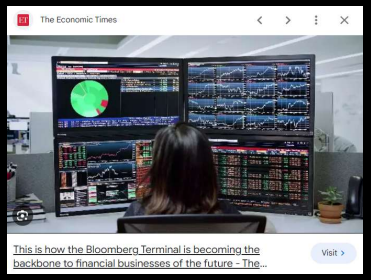
USA+4 DMAs – P18+ who used THE CHEESECAKE FACTORY in the past 30 days!

Complete Demographic & Media Use Profiles



The Cheesecake Factory®

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA**, **CHICAGO**, **WASHINGTON**, **DC**, **SEATTLE-TACOMA** and **PHOENIX DMA** P18+ who used **THE CHEESECAKE FACTORY** as of June 30, 2025.











The Cheesecake Factory USA

The Cheesecake Factory CHI

The Cheesecake Factory WDC

The Cheesecake Factory SEA

The Cheesecake Factory PHX

P18+

BlackRock. Vanguard®

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

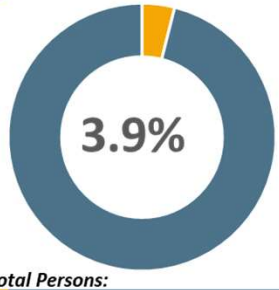
HUBBARD BROADCASTING INC. HB INC.

Sit-down restaurants used past 30 days: The Cheesecake Factory

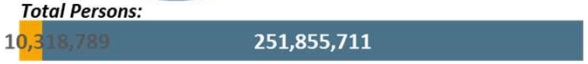


3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 45.6 years old (6.6% younger than average) and have a $104,451 (11.4% higher than average) annual household income.

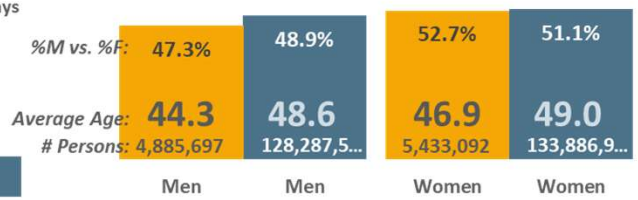
Percent of Market: Adults 18 or older



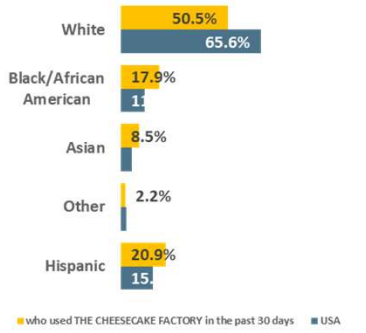
Total Persons:



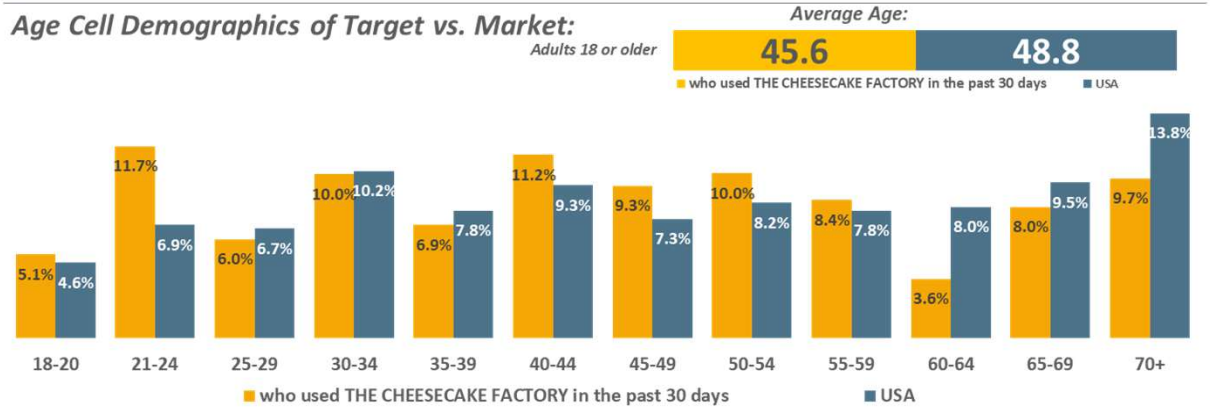
Gender of Target vs. Market: Adults 18 or older



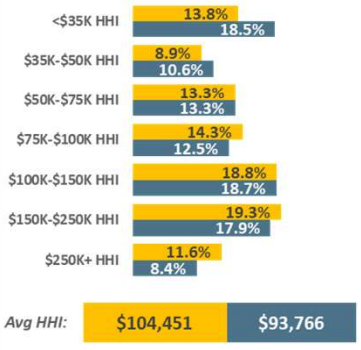
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $104,451 | $93,766

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

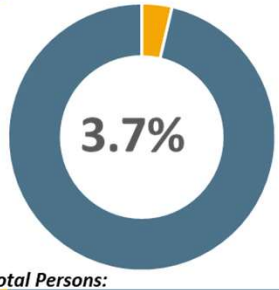
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory — CHI

3.7% or 276,507 of CHI DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 46.7 years old (3.4% younger than average) and have a $93,903 (11.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

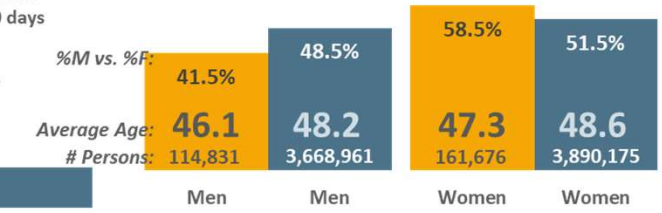


- who used THE CHEESECAKE FACTORY in the past 30 days
- Remainder of CHI DMA

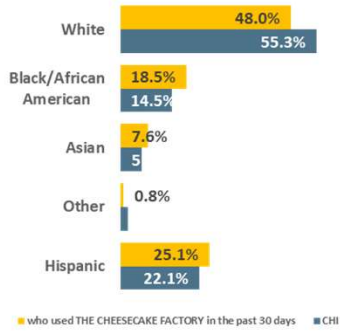
Total Persons:

276,507 | 7,282,629

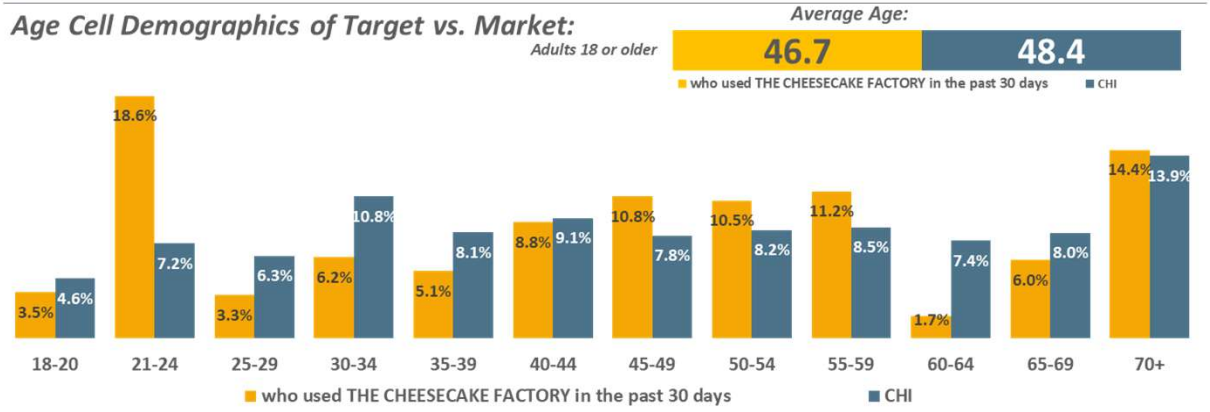
Gender of Target vs. Market: Adults 18 or older



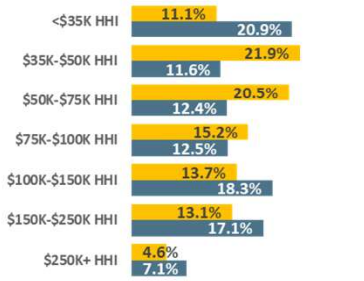
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $93,903 | $106,192

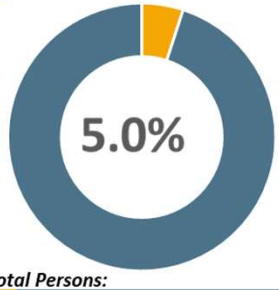
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

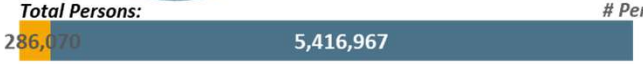
Sit-down restaurants used past 30 days: The Cheesecake Factory

5.% or 286,070 of WDC DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 45.6 years old (4.4% younger than average) and have a $146,471 (8.4% higher than average) annual household income.

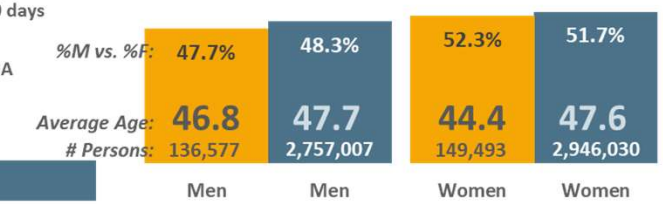
Percent of Market: Adults 18 or older



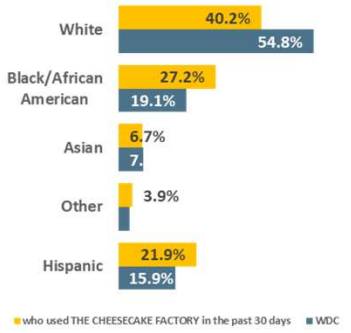
Total Persons:



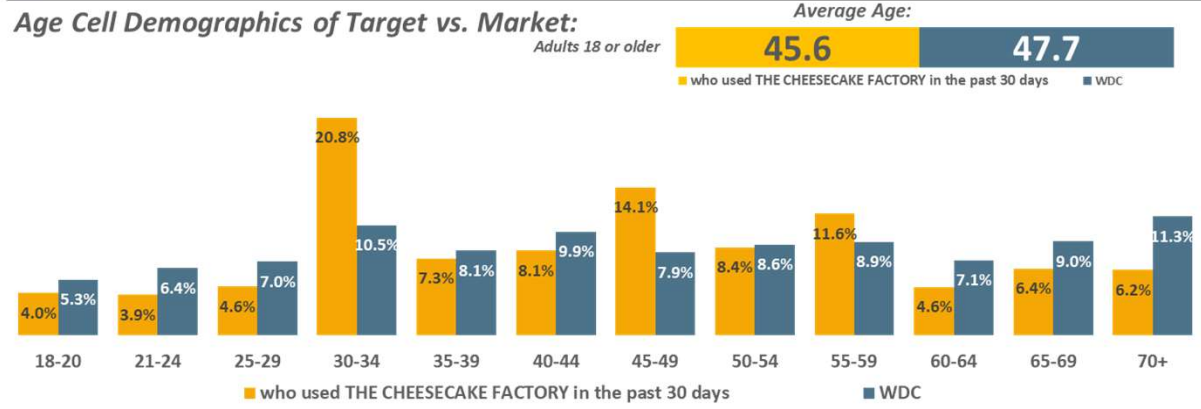
Gender of Target vs. Market: Adults 18 or older



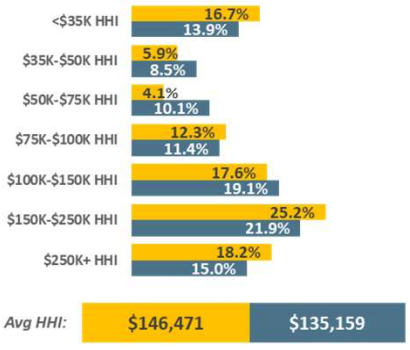
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



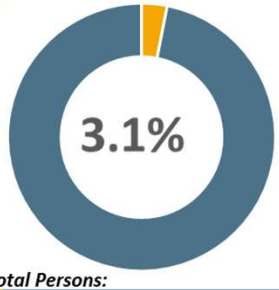
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

The Cheesecake Factory SEA

3.1% or 139,071 of SEA DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 39.6 years old (18.3% younger than average) and have a $155,204 (25.6% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who used THE CHEESECAKE FACTORY in the past 30 days
- Remainder of SEA DMA

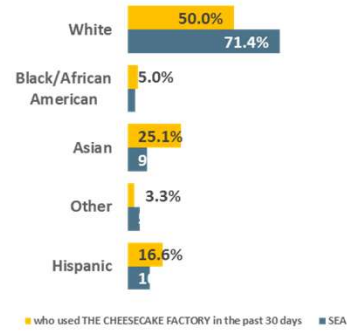
Total Persons:

139,071 | 4,375,535

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	50.9%	49.9%	49.1%	50.1%
Average Age:	39.7	48.0	39.5	48.9
# Persons:	70,720	2,253,312	68,351	2,261,294

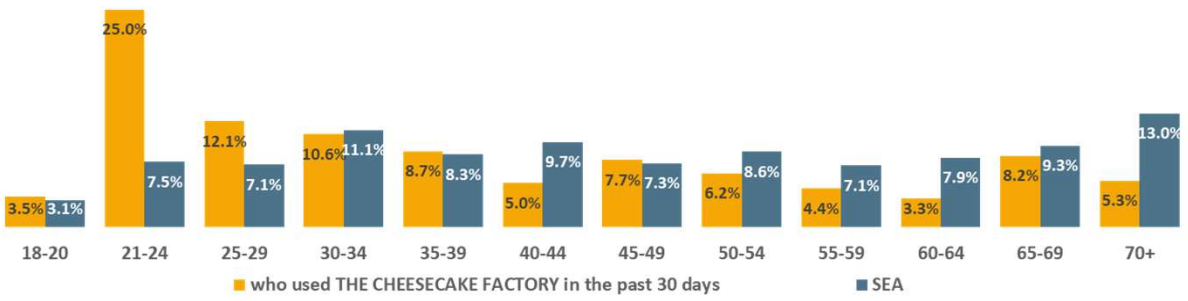
Ethnicity of Target vs. Market:



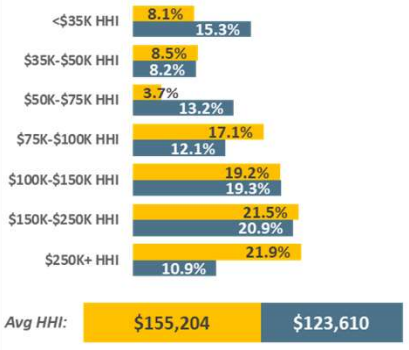
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	39.6	48.4

who used THE CHEESECAKE FACTORY in the past 30 days | SEA



HHI of Target vs. Market:



Avg HHI:	$155,204	$123,610

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

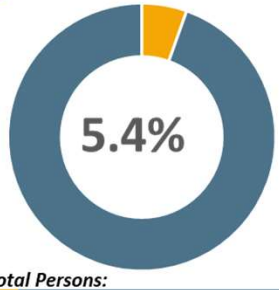
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory PHX

5.4% or 257,096 of PHX DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Typical Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 46.8 years old (4.5% younger than average) and have a $135,692 (33.4% higher than average) annual household income.

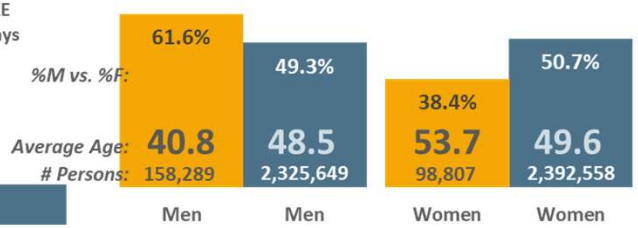
Percent of Market: Adults 18 or older



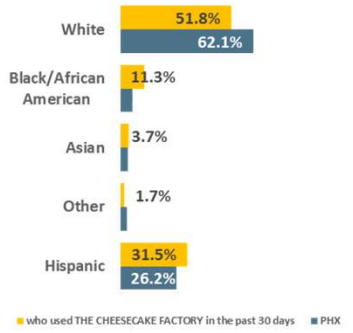
Total Persons:



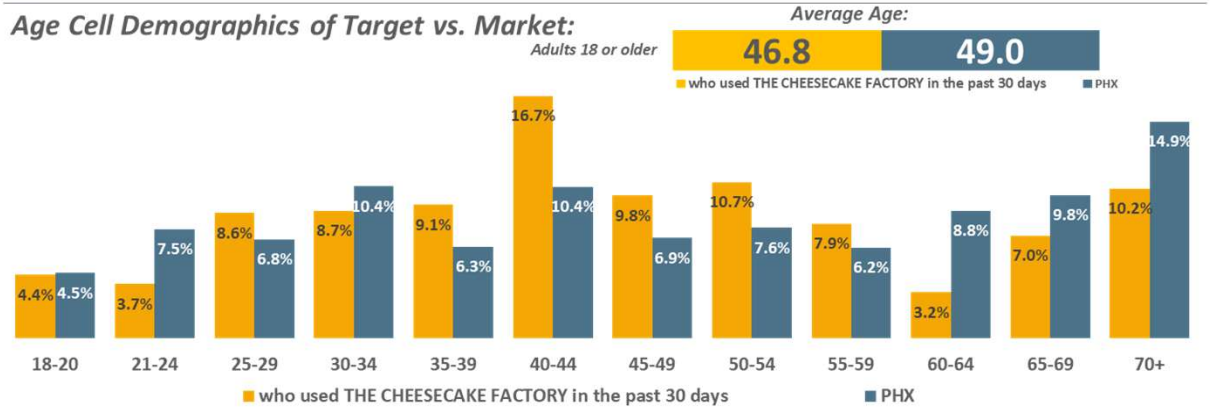
Gender of Target vs. Market: Adults 18 or older



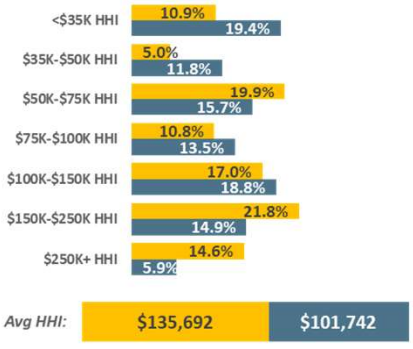
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $135,692 | $101,742

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

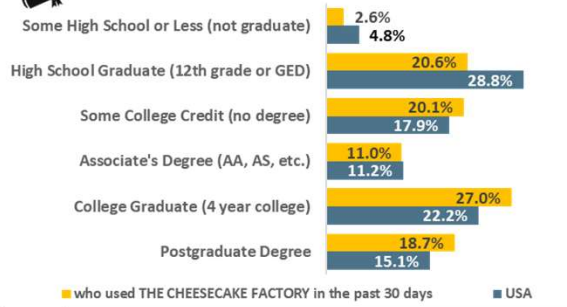
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

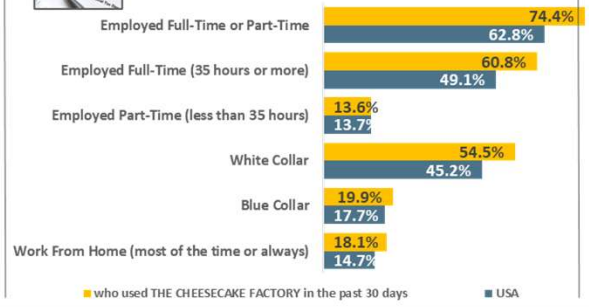
The Cheesecake Factory USA

3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 22.5% more likely to be a college graduate, 23.8% more likely to work full-time, 4.2% more likely to be married, 31.7% more likely to be a parent of 1 or more children under 18.

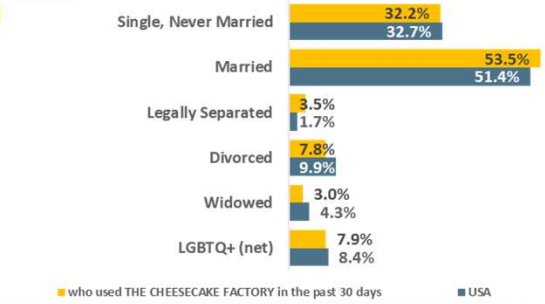
Education Levels: Adults 18 or older



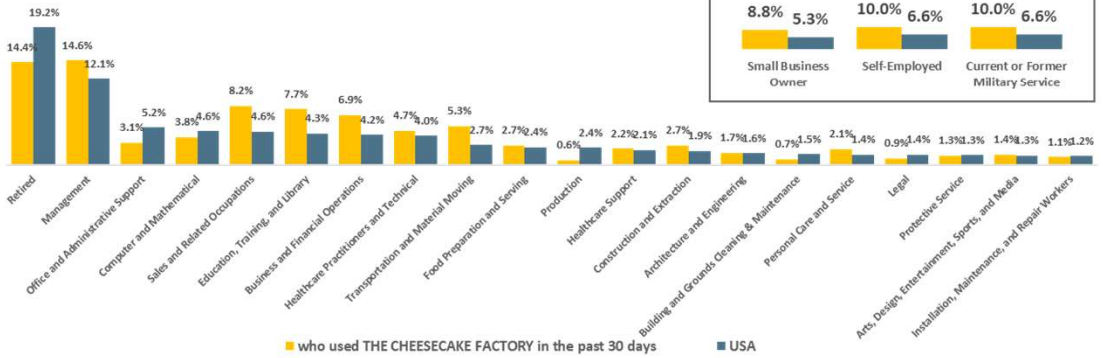
Employment: Adults 18 or older



Marital Status: Adults 18 or older

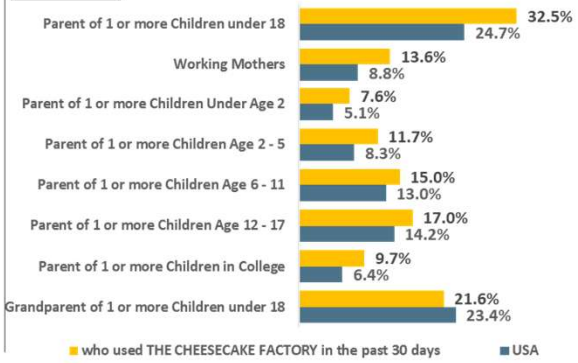


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

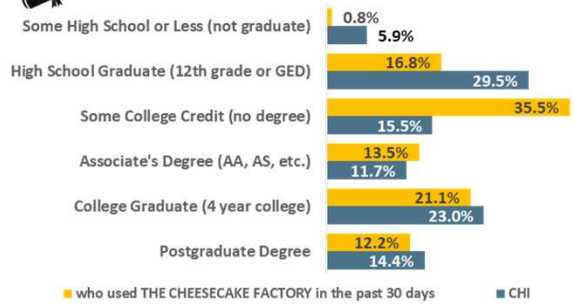
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

Sit-down restaurants used past 30 days: The Cheesecake Factory

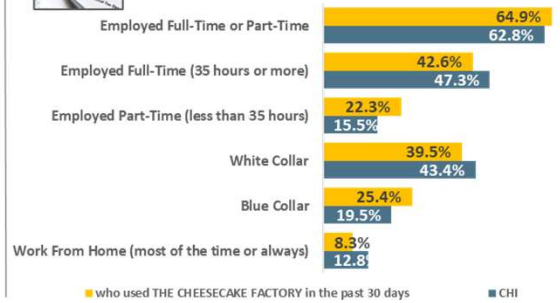


3.7% or 276,507 of CHI DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 10.8% less likely to be a college graduate, 10.% less likely to work full-time, 4.2% more likely to be married, 21.7% more likely to be a parent of 1 or more children under 18.

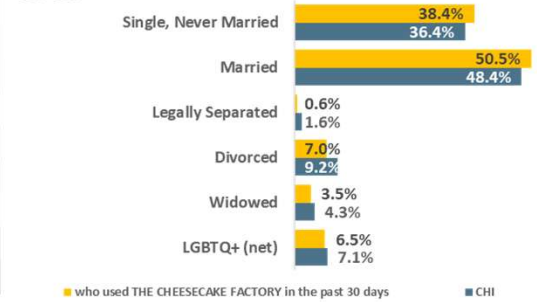
Education Levels: Adults 18 or older



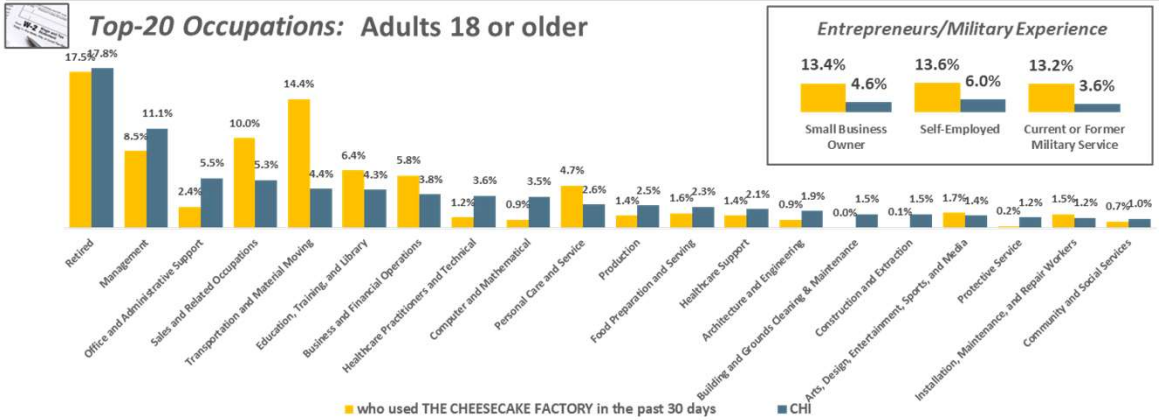
Employment: Adults 18 or older



Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

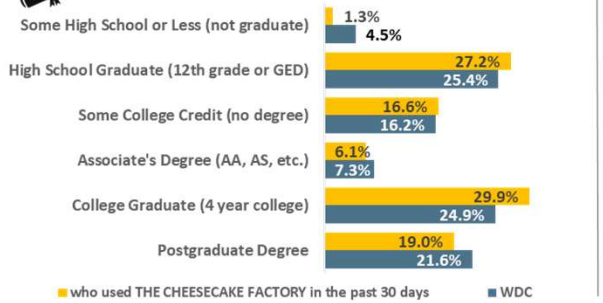
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

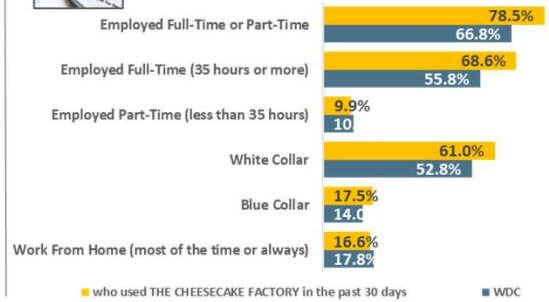
The Cheesecake Factory WDC

5.% or 286,070 of WDC DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 5.% more likely to be a college graduate, 22.9% more likely to work full-time, 4.5% less likely to be married, 49.% more likely to be a parent of 1 or more children under 18.

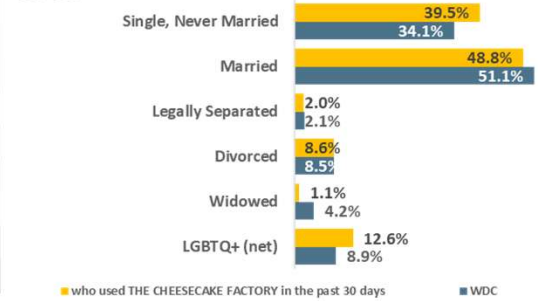
Education Levels: Adults 18 or older



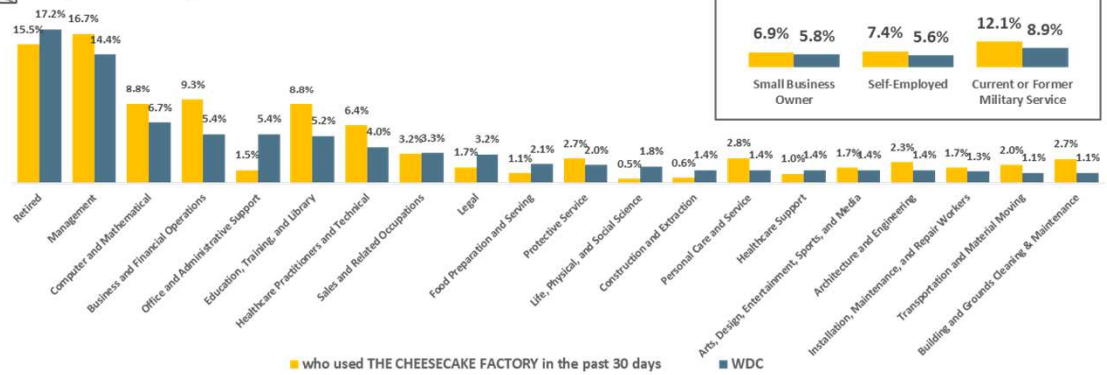
Employment: Adults 18 or older



Marital Status: Adults 18 or older

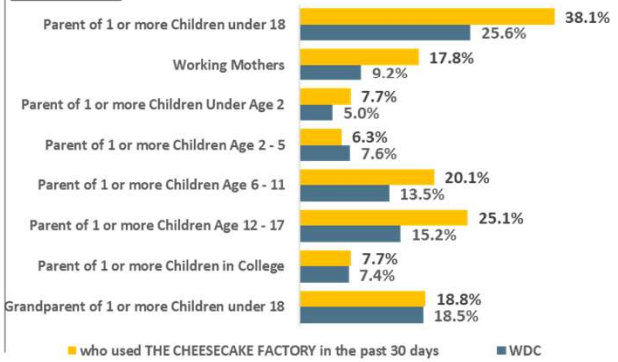


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

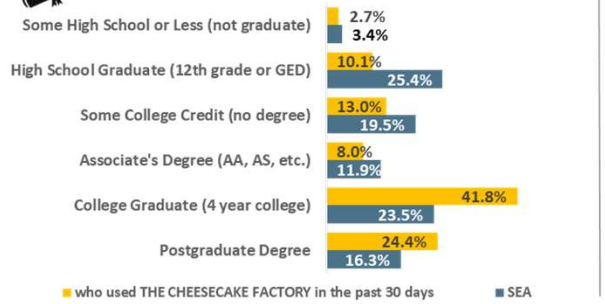
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

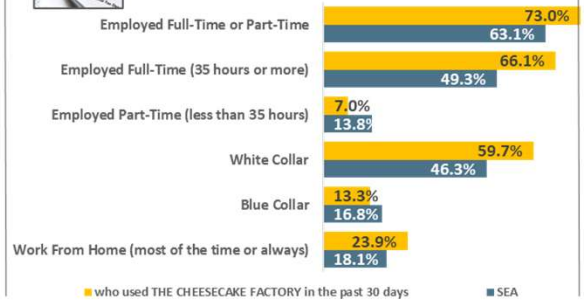
The Cheesecake Factory — SEA

3.1% or 139,071 of SEA DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 66.2% more likely to be a college graduate, 33.9% more likely to work full-time, 12.7% more likely to be married, 34.% more likely to be a parent of 1 or more children under 18.

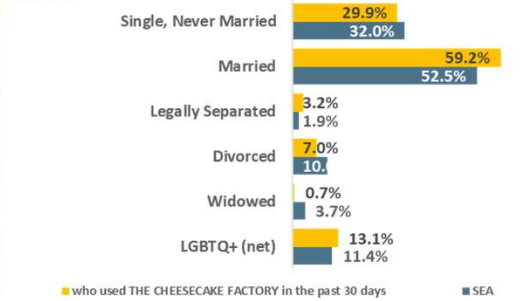
Education Levels: Adults 18 or older



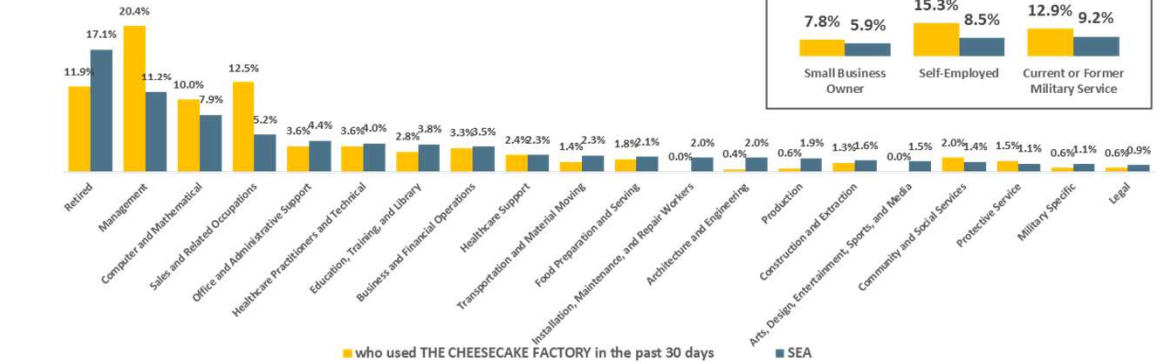
Employment: Adults 18 or older



Marital Status: Adults 18 or older

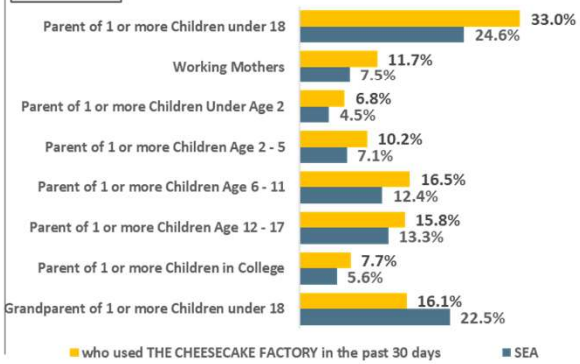


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

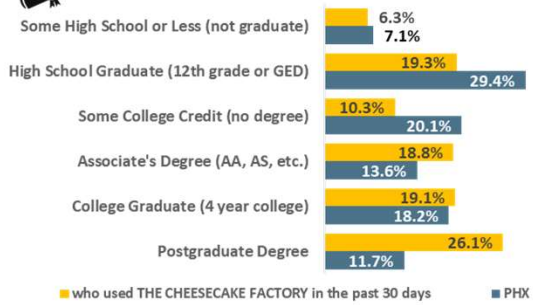
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

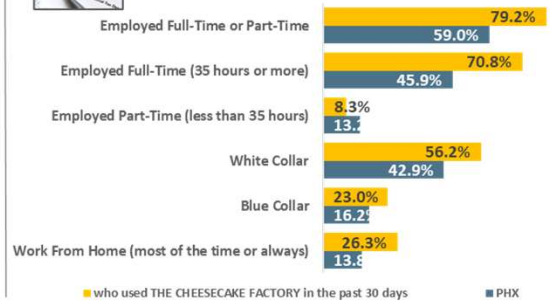
The Cheesecake Factory PHX

5.4% or 257,096 of PHX DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 51.3% more likely to be a college graduate, 54.4% more likely to work full-time, 24.3% more likely to be married, 59.2% more likely to be a parent of 1 or more children under 18.

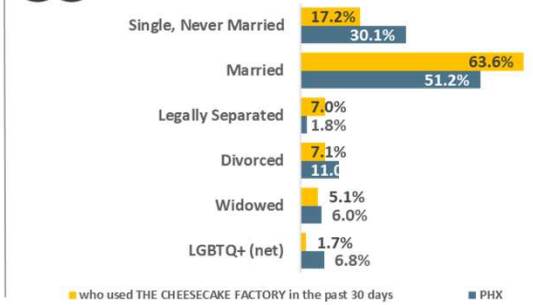
Education Levels: Adults 18 or older



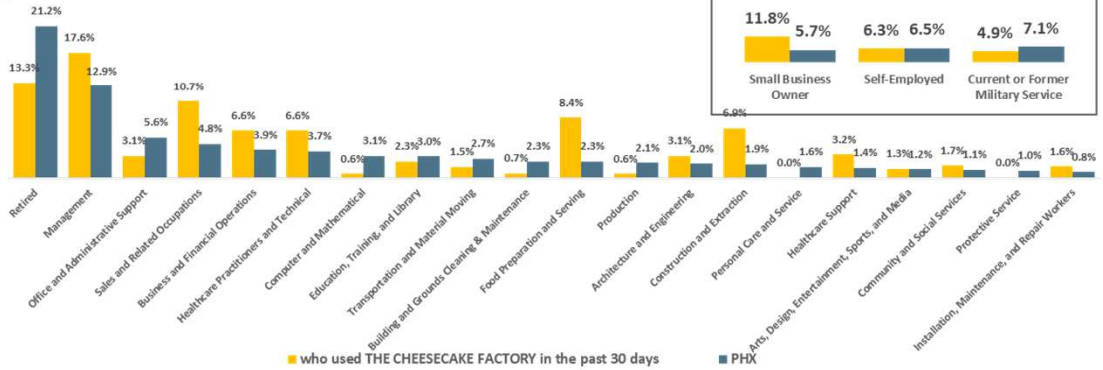
Employment: Adults 18 or older



Marital Status: Adults 18 or older

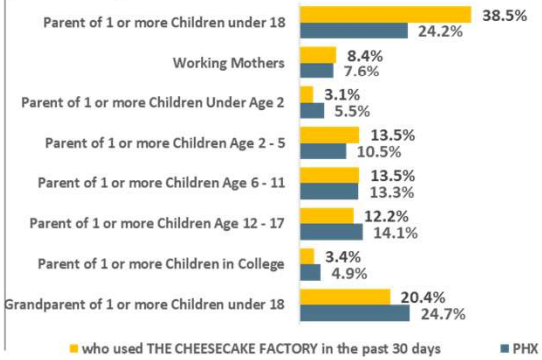


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

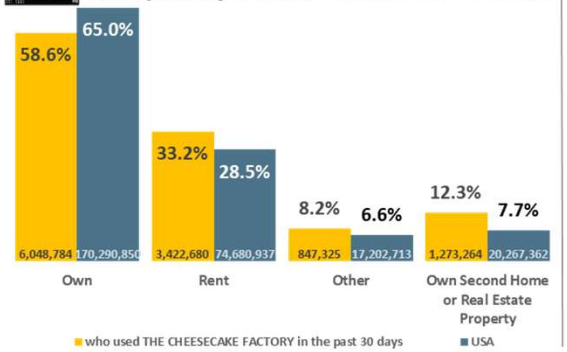
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

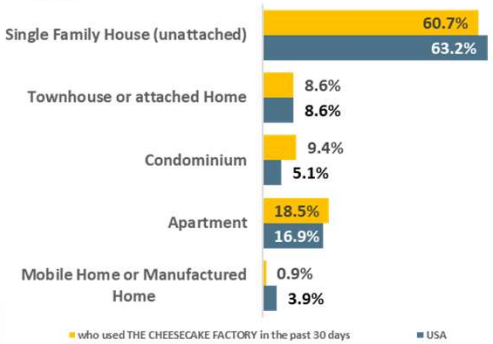
The Cheesecake Factory USA

3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 9.8% less likely to own their home, 59.8% more likely to own a higher valued home, 4.% less likely to have a single-family home, 2.7% more likely to have a dog.

