

USA+4 More DMAs – P18+ who Used KFC One or More Times in the past 30 days!

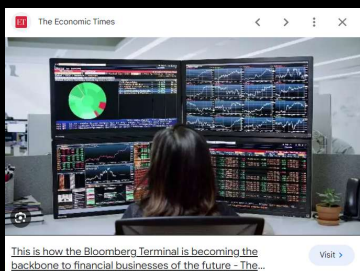
Complete Demographic & Media Use Profiles



P18+

Hubbard
media that connects

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Used KFC One or More Times in the past 30 days as of March 31, 2026.



Vanguard BlackRock

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

Quick service restaurants used past 30 days: KFC



6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 50.2 years old (2.9% older than average) and have a \$98,616 (15.9% lower than average) annual household income.

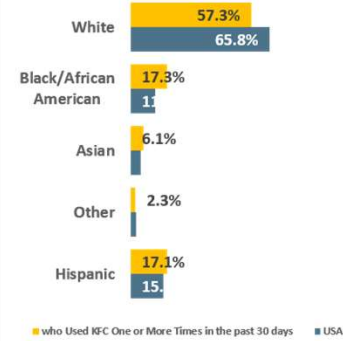
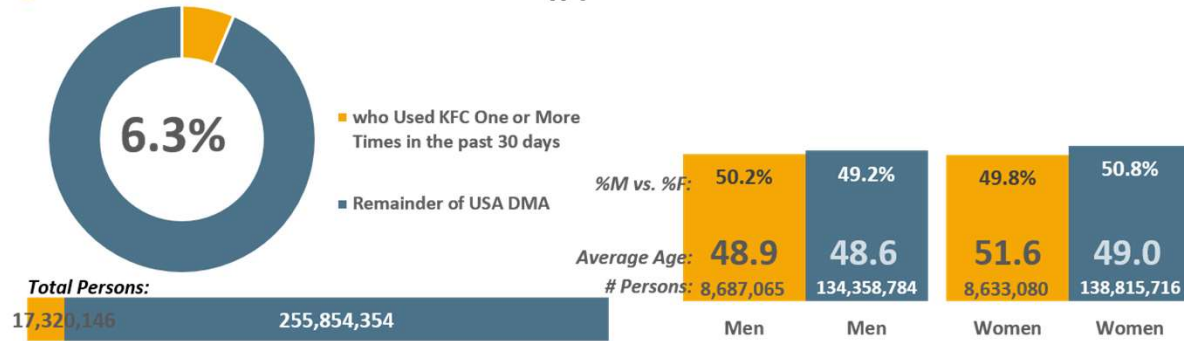


Percent of Market: Adults 18 or older

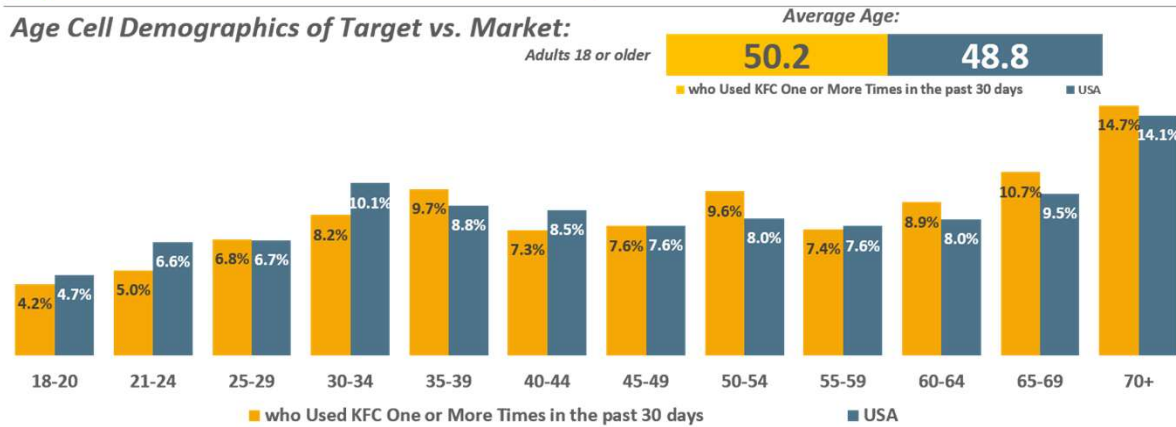


Gender of Target vs. Market: Adults 18 or older

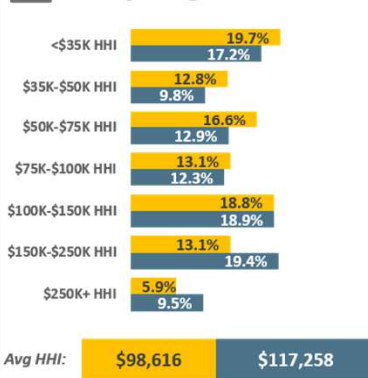
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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Quick service restaurants used past 30 days: KFC



4.3% or 168,919 of MSP DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 51.6 years old (5.4% older than average) and have a \$82,564 (27.9% lower than average) annual household income.

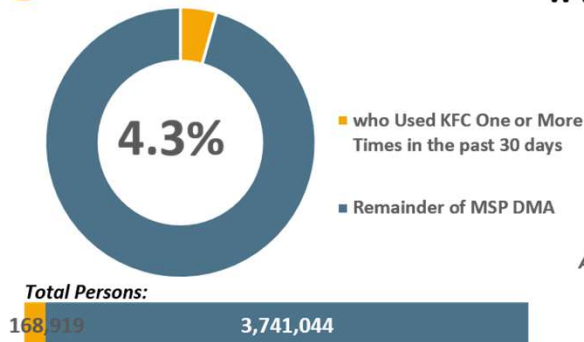


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

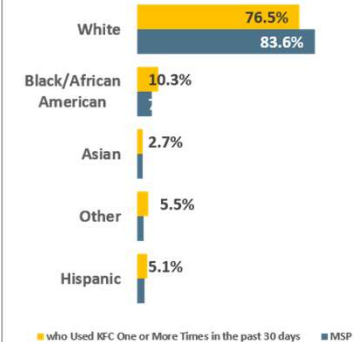
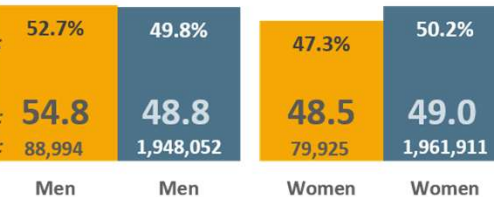
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

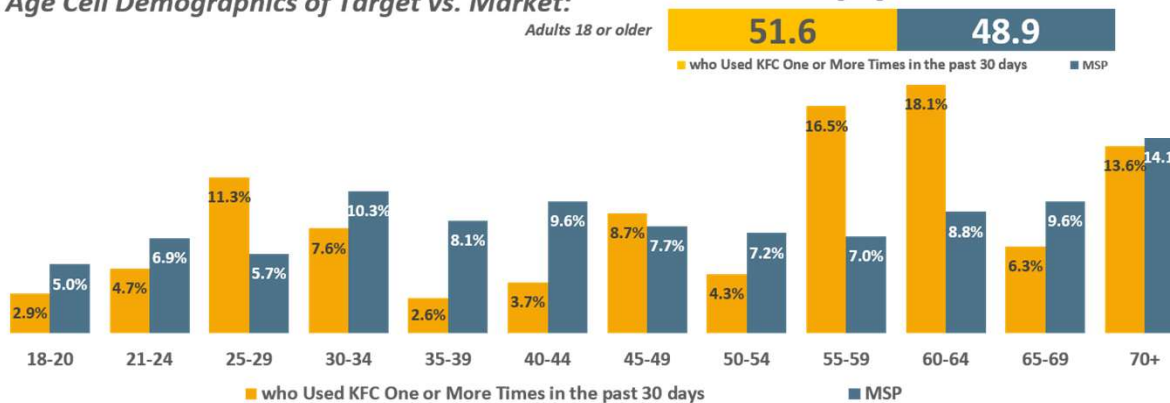
Persons:



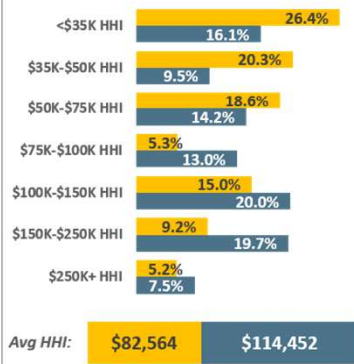
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



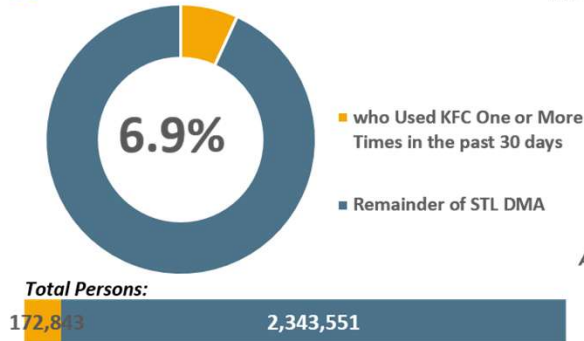
HHI of Target vs. Market:





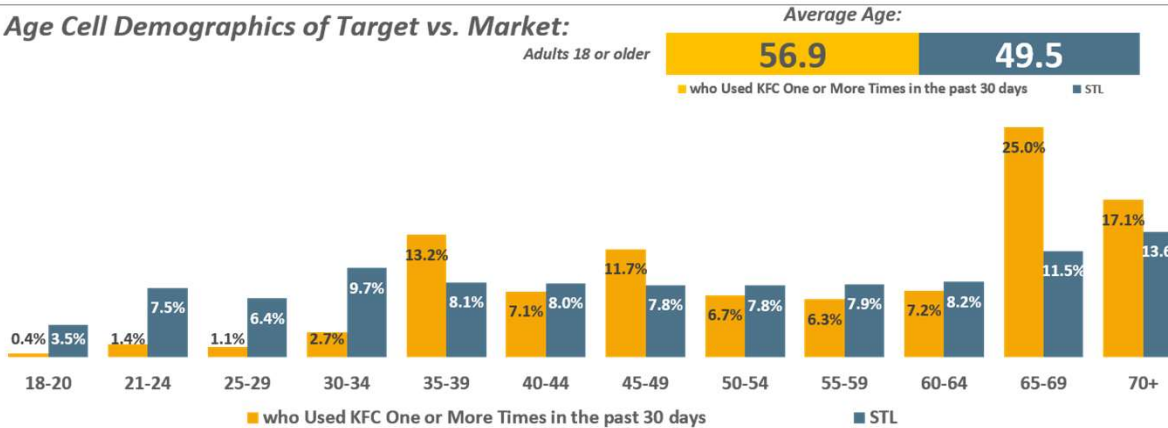
6.9% or 172,843 of STL DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 56.9 years old (15% older than average) and have a \$81,471 (21.6% lower than average) annual household income.

Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older

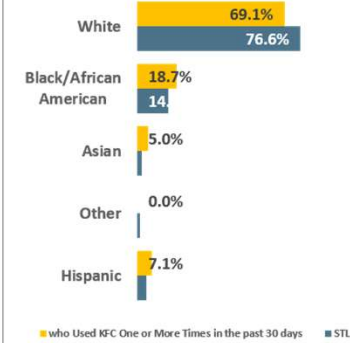


	Men	Men	Women	Women
%M vs. %F:	53.7%	48.7%	46.3%	51.3%
Average Age:	53.5	49.5	60.6	49.4
# Persons:	92,811	1,225,116	80,032	1,291,278

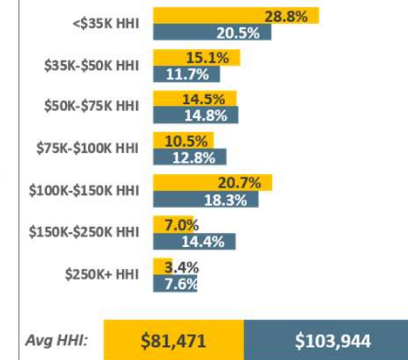
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:





9.1% or 176,530 of CIN DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 48. years old (1.3% younger than average) and have a \$97,608 (5.7% lower than average) annual household income.

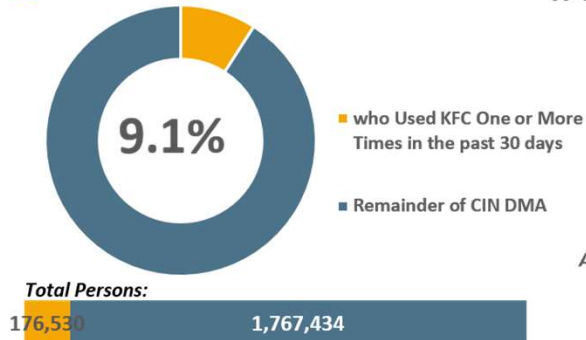


Percent of Market: Adults 18 or older

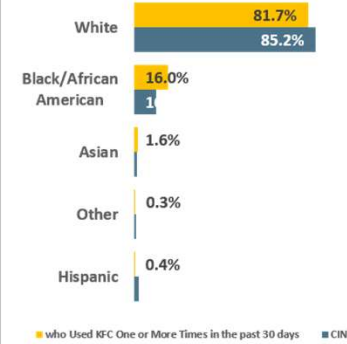


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

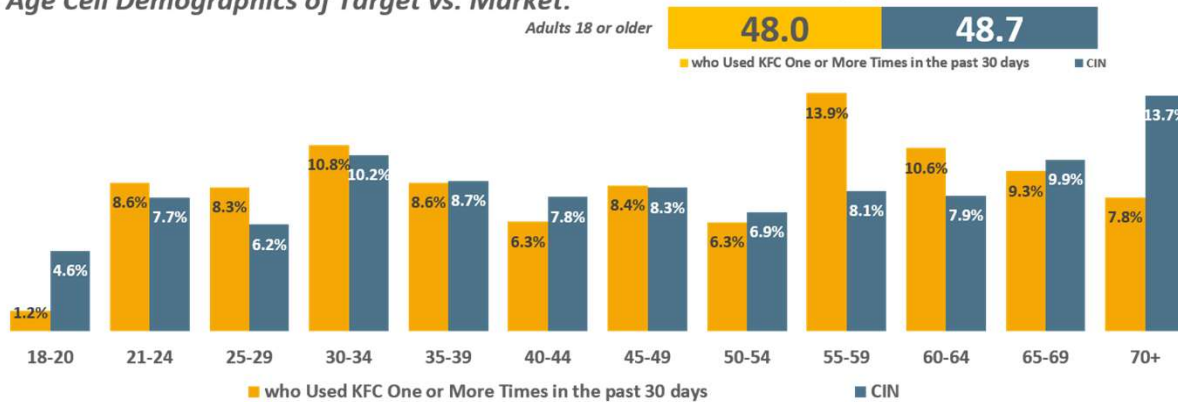


%M vs. %F:	46.4%	48.9%	53.6%	51.1%
Average Age:	47.5	48.4	48.5	49.0
# Persons:	81,834	951,112	94,696	992,852
	Men	Men	Women	Women

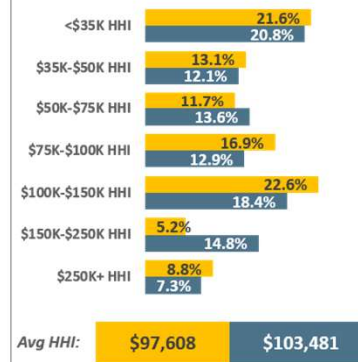


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





10.0% or 194,250 of WPB DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Typical Adults 18 or older who Used KFC One or More Times in the past 30 days are 51.6 years old (3.1% younger than average) and have a \$105,495 (.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Used KFC One or More Times in the past 30 days
- Remainder of WPB DMA

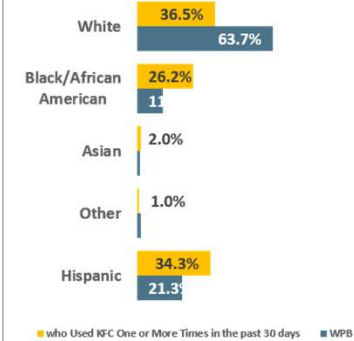
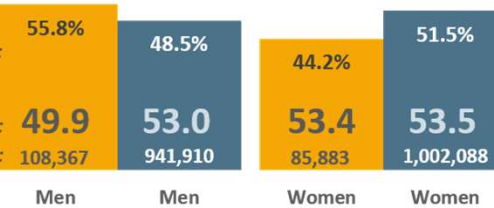
Total Persons:

194,250 1,749,748

%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

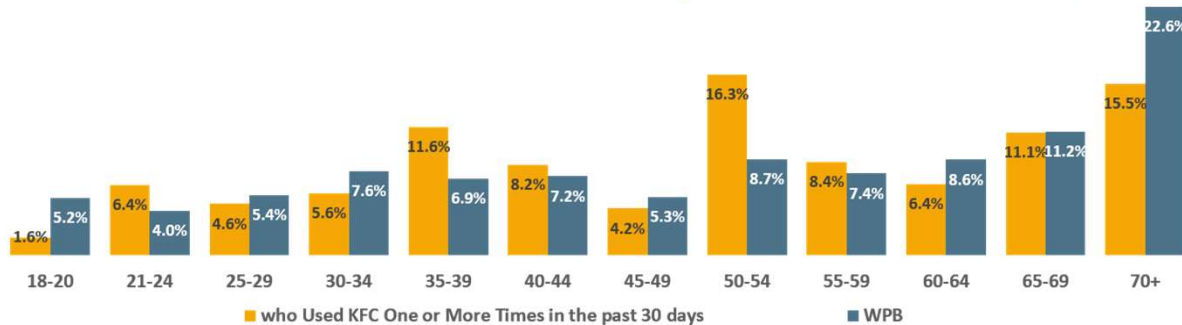
Adults 18 or older

who Used KFC One or More Times in the past 30 days

51.6

53.2

WPB

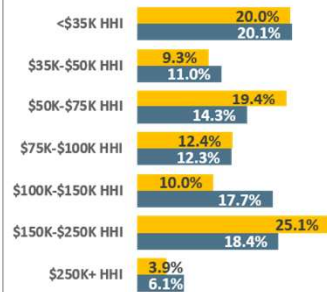


who Used KFC One or More Times in the past 30 days

WPB



HHI of Target vs. Market:



Avg HHI:

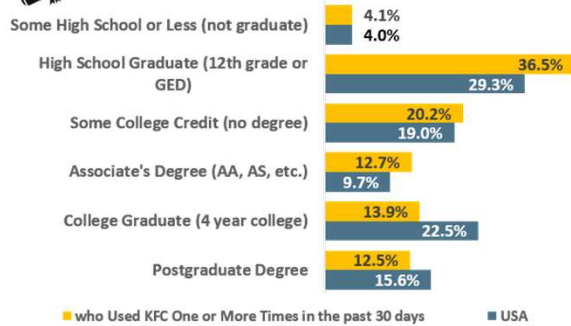
\$105,495 \$105,392



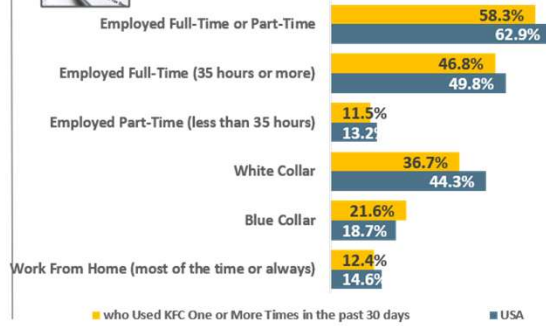
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 30.6% less likely to be a college graduate, 5.9% less likely to work full-time, 5.7% less likely to be married, 12.5% more likely to be a parent of 1 or more children under 18.



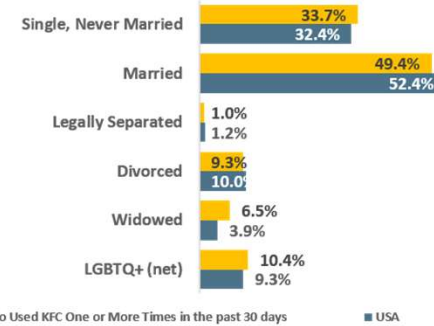
Education Levels: Adults 18 or older



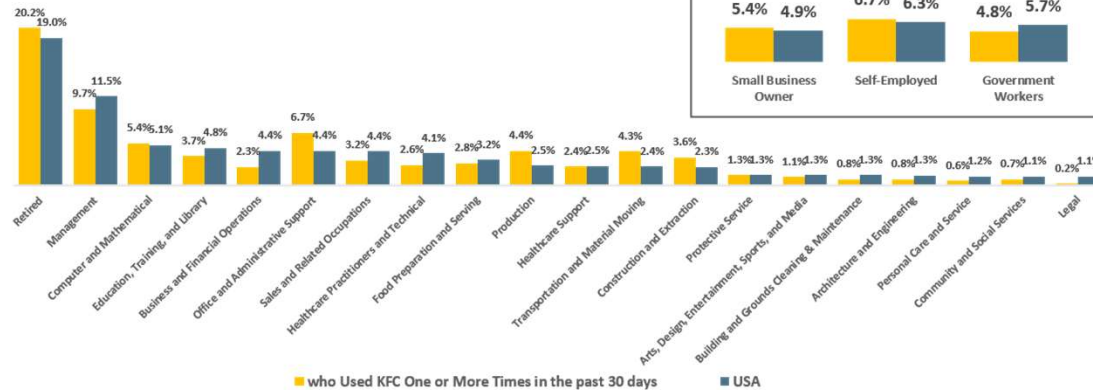
Employment: Adults 18 or older



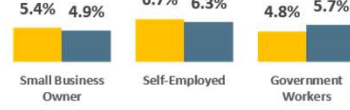
Marital Status: Adults 18 or older



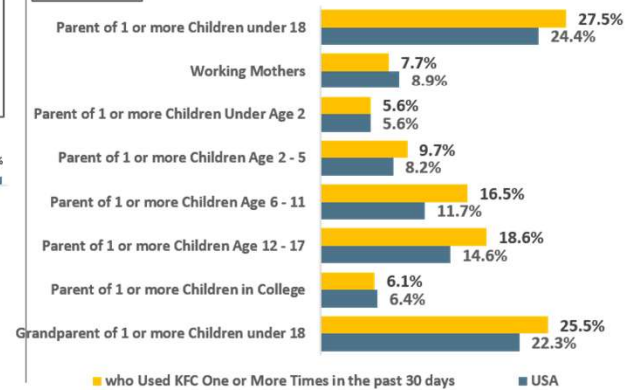
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



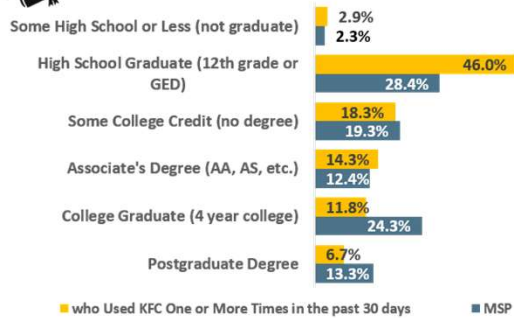
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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Quick service restaurants used past 30 days: KFC

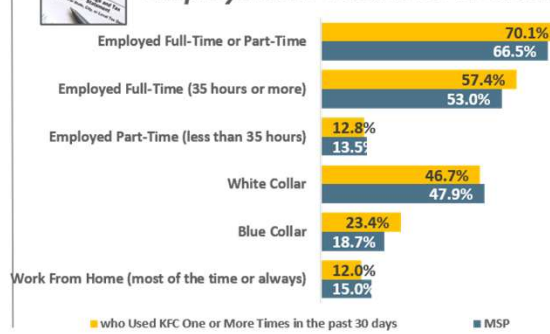


4.3% or 168,919 of MSP DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 50.9% less likely to be a college graduate, 8.2% more likely to work full-time, 16.8% less likely to be married, 3.7% more likely to be a parent of 1 or more children under 18.

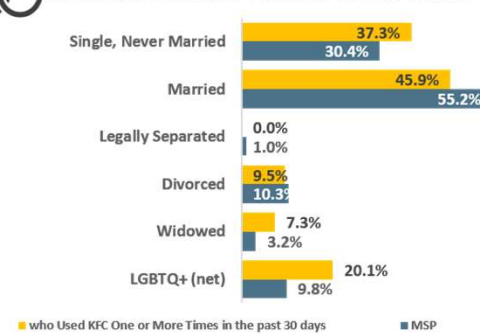
Education Levels: Adults 18 or older



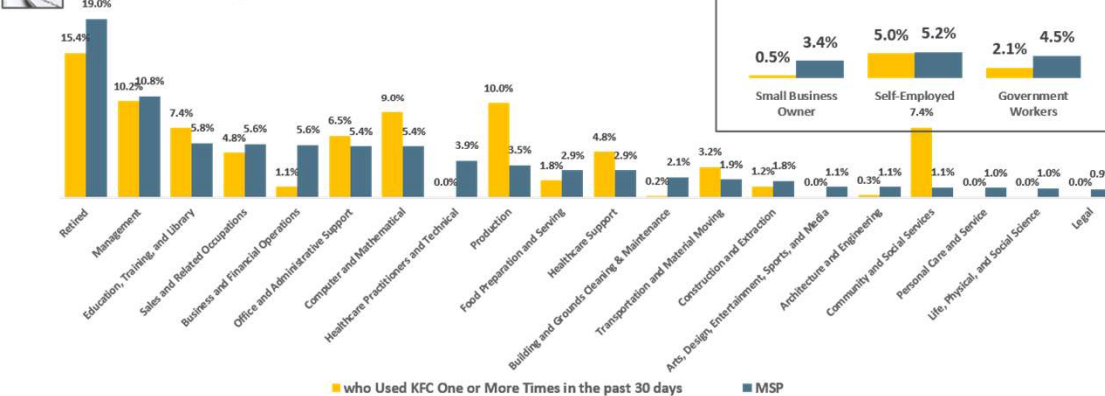
Employment: Adults 18 or older



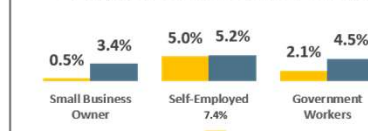
Marital Status: Adults 18 or older



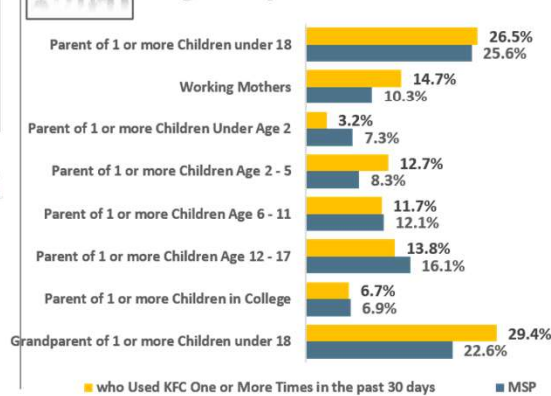
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



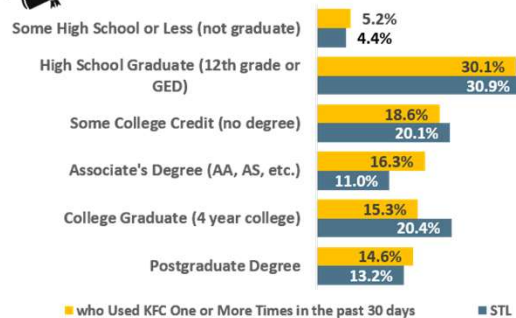
Stage in Life: Adults 18 or older



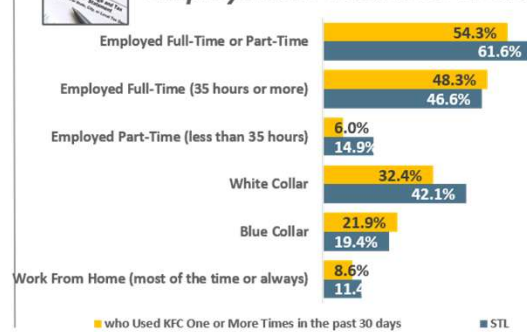


6.9% or 172,843 of STL DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 11.2% less likely to be a college graduate, 3.6% more likely to work full-time, .5% more likely to be married, 16.7% more likely to be a parent of 1 or more children under 18.

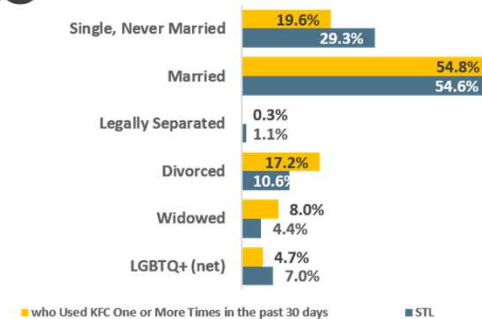
Education Levels: Adults 18 or older



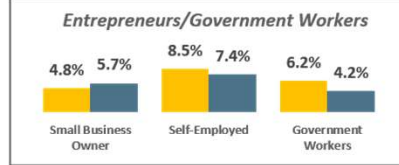
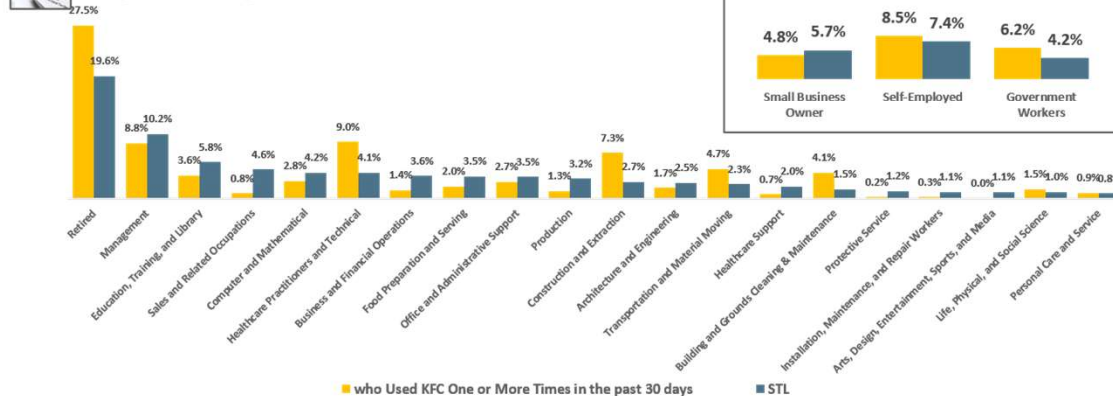
Employment: Adults 18 or older



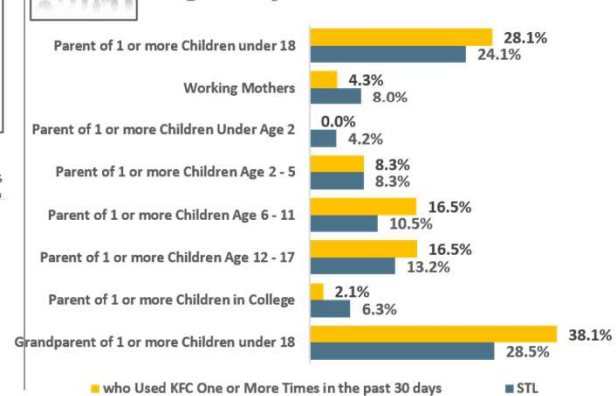
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



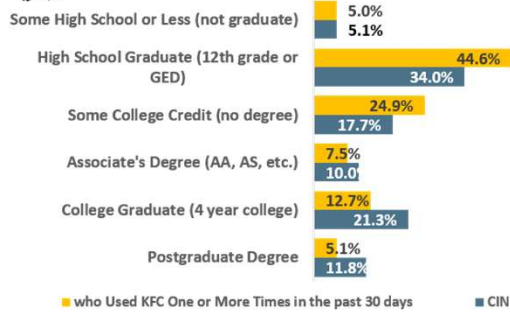
Stage in Life: Adults 18 or older



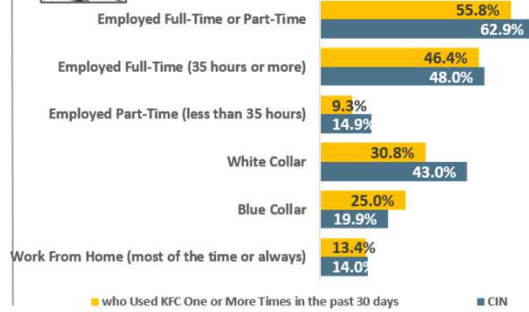


9.1% or 176,530 of CIN DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 46.1% less likely to be a college graduate, 3.4% less likely to work full-time, 5.5% less likely to be married, .6% less likely to be a parent of 1 or more children under 18.

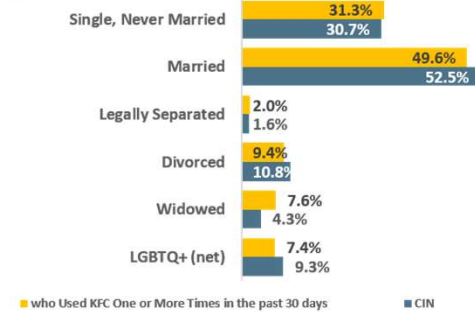
Education Levels: Adults 18 or older



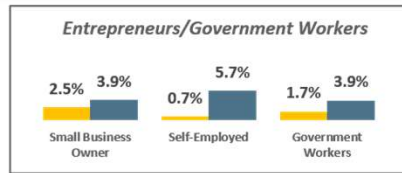
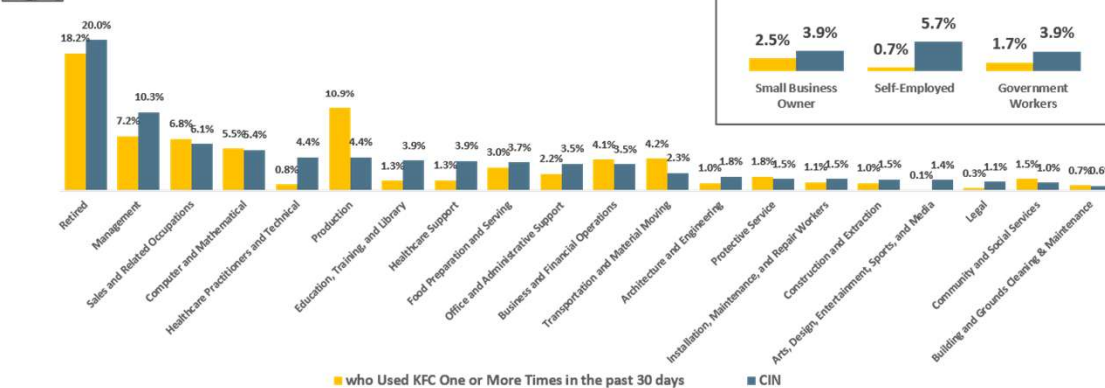
Employment: Adults 18 or older



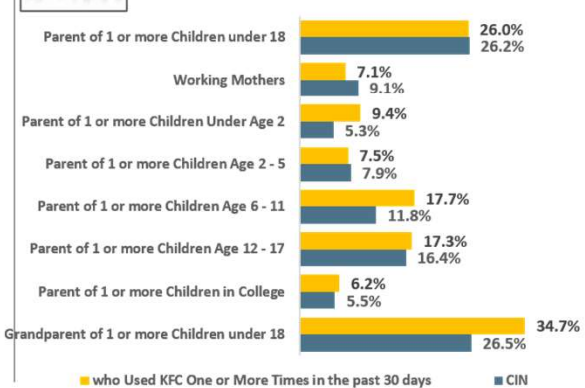
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



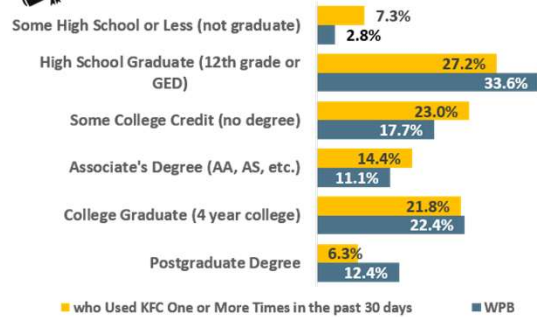
Stage in Life: Adults 18 or older



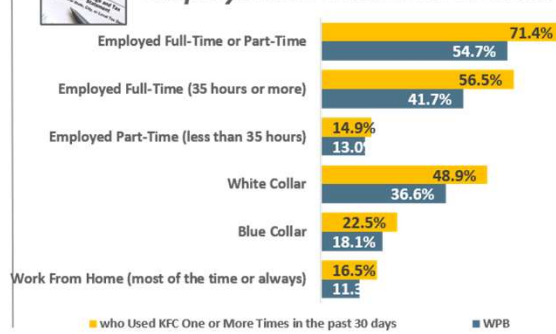


10.0% or 194,250 of WPB DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 19.4% less likely to be a college graduate, 35.4% more likely to work full-time, 18.1% less likely to be married, 60.8% more likely to be a parent of 1 or more children under 18.

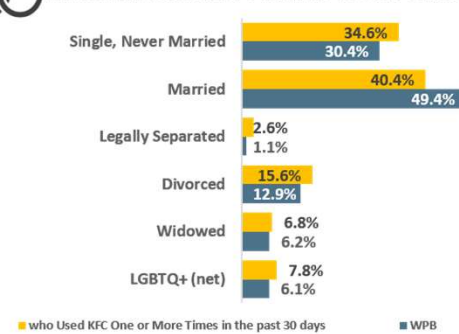
Education Levels: Adults 18 or older



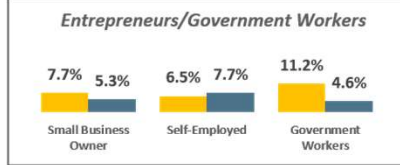
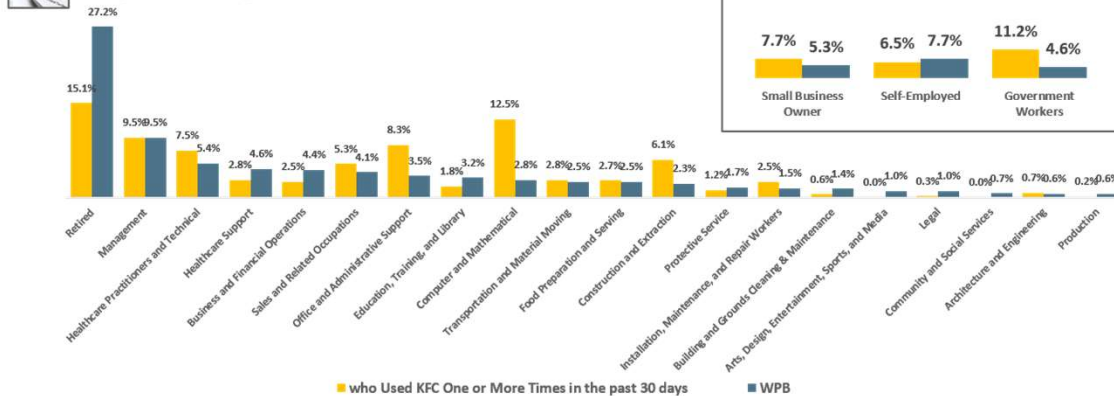
Employment: Adults 18 or older



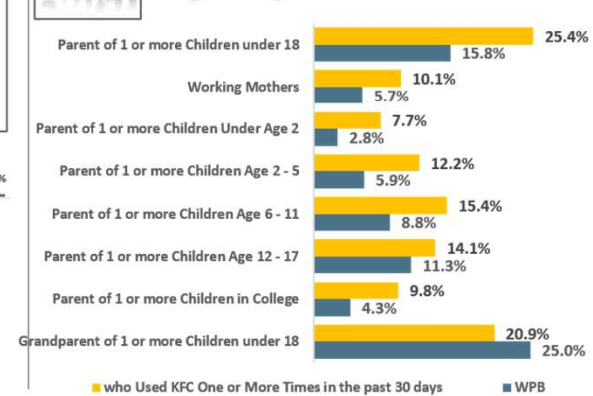
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

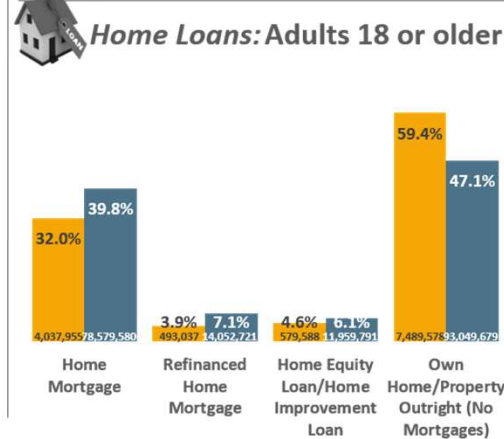
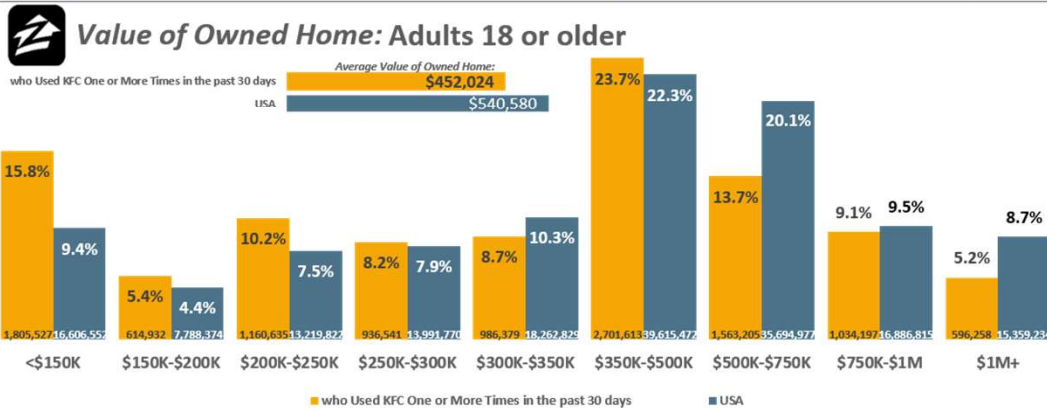
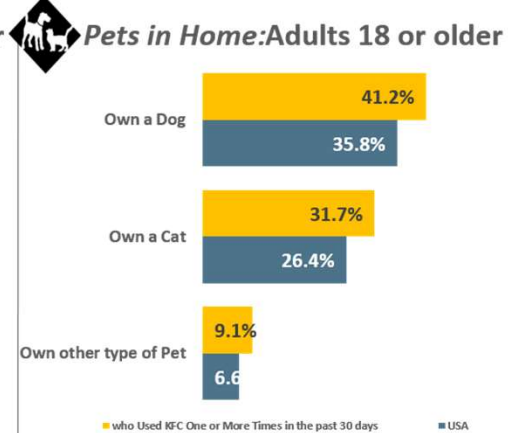
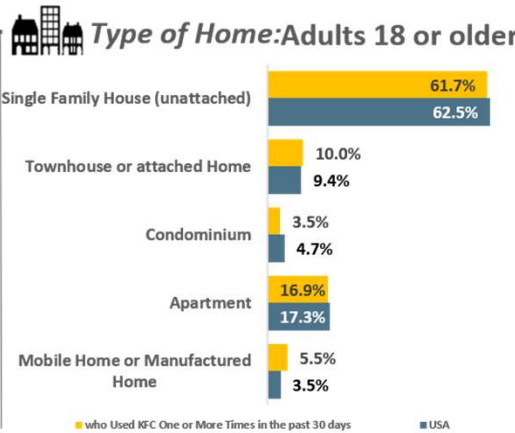
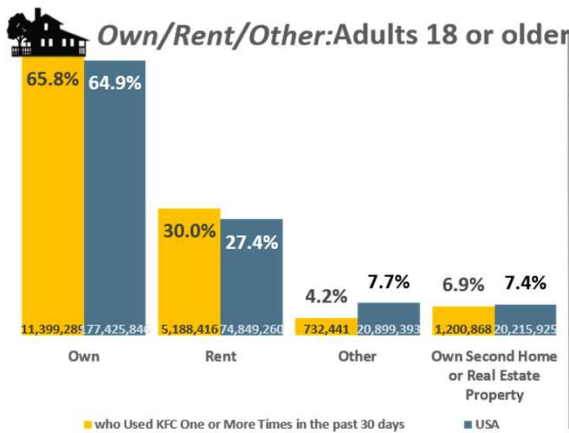


Stage in Life: Adults 18 or older





6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 1.3% more likely to own their home, 16.4% more likely to own a lower valued home, 1.2% less likely to have a single-family home, 14.9% more likely to have a dog.

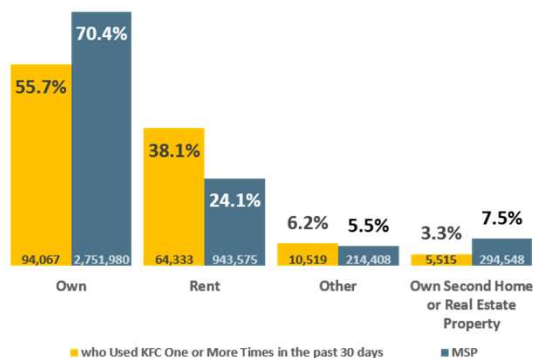




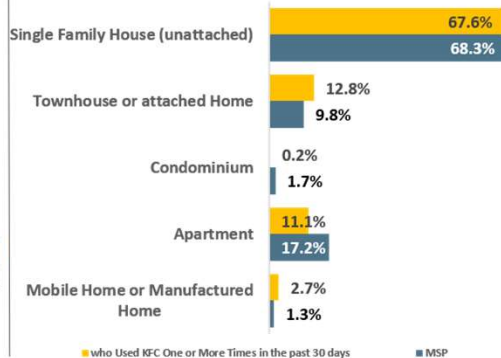
4.3% or 168,919 of MSP DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 20.9% less likely to own their home, 5.2% more likely to own a lower valued home, 1.1% less likely to have a single-family home, 35.7% less likely to have a dog.



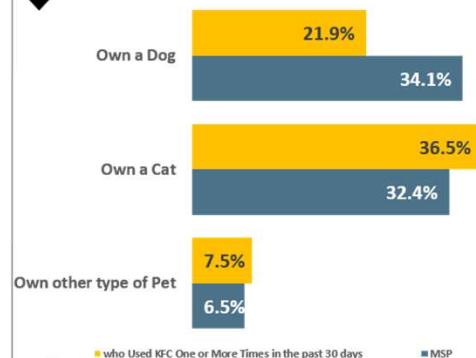
Own/Rent/Other: Adults 18 or older



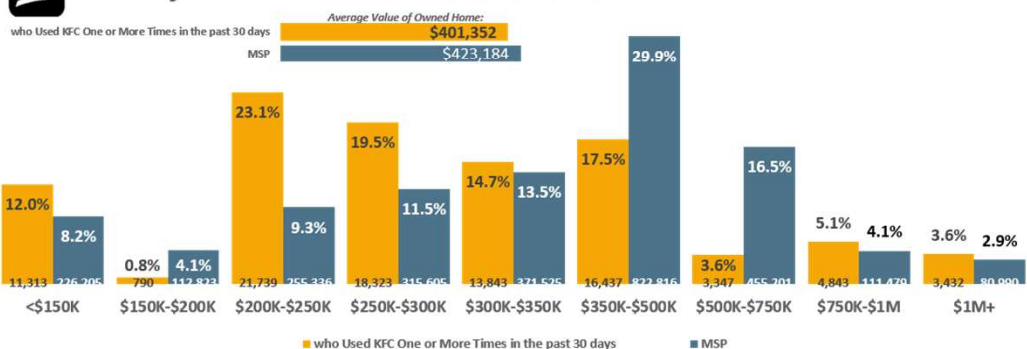
Type of Home: Adults 18 or older



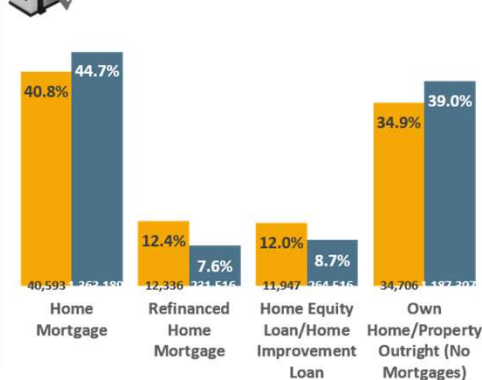
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



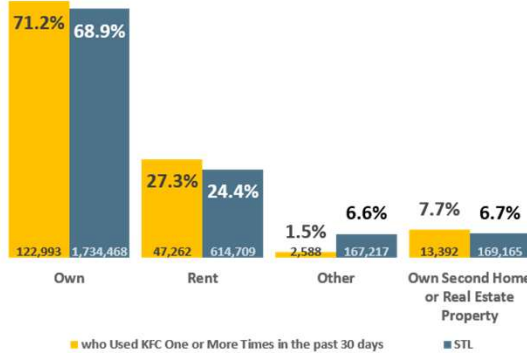
Home Loans: Adults 18 or older



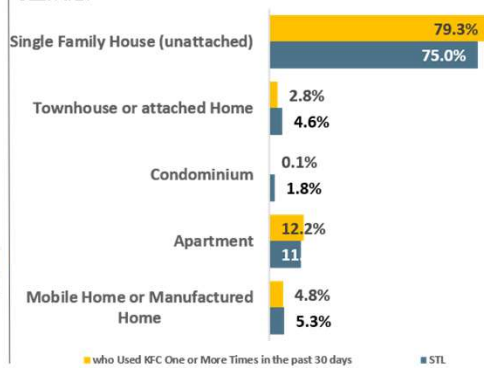


6.9% or 172,843 of STL DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 3.2% more likely to own their home, 29.1% more likely to own a lower valued home, 5.8% more likely to have a single-family home, 18.6% more likely to have a dog.

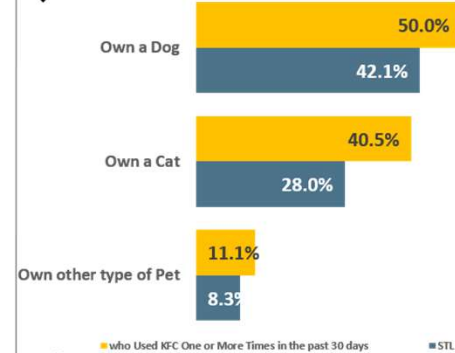
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



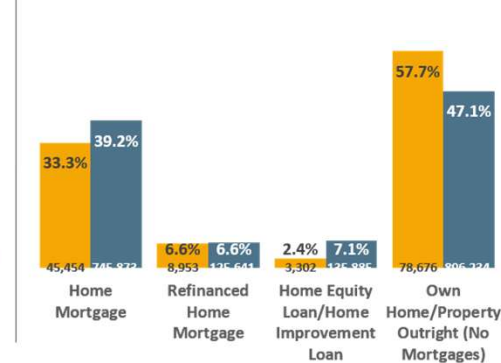
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

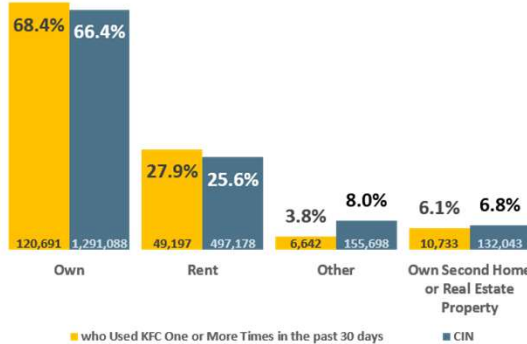




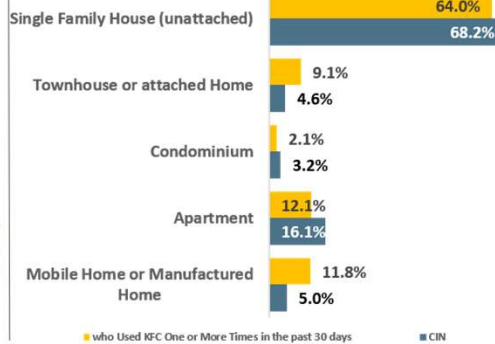
9.1% or 176,530 of CIN DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 2.9% more likely to own their home, 8.6% more likely to own a lower valued home, 6.1% less likely to have a single-family home, 31.7% more likely to have a dog.



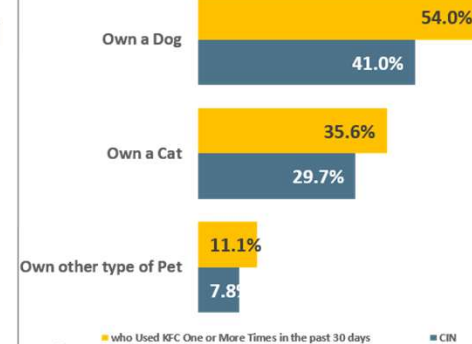
Own/Rent/Other: Adults 18 or older



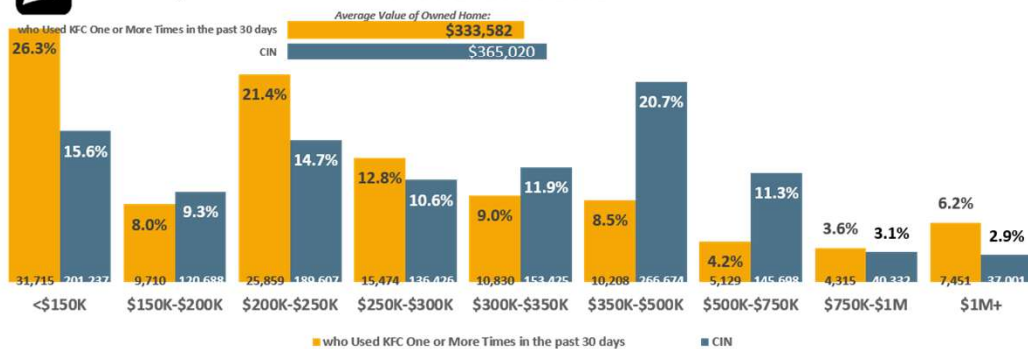
Type of Home: Adults 18 or older



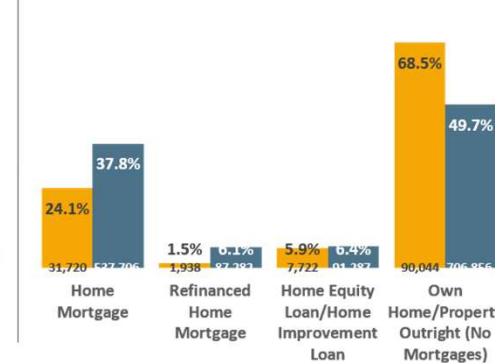
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



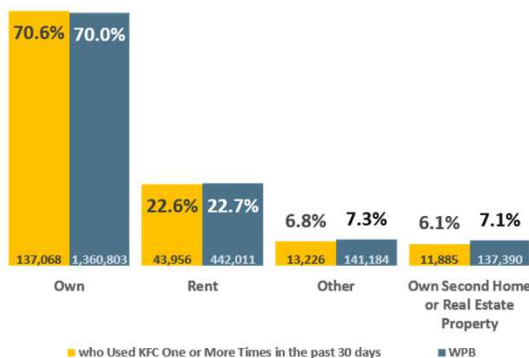
Home Loans: Adults 18 or older



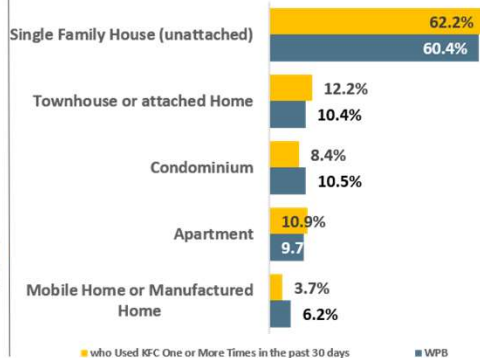


10.0% or 194,250 of WPB DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are .8% more likely to own their home, 13.3% more likely to own a lower valued home, 3.0% more likely to have a single-family home, 21.9% more likely to have a dog.

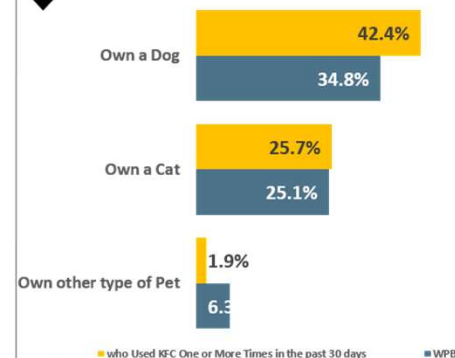
Own/Rent/Other: Adults 18 or older



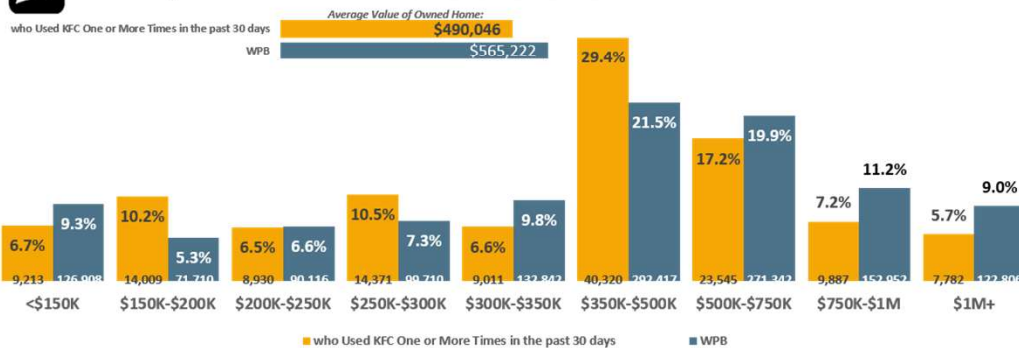
Type of Home: Adults 18 or older



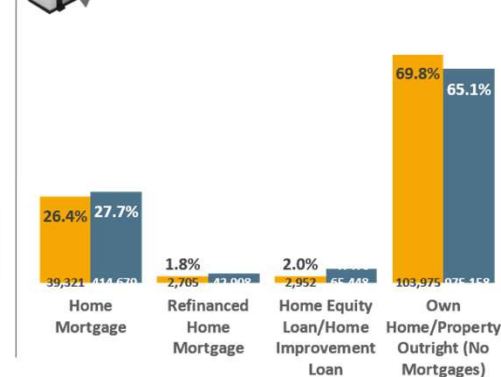
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

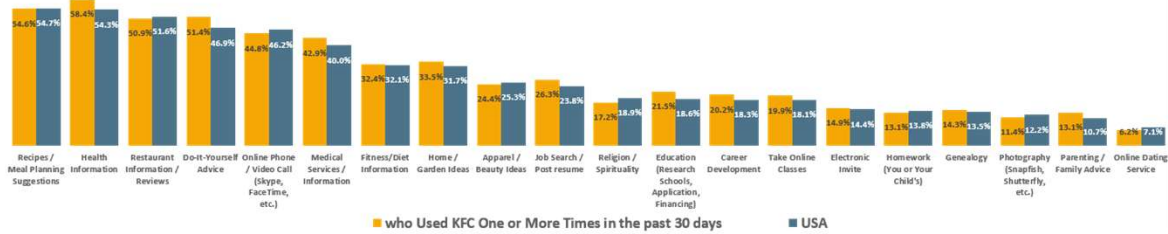




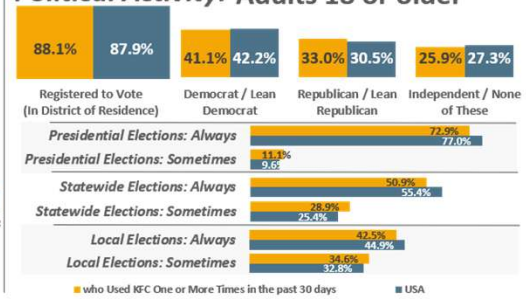
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 9.5% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 11.6% less likely to belong to a gym, .1% more likely to fly domestic past yr.



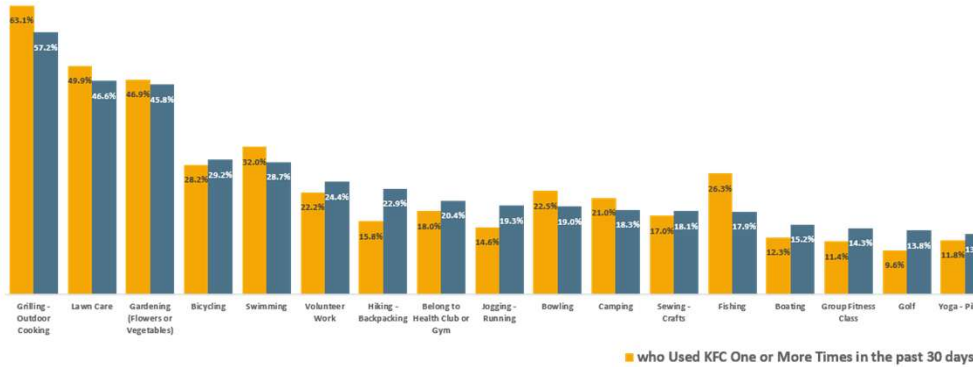
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



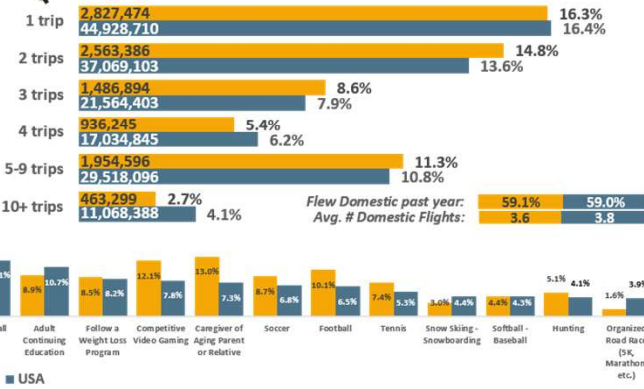
Political Activity: Adults 18 or older



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



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

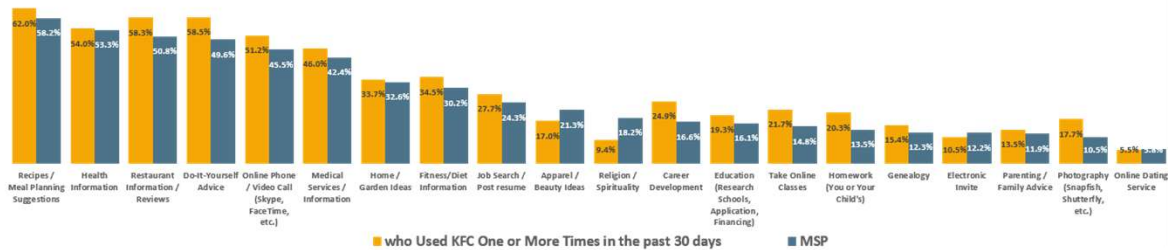




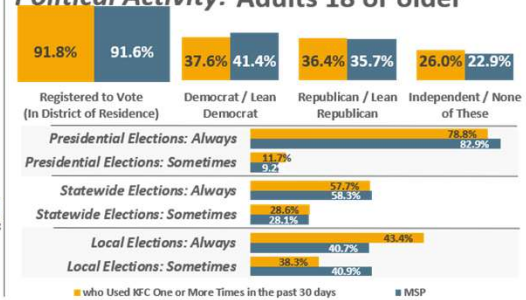
4.3% or 168,919 of MSP DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
Adults 18 or older who Used KFC One or More Times in the past 30 days are 17.9% more likely to look up D-I-Y advice online, 6.5% more likely to always vote in local elections, 6.5% more likely to belong to a gym, 22.7% less likely to fly domestic past yr.



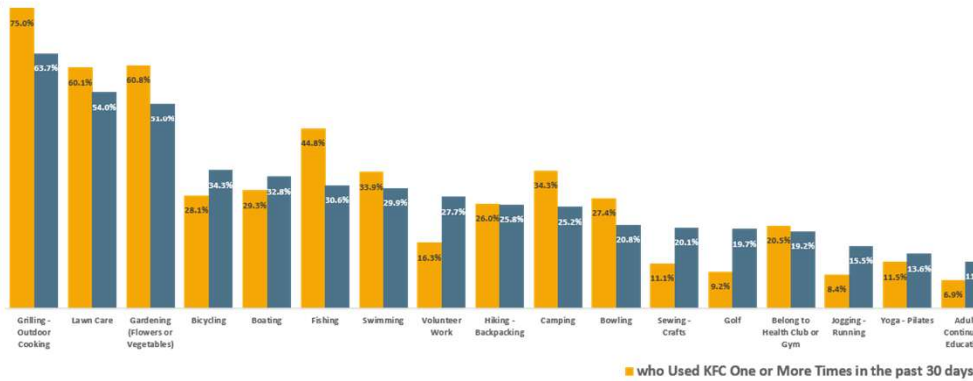
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



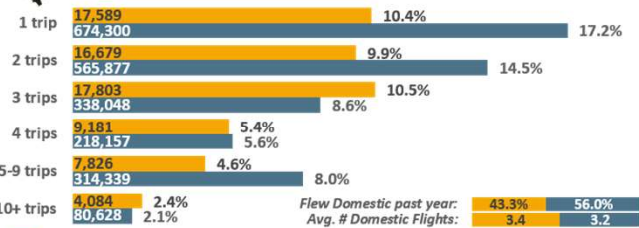
Political Activity: Adults 18 or older



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



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

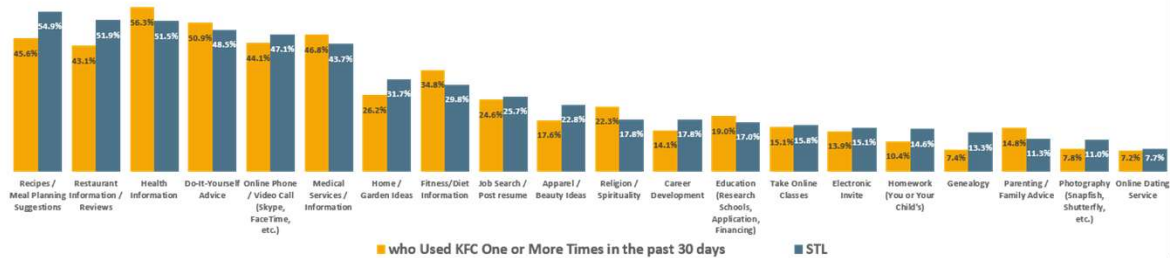




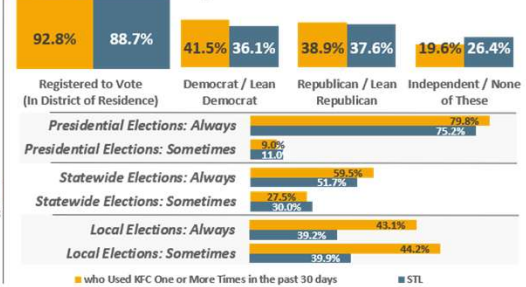
6.9% or 172,843 of STL DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 4.9% more likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 29.3% less likely to belong to a gym, 11.1% more likely to fly domestic past yr.



