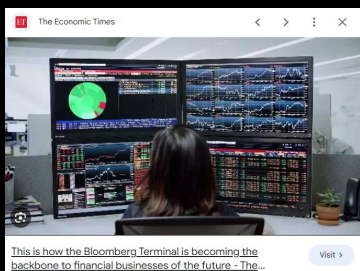


USA+4 DMAs – P18+ who Used CHIPOTLE One or More Times in the past 30 days!

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 CHIPOTLE One or More Times in the past 30 days as of March 31, 2026.



P18+

Vanguard BlackRock

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

Quick service restaurants used past 30 days: Chipotle





15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days.
 Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42. years old
 (13.9% younger than average) and have a \$139,430 (18.9% higher than average) annual household income.

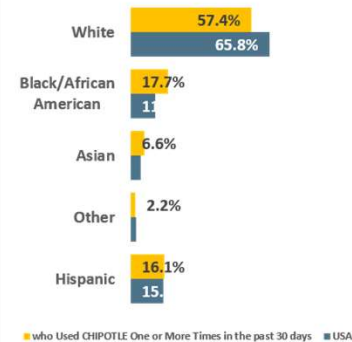
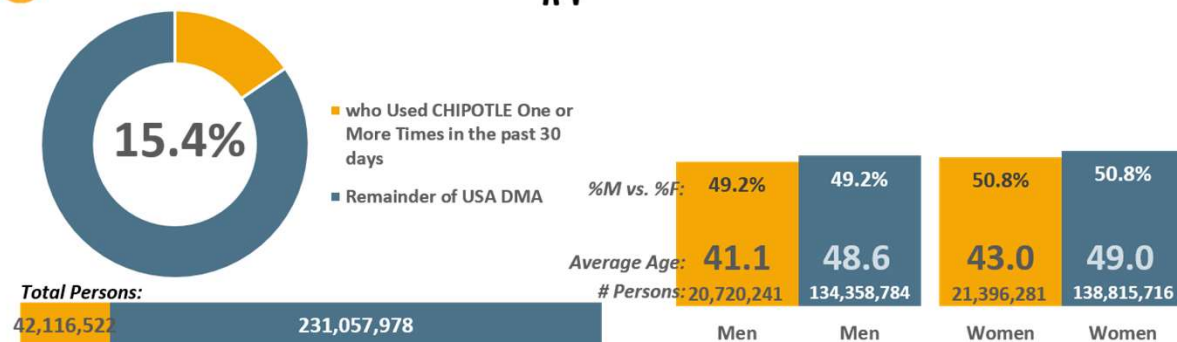


Percent of Market: Adults 18 or older

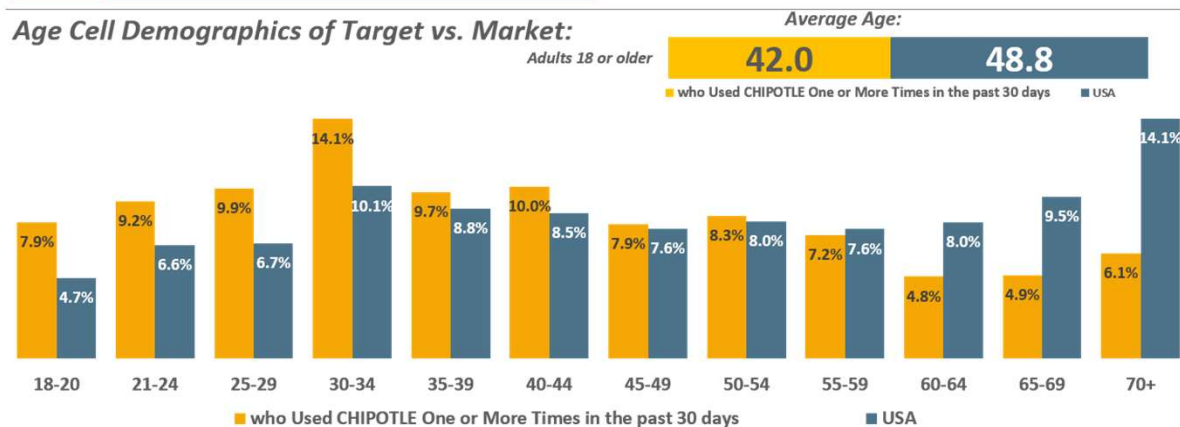


Gender of Target vs. Market: Adults 18 or older

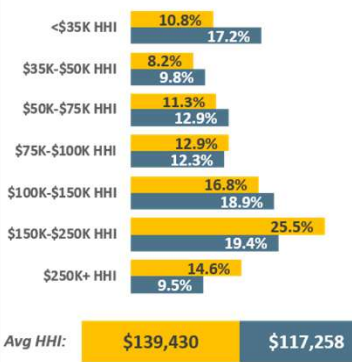
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915
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Quick service restaurants used past 30 days: Chipotle



16.1% or 1,231,593 of CHI DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42.9 years old (11.4% younger than average) and have a \$133,569 (18.7% higher than average) annual household income.

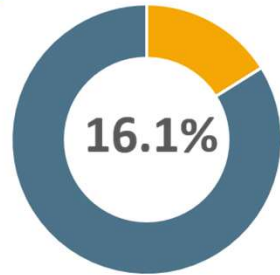


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



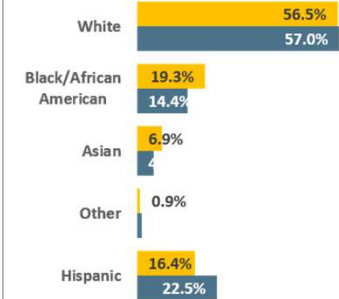
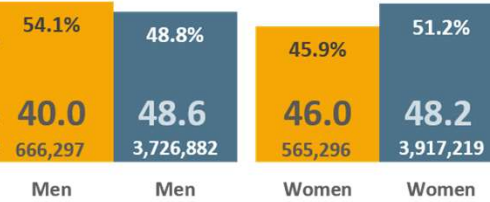
■ who Used CHIPOTLE One or More Times in the past 30 days
■ Remainder of CHI DMA

Total Persons:

1,231,593 6,412,508

%M vs. %F:

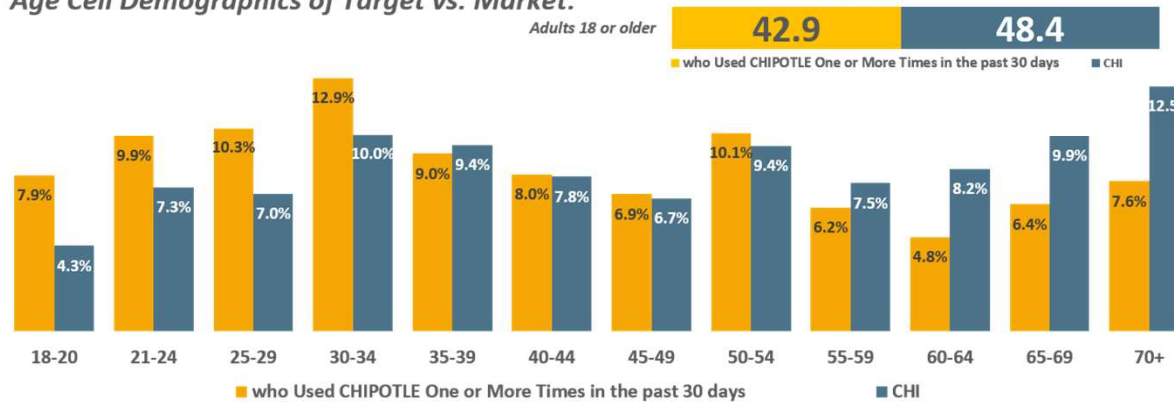
Average Age:
Persons:



■ who Used CHIPOTLE One or More Times in the past 30 days ■ CHI

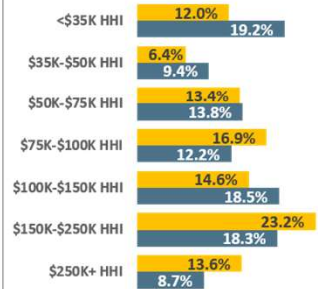
Age Cell Demographics of Target vs. Market:

Average Age:



■ who Used CHIPOTLE One or More Times in the past 30 days ■ CHI

HHI of Target vs. Market:



Avg HHI: \$133,569 \$112,514



23.0% or 1,329,166 of WDC DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42.9 years old (10.6% younger than average) and have a \$152,320 (9.4% higher than average) annual household income.

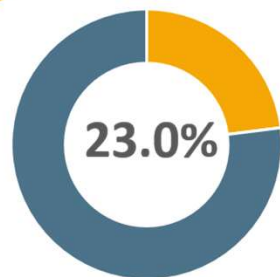


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used CHIPOTLE One or More Times in the past 30 days
■ Remainder of WDC DMA

Total Persons:

1,329,166

4,447,605

%M vs. %F:

Average Age:

Persons:

45.0%

43.5

597,503

48.8%

47.7

2,816,689

55.0%

42.3

731,663

51.2%

48.2

2,960,082

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

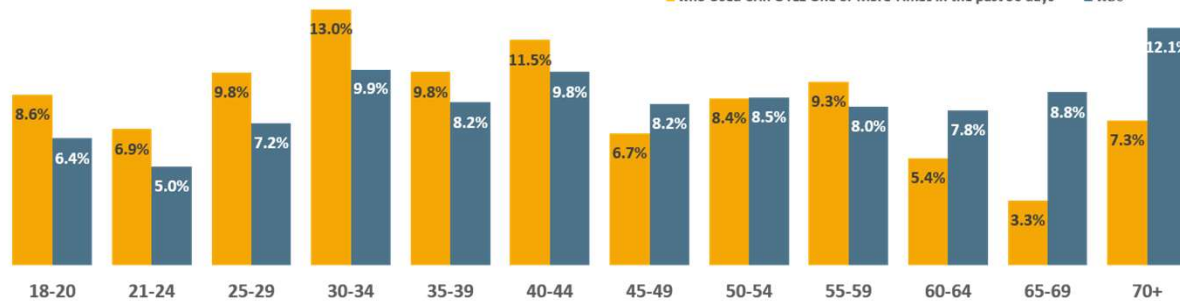
Average Age:

Adults 18 or older

42.9

48.0

■ who Used CHIPOTLE One or More Times in the past 30 days ■ WDC



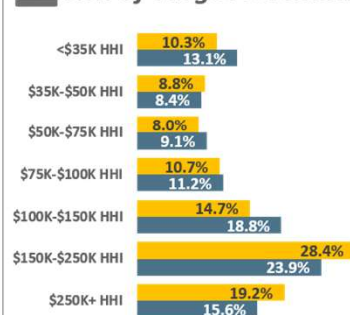
■ who Used CHIPOTLE One or More Times in the past 30 days

■ WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277

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HHI of Target vs. Market:



Avg HHI:

\$152,320

\$139,294

Quick service restaurants used past 30 days: Chipotle



10.1% or 460,723 of SEA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 41.2 years old (14.6% younger than average) and have a \$156,776 (21.8% higher than average) annual household income.

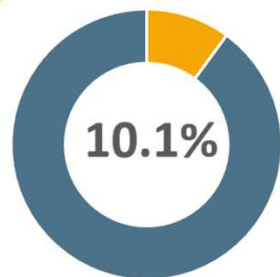


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Used CHIPOTLE One or More Times in the past 30 days
- Remainder of SEA DMA

Total Persons:

460,723 4,119,791

%M vs. %F:

Average Age:

Persons:

	50.7%	50.2%	49.3%	49.8%
	39.9	47.9	42.5	48.6
	233,567	2,300,274	227,156	2,280,240
Men			Women	

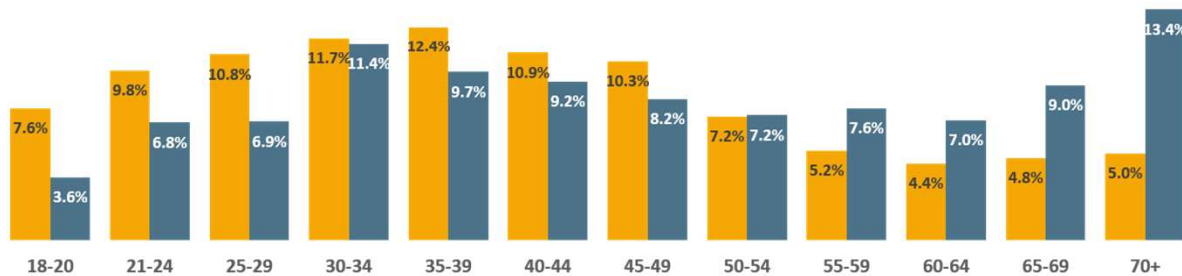
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



who Used CHIPOTLE One or More Times in the past 30 days SEA



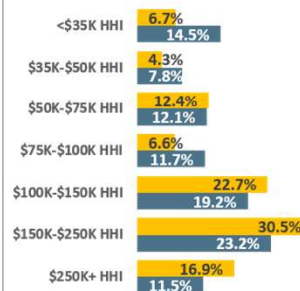
who Used CHIPOTLE One or More Times in the past 30 days

SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 414

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HHI of Target vs. Market:



Avg HHI:

\$156,776

\$128,694



12.6% or 608,317 of PHX DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Typical Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 38.1 years old (22.2% younger than average) and have a \$138,602 (29.5% higher than average) annual household income.

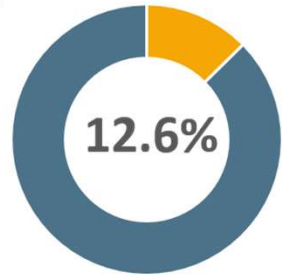


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Used CHIPOTLE One or More Times in the past 30 days
- Remainder of PHX DMA

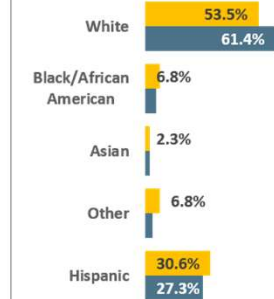
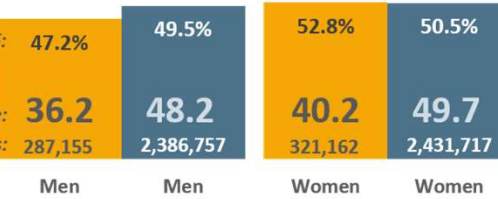
Total Persons:



%M vs. %F:

Average Age:

Persons:

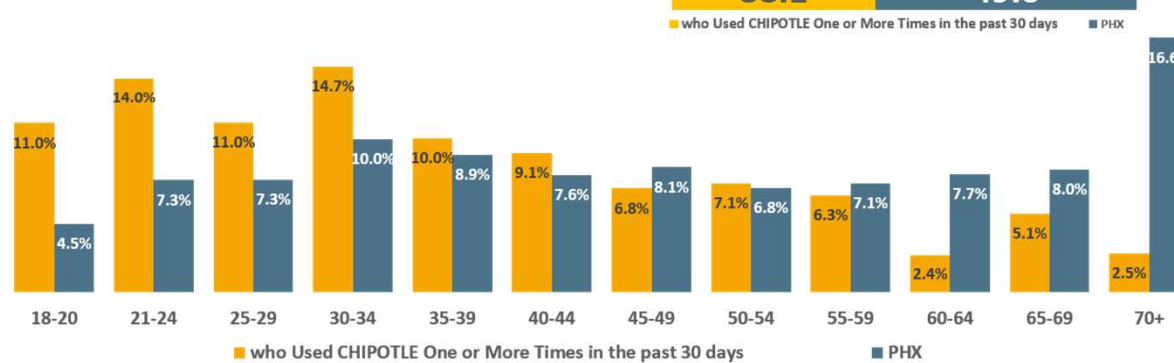


who Used CHIPOTLE One or More Times in the past 30 days PHX

Age Cell Demographics of Target vs. Market:

Average Age:

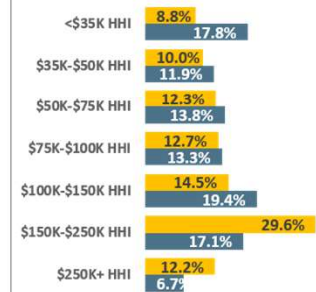
Adults 18 or older



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

PHX

HHI of Target vs. Market:



Avg HHI:

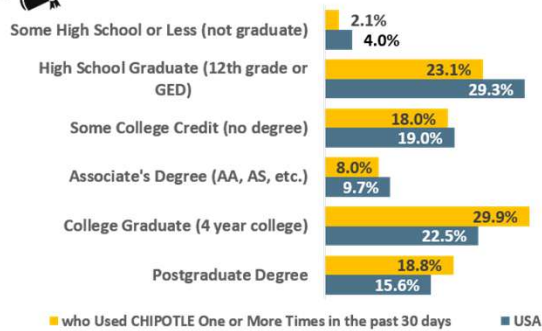




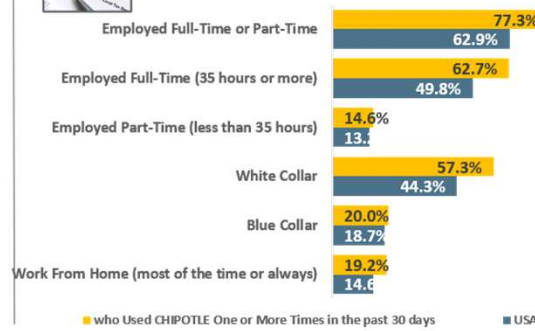
15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 28.1% more likely to be a college graduate, 26.% more likely to work full-time, .2% less likely to be married, 28.2% more likely to be a parent of 1 or more children under 18.



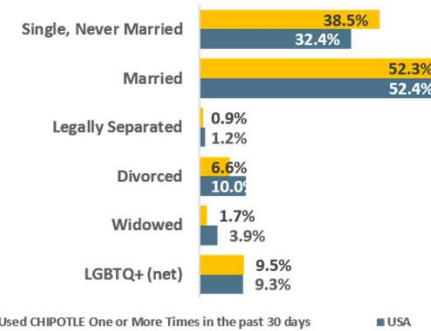
Education Levels: Adults 18 or older



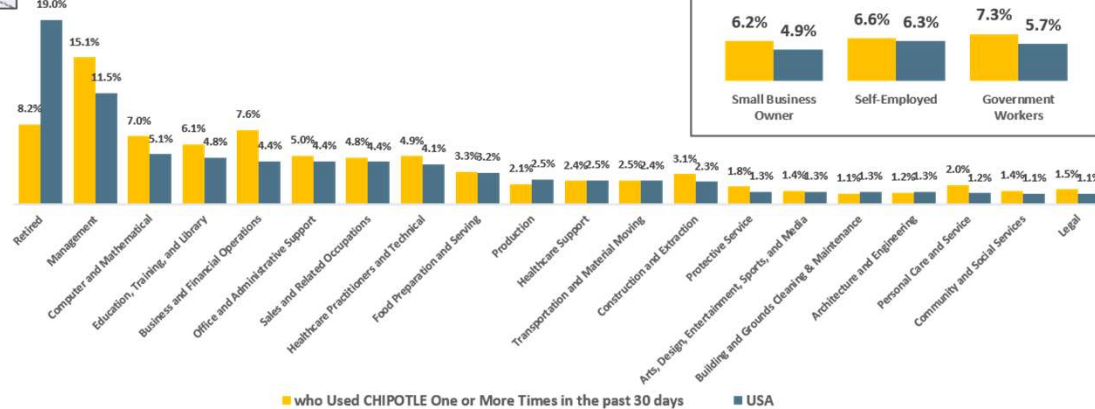
Employment: Adults 18 or older



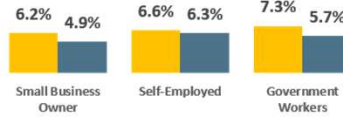
Marital Status: Adults 18 or older



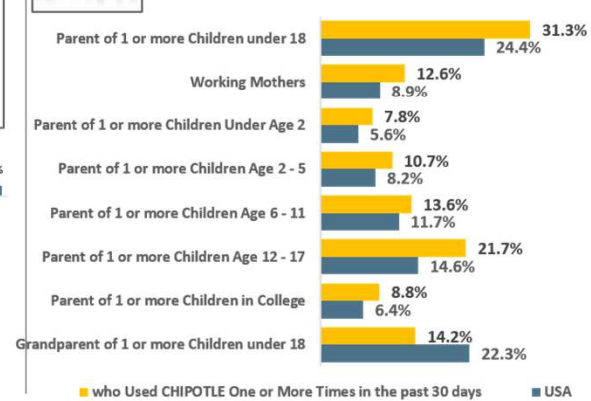
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

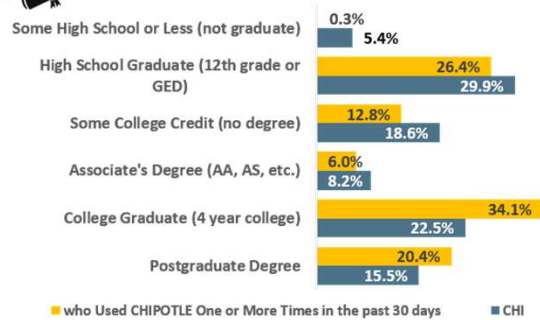




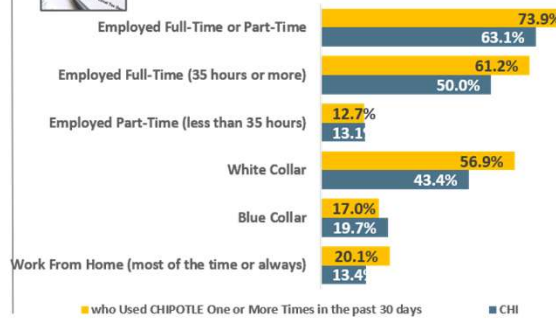
16.1% or 1,231,593 of CHI DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 43.8% more likely to be a college graduate, 22.5% more likely to work full-time, 2.1% more likely to be married, 10.9% more likely to be a parent of 1 or more children under 18



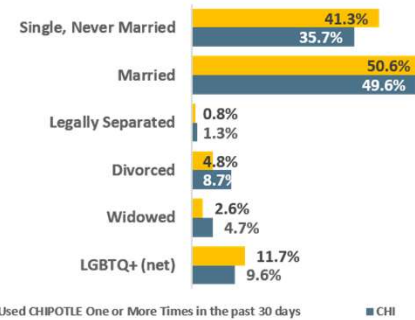
Education Levels: Adults 18 or older



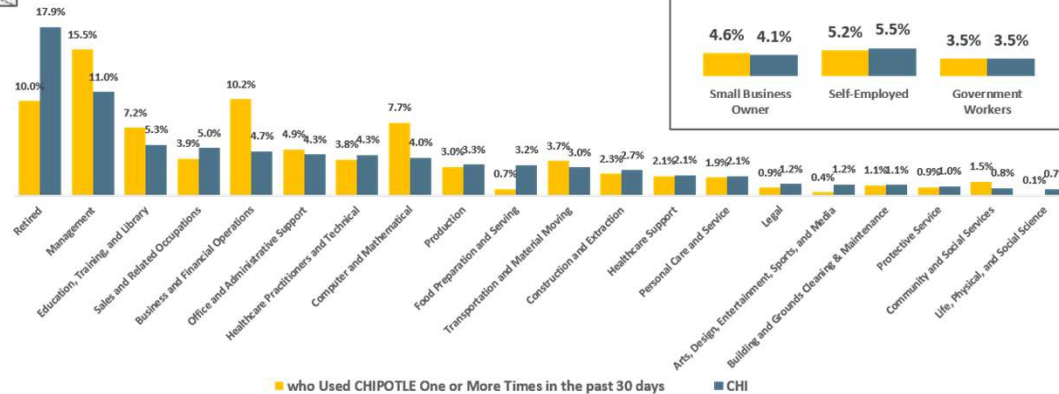
Employment: Adults 18 or older



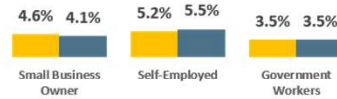
Marital Status: Adults 18 or older



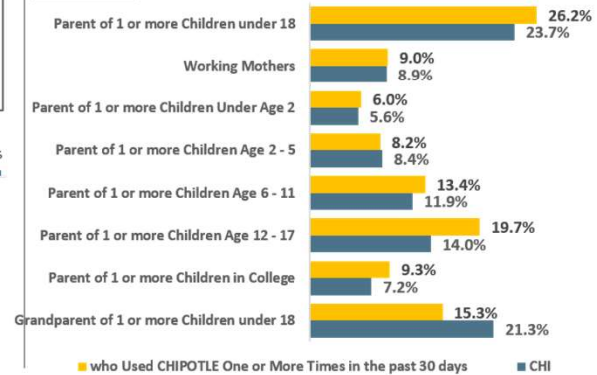
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

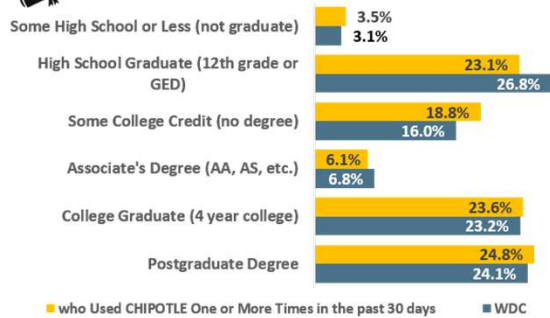




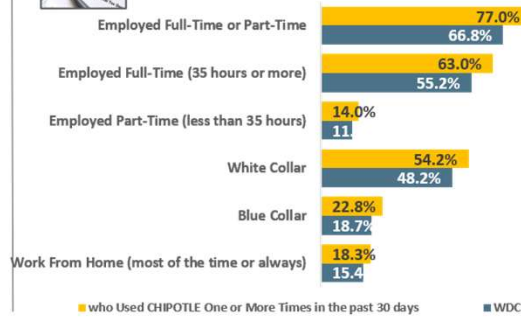
23.3% or 1,329,166 of WDC DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 2.4% more likely to be a college graduate, 14.2% more likely to work full-time, 2.4% more likely to be married, 20.5% more likely to be a parent of 1 or more children under 18.



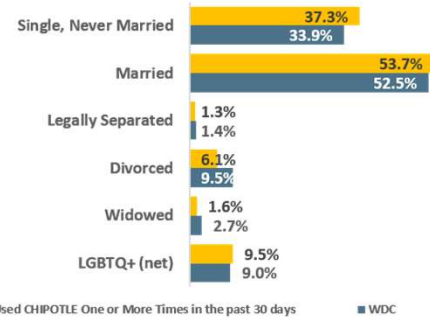
Education Levels: Adults 18 or older



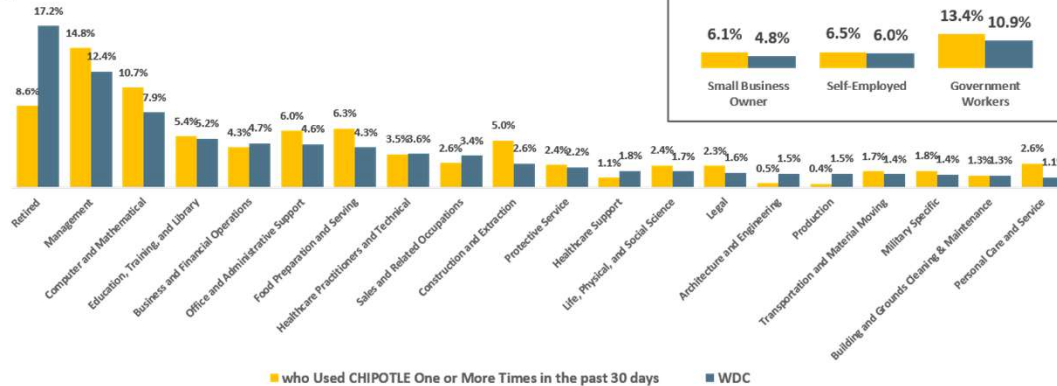
Employment: Adults 18 or older



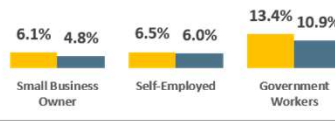
Marital Status: Adults 18 or older



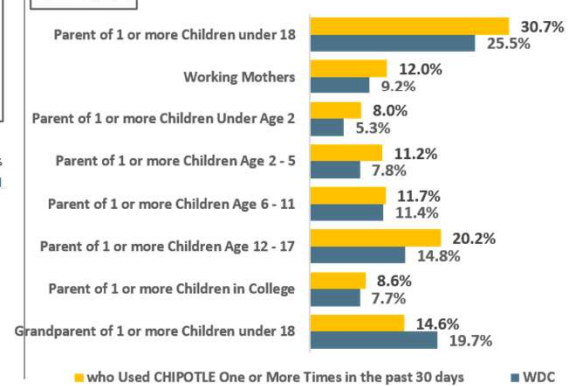
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

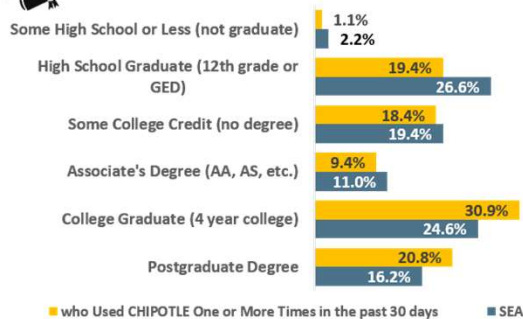




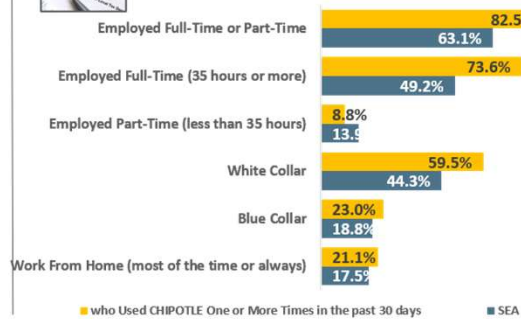
10.1% or 460,723 of SEA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 26.7% more likely to be a college graduate, 49.7% more likely to work full-time, 4.4% more likely to be married, 23.4% more likely to be a parent of 1 or more children under 18



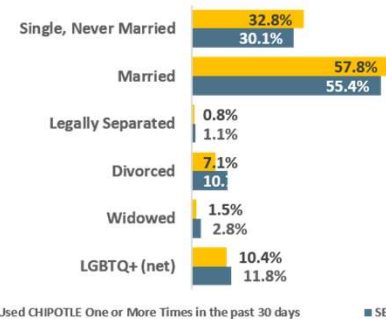
Education Levels: Adults 18 or older



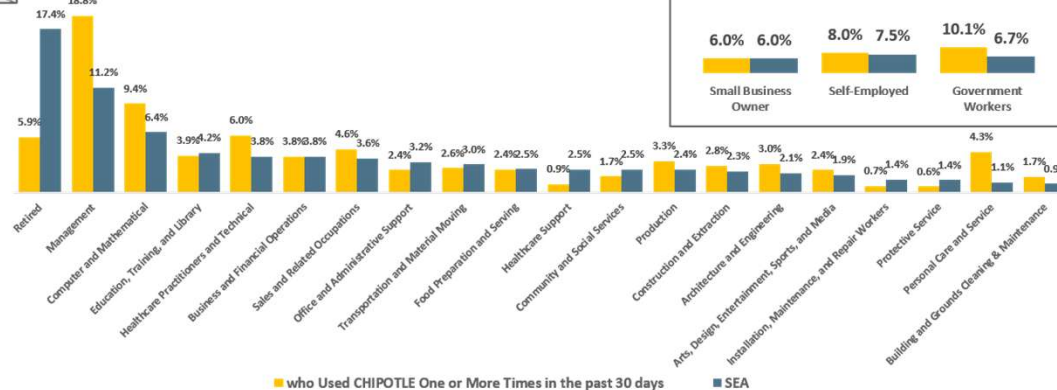
Employment: Adults 18 or older



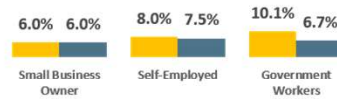
Marital Status: Adults 18 or older



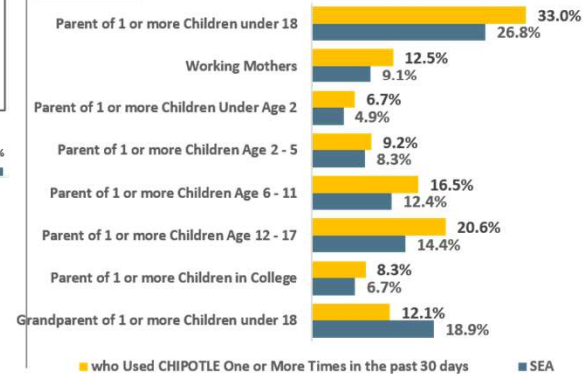
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

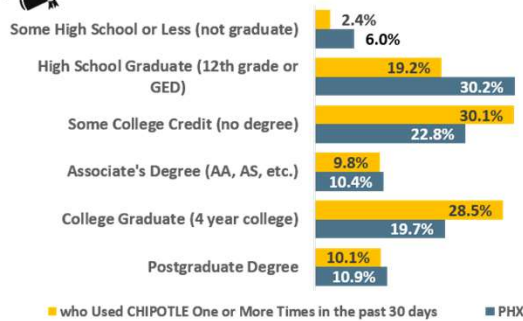




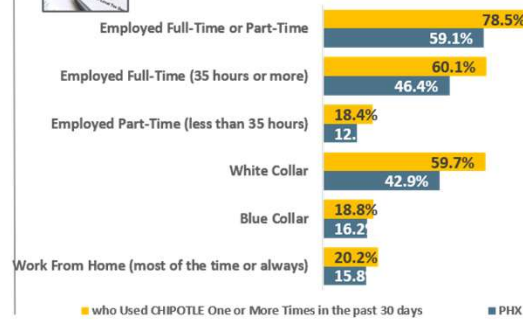
12.6% or 608,317 of PHX DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 25.8% more likely to be a college graduate, 29.4% more likely to work full-time, 2.1% more likely to be married, 28.6% more likely to be a parent of 1 or more children under 18



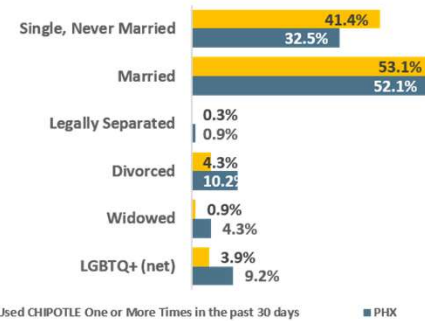
Education Levels: Adults 18 or older



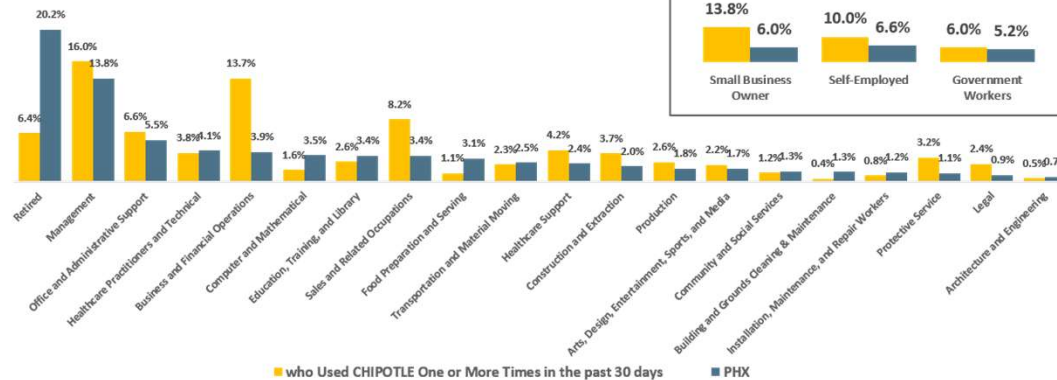
Employment: Adults 18 or older



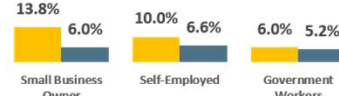
Marital Status: Adults 18 or older



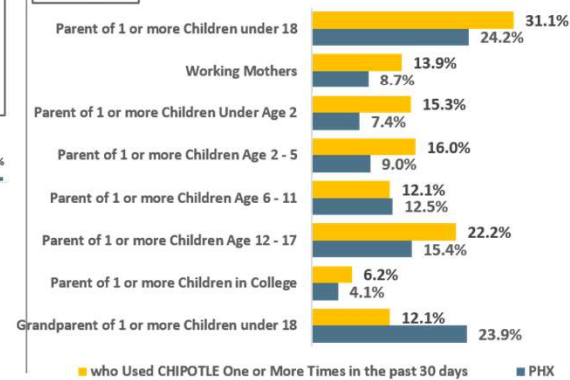
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

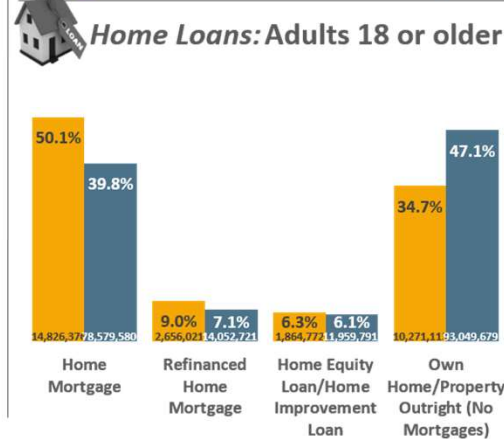
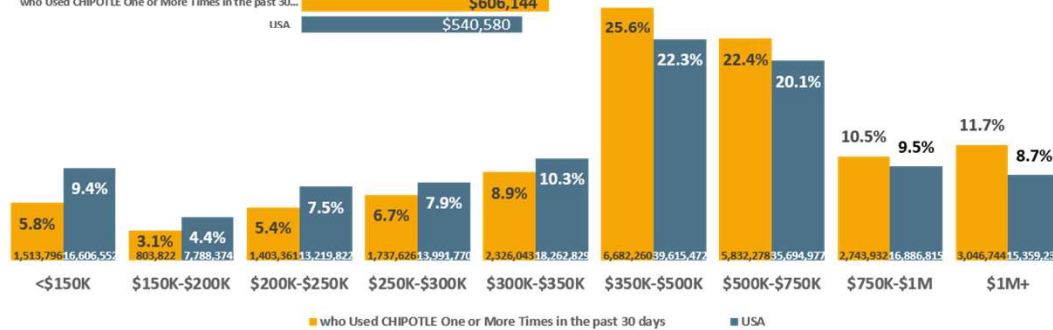
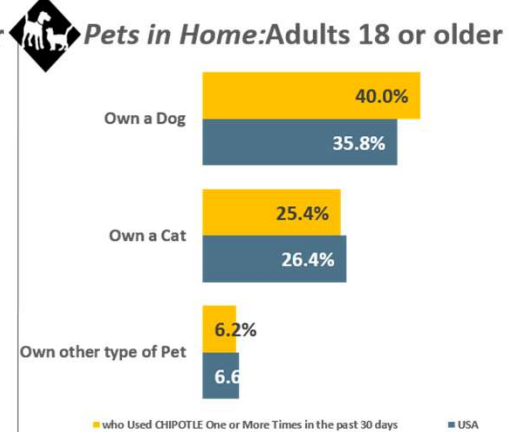
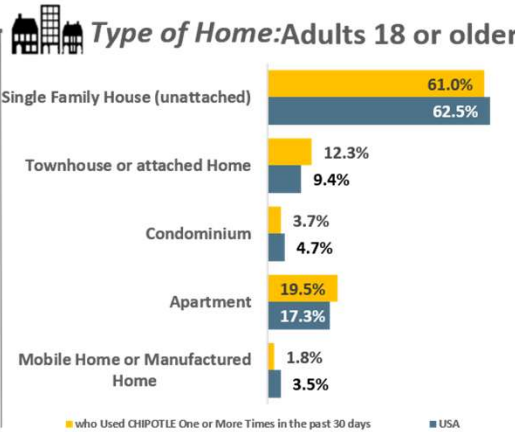
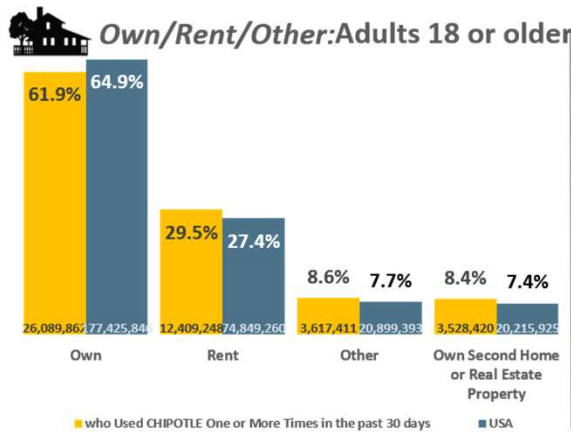


Stage in Life: Adults 18 or older





15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 4.6% less likely to own their home, 12.1% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 11.7% more likely to have a dog.

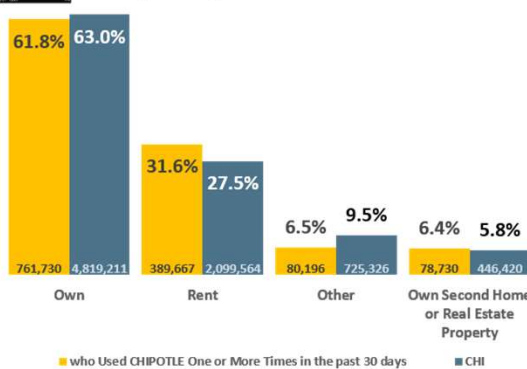




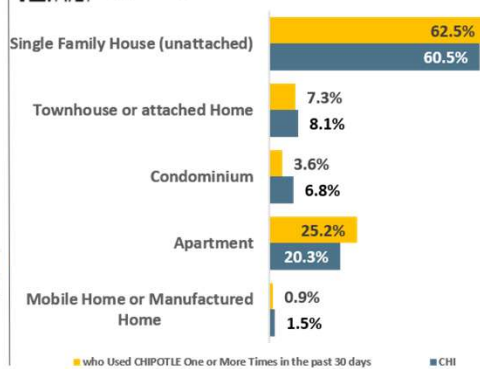
16.1% or 1,231,593 of CHI DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 1.9% less likely to own their home, 12.8% more likely to own a higher valued home, 3.3% more likely to have a single-family home, 23.7% more likely to have a dog.



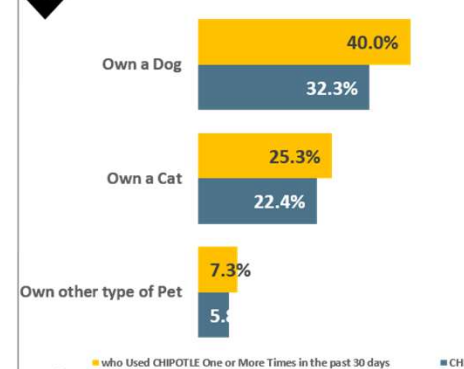
Own/Rent/Other: Adults 18 or older



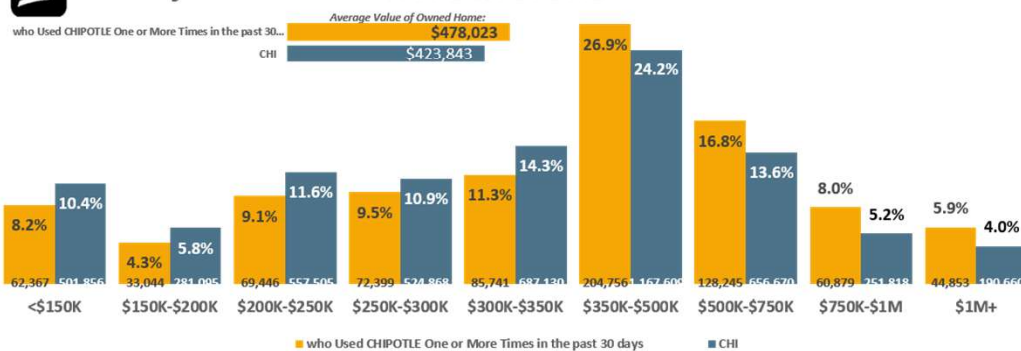
Type of Home: Adults 18 or older



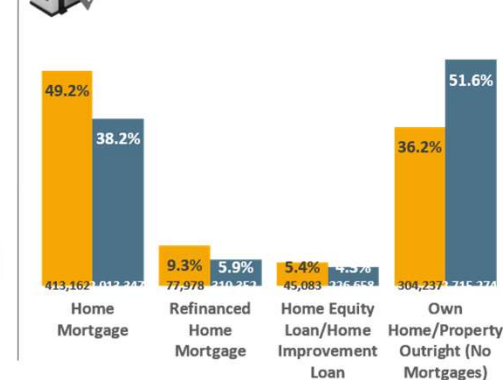
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

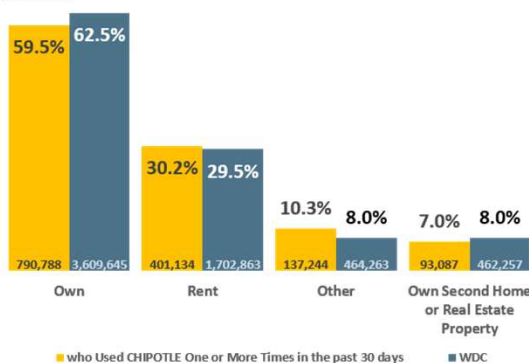




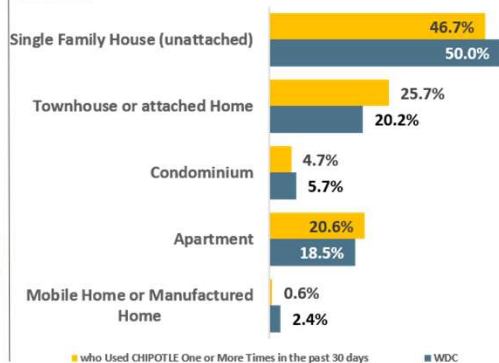
23.% or 1,329,166 of WDC DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 4.8% less likely to own their home, 4.9% more likely to own a higher valued home, 6.6% less likely to have a single-family home, 27.5% more likely to have a dog.



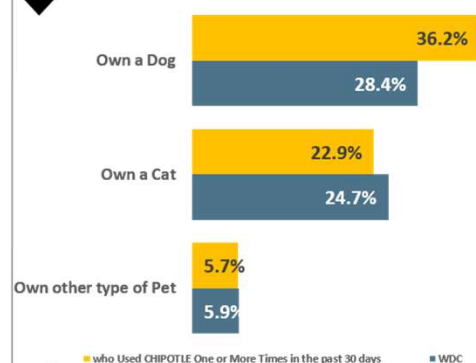
Own/Rent/Other: Adults 18 or older



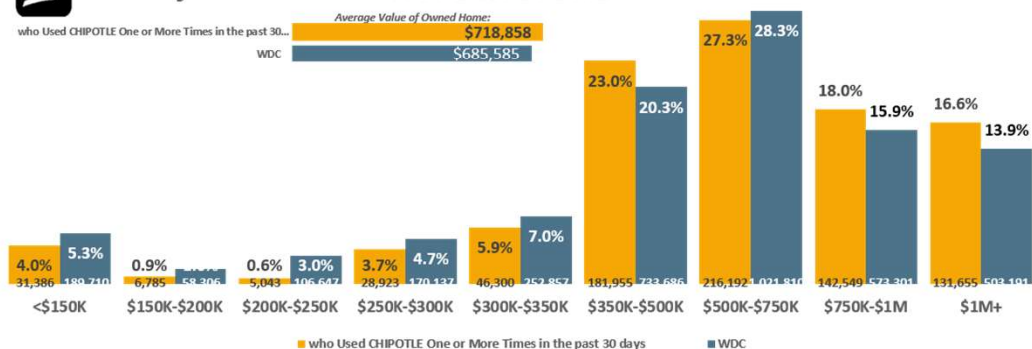
Type of Home: Adults 18 or older



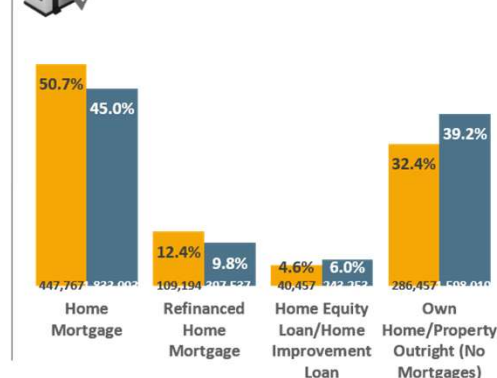
Pets in Home: Adults 18 or older

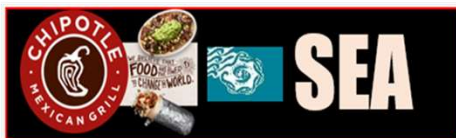


Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

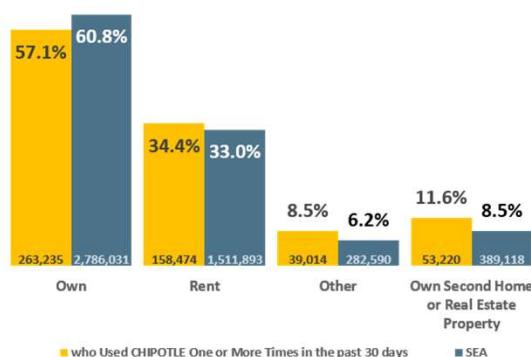




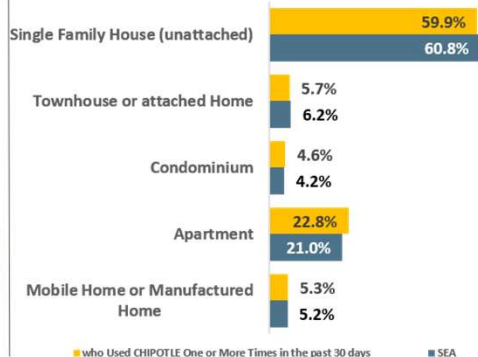
10.1% or 460,723 of SEA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 6.1% less likely to own their home, 12.3% more likely to own a higher valued home, 1.5% less likely to have a single-family home, 13.3% more likely to have a dog.



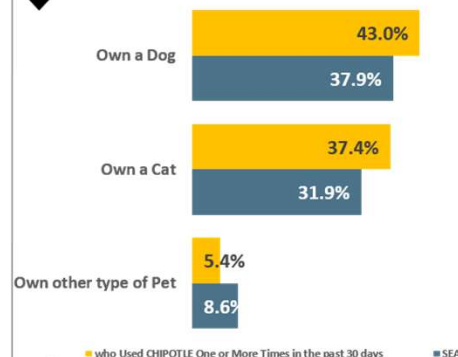
Own/Rent/Other: Adults 18 or older



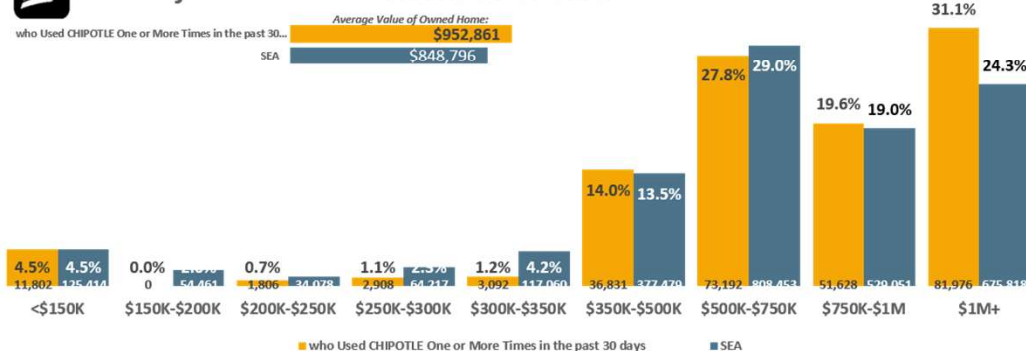
Type of Home: Adults 18 or older



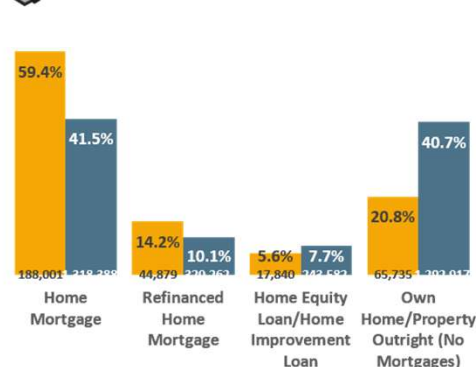
Pets in Home: Adults 18 or older

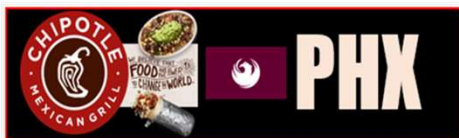


Value of Owned Home: Adults 18 or older



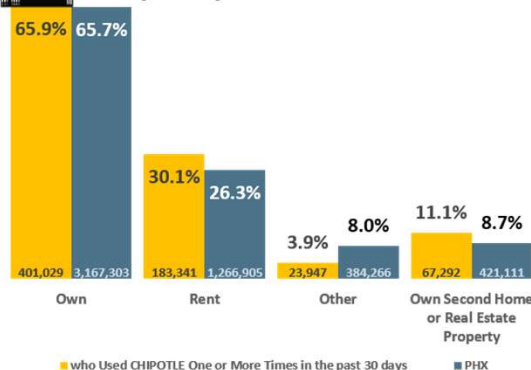
Home Loans: Adults 18 or older



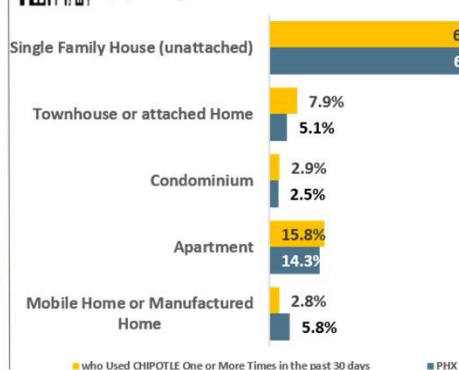


12.6% or 608,317 of PHX DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are .3% more likely to own their home, 34.4% more likely to own a higher valued home, .4% less likely to have a single-family home, 11.1% more likely to have a dog.

