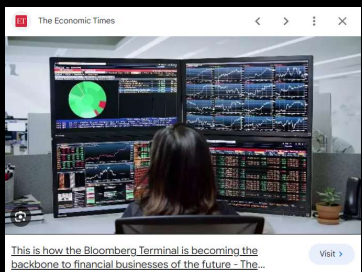


USA+4 DMAs – P18+ who Used DAIRY QUEEN One or More Times in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days as of August 31, 2025.



P18+

BERKSHIRE HATHAWAY INC.

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

Quick service restaurants used past 30 days: Dairy Queen





9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days.
Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 48.7 years old
(.1% younger than average) and have a \$93,227 (2.3% lower than average) annual household income.

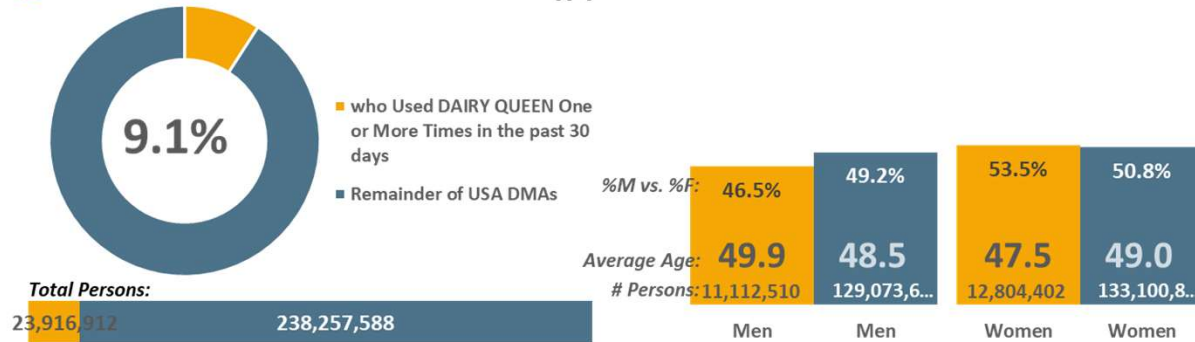


Percent of Market: Adults 18 or older

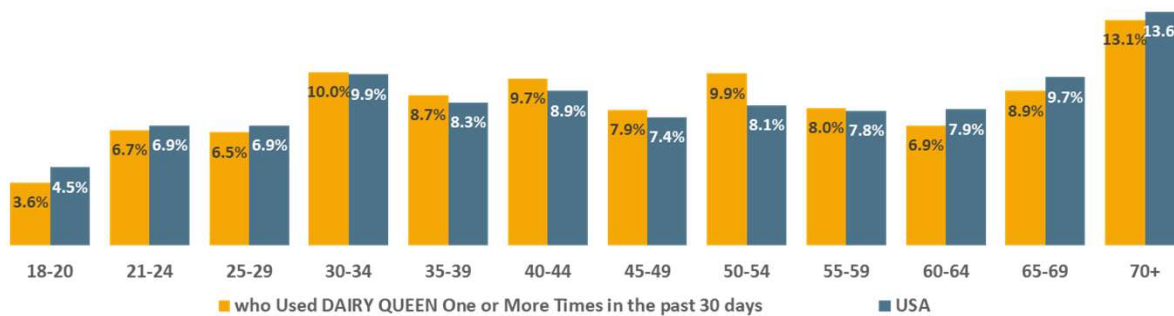


Gender of Target vs. Market: Adults 18 or older

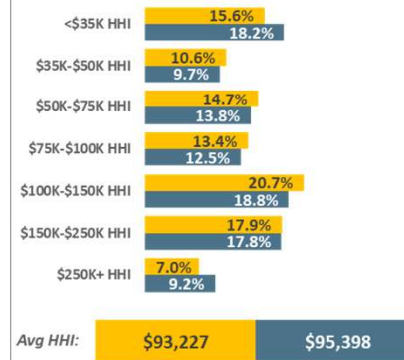
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Quick service restaurants used past 30 days: Dairy Queen



6.7% or 507,279 of CHI DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 48.5 years old (.4% older than average) and have a \$120,576 (12.2% higher than average) annual household income.

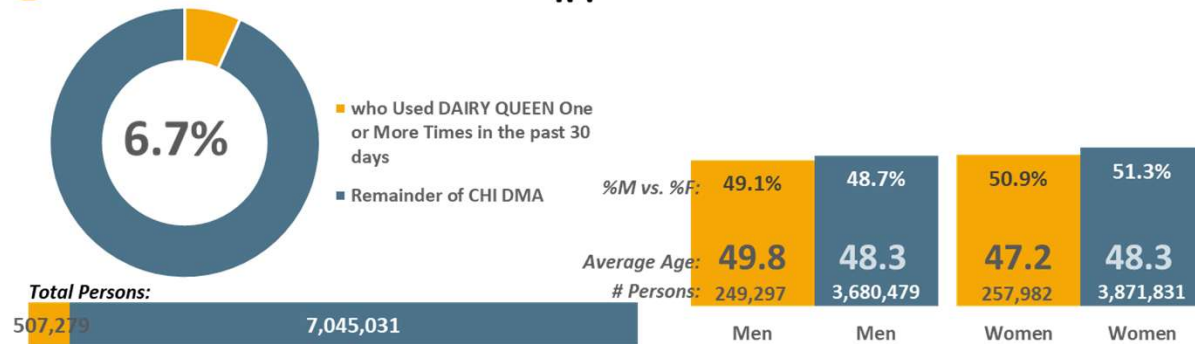


Percent of Market: Adults 18 or older



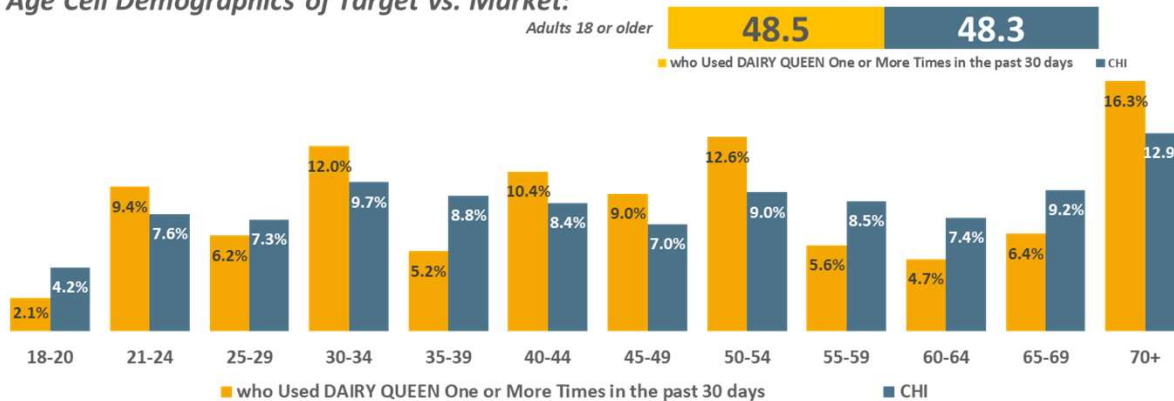
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

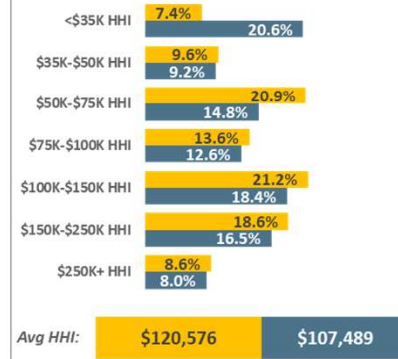


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





3.9% or 220,453 of WDC DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 48.9 years old (2.2% older than average) and have a \$130,869 (4.5% lower than average) annual household income.

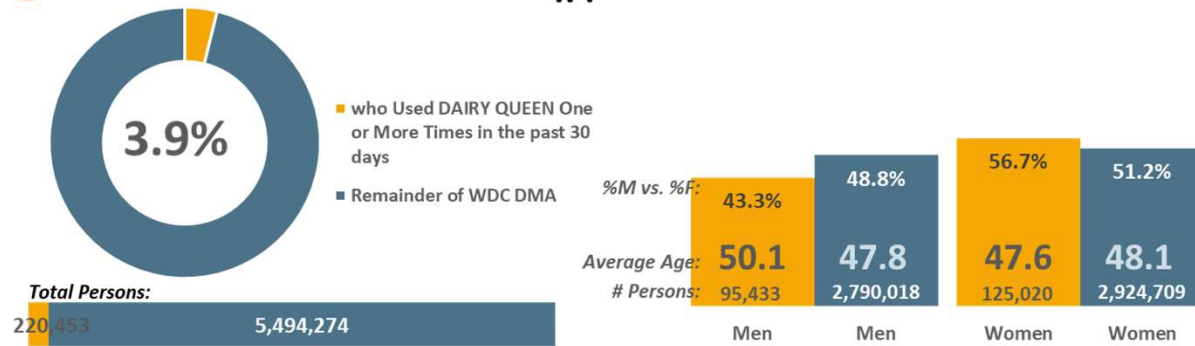


Percent of Market: Adults 18 or older

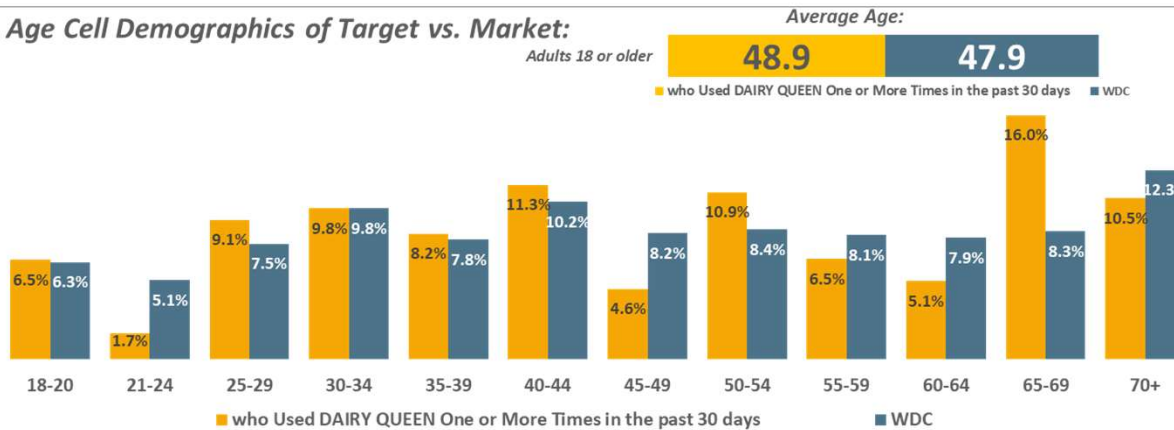


Gender of Target vs. Market: Adults 18 or older

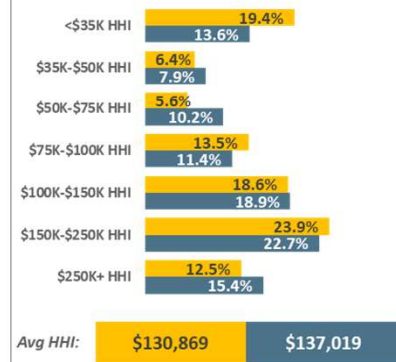
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





11.1% or 497,558 of SEA DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 49. years old (1.6% older than average) and have a \$113,050 (9.5% lower than average) annual household income.

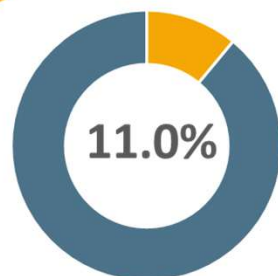


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Used DAIRY QUEEN One or More Times in the past 30 days

Remainder of SEA DMA

Total Persons:

497,558

4,027,053

%M vs. %F:

Average Age:

Persons:

46.8%

50.6

232,630

50.3%

47.9

2,275,509

53.2%

47.6

264,928

49.7%

48.7

2,249,102

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

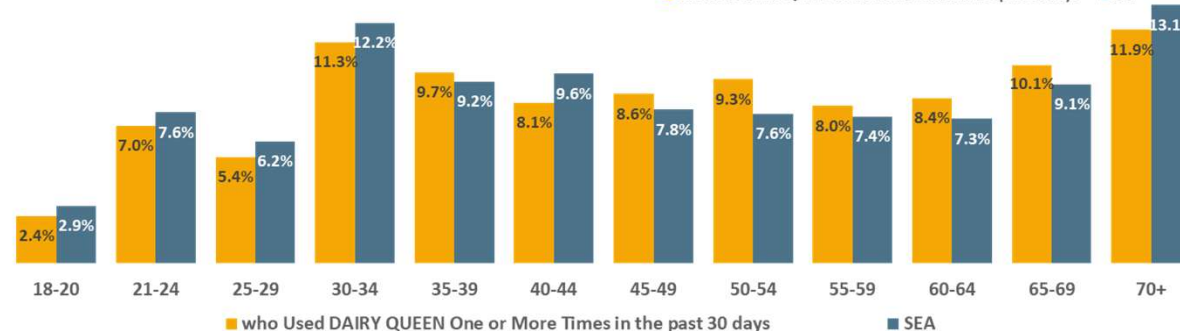
Adults 18 or older

49.0

48.3

who Used DAIRY QUEEN One or More Times in the past 30 days

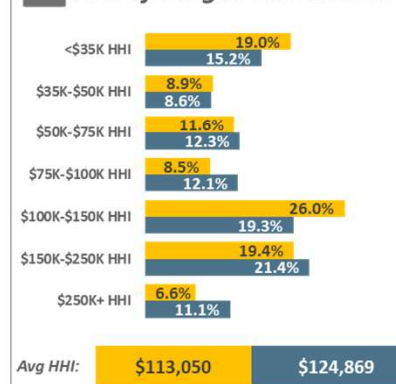
SEA



who Used DAIRY QUEEN One or More Times in the past 30 days

SEA

HHI of Target vs. Market:



Avg HHI:

\$113,050

\$124,869



9.2% or 440,544 of PHX DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Typical Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 44.1 years old (9.3% younger than average) and have a \$108,966 (3.4% higher than average) annual household income.

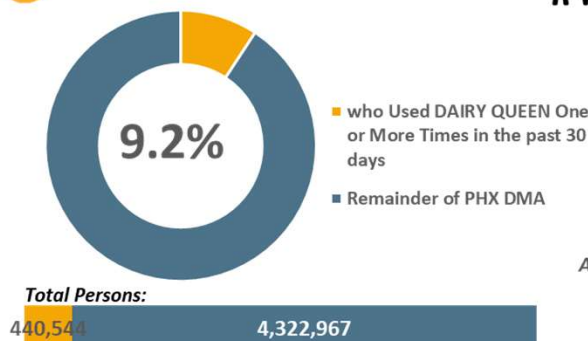


Percent of Market: Adults 18 or older

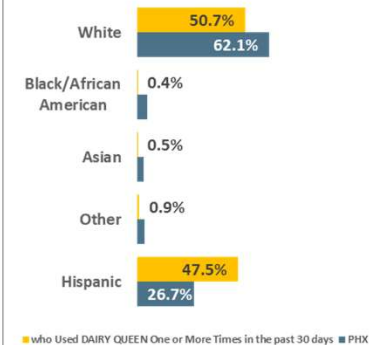


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

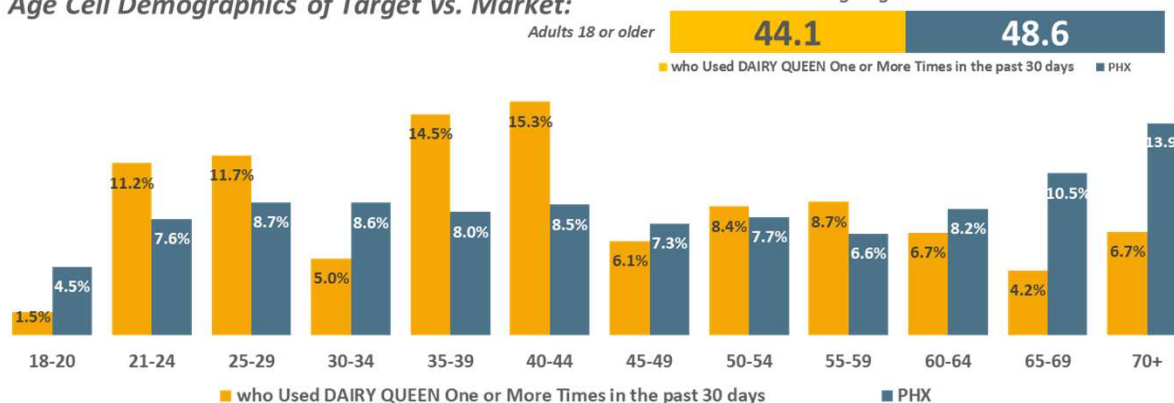


%M vs. %F:	47.8%	49.6%	52.2%	50.4%
Average Age:	45.2	47.9	43.0	49.4
# Persons:	210,709	2,363,560	229,835	2,399,951
	Men	Men	Women	Women

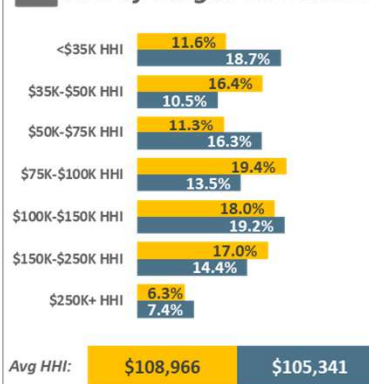


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:

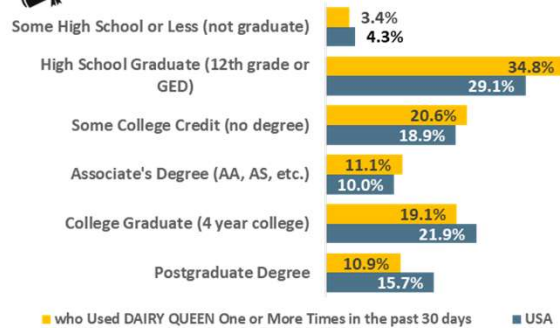




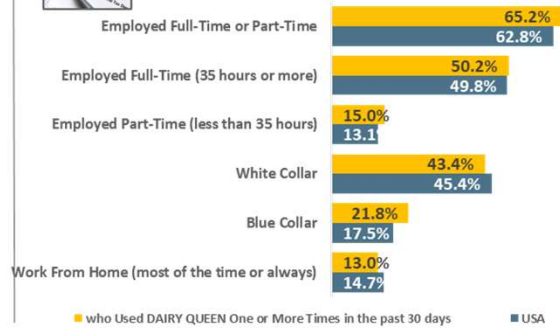
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 20.4% less likely to be a college graduate, .9% more likely to work full-time, 12.6% more likely to be married, 19.4% more likely to be a parent of 1 or more children under



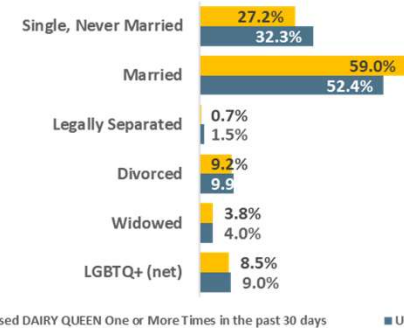
Education Levels: Adults 18 or older



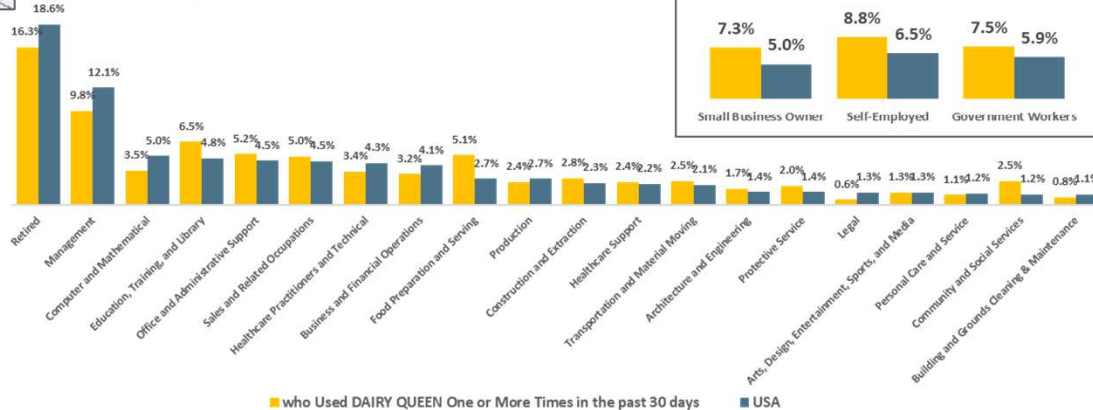
Employment: Adults 18 or older



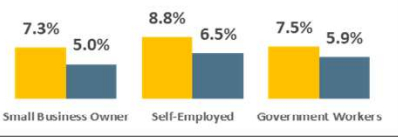
Marital Status: Adults 18 or older



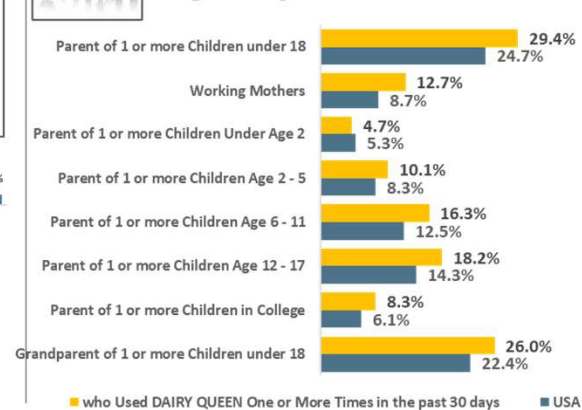
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

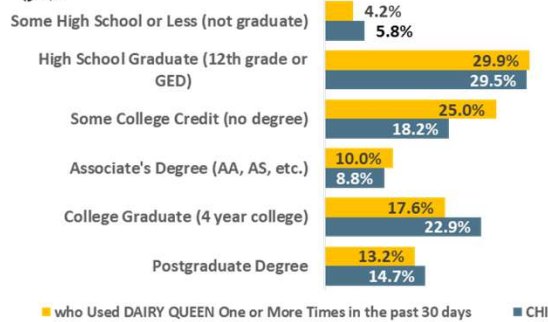




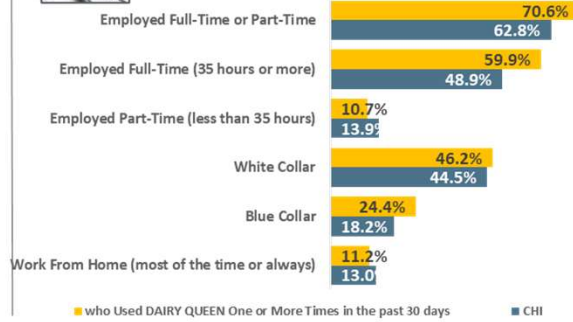
6.7% or 507,279 of CHI DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 18.1% less likely to be a college graduate, 22.6% more likely to work full-time, 8.9% more likely to be married, 21.7% more likely to be a parent of 1 or more children under



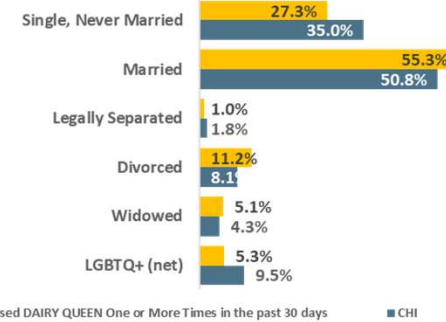
Education Levels: Adults 18 or older



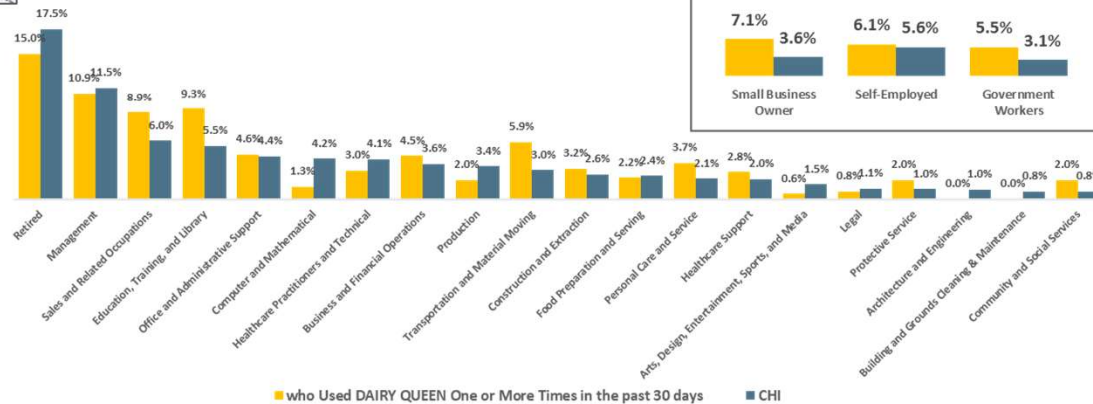
Employment: Adults 18 or older



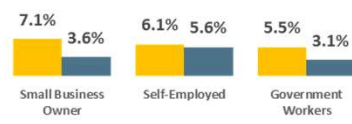
Marital Status: Adults 18 or older



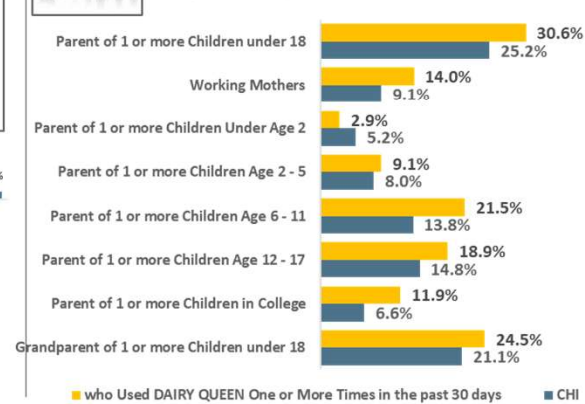
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

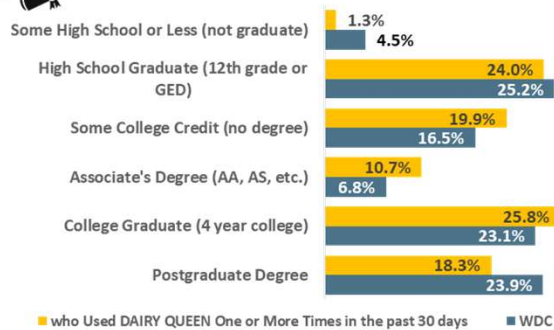




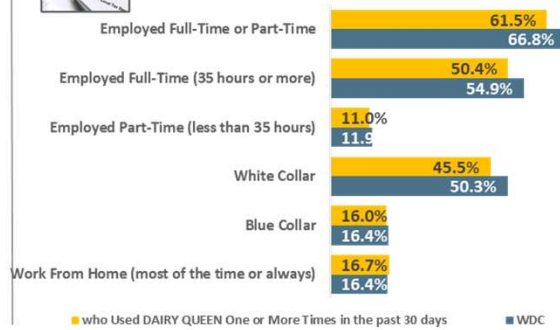
3.9% or 220,453 of WDC DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 6.2% less likely to be a college graduate, 8.1% less likely to work full-time, 10.3% more likely to be married, 9.% less likely to be a parent of 1 or more children under 18



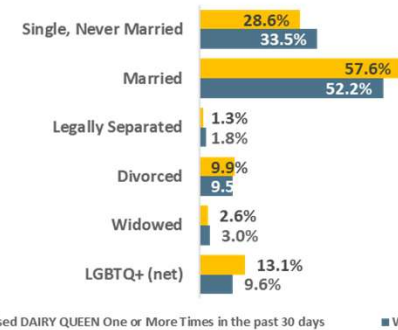
Education Levels: Adults 18 or older



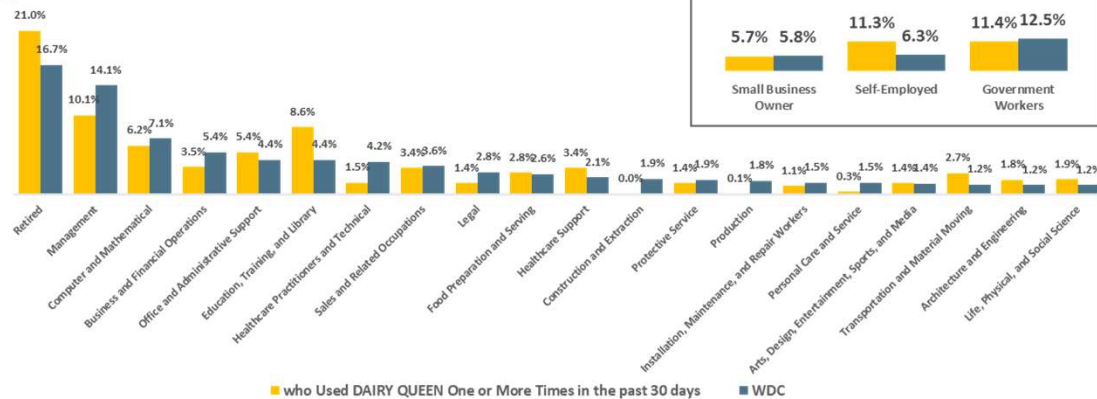
Employment: Adults 18 or older



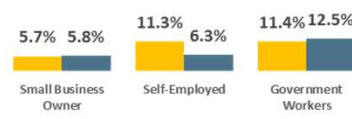
Marital Status: Adults 18 or older



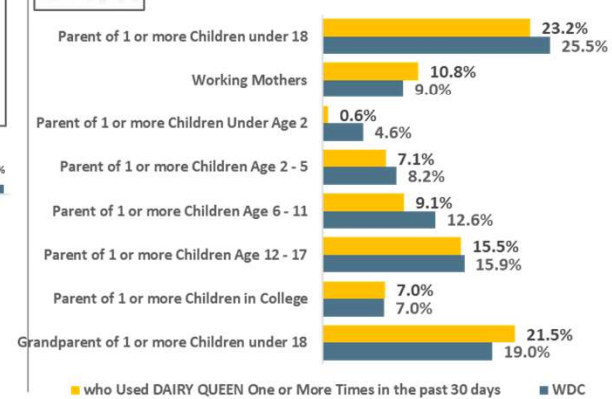
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

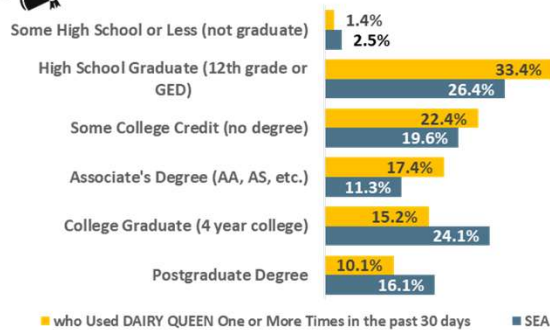




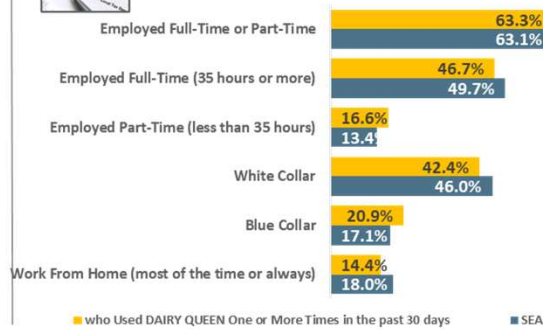
11.1% or 497,558 of SEA DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 37.1% less likely to be a college graduate, 6.2% less likely to work full-time, 10.8% more likely to be married, 12.4% more likely to be a parent of 1 or more children under



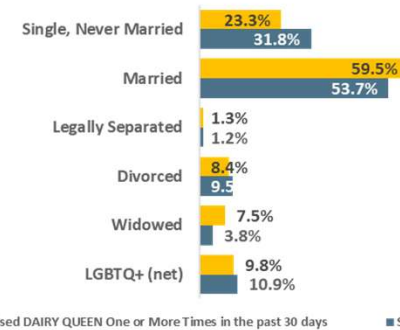
Education Levels: Adults 18 or older



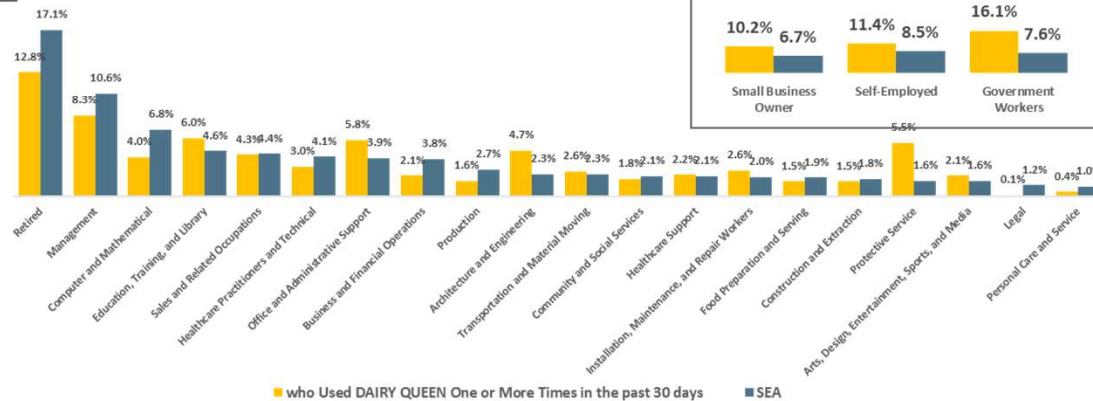
Employment: Adults 18 or older



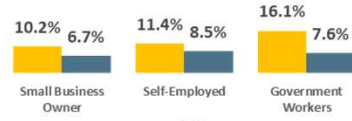
Marital Status: Adults 18 or older



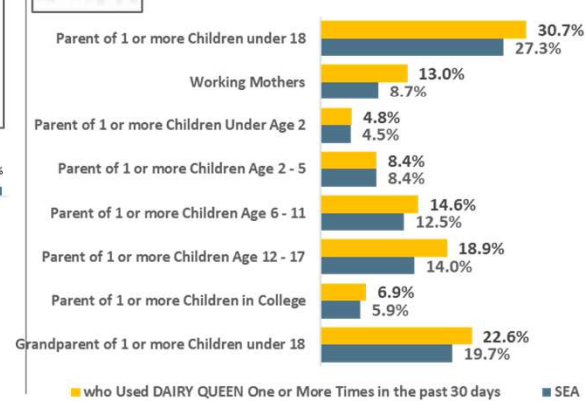
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

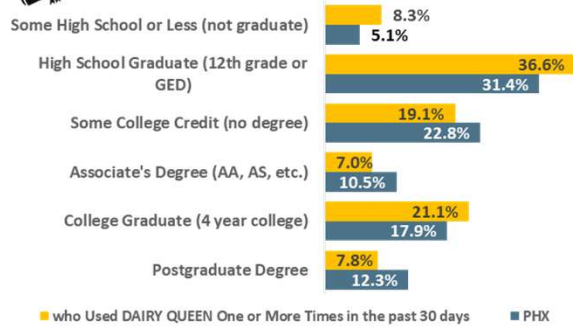




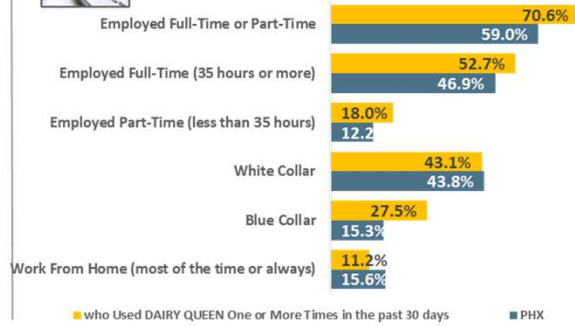
9.2% or 440,544 of PHX DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 4.2% less likely to be a college graduate, 12.4% more likely to work full-time, 14.9% more likely to be married, 58.8% more likely to be a parent of 1 or more children under



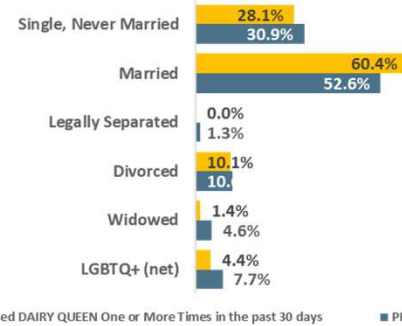
Education Levels: Adults 18 or older



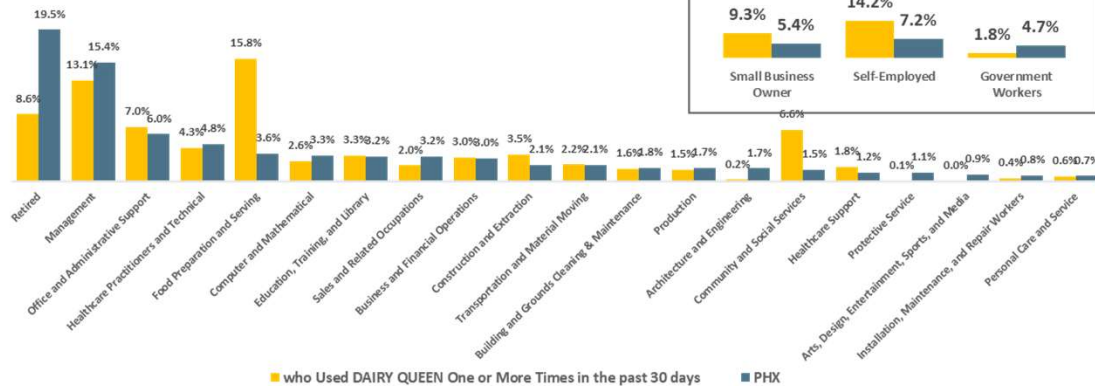
Employment: Adults 18 or older



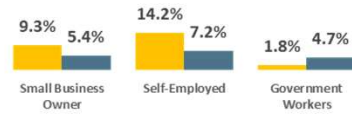
Marital Status: Adults 18 or older



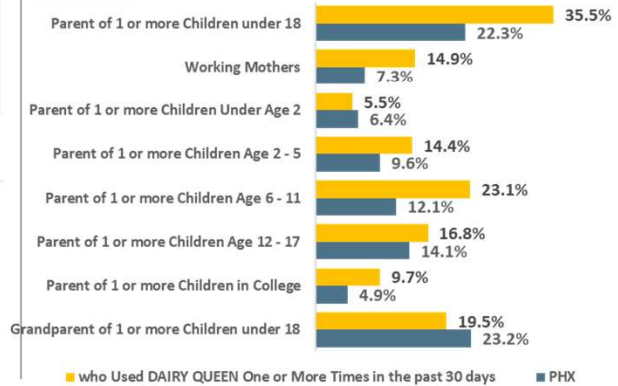
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

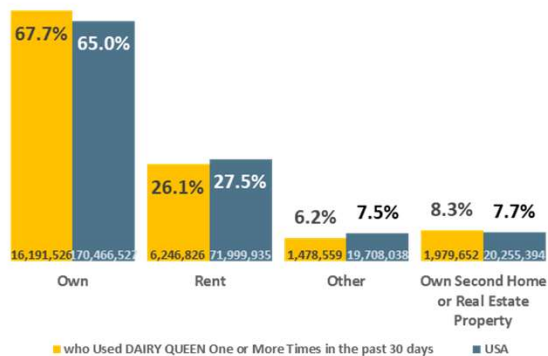




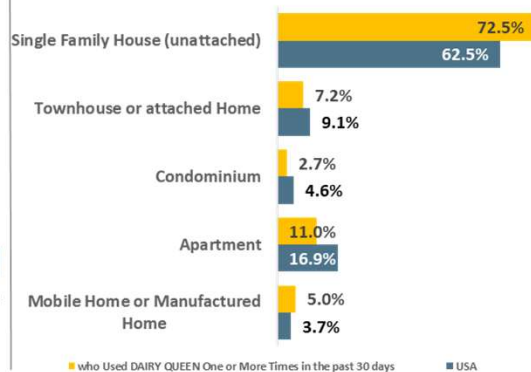
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 4.1% more likely to own their home, 5.5% more likely to own a higher valued home, 16.% more likely to have a single-family home, 25.2% more likely to have a dog.



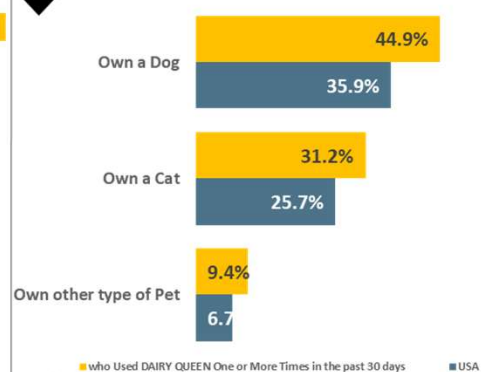
Own/Rent/Other: Adults 18 or older



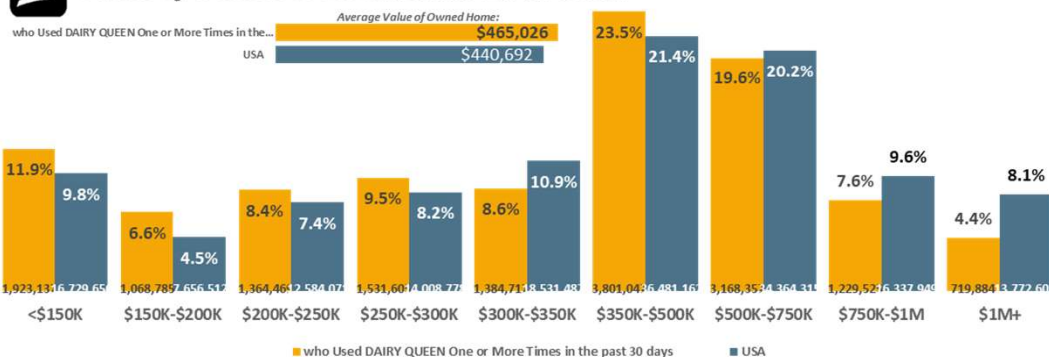
Type of Home: Adults 18 or older



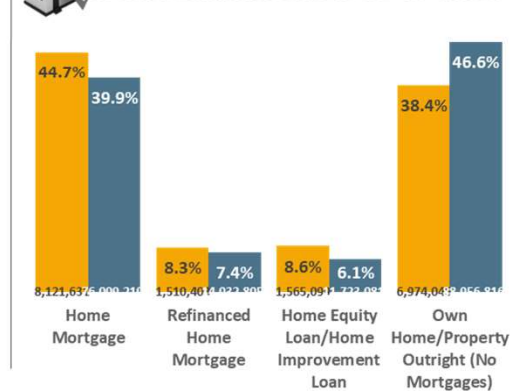
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141

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USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

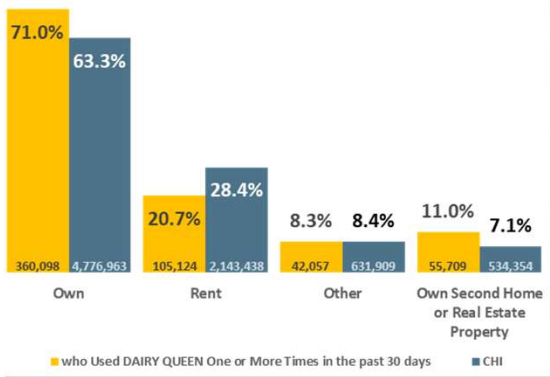
25,507

Quick service restaurants used past 30 days: Dairy Queen

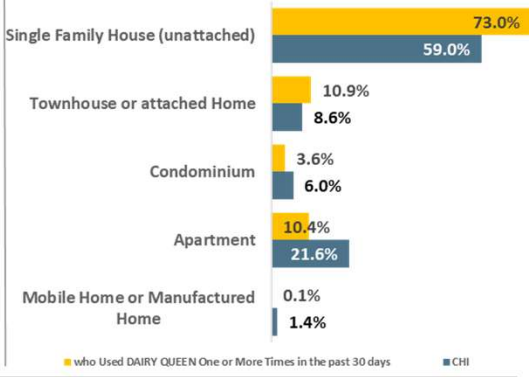


6.7% or 507,279 of CHI DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 12.2% more likely to own their home, 4.1% more likely to own a lower valued home, 23.8% more likely to have a single-family home, 27.2% more likely to have a dog.

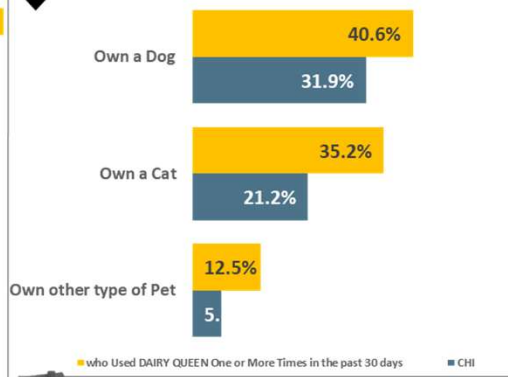
Own/Rent/Other: Adults 18 or older



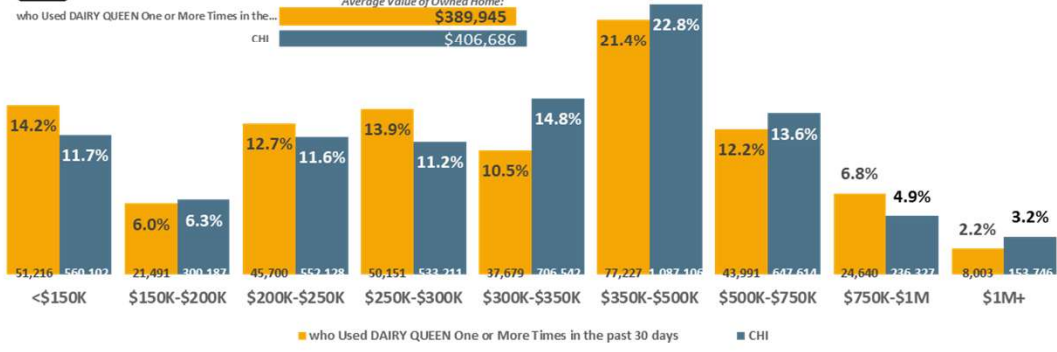
Type of Home: Adults 18 or older



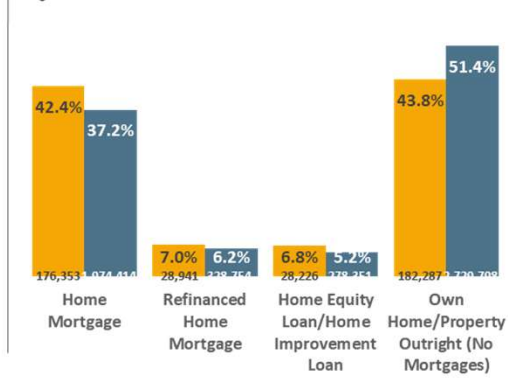
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

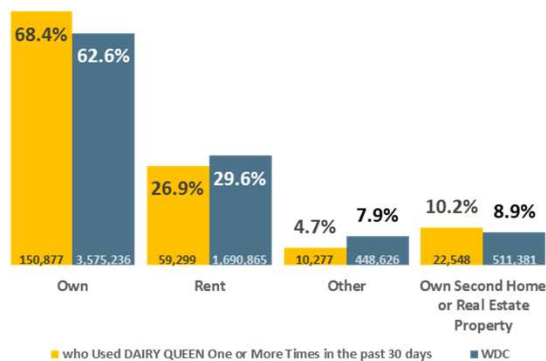




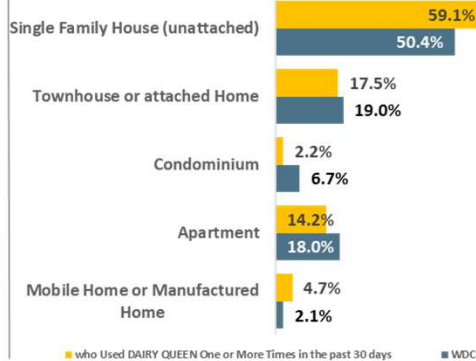
3.9% or 220,453 of WDC DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 9.4% more likely to own their home, 4.% more likely to own a lower valued home, 17.4% more likely to have a single-family home, 23.% more likely to have a dog.



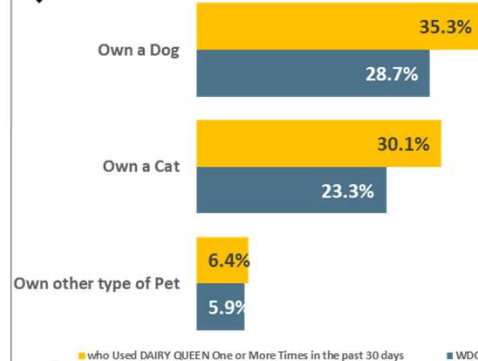
Own/Rent/Other: Adults 18 or older



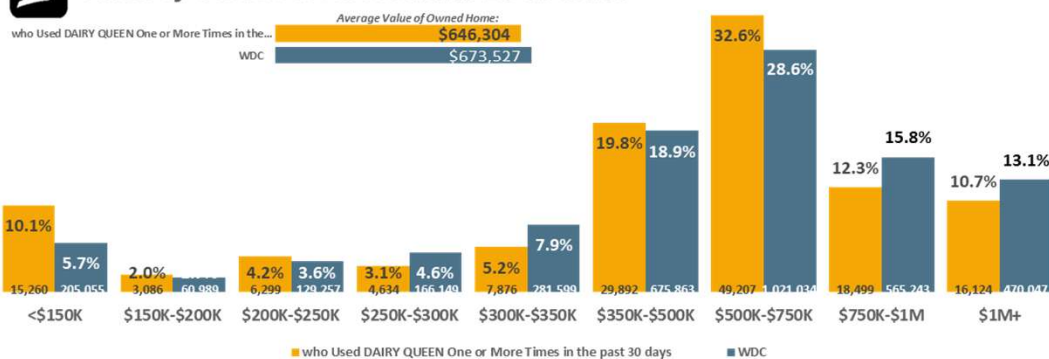
Type of Home: Adults 18 or older



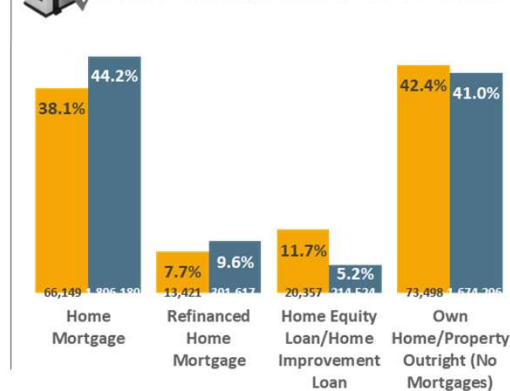
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



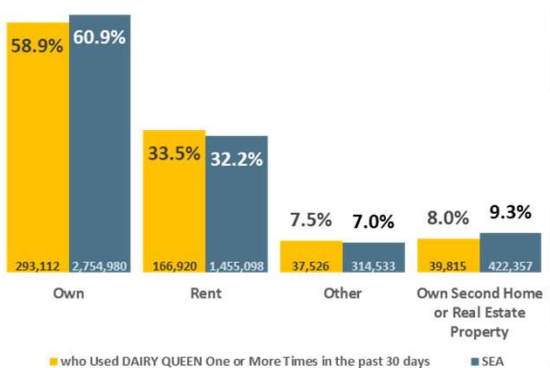
Home Loans: Adults 18 or older



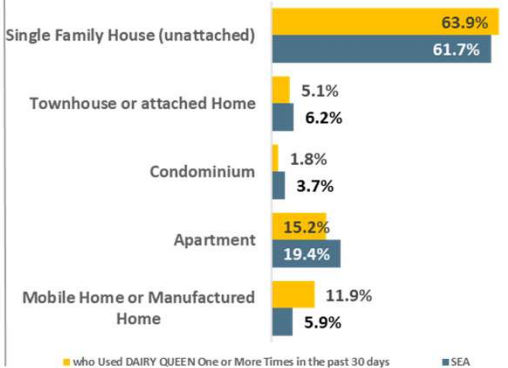


11.1% or 497,558 of SEA DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 3.2% less likely to own their home, 16.% more likely to own a lower valued home, 3.5% more likely to have a single-family home, 33.7% more likely to have a dog.

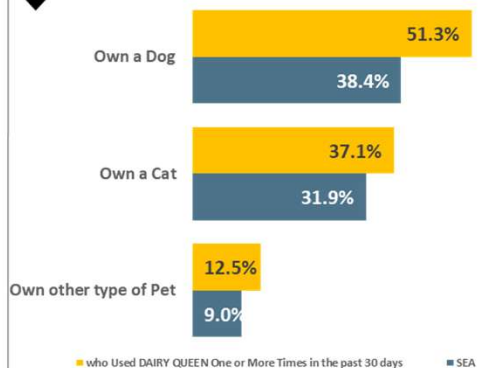
Own/Rent/Other: Adults 18 or older



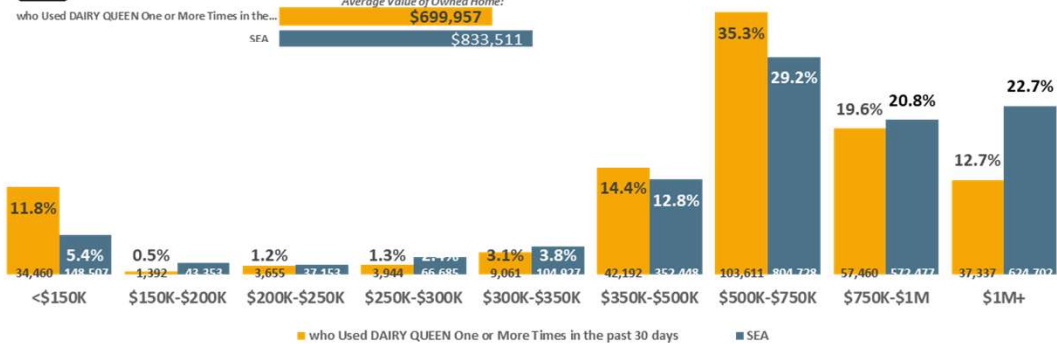
Type of Home: Adults 18 or older



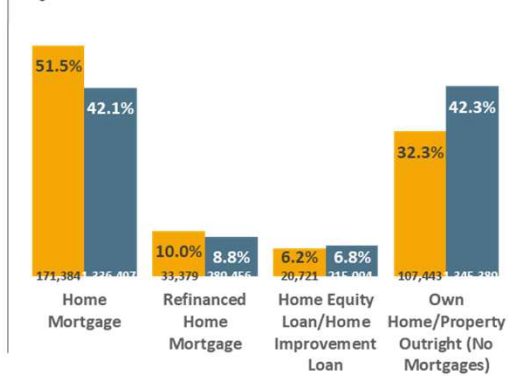
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



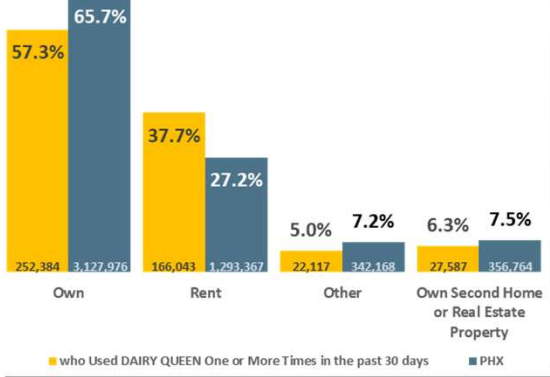
Home Loans: Adults 18 or older



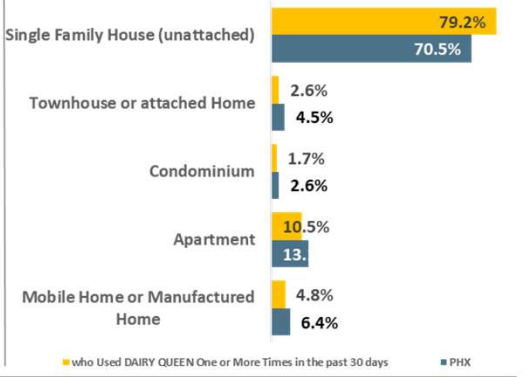


9.2% or 440,544 of PHX DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 12.8% less likely to own their home, 8.7% more likely to own a lower valued home, 12.4% more likely to have a single-family home, 24.9% more likely to have a dog.

