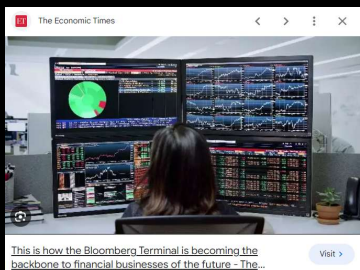


USA+4 More DMAs – P18+ who Used PANERA BREAD One or More Times in the past 30 days!

Complete Demographic & Media Use Profiles



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



P18+

JAB HOLDING COMPANY

Panera
BRANDS™



Hubbard
media that connects

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

Quick service restaurants used past 30 days: Panera Bread



7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 50.8 years old (4.1% older than average) and have a \$136,734 (16.6% higher than average) annual household income.

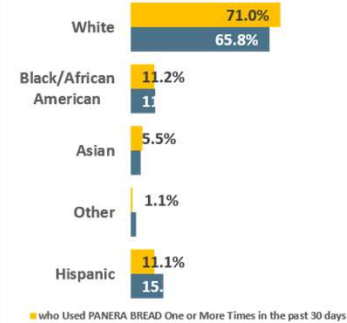
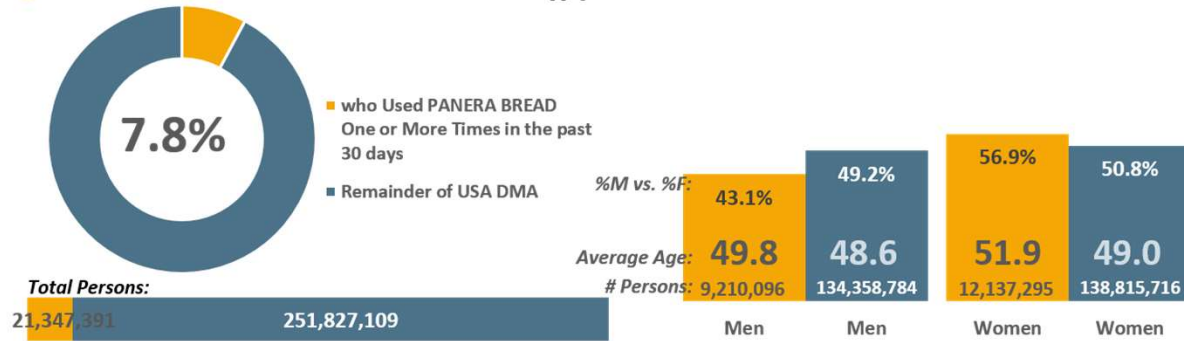


Percent of Market: Adults 18 or older

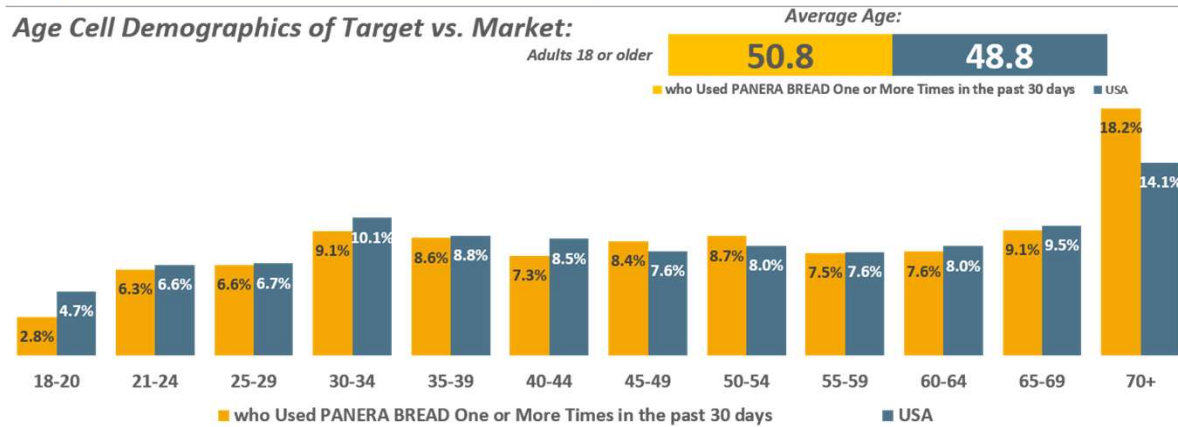


Gender of Target vs. Market: Adults 18 or older

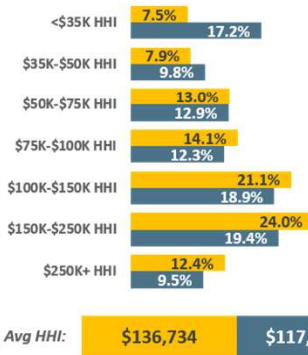
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
All Graphs and HBI/BI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



6.7% or 261,724 of MSP DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 49.5 years old (1.1% older than average) and have a \$123,982 (8.3% higher than average) annual household income.

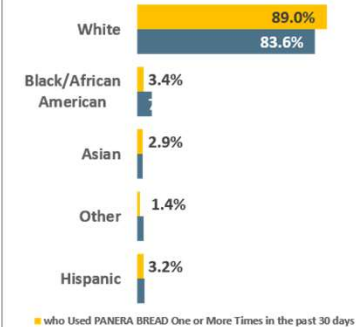
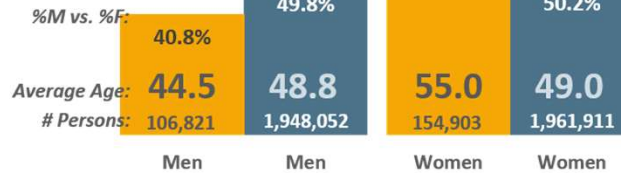
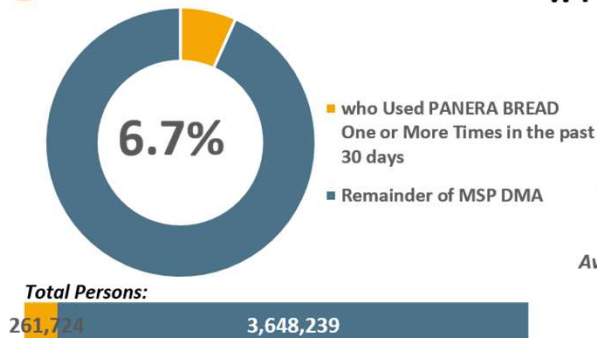


Percent of Market: Adults 18 or older



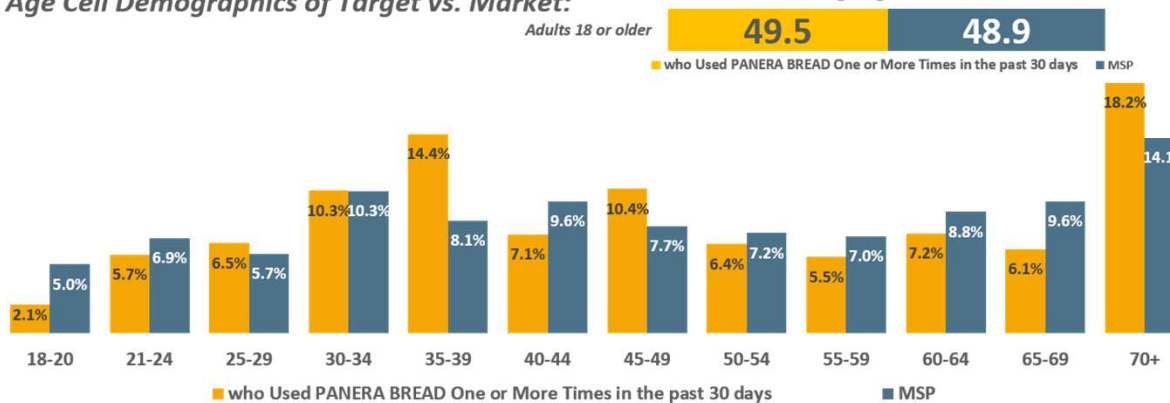
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

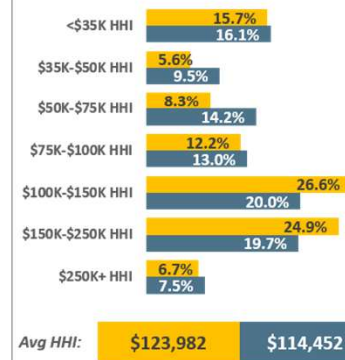


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





11.8% or 296,634 of STL DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 51. years old (3.1% older than average) and have a \$130,124 (25.2% higher than average) annual household income.

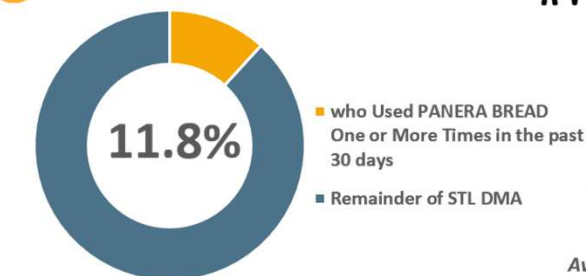


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



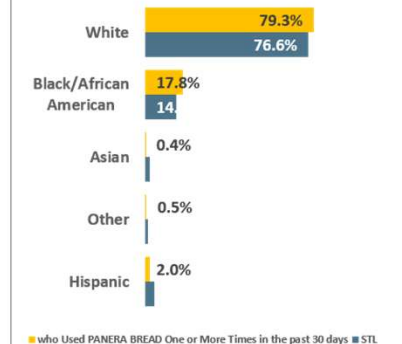
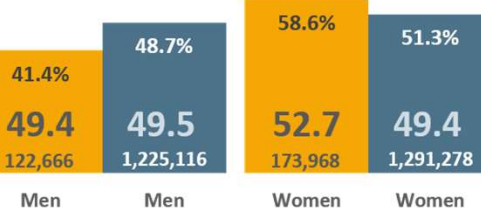
Total Persons:



%M vs. %F:

Average Age:

Persons:



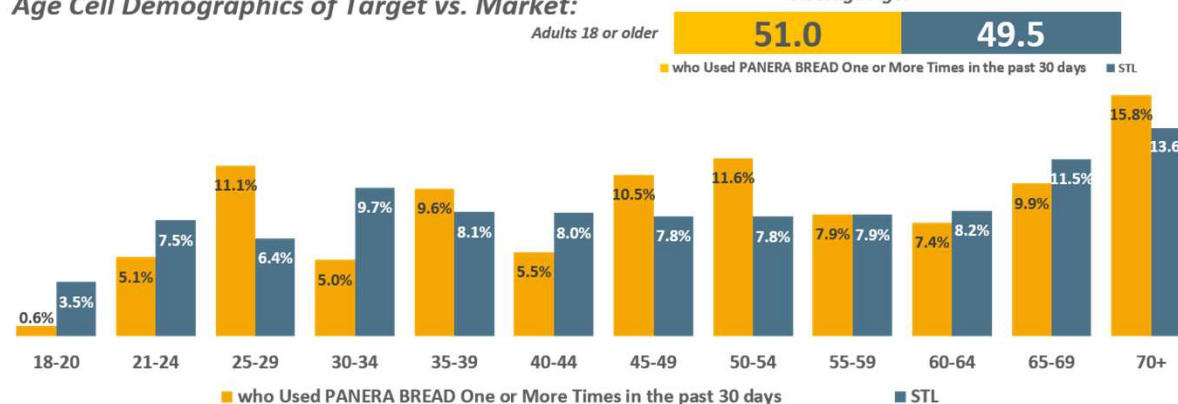
Age Cell Demographics of Target vs. Market:

Average Age:

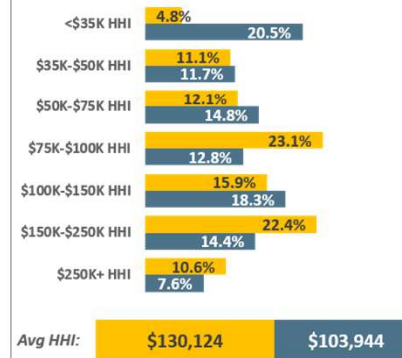
Adults 18 or older

who Used PANERA BREAD One or More Times in the past 30 days

STL



HHI of Target vs. Market:





7.5% or 146,589 of CIN DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 50. years old (2.8% older than average) and have a \$132,546 (28.1% higher than average) annual household income.

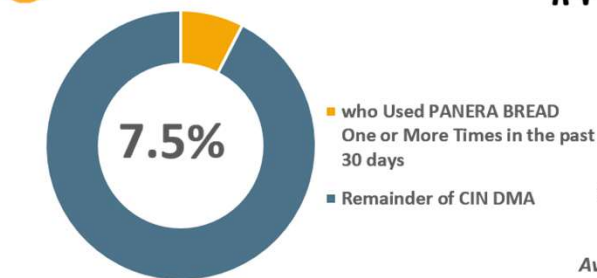


Percent of Market: Adults 18 or older



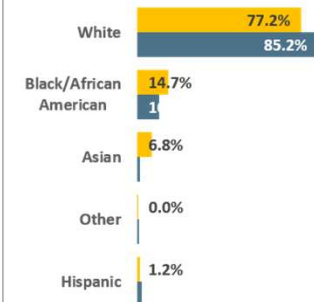
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:
146,589 1,797,375

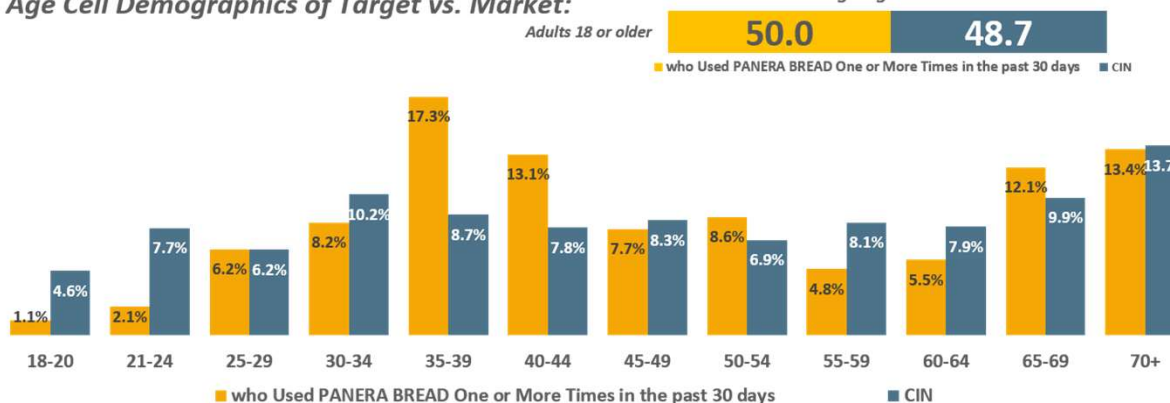
	Men	Men	Women	Women
%M vs. %F:	43.9%	48.9%	56.1%	51.1%
Average Age:	49.6	48.4	50.5	49.0
# Persons:	64,408	951,112	82,181	992,852



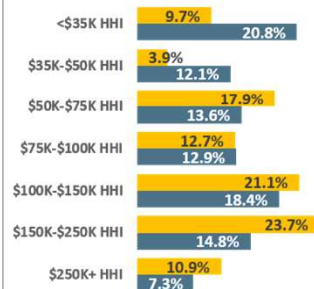
who Used PANERA BREAD One or More Times in the past 30 days CIN

Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



Avg HHI: \$132,546 \$103,481



9.2% or 179,121 of WPB DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Typical Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 58.9 years old (8.9% older than average) and have a \$135,786 (28.8% higher than average) annual household income.

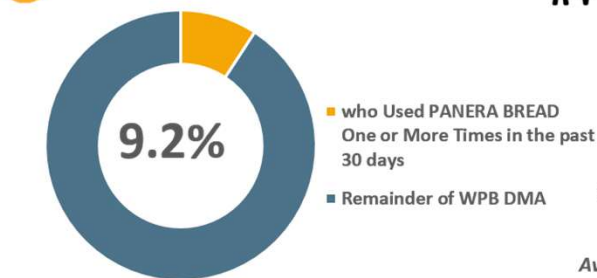


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



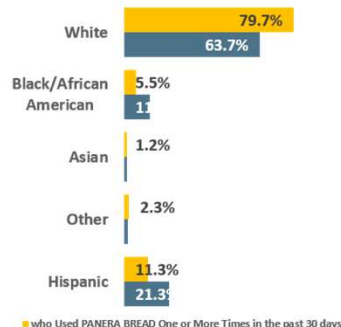
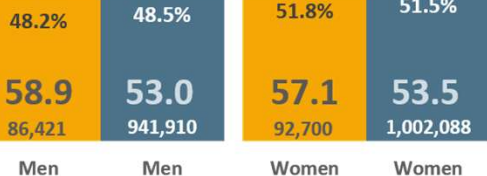
Total Persons:



%M vs. %F:

Average Age:

Persons:



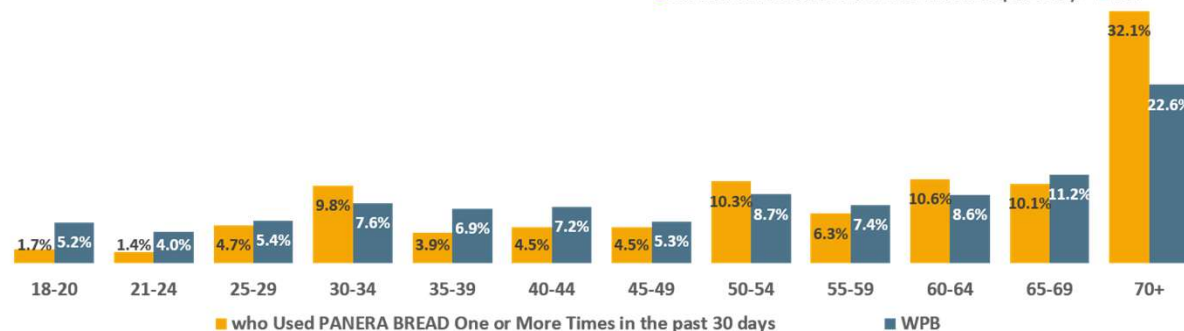
Age Cell Demographics of Target vs. Market:

Average Age:

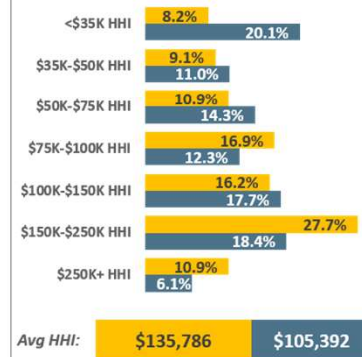
Adults 18 or older

who Used PANERA BREAD One or More Times in the past 30 days

WPB



HHI of Target vs. Market:

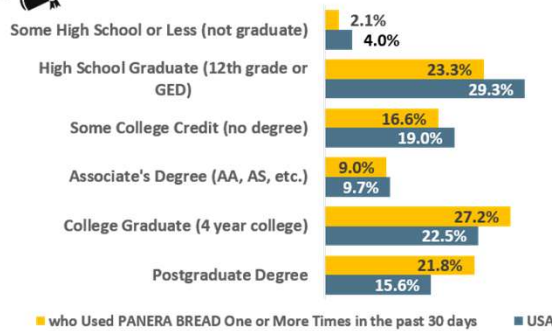




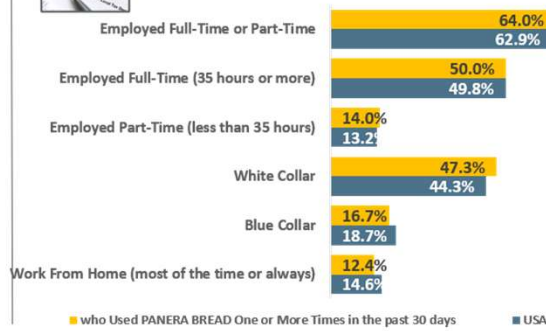
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 28.8% more likely to be a college graduate, .5% more likely to work full-time, 16.1% more likely to be married, 4.7% more likely to be a parent of 1 or more children under



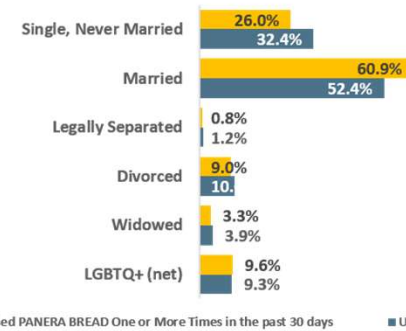
Education Levels: Adults 18 or older



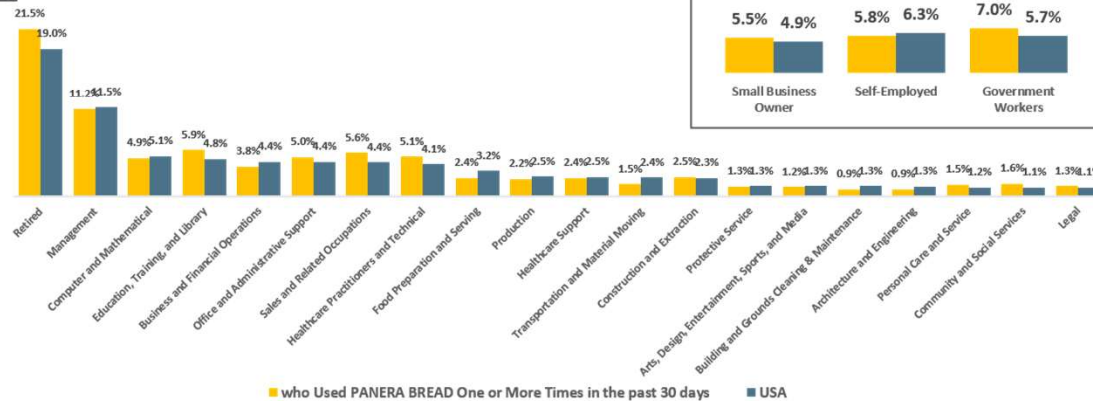
Employment: Adults 18 or older



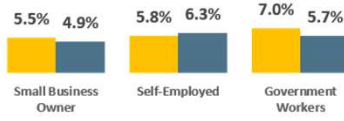
Marital Status: Adults 18 or older



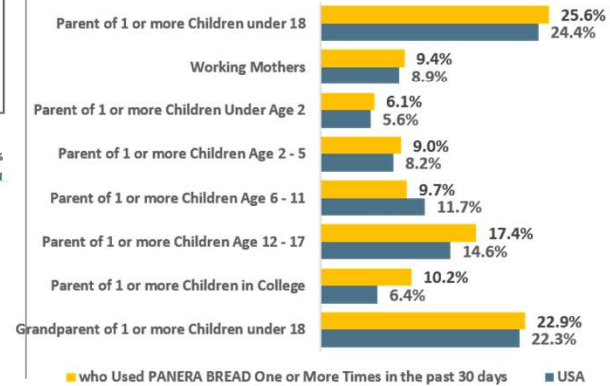
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

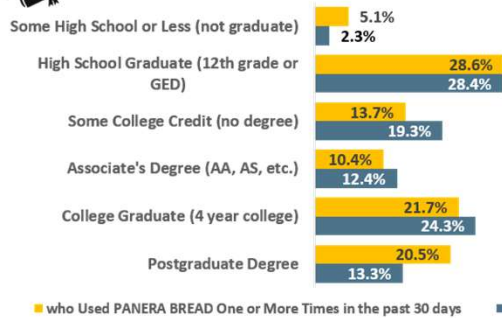




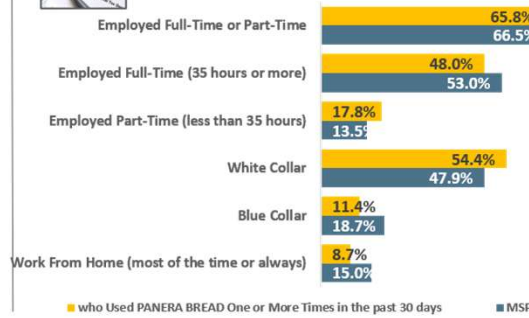
6.7% or 261,724 of MSP DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 12.3% more likely to be a college graduate, 9.5% less likely to work full-time, 4.1% more likely to be married, 8.5% more likely to be a parent of 1 or more children under



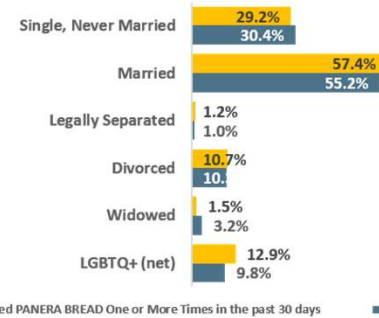
Education Levels: Adults 18 or older



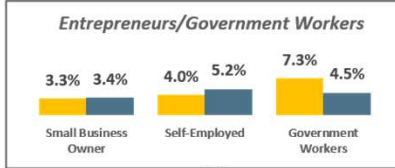
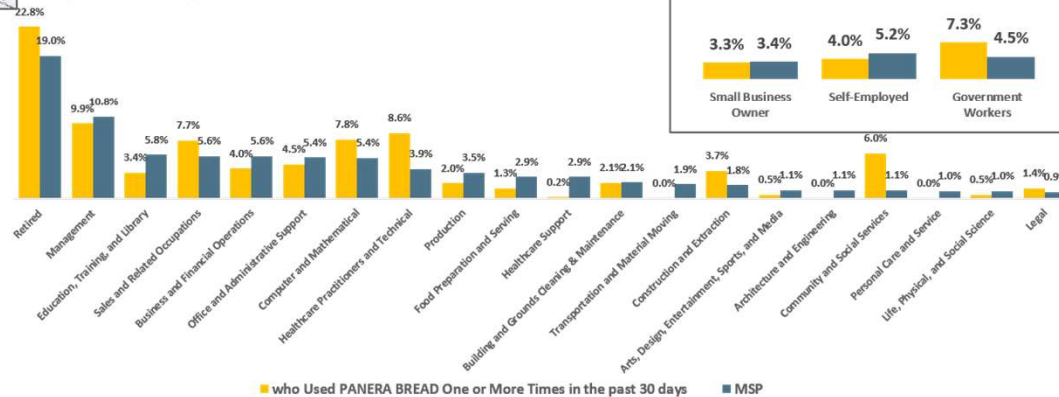
Employment: Adults 18 or older



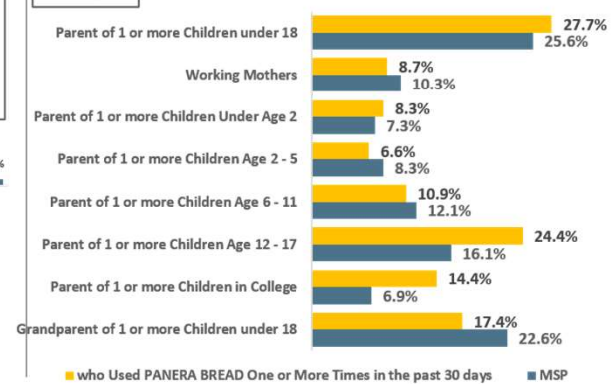
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



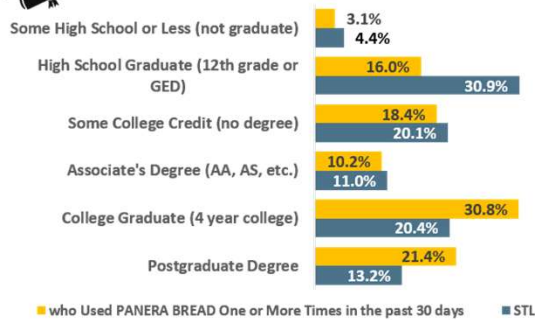
Stage in Life: Adults 18 or older



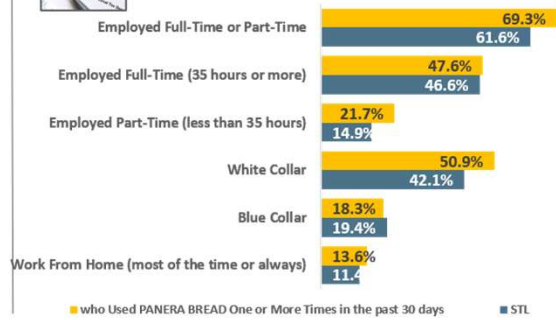


11.8% or 296,634 of STL DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 55.5% more likely to be a college graduate, 2.% more likely to work full-time, 19.8% more likely to be married, 12.6% less likely to be a parent of 1 or more children under

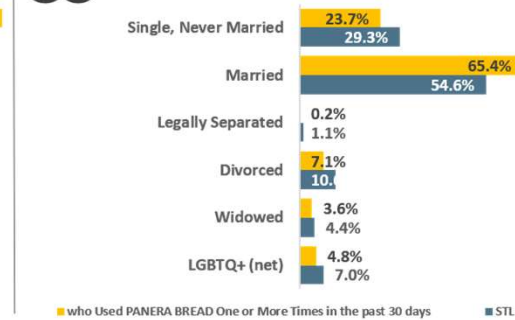
Education Levels: Adults 18 or older



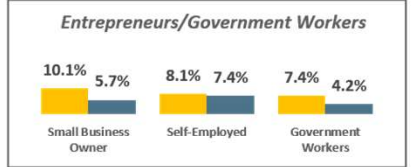
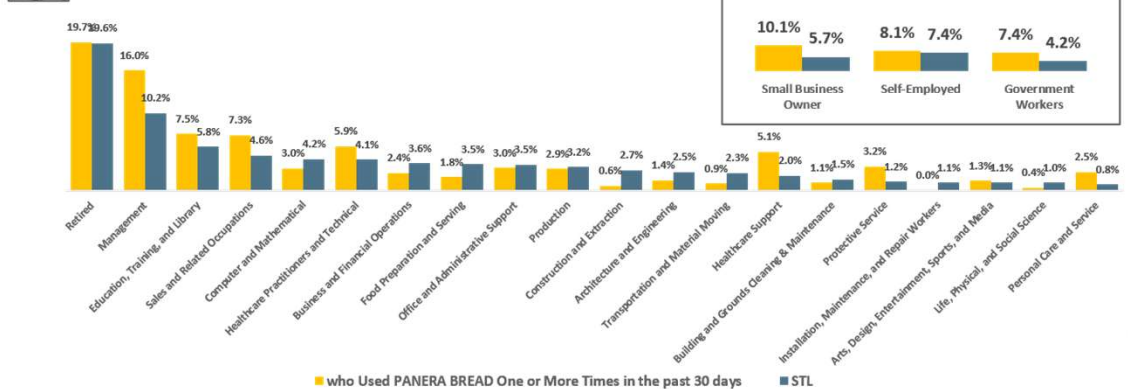
Employment: Adults 18 or older



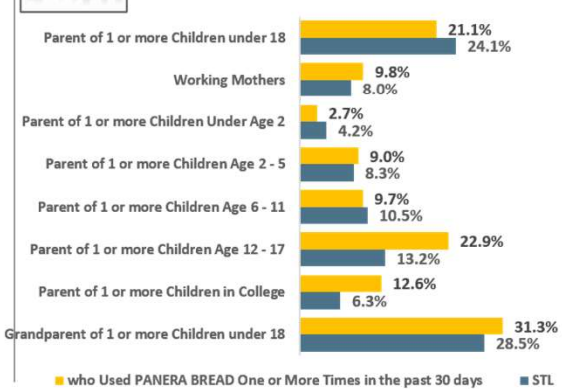
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

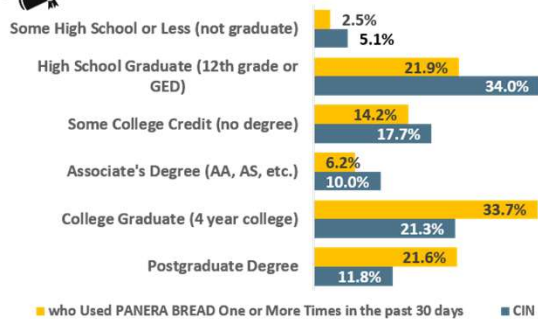




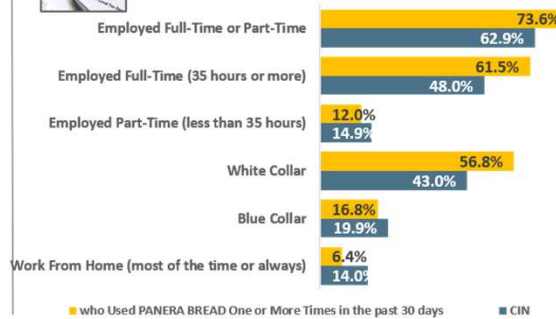
7.5% or 146,589 of CIN DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 66.8% more likely to be a college graduate, 28.1% more likely to work full-time, 27.8% more likely to be married, 41.3% more likely to be a parent of 1 or more children und



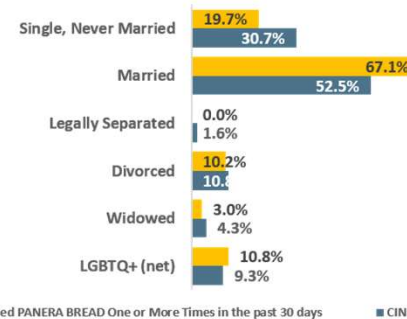
Education Levels: Adults 18 or older



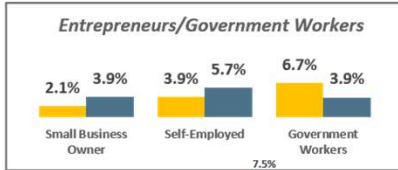
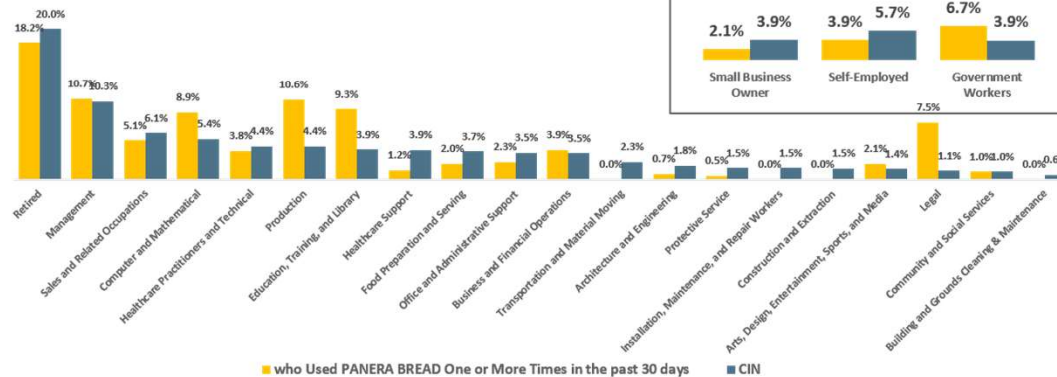
Employment: Adults 18 or older



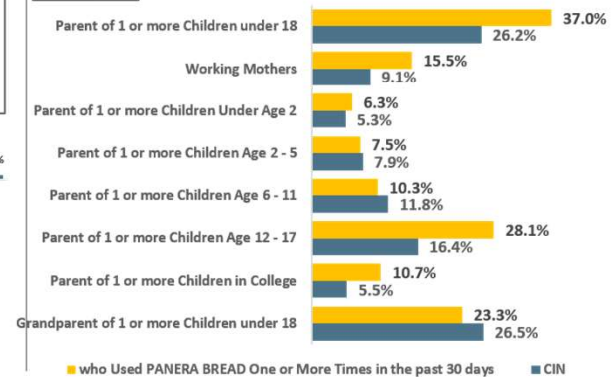
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

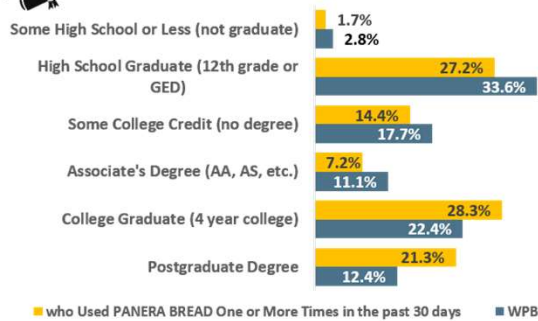




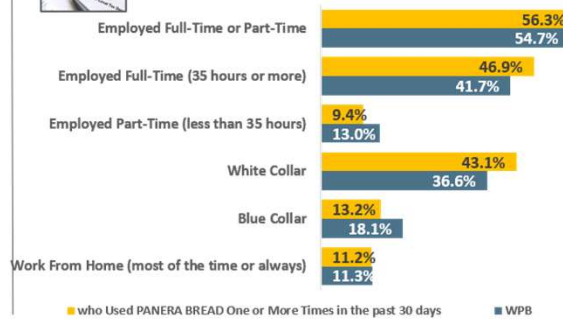
9.2% or 179,121 of WPB DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 42.3% more likely to be a college graduate, 12.3% more likely to work full-time, 32.5% more likely to be married, 12.7% less likely to be a parent of 1 or more children und



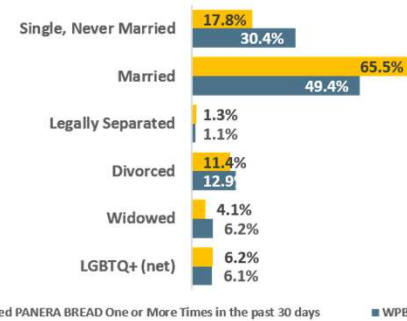
Education Levels: Adults 18 or older



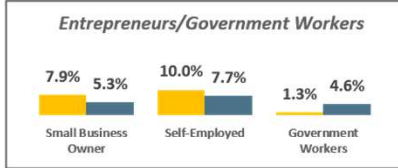
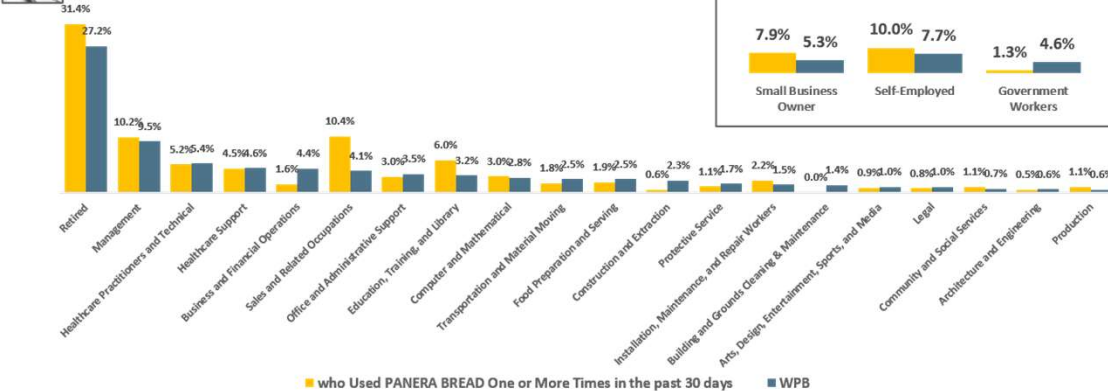
Employment: Adults 18 or older



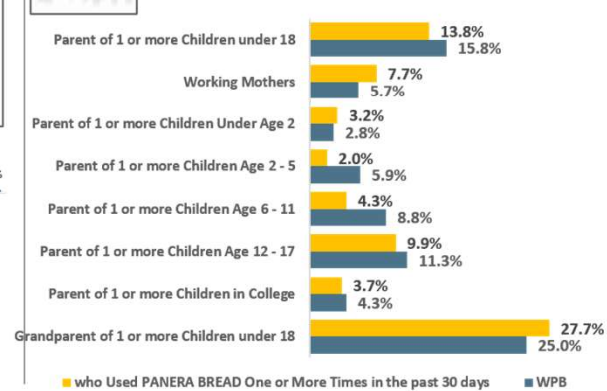
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

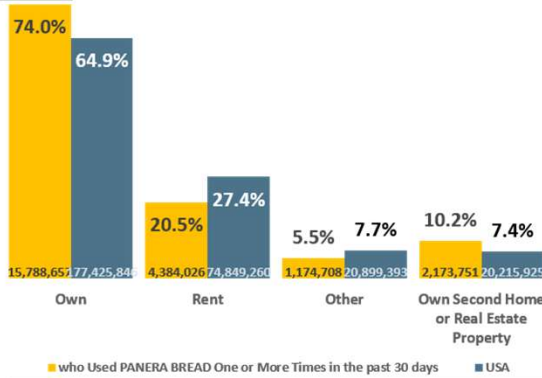




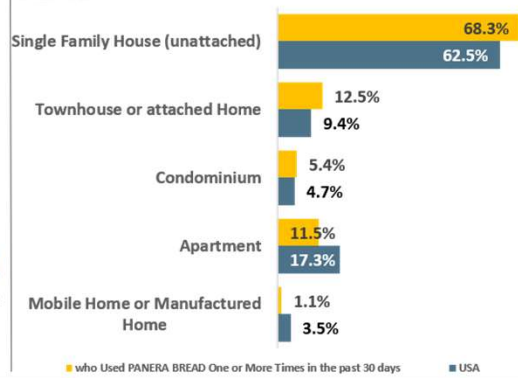
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 13.9% more likely to own their home, 5.9% more likely to own a higher valued home, 9.4% more likely to have a single-family home, 1.2% more likely to have a dog.



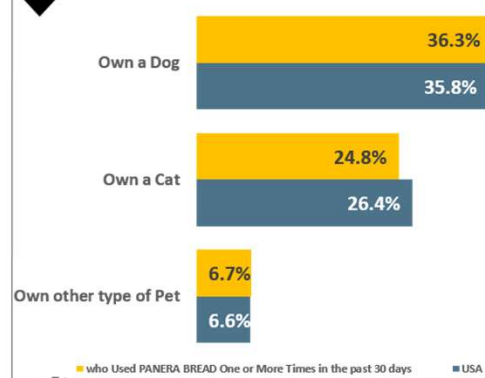
Own/Rent/Other: Adults 18 or older



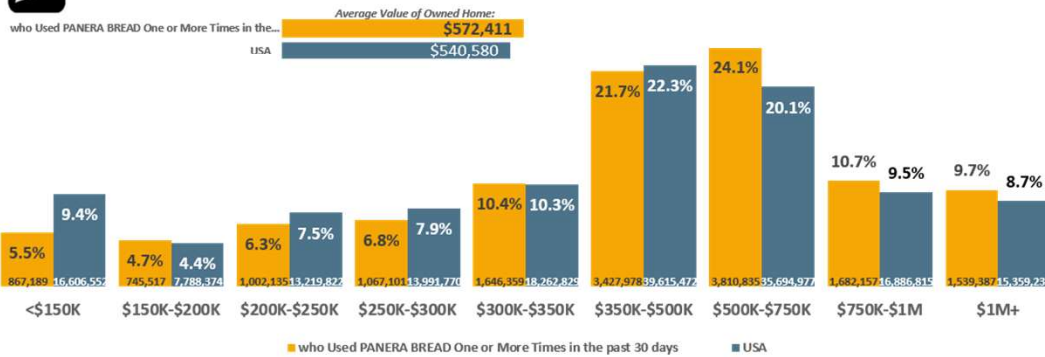
Type of Home: Adults 18 or older



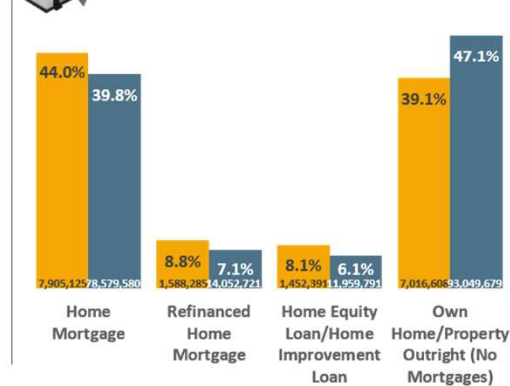
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

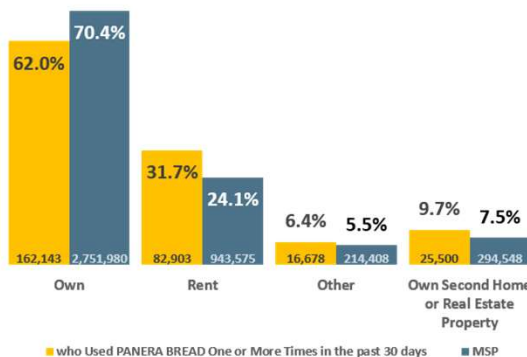




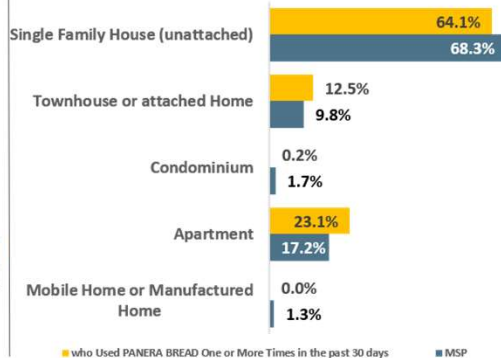
6.7% or 261,724 of MSP DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 12.% less likely to own their home, 35.7% more likely to own a higher valued home, 6.1% less likely to have a single-family home, 17.5% less likely to have a dog.



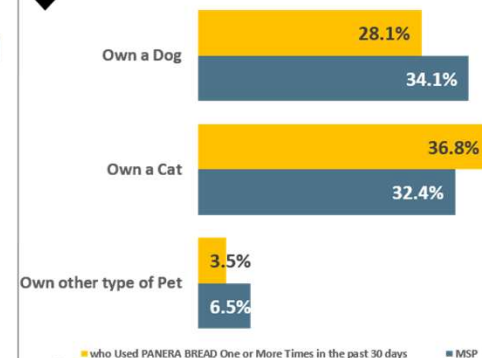
Own/Rent/Other: Adults 18 or older



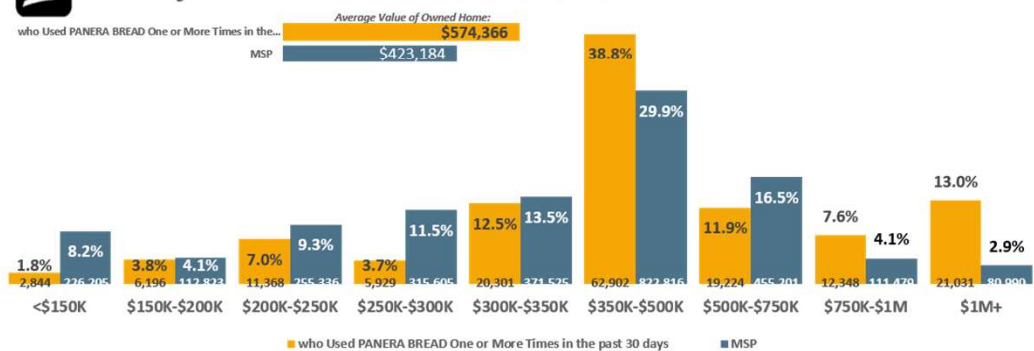
Type of Home: Adults 18 or older



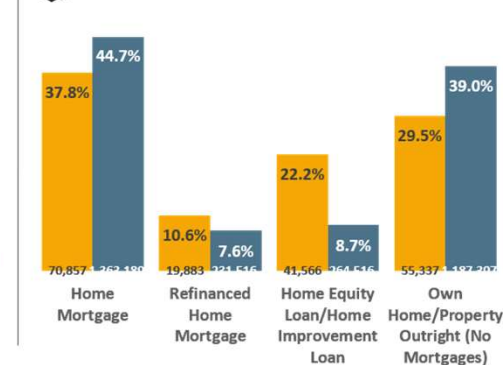
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

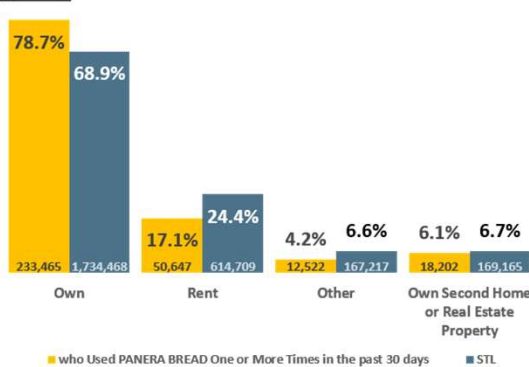




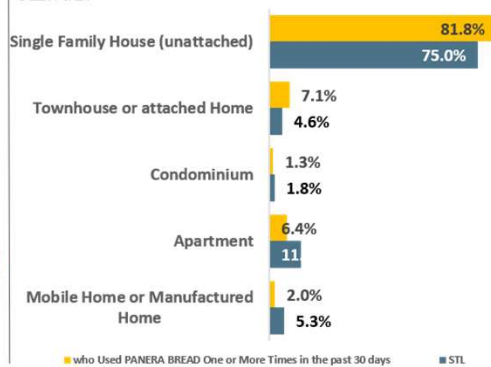
11.8% or 296,634 of STL DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 14.2% more likely to own their home, 19.8% more likely to own a higher valued home, 9.1% more likely to have a single-family home, 13.5% more likely to have a dog.



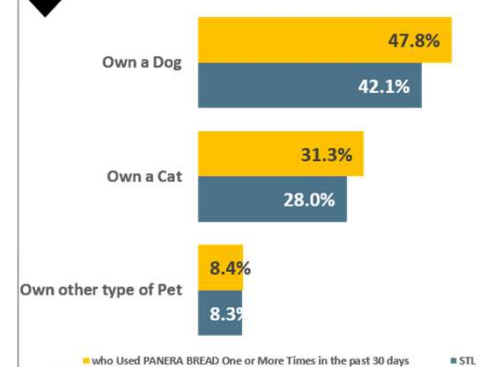
Own/Rent/Other: Adults 18 or older



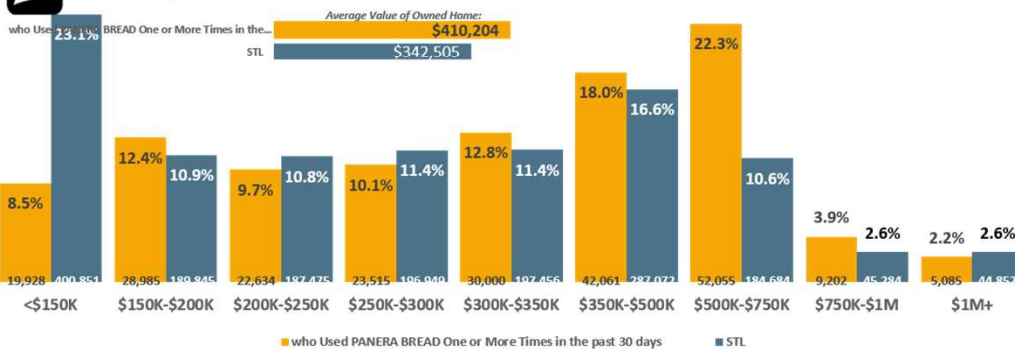
Type of Home: Adults 18 or older



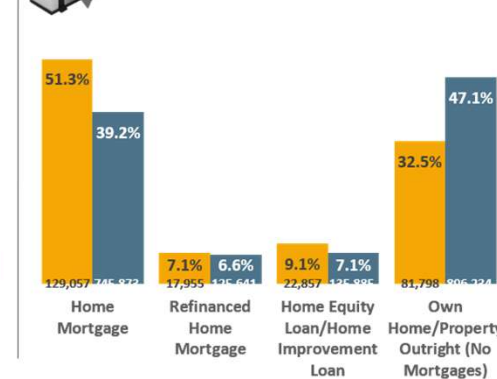
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



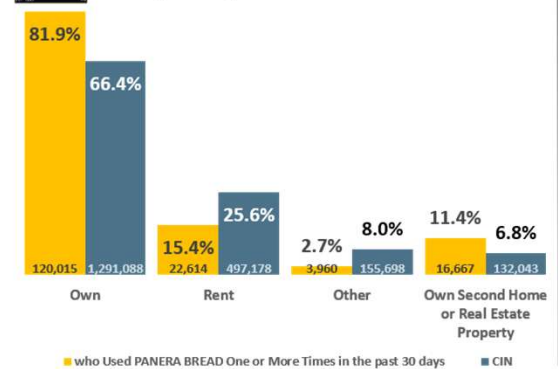
Home Loans: Adults 18 or older



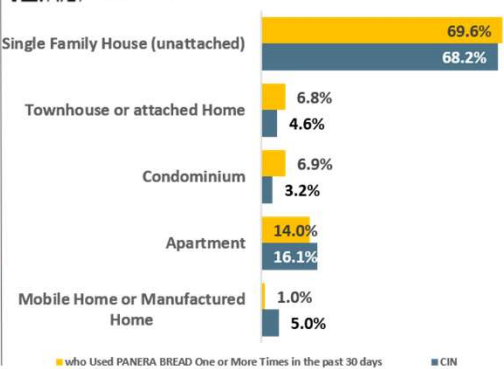


7.5% or 146,589 of CIN DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 23.3% more likely to own their home, 7.9% more likely to own a higher valued home, 2.1% more likely to have a single-family home, 19.4% more likely to have a dog.

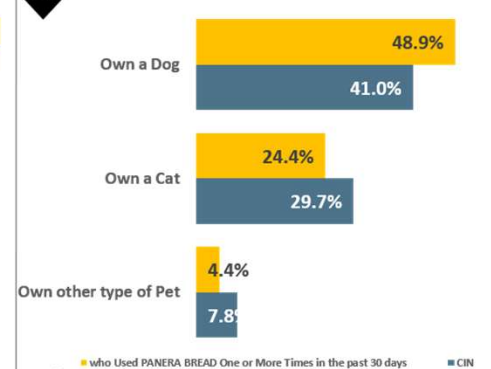
Own/Rent/Other: Adults 18 or older



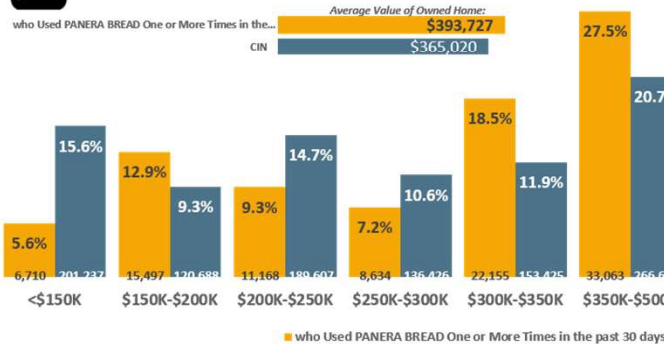
Type of Home: Adults 18 or older



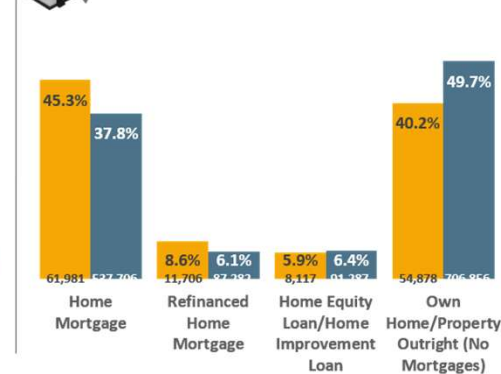
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

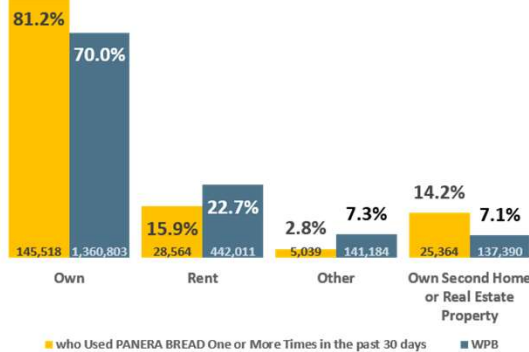




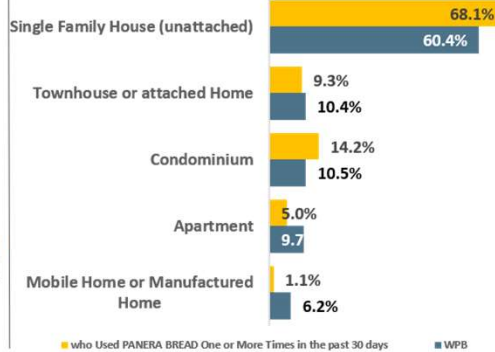
9.2% or 179,121 of WPB DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 16.1% more likely to own their home, 9.7% more likely to own a higher valued home, 12.8% more likely to have a single-family home, 7.6% more likely to have a dog.