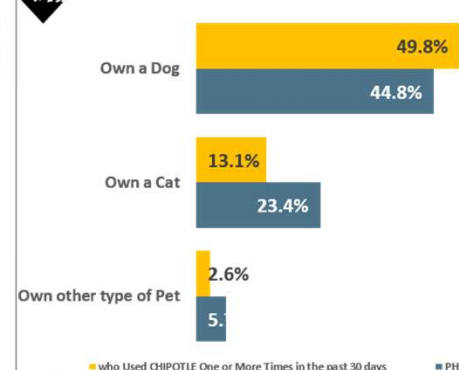
Own/Rent/Other: Adults 18 or older



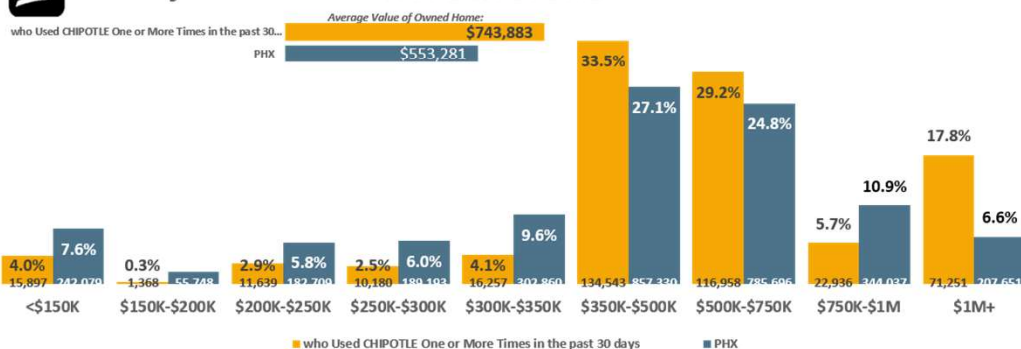
Type of Home: Adults 18 or older



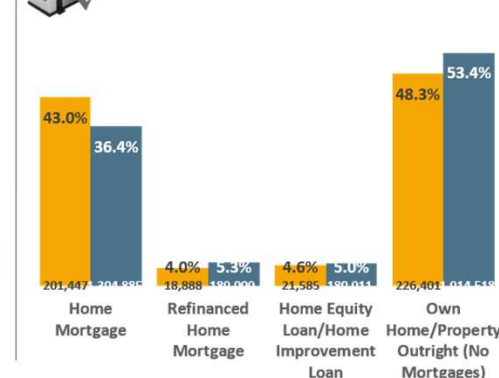
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

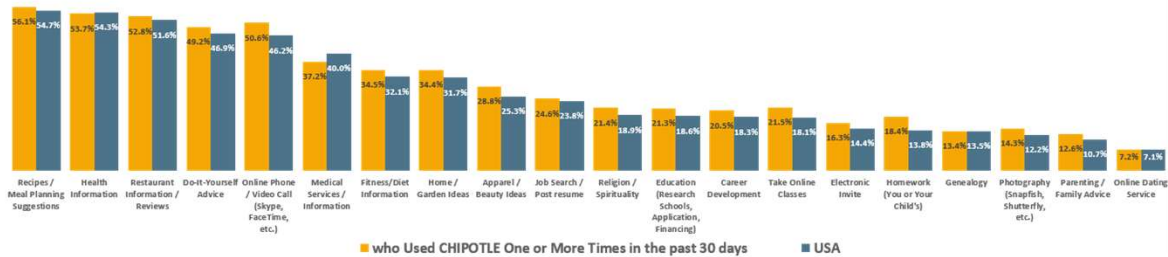




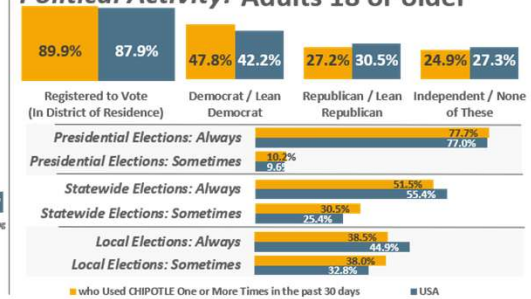
15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 4.7% more likely to look up D-I-Y advice online, 14.3% less likely to always vote in local elections, 38.8% more likely to belong to a gym, 27.5% more likely to fly domestic pa



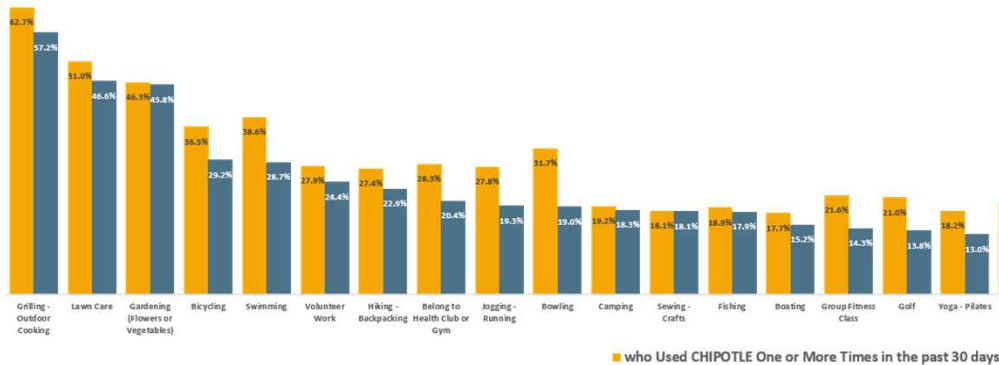
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



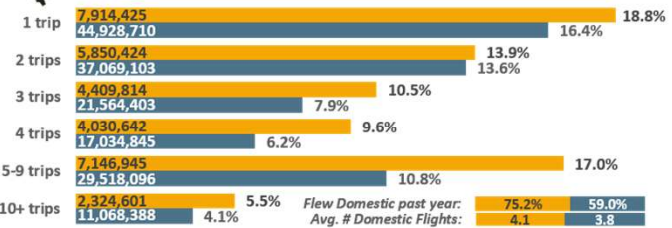
Political Activity: Adults 18 or older



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



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

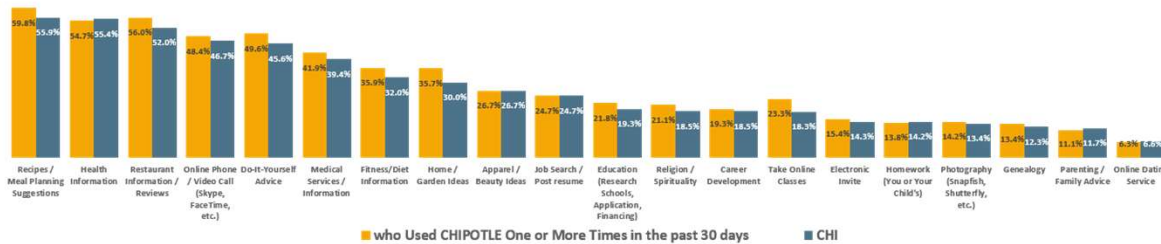




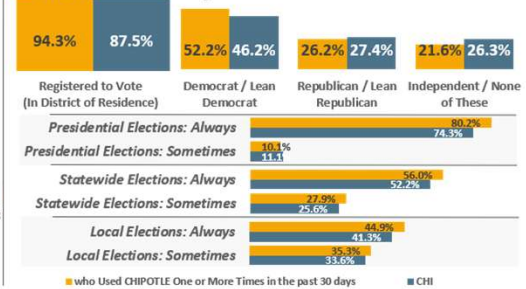
16.1% or 1,231,593 of CHI DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 8.8% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 43.7% more likely to belong to a gym, 29.7% more likely to fly domestic pas



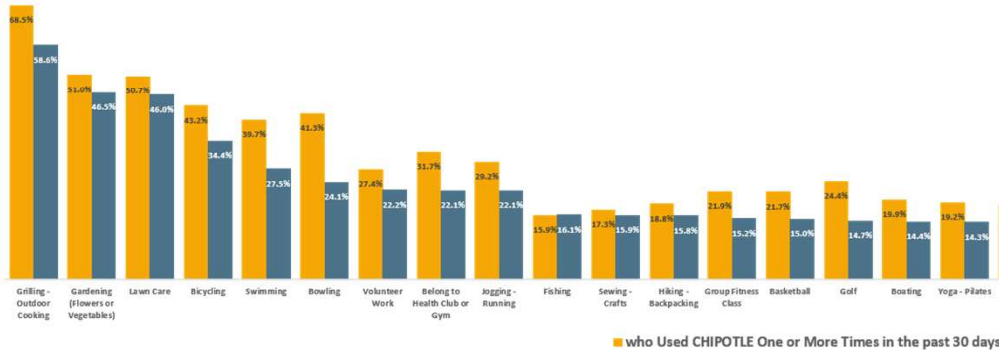
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



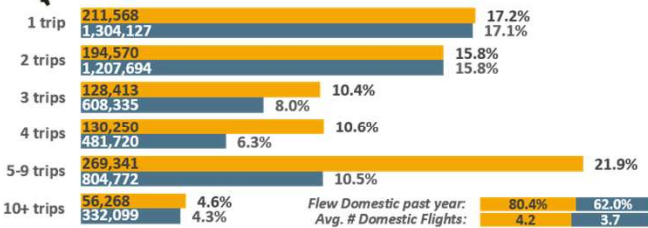
Political Activity: Adults 18 or older



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



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

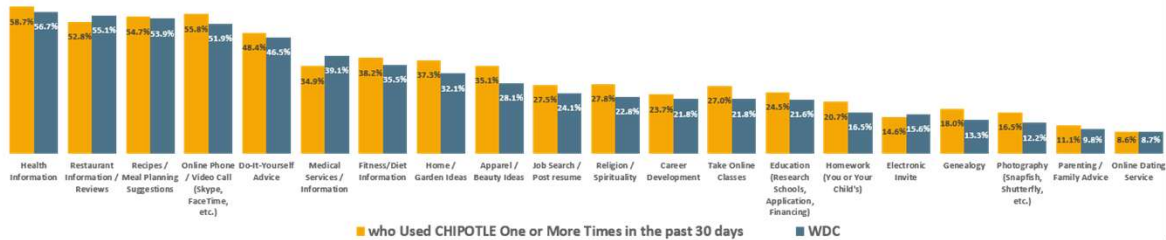




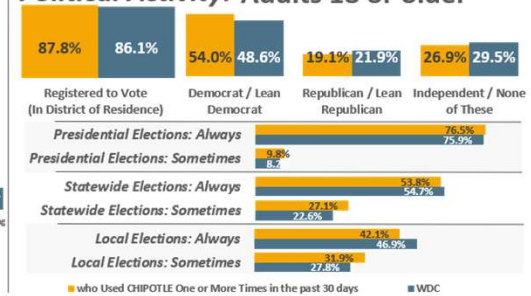
23.% or 1,329,166 of WDC DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 4.1% more likely to look up D-I-Y advice online, 10.2% less likely to always vote in local elections, 27.6% more likely to belong to a gym, 16.7% more likely to fly domestic pa



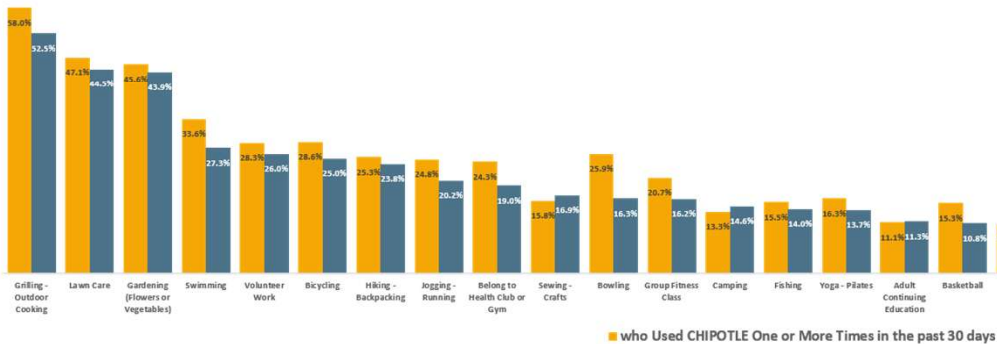
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



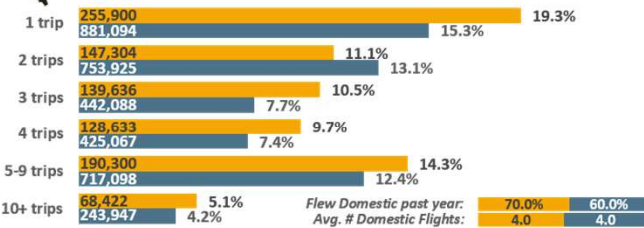
Political Activity: Adults 18 or older



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



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

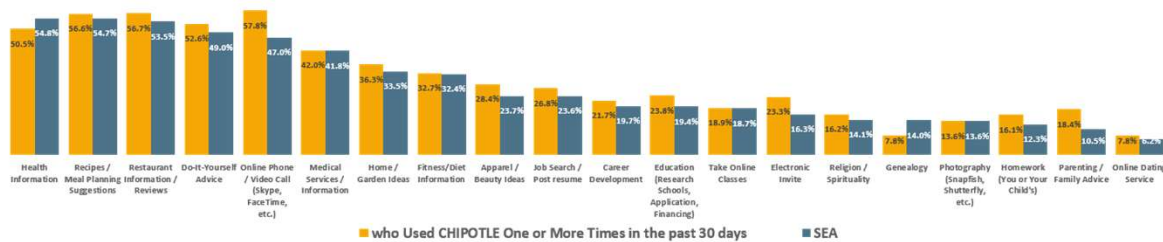




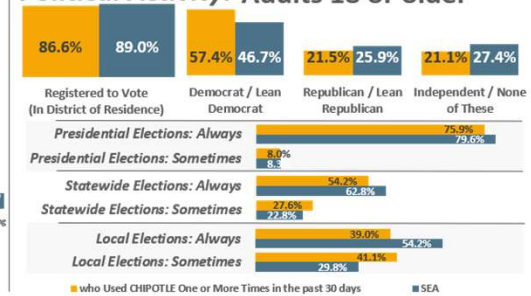
10.1% or 460,723 of SEA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 7.3% more likely to look up D-I-Y advice online, 28.% less likely to always vote in local elections, 40.3% more likely to belong to a gym, 29.1% more likely to fly domestic pas



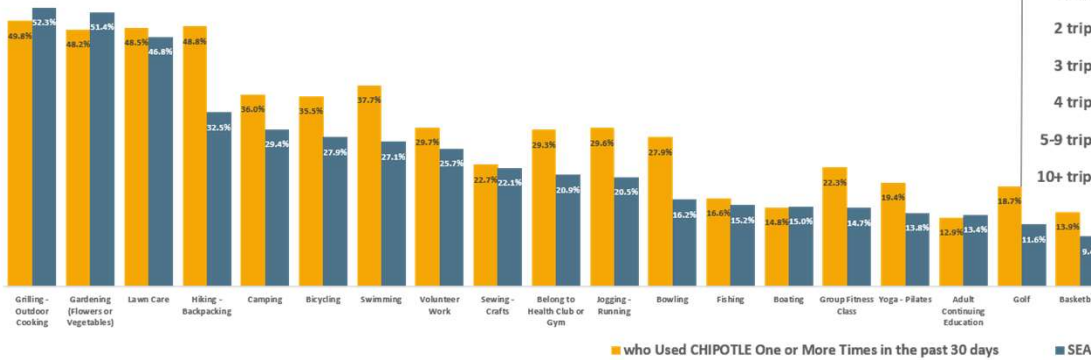
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



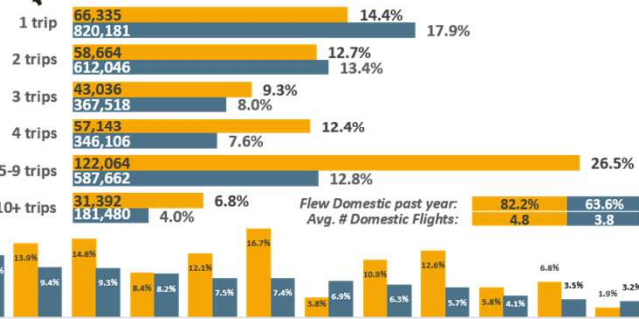
Political Activity: Adults 18 or older



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



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



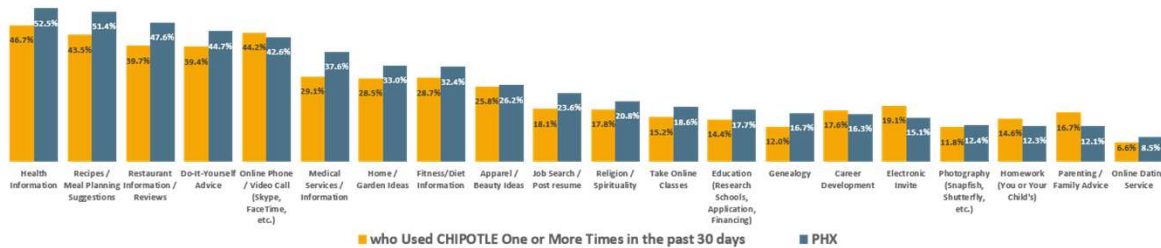
Flew Domestic past year: 82.2%
Avg. # Domestic Flights: 4.8



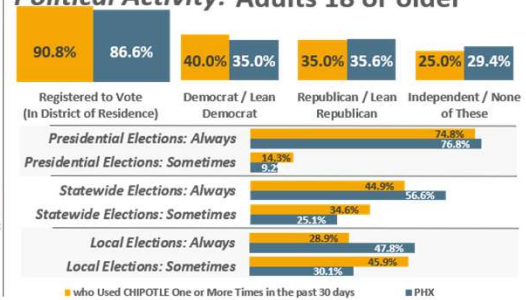
12.6% or 608,317 of PHX DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 11.8% less likely to look up D-I-Y advice online, 39.6% less likely to always vote in local elections, 42.8% more likely to belong to a gym, 30.5% more likely to fly domestic p



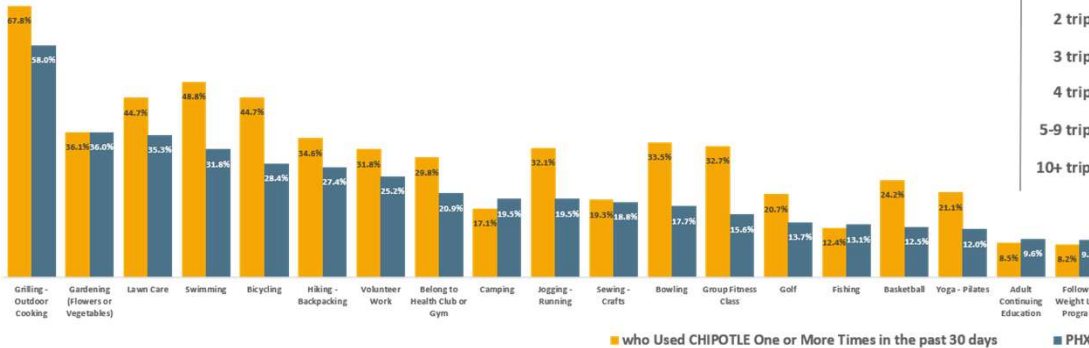
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



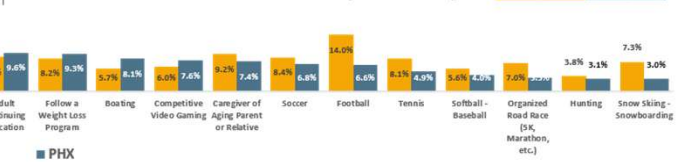
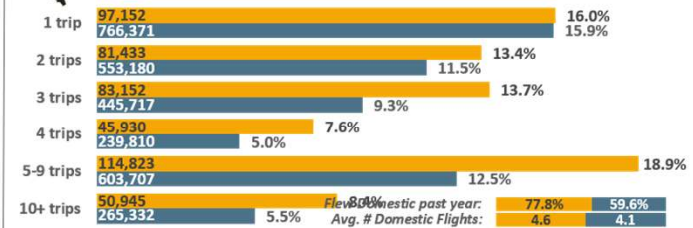
Political Activity: Adults 18 or older



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



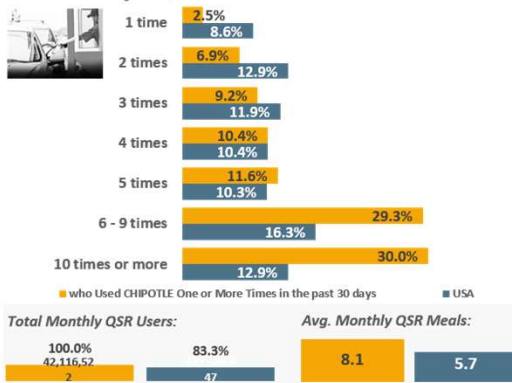
Past 12-months Domestic Airline Trips: Adults 18 or older



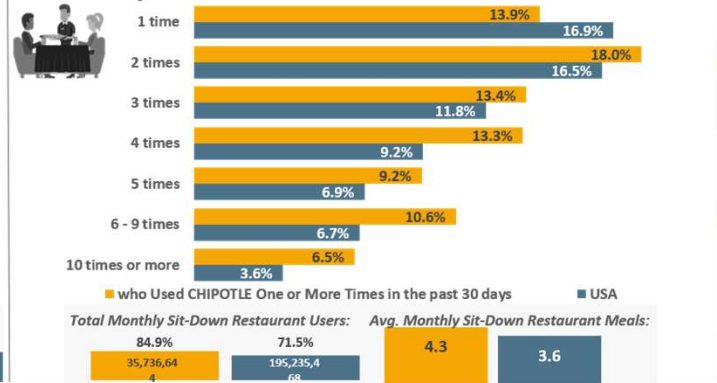


15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 20.% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 13.5% less likely to smoke cigarettes.

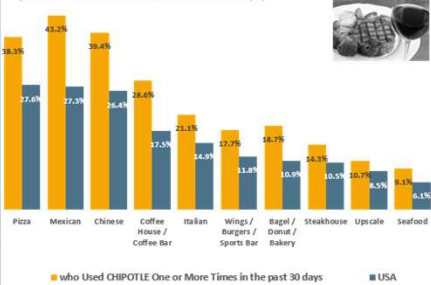
Past 30-days QSR Users: Adults 18 or older



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

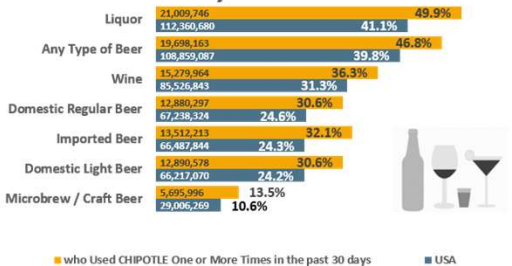


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

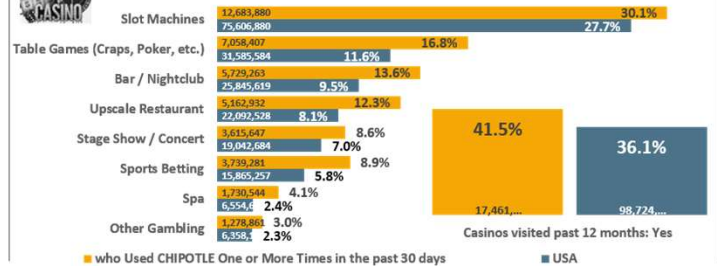


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used CHIPOTLE One or More Times in the past 30... 34.6% (18,557,284)
 USA 19.9% (54,331,216)

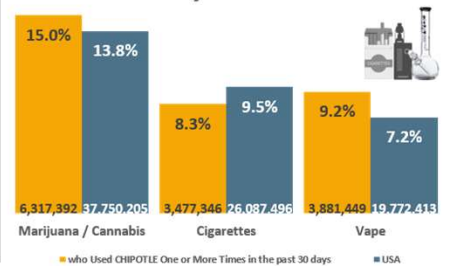
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



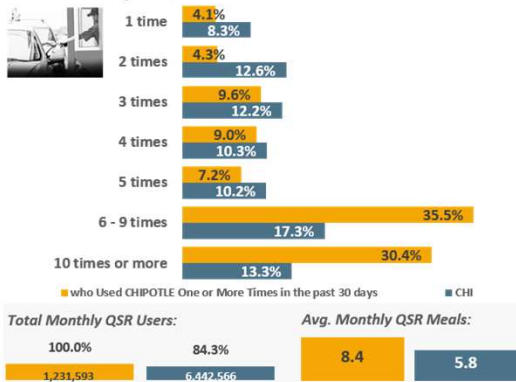
Used Past 30-days: Adults 18 or older



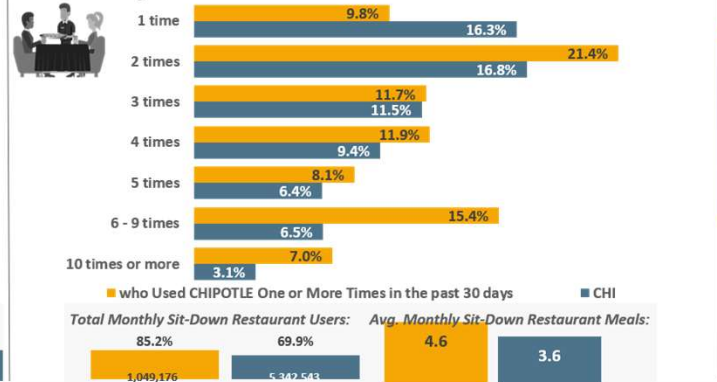


16.1% or 1,231,593 of CHI DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 18.6% more likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 32.8% more likely to use Casinos past yr., 5.9% more likely to smoke cigarettes.

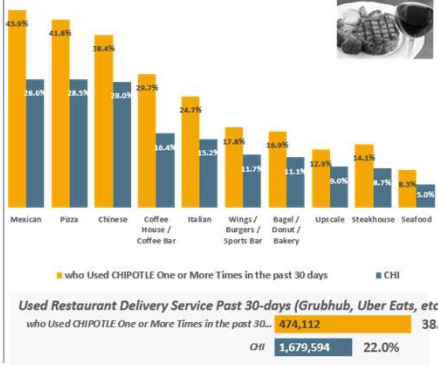
Past 30-days QSR Users: Adults 18 or older



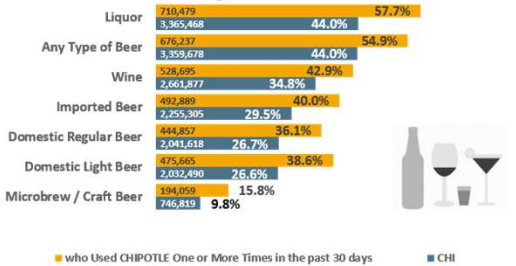
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



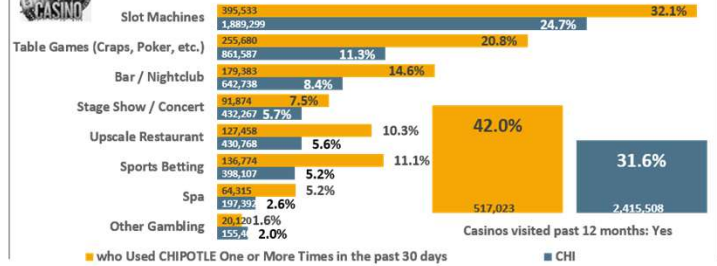
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



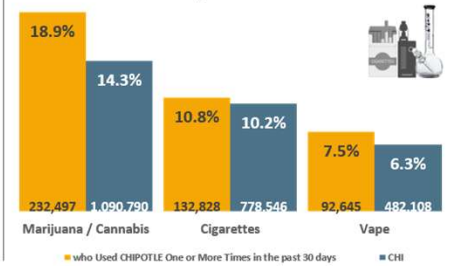
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



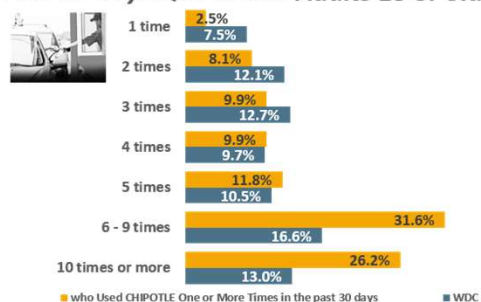
Used Past 30-days: Adults 18 or older



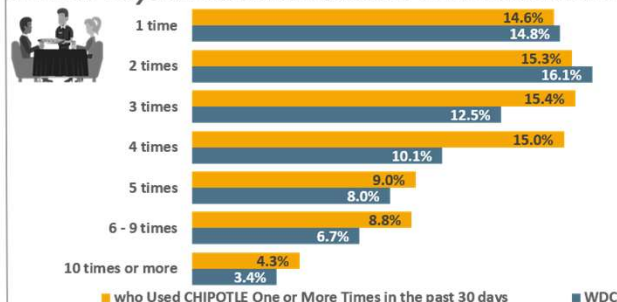


23.3% or 1,329,166 of WDC DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 21.7% more likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., 22.2% more likely to use Casinos past yr., 32.6% less likely to smoke cigarettes

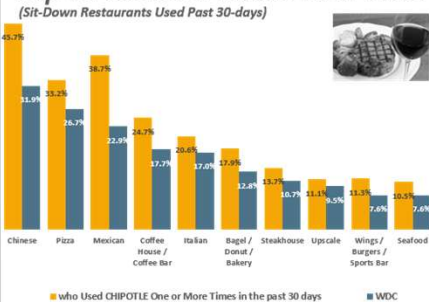
Past 30-days QSR Users: Adults 18 or older



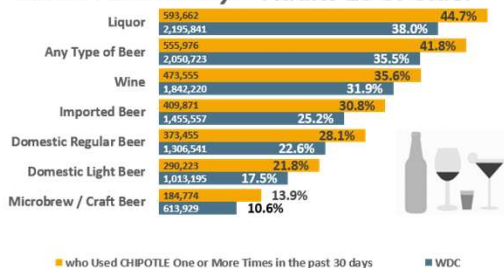
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



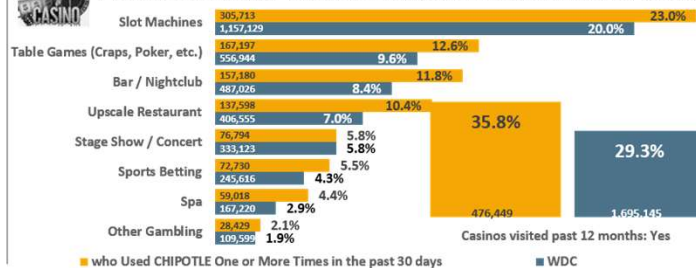
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



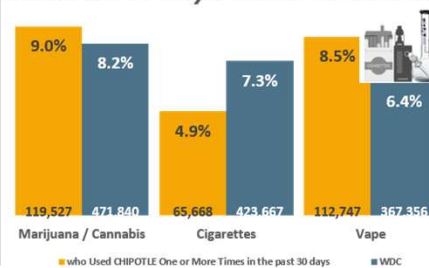
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



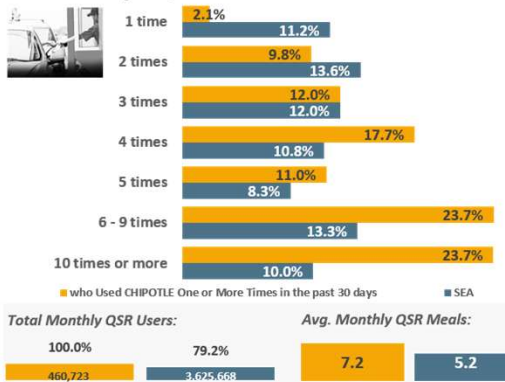
Used Past 30-days: Adults 18 or older



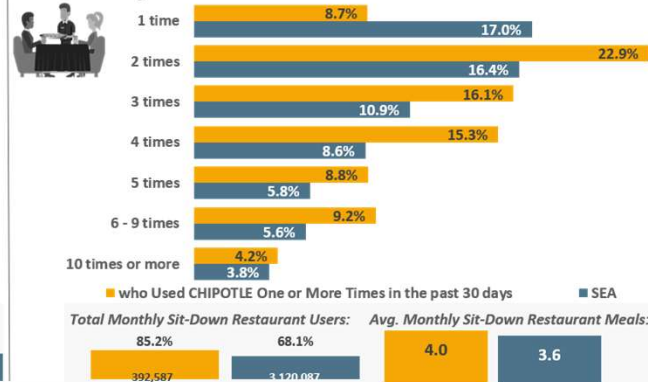


10.1% or 460,723 of SEA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 26.3% more likely to use QSRs past mo., 25.1% more likely to use Sit-Down Restaurants past mo., 7.3% more likely to use Casinos past yr., 13.6% less likely to smoke cigarettes.

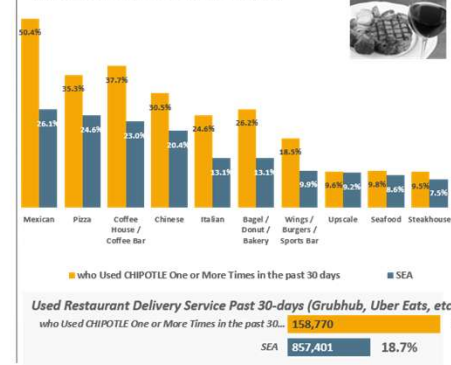
Past 30-days QSR Users: Adults 18 or older



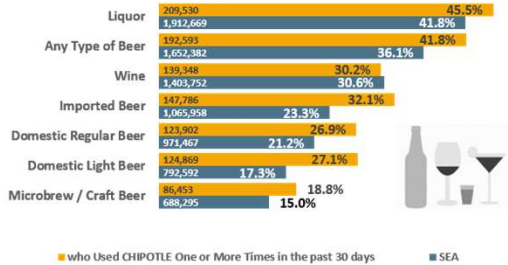
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



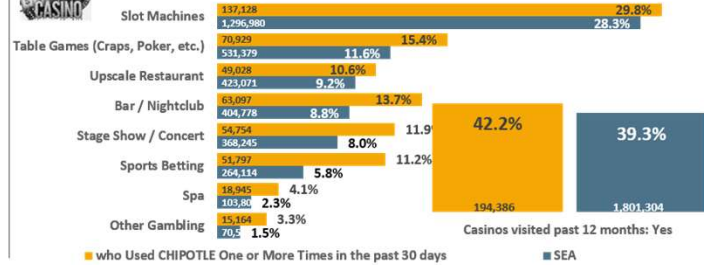
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



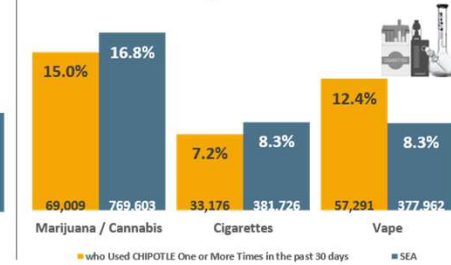
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



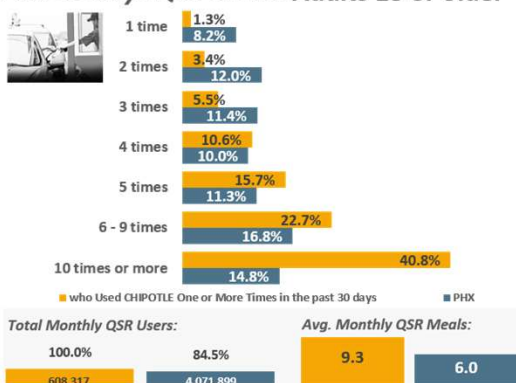
Used Past 30-days: Adults 18 or older



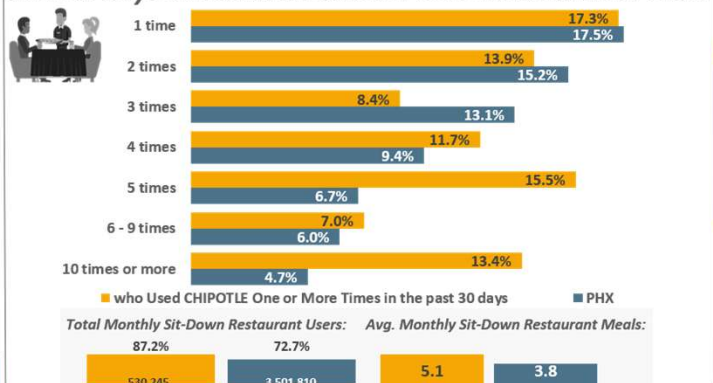


12.6% or 608,317 of PHX DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 18.3% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 14.8% more likely to use Casinos past yr., 69.8% less likely to smoke cigarettes

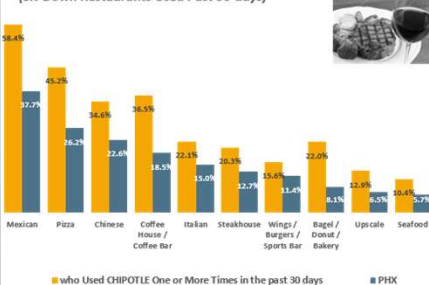
Past 30-days QSR Users: Adults 18 or older



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

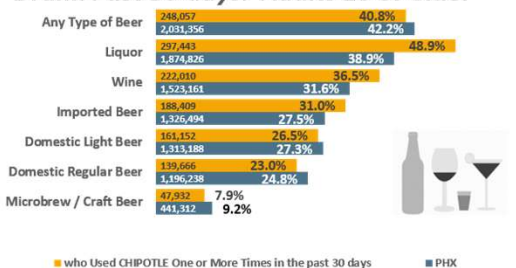


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

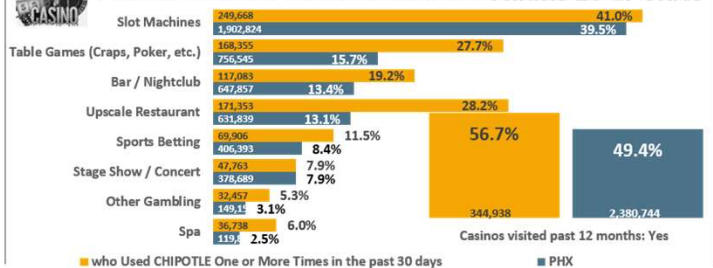


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used CHIPOTLE One or More Times in the past 30... 219,636 36.1%
 PHX 837,313 17.4%

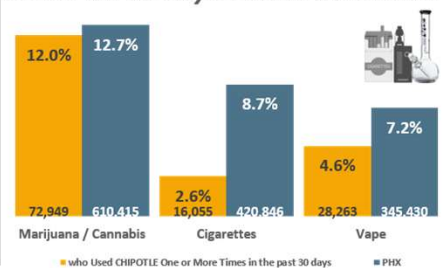
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older

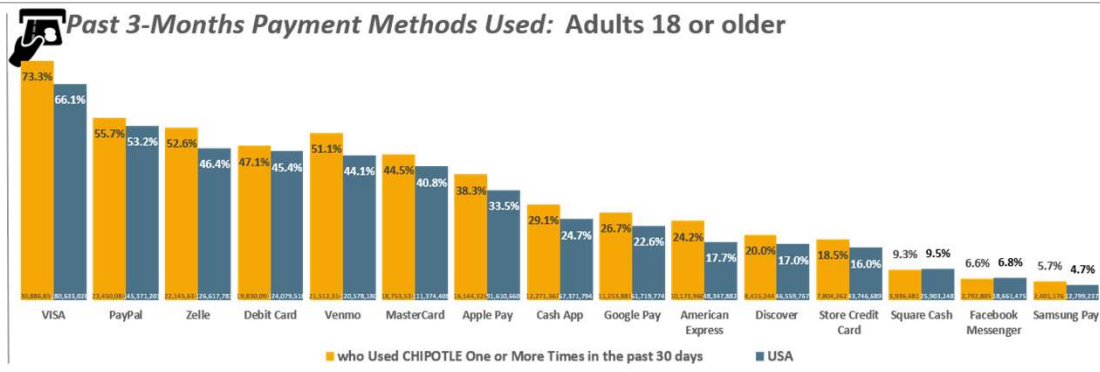
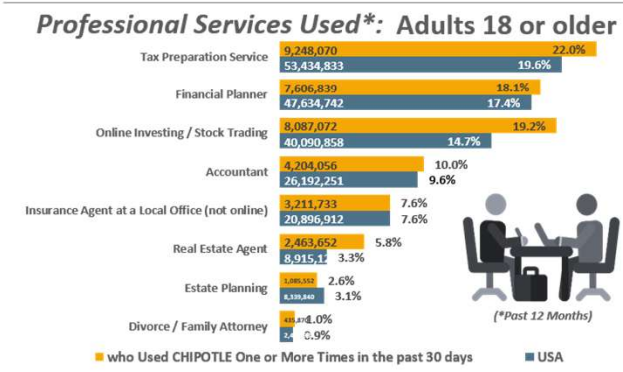
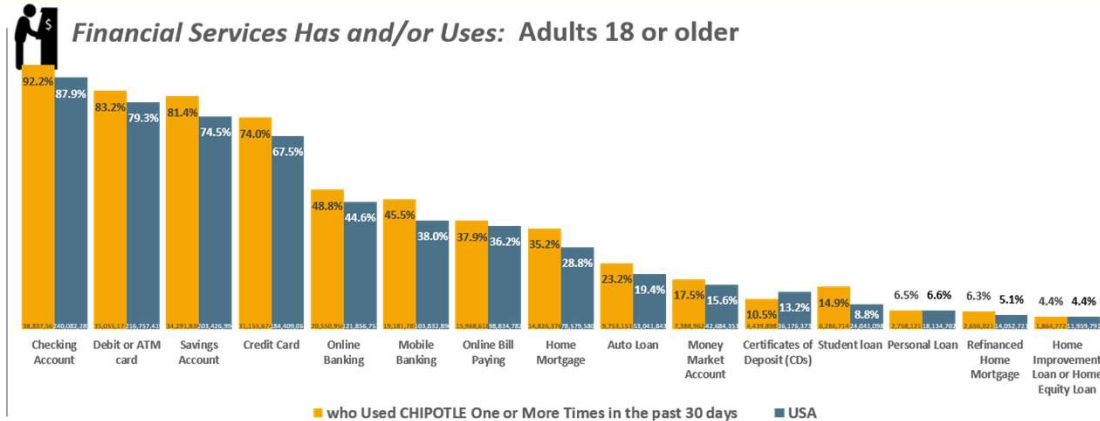
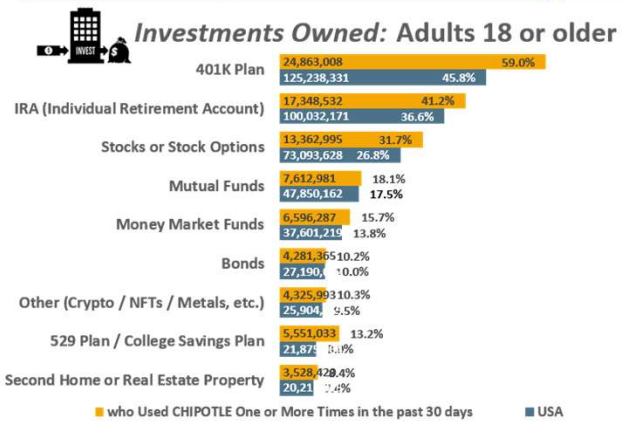


Used Past 30-days: Adults 18 or older





15.4% or 42,116,522 of USA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 28.8% more likely to have a 401K, 19.3% more likely to have an Auto Loan, 30.8% more likely to Invest/Trade Stocks Online, 3.7% more likely to pay with their Debit Card.

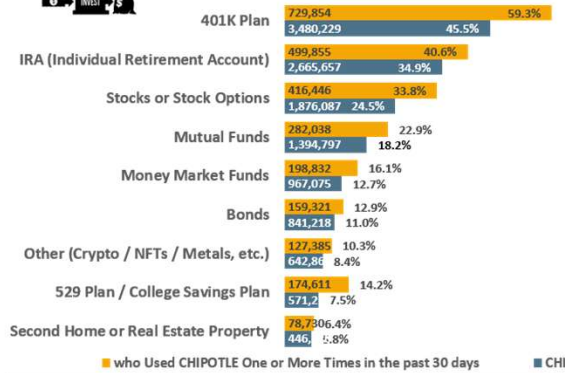




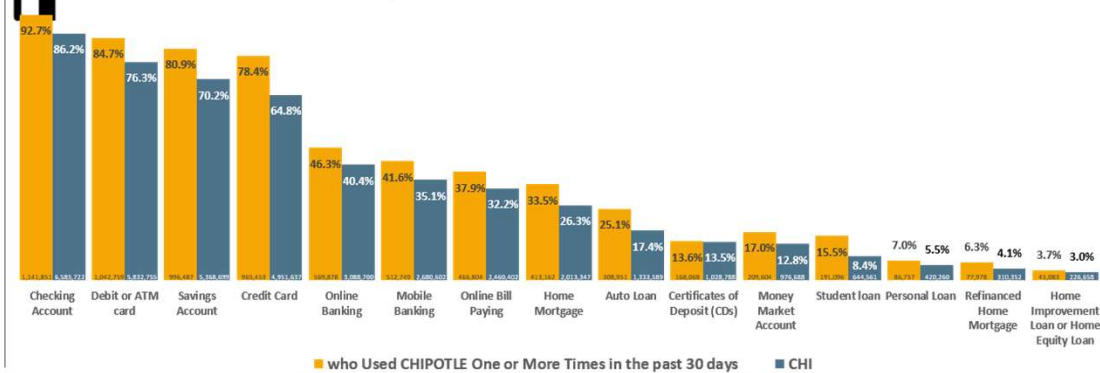
16.1% or 1,231,593 of CHI DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 30.2% more likely to have a 401K, 43.8% more likely to have an Auto Loan, 56.8% more likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



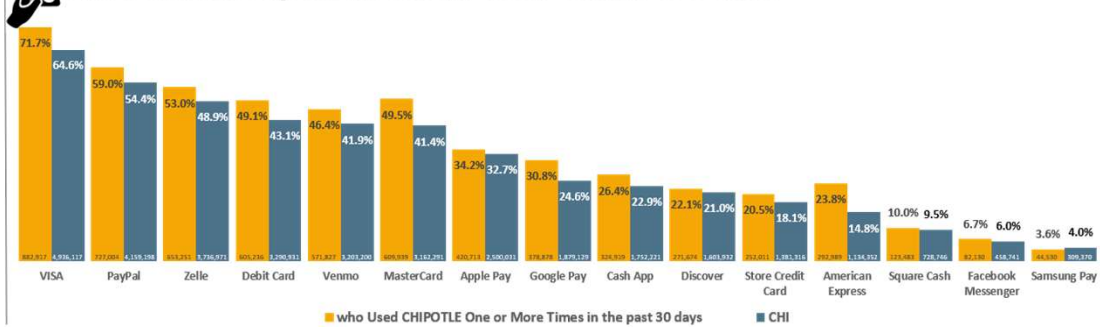
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





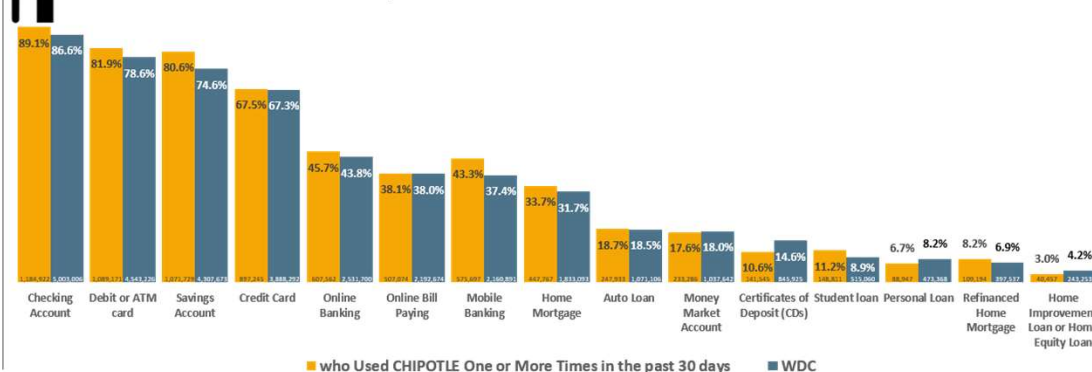
23.% or 1,329,166 of WDC DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 17.9% more likely to have a 401K, .6% more likely to have an Auto Loan, 15.1% more likely to Invest/Trade Stocks Online, 11.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



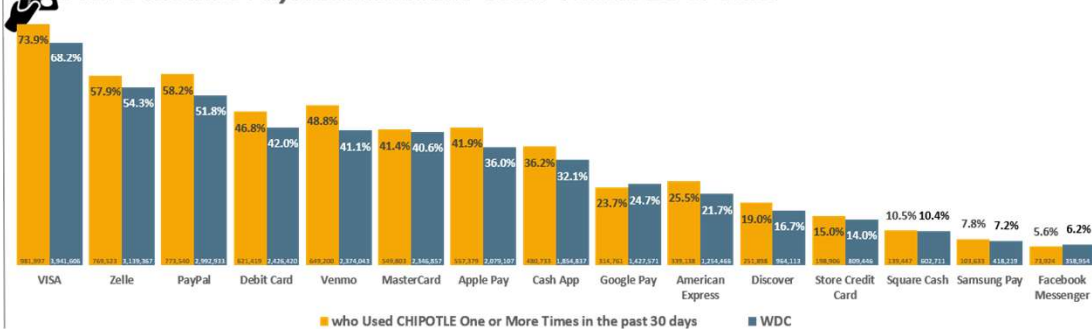
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

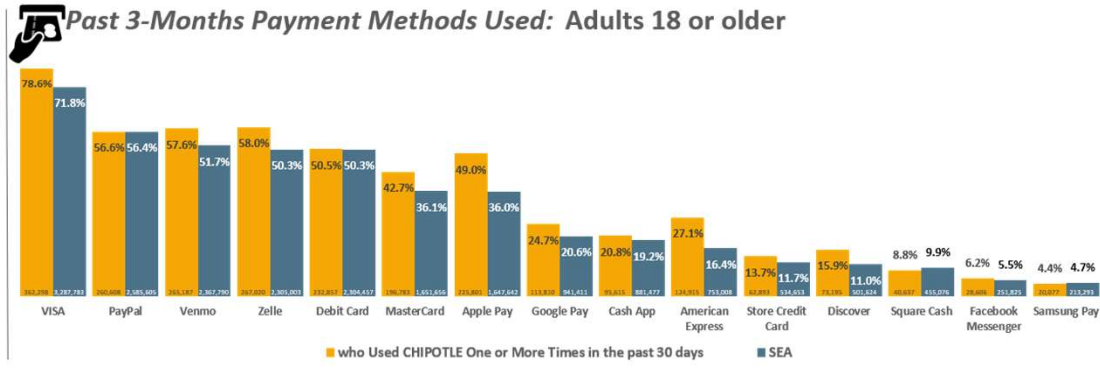
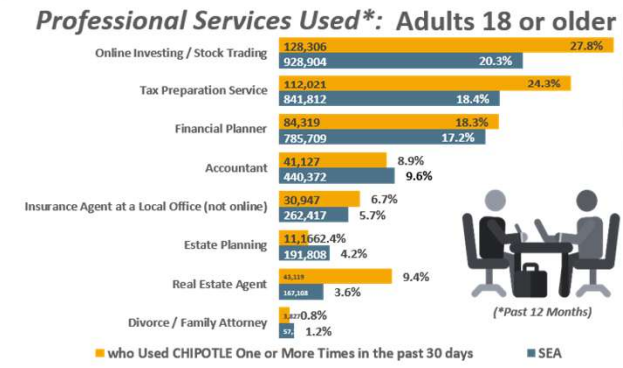
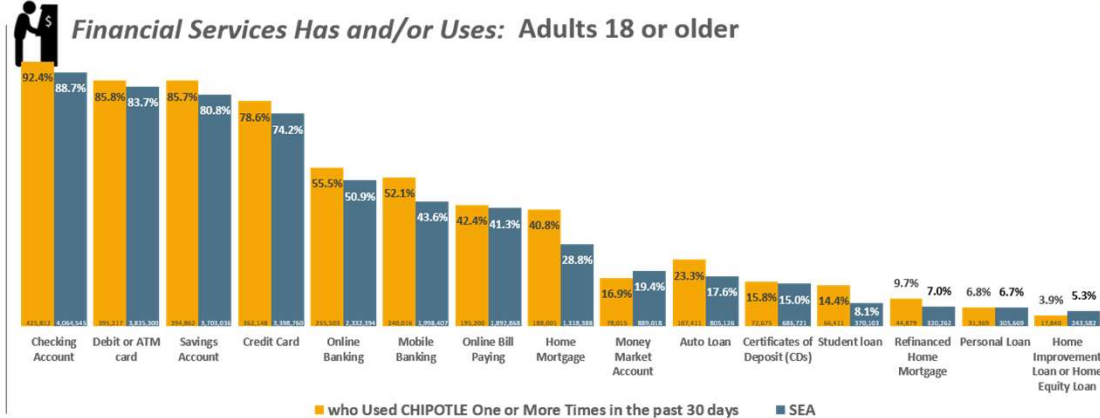
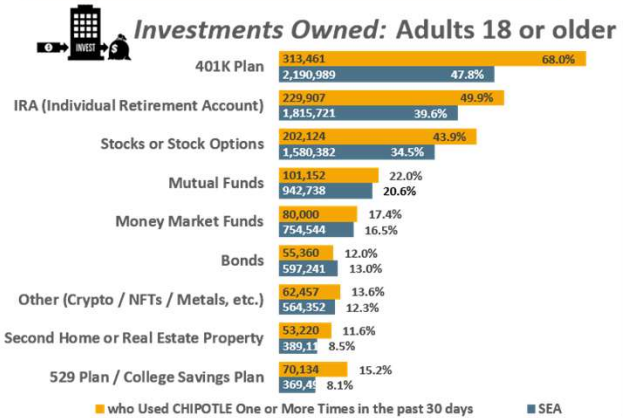


Past 3-Months Payment Methods Used: Adults 18 or older





10.1% or 460,723 of SEA DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 42.2% more likely to have a 401K, 32.6% more likely to have an Auto Loan, 37.3% more likely to Invest/Trade Stocks Online, .5% more likely to pay with their Debit Card.

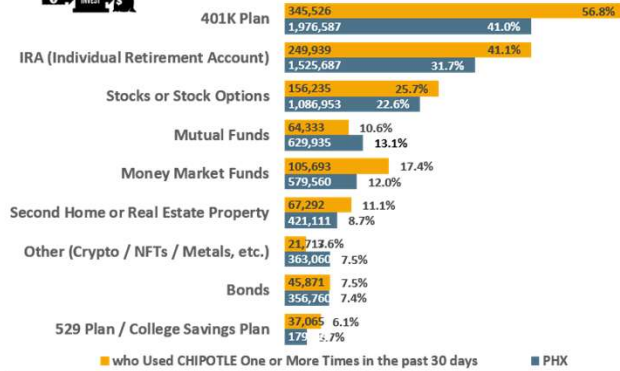




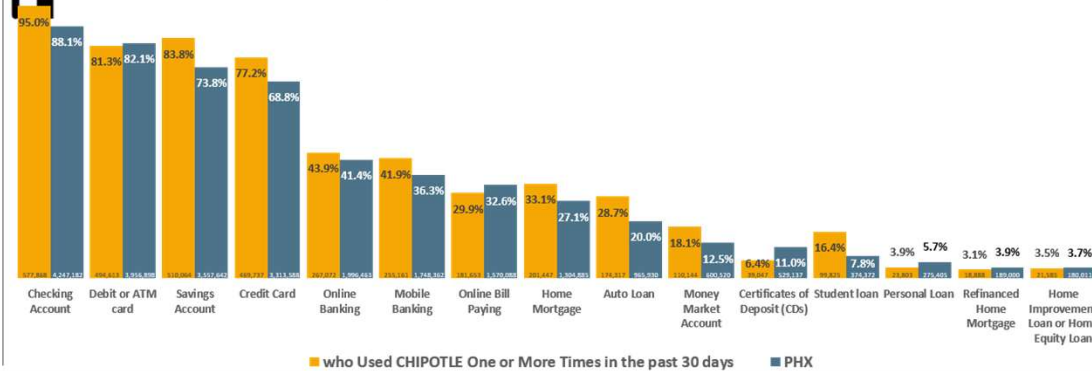
12.6% or 608,317 of PHX DMA Adults 18 or older Used CHIPOTLE One or More Times in the past 30 days. Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days are 38.5% more likely to have a 401K, 42.9% more likely to have an Auto Loan, 34.9% more likely to Invest/Trade Stocks Online, 1.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



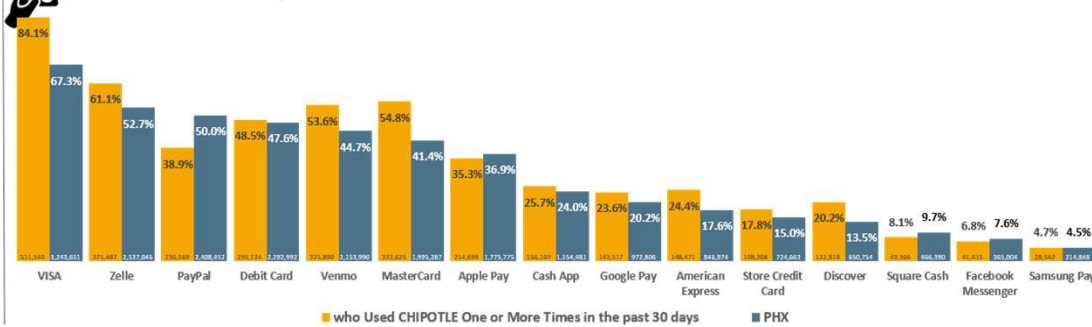
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

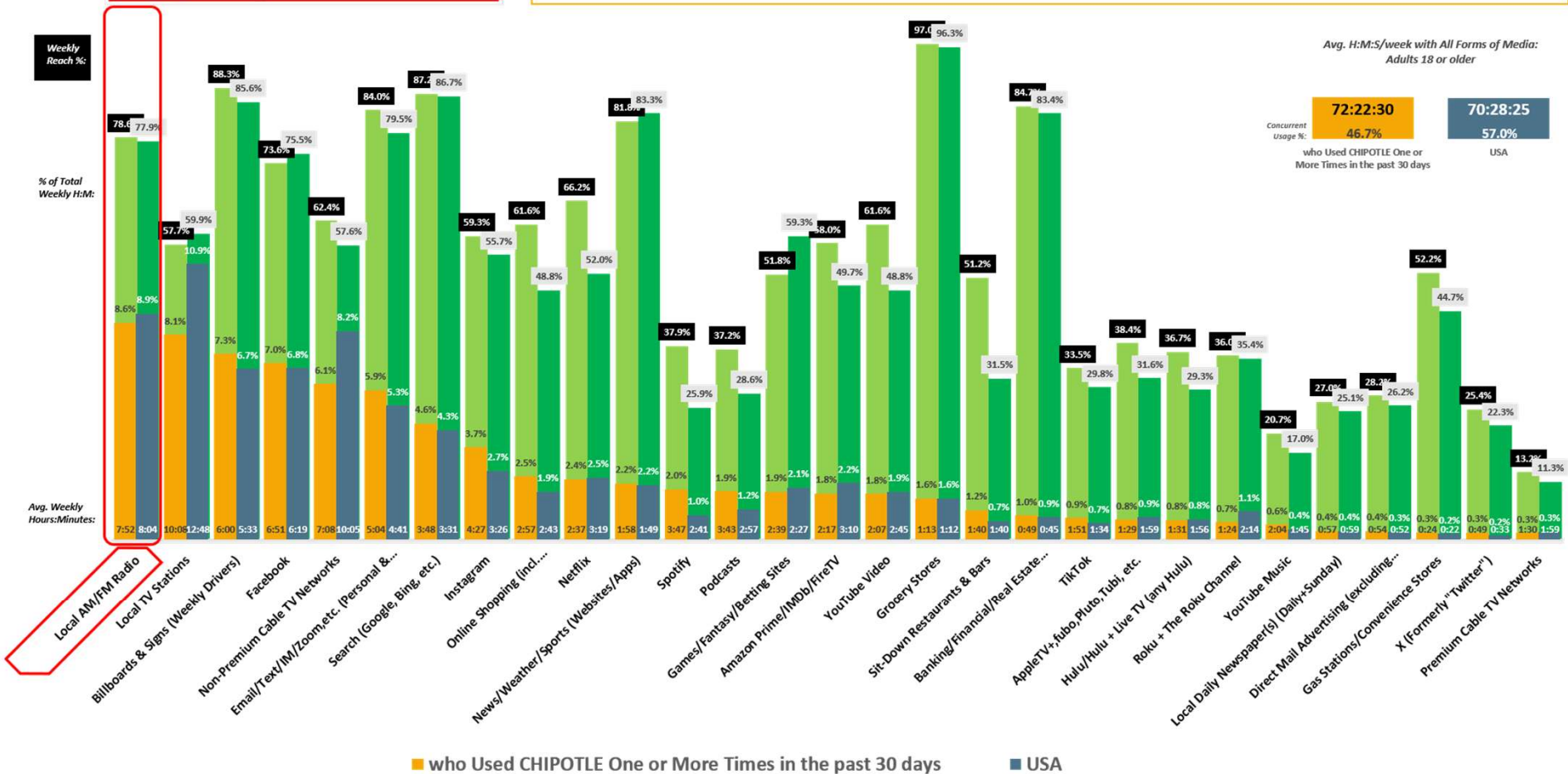


Past 3-Months Payment Methods Used: Adults 18 or older



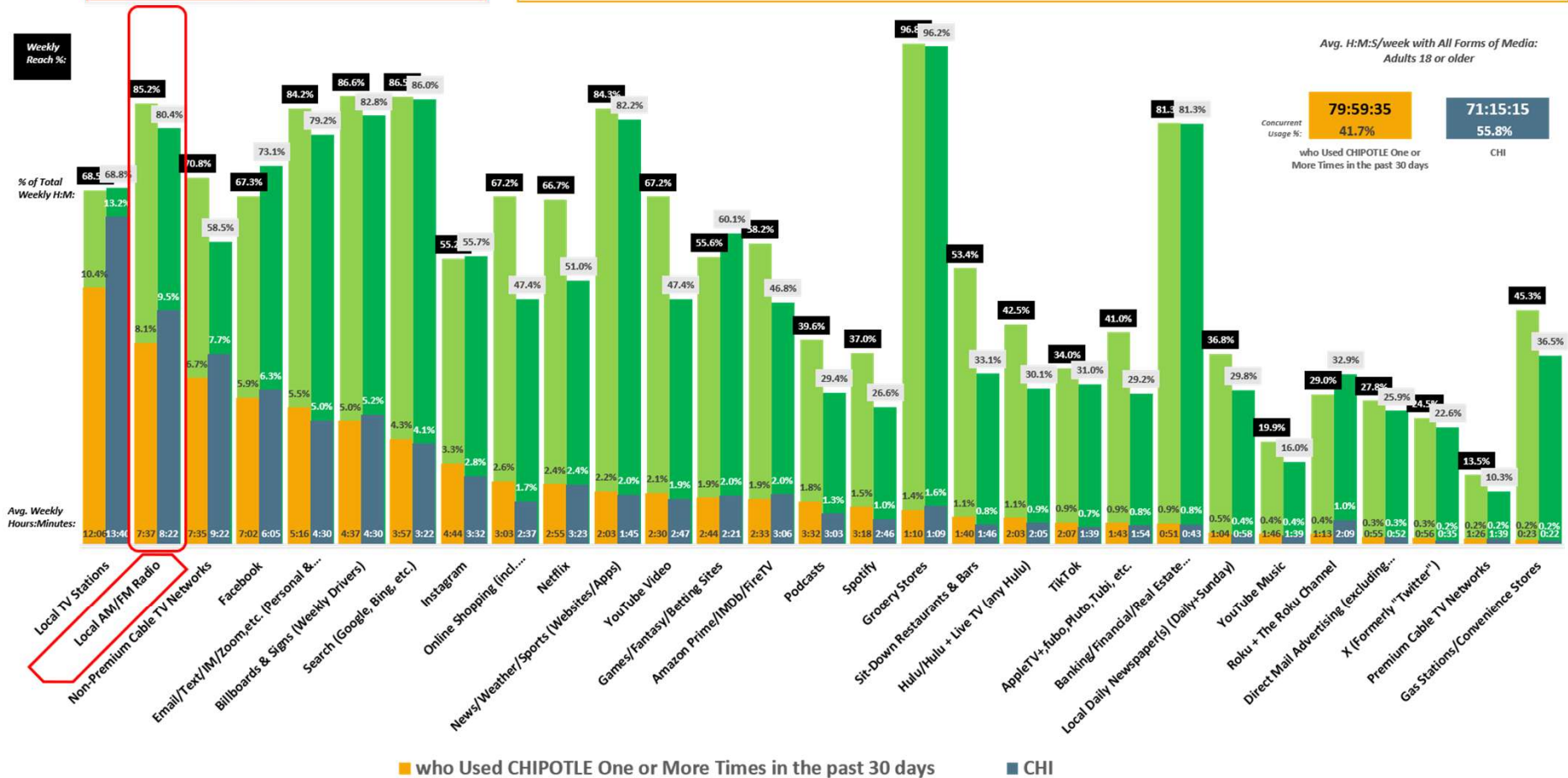


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 0 hours, 22 minutes and 30 seconds each week with All Forms of Media.
 78.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





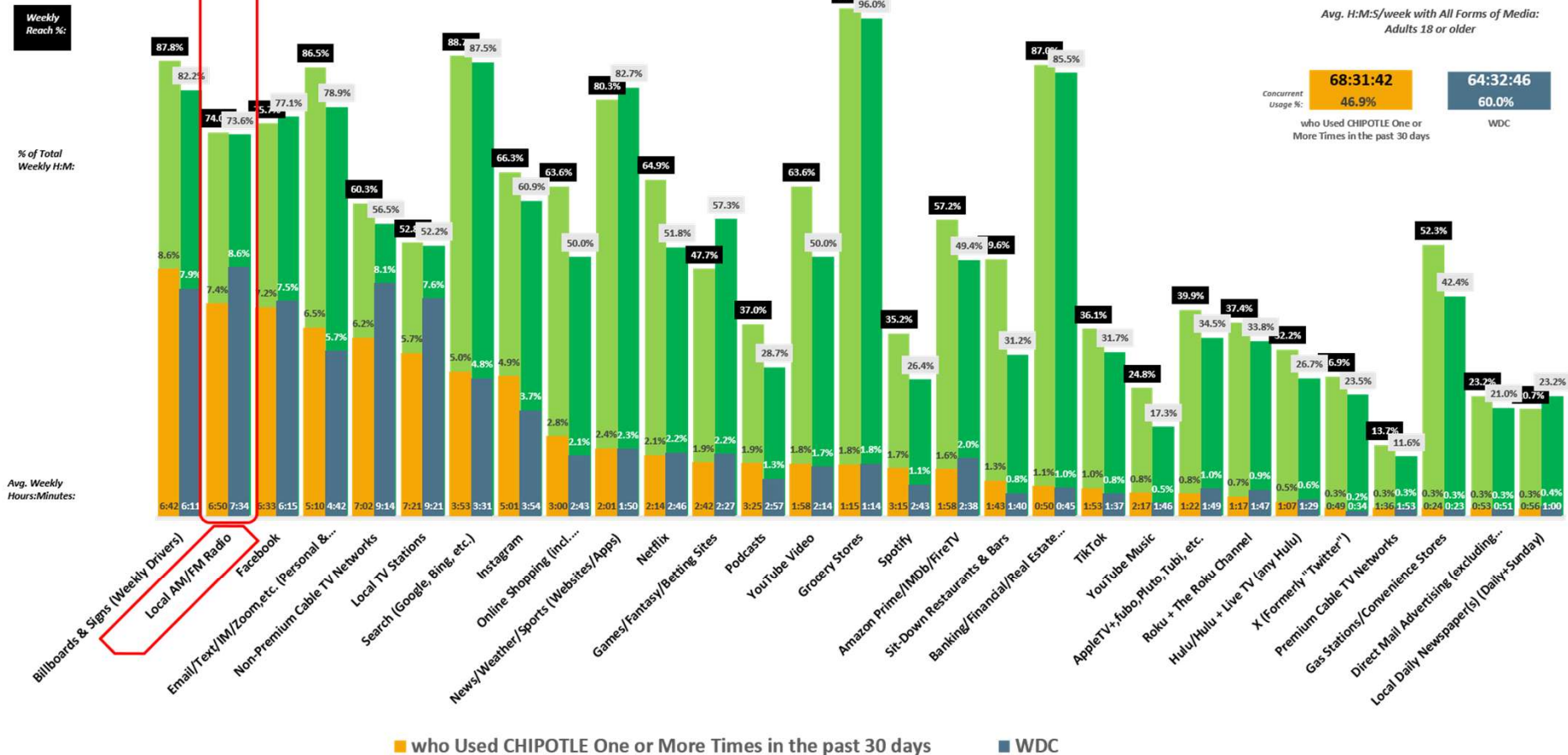
Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 7 hours, 59 minutes and 35 seconds each week with All Forms of Media.
85.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





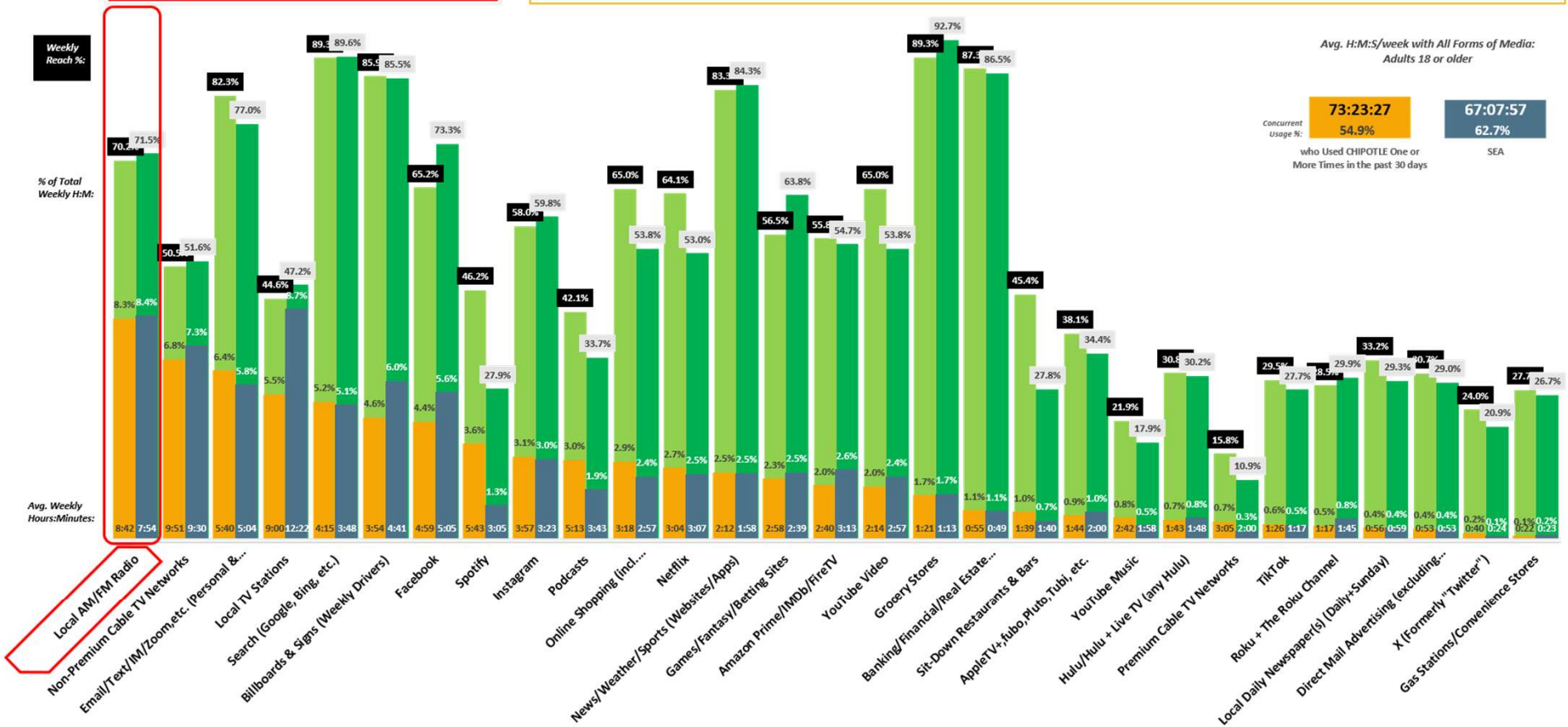
Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 20 hours, 31 minutes and 42 seconds each week with All Forms of Media.

