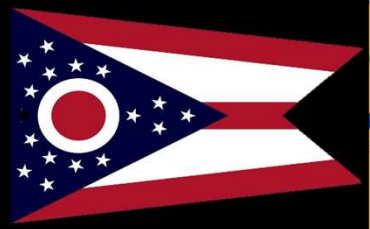
USA–5 Sit-Down Restaurants of the CINCINNATI, OH DMA...

Brand New Data as of August 31, 2026!

Complete Demographic & Media Use Profiles











CIN

CIN

CIN

CIN

CIN

Hubbard
media that connects

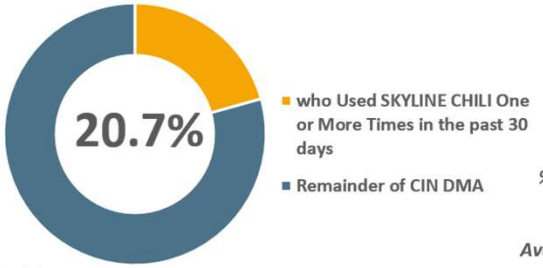
And, Yes! You ARE Smart Enough to Read a Robinhood Legend. So get ready to Learn!

Sit-down restaurants used past 30 days: Skyline Chili *Sit-down restaurants used past 30 days: Gold Star Chili* *Sit-down restaurants used past 30 days: Frisch's Big Boy* *Sit-down restaurants used past 30 days: LaRosa's Pizzeria* *Sit-down restaurants used past 30 days: Dewey's Pizza*

CIN

20.7% or 403,960 of CIN DMA Adults 18 or older Used SKYLINE CHILI One or More Times in the past 30 days. Typical Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days are 50. years old (2.7% older than average) and have a $131,576 (23.5% higher than average) annual household income.

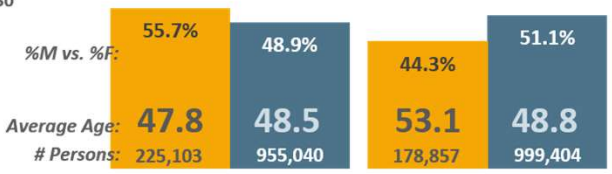
Percent of Market: Adults 18 or older



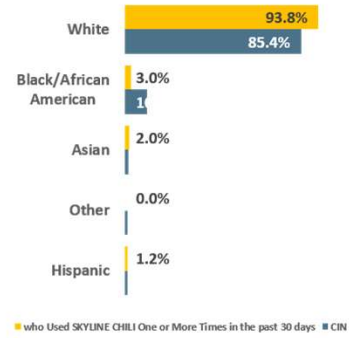
Total Persons:

403,960	1,550,484

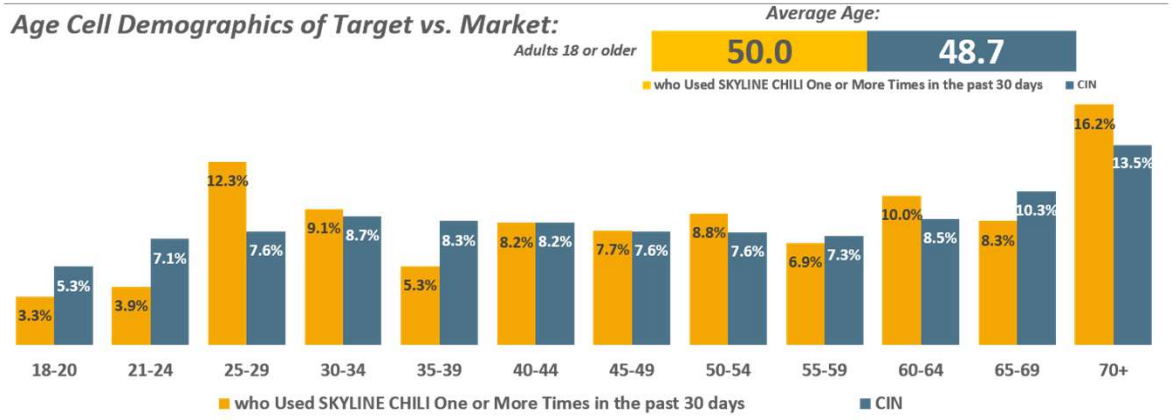
Gender of Target vs. Market: Adults 18 or older



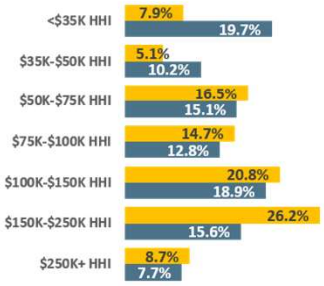
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$131,576	$106,509

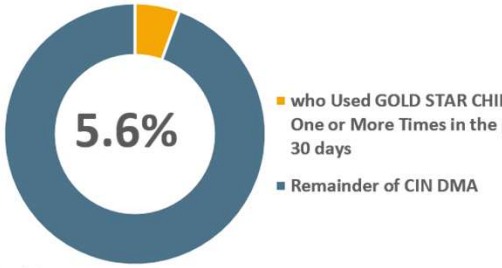
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

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CIN

5.6% or 108,491 of CIN DMA Adults 18 or older Used GOLD STAR CHILI One or More Times in the past 30 days. Typical Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days are 49.8 years old (2.5% older than average) and have a $96,030 (9.8% lower than average) annual household income.

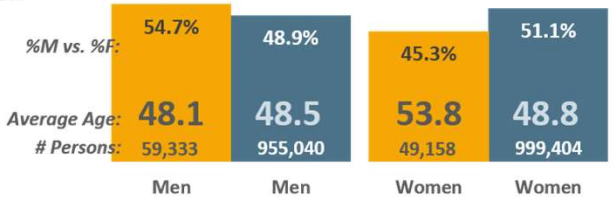
Percent of Market: Adults 18 or older



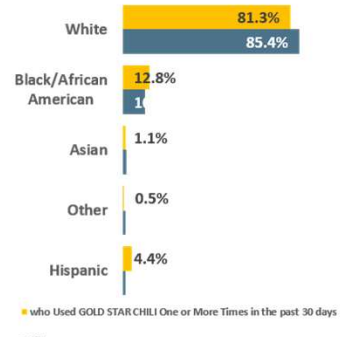
Total Persons:

108,491 | 1,845,953

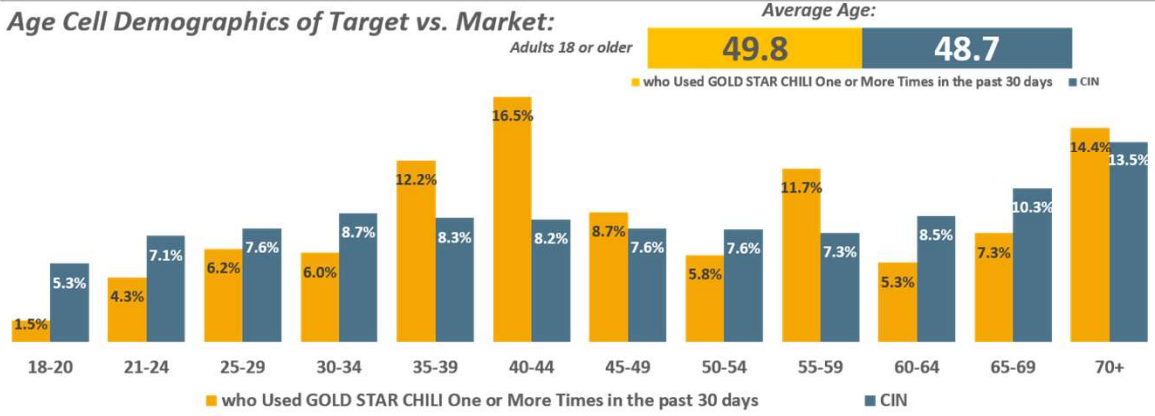
Gender of Target vs. Market: Adults 18 or older



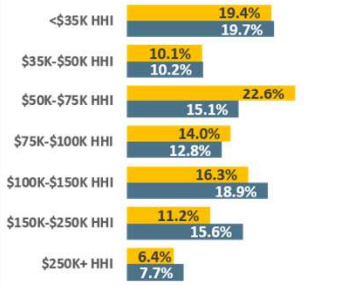
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $96,030 | $106,509

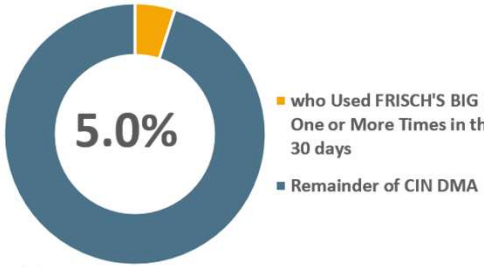
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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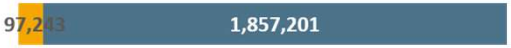
CIN

5.% or 97,243 of CIN DMA Adults 18 or older Used FRISCH'S BIG BOY One or More Times in the past 30 days. Typical Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days are 57. years old (17.1% older than average) and have a $75,377 (29.2% lower than average) annual household income.

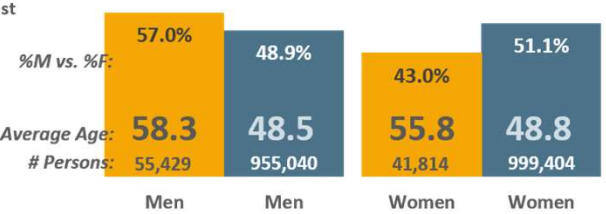
Percent of Market: Adults 18 or older



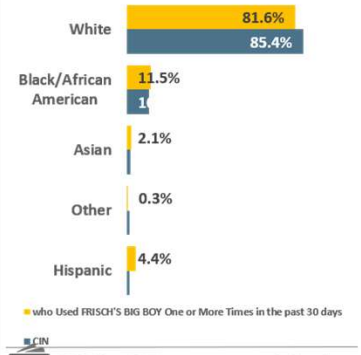
Total Persons:



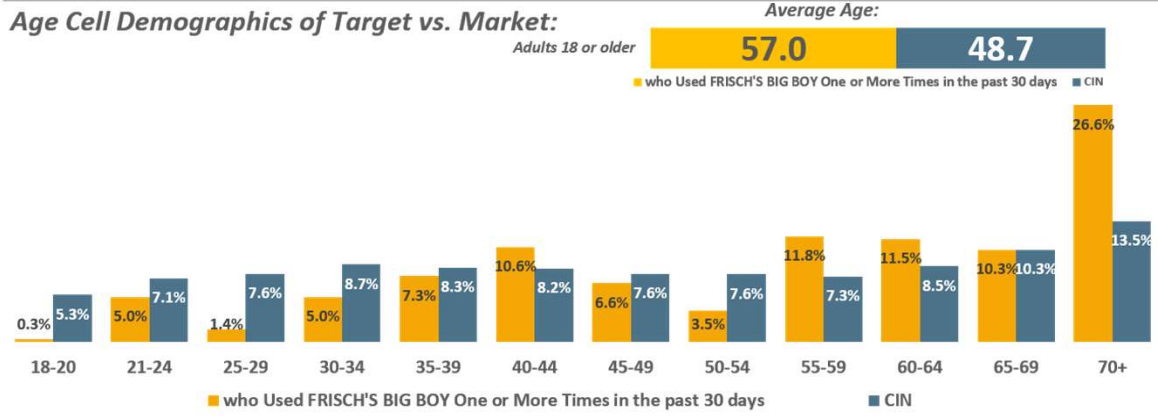
Gender of Target vs. Market: Adults 18 or older



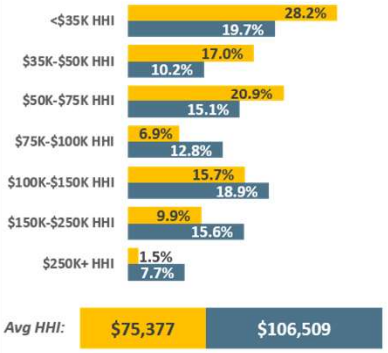
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



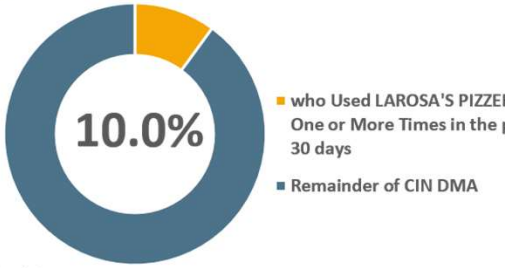
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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LaRosa's FAMILY PIZZERIA — CIN

10.% or 196,315 of CIN DMA Adults 18 or older Used LAROSA'S PIZZERIA One or More Times in the past 30 days. Typical Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days are 51.7 years old (6.2% older than average) and have a $116,342 (9.2% higher than average) annual household...

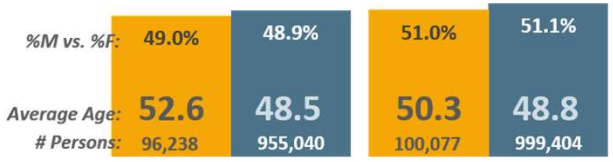
Percent of Market: Adults 18 or older



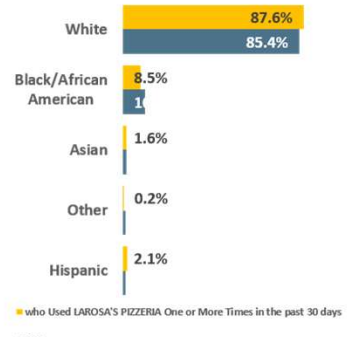
Total Persons:

196,315	1,758,129

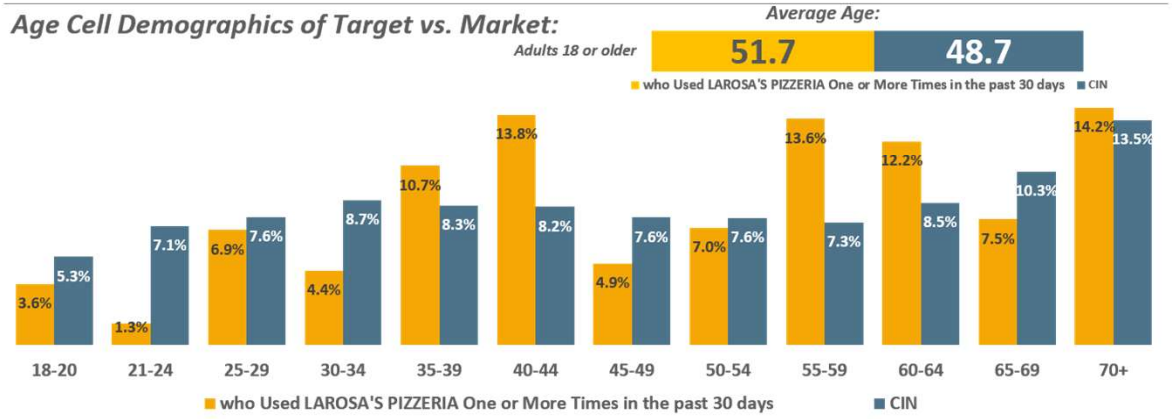
Gender of Target vs. Market: Adults 18 or older



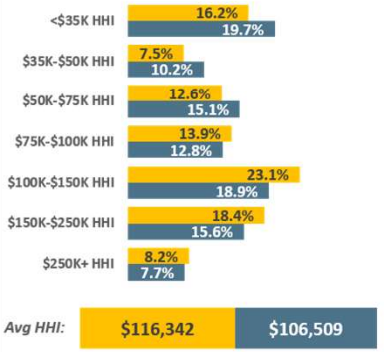
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



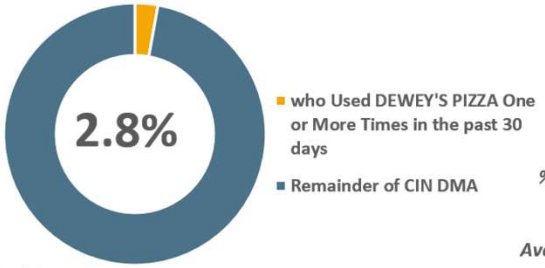
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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DEWEY'S PIZZA CIN

2.8% or 55,344 of CIN DMA Adults 18 or older Used DEWEY'S PIZZA One or More Times in the past 30 days. Typical Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days are 47. years old (3.3% younger than average) and have a $183,413 (72.2% higher than average) annual household income.

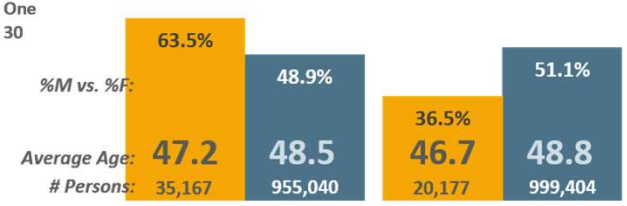
Percent of Market: Adults 18 or older



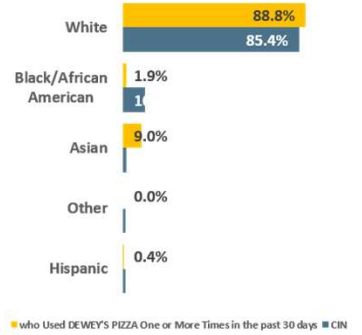
Total Persons:



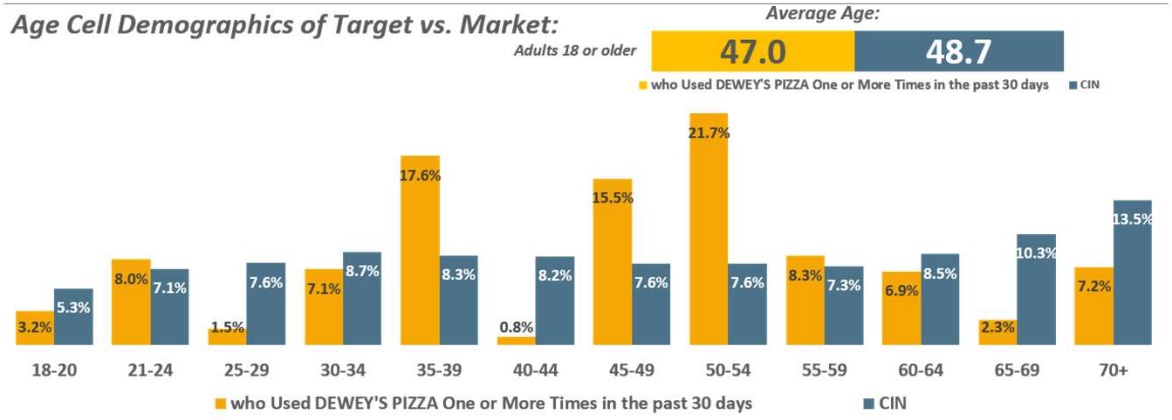
Gender of Target vs. Market: Adults 18 or older



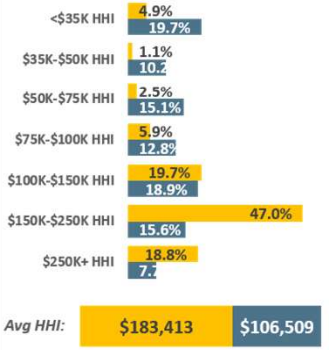
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



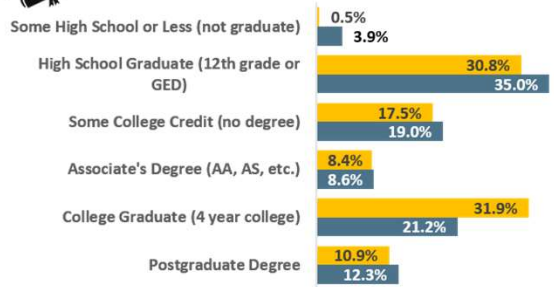
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

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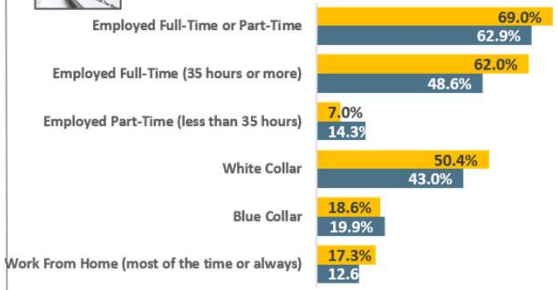
CIN

20.7% or 403,960 of CIN DMA Adults 18 or older Used SKYLINE CHILI One or More Times in the past 30 days. Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days are 27.6% more likely to be a college graduate, 27.7% more likely to work full-time, 32.1% more likely to be married, 4.4% more likely to be a parent of 1 or more children und

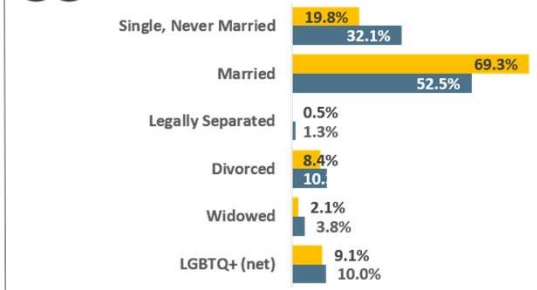
Education Levels: Adults 18 or older



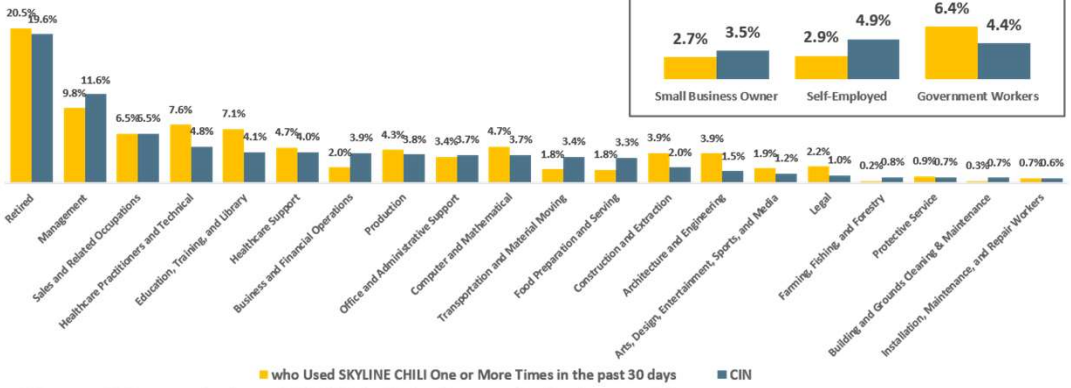
Employment: Adults 18 or older



Marital Status: Adults 18 or older

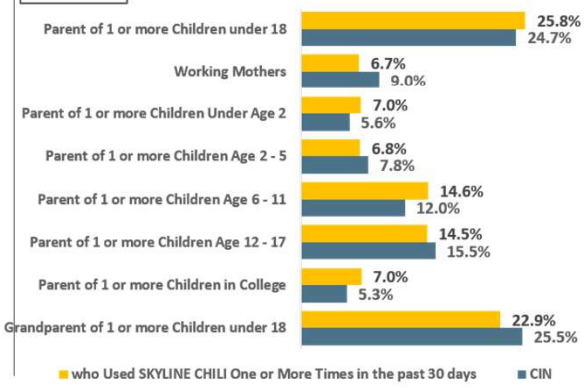


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



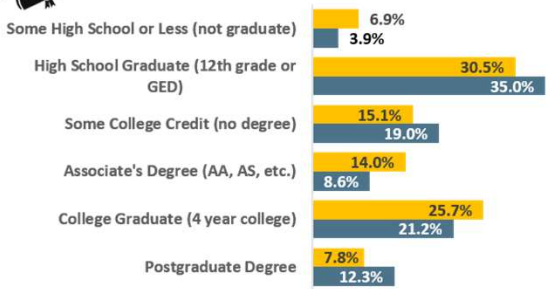
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Sit-down restaurants used past 30 days: Skyline Chili

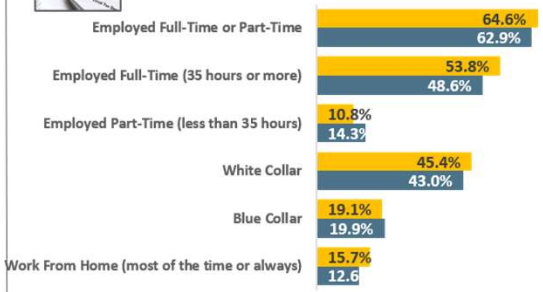
CIN

5.6% or 108,491 of CIN DMA Adults 18 or older Used GOLD STAR CHILI One or More Times in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days are .% less likely to be a college graduate, 10.7% more likely to work full-time, 8.2% less likely to be married, 14.6% less likely to be a parent of 1 or more children unde

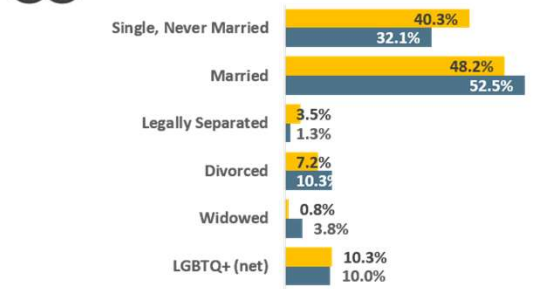
Education Levels: Adults 18 or older



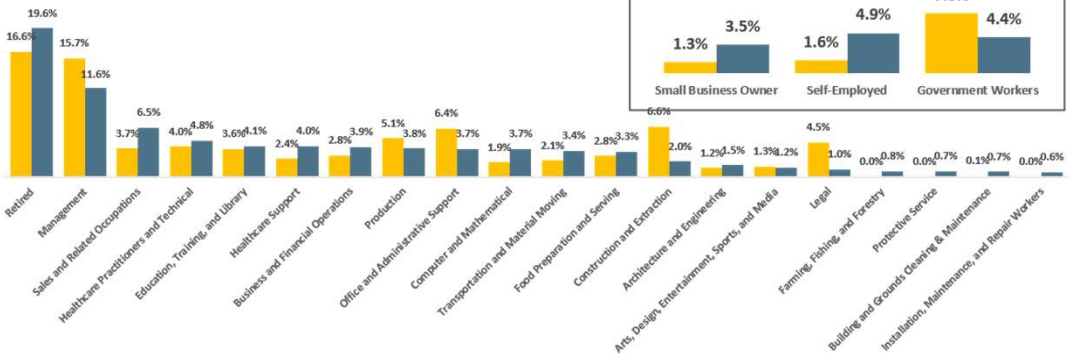
Employment: Adults 18 or older



Marital Status: Adults 18 or older

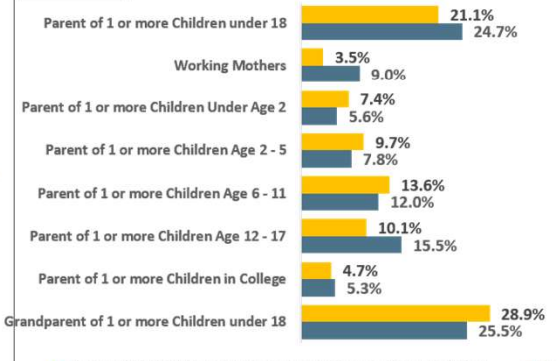


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



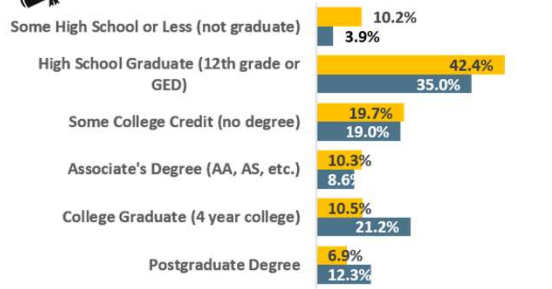
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Sit-down restaurants used past 30 days: Gold Star Chili

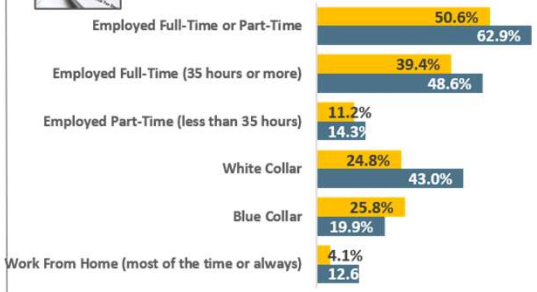
CIN

5.% or 97,243 of CIN DMA Adults 18 or older Used FRISCH'S BIG BOY One or More Times in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days are 48.3% less likely to be a college graduate, 18.9% less likely to work full-time, 19.3% more likely to be married, 20.9% less likely to be a parent of 1 or more children

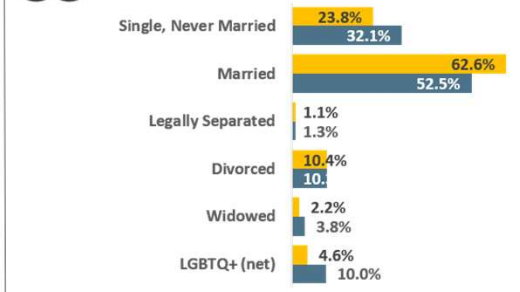
Education Levels: Adults 18 or older



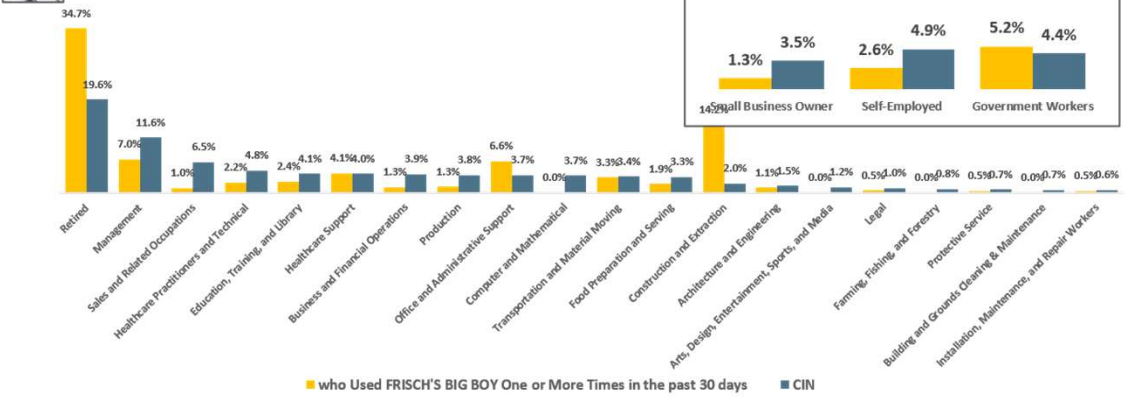
Employment: Adults 18 or older



Marital Status: Adults 18 or older

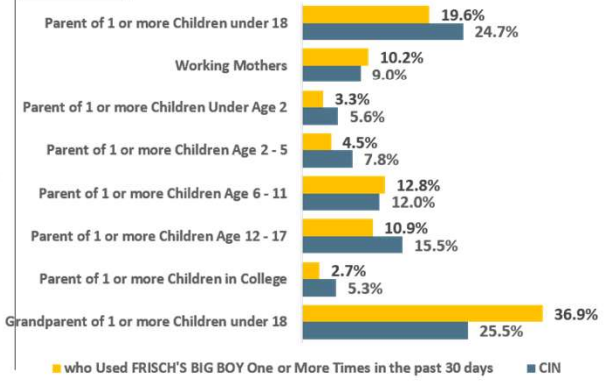


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



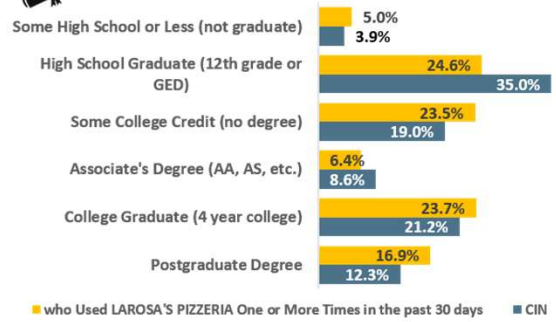
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Sit-down restaurants used past 30 days: Frisch's Big Boy

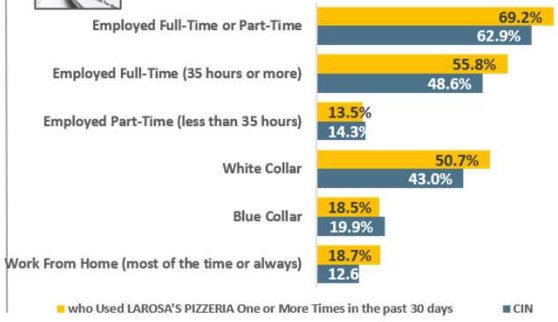
CIN

10.% or 196,315 of CIN DMA Adults 18 or older Used LAROSA'S PIZZERIA One or More Times in the past 30... Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days are 20.9% more likely to be a college graduate, 14.8% more likely to work full-time, 13.1% more likely to be married, 12.9% more likely to be a parent of 1 or more childre

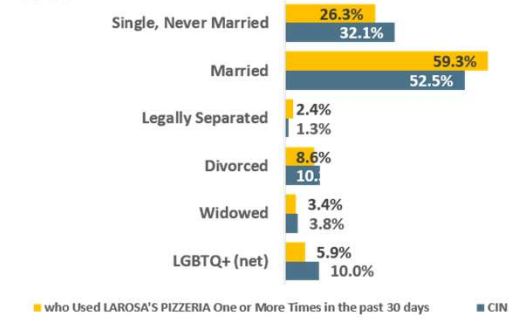
Education Levels: Adults 18 or older



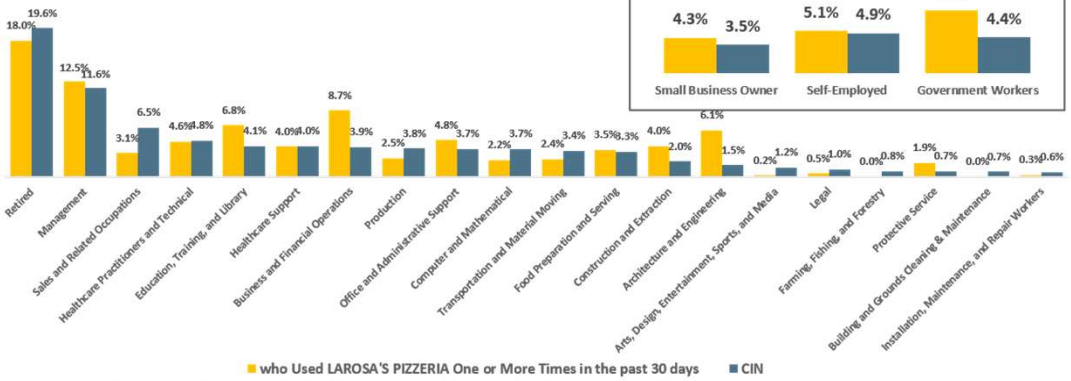
Employment: Adults 18 or older



Marital Status: Adults 18 or older

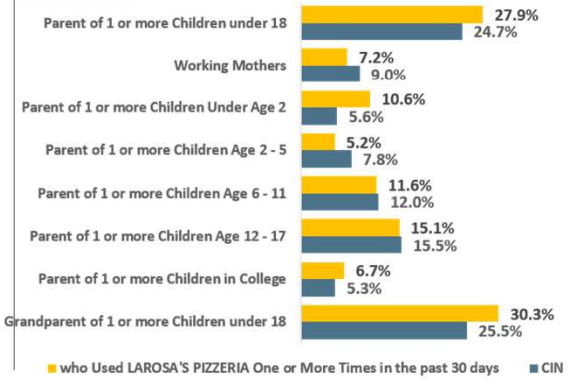


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



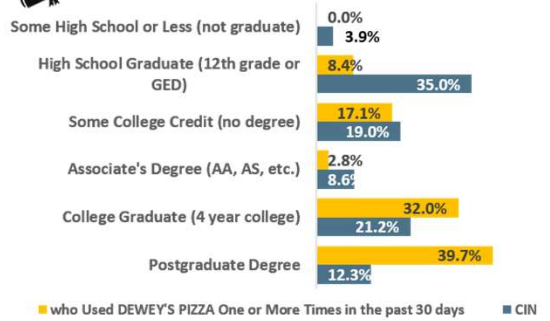
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

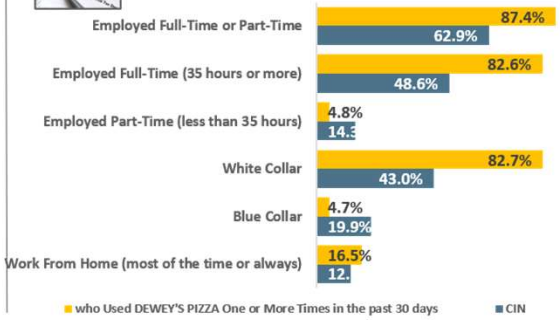
DEWEY'S PIZZA CIN

2.8% or 55,344 of CIN DMA Adults 18 or older Used DEWEY'S PIZZA One or More Times in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days are 113.6% more likely to be a college graduate, 70.% more likely to work full-time, 60.% more likely to be married, 35.4% more likely to be a parent of 1 or more children und

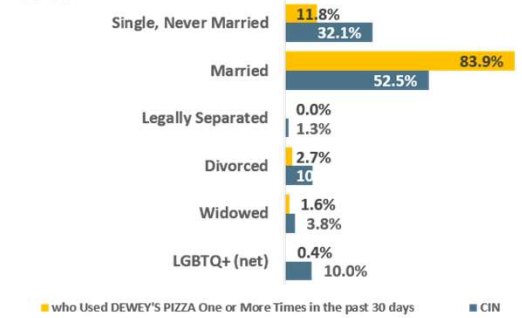
Education Levels: Adults 18 or older



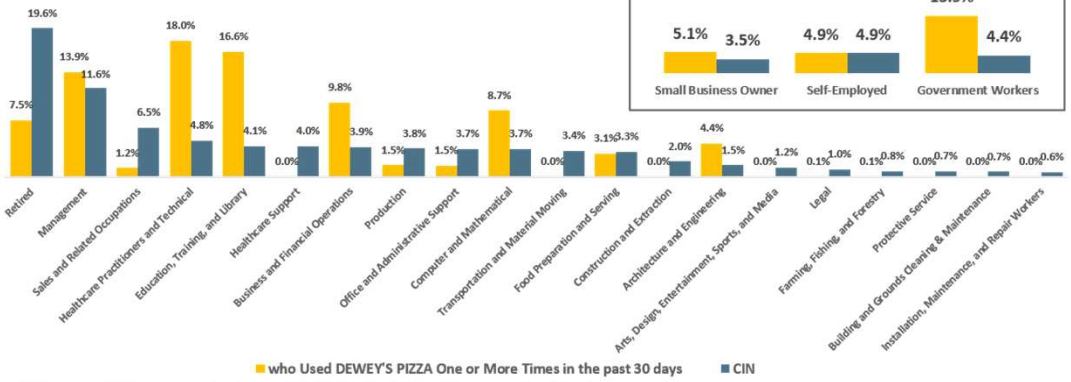
Employment: Adults 18 or older



Marital Status: Adults 18 or older

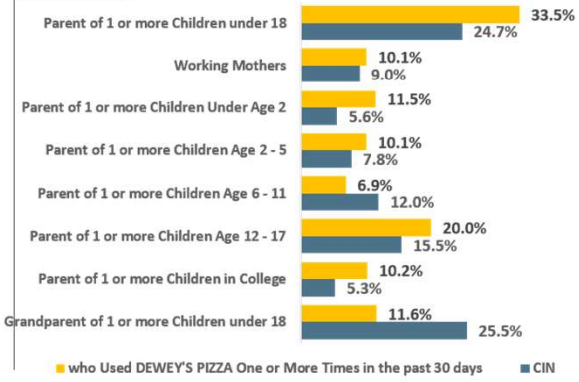


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



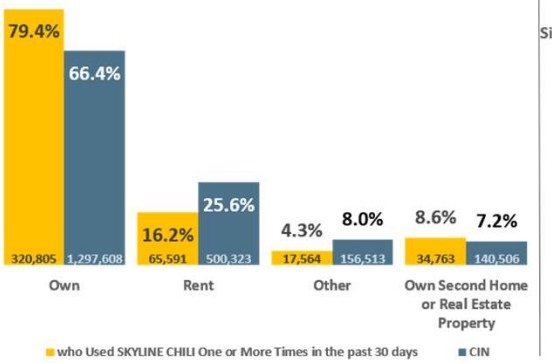
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Sit-down restaurants used past 30 days: Dewey's Pizza

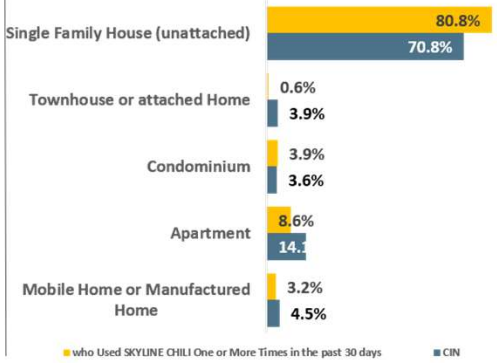
CIN

20.7% or 403,960 of CIN DMA Adults 18 or older Used SKYLINE CHILI One or More Times in the past 30 days. Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days are 19.6% more likely to own their home, 2.5% more likely to own a higher valued home, 14.2% more likely to have a single-family home, 6.3% more likely to have a dog.

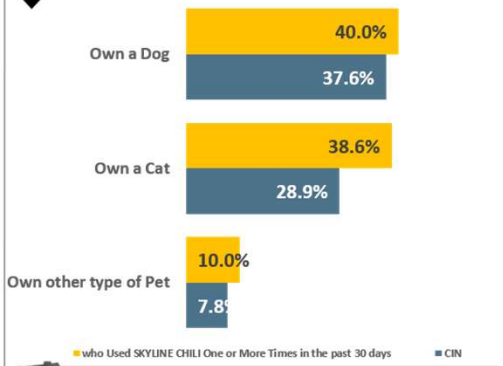
Own/Rent/Other: Adults 18 or older



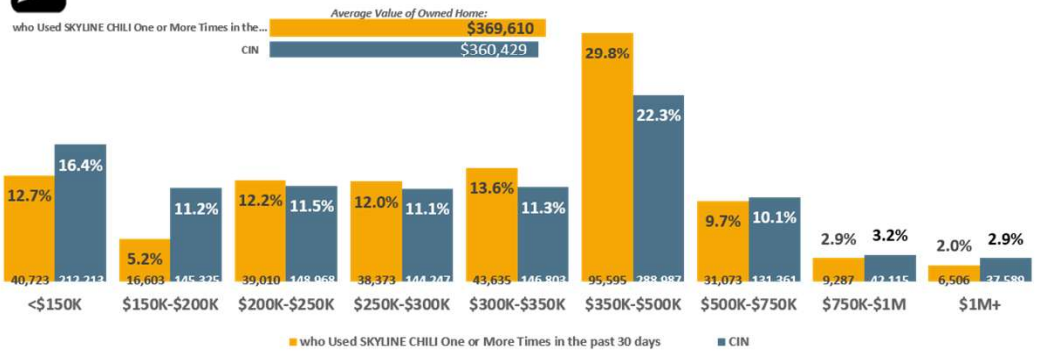
Type of Home: Adults 18 or older



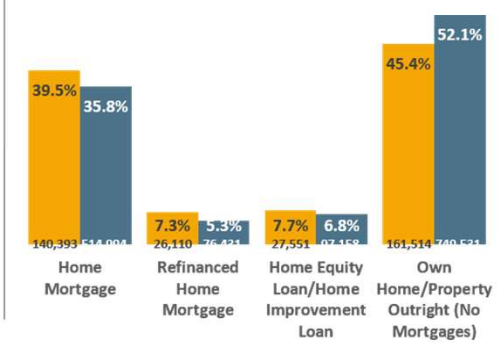
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

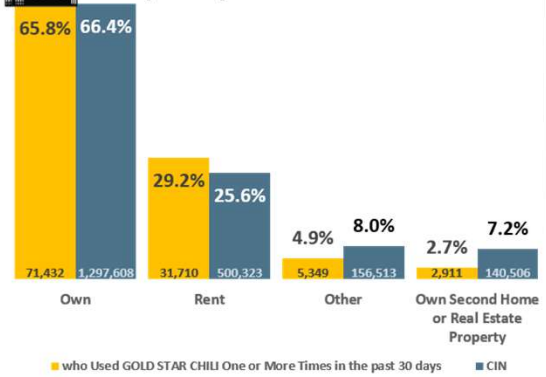
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Sit-down restaurants used past 30 days: Skyline Chili

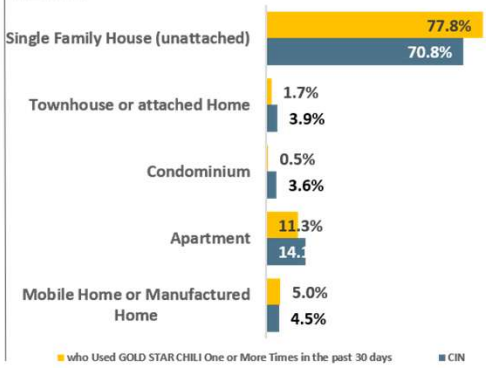
CIN

5.6% or 108,491 of CIN DMA Adults 18 or older Used GOLD STAR CHILI One or More Times in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days are .8% less likely to own their home, 5.3% more likely to own a lower valued home, 9.8% more likely to have a single-family home, 21.% more likely to have a dog.

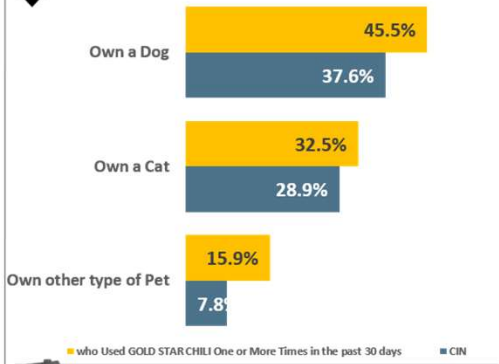
Own/Rent/Other: Adults 18 or older



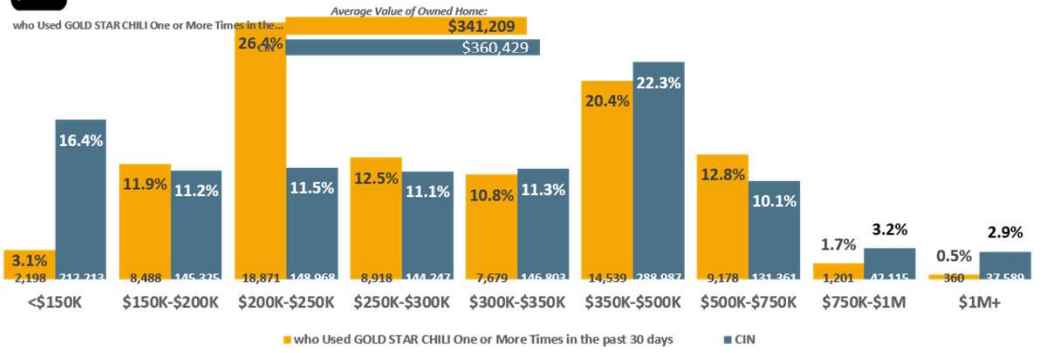
Type of Home: Adults 18 or older



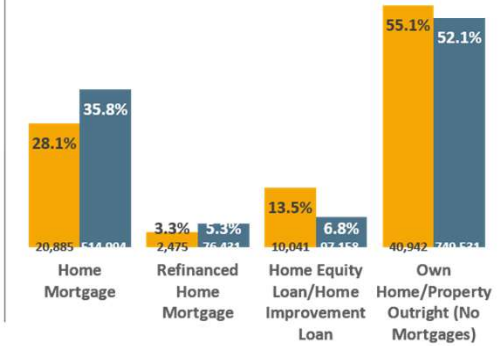
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

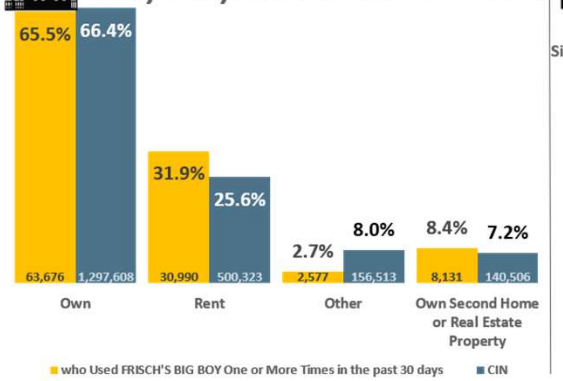
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Sit-down restaurants used past 30 days: Gold Star Chili

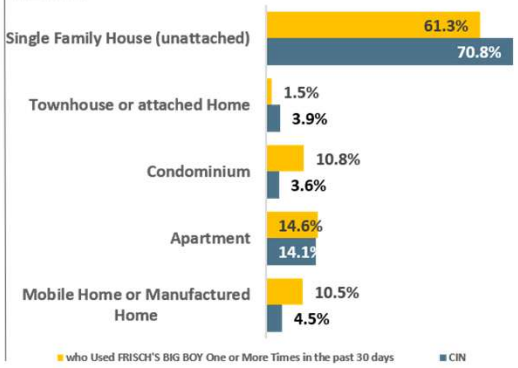
CIN

5.% or 97,243 of CIN DMA Adults 18 or older Used FRISCH'S BIG BOY One or More Times in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days are 1.4% less likely to own their home, 23.7% more likely to own a lower valued home, 13.5% less likely to have a single-family home, .7% more likely to have a dog.

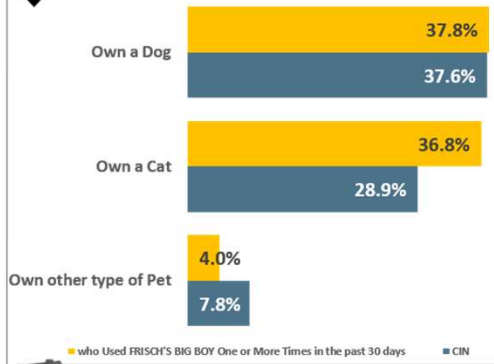
Own/Rent/Other: Adults 18 or older



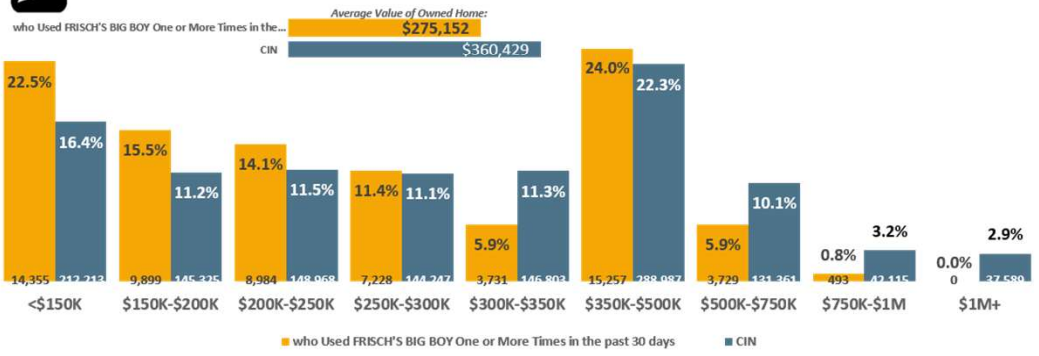
Type of Home: Adults 18 or older



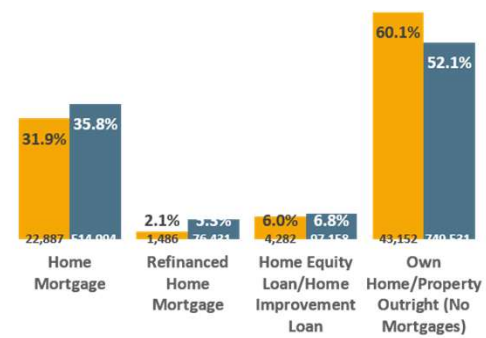
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

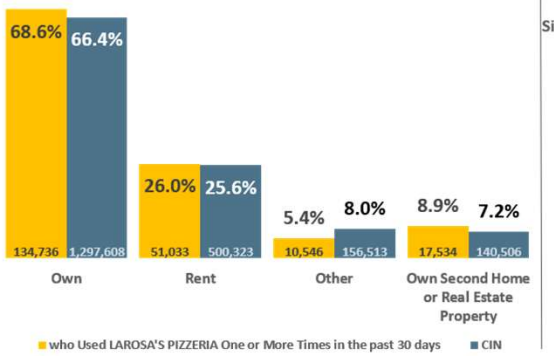
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Sit-down restaurants used past 30 days: Frisch's Big Boy

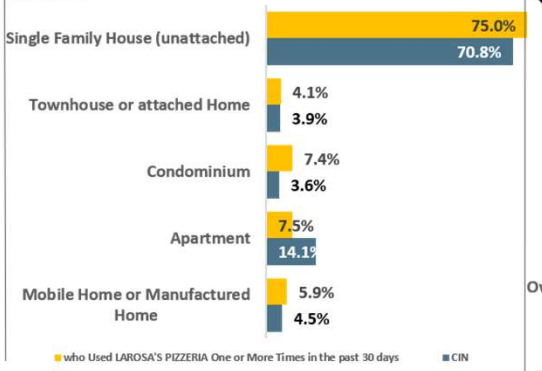
CIN

10.% or 196,315 of CIN DMA Adults 18 or older Used LAROSA'S PIZZERIA One or More Times in the past 30 days. Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days are 3.4% more likely to own their home, 2.3% more likely to own a higher valued home, 5.8% more likely to have a single-family home, 7.6% more likely to have a dog.

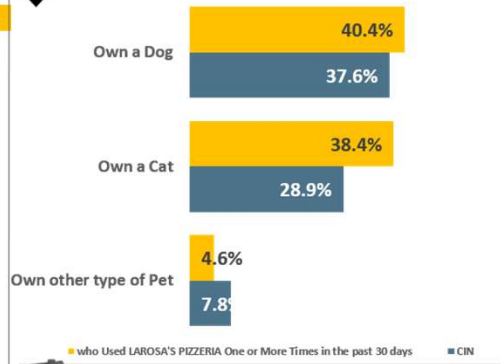
Own/Rent/Other: Adults 18 or older



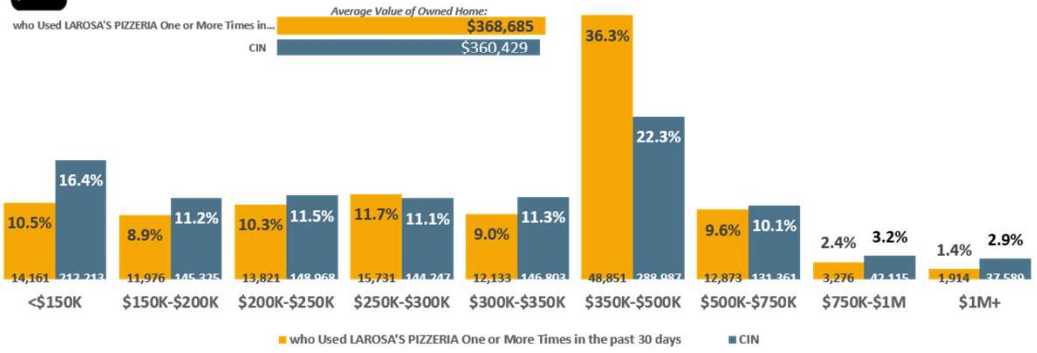
Type of Home: Adults 18 or older



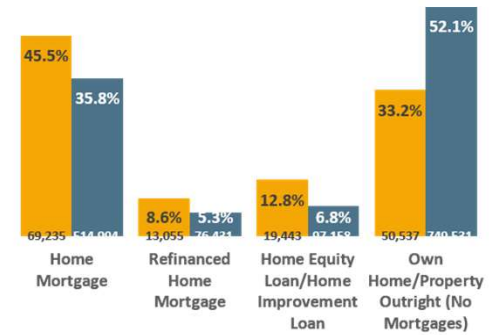
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

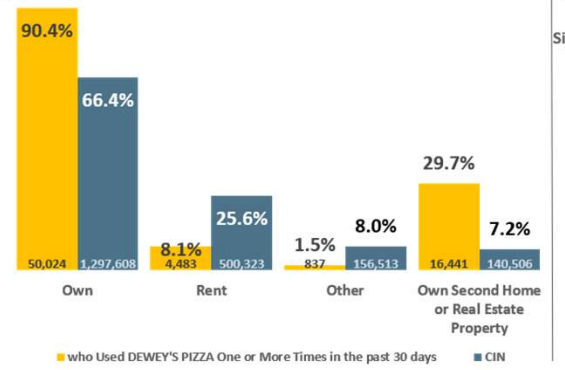
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

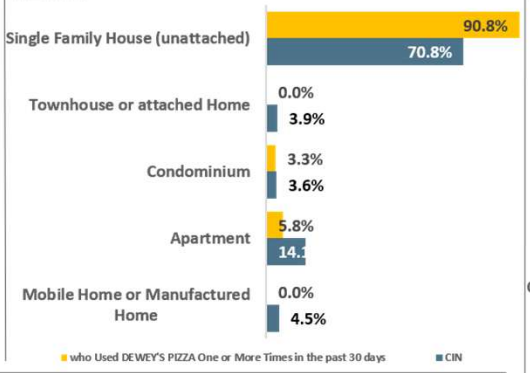
DEWEY'S PIZZA CIN

2.8% or 55,344 of CIN DMA Adults 18 or older Used DEWEY'S PIZZA One or More Times in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days are 36.1% more likely to own their home, 40.3% more likely to own a higher valued home, 28.3% more likely to have a single-family home, 25.2% more likely to have a dog.

