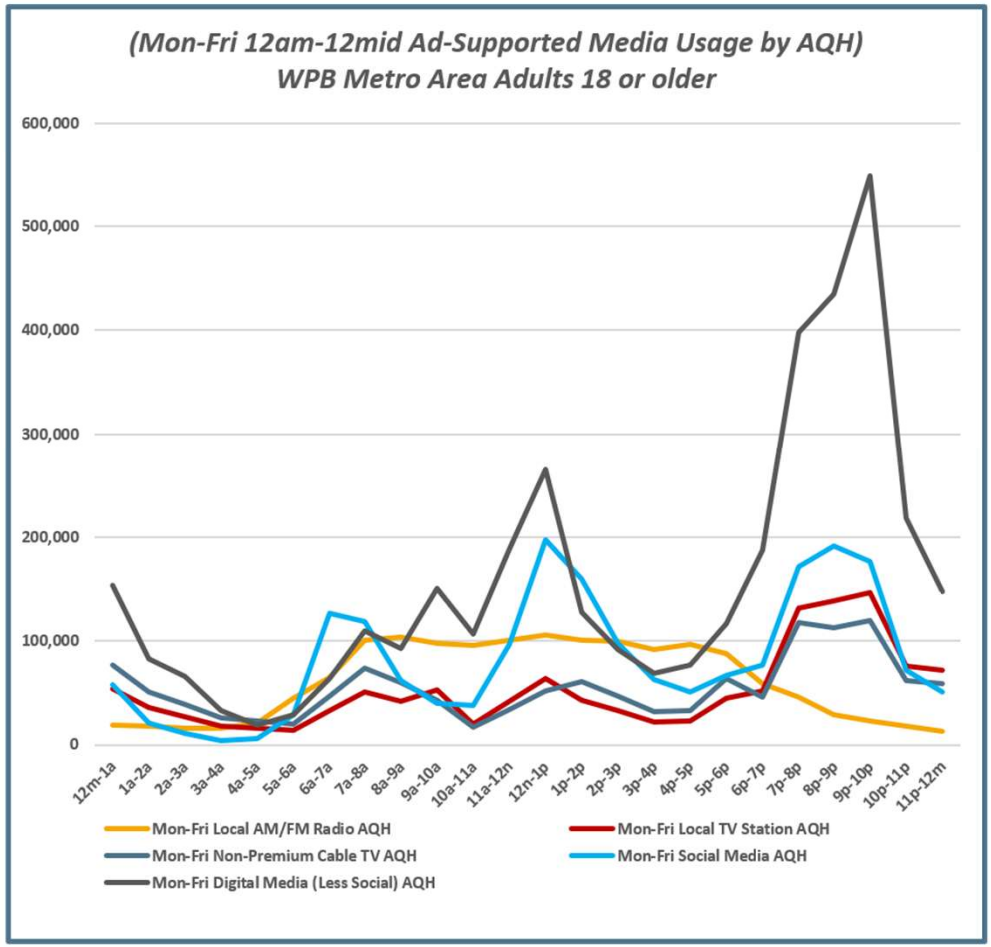
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,683; Local Radio: 5,781; Social Media: 5,139; Non-Prem. Cable: 3,182; Local TV: 2,575 reaching Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 3



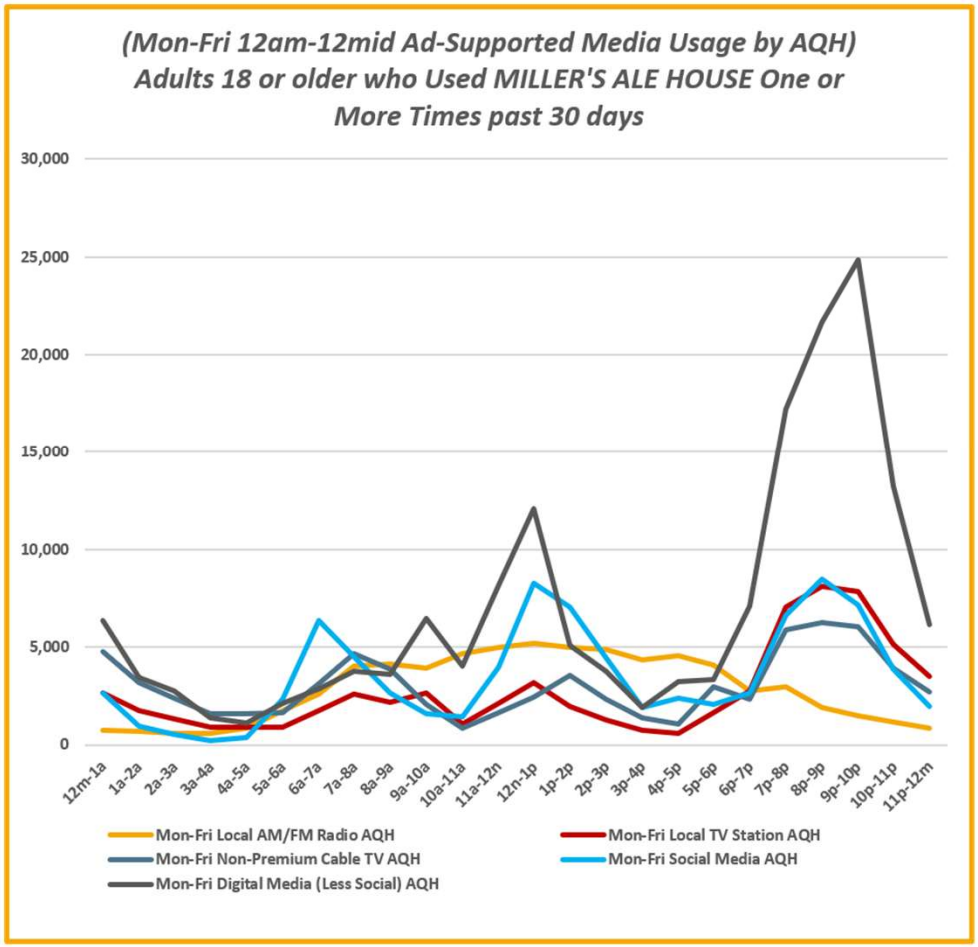


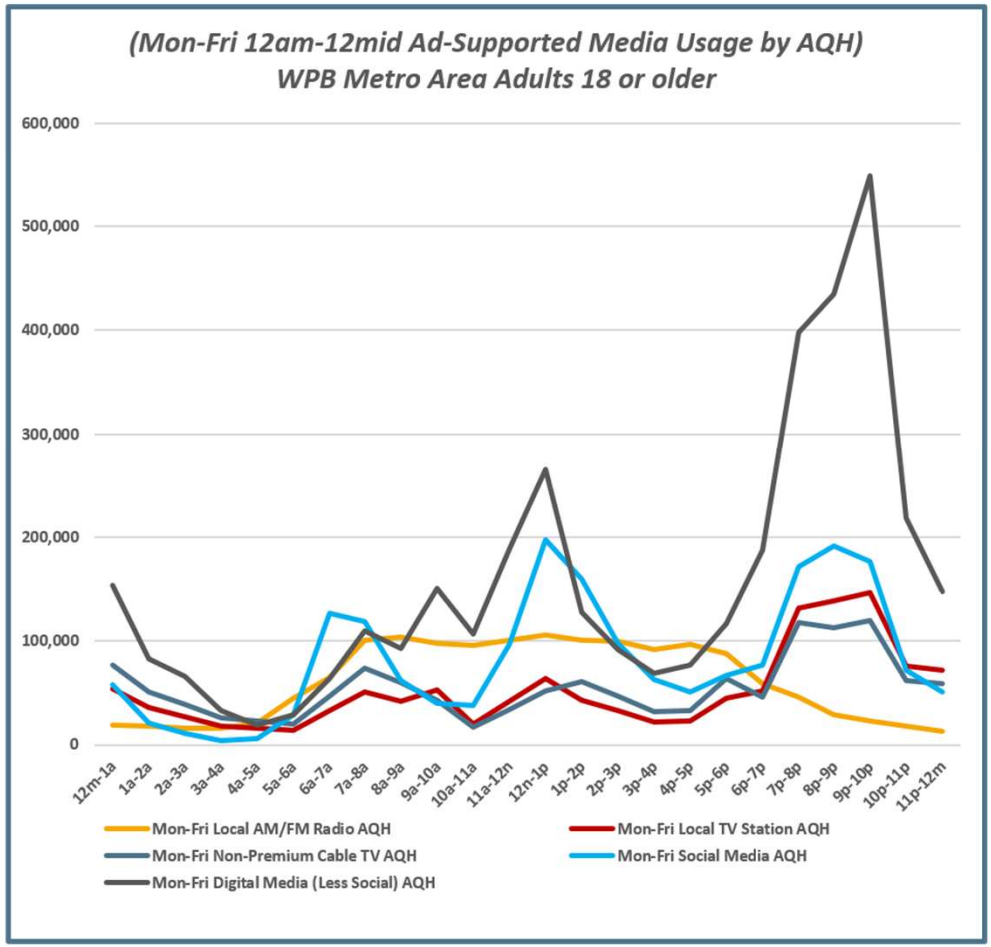
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Sit-down restaurants used past 30 days: Duffy's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,030; Local Radio: 4,241; Social Media: 3,794; Non-Prem. Cable: 2,482; Local TV: 1,892 reaching Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30



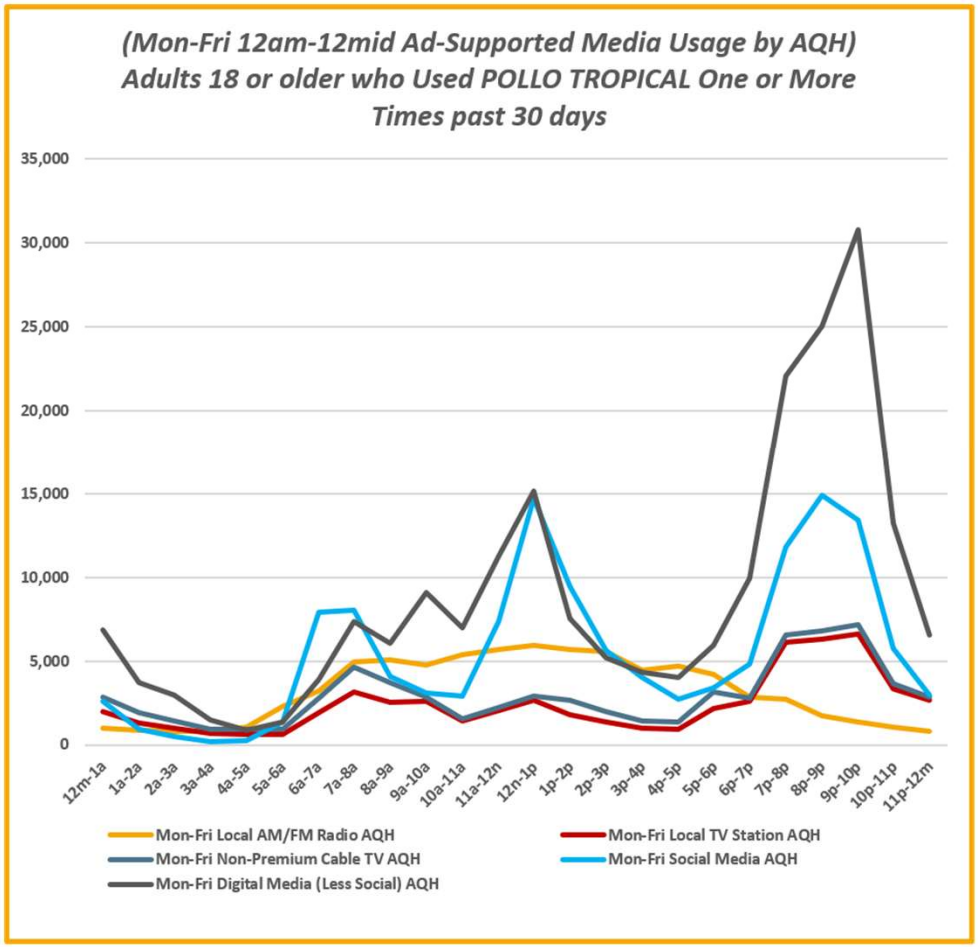


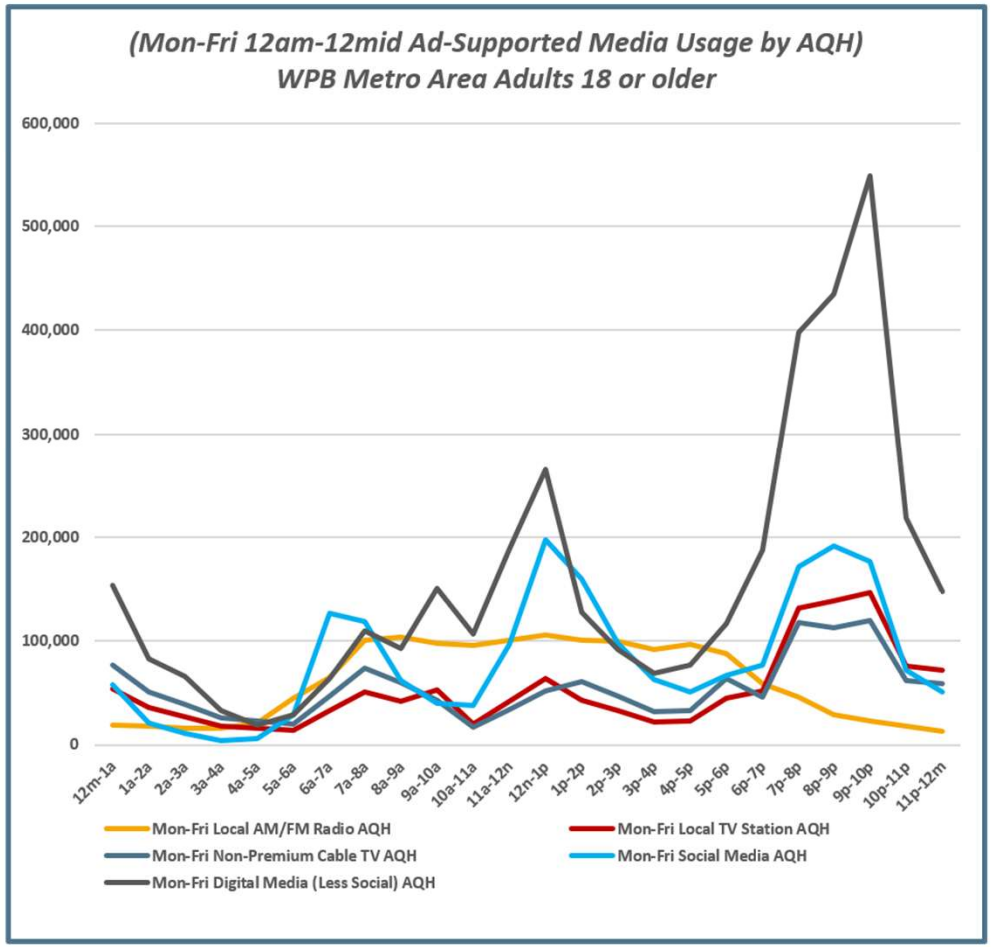
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Sit-down restaurants used past 30 days: Ale House

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,437; Social Media: 6,017; Local Radio: 4,793; Non-Prem. Cable: 2,609; Local TV: 2,017 reaching Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days