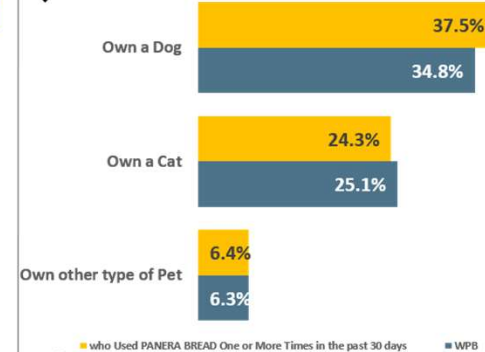
Own/Rent/Other: Adults 18 or older



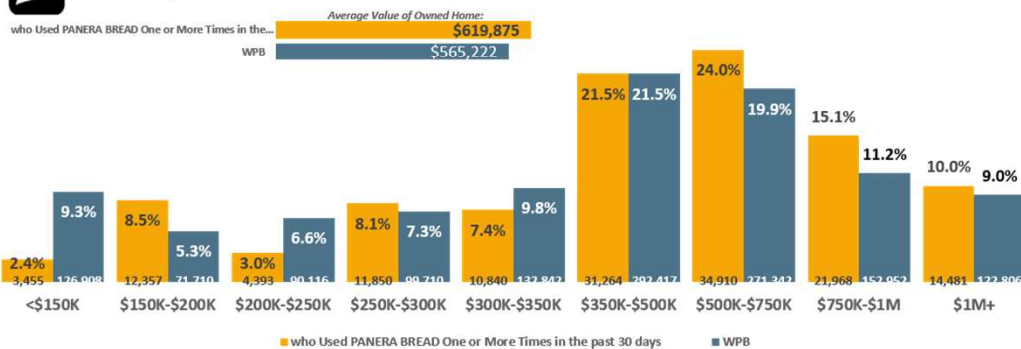
Type of Home: Adults 18 or older



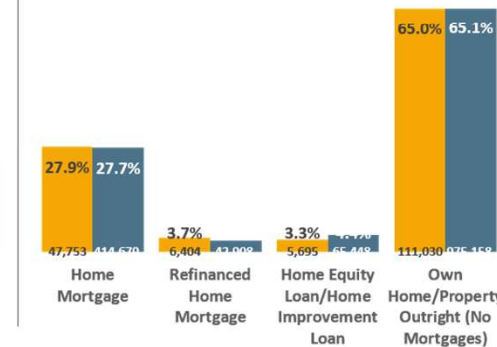
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

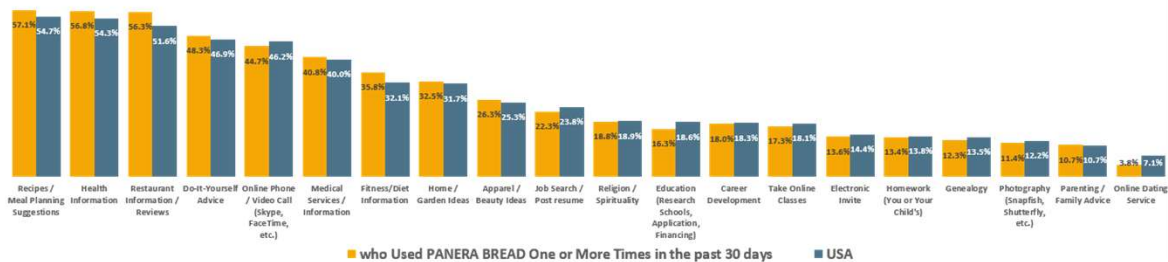




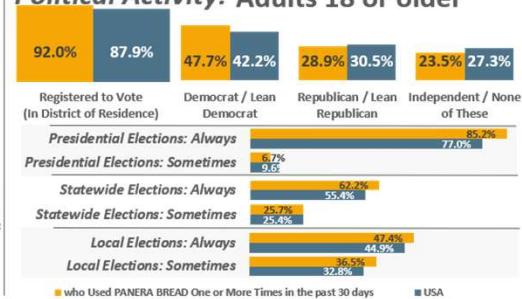
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30... Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 2.9% more likely to look up D-I-Y advice online, 5.7% more likely to always vote in local elections, 44.7% more likely to belong to a gym, 15.1% more likely to fly domestic



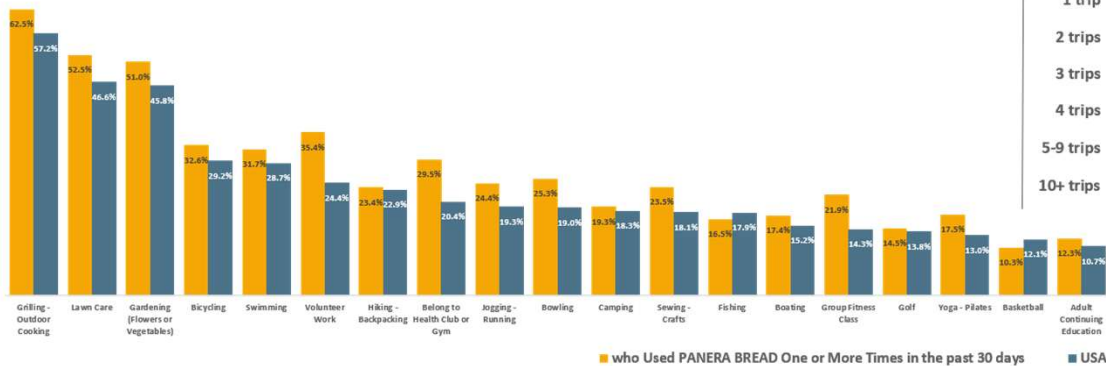
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



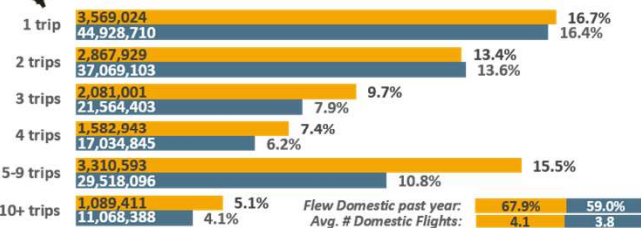
Political Activity: Adults 18 or older



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



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



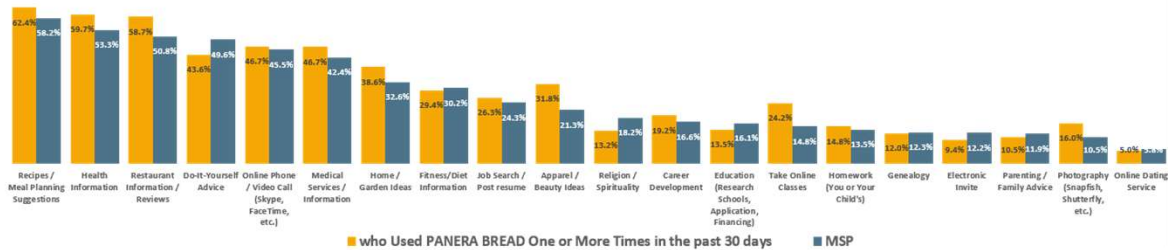
Flew Domestic past year: 67.9%
Avg. # Domestic Flights: 4.1



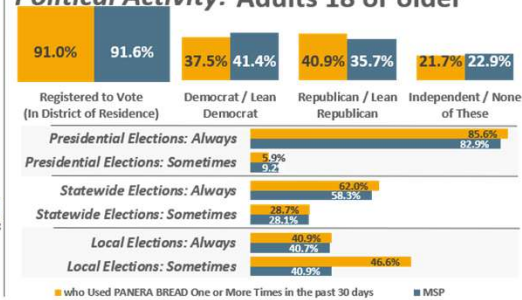
6.7% or 261,724 of MSP DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 12.2% less likely to look up D-I-Y advice online, .5% more likely to always vote in local elections, 126.% more likely to belong to a gym, 26.% more likely to fly domestic



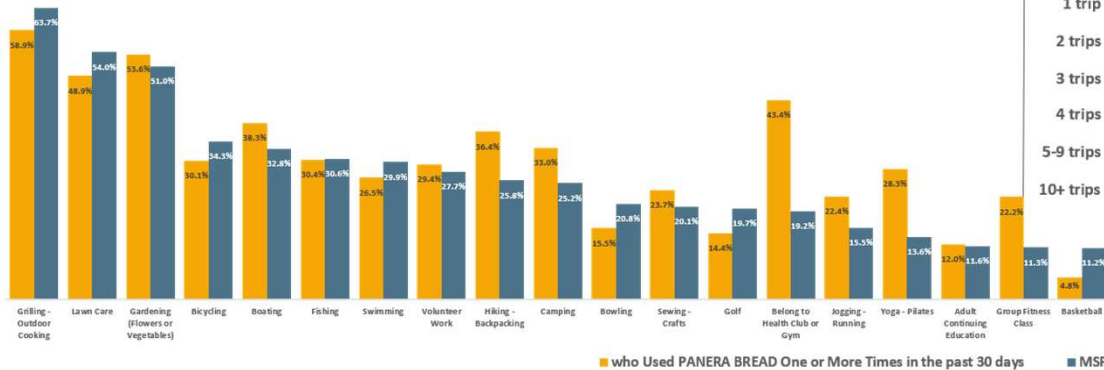
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



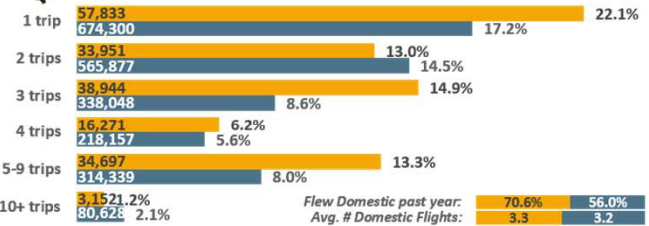
Political Activity: Adults 18 or older



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



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

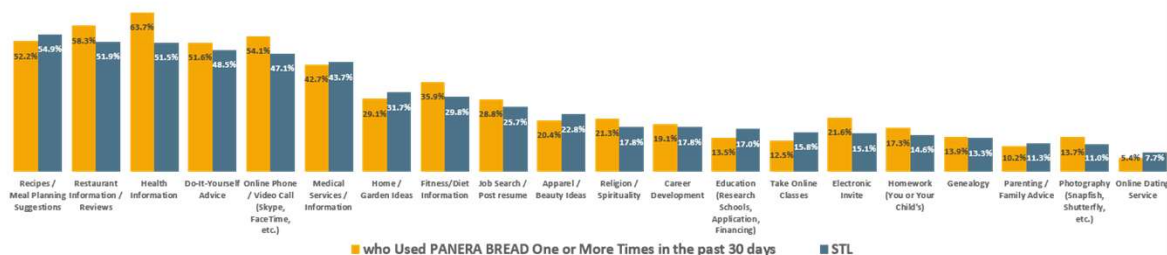




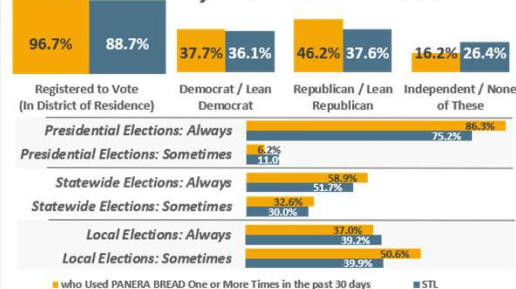
11.8% or 296,634 of STL DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 6.3% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 29.6% more likely to belong to a gym, 18.8% more likely to fly domestic



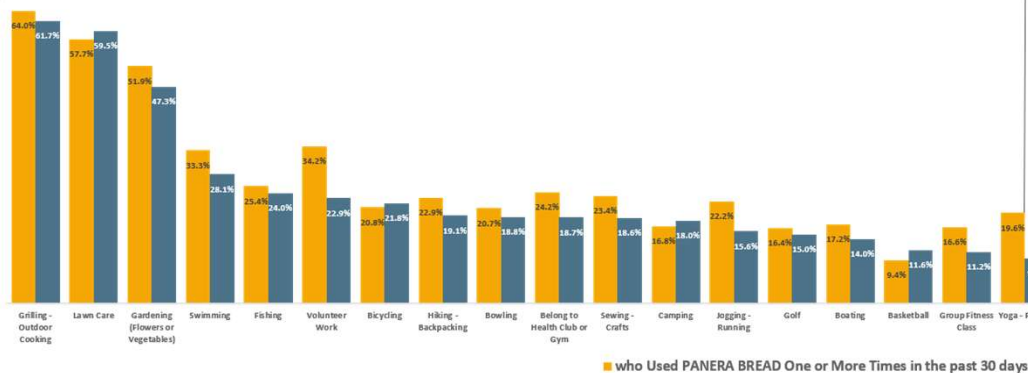
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



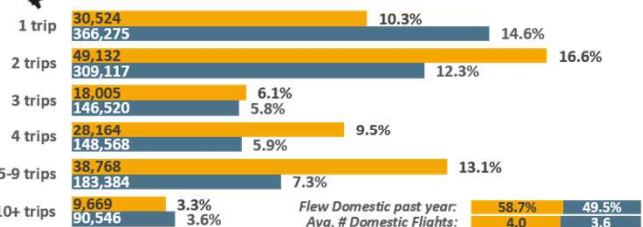
Political Activity: Adults 18 or older



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



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



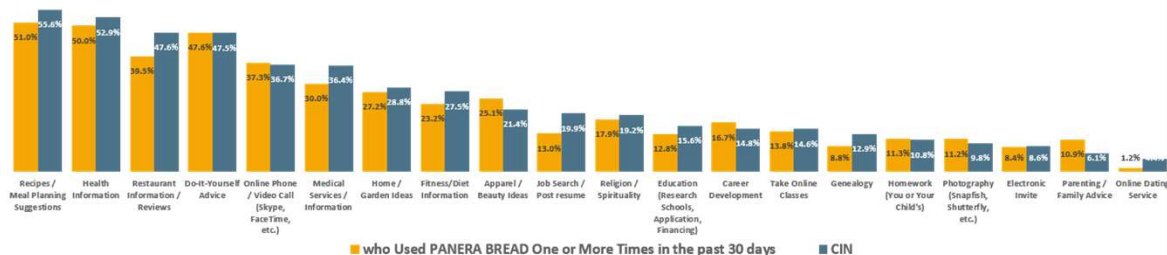
Flew Domestic past year: 58.7%
Avg. # Domestic Flights: 4.0



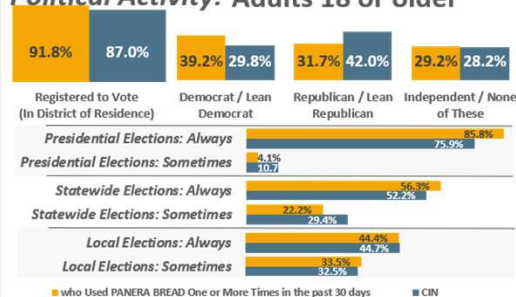
7.5% or 146,589 of CIN DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are .3% more likely to look up D-I-Y advice online, .5% less likely to always vote in local elections, 15.8% more likely to belong to a gym, 42.6% more likely to fly domestic p



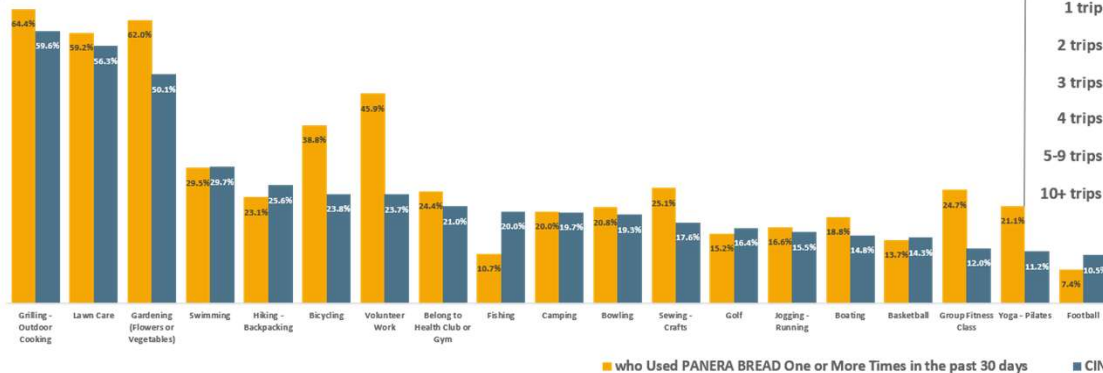
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



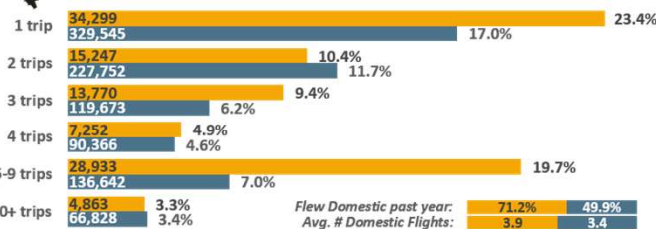
Political Activity: Adults 18 or older



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



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



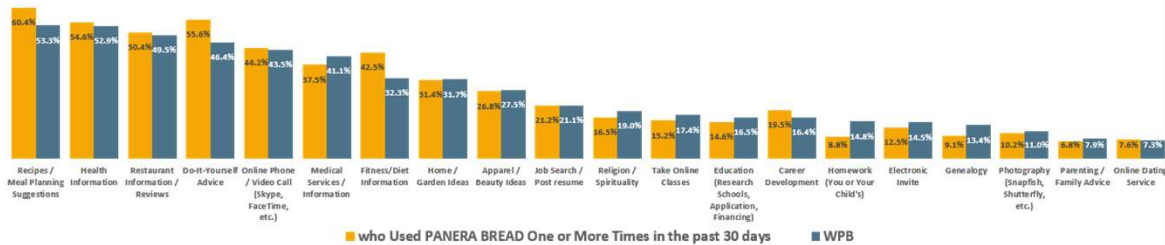
Flew Domestic past year: 71.2%
Avg. # Domestic Flights: 3.9



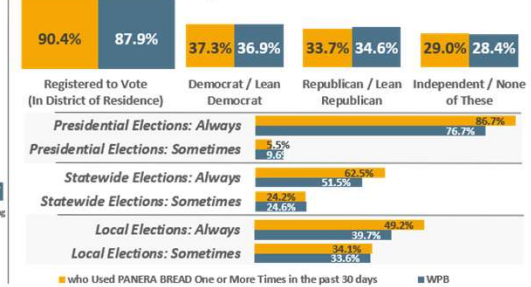
9.2% or 179,121 of WPB DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 19.9% more likely to look up D-I-Y advice online, 23.9% more likely to always vote in local elections, 45.% more likely to belong to a gym, 25.3% more likely to fly domest



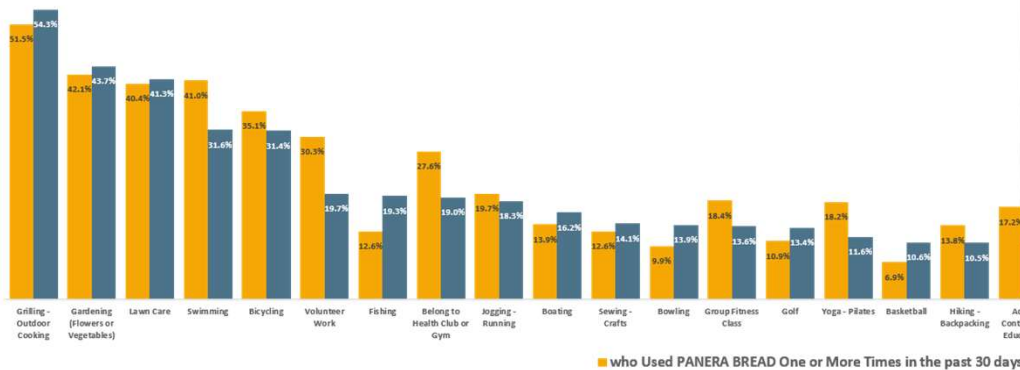
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



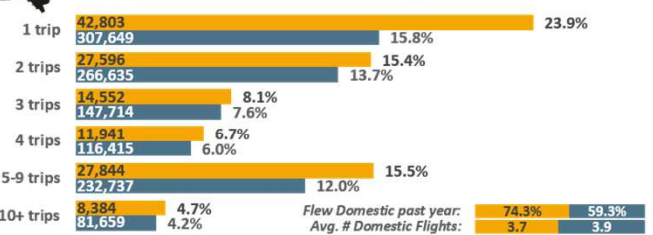
Political Activity: Adults 18 or older



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



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

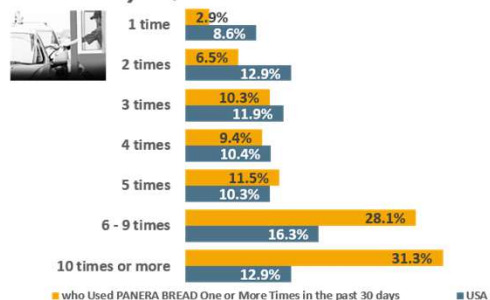


Flew Domestic past year: 74.3%
Avg. # Domestic Flights: 3.7

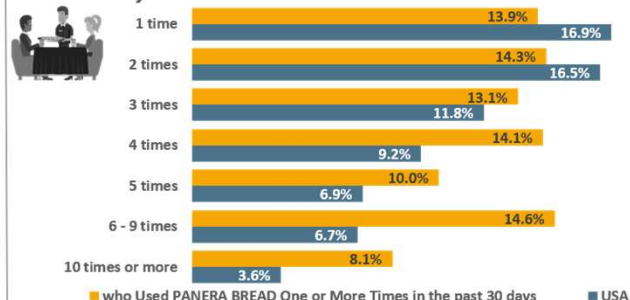


7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 20.0% more likely to use QSRs past mo., 23.4% more likely to use Sit-Down Restaurants past mo., 7.0% more likely to use Casinos past yr., 12.0% less likely to smoke cigarettes

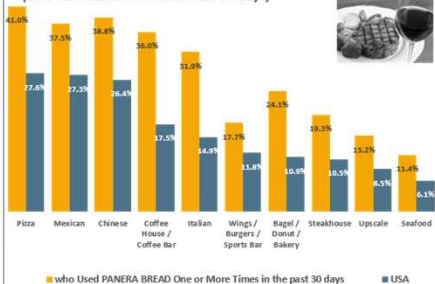
Past 30-days QSR Users: Adults 18 or older



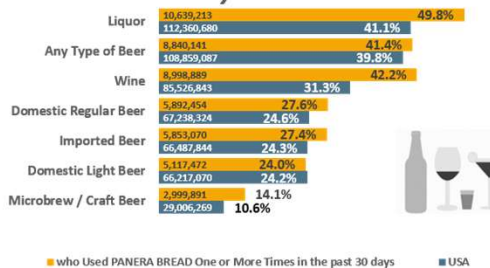
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



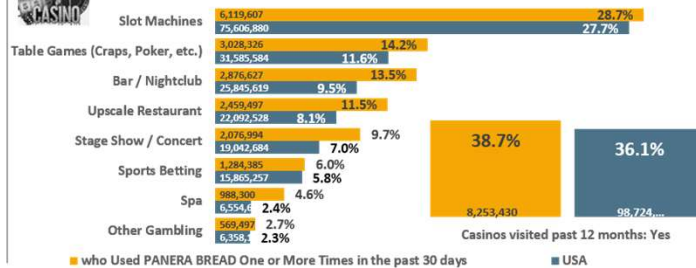
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



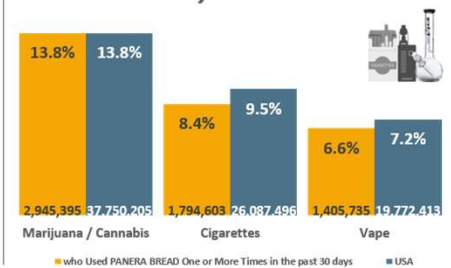
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



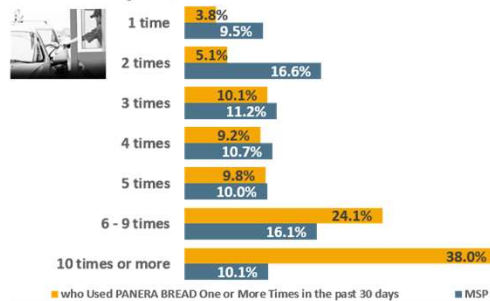
Used Past 30-days: Adults 18 or older



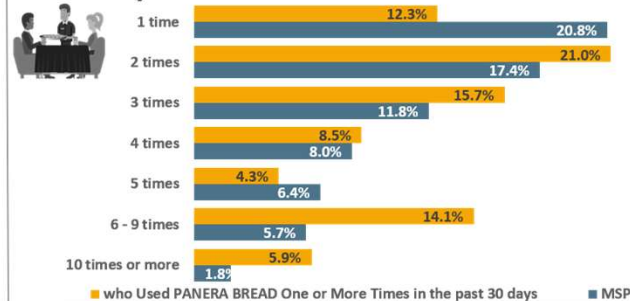


6.7% or 261,724 of MSP DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 18.9% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 23.% more likely to use Casinos past yr., 28.6% more likely to smoke cigaret

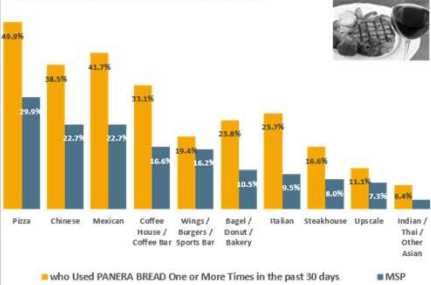
Past 30-days QSR Users: Adults 18 or older



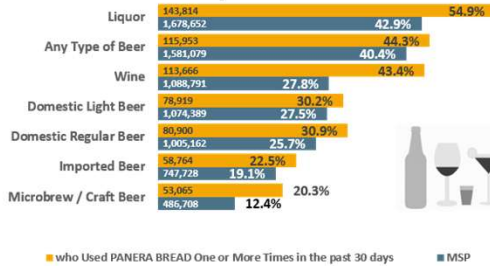
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



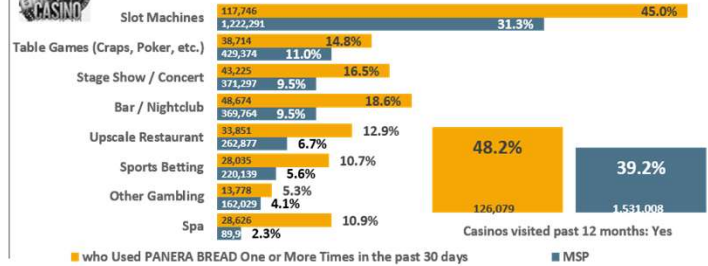
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



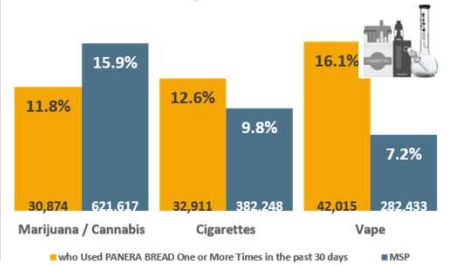
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



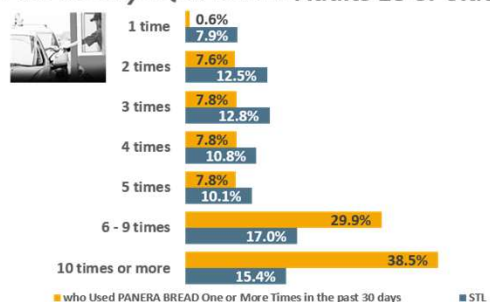
Used Past 30-days: Adults 18 or older



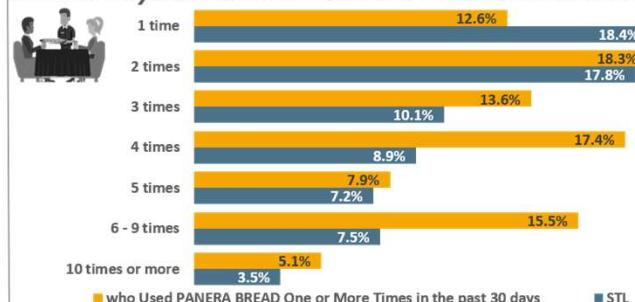


11.8% or 296,634 of STL DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 15.5% more likely to use QSRs past mo., 23.2% more likely to use Sit-Down Restaurants past mo., 6.7% less likely to use Casinos past yr., 32.7% less likely to smoke cigaret

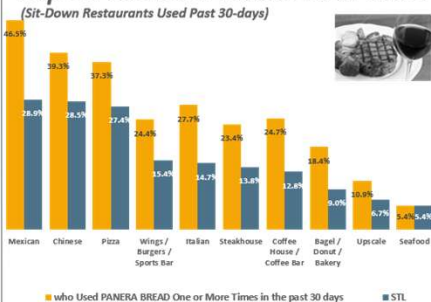
Past 30-days QSR Users: Adults 18 or older



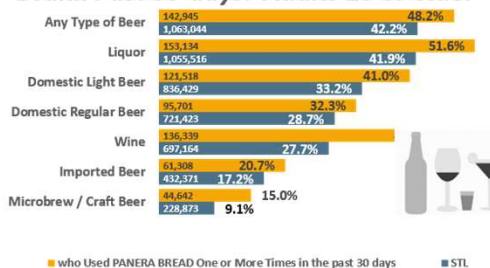
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



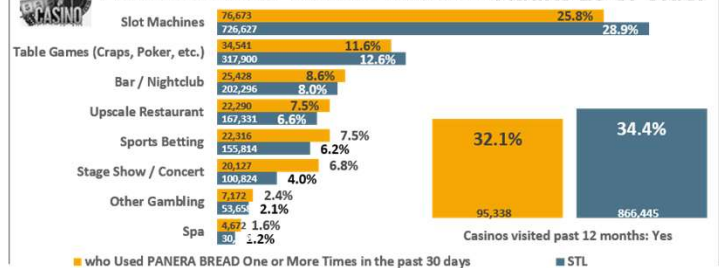
Top-10 Cuisines: Adults 18 or older



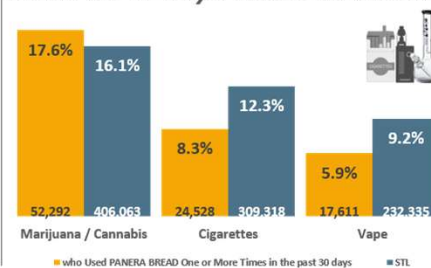
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



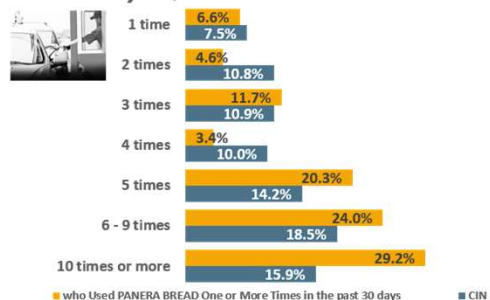
Used Past 30-days: Adults 18 or older



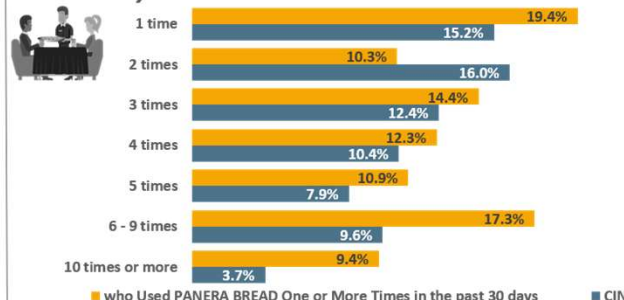


7.5% or 146,589 of CIN DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 14.% more likely to use QSRs past mo., 25.1% more likely to use Sit-Down Restaurants past mo., 8.% more likely to use Casinos past yr., 60.2% less likely to smoke cigarette

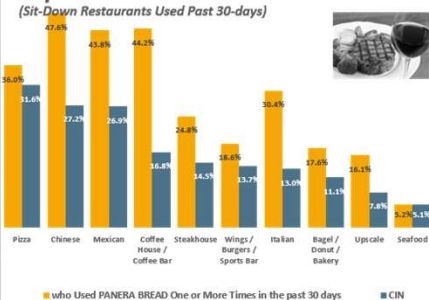
Past 30-days QSR Users: Adults 18 or older



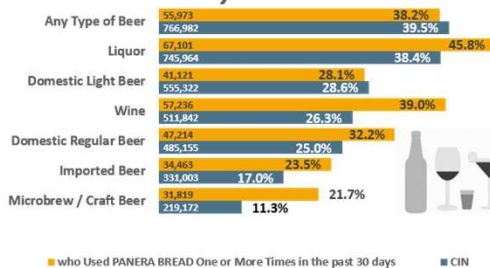
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



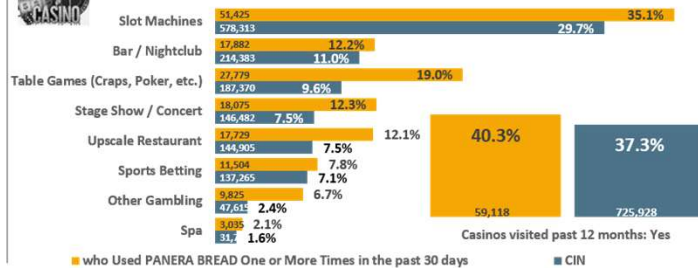
Top-10 Cuisines: Adults 18 or older



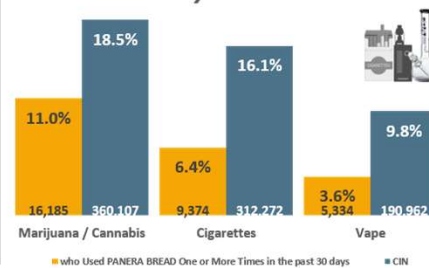
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



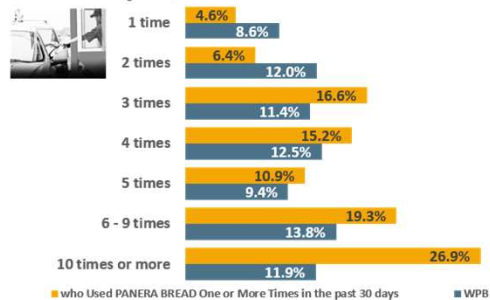
Used Past 30-days: Adults 18 or older



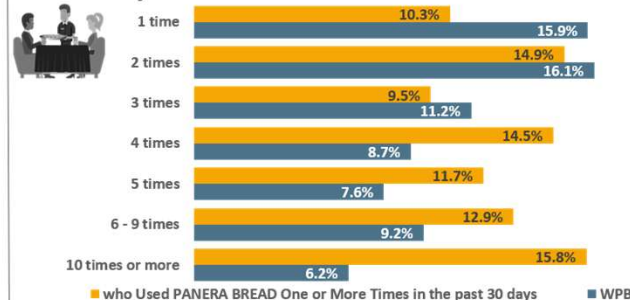


9.2% or 179,121 of WPB DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 25.9% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 23.1% more likely to use Casinos past yr., 42.9% less likely to smoke cigare

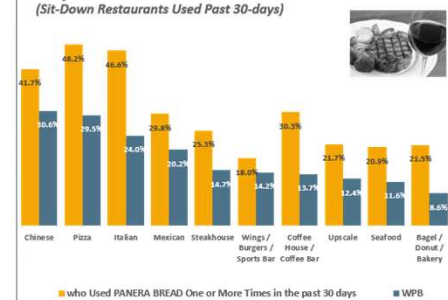
Past 30-days QSR Users: Adults 18 or older



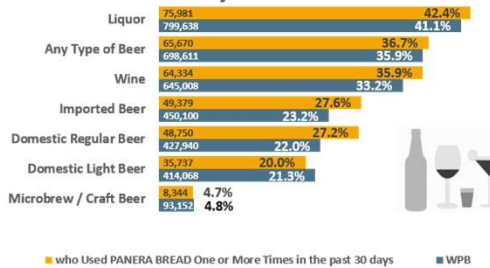
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



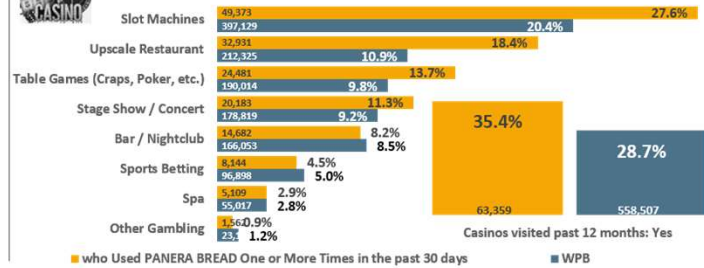
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



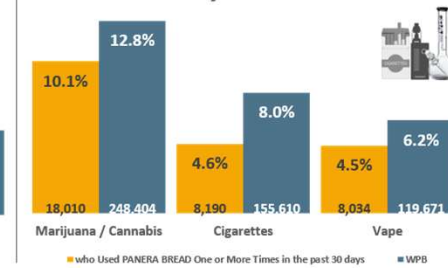
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

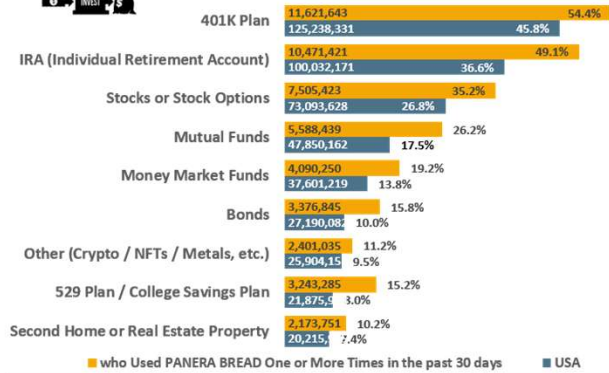




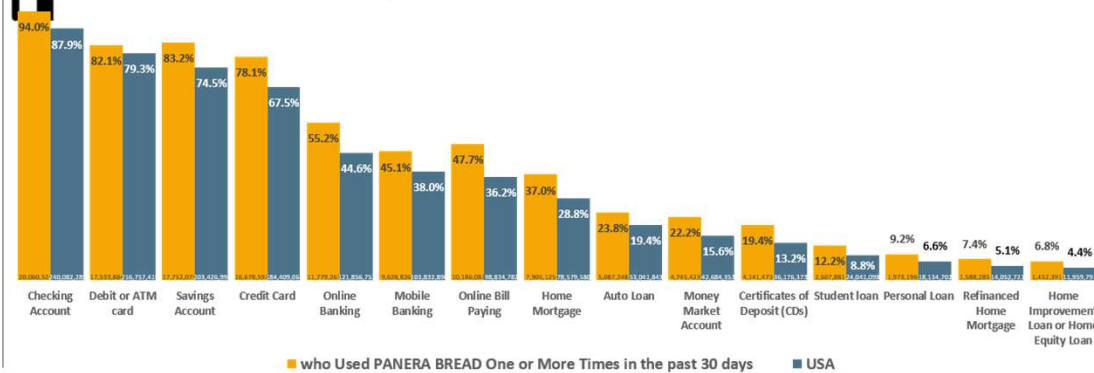
7.8% or 21,347,391 of USA DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30... Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 18.7% more likely to have a 401K, 22.7% more likely to have an Auto Loan, 14.5% more likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



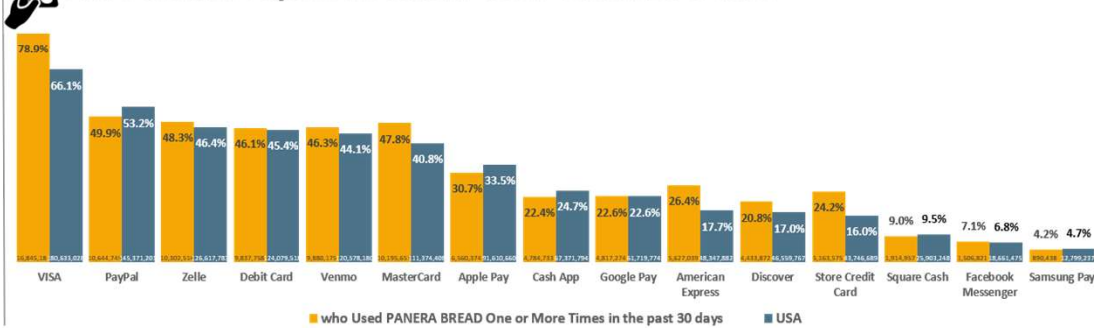
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

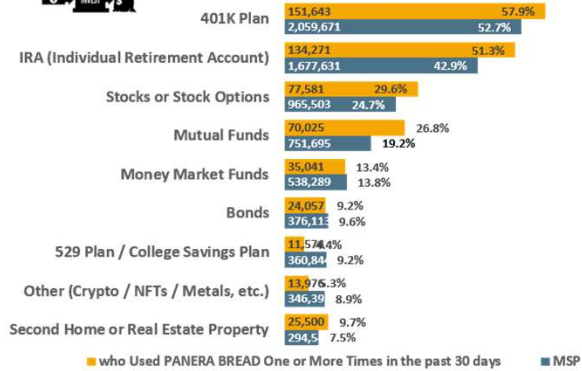




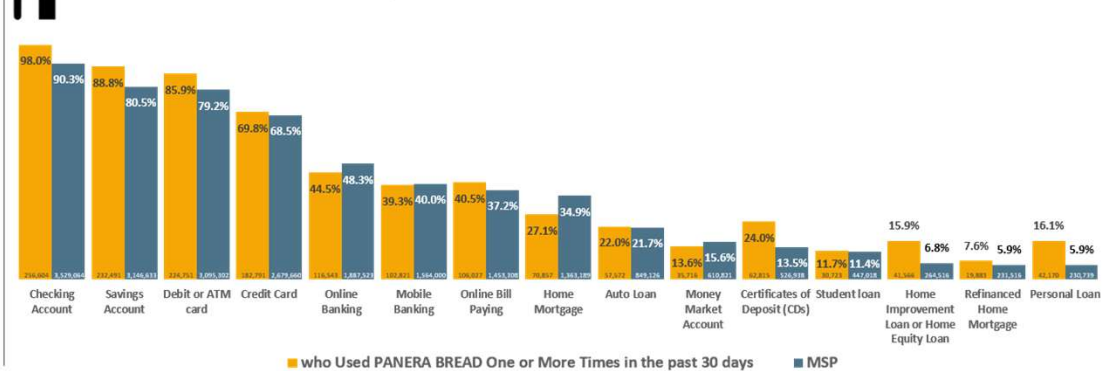
6.7% or 261,724 of MSP DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 10.% more likely to have a 401K, 1.3% more likely to have an Auto Loan, 4.% less likely to Invest/Trade Stocks Online, 5.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



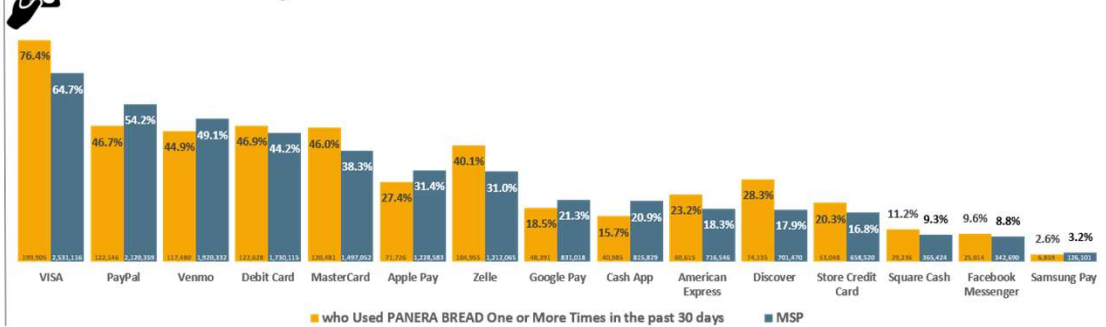
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





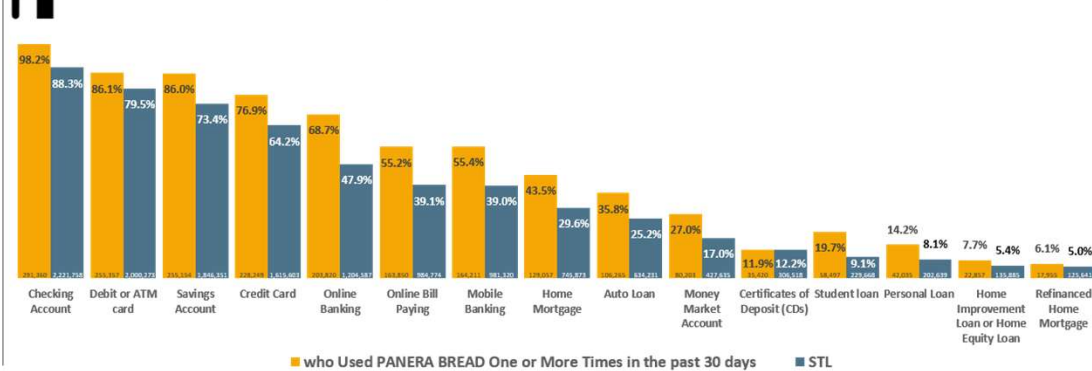
11.8% or 296,634 of STL DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 24.1% more likely to have a 401K, 42.1% more likely to have an Auto Loan, 97.4% more likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



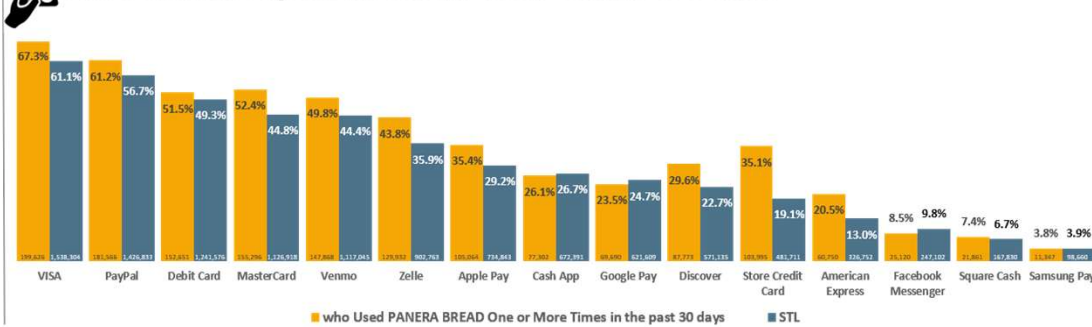
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

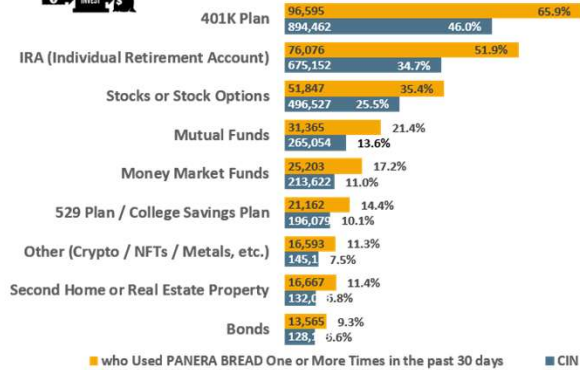




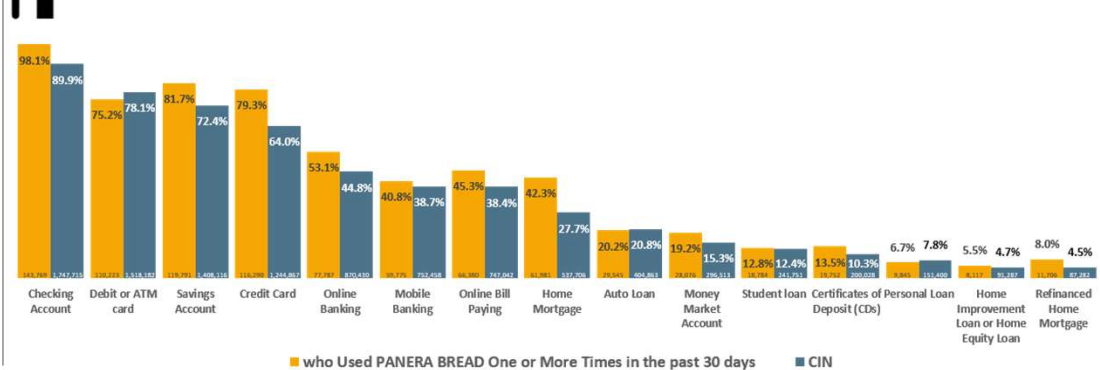
7.5% or 146,589 of CIN DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 43.2% more likely to have a 401K, 3.2% less likely to have an Auto Loan, 82.9% more likely to Invest/Trade Stocks Online, 13.5% less likely to pay with their Debit Card.



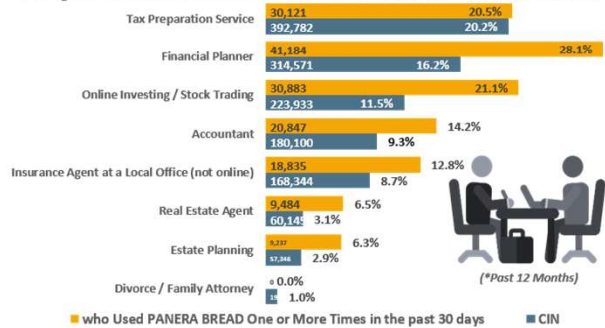
Investments Owned: Adults 18 or older



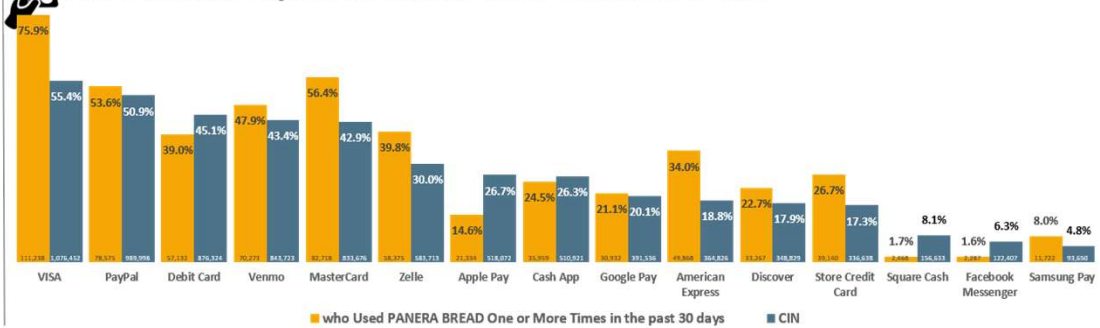
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

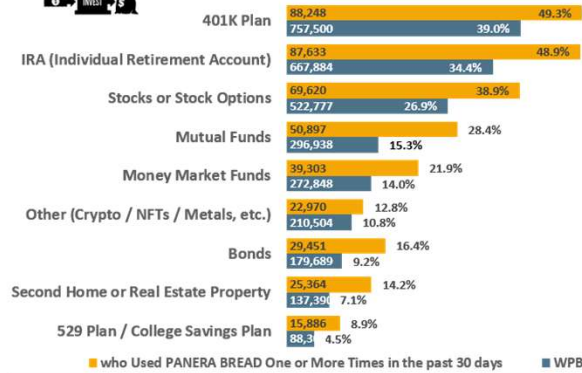




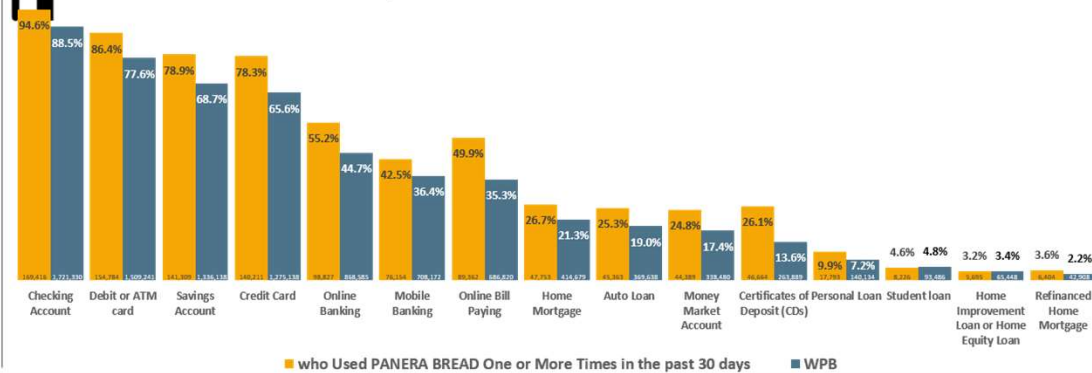
9.2% or 179,121 of WPB DMA Adults 18 or older Used PANERA BREAD One or More Times in the past 30 days. Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days are 26.4% more likely to have a 401K, 33.2% more likely to have an Auto Loan, 40.1% more likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.



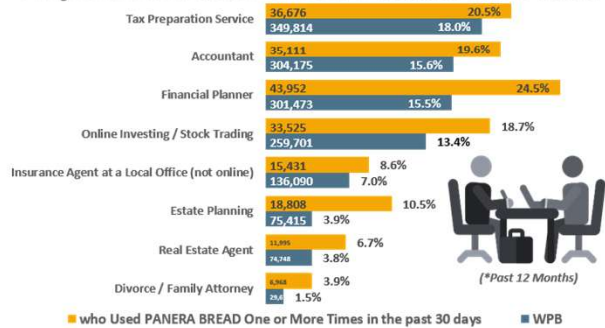
Investments Owned: Adults 18 or older



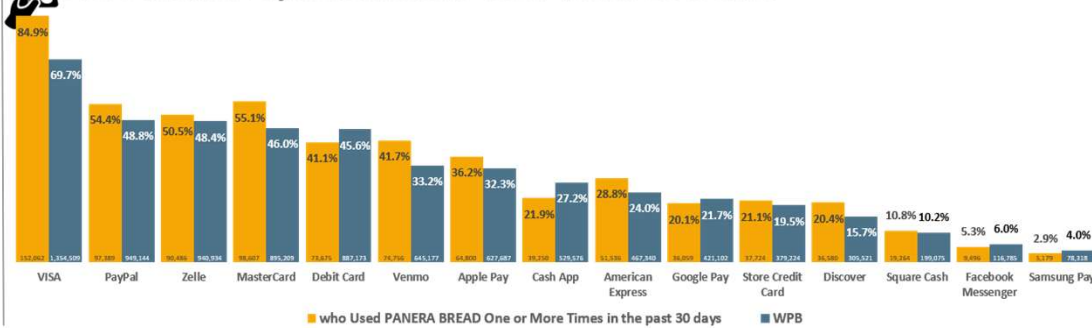
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



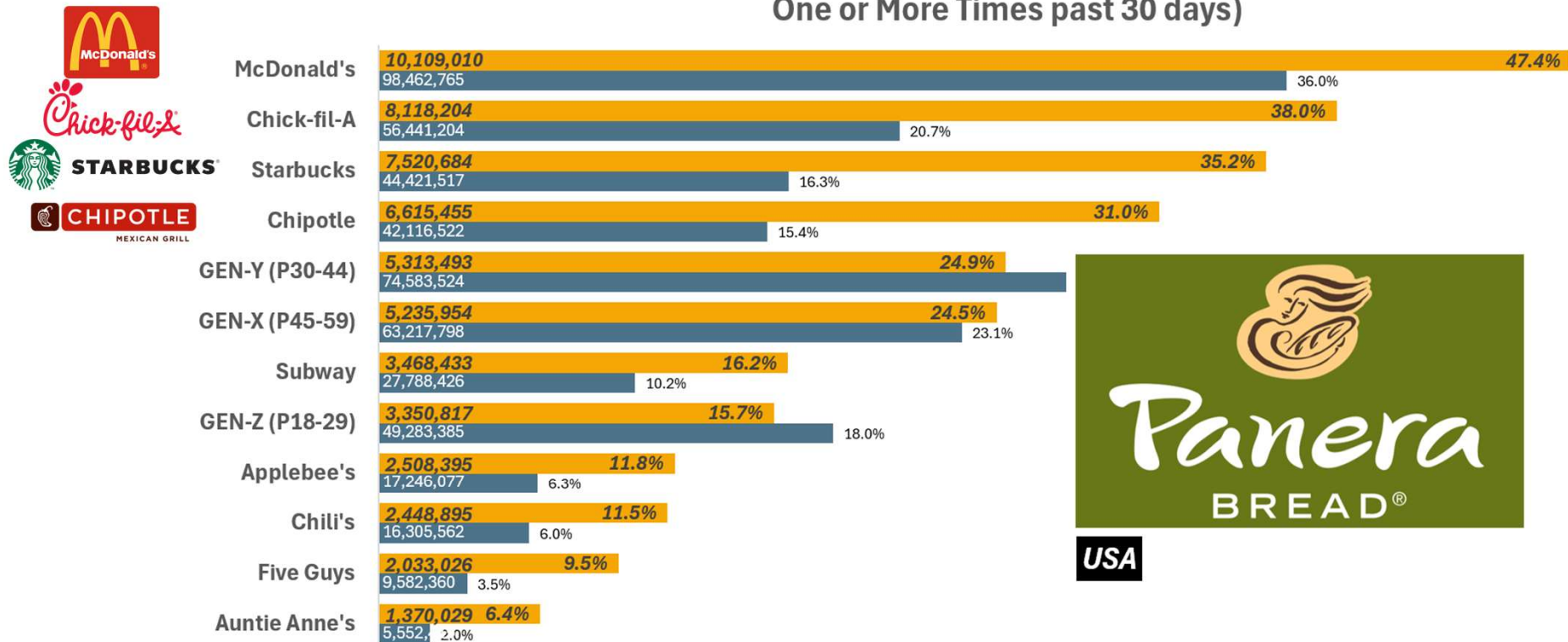
Past 3-Months Payment Methods Used: Adults 18 or older





"Other QSRs Used + 3 Generational Cohorts"

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



■ P18+ who used PANERA BREAD 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: 2320
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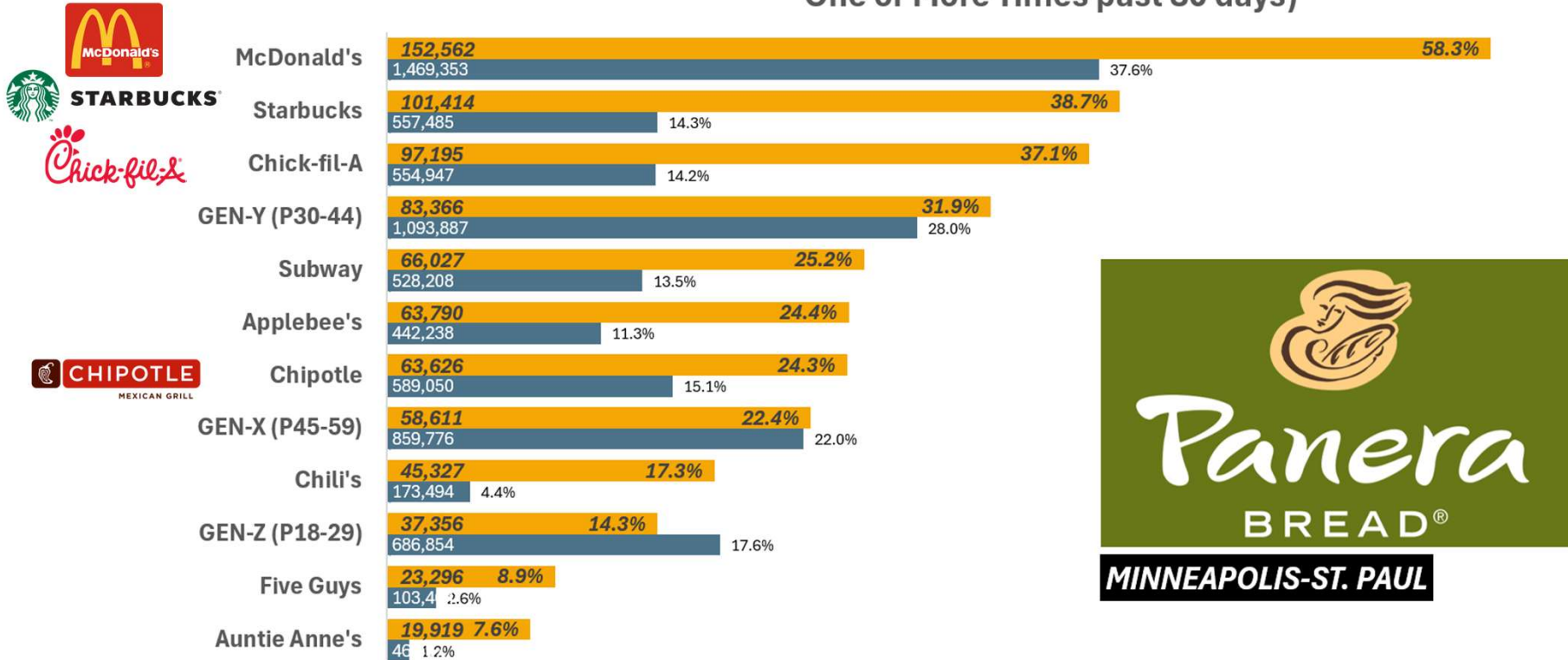
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Quick service restaurants used past 30 days: Panera Bread



"Other QSRs Used + 3 Generational Cohorts"

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



MINNEAPOLIS-ST. PAUL

■ P18+ who used PANERA BREAD 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: 150
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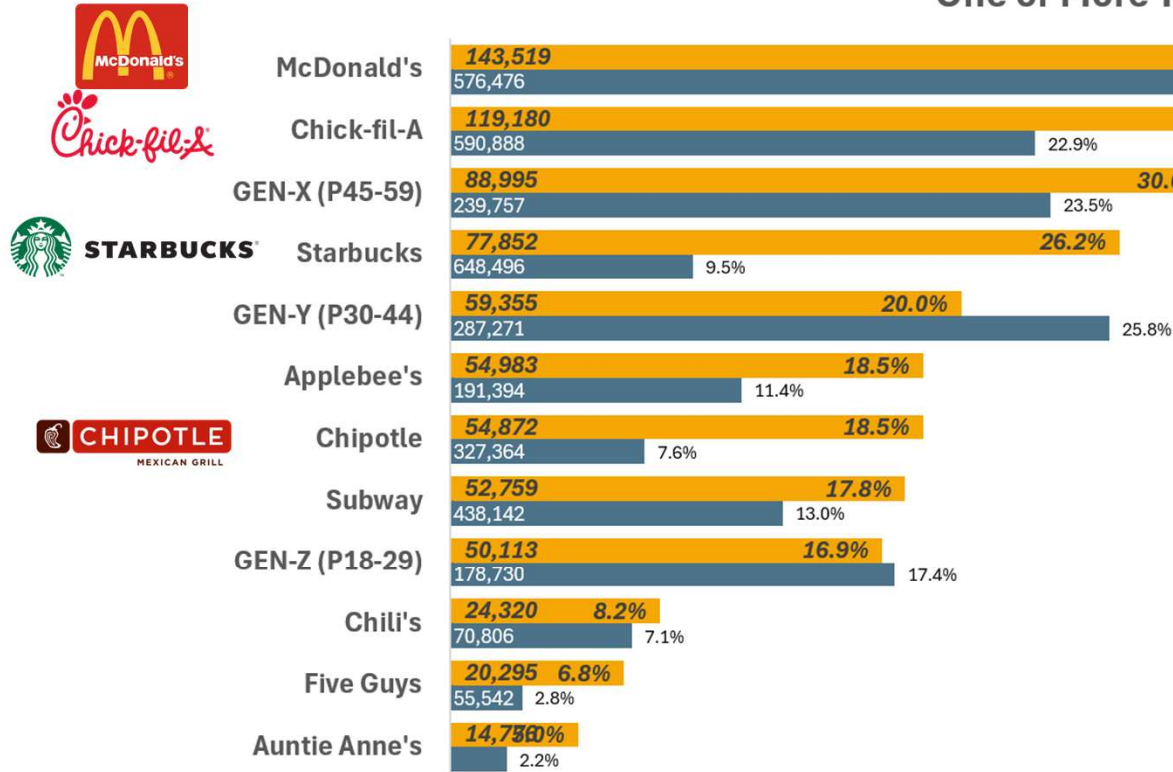
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Quick service restaurants used past 30 days: Panera Bread



"Other QSRs Used + 3 Generational Cohorts"

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



■ P18+ who used PANERA BREAD 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: 280
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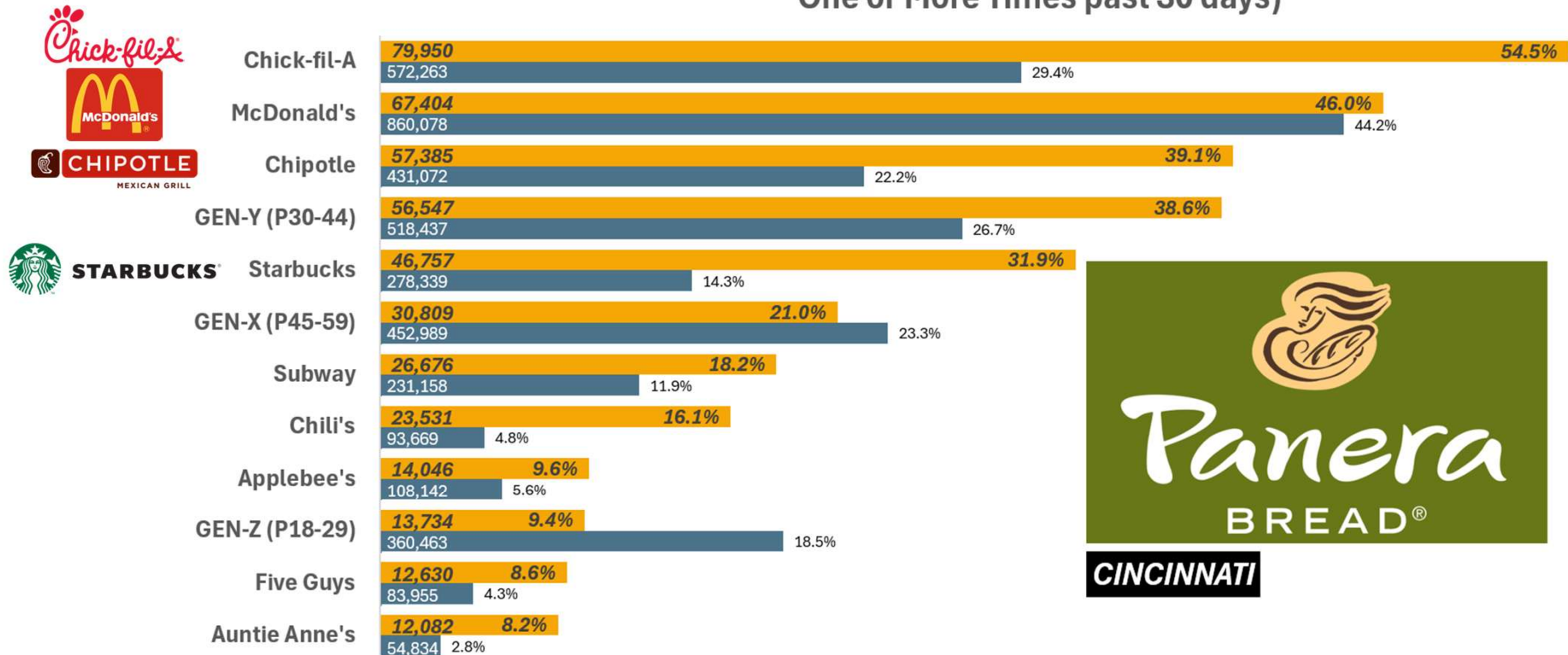
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Quick service restaurants used past 30 days: Panera Bread



"Other QSRs Used + 3 Generational Cohorts"

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



■ P18+ who used PANERA BREAD 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: 150
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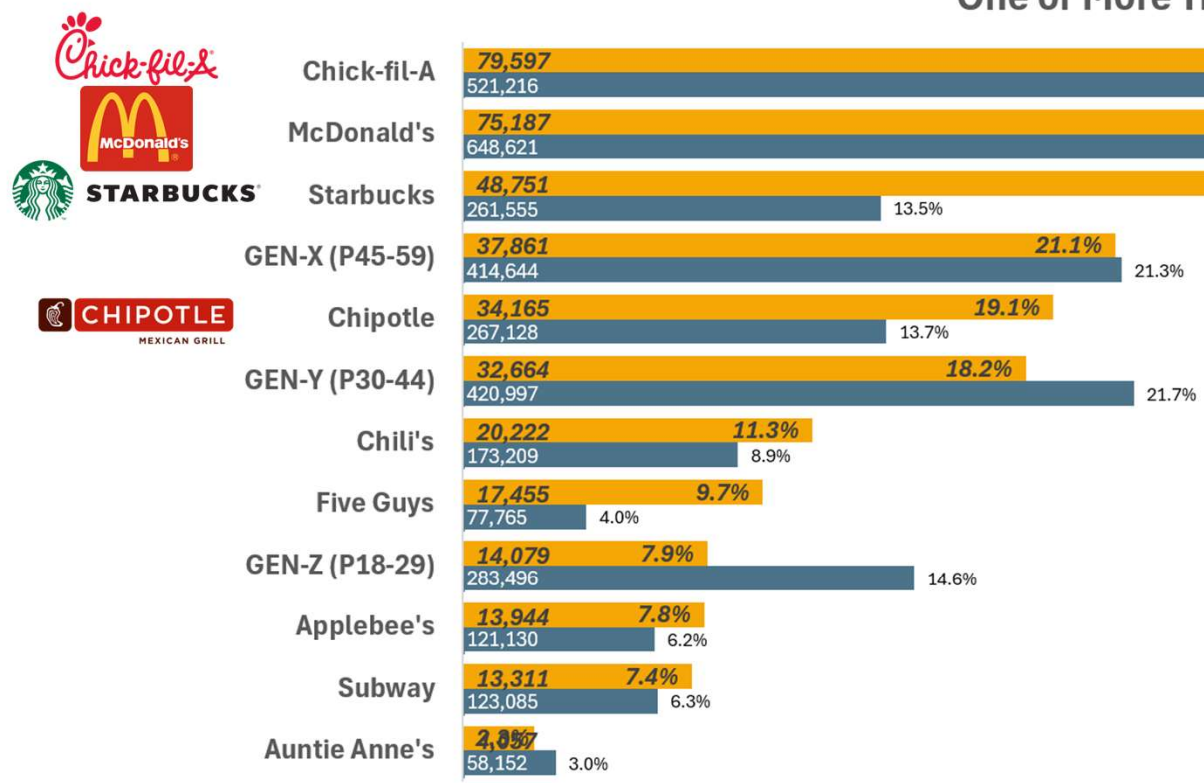
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Quick service restaurants used past 30 days: Panera Bread



"Other QSRs Used + 3 Generational Cohorts"

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



■ P18+ who used PANERA BREAD 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: 251

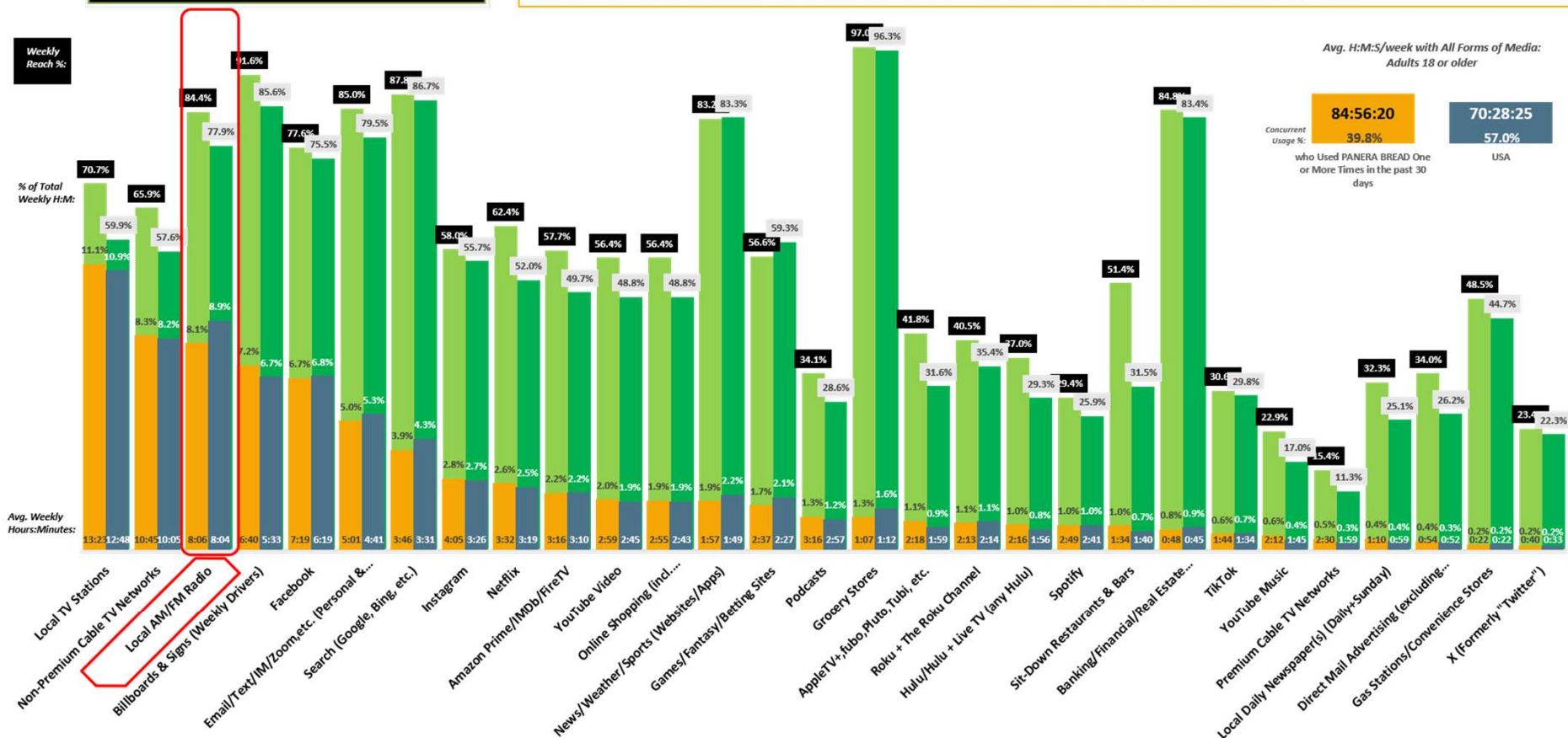
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Quick service restaurants used past 30 days: Panera Bread



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 12 hours, 56 minutes and 20 seconds each week with All Forms of Media.
 84.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 8.1% 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 %: 39.8%

84:56:20

70:28:25

57.0%

who Used PANERA BREAD One or More Times in the past 30 days

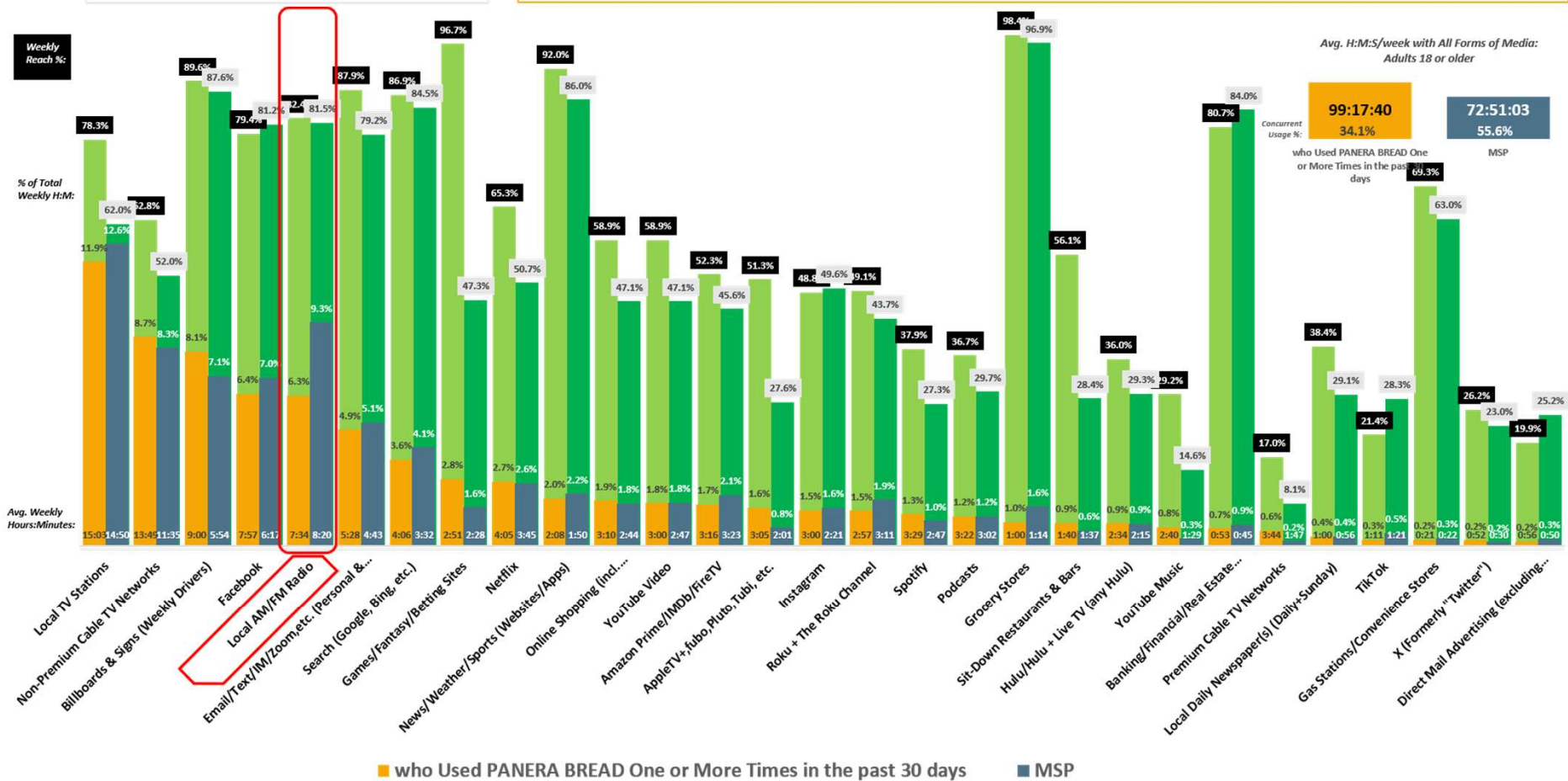
USA

■ who Used PANERA BREAD One or More Times in the past 30 days ■ USA



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 4 days, 3 hours, 17 minutes and 40 seconds each week with All Forms of Media.