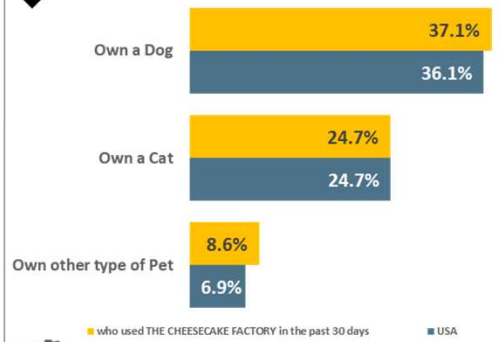
Own/Rent/Other: Adults 18 or older



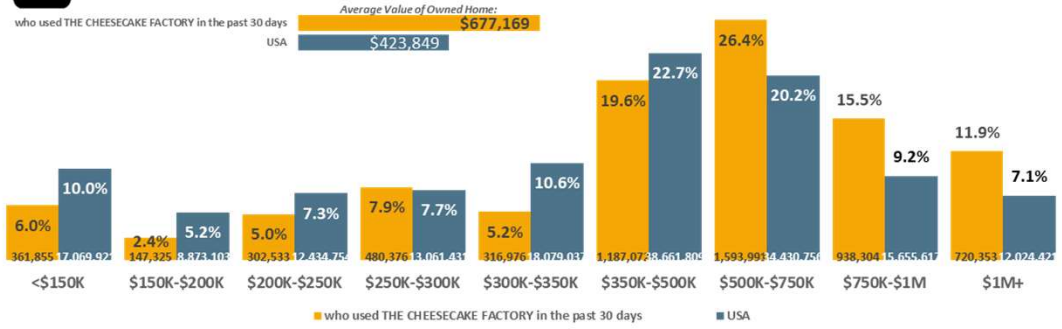
Type of Home: Adults 18 or older



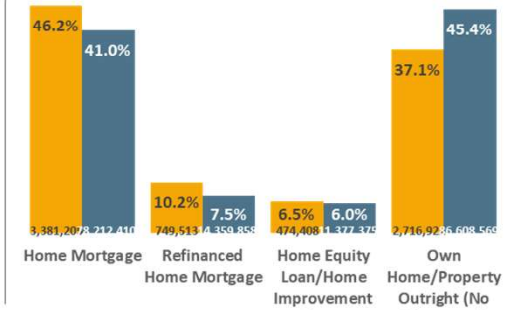
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *1,020*

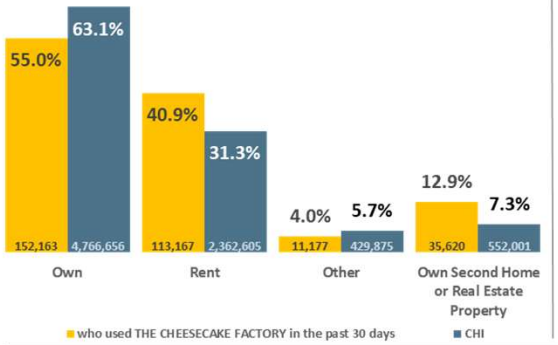
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

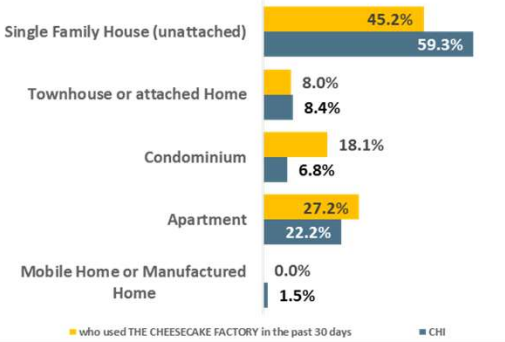
Sit-down restaurants used past 30 days: The Cheesecake Factory

3.7% or 276,507 of CHI DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 12.7% less likely to own their home, 10.9% more likely to own a higher valued home, 23.7% less likely to have a single-family home, 41.1% more likely to have a dog.

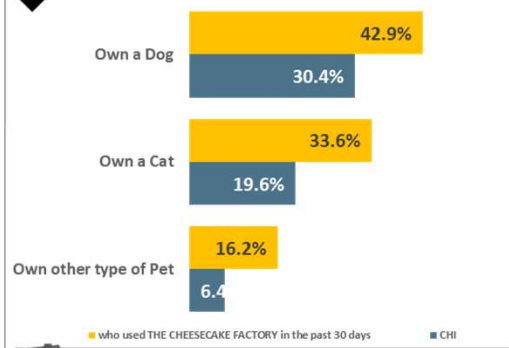
Own/Rent/Other: Adults 18 or older



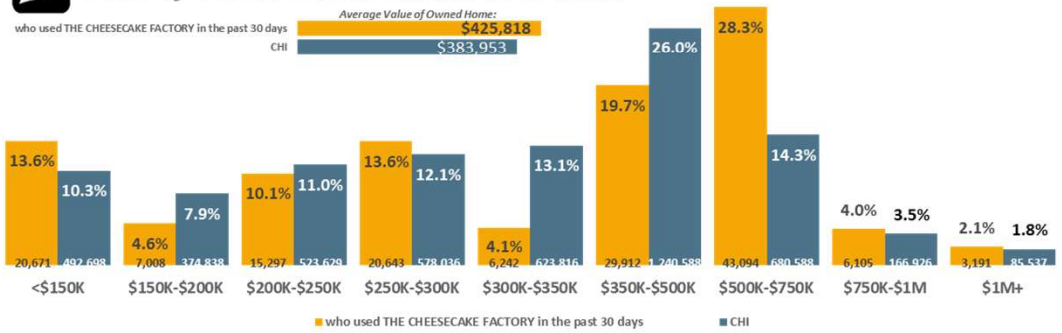
Type of Home: Adults 18 or older



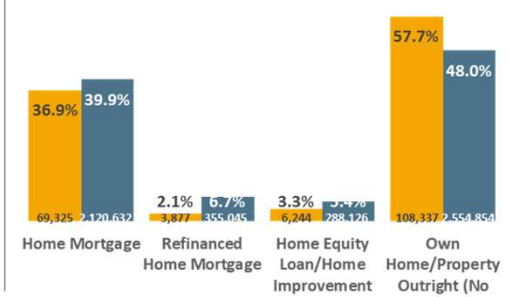
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



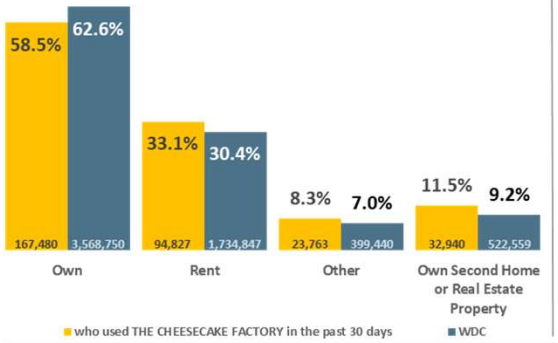
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

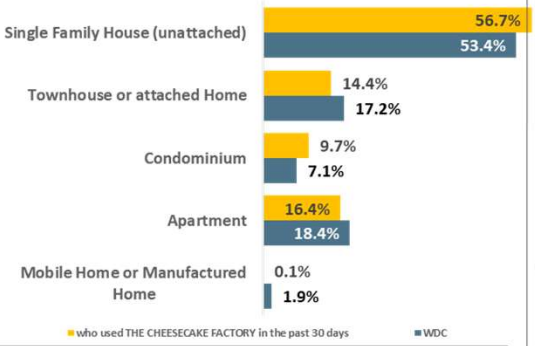
Sit-down restaurants used past 30 days: The Cheesecake Factory

5.% or 286,070 of WDC DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 6.4% less likely to own their home, 11.4% more likely to own a higher valued home, 6.% more likely to have a single-family home, 20.9% less likely to have a dog.

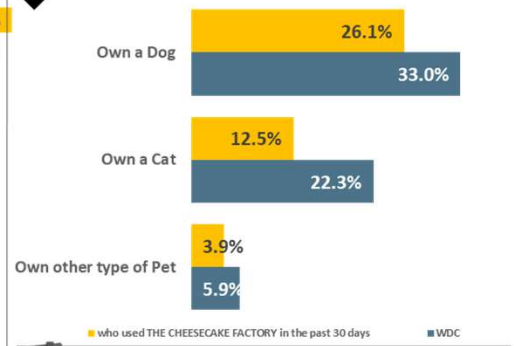
Own/Rent/Other: Adults 18 or older



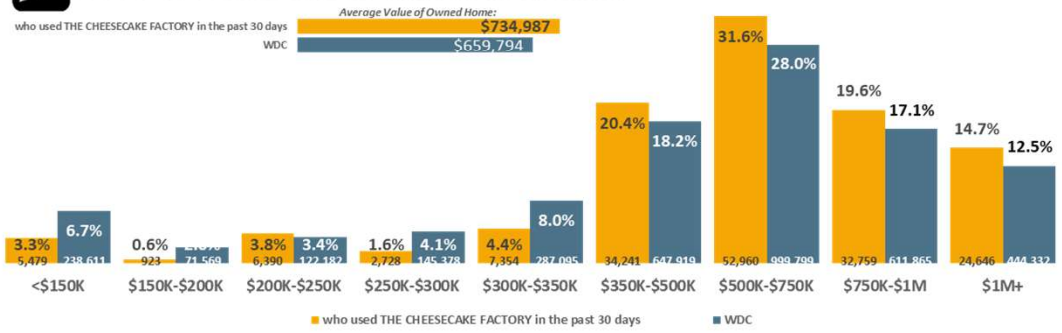
Type of Home: Adults 18 or older



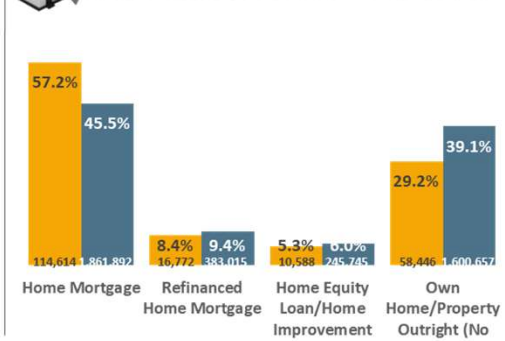
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



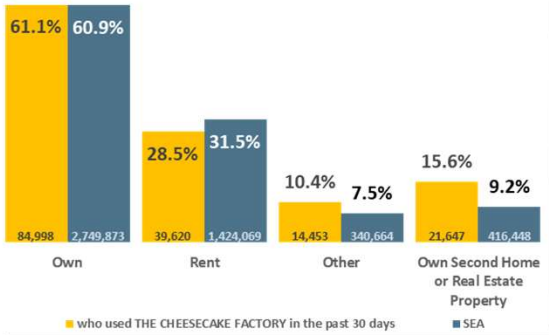
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

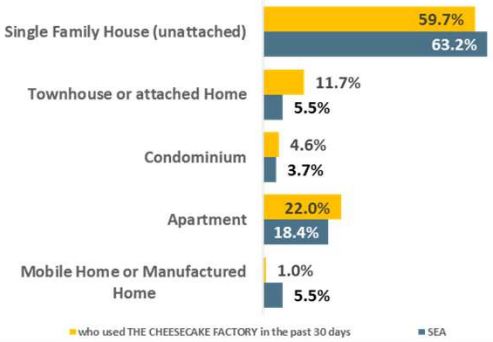
Sit-down restaurants used past 30 days: The Cheesecake Factory

3.1% or 139,071 of SEA DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are .3% more likely to own their home, 43.8% more likely to own a higher valued home, 5.5% less likely to have a single-family home, 27.8% more likely to have a dog.

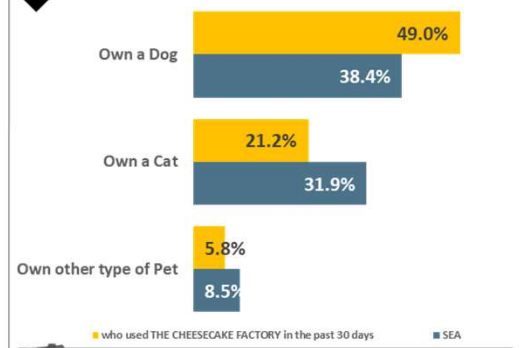
Own/Rent/Other: Adults 18 or older



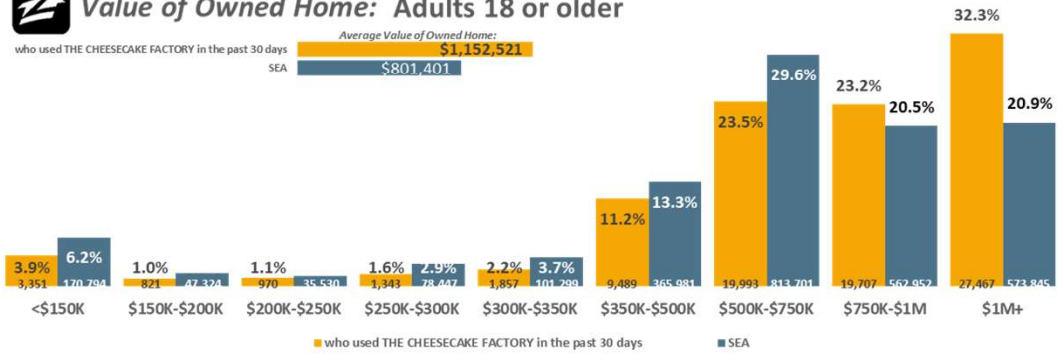
Type of Home: Adults 18 or older



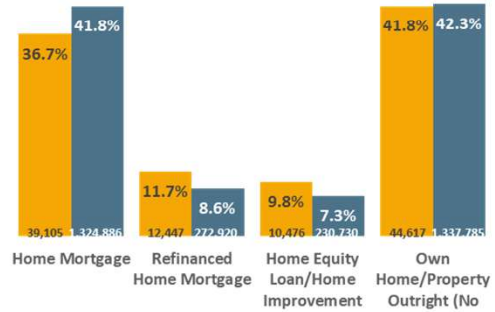
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

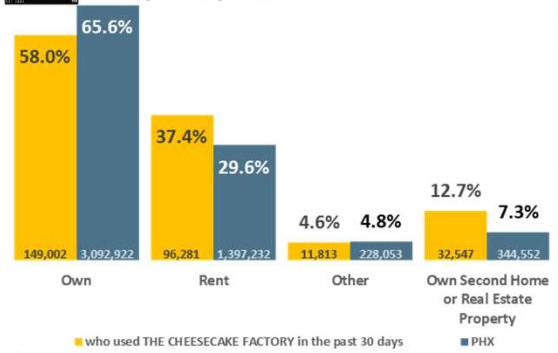
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

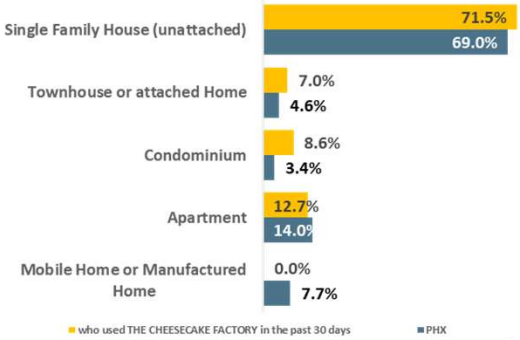
The Cheesecake Factory — PHX

5.4% or 257,096 of PHX DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 11.6% less likely to own their home, 41.5% more likely to own a higher valued home, 3.7% more likely to have a single-family home, 2.3% less likely to have a dog.

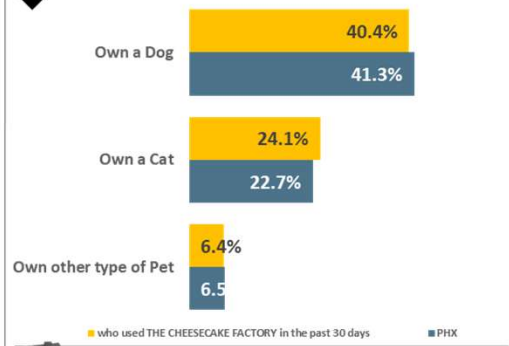
Own/Rent/Other: Adults 18 or older



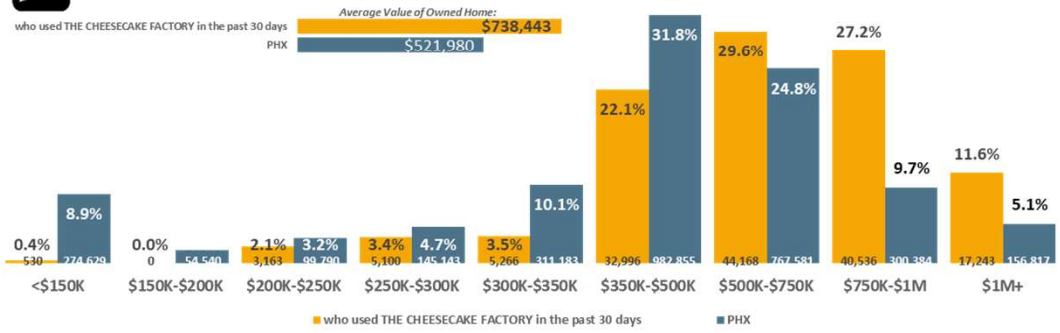
Type of Home: Adults 18 or older



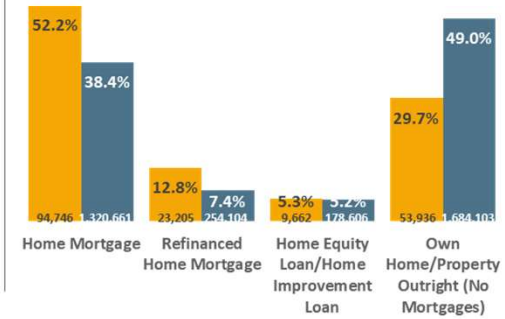
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

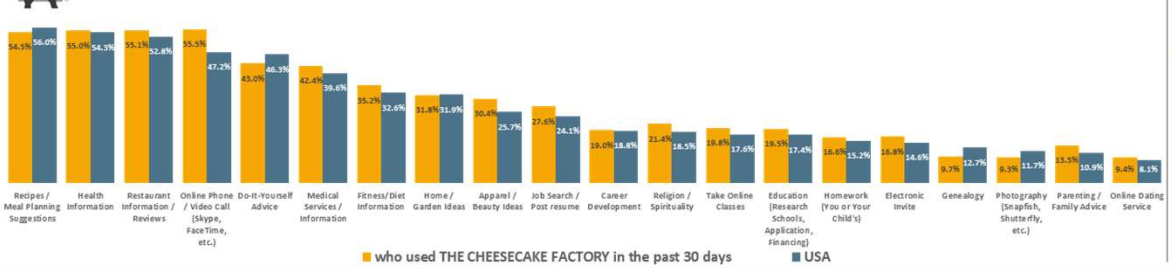
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

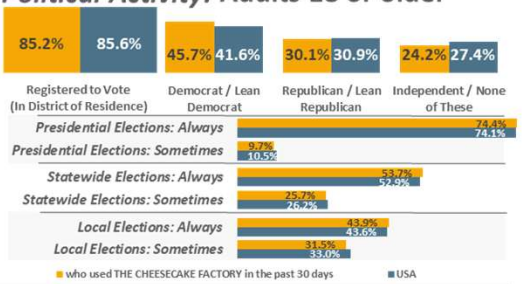


3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 7.1% less likely to look up D-I-Y advice online, .8% more likely to always vote in local elections, 45.2% more likely to belong to a gym, 29.6% more likely to fly domestic past yr.

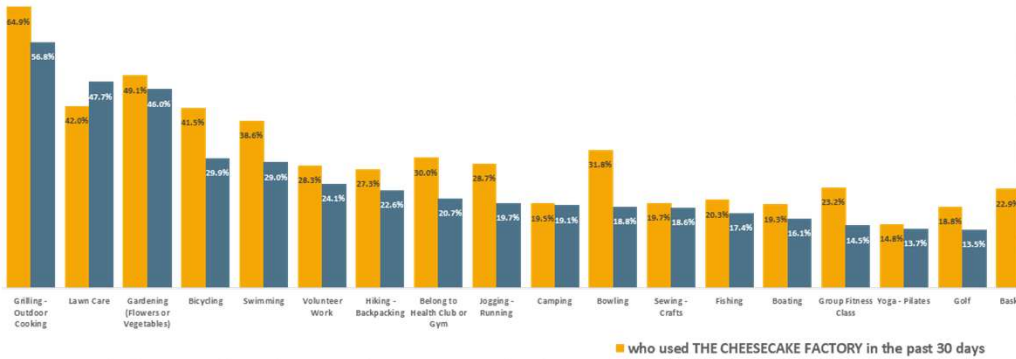
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



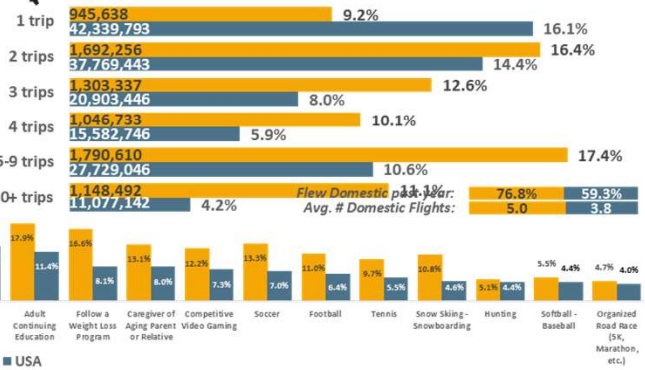
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

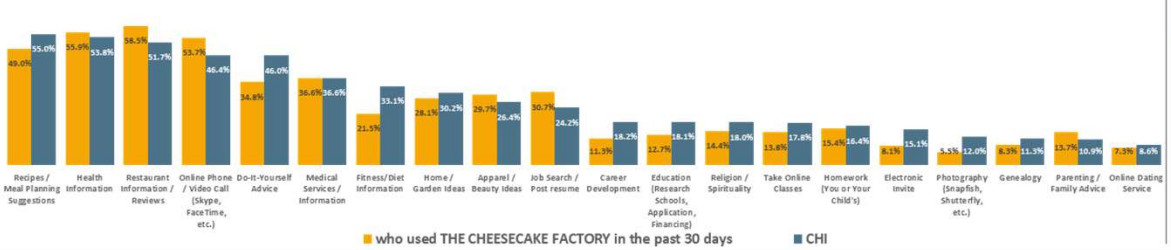
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

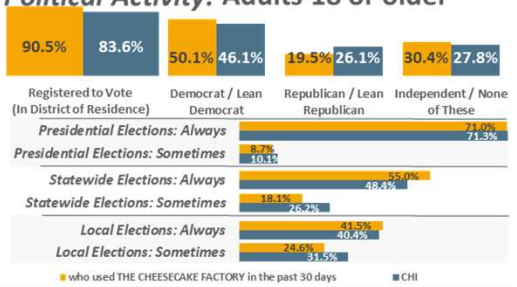
Sit-down restaurants used past 30 days: The Cheesecake Factory

3.7% or 276,507 of CHI DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 24.3% less likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, .3% more likely to belong to a gym, 37.4% more likely to fly domestic past yr.

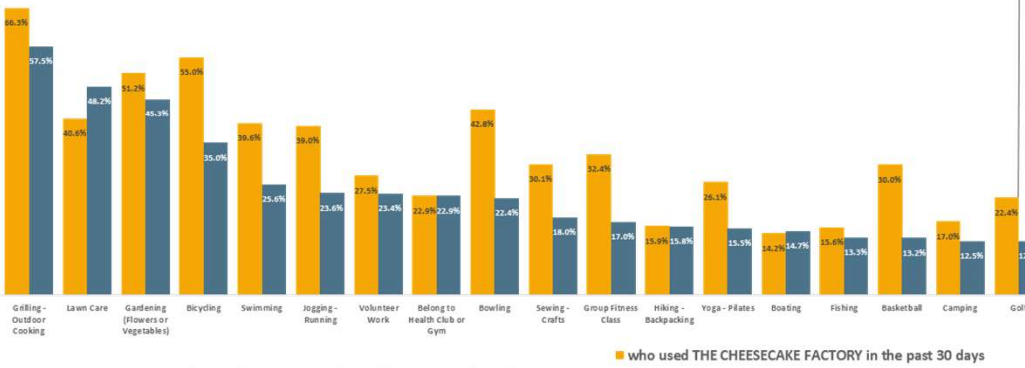
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



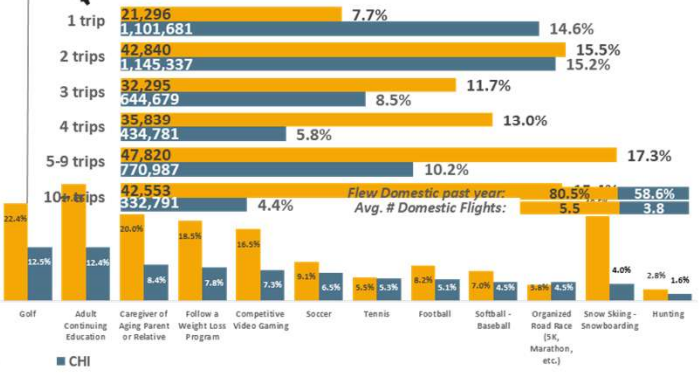
Political Activity: Adults 18 or older



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



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



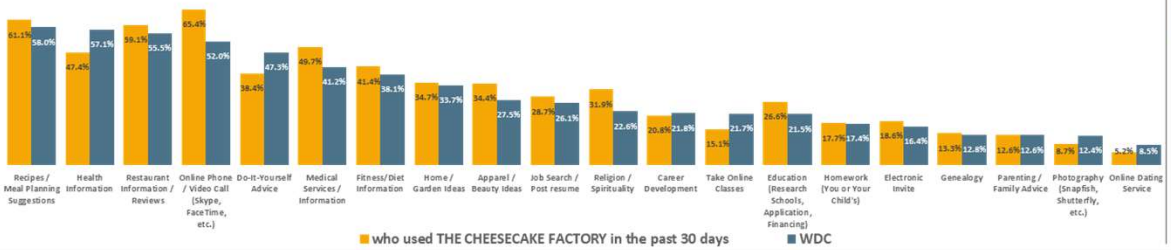
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

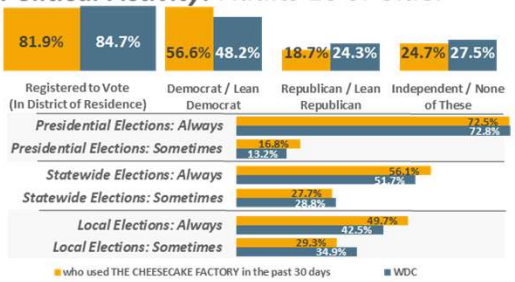
Sit-down restaurants used past 30 days: The Cheesecake Factory

5.% or 286,070 of WDC DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 18.8% less likely to look up D-I-Y advice online, 17.% more likely to always vote in local elections, 81.4% more likely to belong to a gym, 25.1% more likely to fly domestic past y

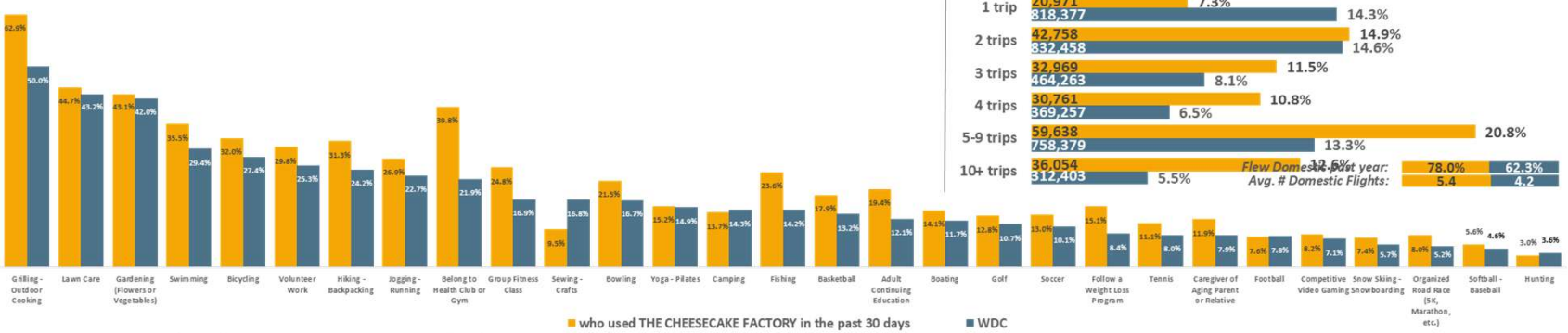
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

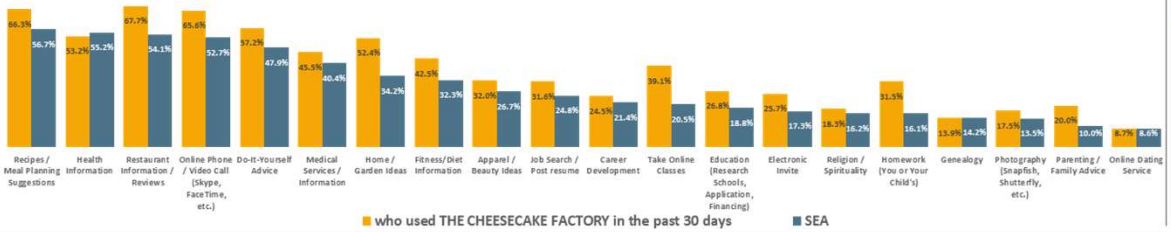
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

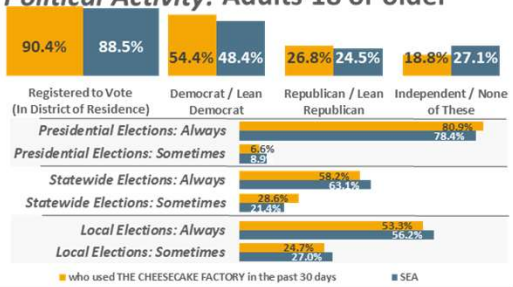
Sit-down restaurants used past 30 days: The Cheesecake Factory

3.1% or 139,071 of SEA DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 19.4% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 133.4% more likely to belong to a gym, 32.5% more likely to fly domestic past

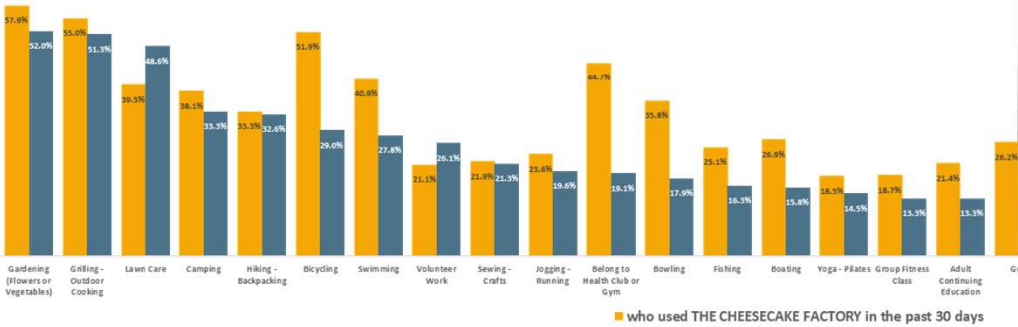
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



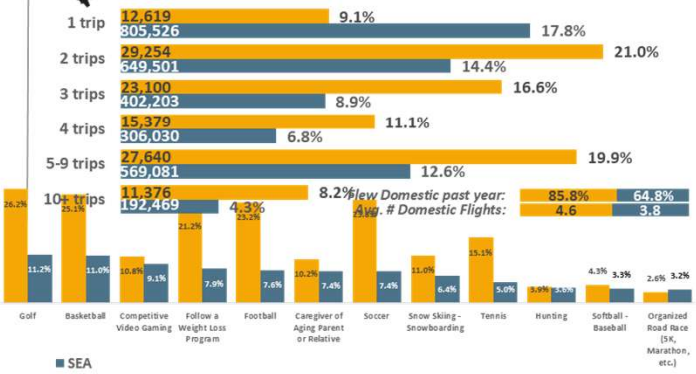
Political Activity: Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

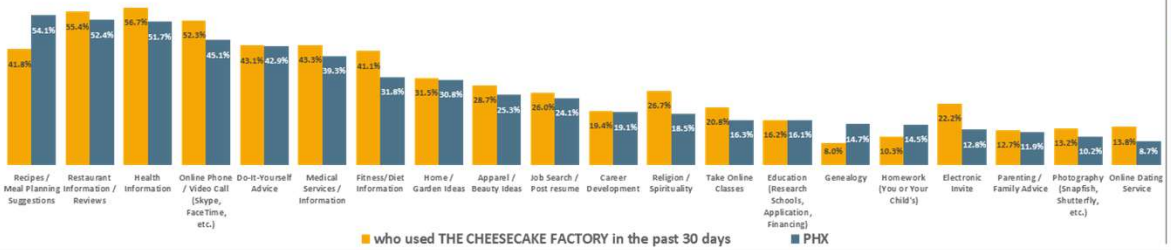
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

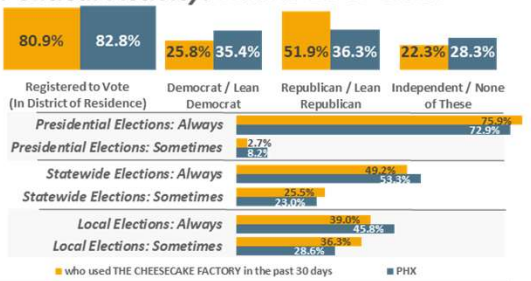
The Cheesecake Factory — PHX

5.4% or 257,096 of PHX DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are .5% more likely to look up D-I-Y advice online, 14.9% less likely to always vote in local elections, 13.1% less likely to belong to a gym, 25.3% more likely to fly domestic past yr

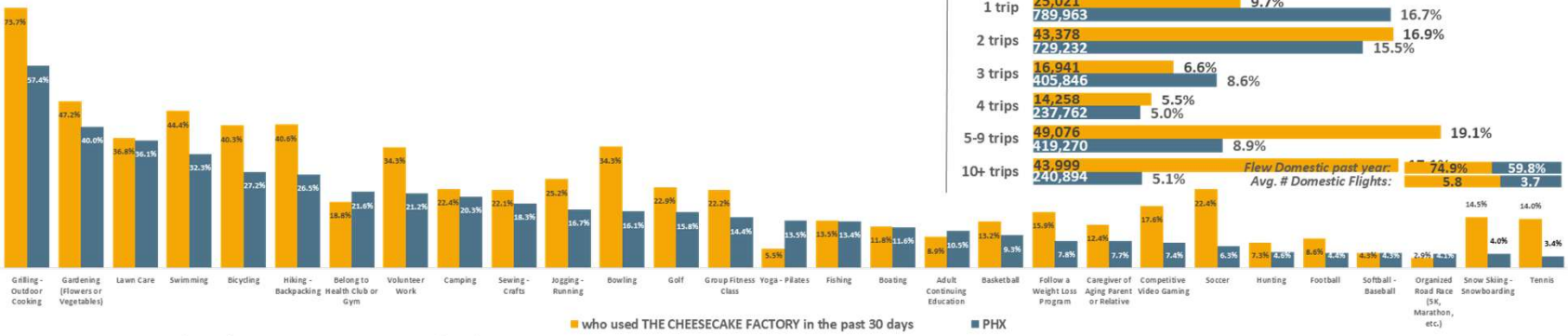
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory



3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 15.3% more likely to use QSRs past mo., 38.1% more likely to use Sit-Down Restaurants past mo., 50.% more likely to use Casinos past yr., 12.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

97.6% 10,069,60 9

84.6% 62

Avg. Monthly QSR Meals:

9.0

6.1

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



Total Monthly Sit-Down Restaurant Users:

100.0% 10,318,78 9

72.4% 99

Avg. Monthly Sit-Down Restaurant Meals:

6.0

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 THE CHEESECAKE FACTORY in the past 30 days 3,309,035 32.1%

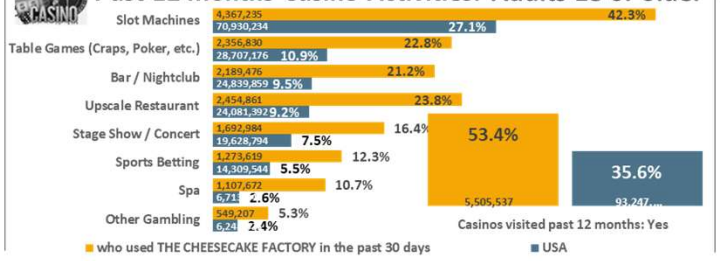
USA 19.8%

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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *1,020*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory — CHI

3.7% or 276,507 of CHI DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 11.4% more likely to use QSRs past mo., 38.9% more likely to use Sit-Down Restaurants past mo., 118.8% more likely to use Casinos past yr., 2.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.7% 267,461 | 86.9% 6,566,264

Avg. Monthly QSR Meals: 9.4 | 6.5

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



Total Monthly Sit-Down Restaurant Users: 100.0% 276,507 | 72.0% 5,441,044

Avg. Monthly Sit-Down Restaurant Meals: 7.0 | 4.0

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 THE CHEESECAKE FACTORY in the past 30 days 78,429 28.4%

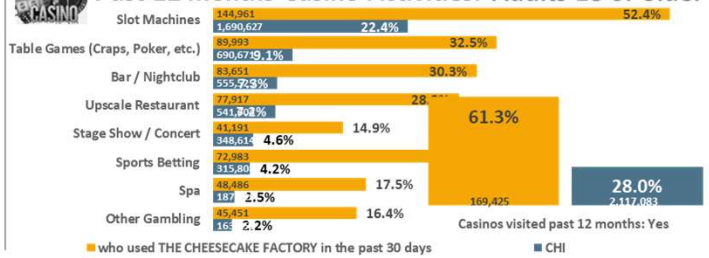
CHI 1,687,560 22.3%

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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory



5.% or 286,070 of WDC DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 15.9% more likely to use QSRs past mo., 36.8% more likely to use Sit-Down Restaurants past mo., 78.2% more likely to use Casinos past yr., 5.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.9% 280,007 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 9.3 | 5.8

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



Total Monthly Sit-Down Restaurant Users: 100.0% 286,070 | 73.1% 4,169,580

Avg. Monthly Sit-Down Restaurant Meals: 5.5 | 3.8

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 THE CHEESECAKE FACTORY in the past 30 days 97,922 34.2%

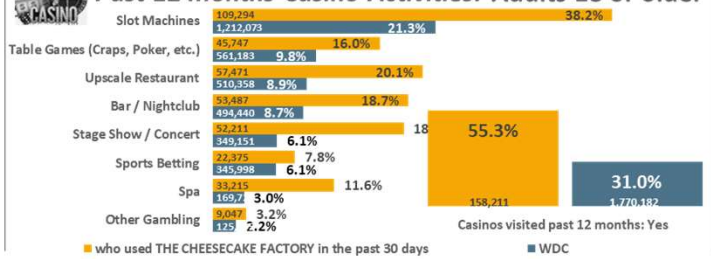
WDC 1,433,053 25.1%

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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory



3.1% or 139,071 of SEA DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 22.1% more likely to use QSRs past mo., 43.2% more likely to use Sit-Down Restaurants past mo., 35.4% more likely to use Casinos past yr., 21.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.0% (137,747) 81.1% (3,661,363)

Avg. Monthly QSR Meals: 7.5 5.4

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



Total Monthly Sit-Down Restaurant Users: 100.0% (139,071) 69.8% (3,151,841)

Avg. Monthly Sit-Down Restaurant Meals: 4.4 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

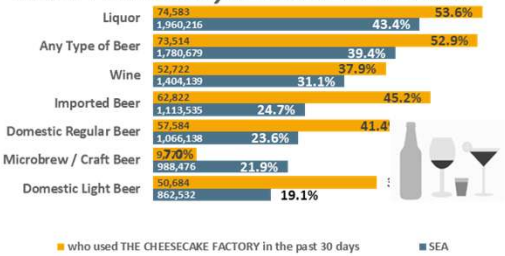


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used THE CHEESECAKE FACTORY in the past 30 days 49,818 35.8%

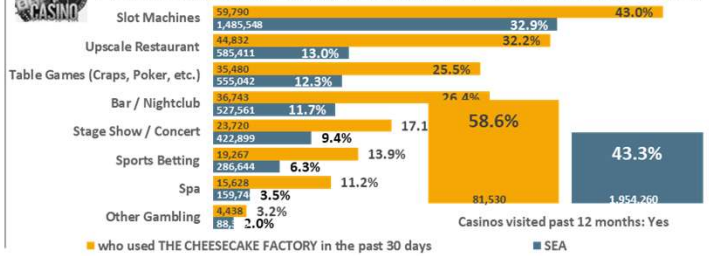
SEA 910,190 20.2%

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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory — PHX