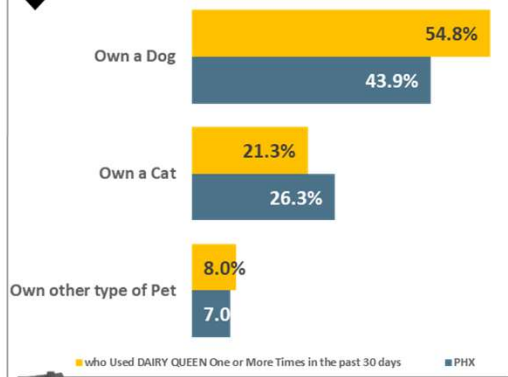
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



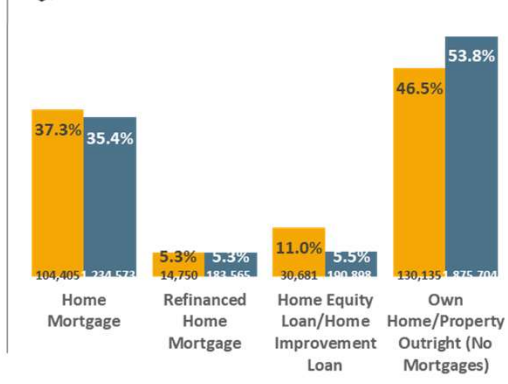
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

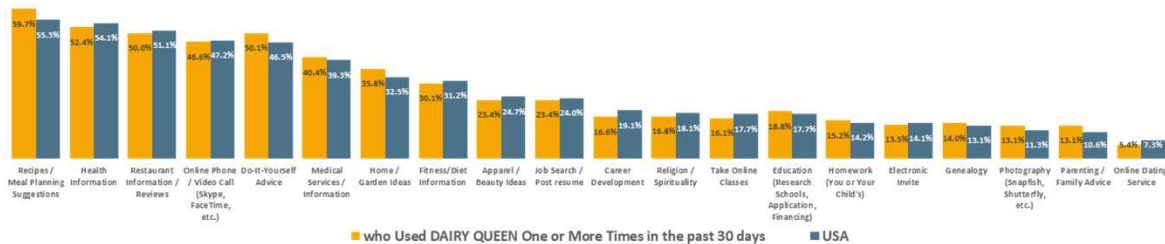




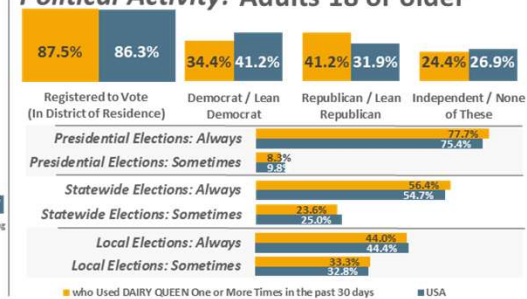
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 7.8% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 6.9% more likely to belong to a gym, 5.1% less likely to fly domestic past



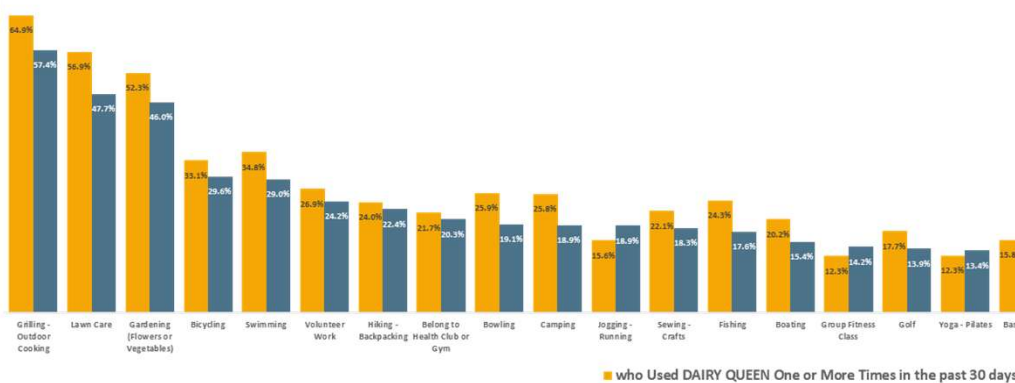
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



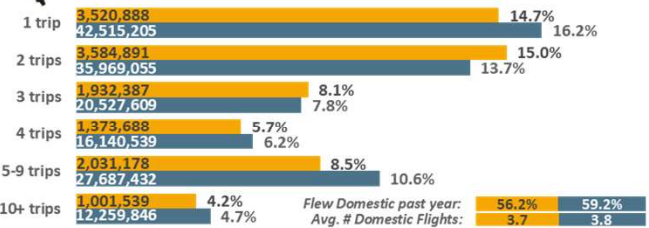
Political Activity: Adults 18 or older



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



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

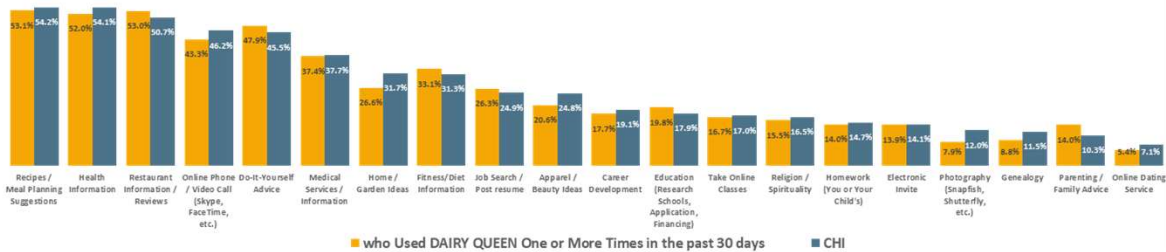




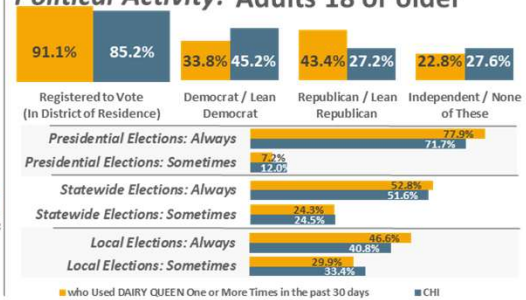
6.7% or 507,279 of CHI DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 5.1% more likely to look up D-I-Y advice online, 14.3% more likely to always vote in local elections, 26.% more likely to belong to a gym, 9.% more likely to fly domestic pa



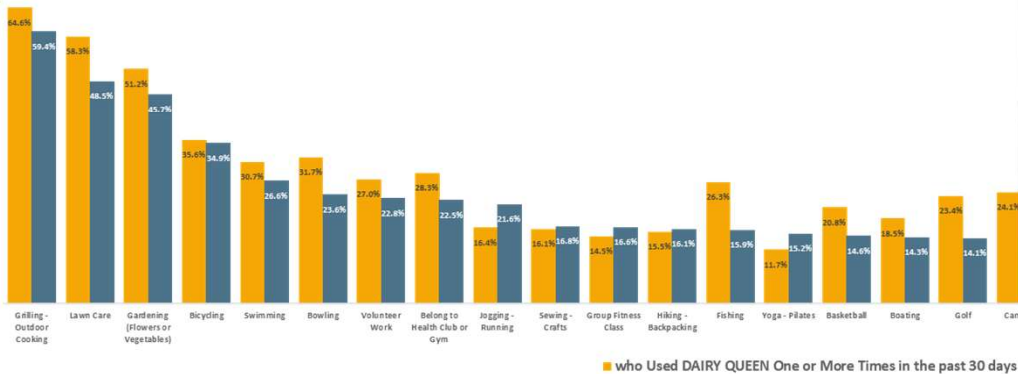
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



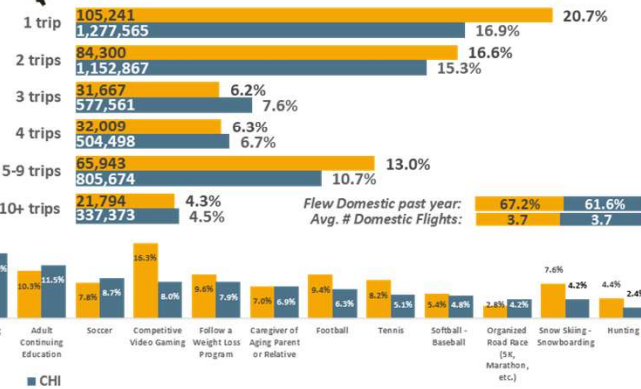
Political Activity: Adults 18 or older



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



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

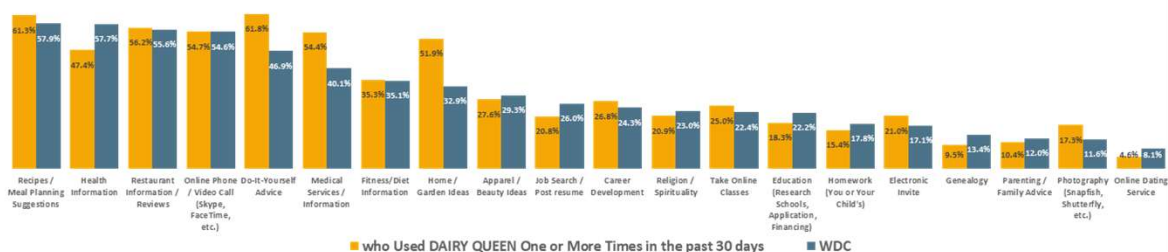




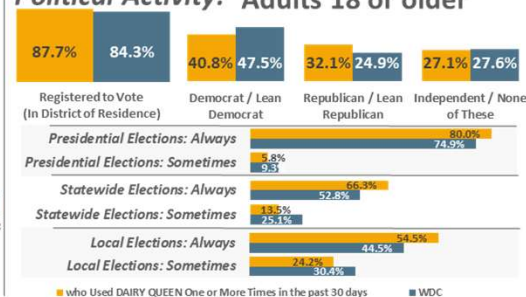
3.9% or 220,453 of WDC DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 31.6% more likely to look up D-I-Y advice online, 22.6% more likely to always vote in local elections, 17.3% more likely to belong to a gym, 9.9% less likely to fly domestic



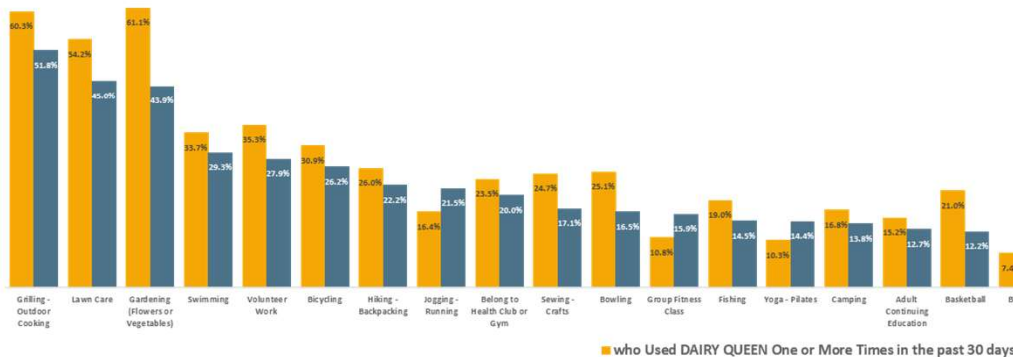
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



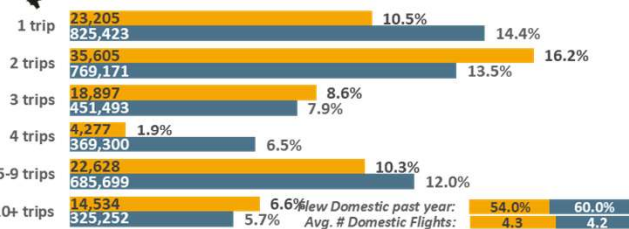
Political Activity: Adults 18 or older



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



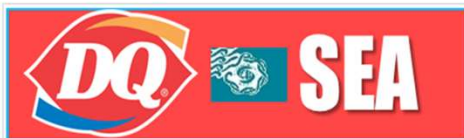
Past 12-months Domestic Airline Trips: Adults 18 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 267

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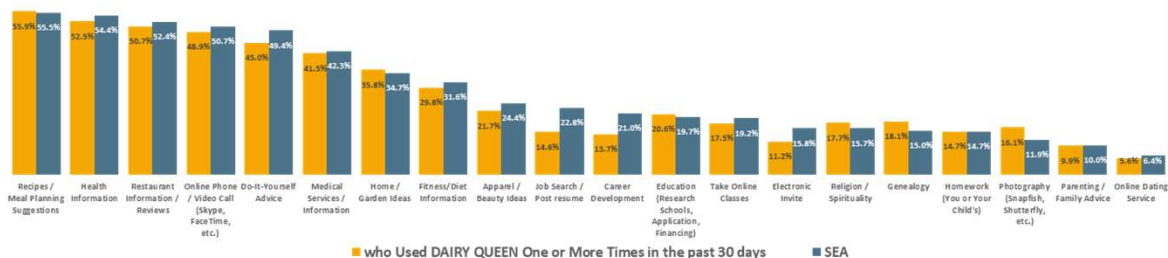
Quick service restaurants used past 30 days: Dairy Queen



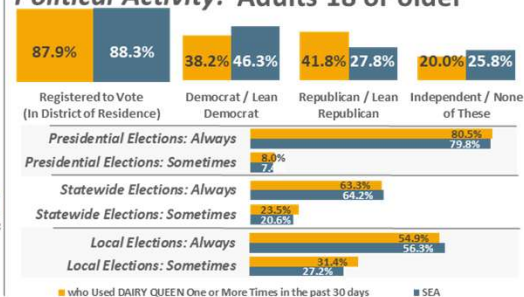
11.% or 497,558 of SEA DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 8.7% less likely to look up D-I-Y advice online, 2.6% less likely to always vote in local elections, 21.9% less likely to belong to a gym, 6.1% less likely to fly domestic p



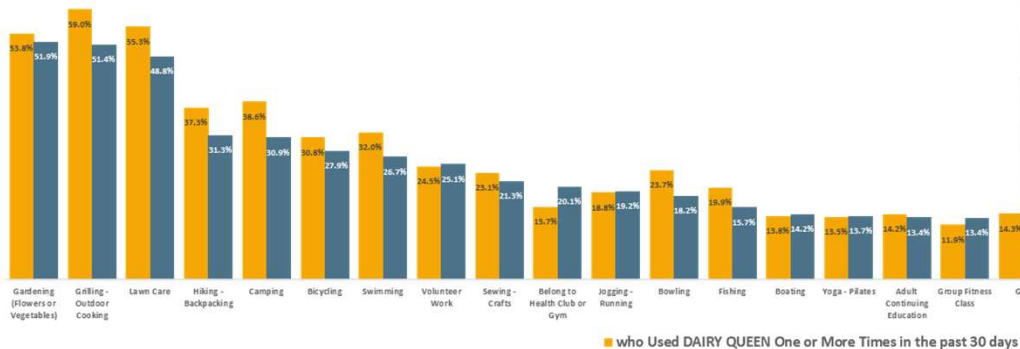
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



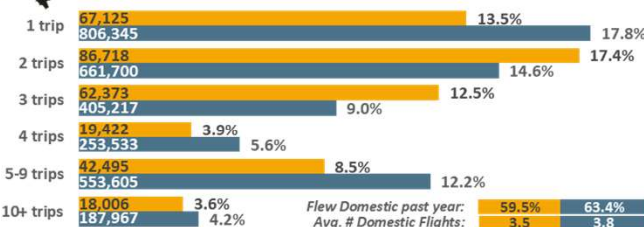
Political Activity: Adults 18 or older



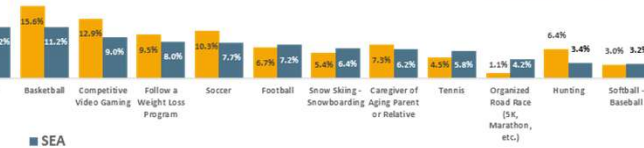
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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



Flew Domestic past year: 59.5% (SEA) vs 63.4% (SEA)
Avg. # Domestic Flights: 3.5 (SEA) vs 3.8 (SEA)

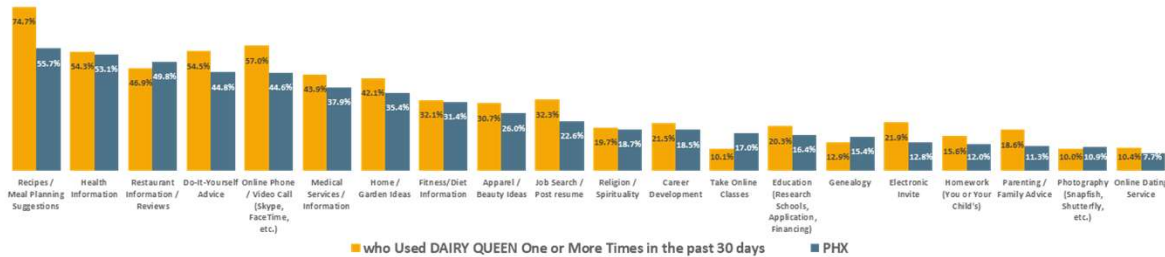




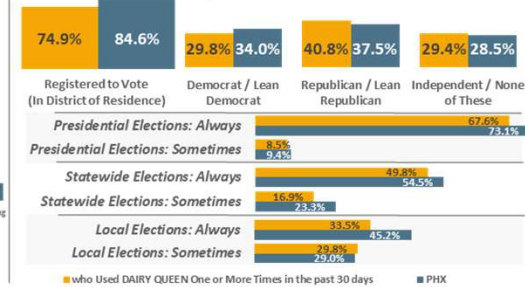
9.2% or 440,544 of PHX DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 21.4% more likely to look up D-I-Y advice online, 25.9% less likely to always vote in local elections, 11.9% more likely to belong to a gym, 12.7% less likely to fly domesti



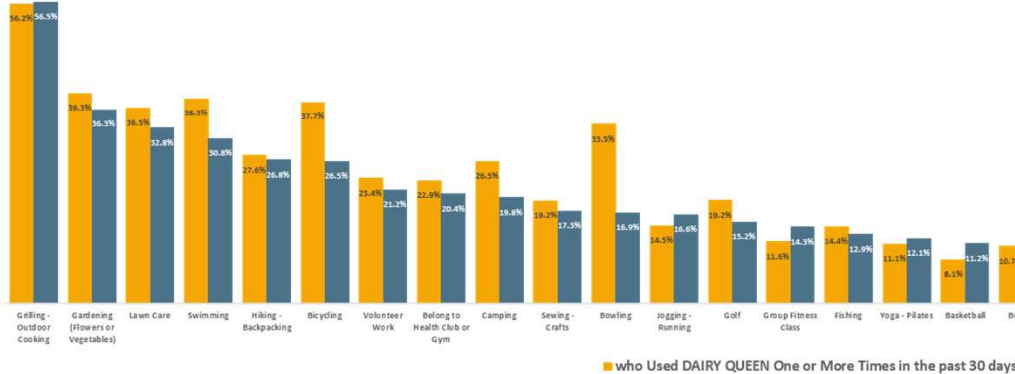
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



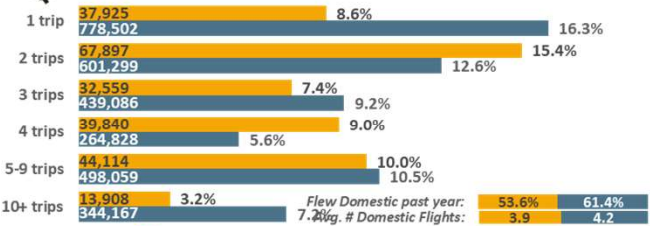
Political Activity: Adults 18 or older



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



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

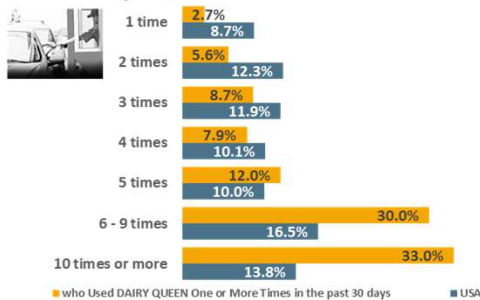


Flew Domestic past year: 53.6% (orange) vs 61.4% (blue)
Avg. # Domestic Flights: 3.9 (orange) vs 4.2 (blue)



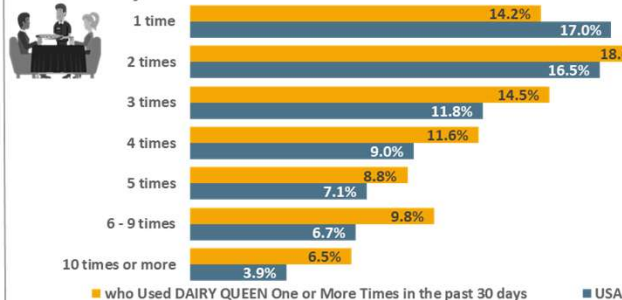
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 19.9% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 34.4% more likely to use Casinos past yr., 34.8% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



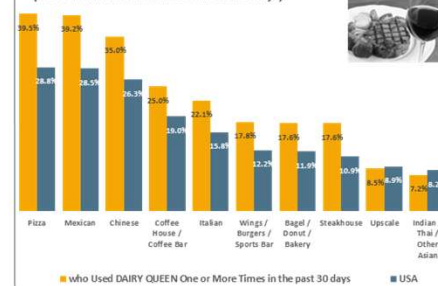
Total Monthly QSR Users:	Avg. Monthly QSR Meals:
100.0%	83.4%
23,916,912	8.5
2	5.9

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



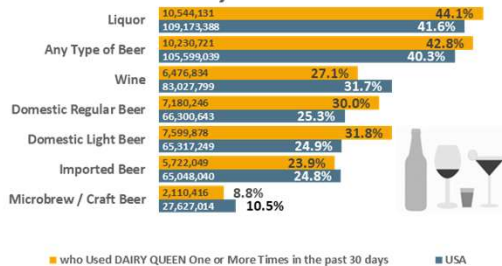
Total Monthly Sit-Down Restaurant Users:	Avg. Monthly Sit-Down Restaurant Meals:
84.0%	72.0%
20,084,788	4.2
1	3.7

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



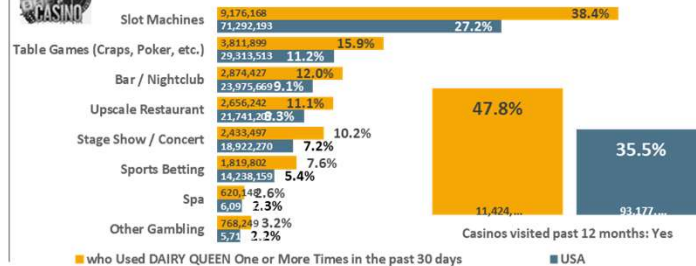
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Used DAIRY QUEEN One or More Times in the past...
5,537,309
23.2%
USA
1
19.5%

Drank Past 30-days: Adults 18 or older



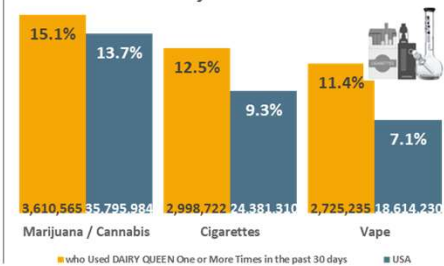
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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Past 12 months Casino Activities: Adults 18 or older



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Used Past 30-days: Adults 18 or older

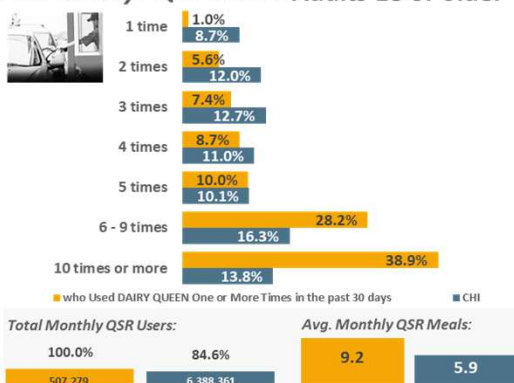


Quick service restaurants used past 30 days: Dairy Queen

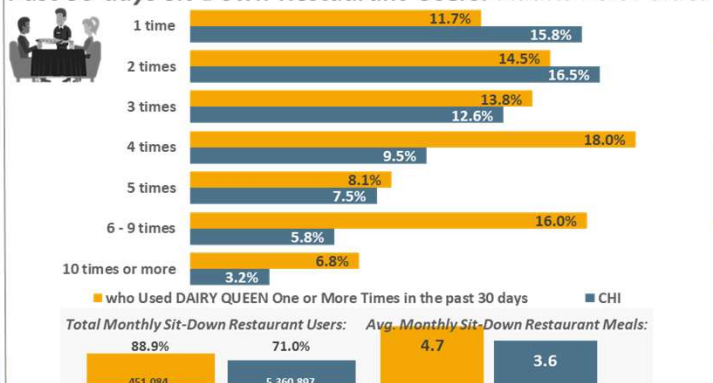


6.7% or 507,279 of CHI DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 18.2% more likely to use QSRs past mo., 25.3% more likely to use Sit-Down Restaurants past mo., 59.5% more likely to use Casinos past yr., 55.3% more likely to smoke cigaret

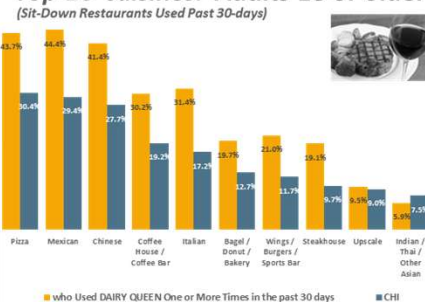
Past 30-days QSR Users: Adults 18 or older



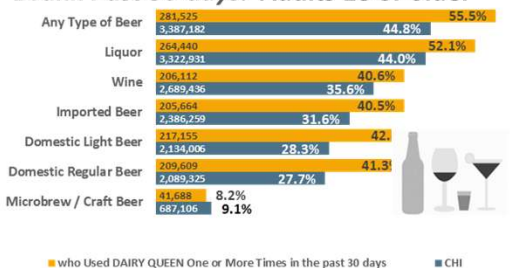
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



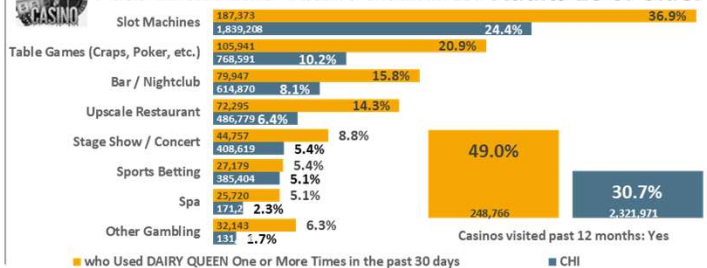
Top-10 Cuisines: Adults 18 or older



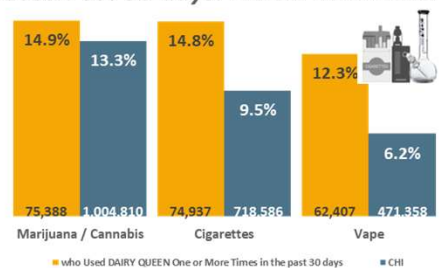
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



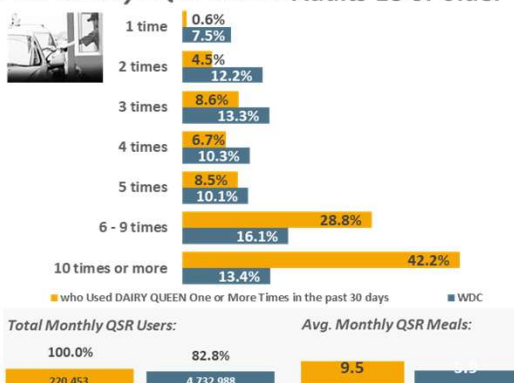
Used Past 30-days: Adults 18 or older



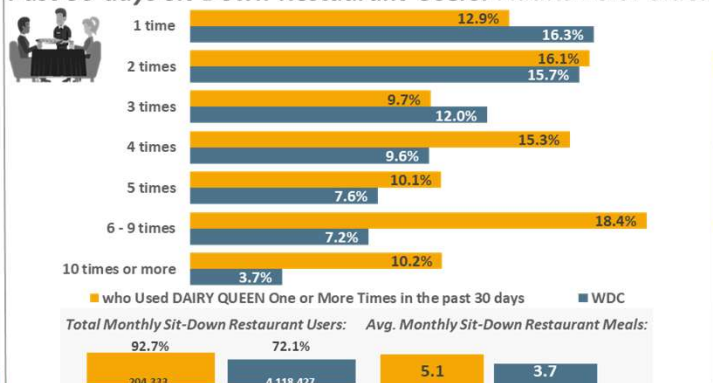


3.9% or 220,453 of WDC DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 20.7% more likely to use QSRs past mo., 28.6% more likely to use Sit-Down Restaurants past mo., 30.8% more likely to use Casinos past yr., 55.6% more likely to smoke cigaret

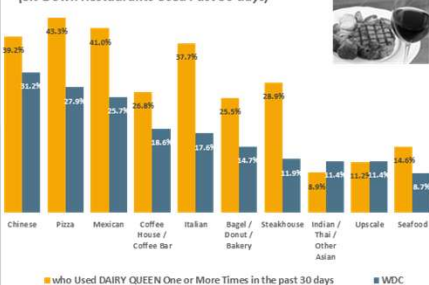
Past 30-days QSR Users: Adults 18 or older



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

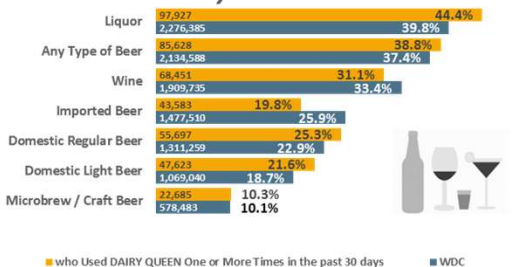


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

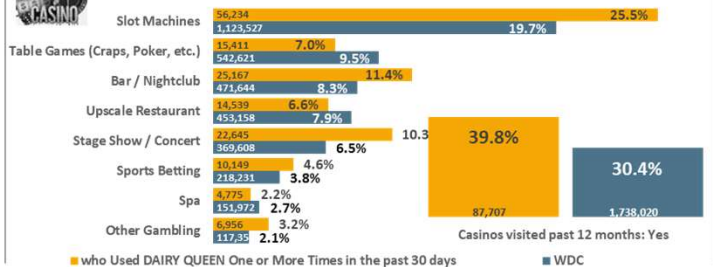


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used DAIRY QUEEN One or More Times in the past... 51,786 (23.5%)
 WDC 1,397,483 (24.5%)

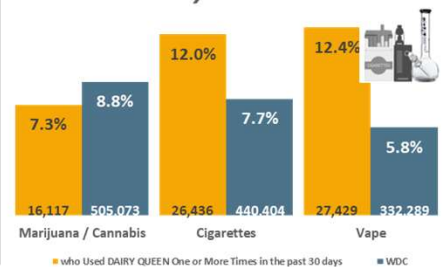
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



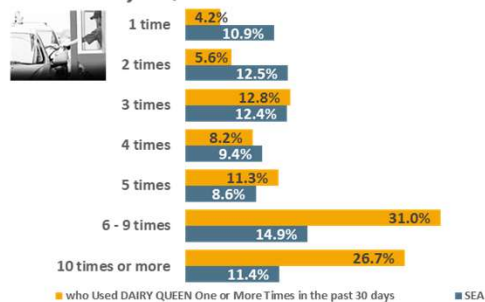
Used Past 30-days: Adults 18 or older



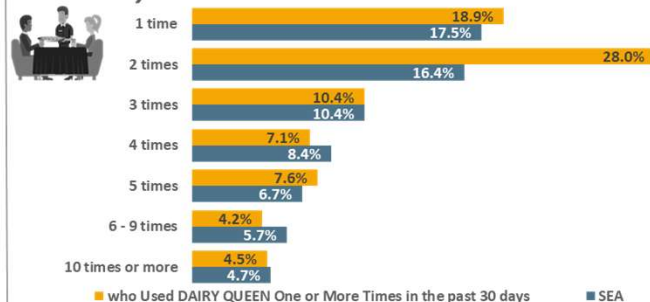


11.1% or 497,558 of SEA DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 24.8% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 27.3% more likely to use Casinos past yr., 44.7% more likely to smoke cigaret

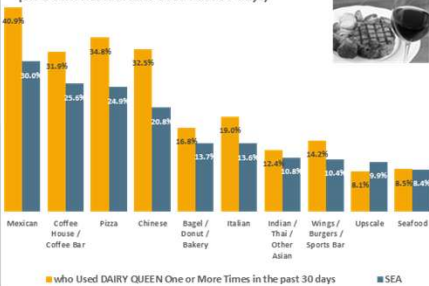
Past 30-days QSR Users: Adults 18 or older



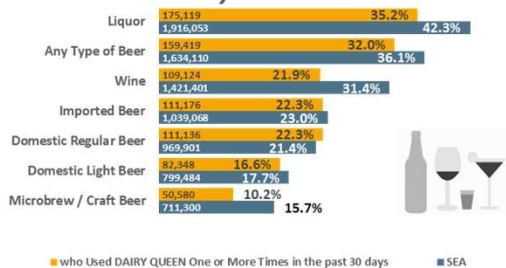
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



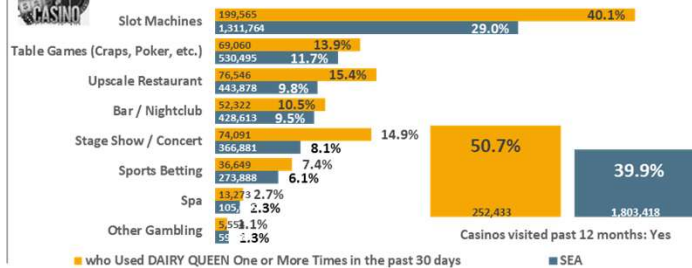
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



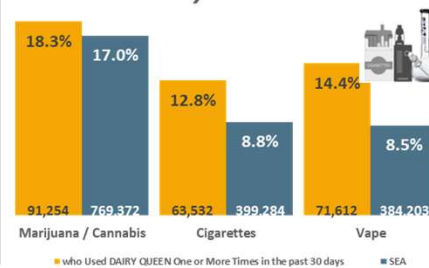
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



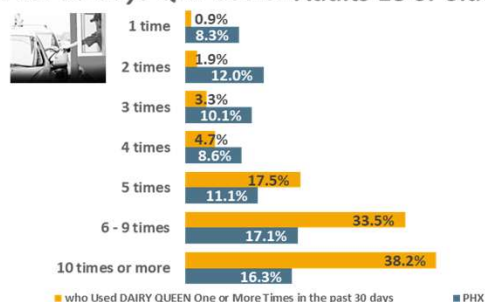
Used Past 30-days: Adults 18 or older



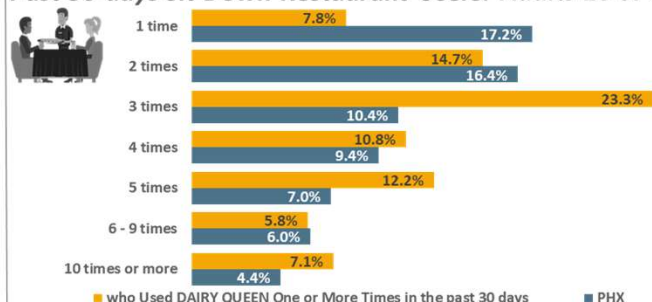


9.2% or 440,544 of PHX DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 19.8% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 50.6% more likely to use Casinos past yr., 41.7% more likely to smoke cigaret

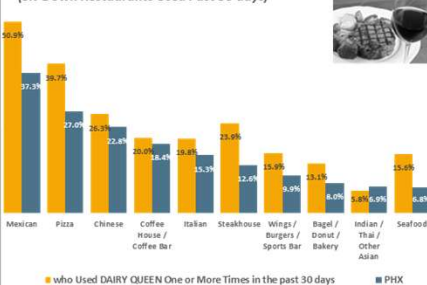
Past 30-days QSR Users: Adults 18 or older



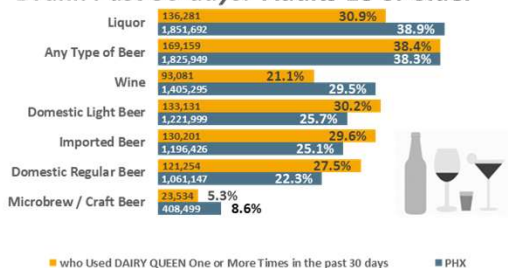
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



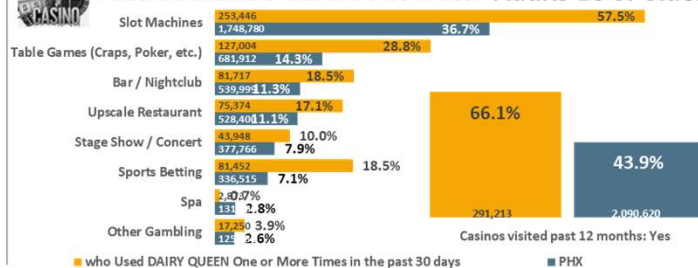
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



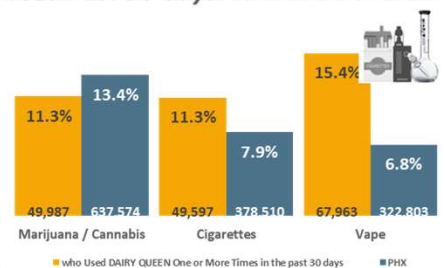
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

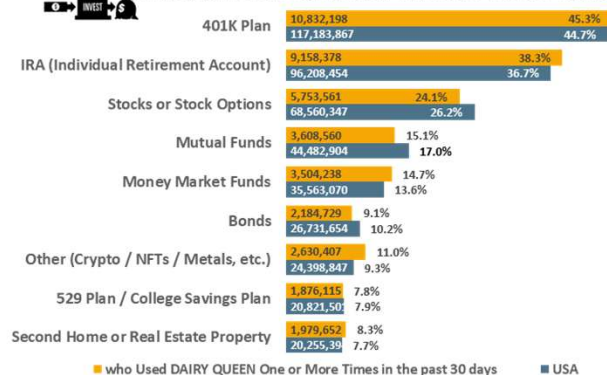




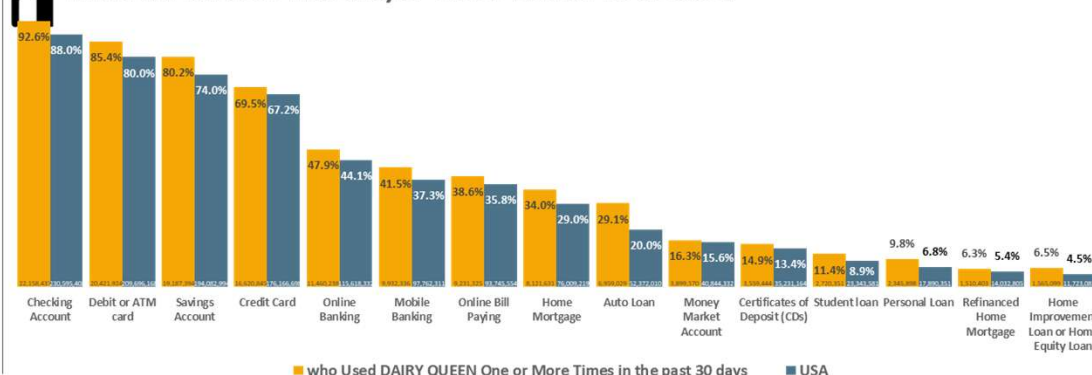
9.1% or 23,916,912 of USA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 1.3% more likely to have a 401K, 45.7% more likely to have an Auto Loan, 10.2% less likely to Invest/Trade Stocks Online, 17.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



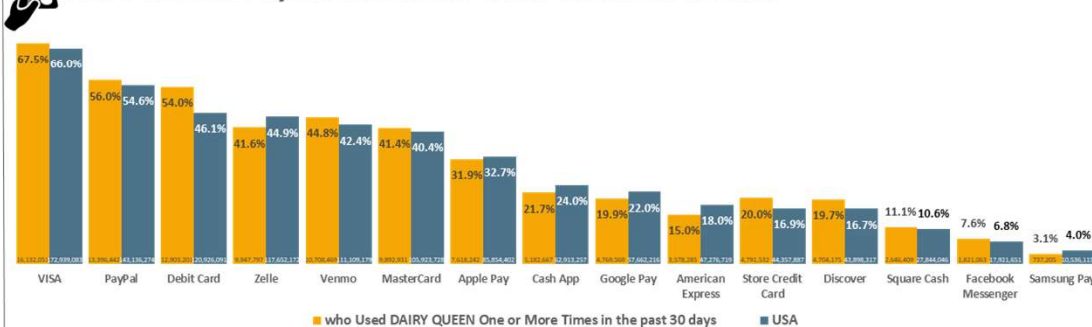
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

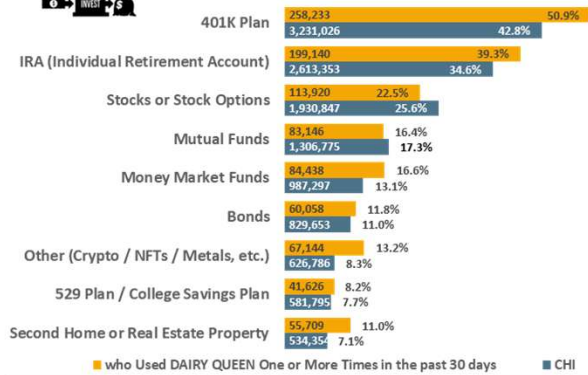




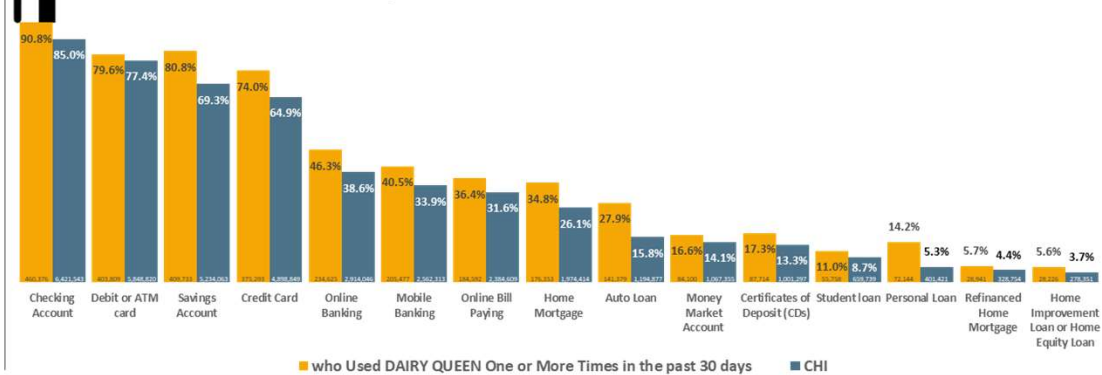
6.7% or 507,279 of CHI DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 19.% more likely to have a 401K, 76.2% more likely to have an Auto Loan, 15.1% more likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



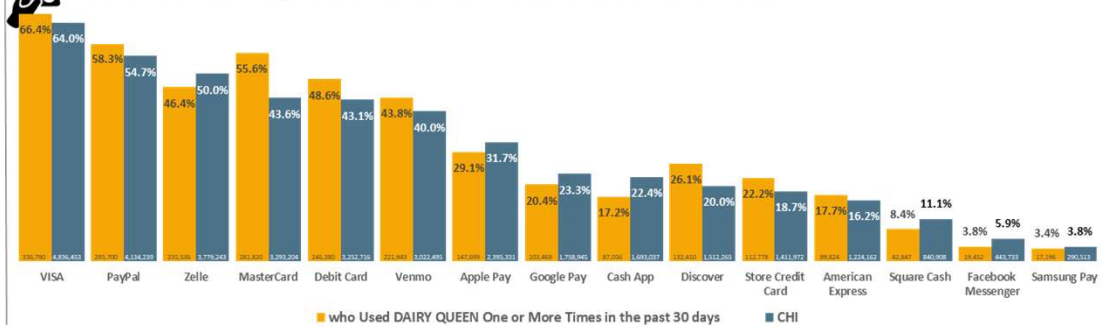
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





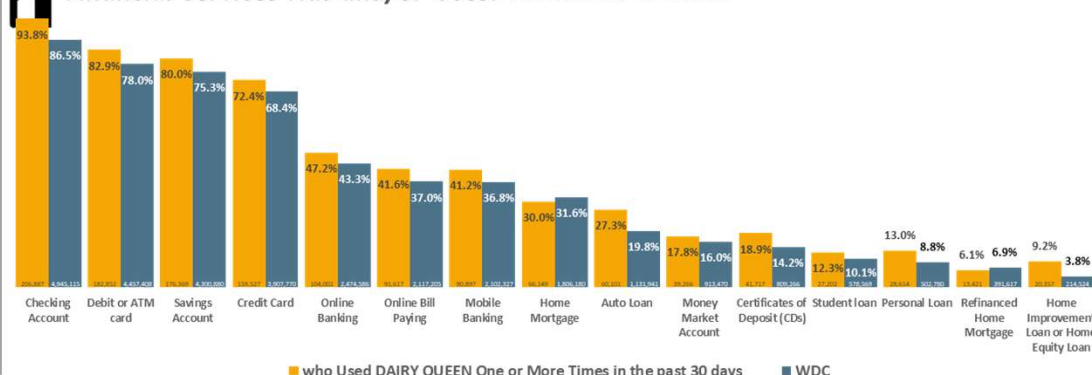
3.9% or 220,453 of WDC DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 1.1% less likely to have a 401K, 37.6% more likely to have an Auto Loan, 1.2% less likely to Invest/Trade Stocks Online, 13.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



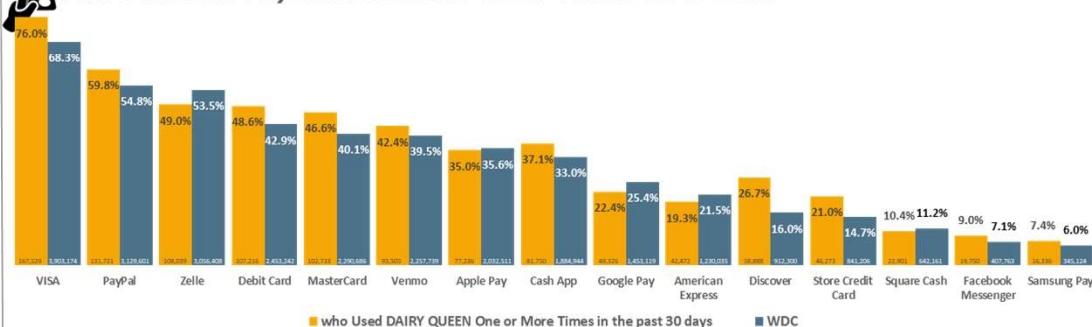
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

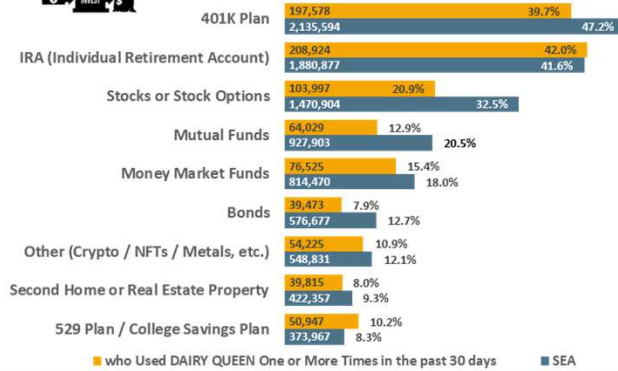




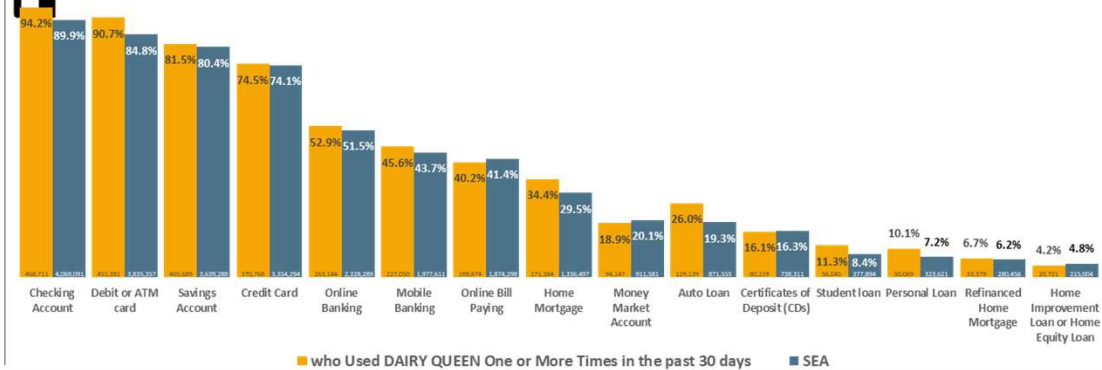
11.1% or 497,558 of SEA DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 15.9% less likely to have a 401K, 34.7% more likely to have an Auto Loan, 21.3% less likely to Invest/Trade Stocks Online, 25.5% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



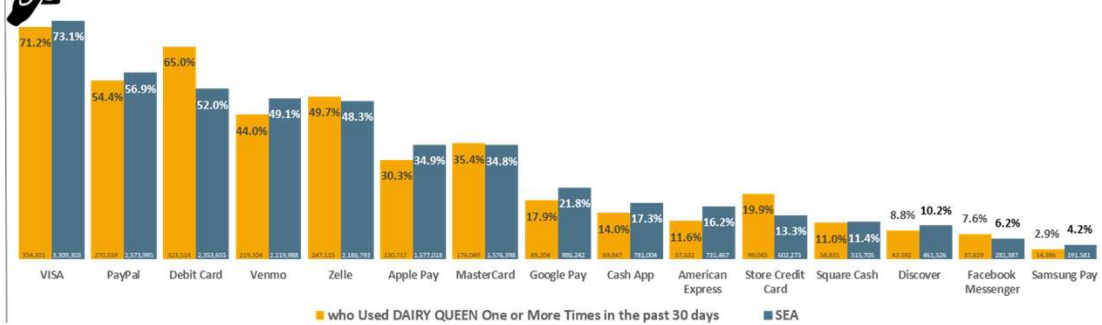
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

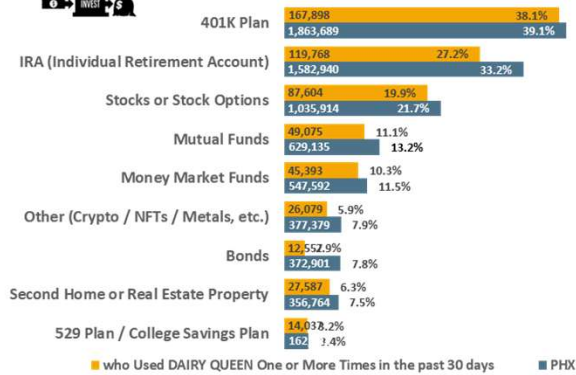




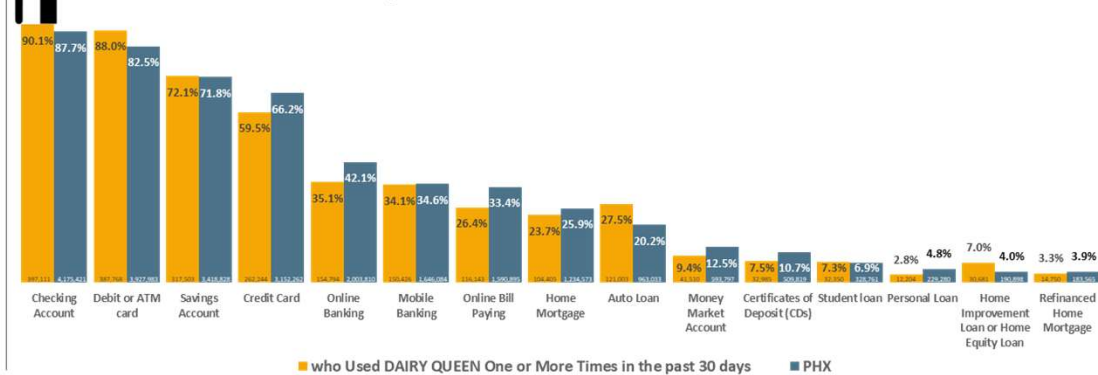
9.2% or 440,544 of PHX DMA Adults 18 or older Used DAIRY QUEEN One or More Times in the past 30 days. Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days are 2.6% less likely to have a 401K, 35.9% more likely to have an Auto Loan, 28.2% less likely to Invest/Trade Stocks Online, 27.6% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



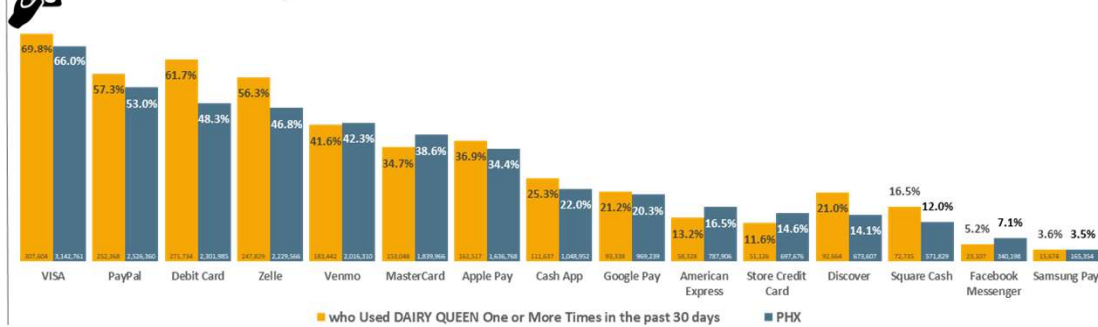
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

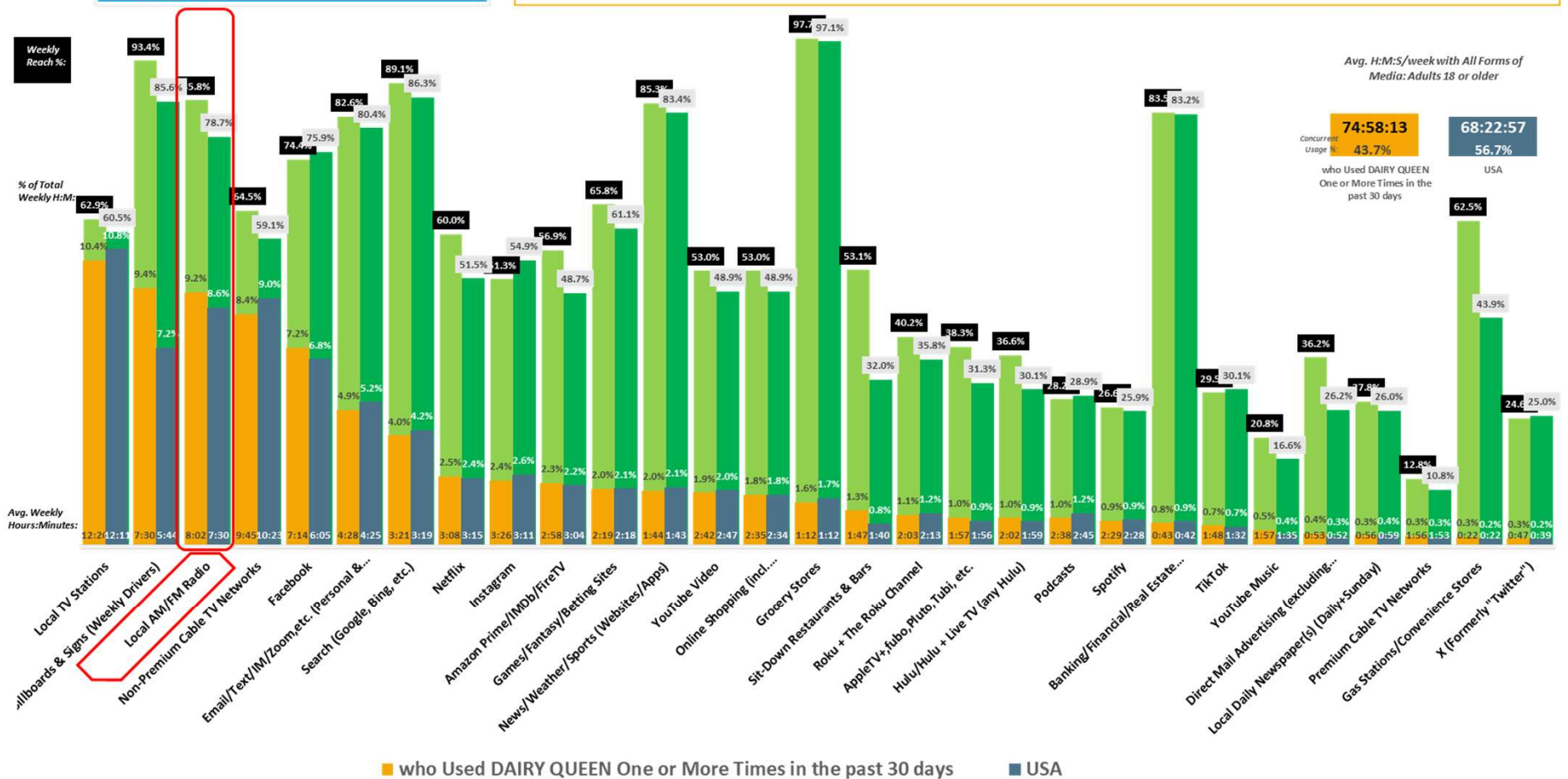


Past 3-Months Payment Methods Used: Adults 18 or older



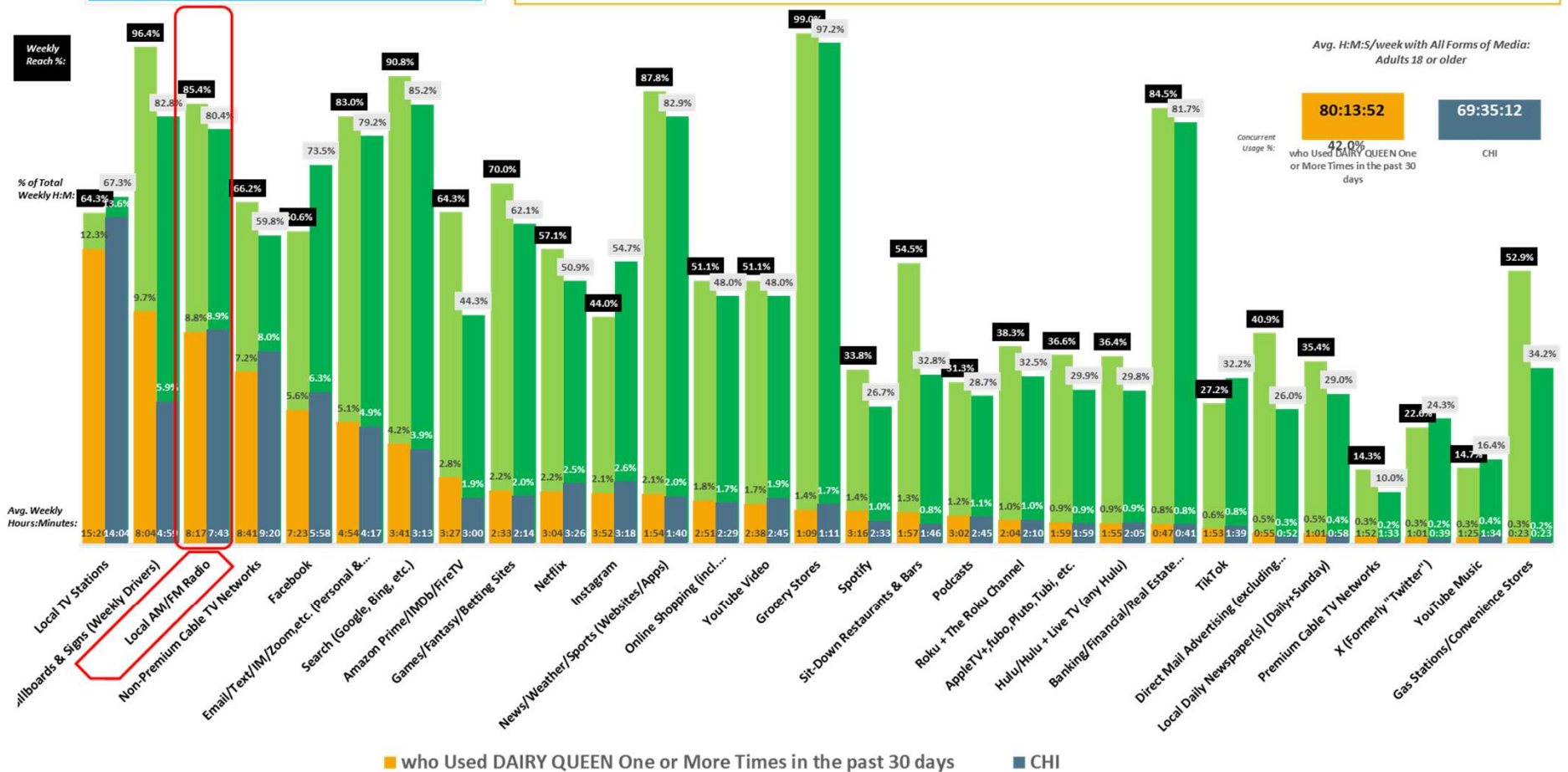


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 2 hours, 58 minutes and 13 seconds each week with All Forms of Media.
 85.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



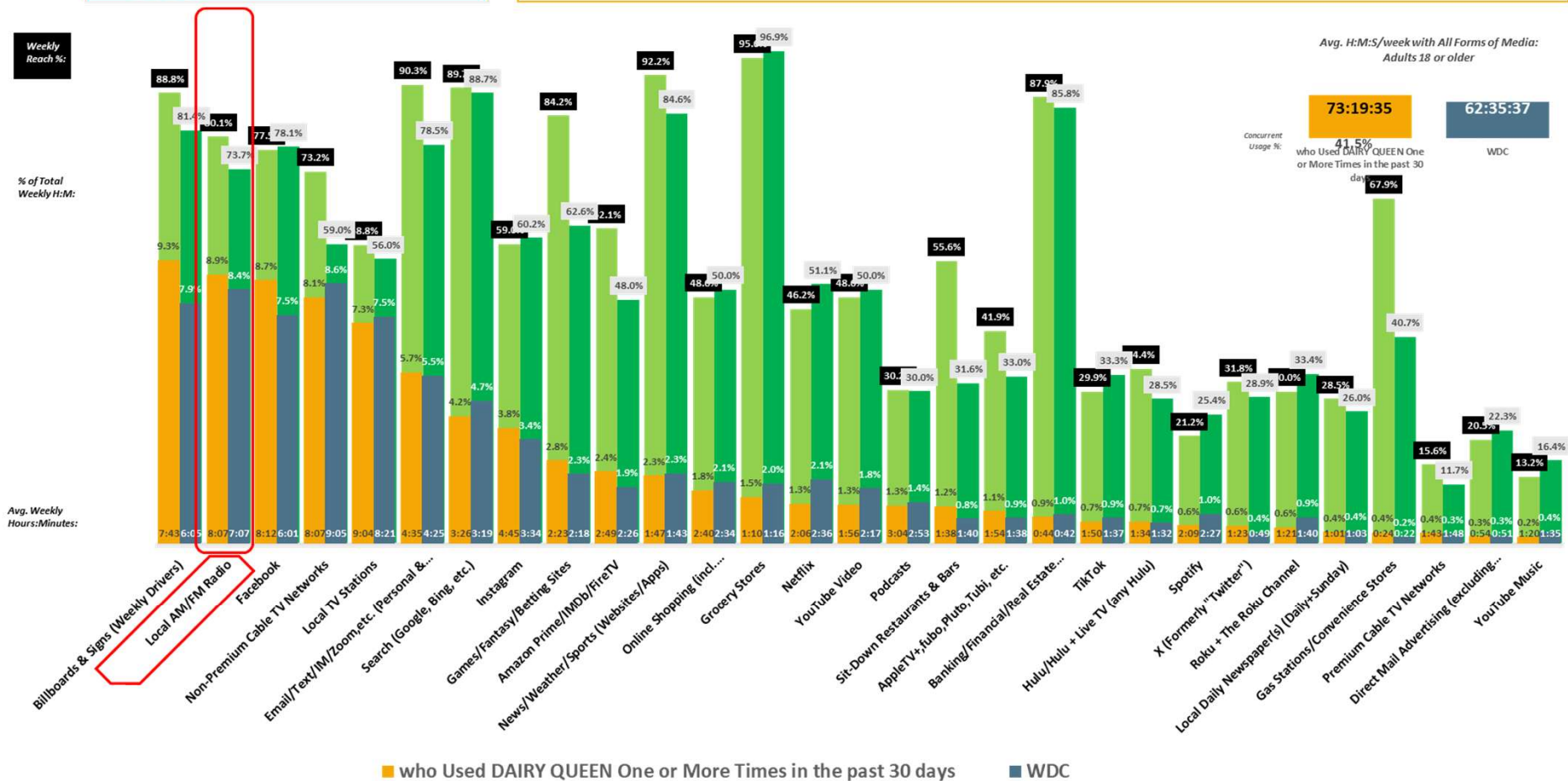


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 8 hours, 13 minutes and 52 seconds each week with All Forms of Media.
 85.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



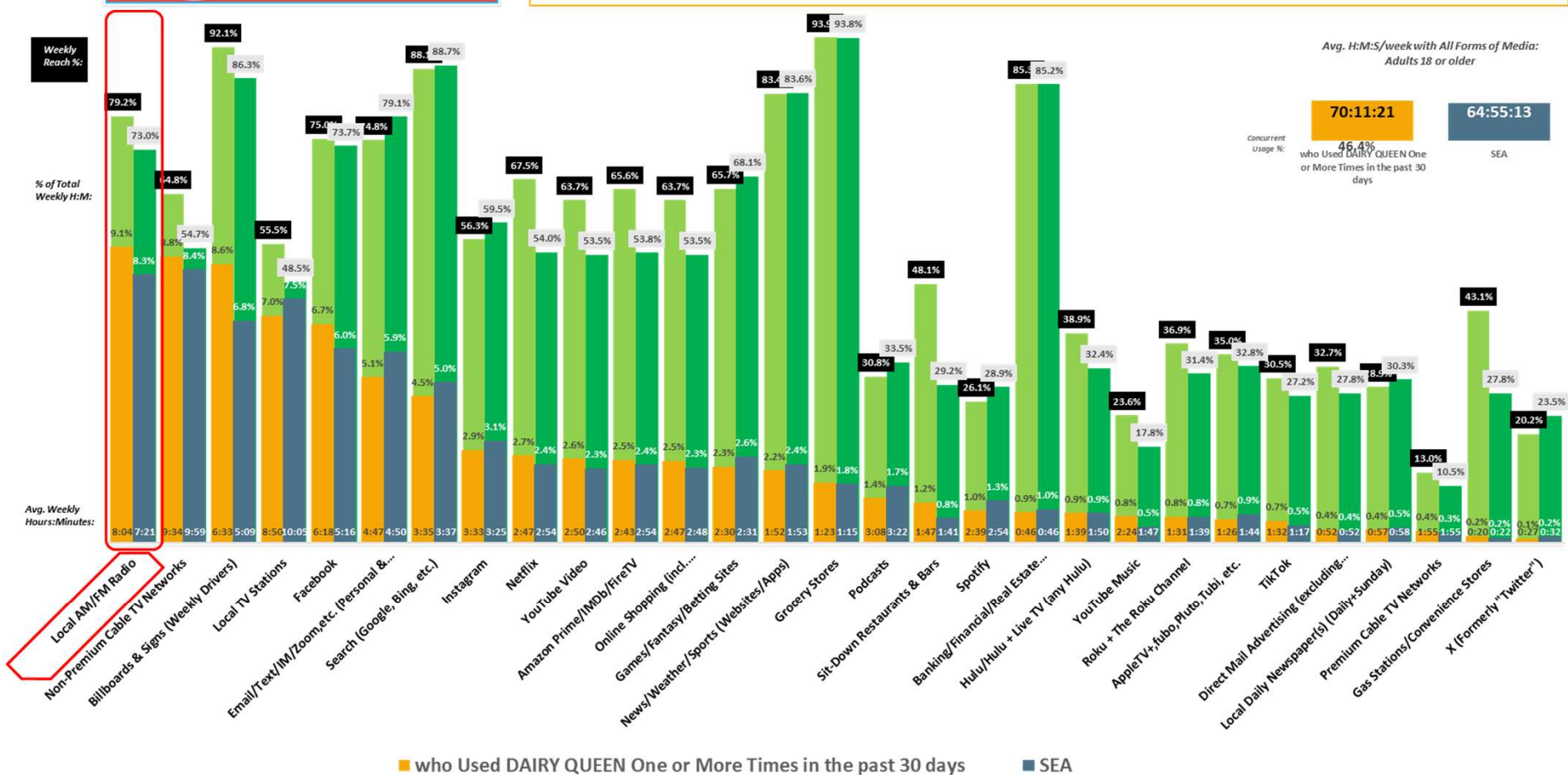


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 3 days, 1 hours, 19 minutes and 35 seconds each week with All Forms of Media.
80.1% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