74.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 6 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



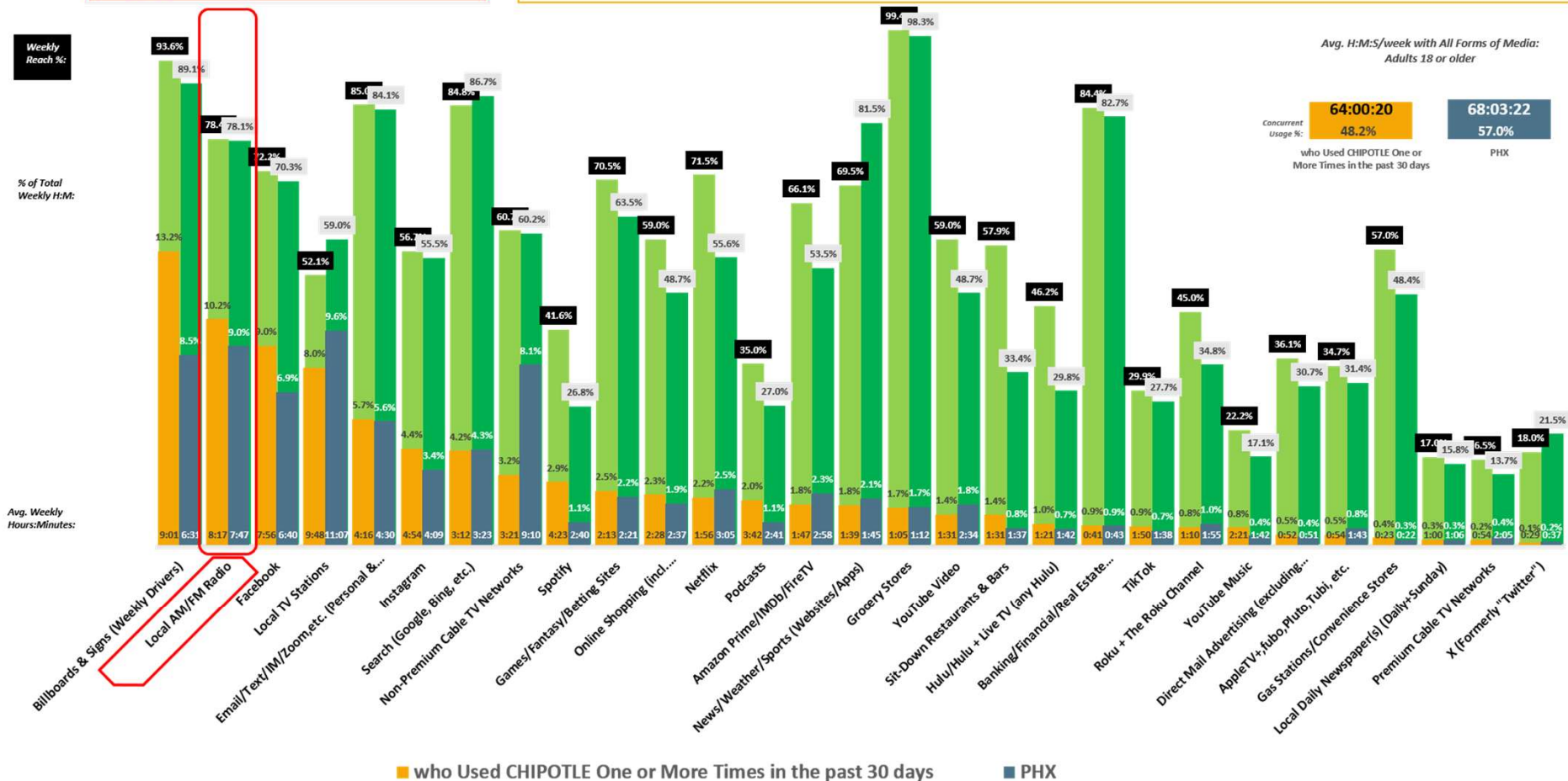


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 3 days, 1 hours, 23 minutes and 27 seconds each week with All Forms of Media.
70.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



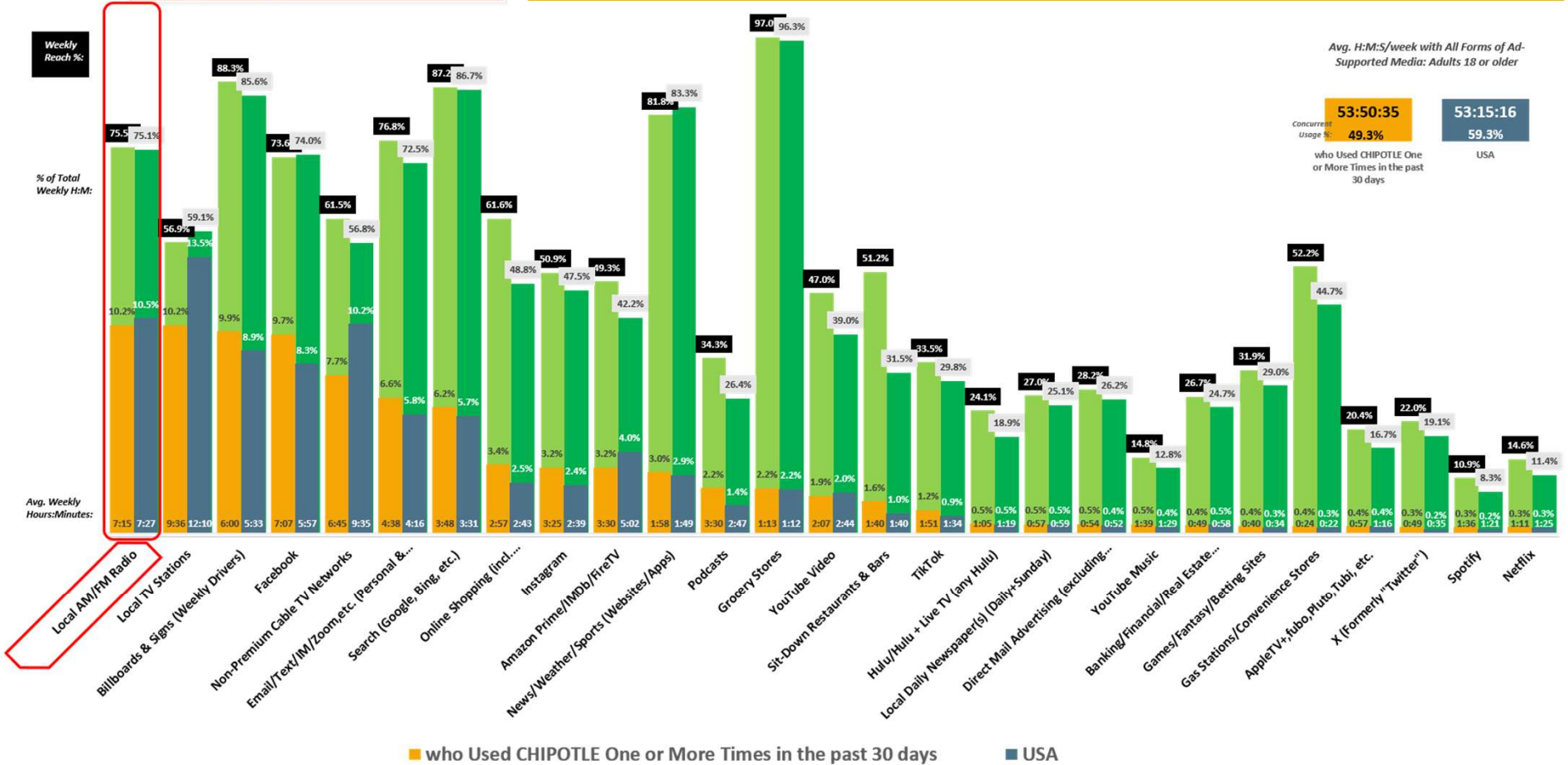


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 16 hours, 0 minutes and 20 seconds each week with All Forms of Media.
 78.4% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 5 hours, 50 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



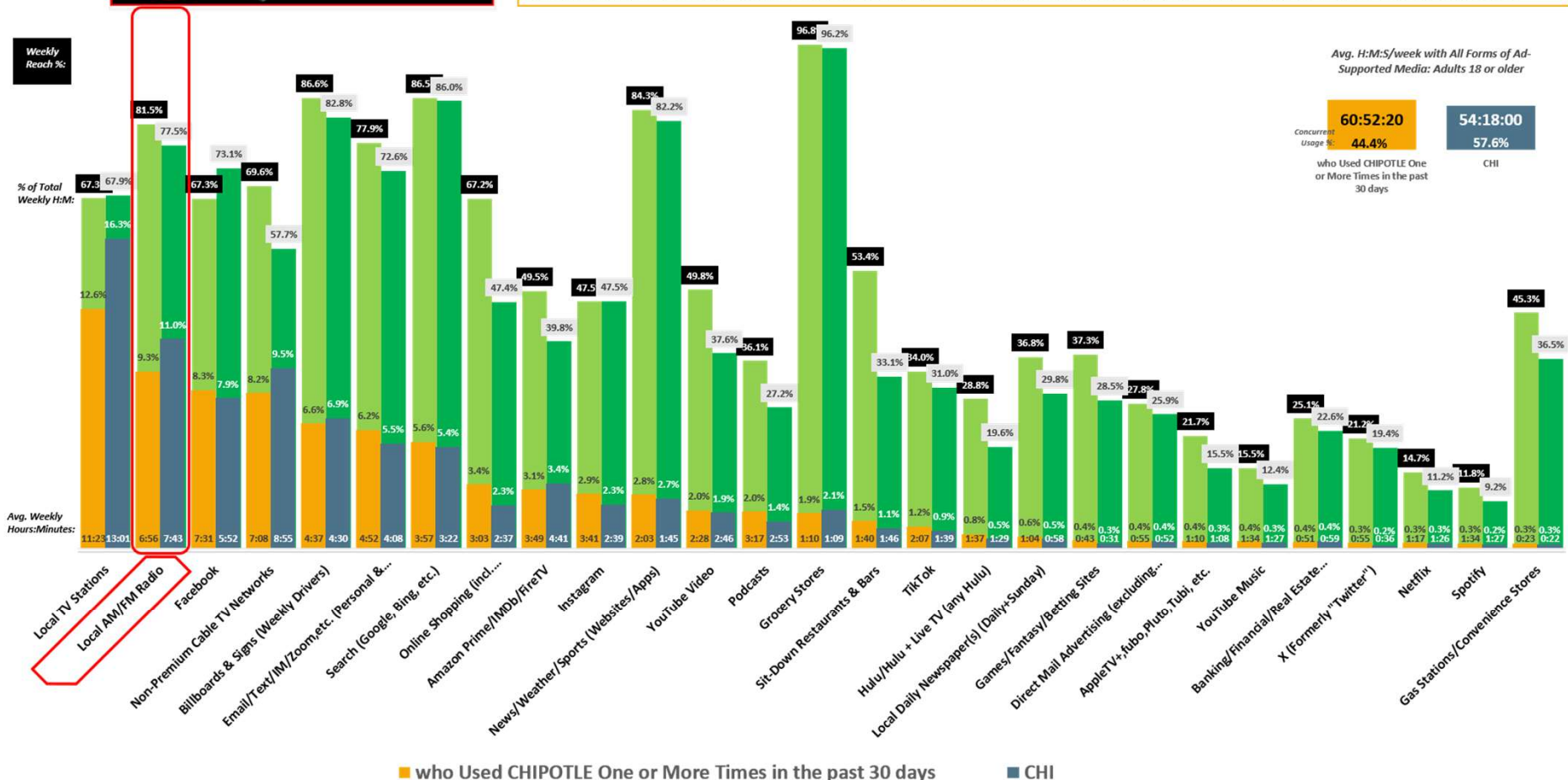
Share of Everything for Anything.

Quick service restaurants used past 30 days: Chipotle



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 12 hours, 52 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

81.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.



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

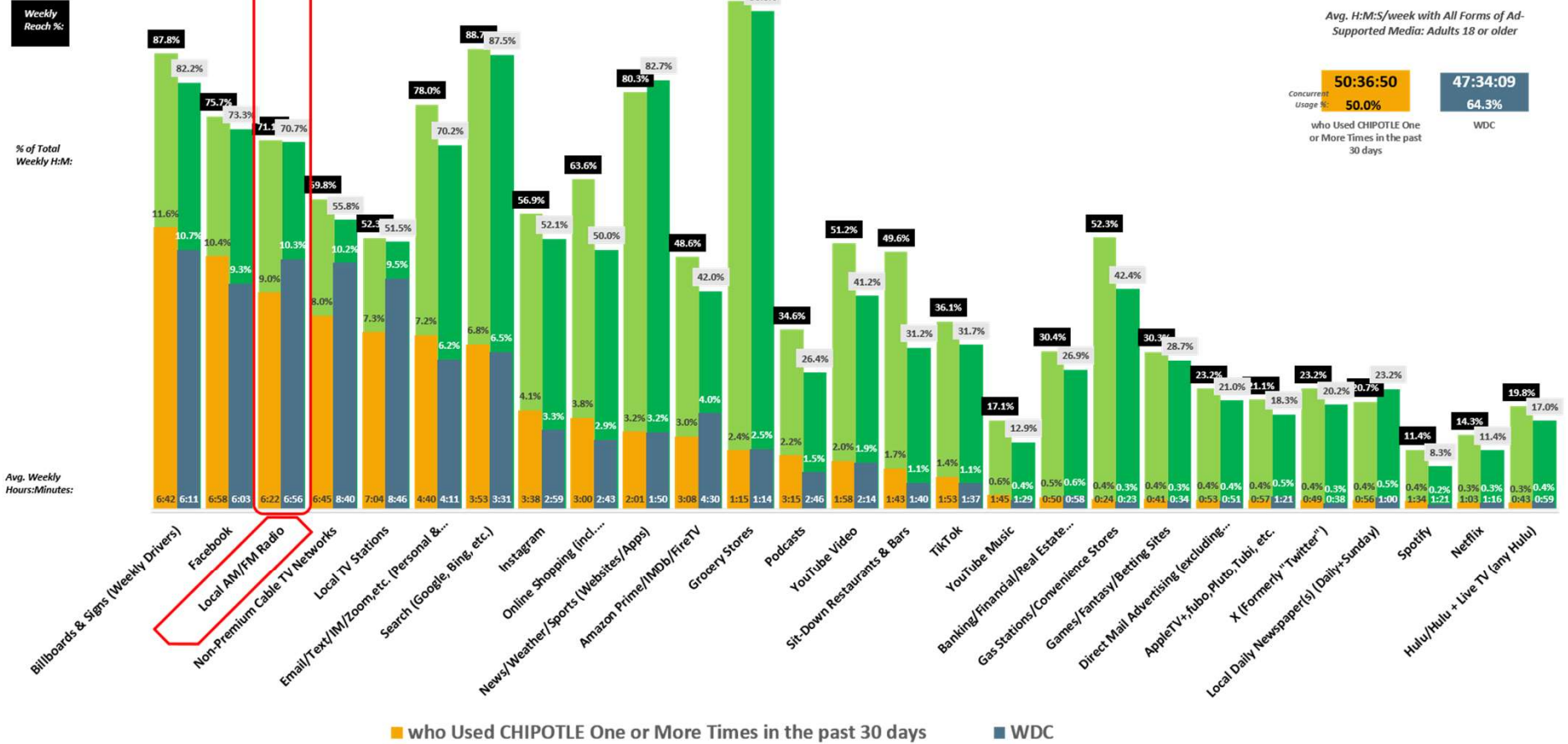
60:52:20
Concurrent Usage %: 44.4%

54:18:00
CHI

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



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 2 hours, 36 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 71.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 6 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



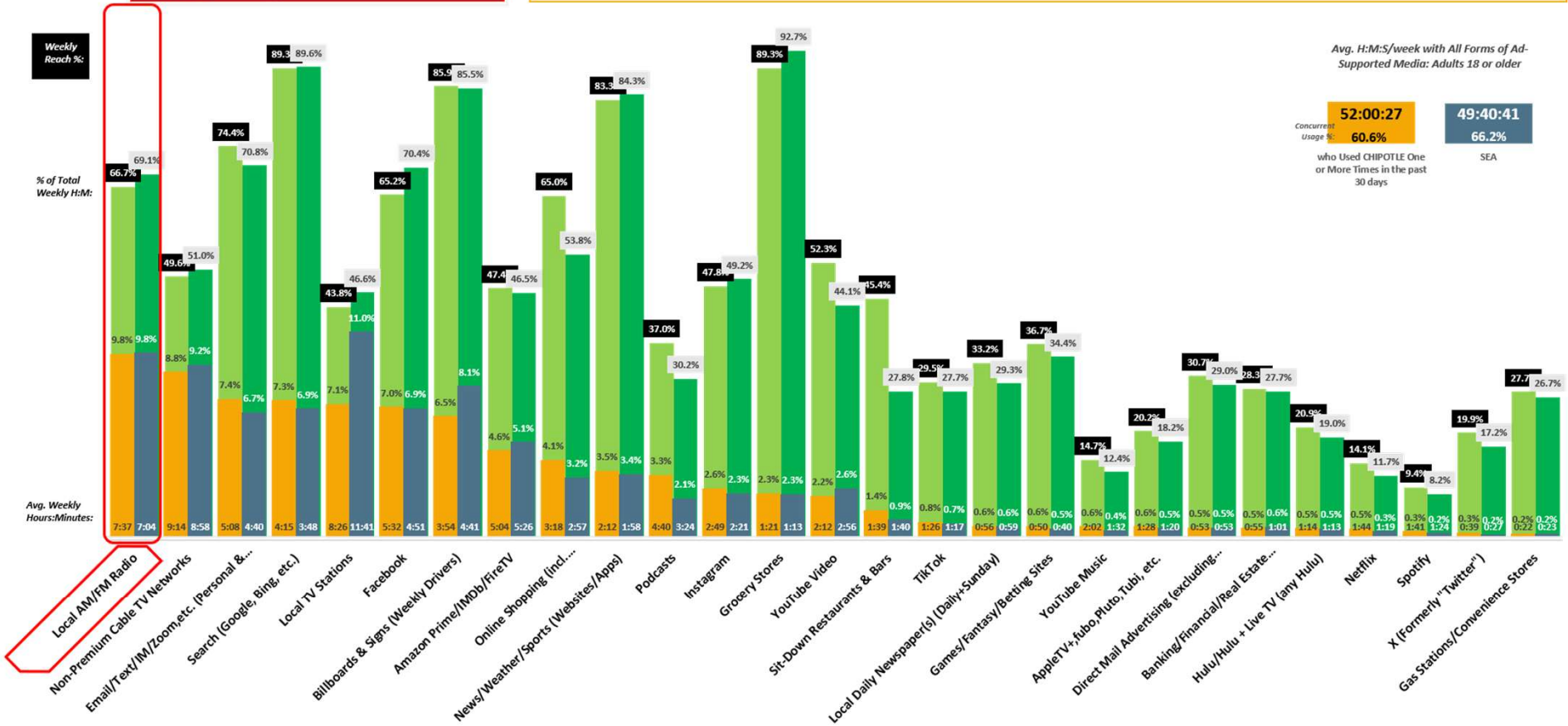
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

50:36:50
 Concurrent Usage %: 50.0%
 who Used CHIPOTLE One or More Times in the past 30 days

47:34:09
 64.3%
 WDC



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 2 days, 4 hours, 0 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 66.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



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

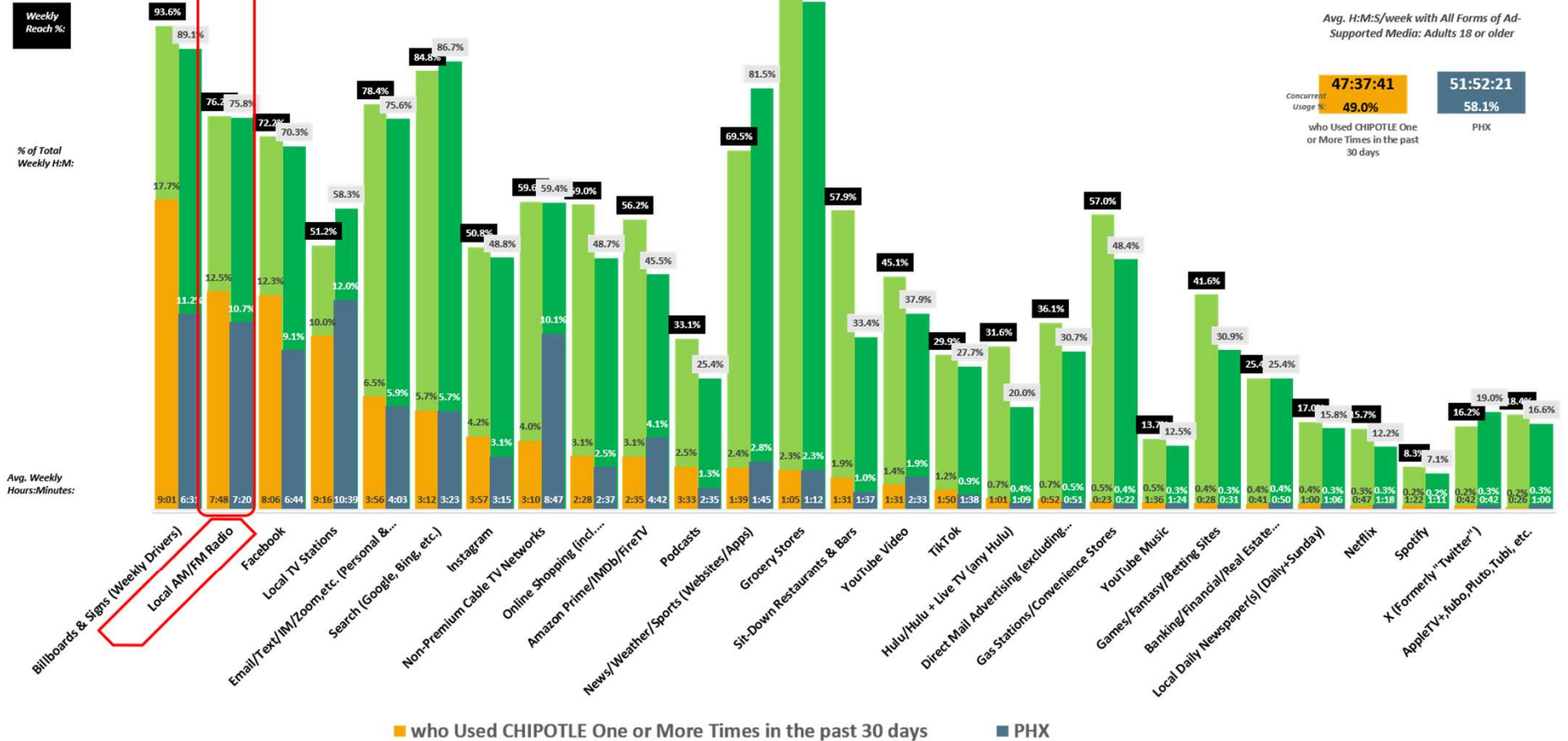
who Used CHIPOTLE One or More Times in the past 30 days	SEA
52:00:27	49:40:41
60.6%	66.2%

■ who Used CHIPOTLE One or More Times in the past 30 days ■ SEA



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 1 days, 23 hours, 37 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

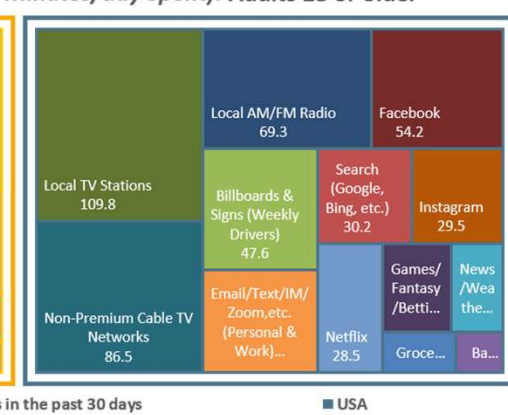
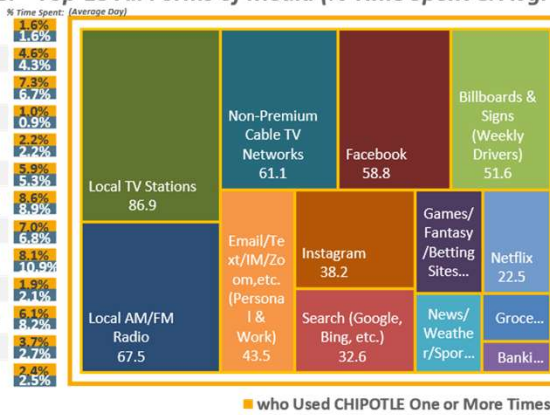
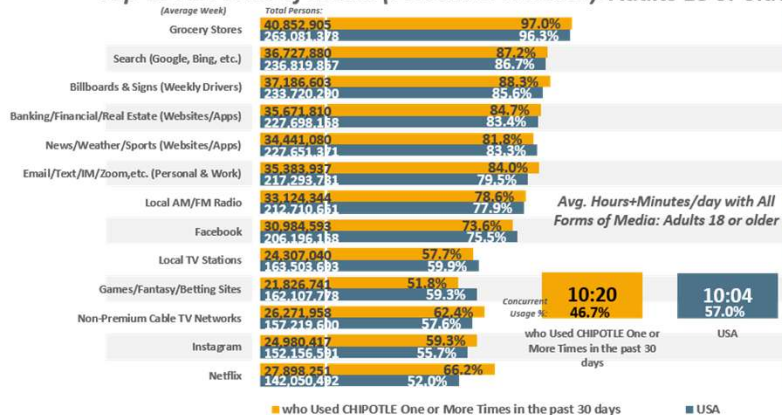
76.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



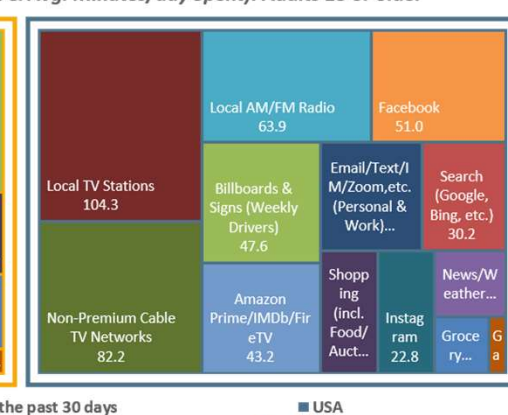
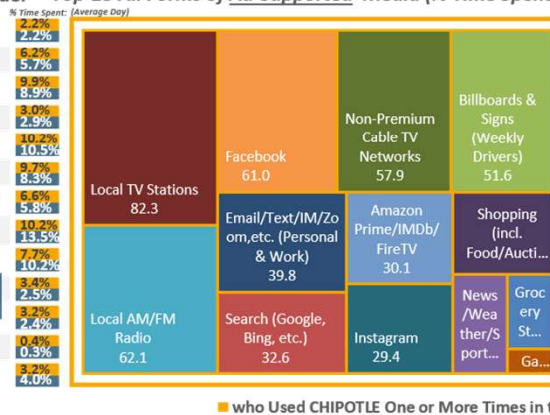
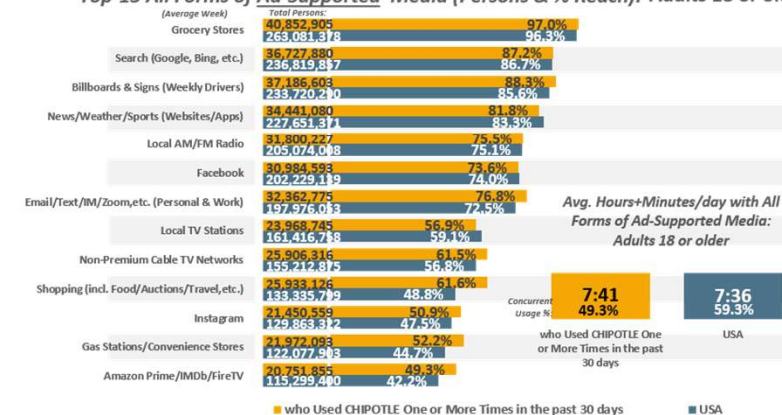


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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



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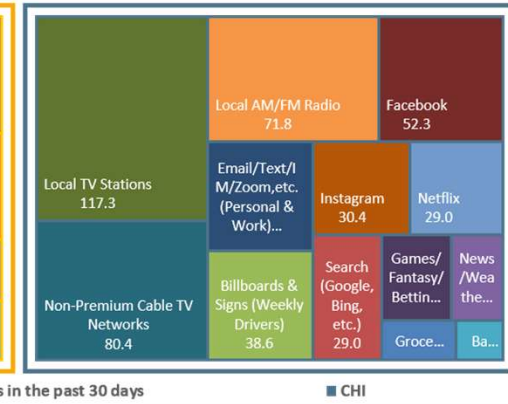
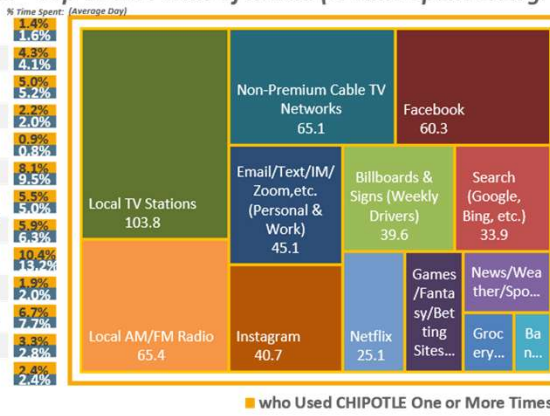
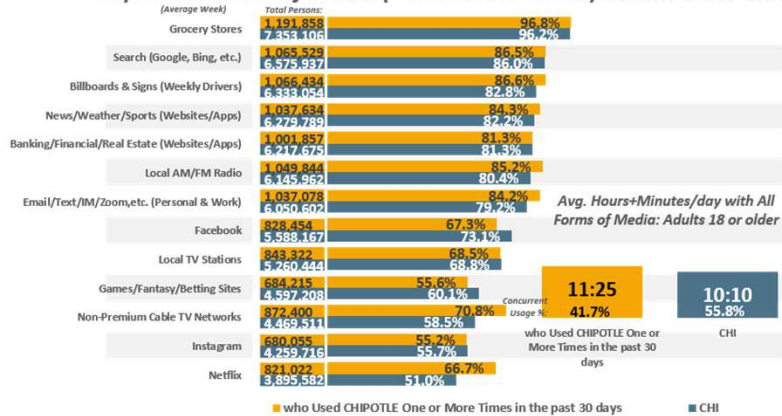
Quick service restaurants used past 30 days: Chipotle



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

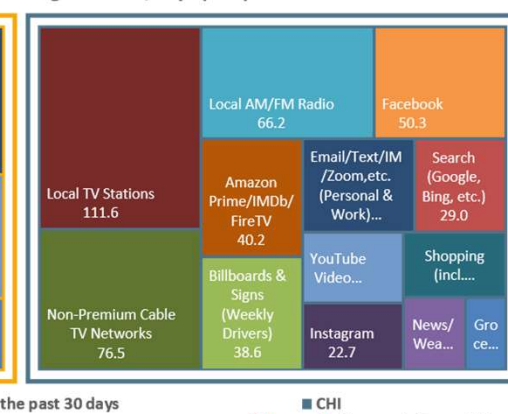
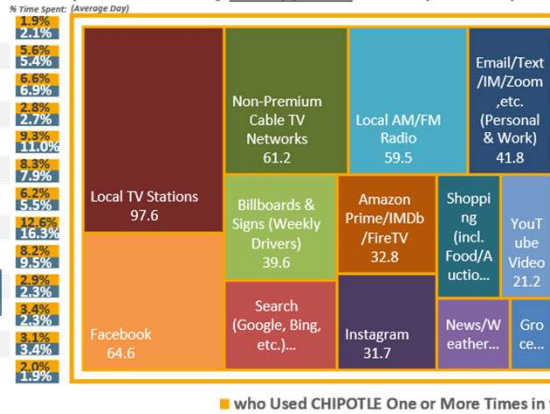
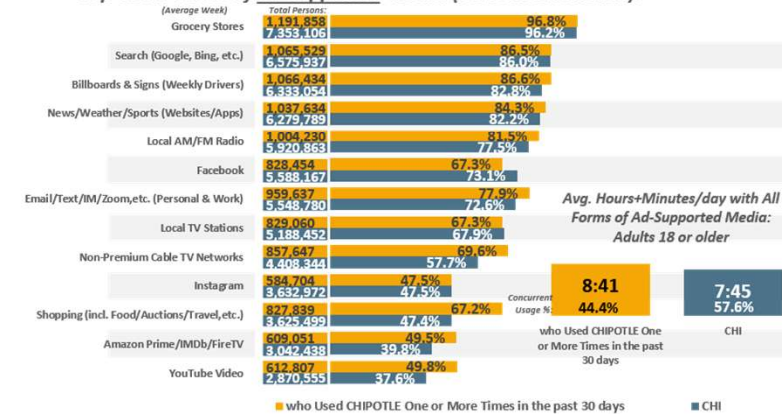
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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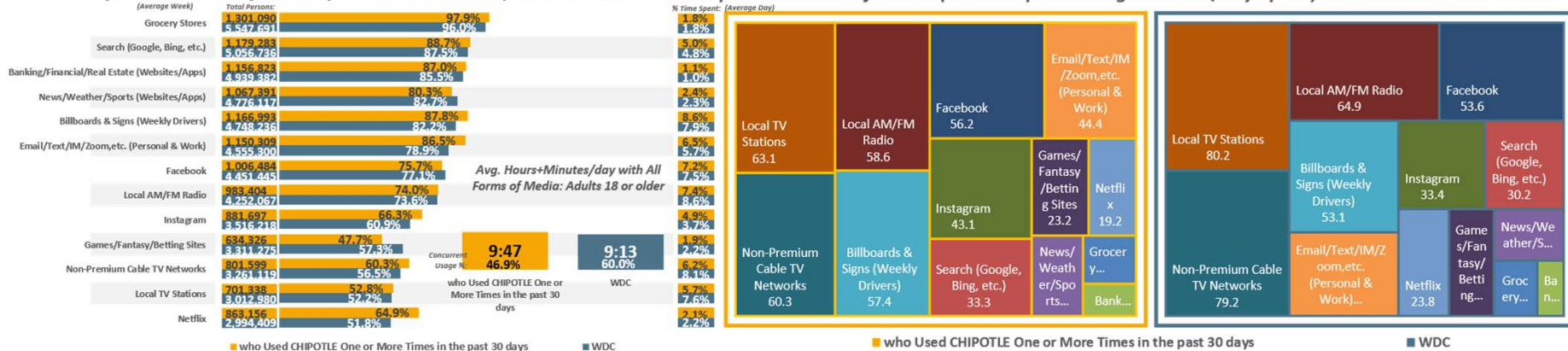
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Quick service restaurants used past 30 days: Chipotle



Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 7 hours and 13 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 54.7 minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

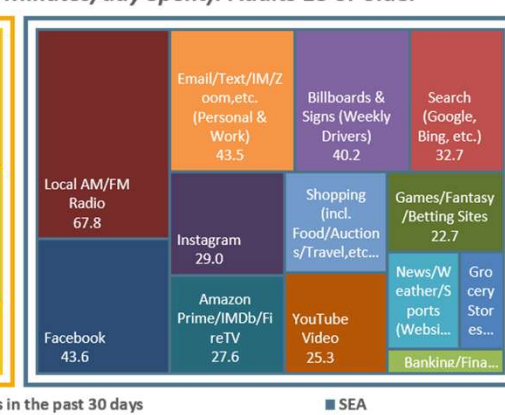
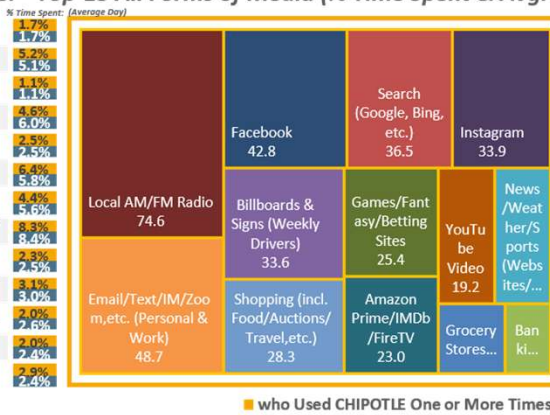
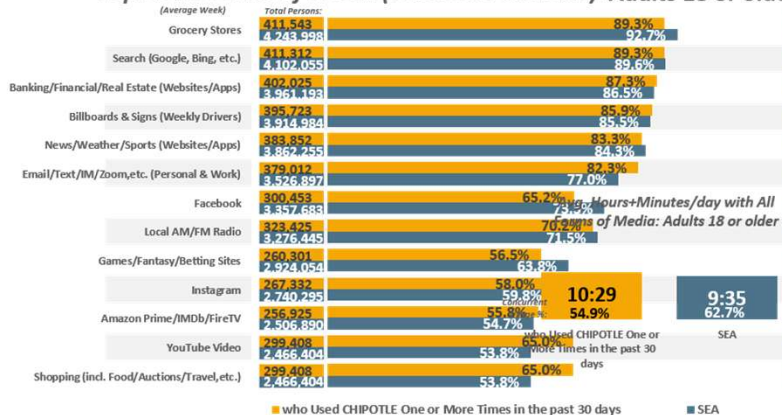
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



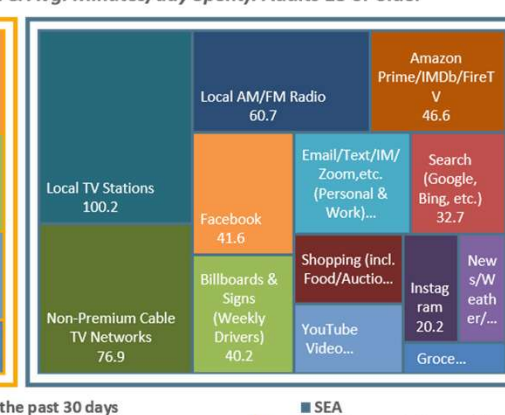
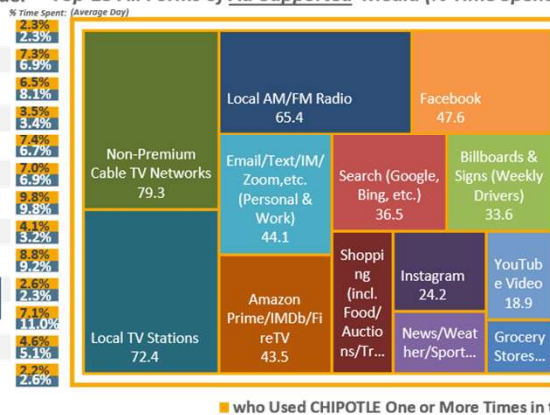
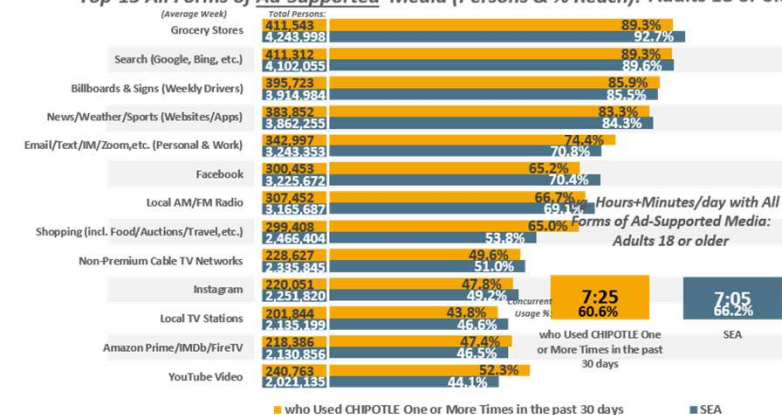


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 66.7% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 414
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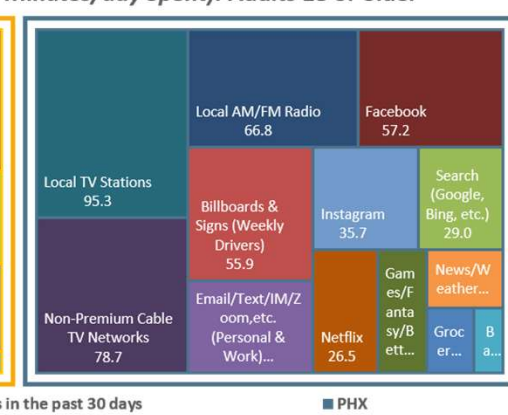
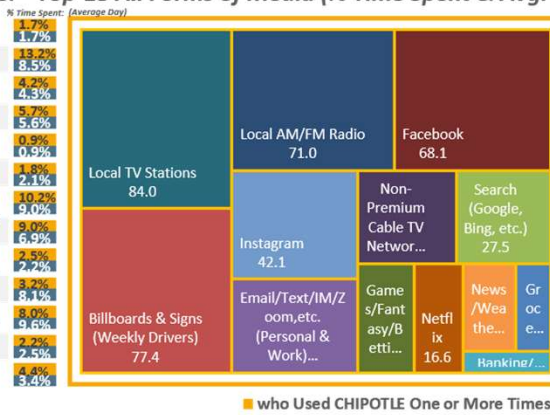
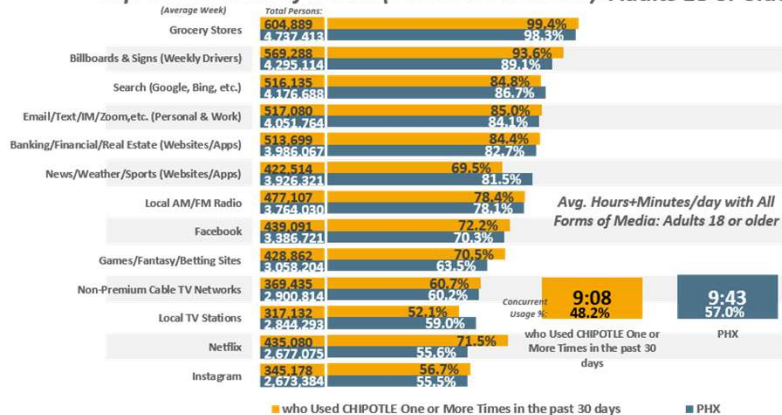
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Quick service restaurants used past 30 days: Chipotle

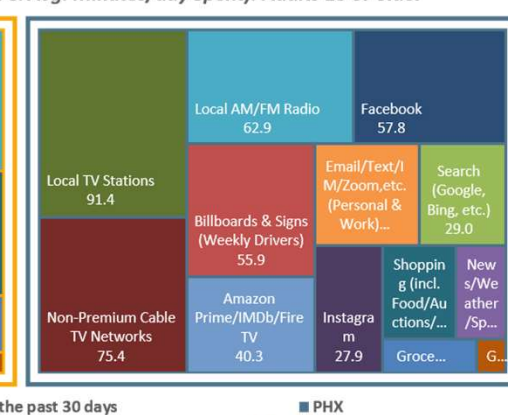
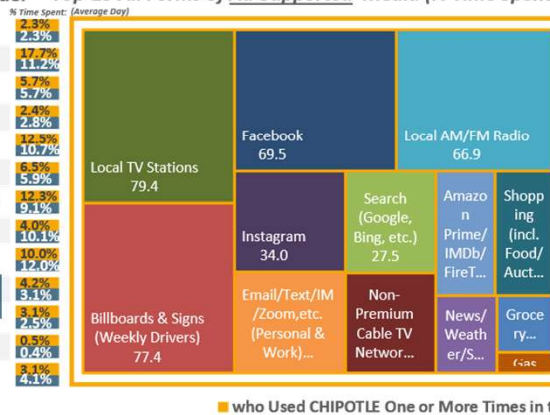
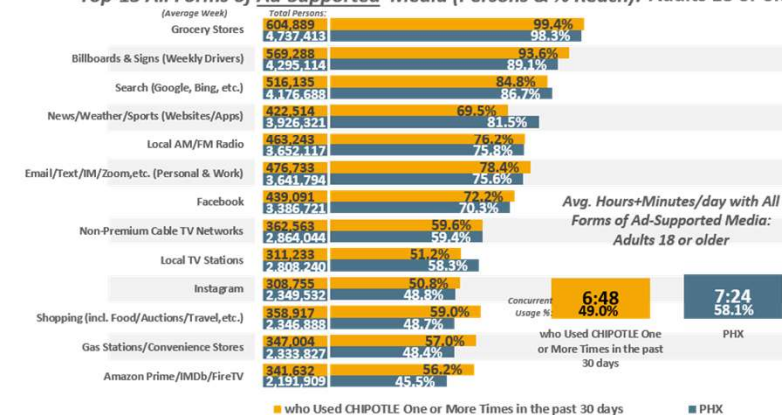


Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 6 hours and 48 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 66.9 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

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**



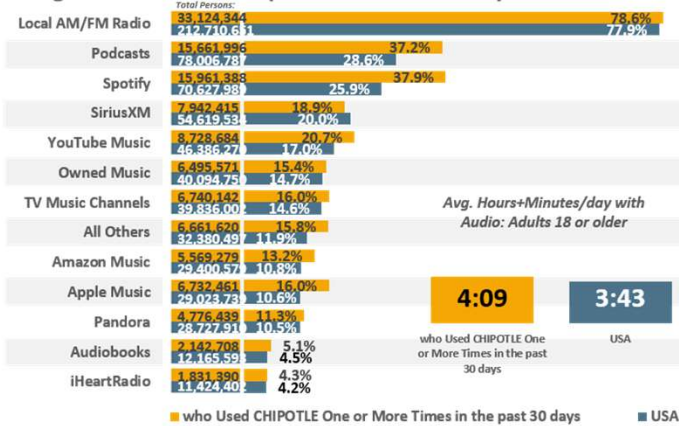
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



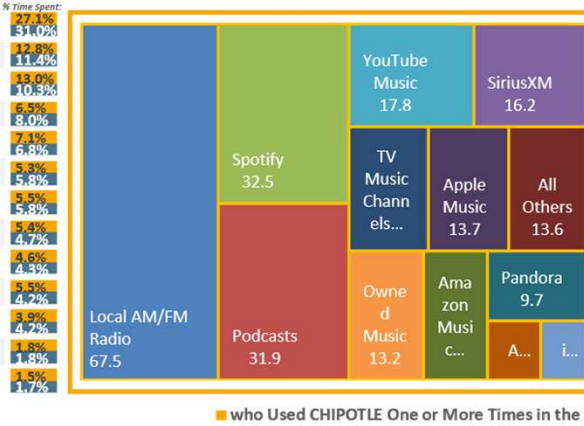


31,800,227 or 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

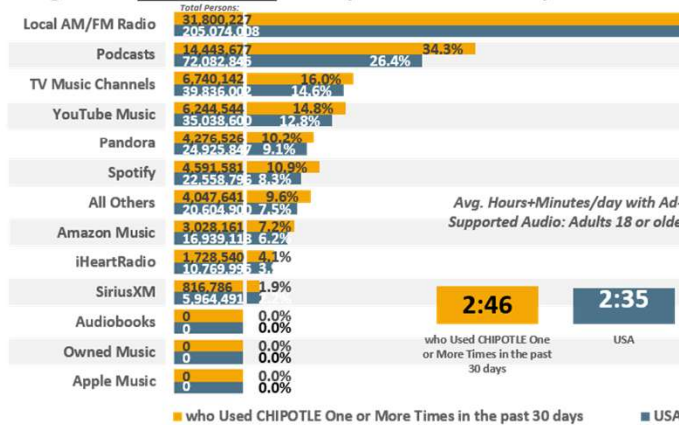
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



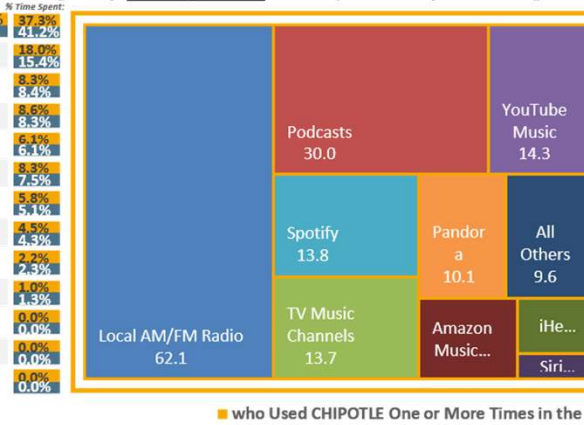
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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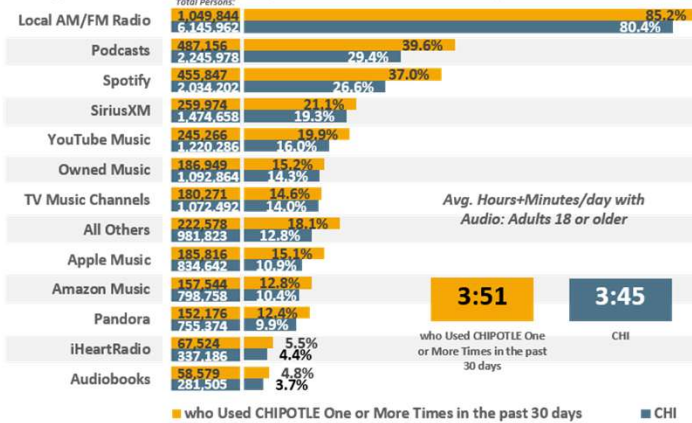
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Quick service restaurants used past 30 days: Chipotle



1,004,230 or 81.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

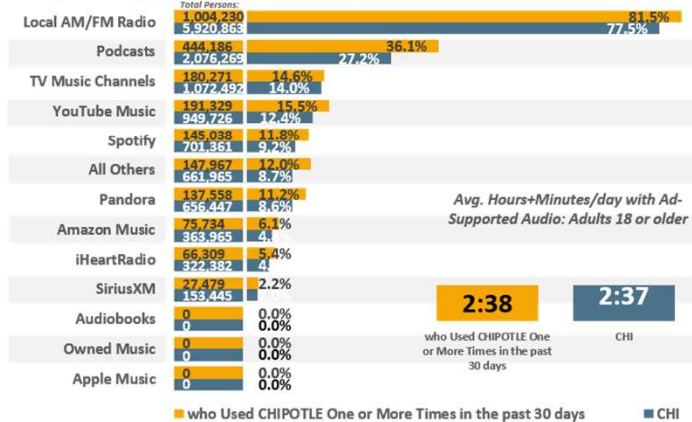
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



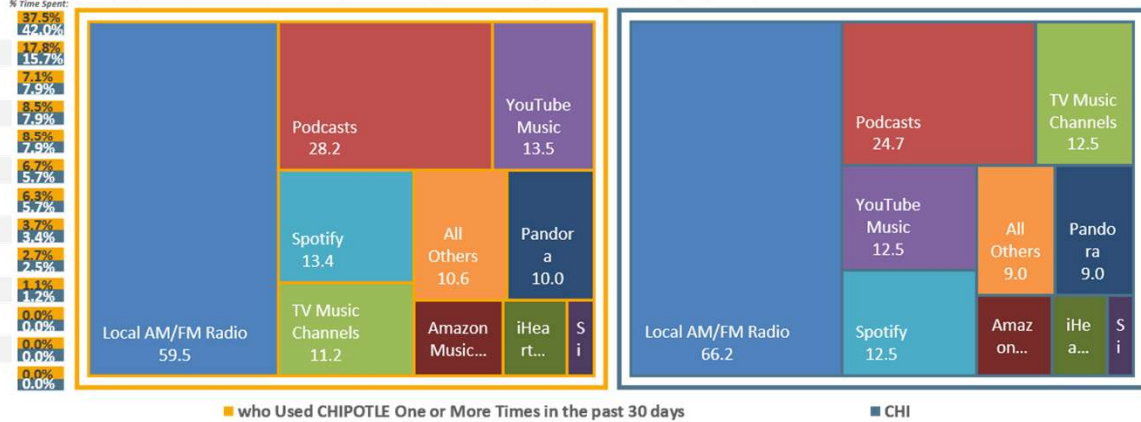
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

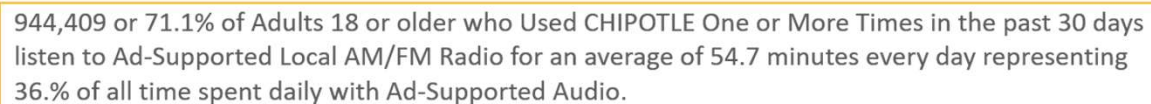


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

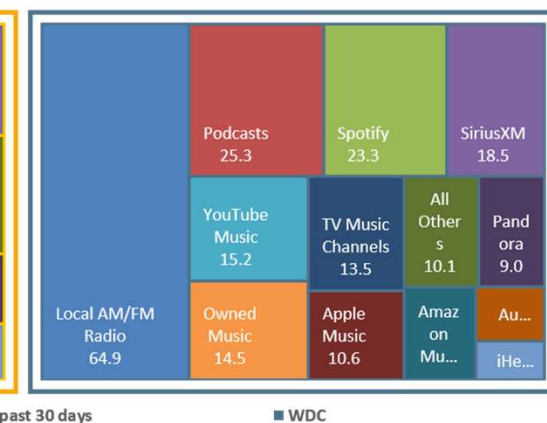
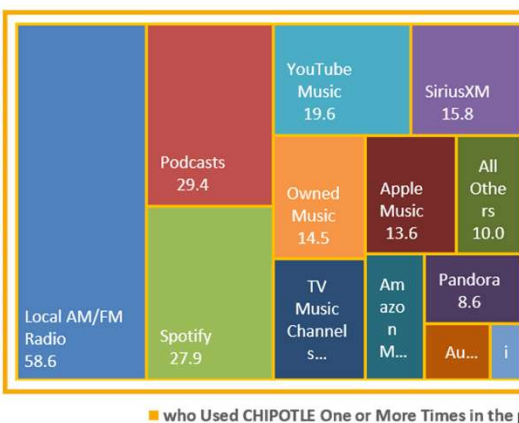


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

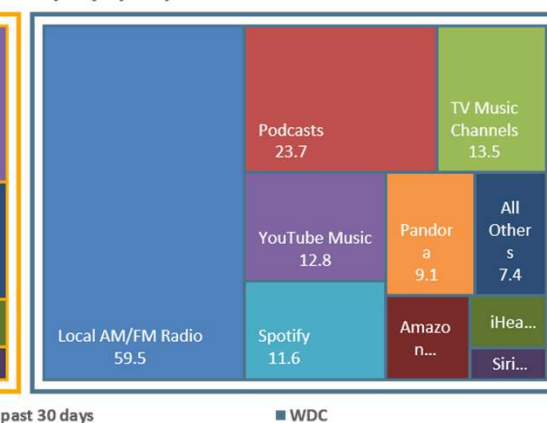
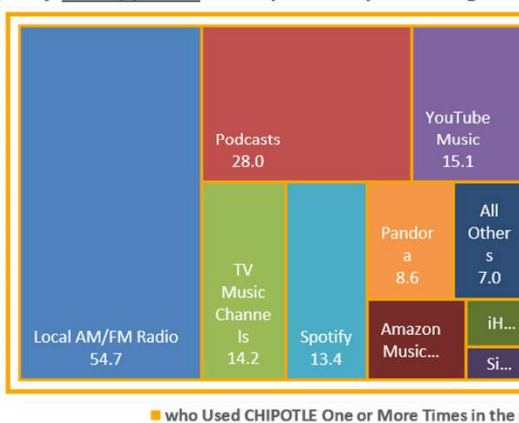




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



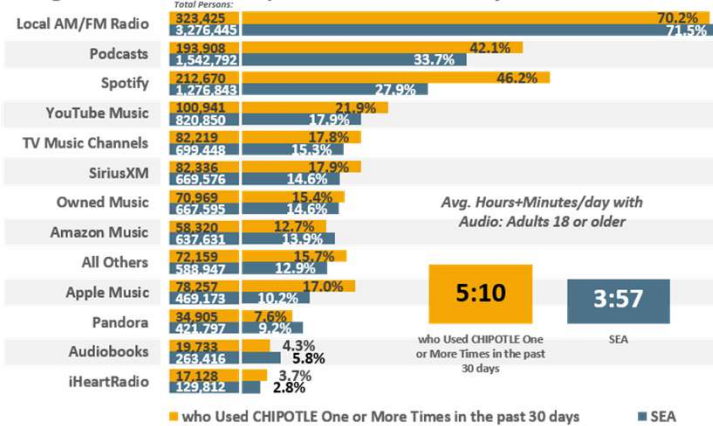
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Quick service restaurants used past 30 days: Chipotle

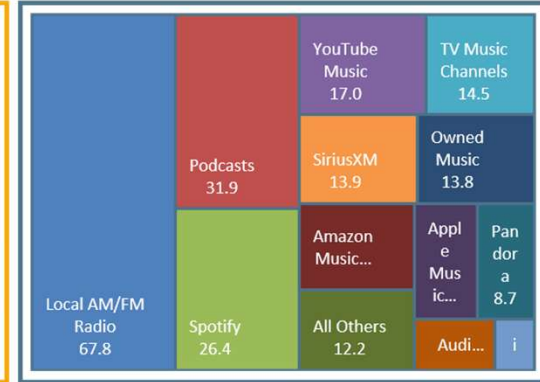
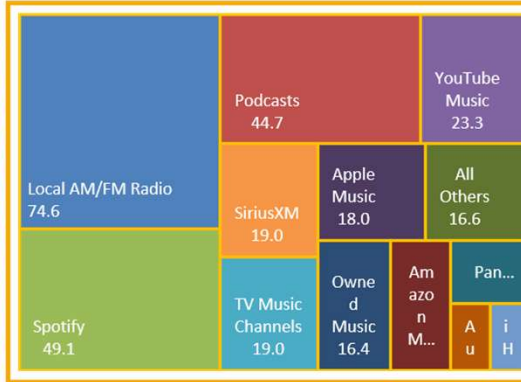


307,452 or 66.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

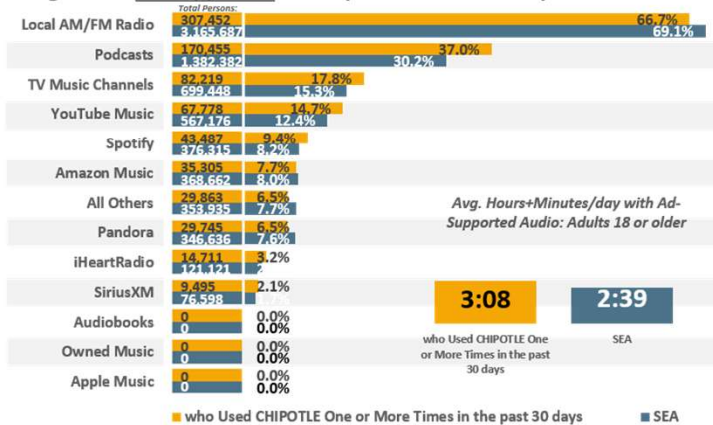
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



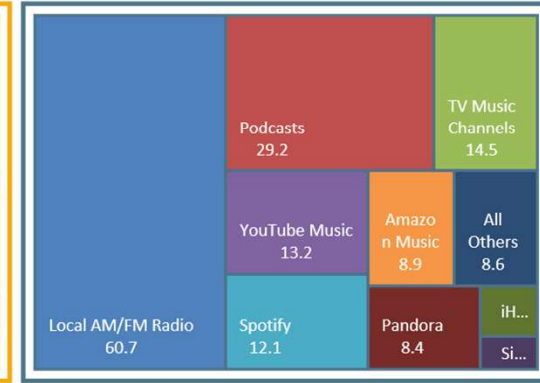
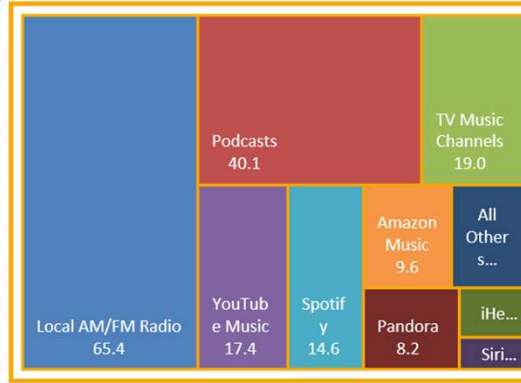
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



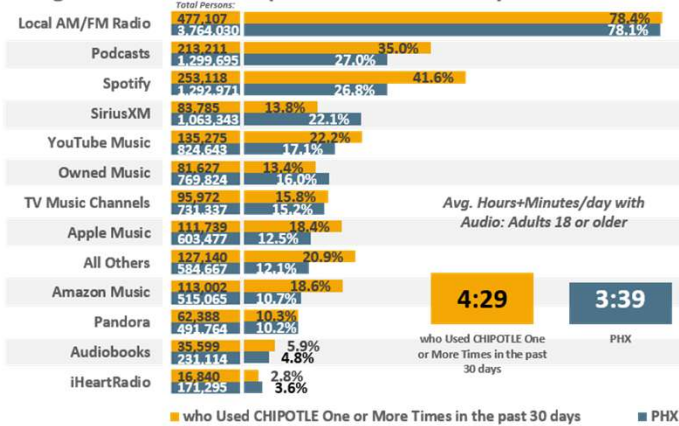
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