5.4% or 257,096 of PHX DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 14.6% more likely to use QSRs past mo., 36.2% more likely to use Sit-Down Restaurants past mo., 25.3% more likely to use Casinos past yr., 23.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.1% 254,706 | 86.4% 4,078,176

Avg. Monthly QSR Meals: 10.4 | 7.8

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



Total Monthly Sit-Down Restaurant Users: 100.0% 257,096 | 73.4% 3,463,510

Avg. Monthly Sit-Down Restaurant Meals: 6.7 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

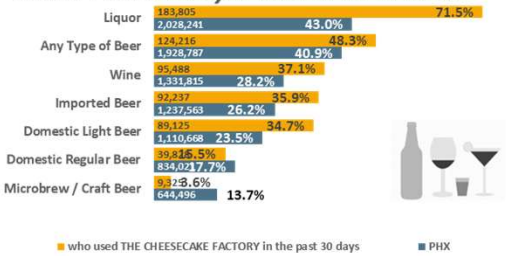


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who used THE CHEESECAKE FACTORY in the past 30 days 93,817 36.5%

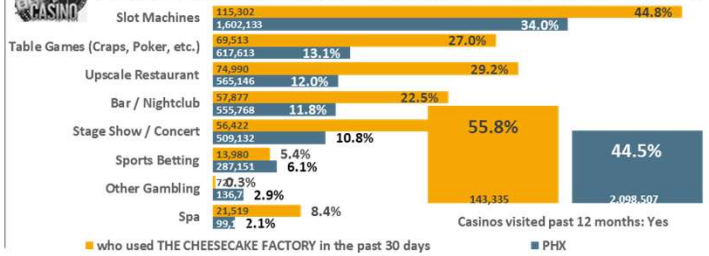
PHX 860,876 18.2%

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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

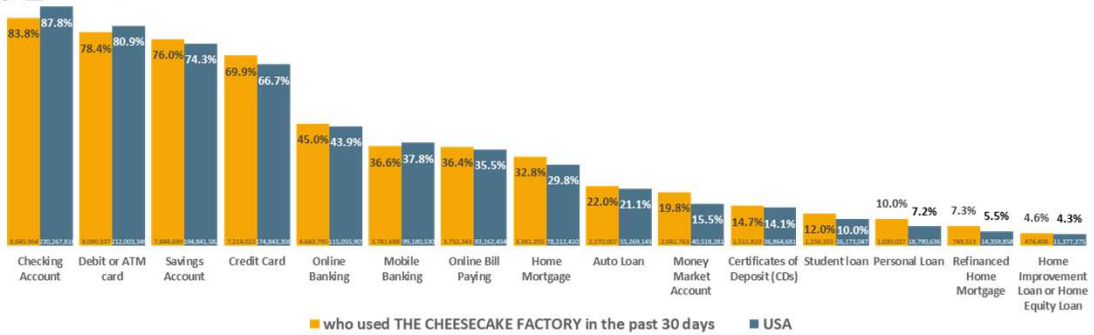


3.9% or 10,318,789 of USA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 13.5% more likely to have a 401K, 4.4% more likely to have an Auto Loan, 52.4% more likely to Invest/Trade Stocks Online, 2.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



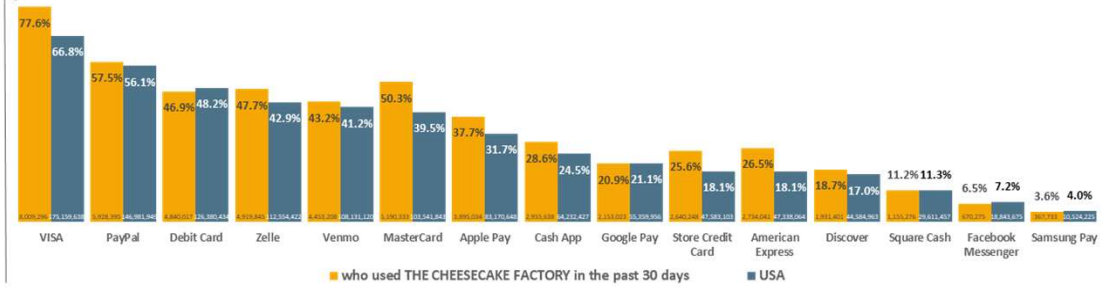
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

Sit-down restaurants used past 30 days: The Cheesecake Factory

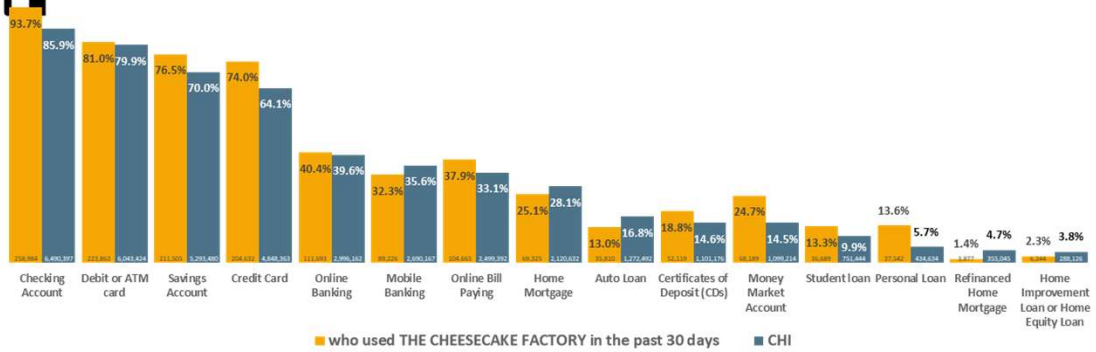


3.7% or 276,507 of CHI DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 6.3% less likely to have a 401K, 23.1% less likely to have an Auto Loan, 108.1% more likely to Invest/Trade Stocks Online, 14.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



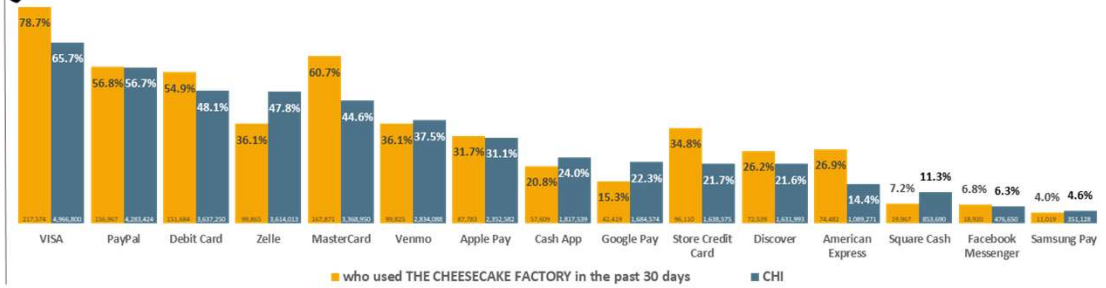
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

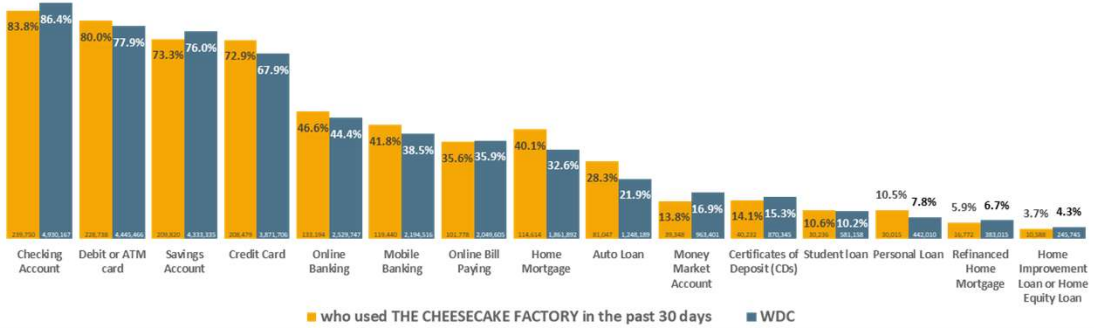
Sit-down restaurants used past 30 days: The Cheesecake Factory

5.% or 286,070 of WDC DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 9.2% more likely to have a 401K, 29.4% more likely to have an Auto Loan, 37.3% more likely to Invest/Trade Stocks Online, 5.1% more likely to pay with their Debit Card.

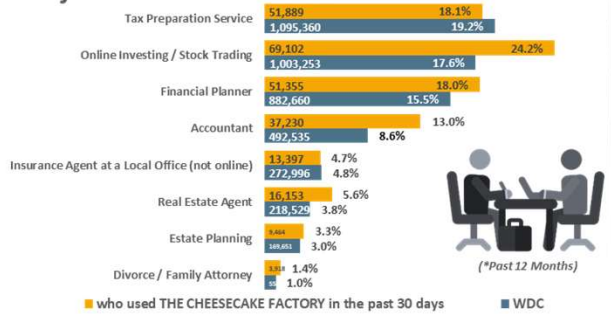
Investments Owned: Adults 18 or older



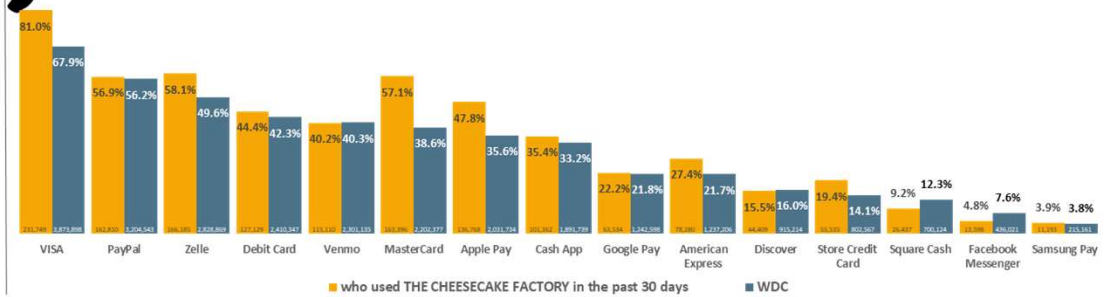
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

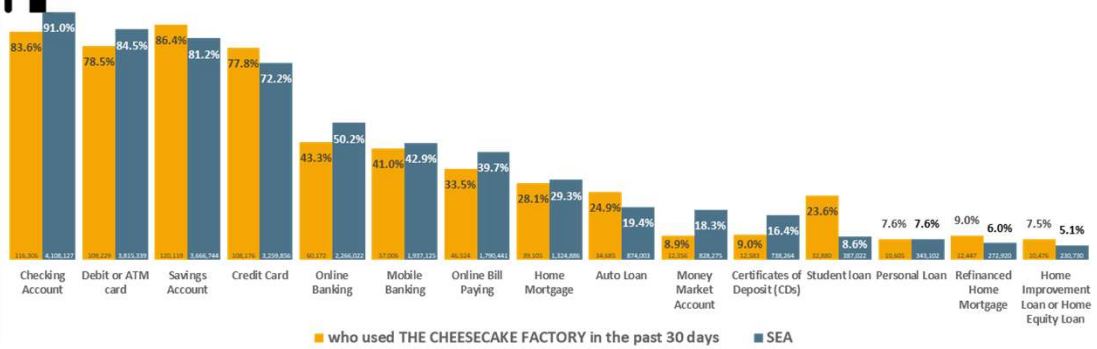
The Cheesecake Factory — SEA

3.1% or 139,071 of SEA DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 44.9% more likely to have a 401K, 28.8% more likely to have an Auto Loan, 14.7% less 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

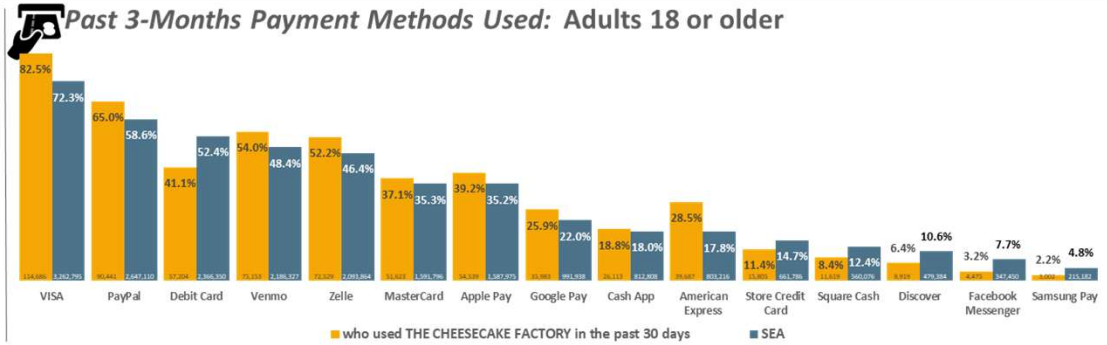


Professional Services Used:* Adults 18 or older



(*Past 12 Months)

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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

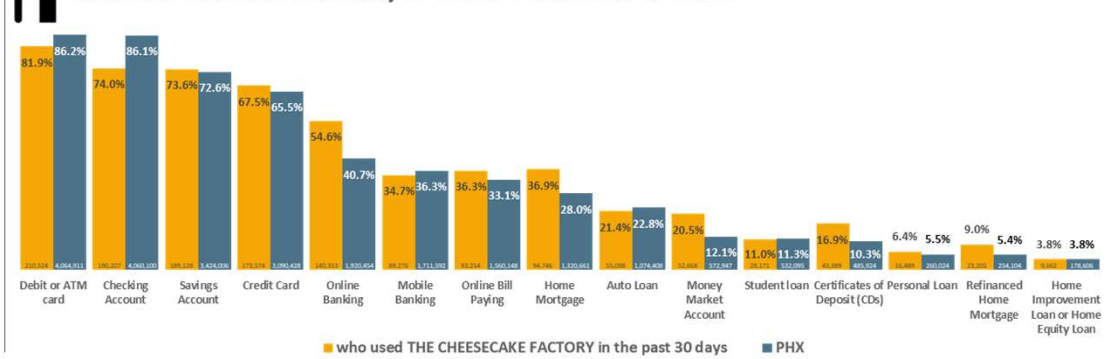
The Cheesecake Factory — PHX

5.4% or 257,096 of PHX DMA Adults 18 or older used THE CHEESECAKE FACTORY in the past 30 days. Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days are 31.6% more likely to have a 401K, 5.9% less likely to have an Auto Loan, 87.8% more likely to Invest/Trade Stocks Online, 3.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



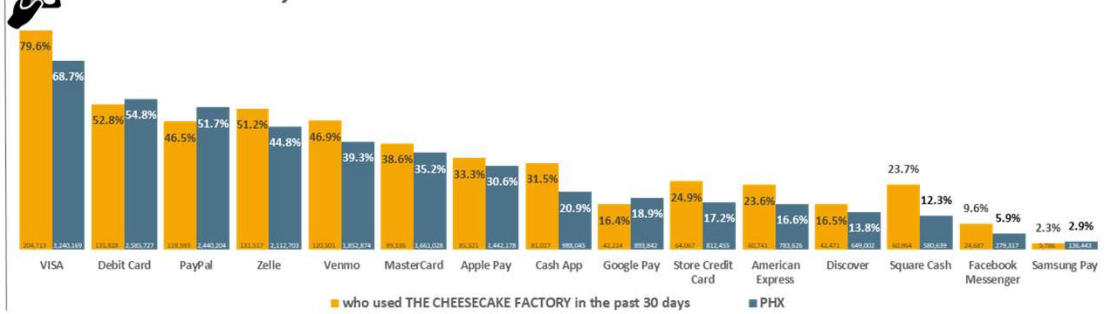
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

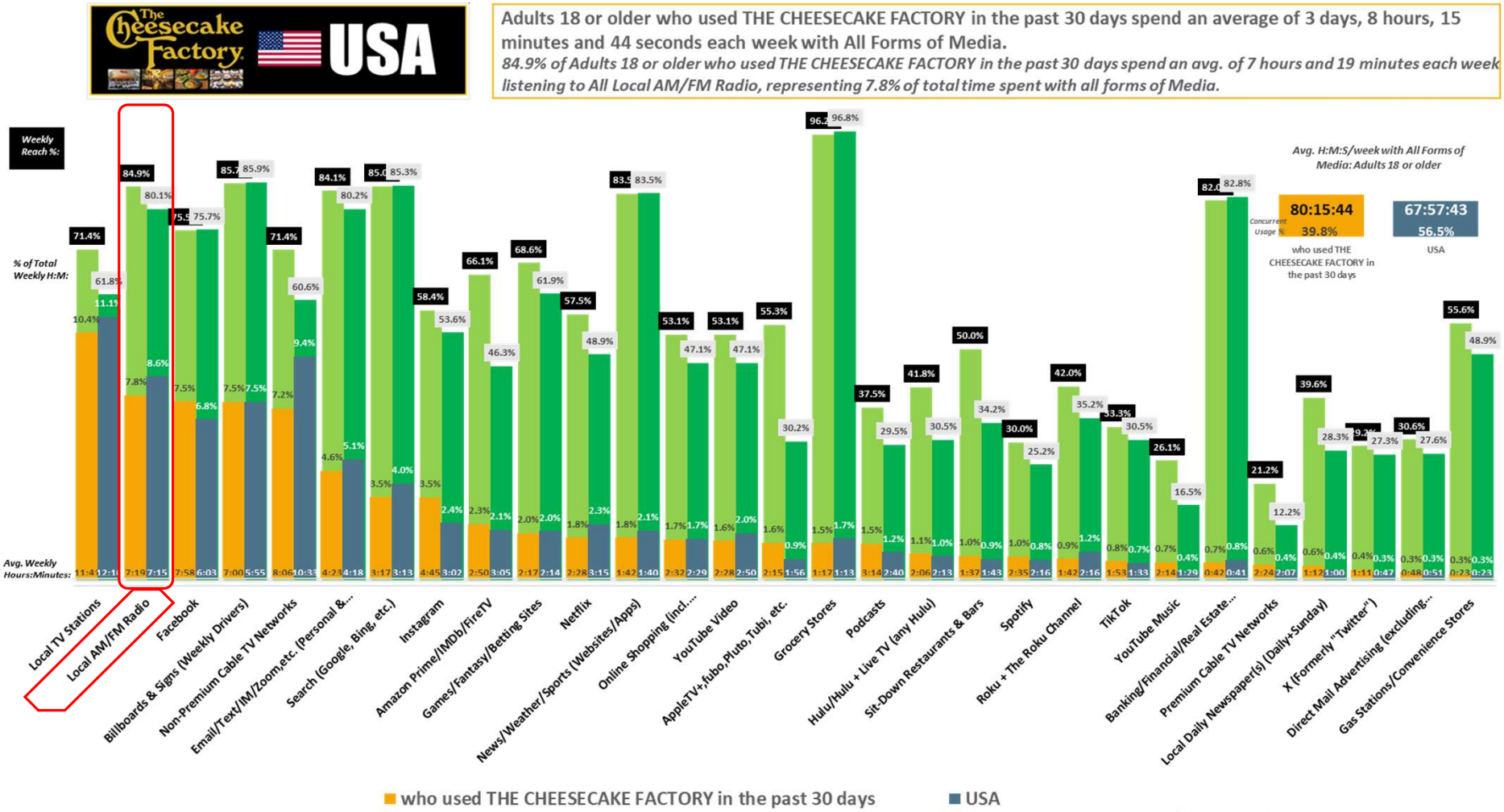


Past 3-Months Payment Methods Used: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