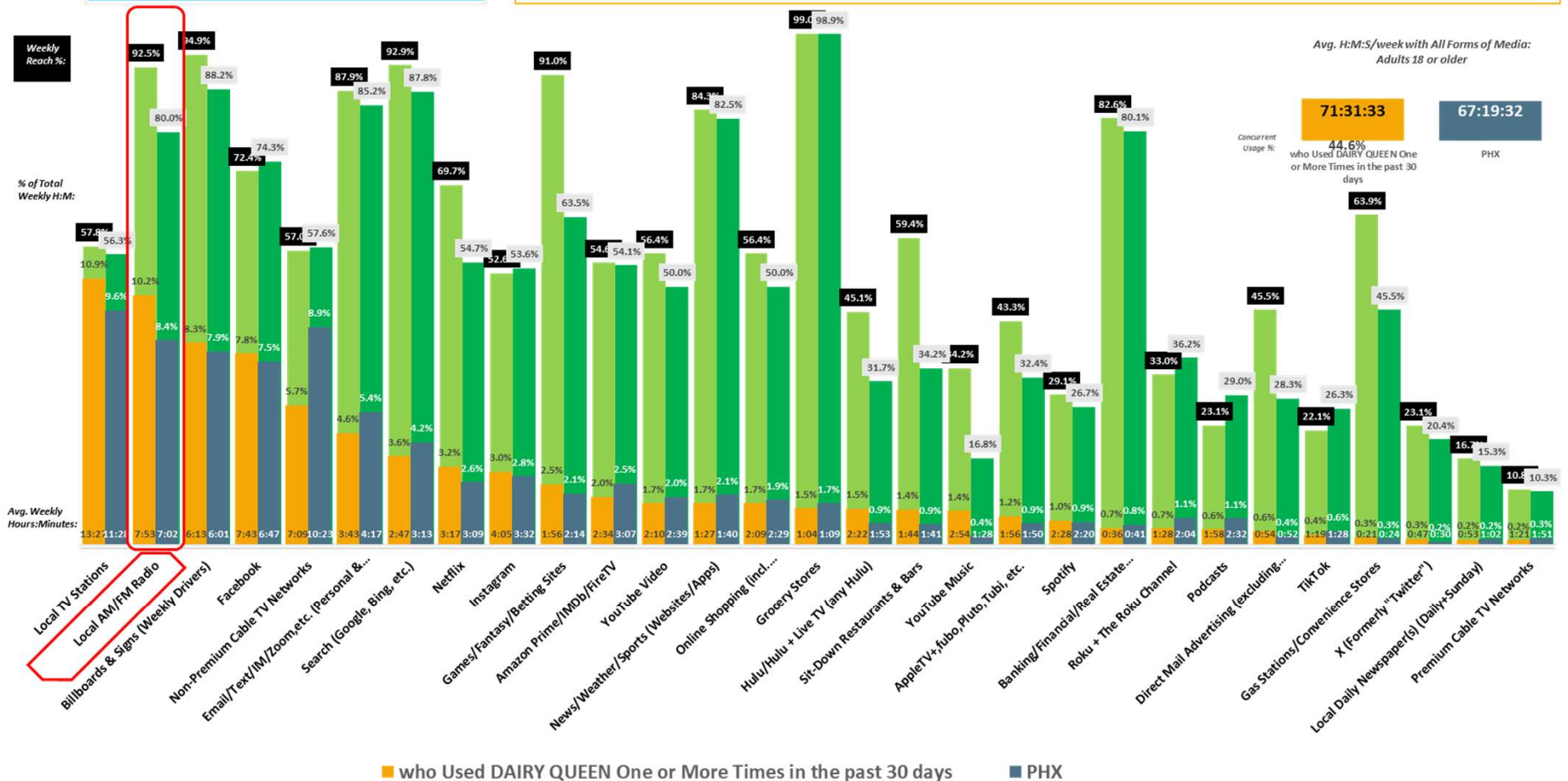


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 22 hours, 11 minutes and 21 seconds each week with All Forms of Media.
79.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



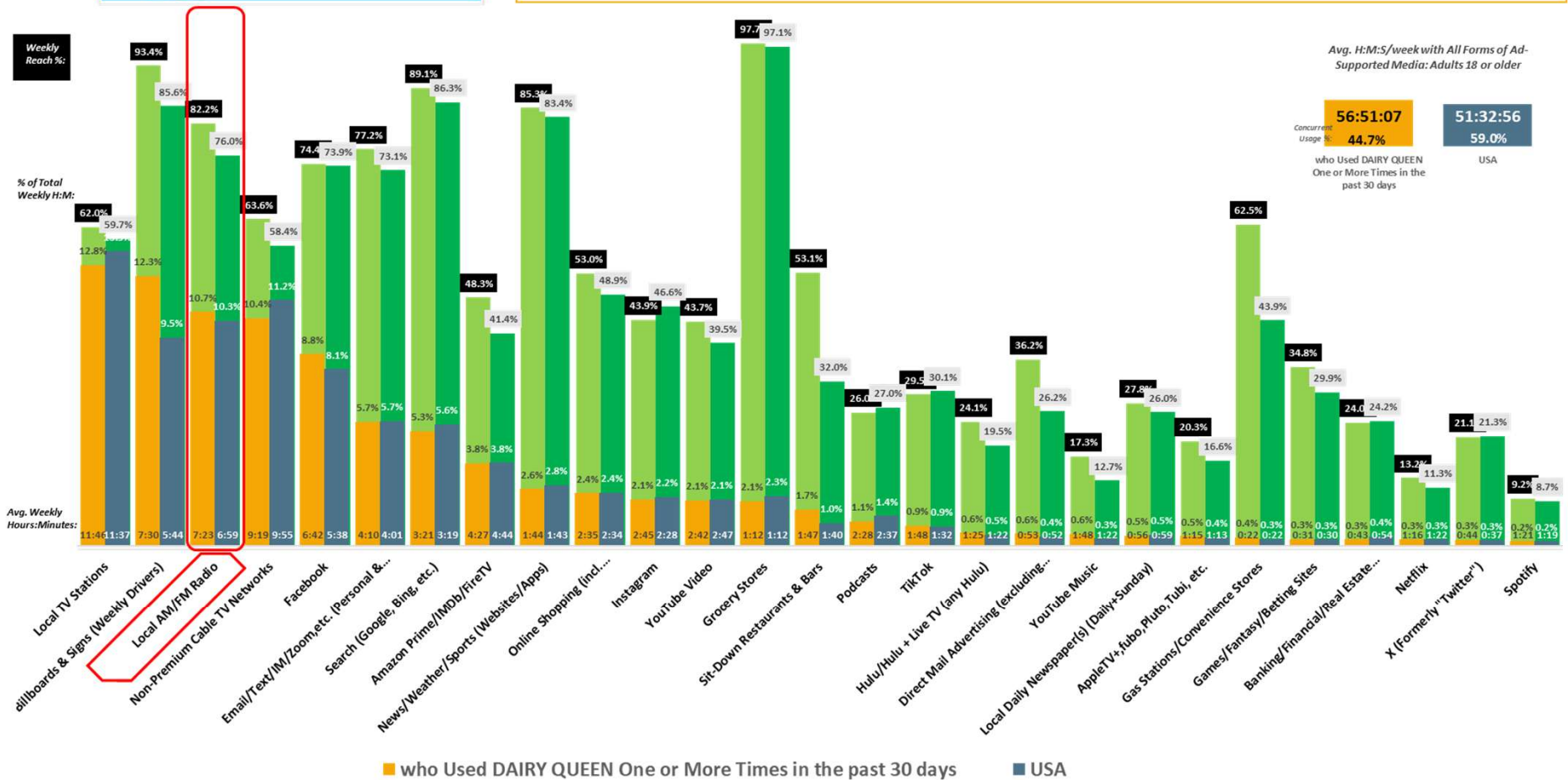


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 23 hours, 31 minutes and 33 seconds each week with All Forms of Media.
 92.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





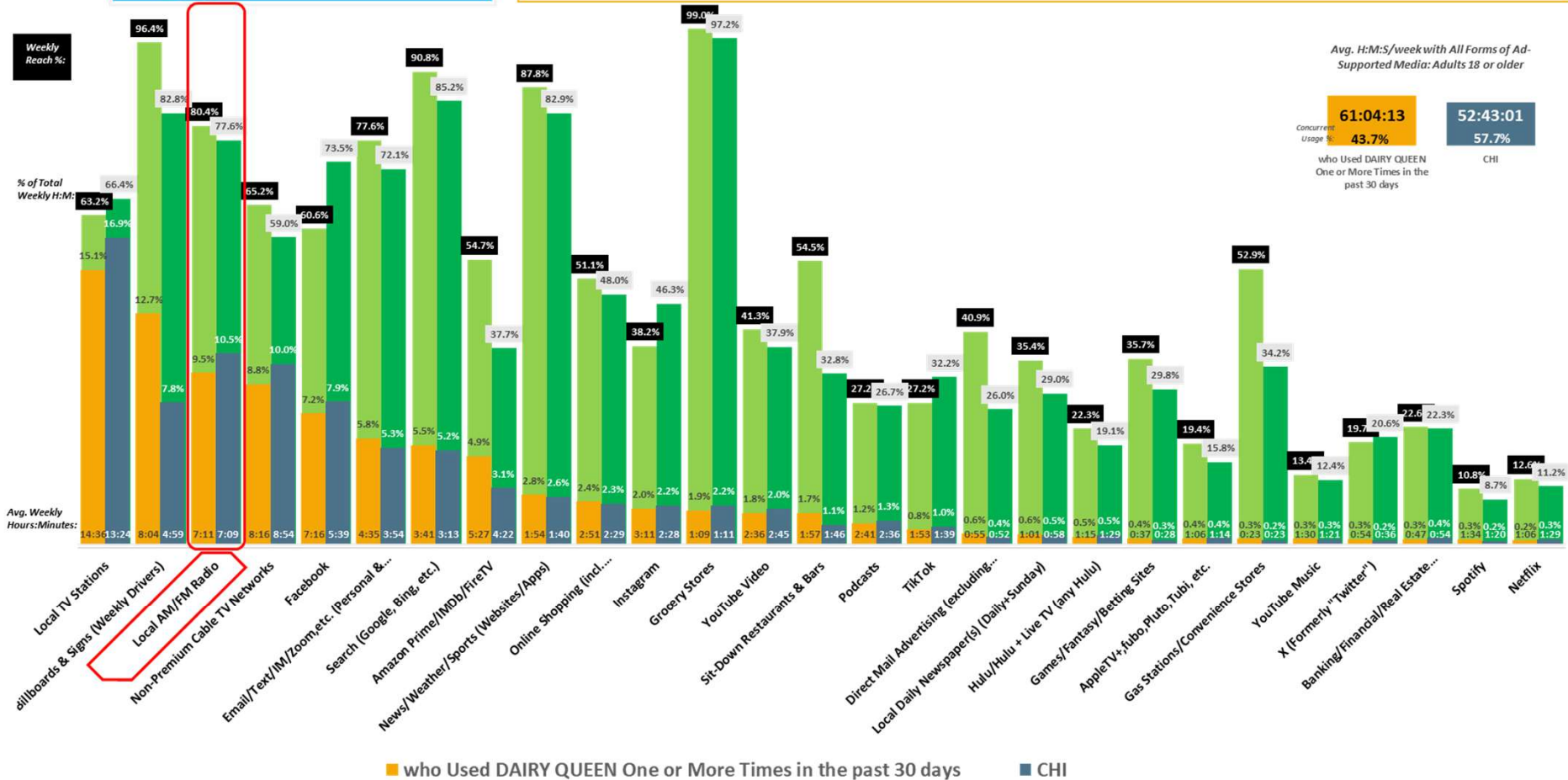
Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 8 hours, 51 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Med





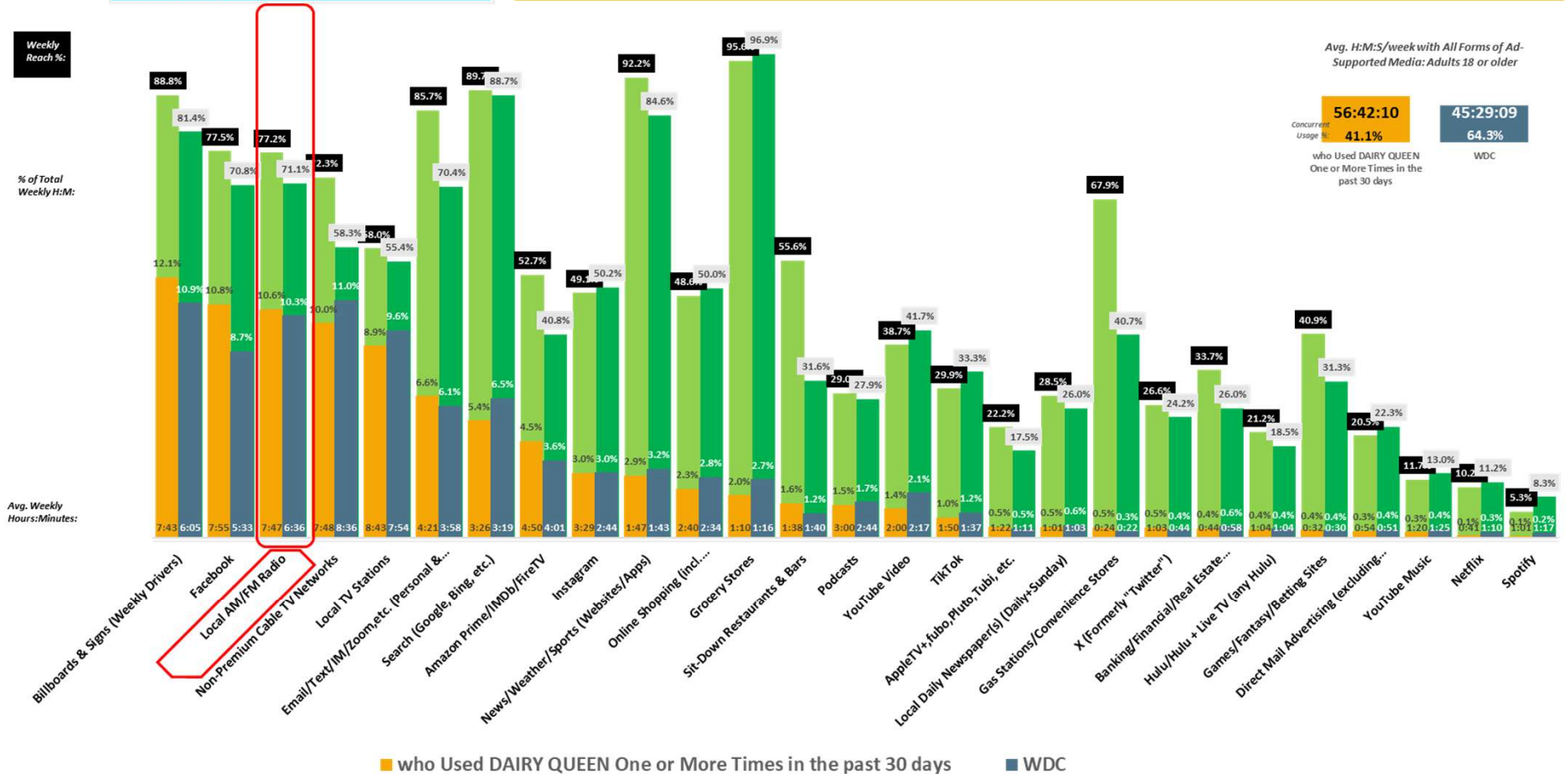
Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 13 hours, 4 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Medi



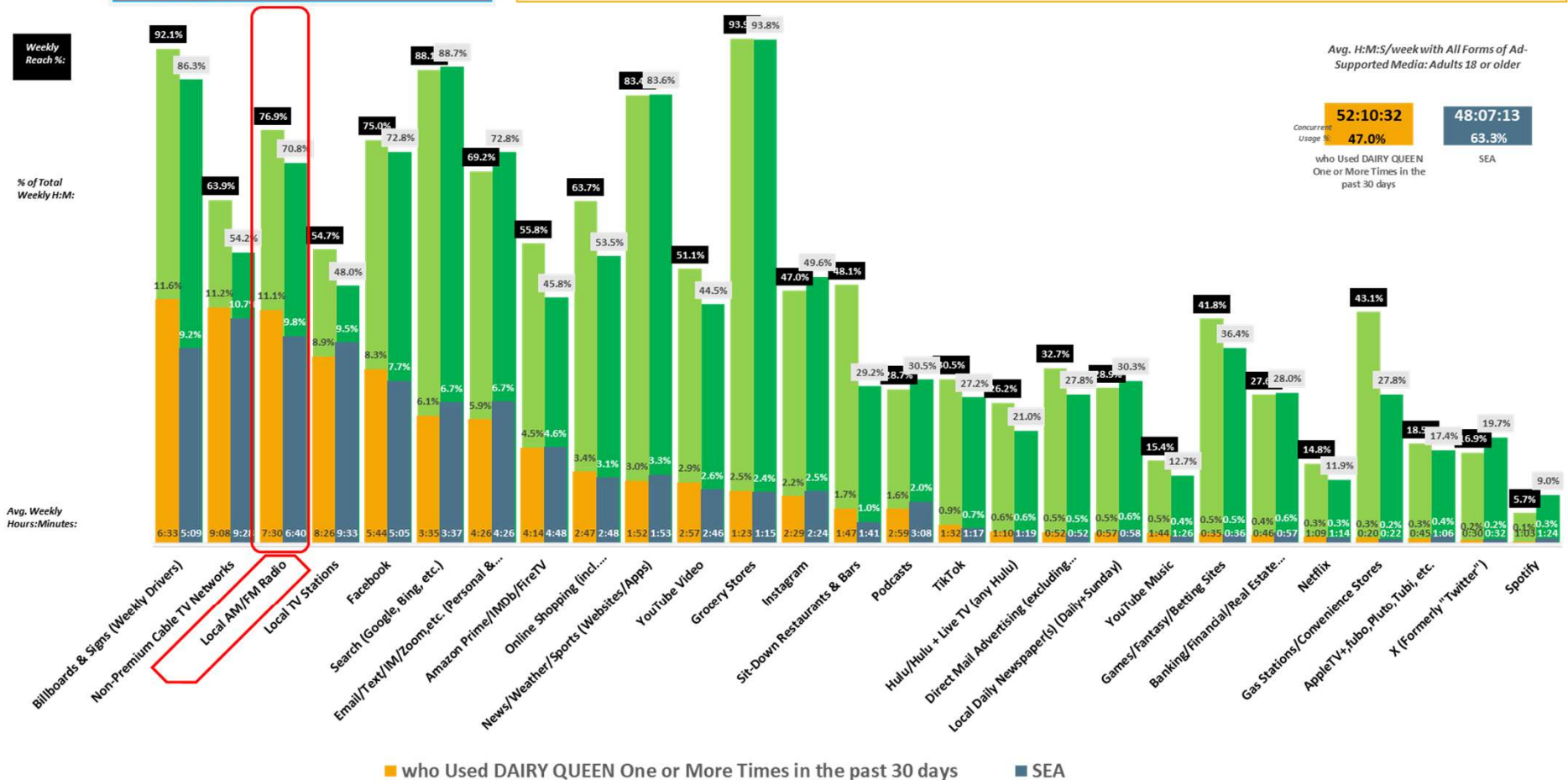


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 8 hours, 42 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
 77.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Med



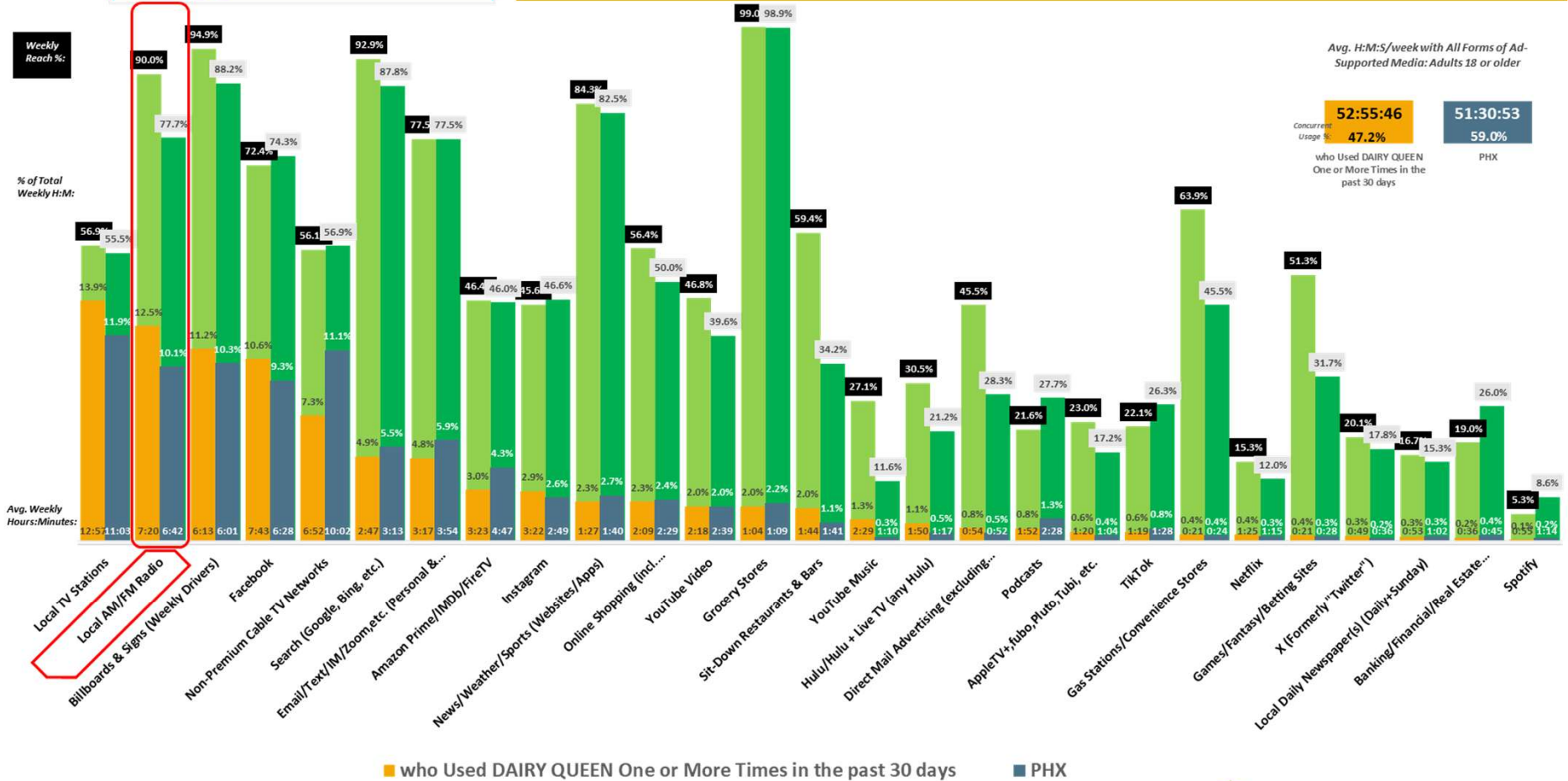


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 4 hours, 10 minutes and 32 seconds each week with All Forms of Ad-Supported Media.
76.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Med





Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 2 days, 4 hours, 55 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 90.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Medi



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

Concurrent Usage %: 52:55:46 (47.2%)

PHX: 51:30:53 (59.0%)

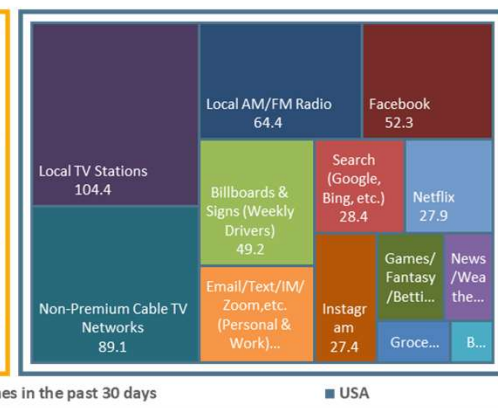
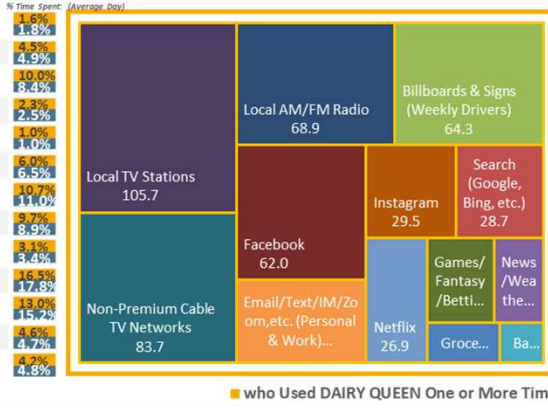
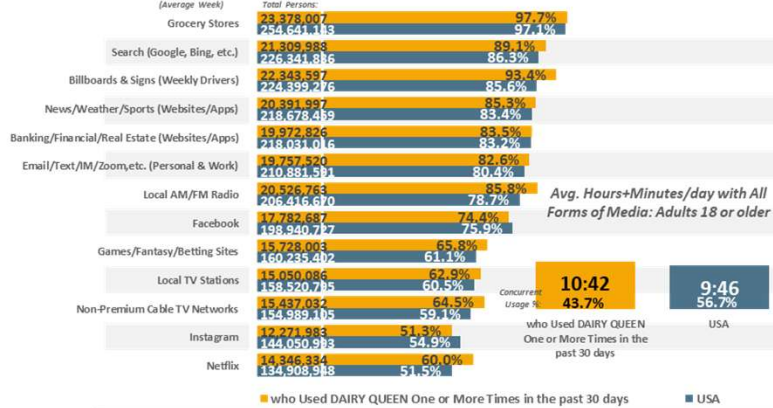
who Used DAIRY QUEEN One or More Times in the past 30 days



Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

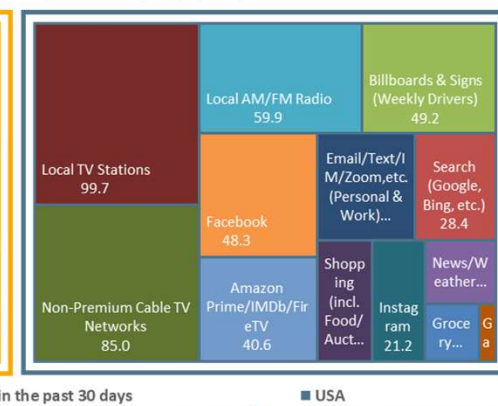
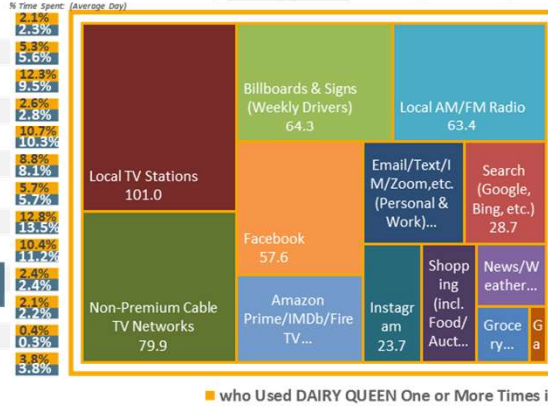
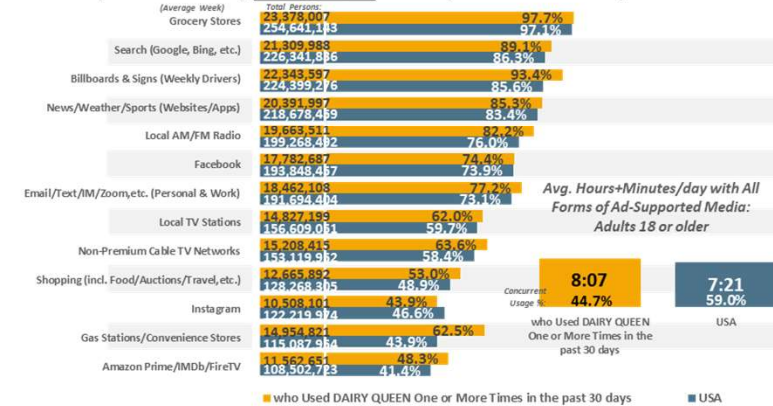
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

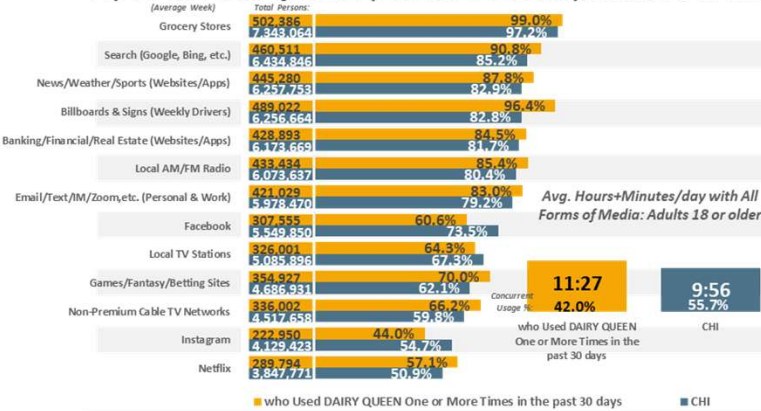
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

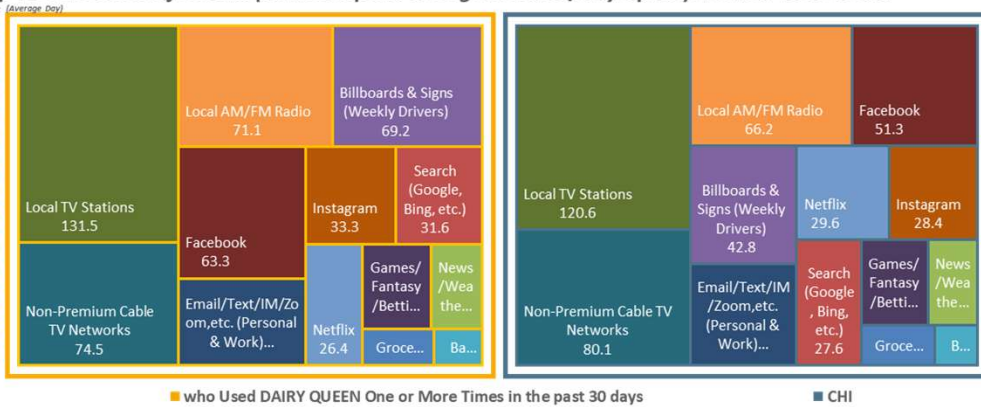


Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 61.7 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

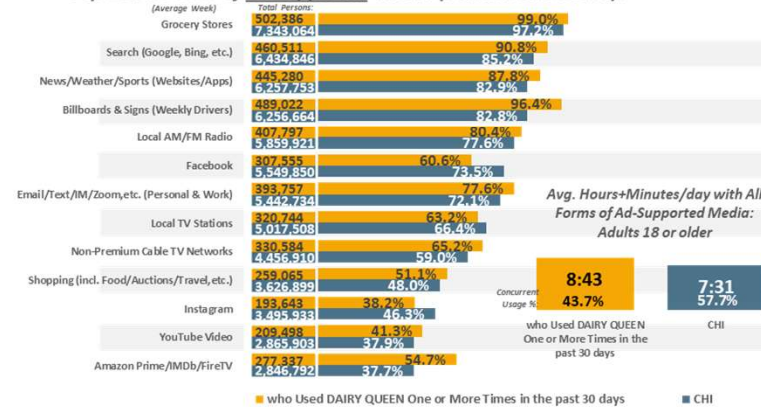
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



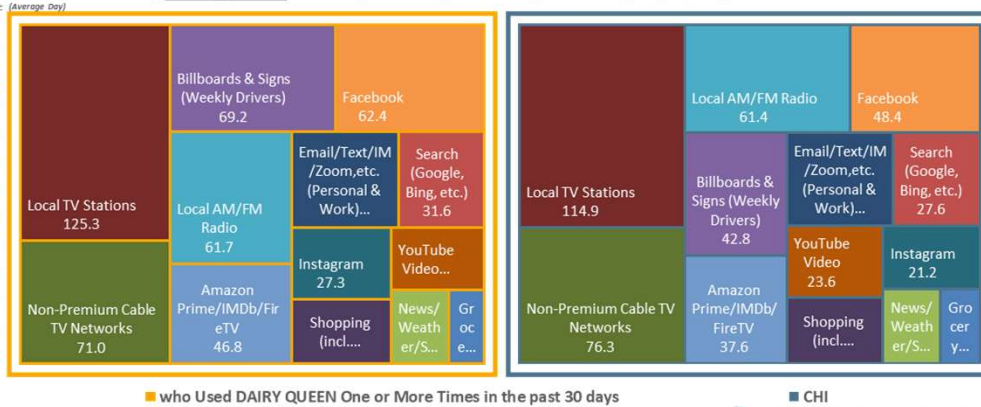
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 282
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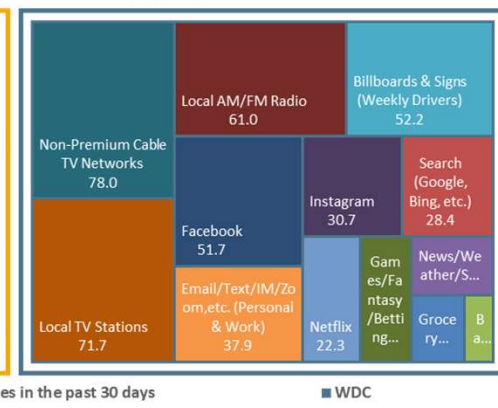
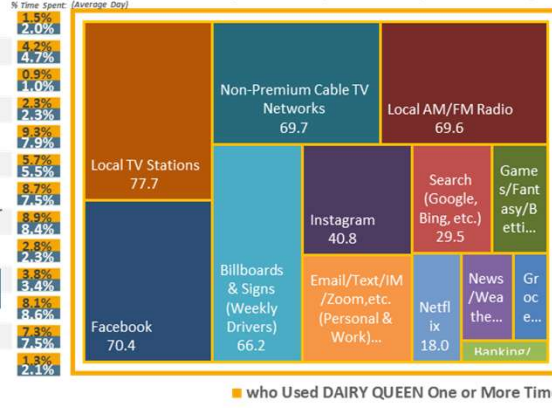
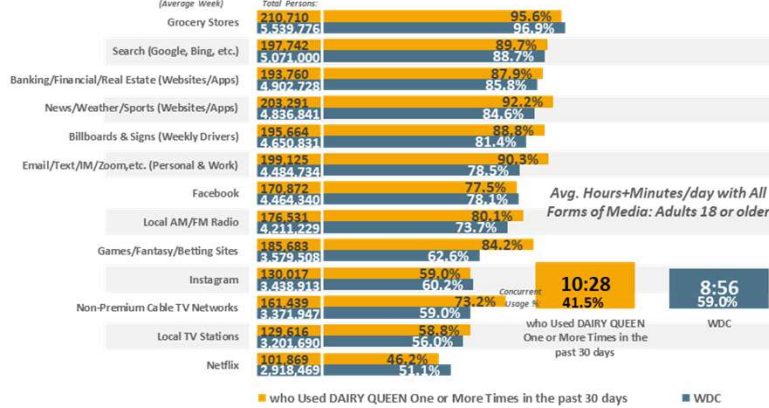
Quick service restaurants used past 30 days: Dairy Queen



Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

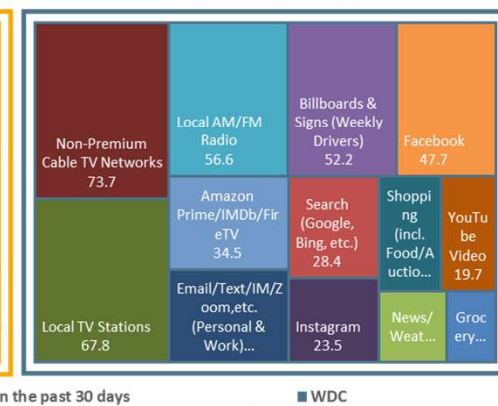
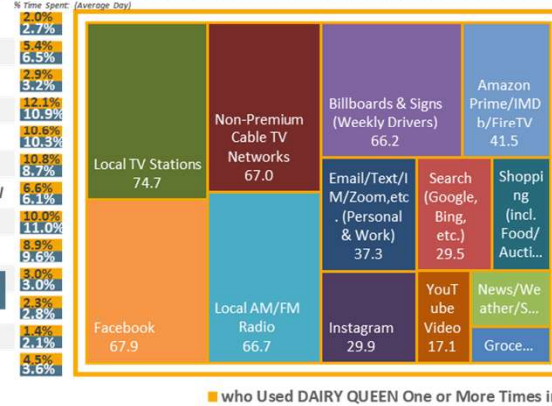
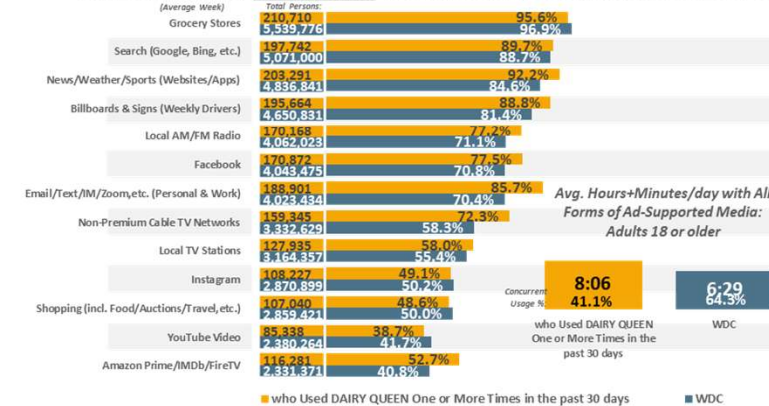
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

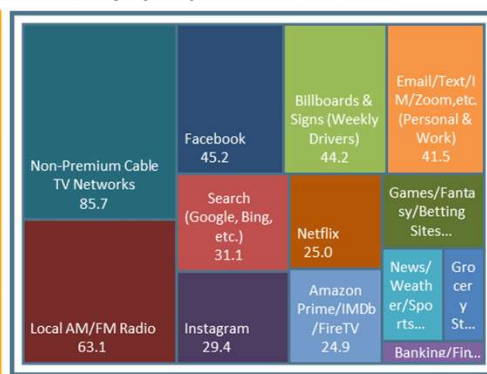
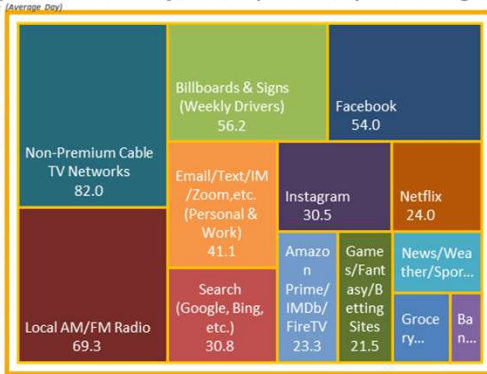
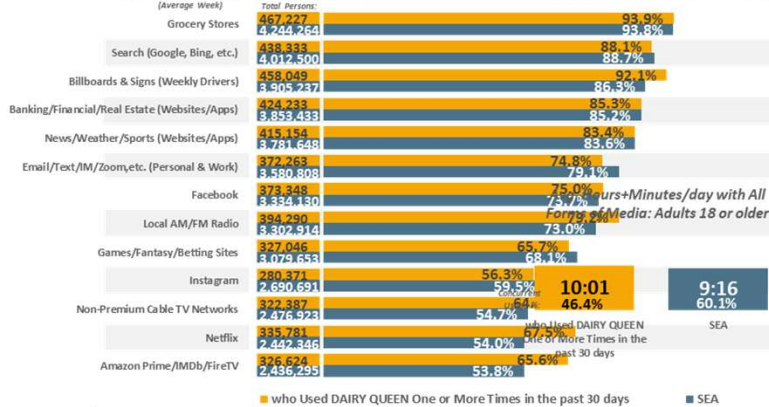




Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 64.4 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

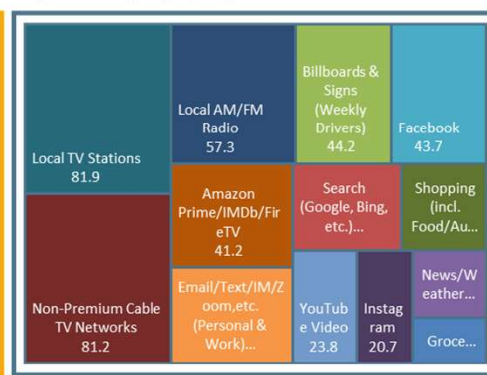
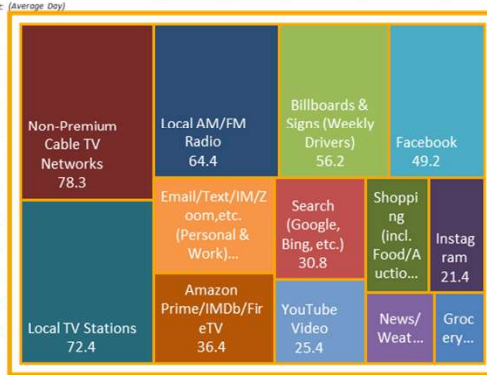
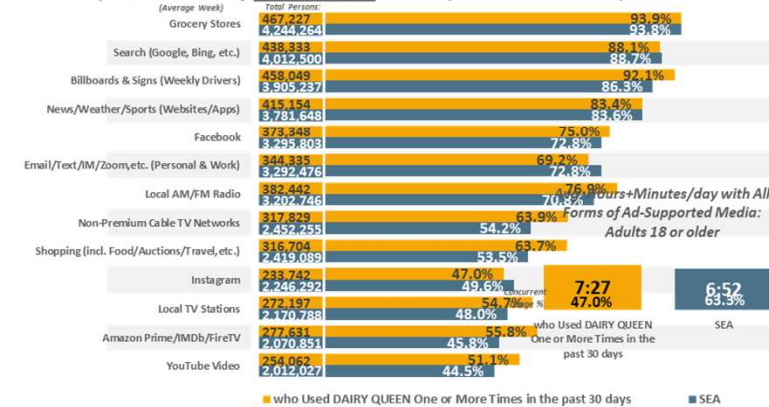
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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

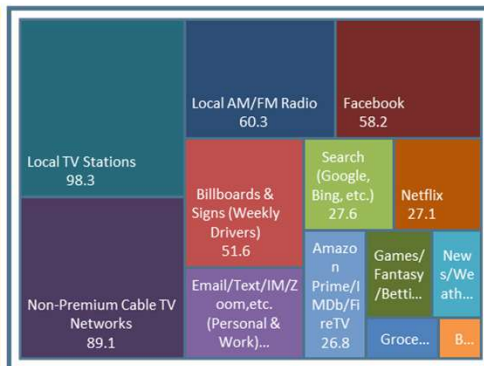
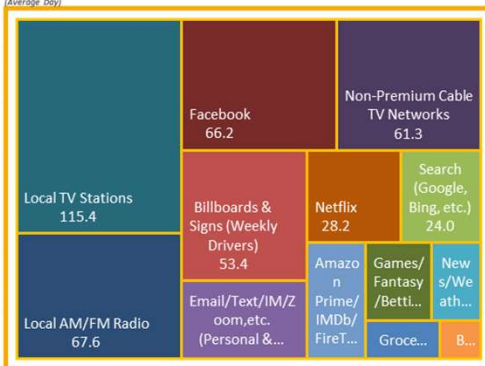
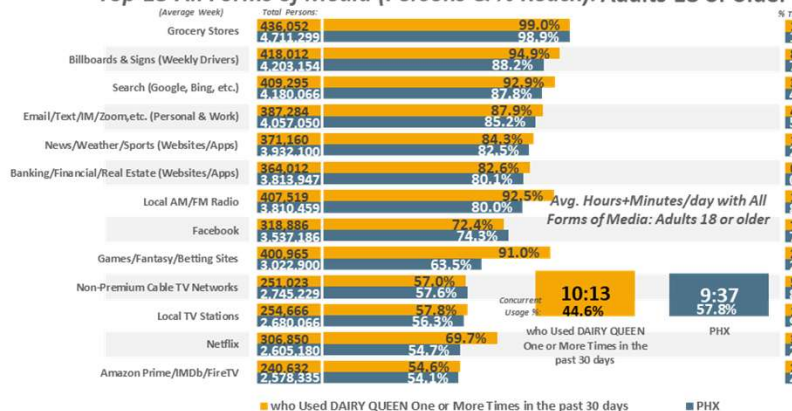




Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 90.% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

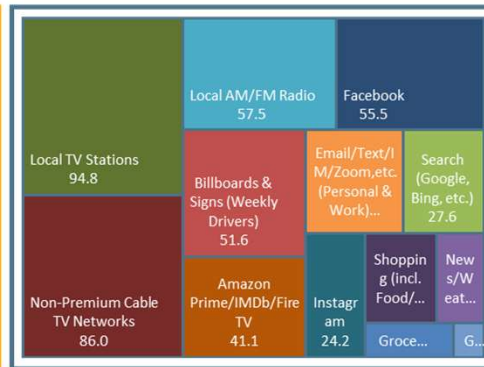
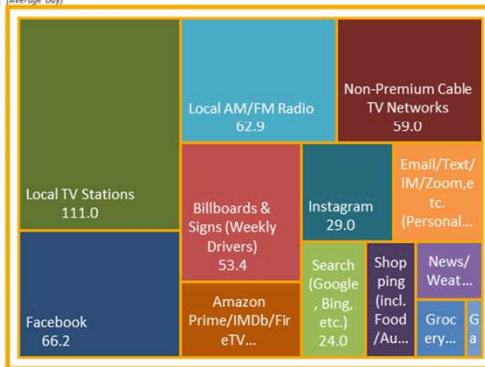
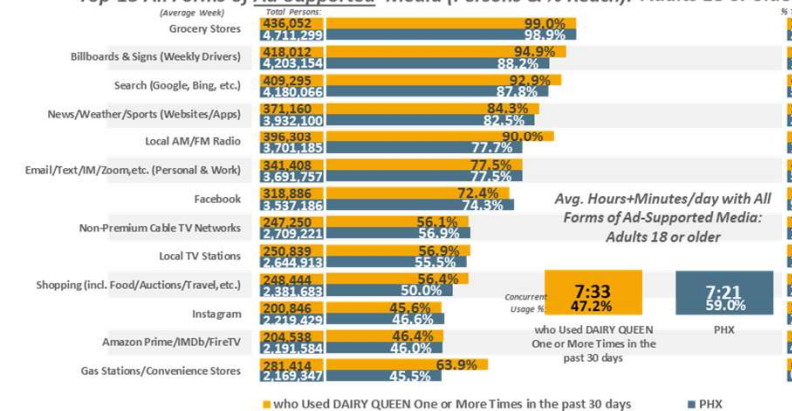
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

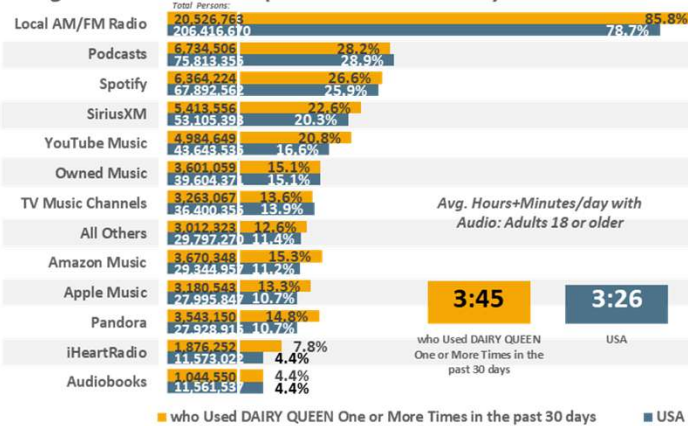
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



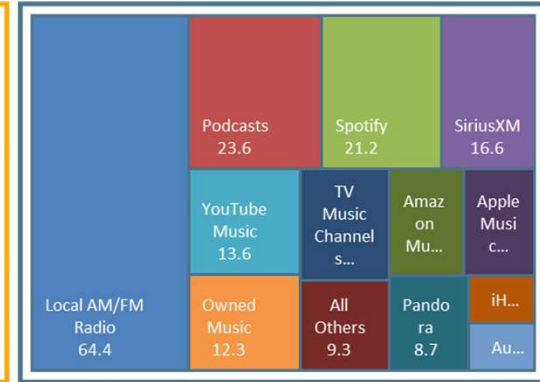
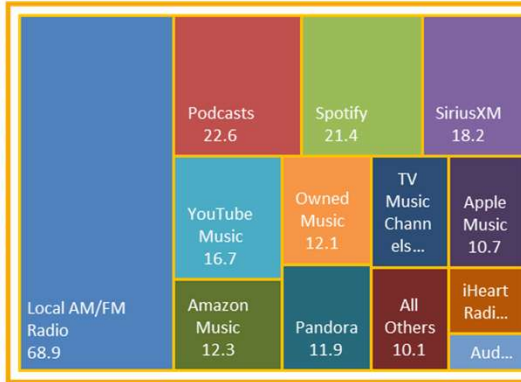


19,663,511 or 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

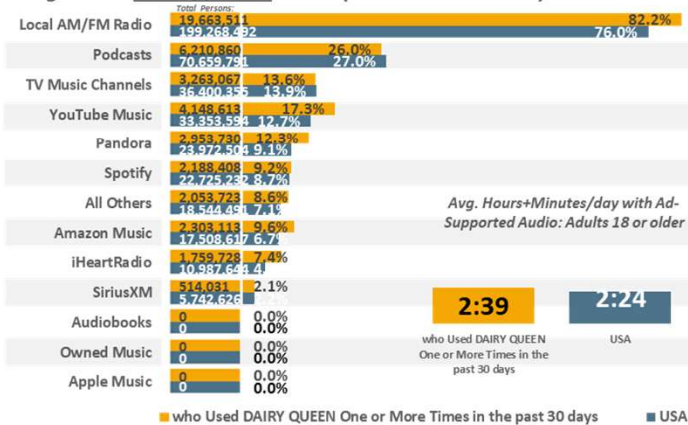
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



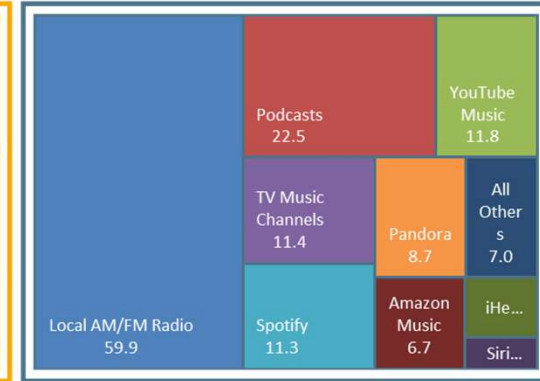
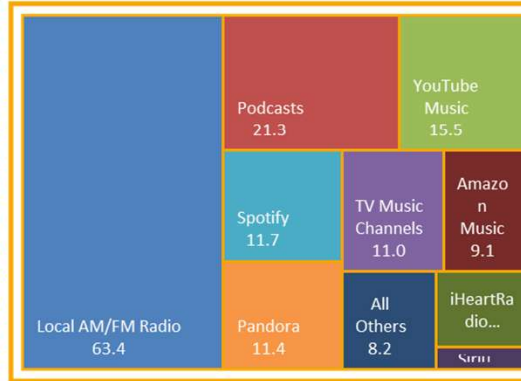
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

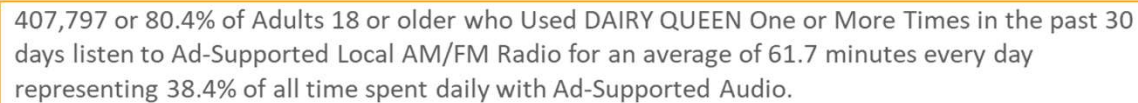


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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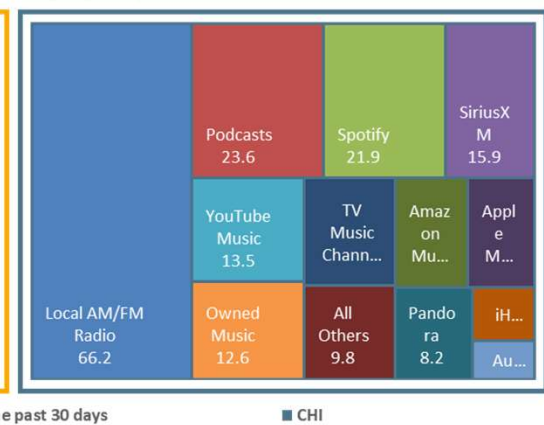
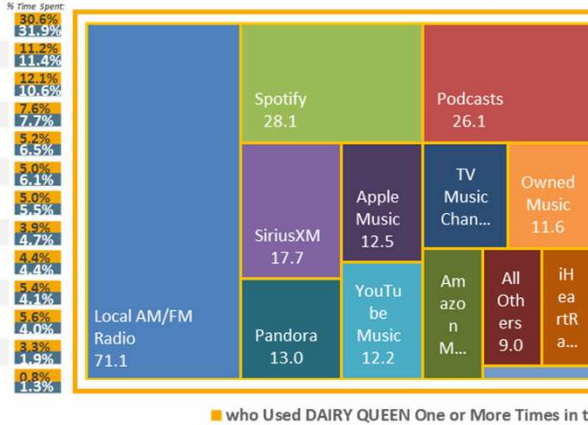
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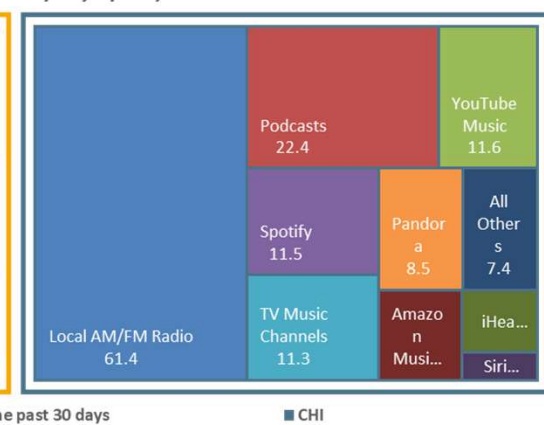
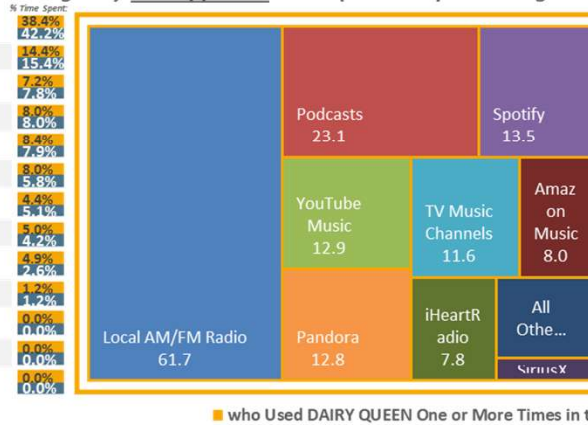
Quick service restaurants used past 30 days: Dairy Queen



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



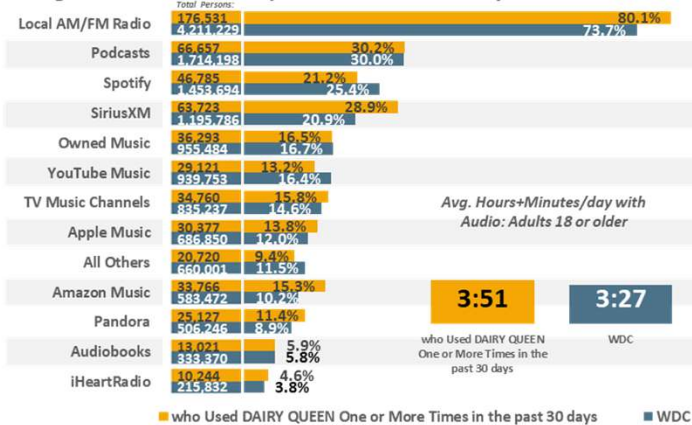
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



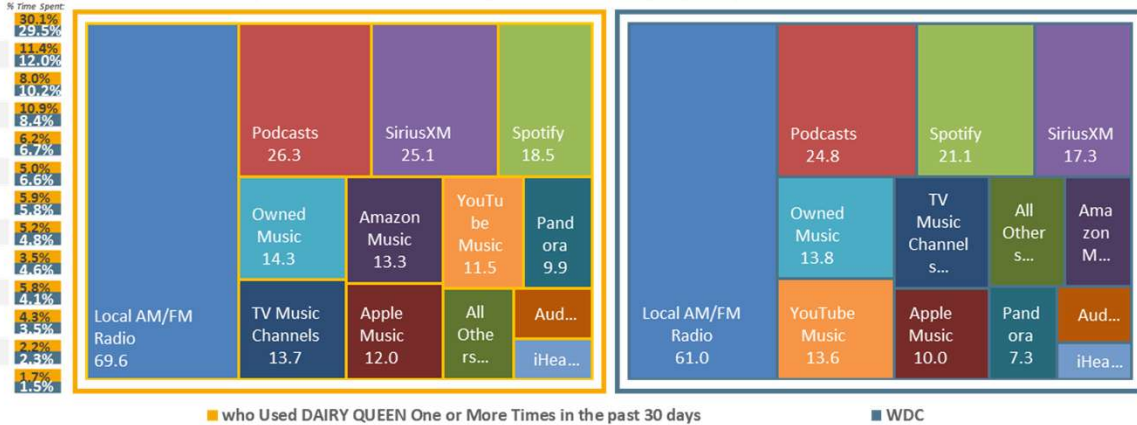


170,168 or 77.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

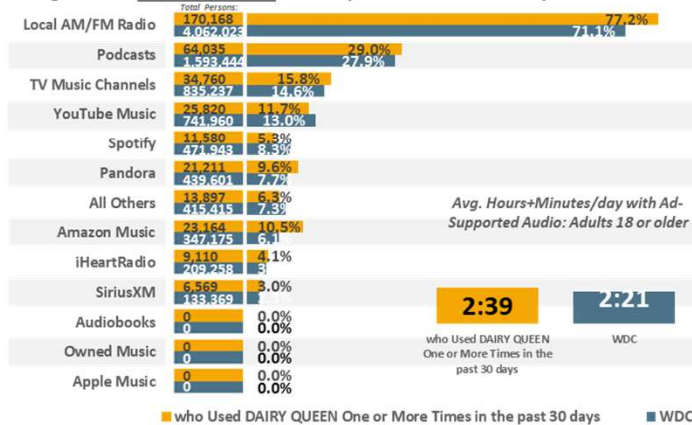
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



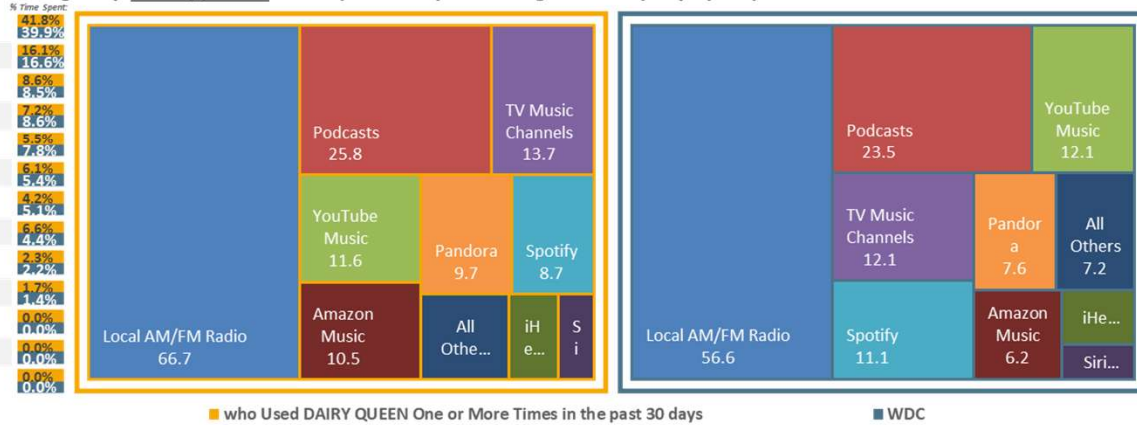
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



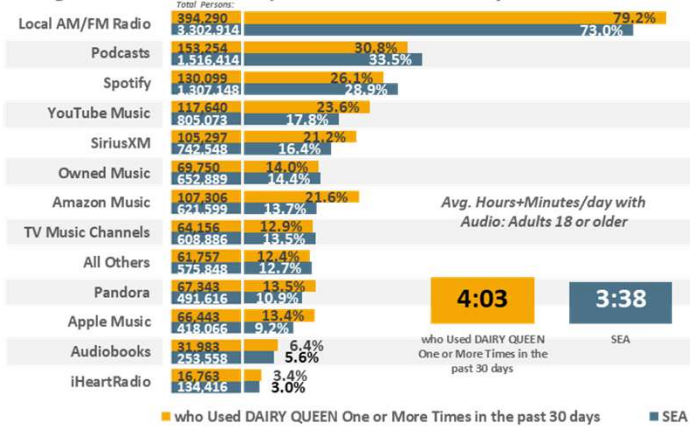
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



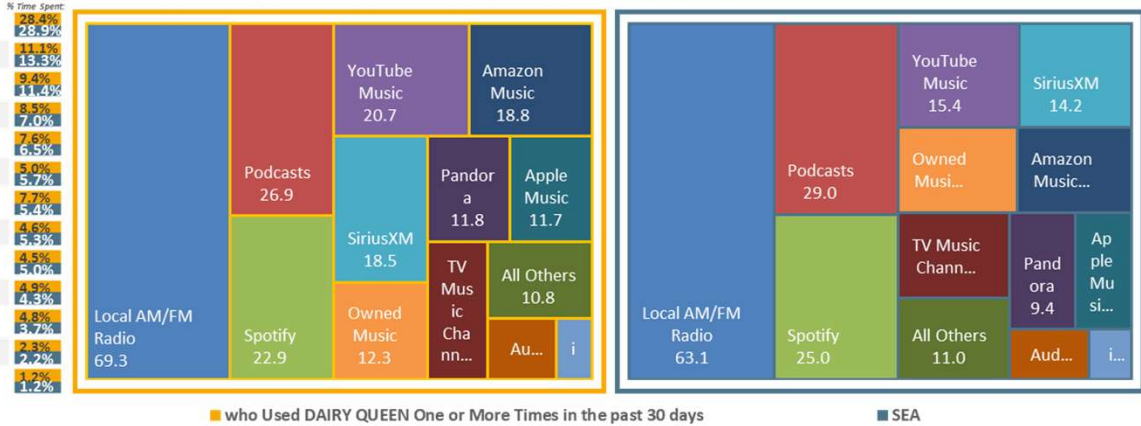


382,442 or 76.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

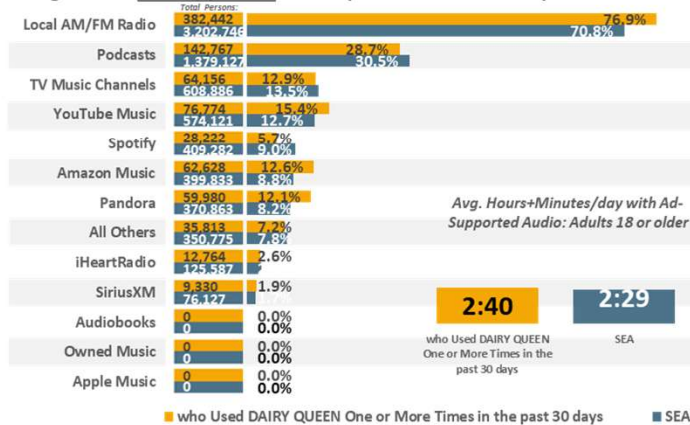
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