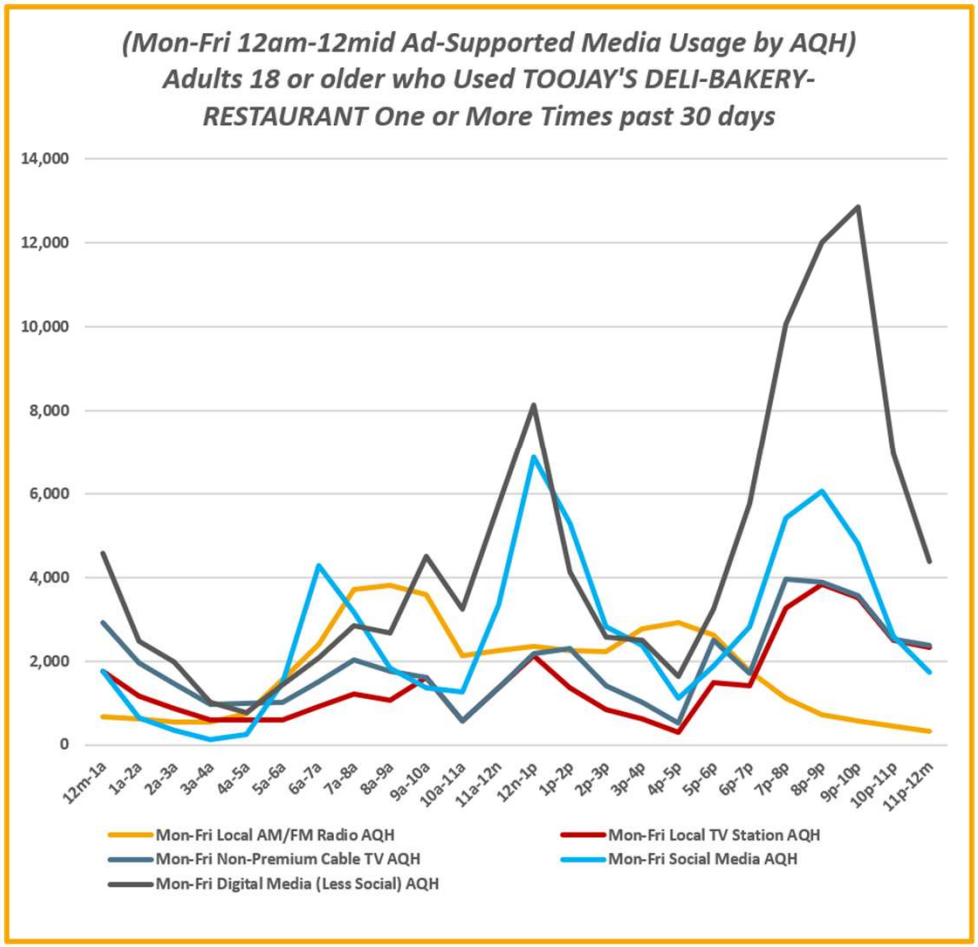


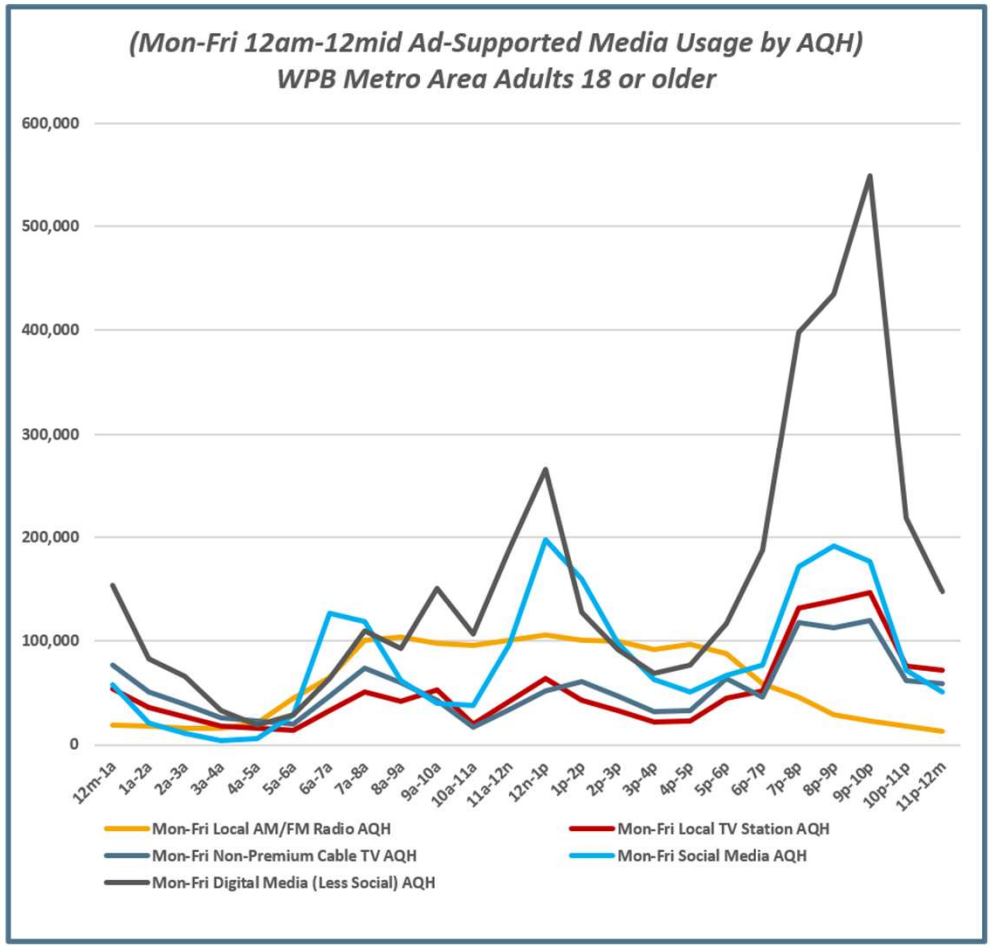
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Quick service restaurants used past 30 days: Pollo Tropical

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,772; Social Media: 2,956; Local Radio: 2,678; Non-Prem. Cable: 1,576; Local TV: 1,144 reaching Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More T





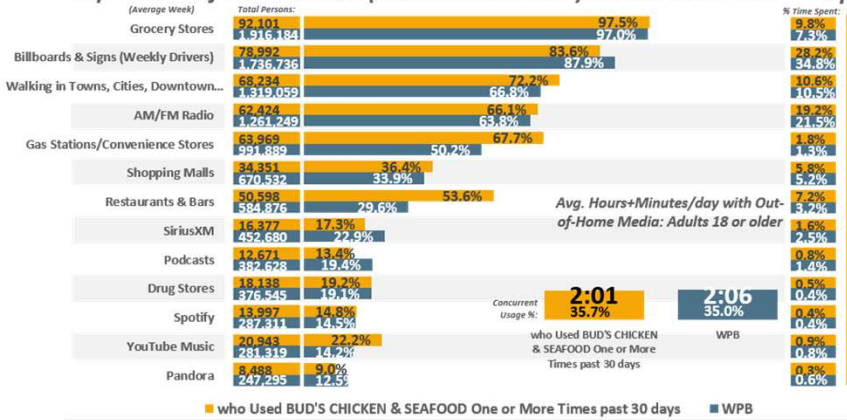
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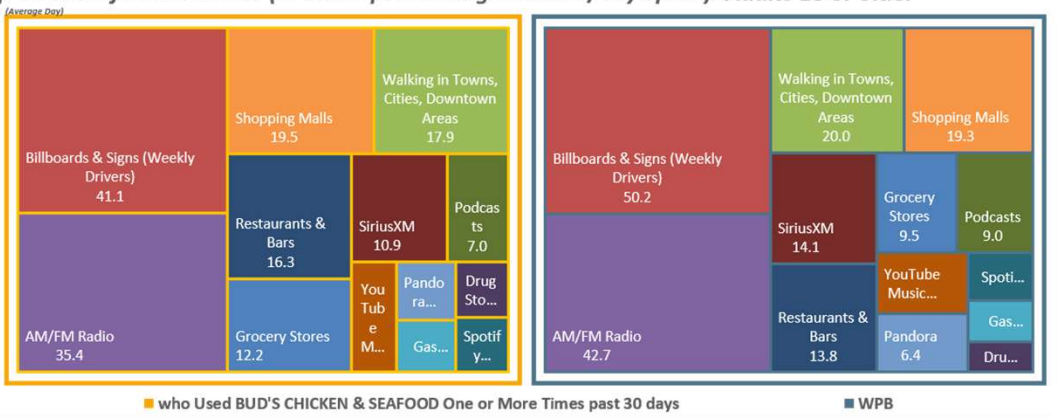
Sit-down restaurants used past 30 days: Too Jay's

78,992 or 83.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an average of 41.1 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 34.2 mi

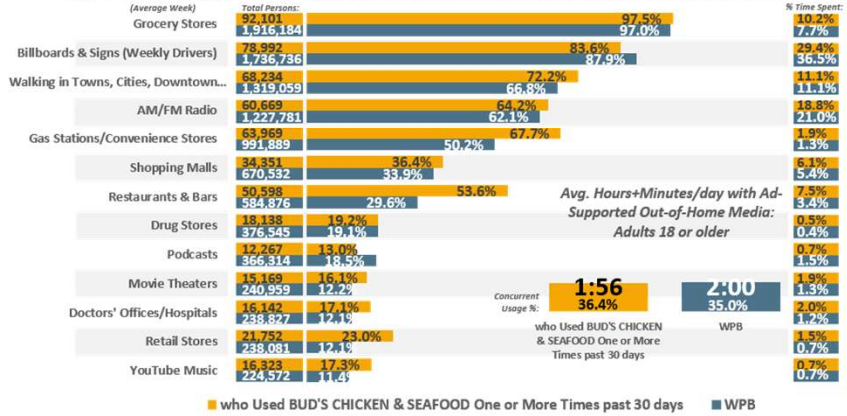
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



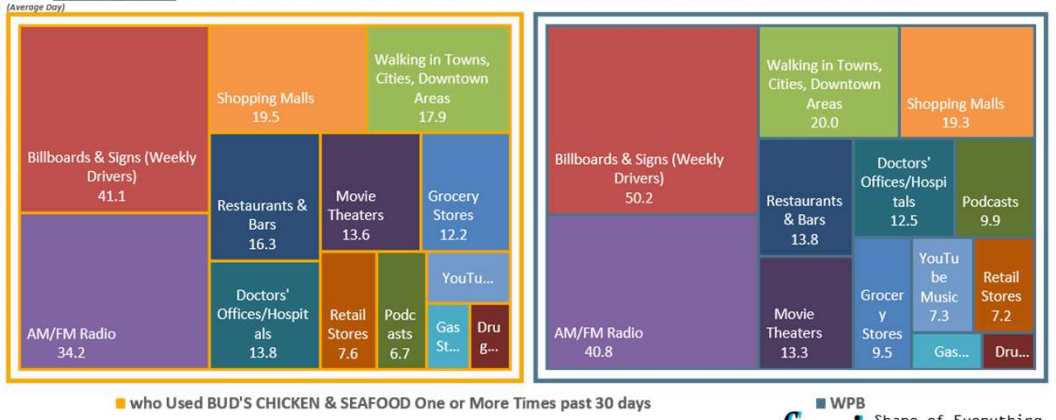
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117

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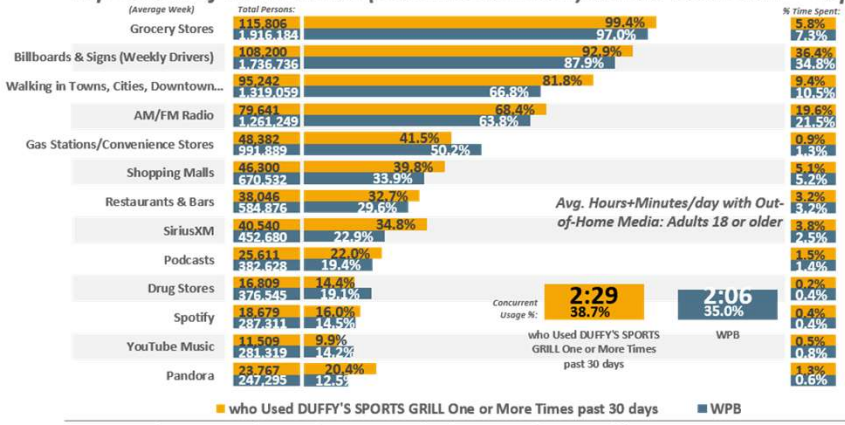
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

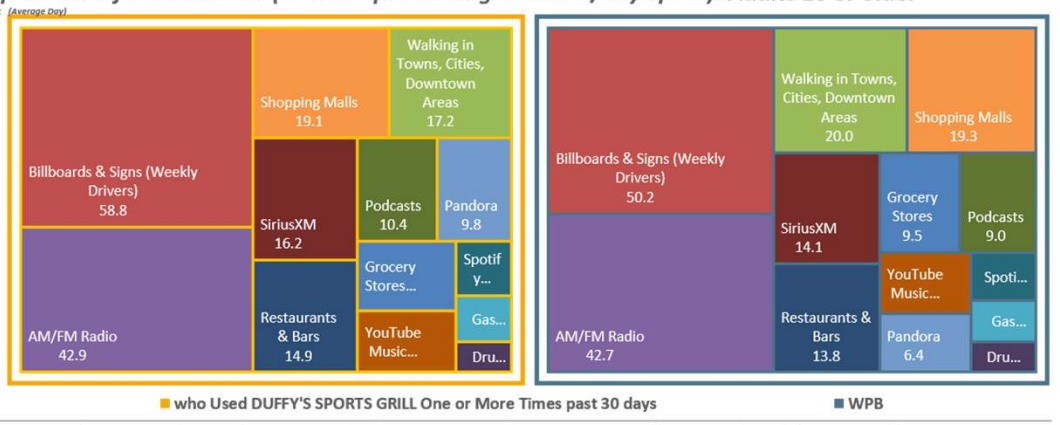
DUFFY'S SPORTS GRILL WPB

108,200 or 92.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minu

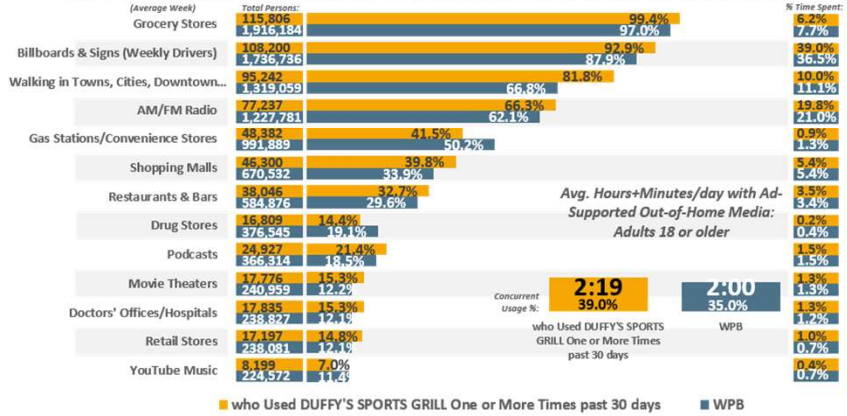
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



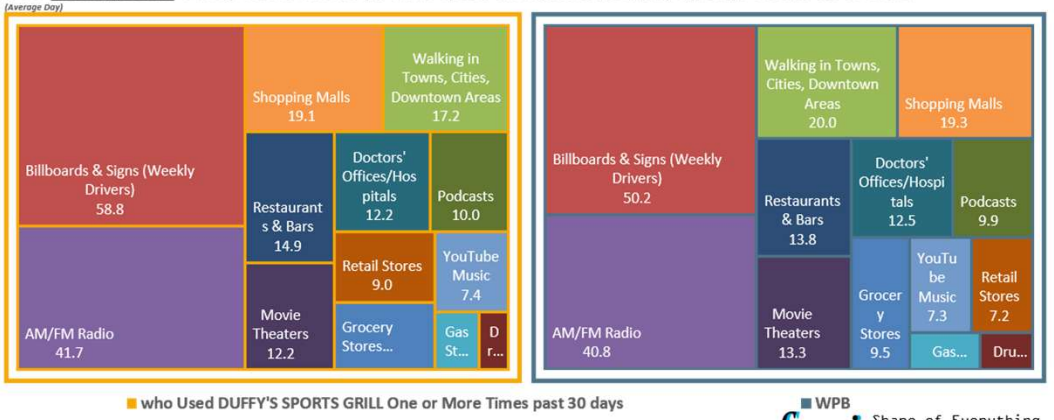
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

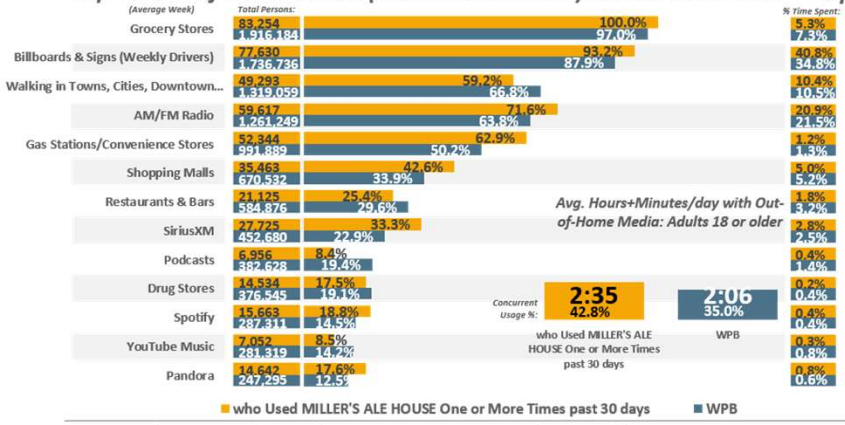
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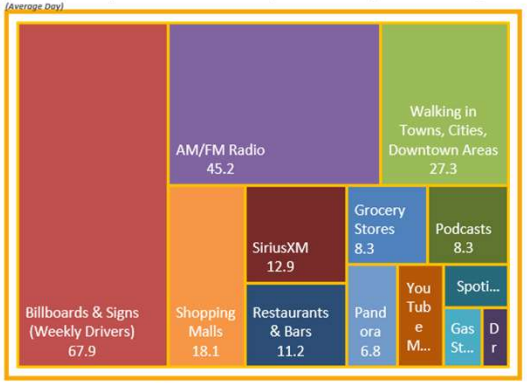
Sit-down restaurants used past 30 days: Duffy's

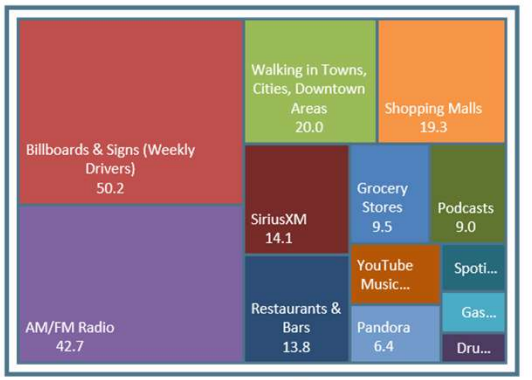
77,630 or 93.2% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an average of 67.9 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/