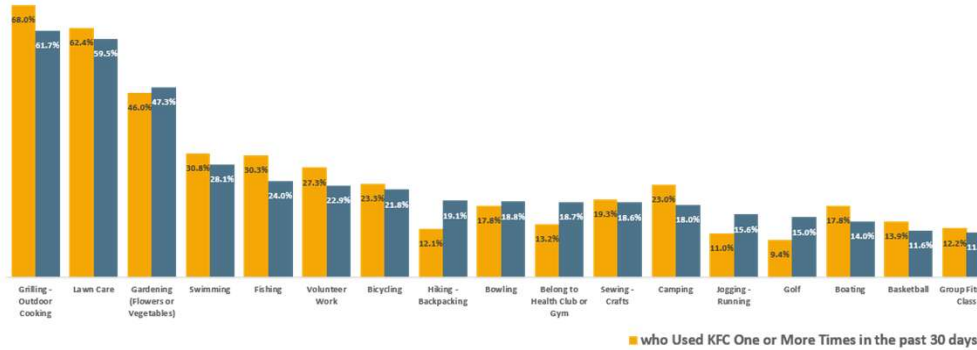
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



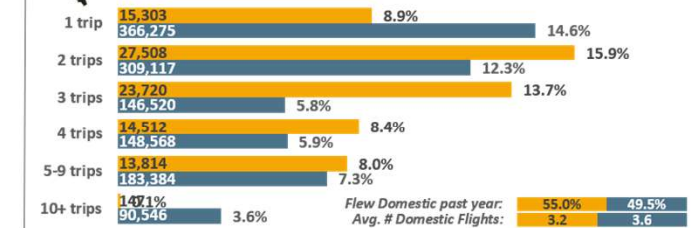
Political Activity: Adults 18 or older



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



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

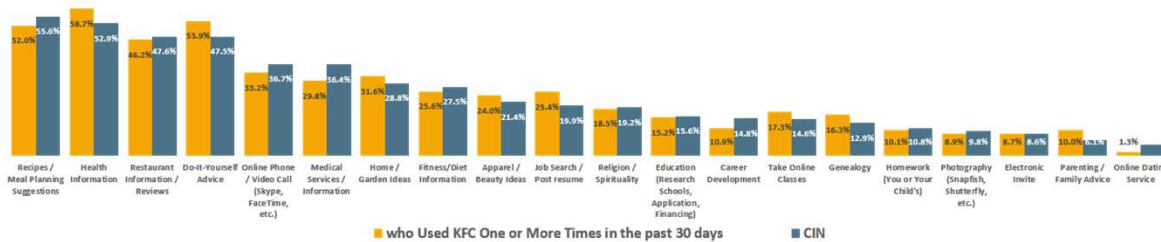




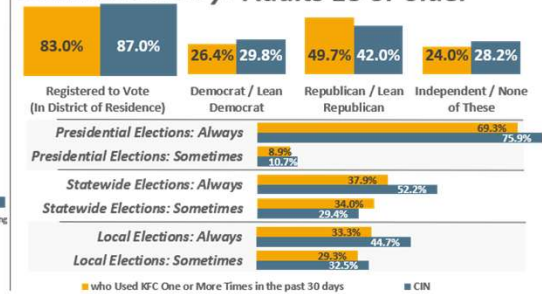
9.1% or 176,530 of CIN DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
Adults 18 or older who Used KFC One or More Times in the past 30 days are 13.4% more likely to look up D-I-Y advice online, 25.4% less likely to always vote in local elections, 24.3% less likely to belong to a gym, 10.9% less likely to fly domestic past y



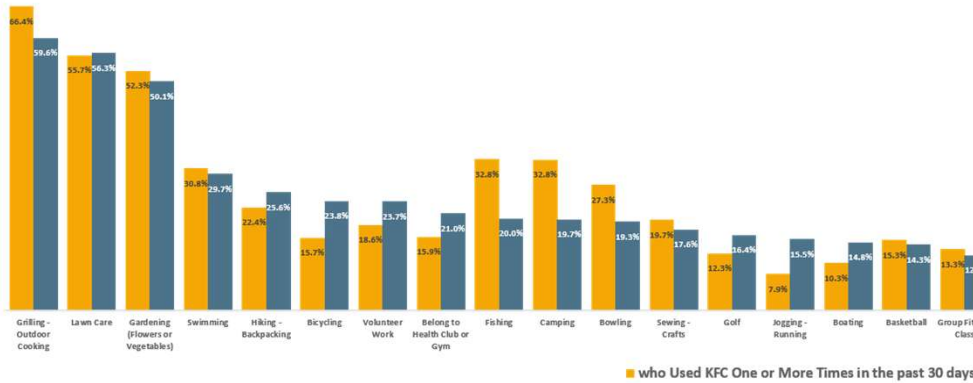
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



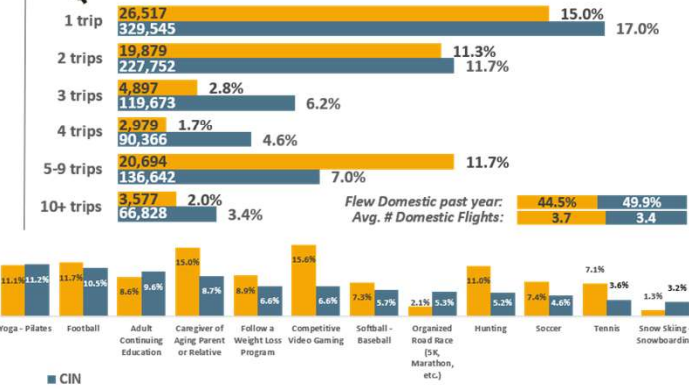
Political Activity: Adults 18 or older



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



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

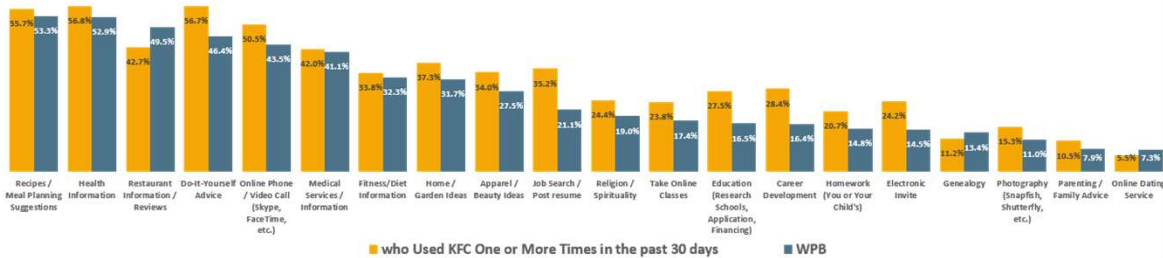




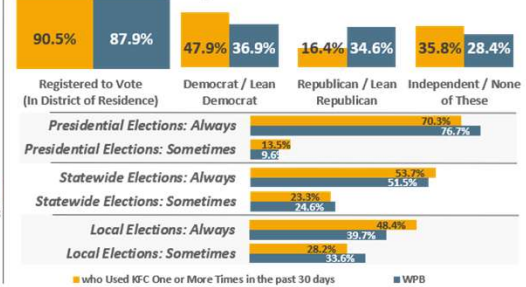
10.0% or 194,250 of WPB DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 22.3% more likely to look up D-I-Y advice online, 21.8% more likely to always vote in local elections, 11.8% less likely to belong to a gym, 5.6% more likely to fly domestic past yr



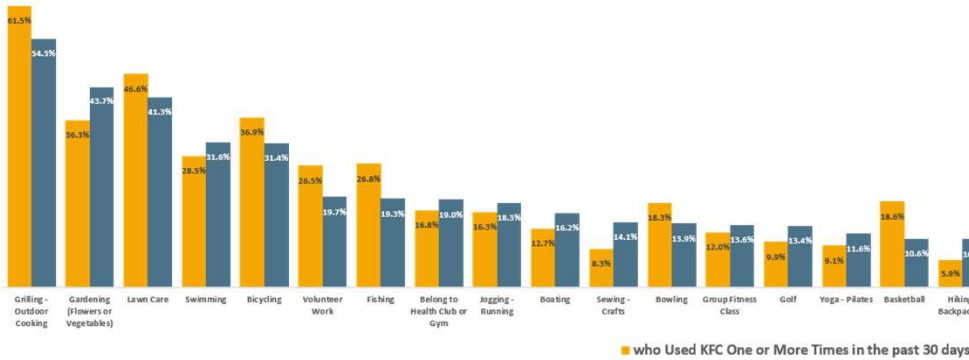
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



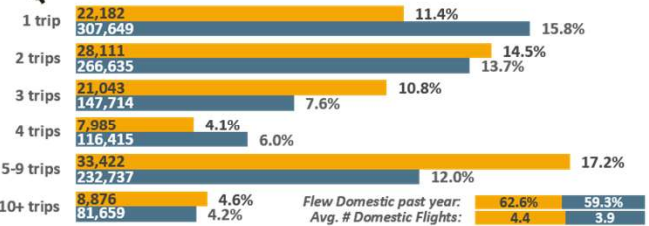
Political Activity: Adults 18 or older



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



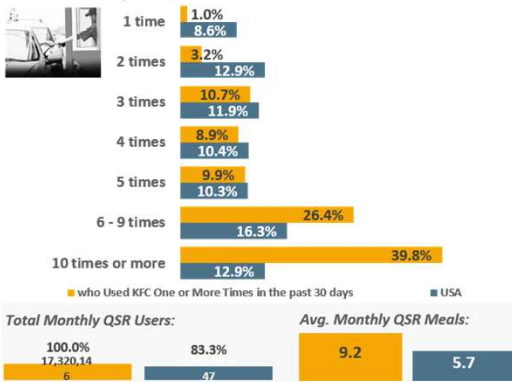
Past 12-months Domestic Airline Trips: Adults 18 or older



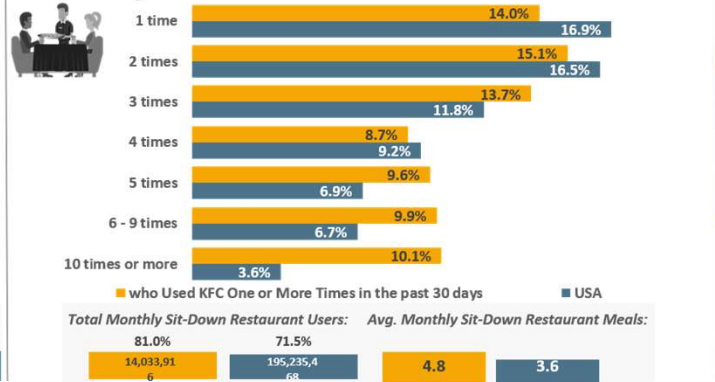


6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 13.4% more likely to use Sit-Down Restaurants past mo., 35.% more likely to use Casinos past yr., 97.% more likely to smoke cigarettes.

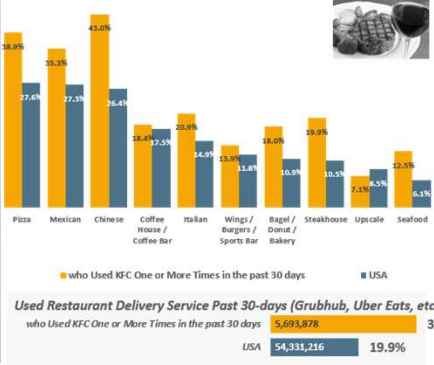
Past 30-days QSR Users: Adults 18 or older



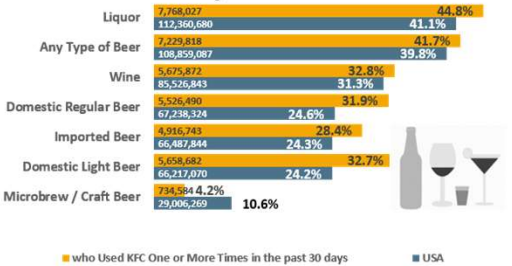
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



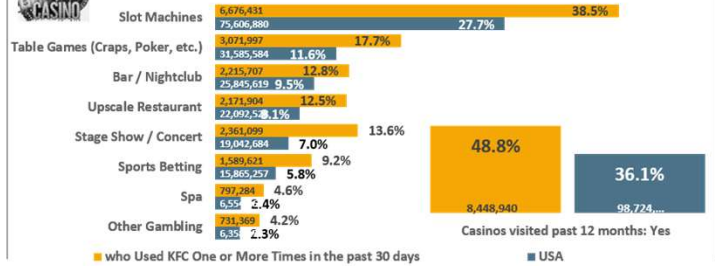
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



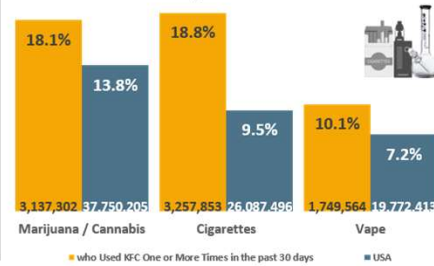
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



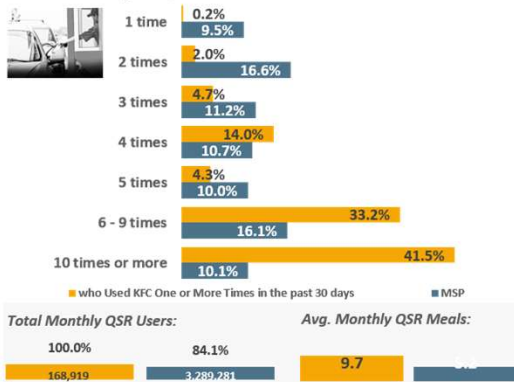
Used Past 30-days: Adults 18 or older



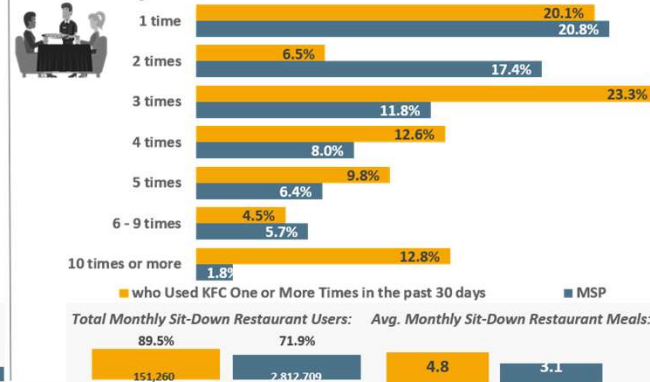


4.3% or 168,919 of MSP DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 18.9% more likely to use QSRs past mo., 24.5% more likely to use Sit-Down Restaurants past mo., 62.3% more likely to use Casinos past yr., 26.7% more likely to smoke cigarettes.

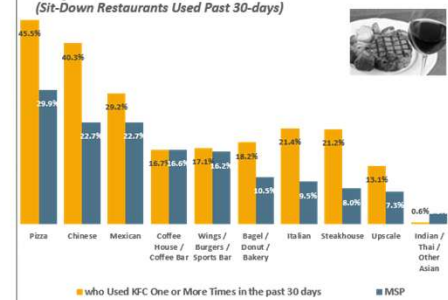
Past 30-days QSR Users: Adults 18 or older



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

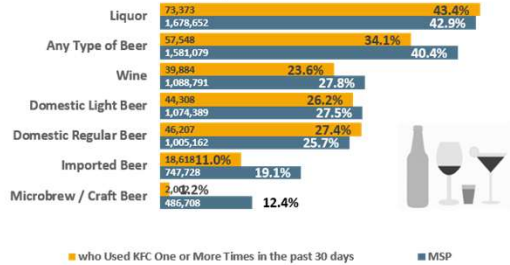


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

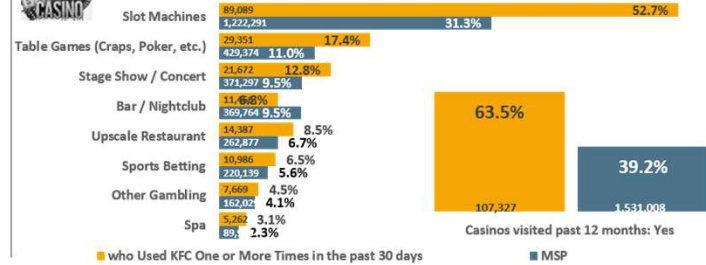


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) who Used KFC One or More Times in the past 30 days 24,195 14.3% MSP 518,071 13.3%

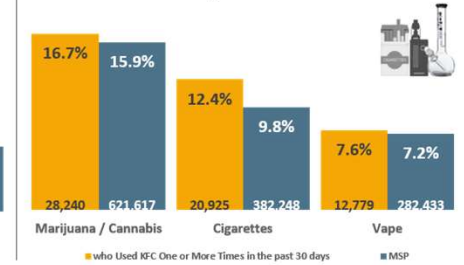
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



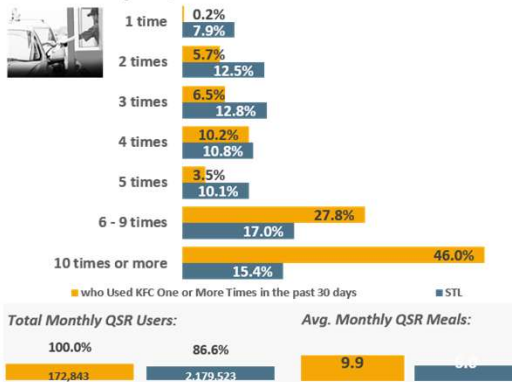
Used Past 30-days: Adults 18 or older



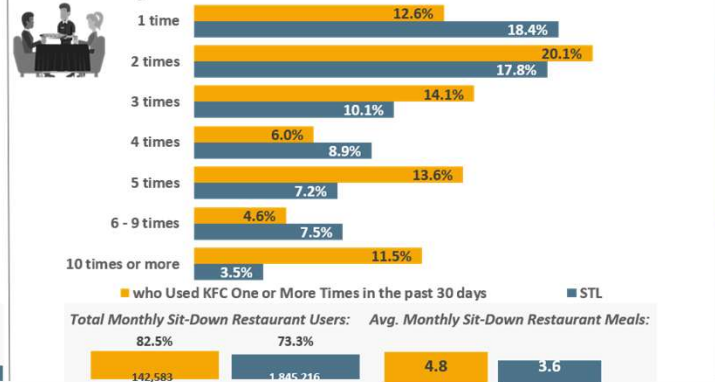


6.9% or 172,843 of STL DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 15.5% more likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., 16.8% more likely to use Casinos past yr., 59.1% more likely to smoke cigarettes.

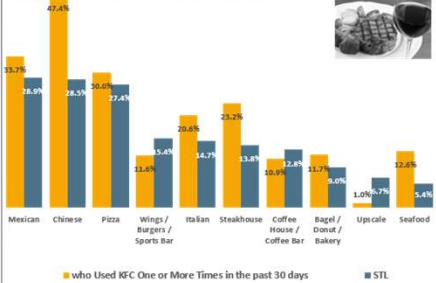
Past 30-days QSR Users: Adults 18 or older



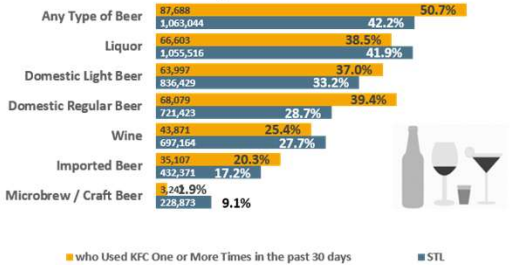
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



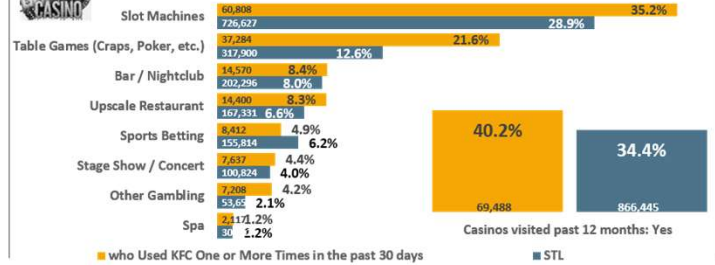
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



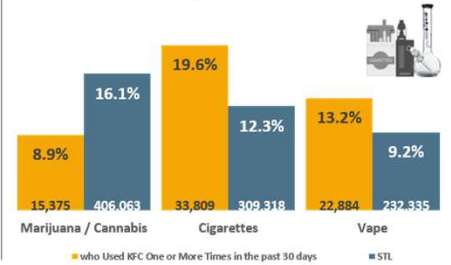
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



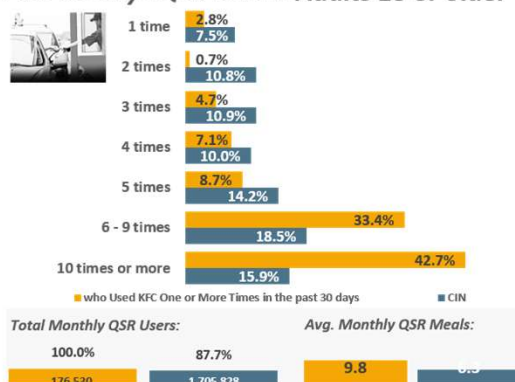
Used Past 30-days: Adults 18 or older



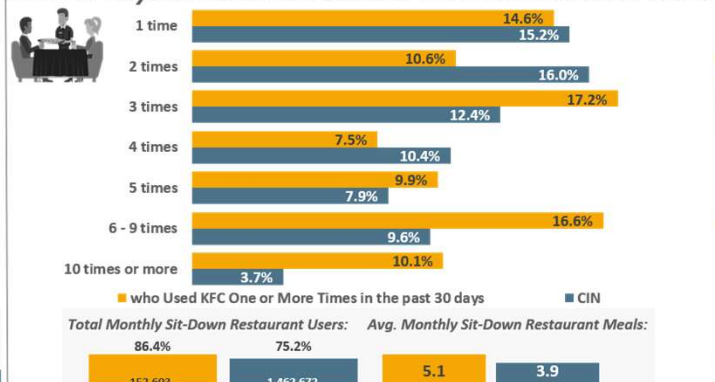


9.1% or 176,530 of CIN DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 14.% more likely to use QSRs past mo., 14.9% more likely to use Sit-Down Restaurants past mo., 29.3% more likely to use Casinos past yr., 34.% more likely to smoke cigarettes.

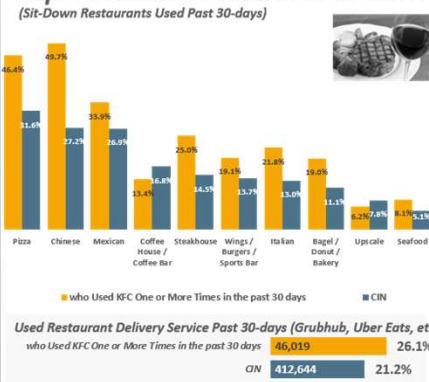
Past 30-days QSR Users: Adults 18 or older



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



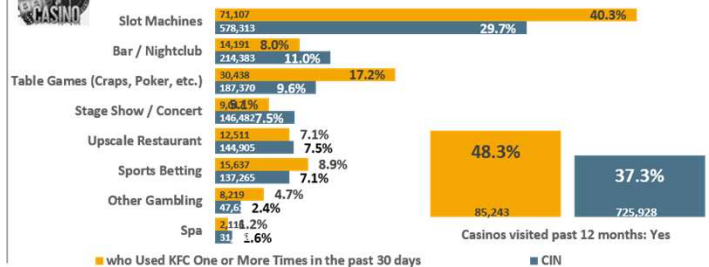
Top-10 Cuisines: Adults 18 or older



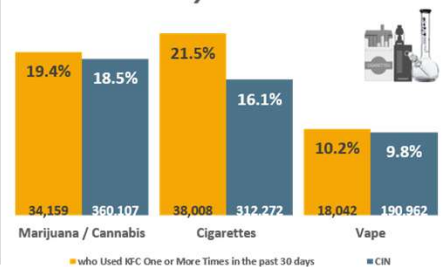
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



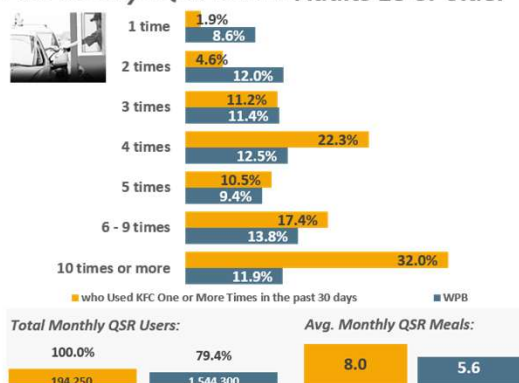
Used Past 30-days: Adults 18 or older



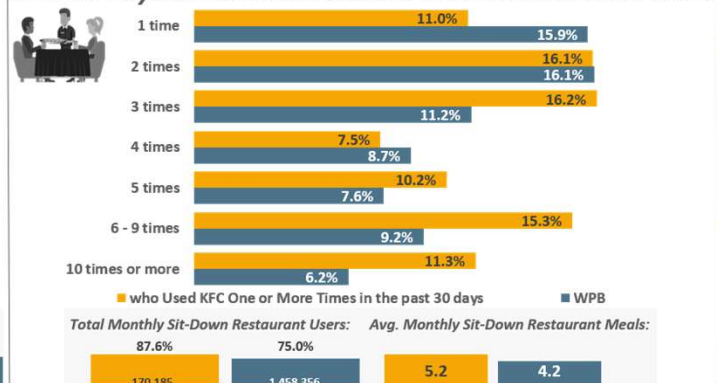


10.% or 194,250 of WPB DMA Adults 18 or older Used KFC One or More Times in the past 30 days.
 Adults 18 or older who Used KFC One or More Times in the past 30 days are 25.9% more likely to use QSRs past mo., 16.8% more likely to use Sit-Down Restaurants past mo., 56.% more likely to use Casinos past yr., 162.4% more likely to smoke cigarettes.

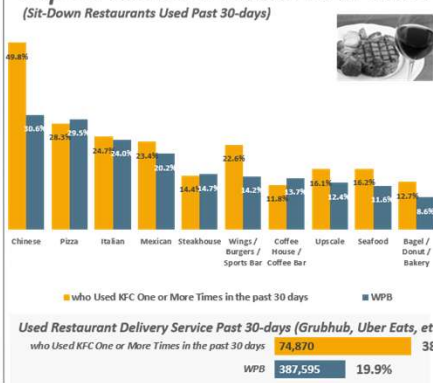
Past 30-days QSR Users: Adults 18 or older



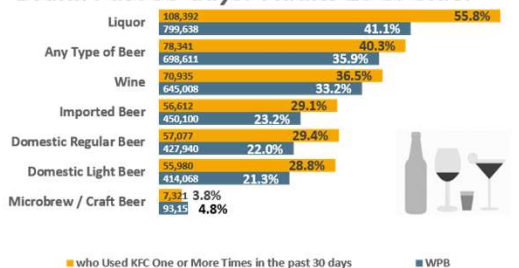
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



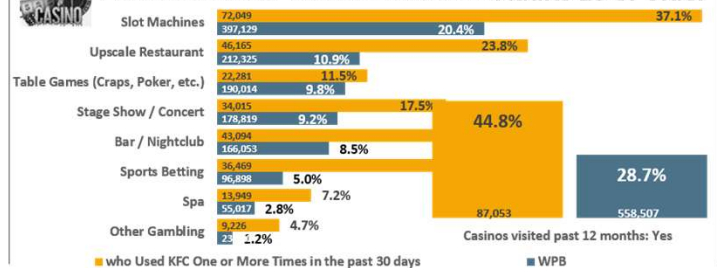
Top-10 Cuisines: Adults 18 or older



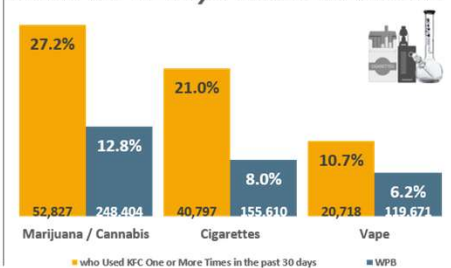
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

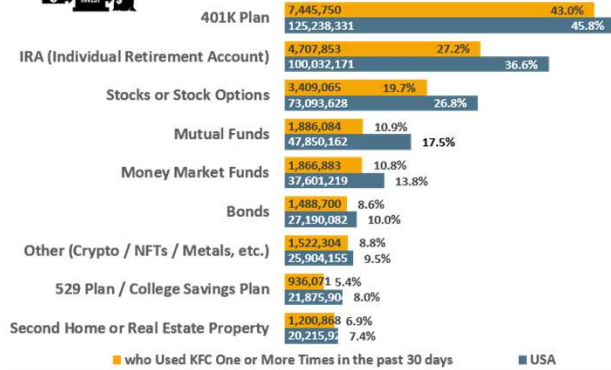




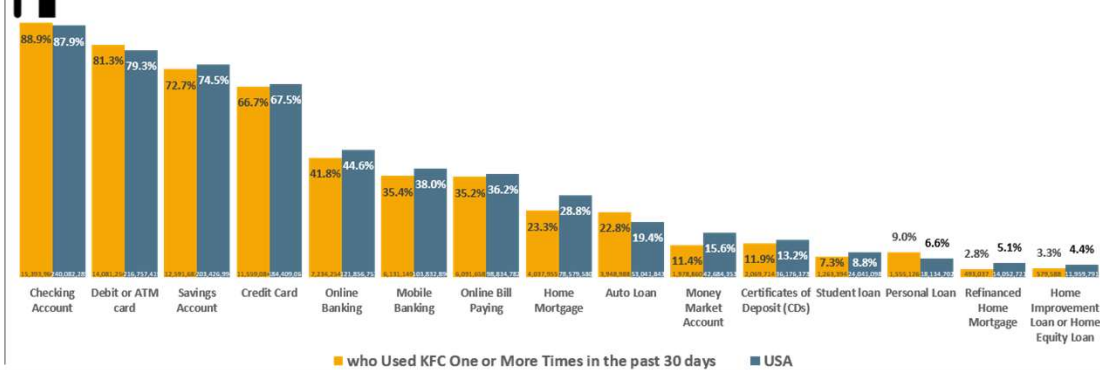
6.3% or 17,320,146 of USA DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 6.2% less likely to have a 401K, 17.4% more likely to have an Auto Loan, 19.3% less likely to Invest/Trade Stocks Online, 18.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



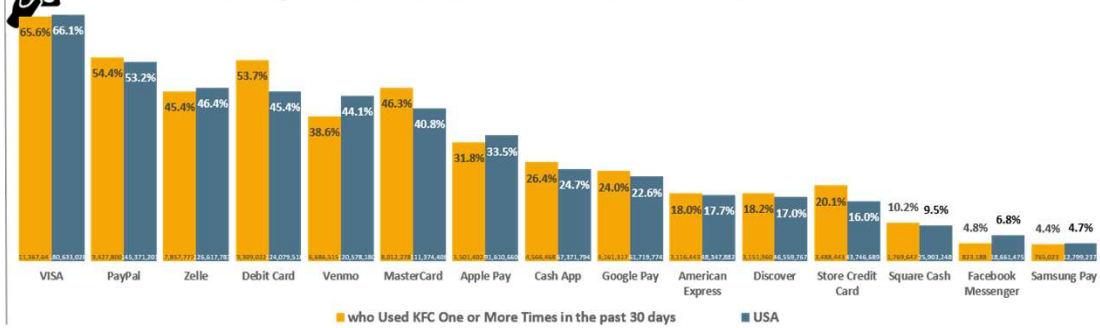
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

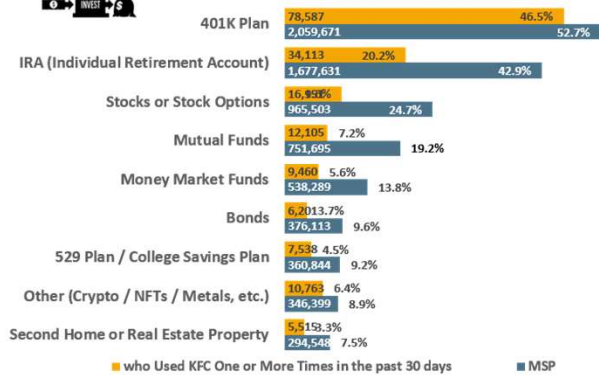




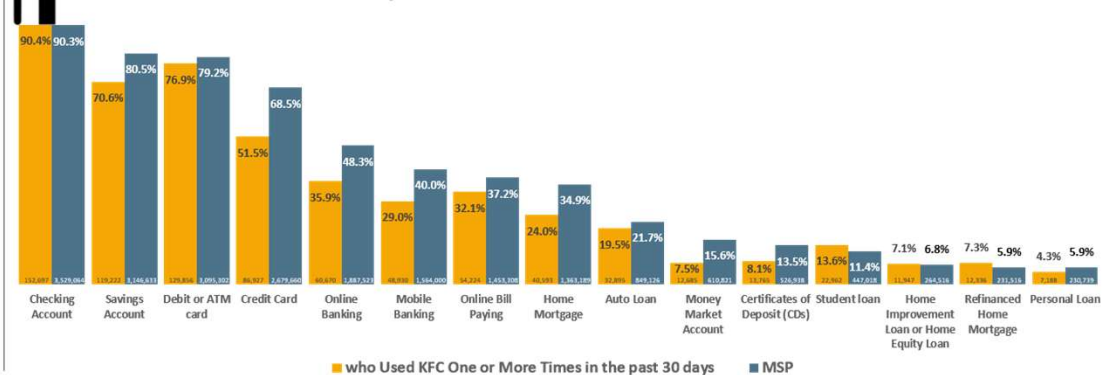
4.3% or 168,919 of MSP DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 11.7% less likely to have a 401K, 10.3% less likely to have an Auto Loan, 55.% less likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



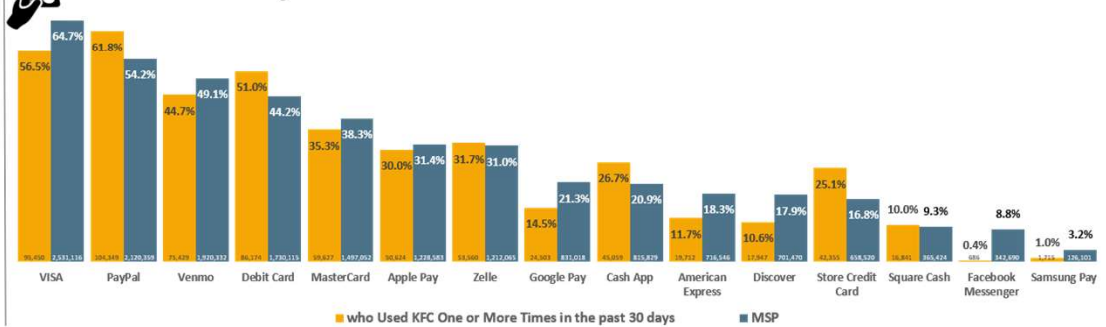
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

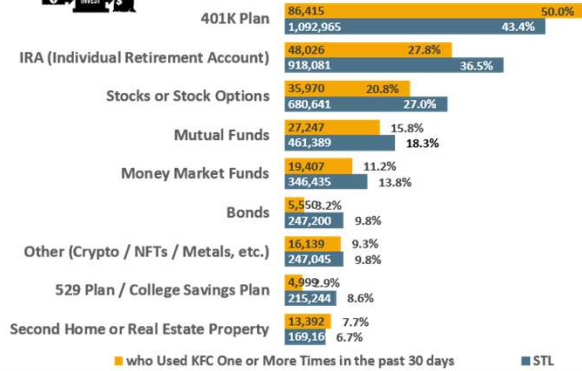




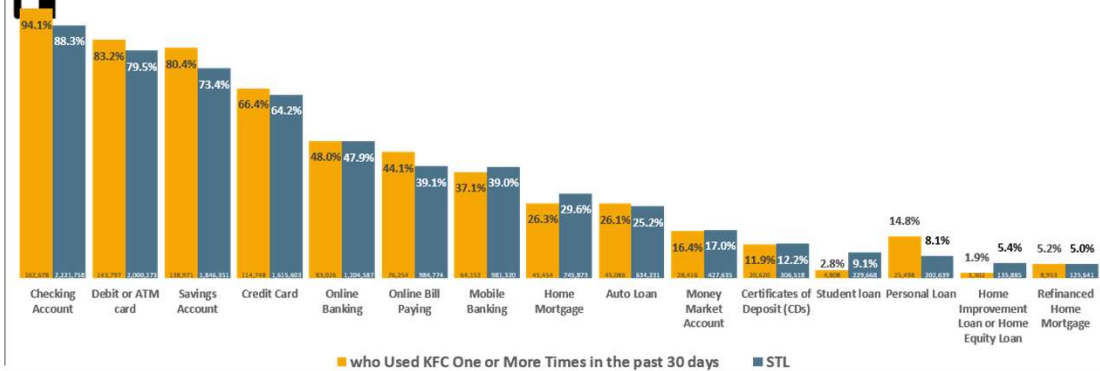
6.9% or 172,843 of STL DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 15.1% more likely to have a 401K, 3.5% more likely to have an Auto Loan, 53.9% more likely to Invest/Trade Stocks Online, 1.8% more likely to pay with their Debit Card.



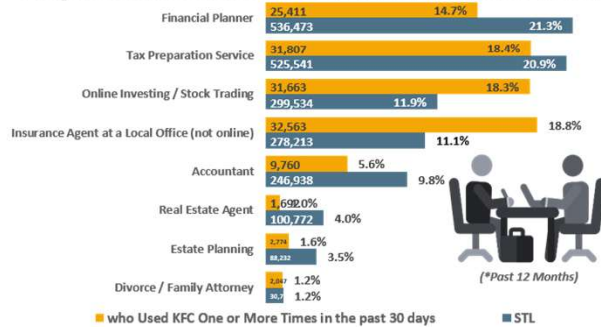
Investments Owned: Adults 18 or older



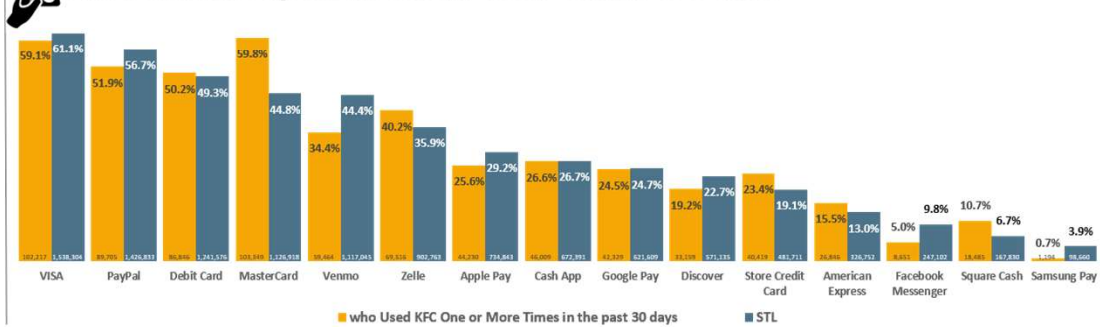
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

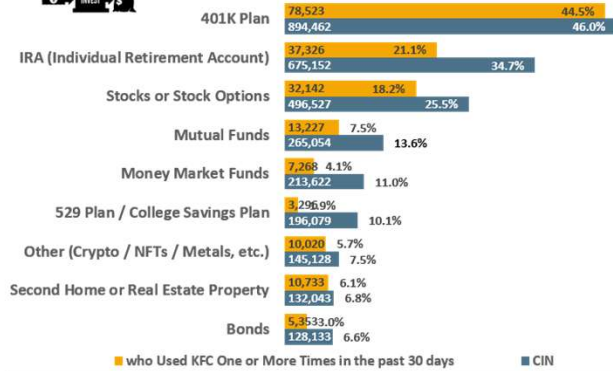




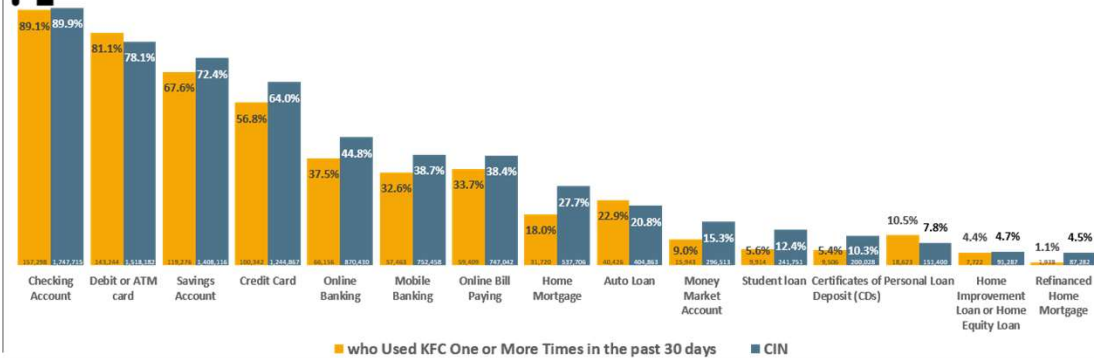
9.1% or 176,530 of CIN DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 3.3% less likely to have a 401K, 10.% more likely to have an Auto Loan, 21.3% less likely to Invest/Trade Stocks Online, 19.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



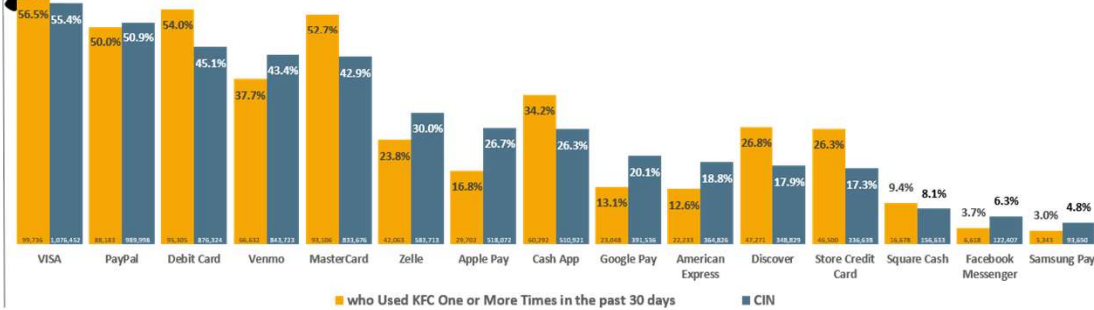
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

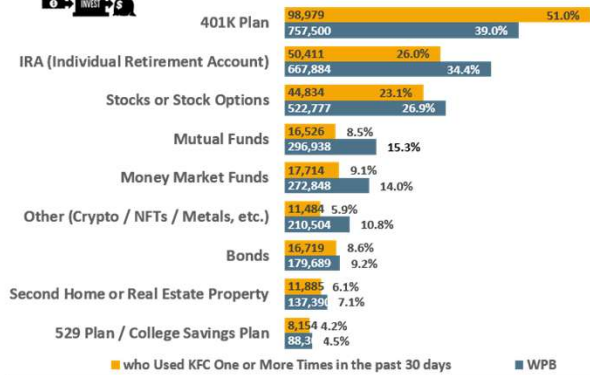




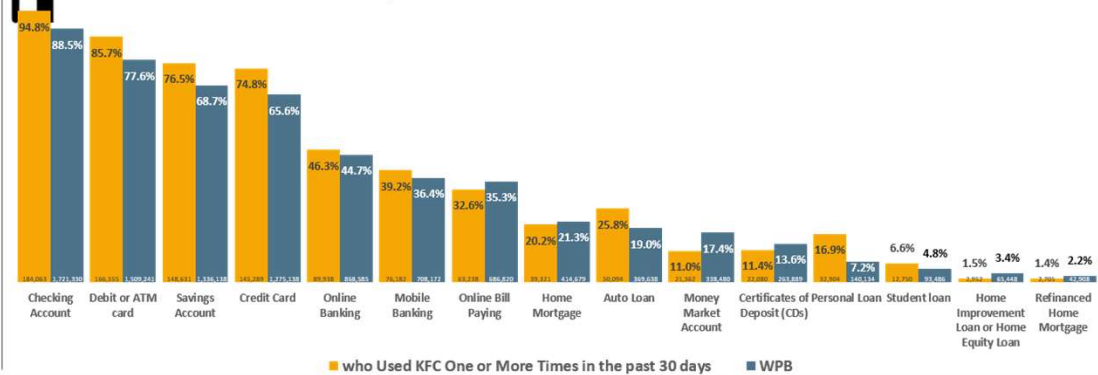
10.1% or 194,250 of WPB DMA Adults 18 or older Used KFC One or More Times in the past 30 days. Adults 18 or older who Used KFC One or More Times in the past 30 days are 30.8% more likely to have a 401K, 35.6% more likely to have an Auto Loan, 41.9% less likely to Invest/Trade Stocks Online, 31.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



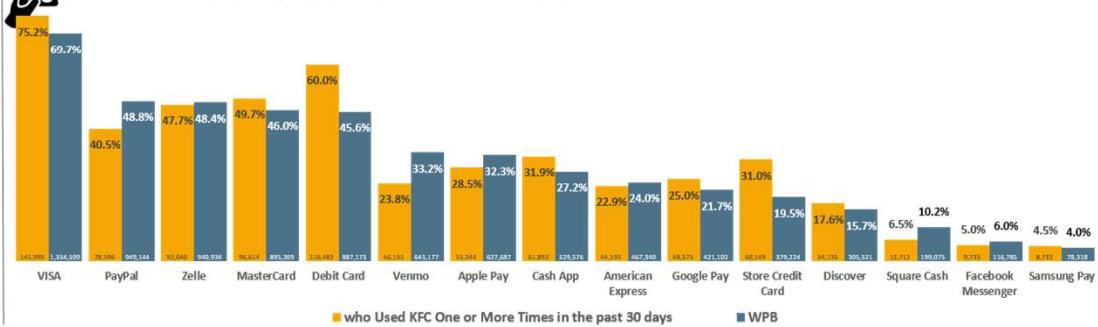
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



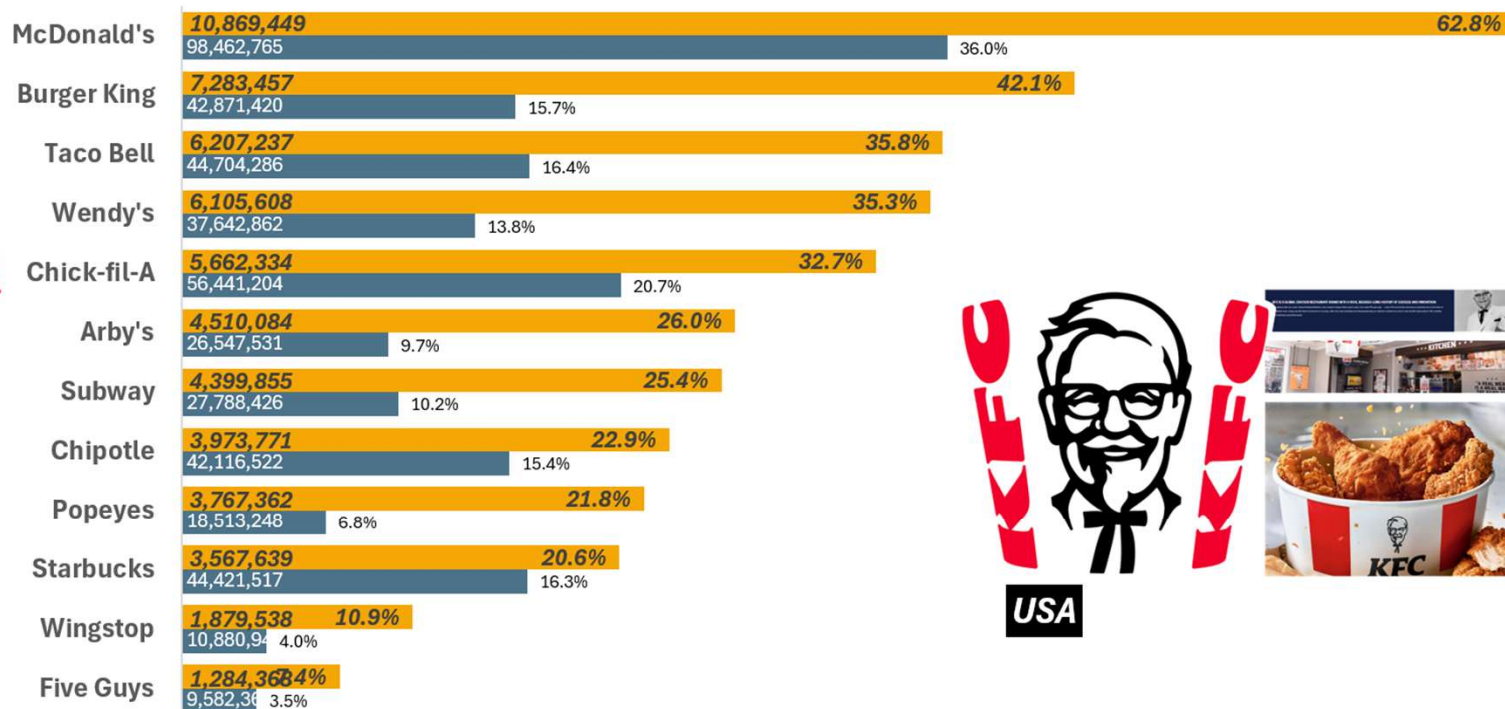
Past 3-Months Payment Methods Used: Adults 18 or older





"Other QSRs Used past 30 days"

P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ USA (Other QSRs used One or More Times past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1664

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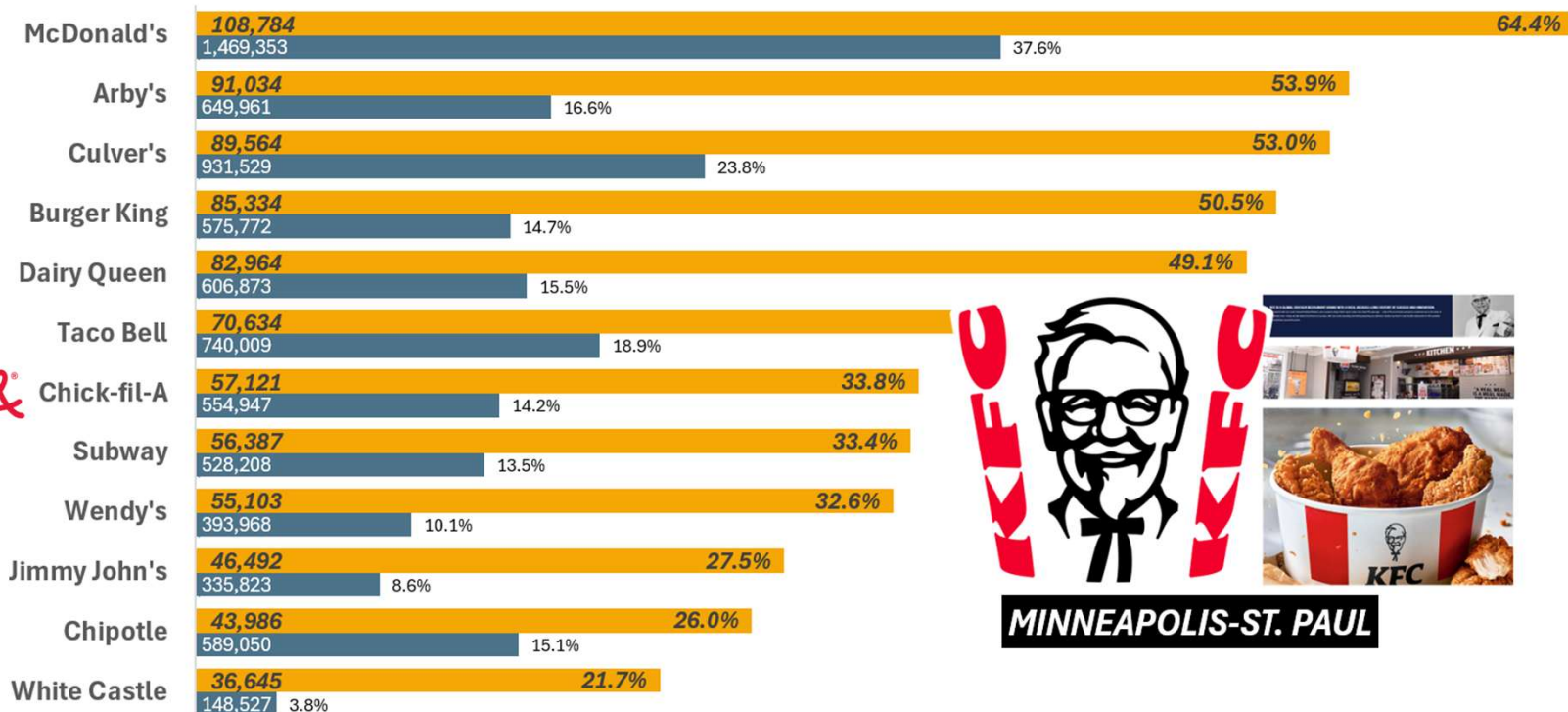
Share of Everything
for Anything

Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

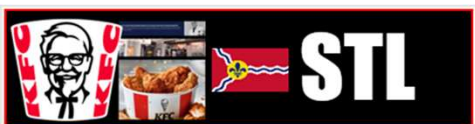
■ P18+ MINNEAPOLIS-ST. PAUL (Other QSRs used One or More Times past 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 88
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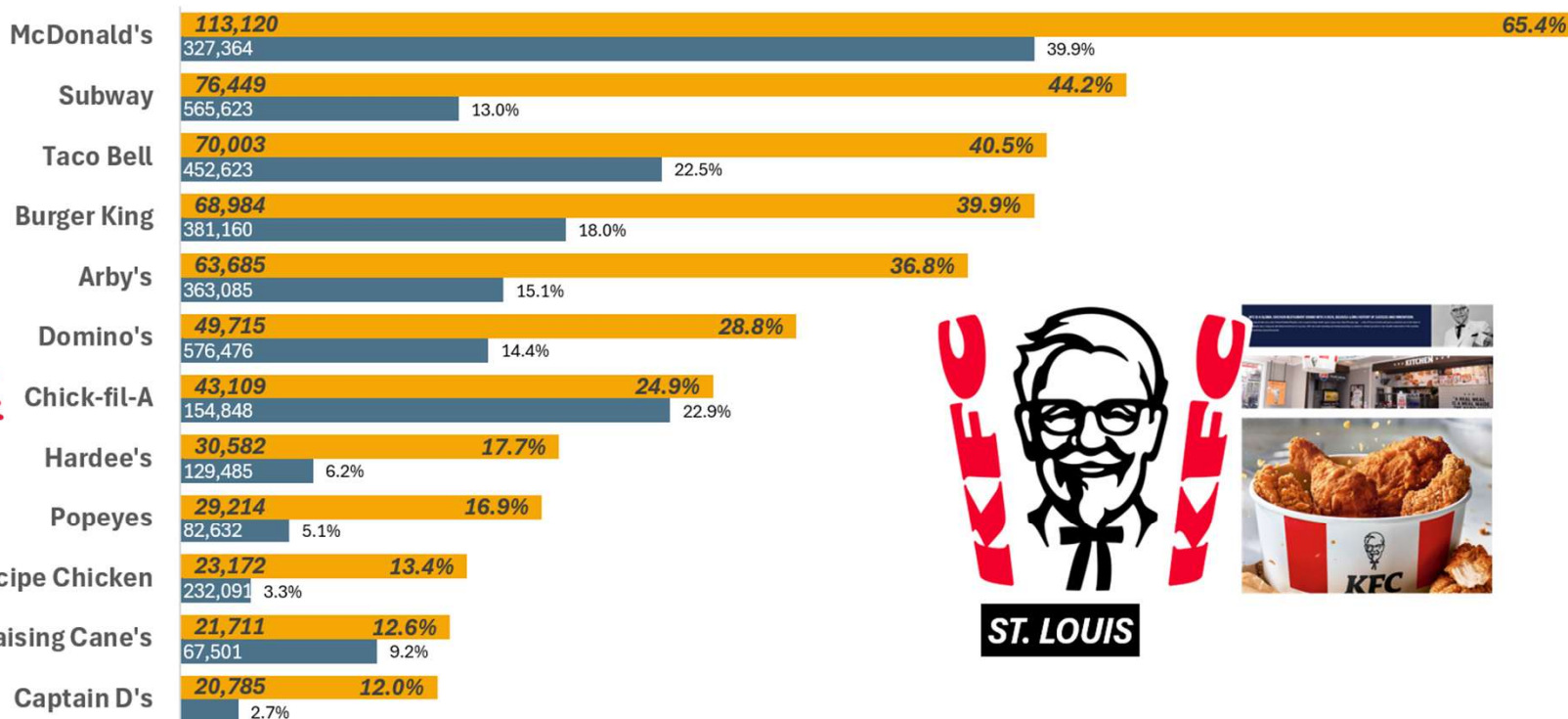
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Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

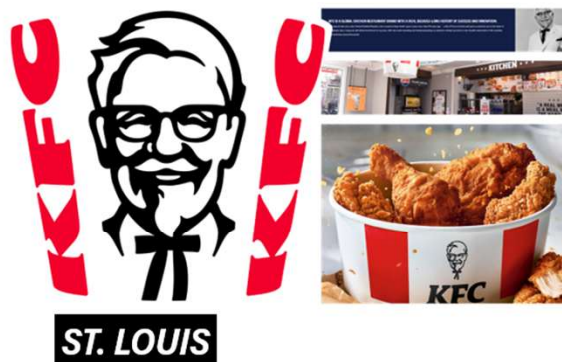


■ P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ ST. LOUIS (Other QSRs used One or More Times past 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 134

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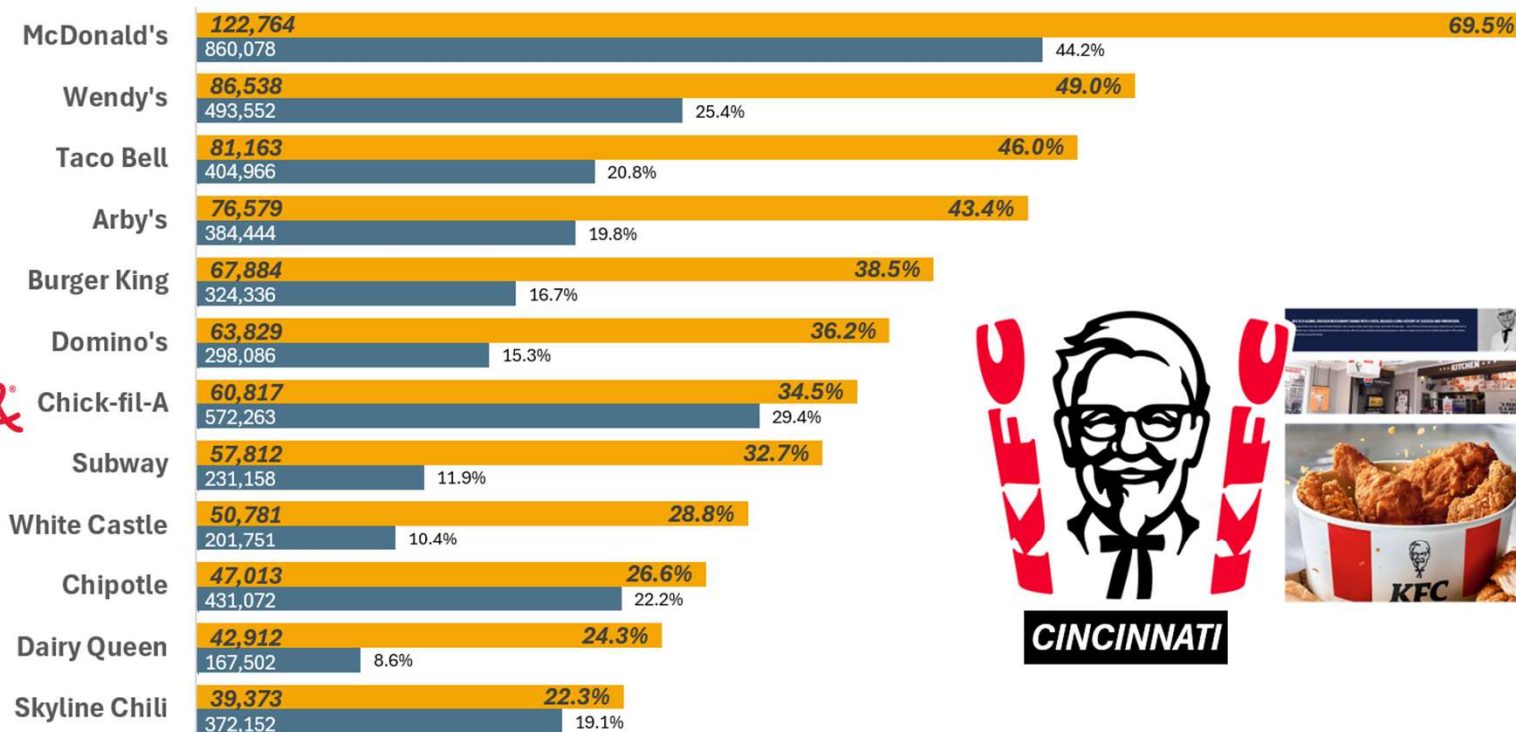
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Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ CINCINNATI (Other QSRs used One or More Times past 30 days)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 171

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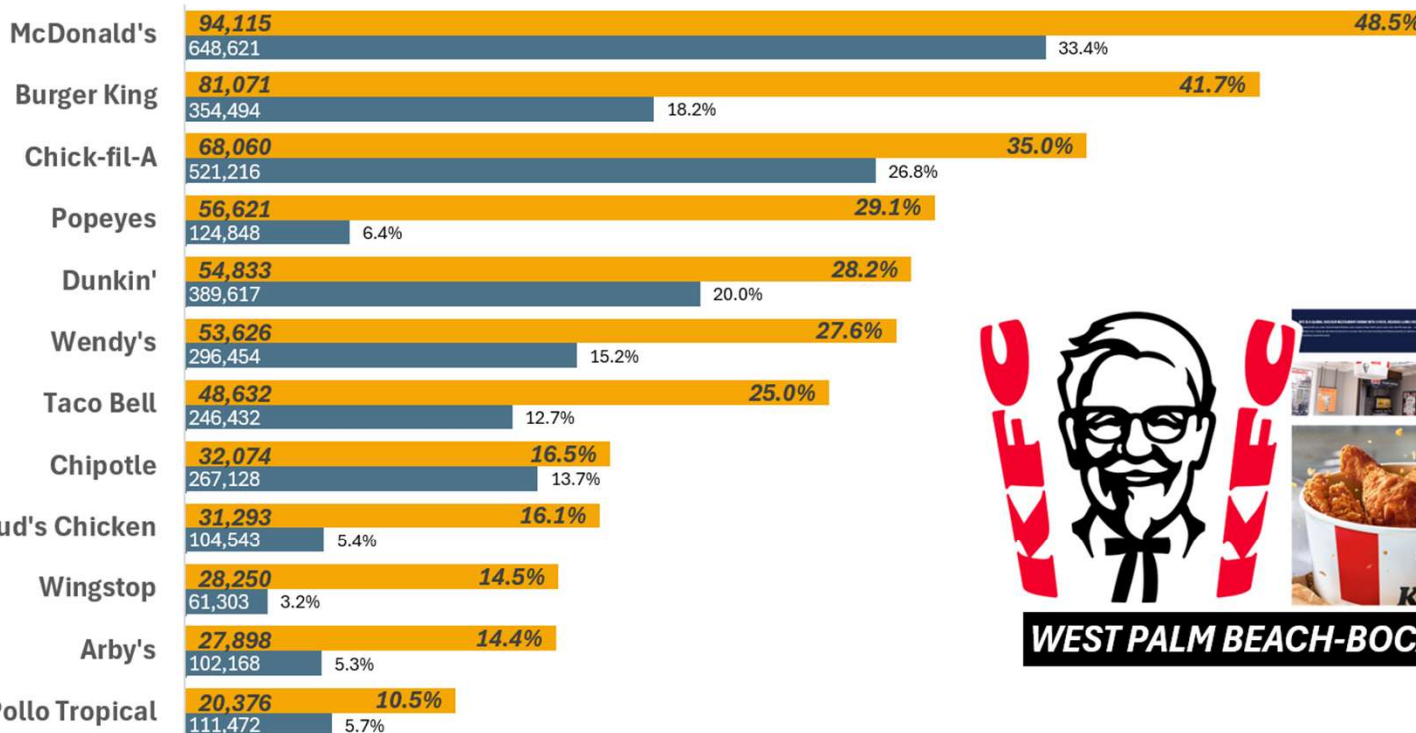
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC



"Other QSRs Used past 30 days"

P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)



■ P18+ who used KFC One or More Times in the past 30 days (Other QSRs used One or More Times past 30 days)

■ P18+ WEST PALM BEACH-BOCA RATON (Other QSRs used One or More Times past 30 days)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 236

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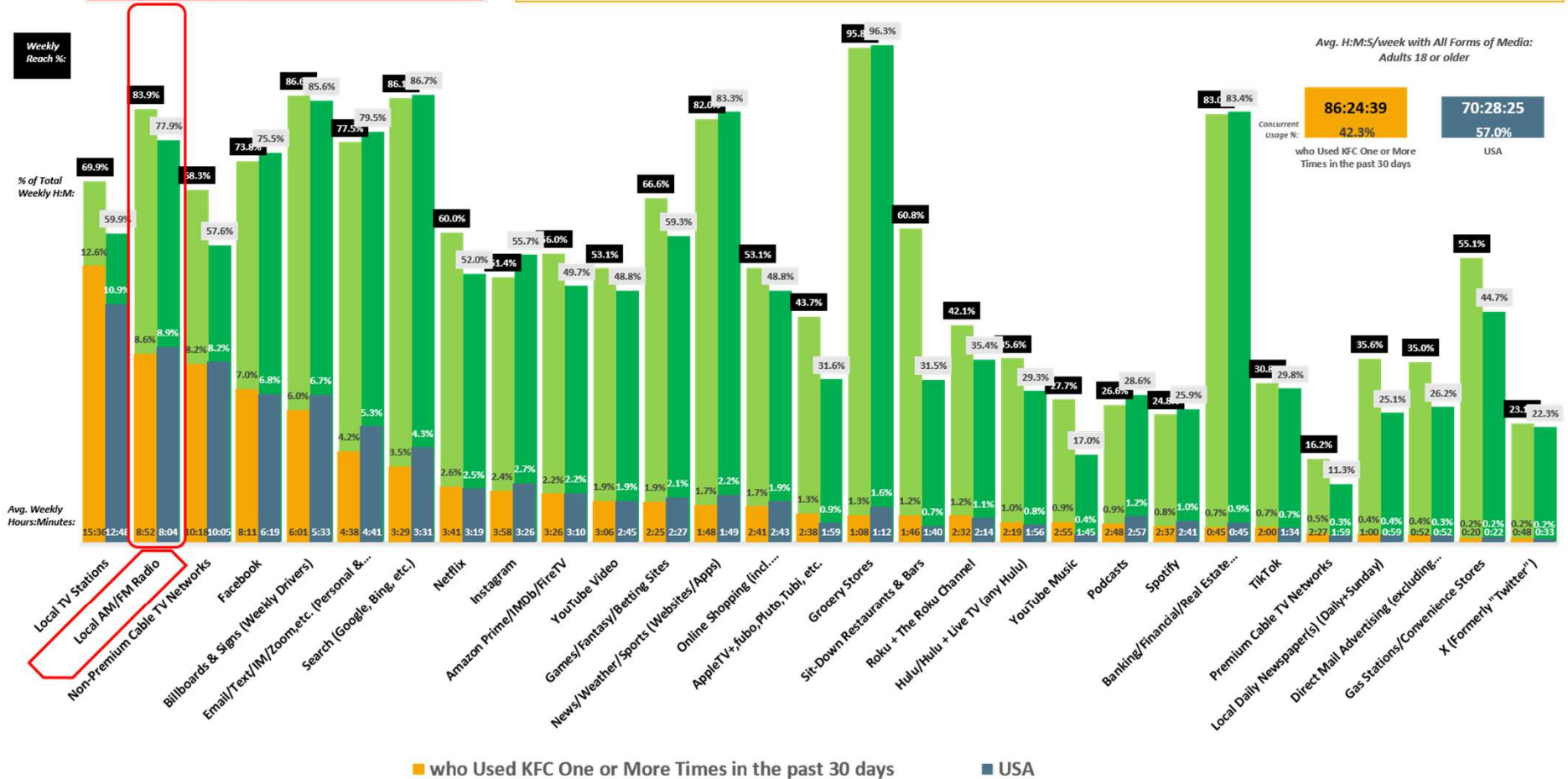
WEST PALM BEACH-BOCA RATON

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Quick service restaurants used past 30 days: KFC



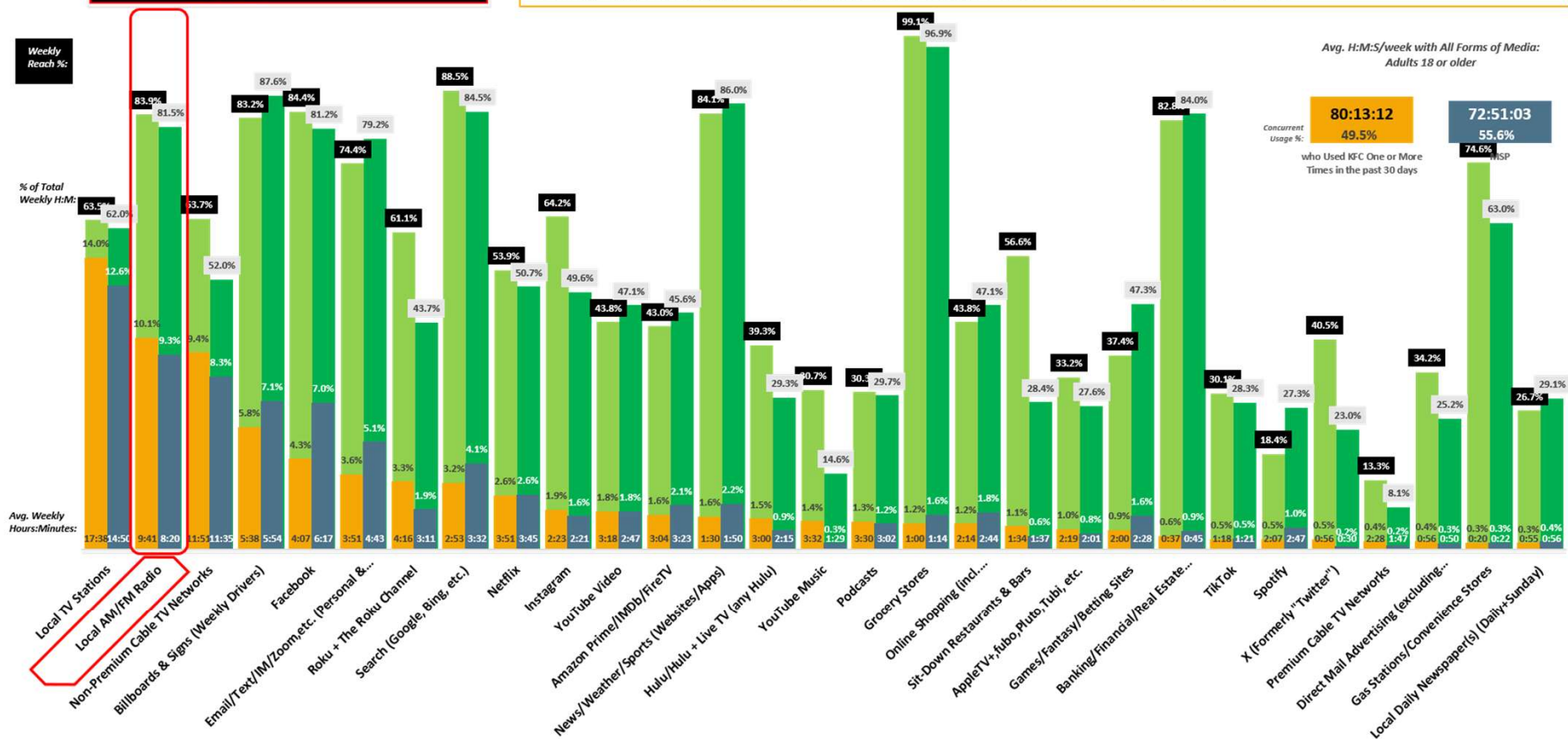
Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 14 hours, 24 minutes and 39 seconds each week with All Forms of Media.
 83.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.