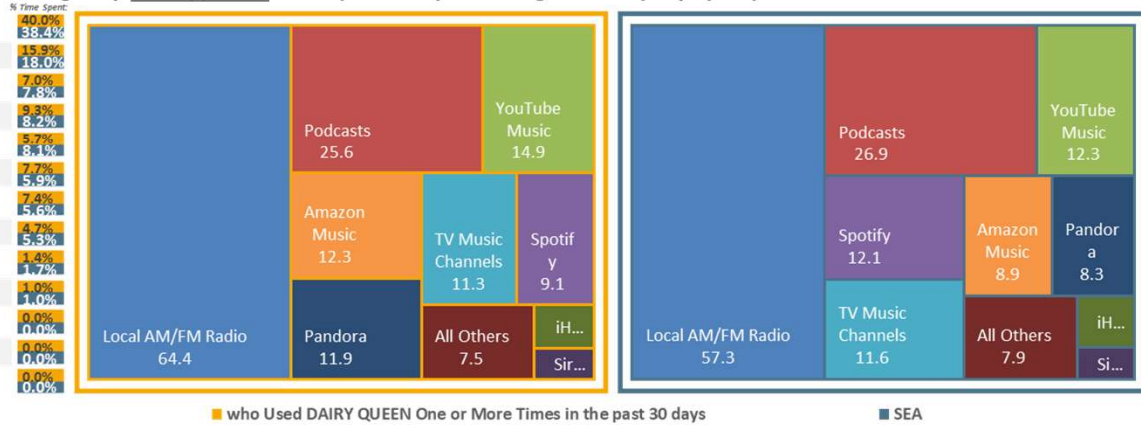
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



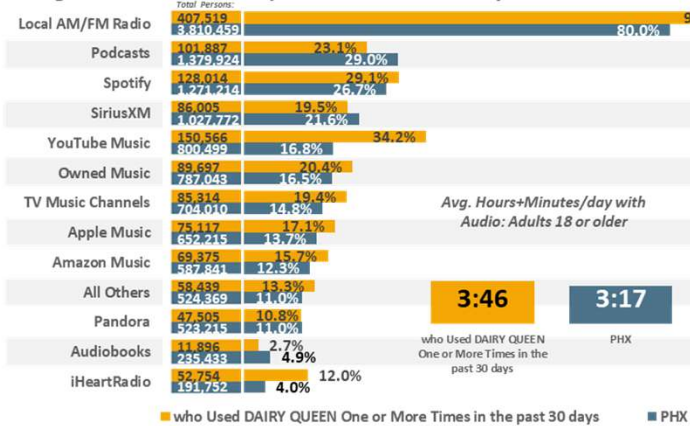
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



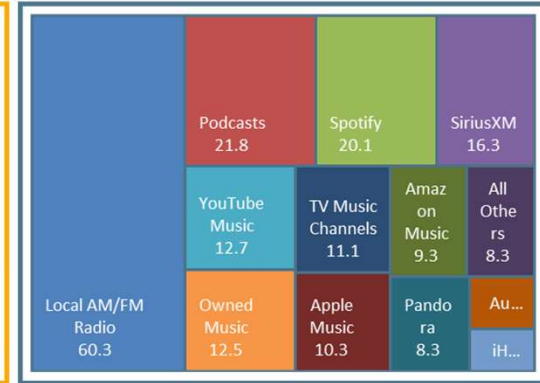
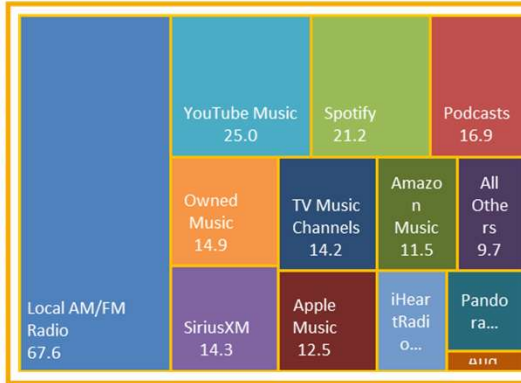


396,303 or 90.0% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

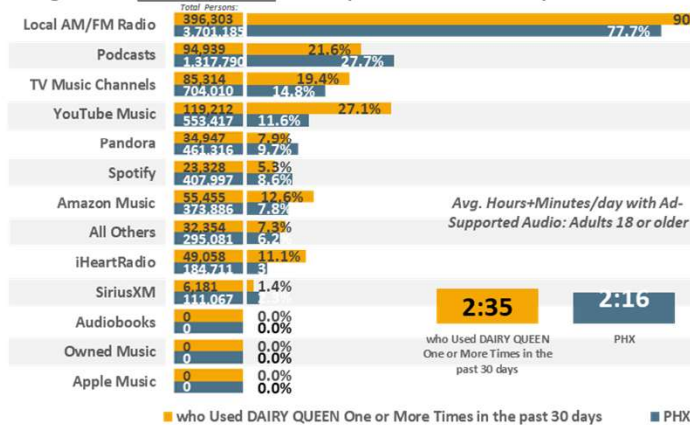
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



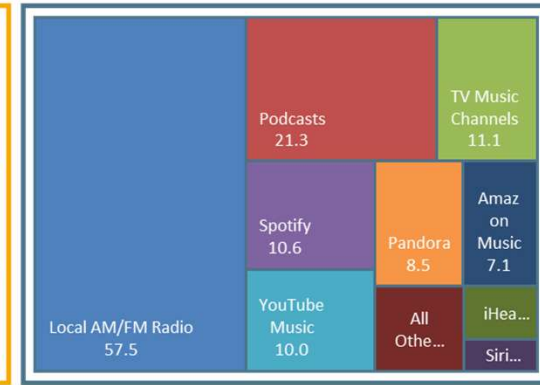
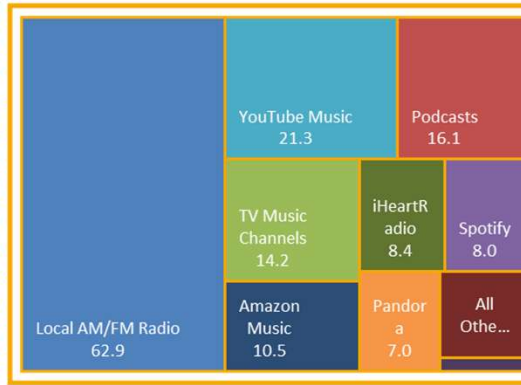
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



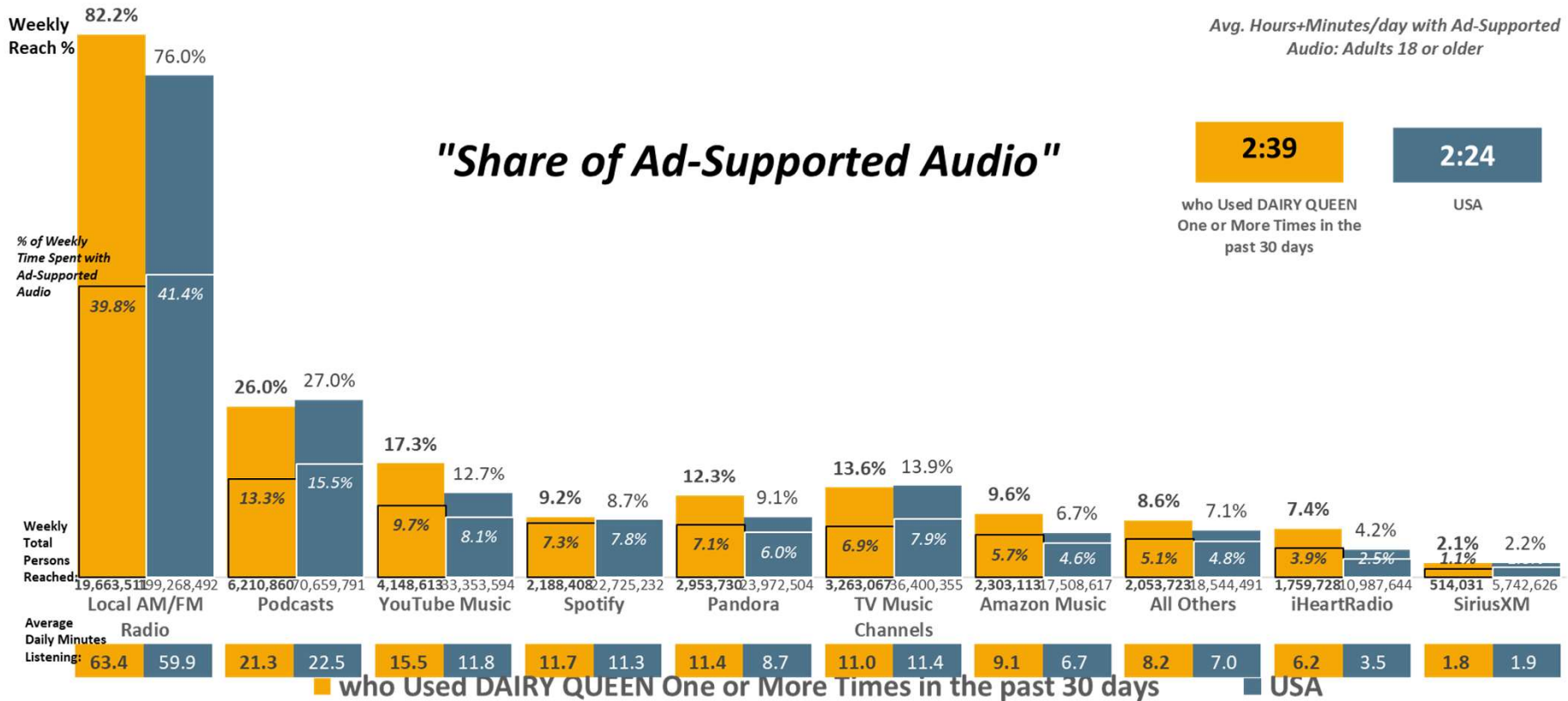
PHX DMA Scarborough R2 2025; Aug24-Jul25 Qual Intab 206
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Quick service restaurants used past 30 days: Dairy Queen

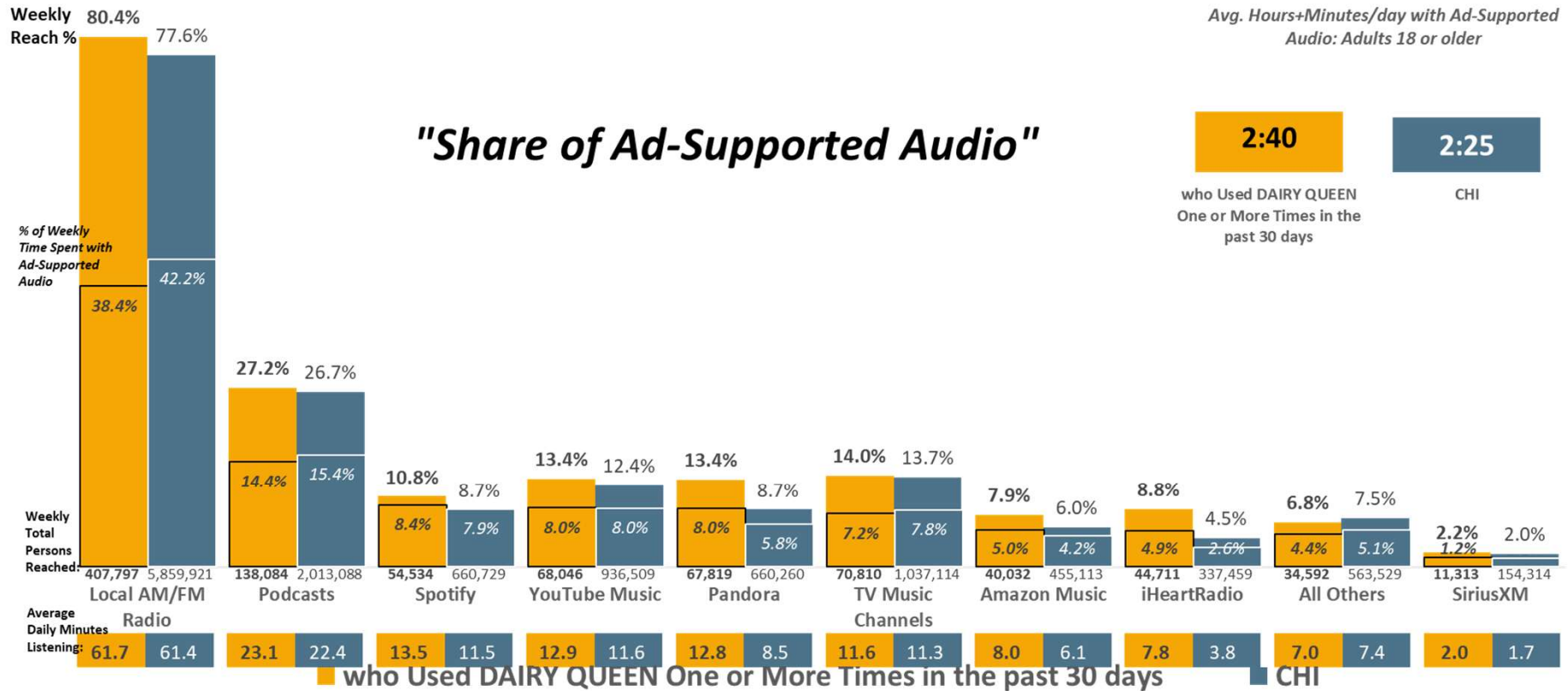


19,663,511 or 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.





407,797 or 80.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.7 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



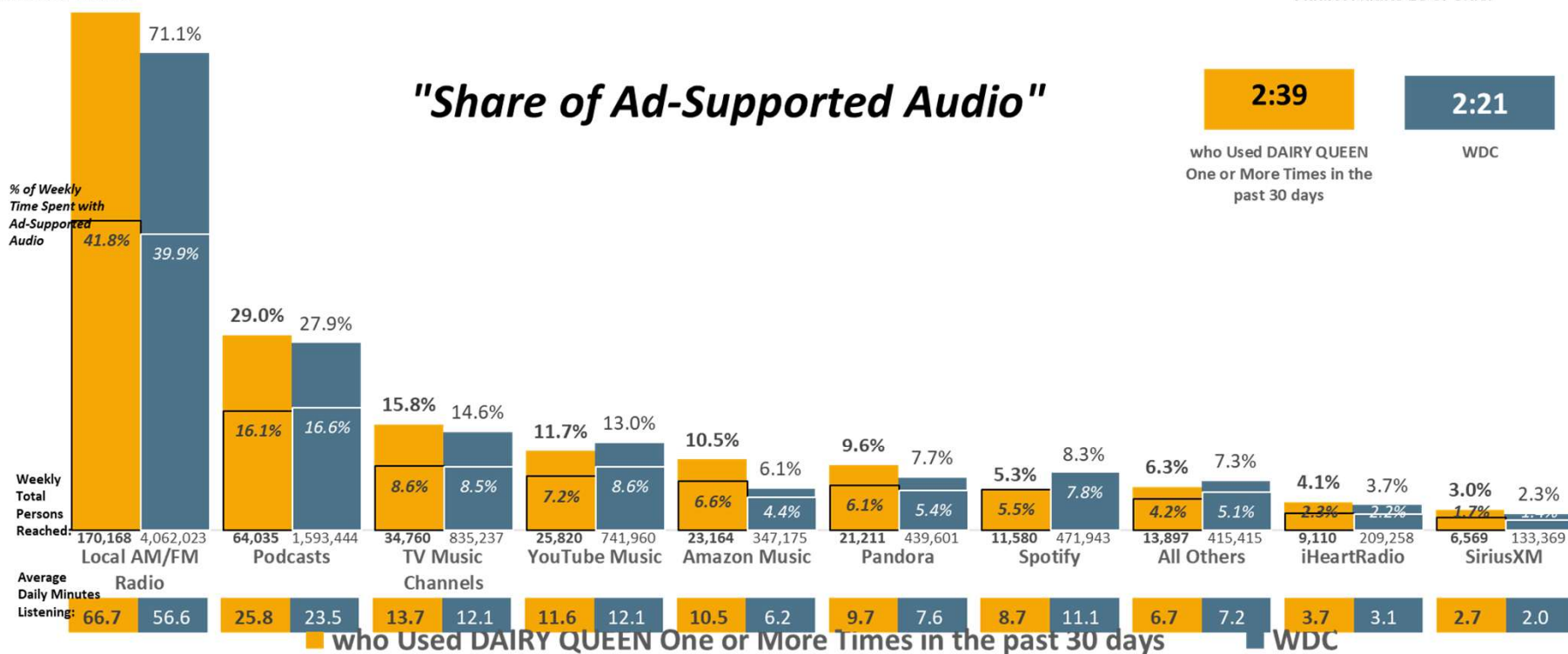


170,168 or 77.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.2%

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

"Share of Ad-Supported Audio"



2:39
who Used DAIRY QUEEN
One or More Times in the
past 30 days

2:21
WDC



382,442 or 76.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.4 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 76.9%

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

"Share of Ad-Supported Audio"

2:40

2:29

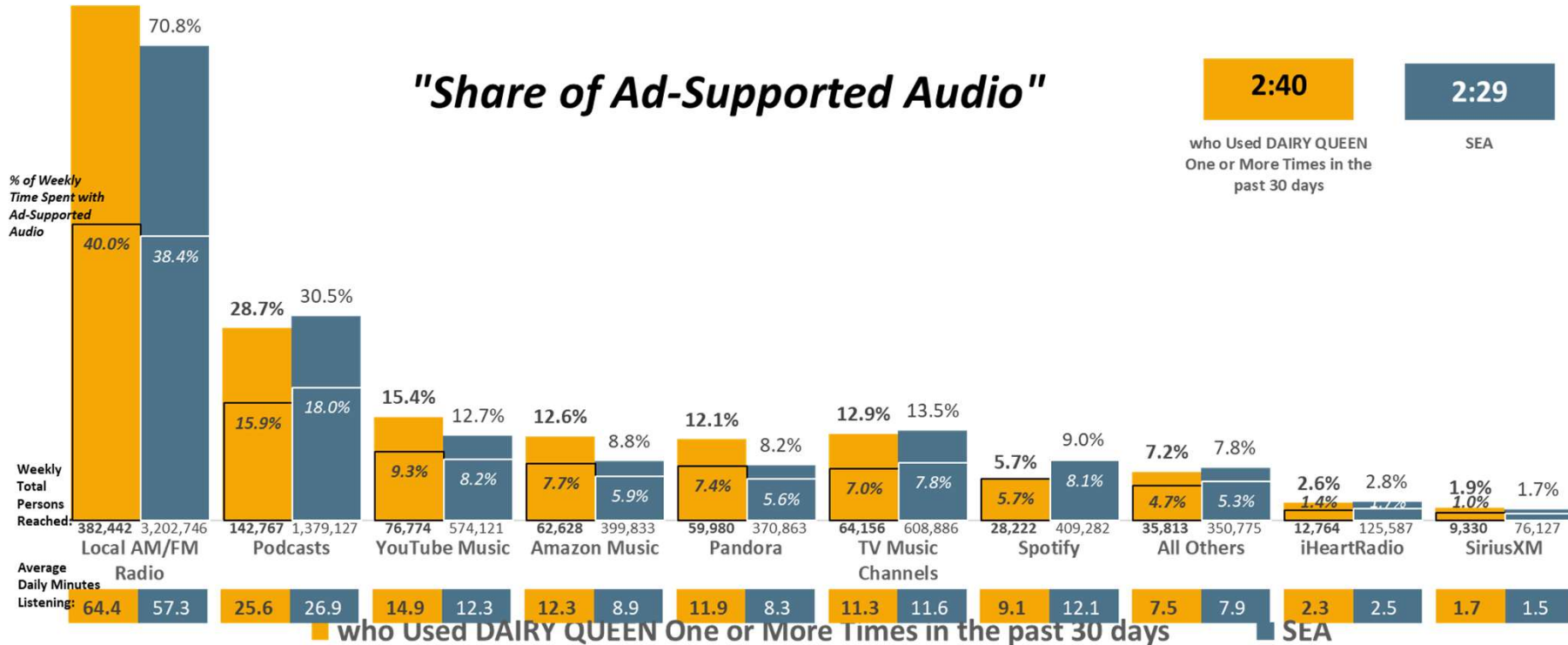
who Used DAIRY QUEEN
One or More Times in the
past 30 days

SEA

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached

Average
Daily Minutes
Listening





396,303 or 90.0% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

90.0%
77.7%

% of Weekly Time Spent with Ad-Supported Audio

40.4%
42.0%

Weekly Total Persons Reached

Average Daily Minutes Listening

"Share of Ad-Supported Audio"

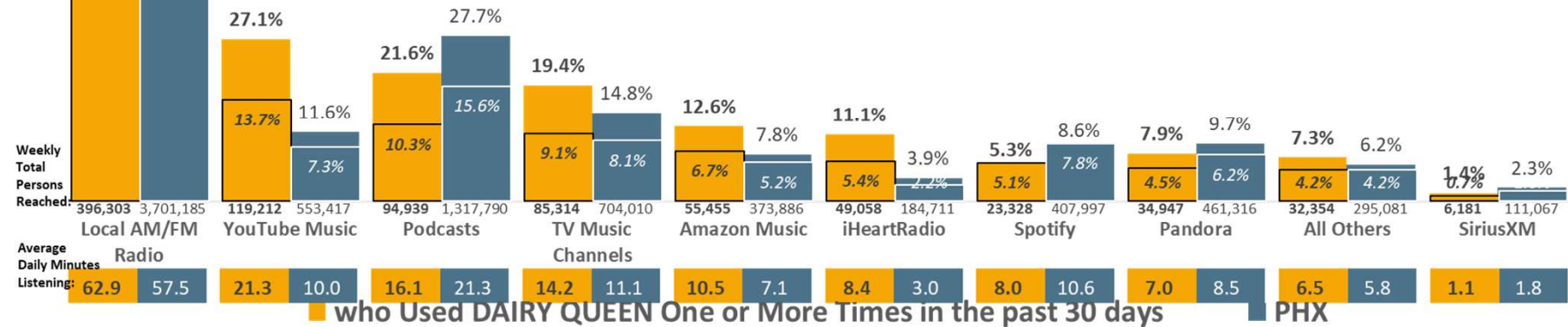
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:35

2:16

who Used DAIRY QUEEN One or More Times in the past 30 days

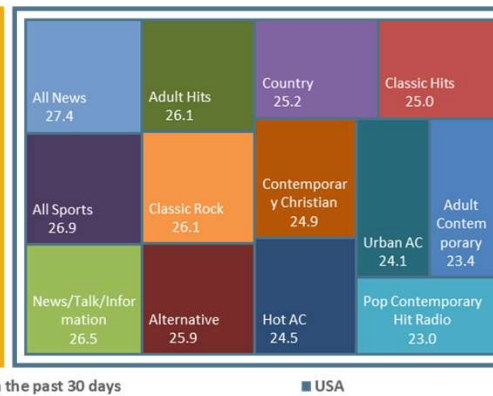
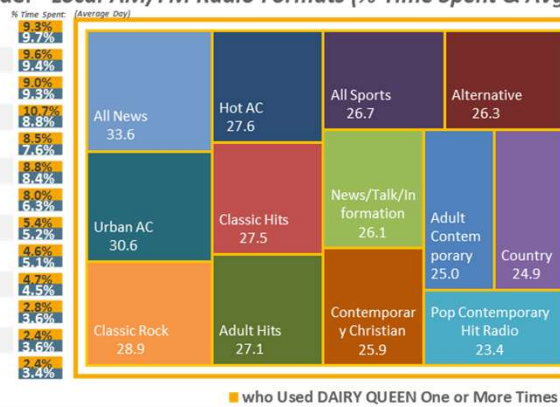
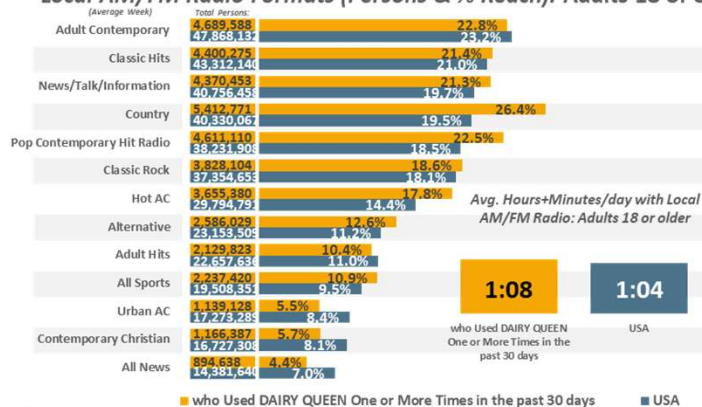
PHX



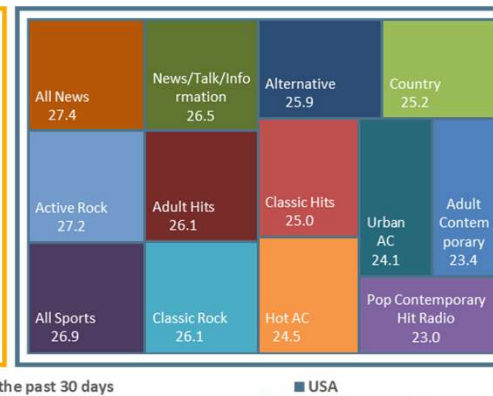
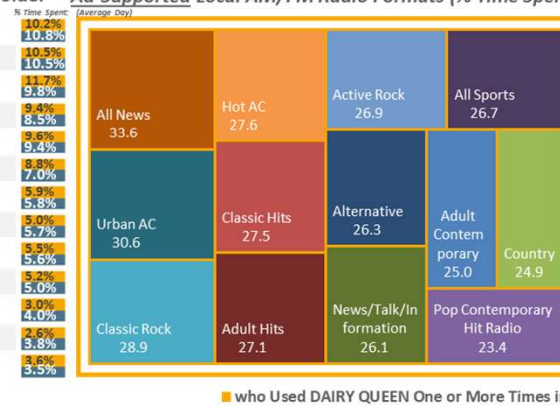
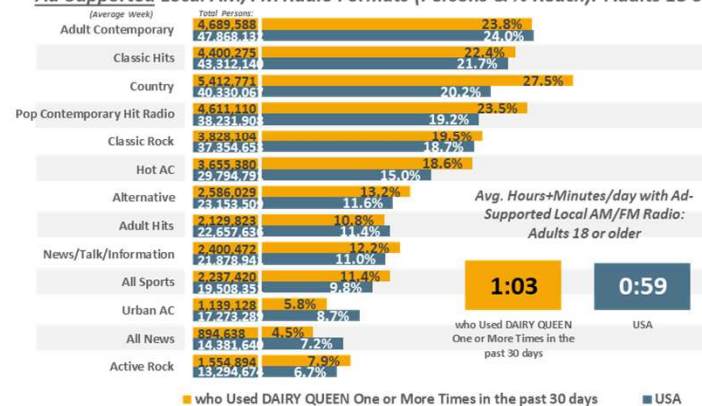


19,663,511 or 82.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

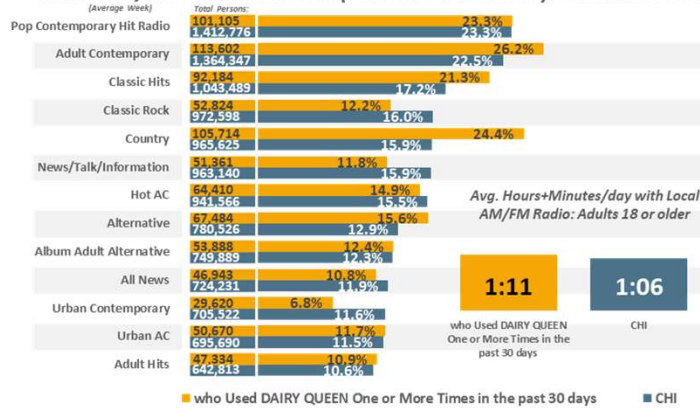
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Quick service restaurants used past 30 days: Dairy Queen

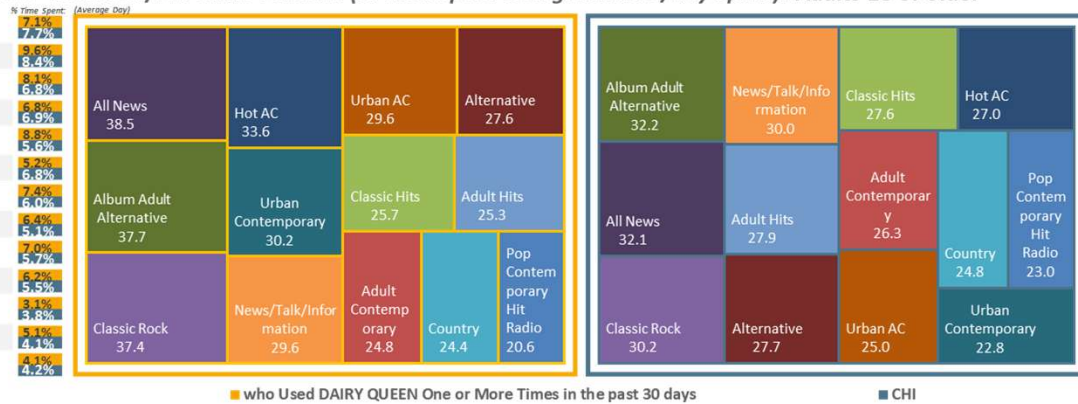


407,797 or 80.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Alternative.

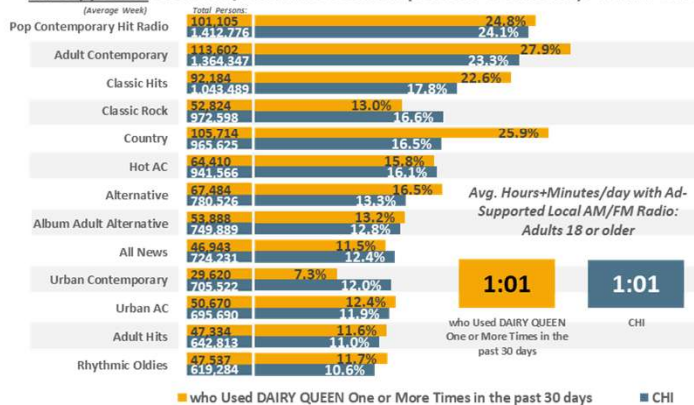
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



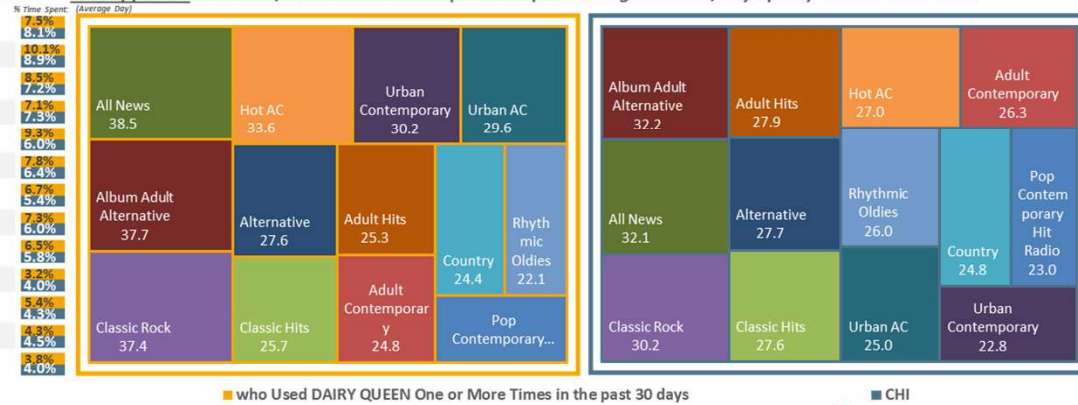
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 282
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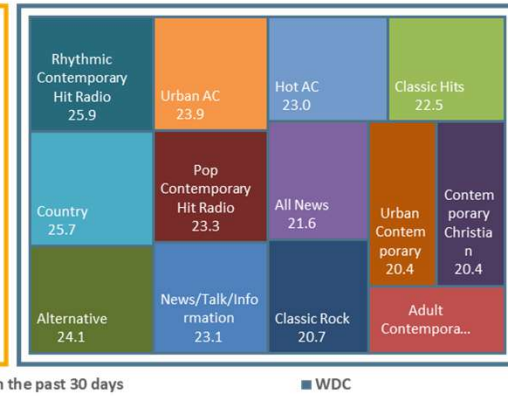
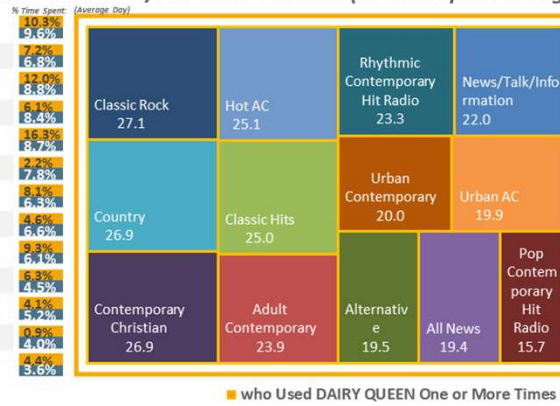
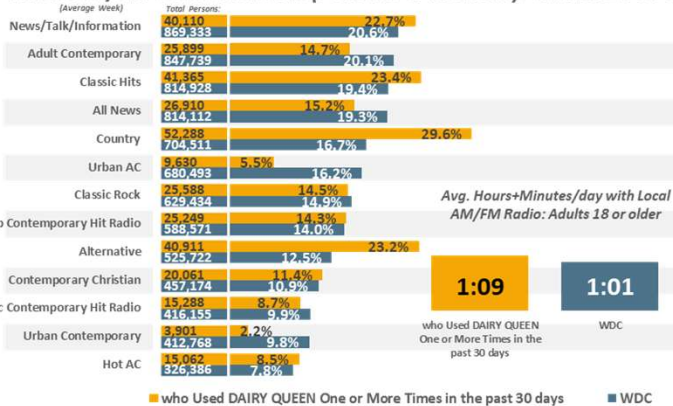
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Quick service restaurants used past 30 days: Dairy Queen

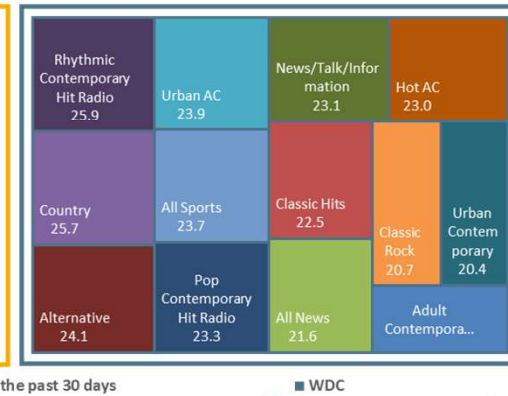
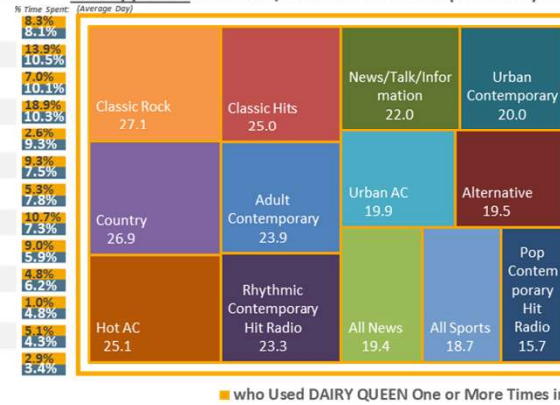
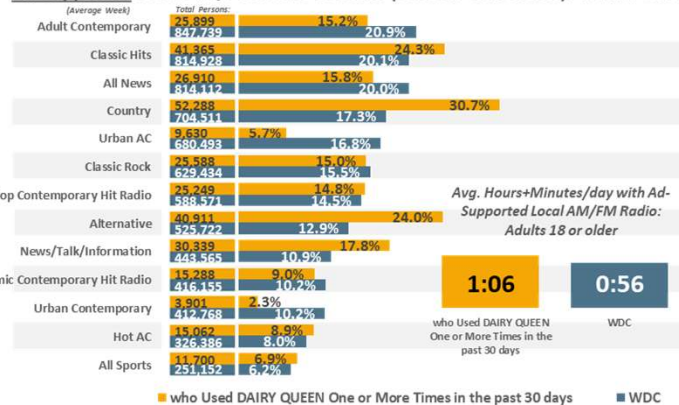


170,168 or 77.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Alternative, News/Talk/Information, and All News.

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**



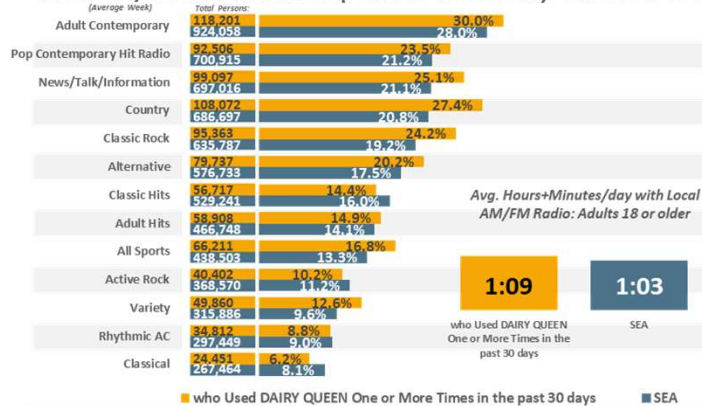
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



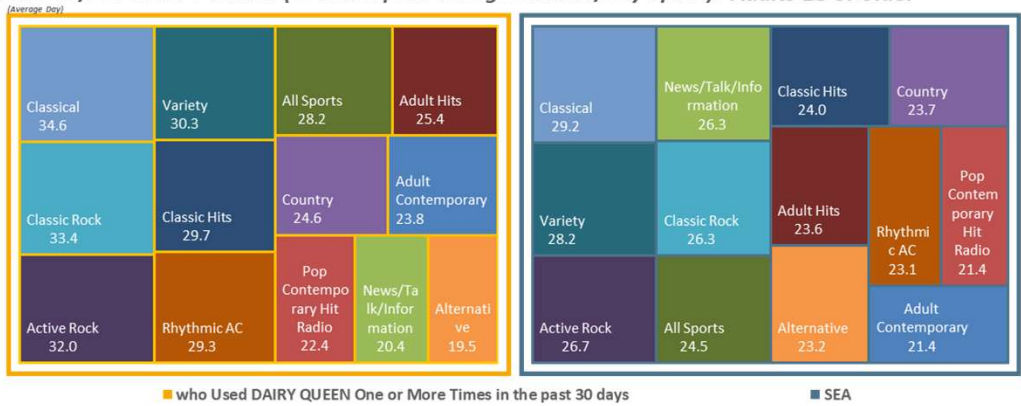


382,442 or 76.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Pop Contemporary Hit Radio, and Alternative.

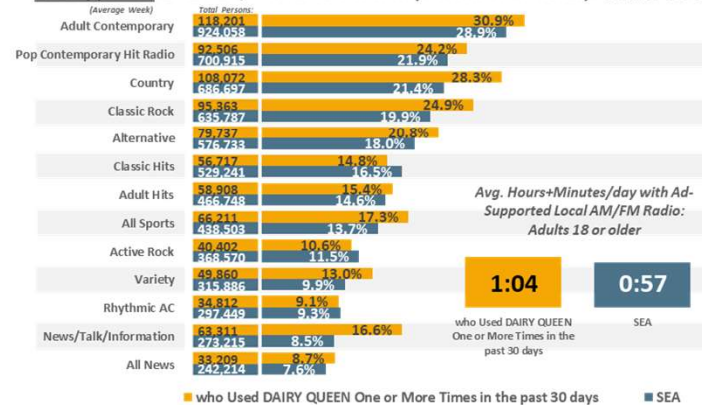
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



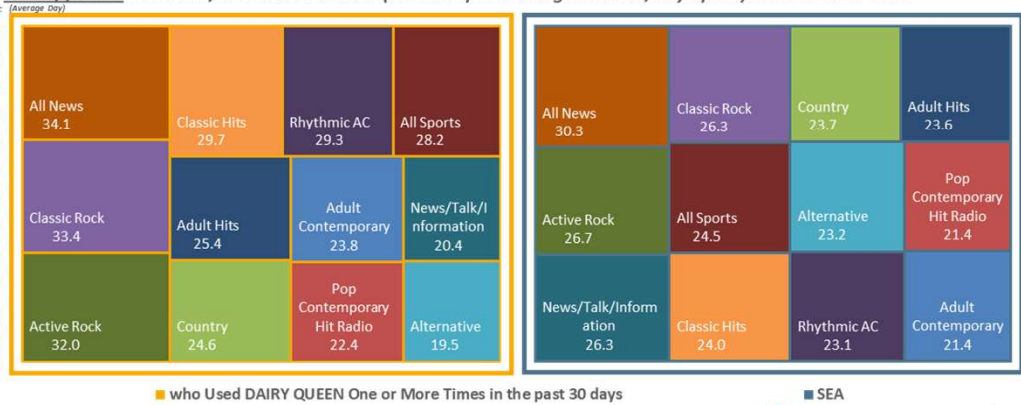
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



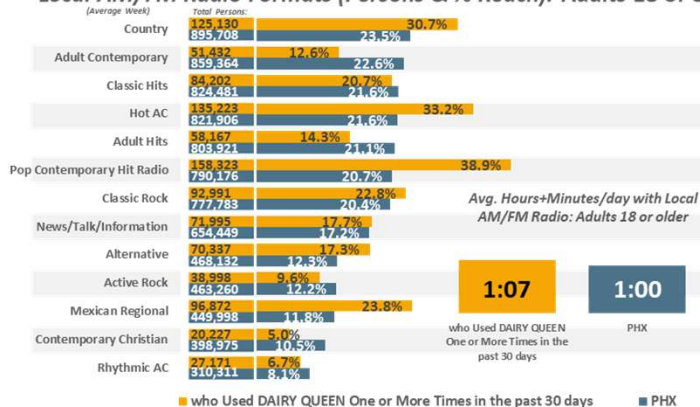
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



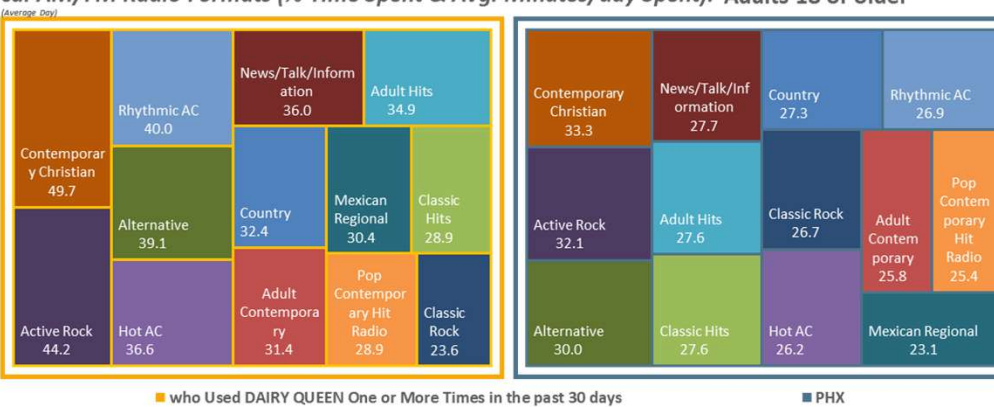


396,303 or 90.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Country, Spanish Adult Hits, and Mexican Regional.

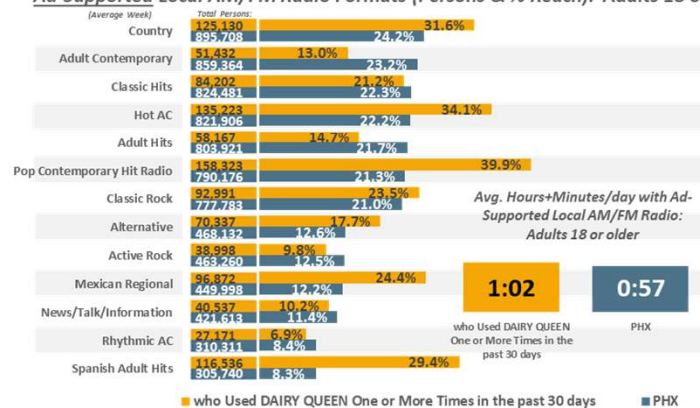
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



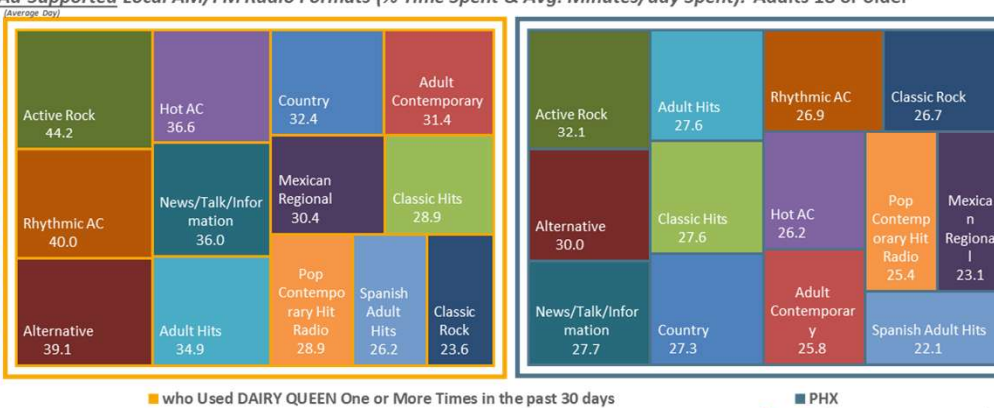
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

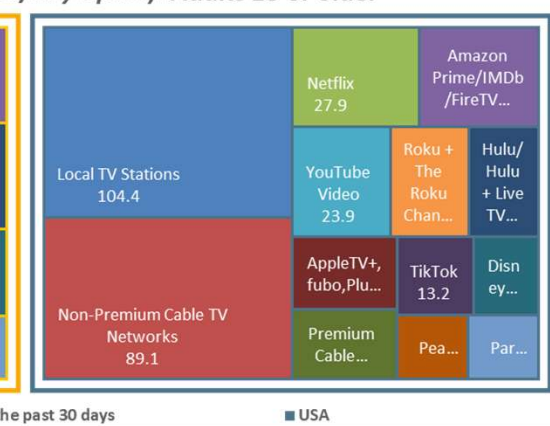
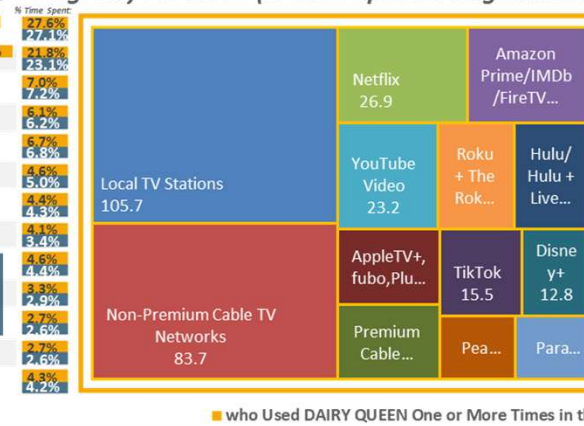
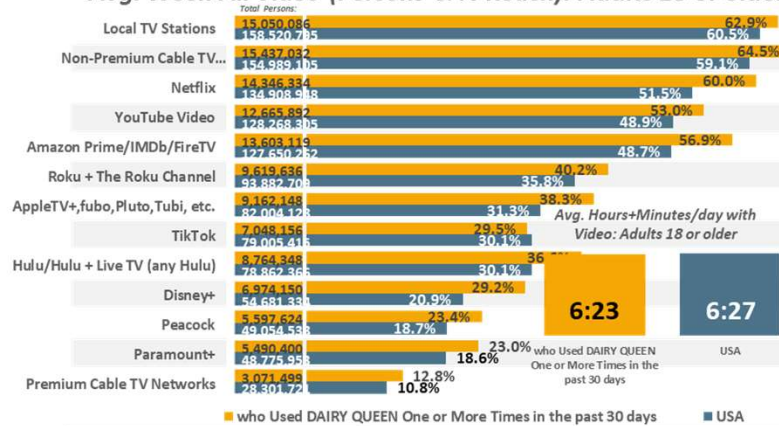




14,827,199 or 62.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

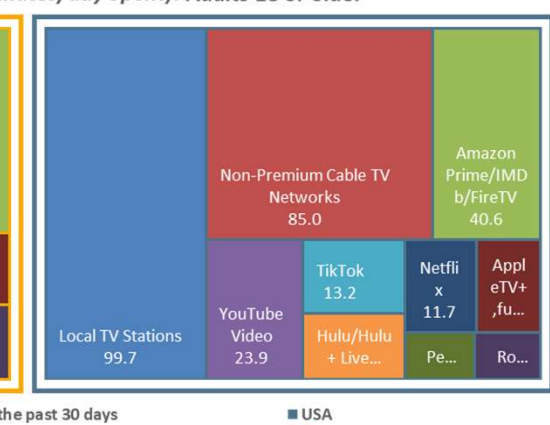
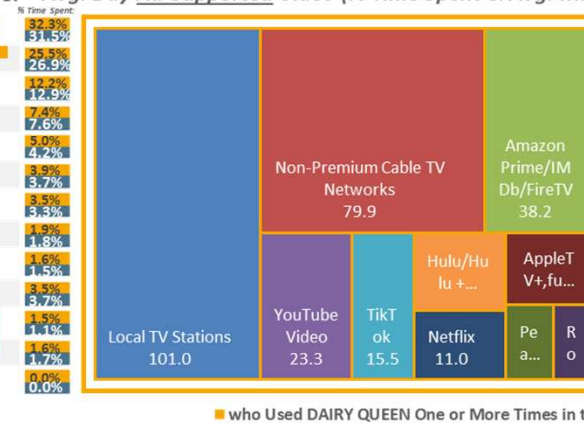
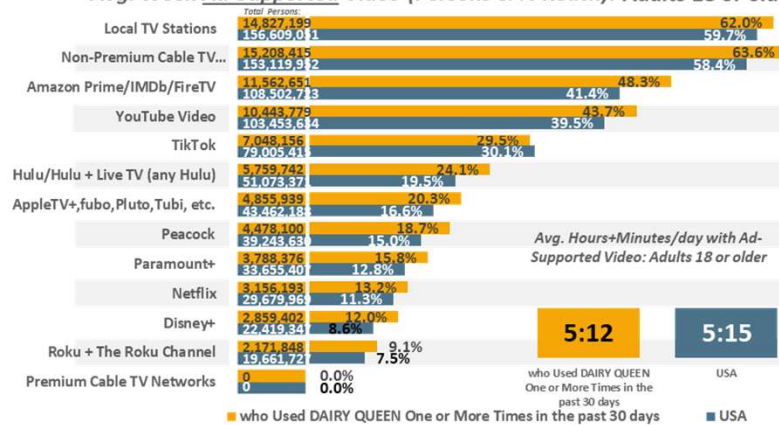
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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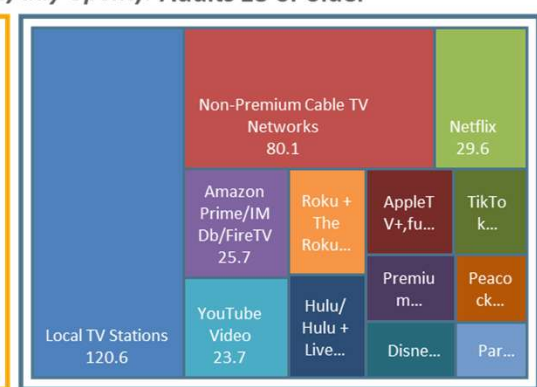
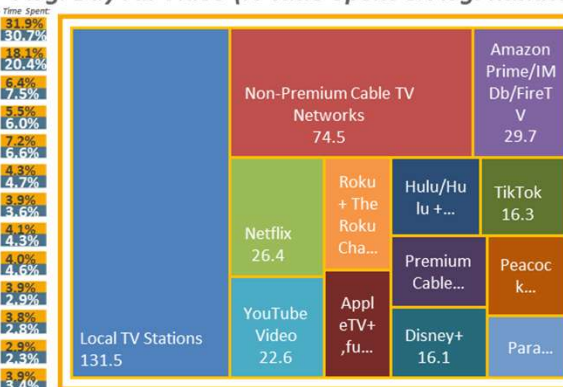
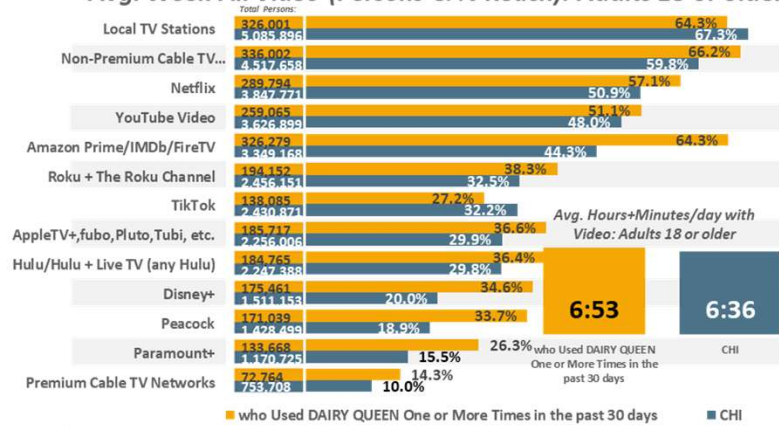
Quick service restaurants used past 30 days: Dairy Queen



320,744 or 63.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 125.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

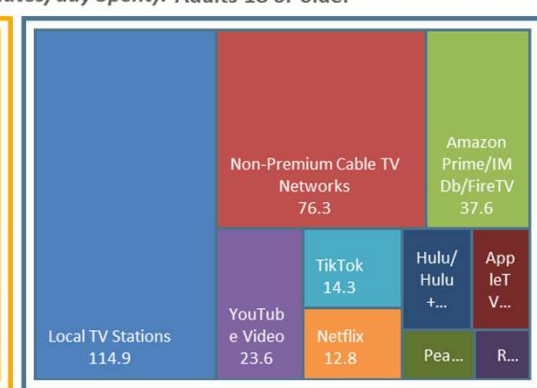
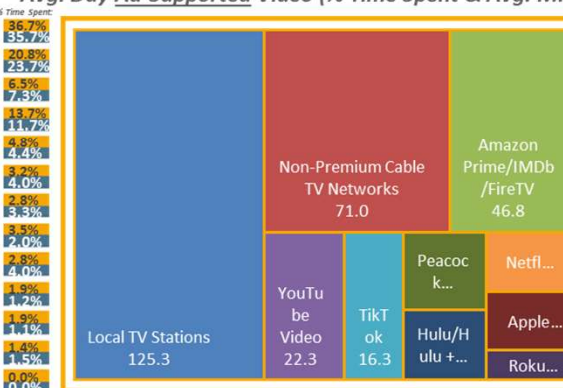
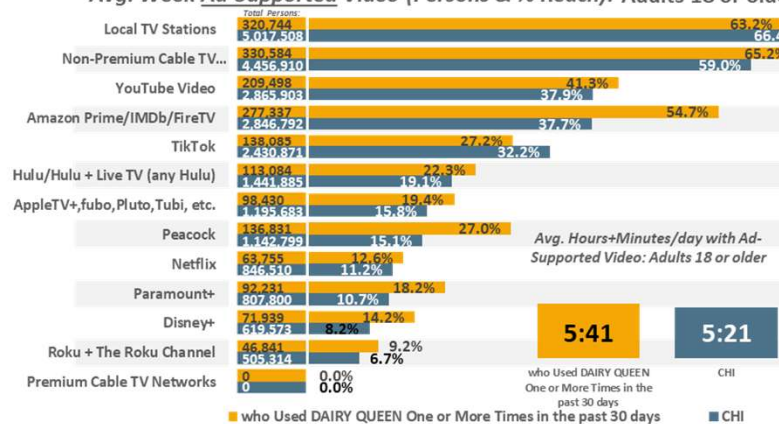
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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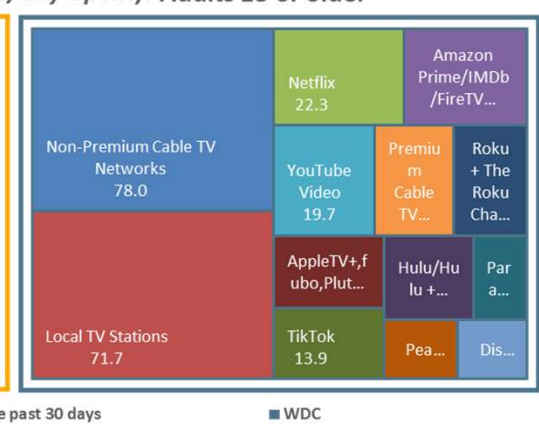
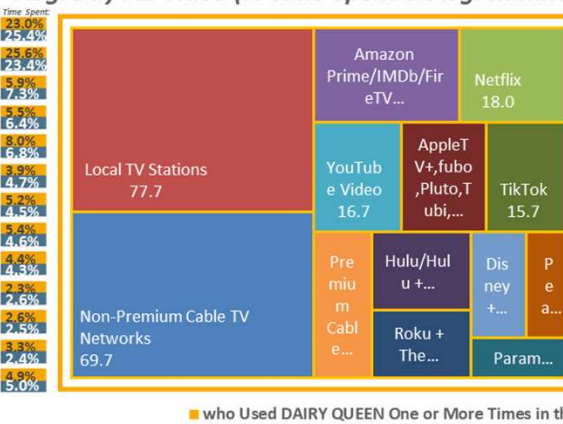
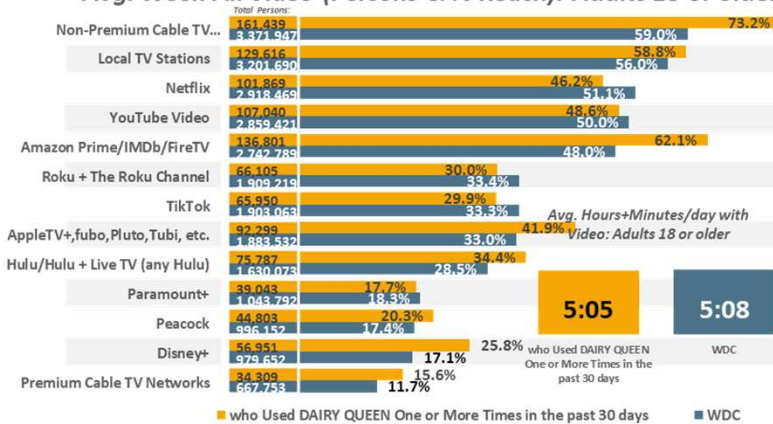
Quick service restaurants used past 30 days: Dairy Queen



127,935 or 58.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

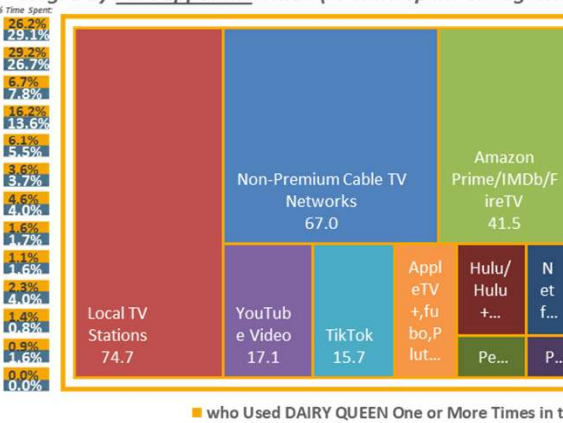
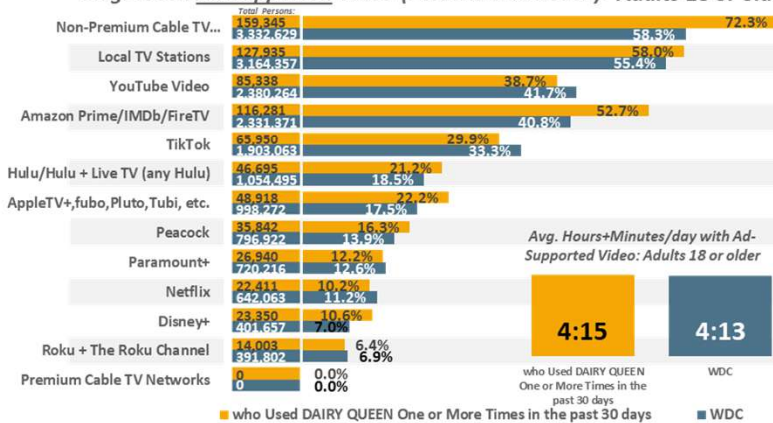
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

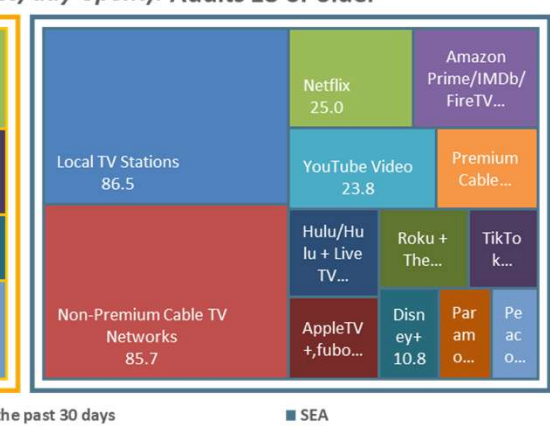
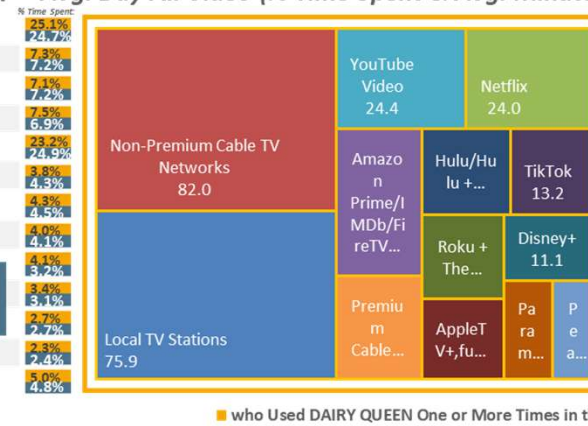
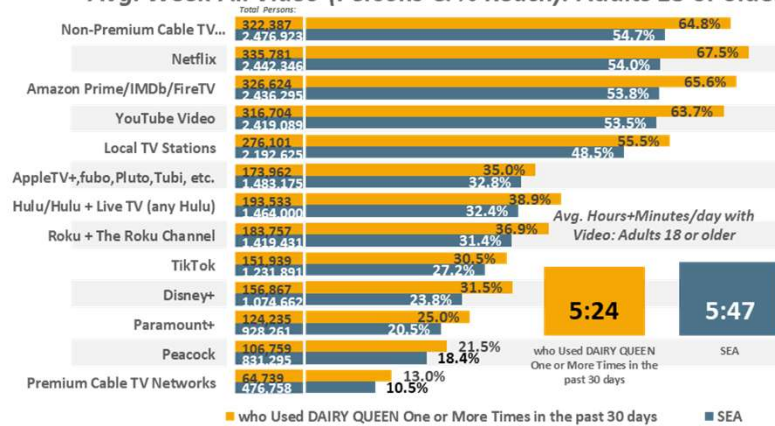




272,197 or 54.7% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

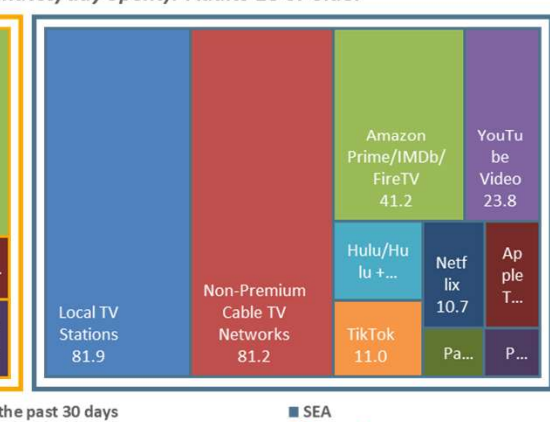
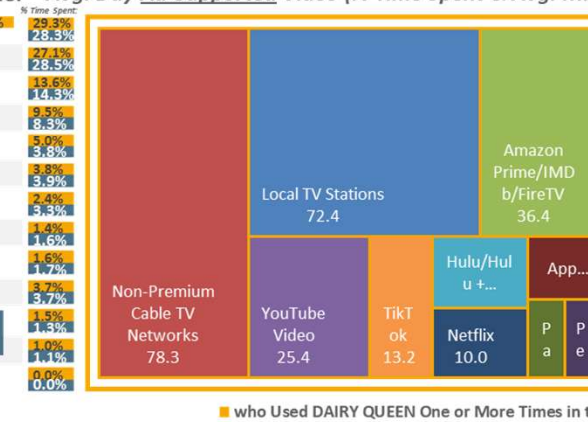
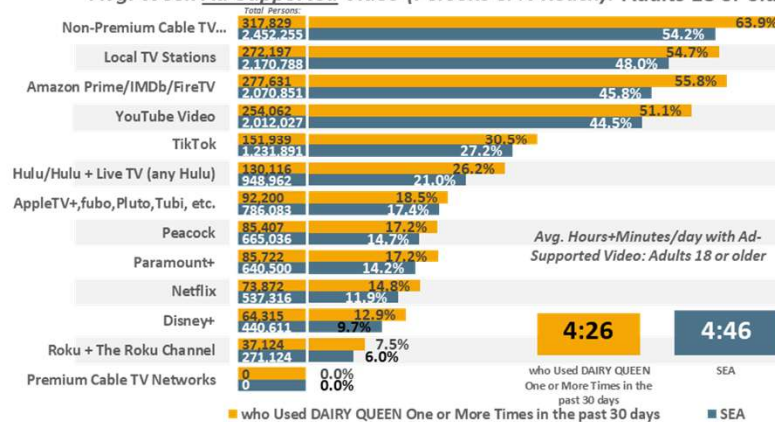
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 434
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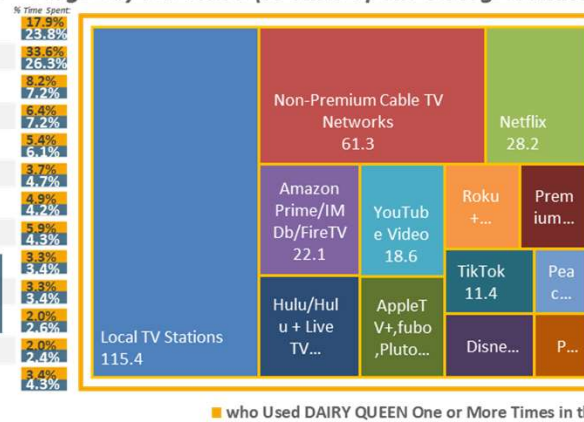
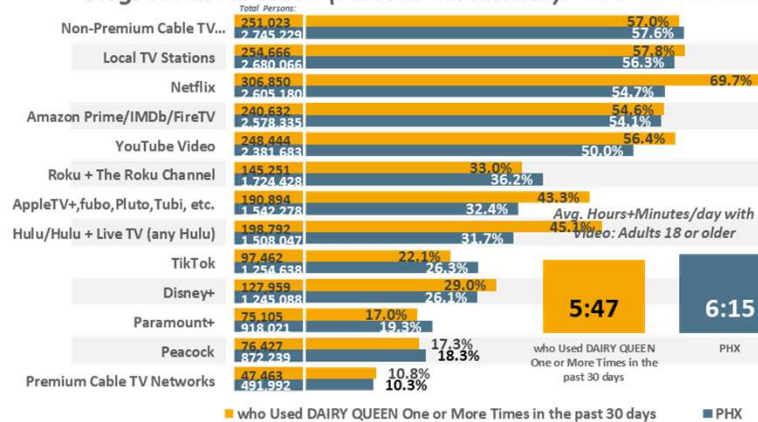
Quick service restaurants used past 30 days: Dairy Queen



250,839 or 56.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 39.5% of all time spent daily with Ad-Supported Video.

