

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

## Brand New Data as of January 31, 2026!

### Complete Demographic & Media Use Profiles



The collage features several elements: the United States and Florida state flags; a map of the West Palm Beach DMA showing counties like Indian River, St. Lucie, Martin, Palm Beach North, Palm Beach South, Hendry, and Broward; an aerial view of the city skyline and waterfront; and logos for five restaurants: Bud's Chicken & Seafood, Duffy's Sports Grill, Miller's Ale House, Pollo Tropical, and Too Jay's. The text 'DMA #39' is prominently displayed over the city view.

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

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





WPB

5.4% or 104,543 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days.  
Typical Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 52.8 years old (.8% younger than average) and have a \$84,006 (20.3% lower than average) annual household income.

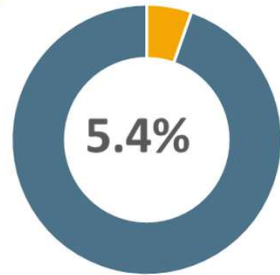


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used BUD'S CHICKEN & SEAFOOD in the past 30 days  
■ Remainder of WPB DMA

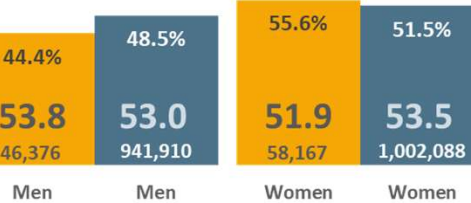
Total Persons:

104,543 1,839,455

%M vs. %F:

Average Age:

# Persons:



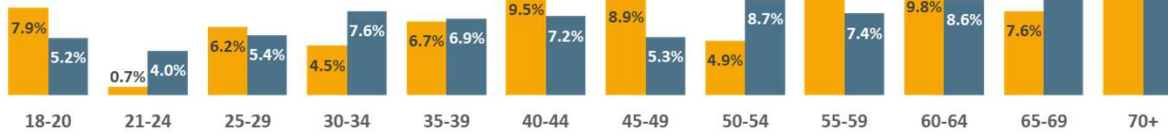
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



■ who Used BUD'S CHICKEN & SEAFOOD in the past 30 days ■ WPB

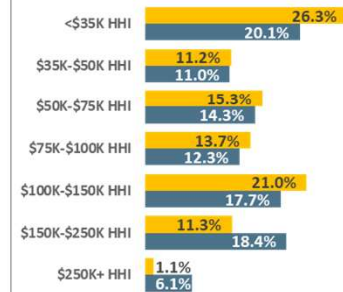


■ who Used BUD'S CHICKEN & SEAFOOD in the past 30 days

■ WPB



HHI of Target vs. Market:



Avg HHI:

\$84,006

\$105,392



8.2% or 158,729 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL in the past 30 days. Typical Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days are 58. years old (9.% older than average) and have a \$121,585 (15.4% higher than average) annual household income.

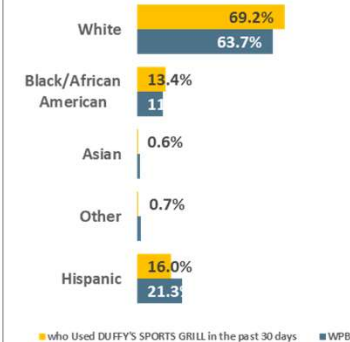
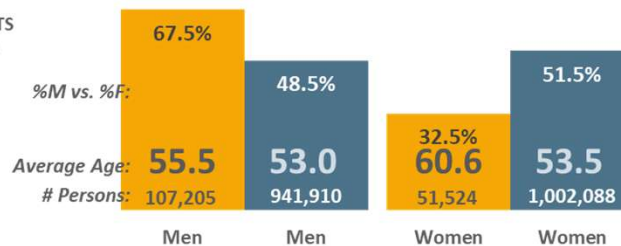
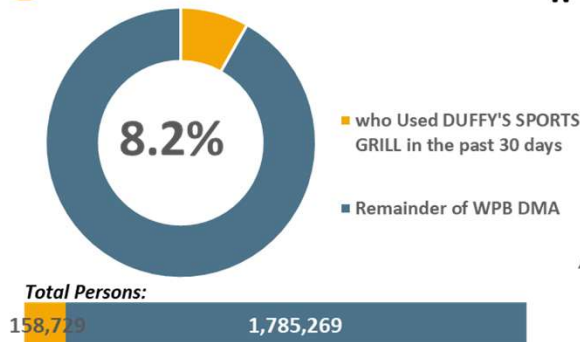


### Percent of Market: Adults 18 or older



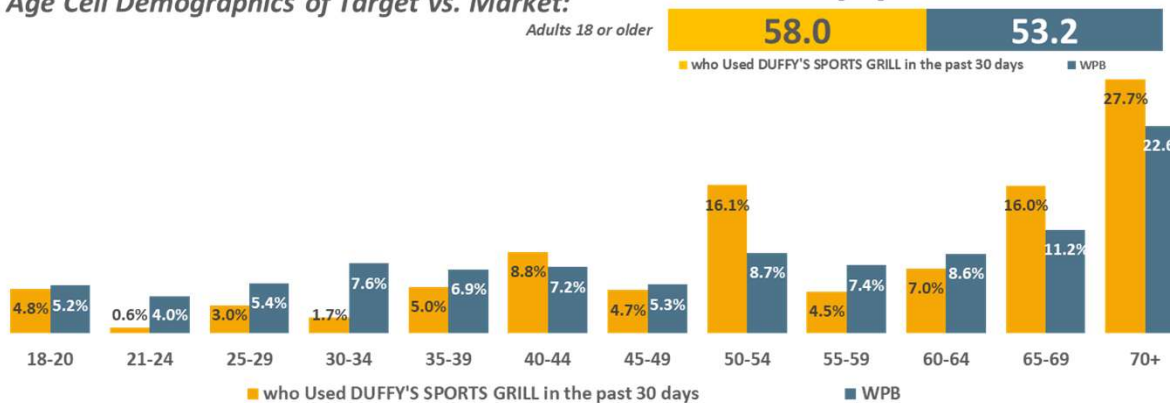
### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:

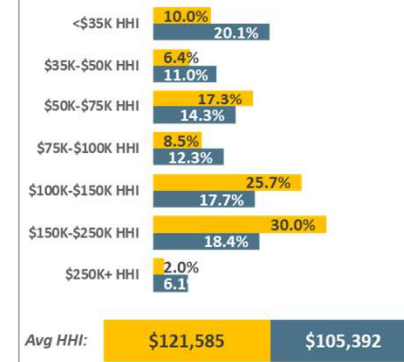


### Age Cell Demographics of Target vs. Market:

#### Average Age:



### HHI of Target vs. Market:





**MILLER'S  
ALE HOUSE**



**WPB**

5.1% or 99,716 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.  
Typical Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 54.8 years old (3.% older than average) and have a \$120,660 (14.5% higher than average) annual household income.

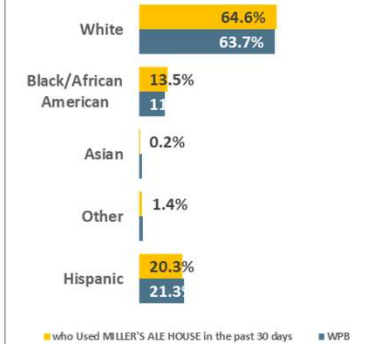
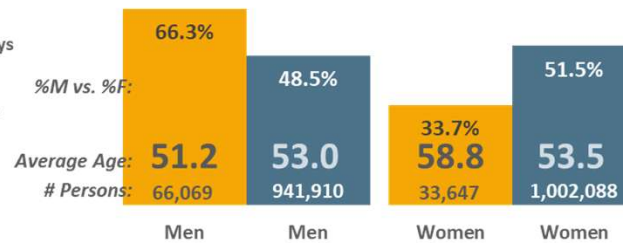
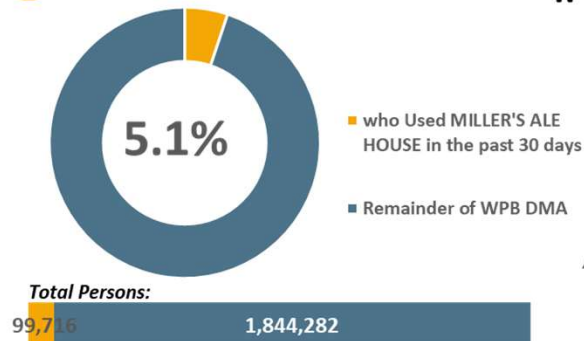


**Percent of Market: Adults 18 or older**

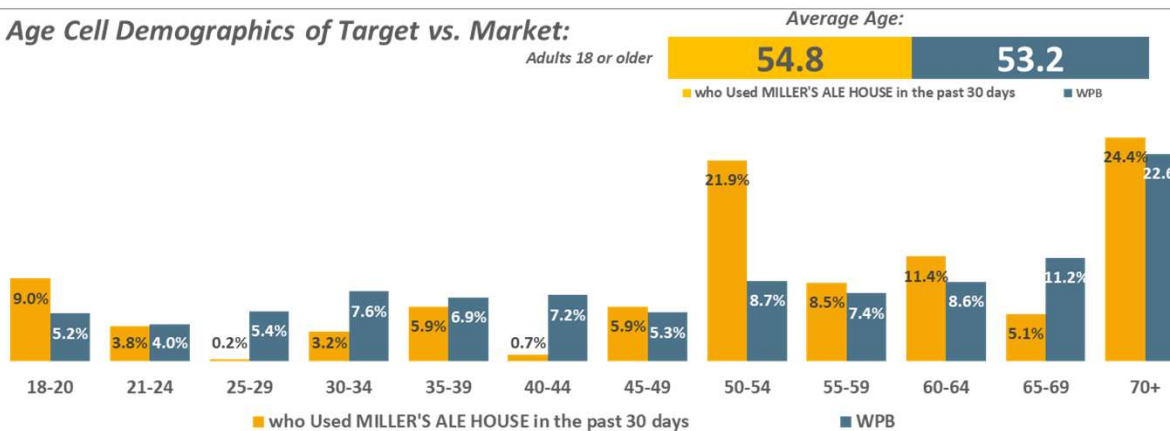


**Gender of Target vs. Market: Adults 18 or older**

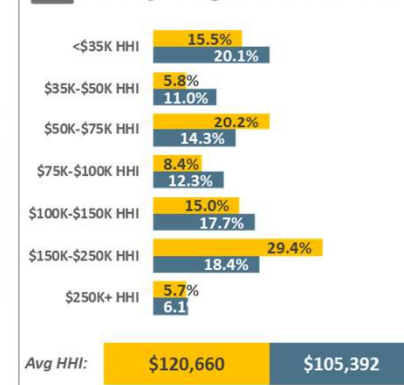
**Ethnicity of Target vs. Market:**



**Age Cell Demographics of Target vs. Market:**



**HHI of Target vs. Market:**







5.7% or 111,472 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.  
 Typical Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 48.9 years old (8.1% younger than average) and have a \$95,210 (9.7% lower than average) annual household income.

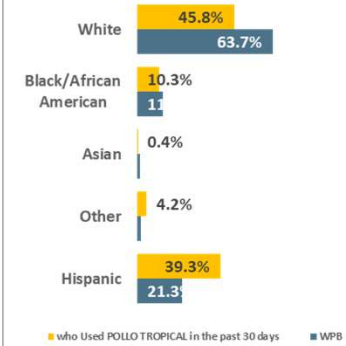
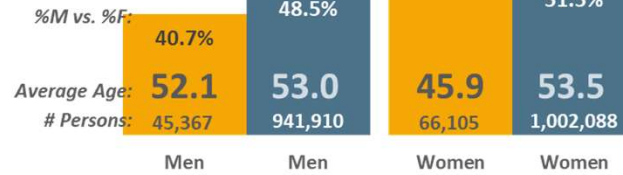
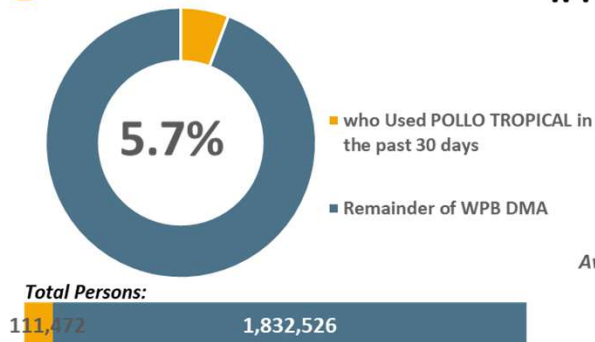


### Percent of Market: Adults 18 or older



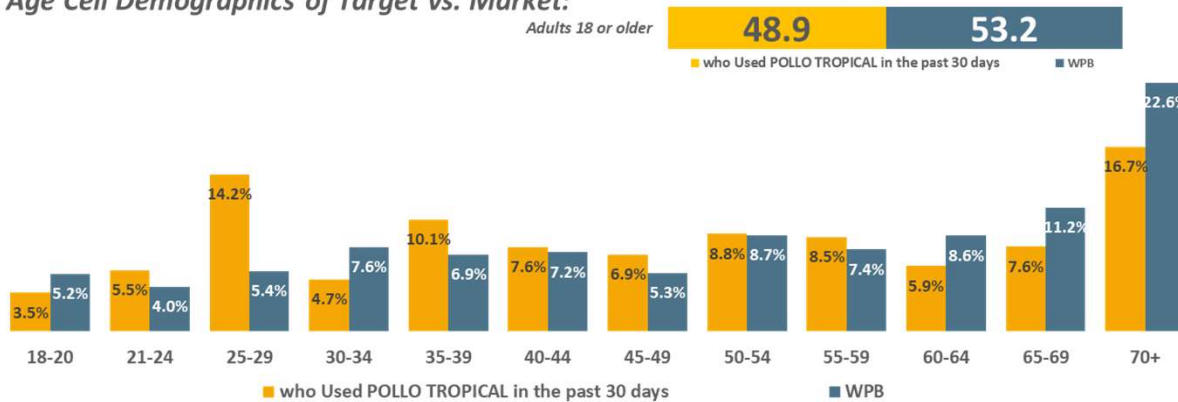
### Gender of Target vs. Market: Adults 18 or older

### Ethnicity of Target vs. Market:

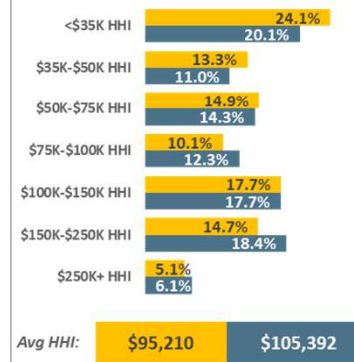


### Age Cell Demographics of Target vs. Market:

#### Average Age:



### HHI of Target vs. Market:





3.2% or 62,966 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Typical Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 64.4 years old (21% older than average) and have a \$142,655 (35.4% higher than average) annual household income.

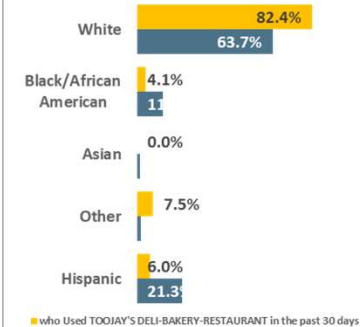
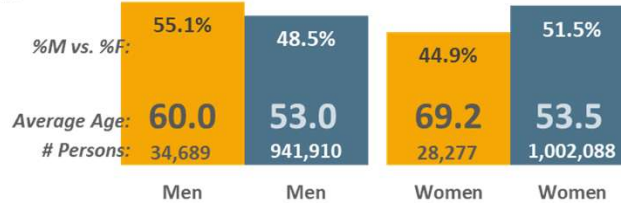
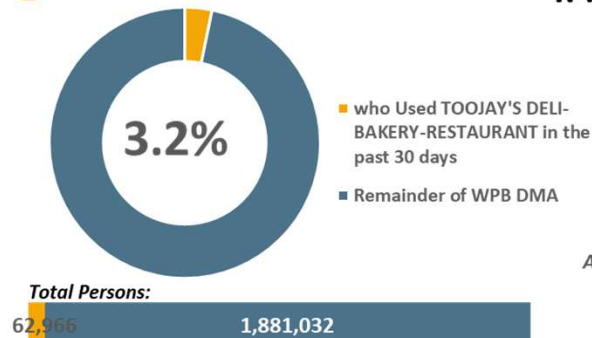


## Percent of Market: Adults 18 or older



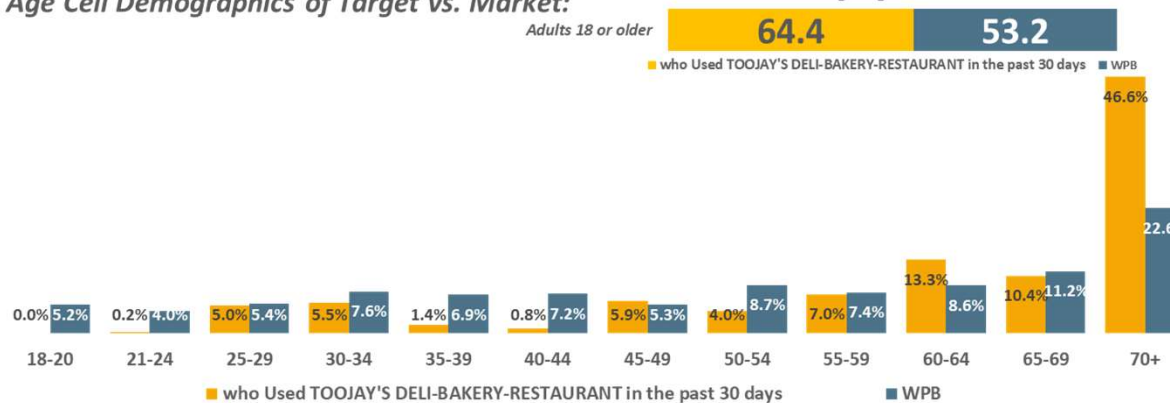
## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

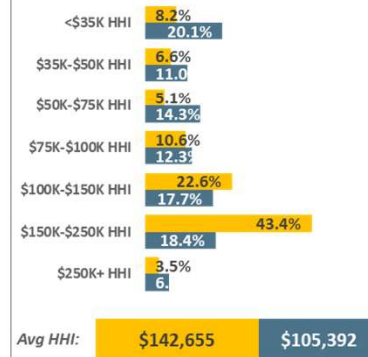


## Age Cell Demographics of Target vs. Market:

### Average Age:



## HHI of Target vs. Market:



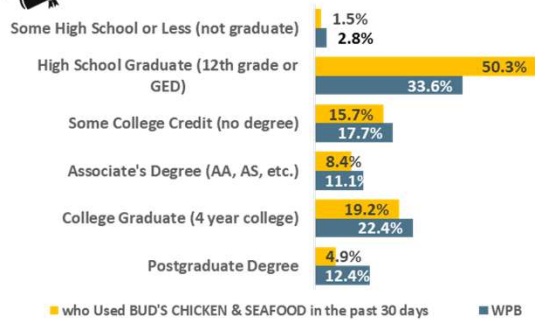


# WPB

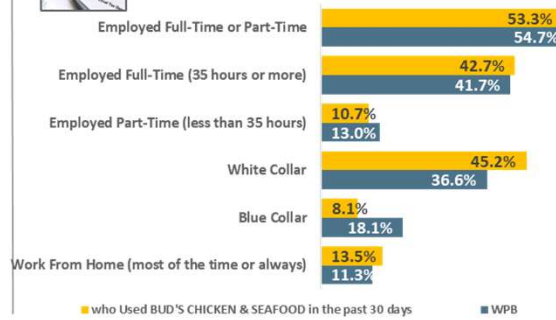
5.4% or 104,543 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 30.8% less likely to be a college graduate, 2.2% more likely to work full-time, 30.2% less likely to be married, 24.1% less likely to be a parent of 1 or more children under 18.



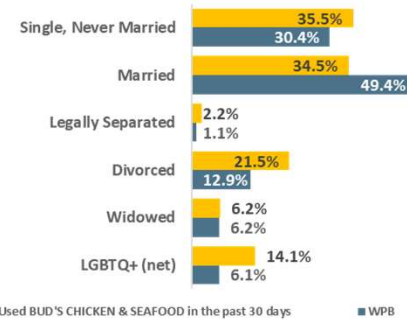
## Education Levels: Adults 18 or older



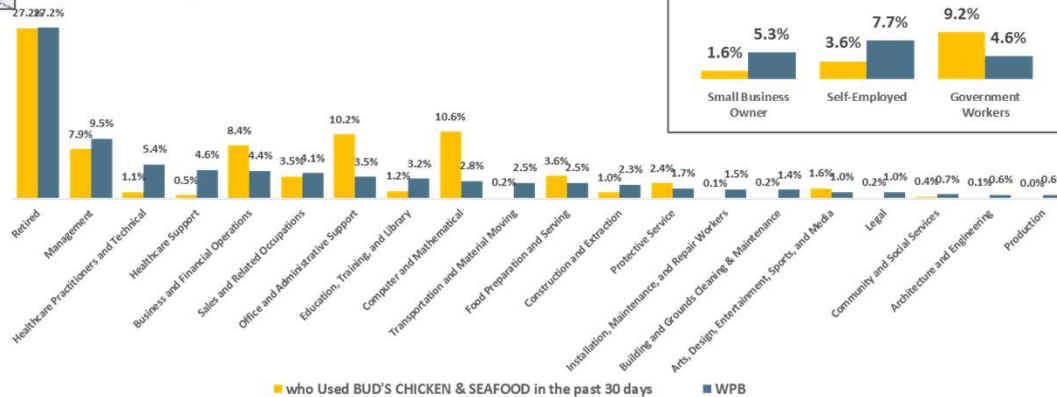
## Employment: Adults 18 or older



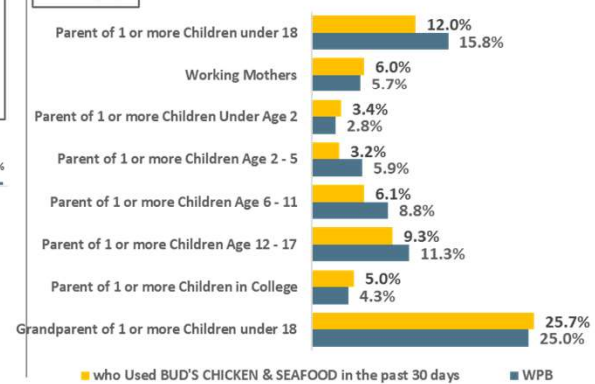
## Marital Status: Adults 18 or older



## Top-20 Occupations: Adults 18 or older



## Stage in Life: Adults 18 or older



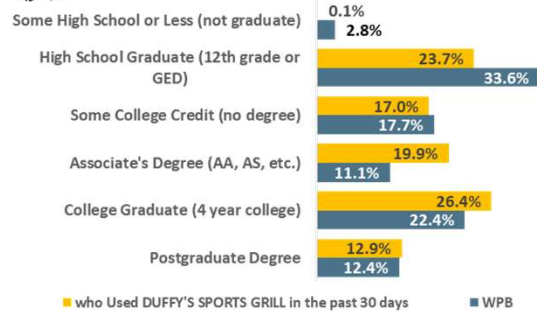




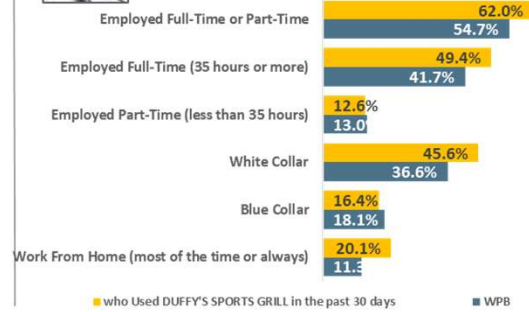
8.2% or 158,729 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL in the past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days are 12.9% more likely to be a college graduate, 18.3% more likely to work full-time, 37.7% more likely to be married, 28.7% less likely to be a parent of 1 or more children under 18.



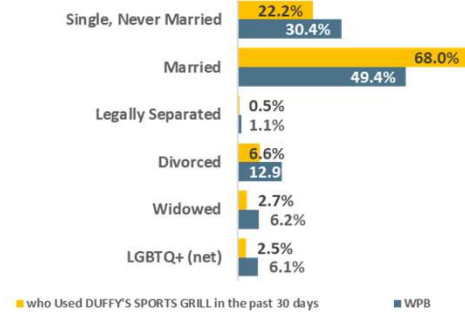
### Education Levels: Adults 18 or older



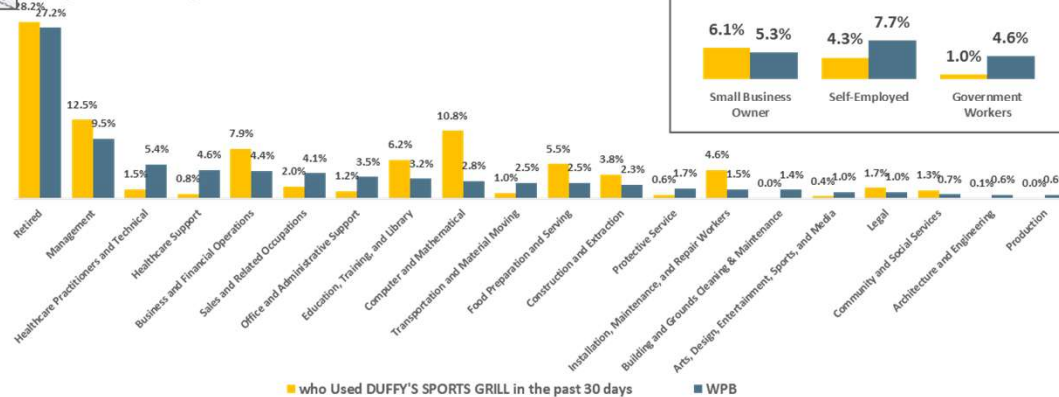
### Employment: Adults 18 or older



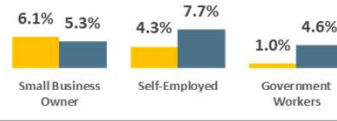
### Marital Status: Adults 18 or older



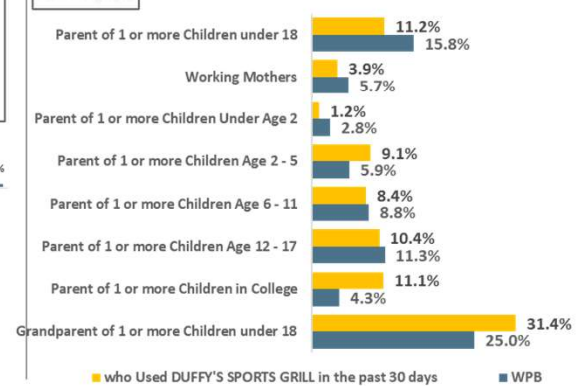
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



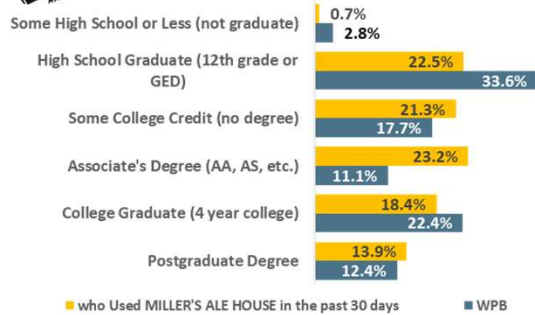
### Stage in Life: Adults 18 or older



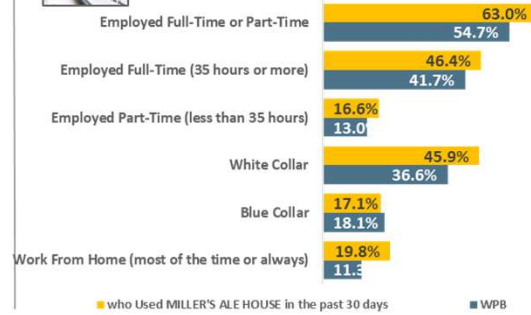
5.1% or 99,716 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 7.% less likely to be a college graduate, 11.1% more likely to work full-time, 36.3% more likely to be married, 29.6% less likely to be a parent of 1 or more children under 18.



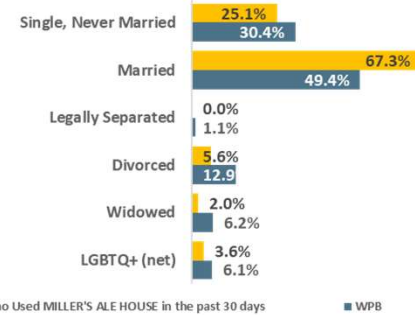
### Education Levels: Adults 18 or older



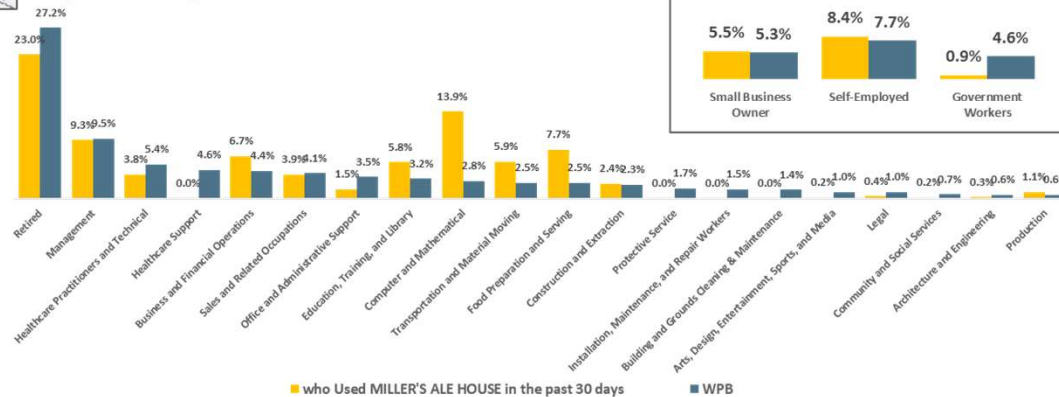
### Employment: Adults 18 or older



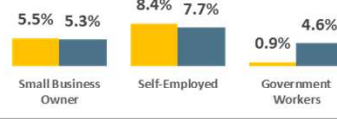
### Marital Status: Adults 18 or older



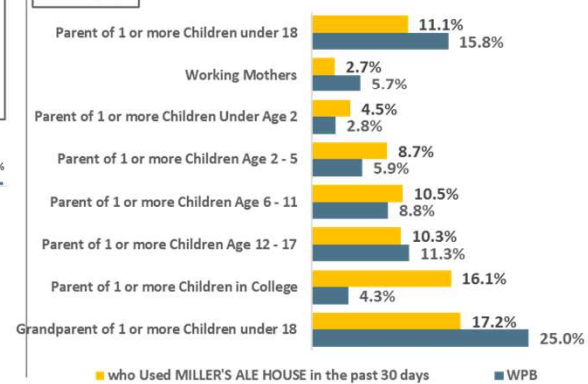
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

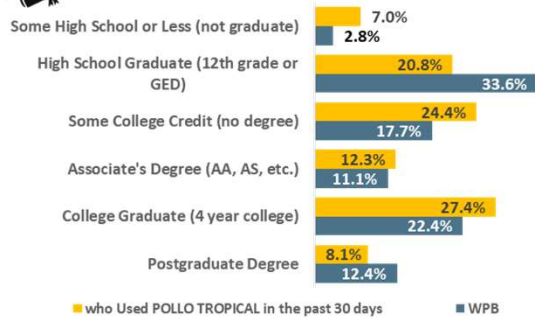




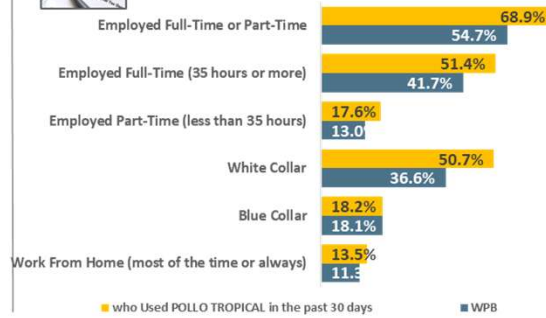
5.7% or 111,472 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days. Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 1.8% more likely to be a college graduate, 23.% more likely to work full-time, 13.4% more likely to be married, 62.% more likely to be a parent of 1 or more children under 18.



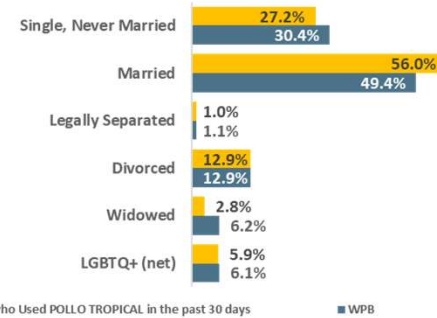
### Education Levels: Adults 18 or older



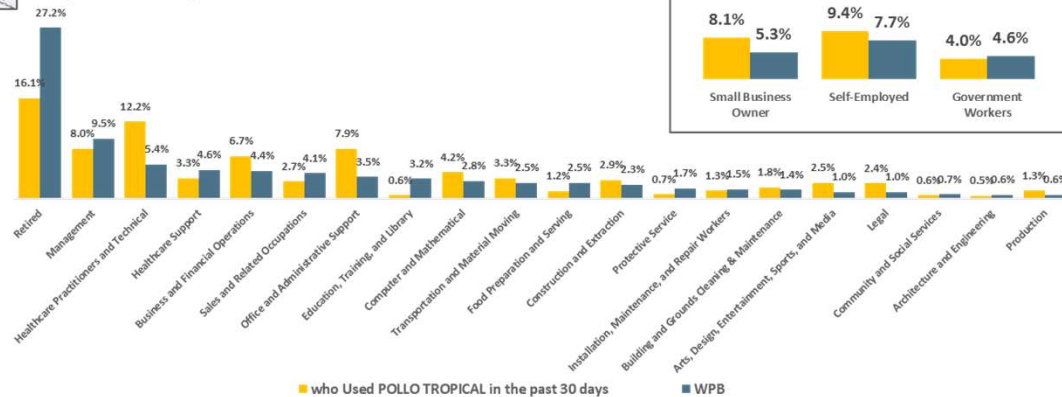
### Employment: Adults 18 or older



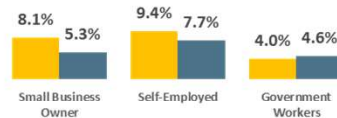
### Marital Status: Adults 18 or older



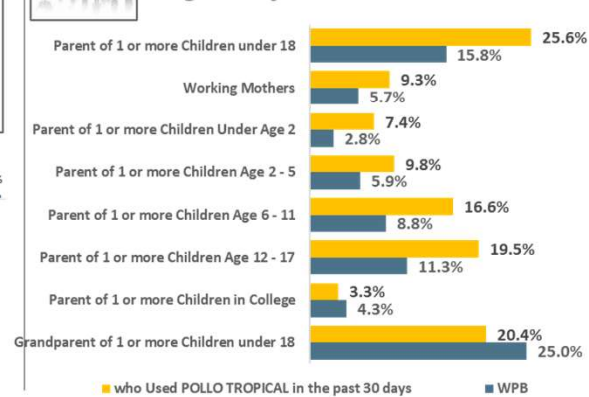
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older





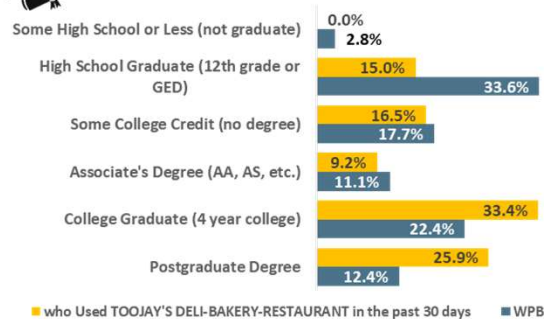


# WPB

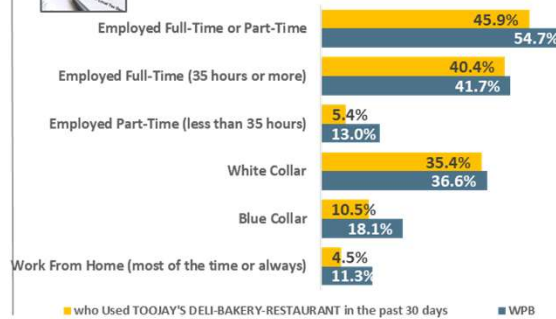
3.2% or 62,966 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 70.4% more likely to be a college graduate, 3.1% less likely to work full-time, 45.5% more likely to be married, 56.1% less likely to be a parent of 1 or more children und



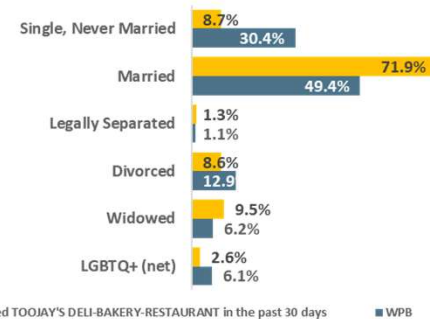
## Education Levels: Adults 18 or older



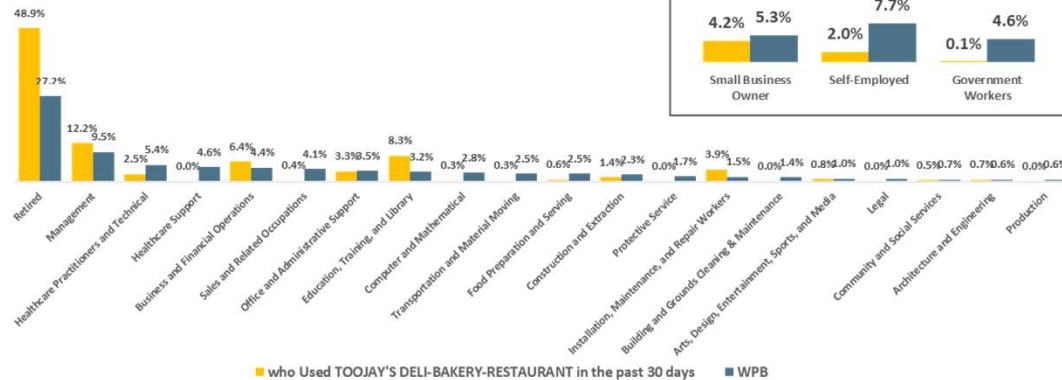
## Employment: Adults 18 or older



## Marital Status: Adults 18 or older



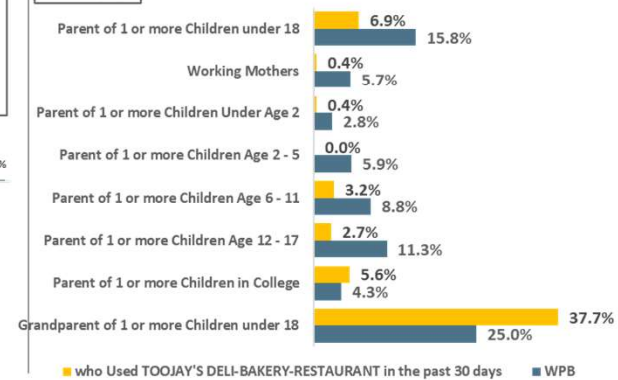
## Top-20 Occupations: Adults 18 or older



## Entrepreneurs/Government Workers



## Stage in Life: Adults 18 or older



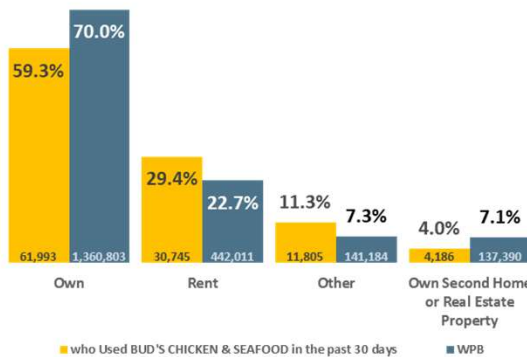


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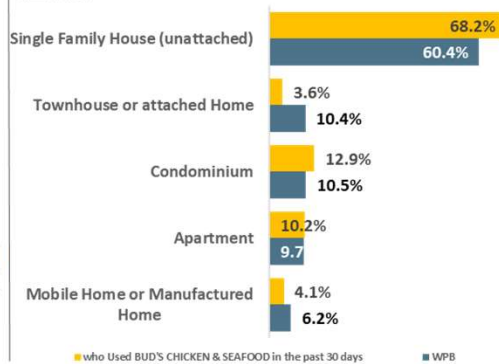
5.4% or 104,543 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 15.3% less likely to own their home, 12.6% more likely to own a lower valued home, 12.9% more likely to have a single-family home, .4% less likely to have a dog.



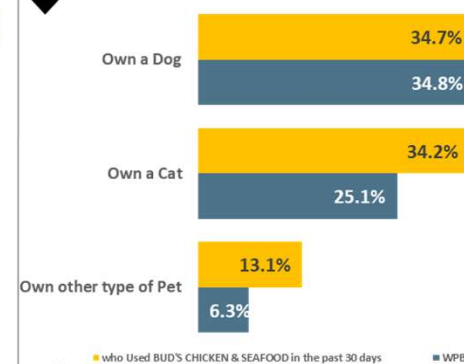
## Own/Rent/Other: Adults 18 or older



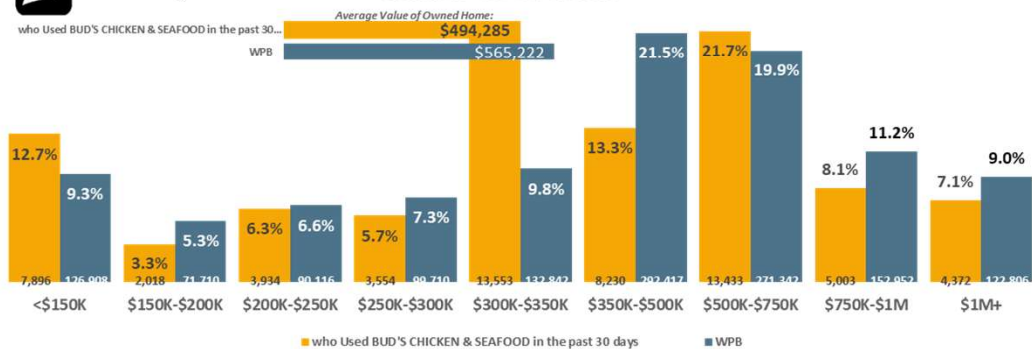
## Type of Home: Adults 18 or older



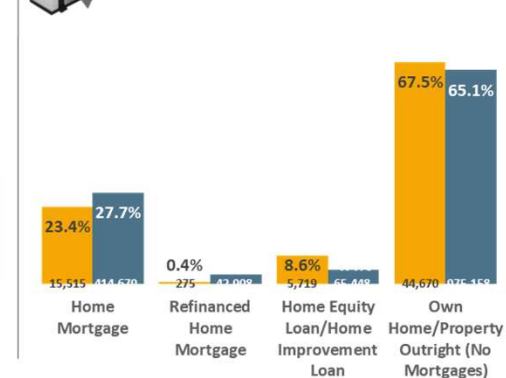
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older

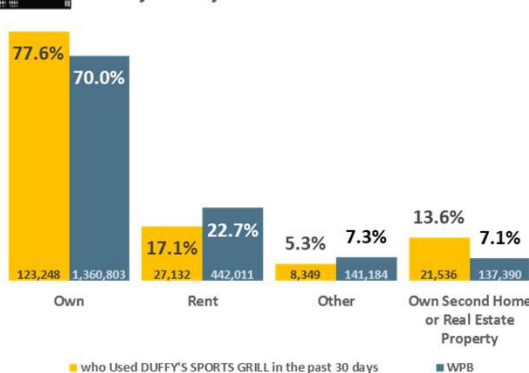




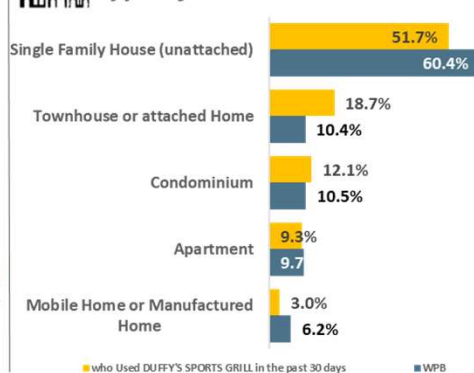
8.2% or 158,729 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL in the past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days are 10.9% more likely to own their home, 2.9% more likely to own a higher valued home, 14.4% less likely to have a single-family home, 16.5% more likely to have a dog.



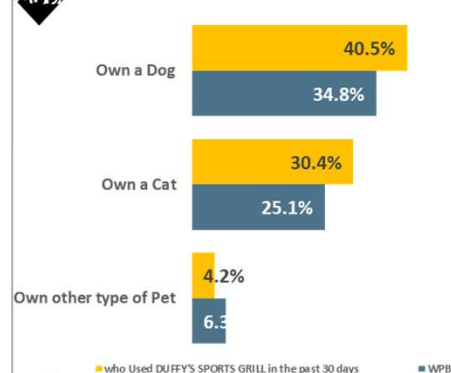
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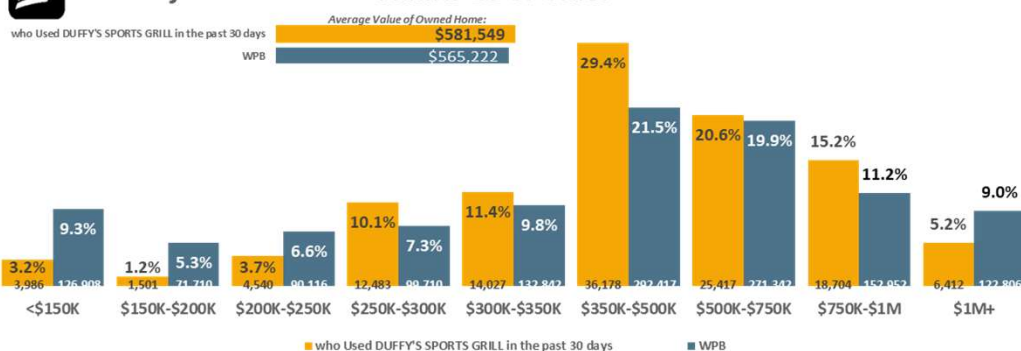
### Type of Home: Adults 18 or older



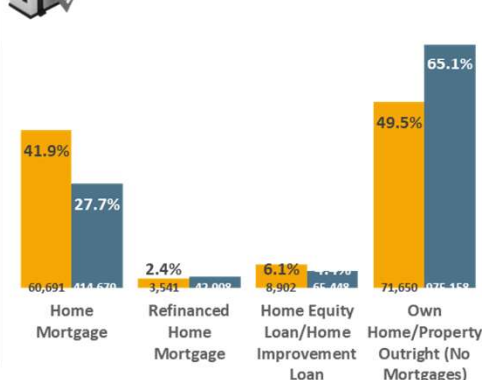
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older





**MILLER'S  
ALE HOUSE**

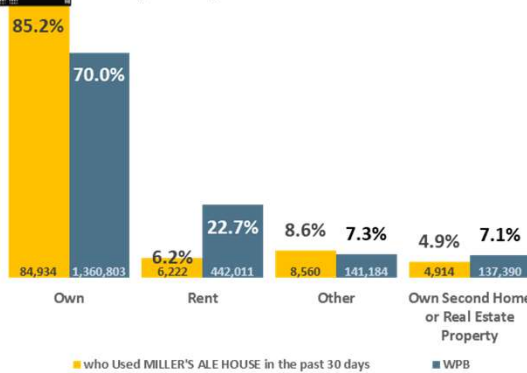


**WPB**

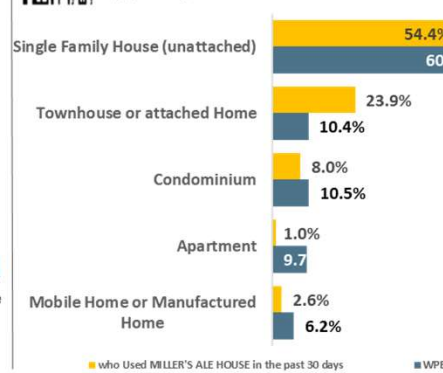
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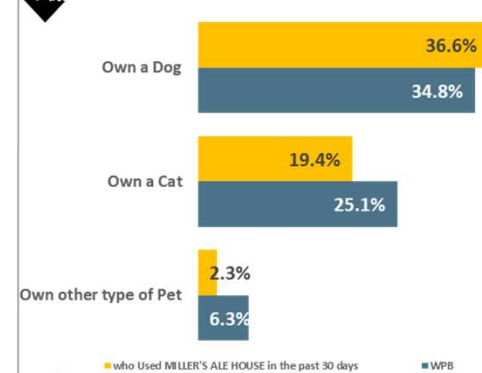
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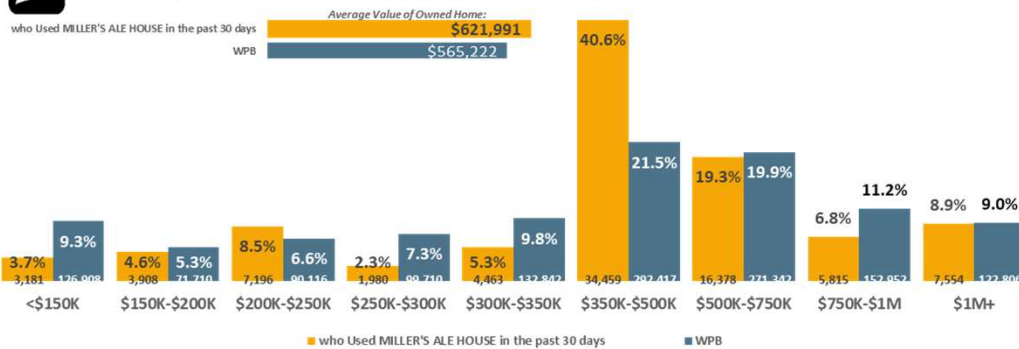
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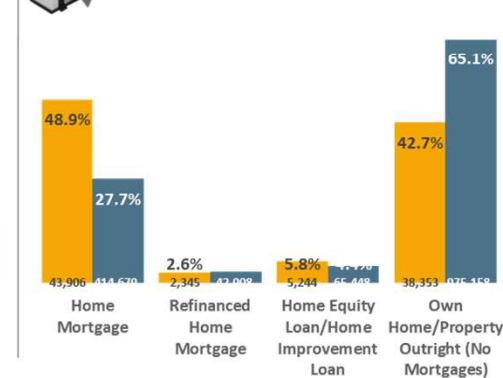
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

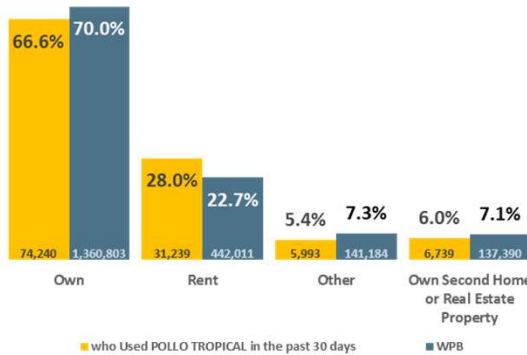




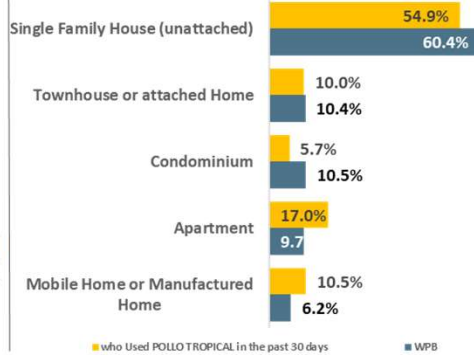
5.7% or 111,472 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days. Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 4.9% less likely to own their home, 13.6% more likely to own a lower valued home, 9.1% less likely to have a single-family home, 7.9% less likely to have a dog.



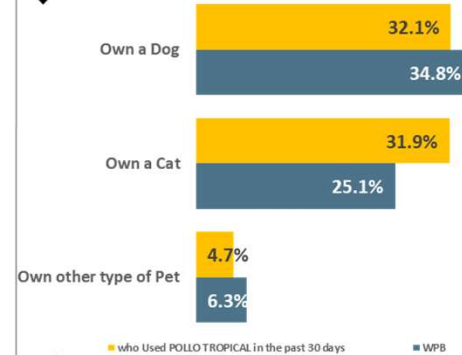
### Own/Rent/Other: Adults 18 or older



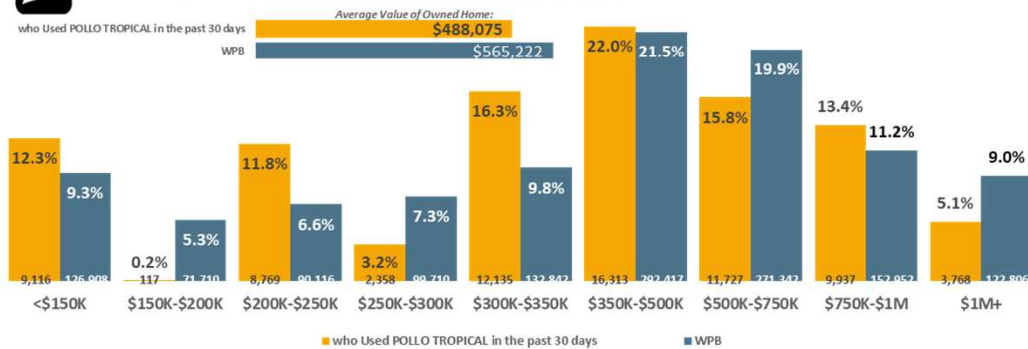
### Type of Home: Adults 18 or older



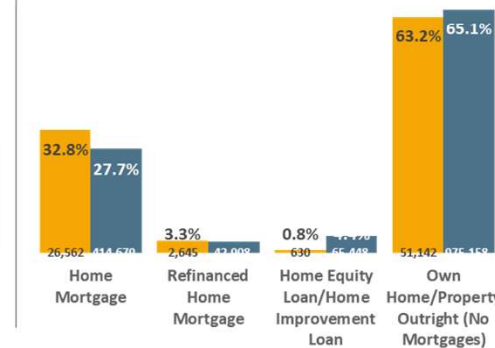
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



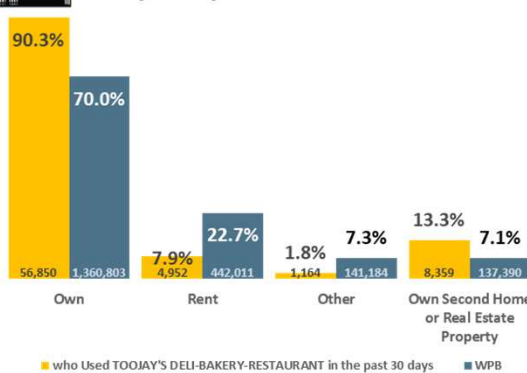


# WPB

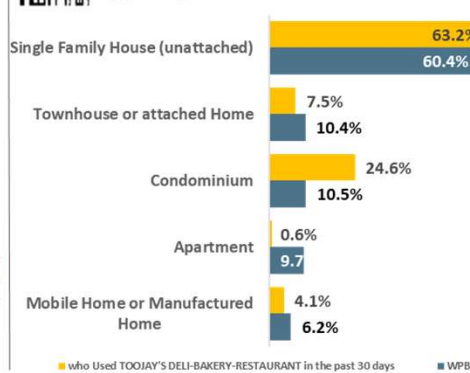
3.2% or 62,966 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 29.% more likely to own their home, 29.1% more likely to own a higher valued home, 4.7% more likely to have a single-family home, 7.2% more likely to have a dog.



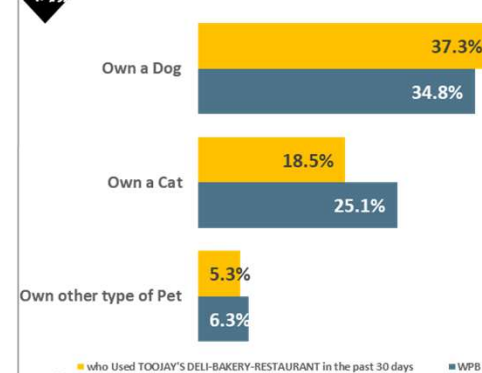
## Own/Rent/Other: Adults 18 or older



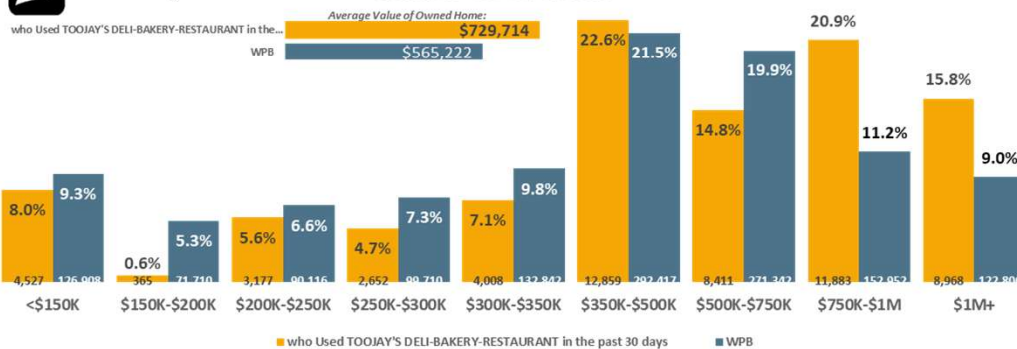
## Type of Home: Adults 18 or older



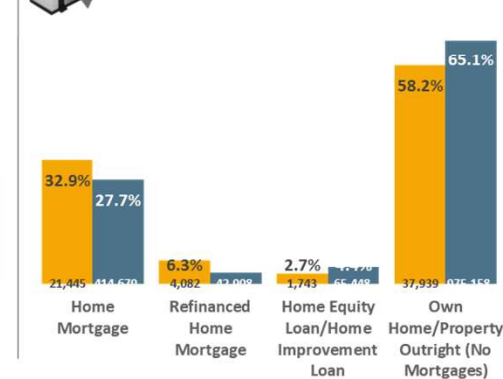
## Pets in Home: Adults 18 or older



## Value of Owned Home: Adults 18 or older



## Home Loans: Adults 18 or older





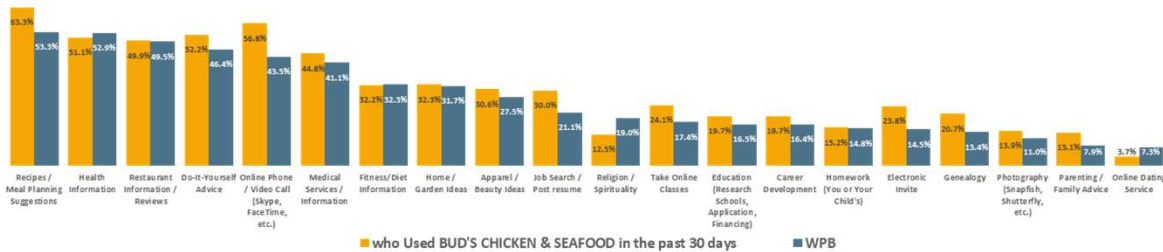


# WPB

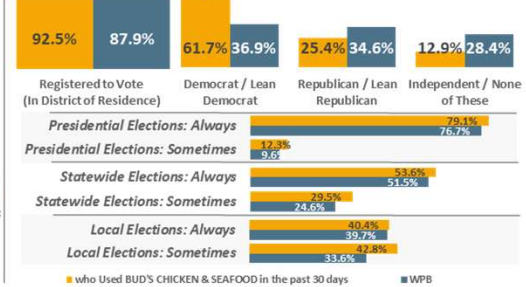
5.4% or 104,543 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 12.5% more likely to look up D-I-Y advice online, 1.7% more likely to always vote in local elections, 43.% less likely to belong to a gym, 6.4% more likely to fly domestic past yr



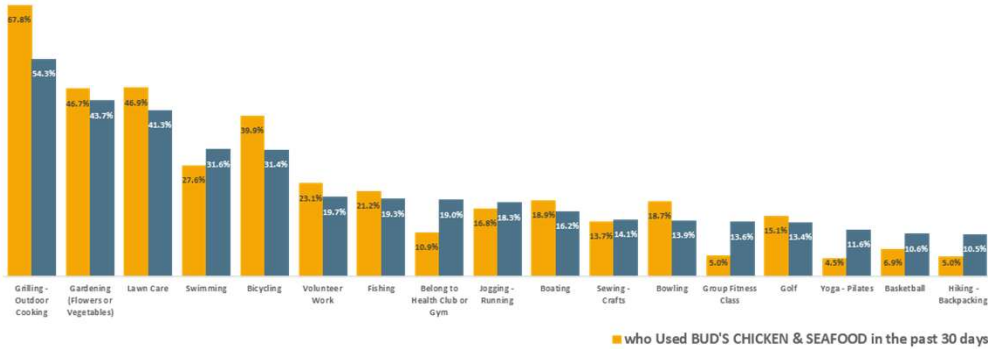
## Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



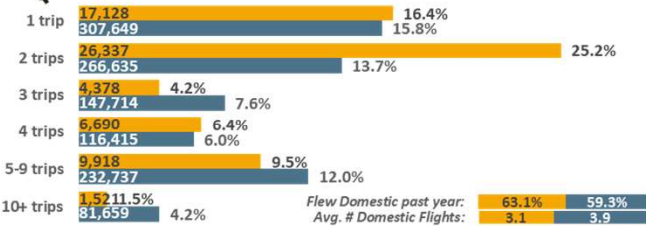
## Political Activity: Adults 18 or older



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



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

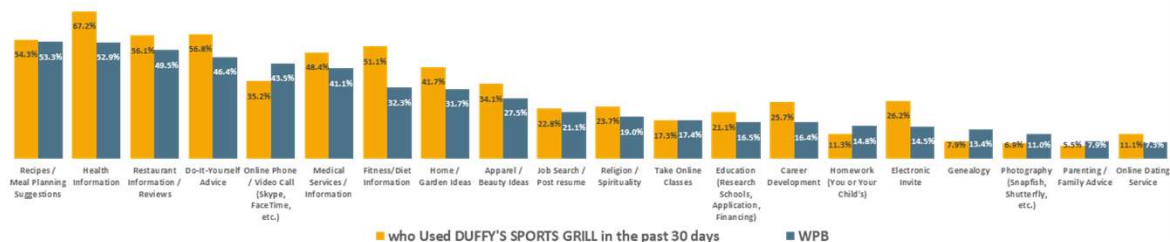




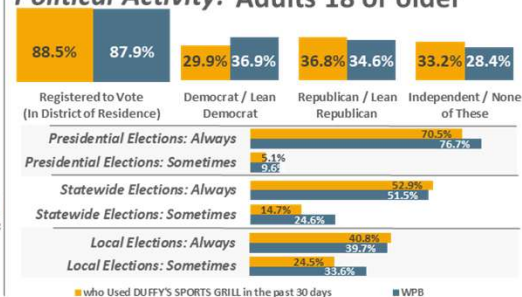
8.2% or 158,729 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL in the past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days are 22.5% more likely to look up D-I-Y advice online, 2.7% more likely to always vote in local elections, 46.% more likely to belong to a gym, 15.% more likely to fly domestic past yr.