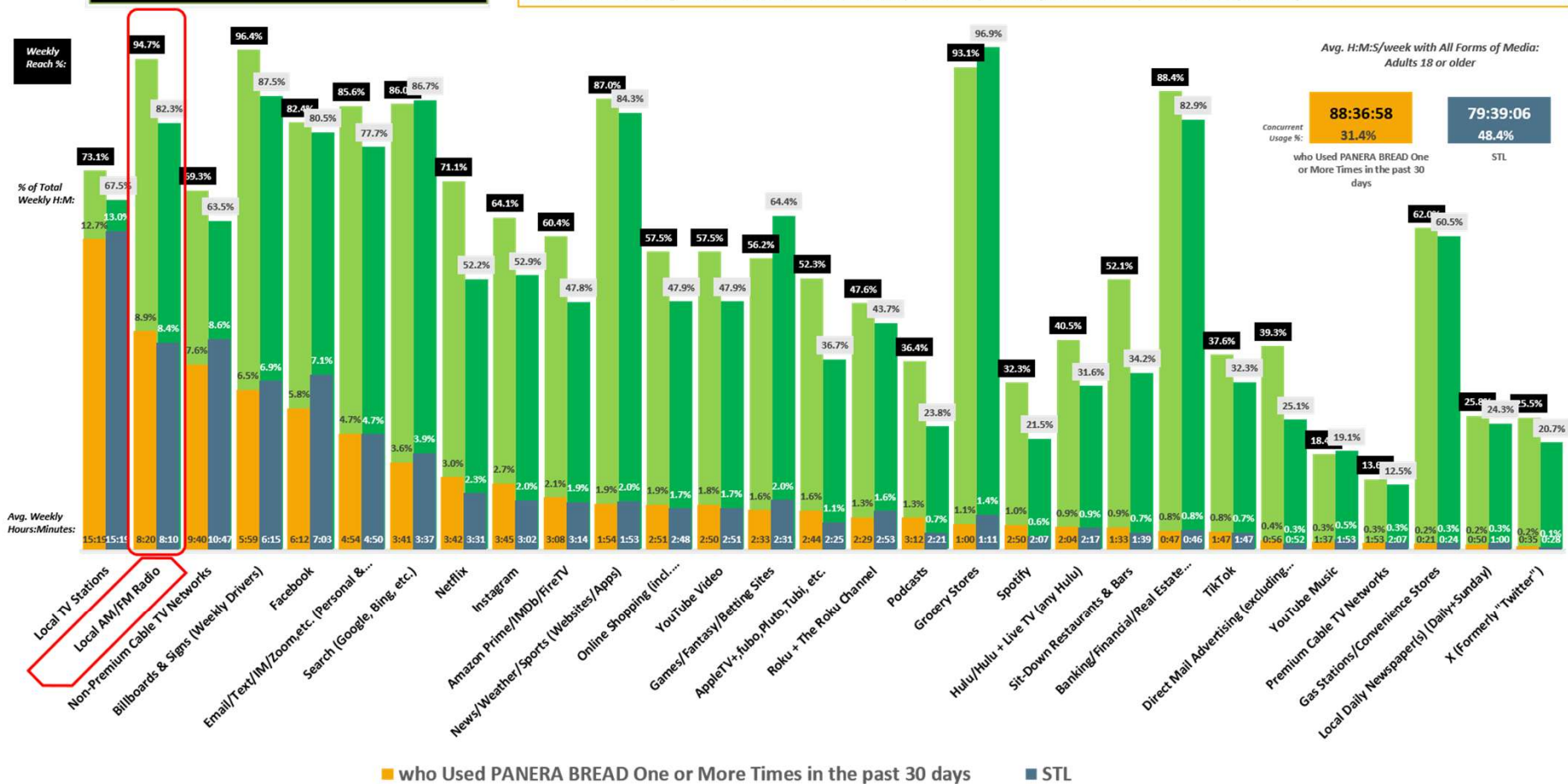
82.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 7 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 6.3% of total time spent with all forms of Media.





Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 16 hours, 36 minutes and 58 seconds each week with All Forms of Media.

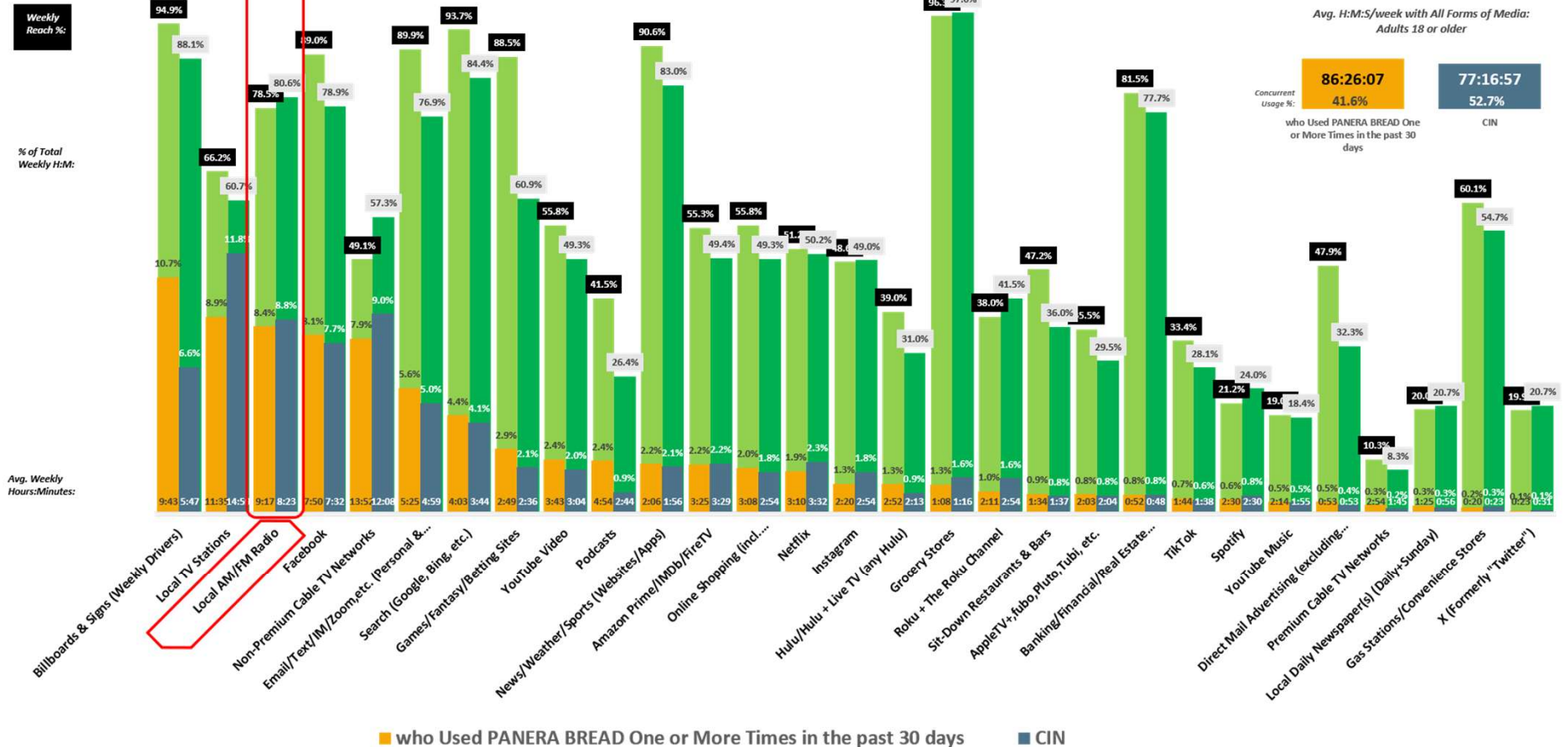
94.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.





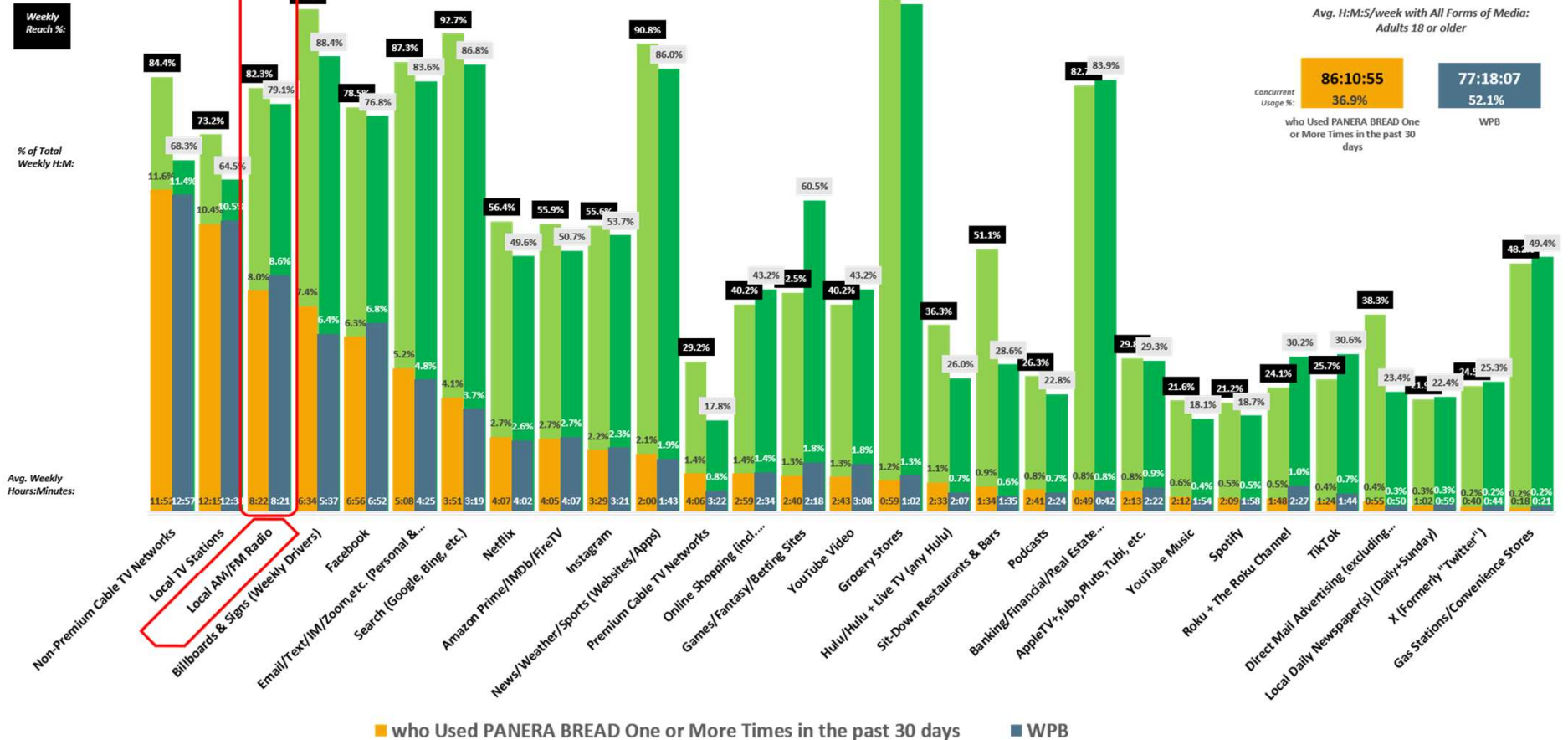
Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 14 hours, 26 minutes and 7 seconds each week with All Forms of Media.

78.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 9 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



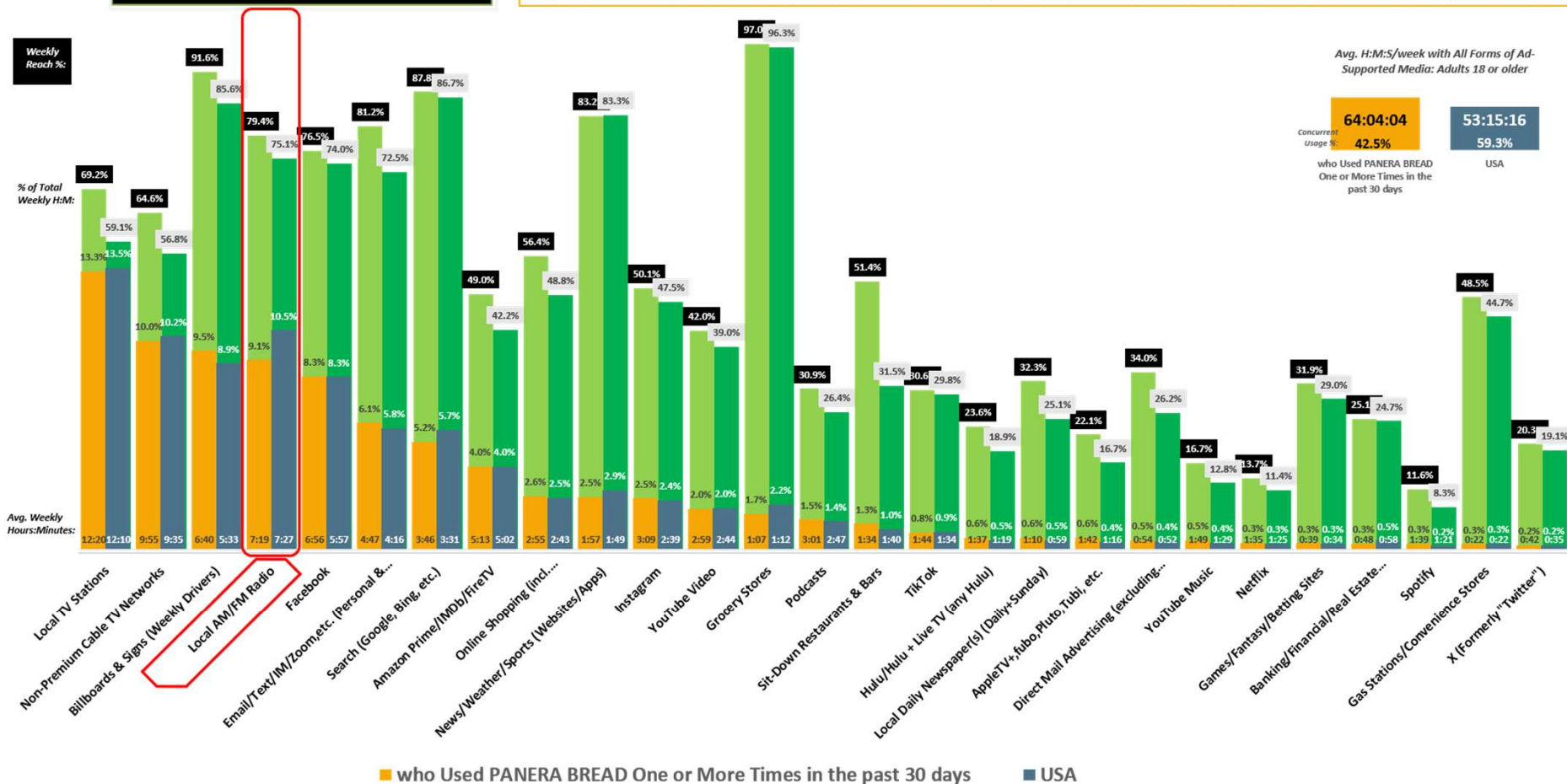


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 3 days, 14 hours, 10 minutes and 55 seconds each week with All Forms of Media.
 82.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.





Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 16 hours, 4 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 7 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Med



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

64:04:04
 Concurrent Usage %: 42.5%

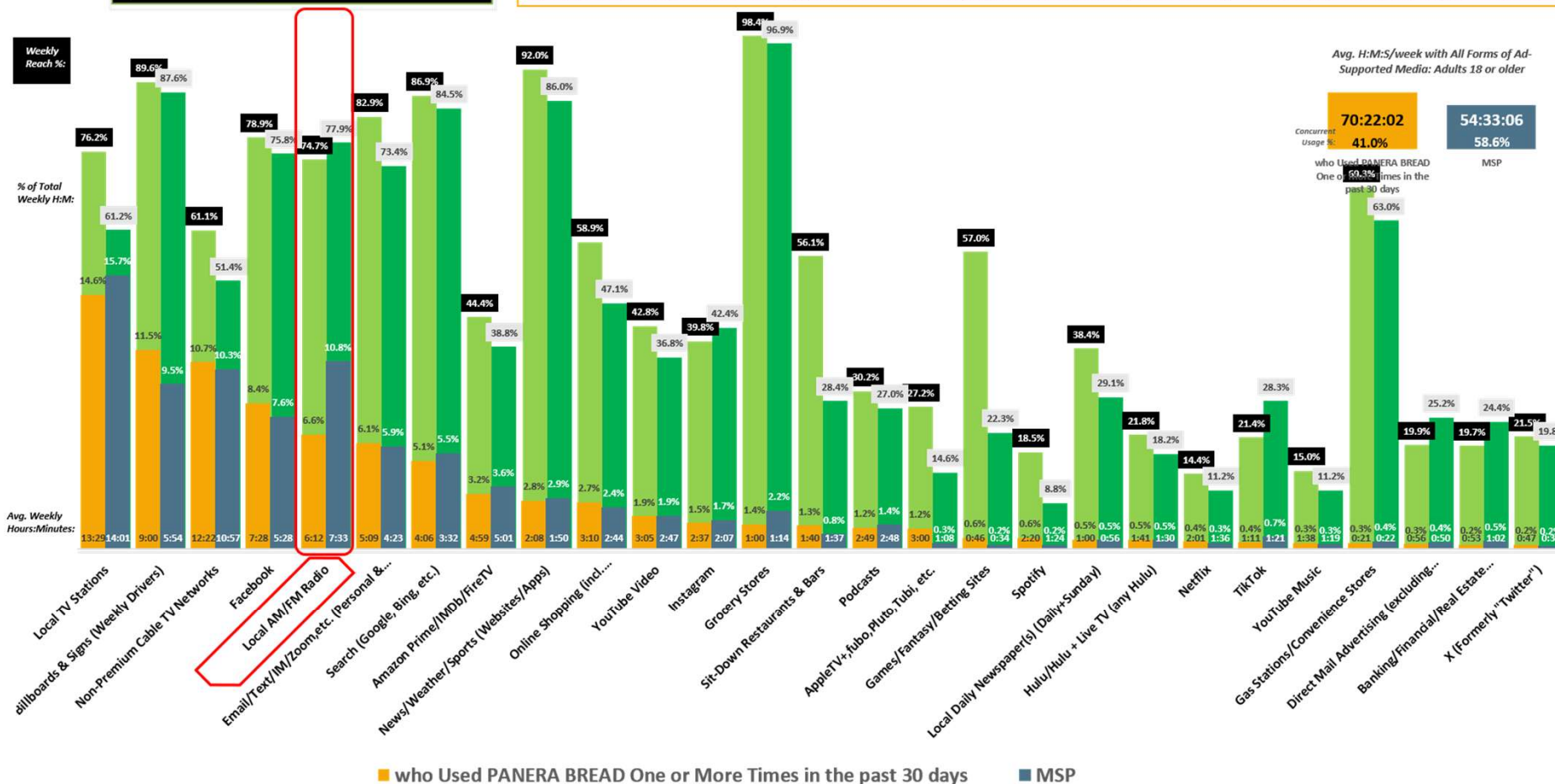
53:15:16
 59.3%

who Used PANERA BREAD One or More Times in the past 30 days

USA



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 22 hours, 22 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 74.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 6 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.6% of total time spent with all forms of Ad-Supported Med



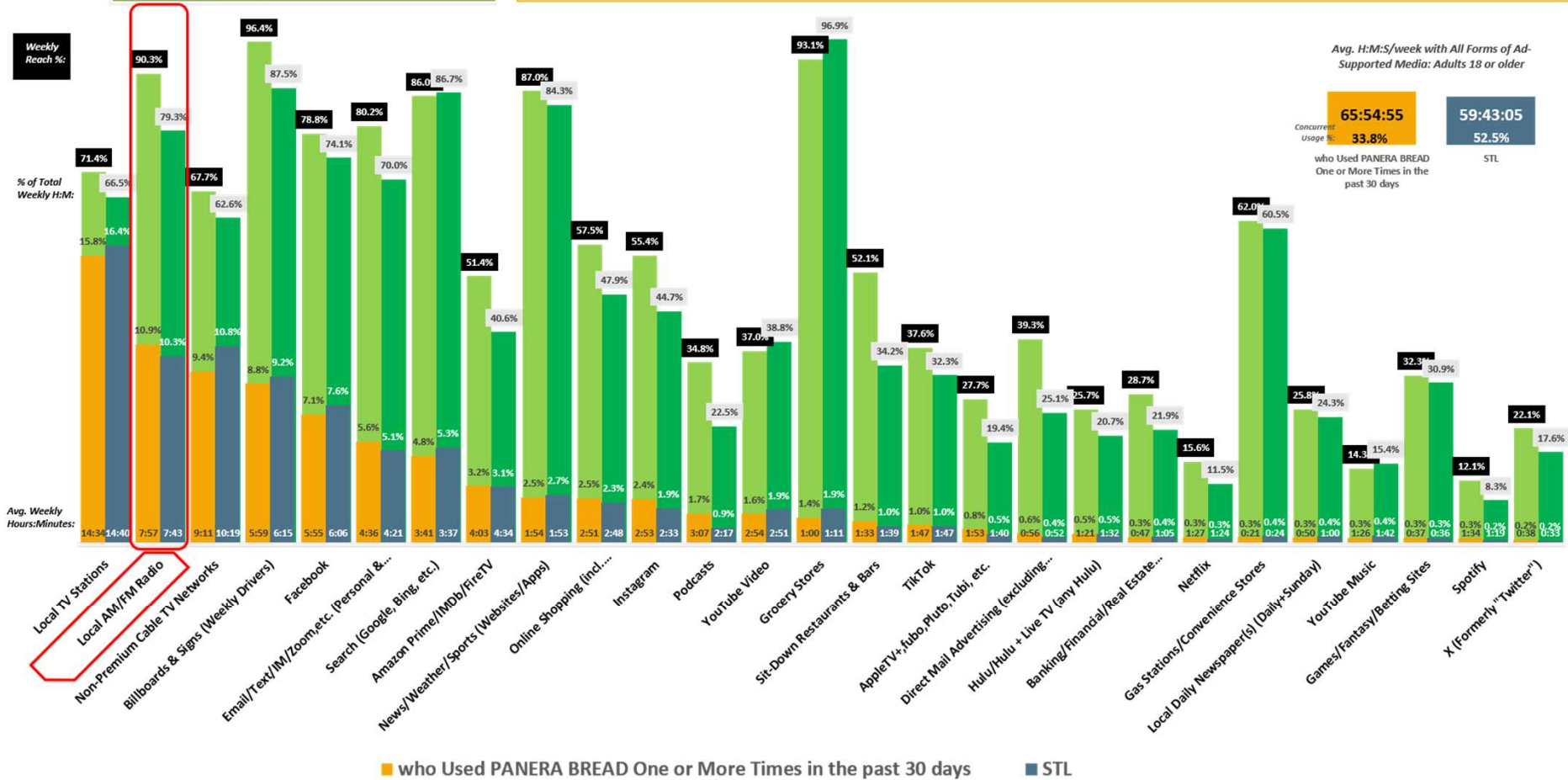
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

70:22:02
41.0%
who Used PANERA BREAD One or More Times in the past 30 days

54:33:06
58.6%
MSP

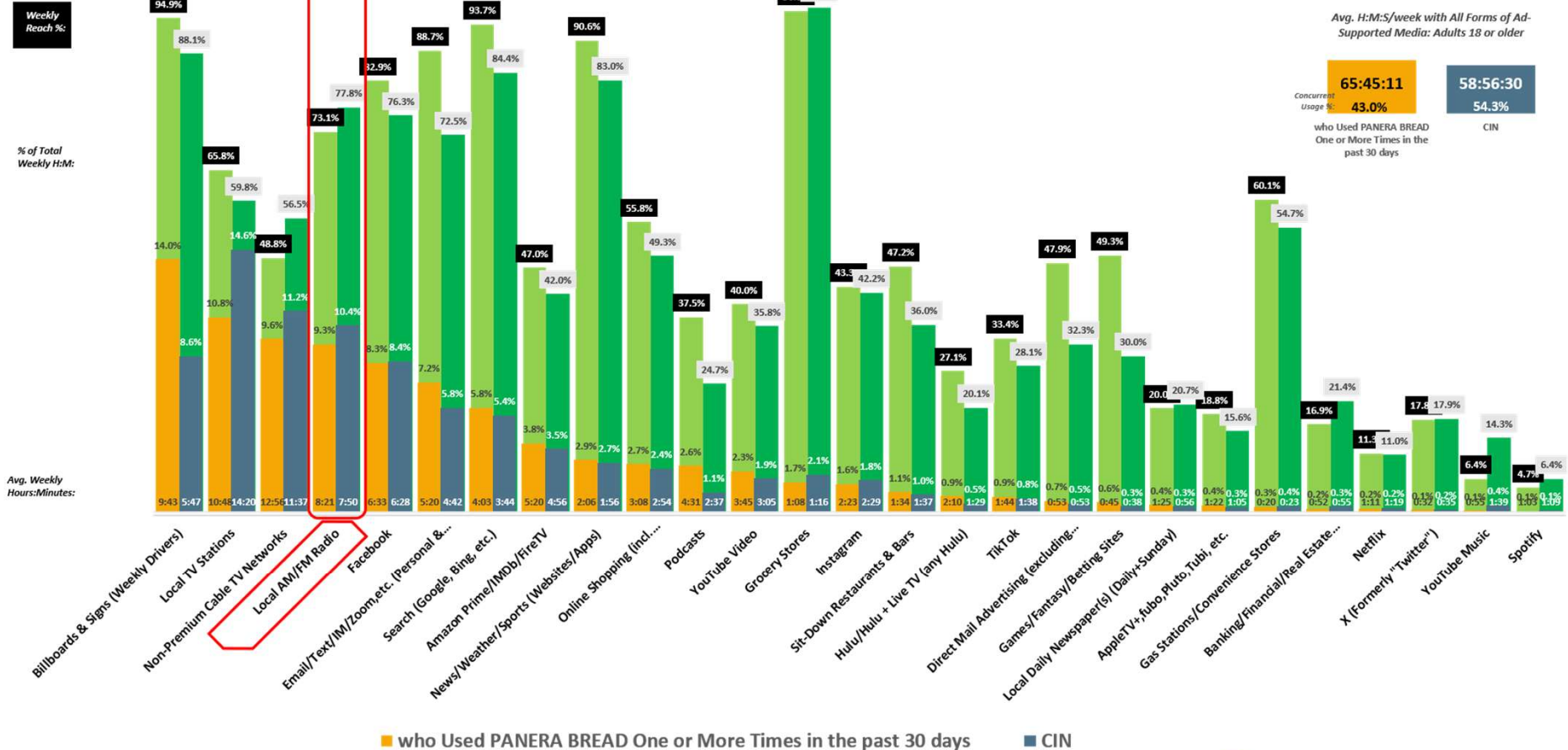


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 17 hours, 54 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
90.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Me



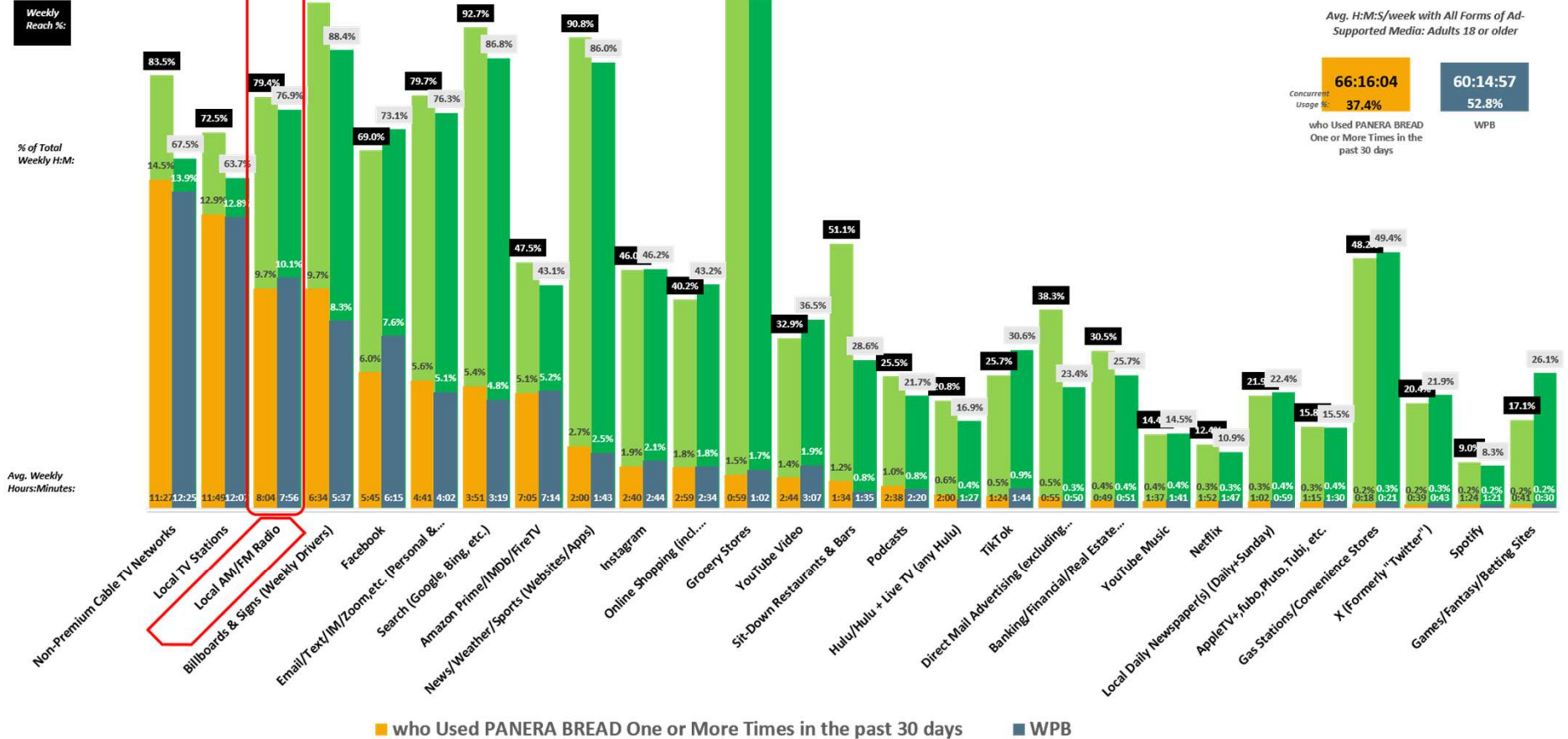


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 17 hours, 45 minutes and 11 seconds each week with All Forms of Ad-Supported Media.
 73.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 2 days, 18 hours, 16 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 79.4% of Adults 18 or older who Used PANERA BREAD 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 9.7% of total time spent with all forms of Ad-Supported Medi

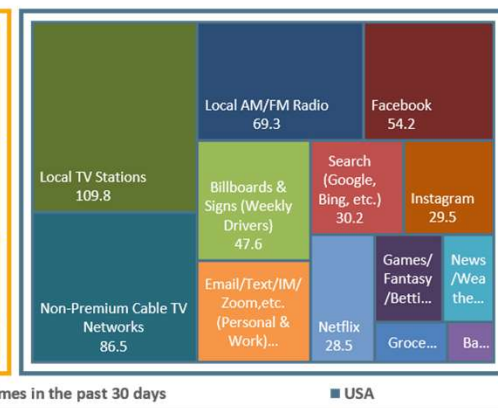
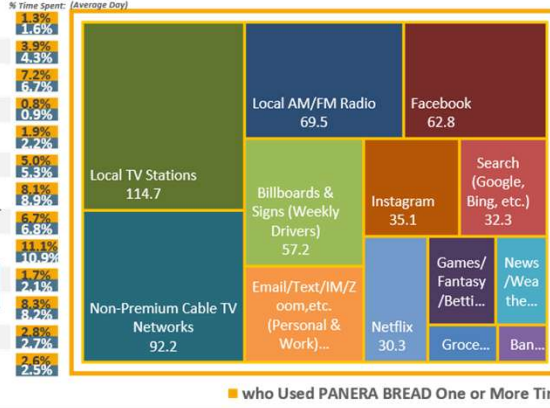
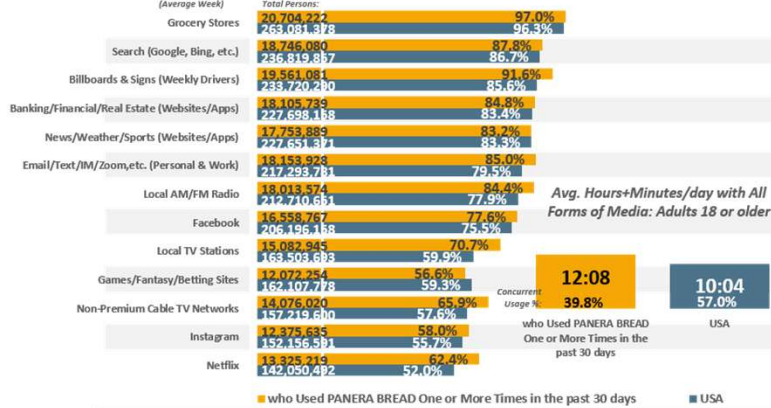




Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 9 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

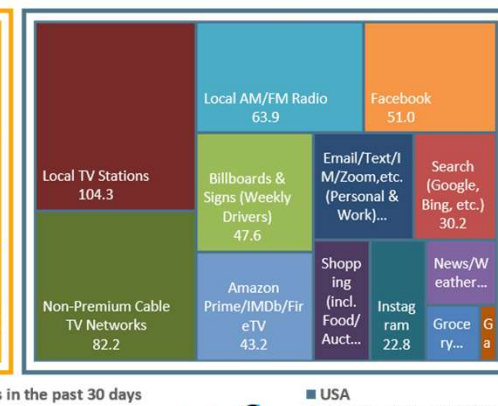
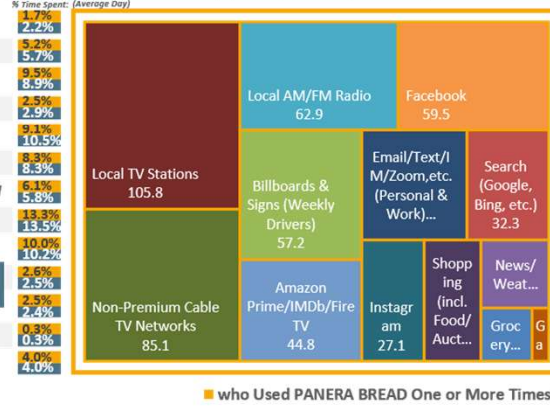
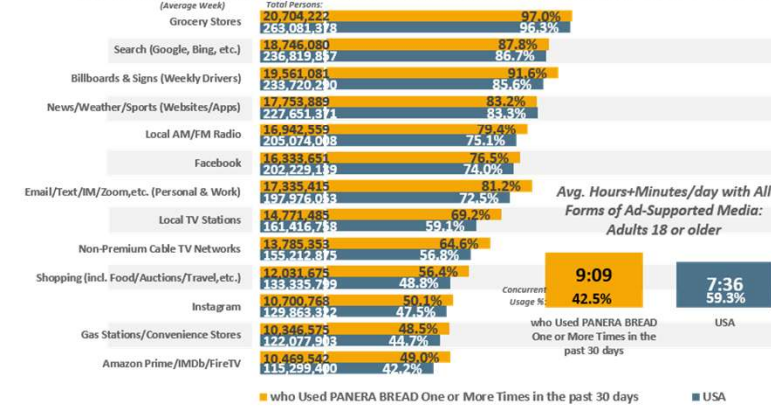
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 2,320
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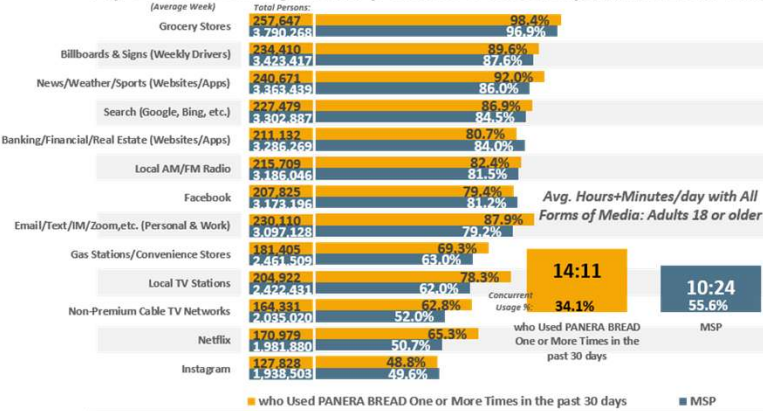
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Quick service restaurants used past 30 days: Panera Bread

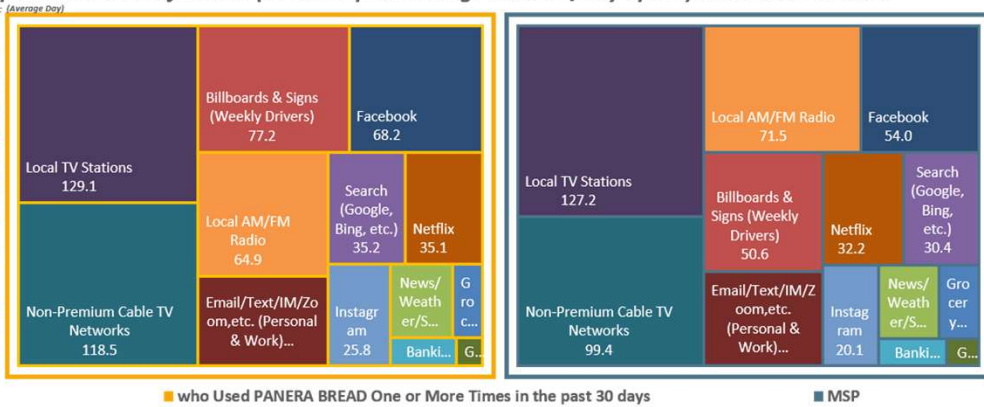


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 10 hours and 3 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 53.2 minutes/day. (Local Radio delivers 6.6% of Time with Ad-Supported Media.)

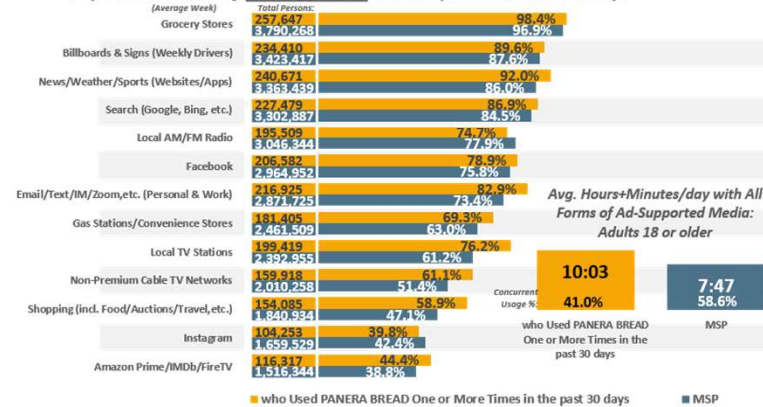
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



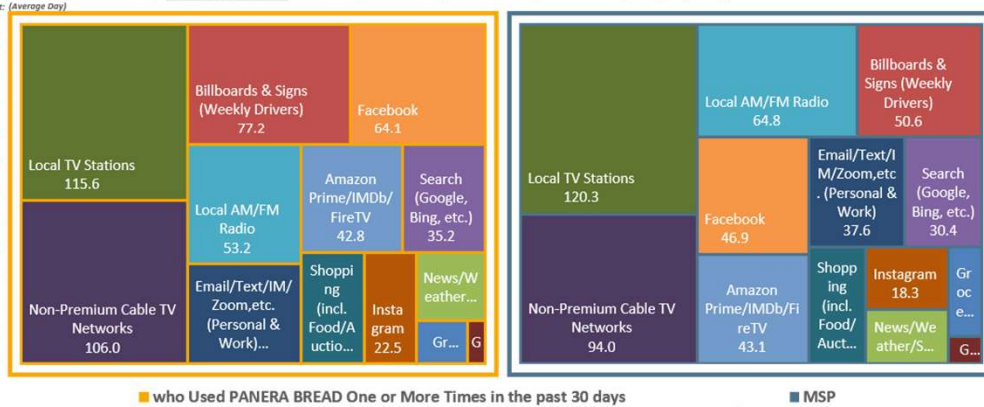
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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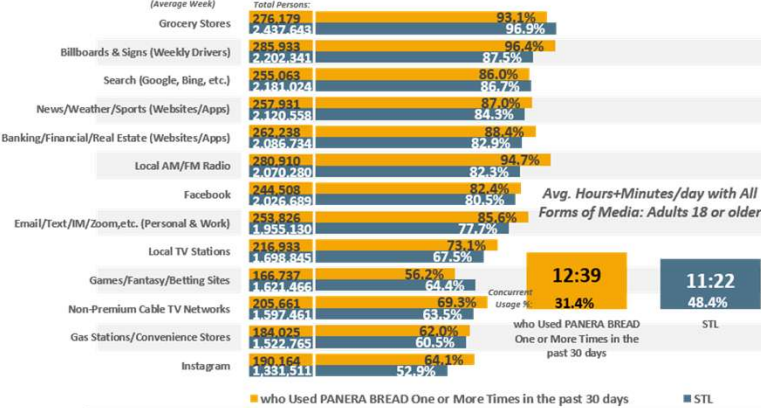
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Quick service restaurants used past 30 days: Panera Bread

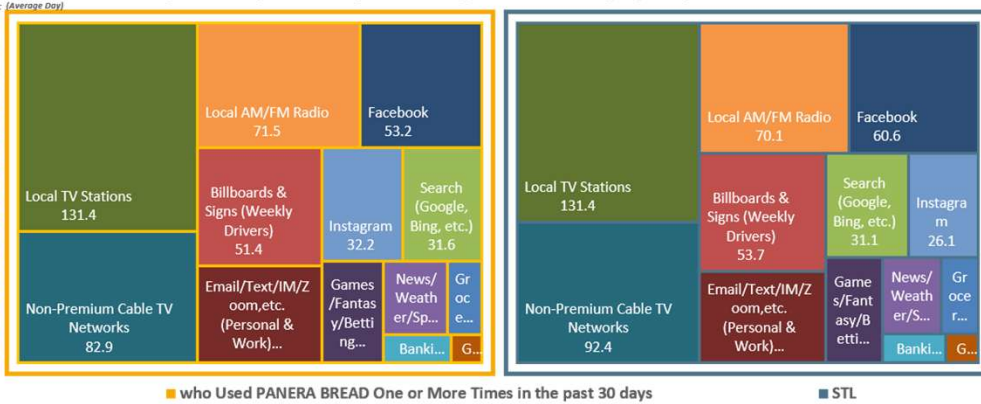


Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 90.3% listen to Local AM/FM Radio for an avg. of 68.3 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

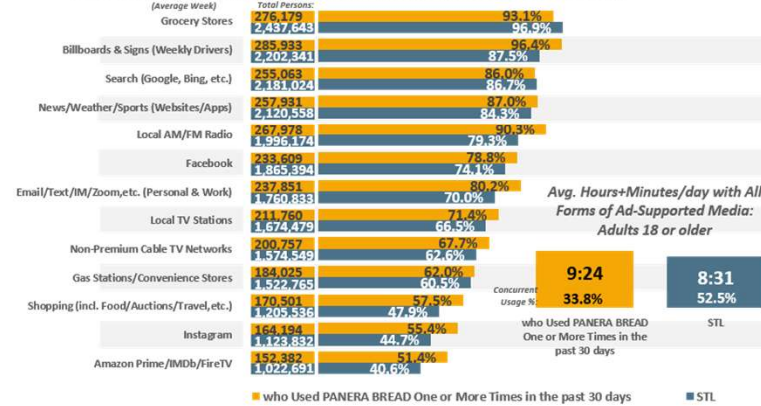
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



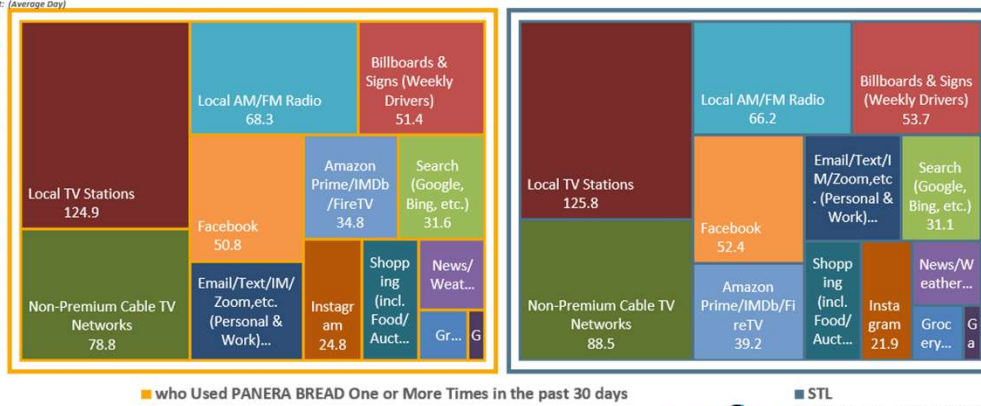
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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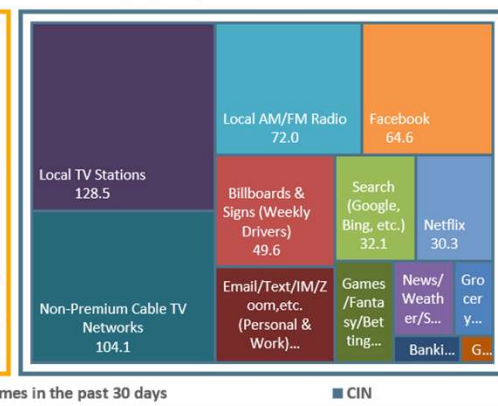
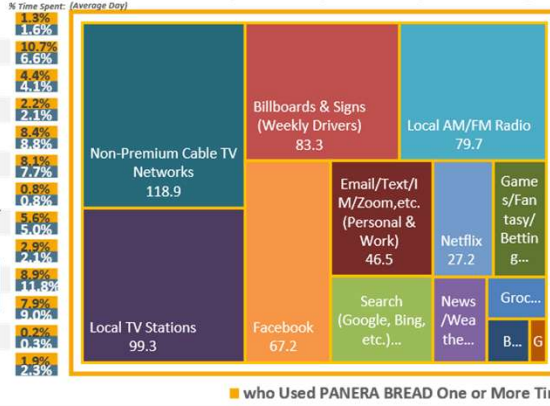
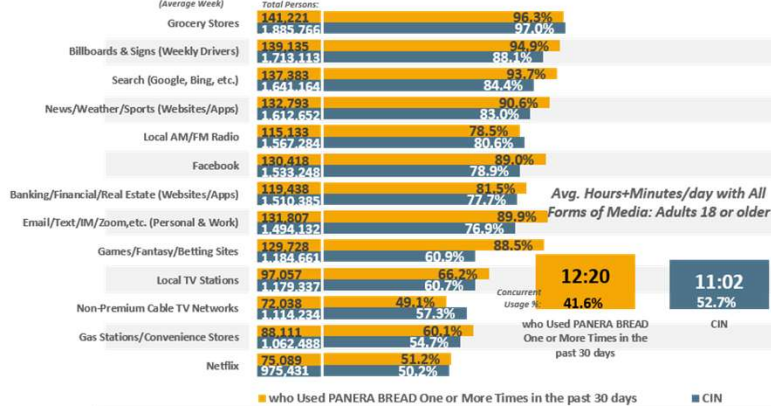
Quick service restaurants used past 30 days: Panera Bread



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 23 minutes each day with All Forms of Ad-Supported Media. 73.1% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

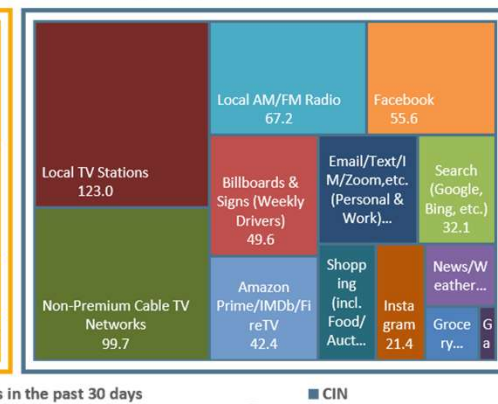
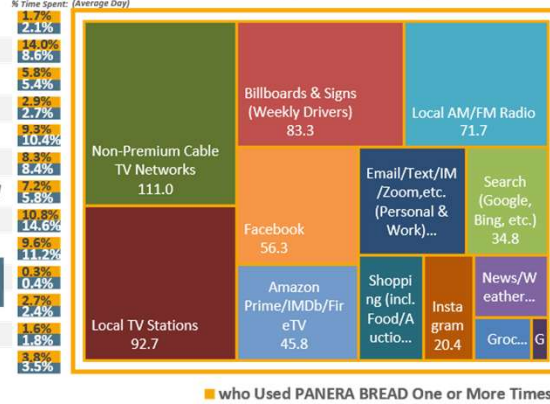
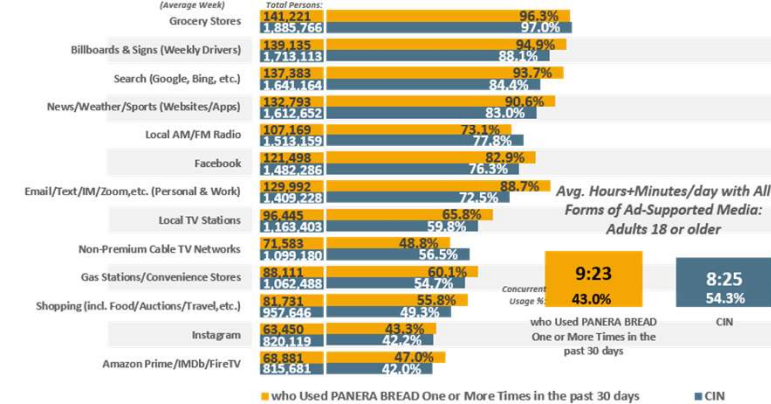
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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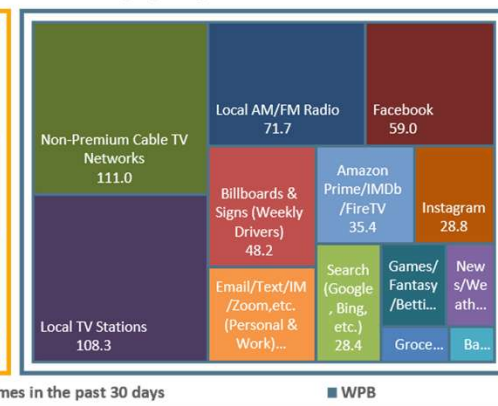
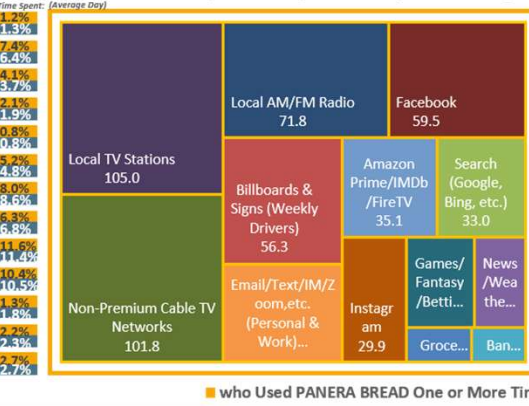
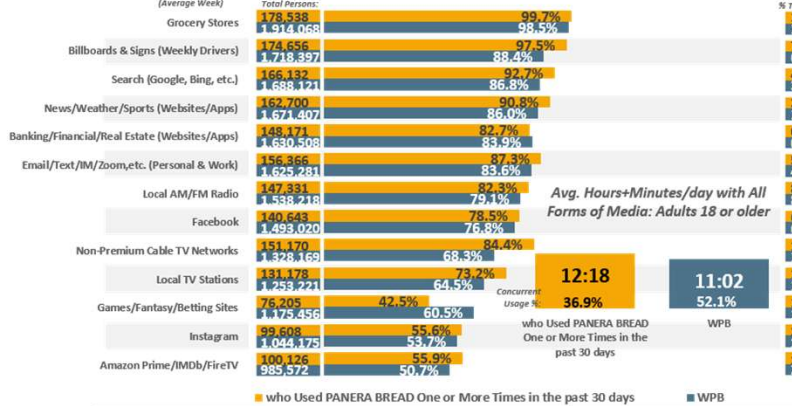
Quick service restaurants used past 30 days: Panera Bread



Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 9 hours and 28 minutes each day with All Forms of Ad-Supported Media. 79.4% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

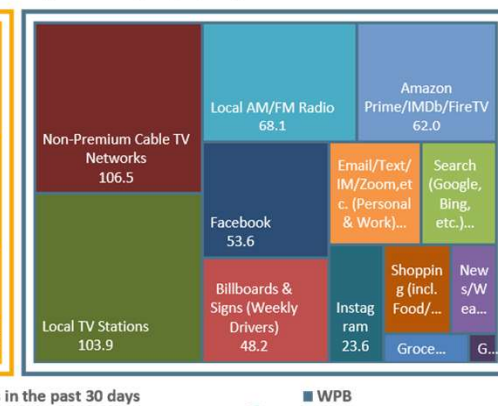
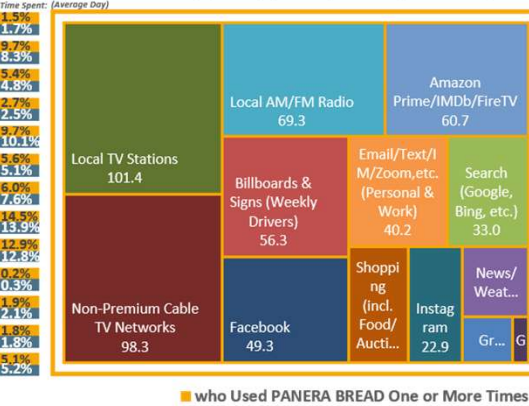
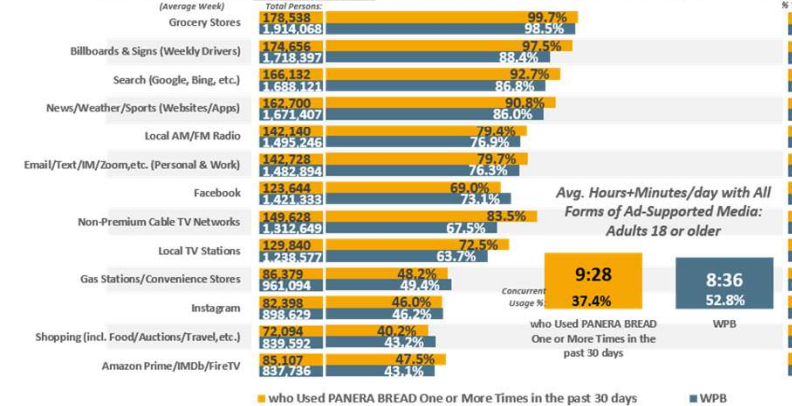
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

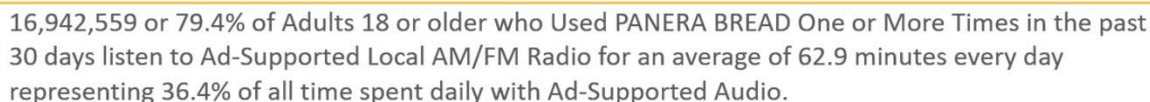
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



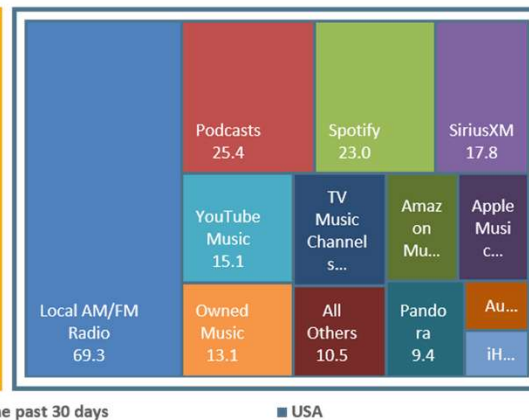
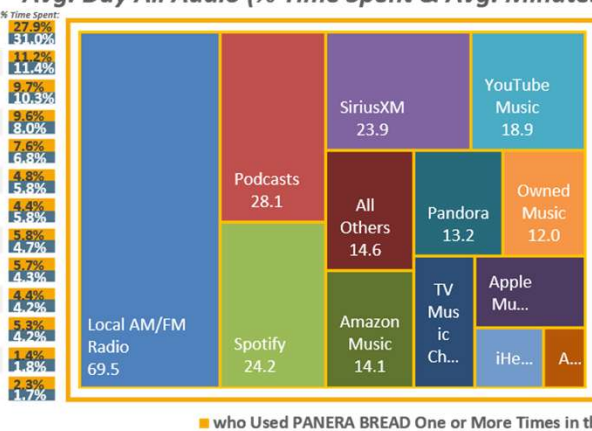
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

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

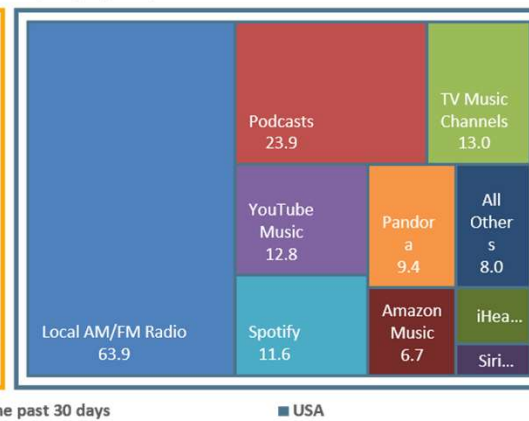
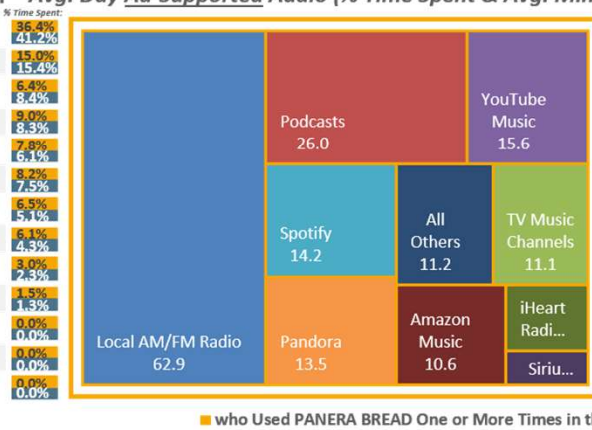




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



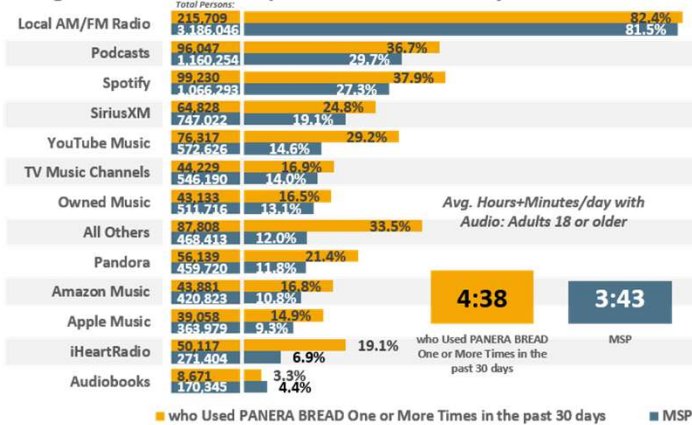
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Quick service restaurants used past 30 days: Panera Bread

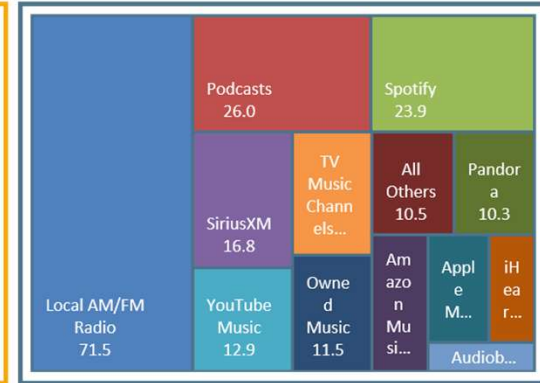
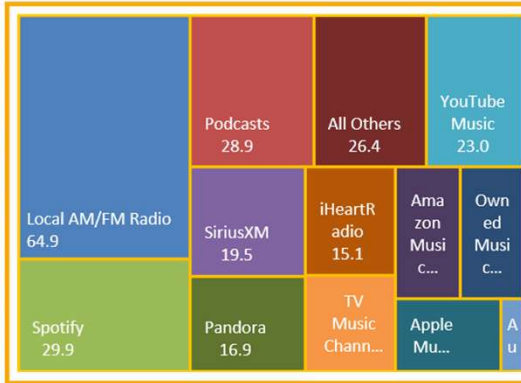


195,509 or 74.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.2 minutes every day representing 27.6% of all time spent daily with Ad-Supported Audio.