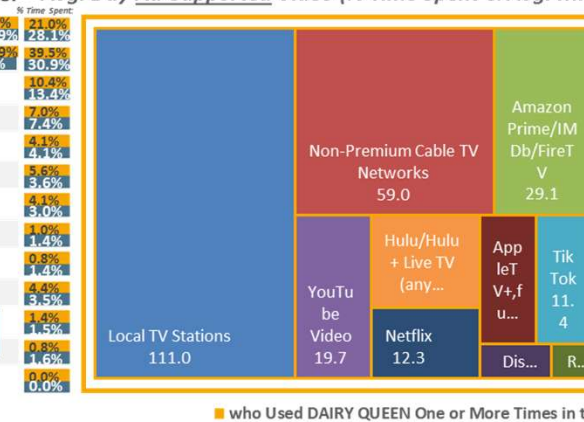
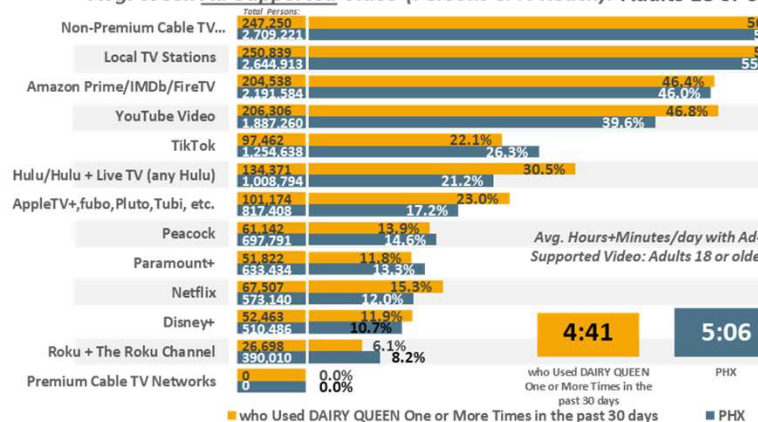
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

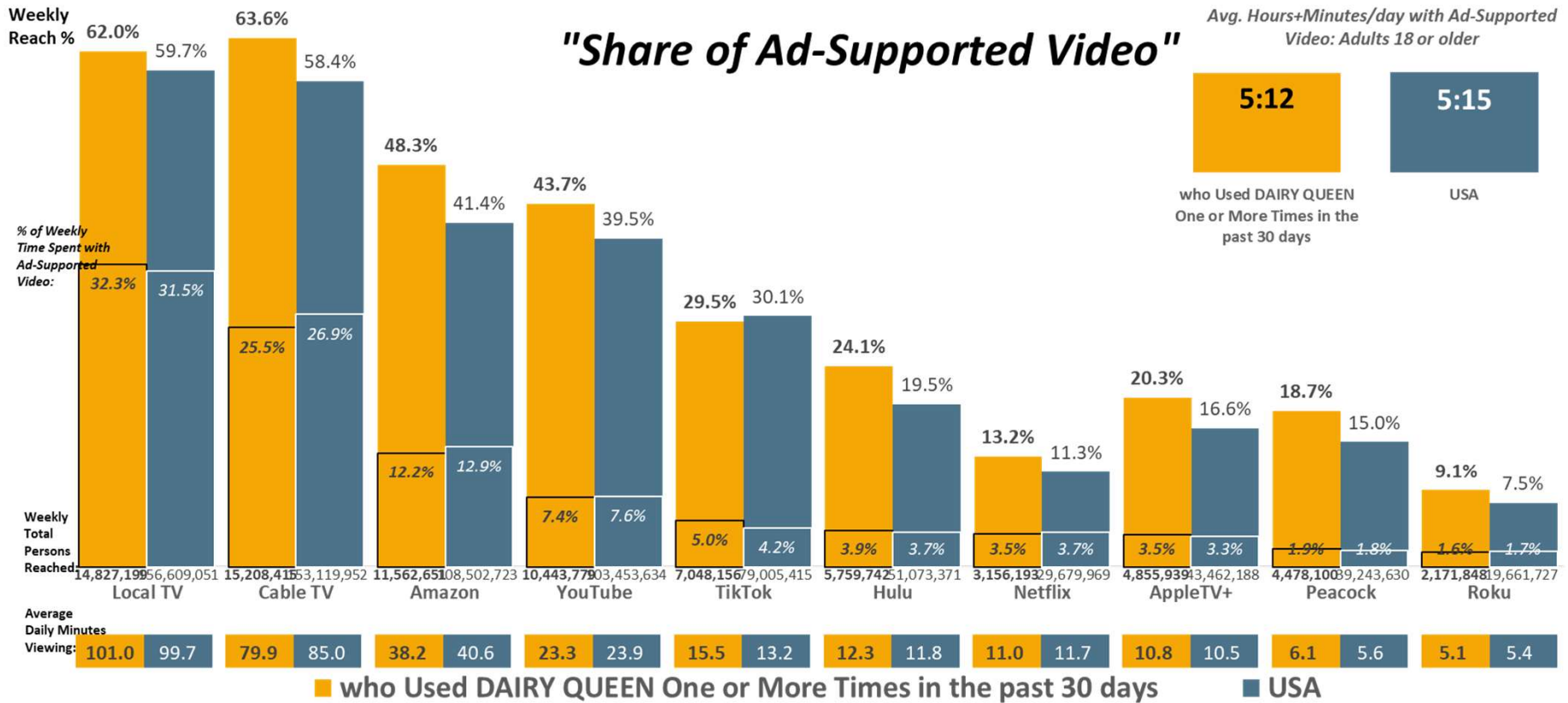
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





14,827,199 or 62.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 101. minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

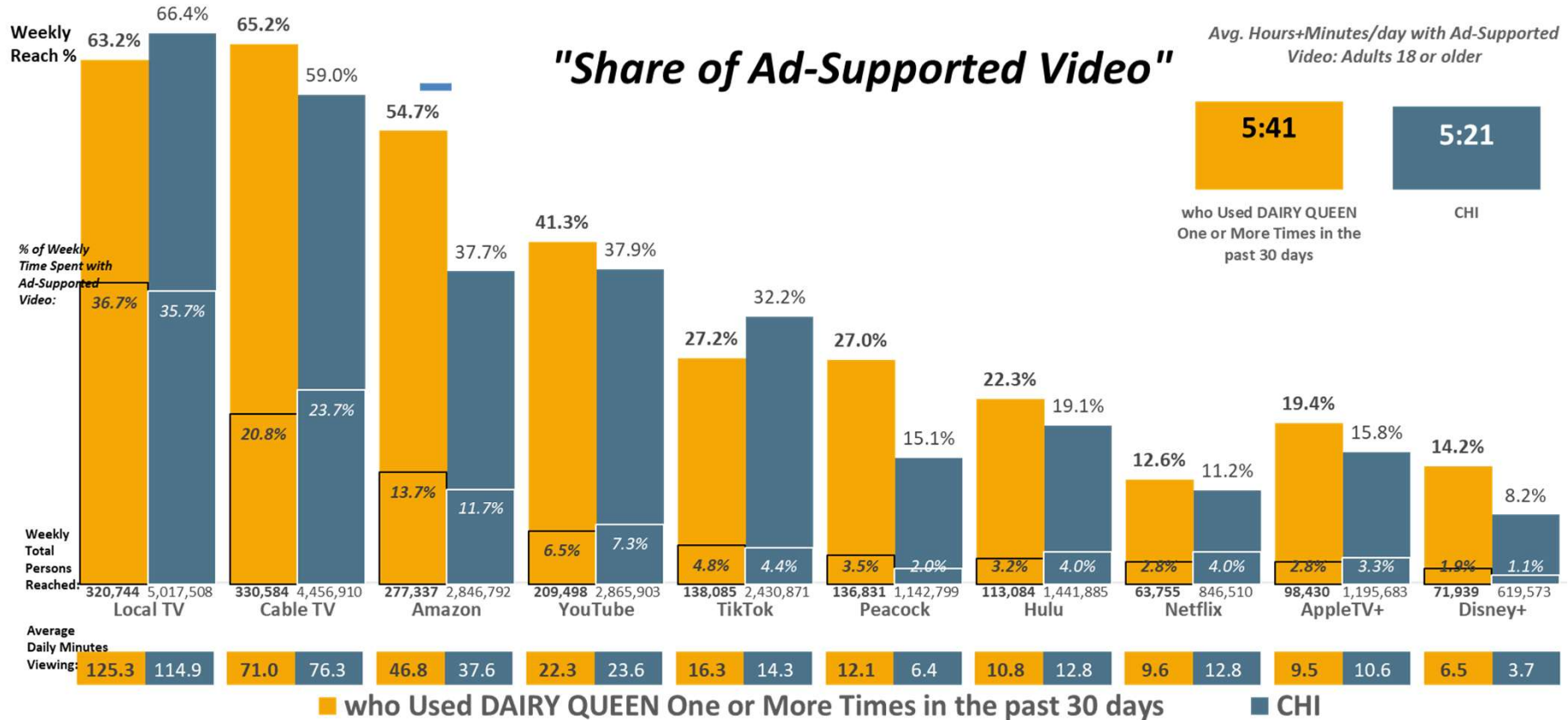
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



320,744 or 63.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 125.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

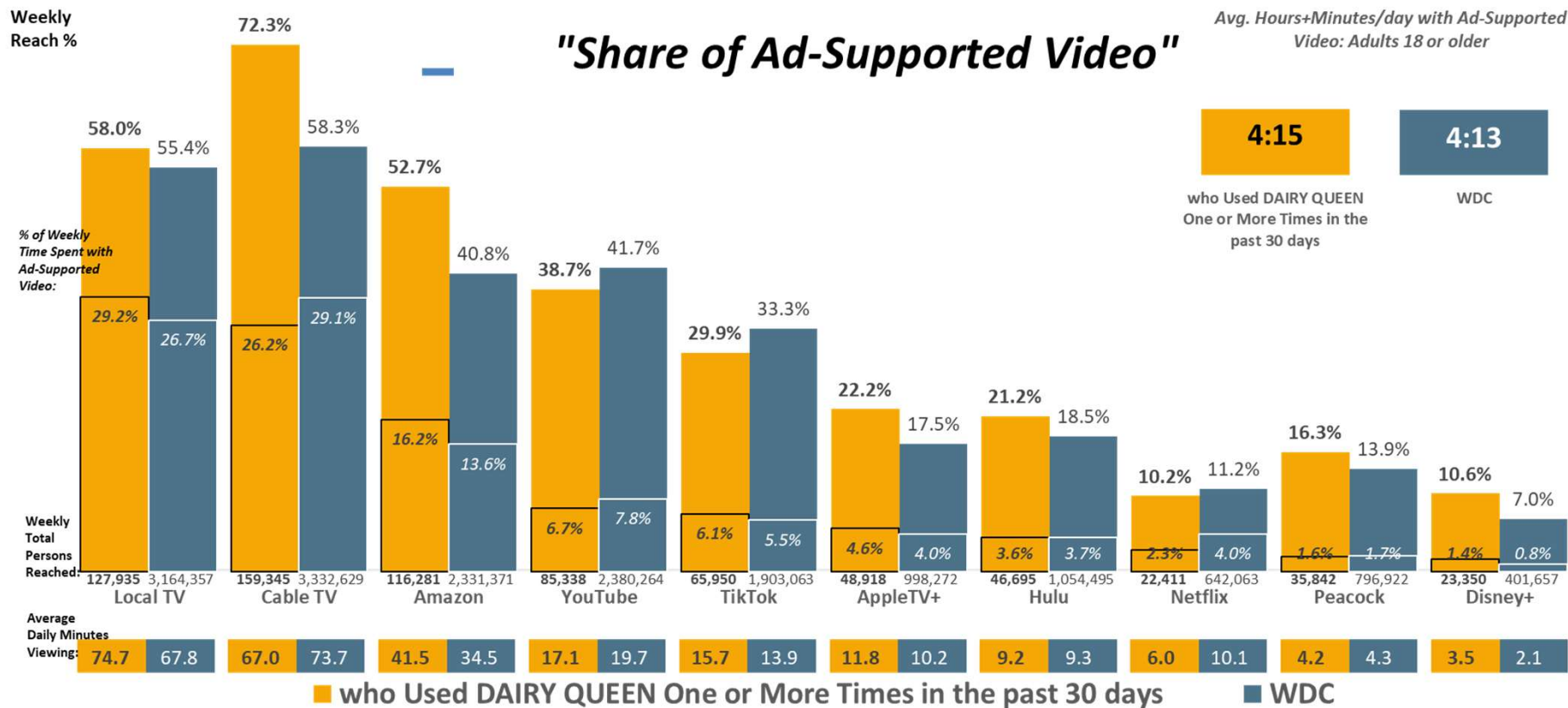
"Share of Ad-Supported Video"





127,935 or 58.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

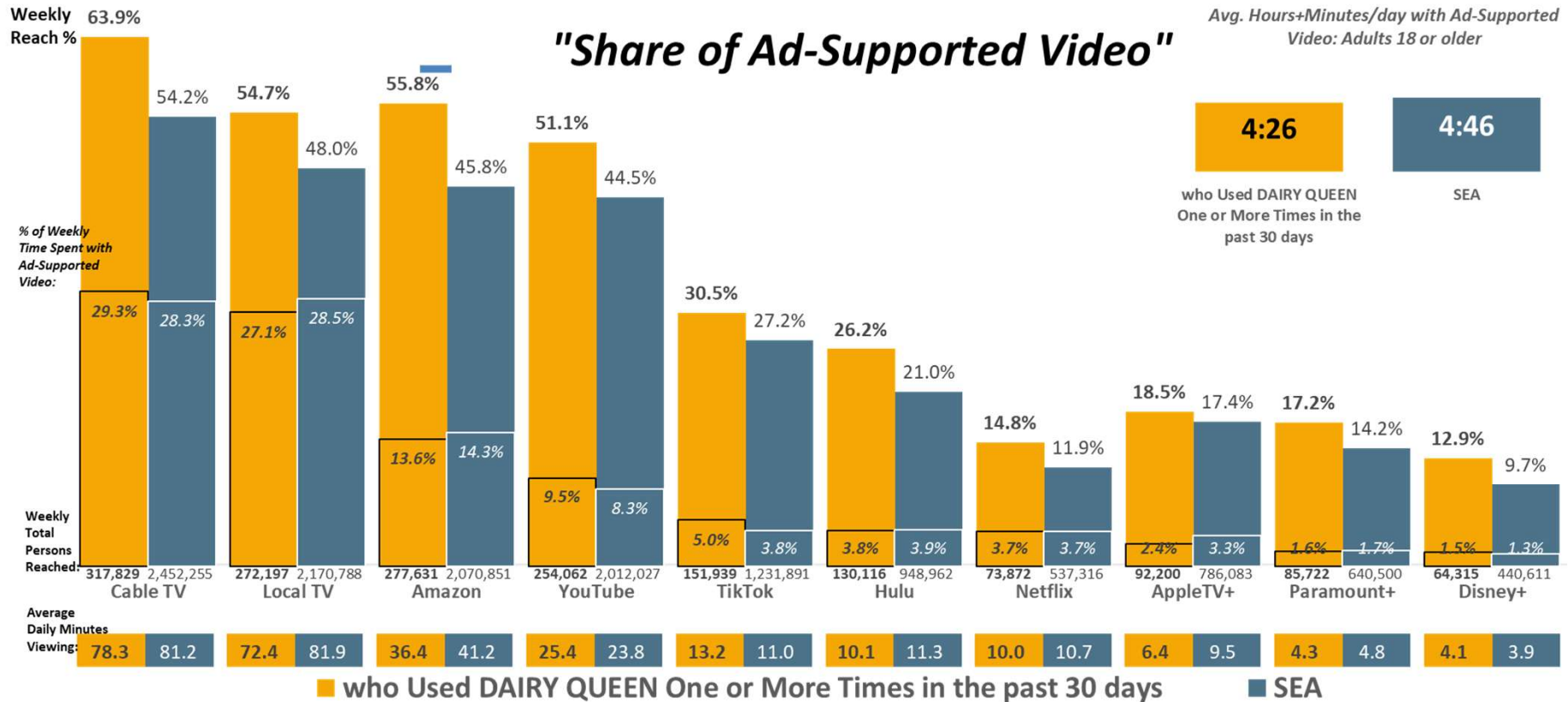
"Share of Ad-Supported Video"





272,197 or 54.7% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 27.1% of all time spent daily with Ad-Supported Video.

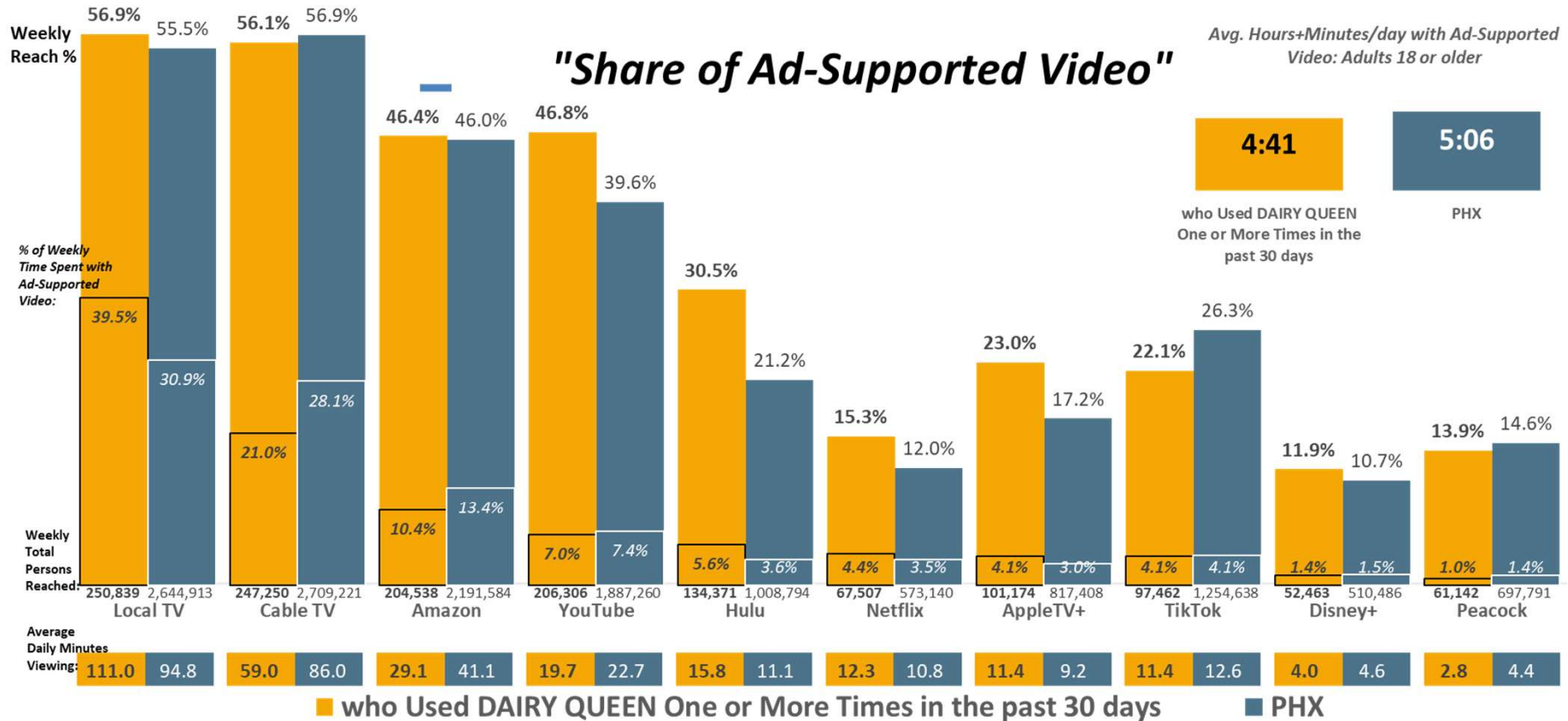
"Share of Ad-Supported Video"





250,839 or 56.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 39.5% of all time spent daily with Ad-Supported Video.

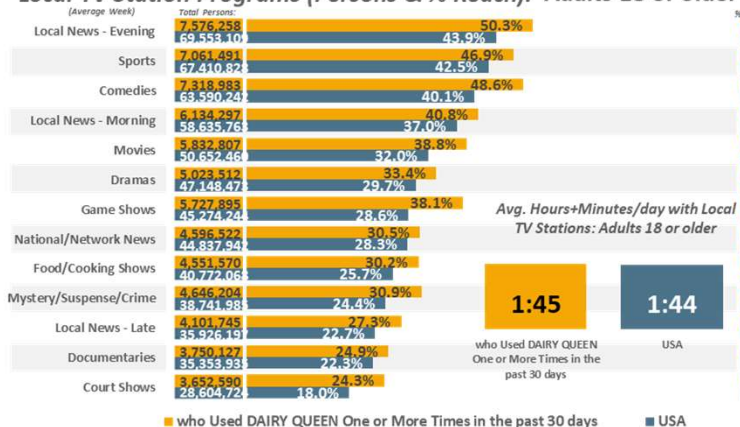
"Share of Ad-Supported Video"



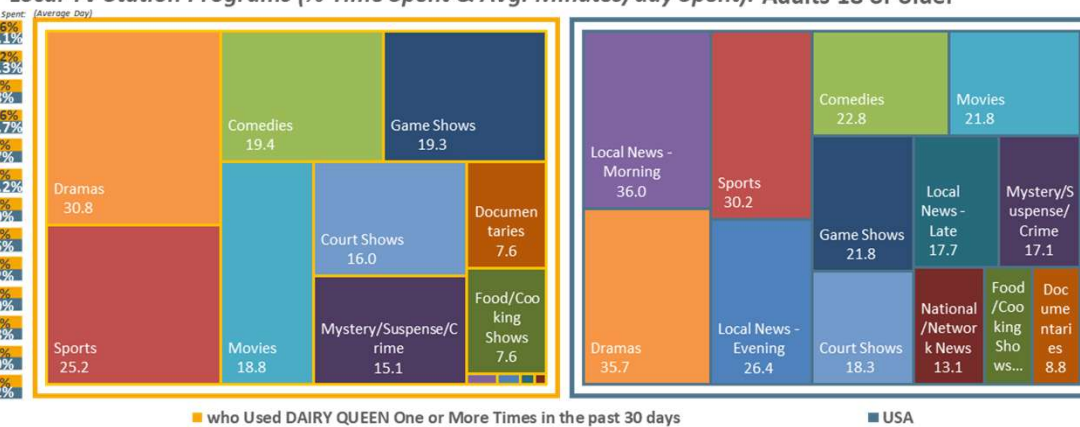


14,827,199 or 62.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Game Shows.

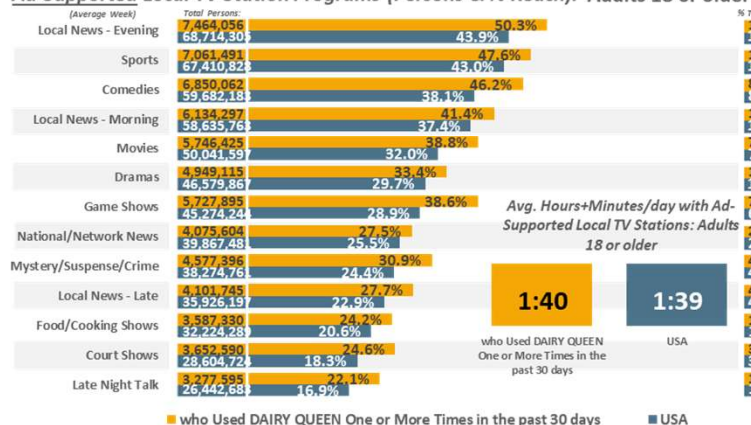
Local TV Station Programs (Persons & % Reach): Adults 18 or older



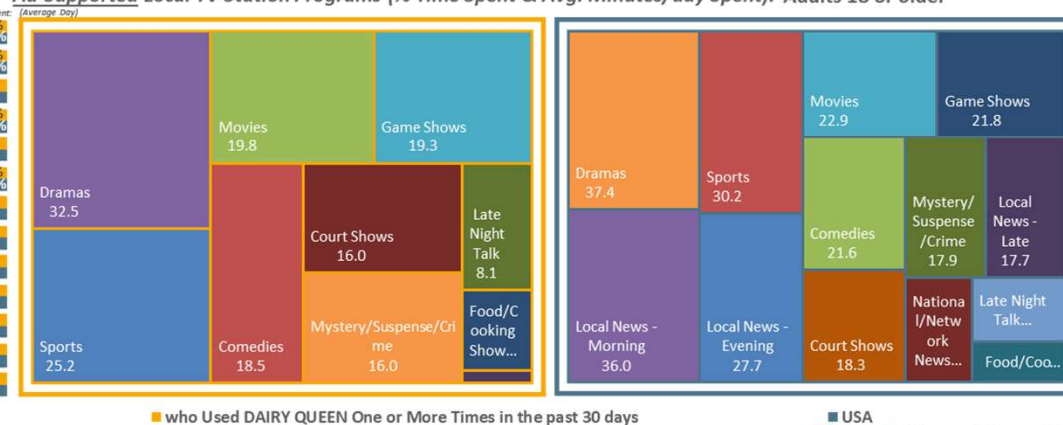
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



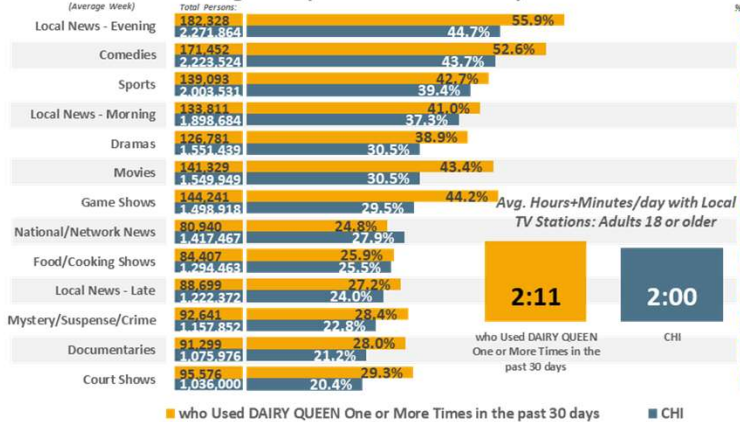
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



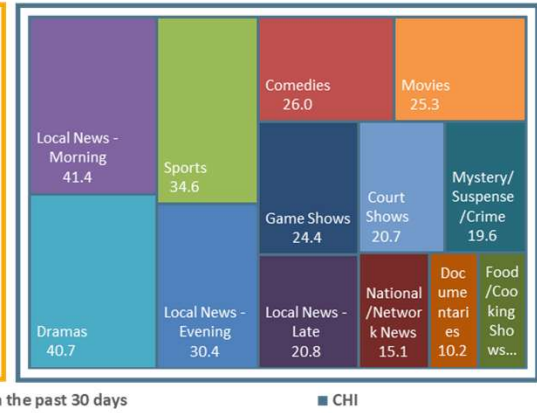
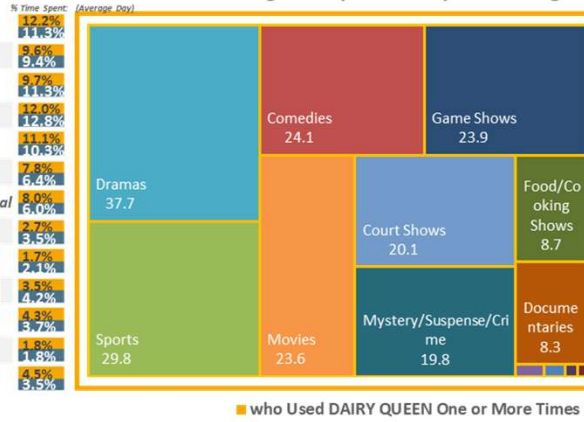


320,744 or 63.2% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Game Shows, Sports, Movies, and Local News - Morning.

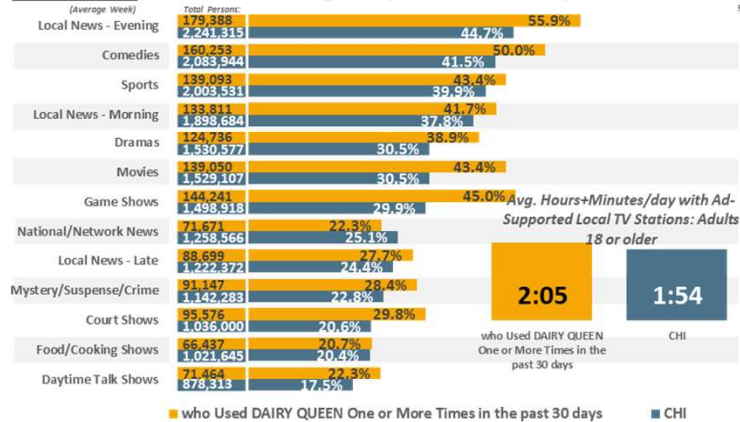
Local TV Station Programs (Persons & % Reach): Adults 18 or older



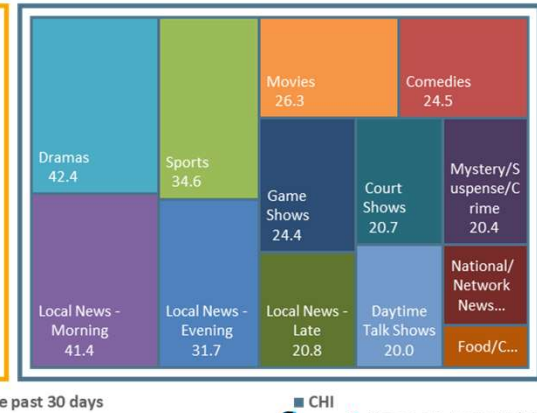
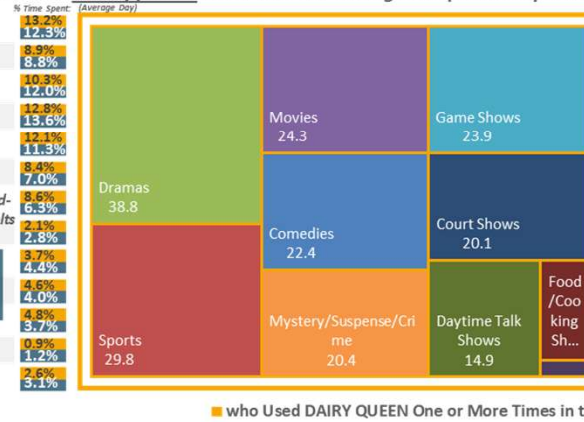
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



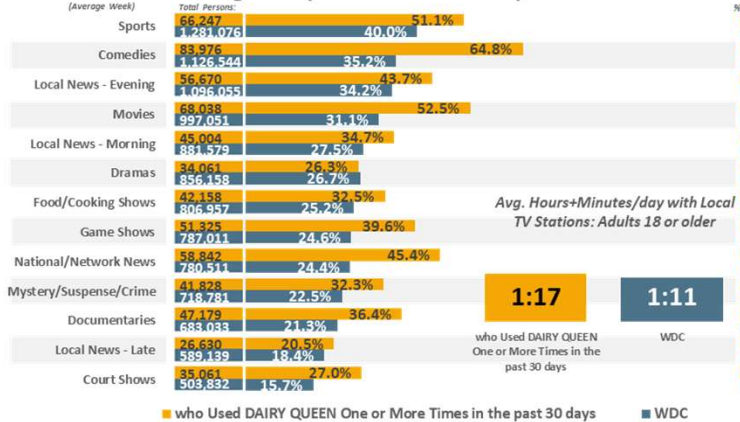
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



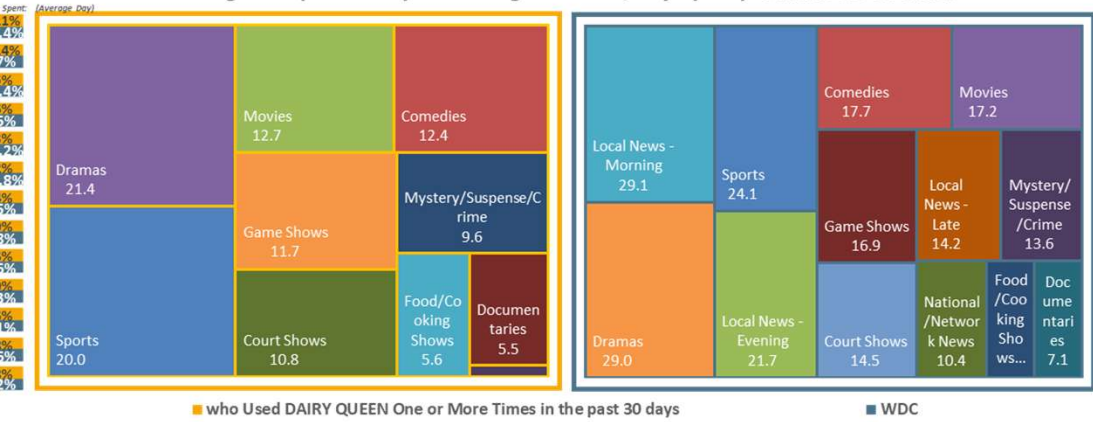


127,935 or 58.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Sports, Local News - Evening, National/Network News, and Game Shows.

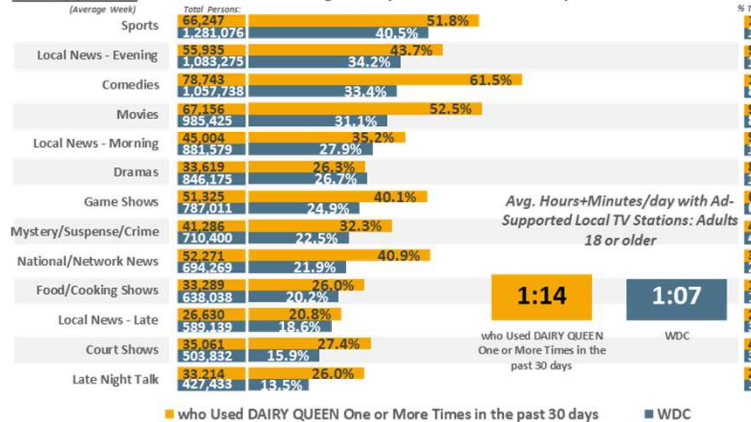
Local TV Station Programs (Persons & % Reach): Adults 18 or older



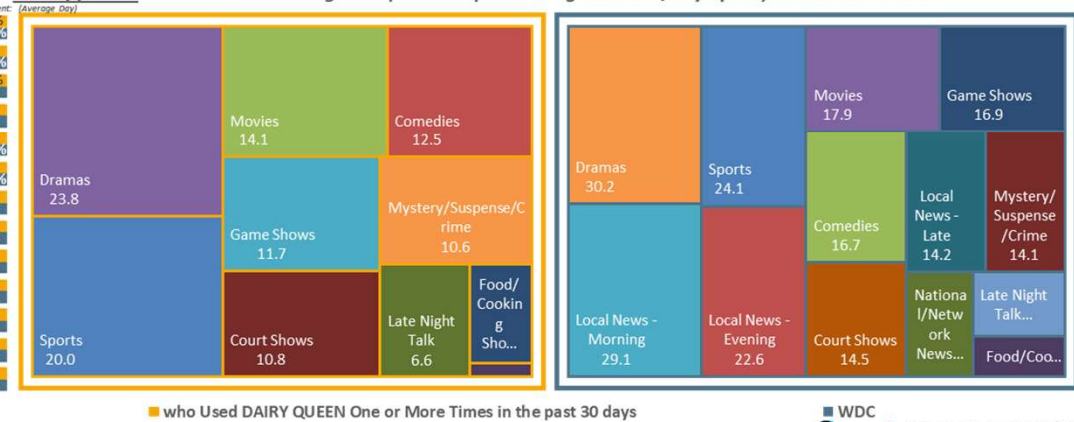
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



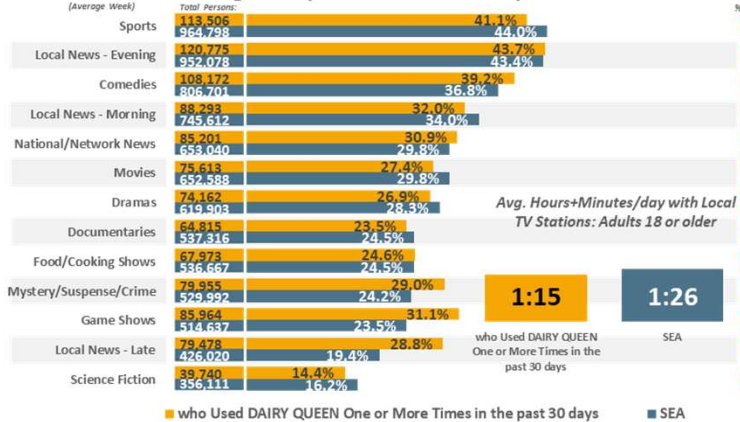
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



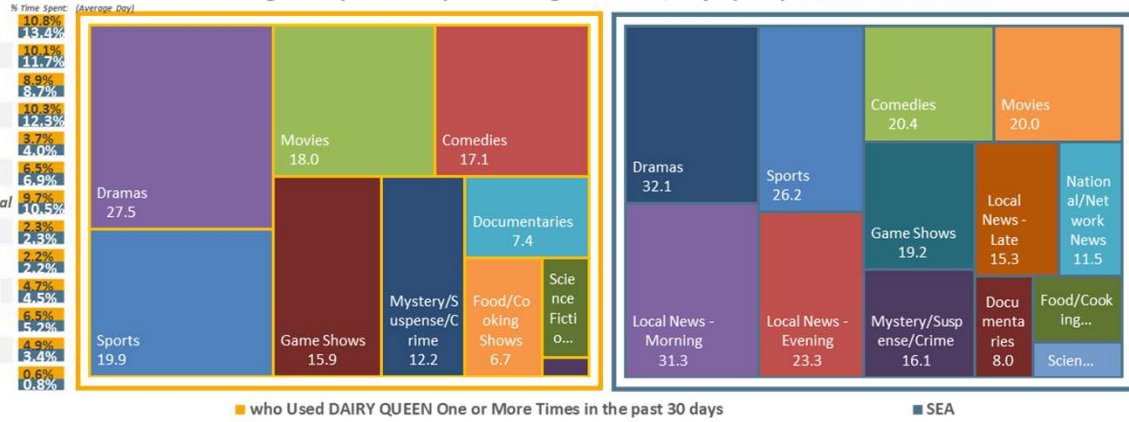


272,197 or 54.7% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Game Shows, and Local News - Late.

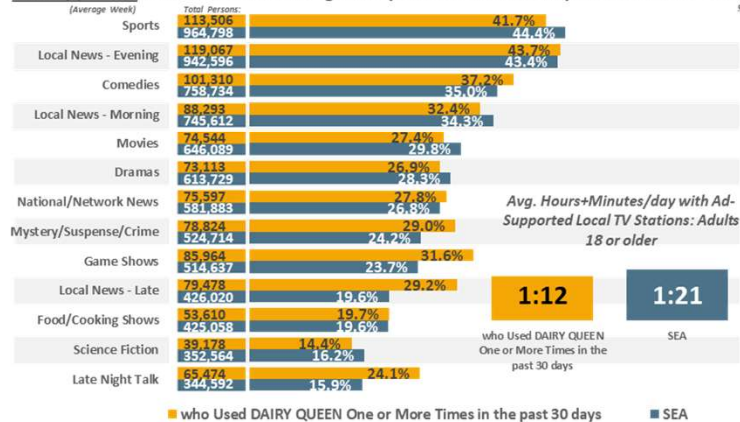
Local TV Station Programs (Persons & % Reach): Adults 18 or older



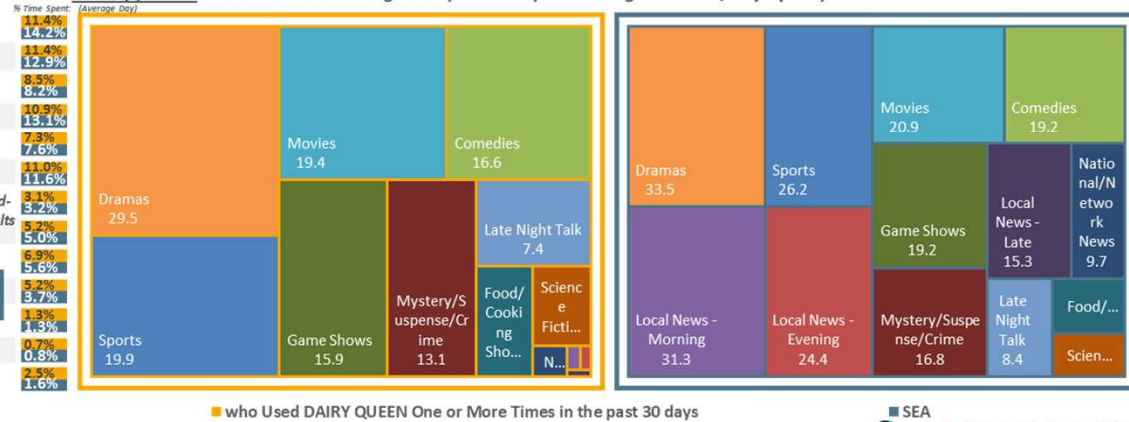
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



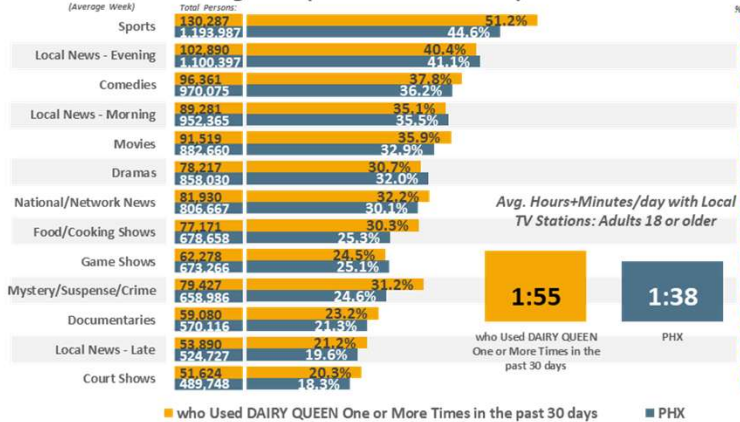
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



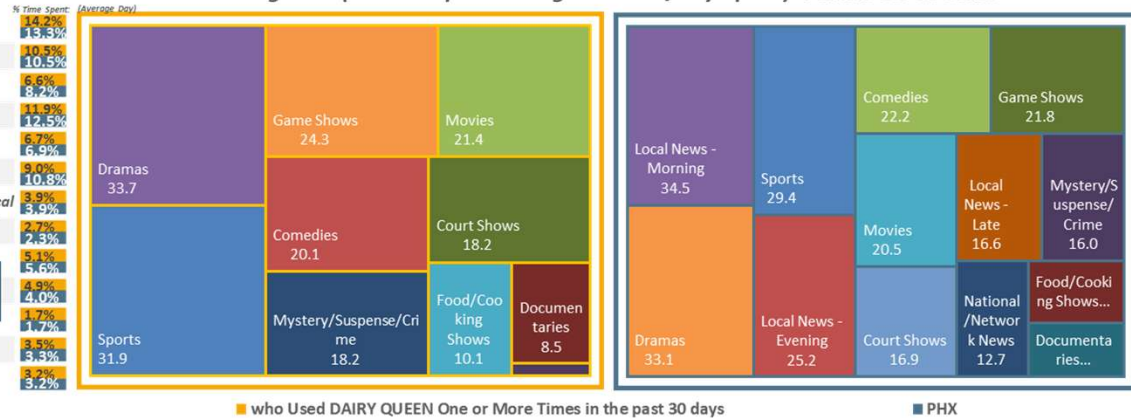


250,839 or 56.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Mystery/Suspense/Crime

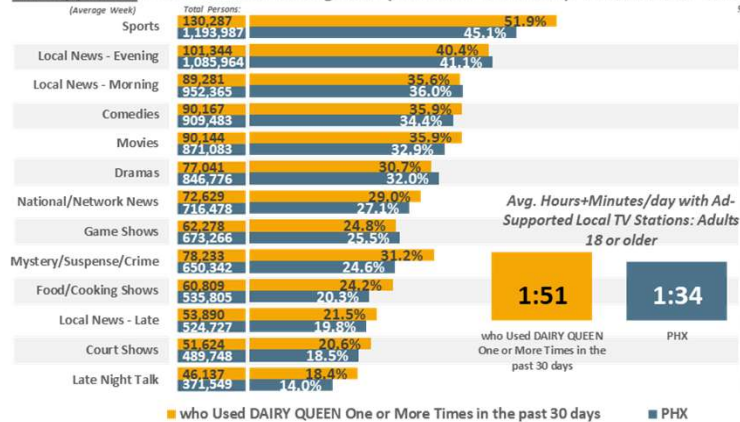
Local TV Station Programs (Persons & % Reach): Adults 18 or older



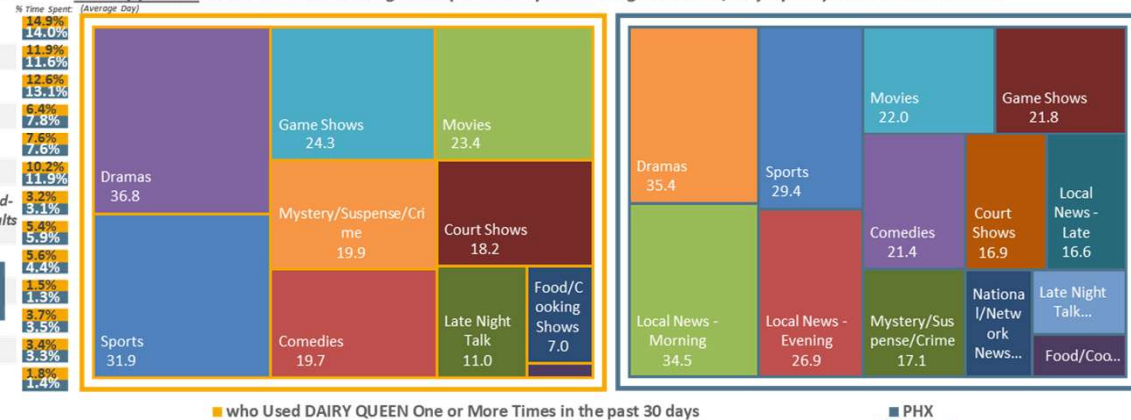
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

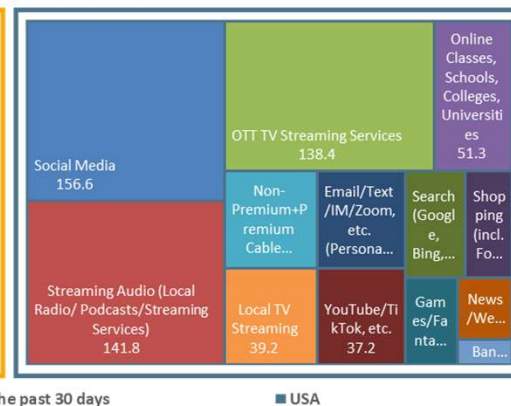
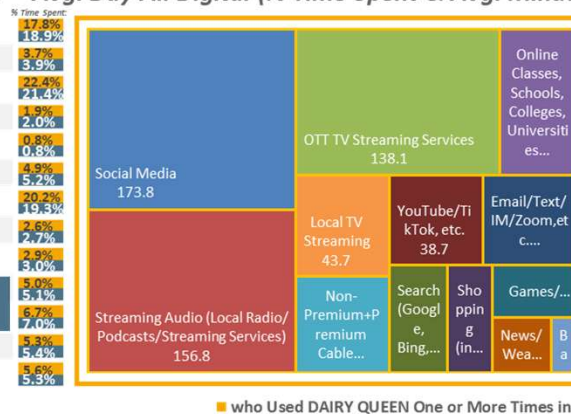


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

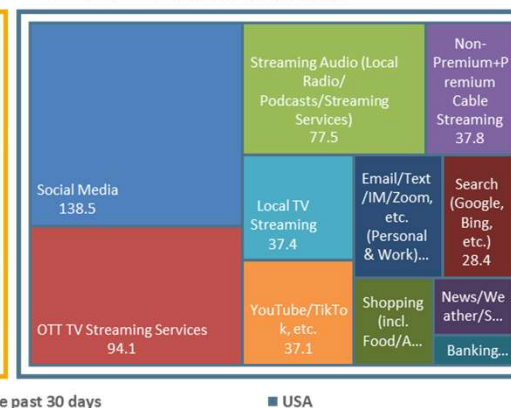
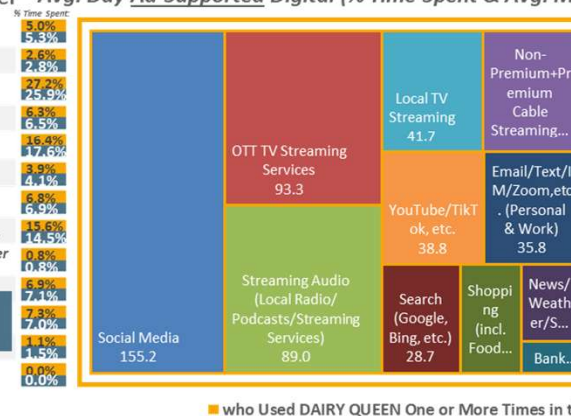




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA Projection	Scarborough R2 2025: Sep24-Aug25	Qual Intab	25.507
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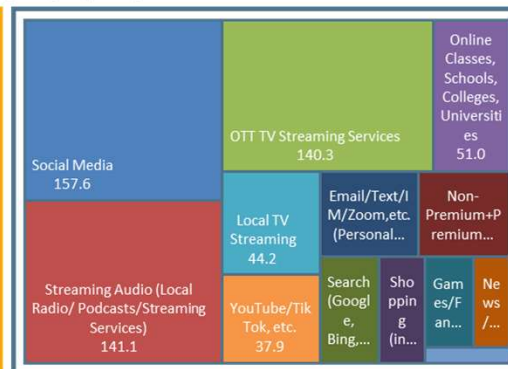
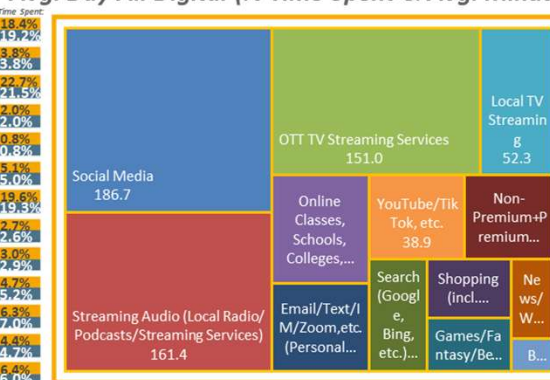
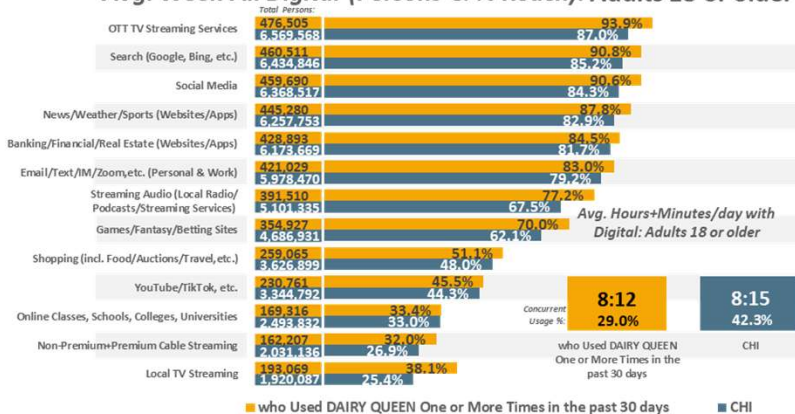
Quick service restaurants used past 30 days: Dairy Queen



416,176 or 82.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 169. minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

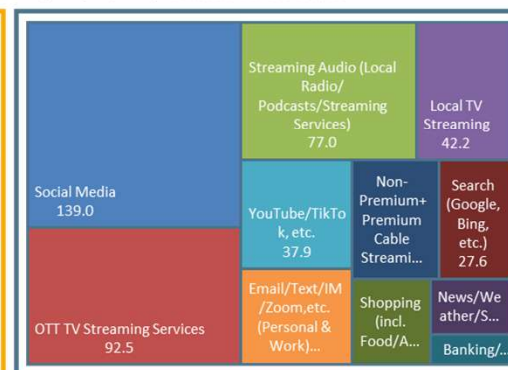
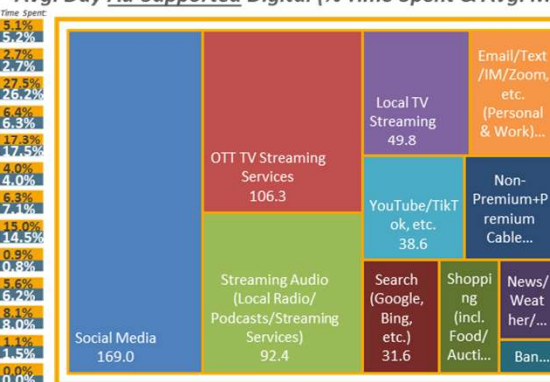
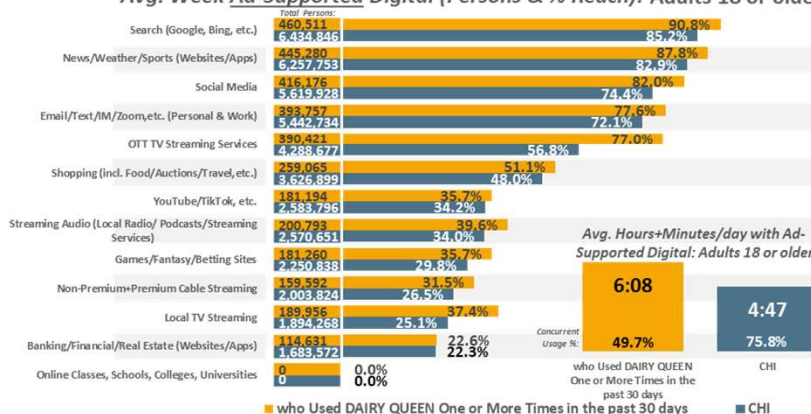
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

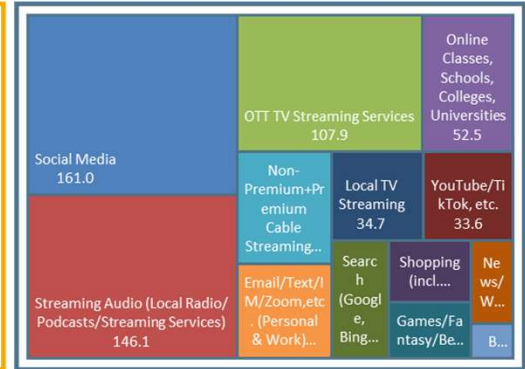
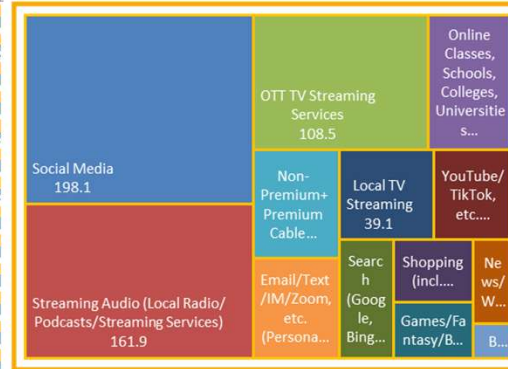
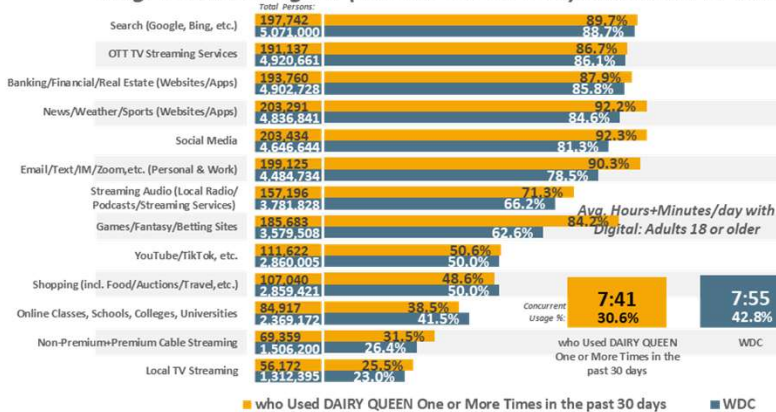




176,513 or 80.1% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 171.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

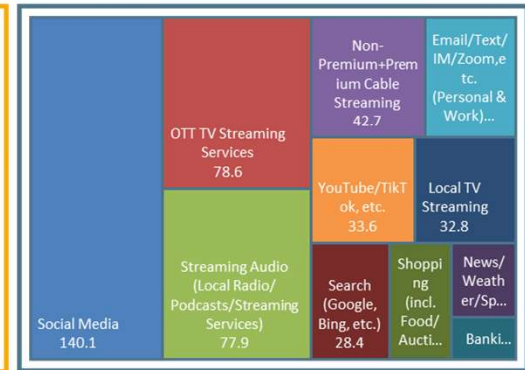
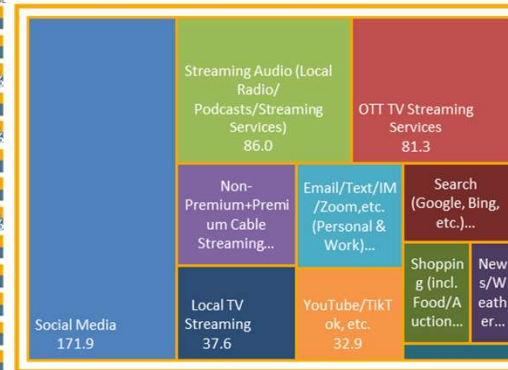
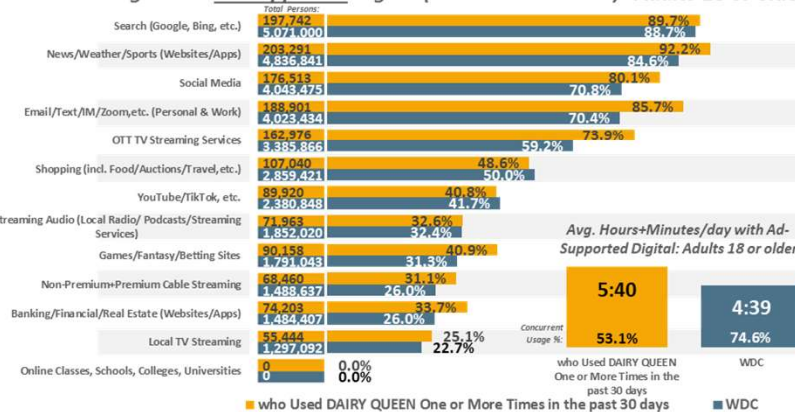
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