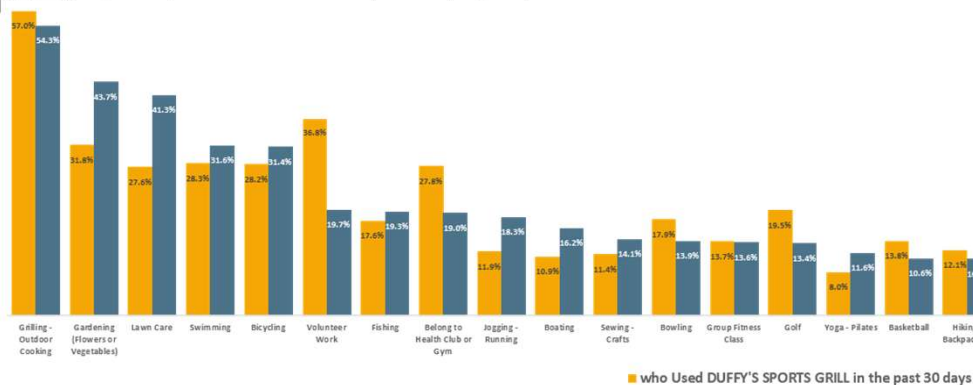
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



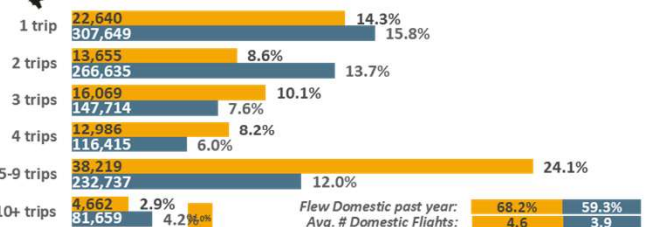
### Political Activity: Adults 18 or older



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



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



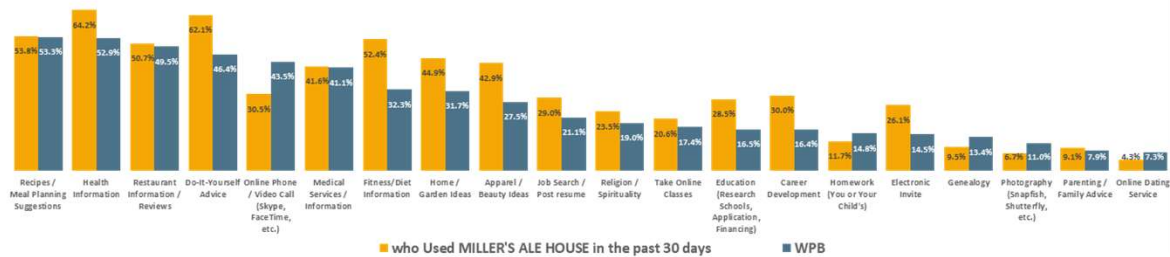
Flew Domestic past year: 68.2%  
Avg. # Domestic Flights: 4.6



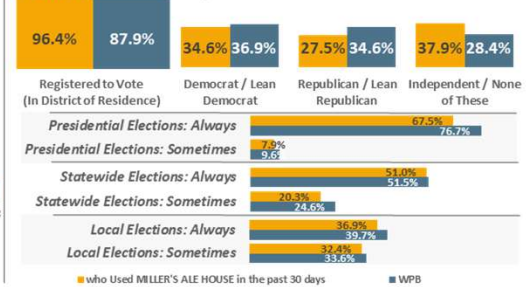
5.1% or 99,716 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days. Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 33.9% more likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 35.2% more likely to belong to a gym, 27.6% more likely to fly domestic past yr.



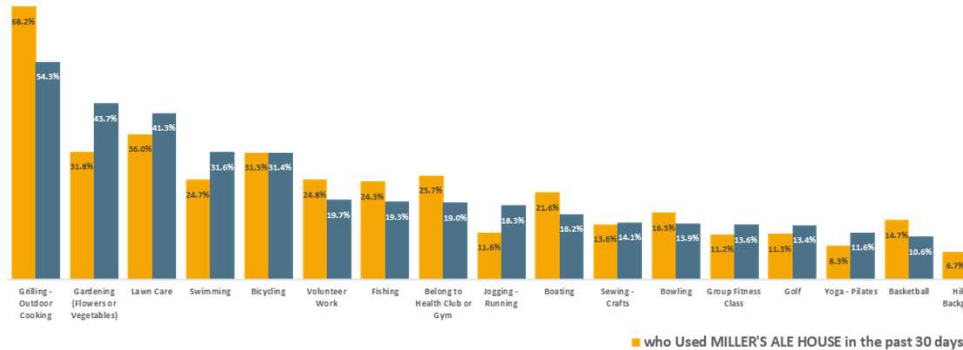
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



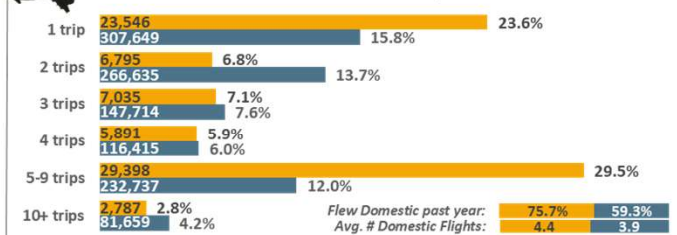
### Political Activity: Adults 18 or older



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



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

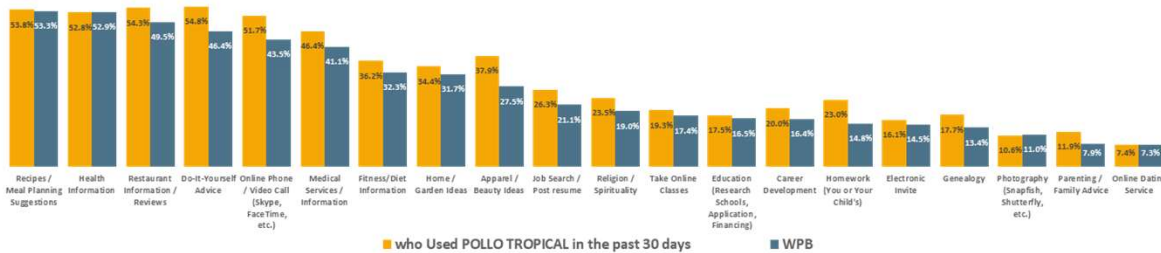




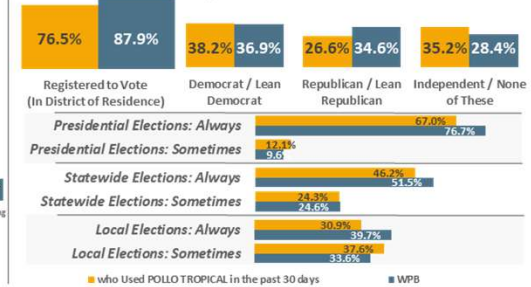
5.7% or 111,472 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days. Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 18.2% more likely to look up D-I-Y advice online, 22.2% less likely to always vote in local elections, 30.% more likely to belong to a gym, 7.% more likely to fly domestic past yr.



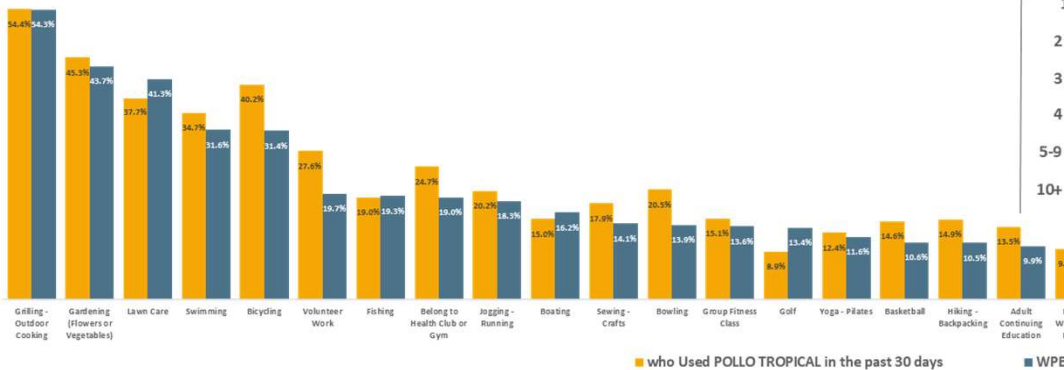
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



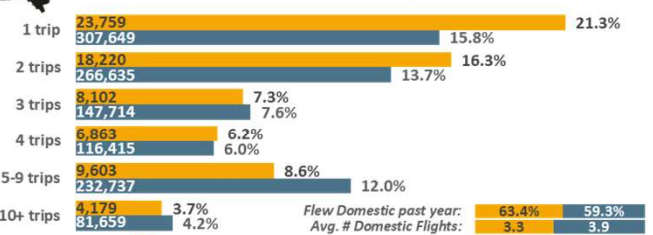
### Political Activity: Adults 18 or older



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



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



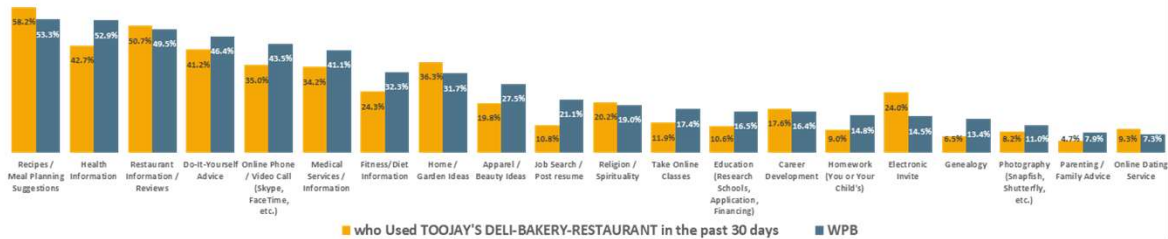




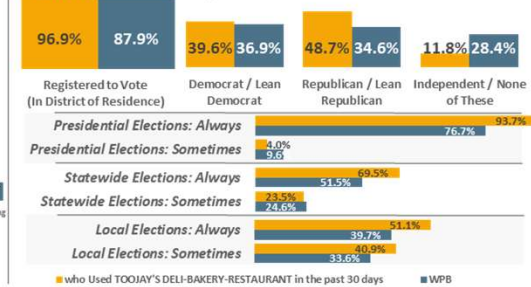
3.2% or 62,966 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 11.1% less likely to look up D-I-Y advice online, 28.5% more likely to always vote in local elections, 24.9% more likely to belong to a gym, 23.7% more likely to fly domes



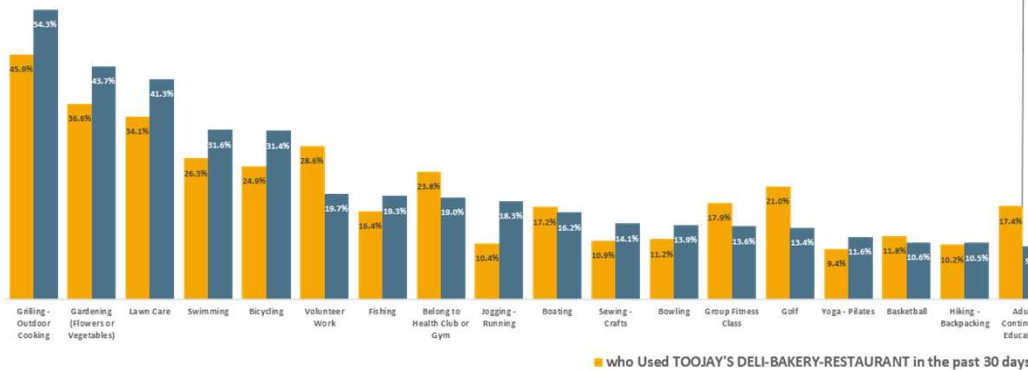
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



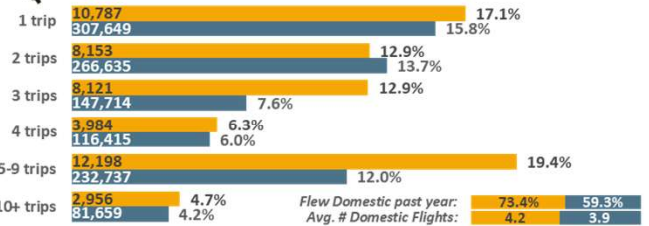
### Political Activity: Adults 18 or older



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



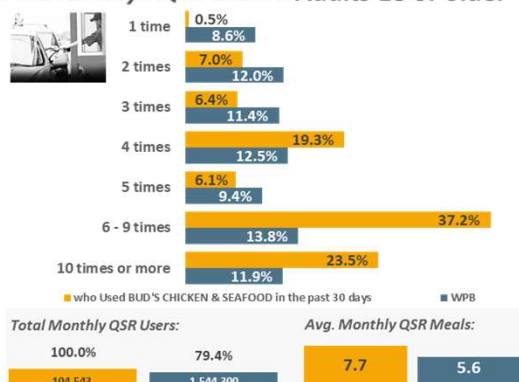
### Past 12-months Domestic Airline Trips: Adults 18 or older



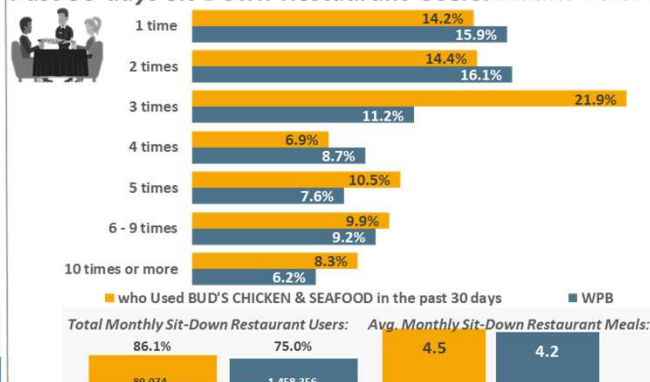


5.4% or 104,543 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 25.9% more likely to use QSRs past mo., 14.7% more likely to use Sit-Down Restaurants past mo., 17.6% more likely to use Casinos past yr., 7.8% more likely to smoke cigarettes.

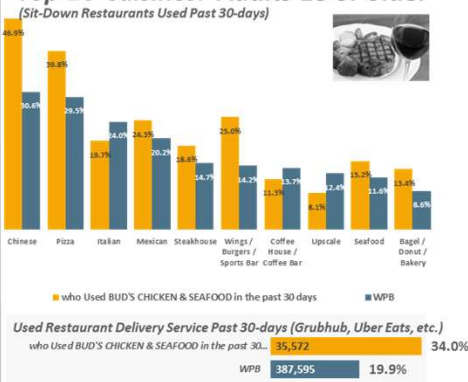
### Past 30-days QSR Users: Adults 18 or older



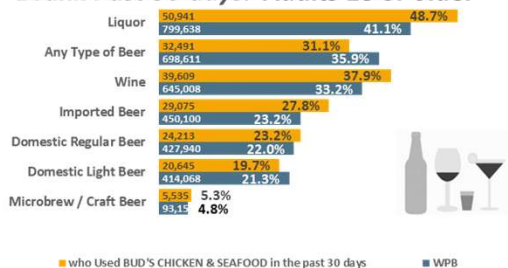
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



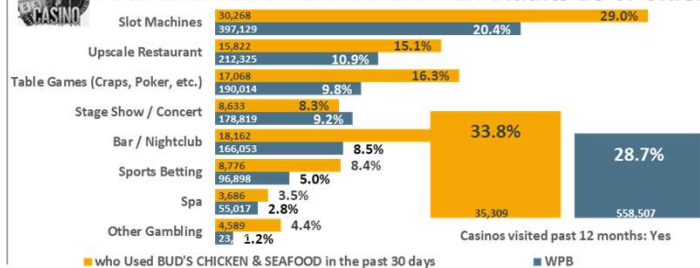
### Top-10 Cuisines: Adults 18 or older



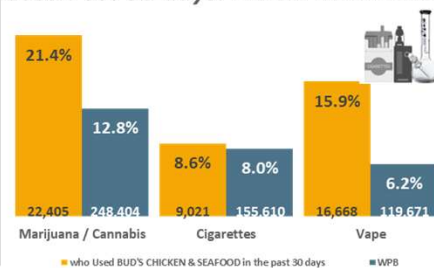
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



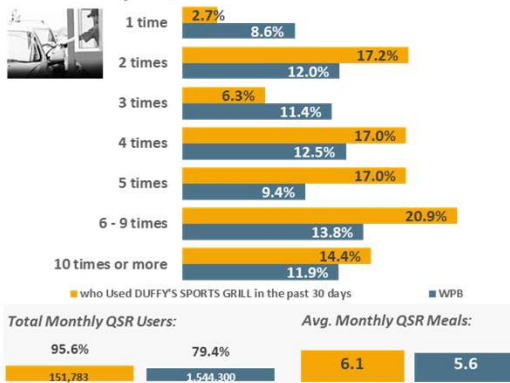
### Used Past 30-days: Adults 18 or older



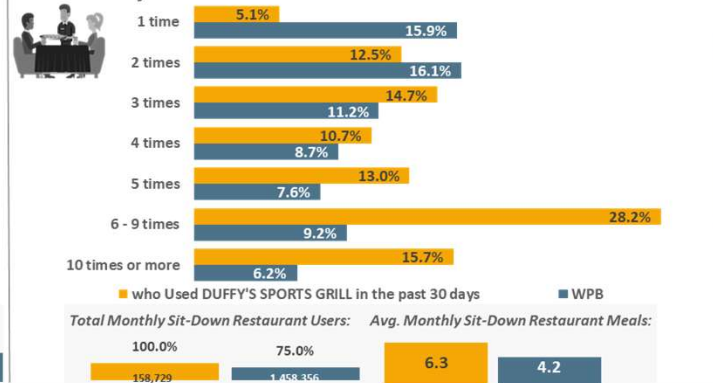


8.2% or 158,729 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL in the past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days are 20.4% more likely to use QSRs past mo., 33.3% more likely to use Sit-Down Restaurants past mo., 91.3% more likely to use Casinos past yr., 60.4% more likely to smoke cigarettes.

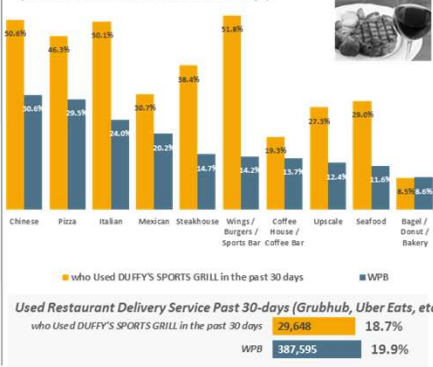
### Past 30-days QSR Users: Adults 18 or older



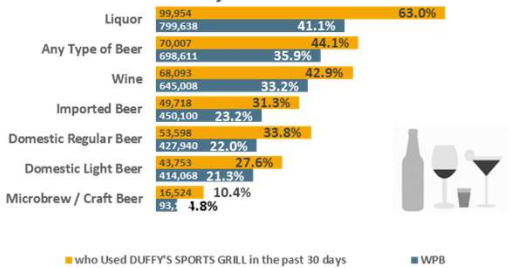
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



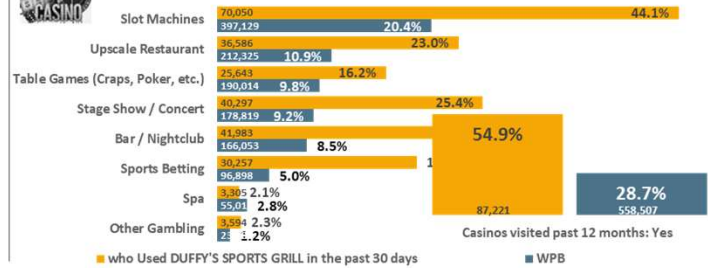
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



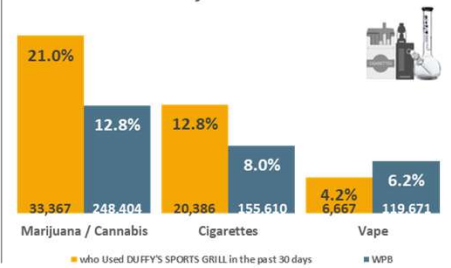
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older

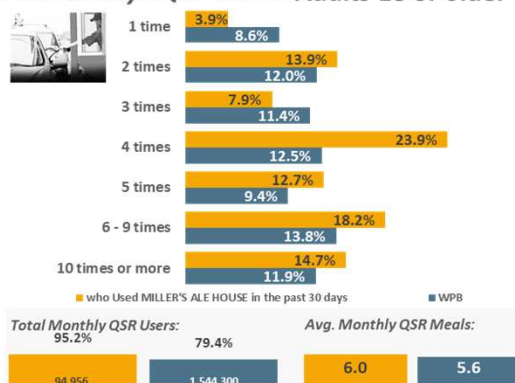


### Used Past 30-days: Adults 18 or older

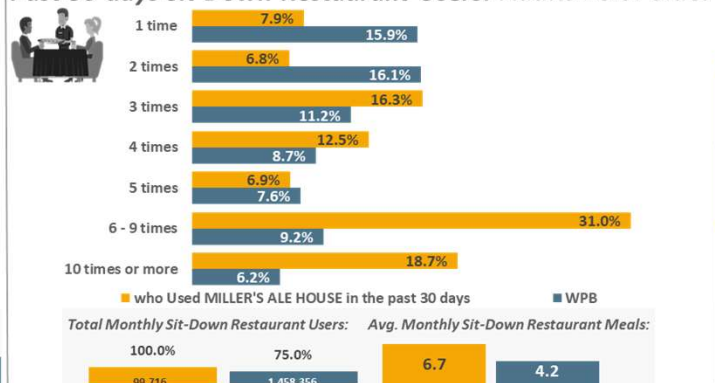


5.1% or 99,716 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.  
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 19.9% more likely to use QSRs past mo., 33.3% more likely to use Sit-Down Restaurants past mo., 96.6% more likely to use Casinos past yr., 105.6% more likely to smoke cigarettes.

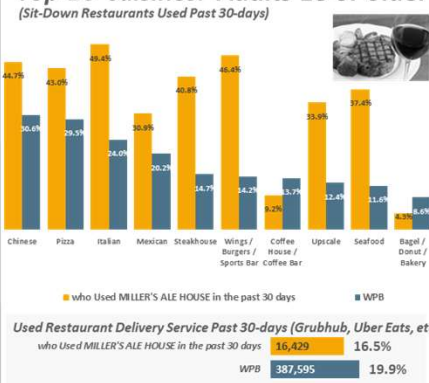
### Past 30-days QSR Users: Adults 18 or older



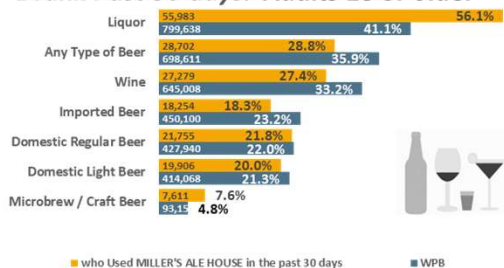
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



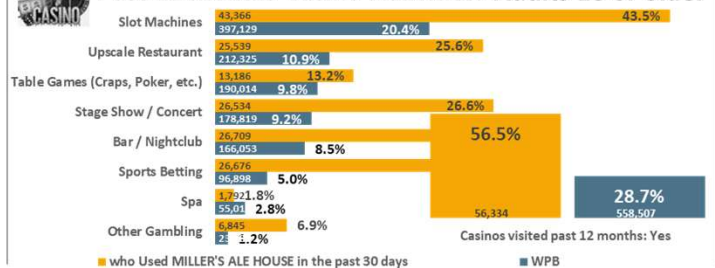
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



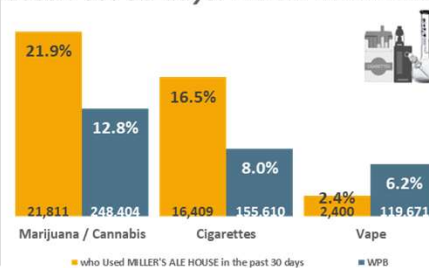
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

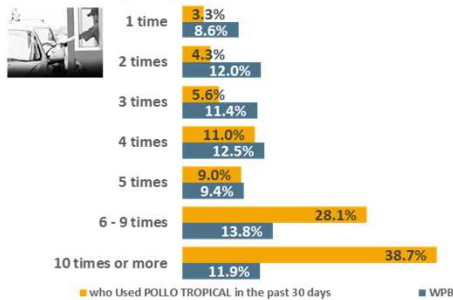




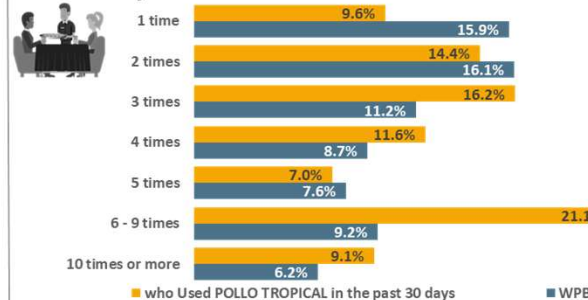


5.7% or 111,472 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days.  
 Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 25.9% more likely to use QSRs past mo., 18.6% more likely to use Sit-Down Restaurants past mo., 29.8% more likely to use Casinos past yr., 9.1% less likely to smoke cigarettes.

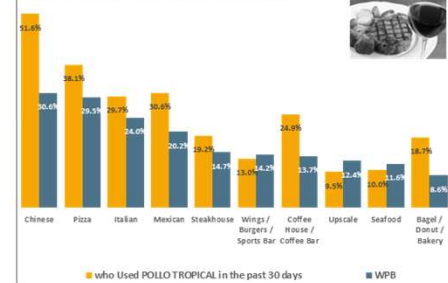
### Past 30-days QSR Users: Adults 18 or older



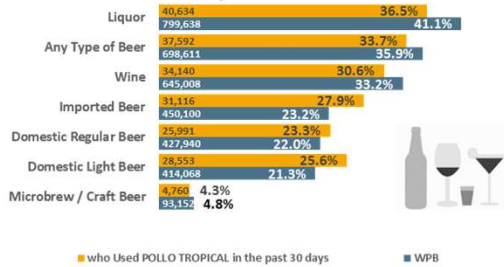
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



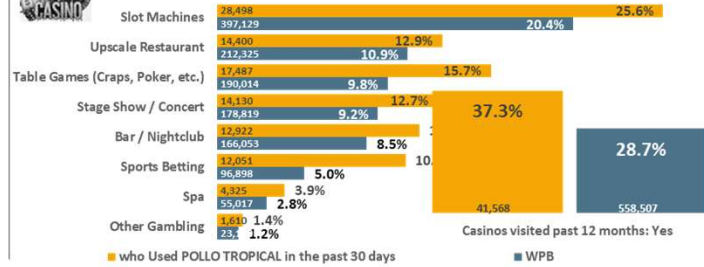
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



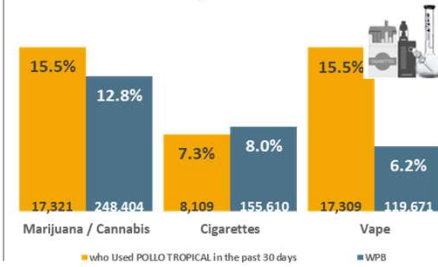
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

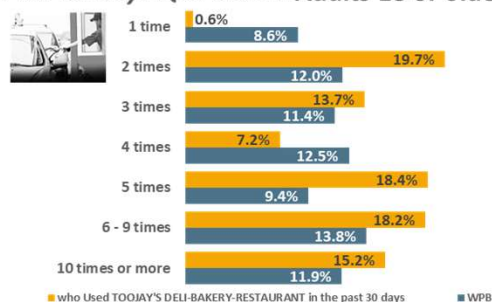




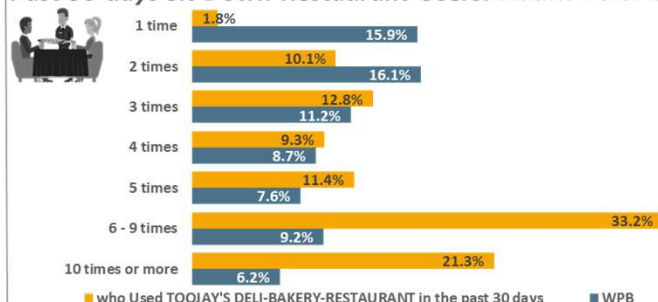
# WPB

3.2% or 62,966 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 17.2% more likely to use QSRs past mo., 33.3% more likely to use Sit-Down Restaurants past mo., 37.3% more likely to use Casinos past yr., 13.5% less likely to smoke cigar

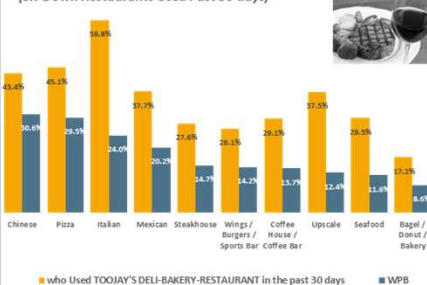
## Past 30-days QSR Users: Adults 18 or older



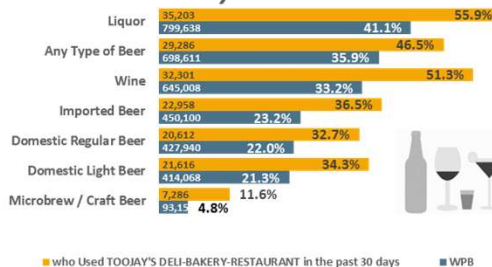
## Past 30-days Sit-Down Restaurant Users: Adults 18 or older



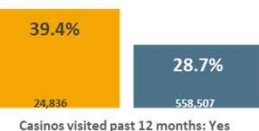
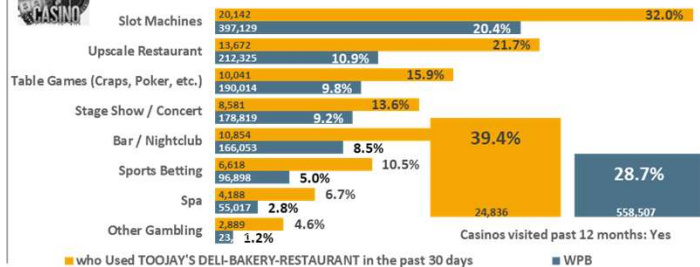
## Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



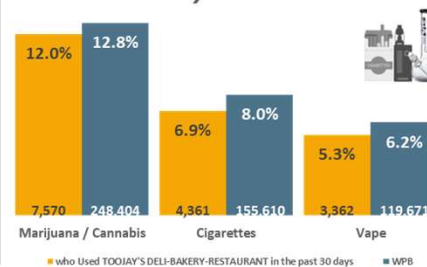
## Drank Past 30-days: Adults 18 or older



## Past 12 months Casino Activities: Adults 18 or older



## Used Past 30-days: Adults 18 or older



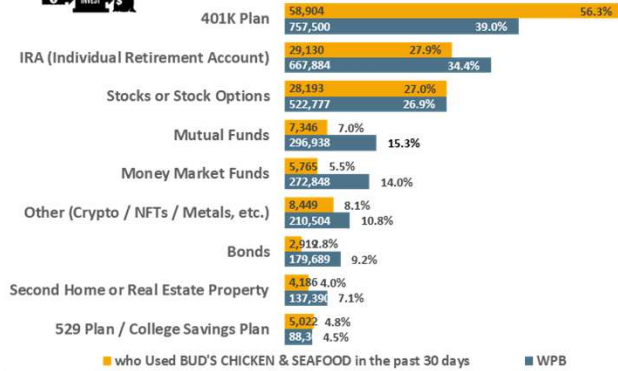


# WPB

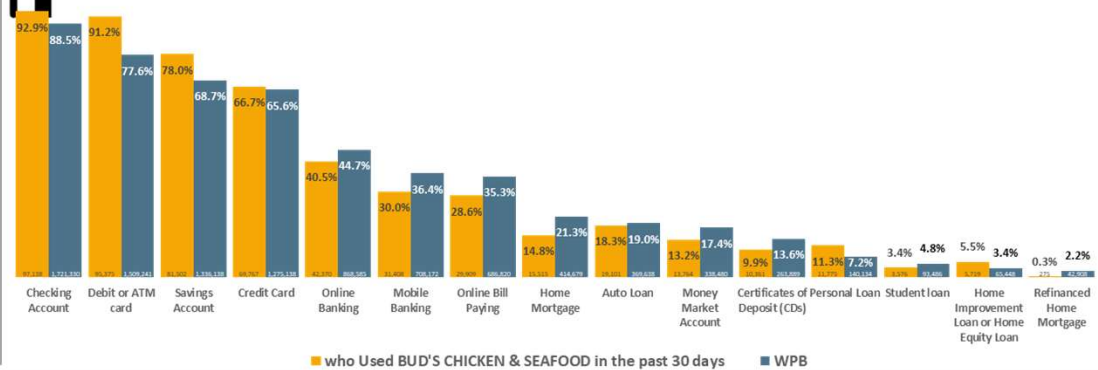
5.4% or 104,543 of WPB DMA Adults 18 or older Used BUD'S CHICKEN & SEAFOOD in the past 30 days. Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days are 44.6% more likely to have a 401K, 3.9% less likely to have an Auto Loan, 39.5% less likely to Invest/Trade Stocks Online, 42.7% more likely to pay with their Debit Card.



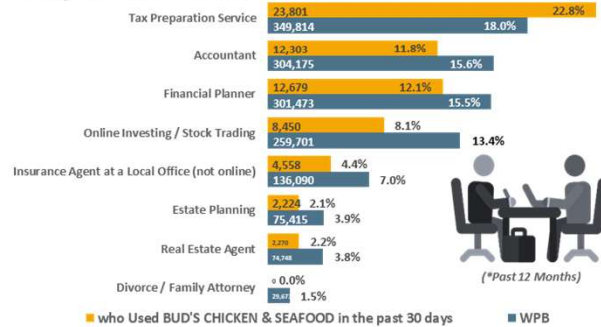
## Investments Owned: Adults 18 or older



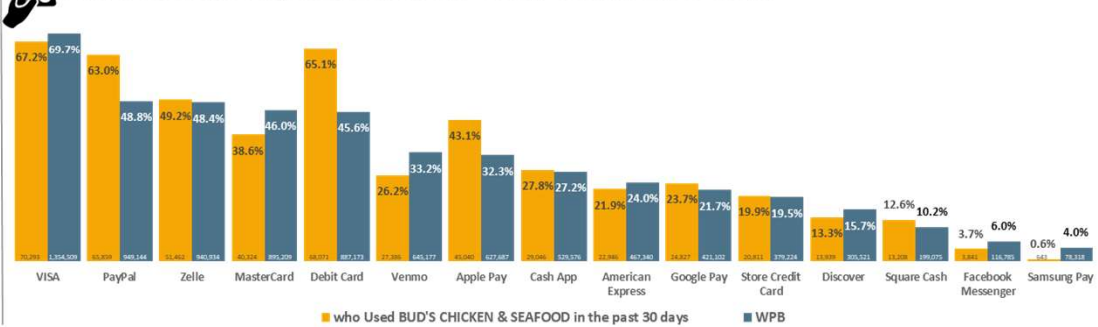
## Financial Services Has and/or Uses: Adults 18 or older



## Professional Services Used\*: Adults 18 or older



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

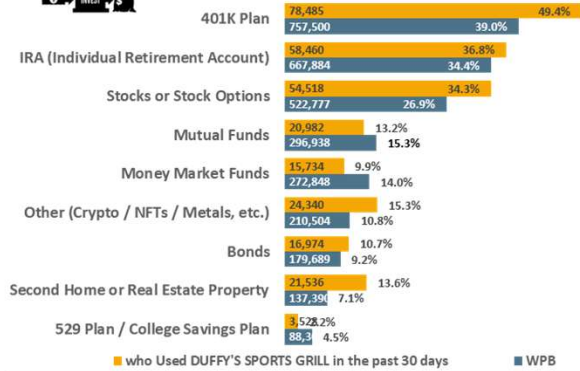




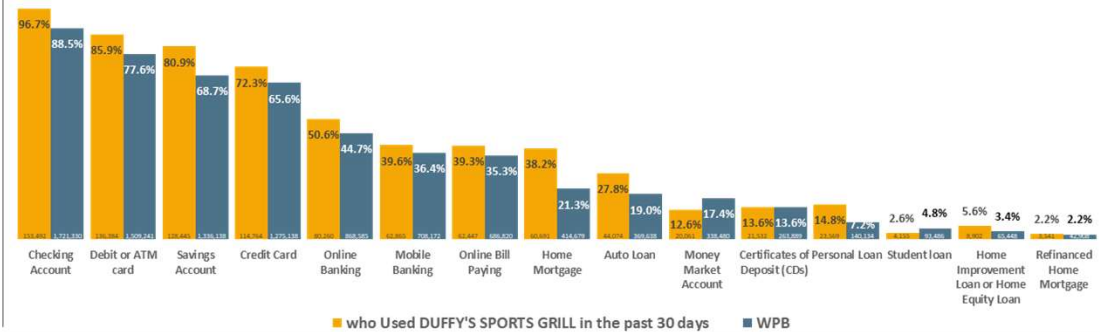
8.2% or 158,729 of WPB DMA Adults 18 or older Used DUFFY'S SPORTS GRILL in the past 30 days. Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days are 26.9% more likely to have a 401K, 46.% more likely to have an Auto Loan, 54.5% more likely to Invest/Trade Stocks Online, 24.2% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



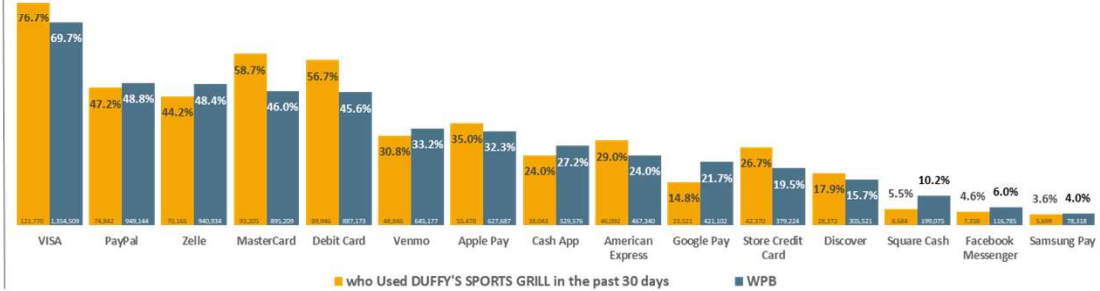
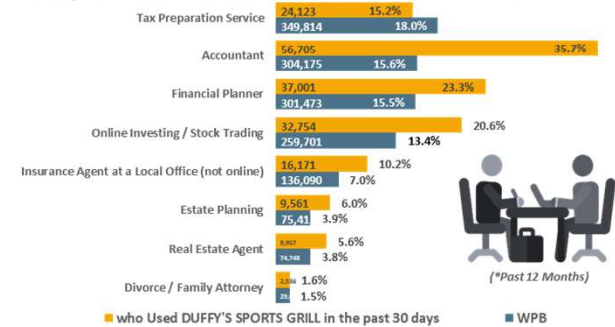
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





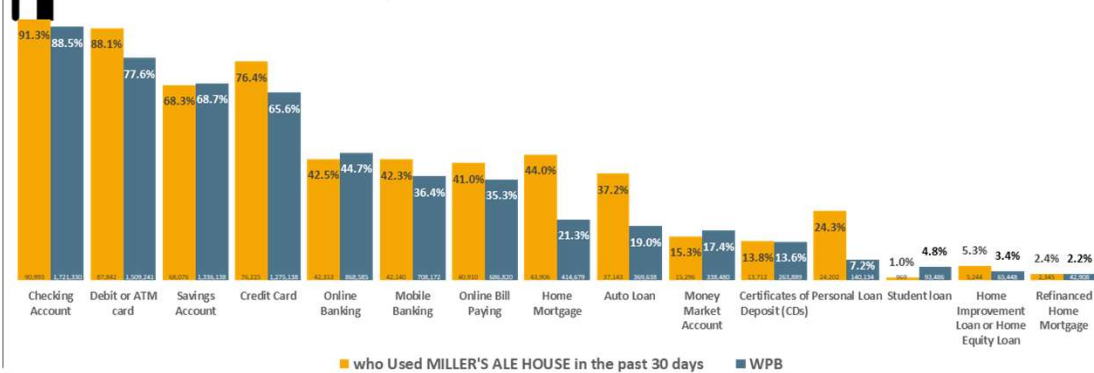
5.1% or 99,716 of WPB DMA Adults 18 or older Used MILLER'S ALE HOUSE in the past 30 days.  
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days are 43.6% more likely to have a 401K, 95.9% more likely to have an Auto Loan, 17.1% more likely to Invest/Trade Stocks Online, 22.% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



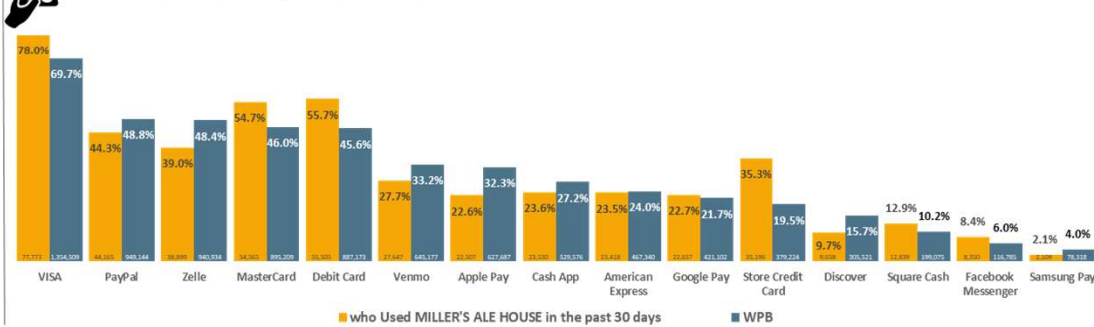
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

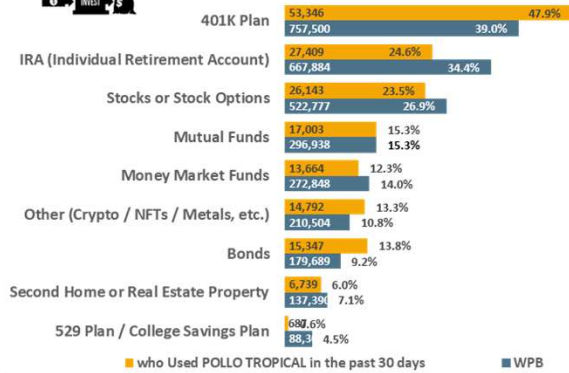




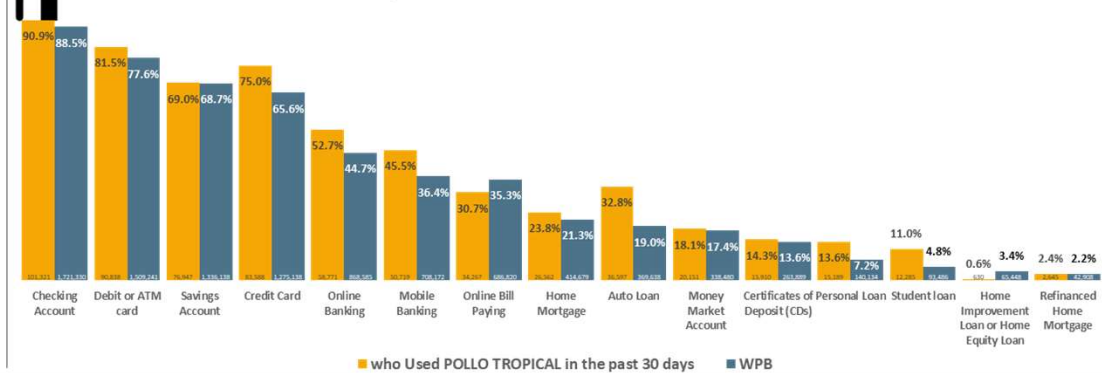
5.7% or 111,472 of WPB DMA Adults 18 or older Used POLLO TROPICAL in the past 30 days. Adults 18 or older who Used POLLO TROPICAL in the past 30 days are 22.8% more likely to have a 401K, 72.7% more likely to have an Auto Loan, 43.9% less likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.



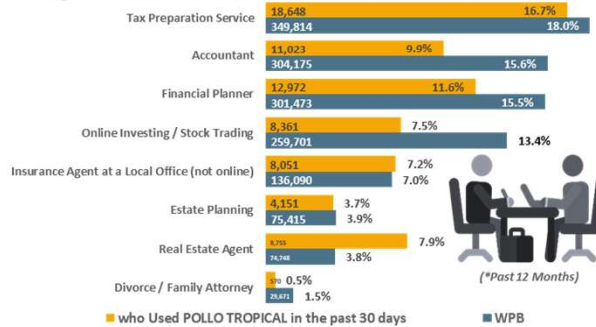
### Investments Owned: Adults 18 or older



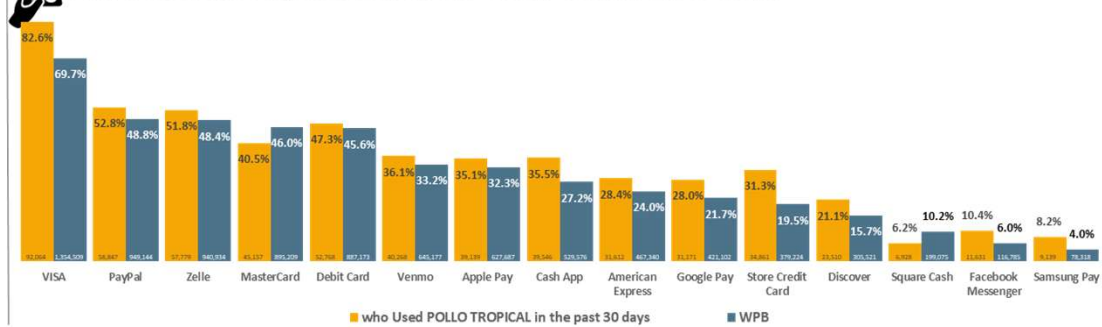
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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





# WPB

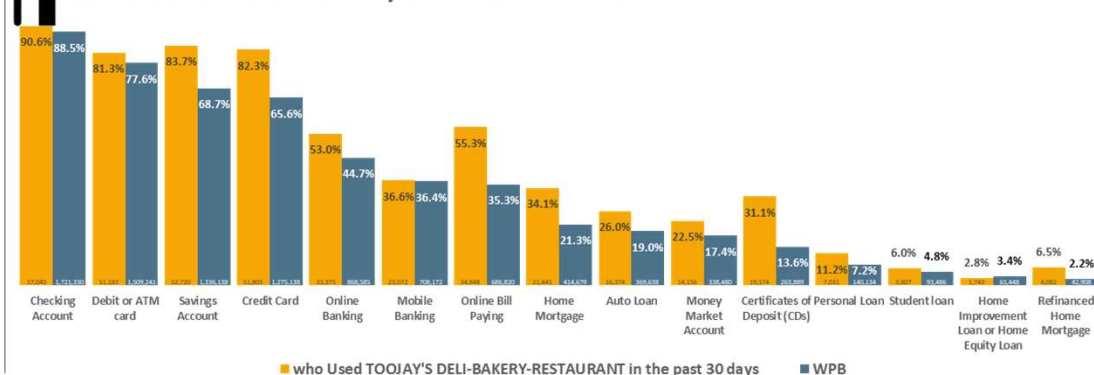
3.2% or 62,966 of WPB DMA Adults 18 or older Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days. Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days are 2.4% more likely to have a 401K, 36.8% more likely to have an Auto Loan, 107.8% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.



## Investments Owned: Adults 18 or older



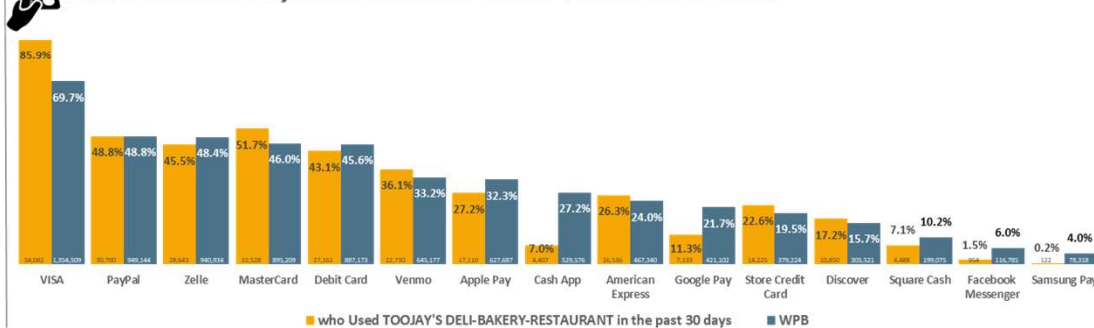
## Financial Services Has and/or Uses: Adults 18 or older



## Professional Services Used\*: Adults 18 or older

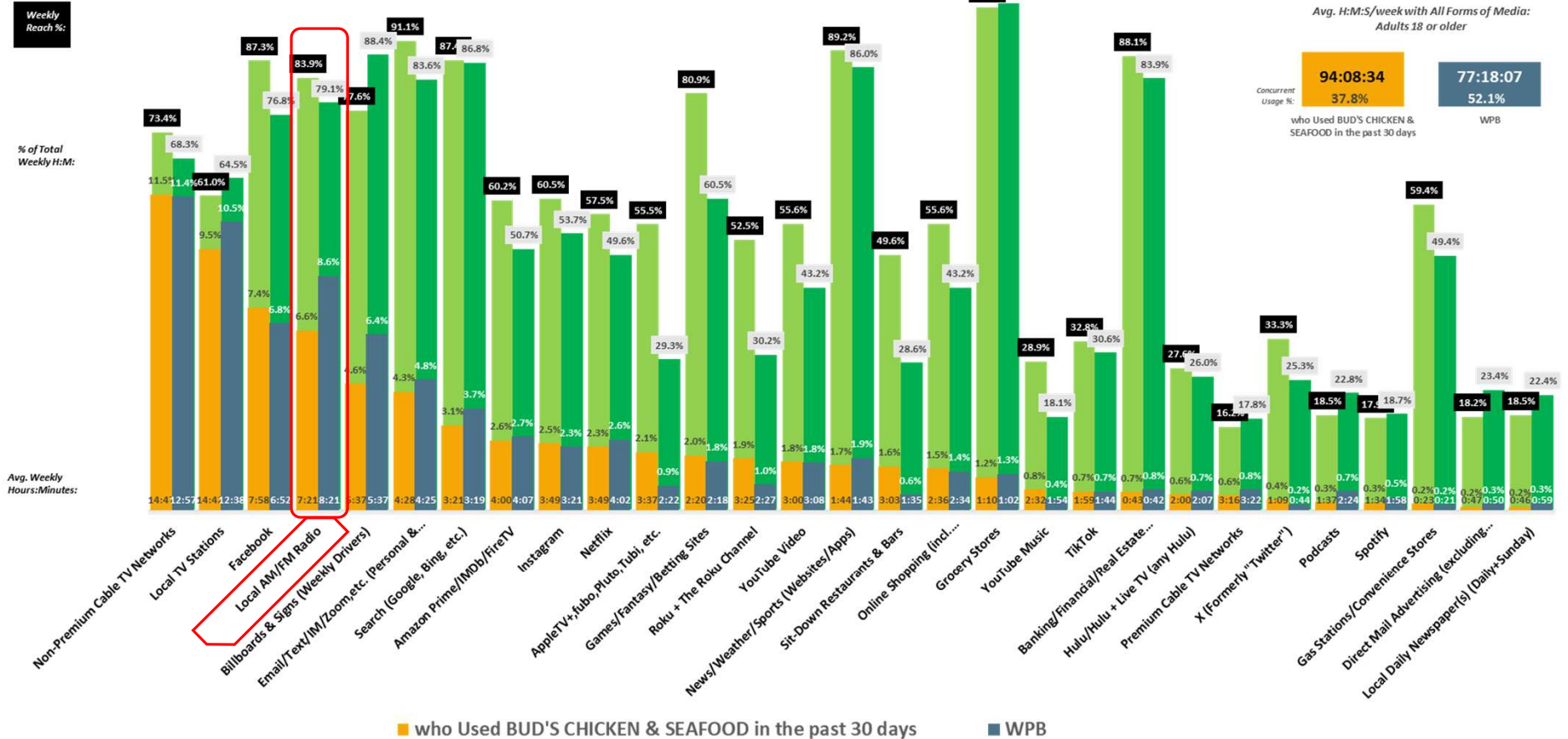


## Past 3-Months Payment Methods Used: Adults 18 or older





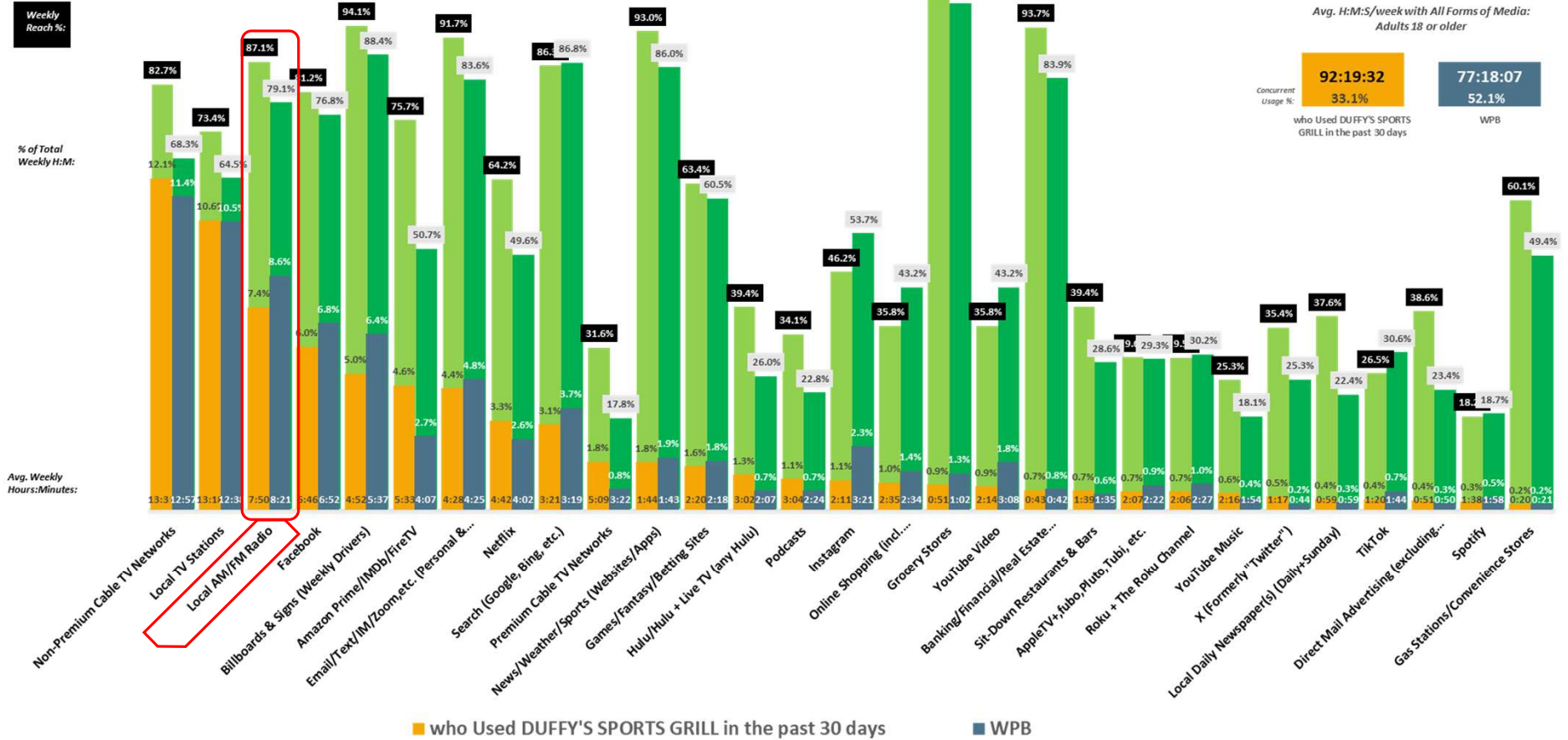
Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 3 days, 22 hours, 8 minutes and 34 seconds each week with All Forms of Media.  
 83.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an avg. of 7 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.





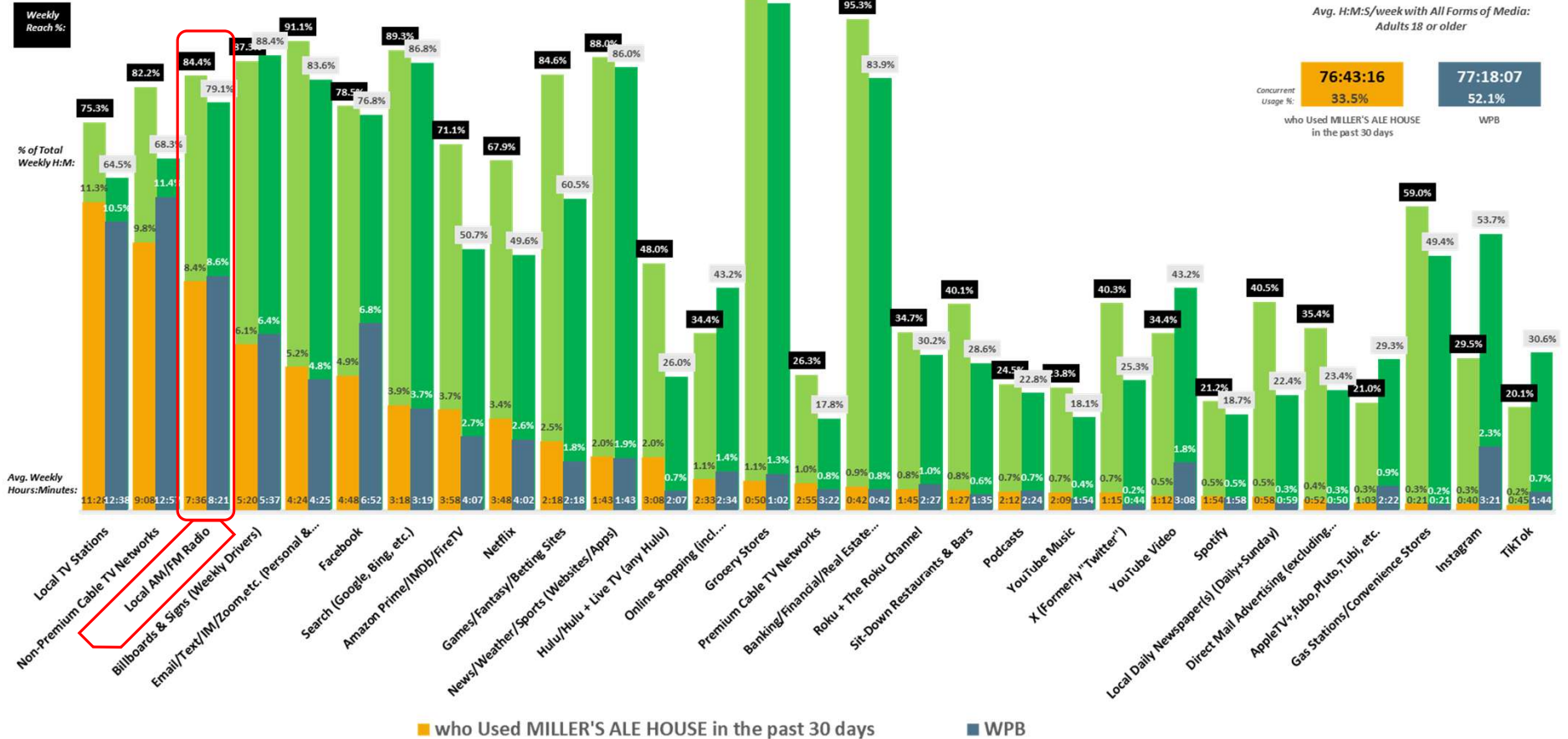


Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an average of 3 days, 20 hours, 19 minutes and 32 seconds each week with All Forms of Media.  
 87.1% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.





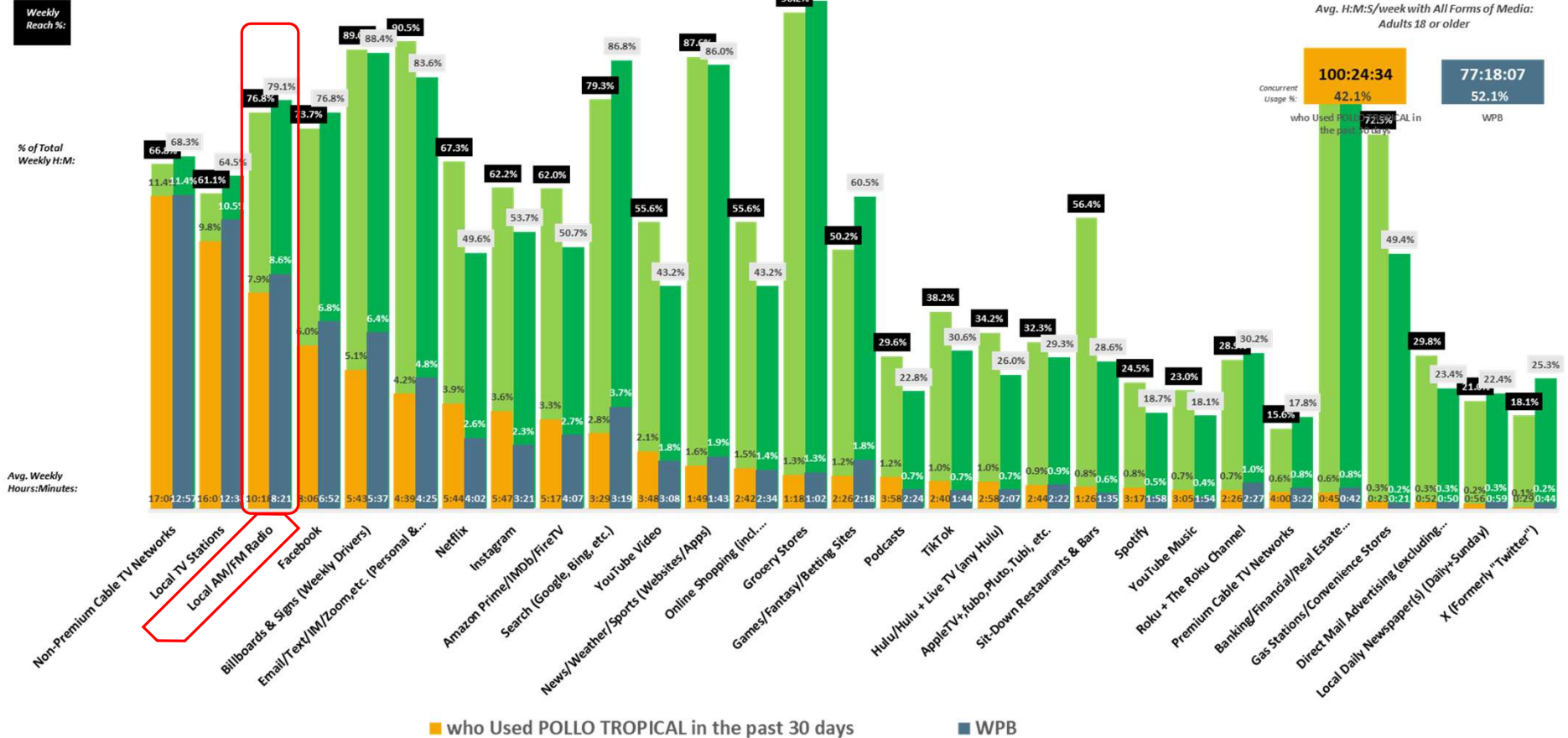
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 3 days, 4 hours, 43 minutes and 16 seconds each week with All Forms of Media.  
 84.4% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





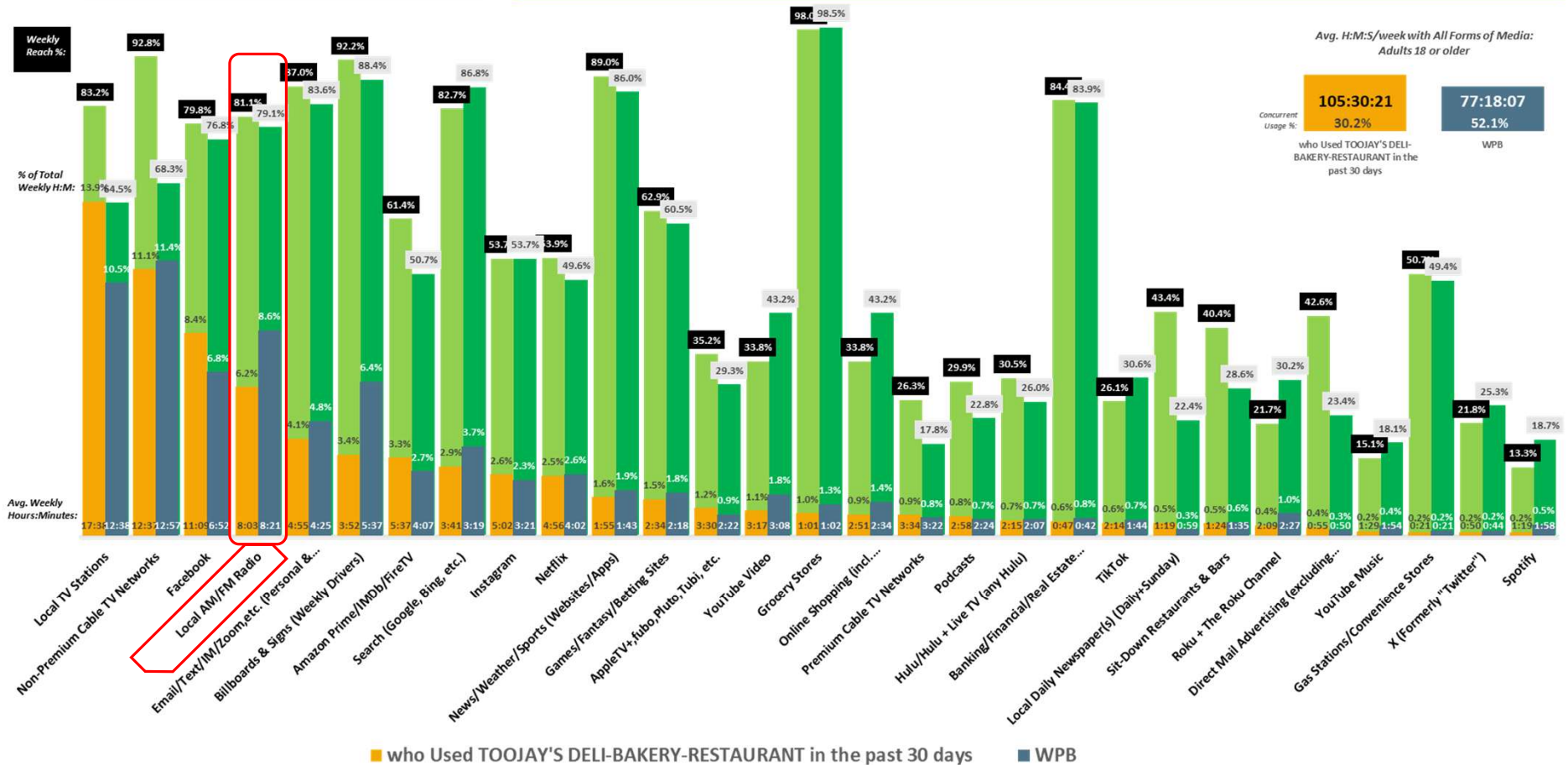
Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 4 days, 4 hours, 24 minutes and 34 seconds each week with All Forms of Media.