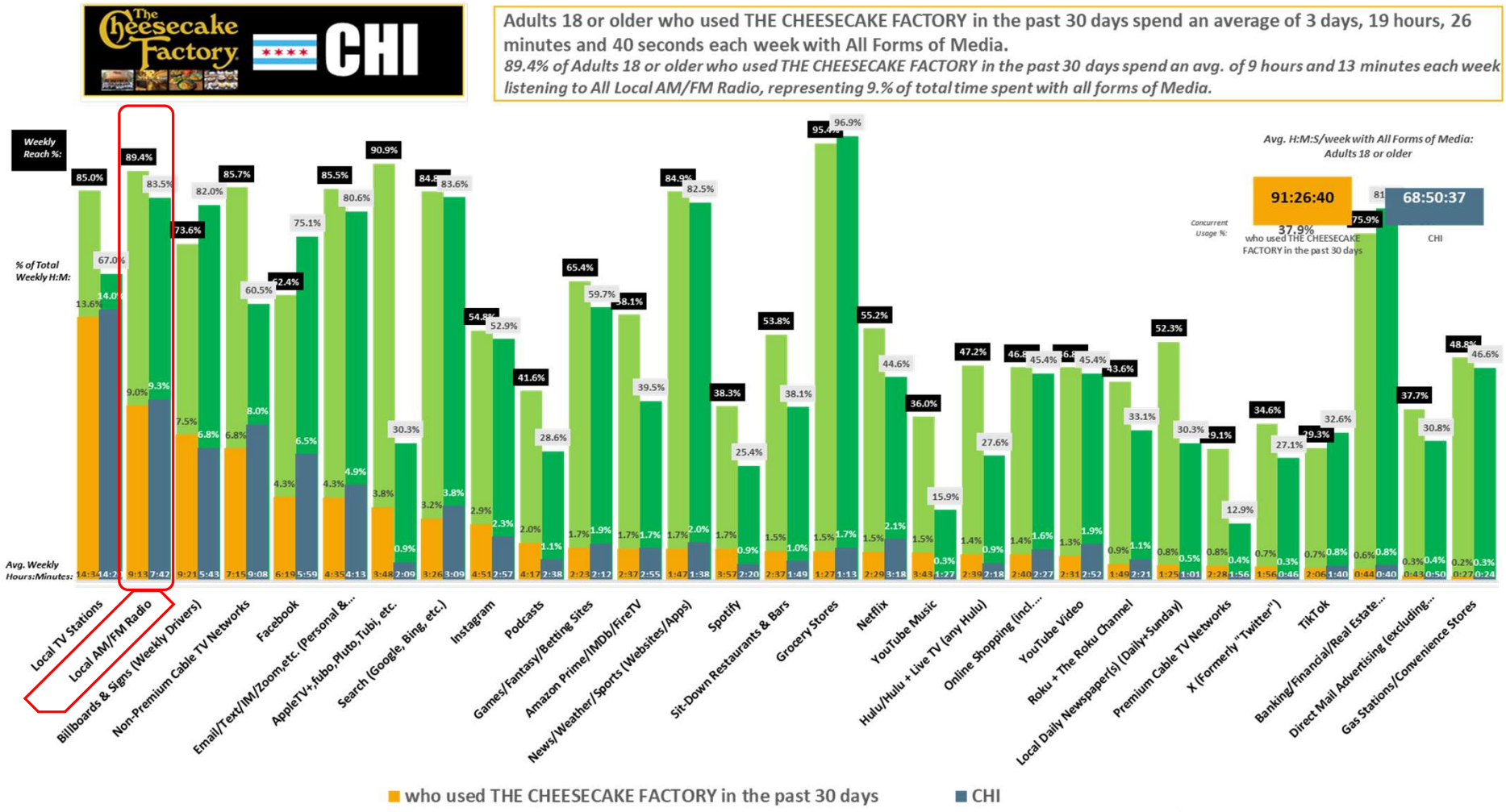


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

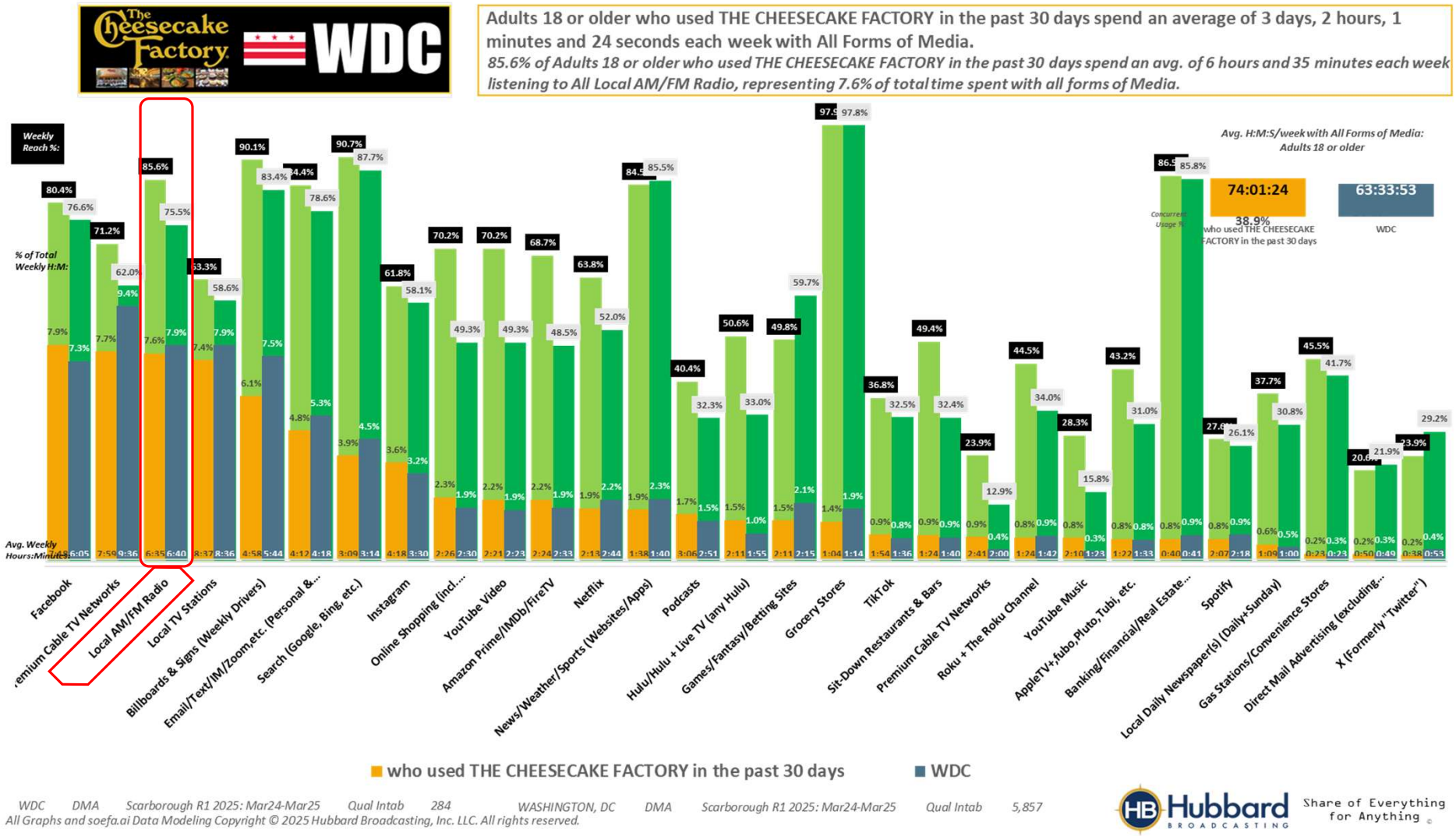


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

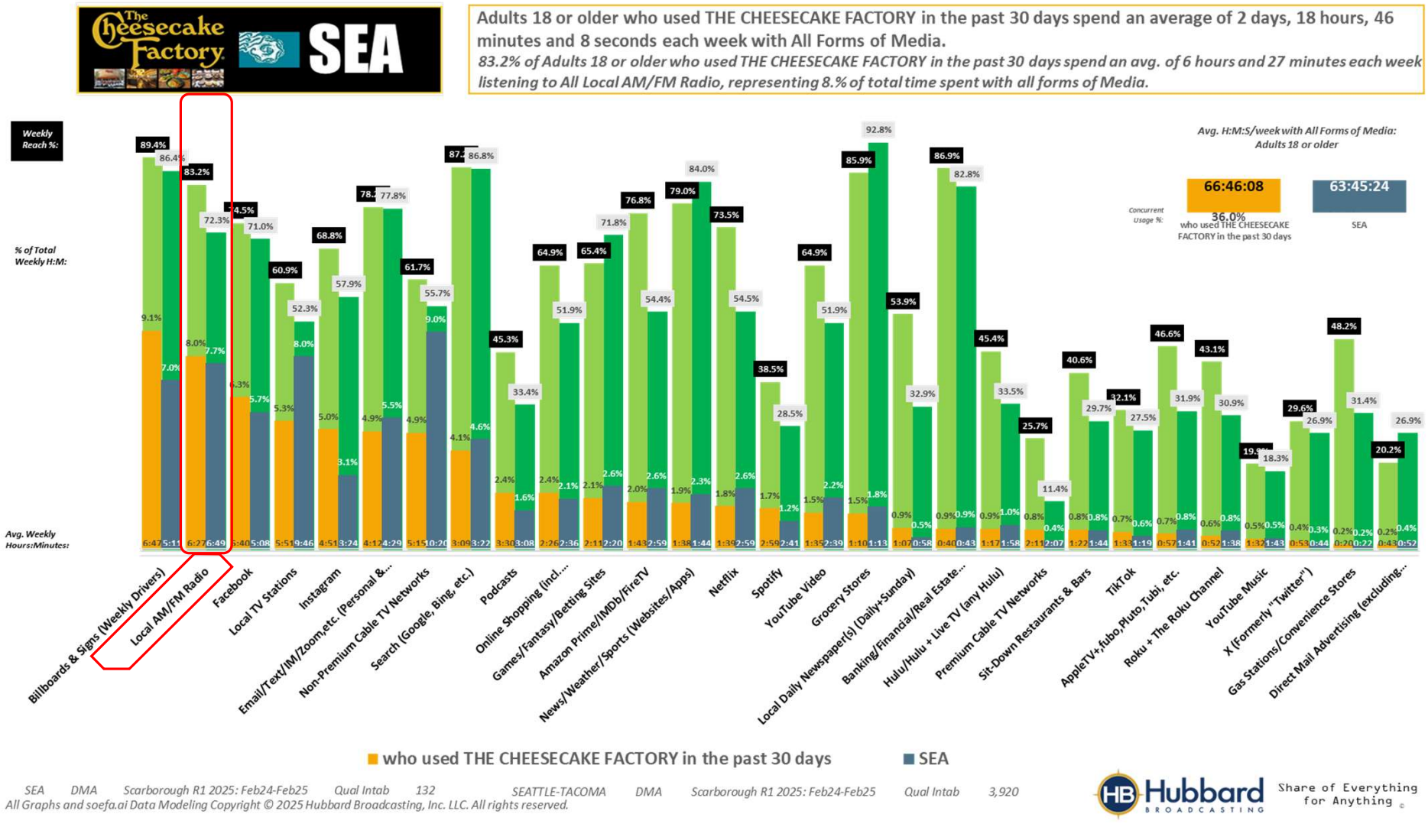


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

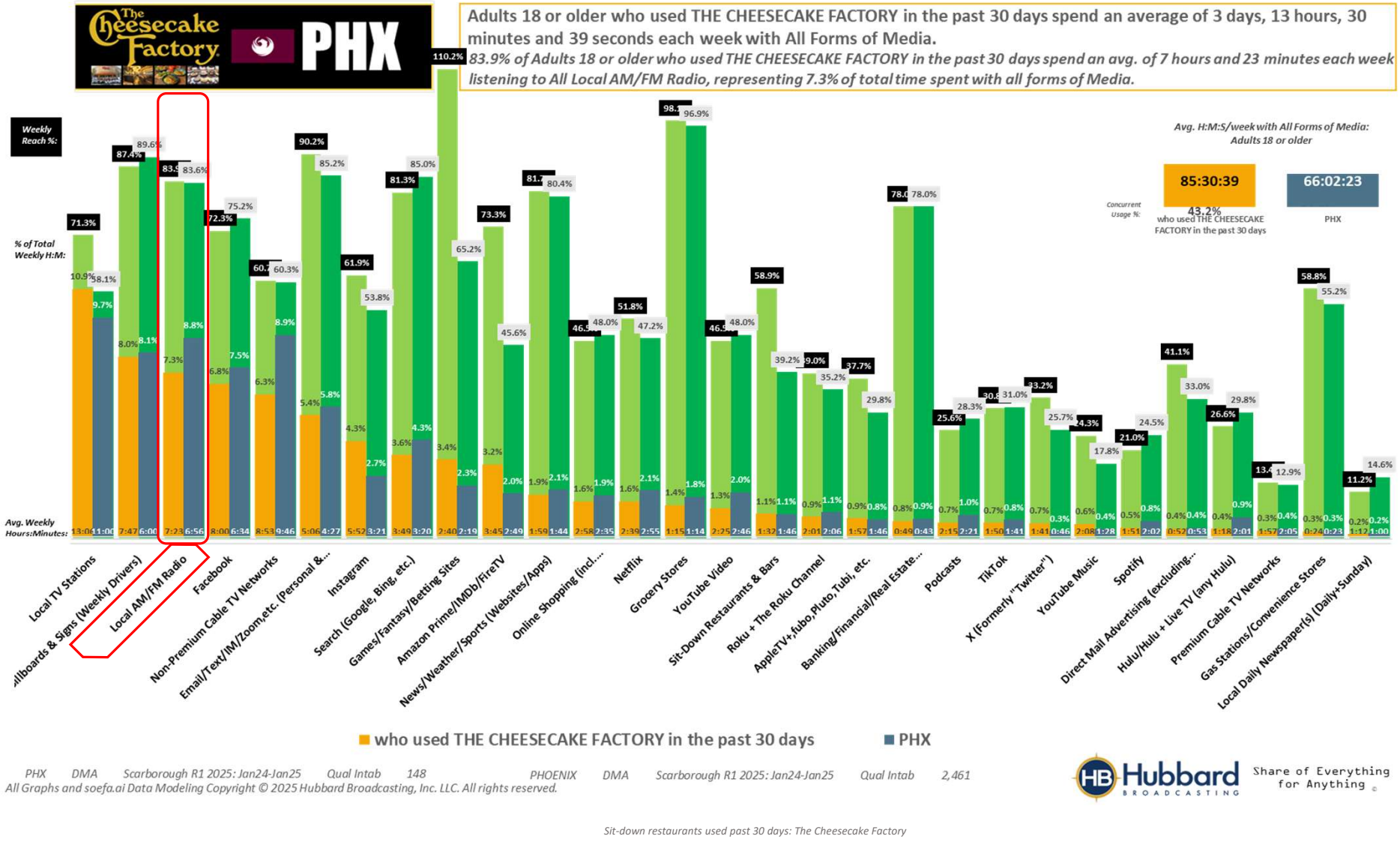


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

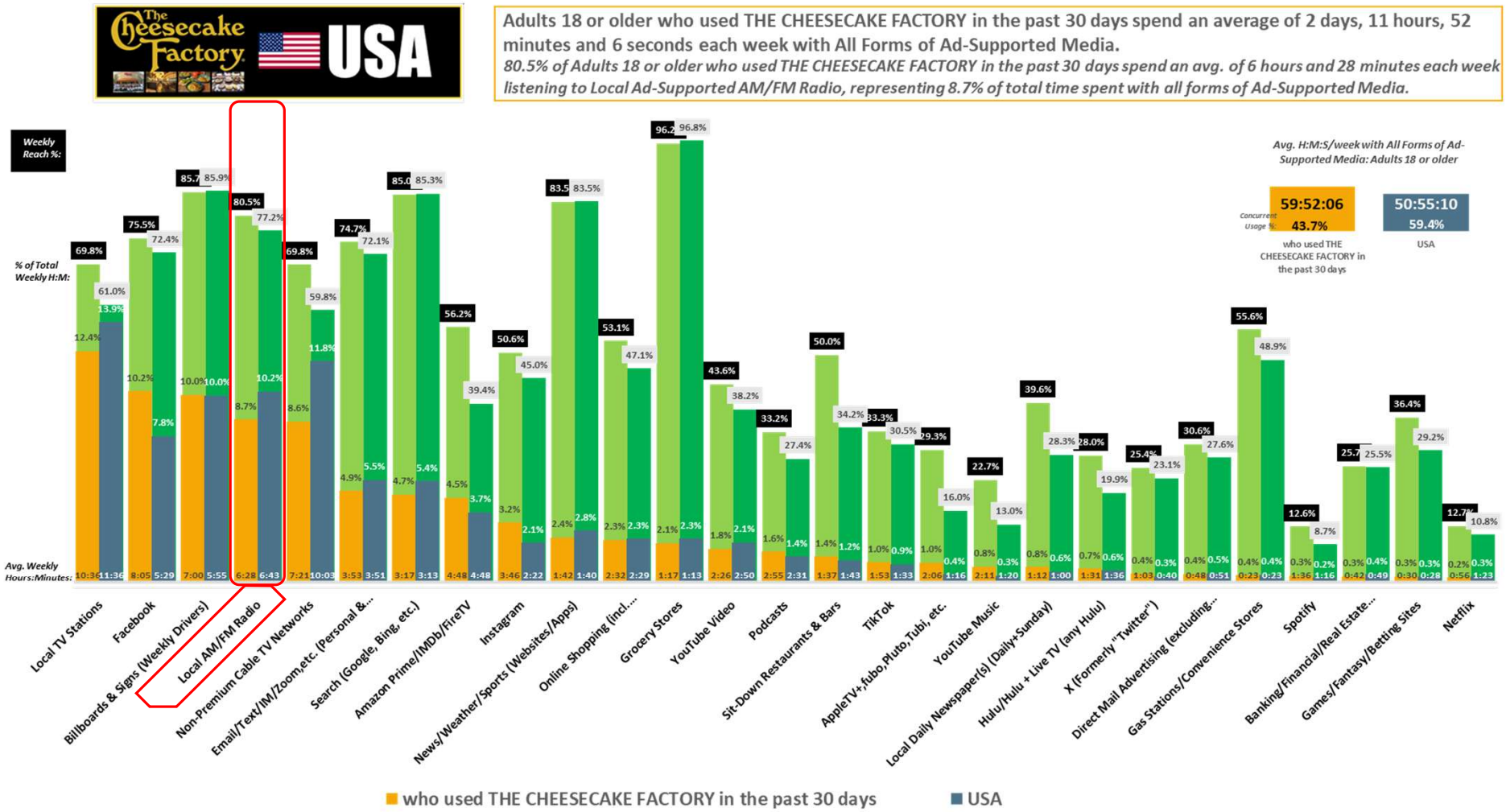


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

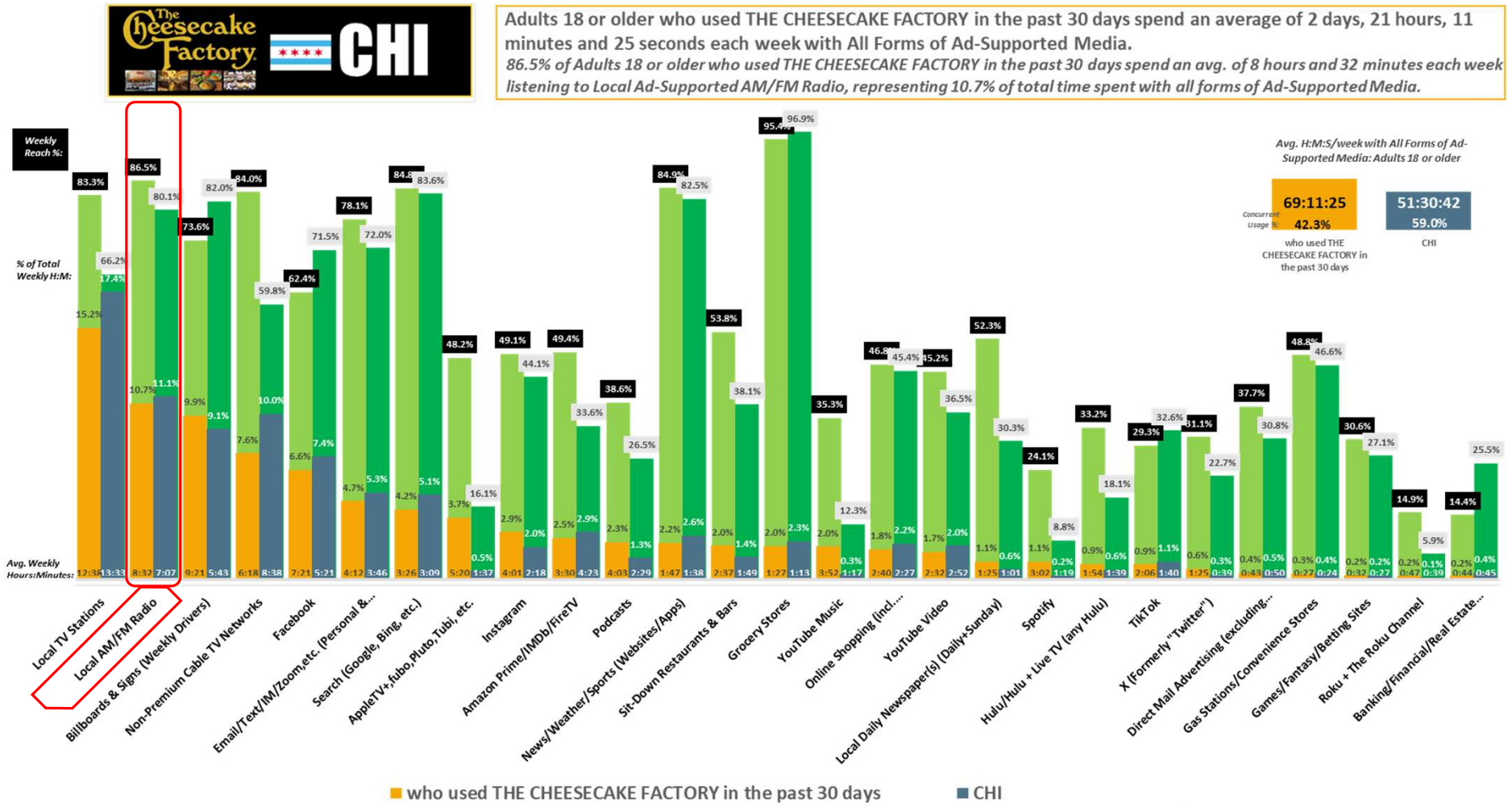


USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

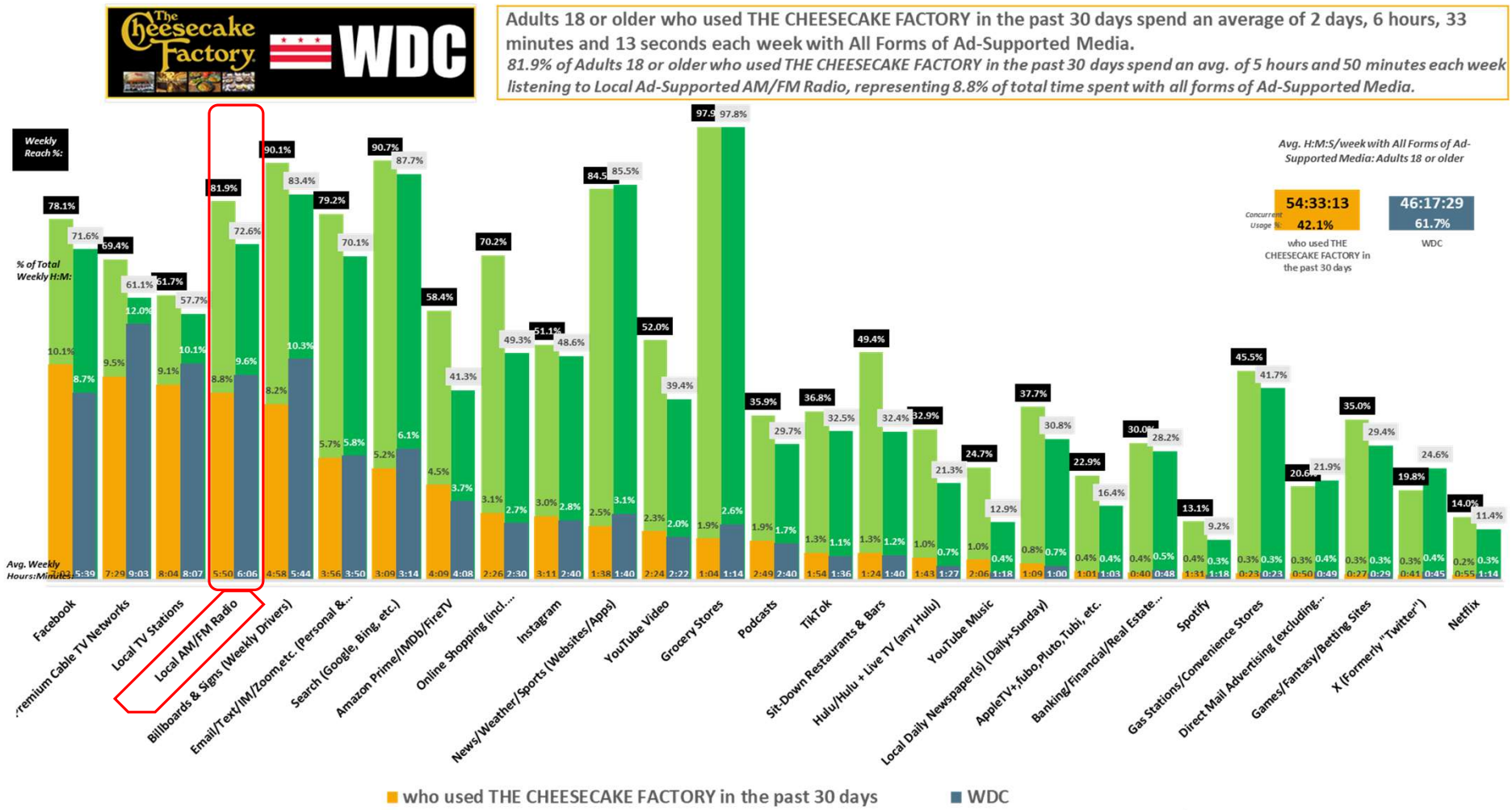


CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

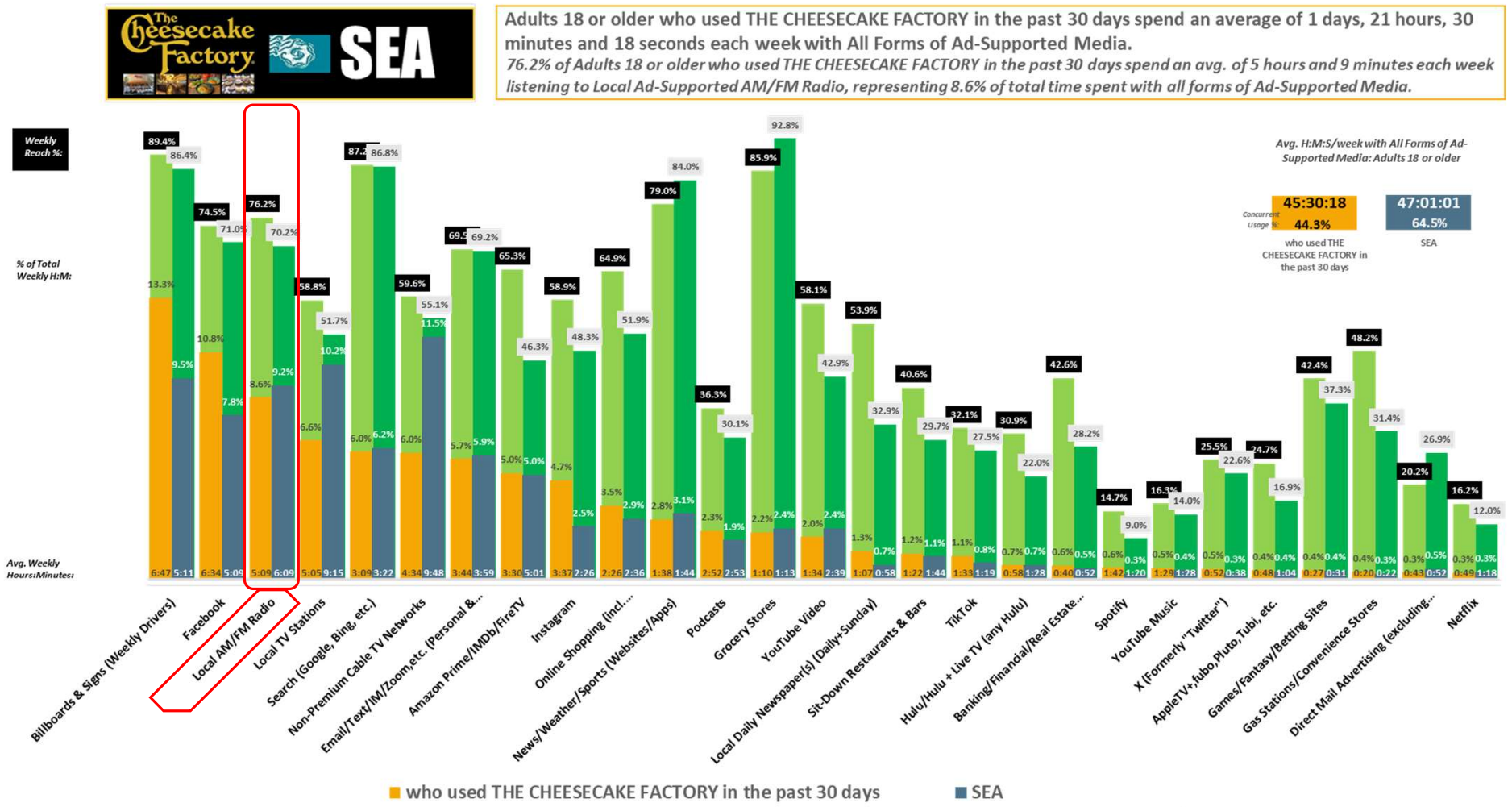


WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

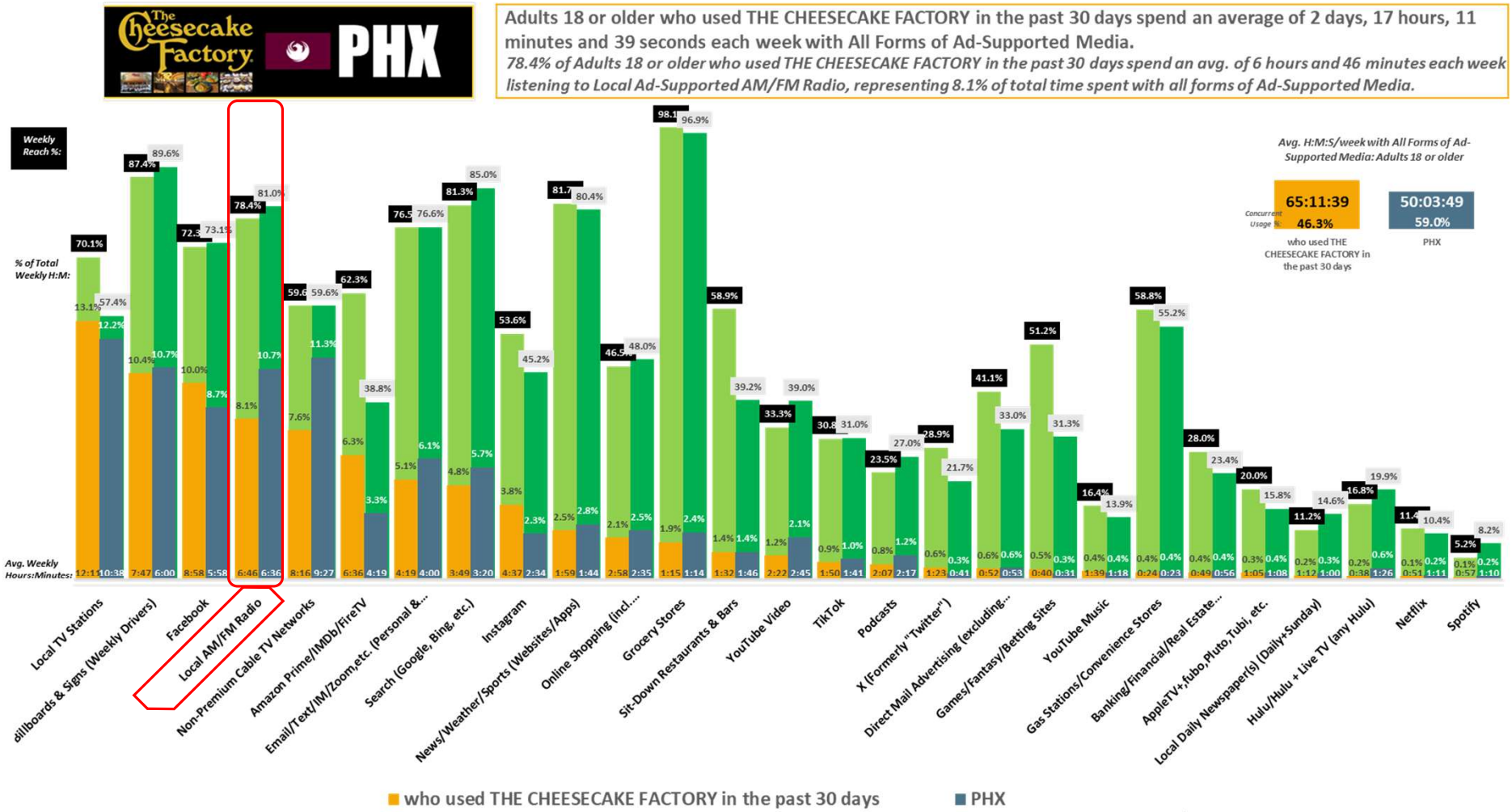


SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

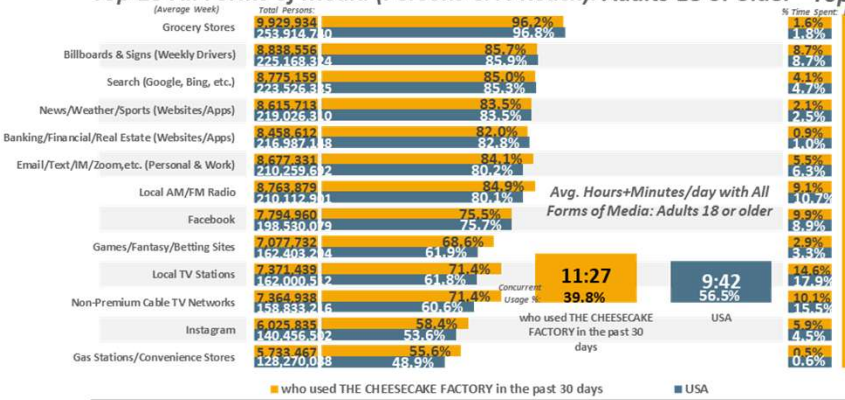
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

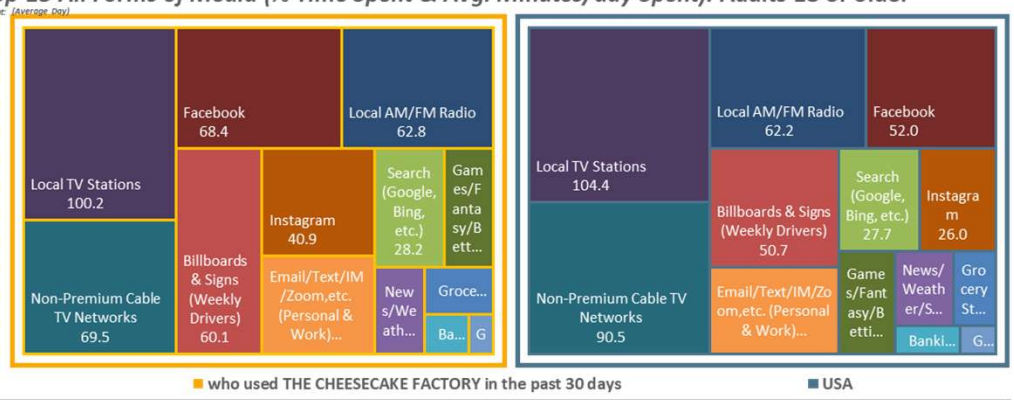
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 8 hours and 33 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 55.4 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

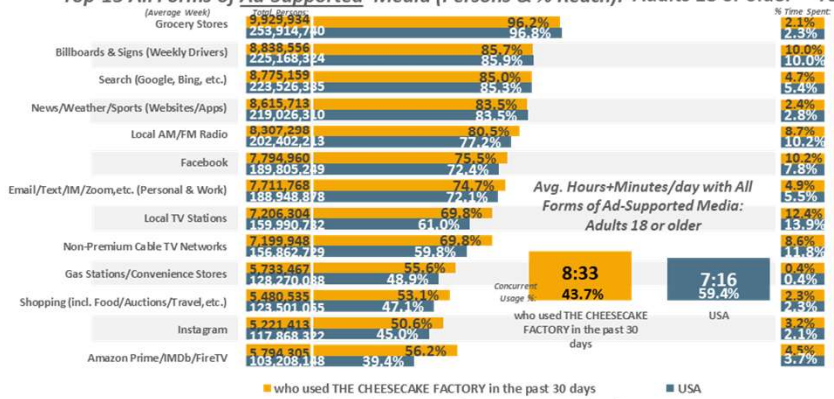
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



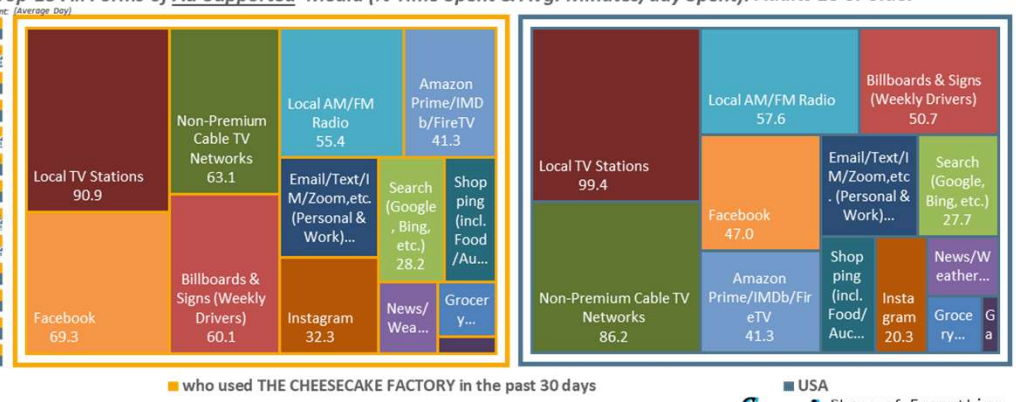
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

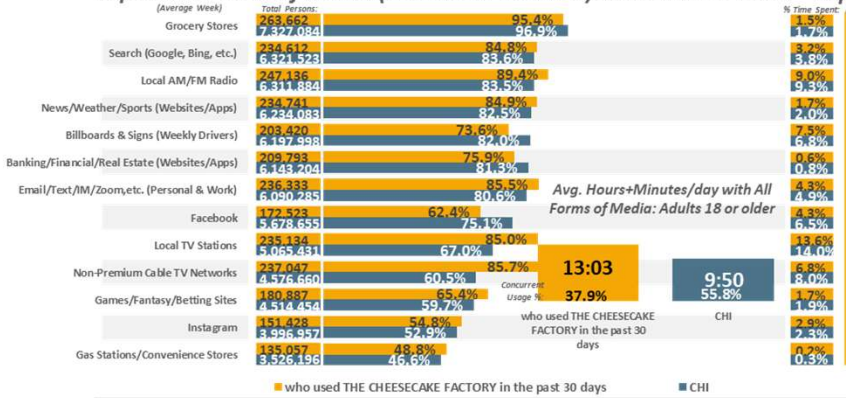
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

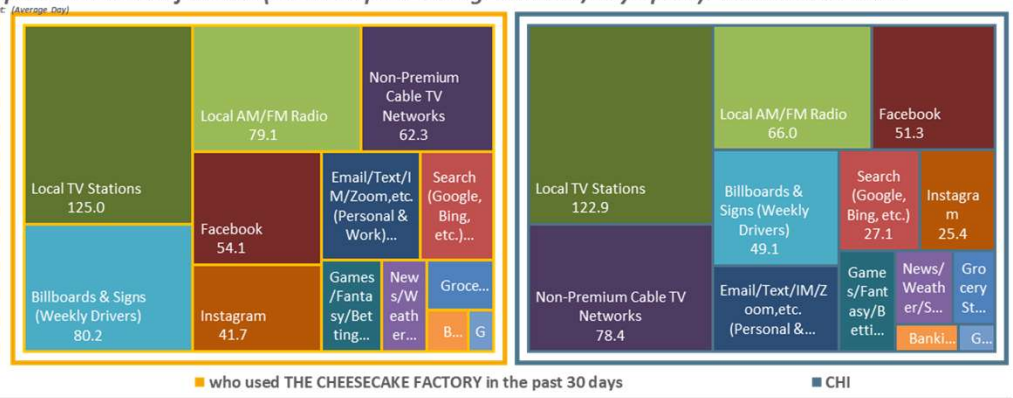
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 9 hours and 53 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 73.1 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

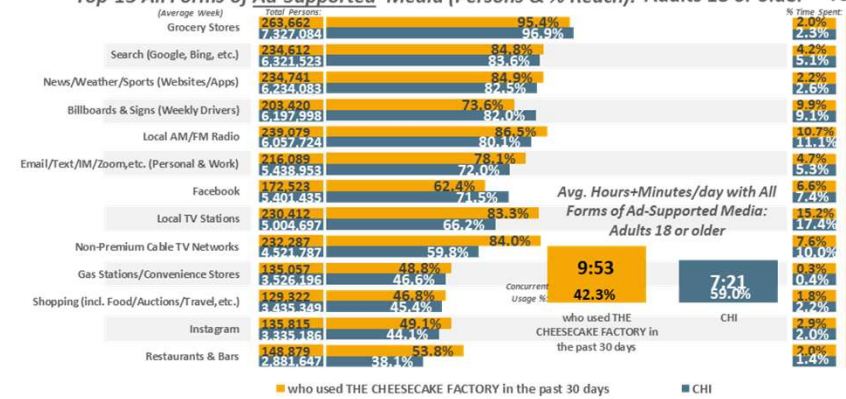
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



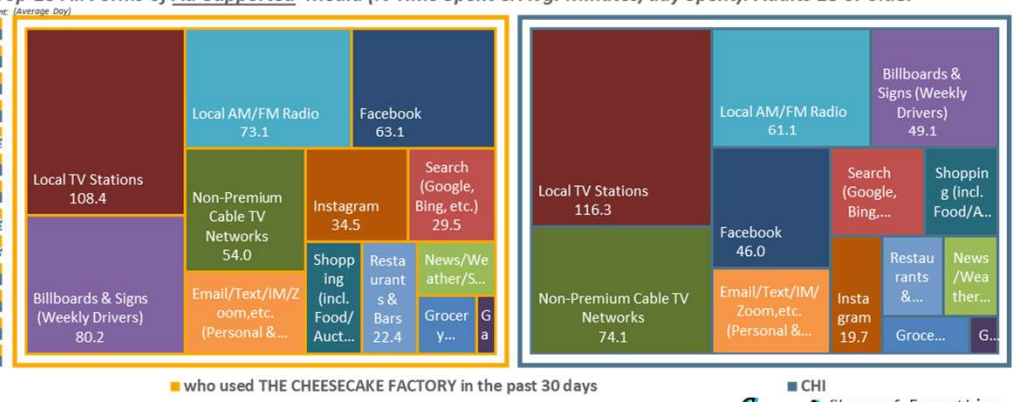
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

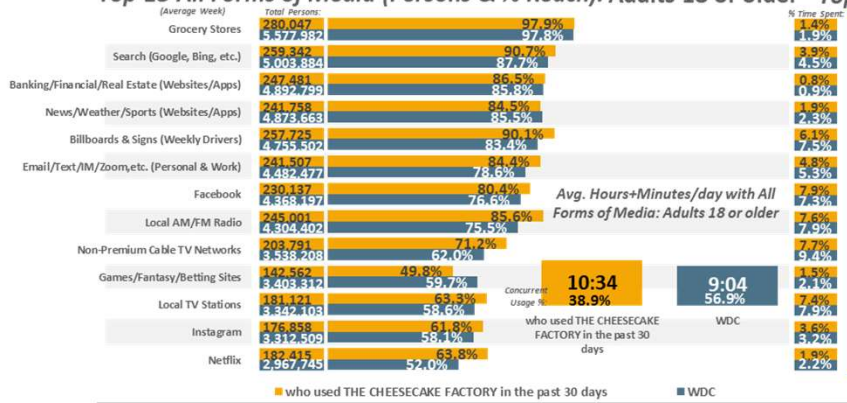
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

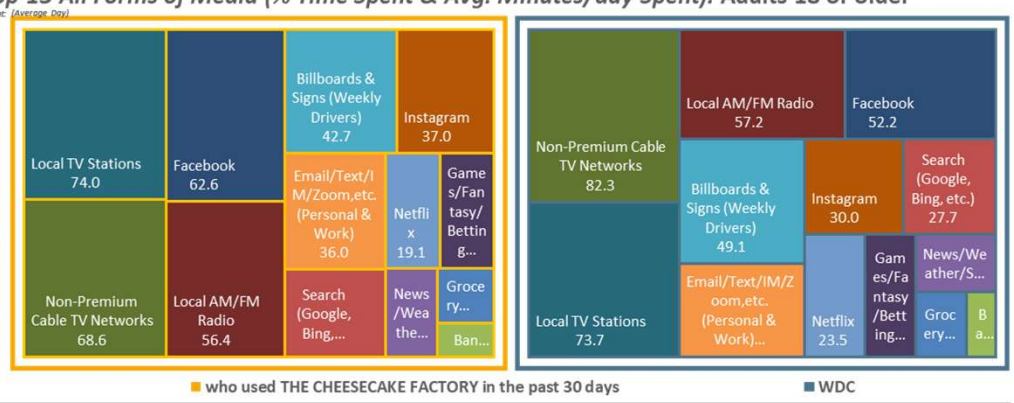
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 50. minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

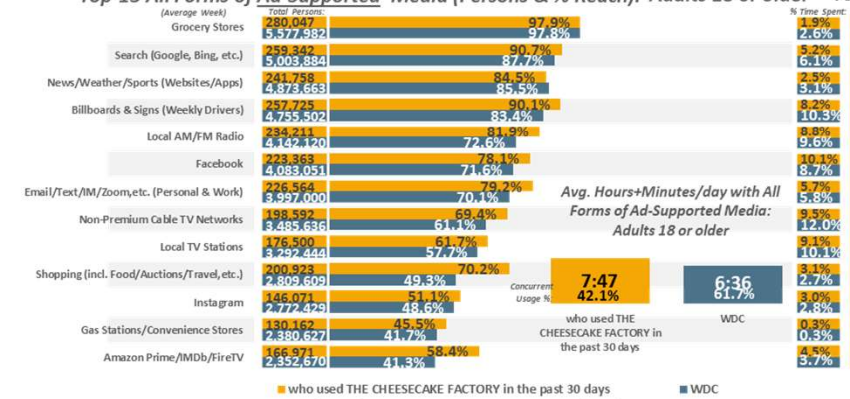
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



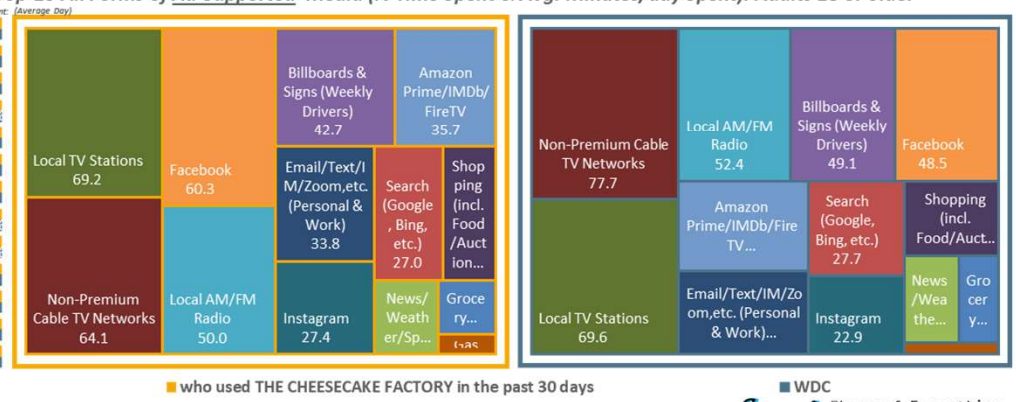
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

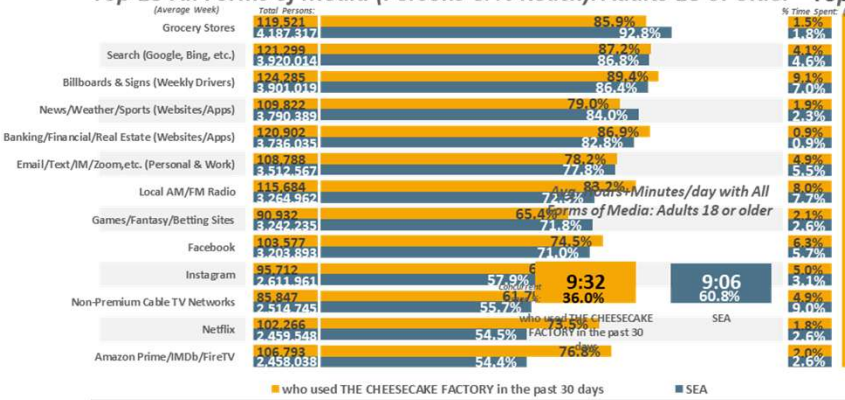
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

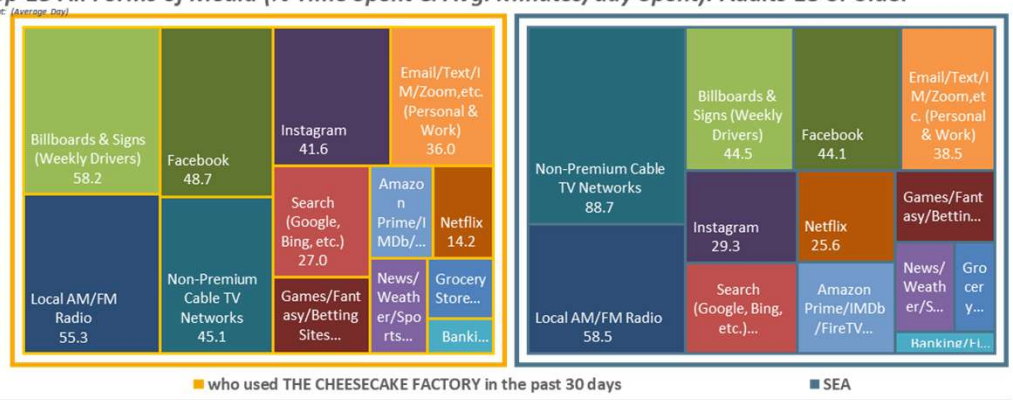
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 44.2 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

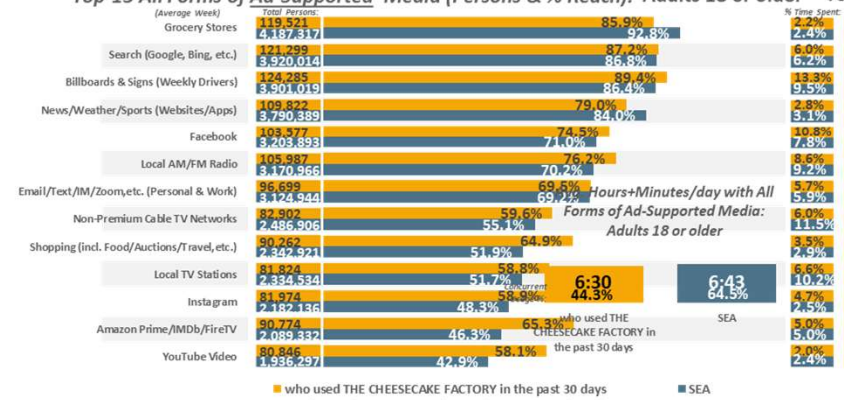
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



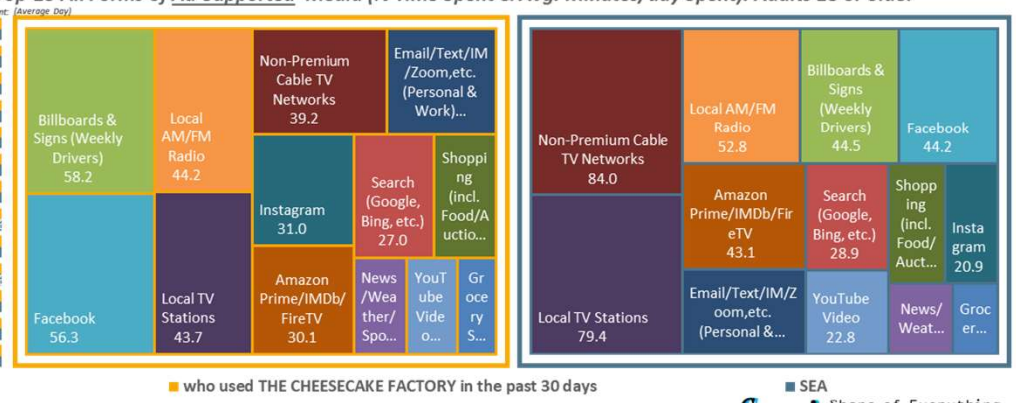
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

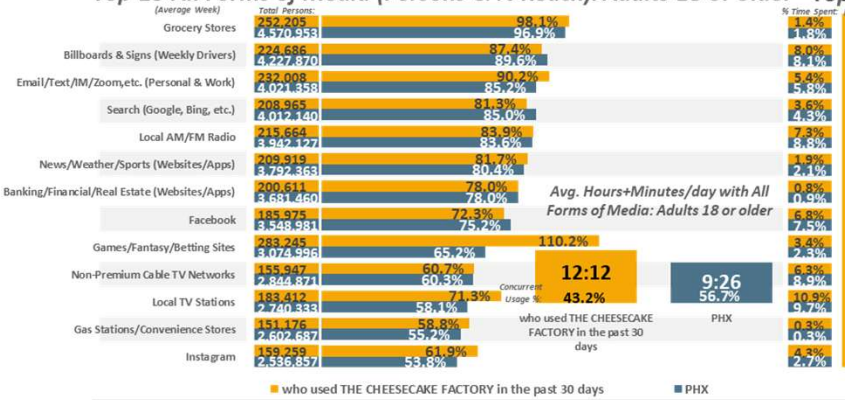
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

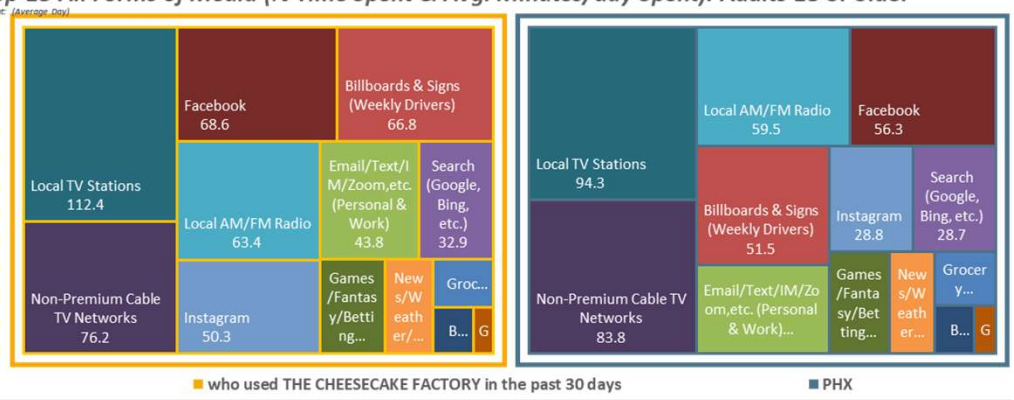
Sit-down restaurants used past 30 days: The Cheesecake Factory

Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 9 hours and 18 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 58. minutes/day. *(Local Radio delivers 8.1% of Time with Ad-Supported Media.)*

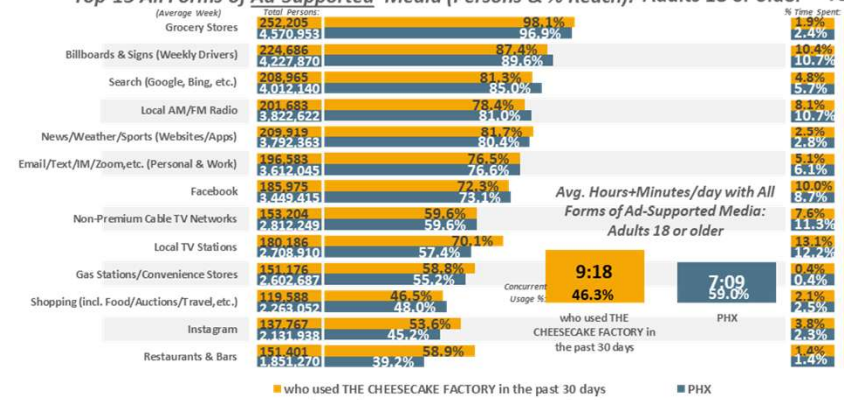
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

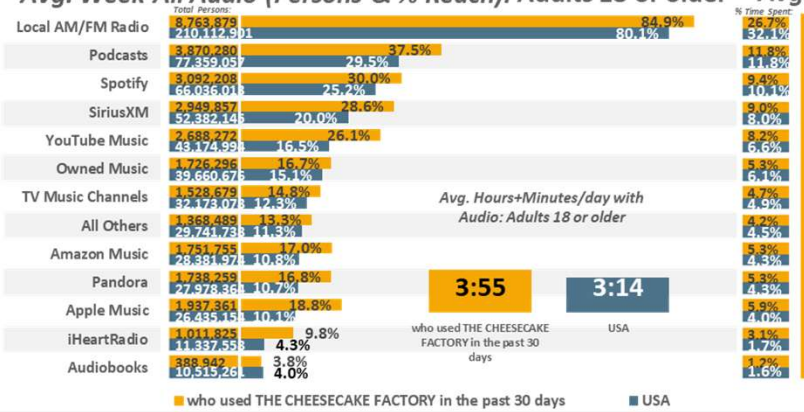
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

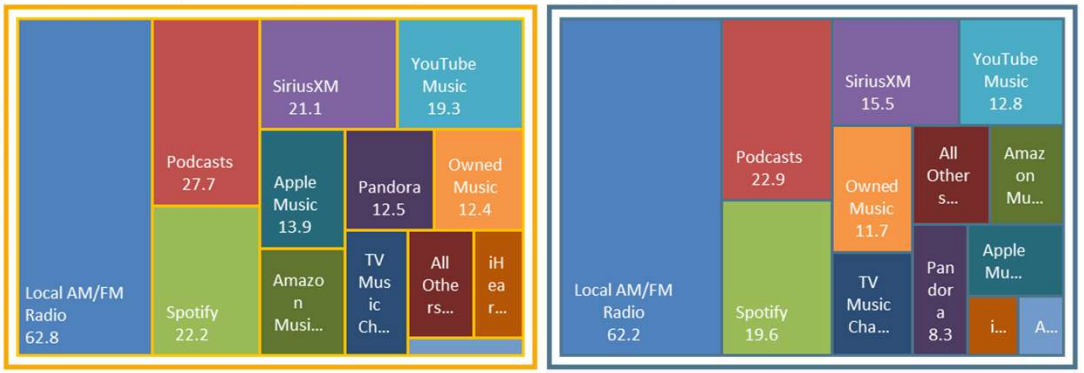
The Cheesecake Factory USA

8,307,298 or 80.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.