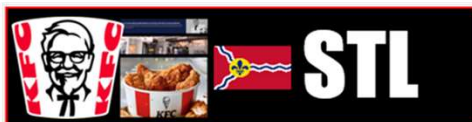




Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 8 hours, 13 minutes and 12 seconds each week with All Forms of Media.

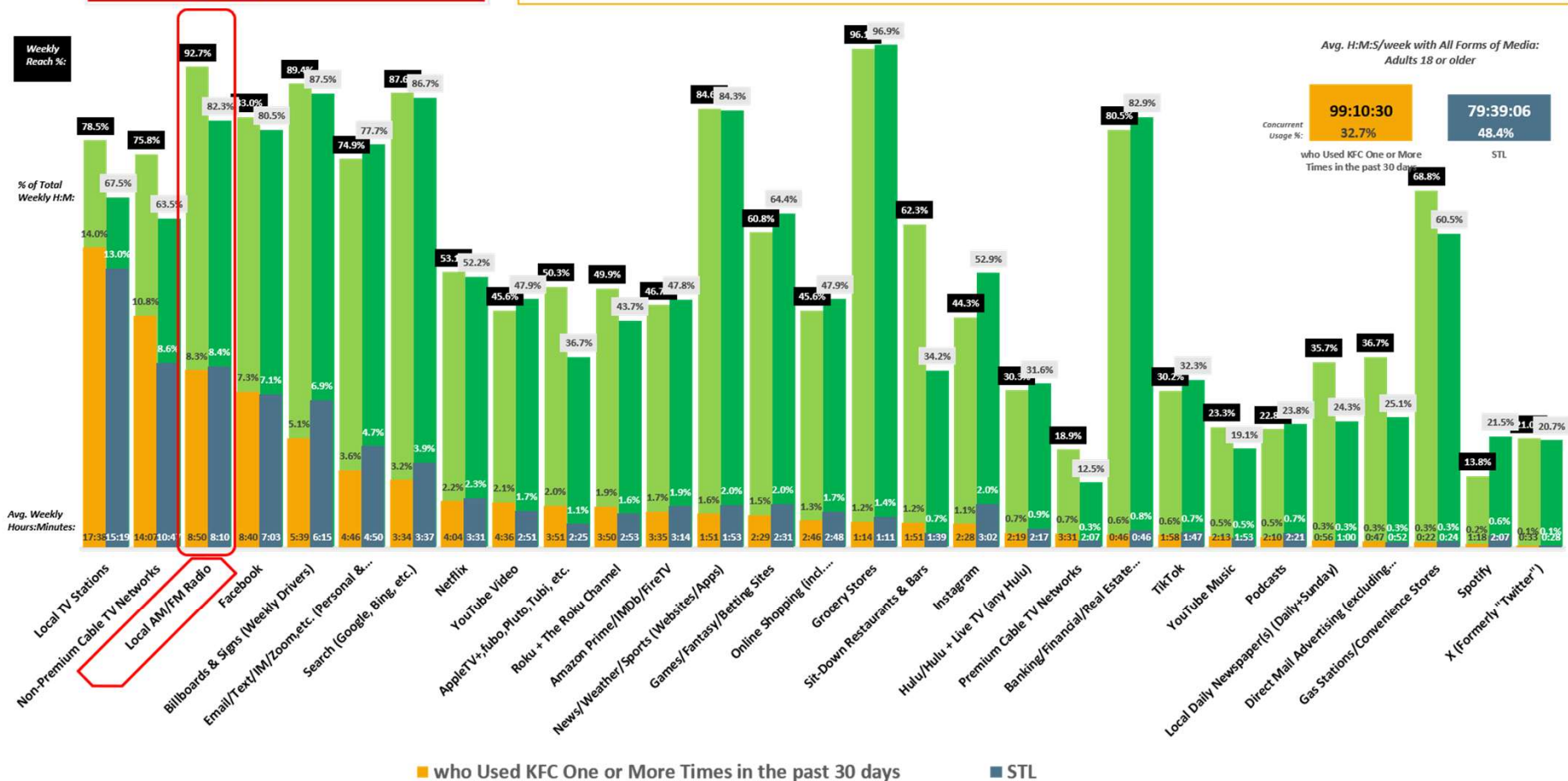
83.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 4 days, 3 hours, 10 minutes and 30 seconds each week with All Forms of Media.

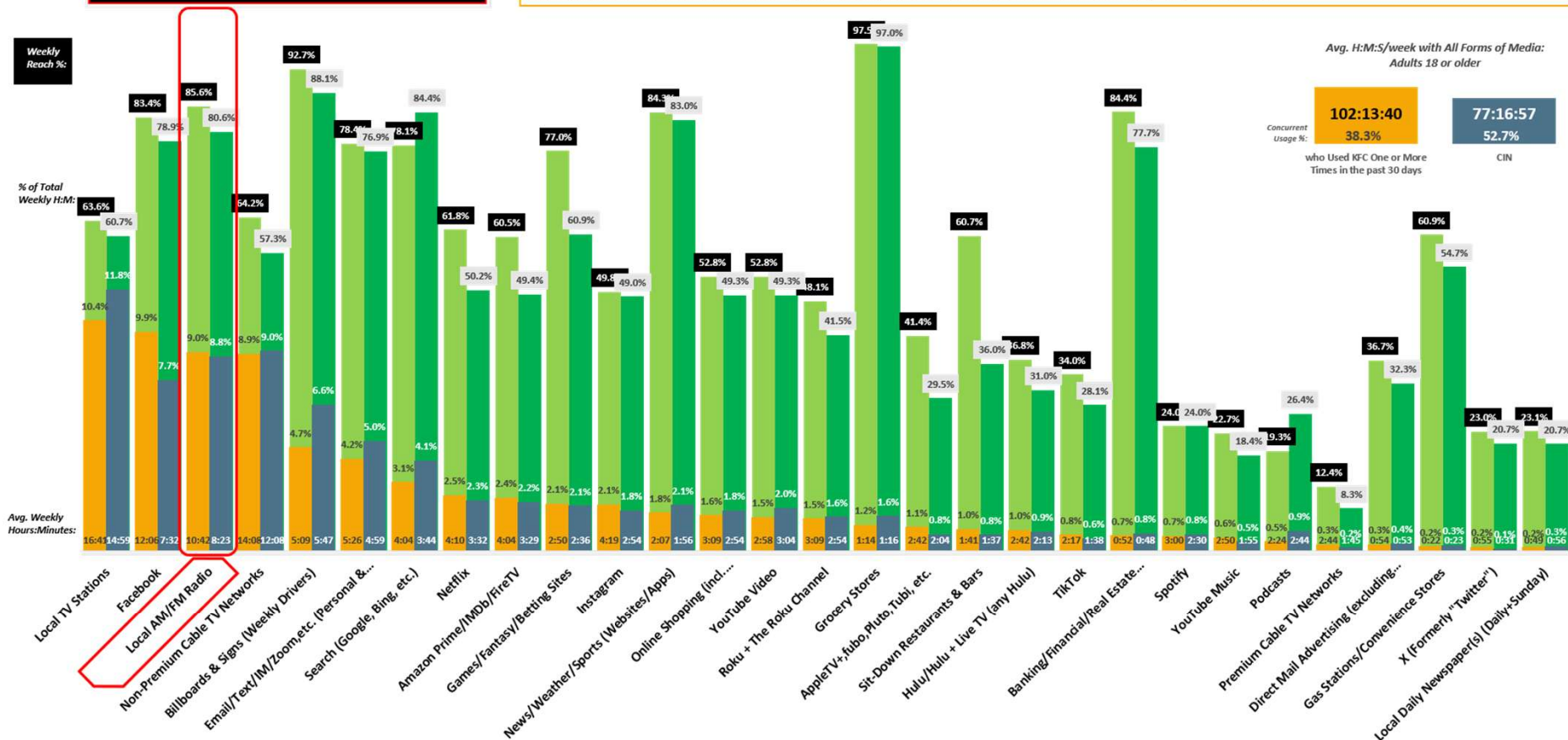
92.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 4 days, 6 hours, 13 minutes and 40 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 10 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
102:13:40
38.3%
who Used KFC One or More Times in the past 30 days

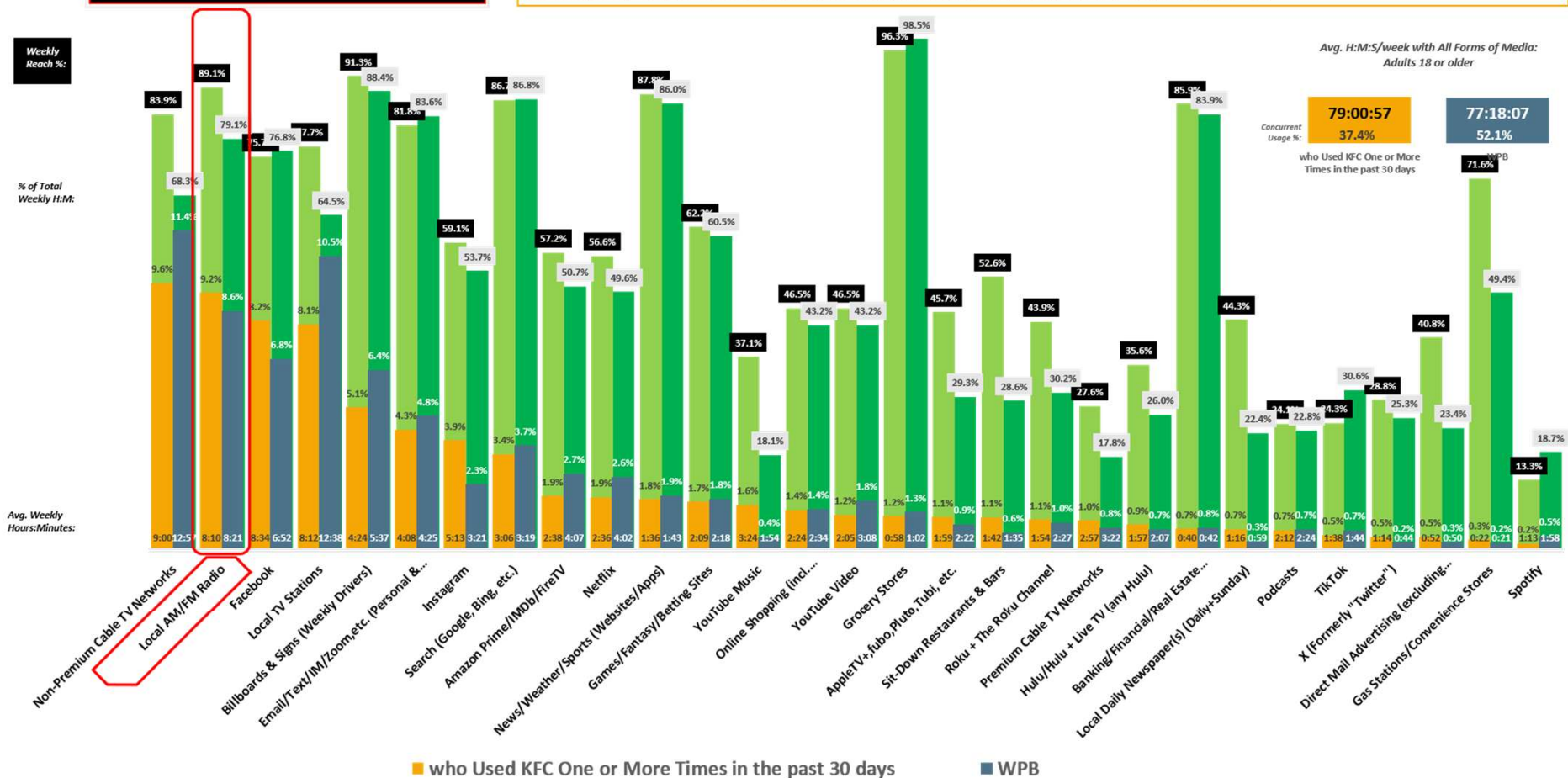
77:16:57
52.7%
CIN

■ who Used KFC One or More Times in the past 30 days ■ CIN



Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 7 hours, 0 minutes and 57 seconds each week with All Forms of Media.

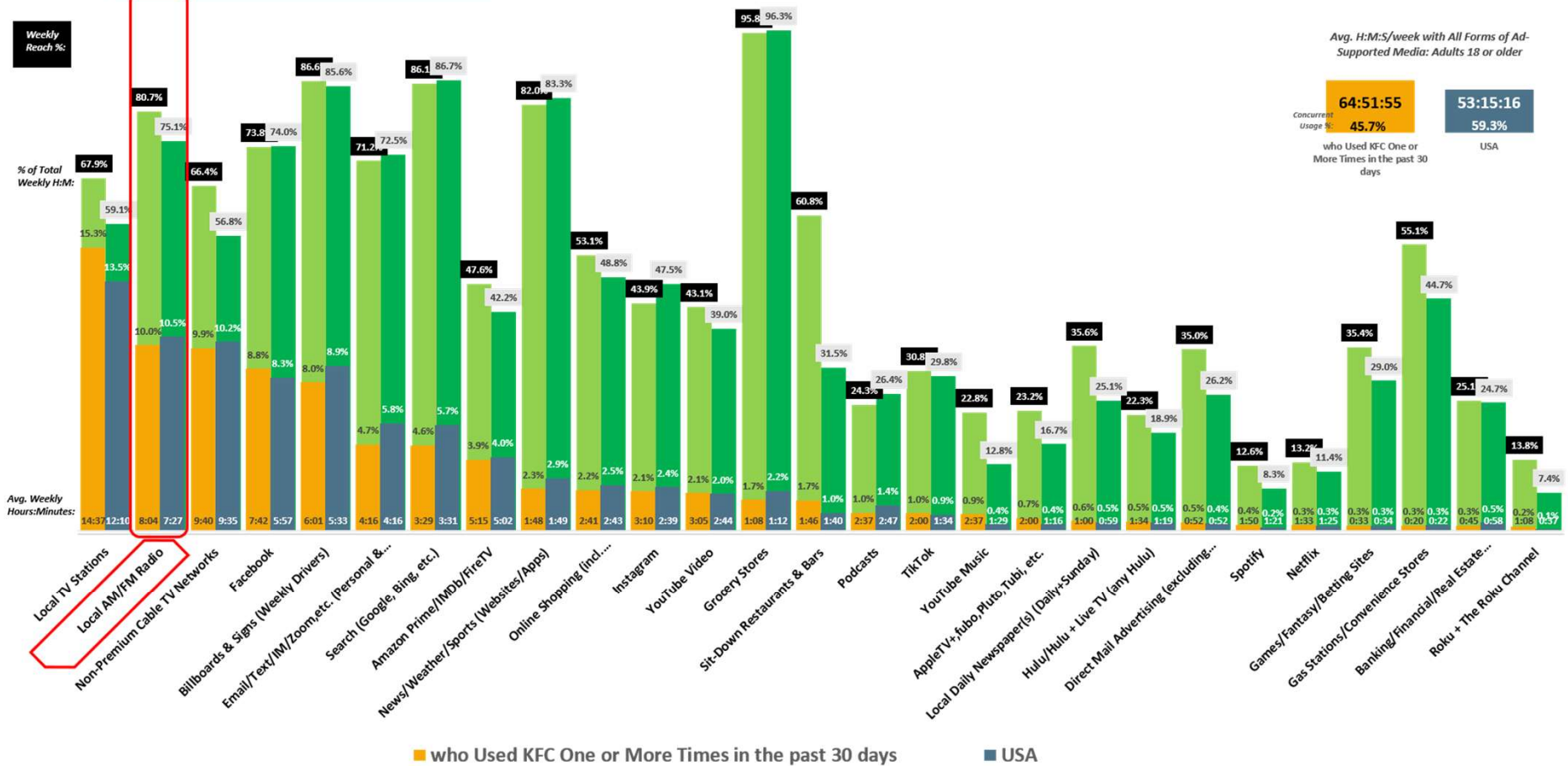
89.1% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 16 hours, 51 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

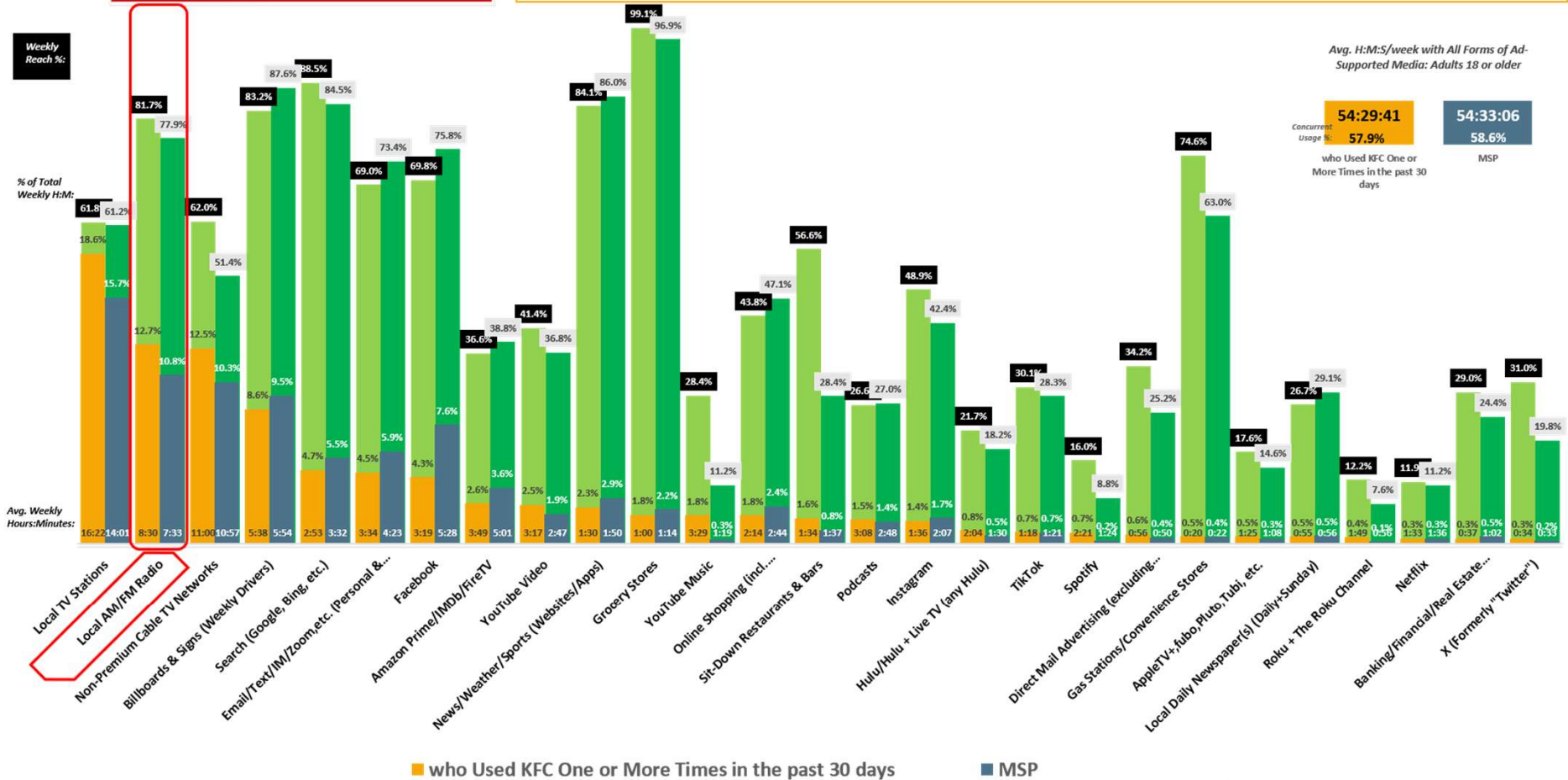
80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 6 hours, 29 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

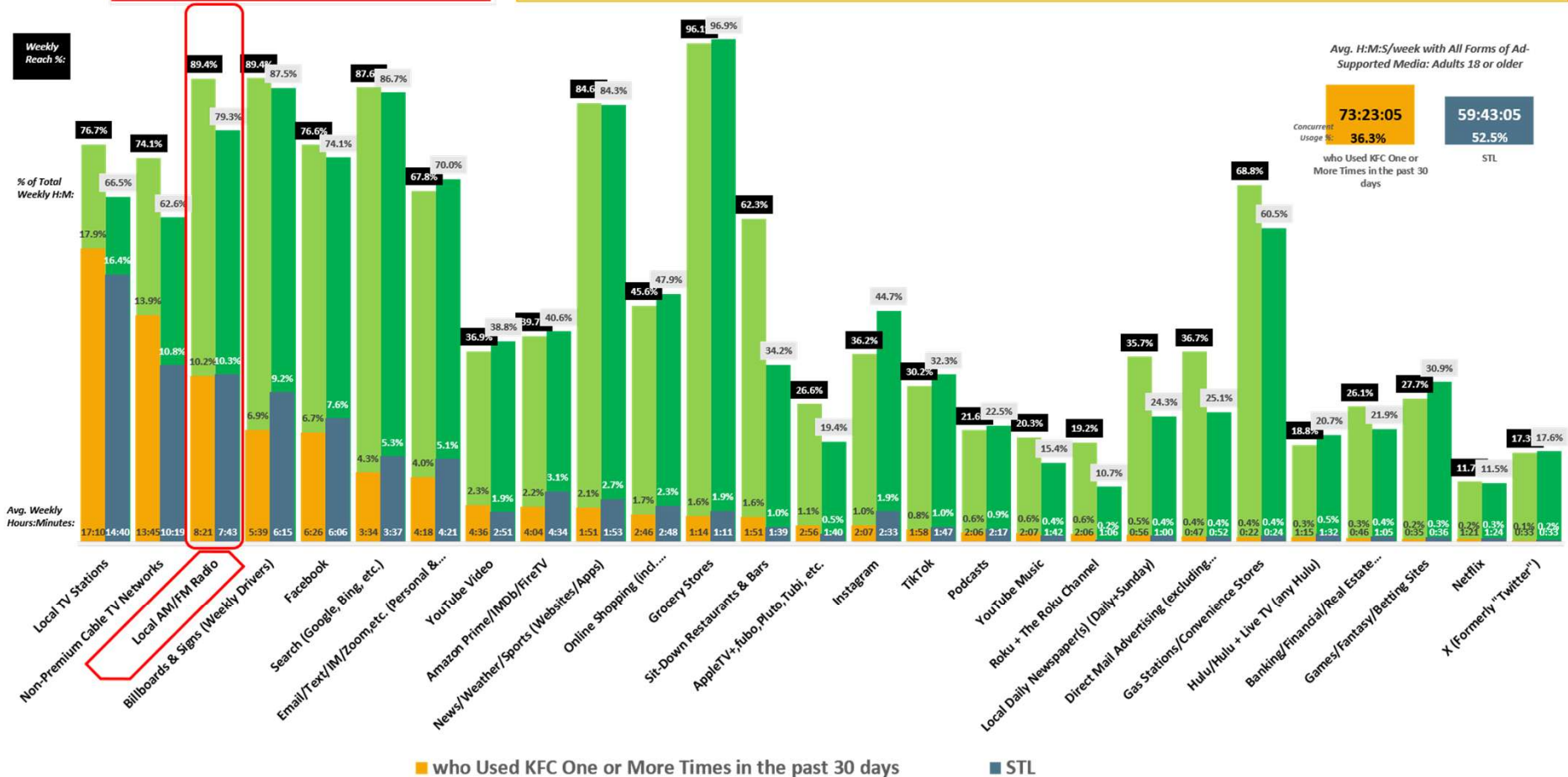
81.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 1 hours, 23 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

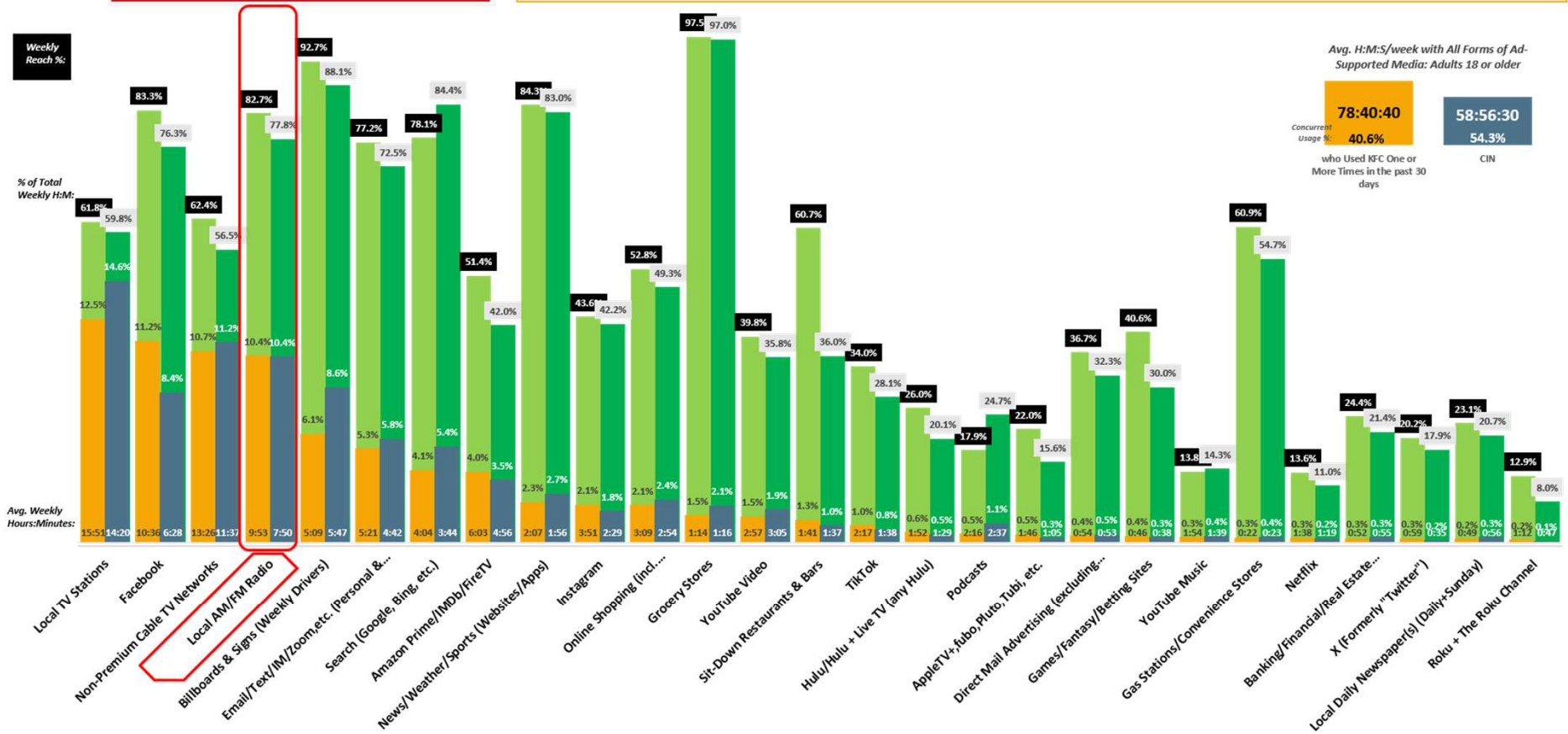
89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 3 days, 6 hours, 40 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 9 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

78:40:40
40.6%
who Used KFC One or More Times in the past 30 days

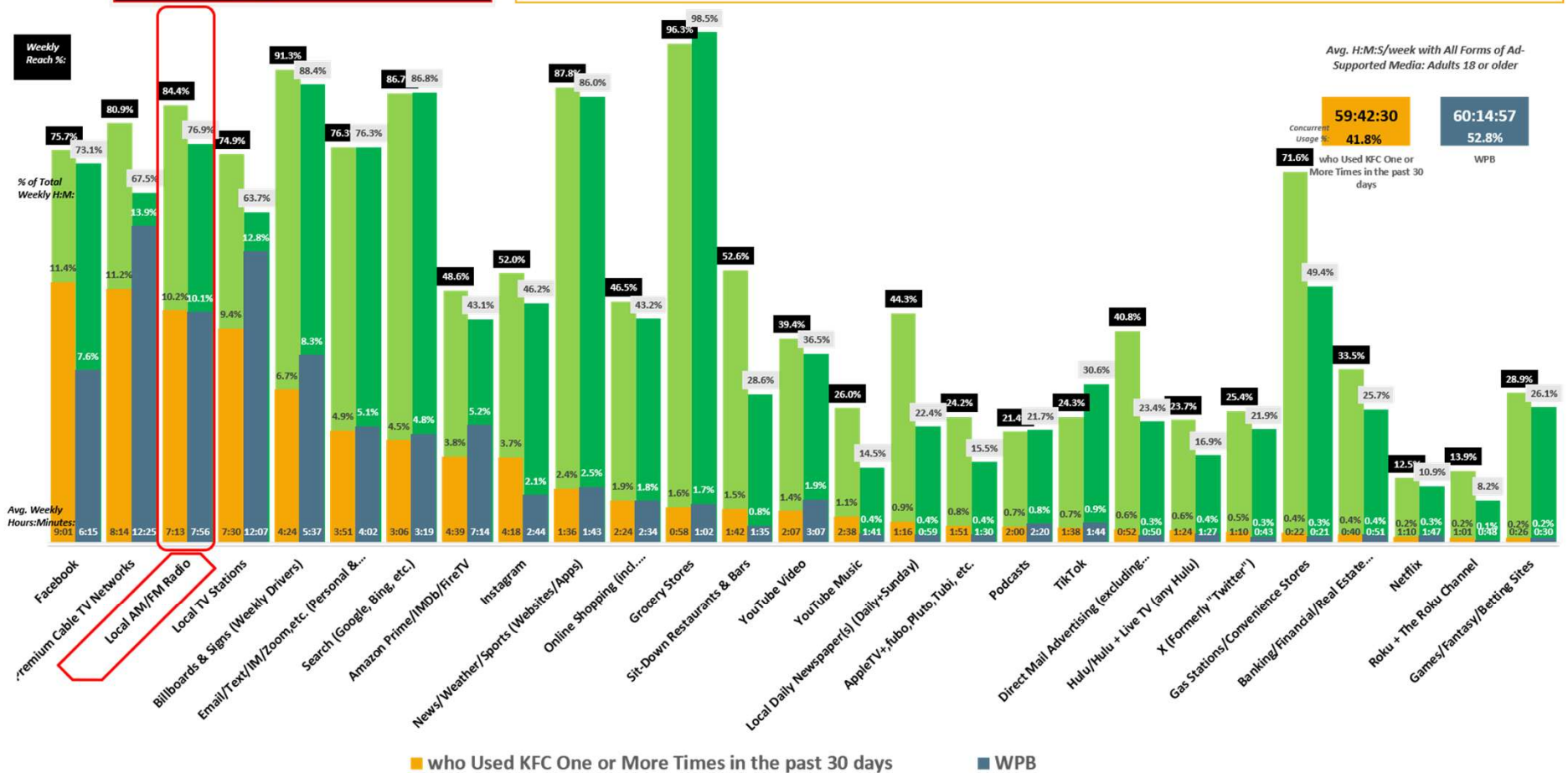
58:56:30
54.3%
CIN

who Used KFC One or More Times in the past 30 days CIN



Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 2 days, 11 hours, 42 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

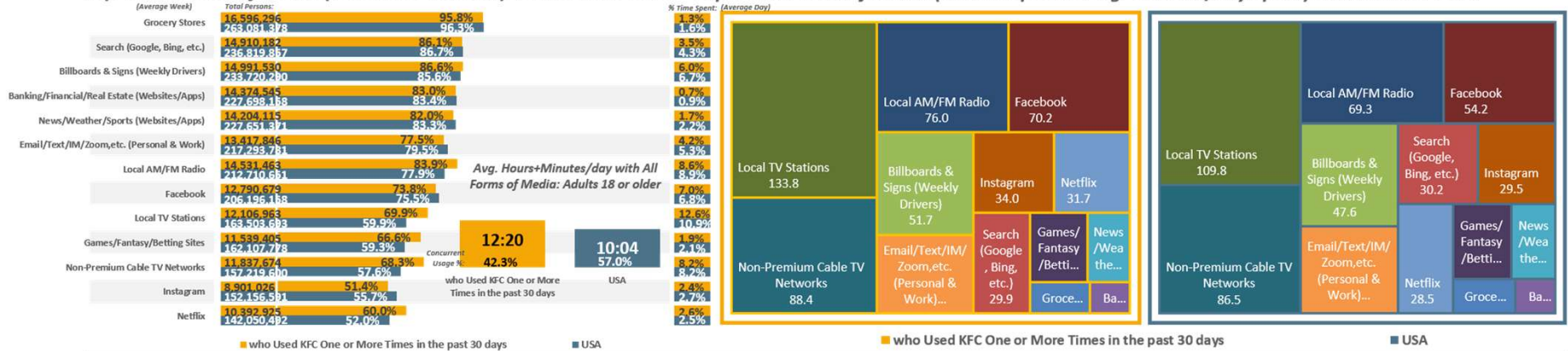
84.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



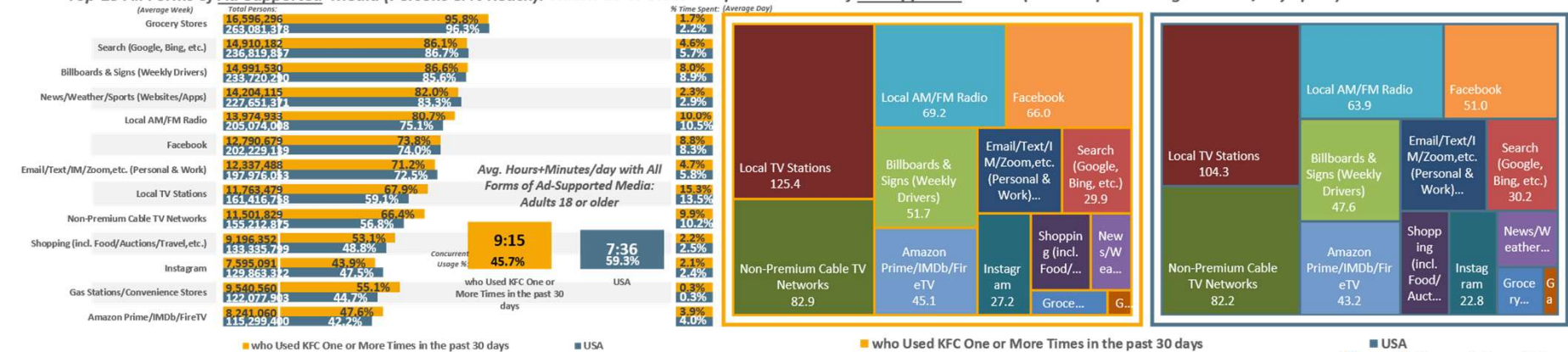


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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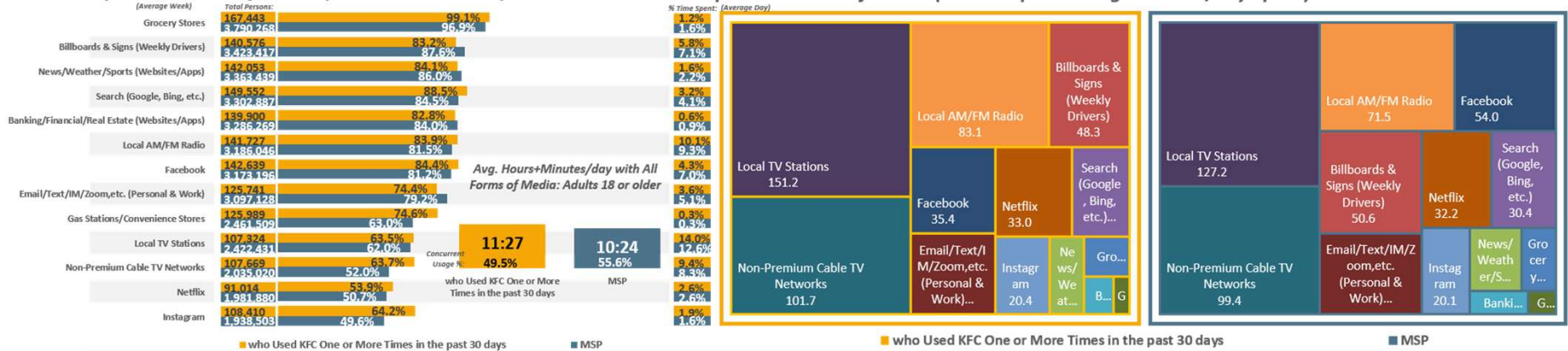
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Quick service restaurants used past 30 days: KFC

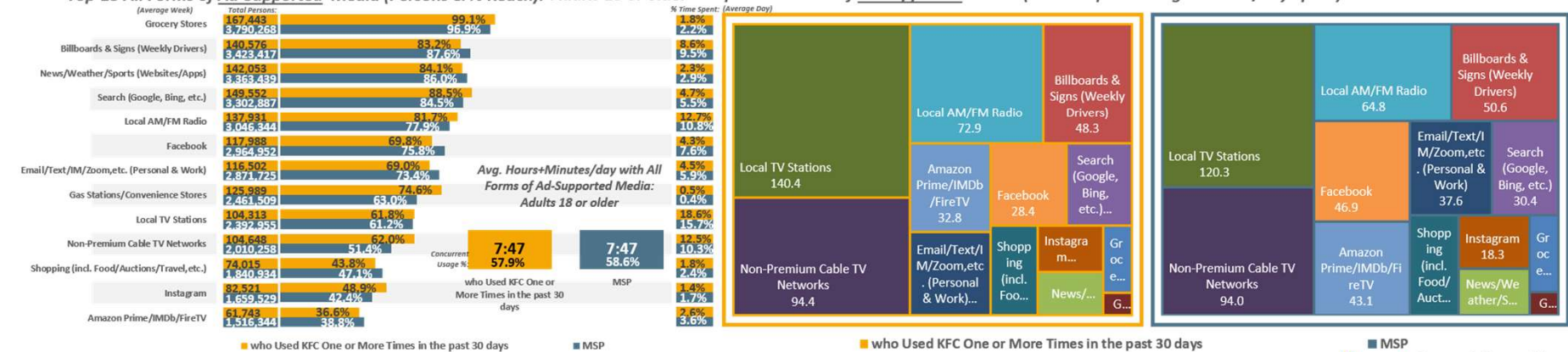


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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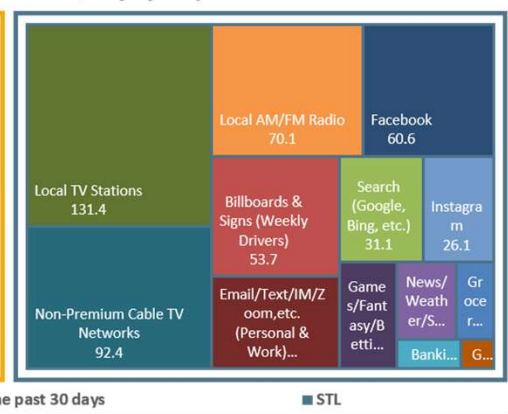
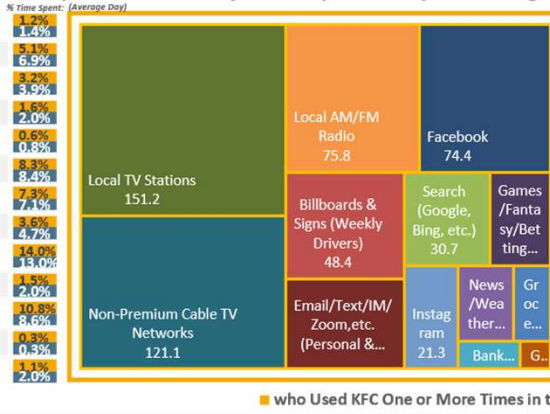
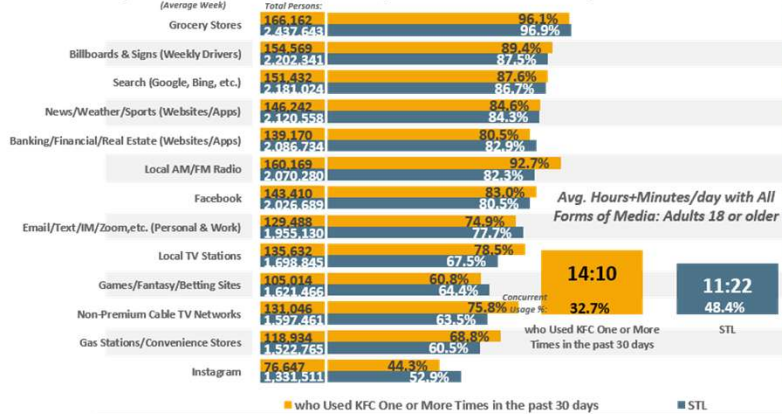
Quick service restaurants used past 30 days: KFC



Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 10 hours and 29 minutes each day with All Forms of Ad-Supported Media. 89.4% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

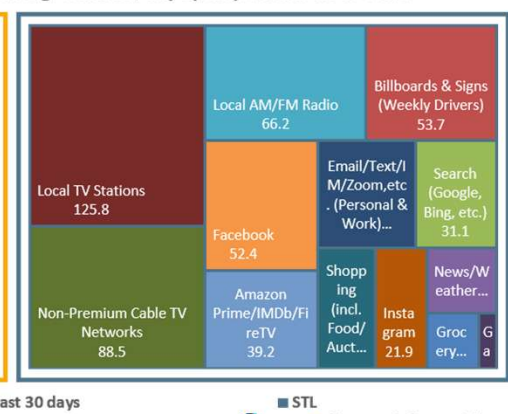
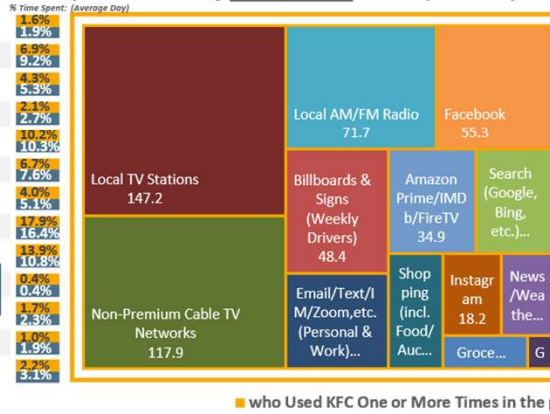
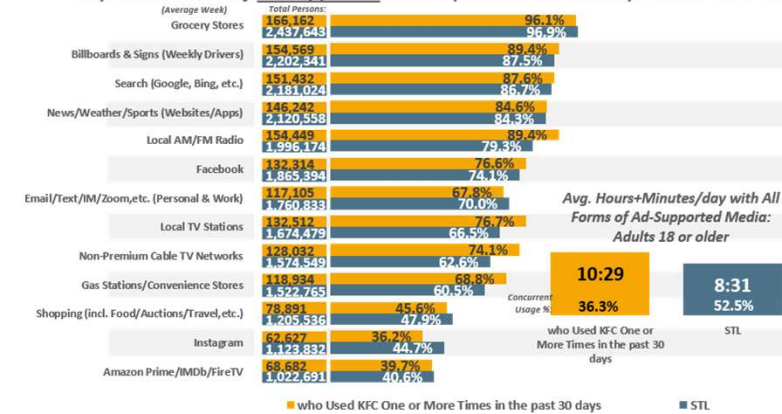
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 134
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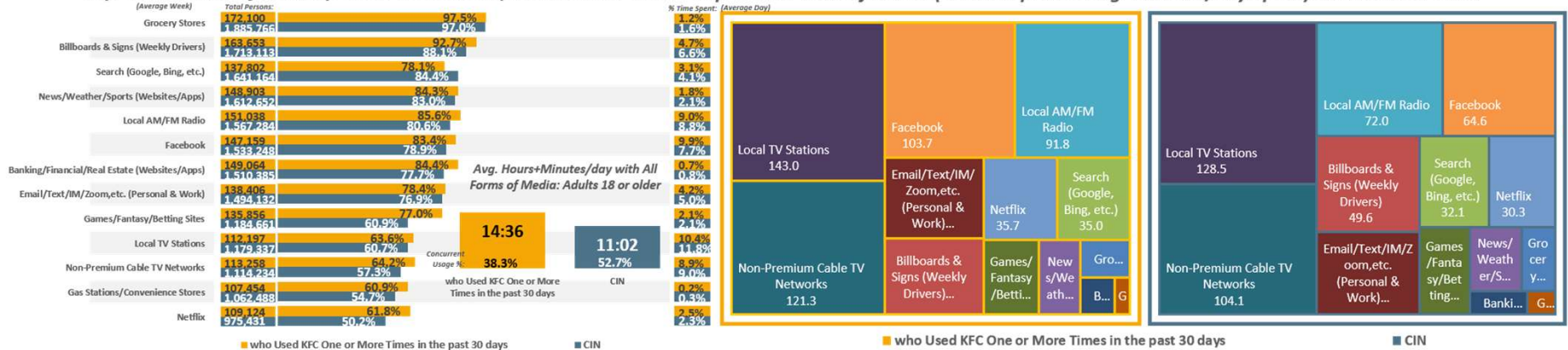
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Quick service restaurants used past 30 days: KFC

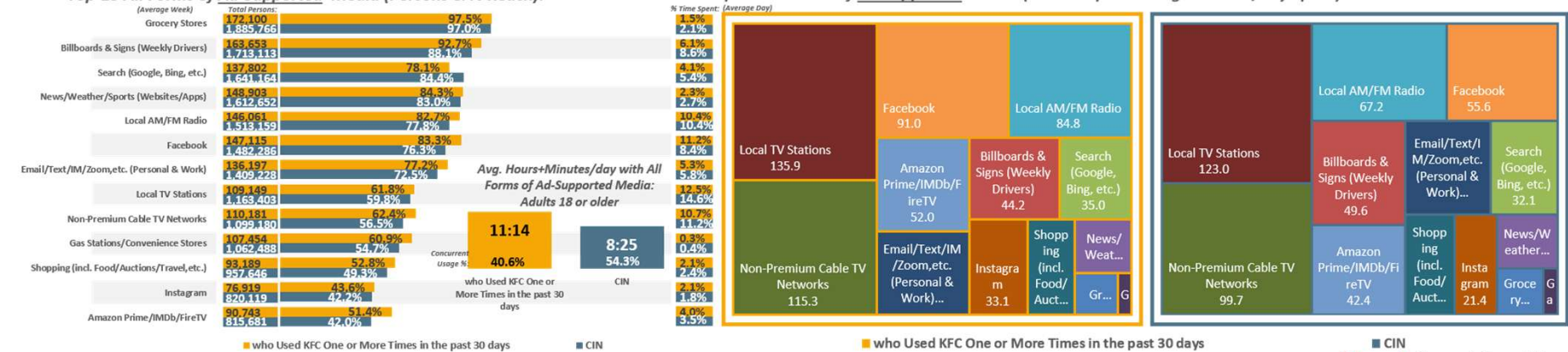


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 11 hours and 14 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 84.8 minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

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



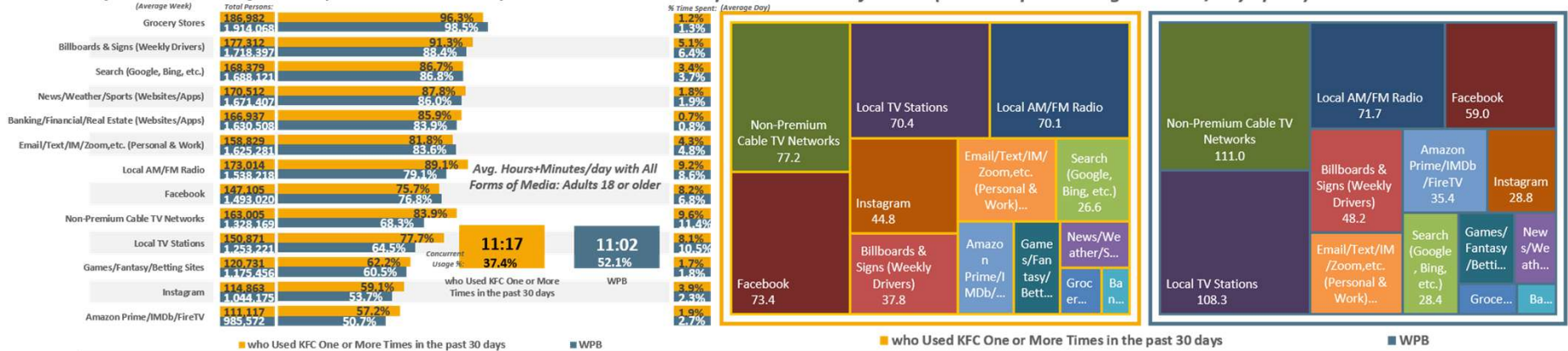
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



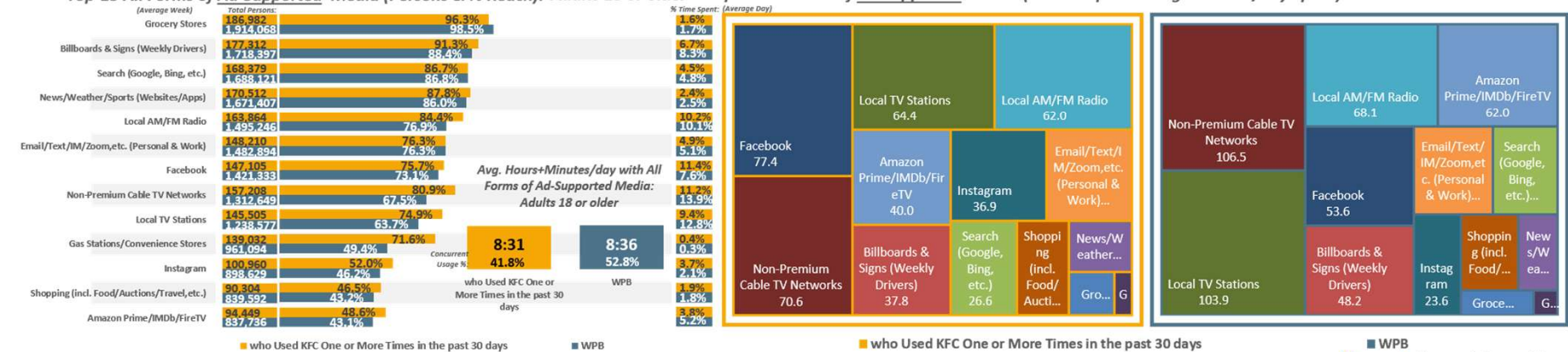


Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 8 hours and 31 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 62. minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 236
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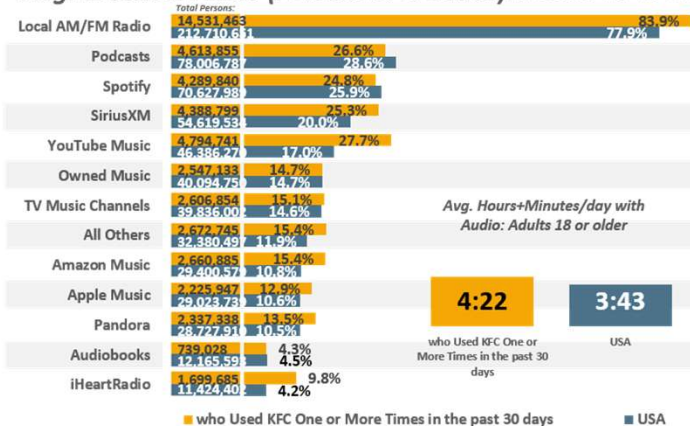
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Quick service restaurants used past 30 days: KFC

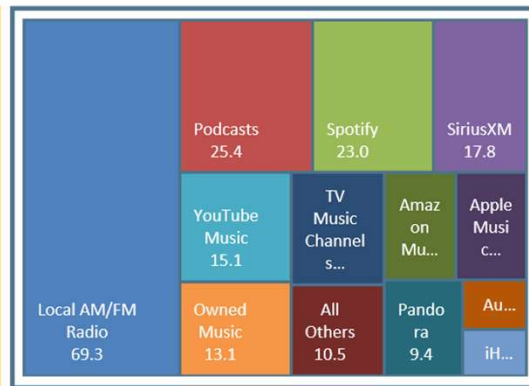
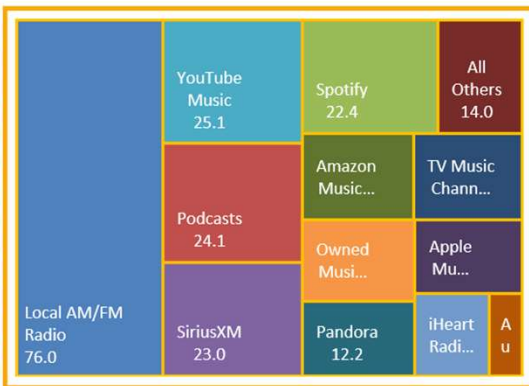


13,974,933 or 80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

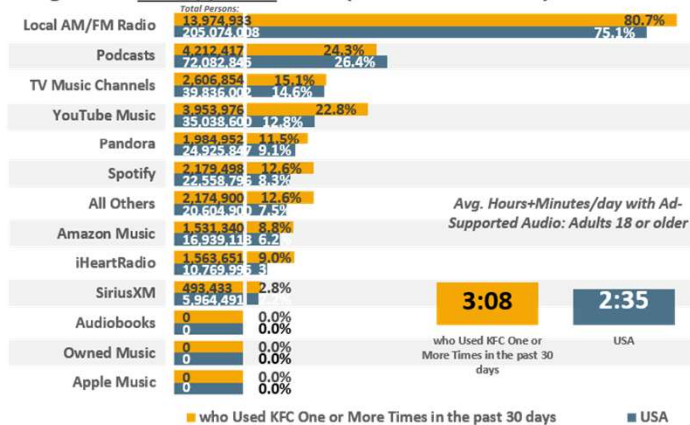
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



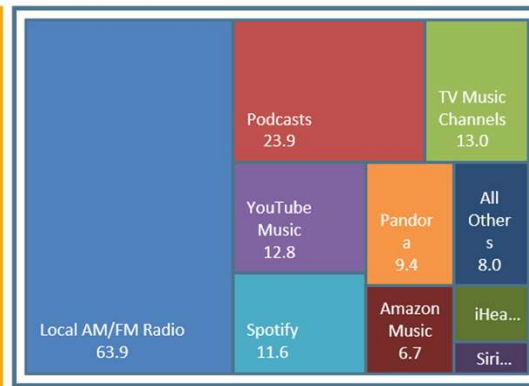
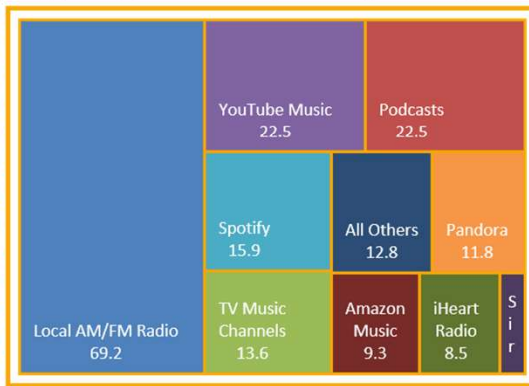
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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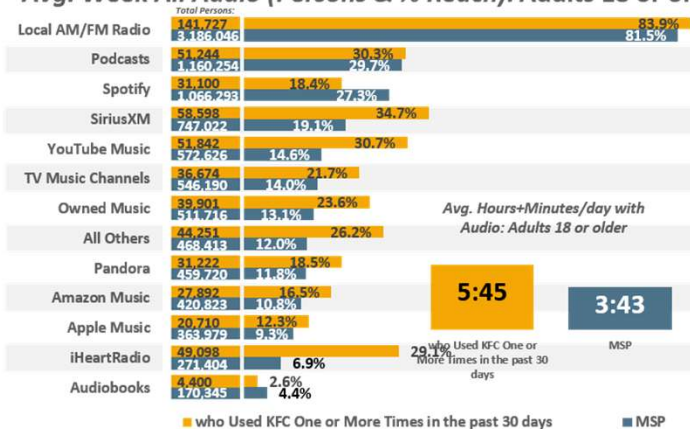
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

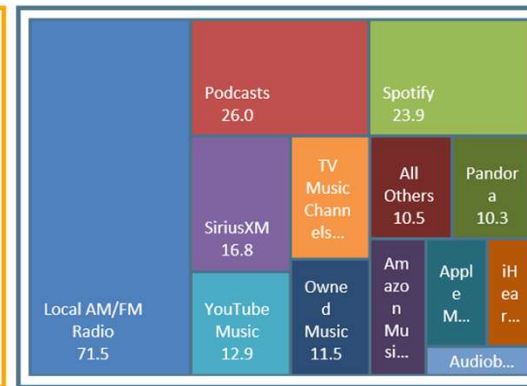
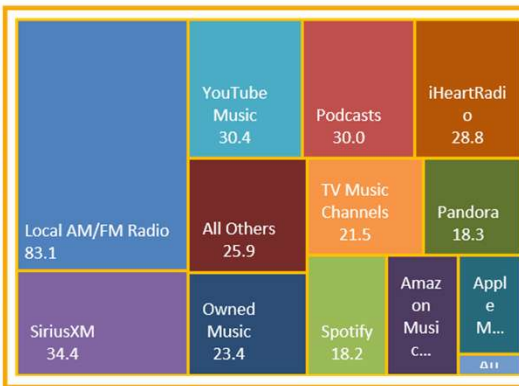


137,931 or 81.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Audio.