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

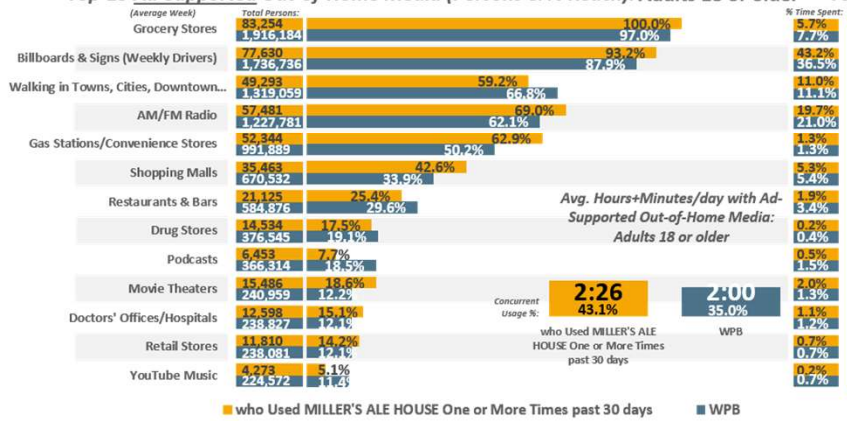


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

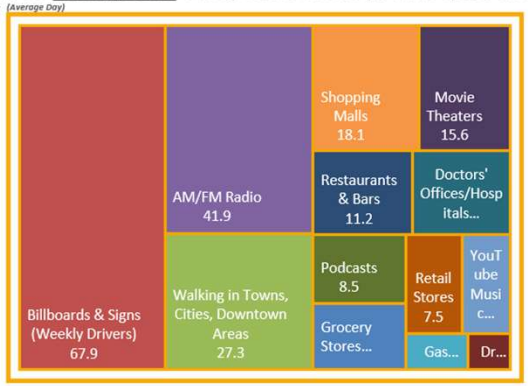


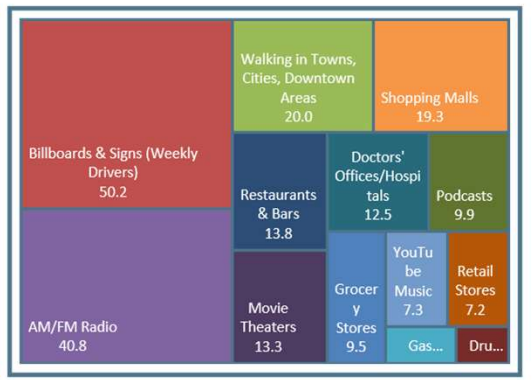


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

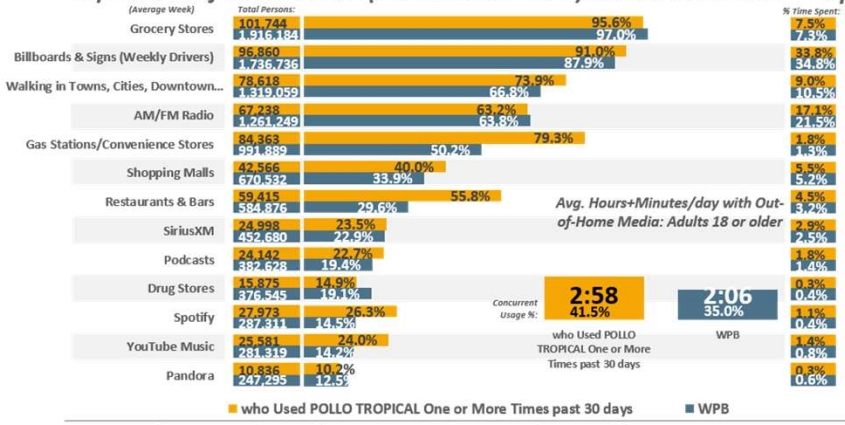
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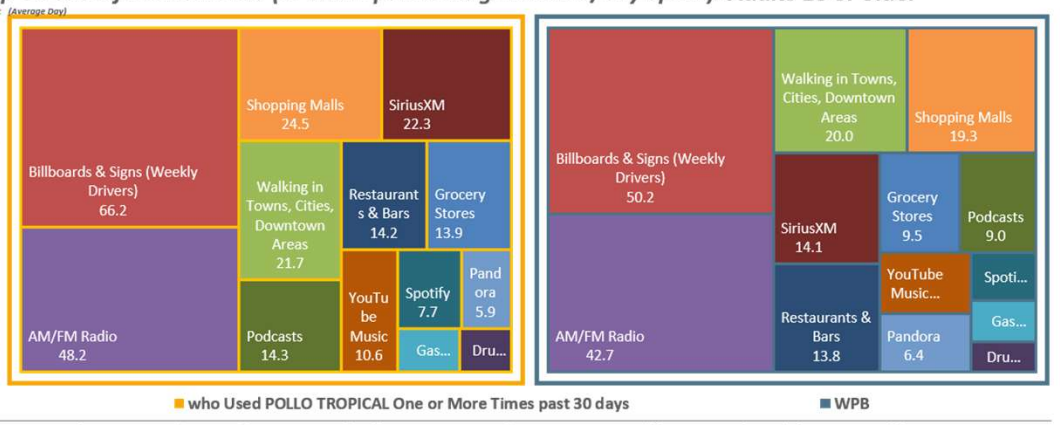
Sit-down restaurants used past 30 days: Ale House

96,860 or 91.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 44.5 minutes/day.

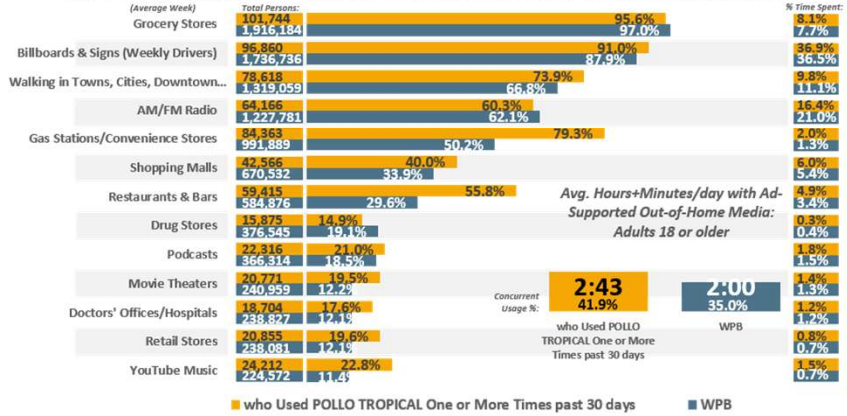
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



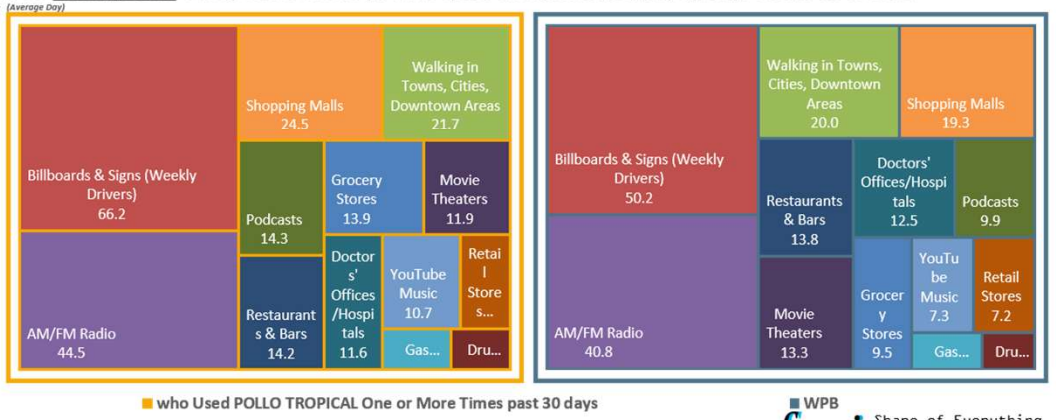
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

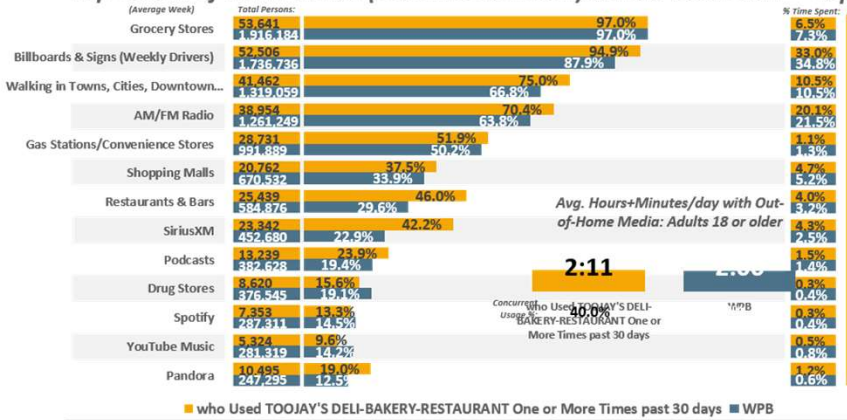
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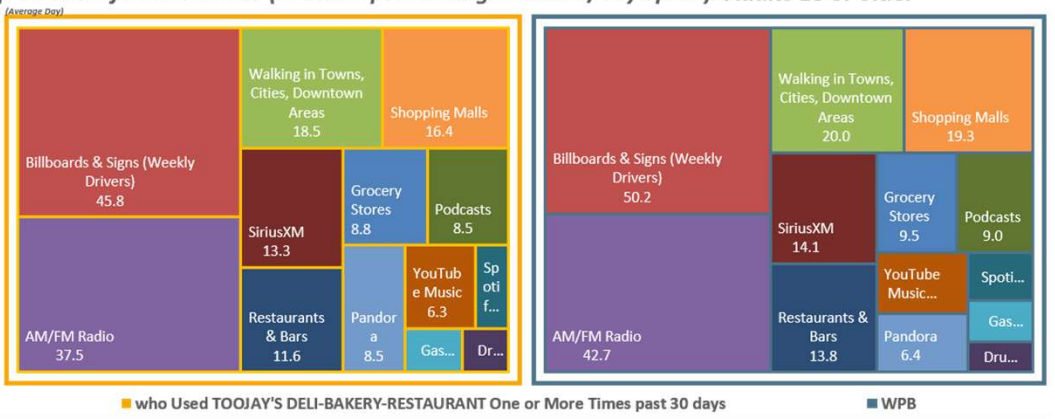
Quick service restaurants used past 30 days: Pollo Tropical

52,506 or 94.9% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of

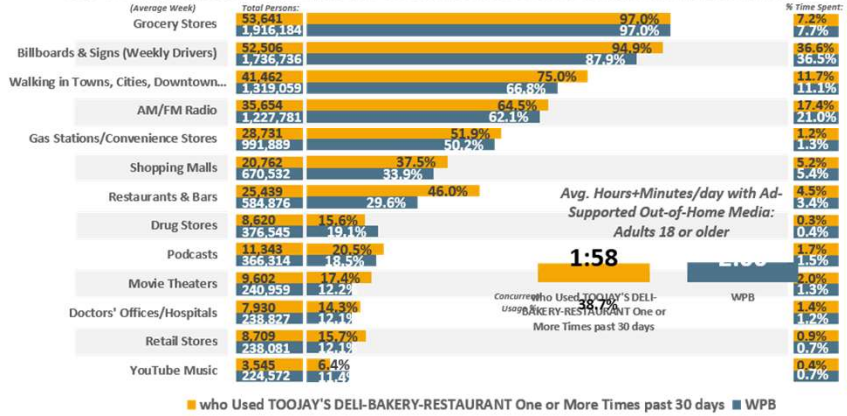
***Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older**



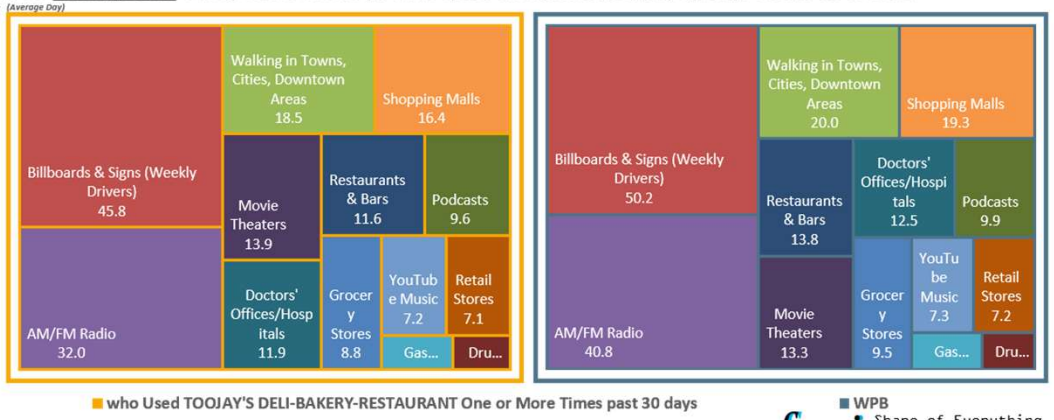
***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

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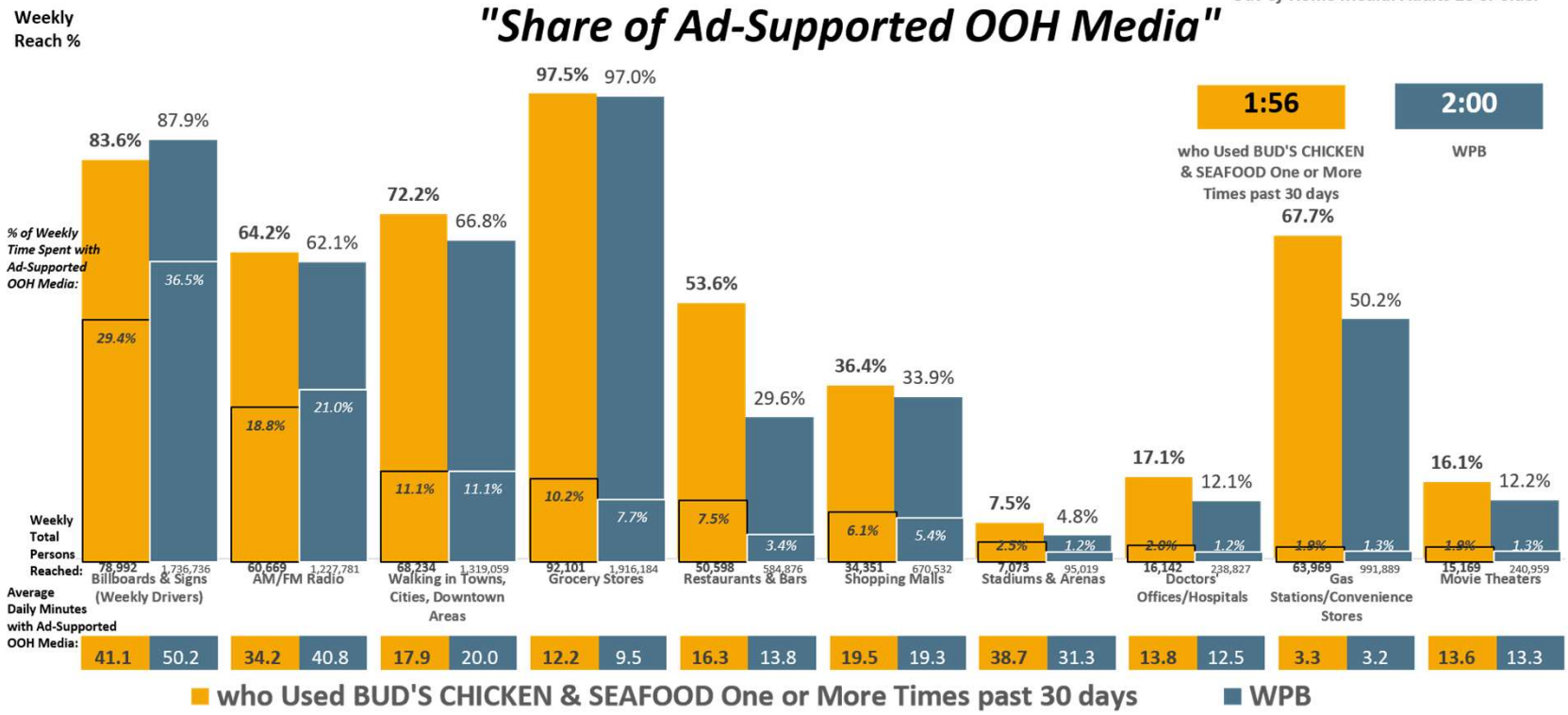
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Sit-down restaurants used past 30 days: Too Jay's

78,992 or 83.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an average of 41.1 minutes per day driving, seeing Billboards and Signs representing 29.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 117 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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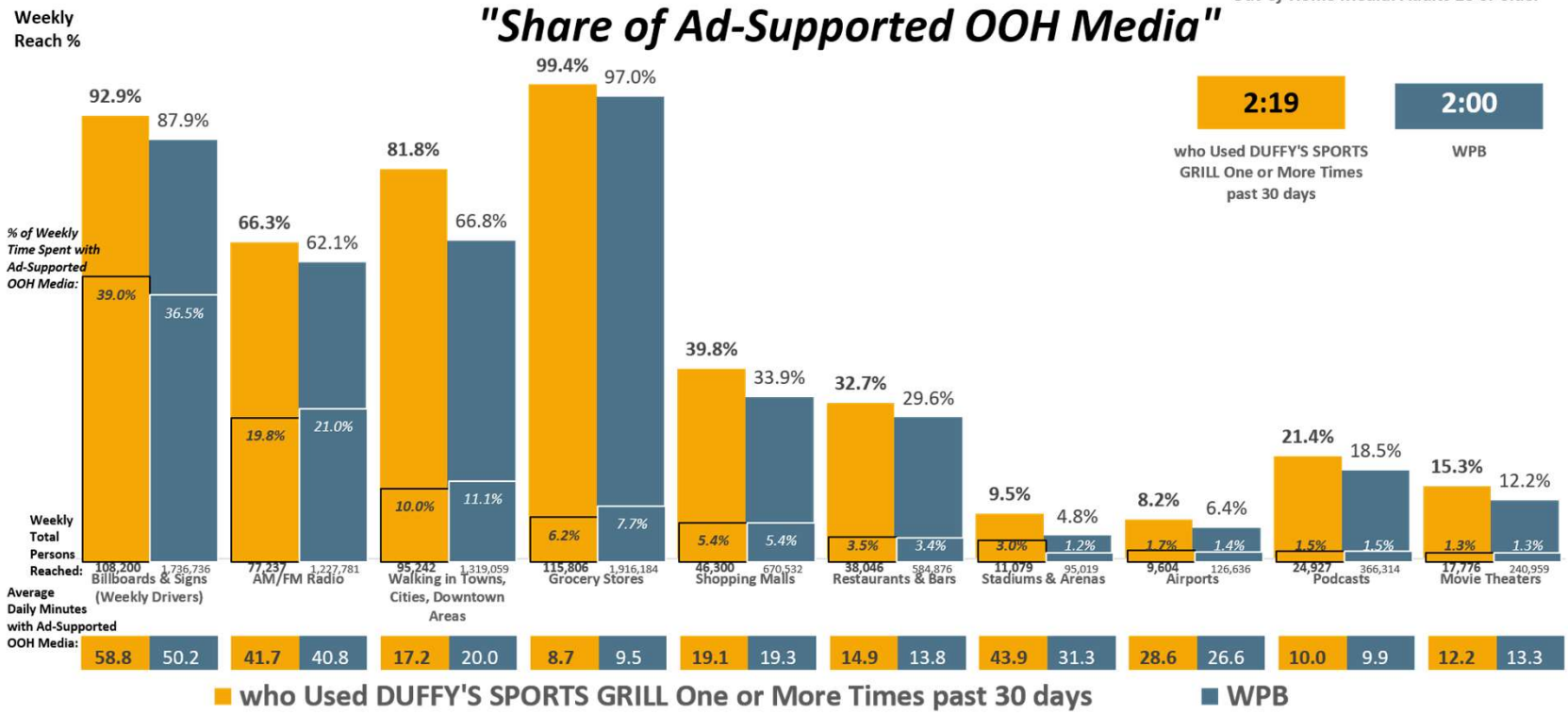
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