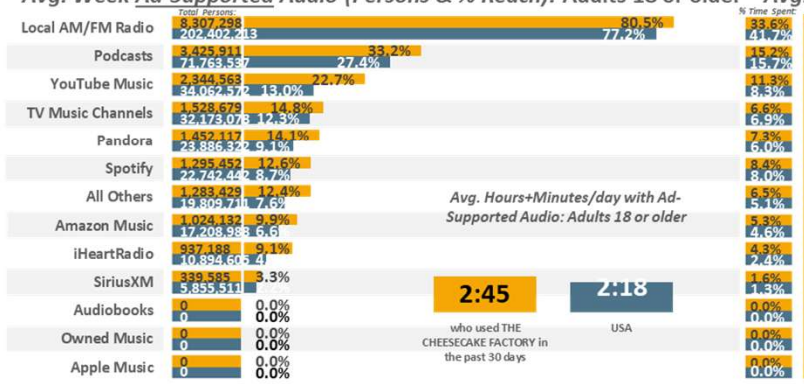
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



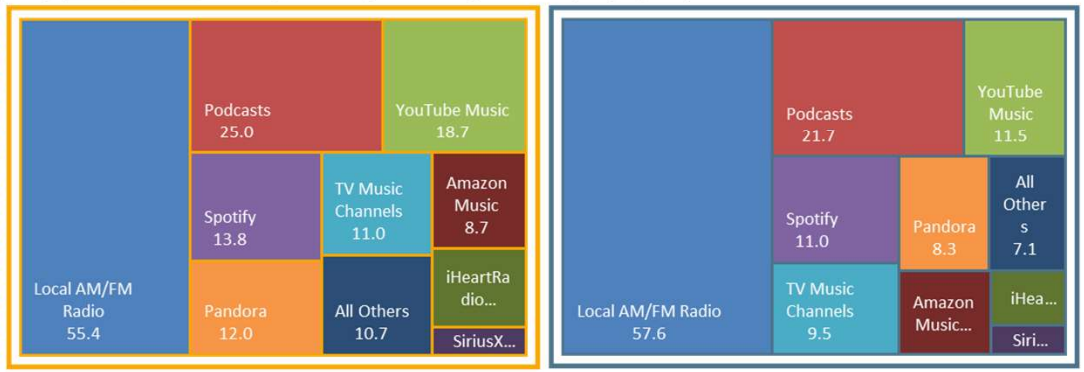
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

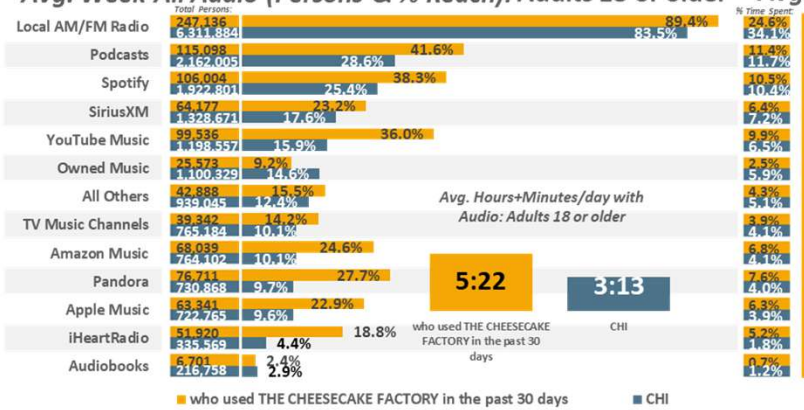
Scarborough R2 2025: Feb24-Jun25 USA Projection

soefa.ai Share of Everything for Anything

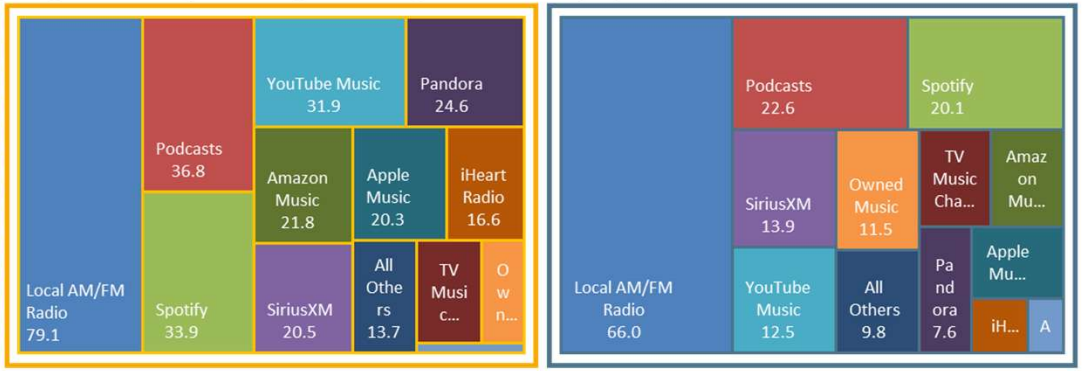
Sit-down restaurants used past 30 days: The Cheesecake Factory

239,079 or 86.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 27.2% of all time spent daily with Ad-Supported Audio.

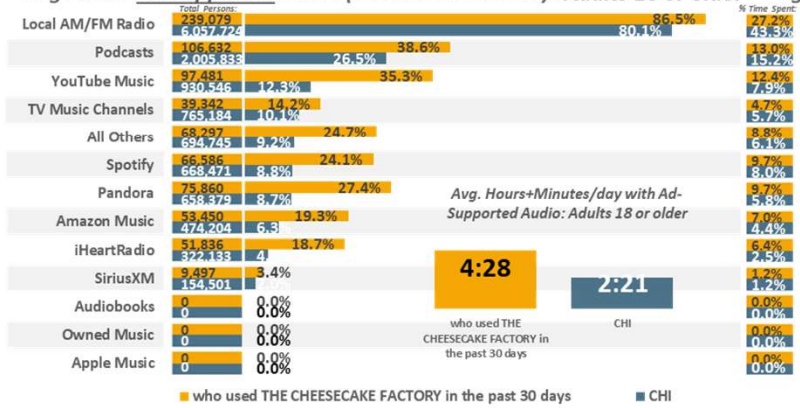
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



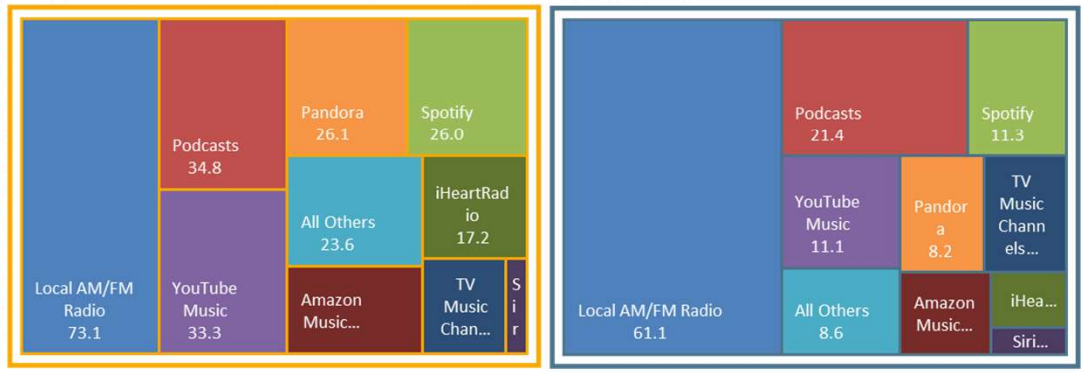
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

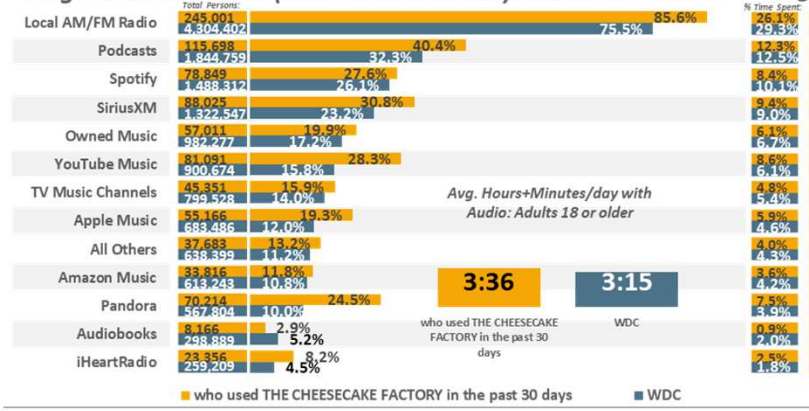
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

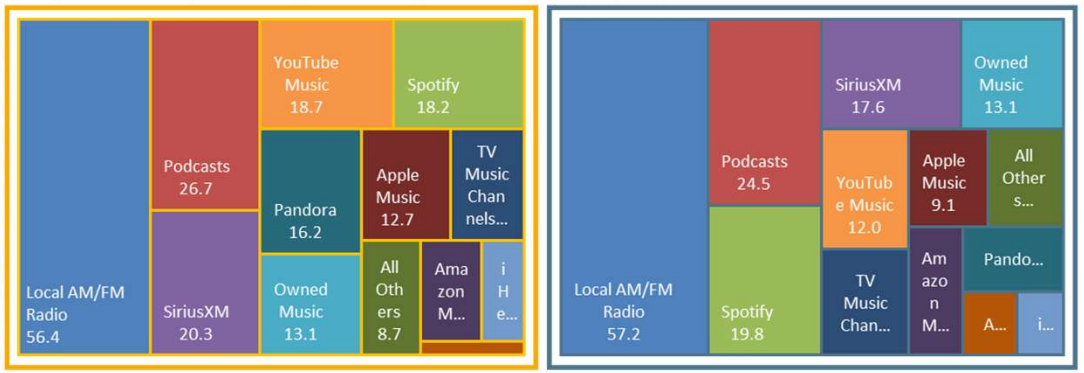
Sit-down restaurants used past 30 days: The Cheesecake Factory

234,211 or 81.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50. minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.

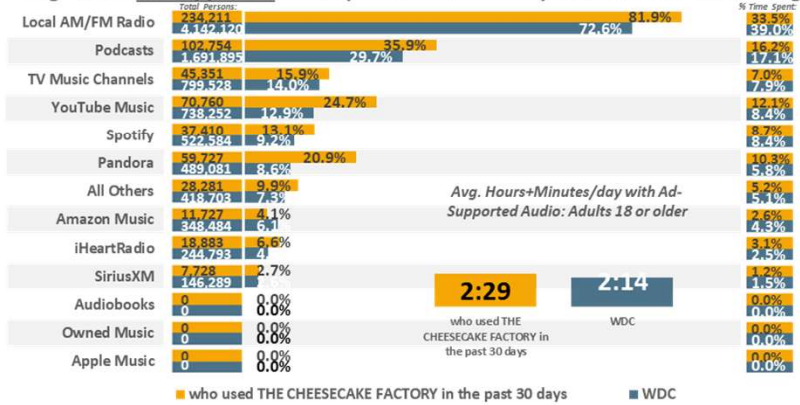
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



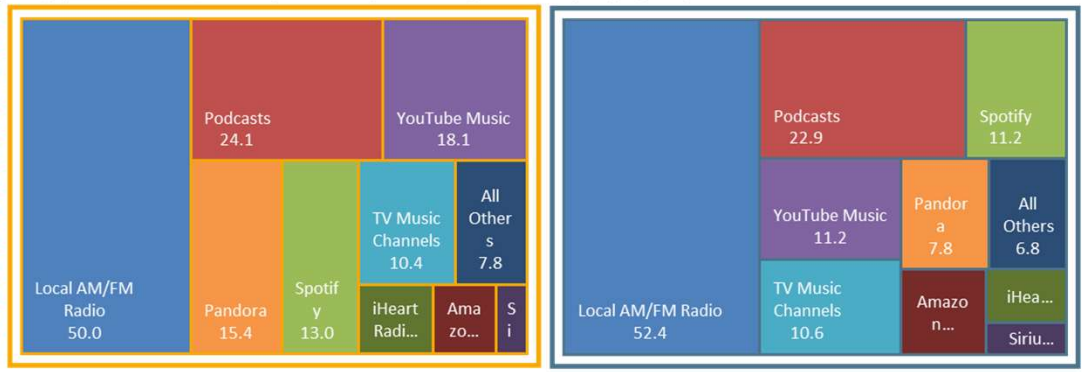
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

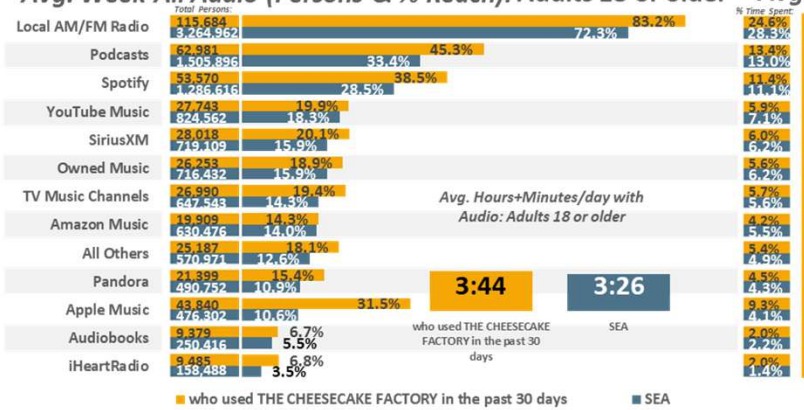
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory

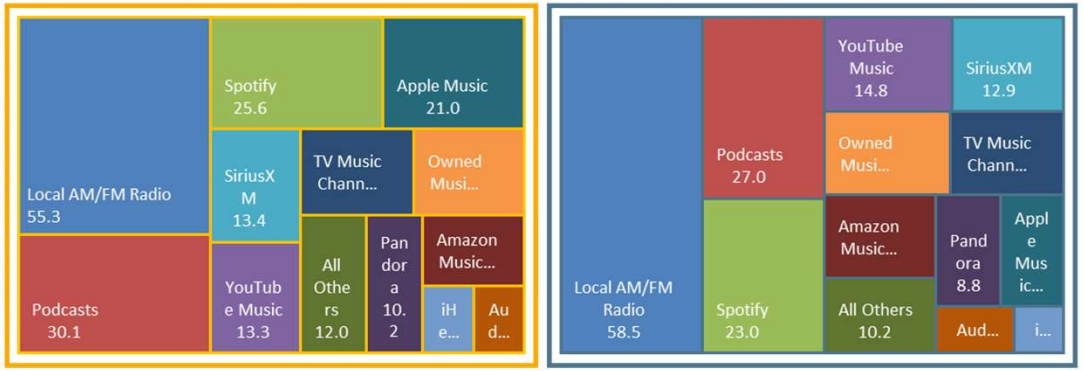
The Cheesecake Factory **SEA**

105,987 or 76.2% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 44.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.

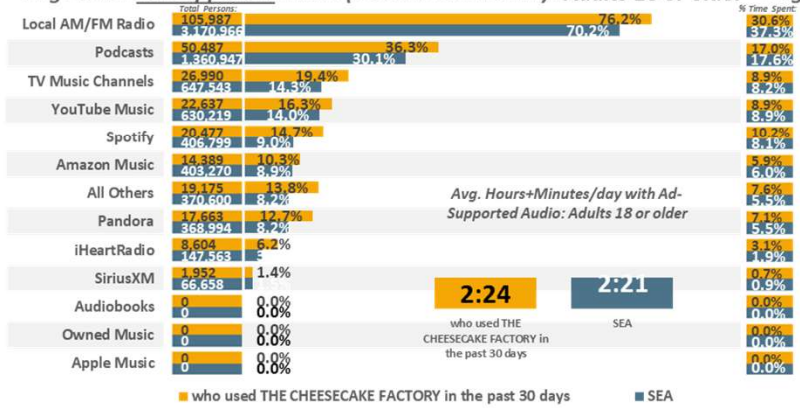
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



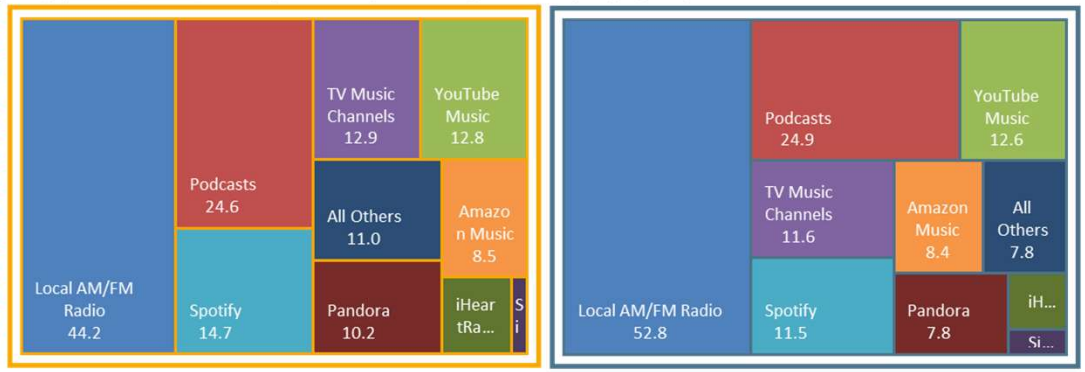
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

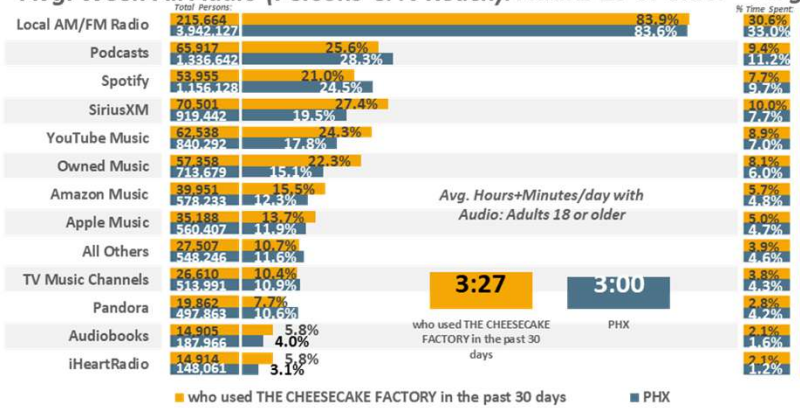
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

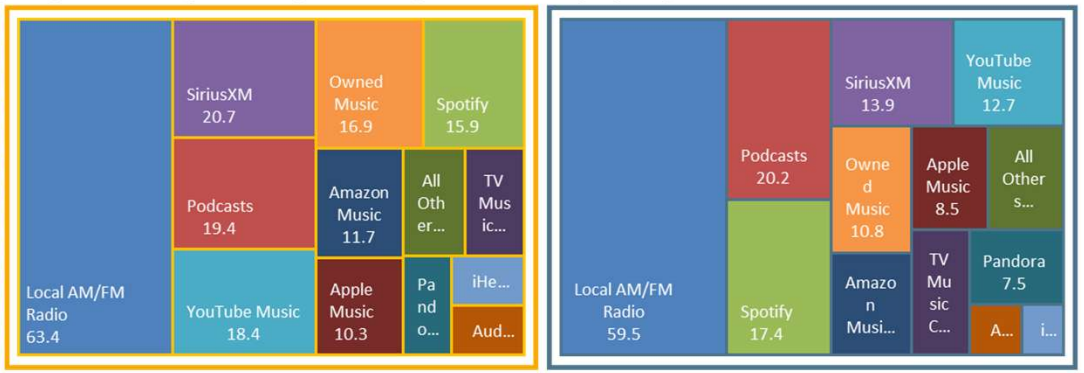
Sit-down restaurants used past 30 days: The Cheesecake Factory

201,683 or 78.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

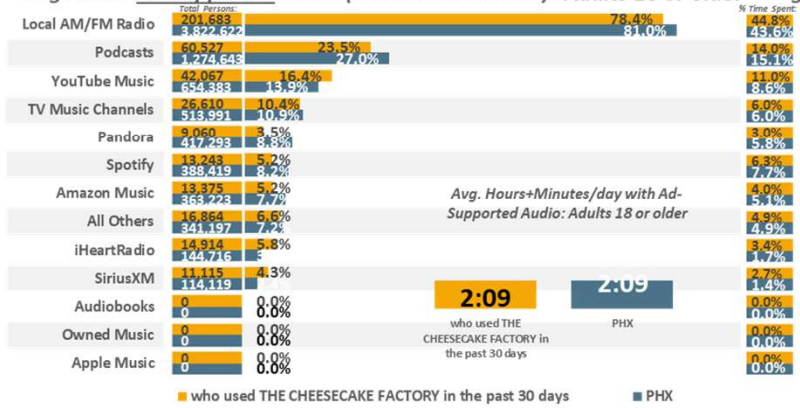
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



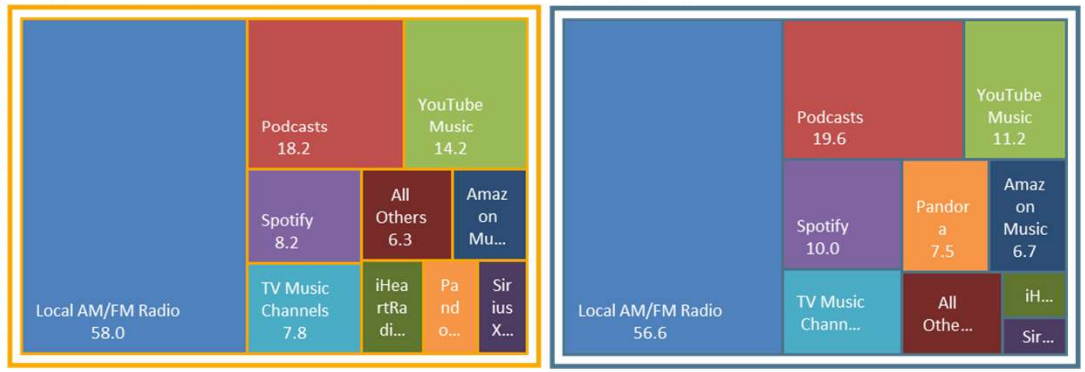
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

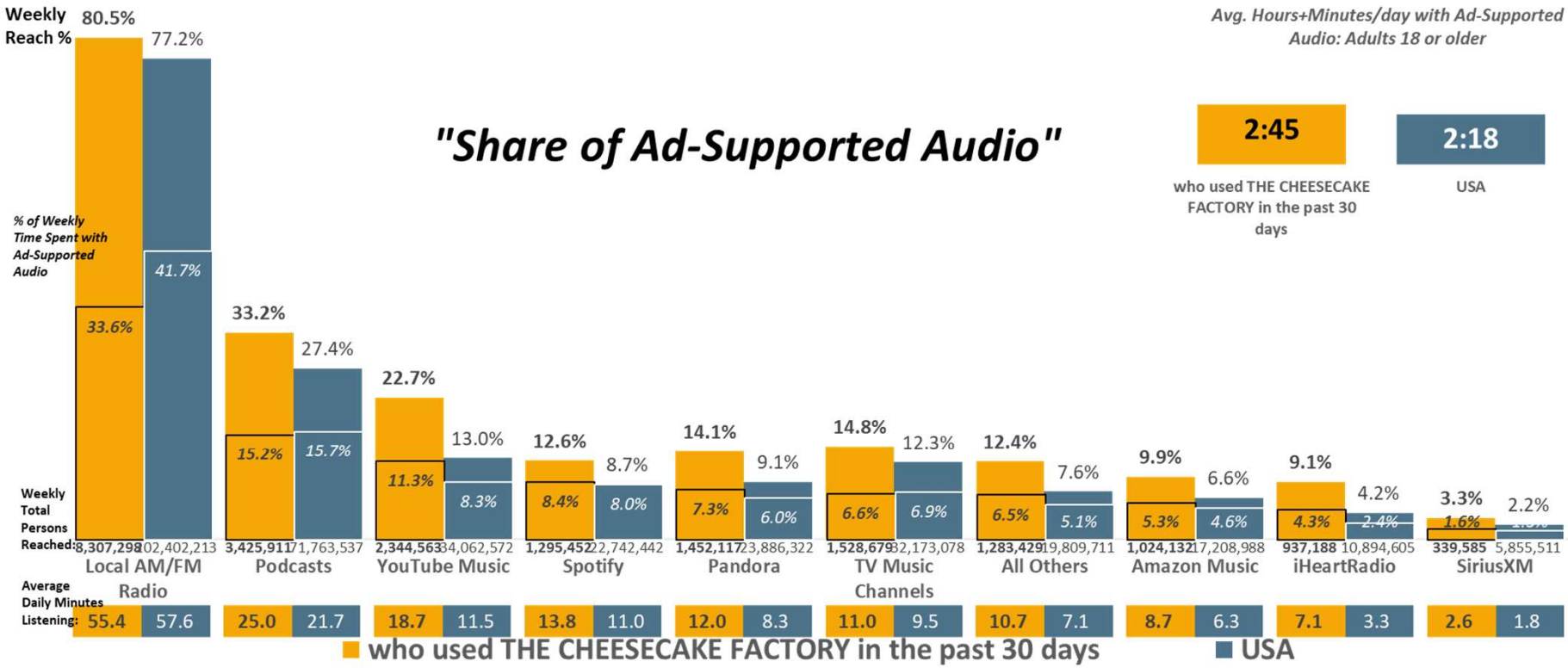
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory



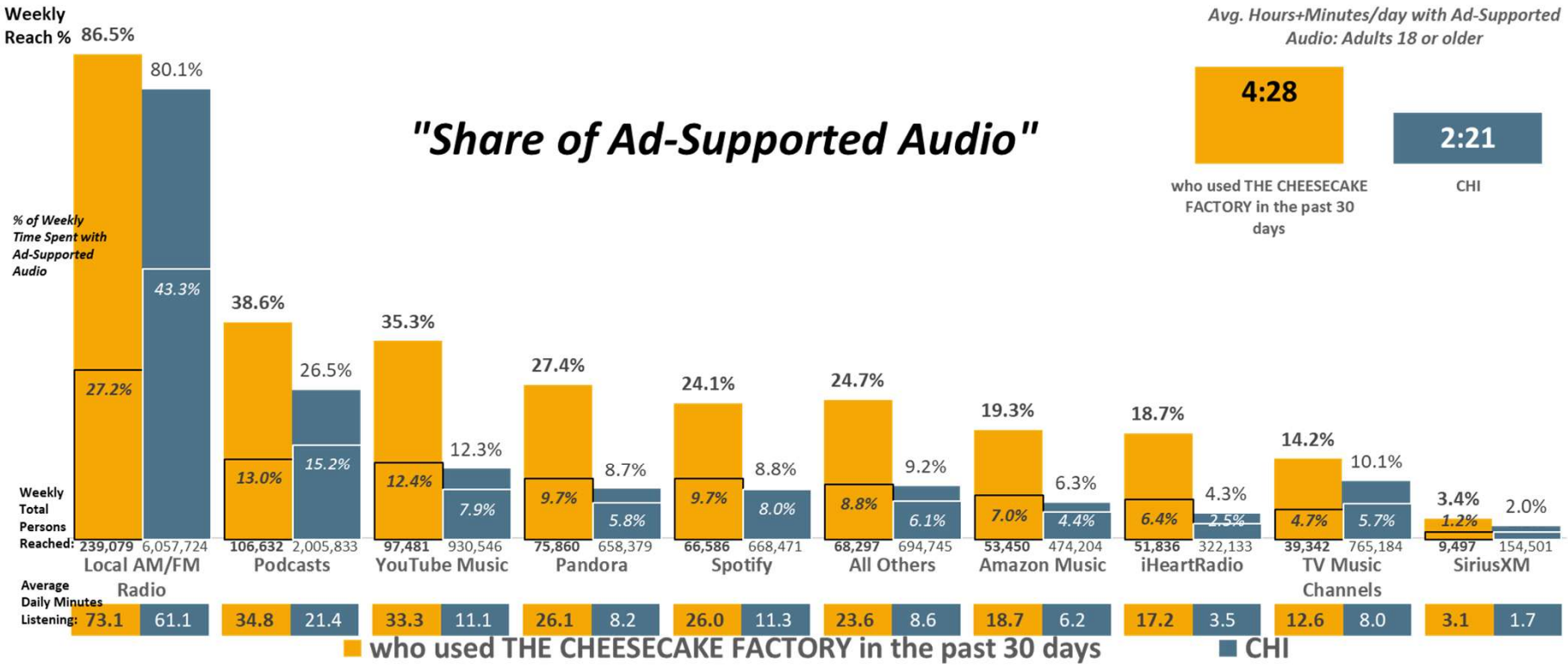
8,307,298 or 80.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 55.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

239,079 or 86.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 73.1 minutes every day representing 27.2% of all time spent daily with Ad-Supported Audio.



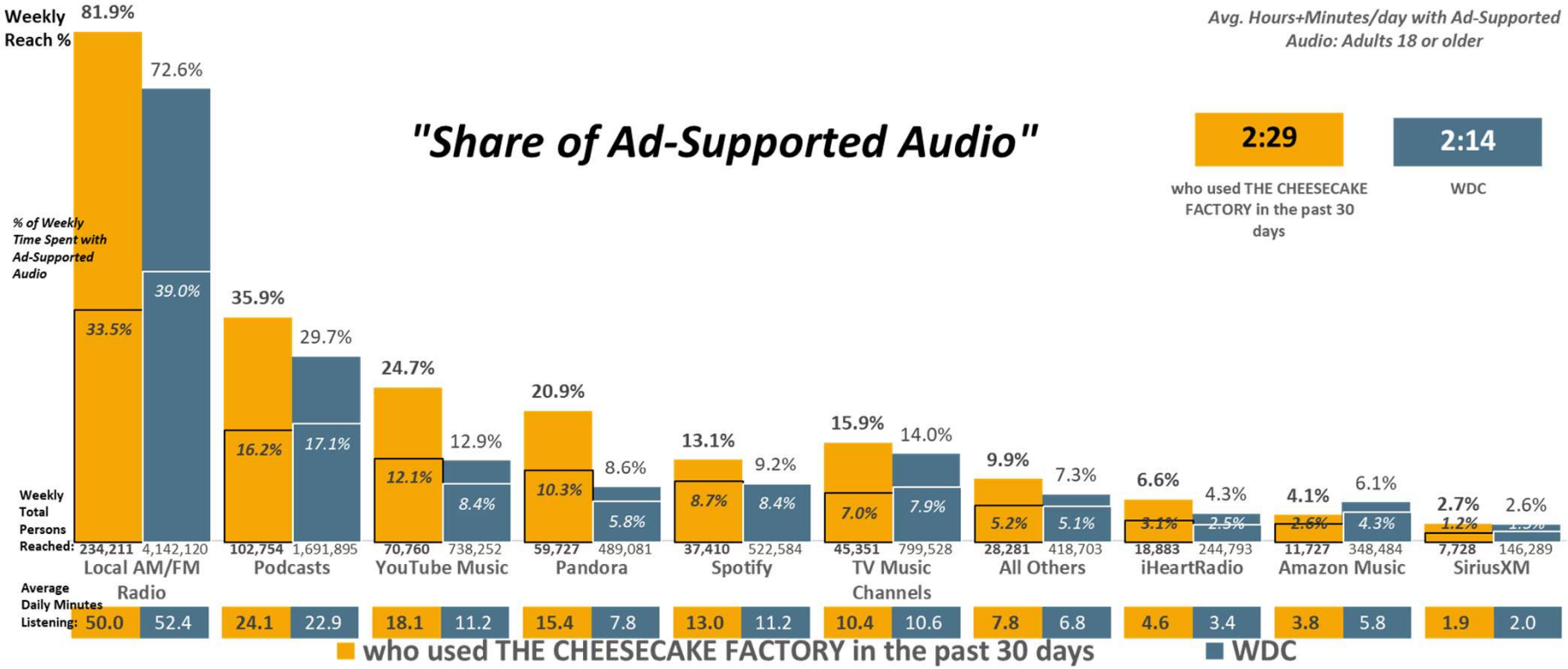
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

234,211 or 81.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 50. minutes every day representing 33.5% of all time spent daily with Ad-Supported Audio.



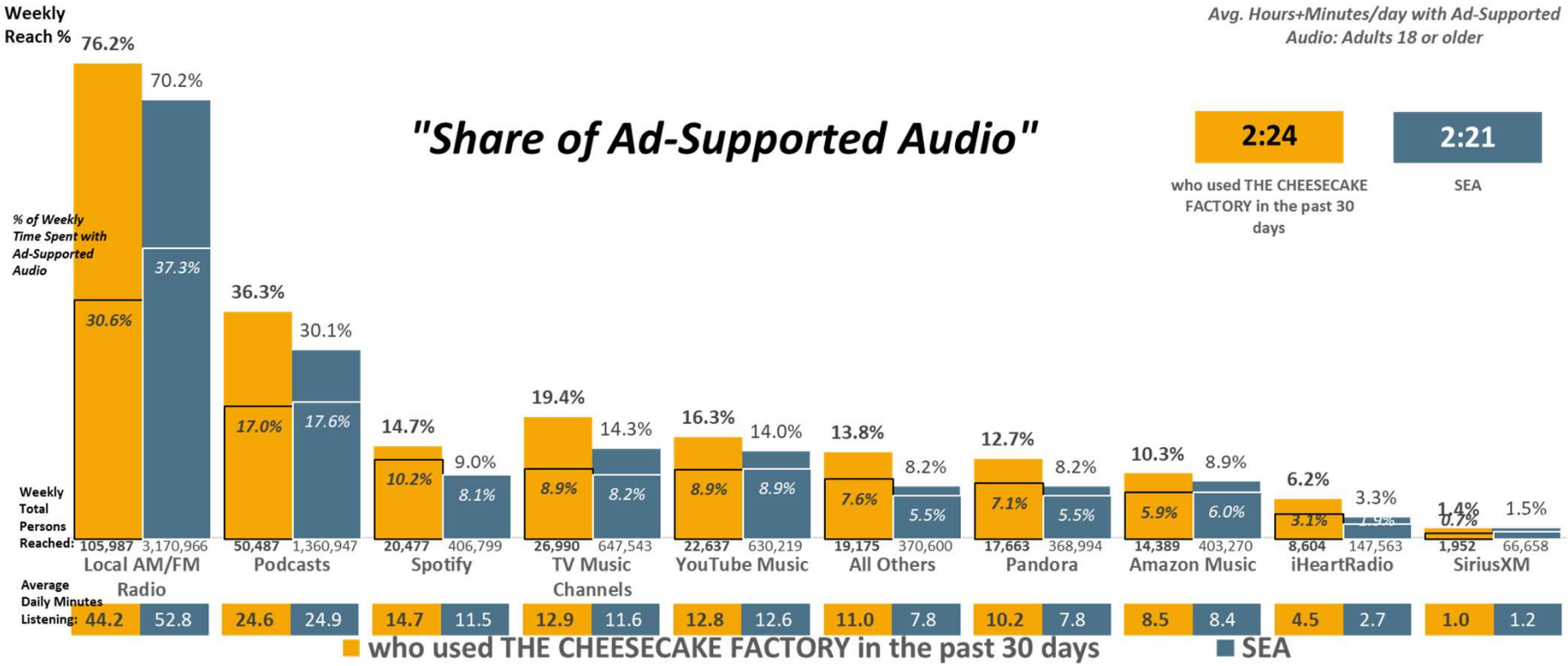
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

105,987 or 76.2% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 44.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Audio.



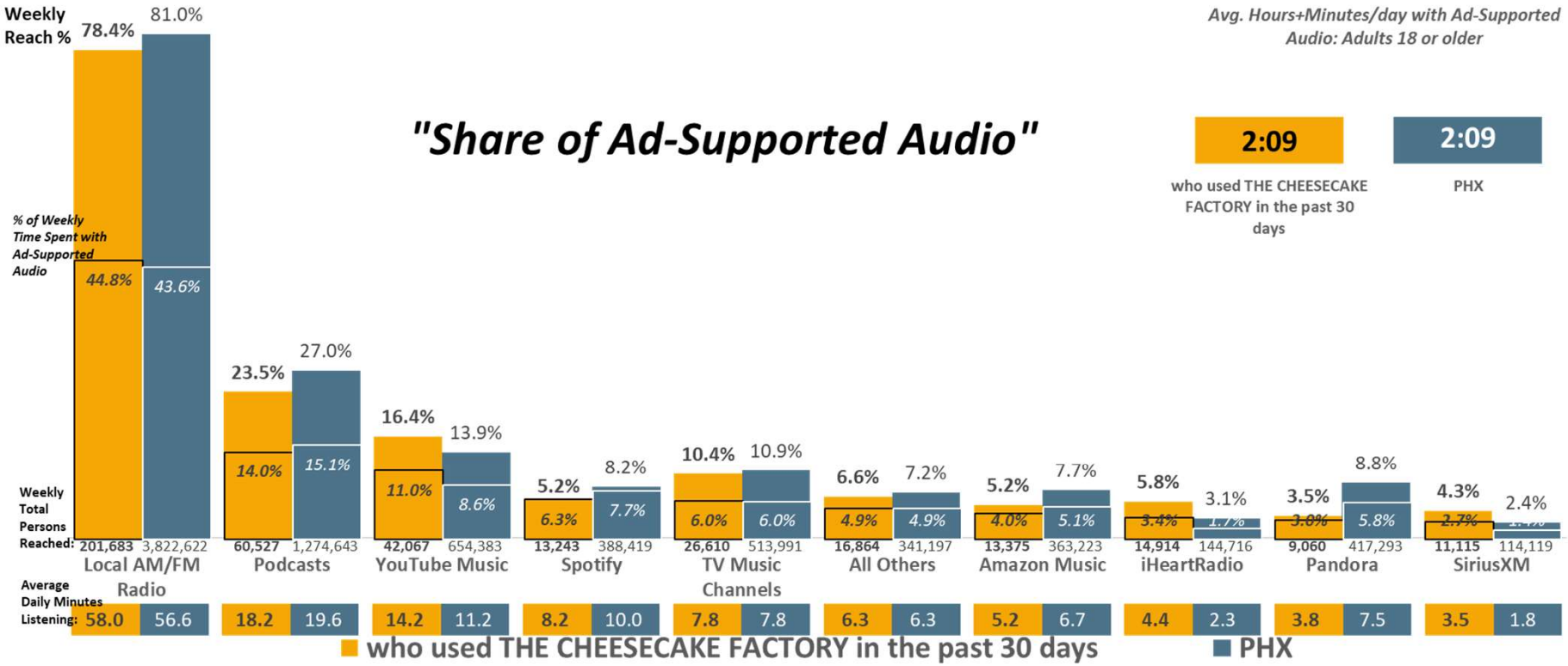
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

201,683 or 78.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

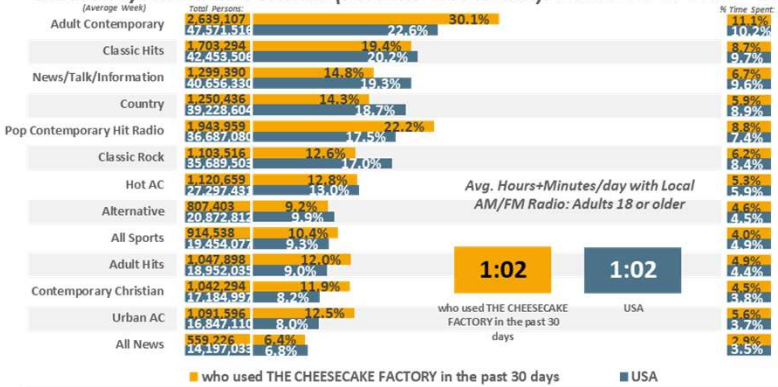
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

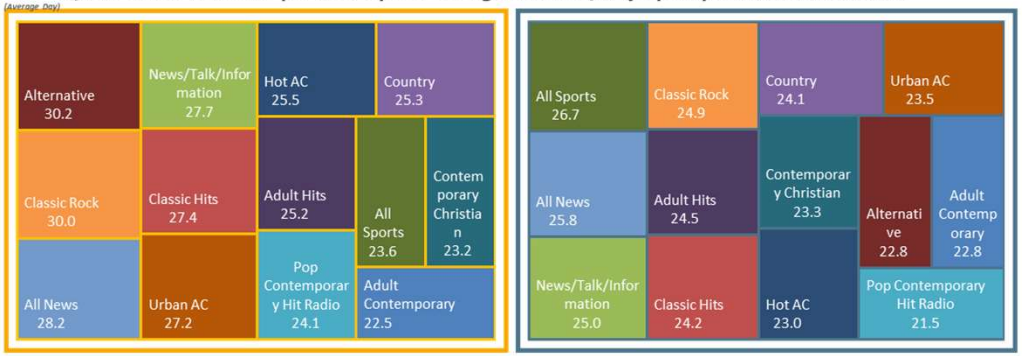
The Cheesecake Factory USA

8,307,298 or 80.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

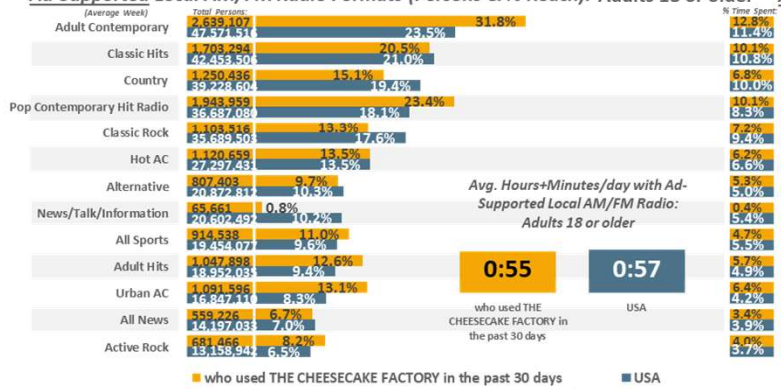
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



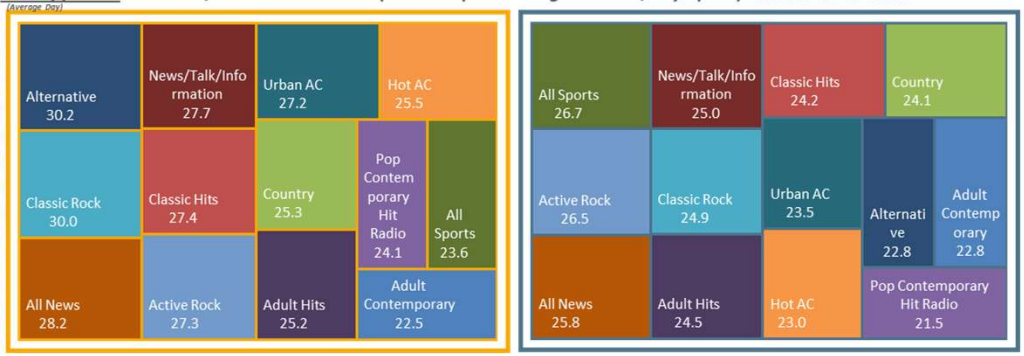
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

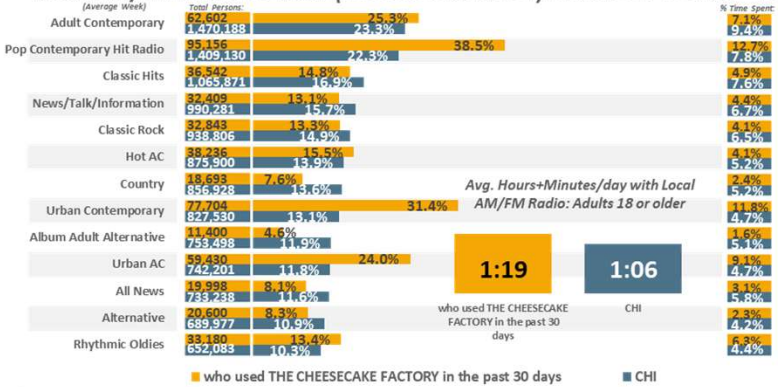
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

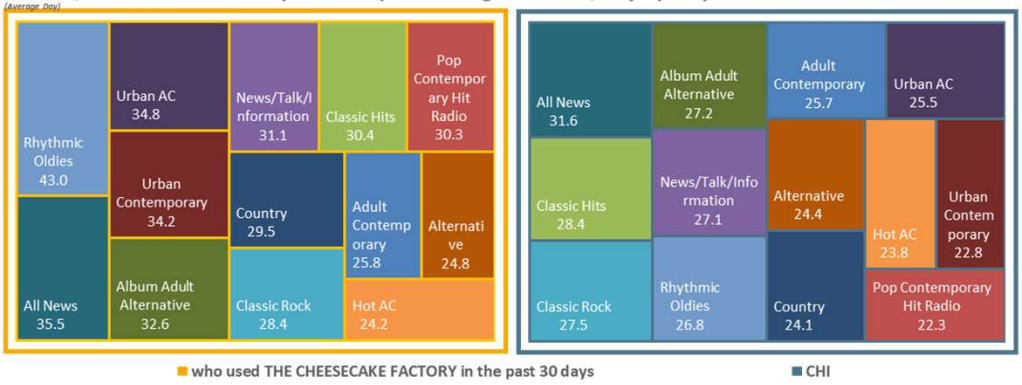
Sit-down restaurants used past 30 days: The Cheesecake Factory

239,079 or 86.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Adult Contemporary, Urban AC, and Mexican Regional.