76.8% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an avg. of 10 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.





Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 4 days, 9 hours, 30 minutes and 21 seconds each week with All Forms of Media.  
 81.1% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an avg. of 8 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 6.2% of total time spent with all forms of Media.

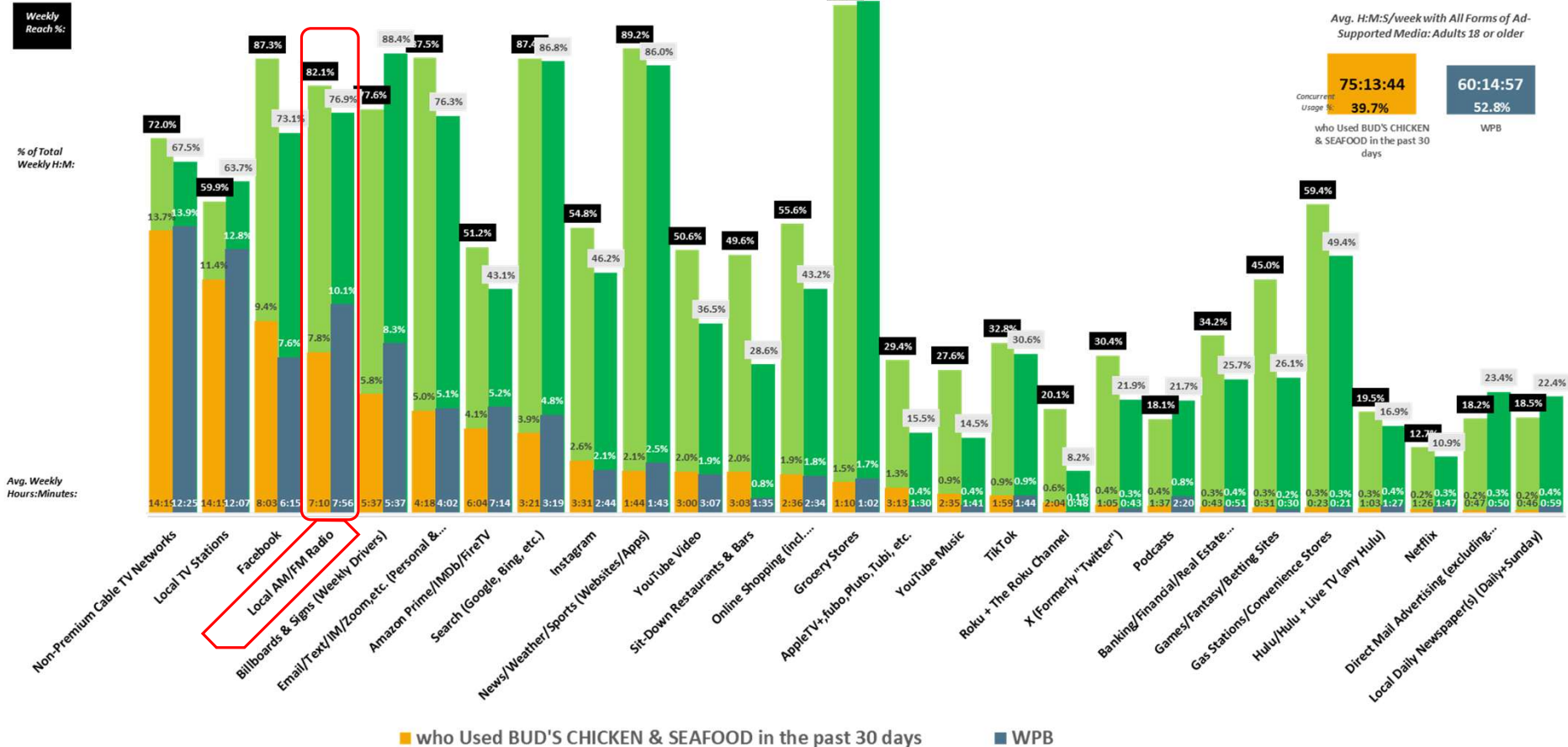






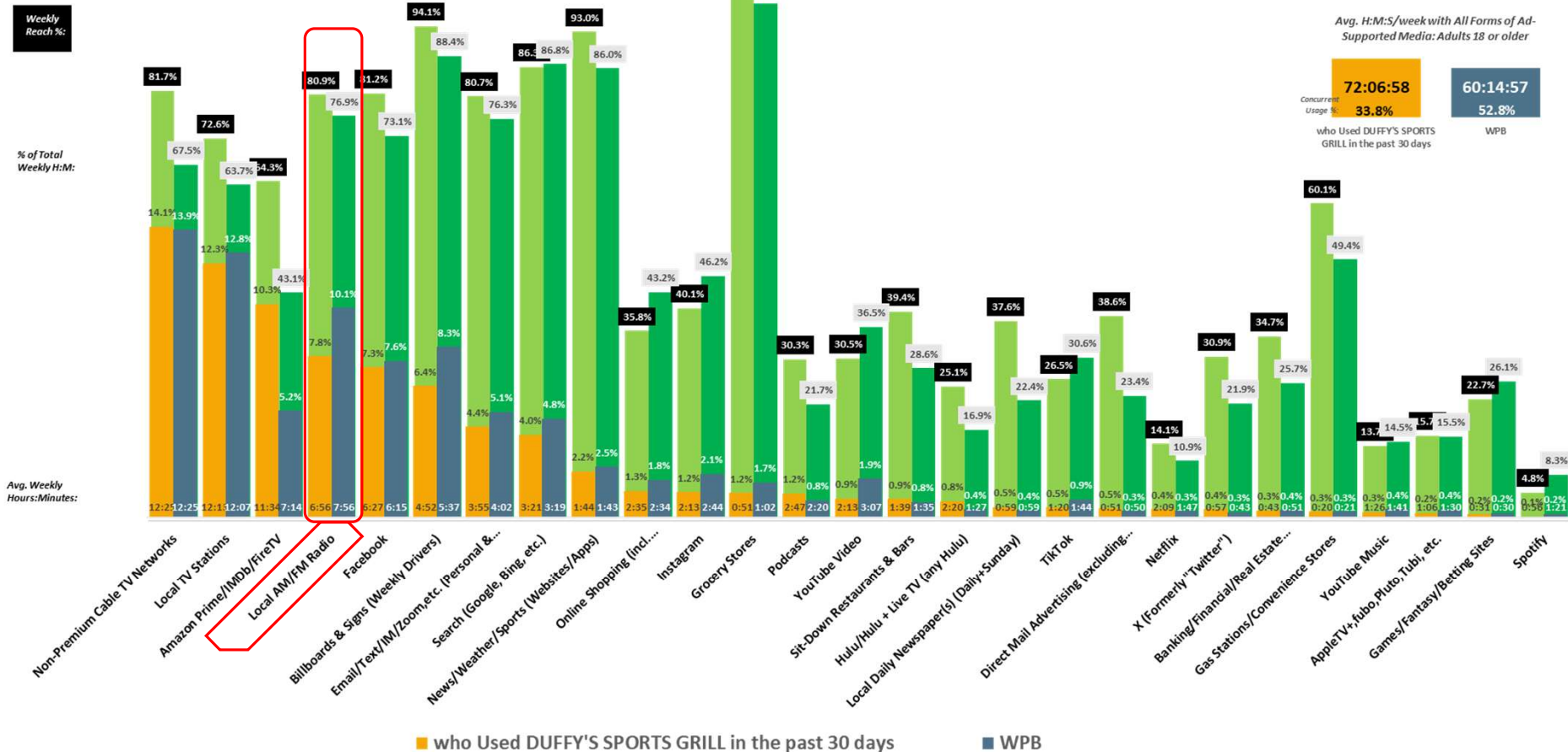
Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 3 days, 3 hours, 13 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

82.1% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an avg. of 7 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.



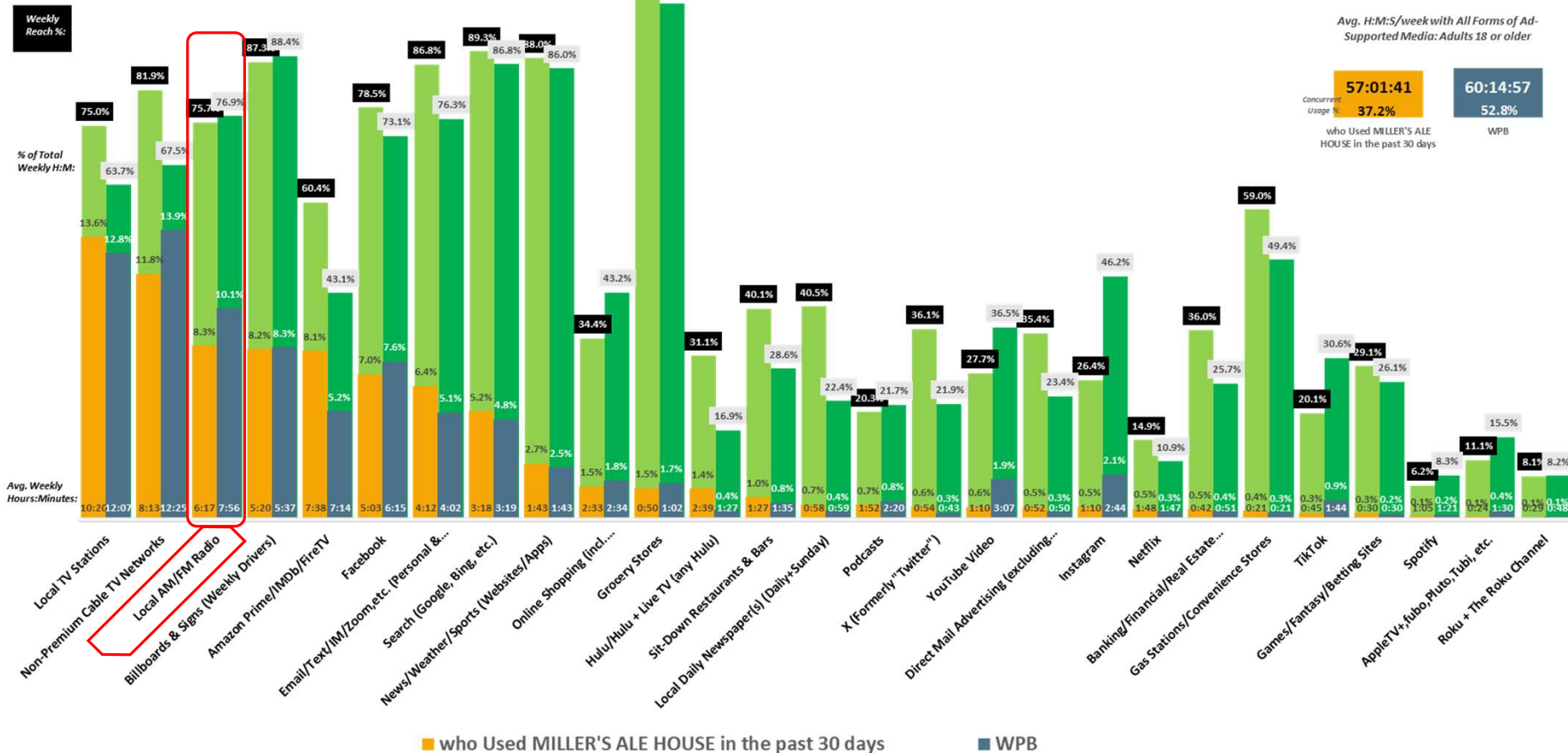


Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an average of 3 days, 0 hours, 6 minutes and 58 seconds each week with All Forms of Ad-Supported Media.  
 80.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.



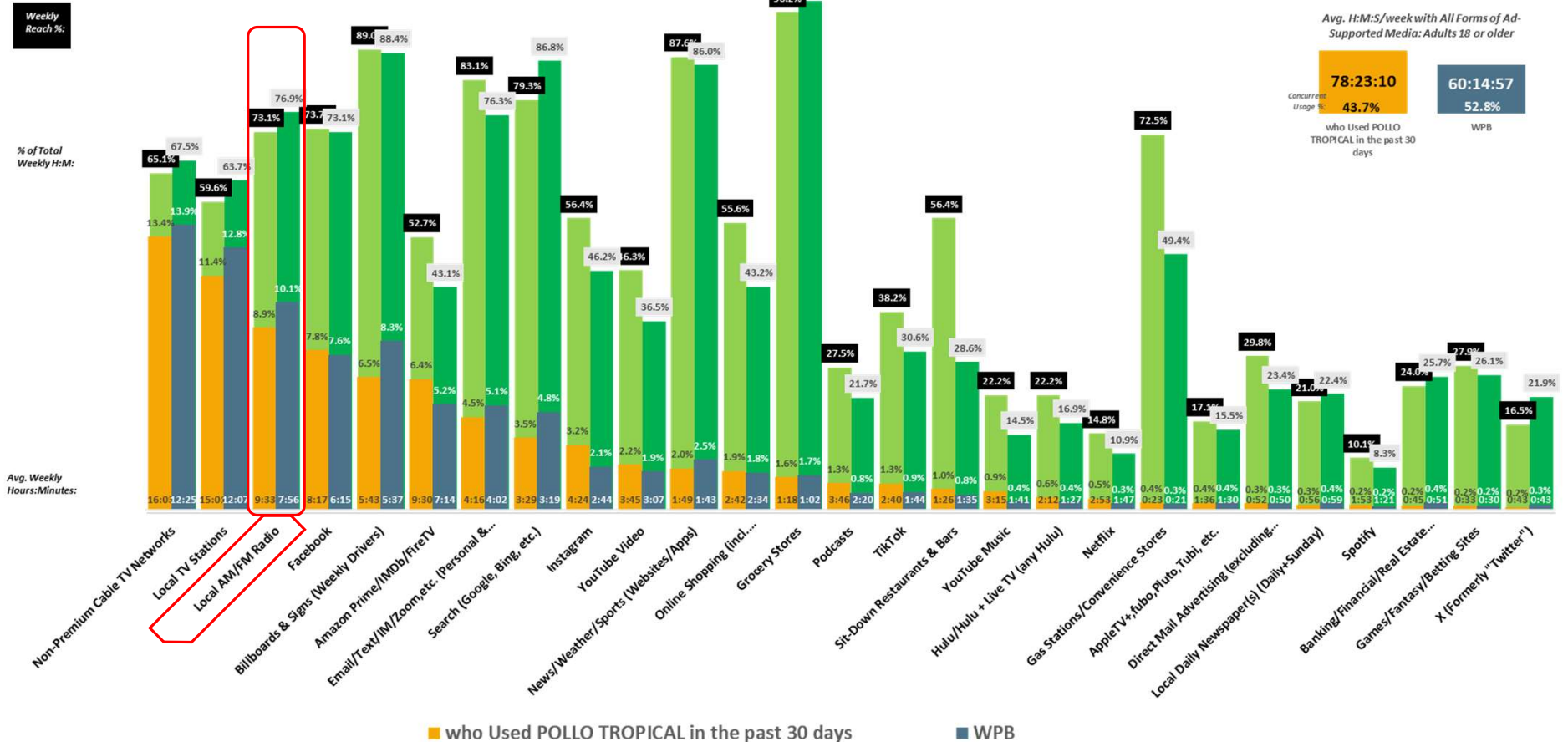


Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 2 days, 9 hours, 1 minutes and 41 seconds each week with All Forms of Ad-Supported Media.  
 75.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported Media.





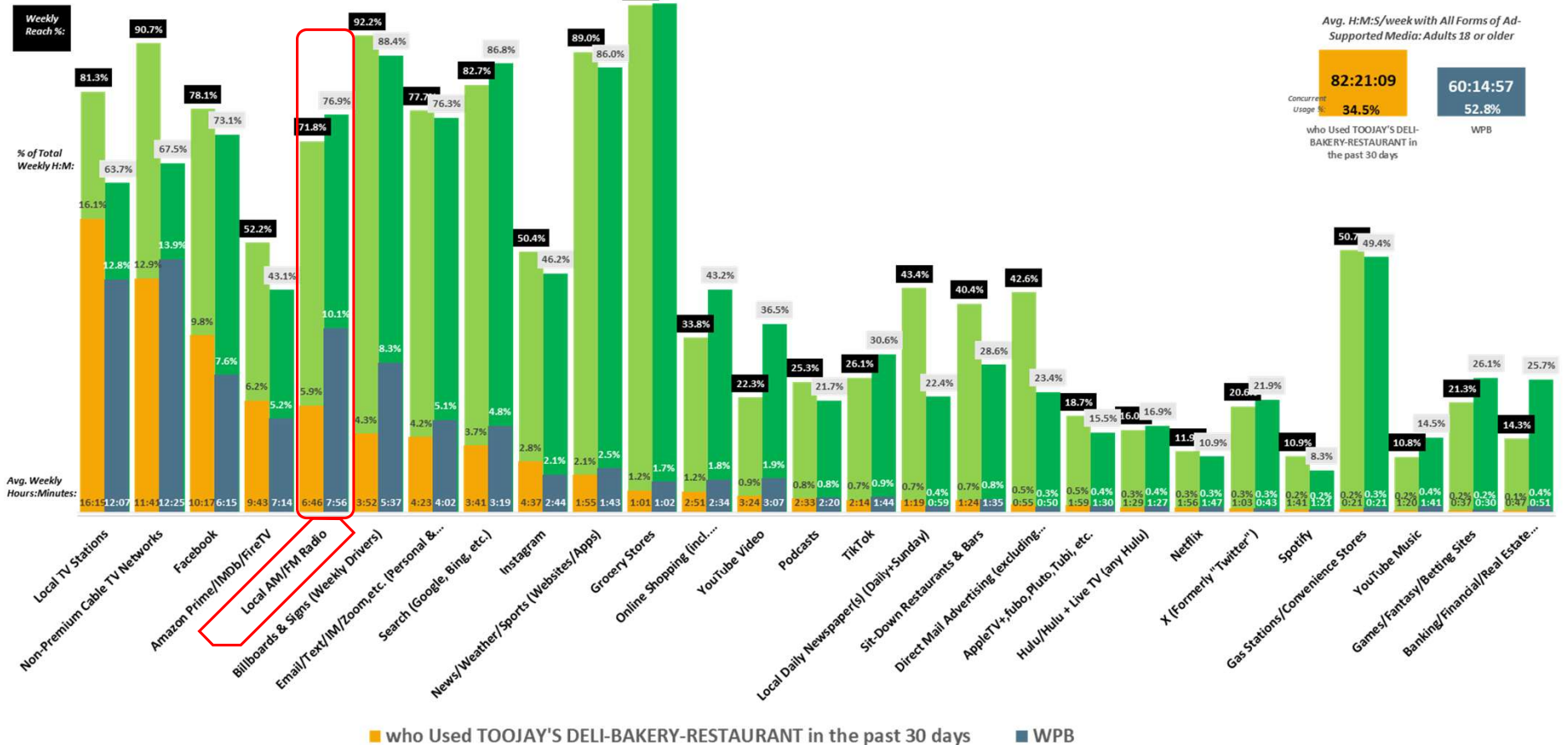
Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 3 days, 6 hours, 23 minutes and 10 seconds each week with All Forms of Ad-Supported Media.  
 73.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an avg. of 9 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Supported Media.







Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 3 days, 10 hours, 21 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 71.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.9% of total time spent with all forms of Ad-Supported Me



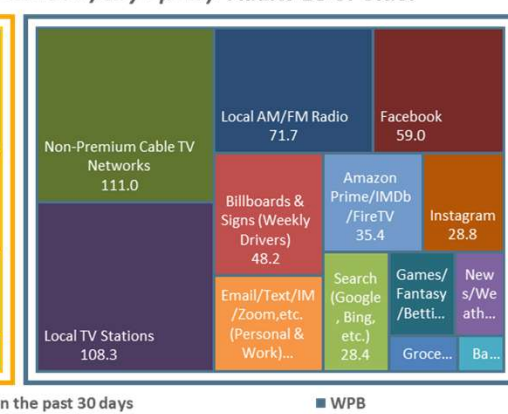
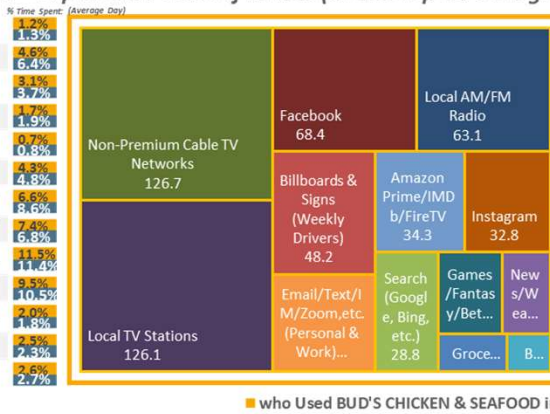
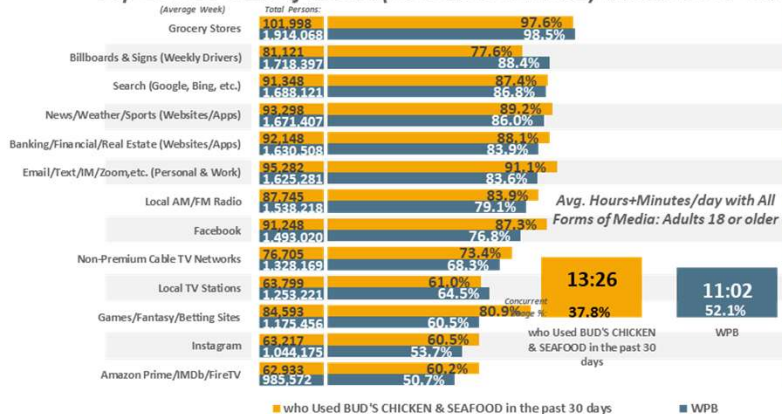
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

82:21:09	60:14:57
34.5%	52.8%
who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days	
WPB	

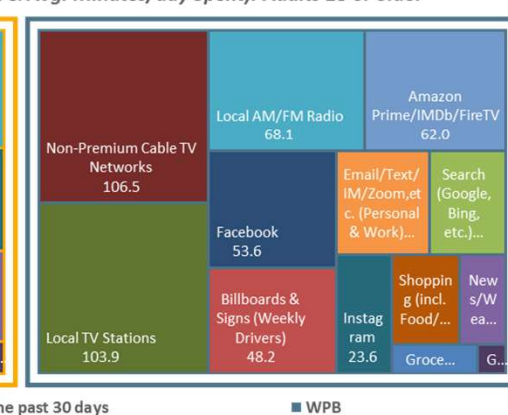
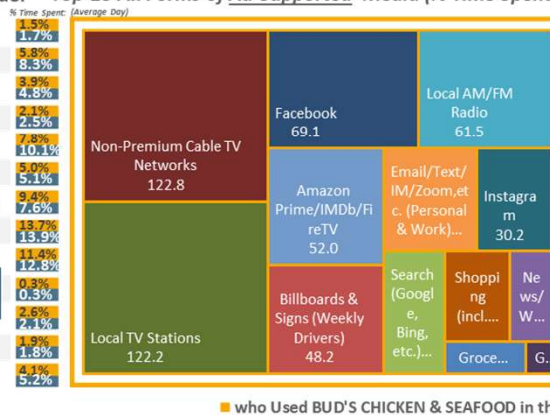
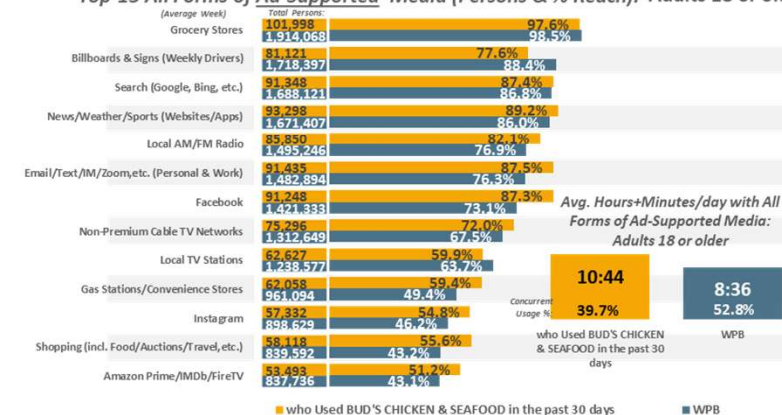


Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 10 hours and 44 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. (Local Radio delivers 7.8% of Time with Ad-Supported Media.)

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



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





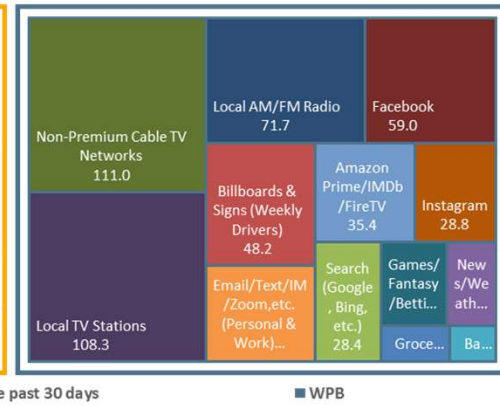
Media Type	Average (Average)	Total Persons: (Total Persons)	Who Used DUFFY'S SPORTS GRILL in the past 30 days (%)	WPB (%)
Grocery Stores	158,580	1,710,038	99.9%	98.5%
Billboards & Signs (Weekly Drivers)	149,313	1,741,637	94.1%	83.1%
Search (Google, Bing, etc.)	132,972	1,338,171	86.3%	86.8%
News/Weather/Sports (Websites/Apps)	147,605	1,671,407	93.0%	86.0%
Banking/Financial/Real Estate (Websites/Apps)	148,751	1,630,508	93.7%	83.9%
Email/Text/IM/Zoom/etc. (Personal & Work)	145,593	1,625,231	91.7%	83.6%
Local AM/FM Radio	138,203	1,453,043	87.1%	79.1%
Facebook	123,844	1,493,020	81.2%	76.8%
Non-Premium Cable TV Networks	131,194	1,128,169	82.7%	68.5%
Local TV Stations	116,579	1,253,221	73.4%	64.5%
Games/Fantasy/Betting Sites	100,619	1,175,456	63.4%	60.5%
Instagram	73,387	1,024,745	46.2%	53.7%
Amazon Prime/IMDb/FireTV	120,164	885,572	75.7%	50.7%

**Avg. Hours+Minutes/day with All Forms of Media: Adults 18 or older**

Media Type	Avg. Hours+Minutes/day
Who Used DUFFY'S SPORTS GRILL in the past 30 days	13:11
WPB	11:02

**Concurrent Usage %**

Media Type	Concurrent Usage %
Who Used DUFFY'S SPORTS GRILL in the past 30 days	33.1%
WPB	52.1%

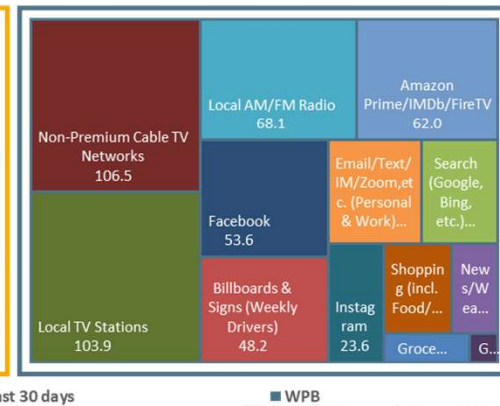


Activity	who Used DUFFY'S SPORTS GRILL in the past 30 days	WPB
Grocery Stores	99.9%	93.3%
Billboards & Signs (Weekly Drivers)	94.1%	88.4%
Search (Google, Bing, etc.)	86.3%	86.8%
News/Weather/Sports (Websites/Apps)	93.0%	86.0%
Local AM/FM Radio	80.9%	76.9%
Email/Text/iM/Zoom/etc. (Personal & Work)	80.7%	76.6%
Facebook	81.2%	78.4%
Non-Premium Cable TV Networks	81.7%	67.5%
Local TV Stations	72.6%	63.7%
Gas Stations/Convenience Stores	60.1%	49.4%
Instagram	40.1%	46.7%
Shopping (incl. Food/Auctions/Travel, etc.)	35.8%	45.7%
Amazon Prime/IMDb/FireTV	64.3%	43.1%

**Avg. Hours+Minutes/day with All Forms of Ad-Supported Media: Adults 18 or older**

Media	Avg. Hours+Minutes/day
DUFFY'S SPORTS GRILL	10:18
WPB	8:36

**who Used DUFFY'S SPORTS GRILL in the past 30 days** (Orange bar)  
**WPB** (Dark Blue bar)



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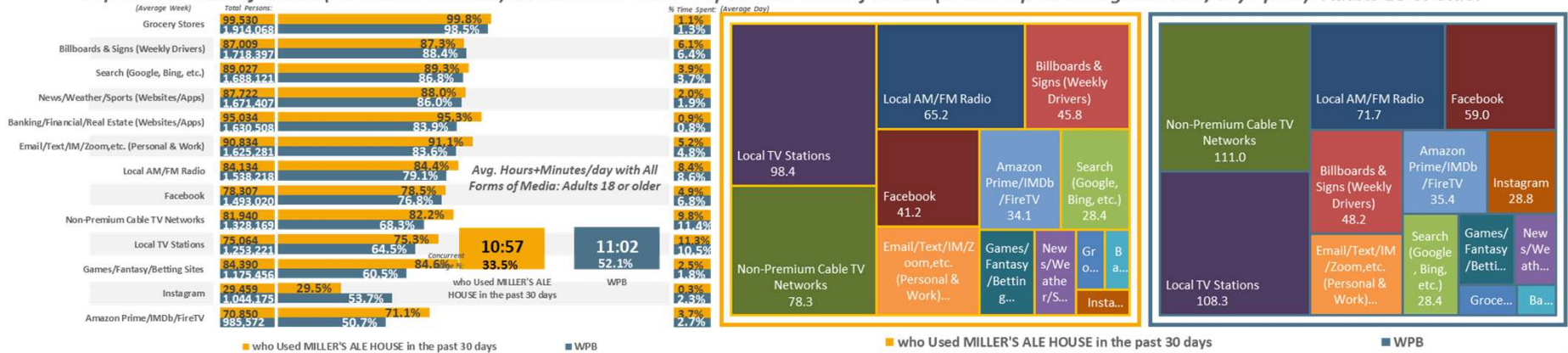
Sit-down restaurants used past 30 days: Duffy's



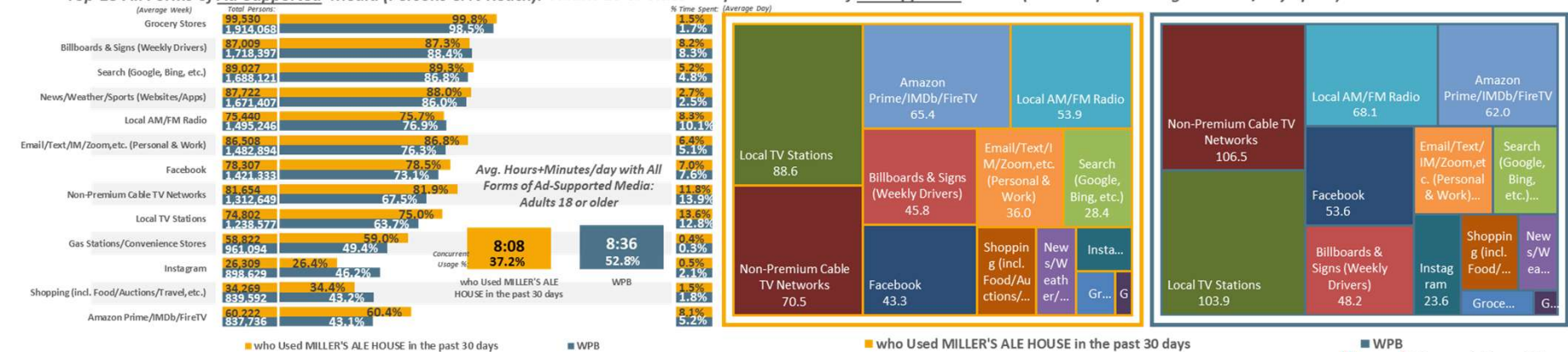


Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 8.3% of Time with Ad-Supported Media.)*

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 94  
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Sit-down restaurants used past 30 days: Ale House

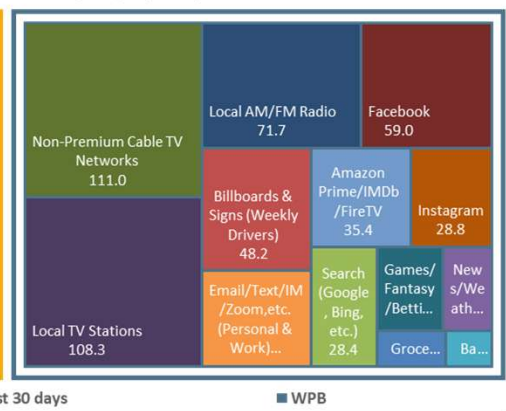
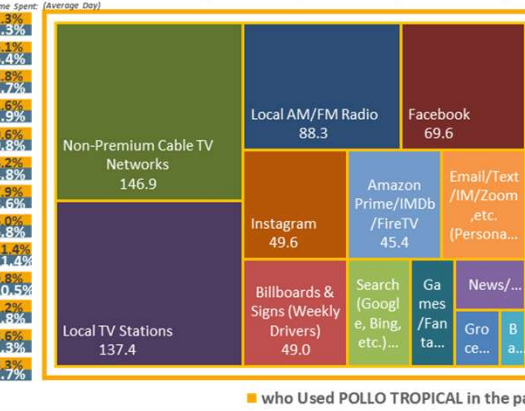
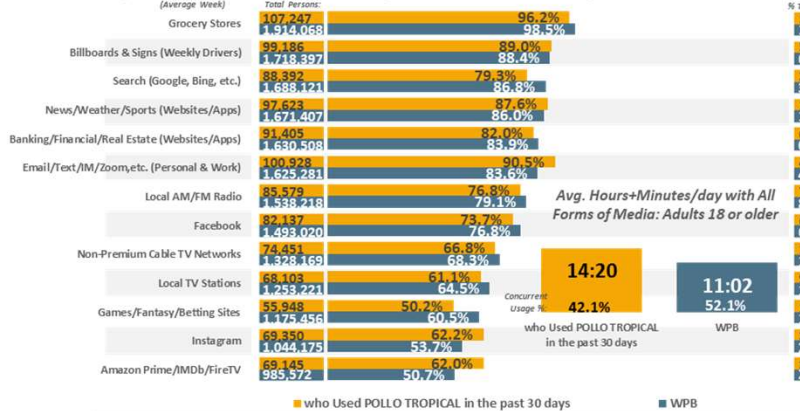




Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 11 hours and 11 minutes each day with All Forms of Ad-Supported Media. 73.1% listen to Local AM/FM Radio for an avg. of 81.9 minutes/day.  
(Local Radio delivers 8.9% of Time with Ad-Supported Media.)

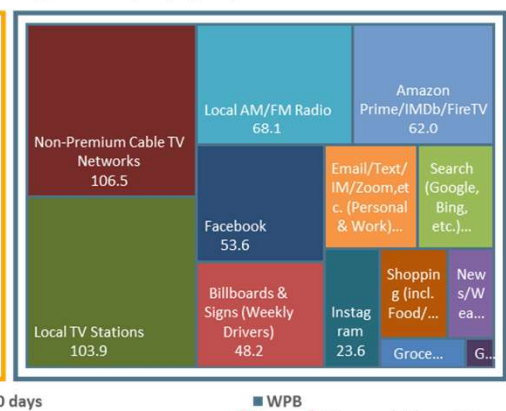
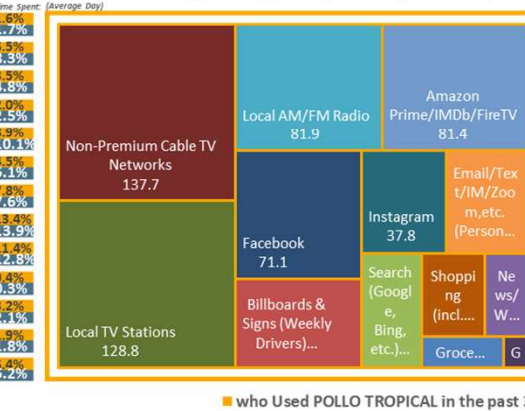
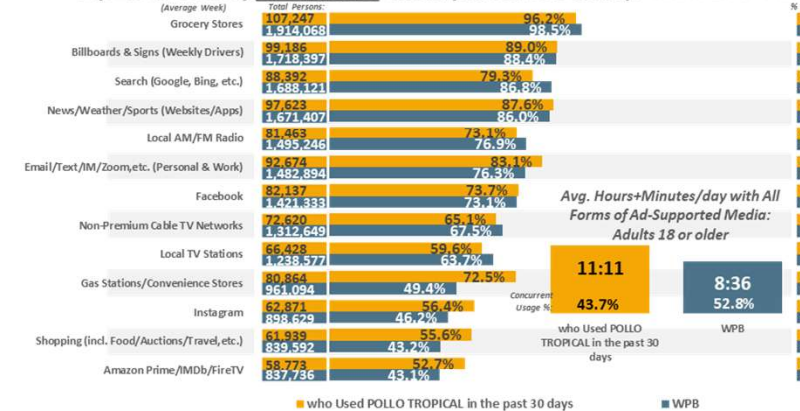
**Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older**

**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**



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 160  
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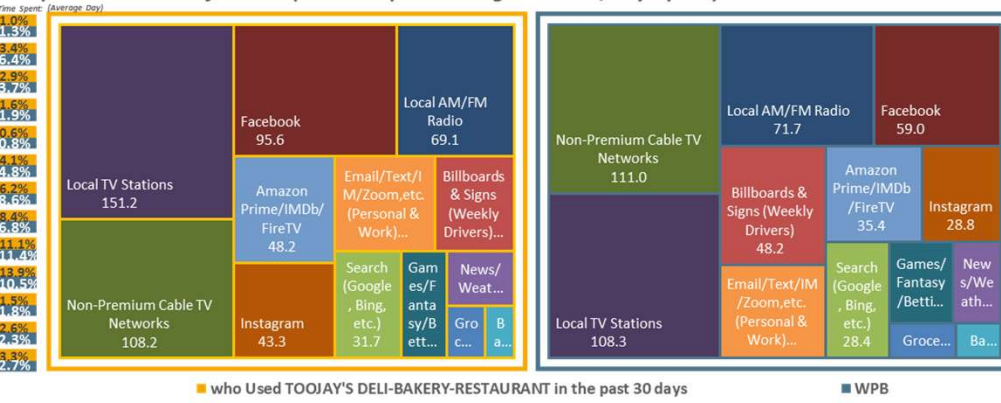
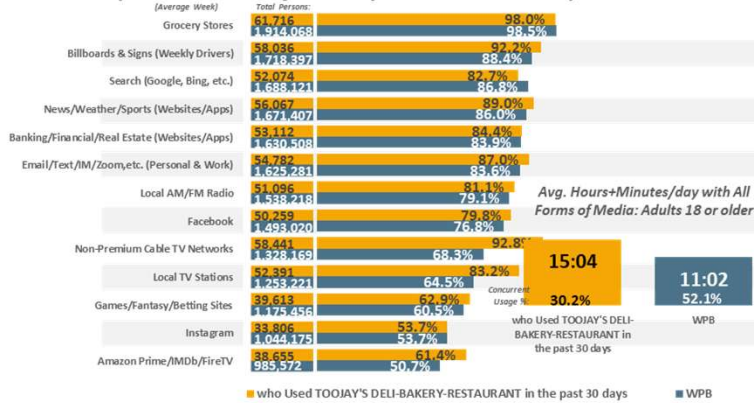
Quick service restaurants used past 30 days: Pollo Tropical



Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 11 hours and 45 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 58. minutes/day. (Local Radio delivers 5.9% of Time with Ad-Supported Media.)

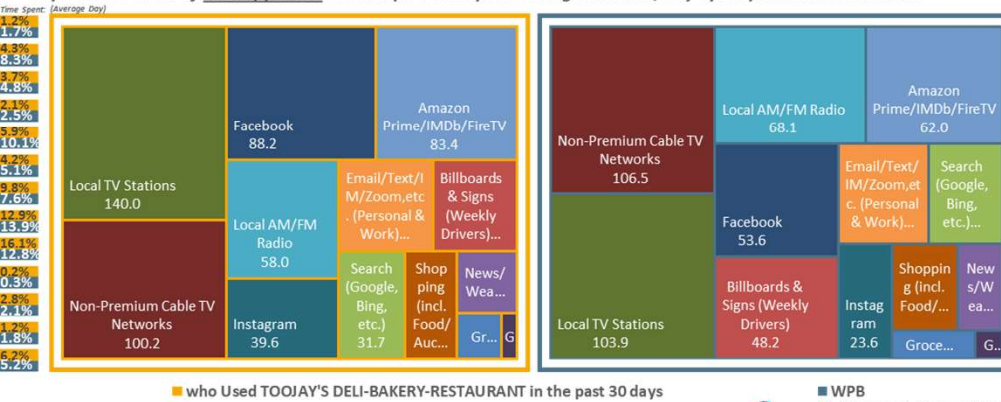
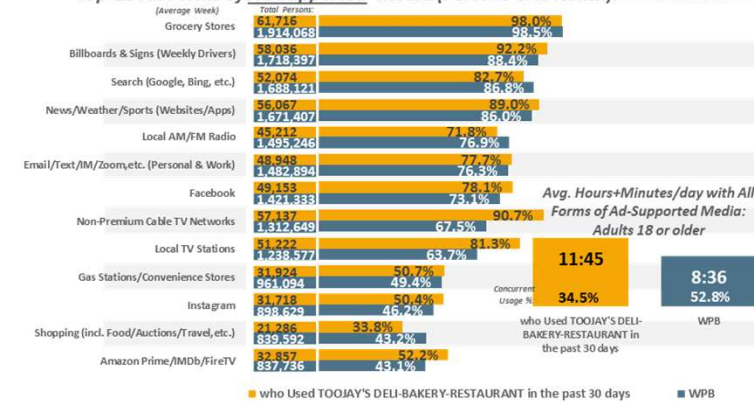
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

### 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 100  
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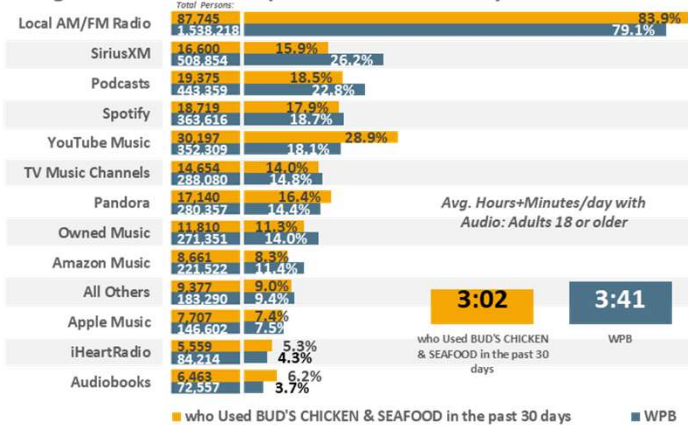
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Sit-down restaurants used past 30 days: Too Jay's

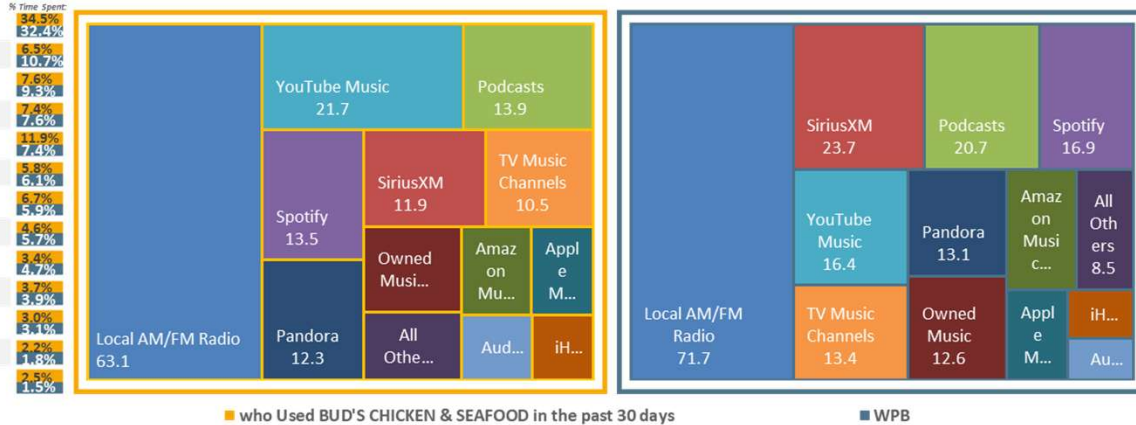


85,850 or 82.1% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

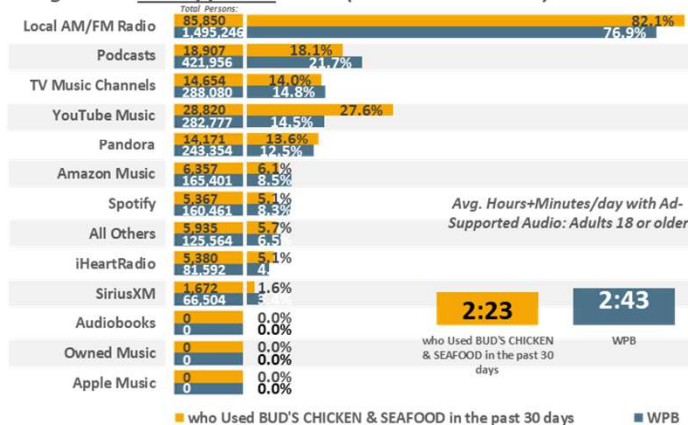
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



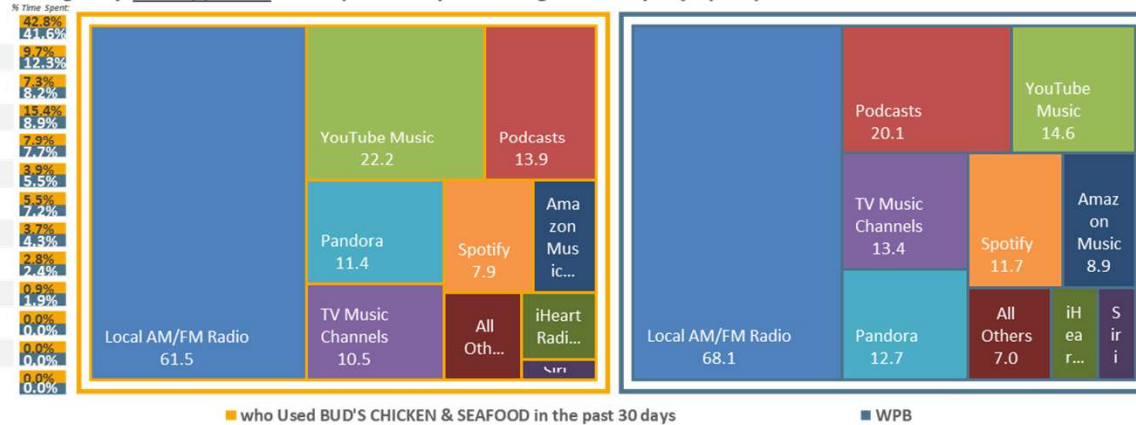
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

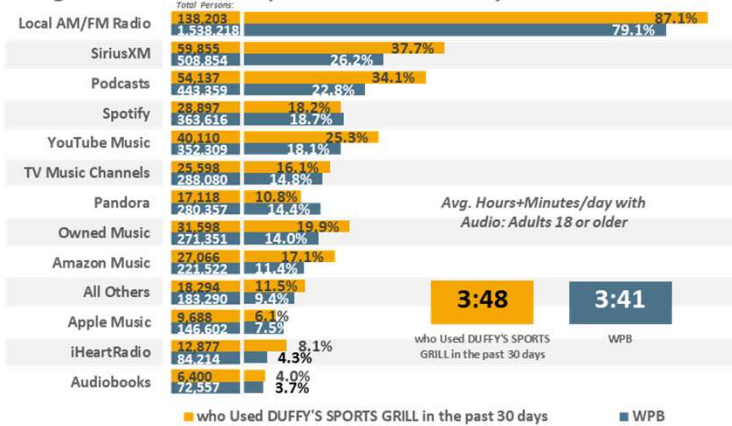




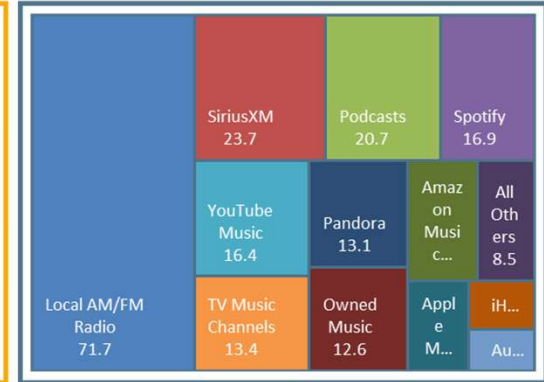
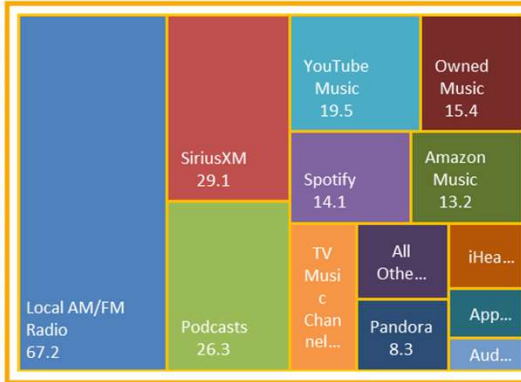


128,488 or 80.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

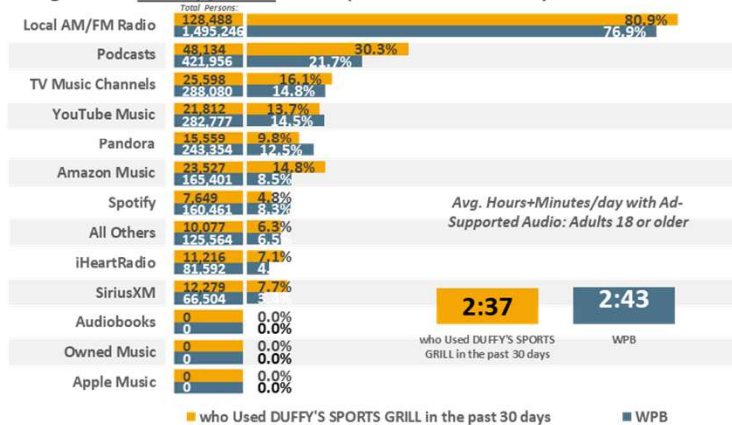
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



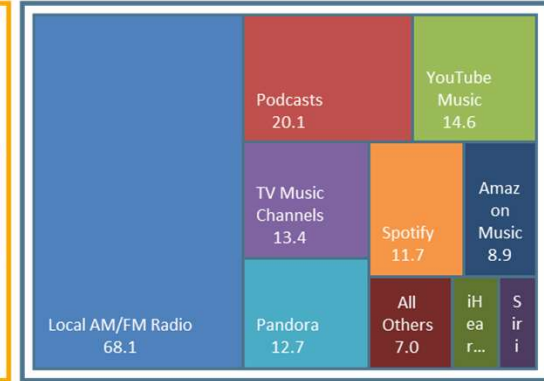
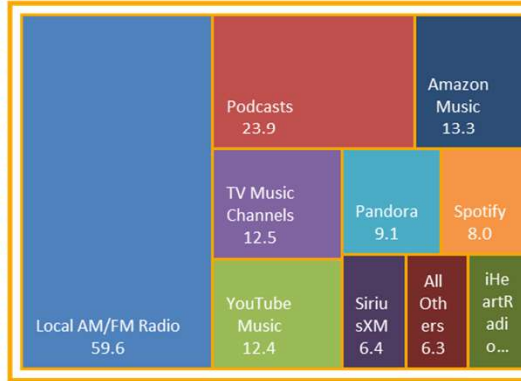
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

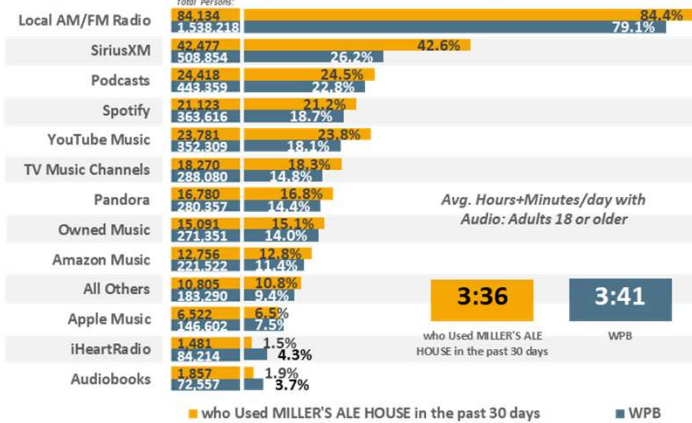




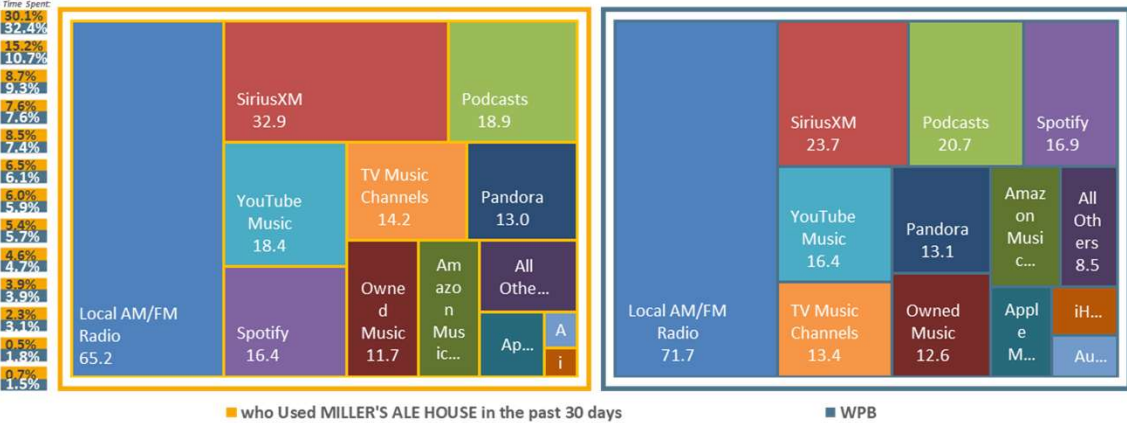


75,440 or 75.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

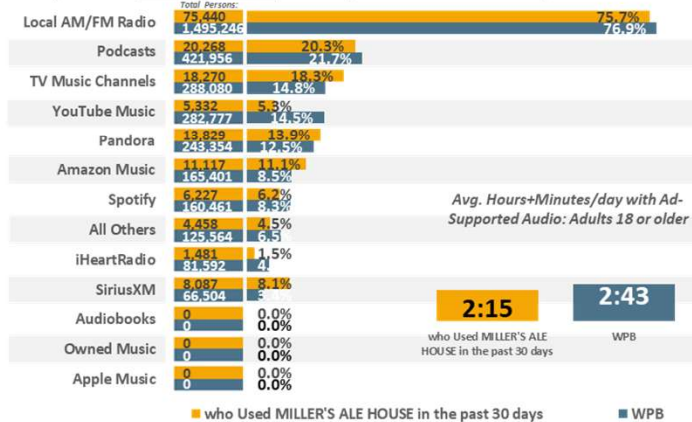
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



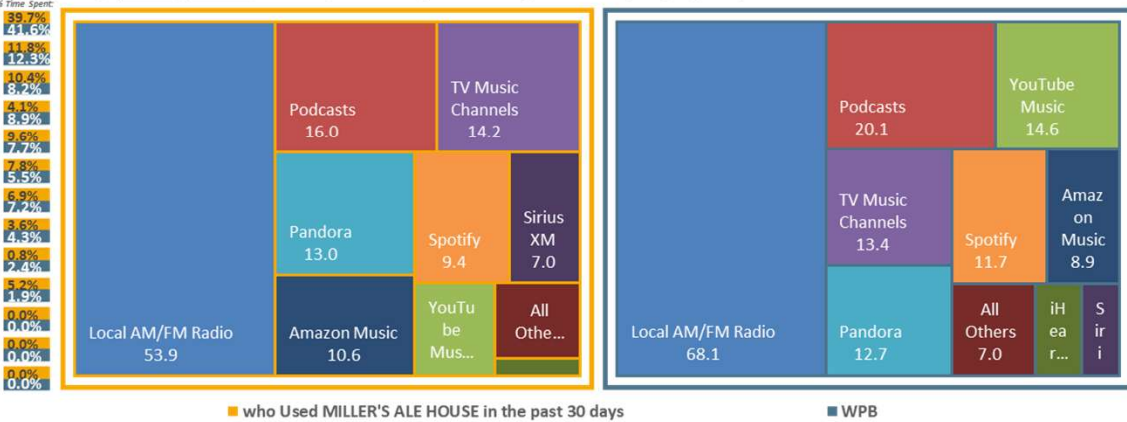
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



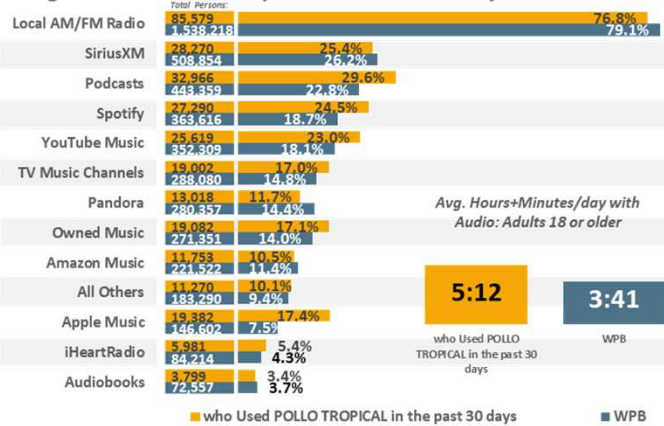
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



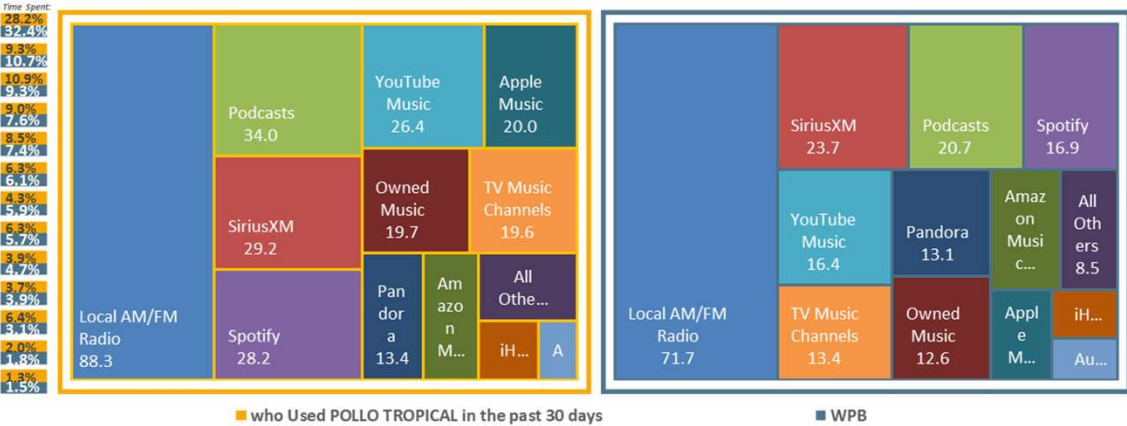


81,463 or 73.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

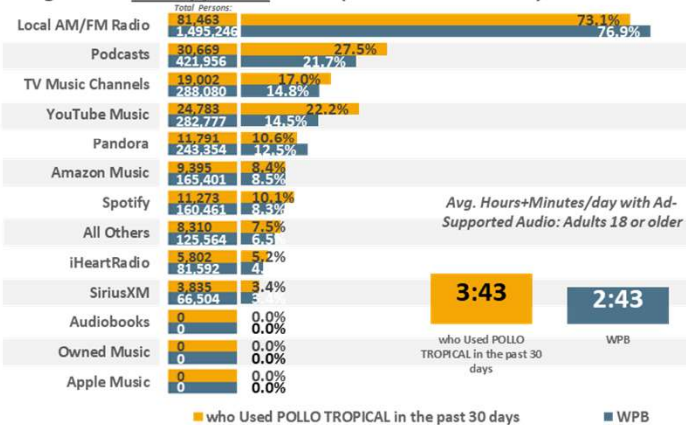
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



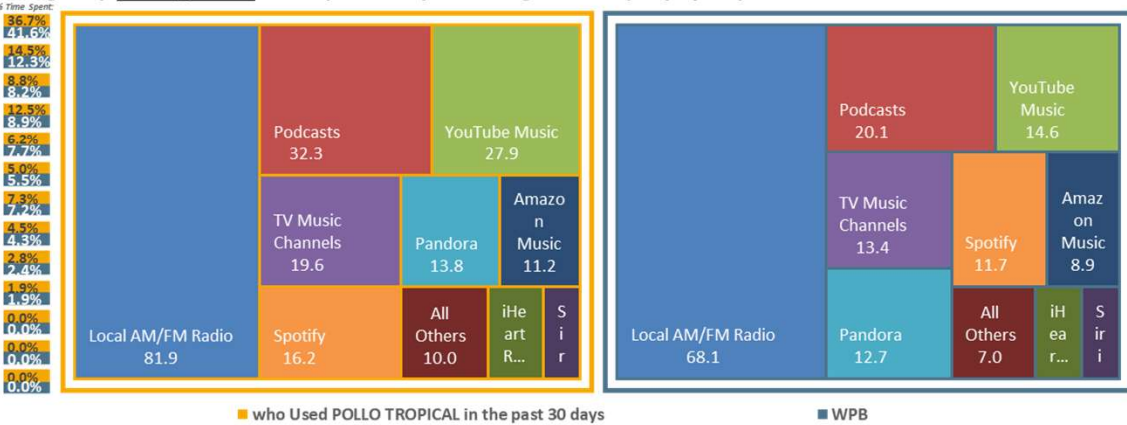
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



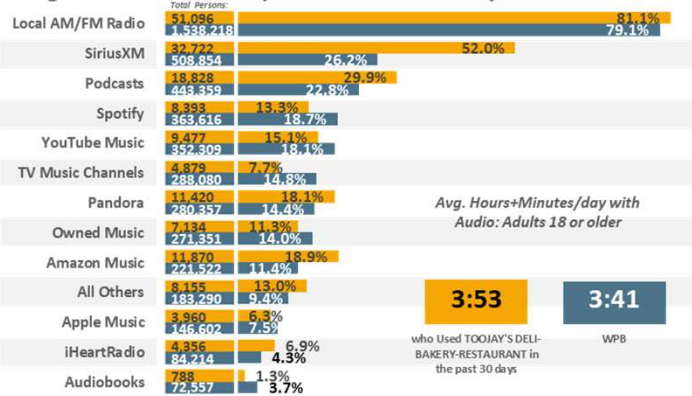
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