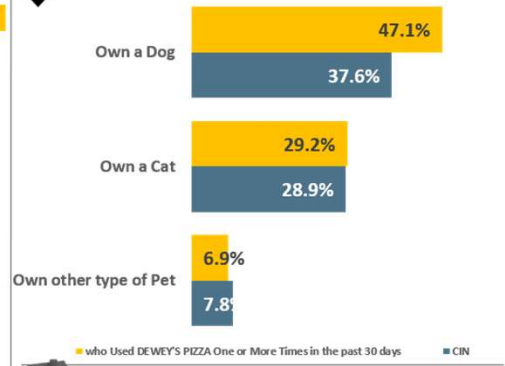
Own/Rent/Other: Adults 18 or older



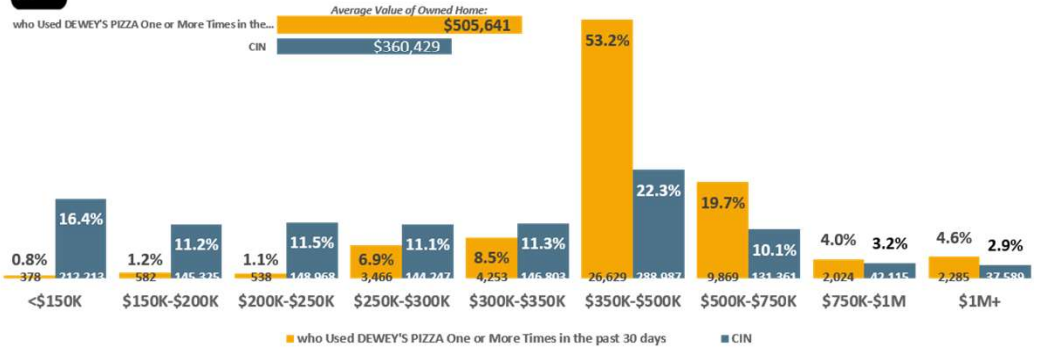
Type of Home: Adults 18 or older



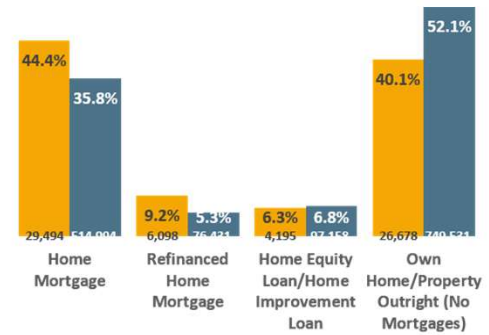
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

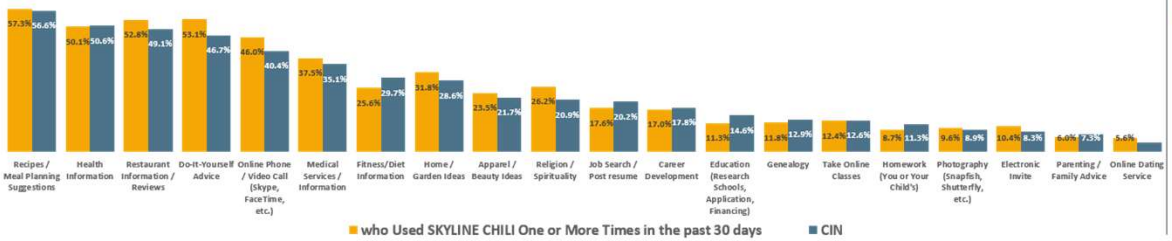
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Sit-down restaurants used past 30 days: Dewey's Pizza

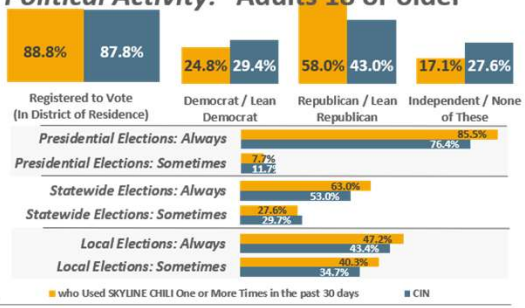
CIN

20.7% or 403,960 of CIN DMA Adults 18 or older Used SKYLINE CHILI One or More Times in the past 30 days. Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days are 13.6% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, .1% less likely to belong to a gym, 8.4% more likely to fly domestic

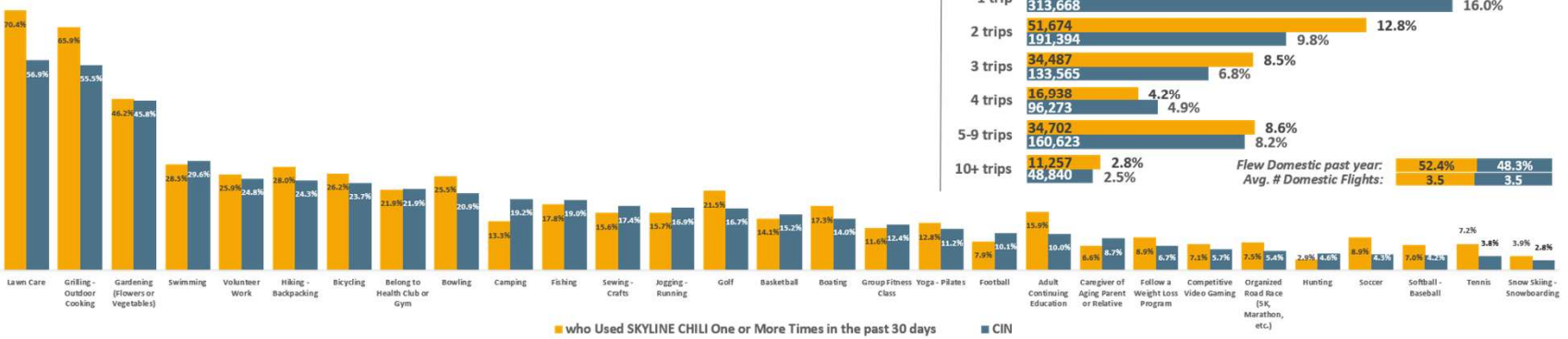
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

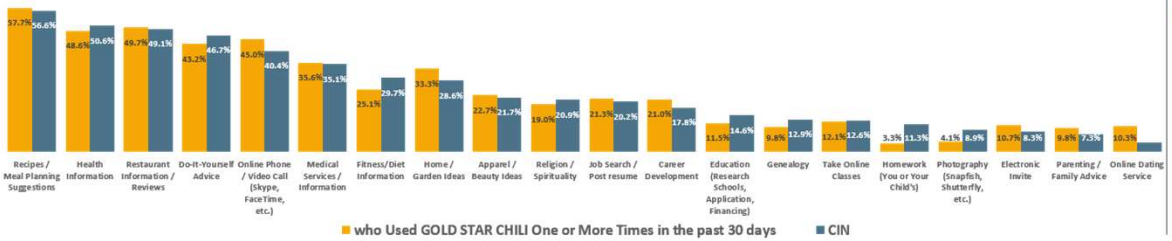
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

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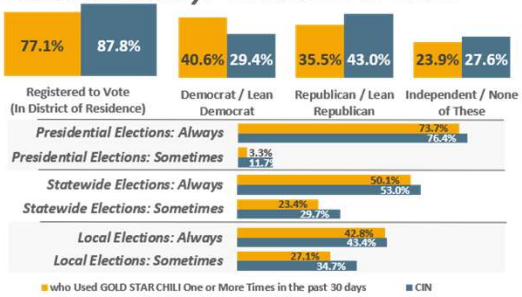
Sit-down restaurants used past 30 days: Skyline Chili

5.6% or 108,491 of CIN DMA Adults 18 or older Used GOLD STAR CHILI One or More Times in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days are 7.4% less likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, 23.2% less likely to belong to a gym, 20.7% less likely to fly domes

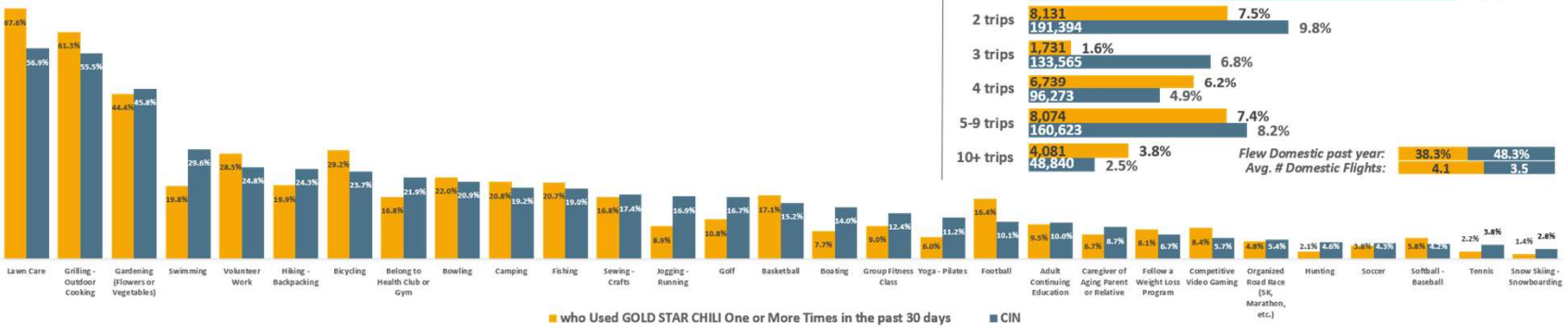
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

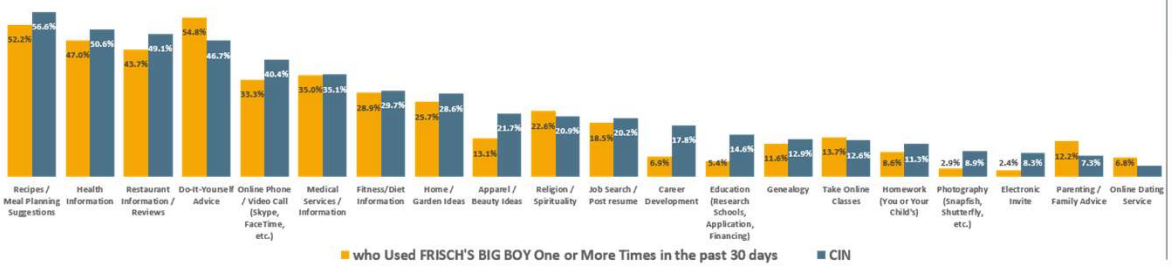
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Sit-down restaurants used past 30 days: Gold Star Chili

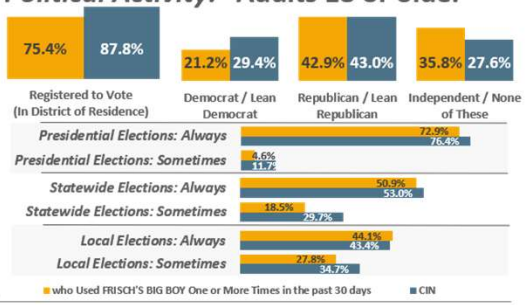
Frisch's BIG BOY CIN

5.% or 97,243 of CIN DMA Adults 18 or older Used FRISCH'S BIG BOY One or More Times in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days are 17.4% more likely to look up D-I-Y advice online, 1.6% more likely to always vote in local elections, 11.3% less likely to belong to a gym, 9.5% less likely to fly dome

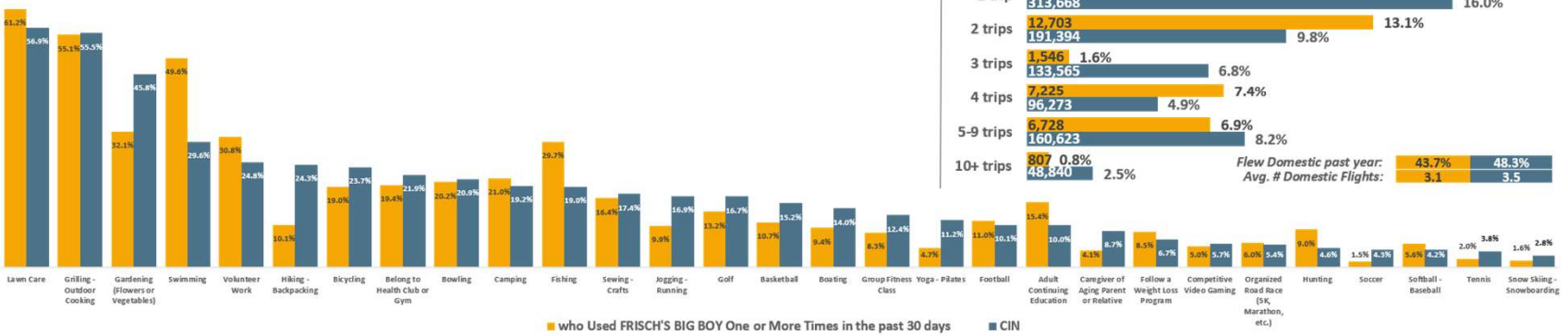
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

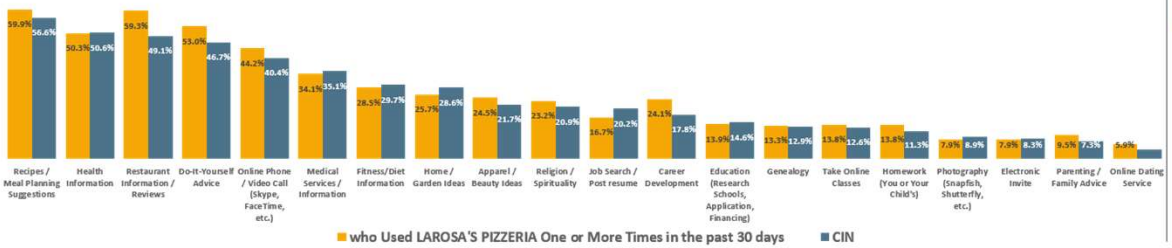
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Sit-down restaurants used past 30 days: Frisch's Big Boy

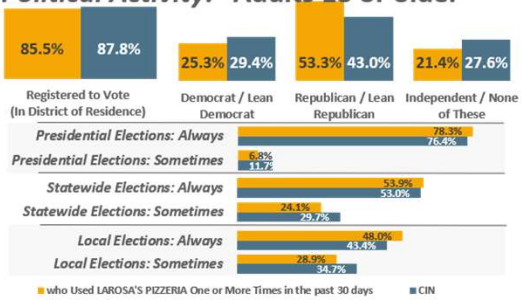
LaRosa's FAMILY PIZZERIA — CIN

10.% or 196,315 of CIN DMA Adults 18 or older Used LAROSA'S PIZZERIA One or More Times in the past 30... Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days are 13.5% more likely to look up D-I-Y advice online, 10.5% more likely to always vote in local elections, 58.7% more likely to belong to a gym, 20.7% more likely to fly d

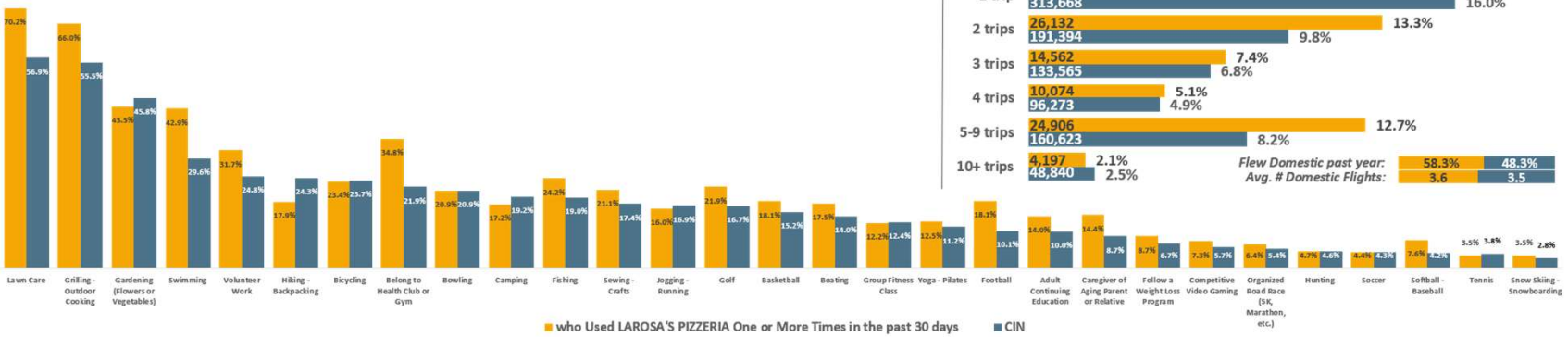
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

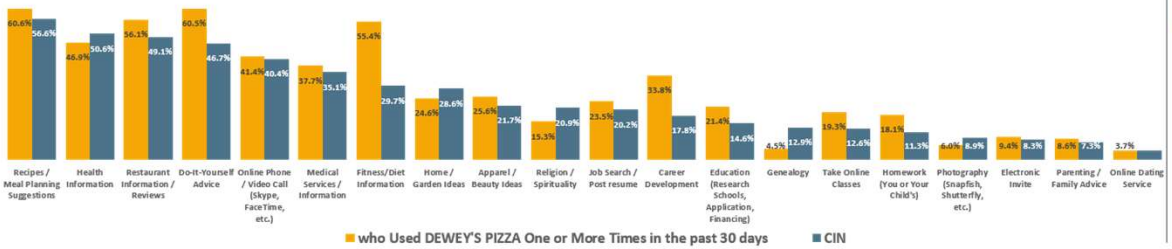
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

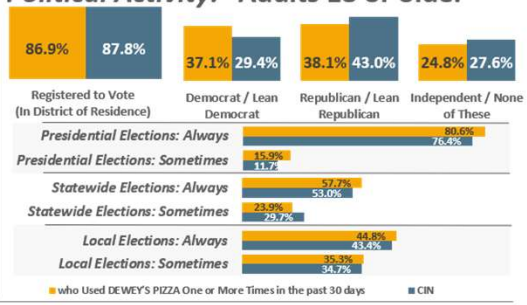
DEWEY'S PIZZA CIN

2.8% or 55,344 of CIN DMA Adults 18 or older Used DEWEY'S PIZZA One or More Times in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days are 29.6% more likely to look up D-I-Y advice online, 3.1% more likely to always vote in local elections, 96.1% more likely to belong to a gym, 90.% more likely to fly domesti

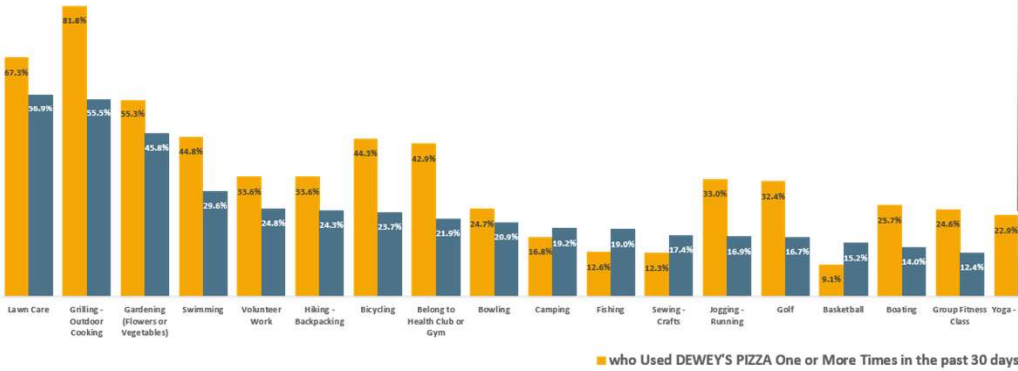
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



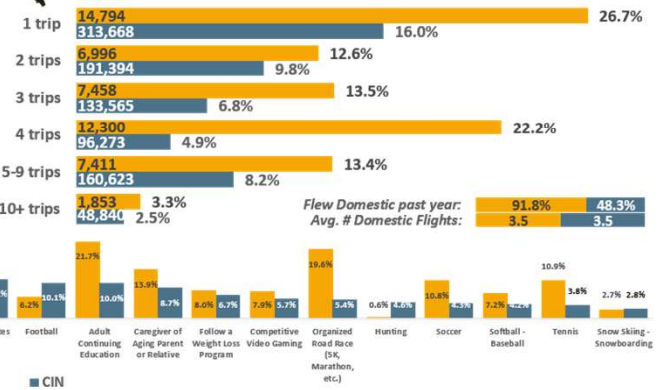
Political Activity: Adults 18 or older



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



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



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Sit-down restaurants used past 30 days: Dewey's Pizza

CIN

20.7% or 403,960 of CIN DMA Adults 18 or older Used SKYLINE CHILI One or More Times in the past 30 days. Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days are 16.8% more likely to use QSRs past mo., 35.1% more likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 43.7% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
98.4%	84.2%	7.5	6.0
397,489	1,646,150		

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



Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
100.0%	74.0%	5.6	3.9
403,960	1,447,025		

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 SKYLINE CHILI One or More Times in the past...	69,570	17.2%
CIN	360,986	18.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

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CIN

5.6% or 108,491 of CIN DMA Adults 18 or older Used GOLD STAR CHILI One or More Times in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days are 18.% more likely to use QSRs past mo., 35.1% more likely to use Sit-Down Restaurants past mo., 6.6% less likely to use Casinos past yr., 24.2% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.4% 107,805 | 84.2% 1,646,150

Avg. Monthly QSR Meals: 9.5

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



Total Monthly Sit-Down Restaurant Users: 100.0% 108,491 | 74.0% 1,447,025

Avg. Monthly Sit-Down Restaurant Meals: 6.2 | 3.9

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.)

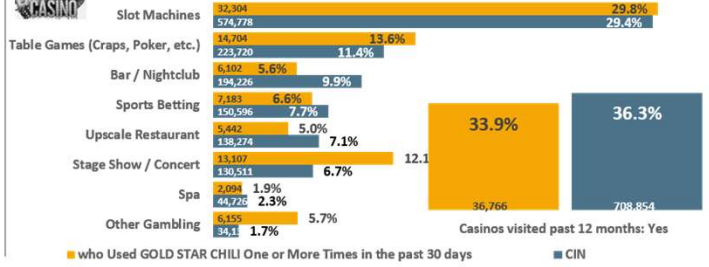
who Used GOLD STAR CHILI One or More Times in the...	19,838	18.3%
CIN	360,986	18.5%

Drank Past 30-days: Adults 18 or older



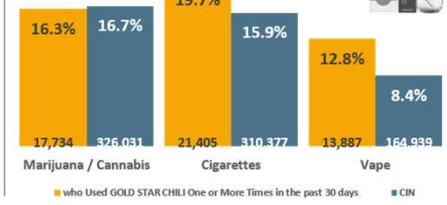
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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CIN

5.% or 97,243 of CIN DMA Adults 18 or older Used FRISCH'S BIG BOY One or More Times in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days are 16.2% more likely to use QSRs past mo., 35.1% more likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 1.3% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.9% 95,165 | 84.2% 1,646,150

Avg. Monthly QSR Meals: 7.5 | 6.0

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



Total Monthly Sit-Down Restaurant Users: 100.0% 97,243 | 74.0% 1,447,025

Avg. Monthly Sit-Down Restaurant Meals: 6.1 | 3.9

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 FRISCH'S BIG BOY One or More Times in the... 14,570 15.0%

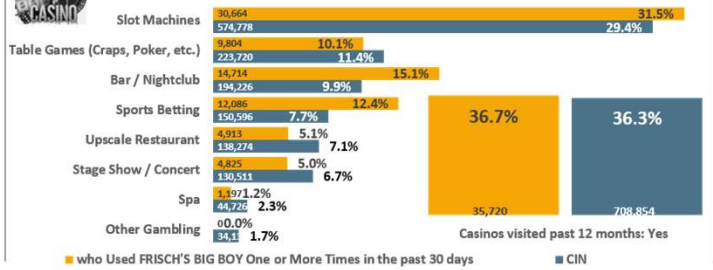
CIN 360,986 18.5%

Drank Past 30-days: Adults 18 or older



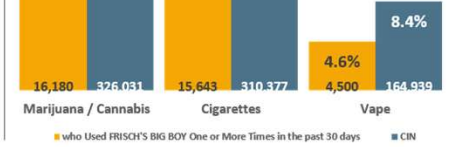
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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Sit-down restaurants used past 30 days: Frisch's Big Boy

LaRosa's FAMILY PIZZERIA — CIN

10.% or 196,315 of CIN DMA Adults 18 or older Used LAROSA'S PIZZERIA One or More Times in the past 30 days. Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days are 16.6% more likely to use QSRs past mo., 35.1% more likely to use Sit-Down Restaurants past mo., 17.8% more likely to use Casinos past yr., 24.3% less likely to smoke c

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 98.2% 192,797 | 84.2% 1,646,150

Avg. Monthly QSR Meals: 7.9 | 6.0

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



Total Monthly Sit-Down Restaurant Users: 100.0% 196,315 | 74.0% 1,447,025

Avg. Monthly Sit-Down Restaurant Meals: 5.5 | 3.9

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 LAROSA'S PIZZERIA One or More Times in... 45,119 23.0%

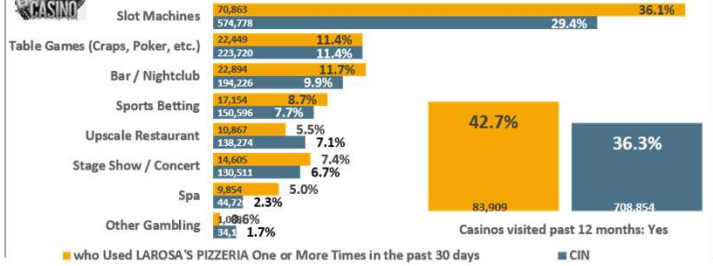
CIN 360,986 18.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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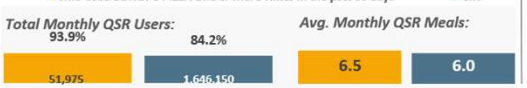
Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

2.8% or 55,344 of CIN DMA Adults 18 or older Used DEWEY'S PIZZA One or More Times in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days are 11.5% more likely to use QSRs past mo., 35.1% more likely to use Sit-Down Restaurants past mo., 30.6% more likely to use Casinos past yr., 63.8% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older





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





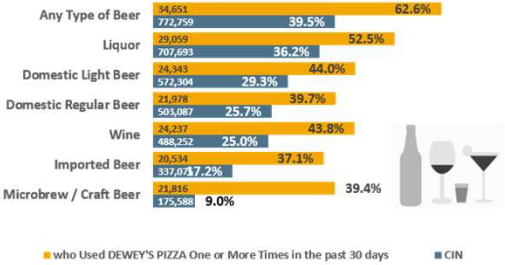
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



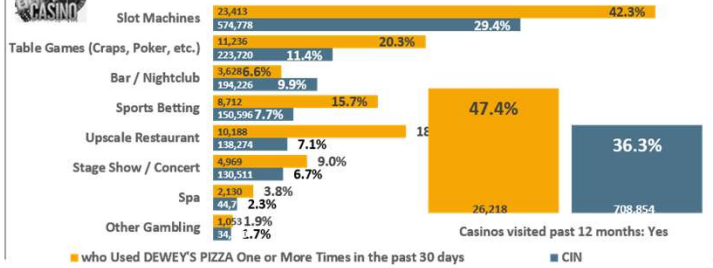


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



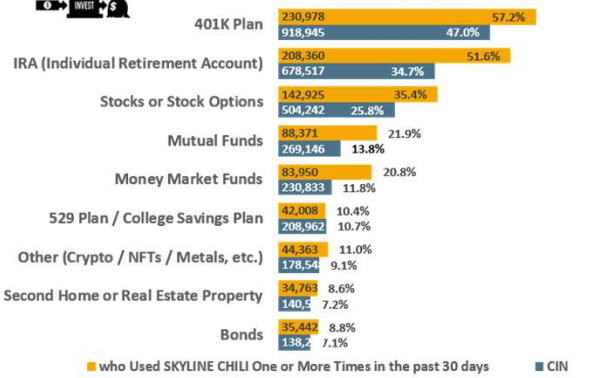
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Sit-down restaurants used past 30 days: Dewey's Pizza

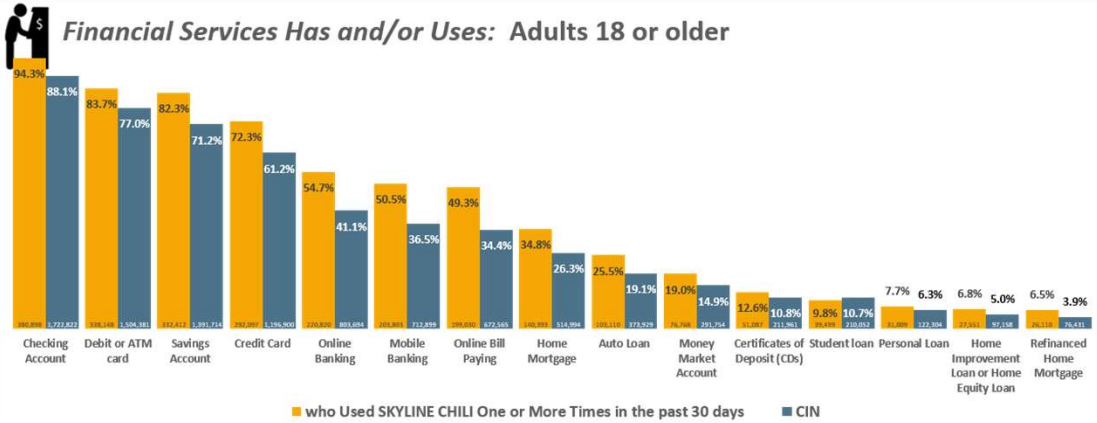
CIN

20.7% or 403,960 of CIN DMA Adults 18 or older Used SKYLINE CHILI One or More Times in the past 30 days. Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days are 21.6% more likely to have a 401K, 33.4% more likely to have an Auto Loan, 62.1% more likely to Invest/Trade Stocks Online, 21.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



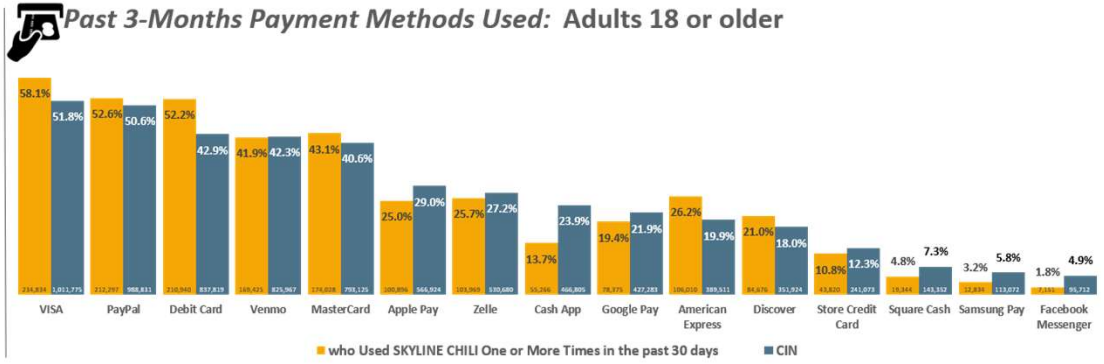
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

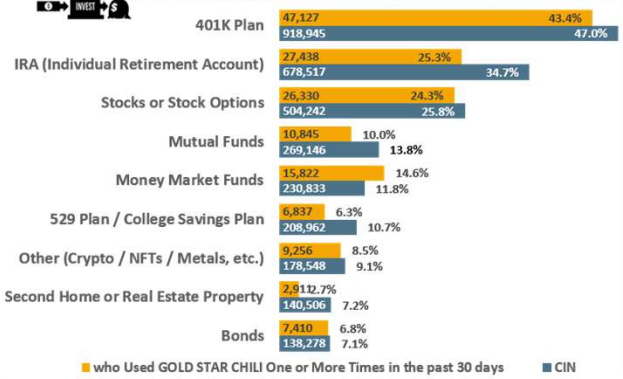
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Sit-down restaurants used past 30 days: Skyline Chili

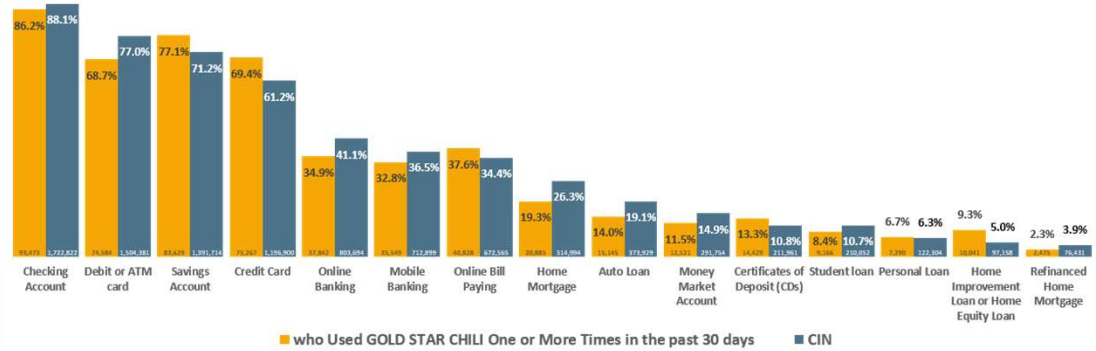
Gold Star CIN

5.6% or 108,491 of CIN DMA Adults 18 or older Used GOLD STAR CHILI One or More Times in the past 30 days. Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days are 7.6% less likely to have a 401K, 27.% less likely to have an Auto Loan, 5.1% more likely to Invest/Trade Stocks Online, 13.4% less likely to pay with their Debit Card.

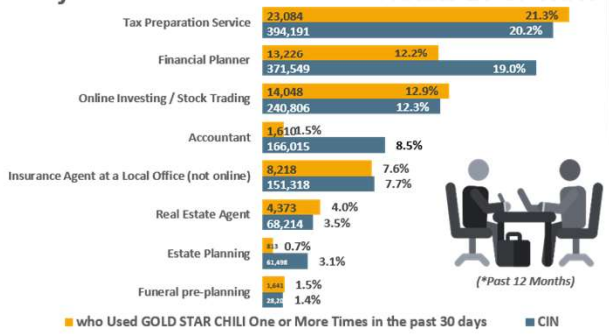
Investments Owned: Adults 18 or older



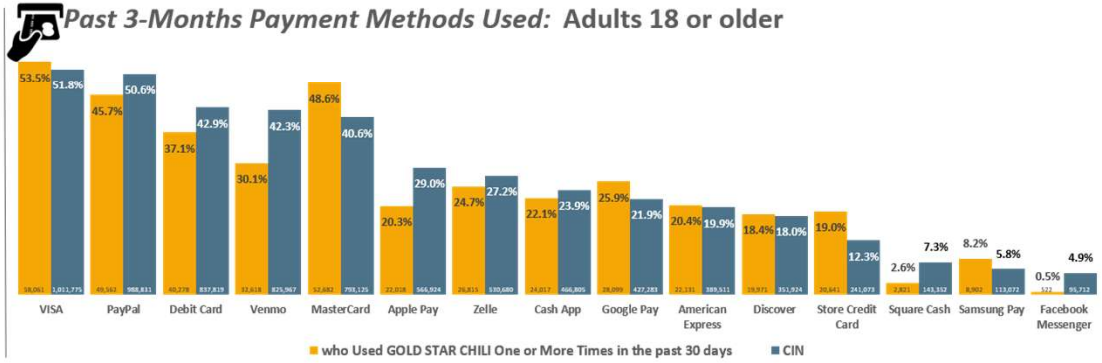
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

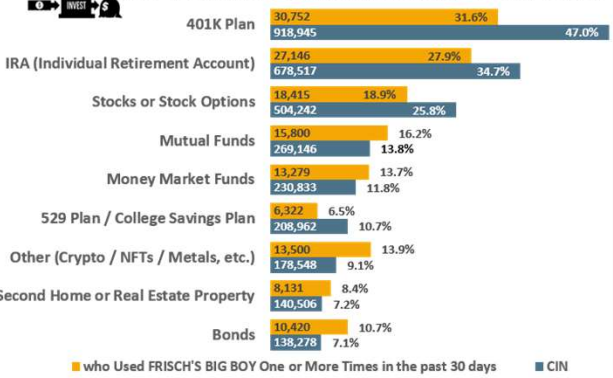
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Sit-down restaurants used past 30 days: Gold Star Chili

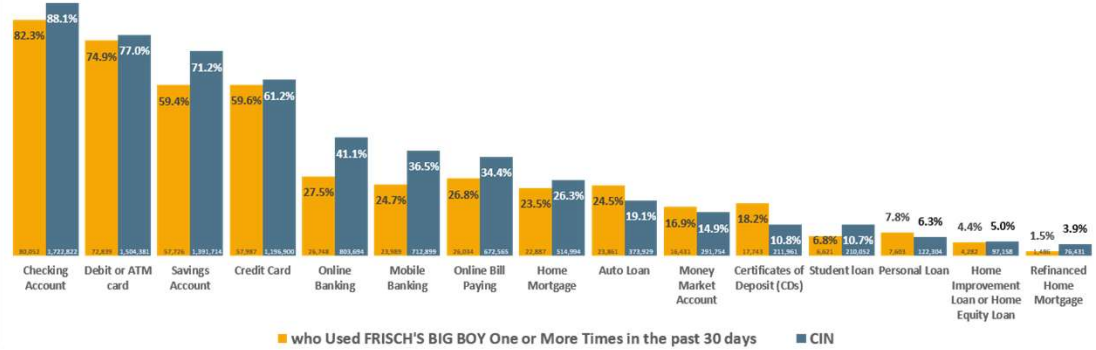
CIN

5.% or 97,243 of CIN DMA Adults 18 or older Used FRISCH'S BIG BOY One or More Times in the past 30 days. Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days are 32.7% less likely to have a 401K, 28.3% more likely to have an Auto Loan, 50.% less likely to Invest/Trade Stocks Online, 13.2% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



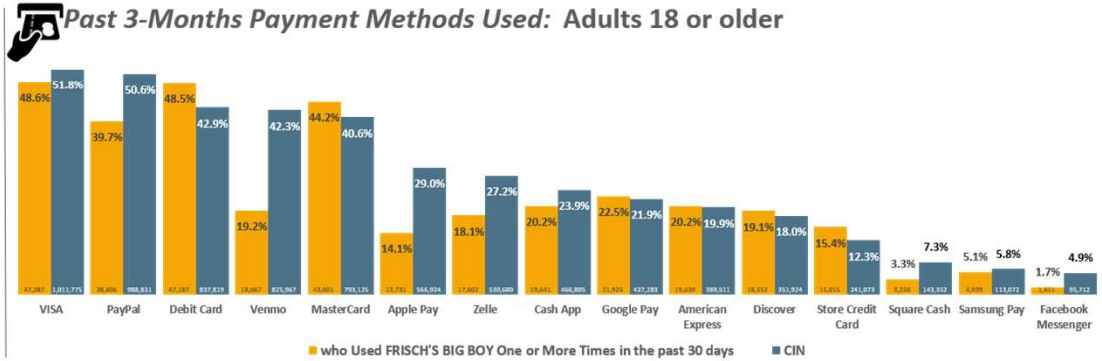
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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Sit-down restaurants used past 30 days: Frisch's Big Boy

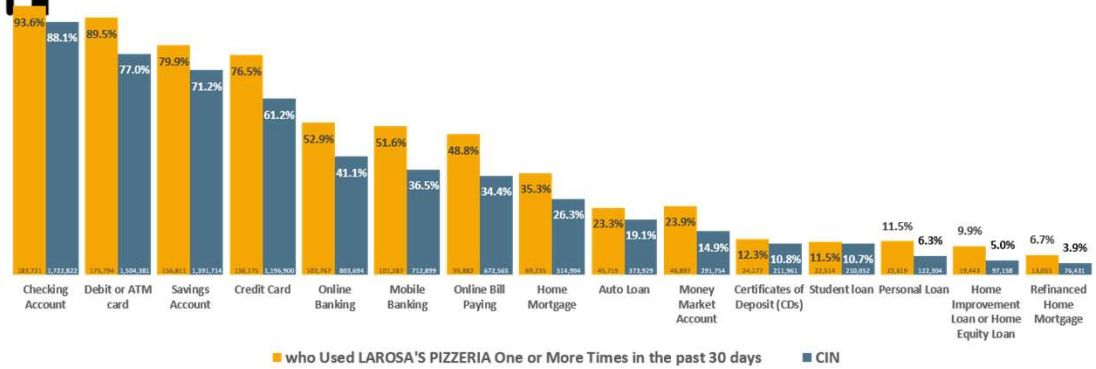
CIN

10.% or 196,315 of CIN DMA Adults 18 or older Used LAROSA'S PIZZERIA One or More Times in the past 30... Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days are 27.3% more likely to have a 401K, 21.7% more likely to have an Auto Loan, 32.8% more likely to Invest/Trade Stocks Online, 17.6% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



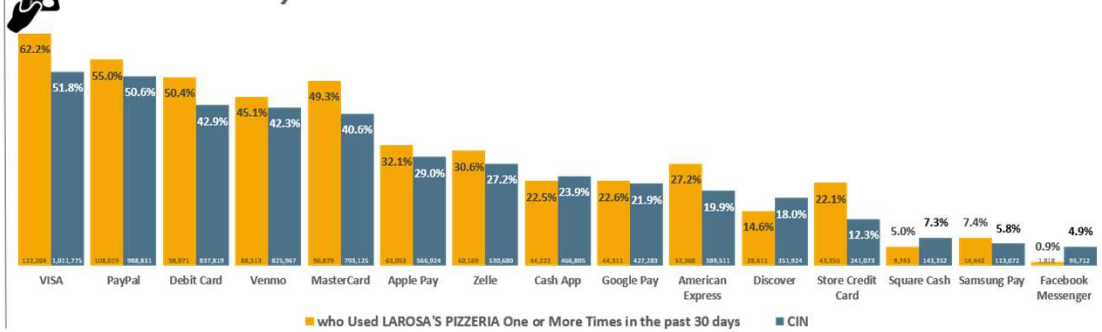
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

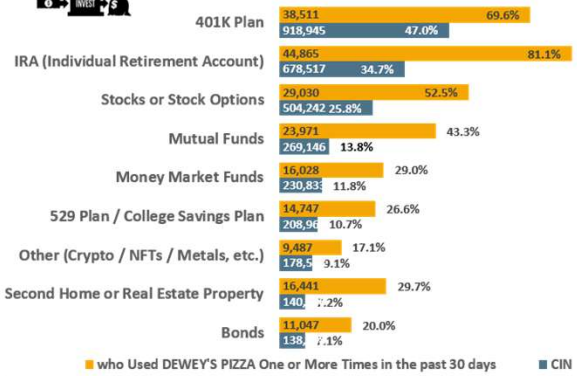
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

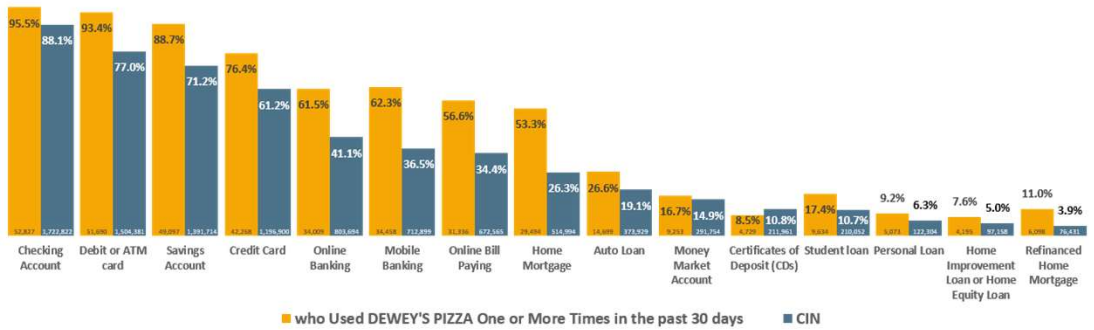
DEWEY'S PIZZA CIN

2.8% or 55,344 of CIN DMA Adults 18 or older Used DEWEY'S PIZZA One or More Times in the past 30 days. Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days are 48.% more likely to have a 401K, 38.8% more likely to have an Auto Loan, 109.4% more likely to Invest/Trade Stocks Online, 21.5% less likely to pay with their Debit Card.

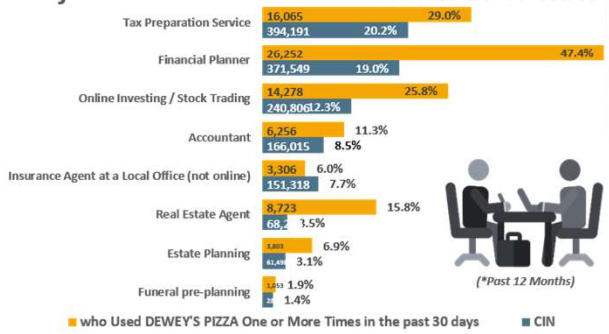
Investments Owned: Adults 18 or older



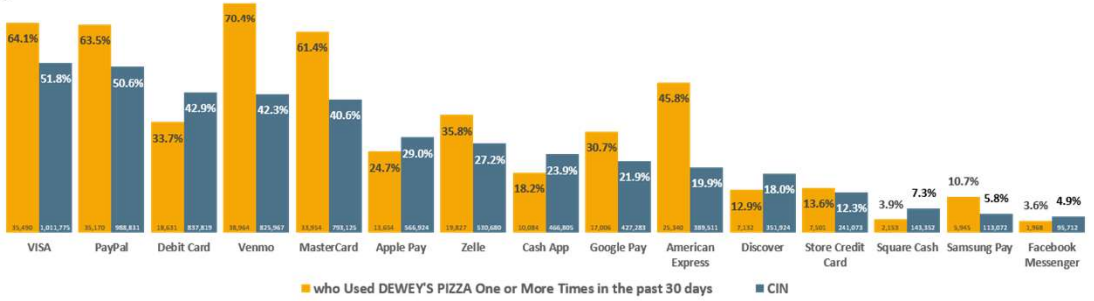
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



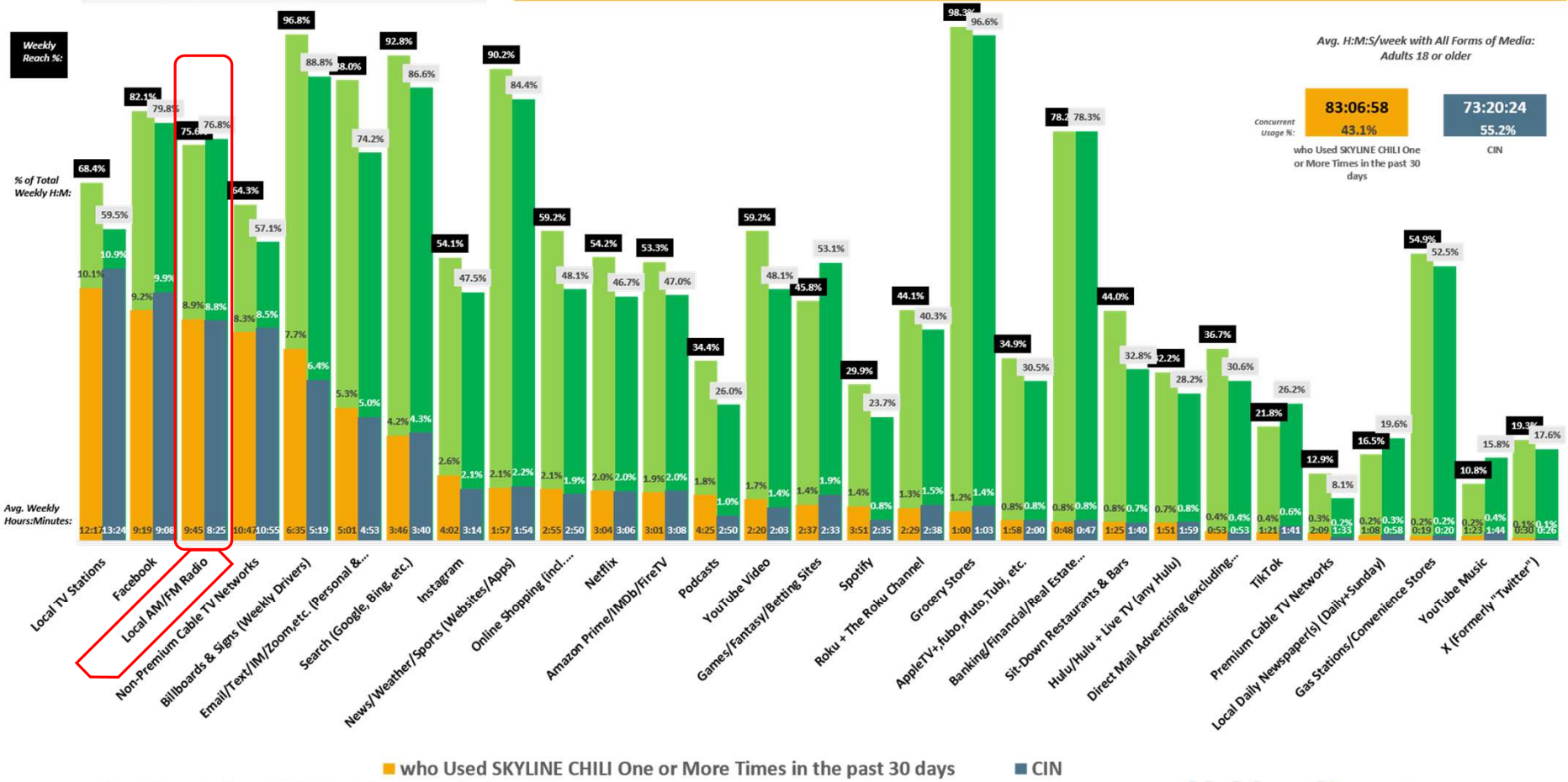
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Sit-down restaurants used past 30 days: Dewey's Pizza

CIN

Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days spend an average of 3 days, 11 hours, 6 minutes and 58 seconds each week with All Forms of Media.

75.6% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days spend an avg. of 9 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

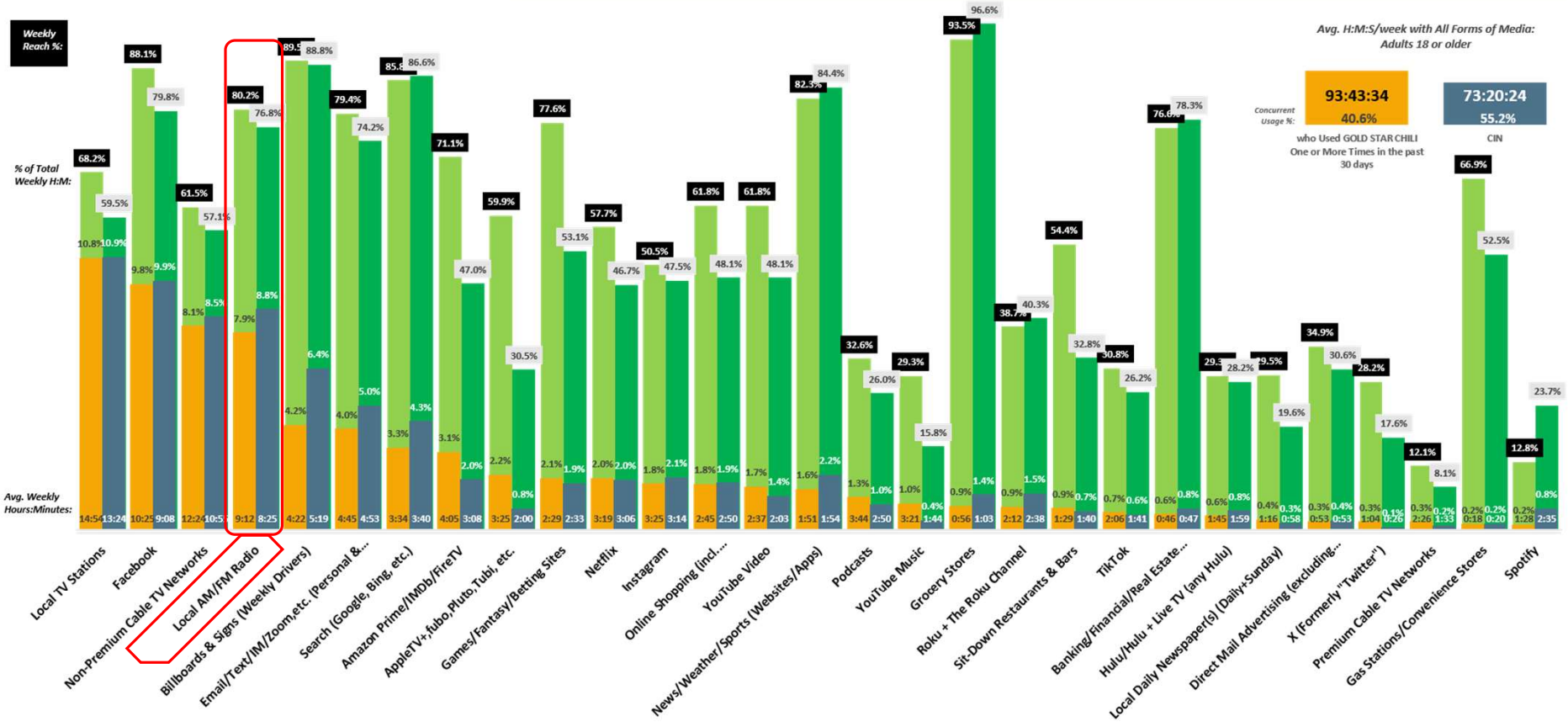
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Hubbard media that connects soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Skyline Chili

Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an average of 3 days, 21 hours, 43 minutes and 34 seconds each week with All Forms of Media.

80.2% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an avg. of 9 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.

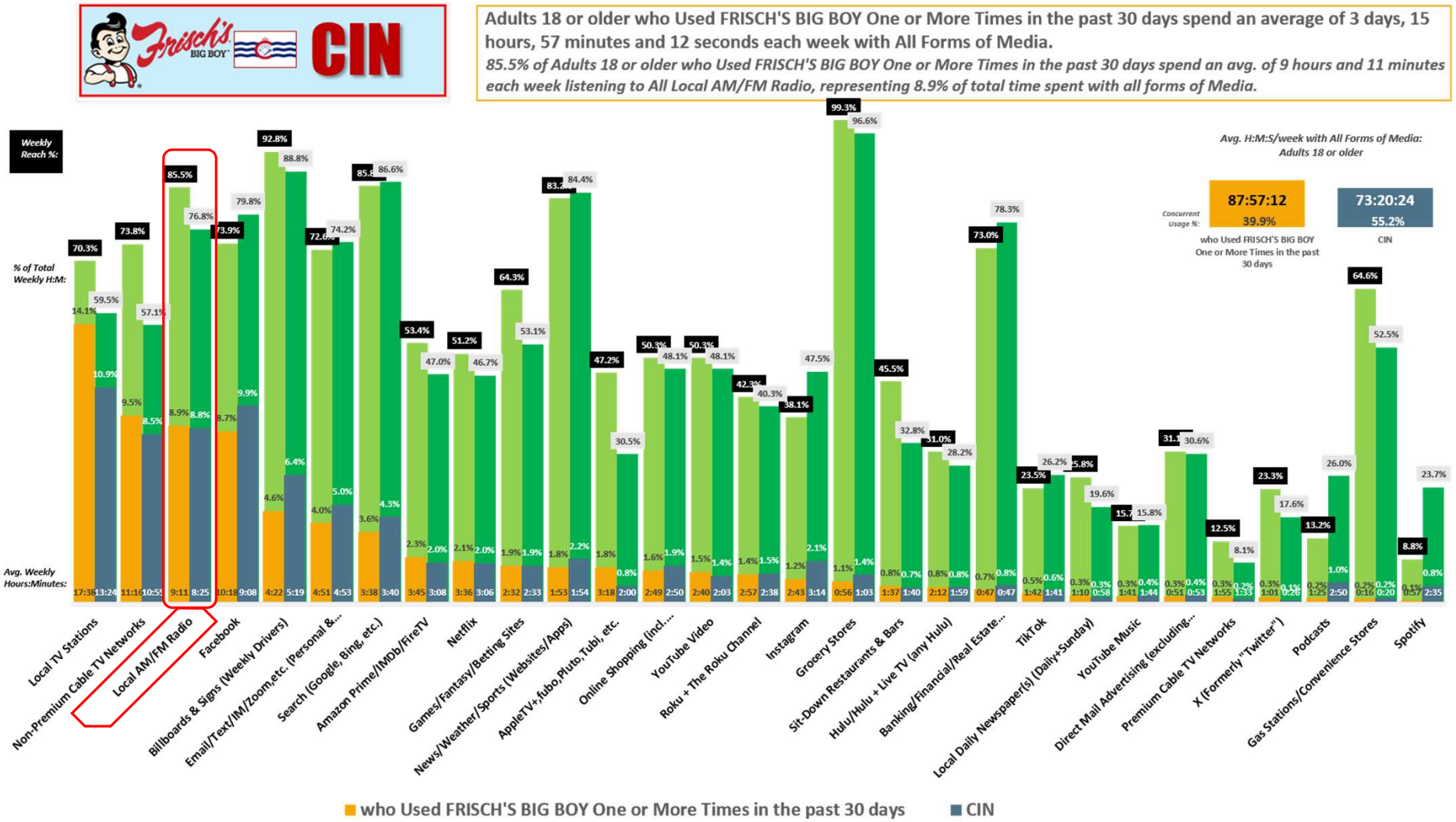


CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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Hubbard media that connects soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Gold Star Chili



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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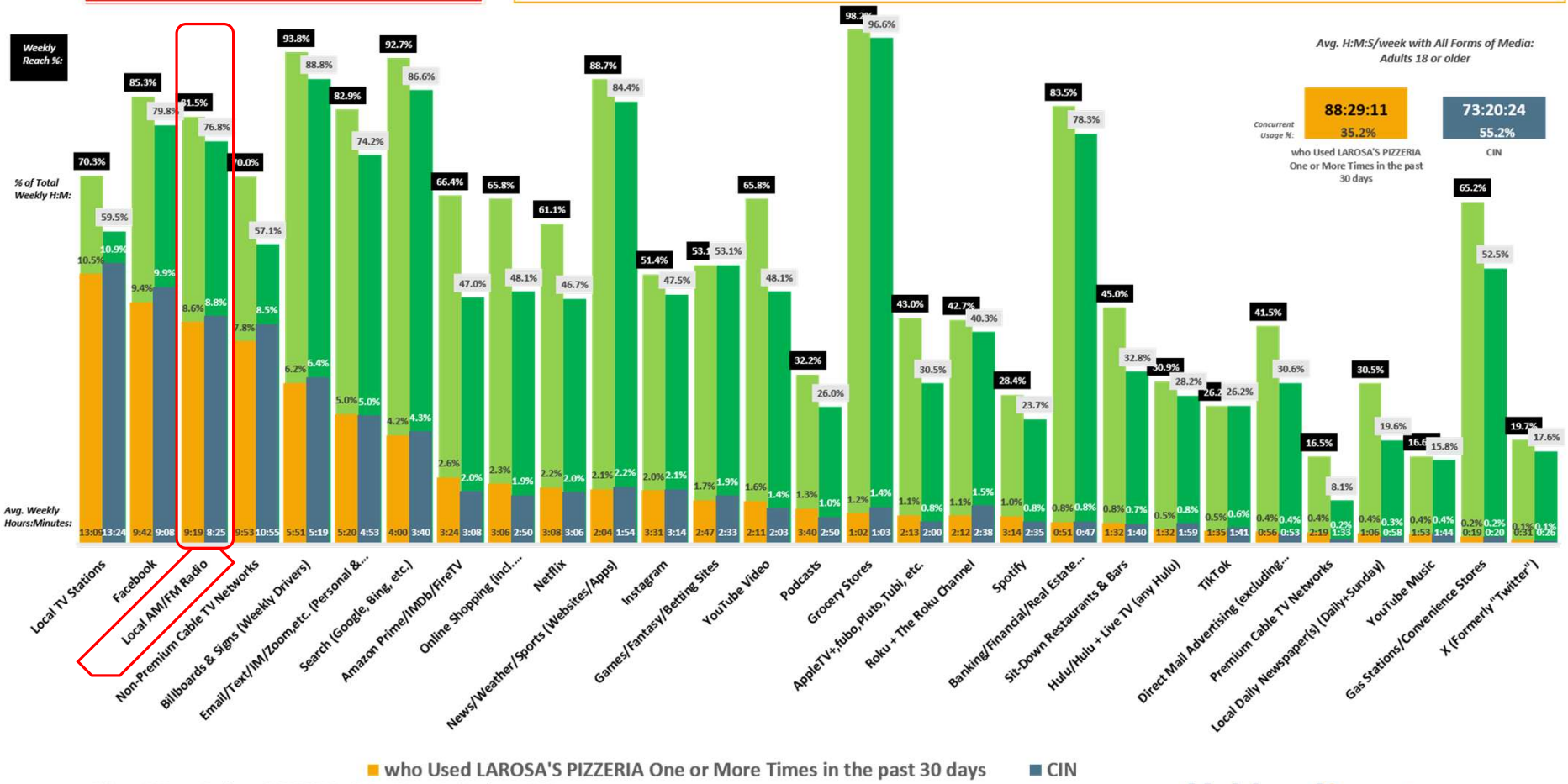
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Sit-down restaurants used past 30 days: Frisch's Big Boy

LaRosa's FAMILY PIZZERIA — CIN

Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days spend an average of 3 days, 16 hours, 29 minutes and 11 seconds each week with All Forms of Media.

81.5% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days spend an avg. of 9 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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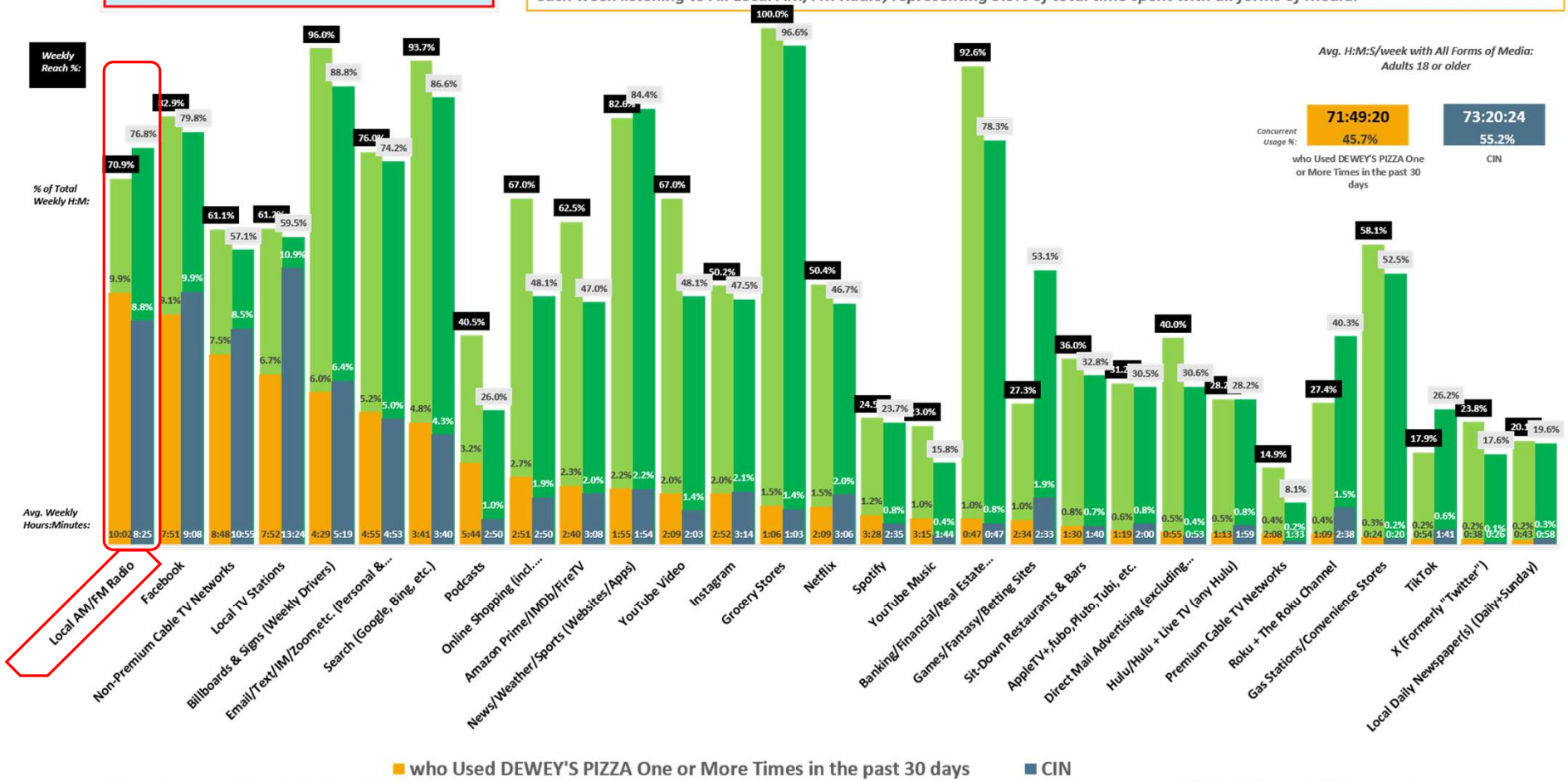
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an average of 2 days, 23 hours, 49 minutes and 20 seconds each week with All Forms of Media.

70.9% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an avg. of 10 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.