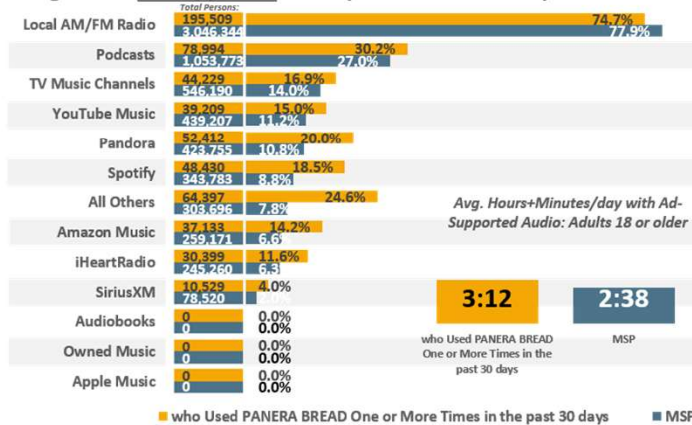
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



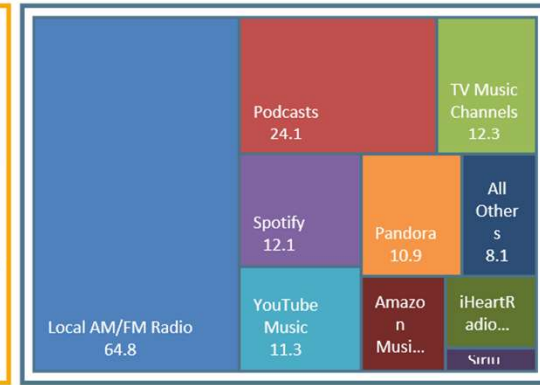
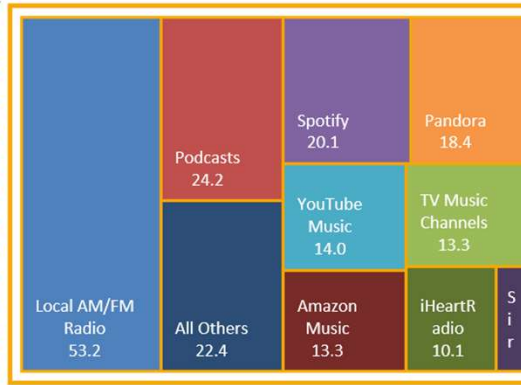
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



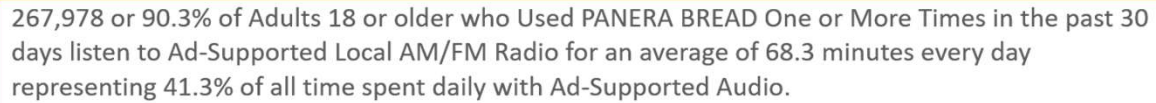
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



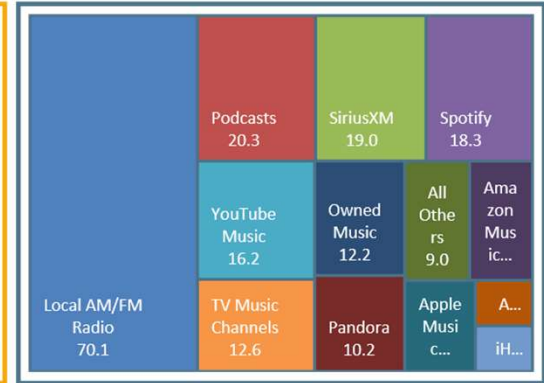
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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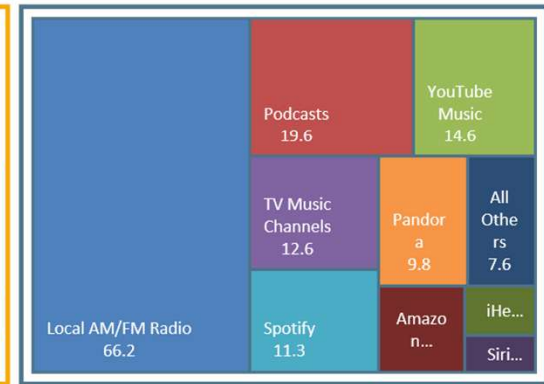
Quick service restaurants used past 30 days: Panera Bread



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



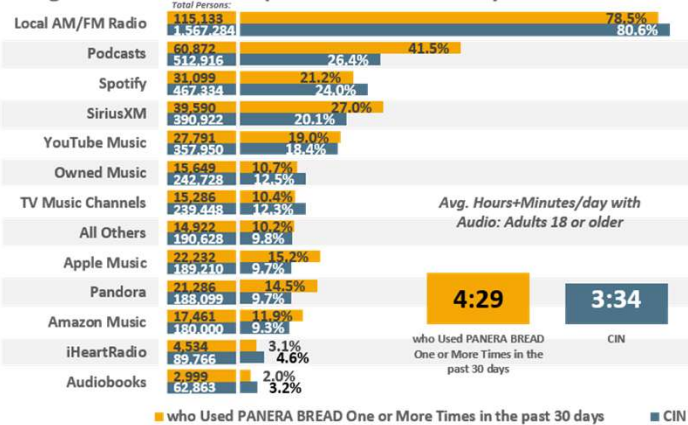
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



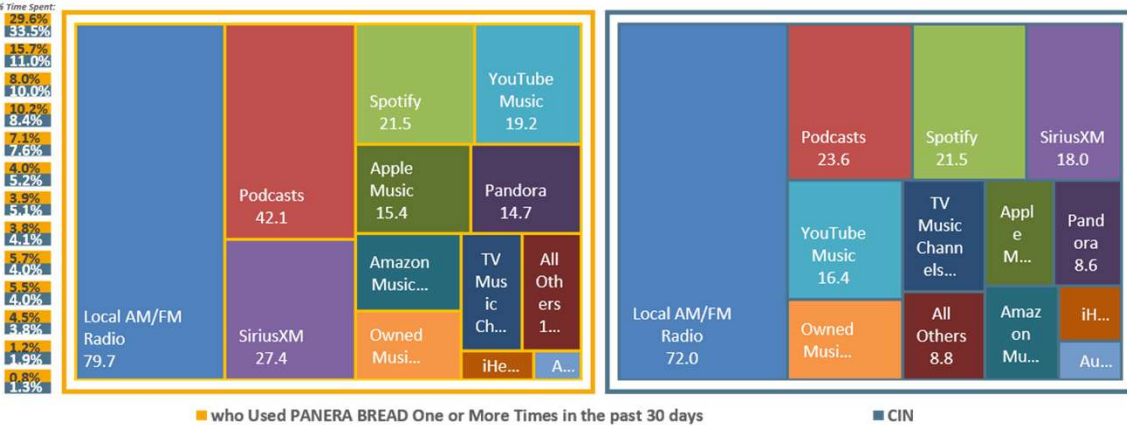


107,169 or 73.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

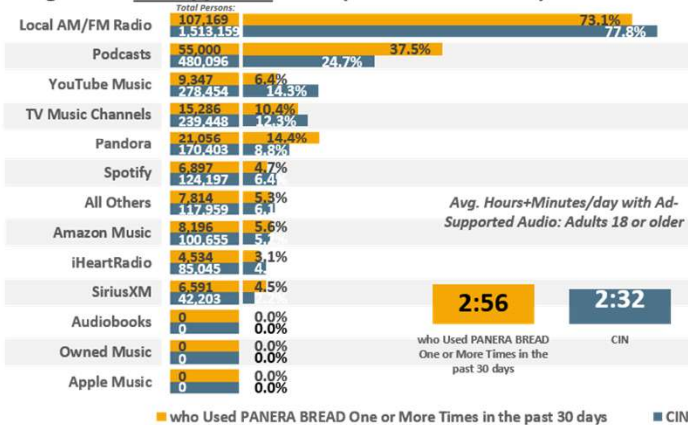
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



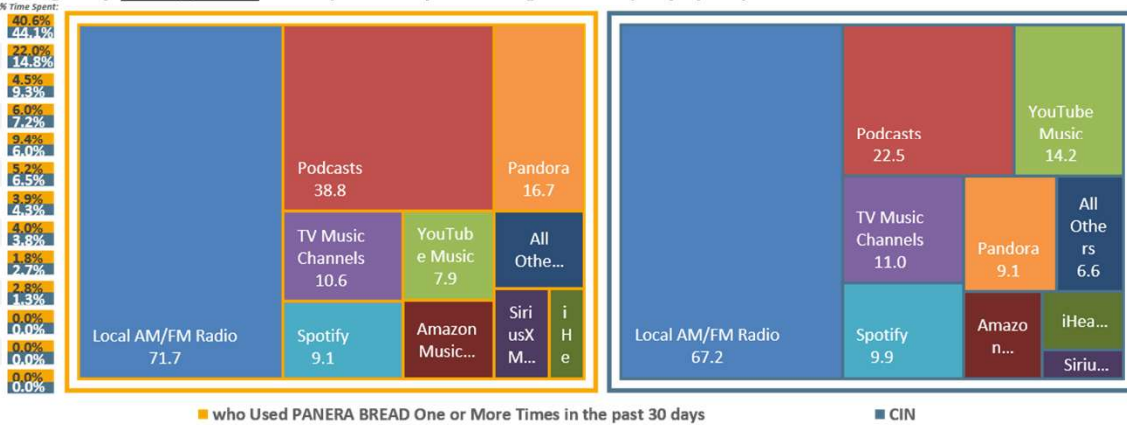
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



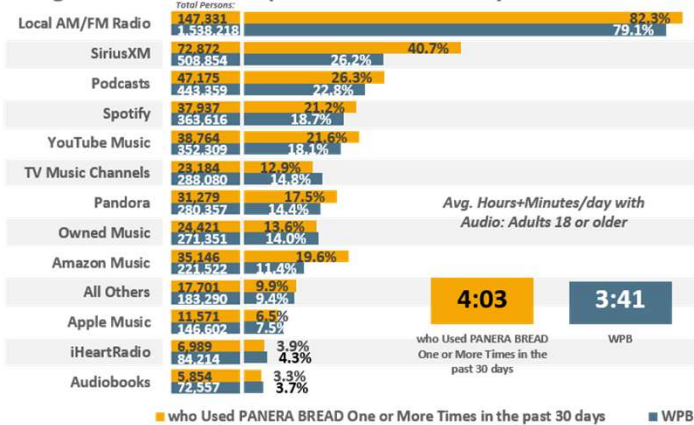
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



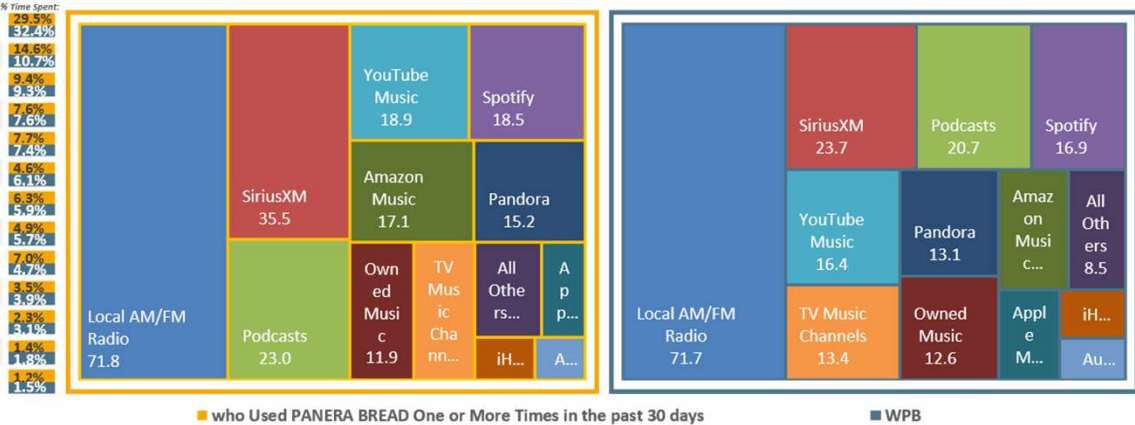


142,140 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

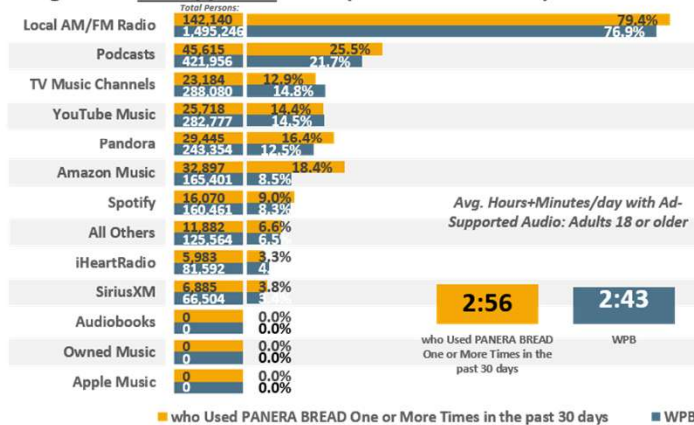
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



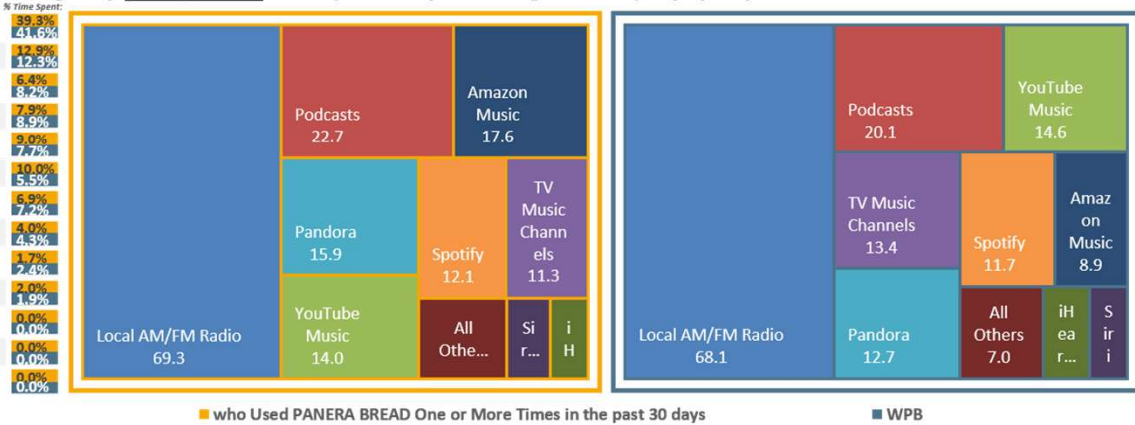
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

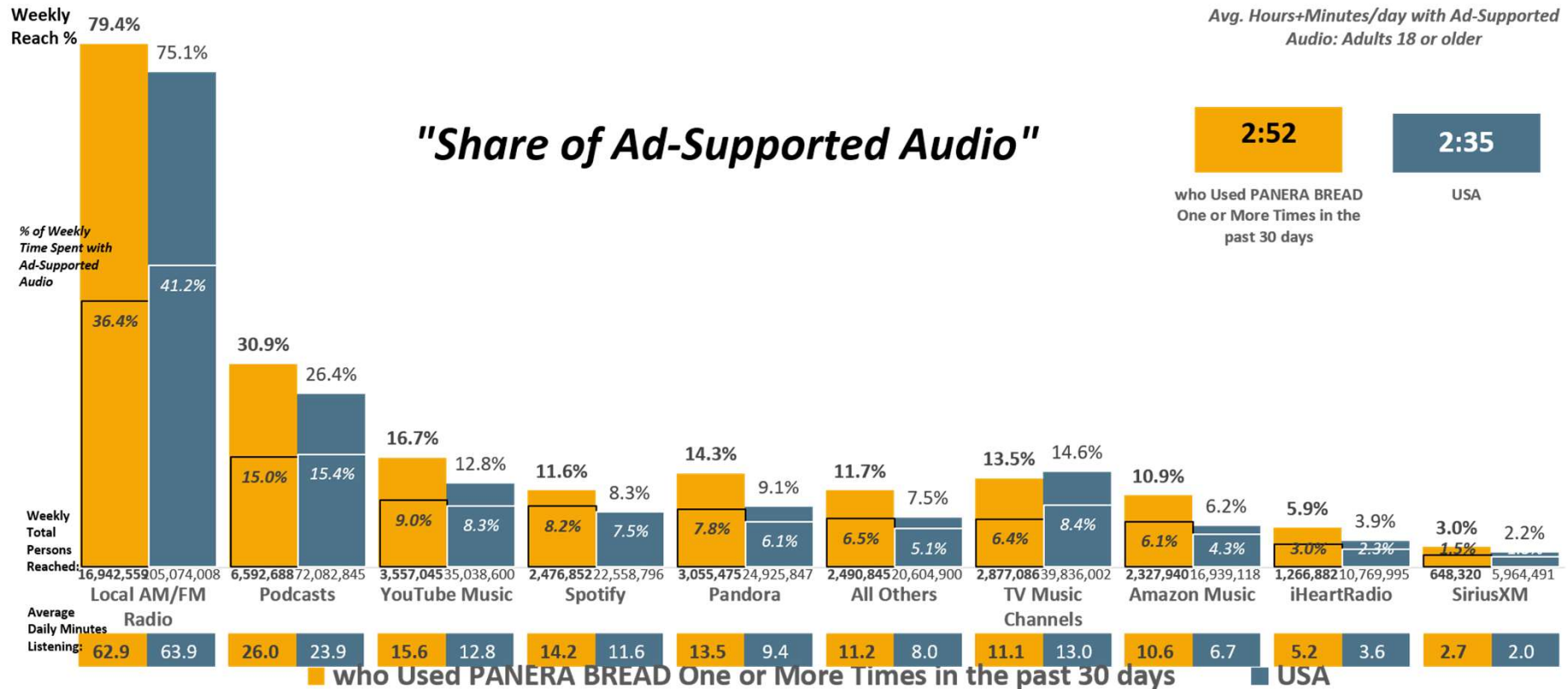


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



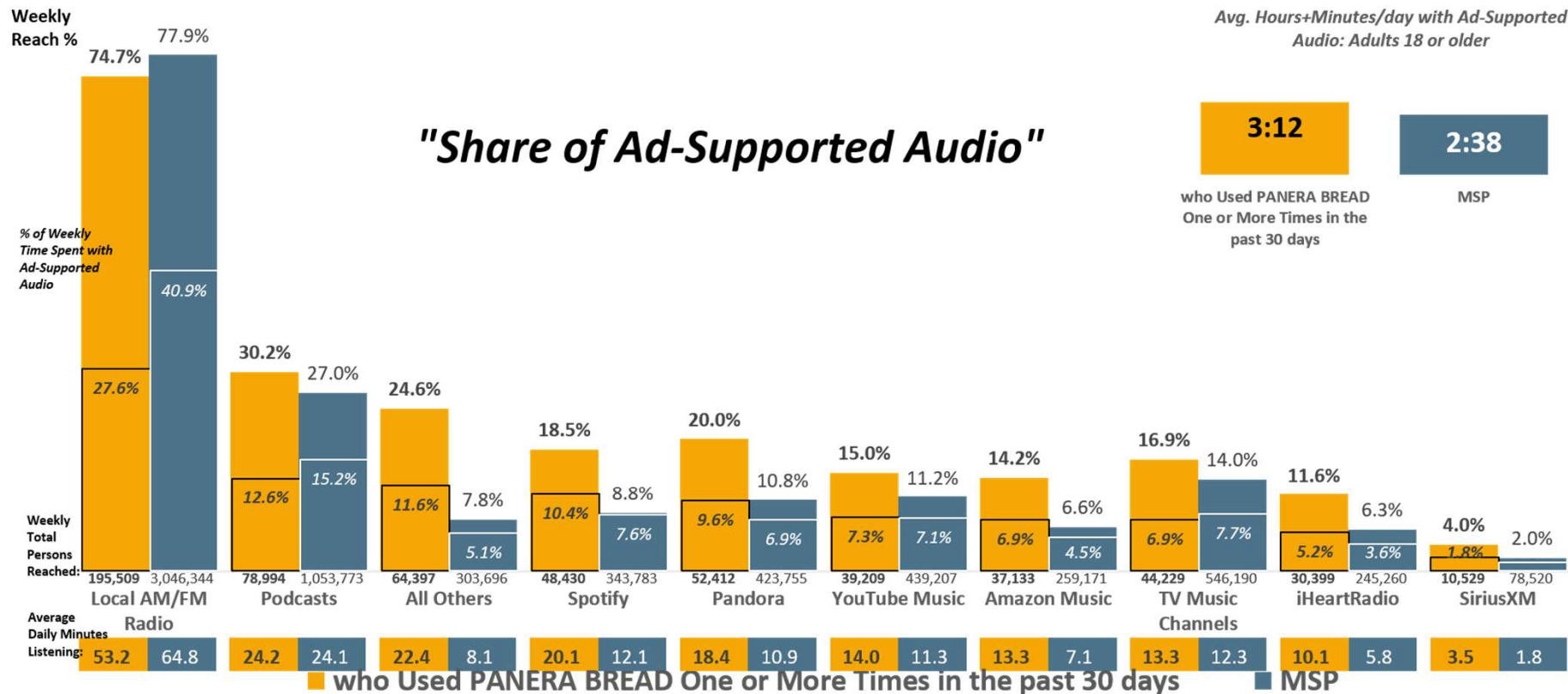


16,942,559 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.



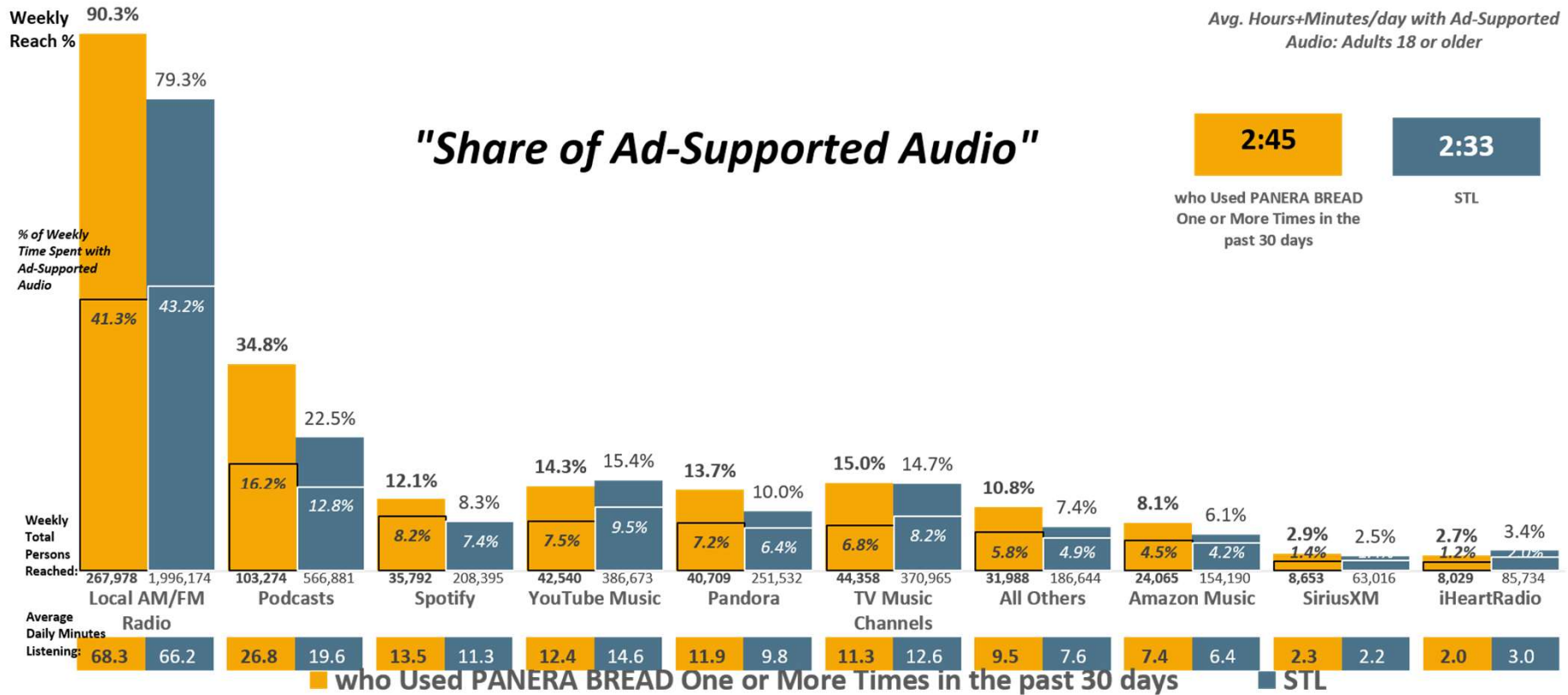


195,509 or 74.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.2 minutes every day representing 27.6% of all time spent daily with Ad-Supported Audio.



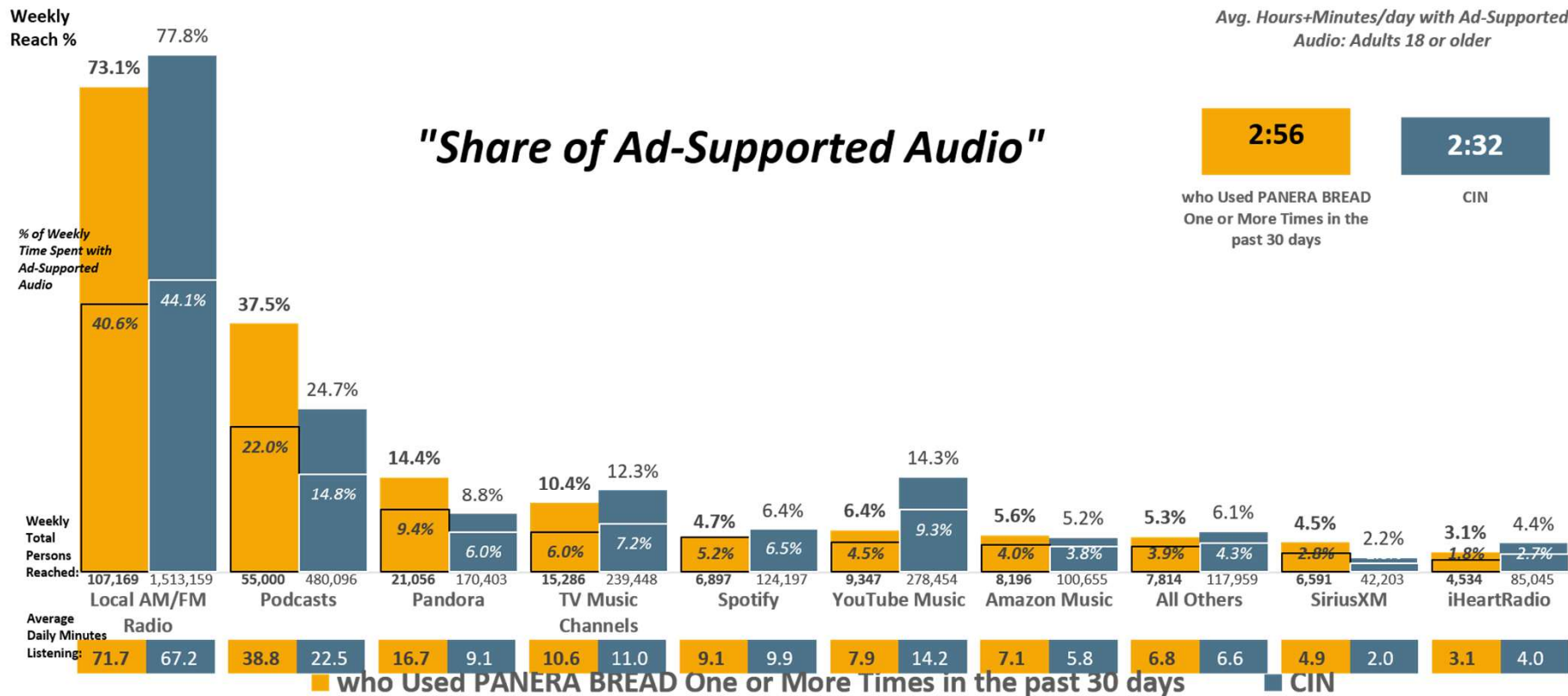


267,978 or 90.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.3 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



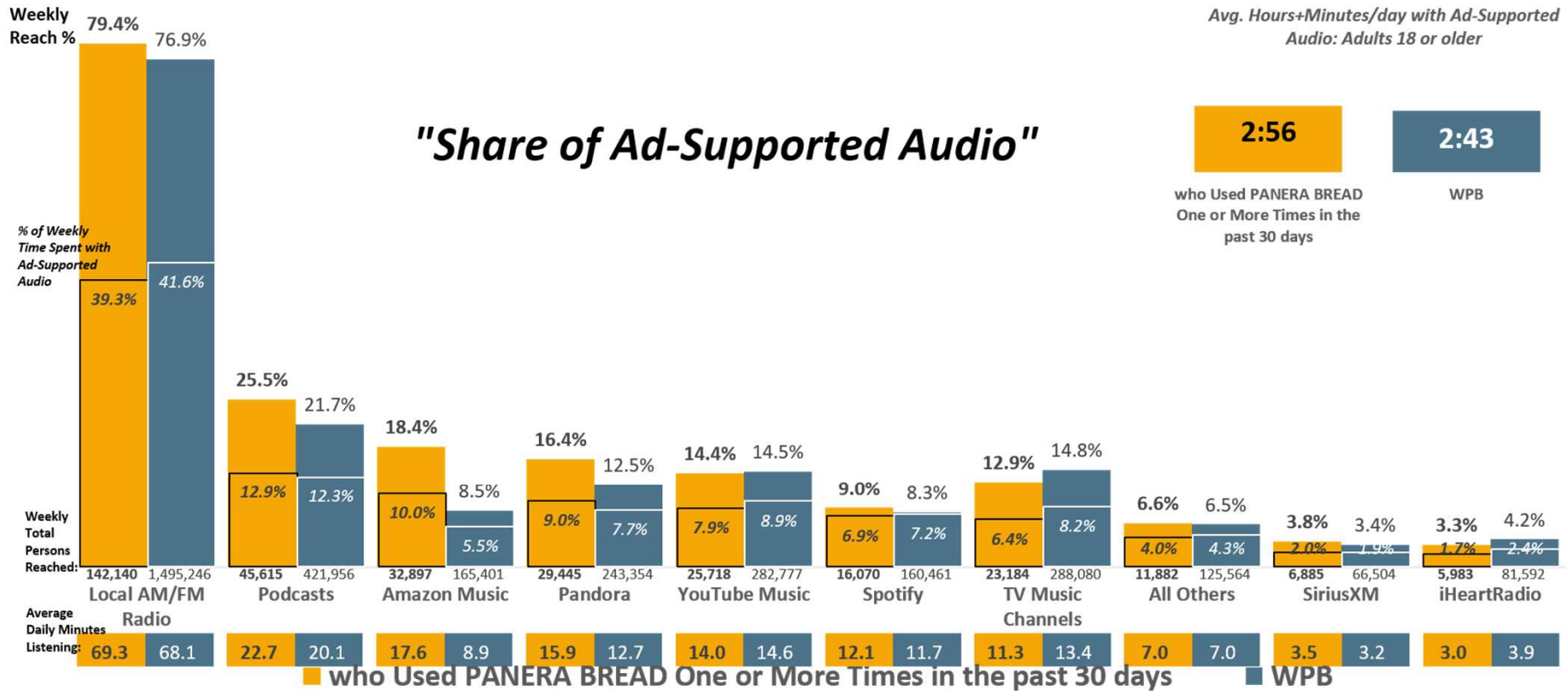


107,169 or 73.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.





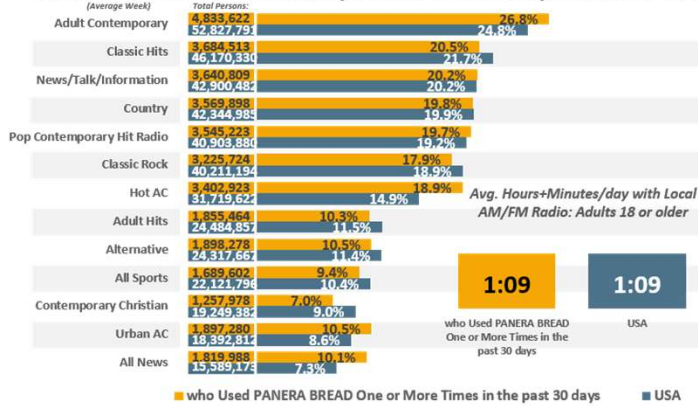
142,140 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



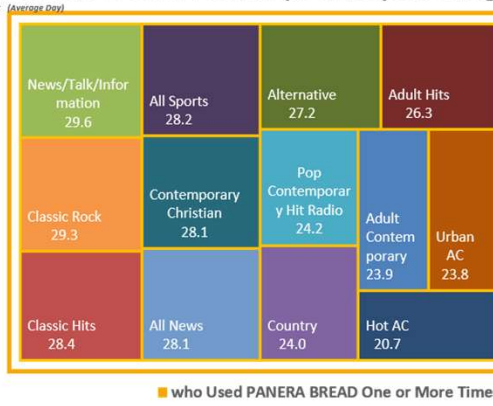


16,942,559 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Hot AC.

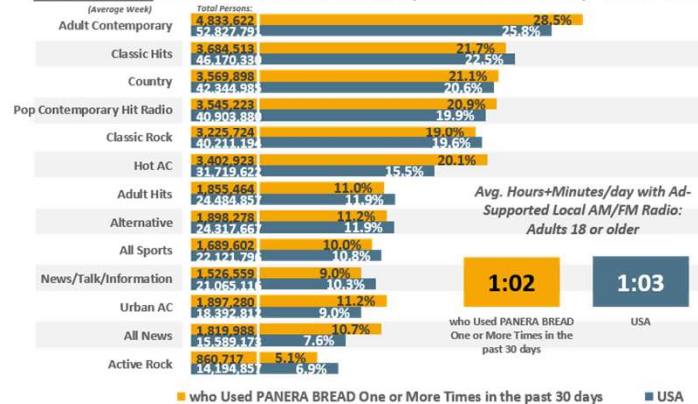
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



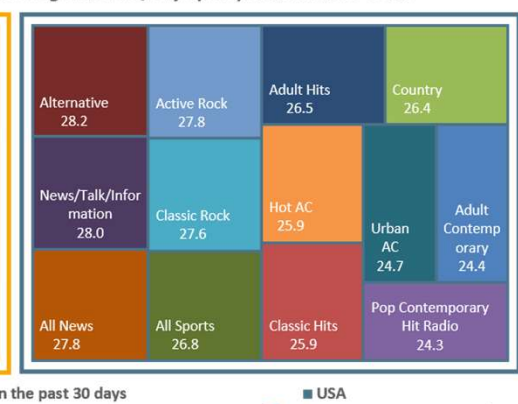
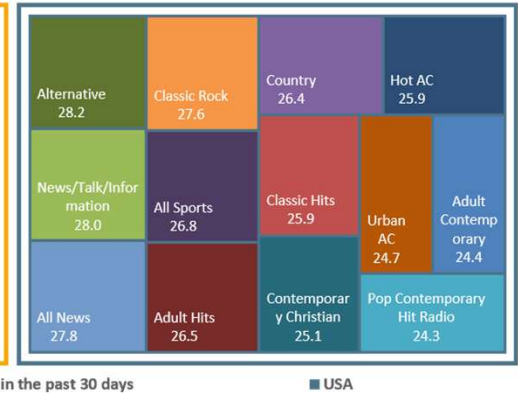
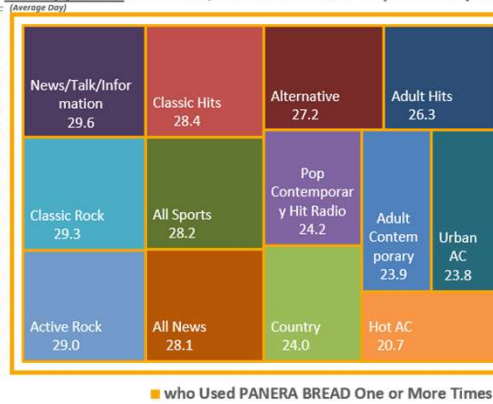
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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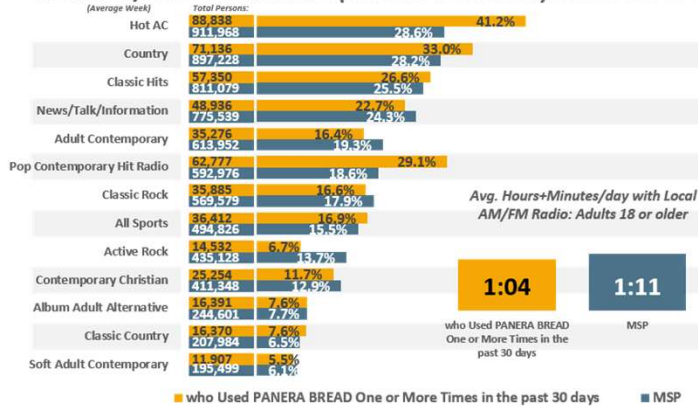
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Quick service restaurants used past 30 days: Panera Bread

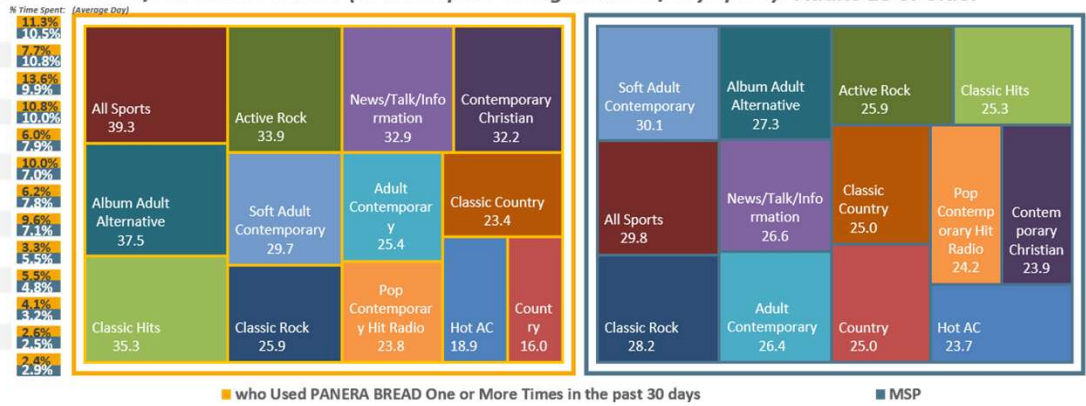


195,509 or 74.7% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and All Sports.

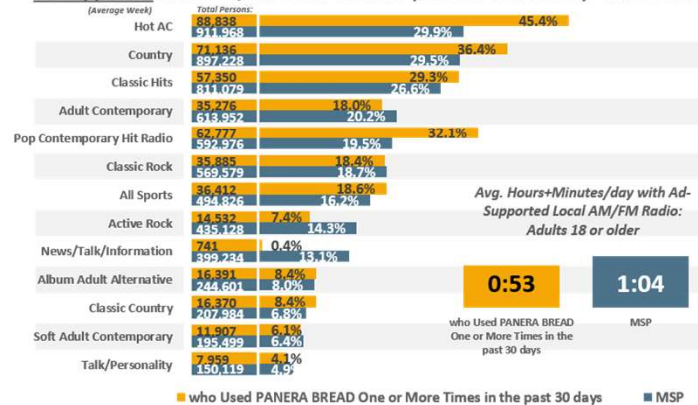
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



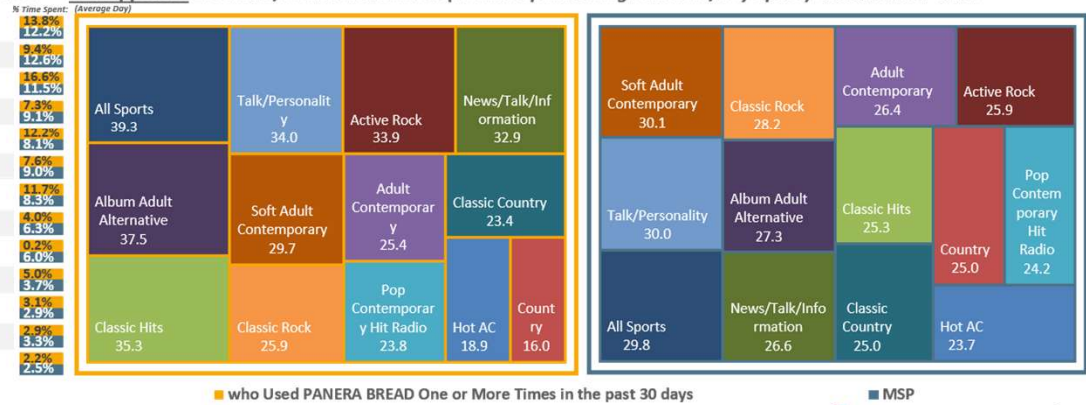
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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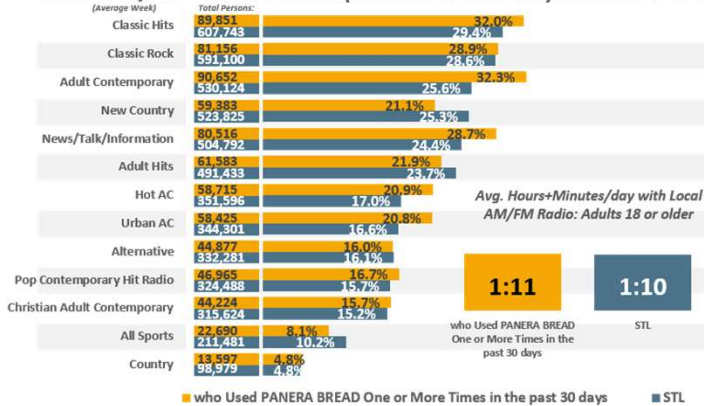
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

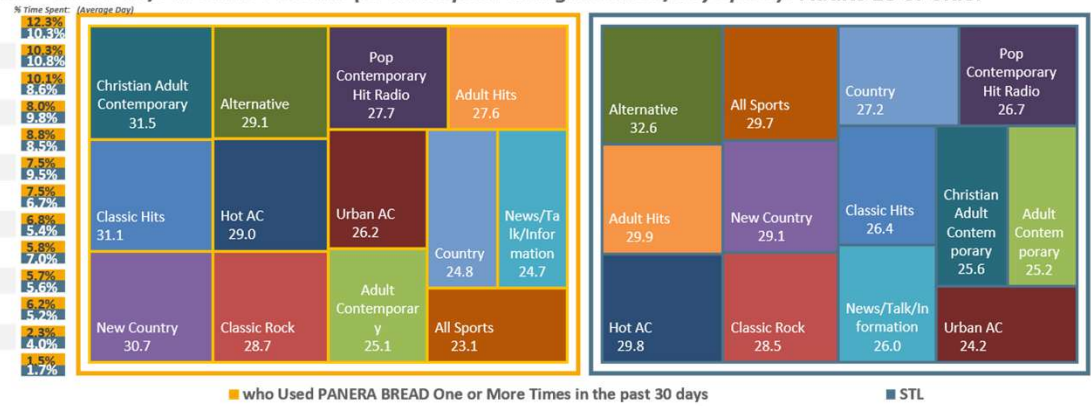


267,978 or 90.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, News/Talk/Information, and Adult Hits.

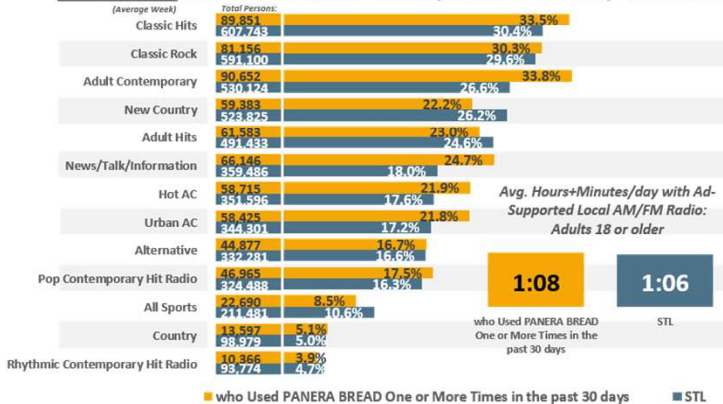
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



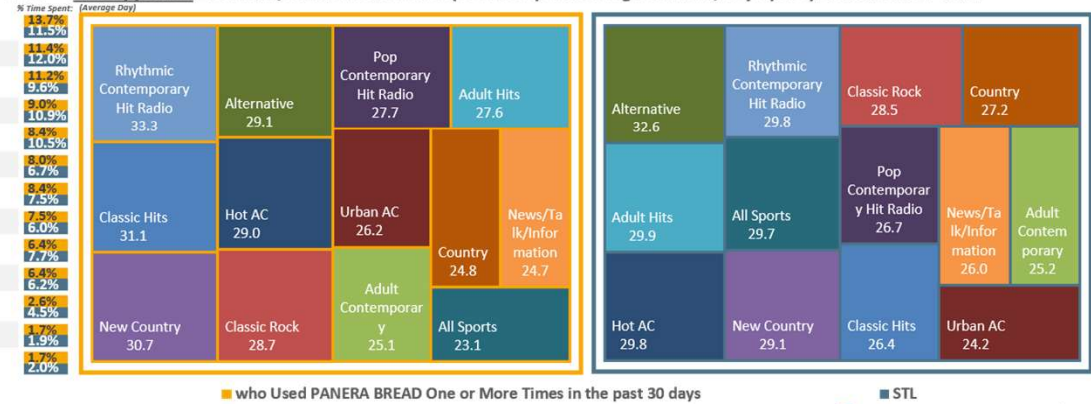
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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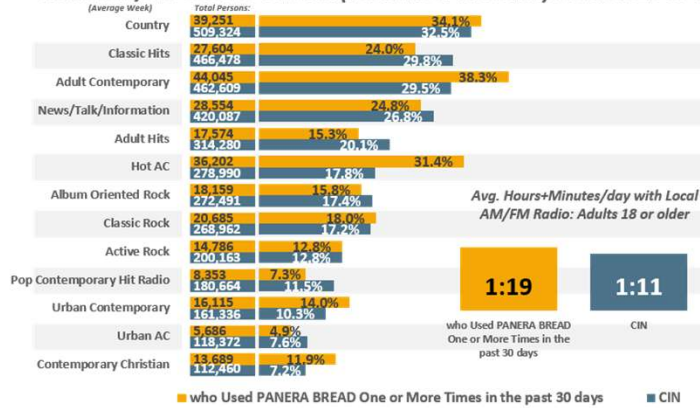
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Quick service restaurants used past 30 days: Panera Bread

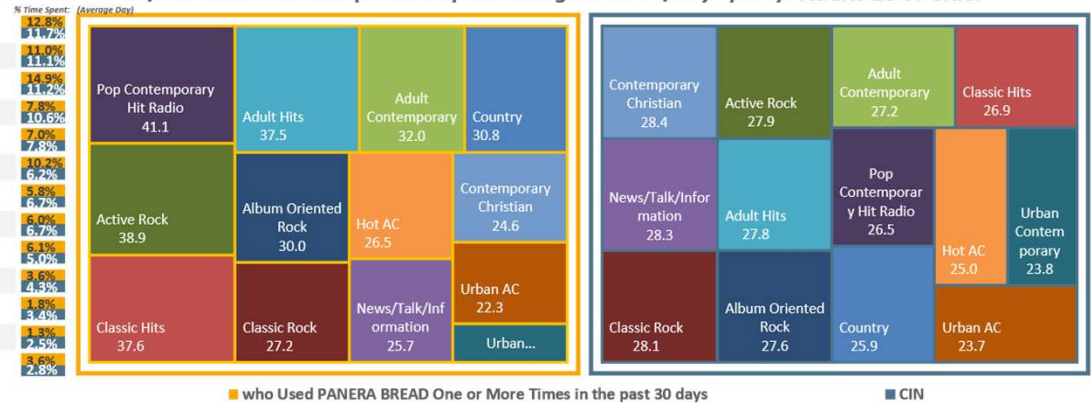


107,169 or 73.1% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Classic Hits, and Classic Rock.

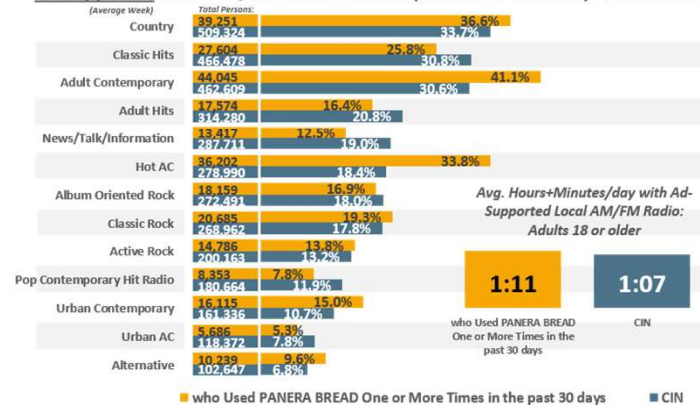
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



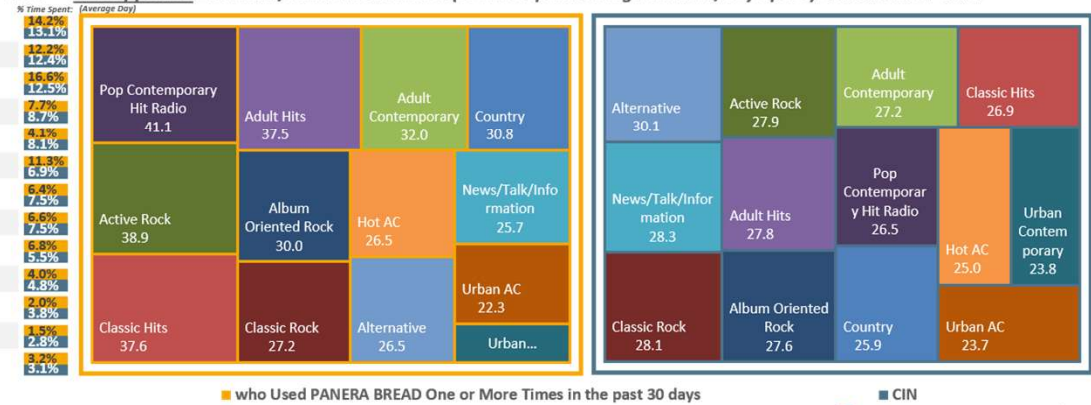
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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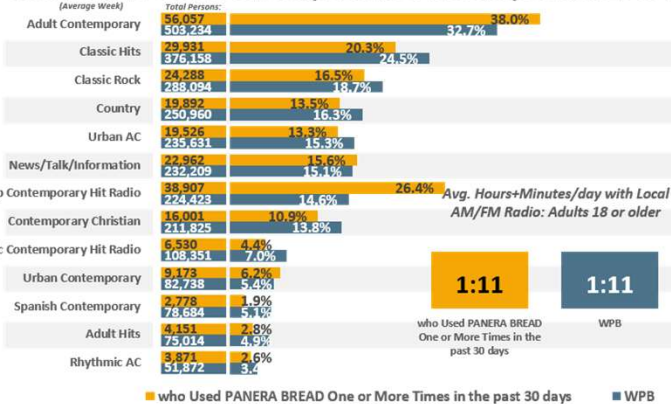
soeфа.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

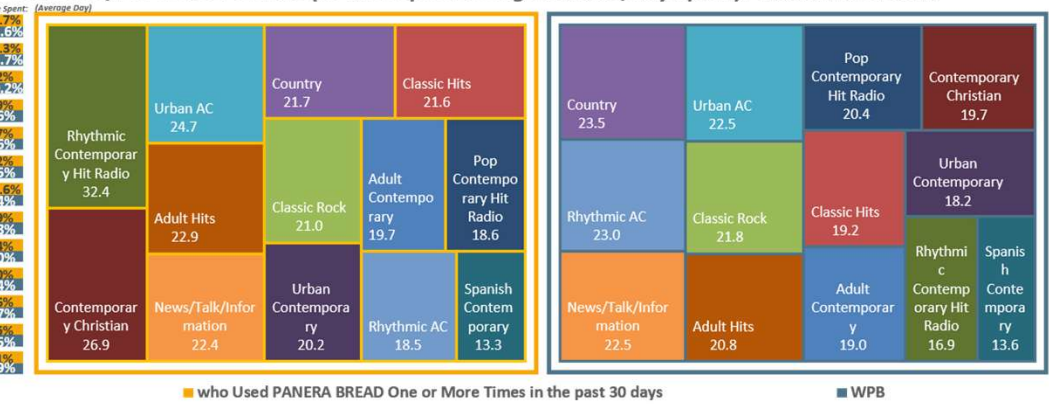


142,140 or 79.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

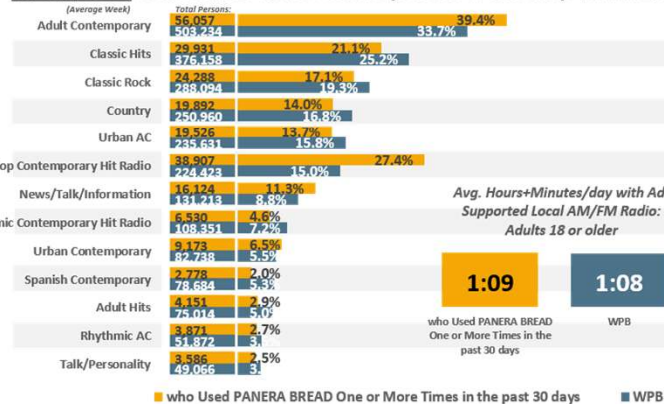
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



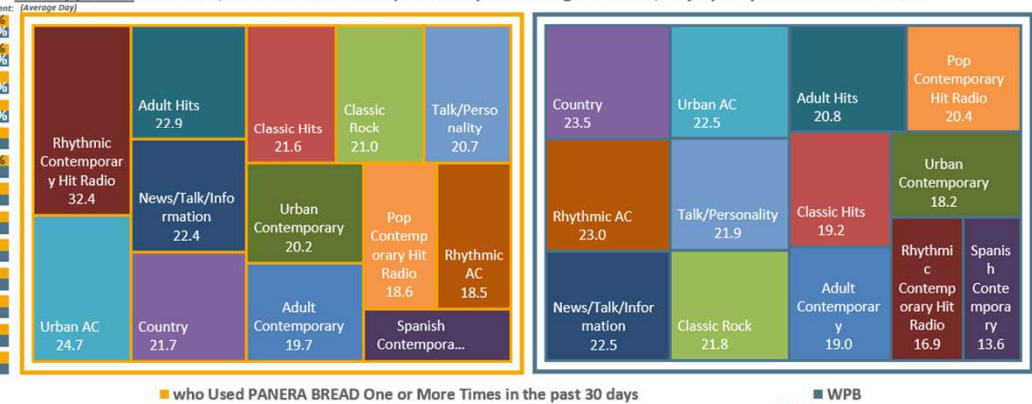
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 251
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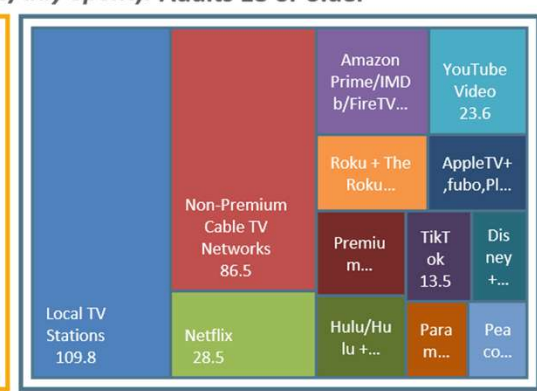
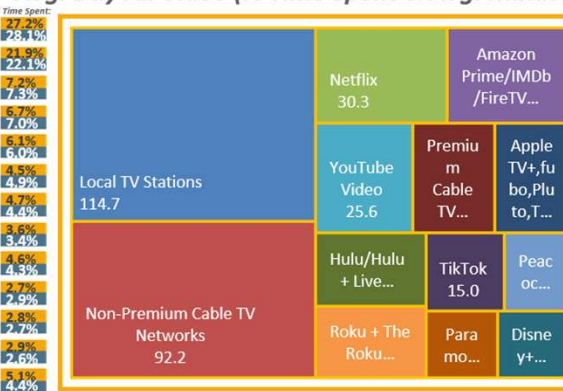
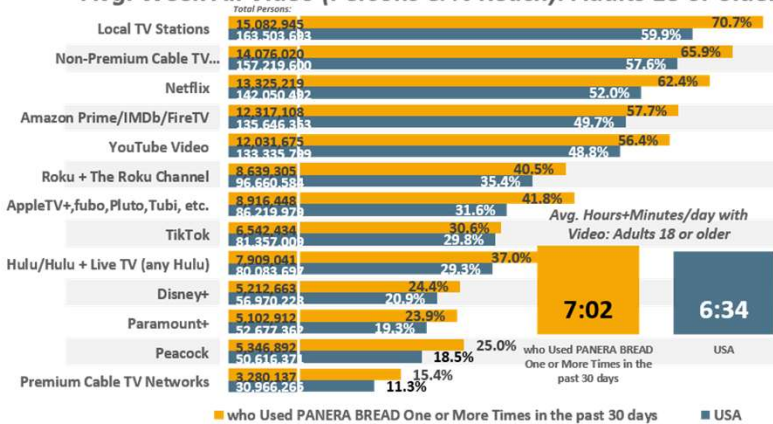
Quick service restaurants used past 30 days: Panera Bread



14,771,485 or 69.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

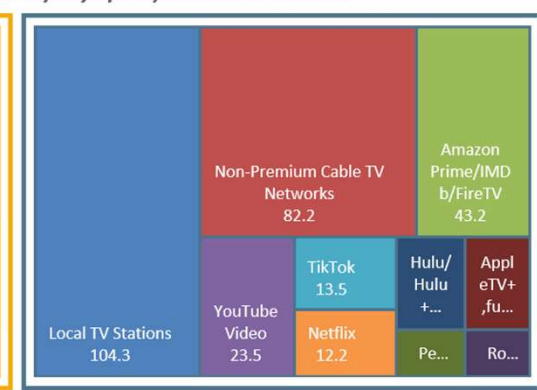
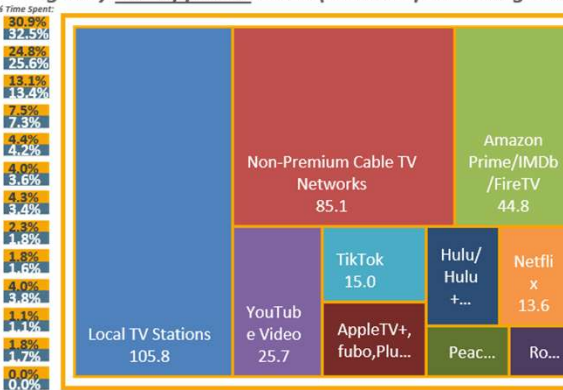
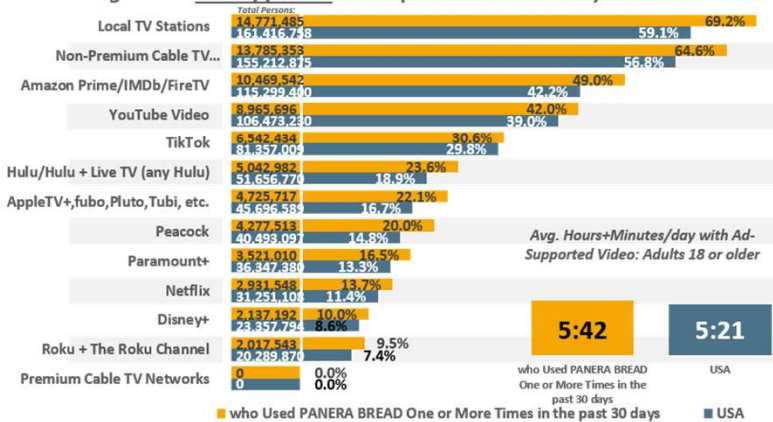
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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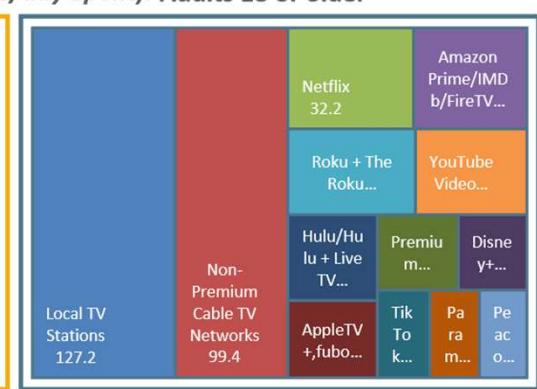
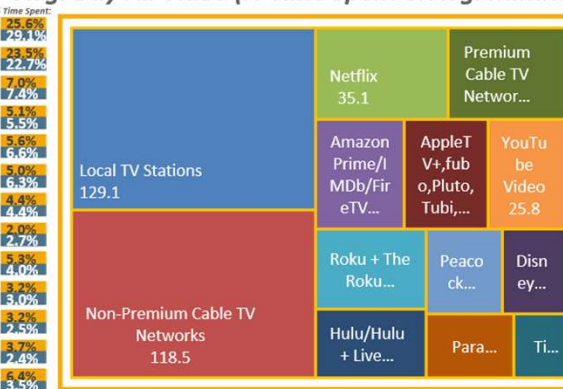
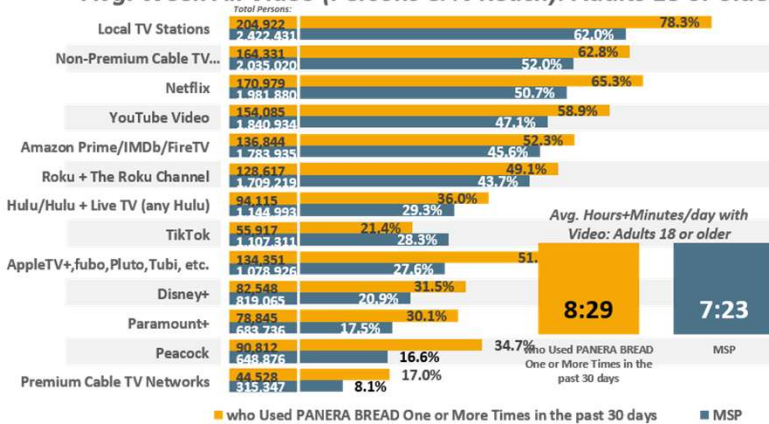
Quick service restaurants used past 30 days: Panera Bread



199,419 or 76.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 115.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