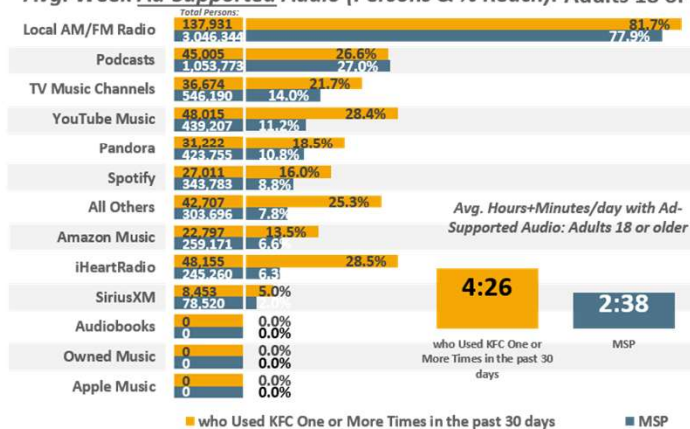
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



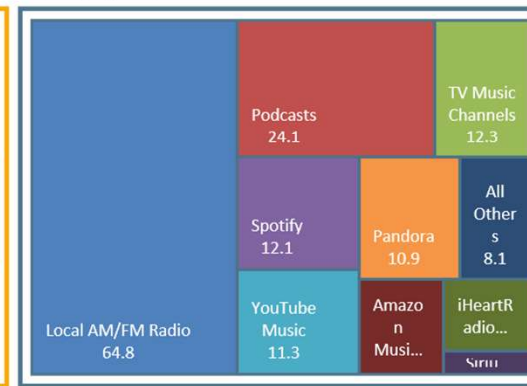
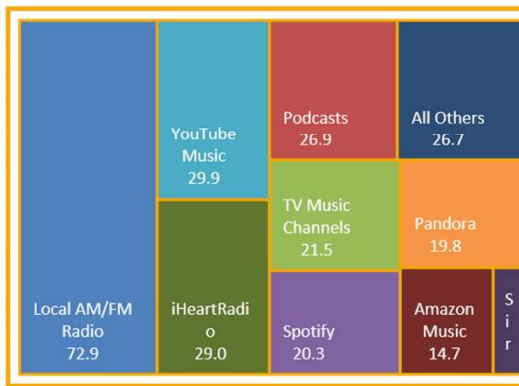
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

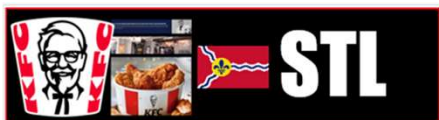


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



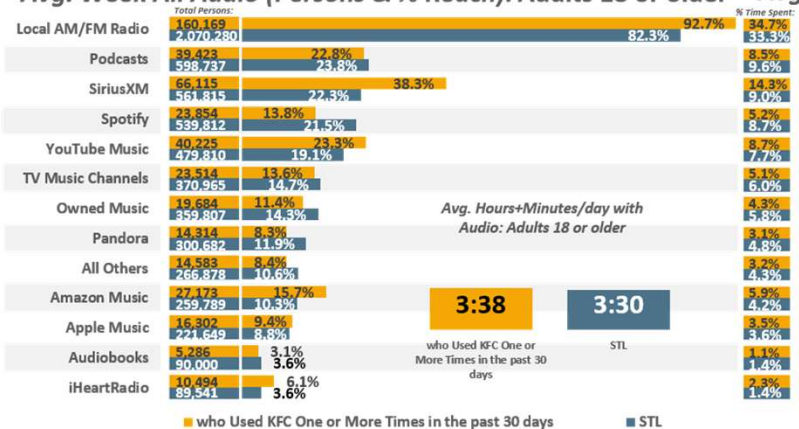
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



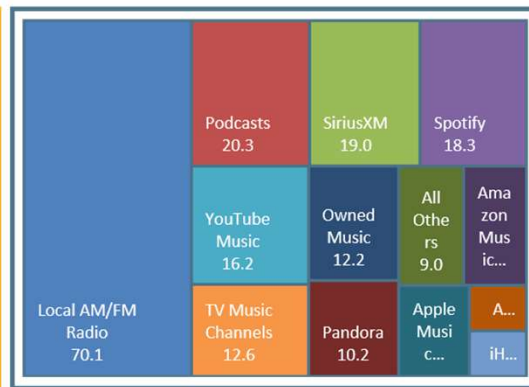
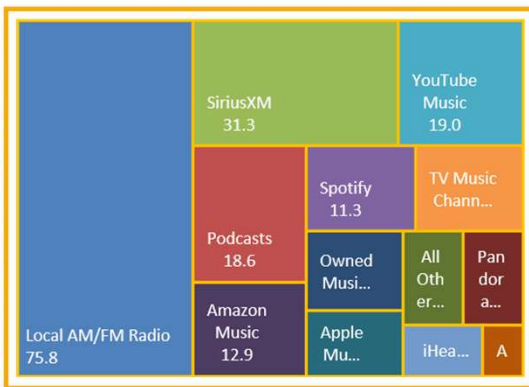


154,449 or 89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

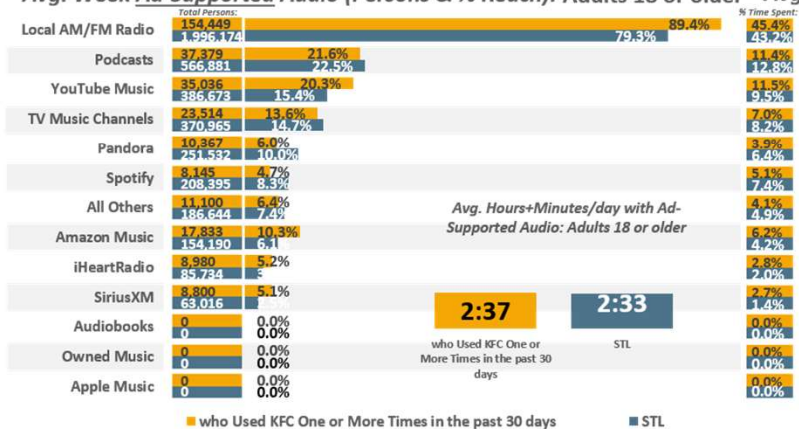
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



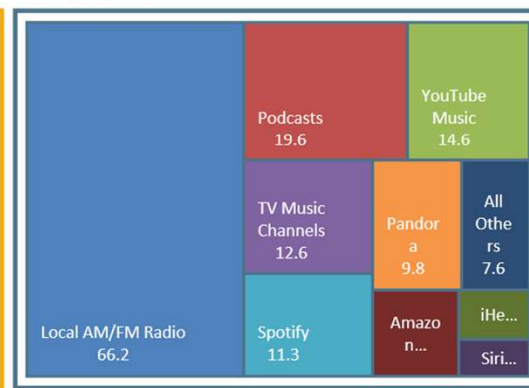
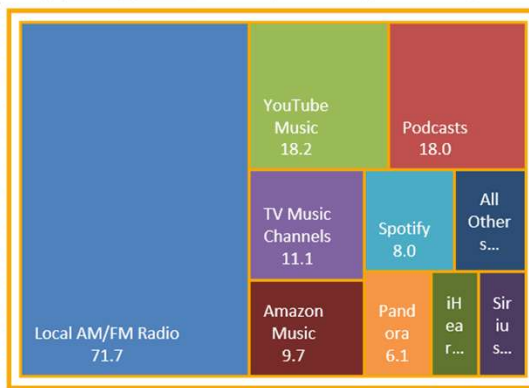
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



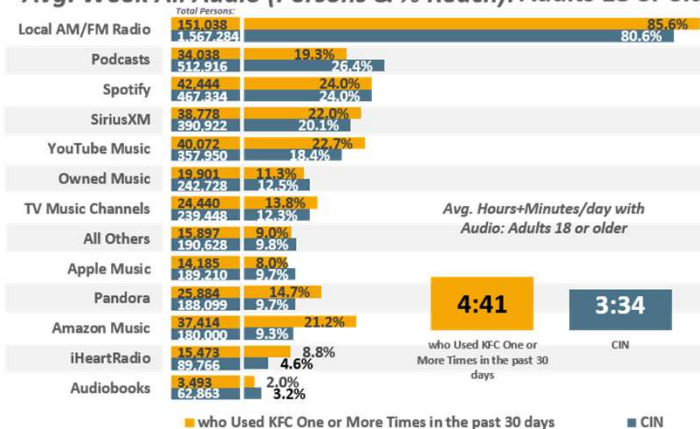
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



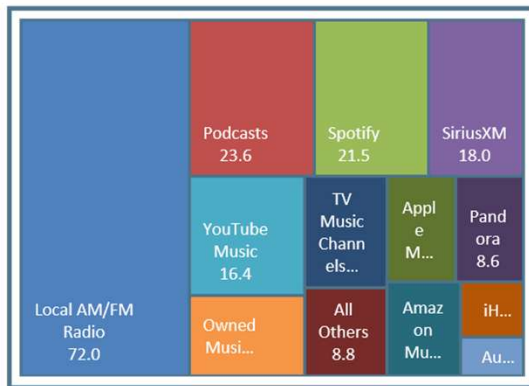
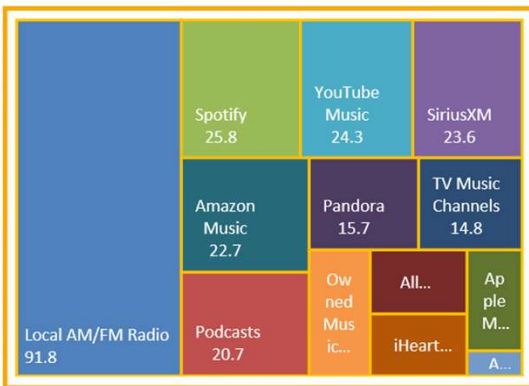


146,061 or 82.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.

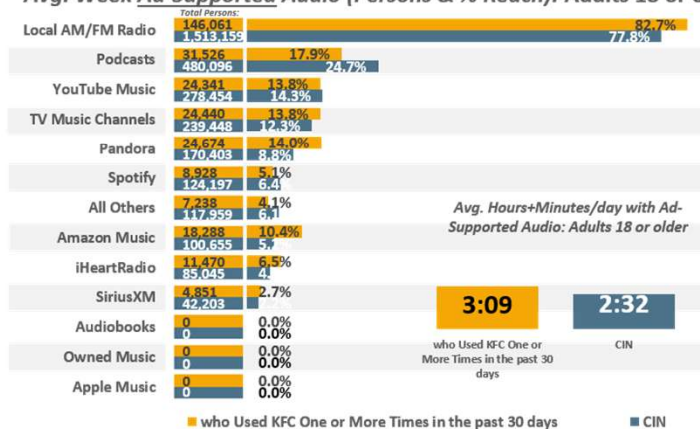
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



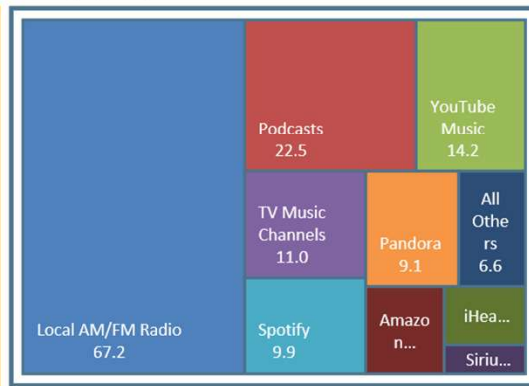
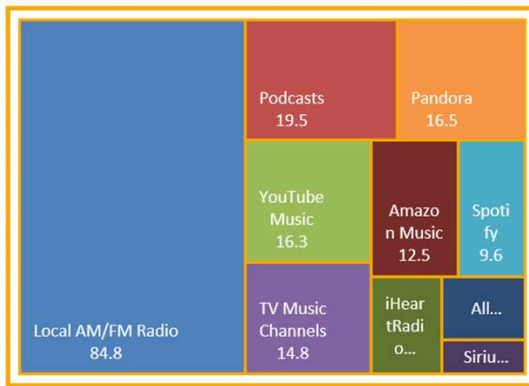
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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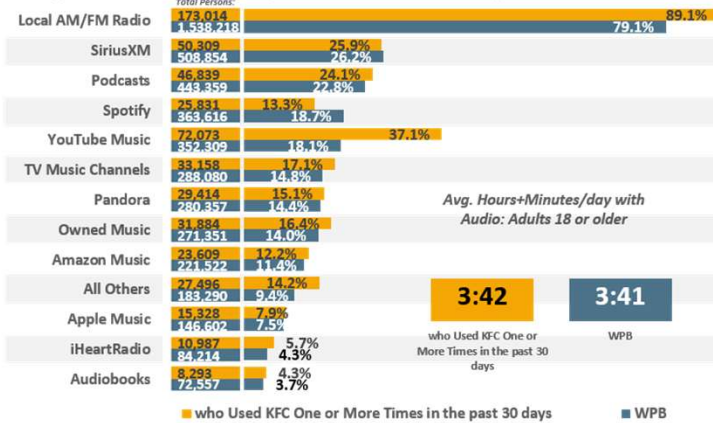
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Quick service restaurants used past 30 days: KFC

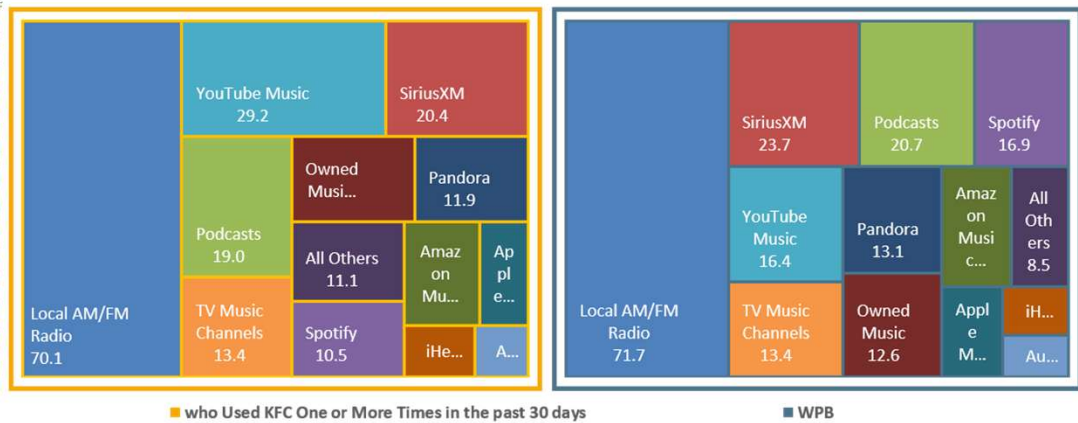


163,864 or 84.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

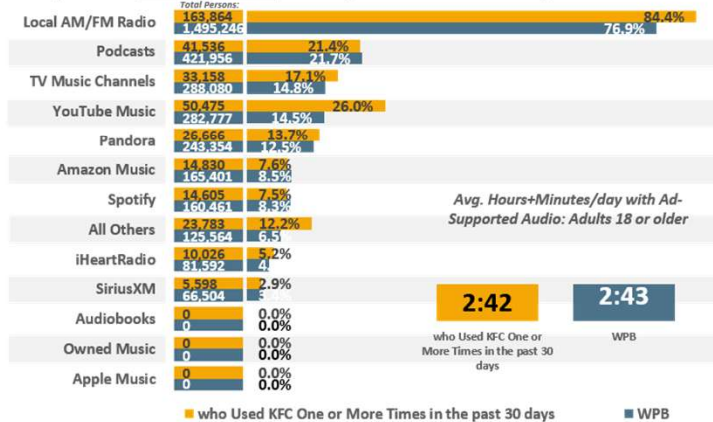
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



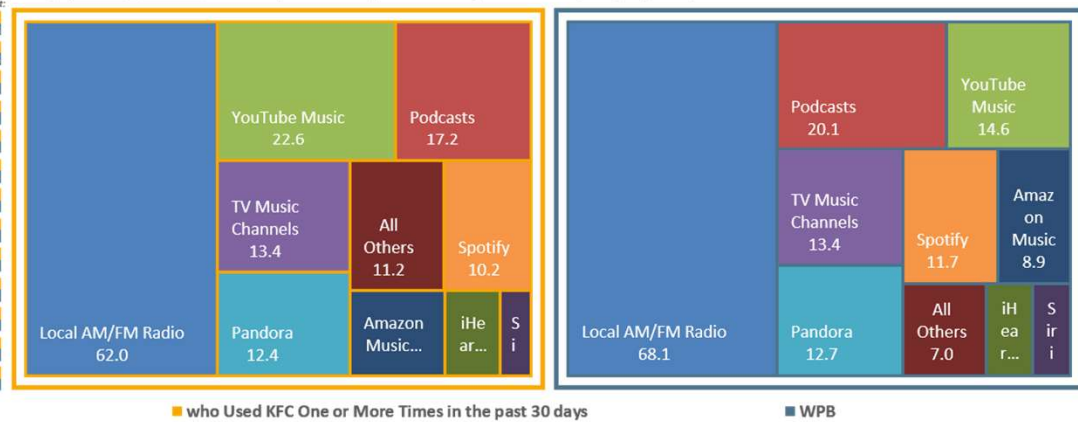
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

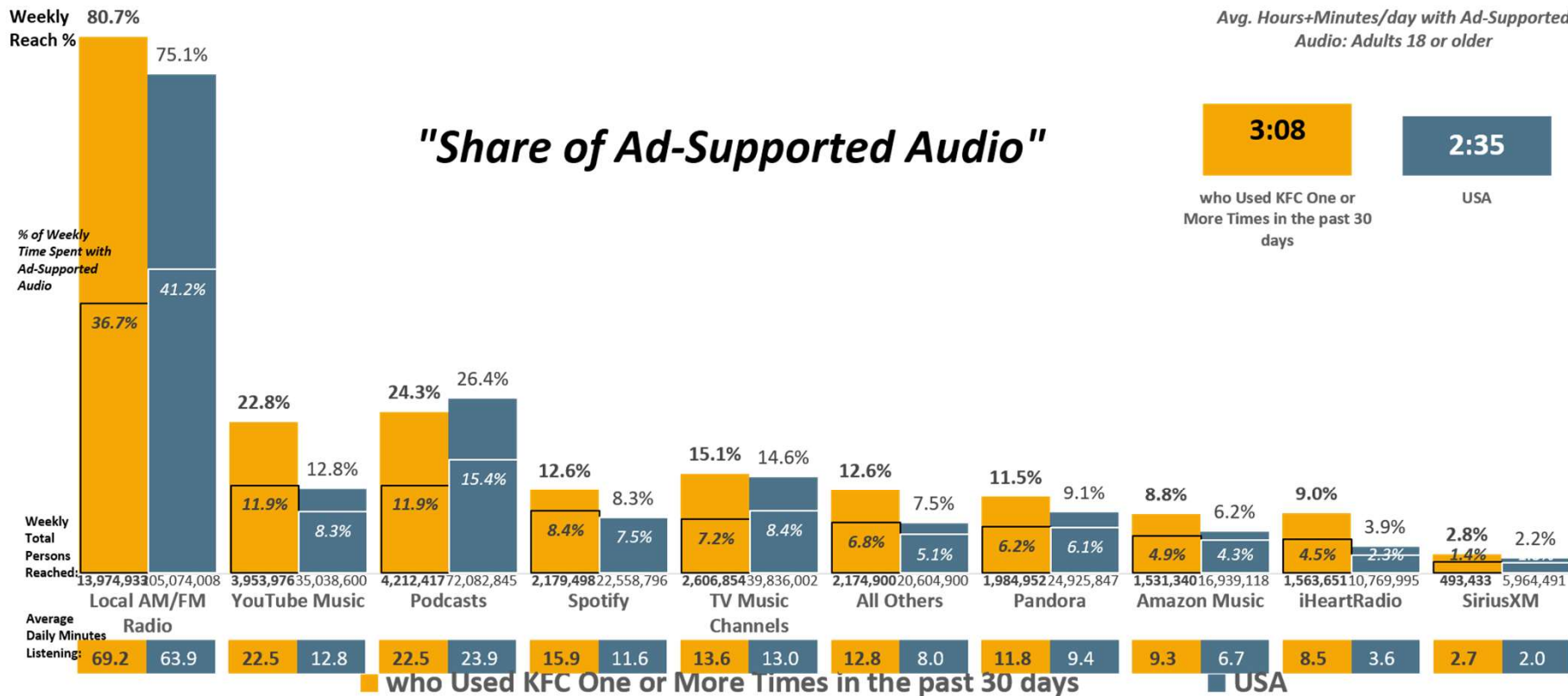


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



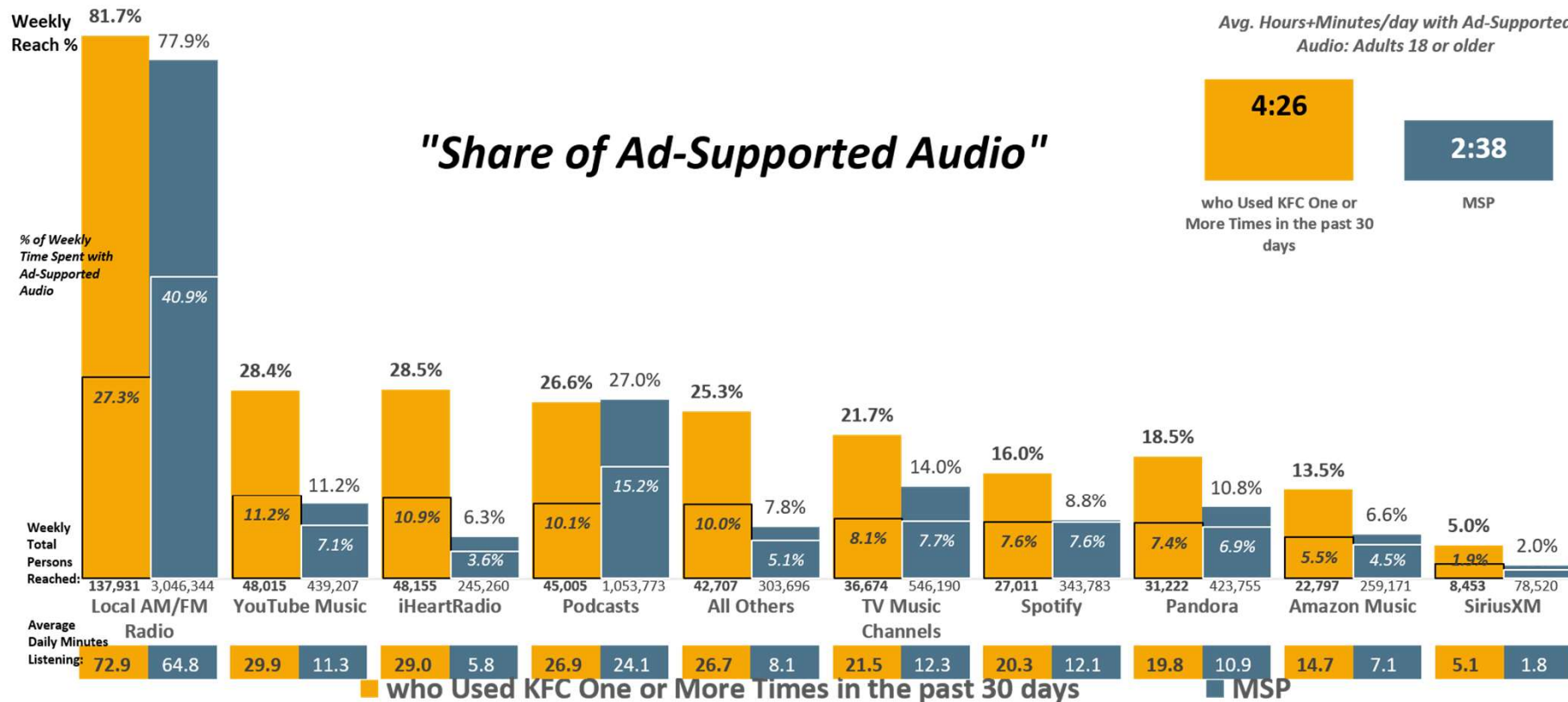


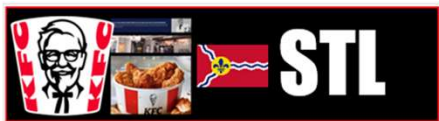
13,974,933 or 80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



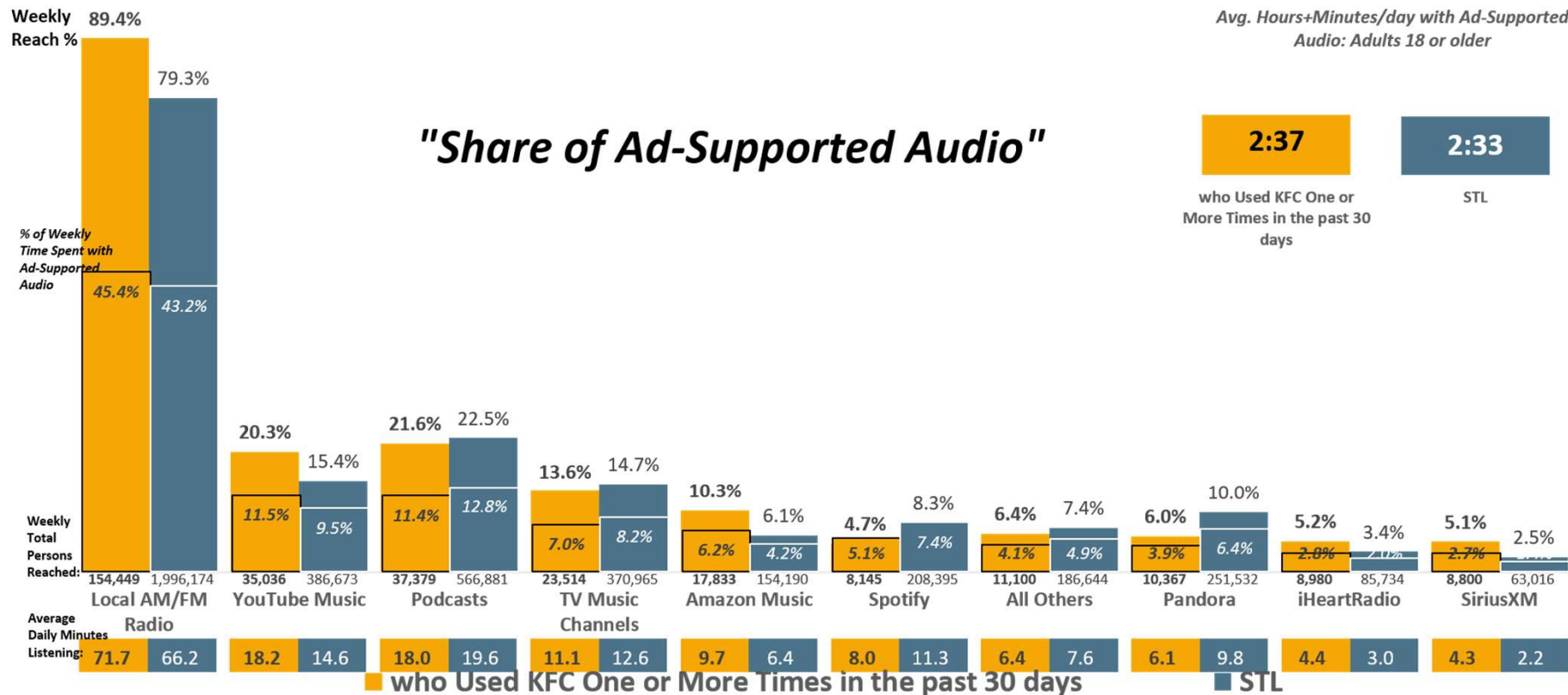


137,931 or 81.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Audio.



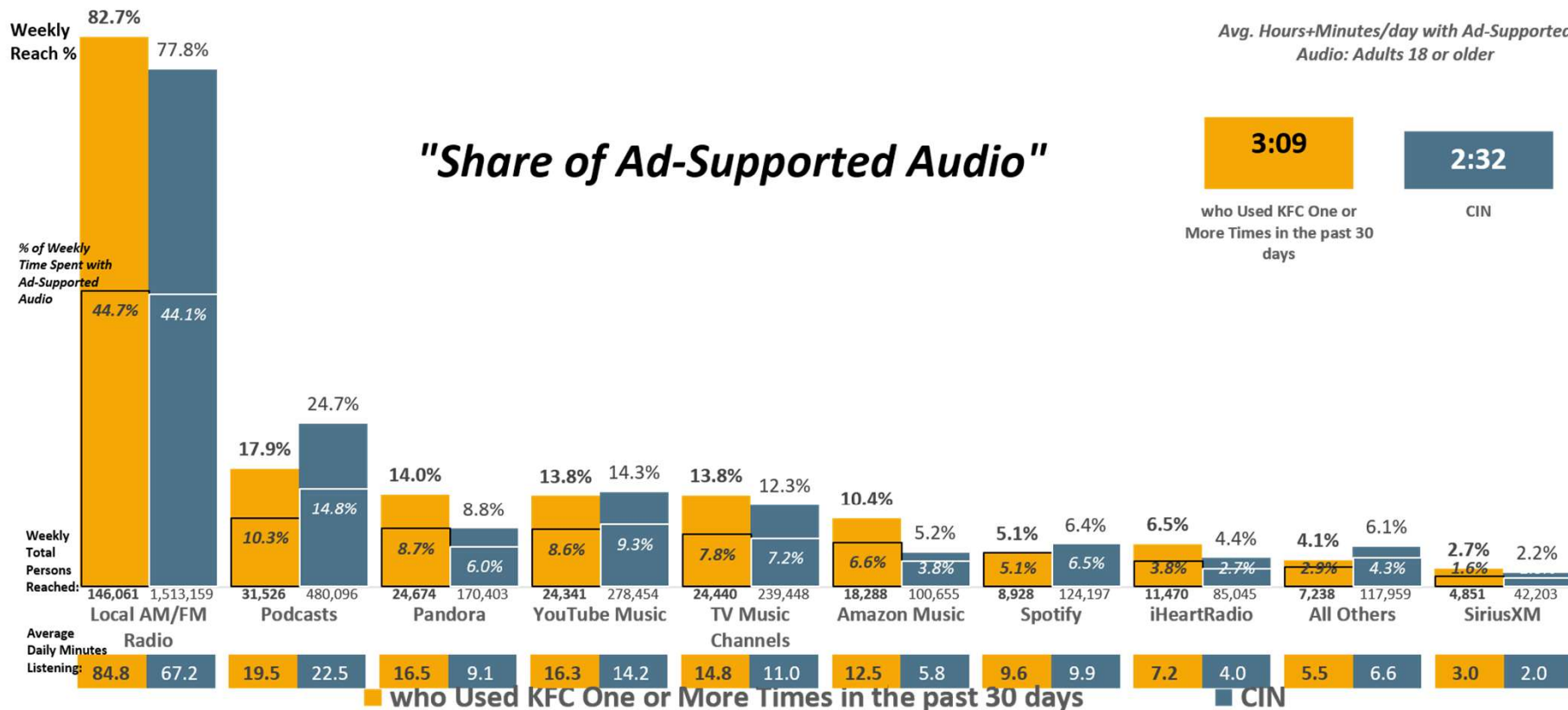


154,449 or 89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.



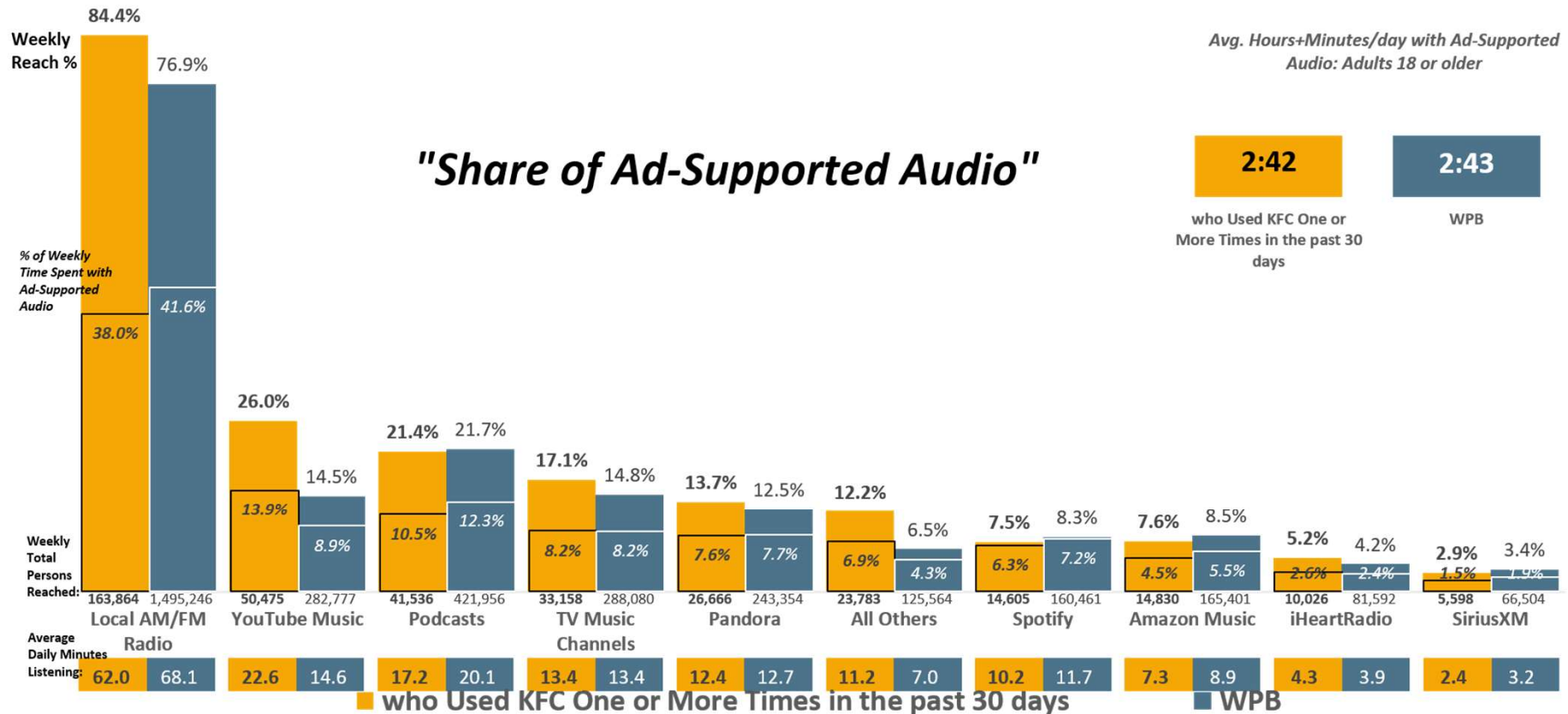


146,061 or 82.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.





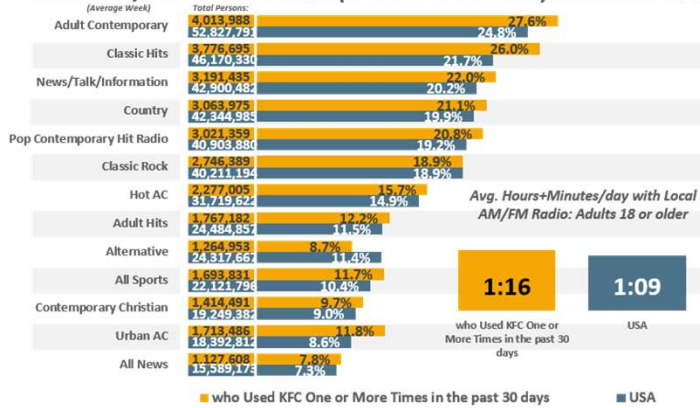
163,864 or 84.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



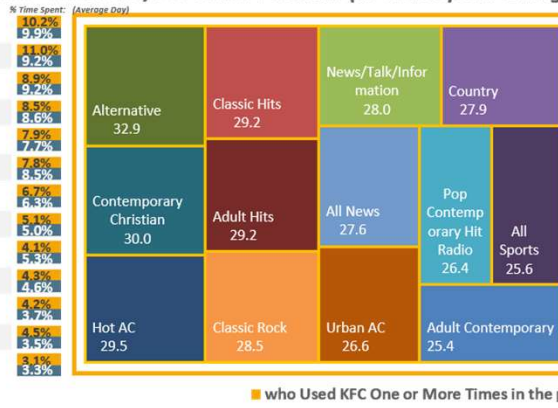


13,974,933 or 80.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

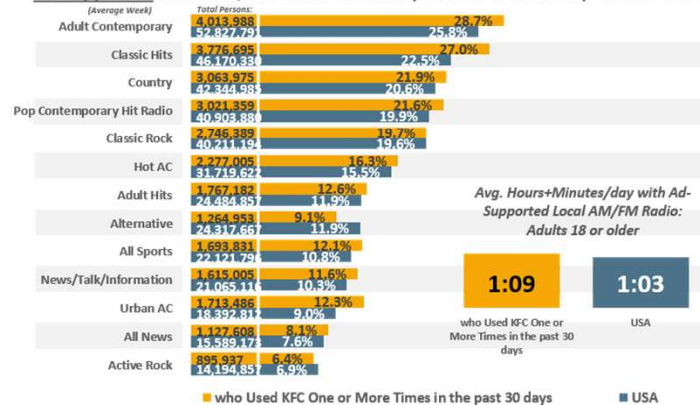
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



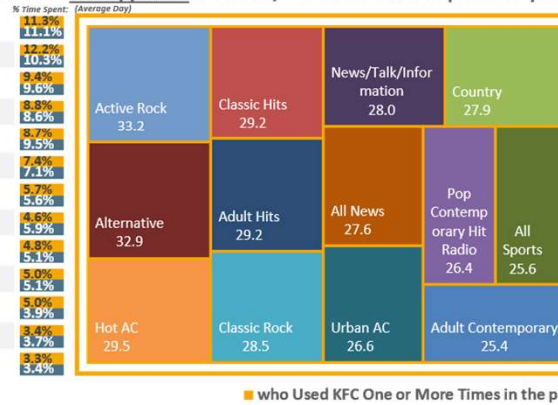
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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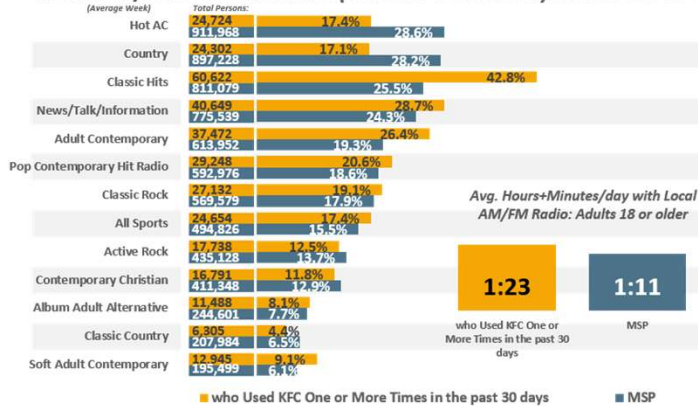
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Quick service restaurants used past 30 days: KFC

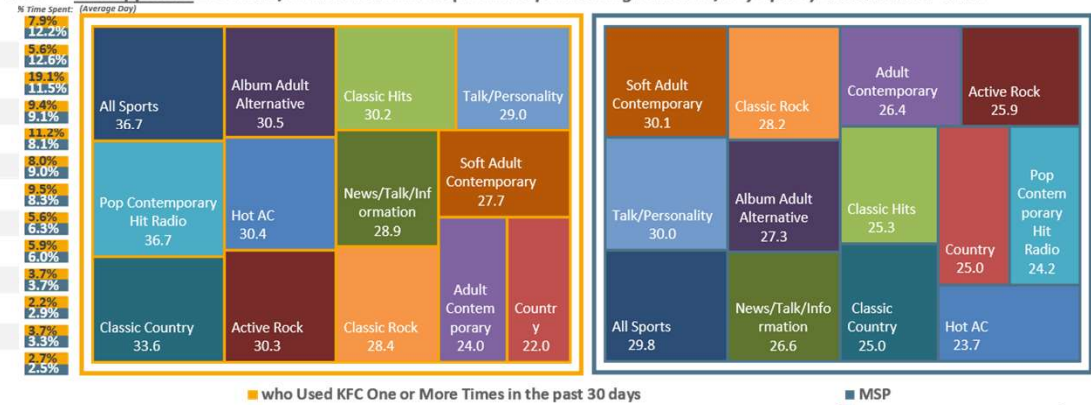
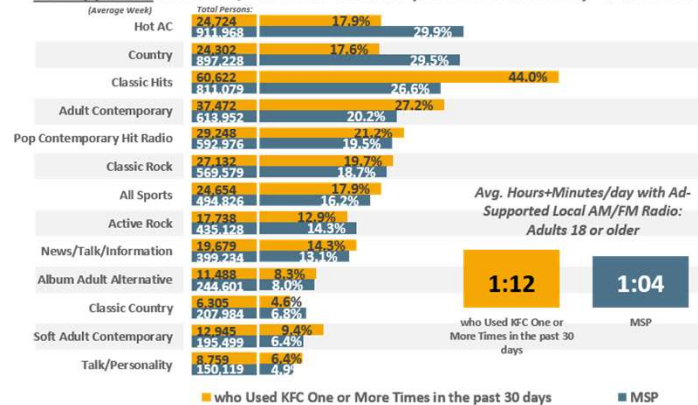


137,931 or 81.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, and Hot AC.

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



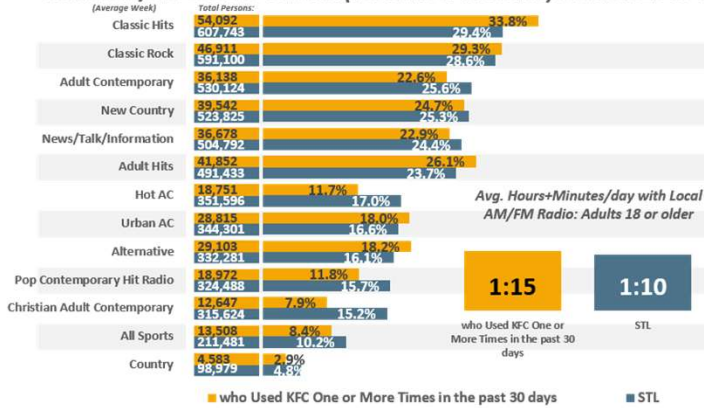
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



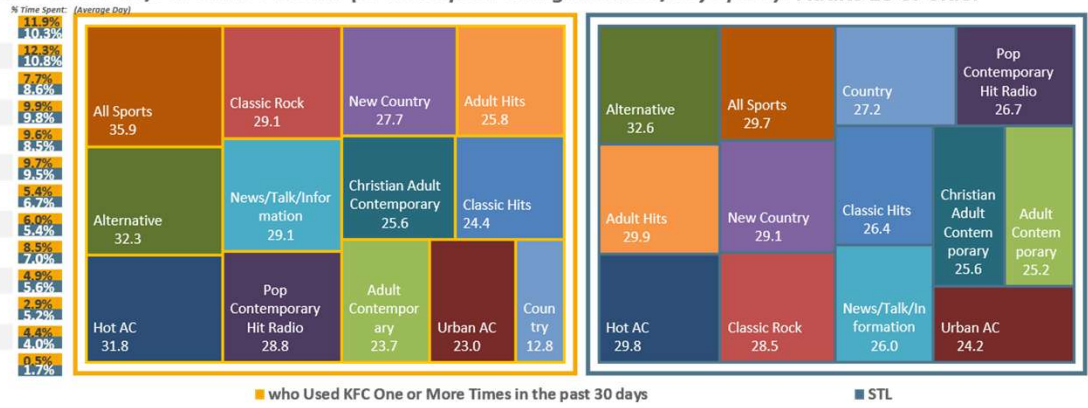


154,449 or 89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Hits, New Country, and Adult Contemporary.

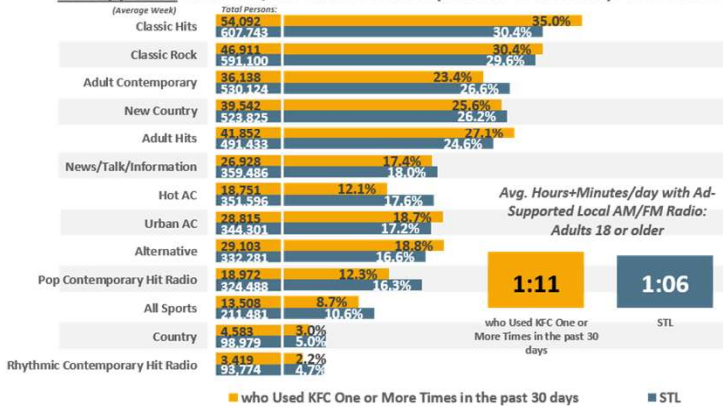
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



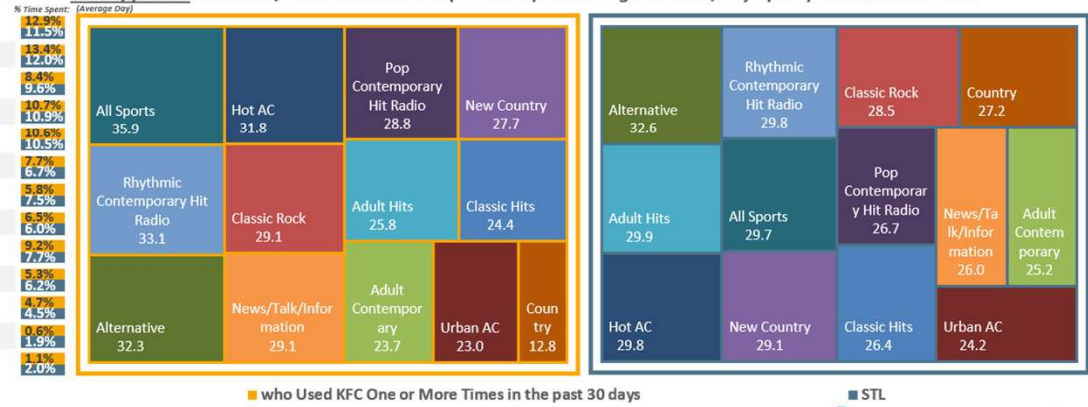
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 134
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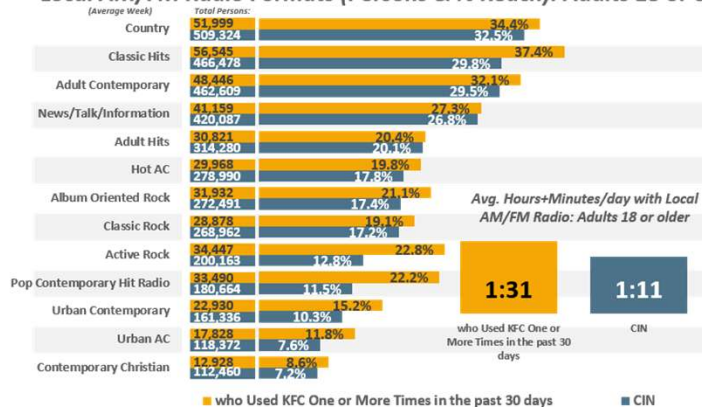
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Quick service restaurants used past 30 days: KFC

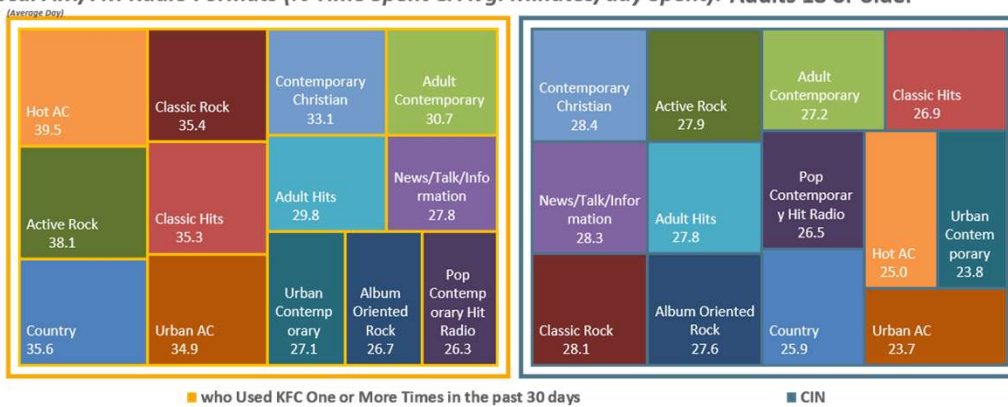


146,061 or 82.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Active Rock, and Pop Contemporary Hit Radio.

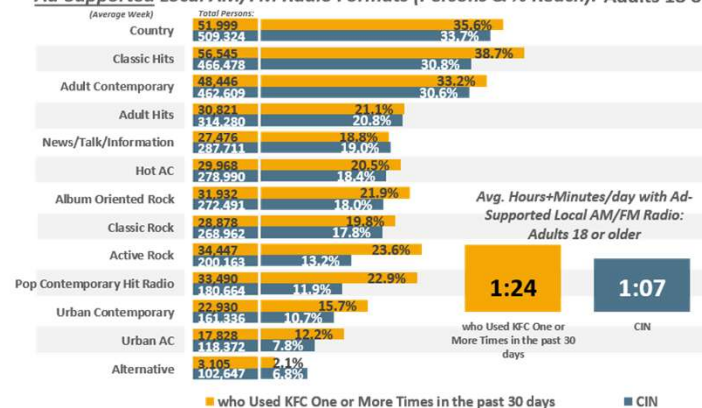
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



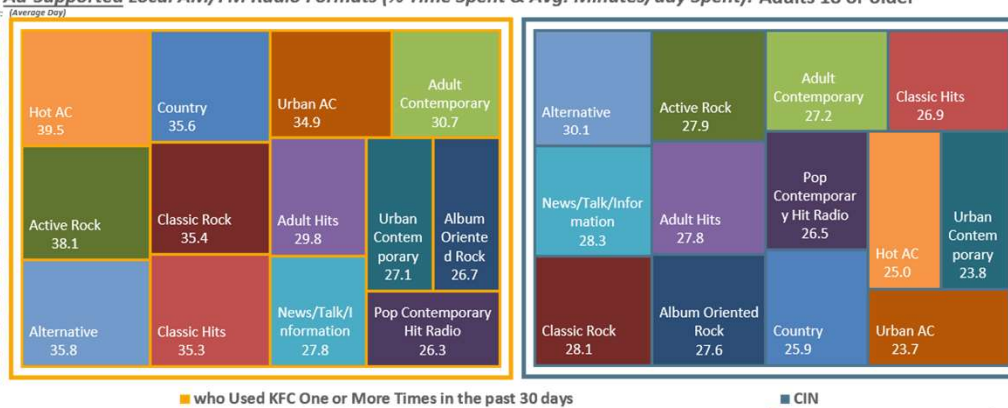
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171
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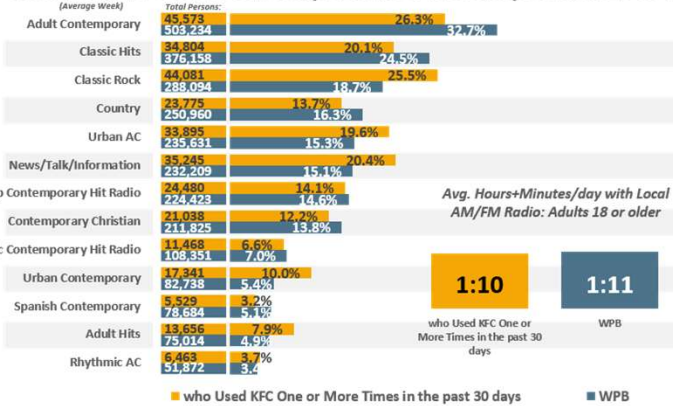
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

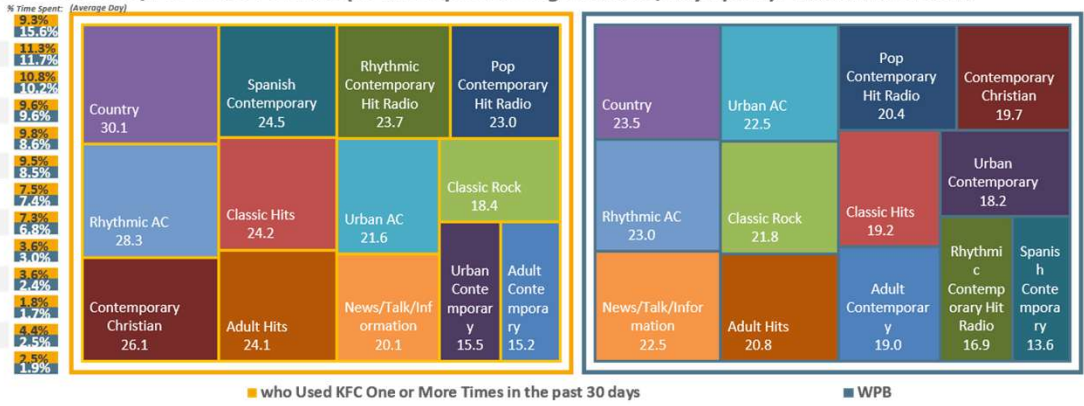


163,864 or 84.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Urban AC, and Pop Contemporary Hit Radio.

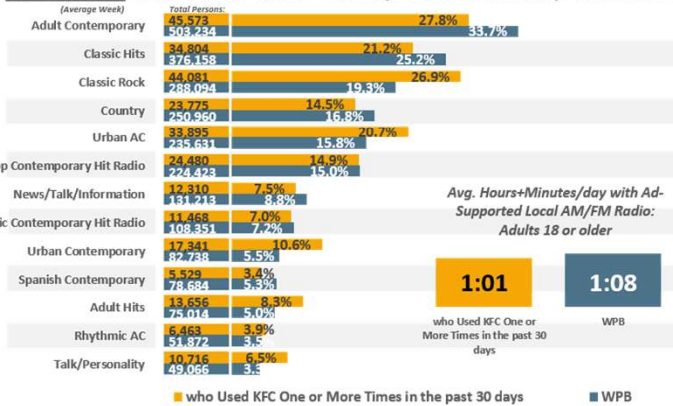
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



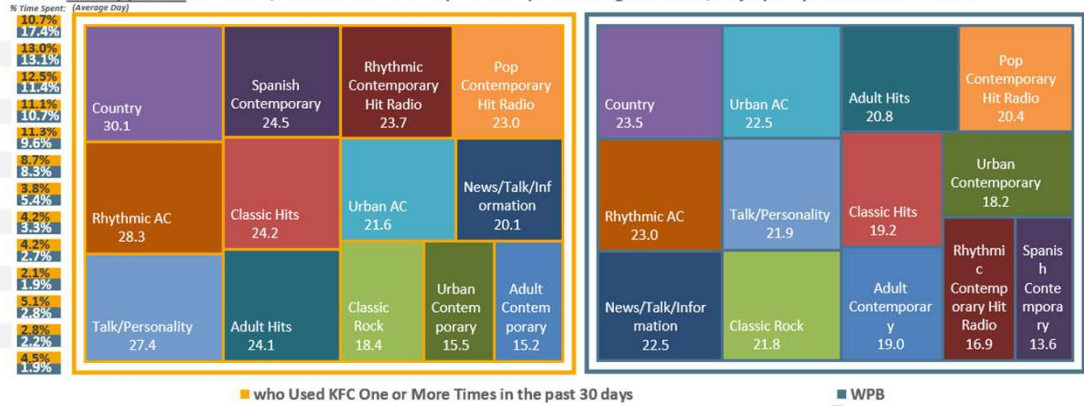
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

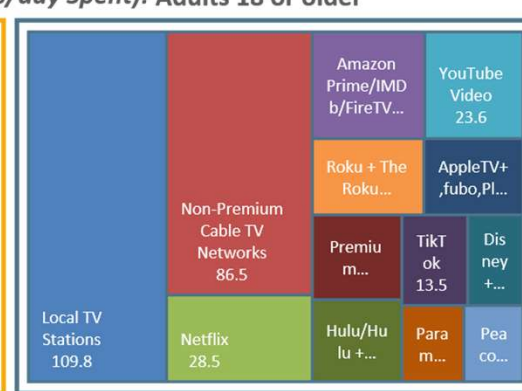
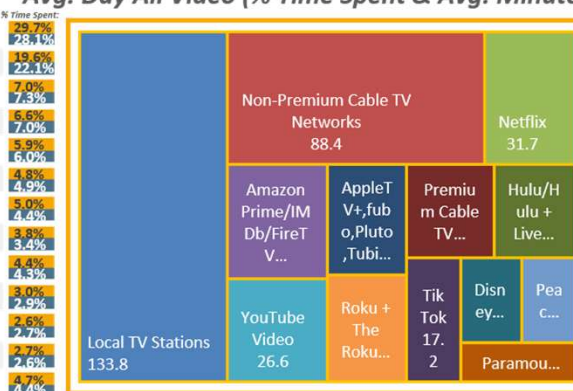
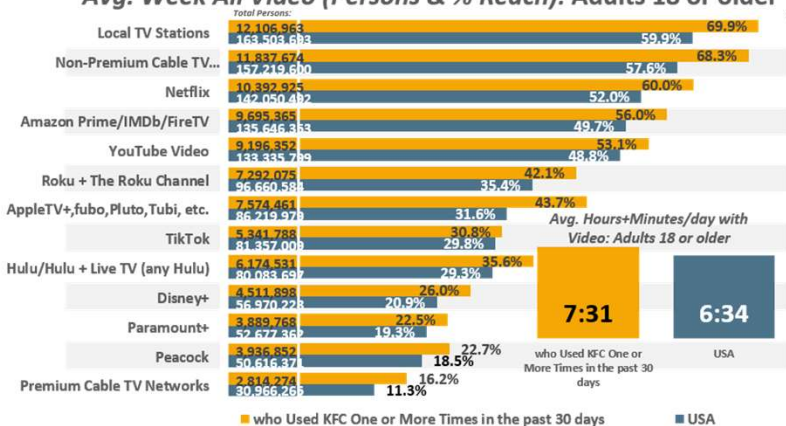




11,763,479 or 67.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 34.0% of all time spent daily with Ad-Supported Video.

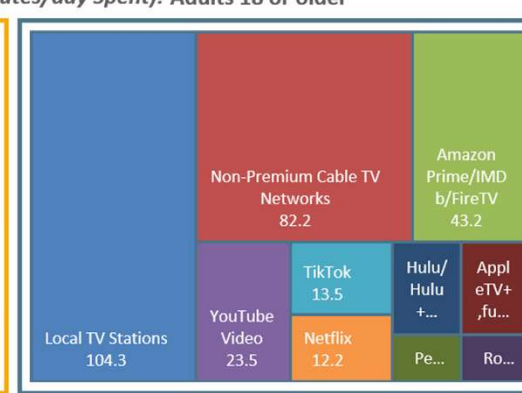
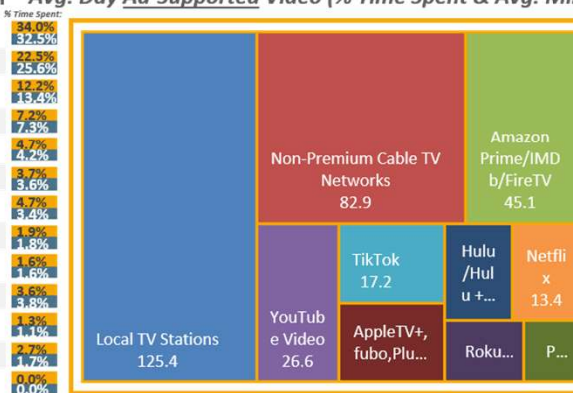
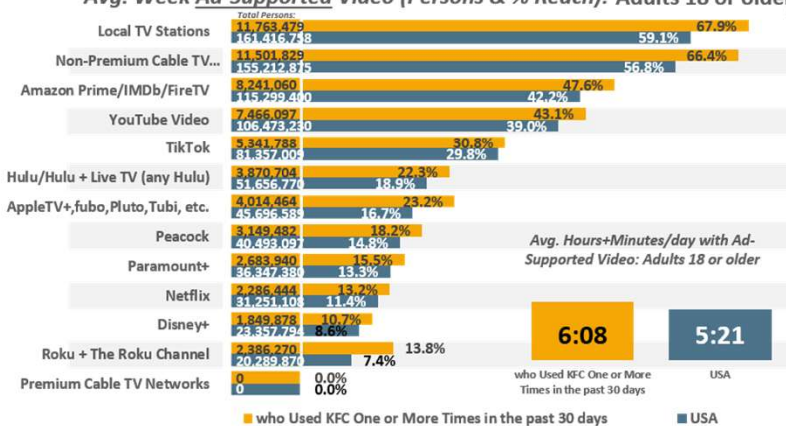
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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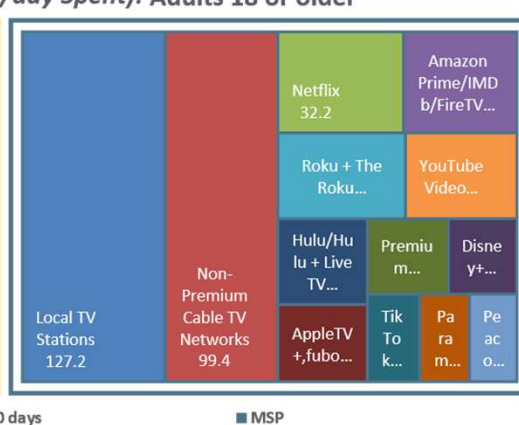
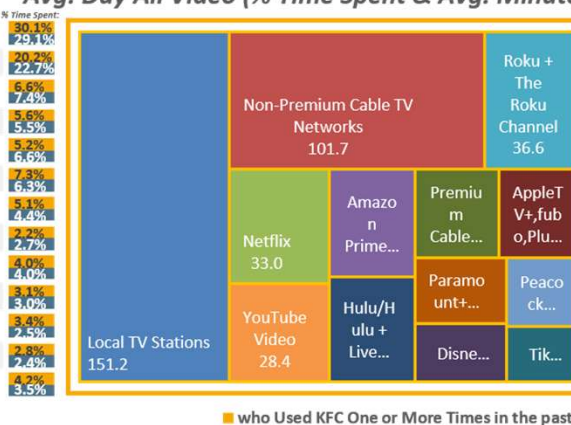
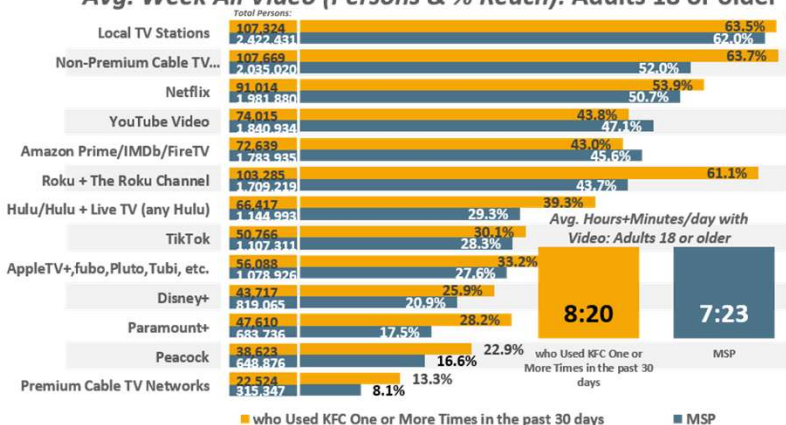
Quick service restaurants used past 30 days: KFC



104,313 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 140.4 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.