108,200 or 92.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

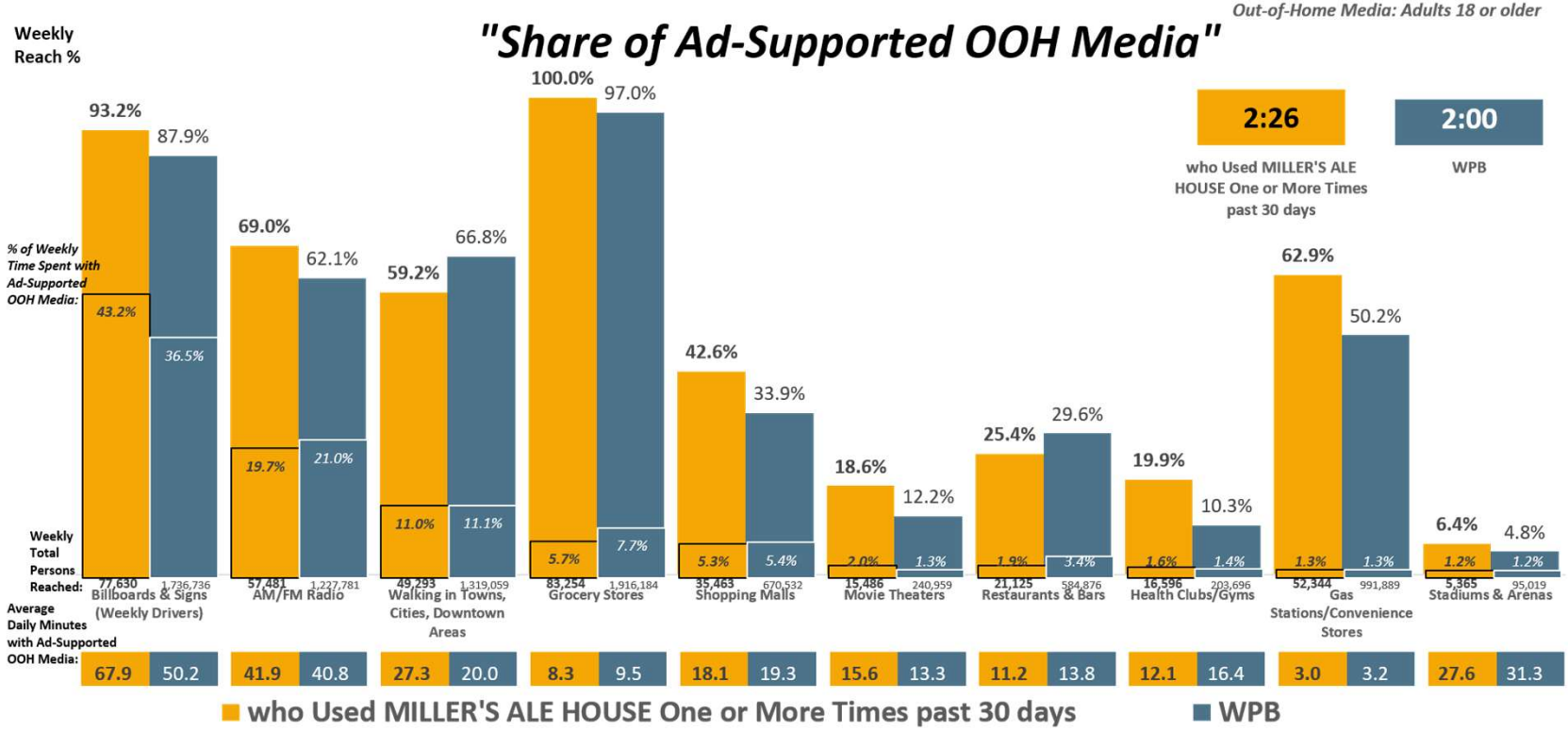
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Sit-down restaurants used past 30 days: Duffy's

77,630 or 93.2% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an average of 67.9 minutes per day driving, seeing Billboards and Signs representing 43.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

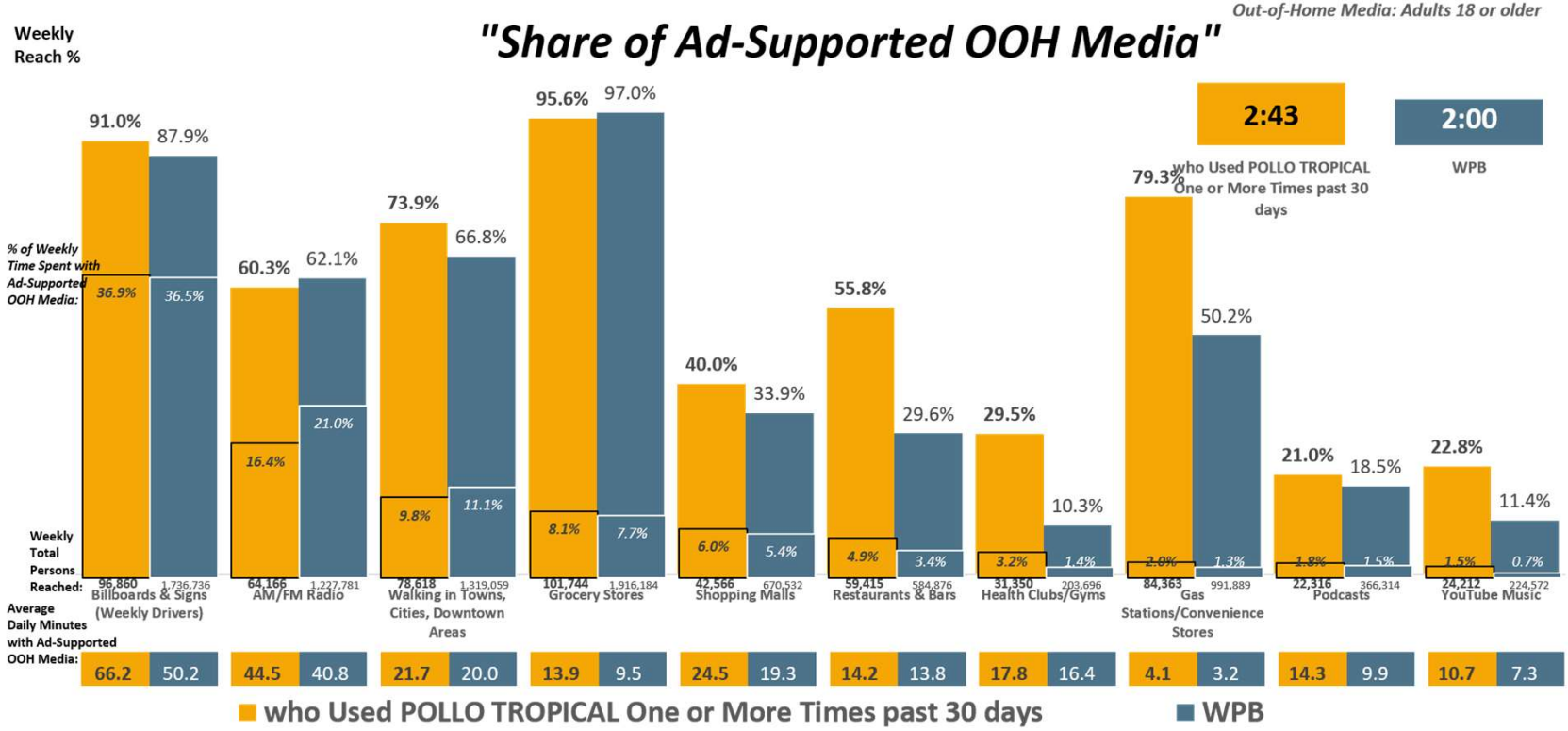
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Sit-down restaurants used past 30 days: Ale House

96,860 or 91.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an average of 66.2 minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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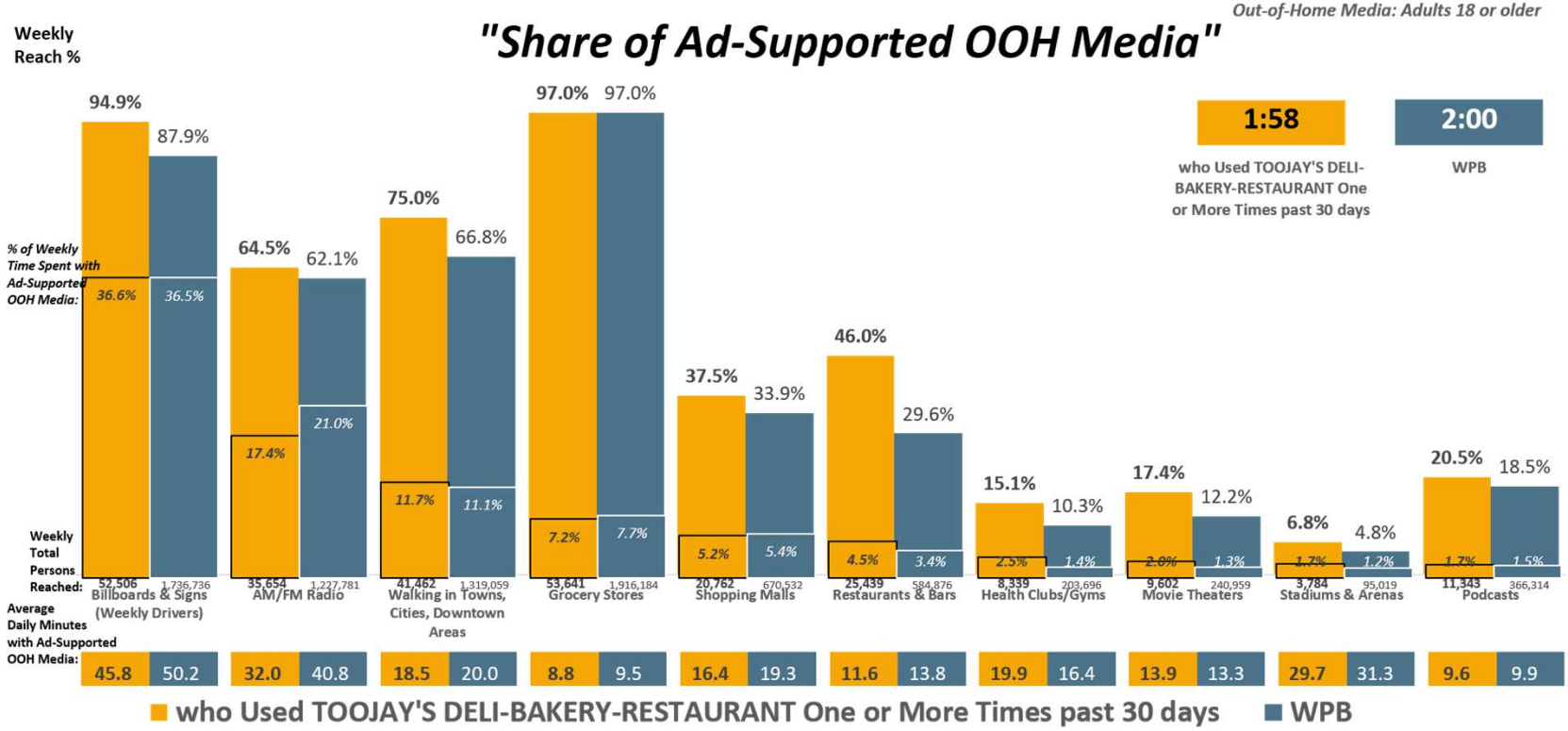
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Quick service restaurants used past 30 days: Pollo Tropical

52,506 or 94.9% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84 WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

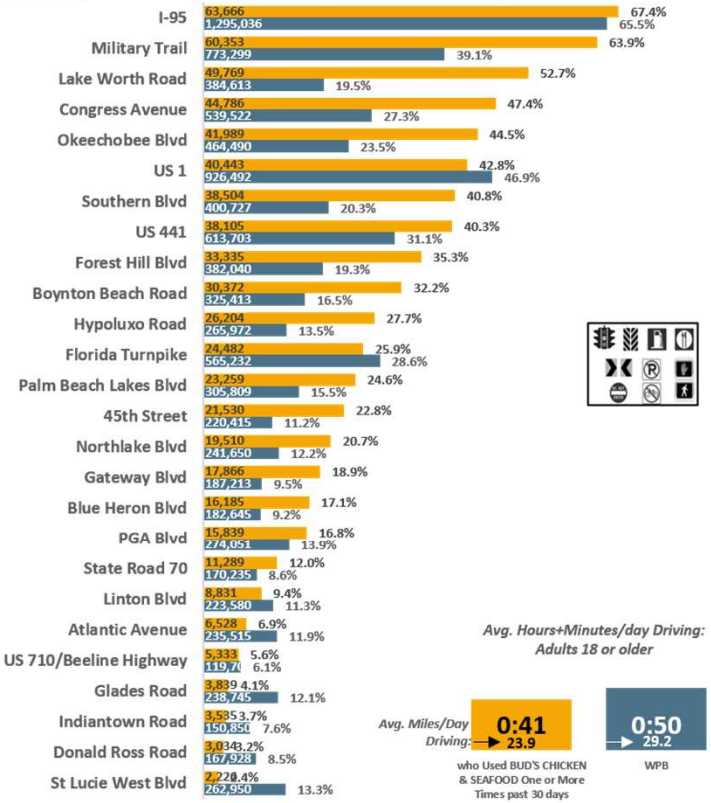
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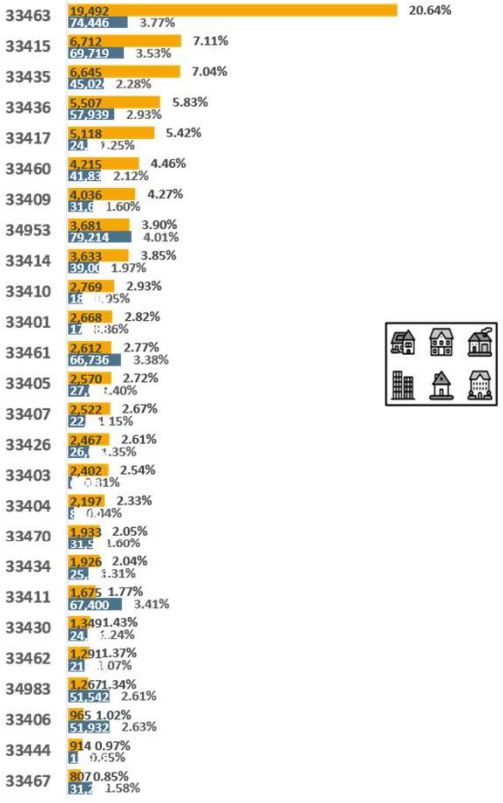
Sit-down restaurants used past 30 days: Too Jay's

78,992 or 83.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days spend an average of 41.1 minutes per day driving an average of 23.9 miles each day and are 170.7% more likely to use Lake Worth Road than the Metro avera

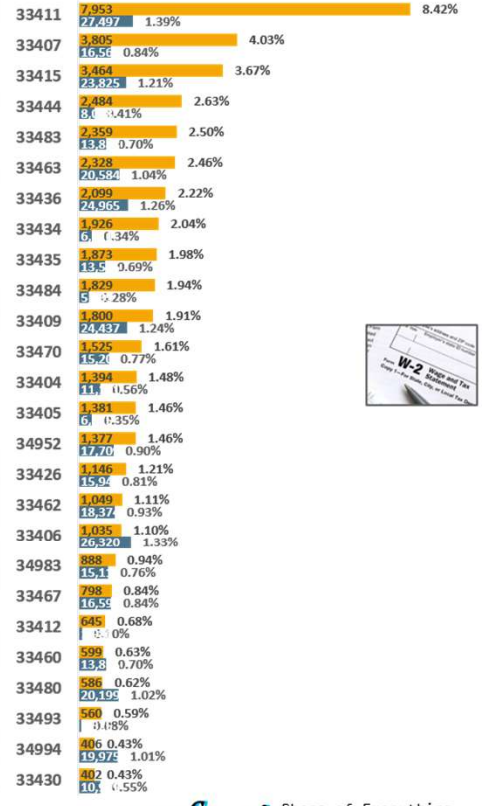
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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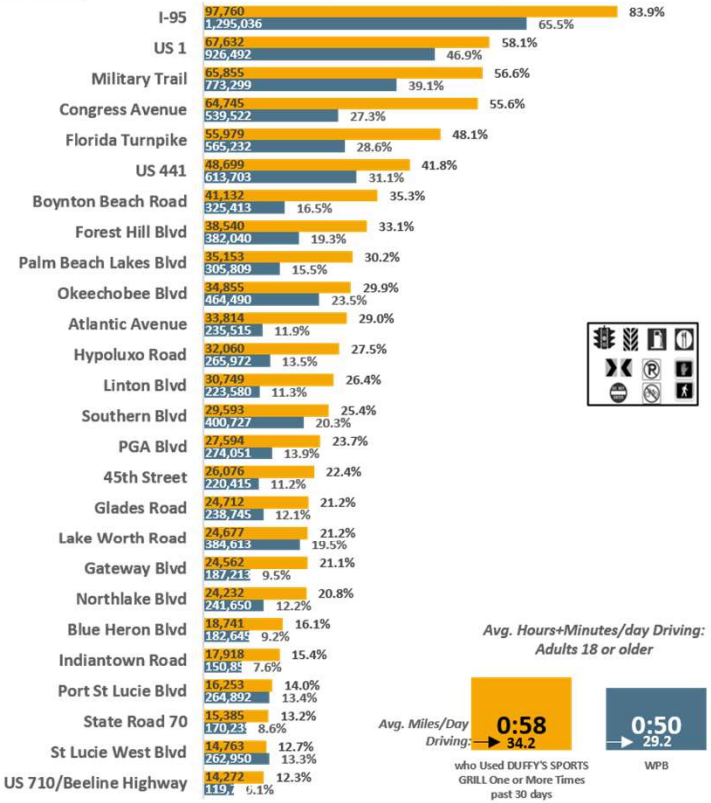
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