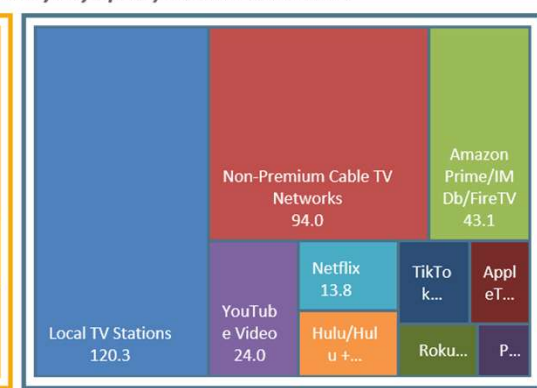
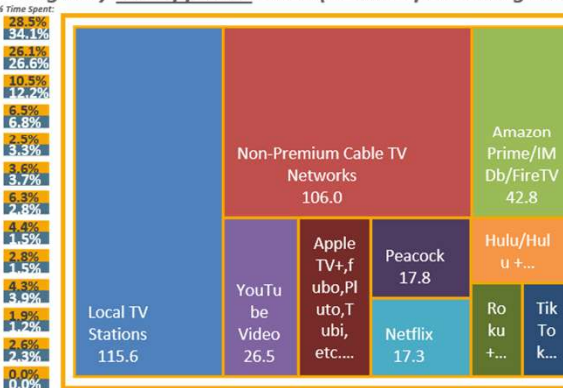
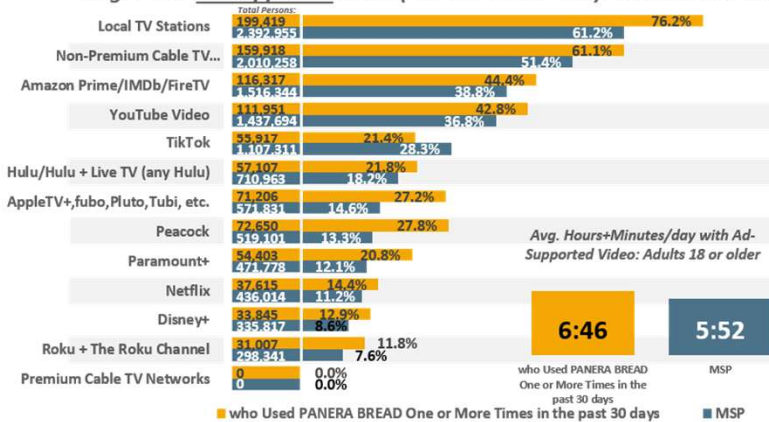
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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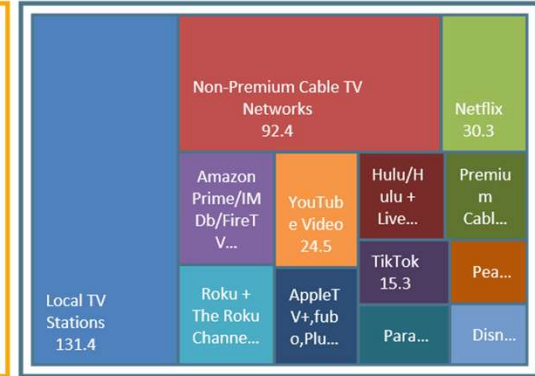
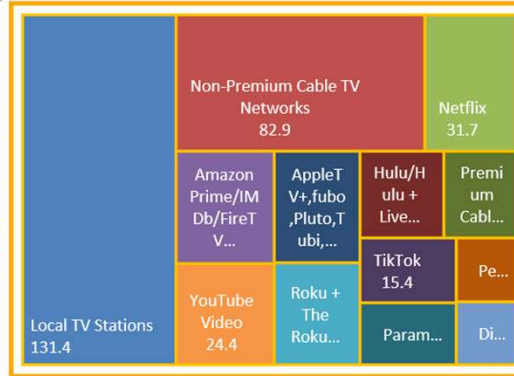
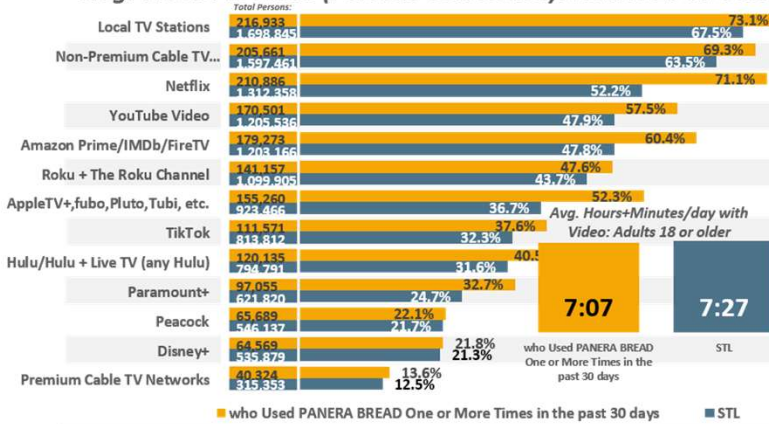
Quick service restaurants used past 30 days: Panera Bread



211,760 or 71.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 124.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

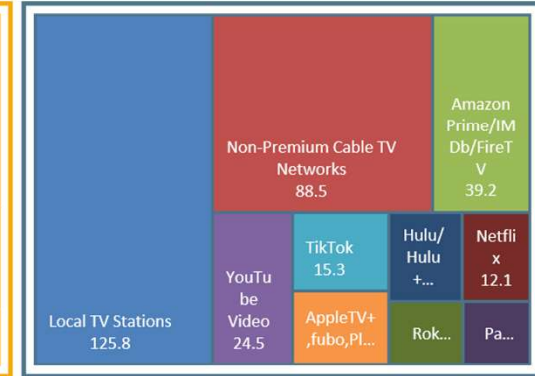
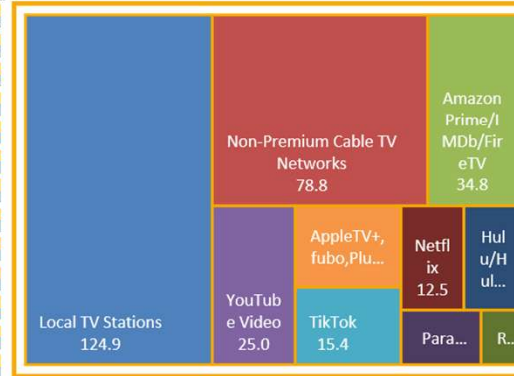
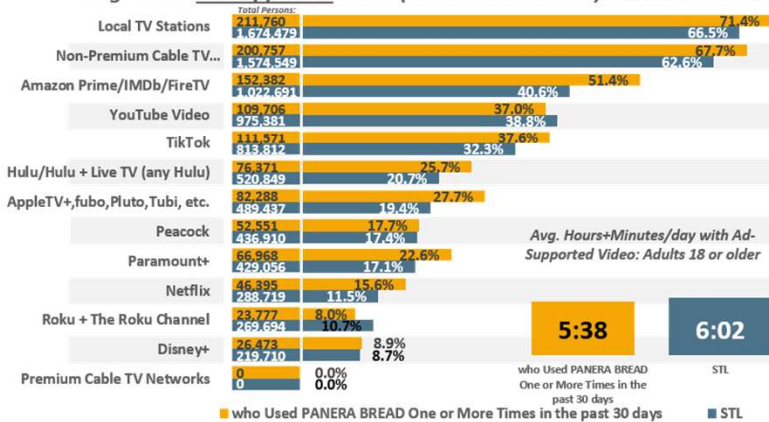
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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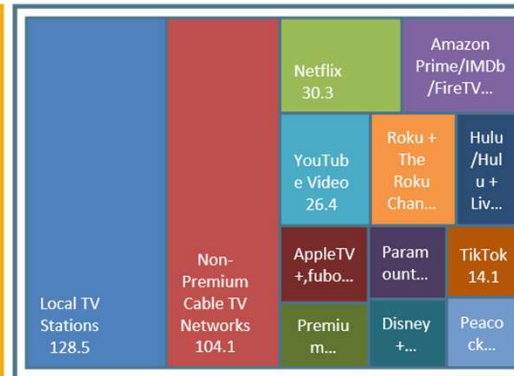
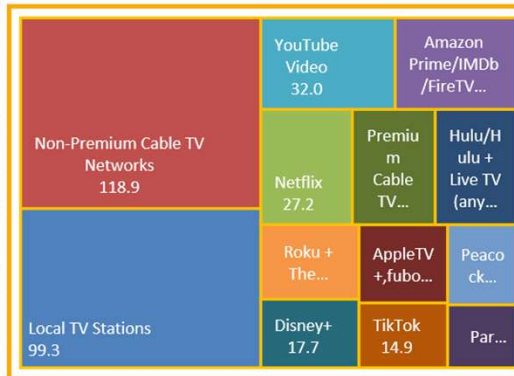
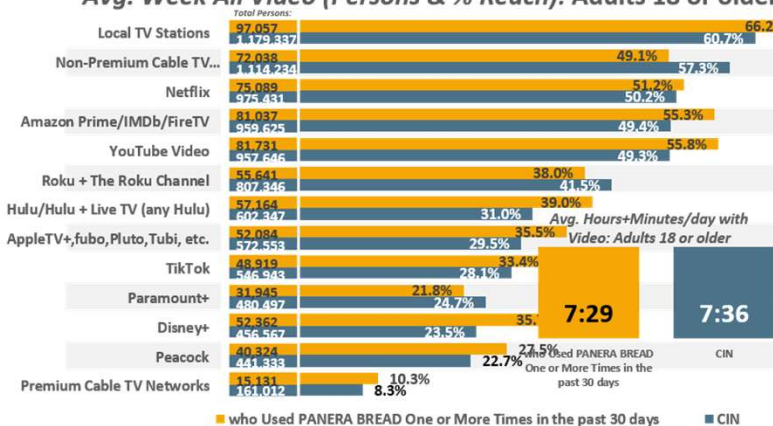
Quick service restaurants used past 30 days: Panera Bread



96,445 or 65.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

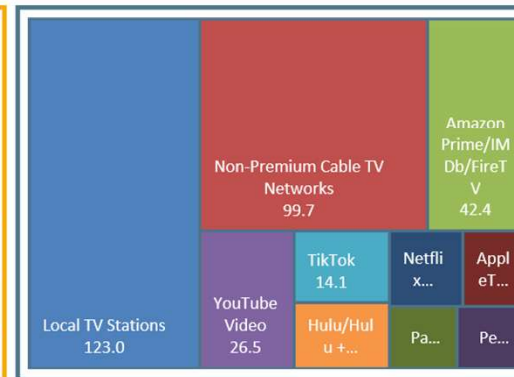
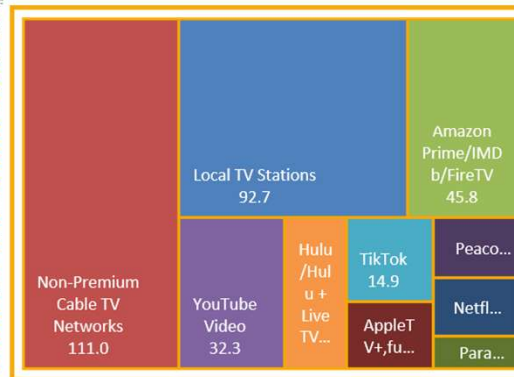
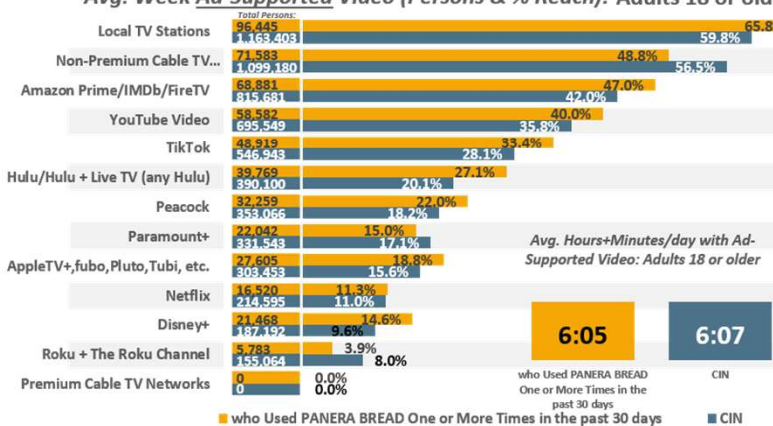
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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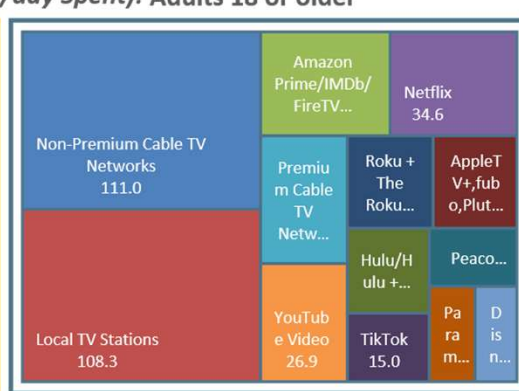
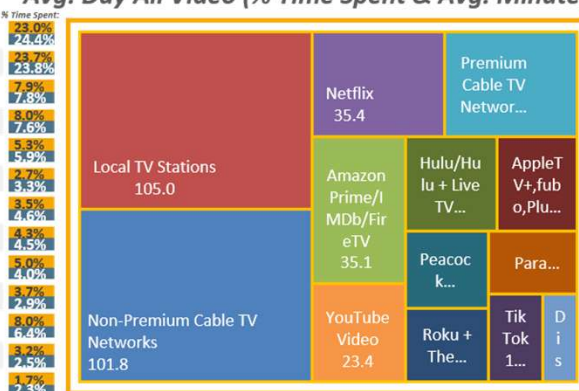
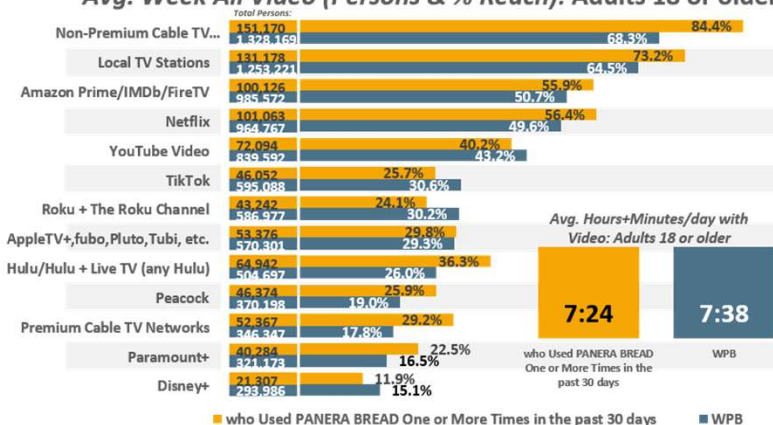
Quick service restaurants used past 30 days: Panera Bread



129,840 or 72.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

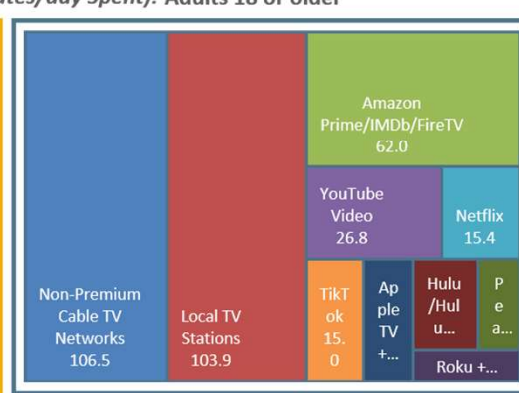
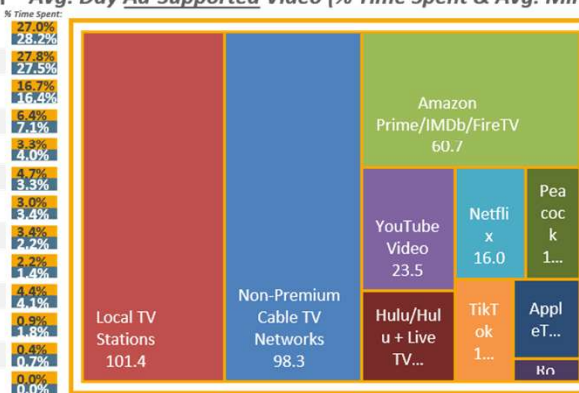
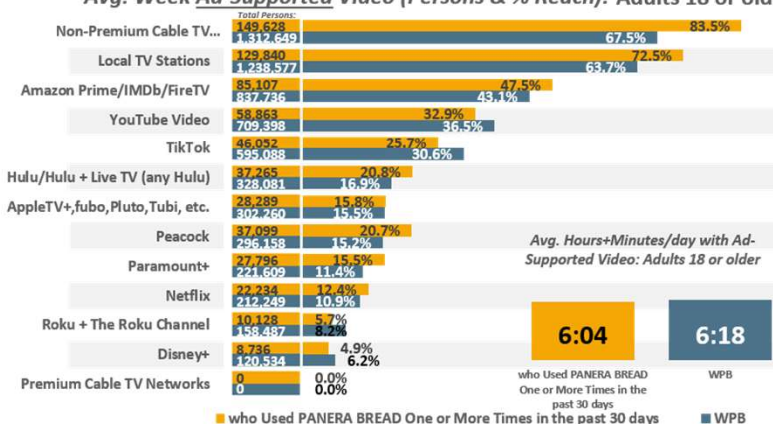
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 251
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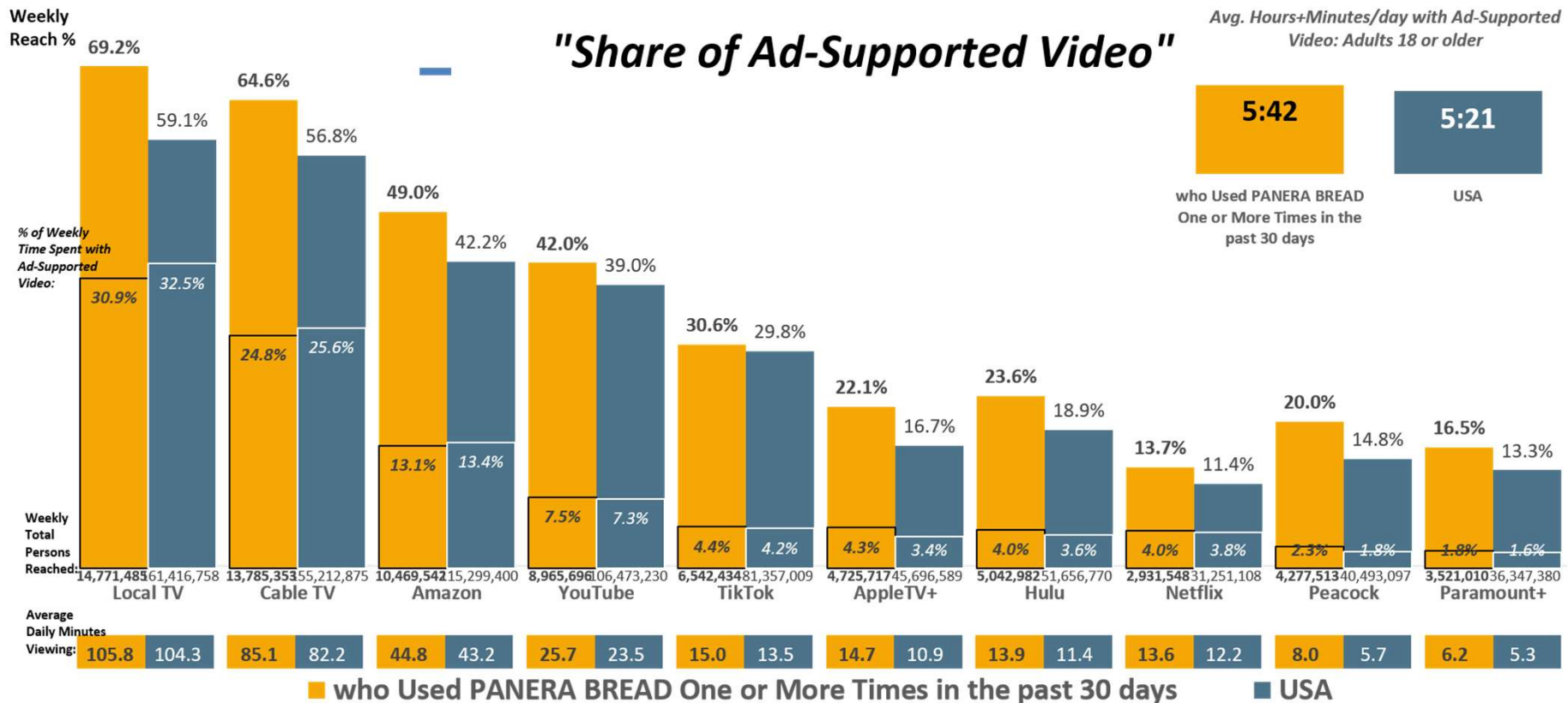
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Quick service restaurants used past 30 days: Panera Bread



14,771,485 or 69.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 105.8 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

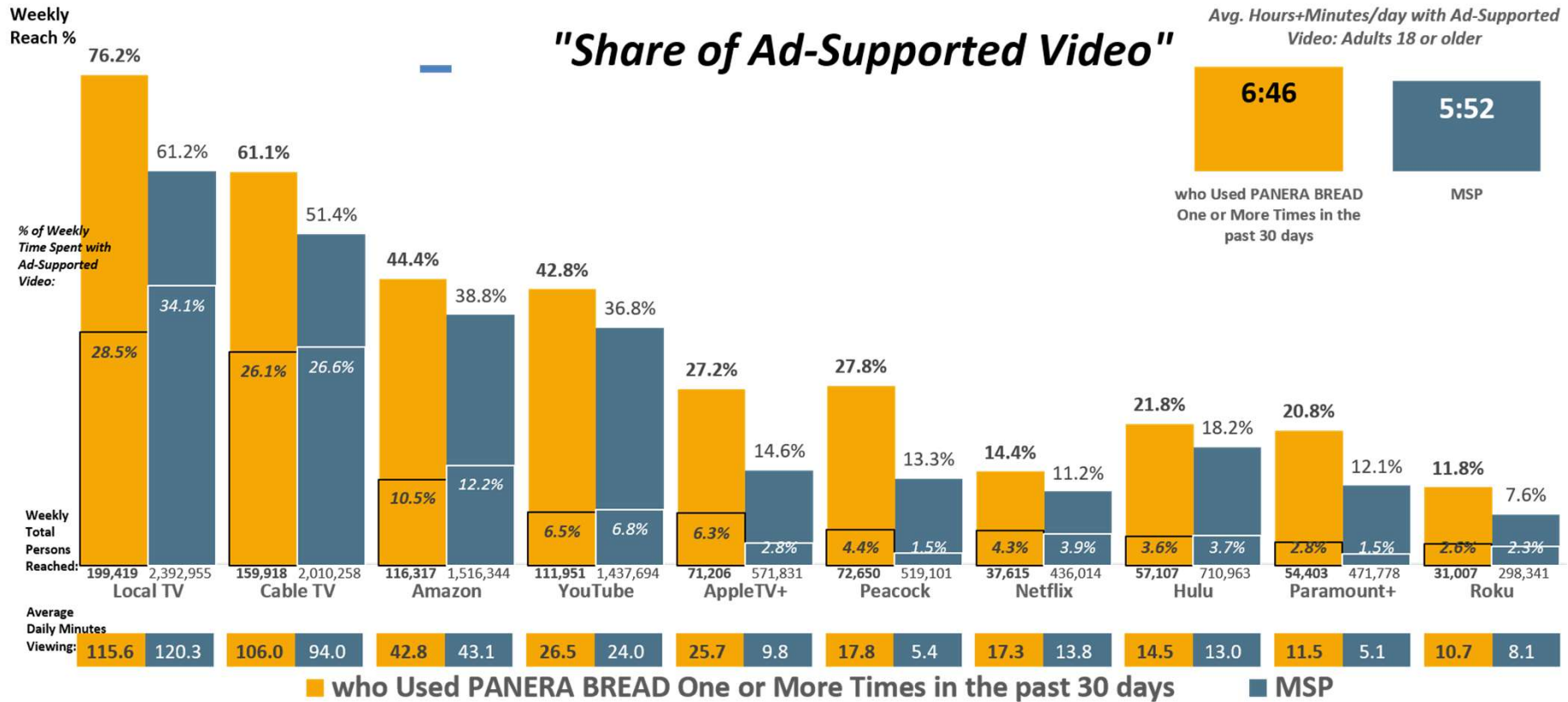
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Quick service restaurants used past 30 days: Panera Bread



199,419 or 76.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 115.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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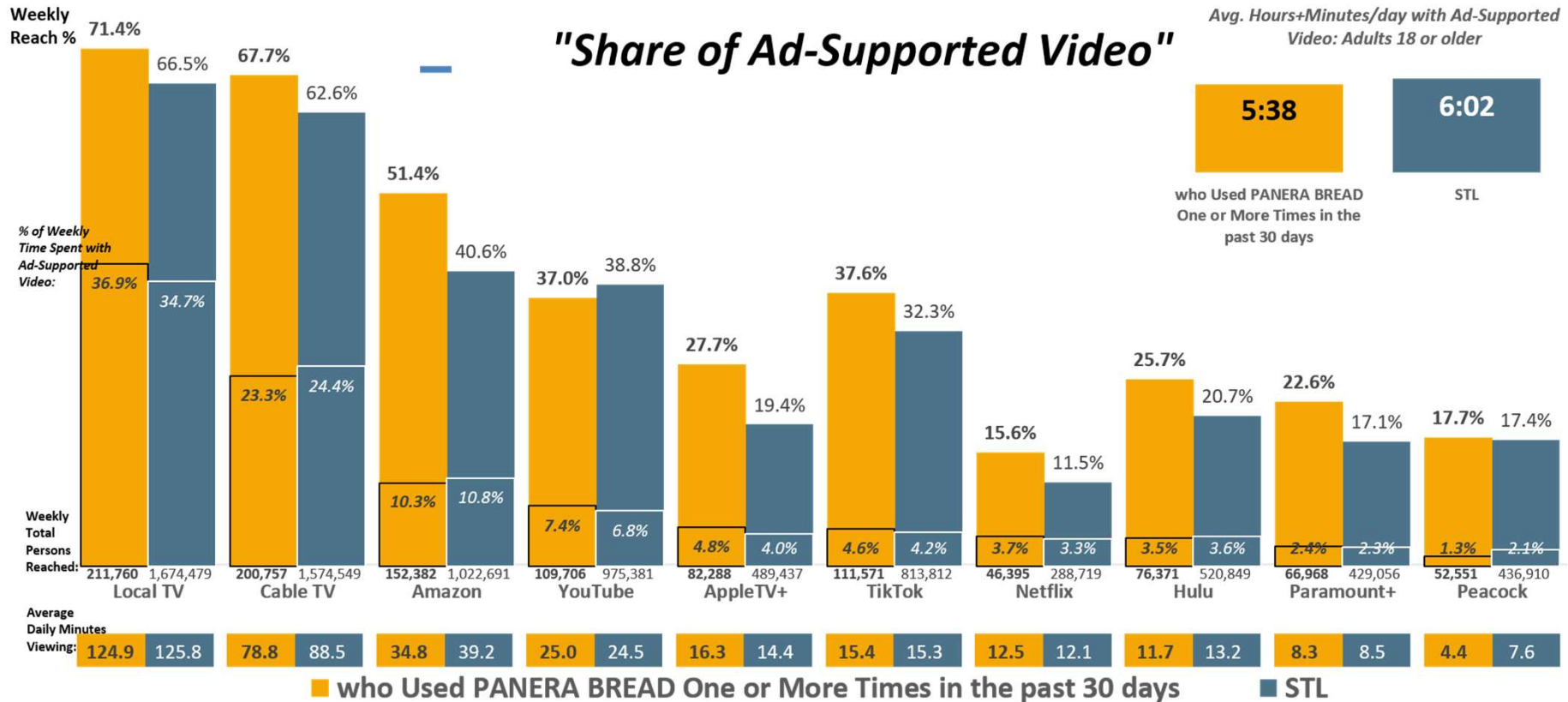
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread



211,760 or 71.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 124.9 minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

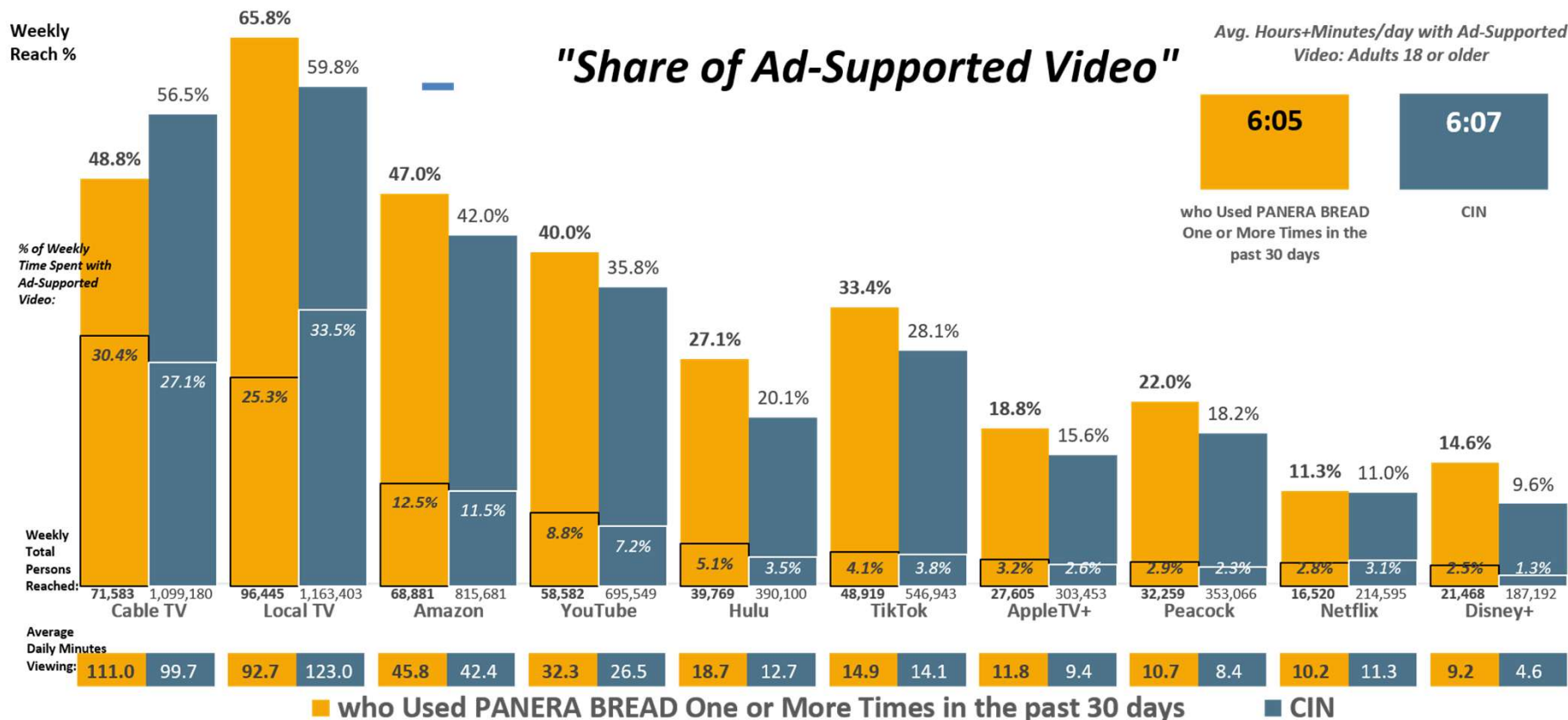
"Share of Ad-Supported Video"

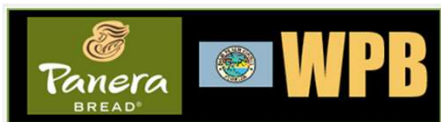




96,445 or 65.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 92.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

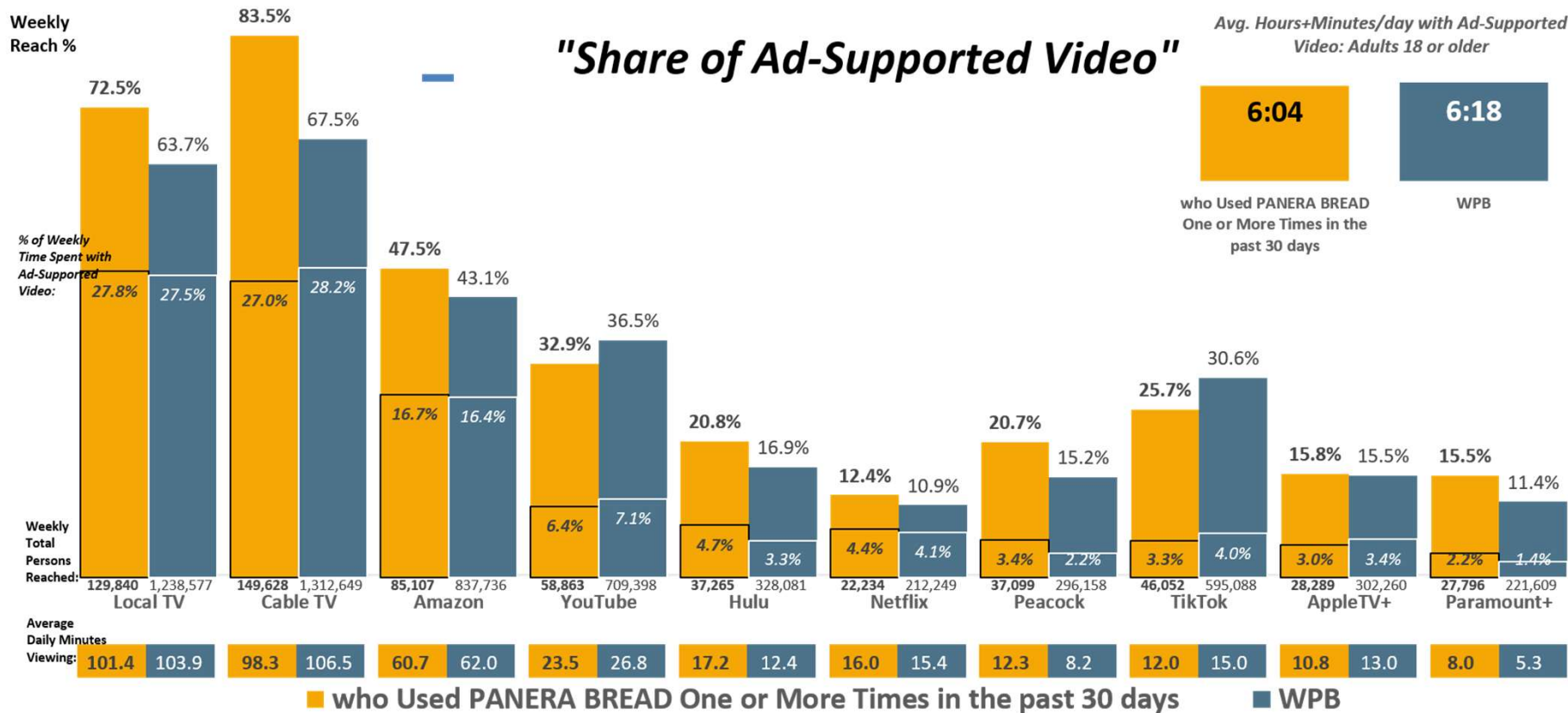
"Share of Ad-Supported Video"





129,840 or 72.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101.4 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

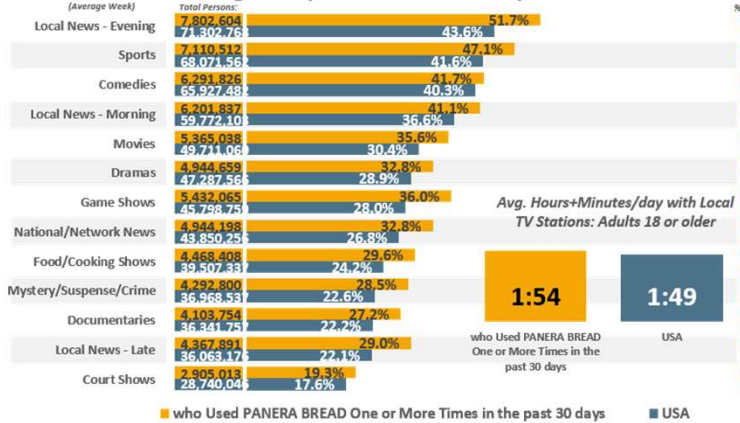
"Share of Ad-Supported Video"



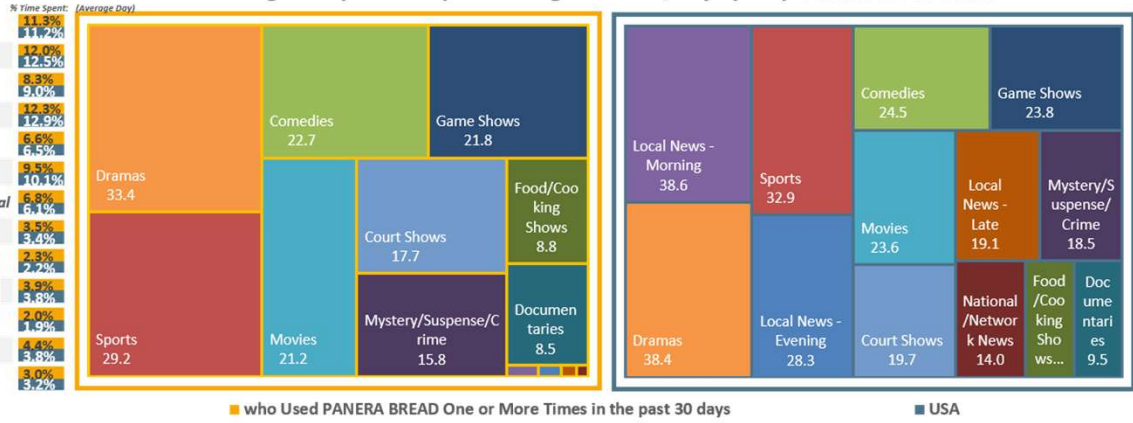


14,771,485 or 69.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

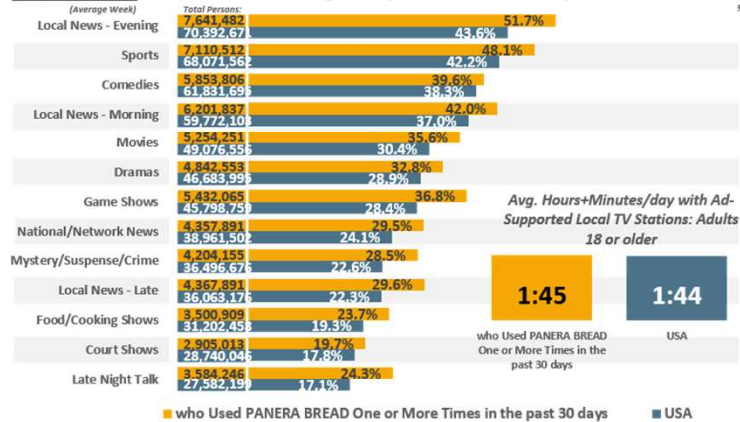
Local TV Station Programs (Persons & % Reach): Adults 18 or older



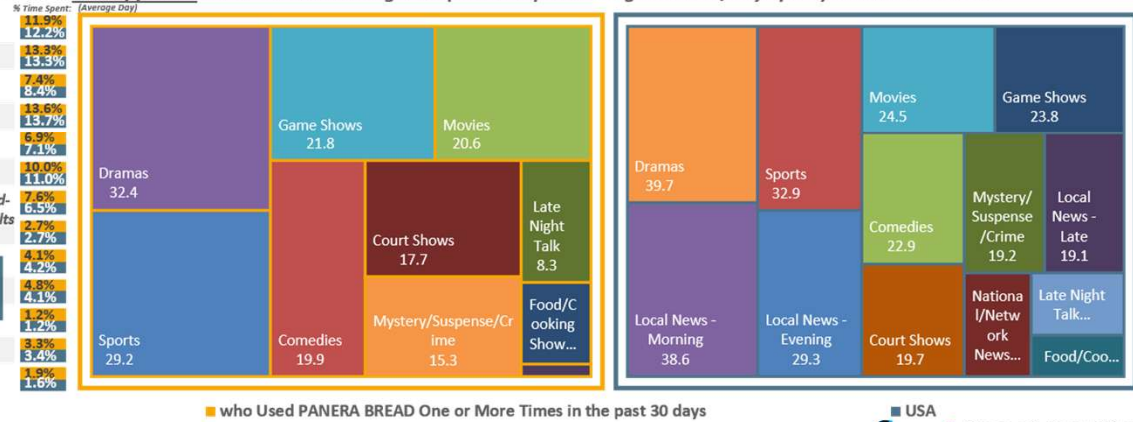
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2,320
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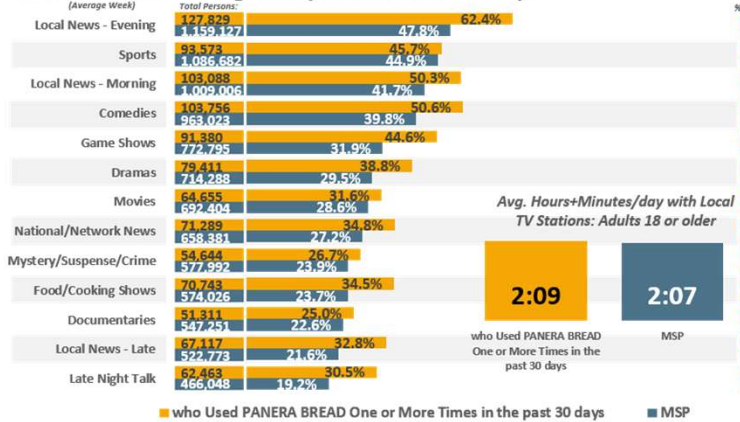
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Quick service restaurants used past 30 days: Panera Bread

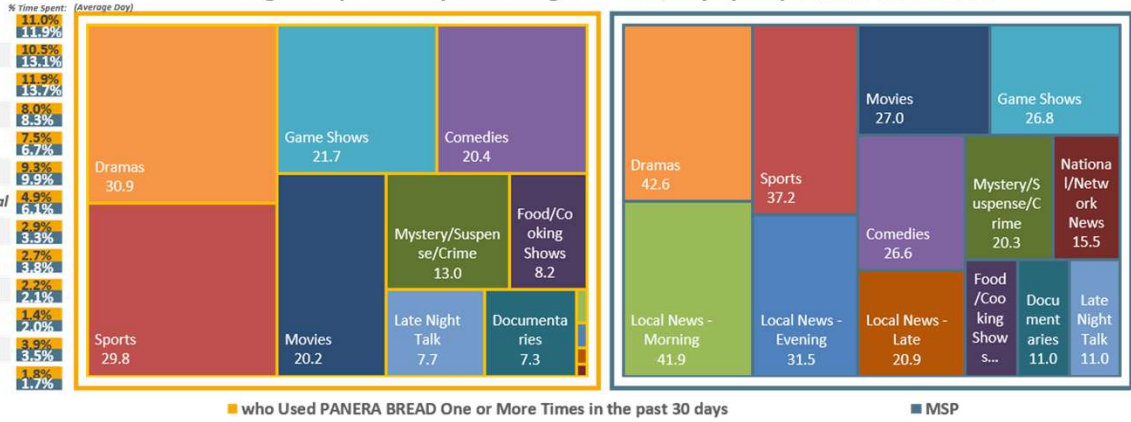


199,419 or 76.2% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Game Shows, and Dramas.

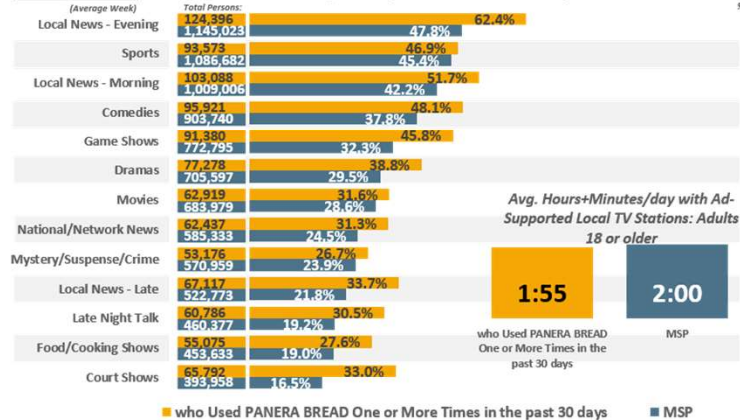
Local TV Station Programs (Persons & % Reach): Adults 18 or older



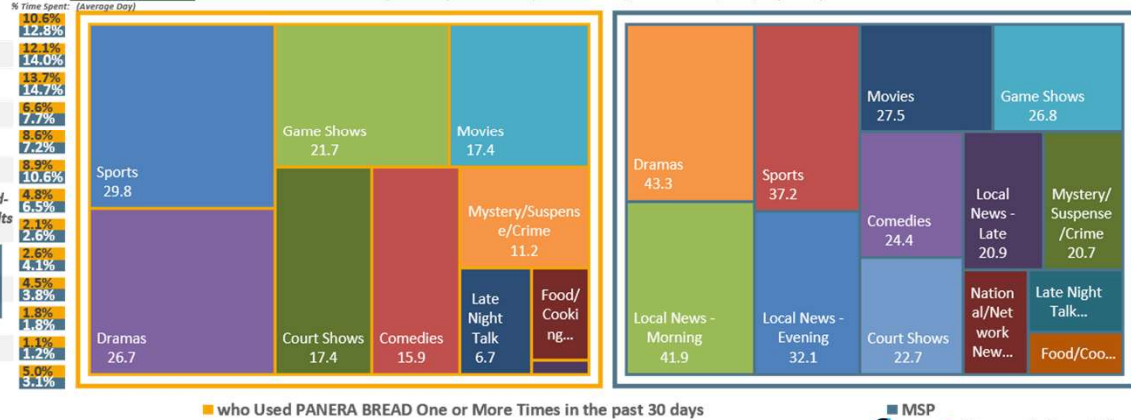
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



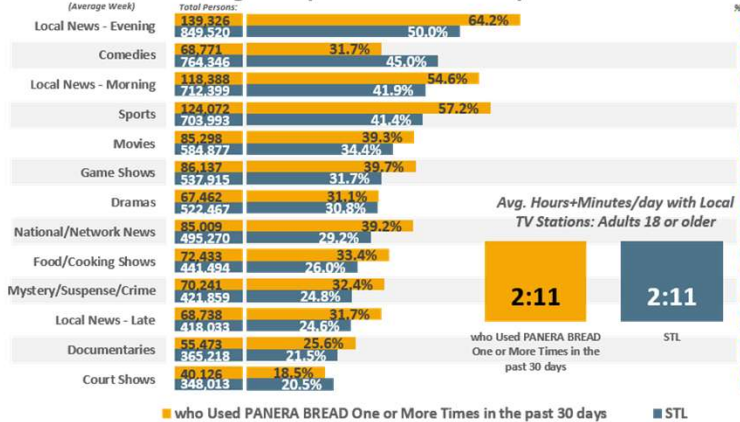
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



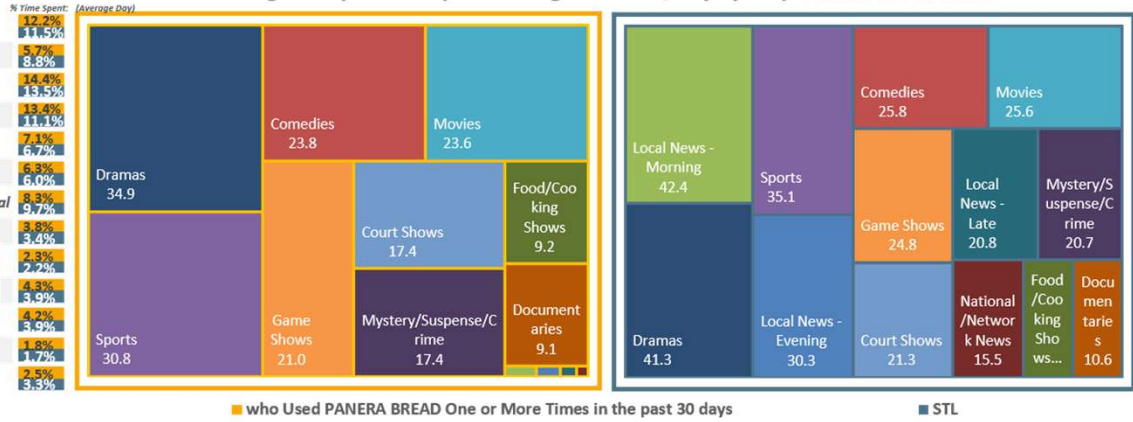


211,760 or 71.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Movies, and National/Network News

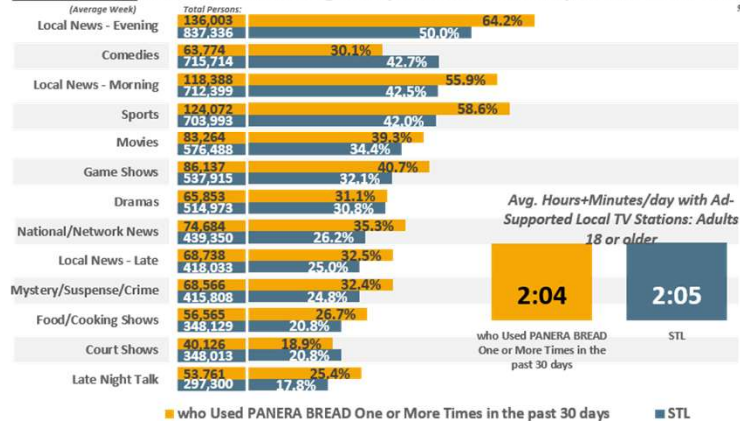
Local TV Station Programs (Persons & % Reach): Adults 18 or older



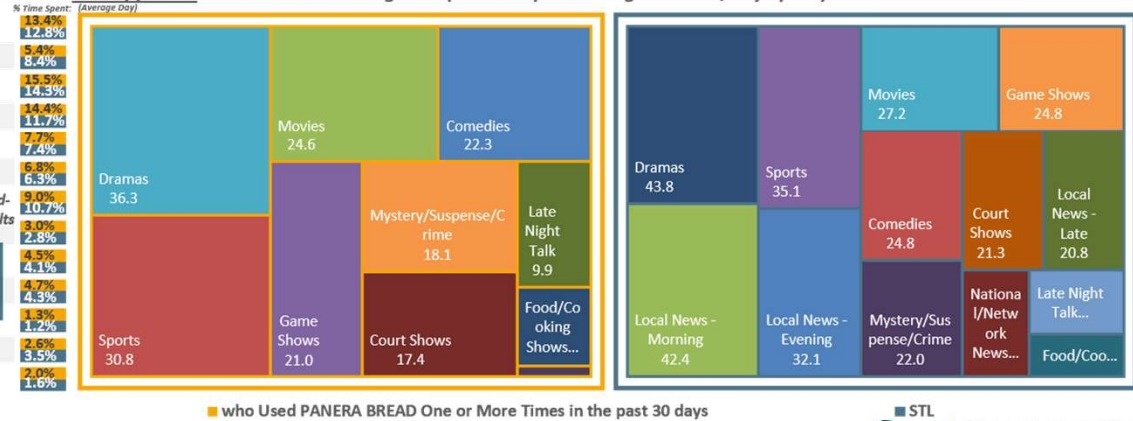
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



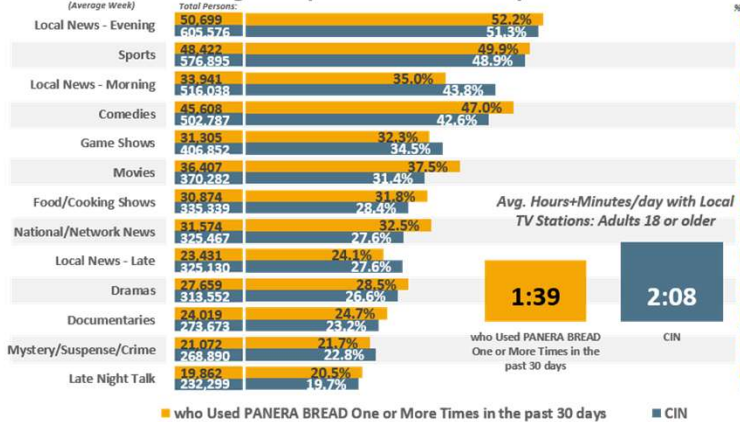
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



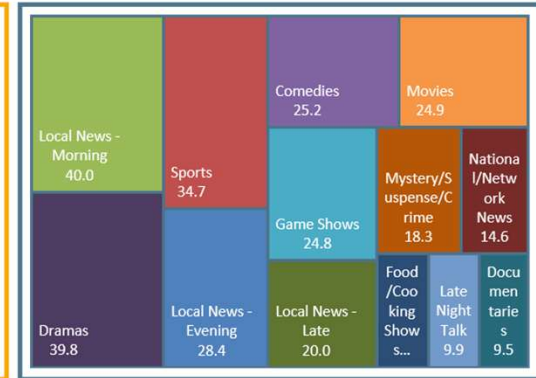
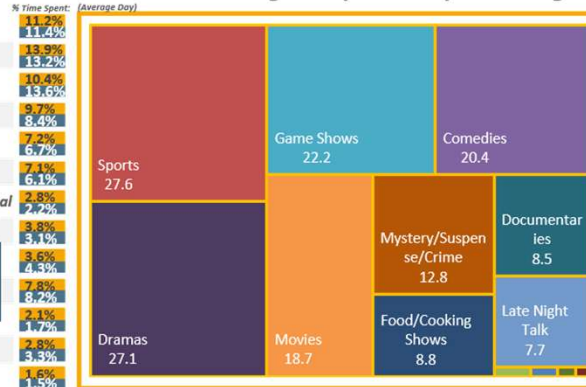


96,445 or 65.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Local News - Morning, and Game Shows.

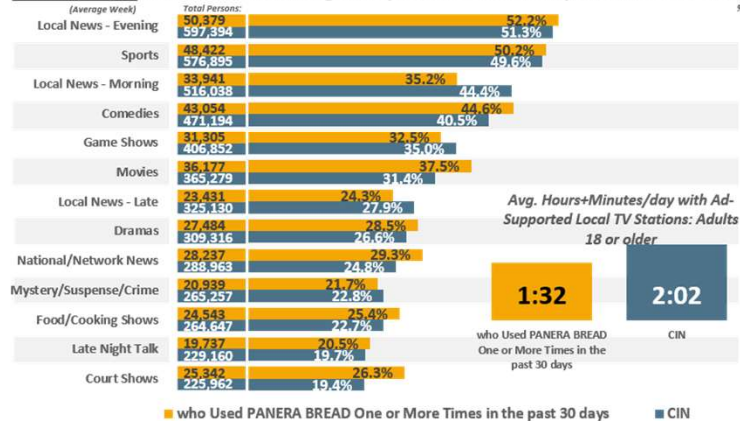
Local TV Station Programs (Persons & % Reach): Adults 18 or older



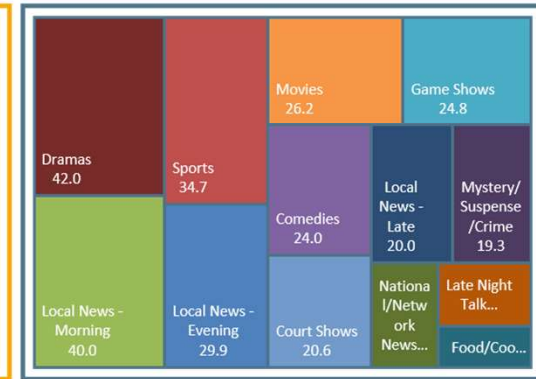
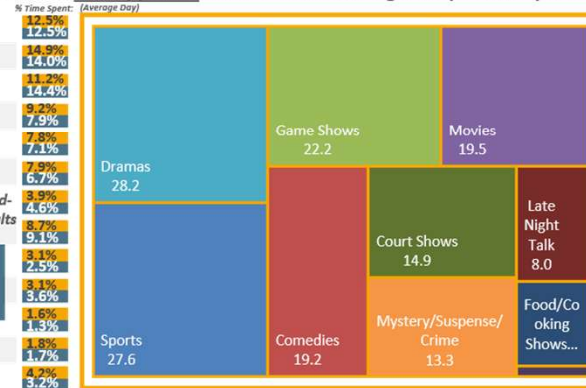
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



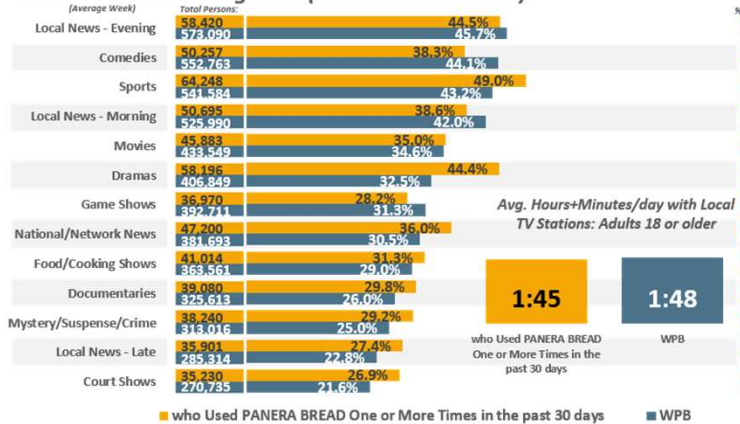
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



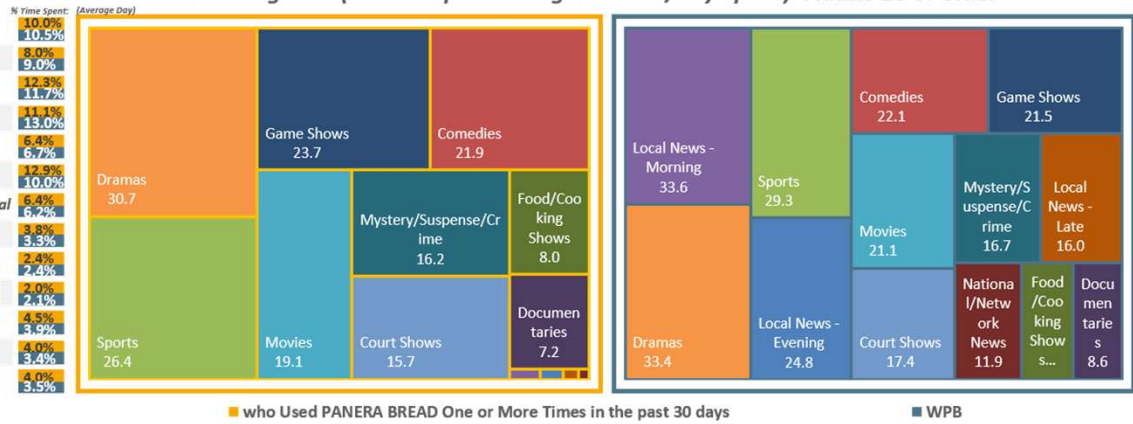


129,840 or 72.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Dramas, Local News - Morning, Comedies, and Movies.