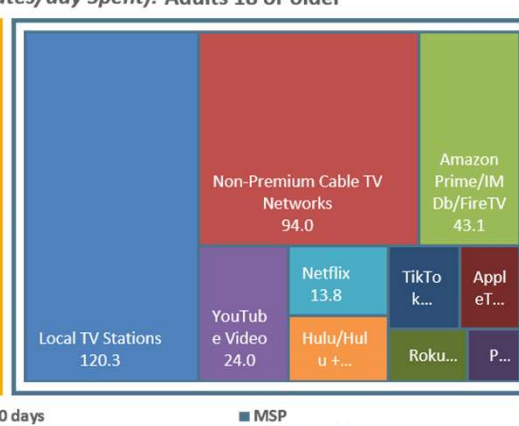
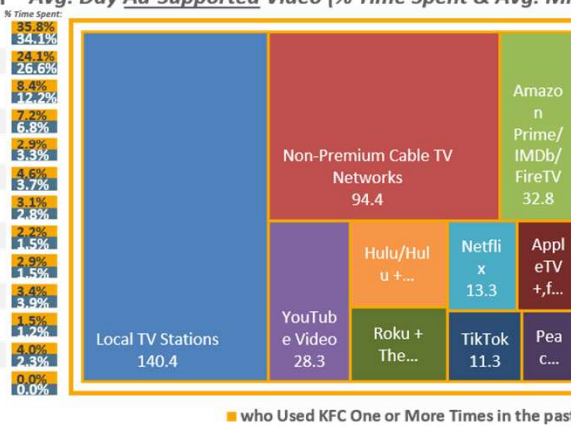
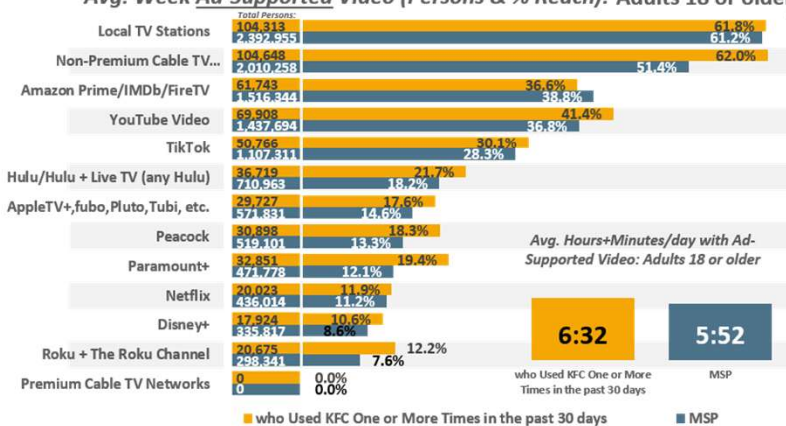
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

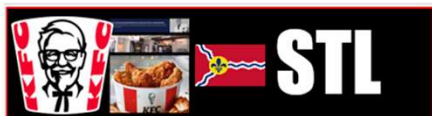
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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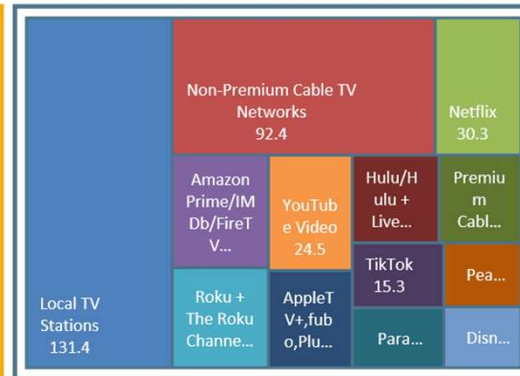
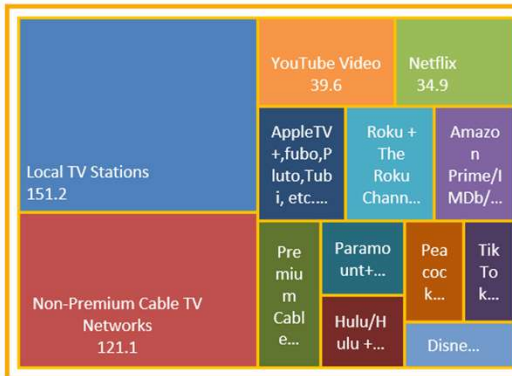
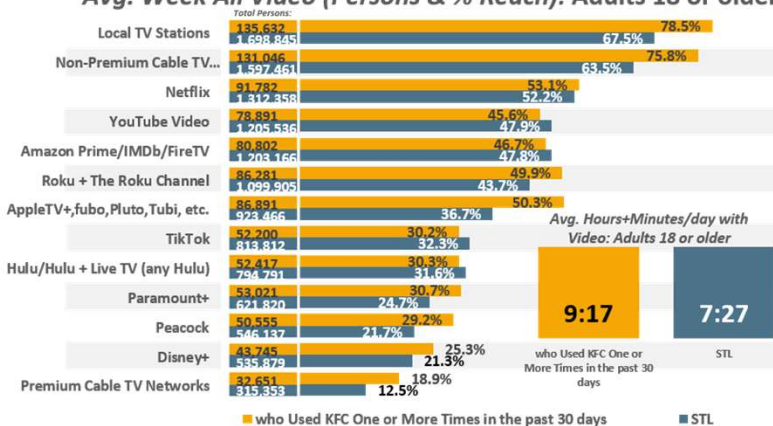
Quick service restaurants used past 30 days: KFC



132,512 or 76.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 147.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

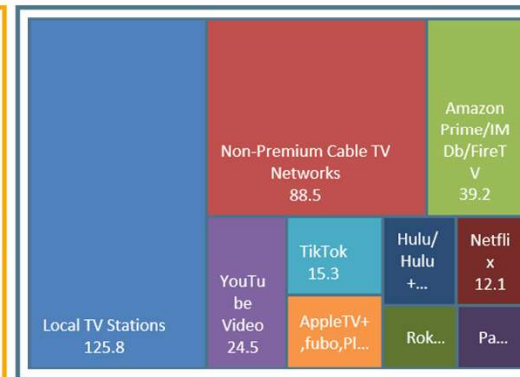
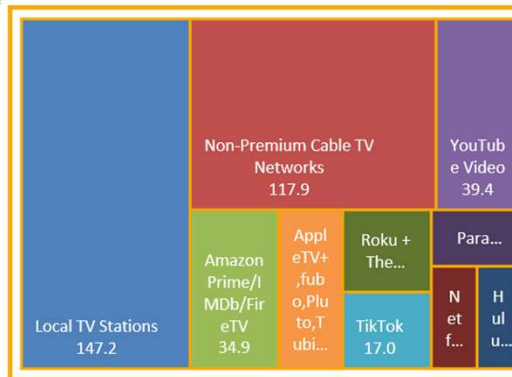
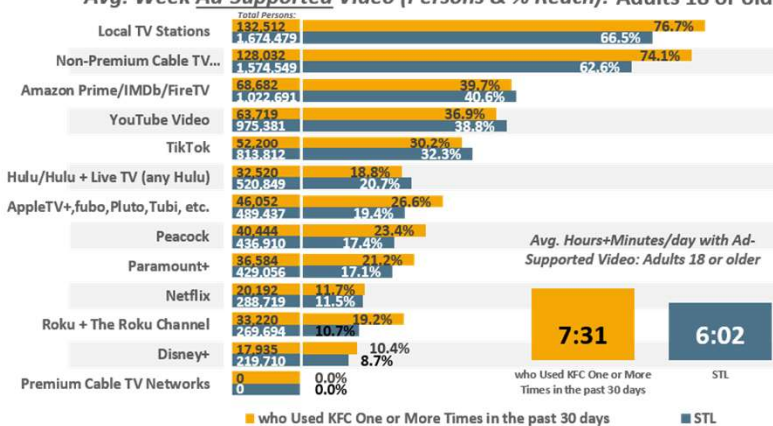
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

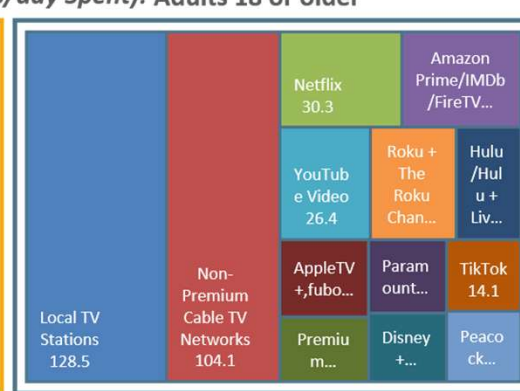
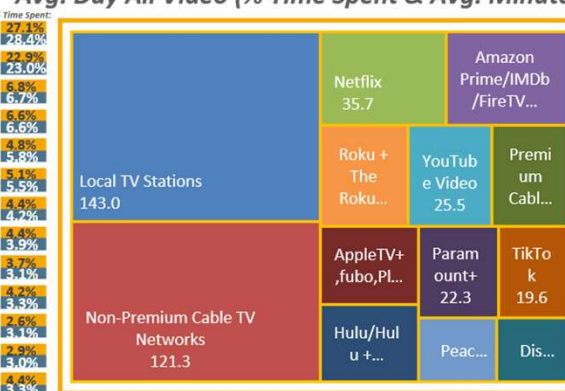
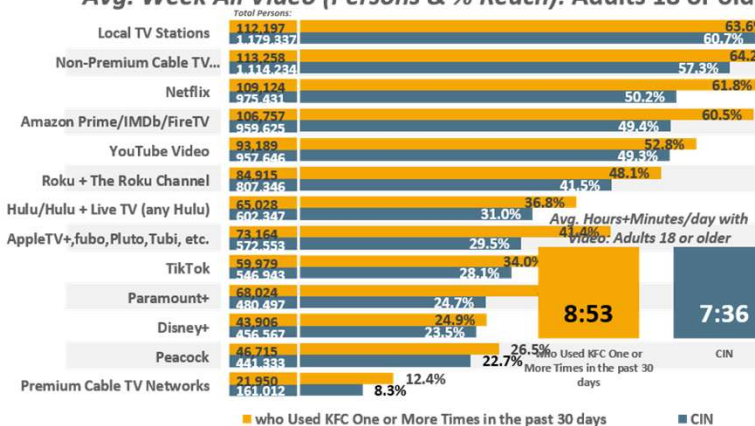




109,149 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 135.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

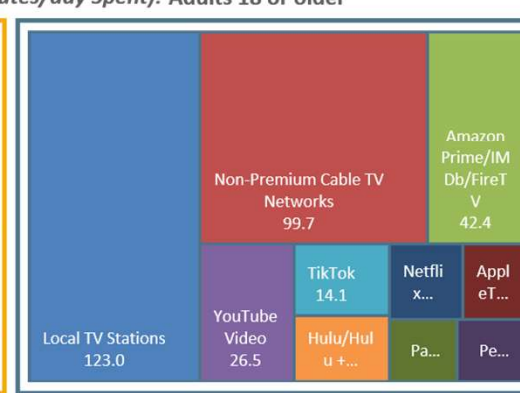
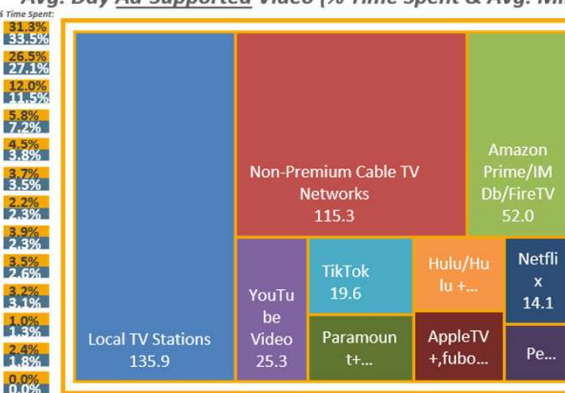
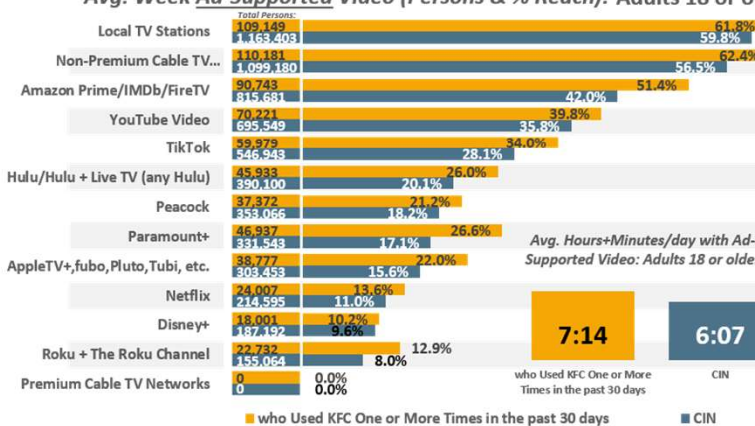
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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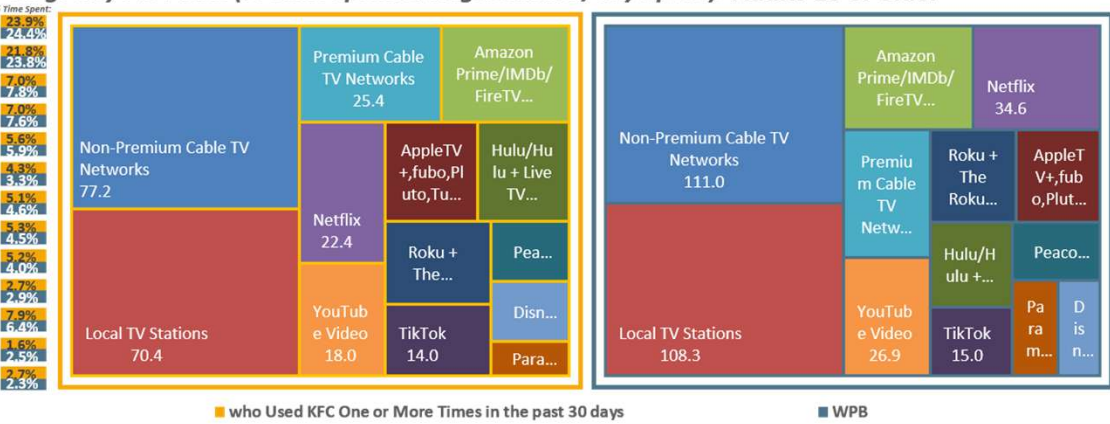
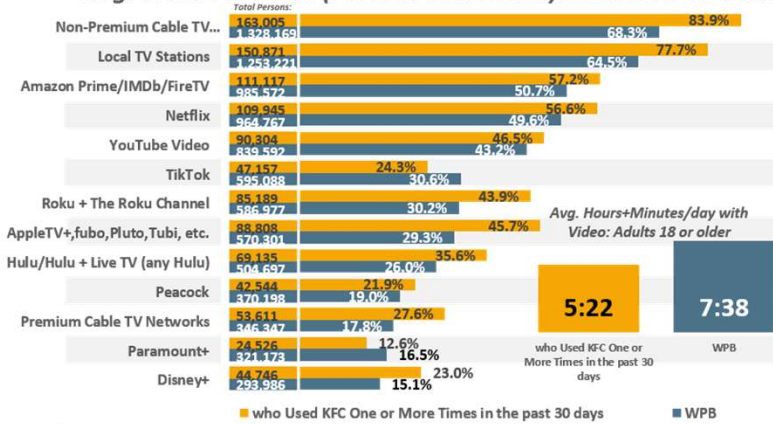
Quick service restaurants used past 30 days: KFC



145,505 or 74.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 64.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

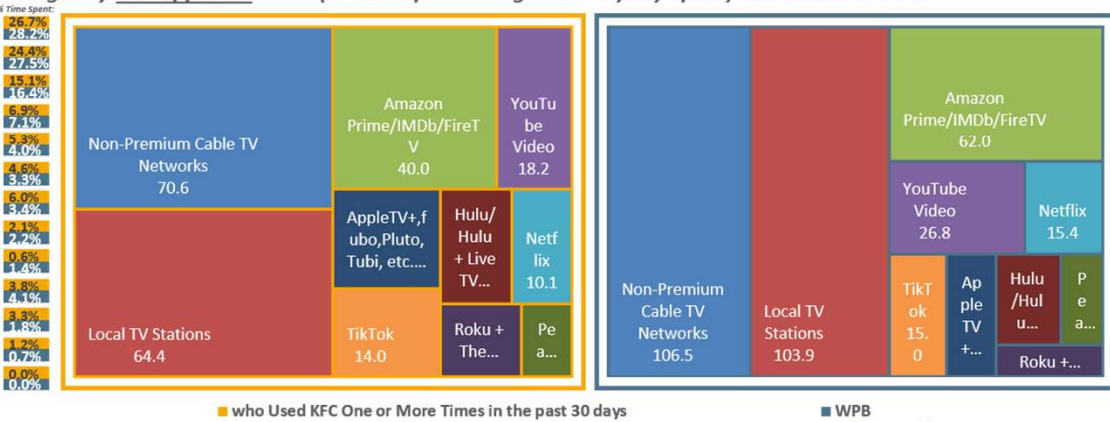
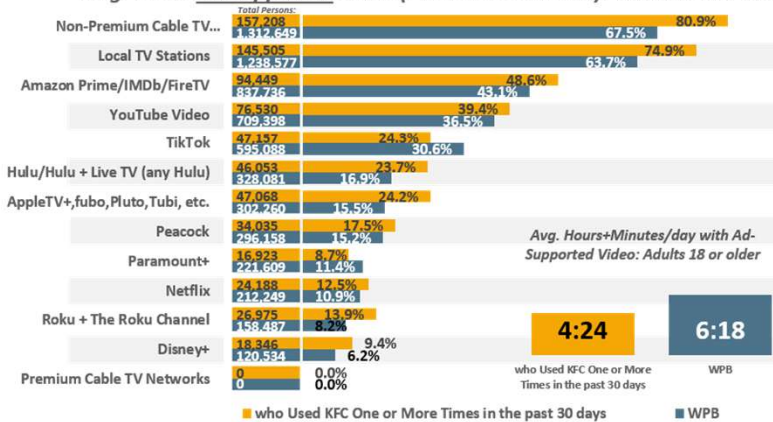
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R1 2026: Jan25-Jan26 Qual Intab 236
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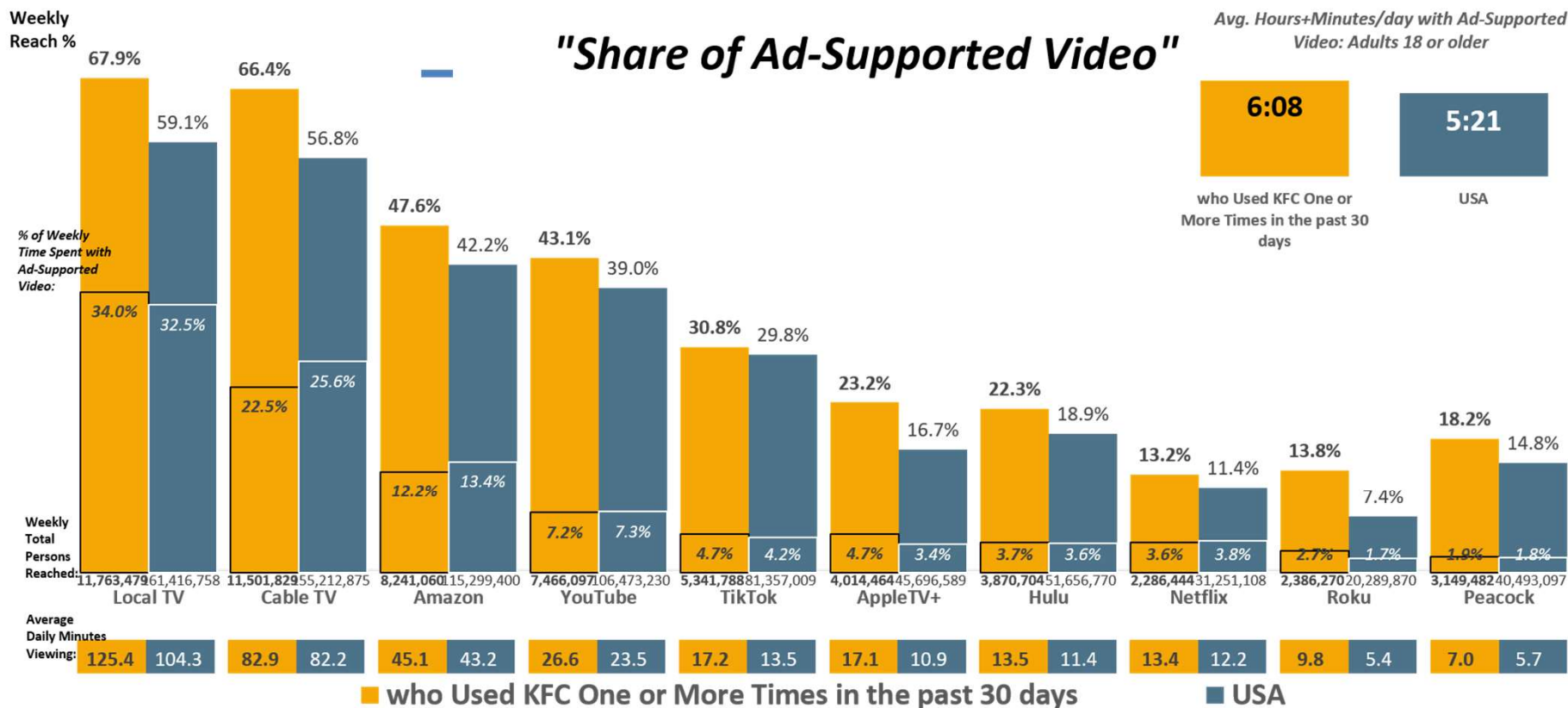
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Quick service restaurants used past 30 days: KFC



11,763,479 or 67.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 125.4 minutes every day representing 34.0% of all time spent daily with Ad-Supported Video.

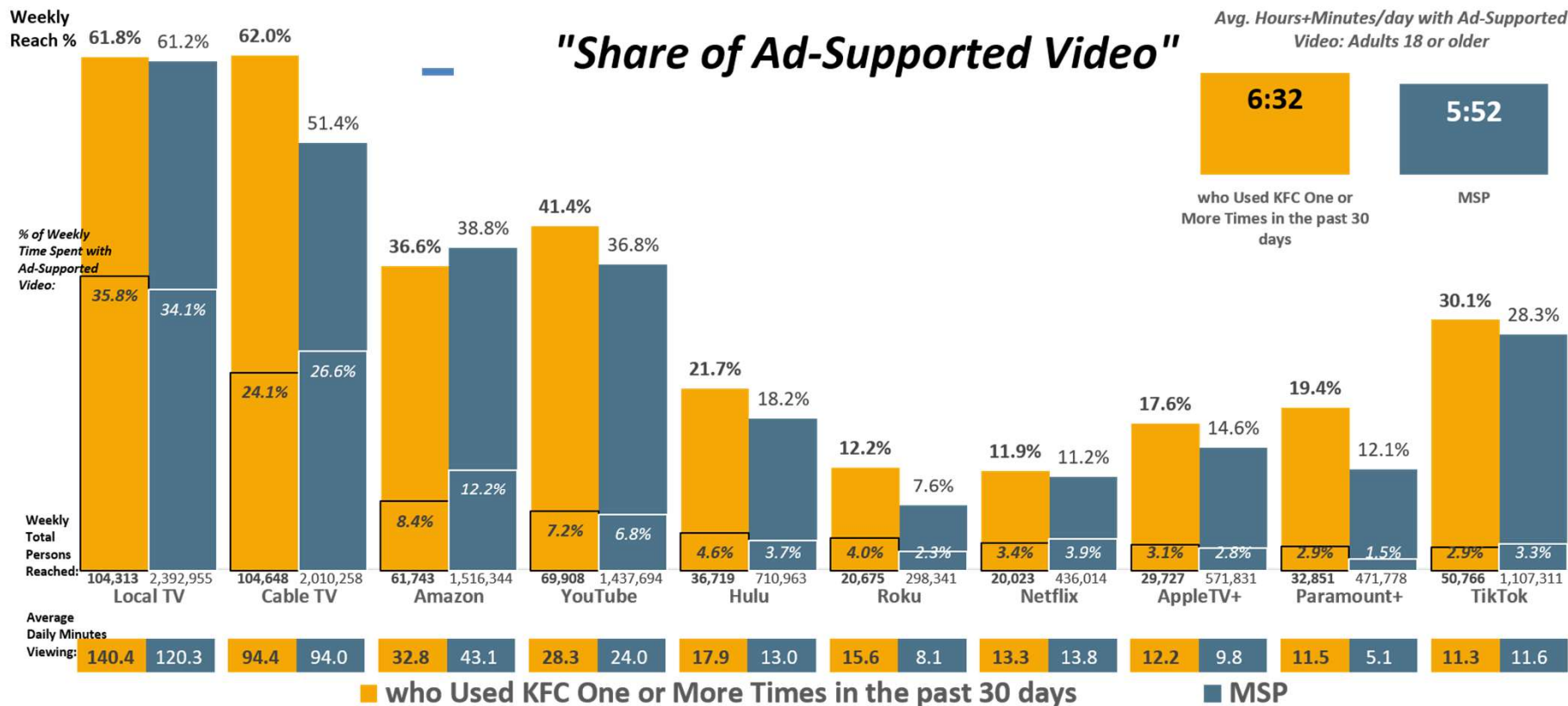
"Share of Ad-Supported Video"

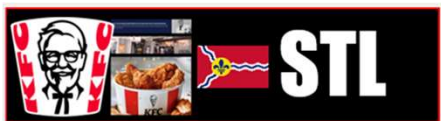




104,313 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 140.4 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.

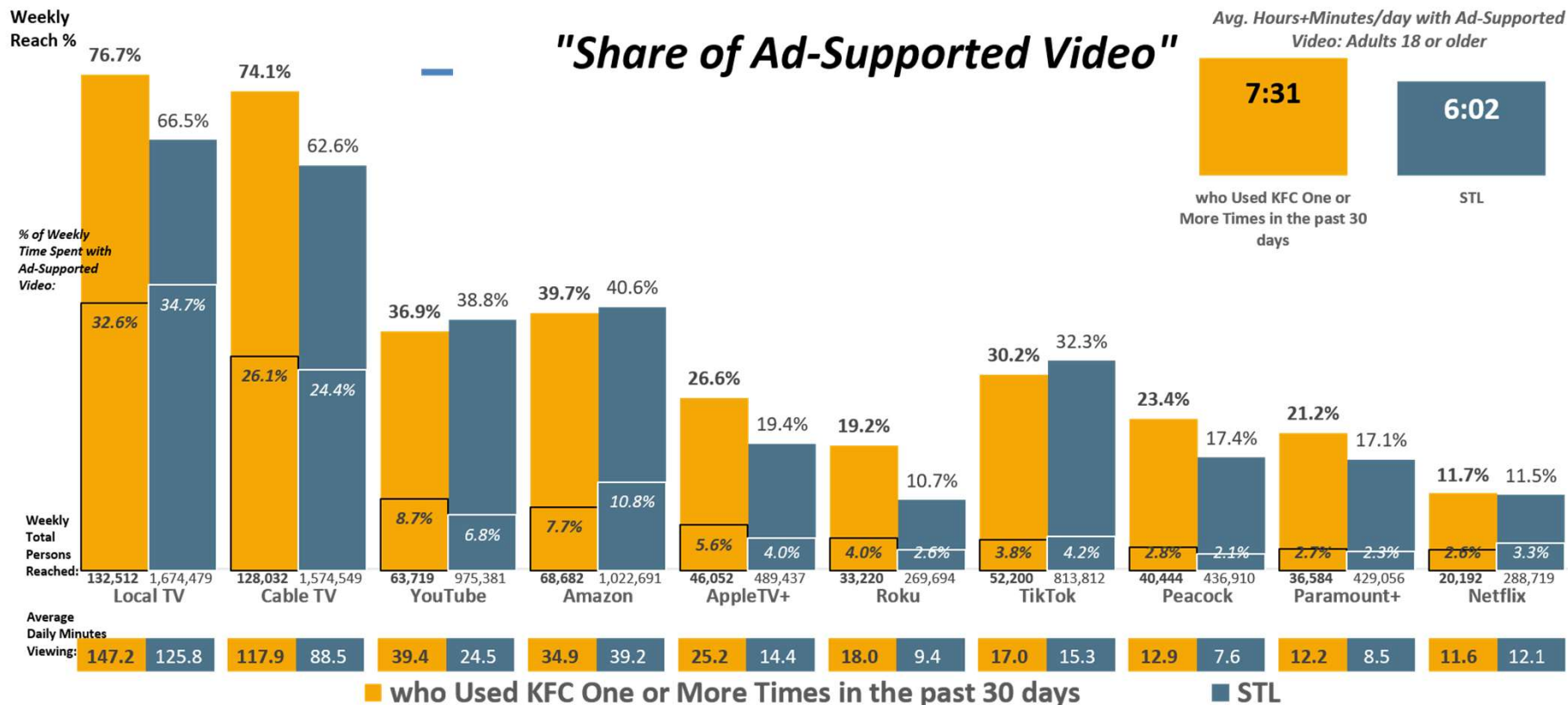
"Share of Ad-Supported Video"





132,512 or 76.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 147.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

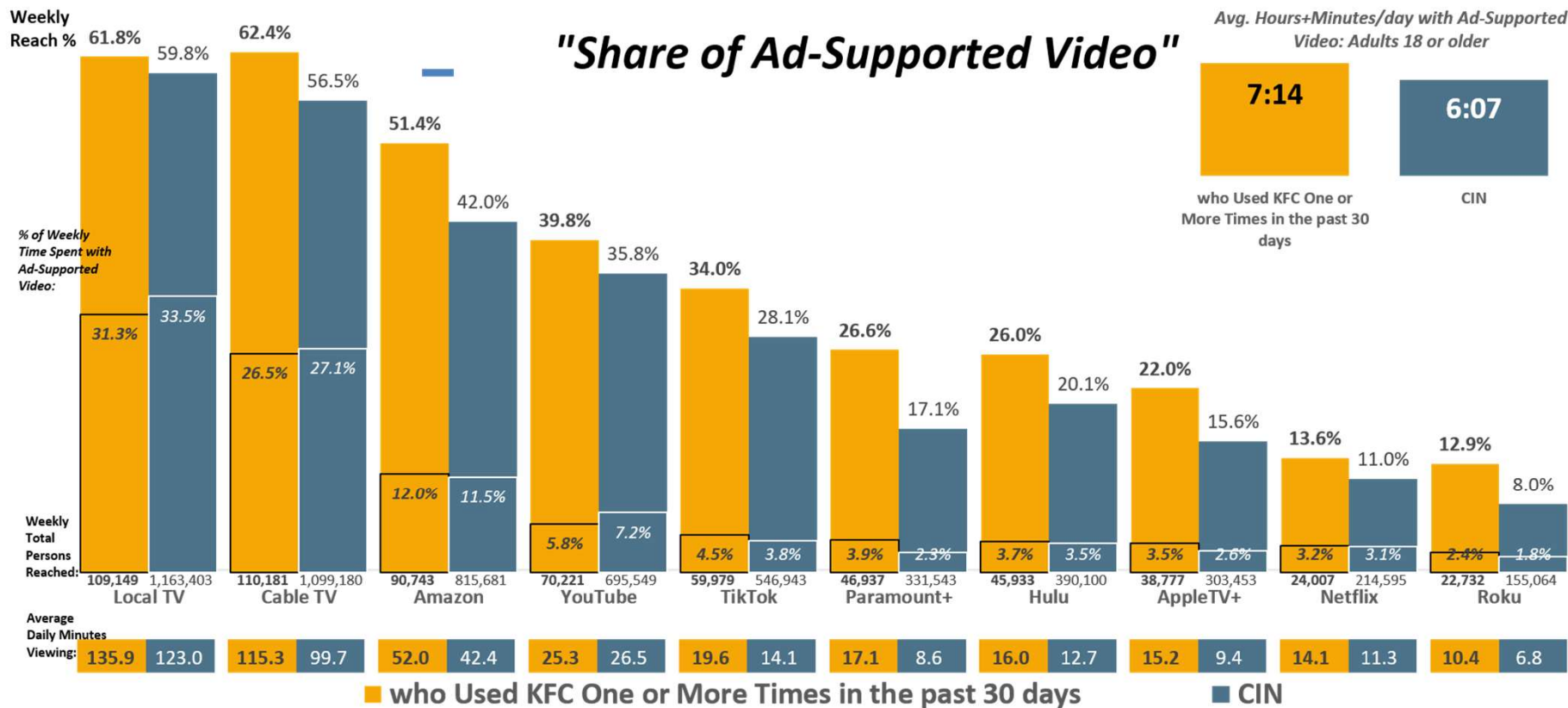
"Share of Ad-Supported Video"





109,149 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 135.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

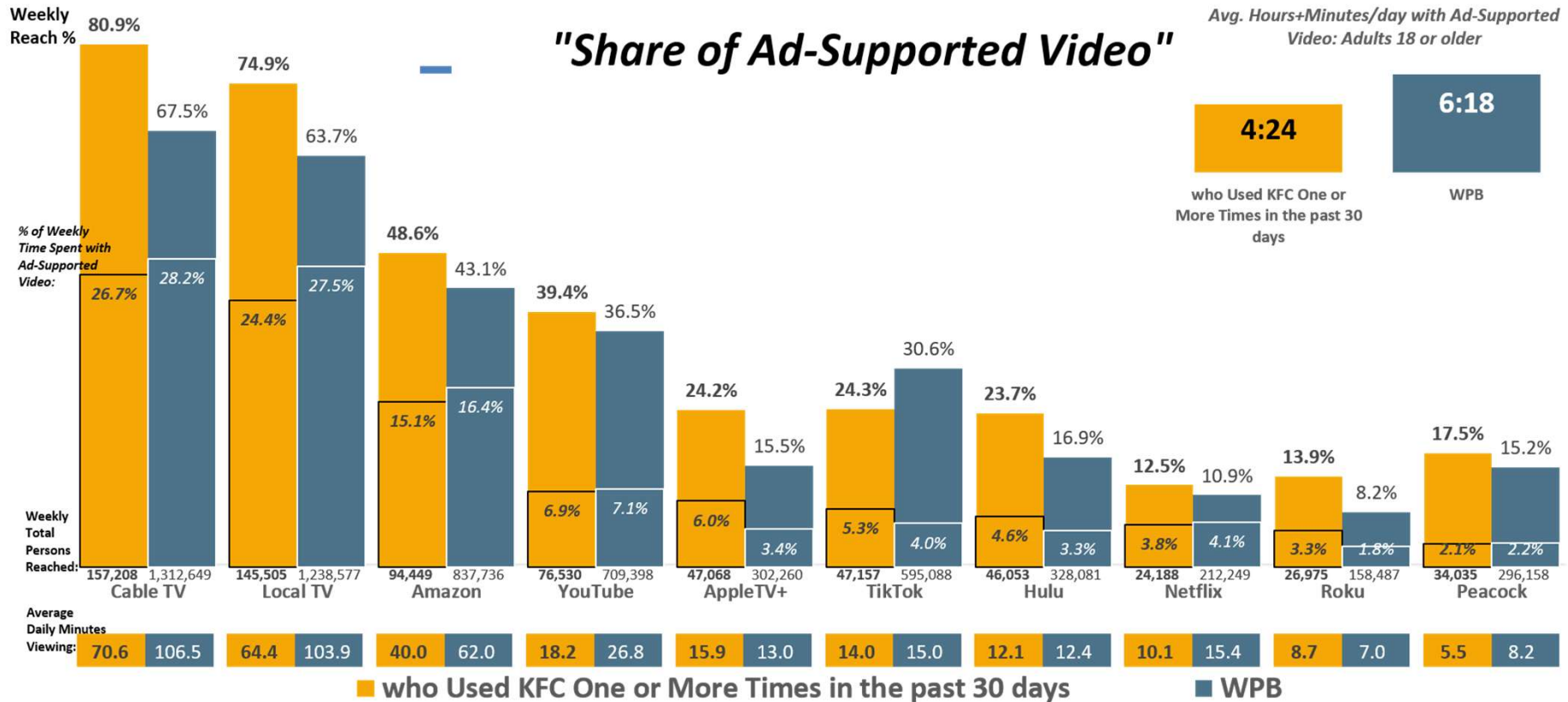
"Share of Ad-Supported Video"





145,505 or 74.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 64.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

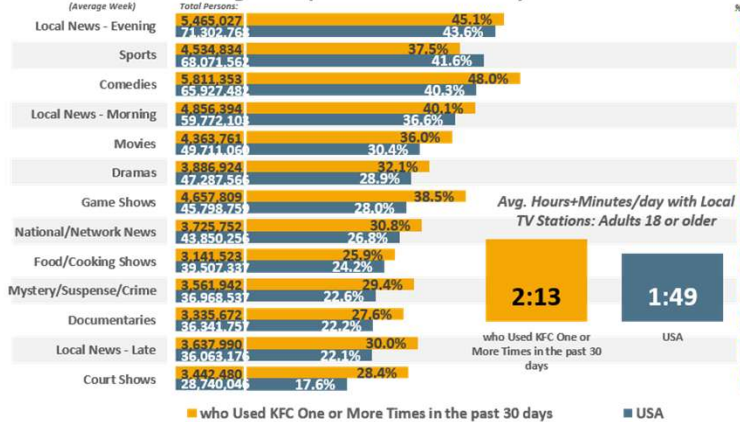
"Share of Ad-Supported Video"



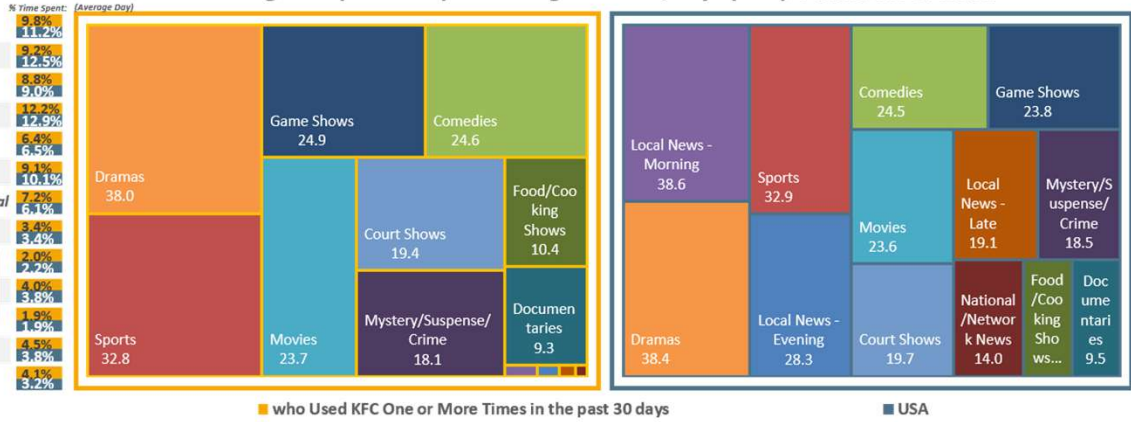


11,763,479 or 67.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Game Shows, Sports, and Movies.

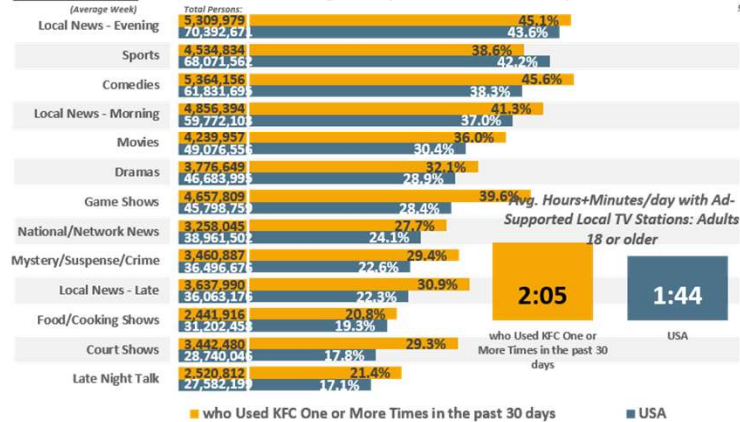
Local TV Station Programs (Persons & % Reach): Adults 18 or older



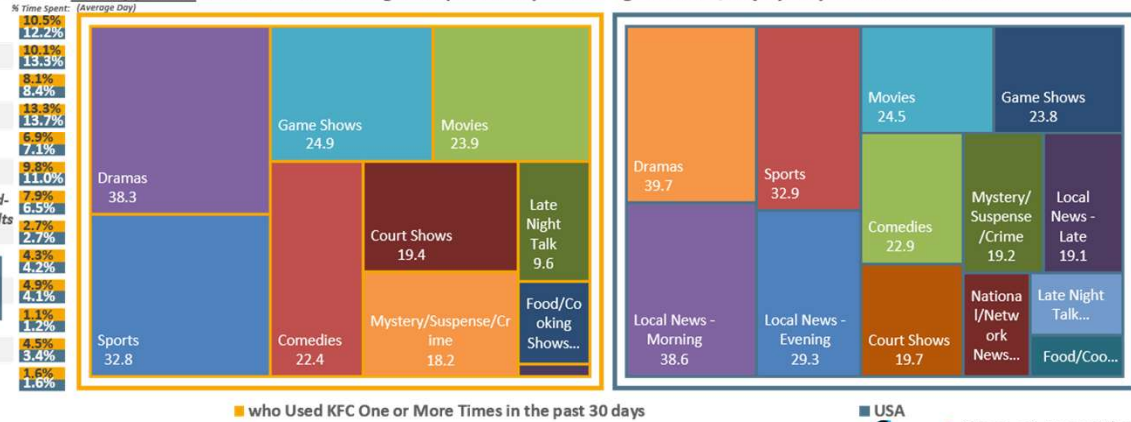
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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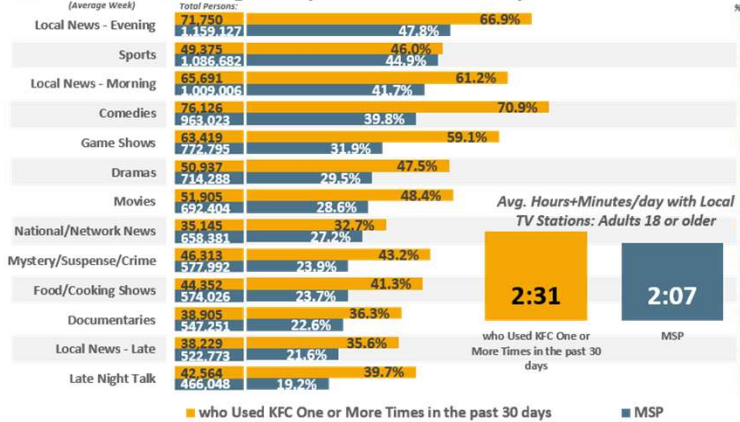
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Quick service restaurants used past 30 days: KFC

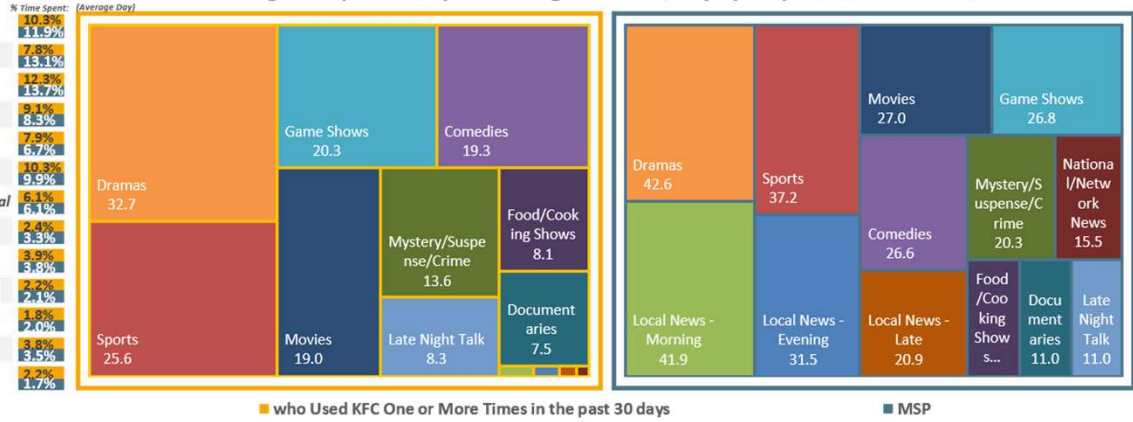


104,313 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Game Shows, Movies, and Dramas.

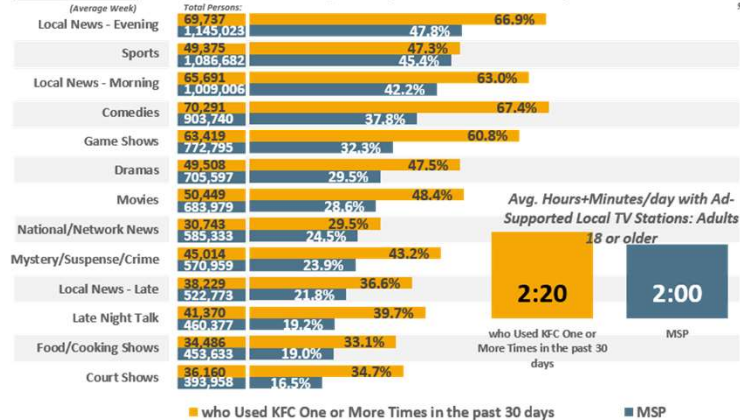
Local TV Station Programs (Persons & % Reach): Adults 18 or older



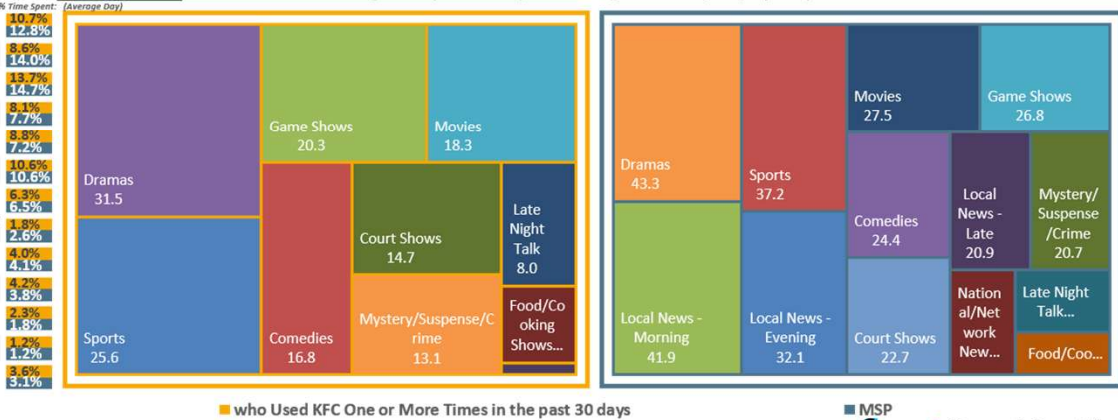
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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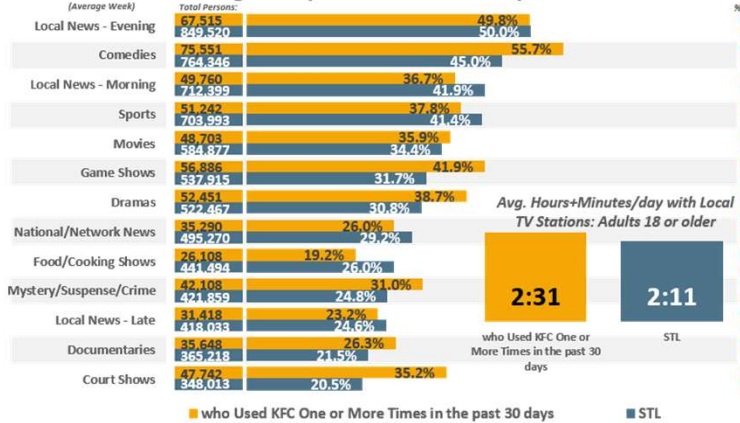
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Quick service restaurants used past 30 days: KFC

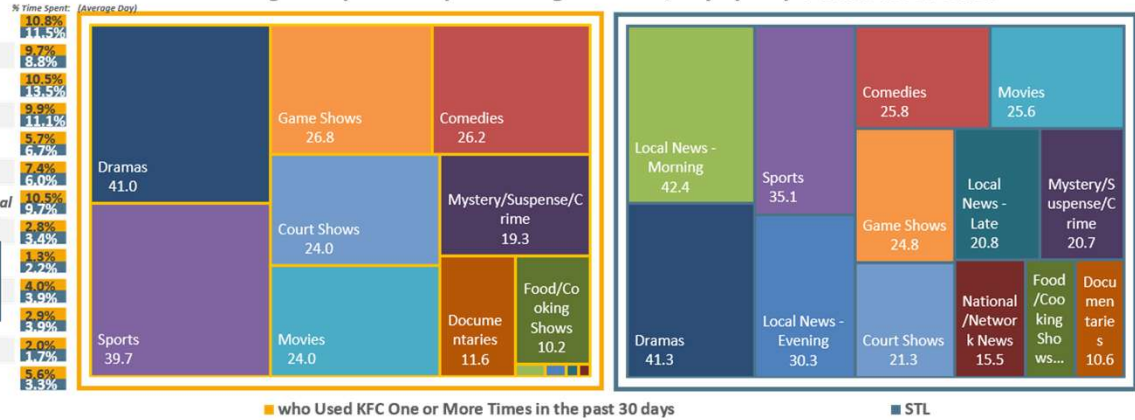


132,512 or 76.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Game Shows, Dramas, Sports, and Local News - Morning.

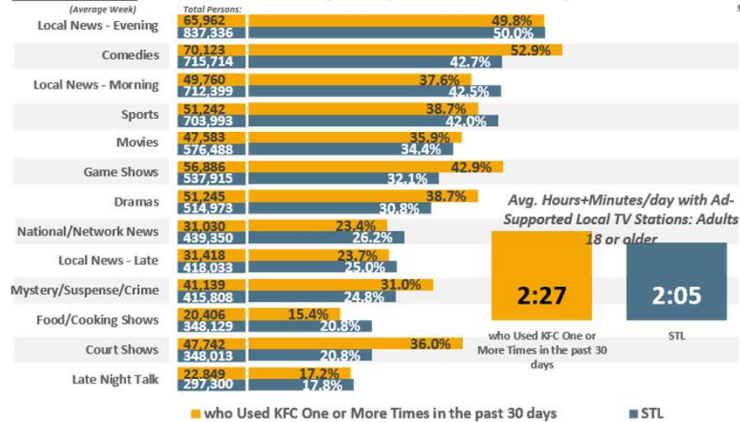
Local TV Station Programs (Persons & % Reach): Adults 18 or older



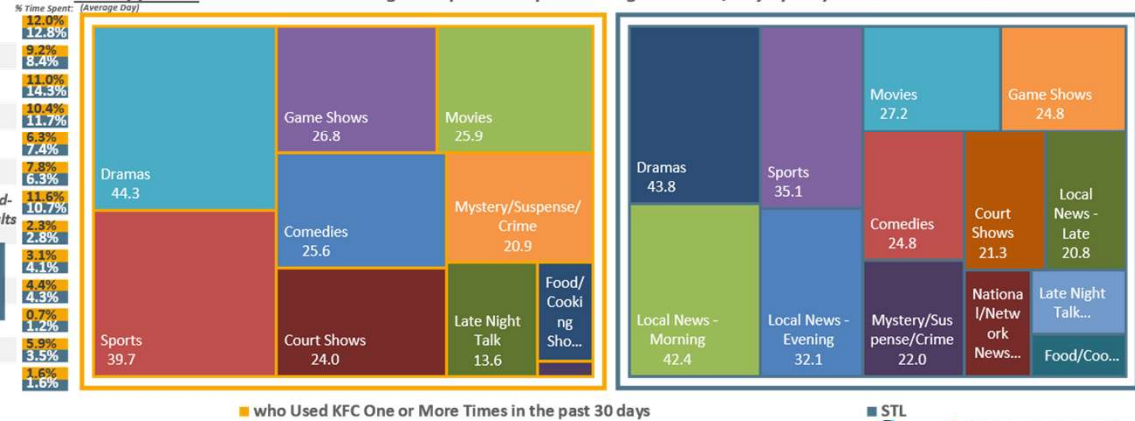
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



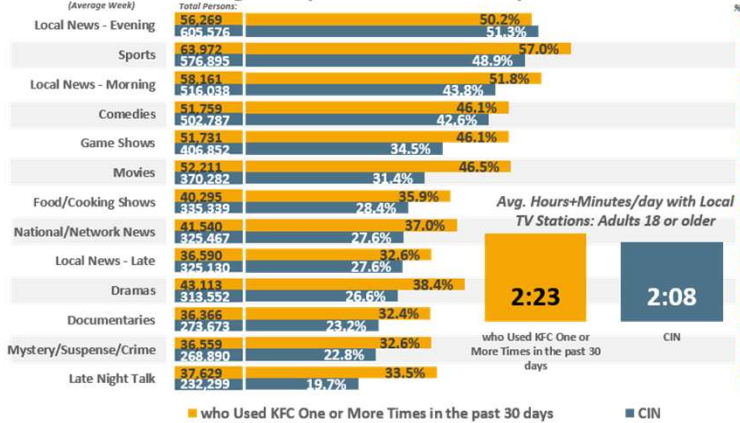
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



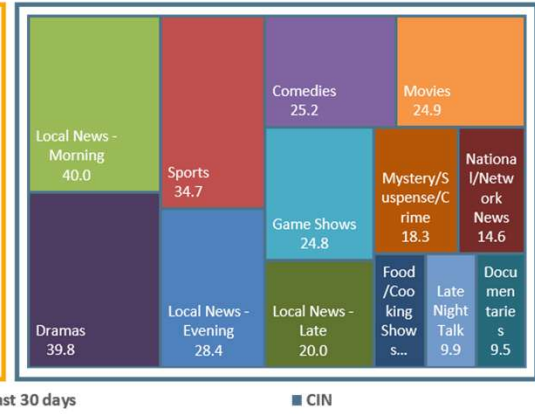
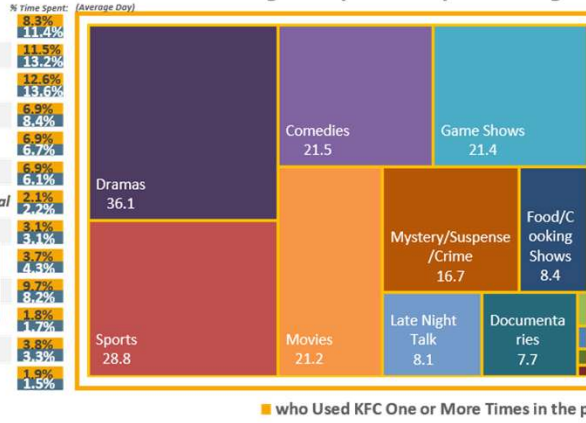


109,149 or 61.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Movies, and Comedies.

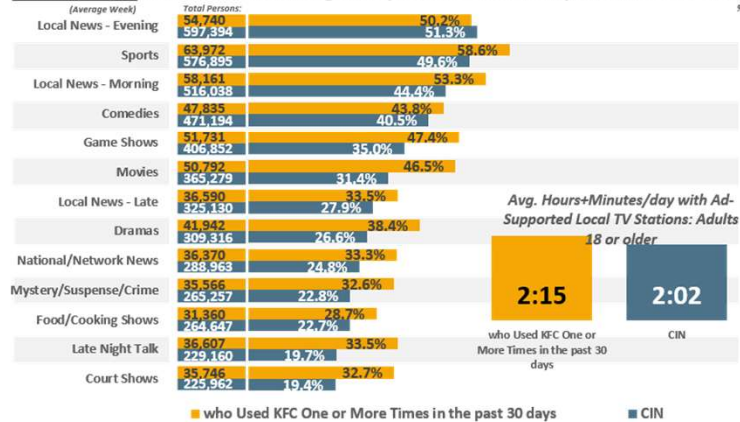
Local TV Station Programs (Persons & % Reach): Adults 18 or older



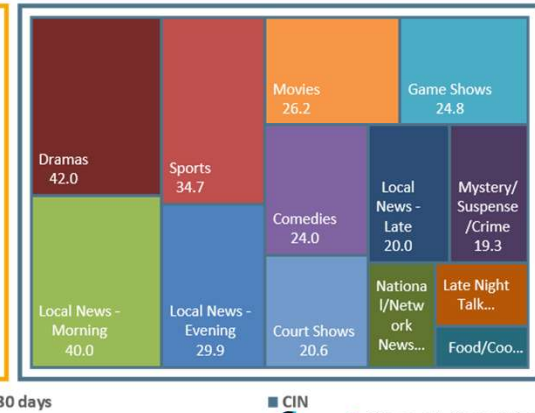
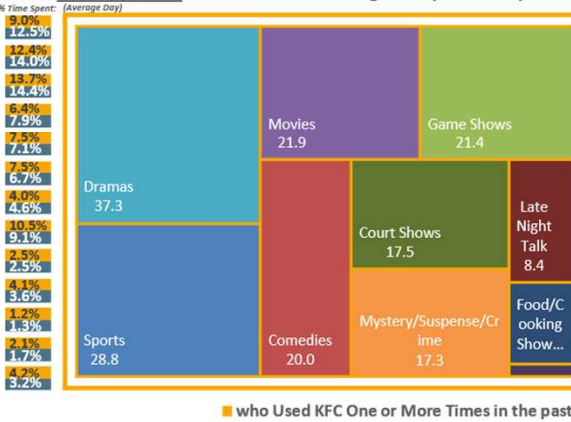
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



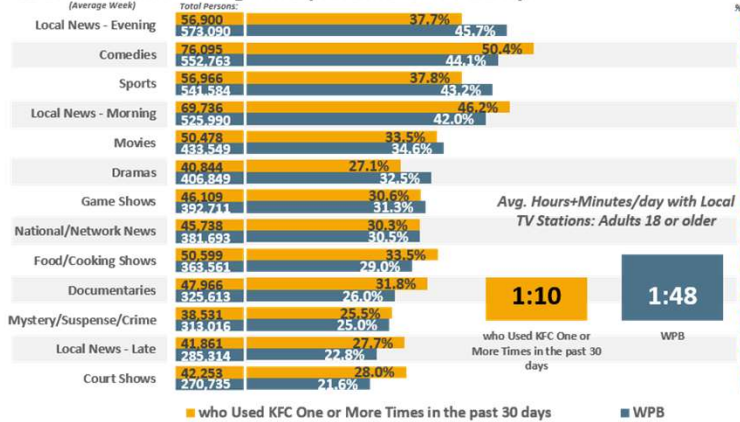
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



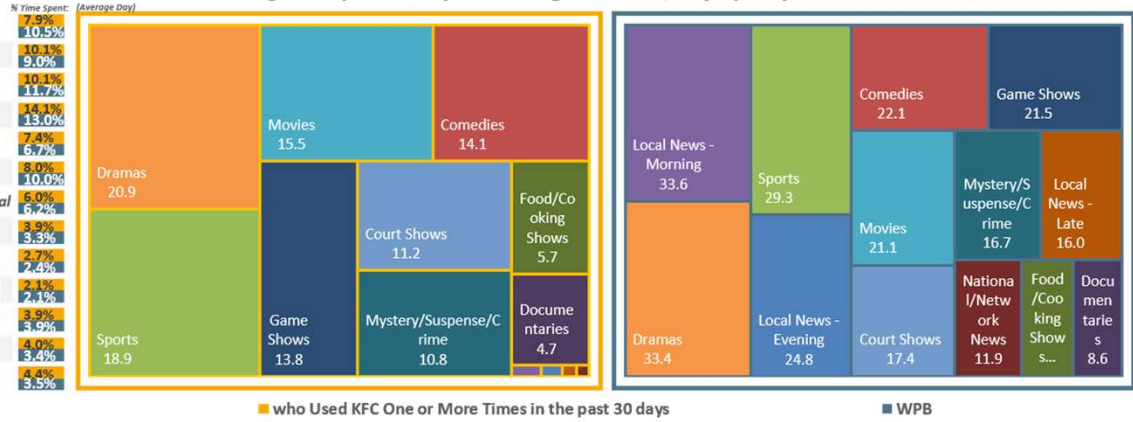


145,505 or 74.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Sports, Local News - Evening, Movies, and Game Shows.

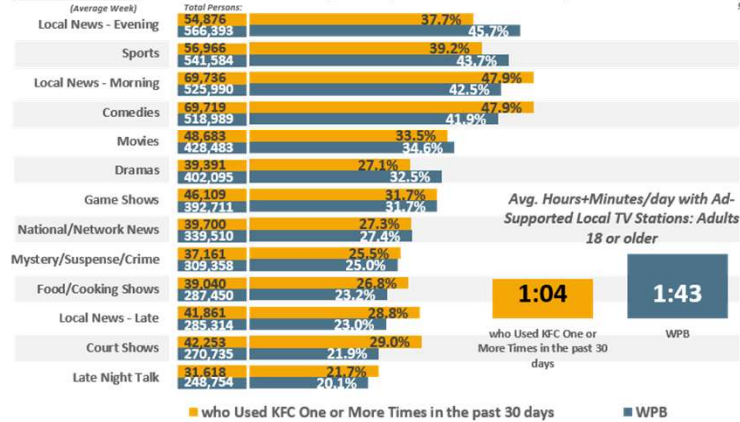
Local TV Station Programs (Persons & % Reach): Adults 18 or older



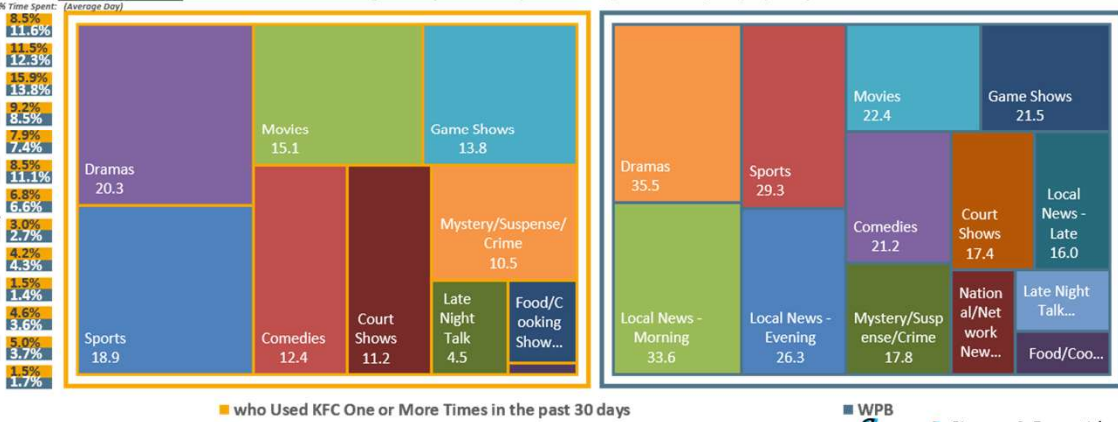
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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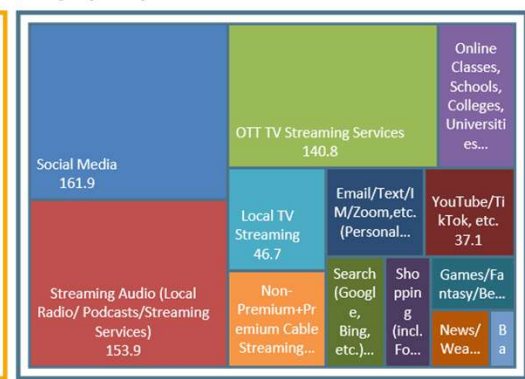
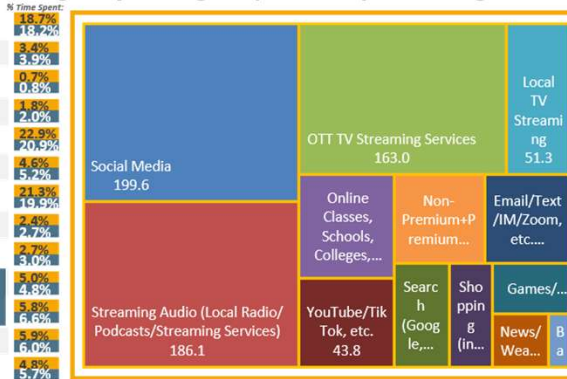
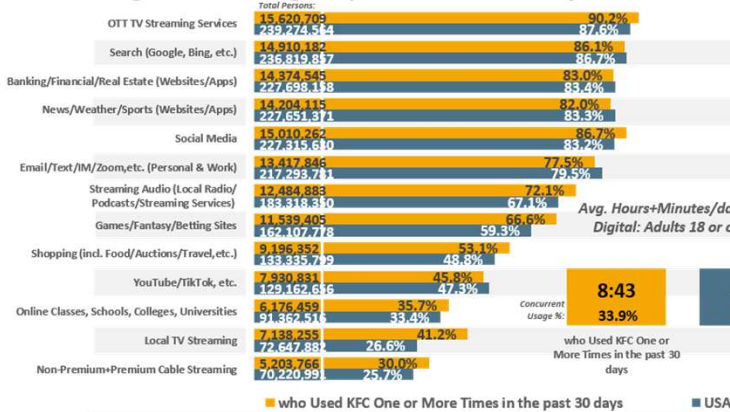
Quick service restaurants used past 30 days: KFC



13,350,571 or 77.1% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 177.5 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

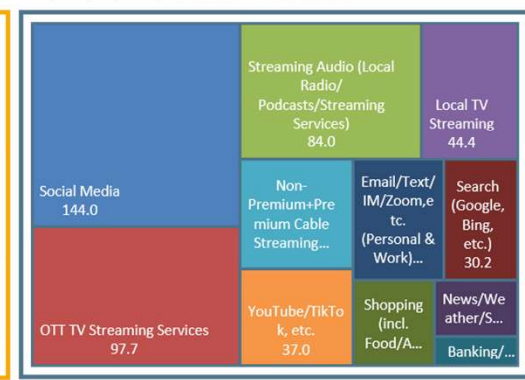
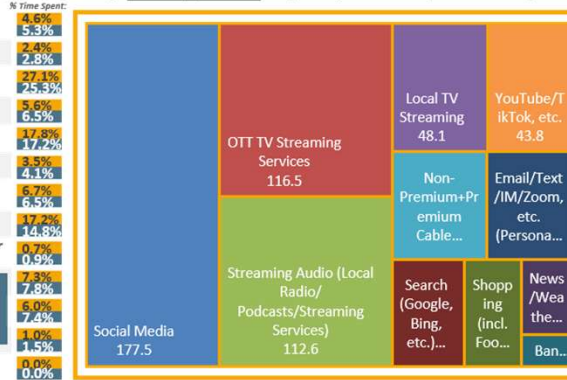
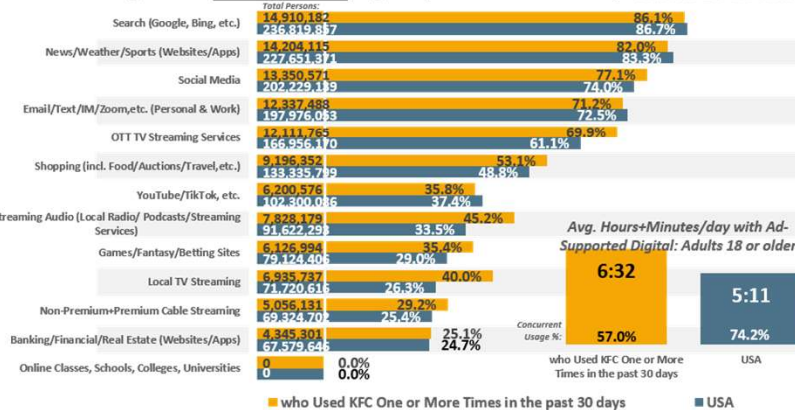
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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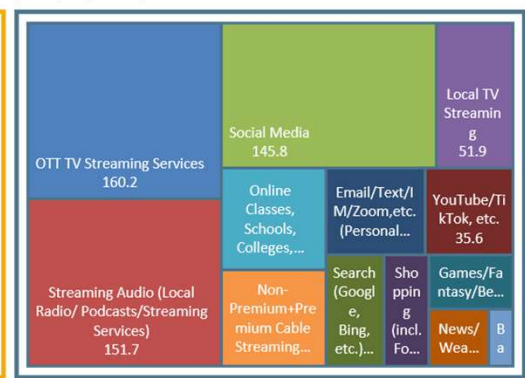
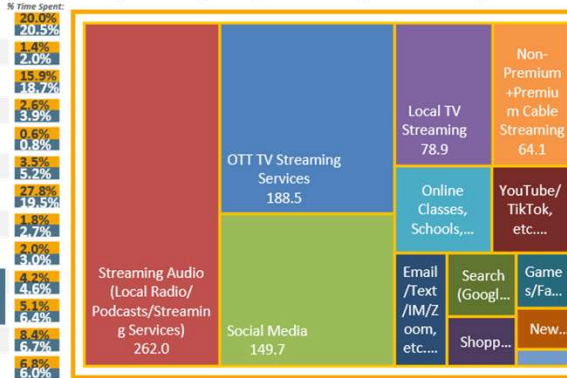
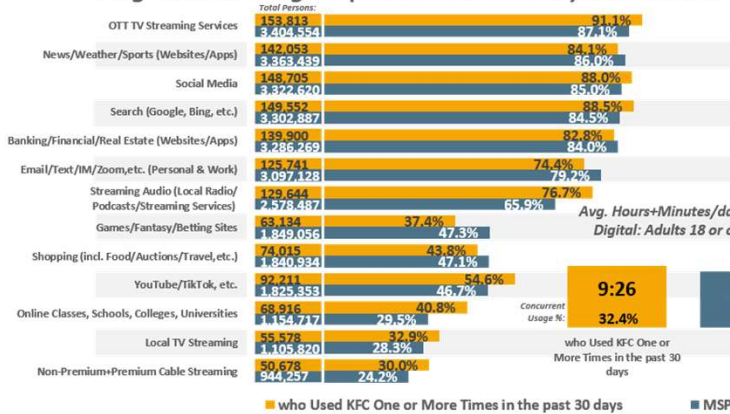
Quick service restaurants used past 30 days: KFC



117,988 or 69.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 118.8 minutes every day representing 17.2% of all time spent daily with Ad-Supported Digital Media.