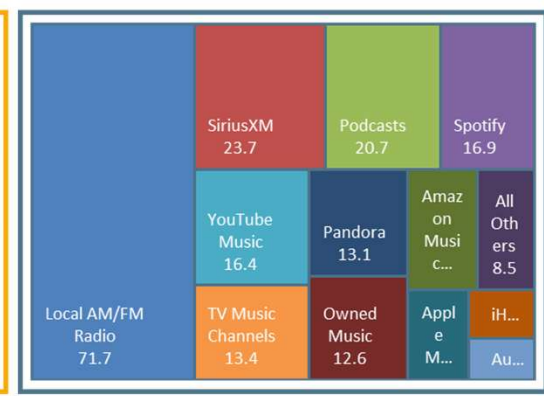
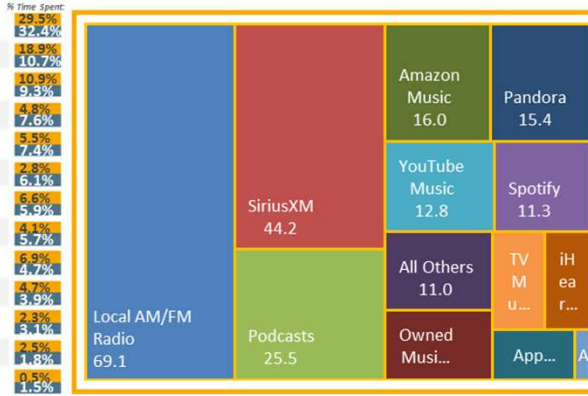


45,212 or 71.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

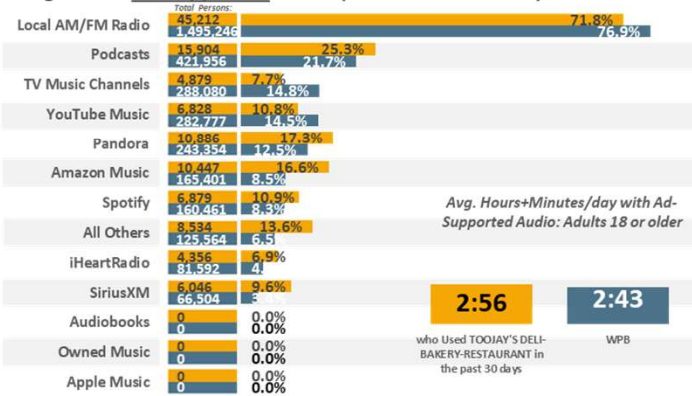
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



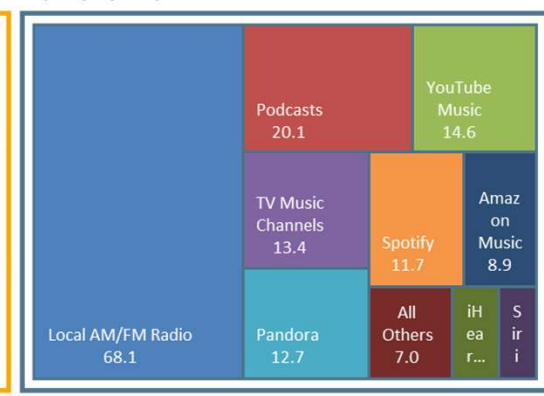
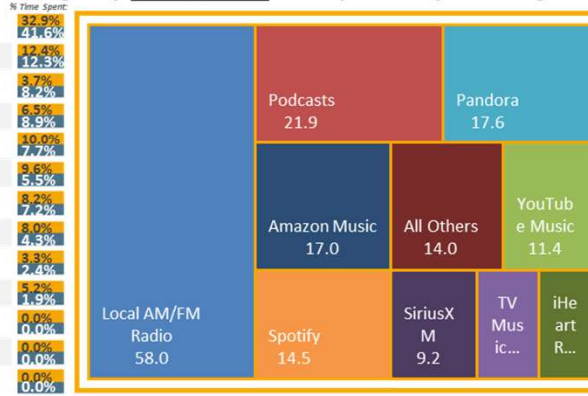
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



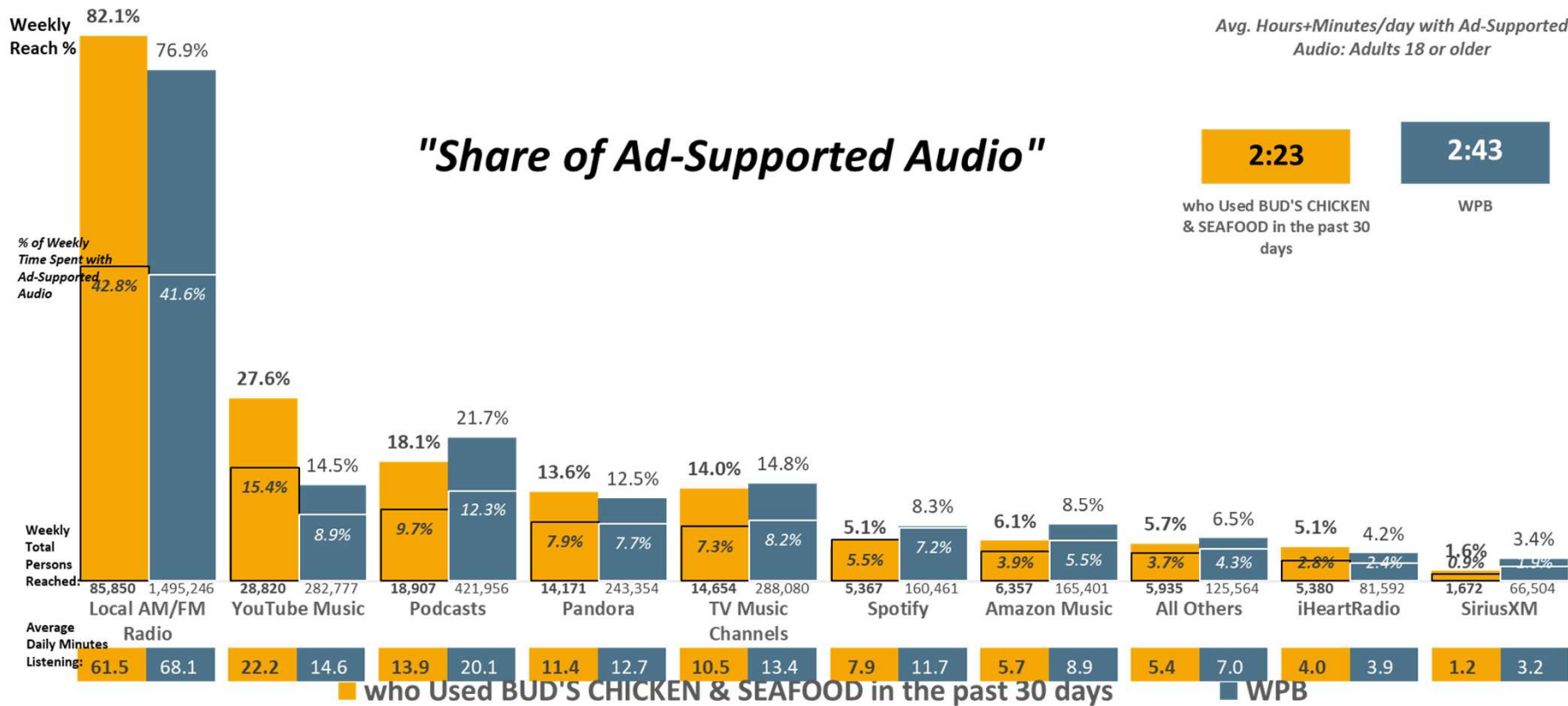
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**







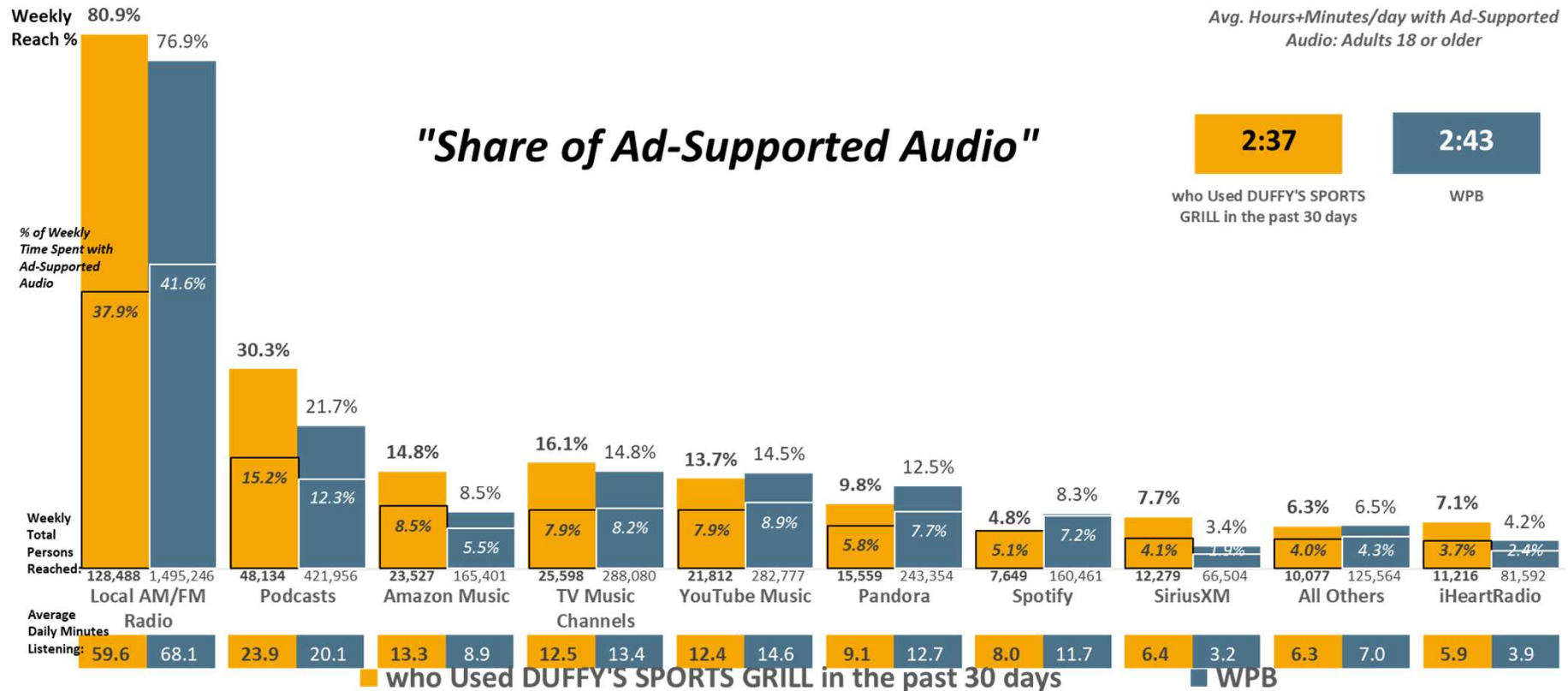
85,850 or 82.1% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.





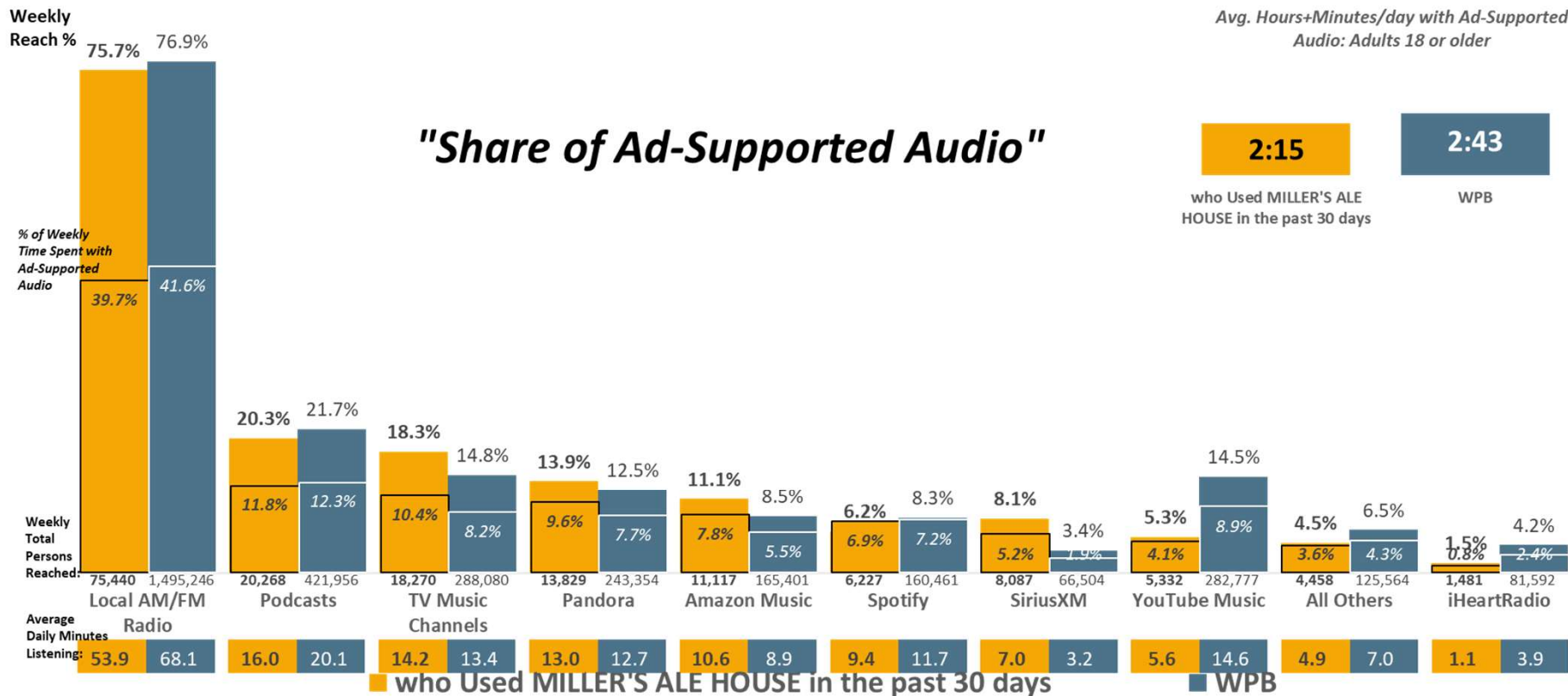


128,488 or 80.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



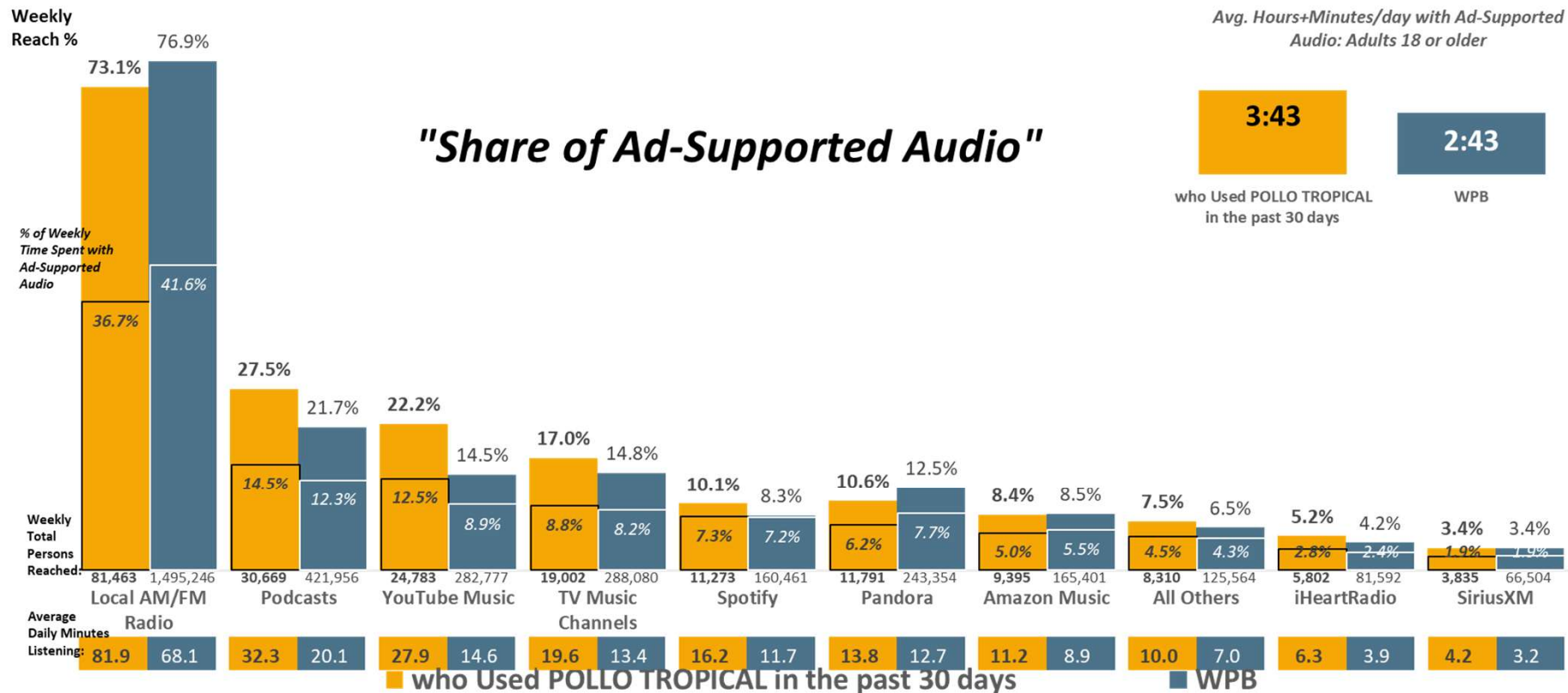


75,440 or 75.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



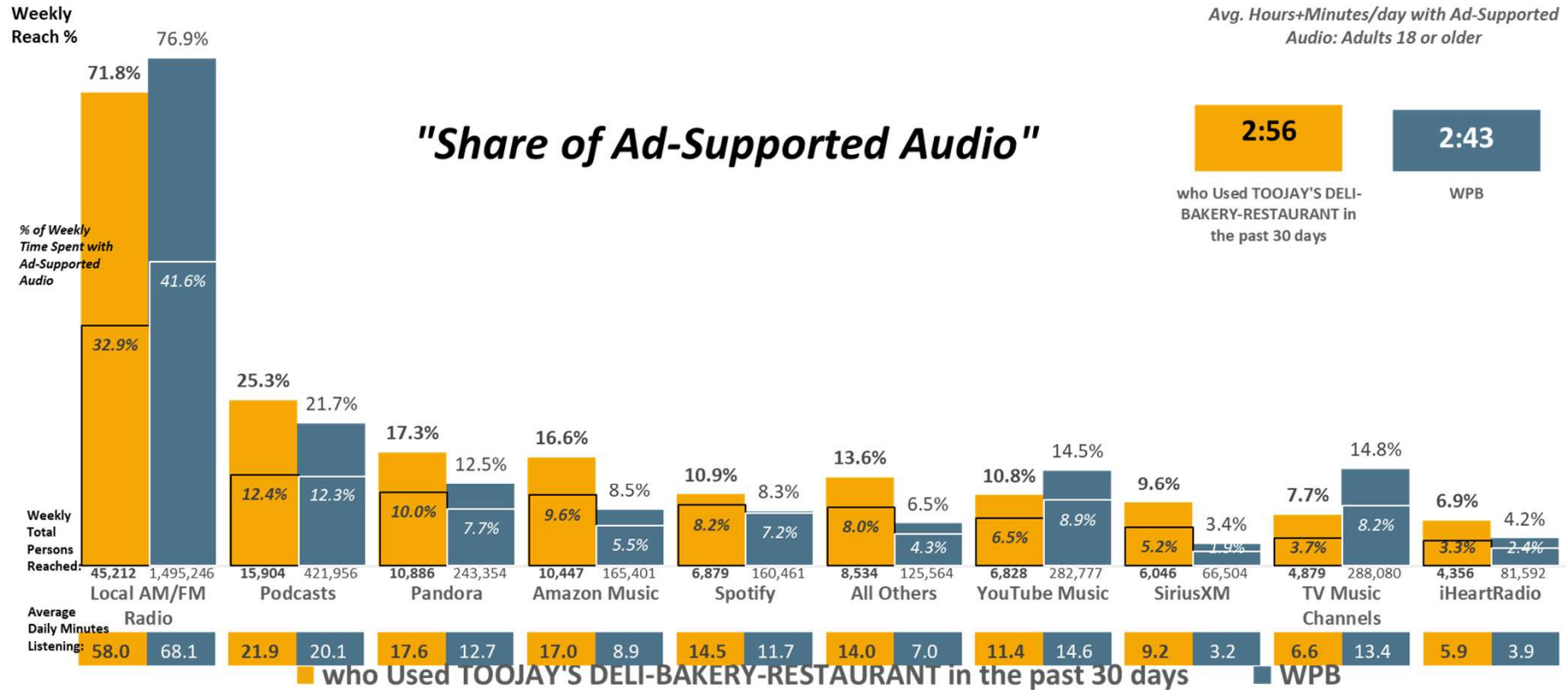


81,463 or 73.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 81.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.





45,212 or 71.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 32.9% of all time spent daily with Ad-Supported Audio.

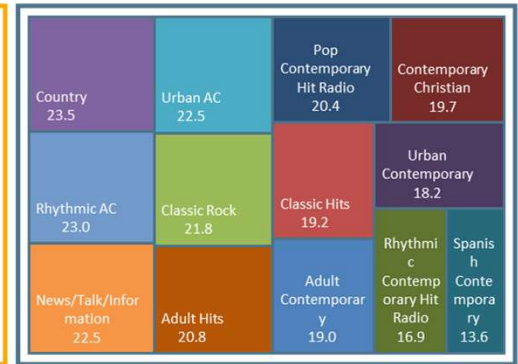
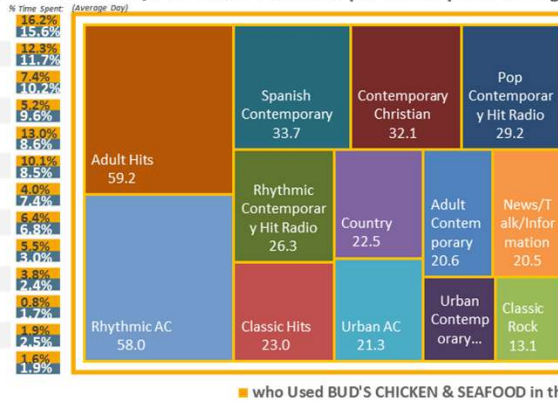
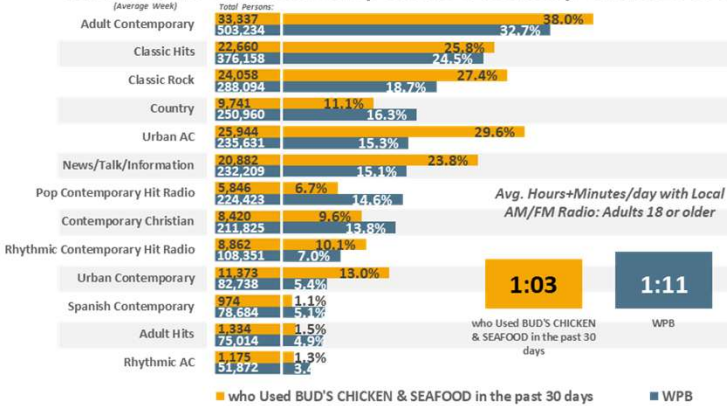




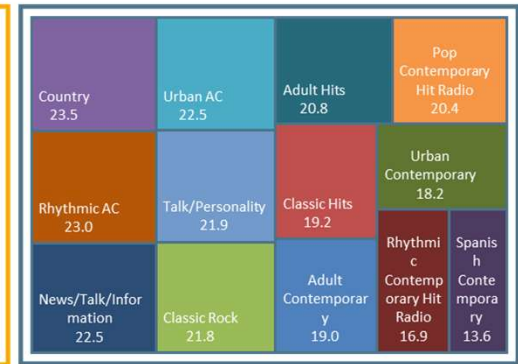
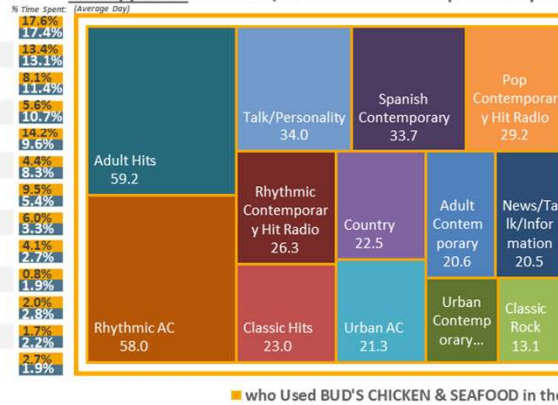
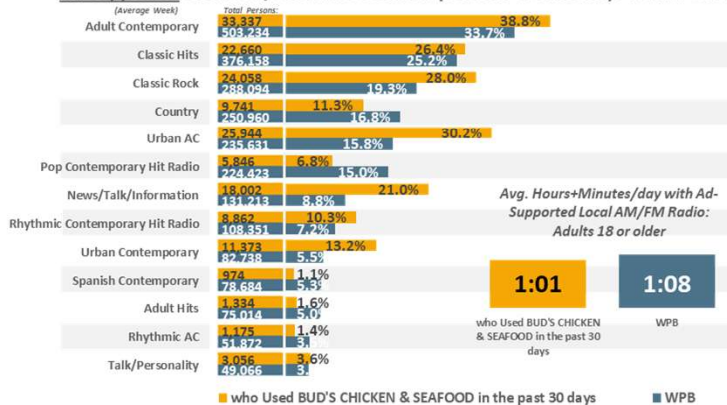


85,850 or 82.1% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Rock, Classic Hits, and News/Talk/Information.

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



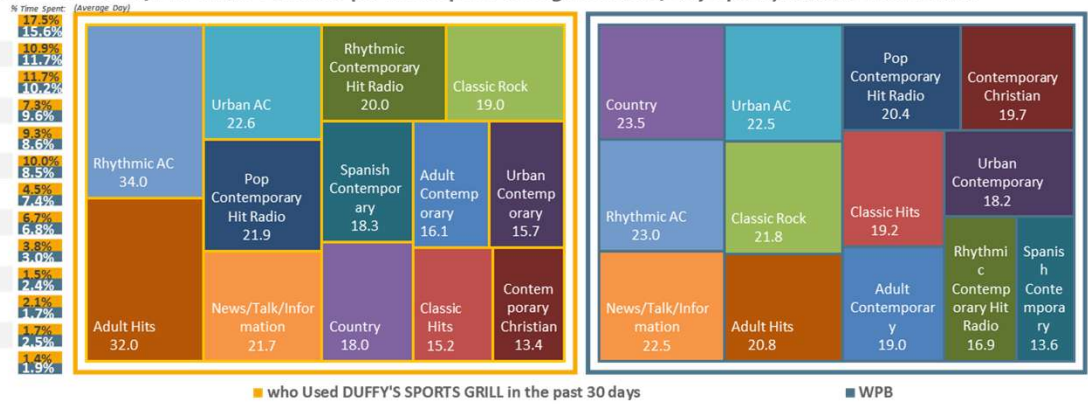
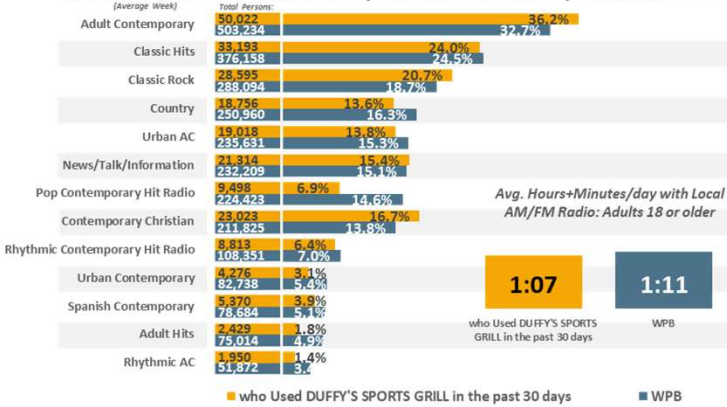
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



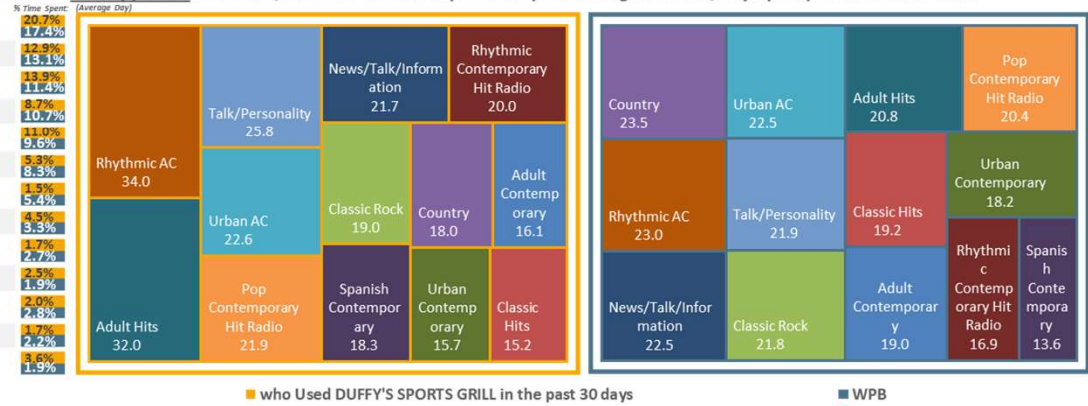
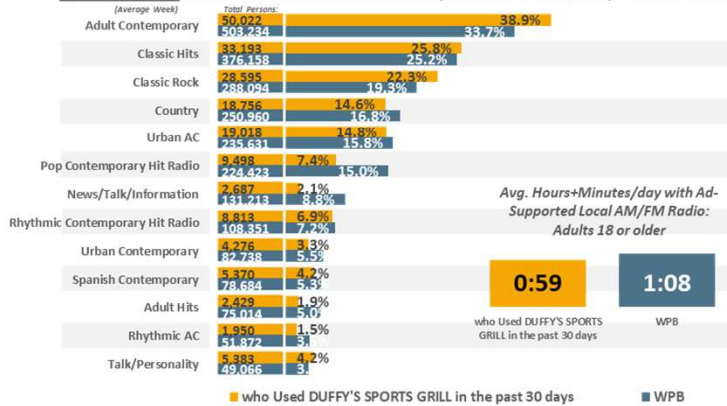


128,488 or 80.9% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Urban AC, and Country.

**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**



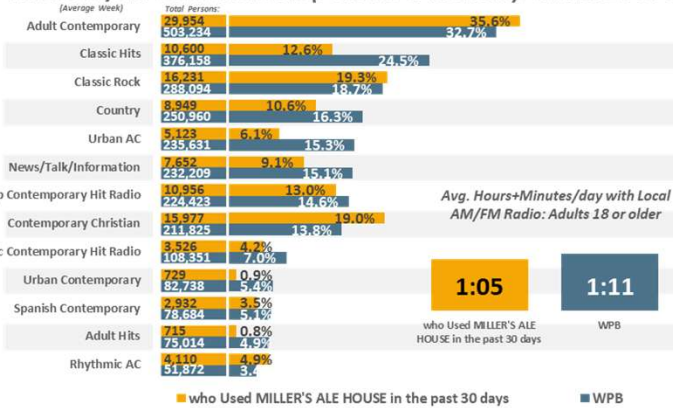
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



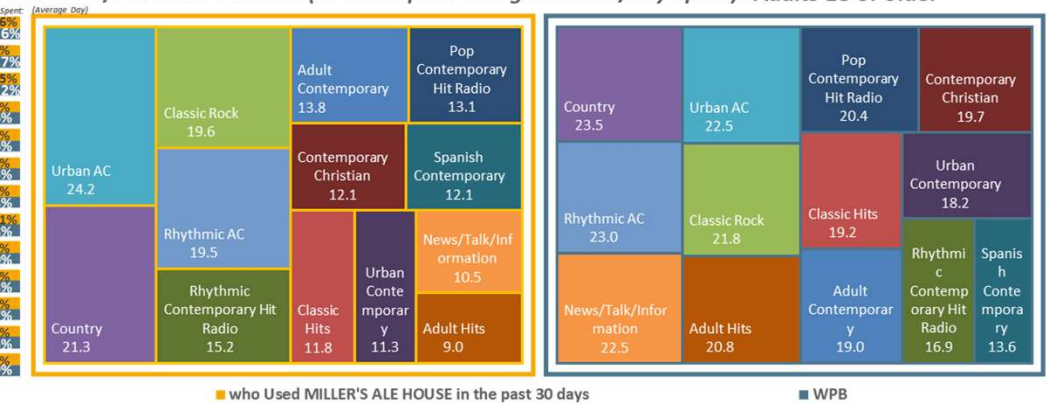


75,440 or 75.7% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and Country.

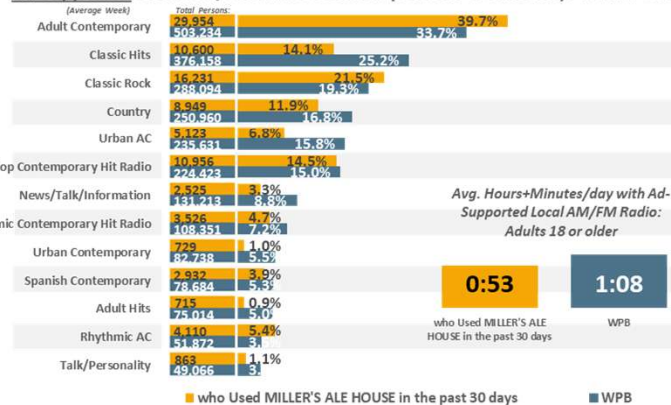
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



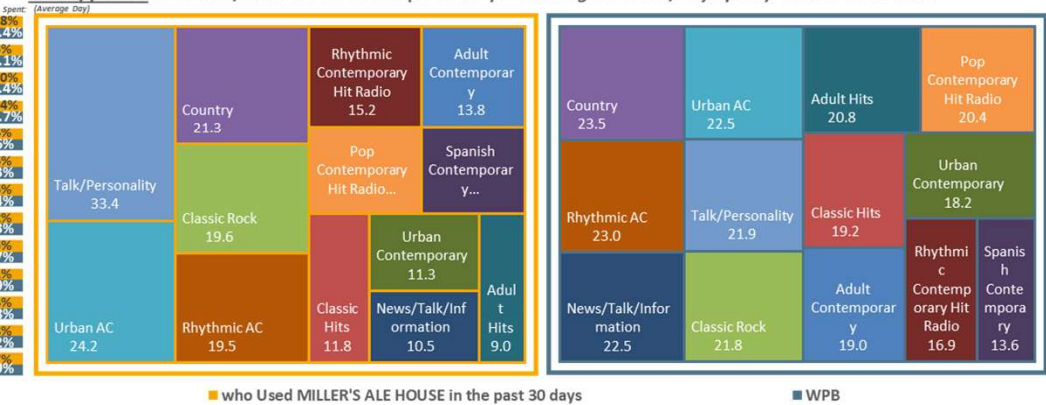
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

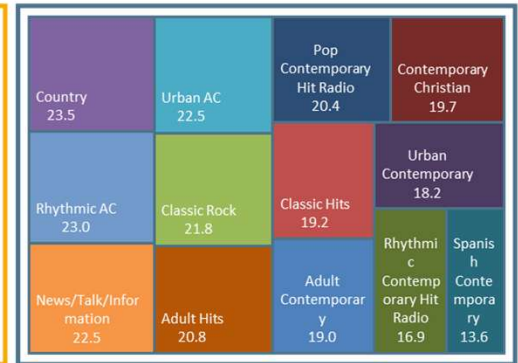
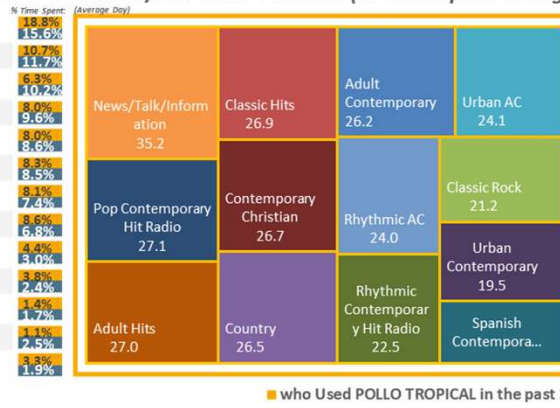
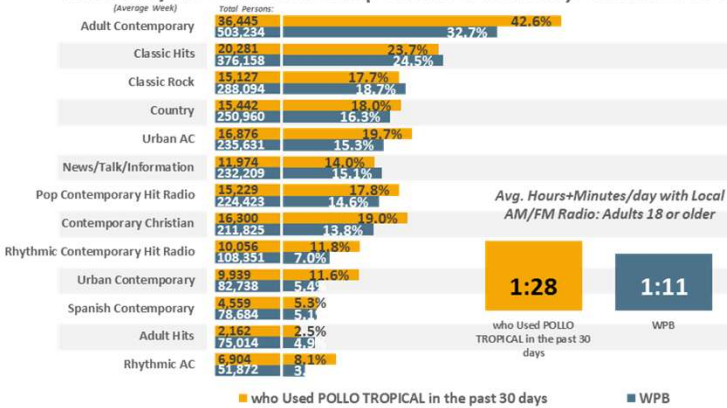




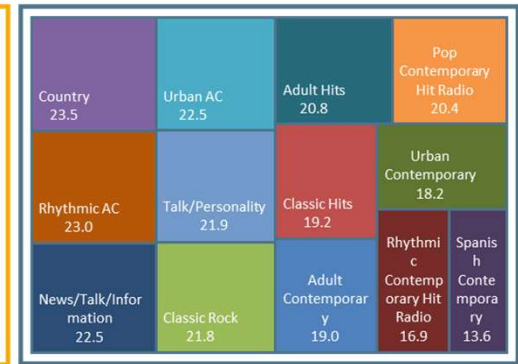
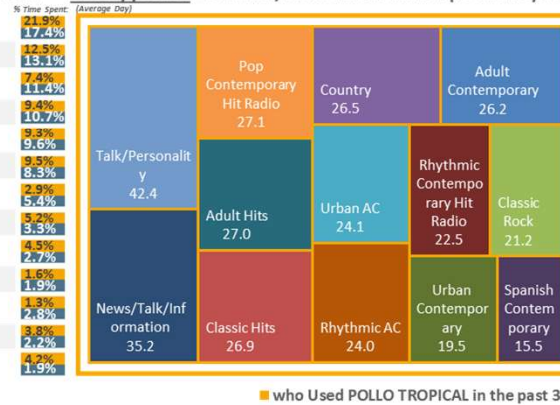
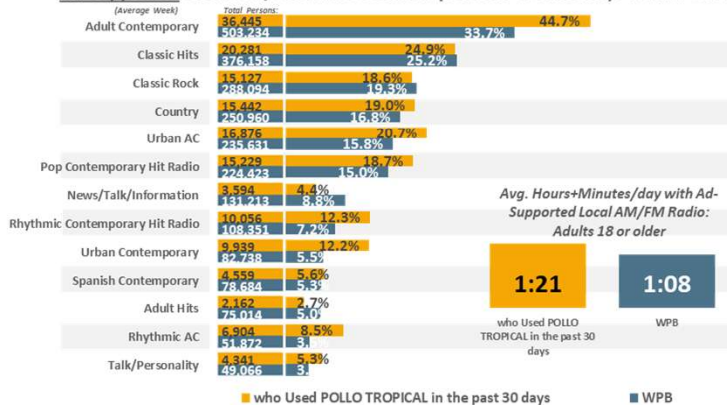


81,463 or 73.1% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Country, and Pop Contemporary Hit Radio.

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



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

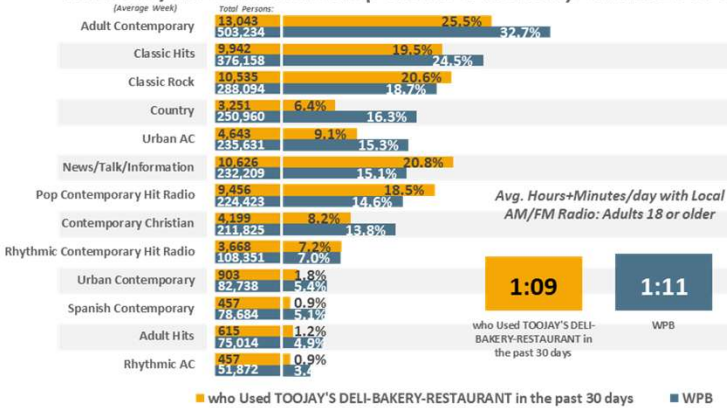




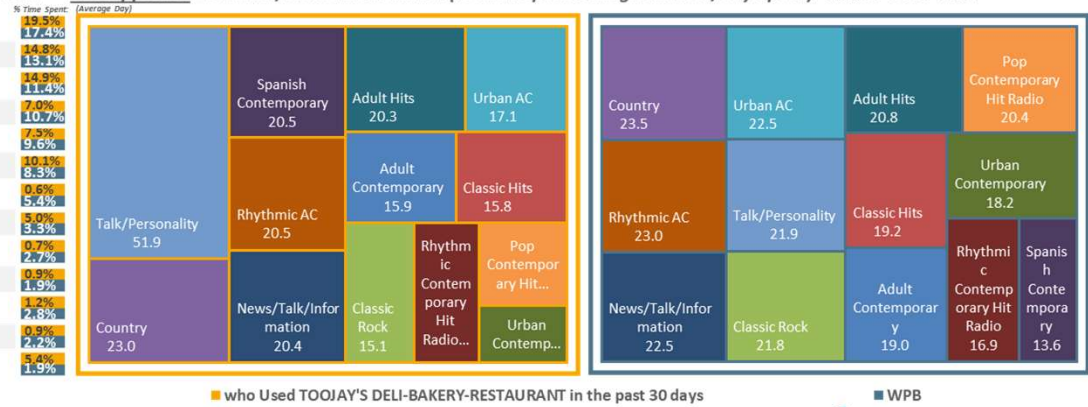
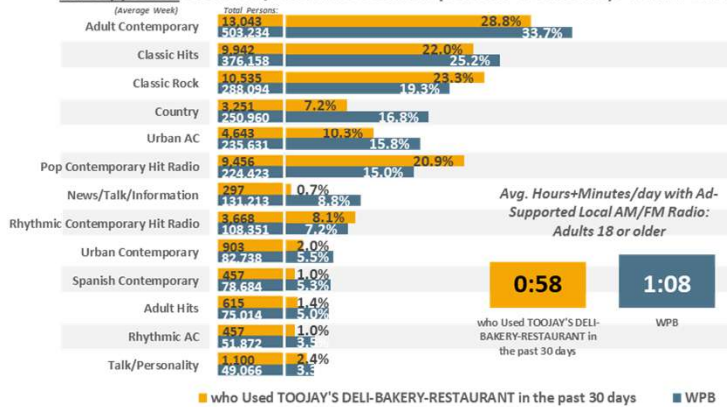


45,212 or 71.8% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Adult Stand

**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**

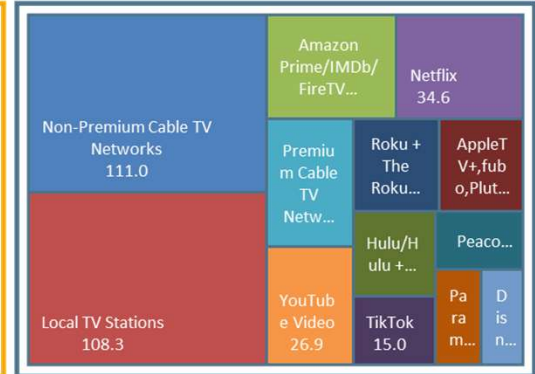
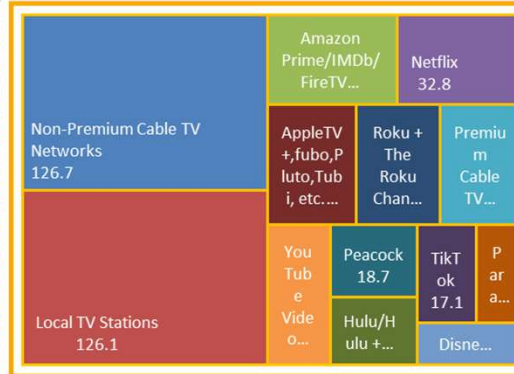
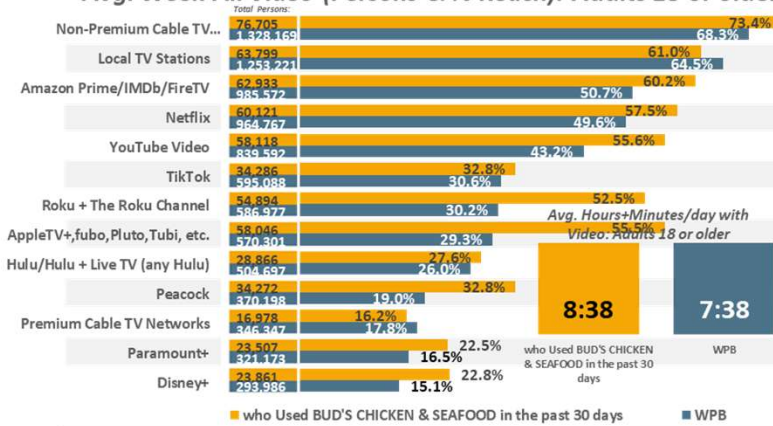




62,627 or 59.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.2 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

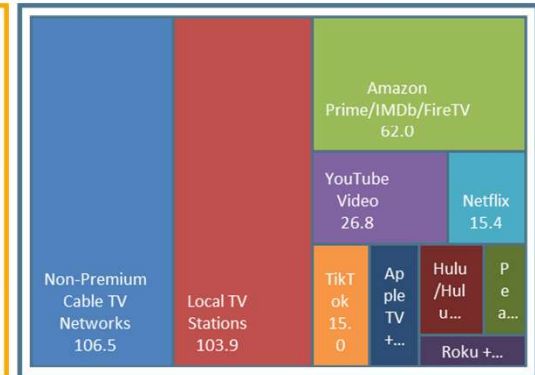
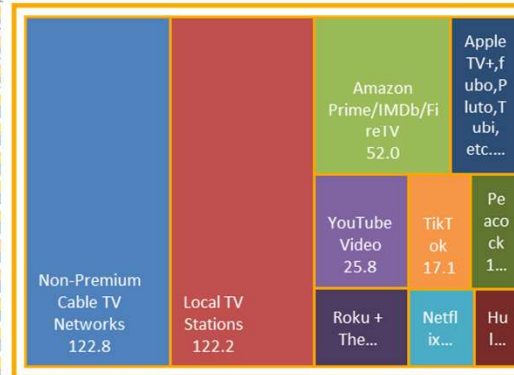
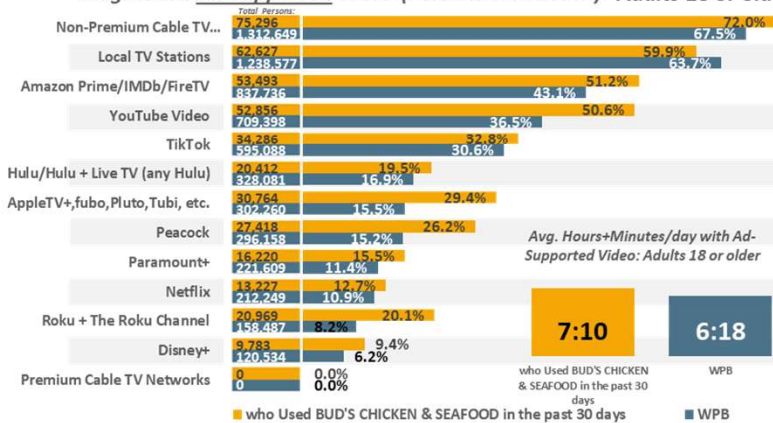
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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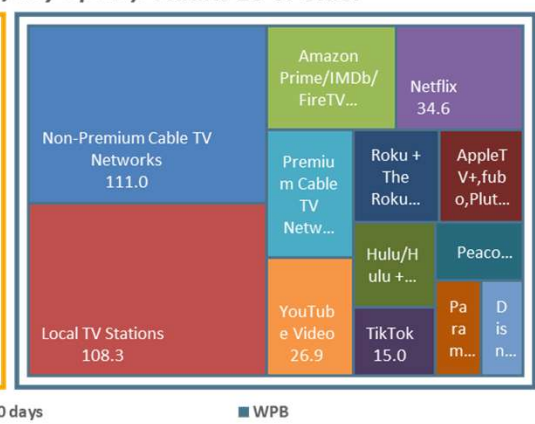
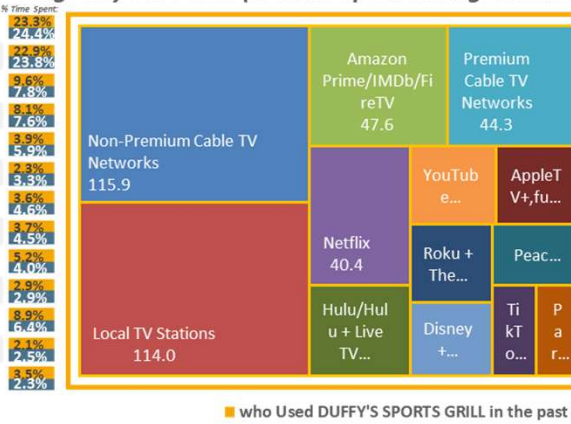
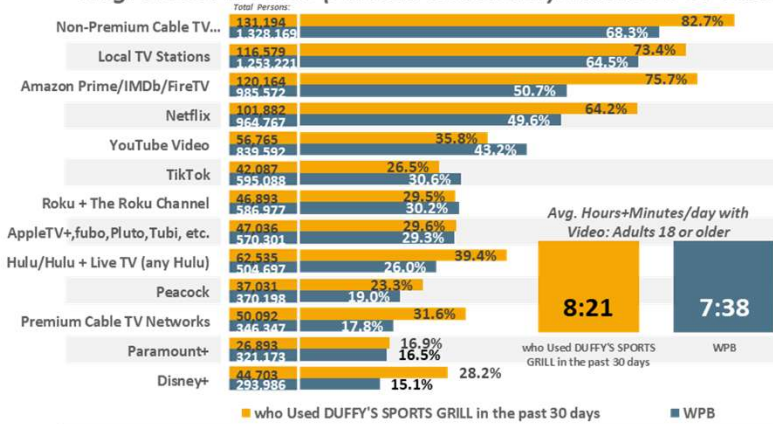
Quick service restaurants used past 30 days: Bud's Chicken & Seafood



115,170 or 72.6% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

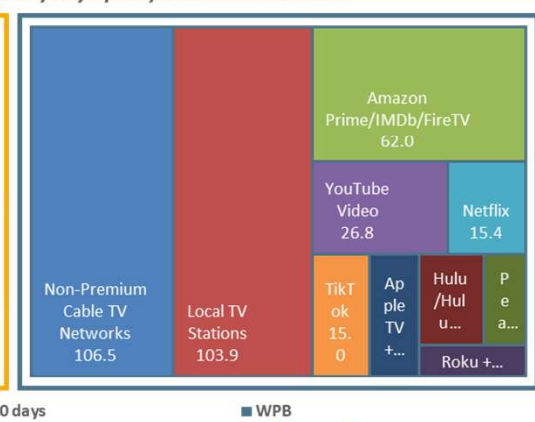
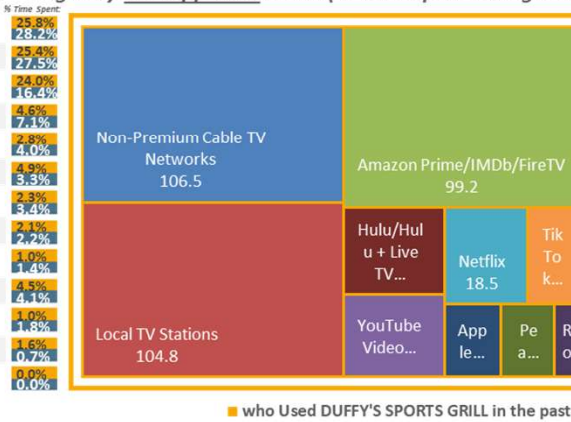
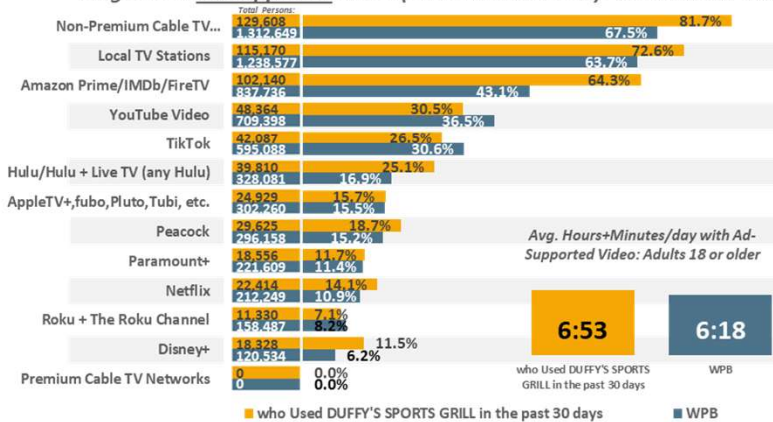
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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

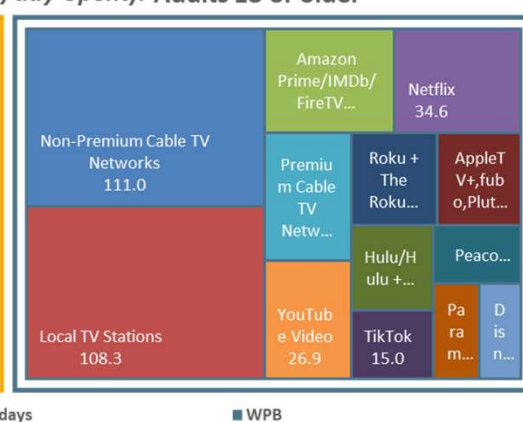
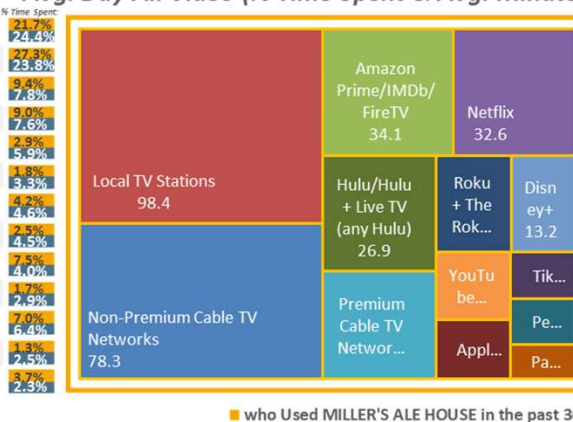
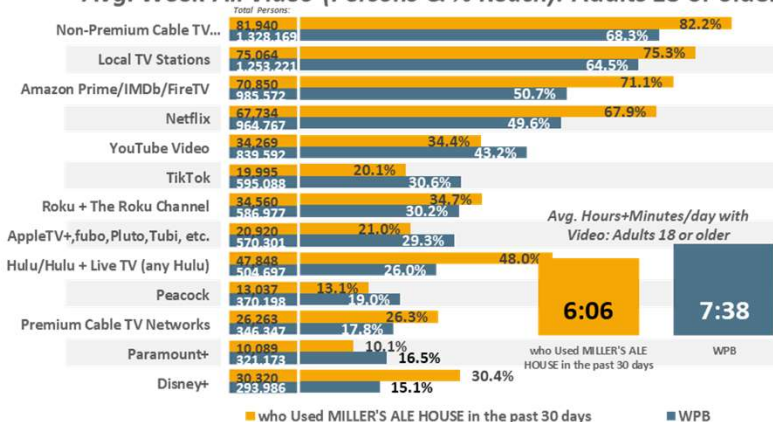




74,802 or 75.% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

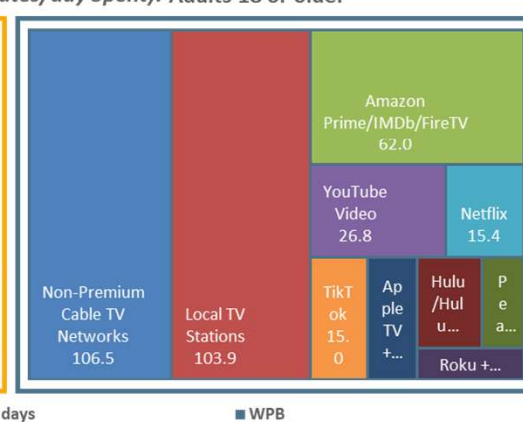
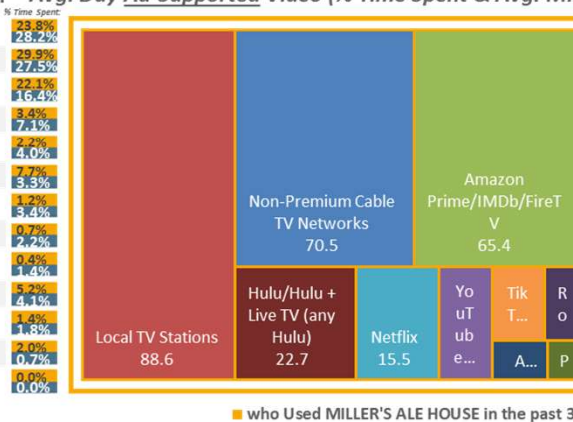
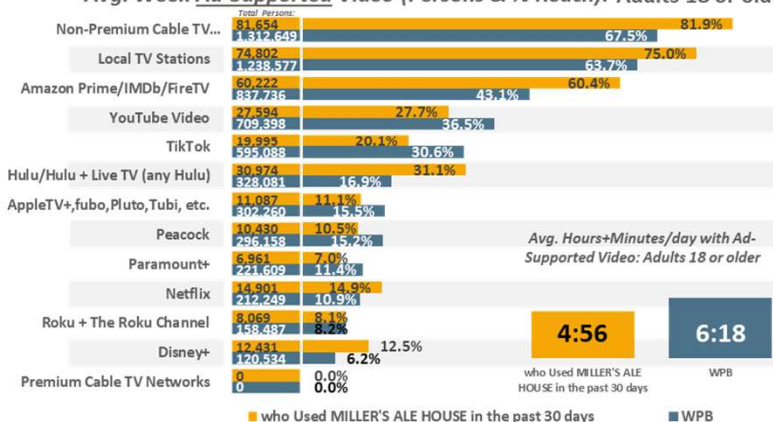
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



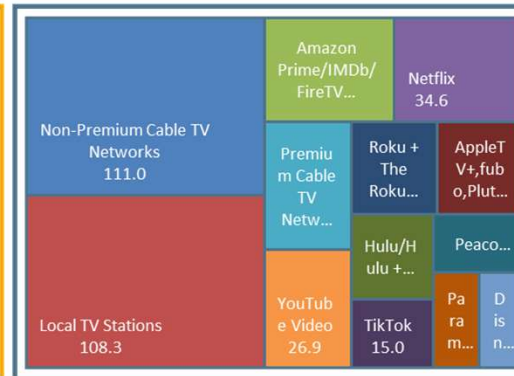
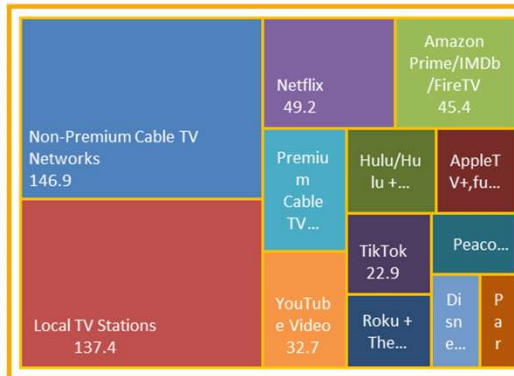
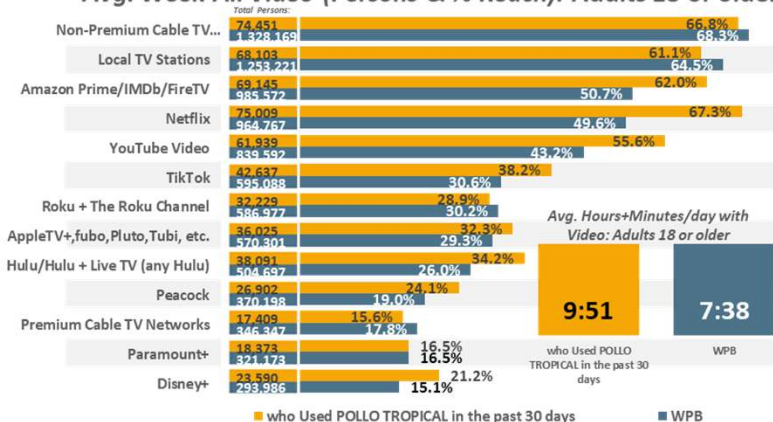




66,428 or 59.6% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days watch Ad-Supported Local TV Stations for an average of 128.8 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

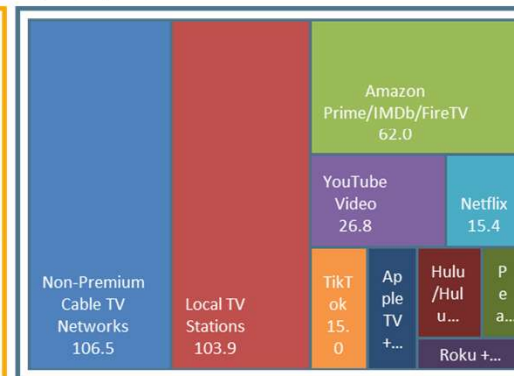
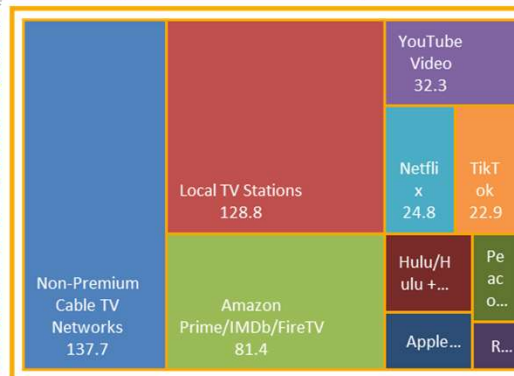
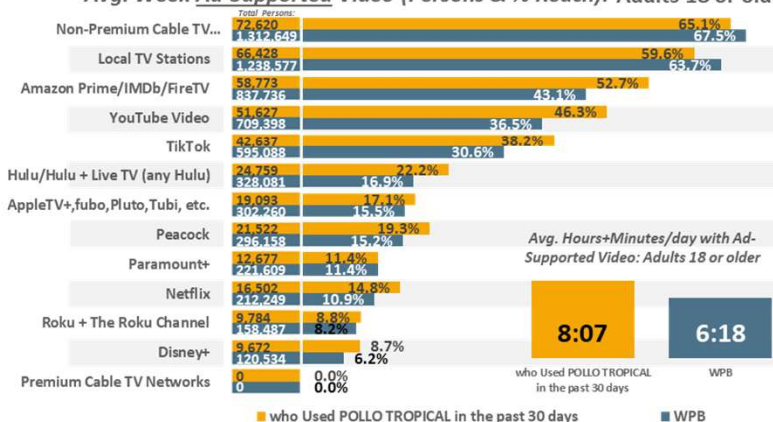
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



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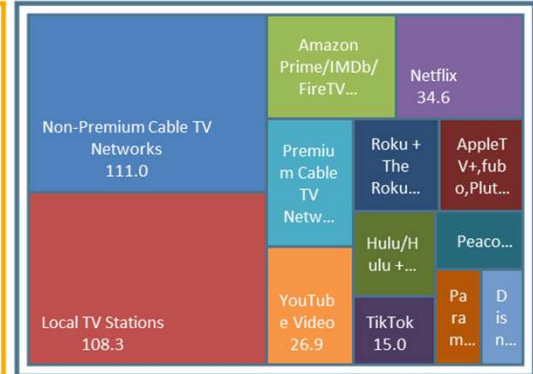
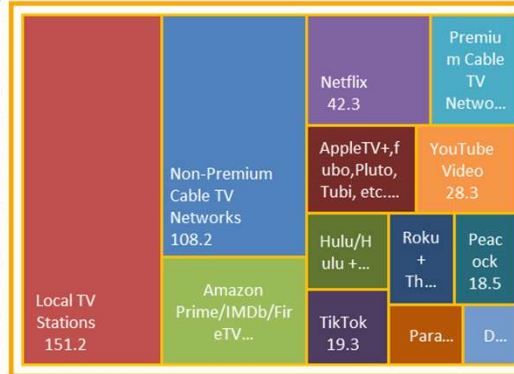
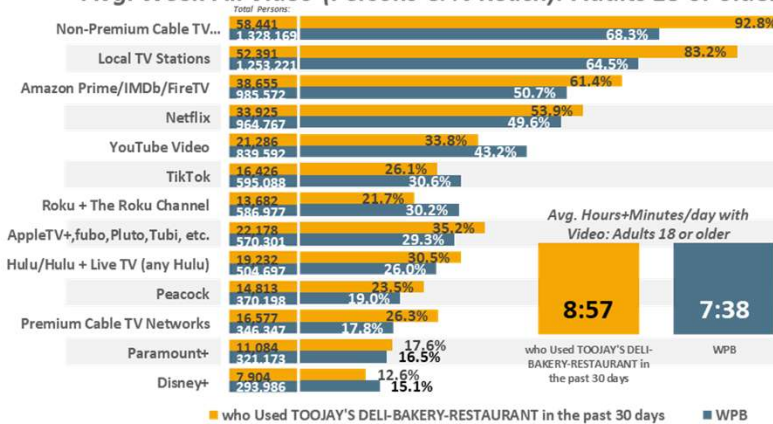
Quick service restaurants used past 30 days: Pollo Tropical