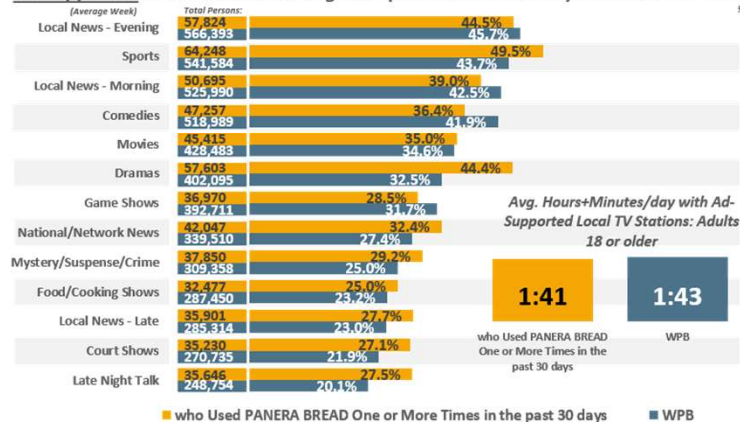
Local TV Station Programs (Persons & % Reach): Adults 18 or older



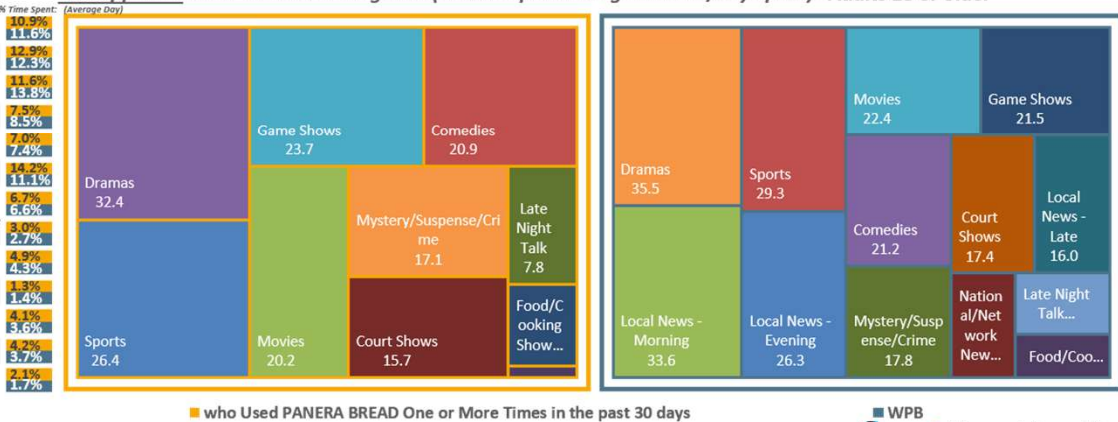
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

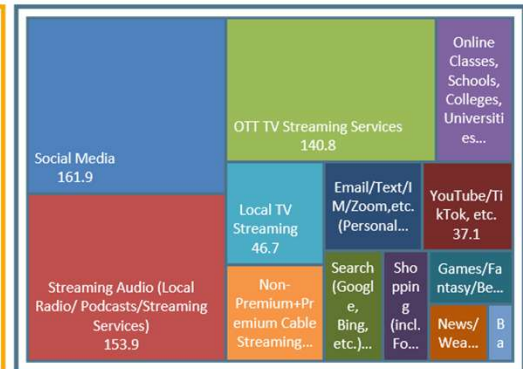
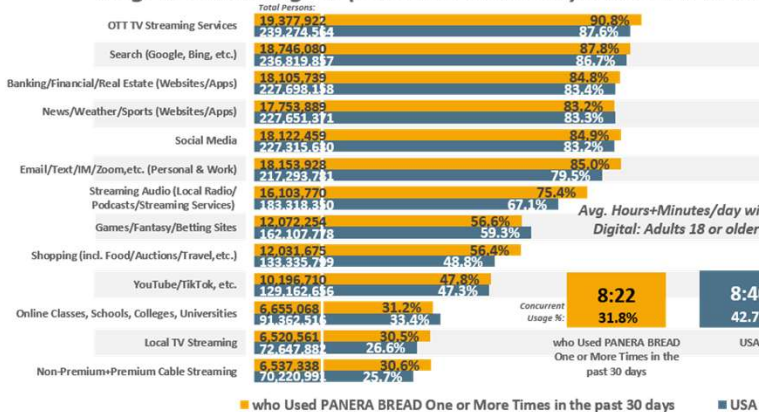




16,333,651 or 76.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 162.9 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

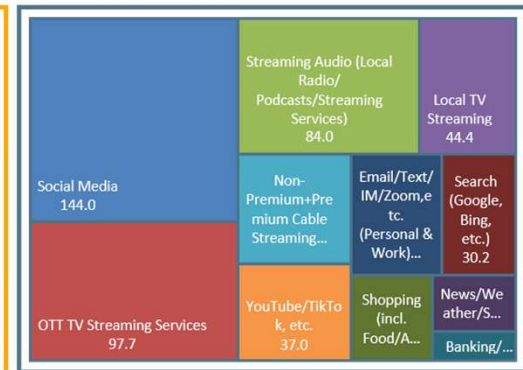
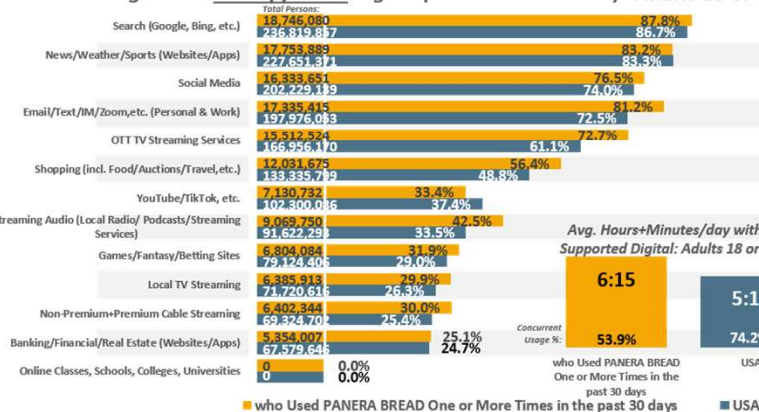
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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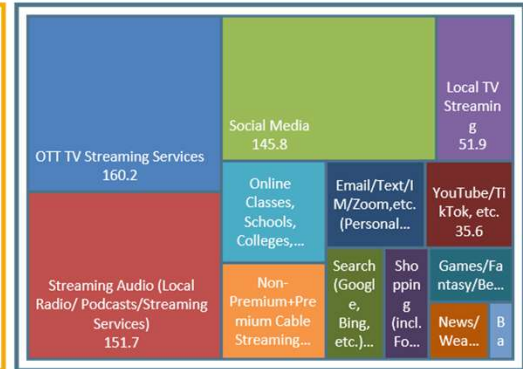
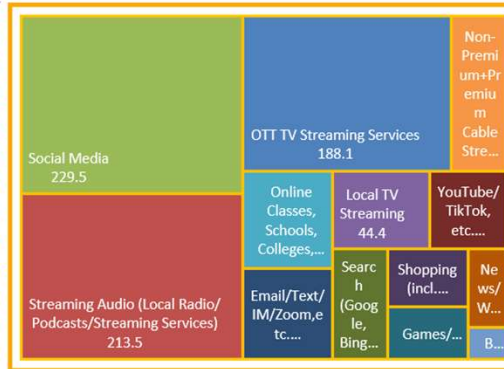
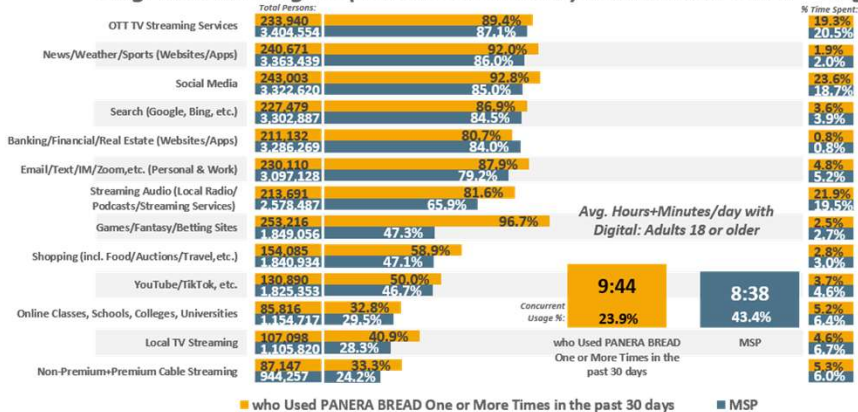
Quick service restaurants used past 30 days: Panera Bread



206,582 or 78.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 195.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

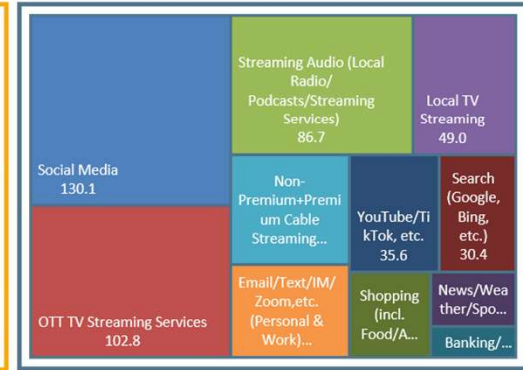
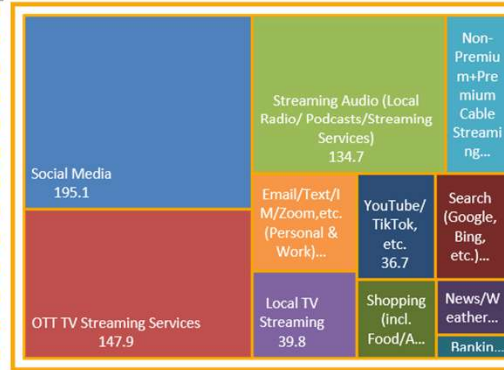
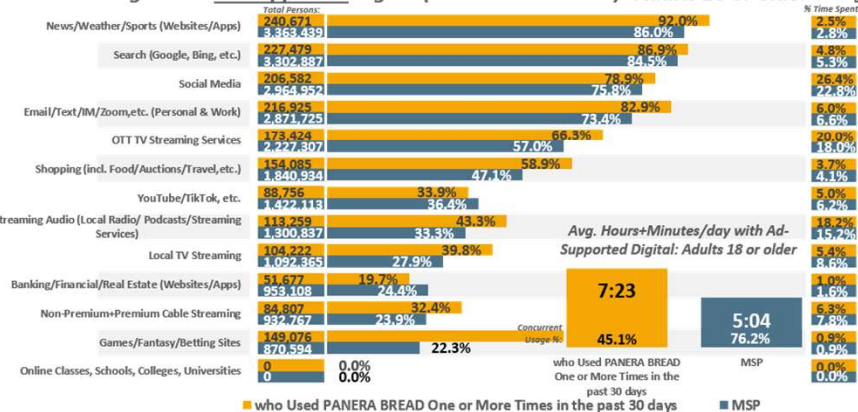
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

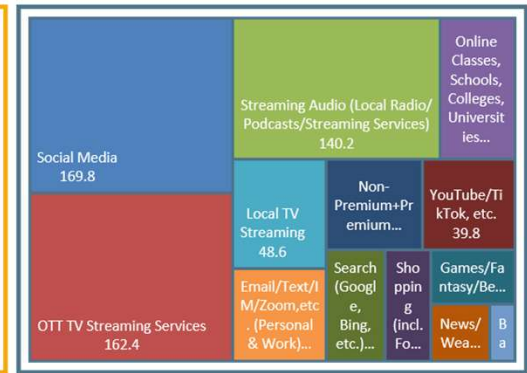
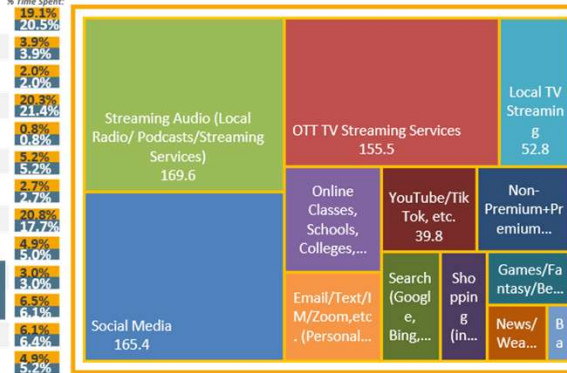
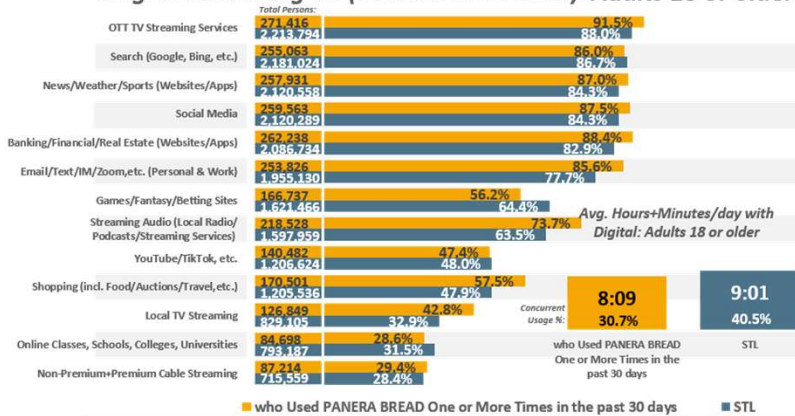




233,609 or 78.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 148.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

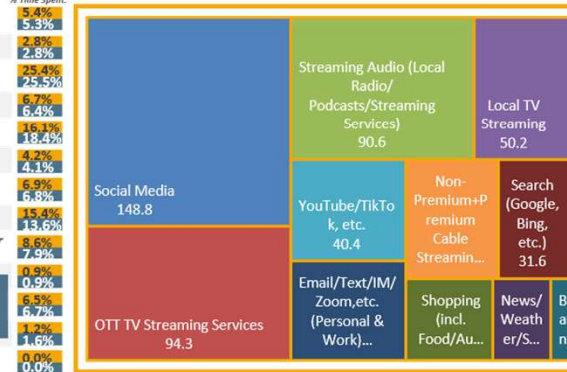
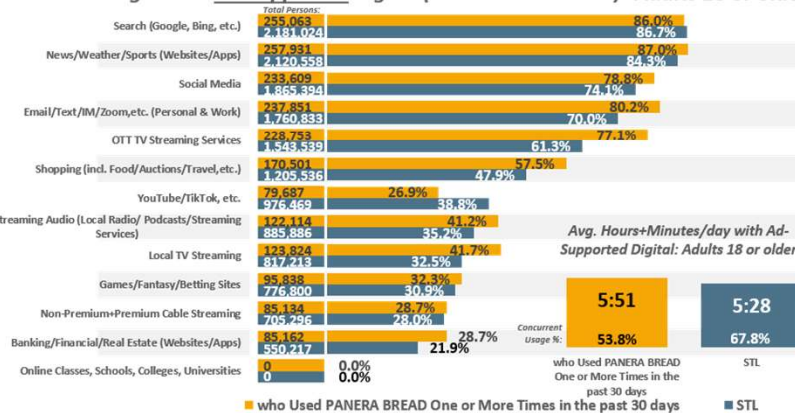
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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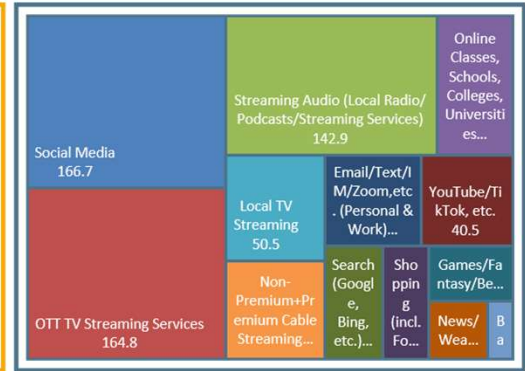
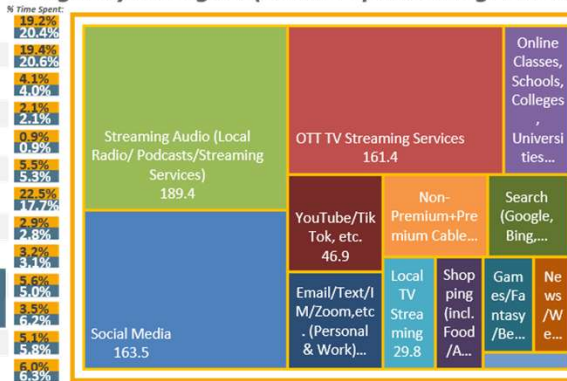
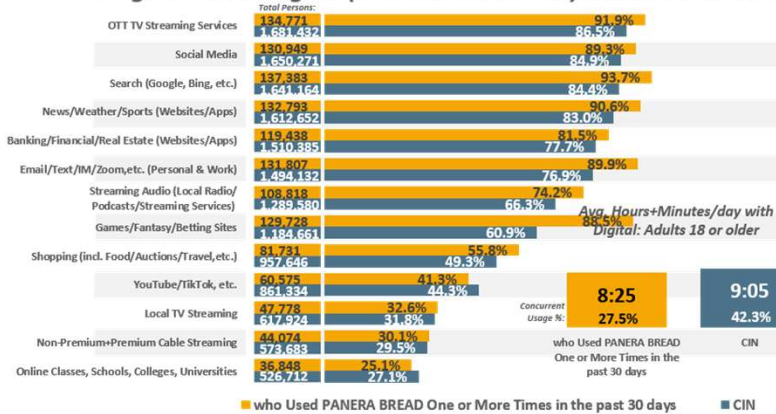
Quick service restaurants used past 30 days: Panera Bread



121,498 or 82.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 151.7 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

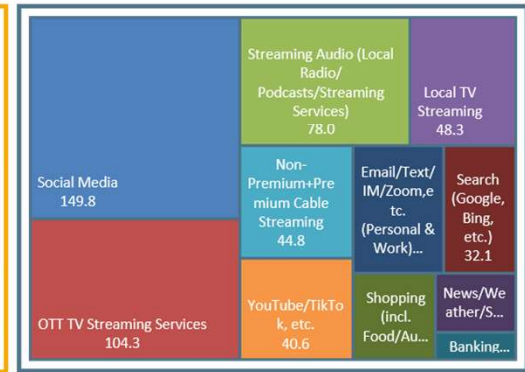
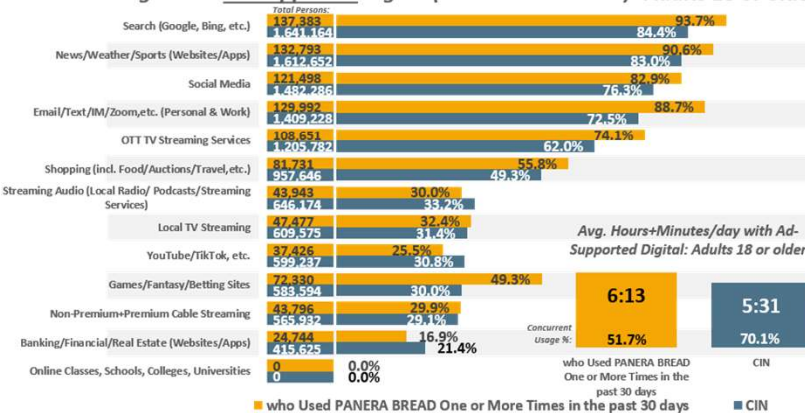
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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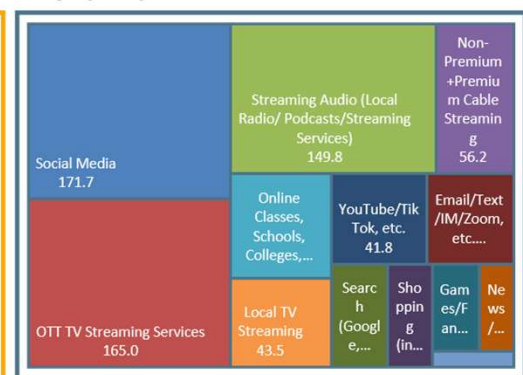
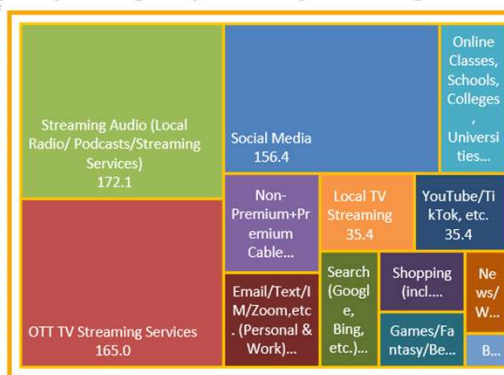
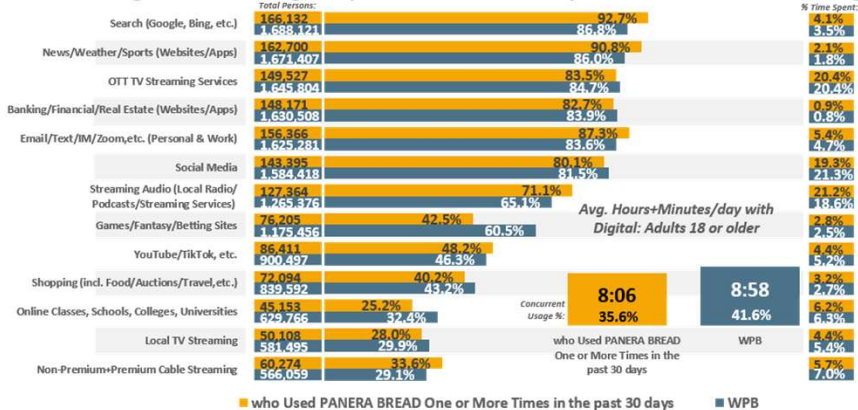
Quick service restaurants used past 30 days: Panera Bread



123,644 or 69.% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Social Media for an average of 134.8 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

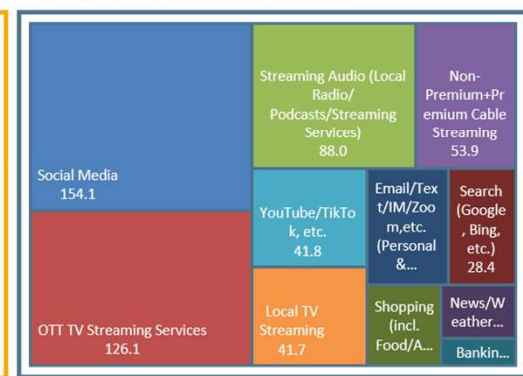
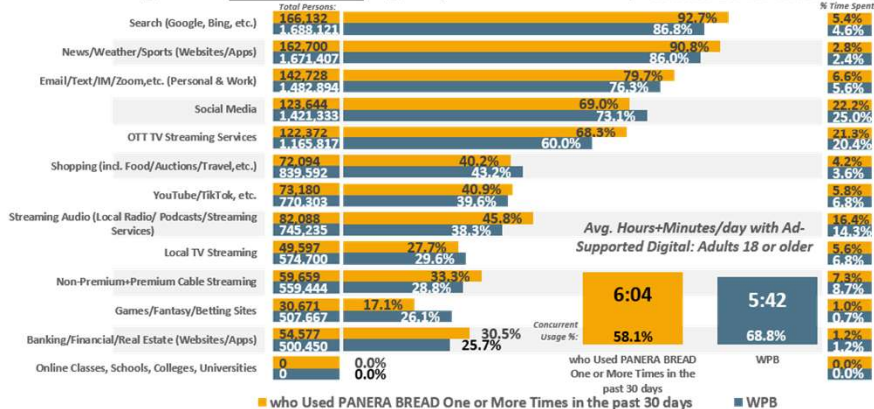
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

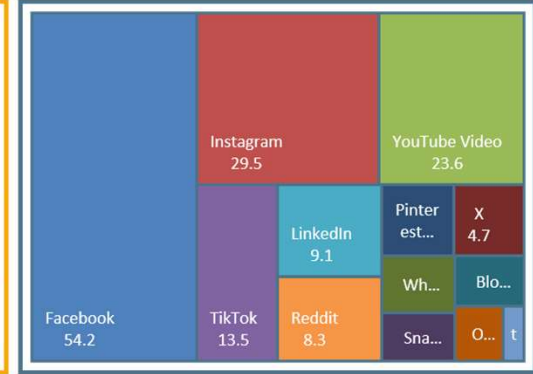
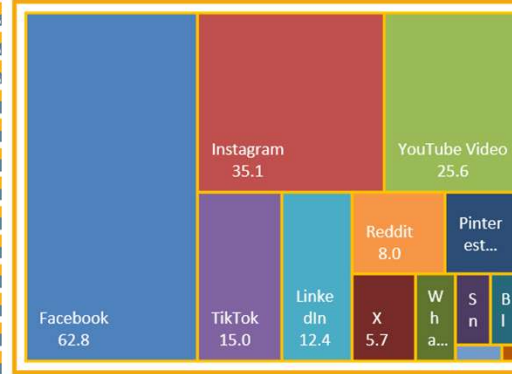
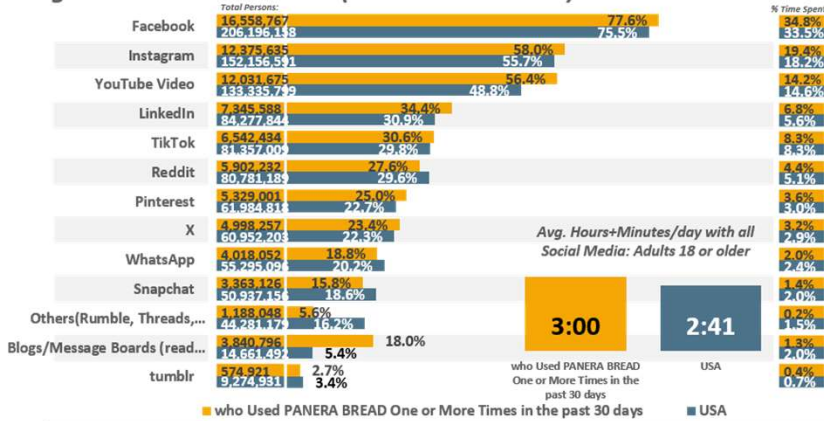
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



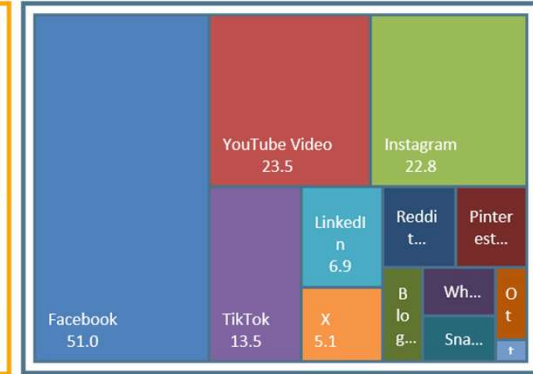
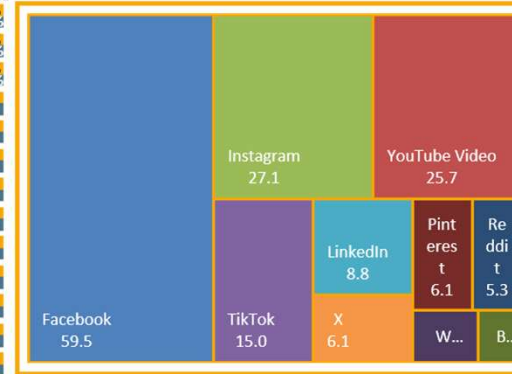
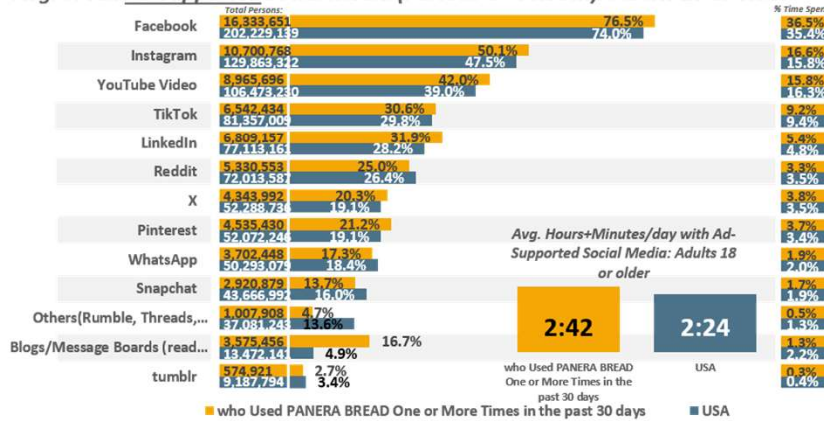


16,333,651 or 76.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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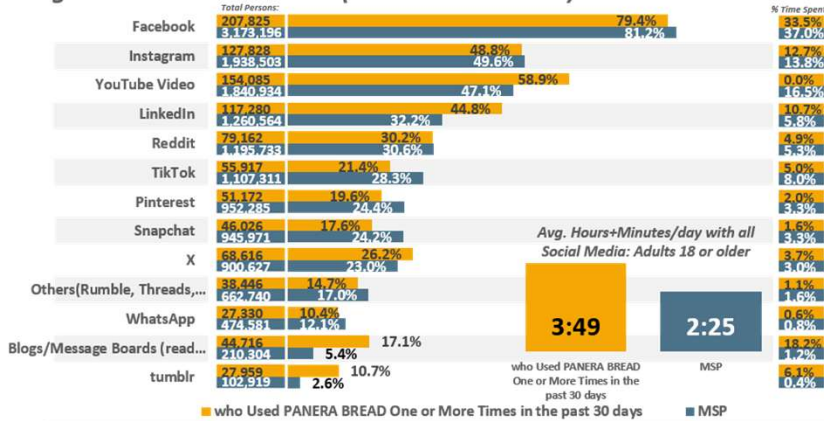
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

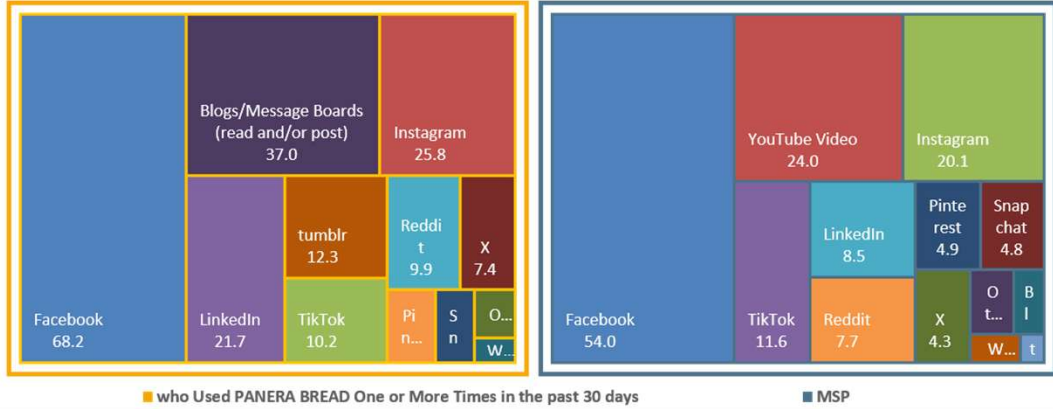


206,582 or 78.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.1 minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

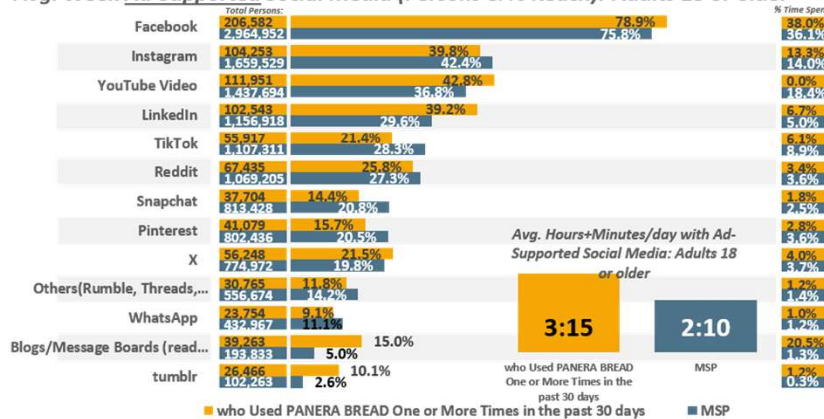
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



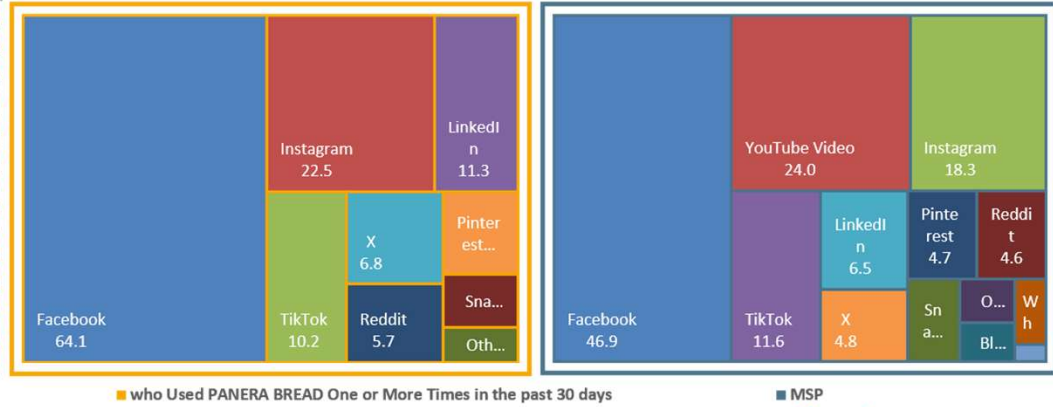
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



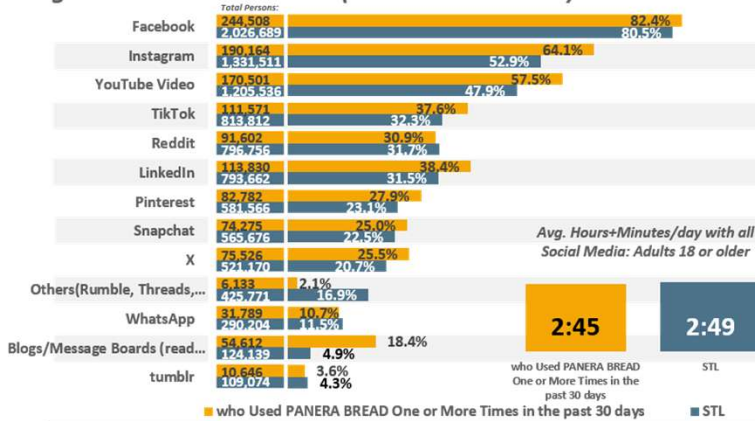
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



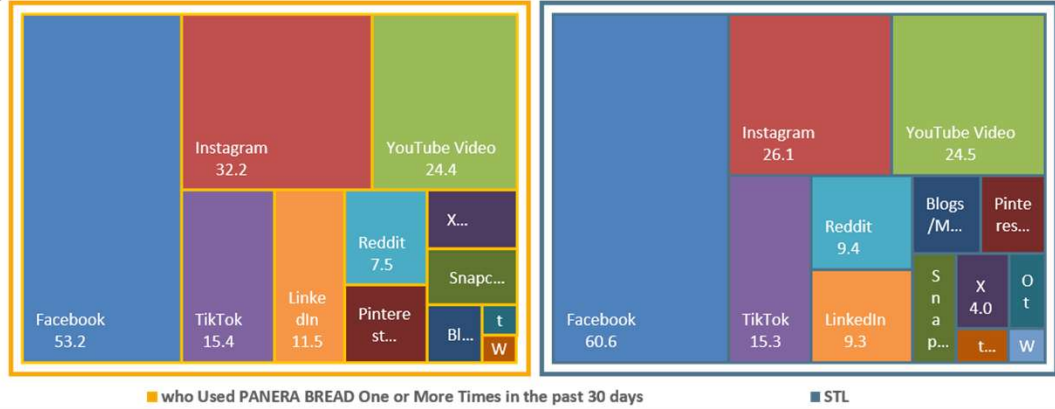


233,609 or 78.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

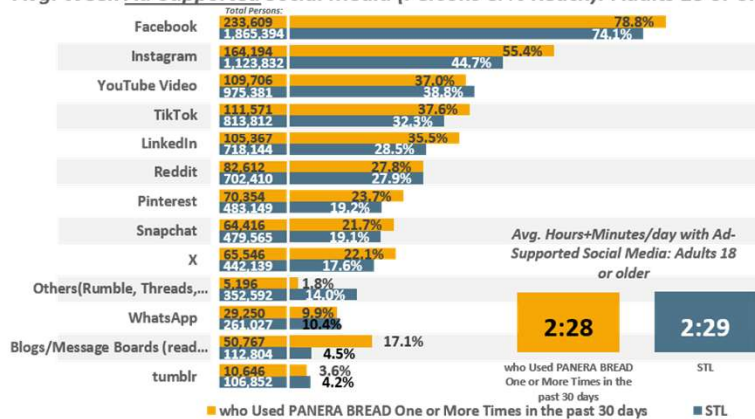
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



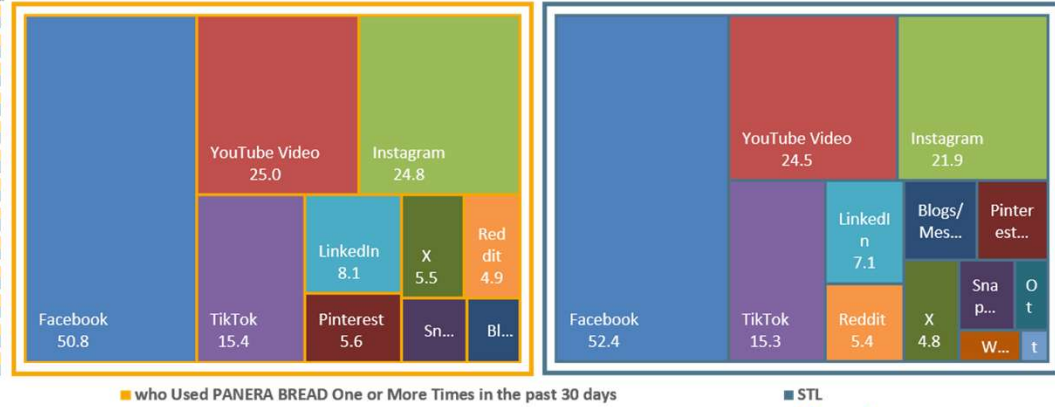
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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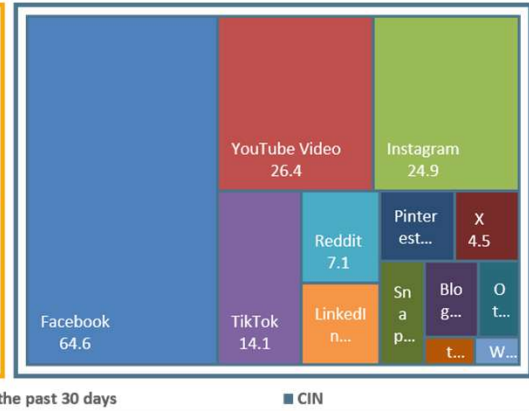
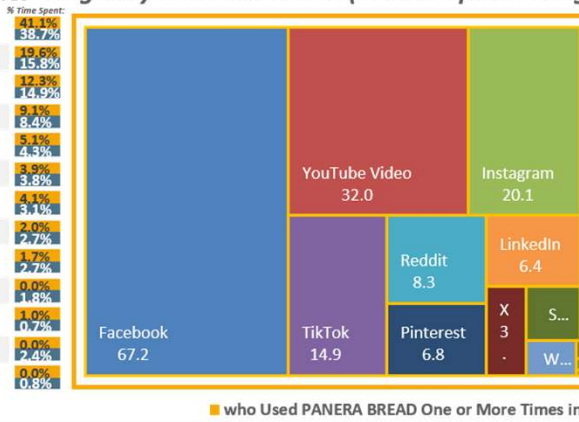
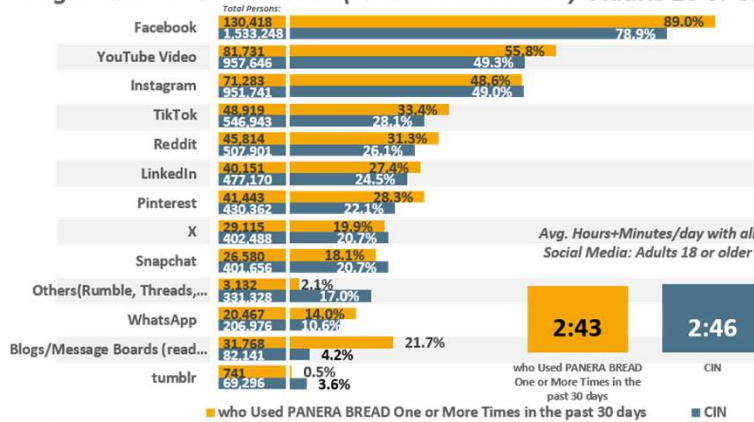
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Quick service restaurants used past 30 days: Panera Bread

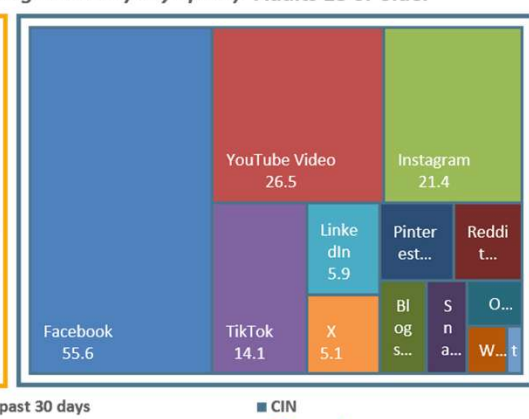
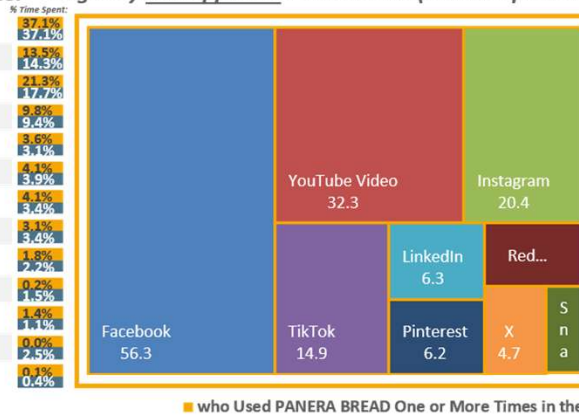
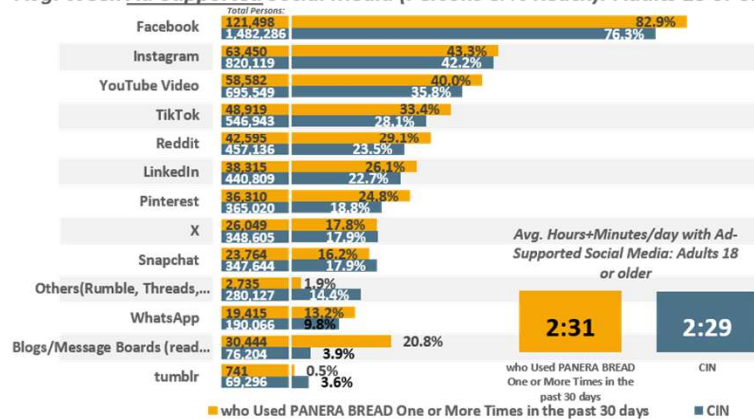


121,498 or 82.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 56.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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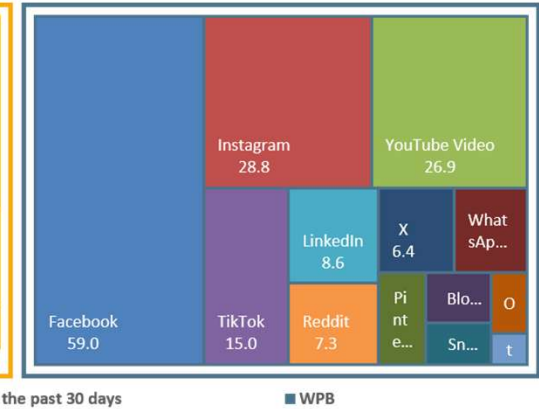
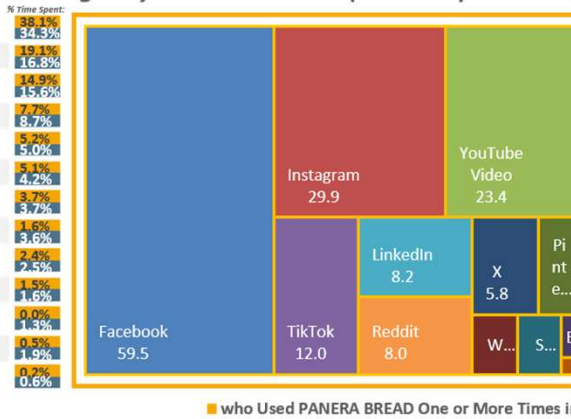
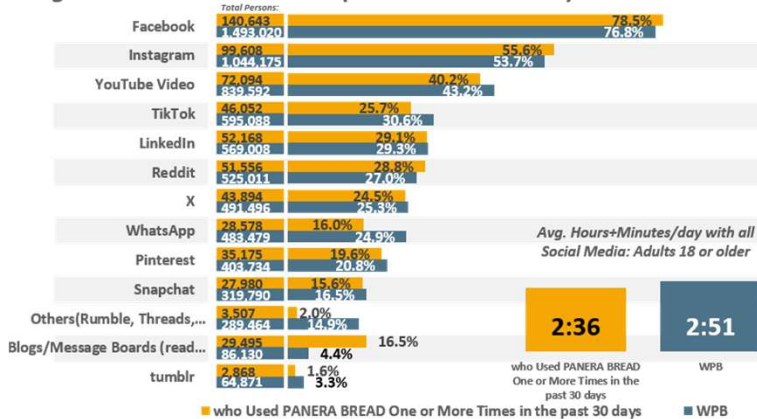
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Quick service restaurants used past 30 days: Panera Bread

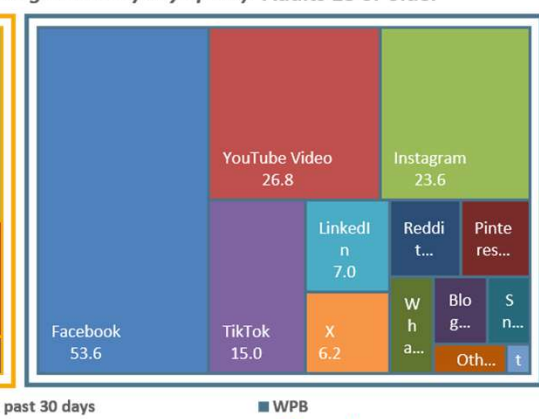
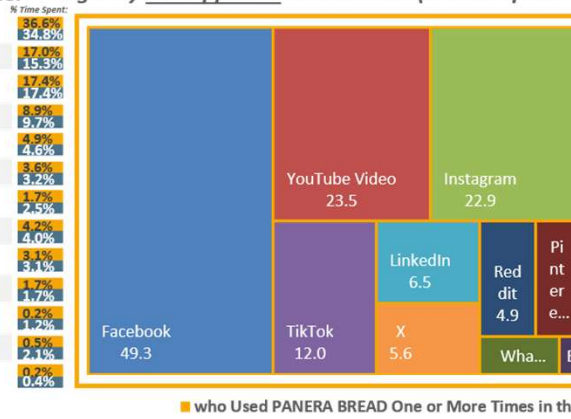
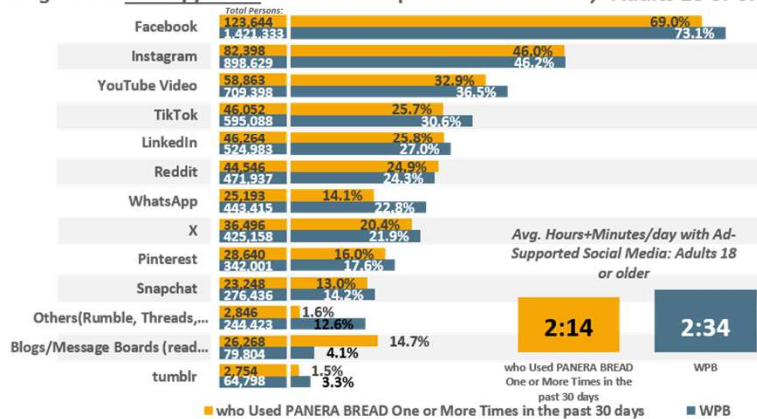


123,644 or 69.% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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**



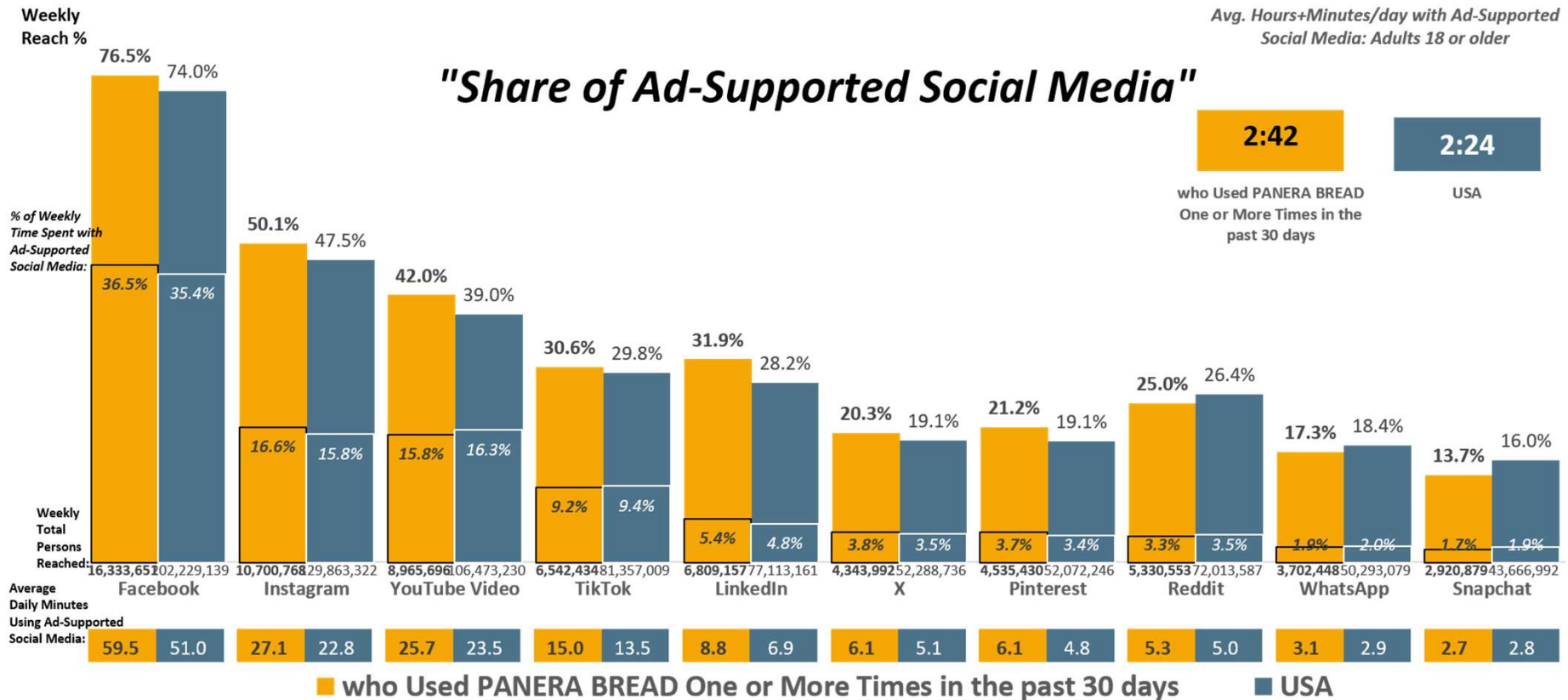
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





16,333,651 or 76.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

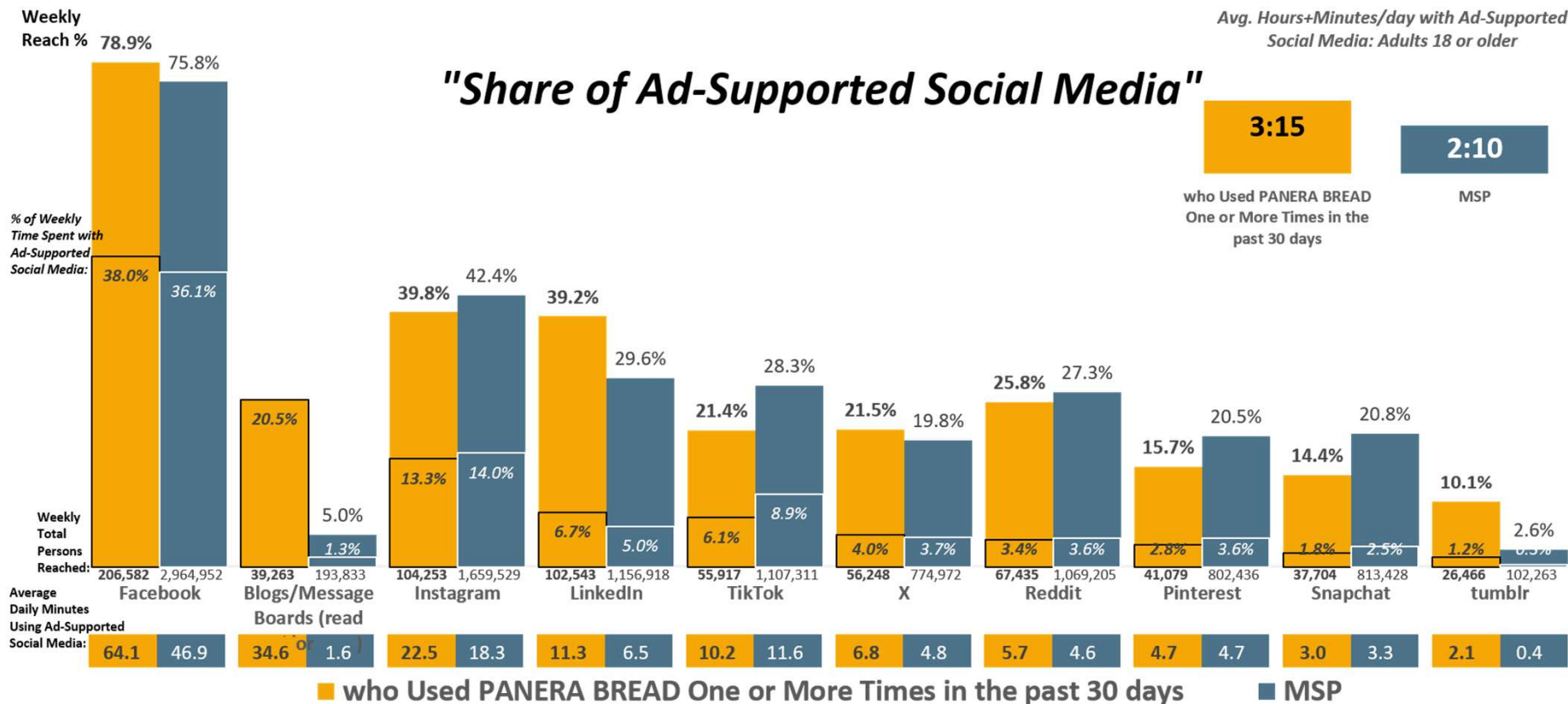
"Share of Ad-Supported Social Media"





206,582 or 78.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.1 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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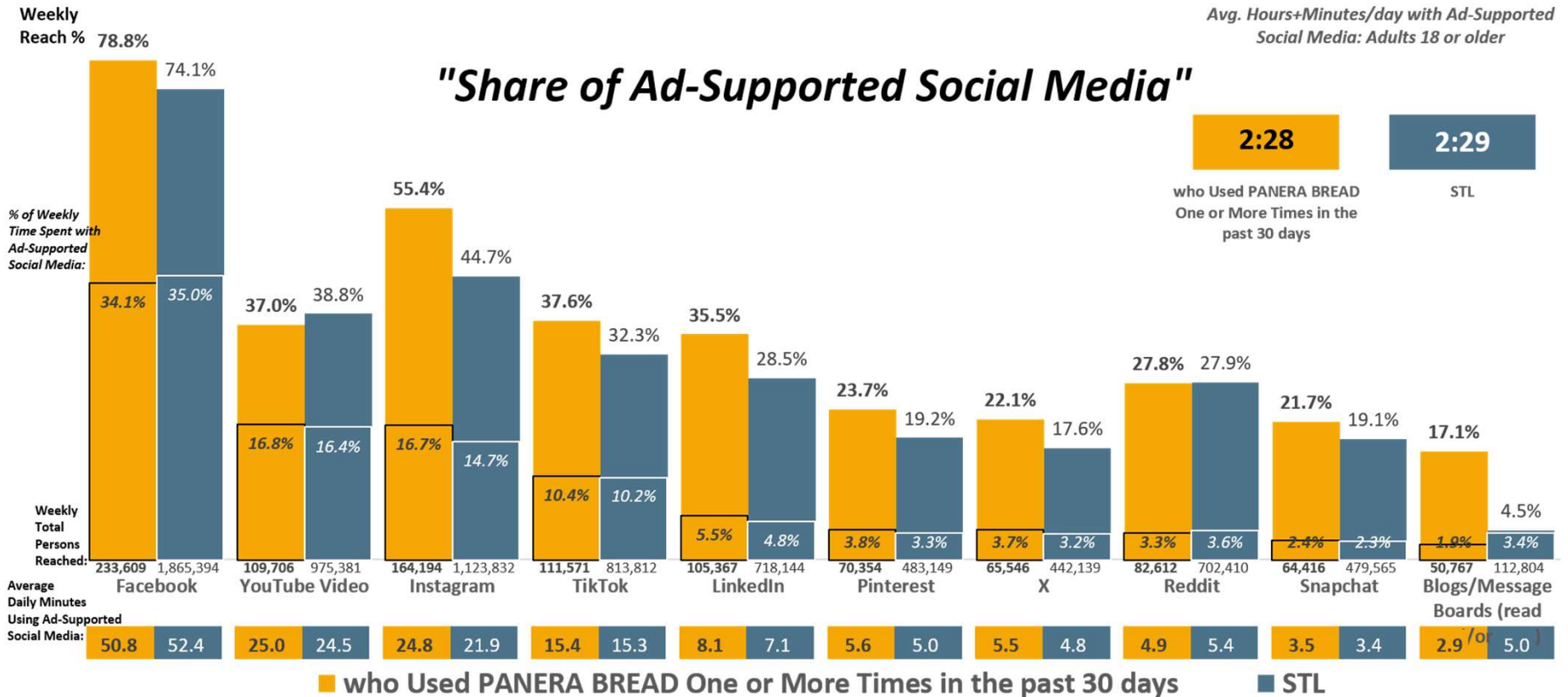
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread



233,609 or 78.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 50.8 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

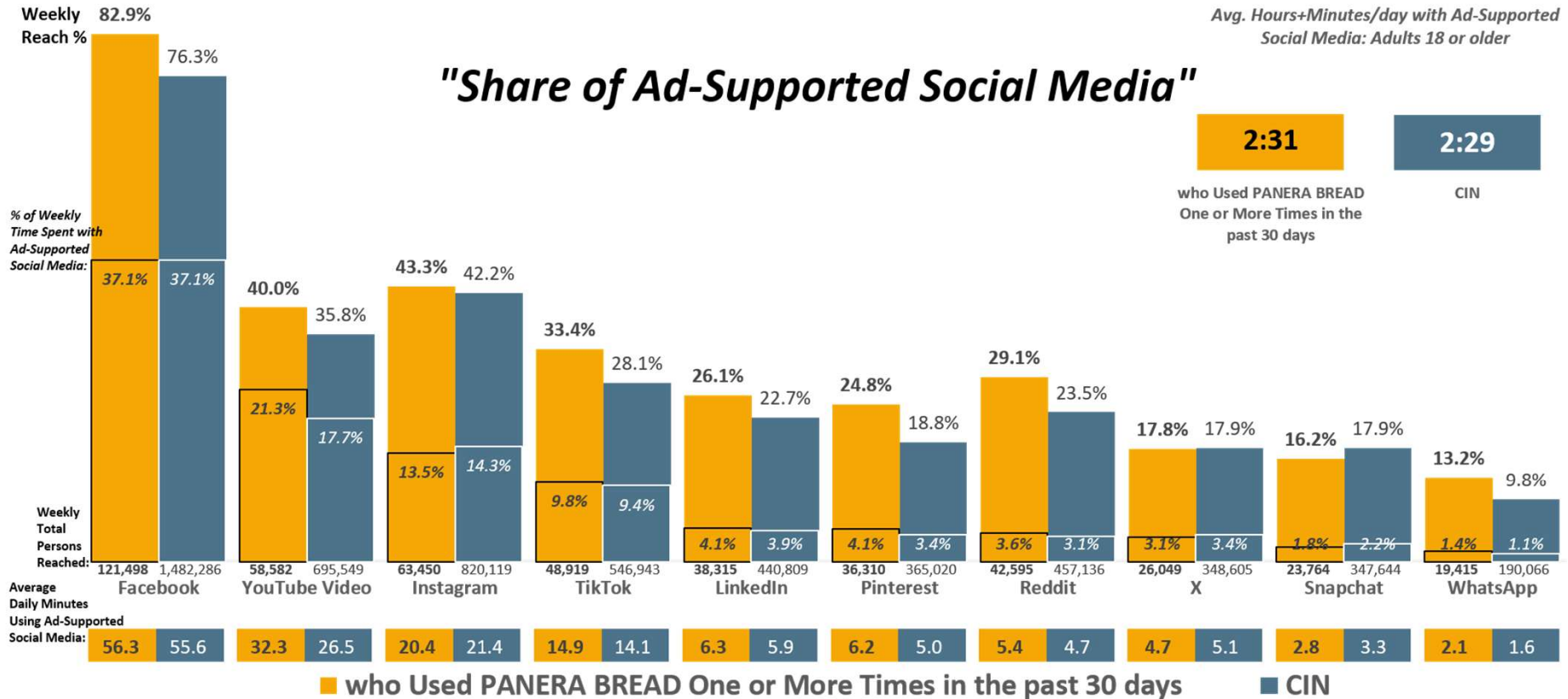
"Share of Ad-Supported Social Media"





121,498 or 82.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 56.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

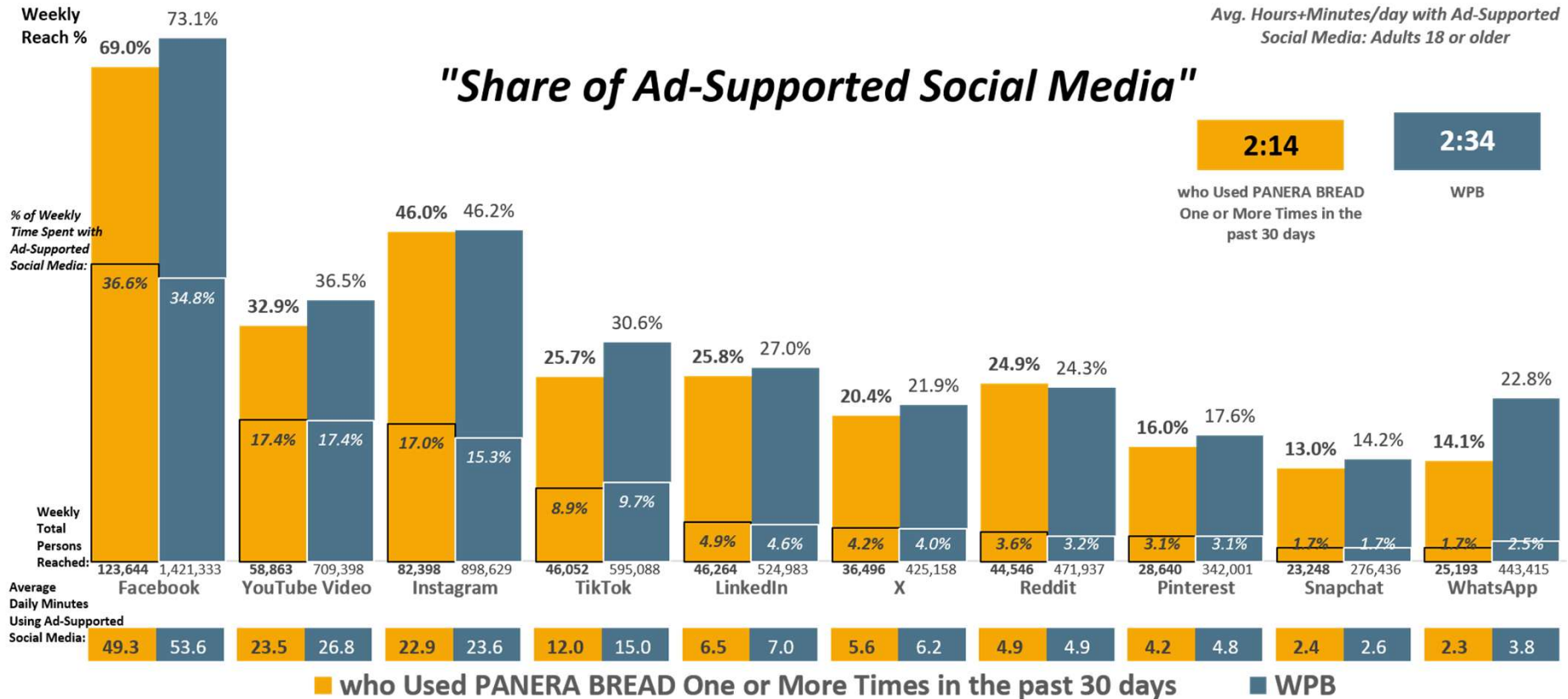
"Share of Ad-Supported Social Media"





123,644 or 69.% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days use Ad-Supported Facebook for an average of 49.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

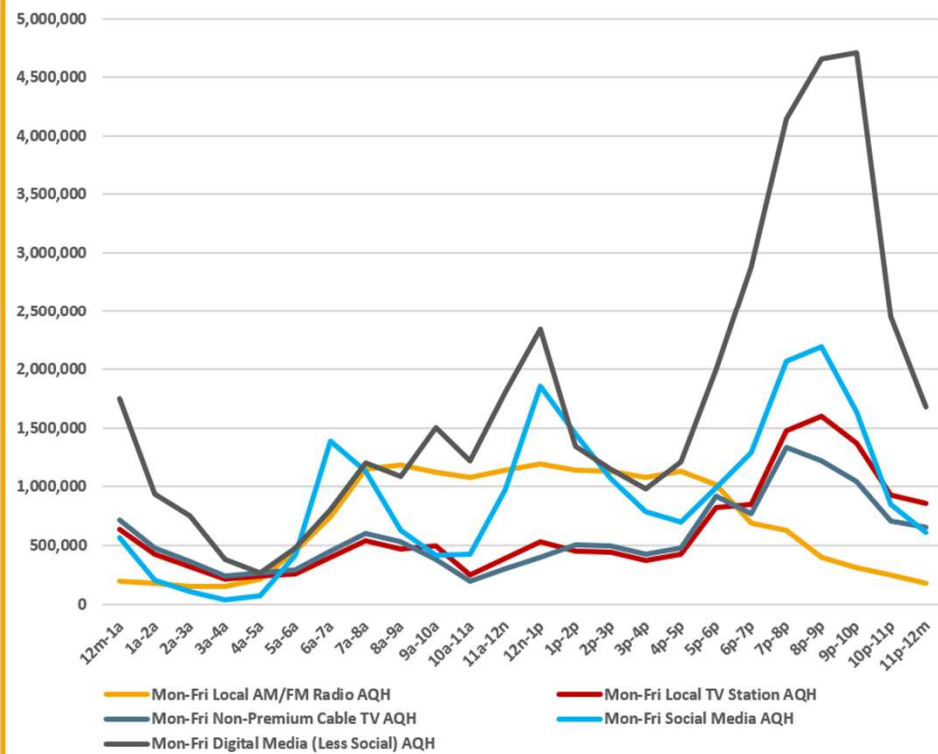
"Share of Ad-Supported Social Media"



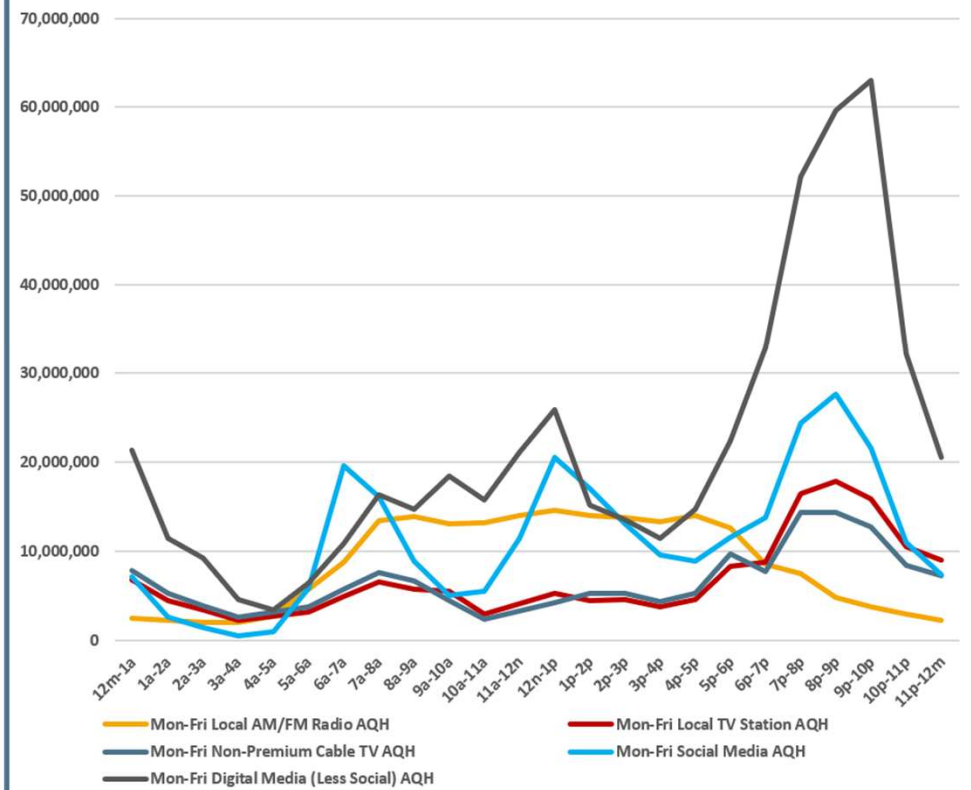


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,502,864; Local Radio: 1,063,719; Social Media: 1,008,415; Non-Prem. Cable: 496,760; Local TV: 495,999 reaching Adults 18 or older who Used PANERA BREAD One or More Time