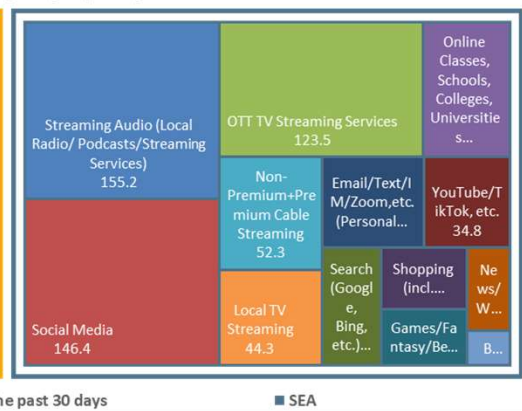
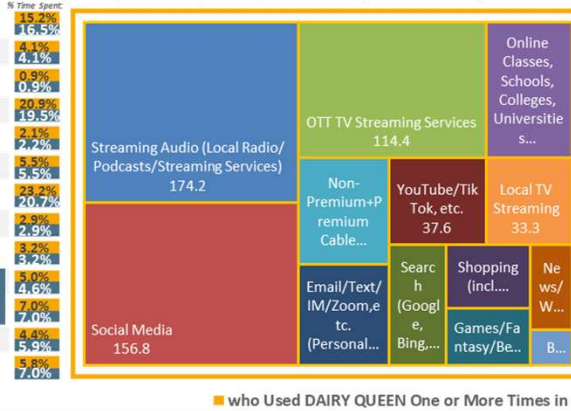
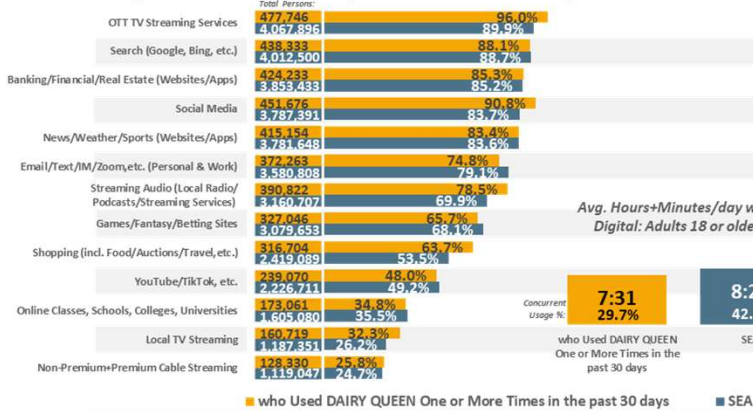




392,509 or 78.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 136.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

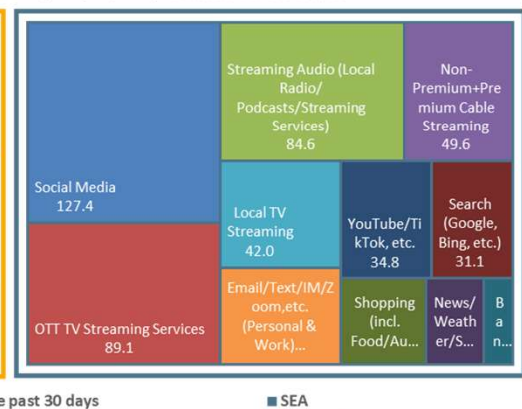
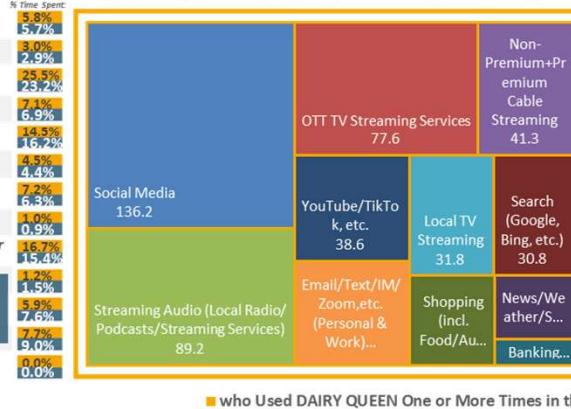
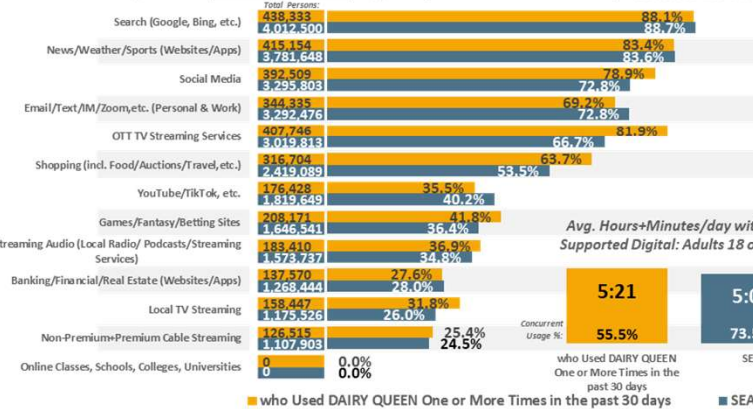
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

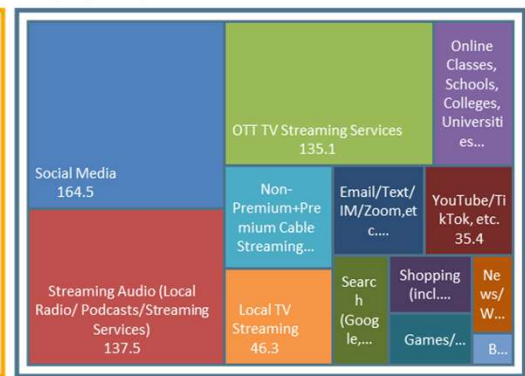
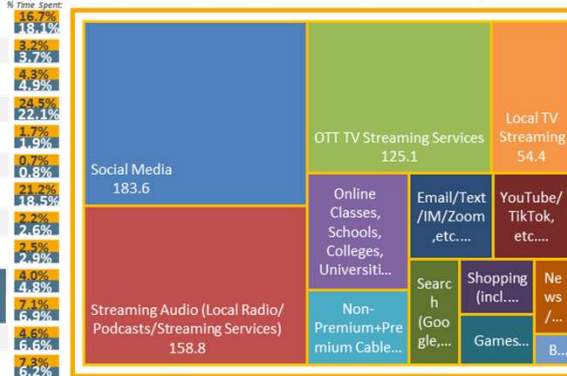
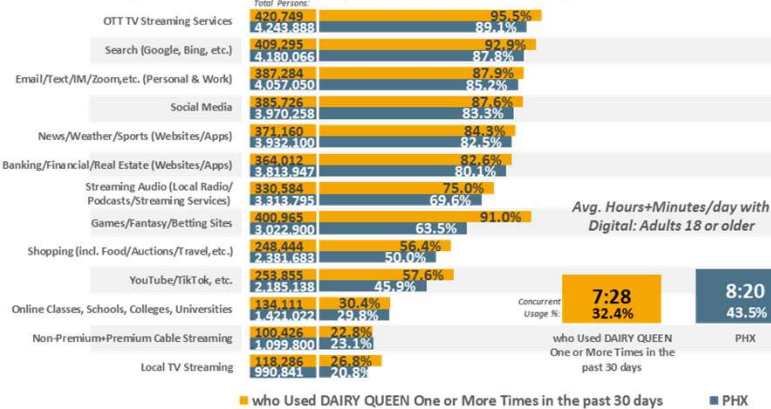




348,248 or 79.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Social Media for an average of 165.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

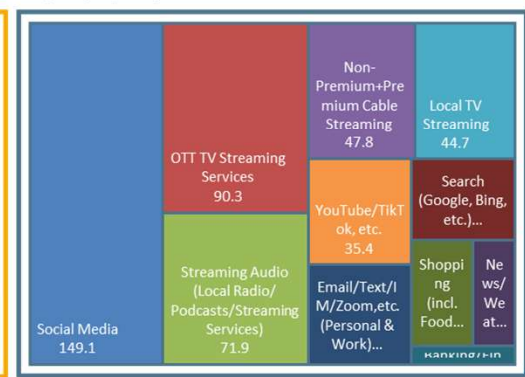
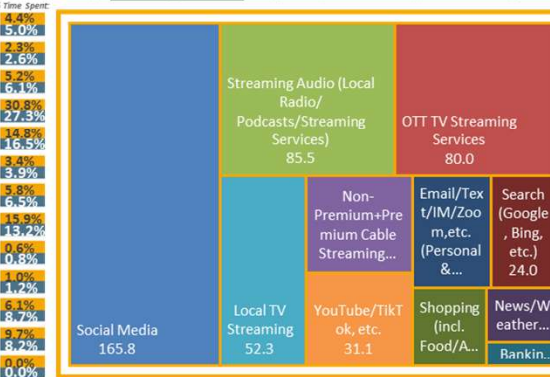
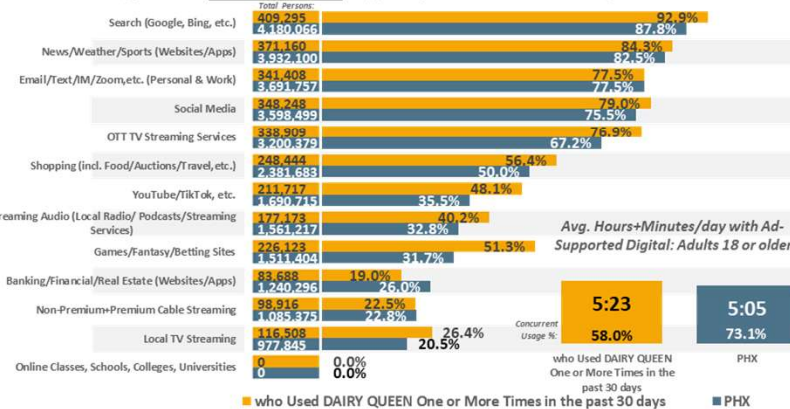
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

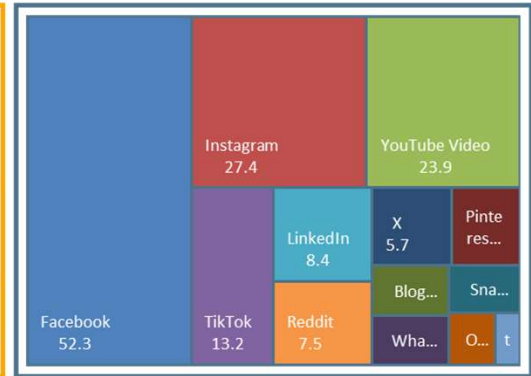
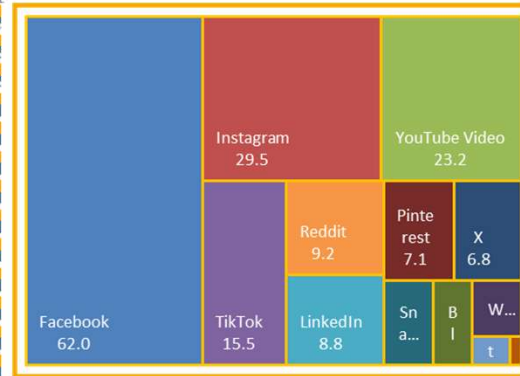
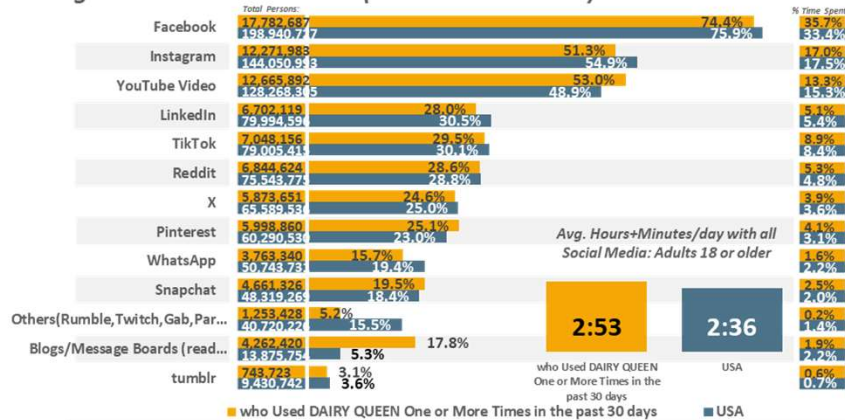
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



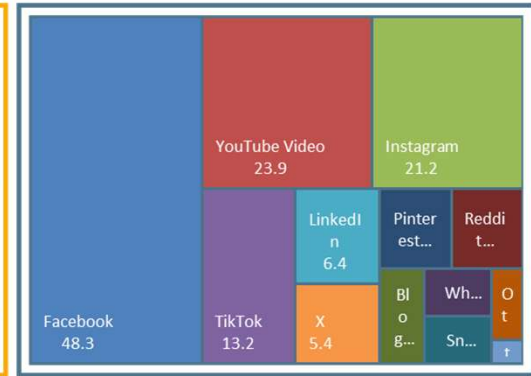
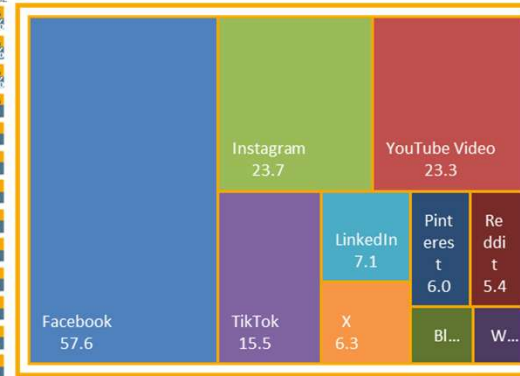
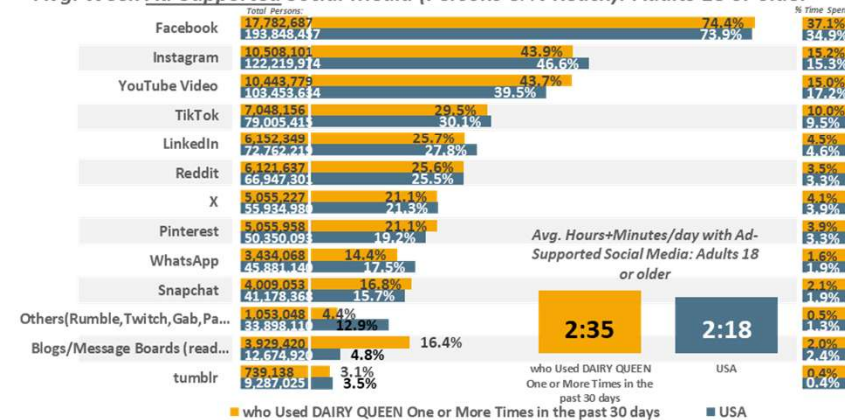


17,782,687 or 74.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

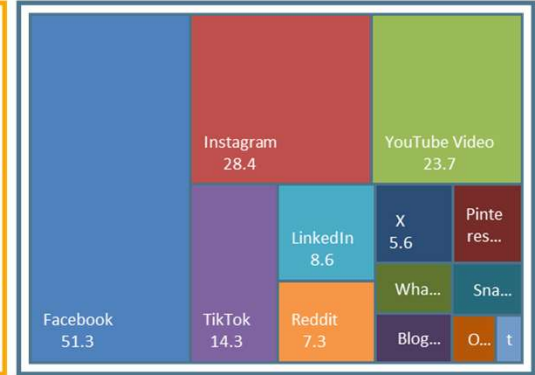
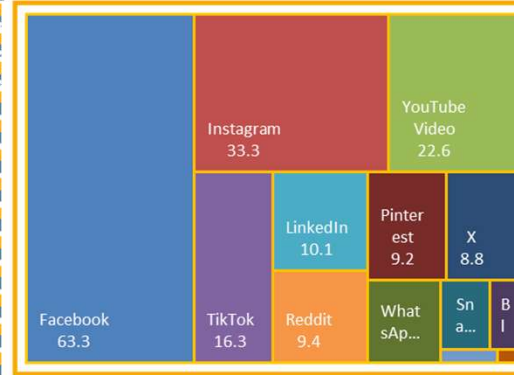
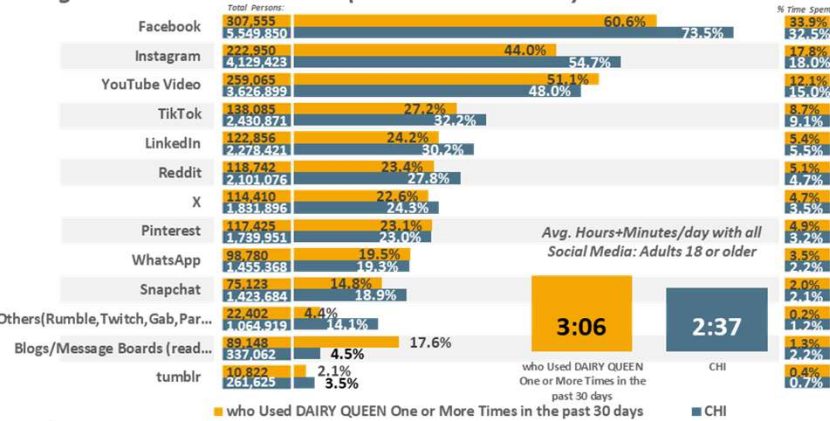
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

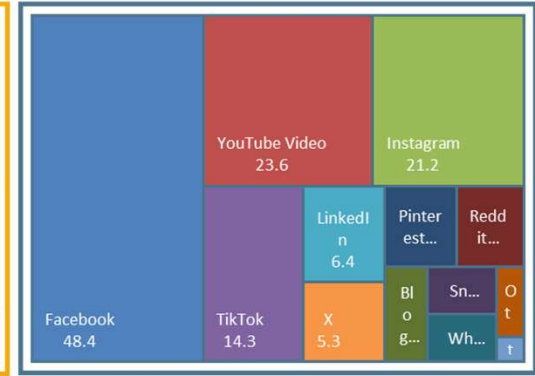
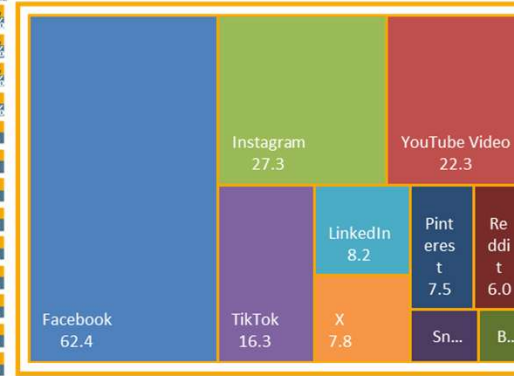
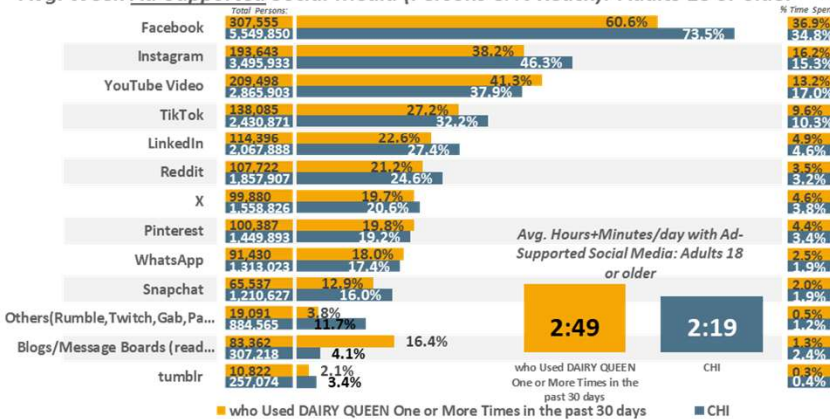


307,555 or 60.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



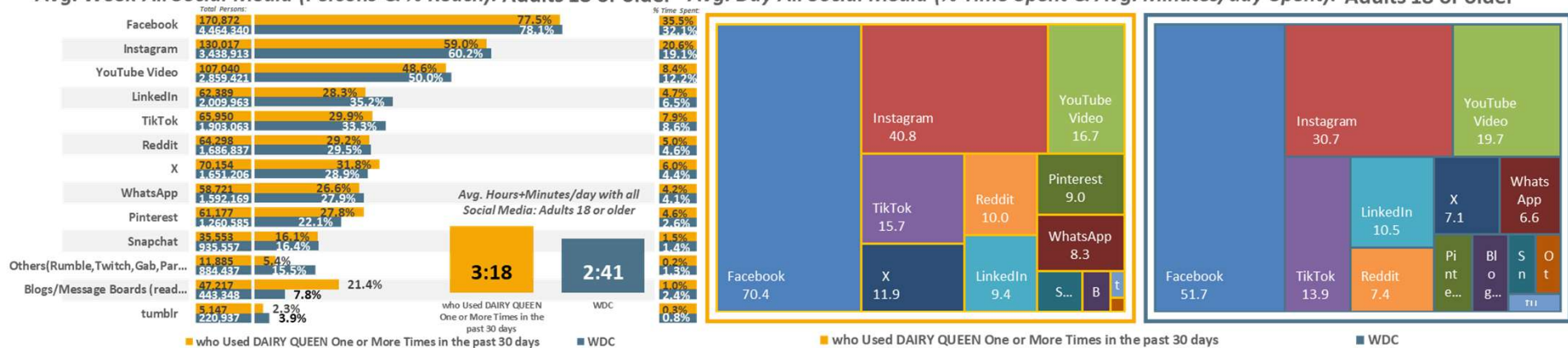
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



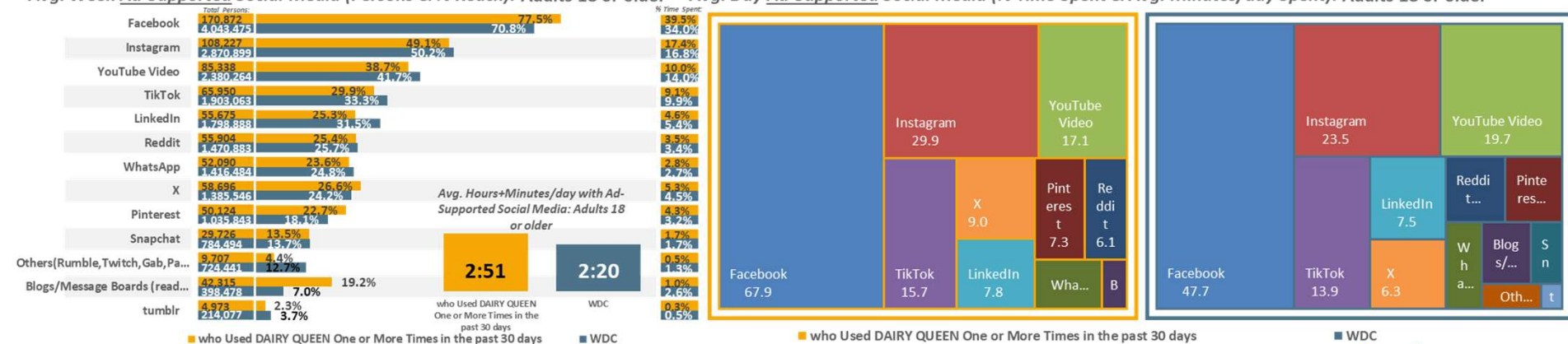


170,872 or 77.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 67.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

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**



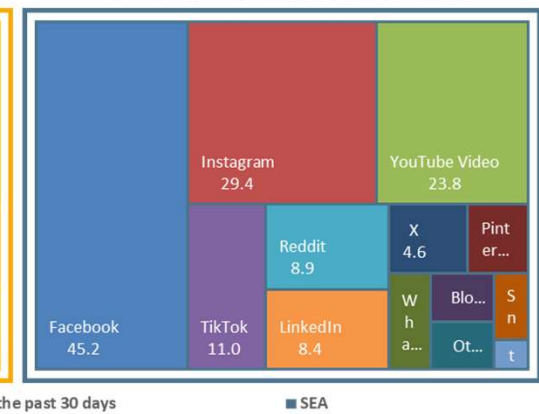
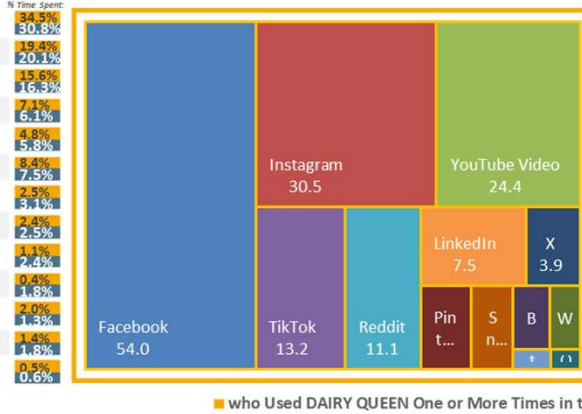
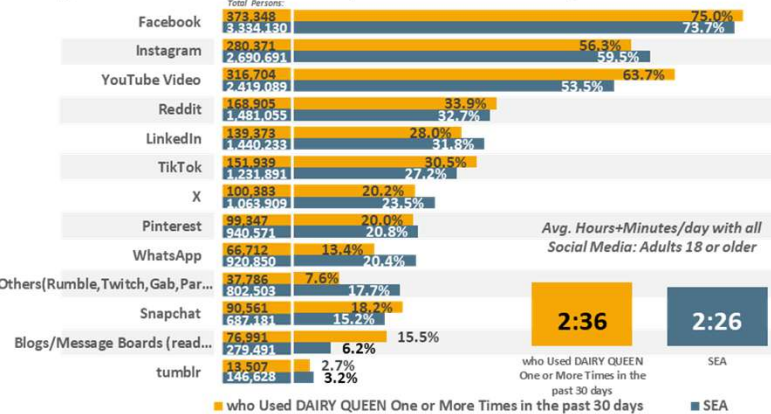
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



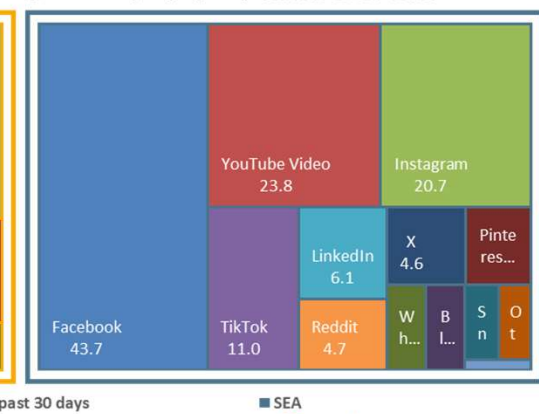
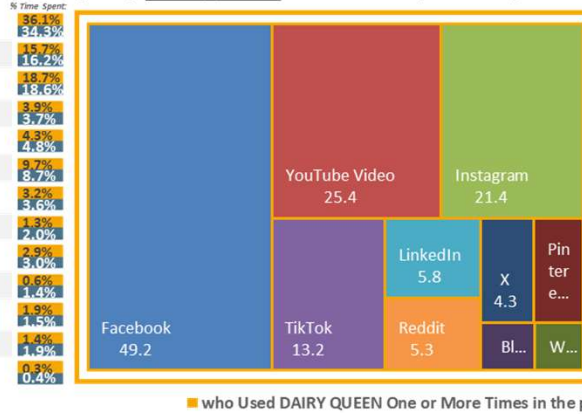
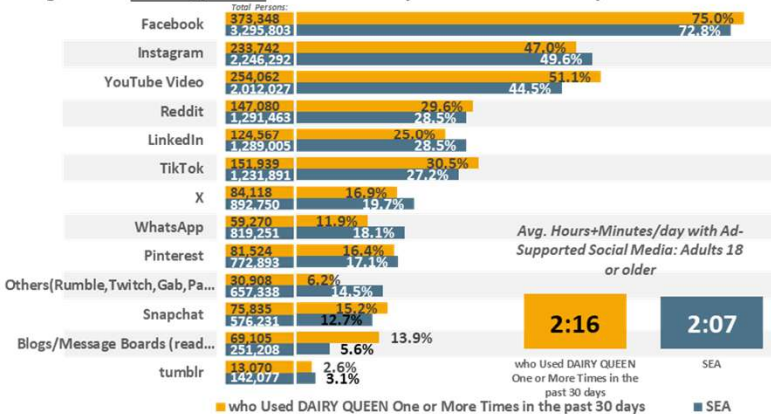


373,348 or 75.% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 49.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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**



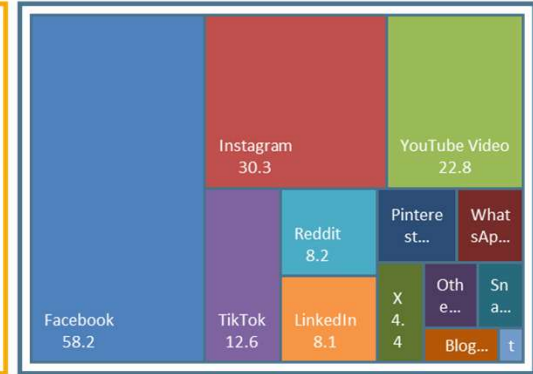
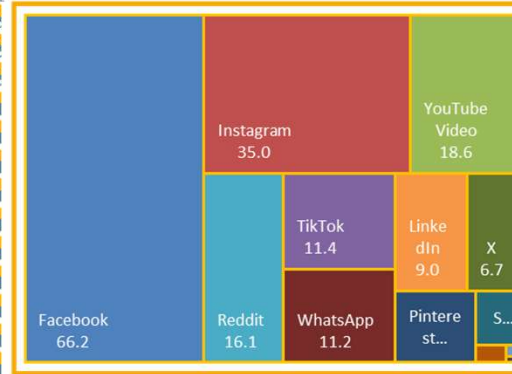
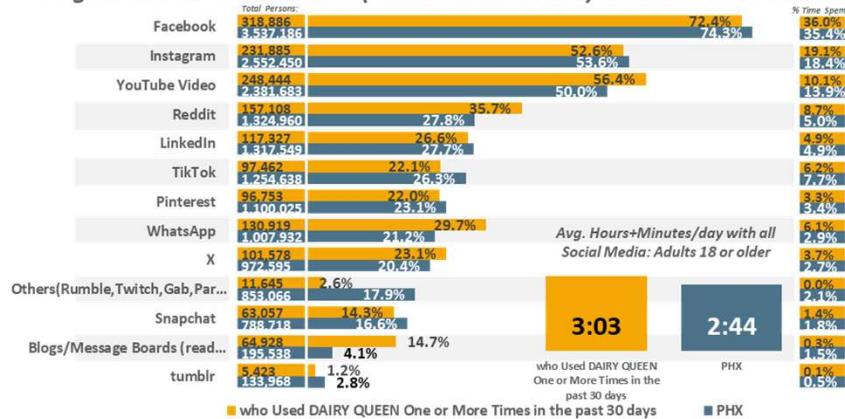
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



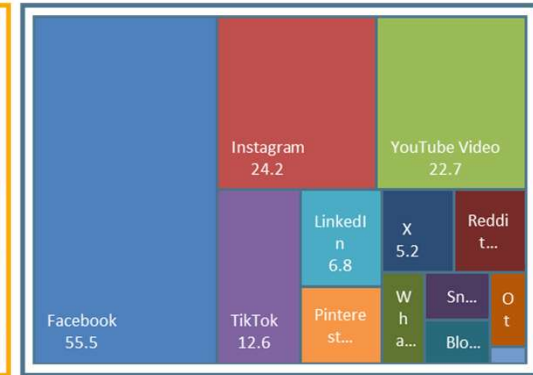
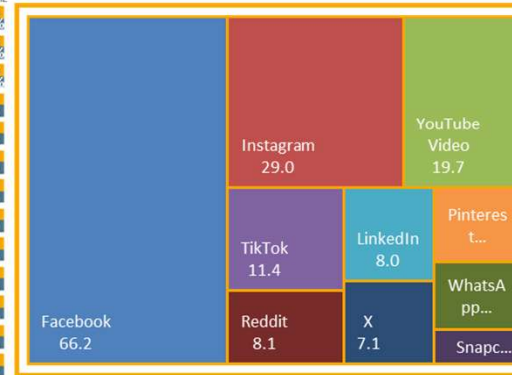
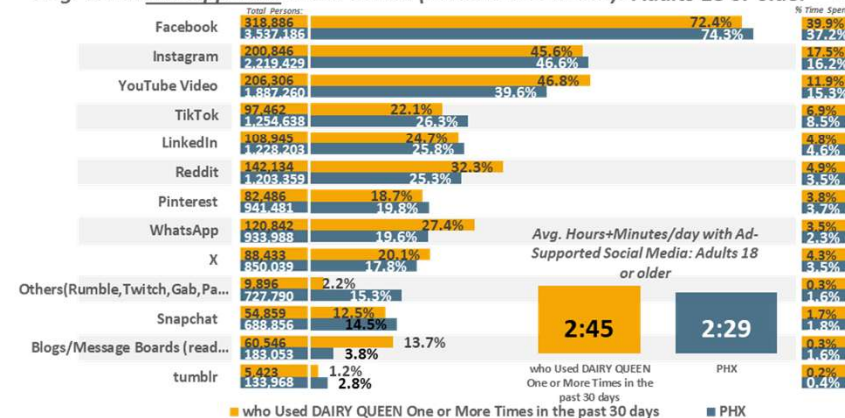


318,886 or 72.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

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

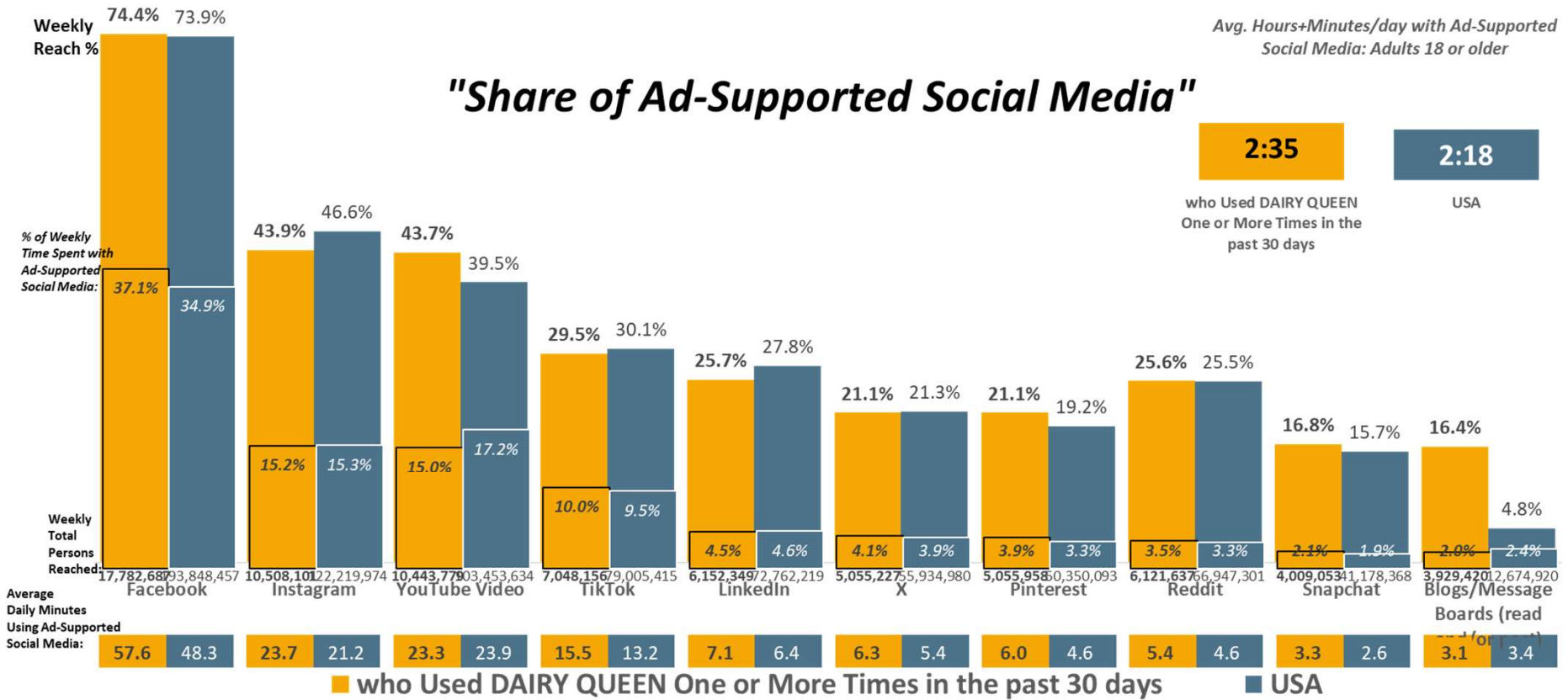


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





17,782,687 or 74.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

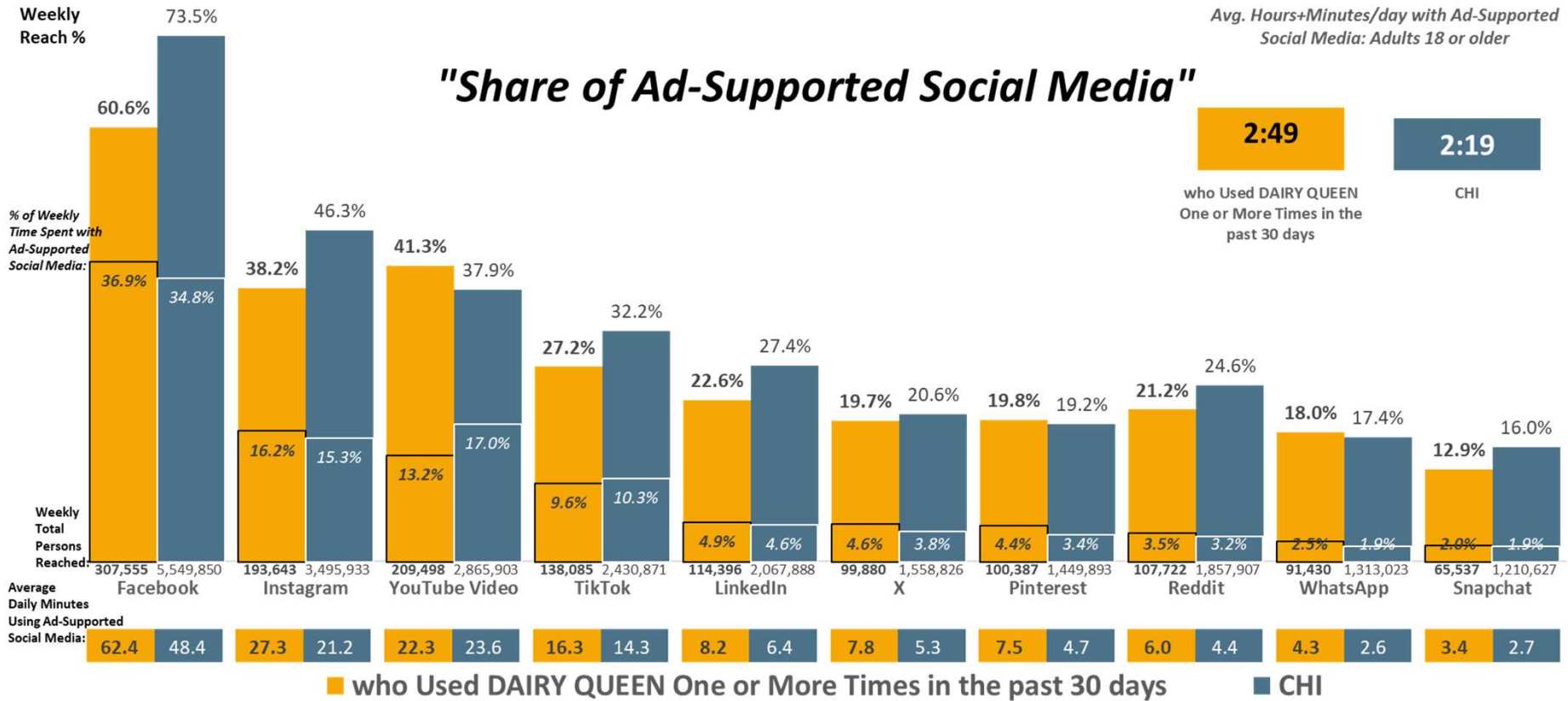
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



307,555 or 60.6% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

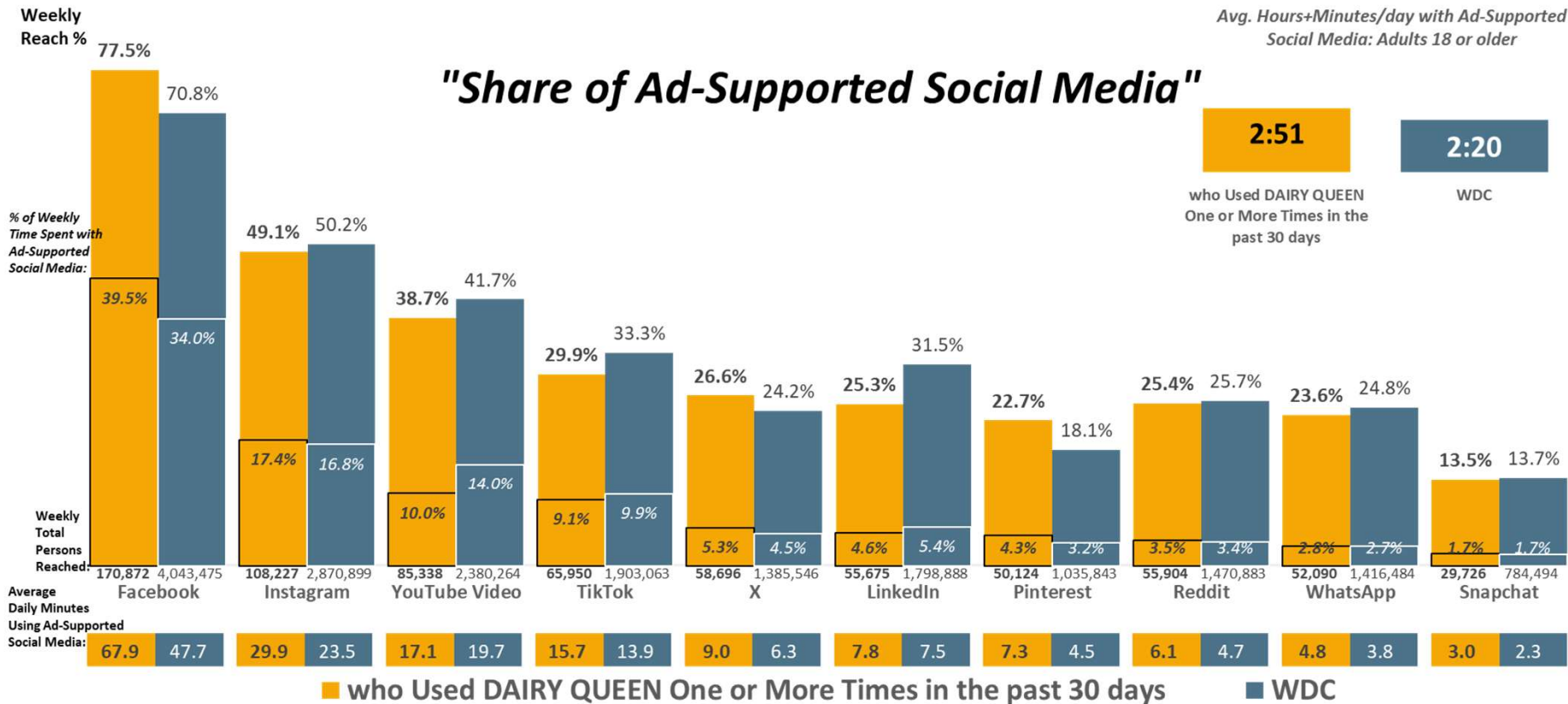
"Share of Ad-Supported Social Media"





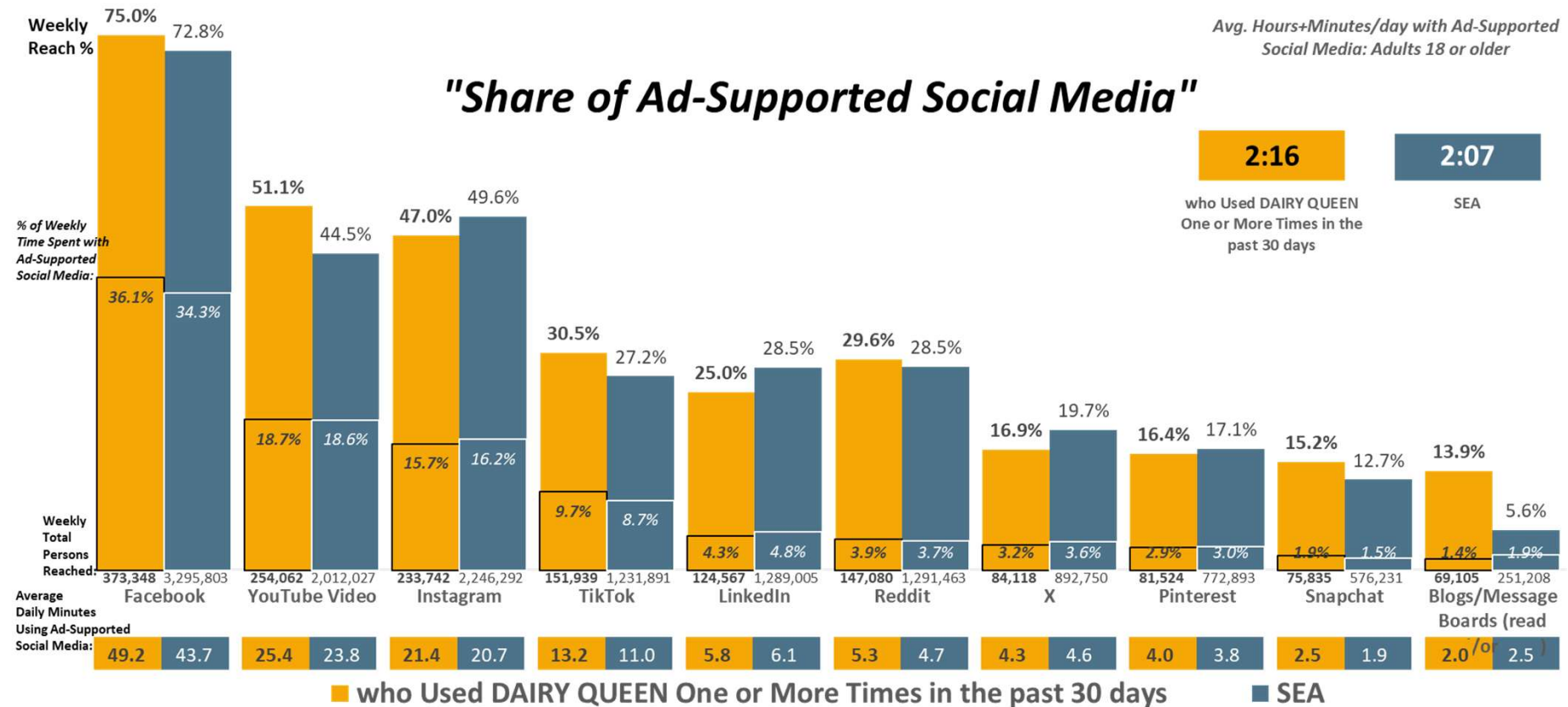
170,872 or 77.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 67.9 minutes every day representing 39.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





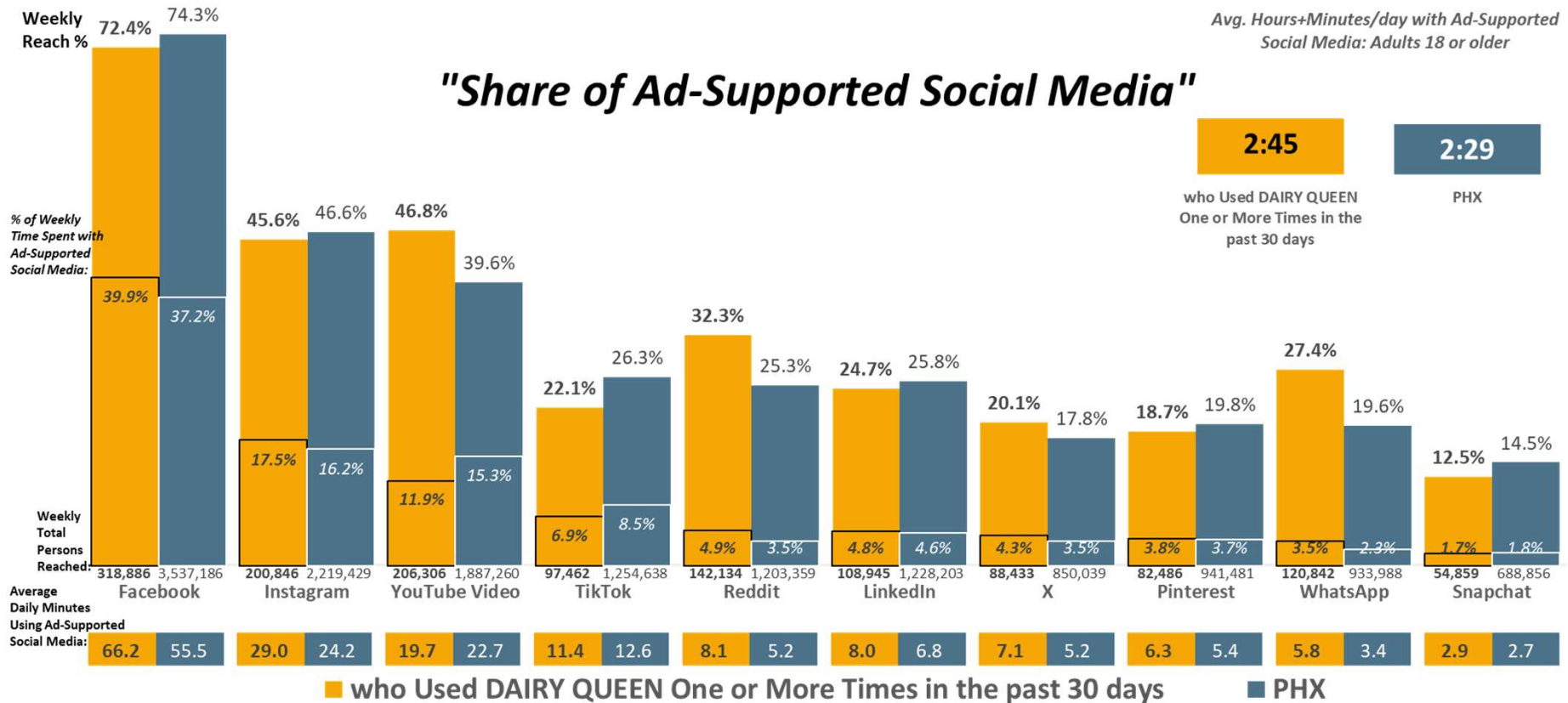
373,348 or 75.0% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 49.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.





318,886 or 72.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days use Ad-Supported Facebook for an average of 66.2 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

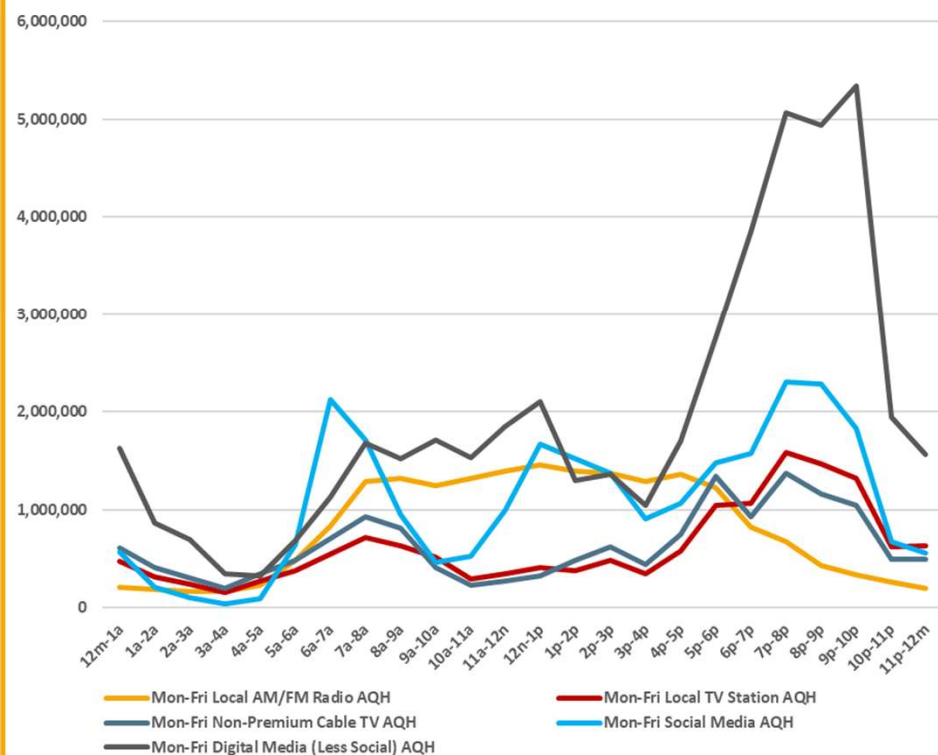
"Share of Ad-Supported Social Media"



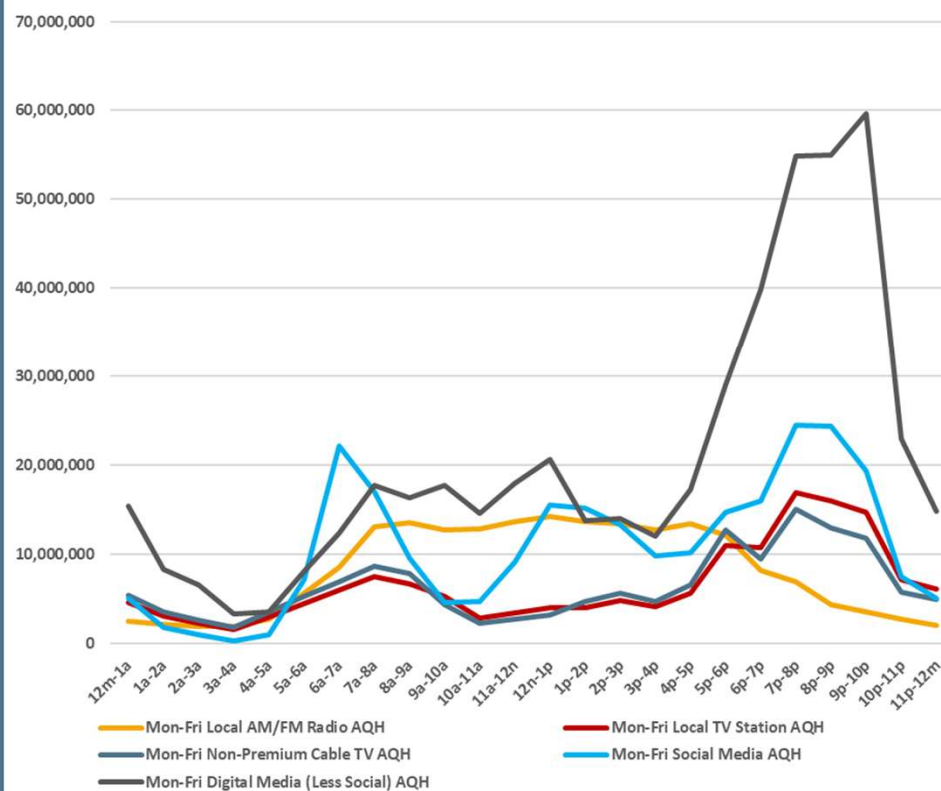


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,810,849;
Social Media: 1,258,202; Local Radio: 1,255,814; Non-Prem. Cable: 635,887; Local TV:
566,508 reaching Adults 18 or older who Used DAIRY QUEEN One or More Times

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



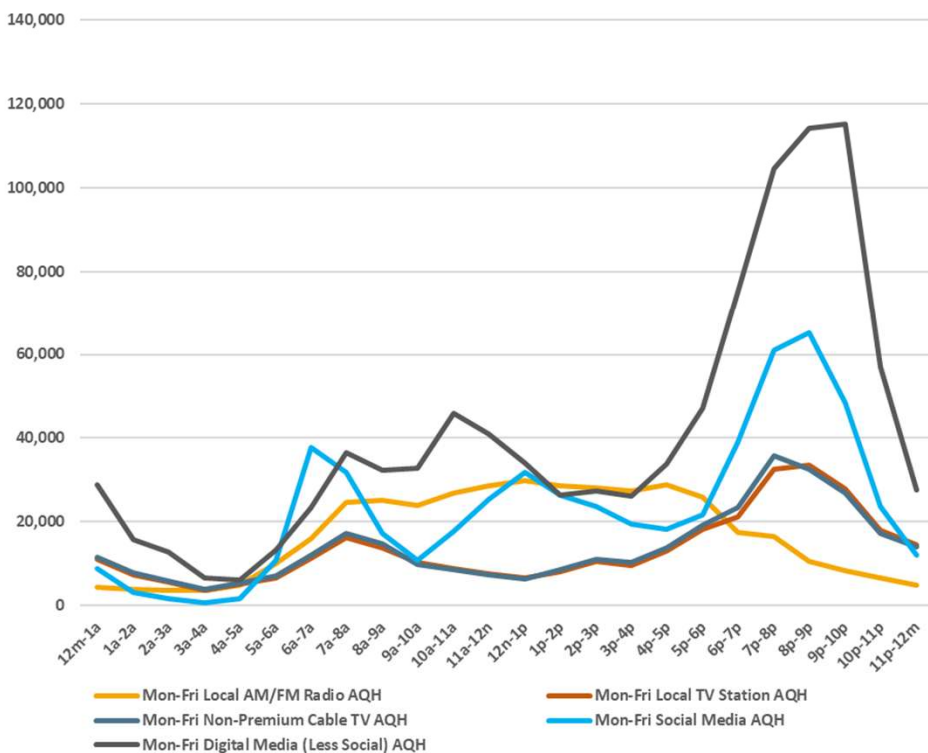
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



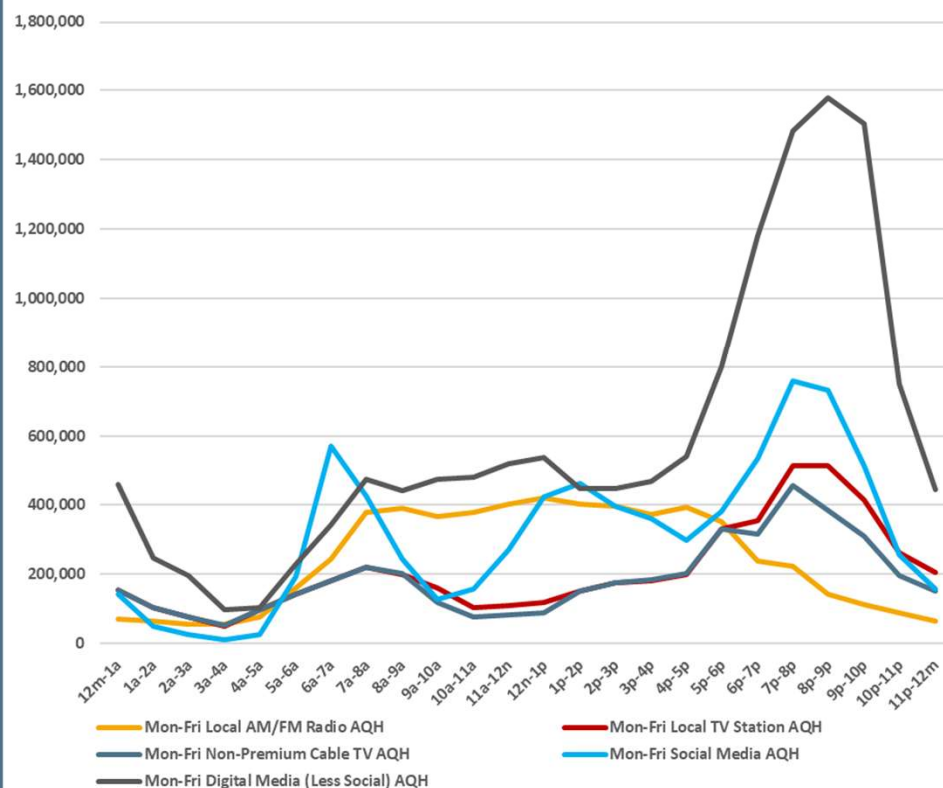


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 37,077;
Local Radio: 25,462; Social Media: 24,682; Non-Prem. Cable: 12,494; Local TV: 11,926
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the pas

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



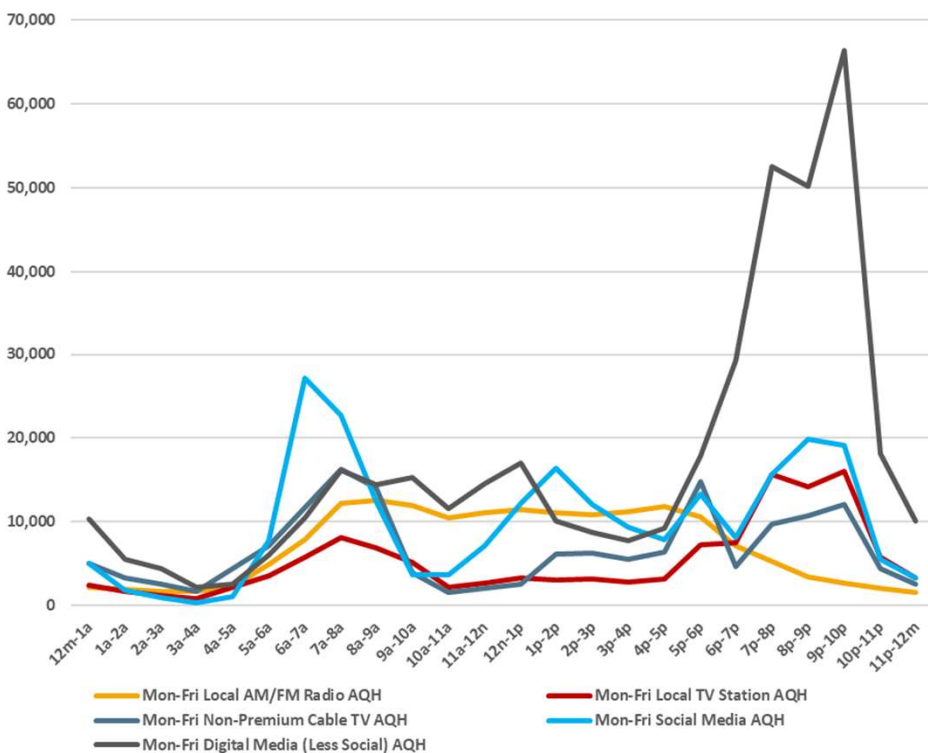
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