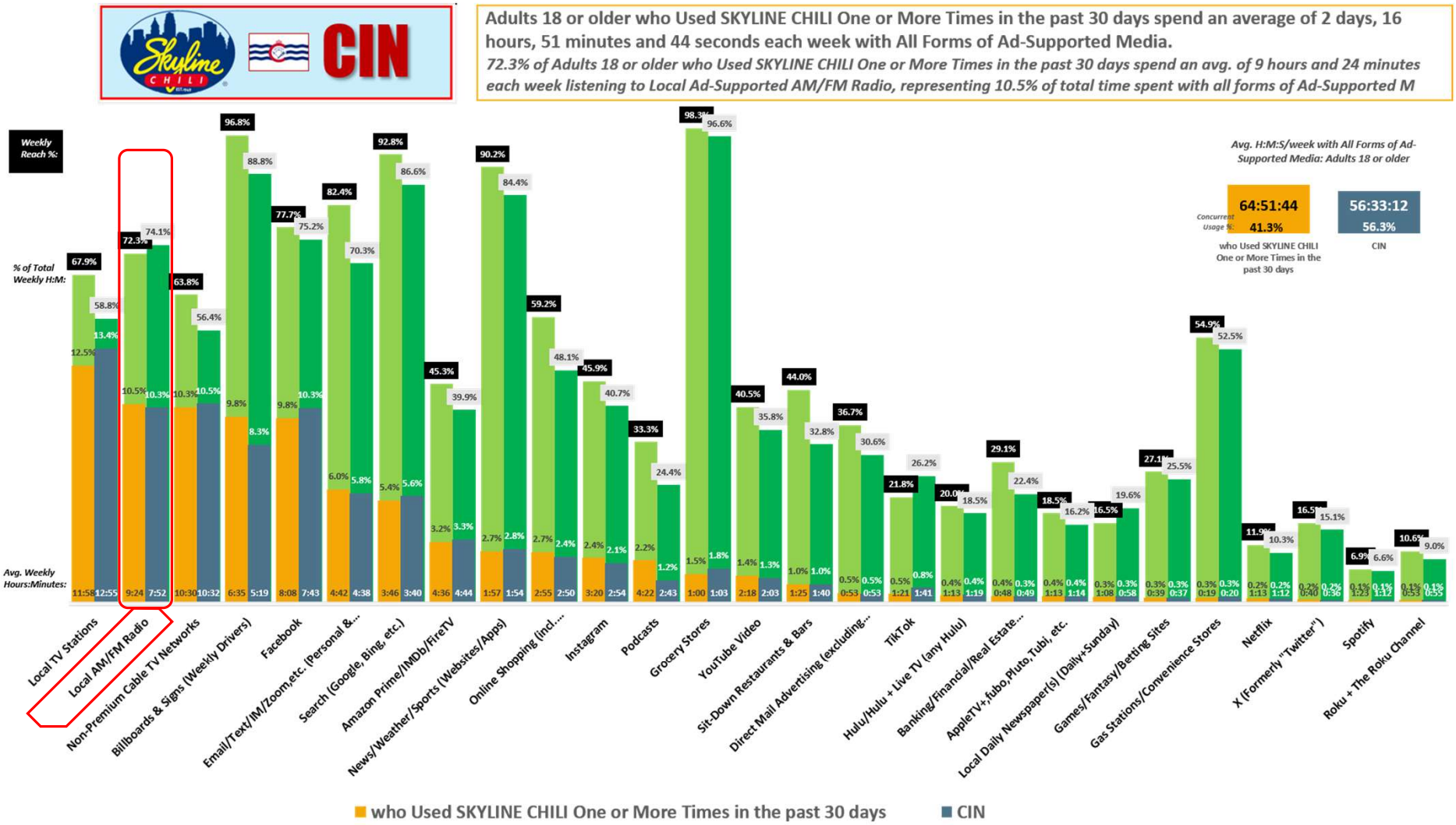


CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

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Sit-down restaurants used past 30 days: Dewey's Pizza



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

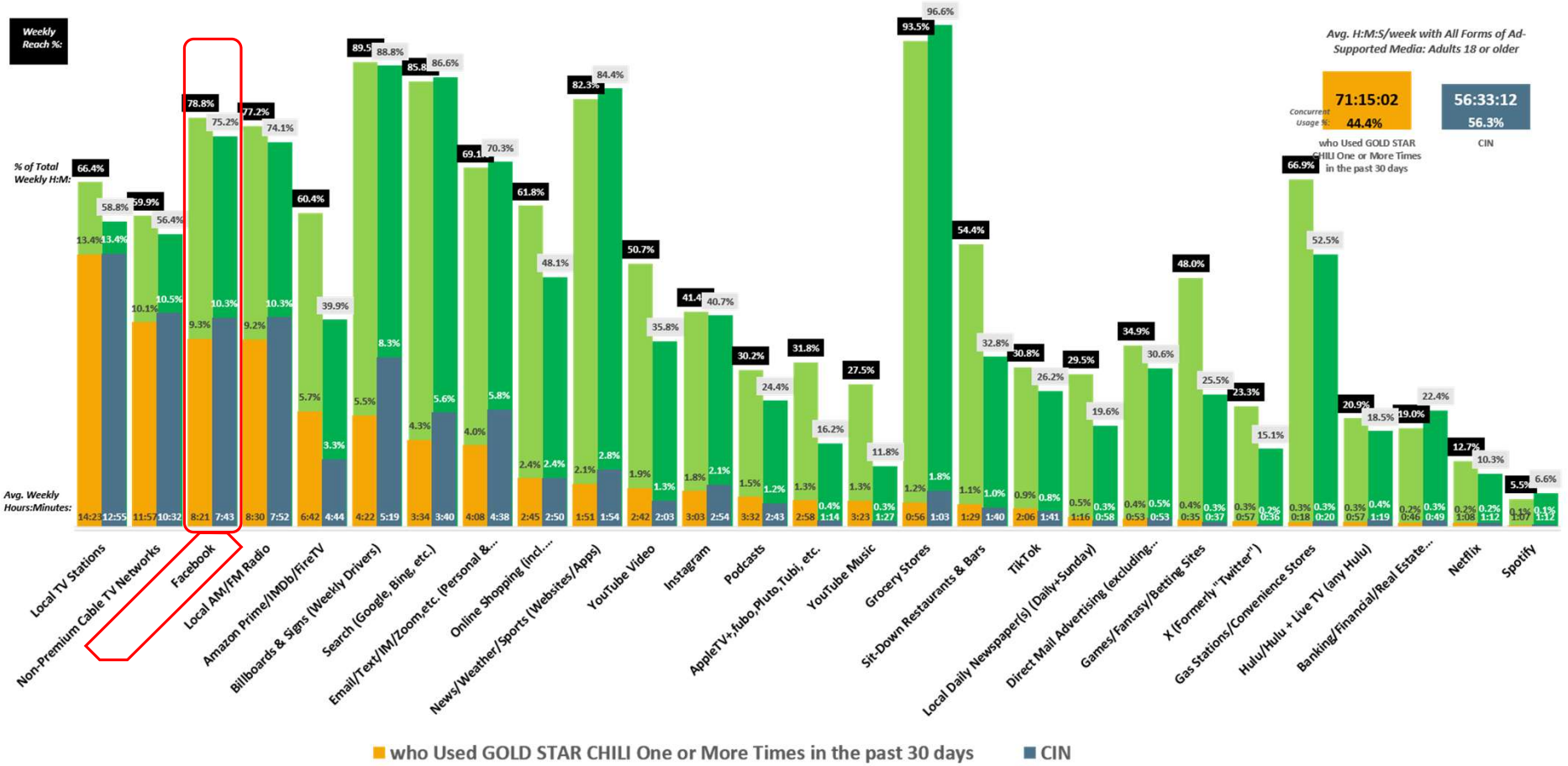
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Sit-down restaurants used past 30 days: Skyline Chili

Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an average of 2 days, 23 hours, 15 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

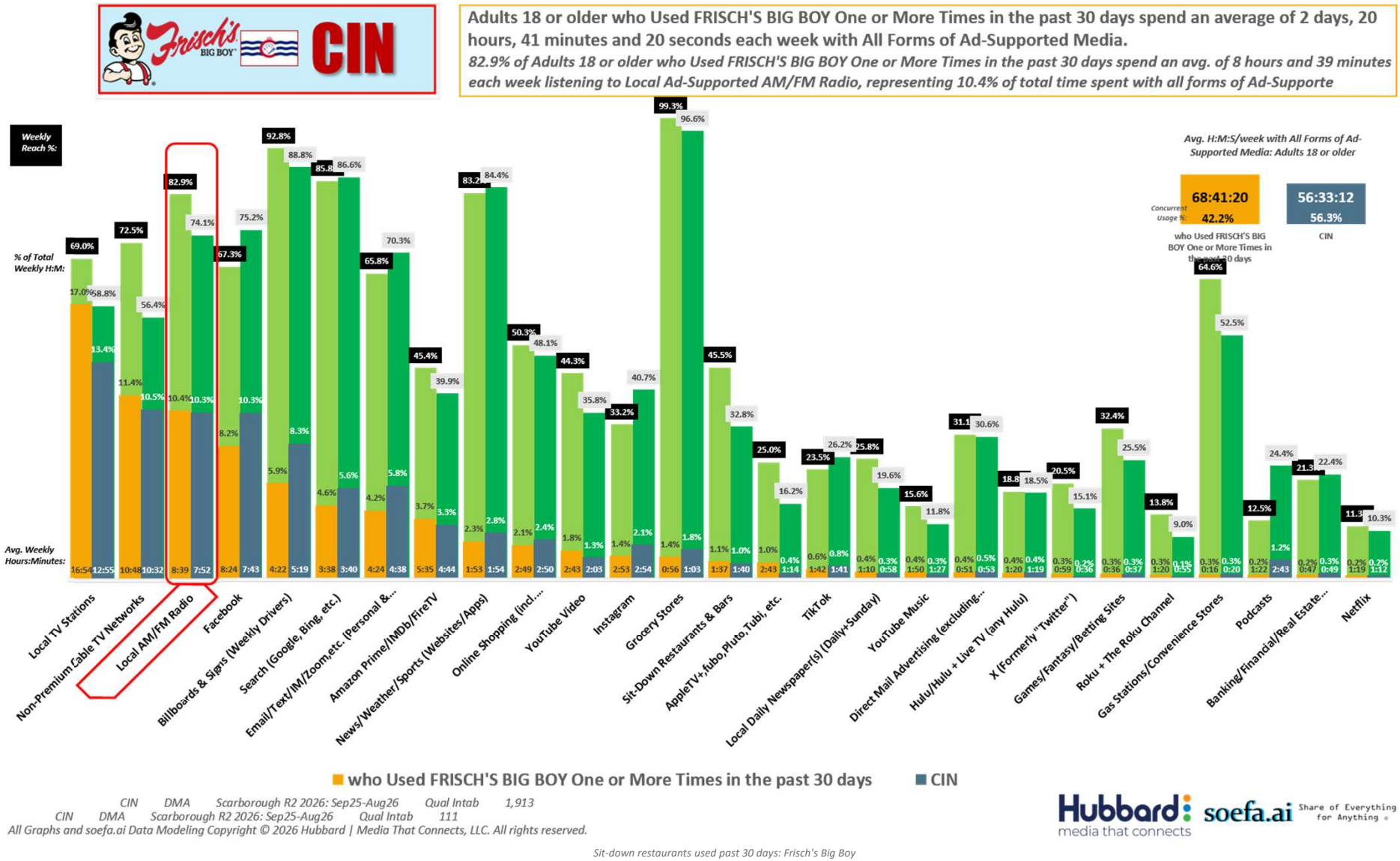
77.2% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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Sit-down restaurants used past 30 days: Gold Star Chili

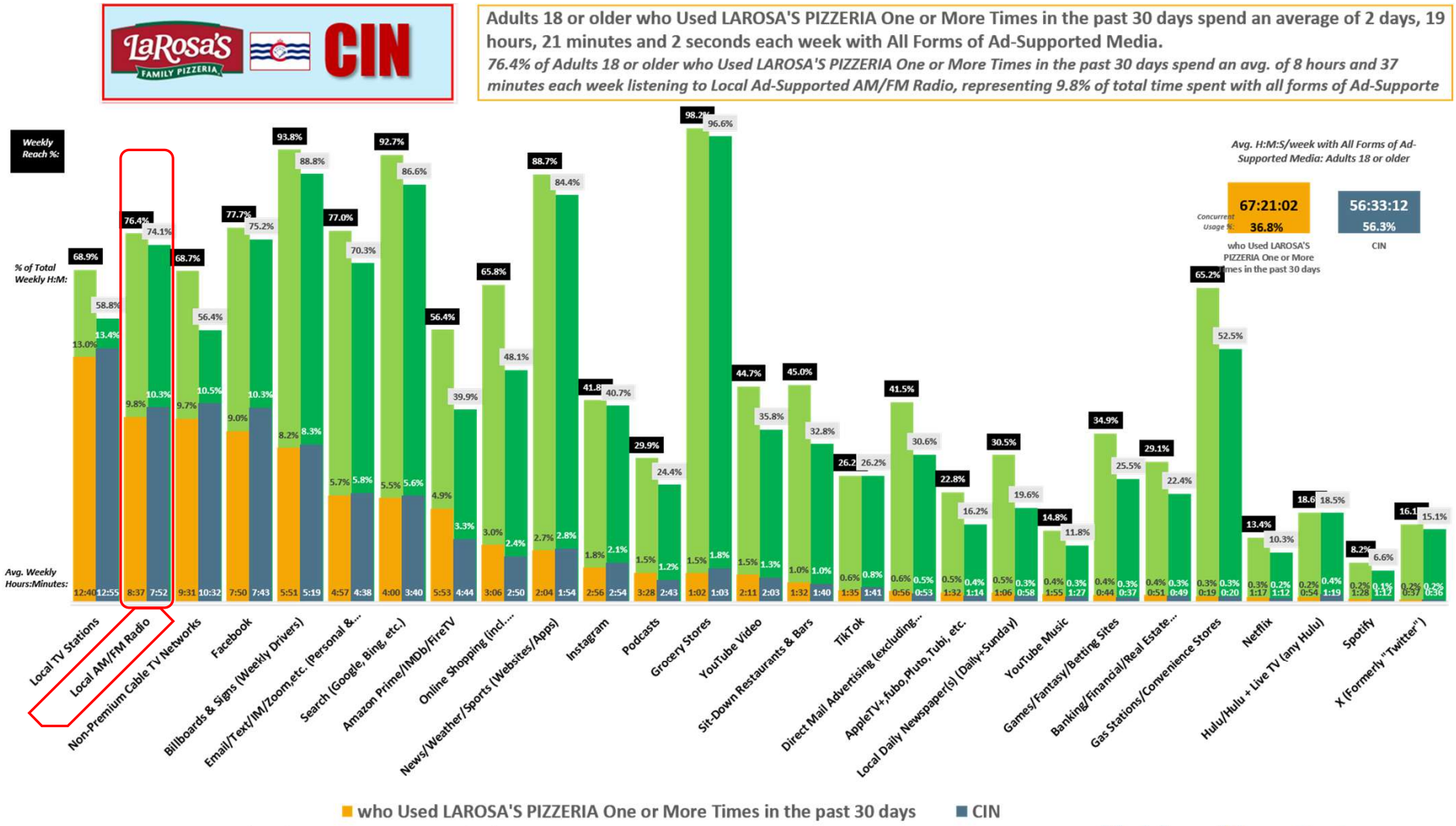


CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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Sit-down restaurants used past 30 days: Frisch's Big Boy



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CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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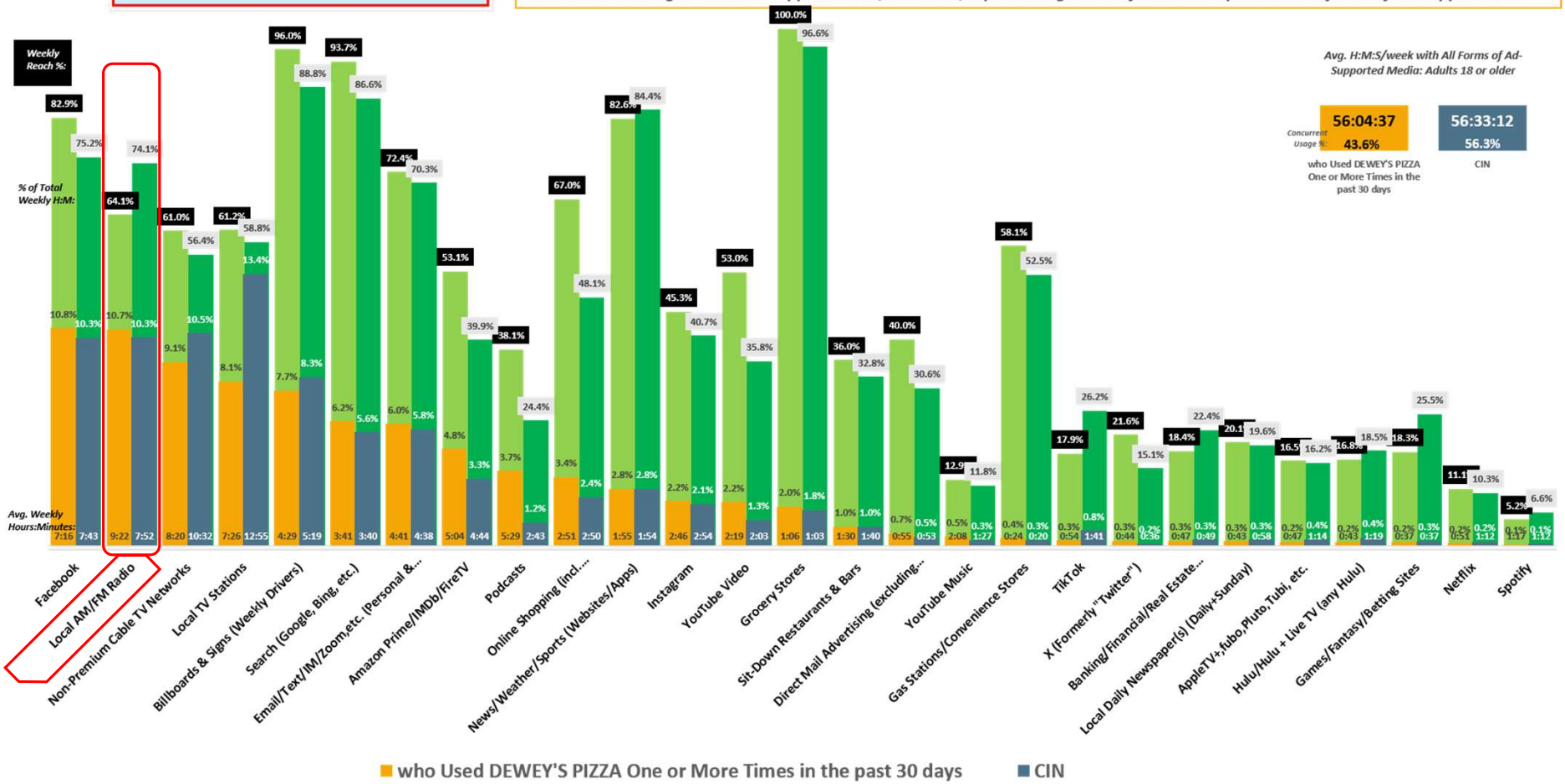
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an average of 2 days, 8 hours, 4 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

64.1% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an avg. of 9 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported M



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

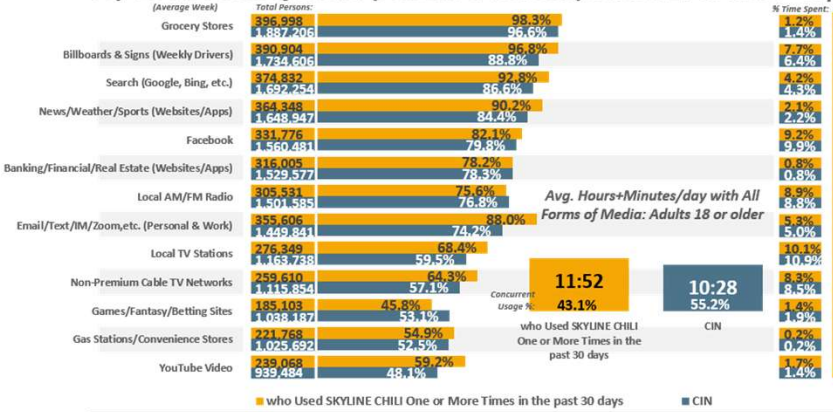
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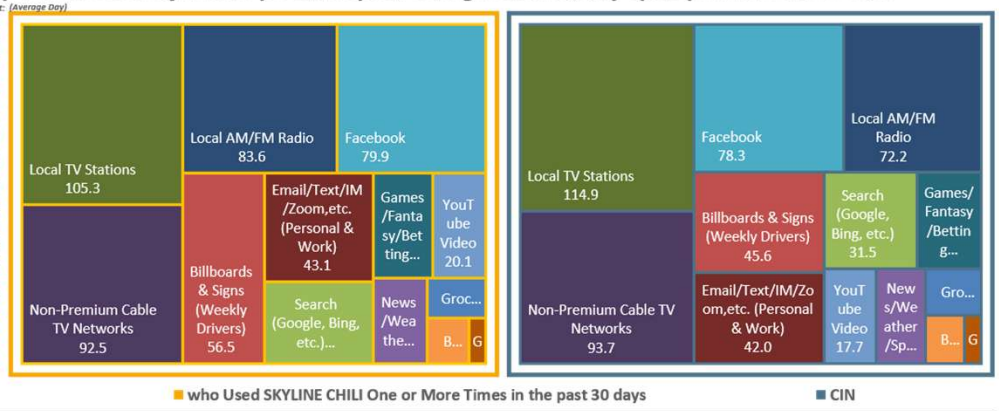
Sit-down restaurants used past 30 days: Dewey's Pizza

Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days spend an average of 9 hours and 15 minutes each day with All Forms of Ad-Supported Media. 72.3% listen to Local AM/FM Radio for an avg. of 80.7 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

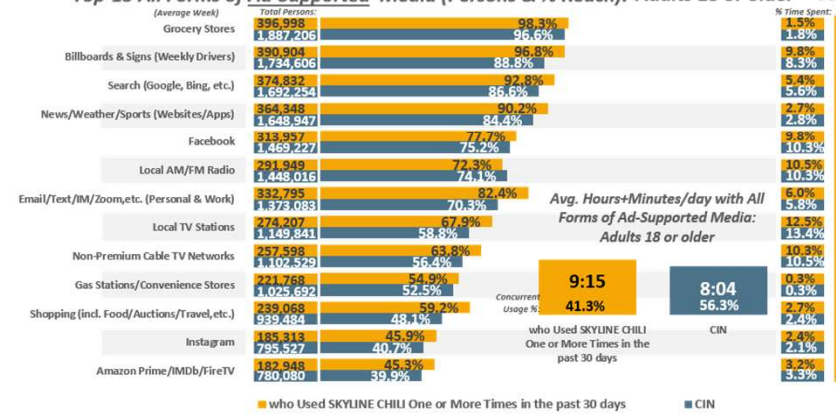
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



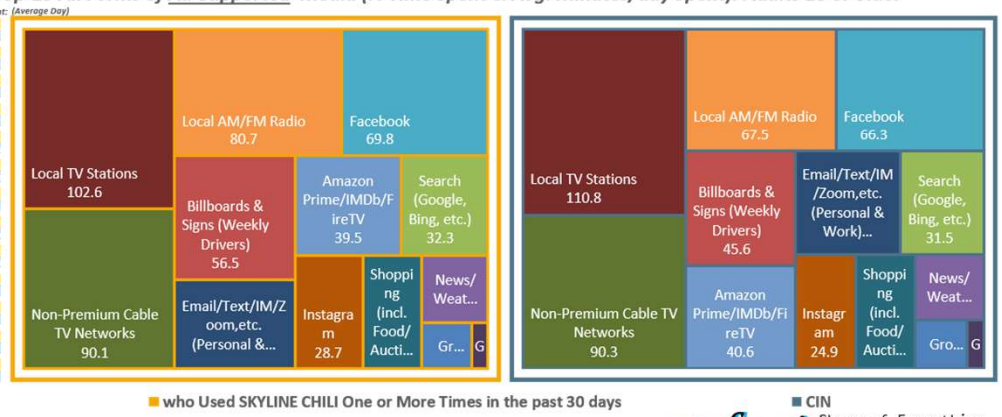
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

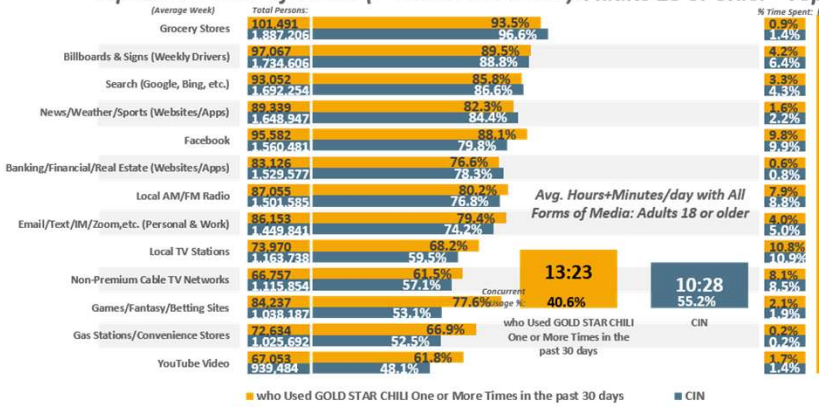
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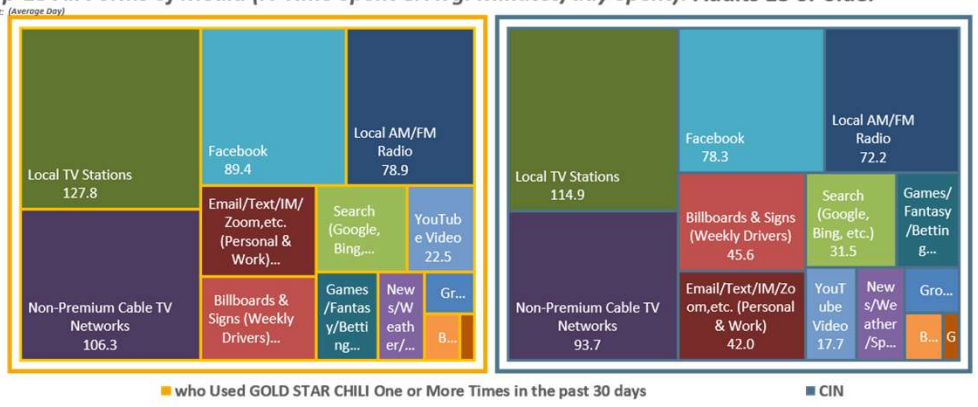
Sit-down restaurants used past 30 days: Skyline Chili

Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an average of 10 hours and 10 minutes each day with All Forms of Ad-Supported Media. 77.2% listen to Local AM/FM Radio for an avg. of 73. minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

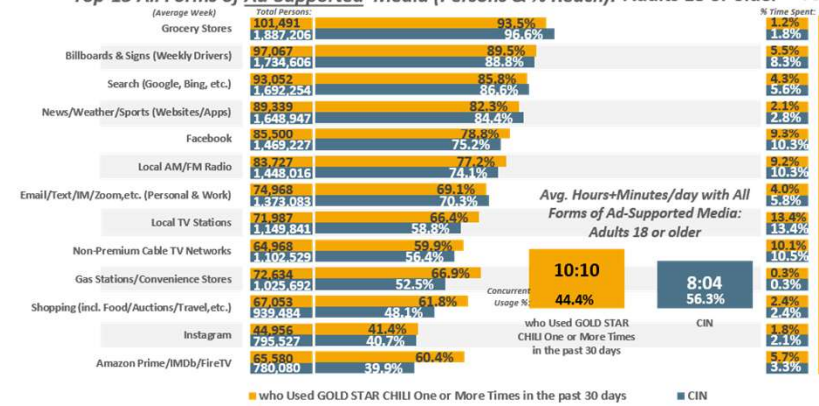
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



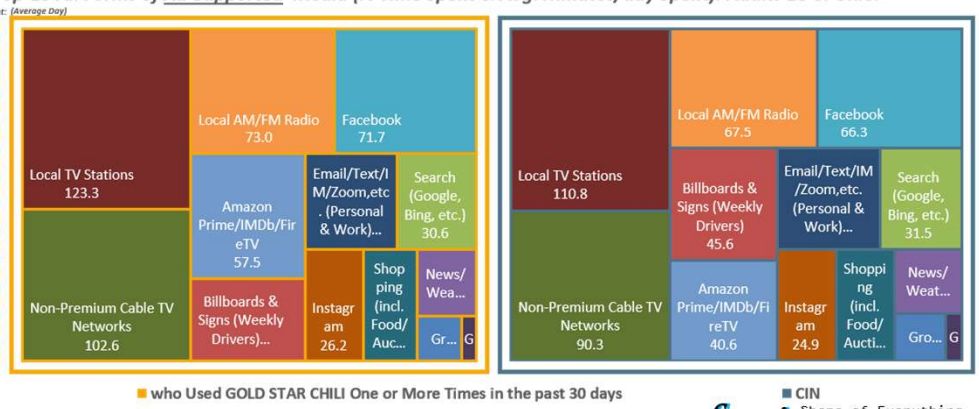
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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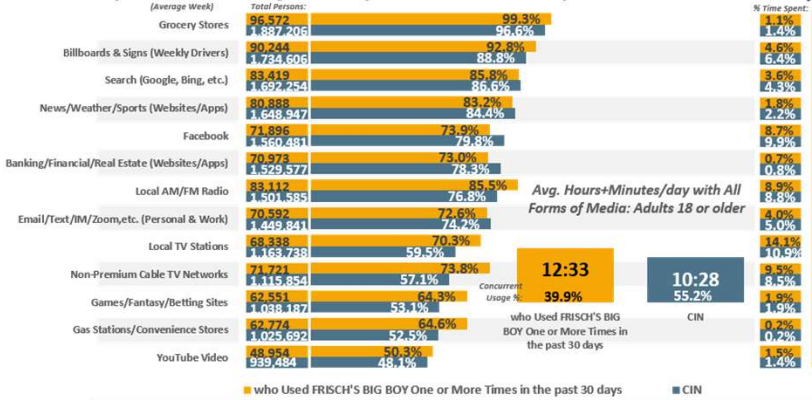
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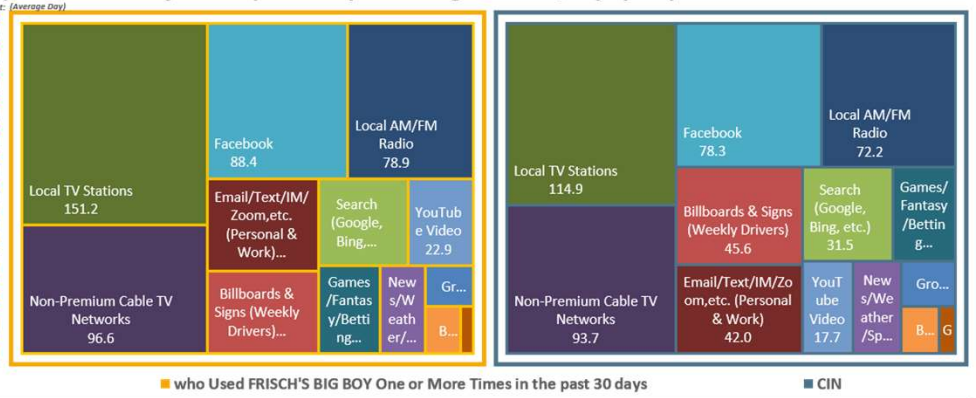
Sit-down restaurants used past 30 days: Gold Star Chili

Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days spend an average of 9 hours and 48 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 74.2 minutes/day.*(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

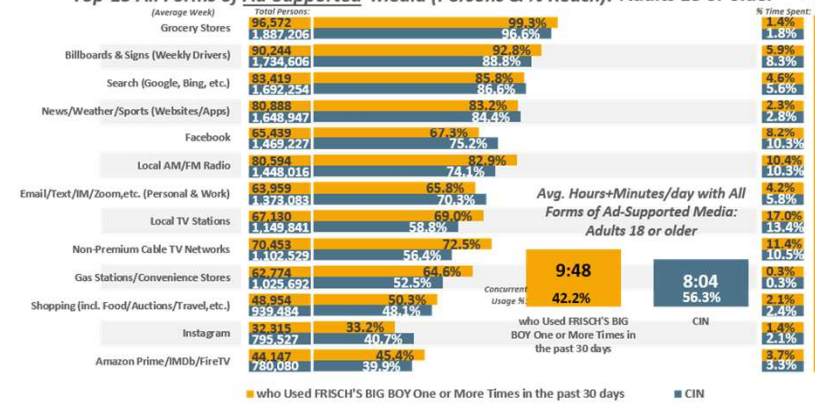
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



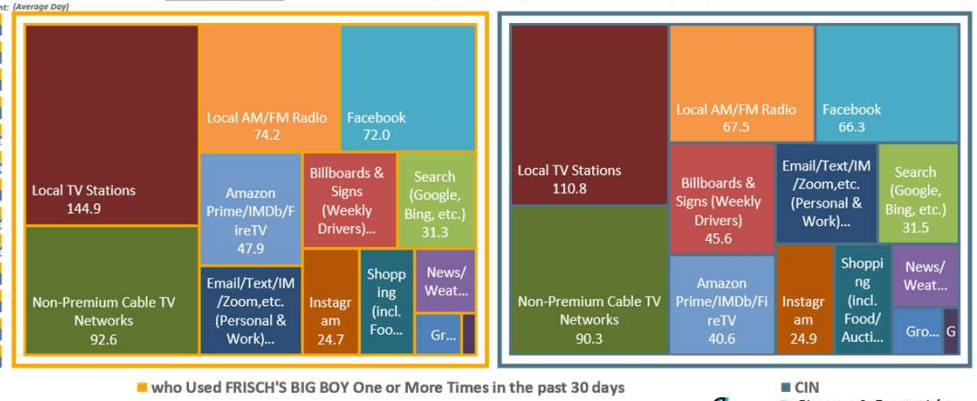
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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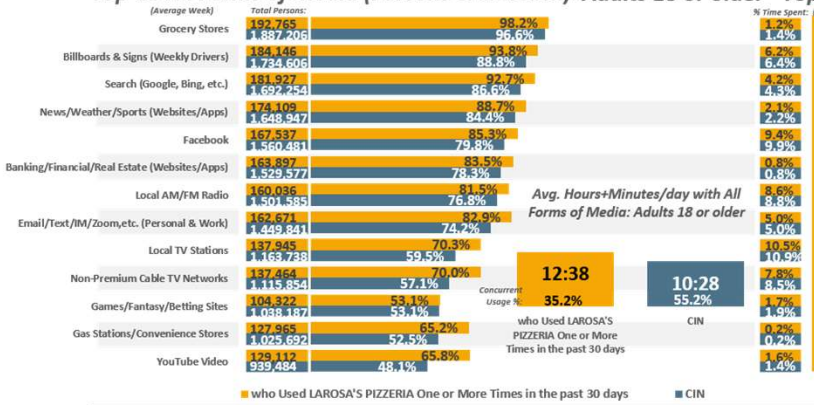
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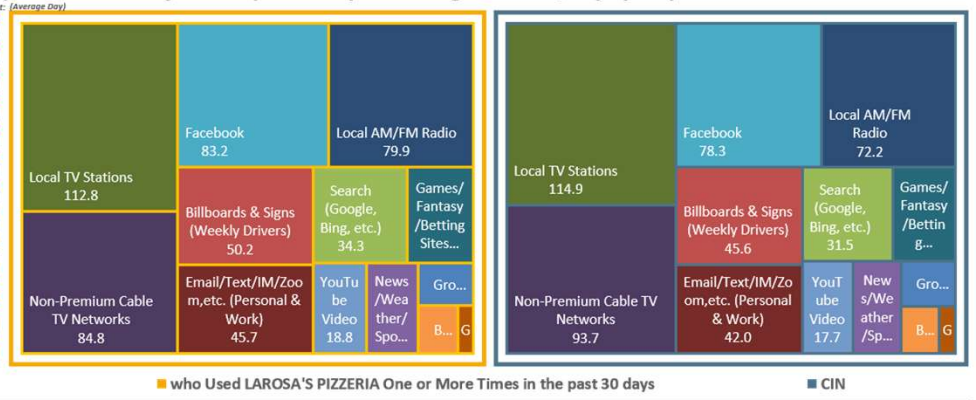
Sit-down restaurants used past 30 days: Frisch's Big Boy

Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days spend an average of 9 hours and 37 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day.*(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

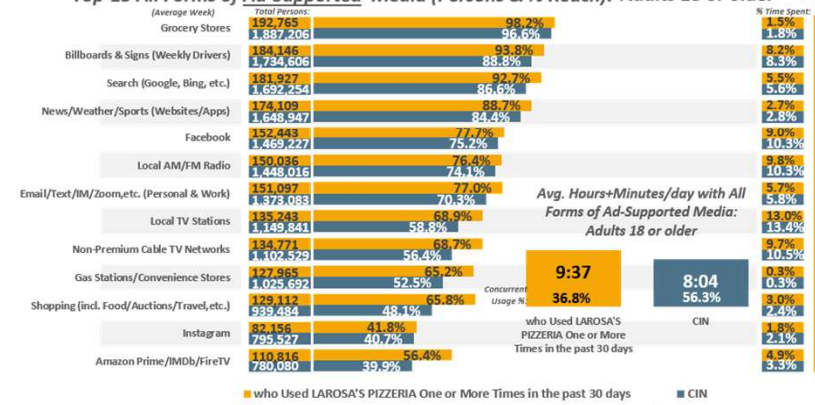
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



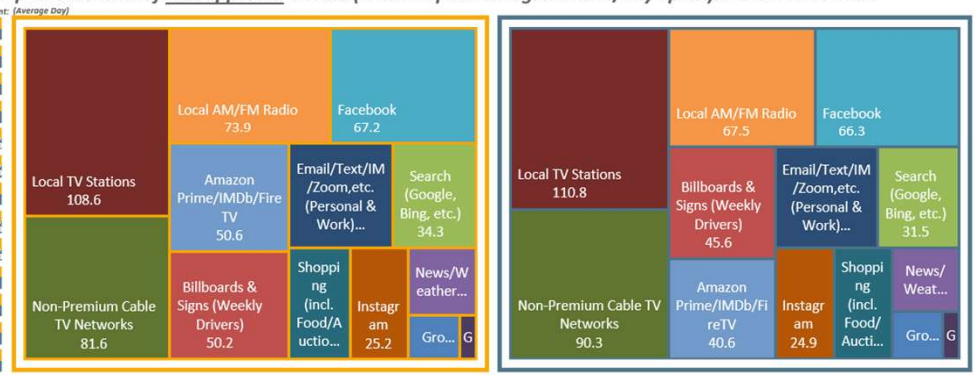
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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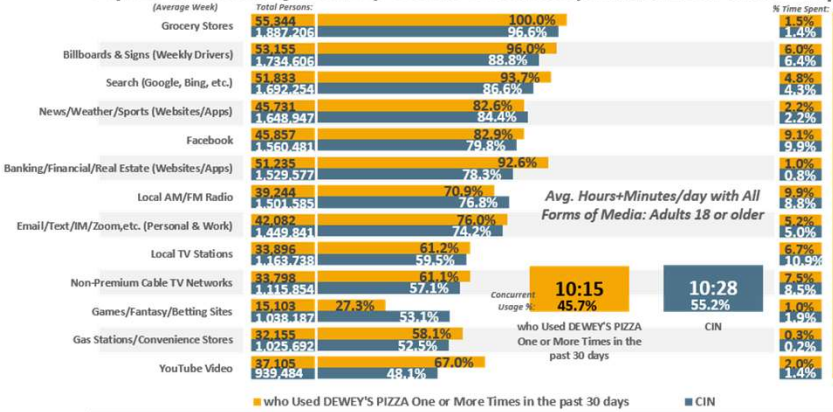
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

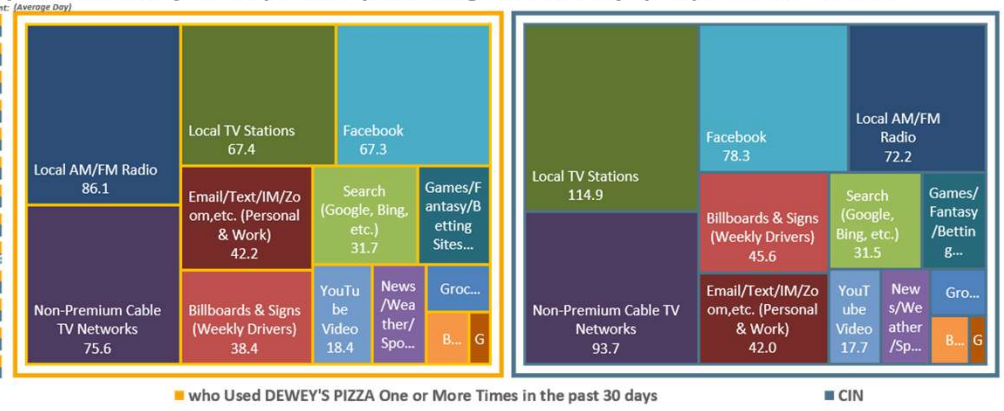
DEWEY'S PIZZA CIN

Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 64.1% listen to Local AM/FM Radio for an avg. of 80.3 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

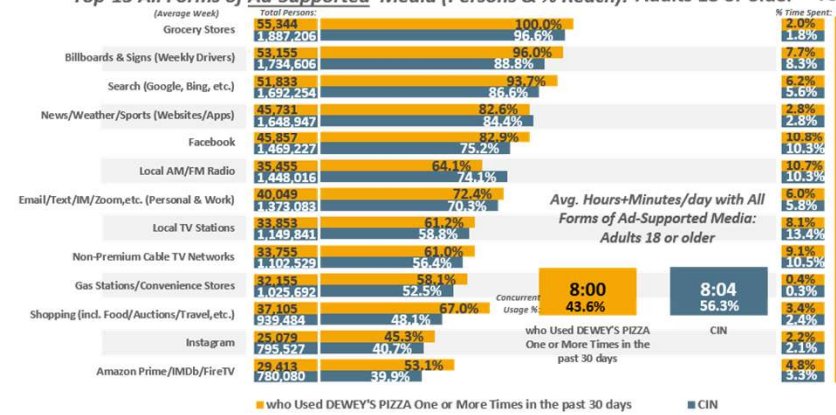
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



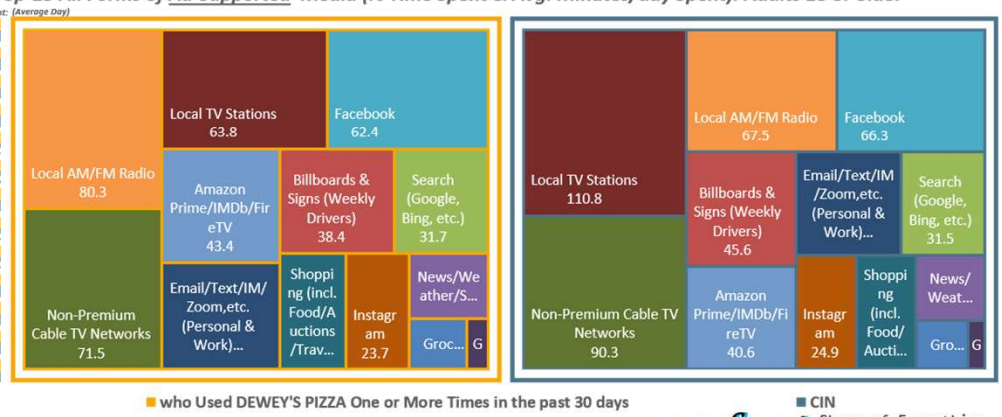
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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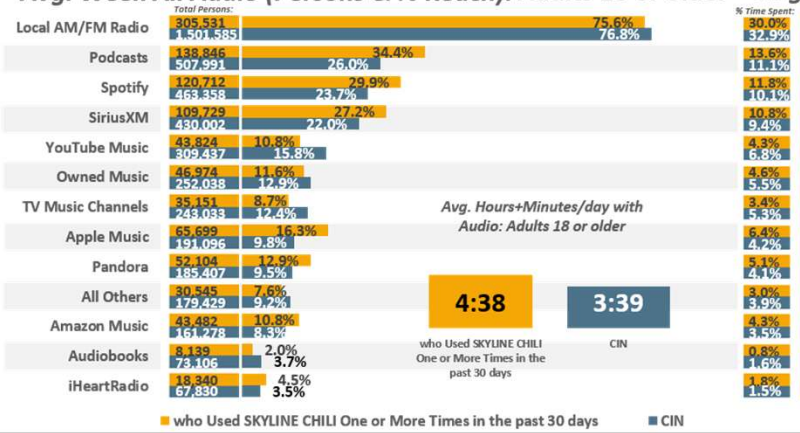
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Sit-down restaurants used past 30 days: Dewey's Pizza

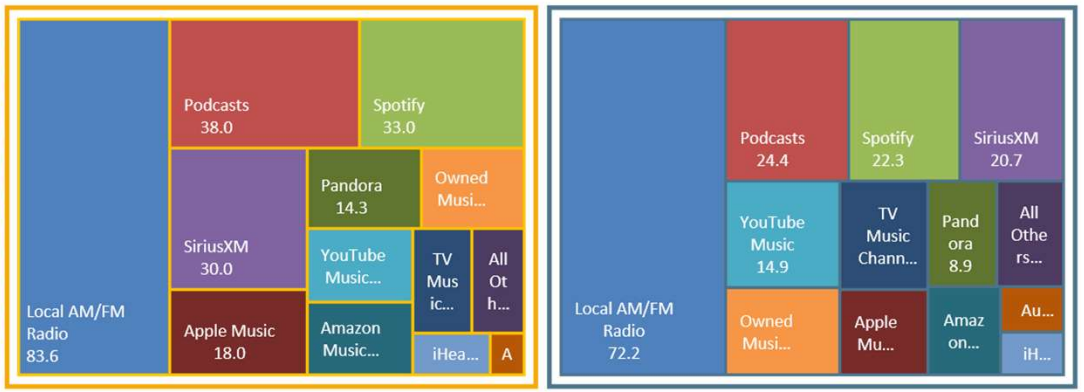
CIN

291,949 or 72.3% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.7 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

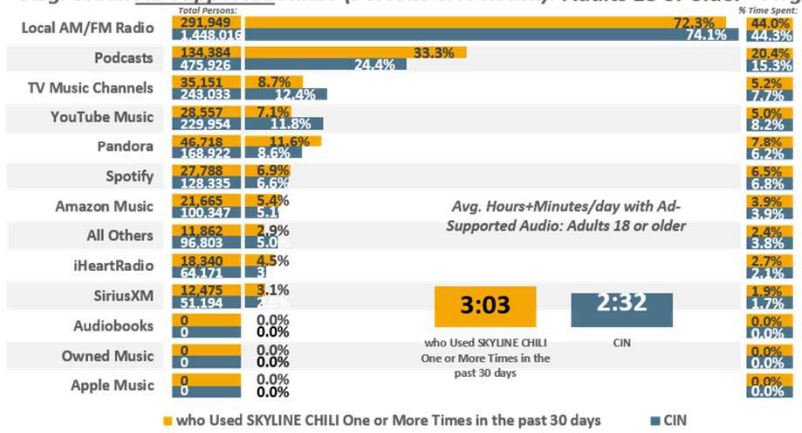
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



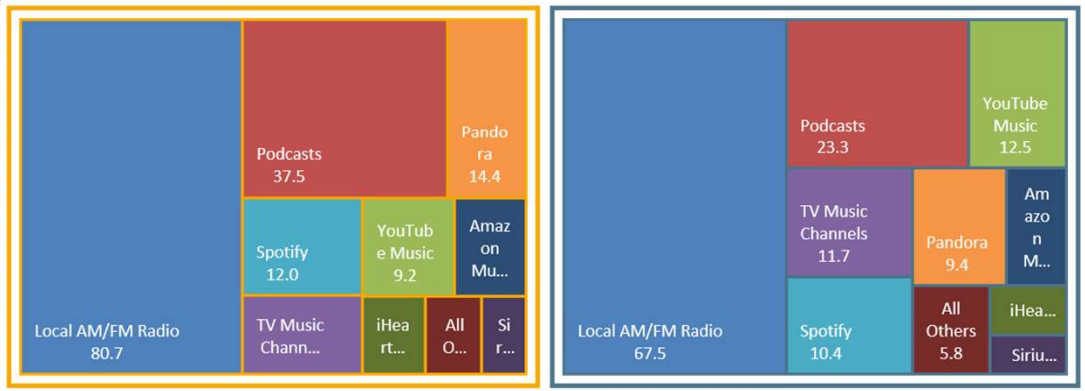
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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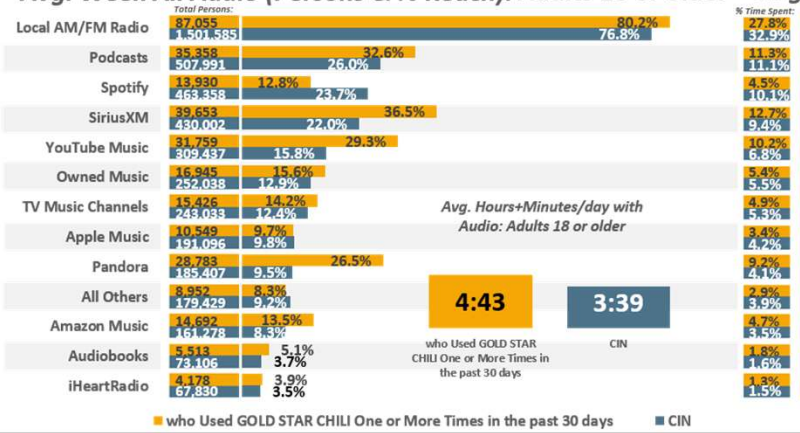
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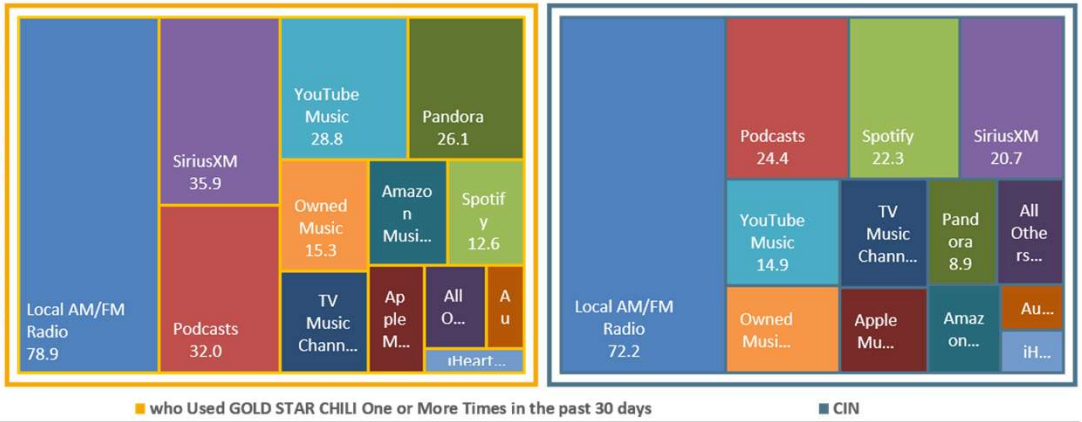
Sit-down restaurants used past 30 days: Skyline Chili

83,727 or 77.2% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

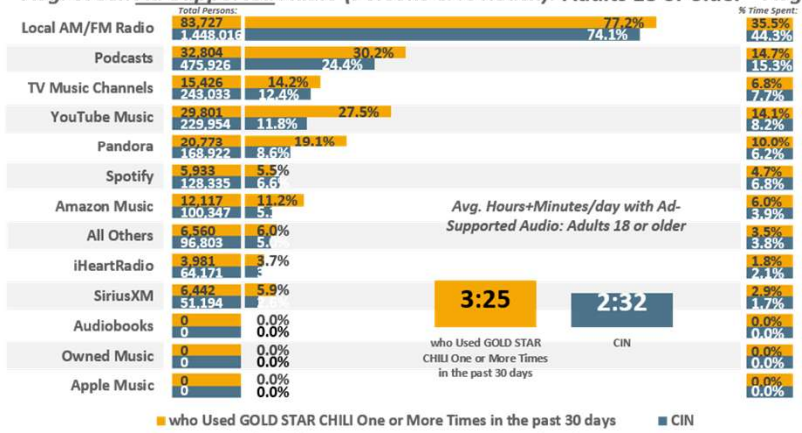
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



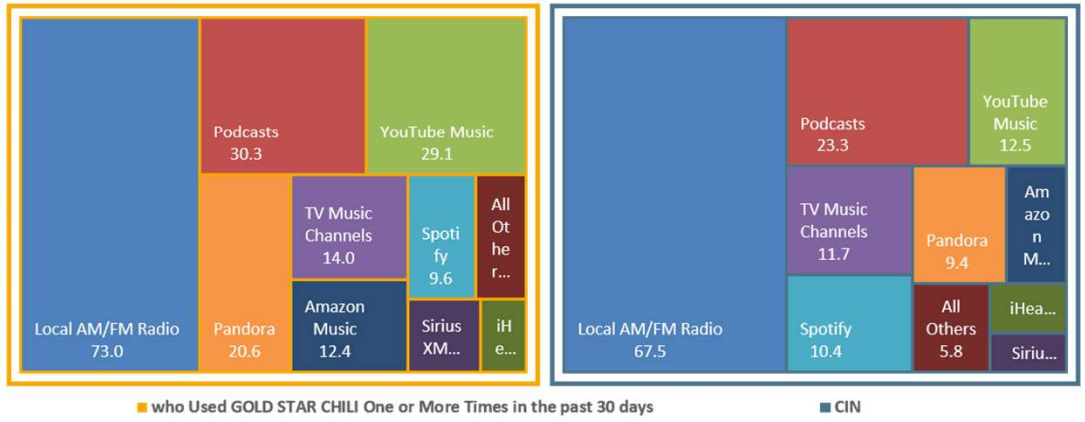
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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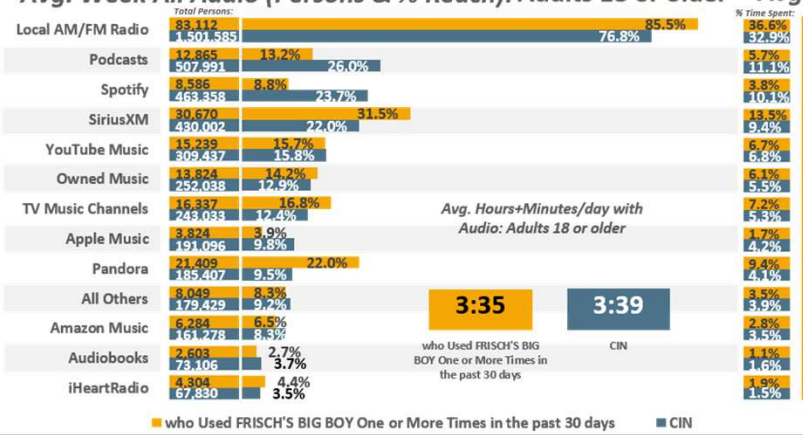
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Sit-down restaurants used past 30 days: Gold Star Chili

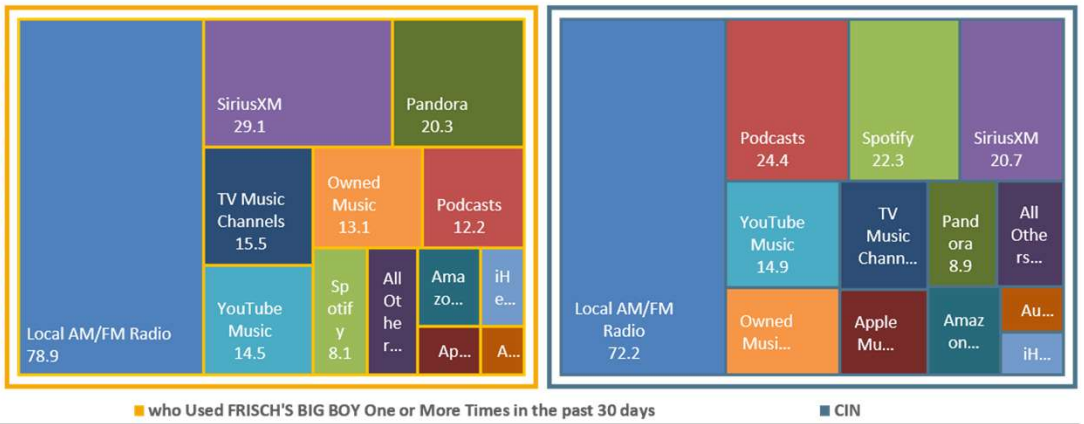
Frisch's BIG BOY CIN

80,594 or 82.9% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74.2 minutes every day representing 46.% of all time spent daily with Ad-Supported Audio.

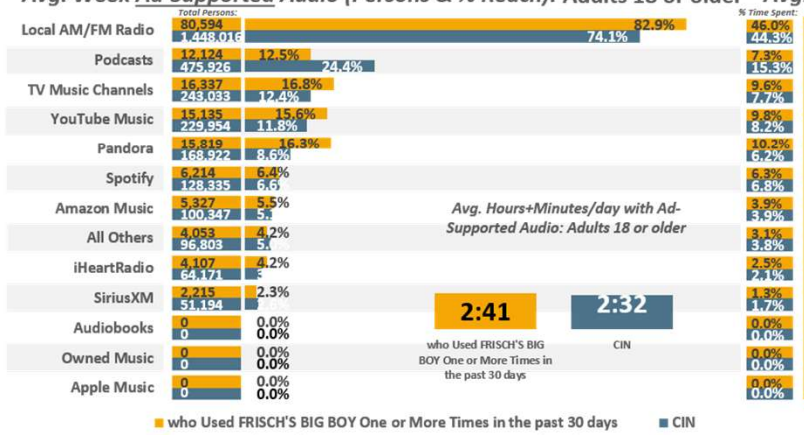
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



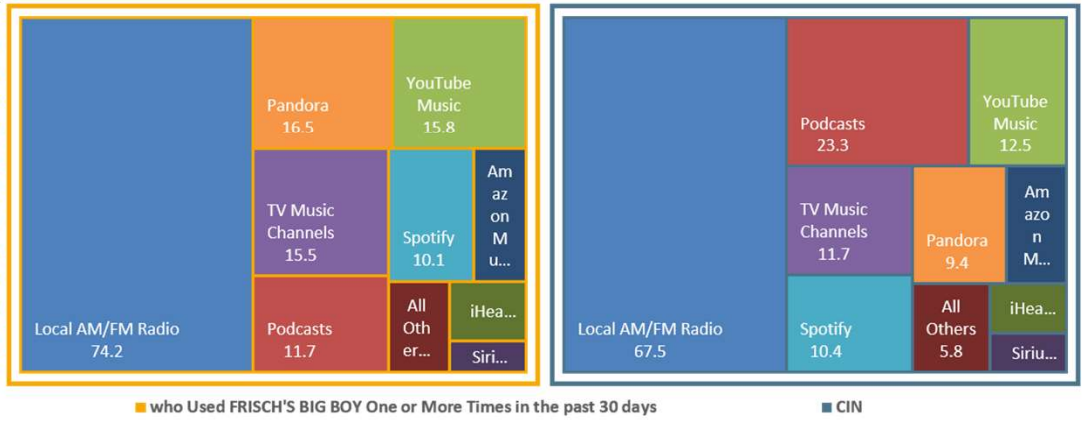
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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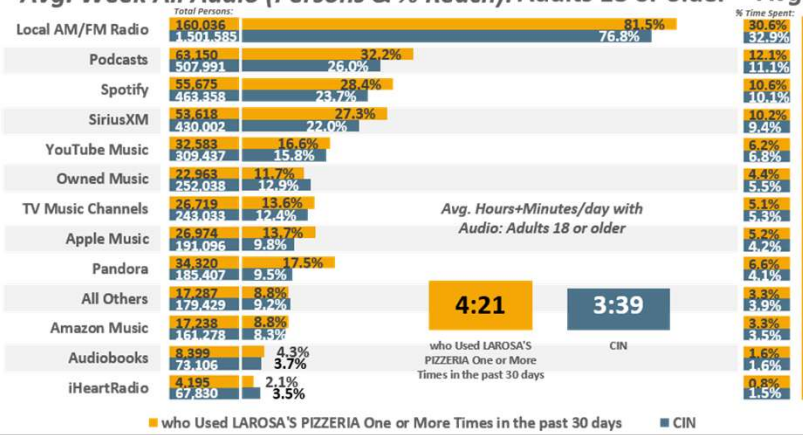
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Sit-down restaurants used past 30 days: Frisch's Big Boy

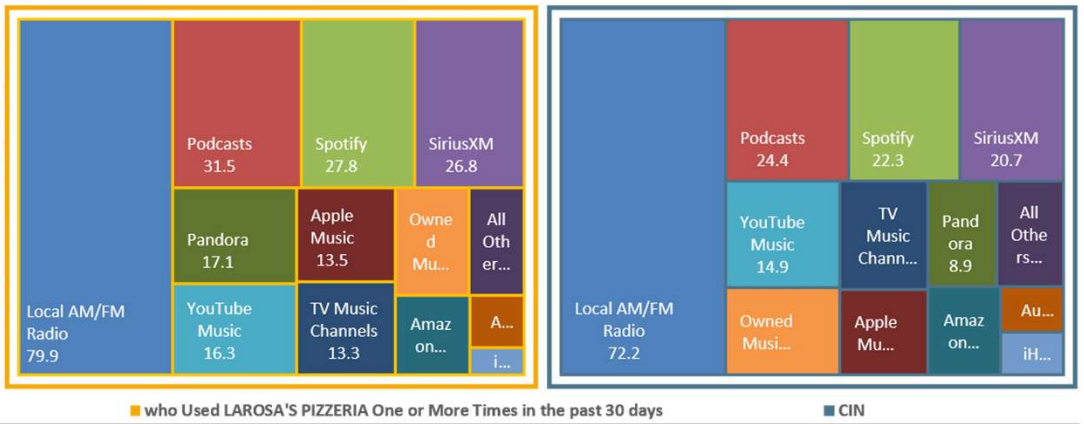
LaRosa's FAMILY PIZZERIA CIN

150,036 or 76.4% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

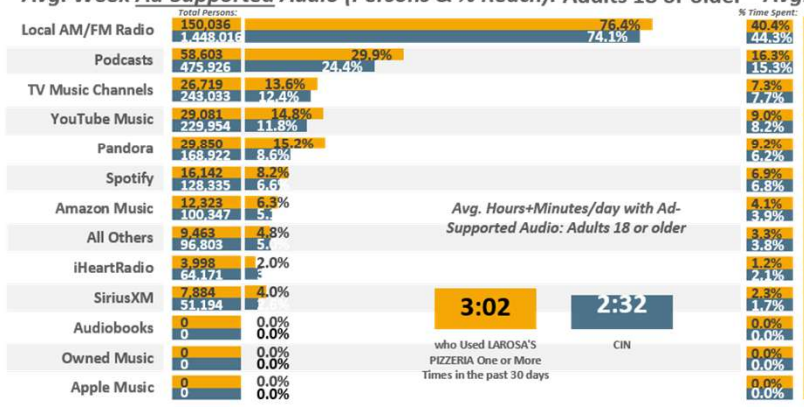
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



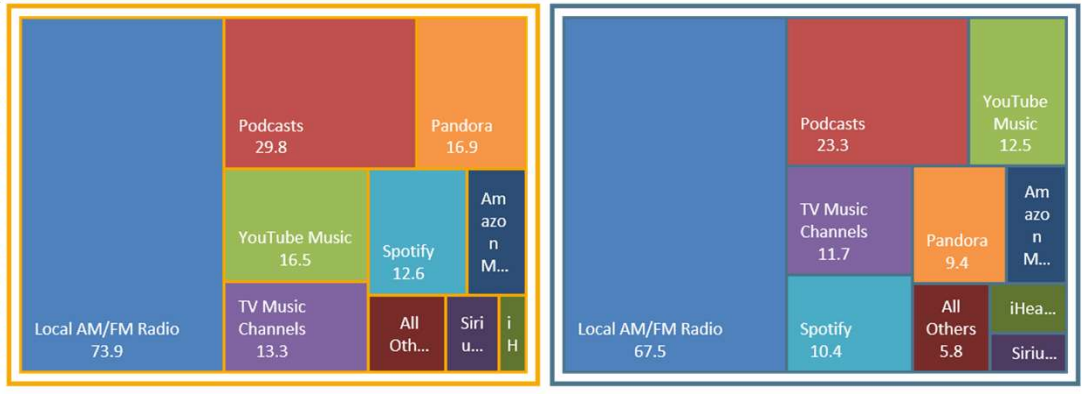
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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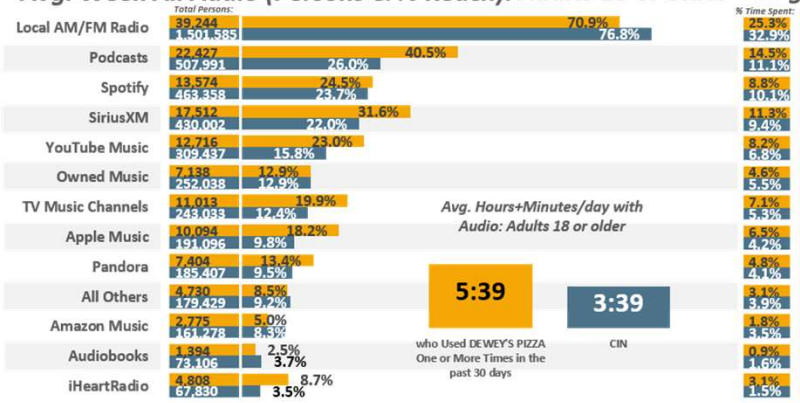
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

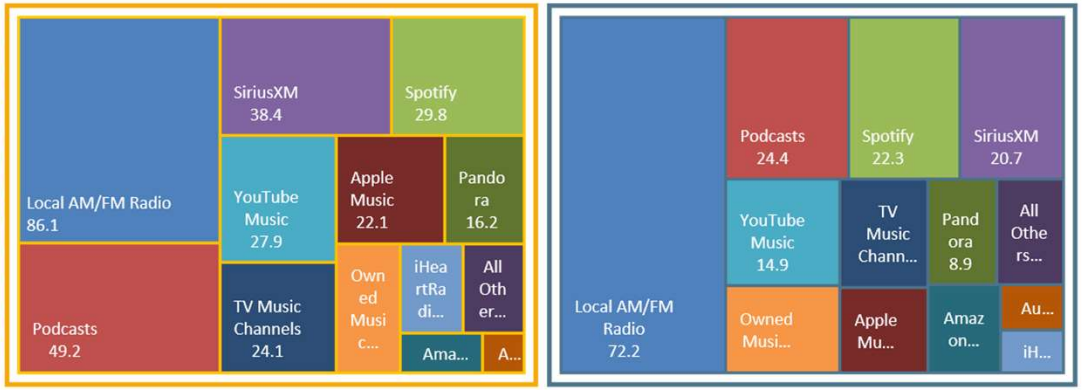
DEWEY'S PIZZA CIN

35,455 or 64.1% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

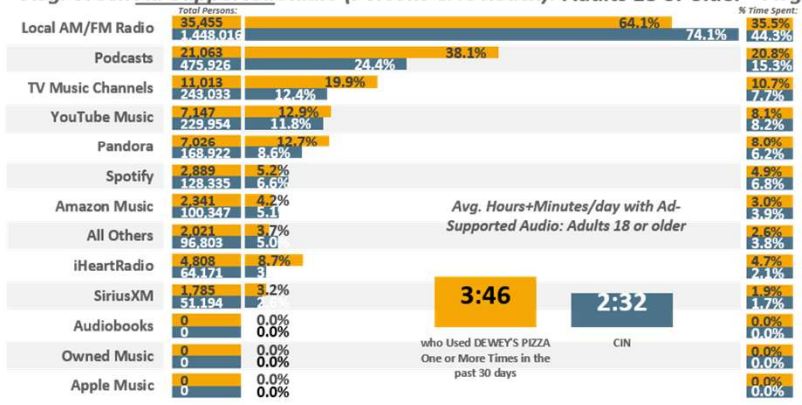
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



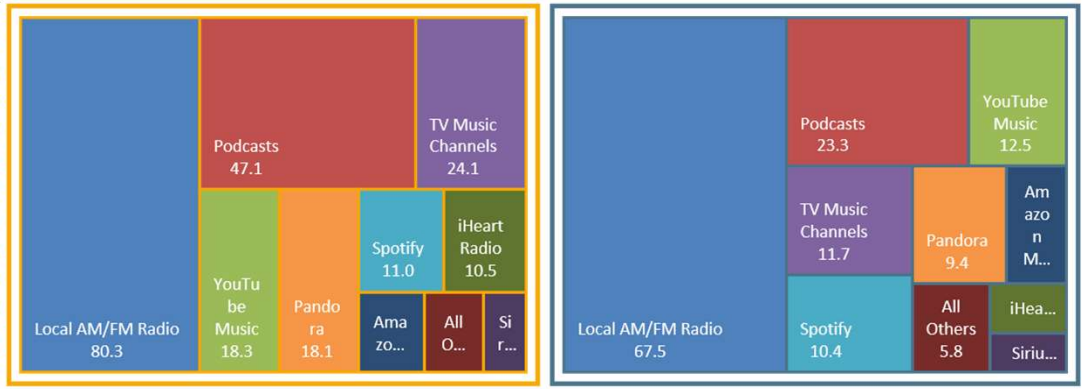
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



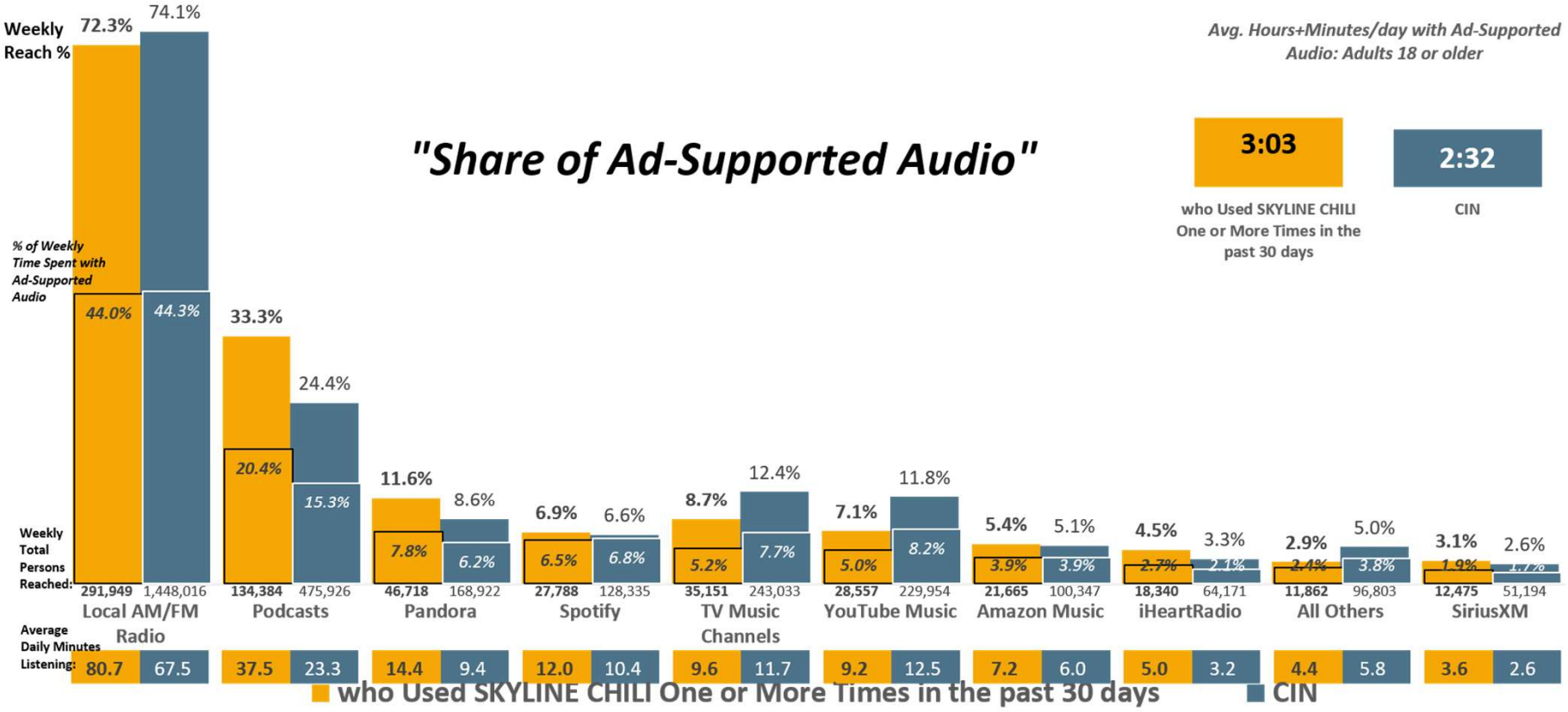
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

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Sit-down restaurants used past 30 days: Dewey's Pizza

291,949 or 72.3% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.7 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



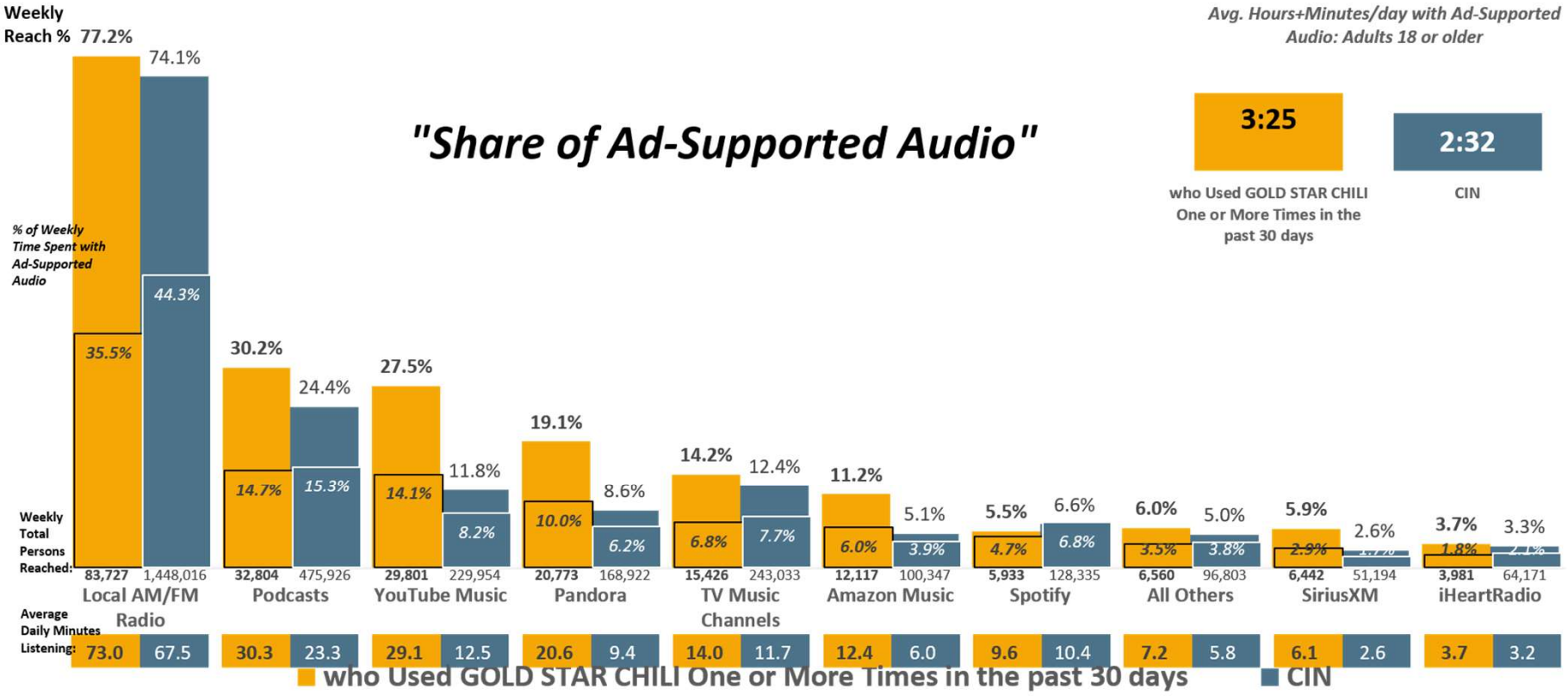
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Skyline Chili

83,727 or 77.2% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



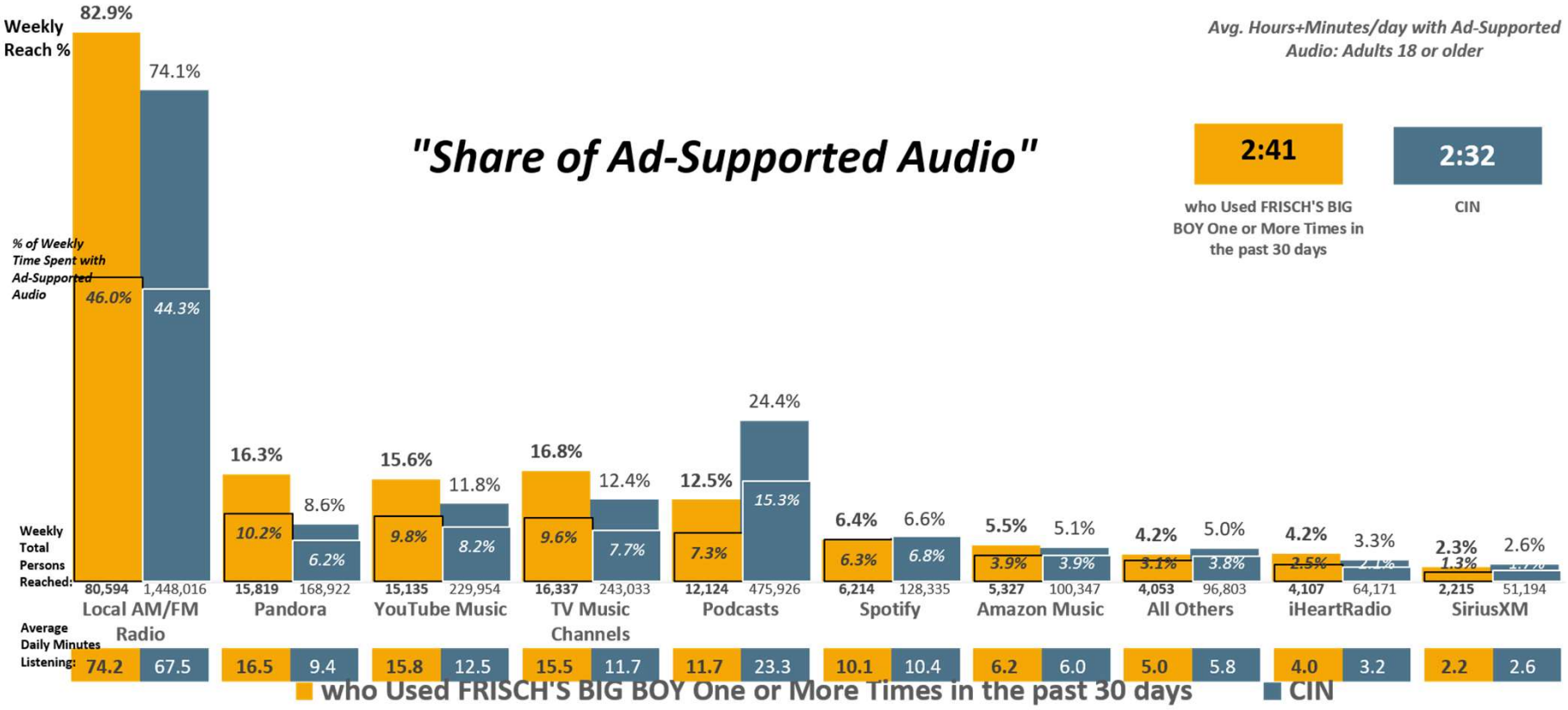
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Gold Star Chili

80,594 or 82.9% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74.2 minutes every day representing 46.% of all time spent daily with Ad-Supported Audio.