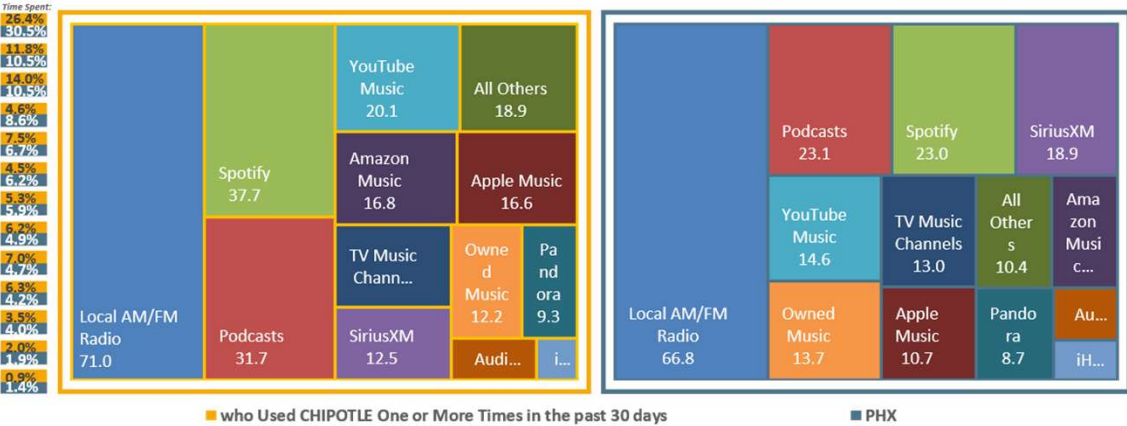


463,243 or 76.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

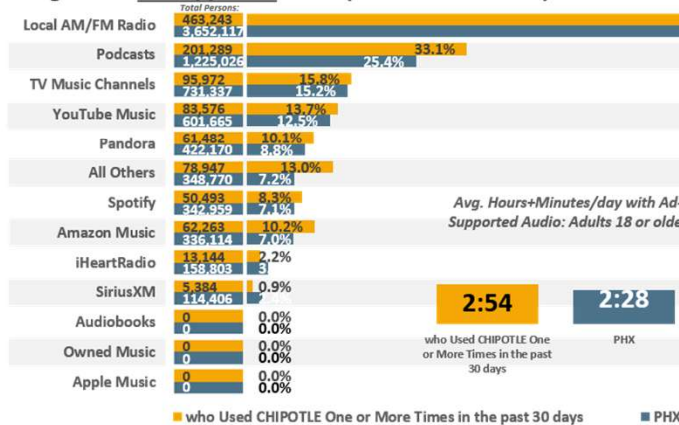
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



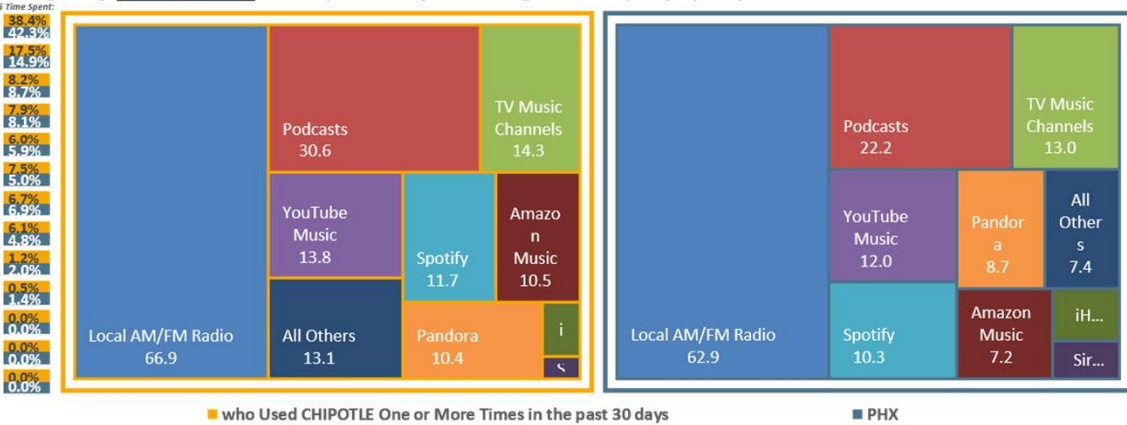
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

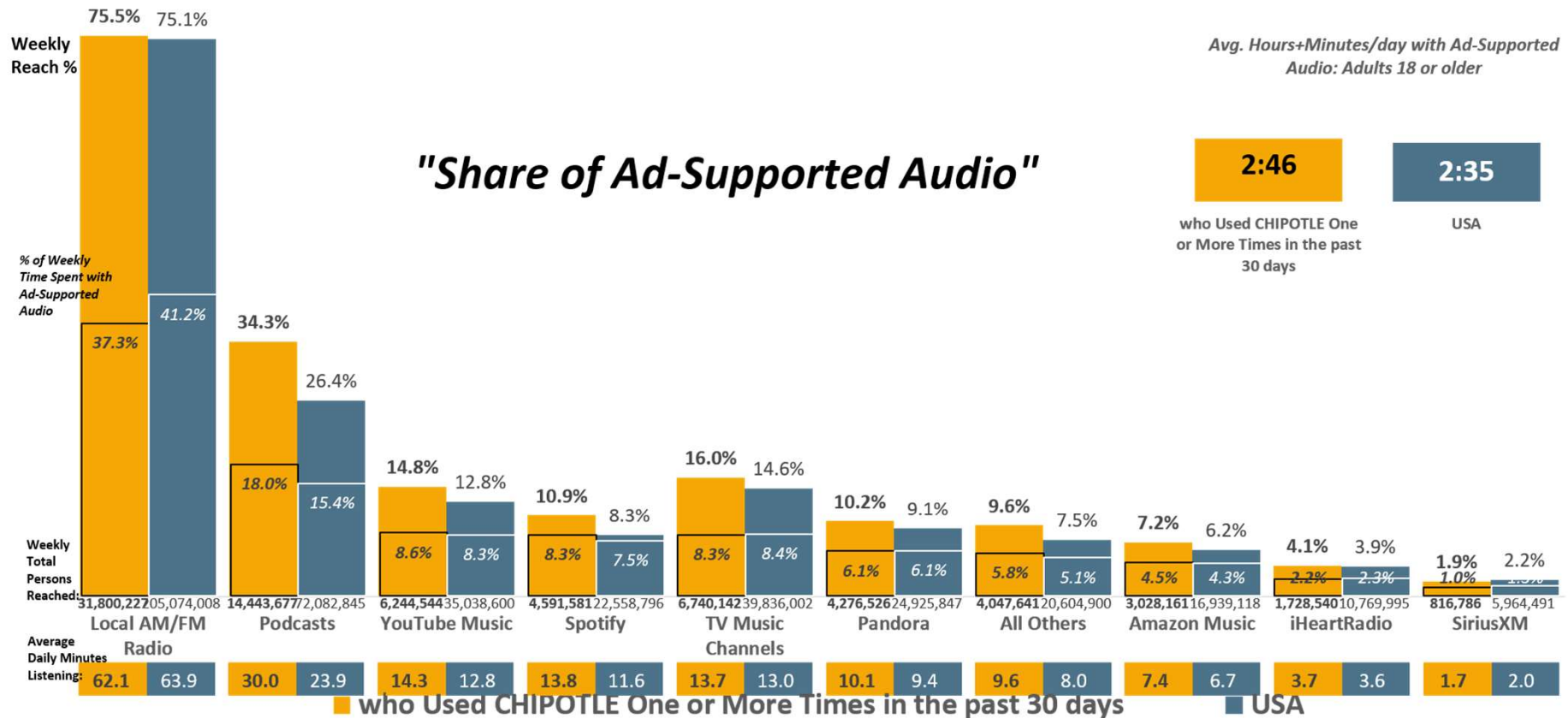


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



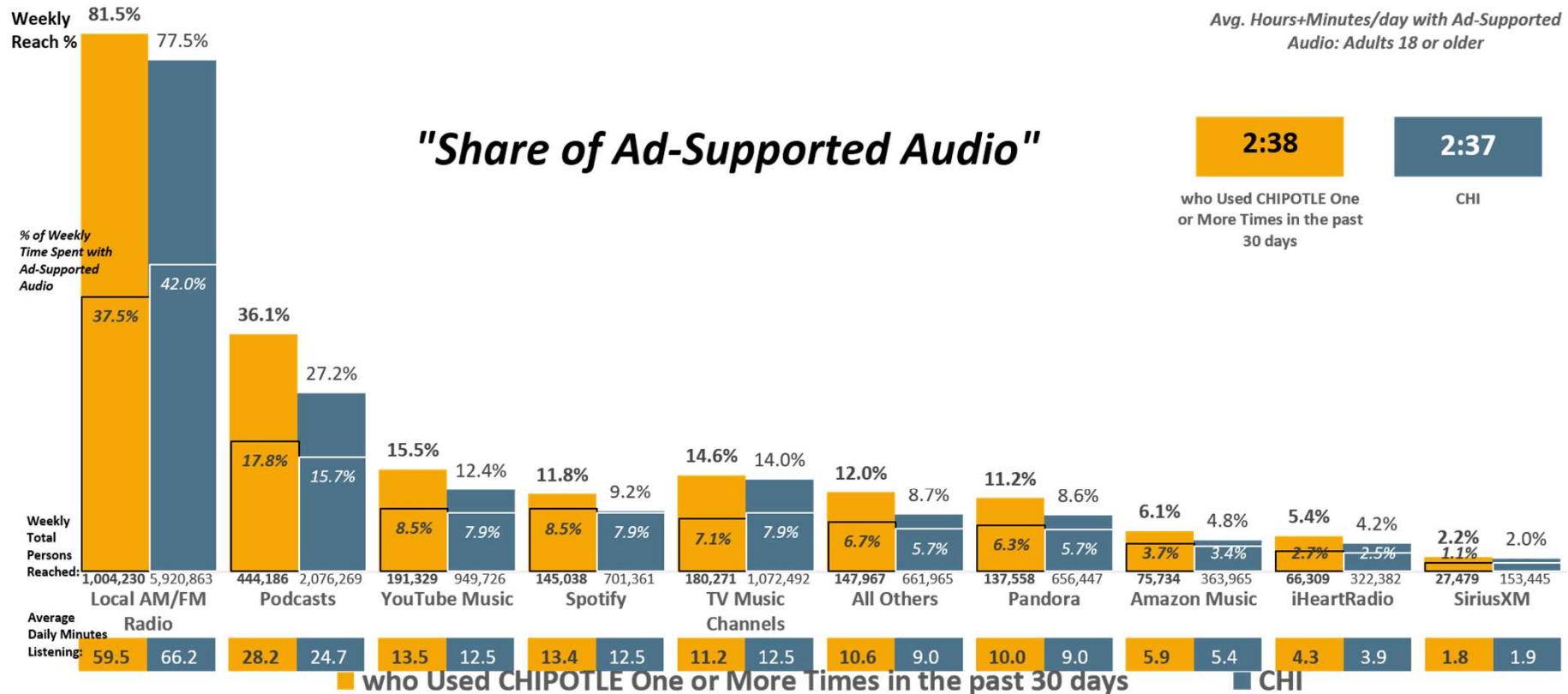


31,800,227 or 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



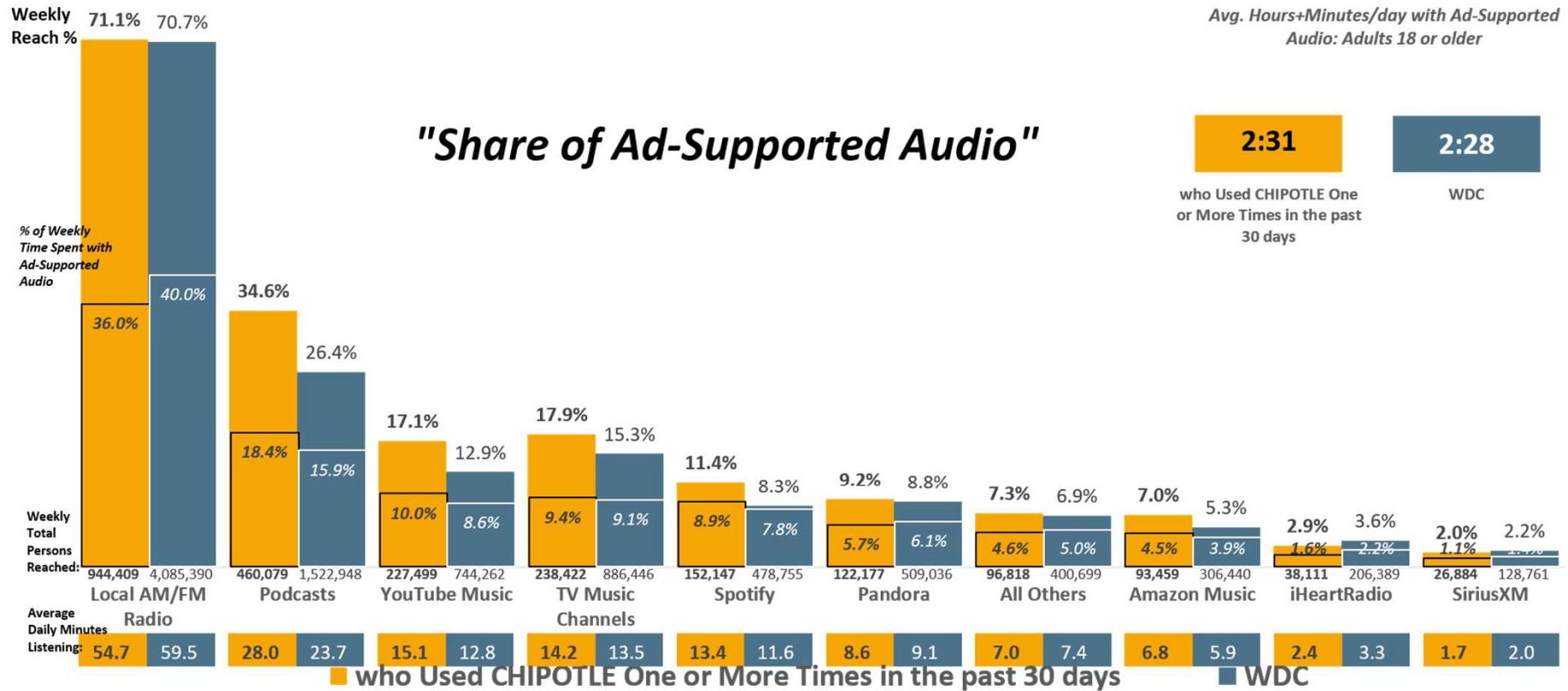


1,004,230 or 81.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



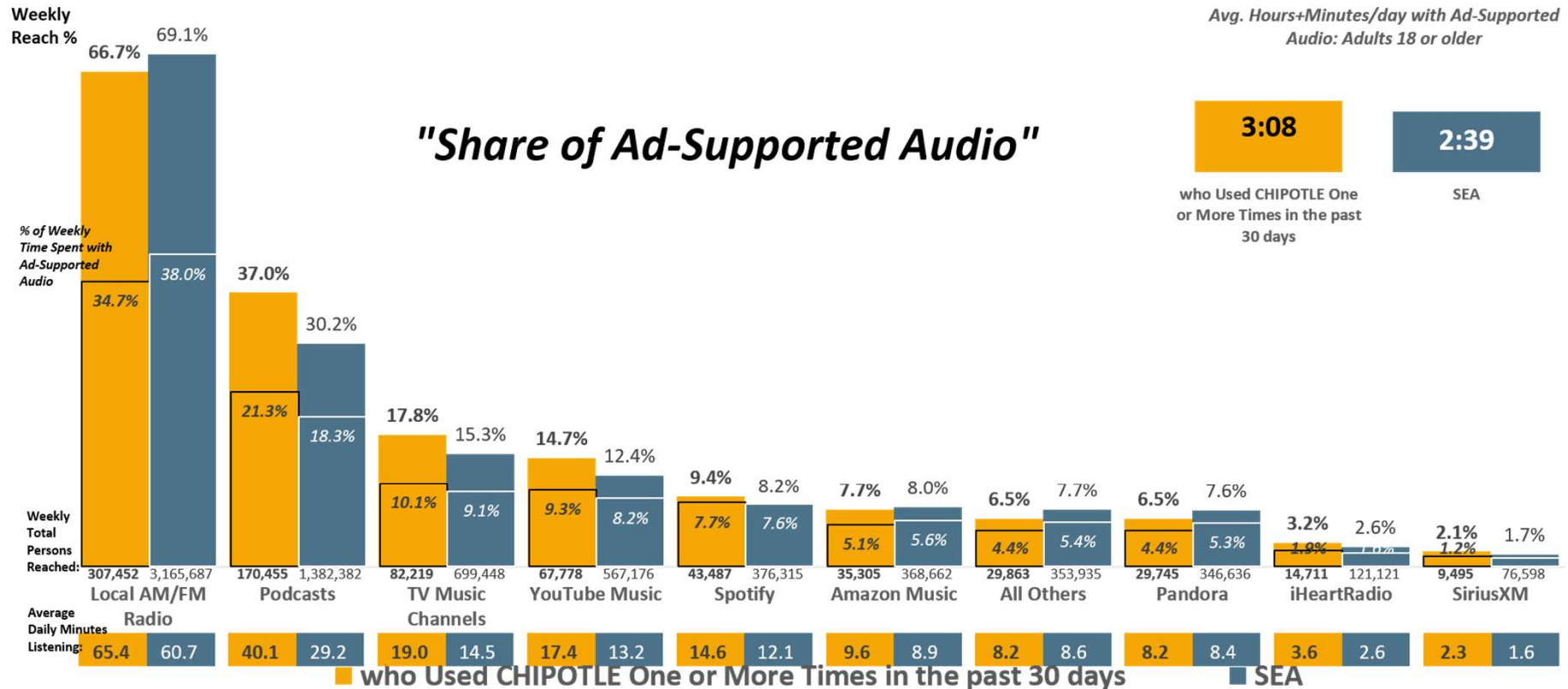


944,409 or 71.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 54.7 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



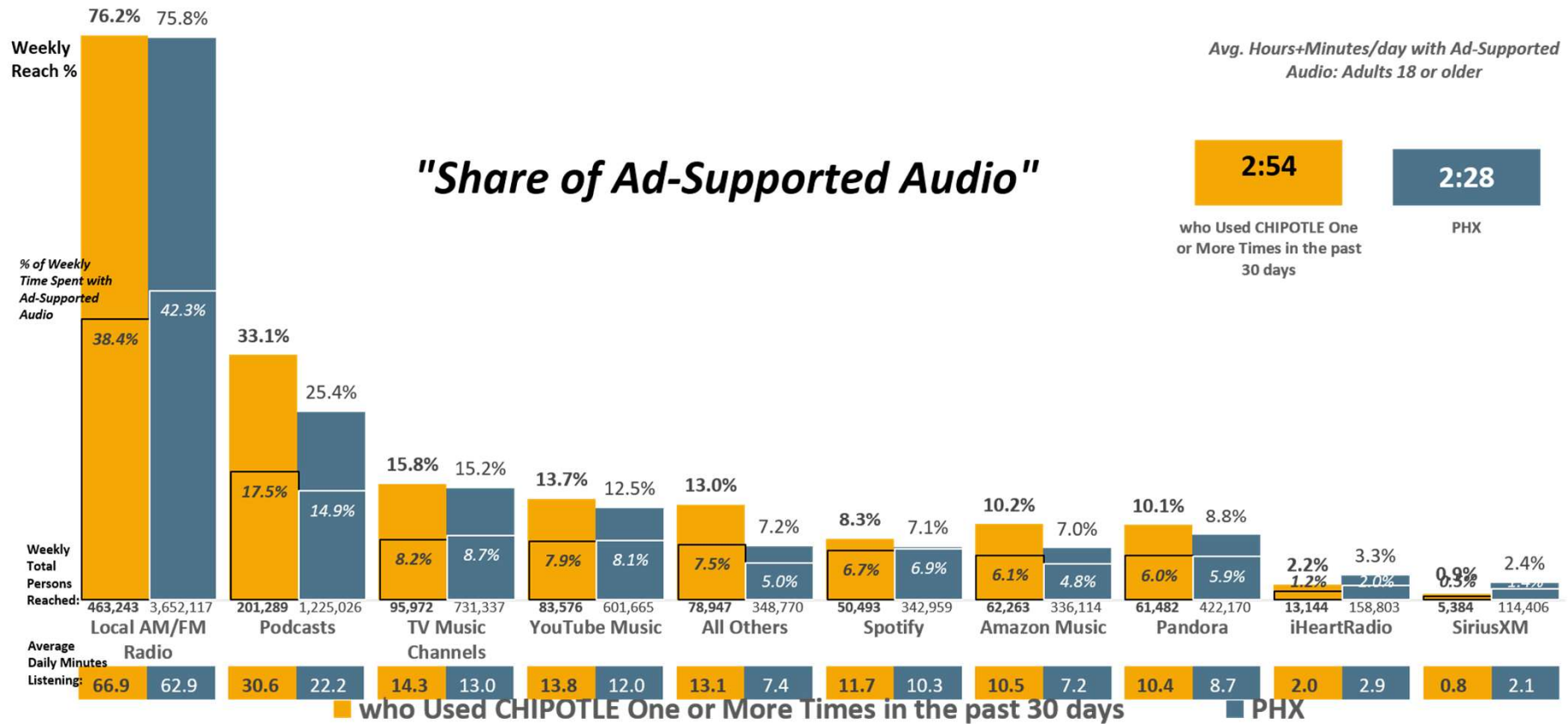


307,452 or 66.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.





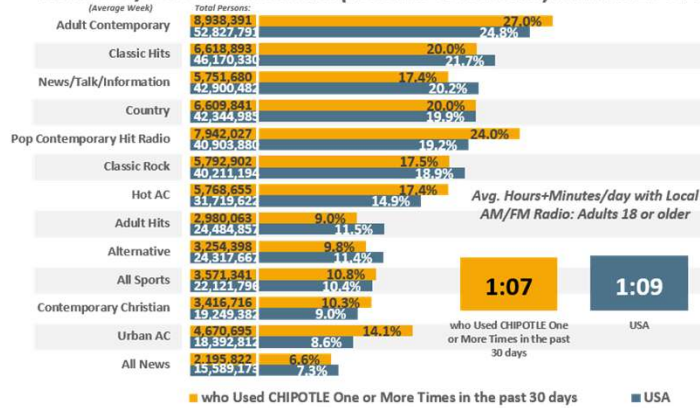
463,243 or 76.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



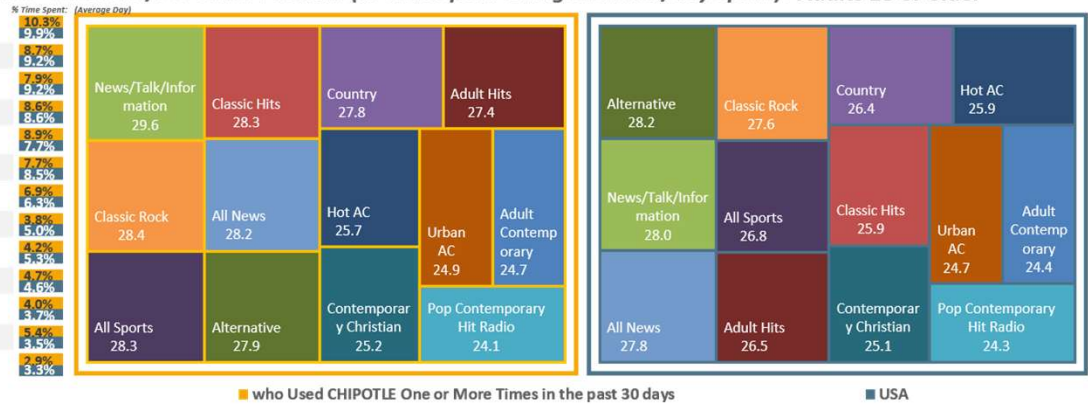


31,800,227 or 75.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

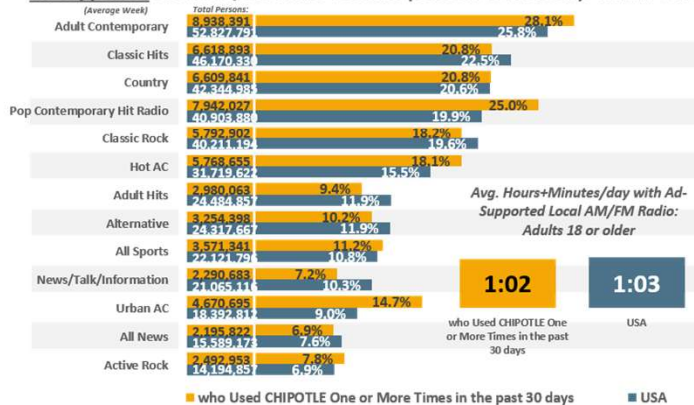
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



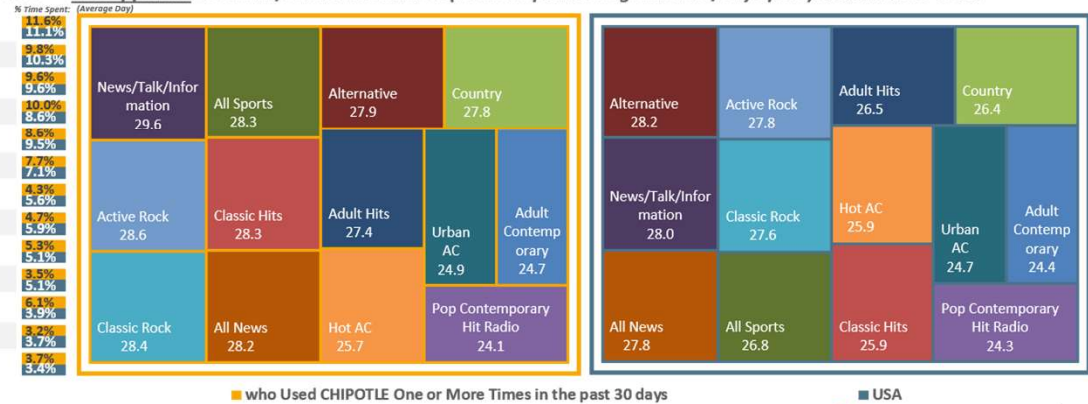
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2026: Jan25-Mar26 Qual Intab 3,915
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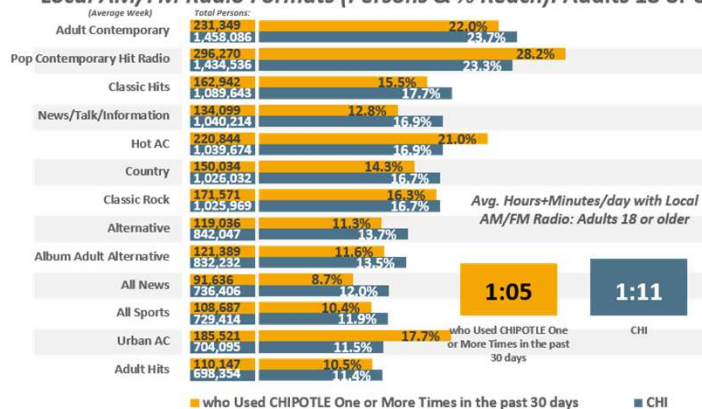
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Quick service restaurants used past 30 days: Chipotle

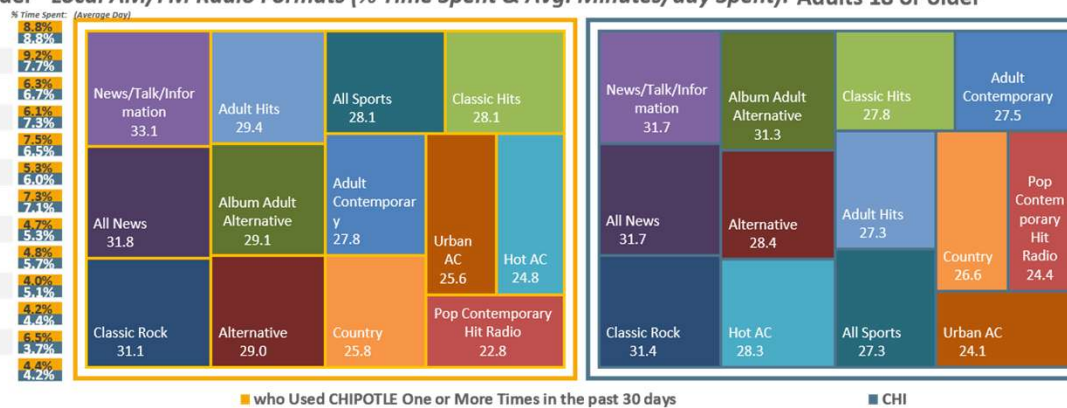


1,004,230 or 81.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Urban AC, and Classic Rock.

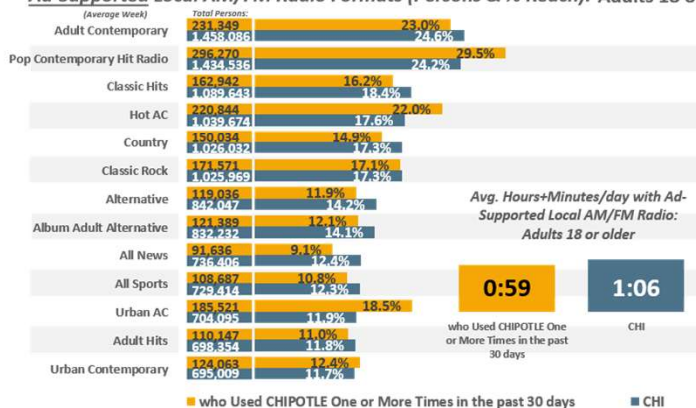
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



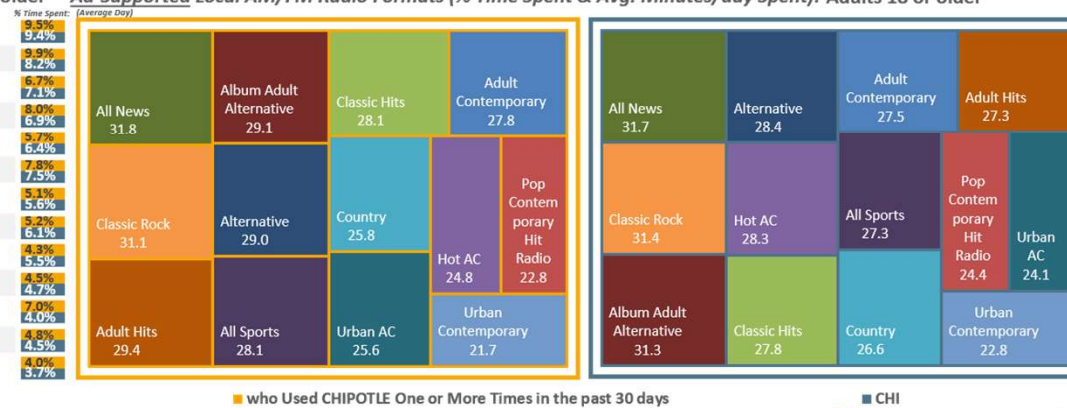
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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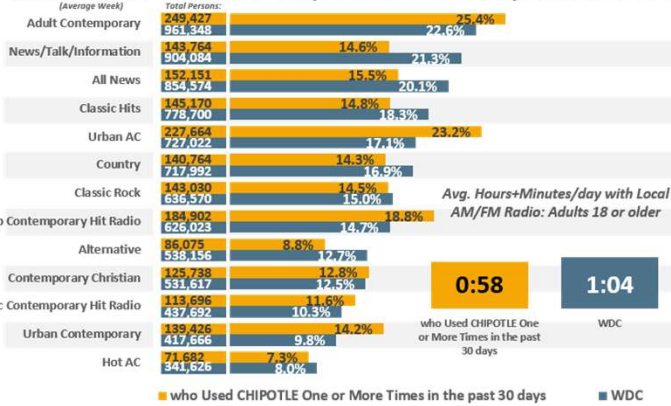
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

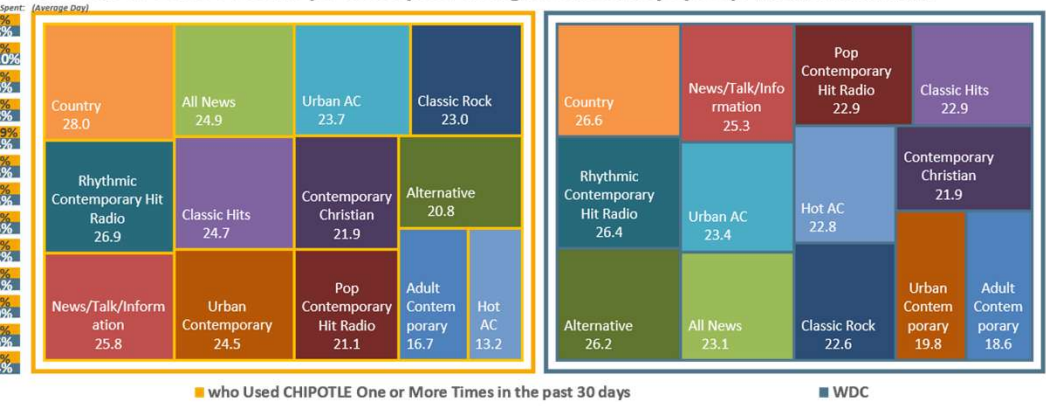


944,409 or 71.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, All News, and Classic Hits.

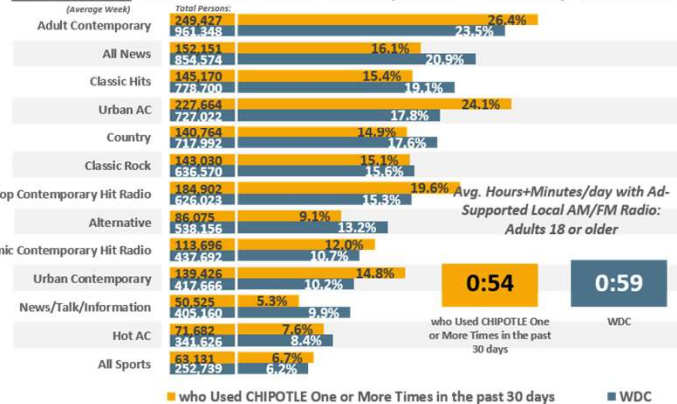
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



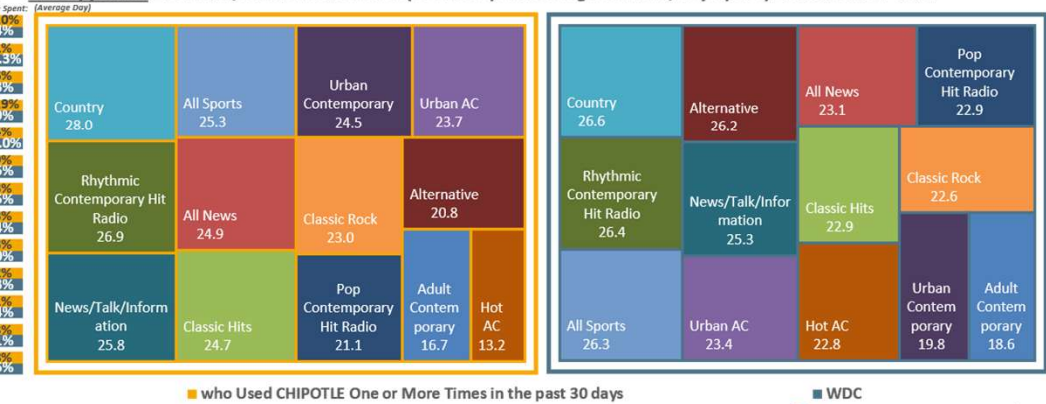
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277
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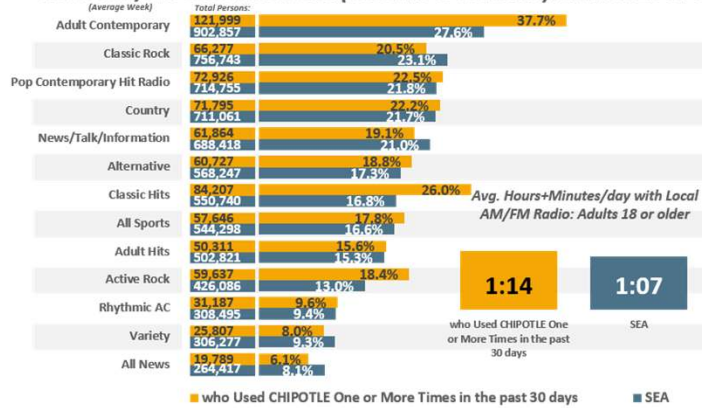
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

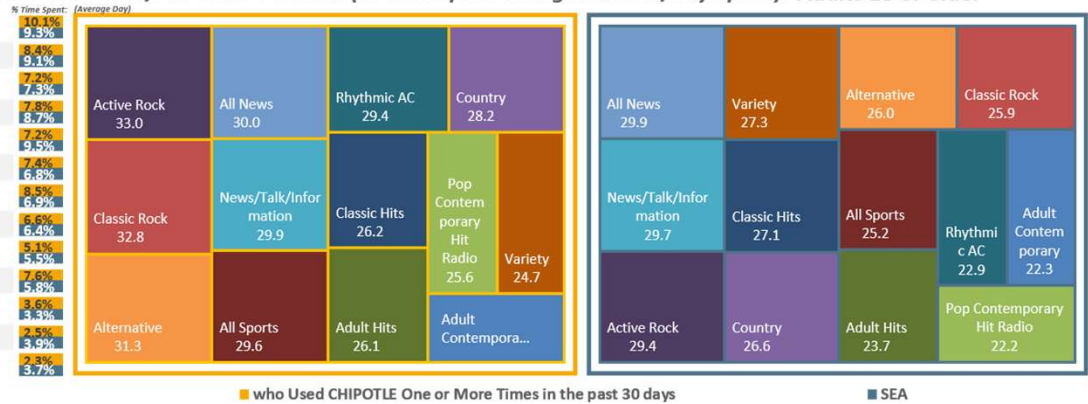


307,452 or 66.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

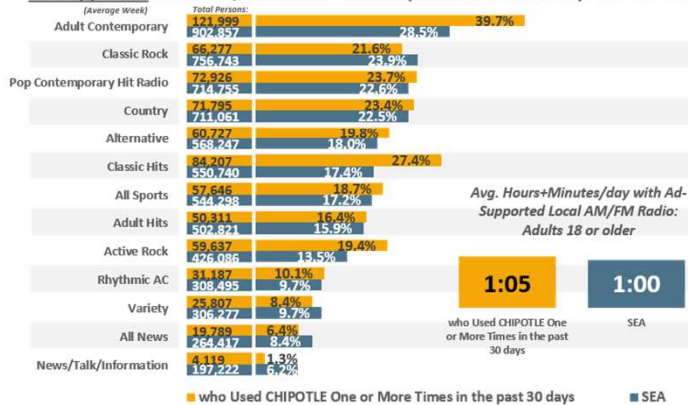
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



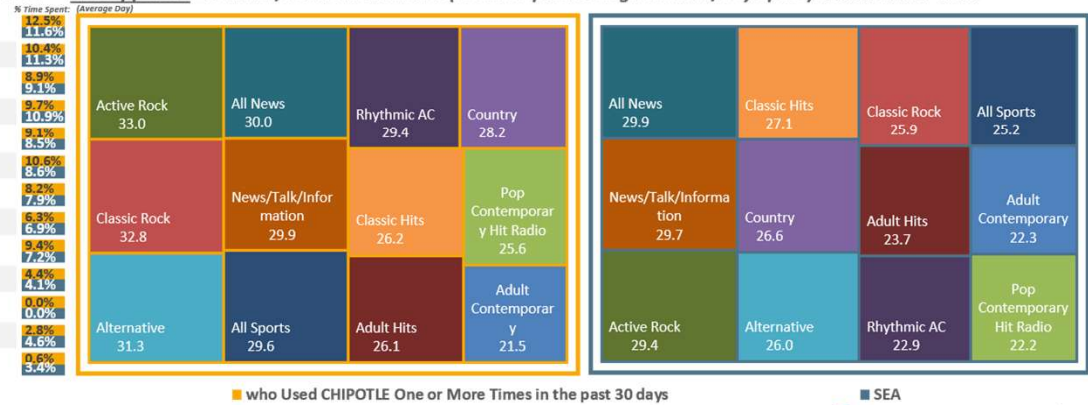
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



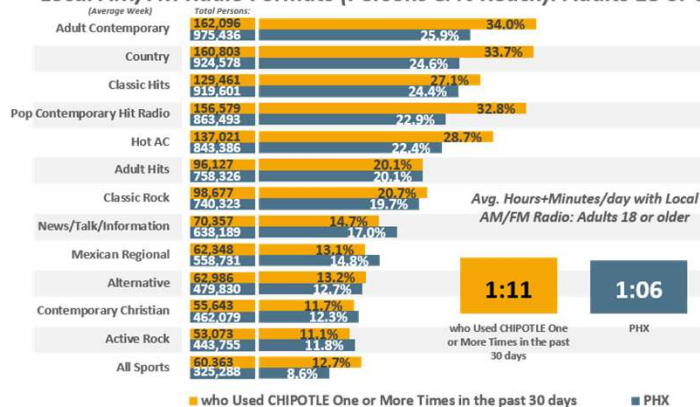
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



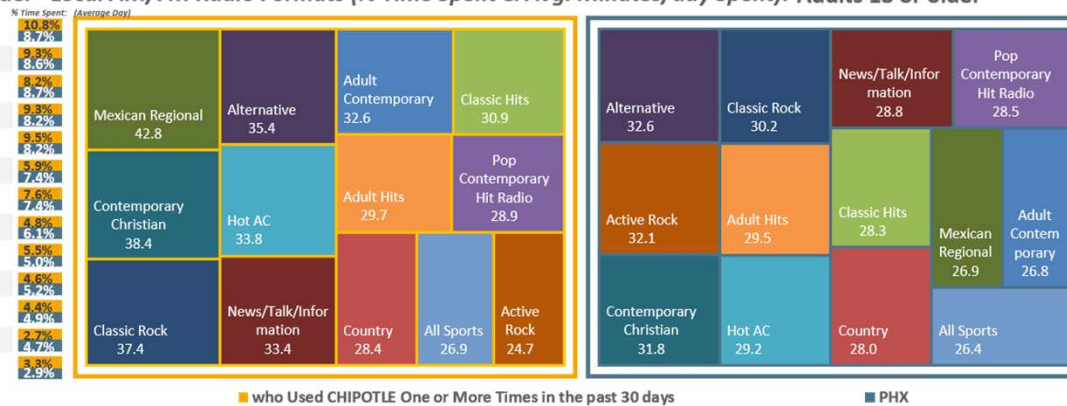


463,243 or 76.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Hot AC, and Classic Hits.

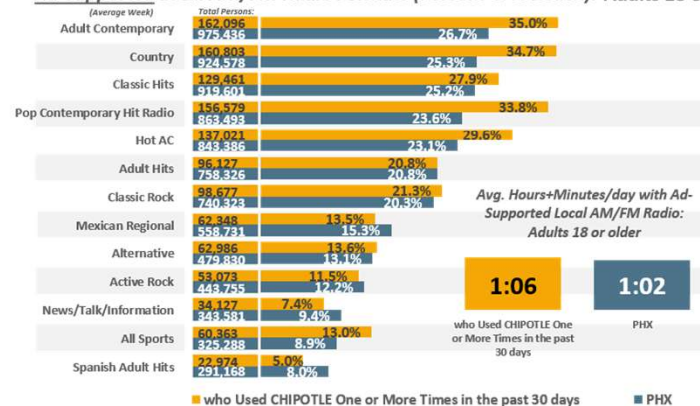
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



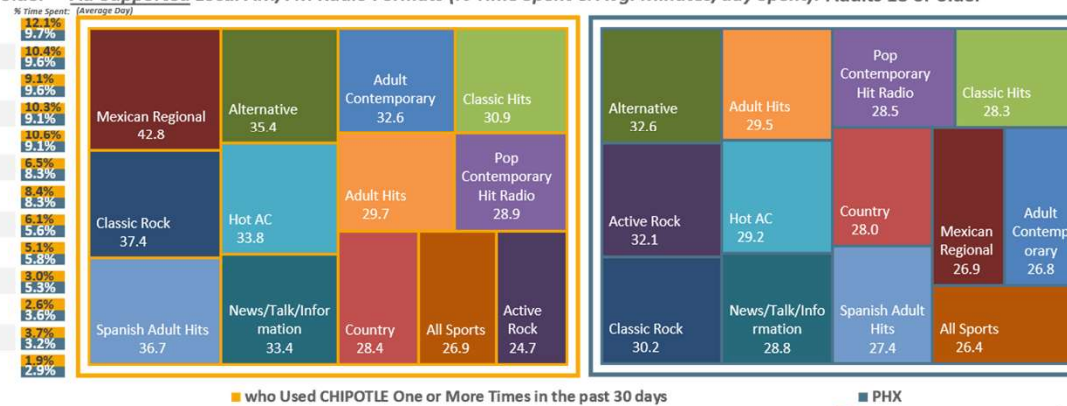
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 315
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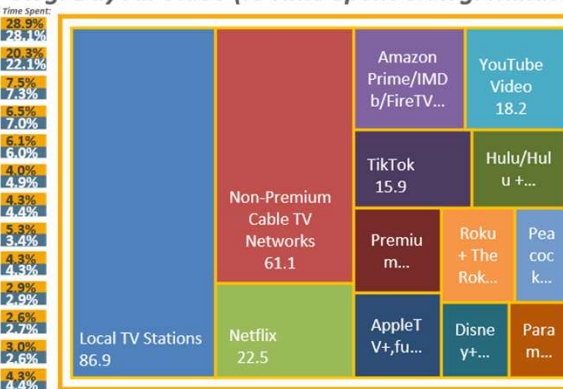
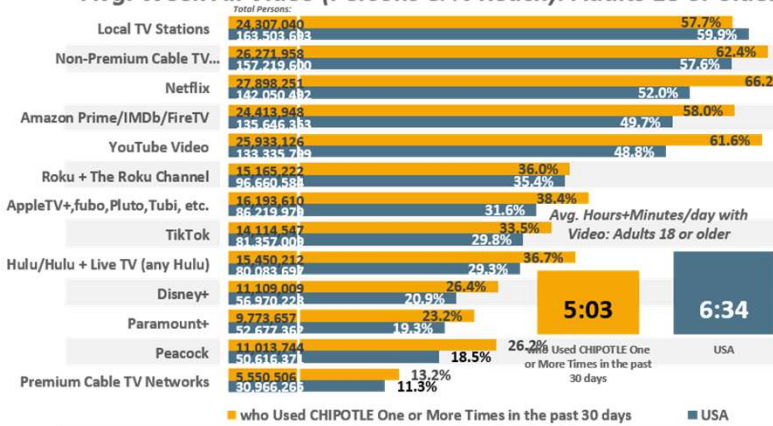
Quick service restaurants used past 30 days: Chipotle



23,968,745 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

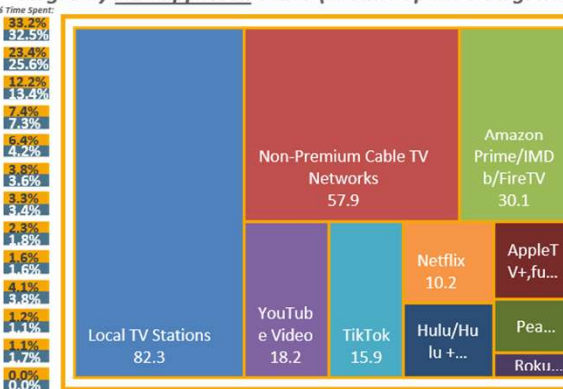
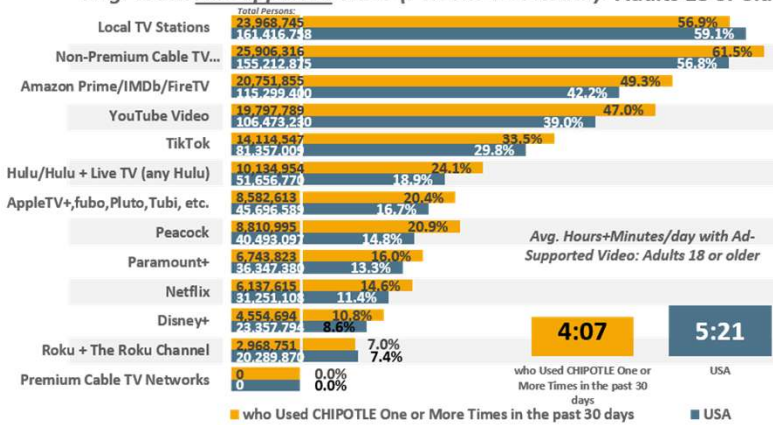
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915
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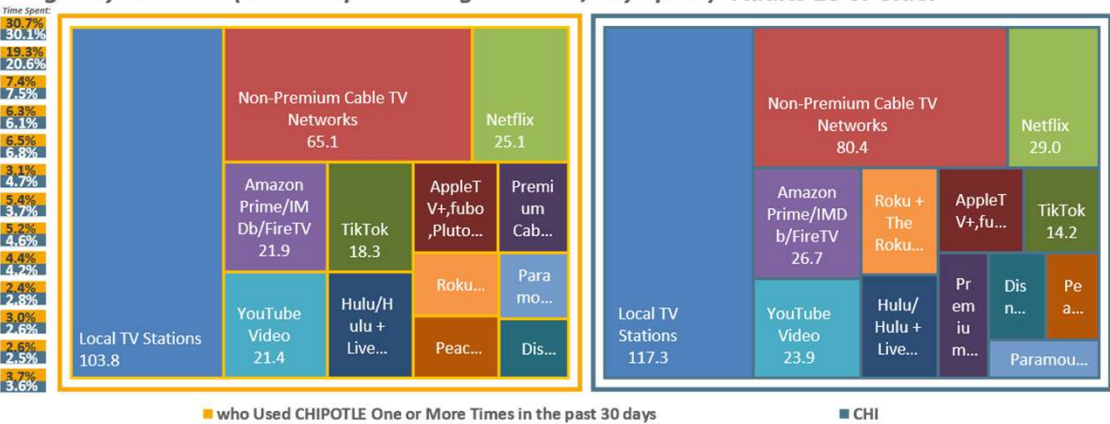
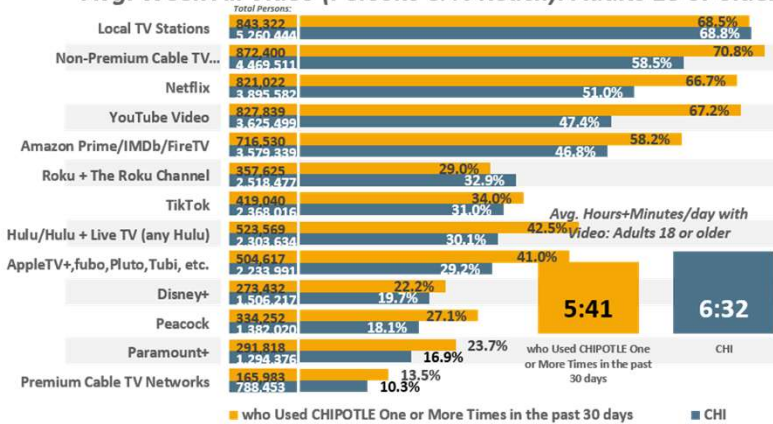
Quick service restaurants used past 30 days: Chipotle



829,060 or 67.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 97.6 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

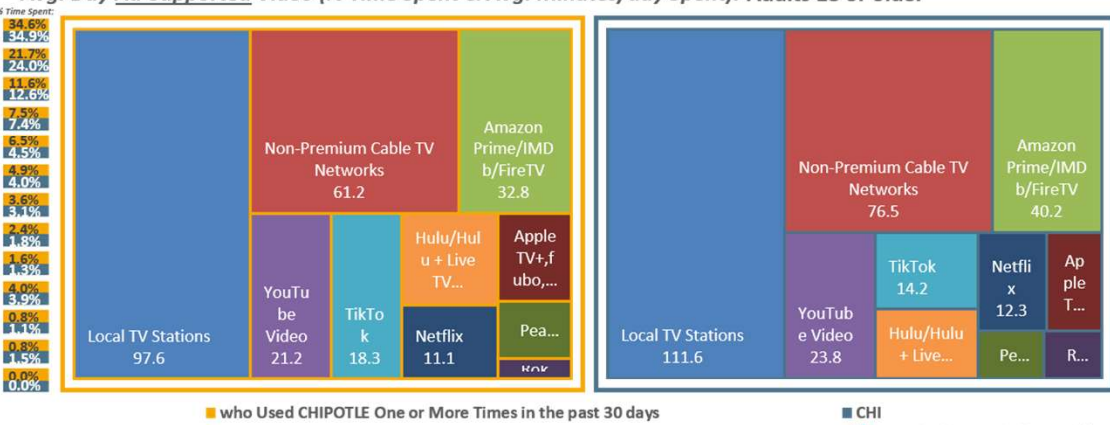
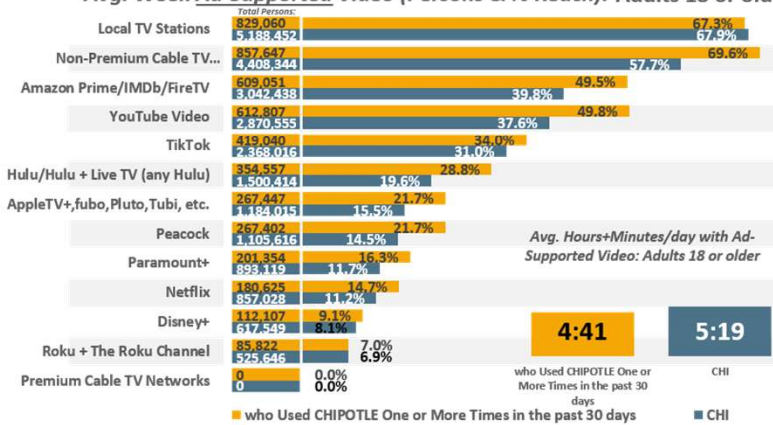
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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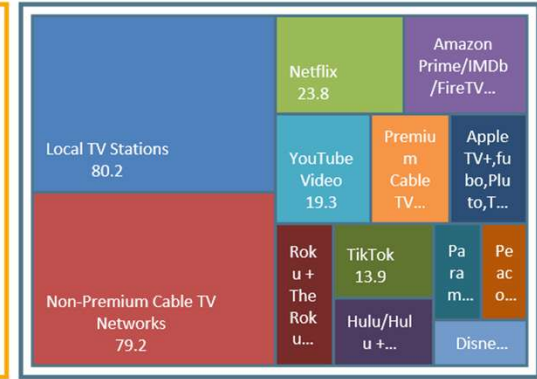
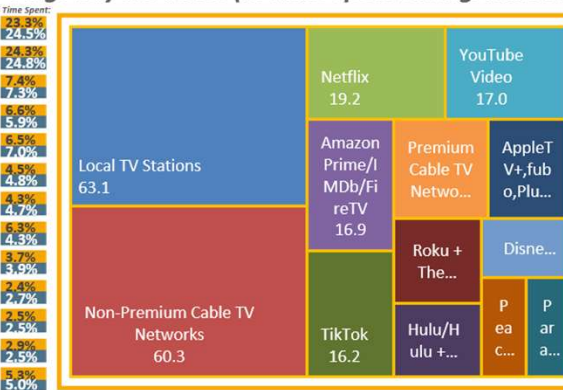
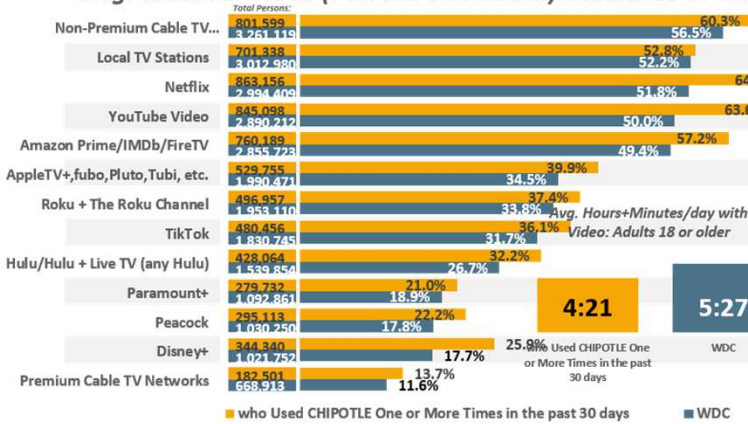
Quick service restaurants used past 30 days: Chipotle



695,170 or 52.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

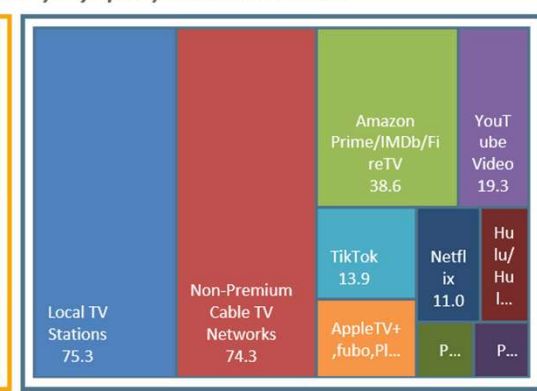
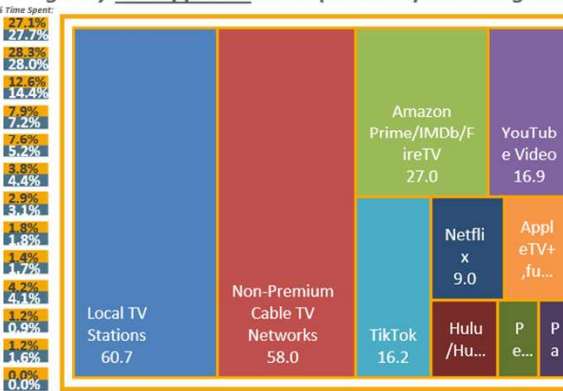
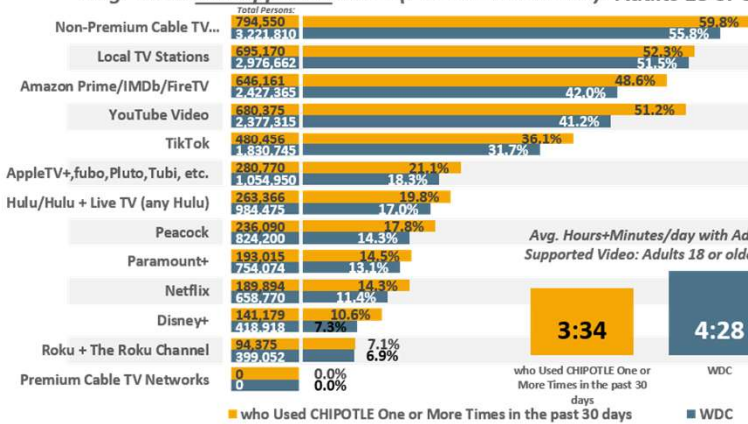
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277
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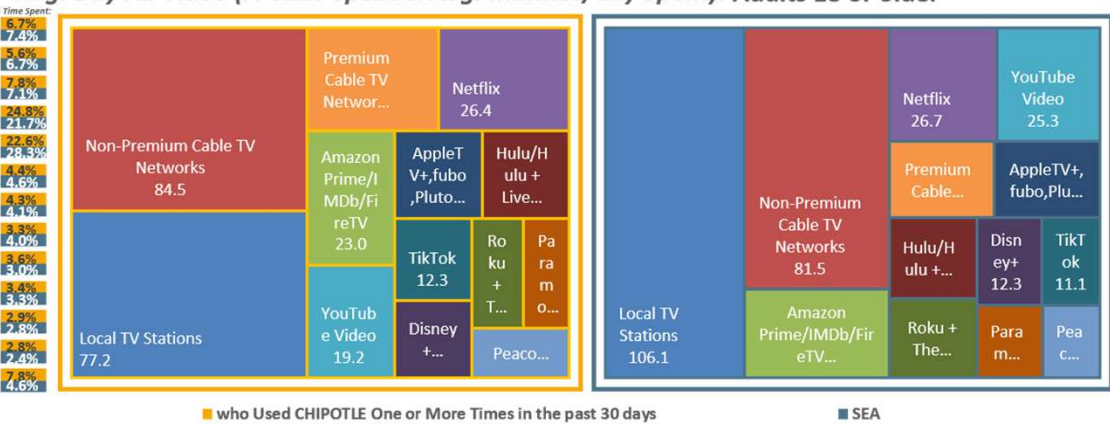
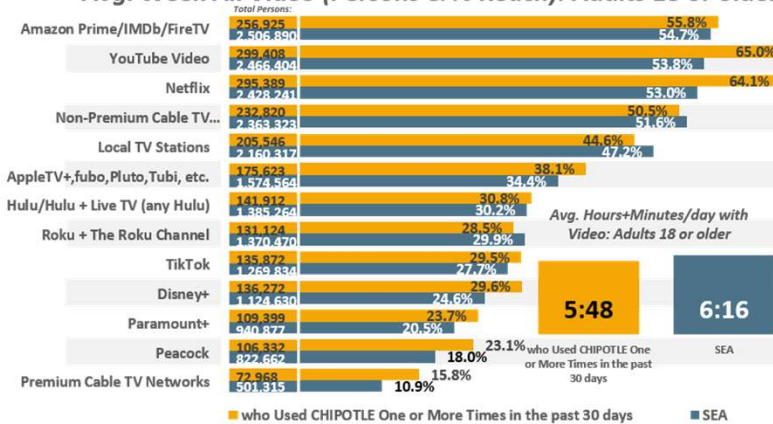
Quick service restaurants used past 30 days: Chipotle



201,844 or 43.8% of Adults 18 or older who Used CHIPOTLE 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 25.2% of all time spent daily with Ad-Supported Video.