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used PANERA BREAD 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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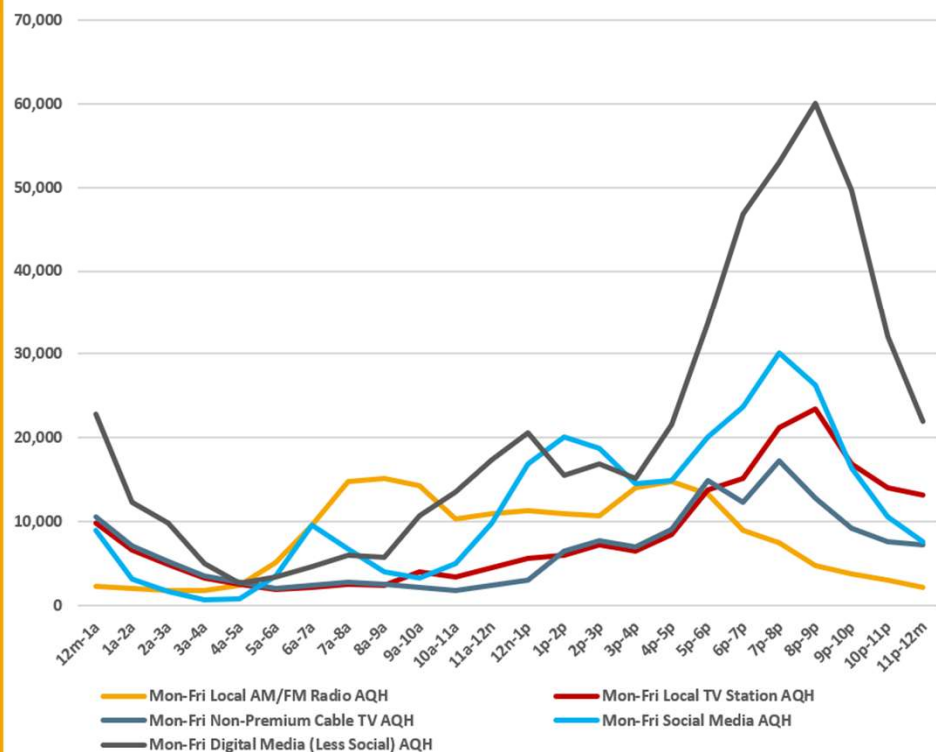
soefa.ai Share of Everything
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Quick service restaurants used past 30 days: Panera Bread

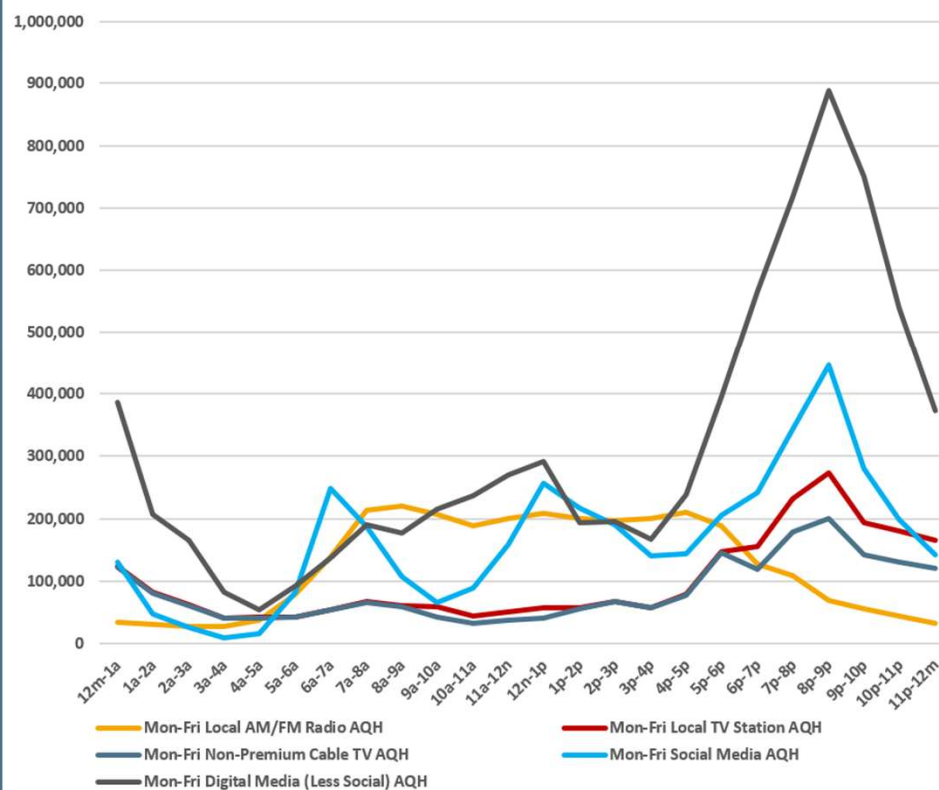


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,534;
Social Media: 12,869; Local Radio: 12,219; Local TV: 6,286; Non-Prem. Cable: 5,741
reaching Adults 18 or older who Used PANERA BREAD One or More Times in the past

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



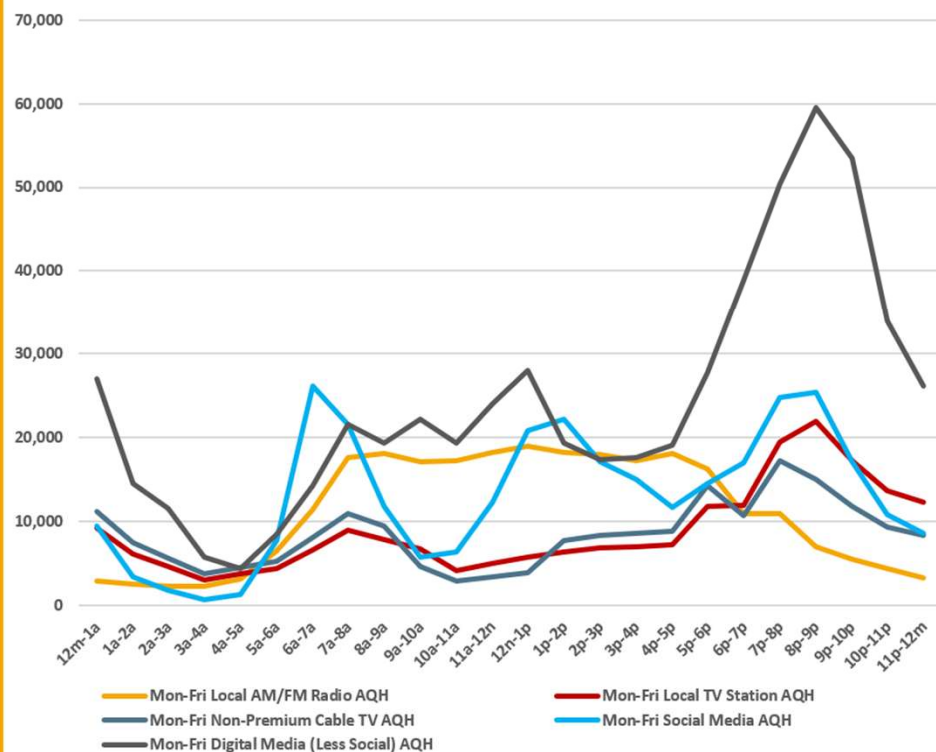
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



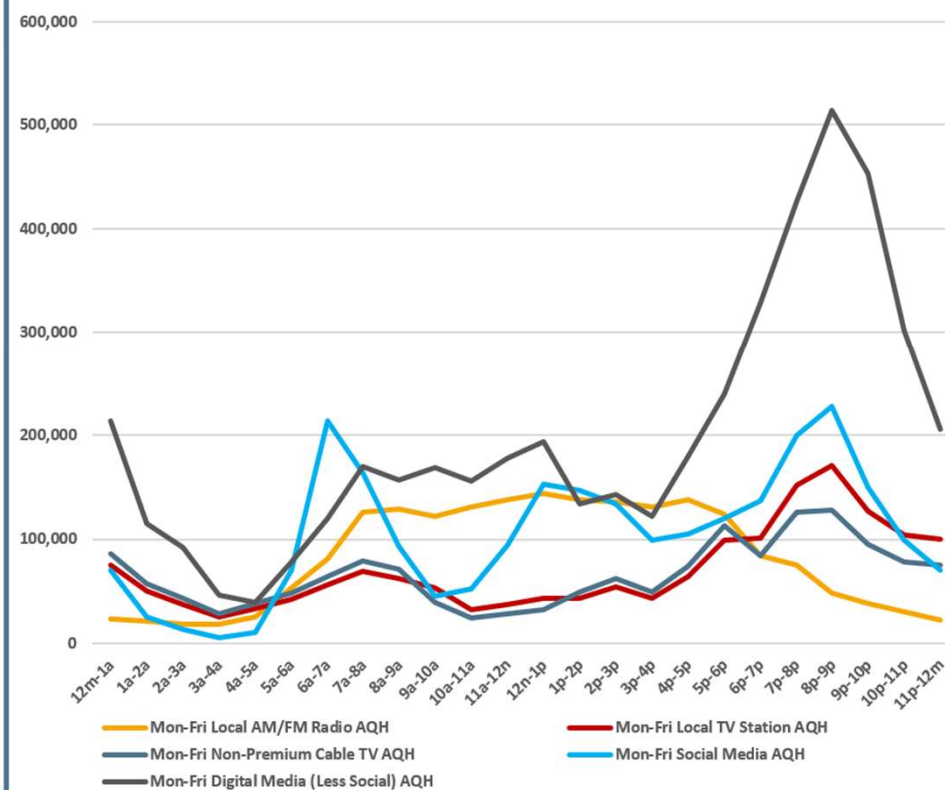


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,214;
Local Radio: 16,719; Social Media: 15,555; Non-Prem. Cable: 7,804; Local TV: 7,399
reaching Adults 18 or older who Used PANERA BREAD One or More Times in the past

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



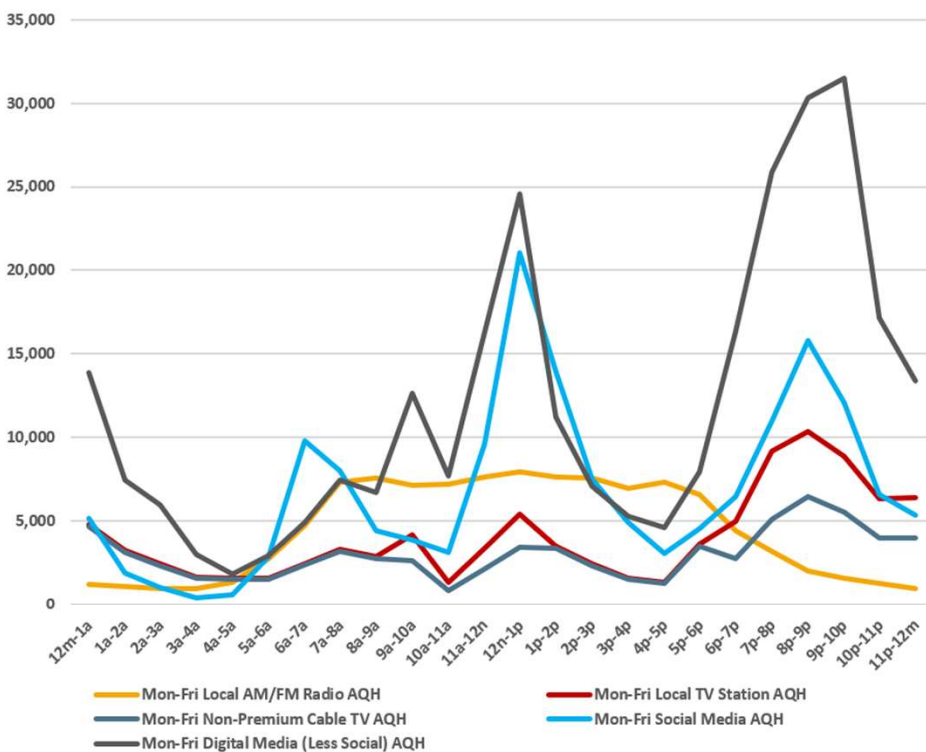
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older



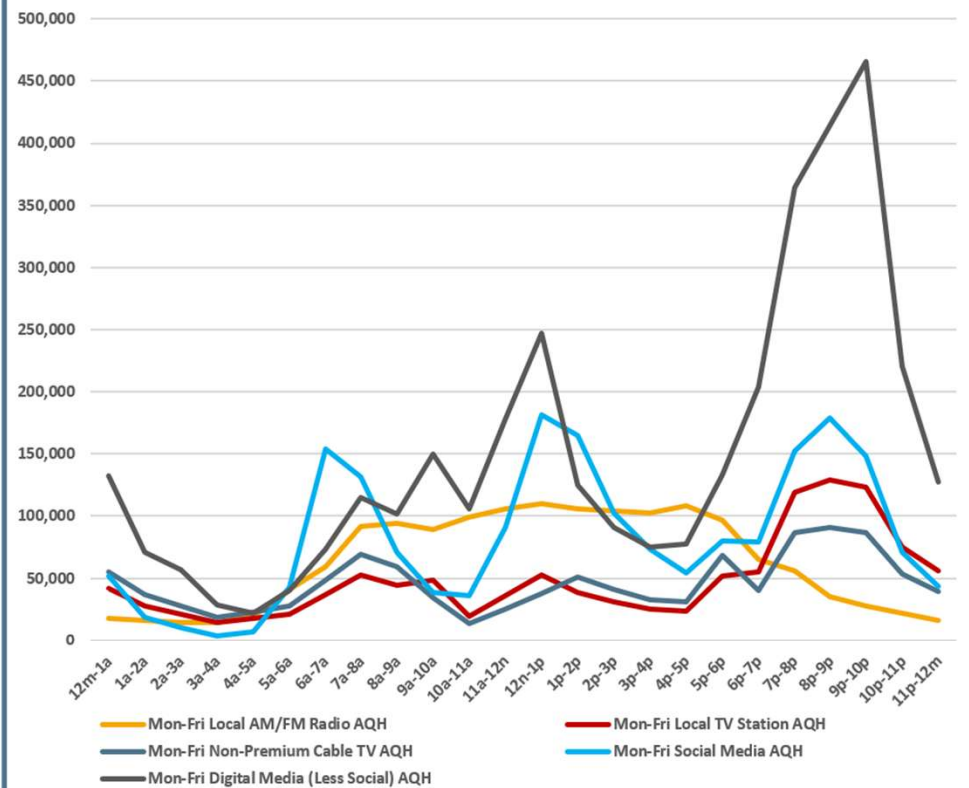


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,208;
Social Media: 7,709; Local Radio: 6,922; Local TV: 3,094; Non-Prem. Cable: 2,458 reaching
Adults 18 or older who Used PANERA BREAD One or More Times in the past 3

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



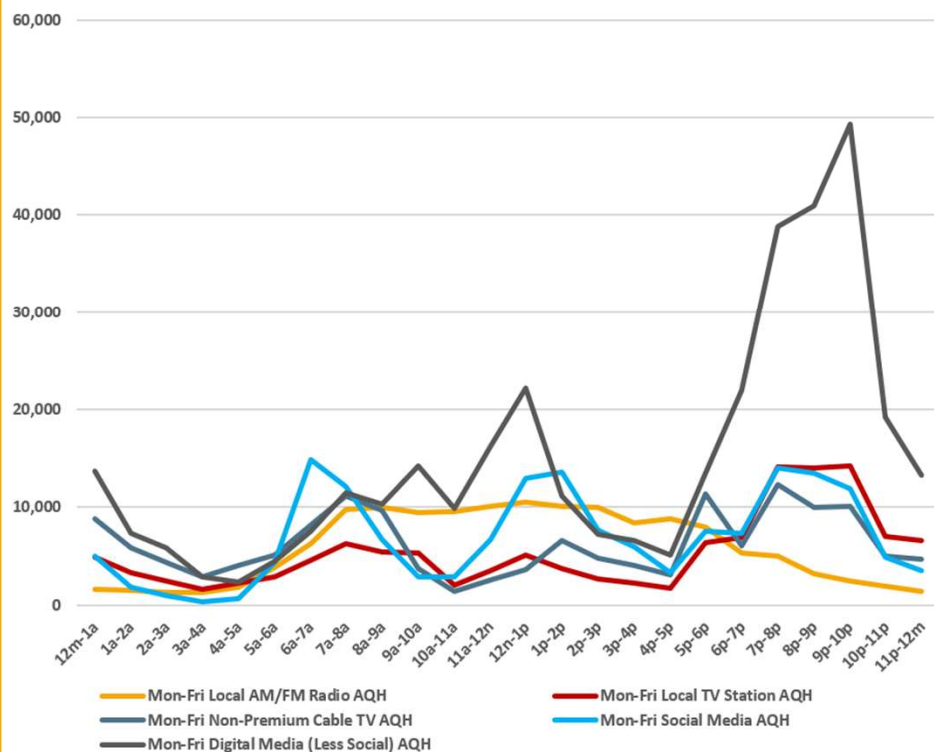
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



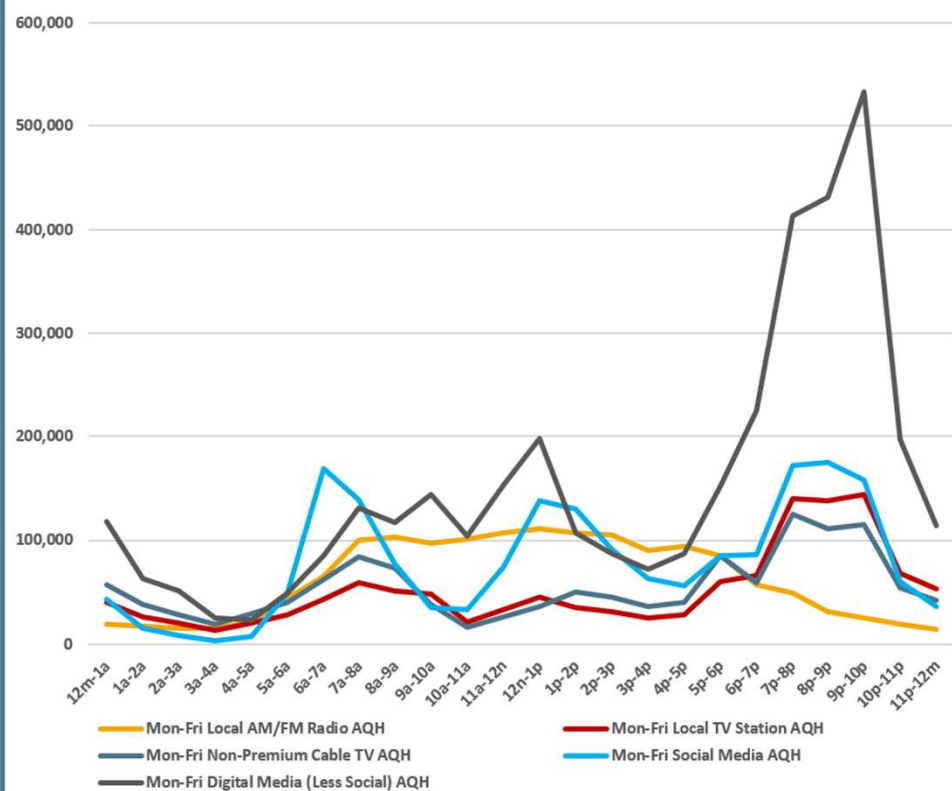


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,112; Local Radio: 8,966; Social Media: 8,051; Non-Prem. Cable: 5,876; Local TV: 4,321 reaching Adults 18 or older who Used PANERA BREAD One or More Times in the past 3

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



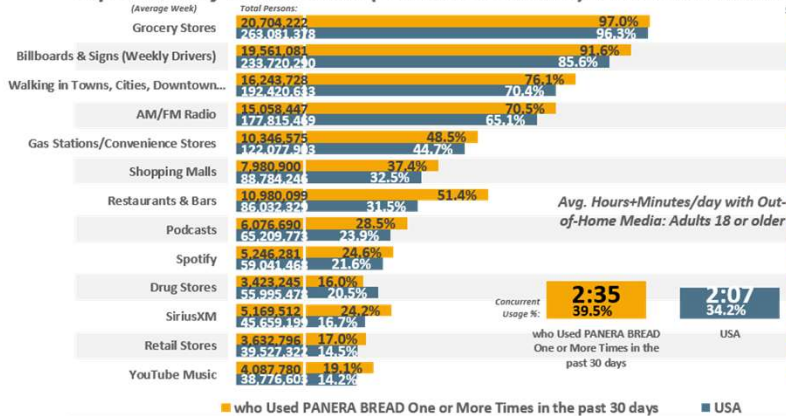
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



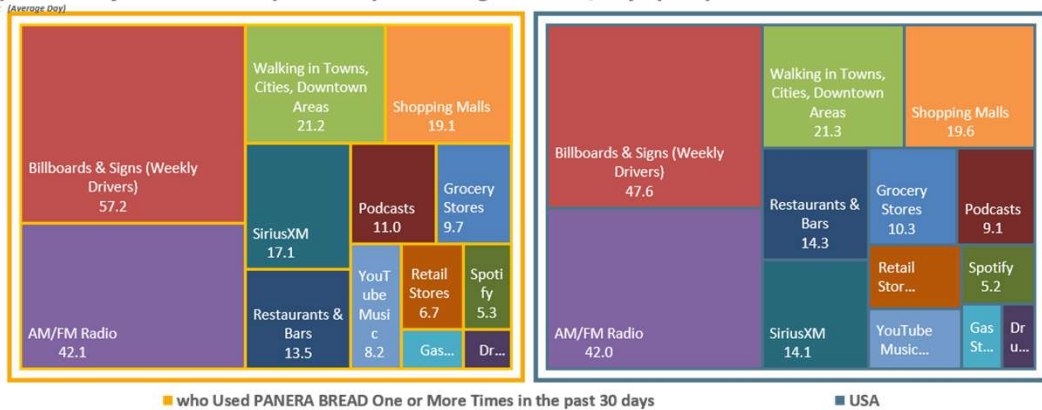


19,561,081 or 91.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 38.1 mi

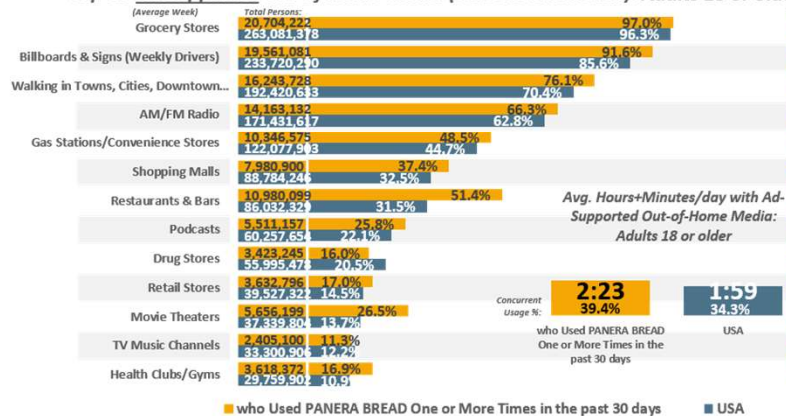
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



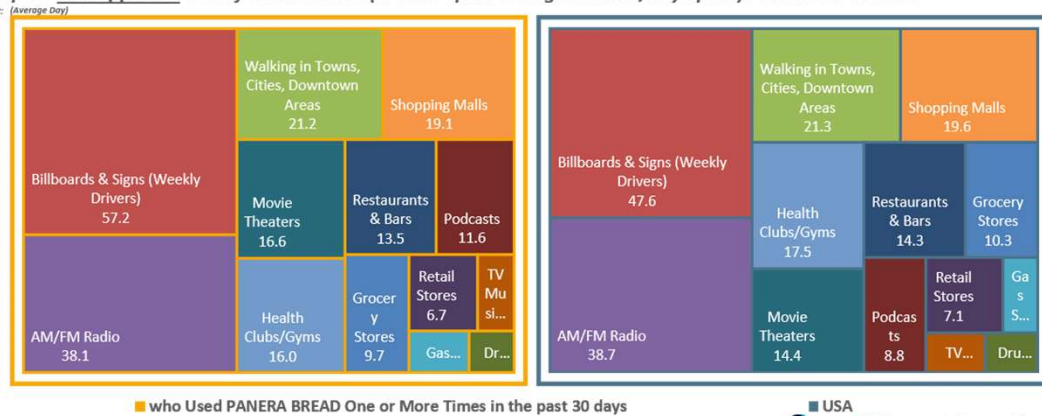
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320
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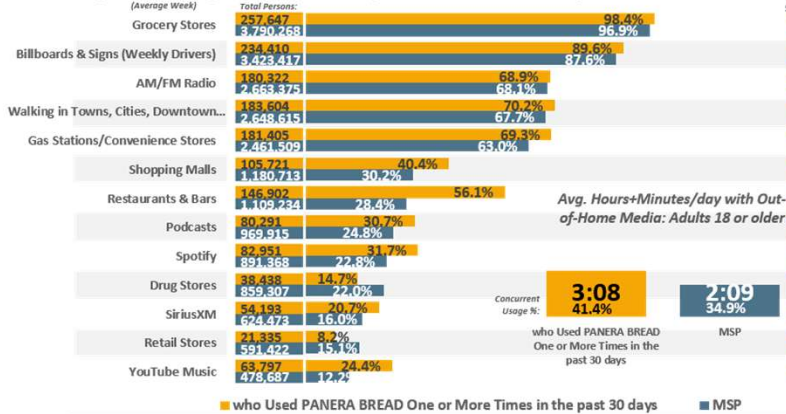
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

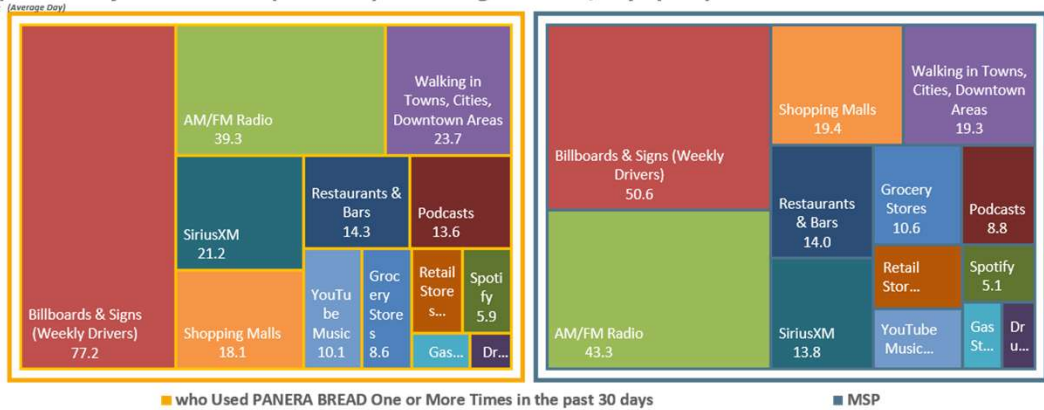


234,410 or 89.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 77.2 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 32.2 minutes

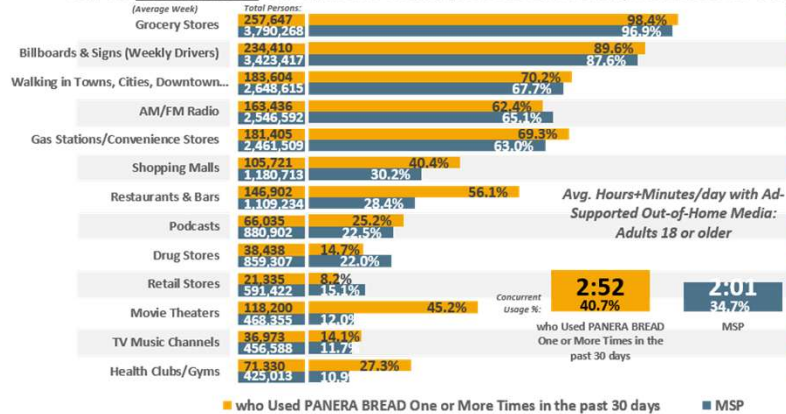
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



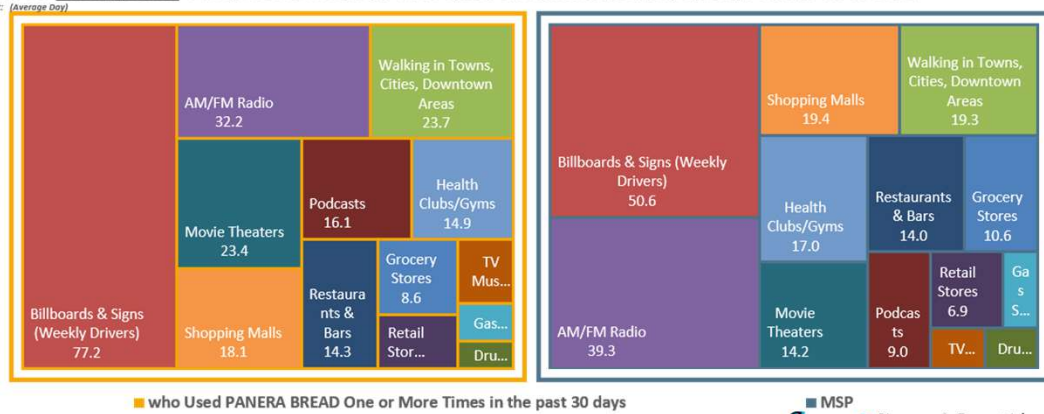
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



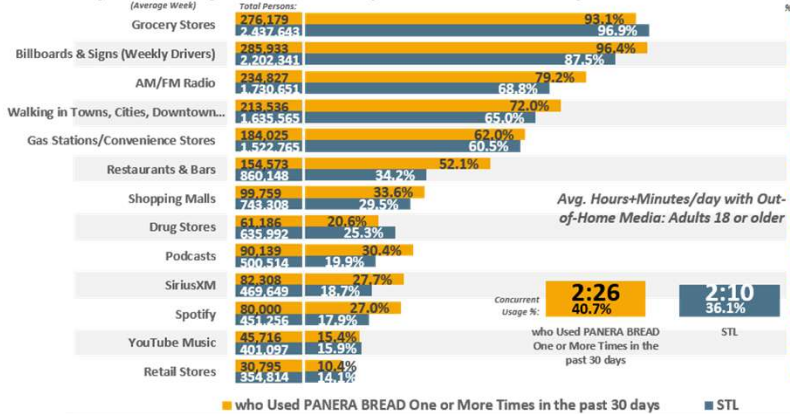
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



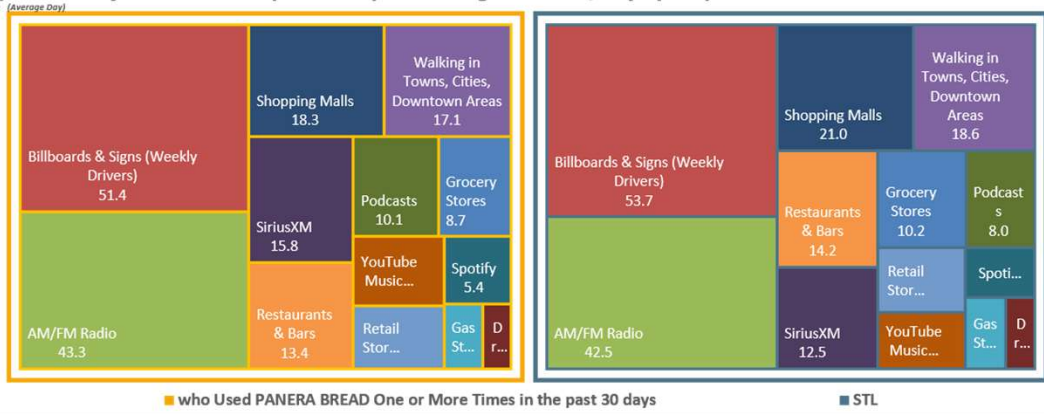


285,933 or 96.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 51.4 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minut

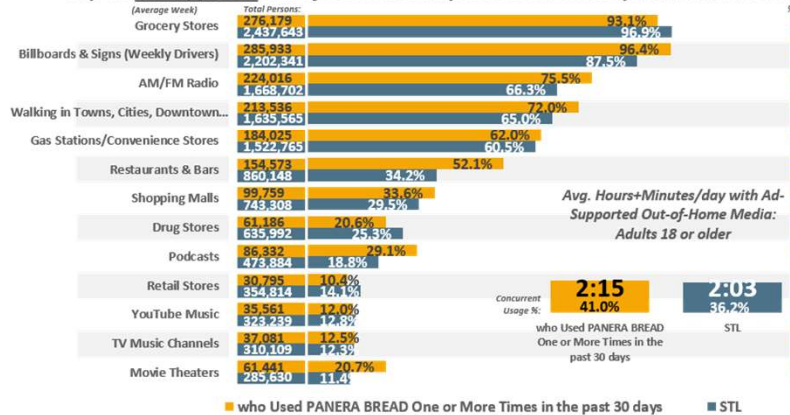
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



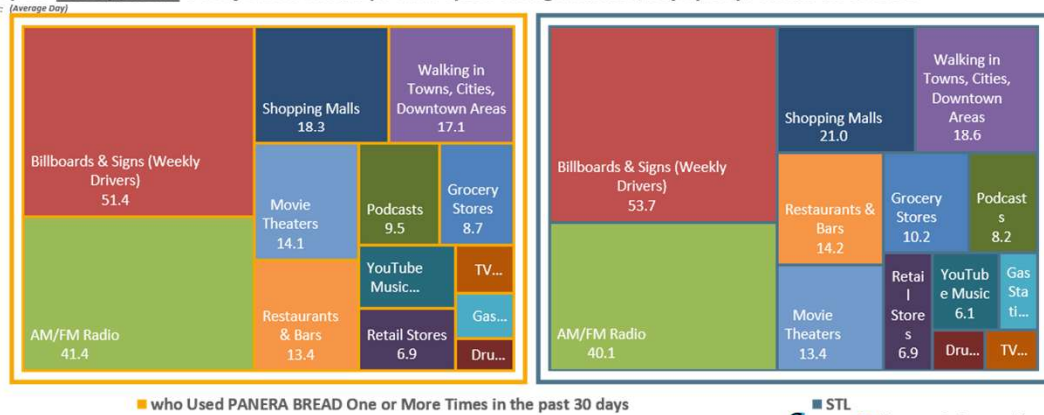
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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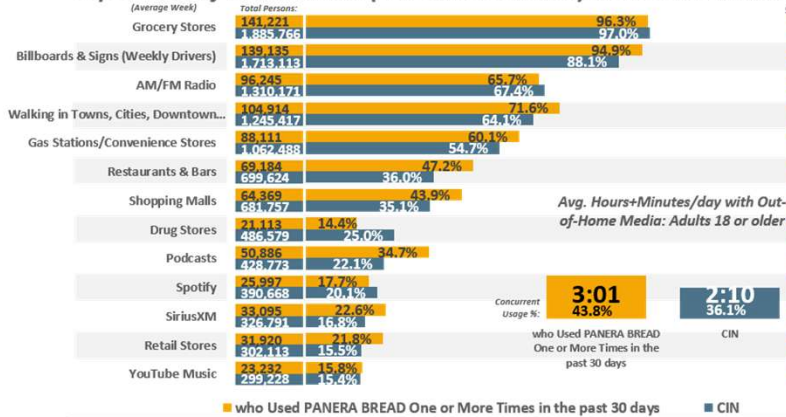
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

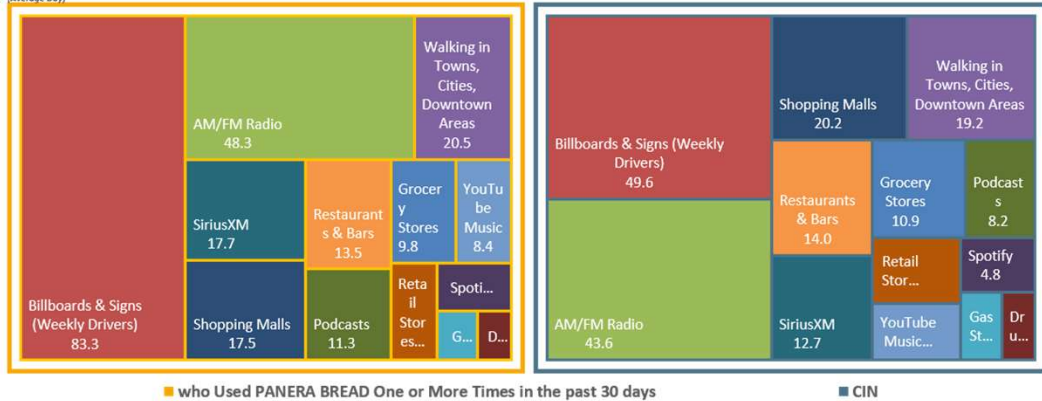


139,135 or 94.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 83.3 minutes per day driving, seeing Billboards and Signs. 61.1% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes

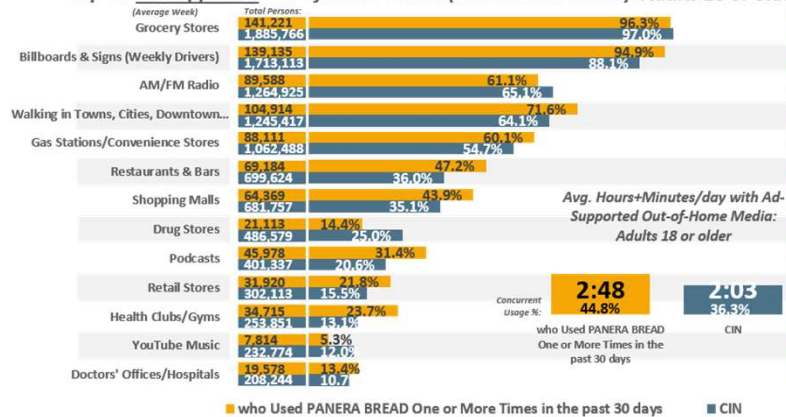
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



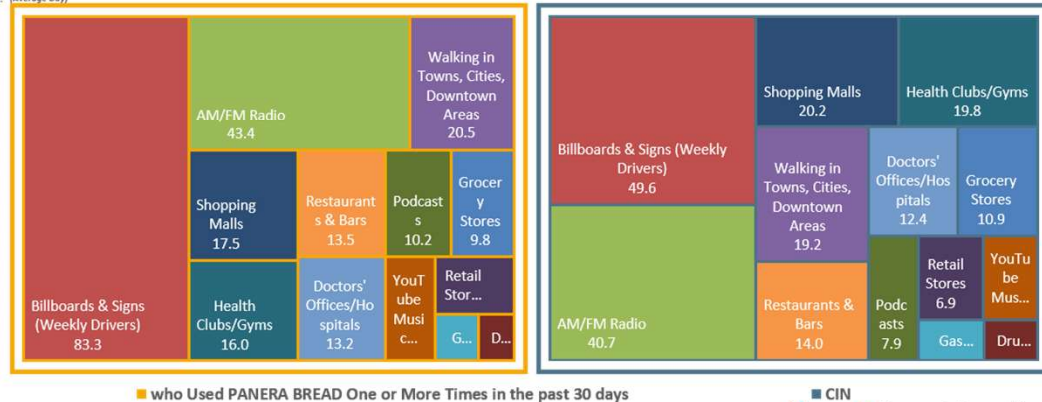
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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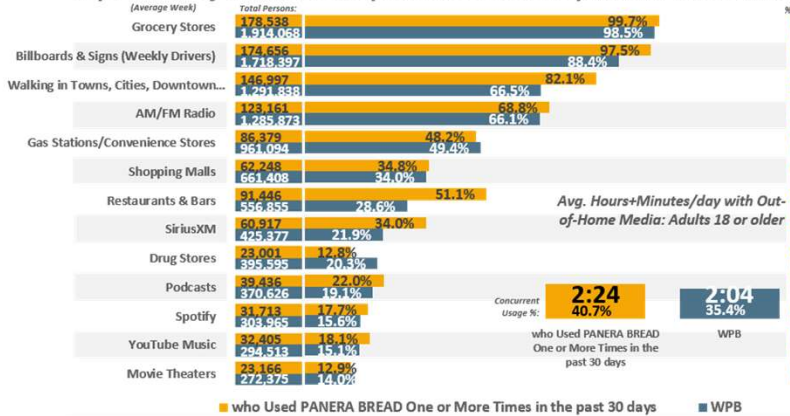
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

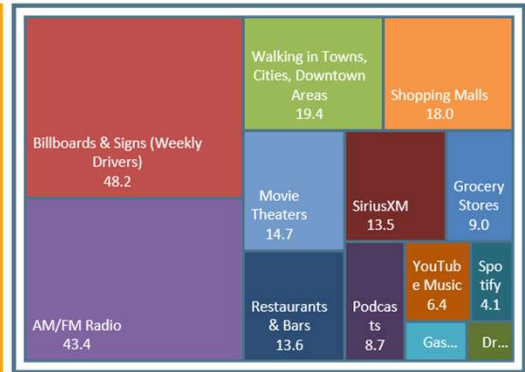
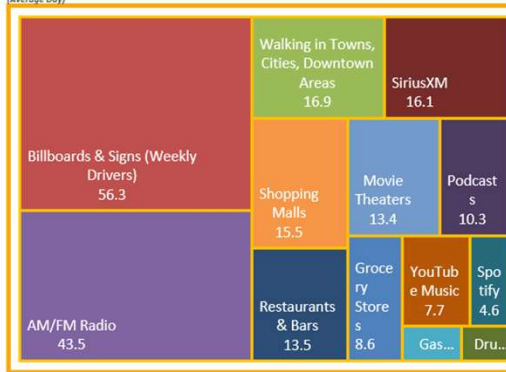


174,656 or 97.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 42. minute

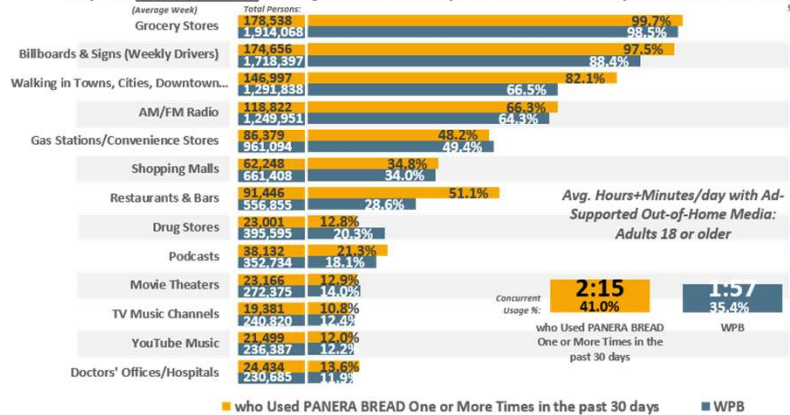
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



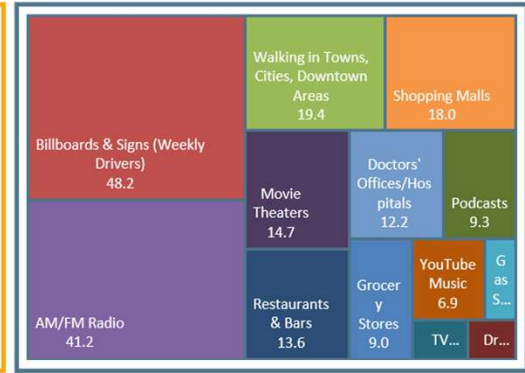
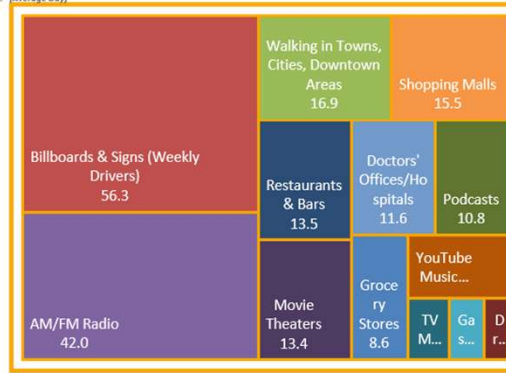
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



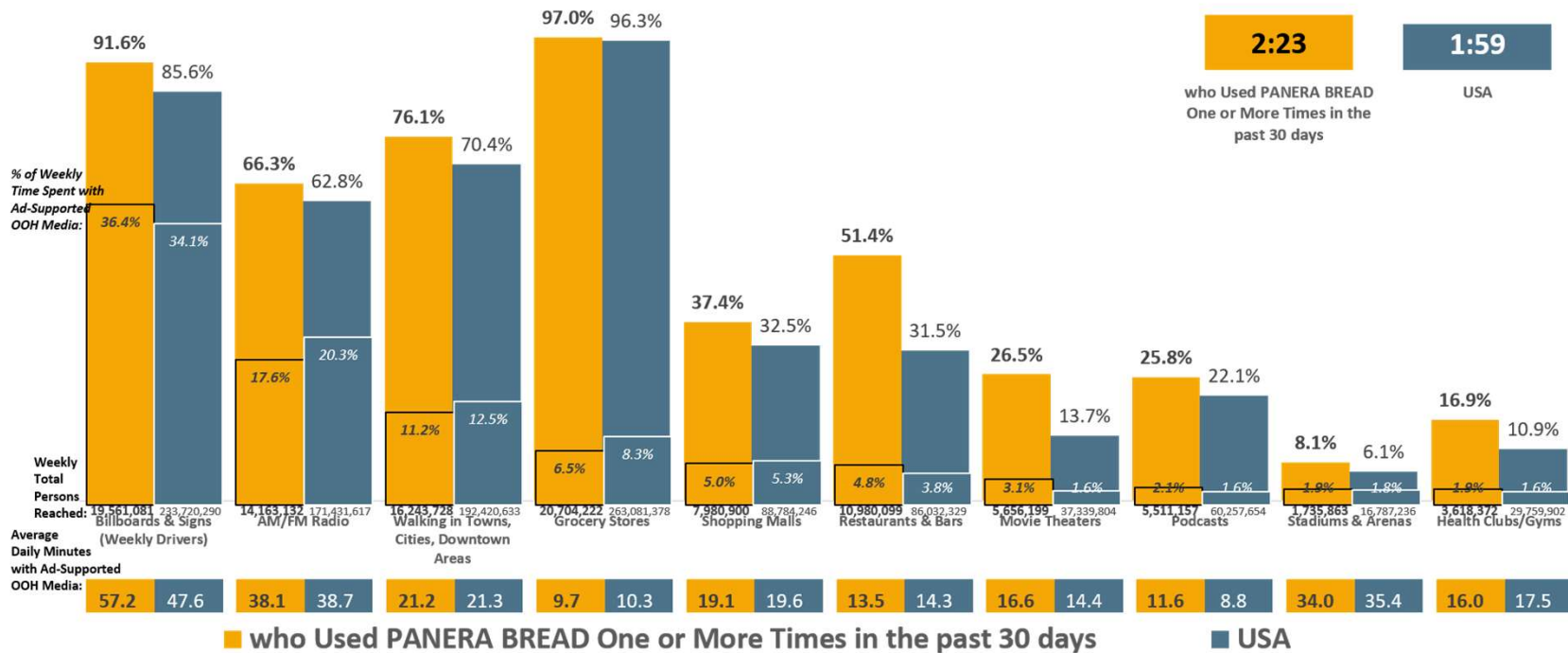


19,561,081 or 91.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 57.2 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,320 Scarborough R1 2026: Jan25-Mar26 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: Panera Bread

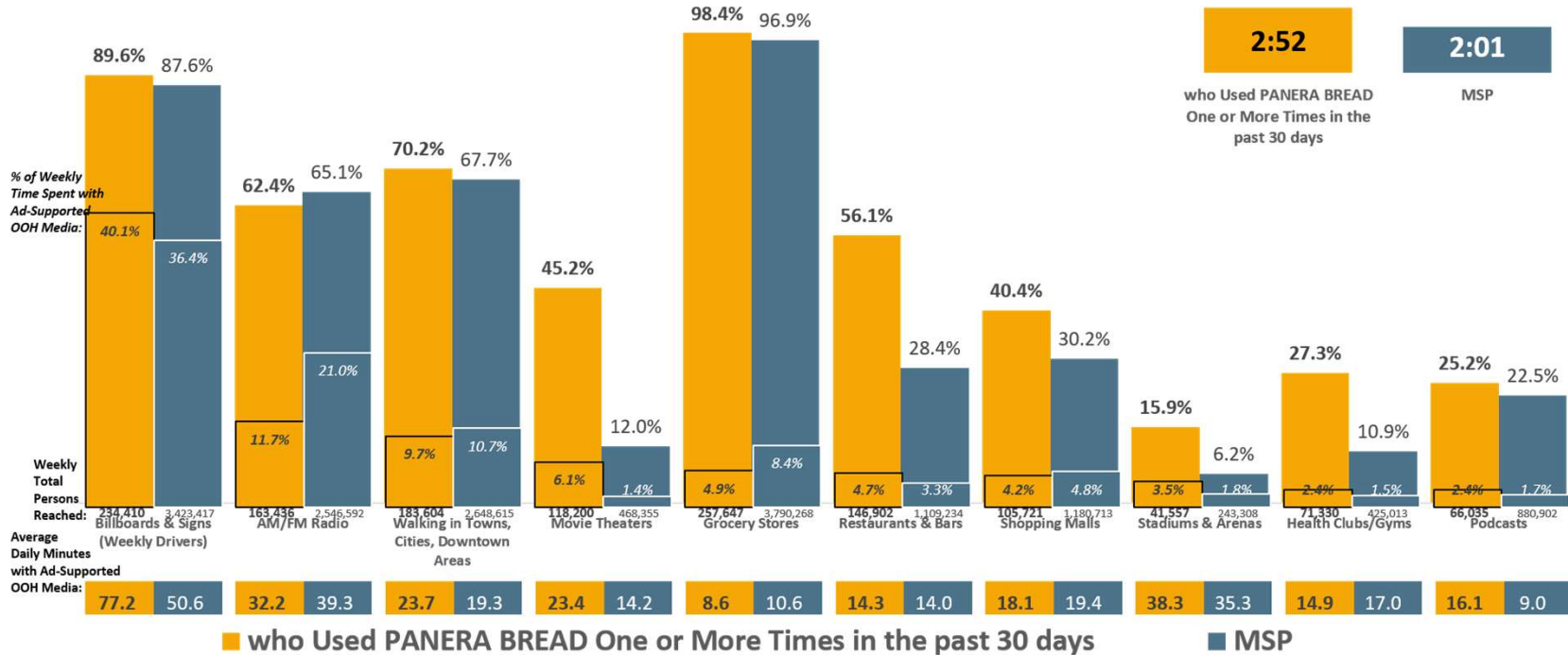


234,410 or 89.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 77.2 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:52

who Used PANERA BREAD One or More Times in the past 30 days

2:01

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

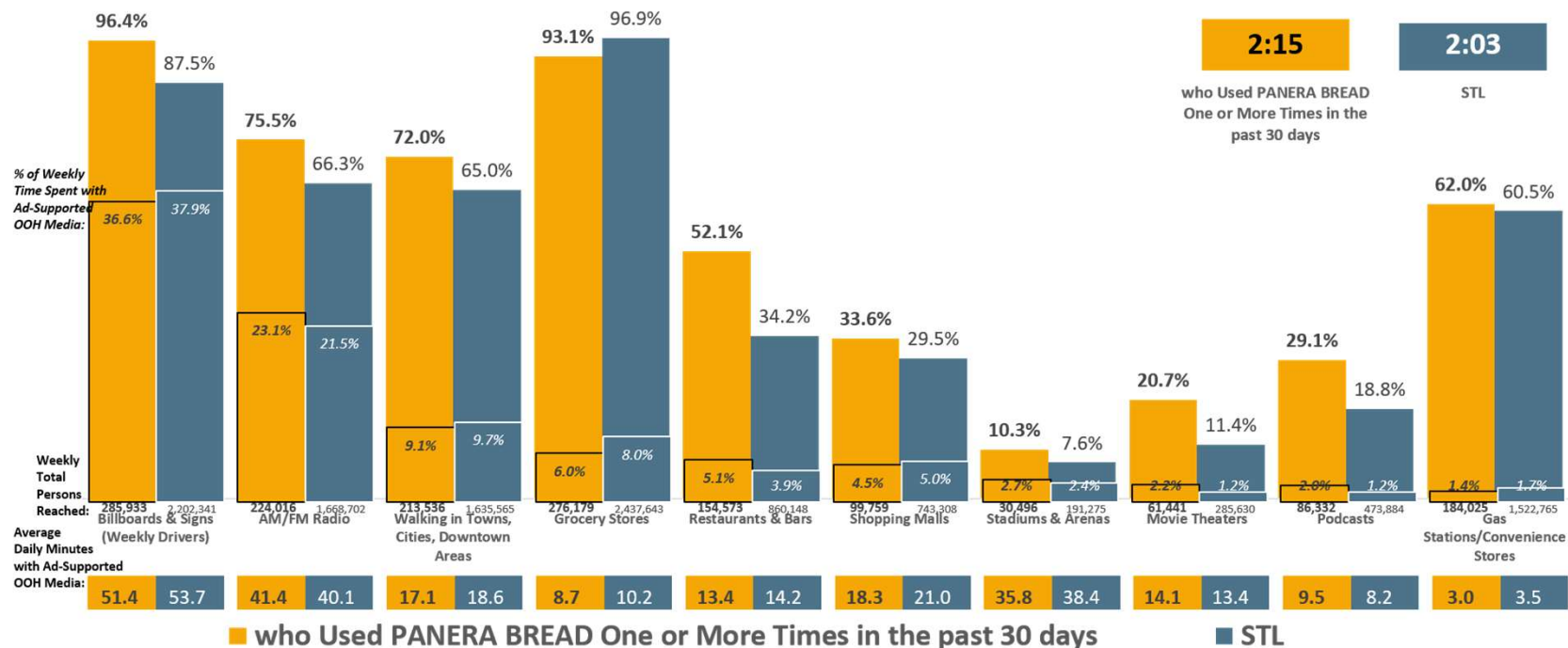


285,933 or 96.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 51.4 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

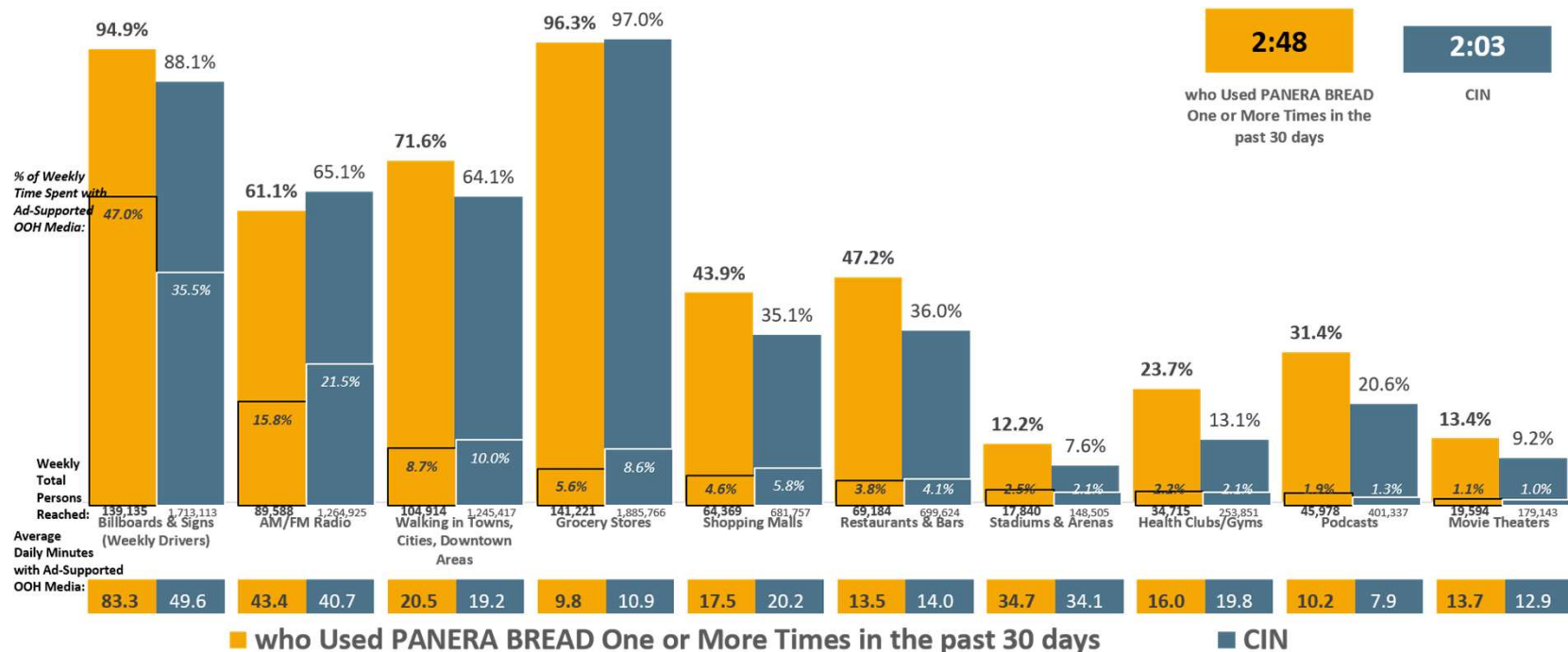


139,135 or 94.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 83.3 minutes per day driving, seeing Billboards and Signs representing 47.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:48

who Used PANERA BREAD One or More Times in the past 30 days

2:03

CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

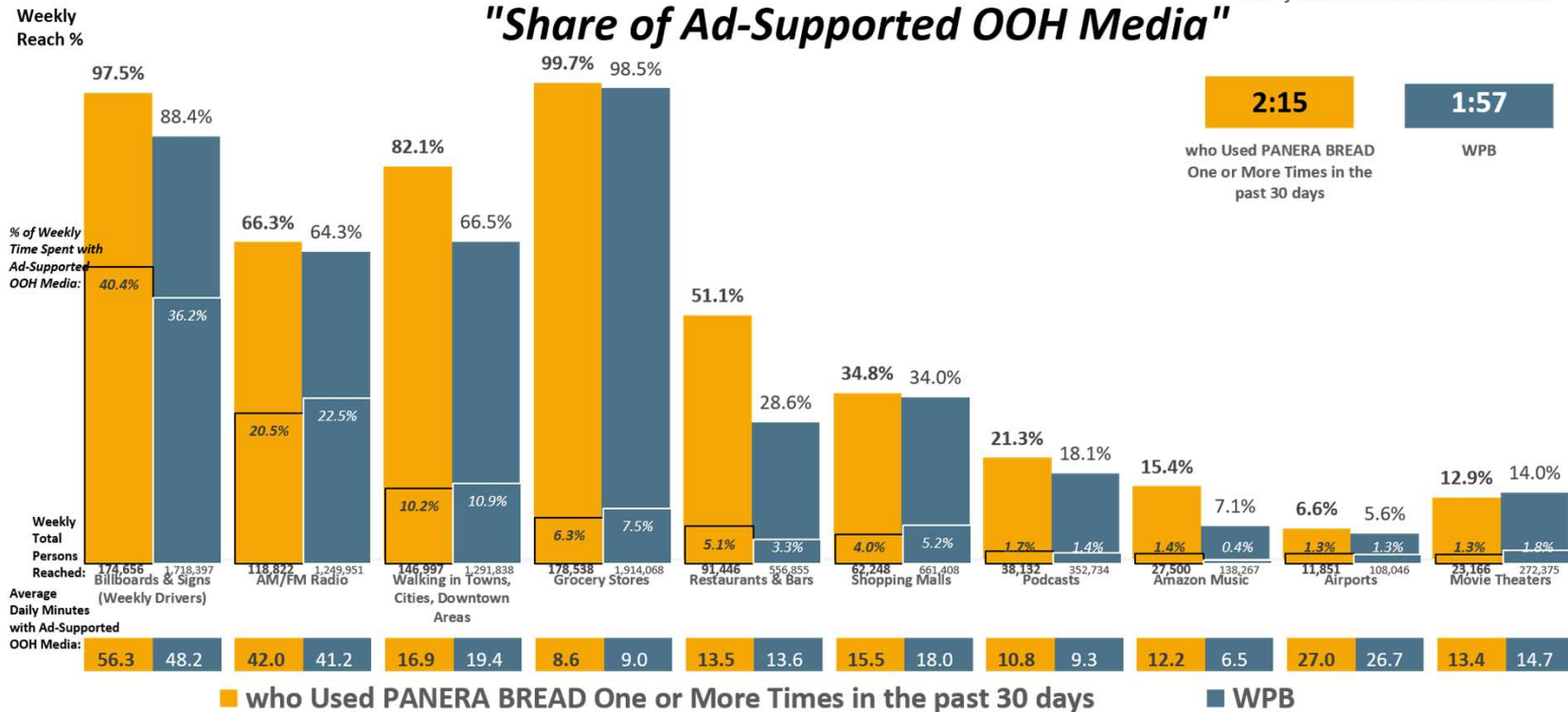
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread



174,656 or 97.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 56.3 minutes per day driving, seeing Billboards and Signs representing 40.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 251 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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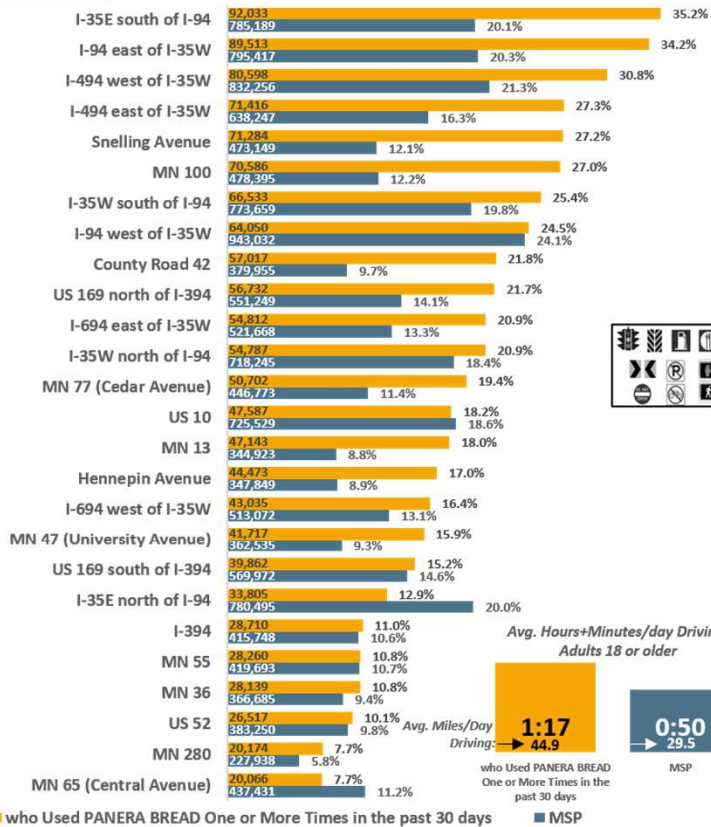
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Panera Bread

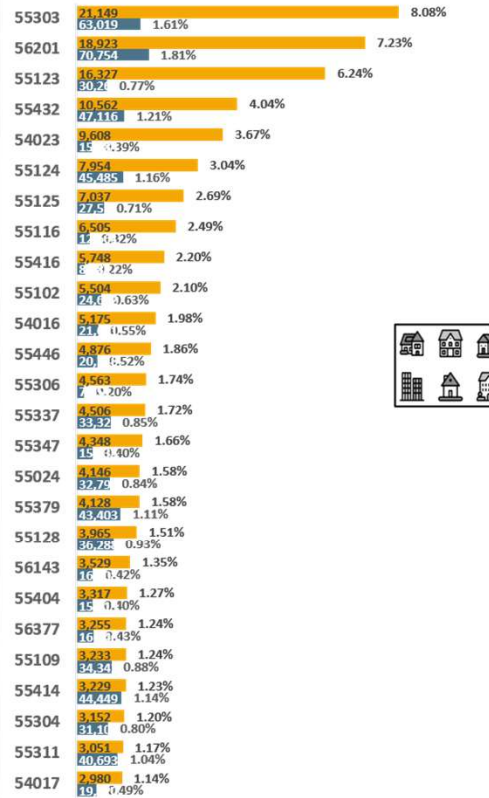


234,410 or 89.6% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 77.2 minutes per day driving an average of 44.9 miles each day and are 125.1% more likely to use Snelling Avenue than the Metro average.