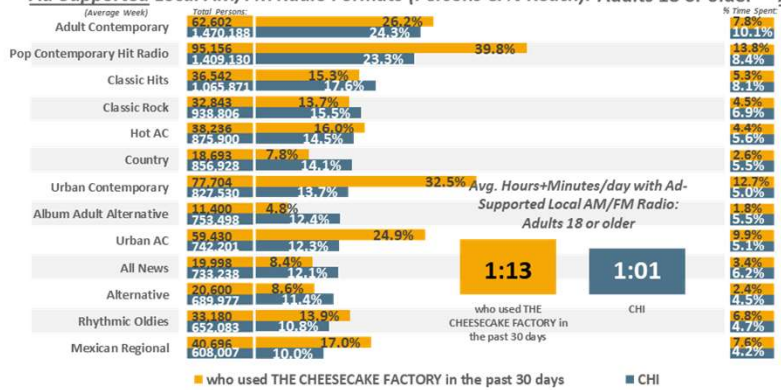
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



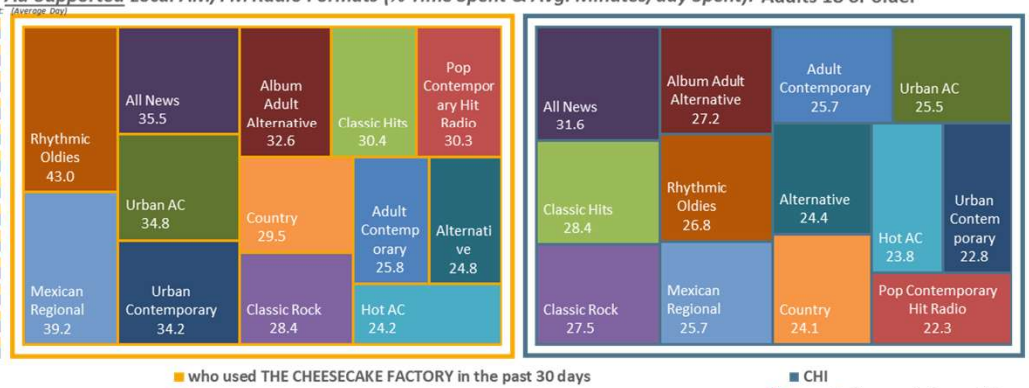
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

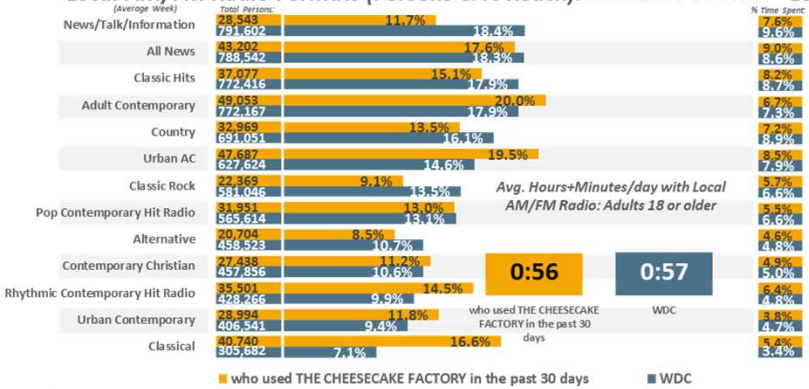
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

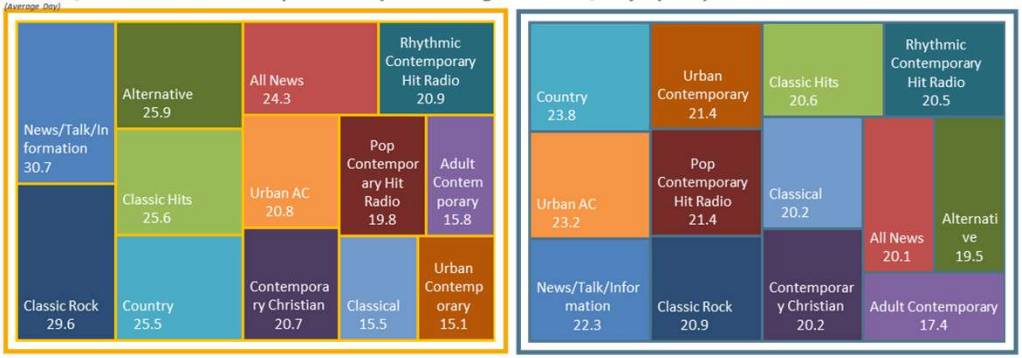
Sit-down restaurants used past 30 days: The Cheesecake Factory

234,211 or 81.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, All News, Classic Hits, and Rhythmic Contemporary Hit Radio.

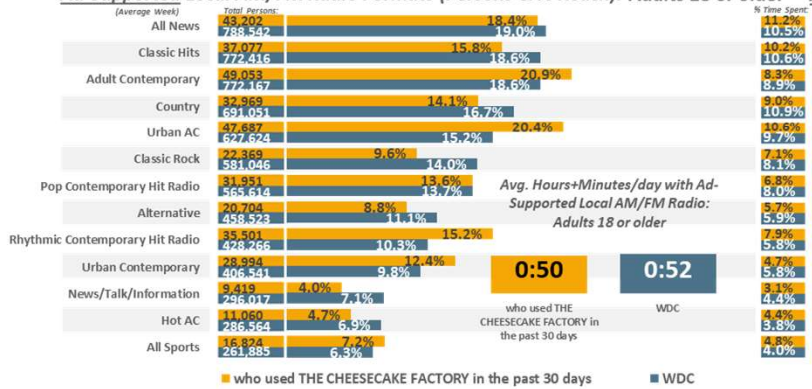
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



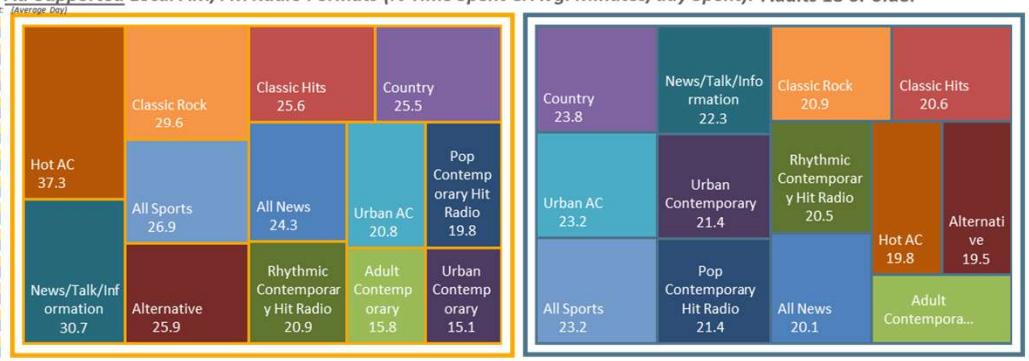
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

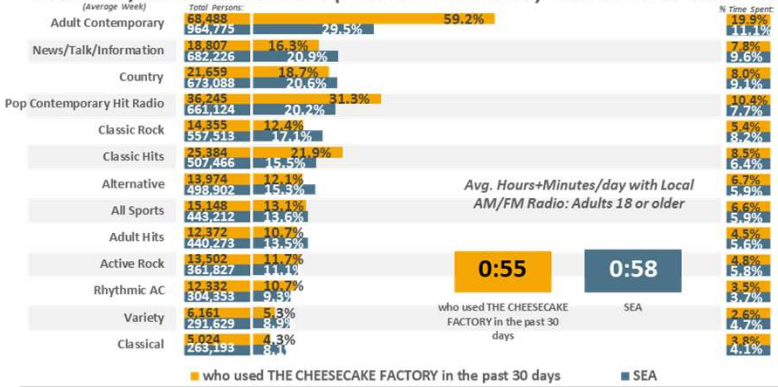
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

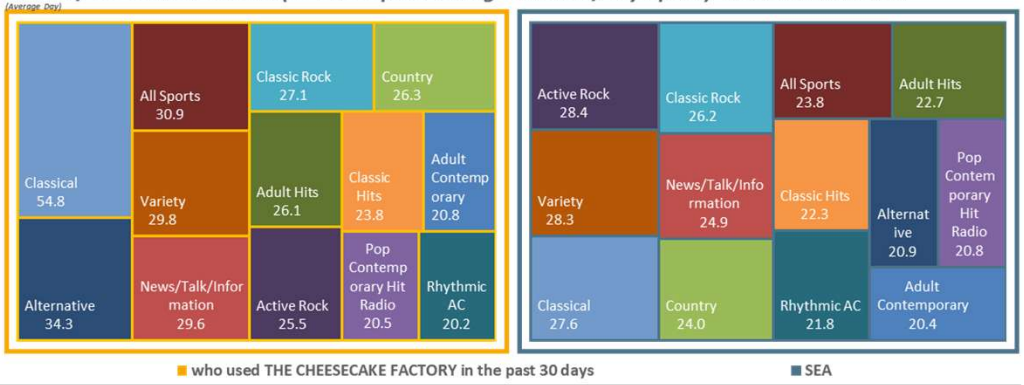
Sit-down restaurants used past 30 days: The Cheesecake Factory

105,987 or 76.2% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and All Sports.

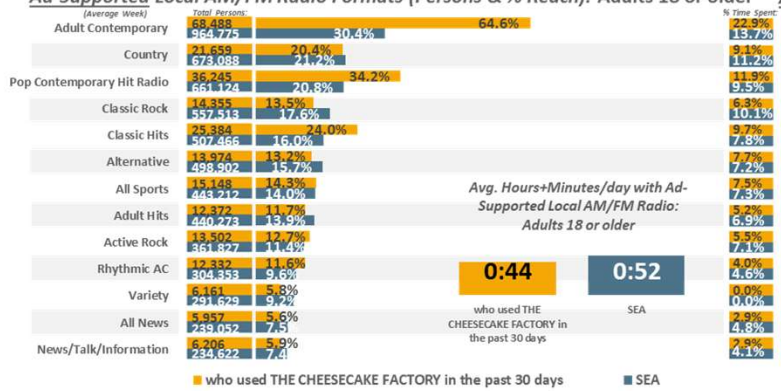
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



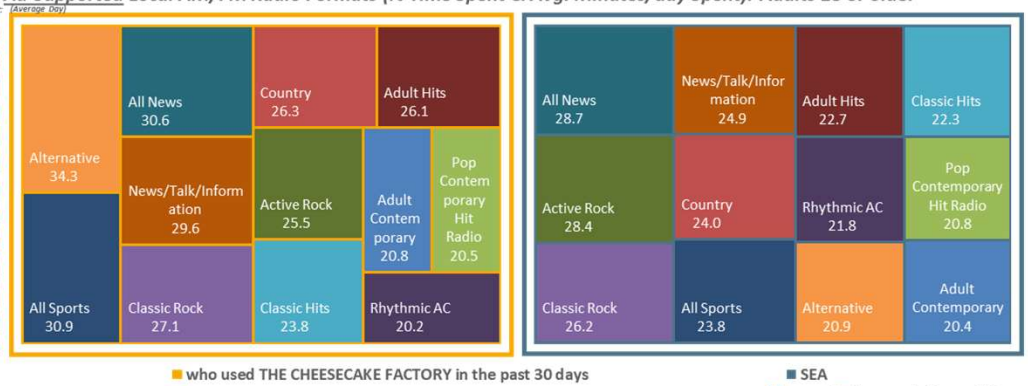
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

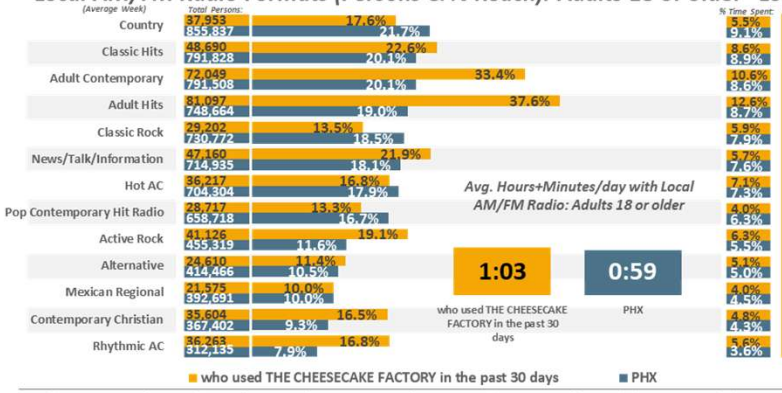
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

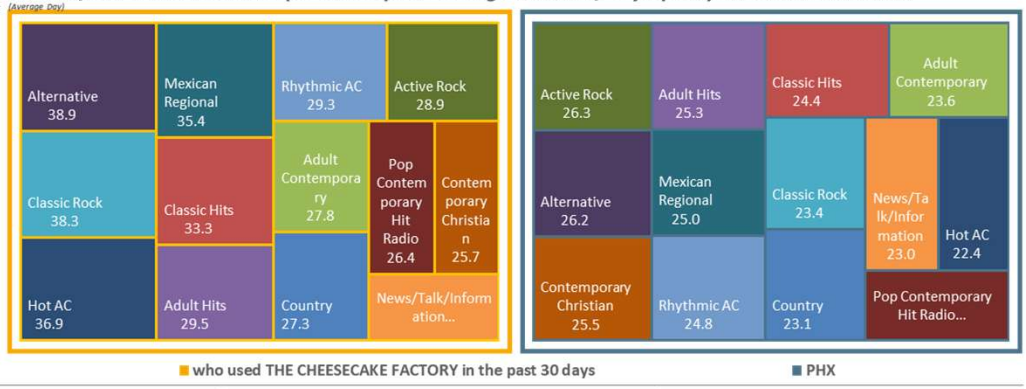
Sit-down restaurants used past 30 days: The Cheesecake Factory

201,683 or 78.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Classic Hits, Active Rock, and Country.

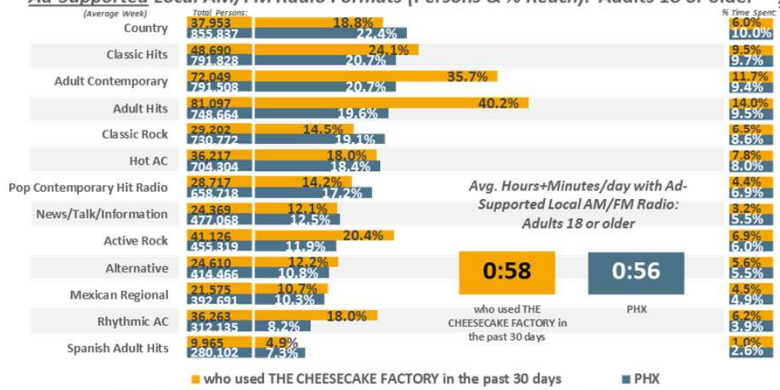
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



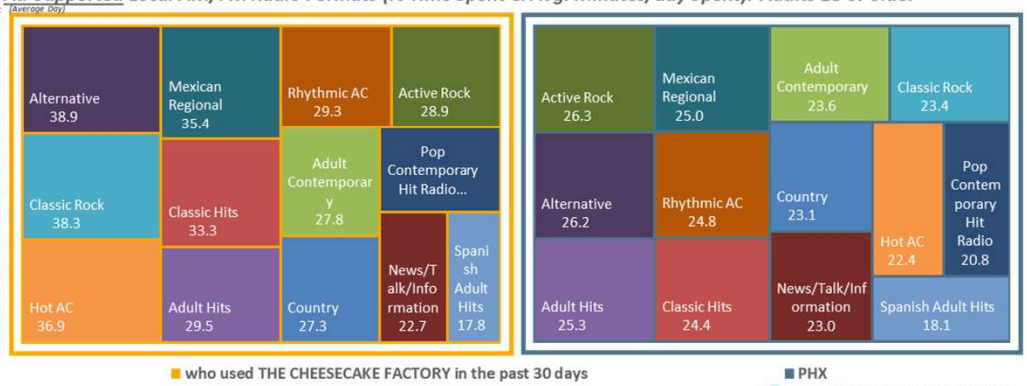
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

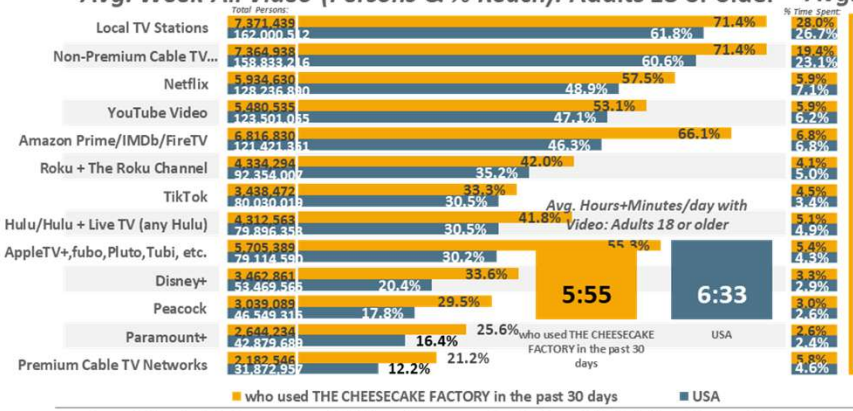
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory

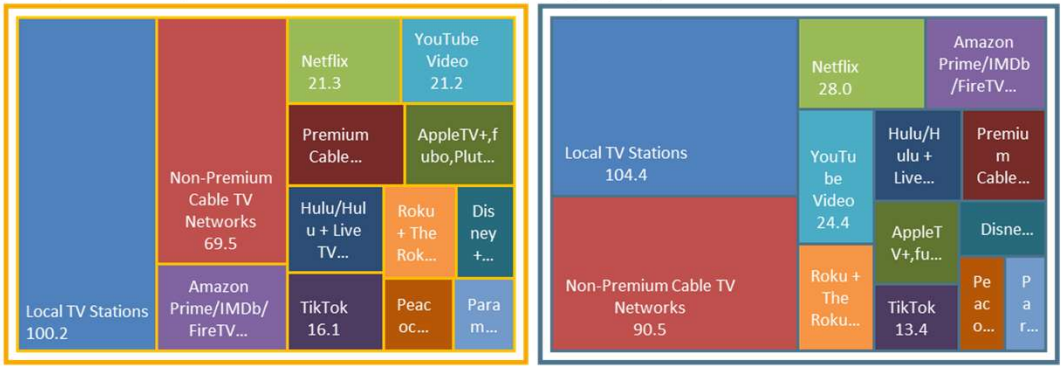


7,206,304 or 69.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

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

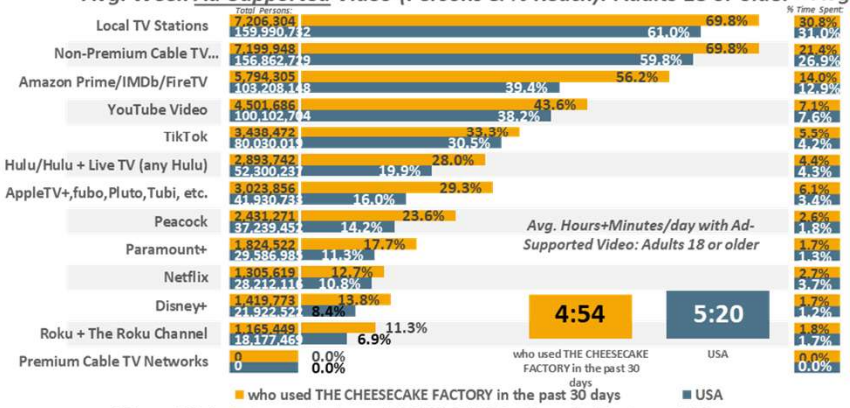


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

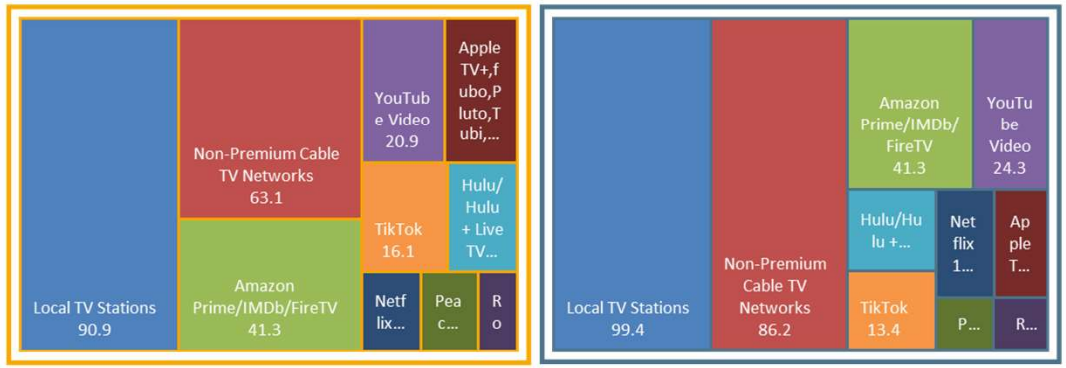


who used THE CHEESECAKE FACTORY in the past 30 days ■ USA

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



who used THE CHEESECAKE FACTORY in the past 30 days ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

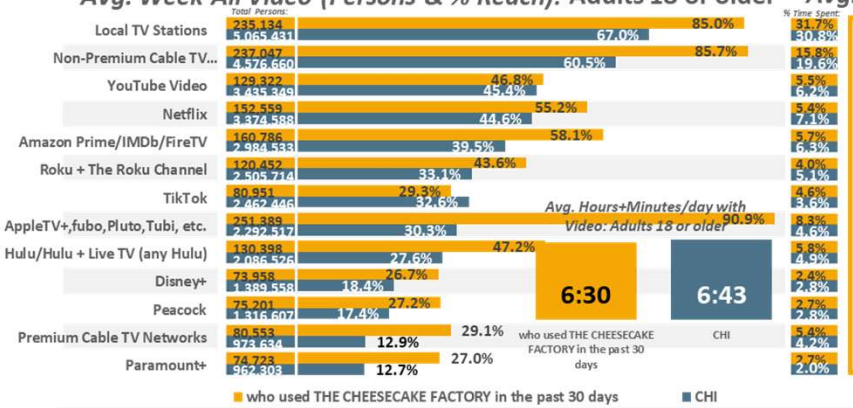
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

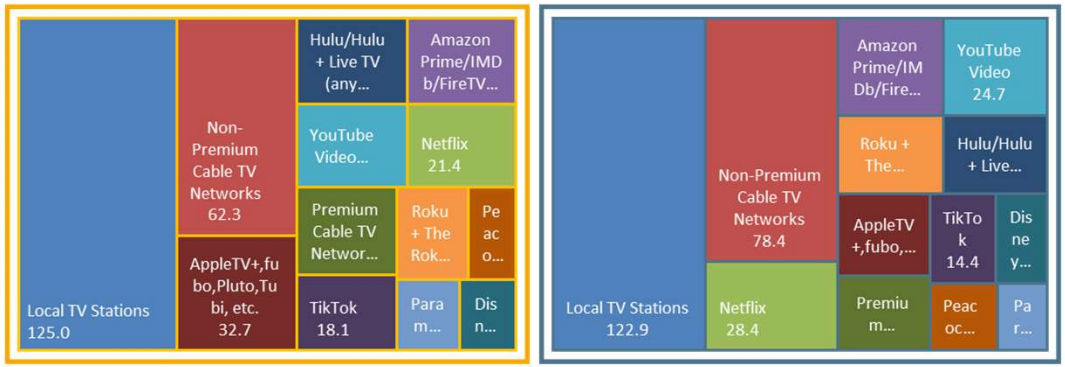
Sit-down restaurants used past 30 days: The Cheesecake Factory

230,412 or 83.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

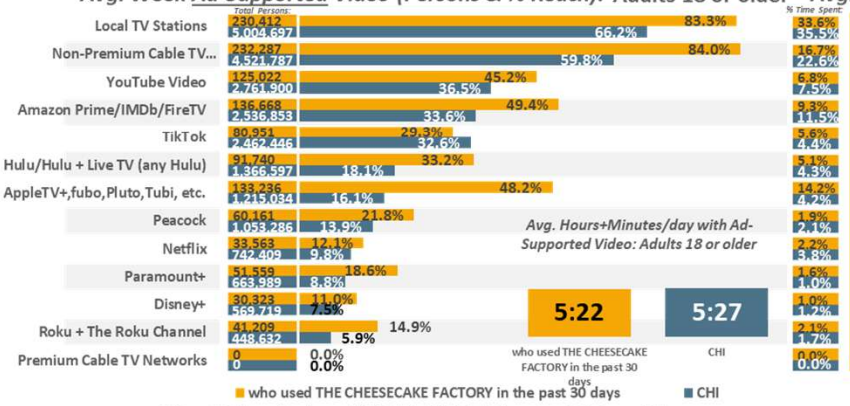
Avg. Week All Video (Persons & % Reach): Adults 18 or older



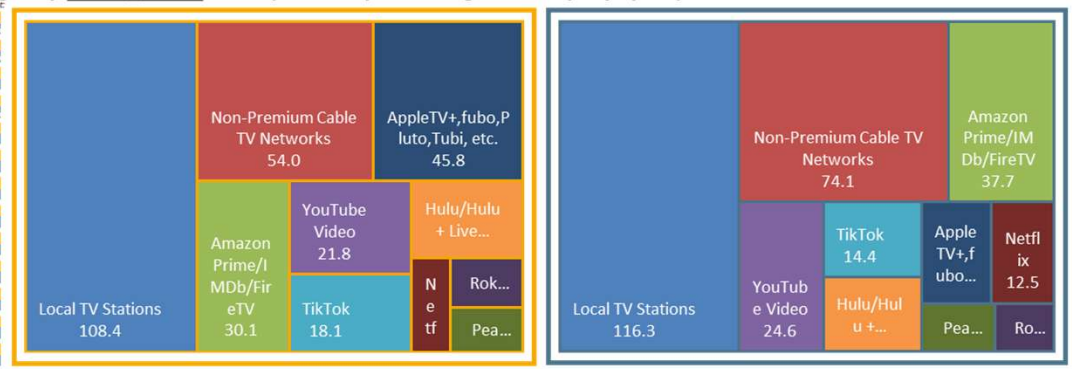
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

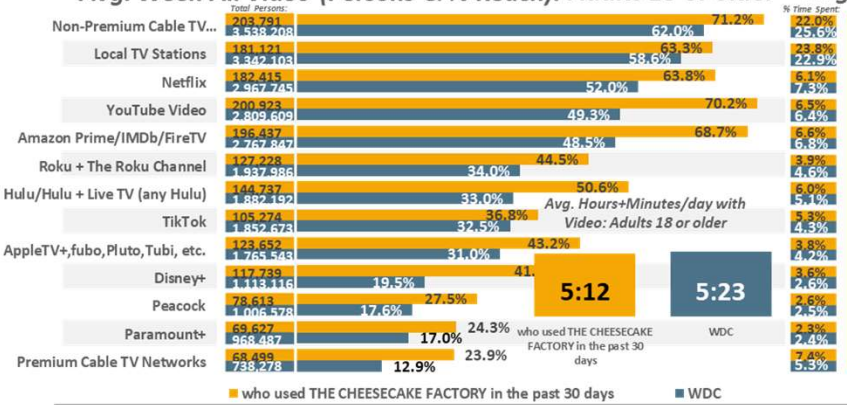
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

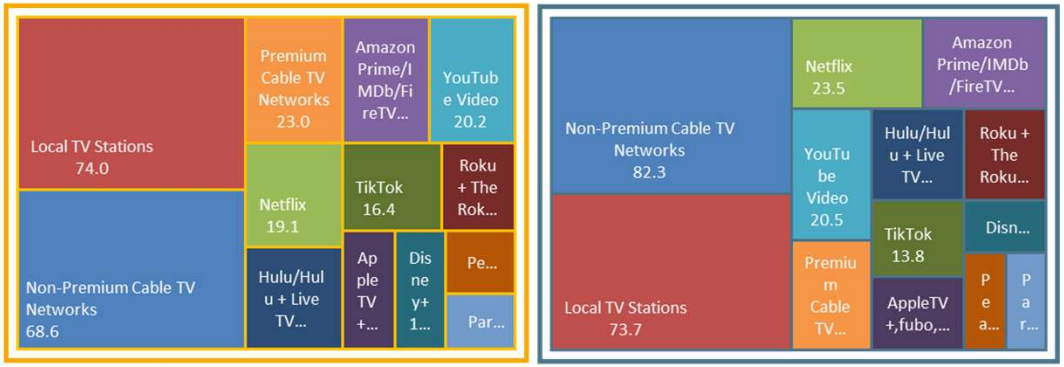
Sit-down restaurants used past 30 days: The Cheesecake Factory

176,500 or 61.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

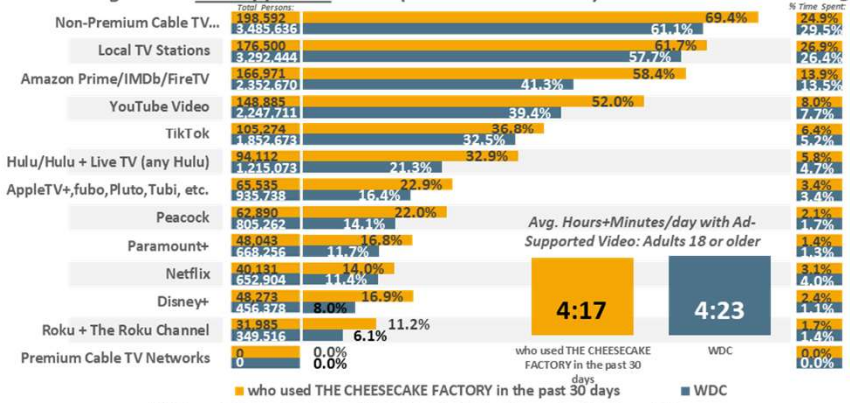
Avg. Week All Video (Persons & % Reach): Adults 18 or older



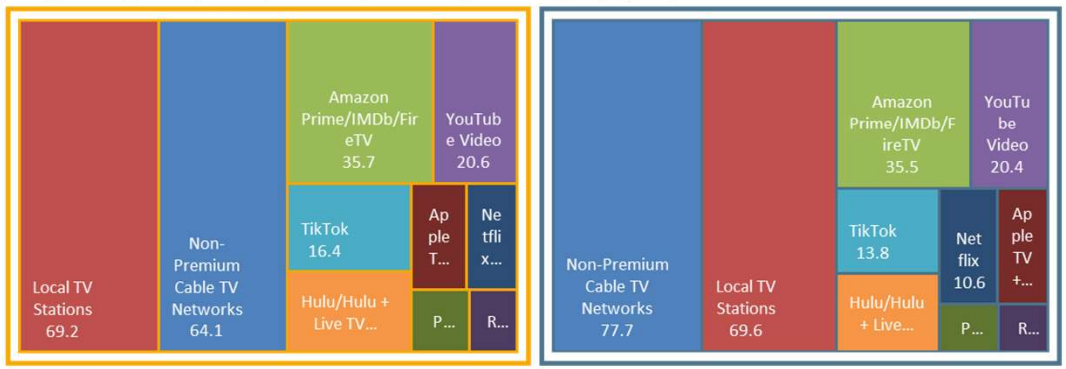
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

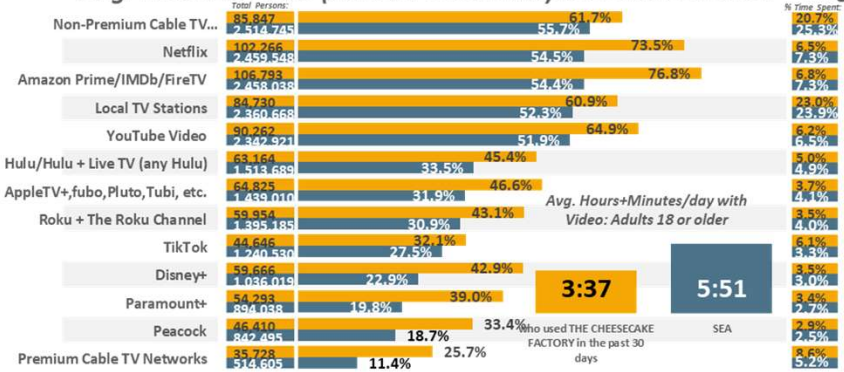
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

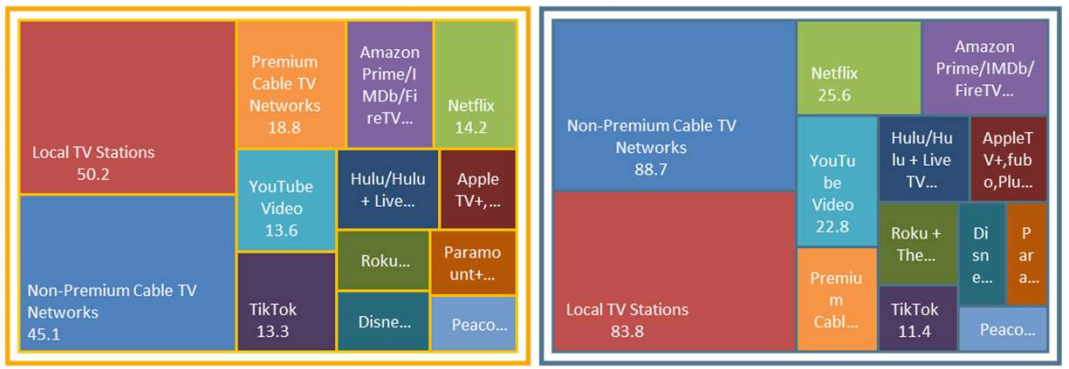
The Cheesecake Factory — SEA

81,824 or 58.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 43.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

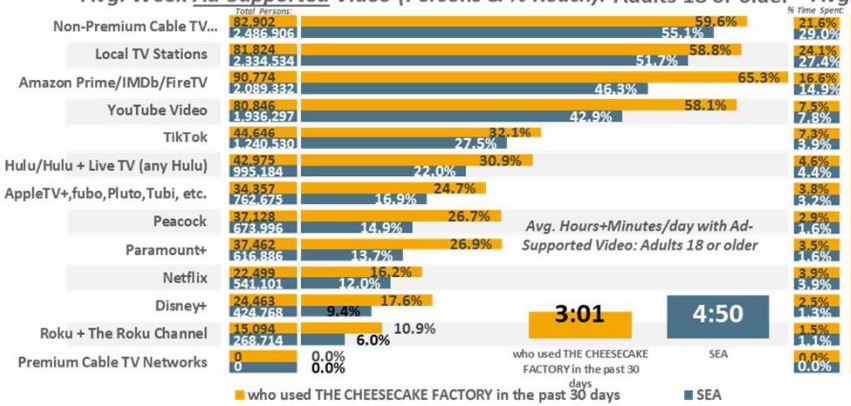
Avg. Week All Video (Persons & % Reach): Adults 18 or older