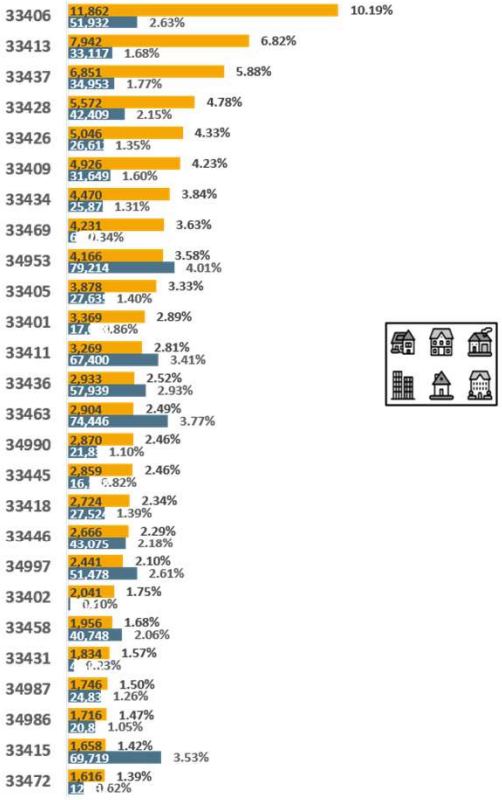
DUFFY'S SPORTS GRILL WPB

108,200 or 92.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days spend an average of 58.8 minutes per day driving an average of 34.2 miles each day and are 143.6% more likely to use Atlantic Avenue than the Metro average

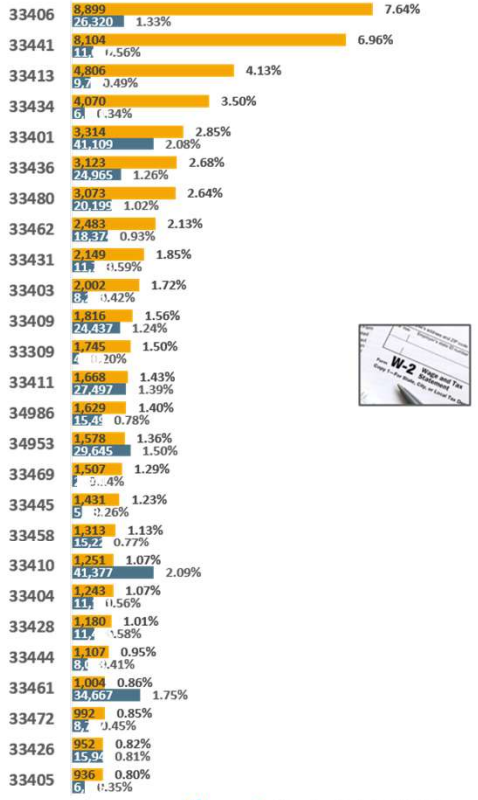
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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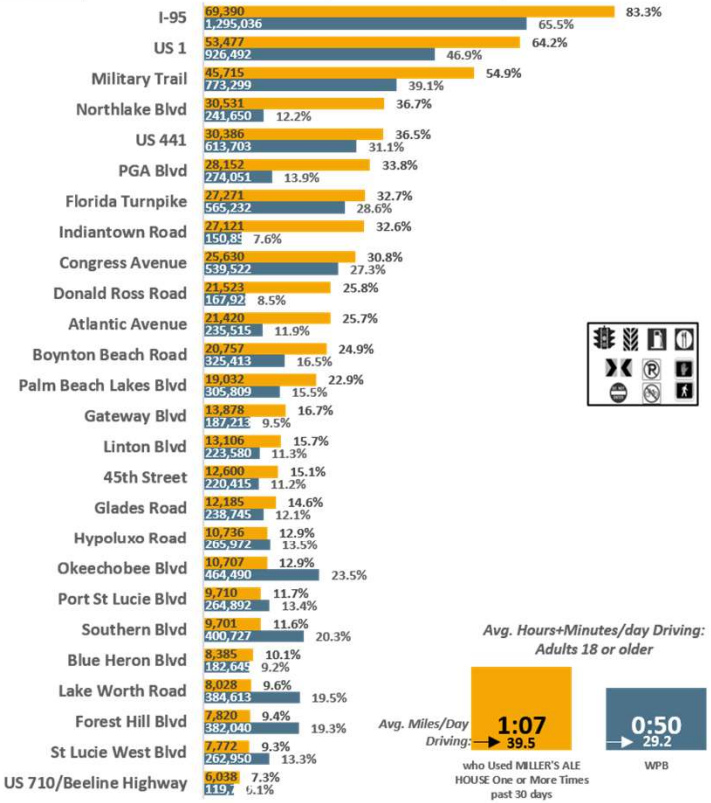
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Sit-down restaurants used past 30 days: Duffy's

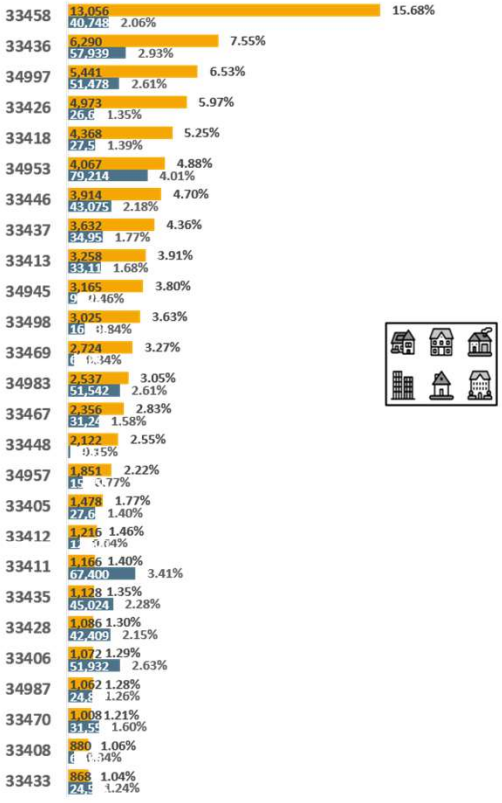
MILLER'S ALE·HOUSE WPB

77,630 or 93.2% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days spend an average of 67.9 minutes per day driving an average of 39.5 miles each day and are 326.6% more likely to use Indiantown Road than the Metro average.

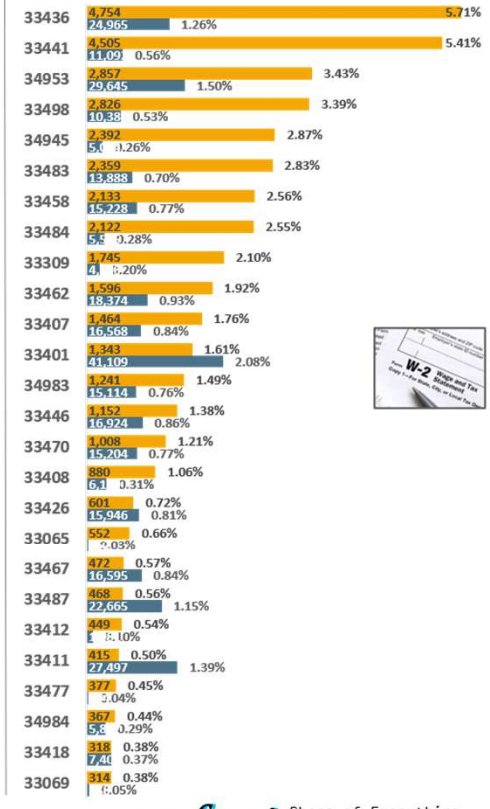
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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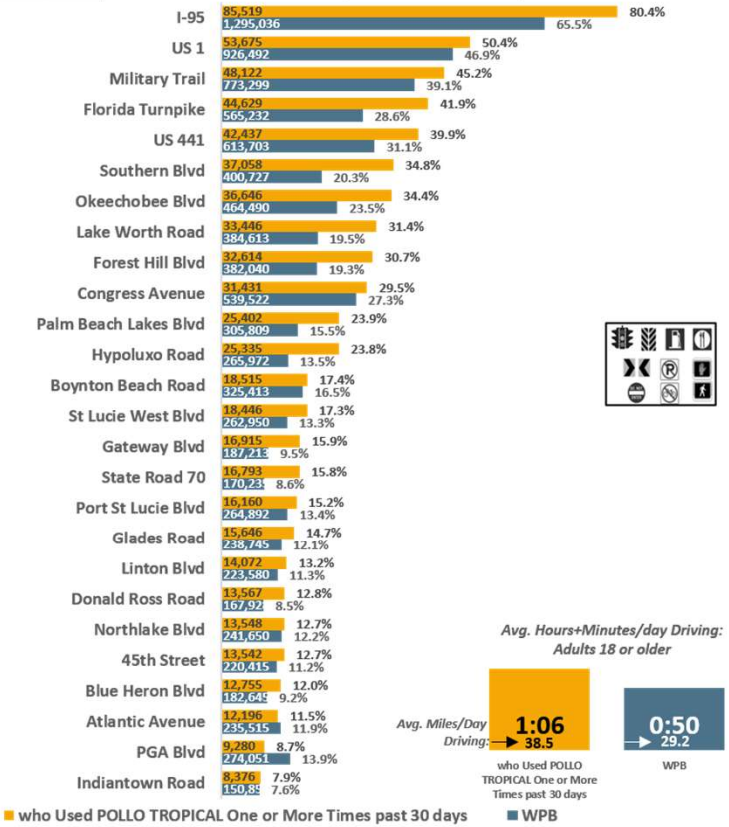
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Sit-down restaurants used past 30 days: Ale House

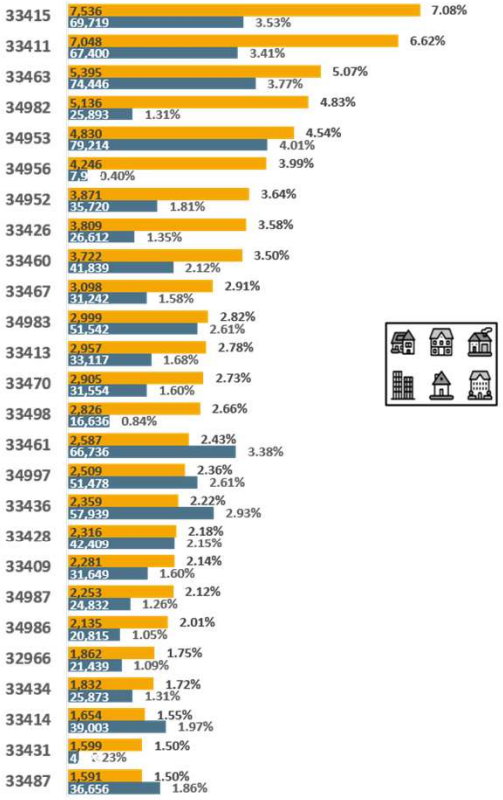
Pollo Tropical CITRUS MARINATED CHICKEN — WPB

96,860 or 91.% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days spend an average of 66.2 minutes per day driving an average of 38.5 miles each day and are 83.2% more likely to use State Road 70 than the Metro average.

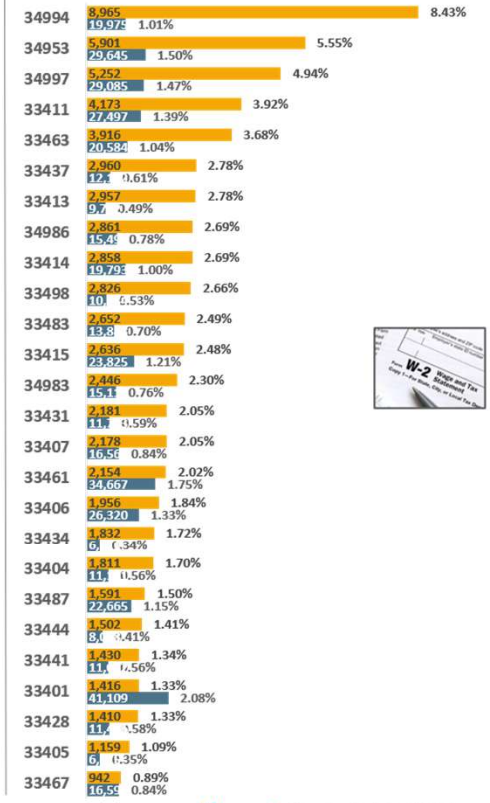
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Quick service restaurants used past 30 days: Pollo Tropical

52,506 or 94.9% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days spend an average of 45.8 minutes per day driving an average of 26.7 miles each day and are 78.4% more likely to use Atlantic Avenue than the Metr

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

	who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days		WPB	
US 1	42,411	76.7%	926,492	46.9%
I-95	37,725	68.2%	1,295,036	65.5%
Florida Turnpike	20,170	36.5%	565,232	28.6%
Military Trail	19,511	35.3%	773,299	39.1%
Congress Avenue	19,357	35.0%	539,522	27.3%
Port St Lucie Blvd	12,501	22.6%	264,892	13.4%
Atlantic Avenue	11,759	21.3%	235,515	11.9%
PGA Blvd	11,385	20.6%	274,051	13.9%
US 441	11,201	20.3%	613,703	31.1%
St Lucie West Blvd	10,448	18.9%	262,950	13.3%
Boynton Beach Road	10,321	18.7%	325,413	16.5%
Hypoluxo Road	9,442	17.1%	265,972	13.5%
Okeechobee Blvd	8,963	16.2%	464,490	23.5%
Palm Beach Lakes Blvd	7,822	14.1%	305,809	15.5%
Northlake Blvd	7,666	13.9%	241,650	12.2%
Southern Blvd	7,436	13.4%	400,727	20.3%
Forest Hill Blvd	7,422	13.4%	382,040	19.3%
Gateway Blvd	7,389	13.4%	187,213	9.5%
Glades Road	6,878	12.4%	238,745	12.1%
Indiantown Road	6,769	12.2%	150,89	7.6%
Lake Worth Road	6,634	12.0%	384,613	19.5%
Blue Heron Blvd	6,241	11.3%	182,645	9.2%
Donald Ross Road	5,801	10.5%	167,92	8.5%
45th Street	5,136	9.3%	220,415	11.2%
State Road 70	4,792	8.7%	170,23	8.6%
US 710/Beeline Highway	4,058	7.3%	119,7	6.1%

Avg. Hours+Minutes/day Driving: Adults 18 or older

0:45 — Who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days

0:50 — WPB

Avg. Miles/Day Driving: ▶ 26.7

Top-26 Residential Zip Codes: Adults 18 or older

34997	5,996	10.84%	51,478	2.61%
33426	4,505	8.15%	26,61	1.35%
34953	4,021	7.27%	79,214	4.01%
33469	2,724	4.92%	6	0.34%
32960	2,624	4.74%	13	0.67%
33433	2,395	4.33%	24,52	1.24%
32968	2,220	4.01%	27,68	1.40%
32962	1,960	3.54%	20,8	1.05%
33446	1,880	3.40%	43,075	2.18%
33415	1,858	3.36%	69,719	3.53%
33431	1,673	3.02%	4	0.23%
33411	1,495	2.70%	67,400	3.41%
33409	1,465	2.65%	31,649	1.60%
33486	1,430	2.59%	12	0.64%
34952	1,340	2.42%	35,720	1.81%
34996	1,326	2.40%	8	0.42%
33476	1,250	2.26%	4	0.23%
34949	1,166	2.11%	8	0.41%
34957	1,104	2.00%	15	0.77%
33428	1,086	1.96%	42,409	2.15%
34987	1,052	1.90%	24,83	1.26%
33477	942	1.70%	5	0.20%
33401	926	1.67%	17	0.86%
33444	903	1.63%	12	0.65%
34983	789	1.43%	51,542	2.61%
33407	787	1.42%	22,6	1.15%

Top-26 Employment Zip Codes: Adults 18 or older

33441	5,935	10.73%	11	0.56%
34997	4,267	7.71%	29,089	1.47%
33486	2,395	4.33%	6	0.35%
33446	2,162	3.91%	16	0.86%
33431	1,673	3.02%	11	0.59%
32963	1,530	2.77%	4	0.22%
34953	1,493	2.70%	29,645	1.50%
33409	1,374	2.48%	24,43	1.24%
34950	1,340	2.42%	16	0.82%
33415	954	1.72%	23,82	1.21%
33444	903	1.63%	8	0.41%
32780	639	1.16%	2	0.03%
32958	629	1.14%	9	0.49%
33401	603	1.09%	41,109	2.08%
32962	544	0.98%	8	0.44%
32968	286	0.52%	2	0.18%
34996	273	0.49%	7	0.37%
34957	240	0.43%	1	0.01%
33434	194	0.35%	6	0.34%
33436	108	0.20%	24,95	1.26%
33460	108	0.19%	13	0.70%
33458	66	0.12%	15	0.77%
34990	52	0.09%	5	0.28%
33477	35	0.06%	1	0.04%
34994	0	0.00%	19,9	1.01%
34987	0	0.00%	14	0.75%