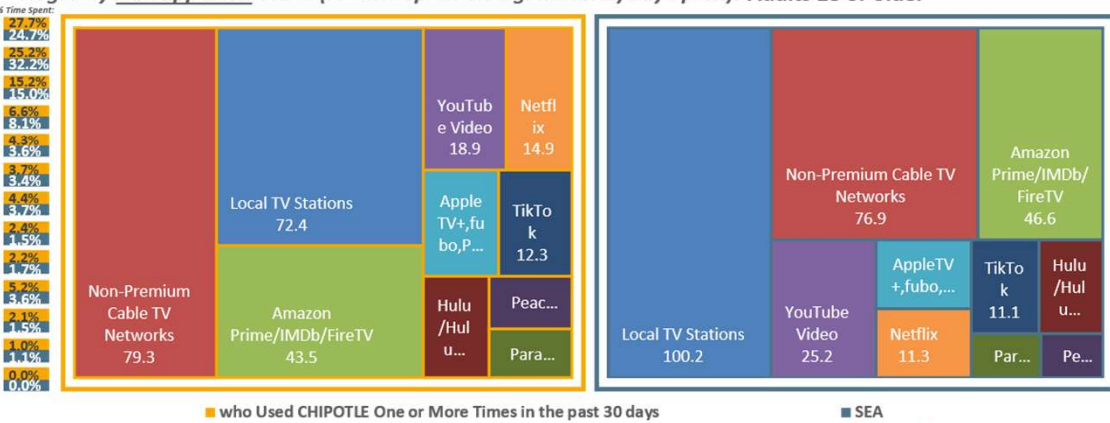
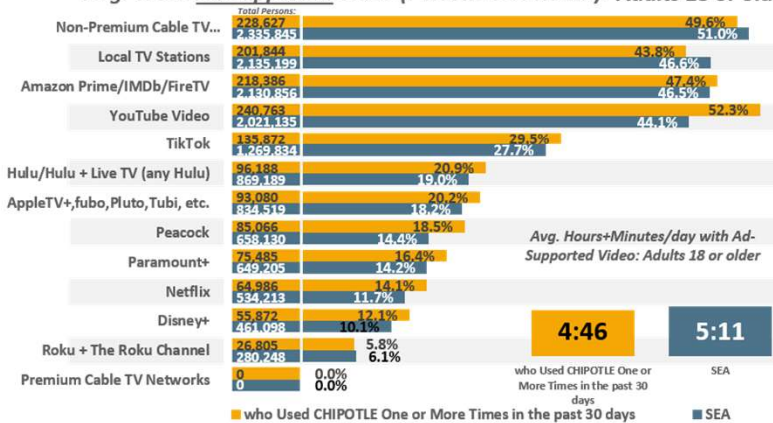
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

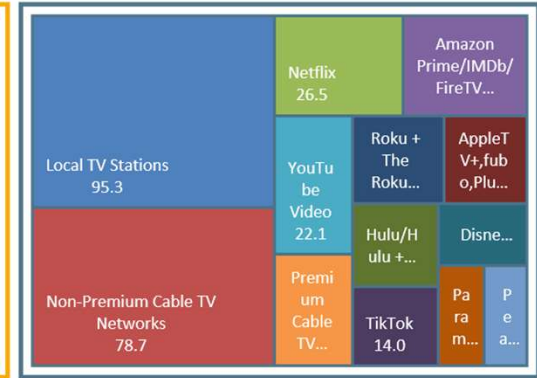
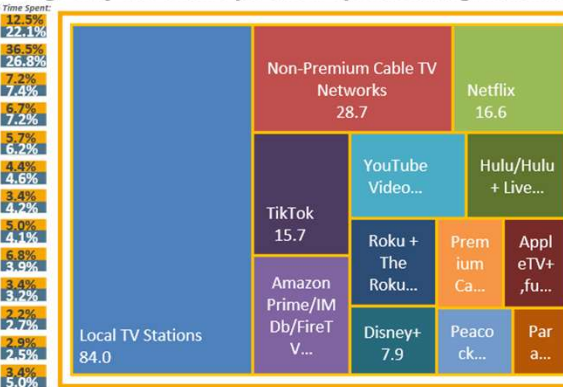
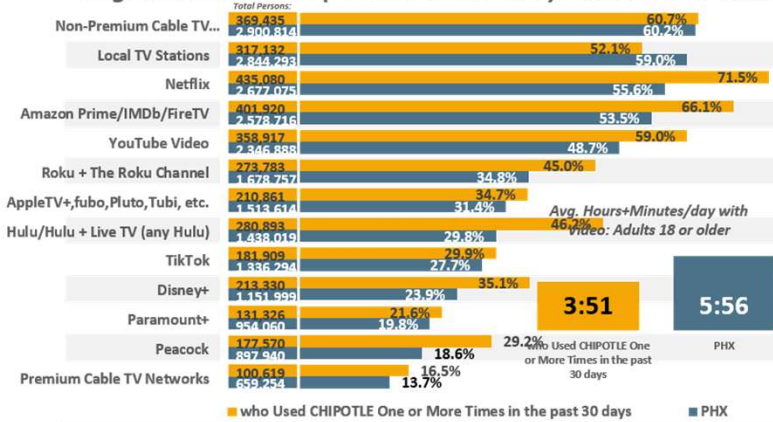




311,233 or 51.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Video.

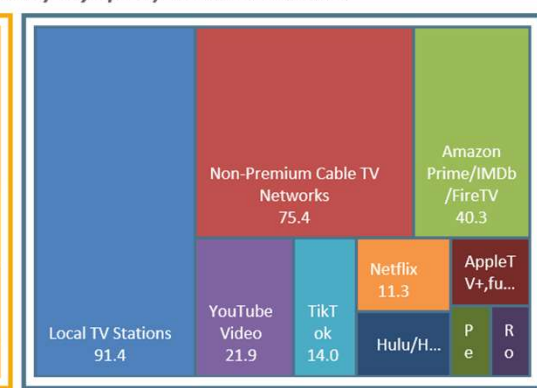
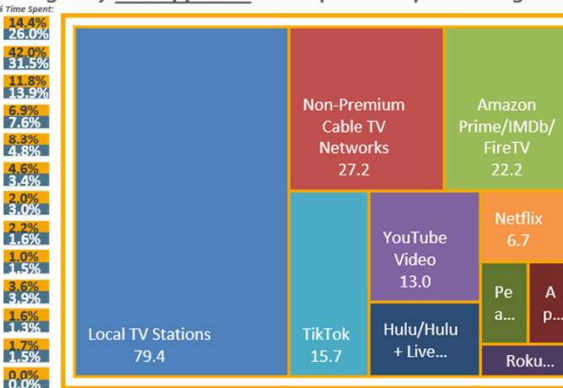
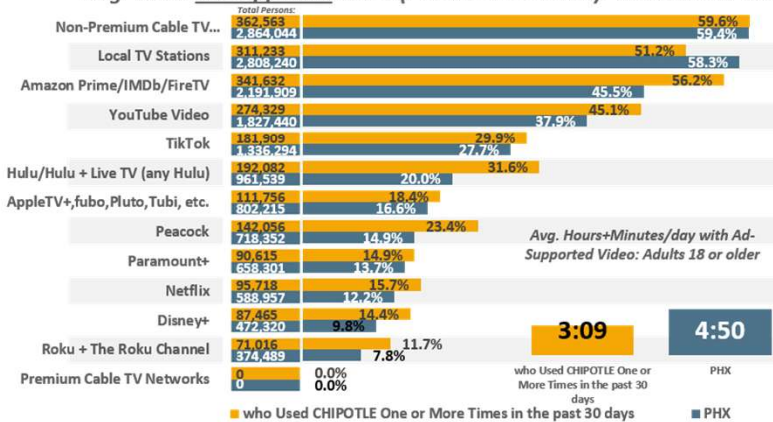
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

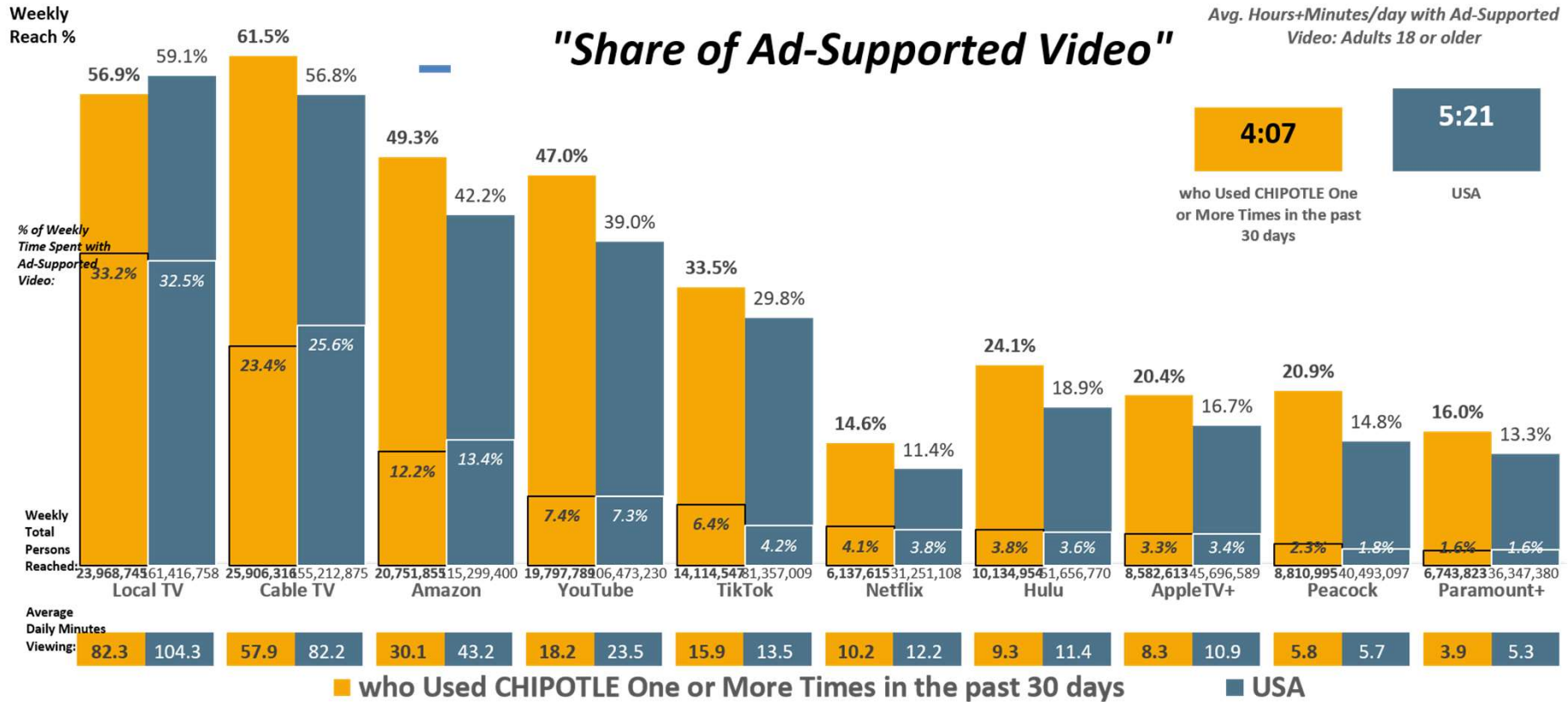
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





23,968,745 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

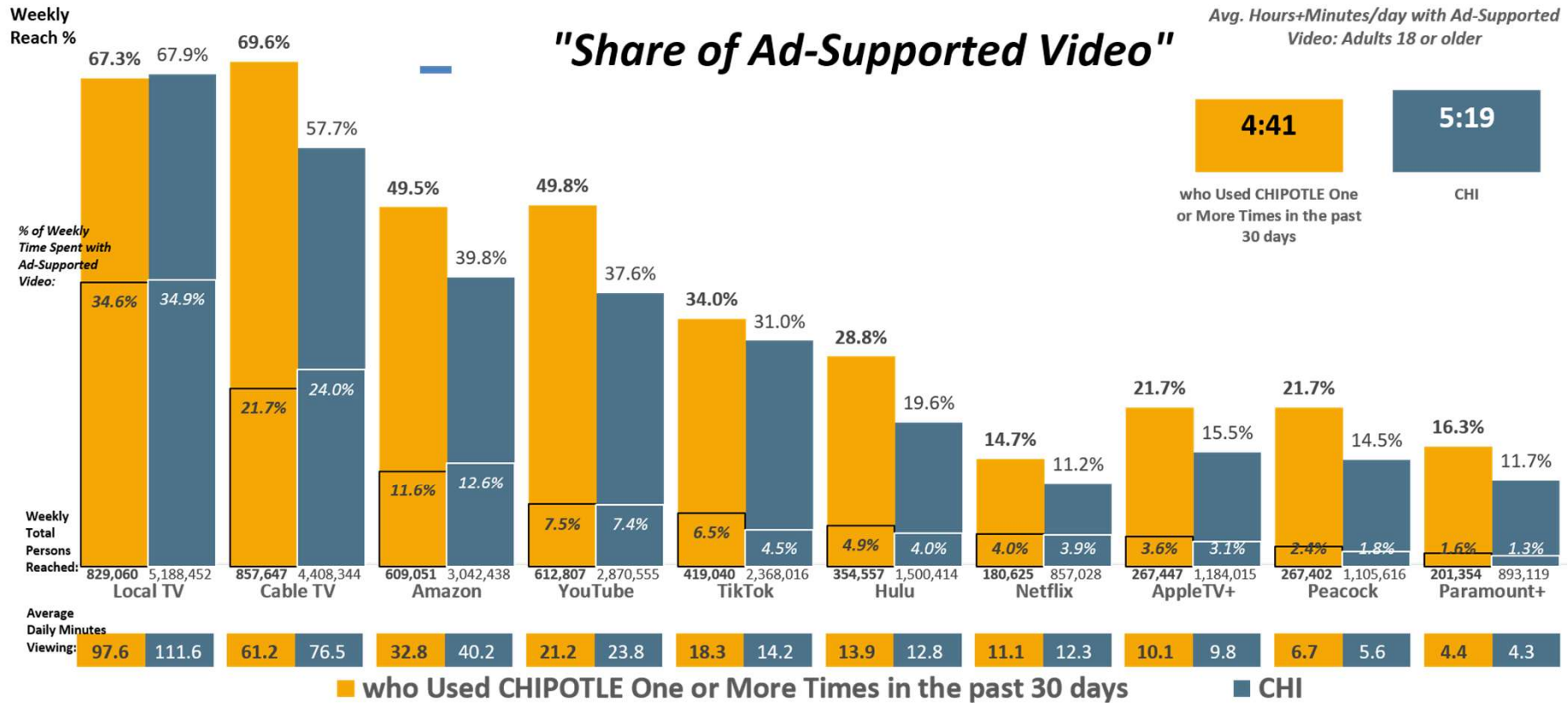
"Share of Ad-Supported Video"





829,060 or 67.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 97.6 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



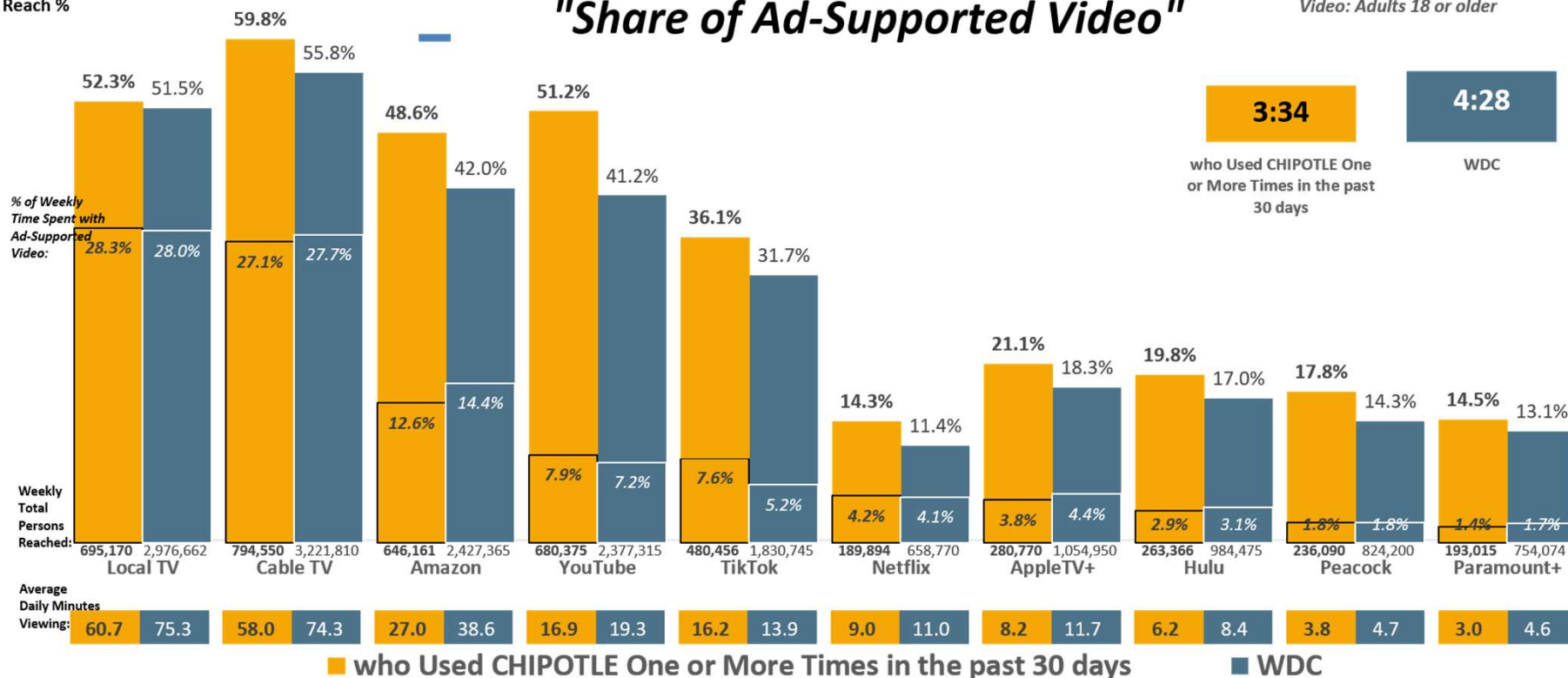


695,170 or 52.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 60.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



3:34

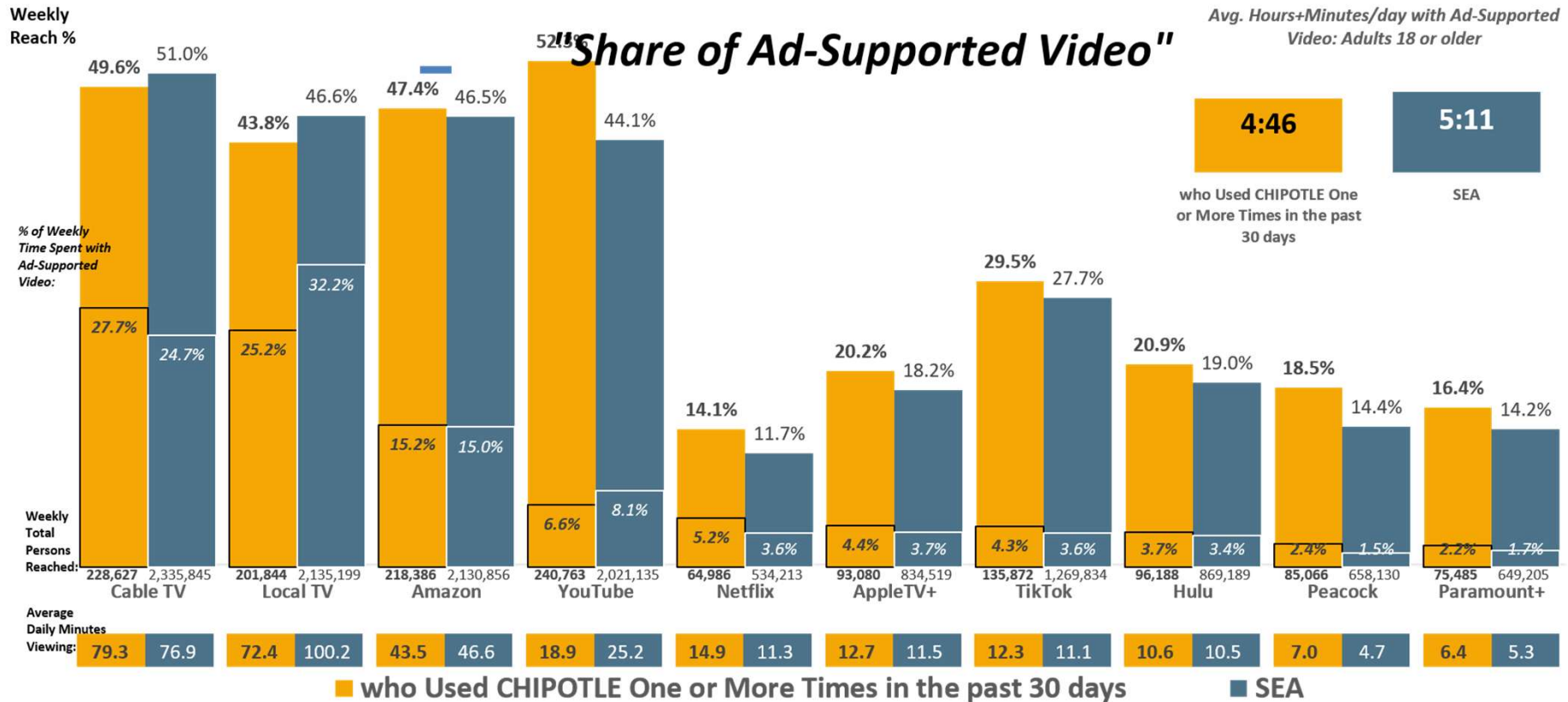
who Used CHIPOTLE One
or More Times in the past
30 days

4:28

WDC



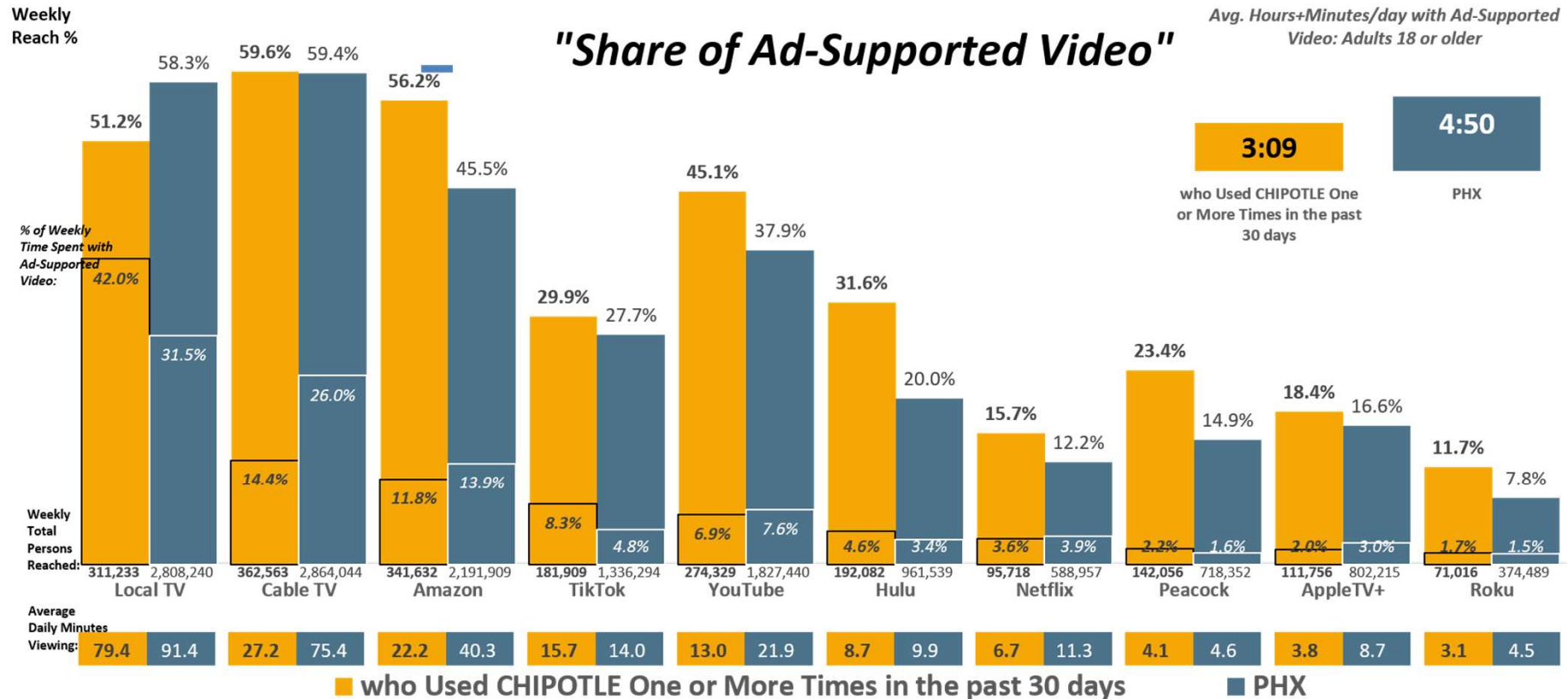
201,844 or 43.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 72.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.





311,233 or 51.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 79.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Video.

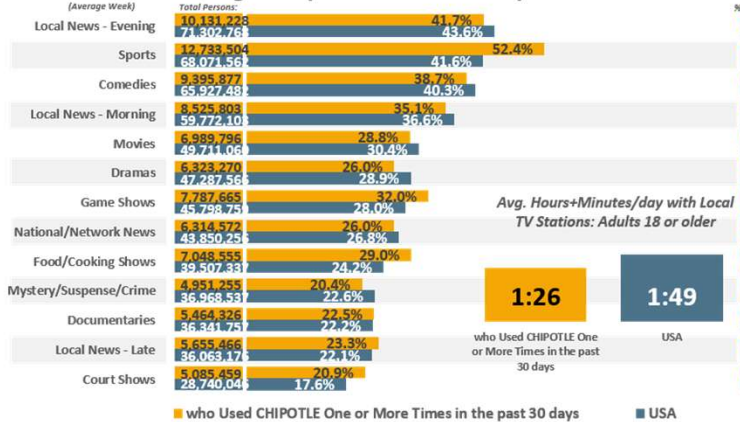
"Share of Ad-Supported Video"



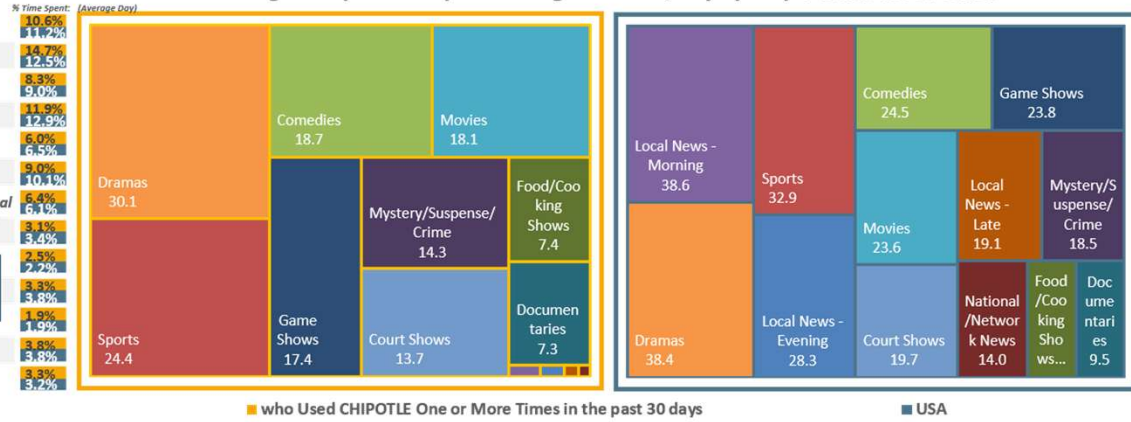


23,968,745 or 56.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

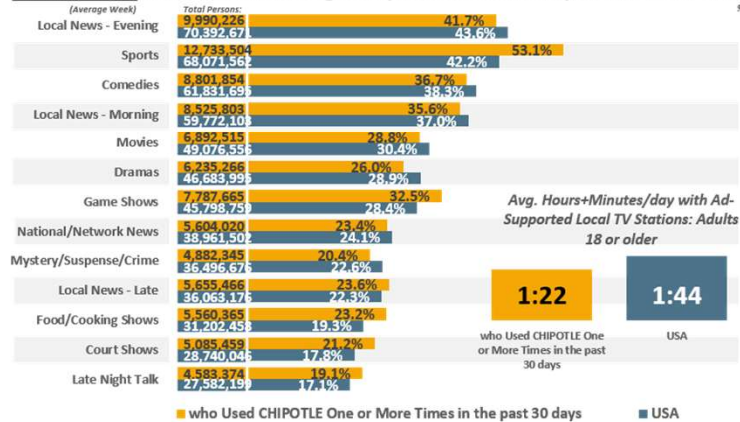
Local TV Station Programs (Persons & % Reach): Adults 18 or older



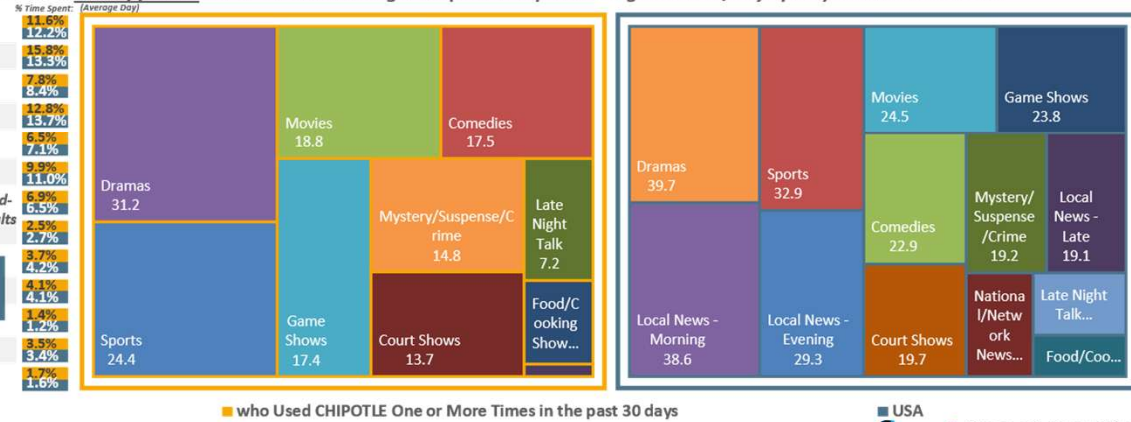
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915
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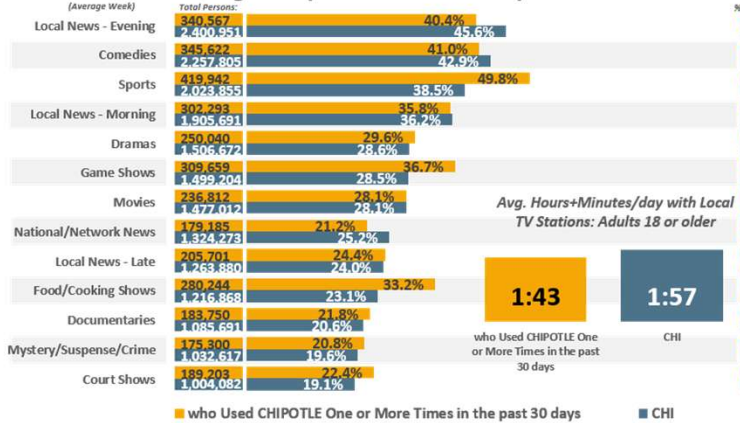
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

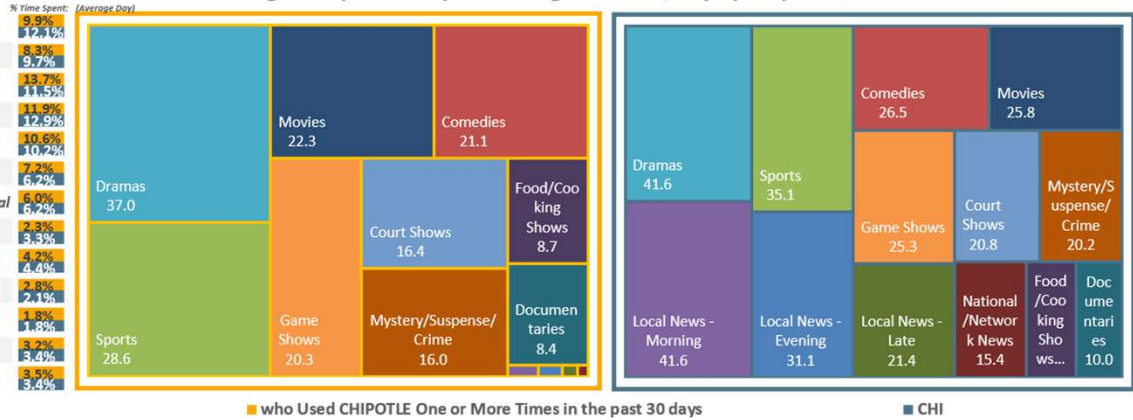


829,060 or 67.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Local News - Morning, and Dramas.

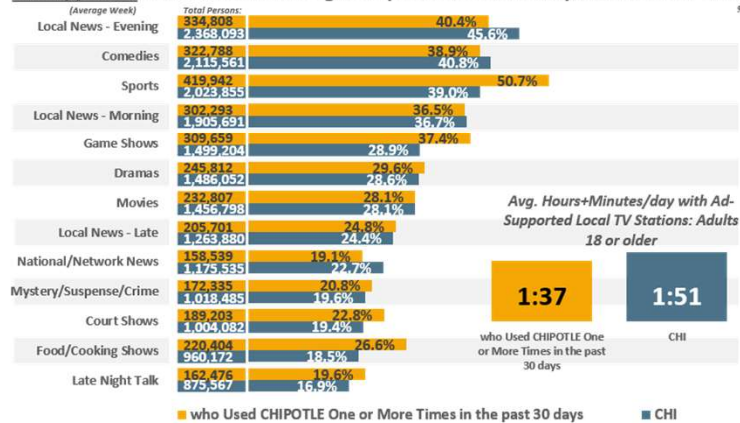
Local TV Station Programs (Persons & % Reach): Adults 18 or older



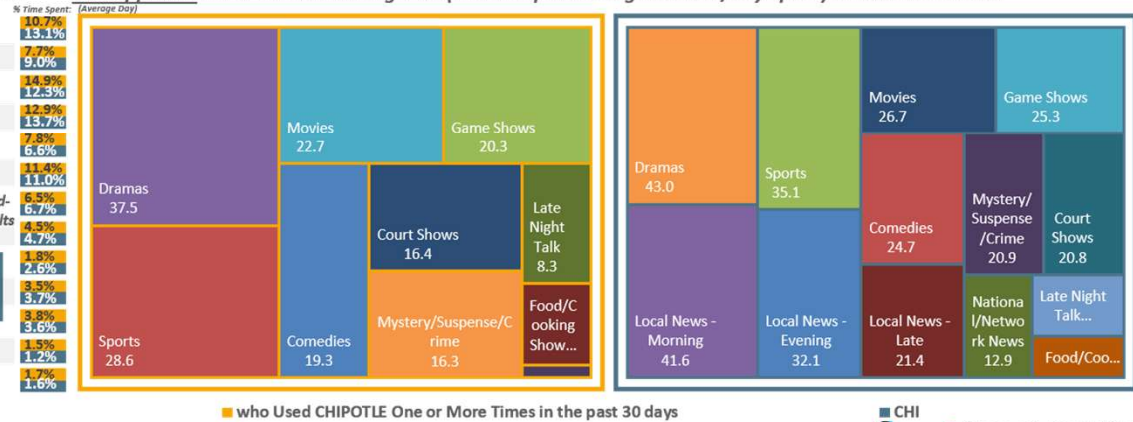
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



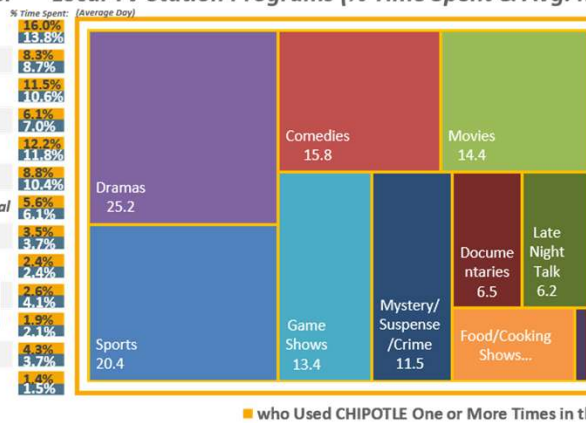
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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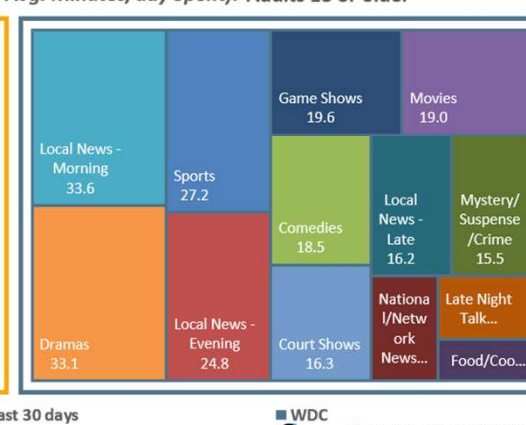
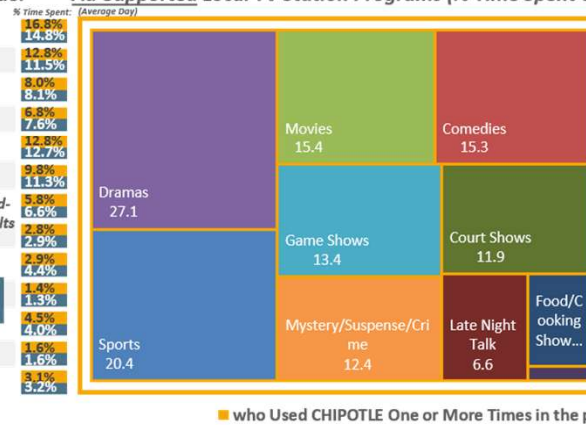
Quick service restaurants used past 30 days: Chipotle



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



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



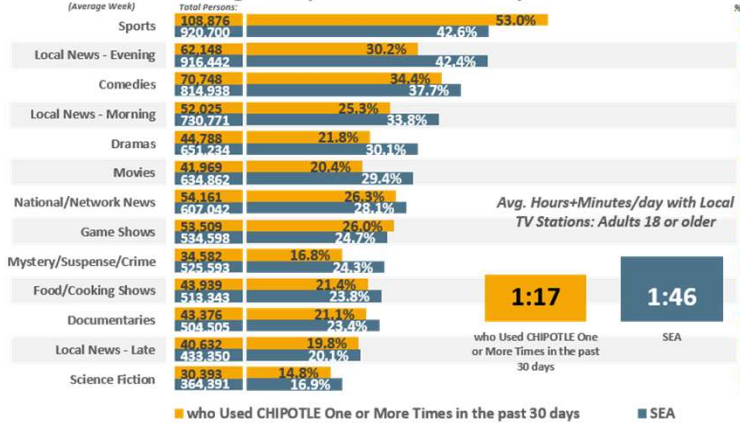
■ WDC
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Quick service restaurants used past 30 days: Chipotle

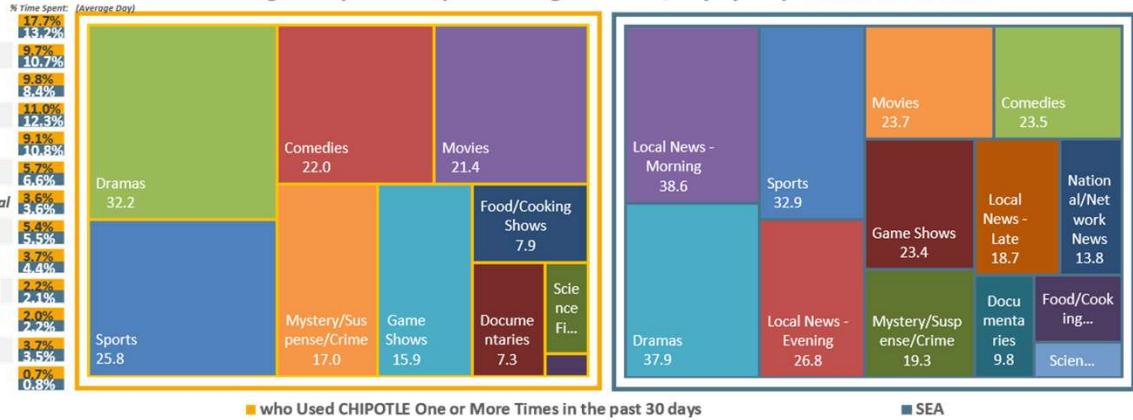


201,844 or 43.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Local News - Morning, and National/Network News

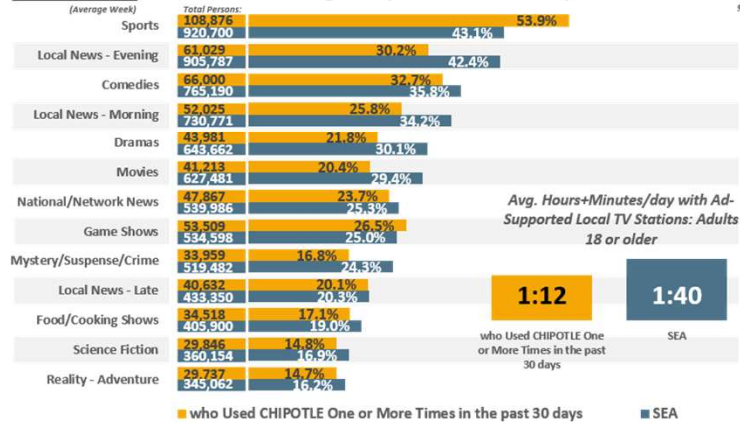
Local TV Station Programs (Persons & % Reach): Adults 18 or older



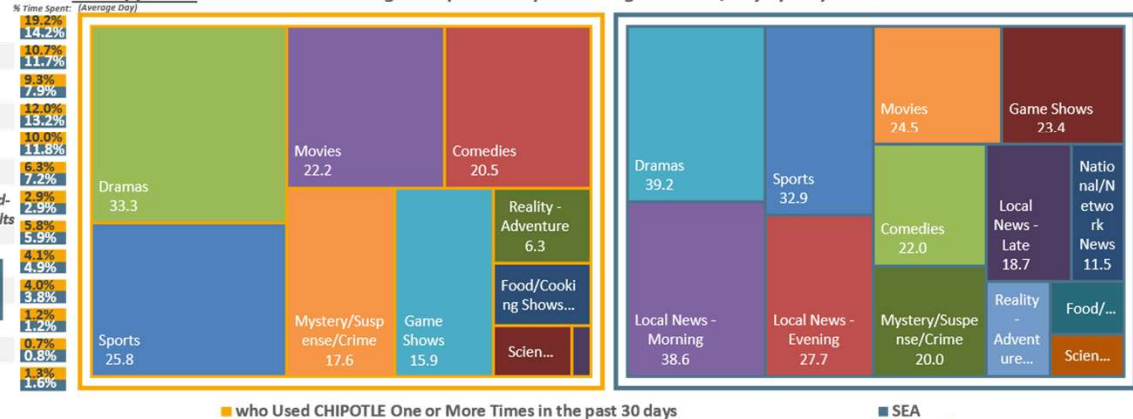
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

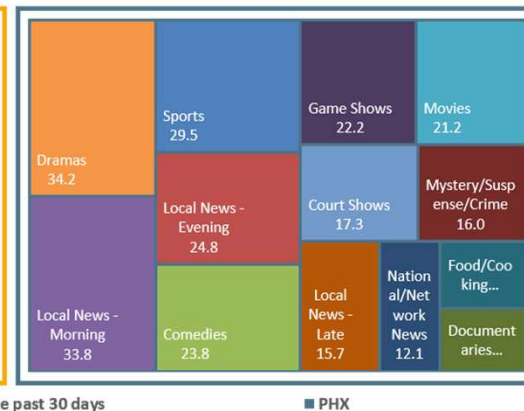
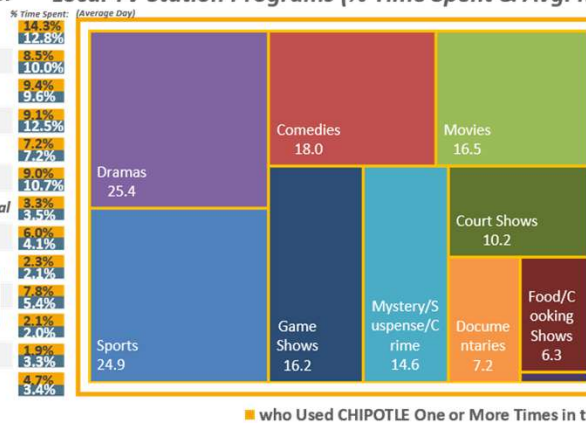


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

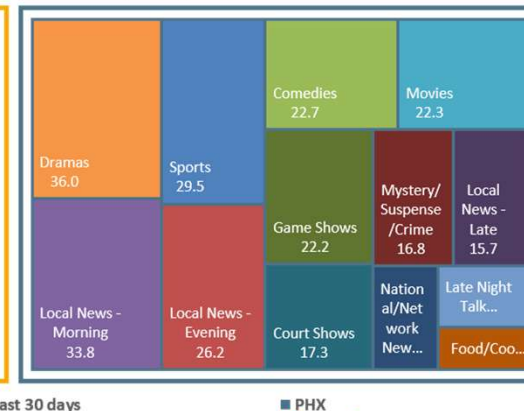
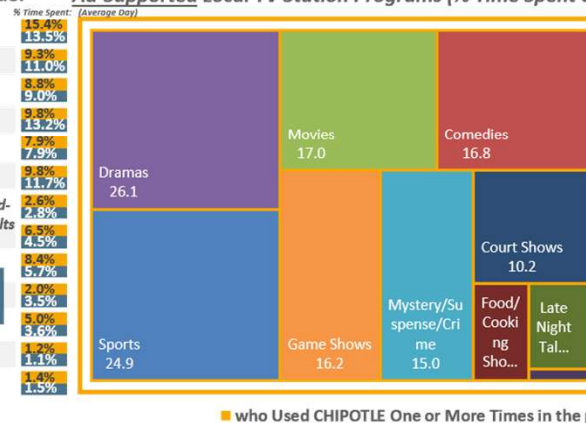




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



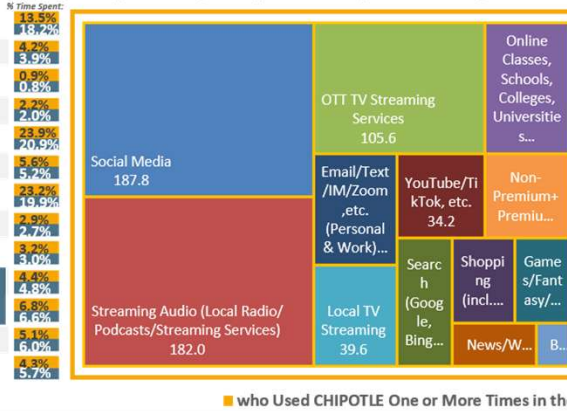
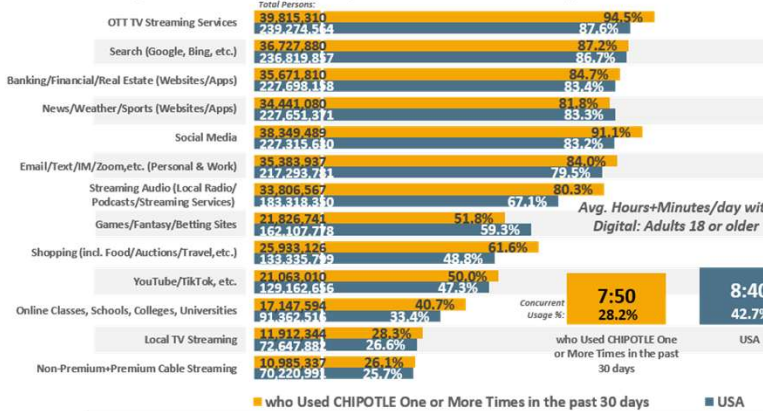
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34,325,525 or 81.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 168.1 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

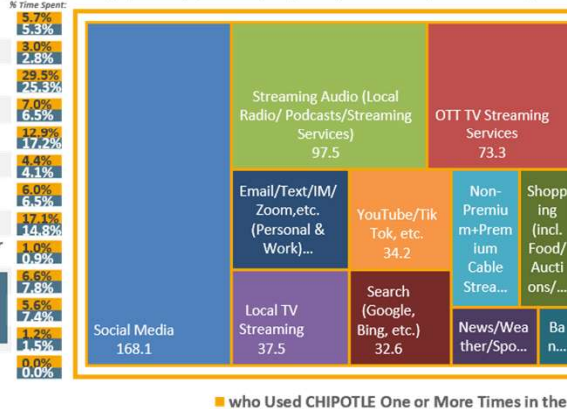
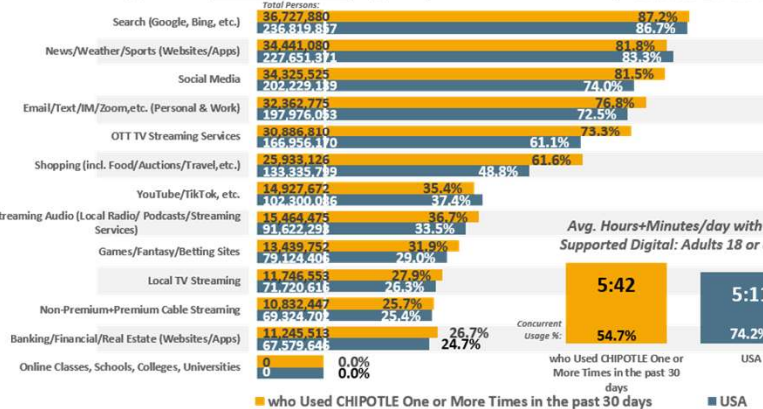
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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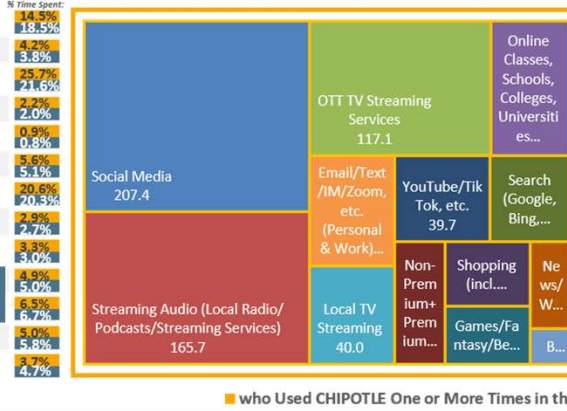
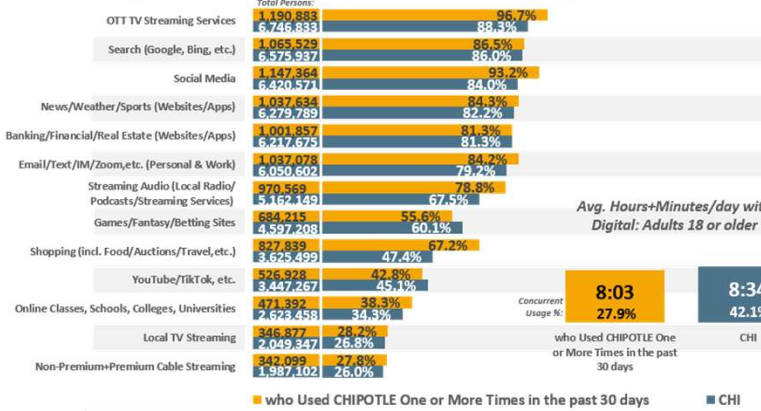
Quick service restaurants used past 30 days: Chipotle



1,028,282 or 83.5% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 185.9 minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

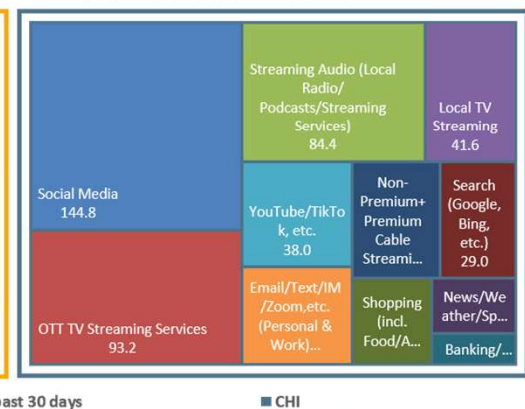
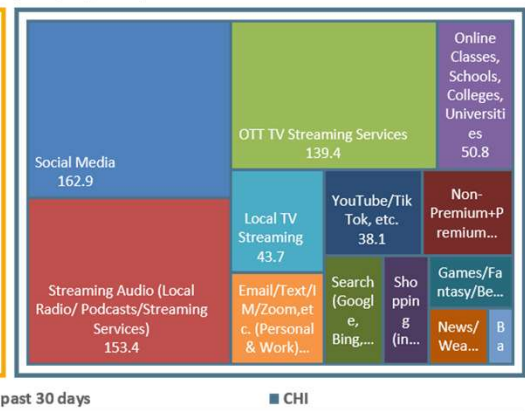
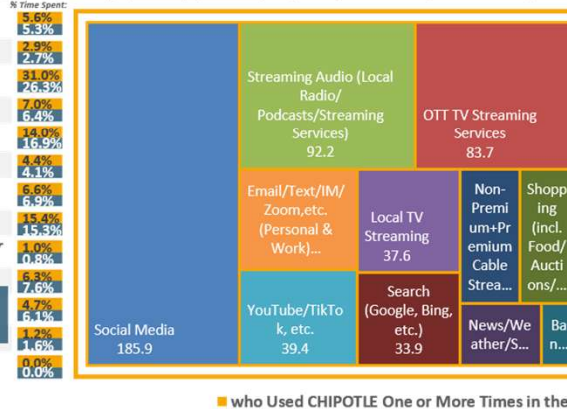
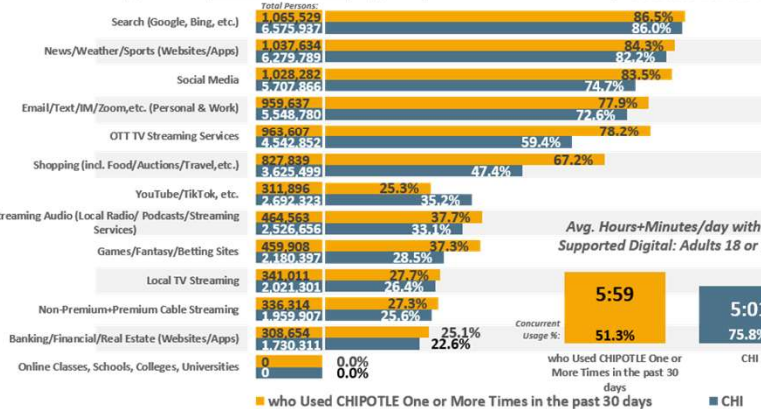
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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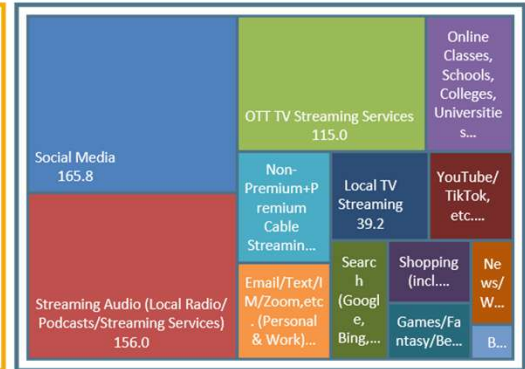
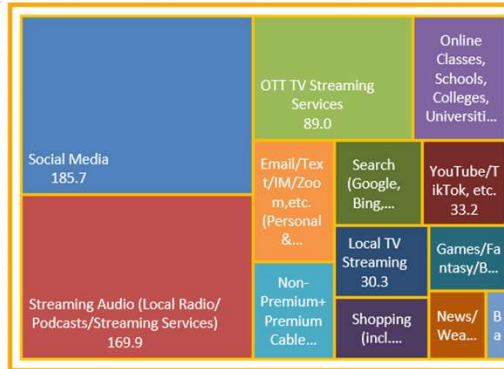
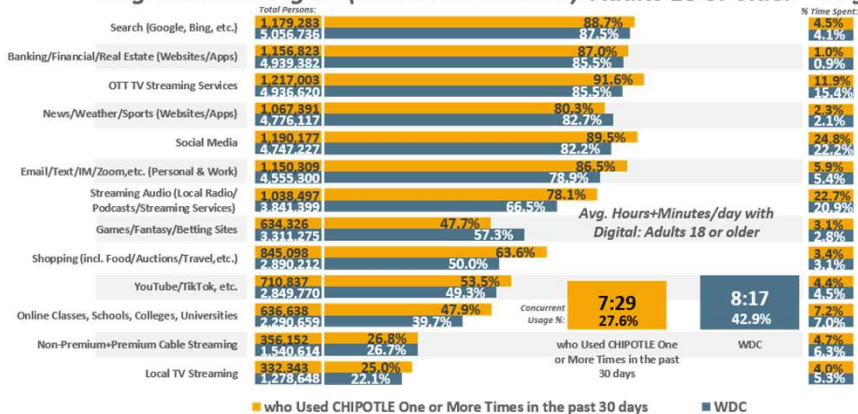
Quick service restaurants used past 30 days: Chipotle



1,064,275 or 80.1% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 166. minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

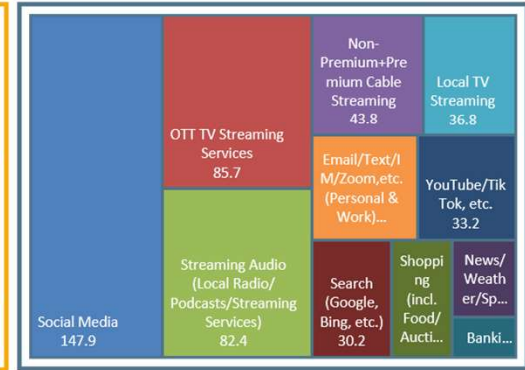
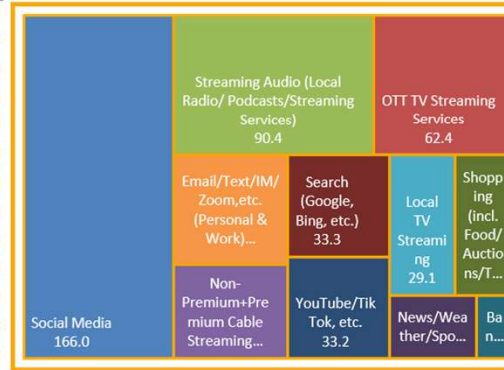
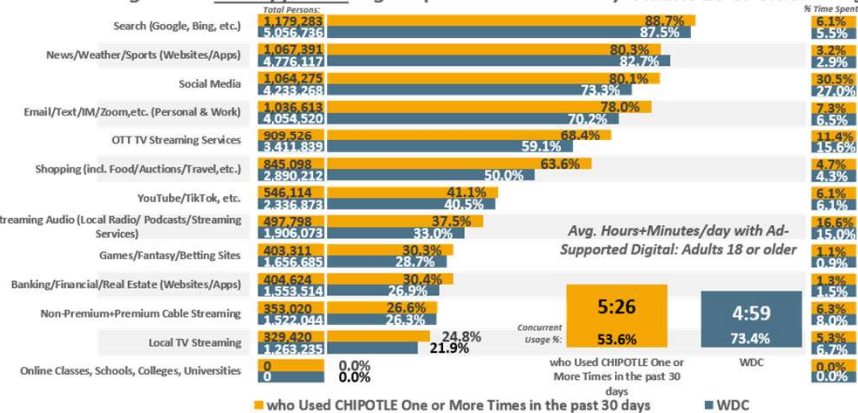
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277
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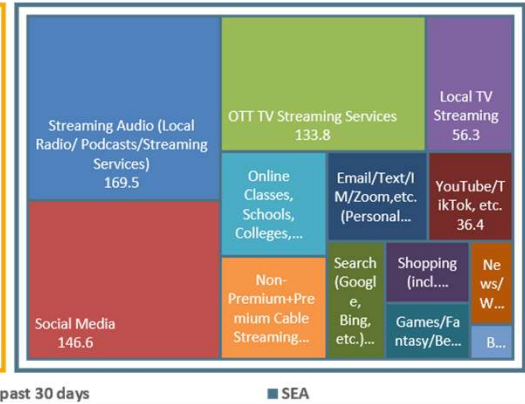
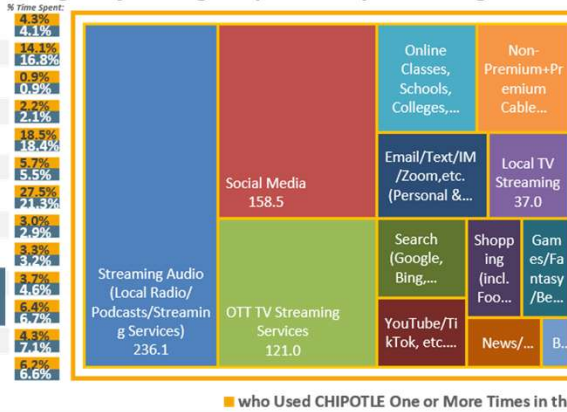
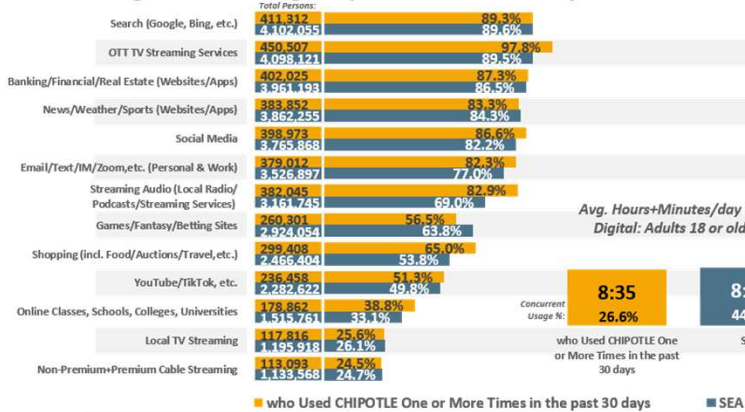
Quick service restaurants used past 30 days: Chipotle



342,322 or 74.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 136. minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