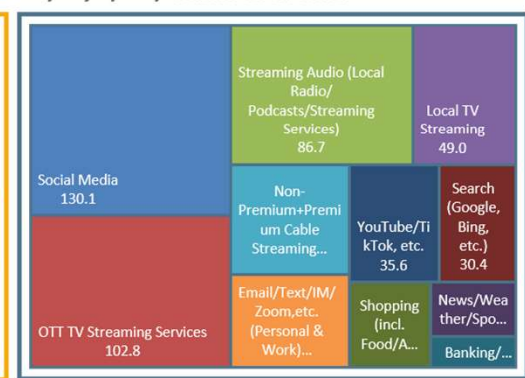
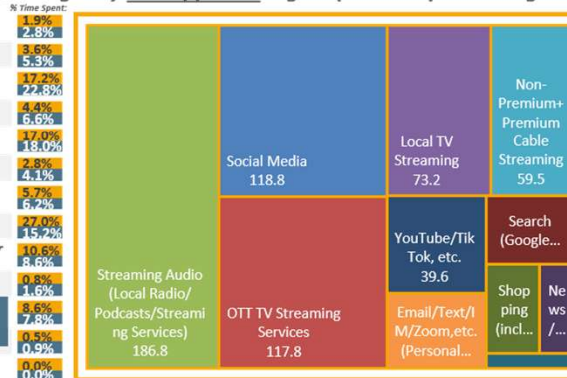
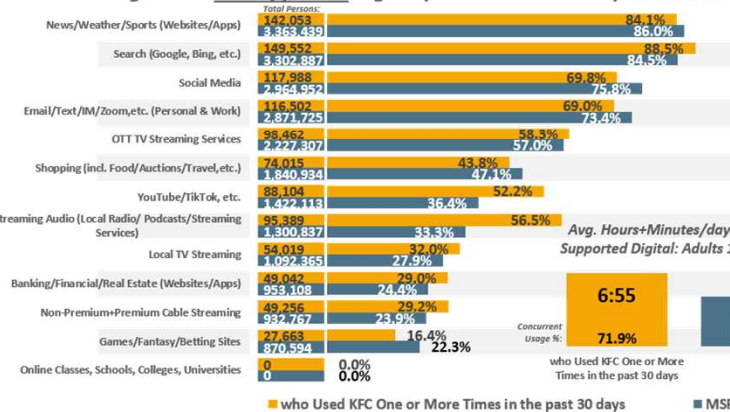
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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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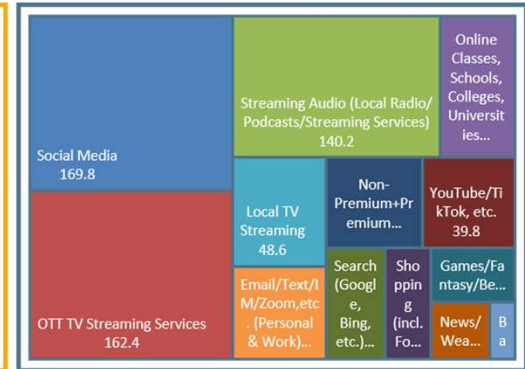
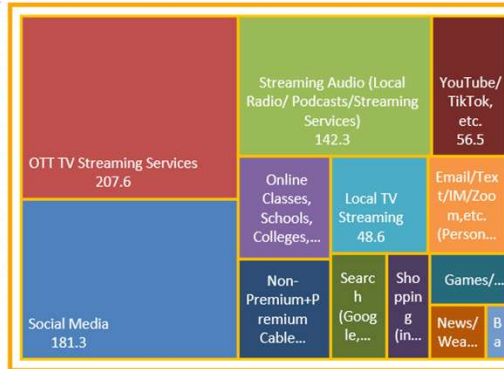
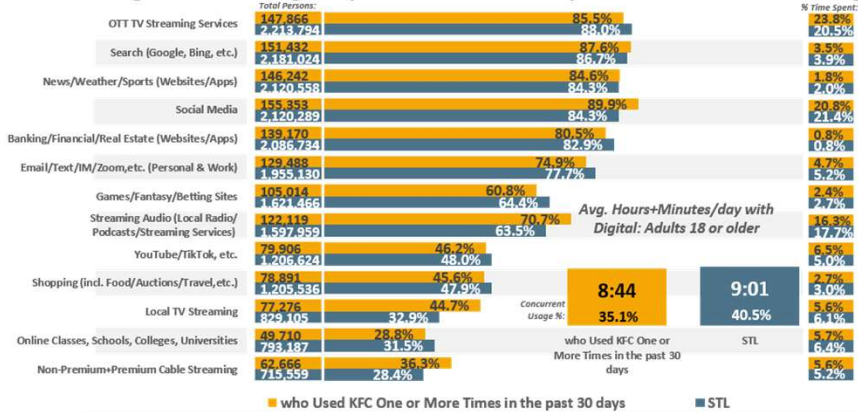
Quick service restaurants used past 30 days: KFC



132,314 or 76.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 154.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

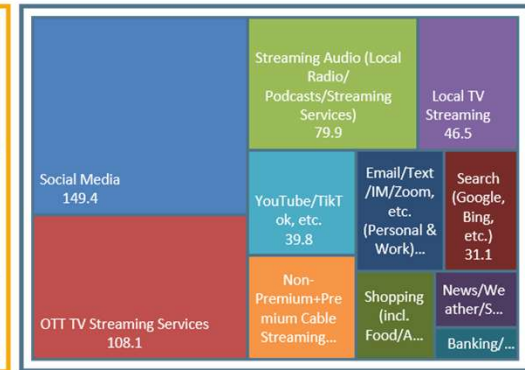
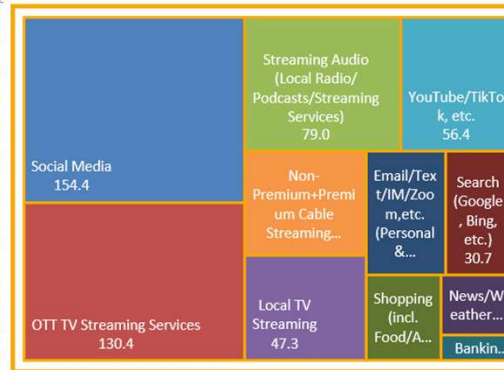
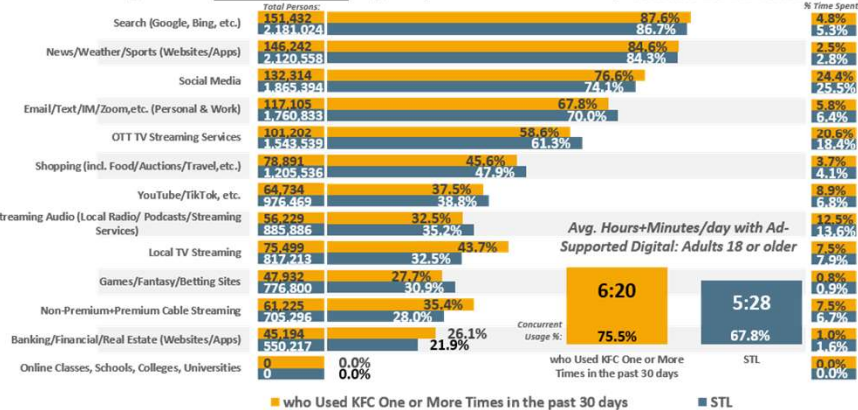
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



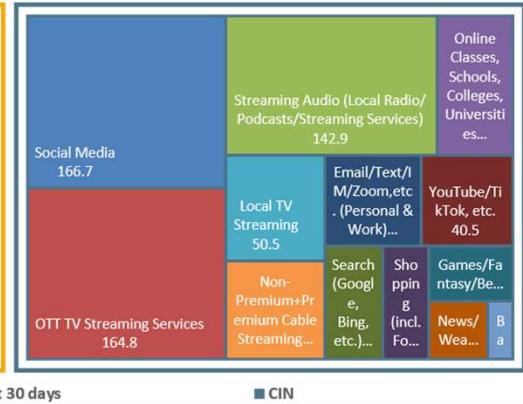
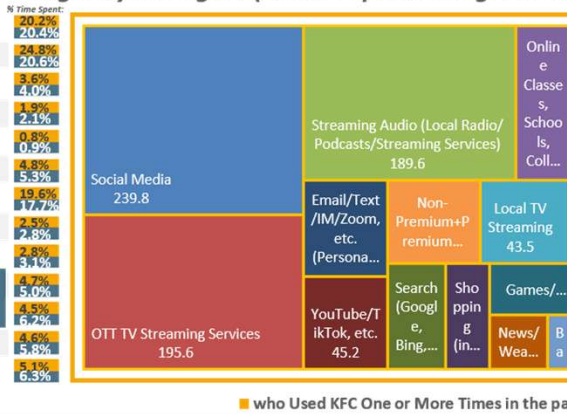
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

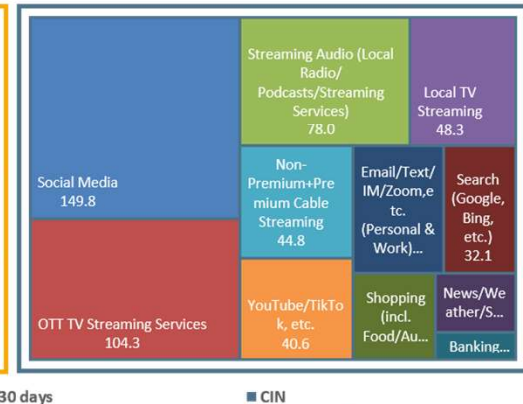
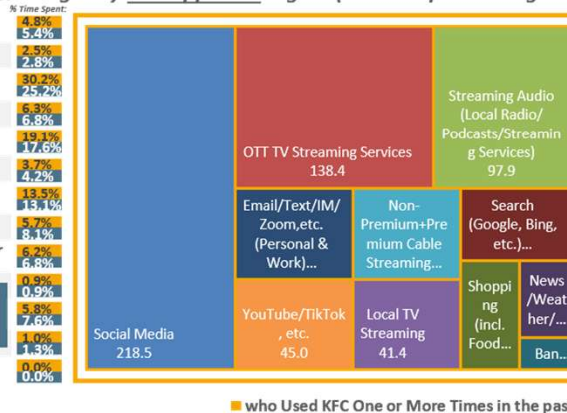




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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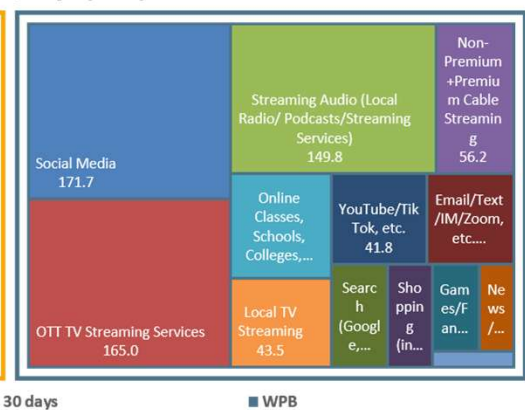
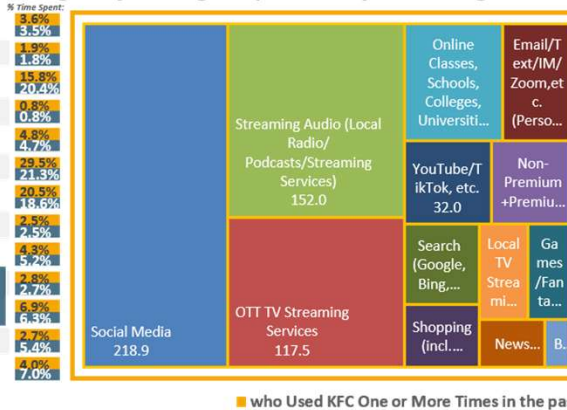
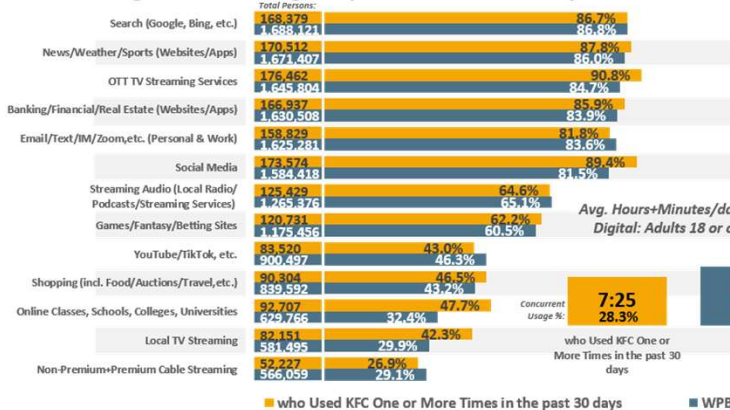
Quick service restaurants used past 30 days: KFC



159,027 or 81.9% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Social Media for an average of 200.6 minutes every day representing 35.% of all time spent daily with Ad-Supported Digital Media.

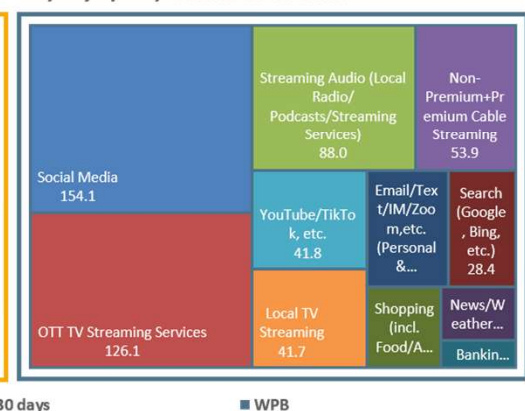
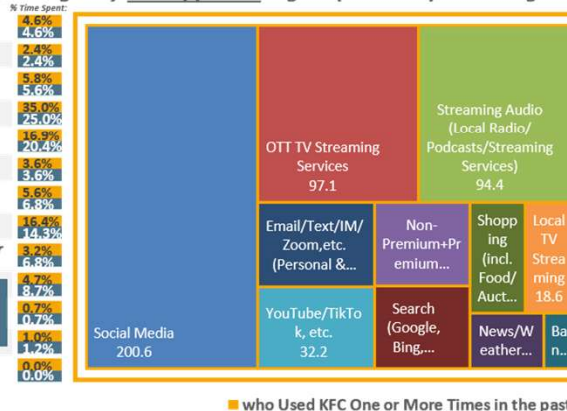
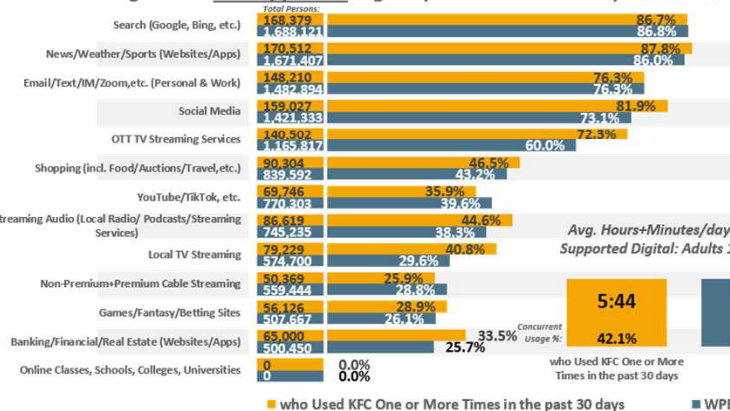
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

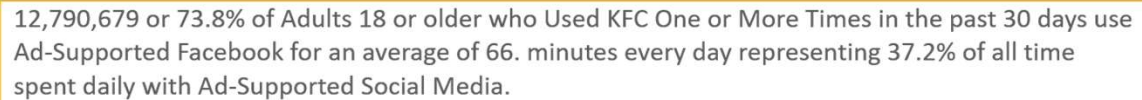
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



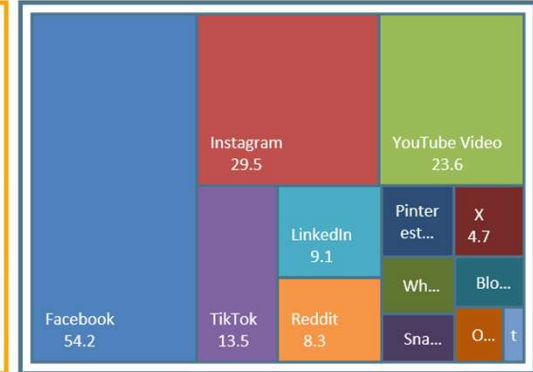


Platform	Total Persons	who Used KFC One or More Times in the past 30 days	% Time Spent
Facebook	12,790,679	73.8%	35.2%
Instagram	152,155,911	51.4%	17.0%
YouTube Video	9,195,352	53.1%	19.3%
LinkedIn	4,828,231	27.9%	5.0%
TikTok	5,341,788	30.8%	8.6%
Reddit	5,130,103	29.6%	5.7%
Pinterest	4,124,548	23.8%	3.7%
X	3,997,492	23.1%	3.4%
WhatsApp	4,304,953	24.9%	4.0%
Snapchat	2,700,071	15.6%	1.6%
Others (Rumble, Threads,...	1,056,647	6.1%	0.2%
Blogs/Message Boards (read...)	9,274,531	3.4%	0.7%
tumblr	510,540	2.9%	0.6%

Avg. Hours+Minutes/day with all Social Media: Adults 18 or older

who Used KFC One or More Times in the past 30 days: **3:19**

USA: **2:41**

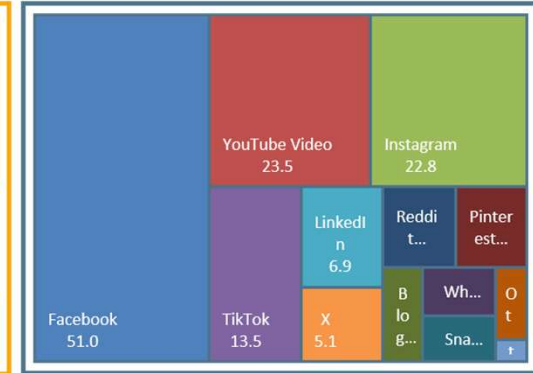


Platform	USA (Total Persons)	USA (%)	USA (Avg. Hours+Minutes/day)	USA (Time Spent)
Facebook	12,790,679	73.8%	2:57	37.2%
Instagram	7,895,091	43.6%	2:24	35.2%
YouTube Video	7,455,097	43.1%		15.3%
TikTok	5,341,788	30.8%		15.9%
LinkedIn	4,416,724	25.5%		15.0%
Reddit	4,572,223	26.4%		16.3%
X	3,428,497	19.3%		9.7%
Pinterest	3,451,445	20.0%		9.4%
WhatsApp	3,914,598	22.6%		4.6%
Snapchat	2,314,147	13.4%		4.8%
Others[Rumble, Threads,...]	884,631	5.1%		3.6%
Blogs/Message Boards (read...)	3,046,480	17.6%		3.9%
tumblr	905,624	2.9%		3.5%

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

who used KFC One or More Times in the past 30 days

USA



■ USA
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Quick service restaurants used past 30 days: KFC

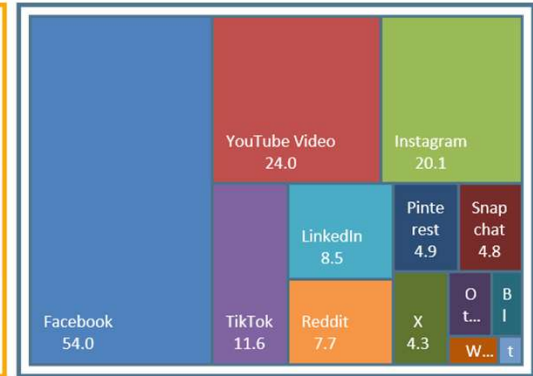


Platform	Total Persons	% who Used KFC One or More Times in the past 30 days	% MSP
Facebook	142,639 3,173,196	84.4% 31.7%	29.1% 37.0%
Instagram	108,410 1,333,503	64.2% 49.6%	16.8% 15.3%
YouTube Video	74,015 1,440,934	43.8% 17.1%	0.0% 16.5%
LinkedIn	66,257 1,260,564	39.2% 37.7%	6.3% 5.8%
Reddit	54,184 1,195,733	32.1% 30.6%	4.2% 5.3%
TikTok	50,766 1,107,311	30.1% 28.3%	9.3% 8.0%
Pinterest	33,516 557,465	19.8% 74.5%	1.6% 3.6%
Snapchat	345,571 845,571	22.7% 74.4%	7.0% 3.6%
X	68,411 900,627	40.5% 23.0%	6.7% 3.0%
Others (Rumble, Threads, ...)	26,877 662,740	15.9% 17.0%	1.0% 1.6%
WhatsApp	18,466 474,339	10.9% 12.1%	0.5% 0.8%
Blogs/Message Boards (read...)	12,072 210,034	7.1% 5.4%	16.8% 17.4%
tumblr	18,766 102,919	18.7% 2.6%	5.6% 0.4%

Avg. Hours+Minutes/day with all Social Media: Adults 18 or older

2:29 who Used KFC One or More Times in the past 30 days

2:25 MSP

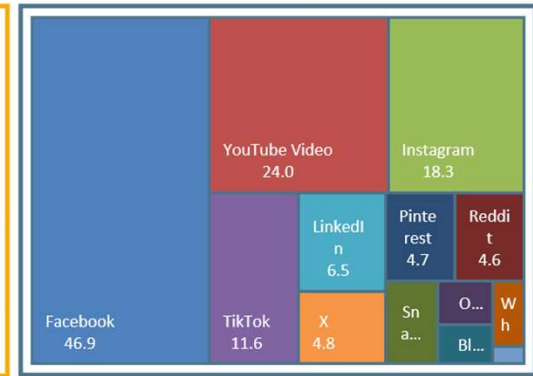


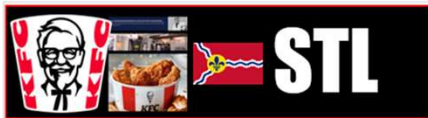
Platform	Total Persons	% who Used KFC One or More Times in the past 30 days	% MSP	% Time Spent
Facebook	117,988	69.8%	75.6%	31.4%
Instagram	2,964,552	48.9%	42.4%	36.1%
YouTube Video	69,898	41.4%	36.8%	15.3%
LinkedIn	1,437,694	32.0%	29.6%	14.0%
TikTok	54,069	30.1%	28.3%	10.0%
Reddit	1,156,918	25.5%	27.5%	18.4%
Snapchat	50,766	17.0%	20.8%	5.1%
Pinterest	1,107,311	14.9%	20.5%	5.0%
X	43,080	19.8%	31.0%	12.5%
Others (Rumble, Threads, ...)	1,069,205	11.9%	14.7%	8.9%
WhatsApp	28,688	8.9%	11.1%	3.1%
Blogs/Message Boards (read...)	816,428	5.9%	5.0%	3.6%
tumblr	25,111	5.0%	10.3%	1.9%

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

1:58 (who Used KFC One or More Times in the past 30 days)

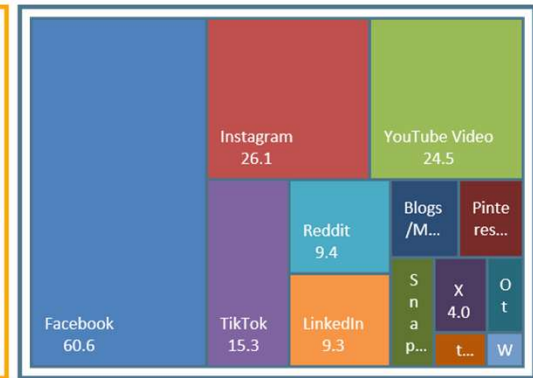
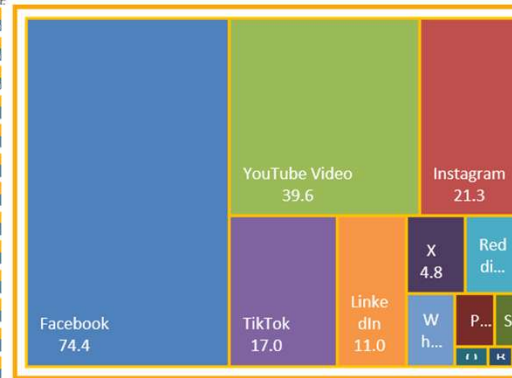
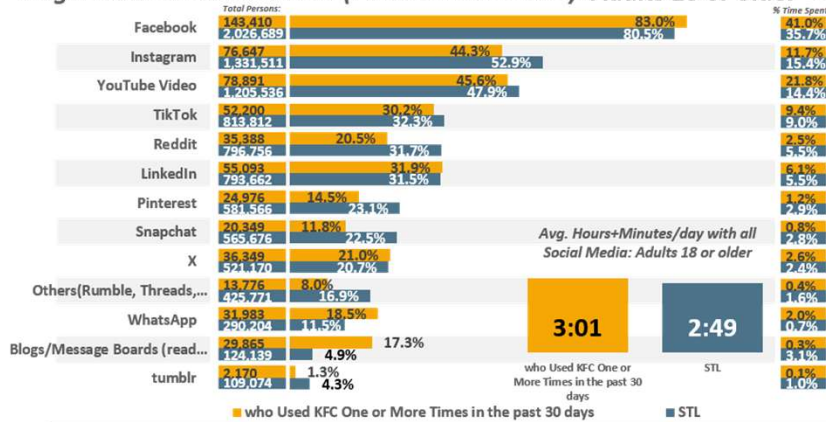
2:10 (MSP)



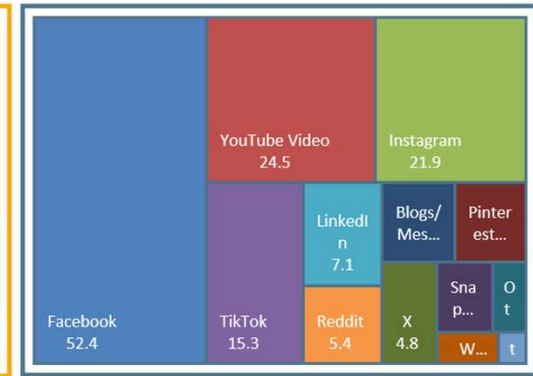
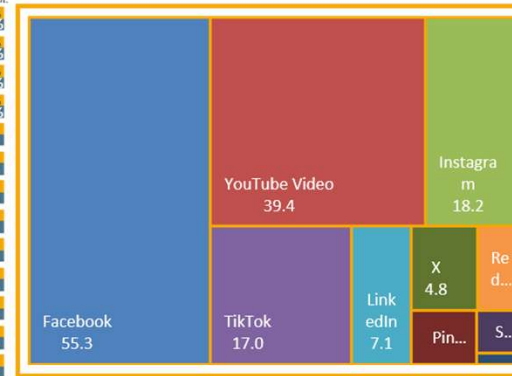
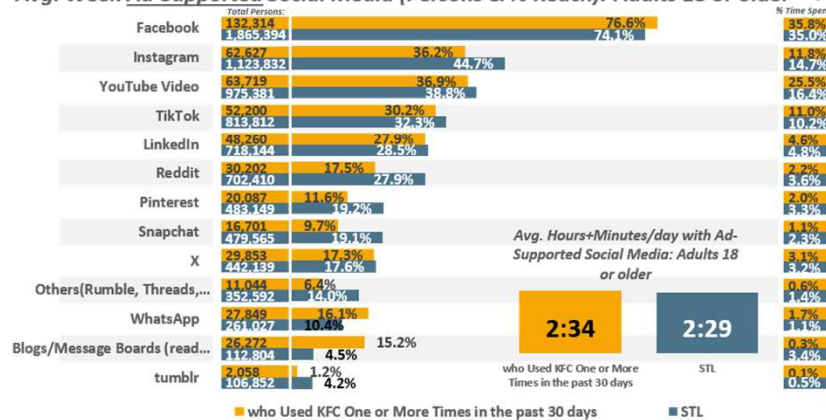


132,314 or 76.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 55.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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



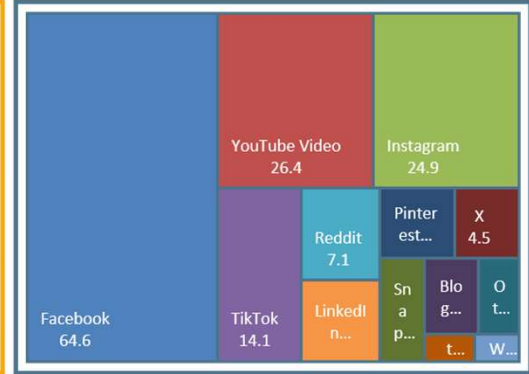
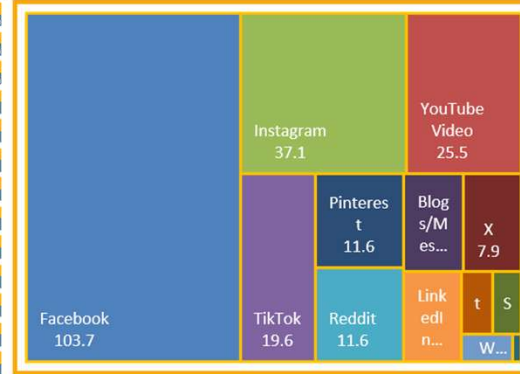
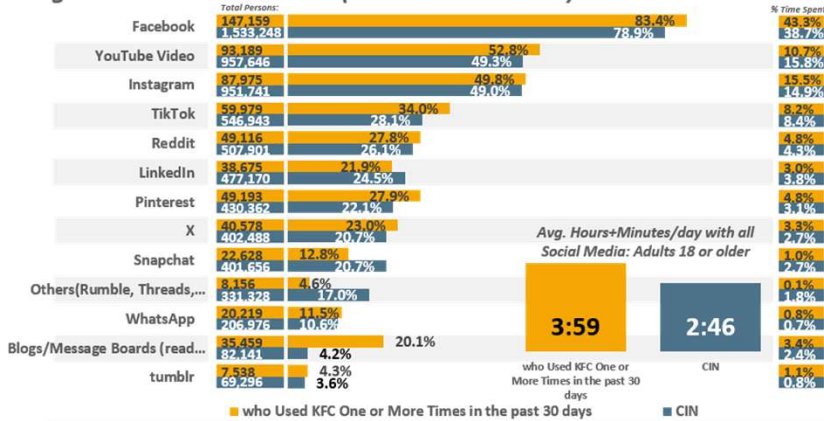
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



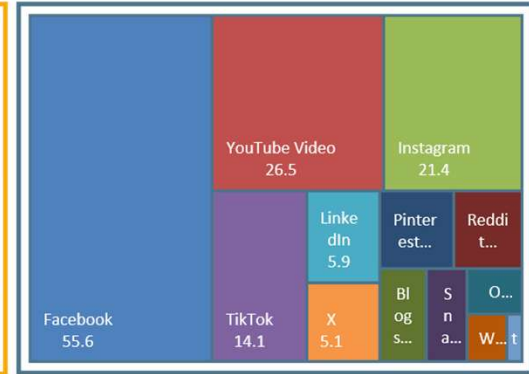
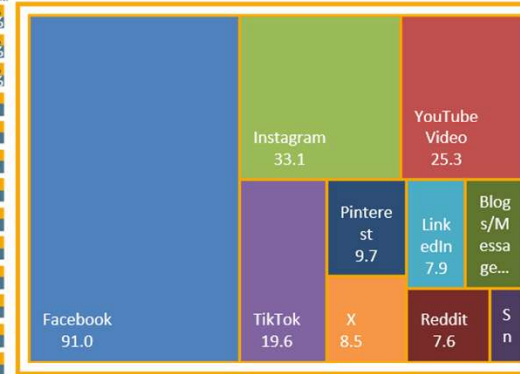
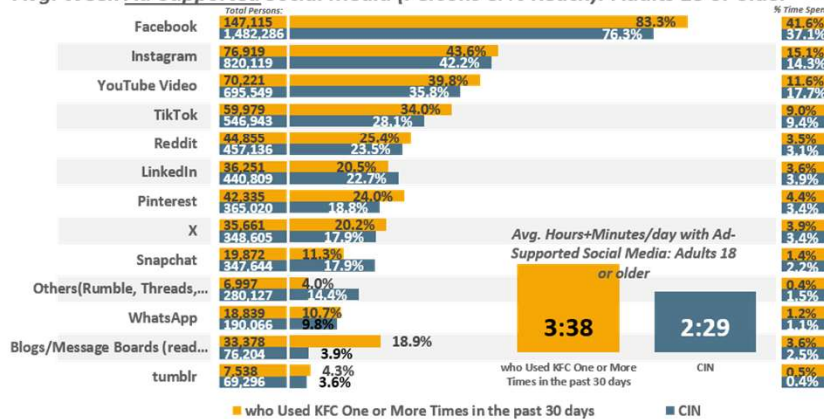


147,115 or 83.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 91. minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

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



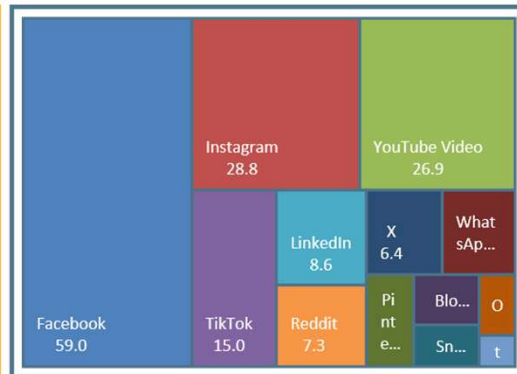
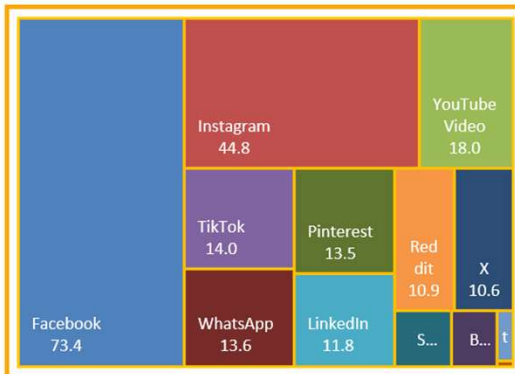
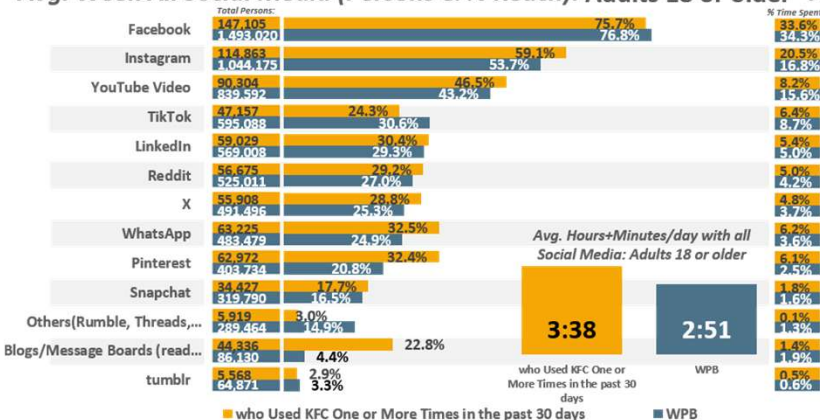
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



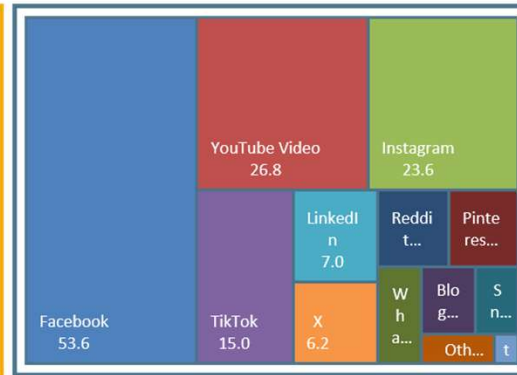
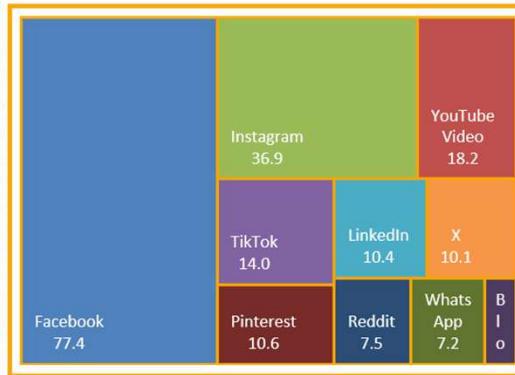
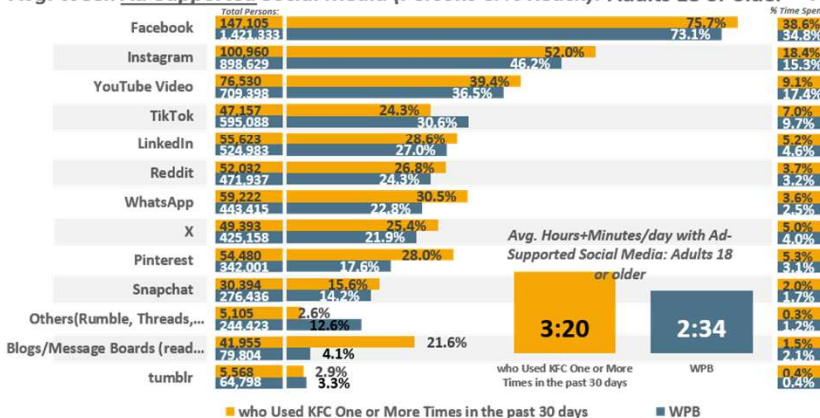


147,105 or 75.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 77.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

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



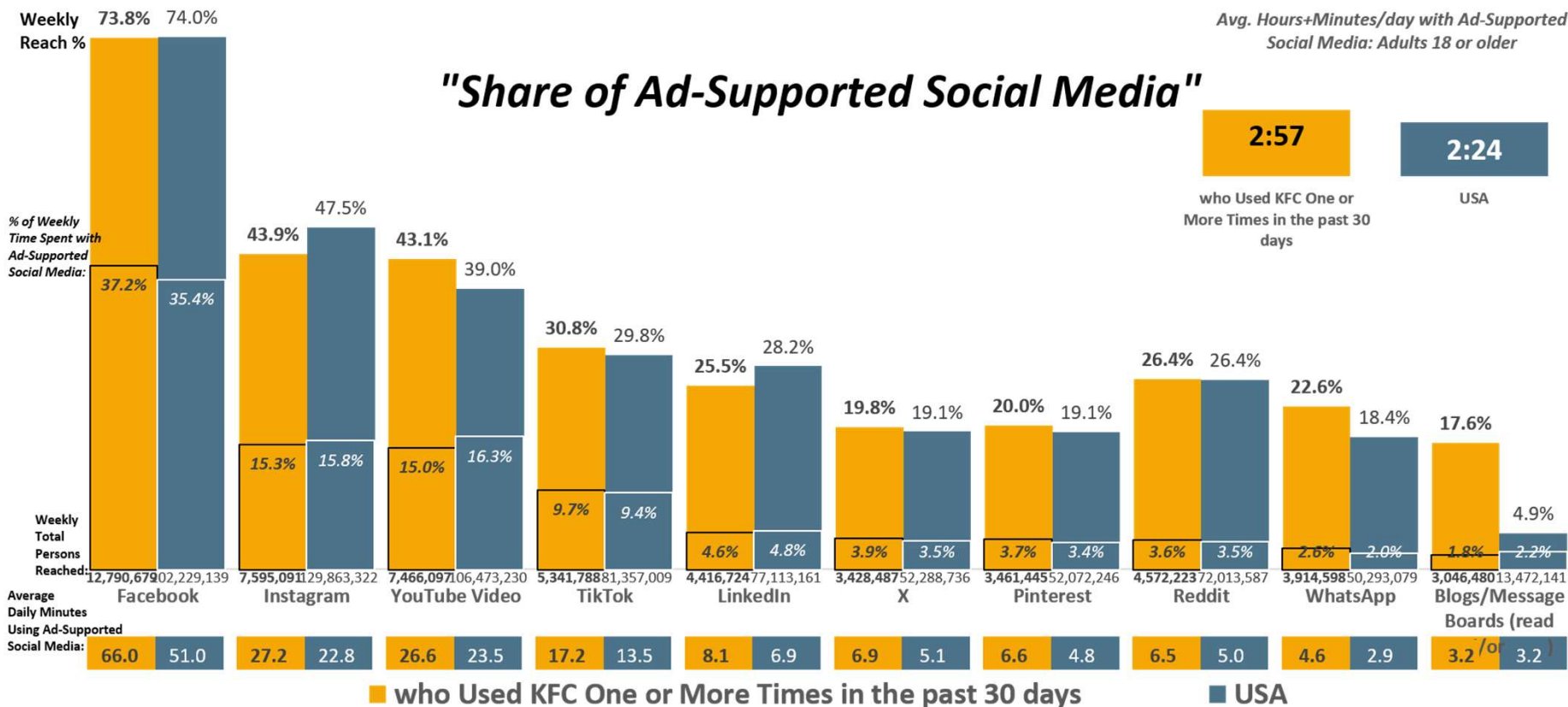
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





12,790,679 or 73.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664 Scarborough R1 2026: Jan25-Mar26
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USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

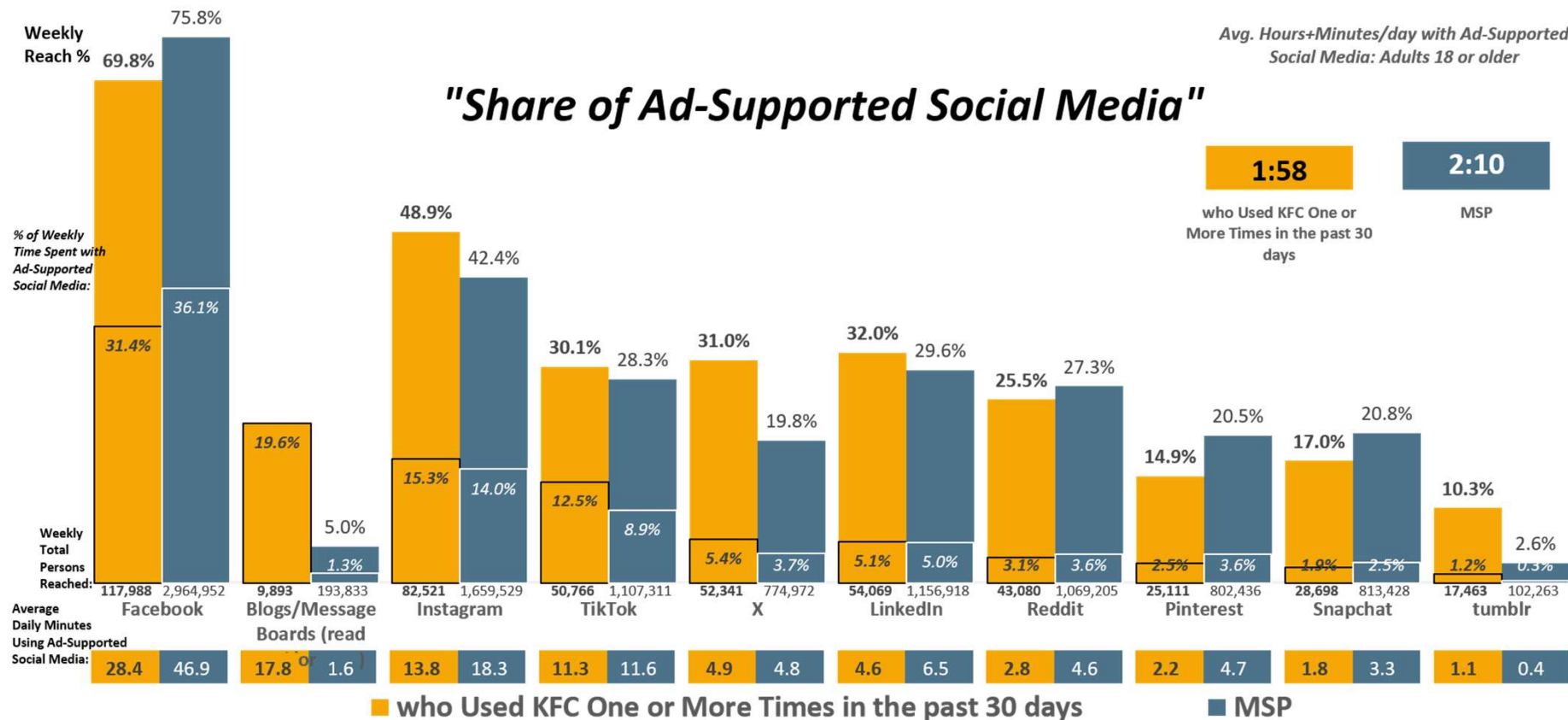
soefa.ai Share of Everything for Anything

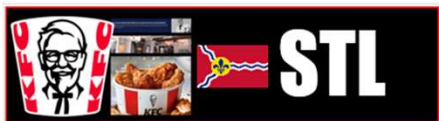
Quick service restaurants used past 30 days: KFC



117,988 or 69.8% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 28.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

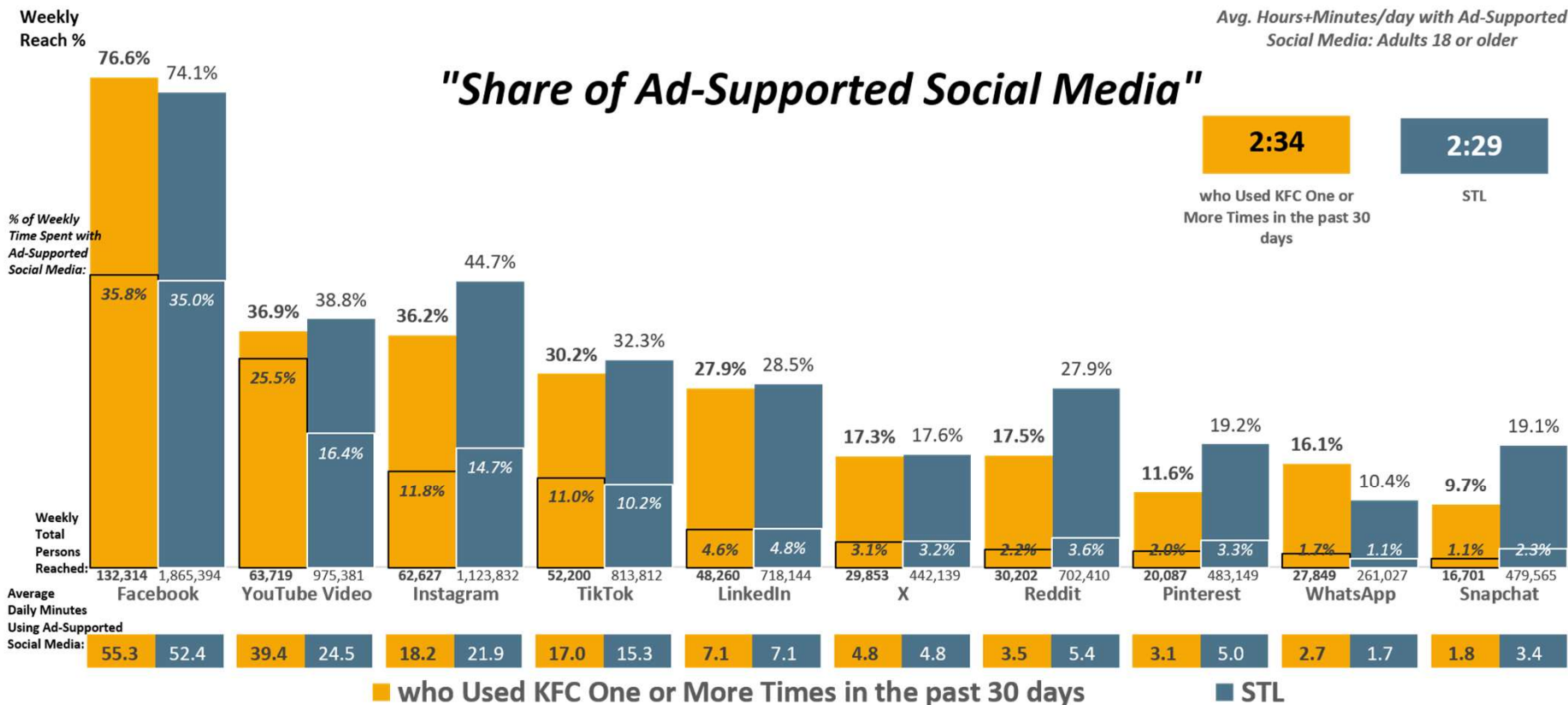
"Share of Ad-Supported Social Media"

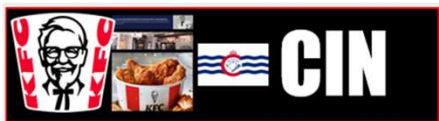




132,314 or 76.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 55.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

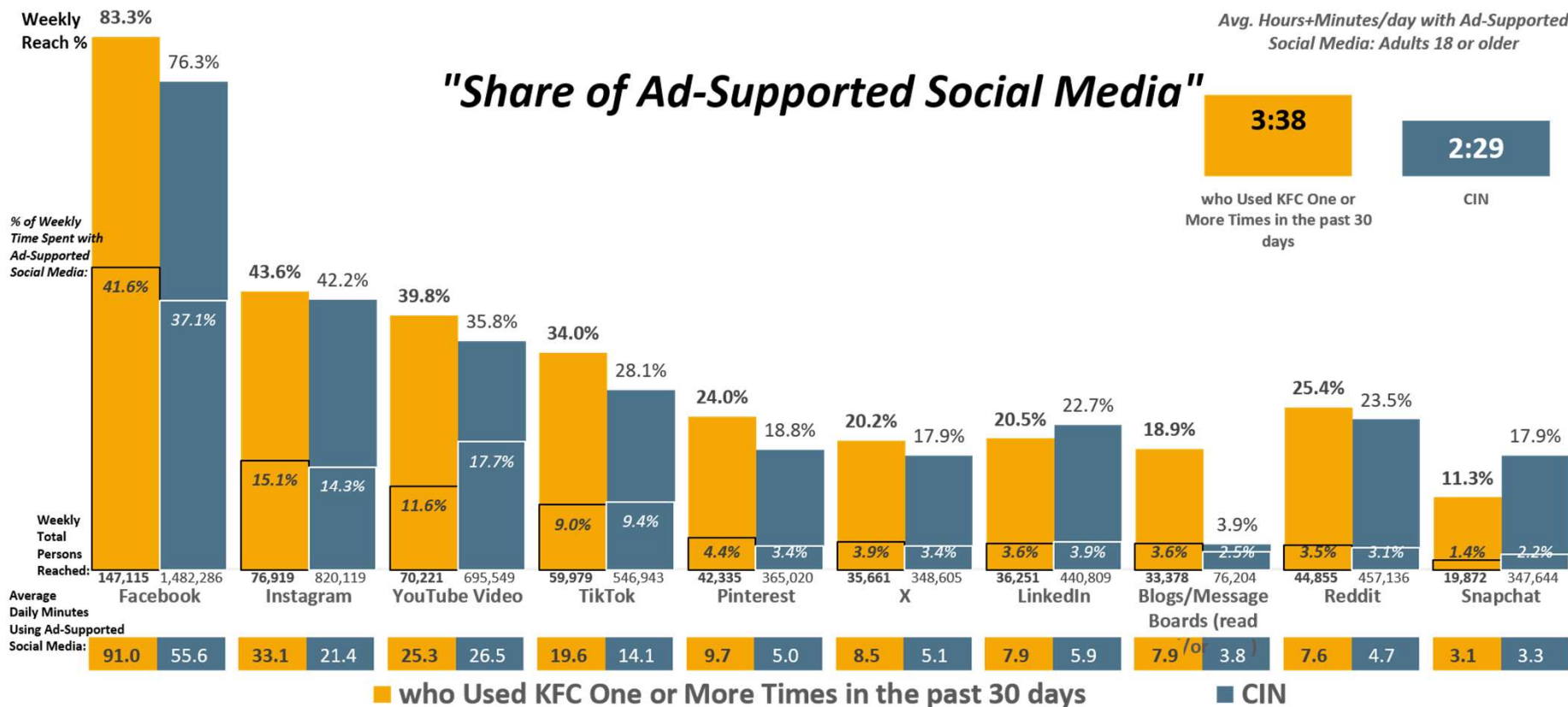
"Share of Ad-Supported Social Media"





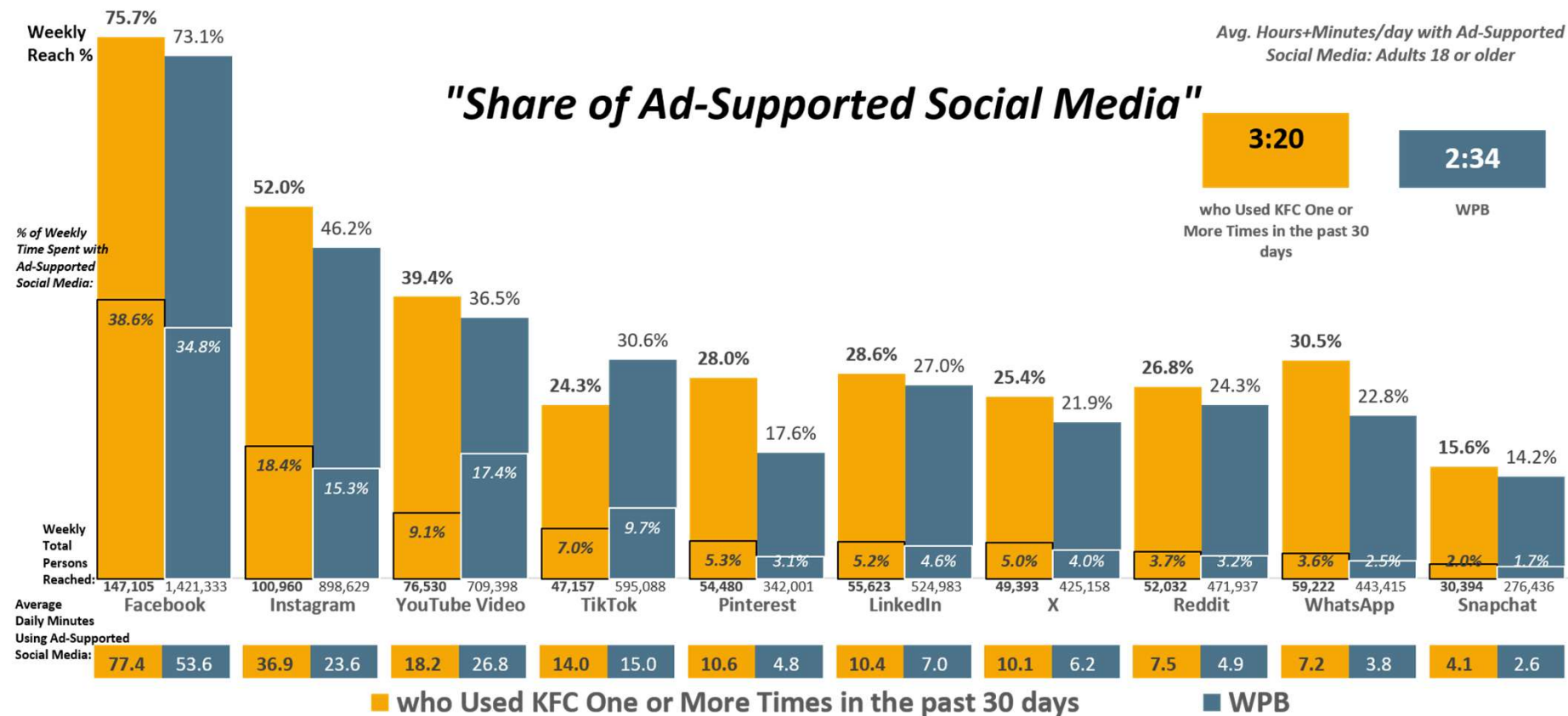
147,115 or 83.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 91. minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





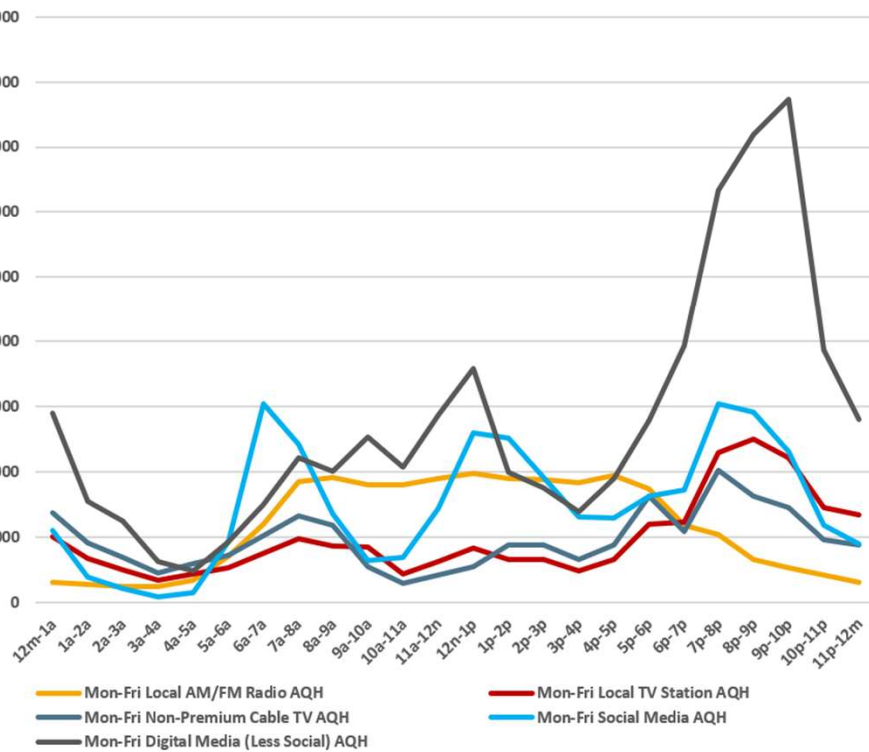
147,105 or 75.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days use Ad-Supported Facebook for an average of 77.4 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



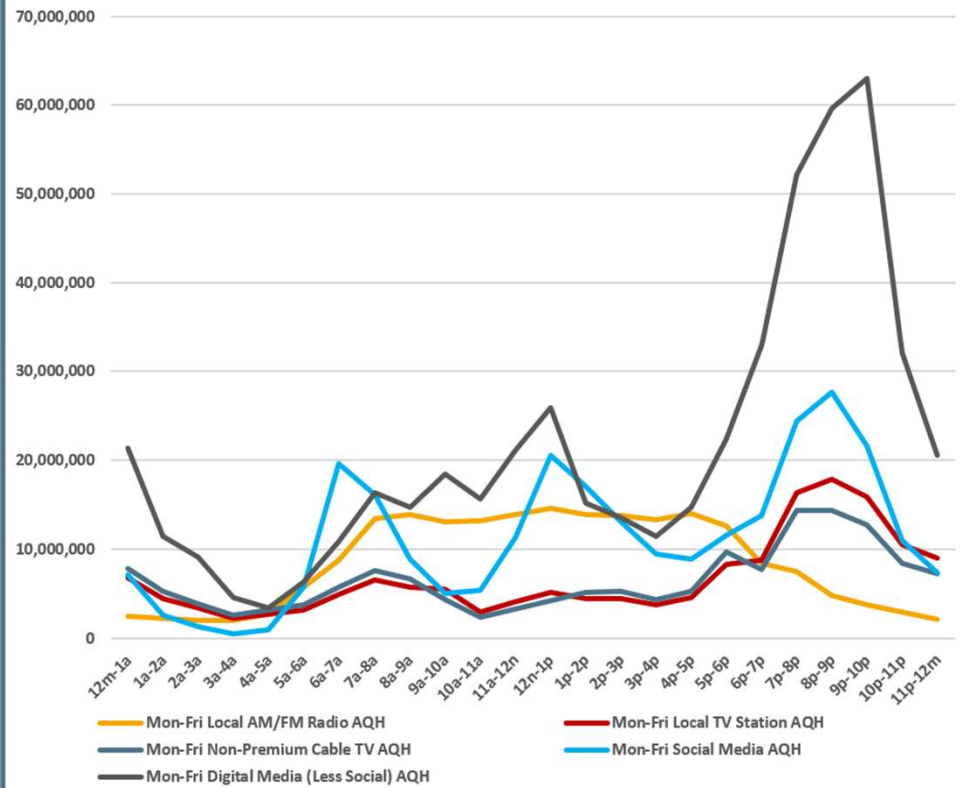


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,173,418; Local Radio: 881,197; Social Media: 867,053; Non-Prem. Cable: 436,241; Local TV: 392,925 reaching Adults 18 or older who Used KFC One or More Times in the past

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used KFC One or More Times in the past 30 days



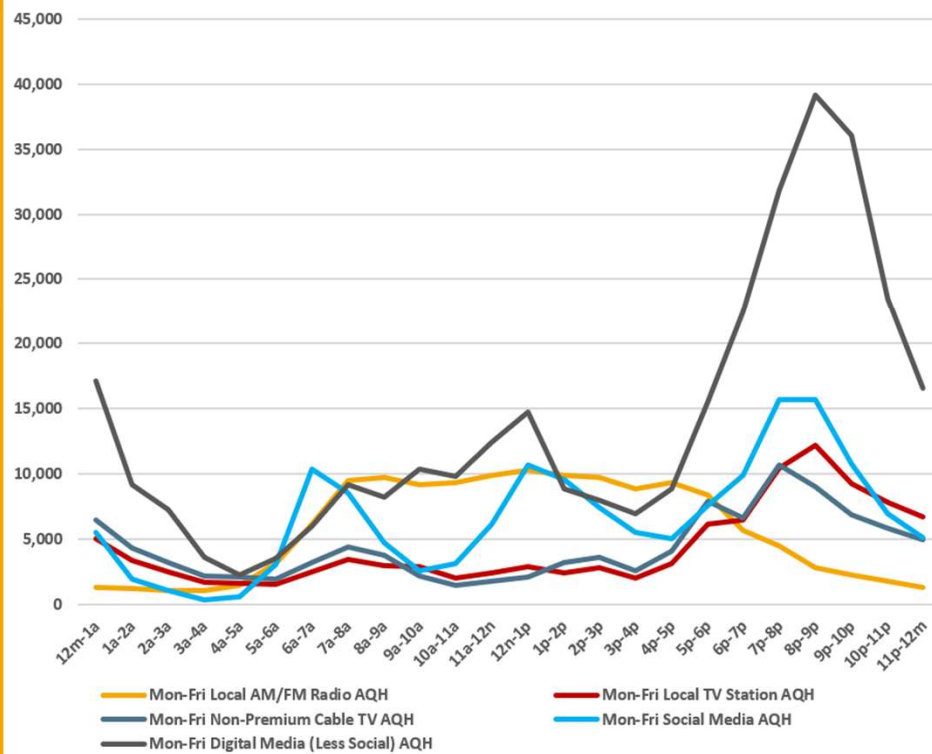
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



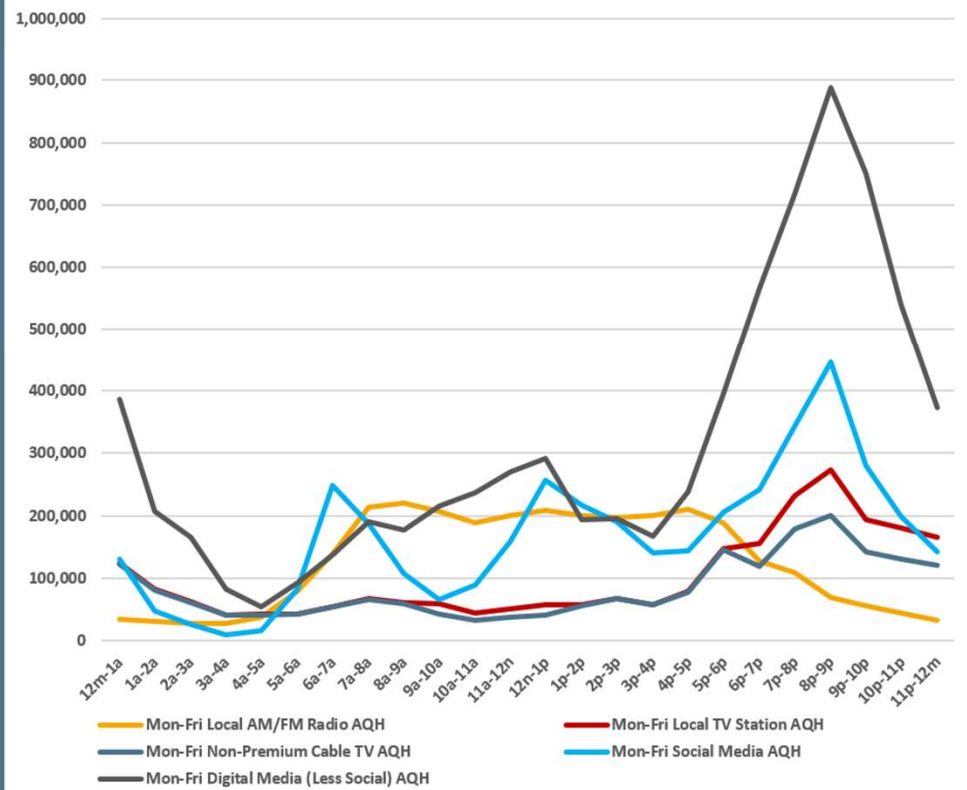


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,882;
Local Radio: 8,919; Social Media: 7,025; Non-Prem. Cable: 3,616; Local TV: 3,240 reaching
Adults 18 or older who Used KFC One or More Times in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used KFC One or More Times in the
past 30 days