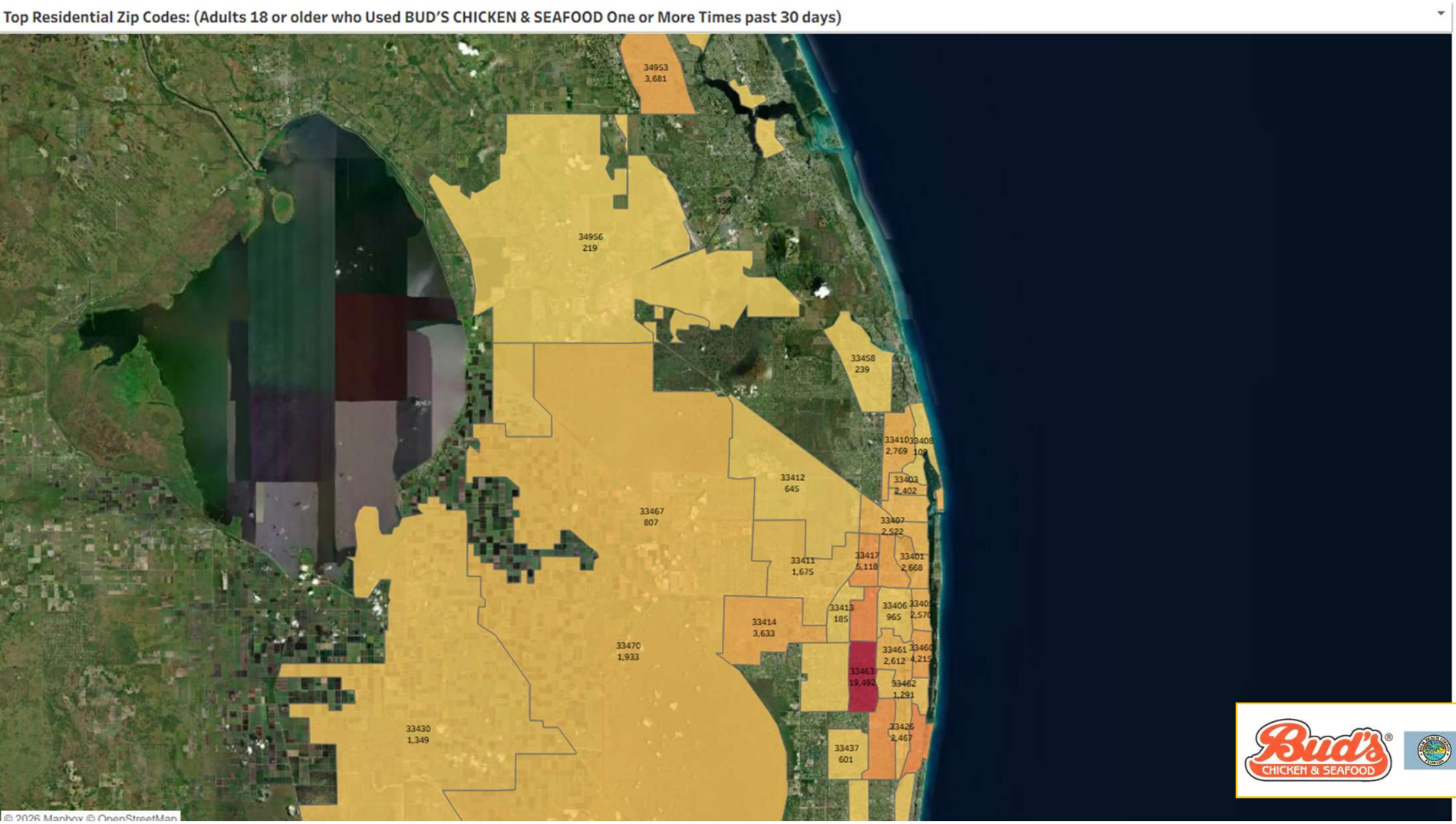
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Sit-down restaurants used past 30 days: Too Jay's

Top Residential Zip Codes: (Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days)

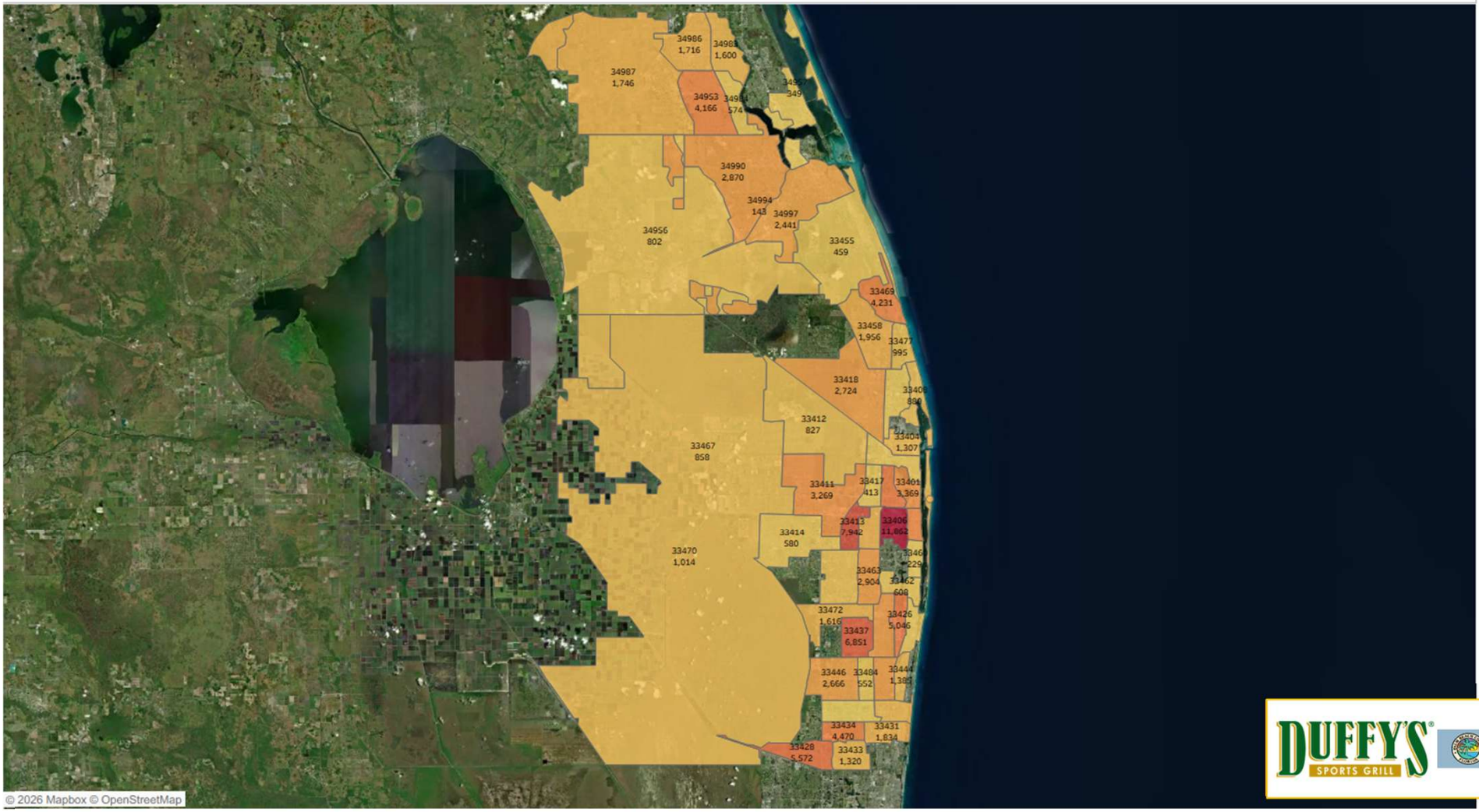


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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

Top Residential Zip Codes: (Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days)



DUFFY'S SPORTS GRILL WPB

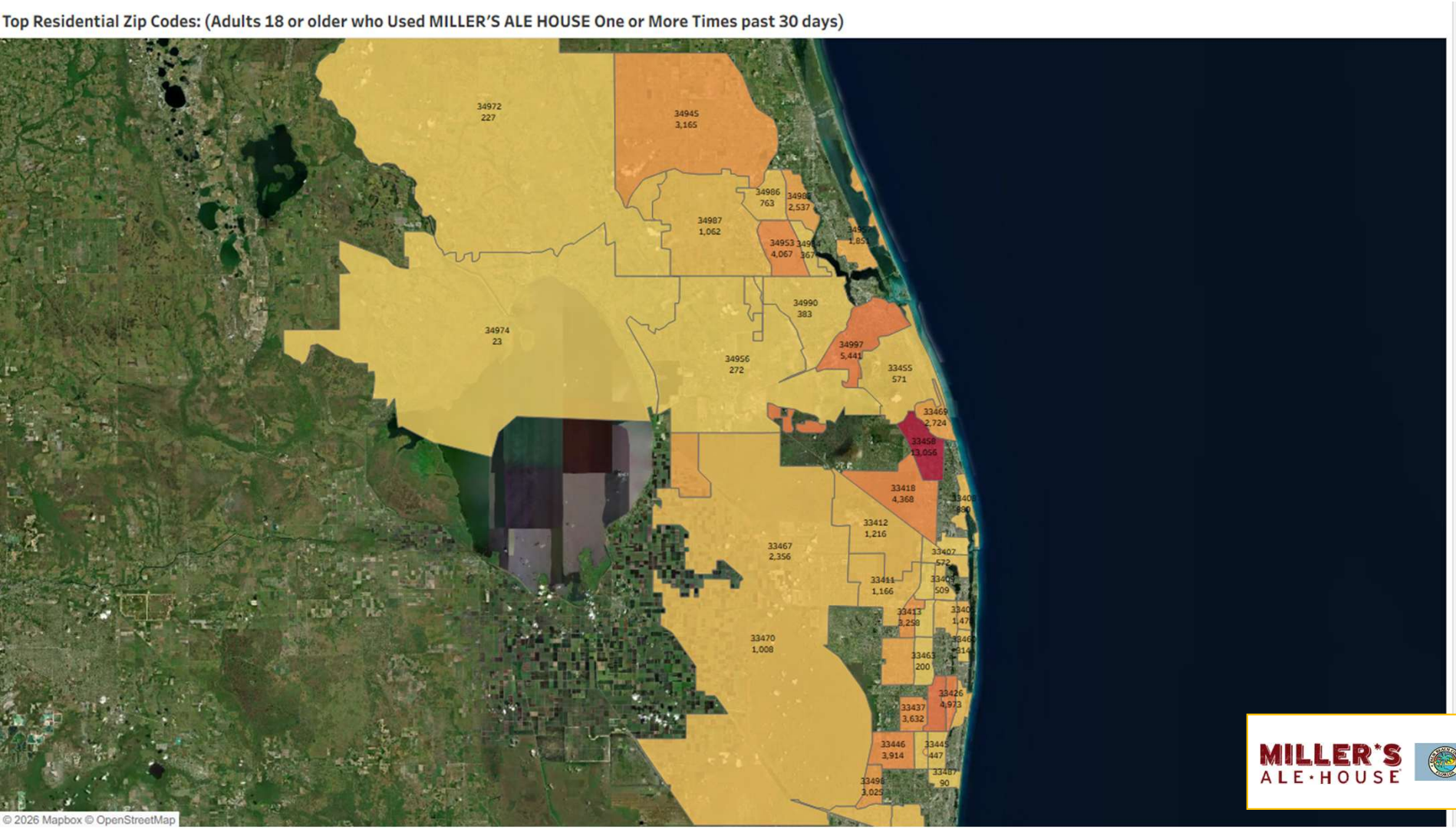
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Sit-down restaurants used past 30 days: Duffy's

Top Residential Zip Codes: (Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days)

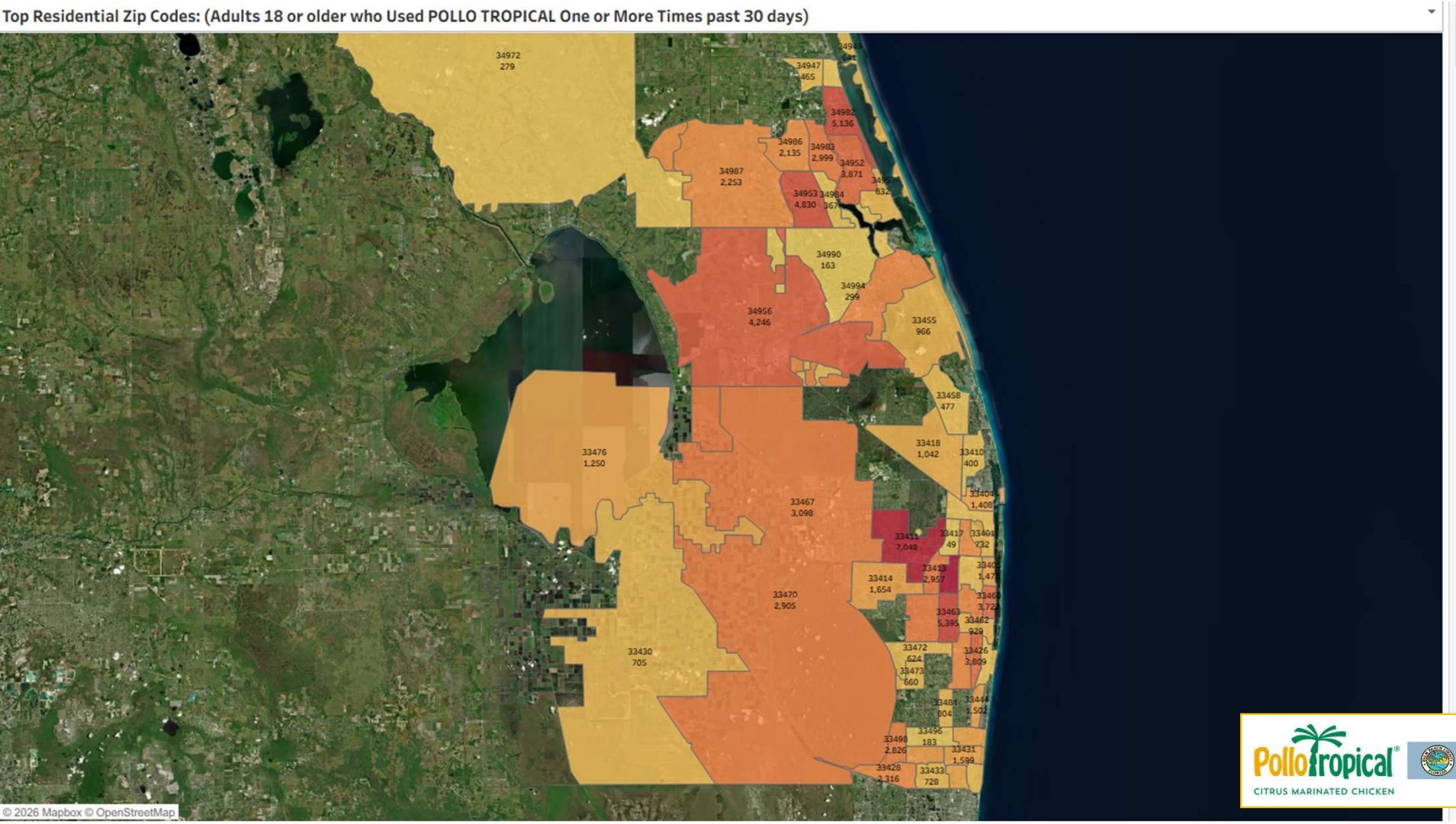


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Sit-down restaurants used past 30 days: Ale House

Top Residential Zip Codes: (Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days)



Pollo Tropical CITRUS MARINATED CHICKEN

WPB

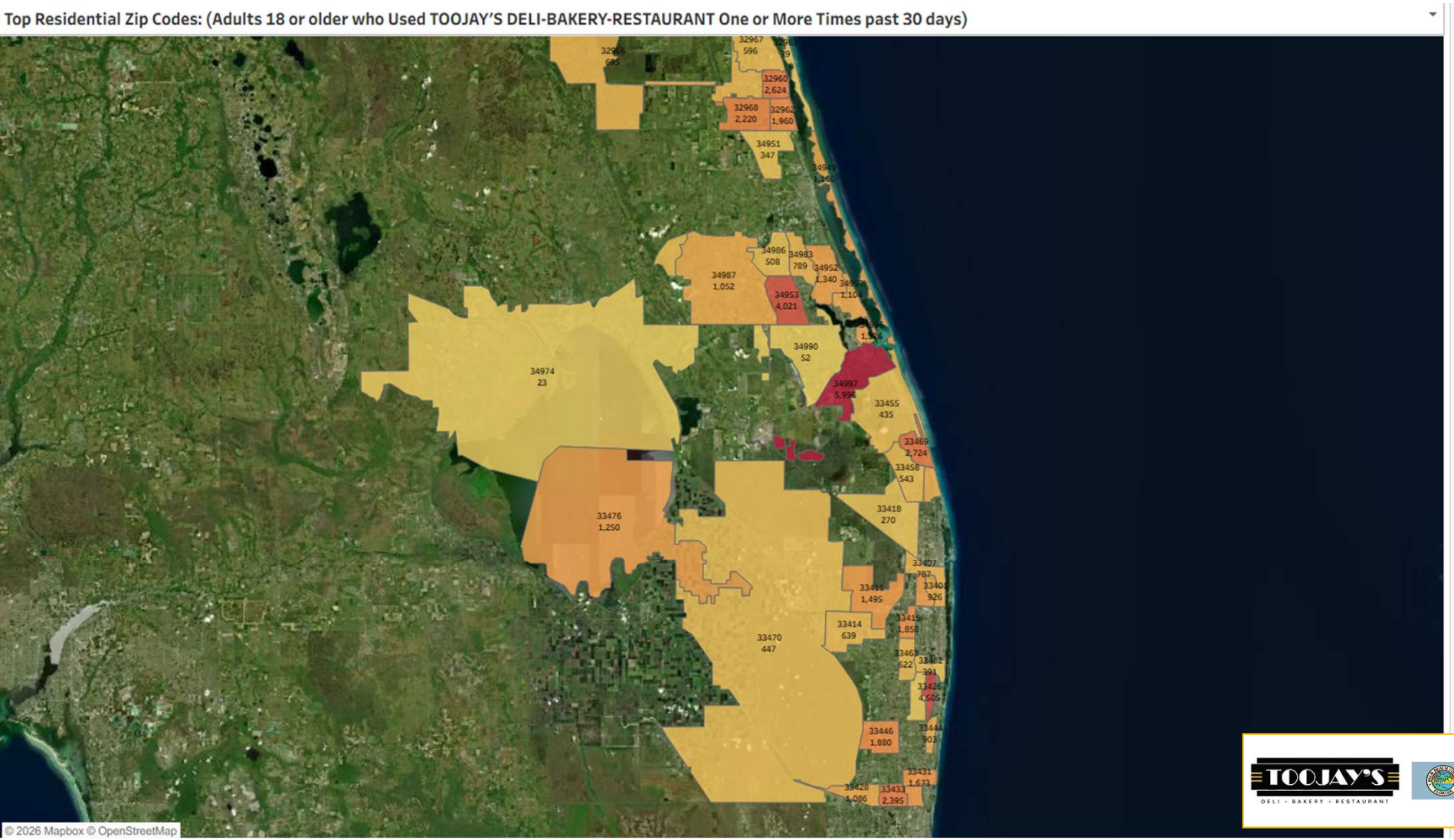
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Quick service restaurants used past 30 days: Pollo Tropical