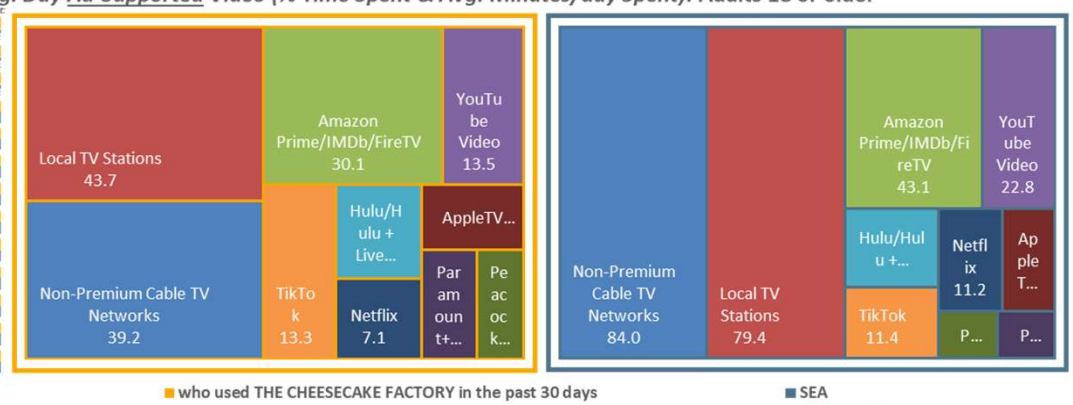
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

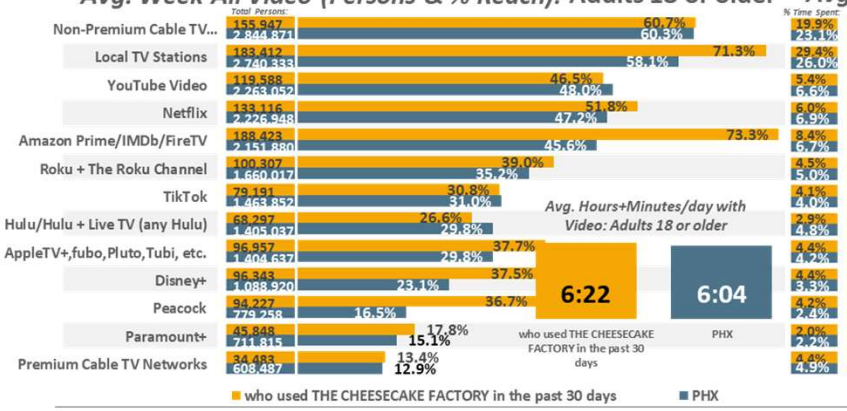
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

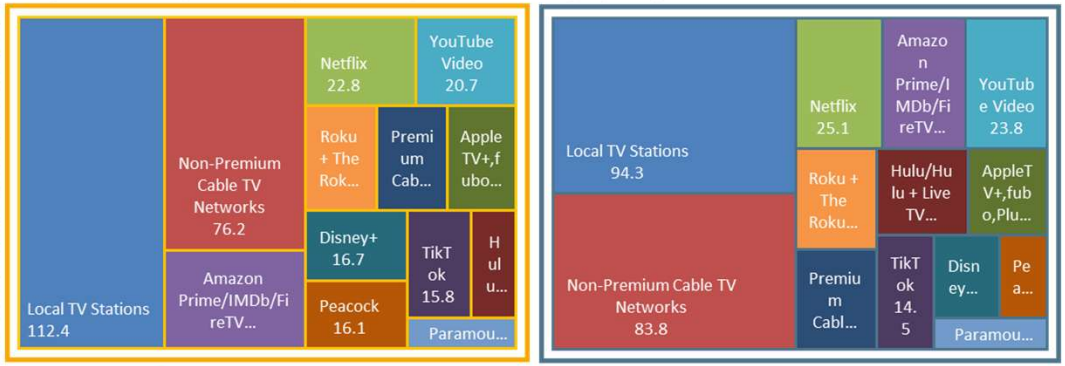
Sit-down restaurants used past 30 days: The Cheesecake Factory

180,186 or 70.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

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

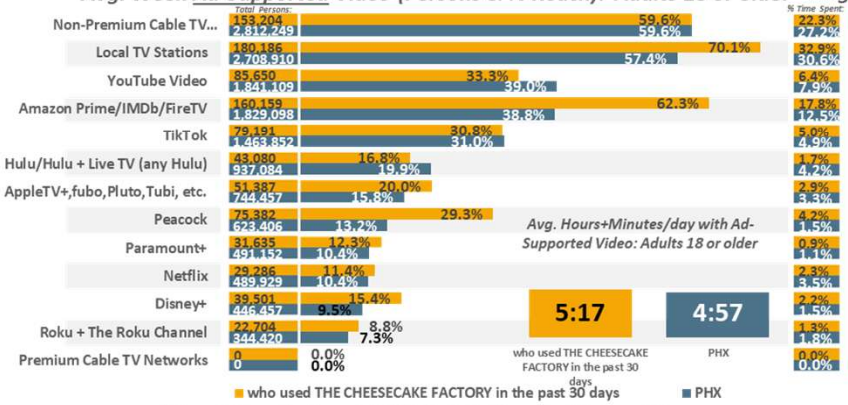


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

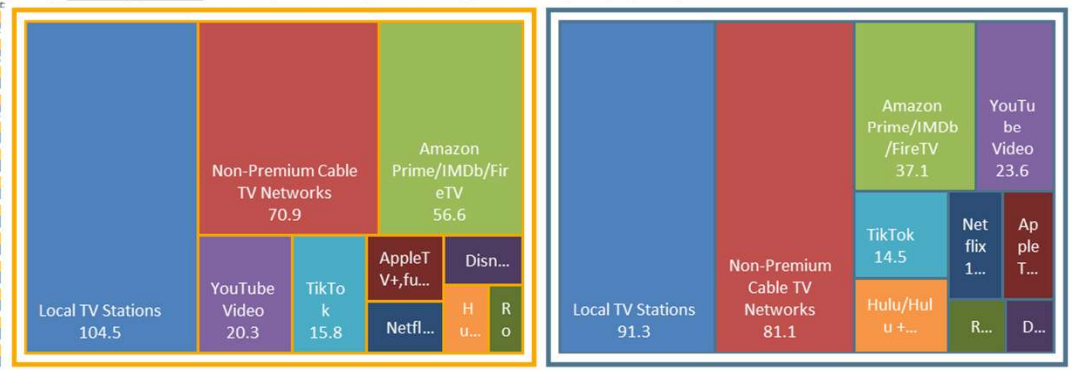


who used THE CHEESECAKE FACTORY in the past 30 days ■ PHX

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



who used THE CHEESECAKE FACTORY in the past 30 days ■ PHX

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

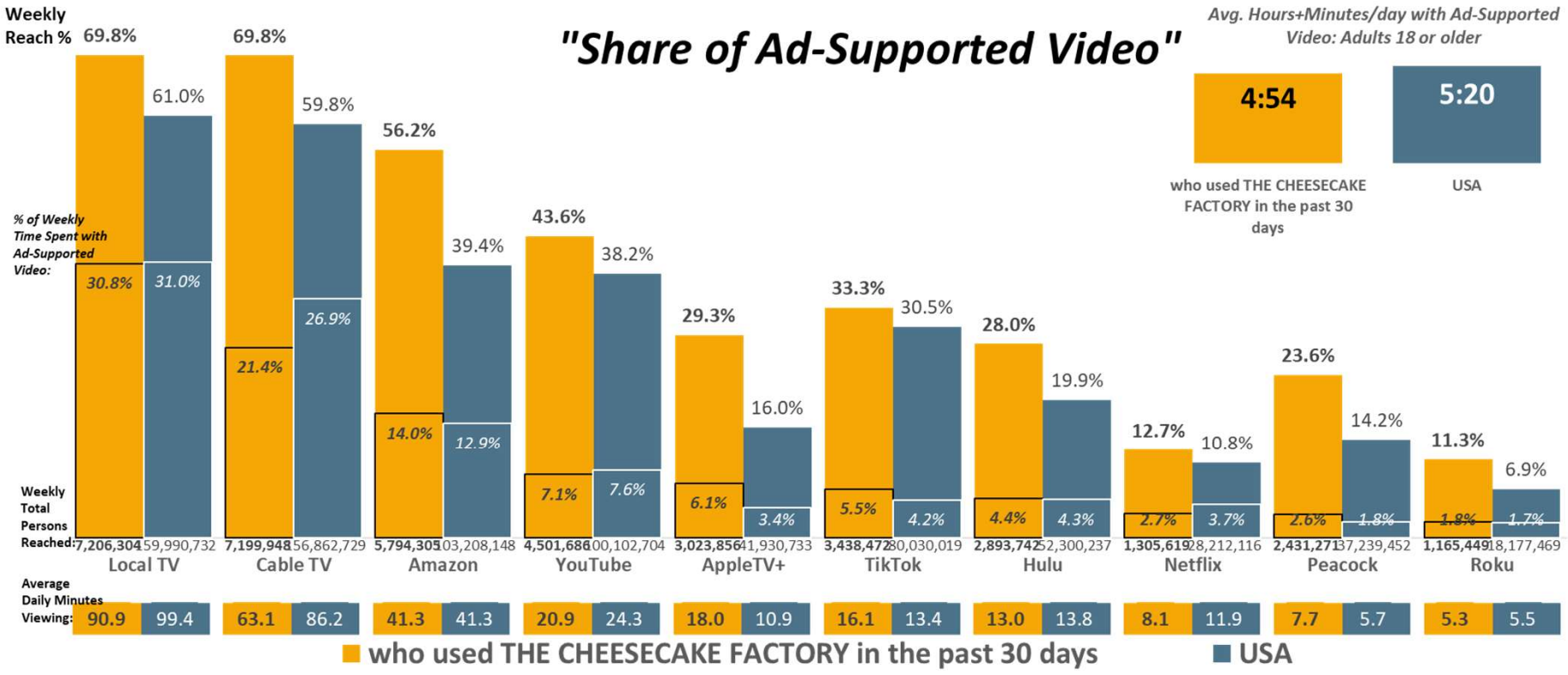
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory USA

7,206,304 or 69.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

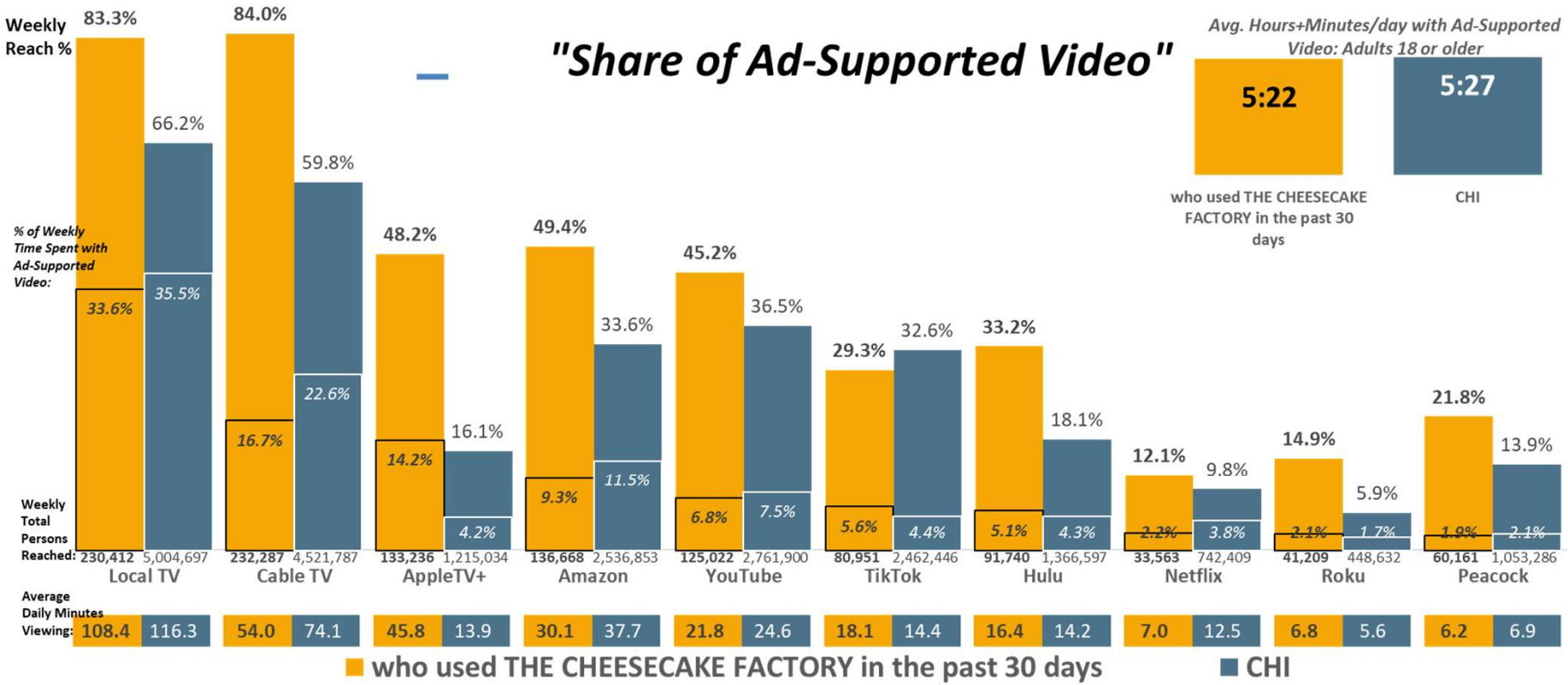
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory — CHI

230,412 or 83.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

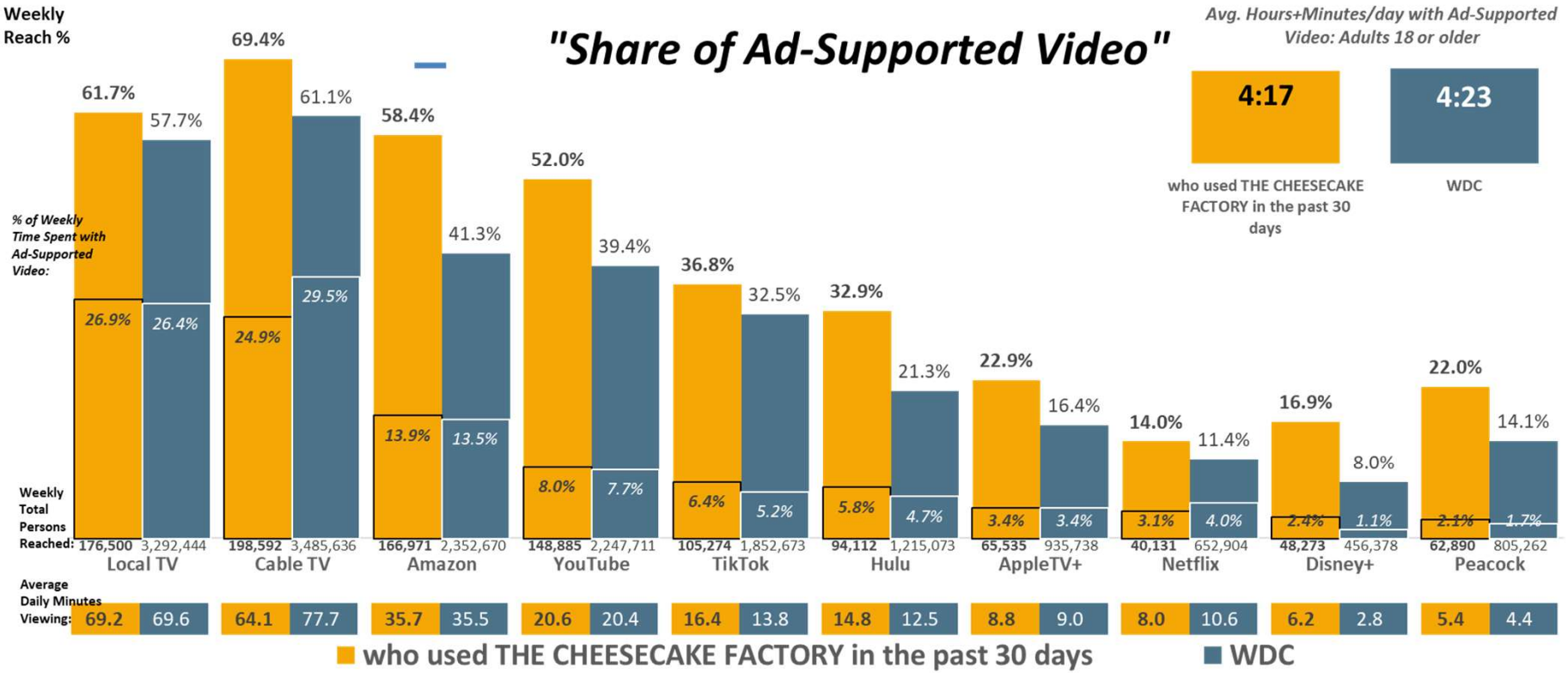
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



176,500 or 61.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.



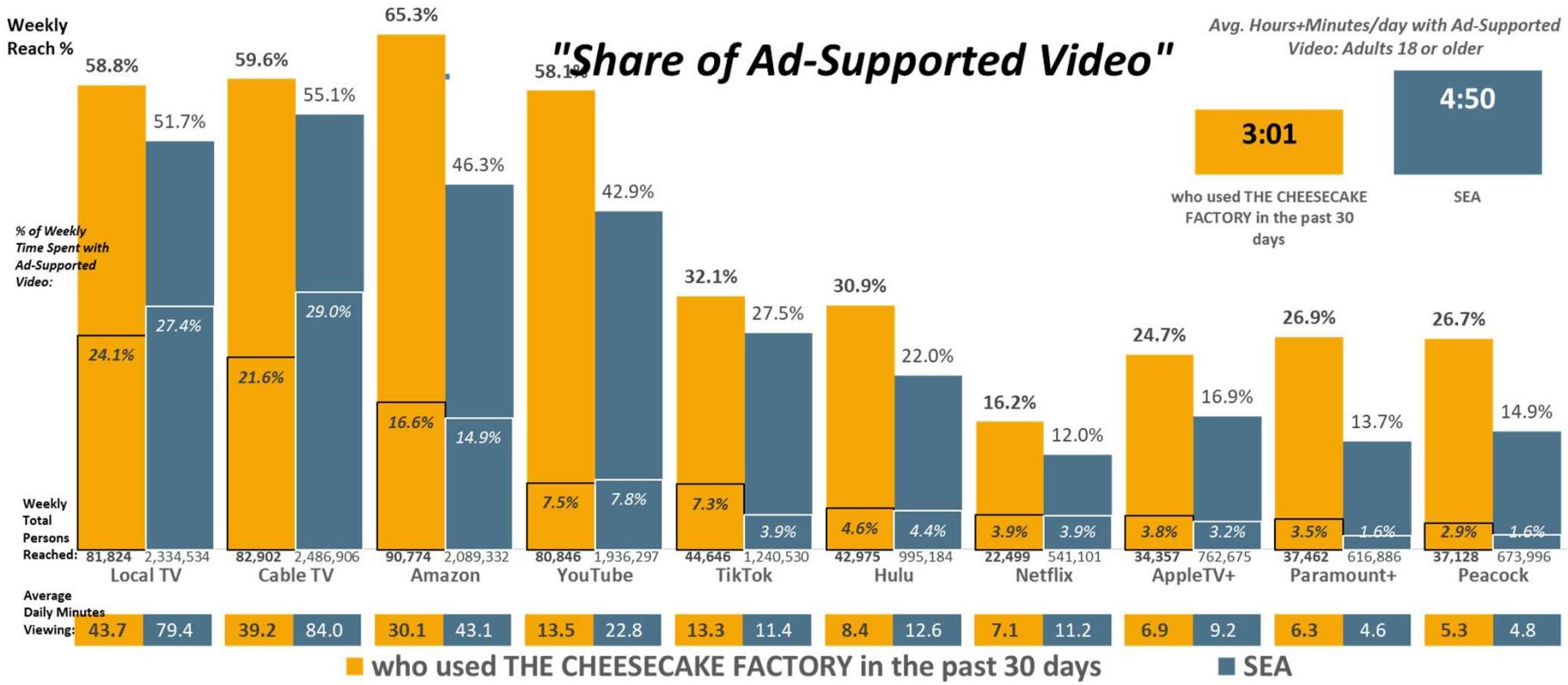
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

81,824 or 58.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 43.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

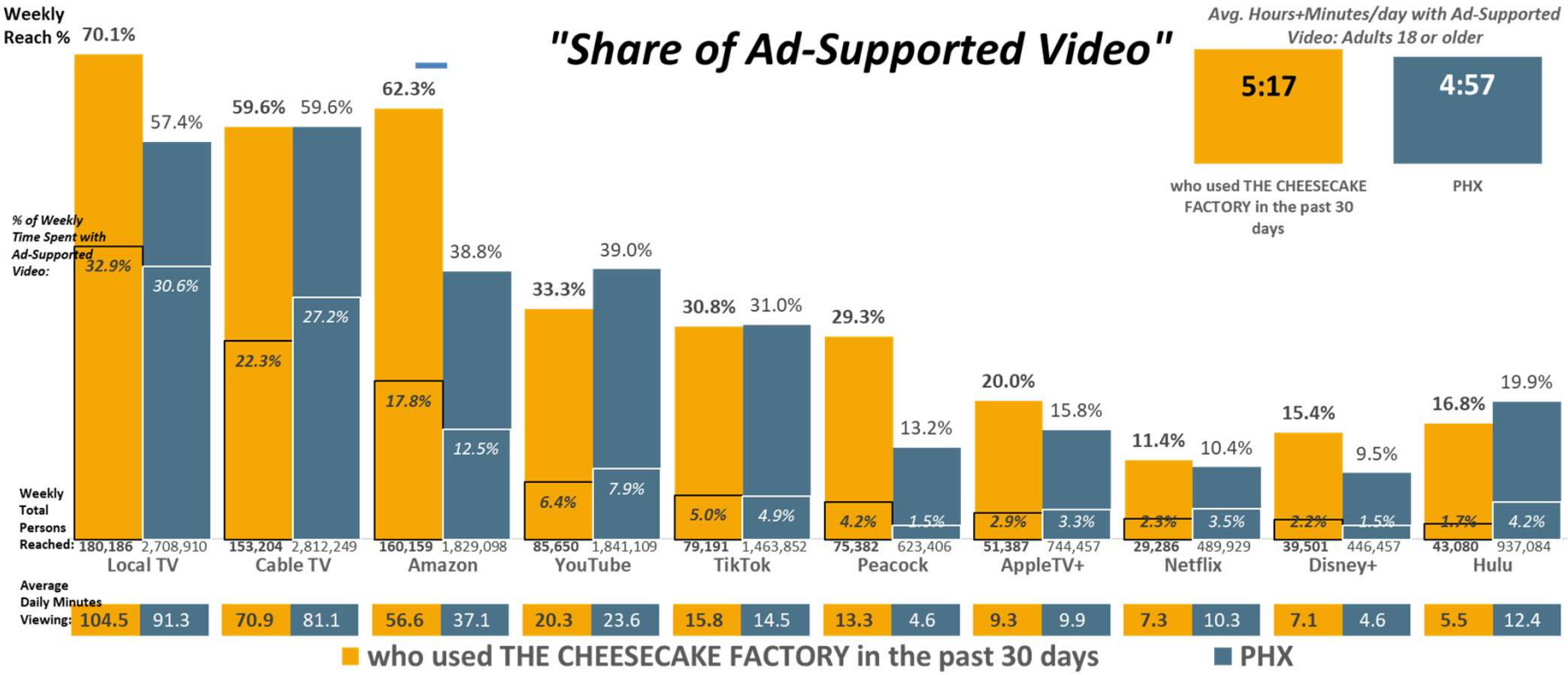
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

PHX

180,186 or 70.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations for an average of 104.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

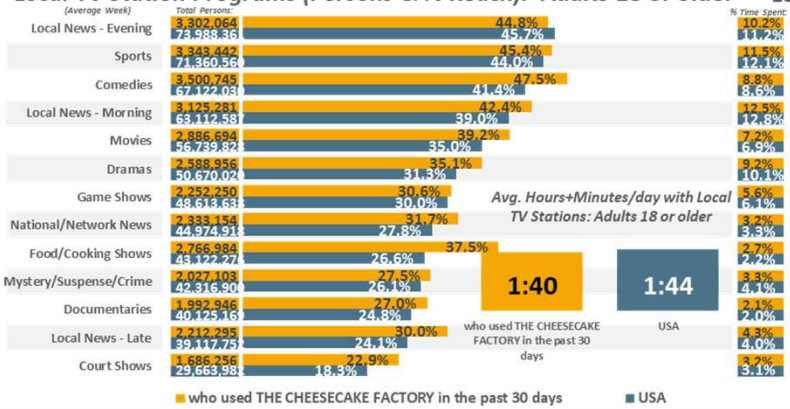
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

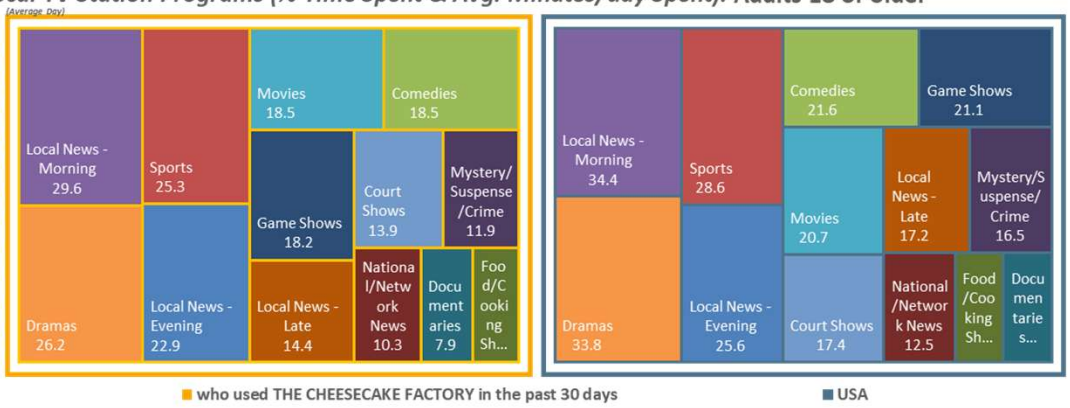
The Cheesecake Factory USA

7,206,304 or 69.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

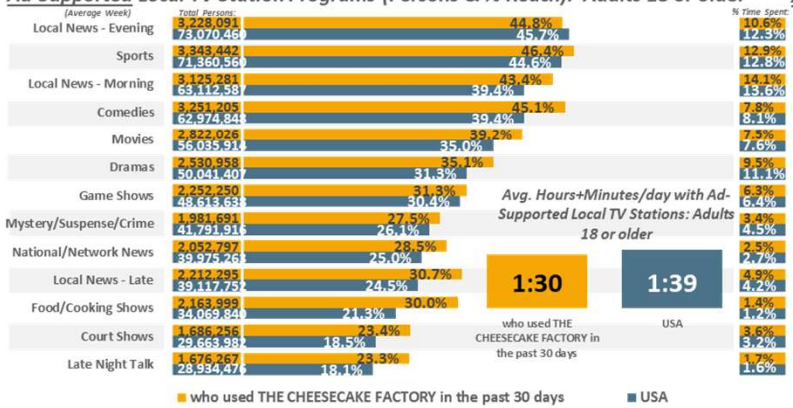
Local TV Station Programs (Persons & % Reach): Adults 18 or older



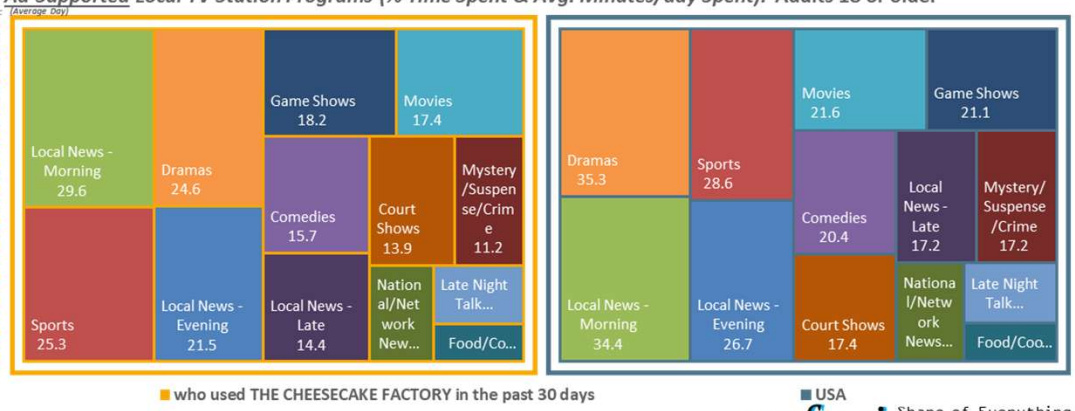
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Feb24-Jun25* *Qual Intab* *1,020*

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,947*

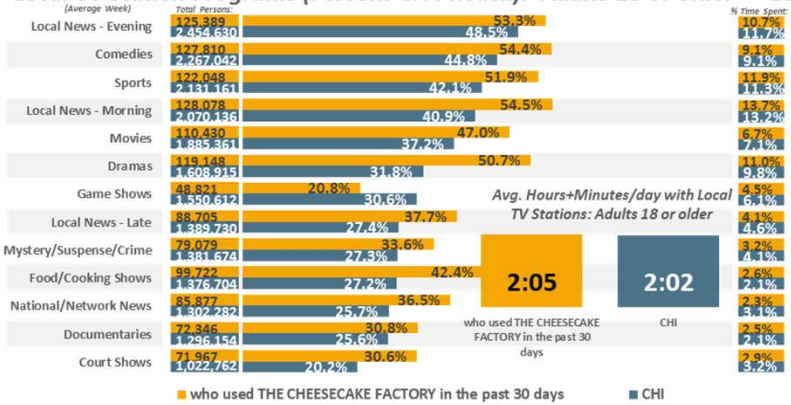
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

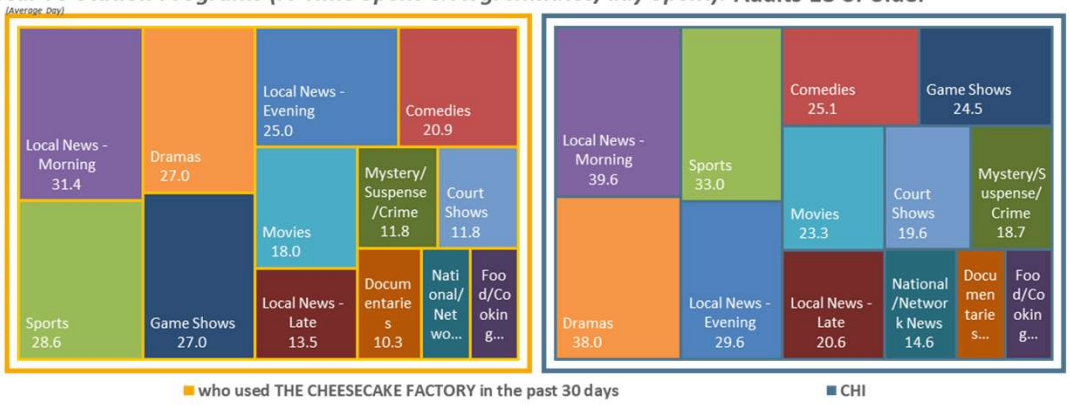
The Cheesecake Factory — CHI

230,412 or 83.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Dramas, and Movies.

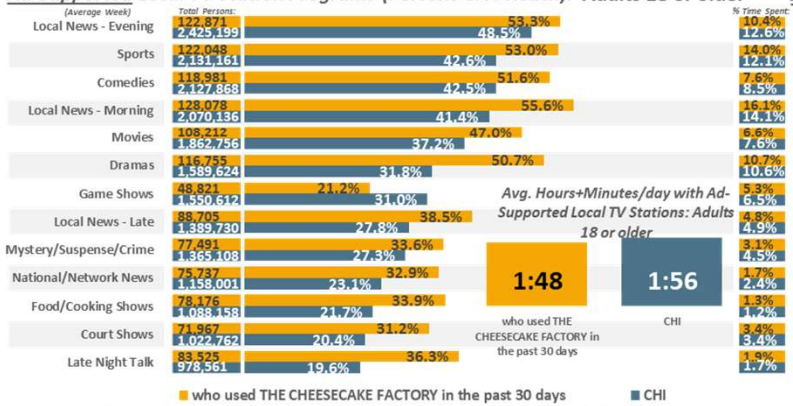
Local TV Station Programs (Persons & % Reach): Adults 18 or older



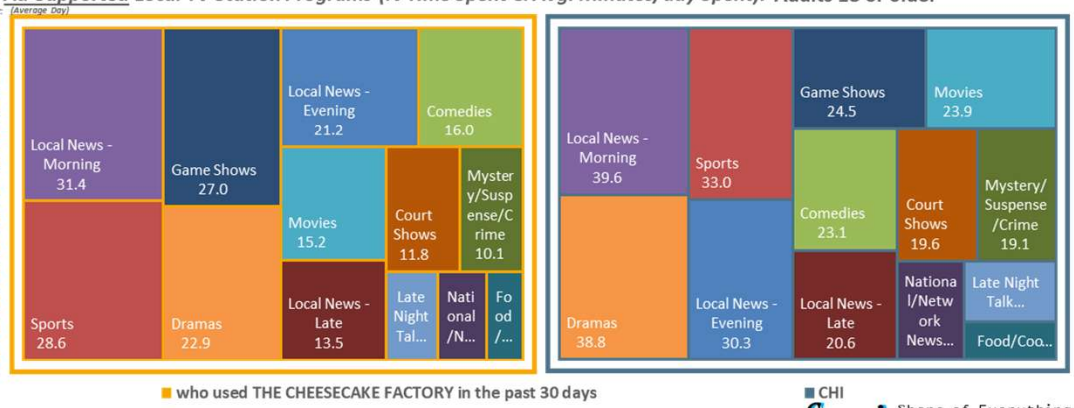
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

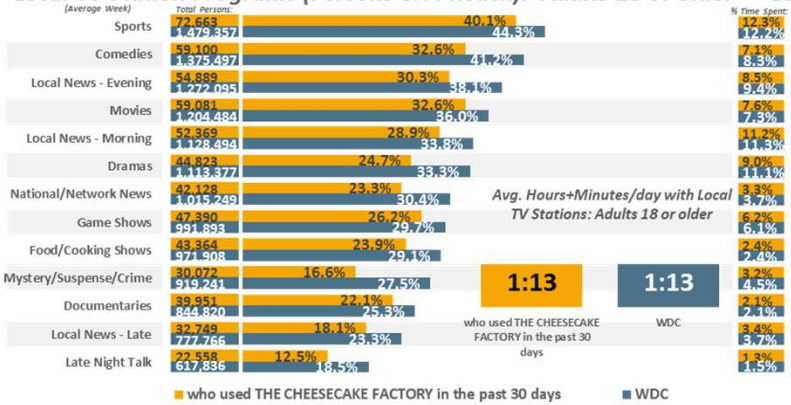
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

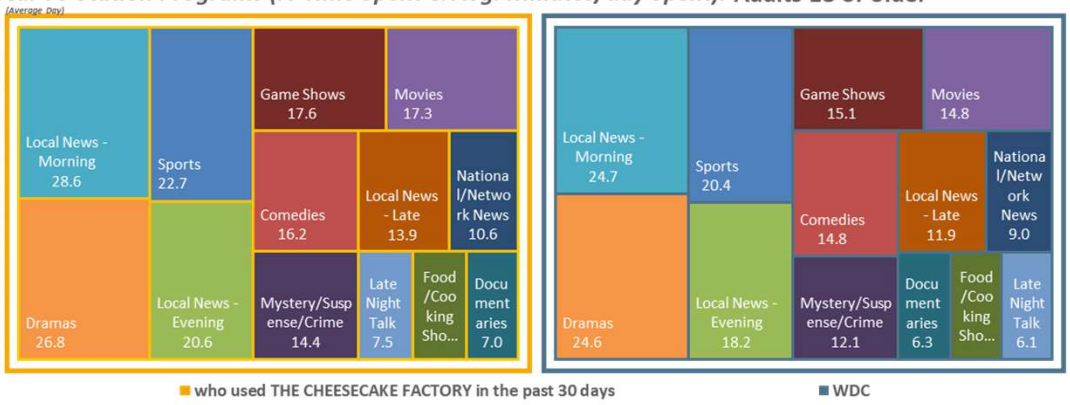
Sit-down restaurants used past 30 days: The Cheesecake Factory

176,500 or 61.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

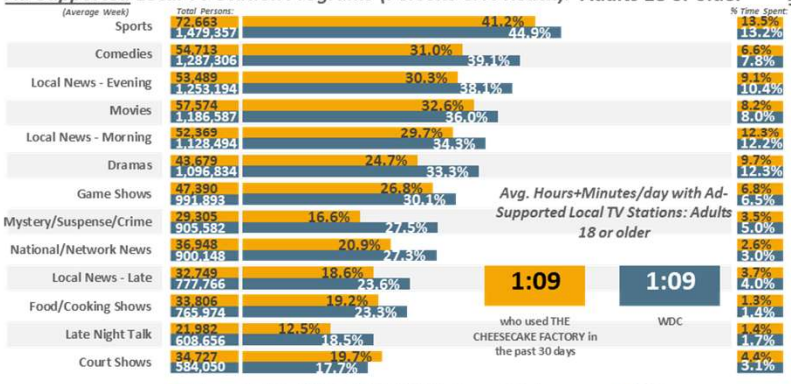
Local TV Station Programs (Persons & % Reach): Adults 18 or older



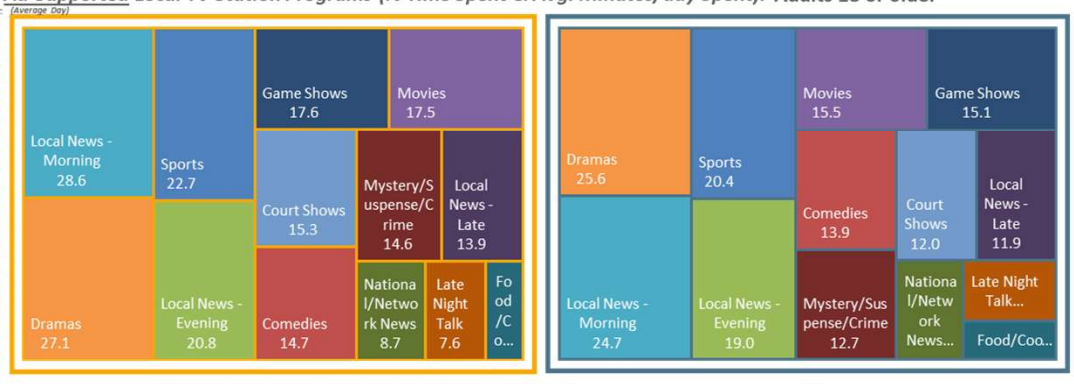
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

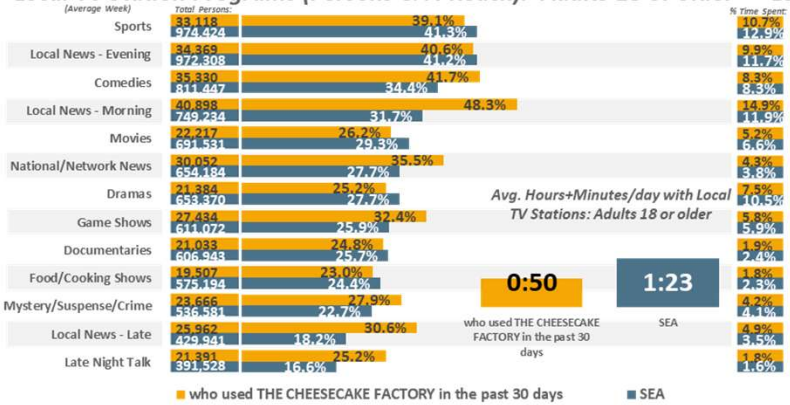
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

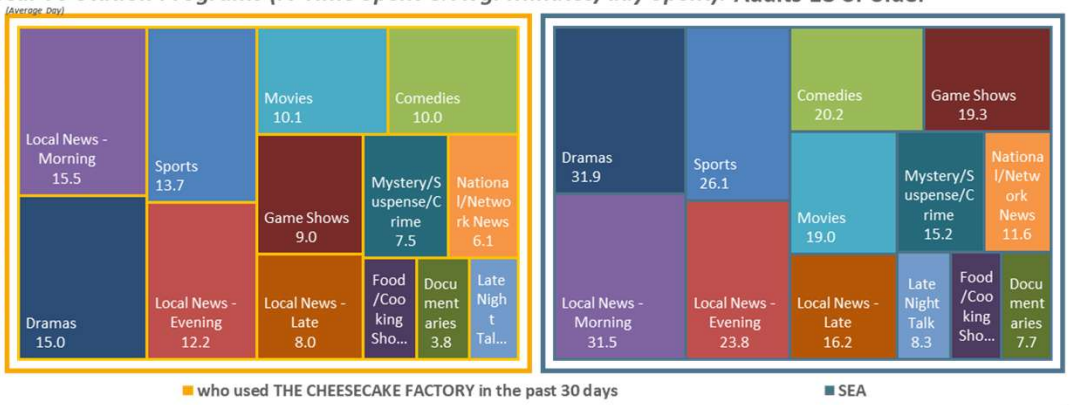


81,824 or 58.8% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Game Shows, and National/Network News.