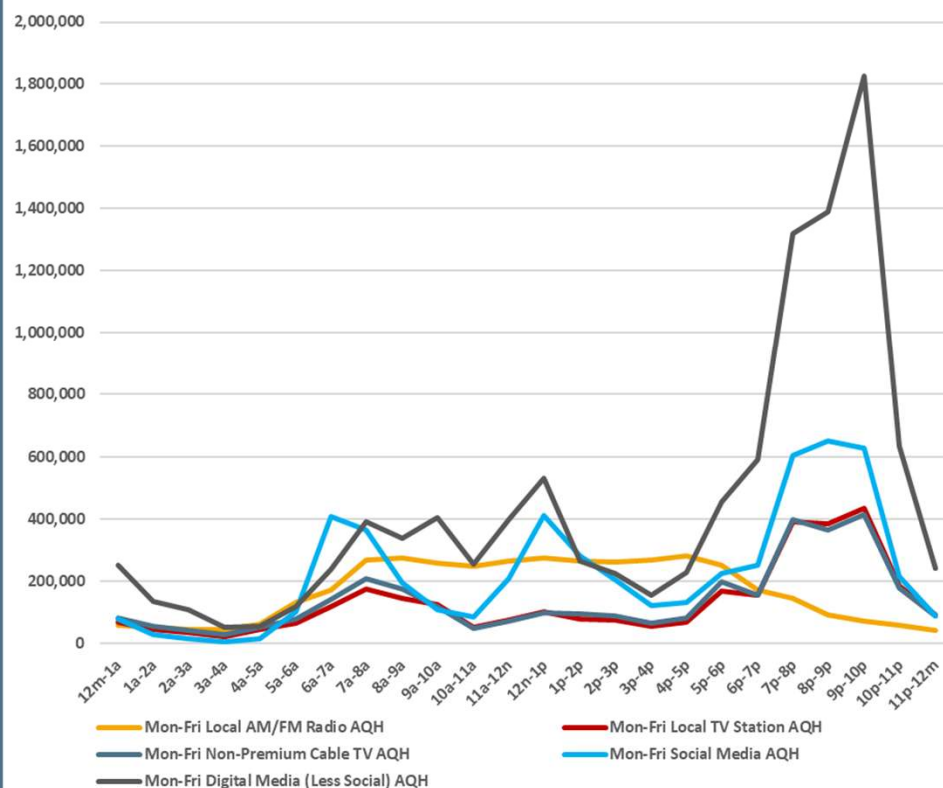


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,054;
Social Media: 12,014; Local Radio: 10,812; Non-Prem. Cable: 7,378; Local TV: 4,698
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the past

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



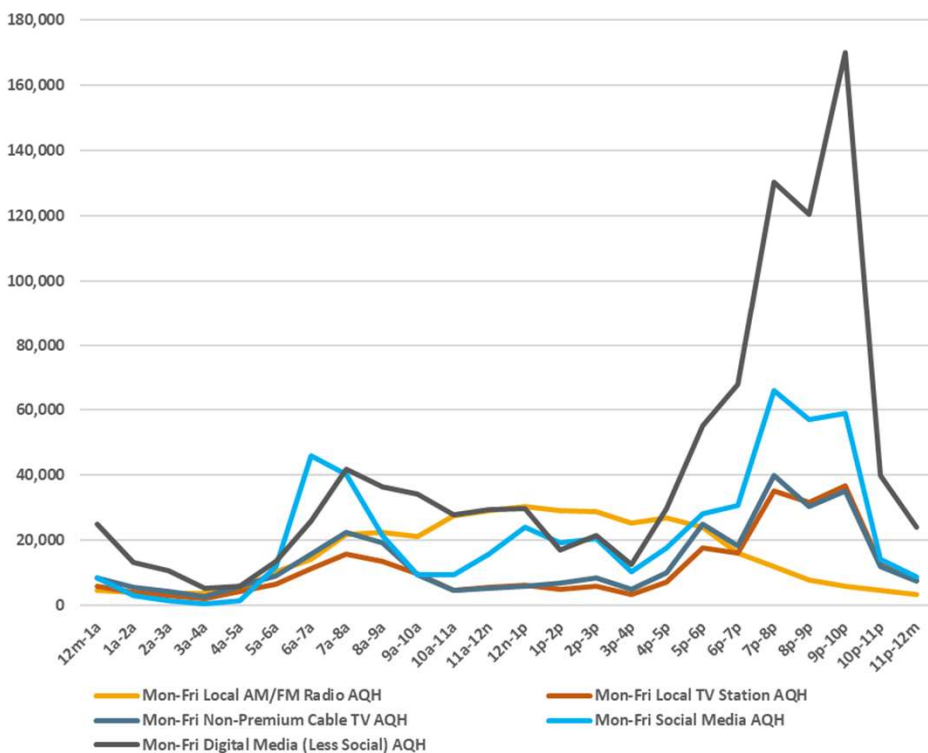
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 18 or older



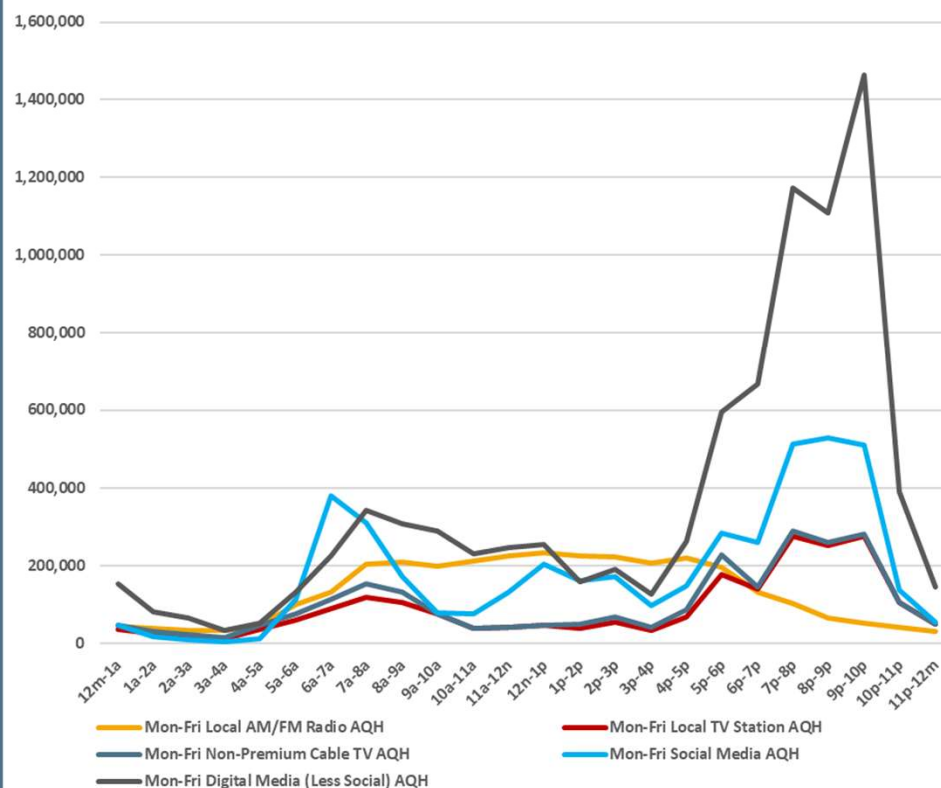


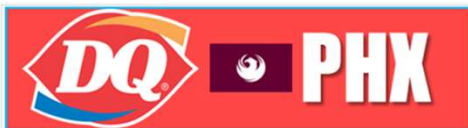
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 33,030;
Local Radio: 24,396; Social Media: 22,589; Non-Prem. Cable: 12,046; Local TV: 9,406
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the past

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



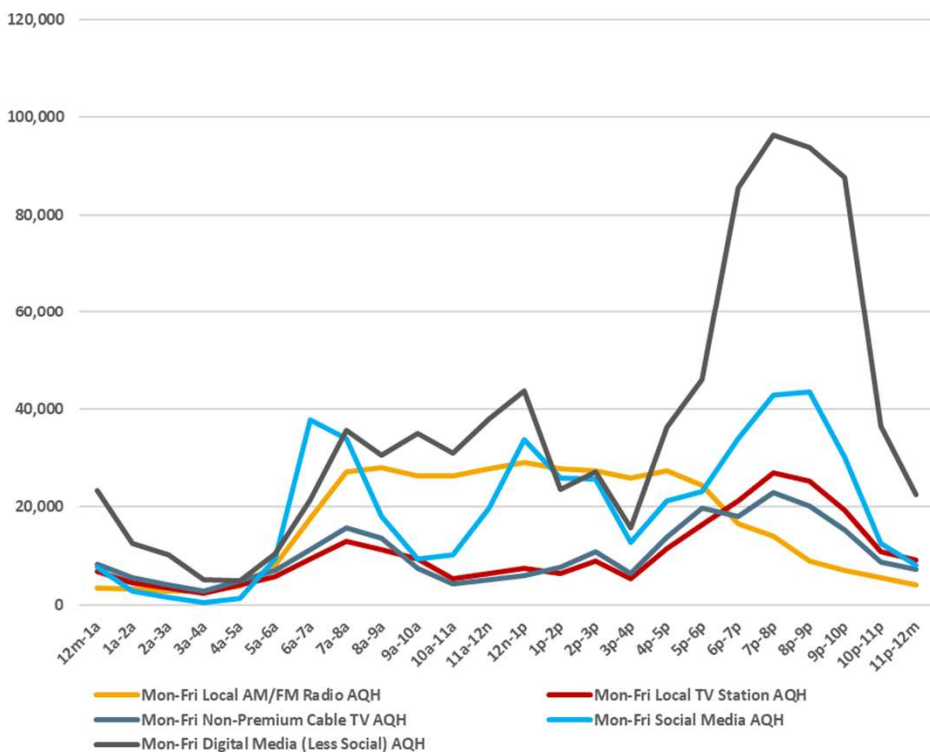
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



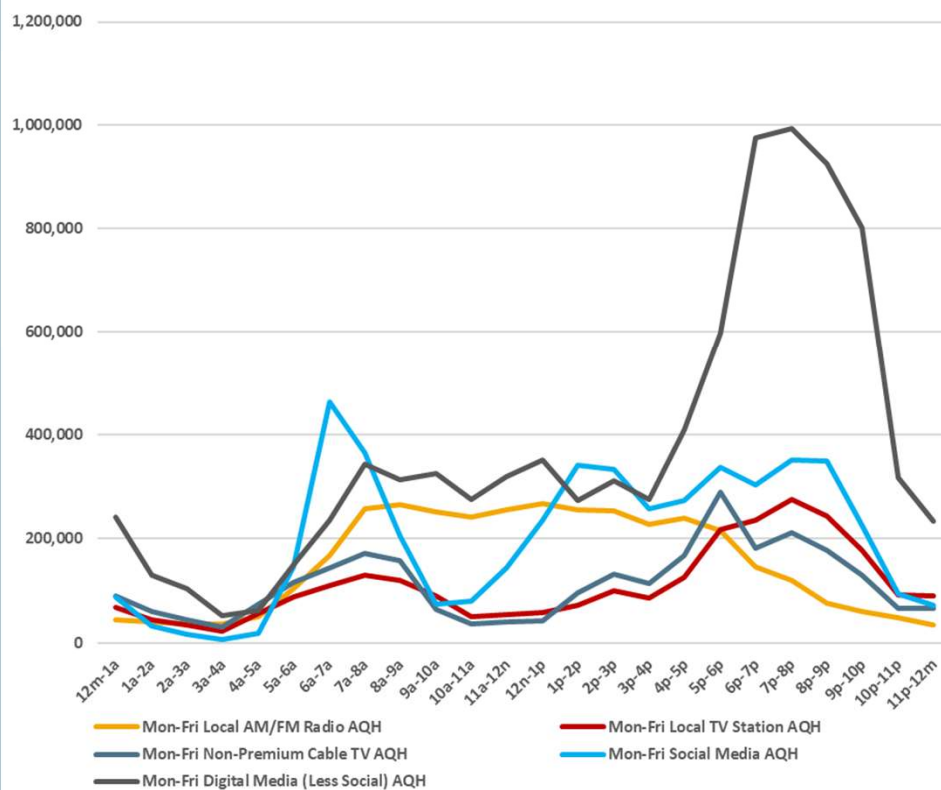


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,145;
Local Radio: 25,556; Social Media: 23,532; Non-Prem. Cable: 10,784; Local TV: 10,173
reaching Adults 18 or older who Used DAIRY QUEEN One or More Times in the pas

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



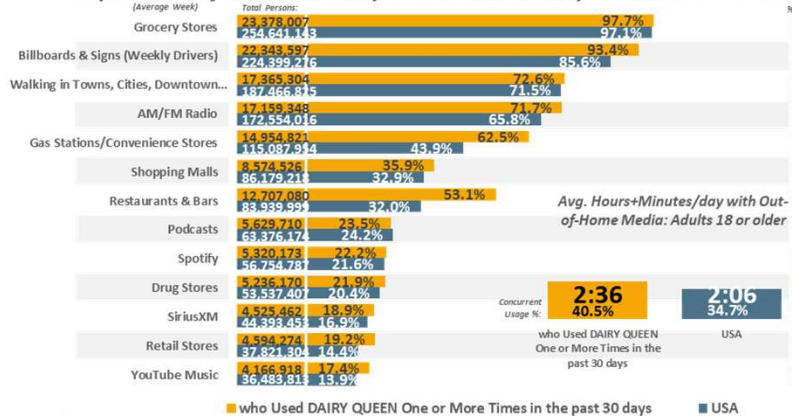
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



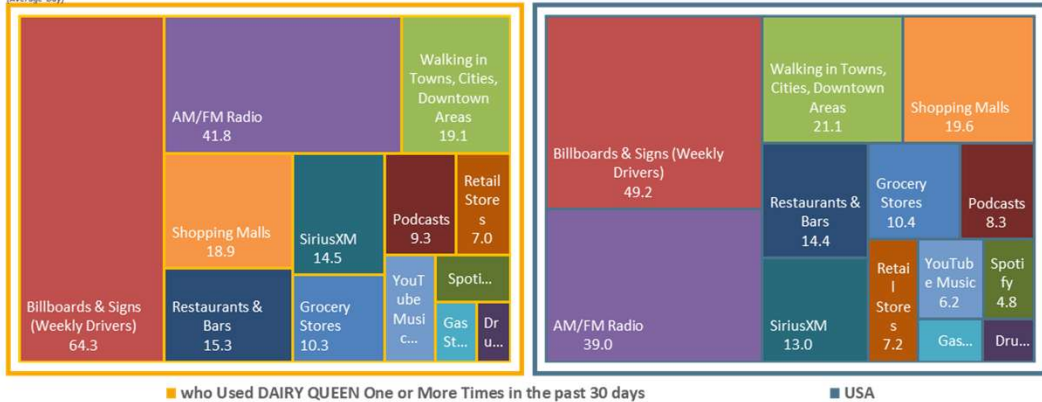


22,343,597 or 93.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 38.4 min

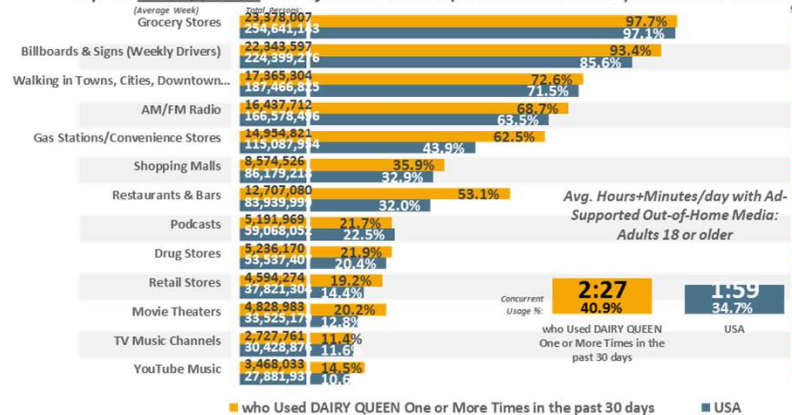
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



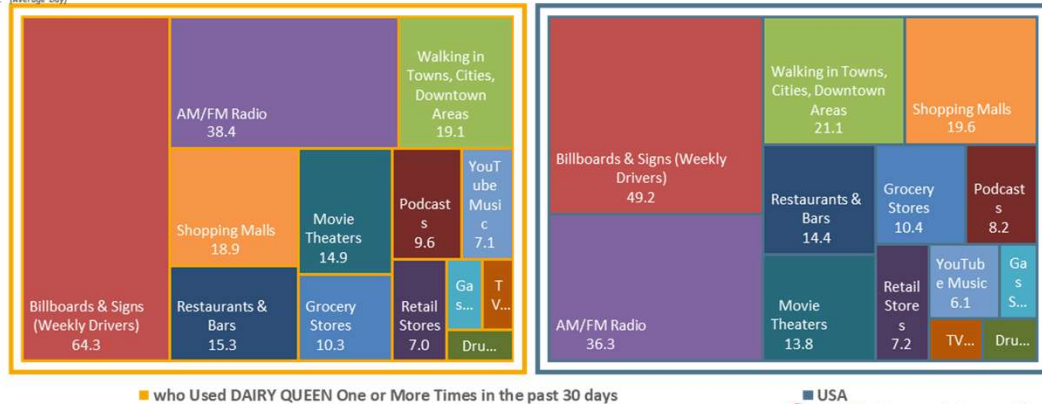
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



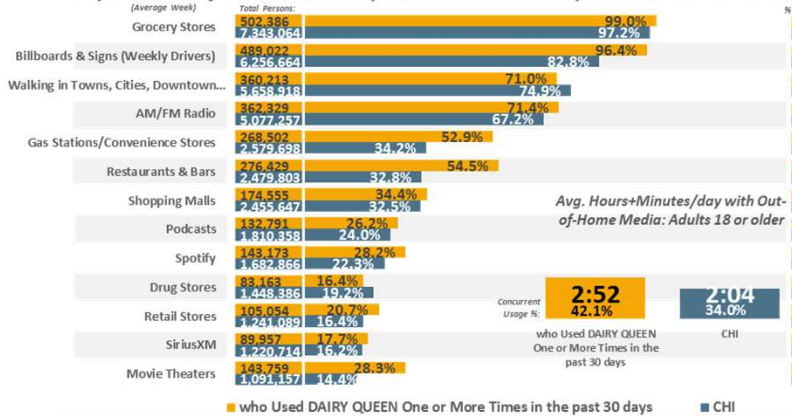
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



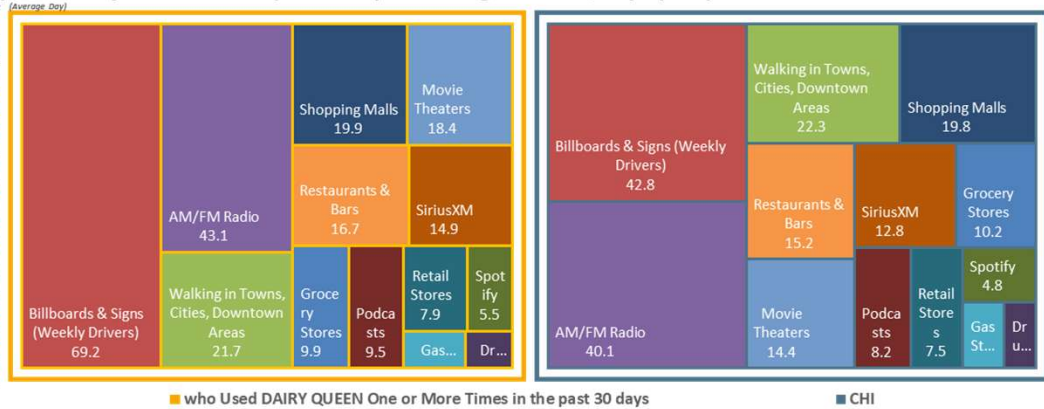


489,022 or 96.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 69.2 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minute

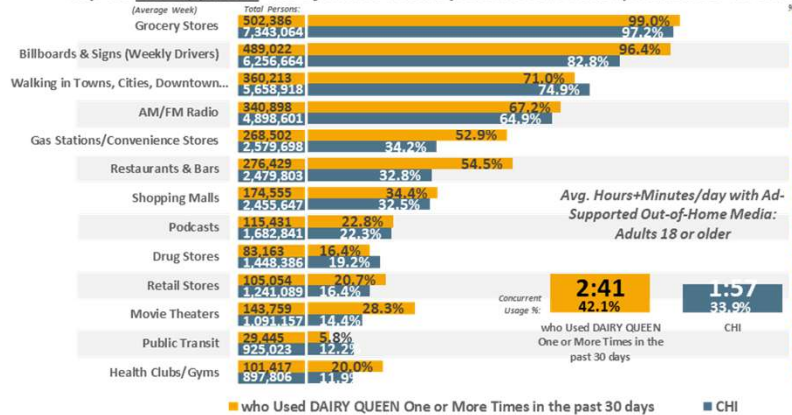
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



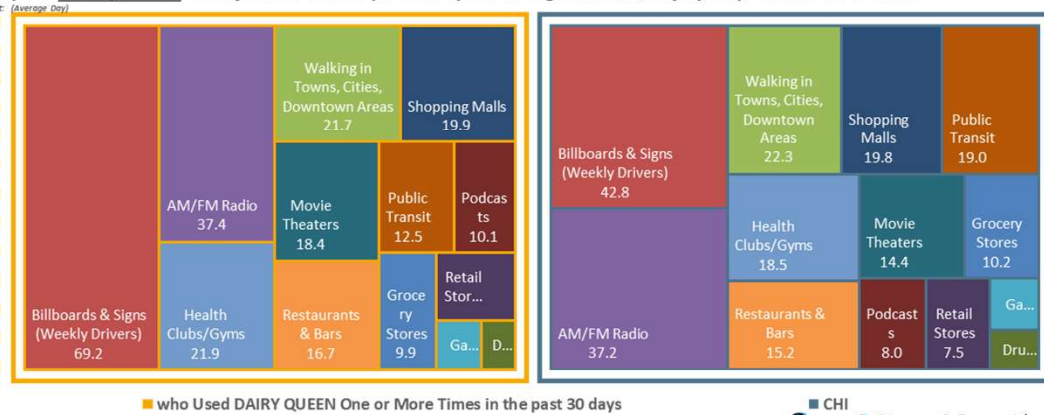
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



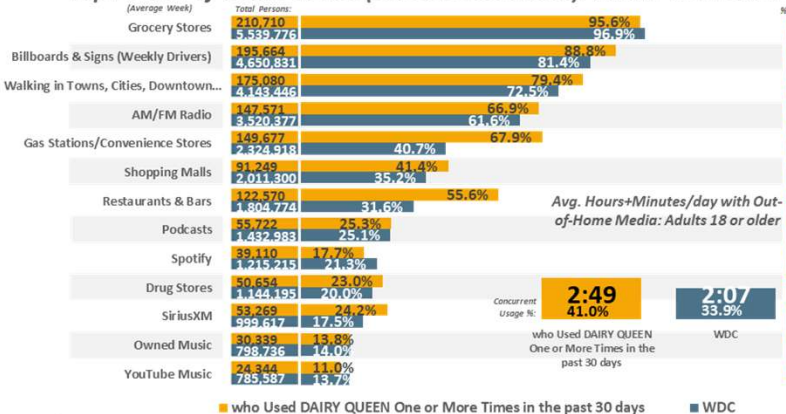
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



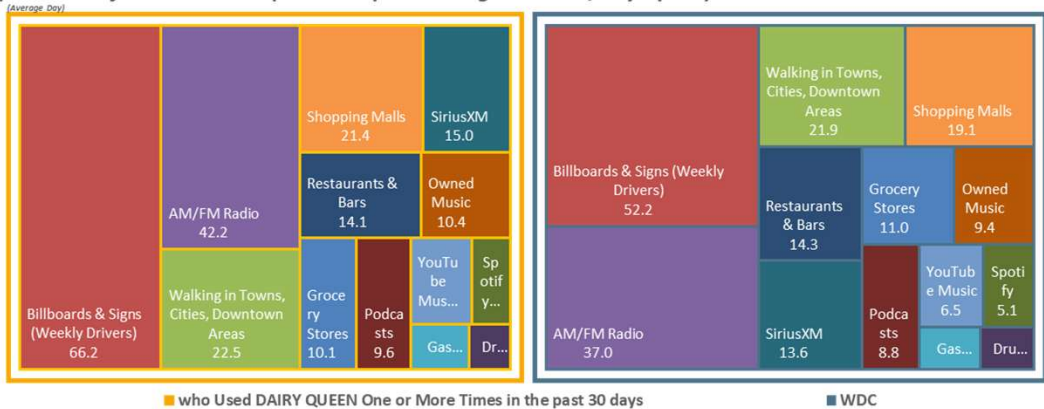


195,664 or 88.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 66.2 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minute

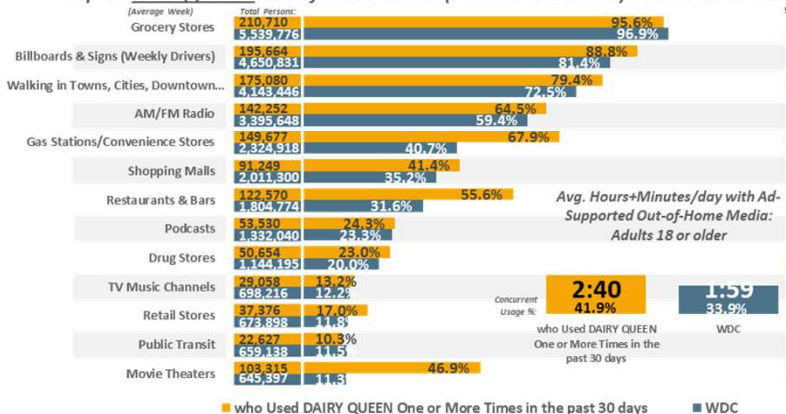
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



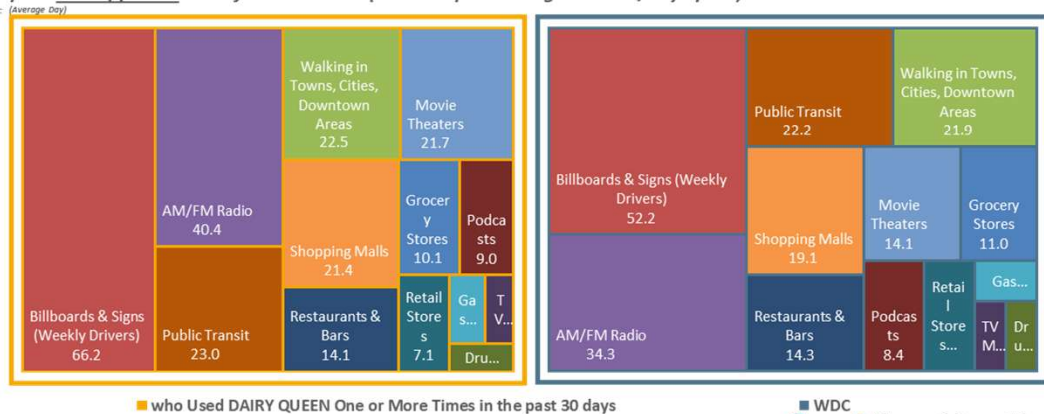
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



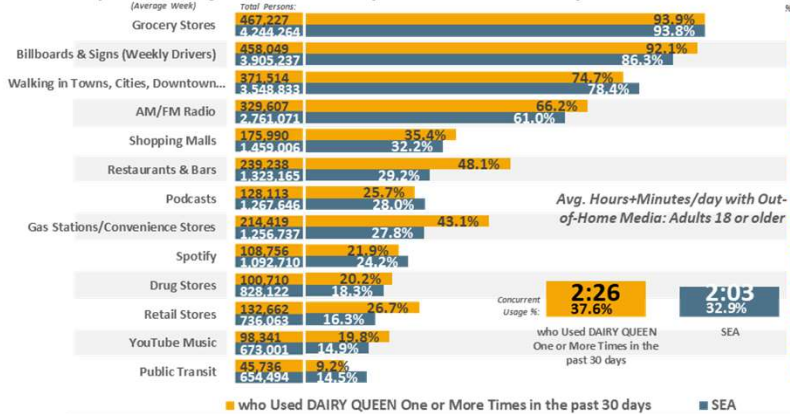
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





458,049 or 92.1% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes

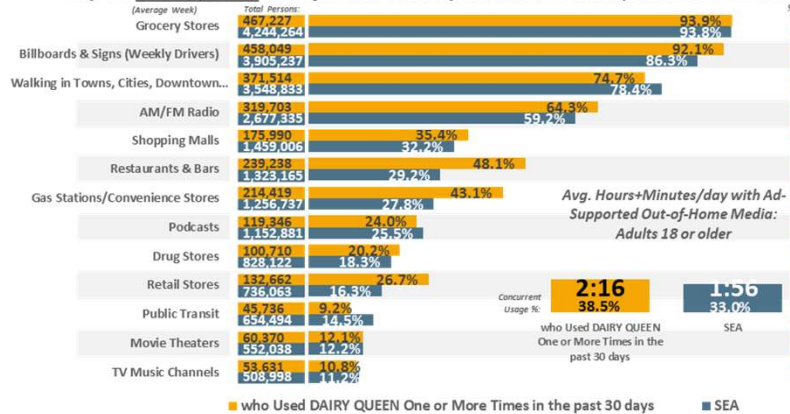
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



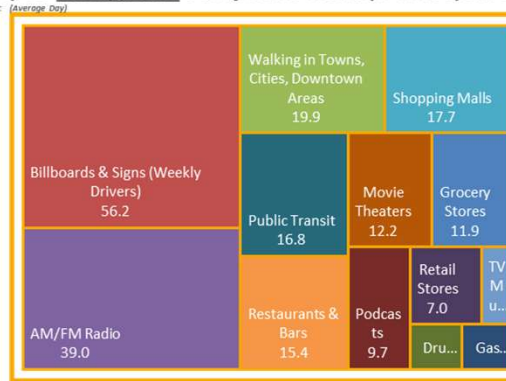
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



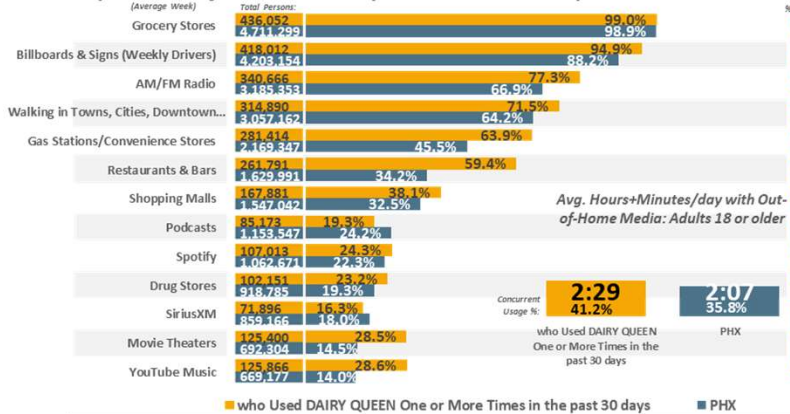
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





418,012 or 94.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 75.2% Listen to Local Radio Stations Out-of-Home for an average of 38.1 minute

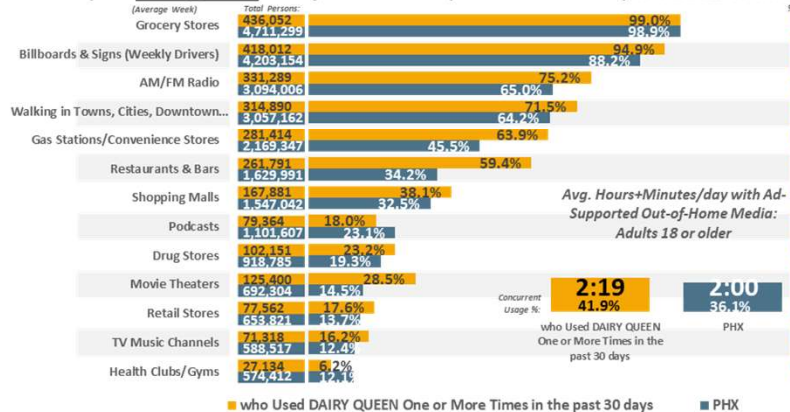
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



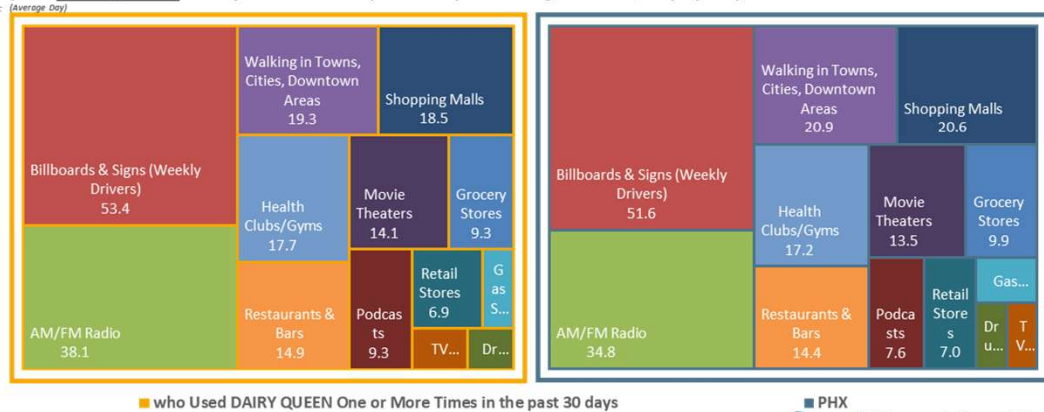
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



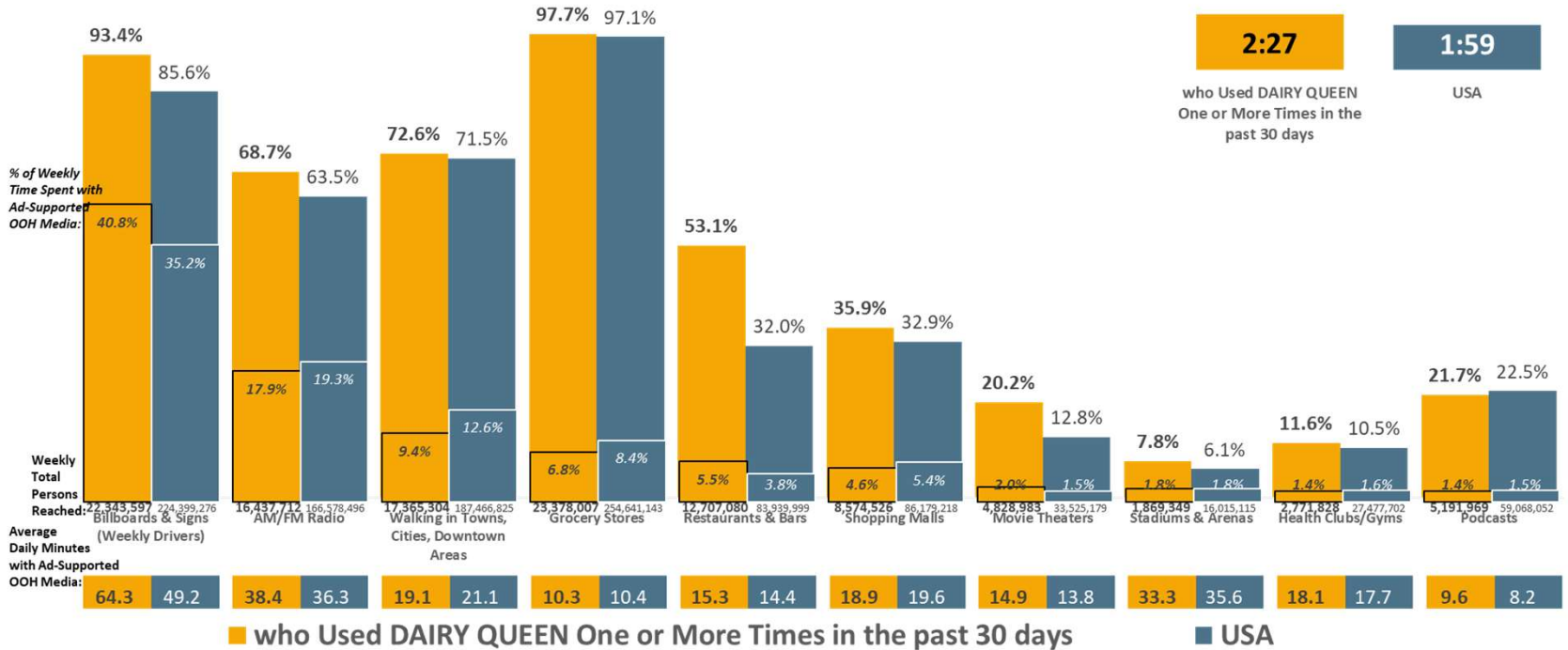


22,343,597 or 93.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 64.3 minutes per day driving, seeing Billboards and Signs representing 40.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,141
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

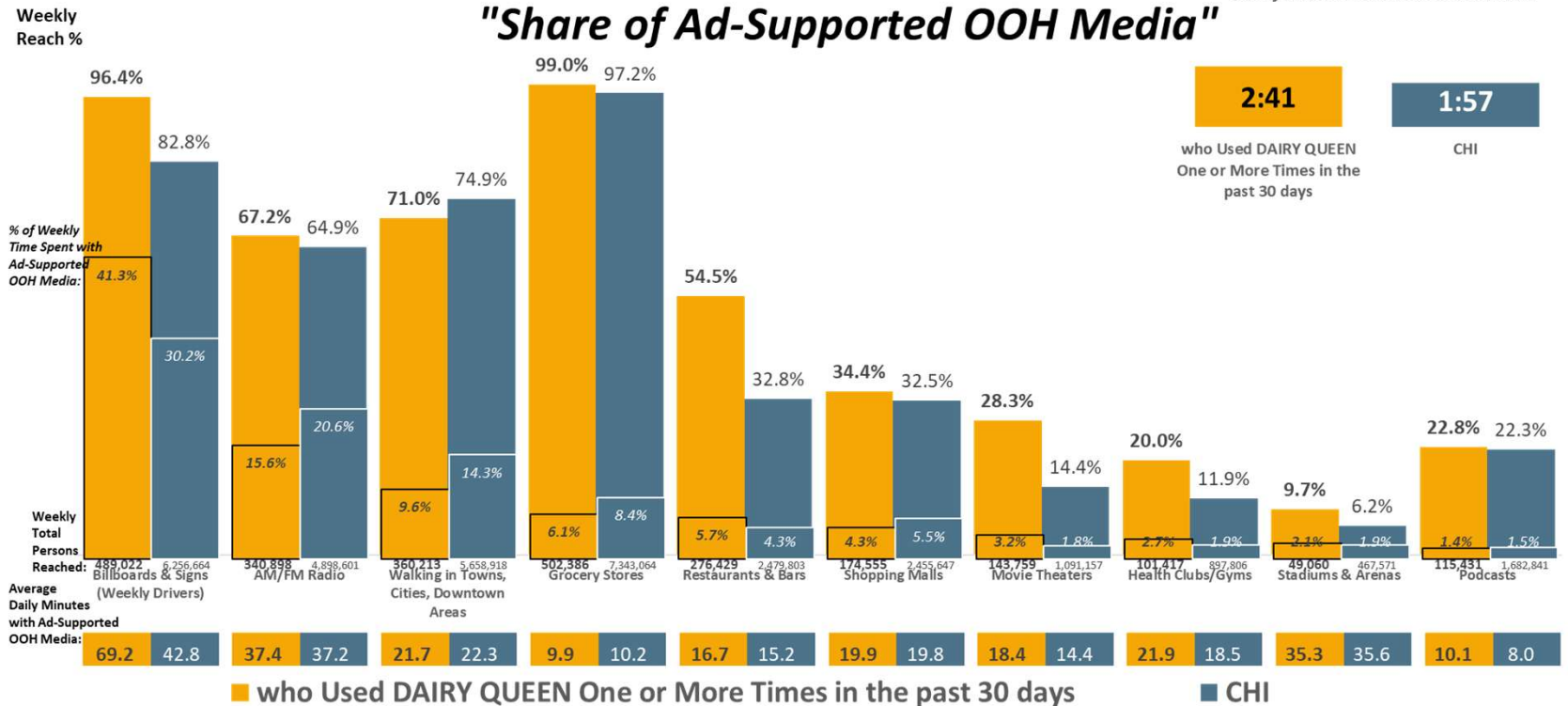
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



489,022 or 96.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 69.2 minutes per day driving, seeing Billboards and Signs representing 41.3% 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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 282
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

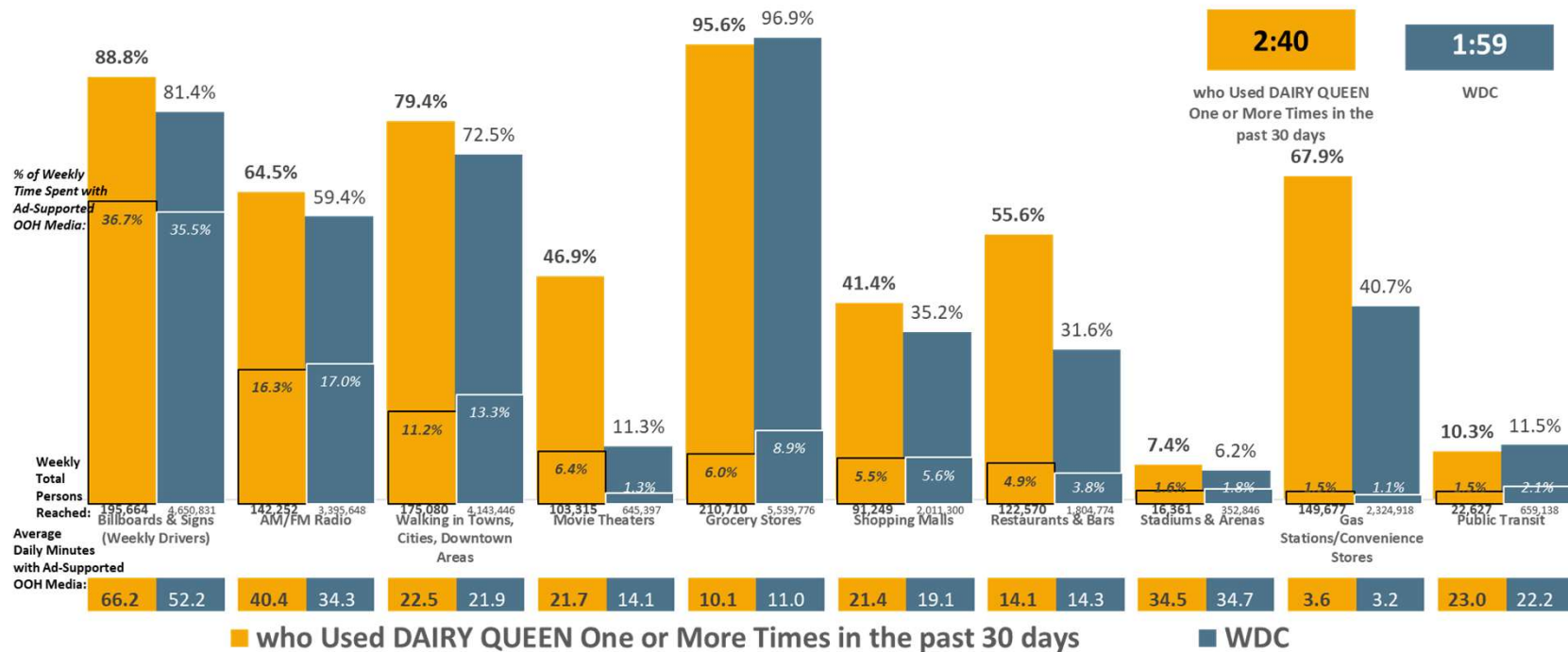


195,664 or 88.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 66.2 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 267 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

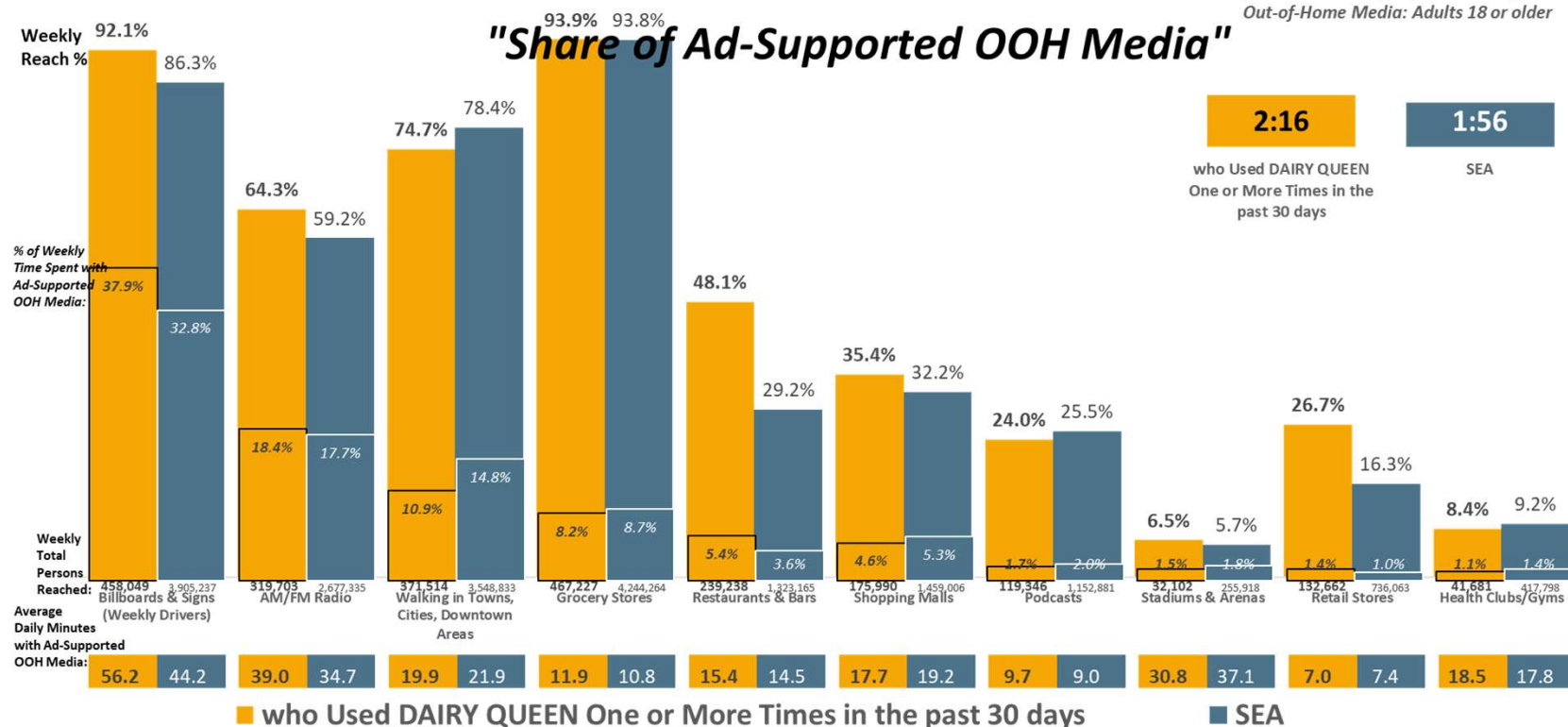
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



458,049 or 92.1% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 434 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Quick service restaurants used past 30 days: Dairy Queen

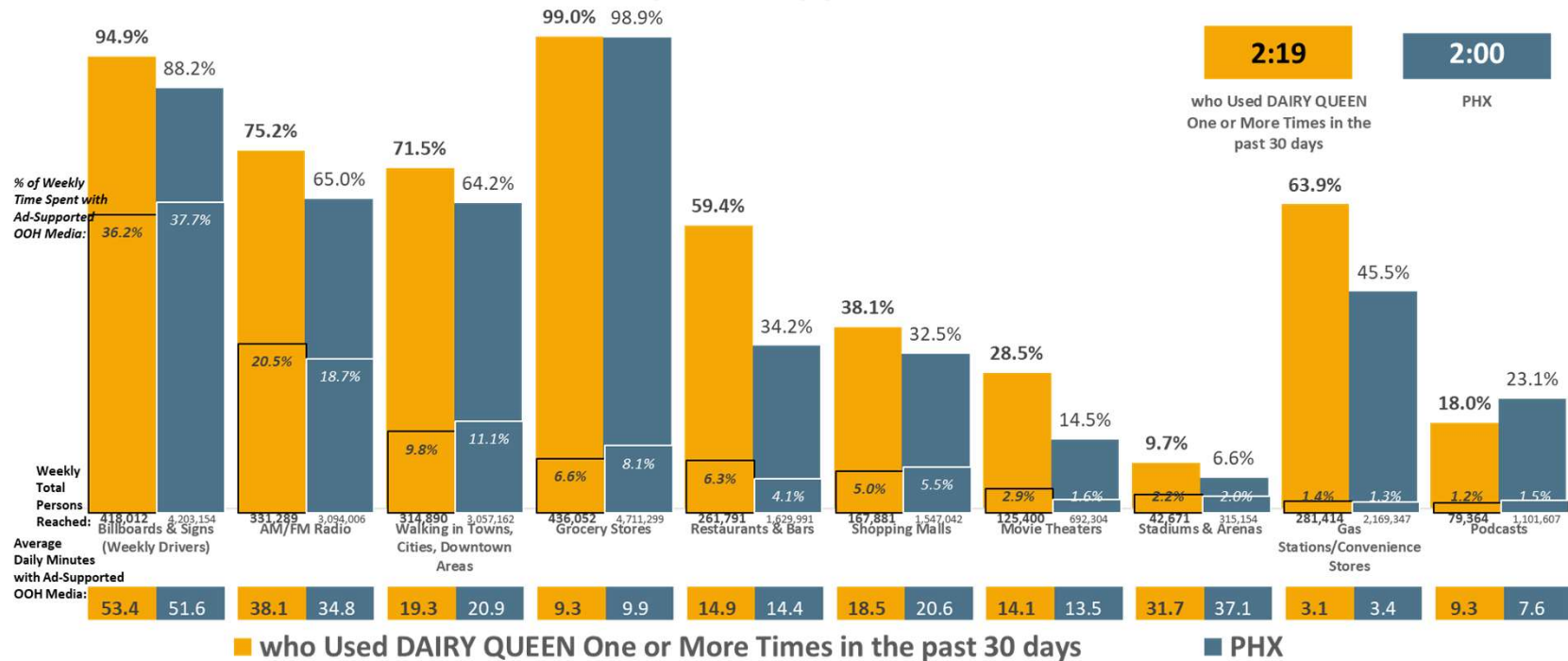


418,012 or 94.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 36.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 206 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

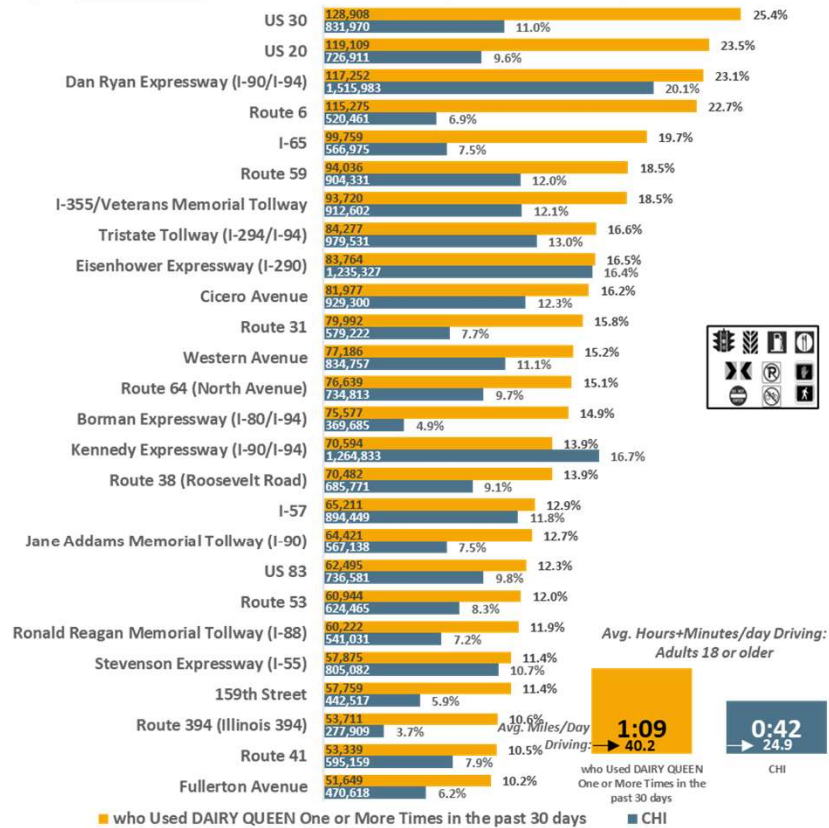
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen

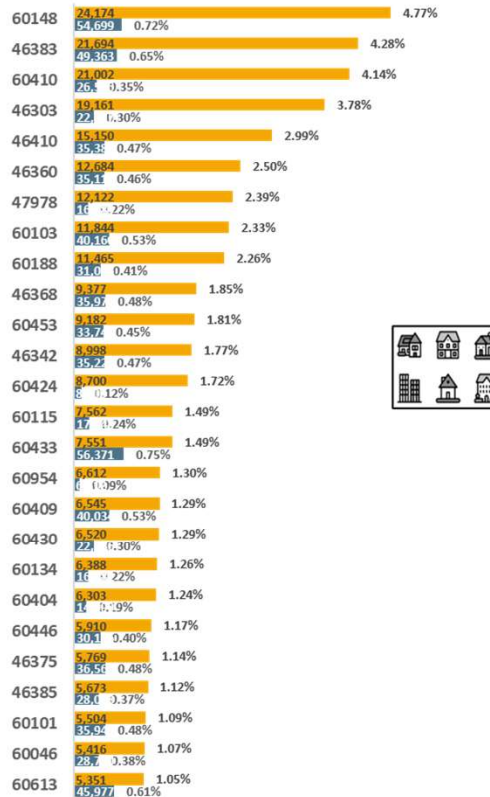


489,022 or 96.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 69.2 minutes per day driving an average of 40.2 miles each day and are 229.7% more likely to use Route 6 than the Metro average.

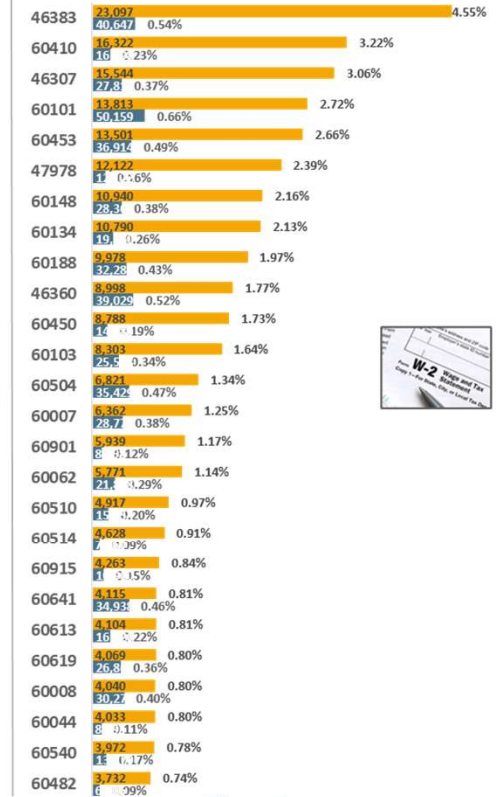
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



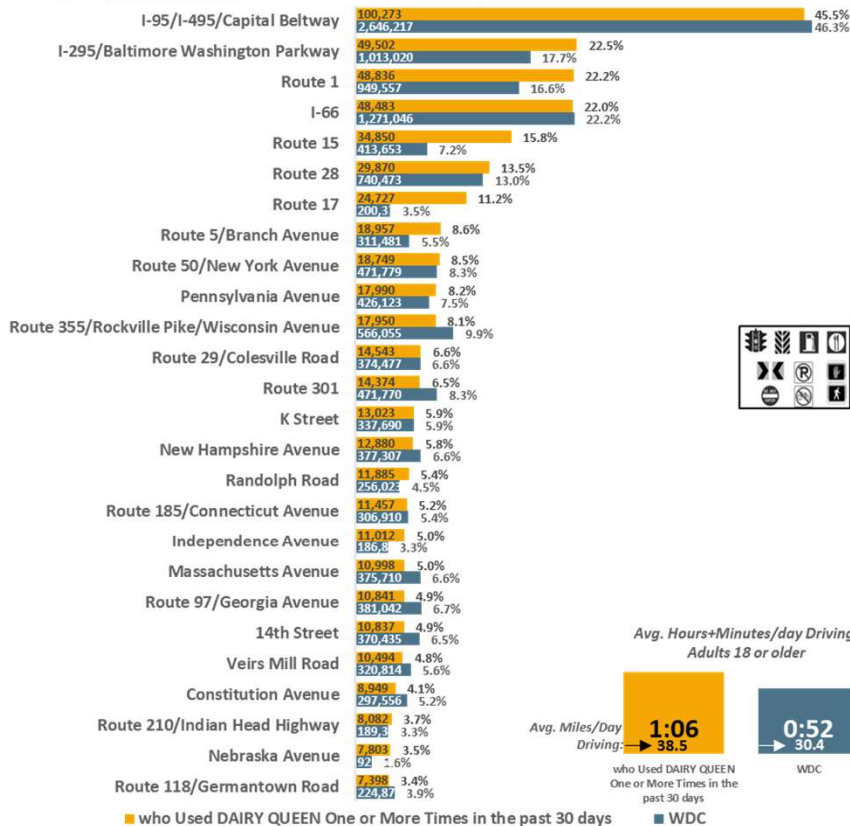
Top-26 Employment Zip Codes: Adults 18 or older



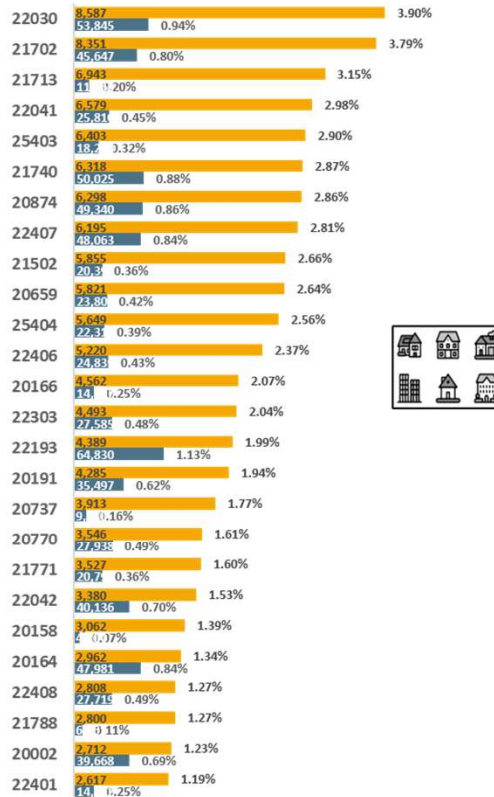


195,664 or 88.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 66.2 minutes per day driving an average of 38.5 miles each day and are 219.9% more likely to use Route 17 than the Metro average.

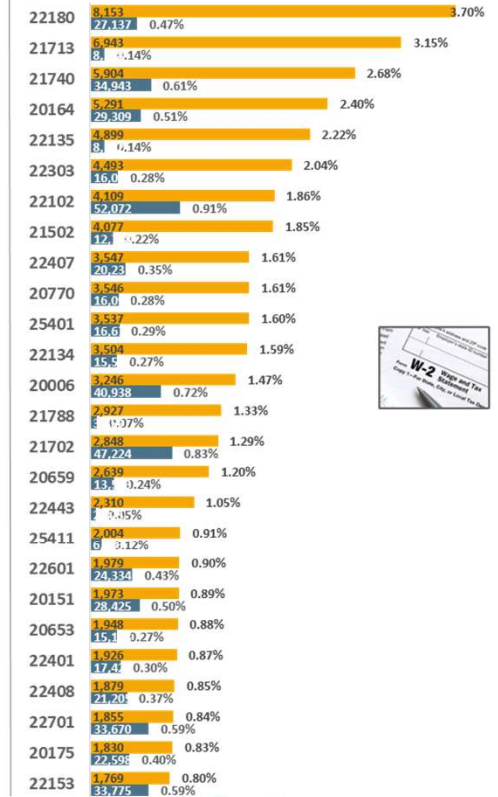
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



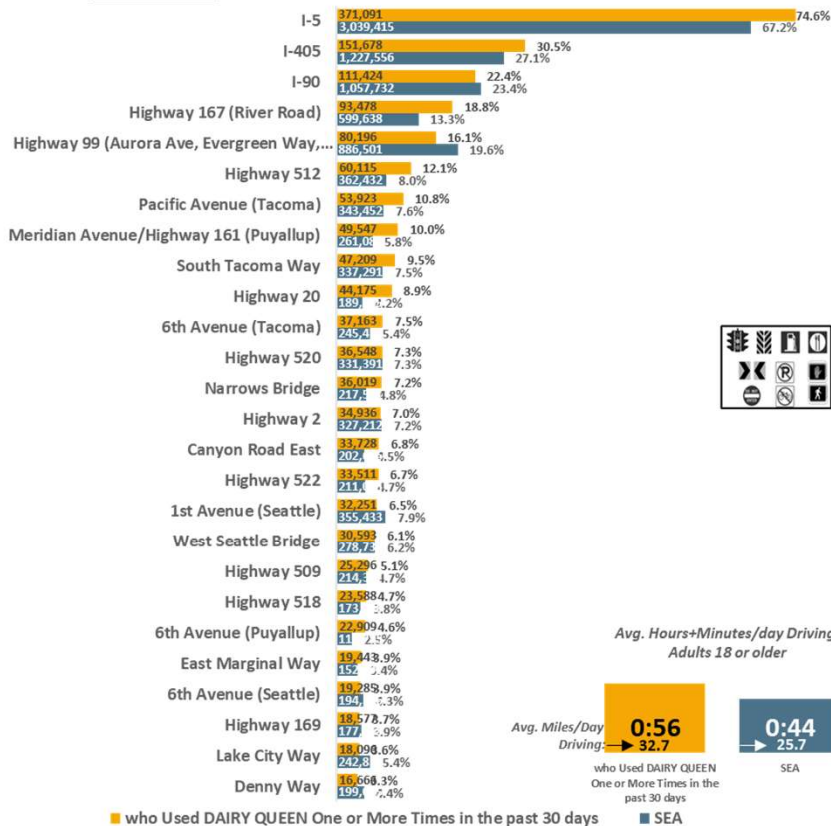
Top-26 Employment Zip Codes: Adults 18 or older





458,049 or 92.1% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 111.6% more likely to use Highway 20 than the Metro average.