51,222 or 81.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days watch Ad-Supported Local TV Stations for an average of 140. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

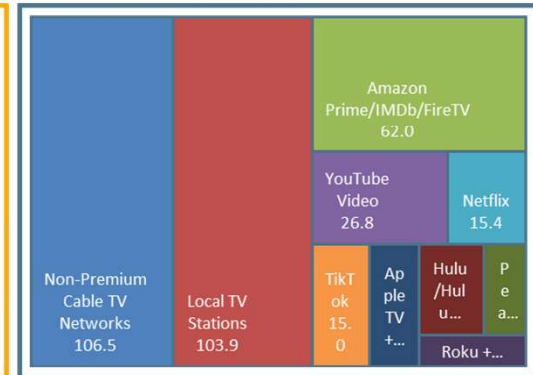
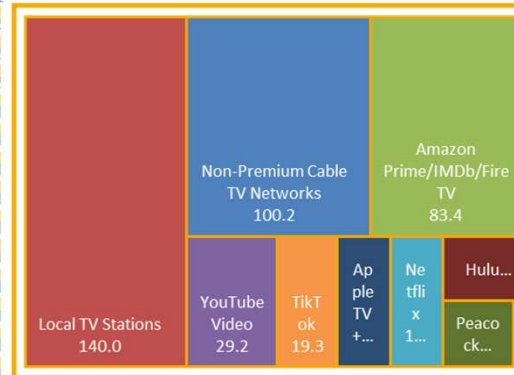
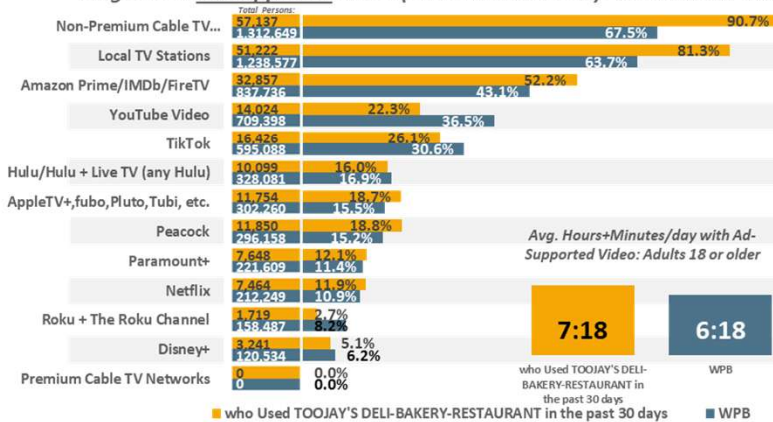
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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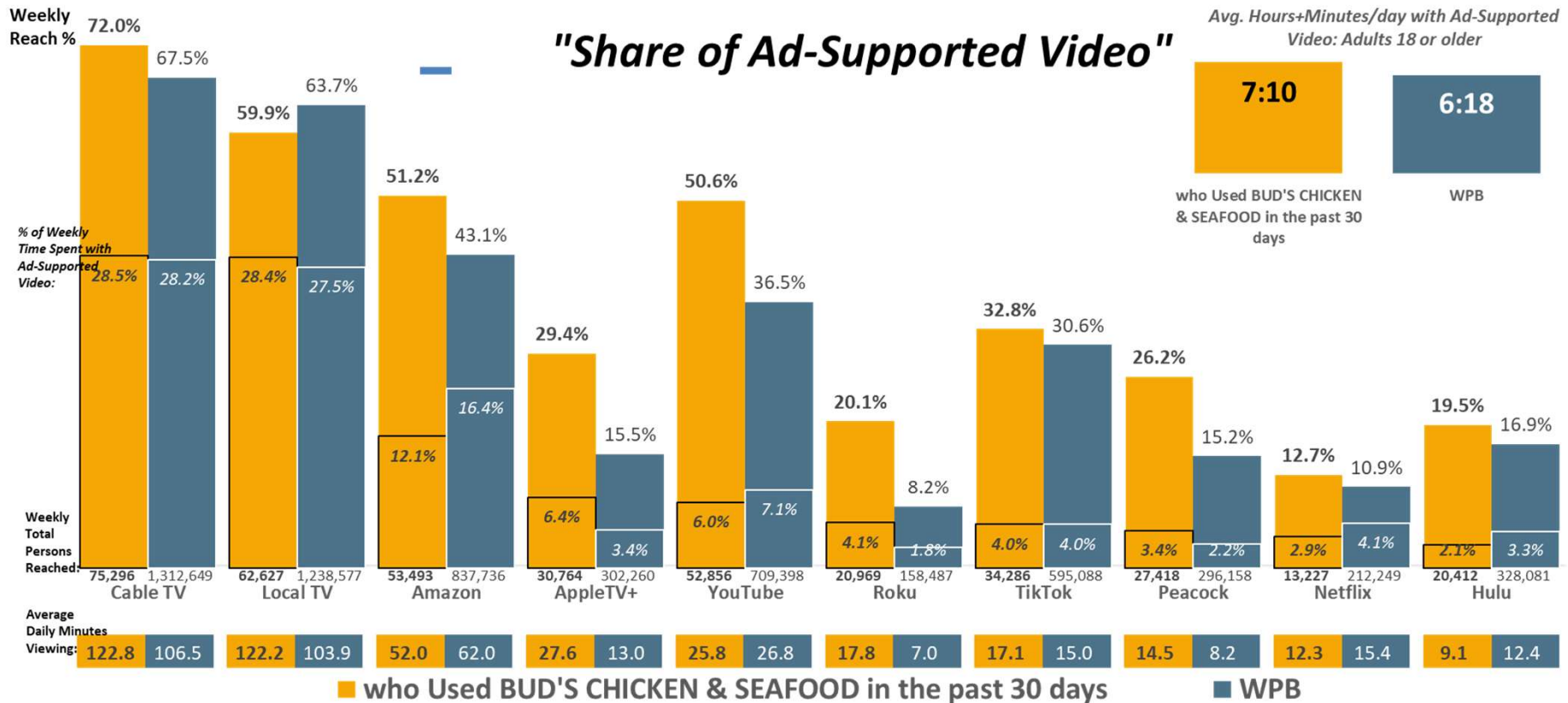
soefa.ai Share of Everything for Anything

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



62,627 or 59.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days watch Ad-Supported Local TV Stations for an average of 122.2 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

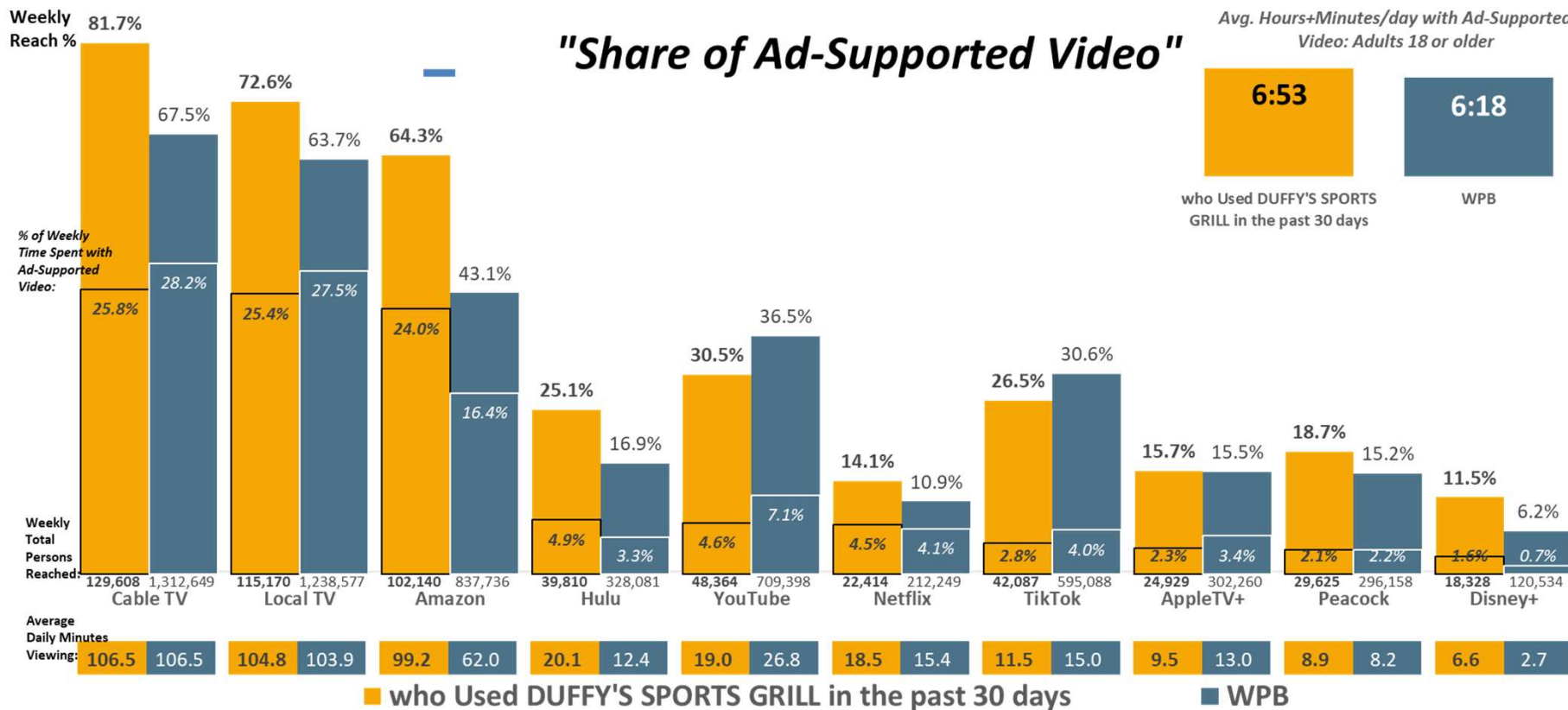






115,170 or 72.6% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

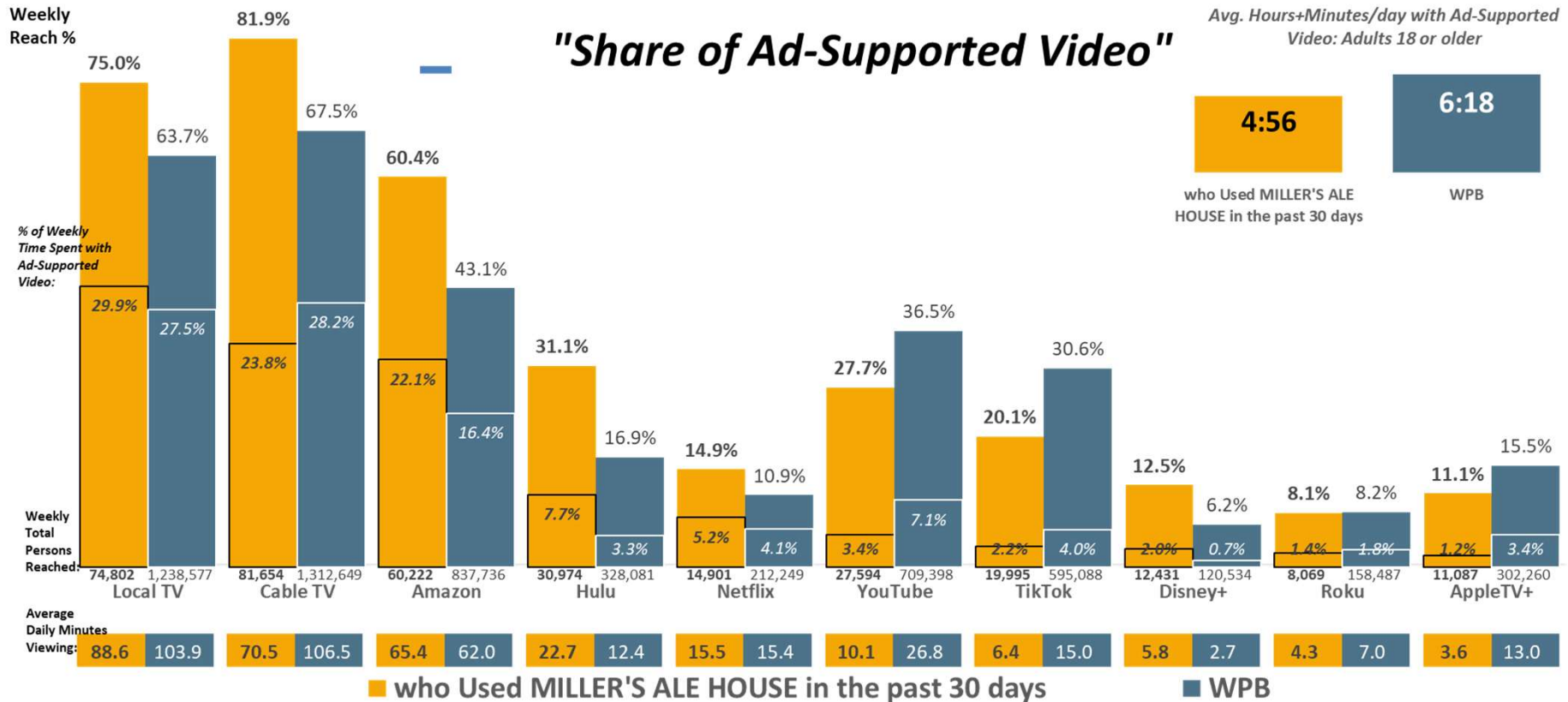






74,802 or 75.0% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

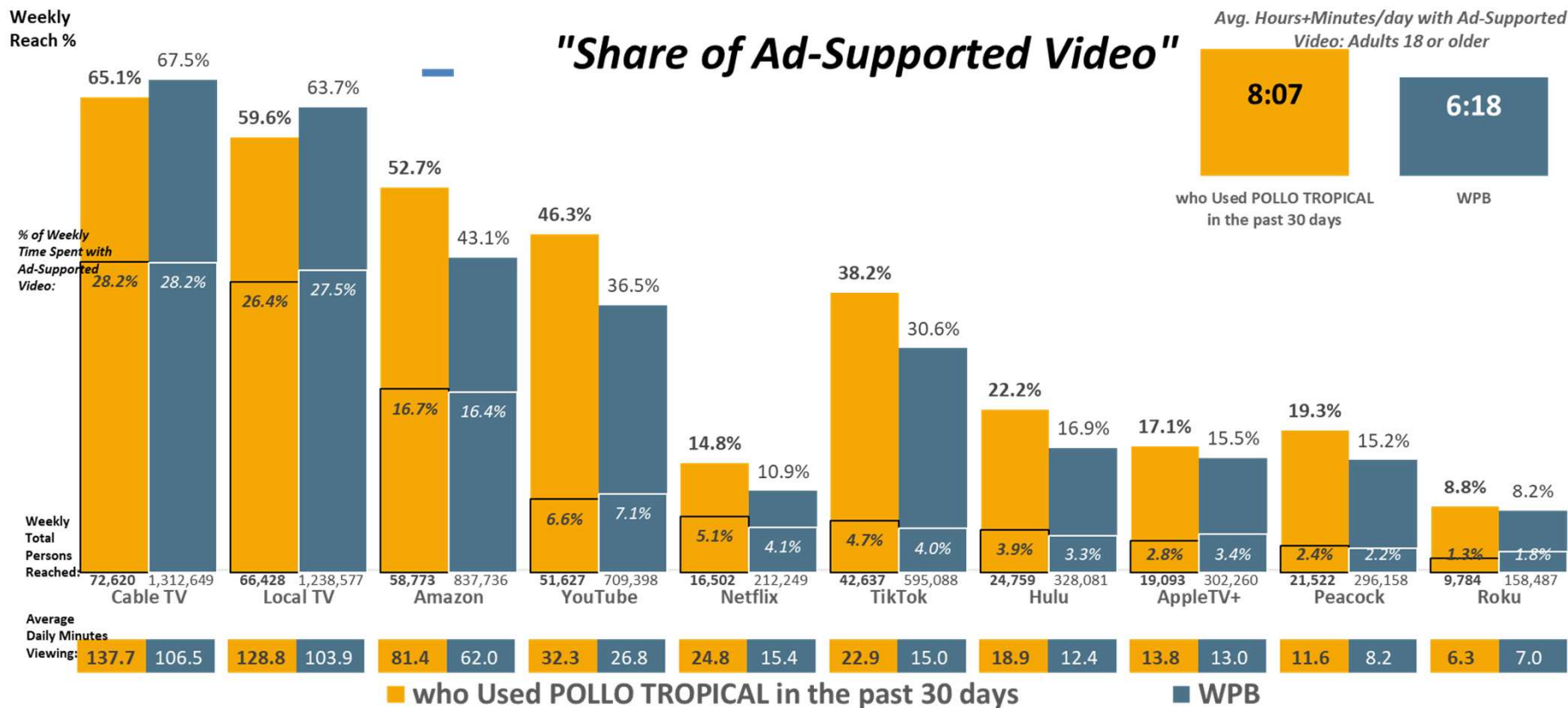
## "Share of Ad-Supported Video"





66,428 or 59.6% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days watch Ad-Supported Local TV Stations for an average of 128.8 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

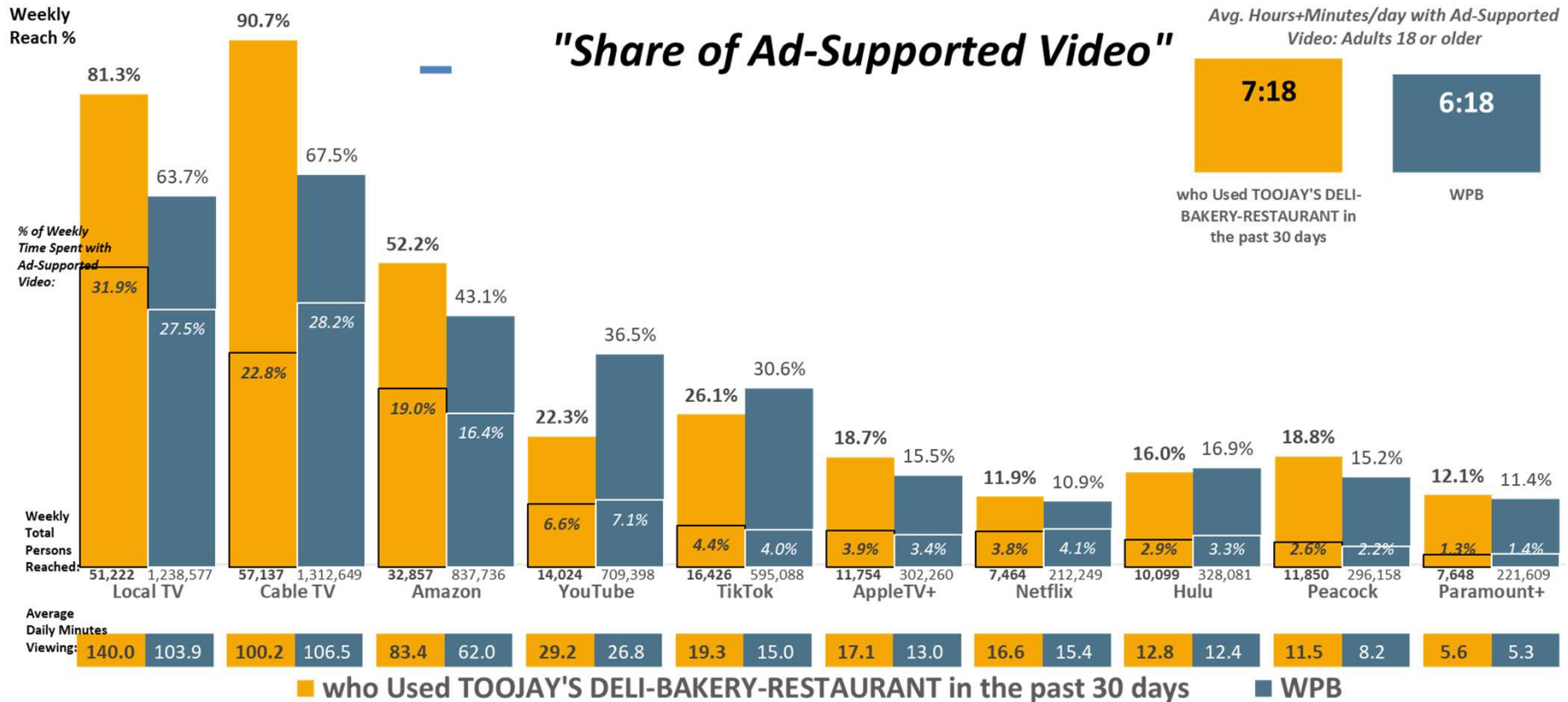
## "Share of Ad-Supported Video"





51,222 or 81.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days watch Ad-Supported Local TV Stations for an average of 140. minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

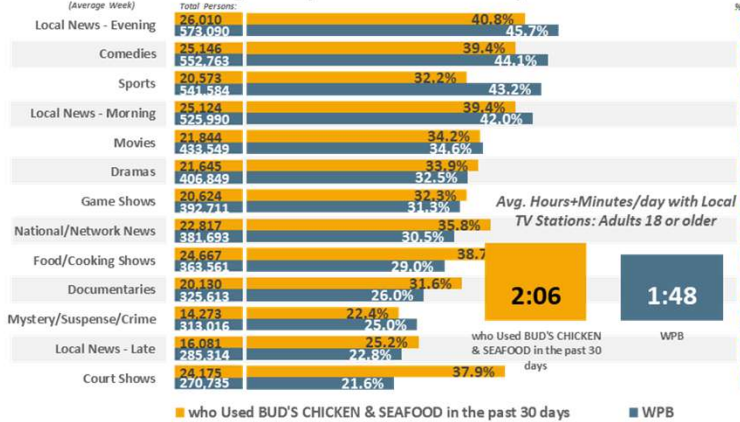
## "Share of Ad-Supported Video"



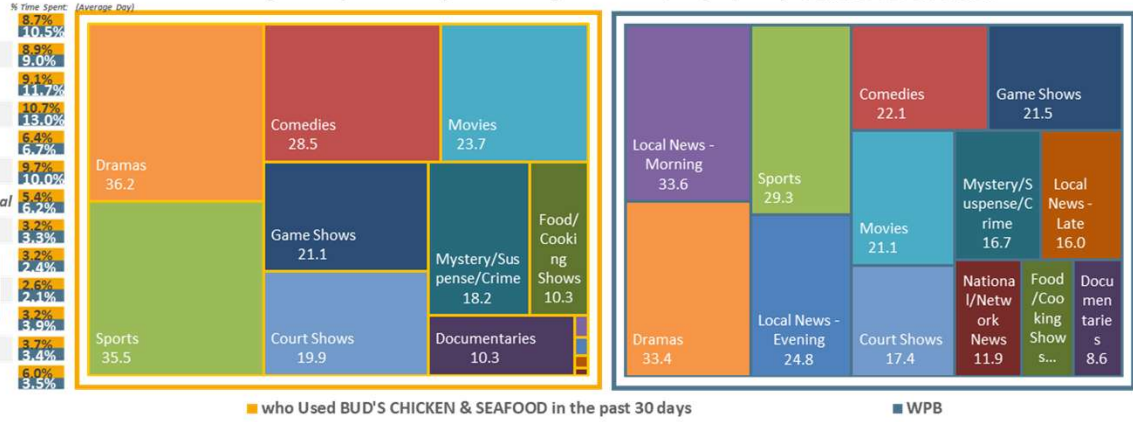


62,627 or 59.9% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Court Shows, Comedies, Movies, and Dramas.

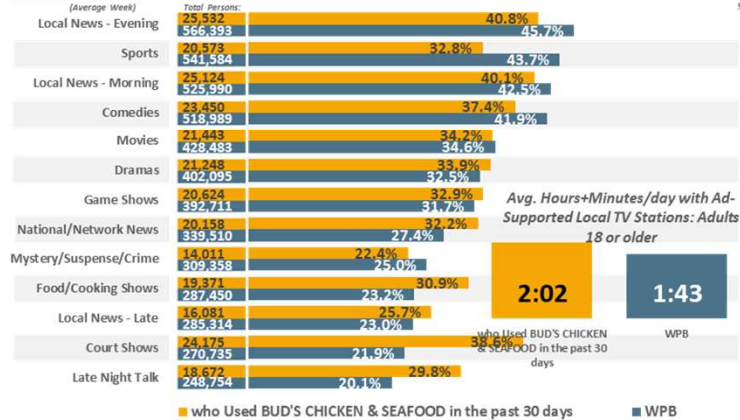
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



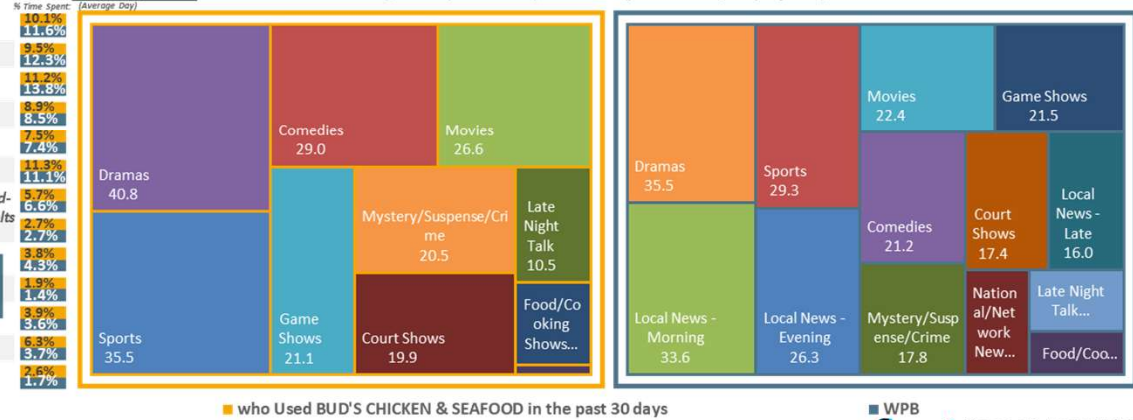
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

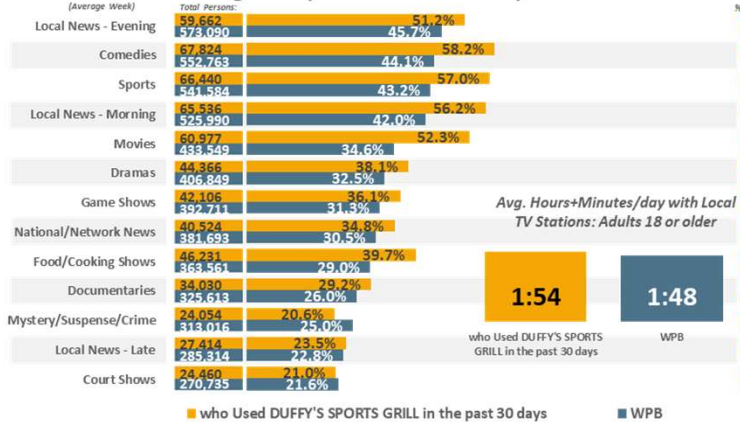




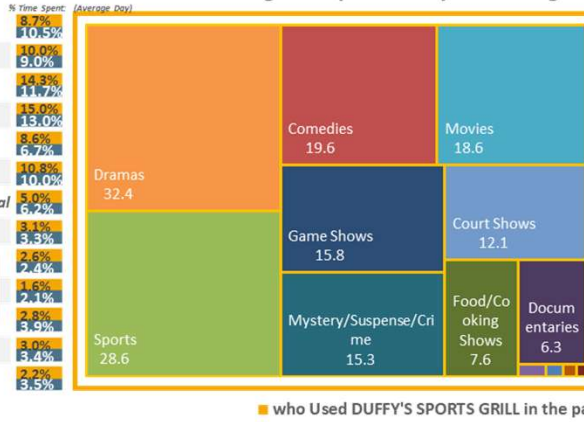


115,170 or 72.6% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Movies, Local News - Evening, and Dramas.

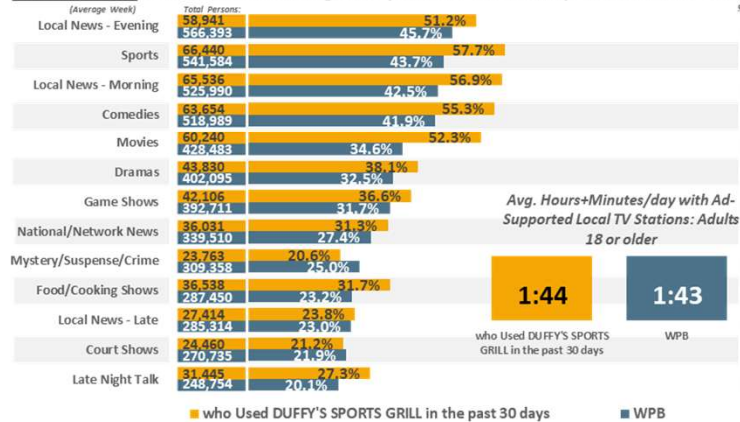
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



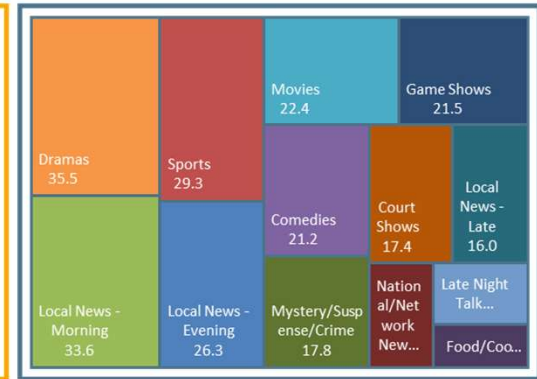
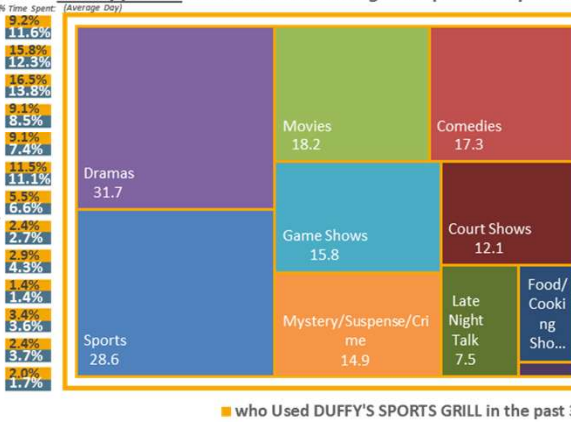
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



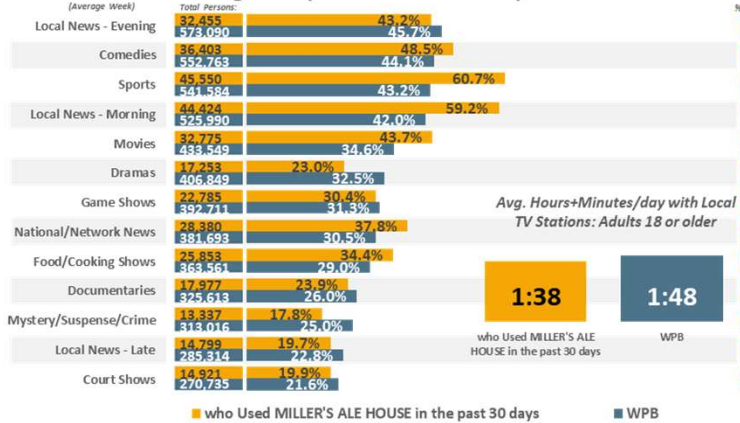
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



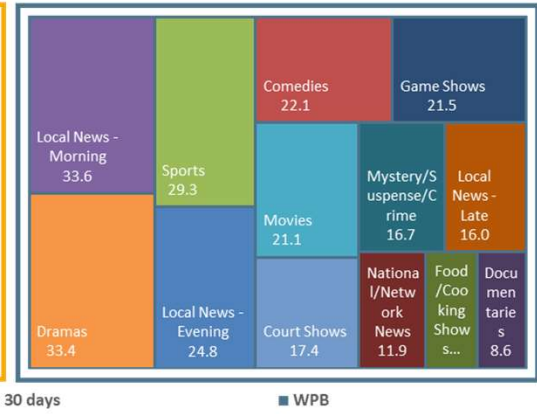
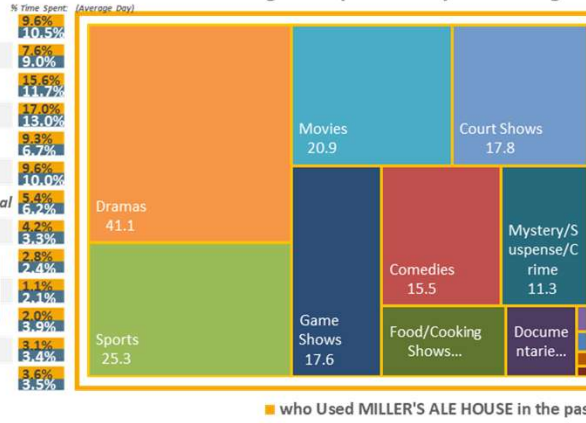


74,802 or 75.% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Movies, Local News - Evening, and National/Network News.

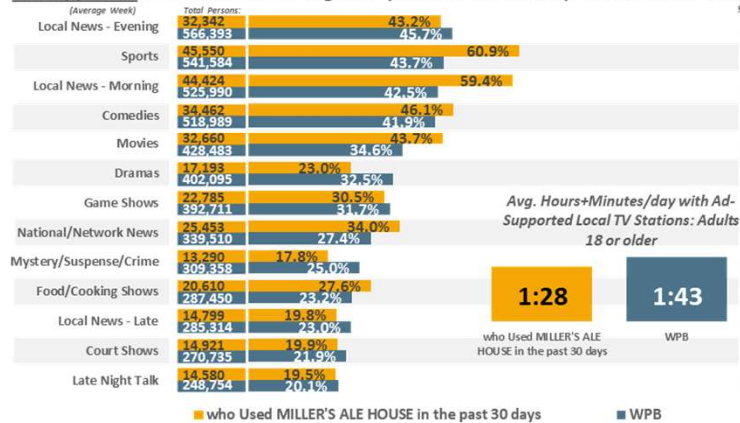
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



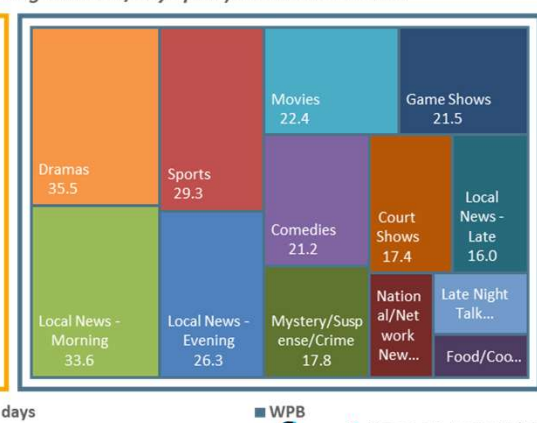
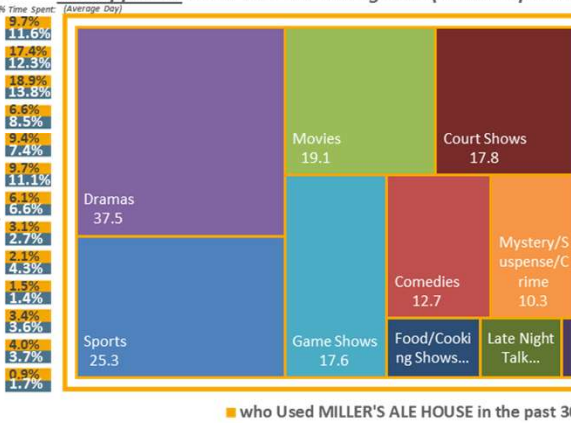
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



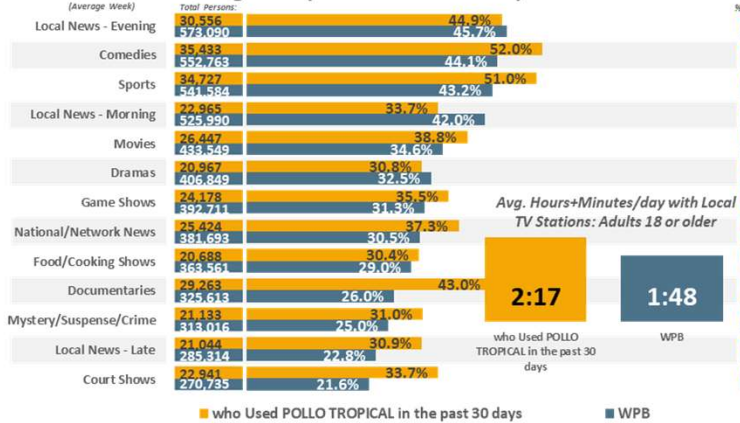
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



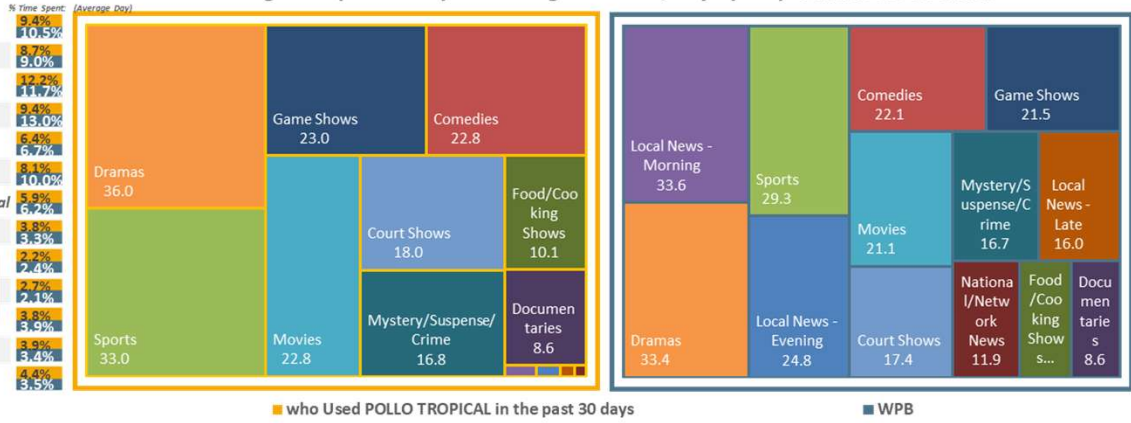


66,428 or 59.6% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Game Shows, and Local News - Morning.

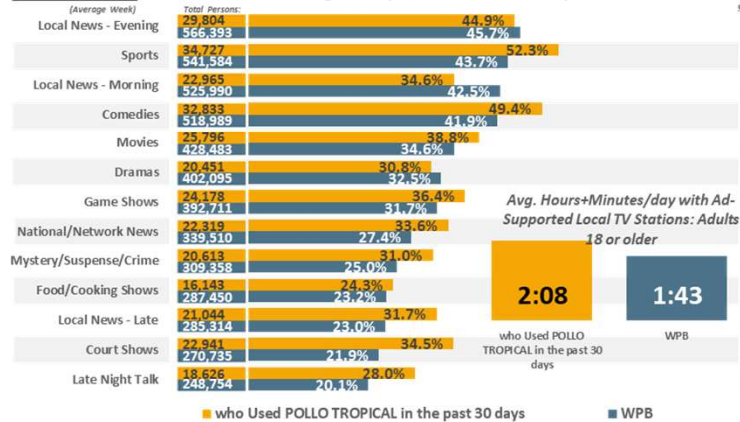
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



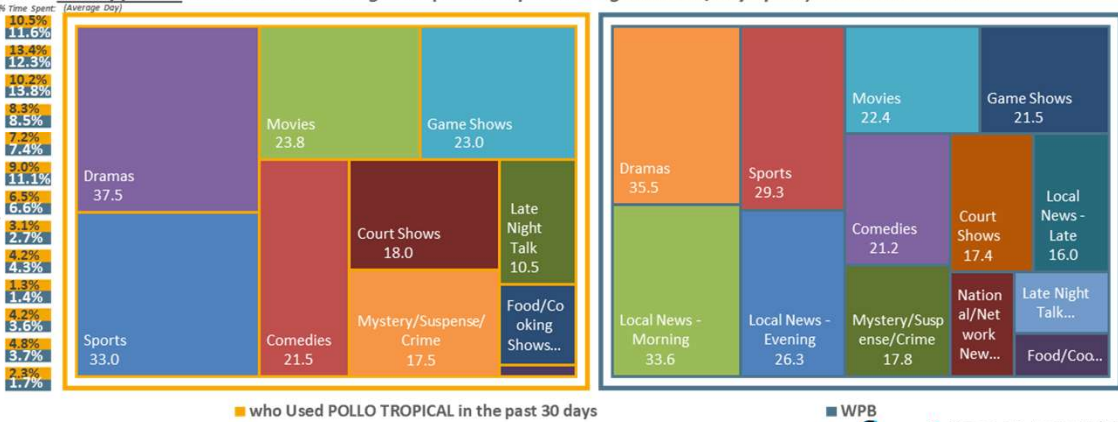
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



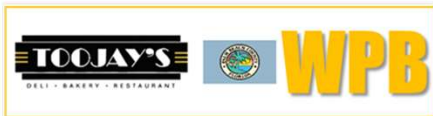
### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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

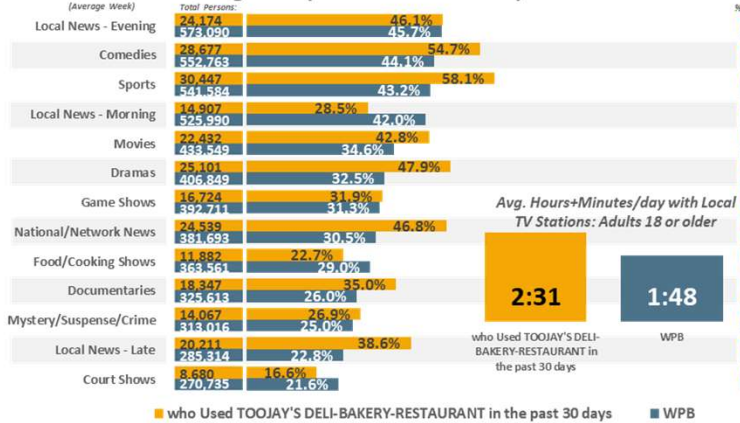






51,222 or 81.3% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Dramas, Local News - Evening, Movies, and National/Network News.

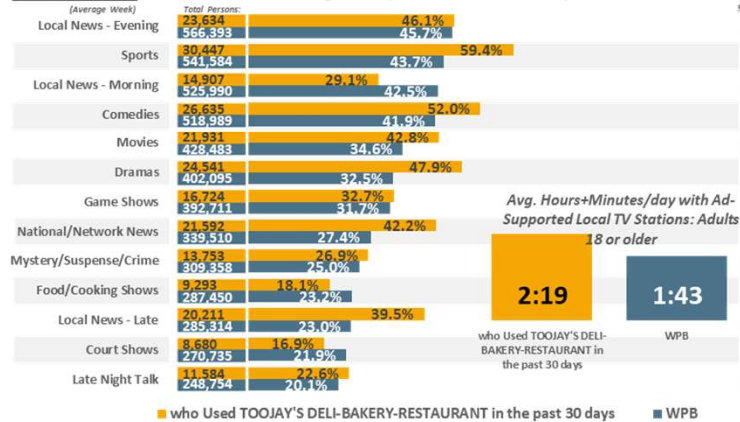
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



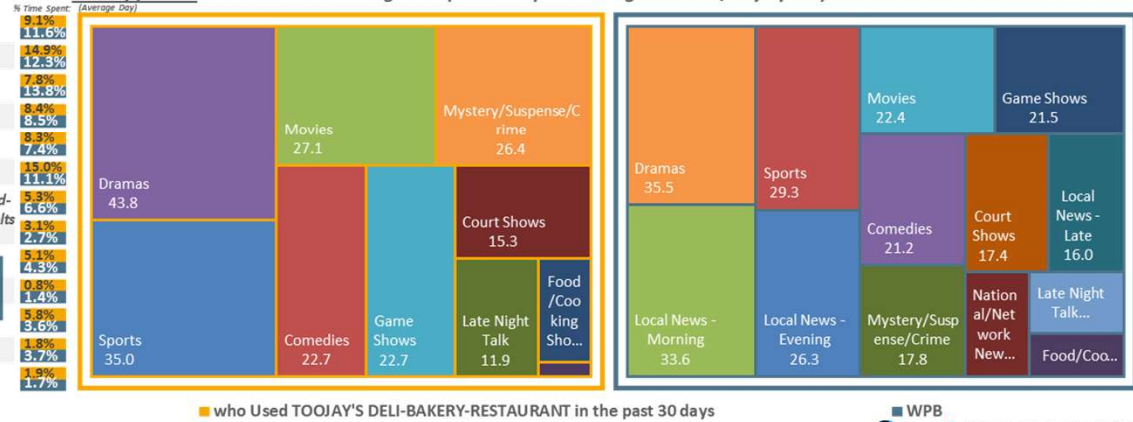
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

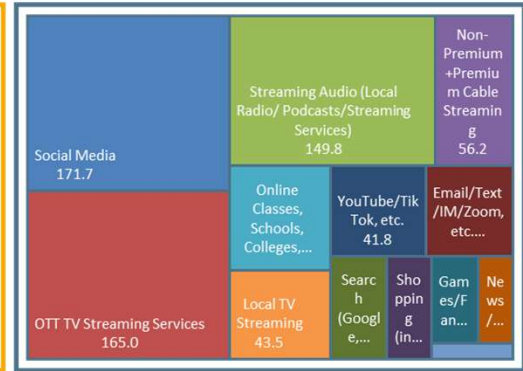
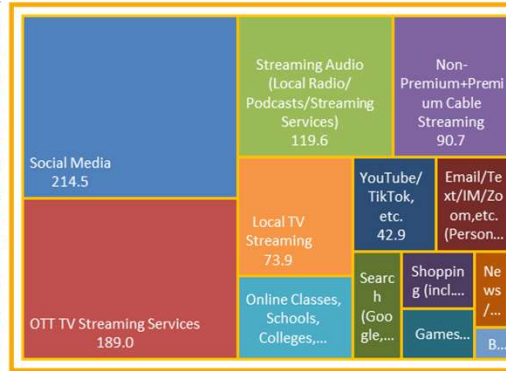
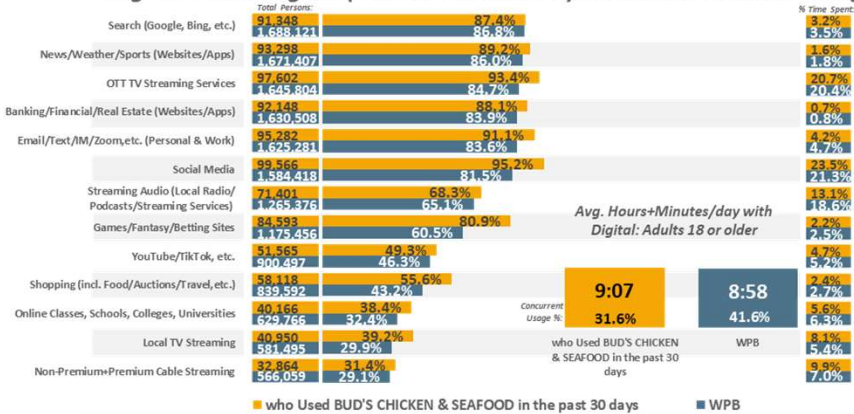




94,123 or 90.0% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days use Ad-Supported Social Media for an average of 202.7 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

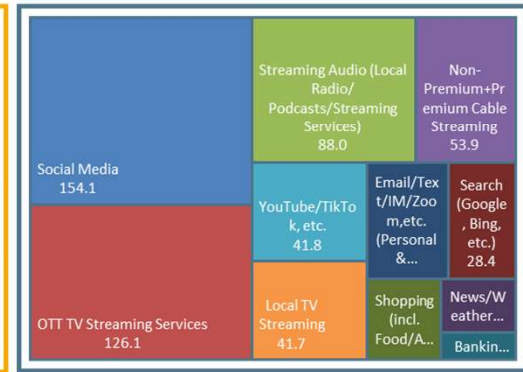
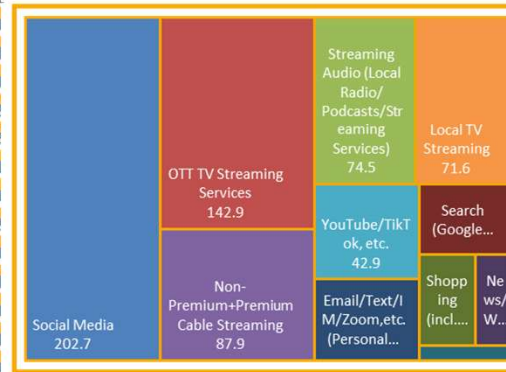
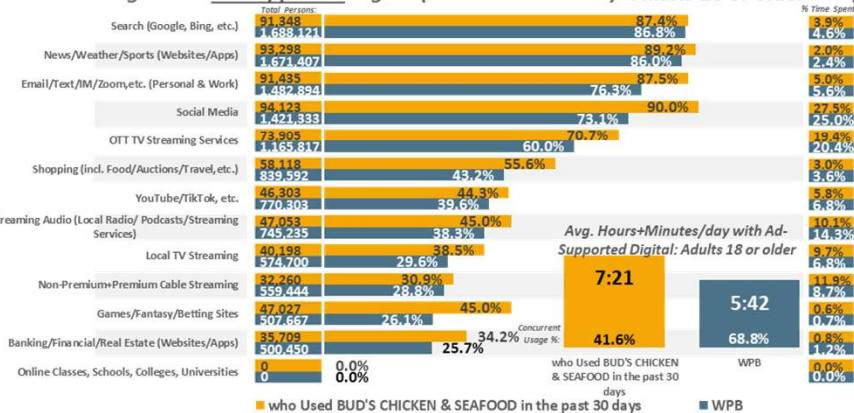
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

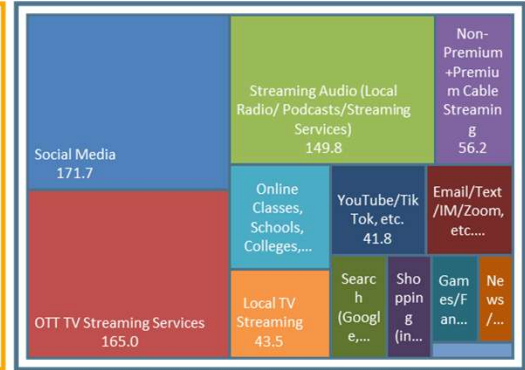
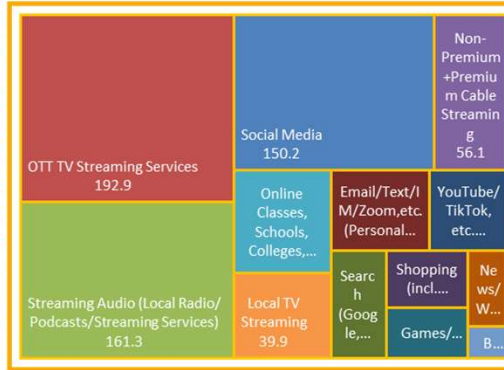
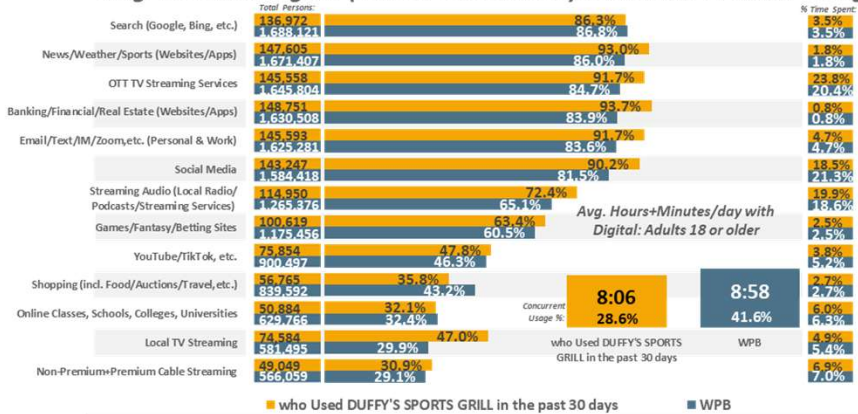




129,530 or 81.6% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days use Ad-Supported Social Media for an average of 135.8 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

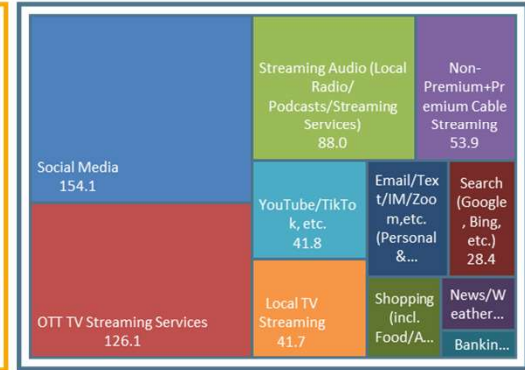
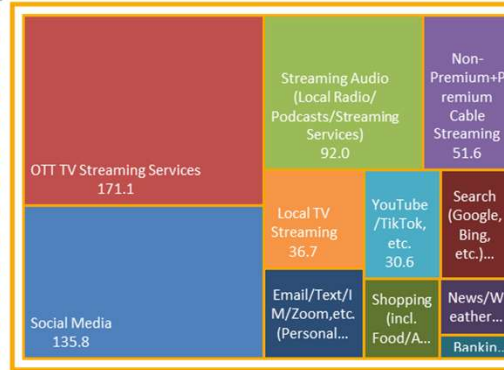
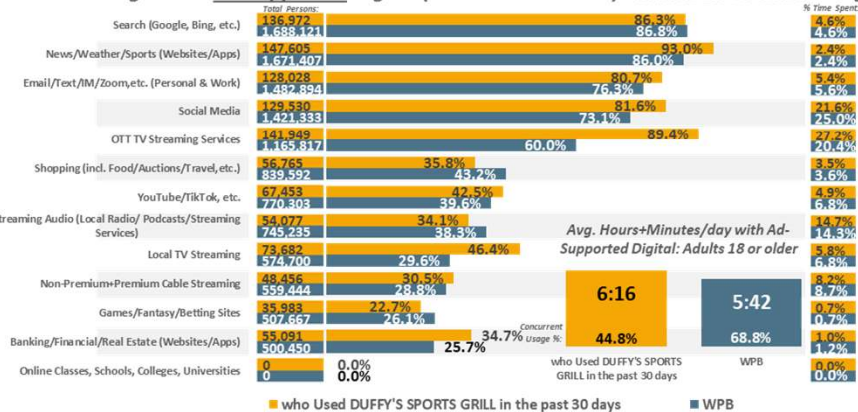
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

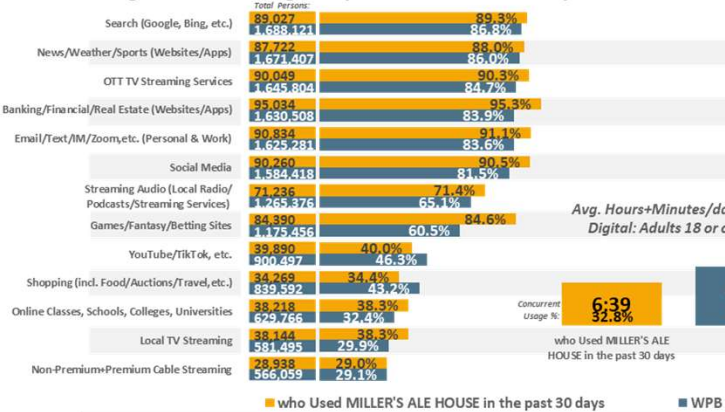




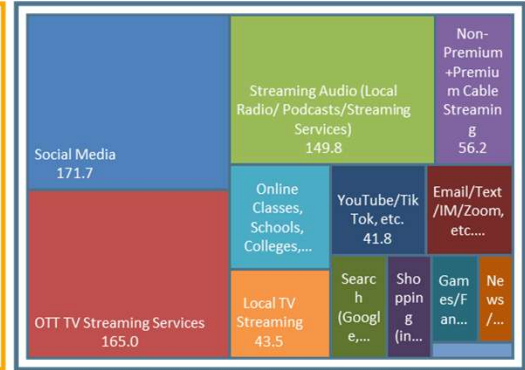
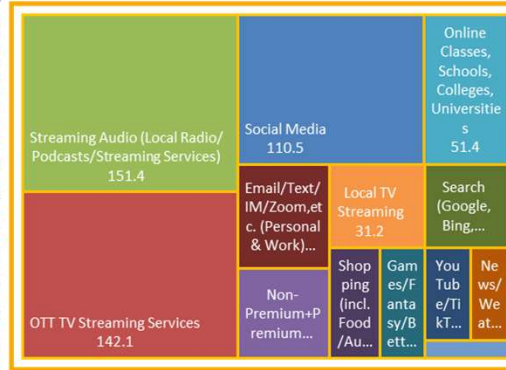


84,023 or 84.3% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days use Ad-Supported Social Media for an average of 102.9 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

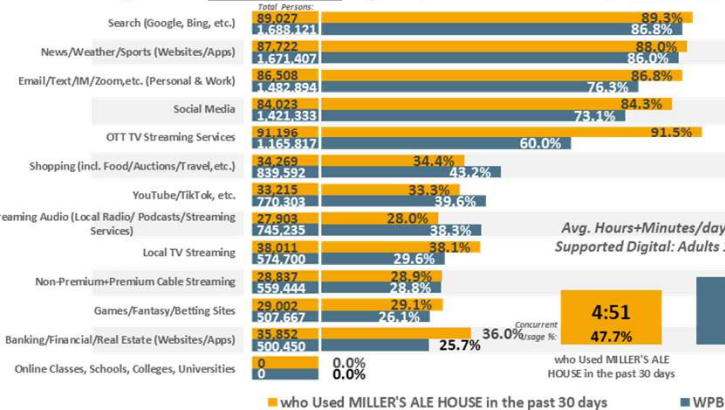
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



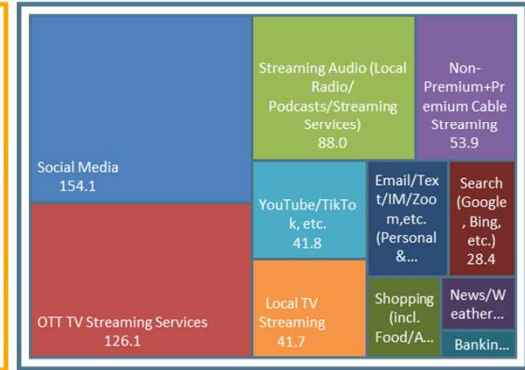
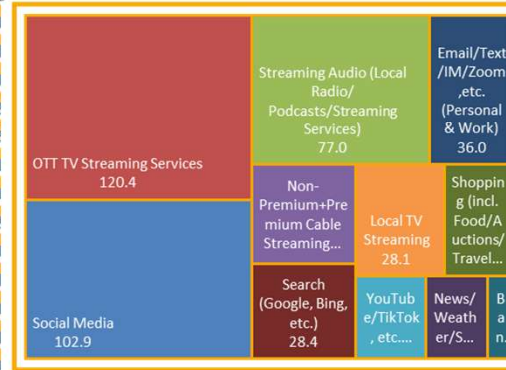
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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

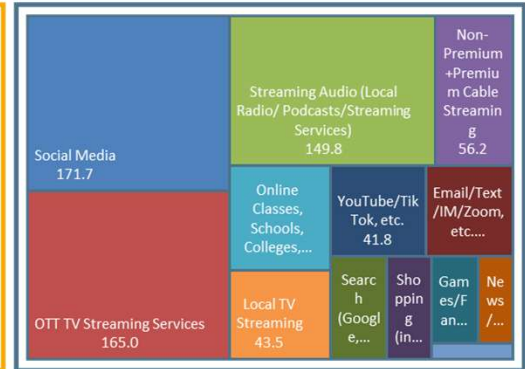
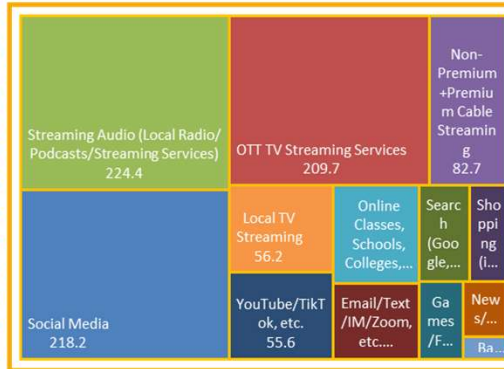
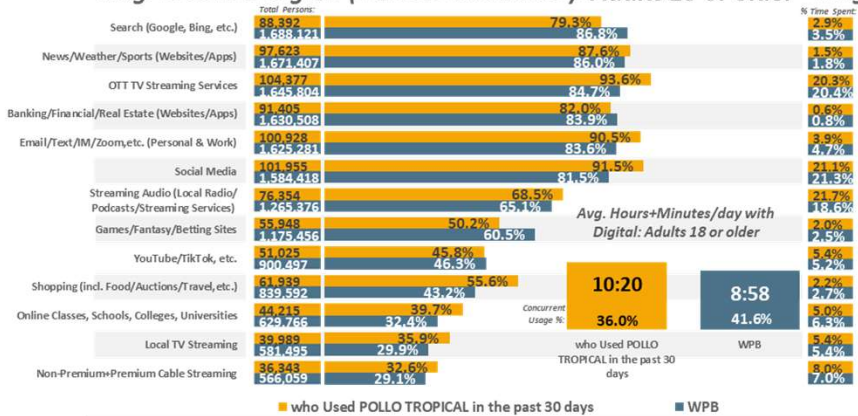




96,345 or 86.4% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days use Ad-Supported Social Media for an average of 206.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

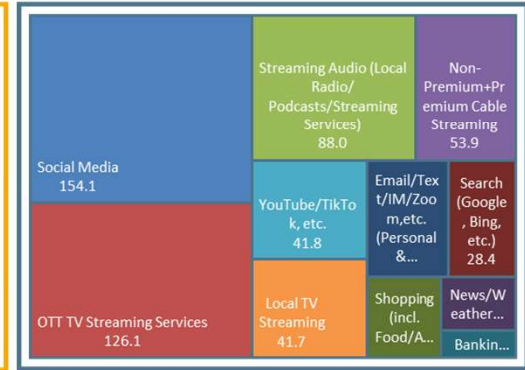
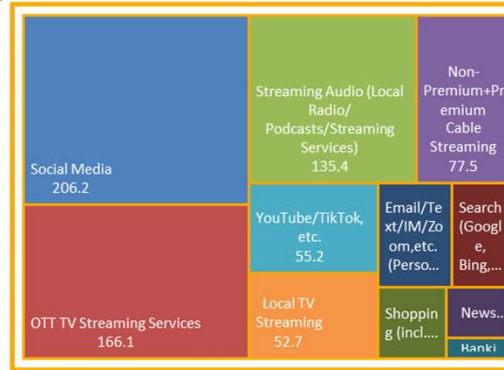
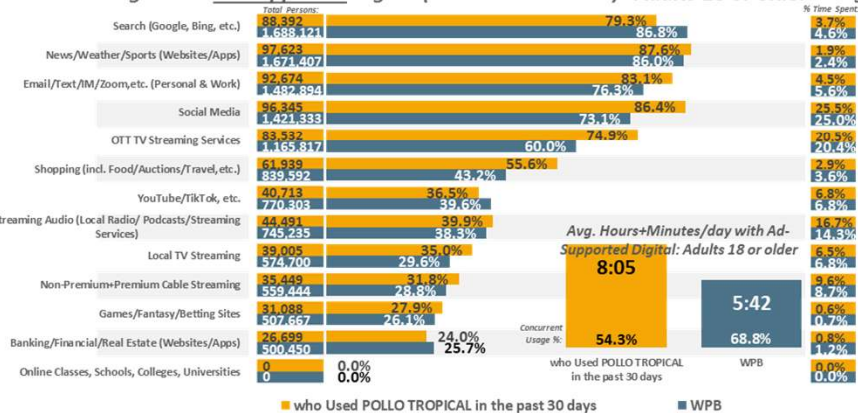
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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Quick service restaurants used past 30 days: Pollo Tropical

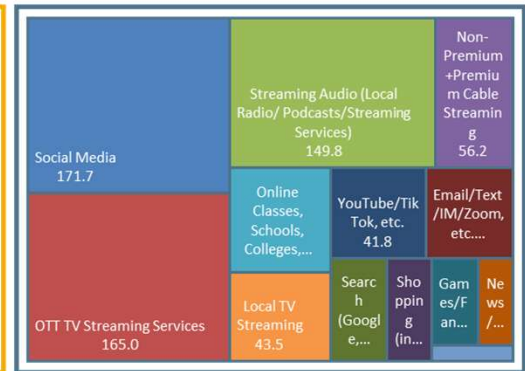
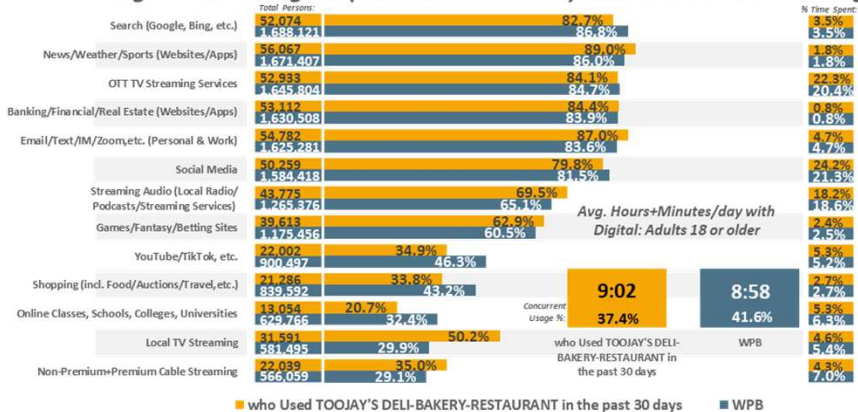




49,153 or 78.1% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days use Ad-Supported Social Media for an average of 214.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media.