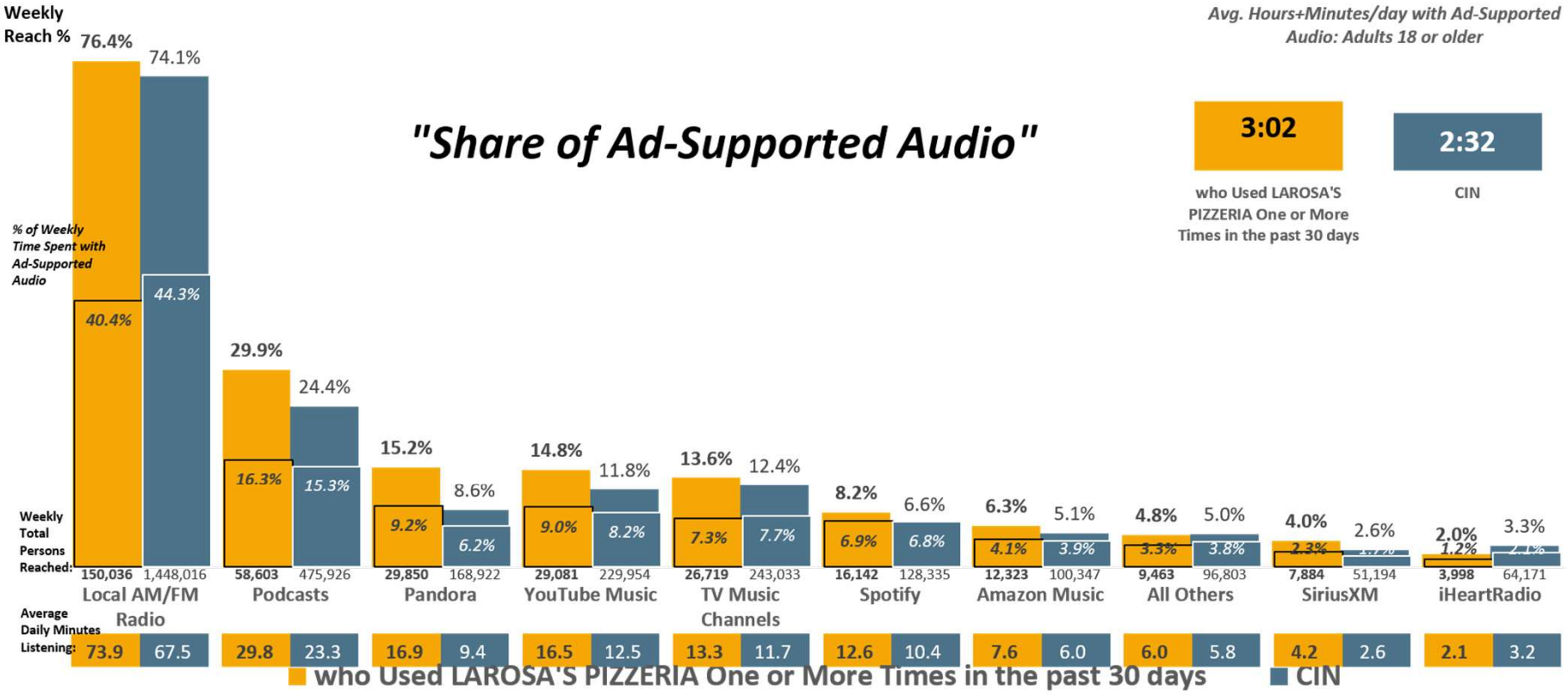
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Frisch's Big Boy

150,036 or 76.4% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



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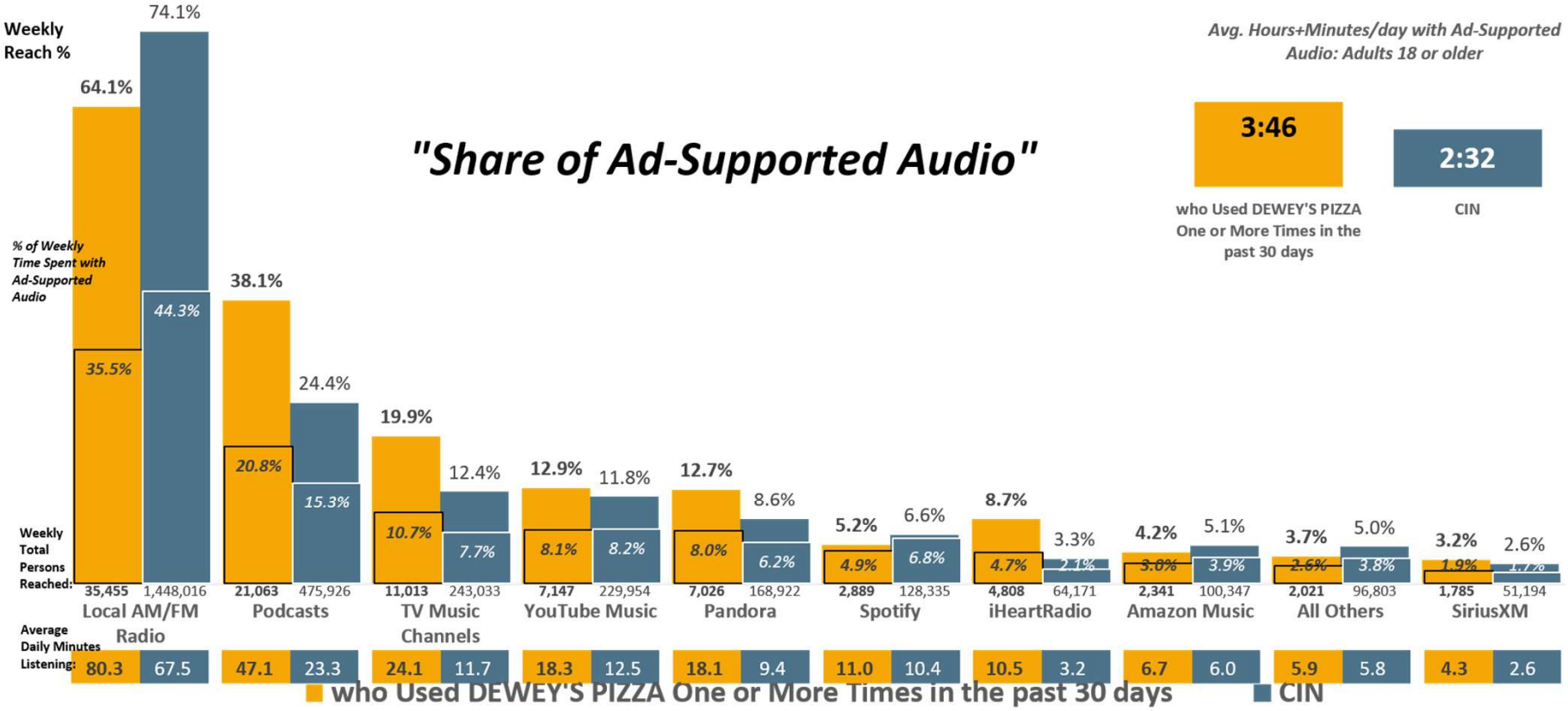
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

35,455 or 64.1% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 80.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

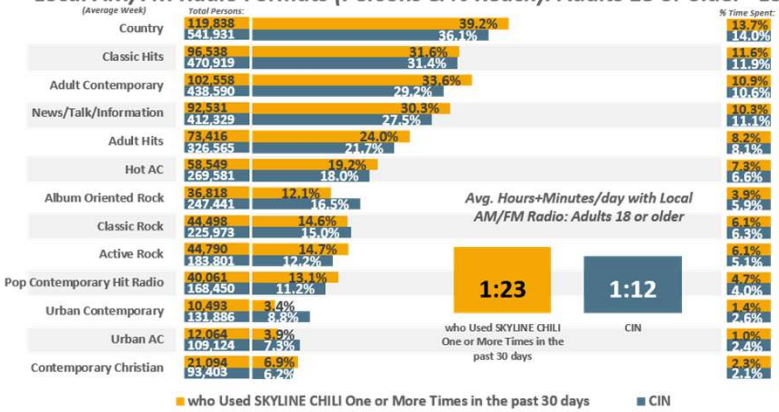
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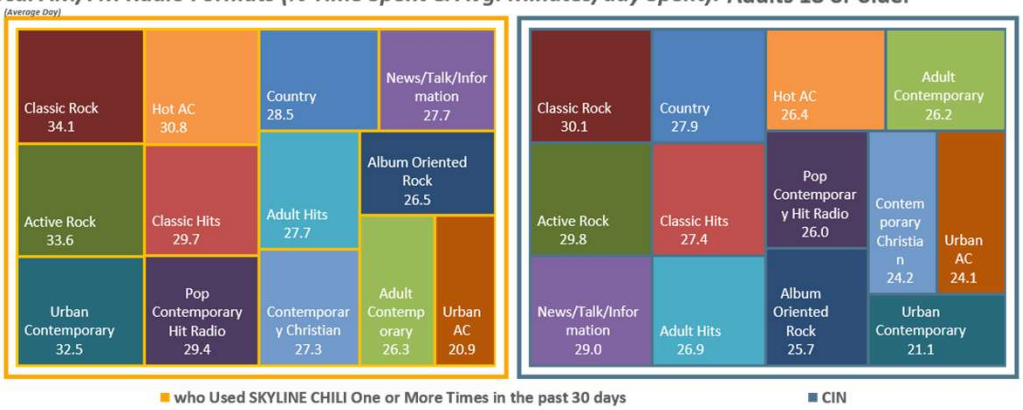
Sit-down restaurants used past 30 days: Dewey's Pizza

291,949 or 72.3% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Adult Hits.

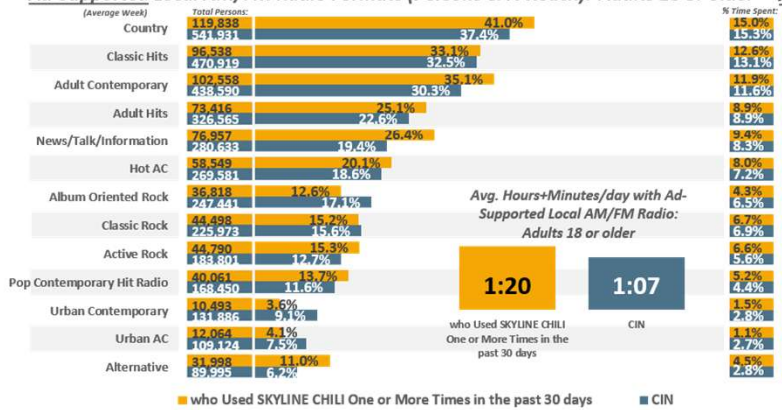
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



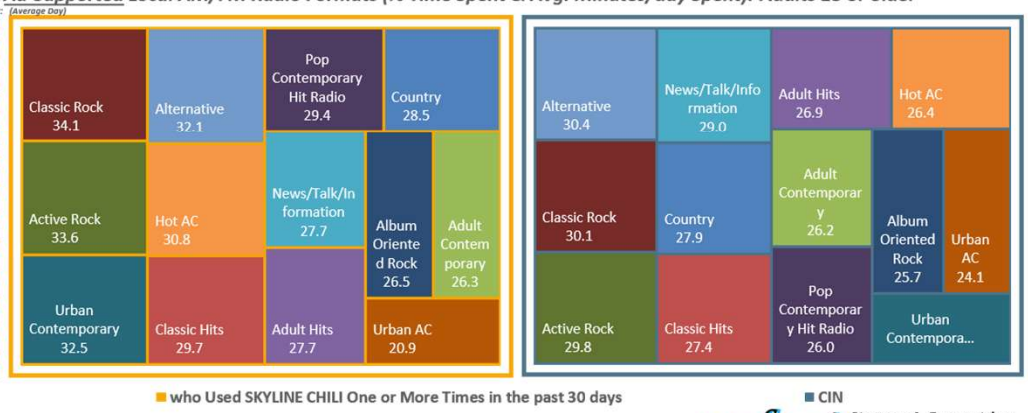
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

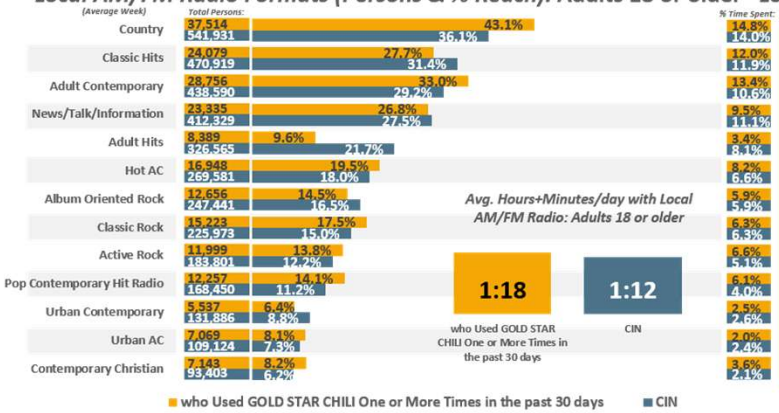
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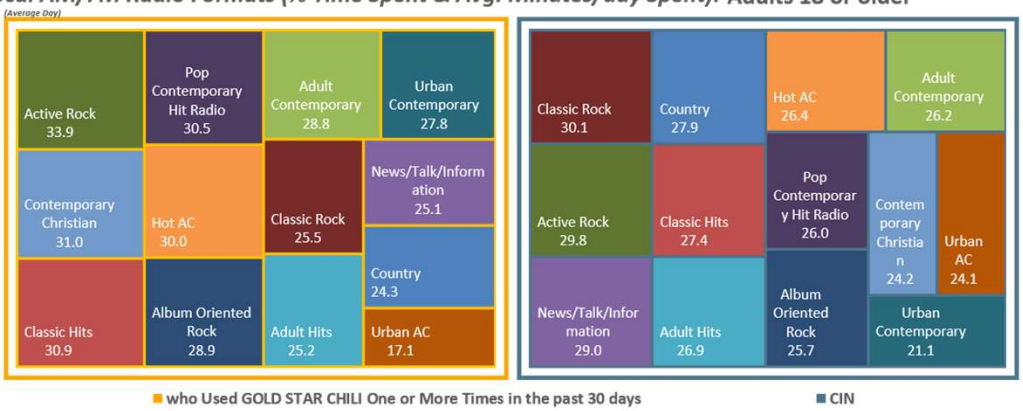
Sit-down restaurants used past 30 days: Skyline Chili

83,727 or 77.2% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

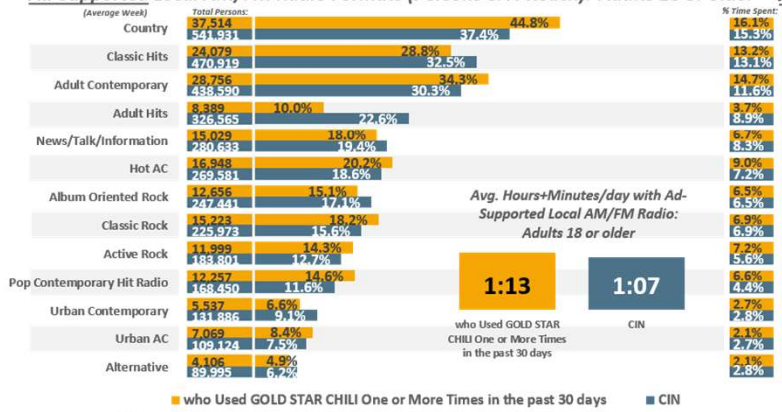
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



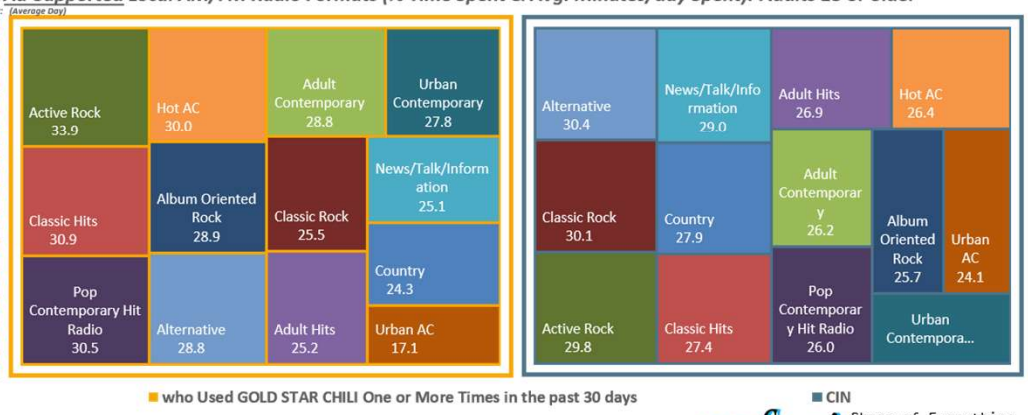
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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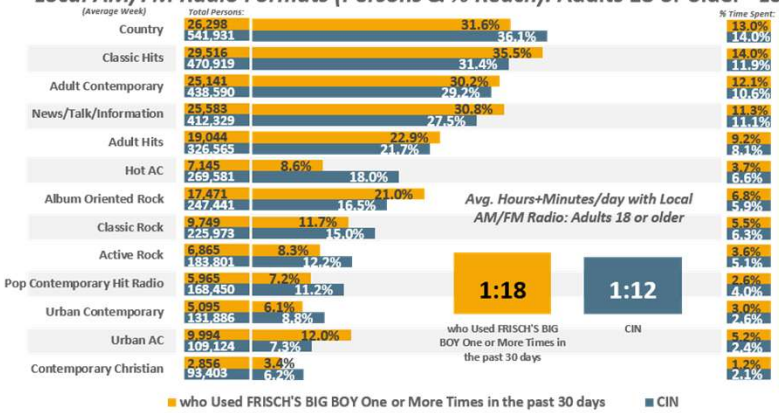
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Sit-down restaurants used past 30 days: Gold Star Chili

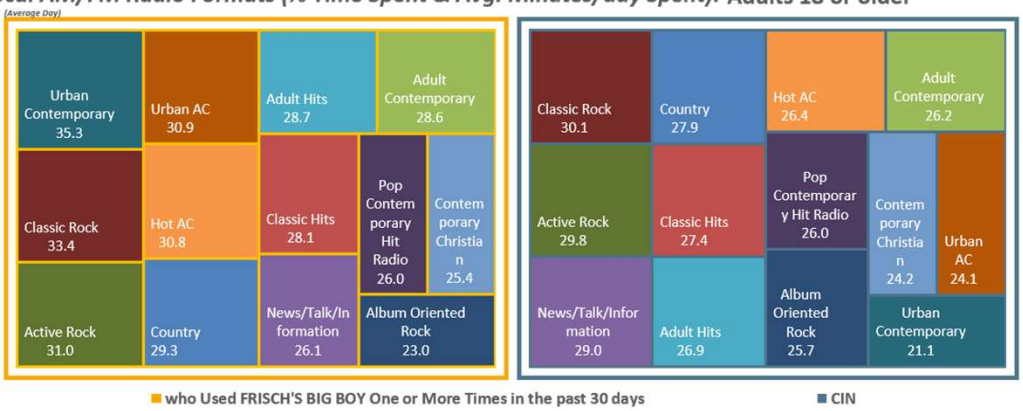
CIN

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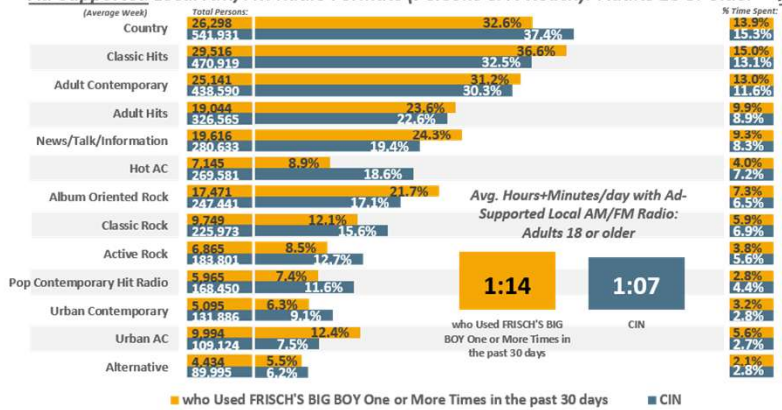
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



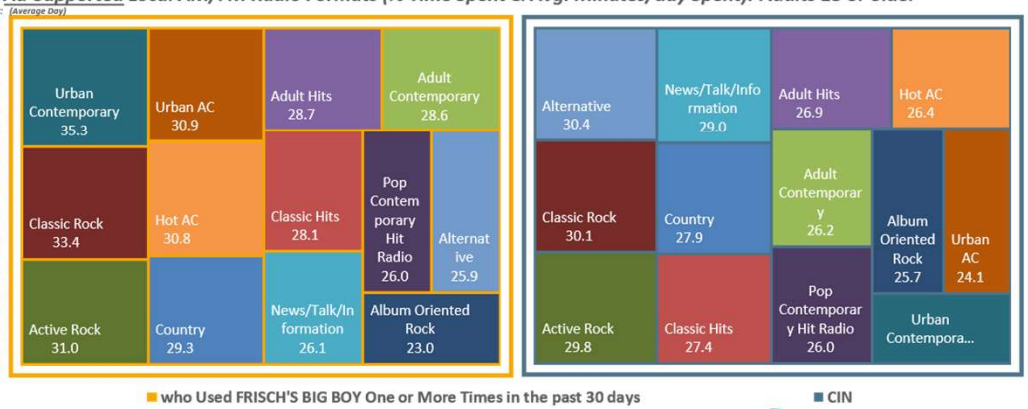
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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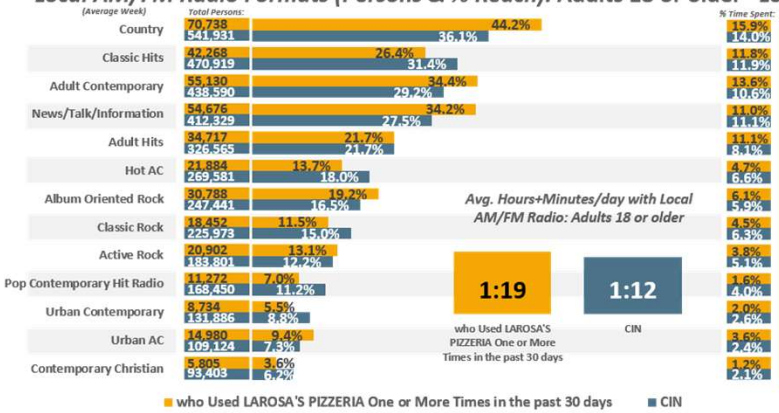
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Sit-down restaurants used past 30 days: Frisch's Big Boy

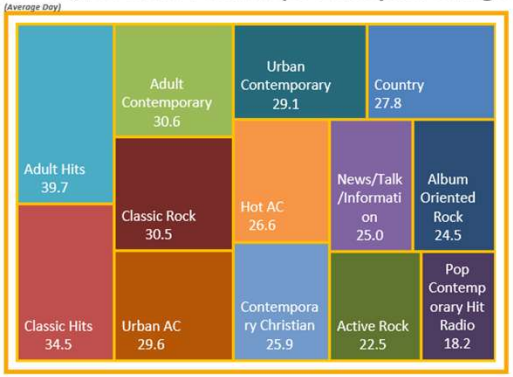
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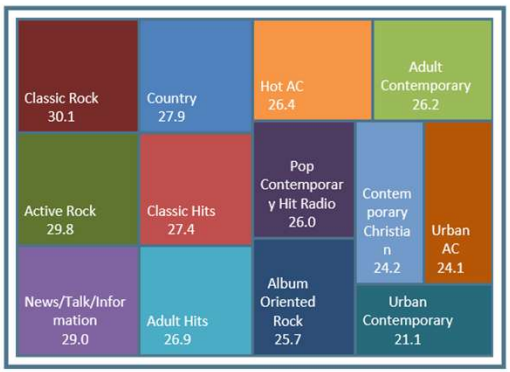
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Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

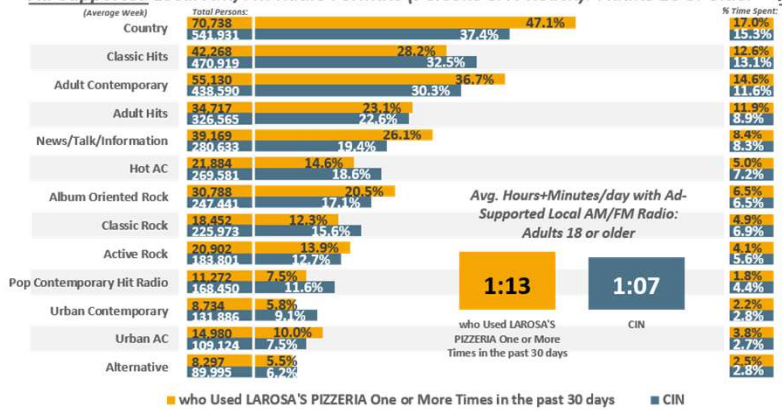


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

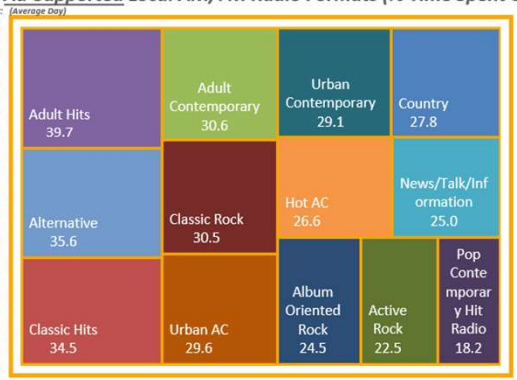


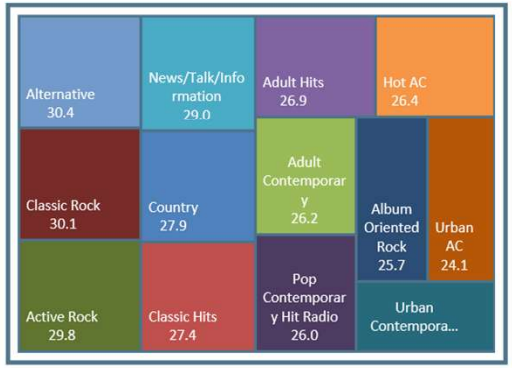


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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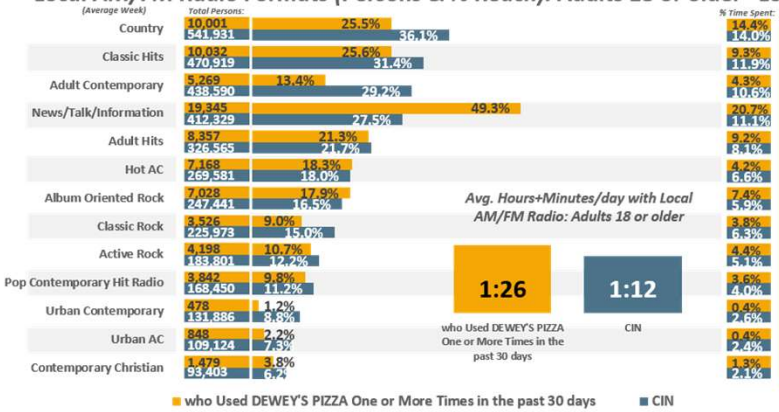
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

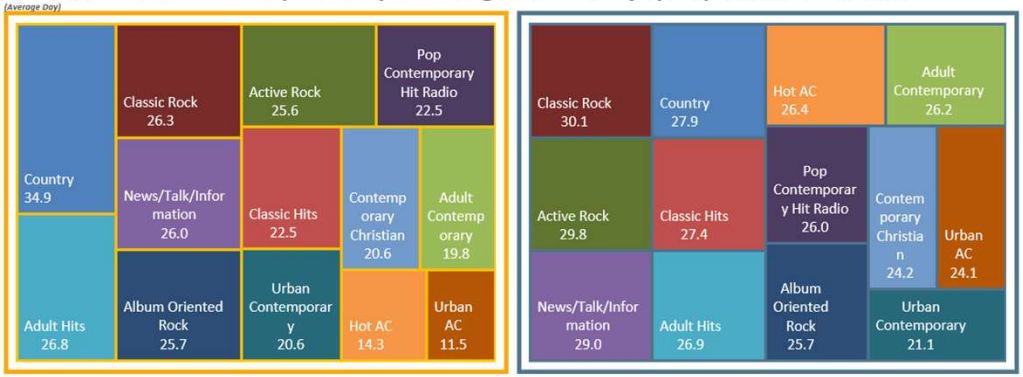
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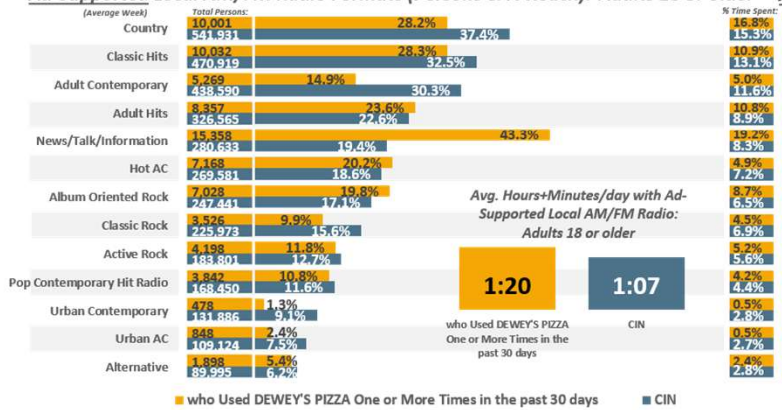
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



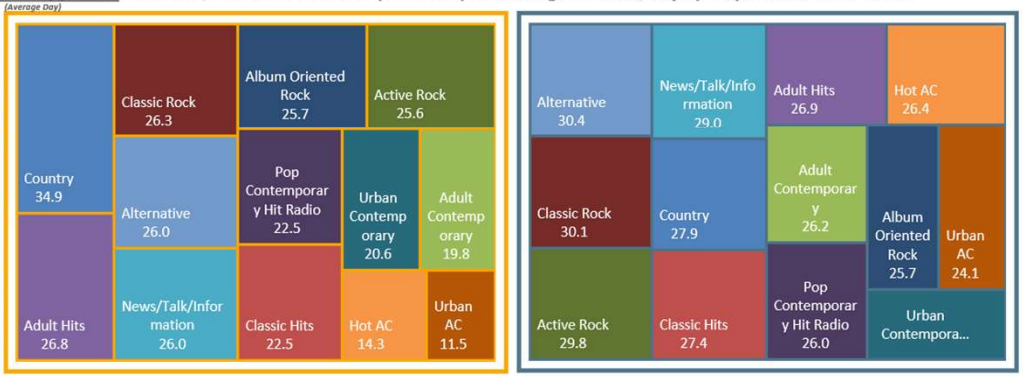
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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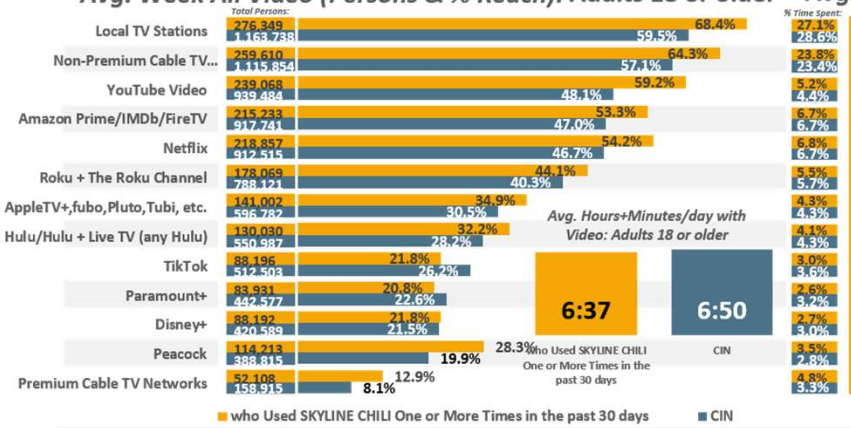
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Sit-down restaurants used past 30 days: Dewey's Pizza

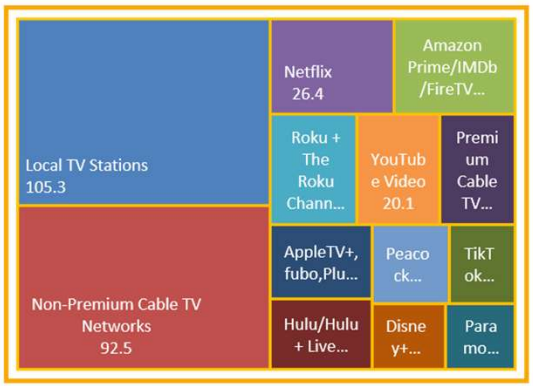
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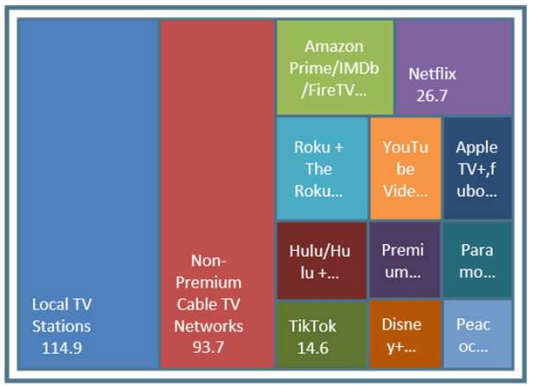
274,207 or 67.9% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

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

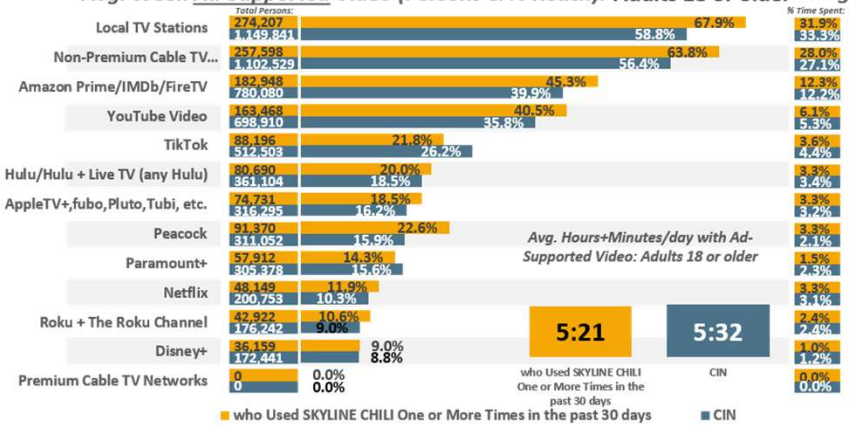


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

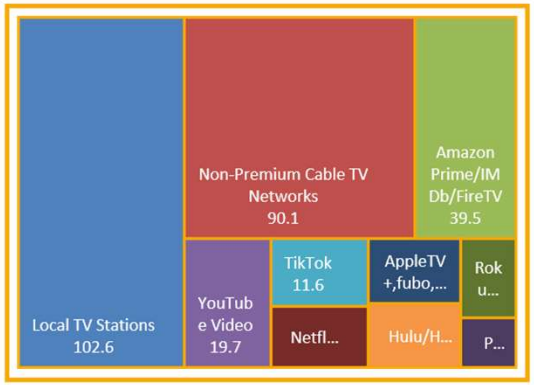


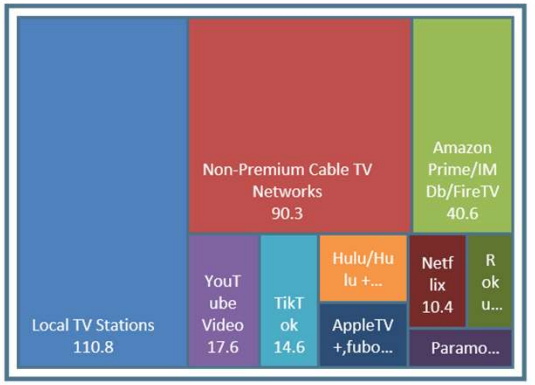


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

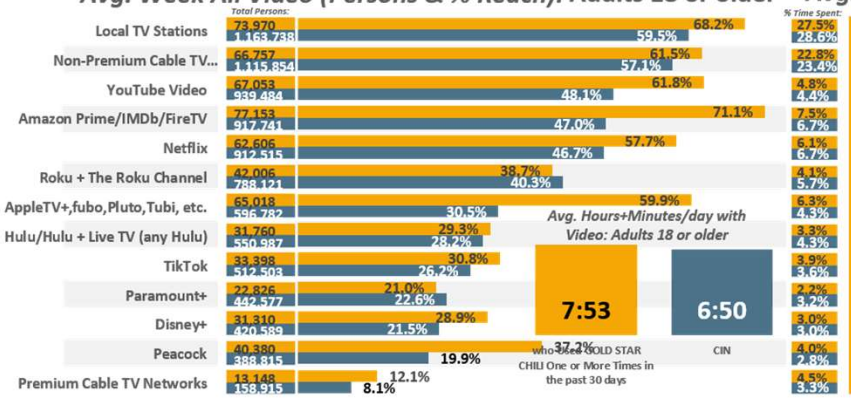
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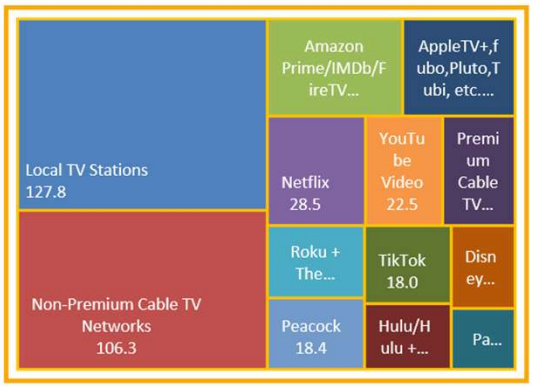
Sit-down restaurants used past 30 days: Skyline Chili

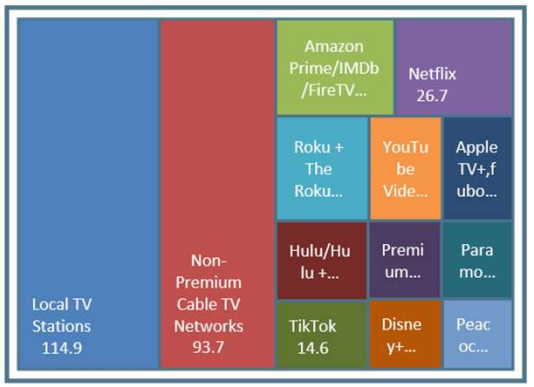
71,987 or 66.4% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 123.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

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

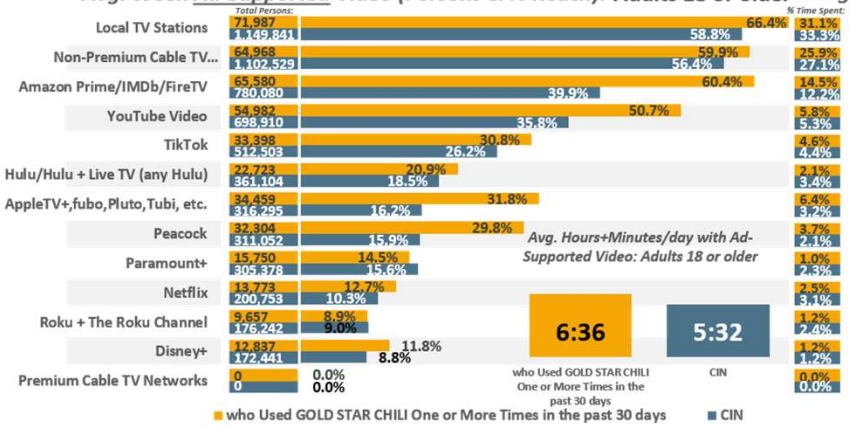


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

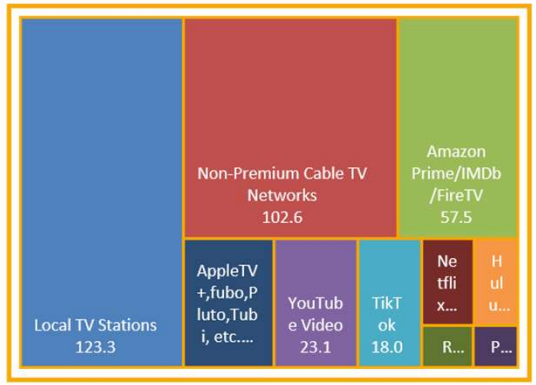


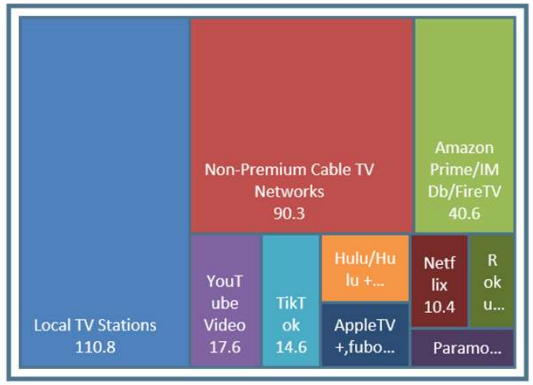


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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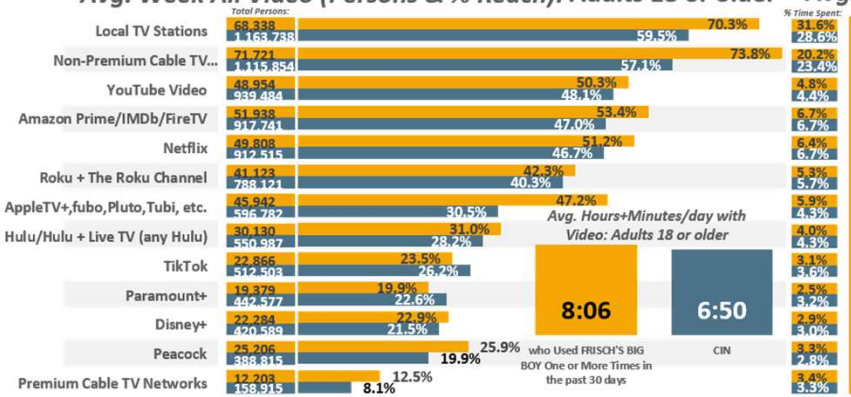
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Sit-down restaurants used past 30 days: Gold Star Chili

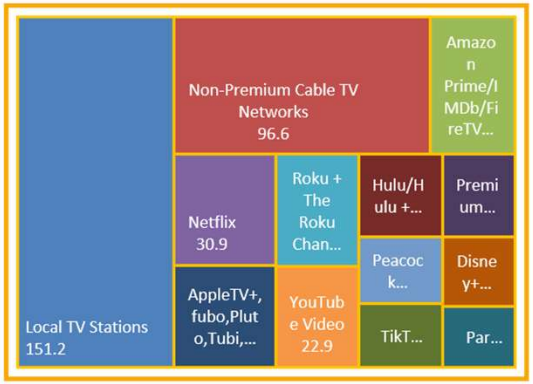


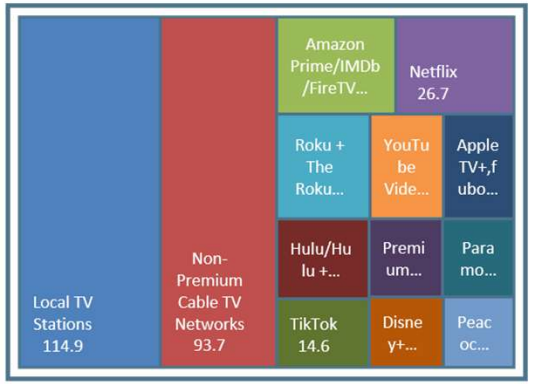
67,130 or 69.% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

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

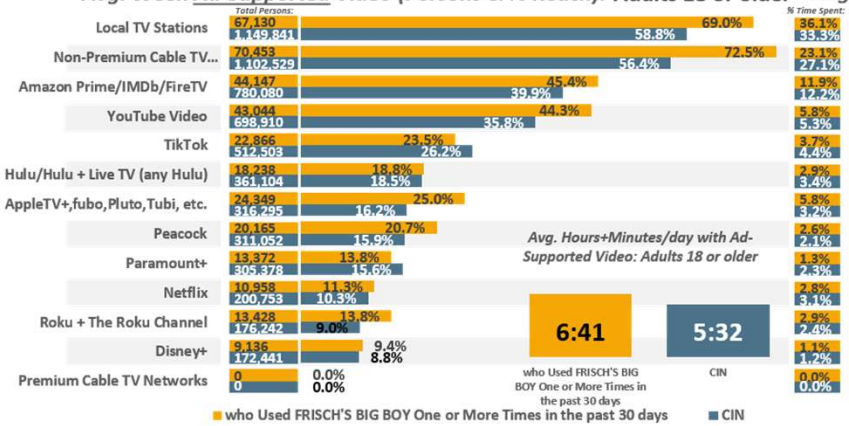


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

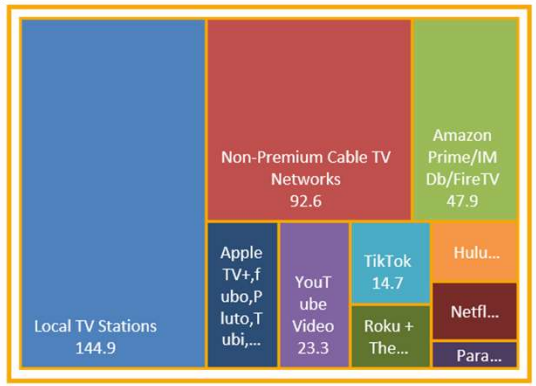


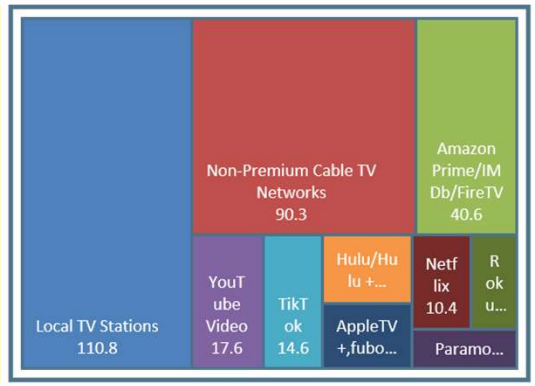


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

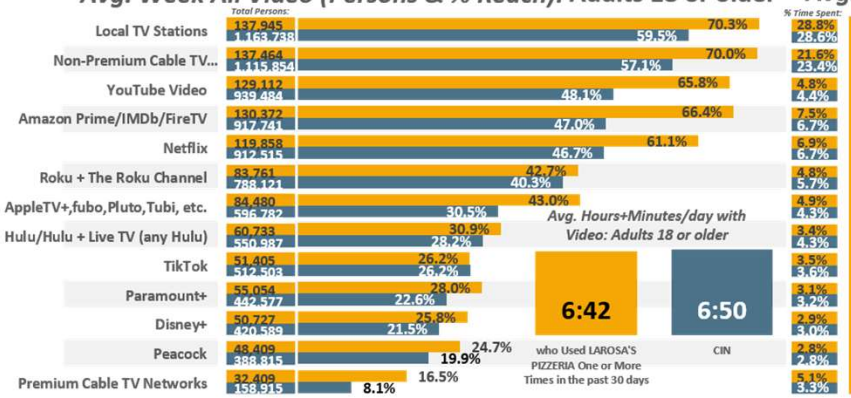
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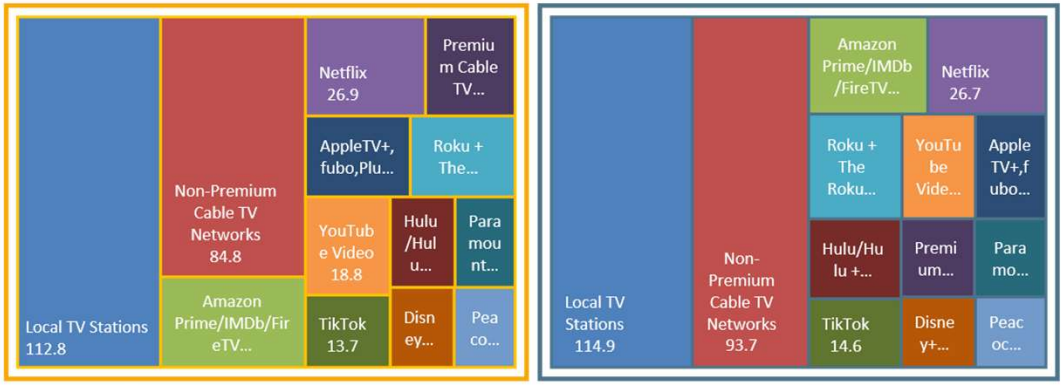
Sit-down restaurants used past 30 days: Frisch's Big Boy

135,243 or 68.9% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.6 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

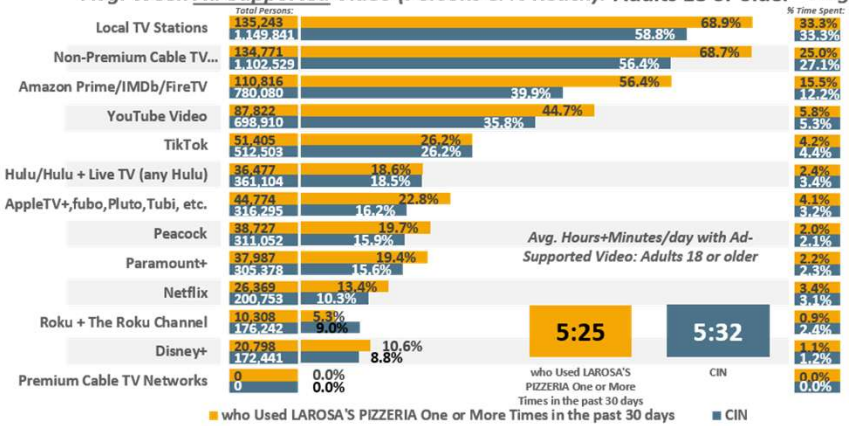
Avg. Week All Video (Persons & % Reach): Adults 18 or older



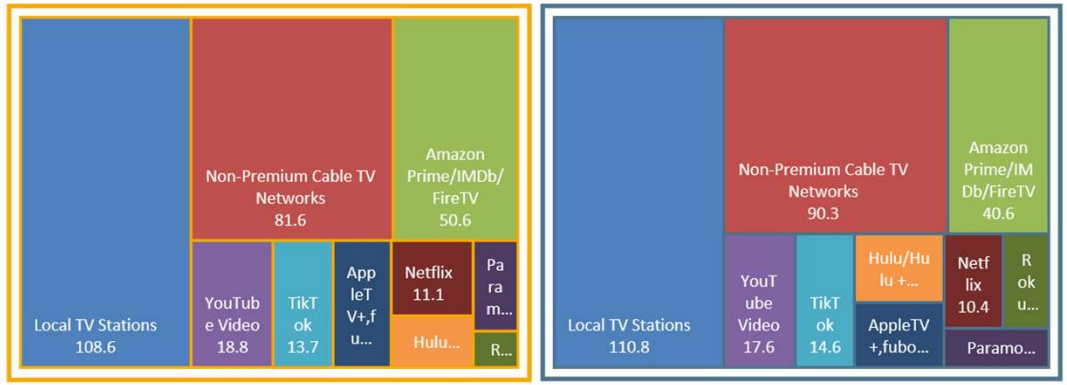
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

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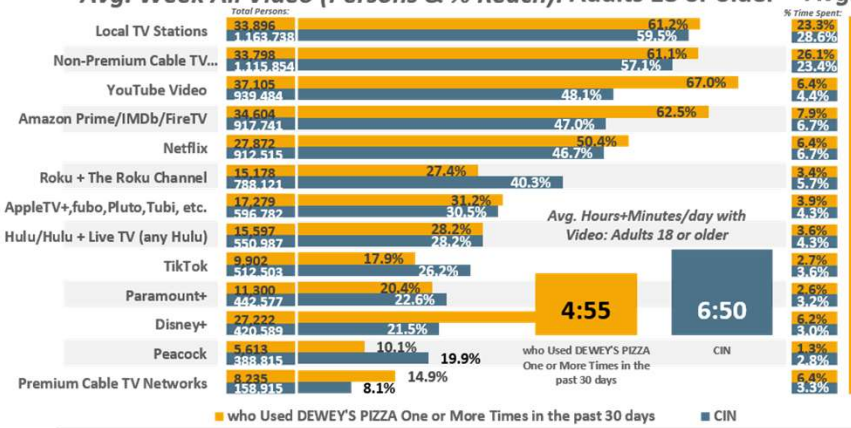
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

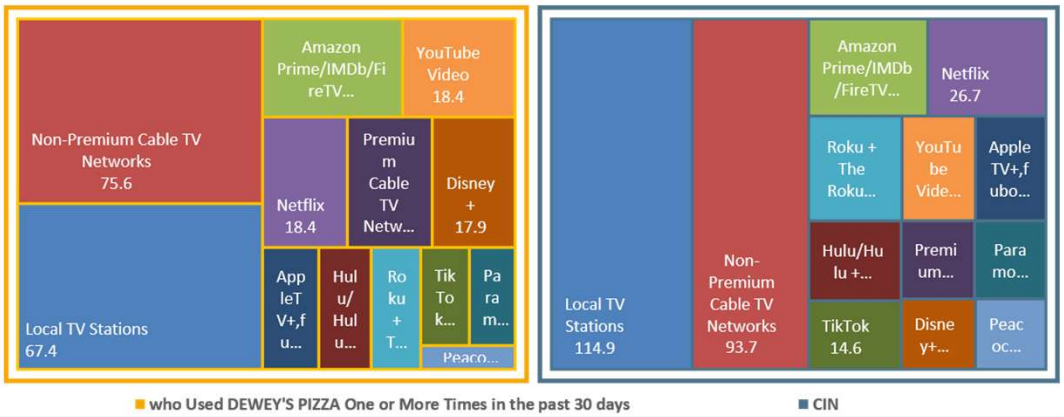
DEWEY'S PIZZA CIN

33,853 or 61.2% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

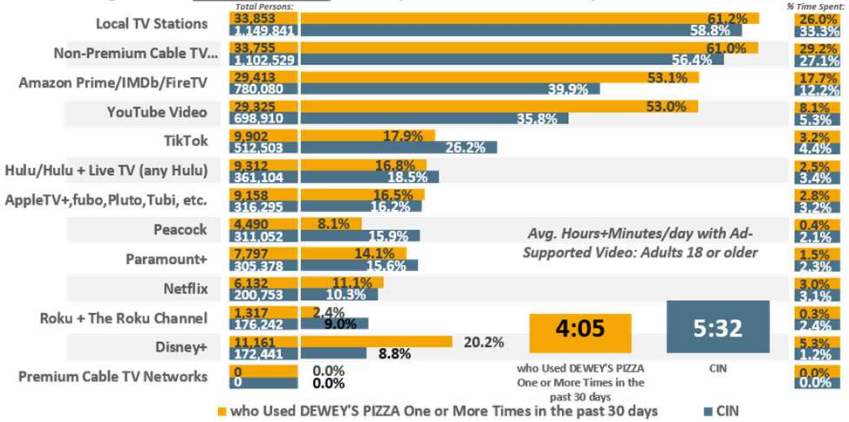
Avg. Week All Video (Persons & % Reach): Adults 18 or older



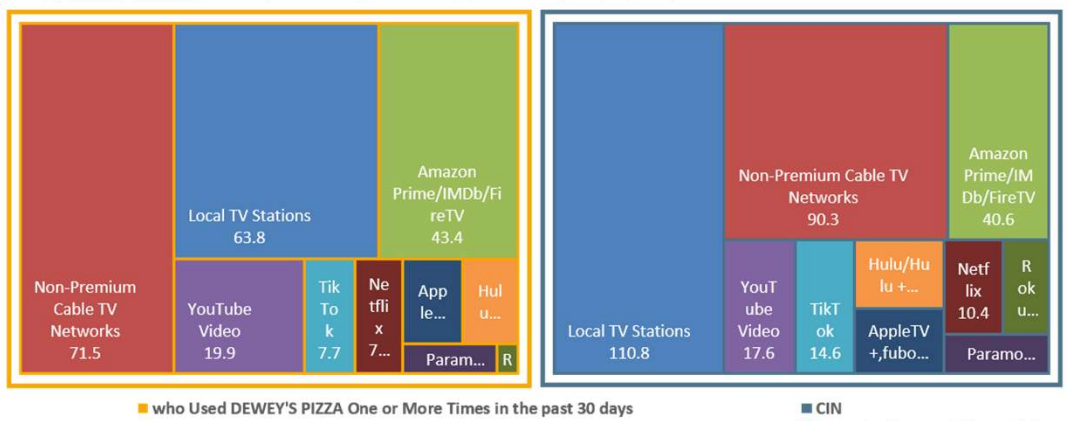
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



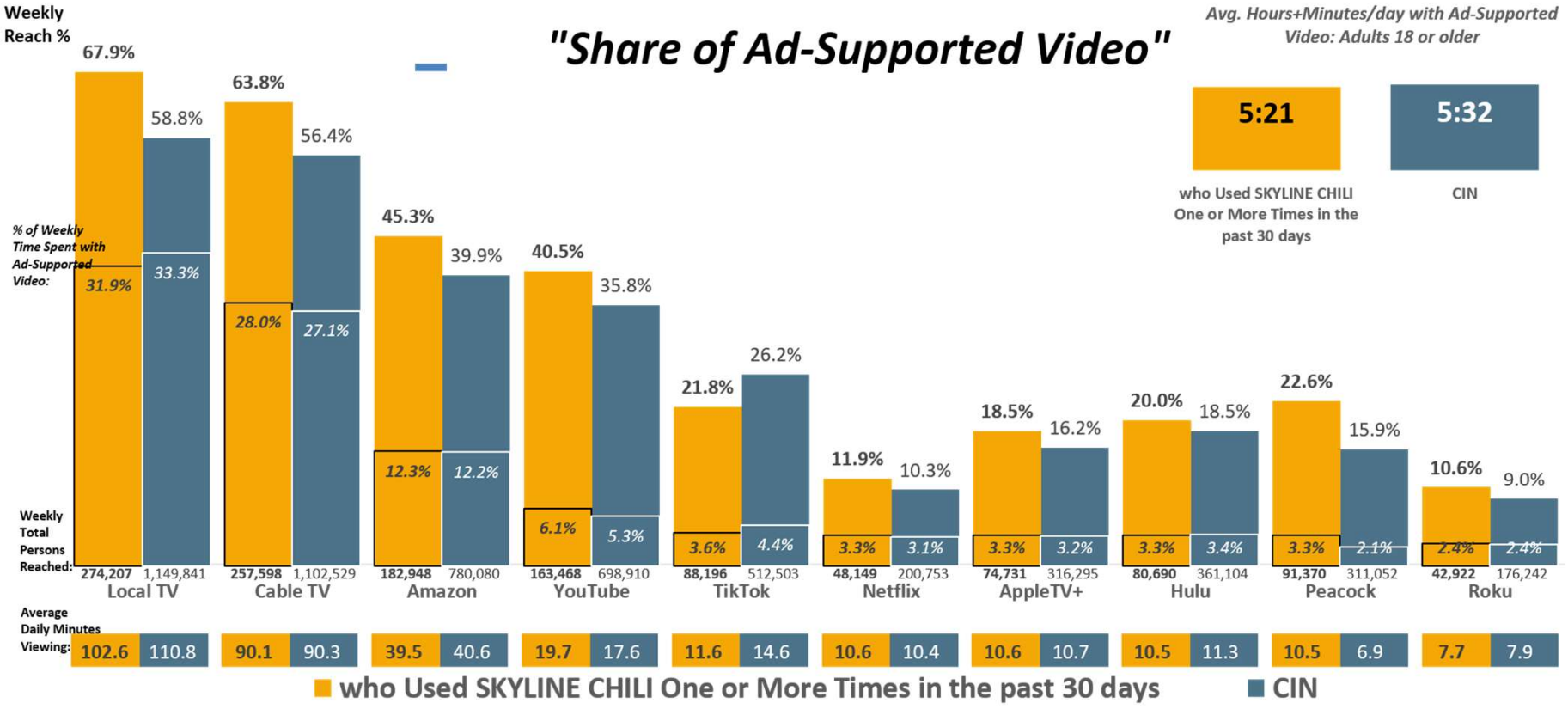
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

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Sit-down restaurants used past 30 days: Dewey's Pizza

274,207 or 67.9% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 102.6 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.