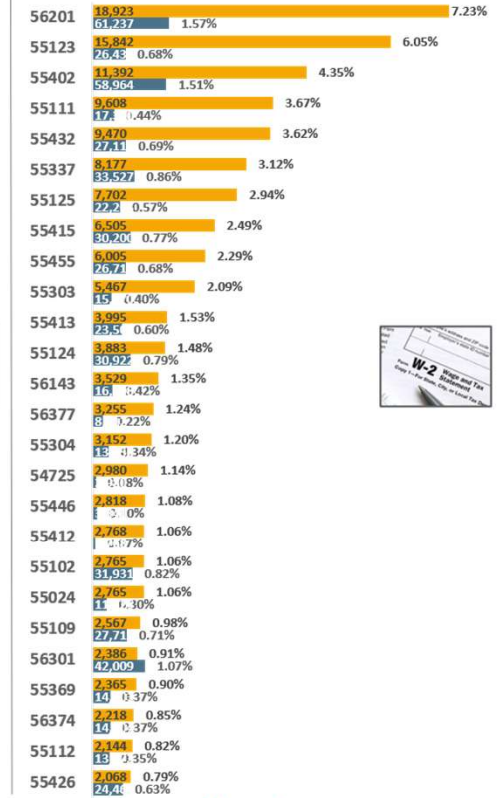
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



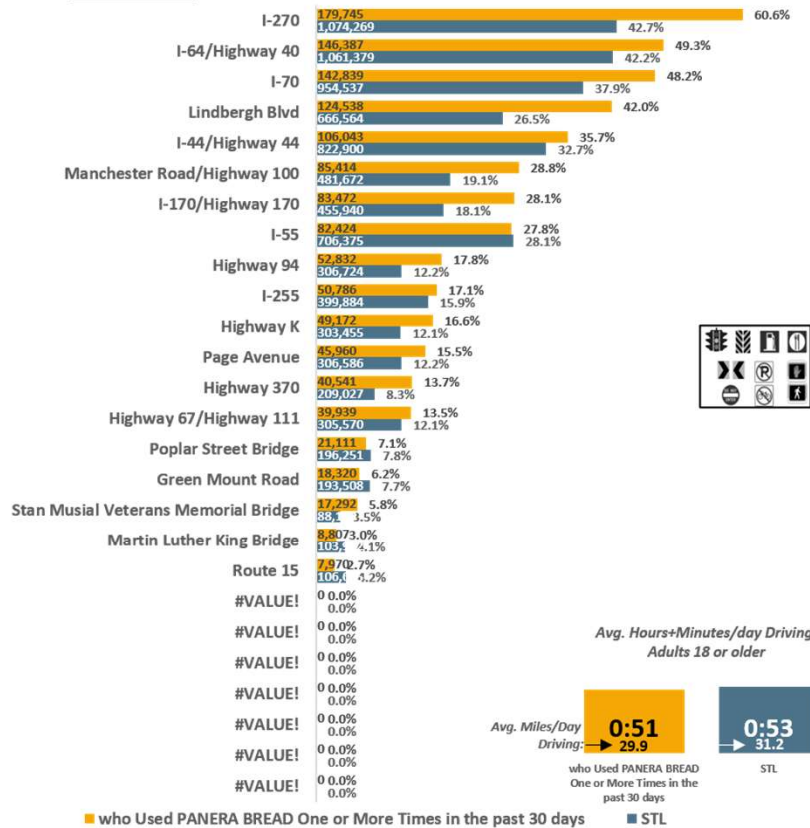
Top-26 Employment Zip Codes: Adults 18 or older



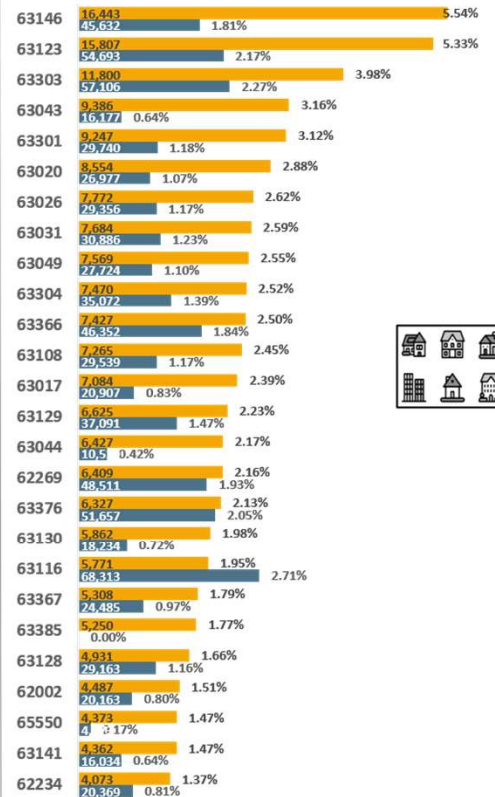


285,933 or 96.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 51.4 minutes per day driving an average of 29.9 miles each day and are 66.3% more likely to use Stan Musial Veterans Memorial Bridge than

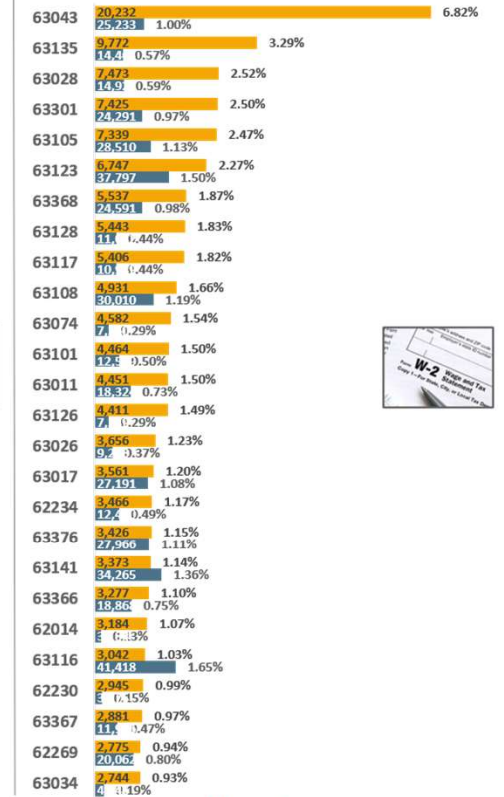
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



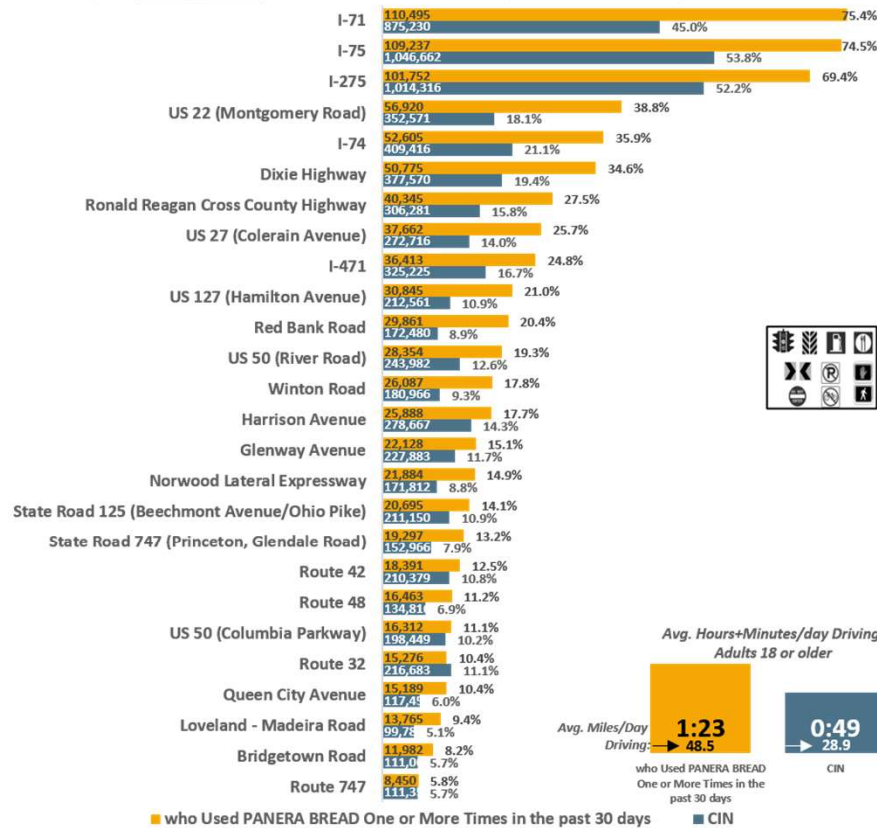
Top-26 Employment Zip Codes: Adults 18 or older



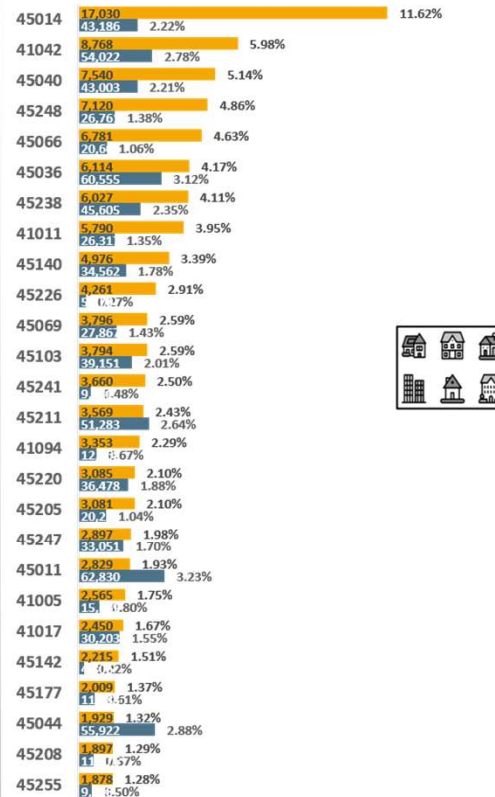


139,135 or 94.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 83.3 minutes per day driving an average of 48.5 miles each day and are 129.6% more likely to use Red Bank Road than the Metro average.

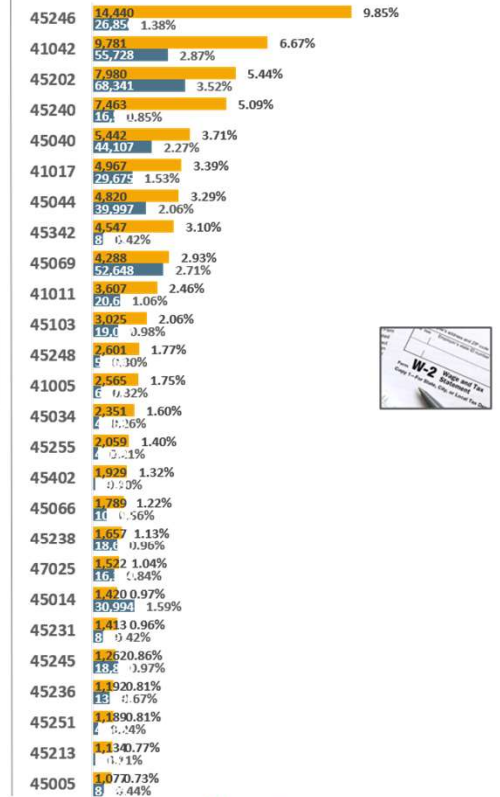
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



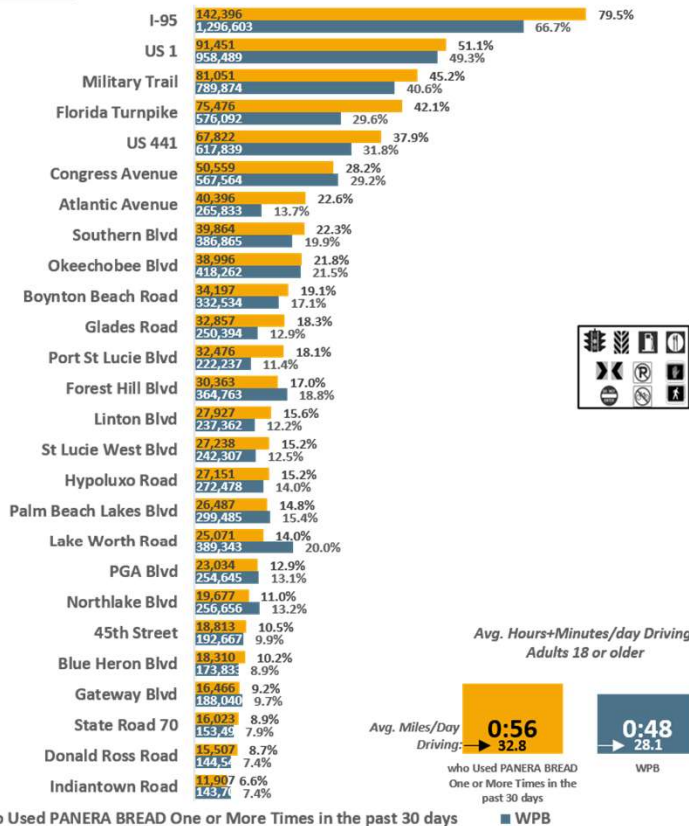
Top-26 Employment Zip Codes: Adults 18 or older



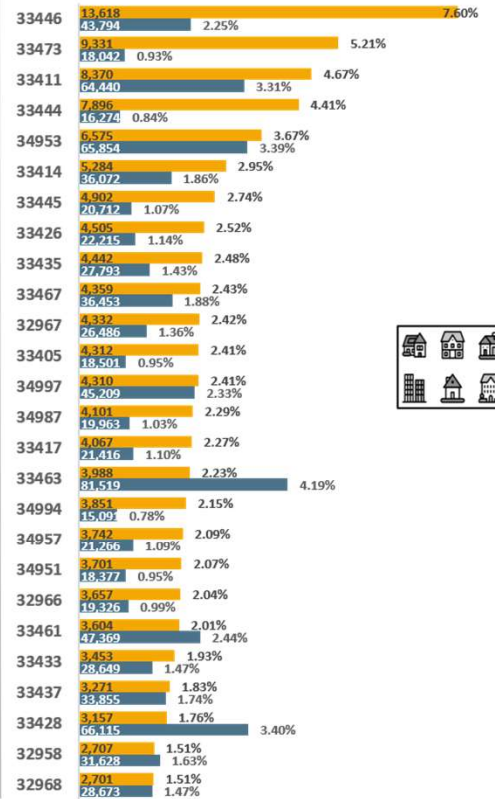


174,656 or 97.5% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days spend an average of 56.3 minutes per day driving an average of 32.8 miles each day and are 64.9% more likely to use Atlantic Avenue than the Metro average.

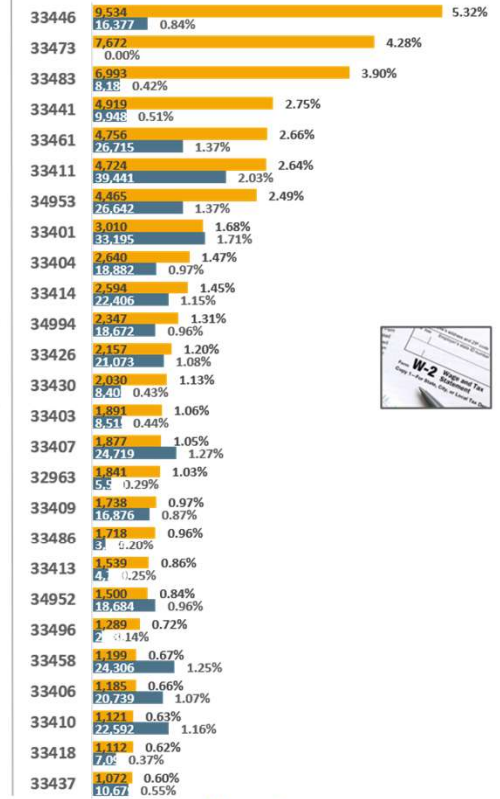
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



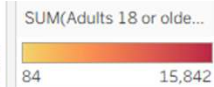
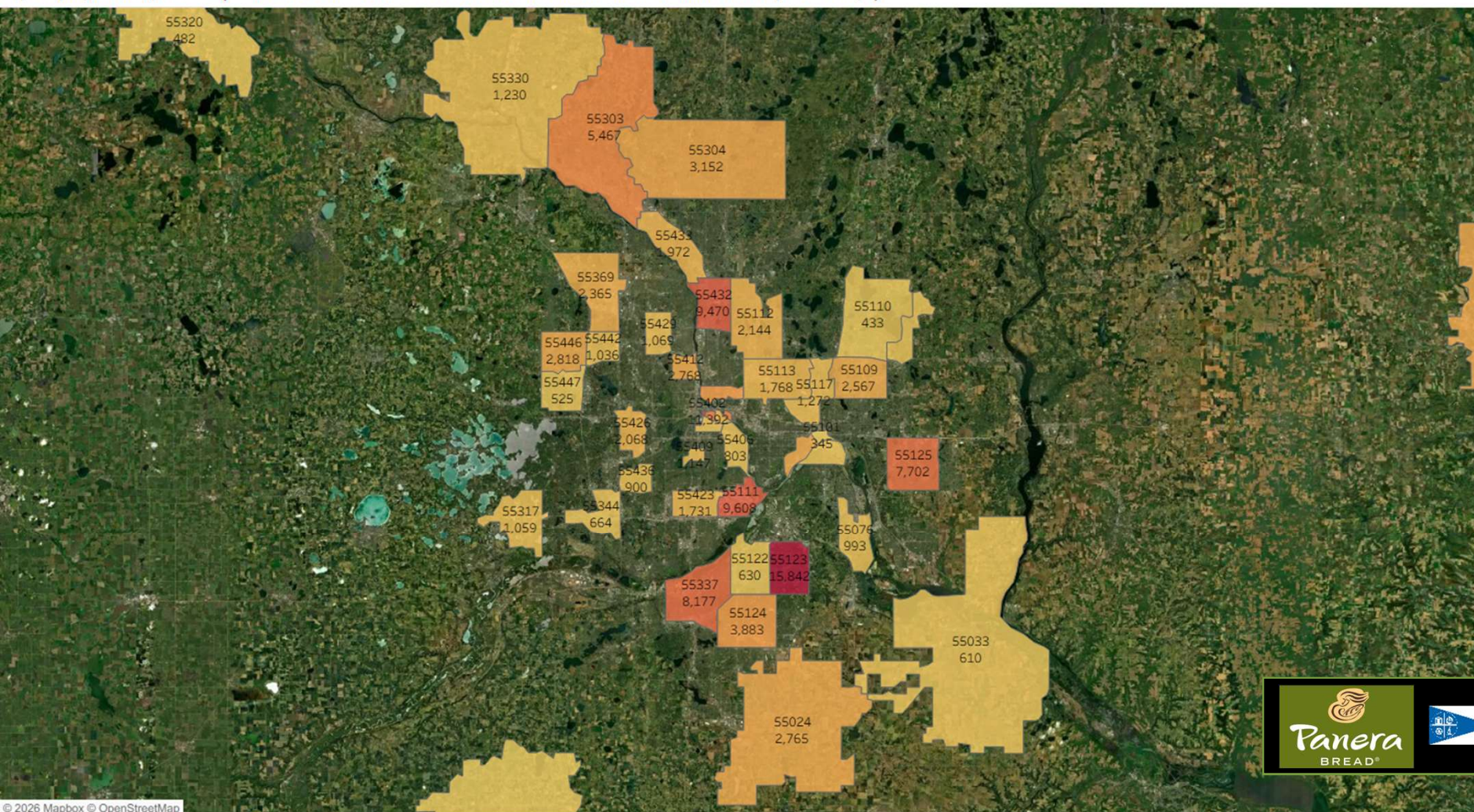
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



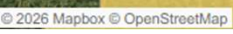
© 2026 Mapbox © OpenStreetMap

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150

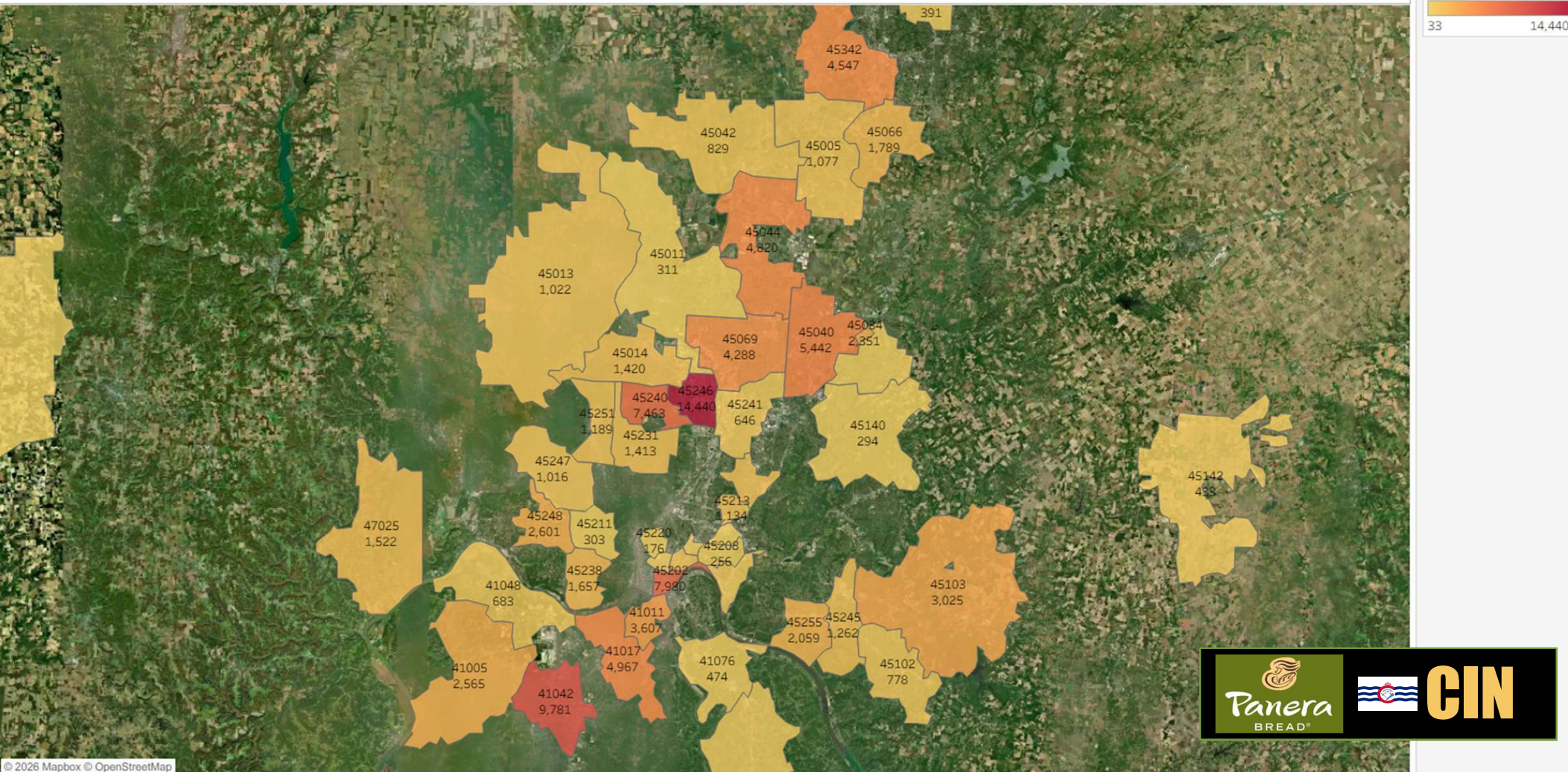
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Quick service restaurants used past 30 days: Panera Bread



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



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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 150

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Quick service restaurants used past 30 days: Panera Bread

▼ SUM(Adults 18 or olde...



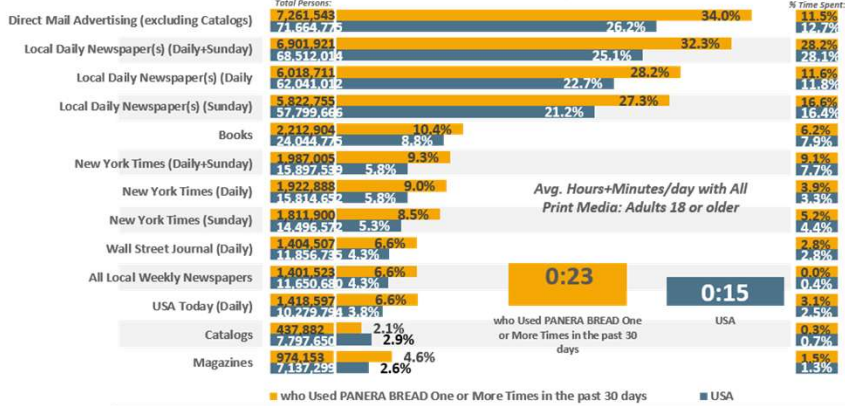
soefa.ai Share of Everything
for Anything.

Quick service restaurants used past 30 days: Panera Bread



6,901,921 or 32.3% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 30.1% of all time spent daily with All forms of Print

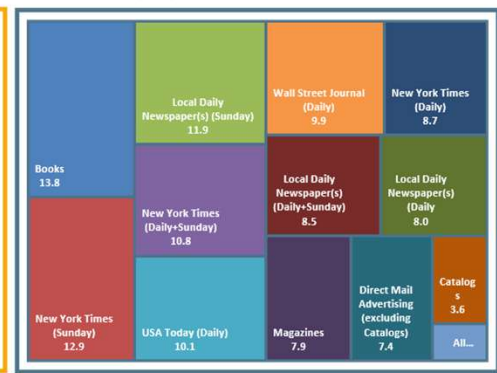
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



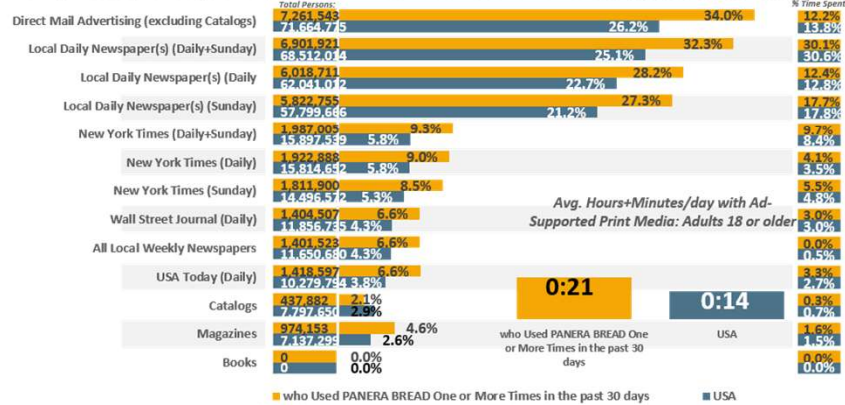
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:23 who Used PANERA BREAD One or More Times in the past 30 days 0:15 USA

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



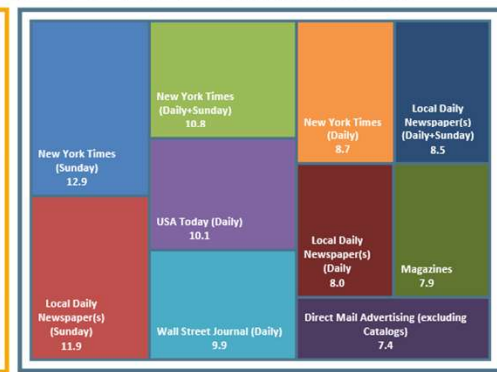
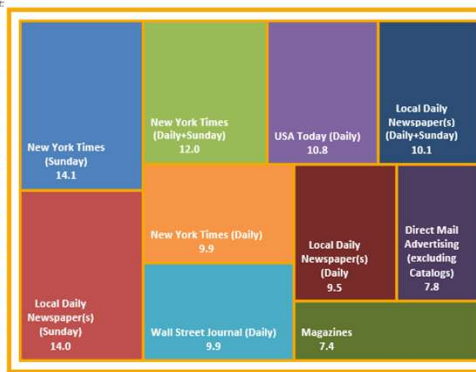
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:21 who Used PANERA BREAD One or More Times in the past 30 days 0:14 USA

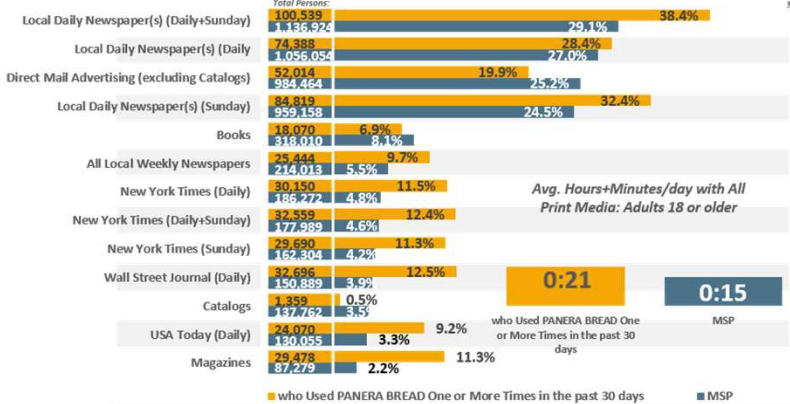
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



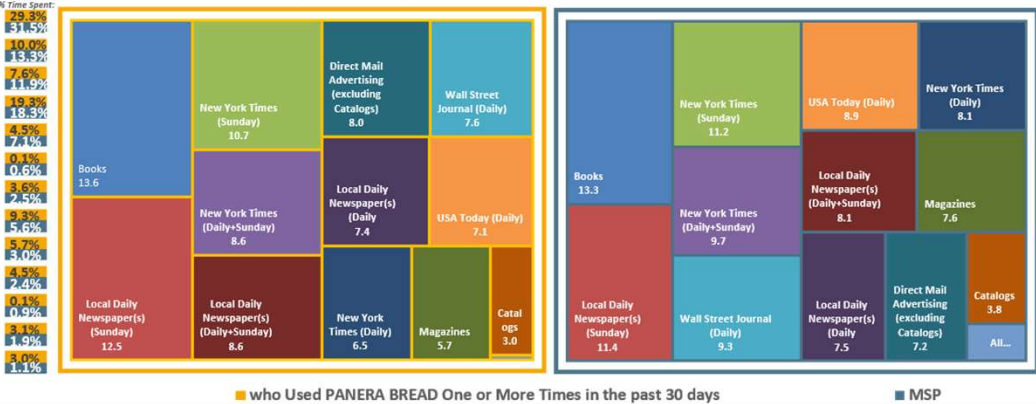


100,539 or 38.4% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.7% of all time spent daily with All forms of Print Med

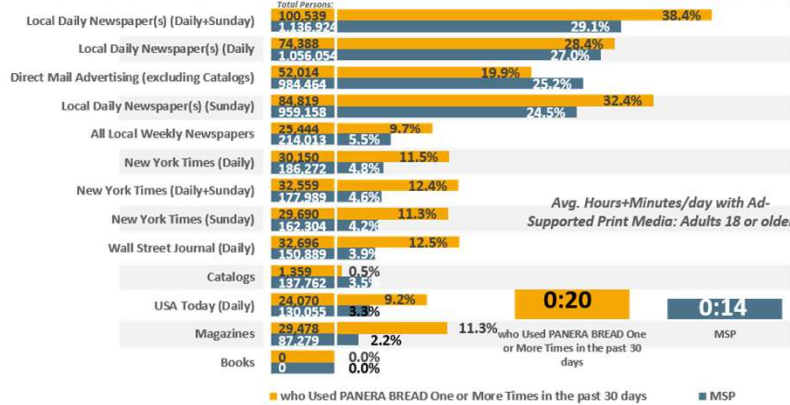
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



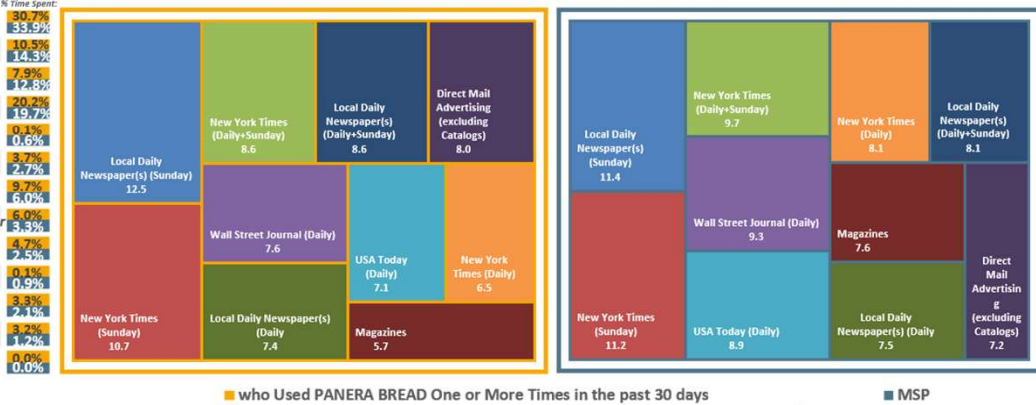
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



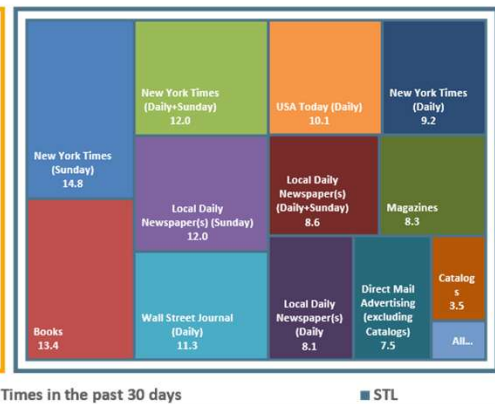
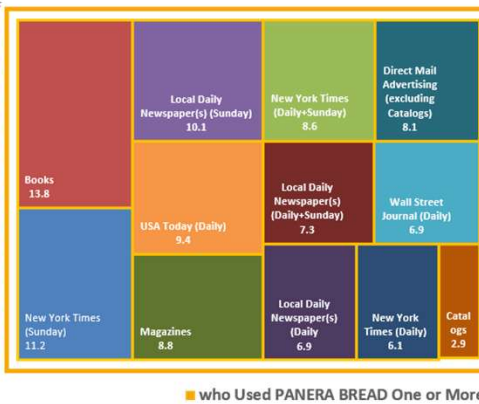
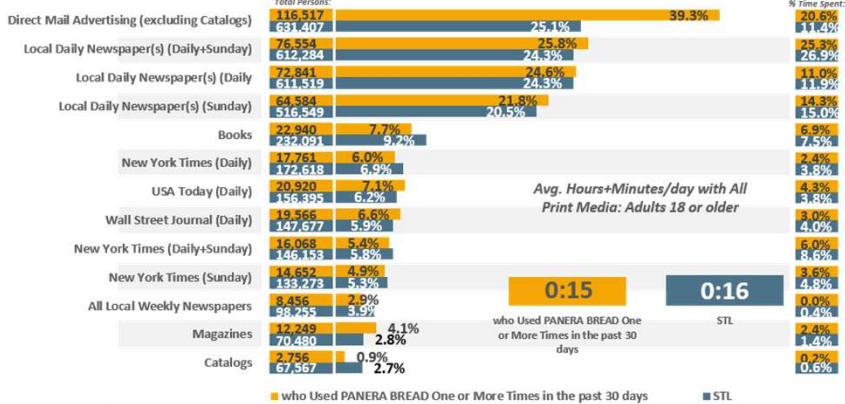
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



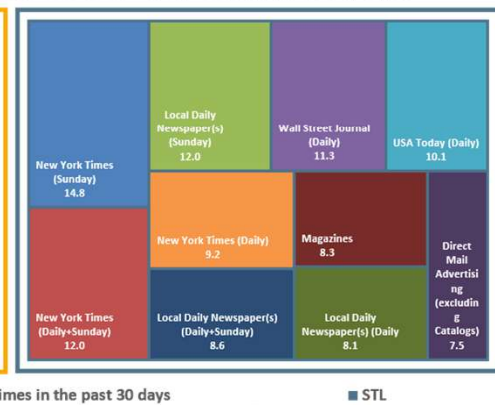
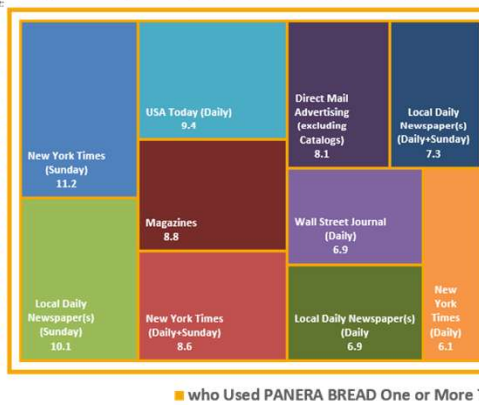
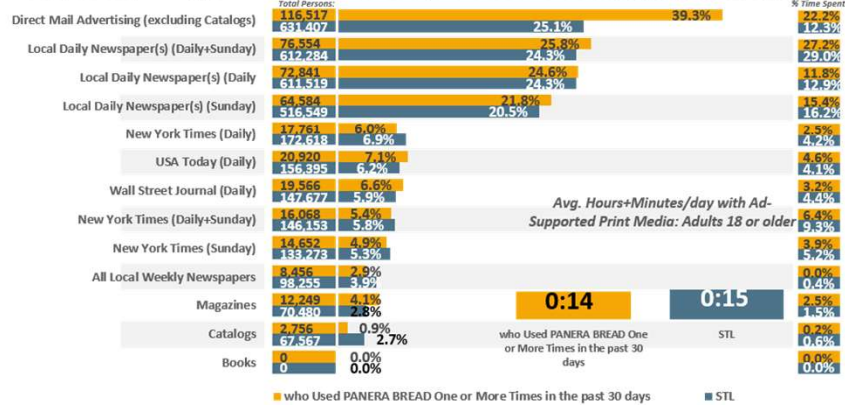


76,554 or 25.8% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 27.2% of all time spent daily with All forms of Print Medi

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**



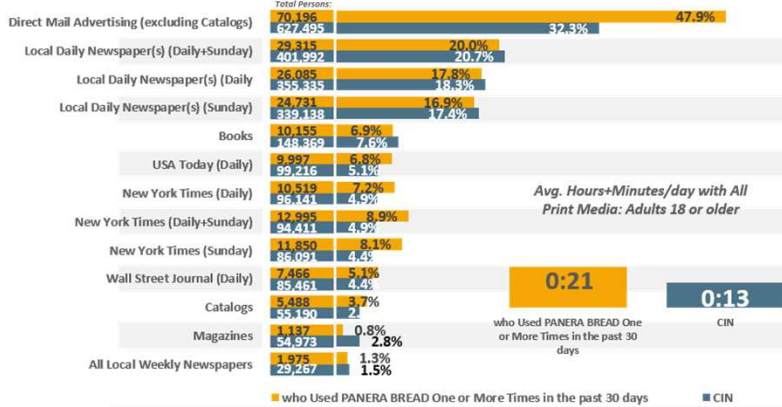
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





29,315 or 20.0% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 23.8% of all time spent daily with All forms of Print Media

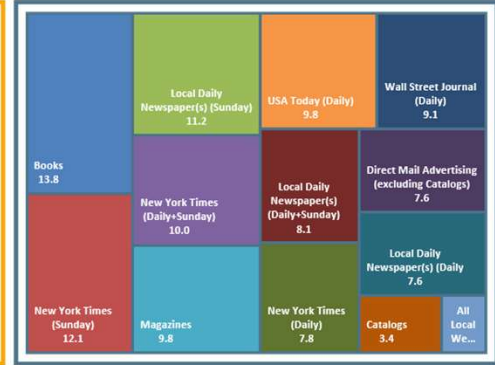
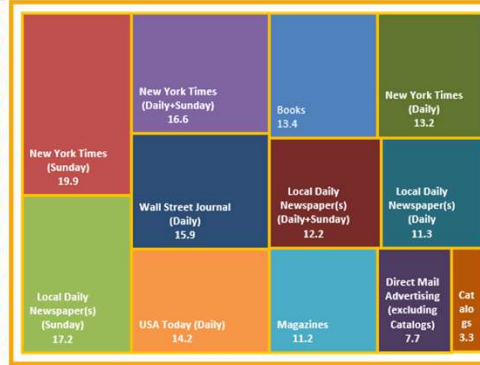
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



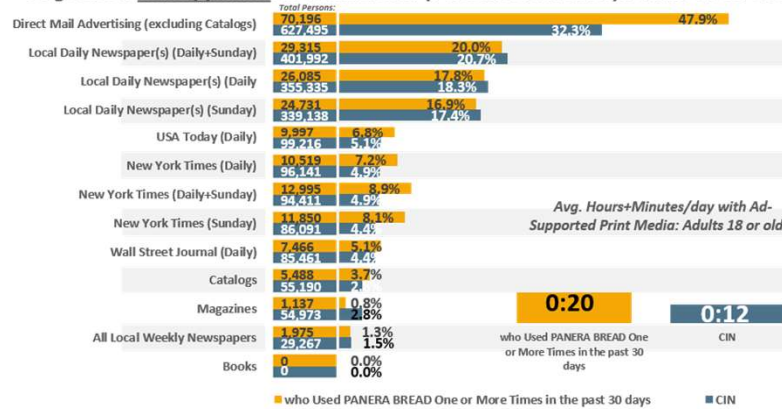
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:21
who Used PANERA BREAD One or More Times in the past 30 days
0:13
CIN

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



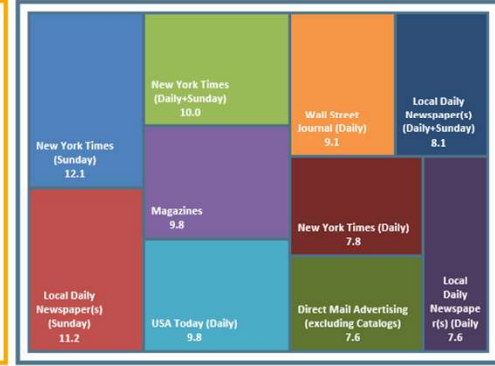
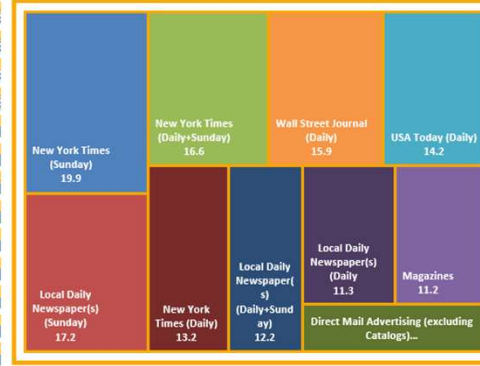
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:20
who Used PANERA BREAD One or More Times in the past 30 days
0:12
CIN

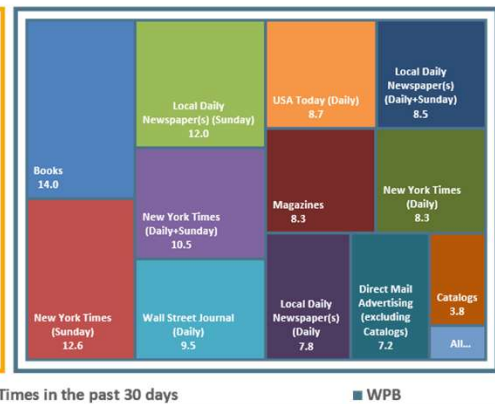
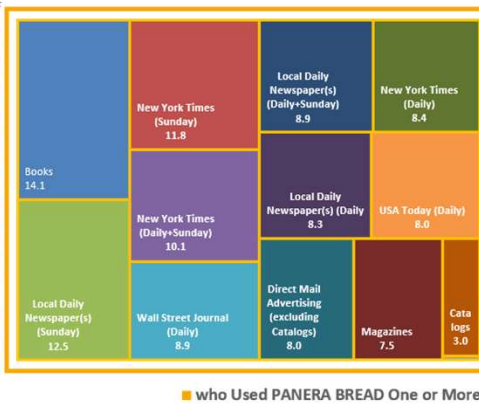
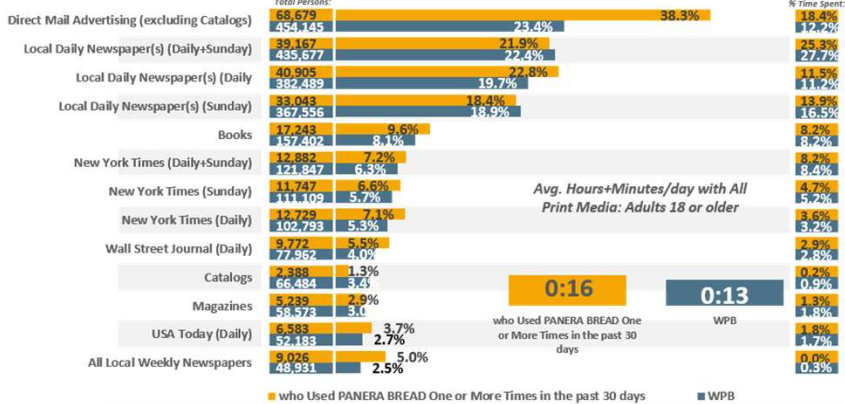
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



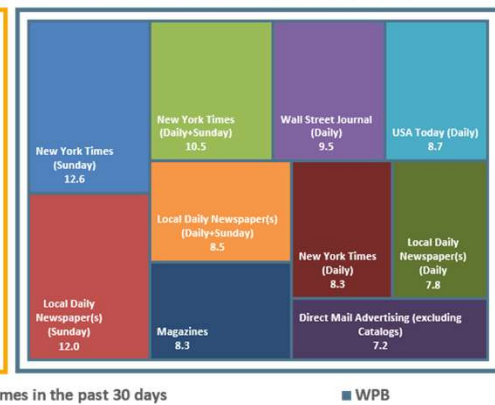
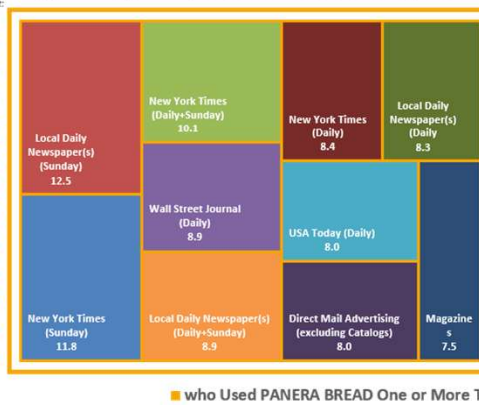
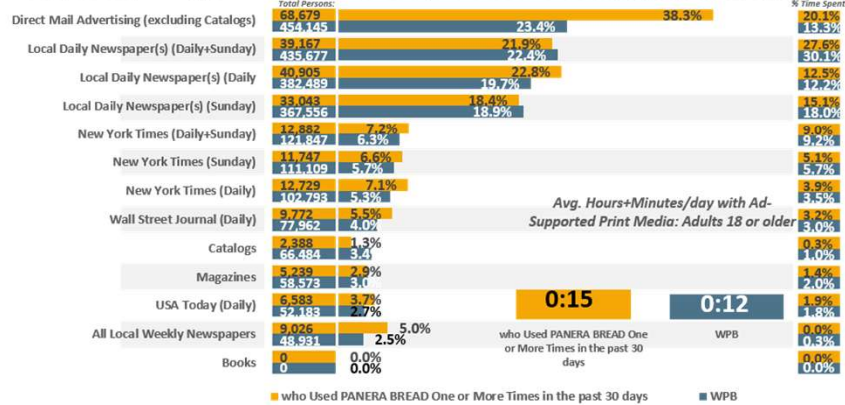


39,167 or 21.9% of Adults 18 or older who Used PANERA BREAD One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 27.6% of all time spent daily with All forms of Print Medi

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**



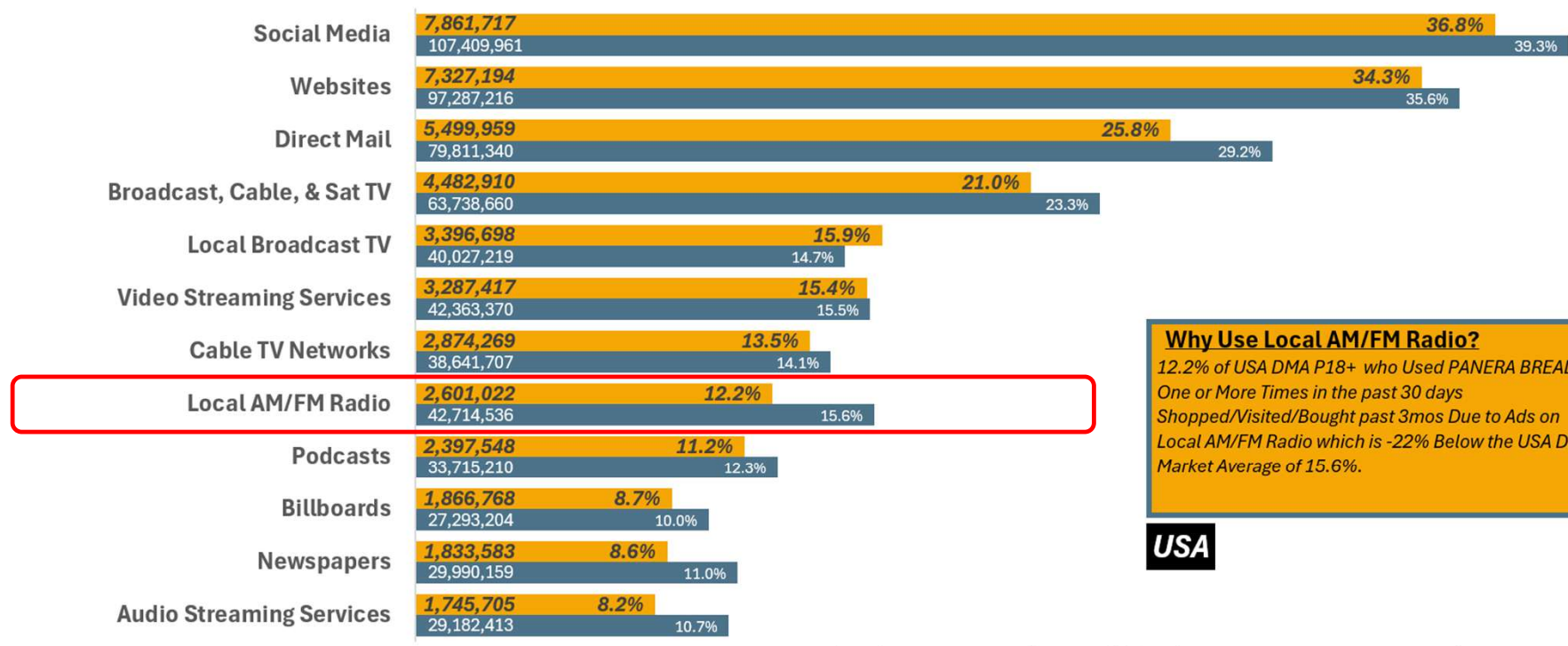
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?
12.2% of USA DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the USA DMA Market Average of 15.6%.

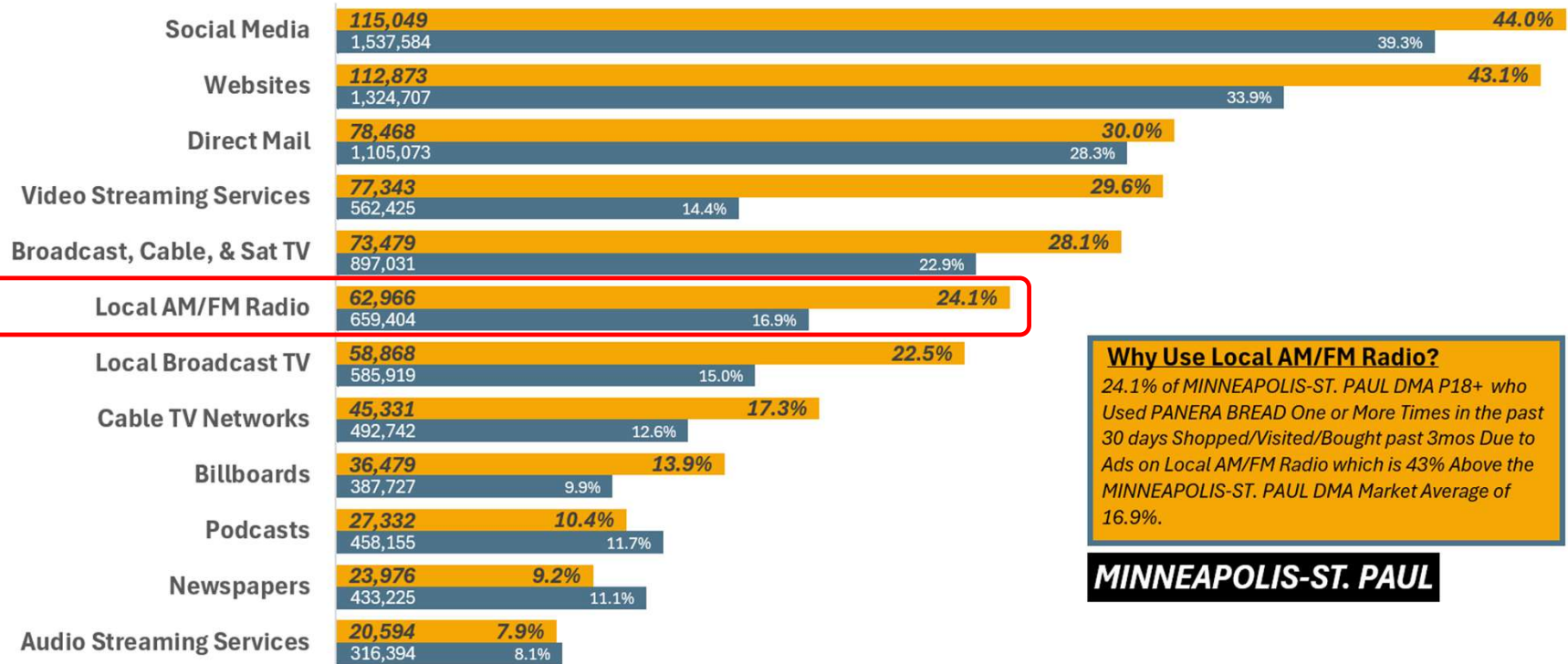


USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 2320
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

24.1% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Used PANERA BREAD 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: 150
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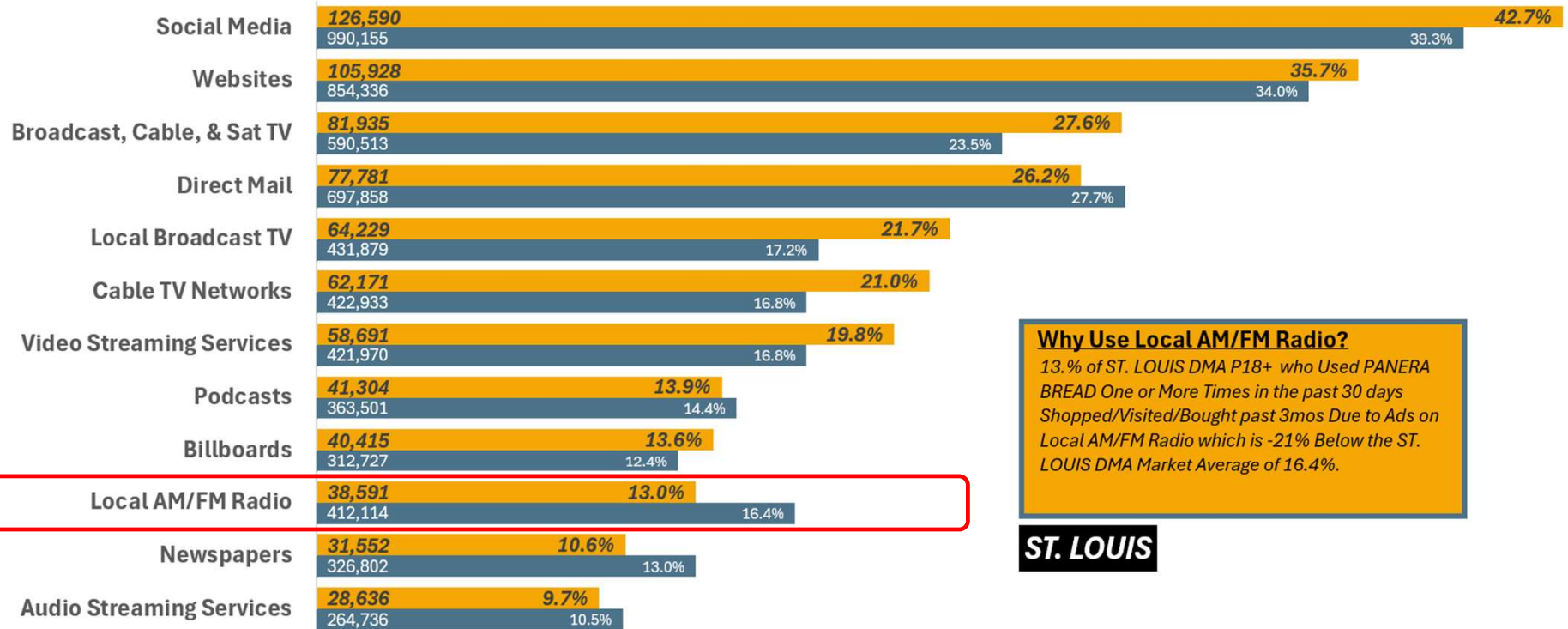
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Quick service restaurants used past 30 days: Panera Bread



"Advertising Actions"

P18+ who Used PANERA BREAD 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. % of ST. LOUIS DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Used PANERA BREAD 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: 280
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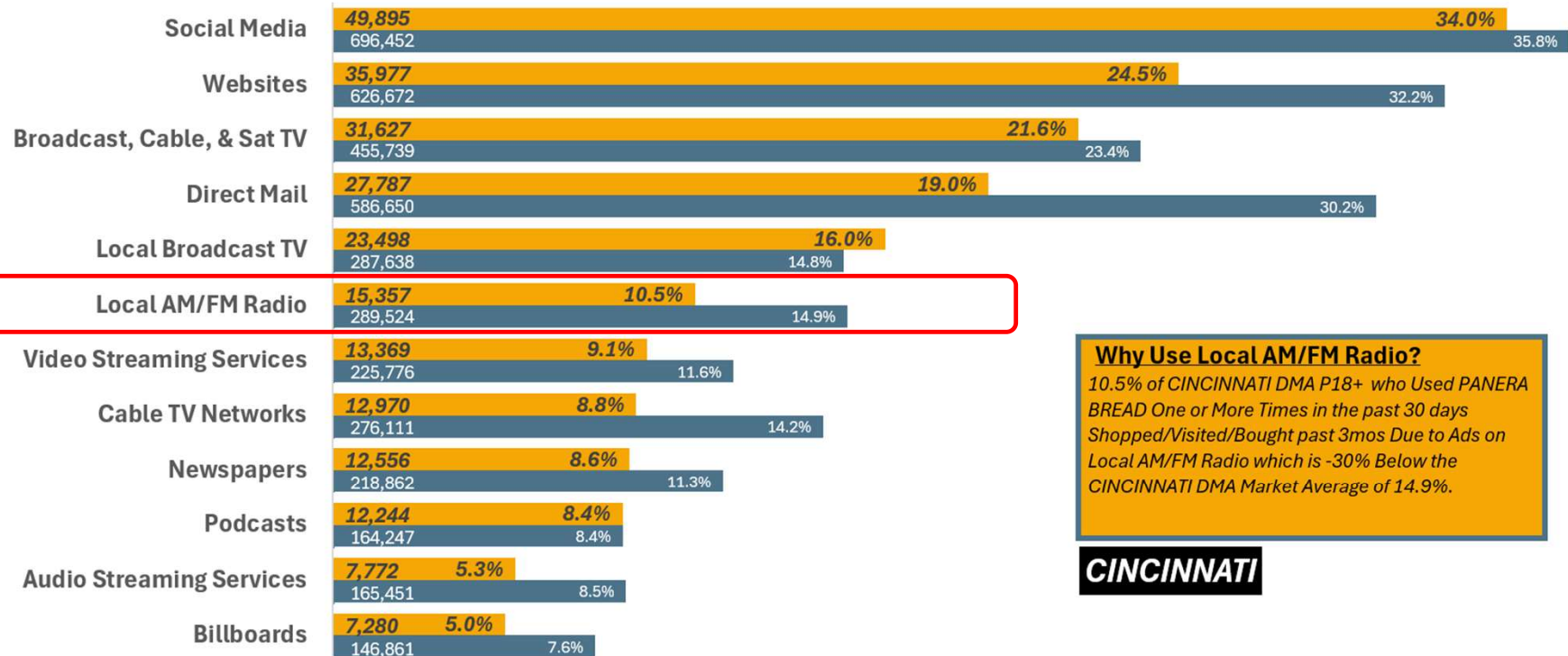
soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Panera Bread



"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.5% of CINCINNATI DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -30% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Used PANERA BREAD 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: 150
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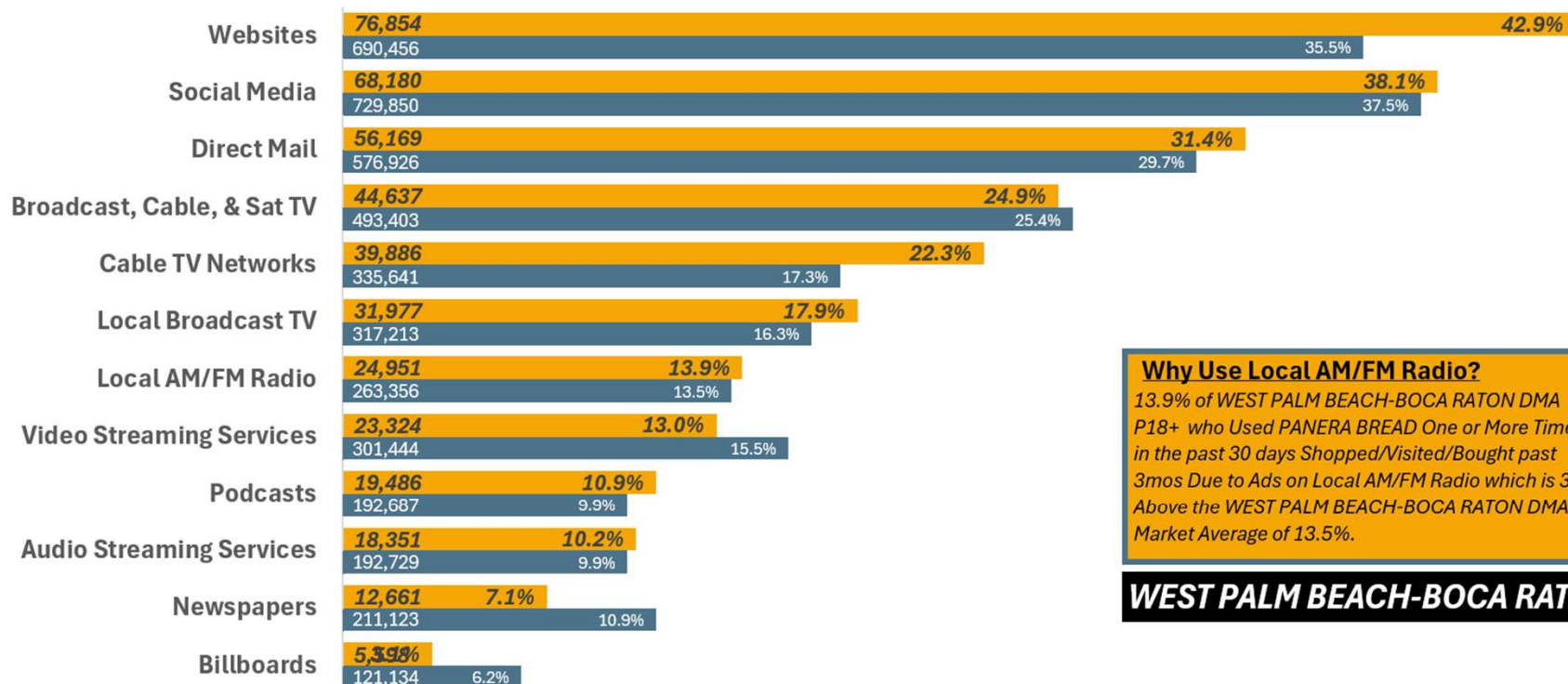
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for Anything

Quick service restaurants used past 30 days: Panera Bread



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used PANERA BREAD One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Used PANERA BREAD 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: 251
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Quick service restaurants used past 30 days: Panera Bread