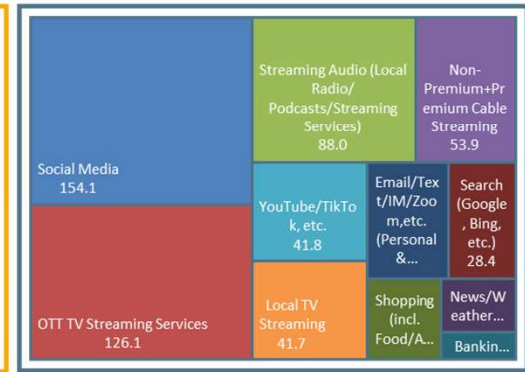
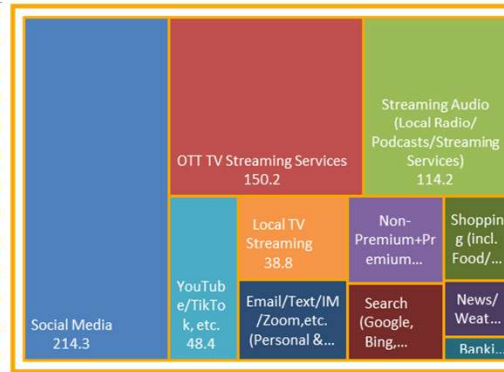
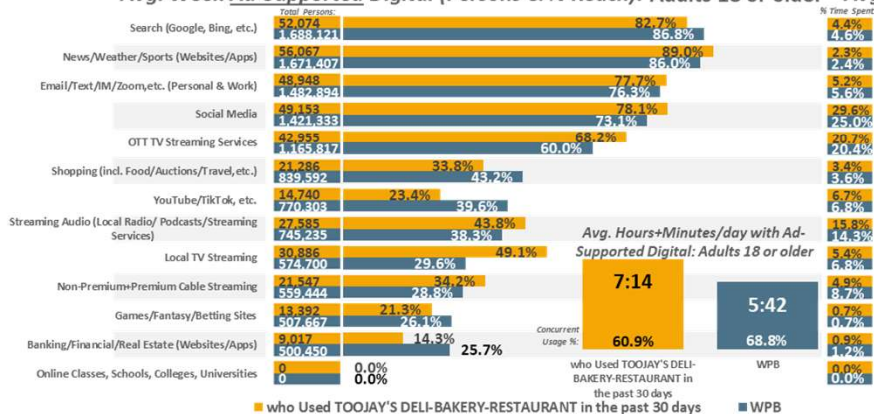
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

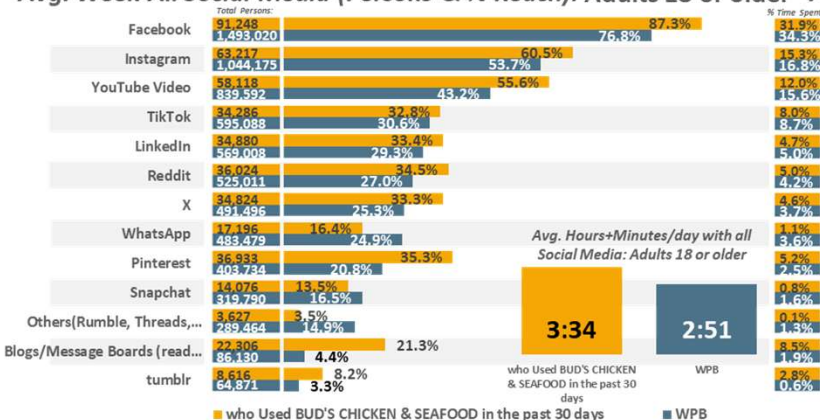




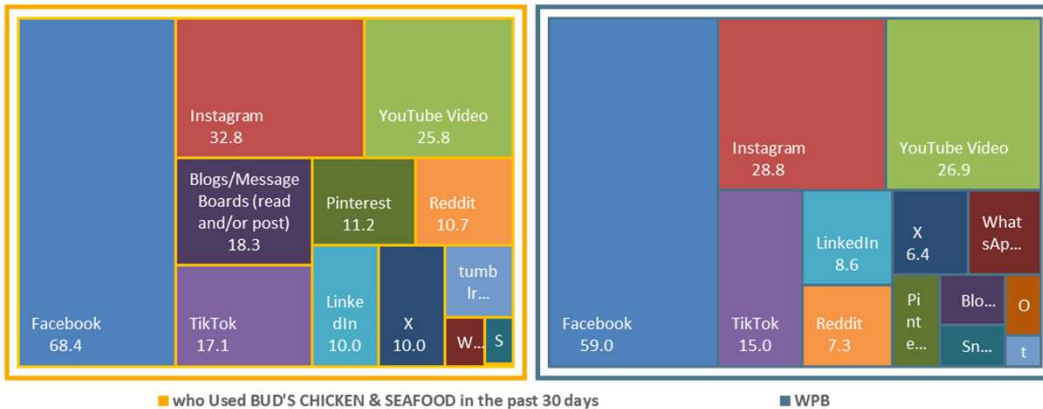


91,248 or 87.3% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days use Ad-Supported Facebook for an average of 69.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

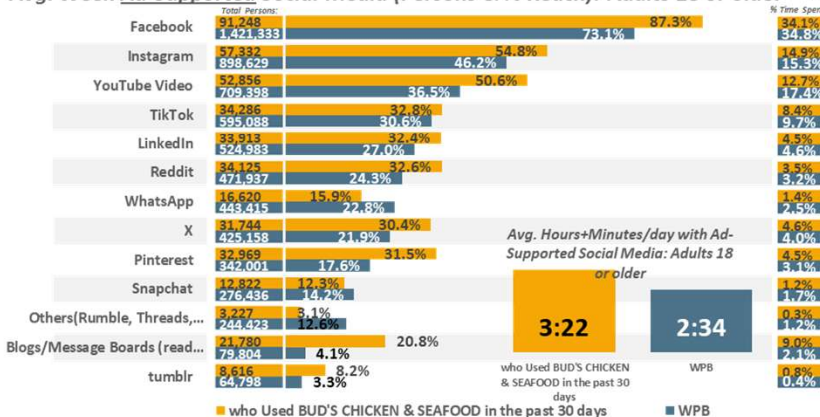
**Avg. Week All Social Media (Persons & % Reach): Adults 18 or older**



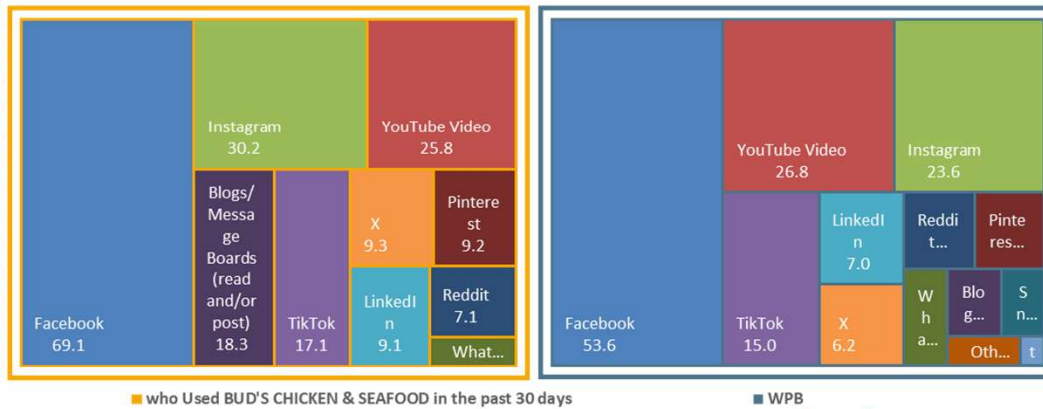
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



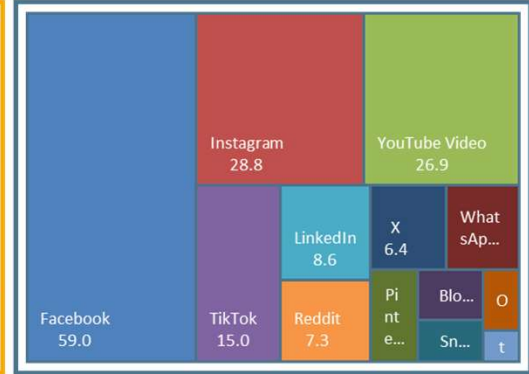
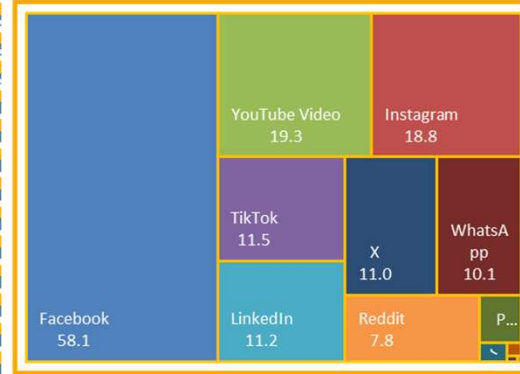
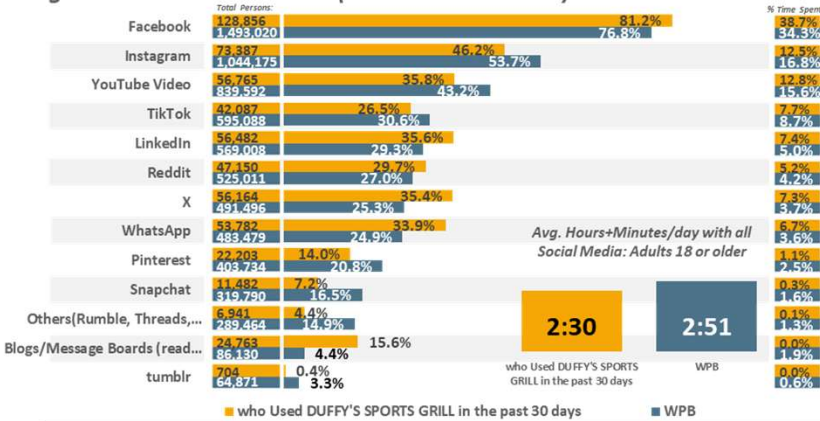
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



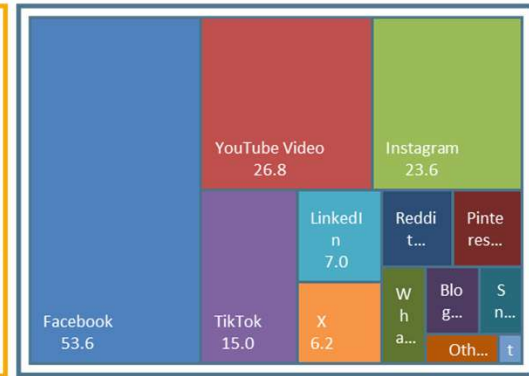
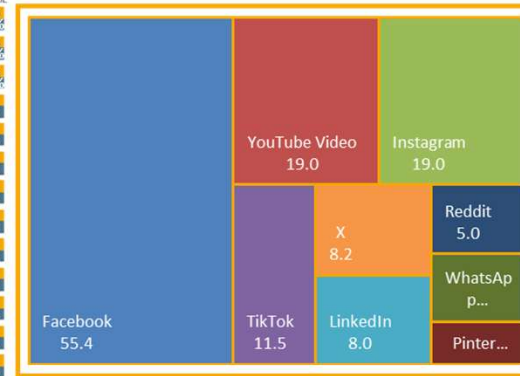
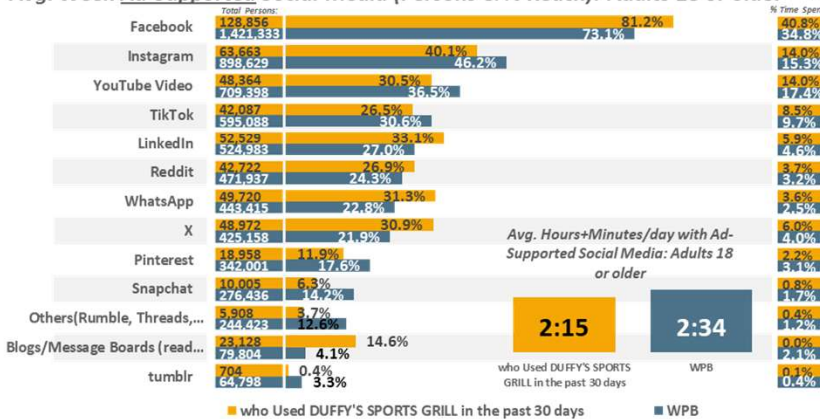


128,856 or 81.2% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days use Ad-Supported Facebook for an average of 55.4 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

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



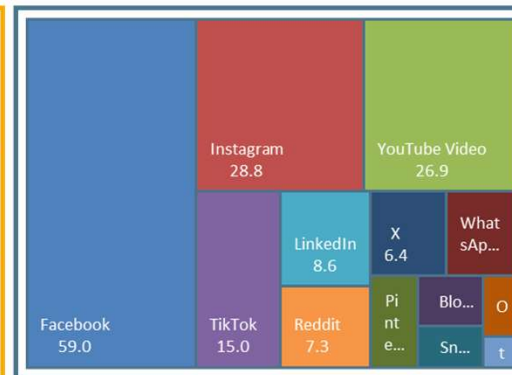
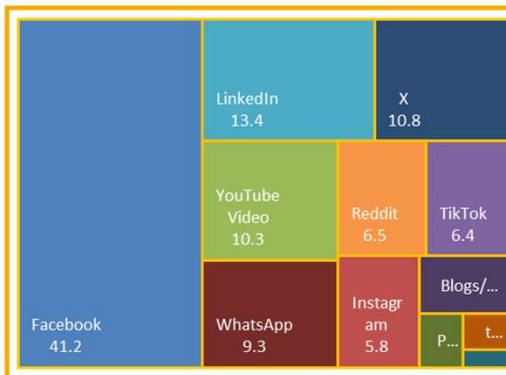
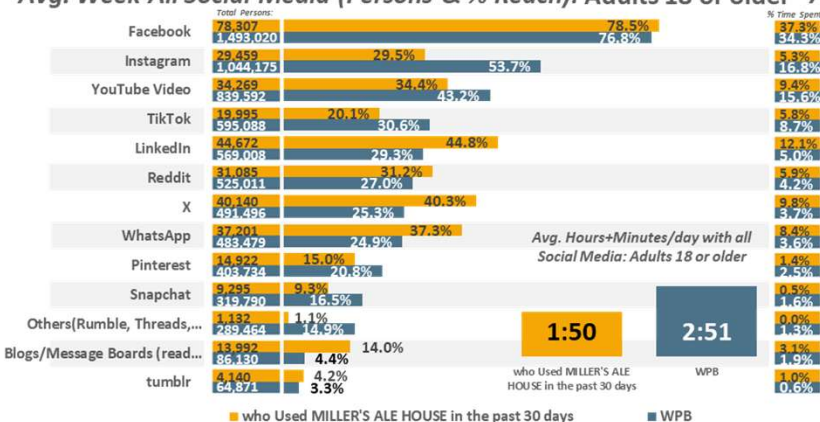
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



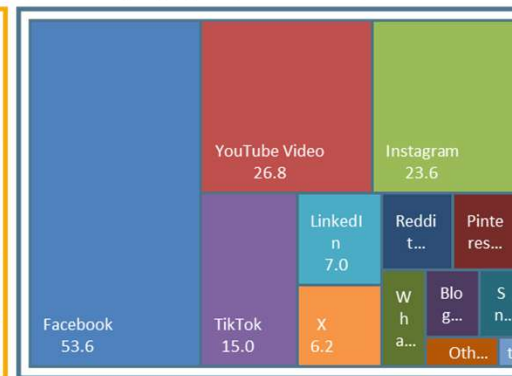
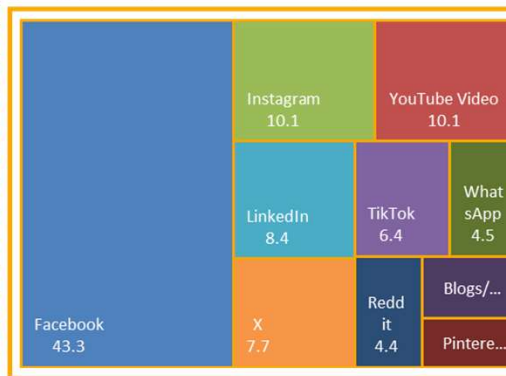
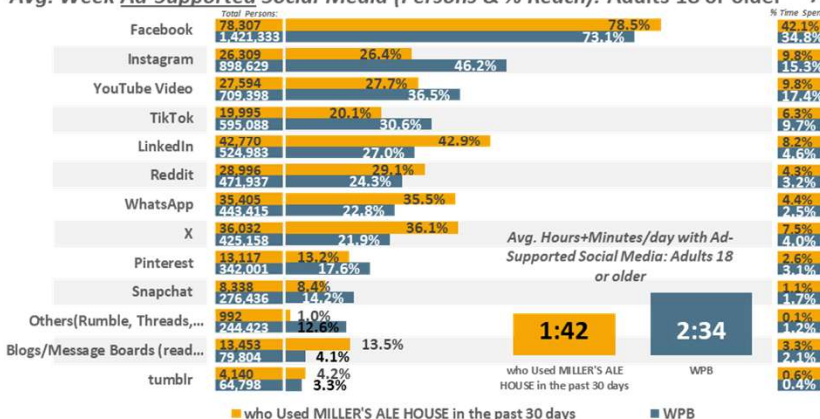


78,307 or 78.5% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

**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**

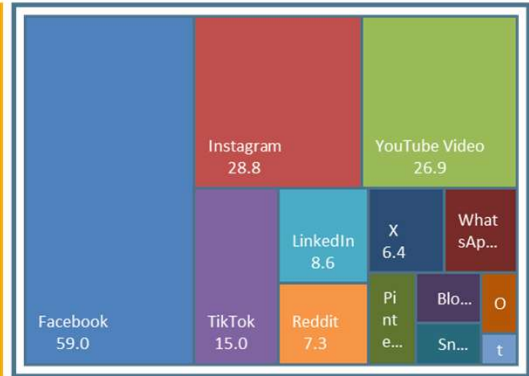
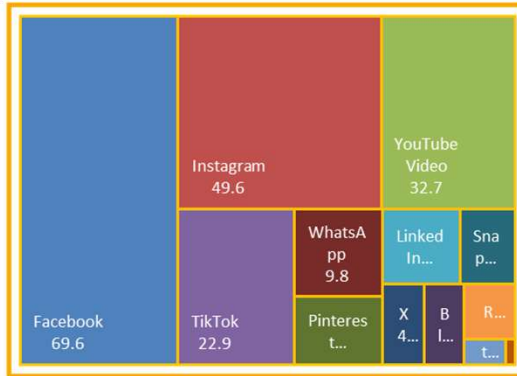
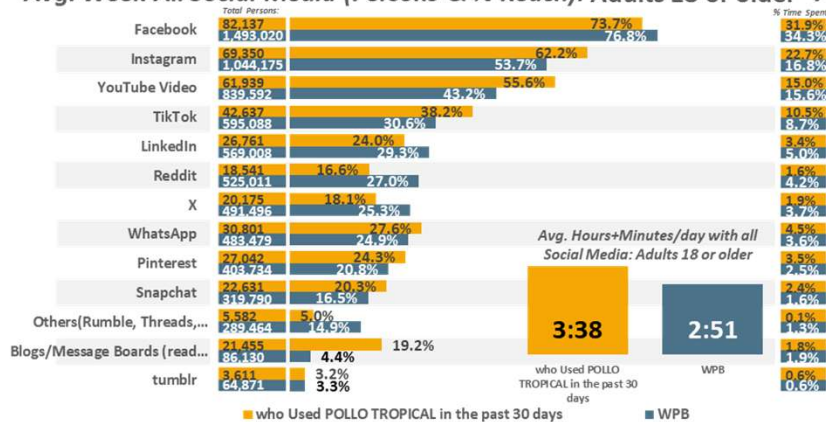




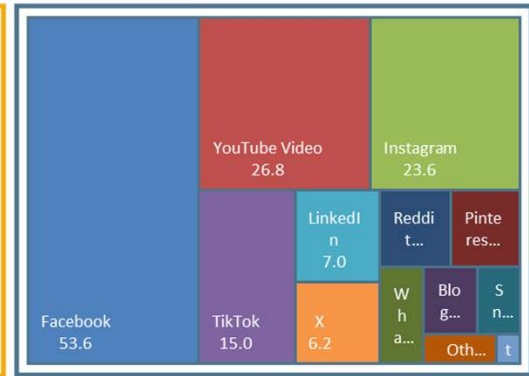
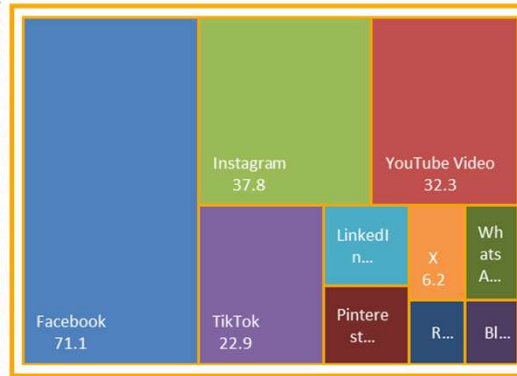
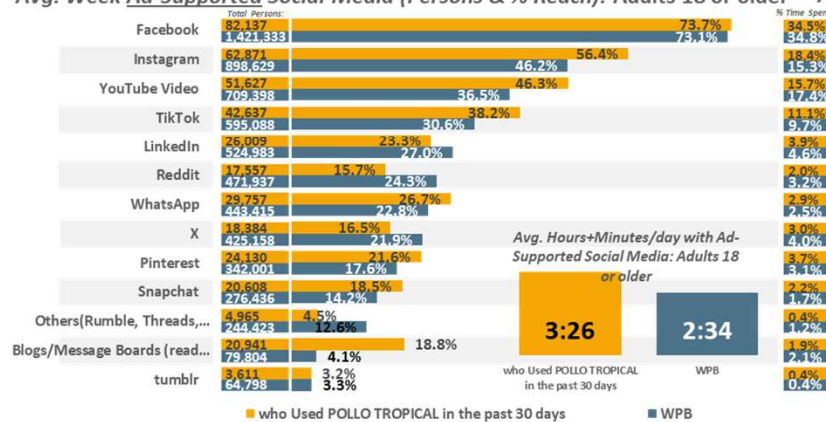


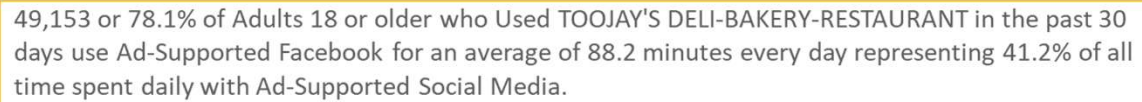
82,137 or 73.7% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days use Ad-Supported Facebook for an average of 71.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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



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





Platform	Total Persons:	who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days	WPB	Avg. Time Spent
Facebook	50,259 1,433,020	79.8%	75.8%	48.6%
Instagram	33,800 1,044,175	53.7%	55.7%	19.9%
YouTube Video	21,286 839,592	33.8%	45.9%	12.3%
TikTok	16,426 595,088	26.1%	30.6%	15.5%
LinkedIn	16,385 559,008	26.0%	29.3%	8.8%
Reddit	10,635 525,011	16.9%	27.0%	8.7%
X	13,795 691,495	21.8%	27.5%	4.6%
WhatsApp	13,392 483,479	21.3%	24.9%	5.0%
Pinterest	7,985 403,734	12.7%	20.8%	2.0%
Snapchat	2,926 319,790	4.6%	16.5%	4.2%
Others(Rumble, Threads,...)	741 263,464	1.2%	6.9%	3.3%
Blogs/Message Boards (read...)	5,218 156,150	4.4%	9.9%	3.8%
tumblr	1,605 64,871	1.6%	3.3%	3.1%

■ who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days
 ■ WPB

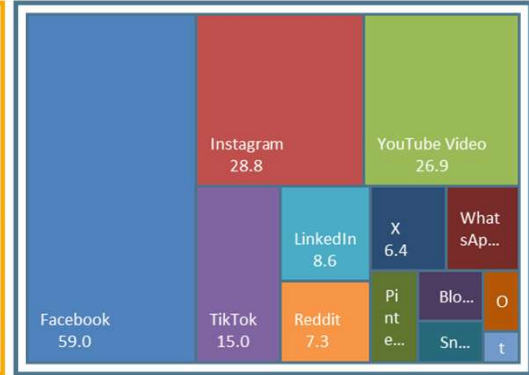
**3:39**

who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days

**2:51**

WPB

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



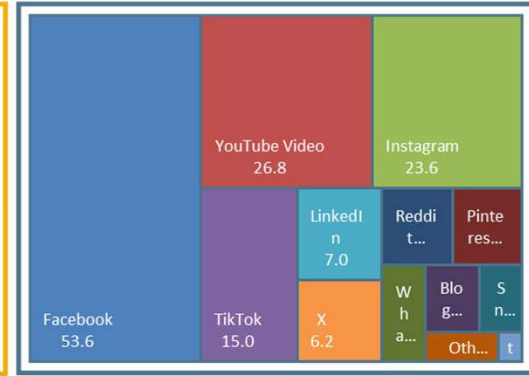
**Total Persons**

Social Media Platform	Total Persons	% who Used TOOTJAY'S DELI-BAKERY-RESTAURANT in the past 30 days
Facebook	49,133	78.1%
Instagram	83,741	50.4%
YouTube Video	14,024	22.3%
TikTok	16,426	26.1%
LinkedIn	16,385	26.0%
Reddit	10,422	16.6%
WhatsApp	19,390	21.3%
X	12,972	20.6%
Pinterest	7,374	11.7%
Snapchat	2,757	4.4%
Others[Rumble, Threads,...]	682	1.1%
Blogs/Message Boards (read...)	6,218	9.9%
tumblr	6,095	1.6%

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

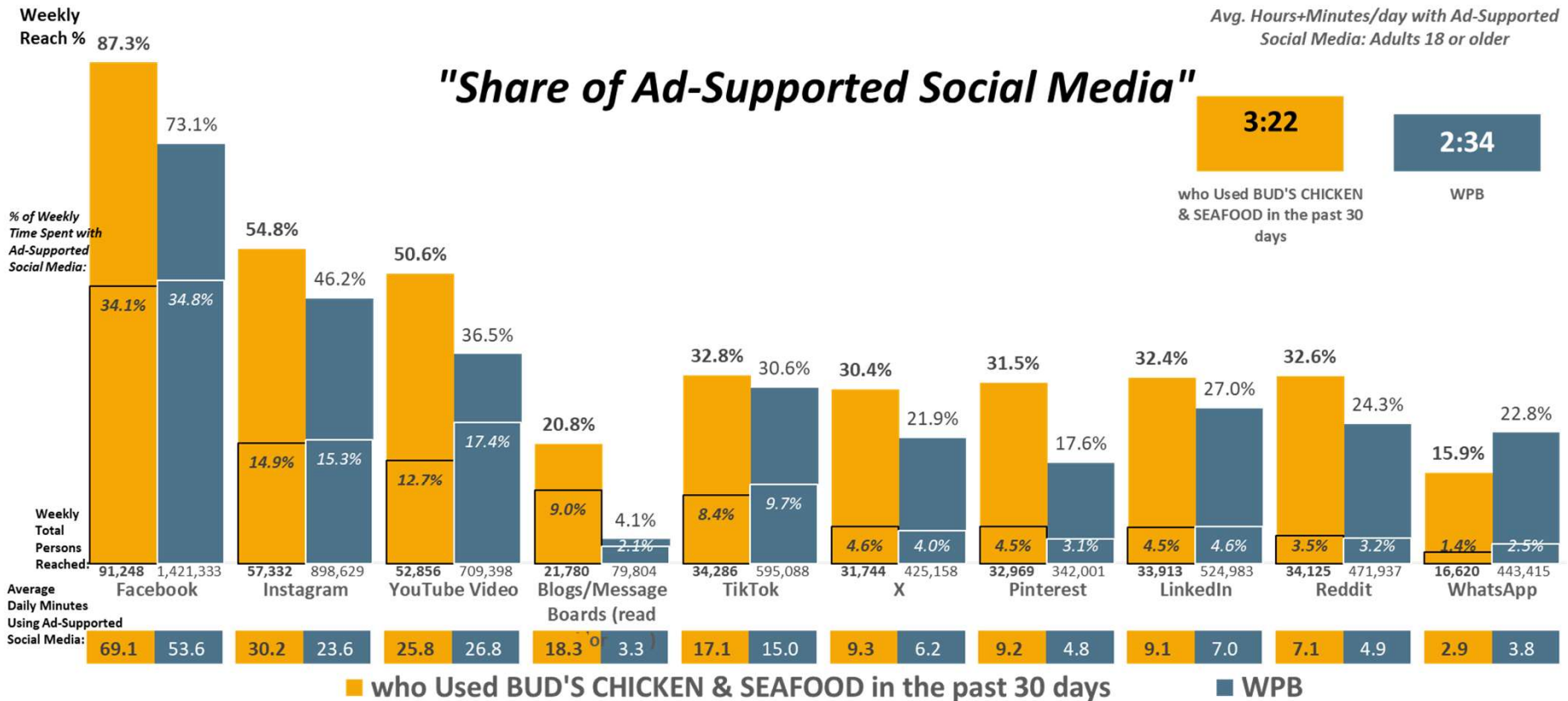
Category	Avg. Hours+Minutes/day
Who Used TOOTJAY'S DELI-BAKERY-RESTAURANT in the past 30 days	3:34
WPB	2:34

Legend: ■ who Used TOOTJAY'S DELI-BAKERY-RESTAURANT in the past 30 days ■ WPB





91,248 or 87.3% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days use Ad-Supported Facebook for an average of 69.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

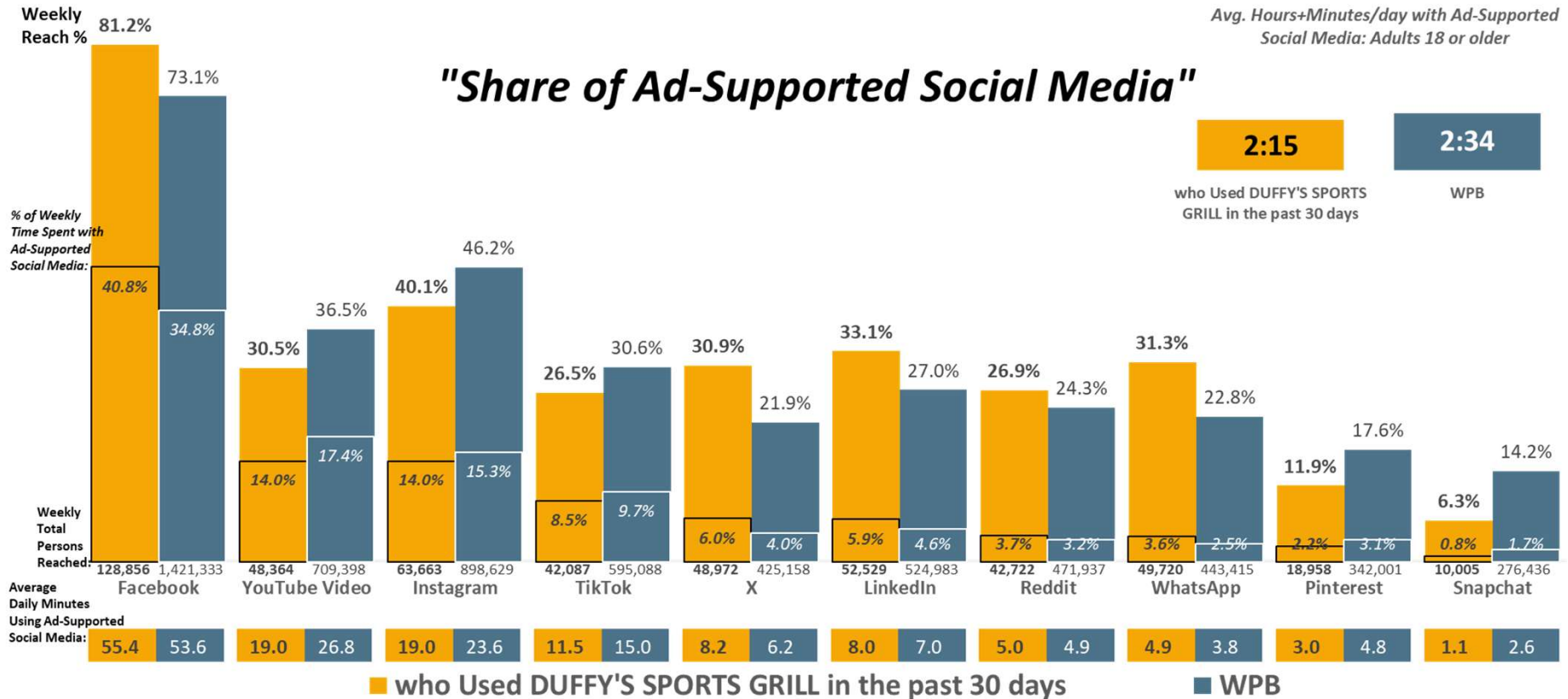






128,856 or 81.2% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days use Ad-Supported Facebook for an average of 55.4 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

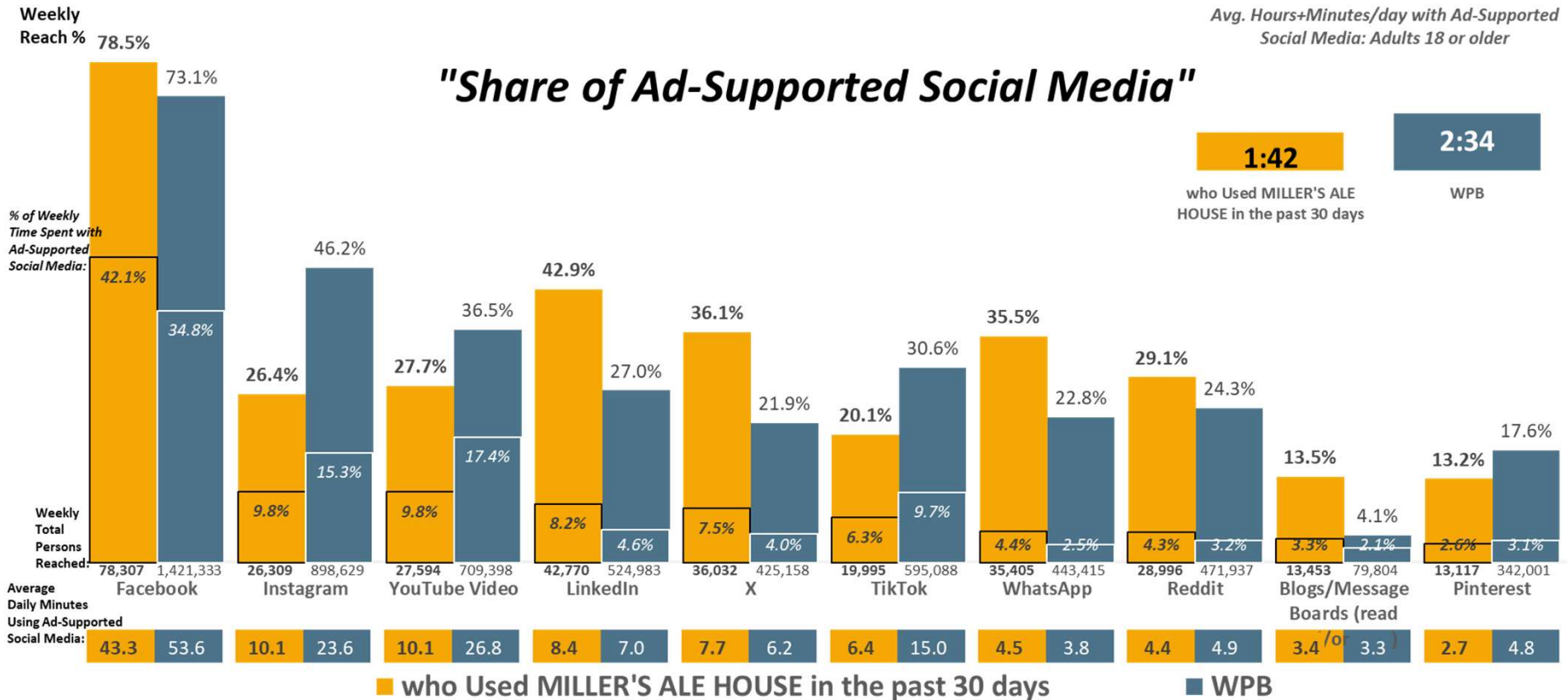
## "Share of Ad-Supported Social Media"





78,307 or 78.5% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days use Ad-Supported Facebook for an average of 43.3 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

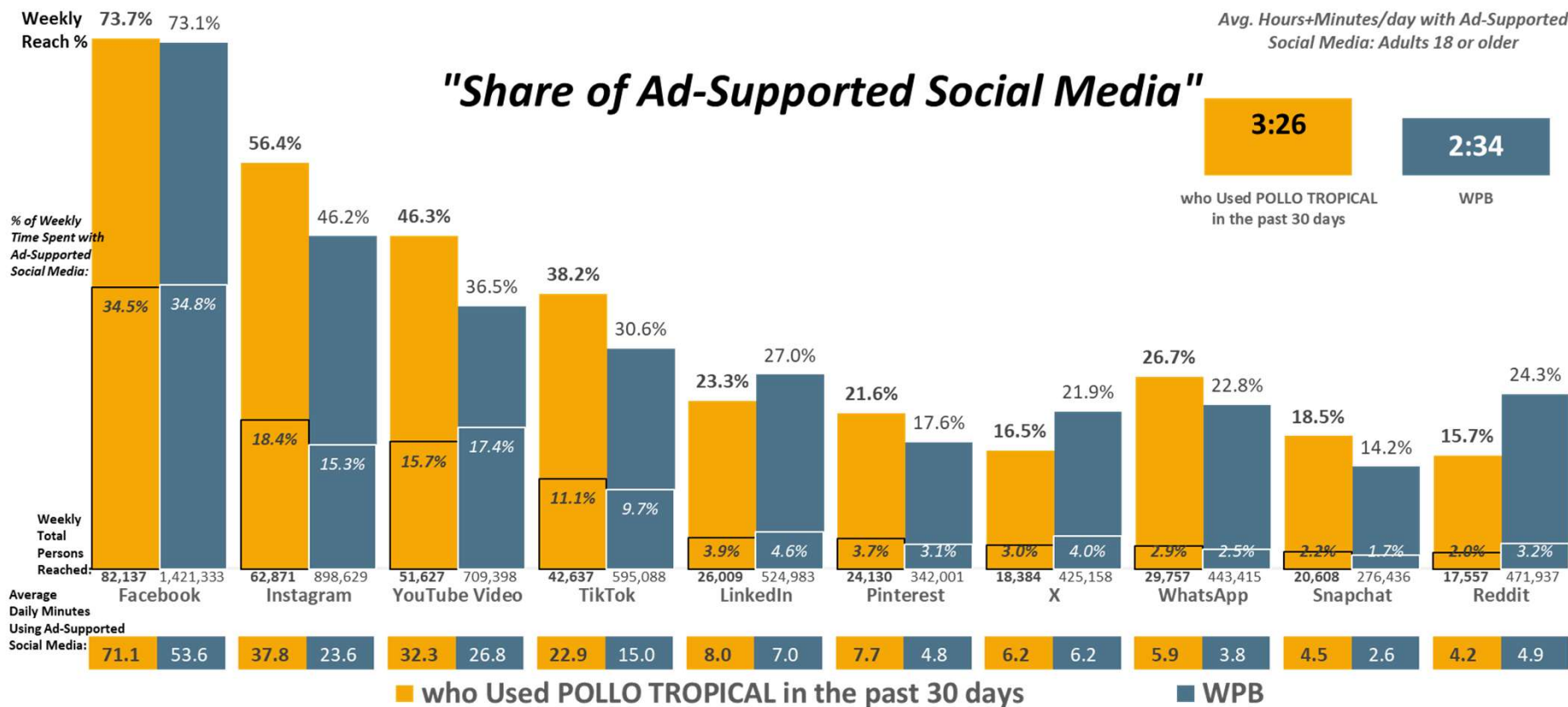
## "Share of Ad-Supported Social Media"





82,137 or 73.7% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days use Ad-Supported Facebook for an average of 71.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

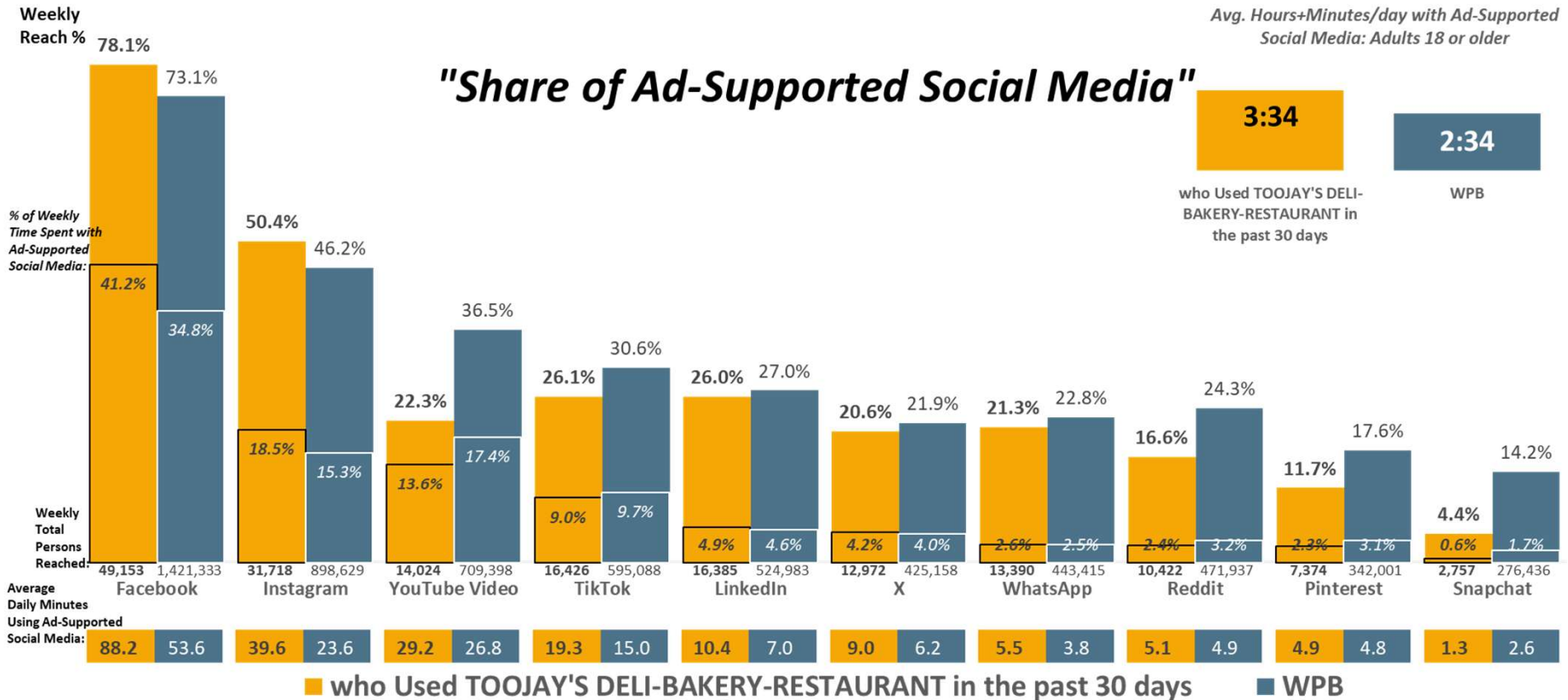






49,153 or 78.1% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days use Ad-Supported Facebook for an average of 88.2 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.

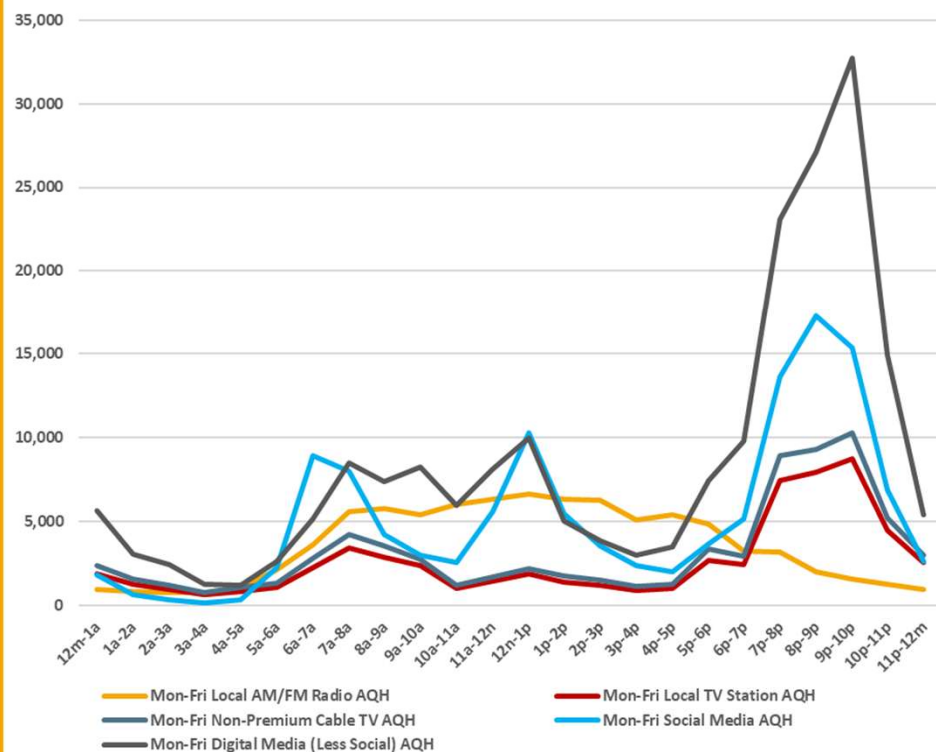
## "Share of Ad-Supported Social Media"



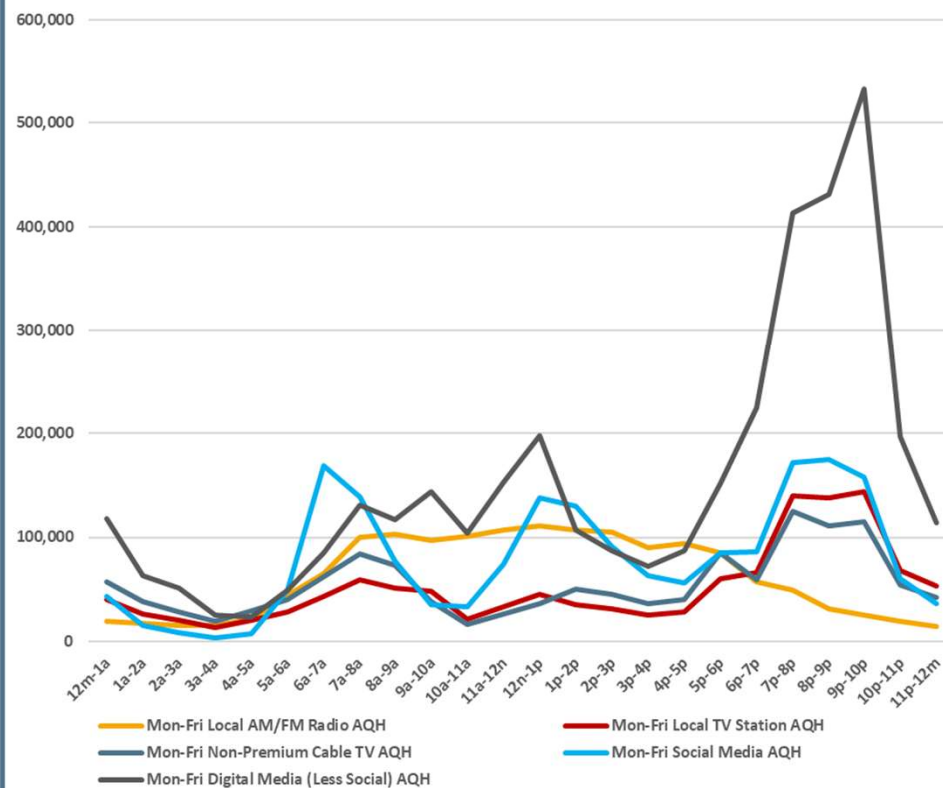


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,609; Local Radio: 5,423; Social Media: 4,987; Non-Prem. Cable: 2,332; Local TV: 1,913 reaching Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days**



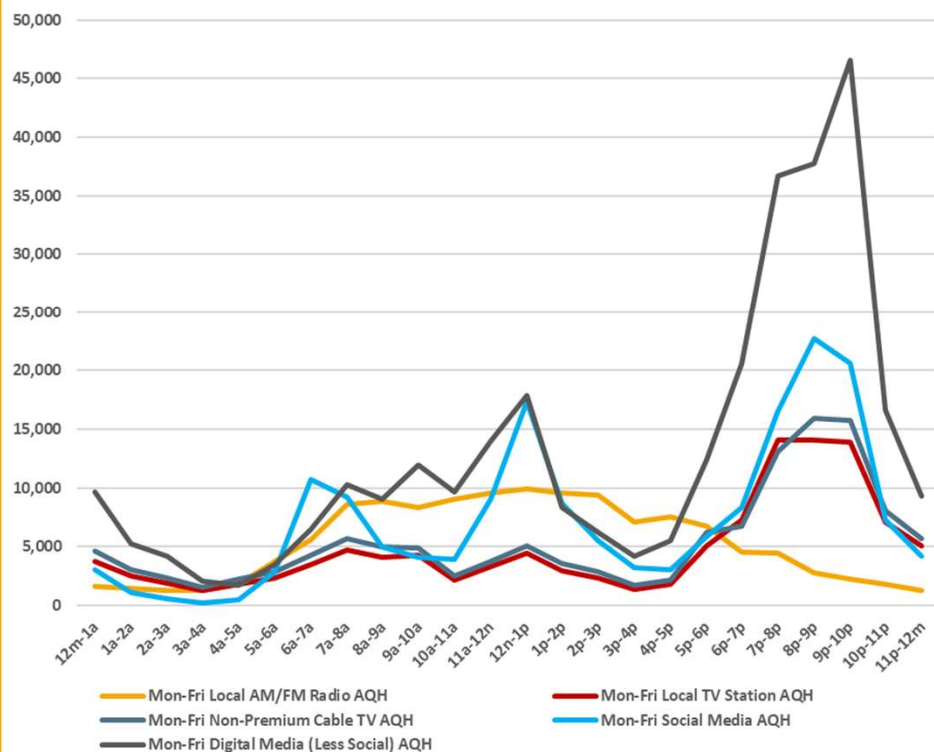
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WPB Metro Area Adults 18 or older**



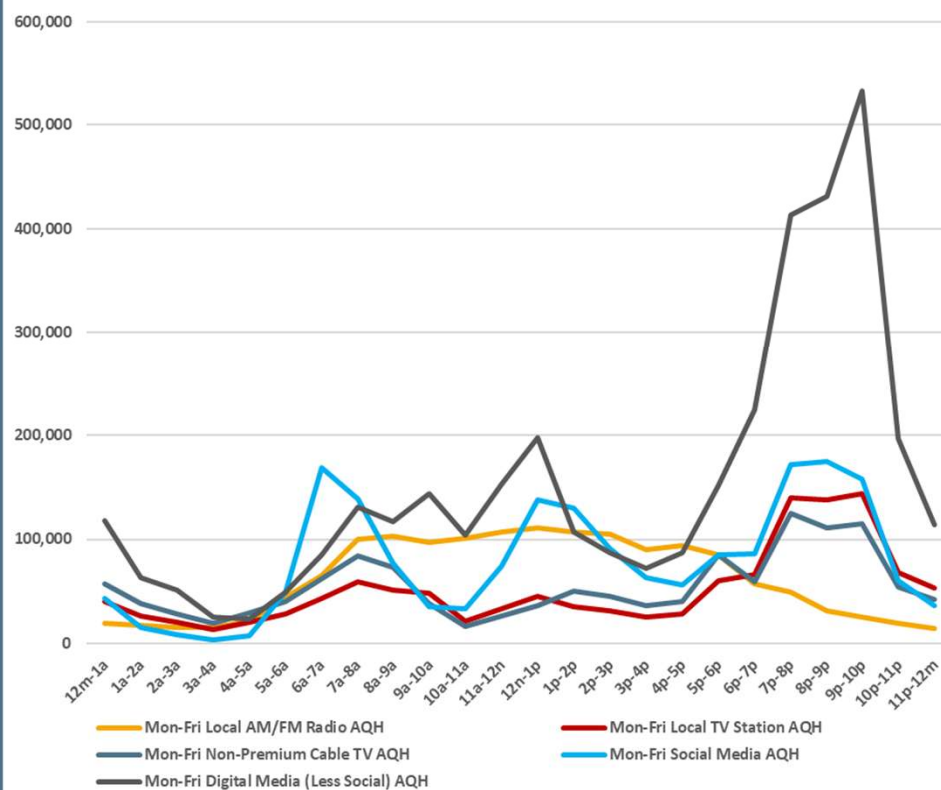


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,512; Local Radio: 8,061; Social Media: 7,234; Non-Prem. Cable: 4,189; Local TV: 3,645 reaching Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days



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





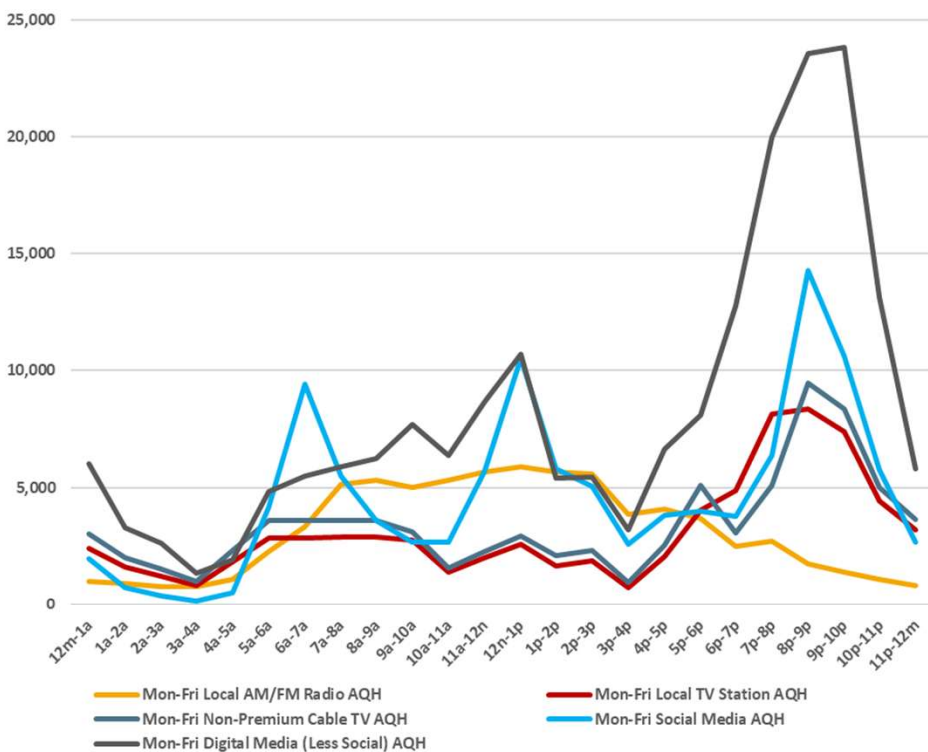
**MILLER'S**  
ALE HOUSE



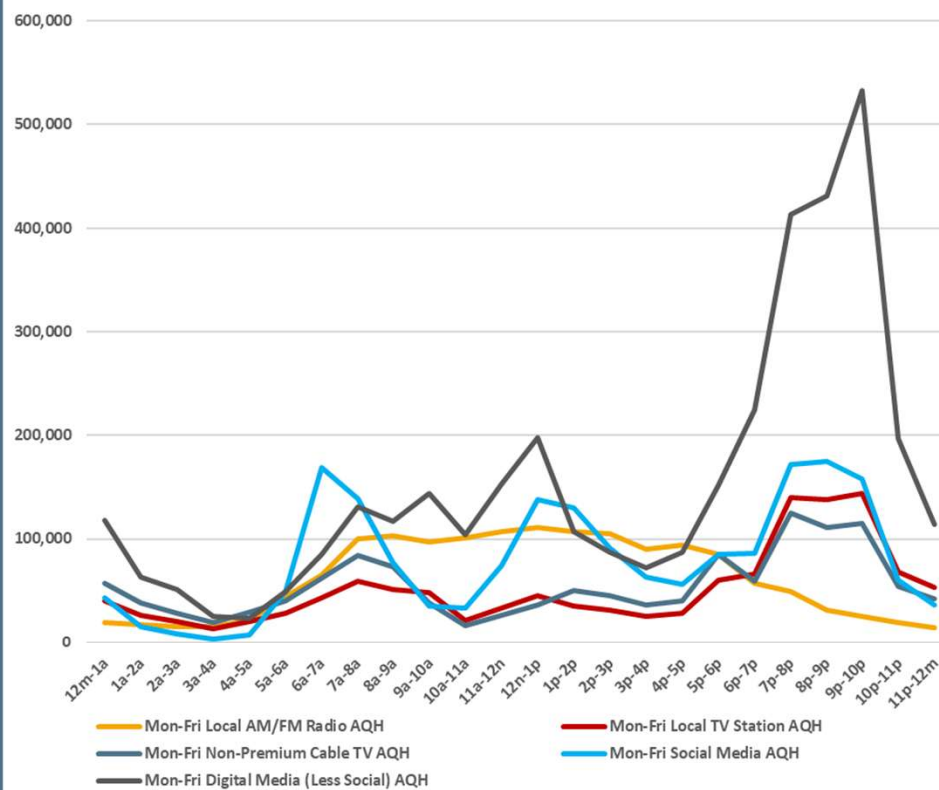
**WPB**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,127;  
Social Media: 5,003; Local Radio: 4,691; Non-Prem. Cable: 2,821; Local TV: 2,503 reaching  
Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used MILLER'S ALE HOUSE in the past  
30 days*



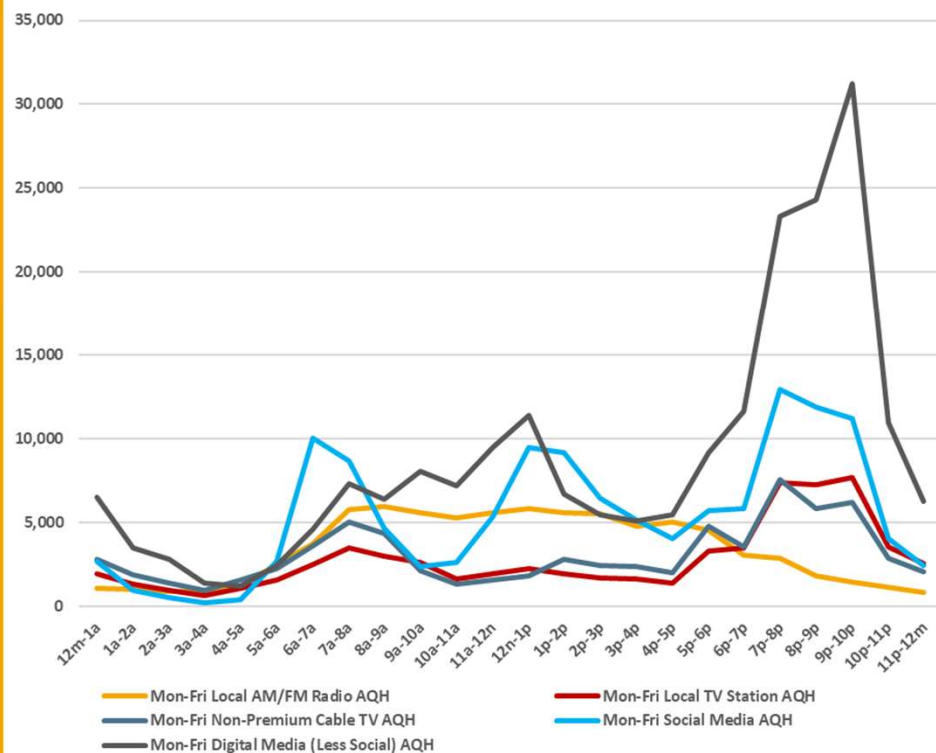
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 18 or older*



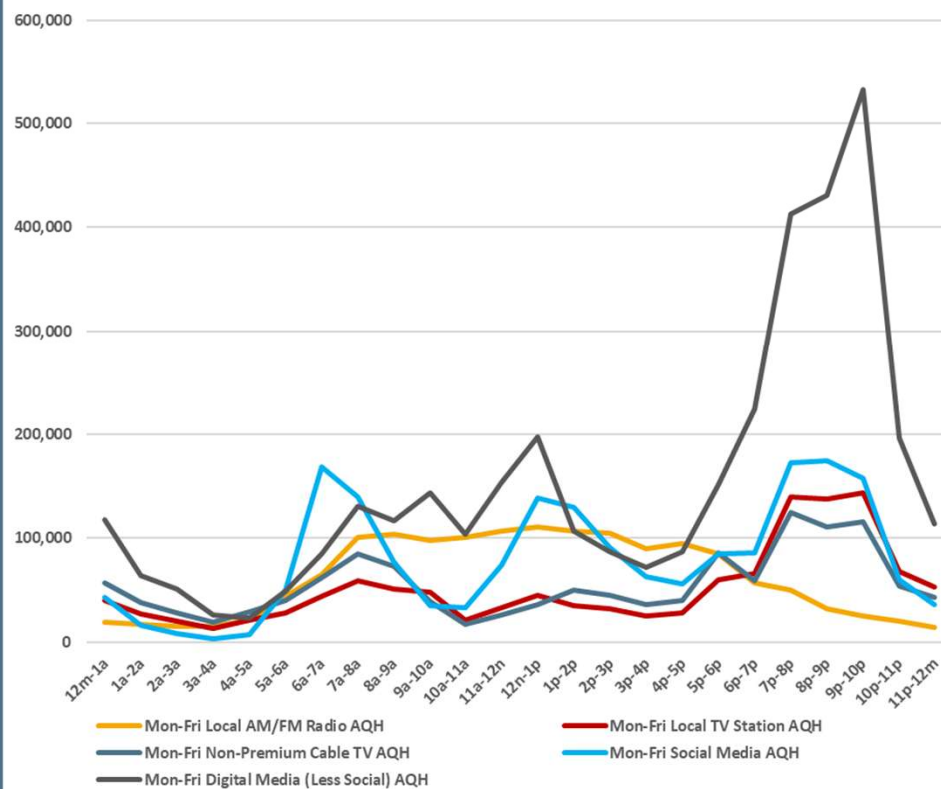


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,524;  
Social Media: 6,103; Local Radio: 5,081; Non-Prem. Cable: 2,888; Local TV: 2,361 reaching  
Adults 18 or older who Used POLLO TROPICAL in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Used POLLO TROPICAL in the past 30**  
**days**



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

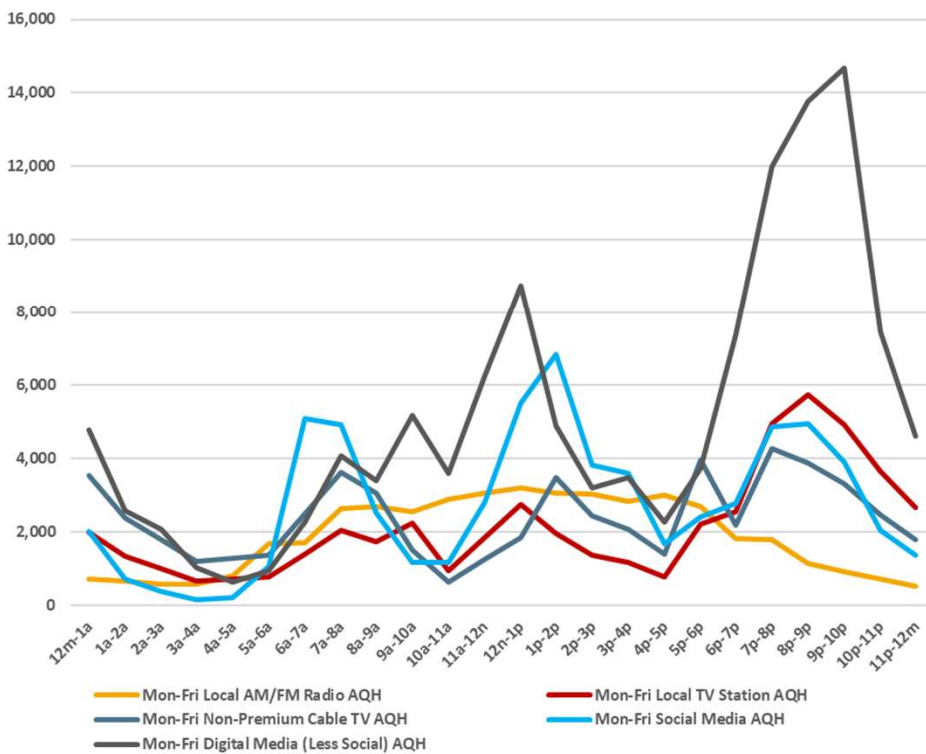




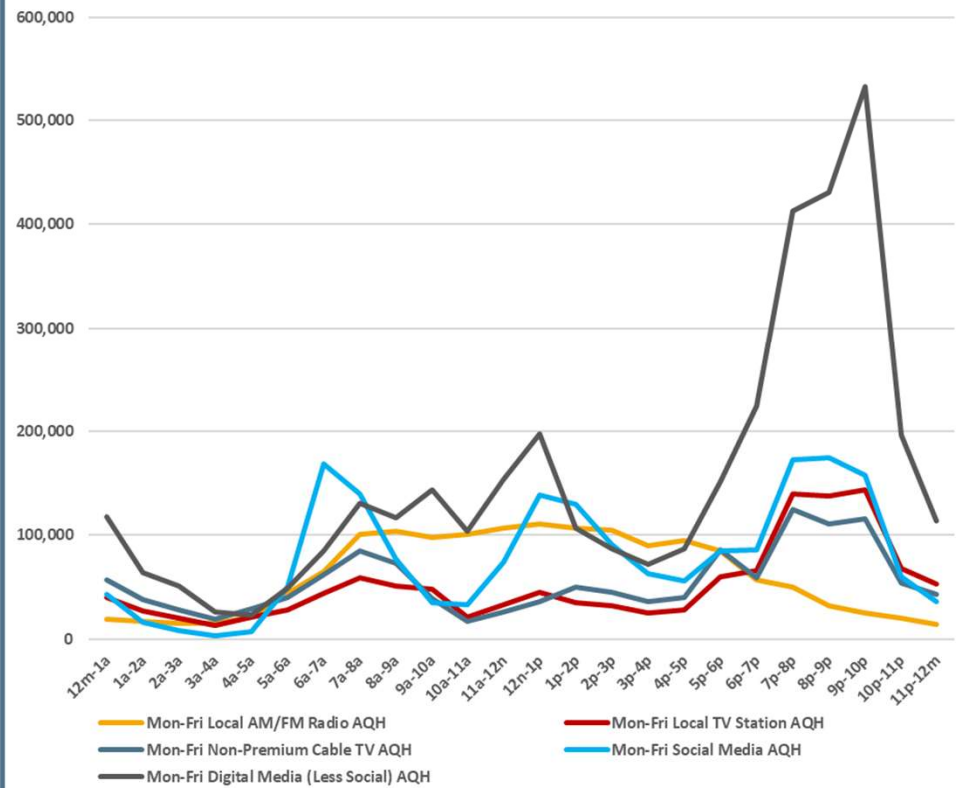
WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,493;  
Social Media: 3,404; Local Radio: 2,706; Non-Prem. Cable: 2,301; Local TV: 1,759 reaching  
Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 3

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Used TOOJAY'S DELI-BAKERY-  
RESTAURANT in the past 30 days



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

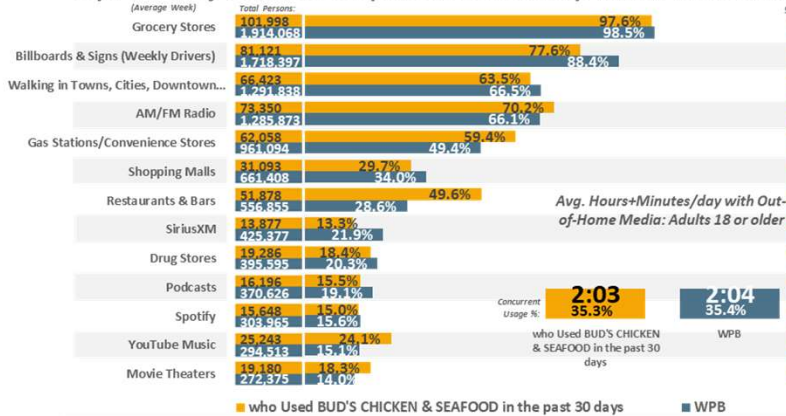




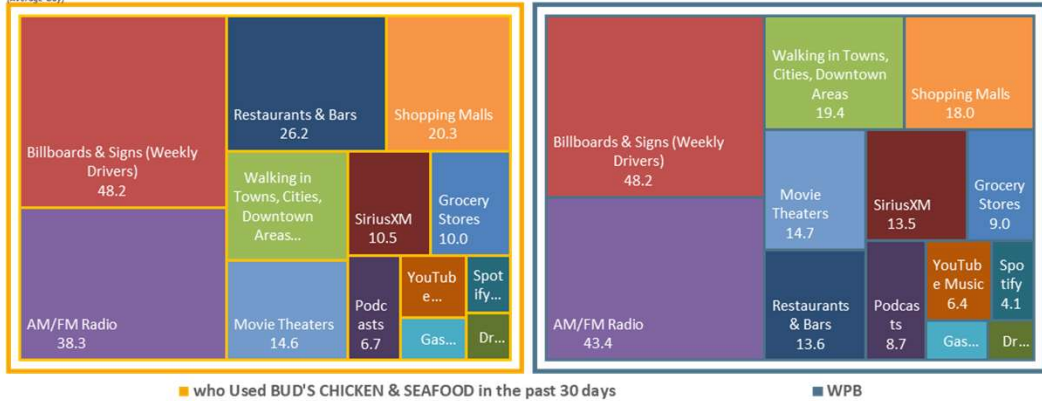


81,121 or 77.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 37.3 minutes/day.