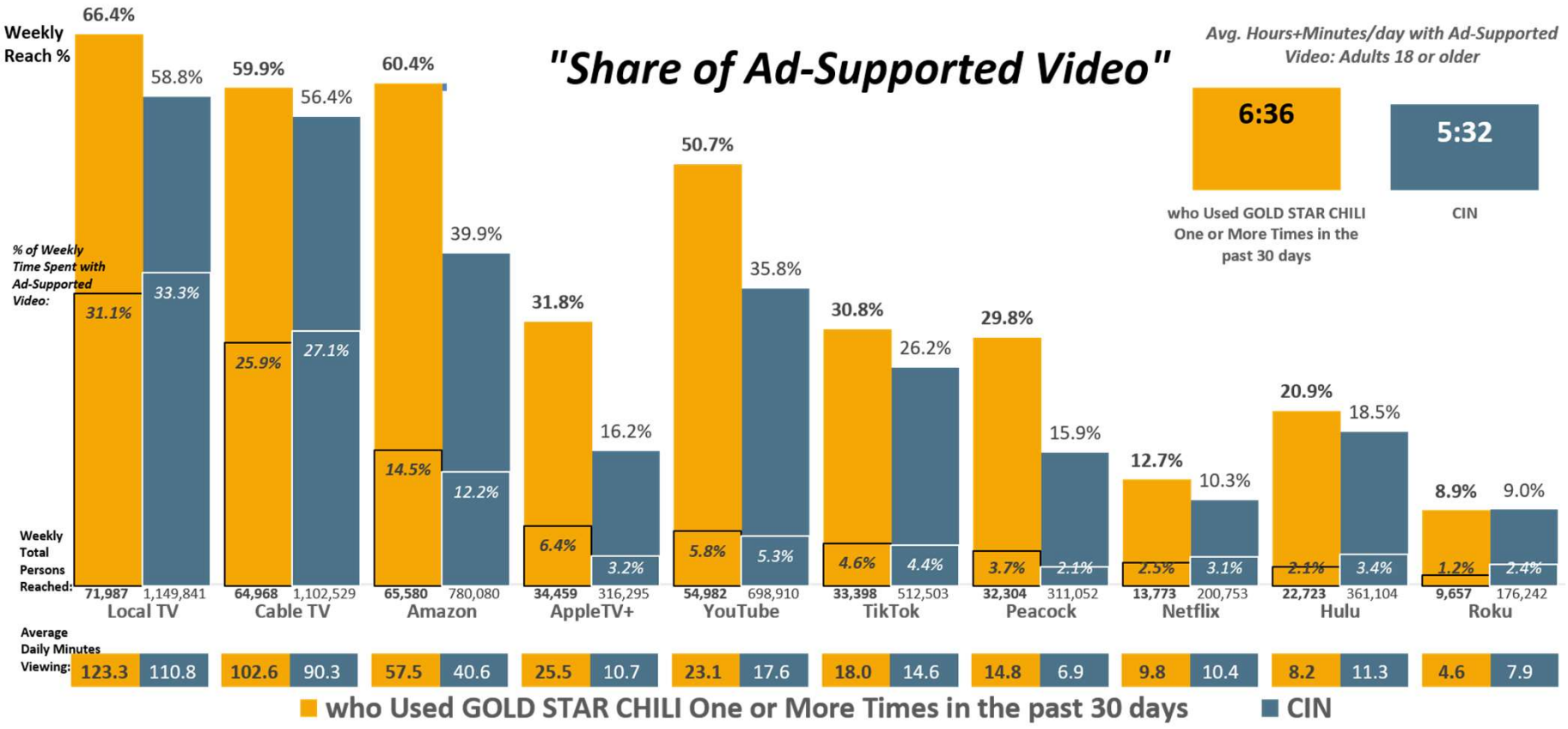
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Skyline Chili

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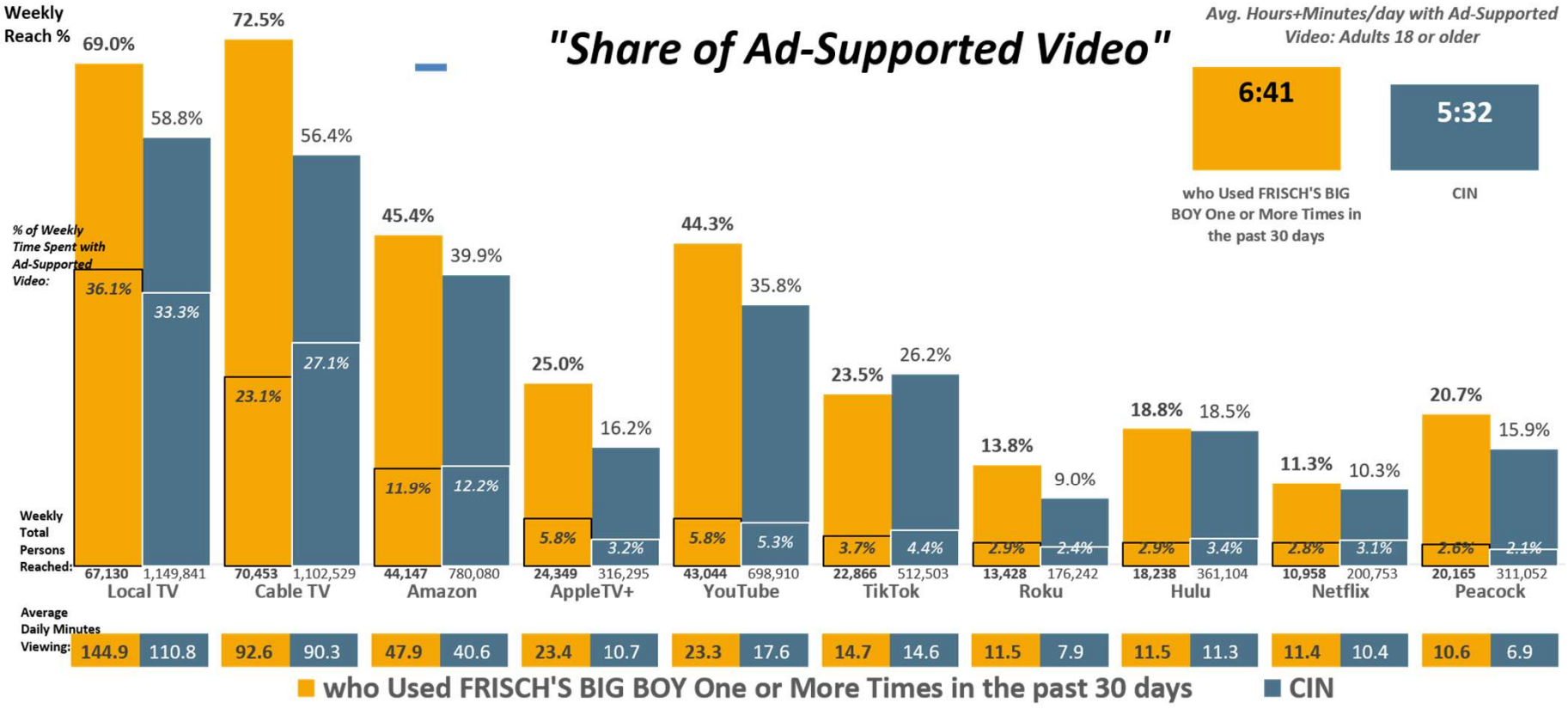
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Gold Star Chili

67,130 or 69.% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 144.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.



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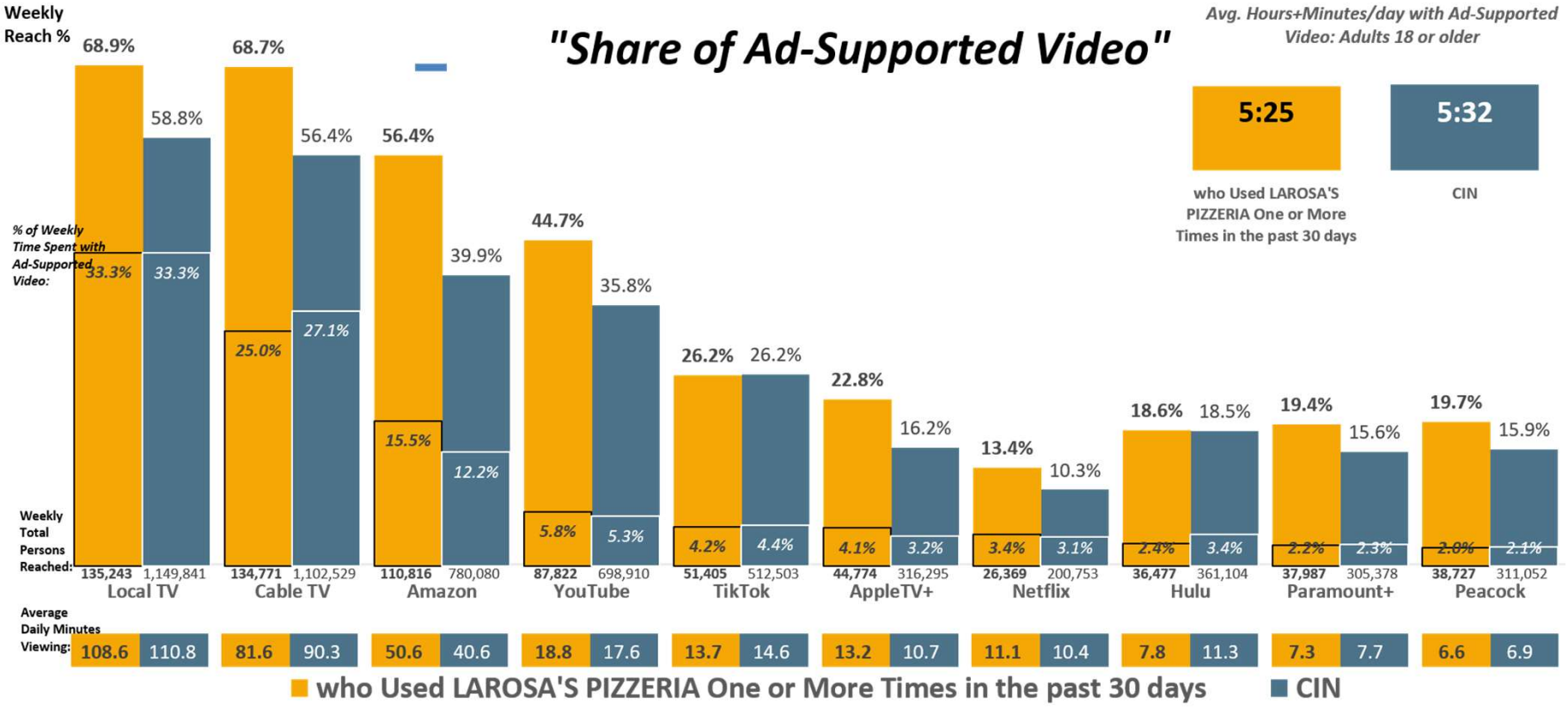
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Sit-down restaurants used past 30 days: Frisch's Big Boy

CIN

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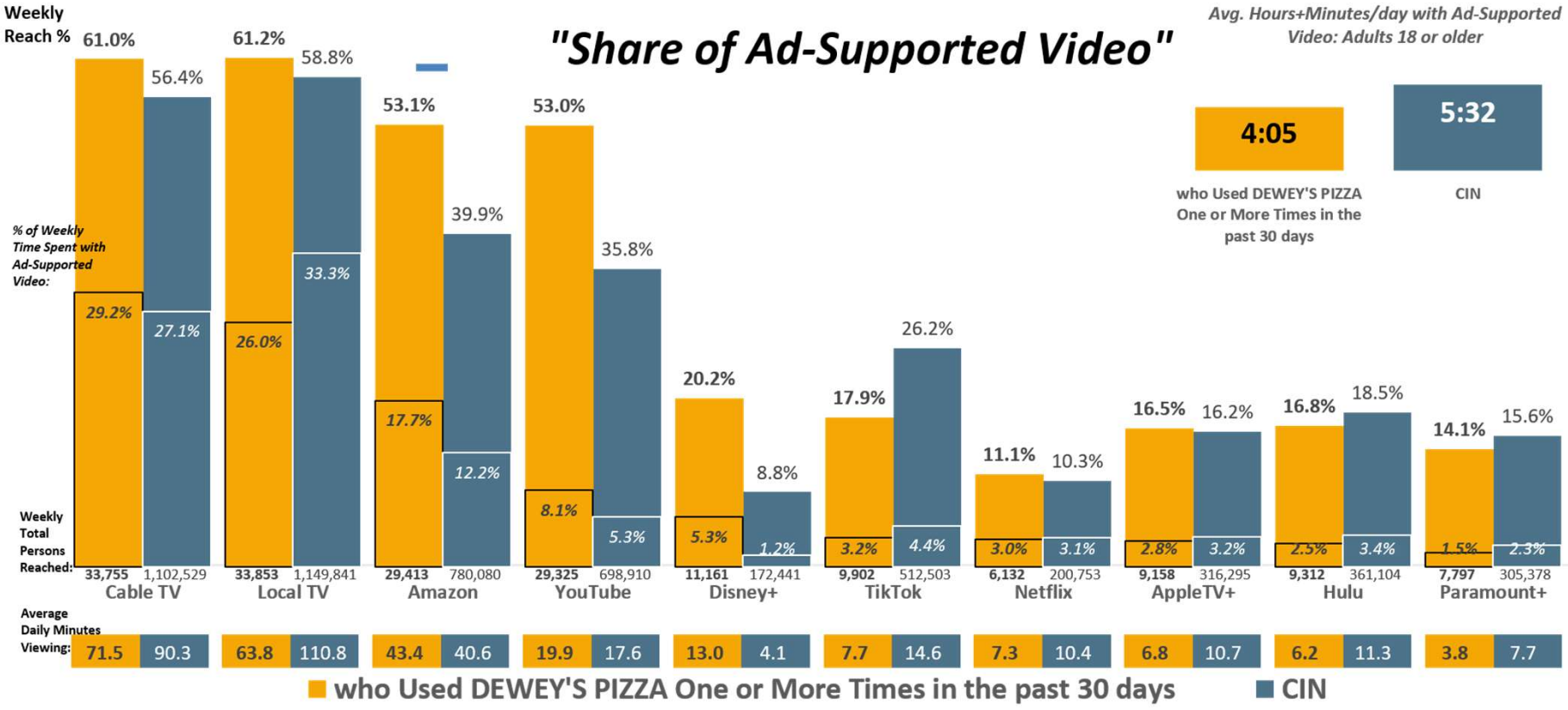
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

33,853 or 61.2% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days watch Ad-Supported Local TV Stations for an average of 63.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

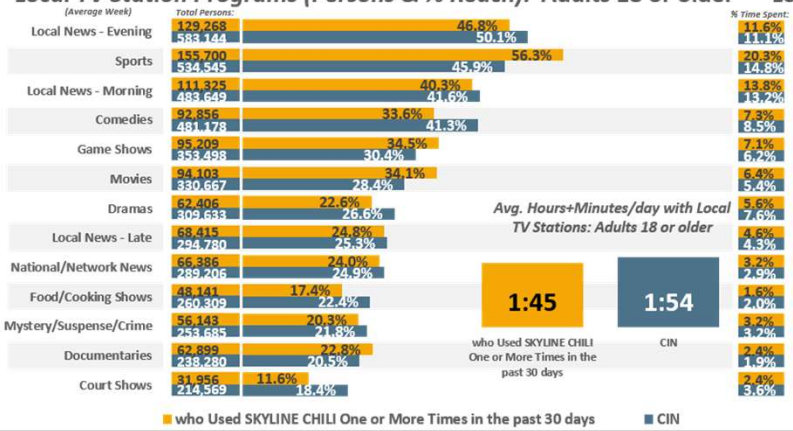
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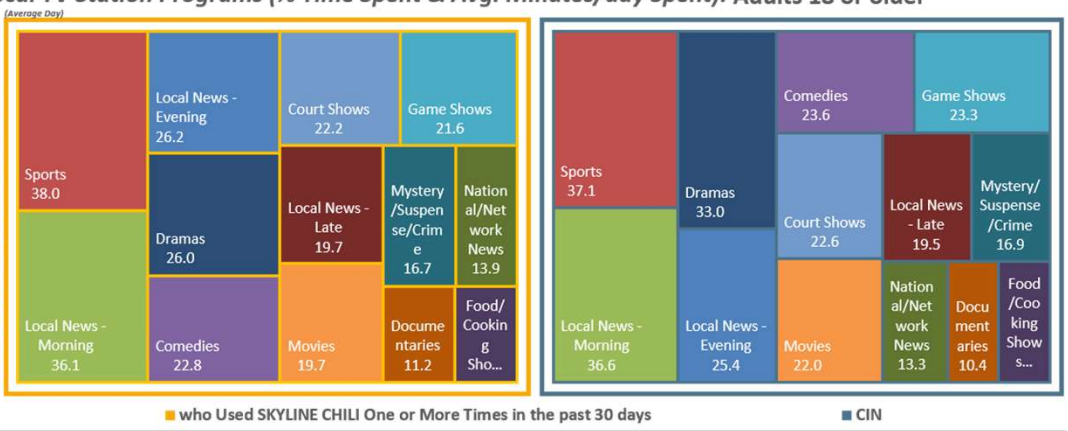
Sit-down restaurants used past 30 days: Dewey's Pizza

274,207 or 67.9% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Movies, and Comedies.

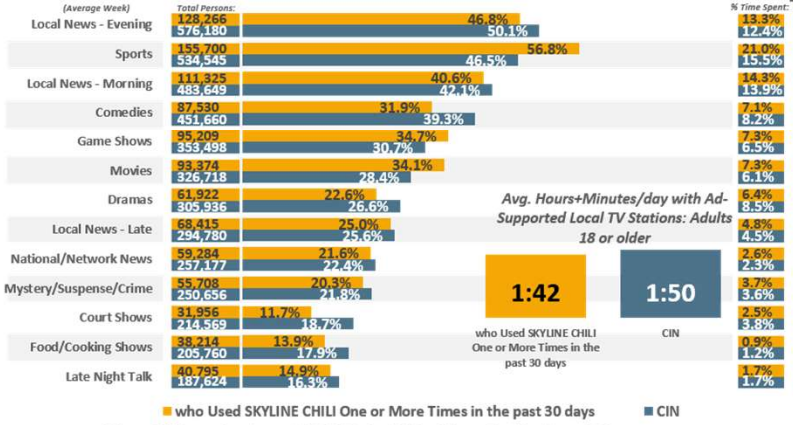
Local TV Station Programs (Persons & % Reach): Adults 18 or older



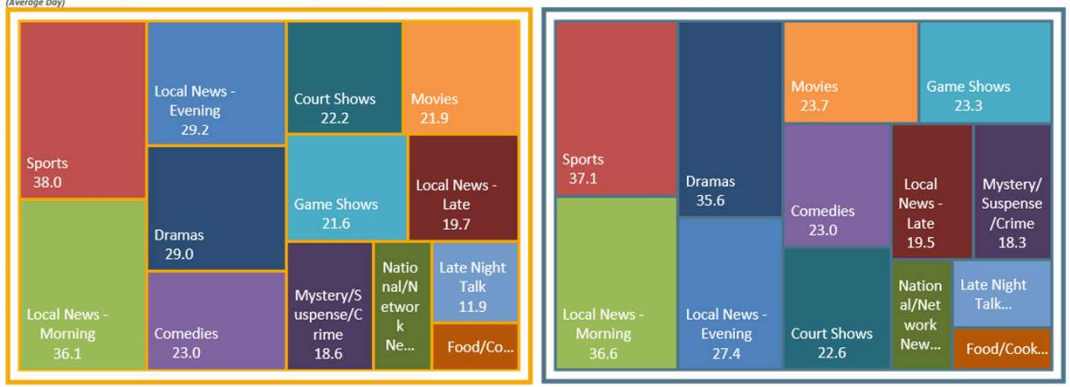
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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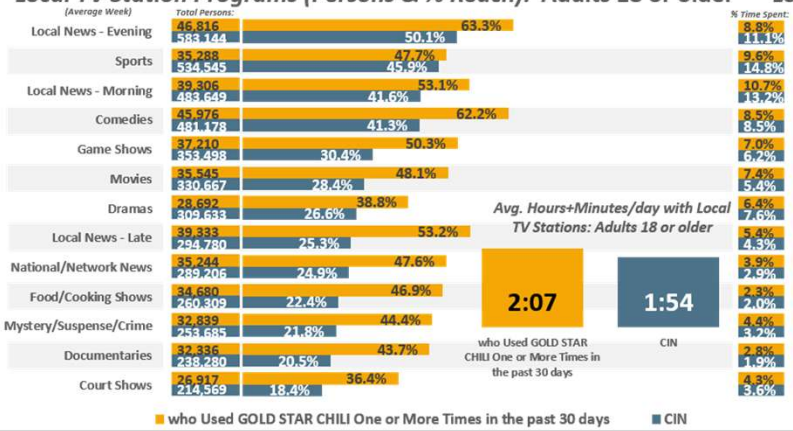
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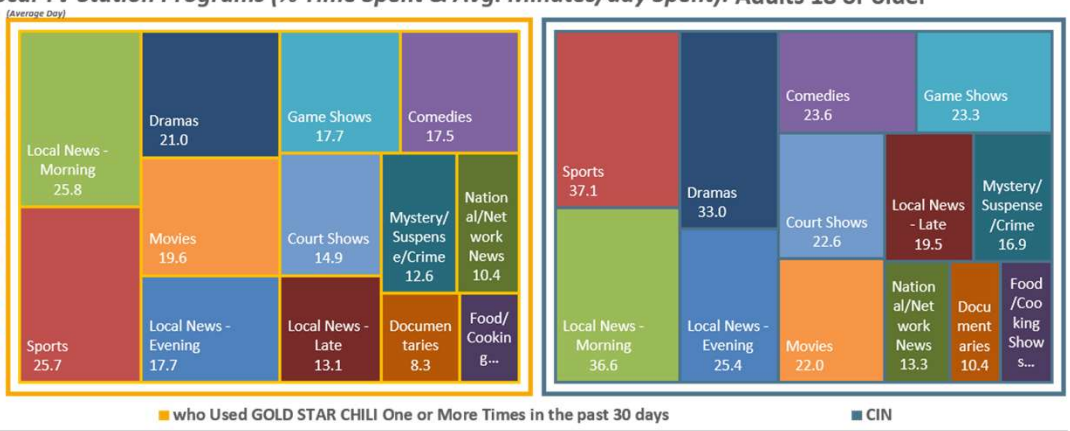
Sit-down restaurants used past 30 days: Skyline Chili

71,987 or 66.4% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Late, Local News - Morning, Game Shows, and Spor

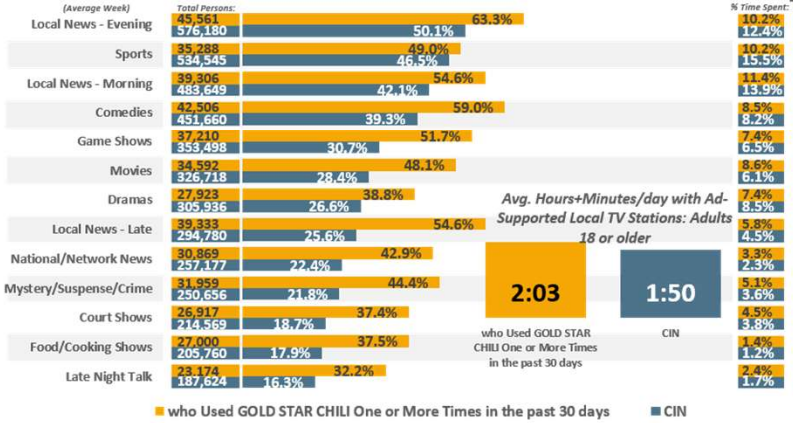
Local TV Station Programs (Persons & % Reach): Adults 18 or older



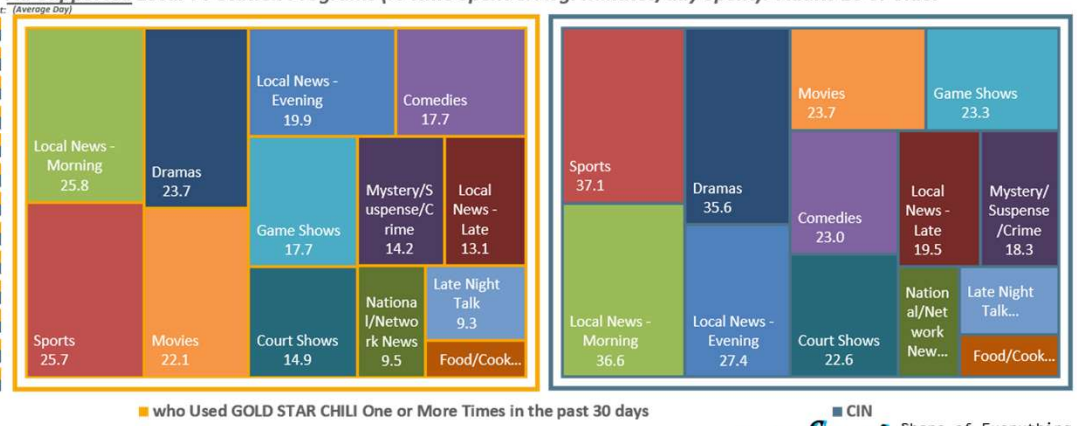
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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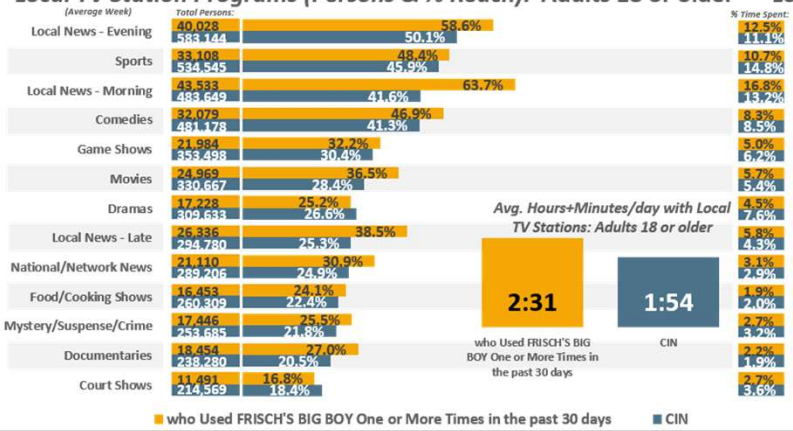
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Sit-down restaurants used past 30 days: Gold Star Chili

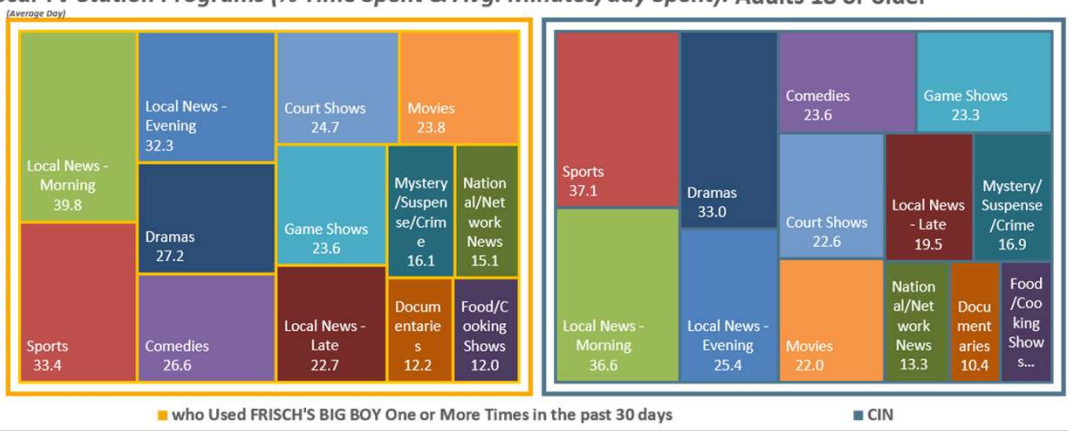


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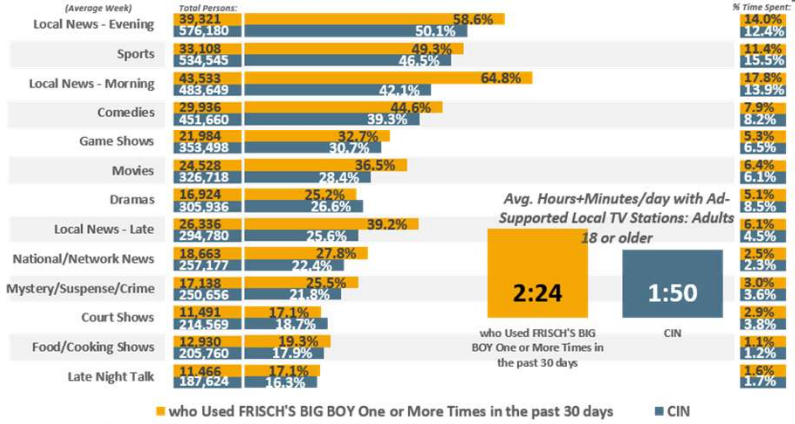
Local TV Station Programs (Persons & % Reach): Adults 18 or older



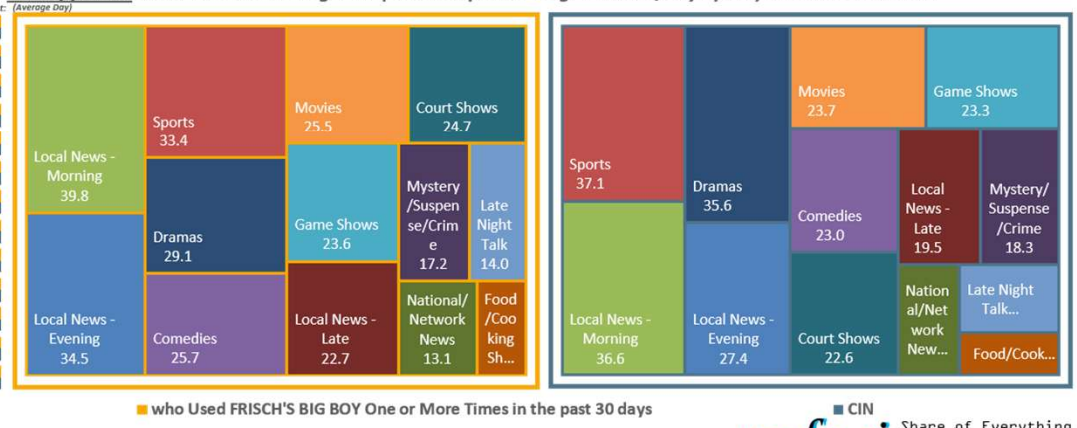
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

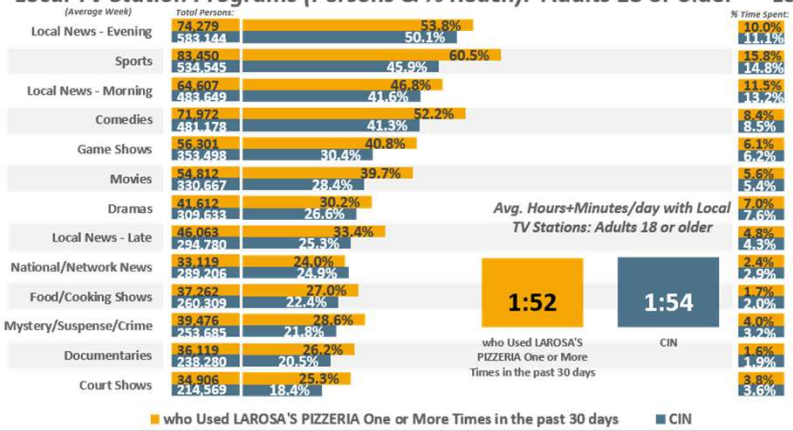
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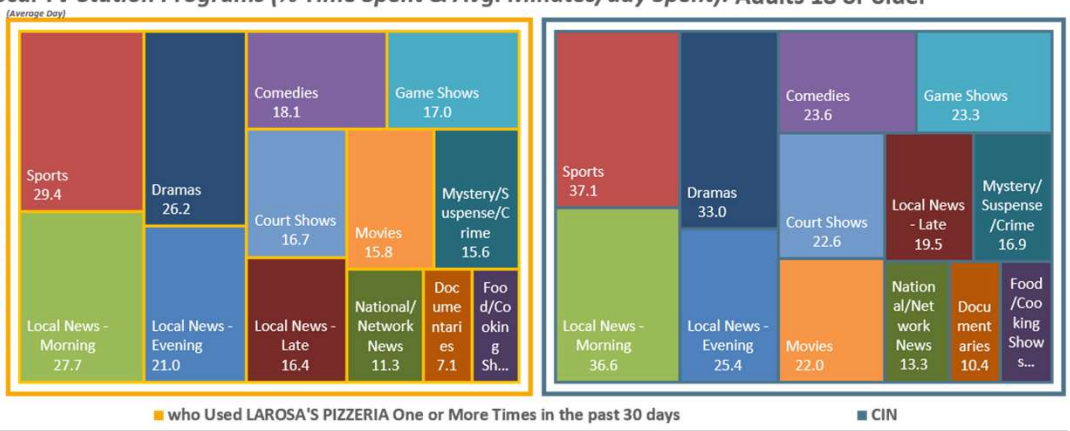
Sit-down restaurants used past 30 days: Frisch's Big Boy

135,243 or 68.9% of Adults 18 or older who Used LAROSA'S PIZZERIA 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.

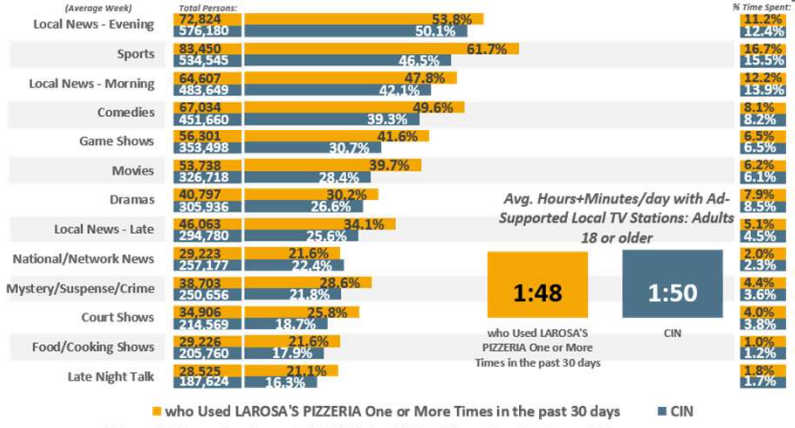
Local TV Station Programs (Persons & % Reach): Adults 18 or older



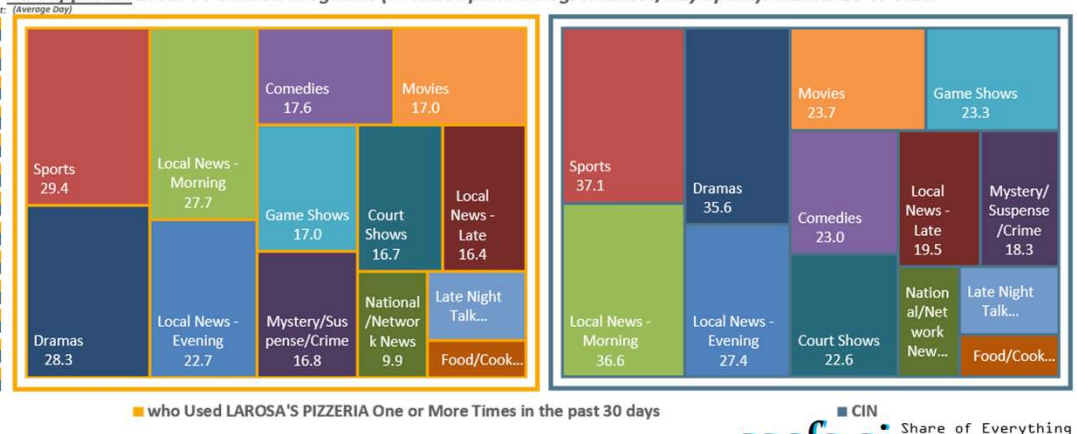
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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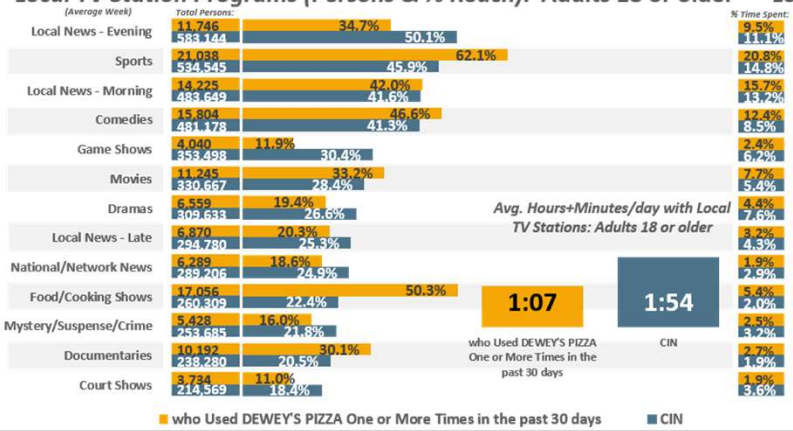
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

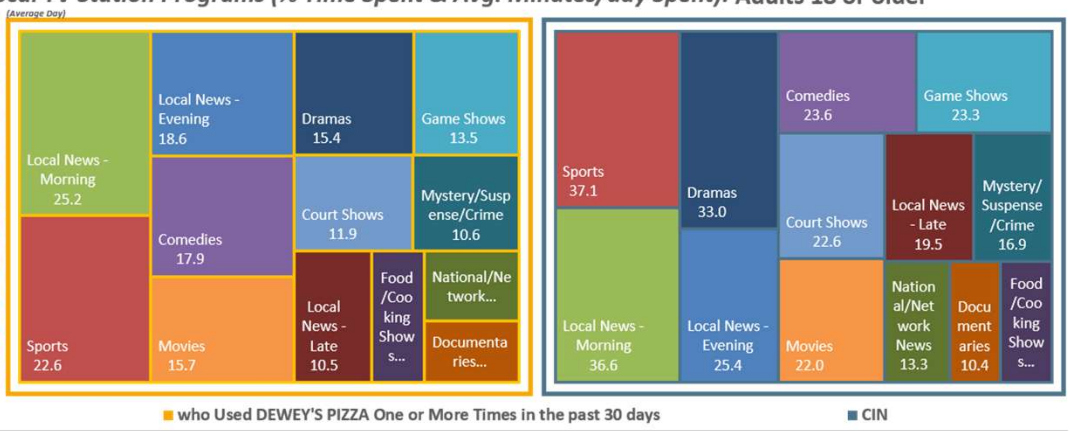
DEWEY'S PIZZA CIN

33,853 or 61.2% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Food/Cooking Shows, Local News - Evening, and Movies.

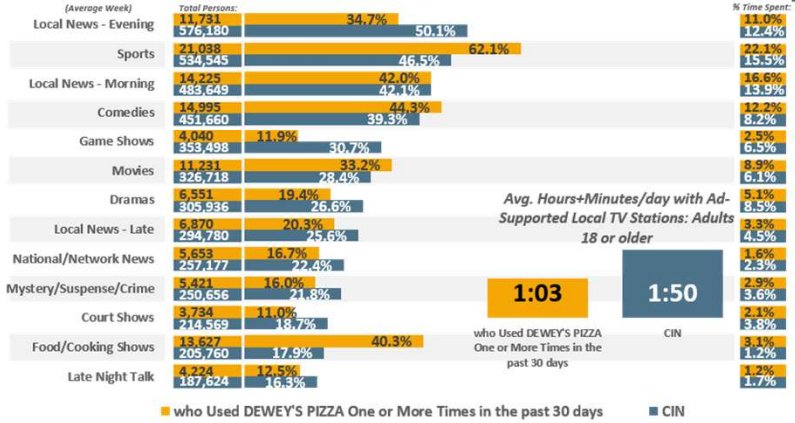
Local TV Station Programs (Persons & % Reach): Adults 18 or older



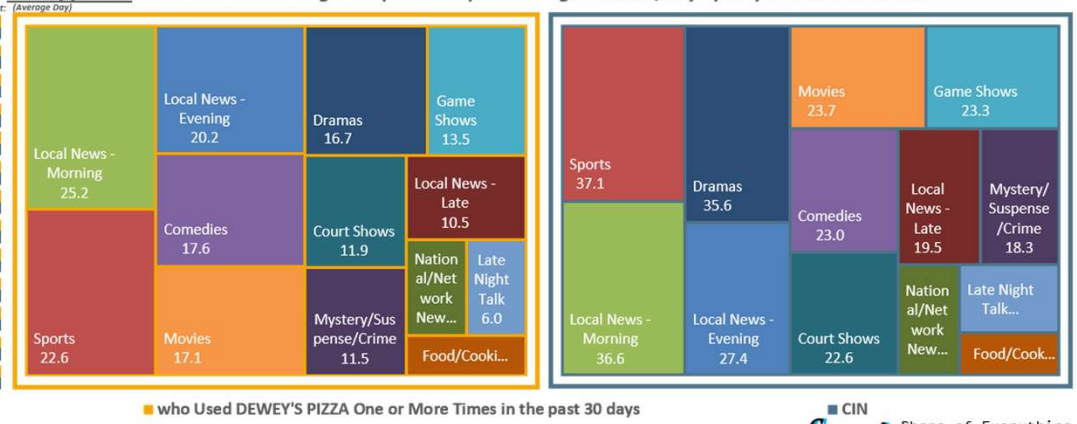
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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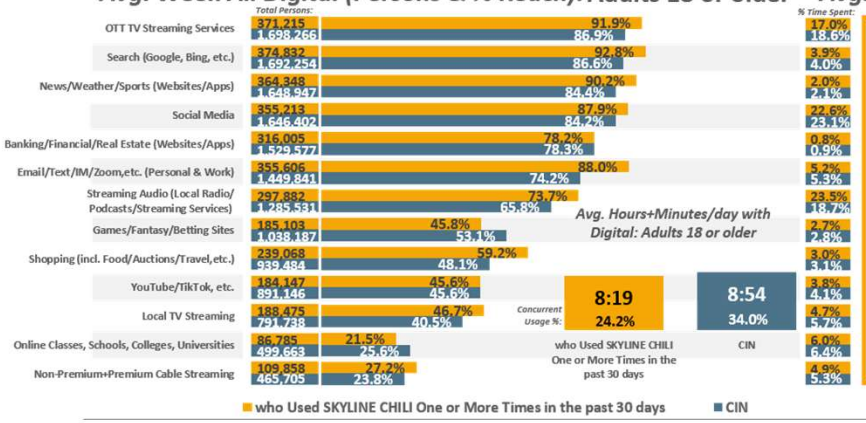
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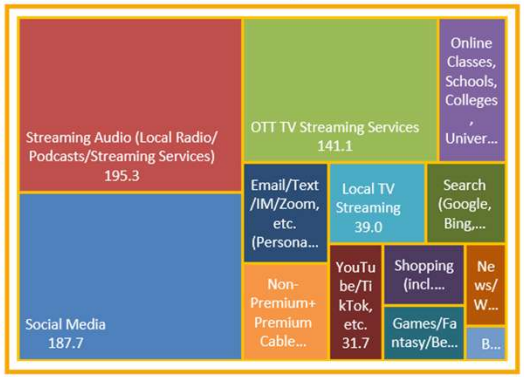
Sit-down restaurants used past 30 days: Dewey's Pizza

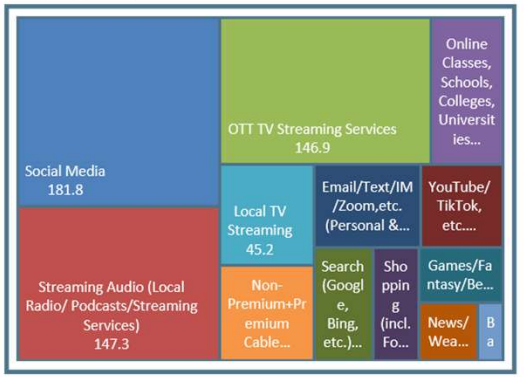
313,957 or 77.7% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days use Ad-Supported Social Media for an average of 165.9 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

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



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

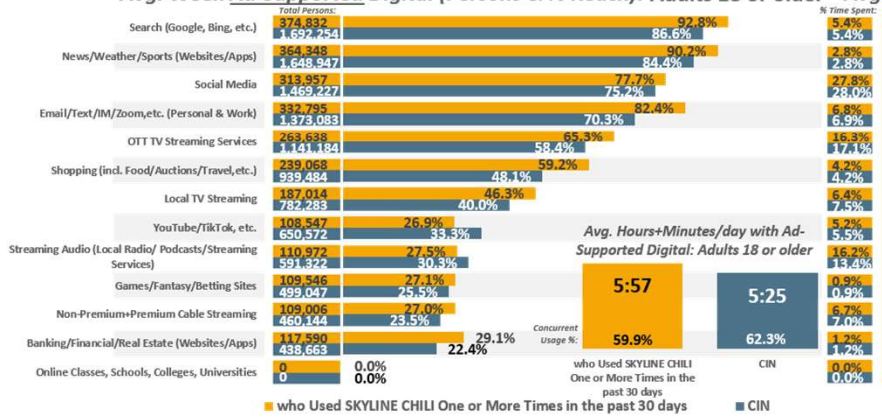




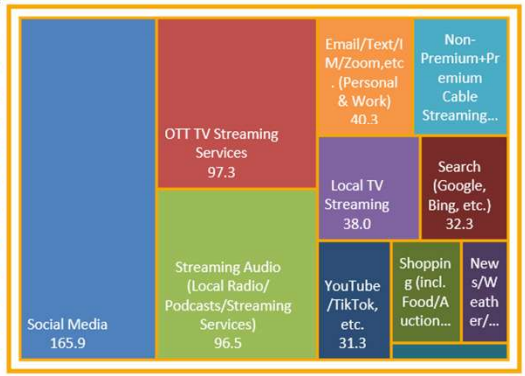
who Used SKYLINE CHILI One or More Times in the past 30 days ■ CIN

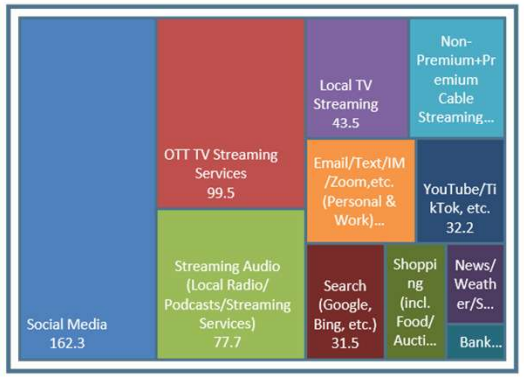
who Used SKYLINE CHILI One or More Times in the past 30 days ■ CIN

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





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

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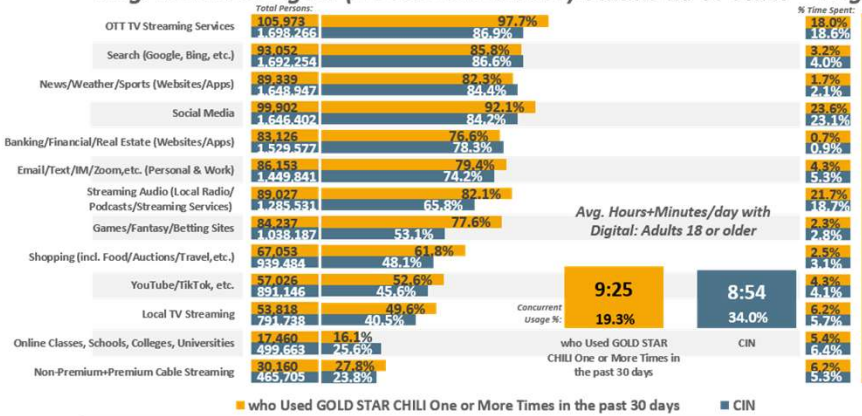
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Sit-down restaurants used past 30 days: Skyline Chili

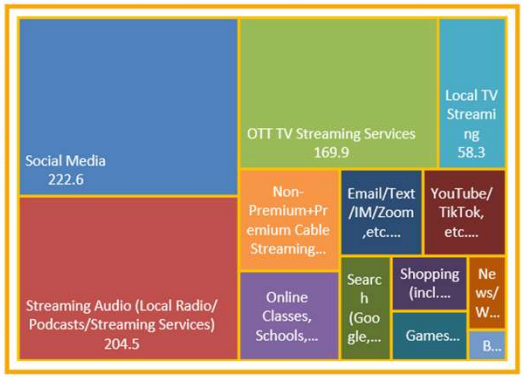
Gold Star CIN

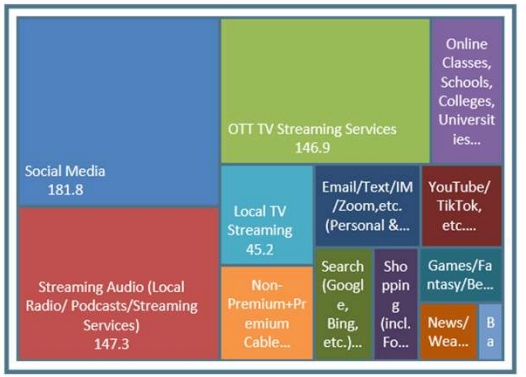
85,500 or 78.8% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days use Ad-Supported Social Media for an average of 190.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

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

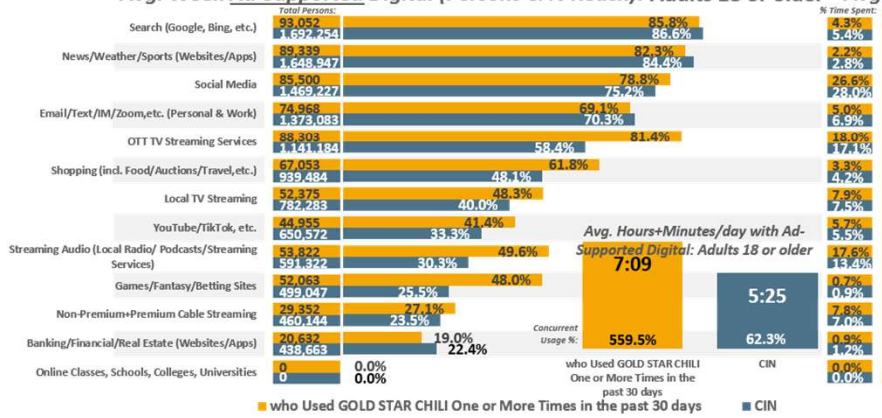


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

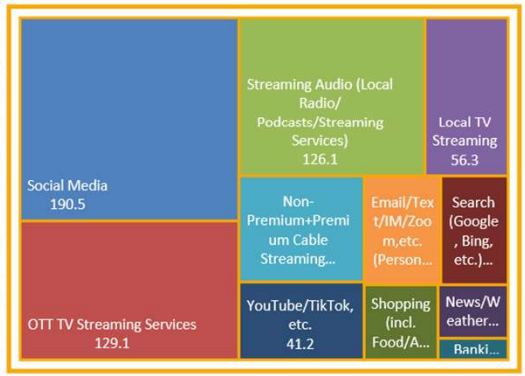


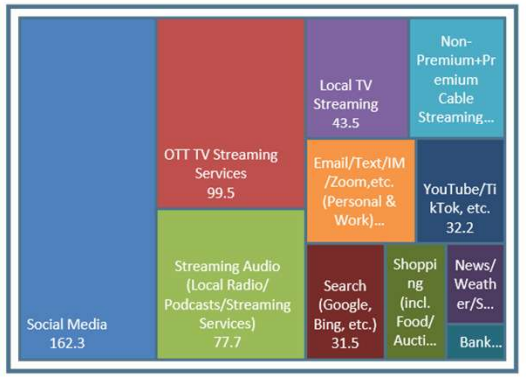


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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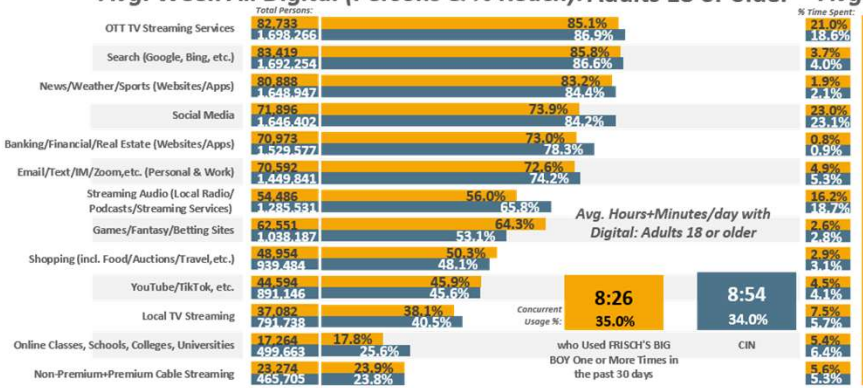
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Sit-down restaurants used past 30 days: Gold Star Chili

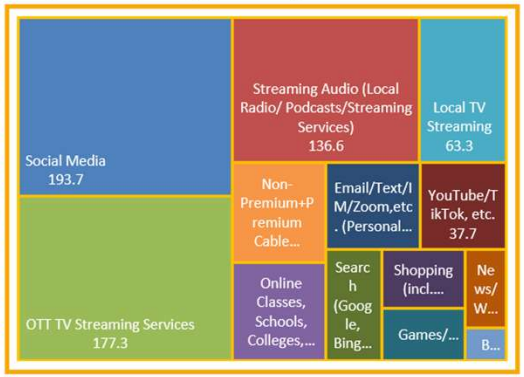
Frisch's BIG BOY **CIN**

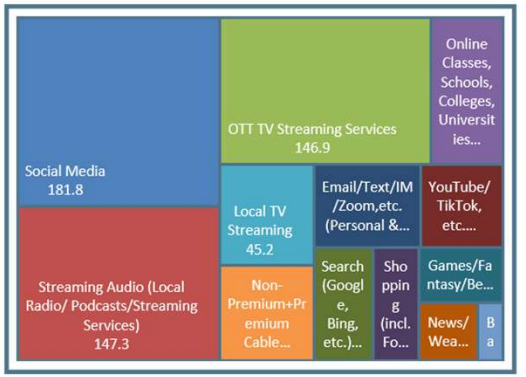
65,439 or 67.3% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days use Ad-Supported Social Media for an average of 176.3 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

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



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

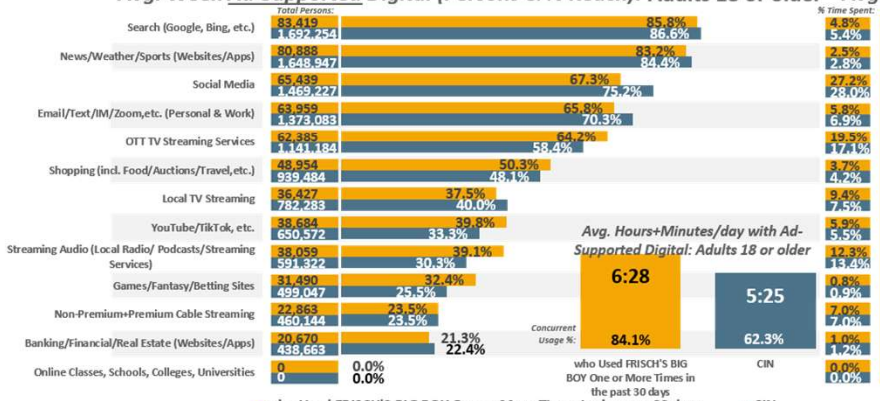




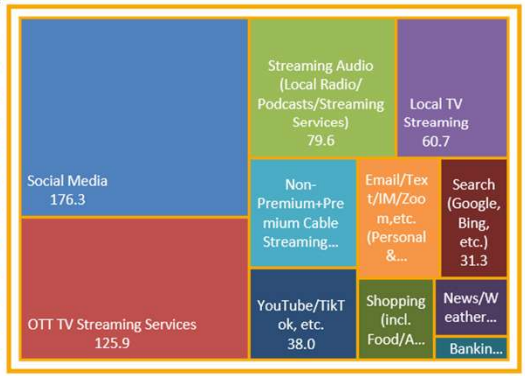
who Used FRISCH'S BIG BOY One or More Times in the past 30 days ■ CIN

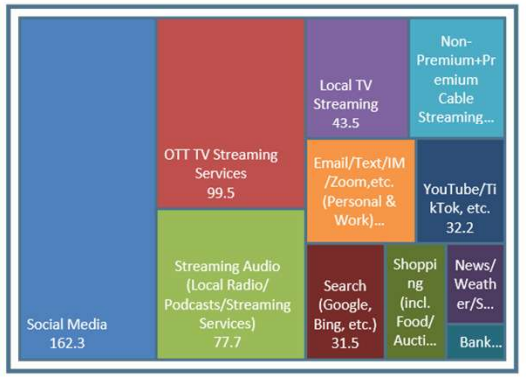
who Used FRISCH'S BIG BOY One or More Times in the past 30 days ■ CIN

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





who Used FRISCH'S BIG BOY One or More Times in the past 30 days ■ CIN

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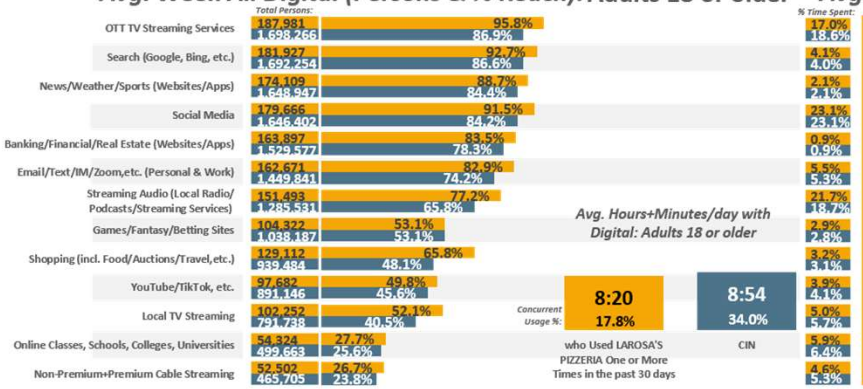
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Sit-down restaurants used past 30 days: Frisch's Big Boy

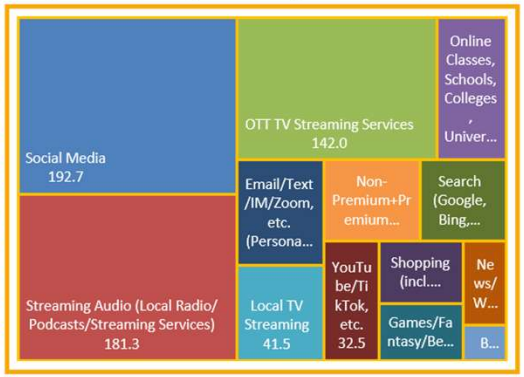


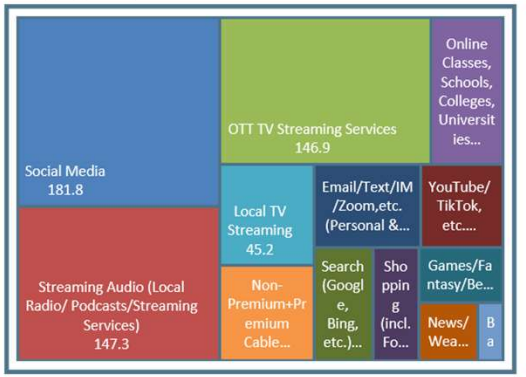
152,443 or 77.7% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days use Ad-Supported Social Media for an average of 163.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

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

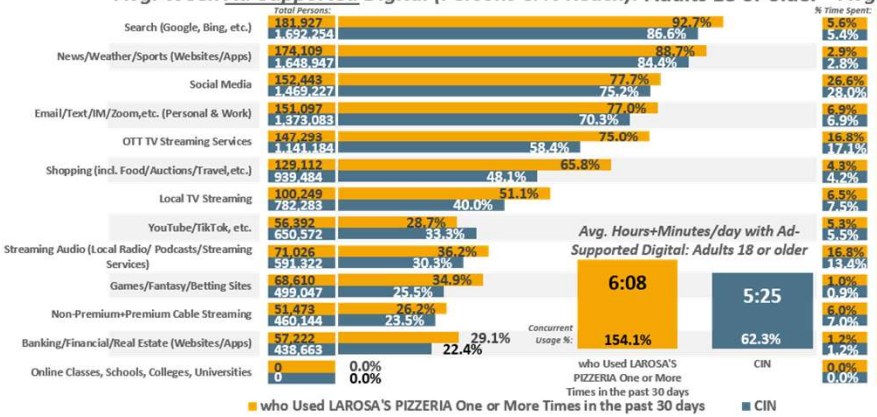


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

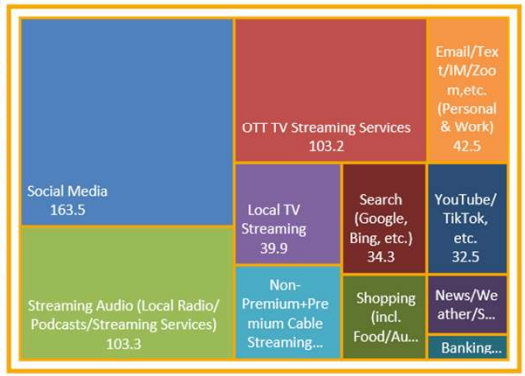


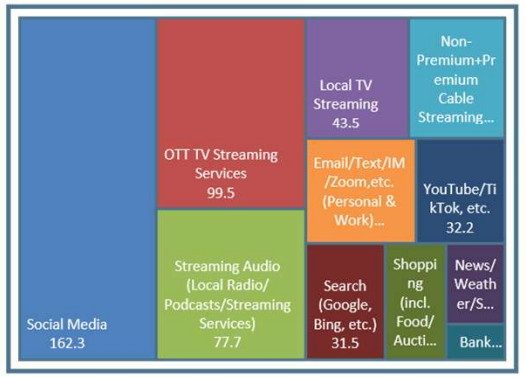


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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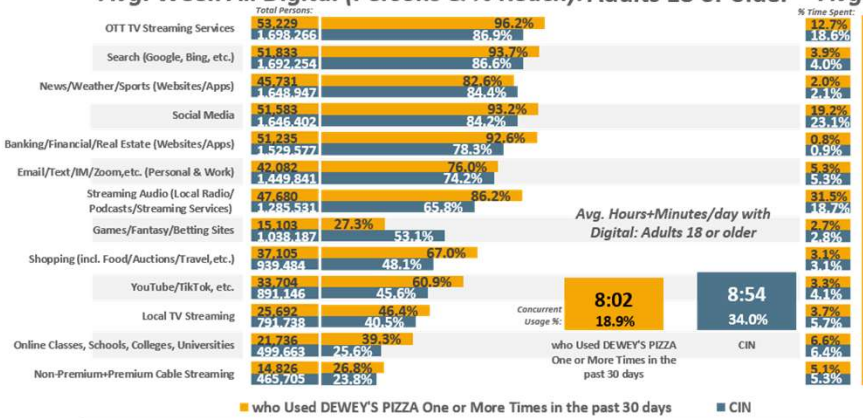
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

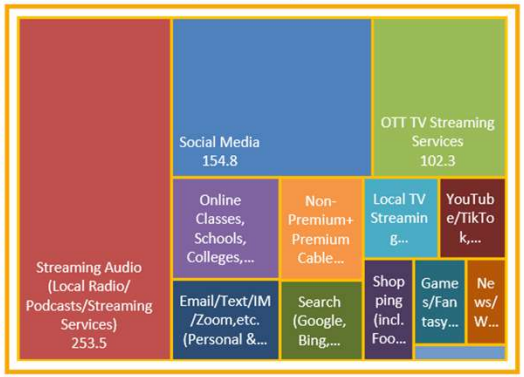
DEWEY'S PIZZA CIN

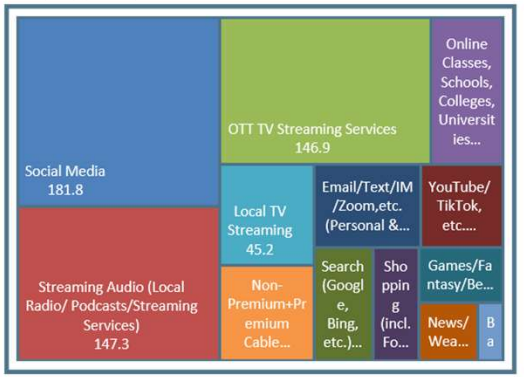
48,573 or 87.8% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days use Ad-Supported Social Media for an average of 145.7 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

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

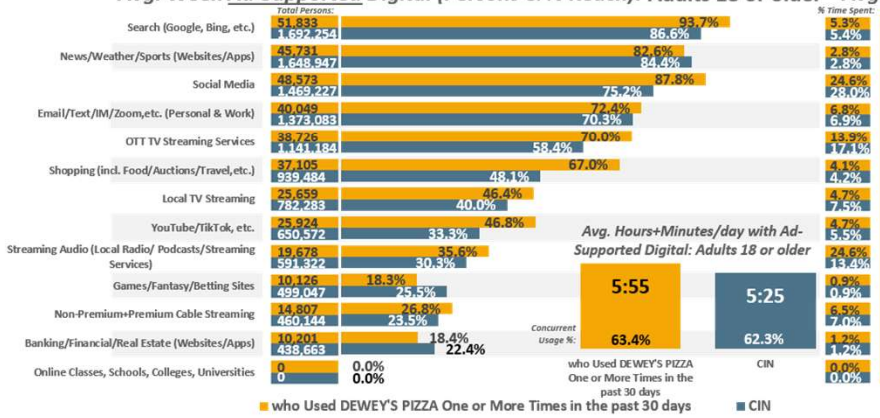


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

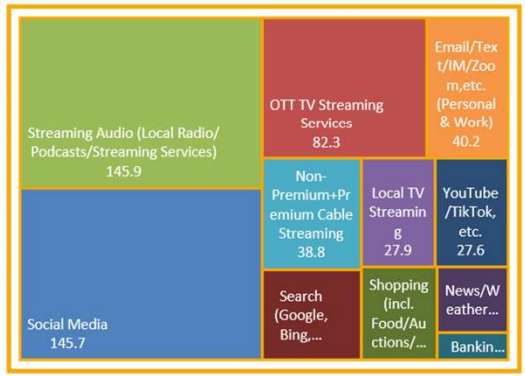


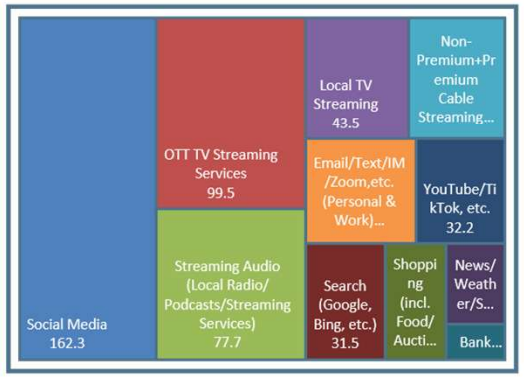


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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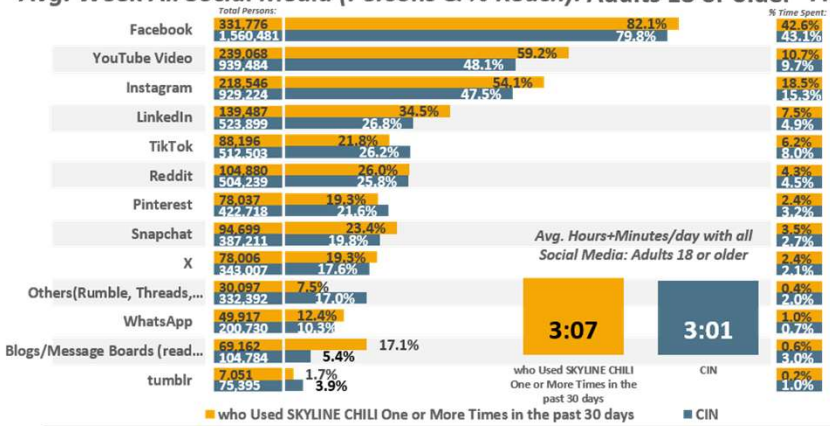
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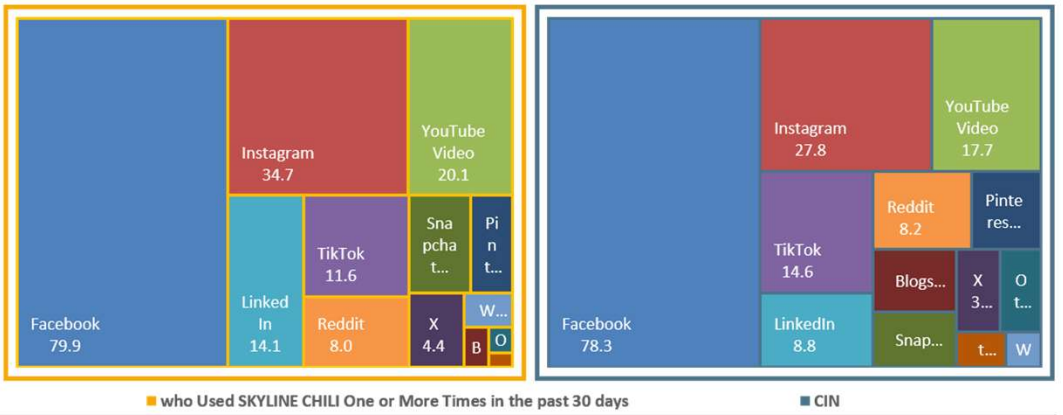
Sit-down restaurants used past 30 days: Dewey's Pizza

313,957 or 77.7% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days use Ad-Supported Facebook for an average of 69.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.