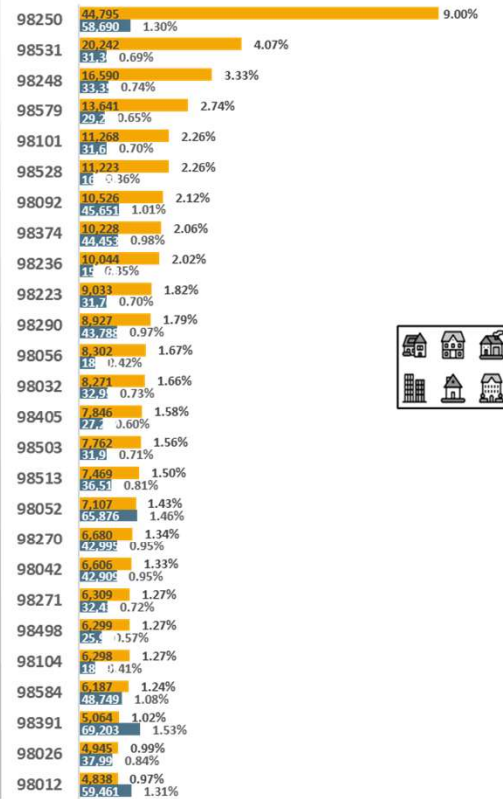
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



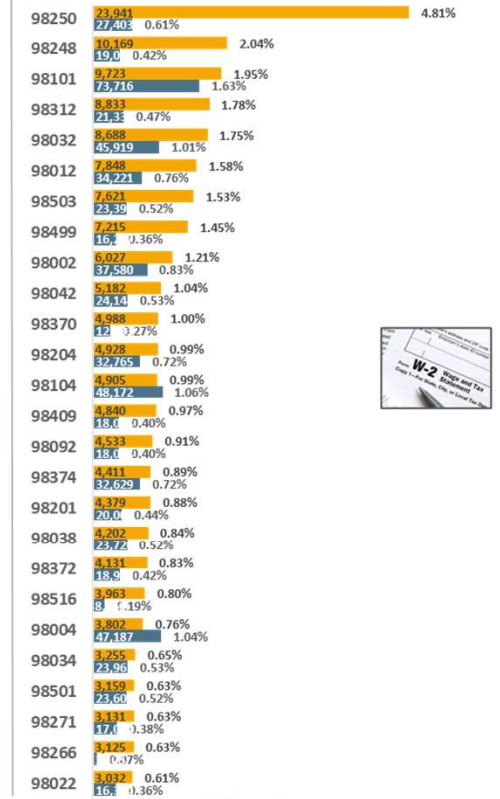
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

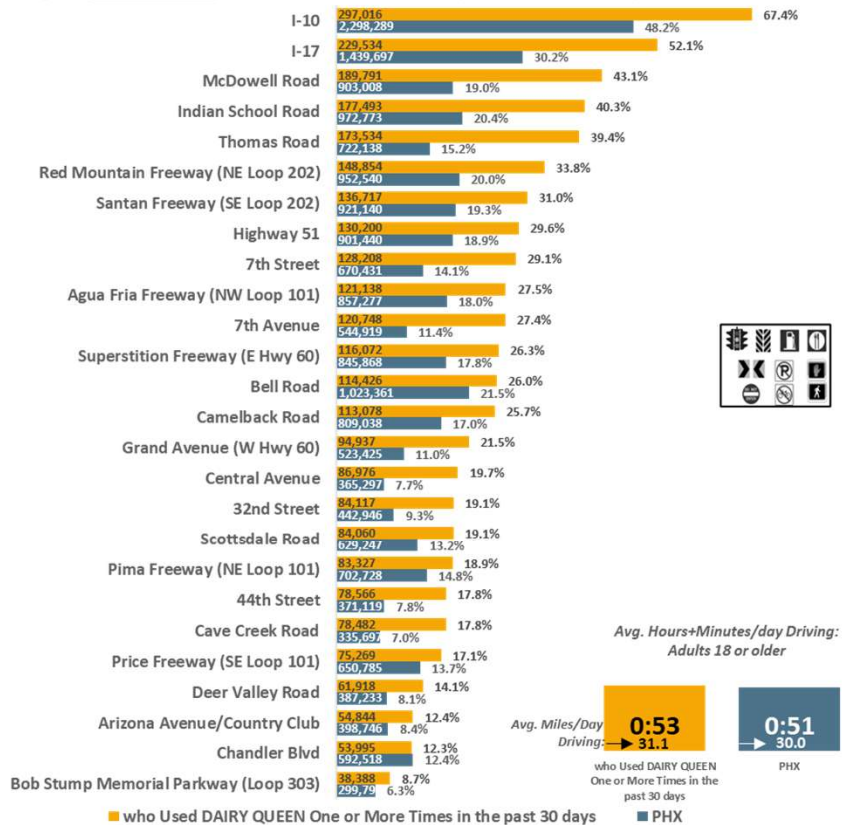


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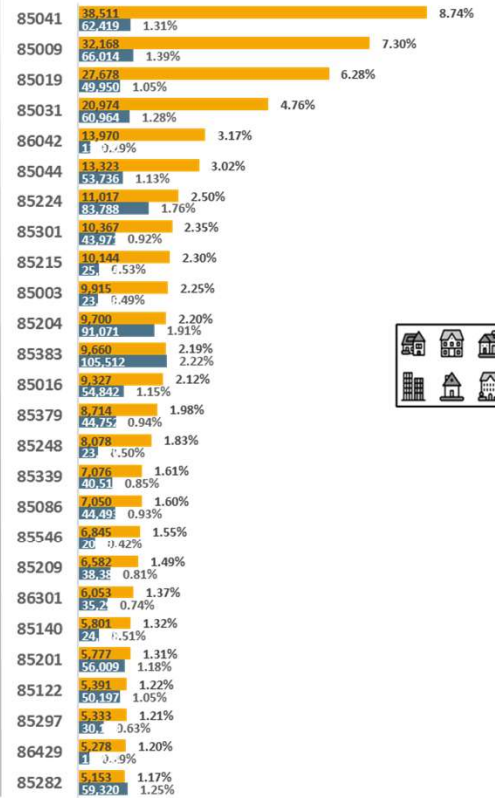


418,012 or 94.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days spend an average of 53.4 minutes per day driving an average of 31.1 miles each day and are 159.8% more likely to use Thomas Road than the Metro average.

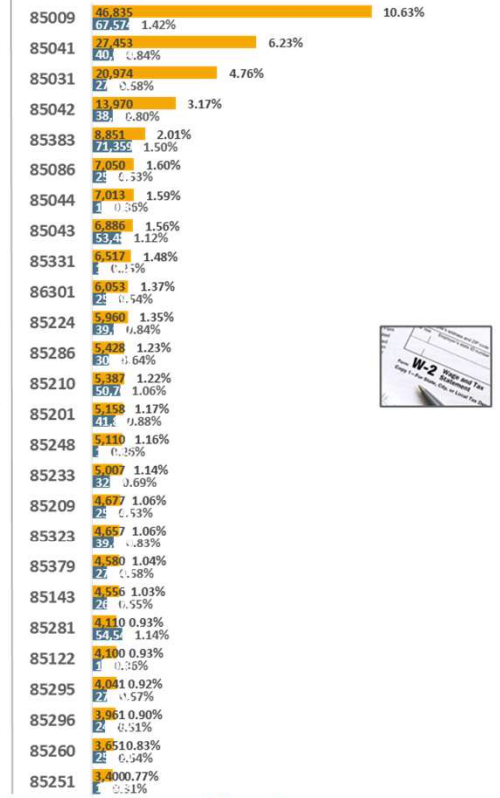
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



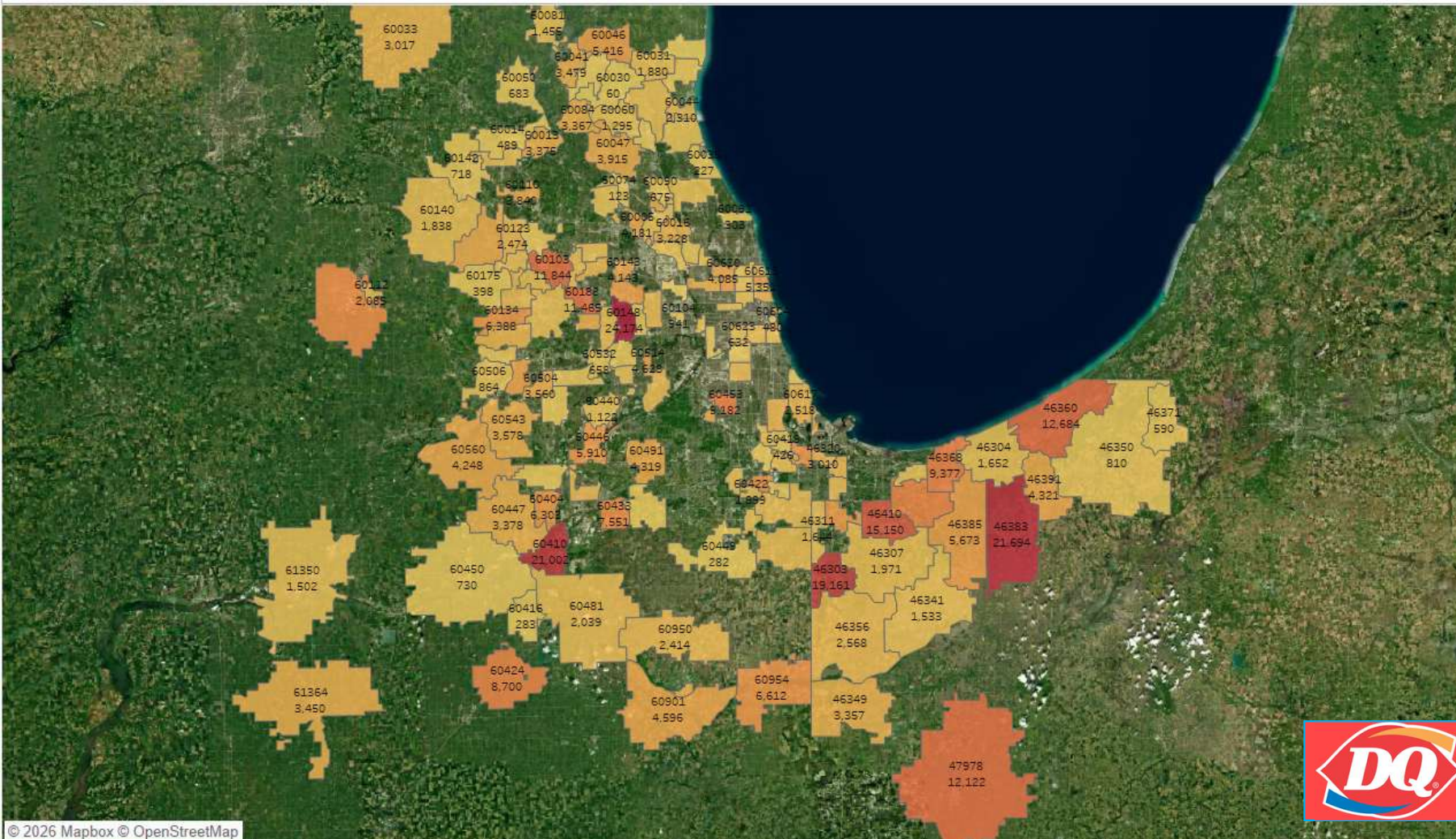
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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



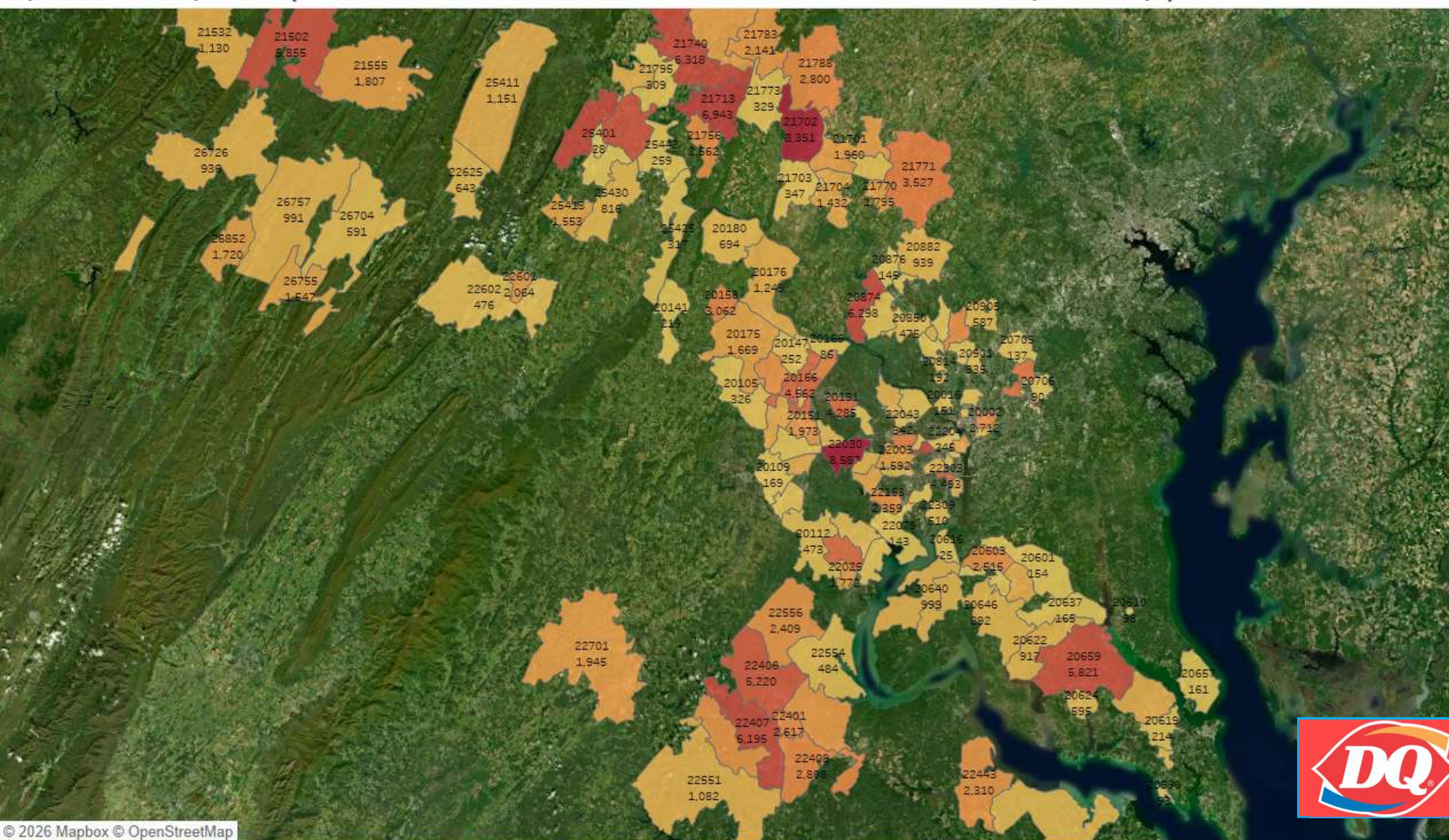
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CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 282
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Quick service restaurants used past 30 days: Dairy Queen

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



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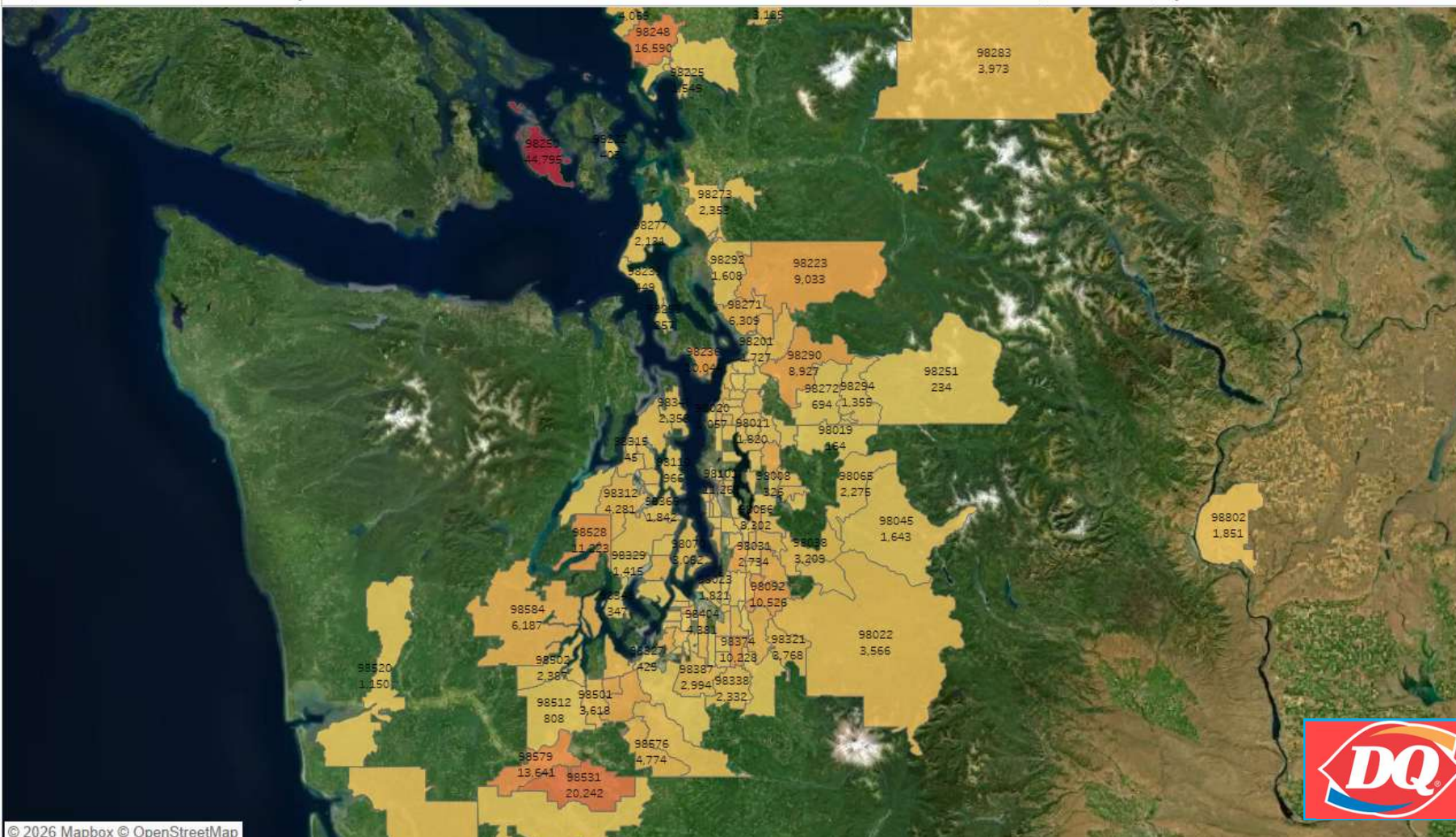
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 267

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Quick service restaurants used post 30 days: Dairy Queen

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



SUM(Adults 18 or older ...



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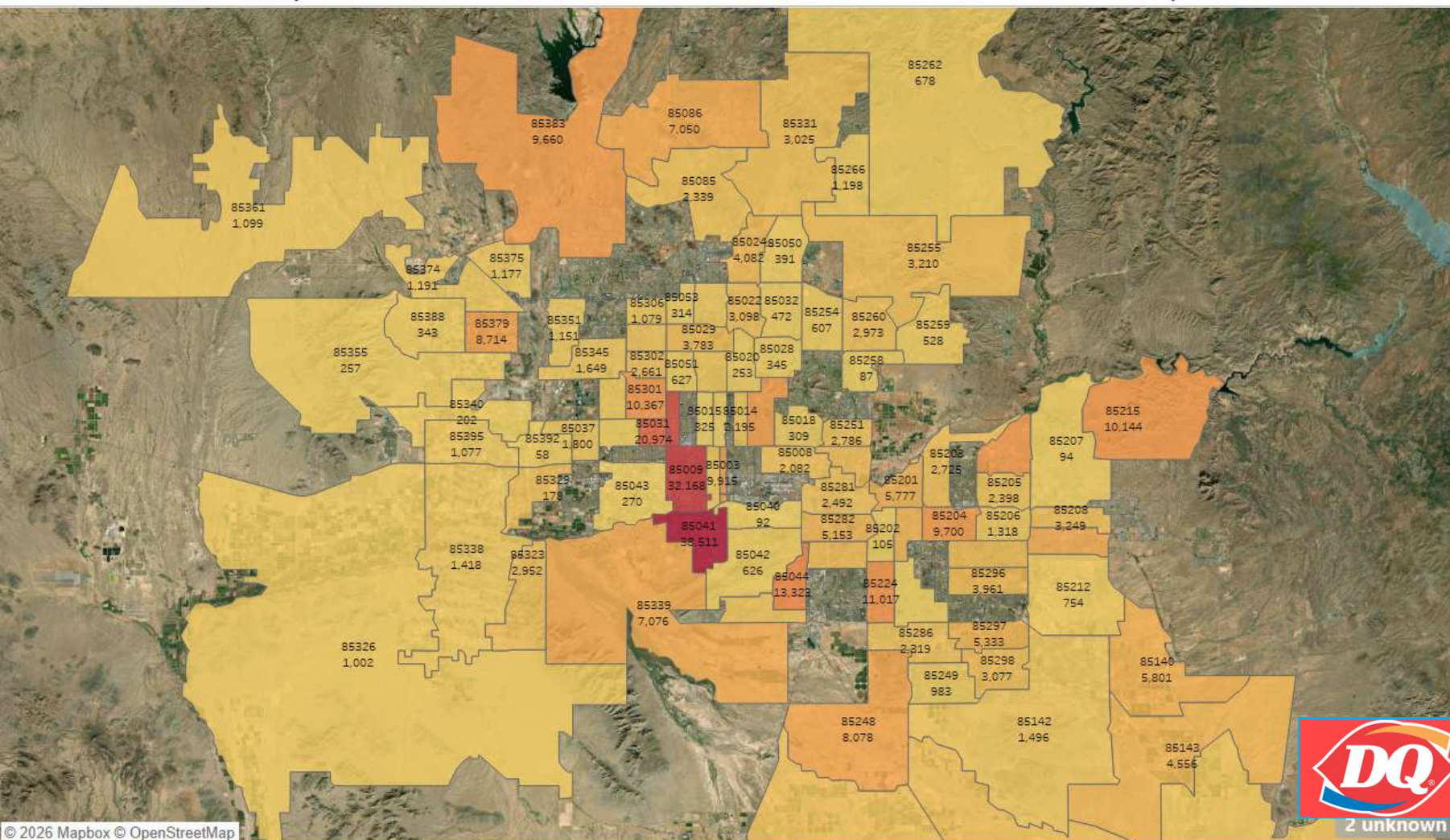
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intob 434
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Quick service restaurants used past 30 days: Dairy Queen

soefa.ai Share of Everything for Anything

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

SUM(Adults 18 or older ...



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2 unknown

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 206

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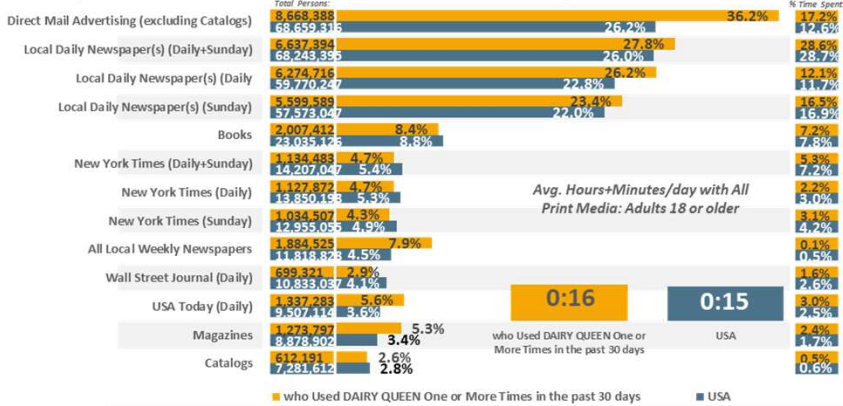
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Dairy Queen



6,637,394 or 27.8% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 30.8% of all time spent daily with All forms of Print Media

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

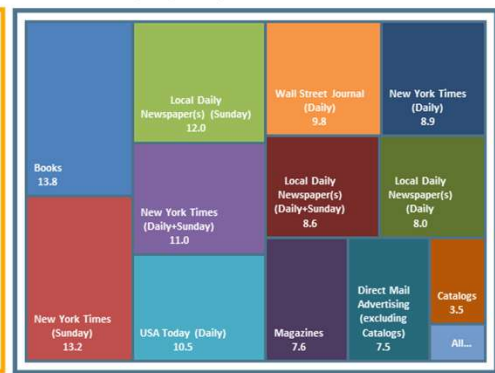
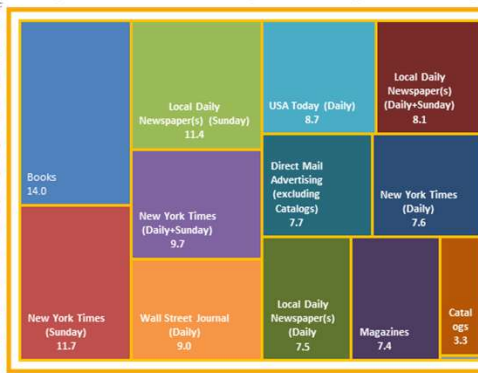


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

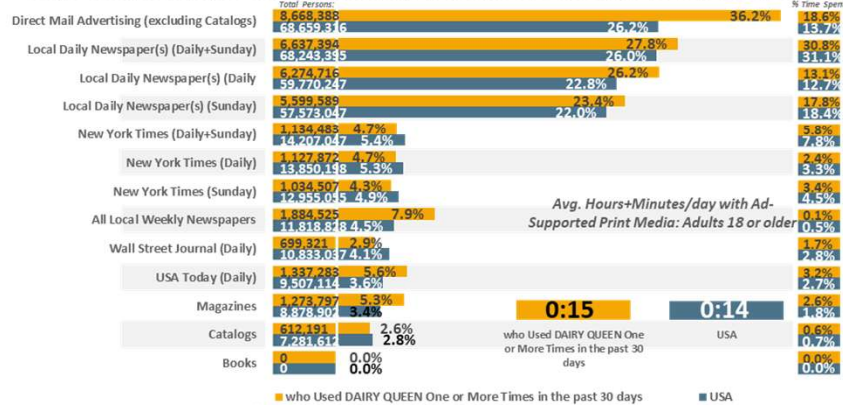
0:16

0:15

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



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

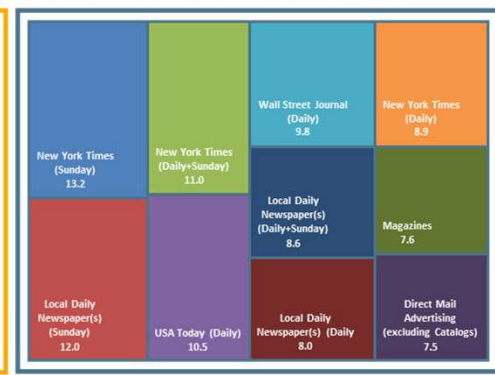
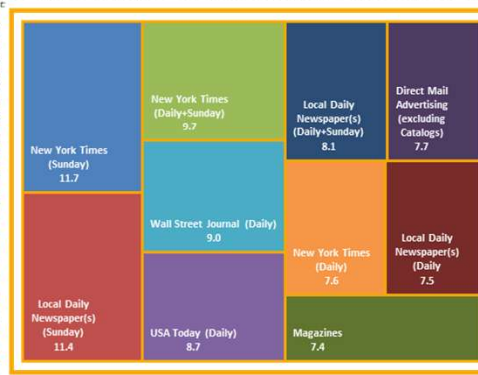


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

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0:14

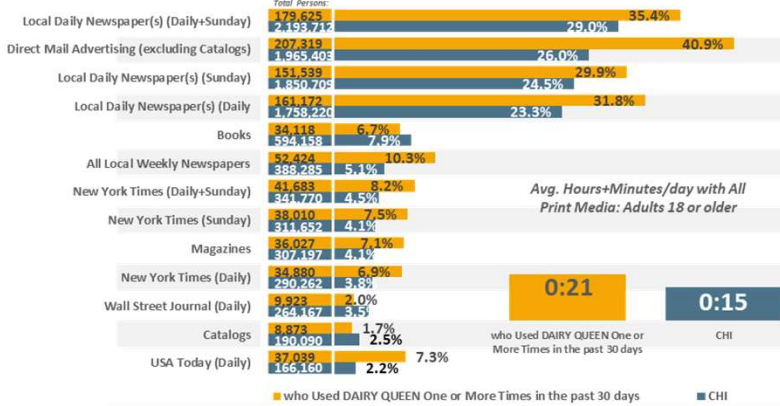
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



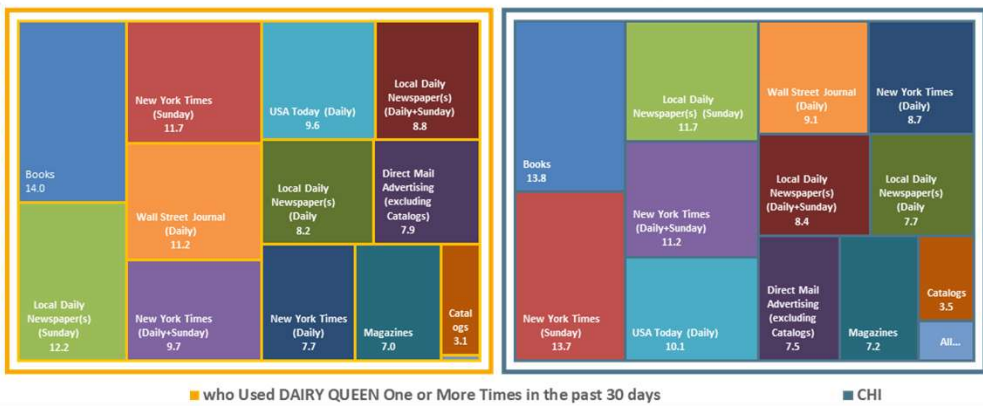


179,625 or 35.4% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 31.2% of all time spent daily with All forms of Print Medi

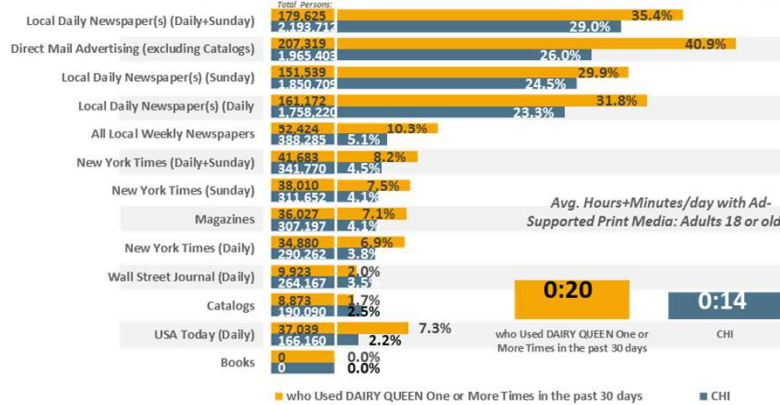
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



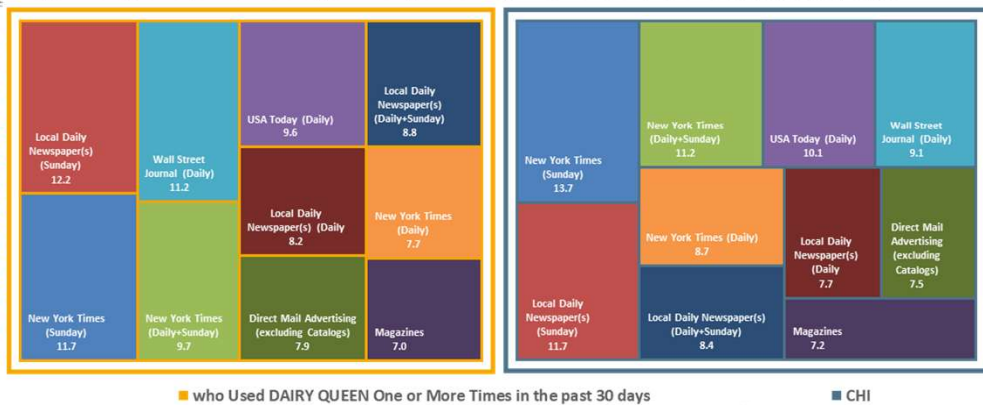
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



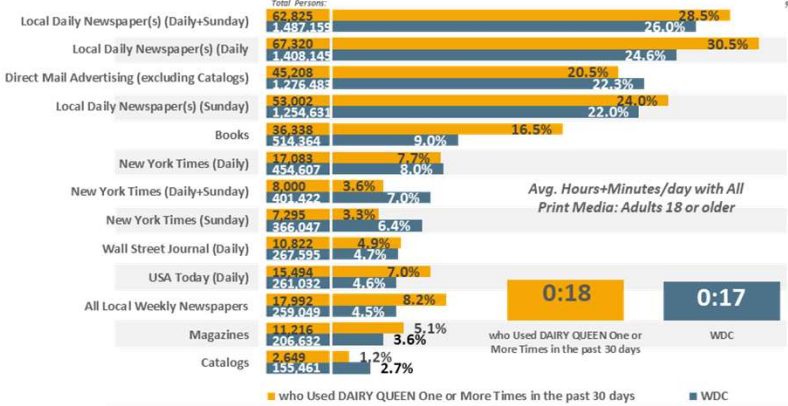
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



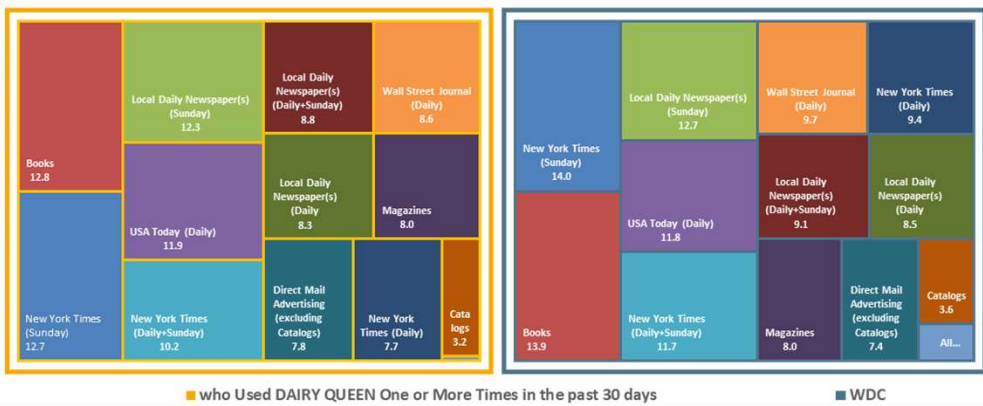


62,825 or 28.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.6% of all time spent daily with All forms of Print Media

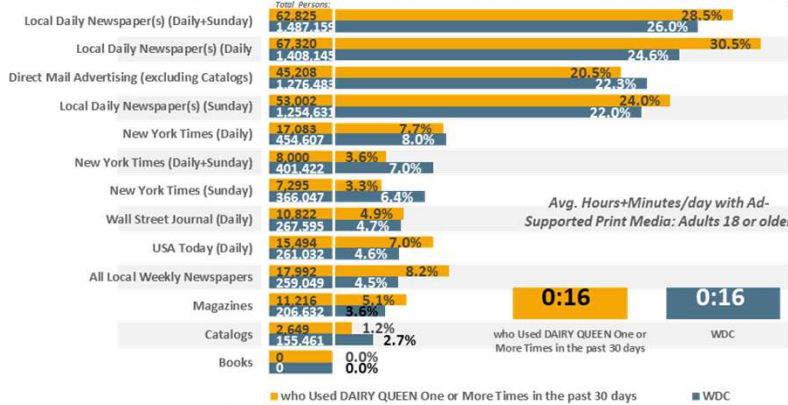
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



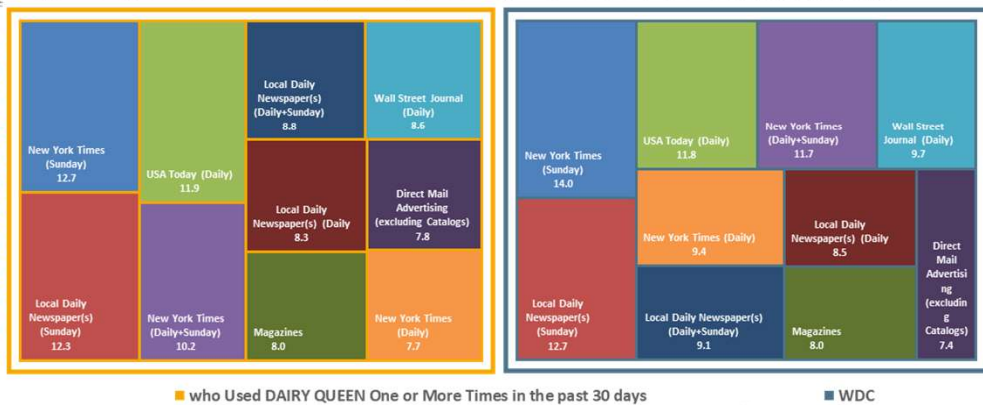
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



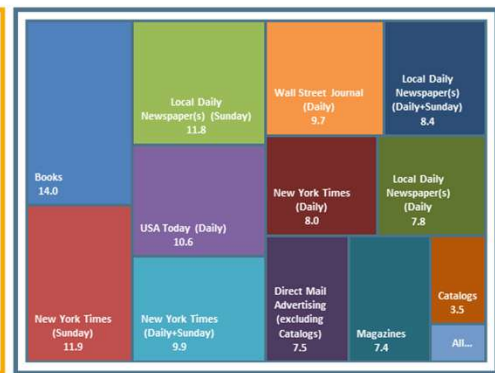
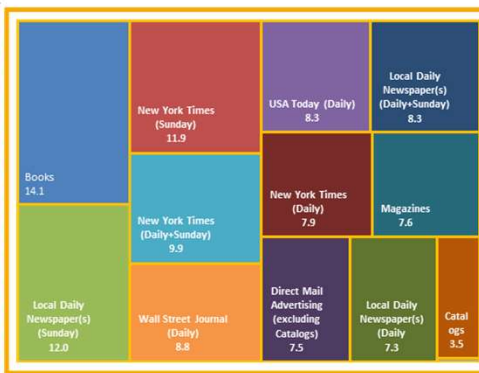
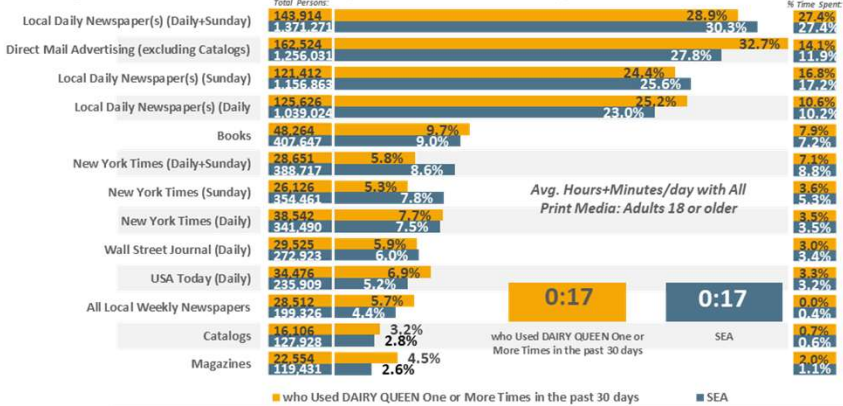
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



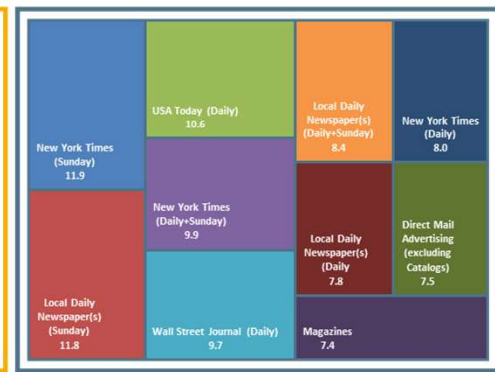
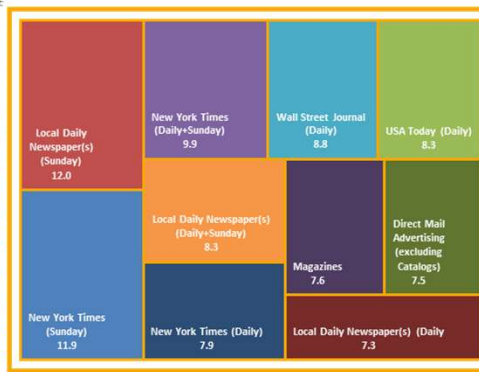
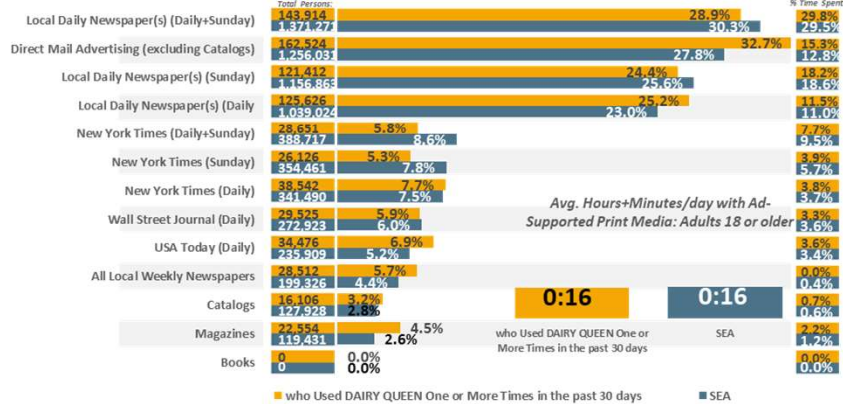


143,914 or 28.9% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.8% of all time spent daily with All forms of Print Media

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**



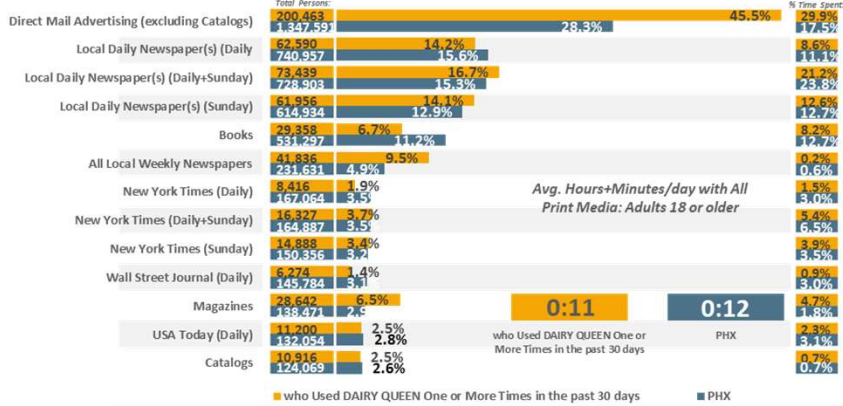
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





200,463 or 45.5% of Adults 18 or older who Used DAIRY QUEEN One or More Times in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 32.5% of all time spent daily with All forms of Print

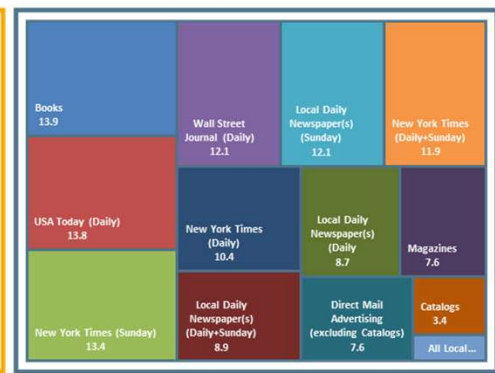
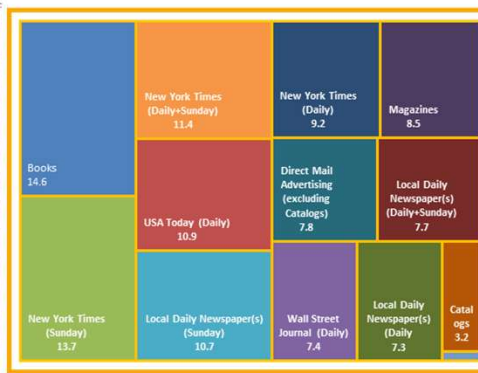
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



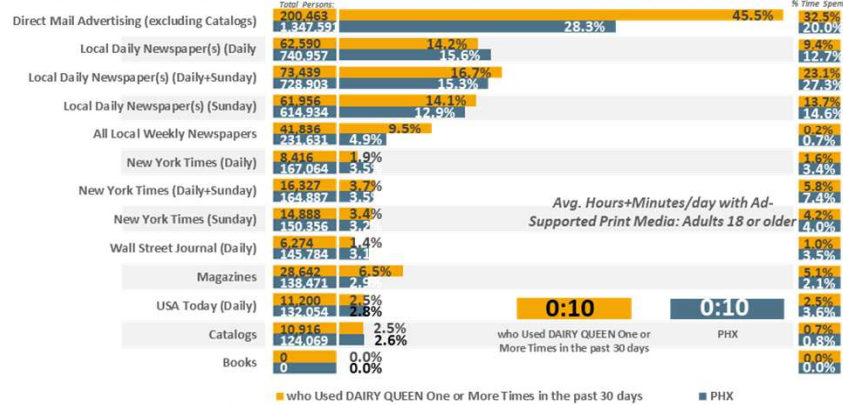
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:11 0:12

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



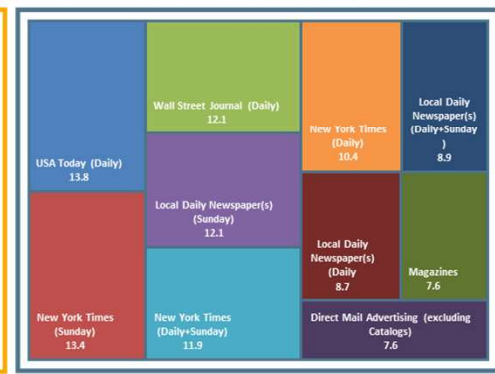
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:10 0:10

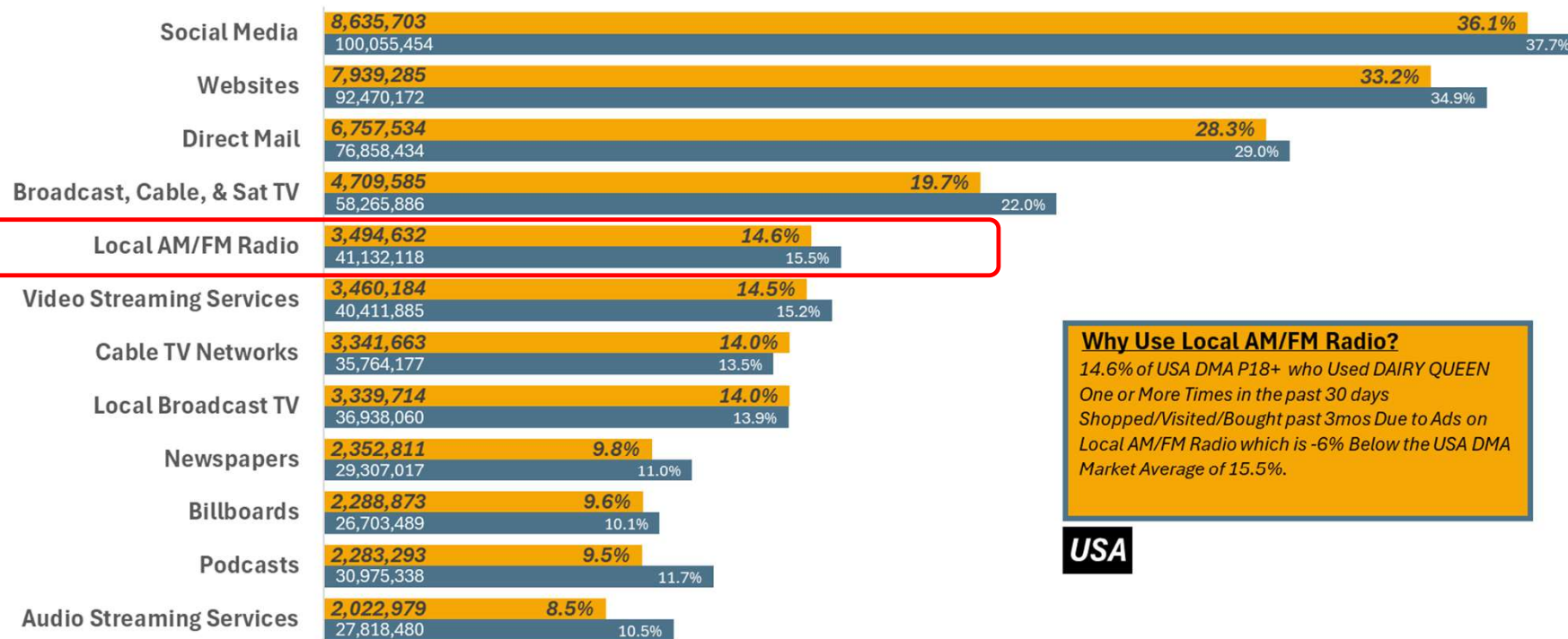
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.6% of USA DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the USA DMA Market Average of 15.5%.

USA

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

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

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 2141
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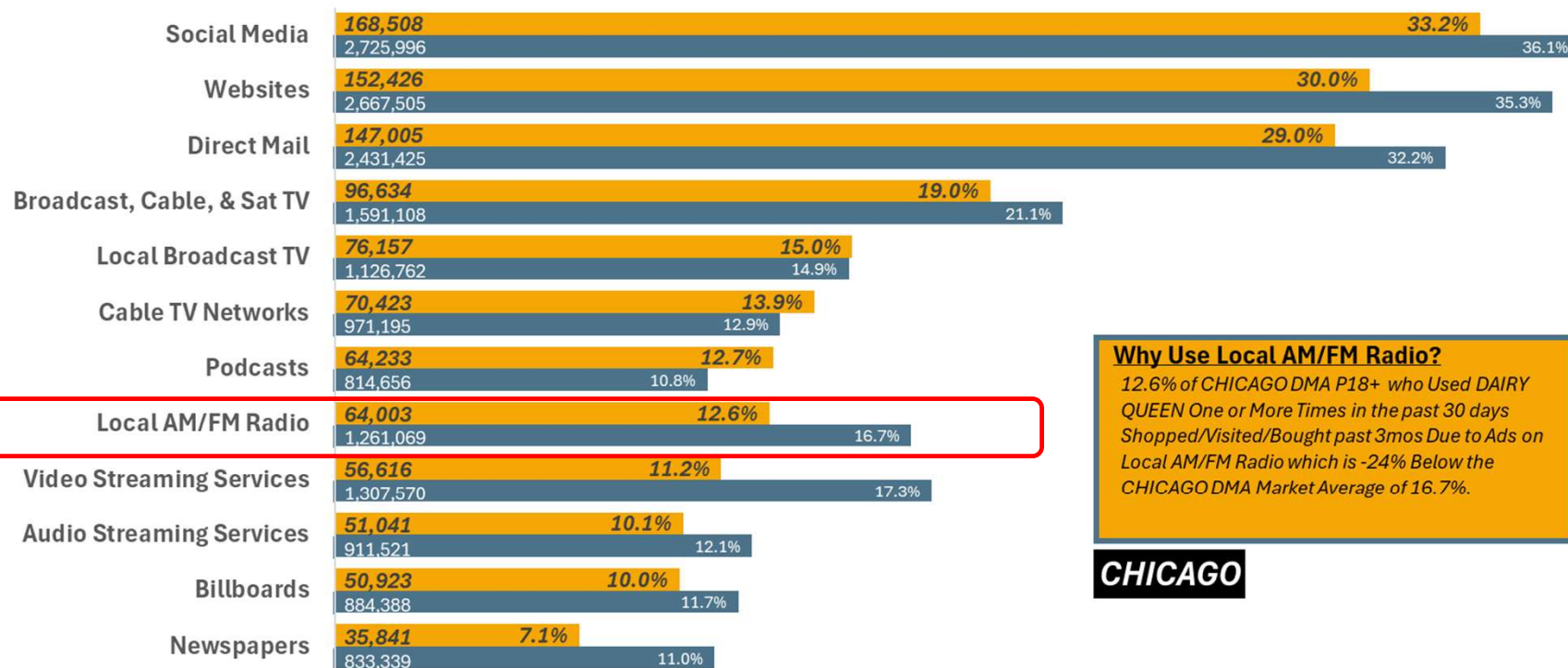
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

12.6% of CHICAGO DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -24% Below the CHICAGO DMA Market Average of 16.7%.

CHICAGO

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

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

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 282

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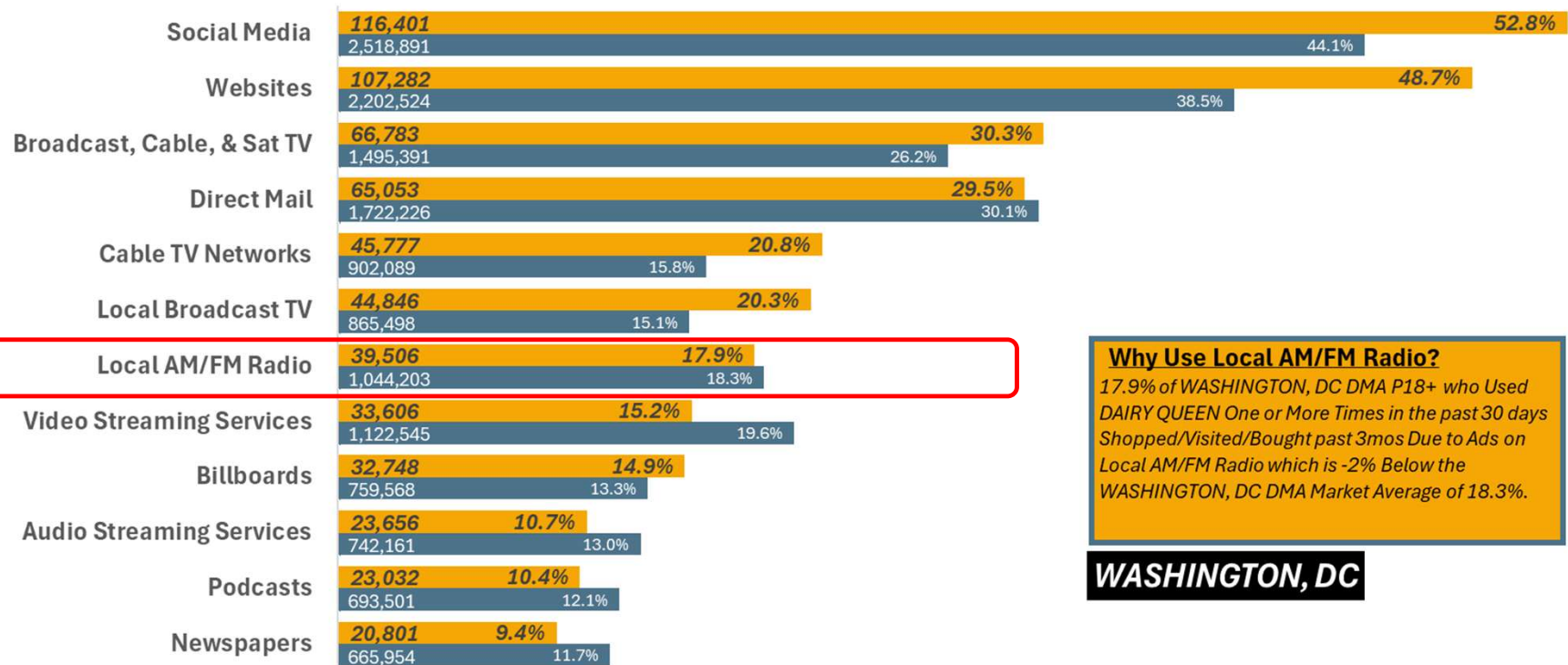
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.9% of WASHINGTON, DC DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 267

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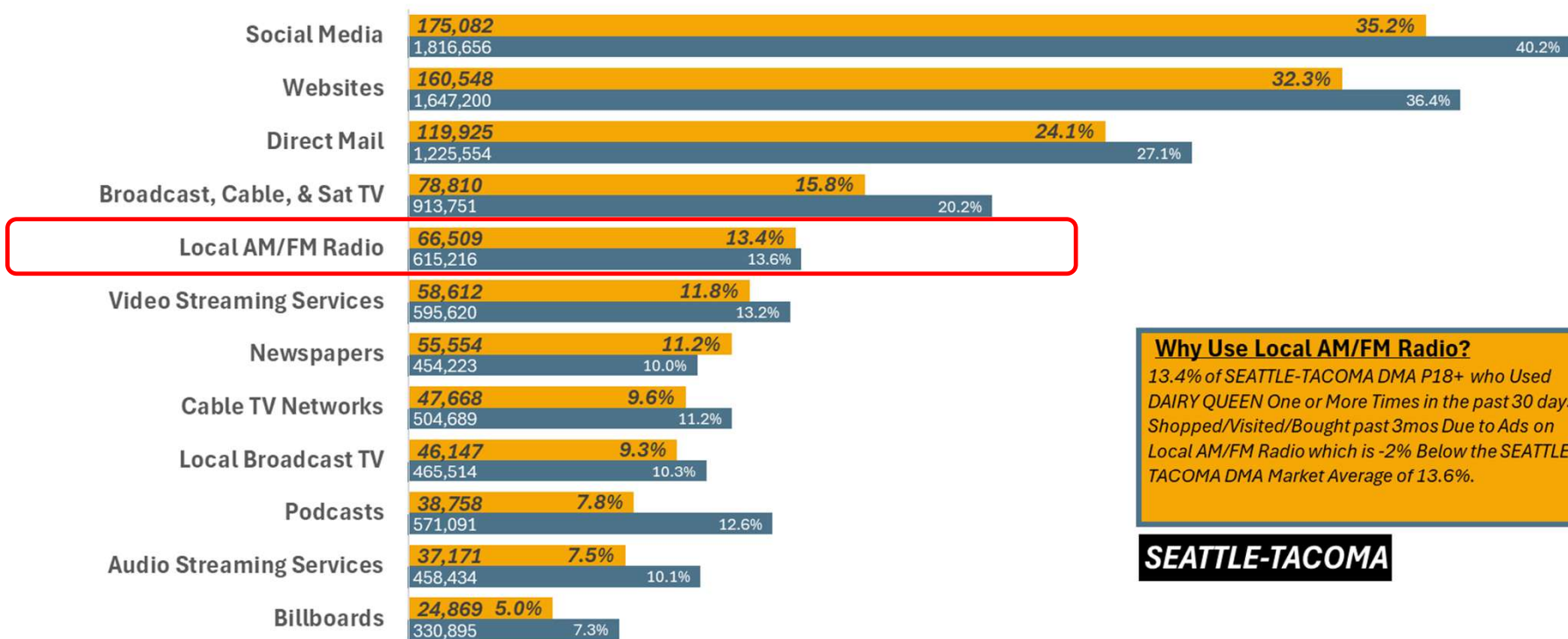
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for Anything ®

Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.4% of SEATTLE-TACOMA DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the SEATTLE-TACOMA DMA Market Average of 13.6%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 434
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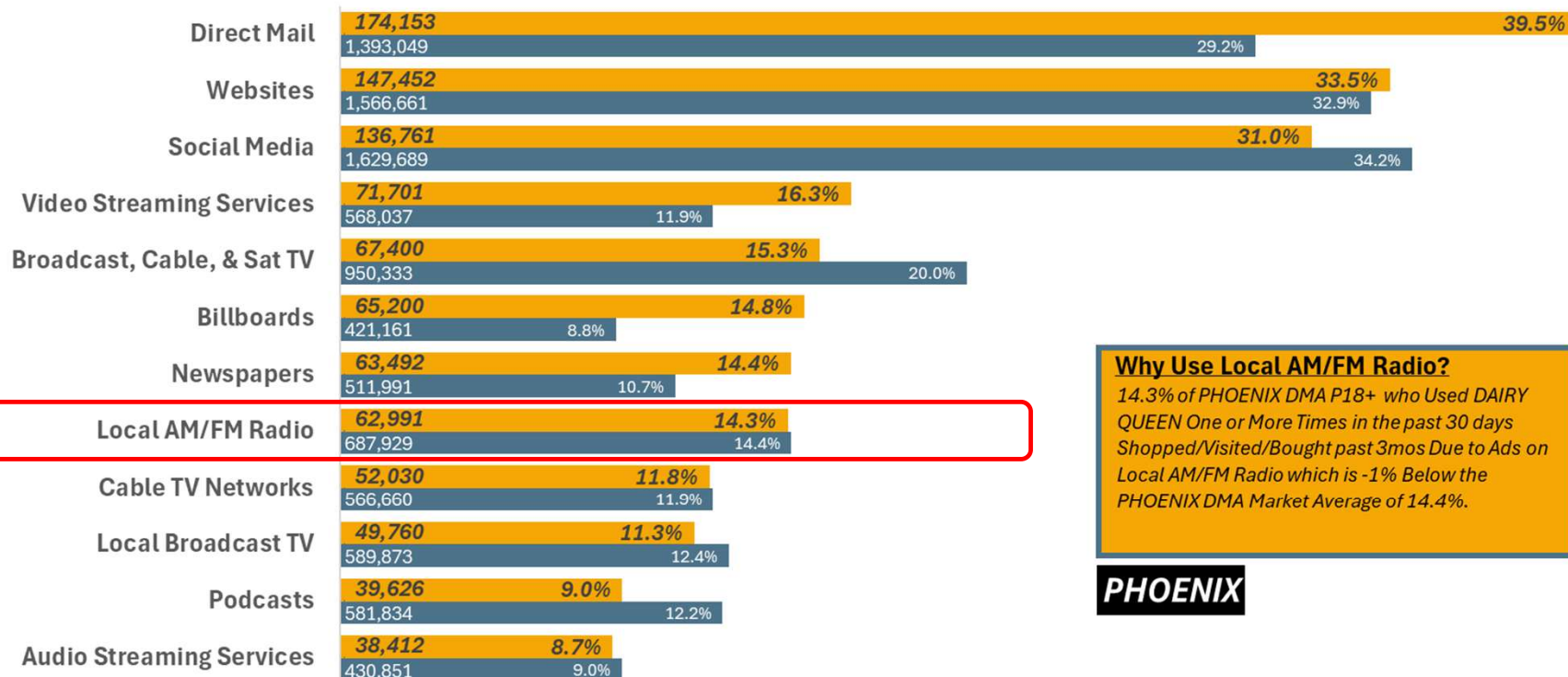
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Quick service restaurants used past 30 days: Dairy Queen



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.3% of PHOENIX DMA P18+ who Used DAIRY QUEEN One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 206
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Quick service restaurants used past 30 days: Dairy Queen