Top Residential Zip Codes: (Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days)



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

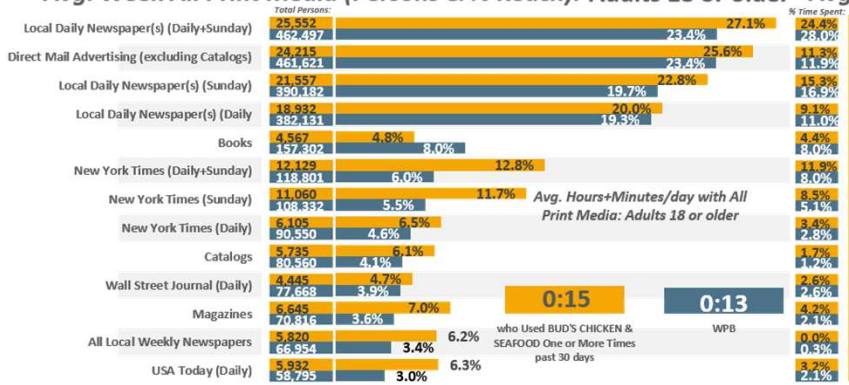
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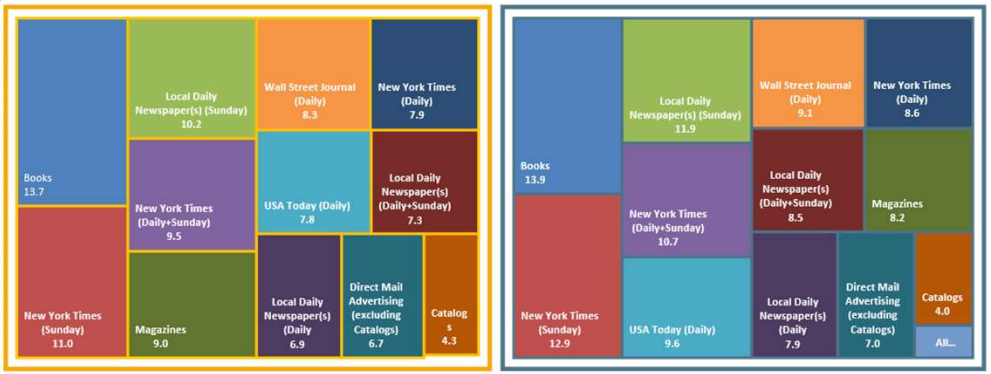
Sit-down restaurants used past 30 days: Too Jay's

25,552 or 27.1% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 25.5% of all time spent daily with All forms of Print

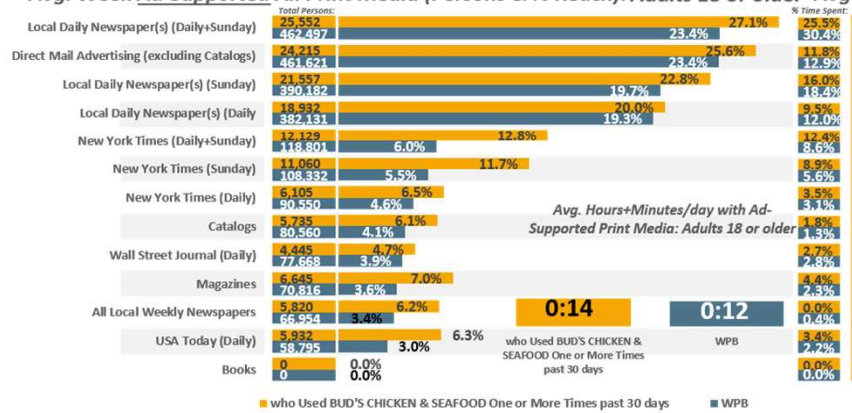
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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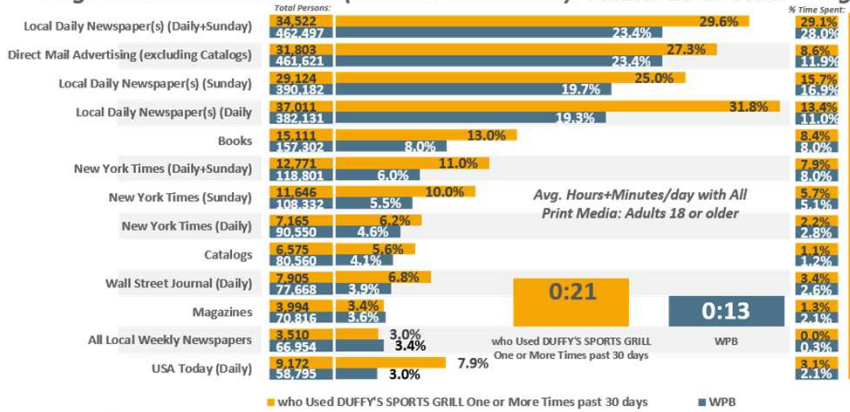
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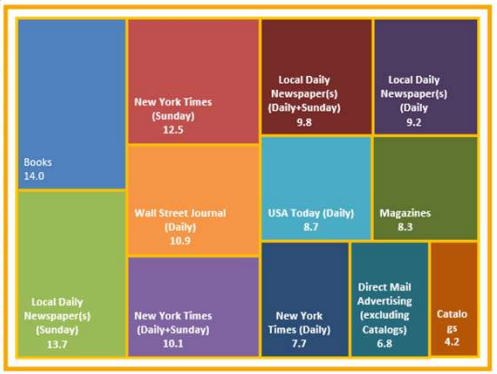
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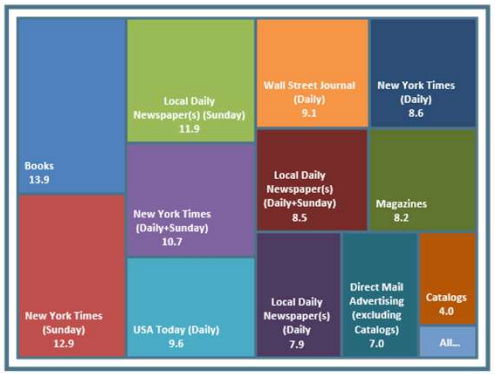
Quick service restaurants used past 30 days: Bud's Chicken & Seafood

34,522 or 29.6% of Adults 18 or older who Used DUFFY'S SPORTS GRILL One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 31.8% of all time spent daily with All forms of Print Med

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

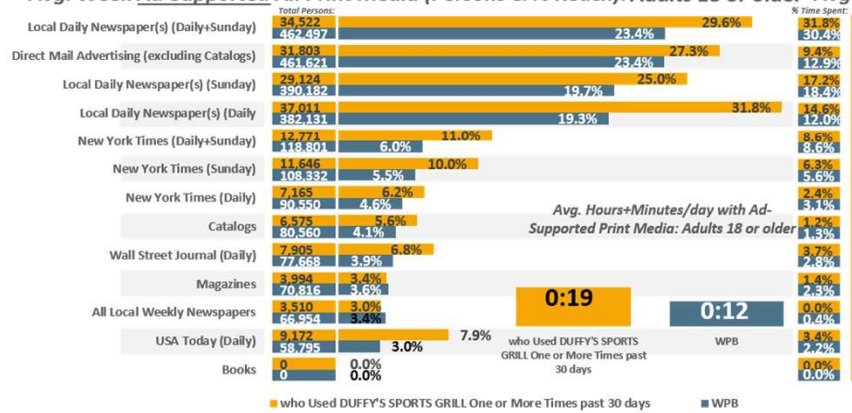


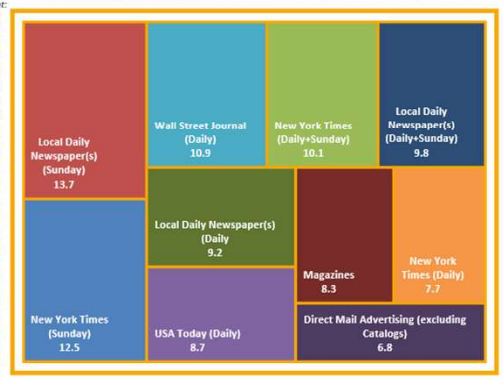


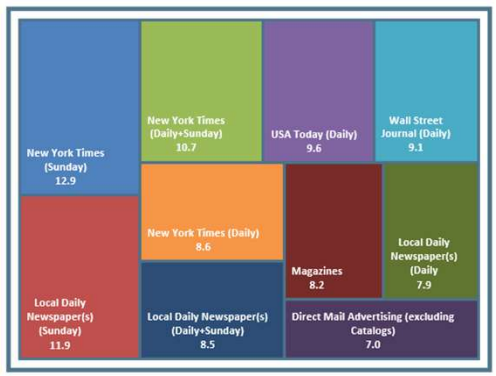


who Used DUFFY'S SPORTS GRILL One or More Times past 30 days ■ WPB

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







who Used DUFFY'S SPORTS GRILL One or More Times past 30 days ■ WPB

WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 167

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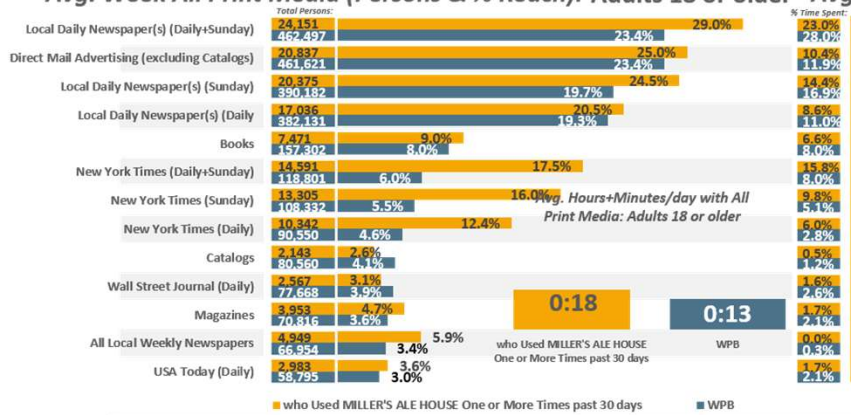
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Sit-down restaurants used past 30 days: Duffy's

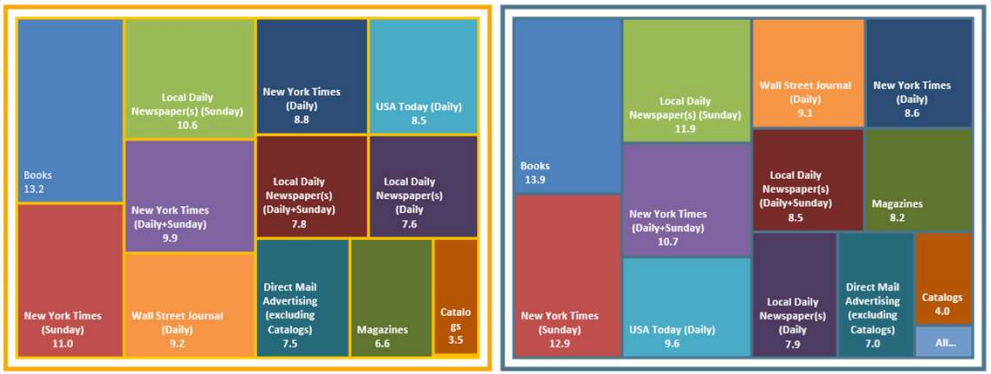
MILLER'S ALE·HOUSE WPB

24,151 or 29.% of Adults 18 or older who Used MILLER'S ALE HOUSE One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 24.6% of all time spent daily with All forms of Print Media.

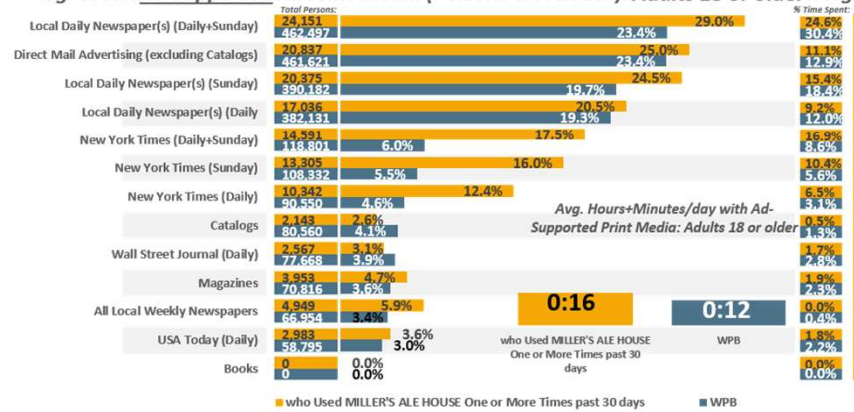
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 97

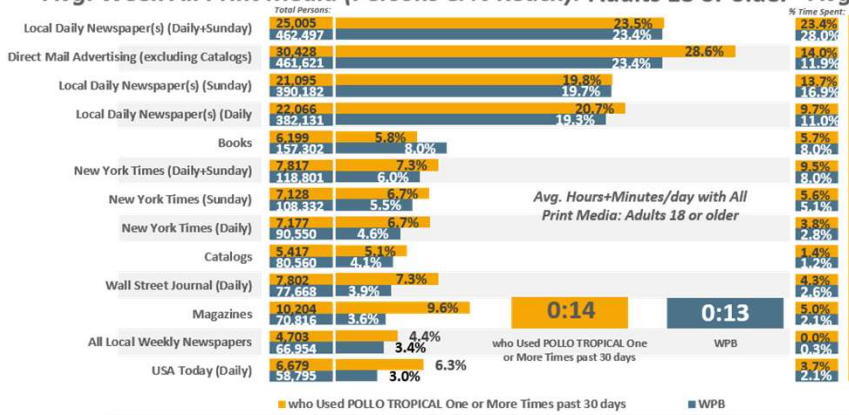
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Sit-down restaurants used past 30 days: Ale House

25,005 or 23.5% of Adults 18 or older who Used POLLO TROPICAL One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

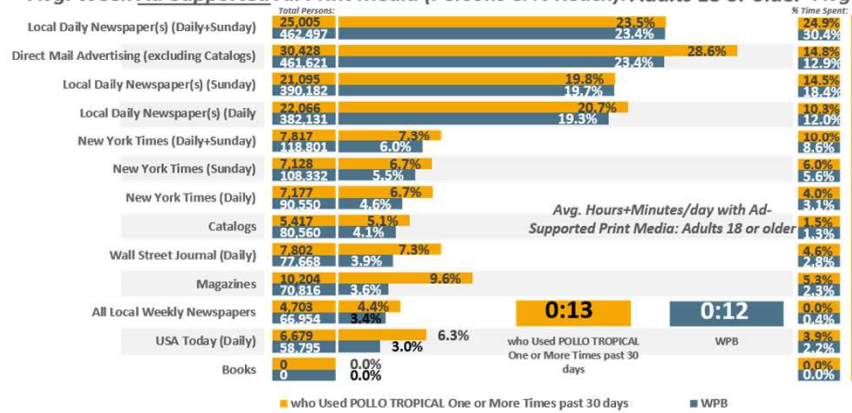
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 156

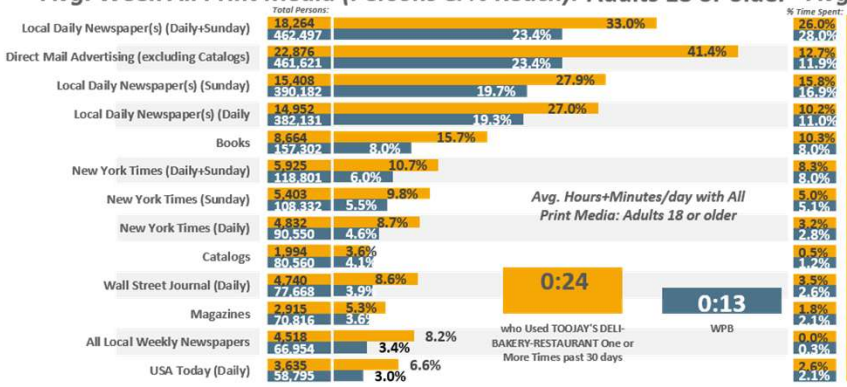
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Quick service restaurants used past 30 days: Pollo Tropical

18,264 or 33.% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 29.% of all time spent daily with All forms of