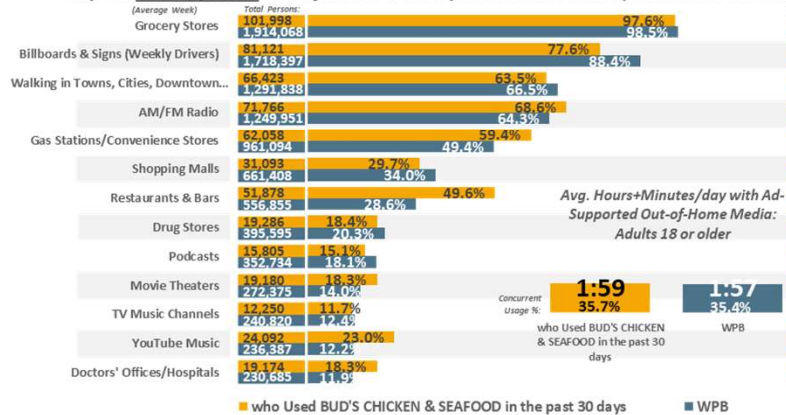
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



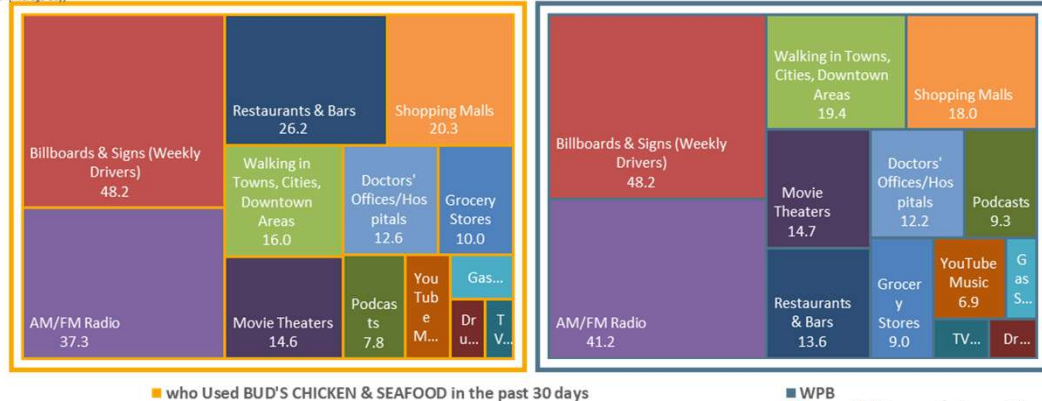
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 121  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

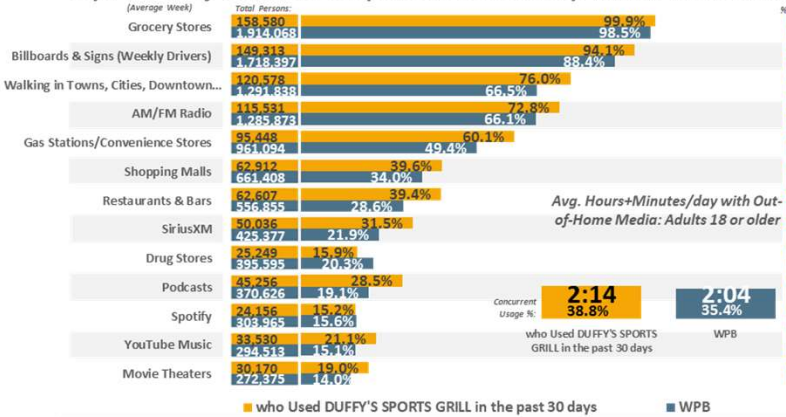
soefa.ai Share of Everything for Anything

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

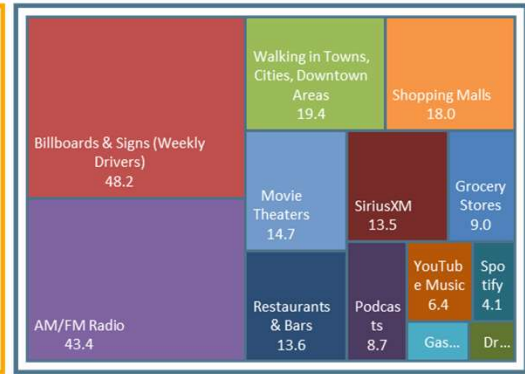
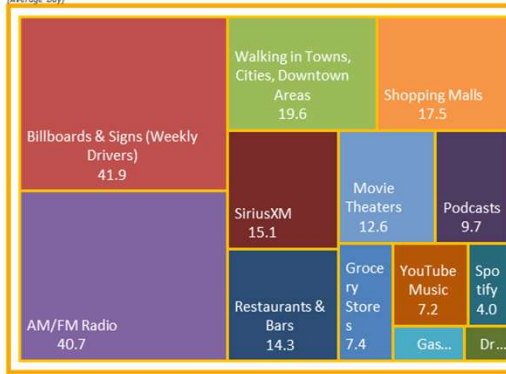


149,313 or 94.1% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minutes/day.

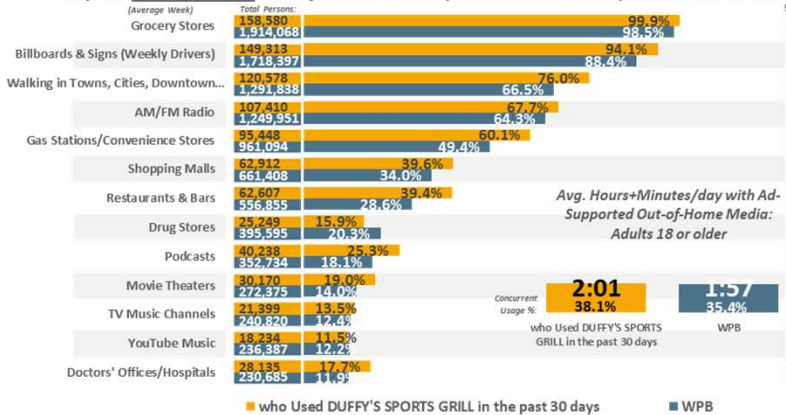
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



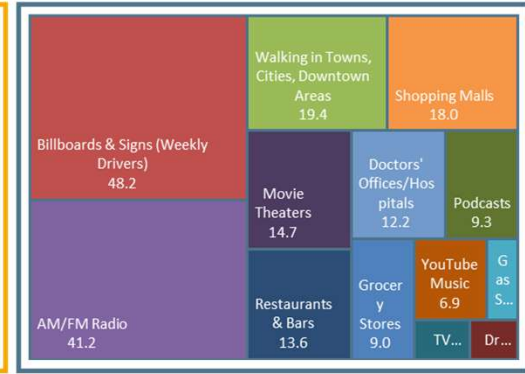
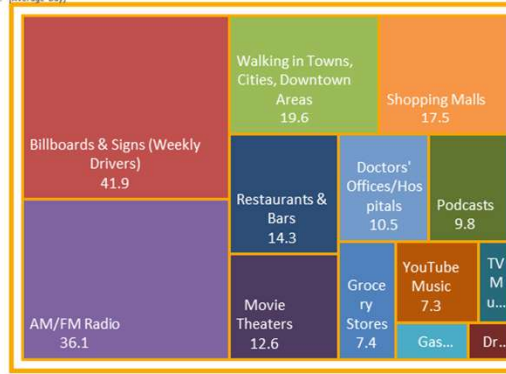
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

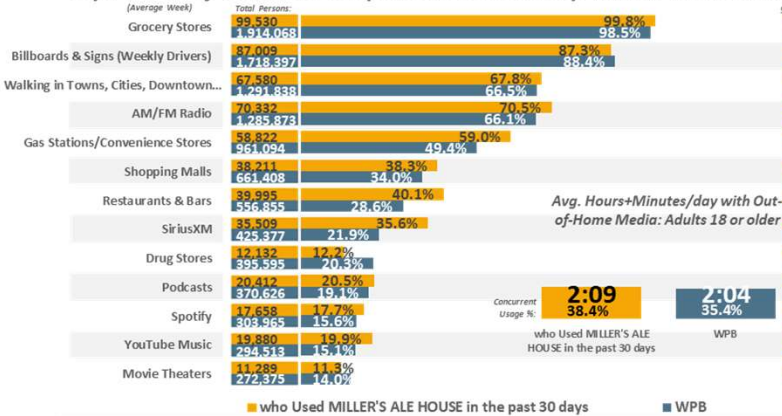




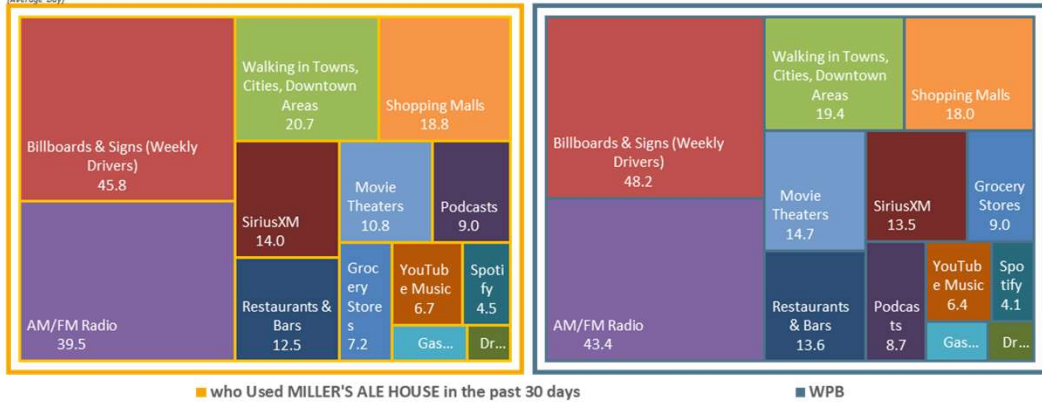


87,009 or 87.3% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes/day.

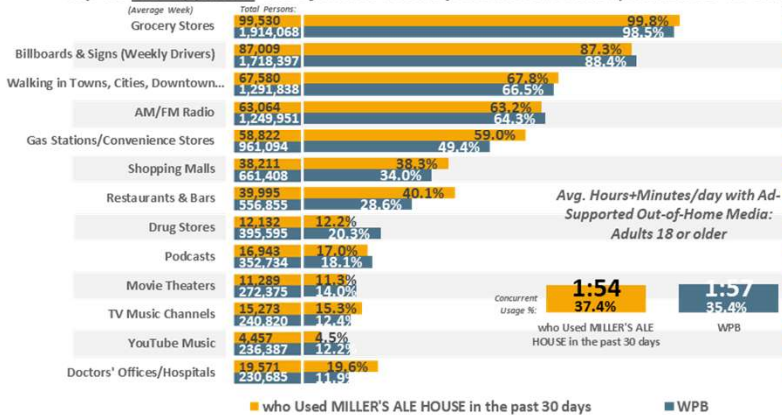
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



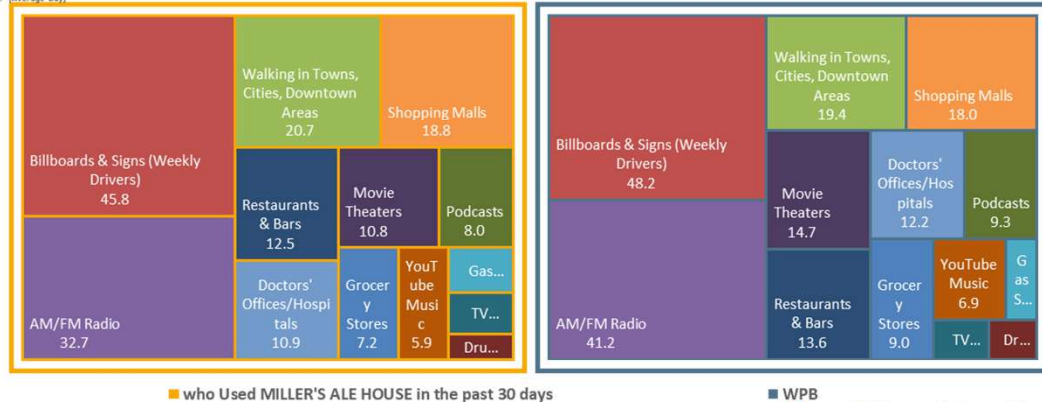
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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

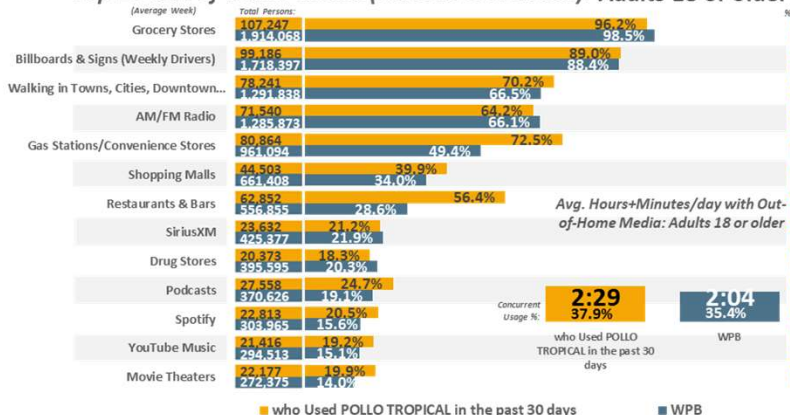




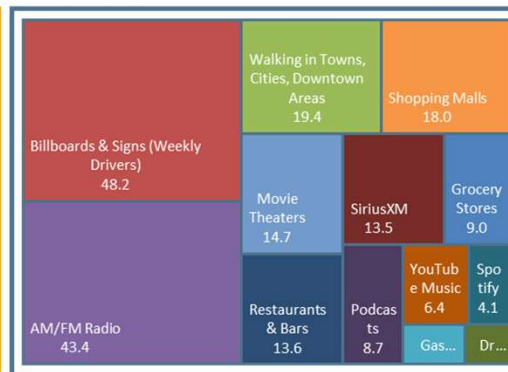
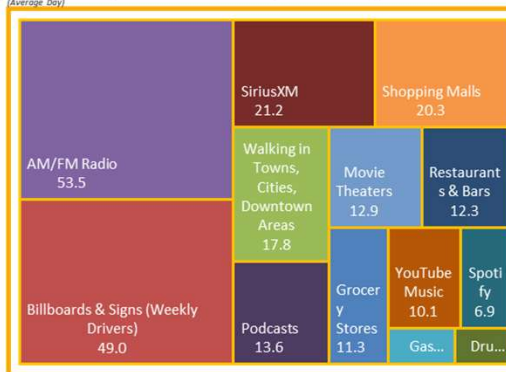


99,186 or 89.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 49. minutes per day driving, seeing Billboards and Signs. 61.1% Listen to Local Radio Stations Out-of-Home for an average of 49.6 minutes/day.

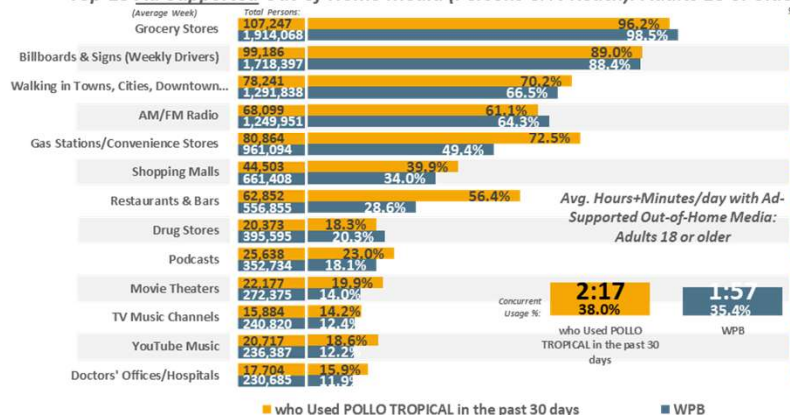
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



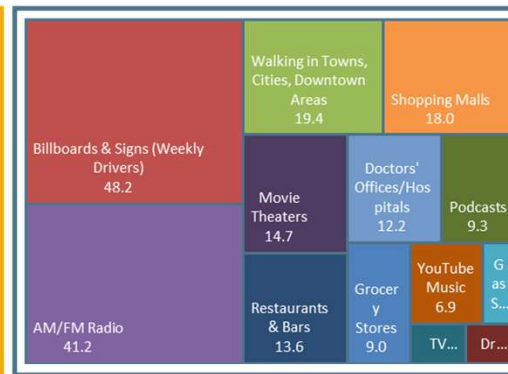
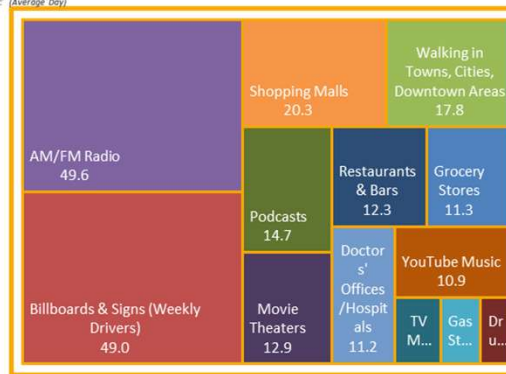
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



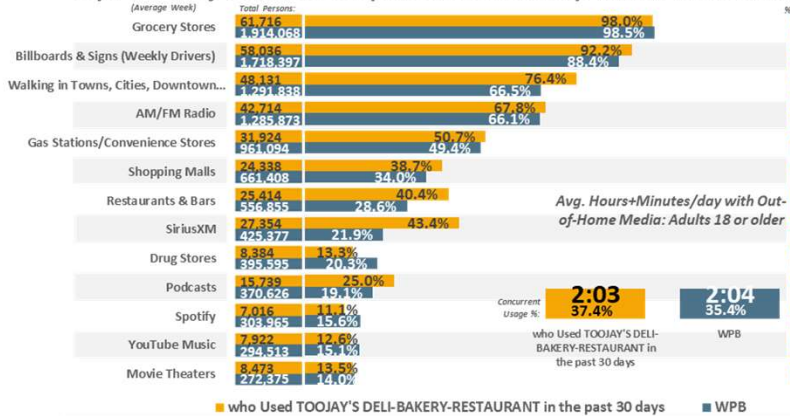
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



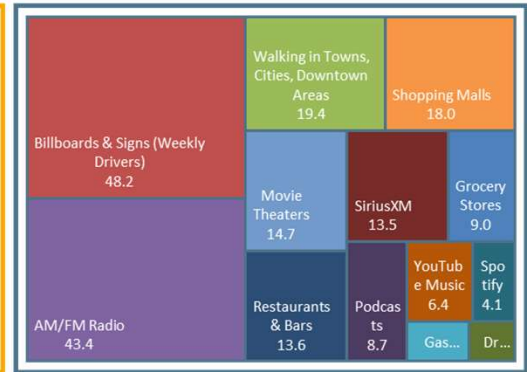
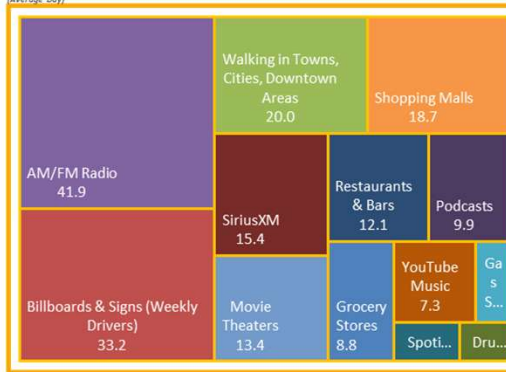


58,036 or 92.2% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 33.2 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minute

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



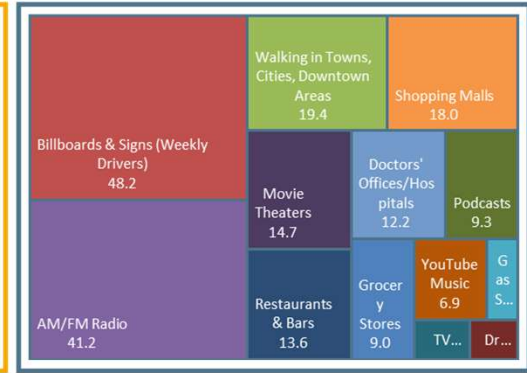
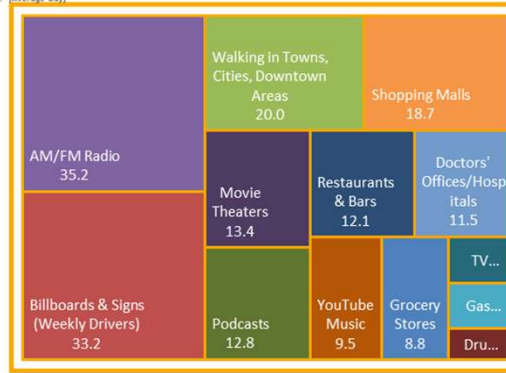
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



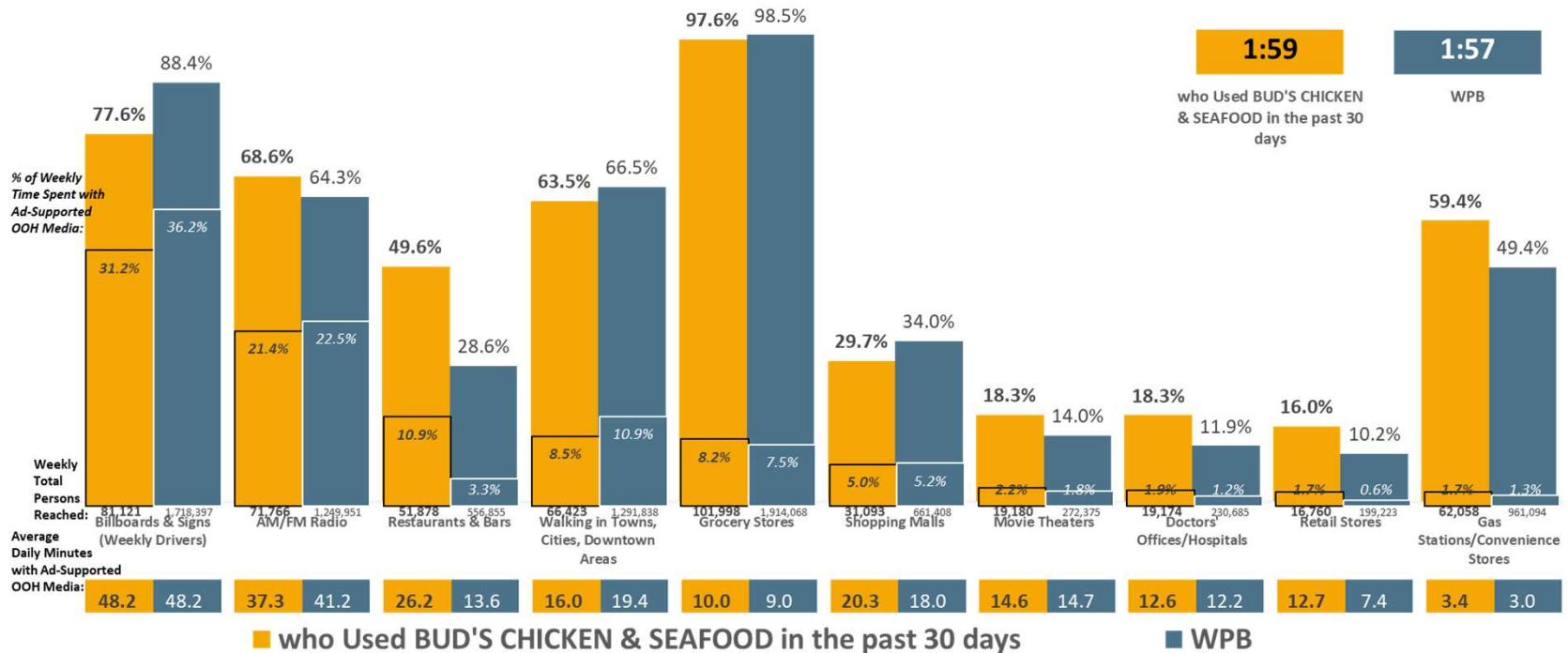


81,121 or 77.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 121 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

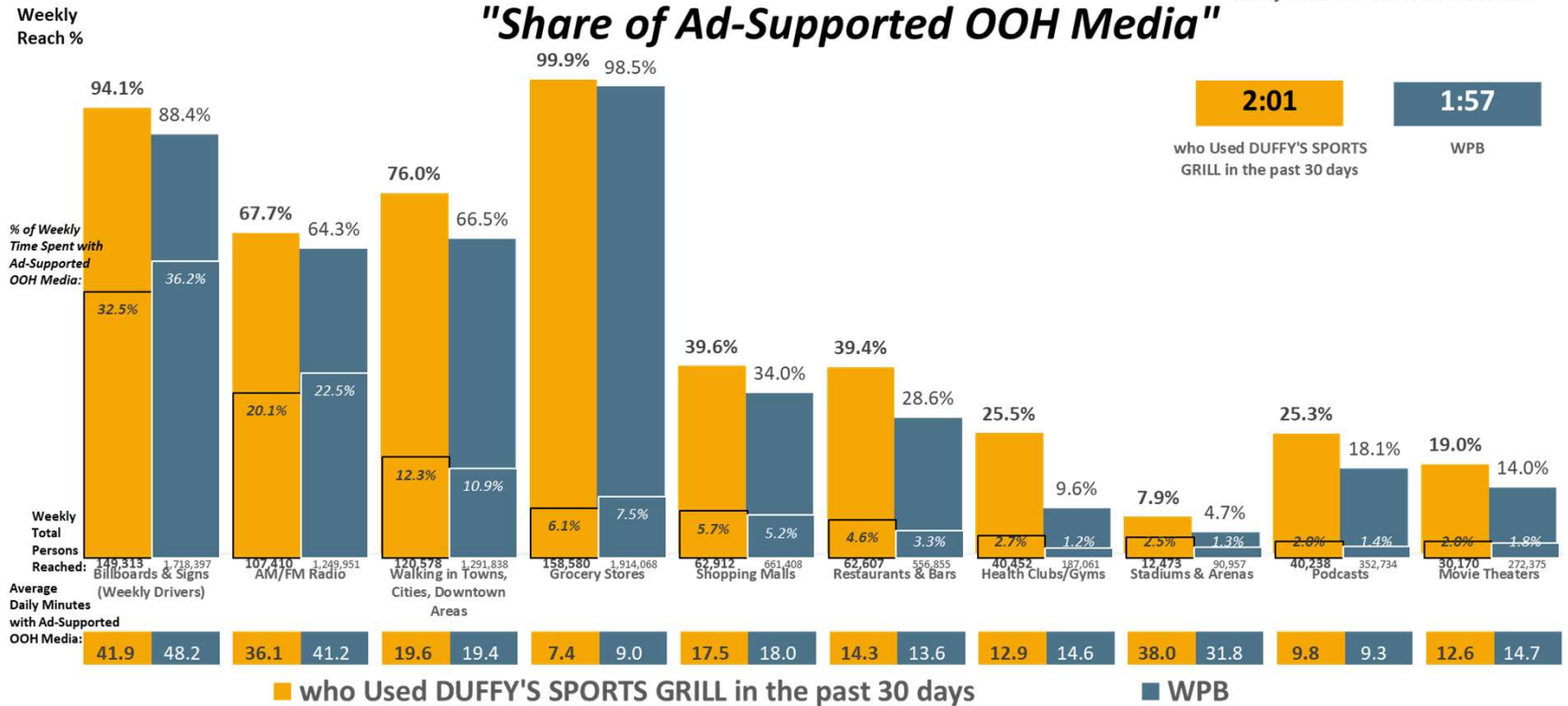
Quick service restaurants used past 30 days: Bud's Chicken & Seafood





149,313 or 94.1% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an average of 41.9 minutes per day driving, seeing Billboards and Signs representing 32.5% 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 169 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

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

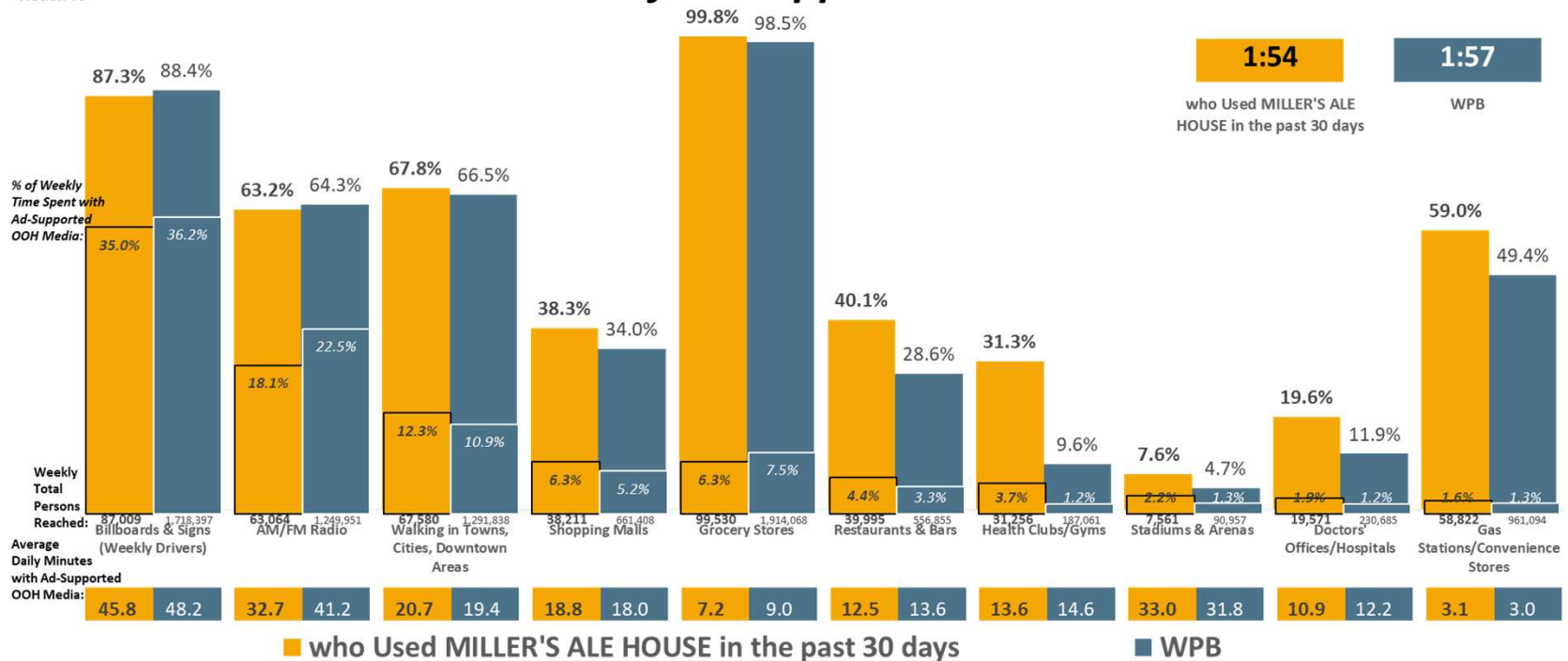


87,009 or 87.3% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 35.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



1:54

who Used MILLER'S ALE HOUSE in the past 30 days

1:57

WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 94 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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Sit-down restaurants used past 30 days: Ale House

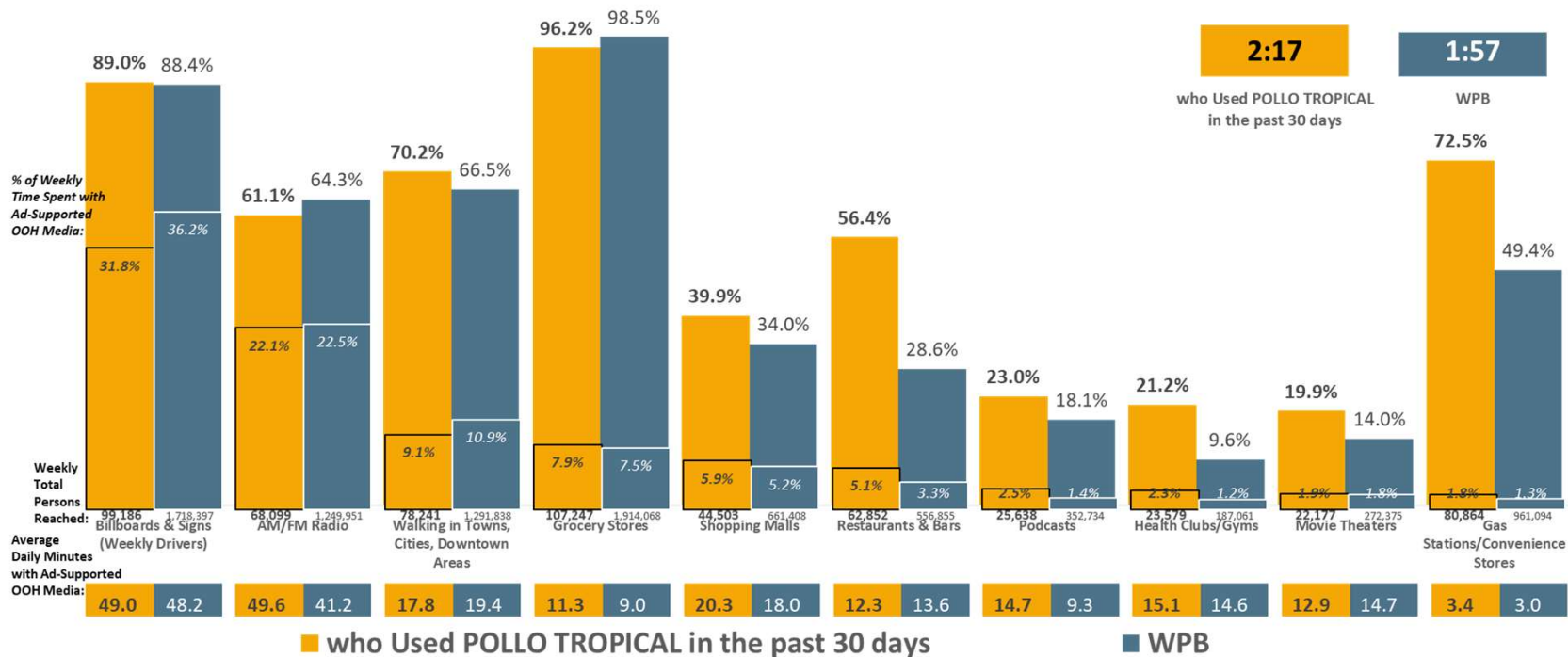


99,186 or 89.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 31.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:17

who Used POLLO TROPICAL in the past 30 days

1:57

WFPB

WFPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 160 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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Quick service restaurants used past 30 days: Pollo Tropical



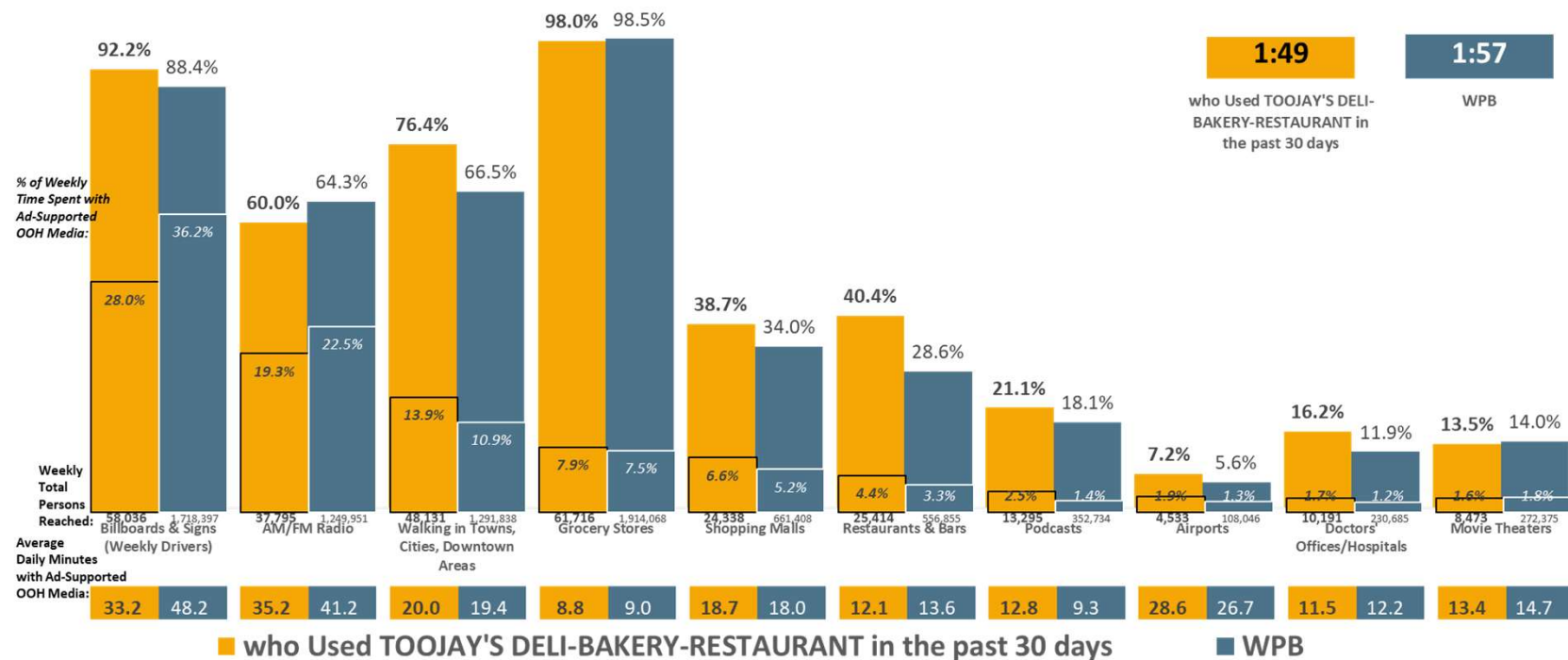


58,036 or 92.2% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 33.2 minutes per day driving, seeing Billboards and Signs representing 28.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 100 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

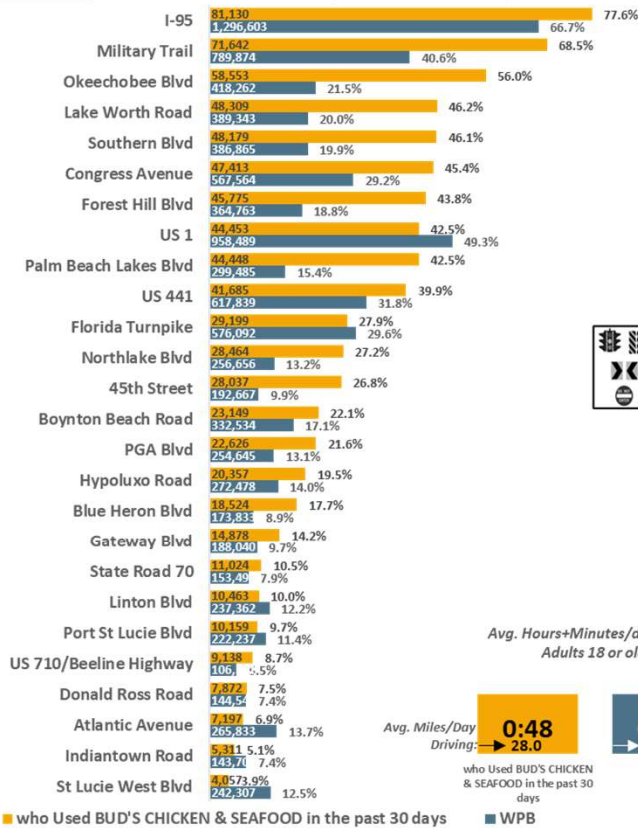
soefa.ai Share of Everything for Anything

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



81,121 or 77.6% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days spend an average of 48.2 minutes per day driving an average of 28. miles each day and are 176.% more likely to use Palm Beach Lakes Blvd than the Metro average.

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



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

Avg. Miles/Day  
Driving:

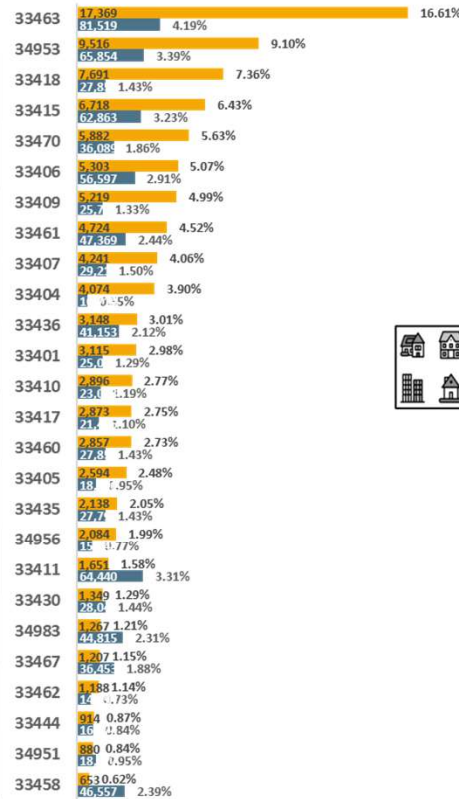
0:48  
28.0

who Used BUD'S CHICKEN  
& SEAFOOD in the past 30  
days

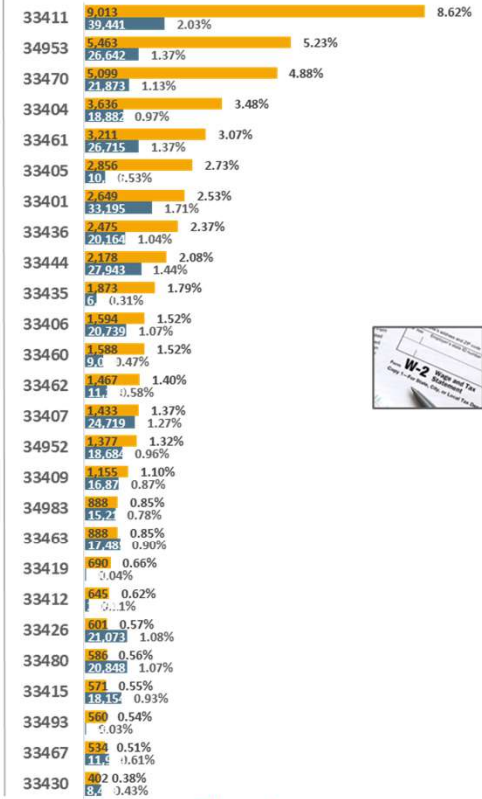
0:48  
28.1

WPB

#### Top-26 Residential Zip Codes: Adults 18 or older



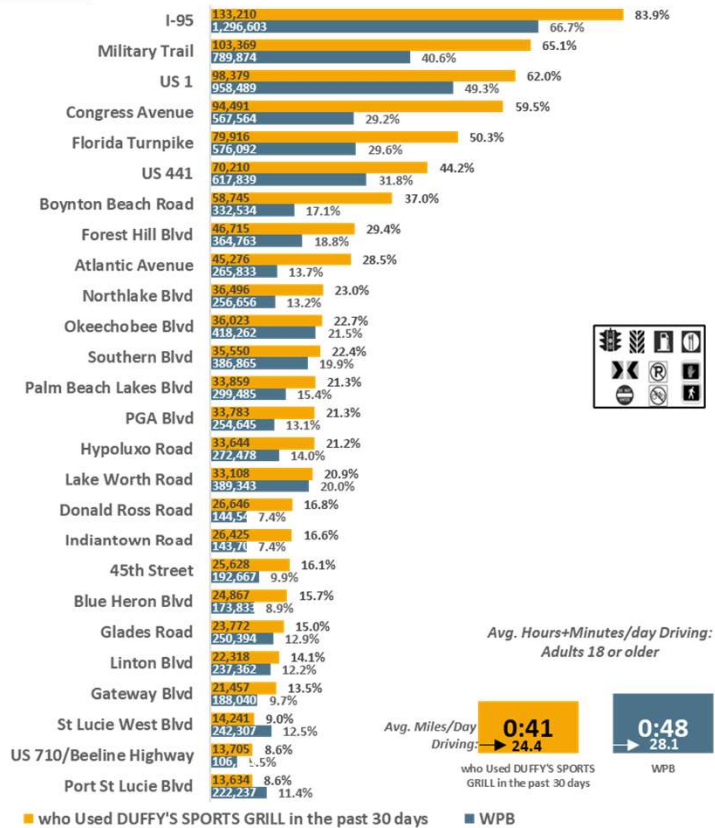
#### Top-26 Employment Zip Codes: Adults 18 or older



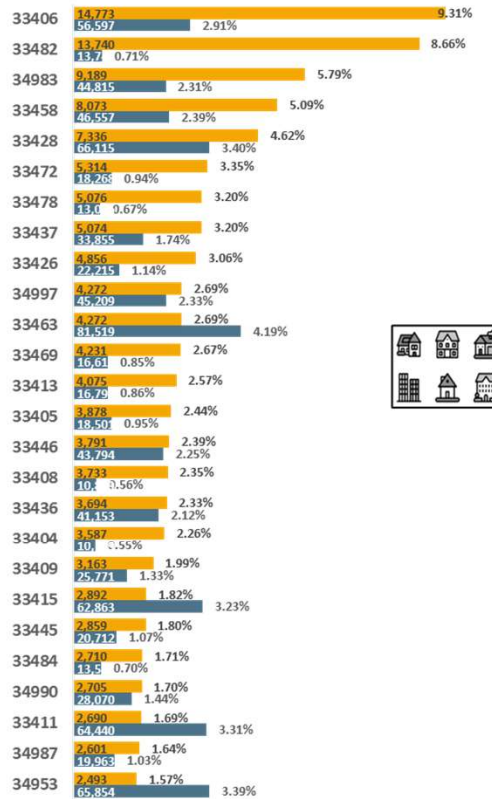


149,313 or 94.1% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days spend an average of 41.9 minutes per day driving an average of 24.4 miles each day and are 125.8% more likely to use Donald Ross Road than the Metro average.

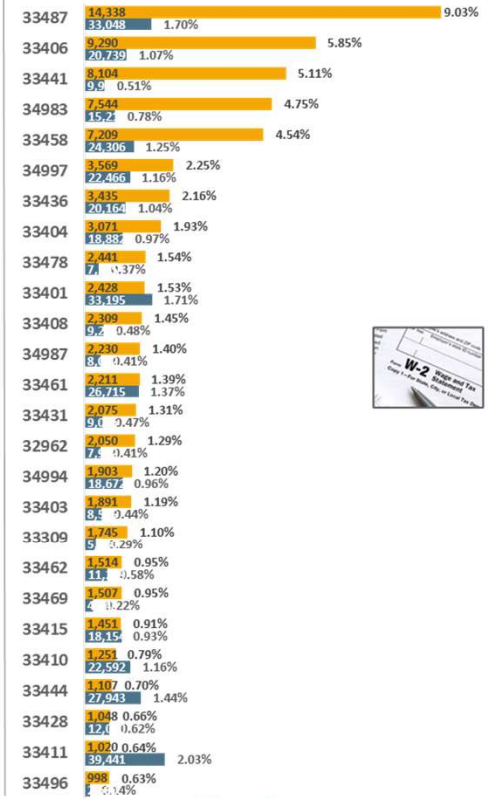
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older





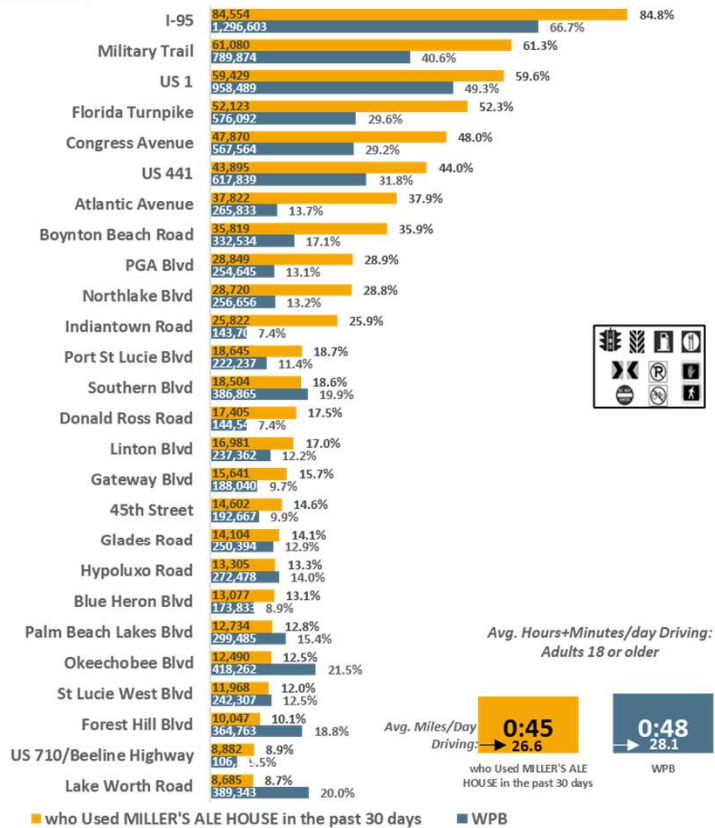
**MILLER'S  
ALE HOUSE**



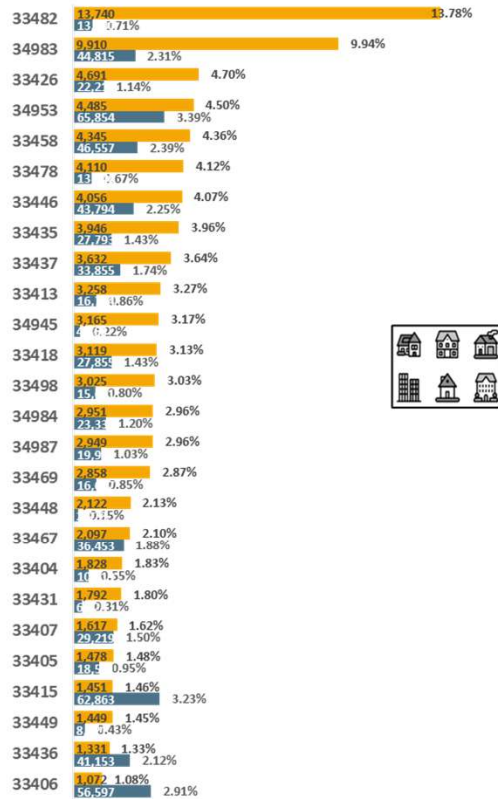
**WPB**

87,009 or 87.3% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days spend an average of 45.8 minutes per day driving an average of 26.6 miles each day and are 250.3% more likely to use Indiantown Road than the Metro average.

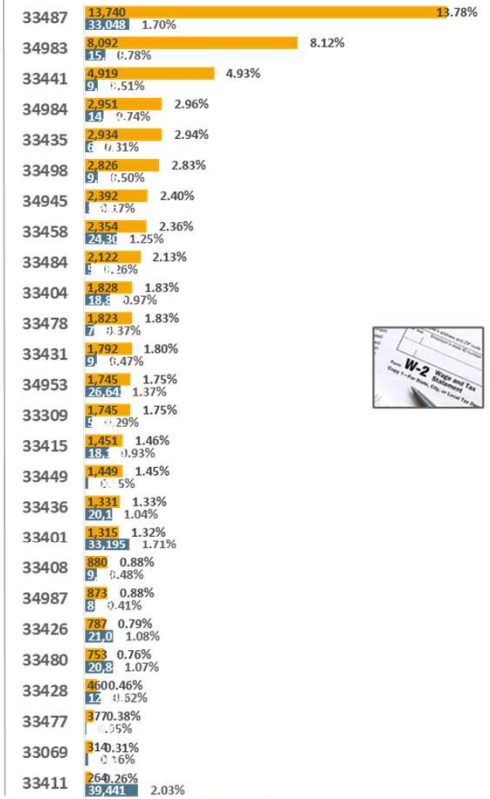
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



#### Top-26 Residential Zip Codes: Adults 18 or older



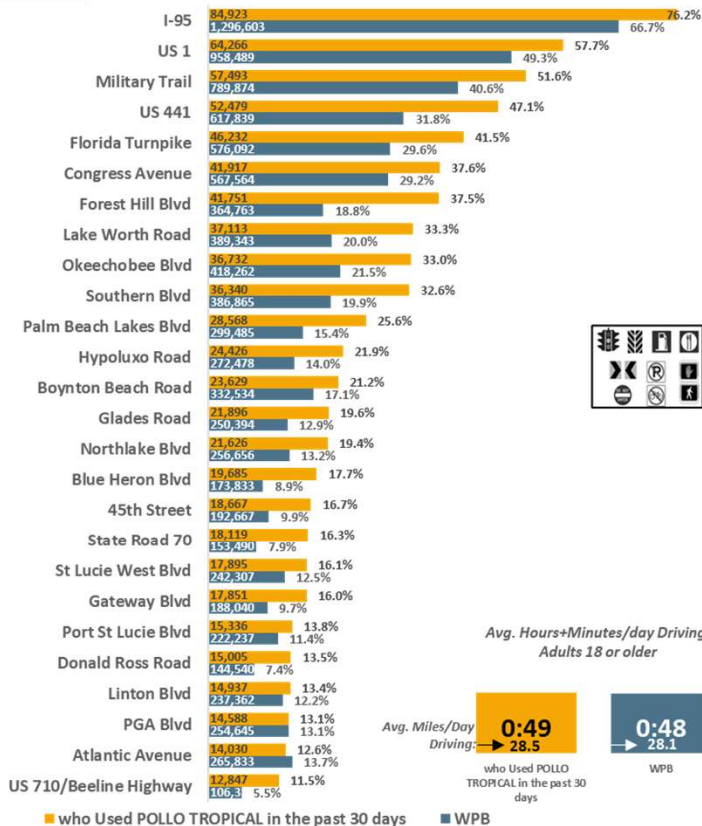
#### Top-26 Employment Zip Codes: Adults 18 or older



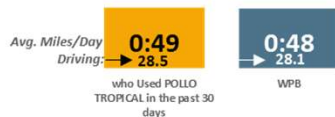


99,186 or 89.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 105.9% more likely to use State Road 70 than the Metro average.

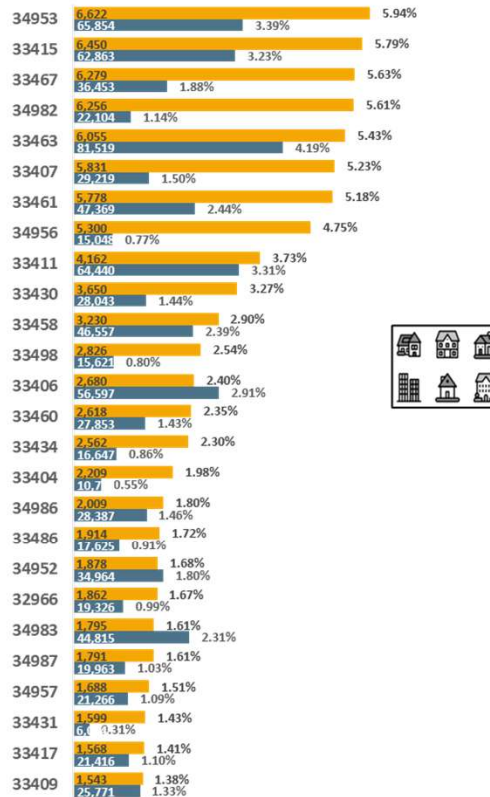
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



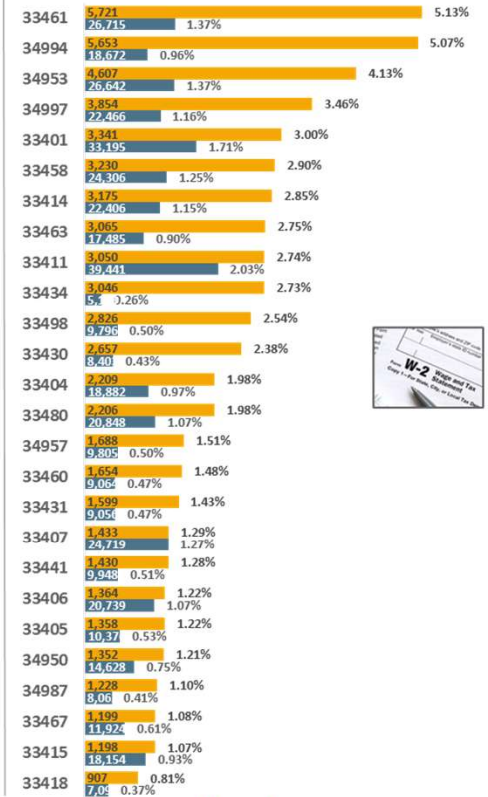
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



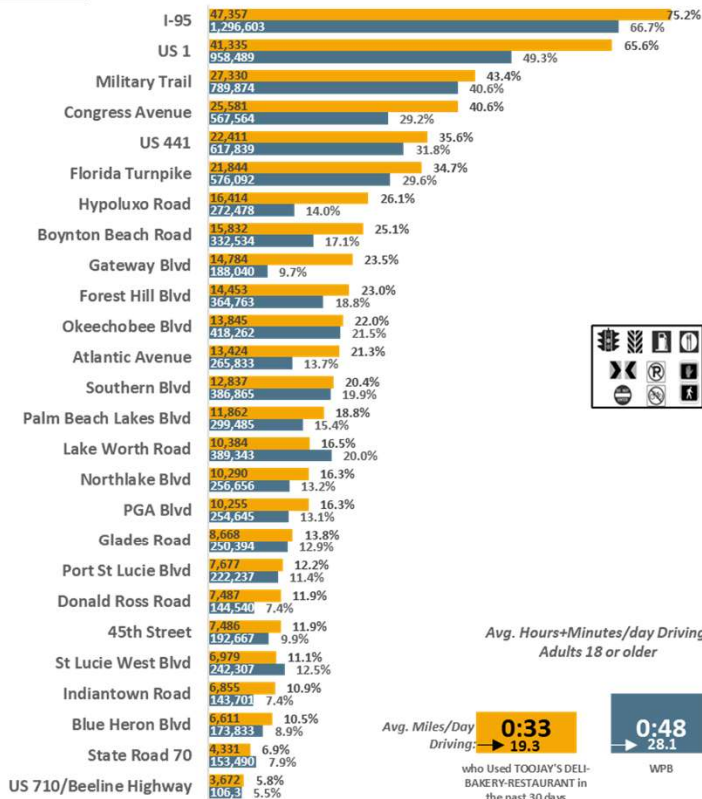
Top-26 Employment Zip Codes: Adults 18 or older





58,036 or 92.2% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days spend an average of 33.2 minutes per day driving an average of 19.3 miles each day and are 142.7% more likely to use Gateway Blvd than the Metro average.