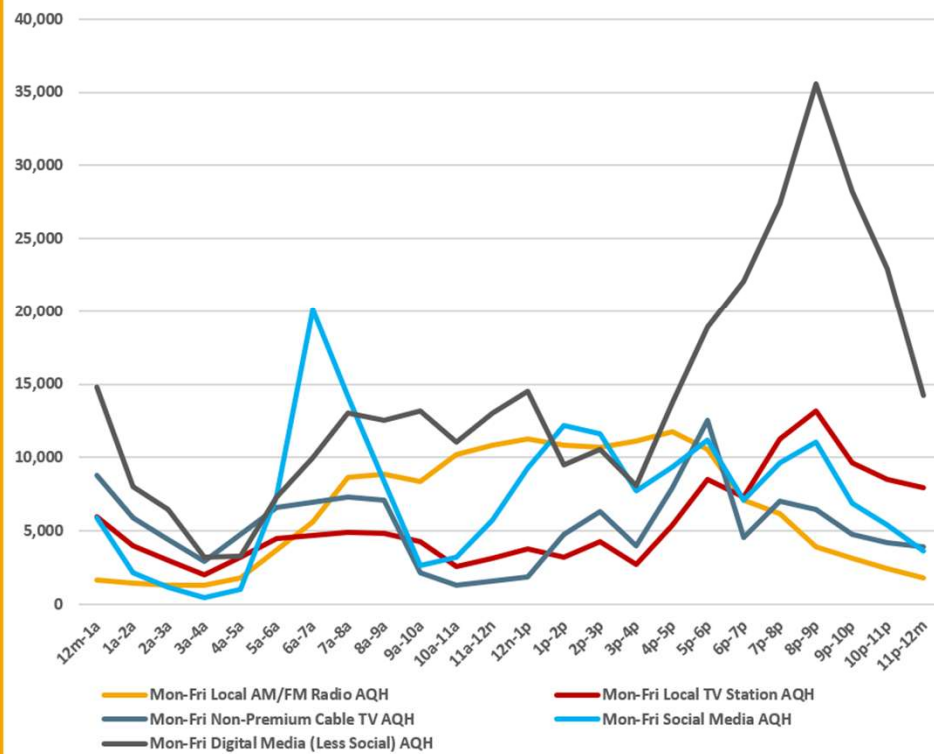
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



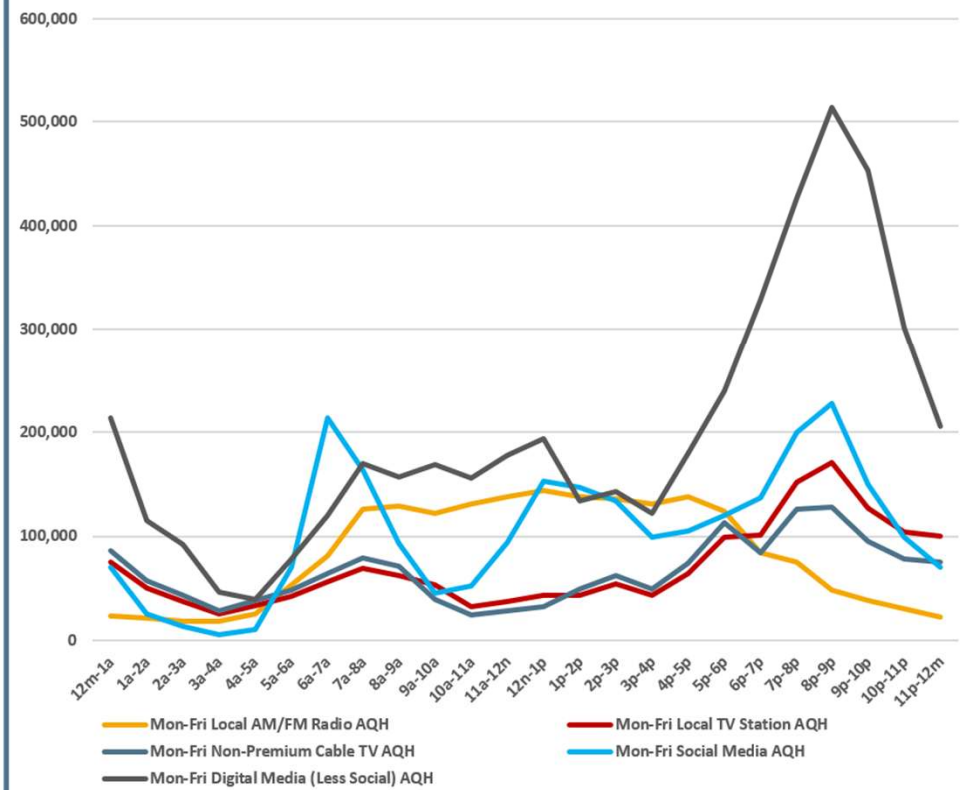


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,074;
Local Radio: 9,682; Social Media: 9,440; Non-Prem. Cable: 5,251; Local TV: 4,577 reaching
Adults 18 or older who Used KFC One or More Times in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used KFC One or More Times in the
past 30 days



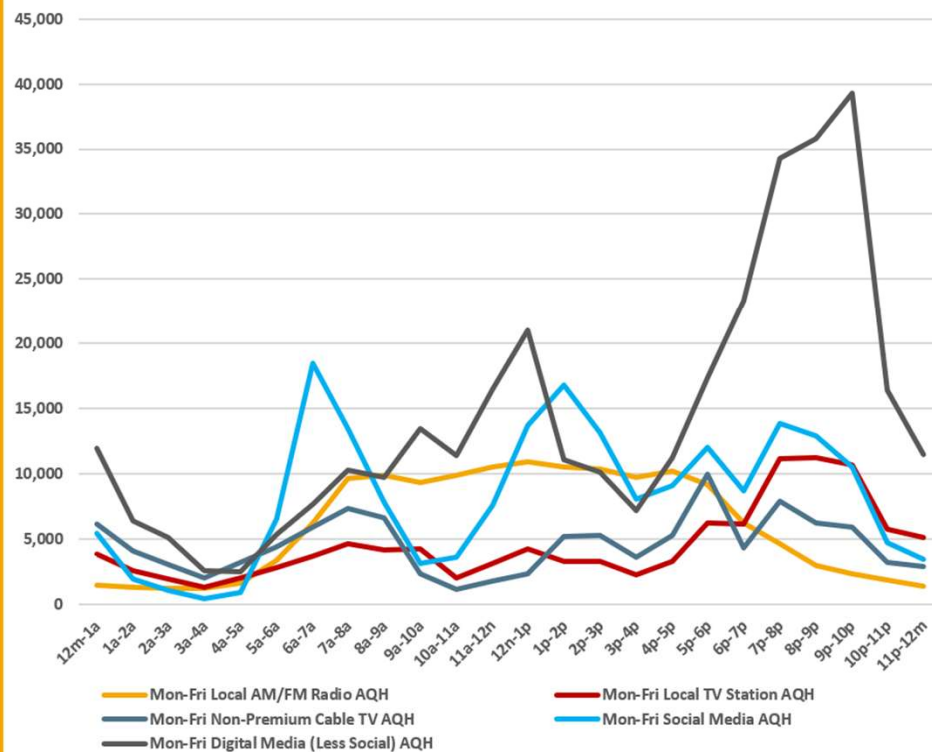
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



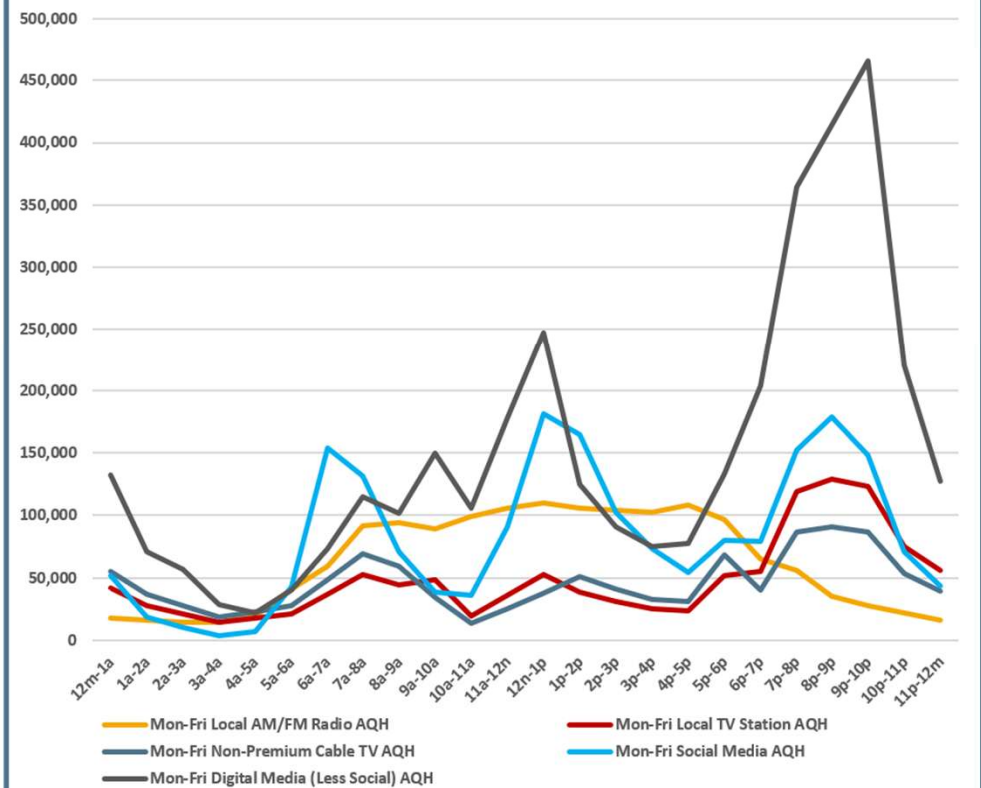


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,110;
Social Media: 10,421; Local Radio: 9,436; Non-Prem. Cable: 4,696; Local TV: 3,897
reaching Adults 18 or older who Used KFC One or More Times in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used KFC One or More Times in the
past 30 days



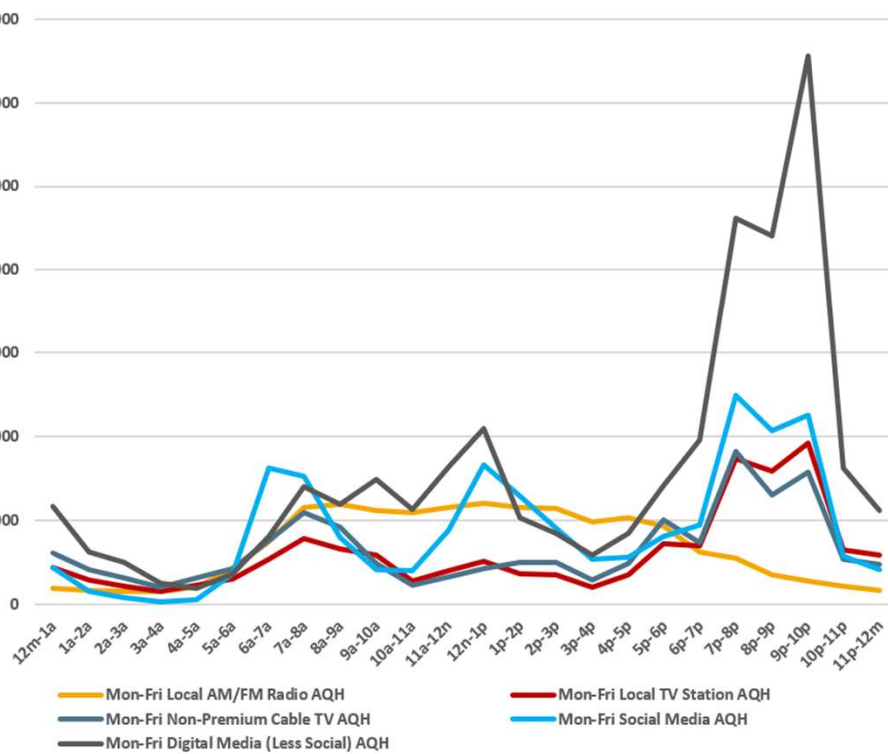
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



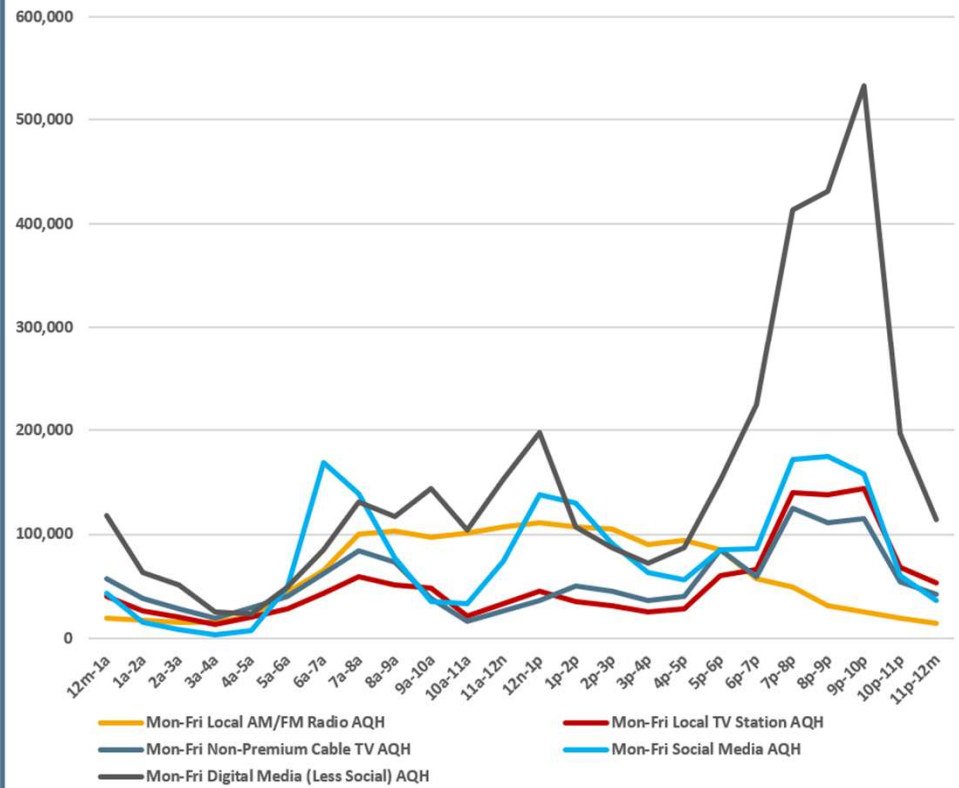


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,630;
Local Radio: 10,412; Social Media: 9,512; Non-Prem. Cable: 5,949; Local TV: 4,951
reaching Adults 18 or older who Used KFC One or More Times in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used KFC One or More Times in the
past 30 days



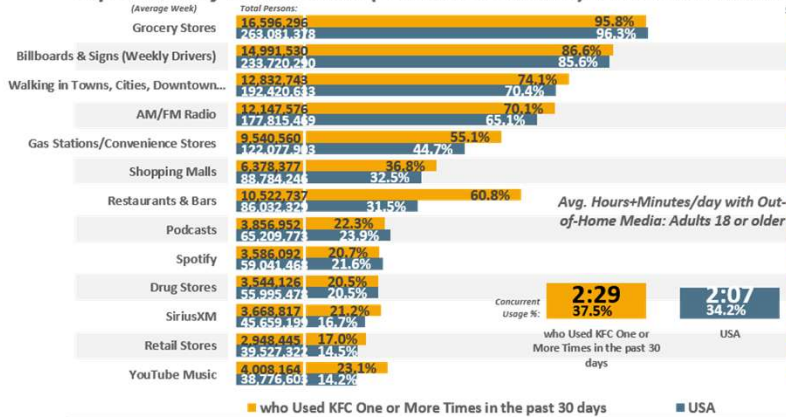
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



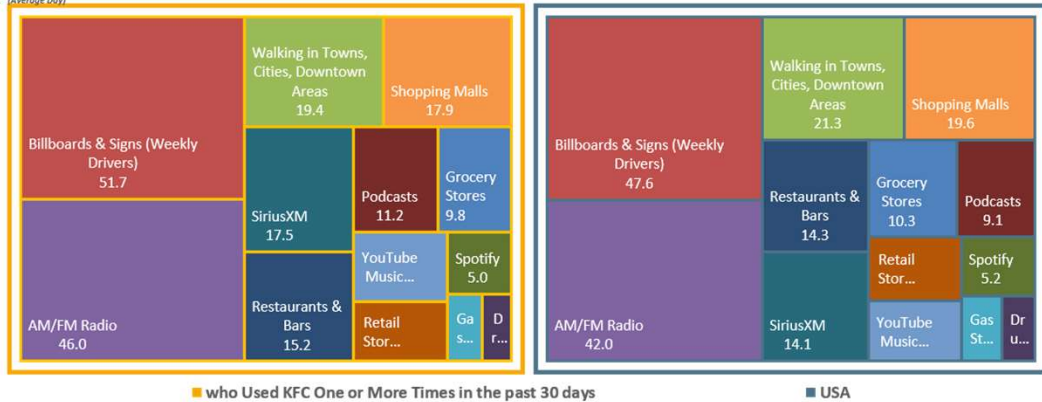


14,991,530 or 86.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

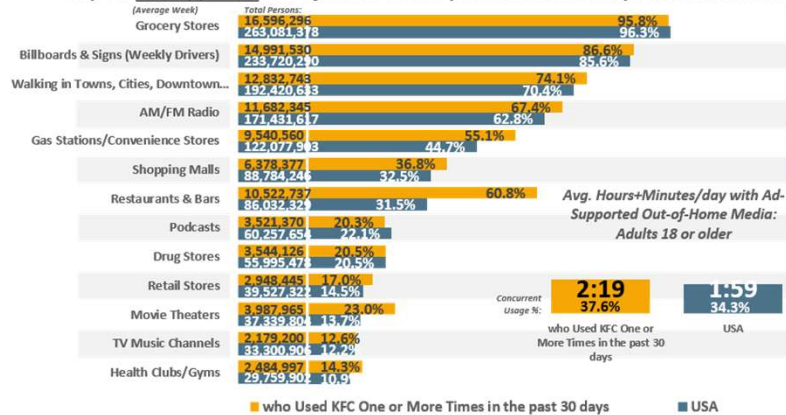
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



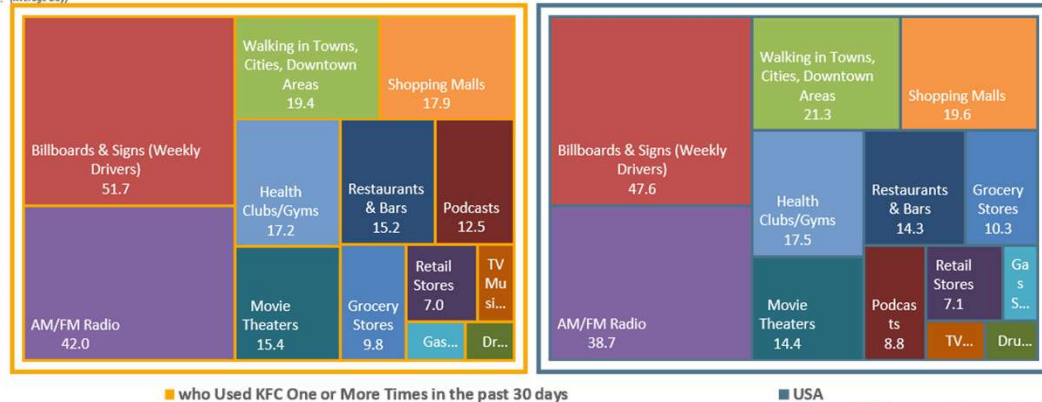
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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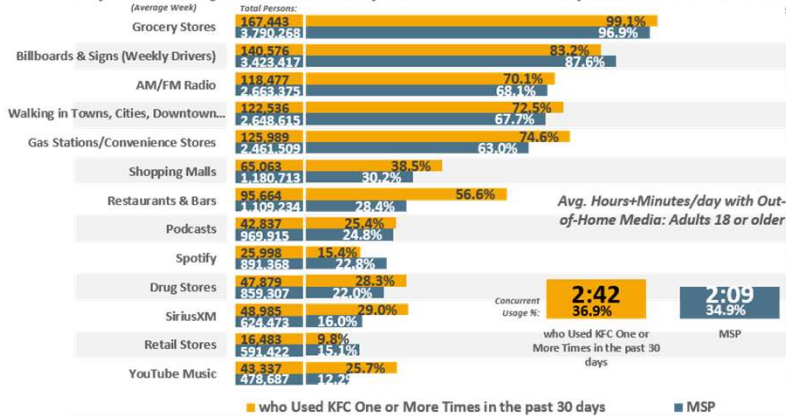
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

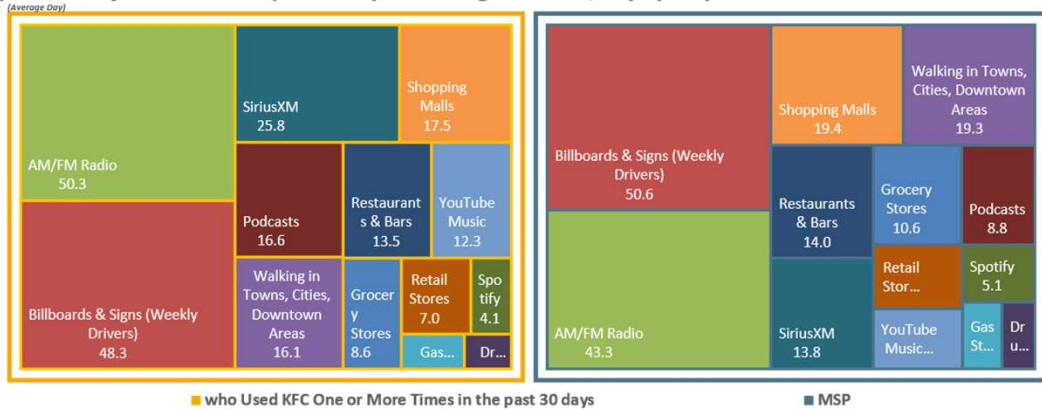


140,576 or 83.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 48.3 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day.

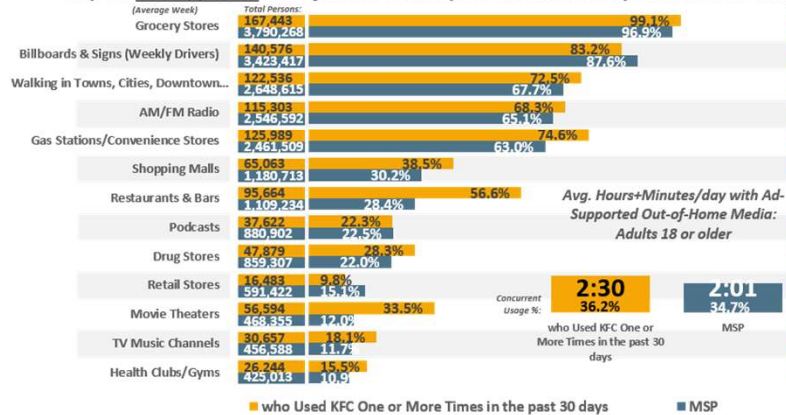
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



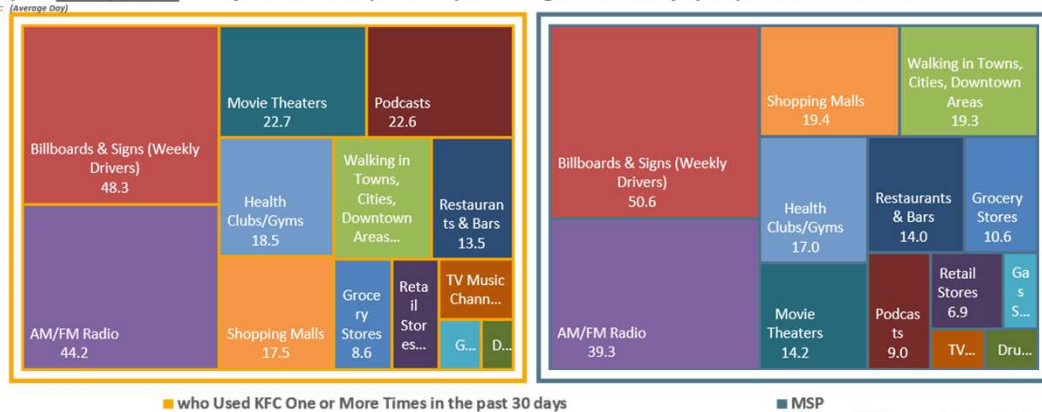
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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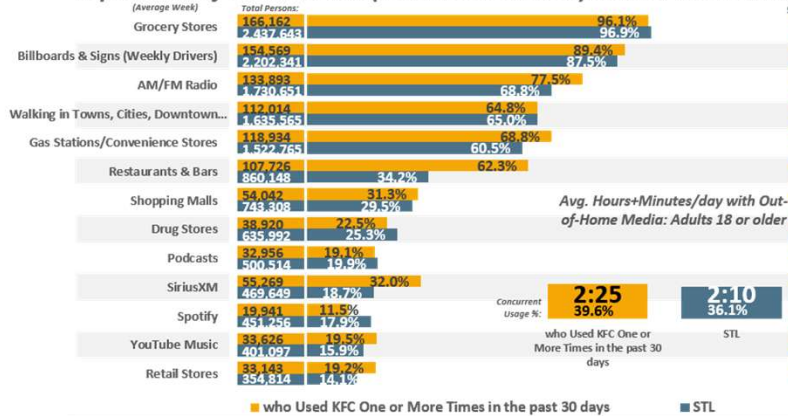
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

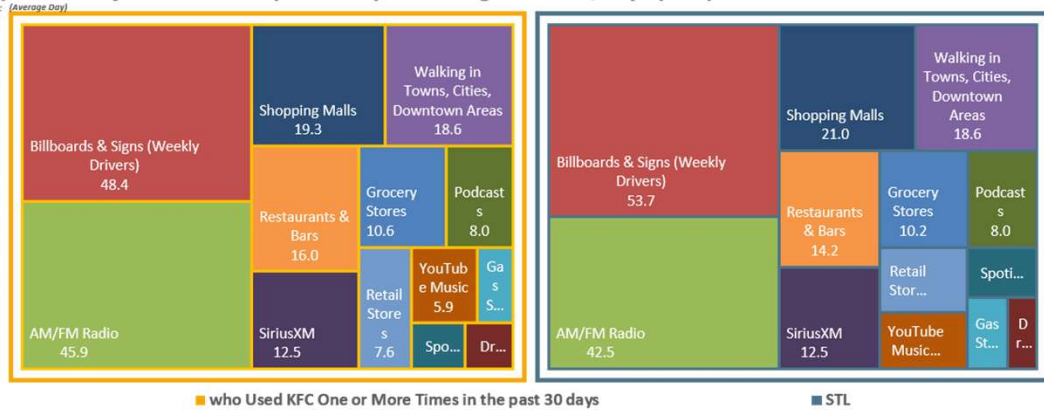


154,569 or 89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day.

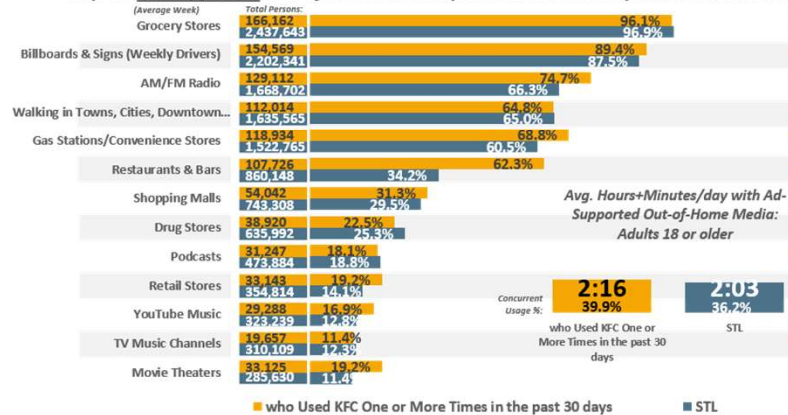
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



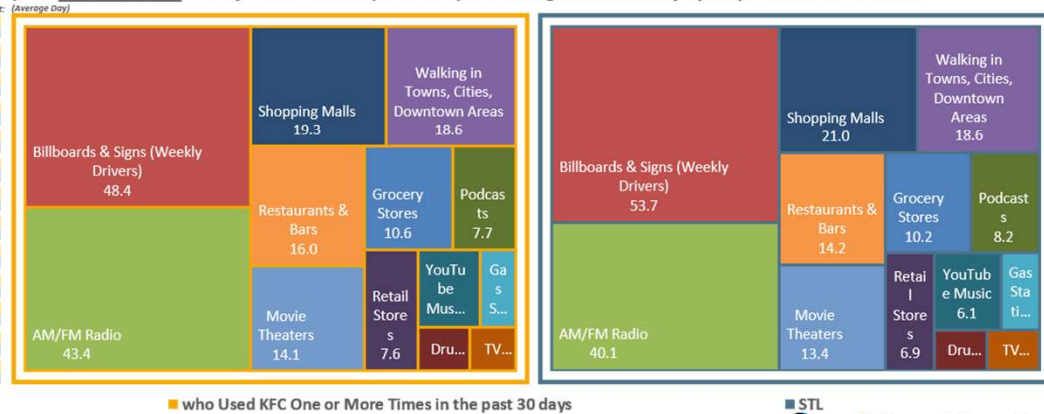
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



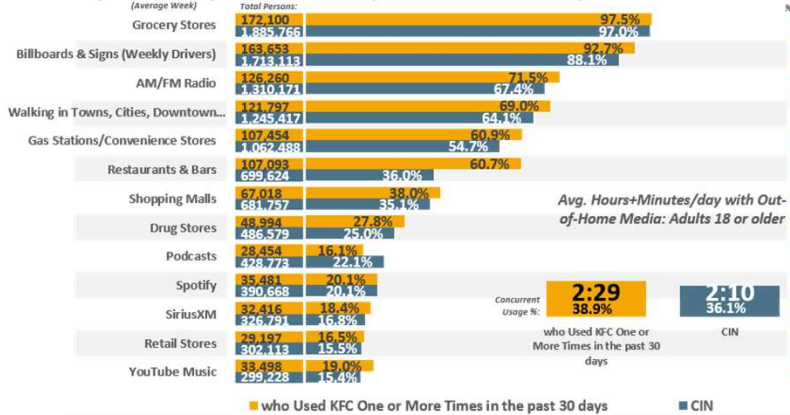
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



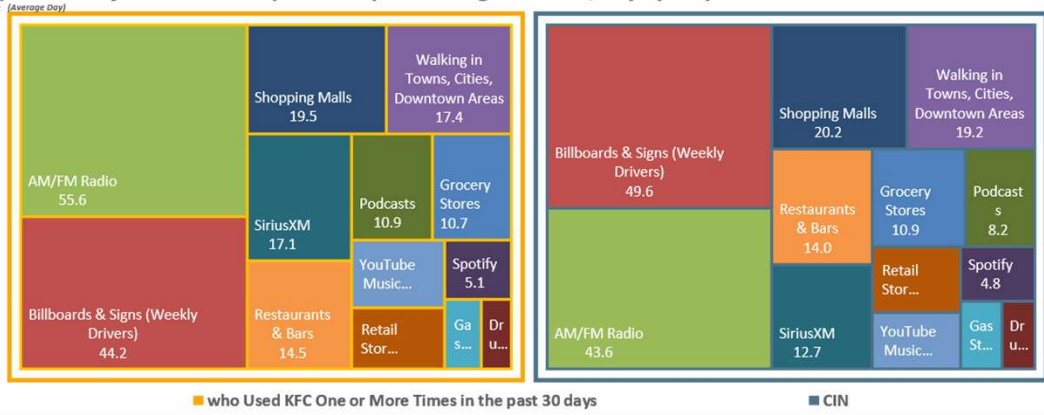


163,653 or 92.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 51.4 minutes/day.

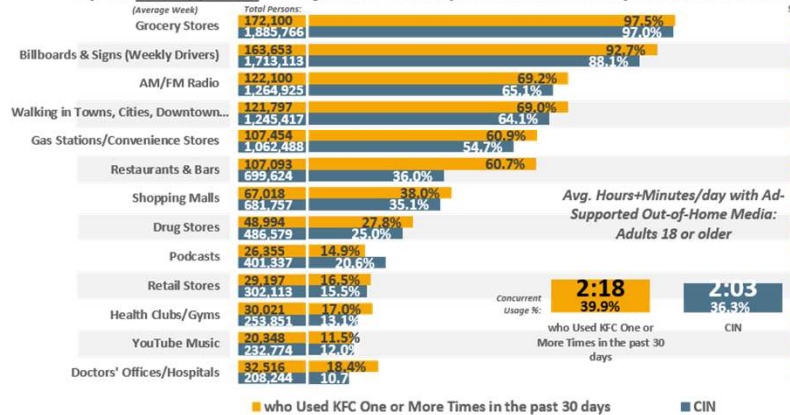
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



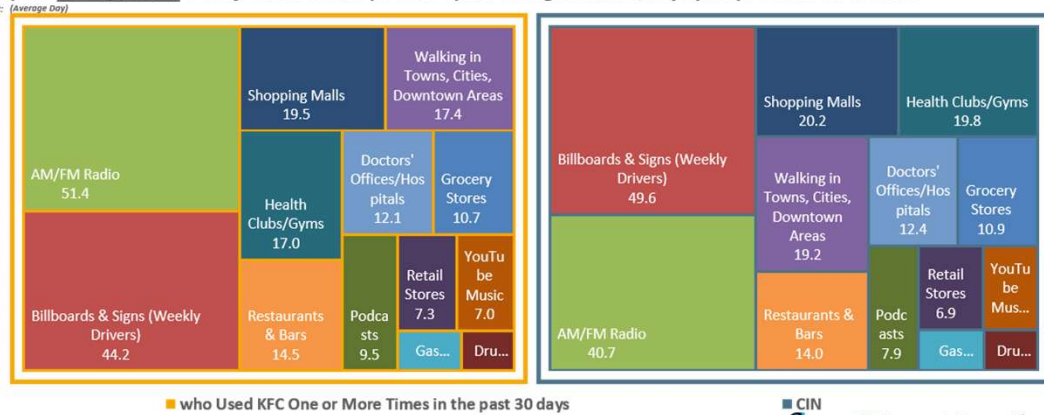
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



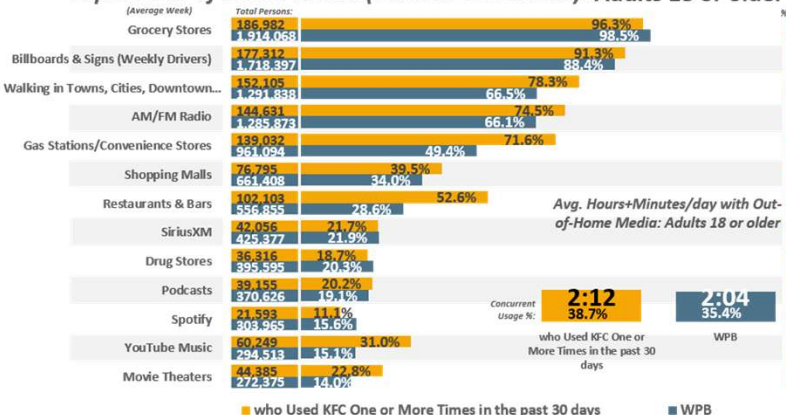
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



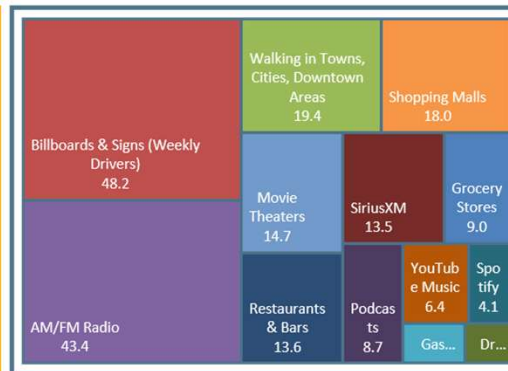
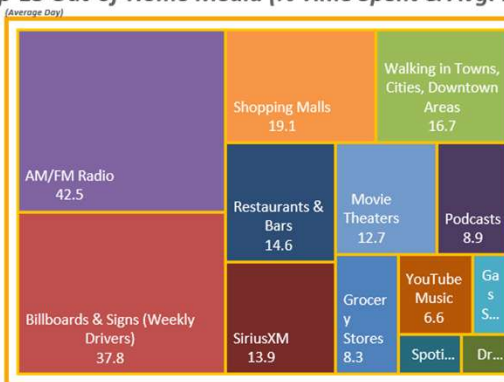


177,312 or 91.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 37.8 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

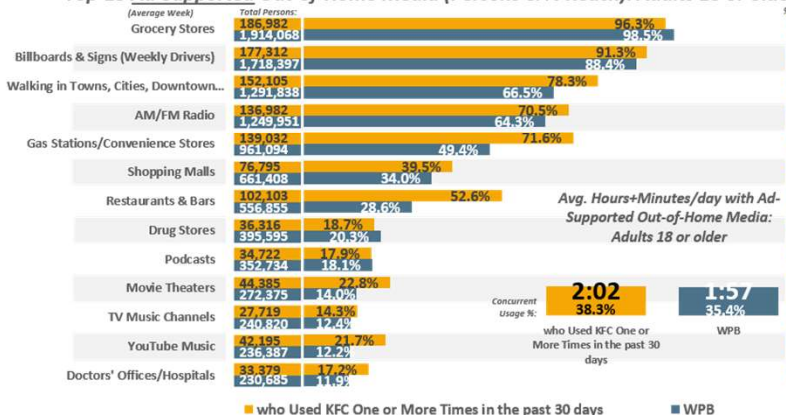
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



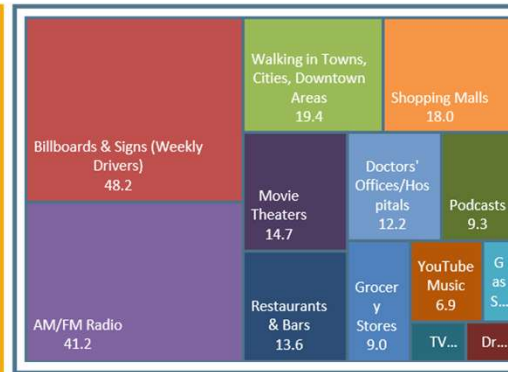
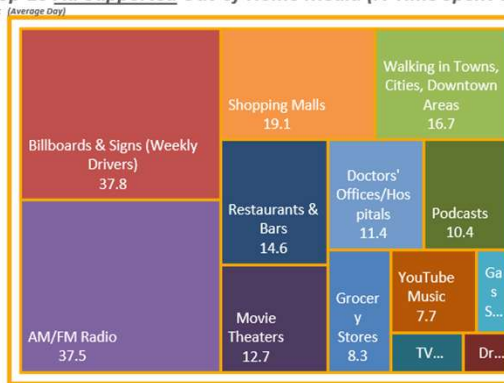
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



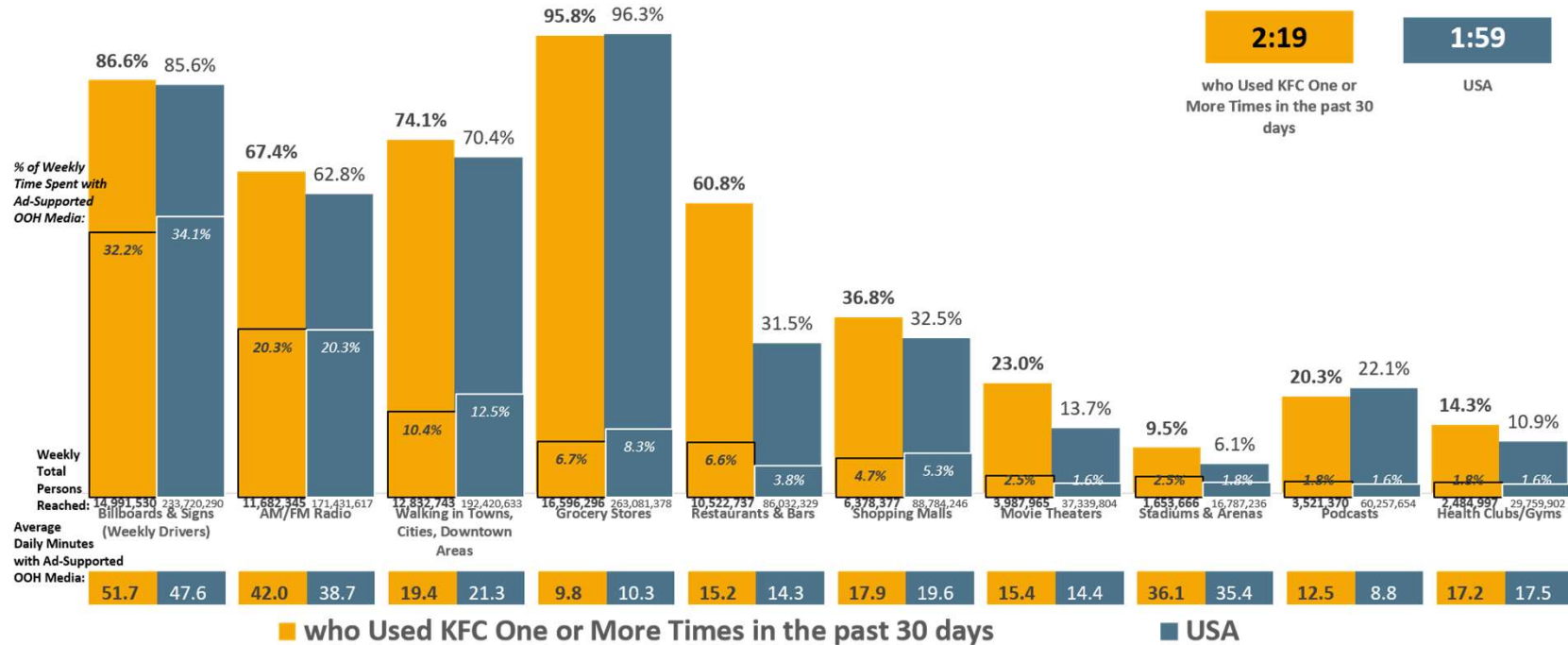


14,991,530 or 86.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 32.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: KFC

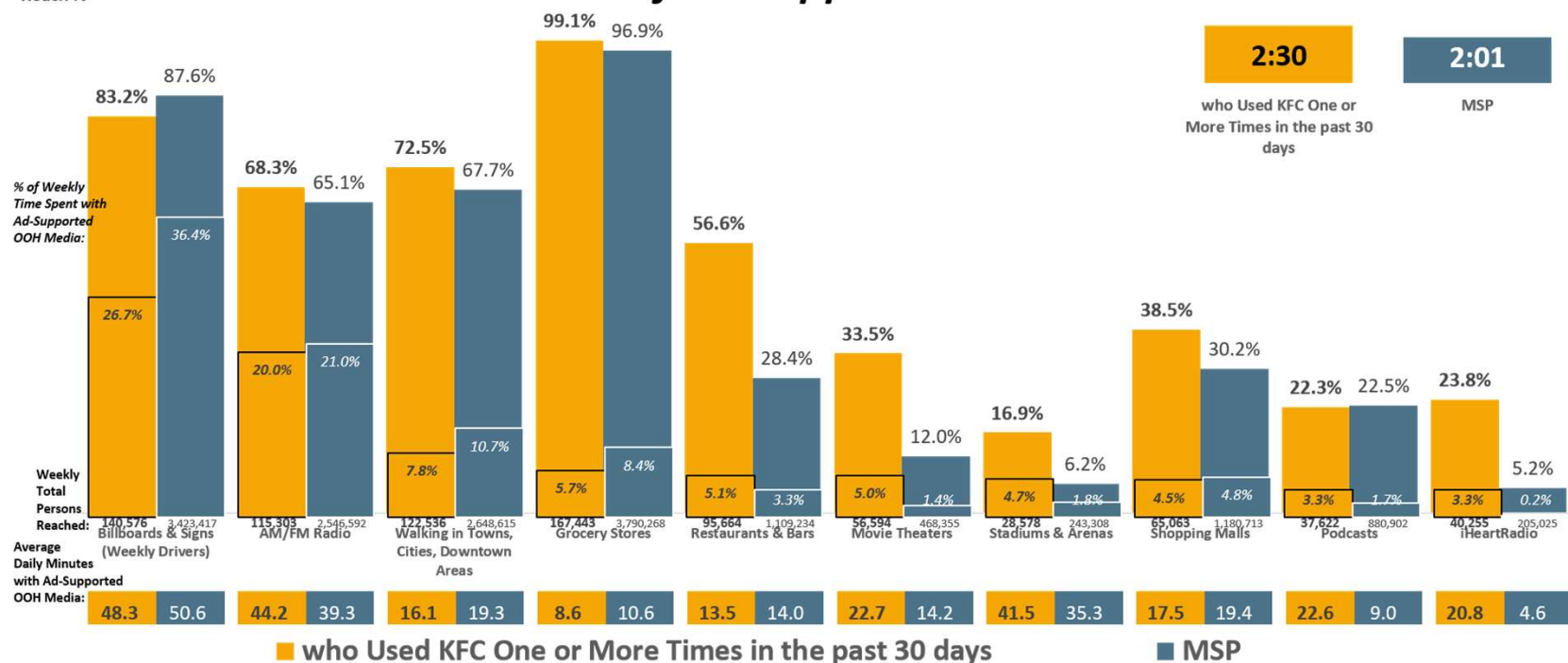


140,576 or 83.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 48.3 minutes per day driving, seeing Billboards and Signs representing 26.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

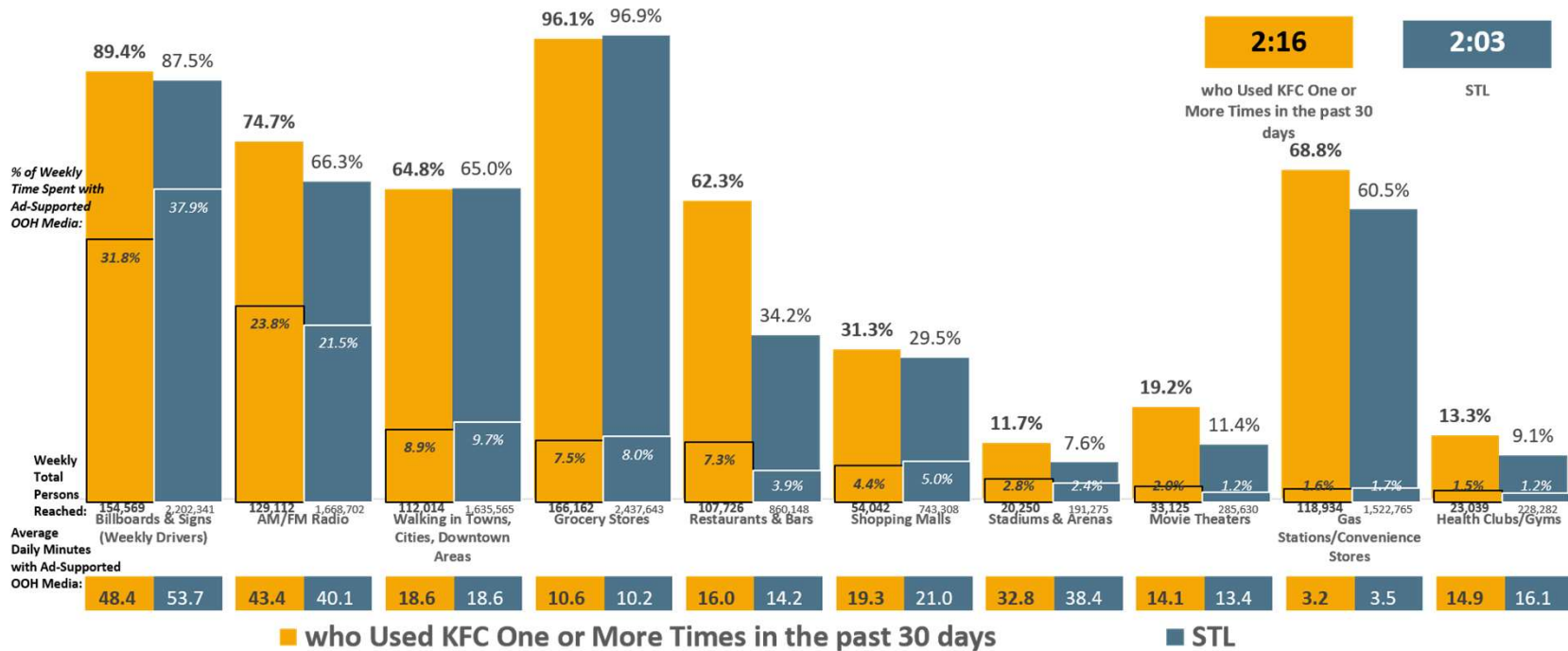


154,569 or 89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 134
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Quick service restaurants used past 30 days: KFC

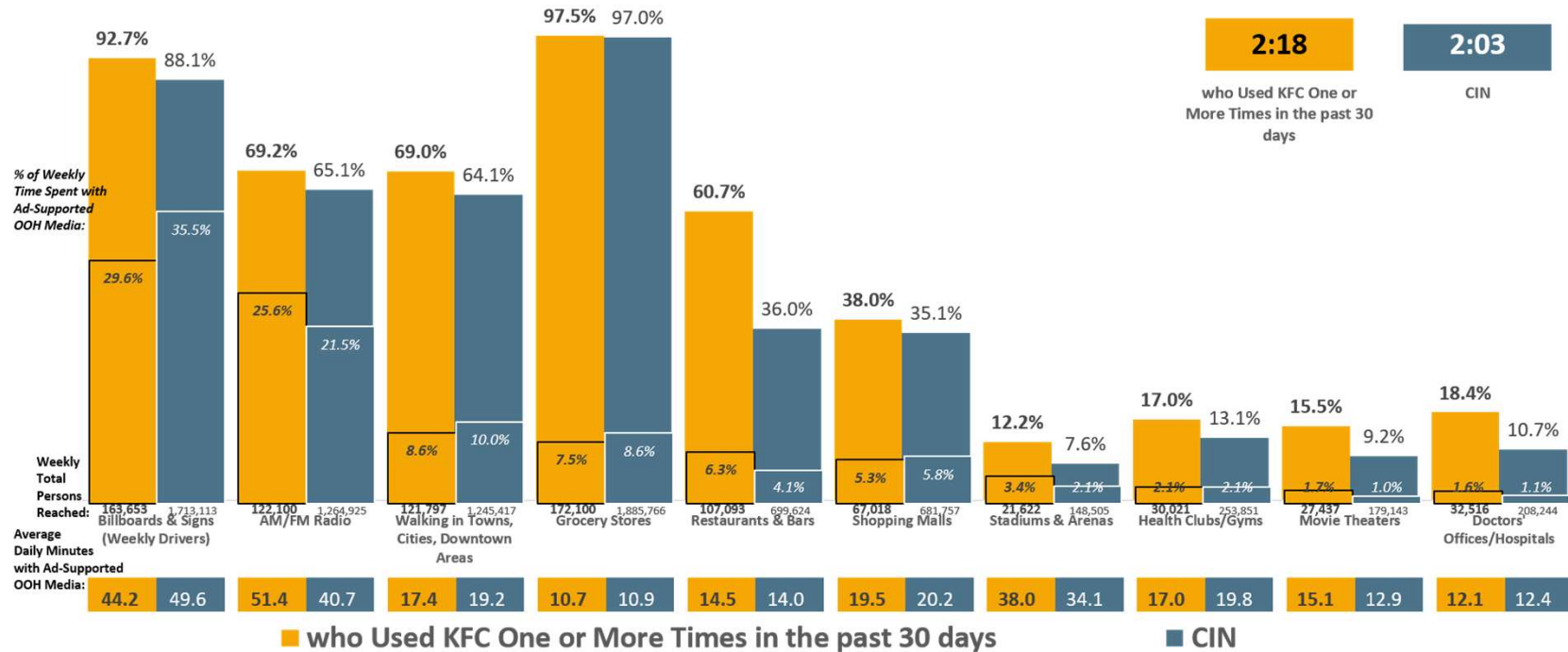


163,653 or 92.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 29.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Quick service restaurants used past 30 days: KFC

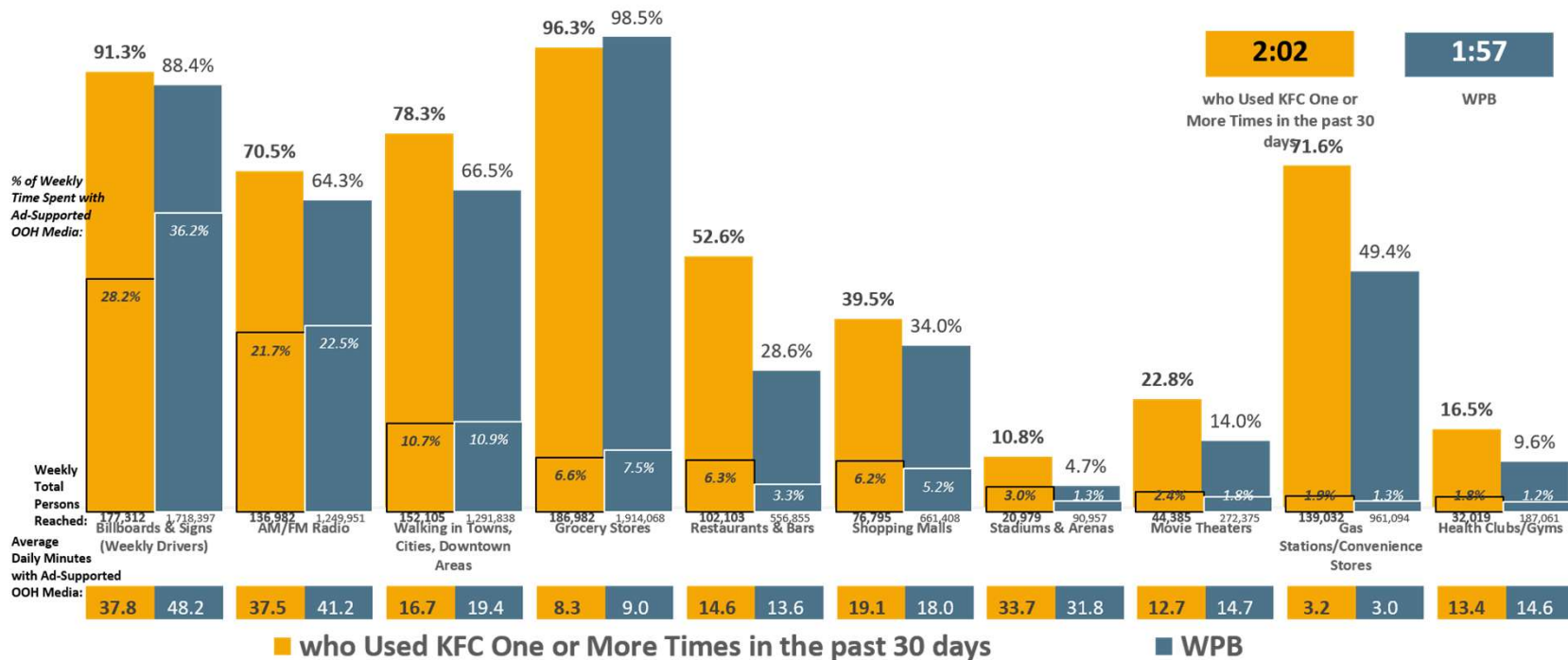


177,312 or 91.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 37.8 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 236 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

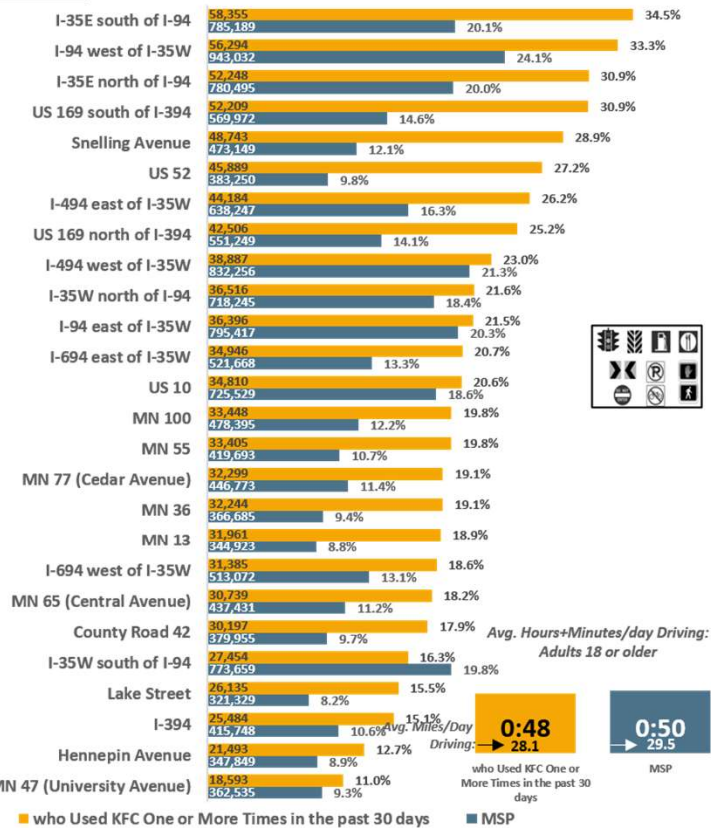
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

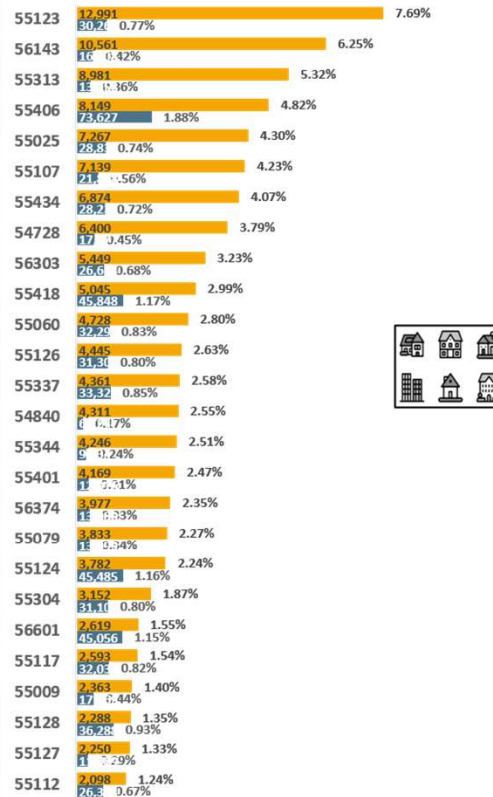


140,576 or 83.2% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 48.3 minutes per day driving an average of 28.1 miles each day and are 177.2% more likely to use US 52 than the Metro average.