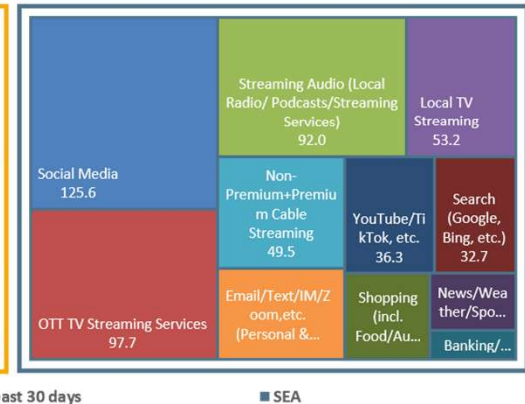
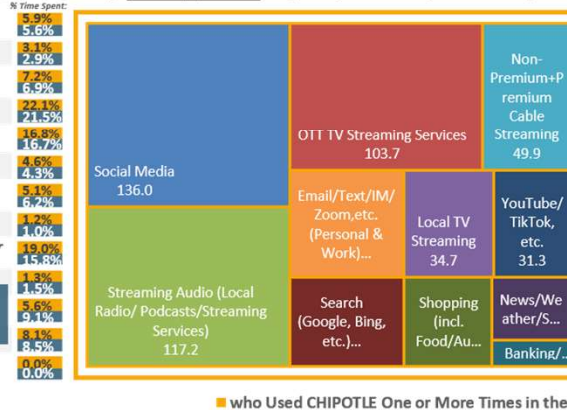
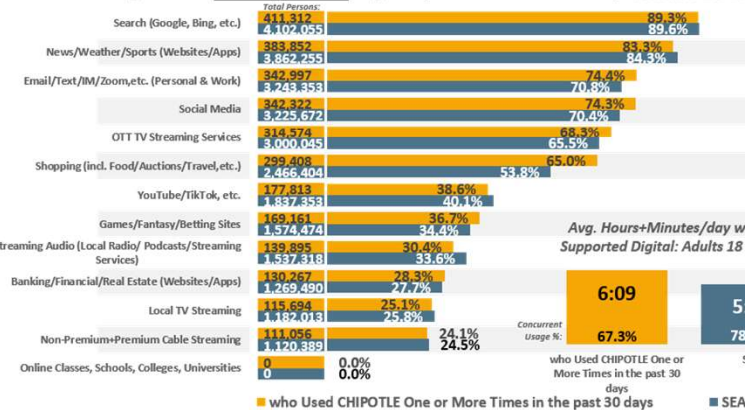
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 414
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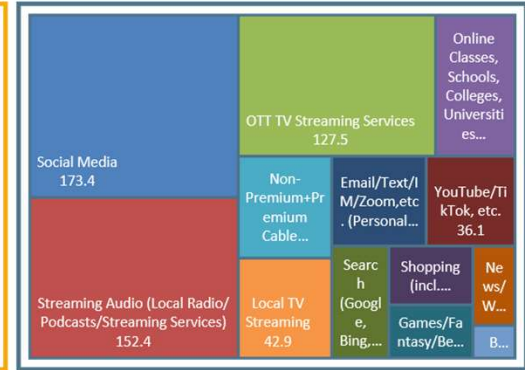
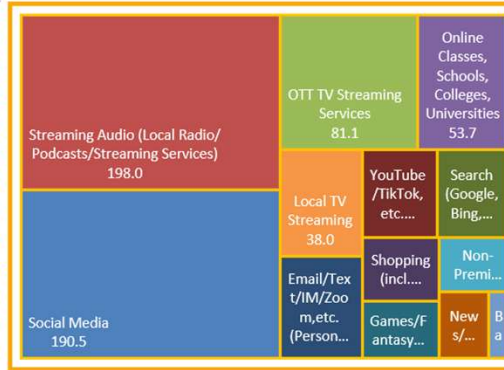
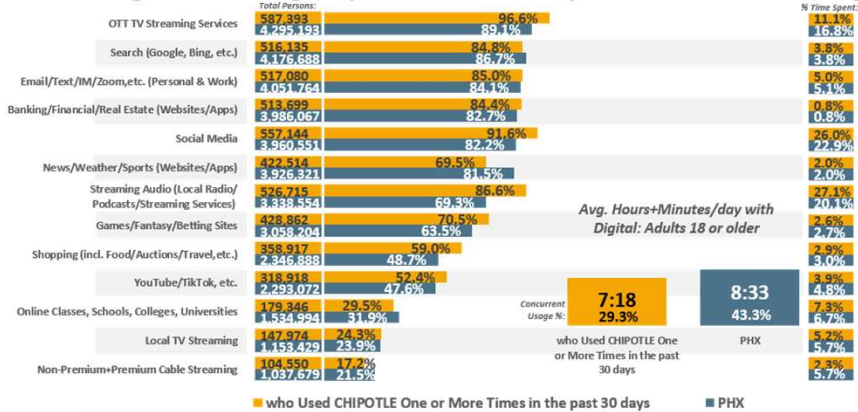
Quick service restaurants used past 30 days: Chipotle



519,466 or 85.4% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Social Media for an average of 177.6 minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

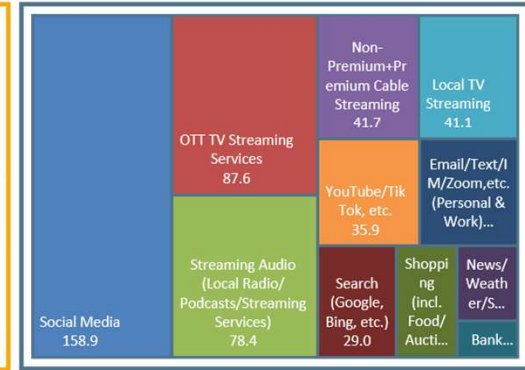
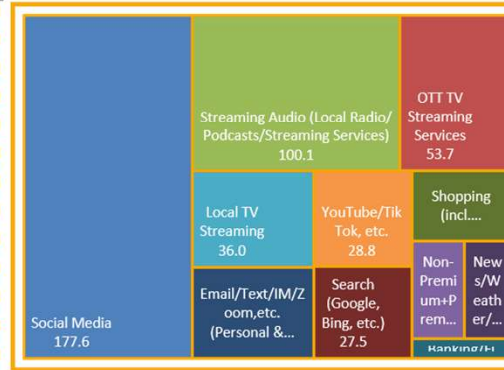
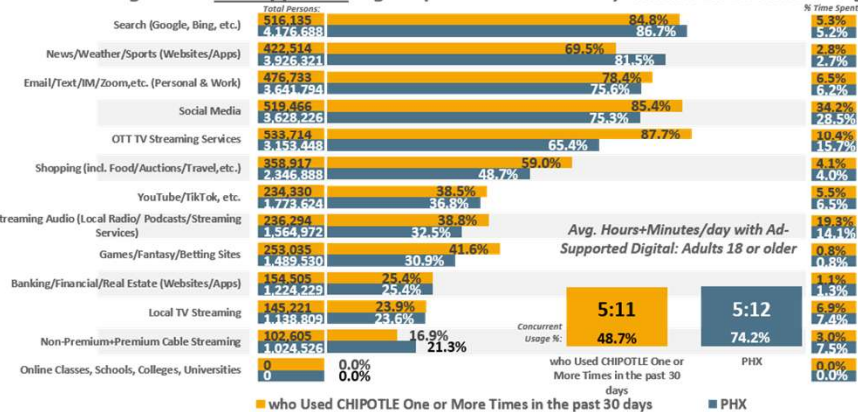
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

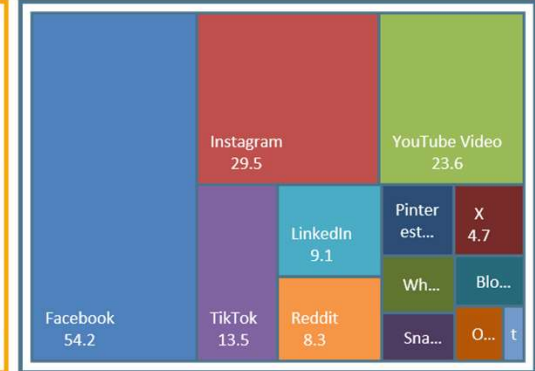
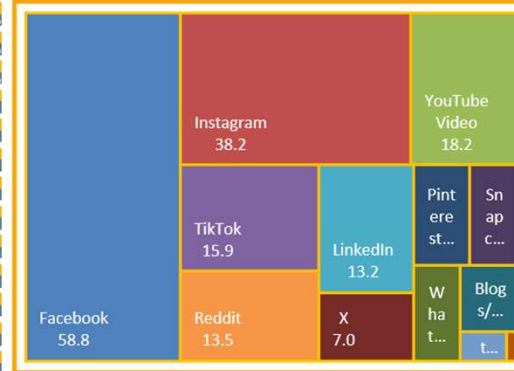
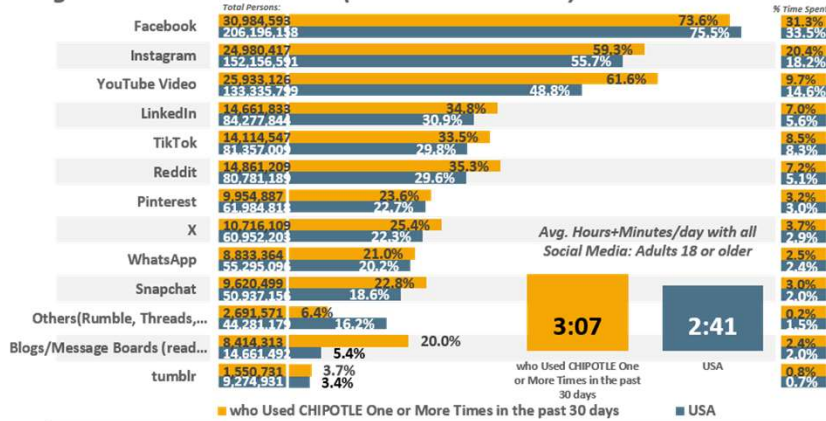
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



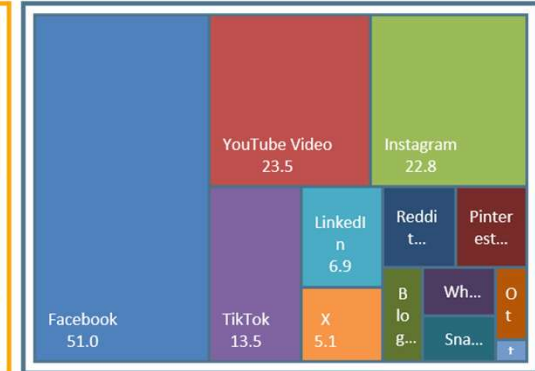
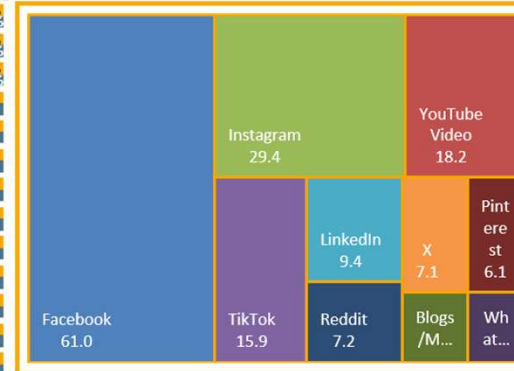
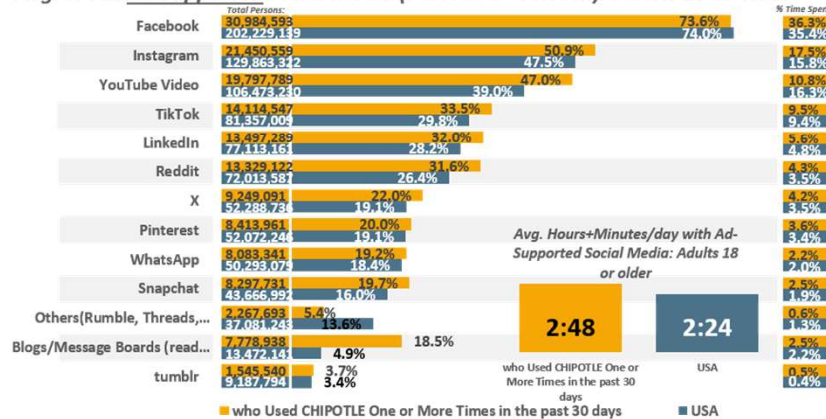


30,984,593 or 73.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

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**



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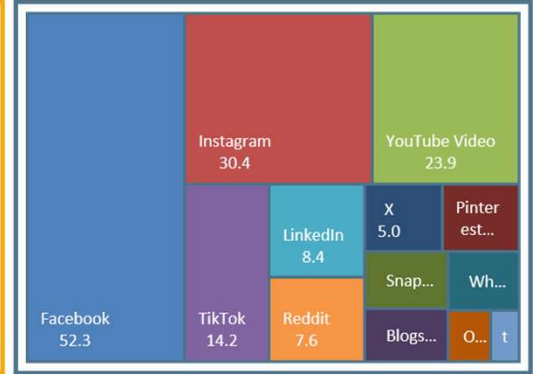
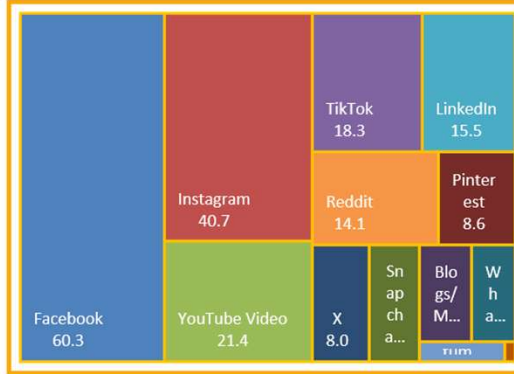
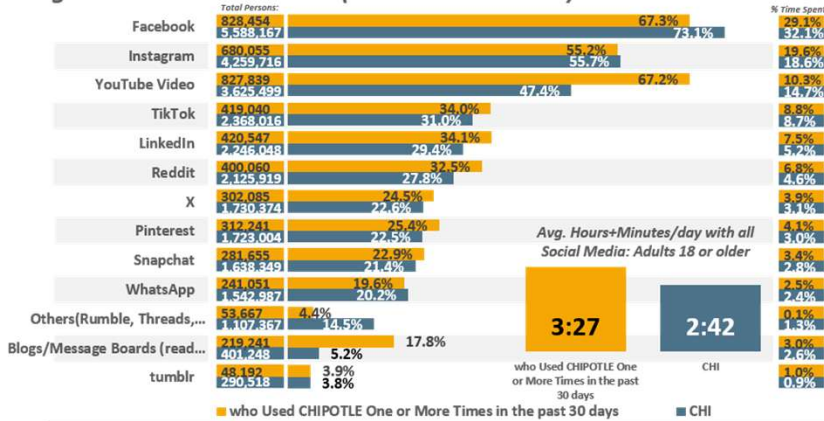
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Quick service restaurants used past 30 days: Chipotle

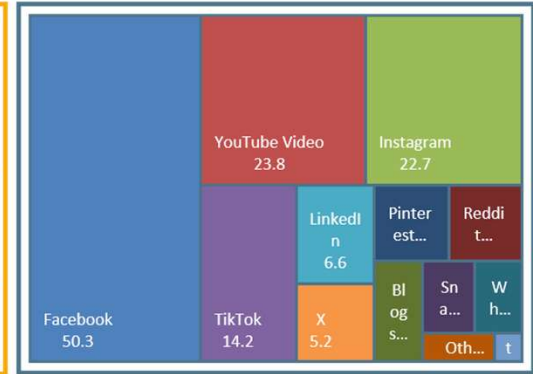
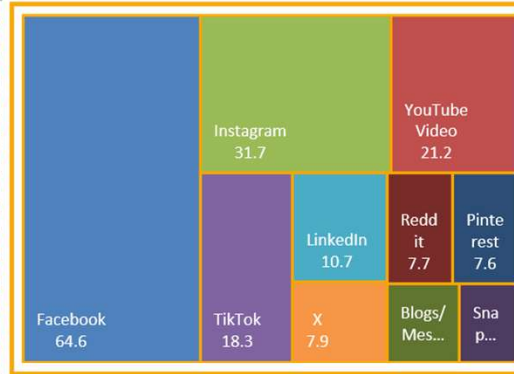
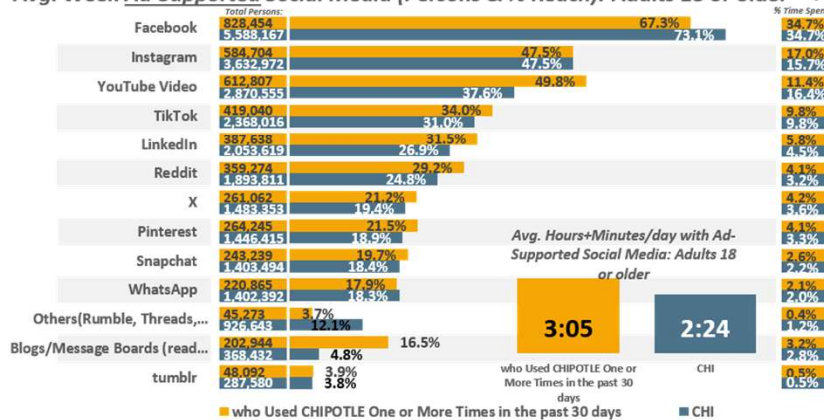


828,454 or 67.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

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**



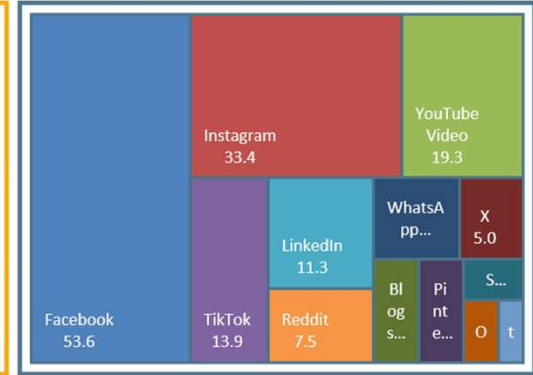
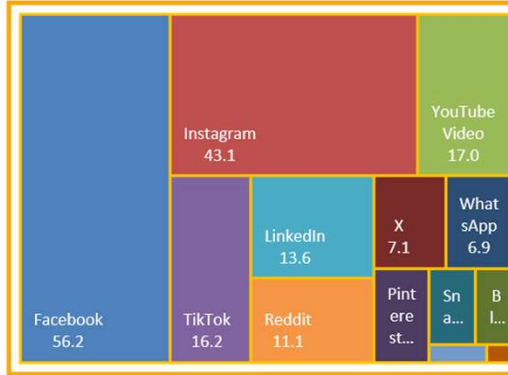
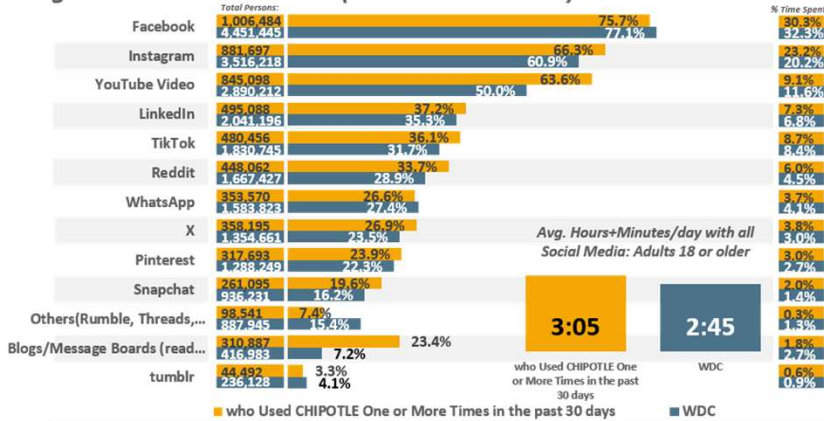
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



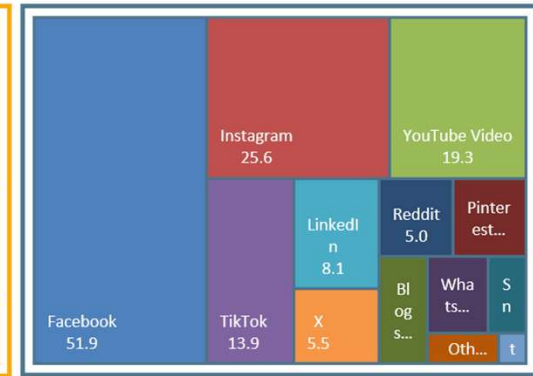
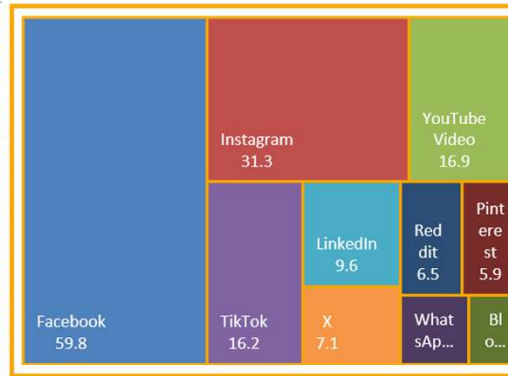
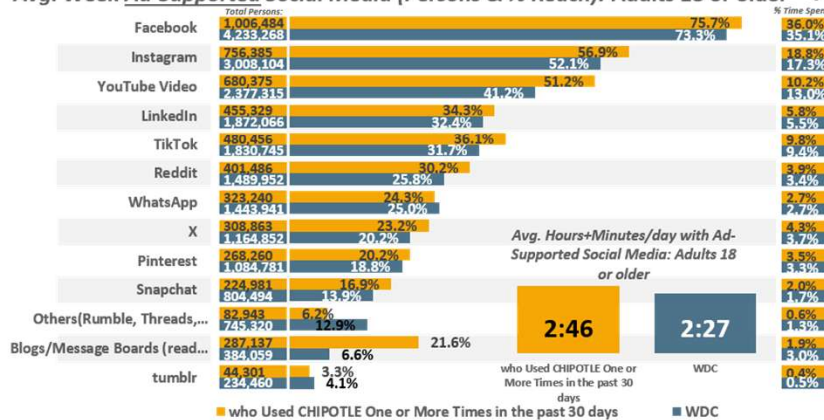


1,006,484 or 75.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.8 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277
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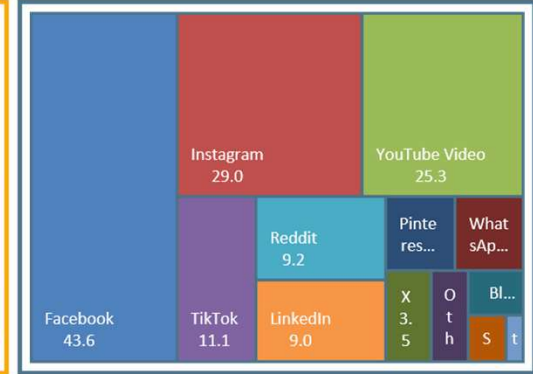
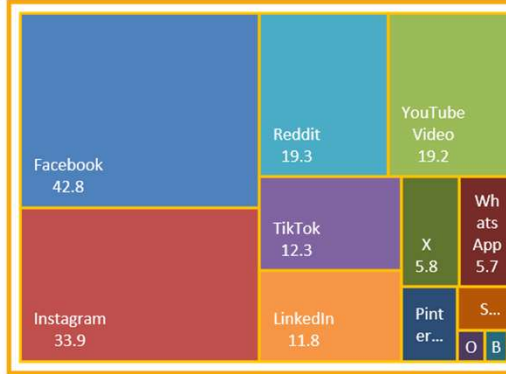
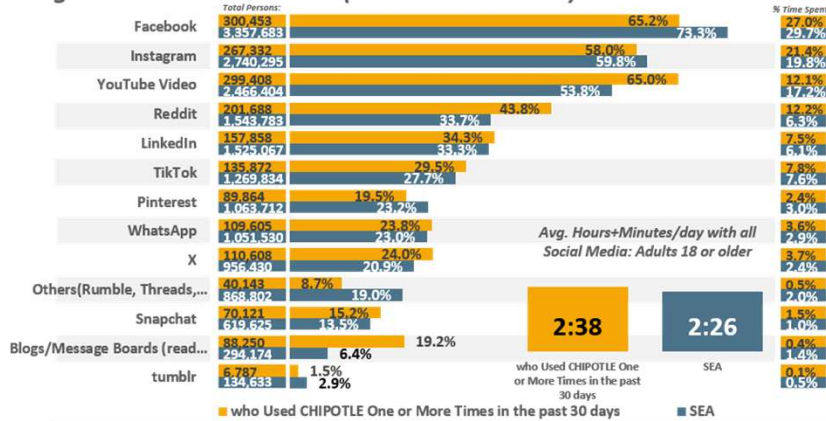
soefa.ai Share of Everything for Anything.

Quick service restaurants used past 30 days: Chipotle

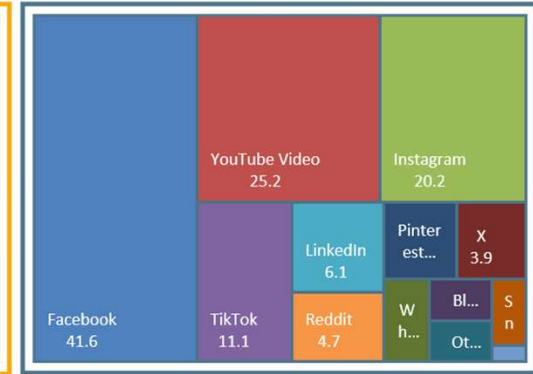
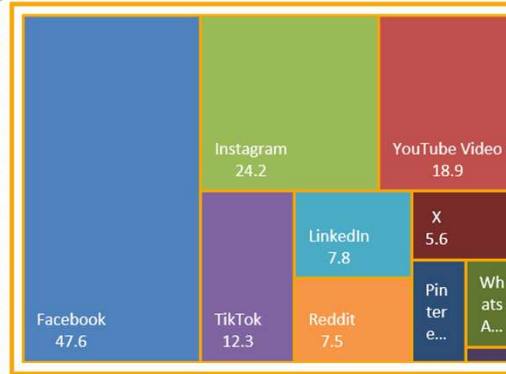
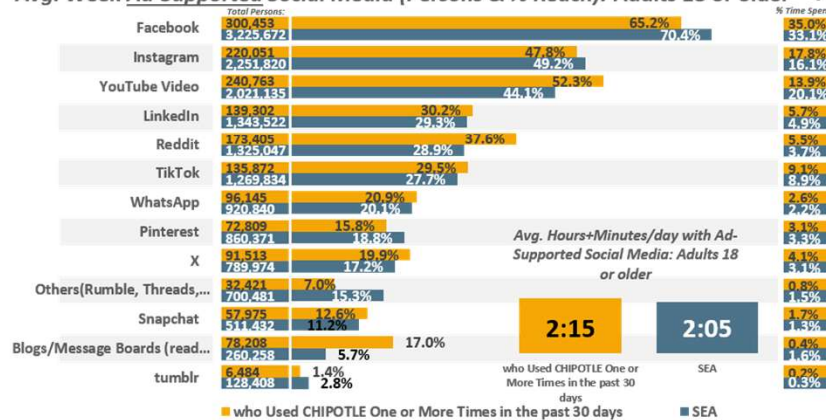


300,453 or 65.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 47.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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



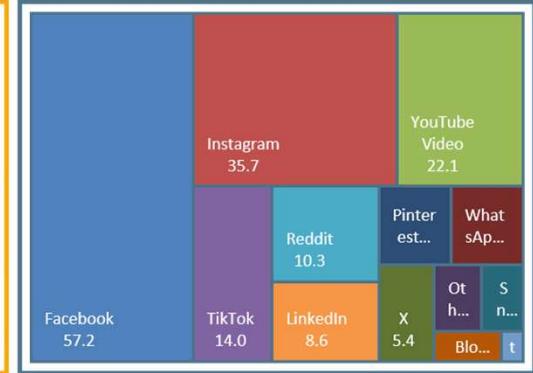
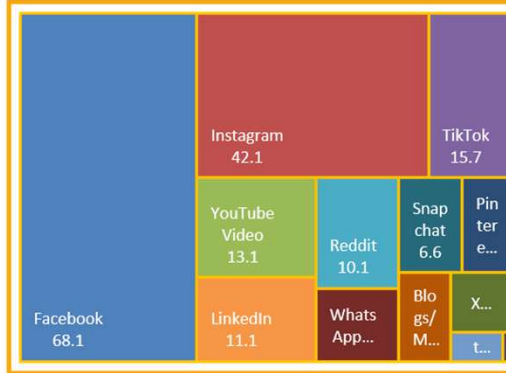
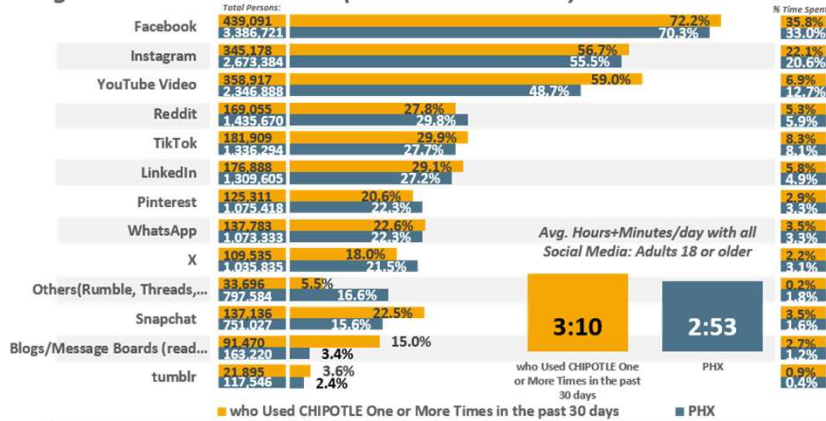
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



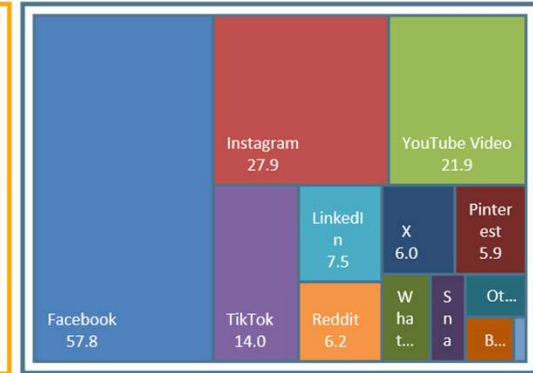
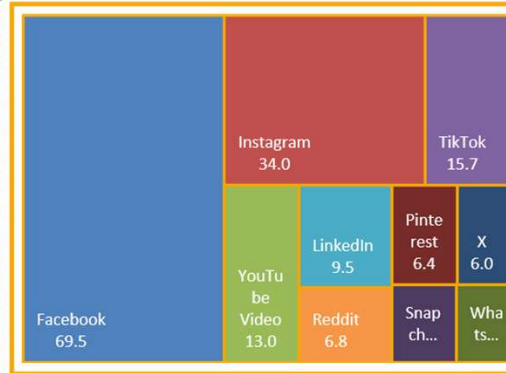
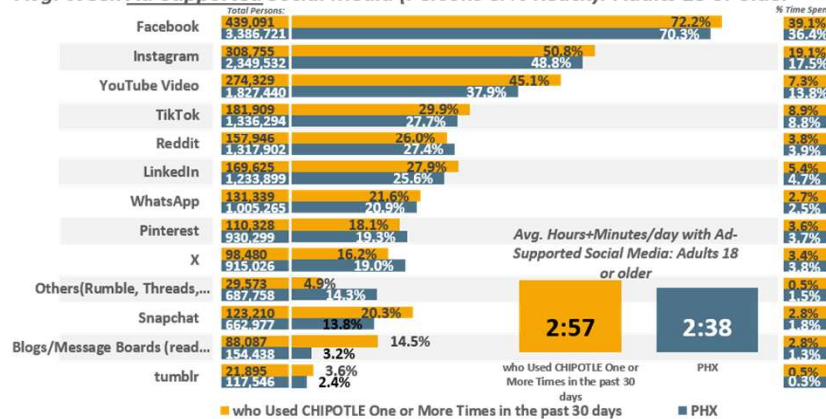


439,091 or 72.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 69.5 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

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**



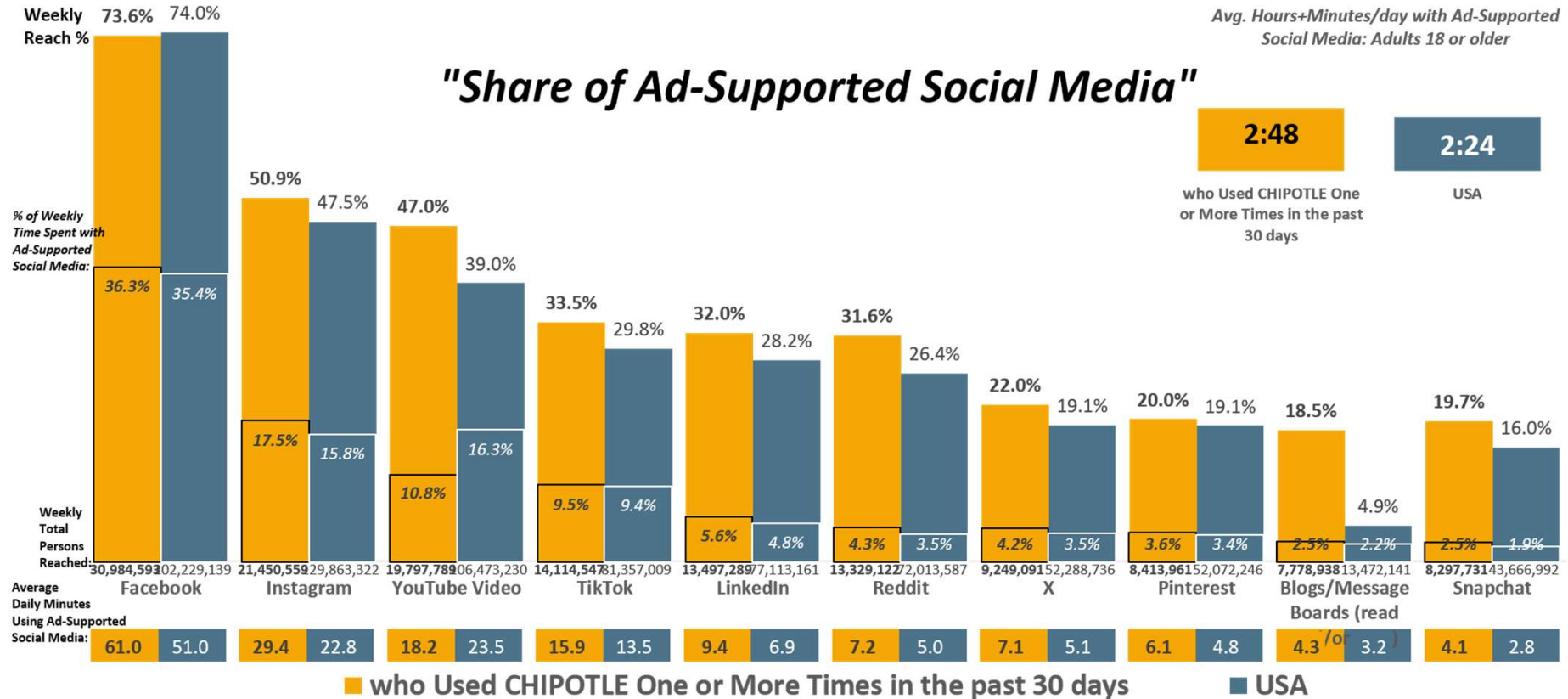
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





30,984,593 or 73.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 61. minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

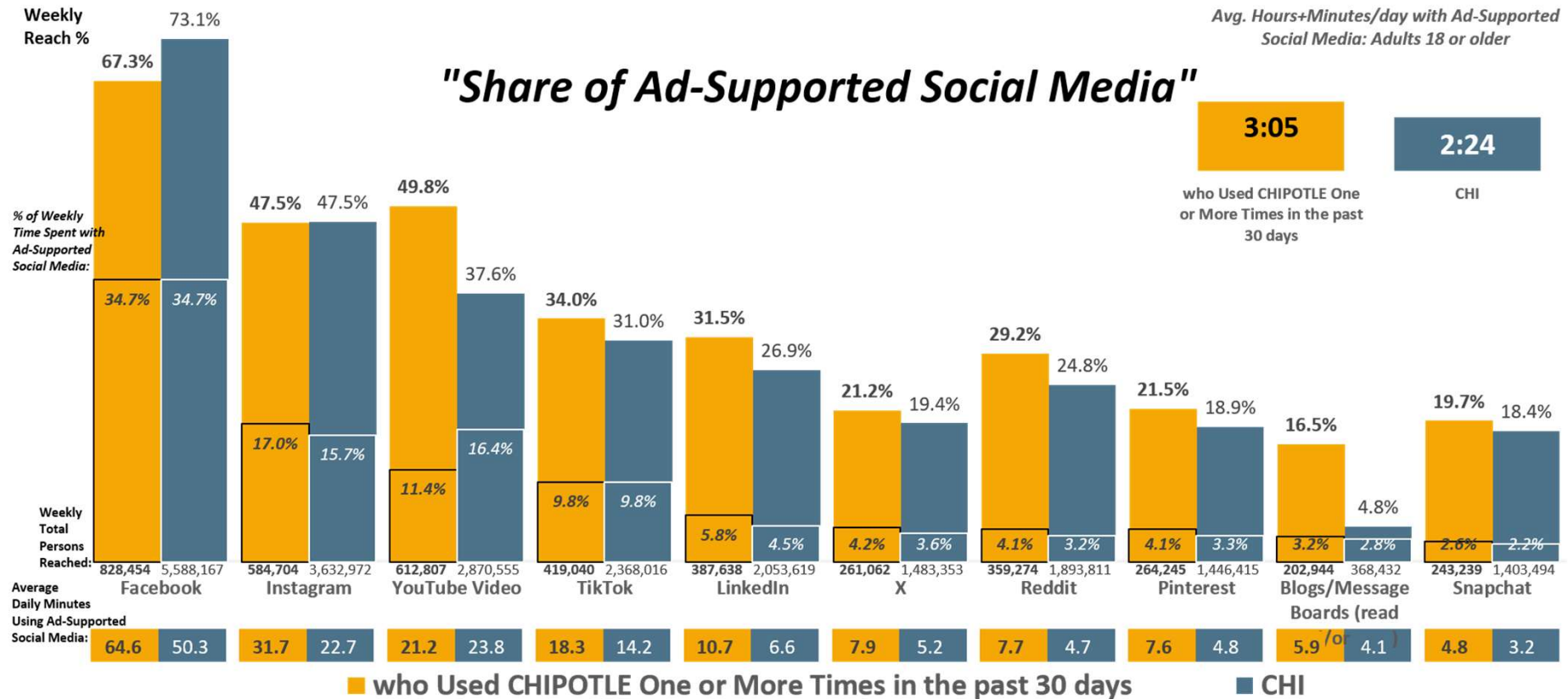
"Share of Ad-Supported Social Media"





828,454 or 67.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 64.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

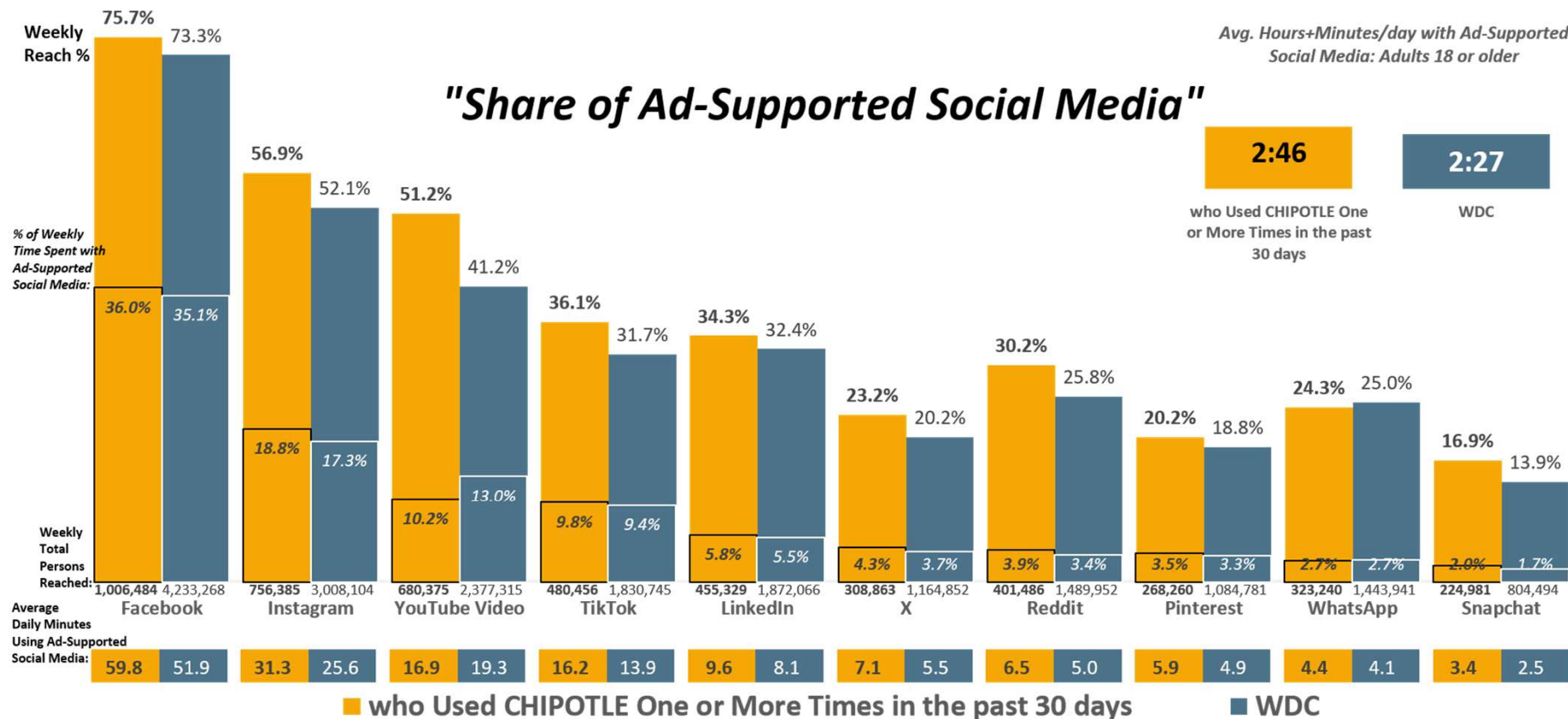
"Share of Ad-Supported Social Media"





1,006,484 or 75.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 59.8 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



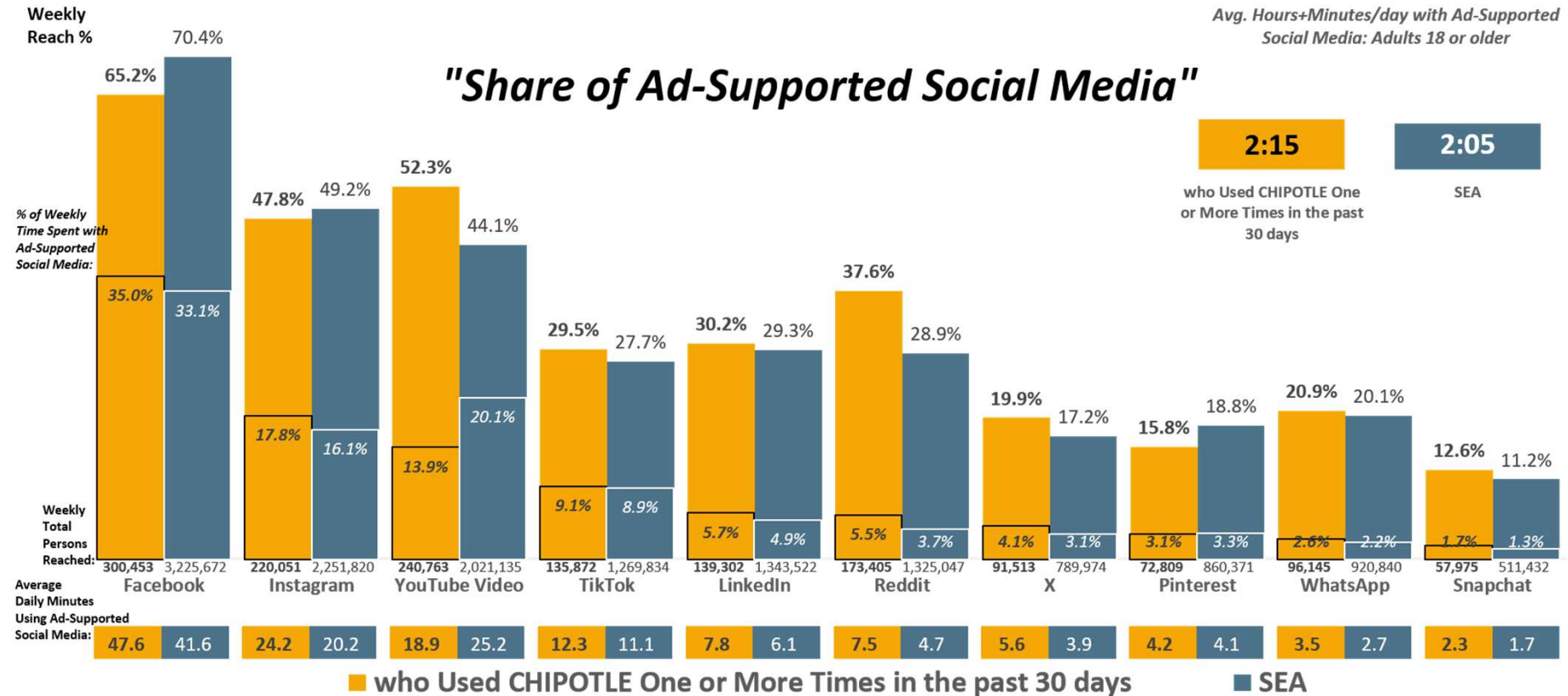
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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Quick service restaurants used past 30 days: Chipotle



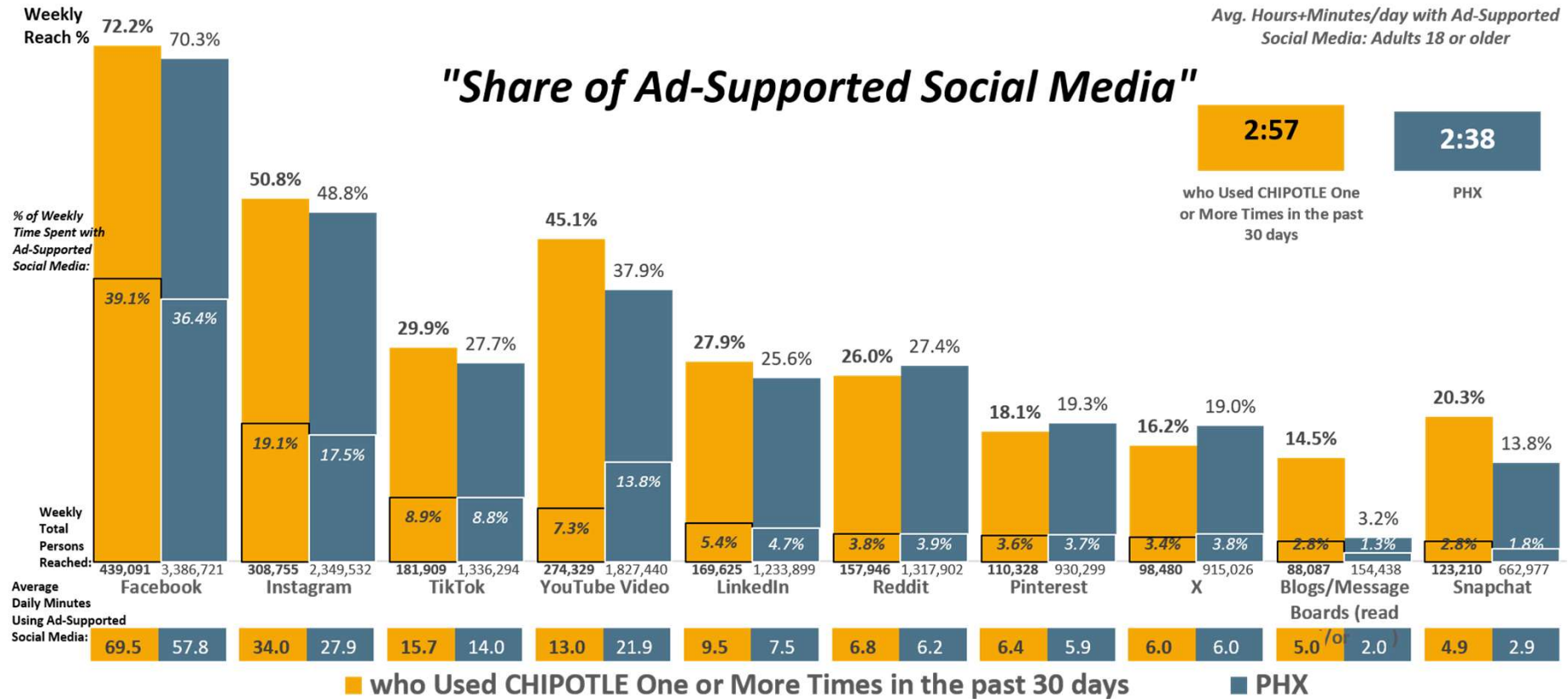
300,453 or 65.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 47.6 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.





439,091 or 72.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days use Ad-Supported Facebook for an average of 69.5 minutes every day representing 39.1% of all time spent daily with Ad-Supported Social Media.

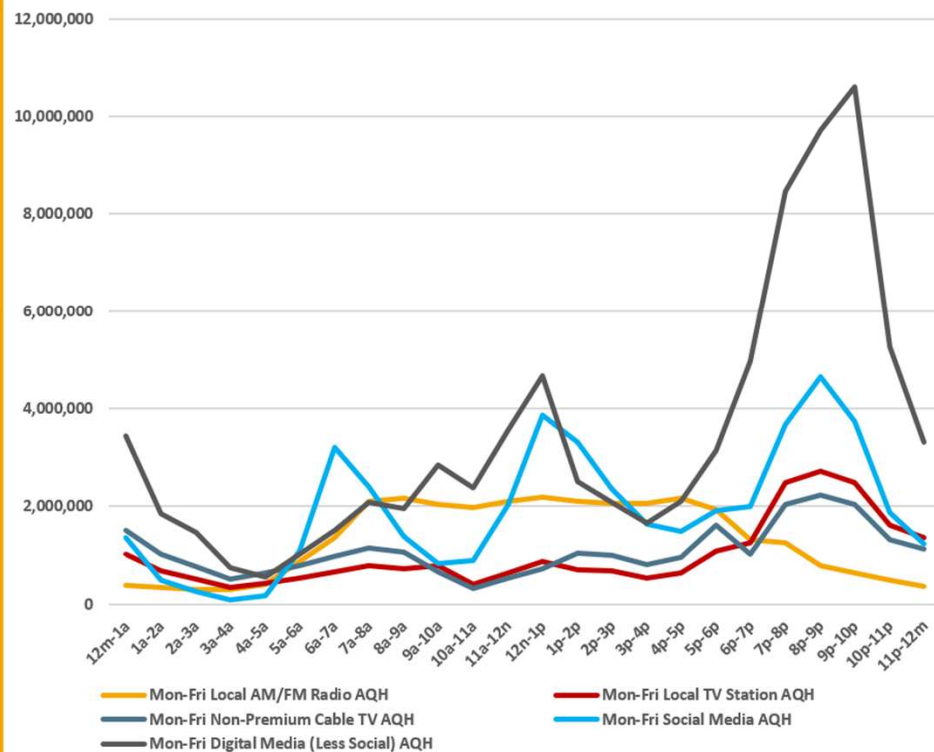
"Share of Ad-Supported Social Media"



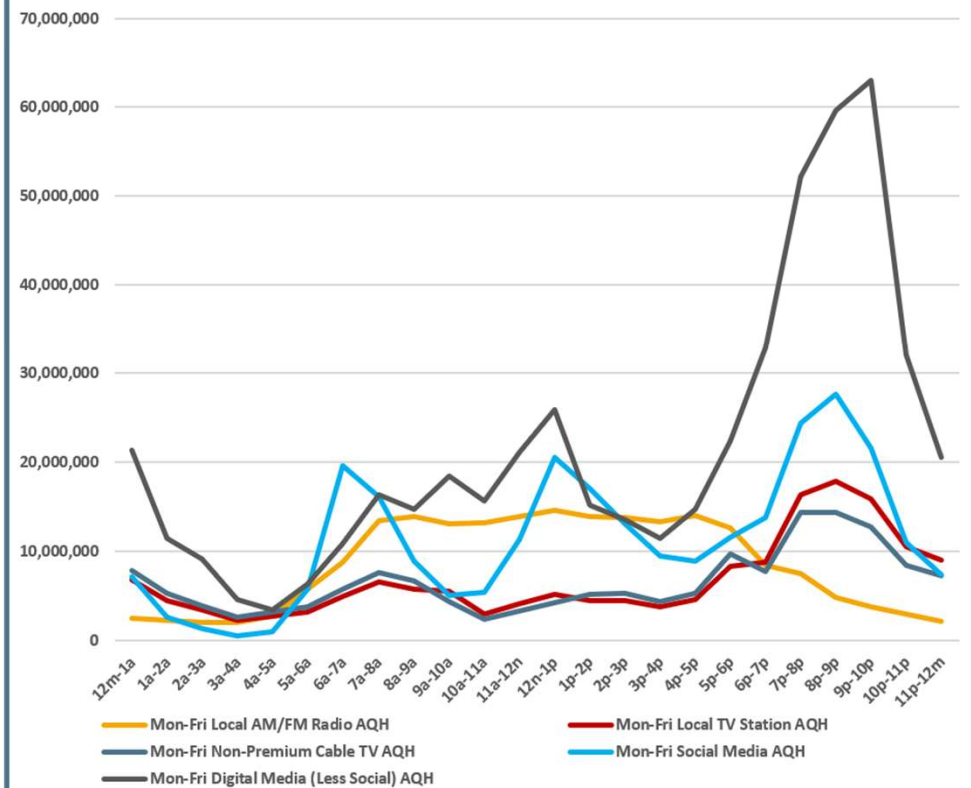


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,728,201;
Social Media: 2,102,660; Local Radio: 1,969,695; Non-Prem. Cable: 916,376; Local TV:
753,058 reaching Adults 18 or older who Used CHIPOTLE One or More Times in

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915
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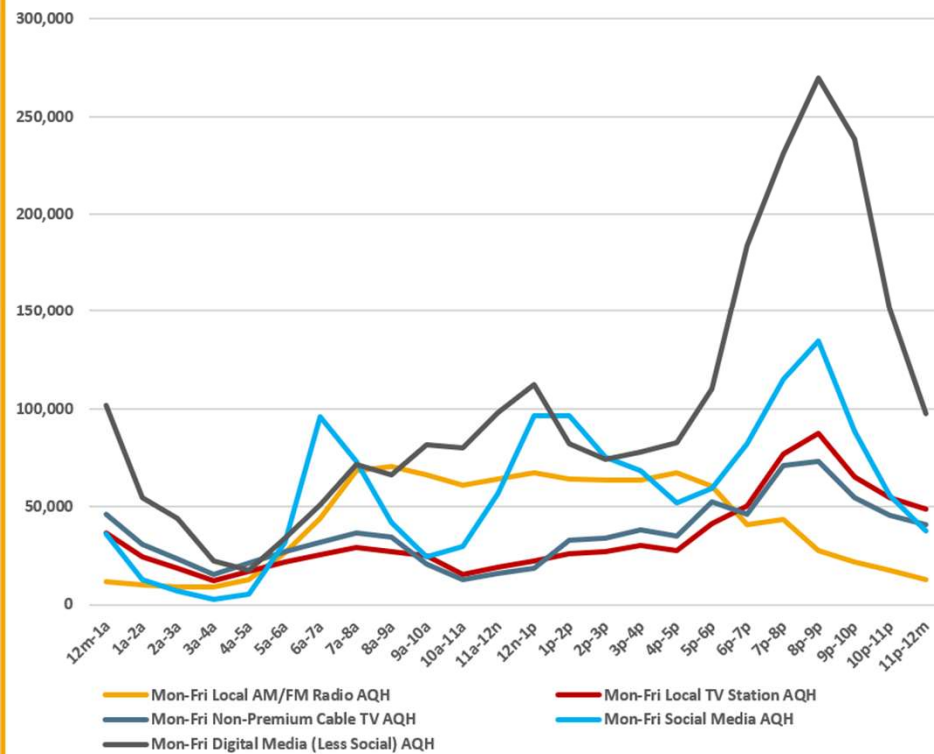
soefa.ai Share of Everything
for Anything ®

Quick service restaurants used past 30 days: Chipotle

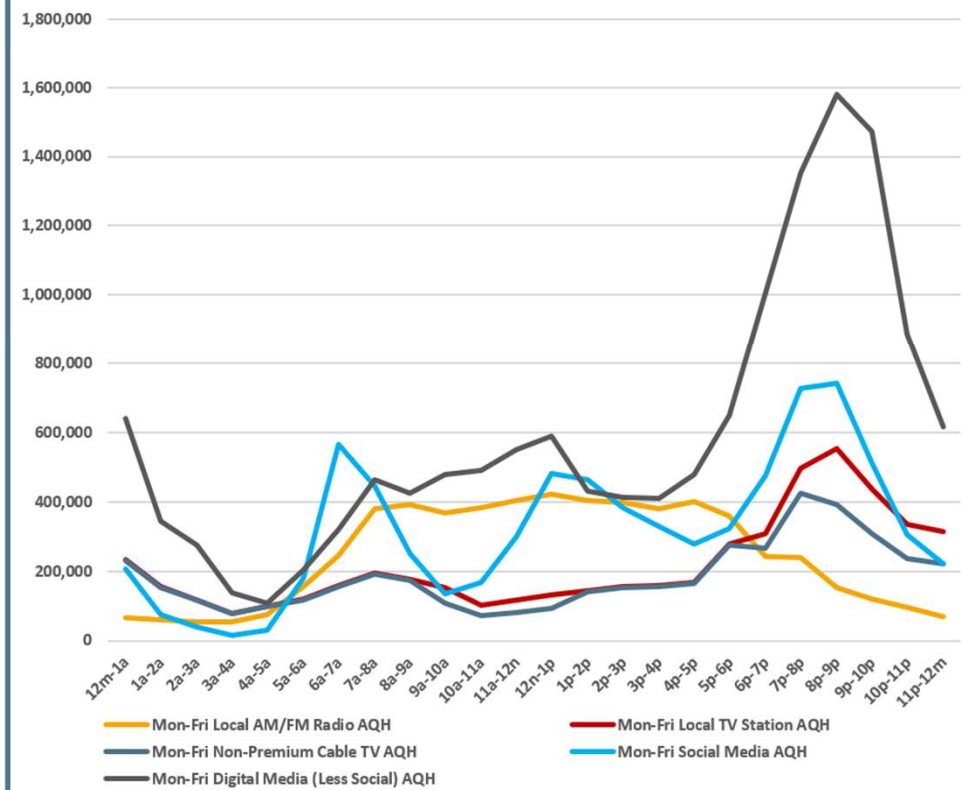


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 90,193; Social Media: 65,479; Local Radio: 61,678; Non-Prem. Cable: 31,443; Local TV: 28,088 reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 3

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



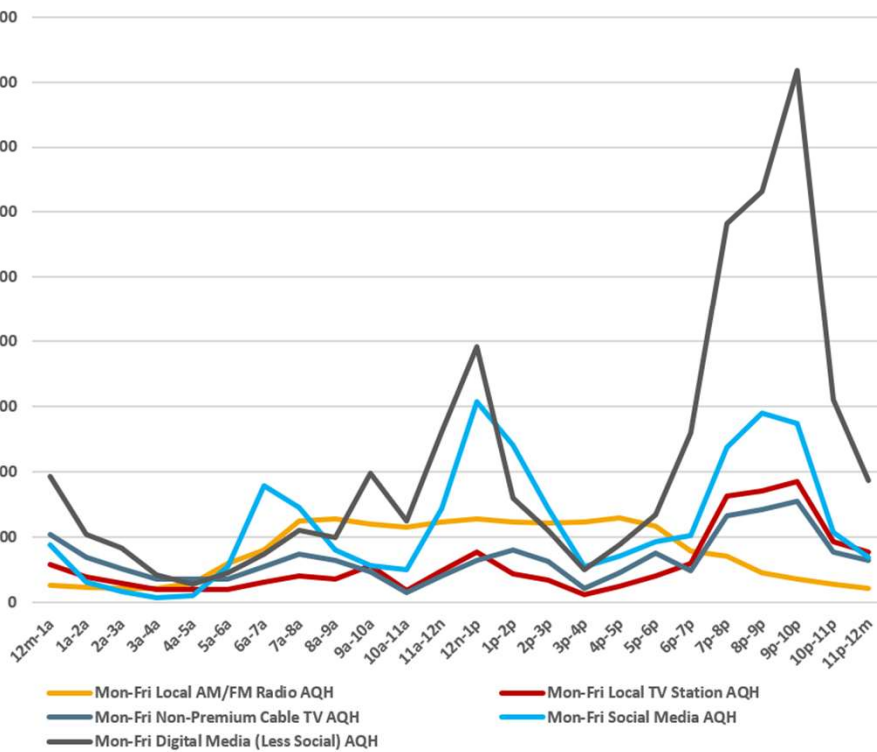
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older



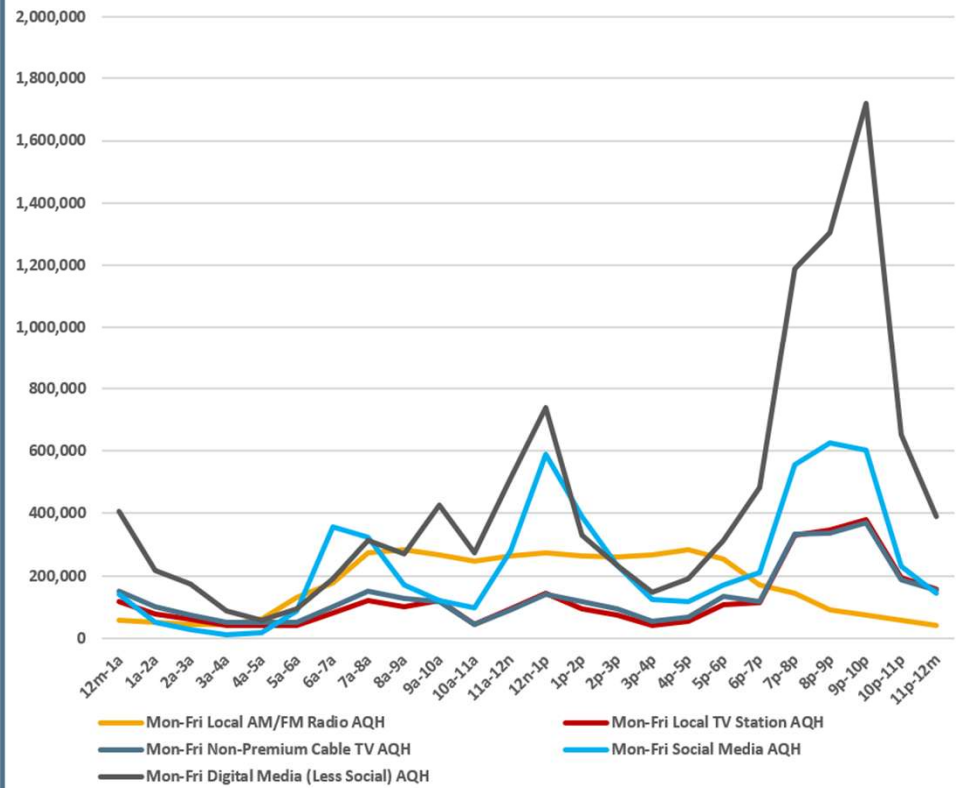


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 79,181;
Social Media: 64,146; Local Radio: 58,053; Non-Prem. Cable: 26,536; Local TV: 20,010
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 3