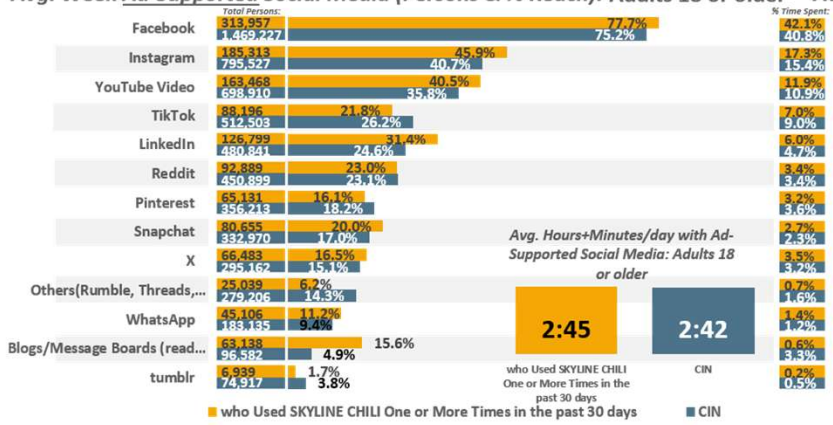
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



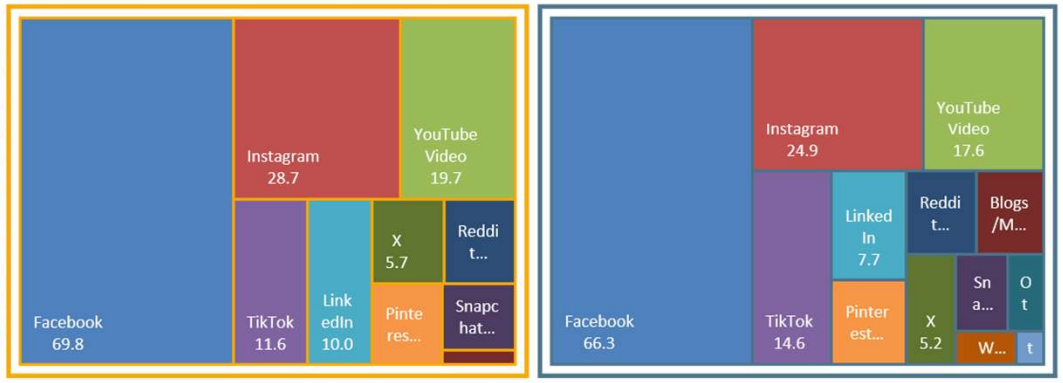
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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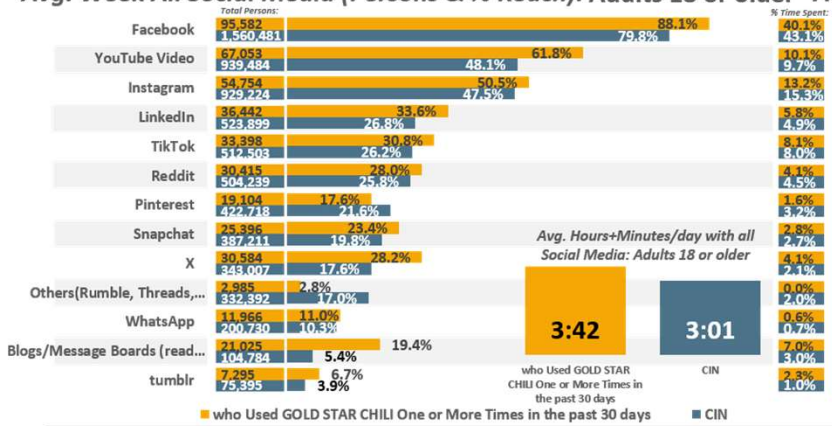
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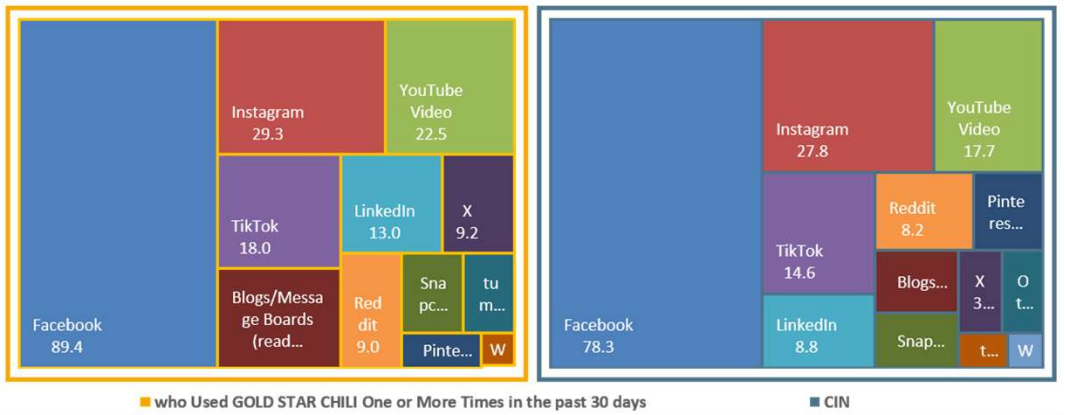
Sit-down restaurants used past 30 days: Skyline Chili

85,500 or 78.8% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

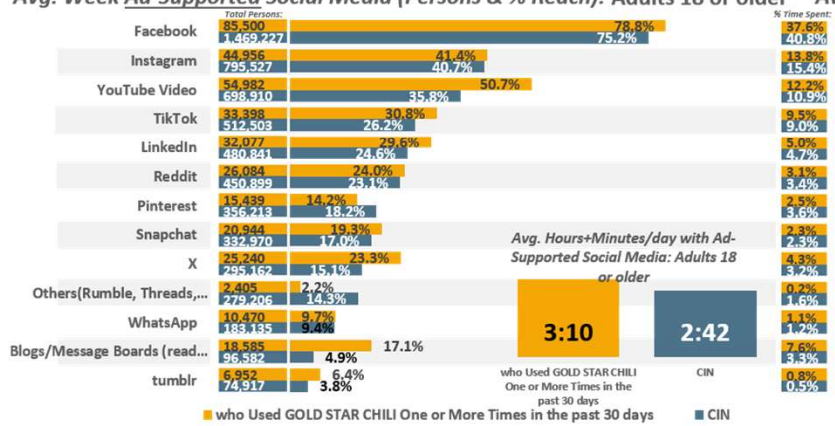
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



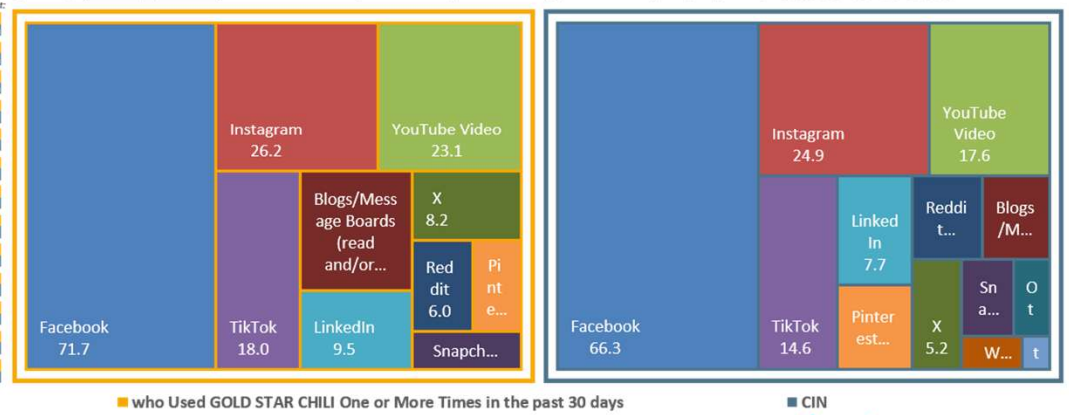
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

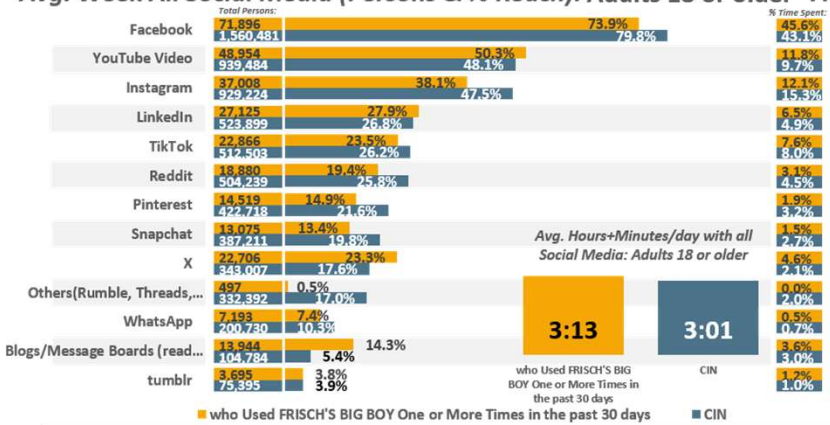
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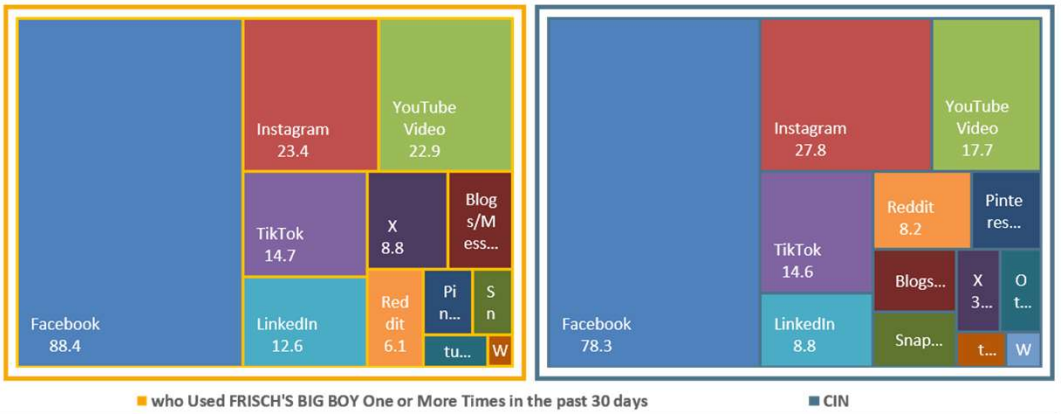
Sit-down restaurants used past 30 days: Gold Star Chili

65,439 or 67.3% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days use Ad-Supported Facebook for an average of 72. minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

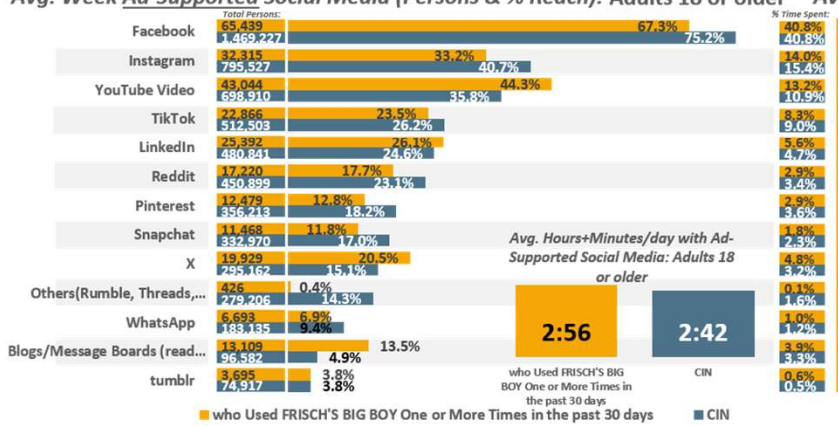
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



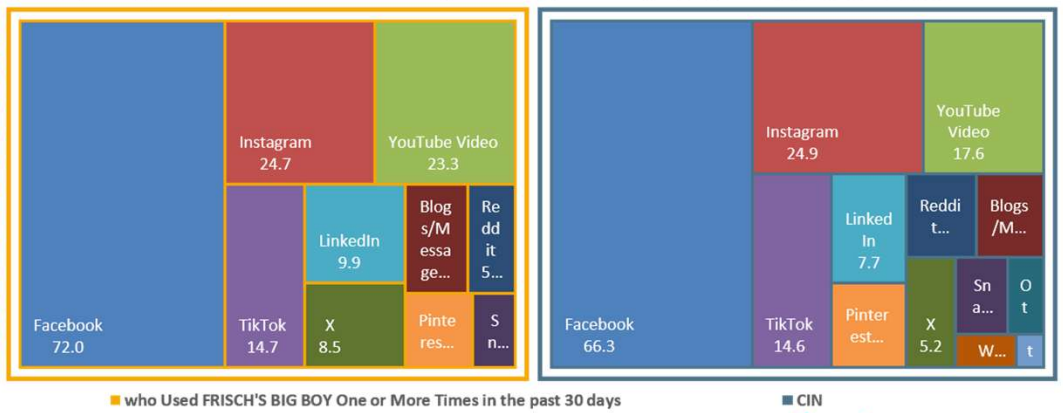
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

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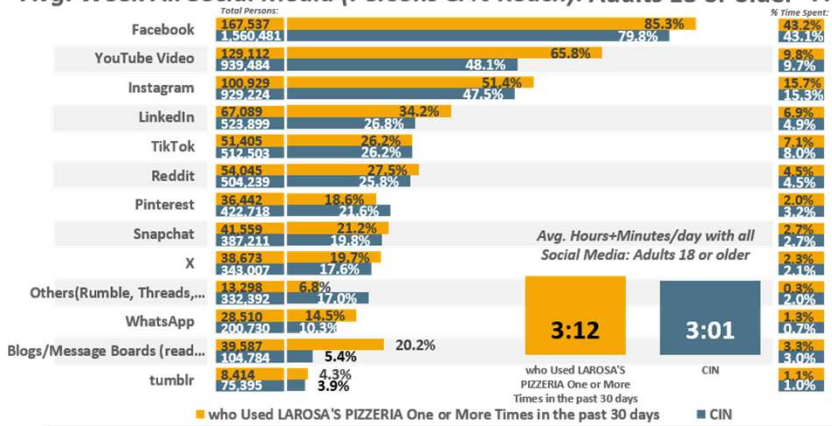
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Sit-down restaurants used past 30 days: Frisch's Big Boy

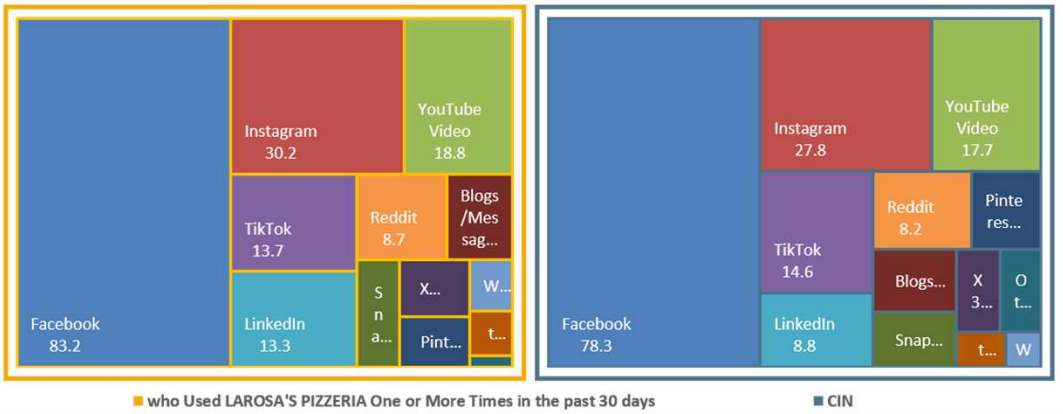
LaRosa's FAMILY PIZZERIA — CIN

152,443 or 77.7% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days use Ad-Supported Facebook for an average of 67.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.

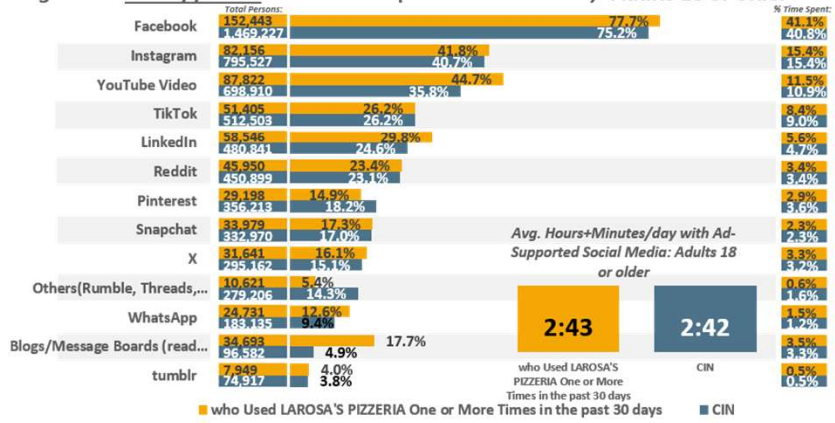
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



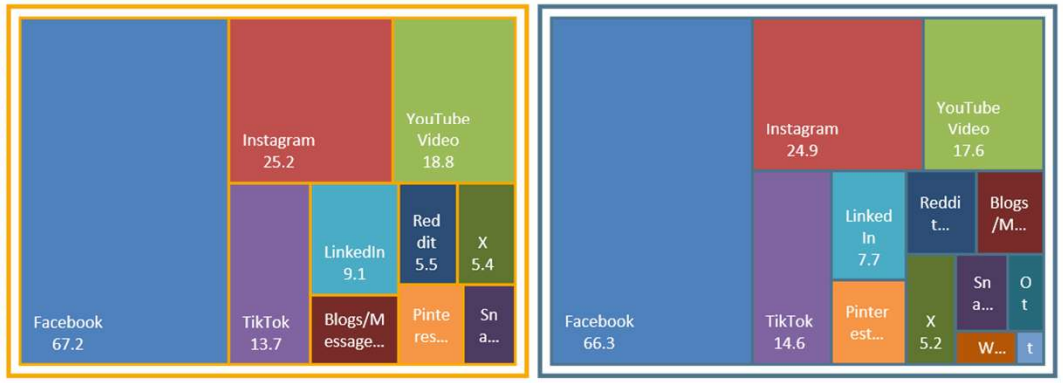
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

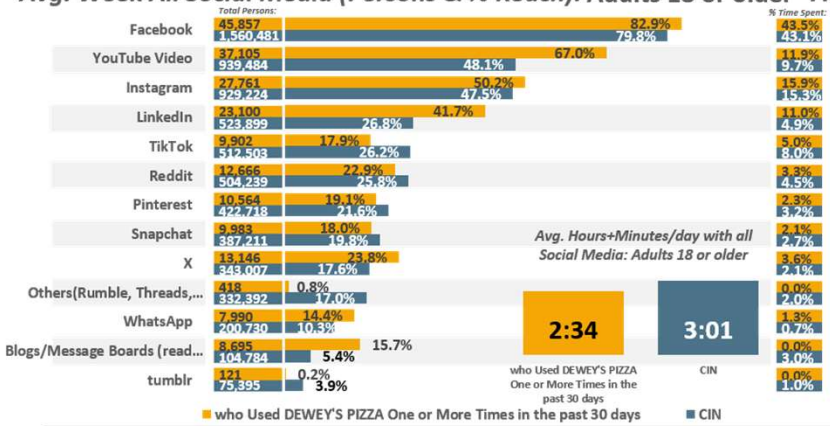
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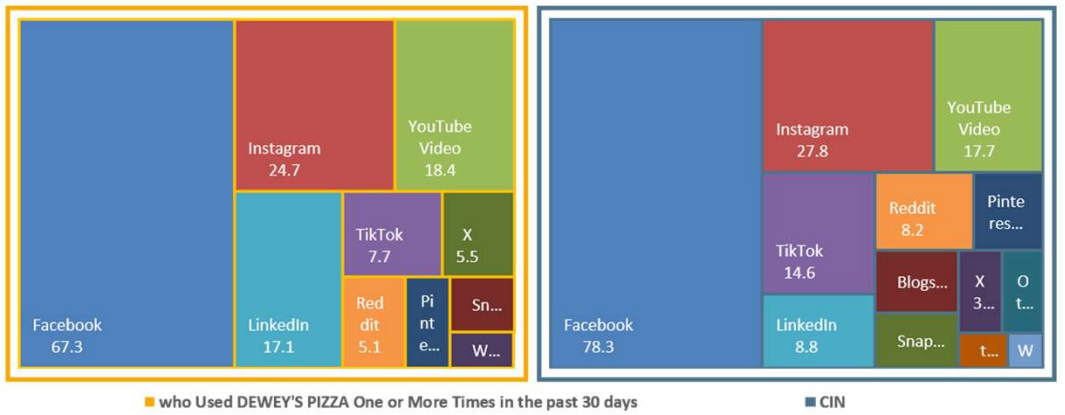
DEWEY'S PIZZA CIN

45,857 or 82.9% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Social Media.

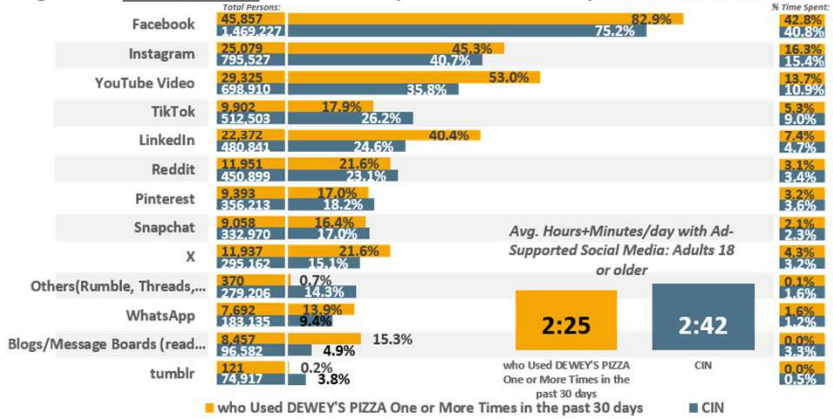
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



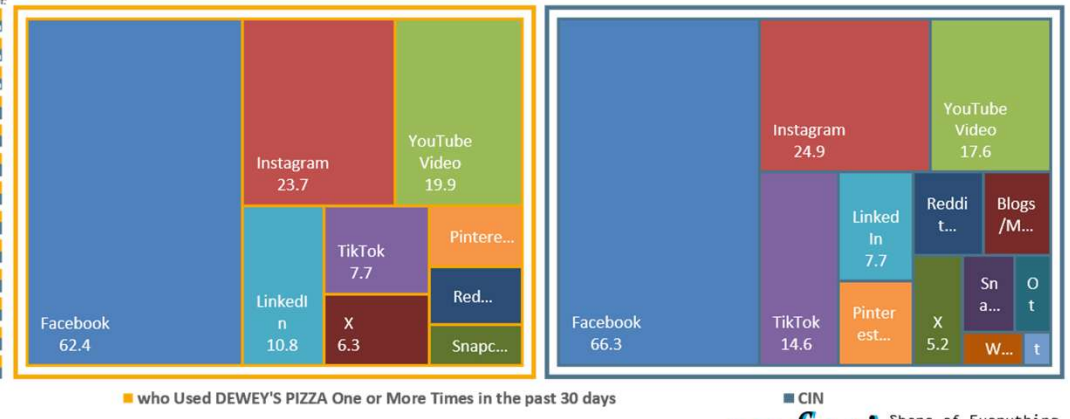
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



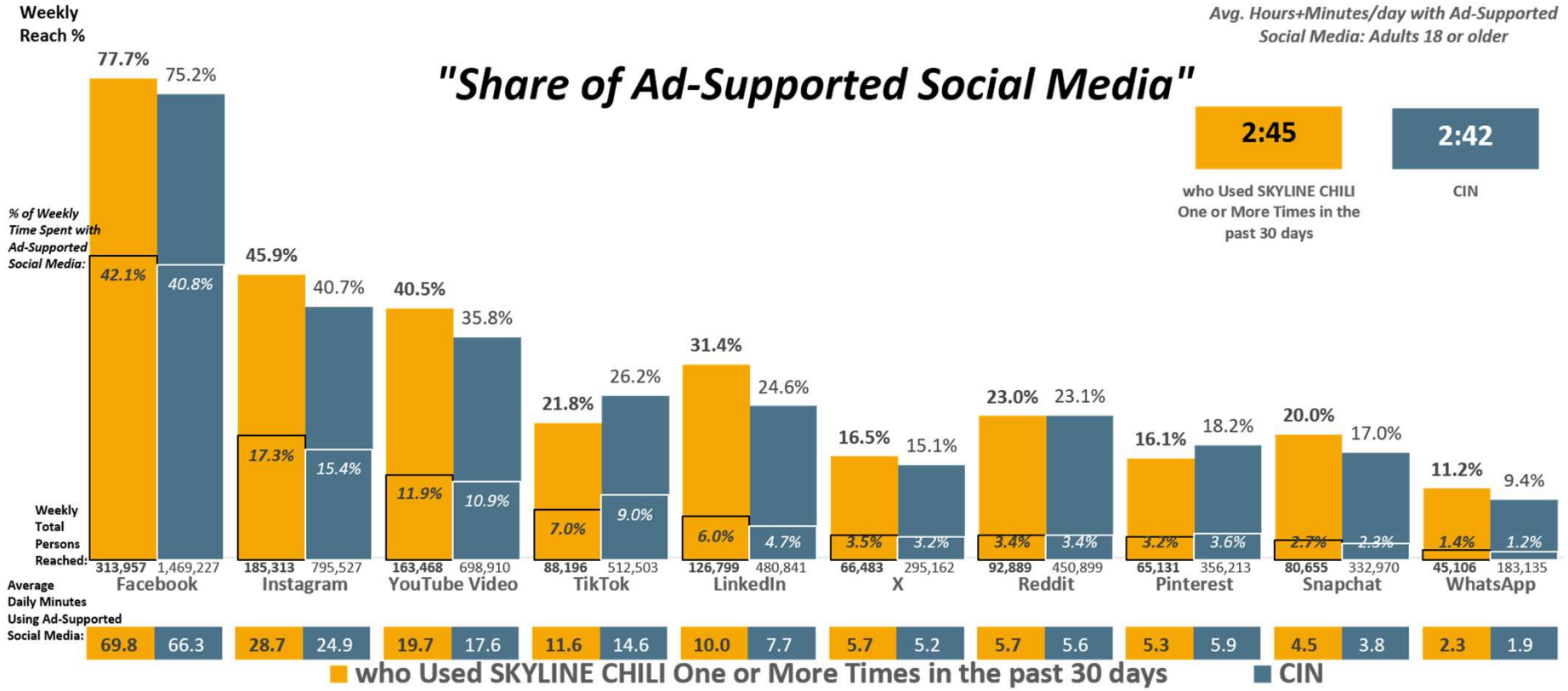
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

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Sit-down restaurants used past 30 days: Dewey's Pizza

313,957 or 77.7% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days use Ad-Supported Facebook for an average of 69.8 minutes every day representing 42.1% of all time spent daily with Ad-Supported Social Media.



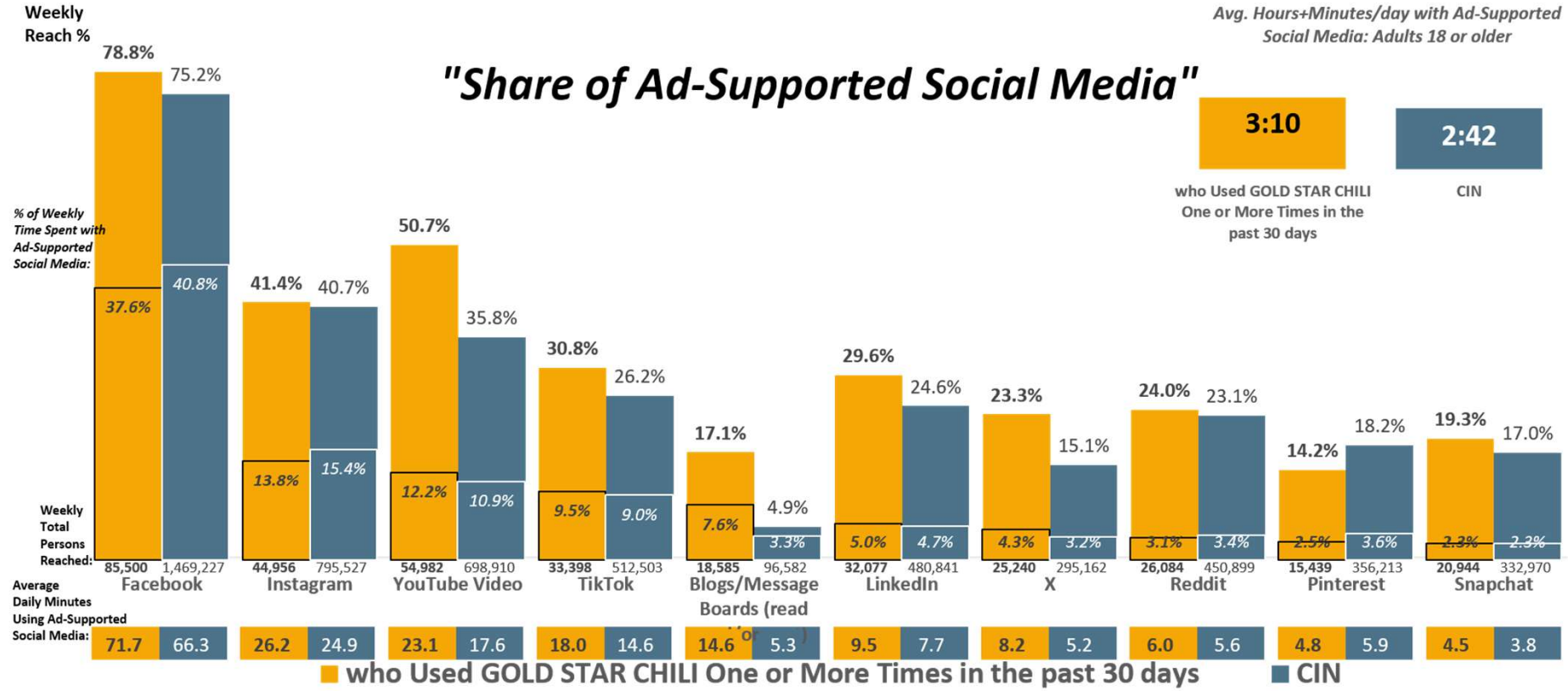
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Skyline Chili

85,500 or 78.8% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days use Ad-Supported Facebook for an average of 71.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



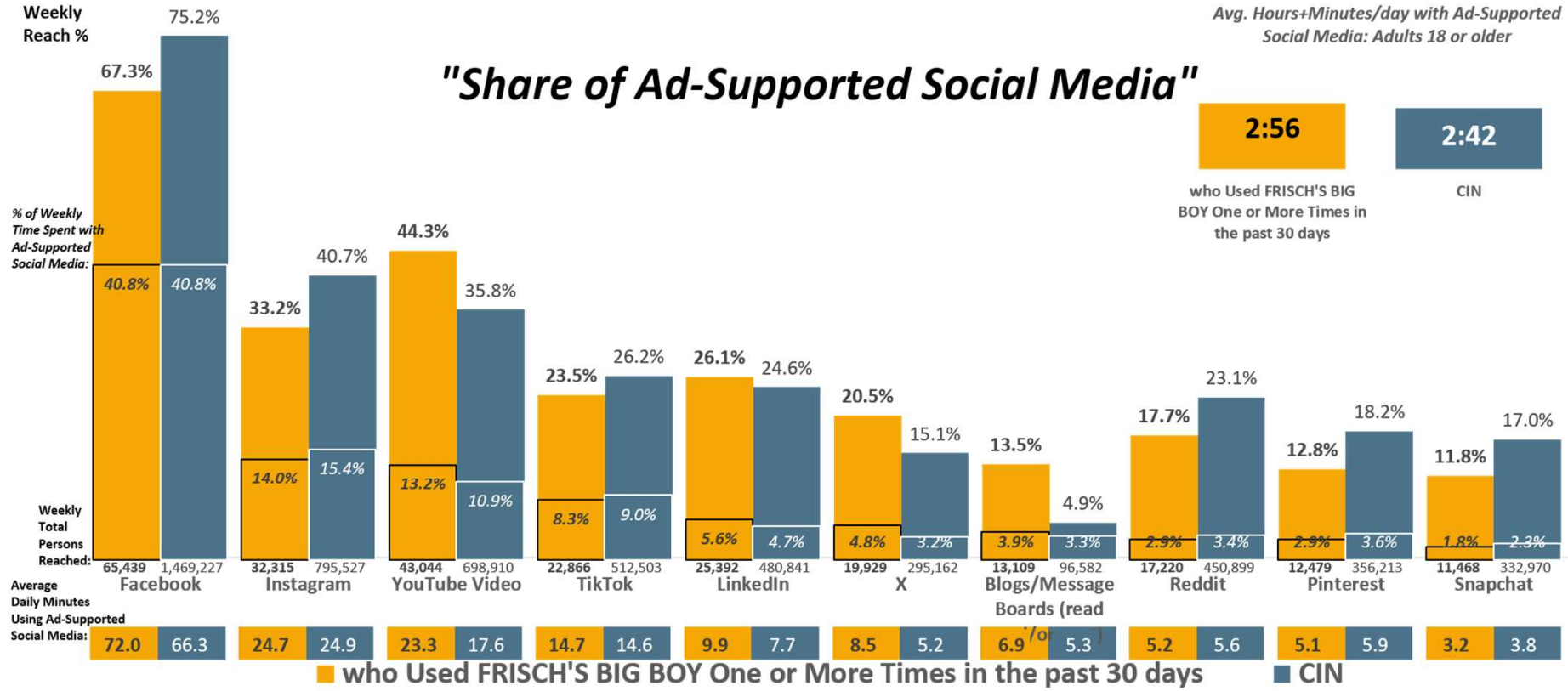
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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Sit-down restaurants used past 30 days: Gold Star Chili

65,439 or 67.3% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days use Ad-Supported Facebook for an average of 72. minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

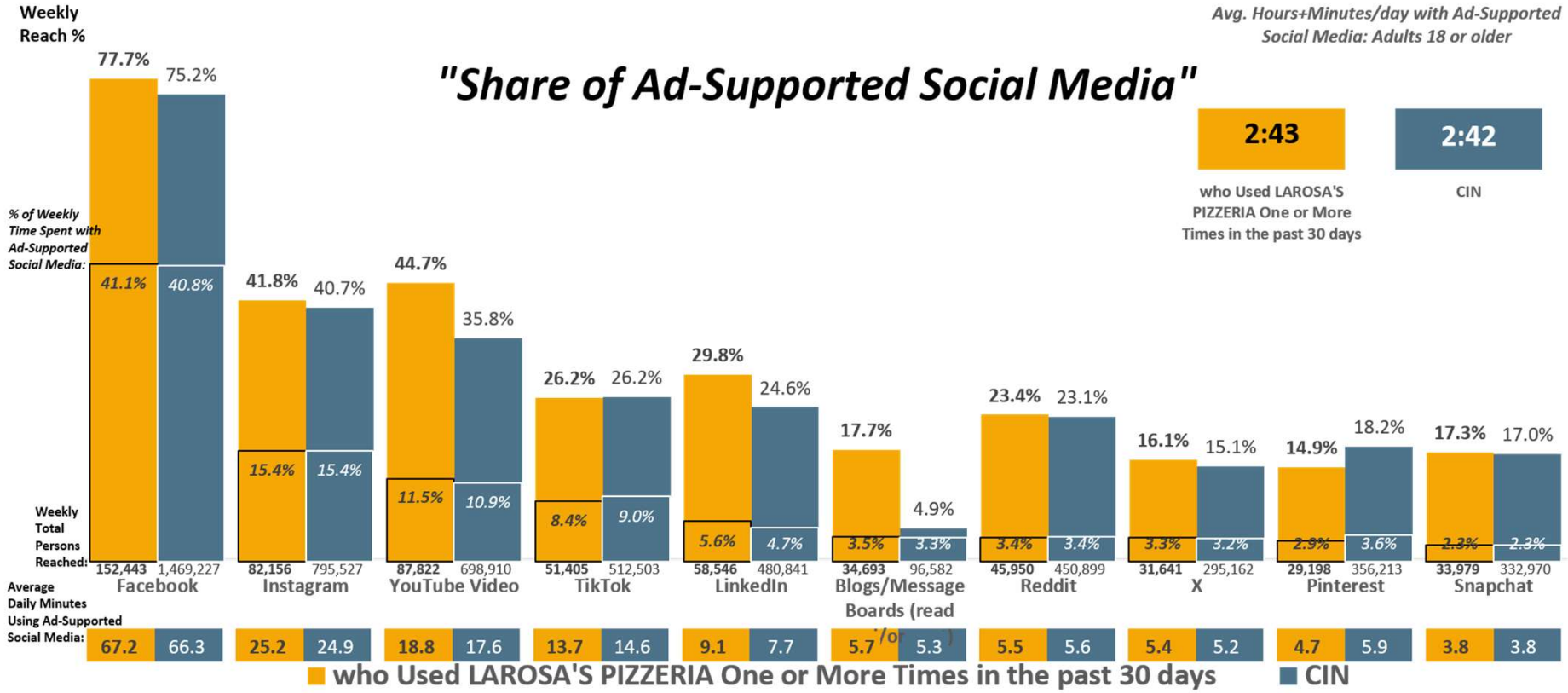
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Sit-down restaurants used past 30 days: Frisch's Big Boy

LaRosa's FAMILY PIZZERIA — CIN

152,443 or 77.7% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days use Ad-Supported Facebook for an average of 67.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

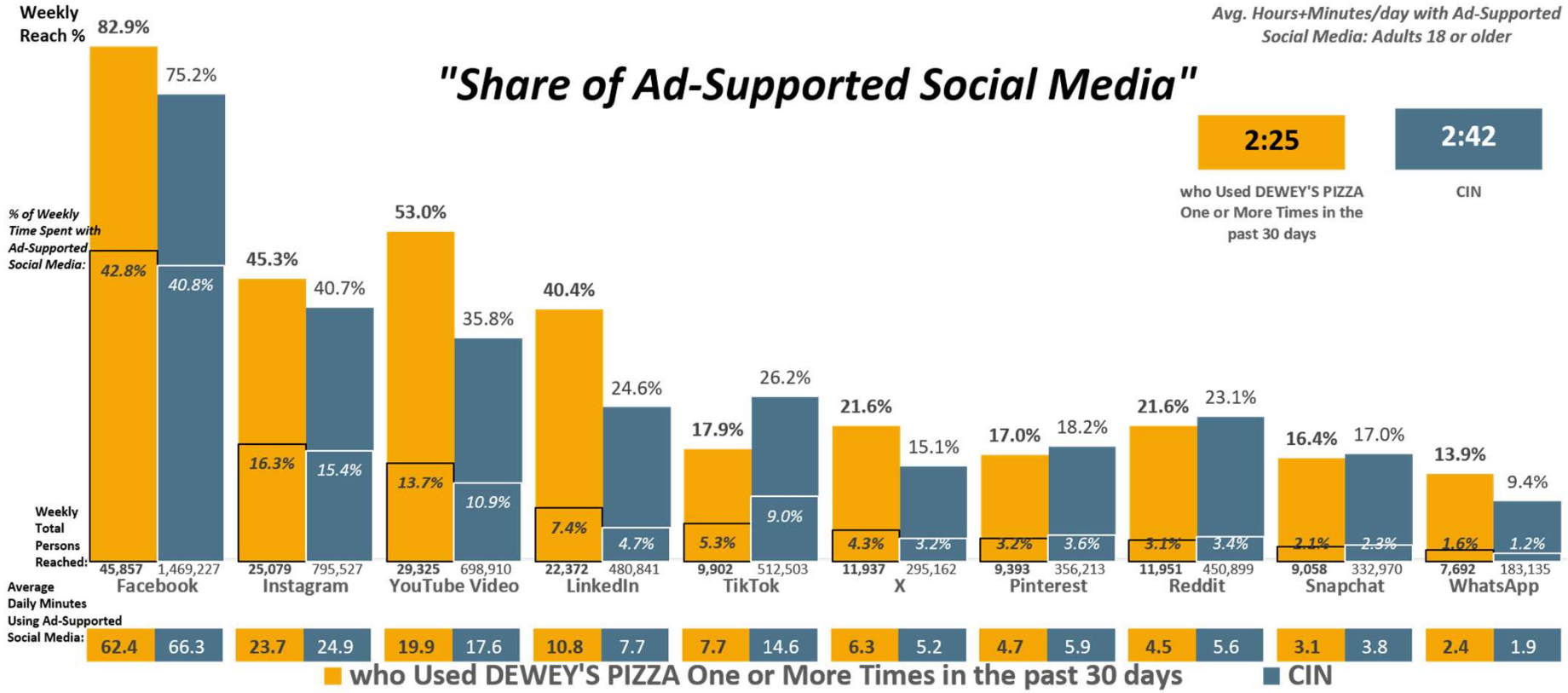
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

45,857 or 82.9% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days use Ad-Supported Facebook for an average of 62.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Social Media.



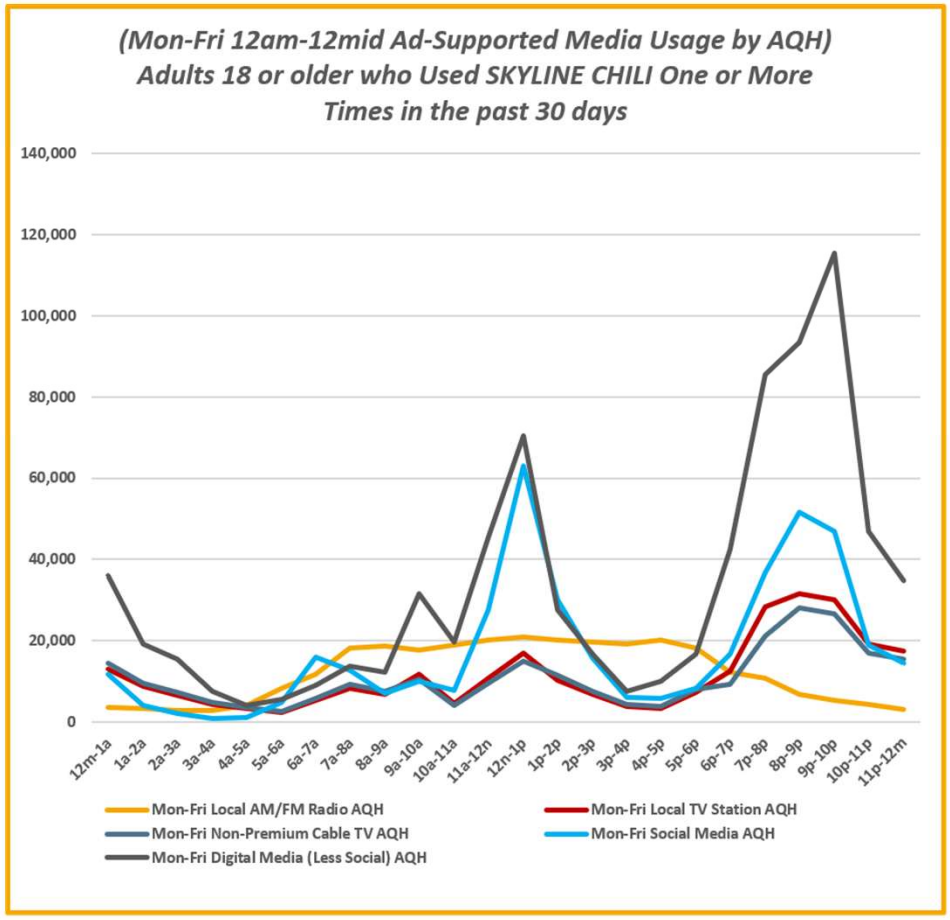
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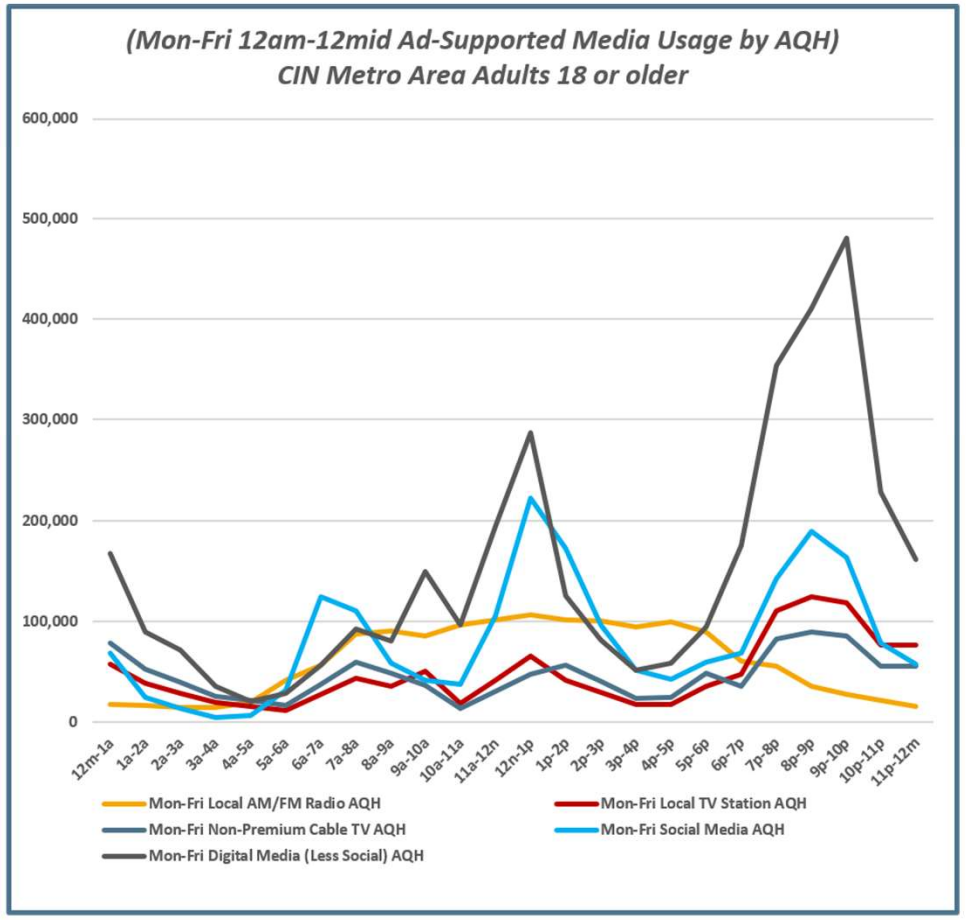
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Sit-down restaurants used past 30 days: Dewey's Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,885; Local Radio: 18,160; Social Media: 17,467; Local TV: 8,398; Non-Prem. Cable: 8,206 reaching Adults 18 or older who Used SKYLINE CHILI One or More Times in the pas





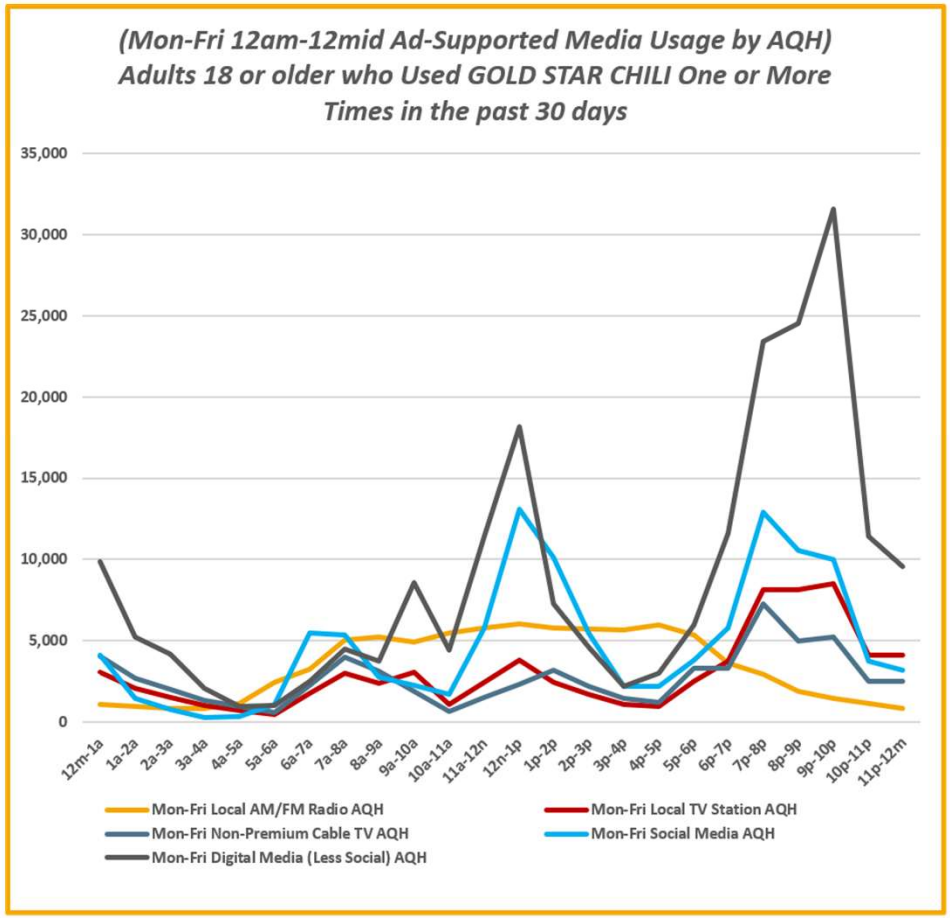
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

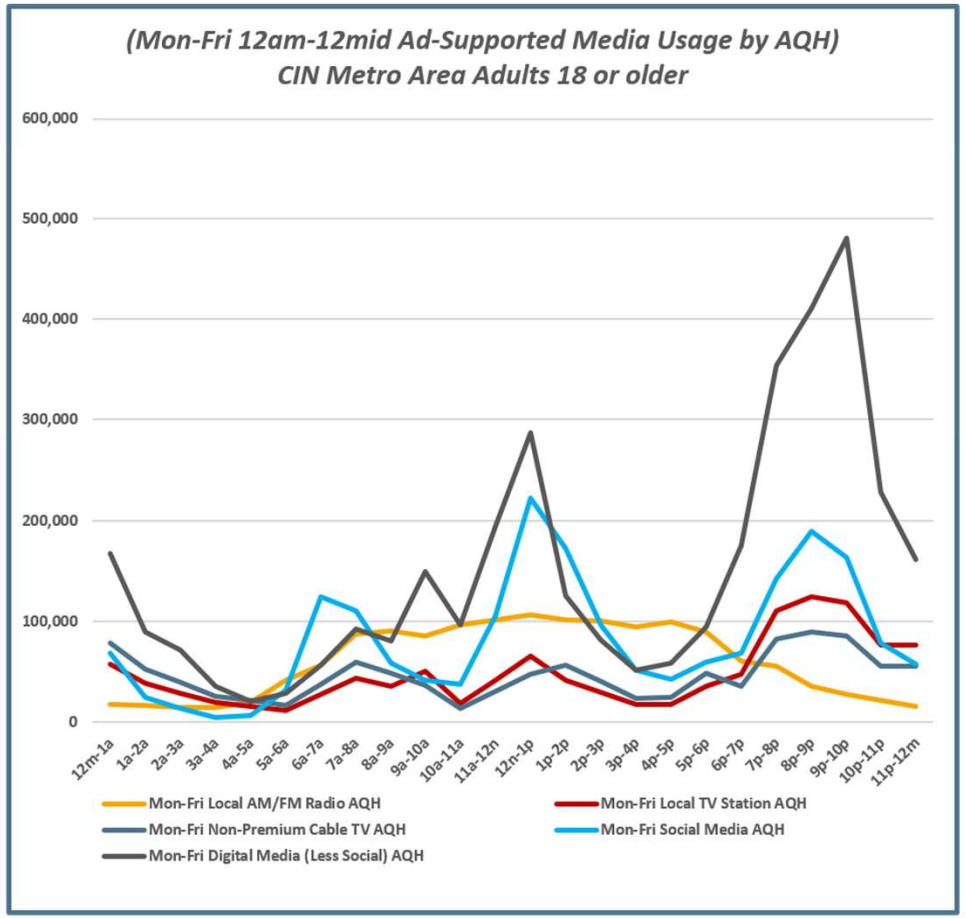
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Sit-down restaurants used past 30 days: Skyline Chili

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,761; Local Radio: 5,233; Social Media: 5,090; Non-Prem. Cable: 2,359; Local TV: 2,309 reaching Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

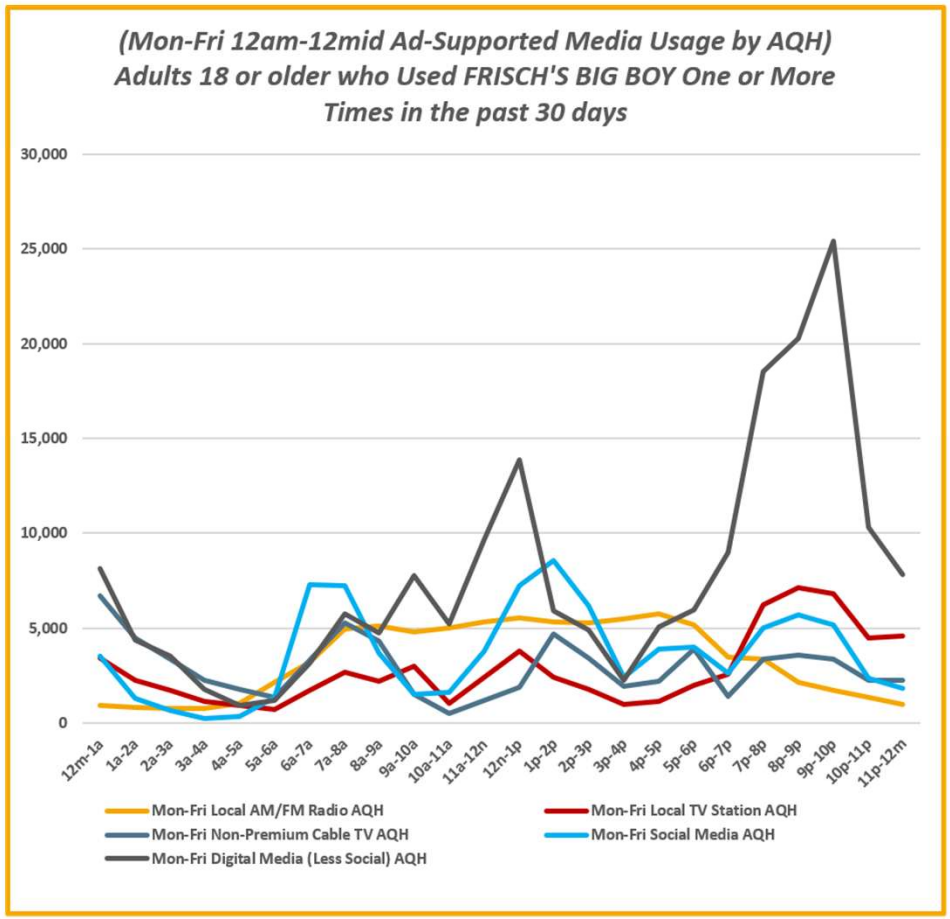
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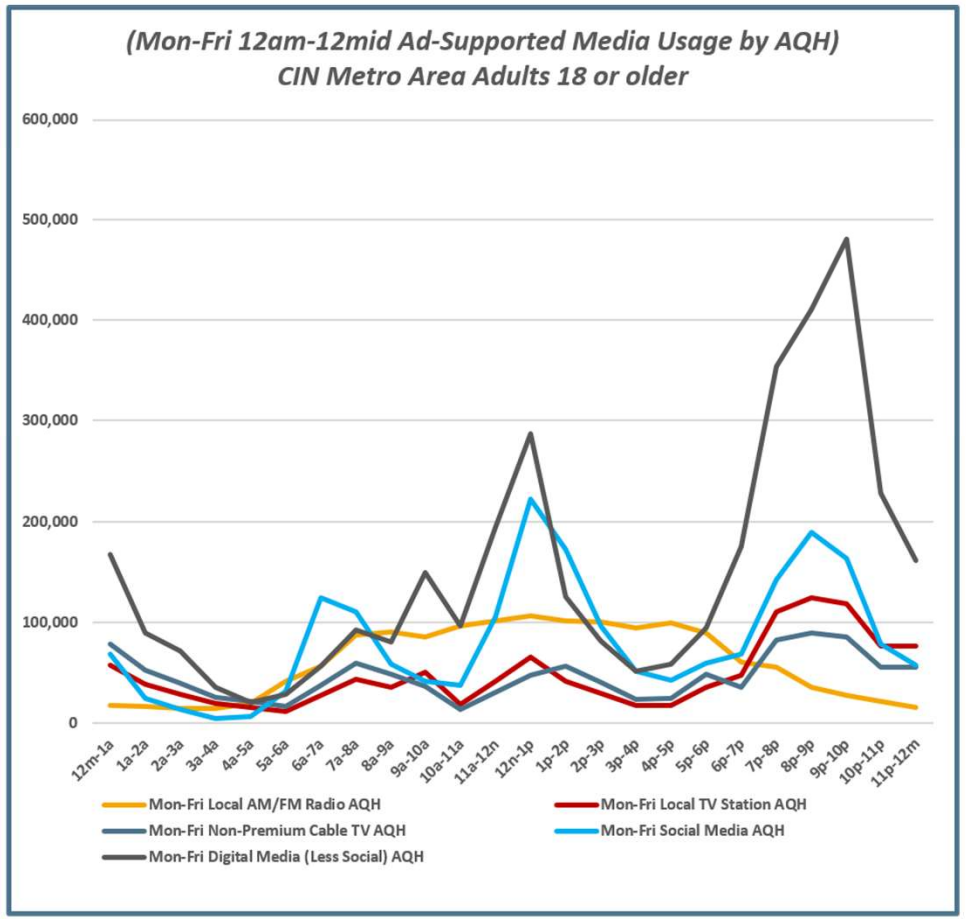
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Sit-down restaurants used past 30 days: Gold Star Chili

Frisch's BIG BOY CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,403; Local Radio: 4,962; Social Media: 4,622; Non-Prem. Cable: 2,742; Local TV: 2,133 reaching Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the pas





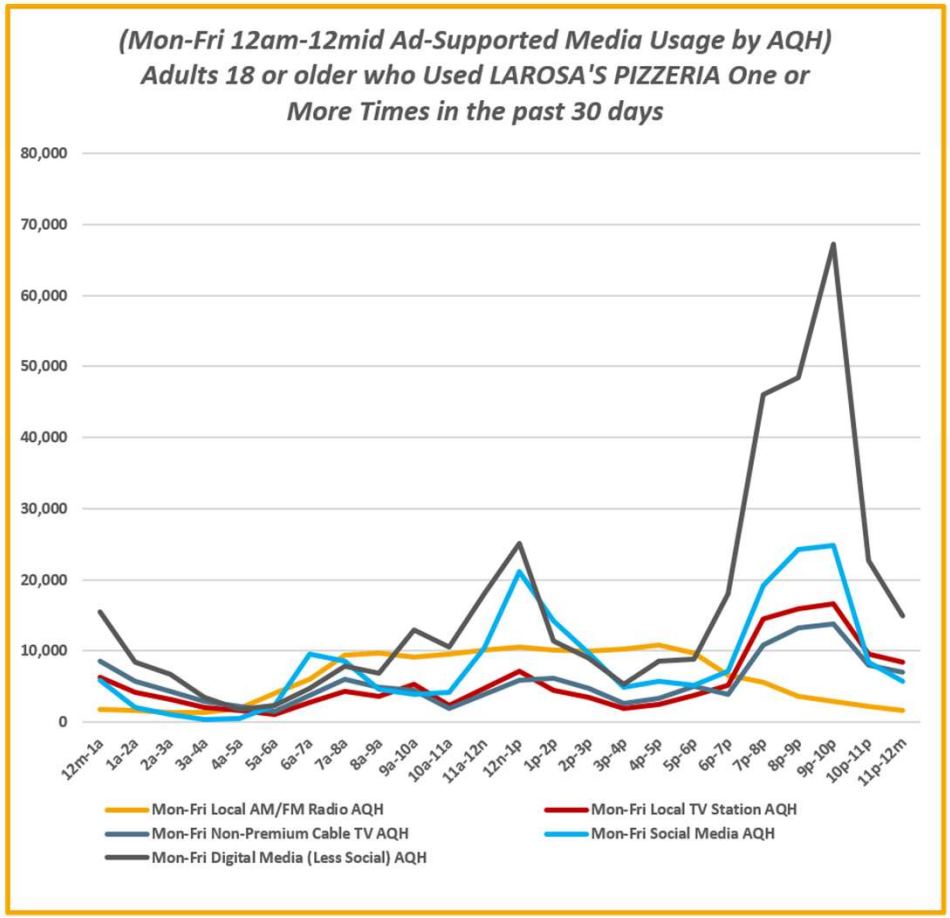
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