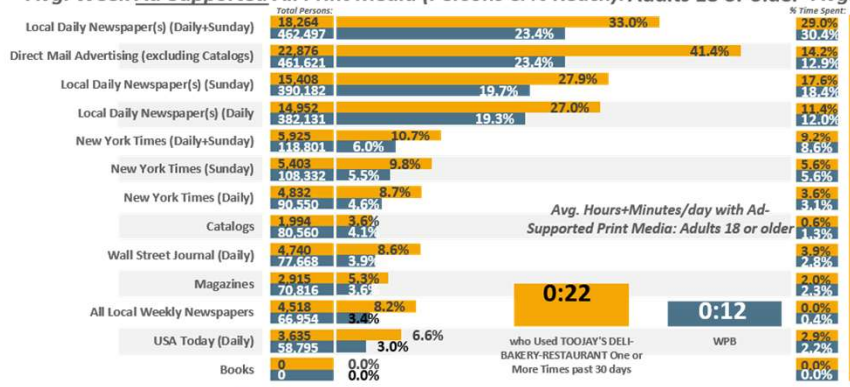
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 84

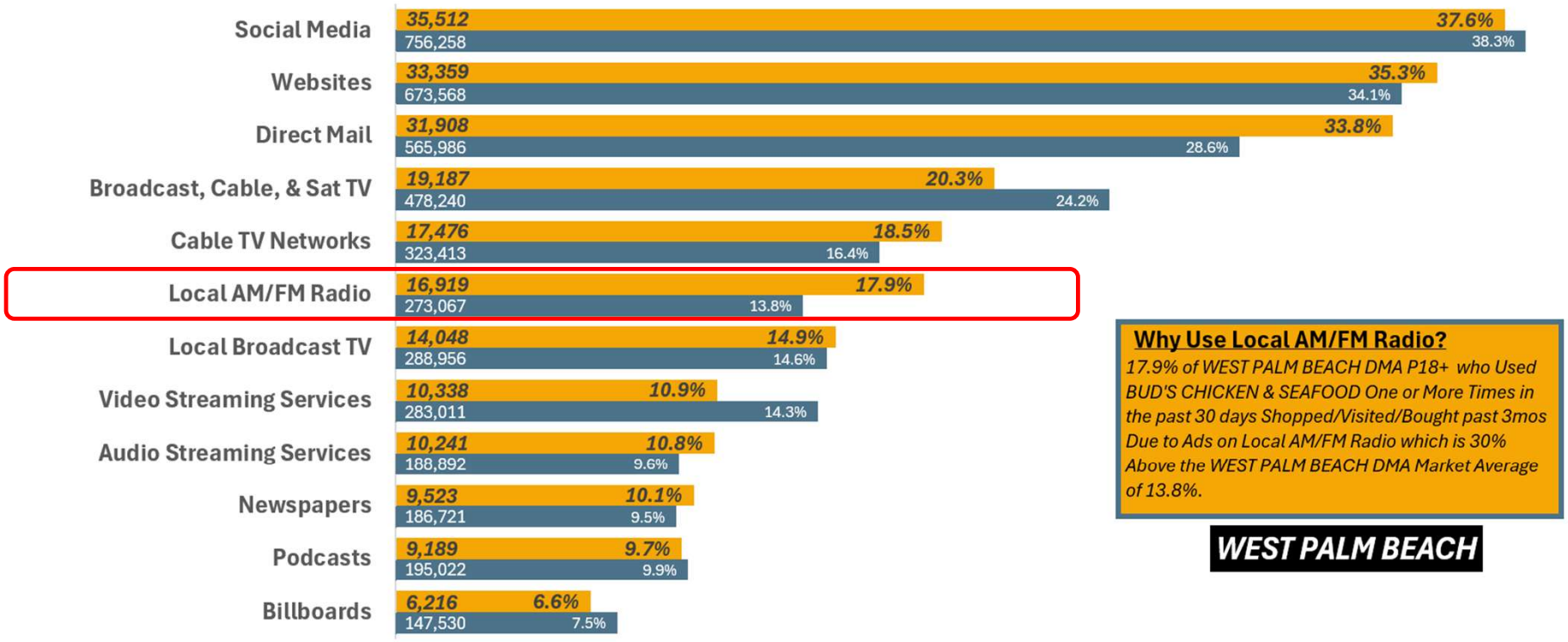
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Sit-down restaurants used past 30 days: Too Jay's

"Advertising Actions"

P18+ who Used BUD'S CHICKEN & SEAFOOD One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.9% of WEST PALM BEACH DMA P18+ who Used BUD'S CHICKEN & SEAFOOD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the WEST PALM BEACH DMA Market Average of 13.8%.

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 117

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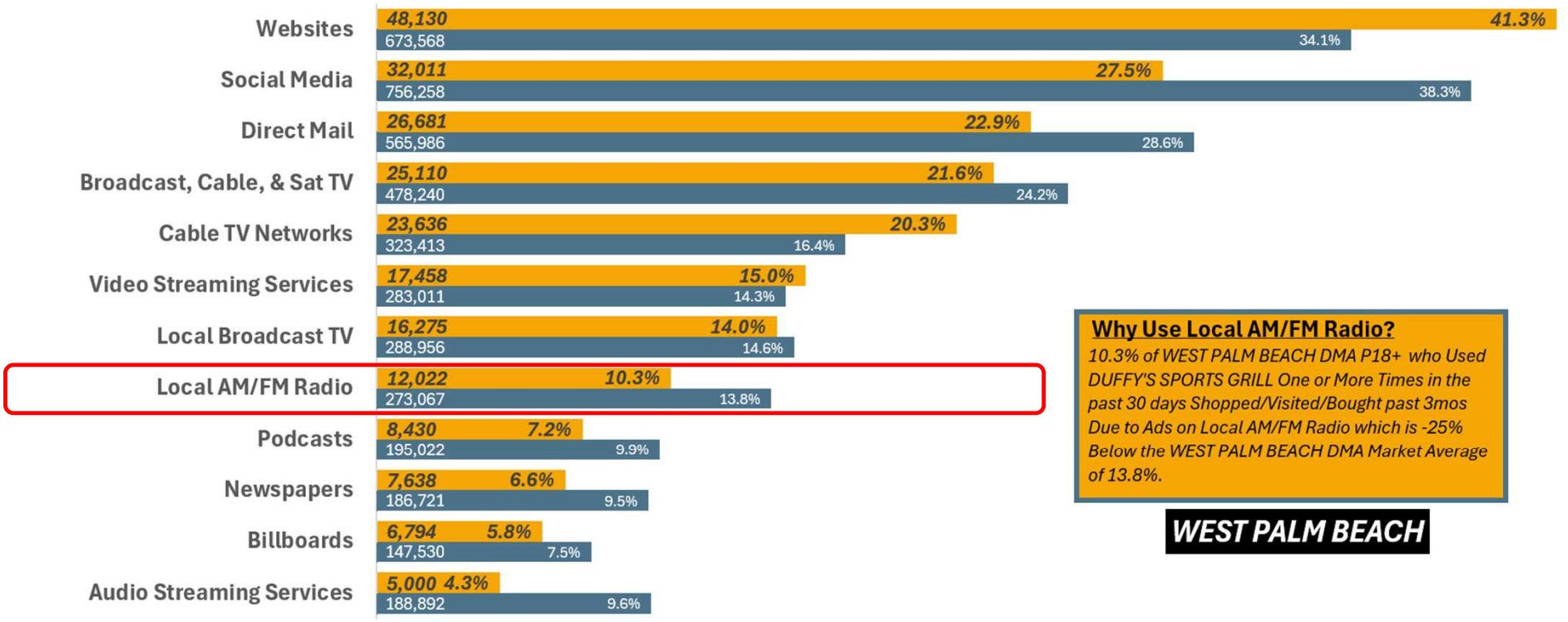
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood

DUFFY'S SPORTS GRILL WPB

"Advertising Actions"

P18+ who Used DUFFY'S SPORTS GRILL One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.3% of WEST PALM BEACH DMA P18+ who Used DUFFY'S SPORTS GRILL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the WEST PALM BEACH DMA Market Average of 13.8%.

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 167

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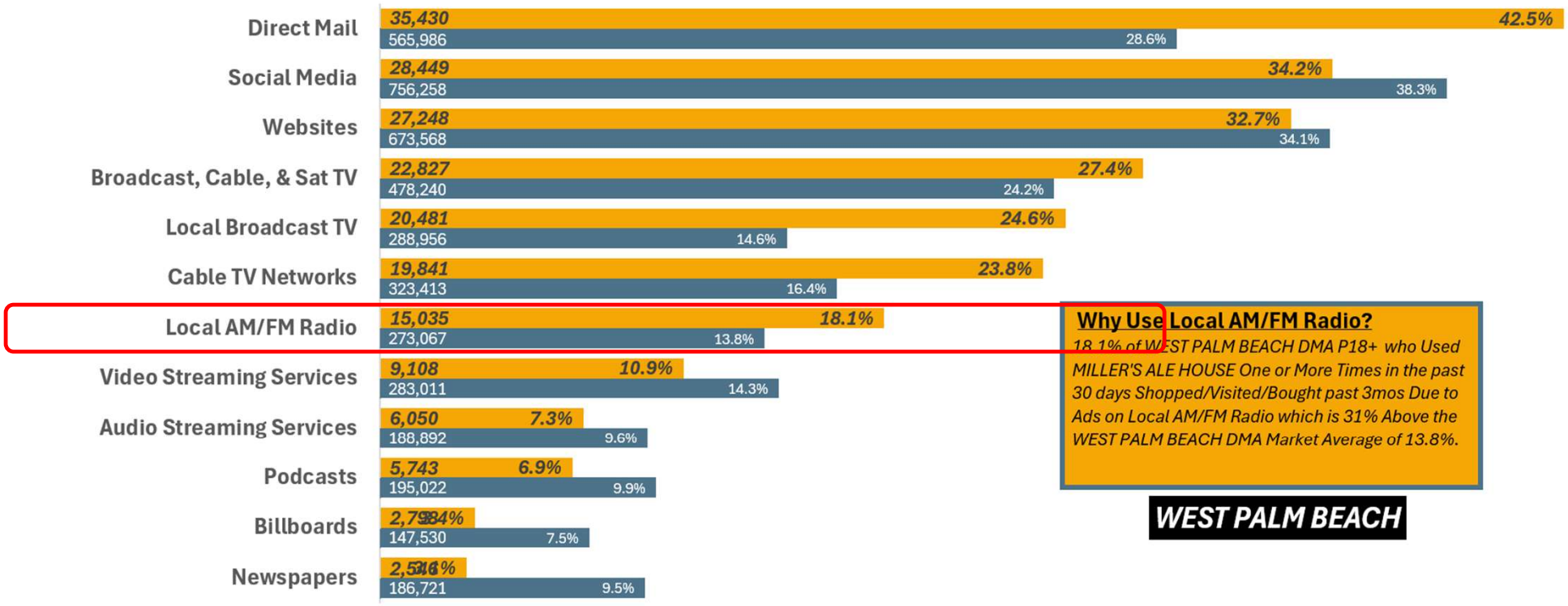
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Sit-down restaurants used past 30 days: Duffy's

MILLER'S ALE·HOUSE WPB

"Advertising Actions"

P18+ who Used MILLER'S ALE HOUSE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.1% of WEST PALM BEACH DMA P18+ who Used MILLER'S ALE HOUSE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the WEST PALM BEACH DMA Market Average of 13.8%.

WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 97

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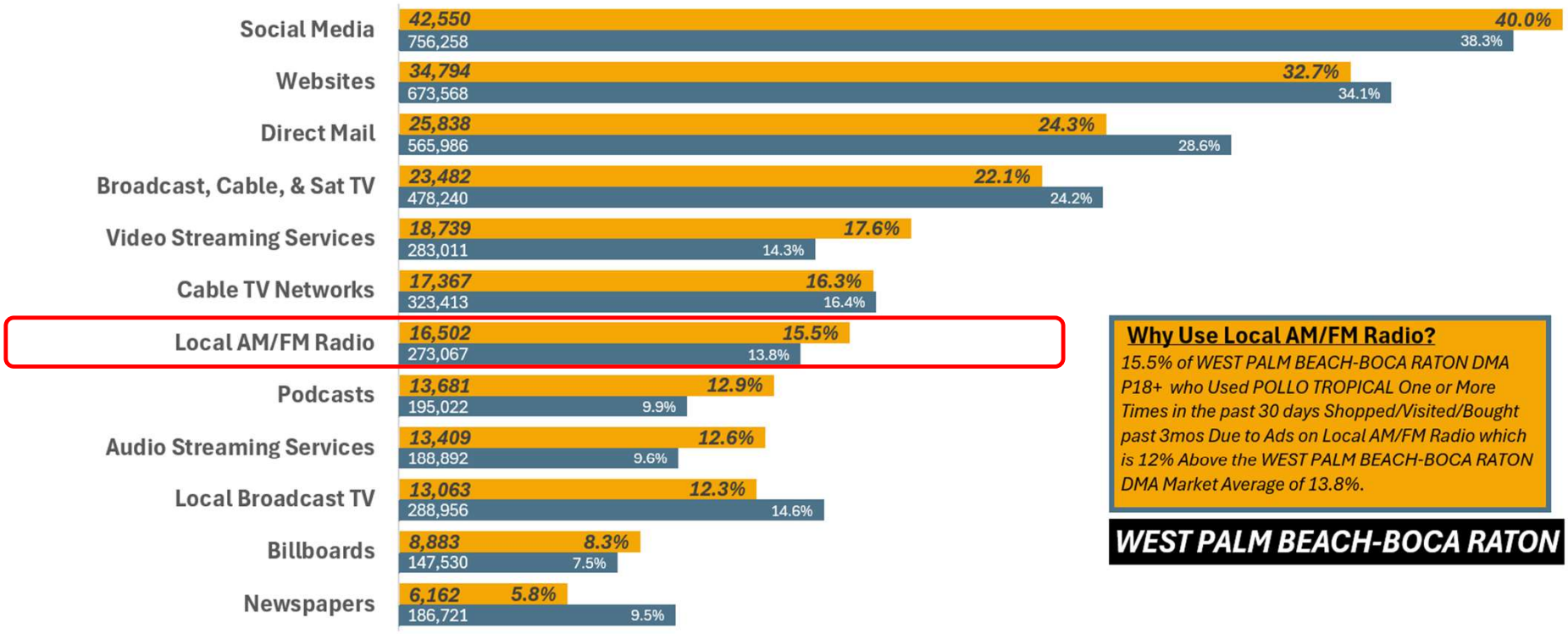
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Sit-down restaurants used past 30 days: Ale House

Pollo Tropical CITRUS MARINATED CHICKEN WPB

"Advertising Actions"

P18+ who Used POLLO TROPICAL One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used POLLO TROPICAL One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

P18+ who Used POLLO TROPICAL One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 156

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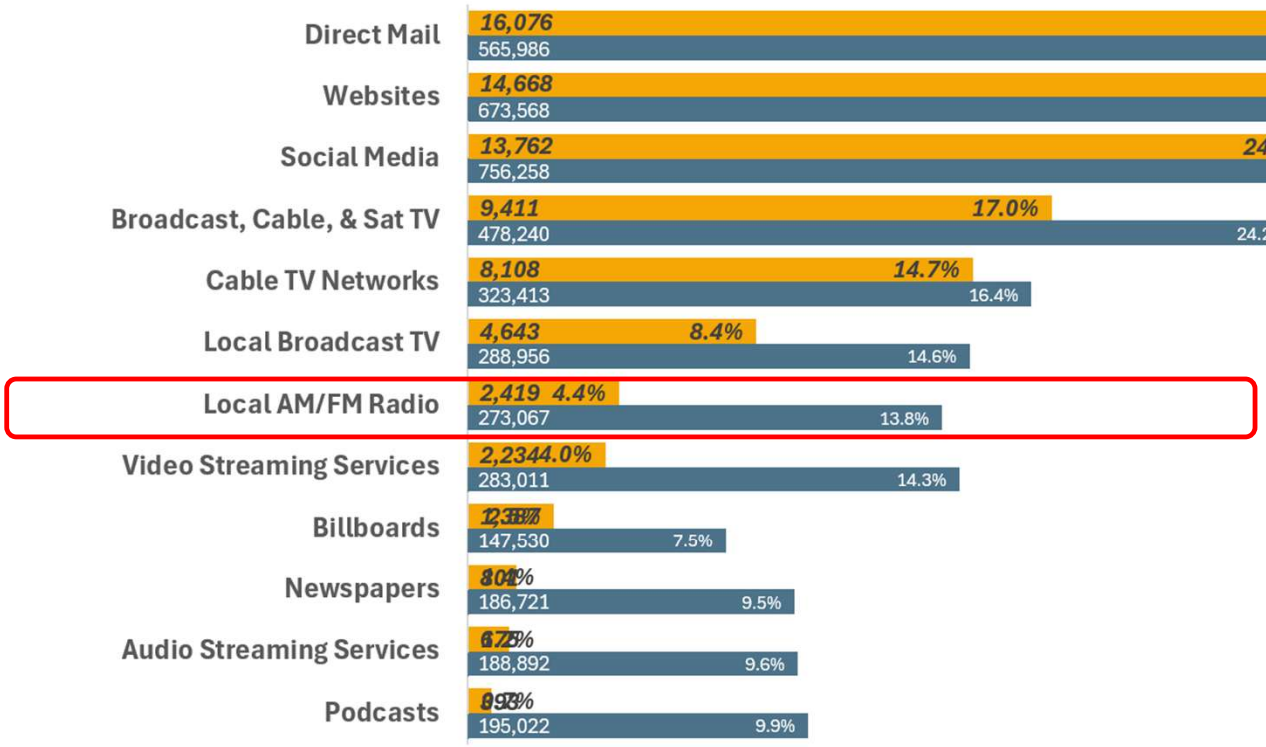
Quick service restaurants used past 30 days: Pollo Tropical

TOOJAY'S DELI · BAKERY · RESTAURANT

WPB

"Advertising Actions"

P18+ who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.4% of WEST PALM BEACH DMA P18+ who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -68% Below the WEST PALM BEACH DMA Market Average of 13.8%.

WEST PALM BEACH

P18+ who Used TOOJAY'S DELI-BAKERY-RESTAURANT One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

P18+ WEST PALM BEACH AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 84

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Sit-down restaurants used past 30 days: Too Jay's