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



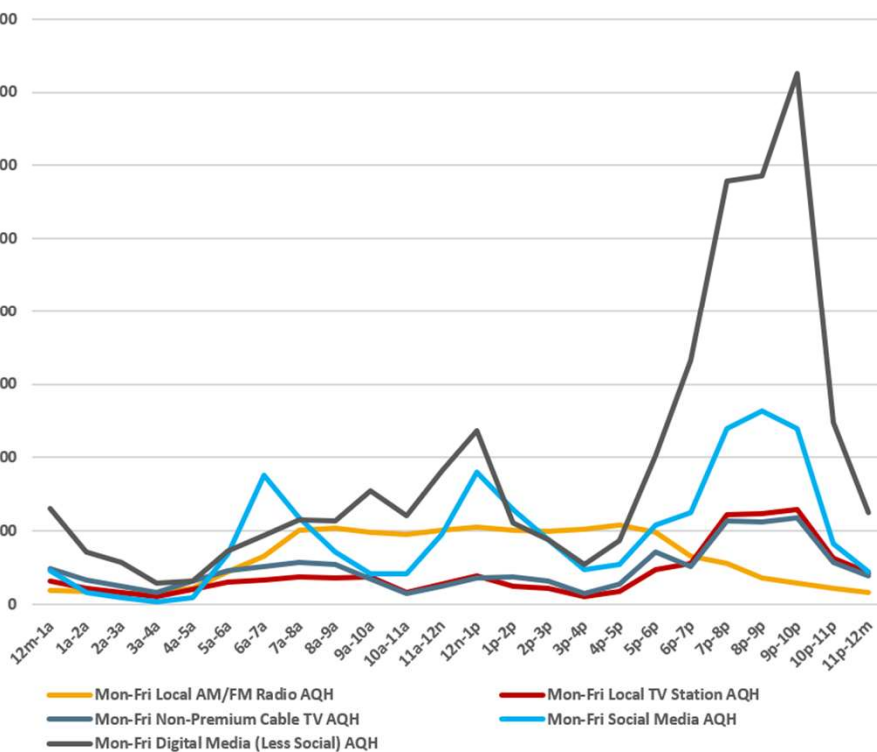
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



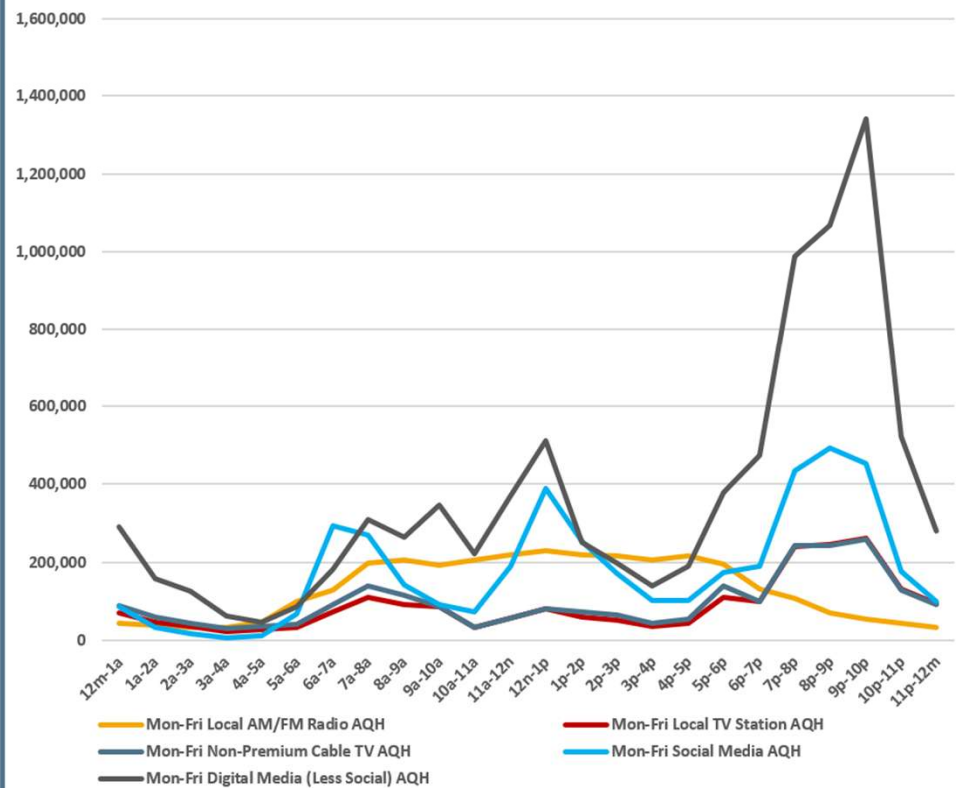


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,109;
Social Media: 19,592; Local Radio: 19,194; Non-Prem. Cable: 7,766; Local TV: 6,157
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 30

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



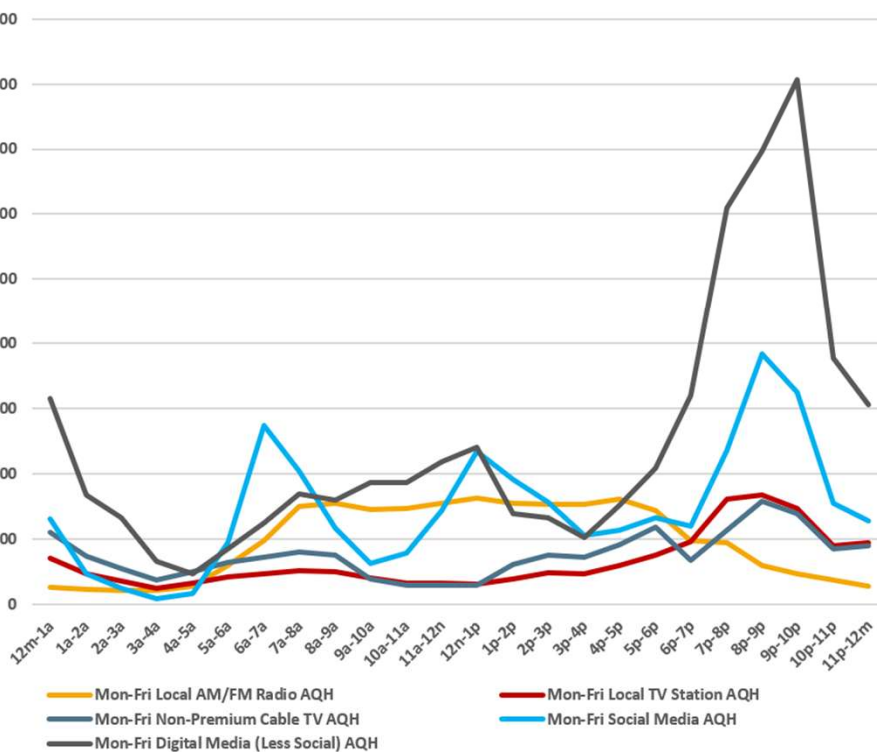
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



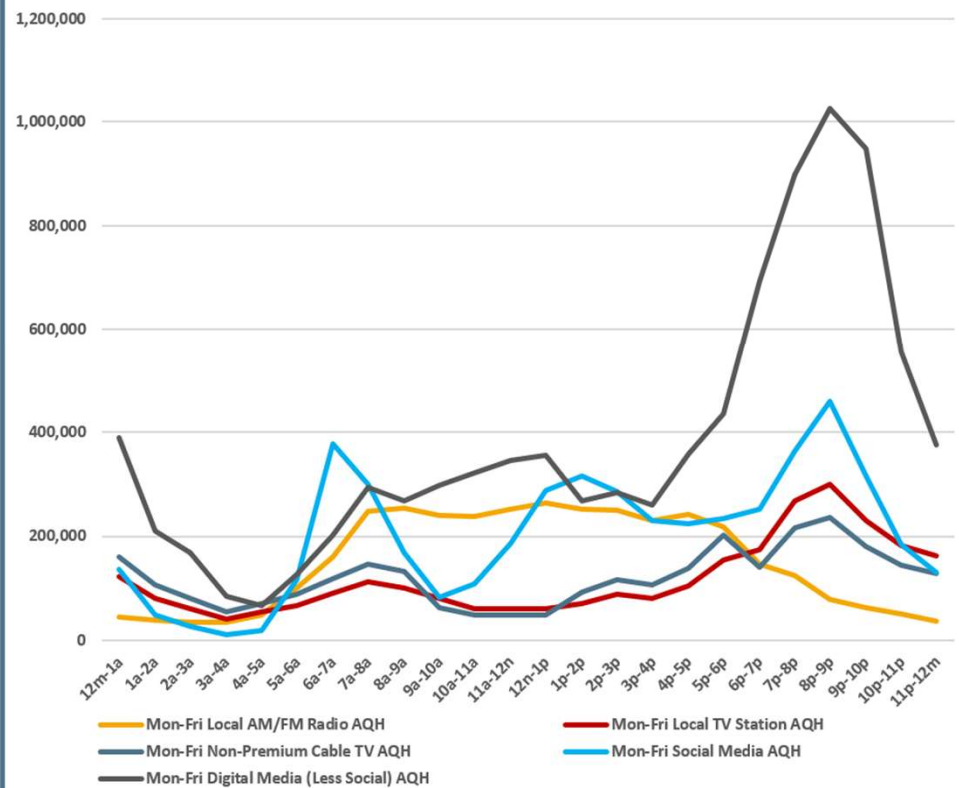


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,957;
Social Media: 29,738; Local Radio: 28,843; Non-Prem. Cable: 12,917; Local TV: 9,952
reaching Adults 18 or older who Used CHIPOTLE One or More Times in the past 30

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



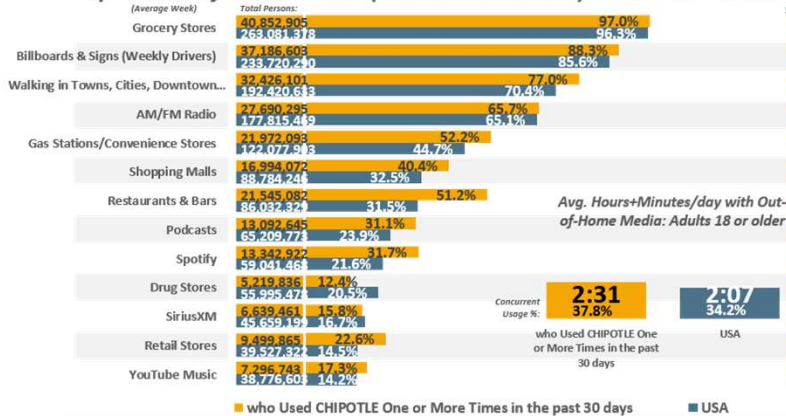
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



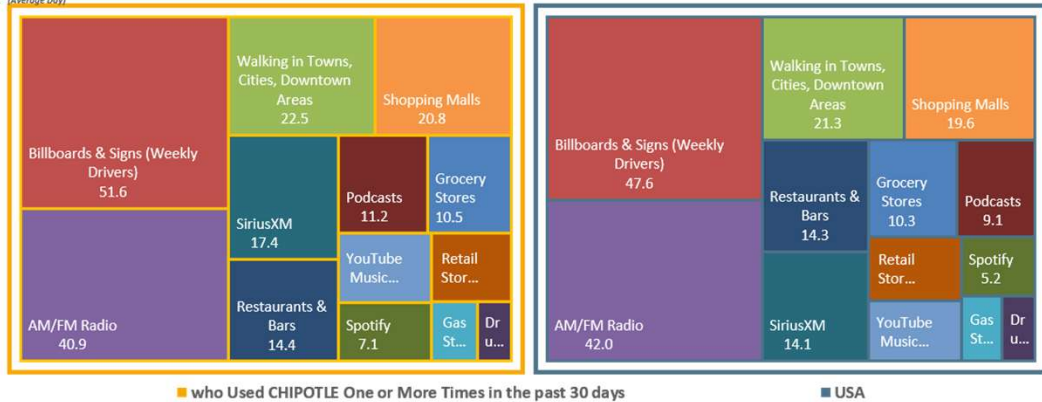


37,186,603 or 88.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minute

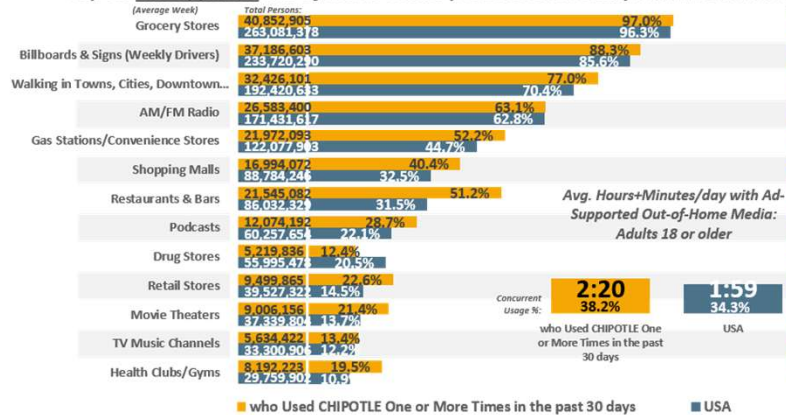
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



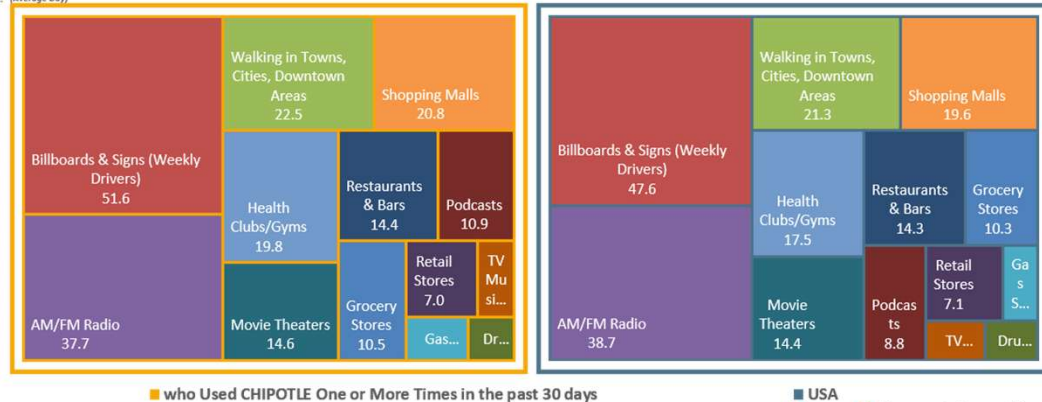
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915
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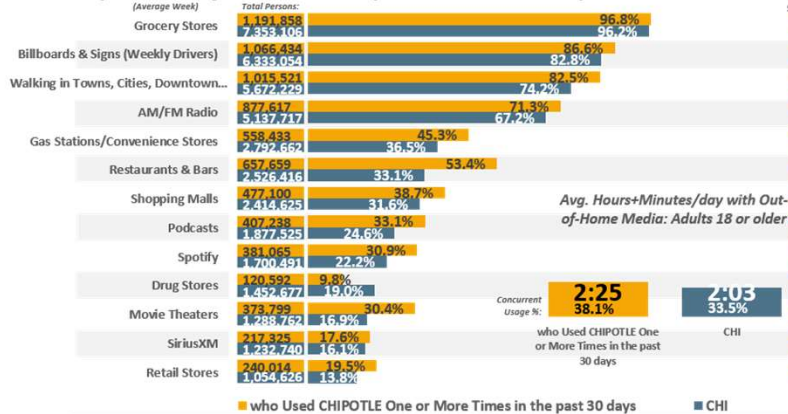
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

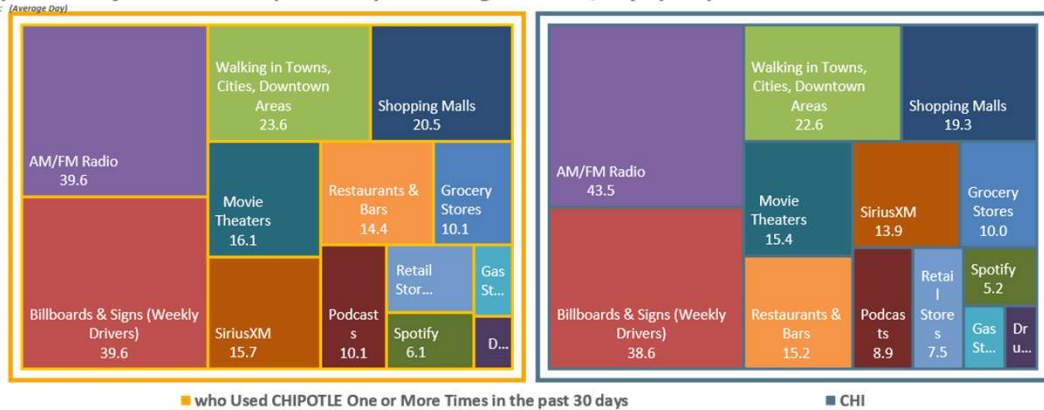


1,066,434 or 86.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 39.6 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 36. minutes/

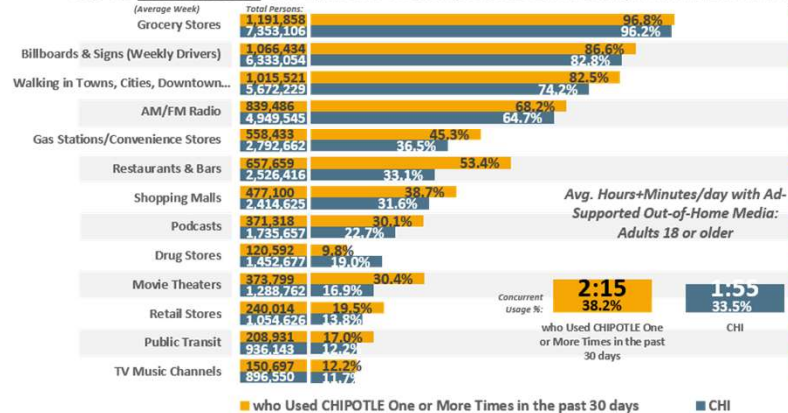
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



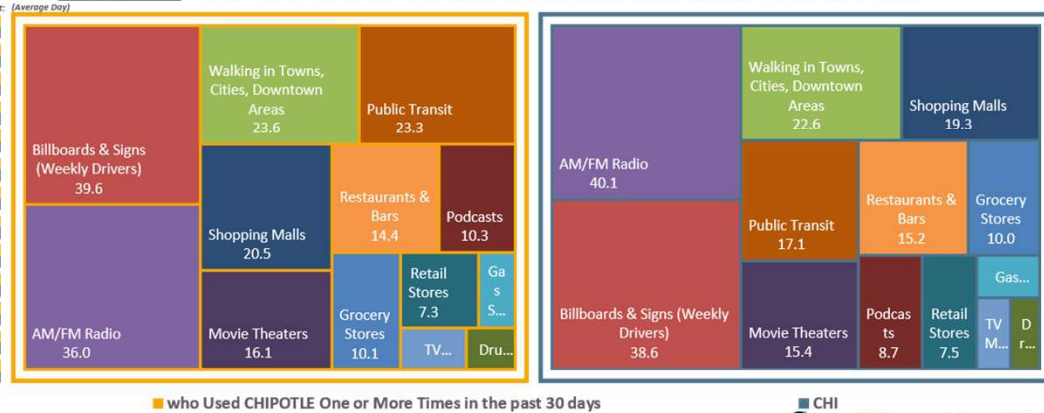
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



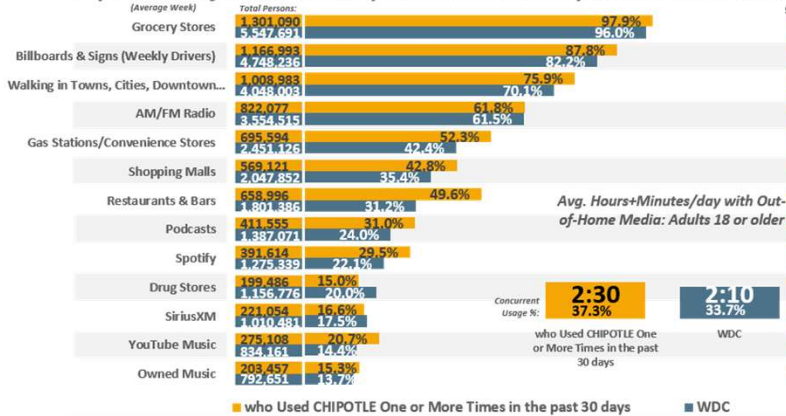
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



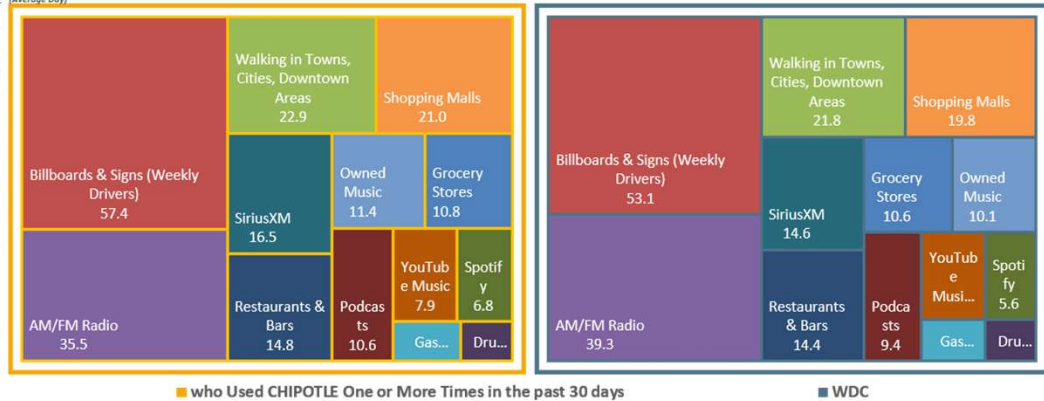


1,166,993 or 87.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes

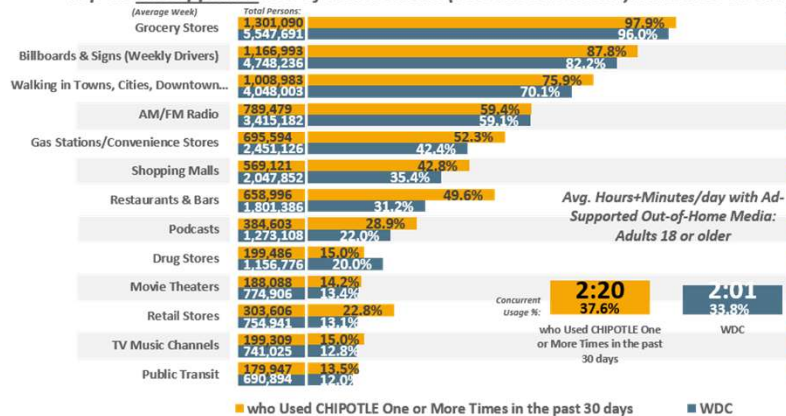
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



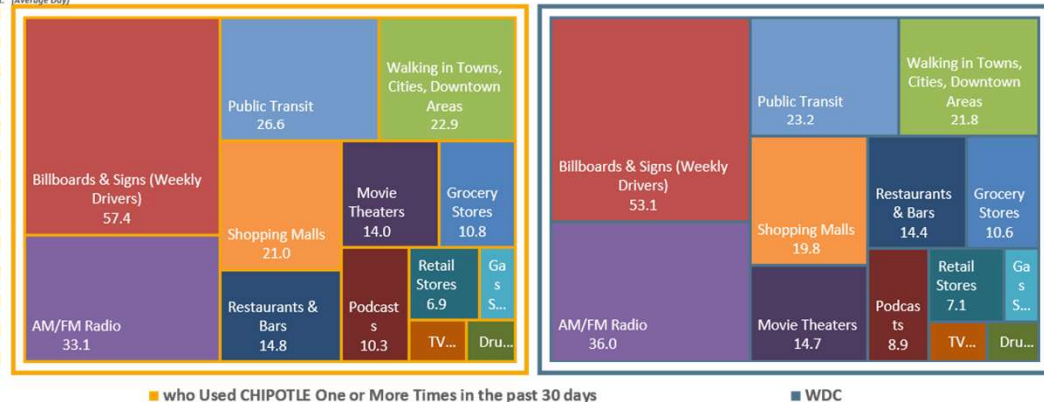
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



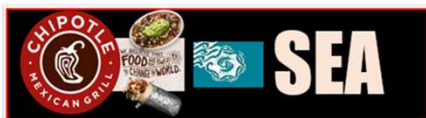
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277
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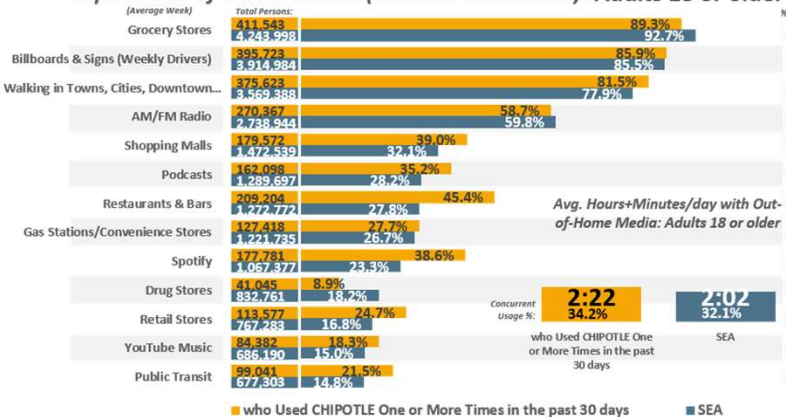
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

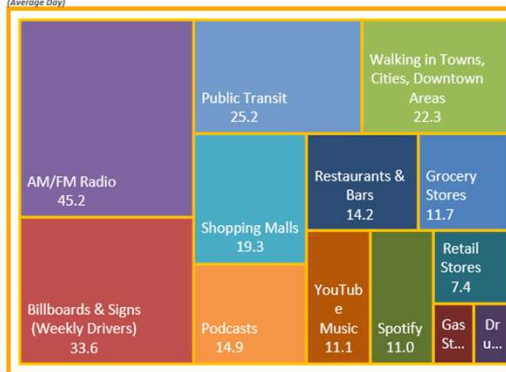


395,723 or 85.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 33.6 minutes per day driving, seeing Billboards and Signs. 55.8% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/d

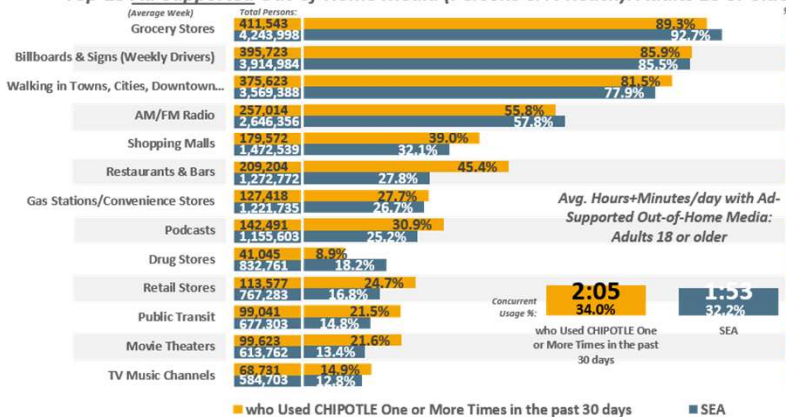
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



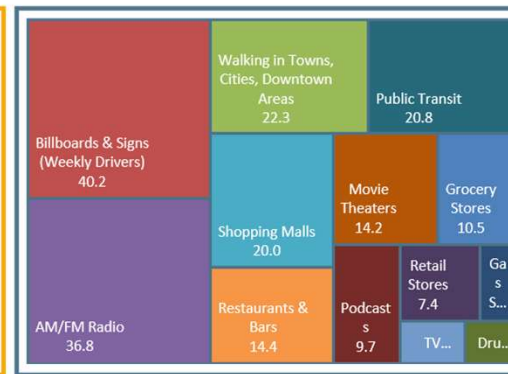
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



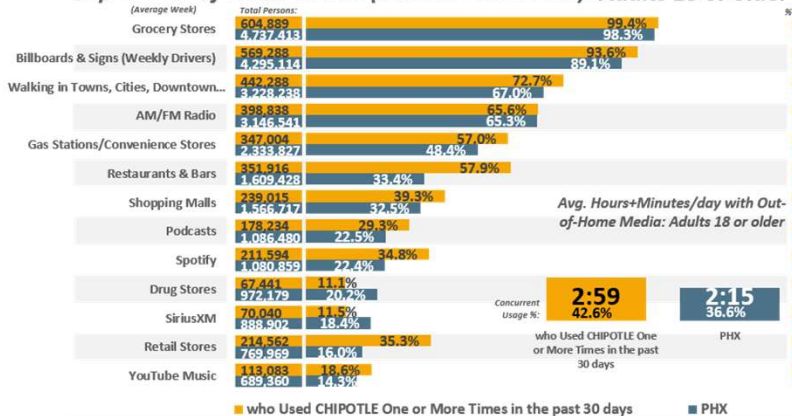
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



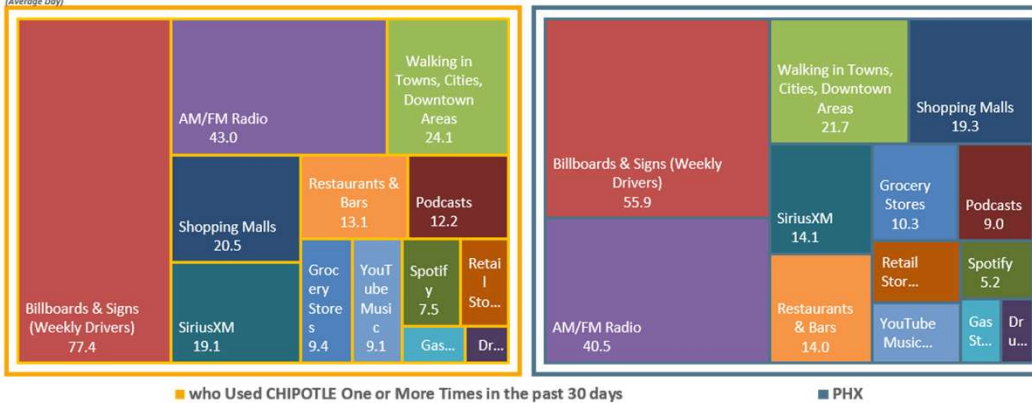


569,288 or 93.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 77.4 minutes per day driving, seeing Billboards and Signs. 63.7% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/d

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



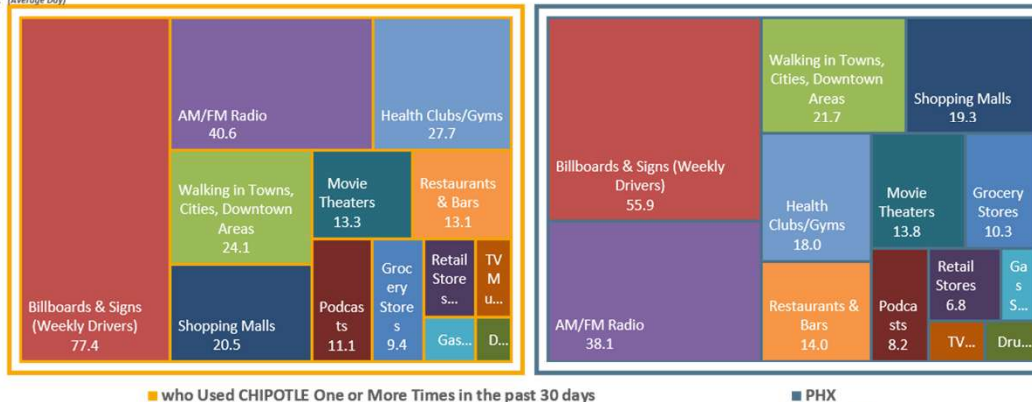
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



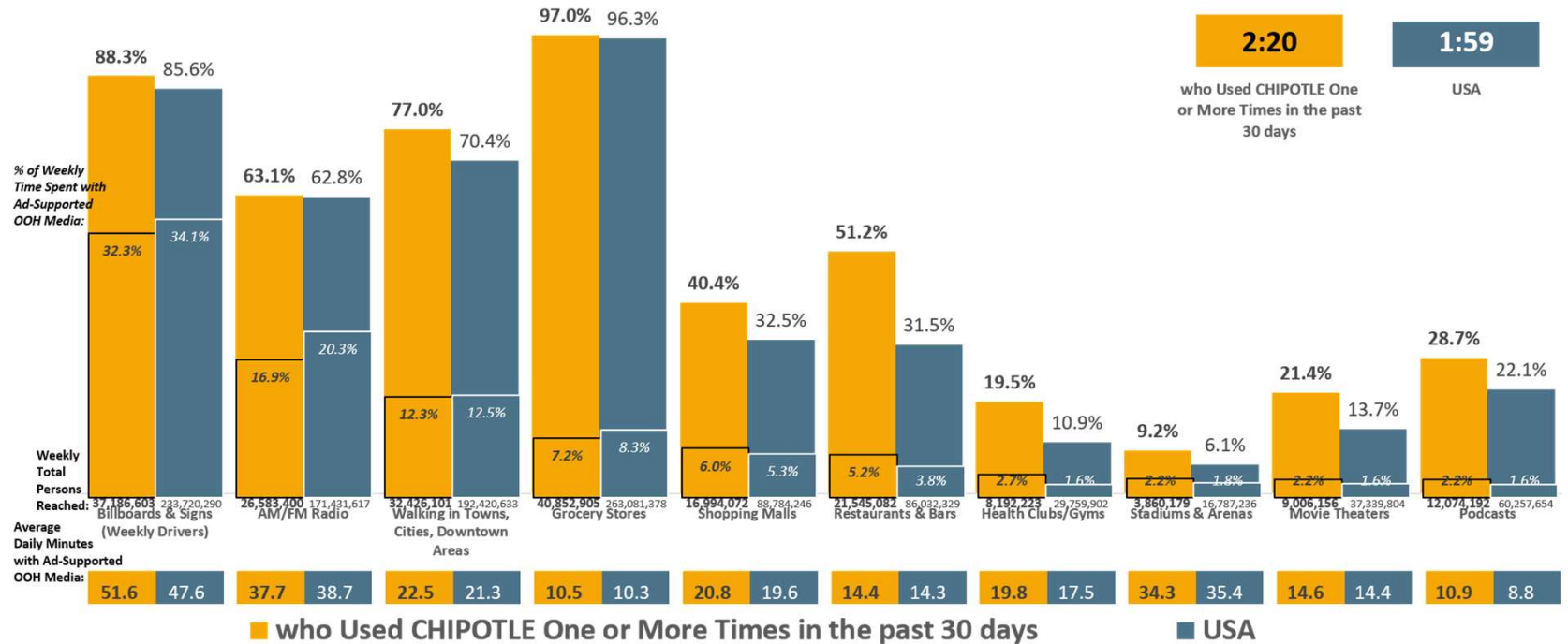


37,186,603 or 88.3% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Quick service restaurants used past 30 days: Chipotle

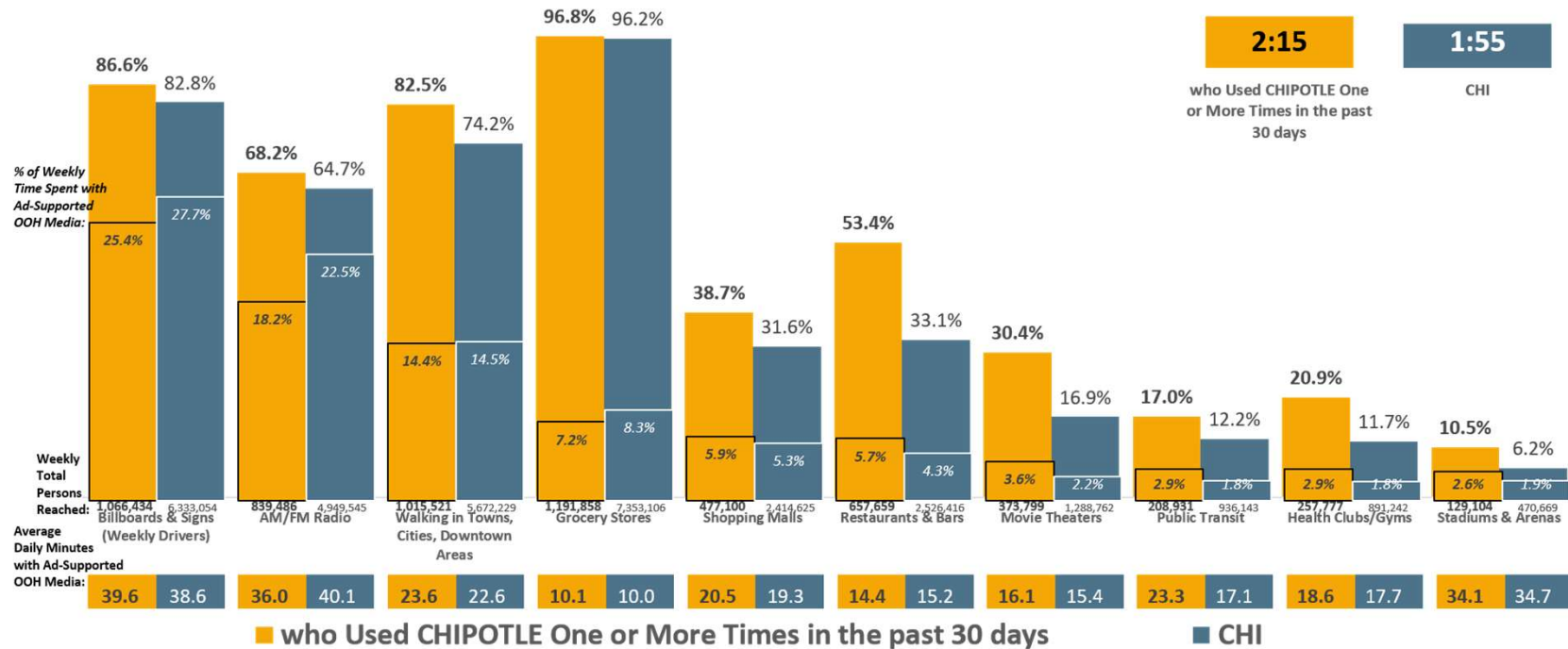


1,066,434 or 86.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 39.6 minutes per day driving, seeing Billboards and Signs representing 25.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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Quick service restaurants used past 30 days: Chipotle

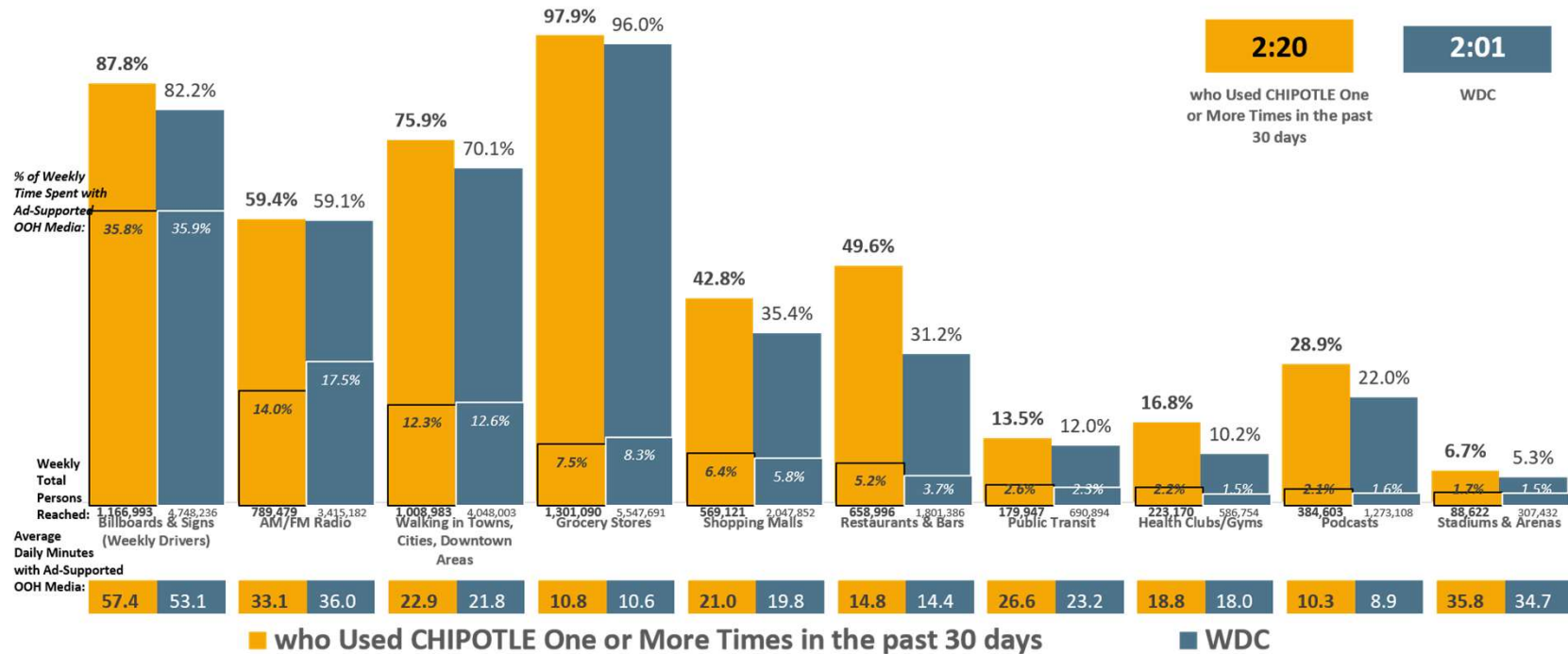


1,166,993 or 87.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

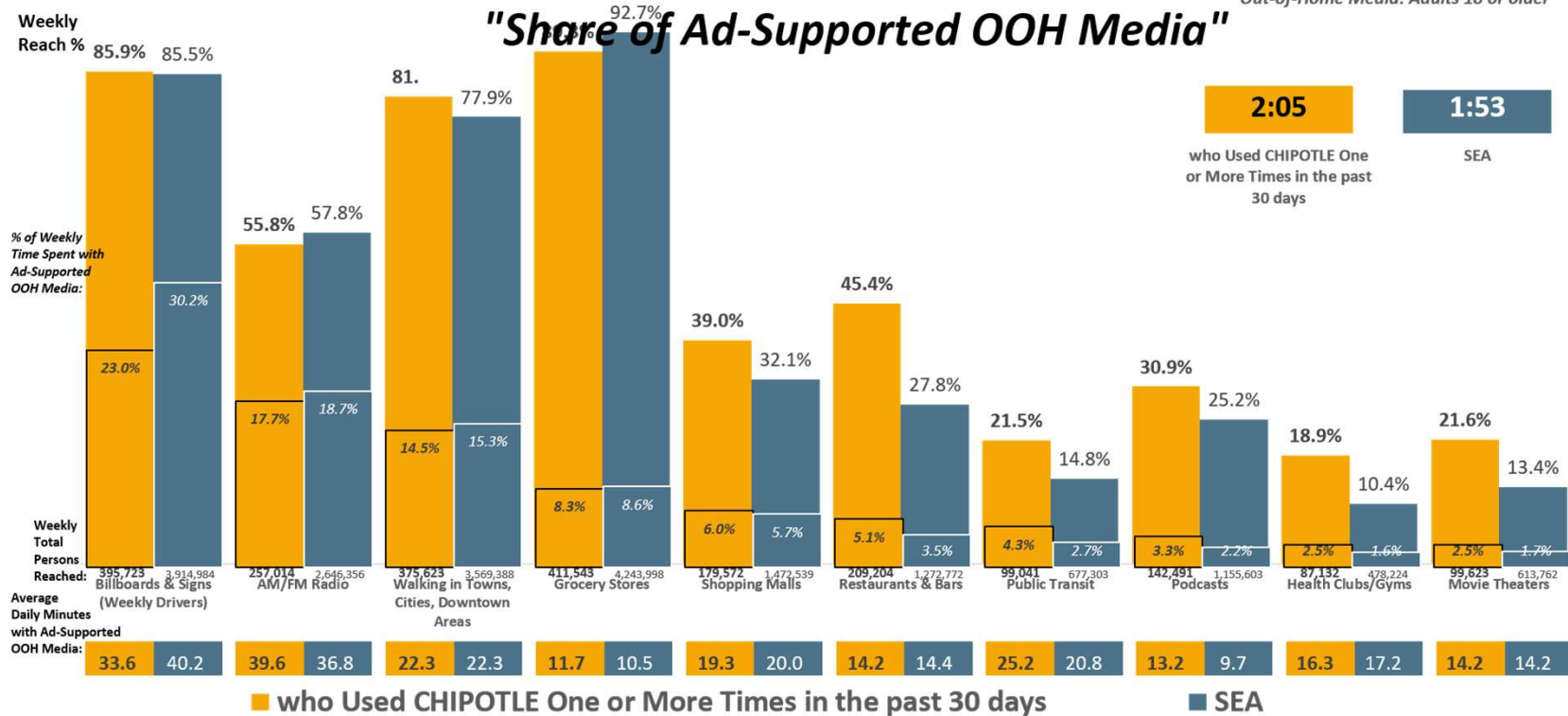
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle



395,723 or 85.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 33.6 minutes per day driving, seeing Billboards and Signs representing 23.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 414 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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Quick service restaurants used past 30 days: Chipotle

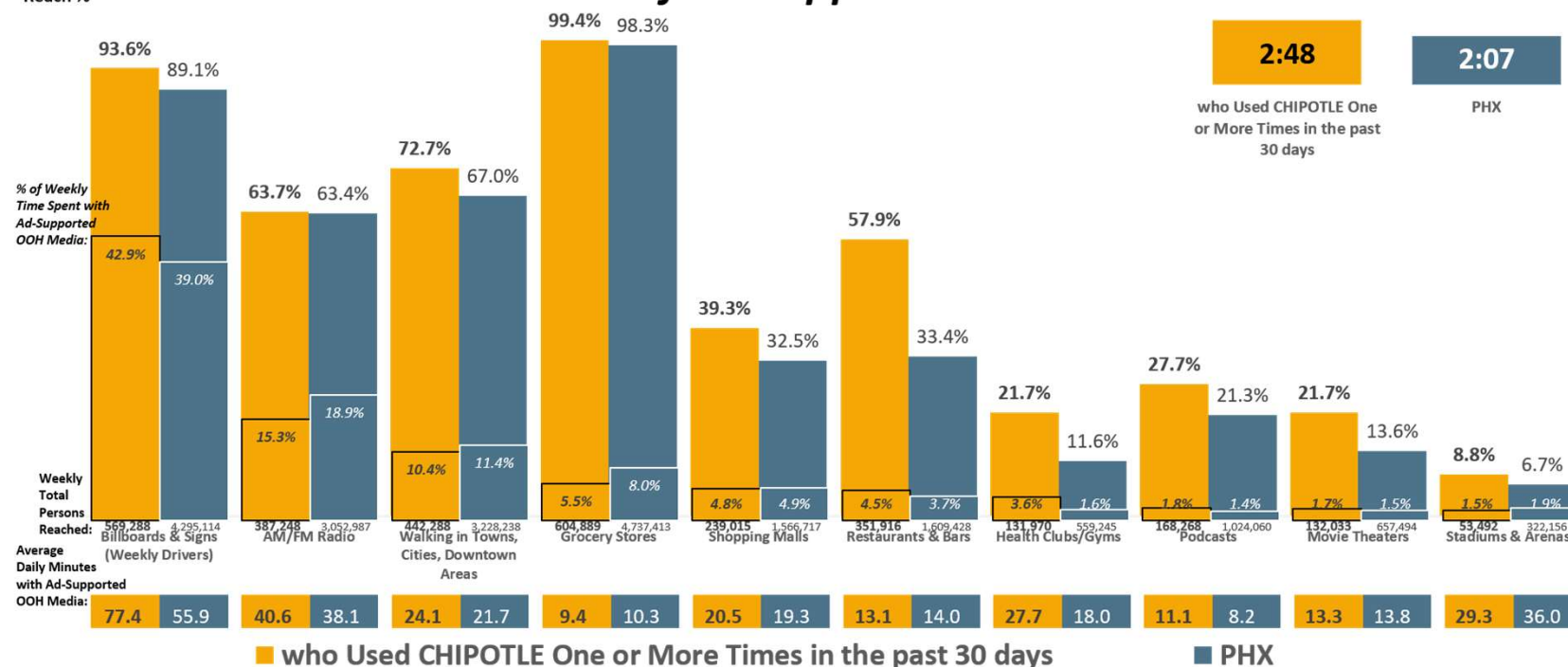


569,288 or 93.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 77.4 minutes per day driving, seeing Billboards and Signs representing 42.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 315
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

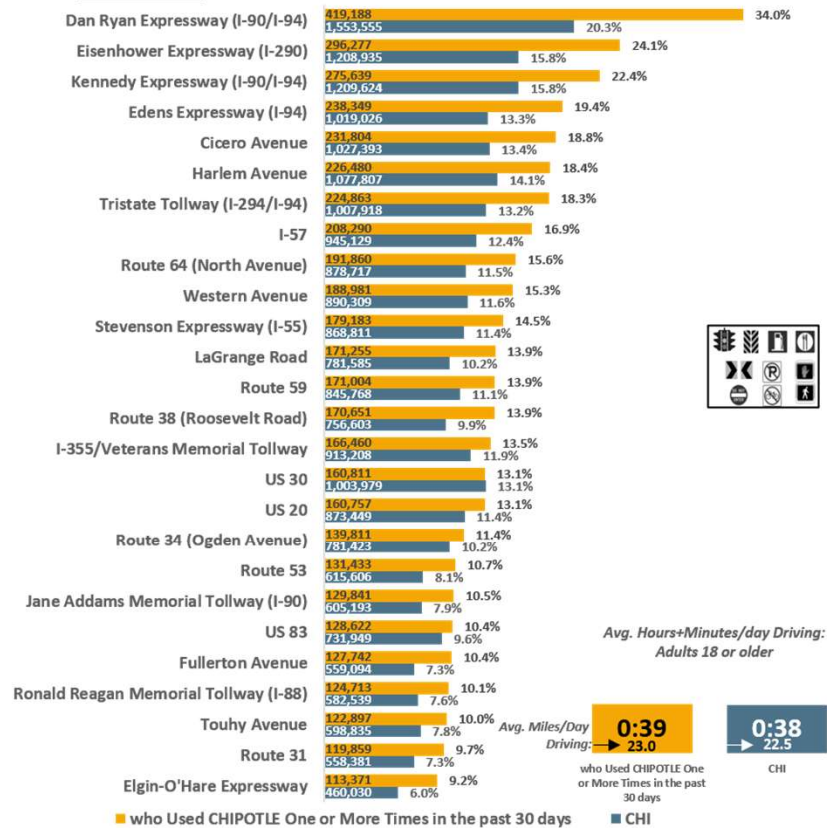
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

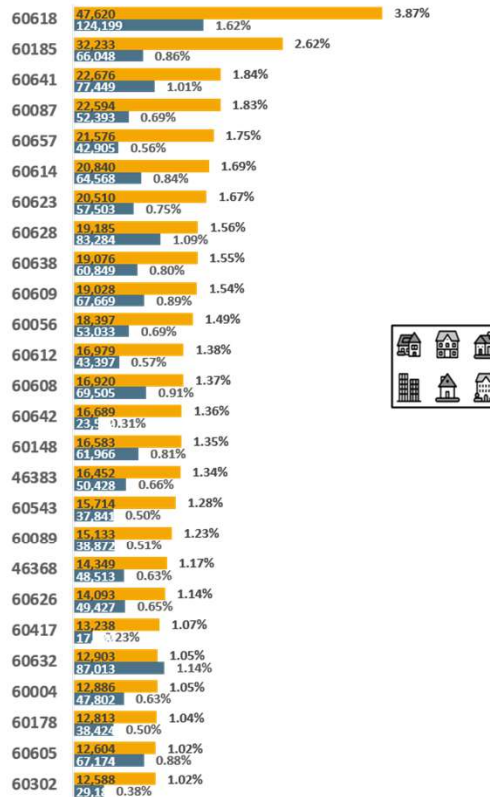


1,066,434 or 86.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 39.6 minutes per day driving an average of 23. miles each day and are 67.5% more likely to use Dan Ryan Expressway (I-90/I-94) than the Me

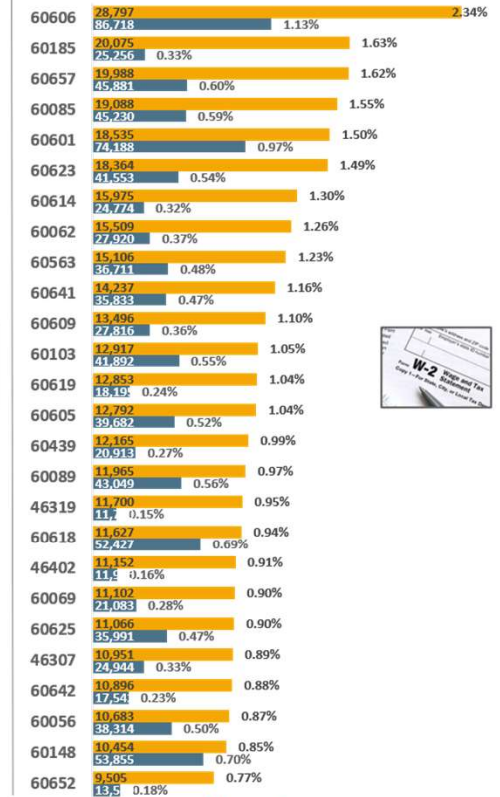
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



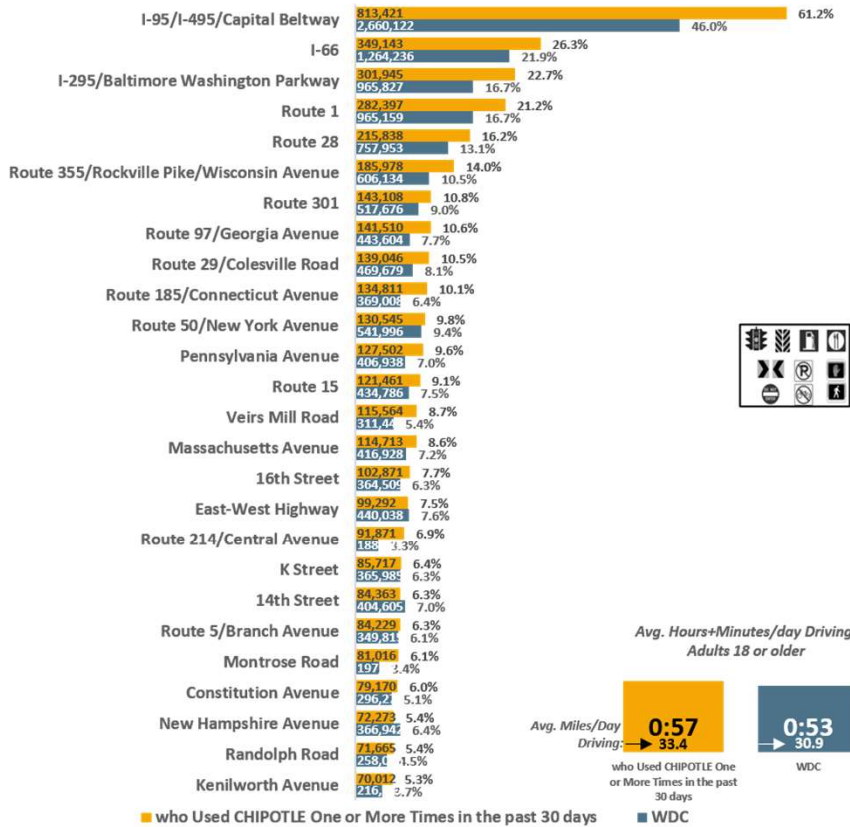
Top-26 Employment Zip Codes: Adults 18 or older





1,166,993 or 87.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 112.2% more likely to use Route 214/Central Avenue than the Metro a

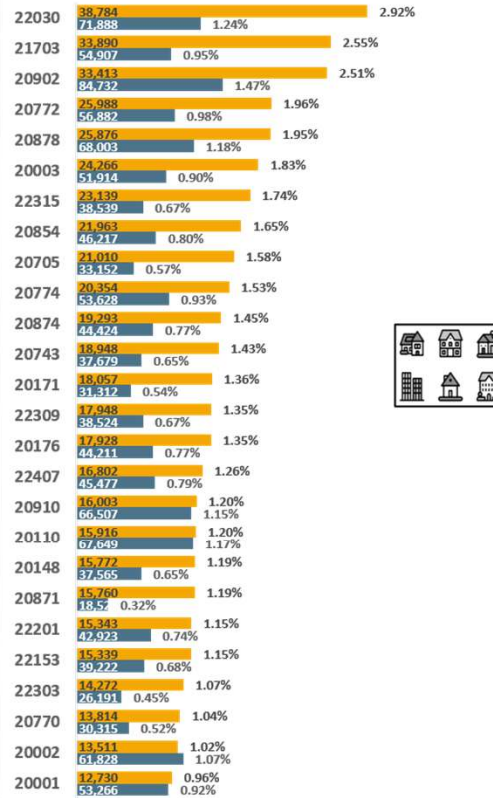
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



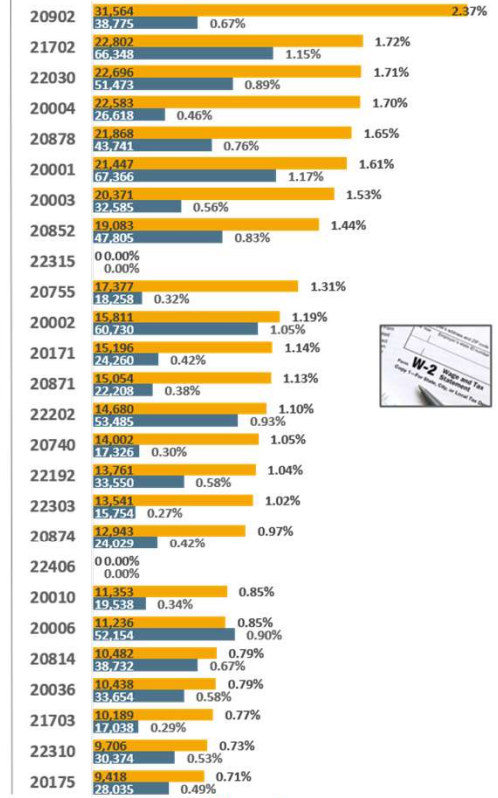
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

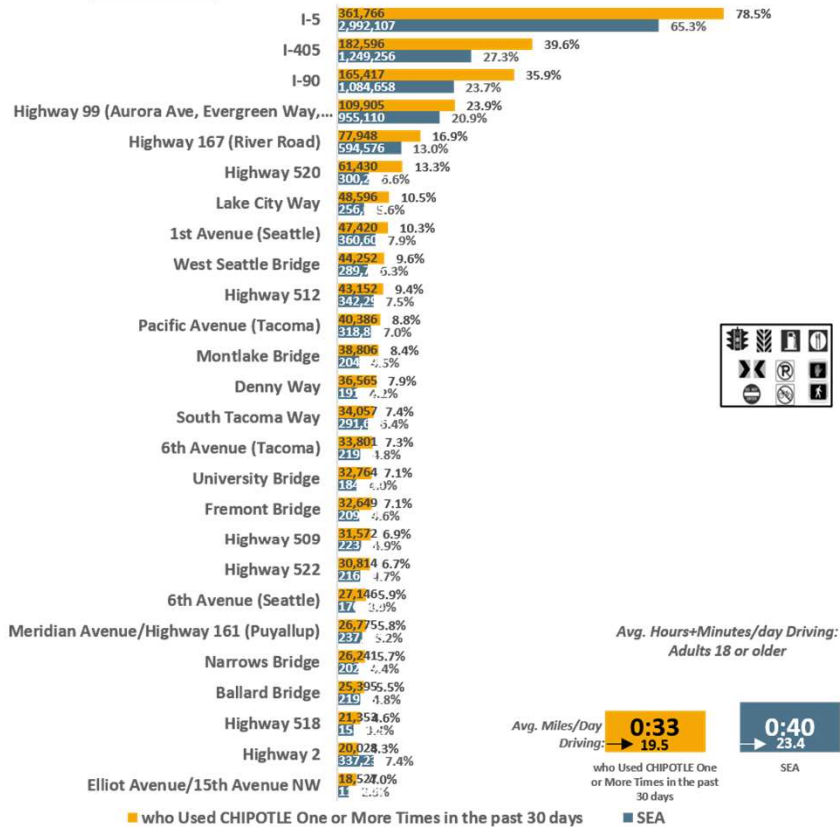


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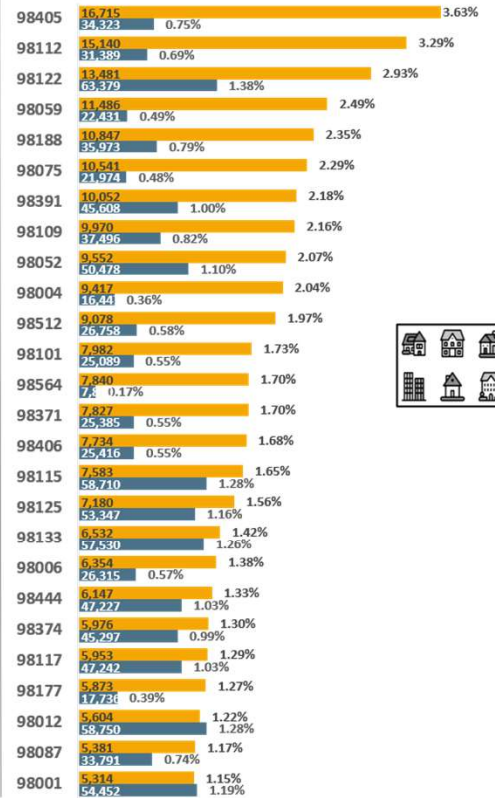


395,723 or 85.9% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 33.6 minutes per day driving an average of 19.5 miles each day and are 103.4% more likely to use Highway 520 than the Metro average.