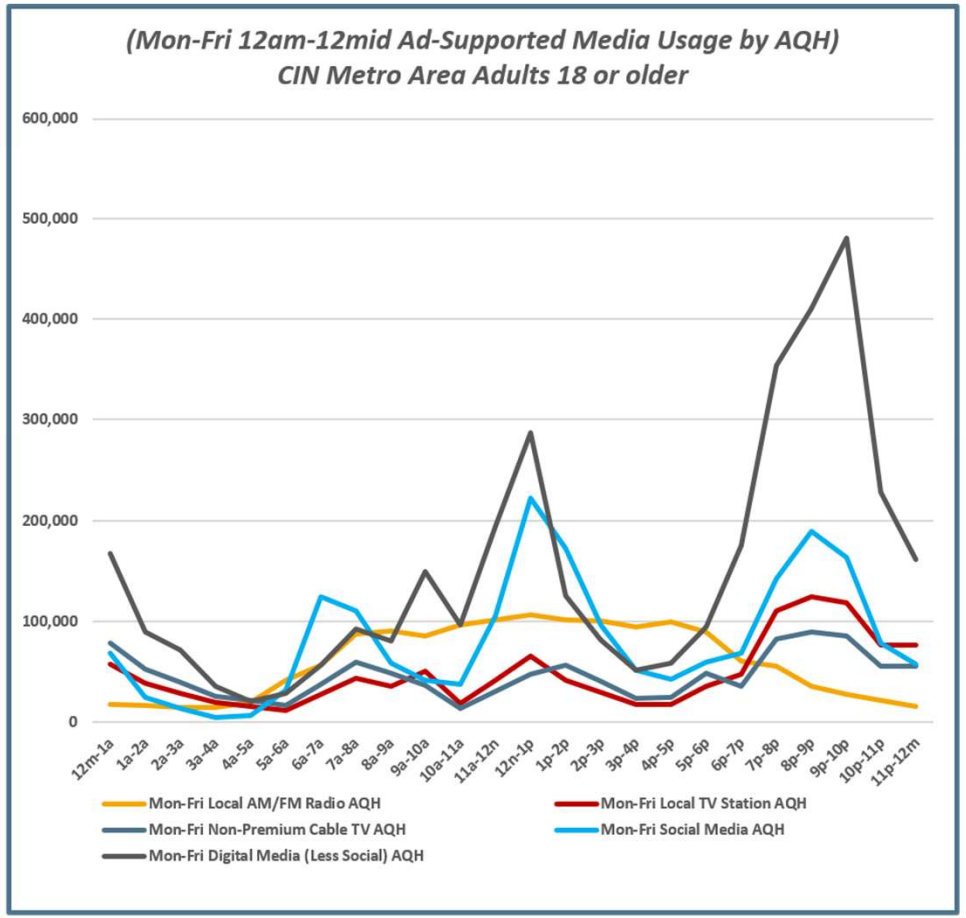
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Sit-down restaurants used past 30 days: Frisch's Big Boy

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,334; Local Radio: 9,379; Social Media: 8,404; Non-Prem. Cable: 4,355; Local TV: 3,969 reaching Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the p





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216

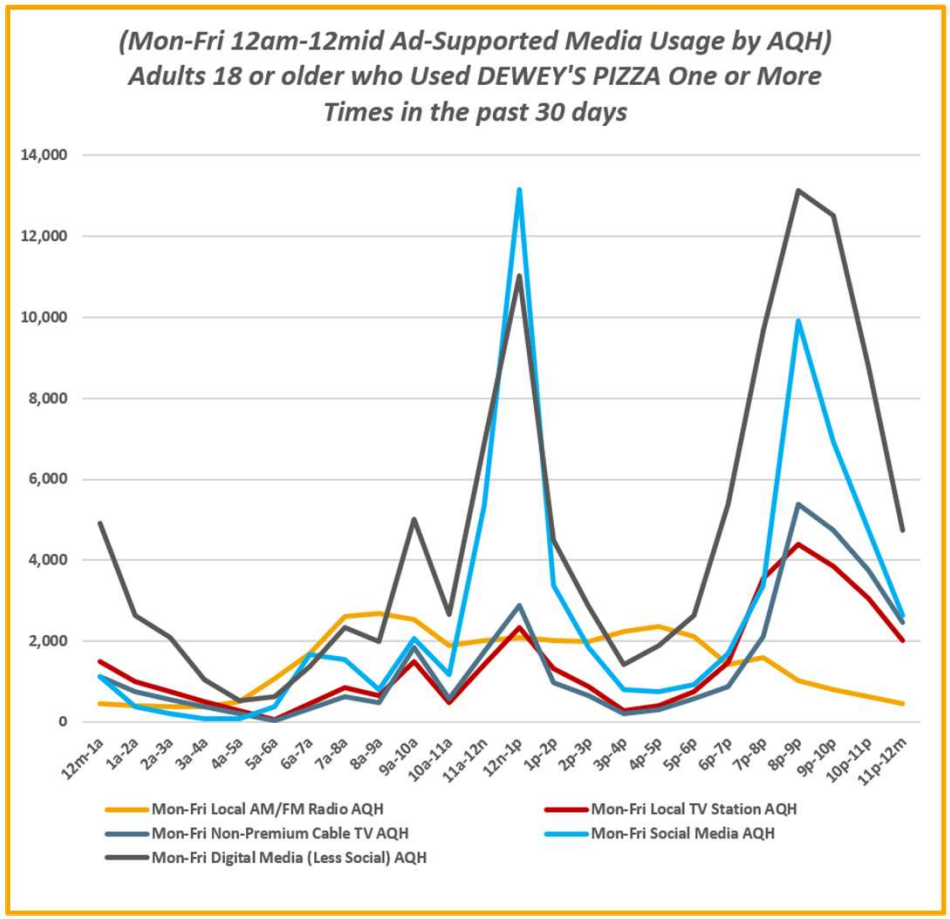
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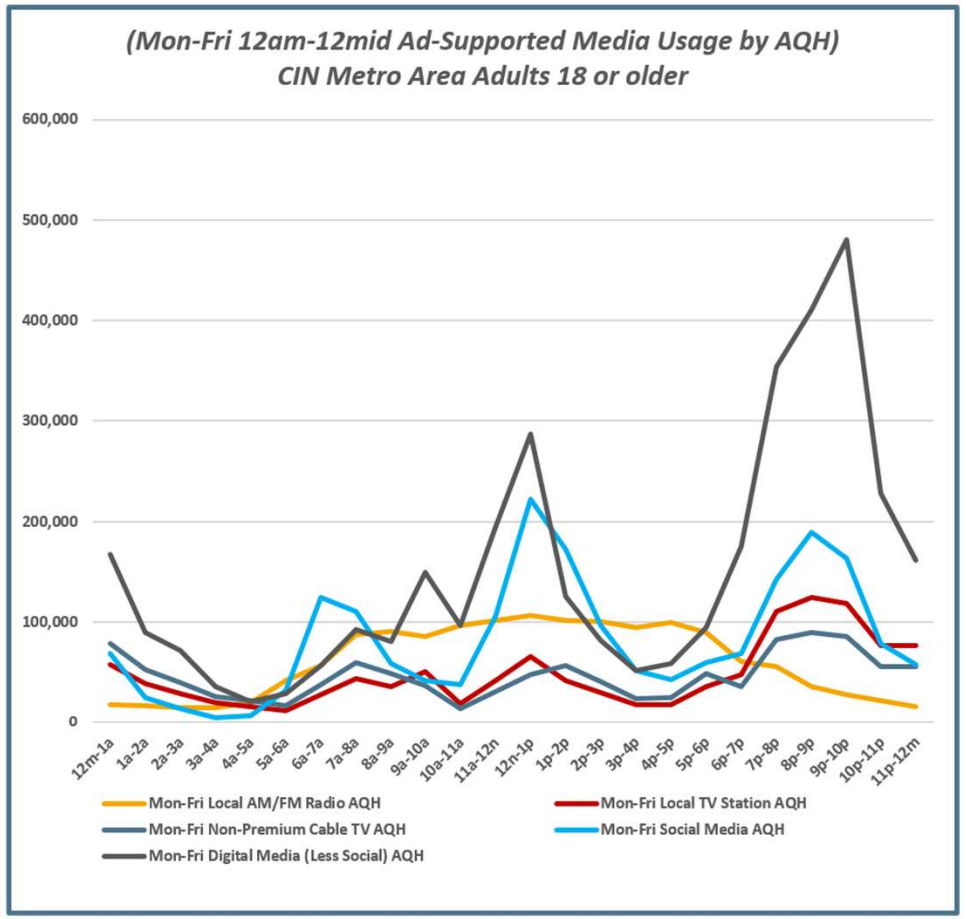
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,847; Social Media: 2,709; Local Radio: 2,130; Local TV: 990; Non-Prem. Cable: 937 reaching Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 da





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64

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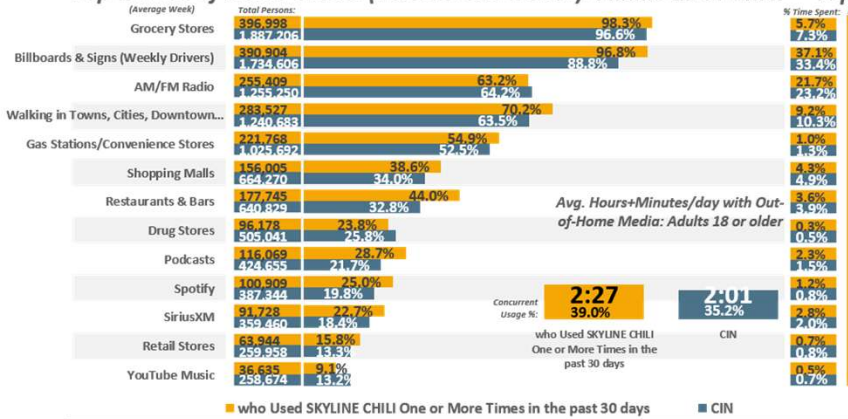
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Sit-down restaurants used past 30 days: Dewey's Pizza

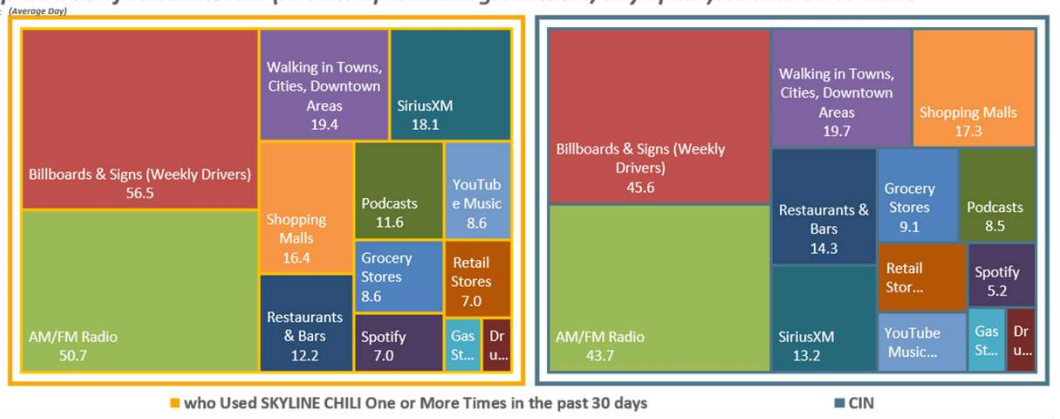
CIN

390,904 or 96.8% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 60.4% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minu

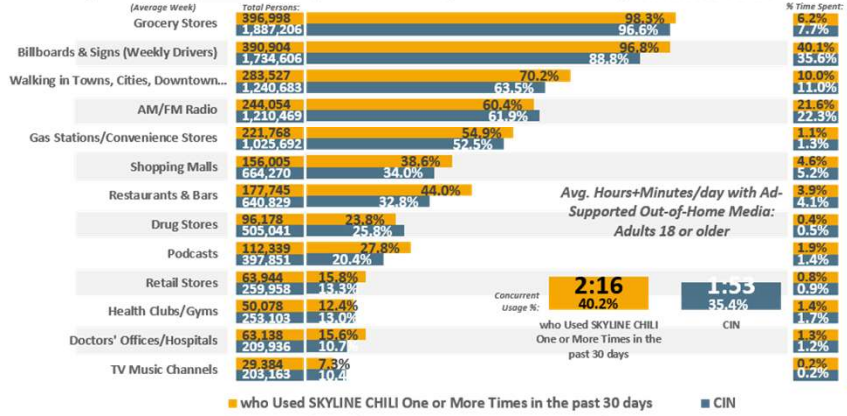
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



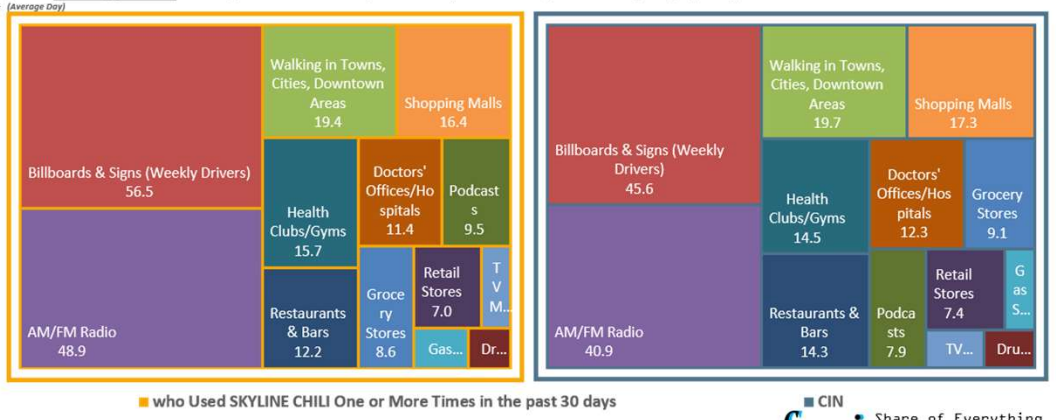
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

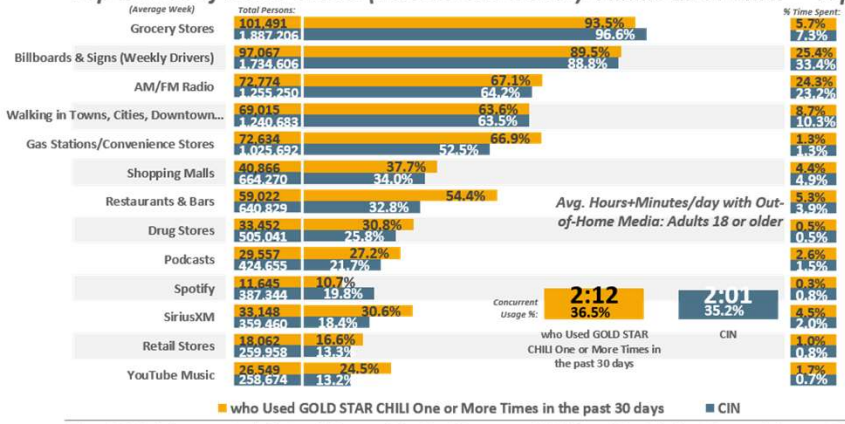
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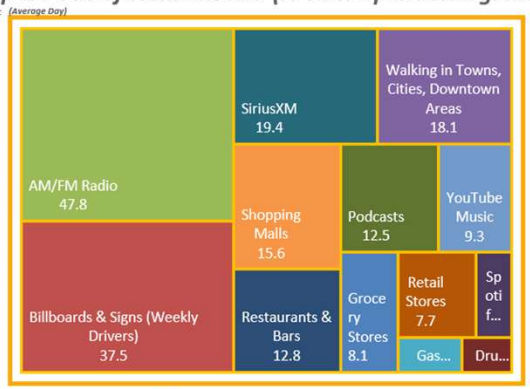
Sit-down restaurants used past 30 days: Skyline Chili

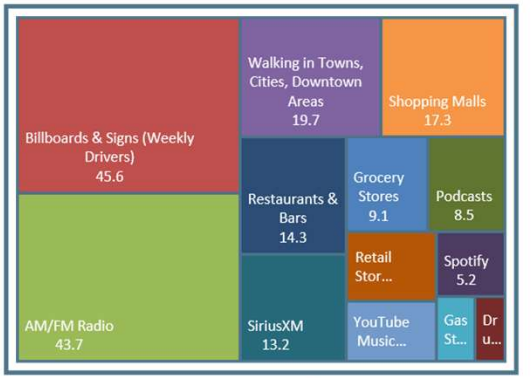
97,067 or 89.5% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an average of 37.5 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 44.2 min

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

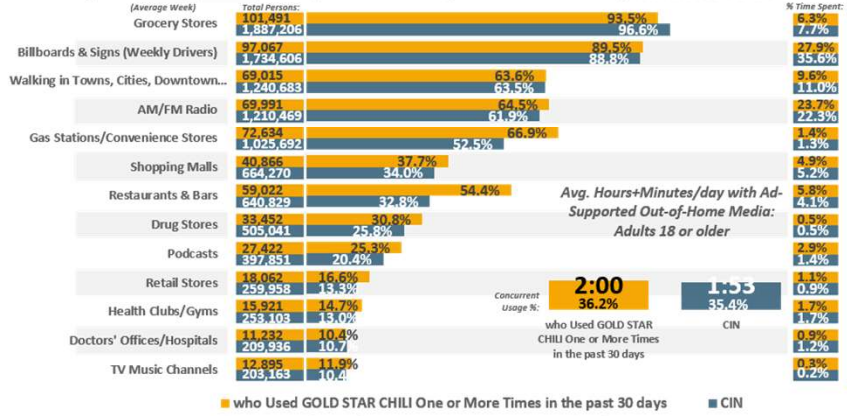


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

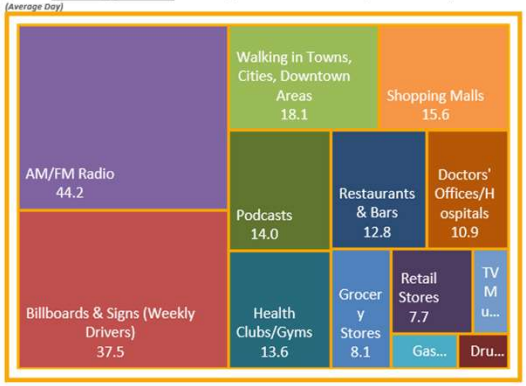


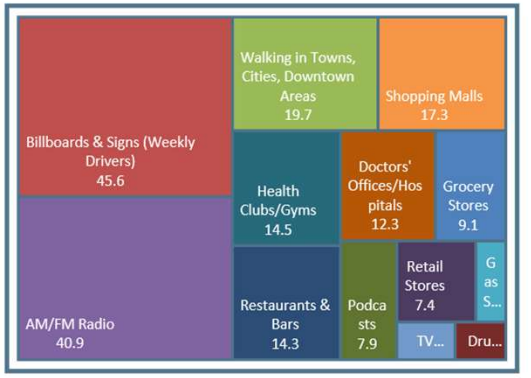


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122

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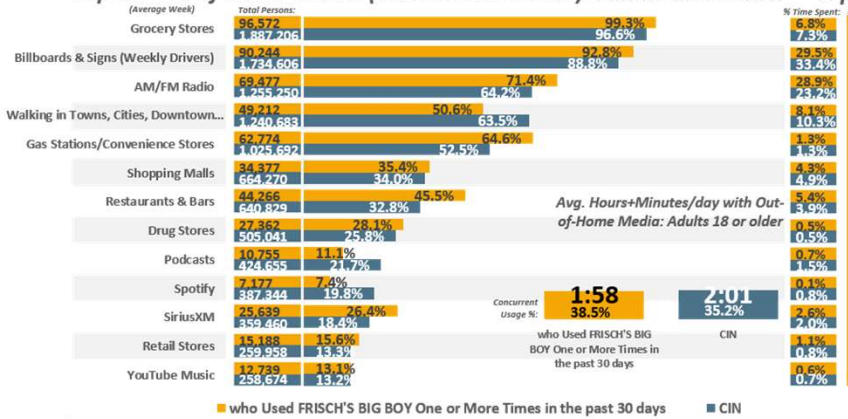
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Sit-down restaurants used past 30 days: Gold Star Chili

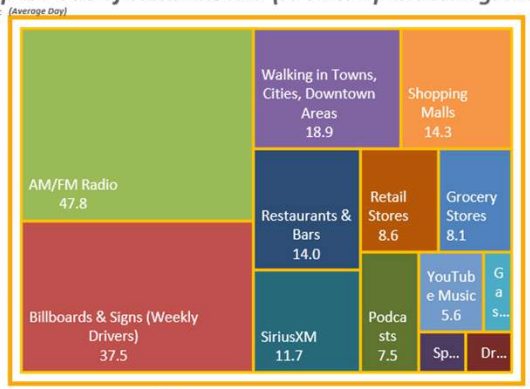
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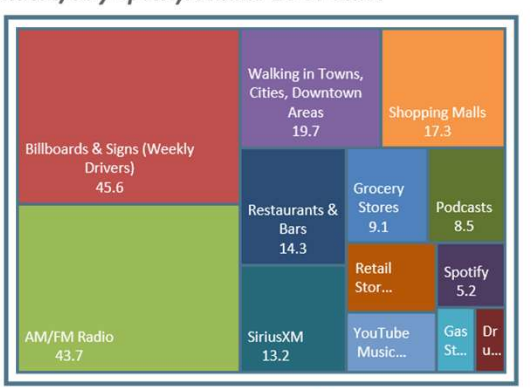
90,244 or 92.8% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days spend an average of 37.5 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 44.9 mi

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

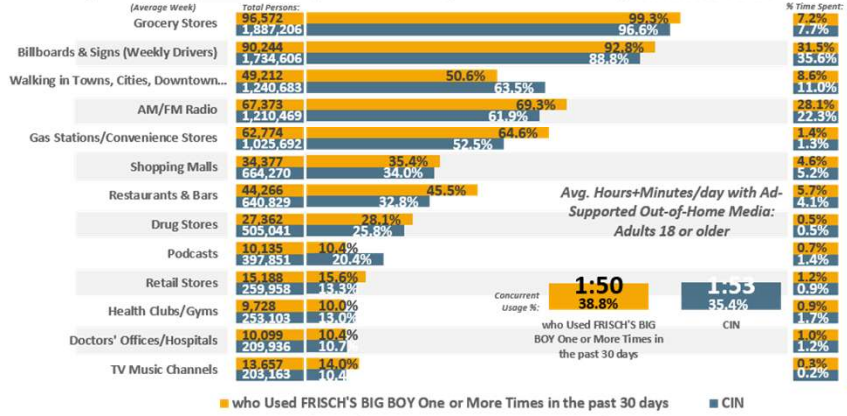


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

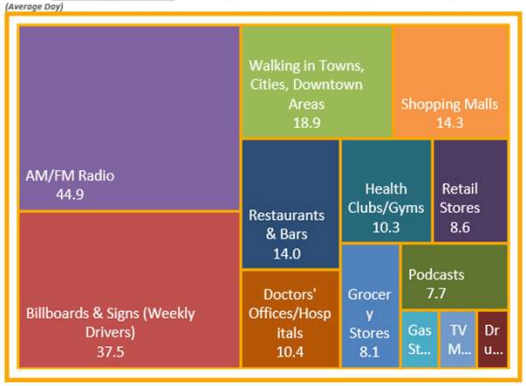


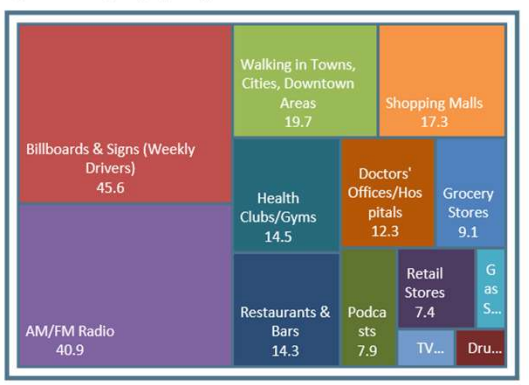


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111

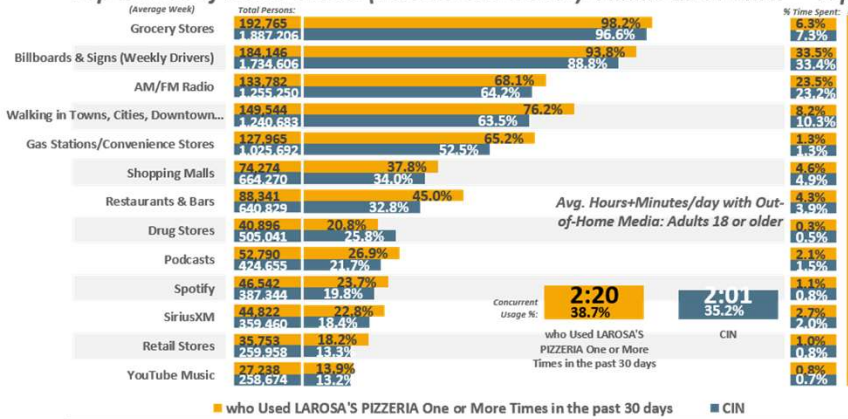
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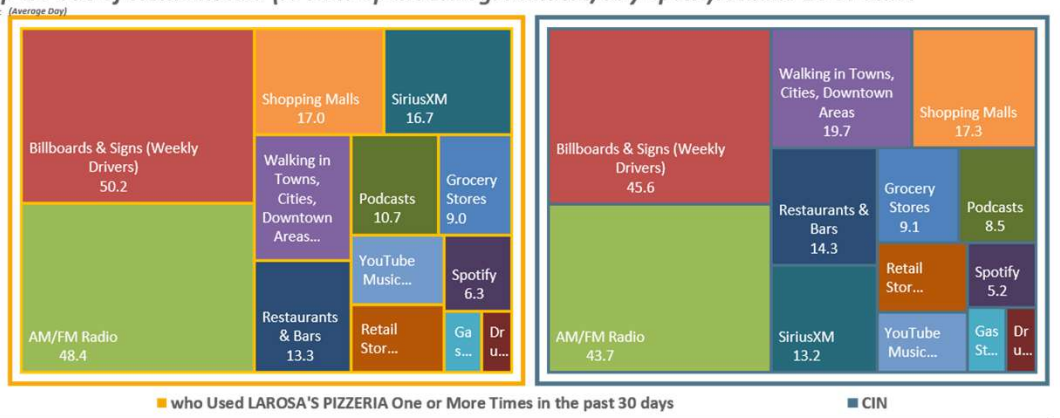
Sit-down restaurants used past 30 days: Frisch's Big Boy

184,146 or 93.8% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 63.9% Listen to Local Radio Stations Out-of-Home for an average of 44.8

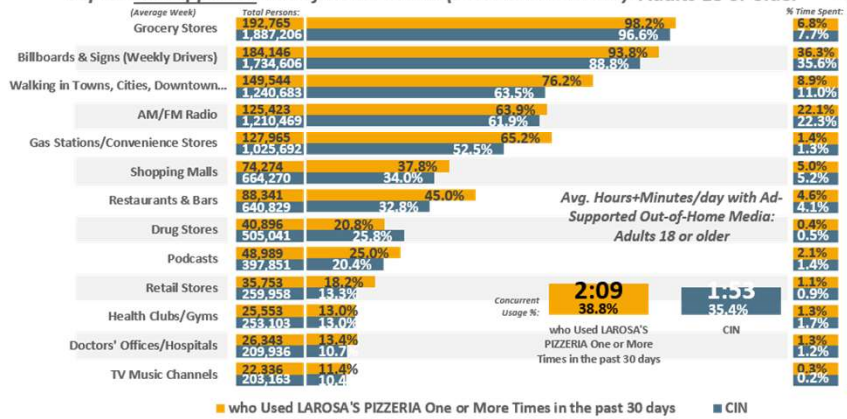
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



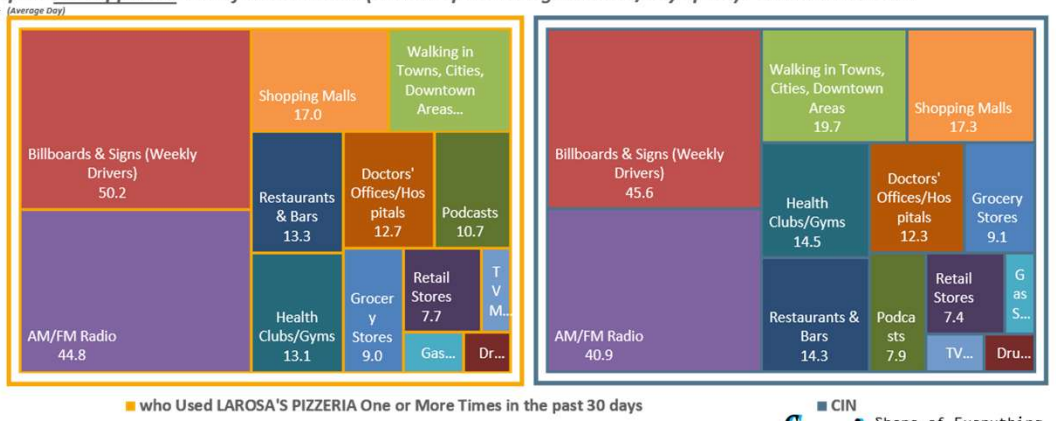
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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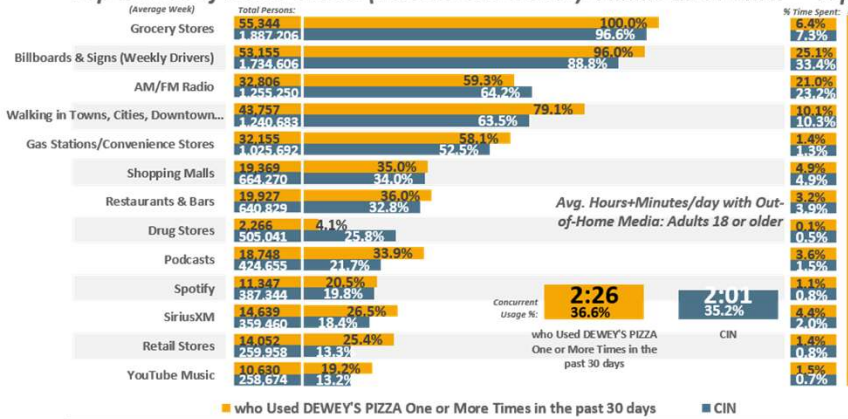
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

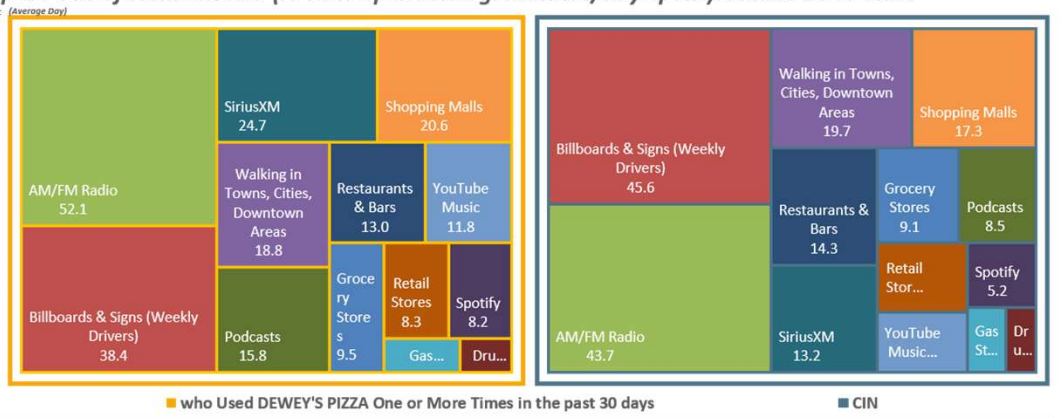
DEWEY'S PIZZA CIN

53,155 or 96.% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an average of 38.4 minutes per day driving, seeing Billboards and Signs. 53.6% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minute

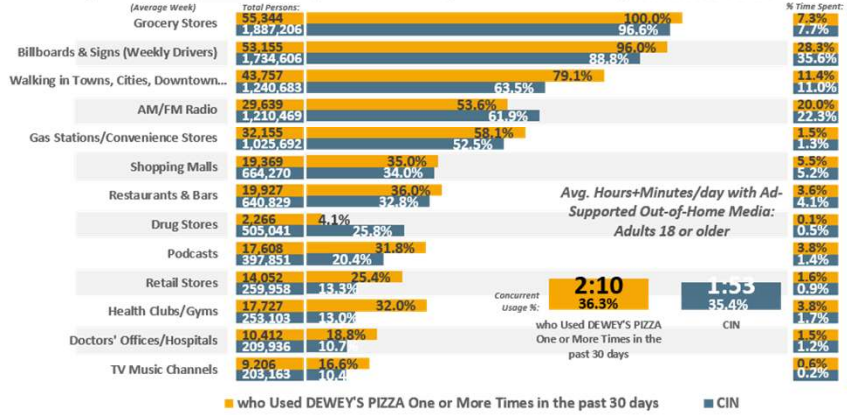
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



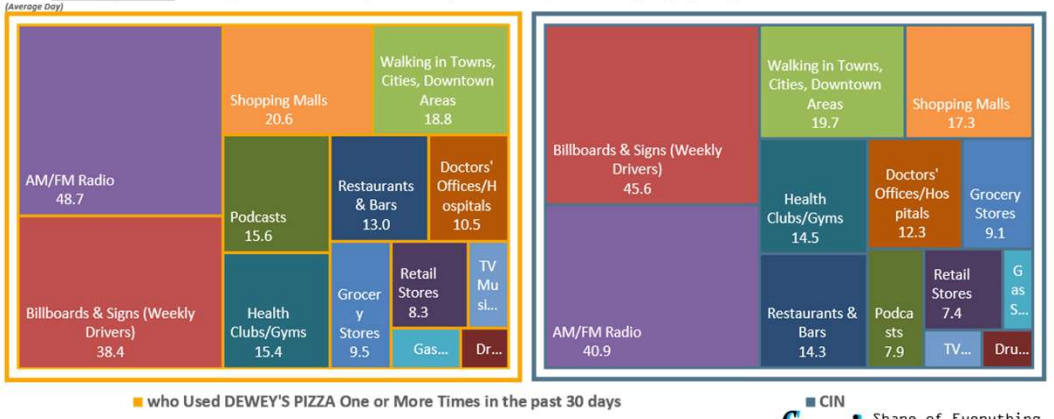
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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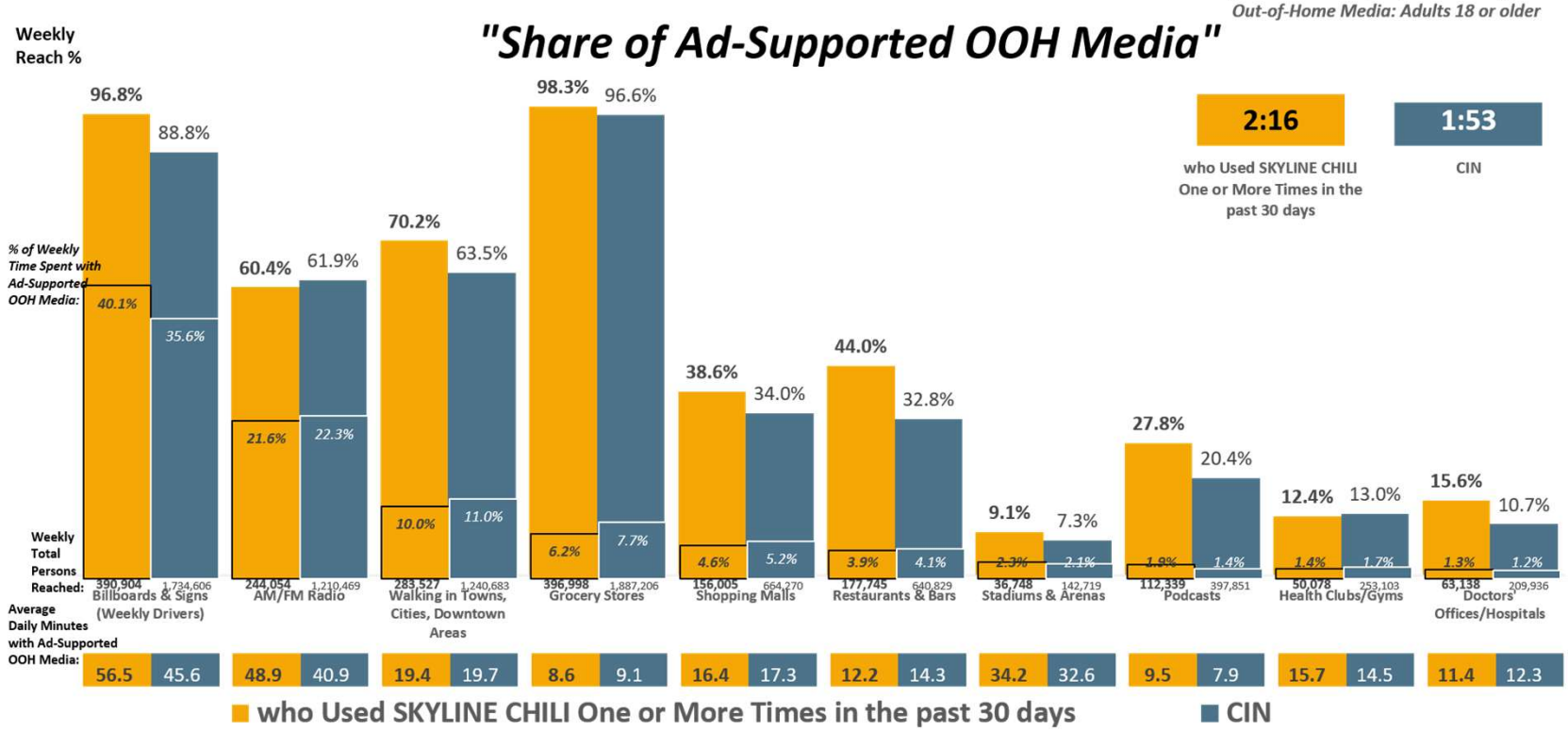
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Sit-down restaurants used past 30 days: Dewey's Pizza

390,904 or 96.8% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



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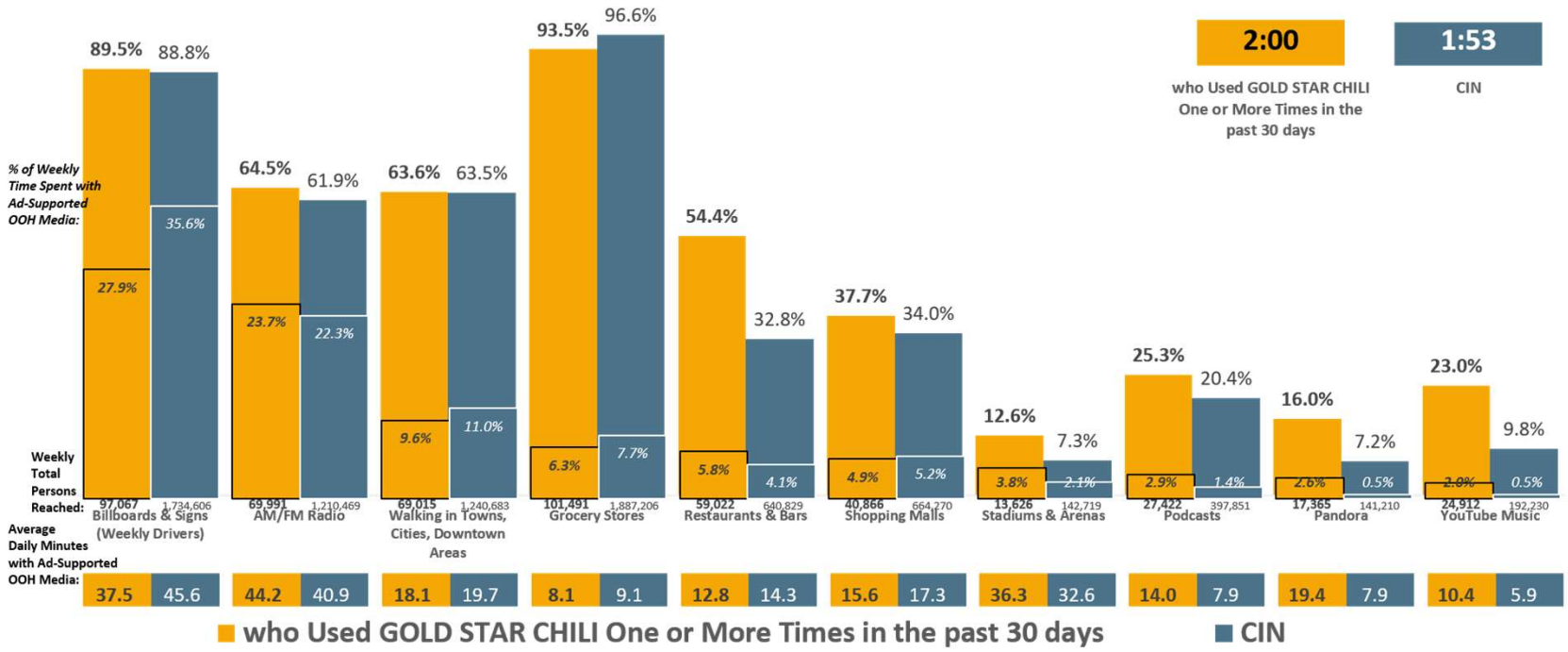
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Sit-down restaurants used past 30 days: Skyline Chili

97,067 or 89.5% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an average of 37.5 minutes per day driving, seeing Billboards and Signs representing 27.9% 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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 122 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

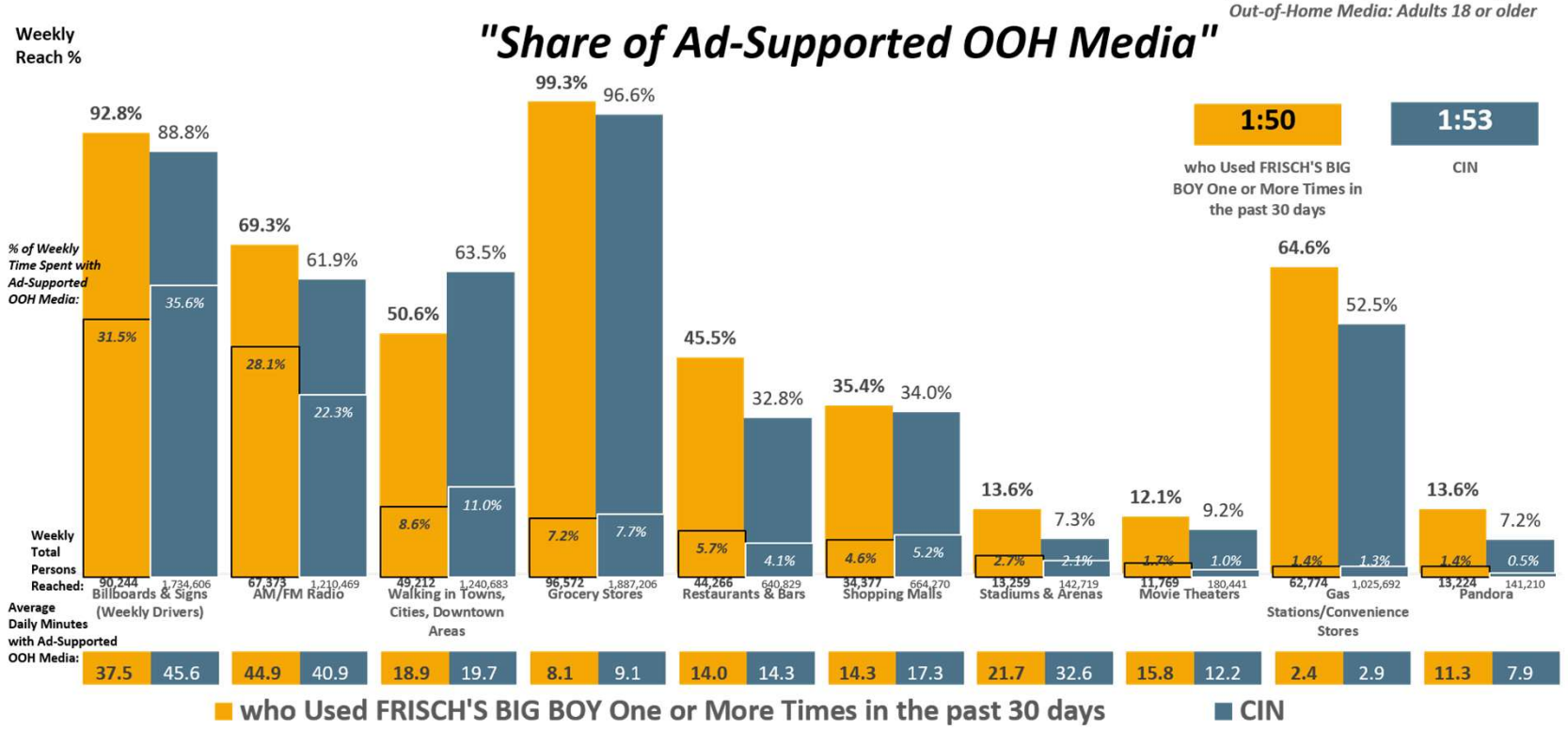
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Sit-down restaurants used past 30 days: Gold Star Chili

90,244 or 92.8% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days spend an average of 37.5 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 111 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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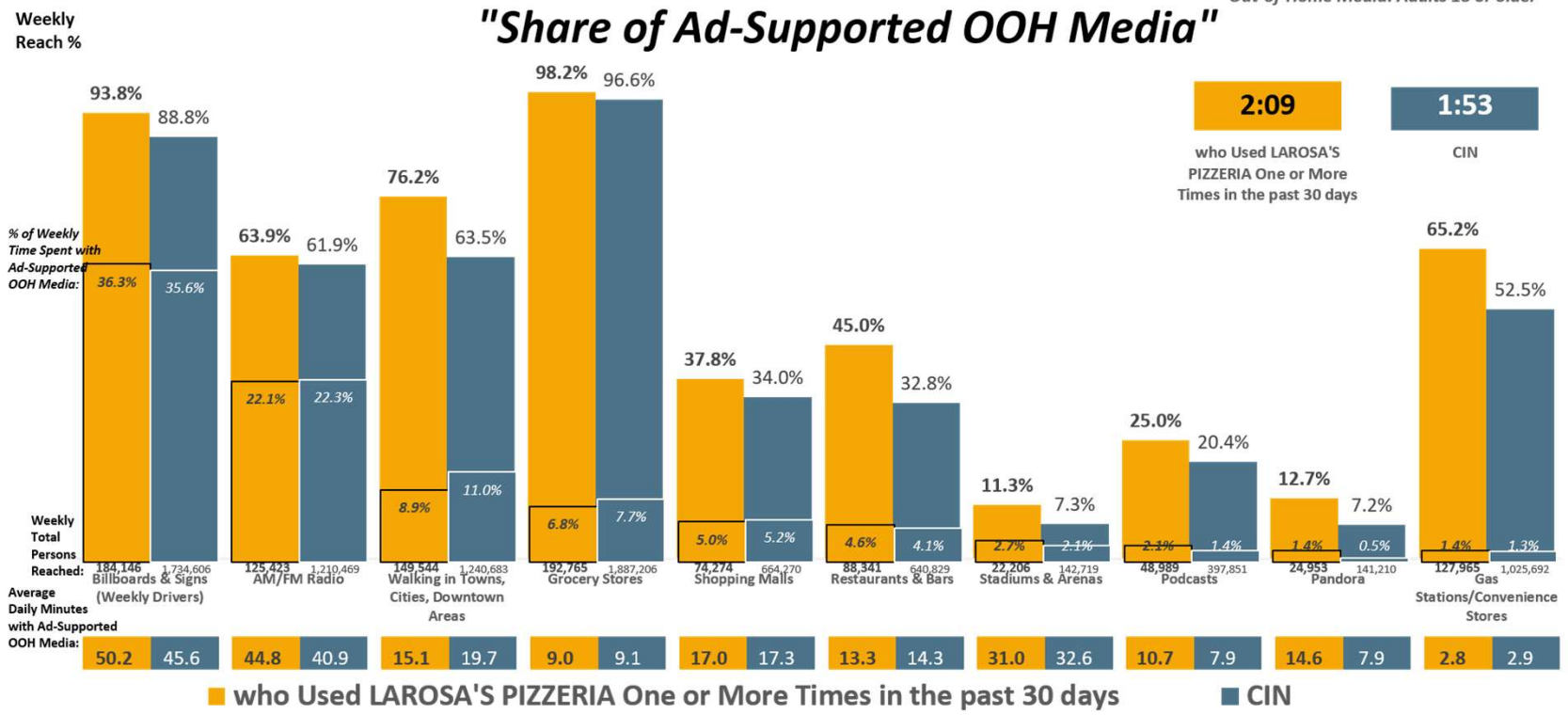
Sit-down restaurants used past 30 days: Frisch's Big Boy

LaRosa's FAMILY PIZZERIA — CIN

184,146 or 93.8% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days spend an average of 50.2 minutes per day driving, seeing Billboards and Signs representing 36.3% 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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 216 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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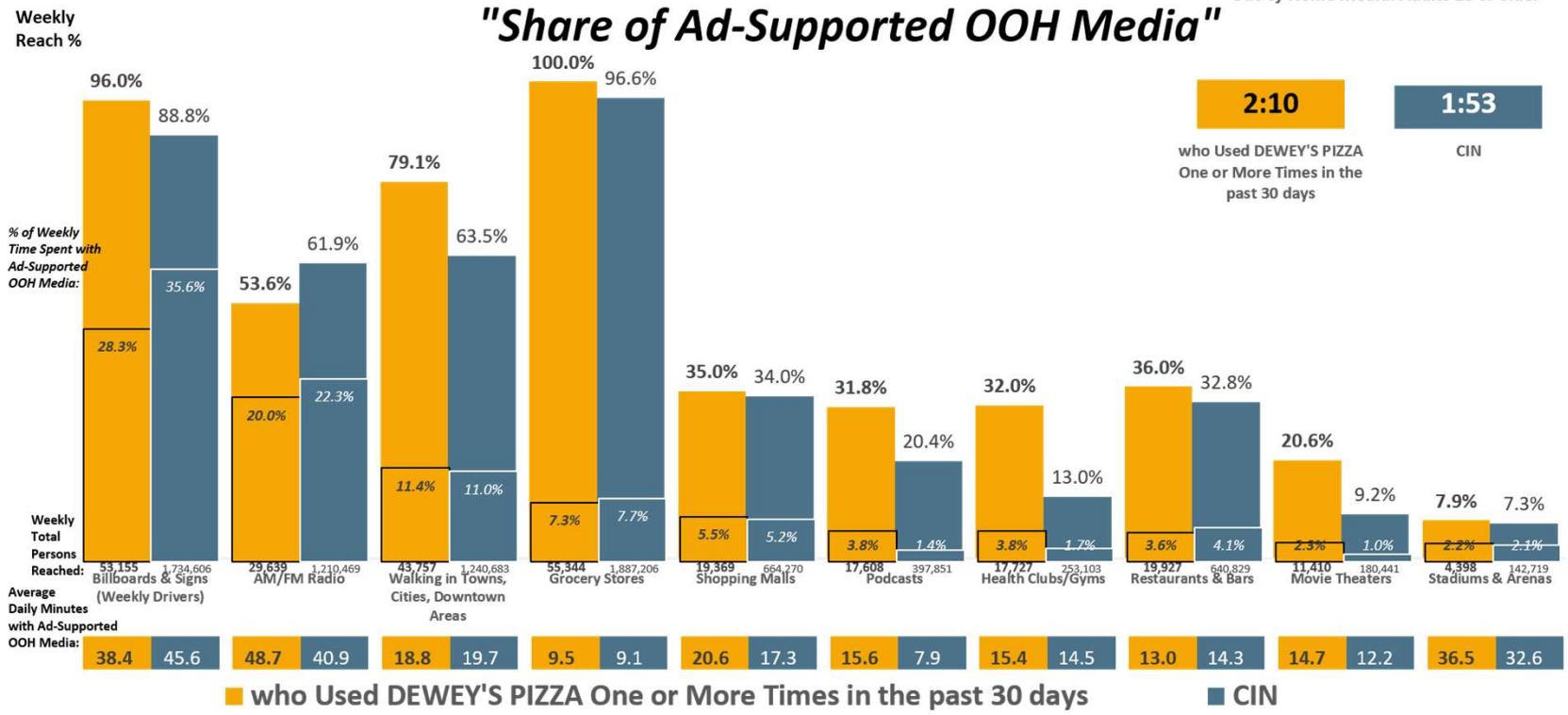
Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

53,155 or 96.% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an average of 38.4 minutes per day driving, seeing Billboards and Signs representing 28.3% 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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 64 CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 1,913

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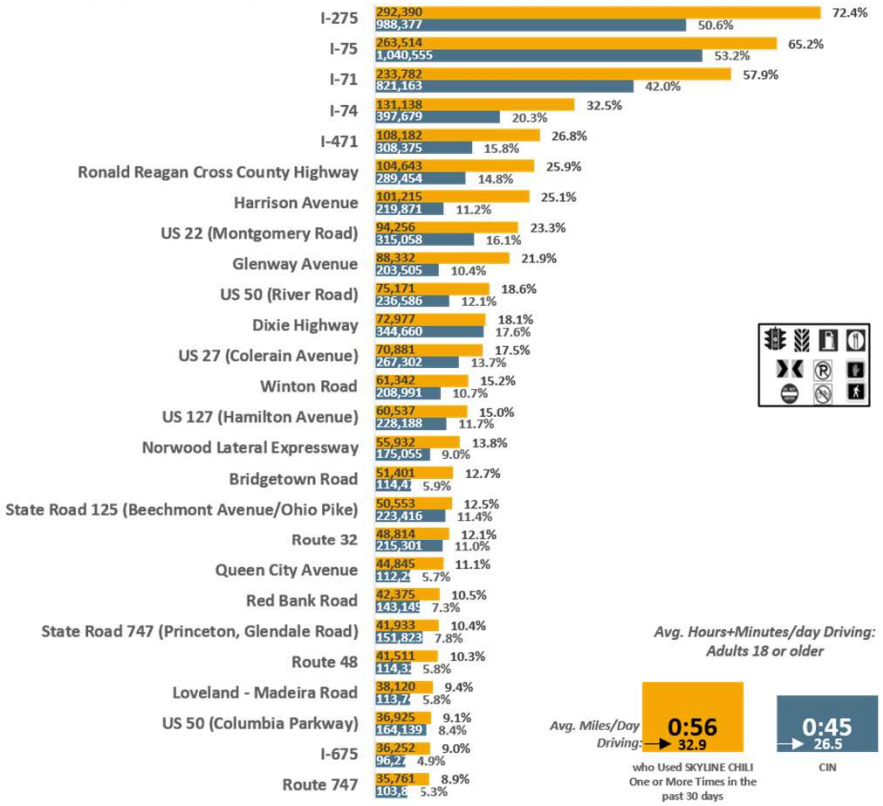
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Sit-down restaurants used past 30 days: Dewey's Pizza

CIN

390,904 or 96.8% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days spend an average of 56.5 minutes per day driving an average of 32.9 miles each day and are 122.7% more likely to use Harrison Avenue than the Metro average

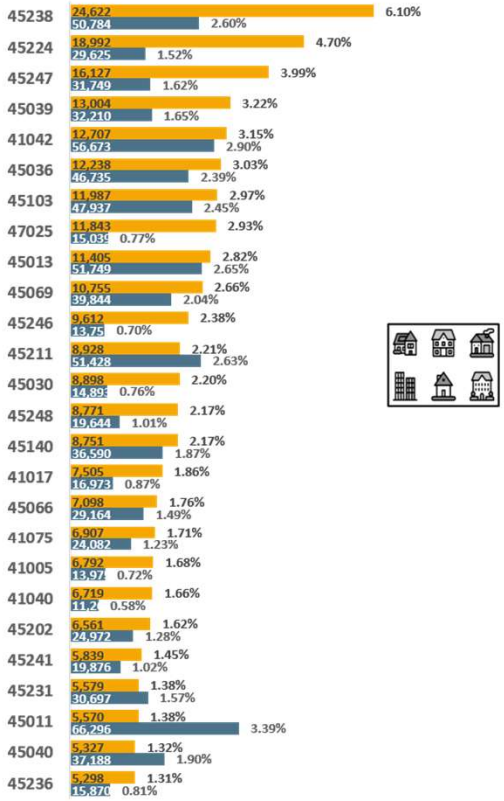
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



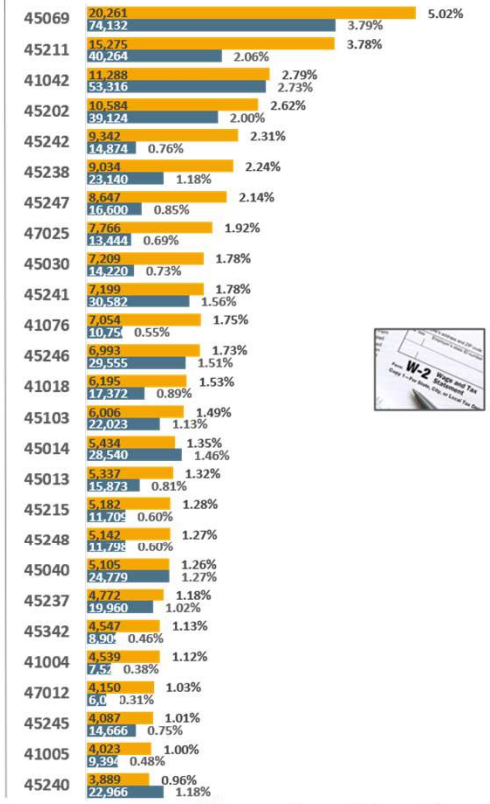
Avg. Hours+Minutes/day Driving: Adults 18 or older

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

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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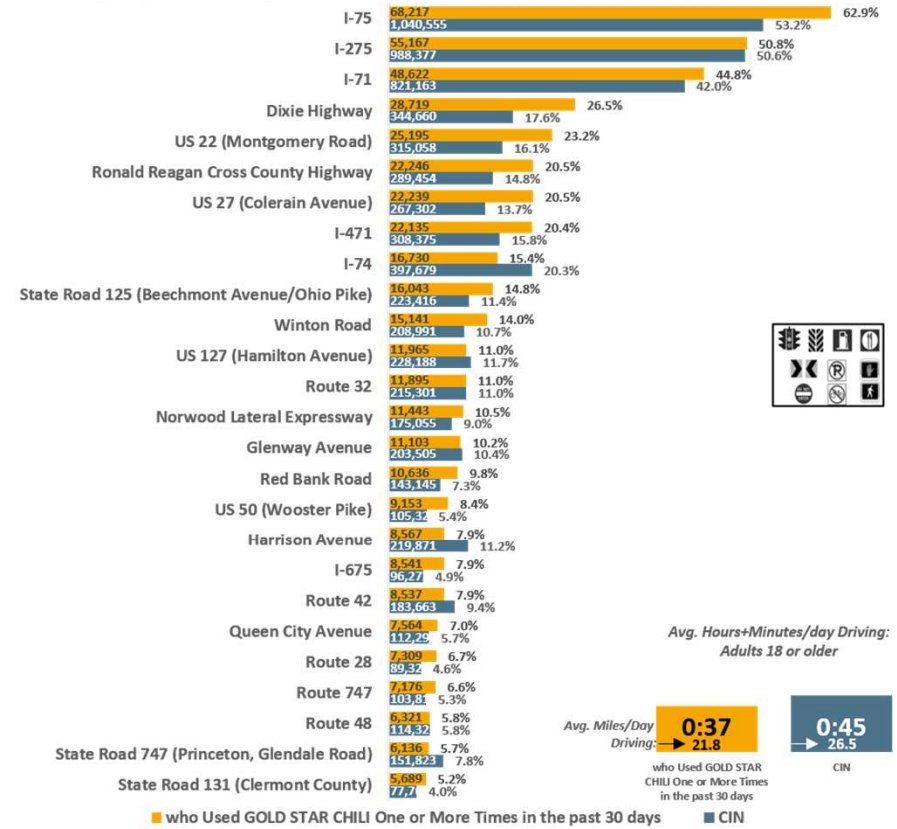
CIN DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 386

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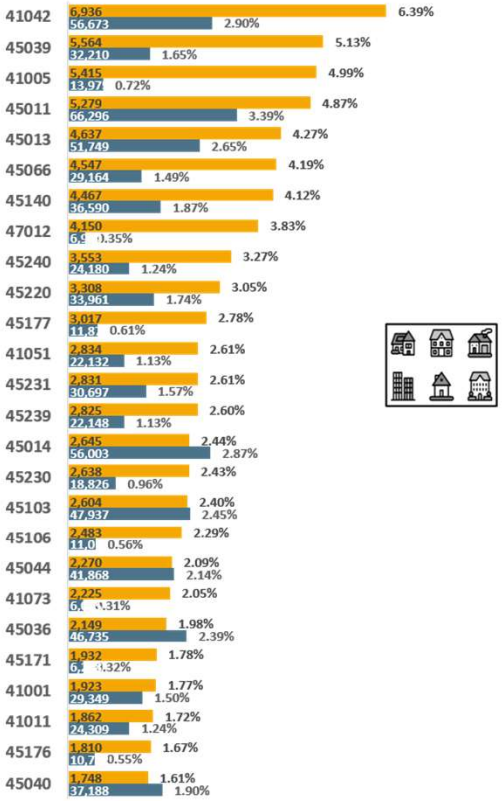
Sit-down restaurants used past 30 days: Skyline Chili

97,067 or 89.5% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days spend an average of 37.5 minutes per day driving an average of 21.8 miles each day and are 59.8% more likely to use I-675 than the Metro average.

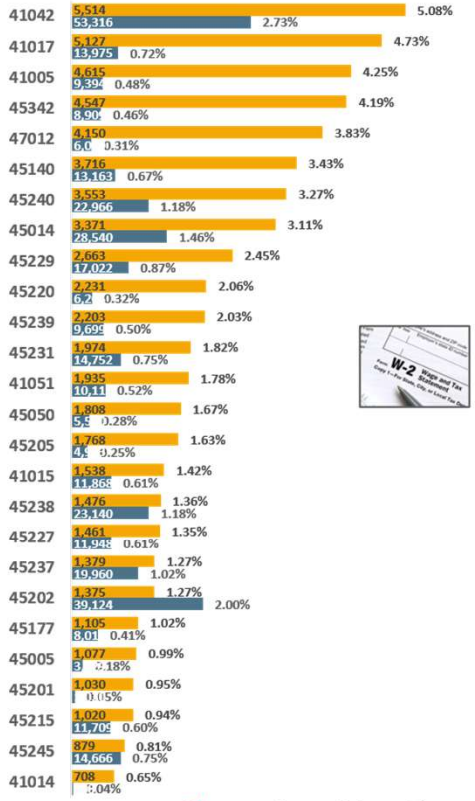
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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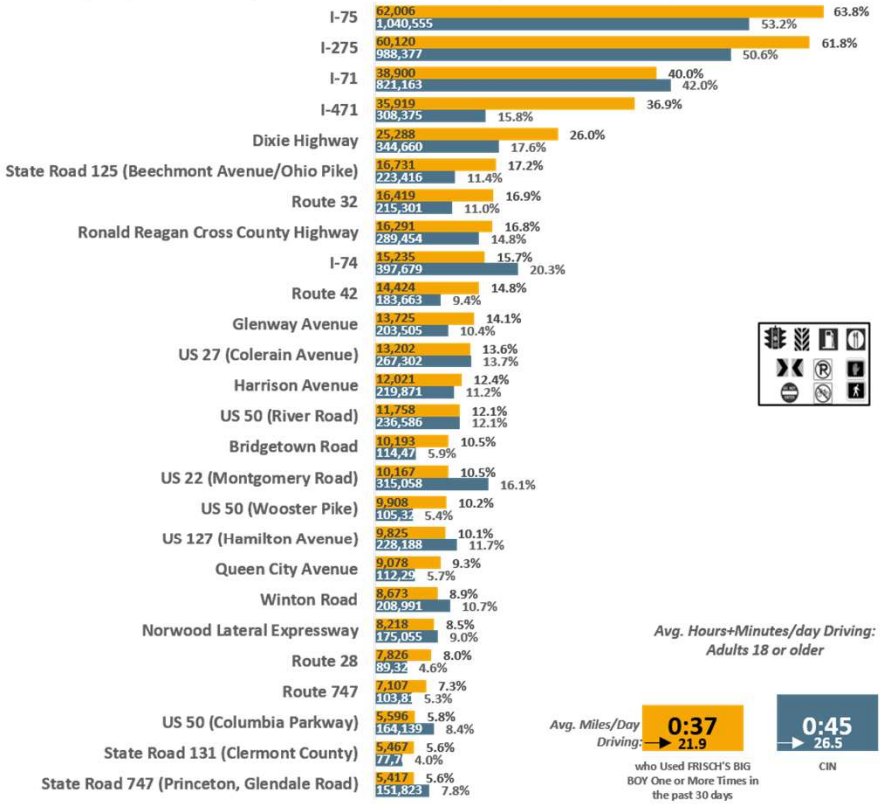
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Sit-down restaurants used past 30 days: Gold Star Chili

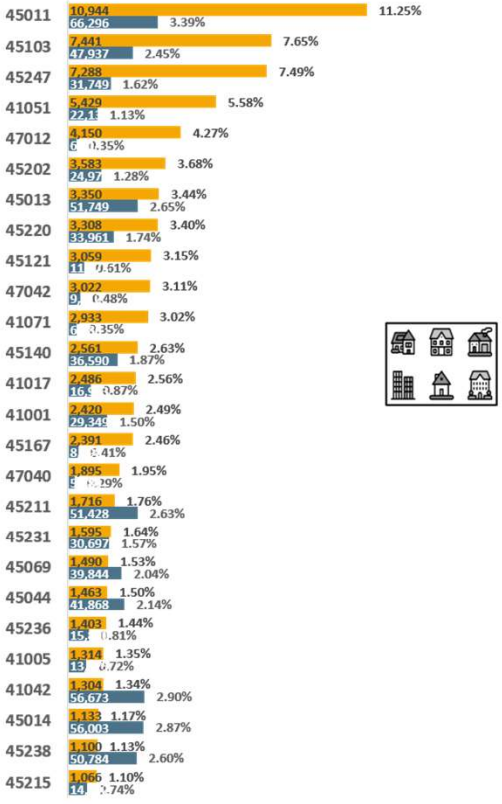
CIN

90,244 or 92.8% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days spend an average of 37.5 minutes per day driving an average of 21.9 miles each day and are 134.1% more likely to use I-471 than the Metro average.