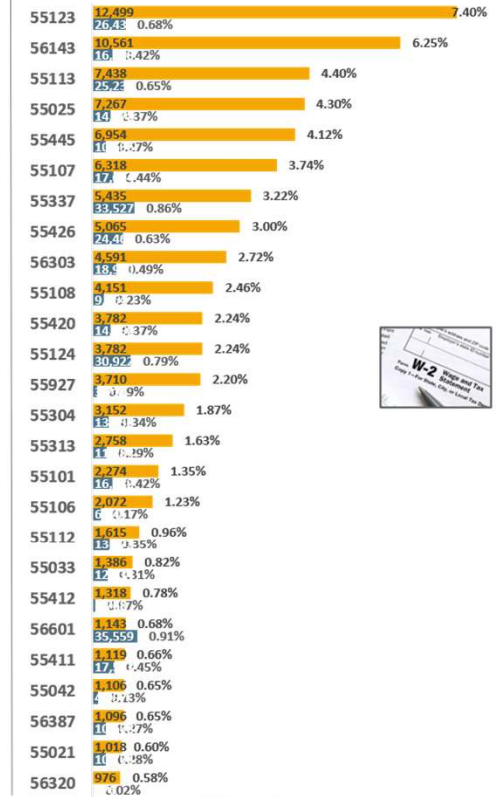
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



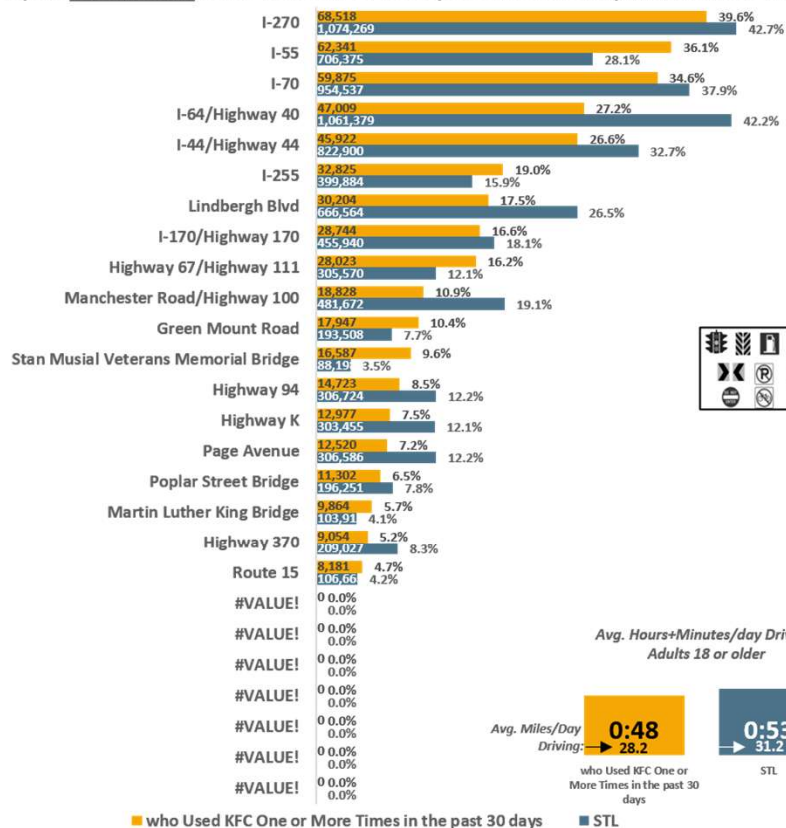
Top-26 Employment Zip Codes: Adults 18 or older



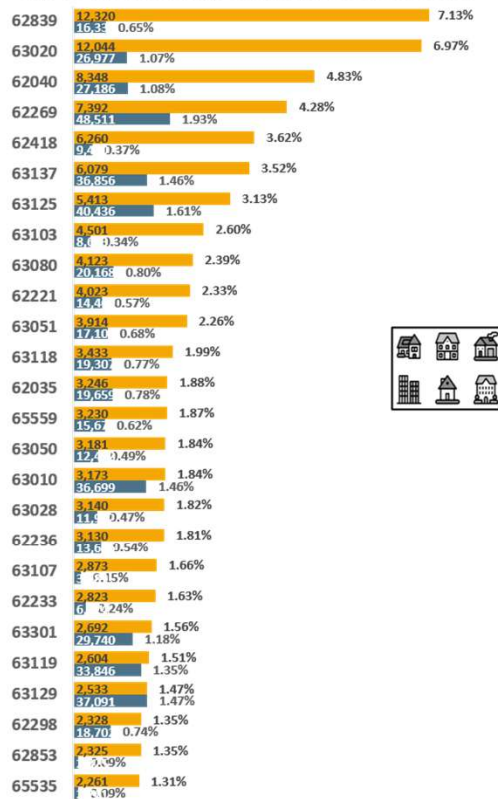


154,569 or 89.4% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 48.4 minutes per day driving an average of 28.2 miles each day and are 173.8% more likely to use Stan Musial Veterans Memorial Bridge than the Me

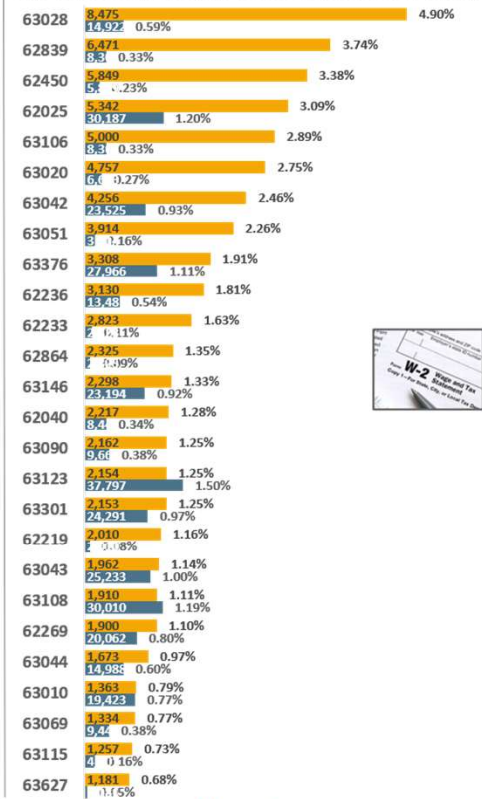
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



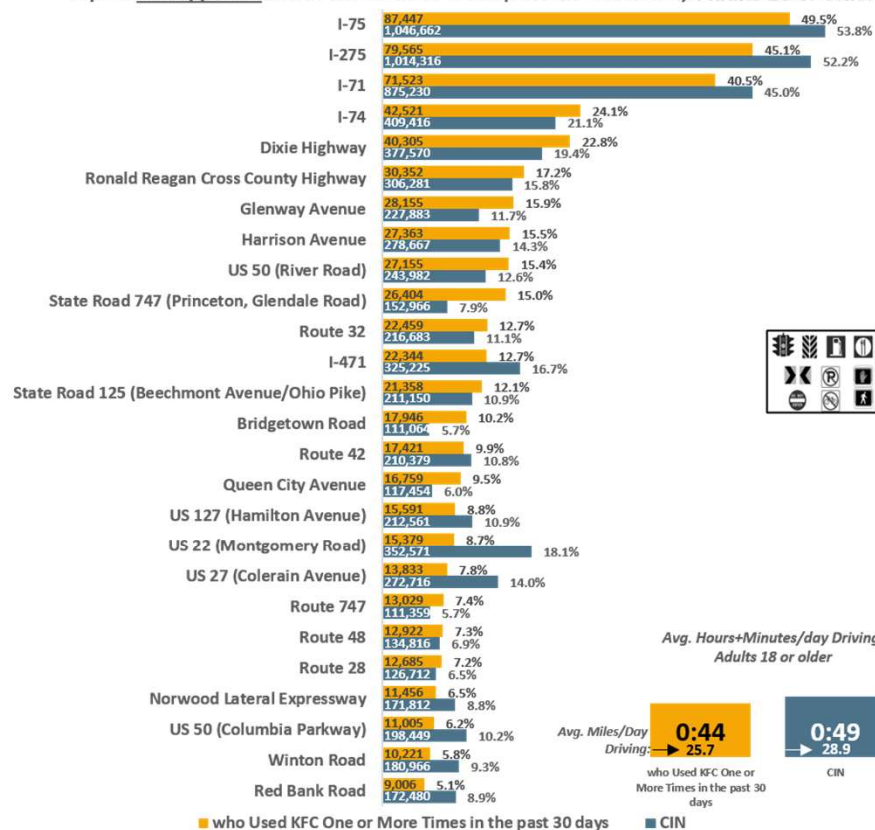
Top-26 Employment Zip Codes: Adults 18 or older





163,653 or 92.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 90.1% more likely to use State Road 747 (Princeton, Glendale Road) than th

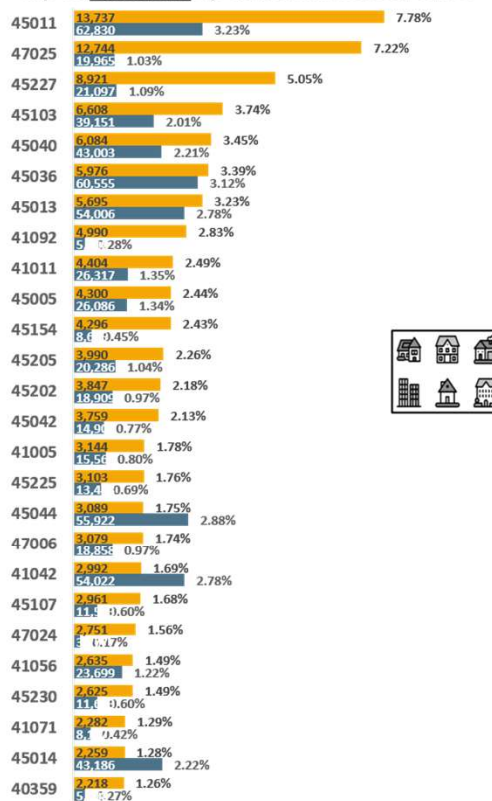
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



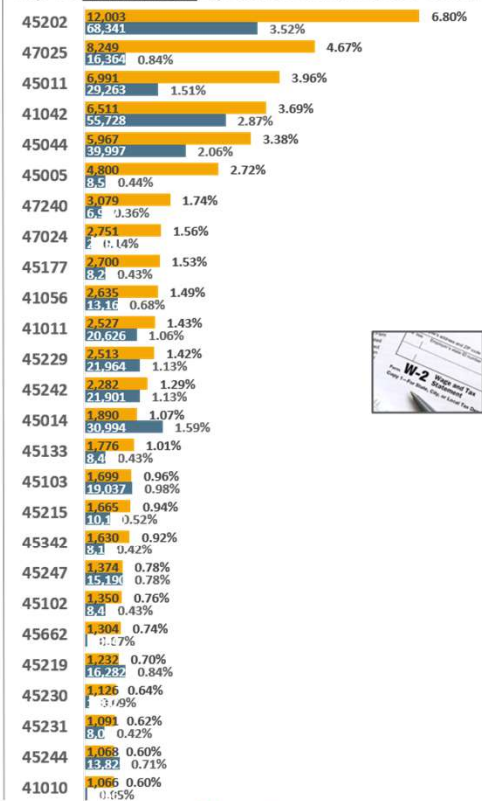
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

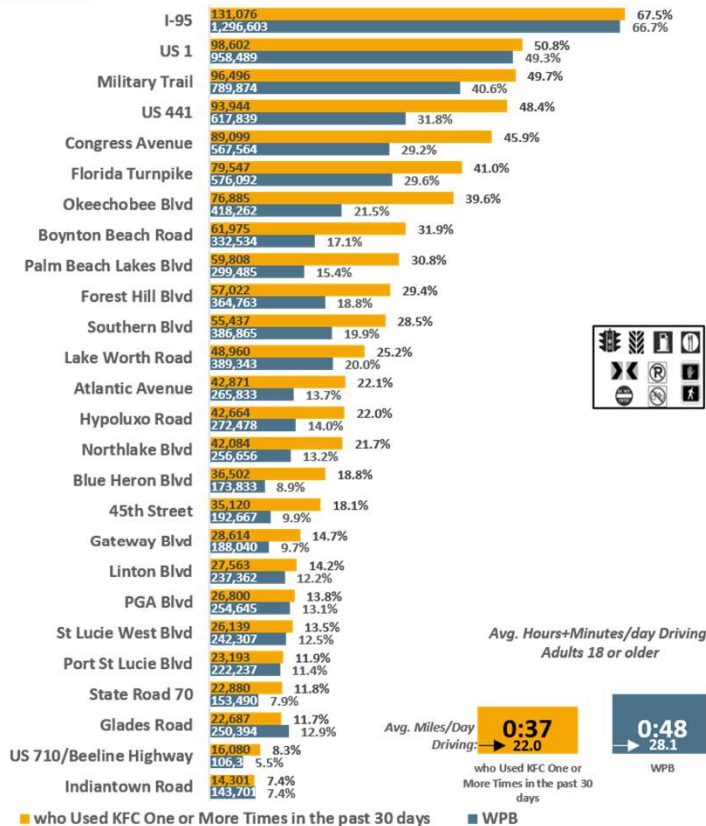


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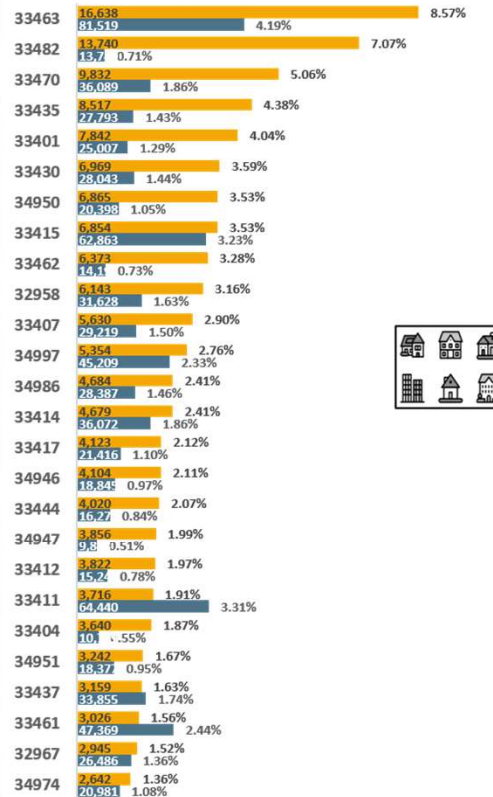


177,312 or 91.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days spend an average of 37.8 minutes per day driving an average of 22. miles each day and are 110.1% more likely to use Blue Heron Blvd than the Metro average.

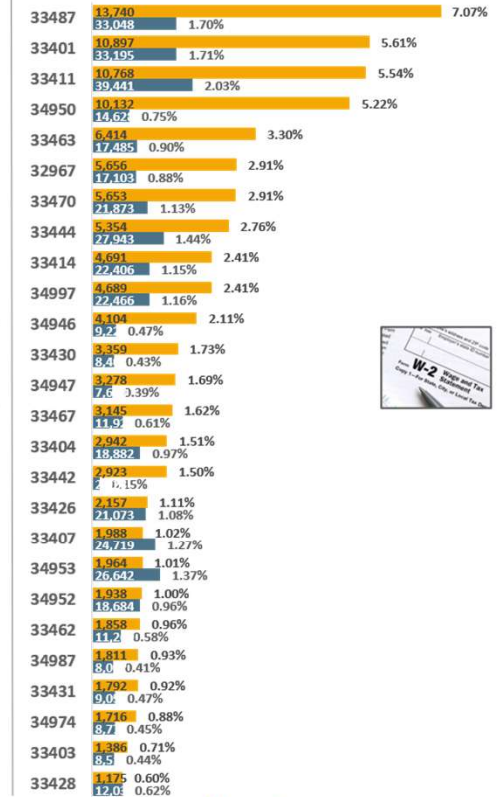
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



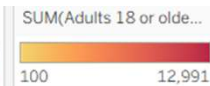
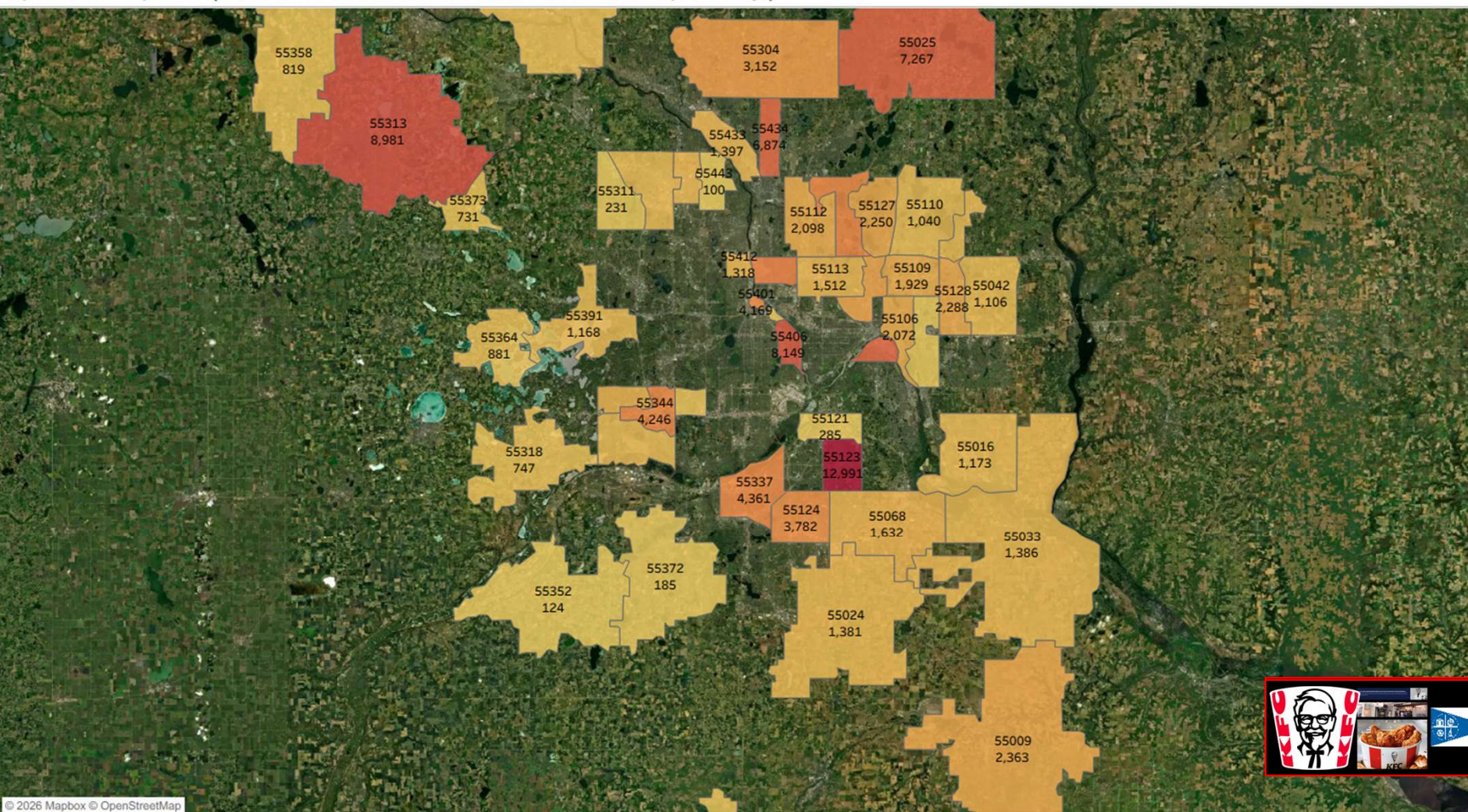
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)



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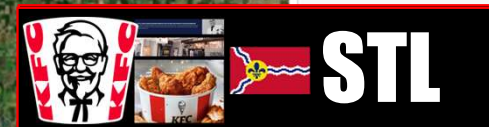
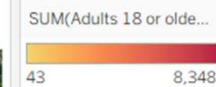
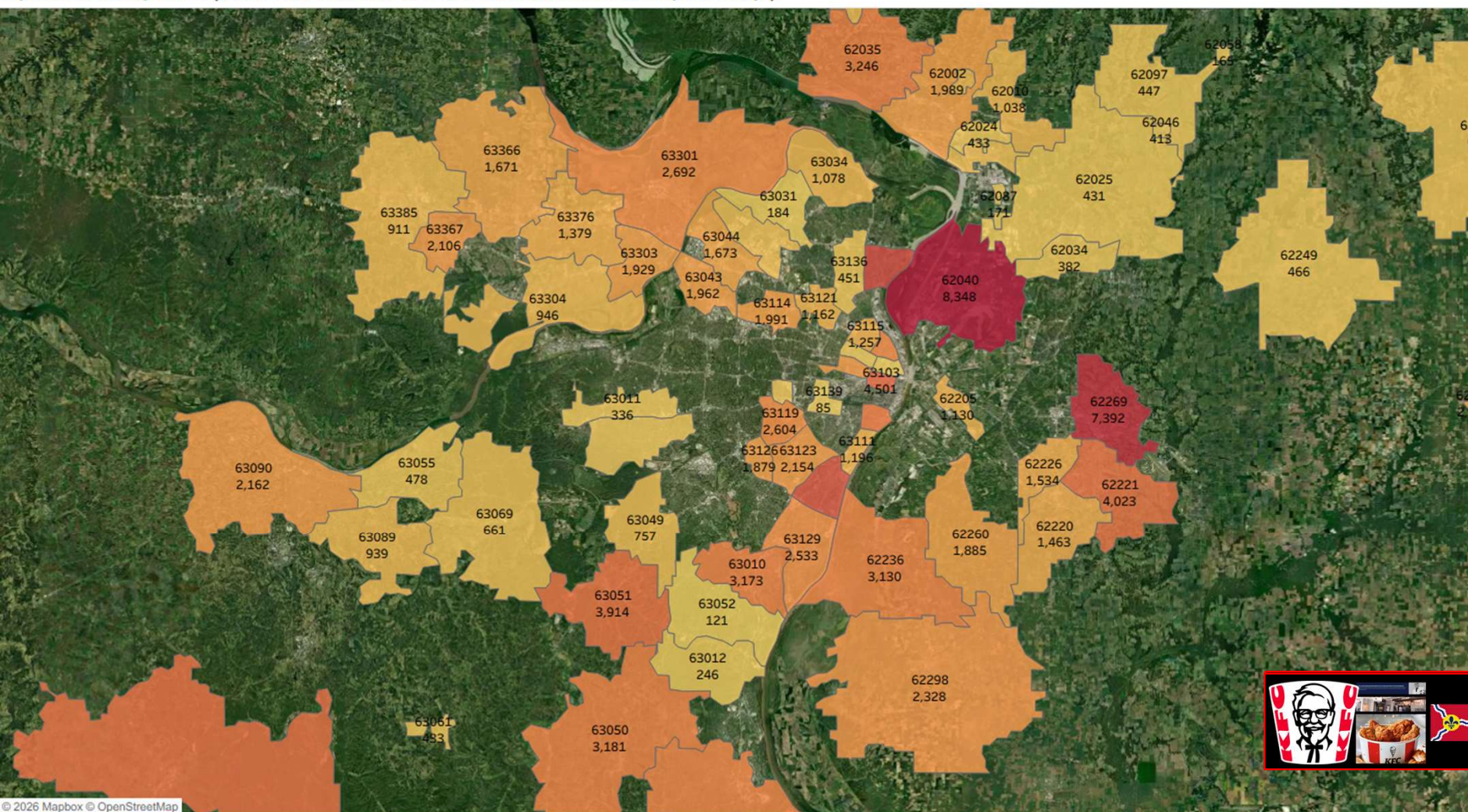
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88

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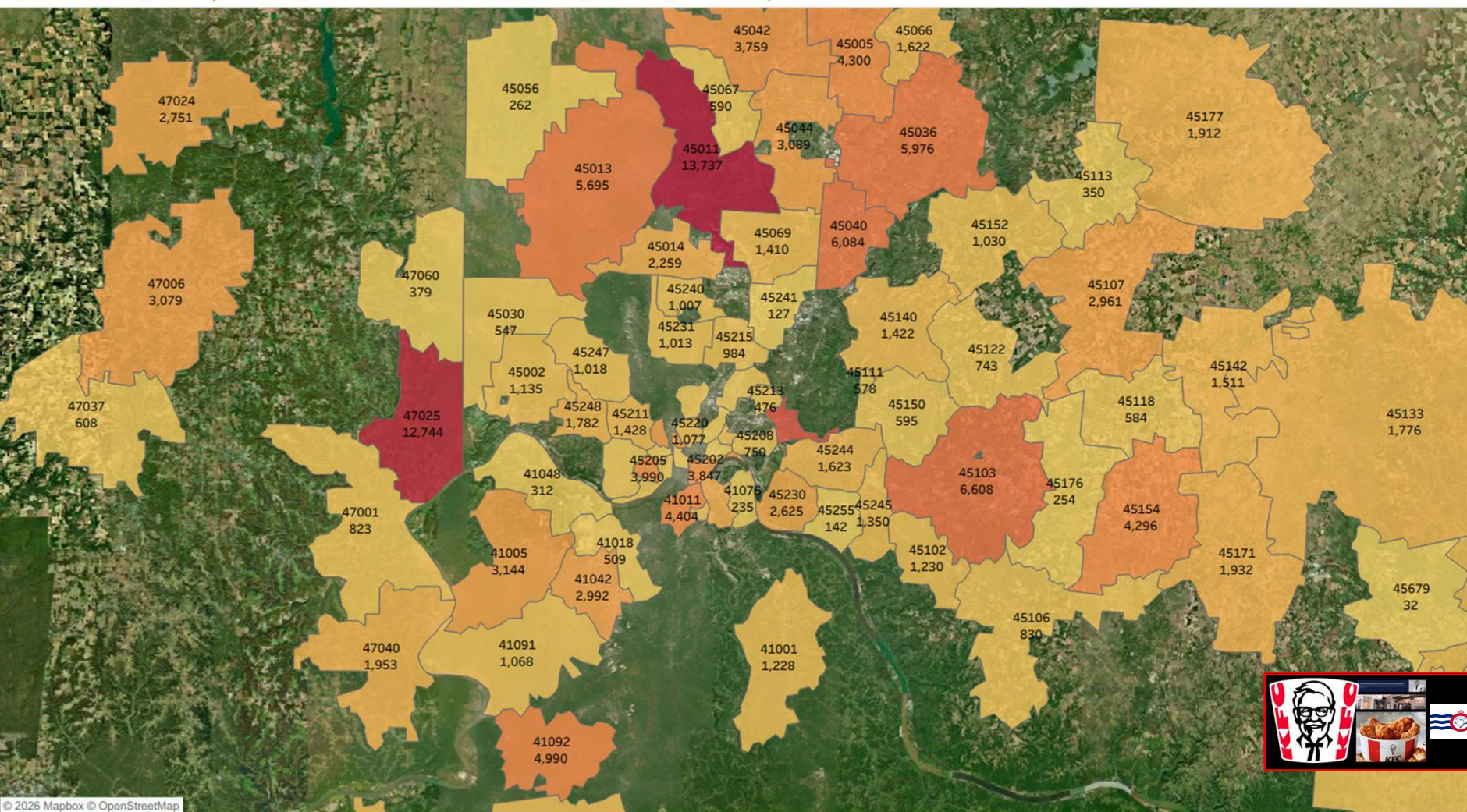
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Quick service restaurants used past 30 days: KFC

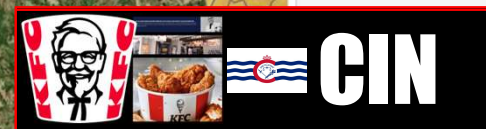
Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)



Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)



SUM(Adults 18 or olde...



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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 171

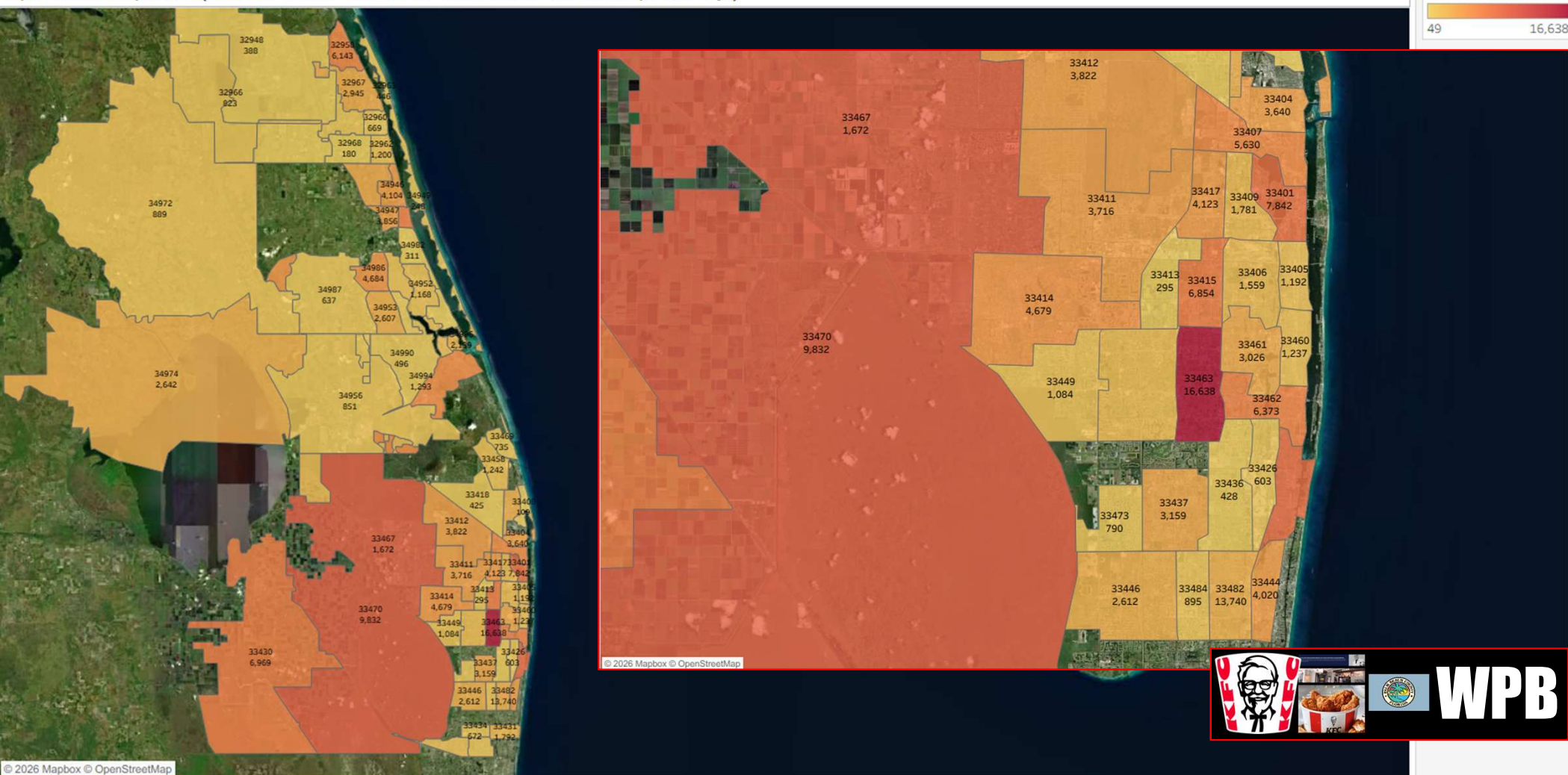
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Quick service restaurants used past 30 days: KFC

Top Residential Zip Codes: (Adults 18 or older who Used KFC One or More Times in the past 30 days)

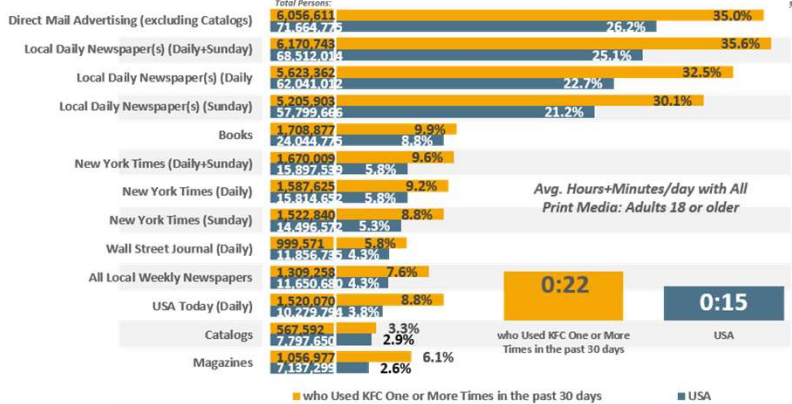
SUM(Adults 18 or olde...
49 16,638





6,170,743 or 35.6% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

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

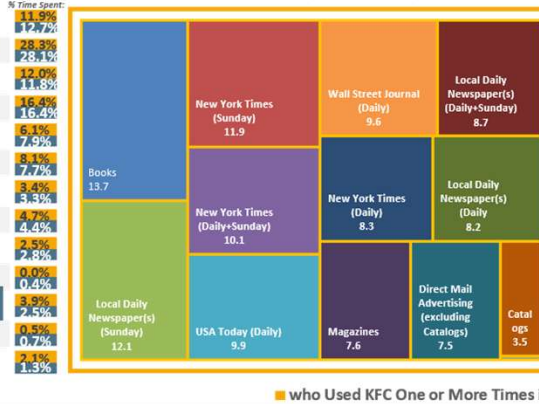


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

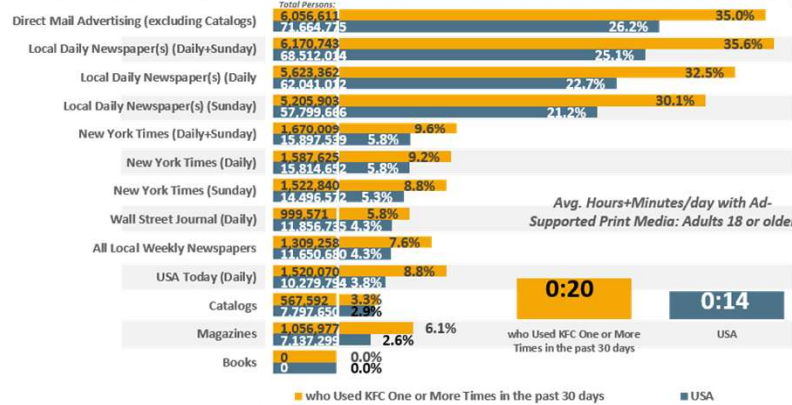
0:22

0:15

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

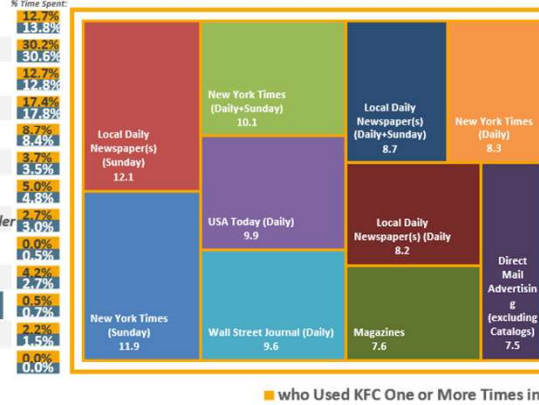


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

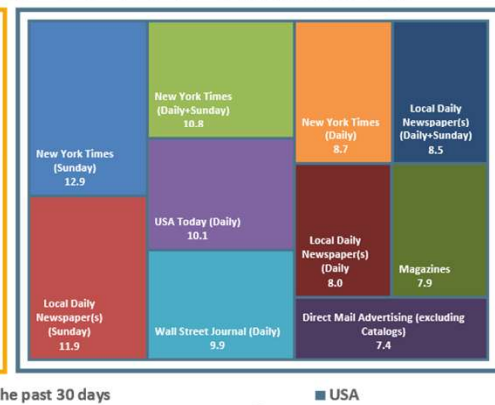
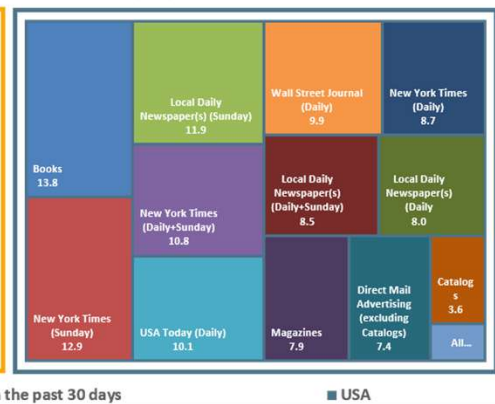
0:20

0:14

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 1,664
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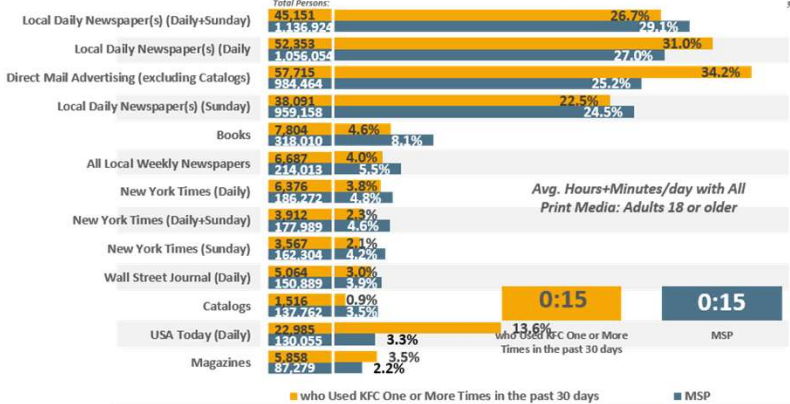
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: KFC

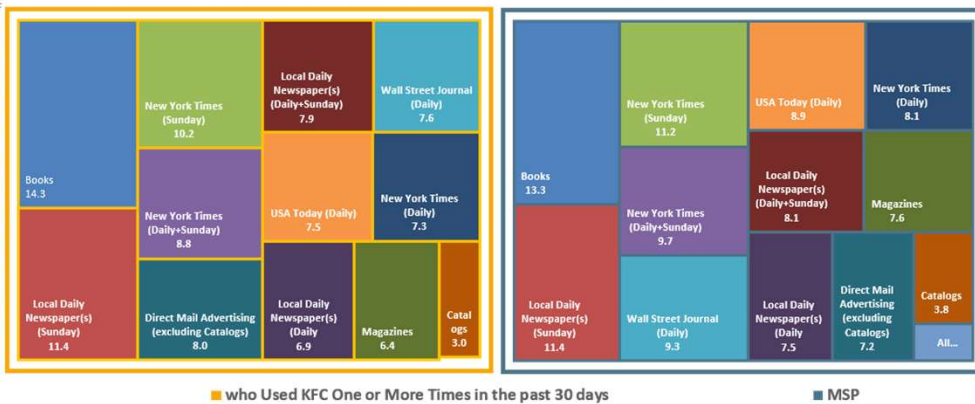


45,151 or 26.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

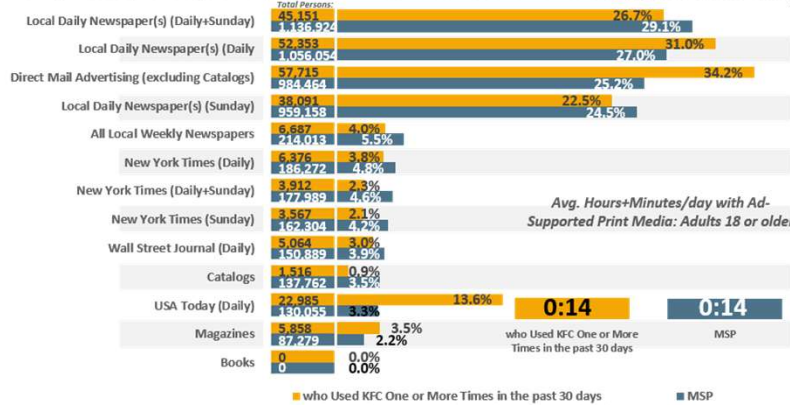
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



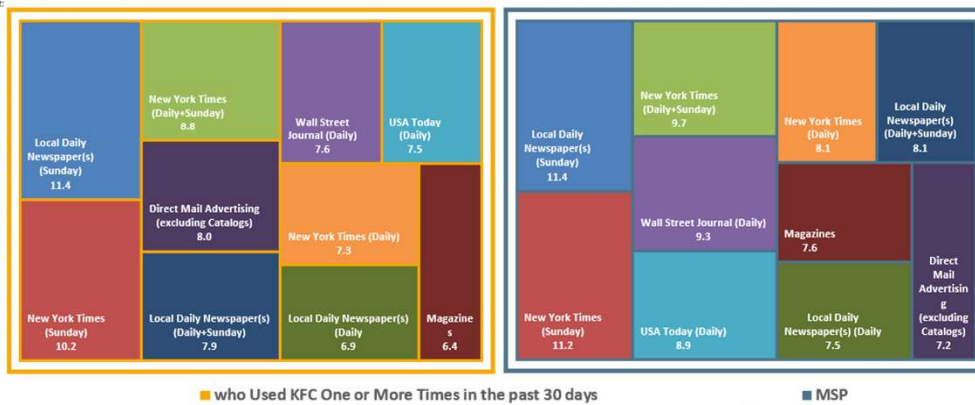
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



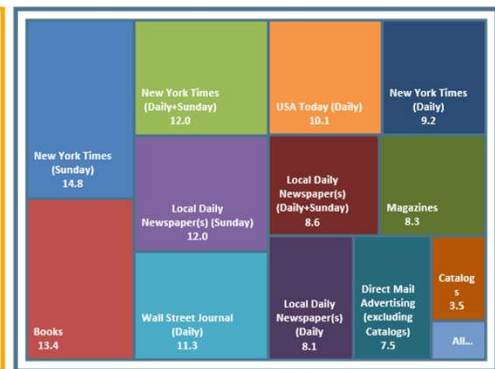
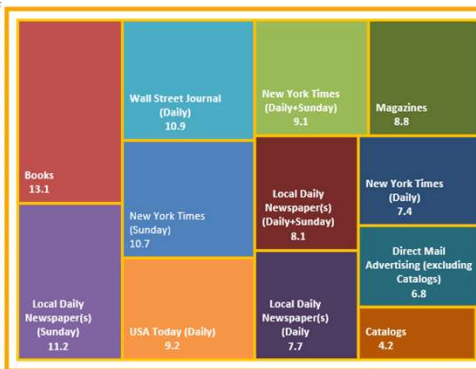
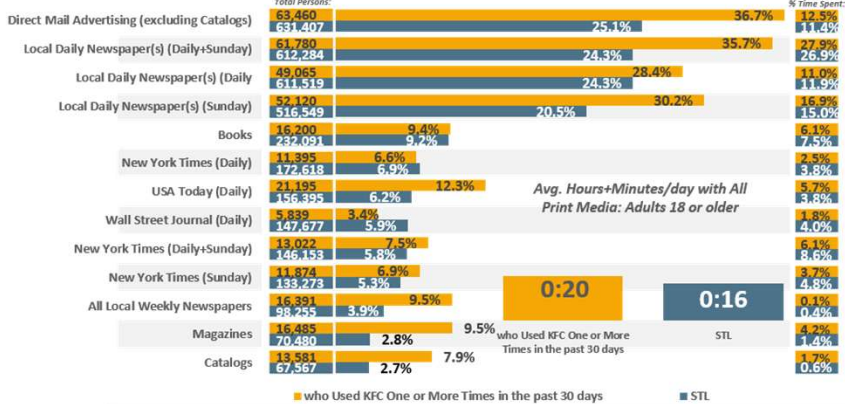
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



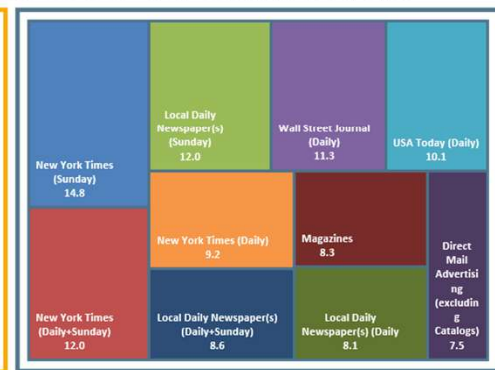
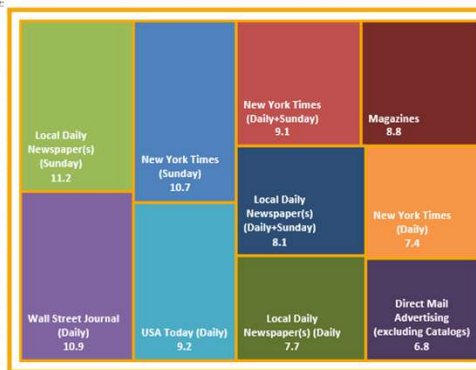
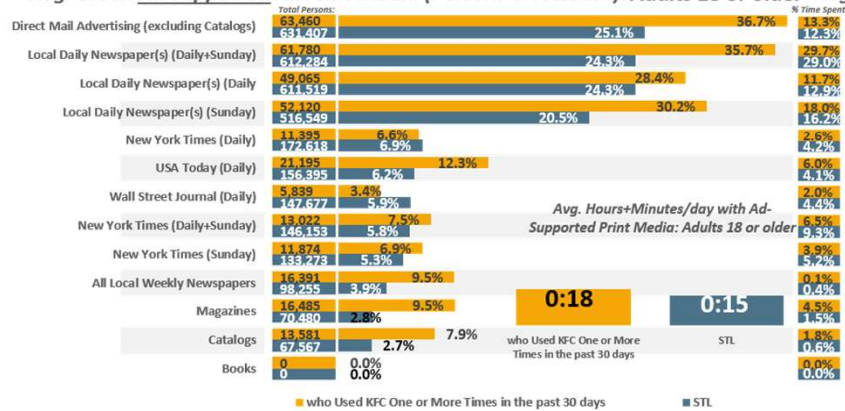


61,780 or 35.7% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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**



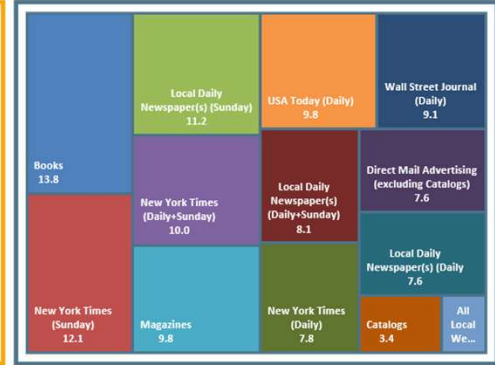
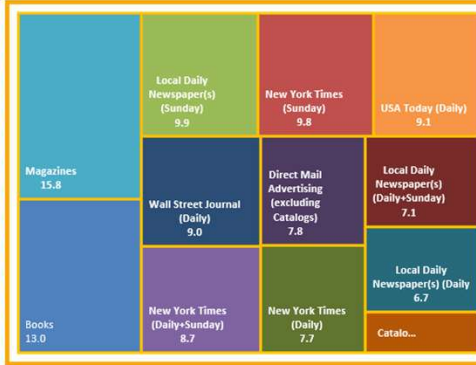
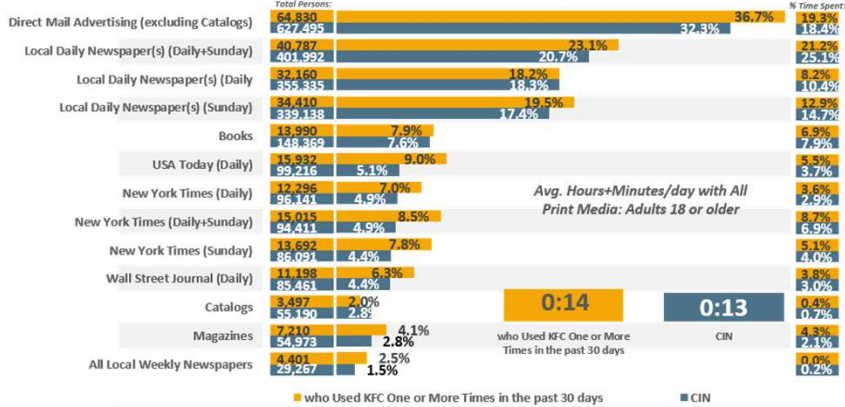
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



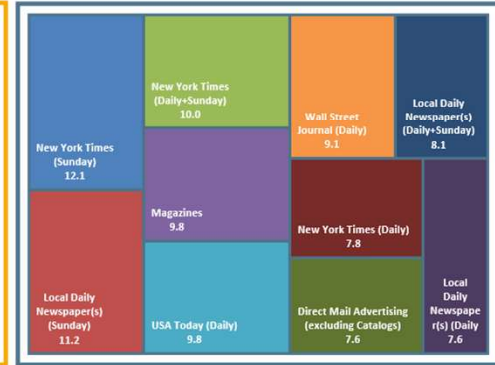
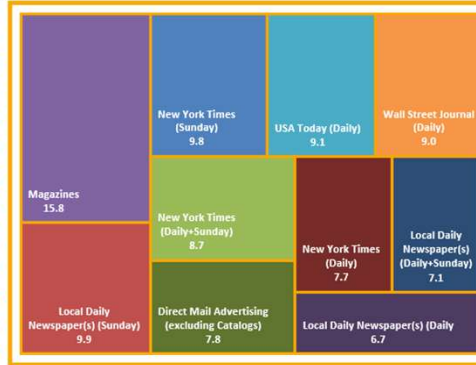
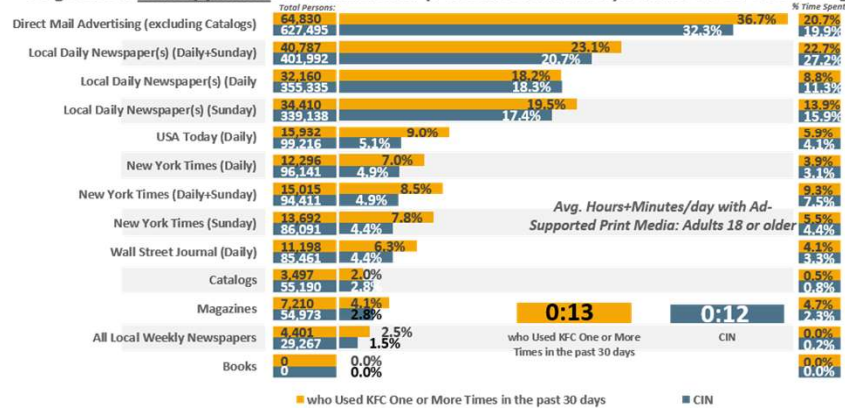


40,787 or 23.1% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 22.7% of all time spent daily with All forms of Print Media.

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**



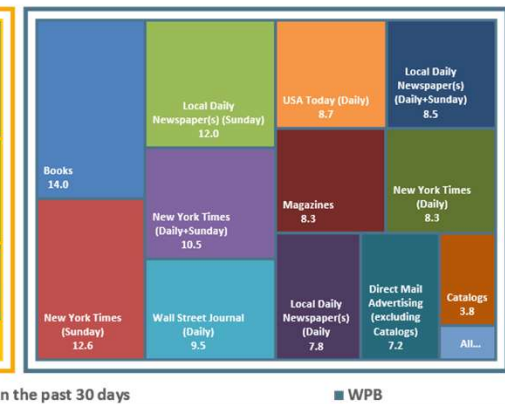
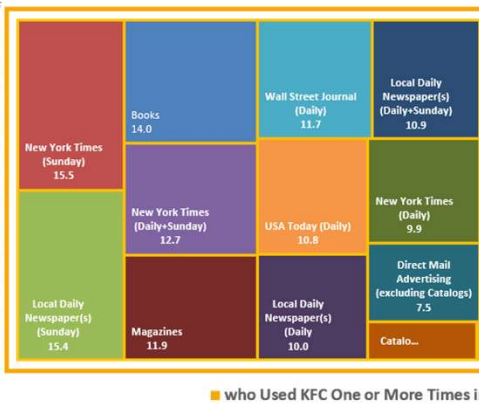
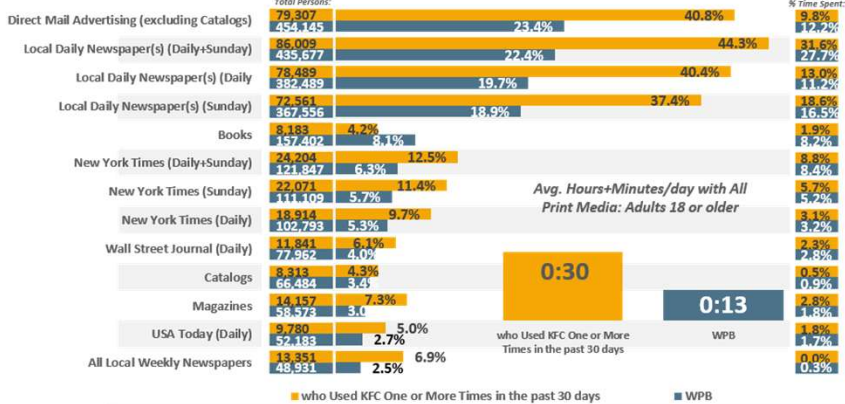
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



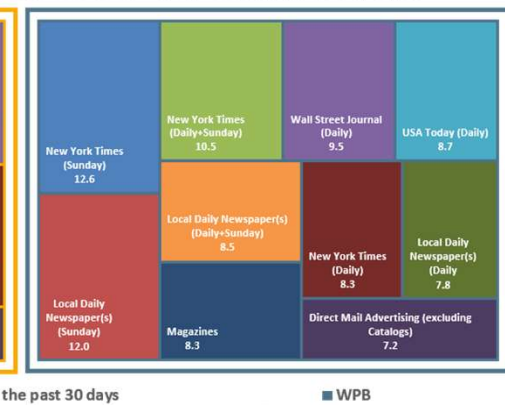
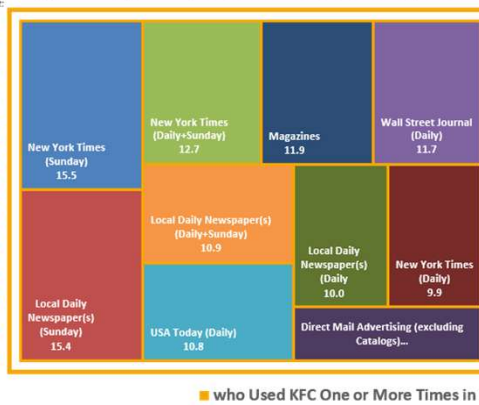
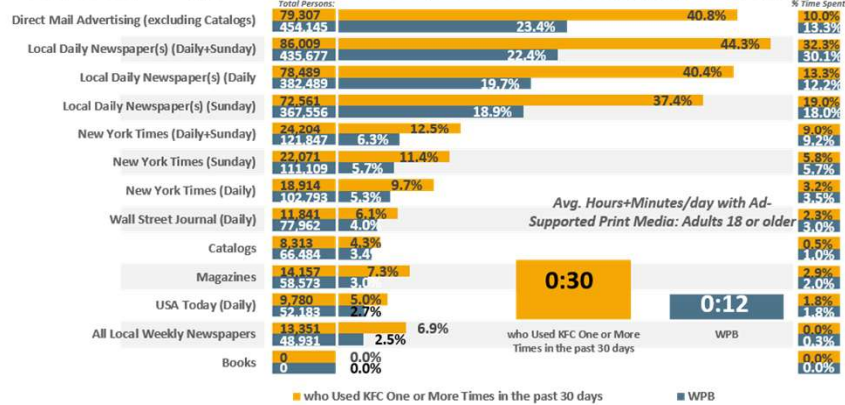


86,009 or 44.3% of Adults 18 or older who Used KFC One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

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



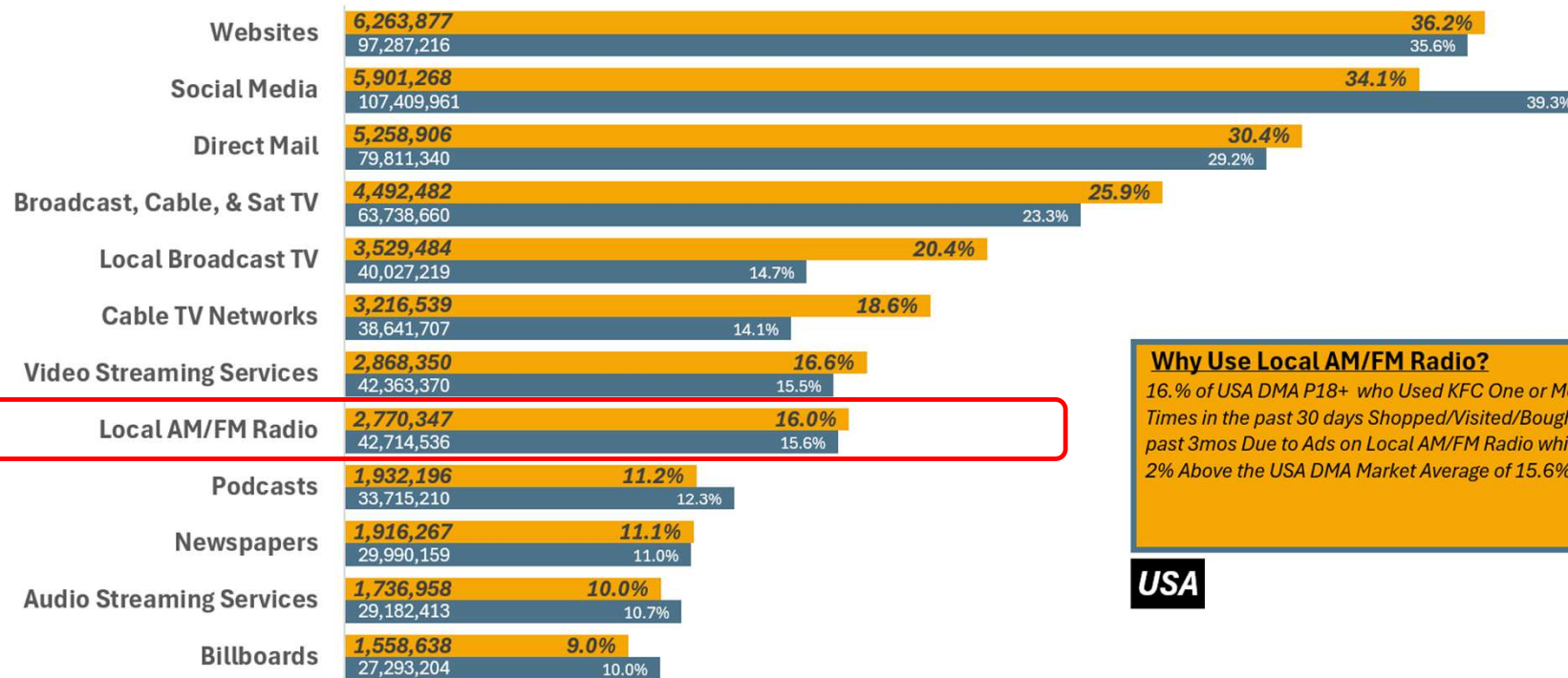
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

16. % of USA DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 15.6%.

USA

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

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1664
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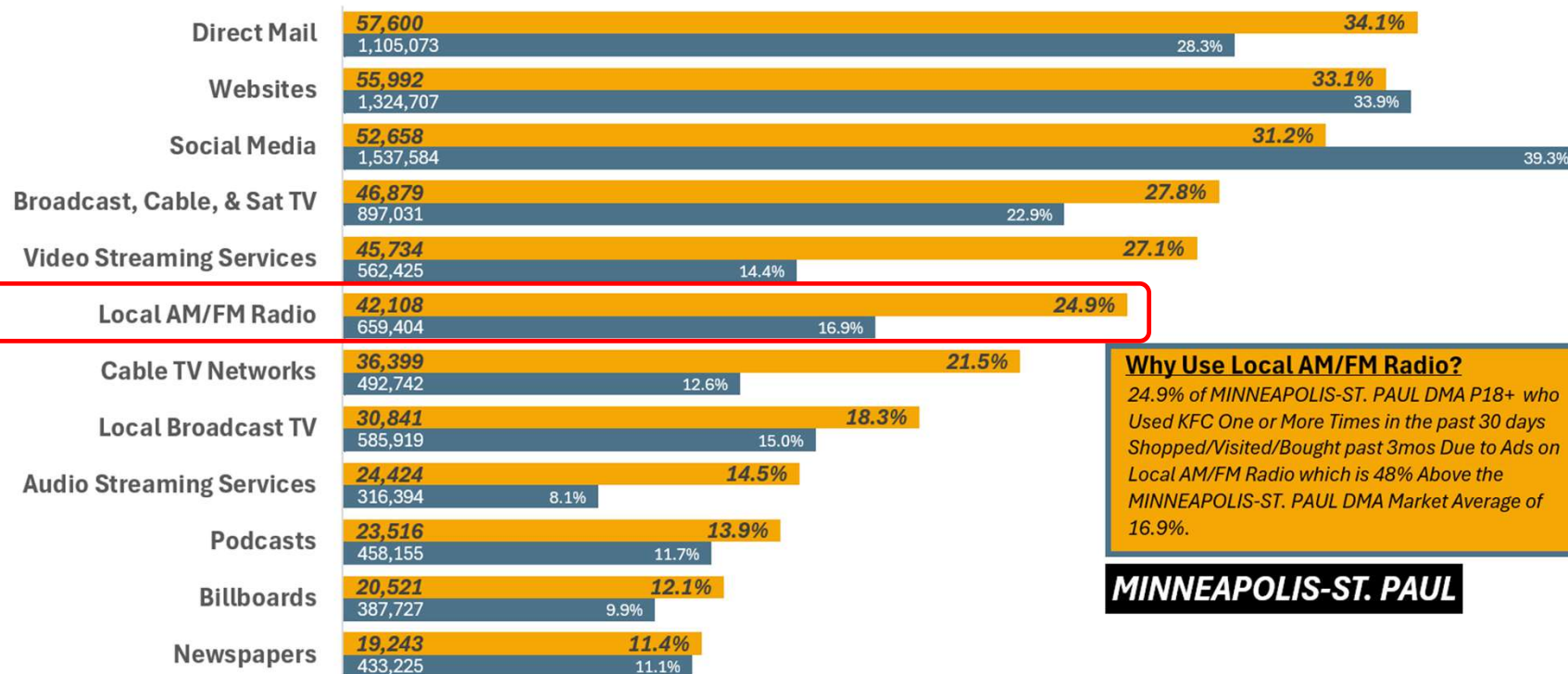
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

24.9% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

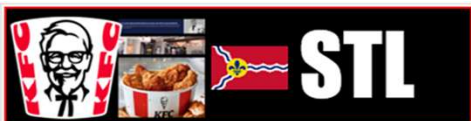
■ P18+ who Used KFC One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 88
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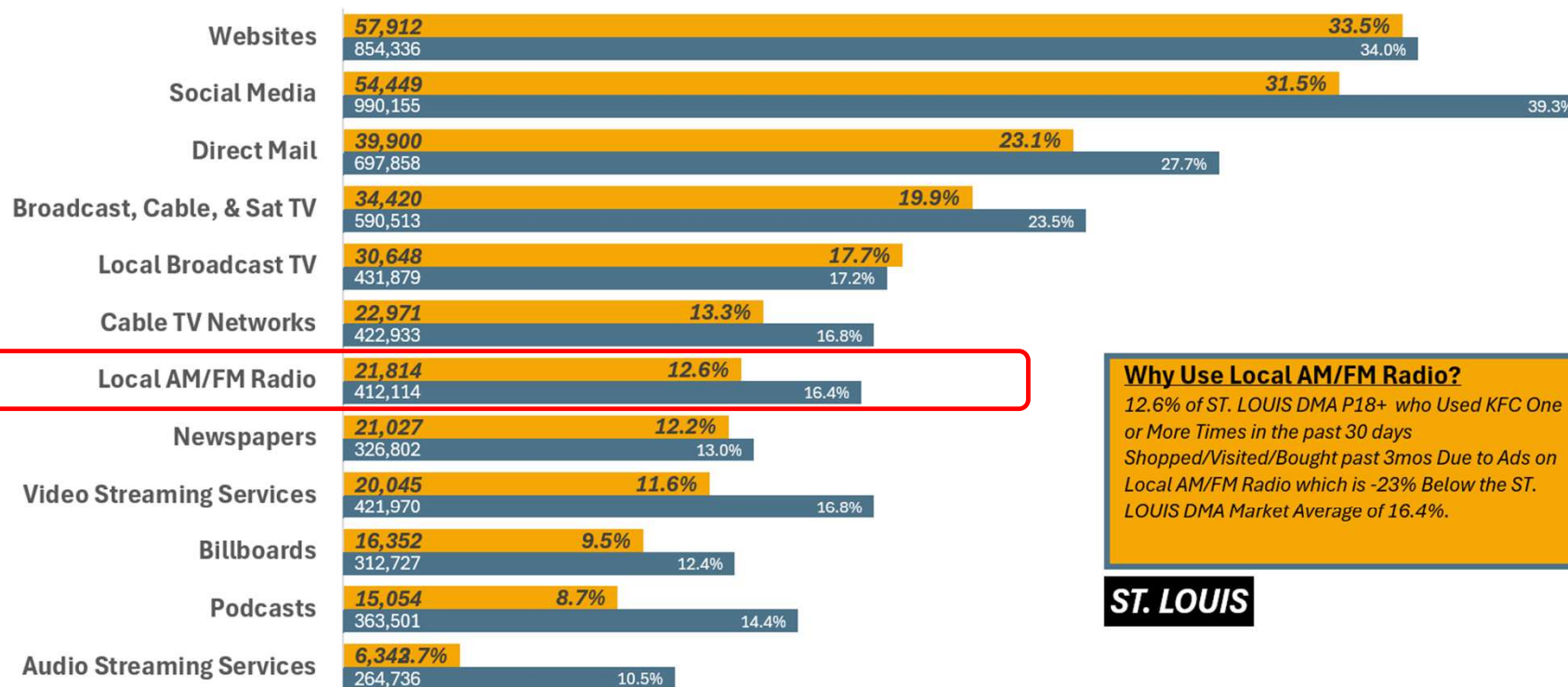
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.6% of ST. LOUIS DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 134
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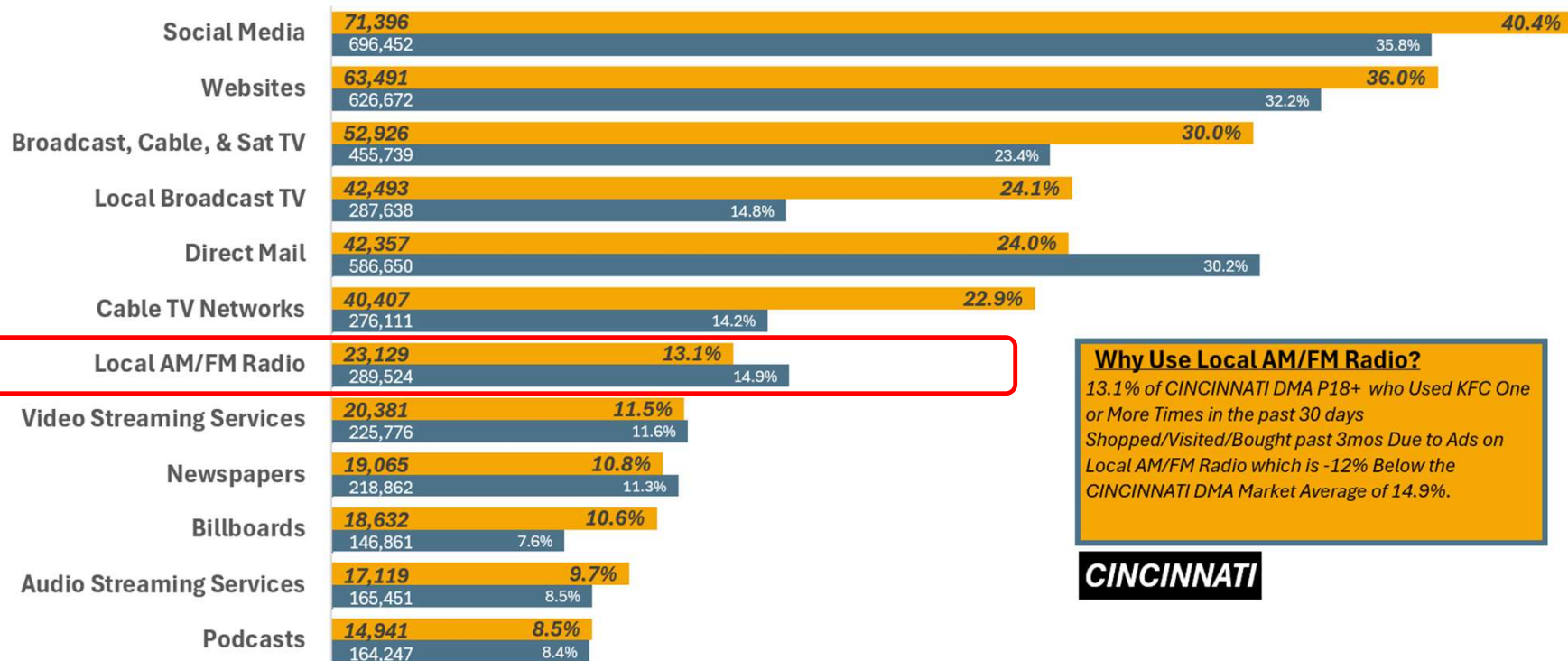
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.1% of CINCINNATI DMA P18+ who Used KFC 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% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 171
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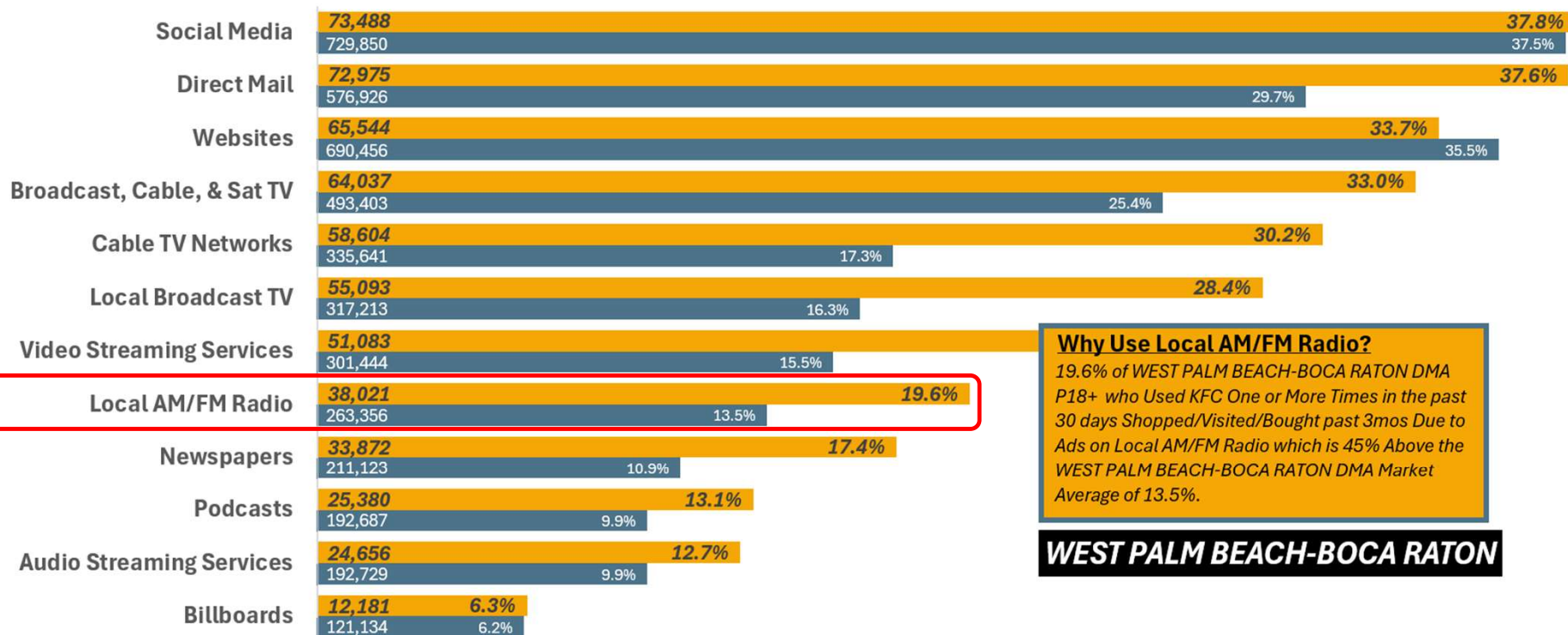
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Quick service restaurants used past 30 days: KFC



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used KFC One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 45% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Used KFC 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 R1 2026: Jan25-Jan26 Qual Intab: 236
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Quick service restaurants used past 30 days: KFC