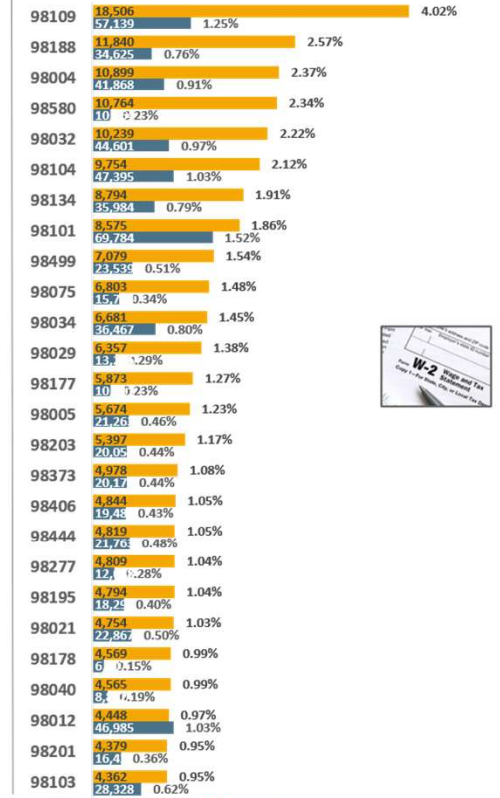
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



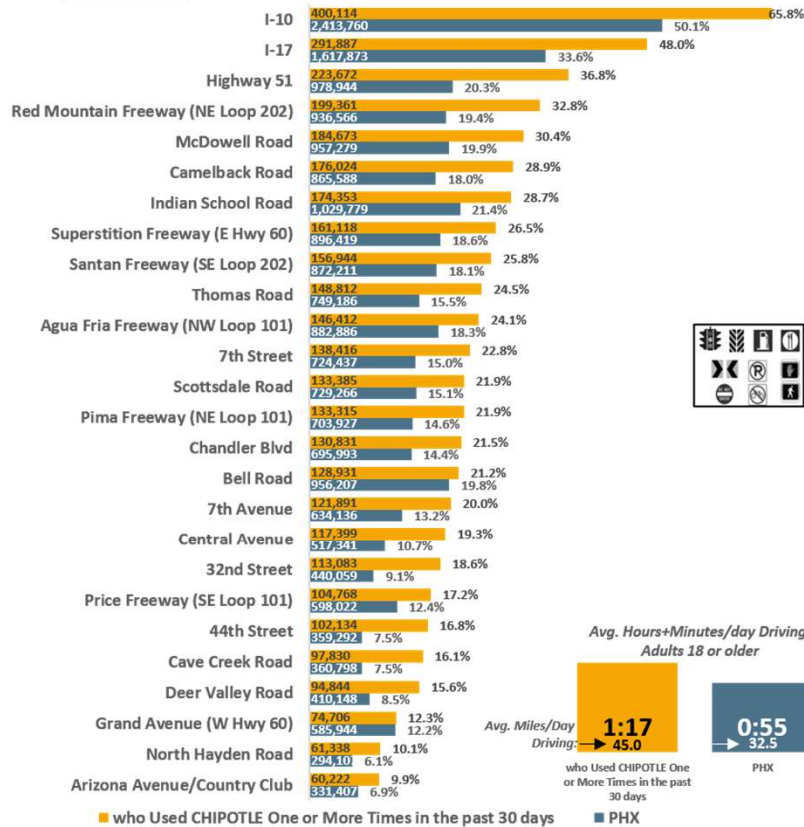
Top-26 Employment Zip Codes: Adults 18 or older



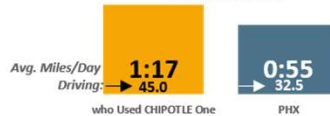


569,288 or 93.6% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days spend an average of 77.4 minutes per day driving an average of 45. miles each day and are 103.5% more likely to use 32nd Street than the Metro average.

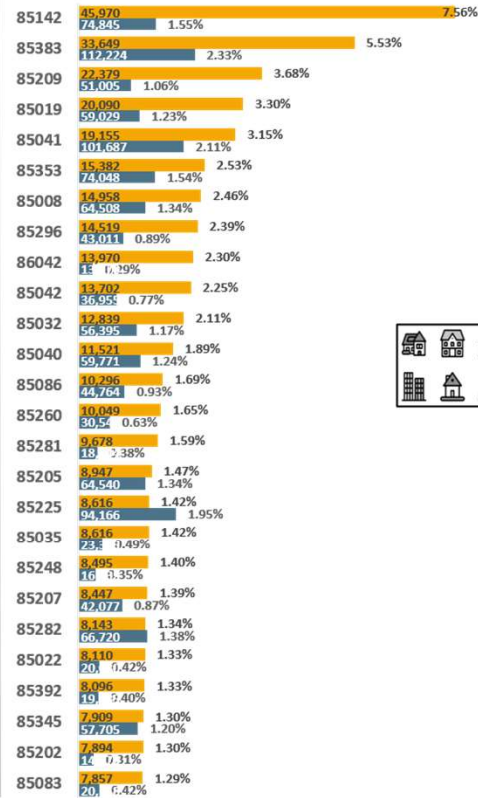
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



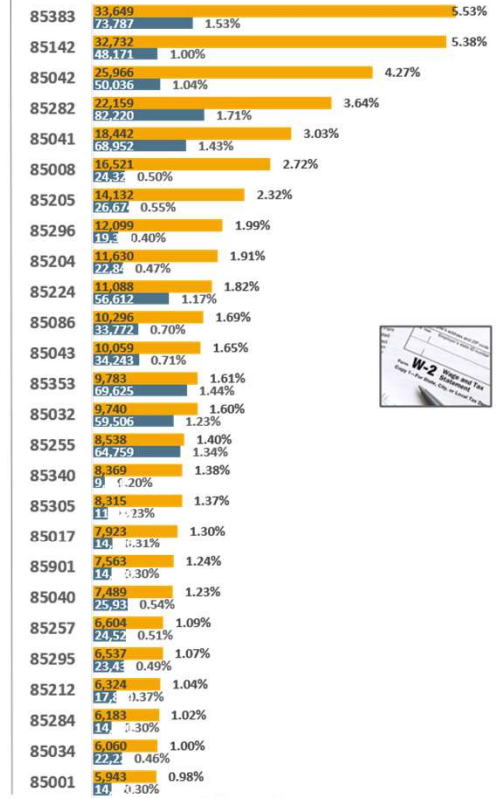
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

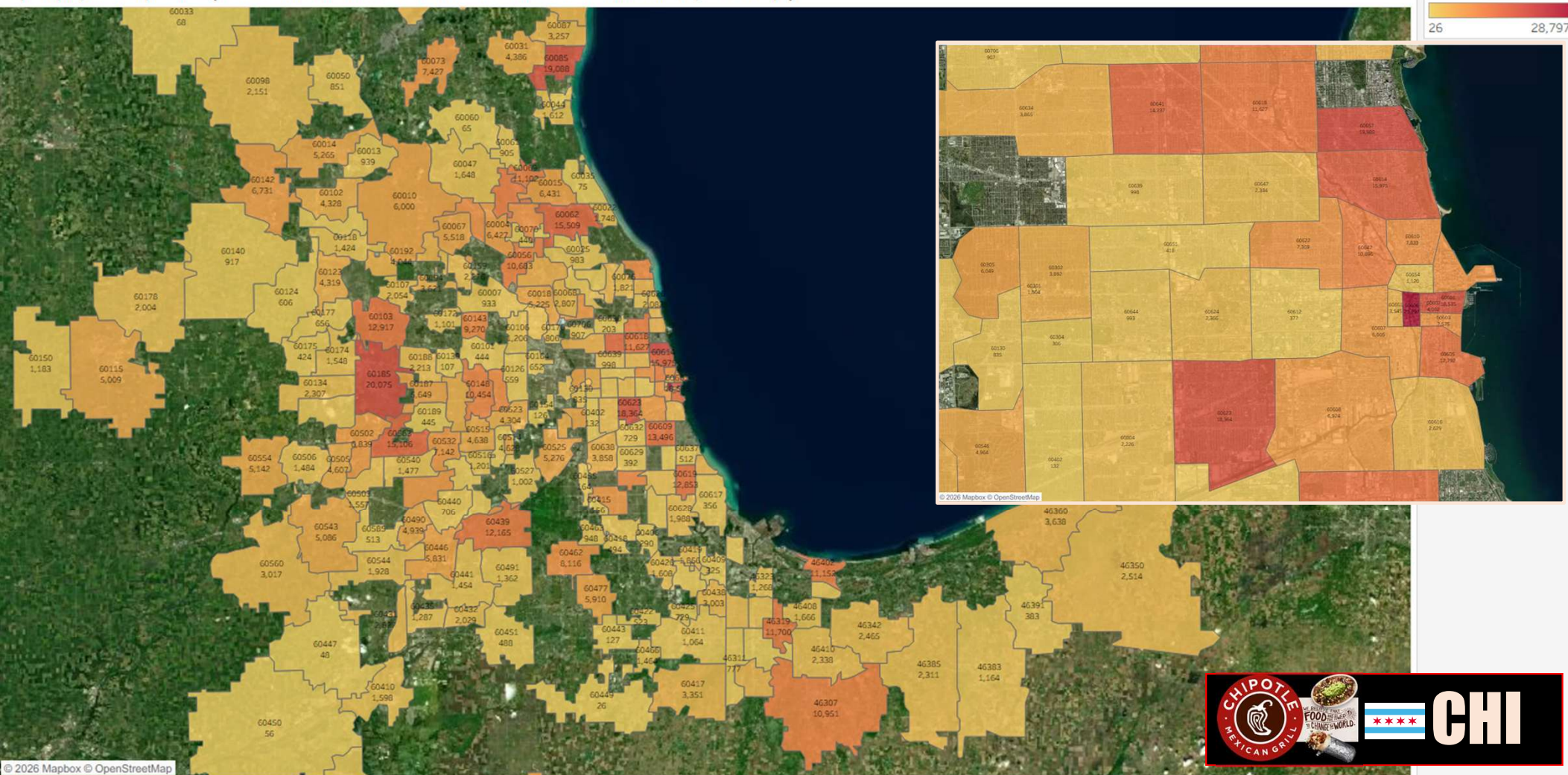


Top-26 Employment Zip Codes: Adults 18 or older



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

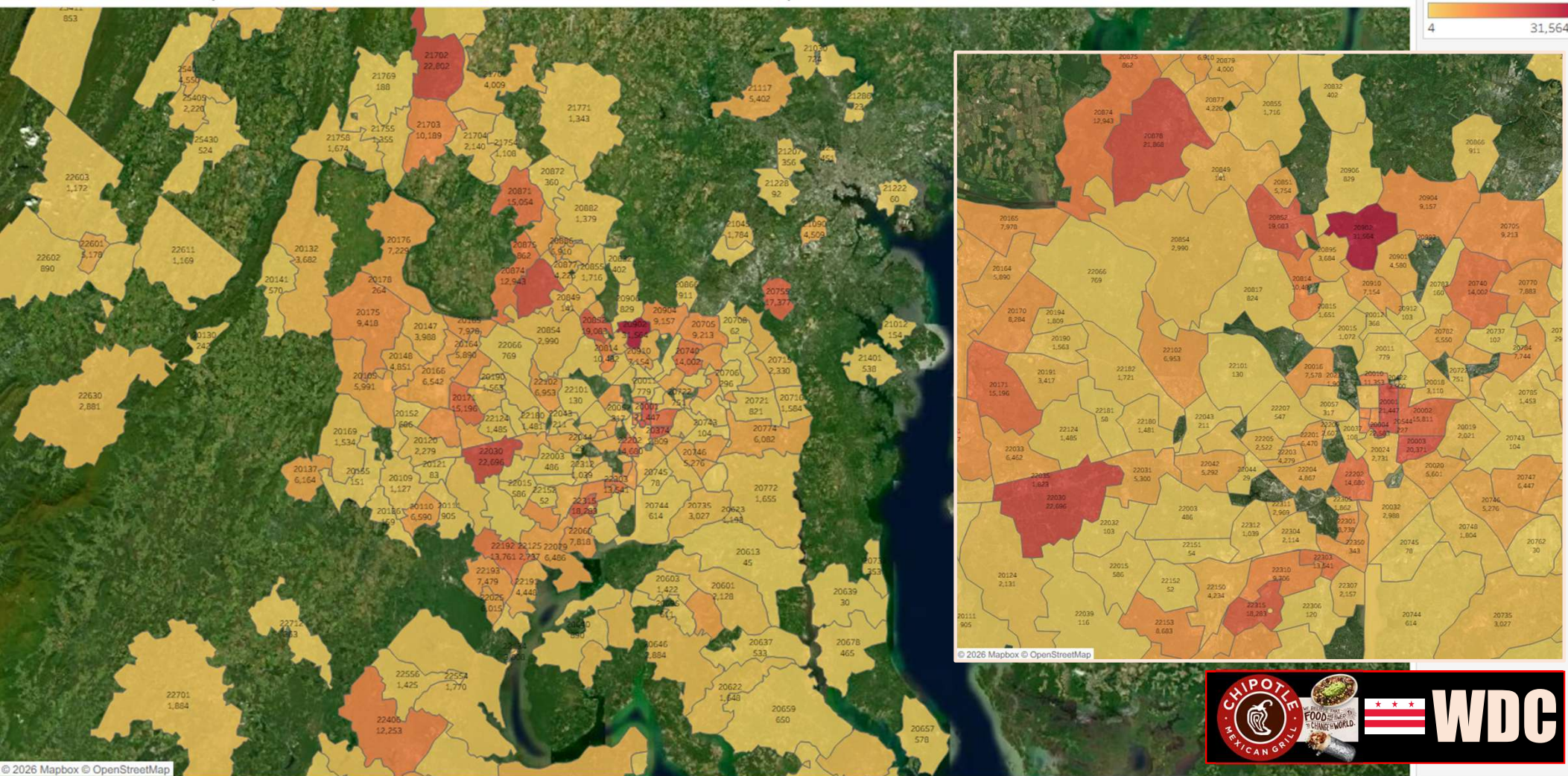


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 691
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Quick service restaurants used past 30 days: Chipotle

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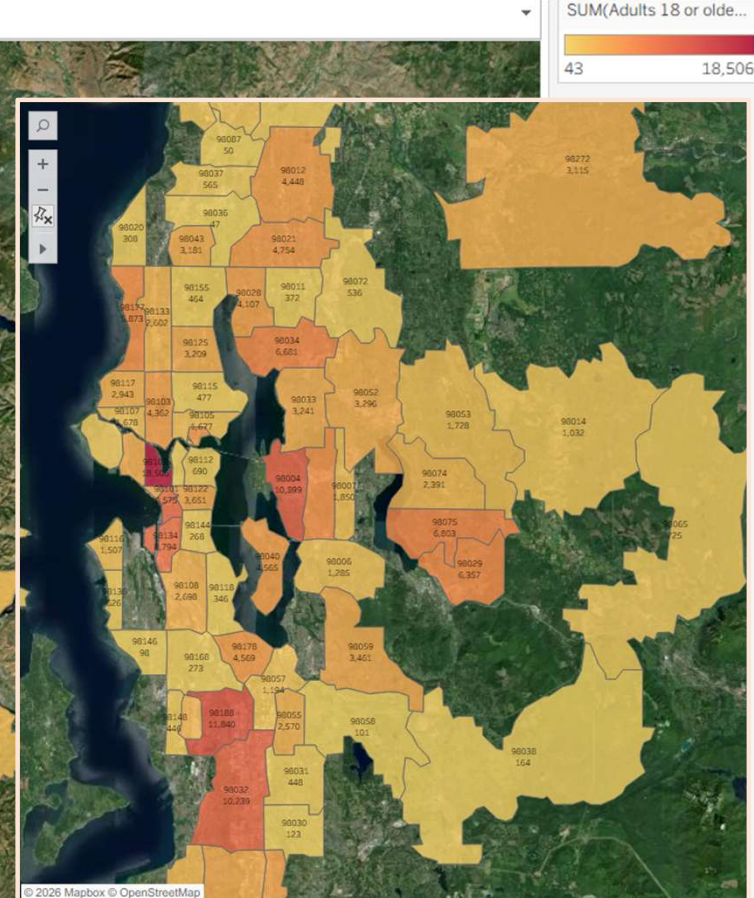
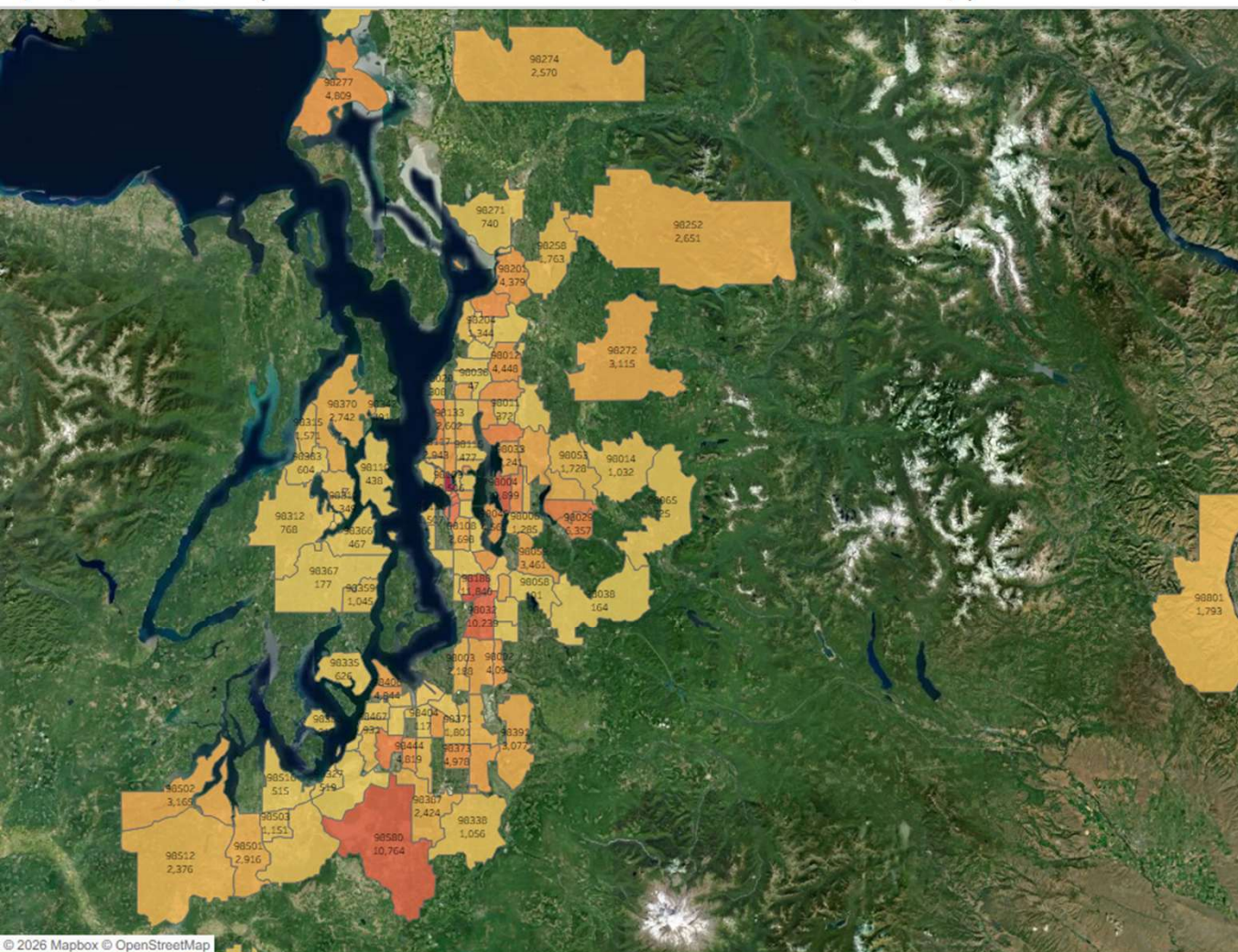
Top Employment Zip Codes: (Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days)



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,277
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Quick service restaurants used past 30 days: Chipotle

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



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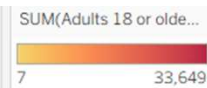
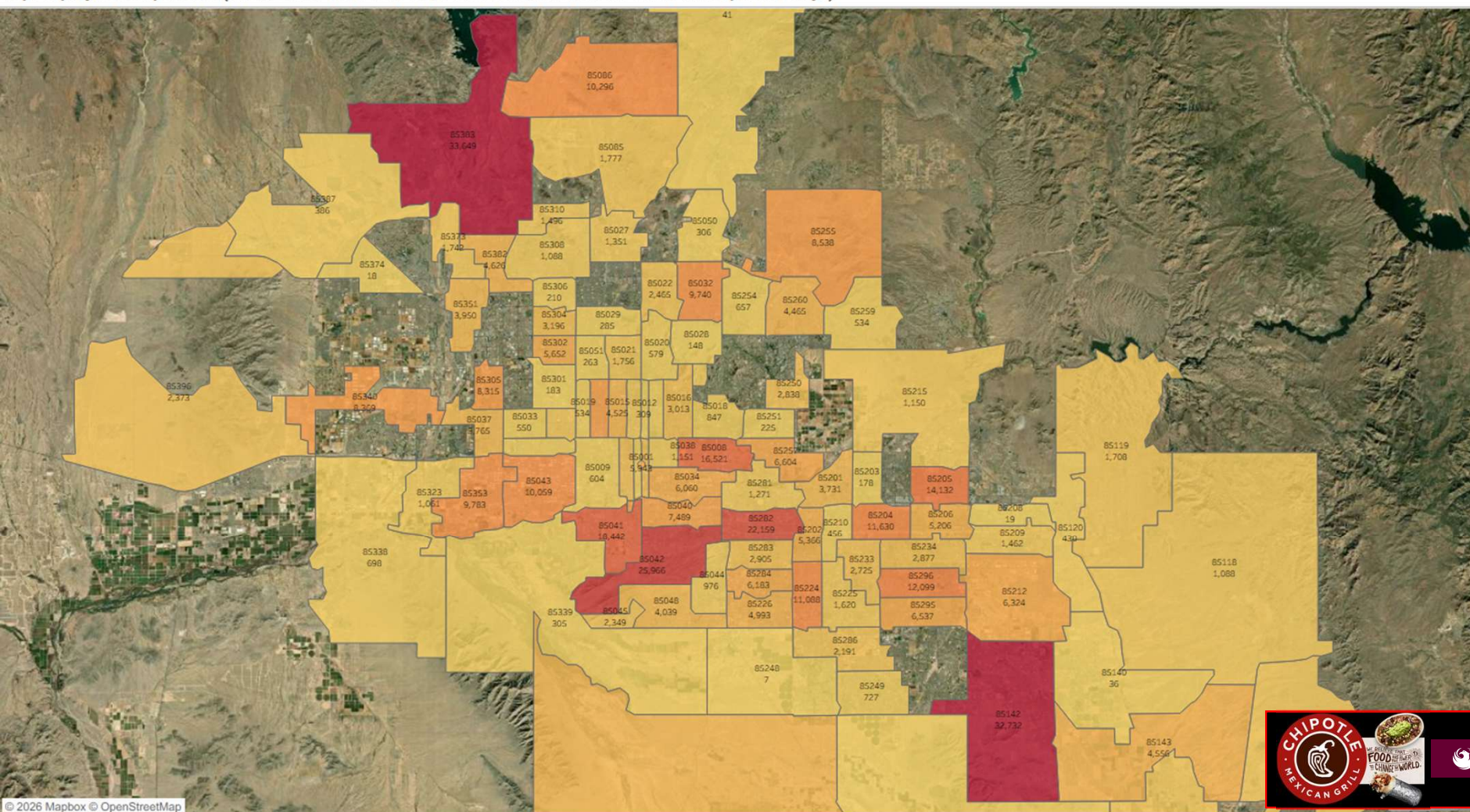
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 414

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Quick service restaurants used past 30 days: Chipotle

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



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 315

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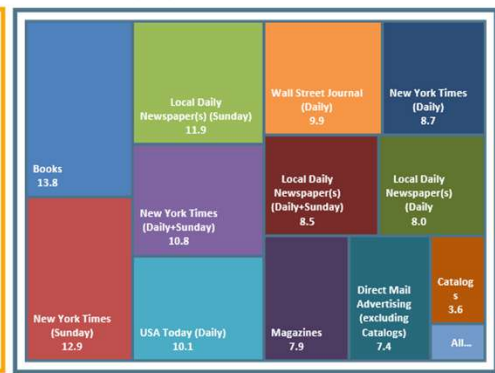
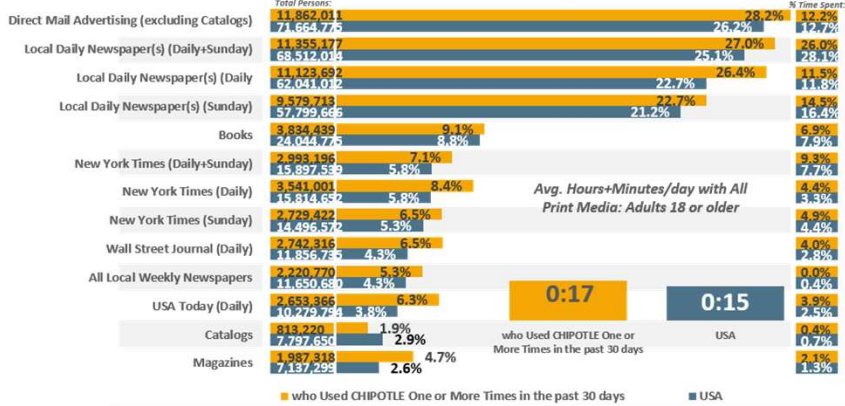
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

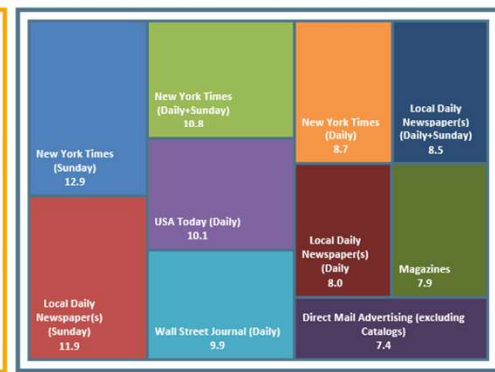
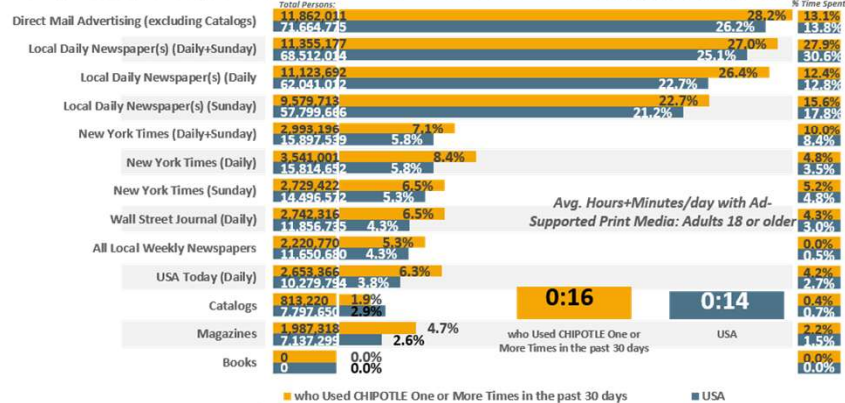


11,355,177 or 27.% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 27.9% of all time spent daily with All forms of Print Media

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 3,915
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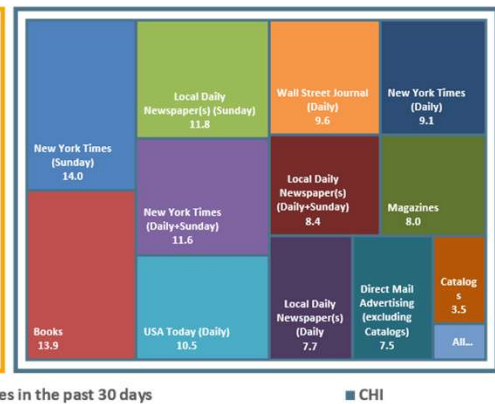
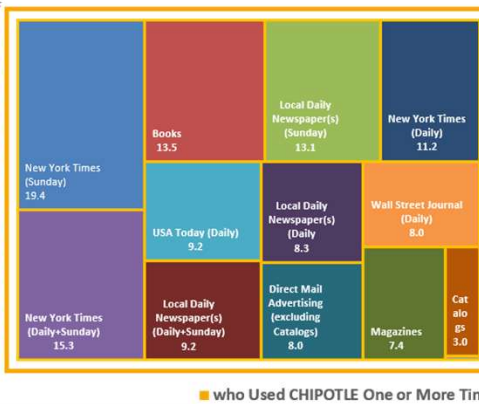
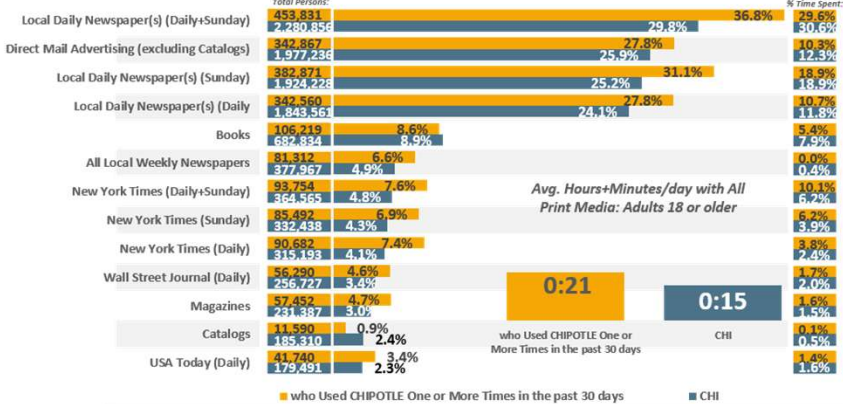
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Quick service restaurants used past 30 days: Chipotle

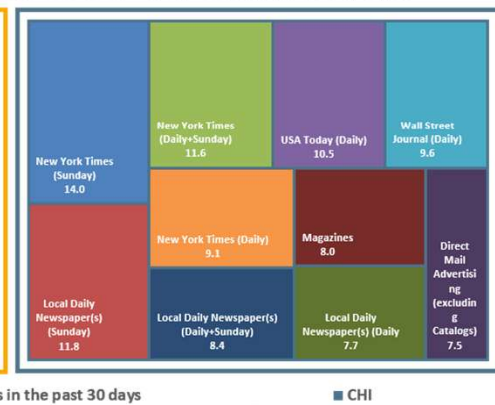
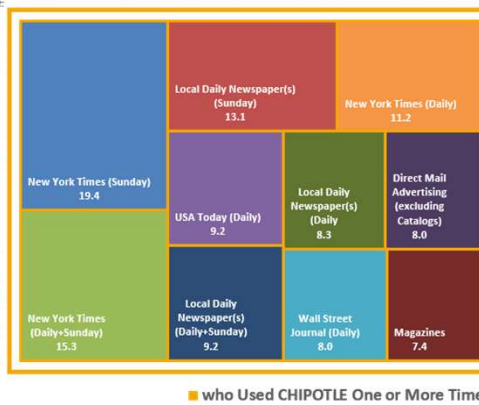
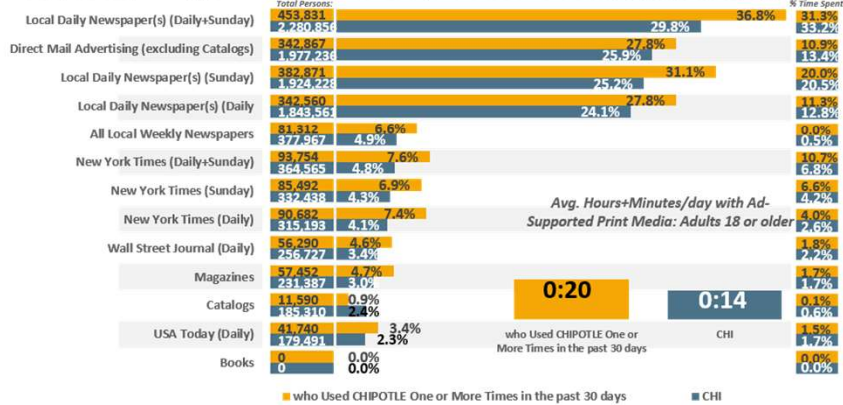


453,831 or 36.8% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



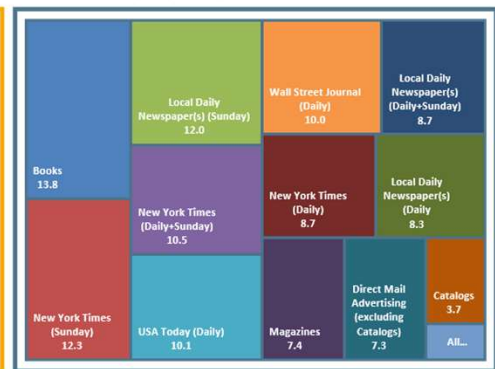
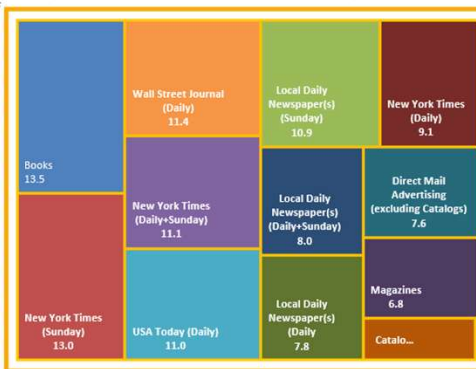
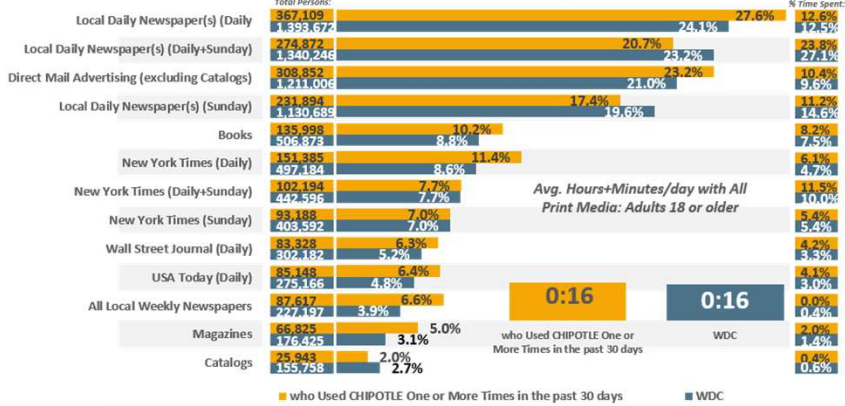
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



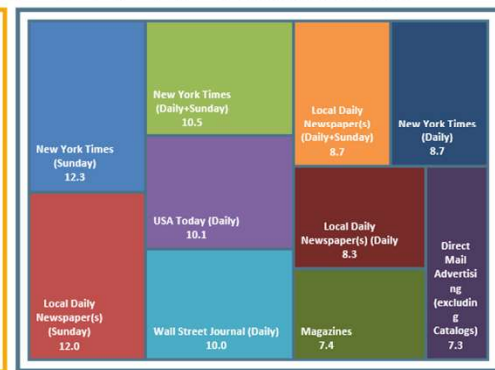
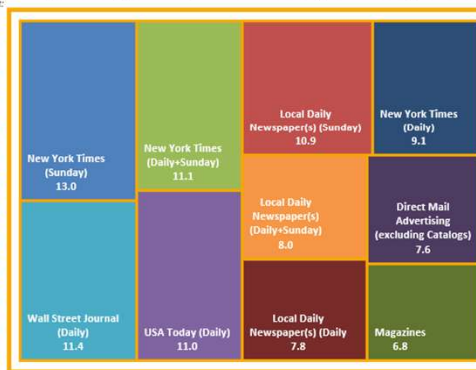
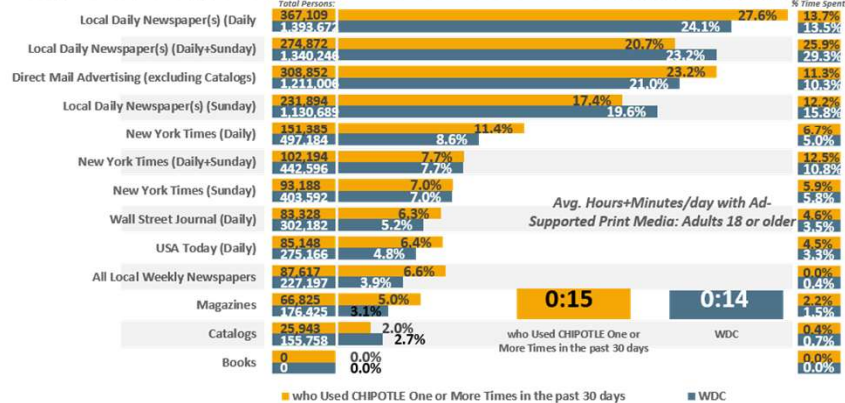


274,872 or 20.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 25.9% of all time spent daily with All forms of Print Media.

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



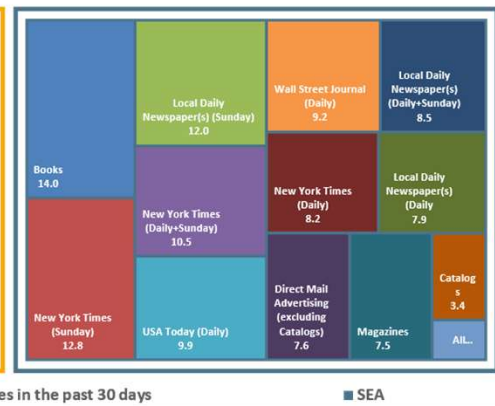
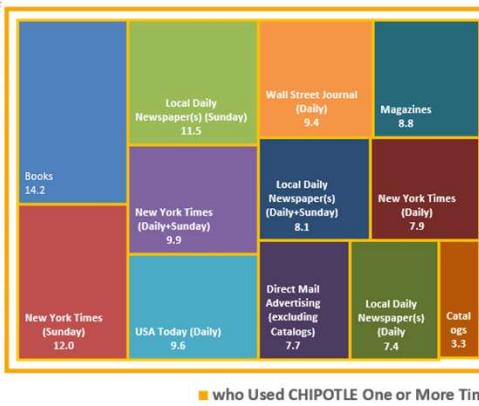
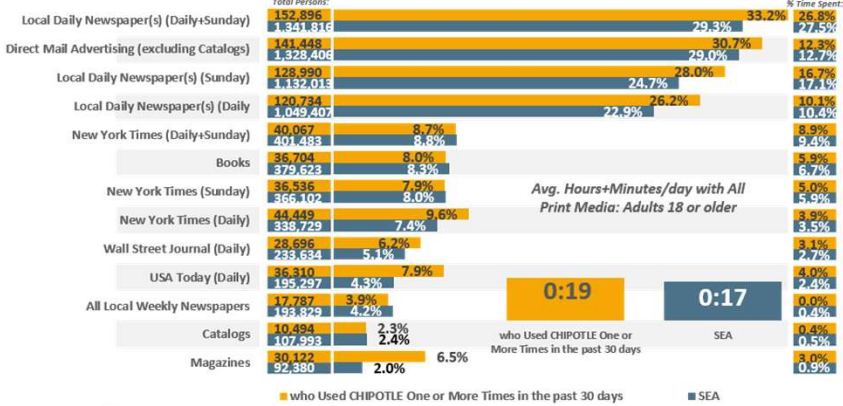
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



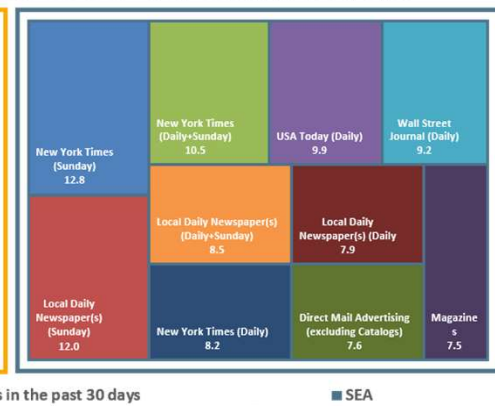
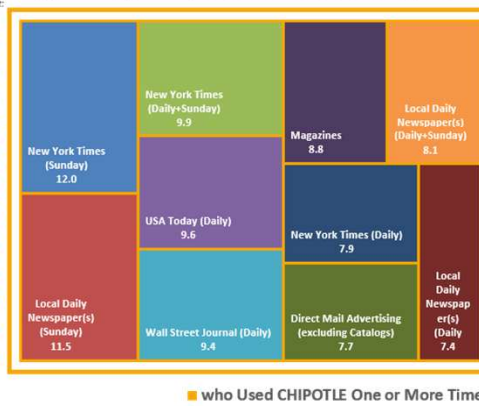
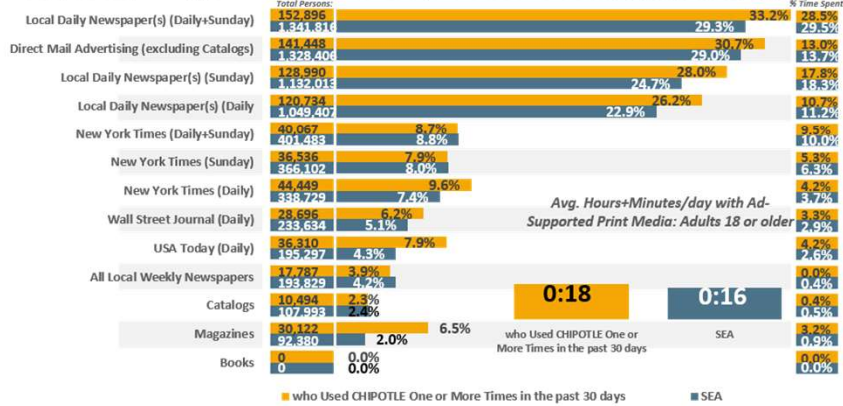


152,896 or 33.2% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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



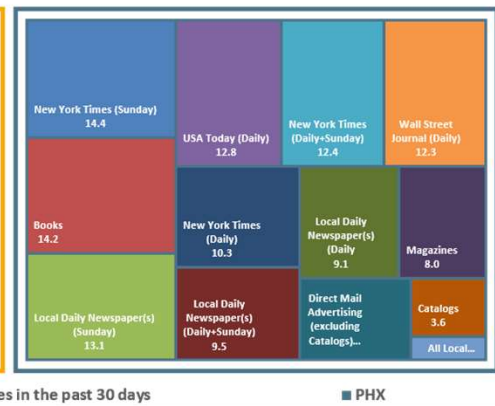
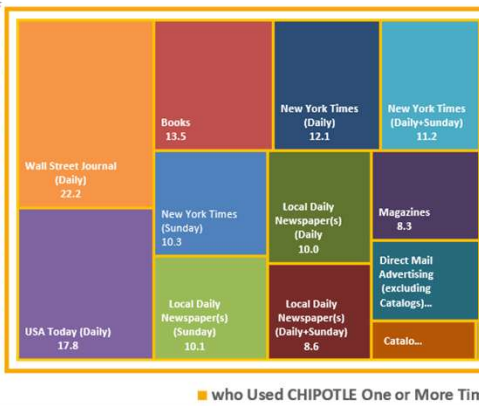
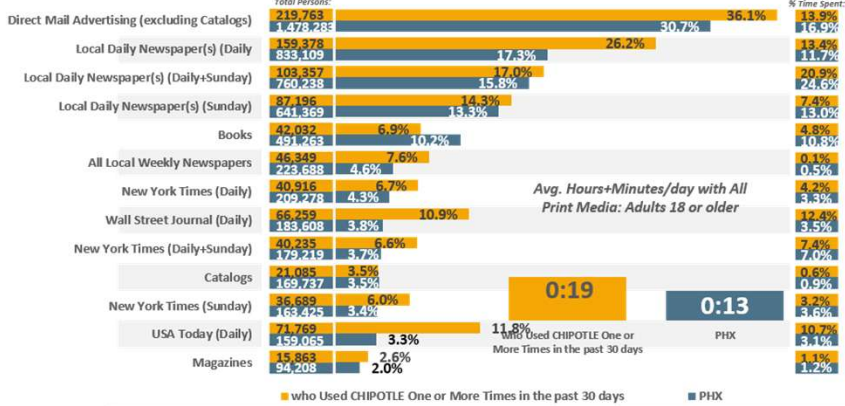
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



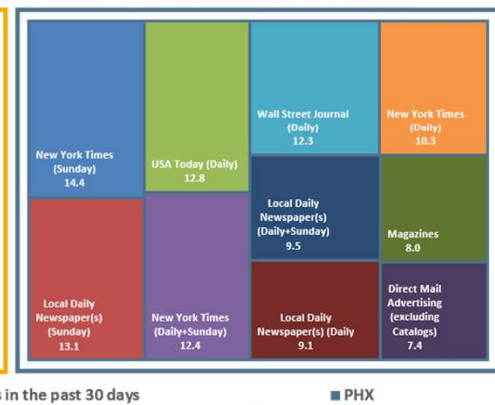
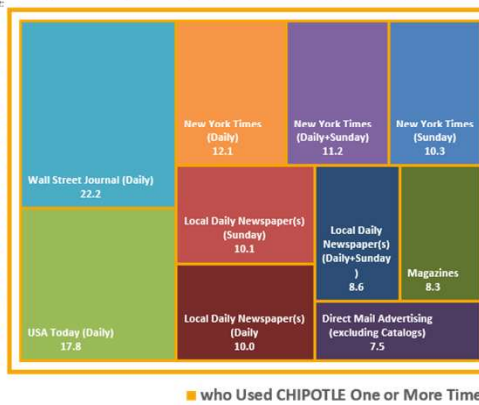
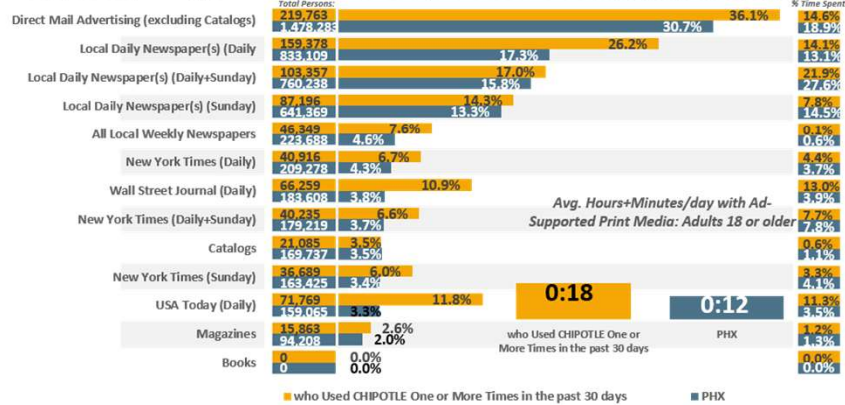


103,357 or 17.7% of Adults 18 or older who Used CHIPOTLE One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 21.9% of all time spent daily with All forms of Print Media.

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



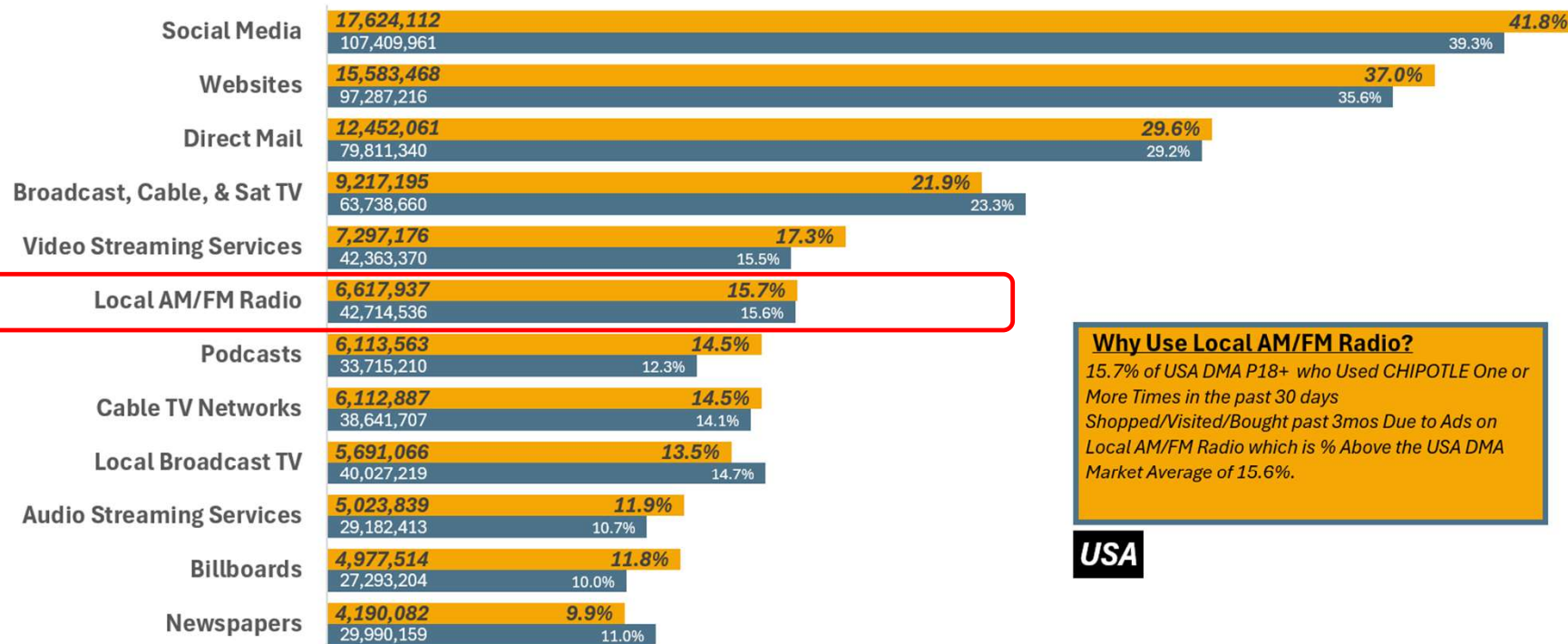
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.7% of USA DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 15.6%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3915
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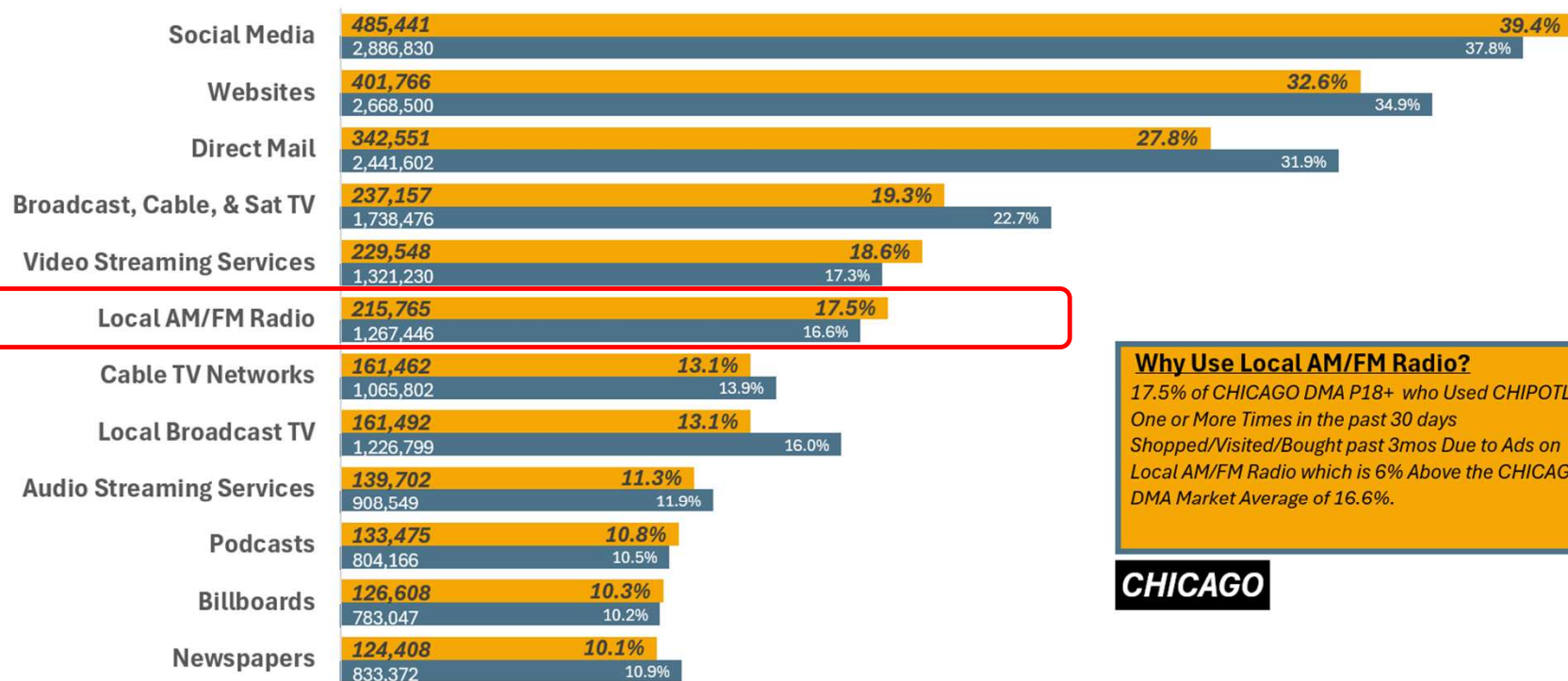
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Quick service restaurants used past 30 days: Chipotle



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.5% of CHICAGO DMA P18+ who Used CHIPOTLE 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% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who Used CHIPOTLE 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 R1 2026: Feb25-Feb26 Qual Intab: 691
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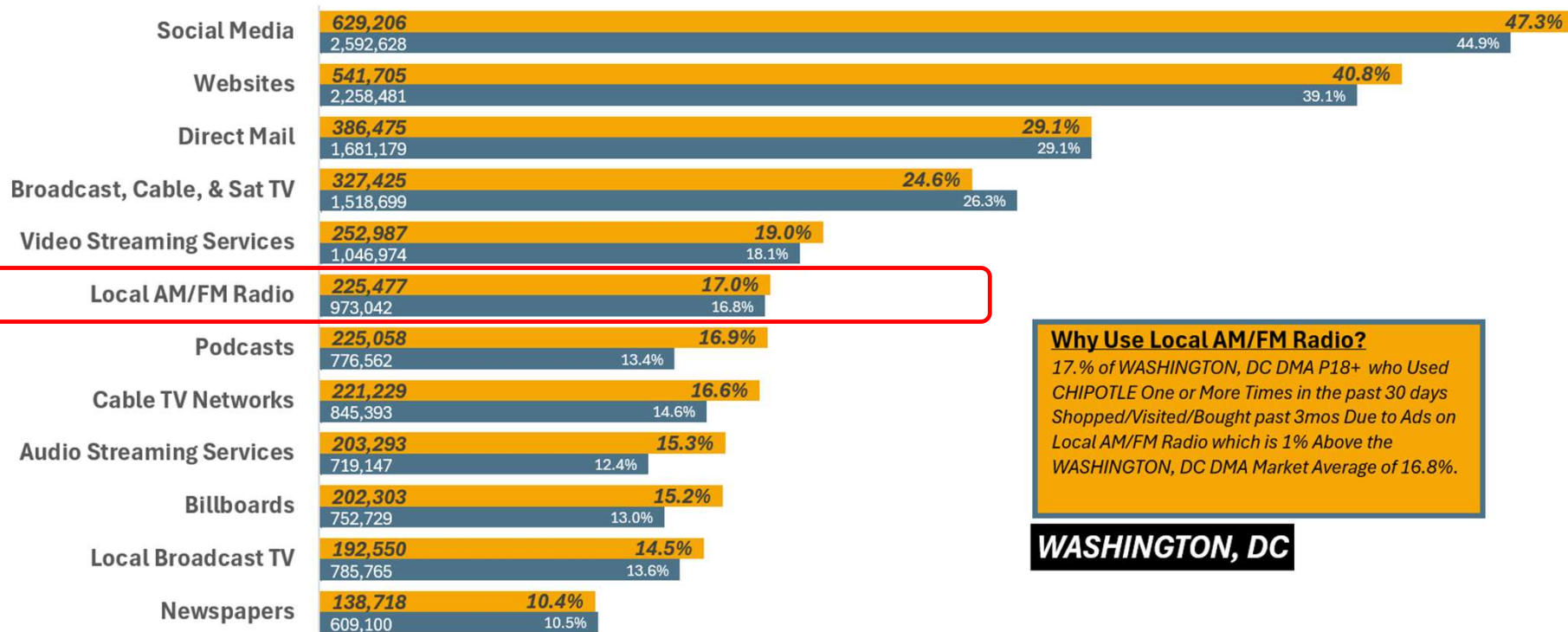
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Quick service restaurants used past 30 days: Chipotle



"Advertising Actions"

**P18+ who Used CHIPOTLE 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. % of WASHINGTON, DC DMA P18+ who Used CHIPOTLE 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% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who Used CHIPOTLE 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 R1 2026: Mar25-Mar26 Qual Intab: 1277
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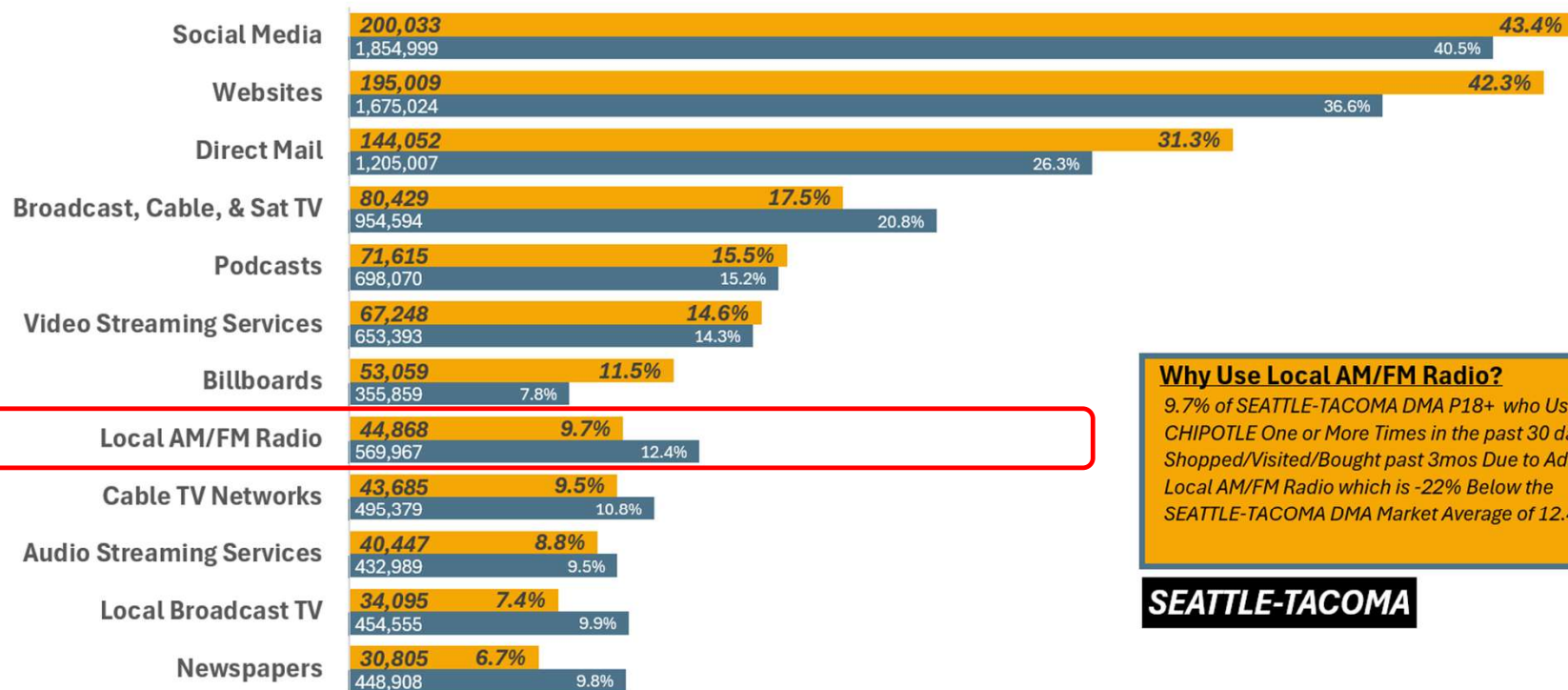
soefa.ai Share of Everything for Anything ®

Quick service restaurants used past 30 days: Chipotle



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.7% of SEATTLE-TACOMA DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

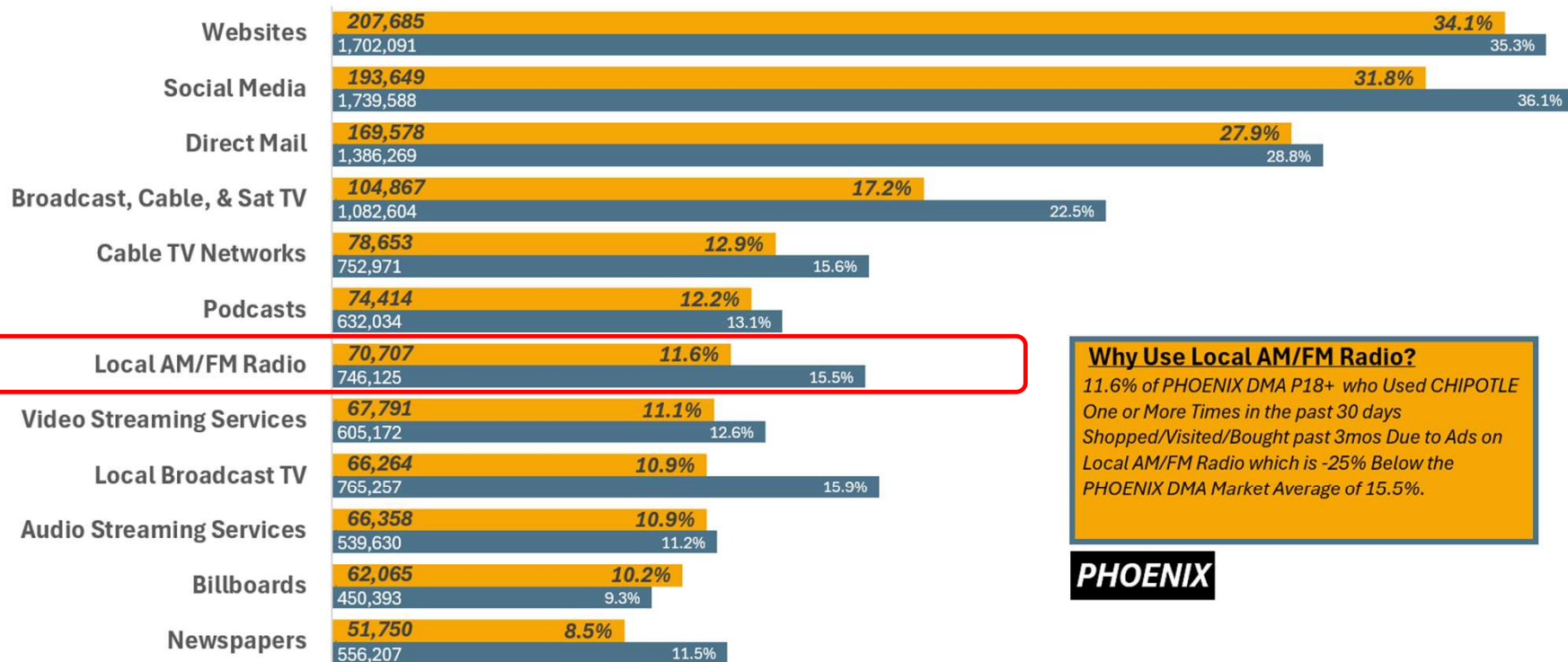
■ P18+ who Used CHIPOTLE One or More Times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.6% of PHOENIX DMA P18+ who Used CHIPOTLE One or More Times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who Used CHIPOTLE 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 R1 2026: Feb25-Feb26 Qual Intab: 315
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Quick service restaurants used past 30 days: Chipotle