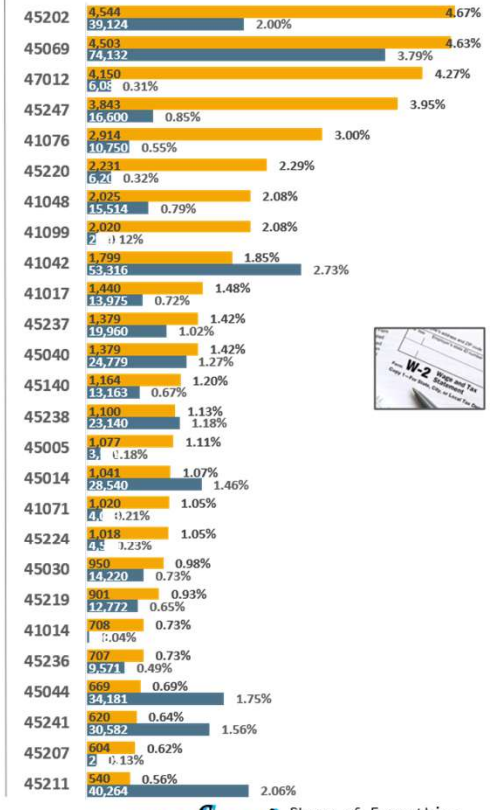
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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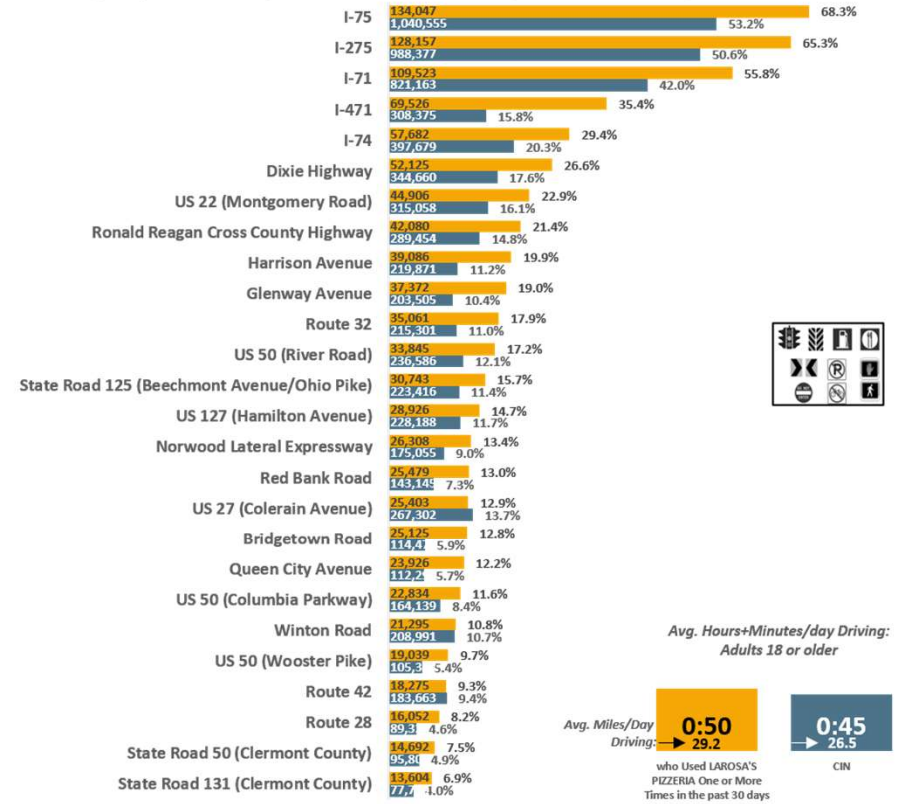
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Sit-down restaurants used past 30 days: Frisch's Big Boy

LaRosa's FAMILY PIZZERIA — CIN

184,146 or 93.8% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days spend an average of 50.2 minutes per day driving an average of 29.2 miles each day and are 124.5% more likely to use I-471 than the Metro average.

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

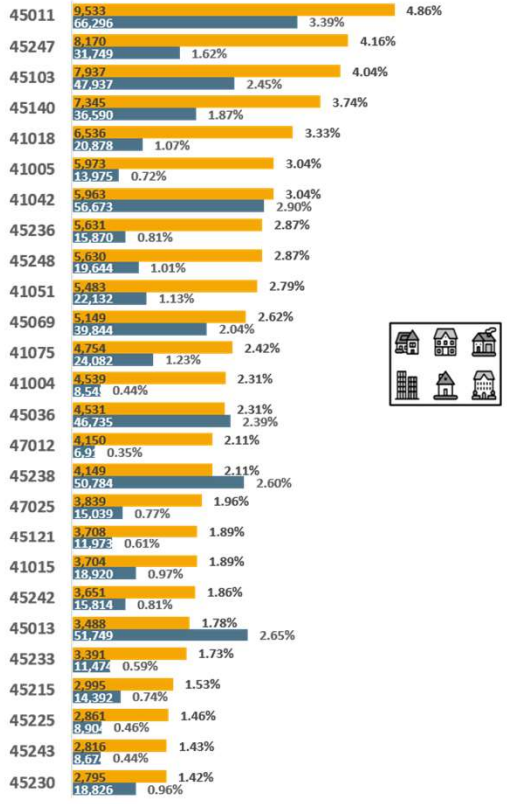


Avg. Hours+Minutes/day Driving: Adults 18 or older

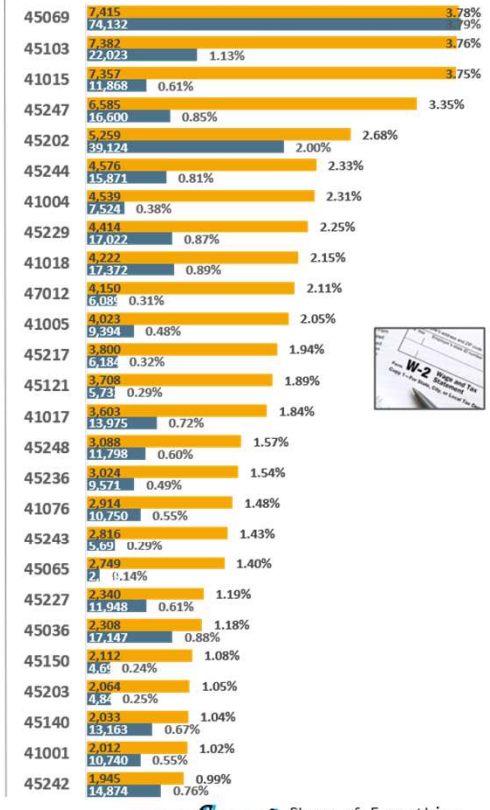
Avg. Miles/Day Driving:

■ who Used LAROSA'S PIZZERIA One or More Times in the past 30 days ■ CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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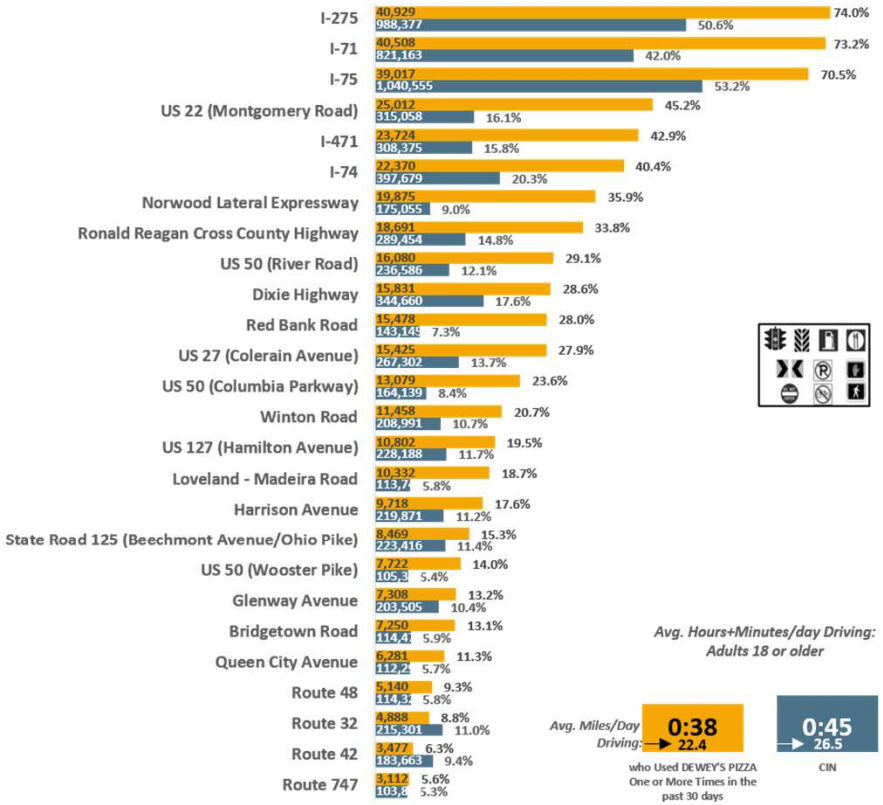
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

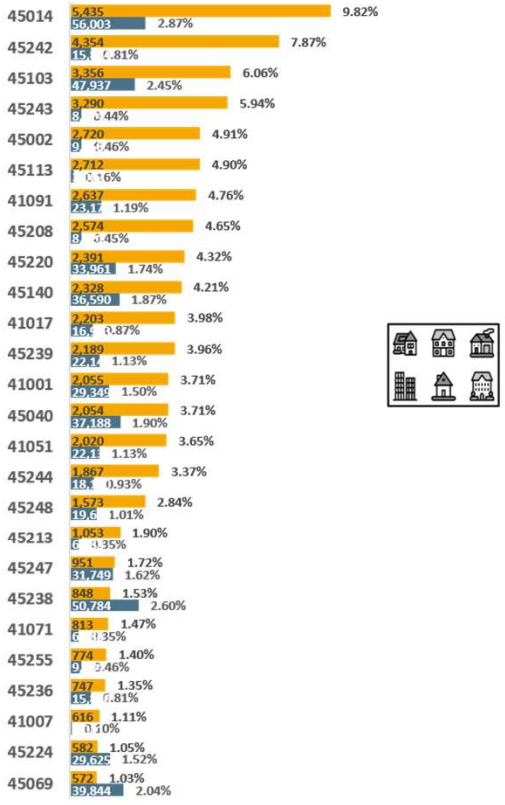
DEWEY'S PIZZA CIN

53,155 or 96.% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days spend an average of 38.4 minutes per day driving an average of 22.4 miles each day and are 300.9% more likely to use Norwood Lateral Expressway than the Metr

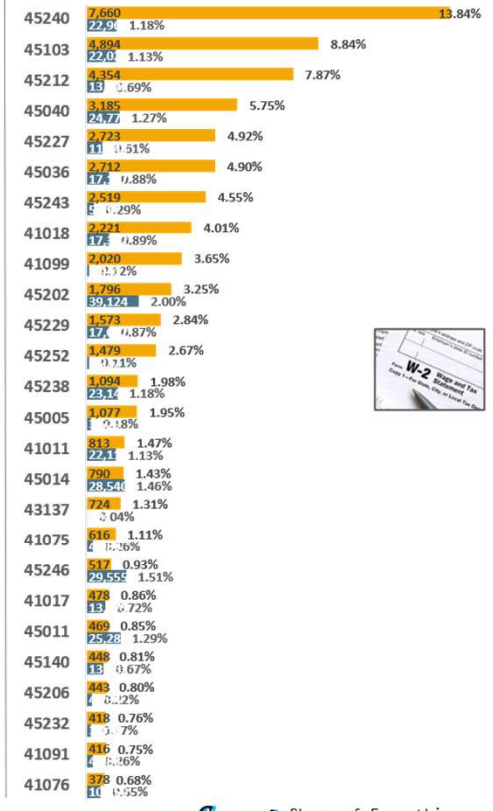
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



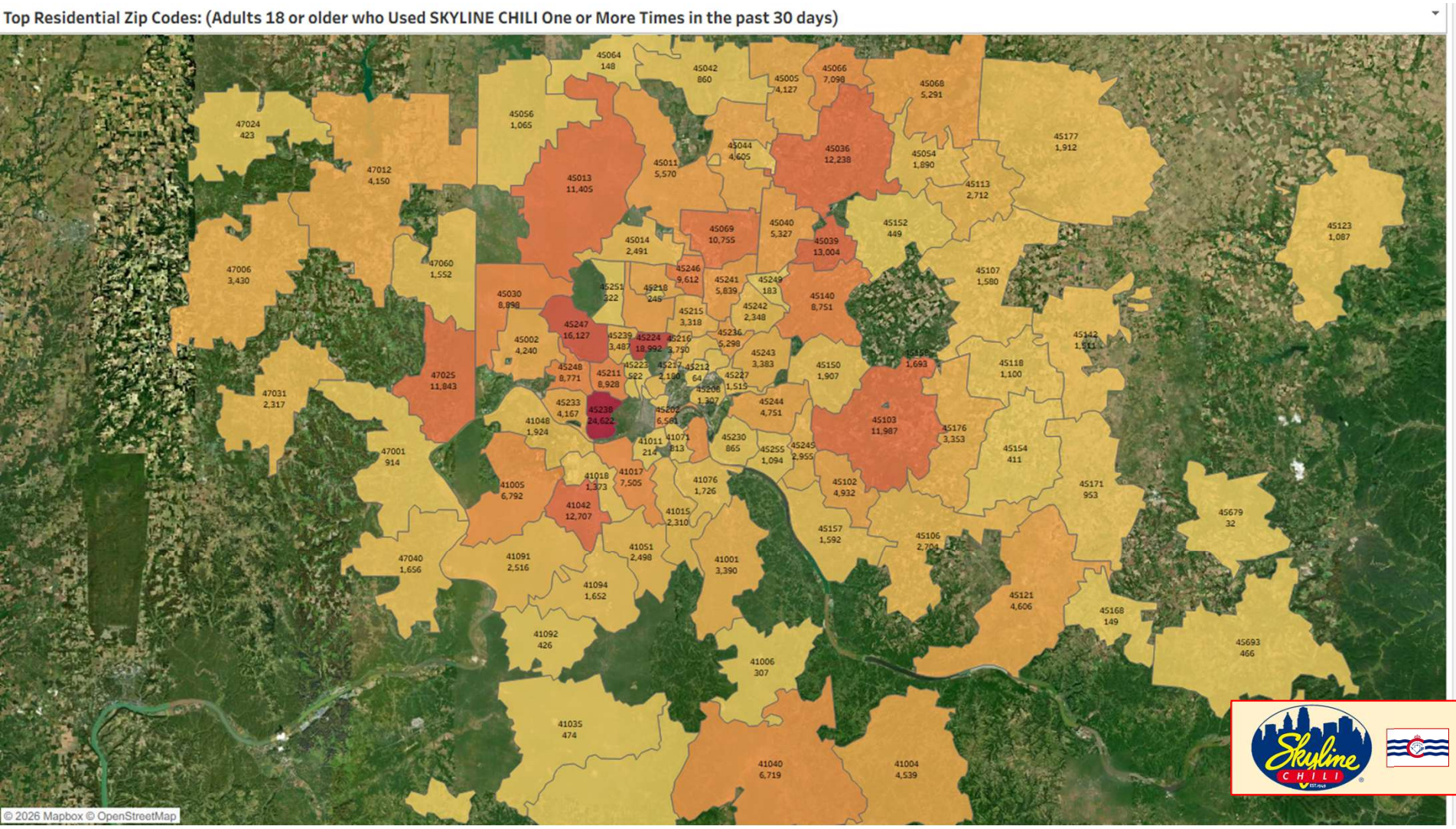
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Sit-down restaurants used past 30 days: Dewey's Pizza

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



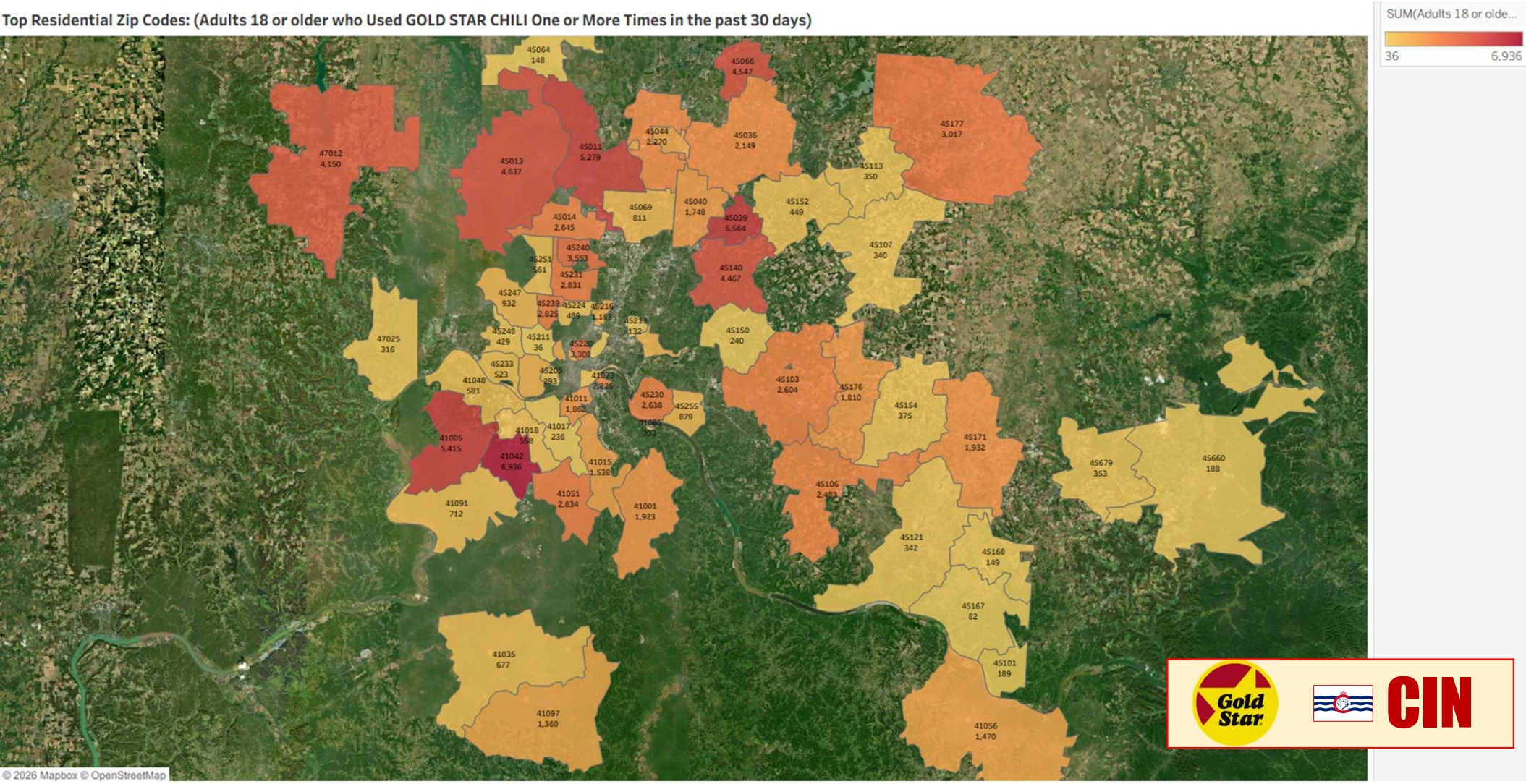
CIN

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Sit-down restaurants used past 30 days: Skyline Chili

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

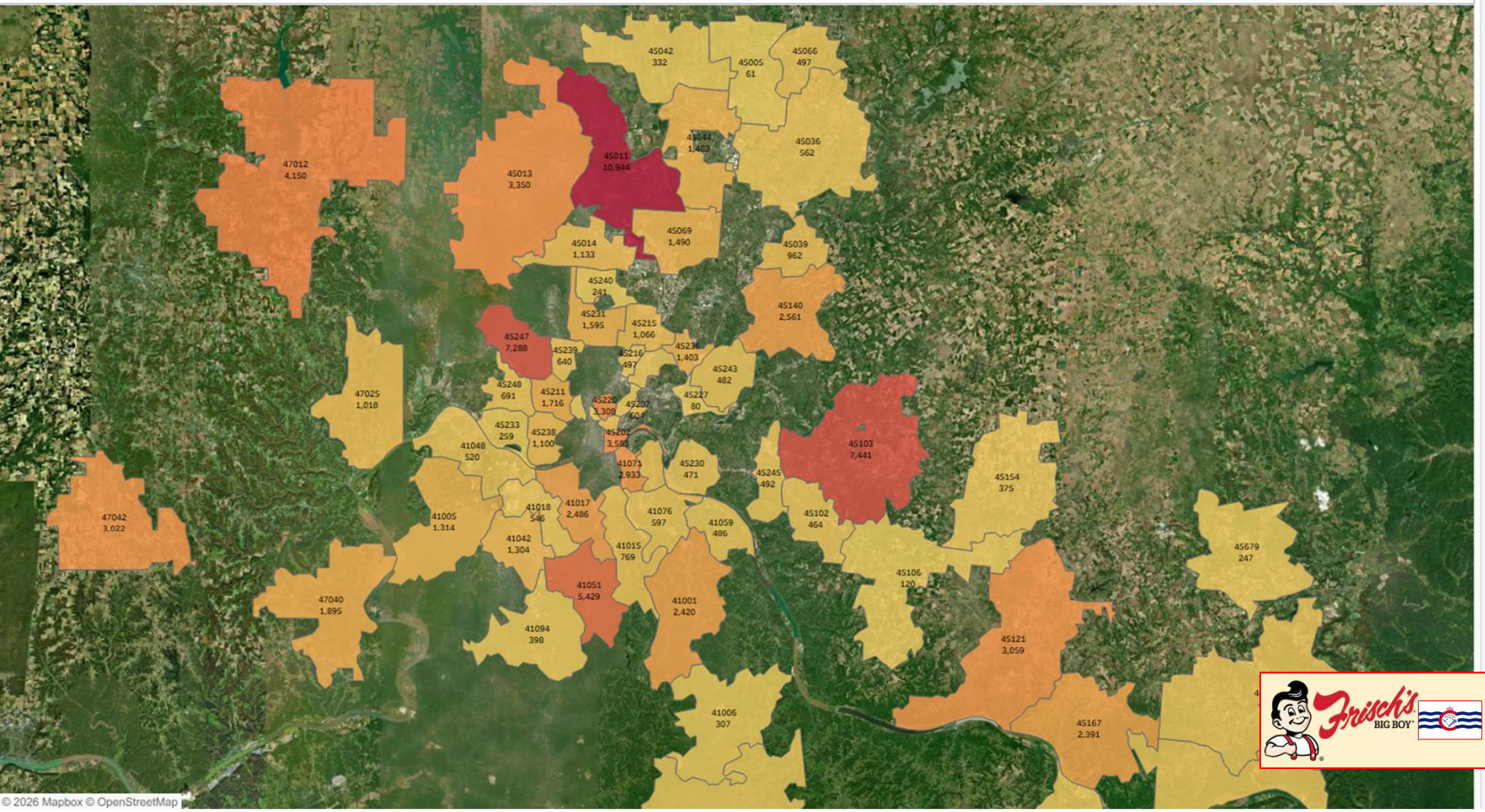


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Sit-down restaurants used past 30 days: Gold Star Chili

Top Residential Zip Codes: (Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days)

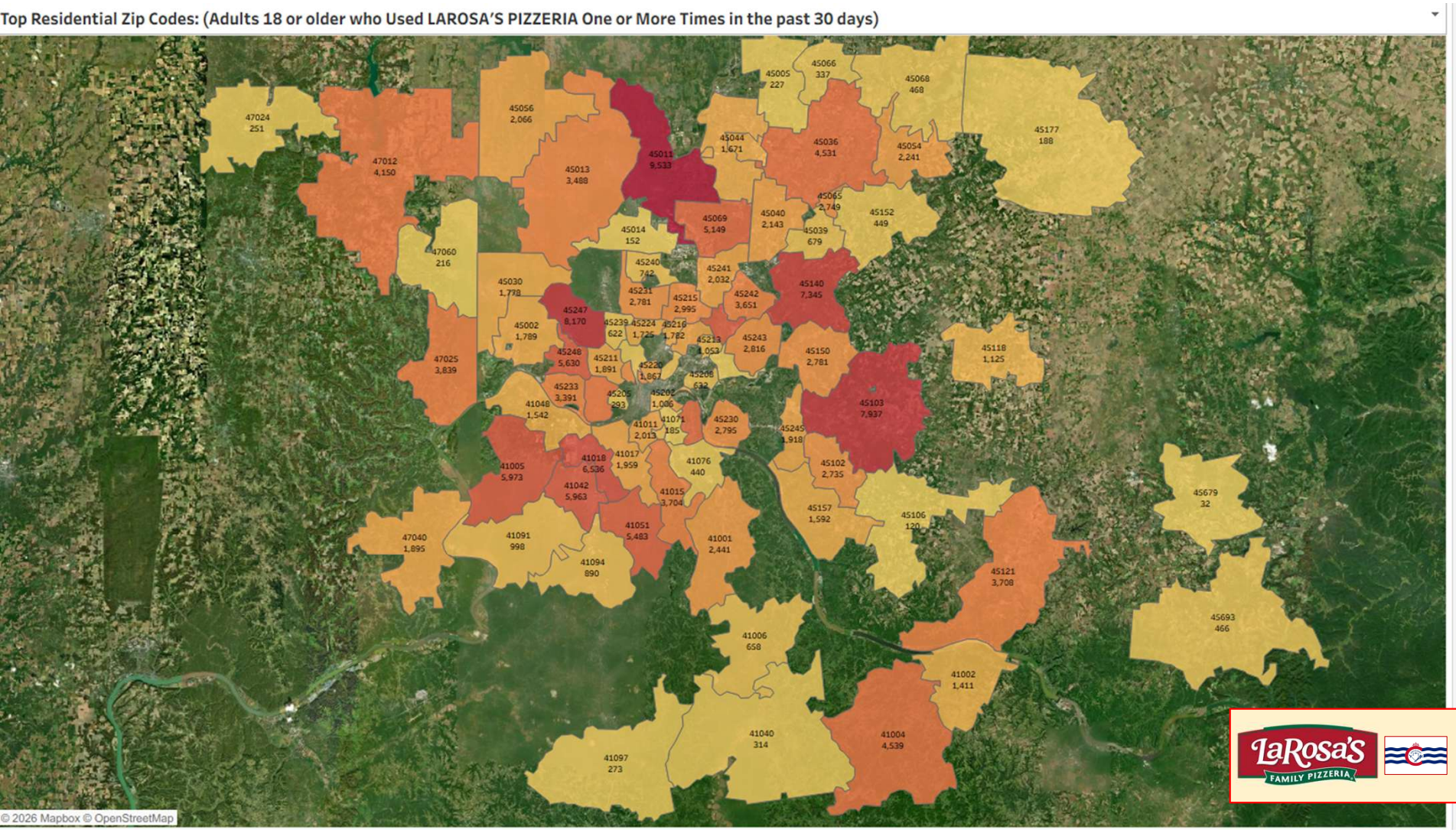


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Sit-down restaurants used past 30 days: Frisch's Big Boy

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



LaRosa's FAMILY PIZZERIA CIN

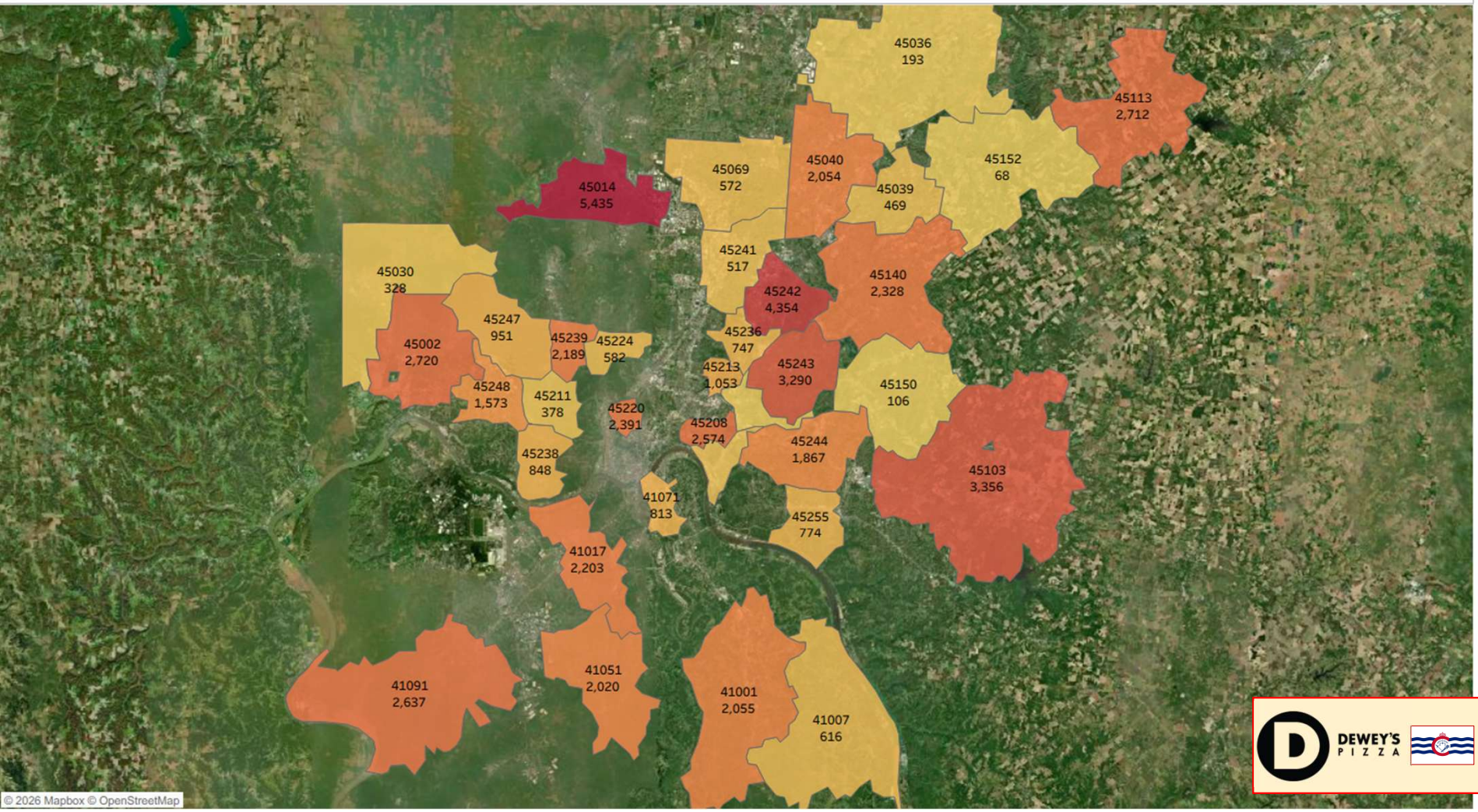
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

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



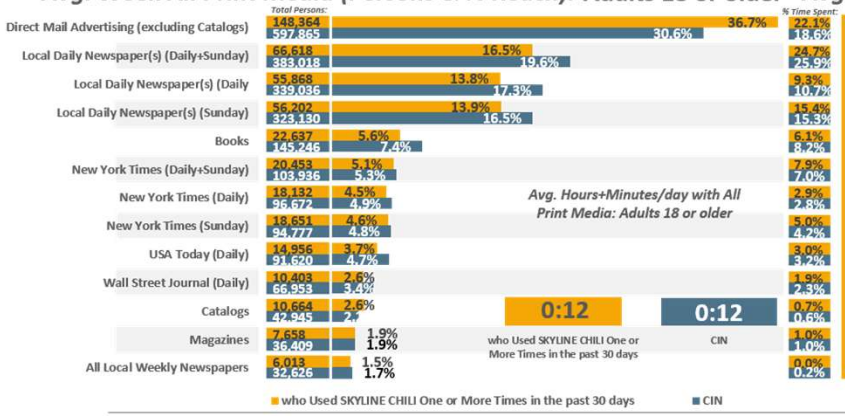
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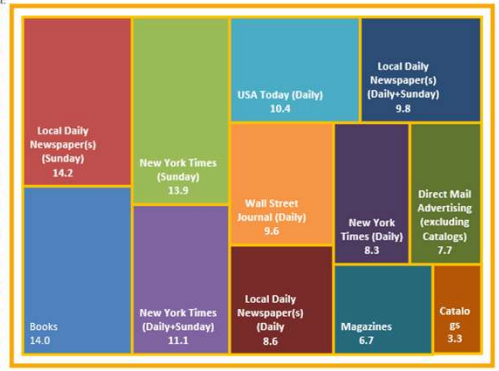
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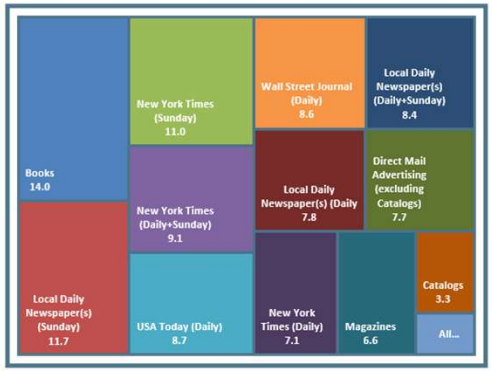
Sit-down restaurants used past 30 days: Dewey's Pizza

66,618 or 16.5% of Adults 18 or older who Used SKYLINE CHILI One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 26.3% of all time spent daily with All forms of Print Med

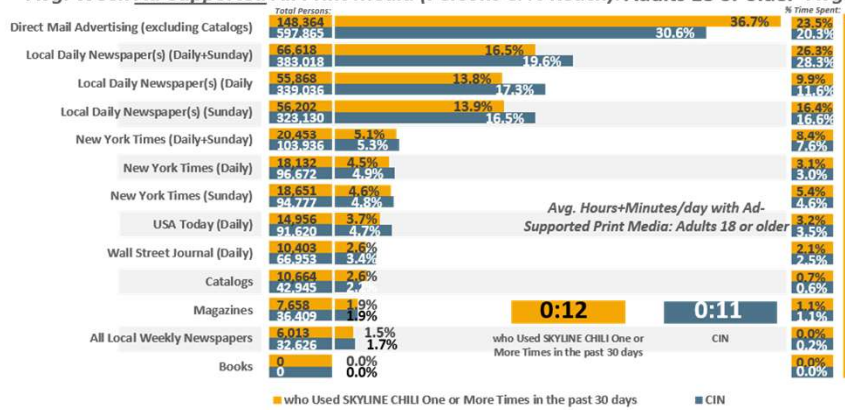
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

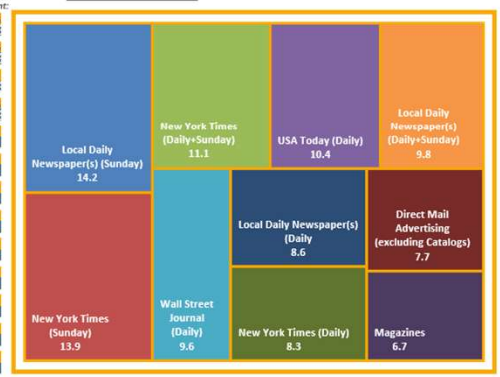


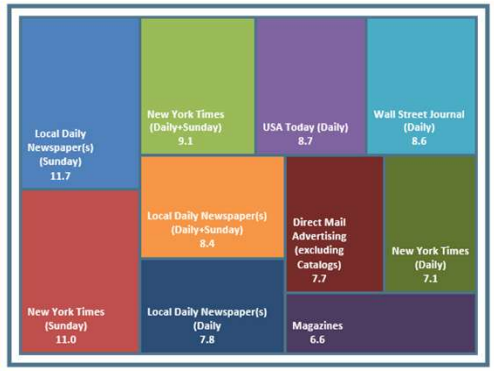




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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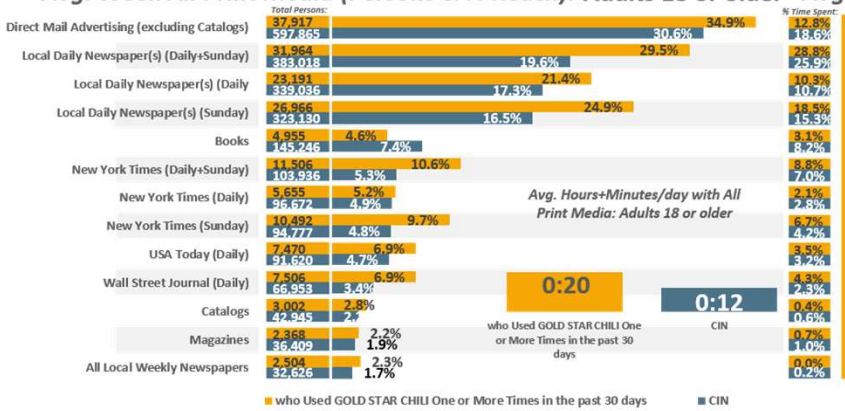
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Sit-down restaurants used past 30 days: Skyline Chili

31,964 or 29.5% of Adults 18 or older who Used GOLD STAR CHILI One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 29.7% of all time spent daily with All forms of Print M

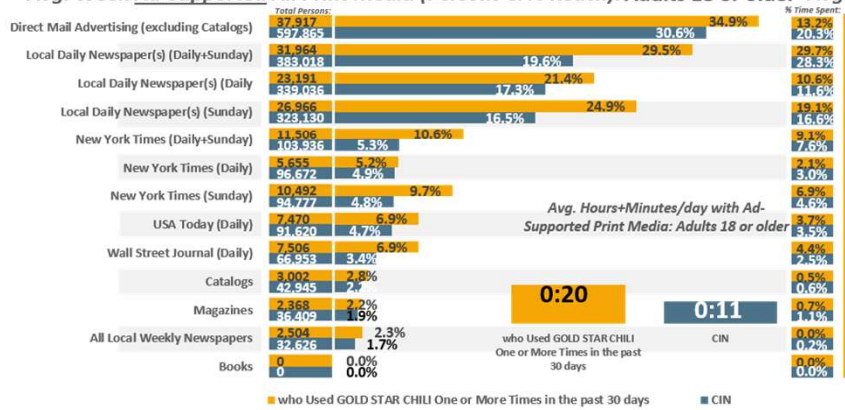
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



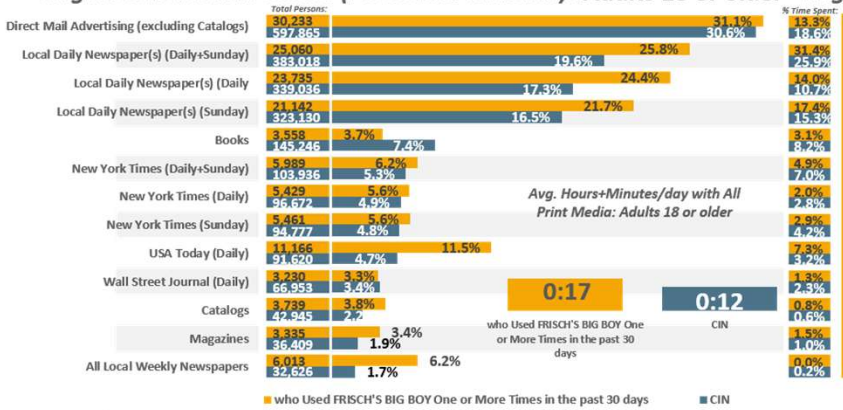
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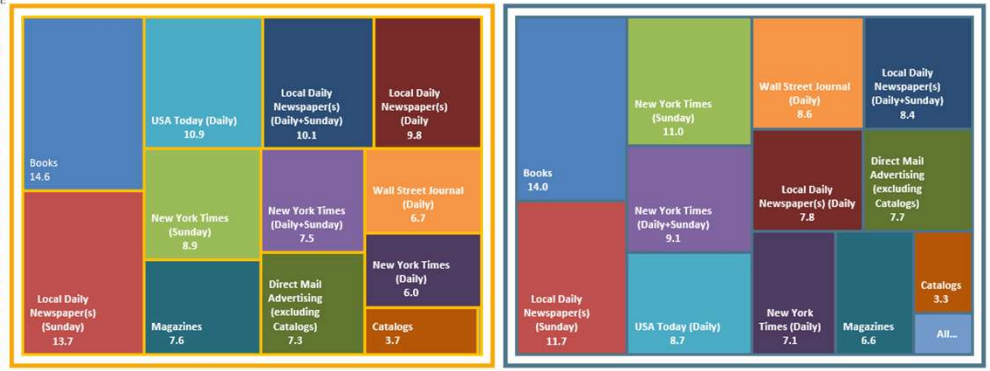
Sit-down restaurants used past 30 days: Gold Star Chili

25,060 or 25.8% of Adults 18 or older who Used FRISCH'S BIG BOY One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 32.4% of all time spent daily with All forms of Print

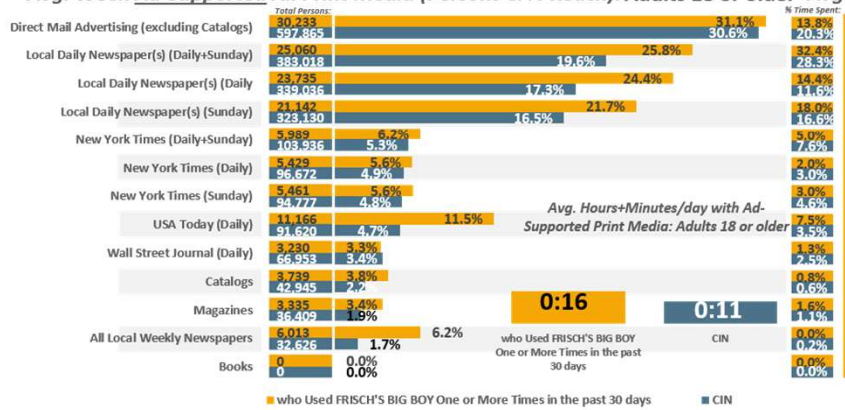
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



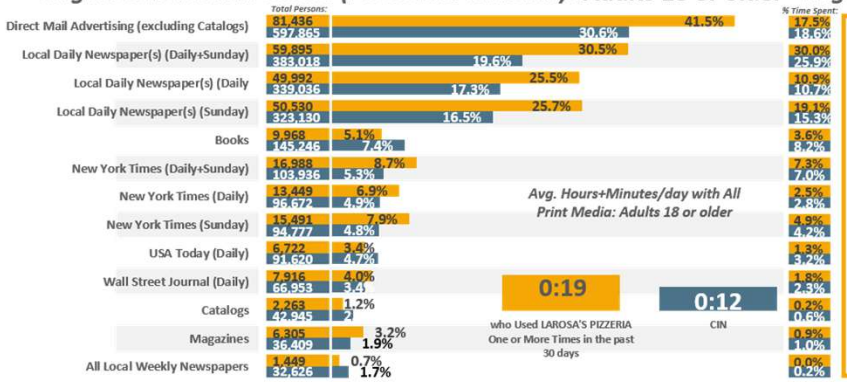
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Sit-down restaurants used past 30 days: Frisch's Big Boy

59,895 or 30.5% of Adults 18 or older who Used LAROSA'S PIZZERIA One or More Times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.1% of all time spent daily with All forms of Print

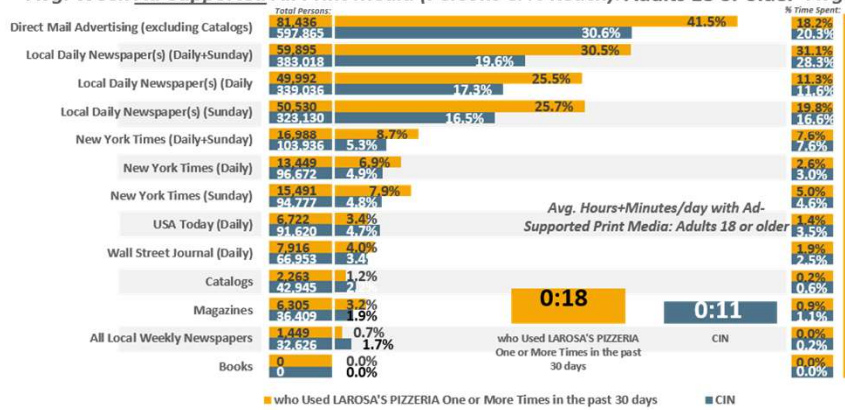
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



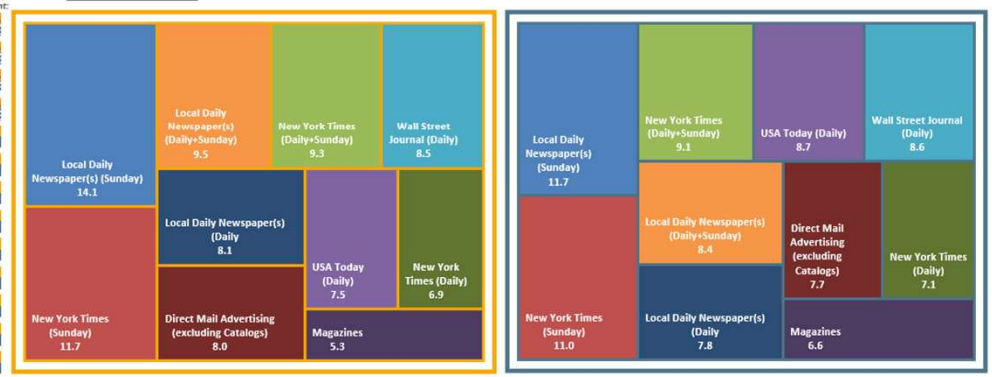
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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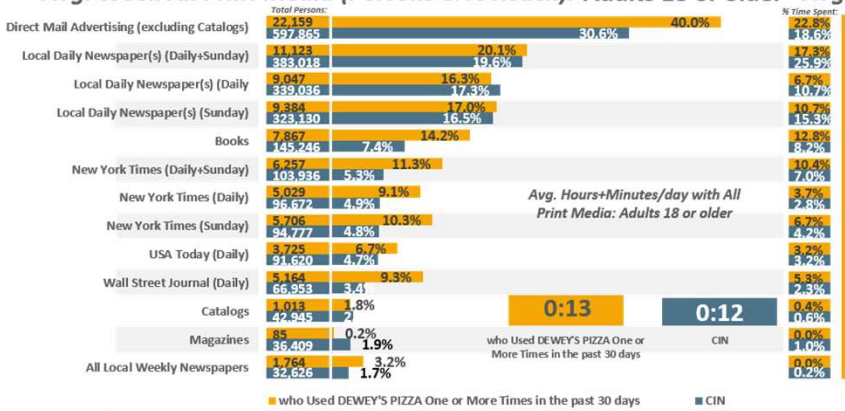
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

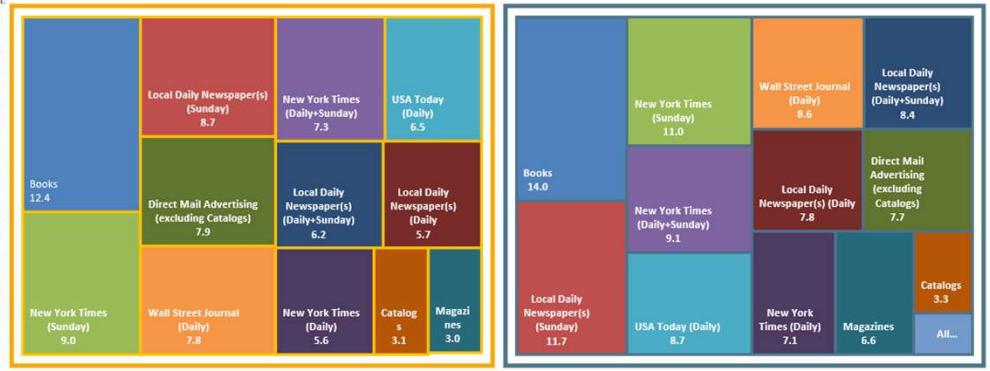
DEWEY'S PIZZA CIN

22,159 or 40.% of Adults 18 or older who Used DEWEY'S PIZZA One or More Times in the past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 26.2% of all time spent daily with All forms of Print

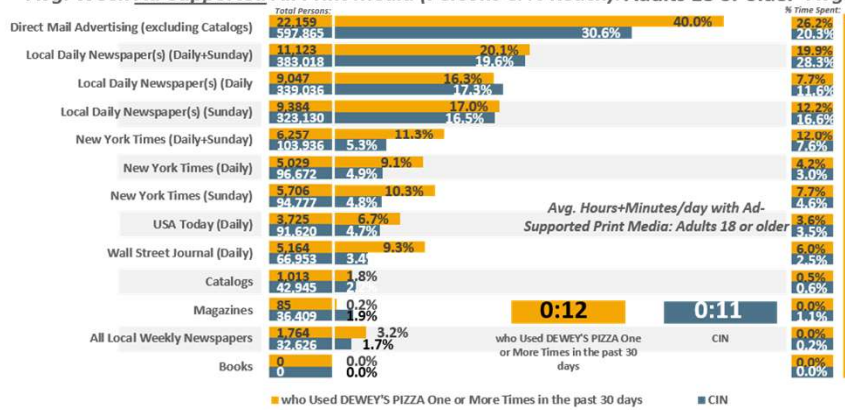
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



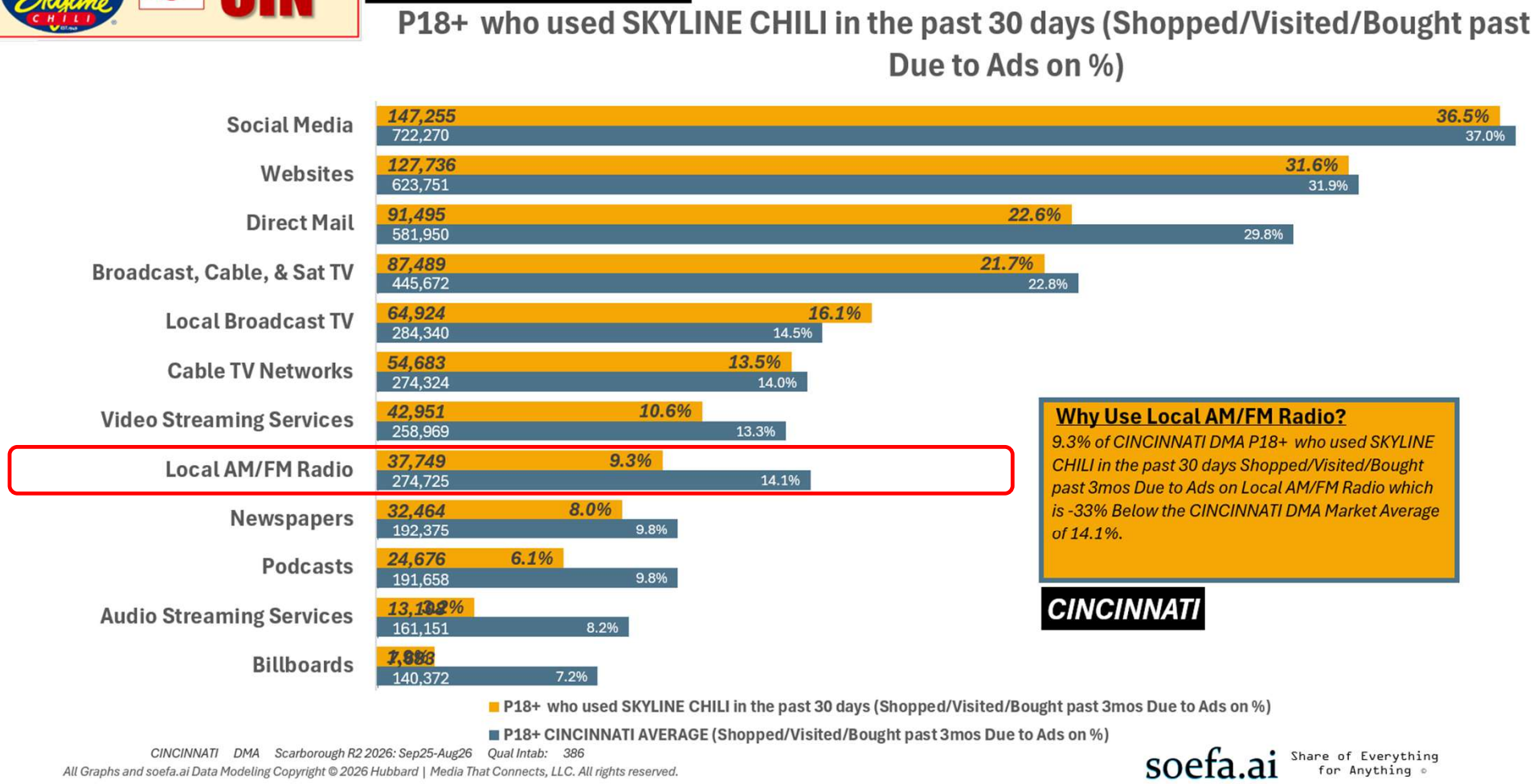
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Sit-down restaurants used past 30 days: Dewey's Pizza

CIN

"Advertising Actions"



Why Use Local AM/FM Radio?

9.3% of CINCINNATI DMA P18+ who used SKYLINE CHILI in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -33% Below the CINCINNATI DMA Market Average of 14.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 386

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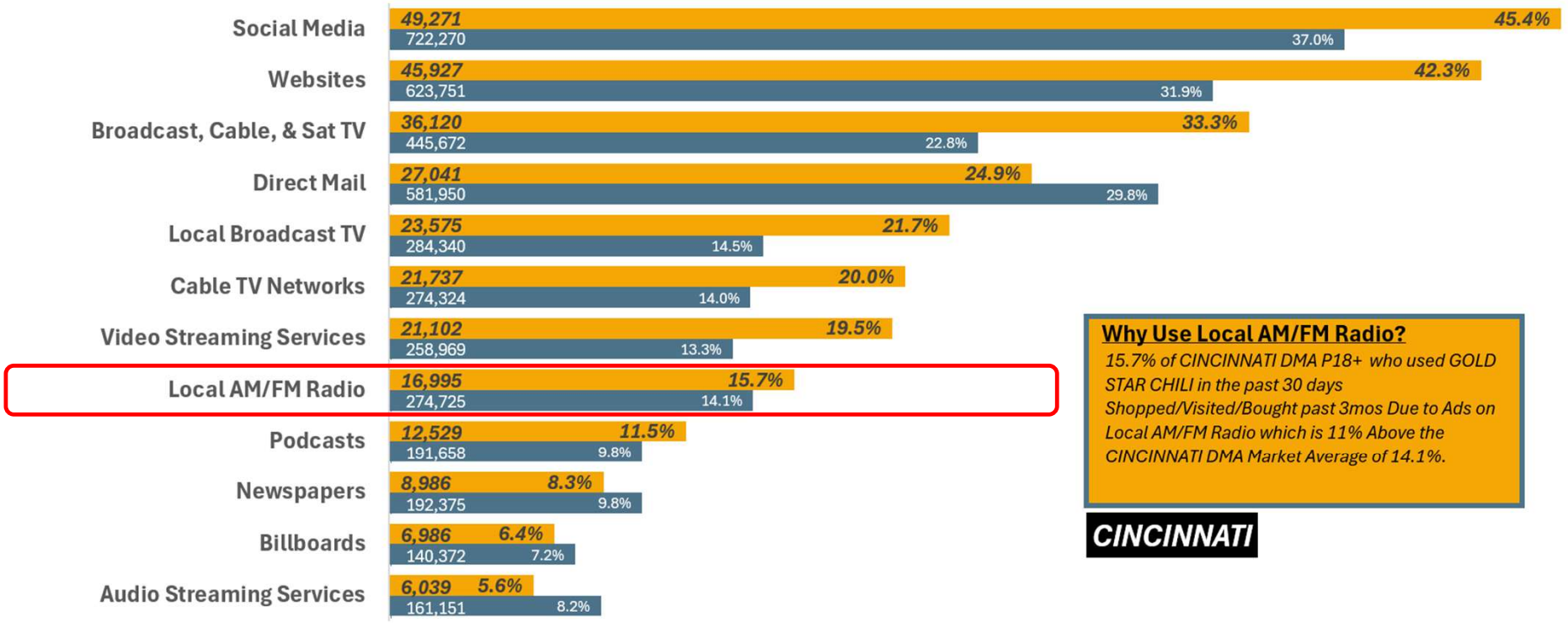
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Sit-down restaurants used past 30 days: Skyline Chili

CIN

"Advertising Actions"

P18+ who used GOLD STAR CHILI in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.7% of CINCINNATI DMA P18+ who used GOLD STAR CHILI in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the CINCINNATI DMA Market Average of 14.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 122

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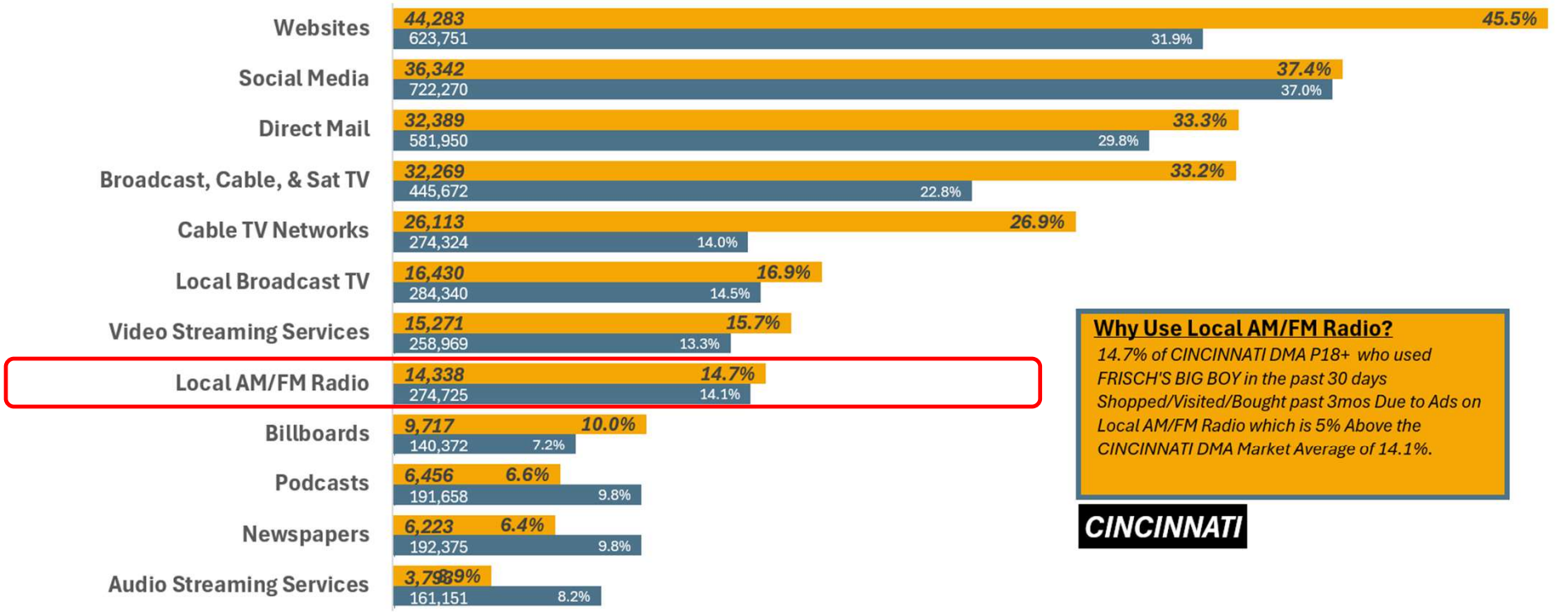
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Sit-down restaurants used past 30 days: Gold Star Chili

Frisch's BIG BOY CIN

"Advertising Actions"

P18+ who used FRISCH'S BIG BOY in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.7% of CINCINNATI DMA P18+ who used FRISCH'S BIG BOY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CINCINNATI DMA Market Average of 14.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 111

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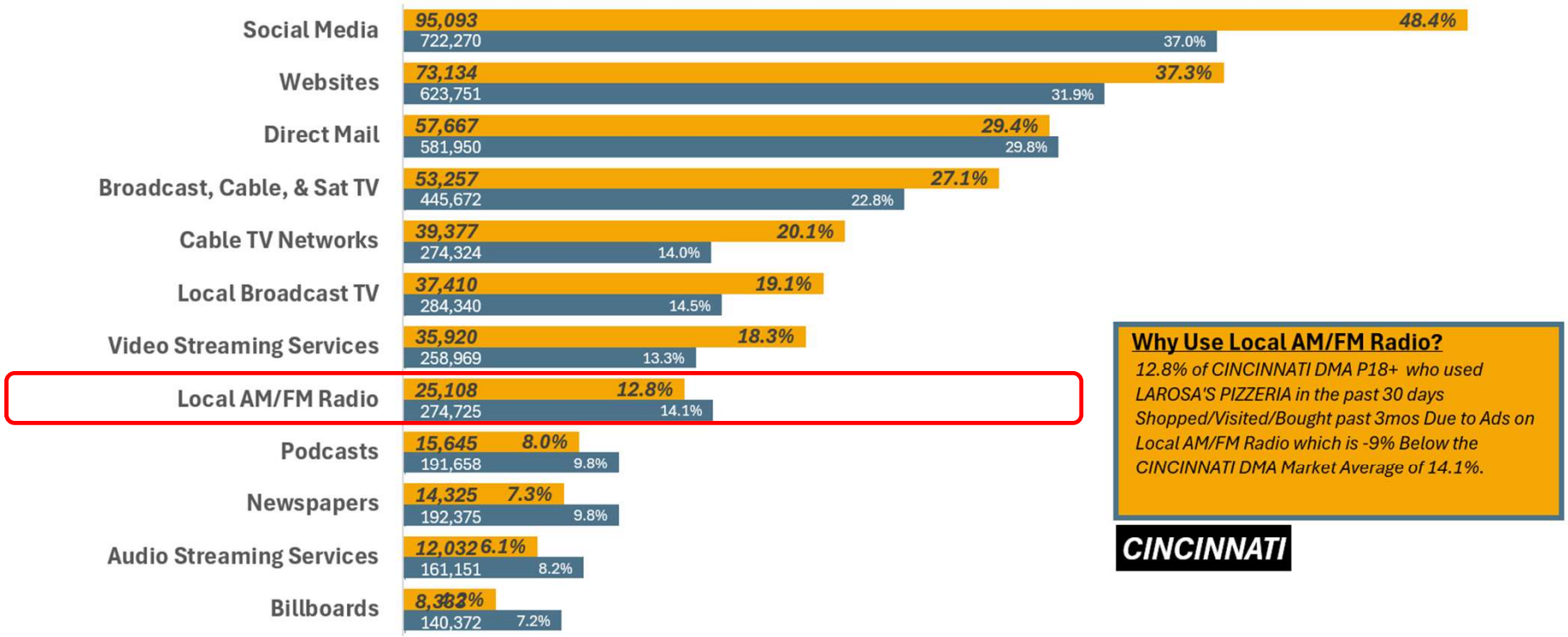
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Sit-down restaurants used past 30 days: Frisch's Big Boy

LaRosa's FAMILY PIZZERIA CIN

"Advertising Actions"

P18+ who used LAROSA'S PIZZERIA in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.8% of CINCINNATI DMA P18+ who used LAROSA'S PIZZERIA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the CINCINNATI DMA Market Average of 14.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 216

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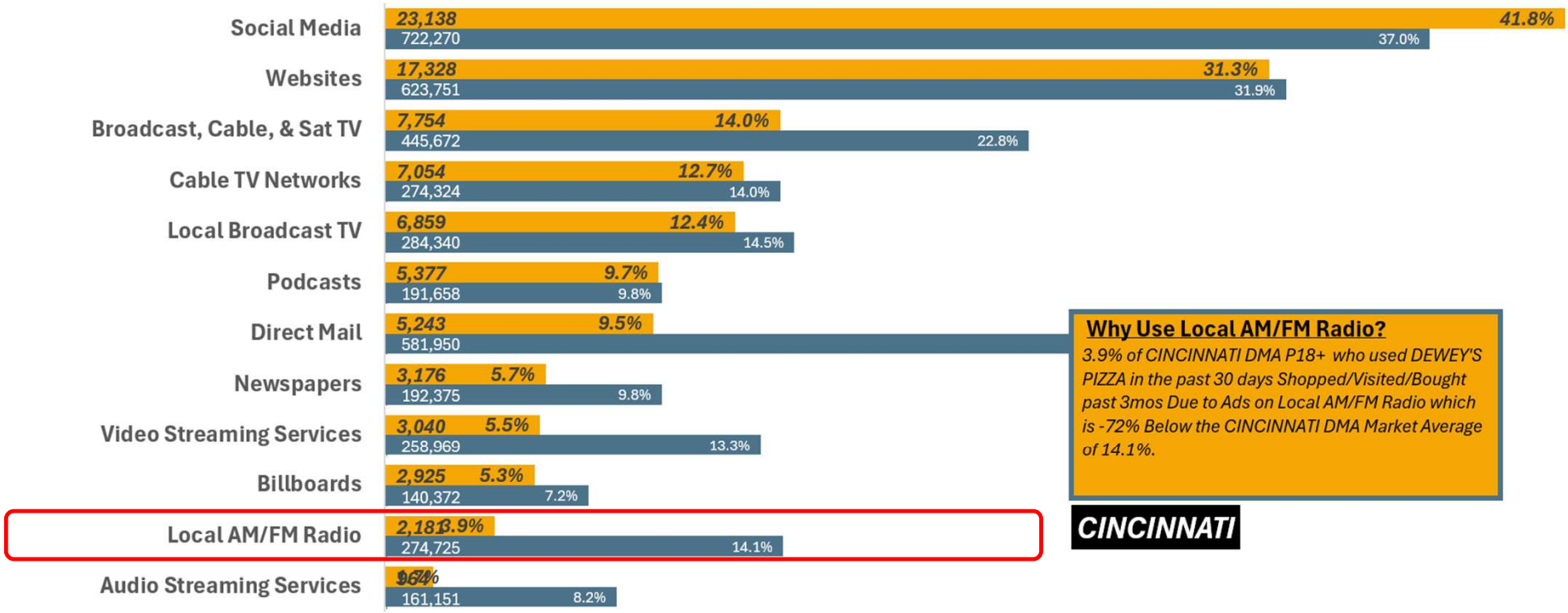
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Sit-down restaurants used past 30 days: LaRosa's Pizzeria

DEWEY'S PIZZA CIN

"Advertising Actions"

P18+ who used DEWEY'S PIZZA in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

3.9% of CINCINNATI DMA P18+ who used DEWEY'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -72% Below the CINCINNATI DMA Market Average of 14.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 64

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Sit-down restaurants used past 30 days: Dewey's Pizza