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



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

Avg. Miles/Day  
Driving:

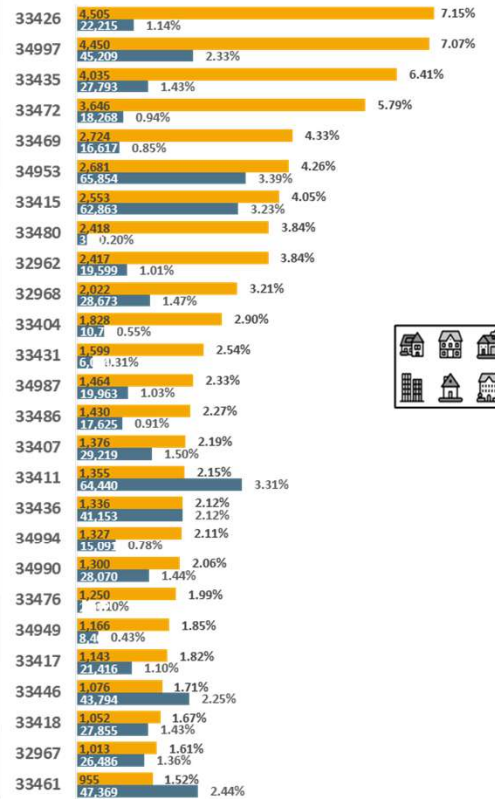
0:33  
19.3

0:48  
28.1

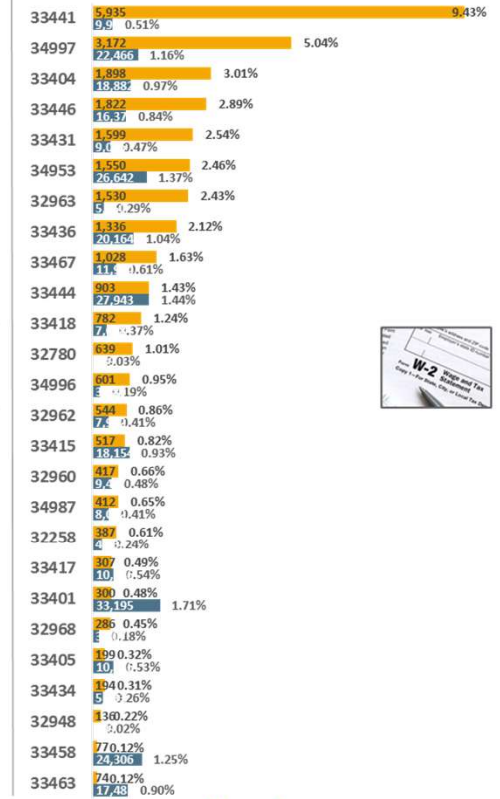
who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days

WPB

#### Top-26 Residential Zip Codes: Adults 18 or older



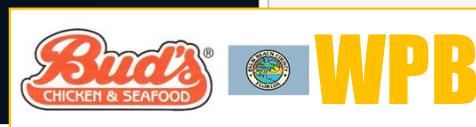
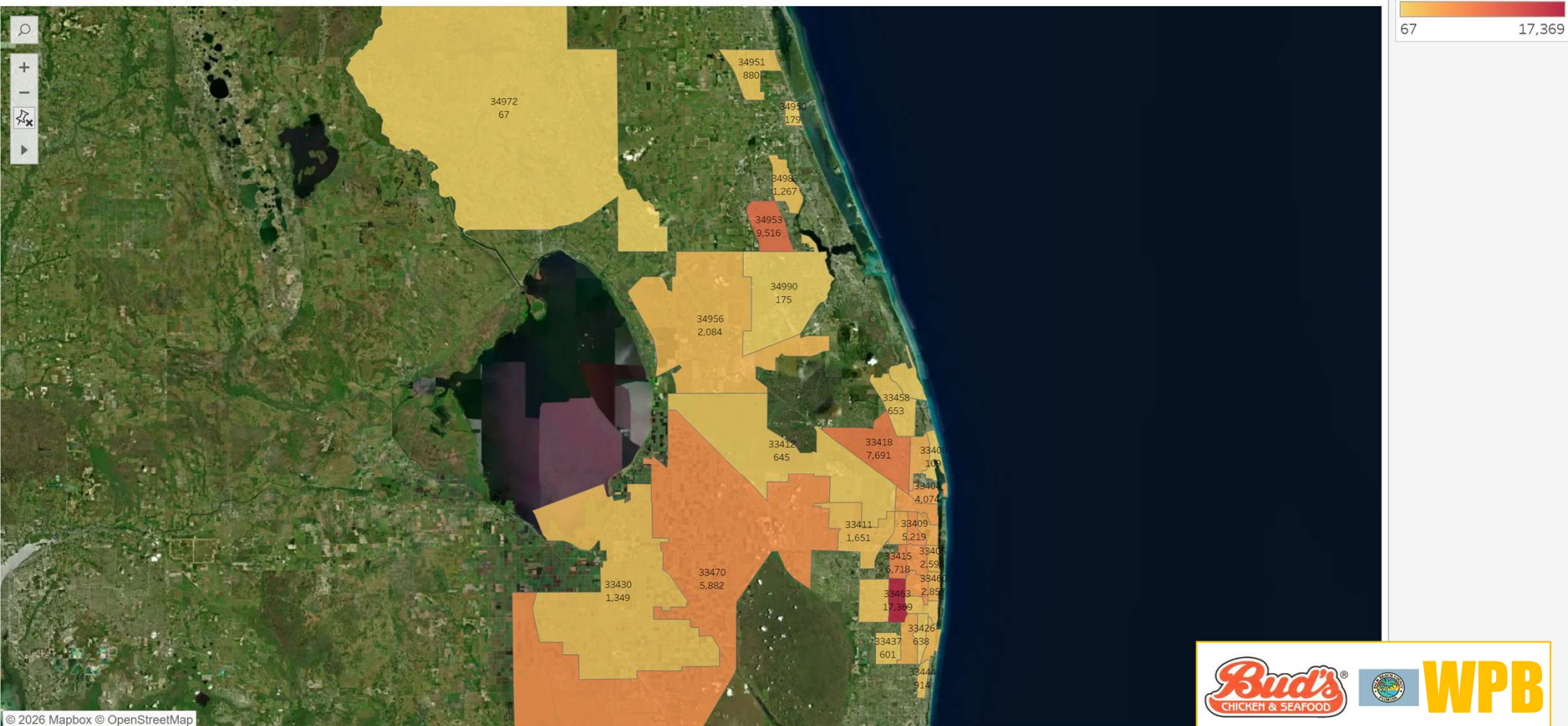
#### Top-26 Employment Zip Codes: Adults 18 or older



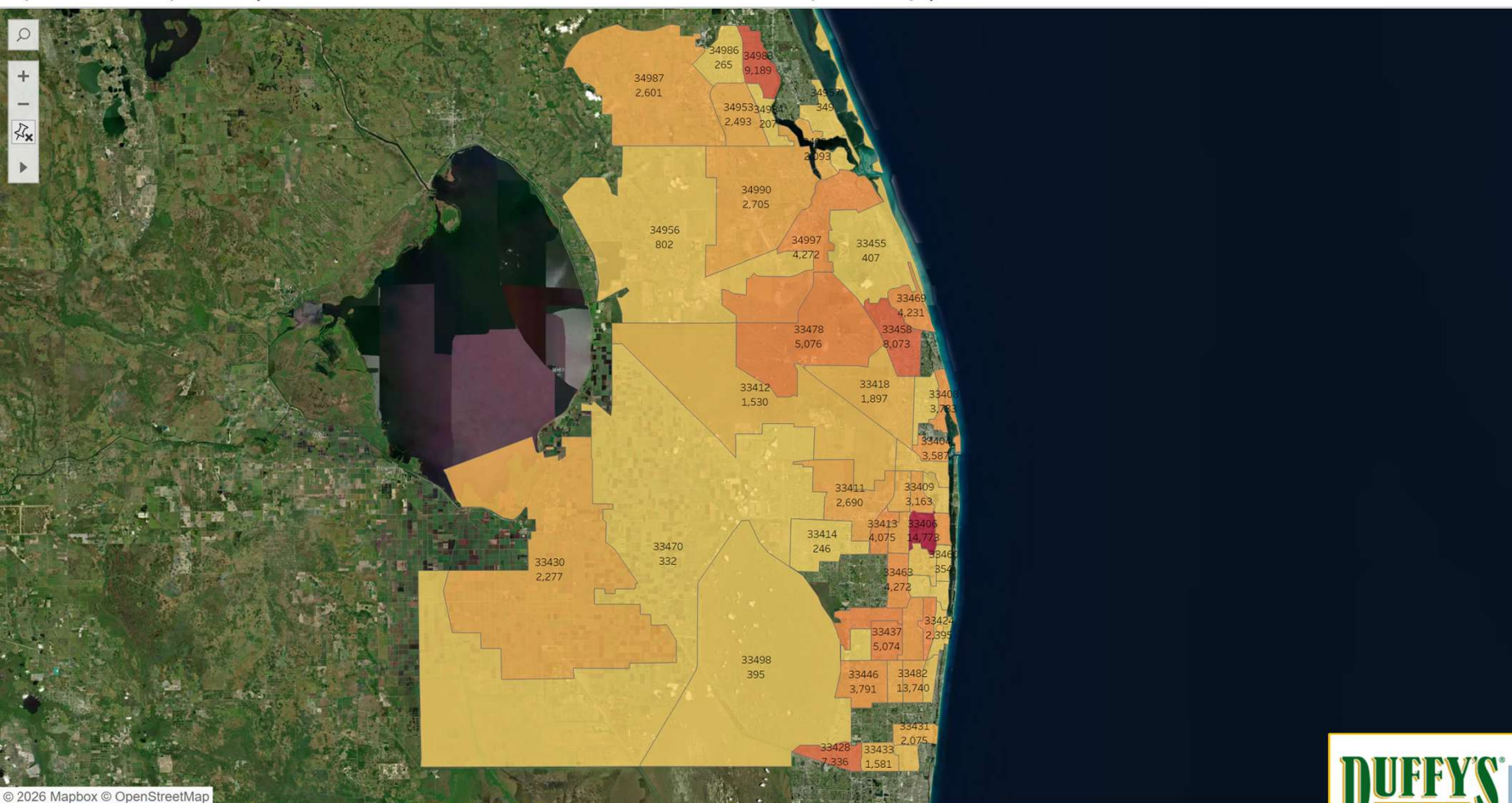
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# Top Residential Zip Codes: (Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days)

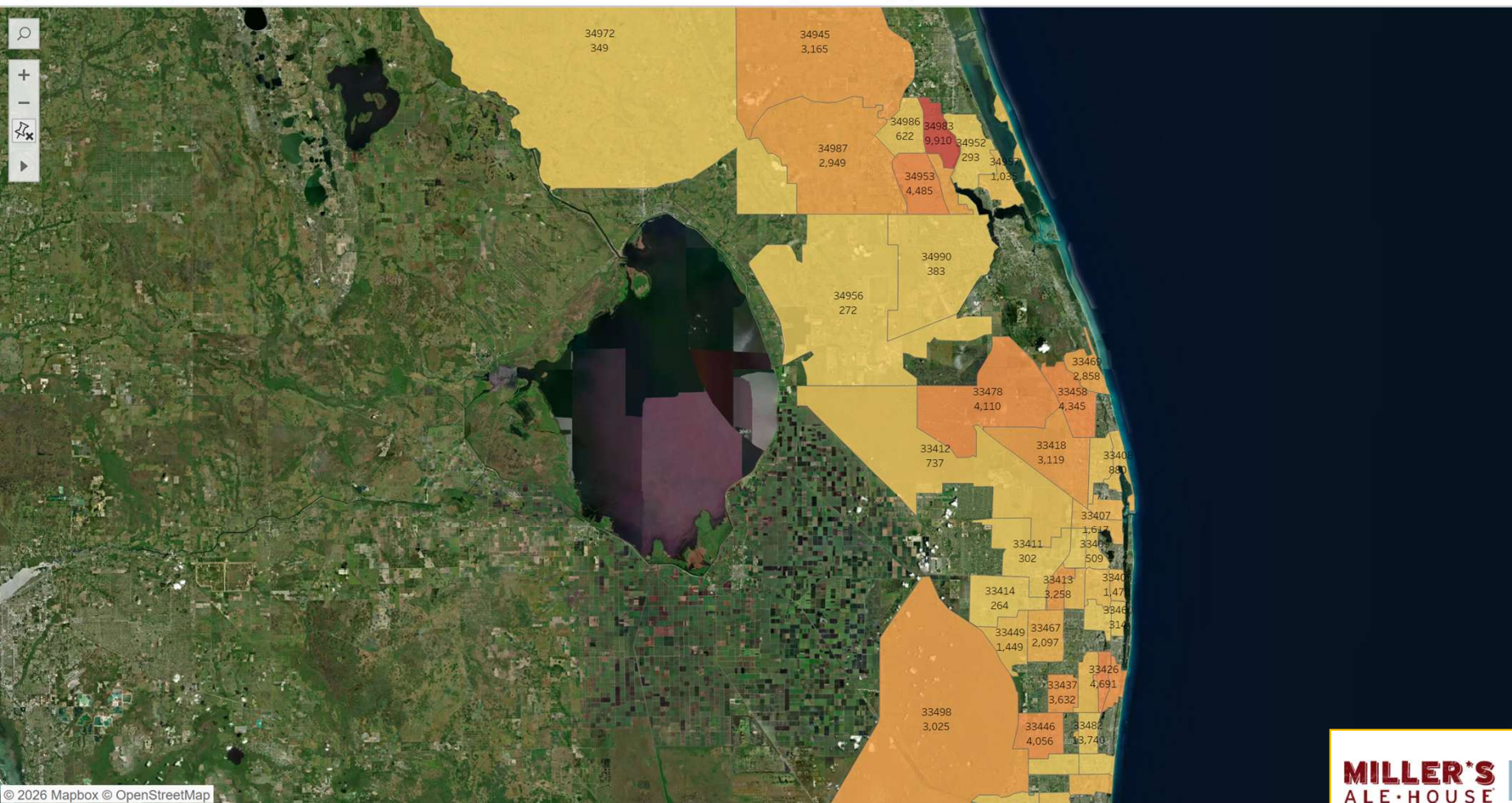


# Top Residential Zip Codes: (Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days)



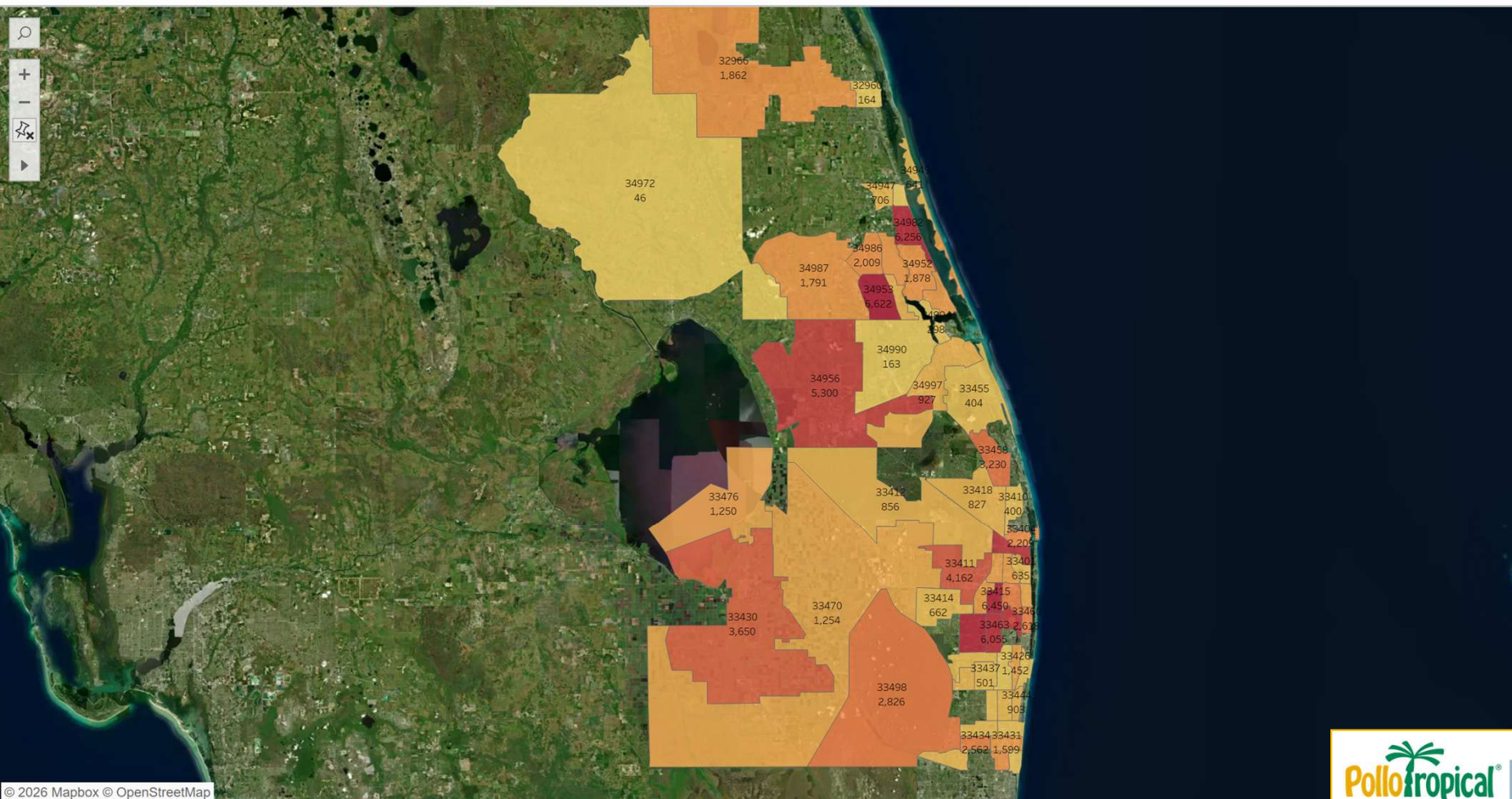


Top Residential Zip Codes: (Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days)





# Top Residential Zip Codes: (Adults 18 or older who Used POLLO TROPICAL in the past 30 days)

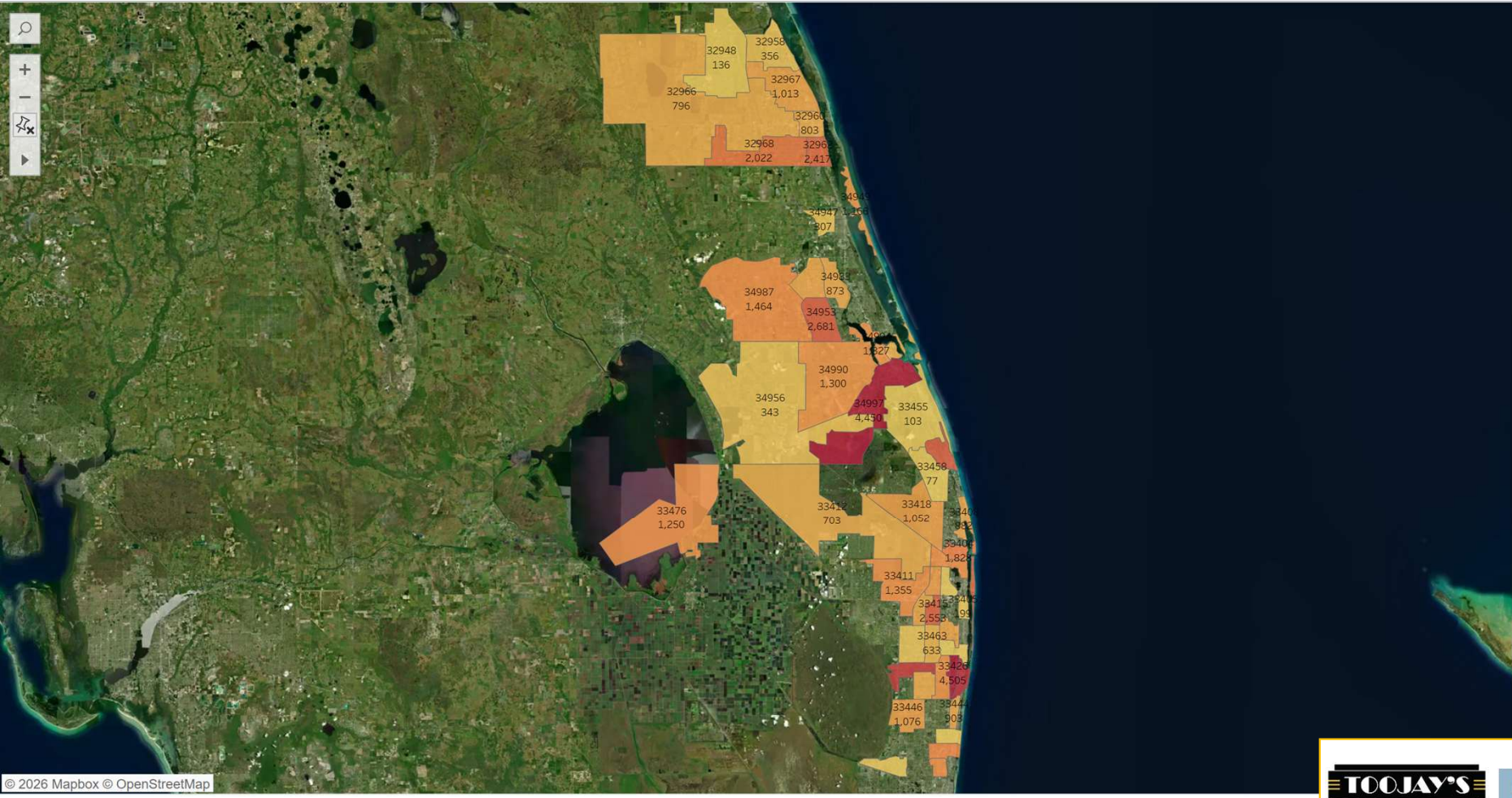


SUM(Adults 18 or older...  
46 6,622

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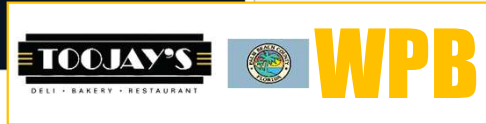
Top Residential Zip Codes: (Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days)



SUM(Adults 18 or older...



© 2026 Mapbox © OpenStreetMap

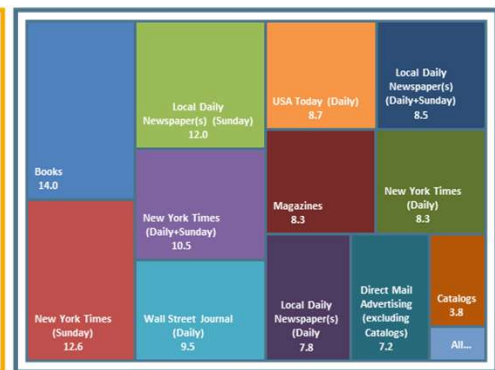
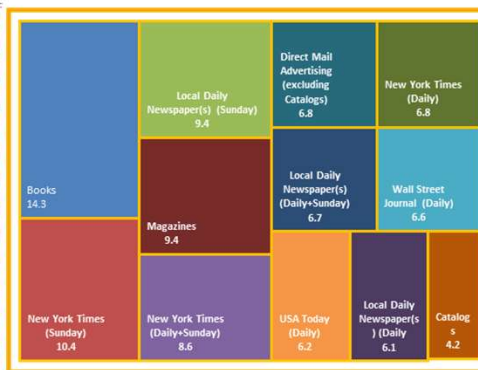
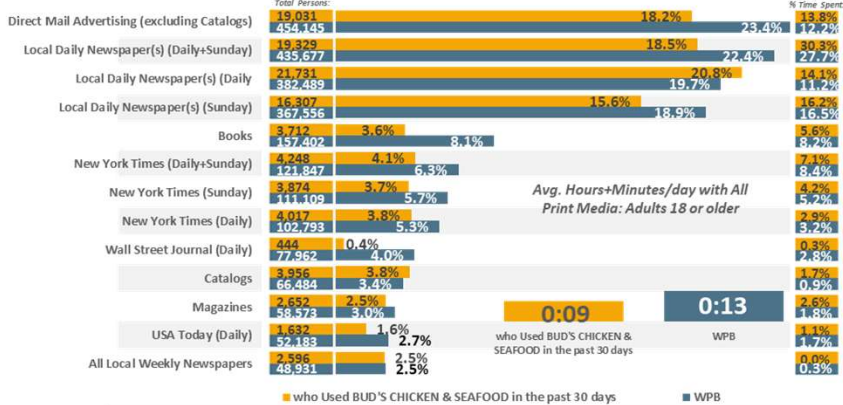




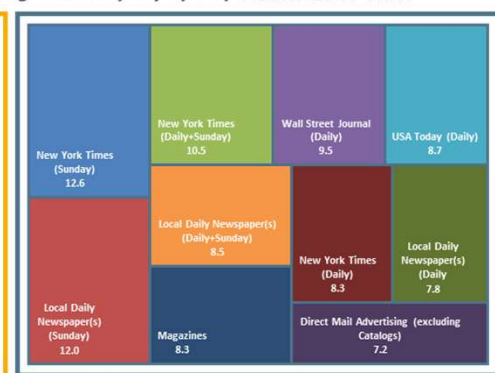
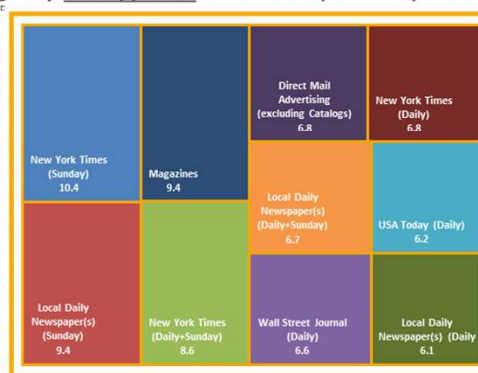
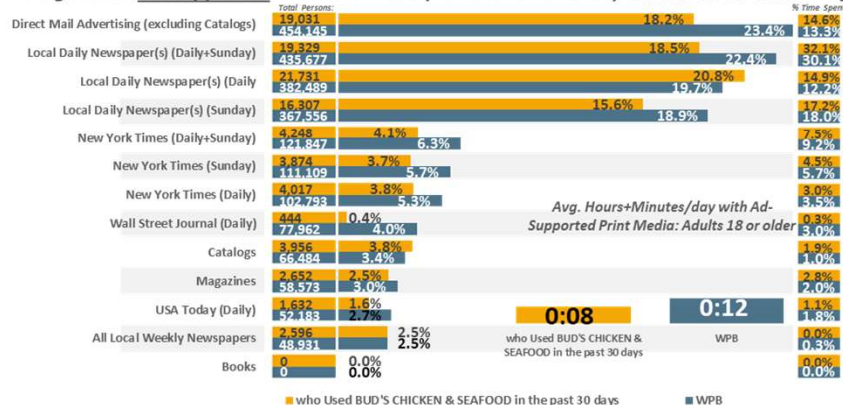


19,329 or 18.5% of Adults 18 or older who Used BUD'S CHICKEN & SEAFOOD in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.7 minutes every day representing 32.1% of all time spent daily with All forms of Print Media.

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



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

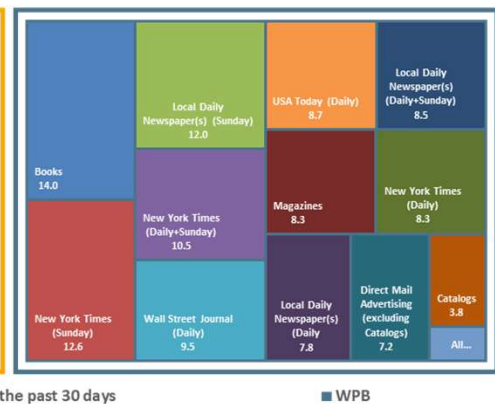
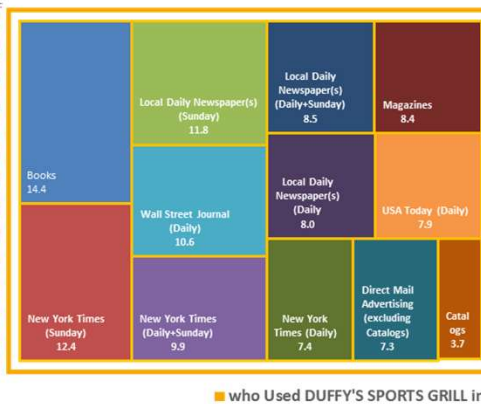
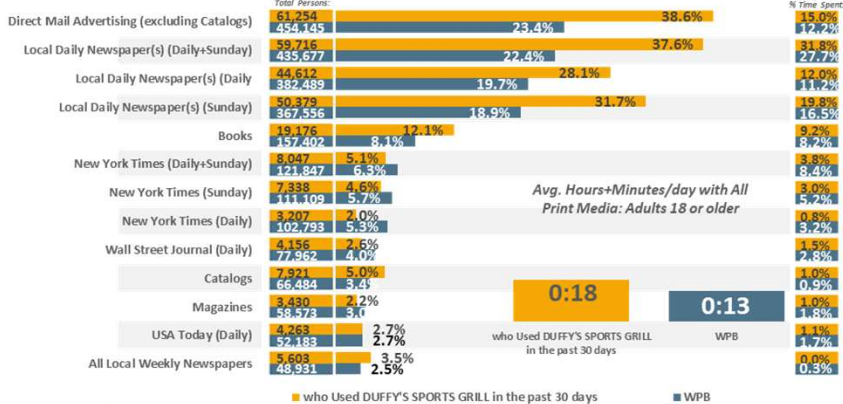




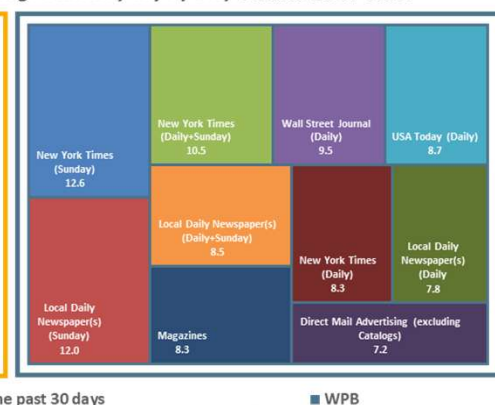
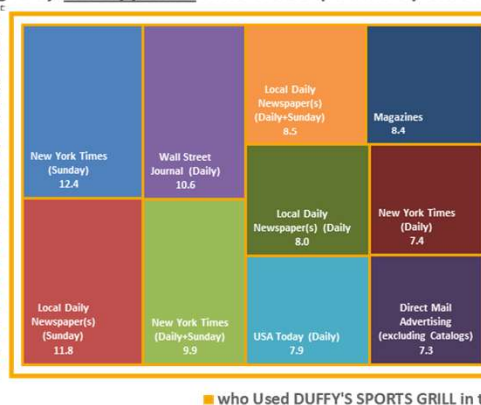
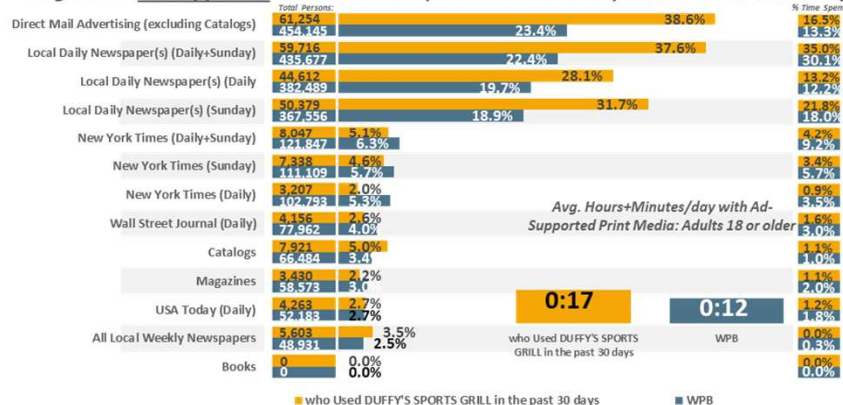


59,716 or 37.6% of Adults 18 or older who Used DUFFY'S SPORTS GRILL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

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



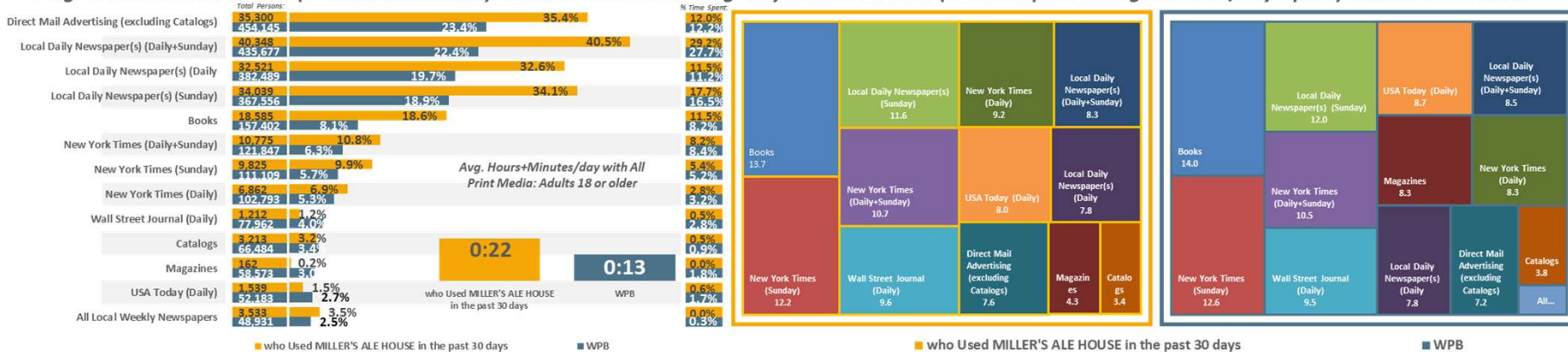
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



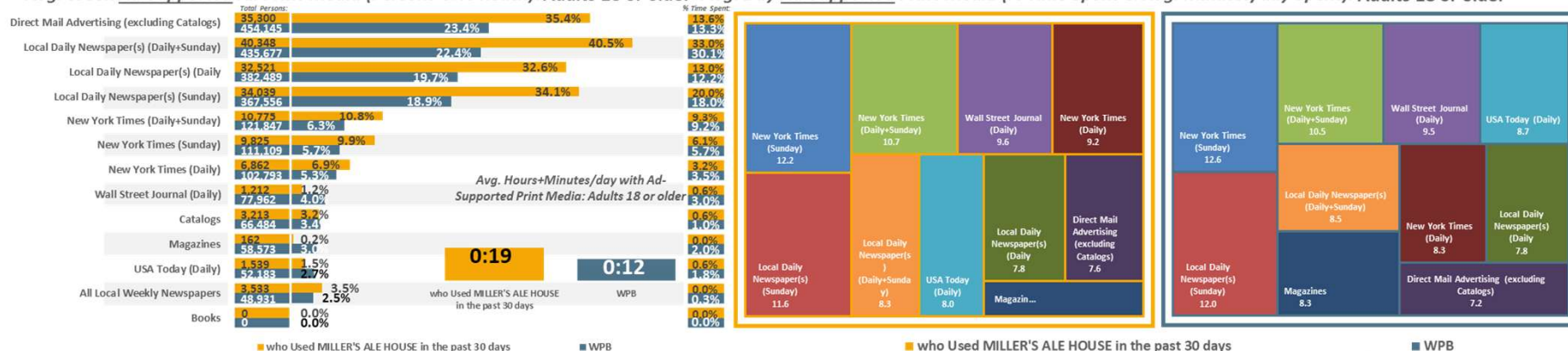


40,348 or 40.5% of Adults 18 or older who Used MILLER'S ALE HOUSE in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 33.% of all time spent daily with All forms of Print Media.

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



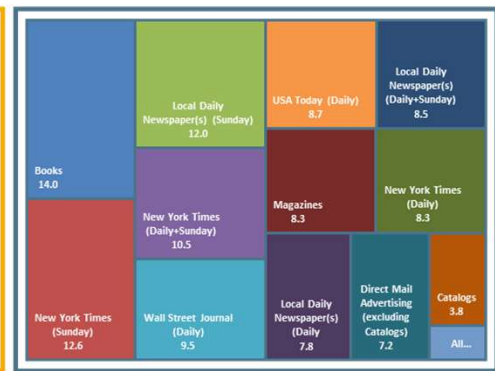
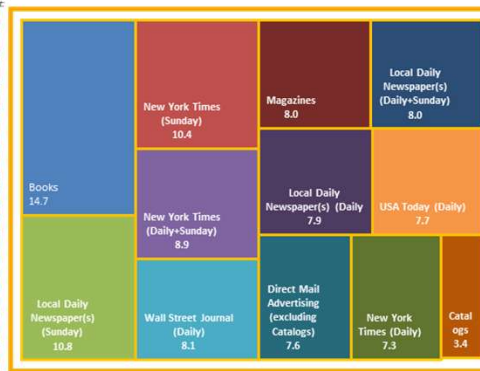
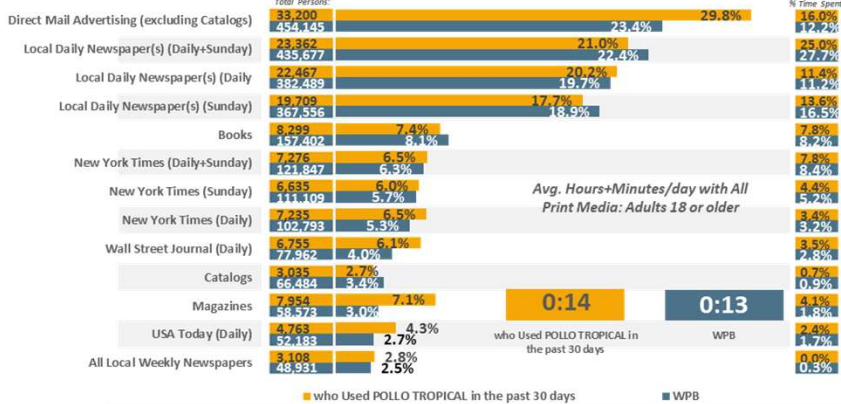
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



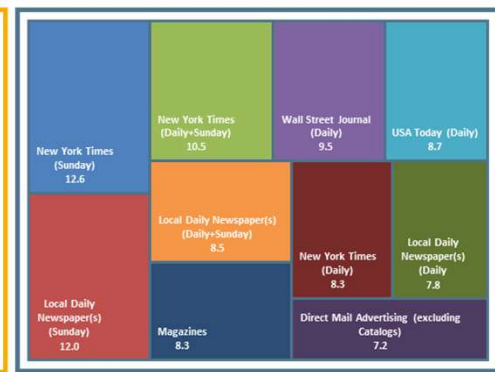
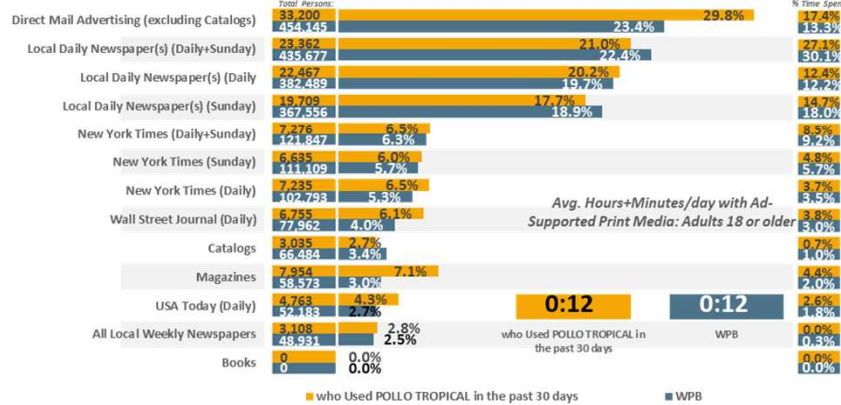


23,362 or 21.% of Adults 18 or older who Used POLLO TROPICAL in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 27.1% of all time spent daily with All forms of Print Media.

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



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

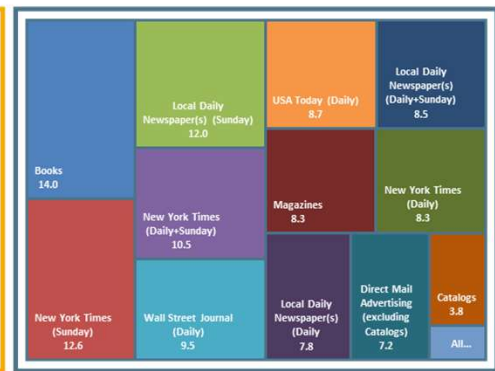
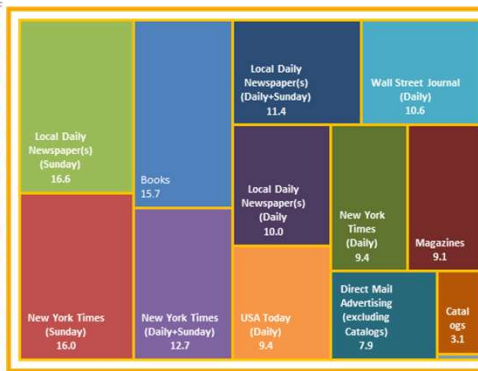
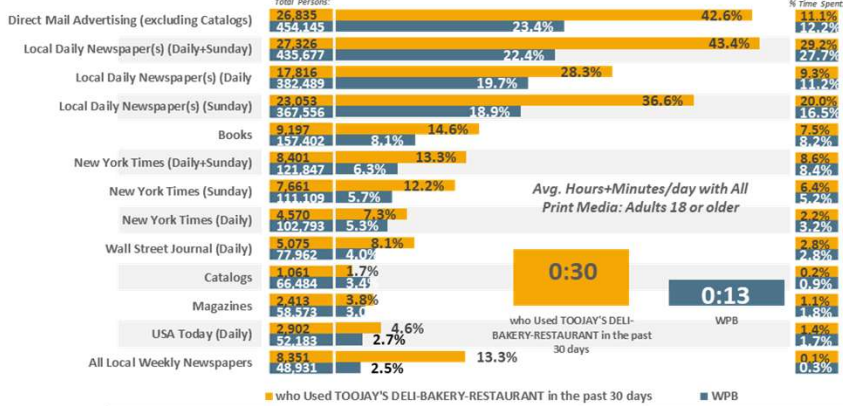




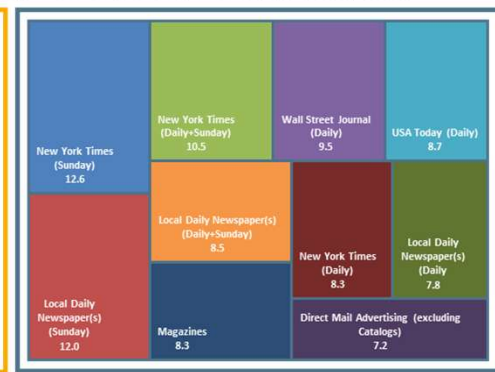
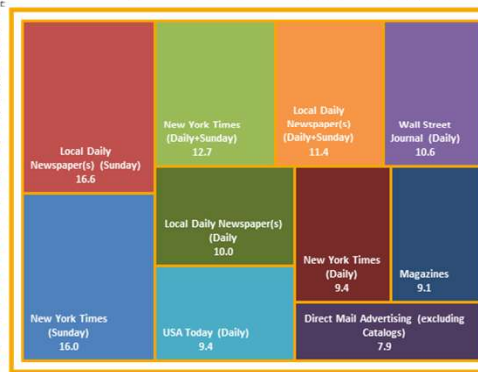
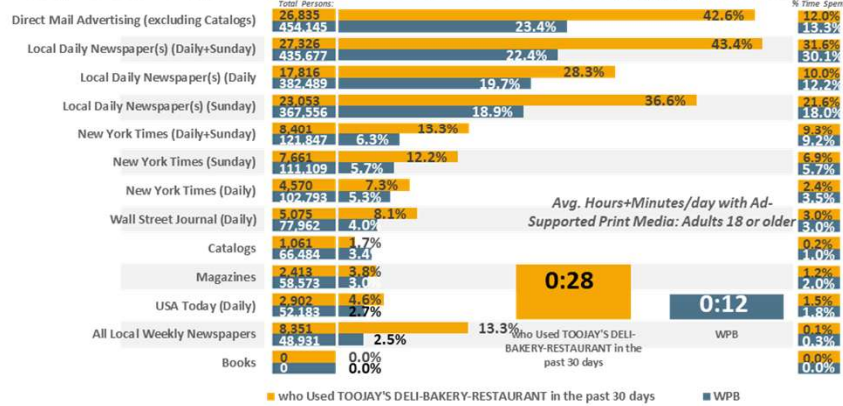


27,326 or 43.4% of Adults 18 or older who Used TOOJAY'S DELI-BAKERY-RESTAURANT in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 31.6% of all time spent daily with All forms of Print Me

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



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

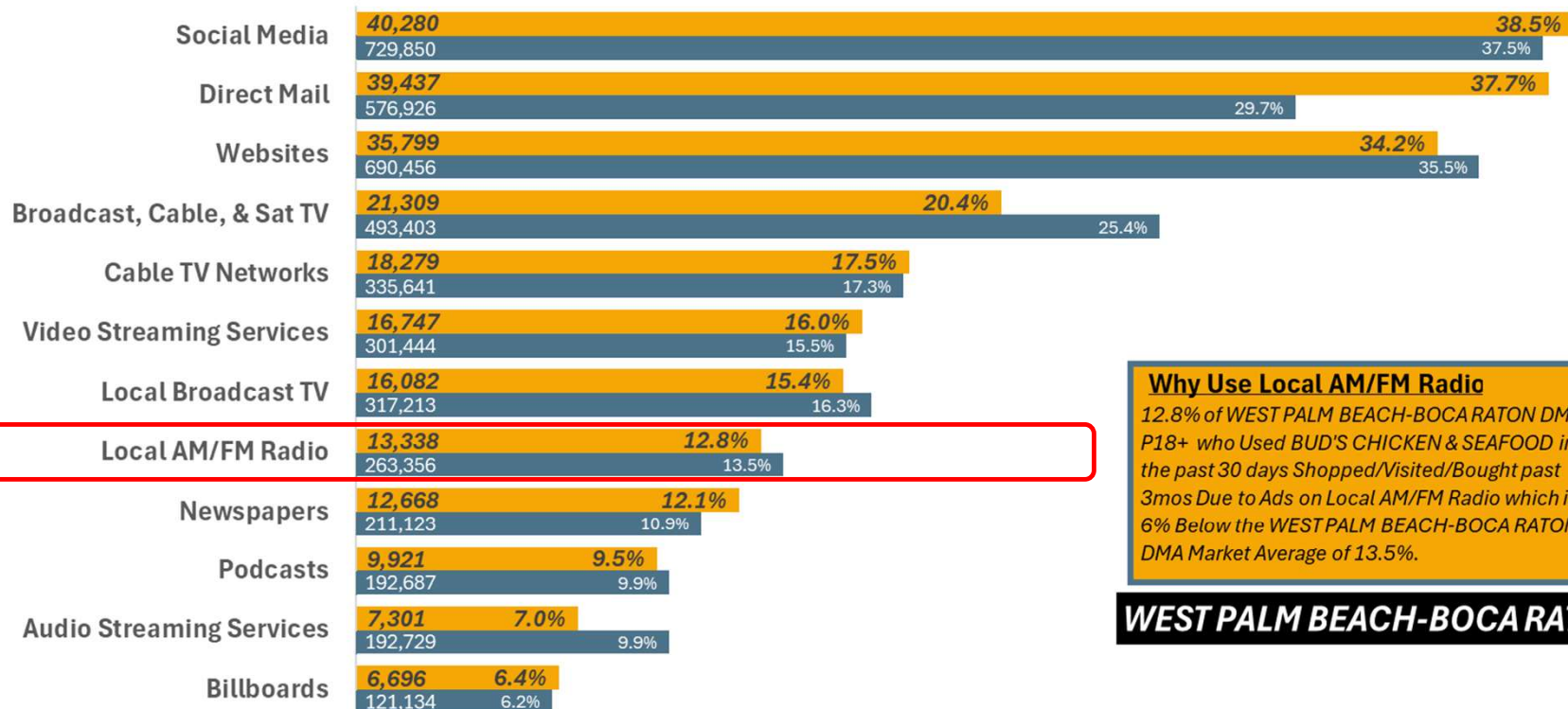




# WPB

## "Advertising Actions"

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



### Why Use Local AM/FM Radio

12.8% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used BUD'S CHICKEN & SEAFOOD in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 6% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used BUD'S CHICKEN & SEAFOOD 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: 121

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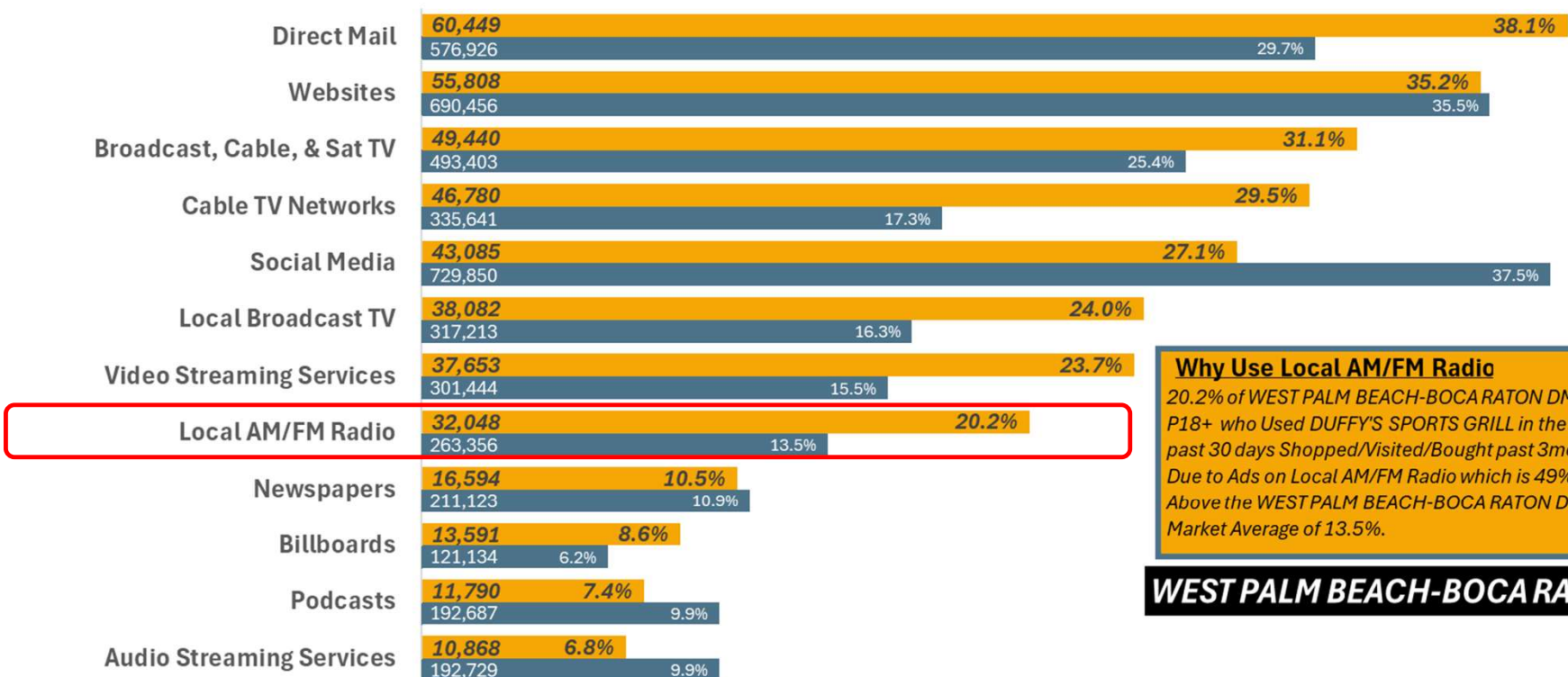
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Quick service restaurants used past 30 days: Bud's Chicken & Seafood



## "Advertising Actions"

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



### Why Use Local AM/FM Radio

20.2% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used DUFFY'S SPORTS GRILL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 49% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used DUFFY'S SPORTS GRILL 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: 169

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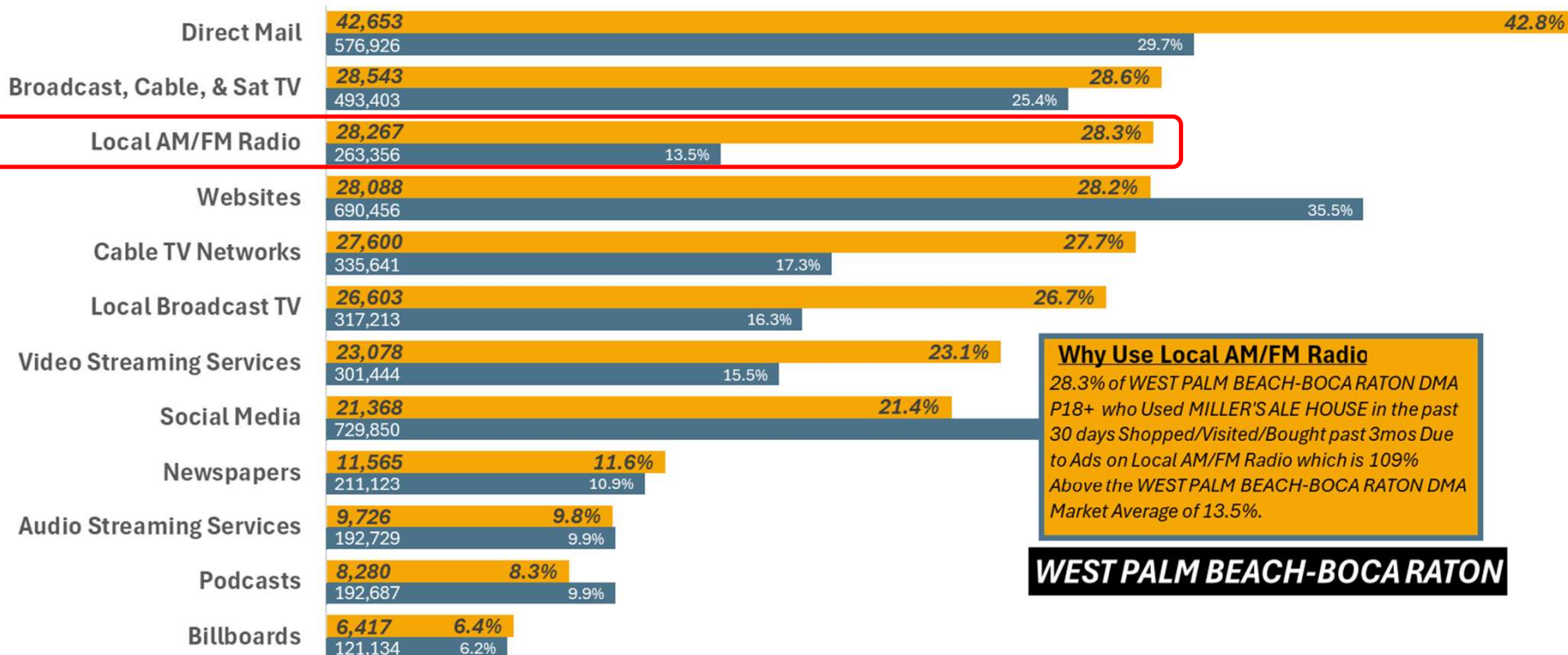
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Sit-down restaurants used past 30 days: Duffy's



## "Advertising Actions"

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



### Why Use Local AM/FM Radio

28.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used MILLER'S ALE HOUSE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 109% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used MILLER'S ALE HOUSE 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: 94

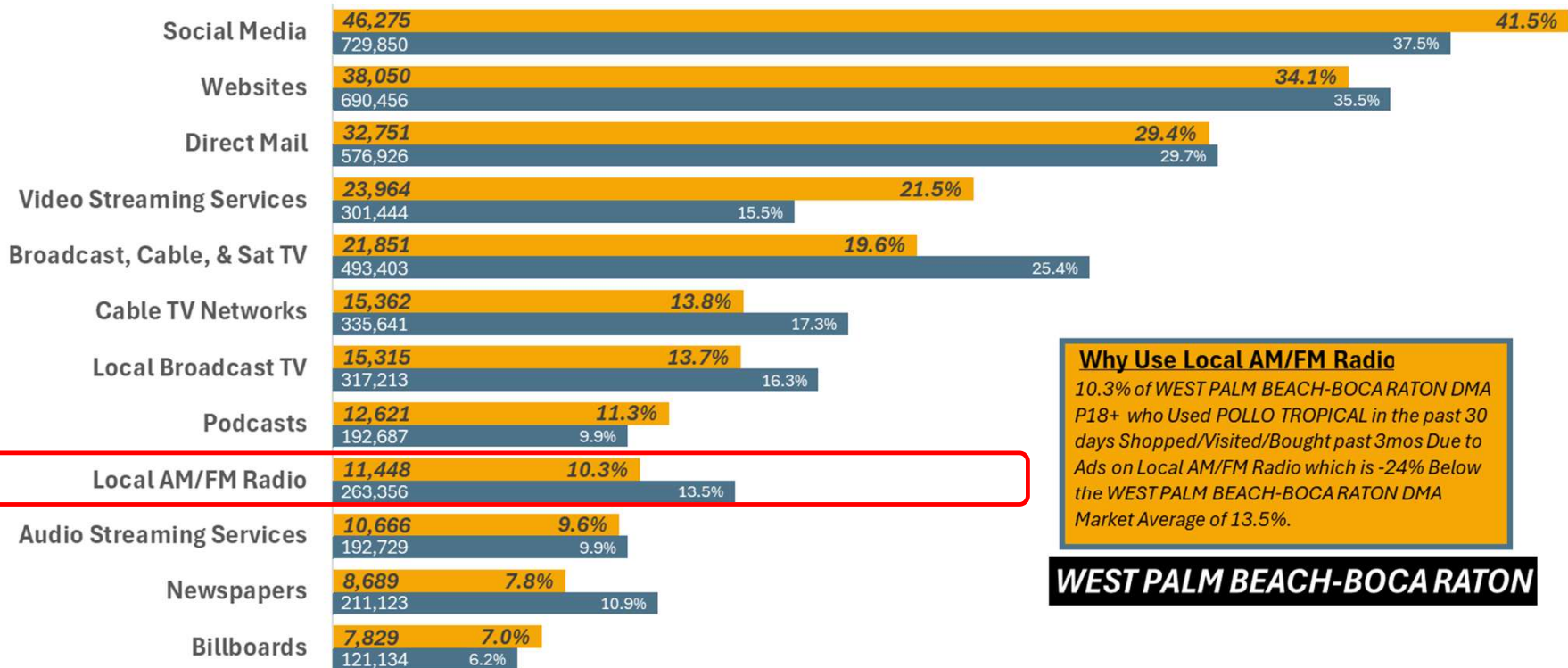
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## "Advertising Actions"

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



### Why Use Local AM/FM Radio

10.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used POLLO TROPICAL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -24% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used POLLO TROPICAL 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: 160

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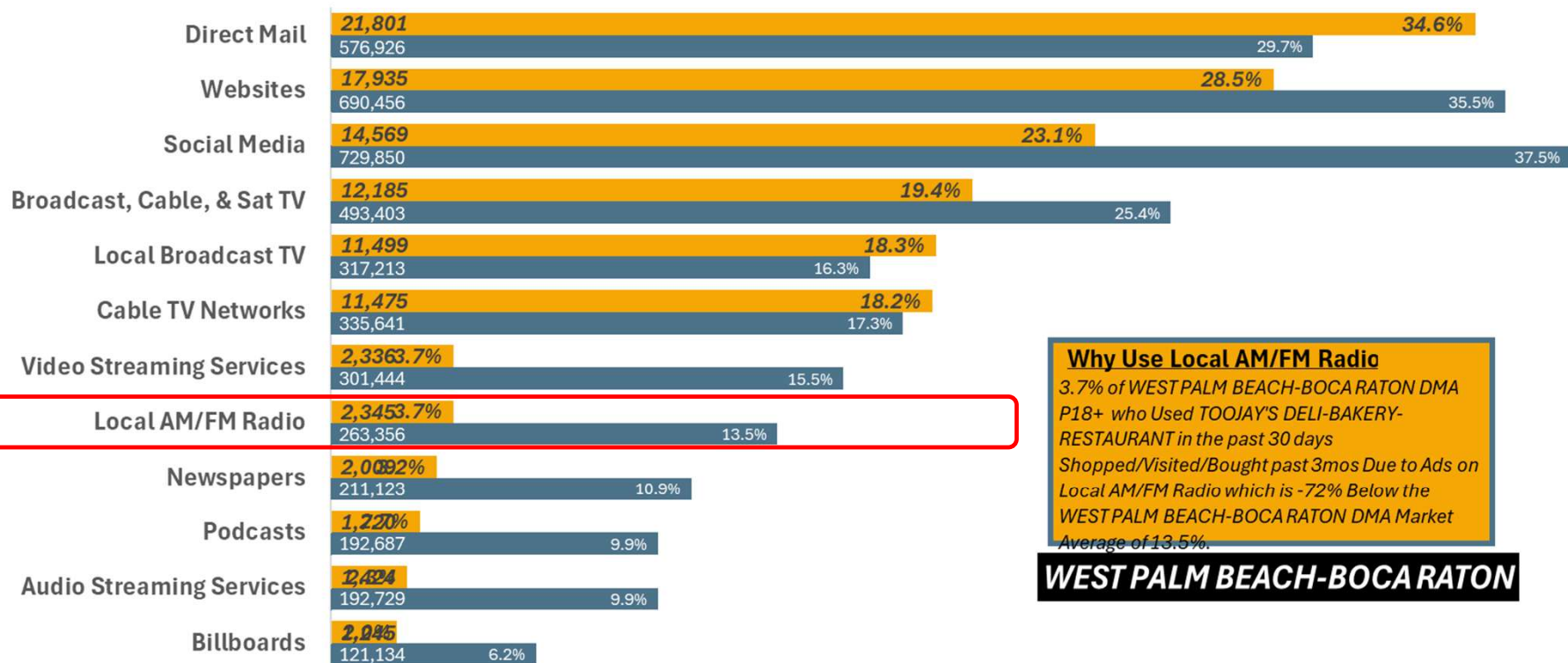
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Quick service restaurants used past 30 days: Pollo Tropical



## "Advertising Actions"

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



### Why Use Local AM/FM Radio

3.7% of WEST PALM BEACH-BOCA RATON DMA  
P18+ who Used TOOJAY'S DELI-BAKERY-  
RESTAURANT in the past 30 days  
Shopped/Visited/Bought past 3mos Due to Ads on  
Local AM/FM Radio which is -72% Below the  
WEST PALM BEACH-BOCA RATON DMA Market  
Average of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used TOOJAY'S DELI-BAKERY-RESTAURANT 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: 100

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