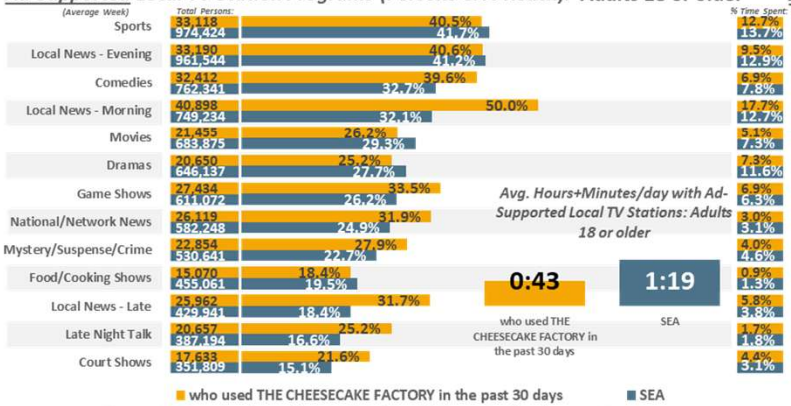
Local TV Station Programs (Persons & % Reach): Adults 18 or older



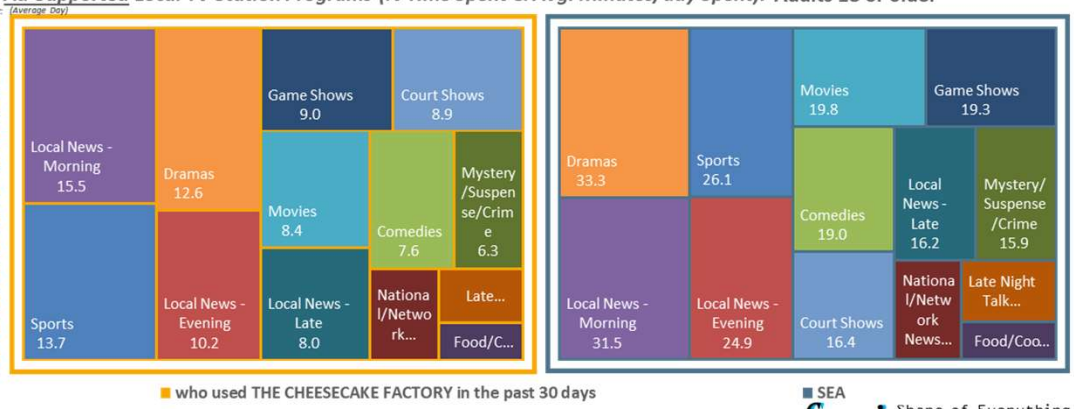
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

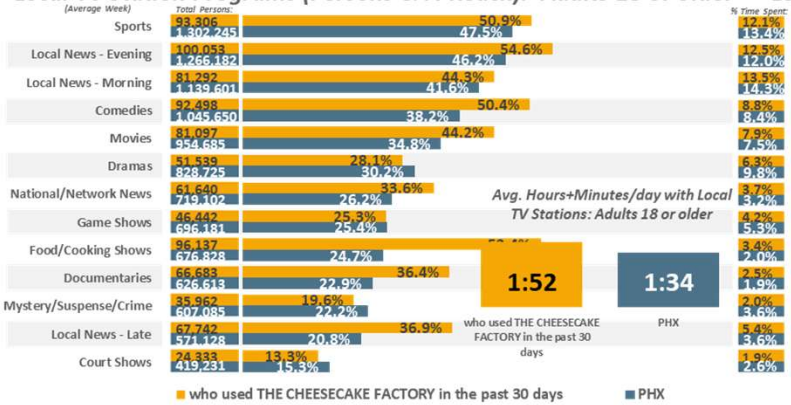
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

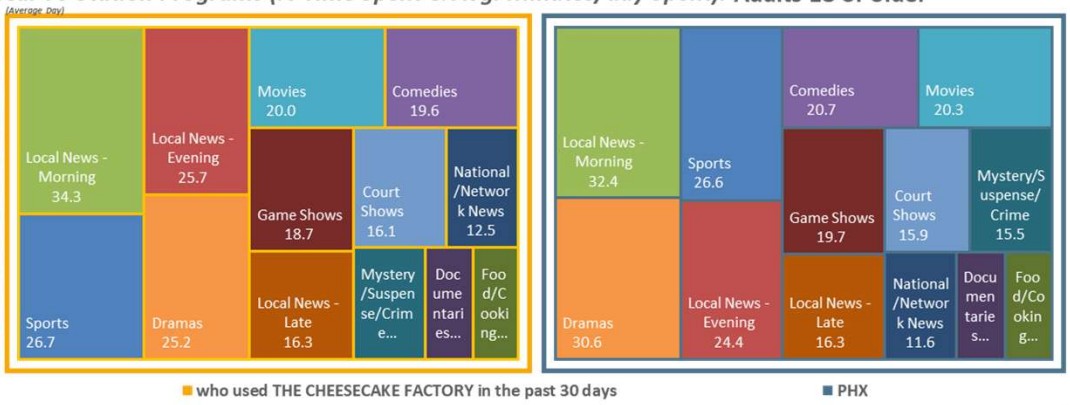
The Cheesecake Factory PHX

180,186 or 70.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Food/Cooking Shows.

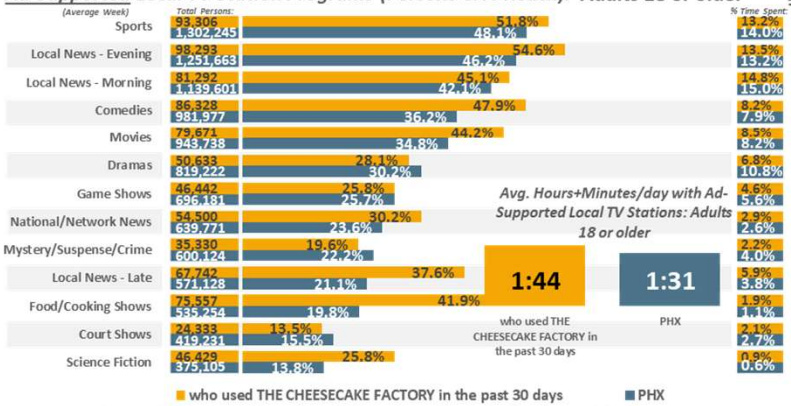
Local TV Station Programs (Persons & % Reach): Adults 18 or older



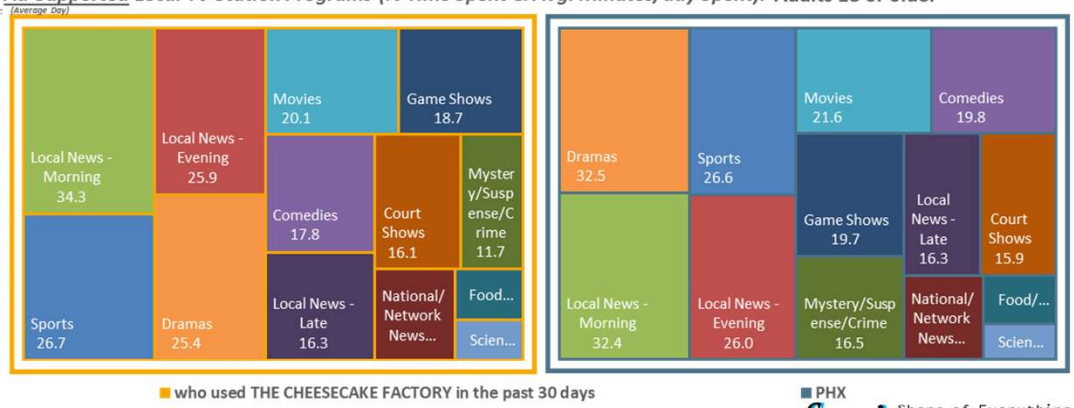
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

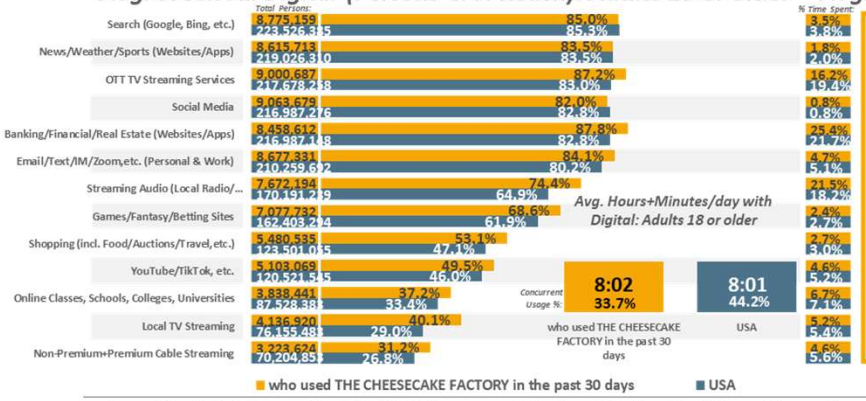
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

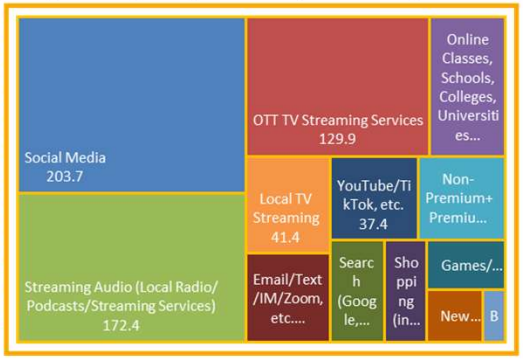


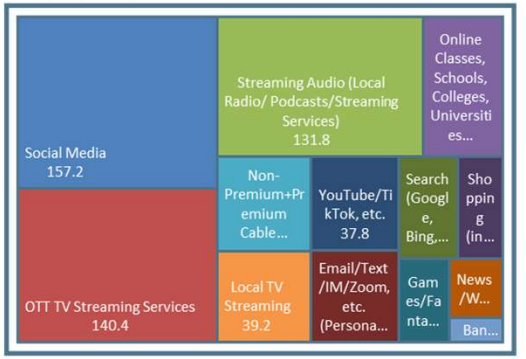
8,186,419 or 79.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 184. minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

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

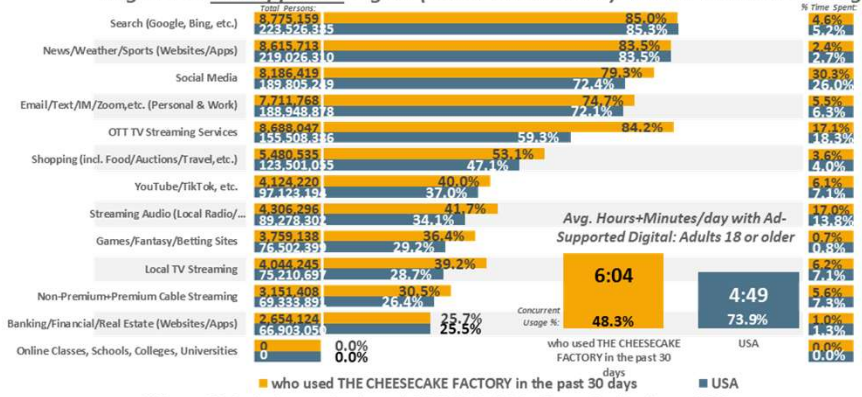


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

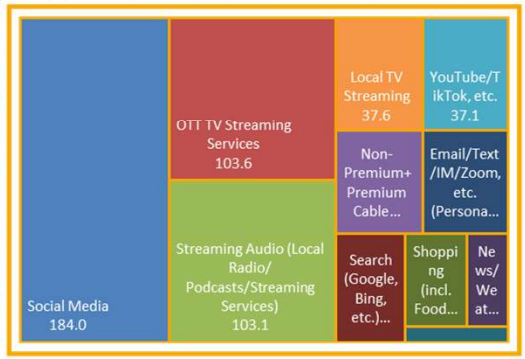


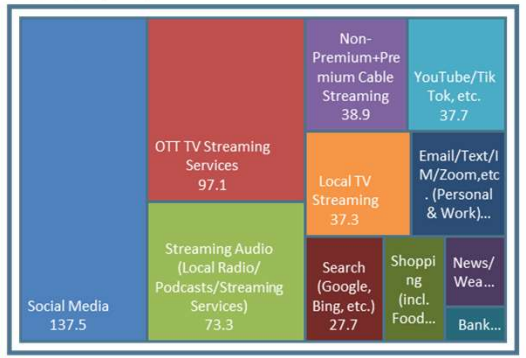


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

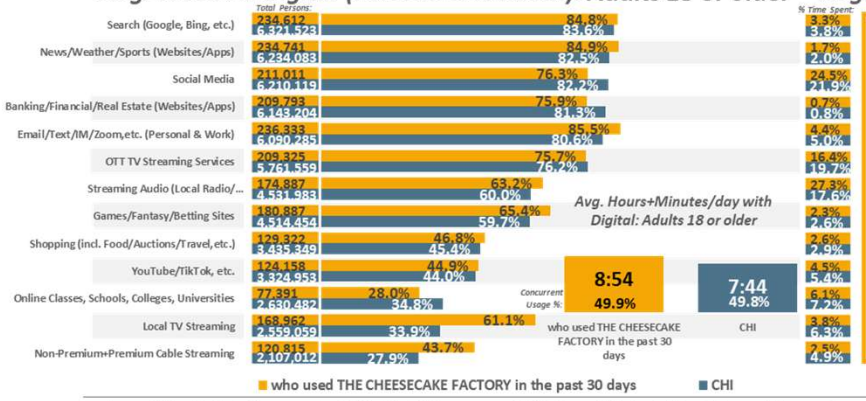
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

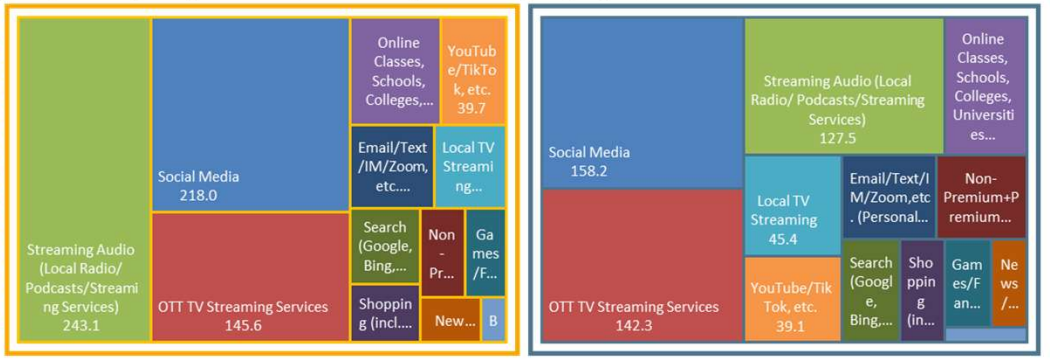
Sit-down restaurants used past 30 days: The Cheesecake Factory

197,272 or 71.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 203.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

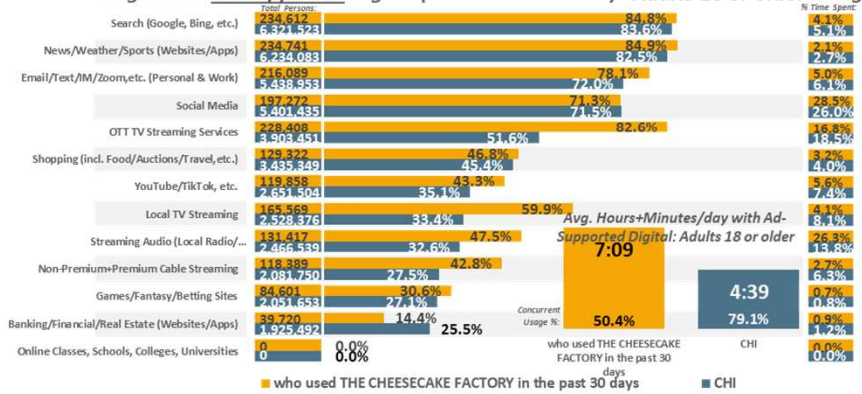
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



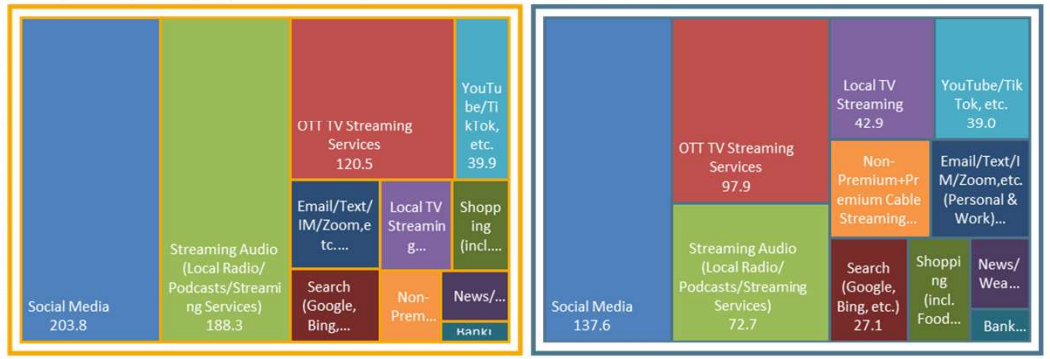
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

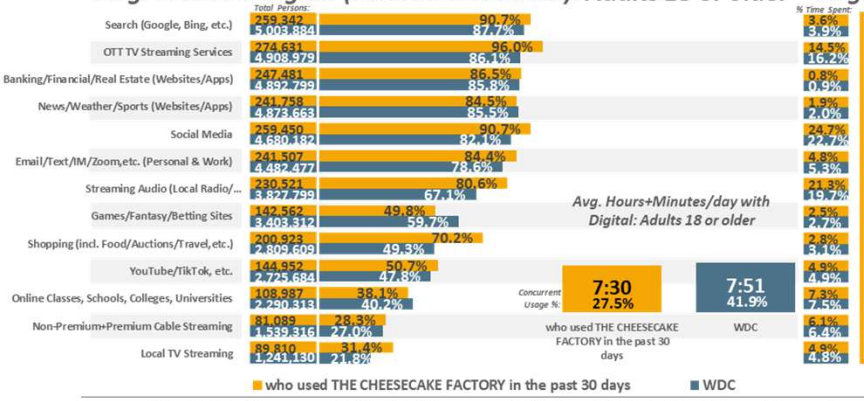
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

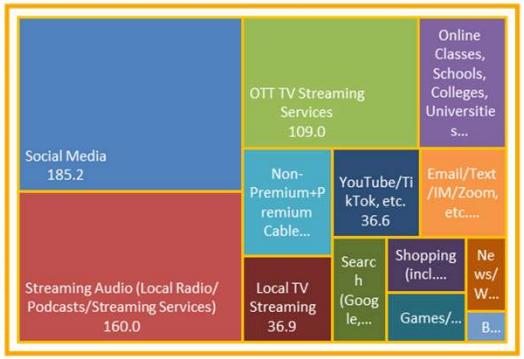
Sit-down restaurants used past 30 days: The Cheesecake Factory

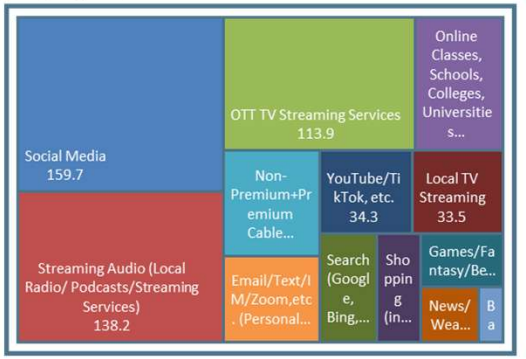
223,363 or 78.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 159.5 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

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

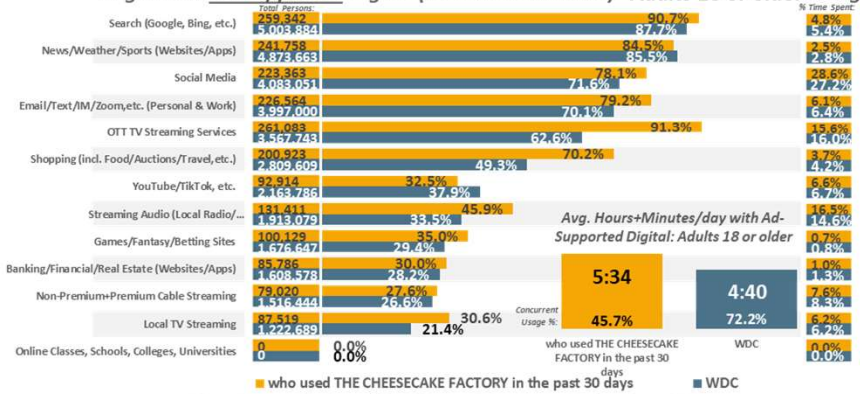


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

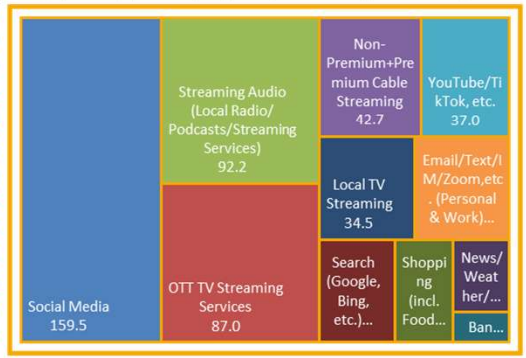


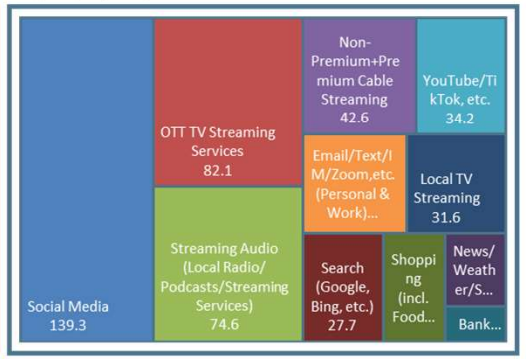


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

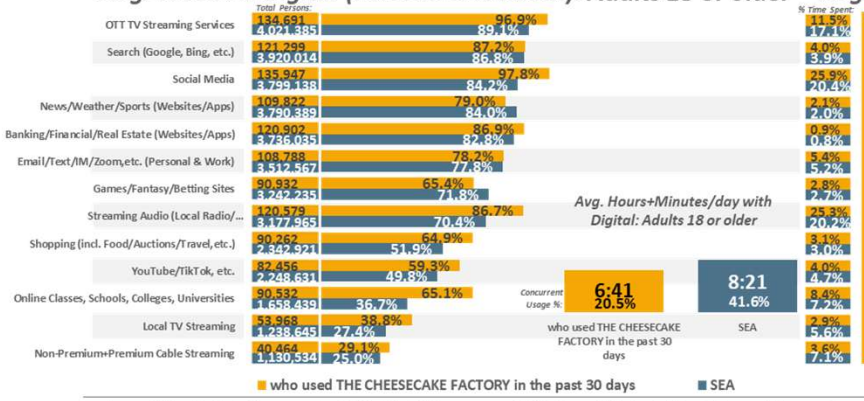
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

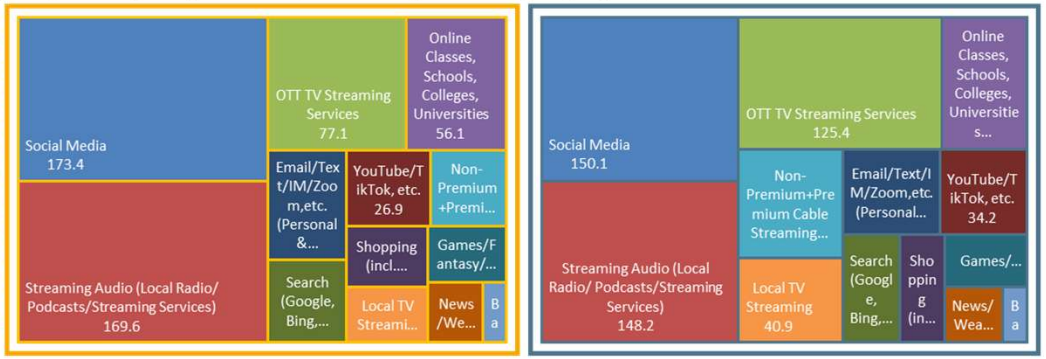


121,366 or 87.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 154.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

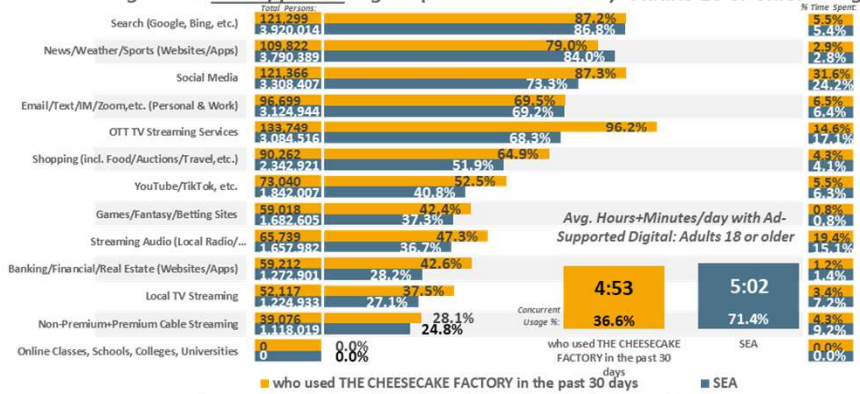
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



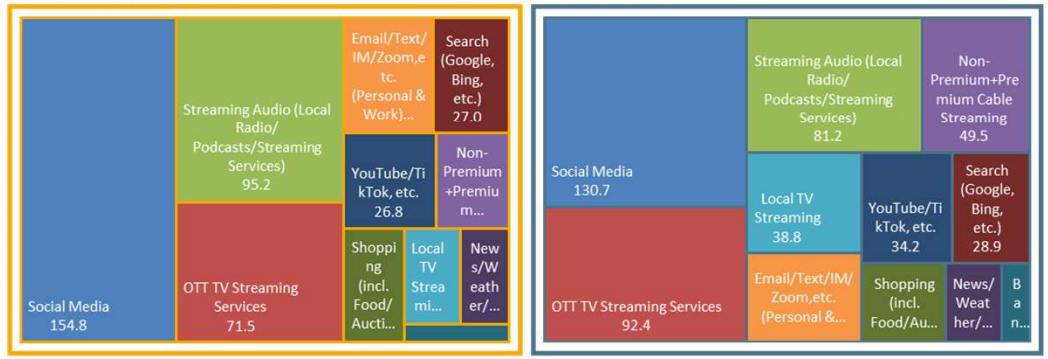
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

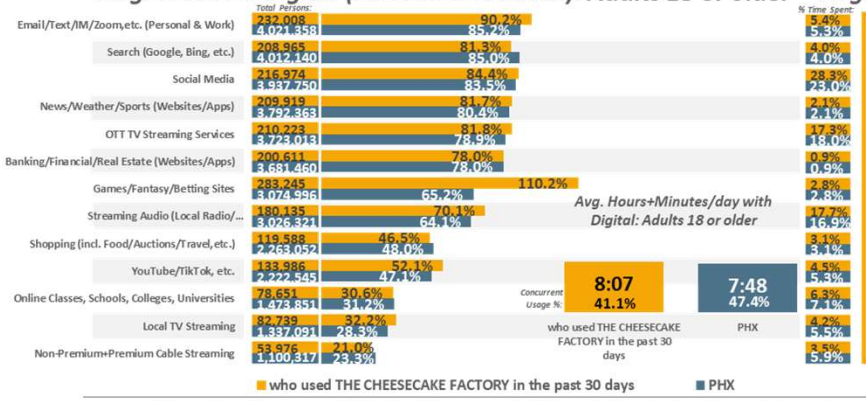
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

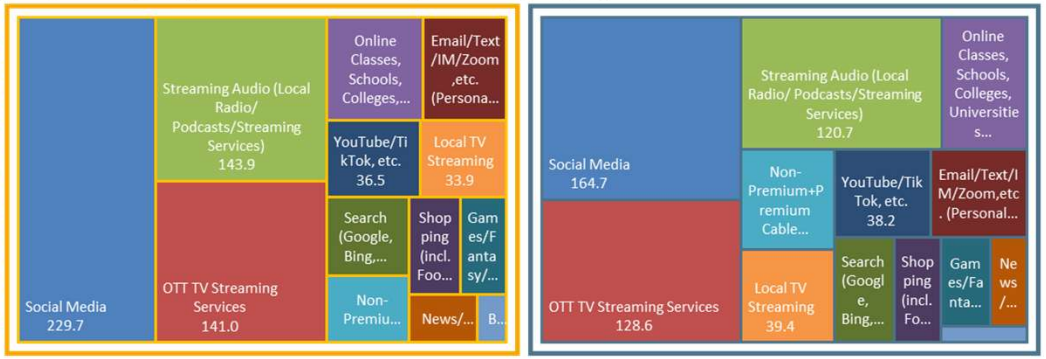
Sit-down restaurants used past 30 days: The Cheesecake Factory

195,645 or 76.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Social Media for an average of 207.1 minutes every day representing 34.6% of all time spent daily with Ad-Supported Digital Media.

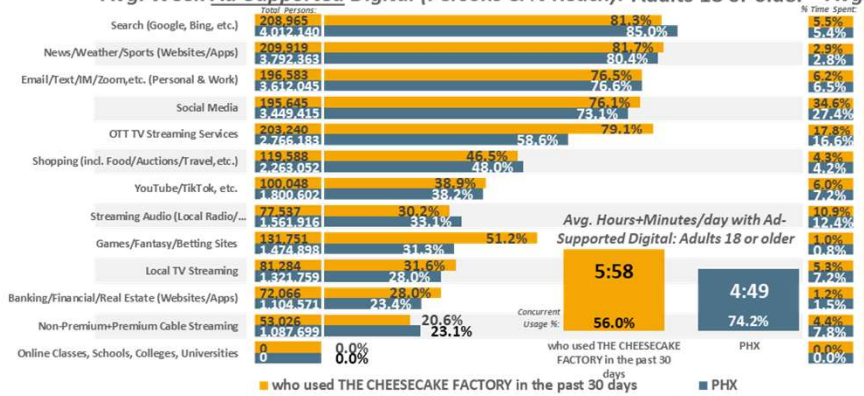
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



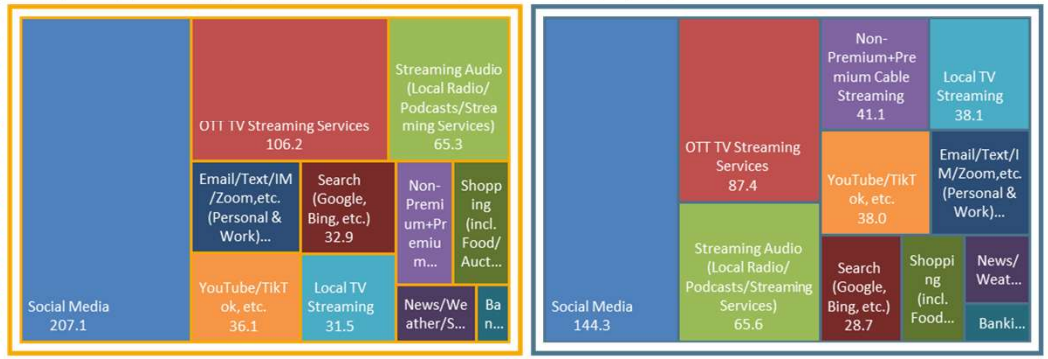
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

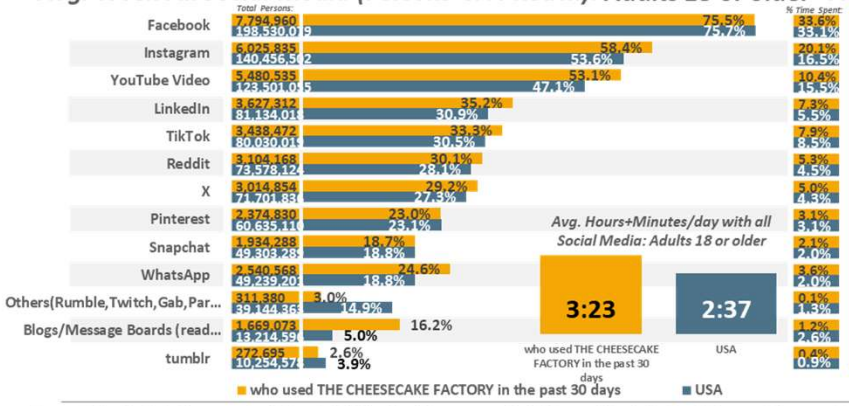
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

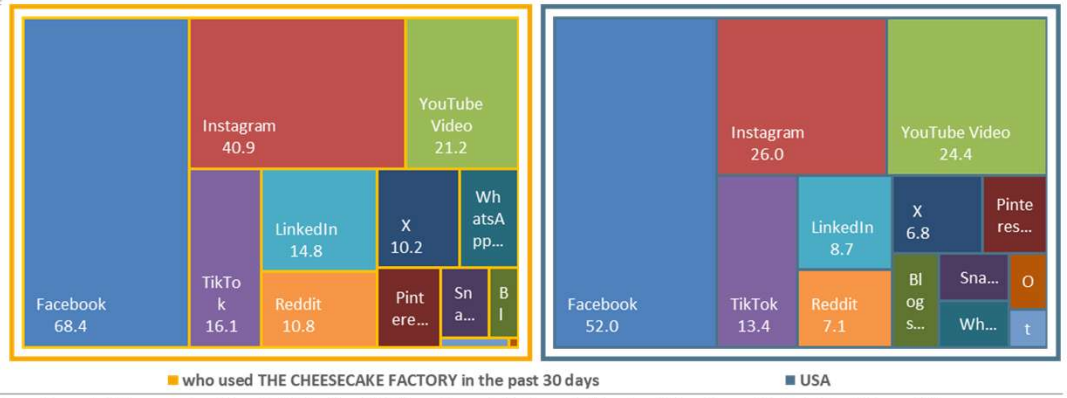
Sit-down restaurants used past 30 days: The Cheesecake Factory

7,794,960 or 75.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 69.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

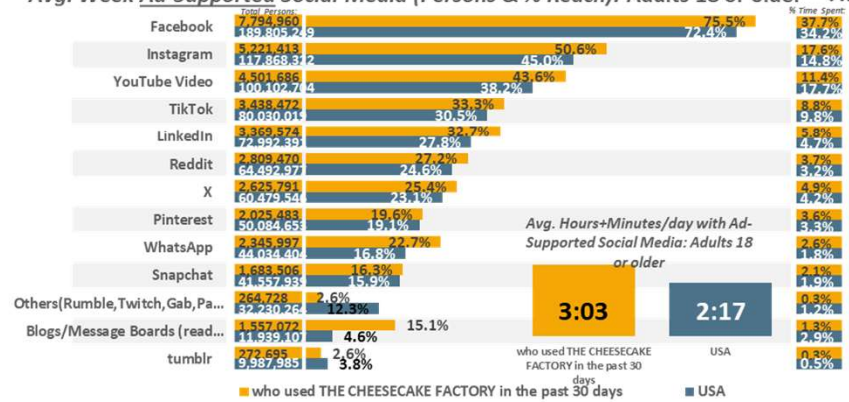
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



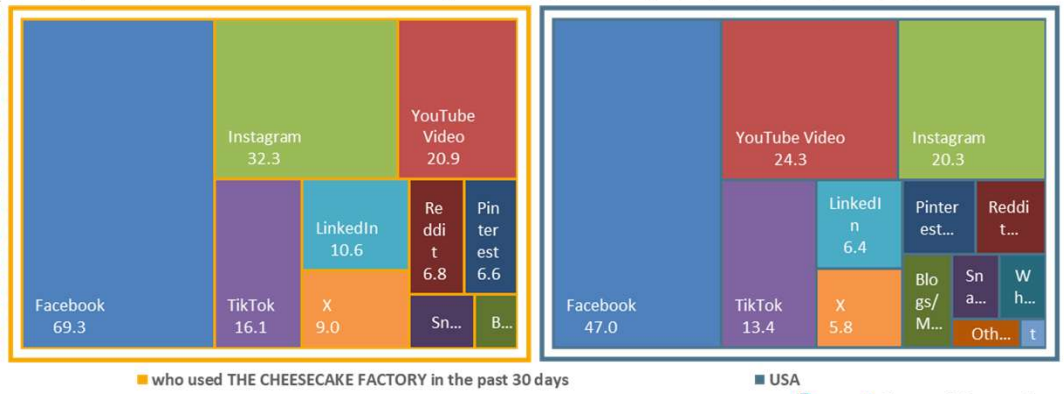
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



who used THE CHEESECAKE FACTORY in the past 30 days ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

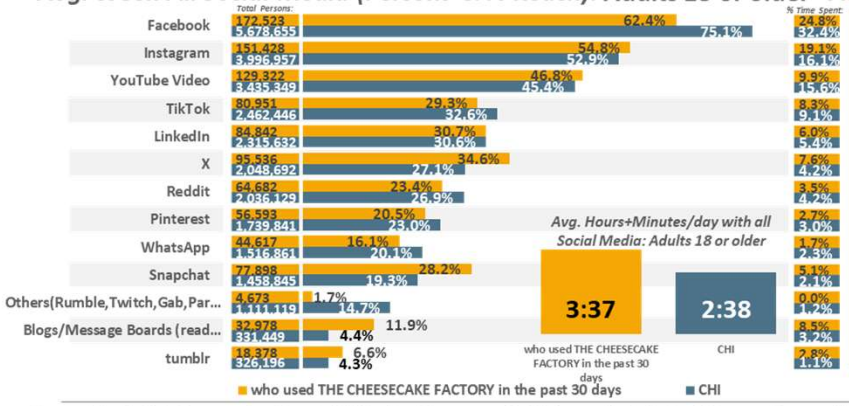
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

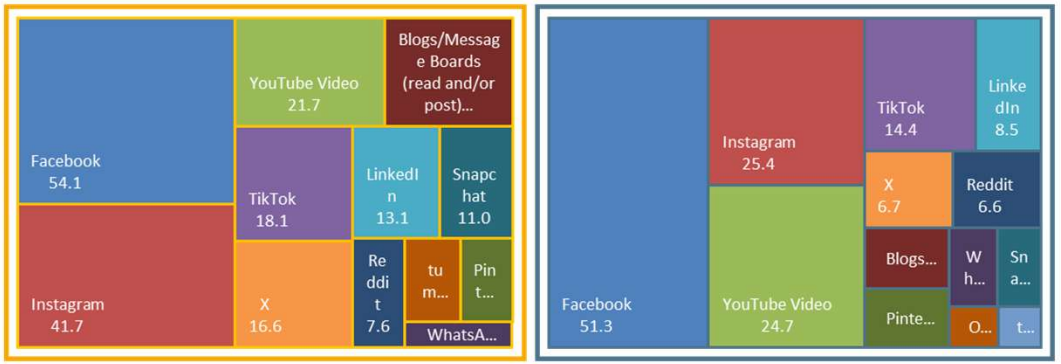
Sit-down restaurants used past 30 days: The Cheesecake Factory

172,523 or 62.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 63.1 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

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

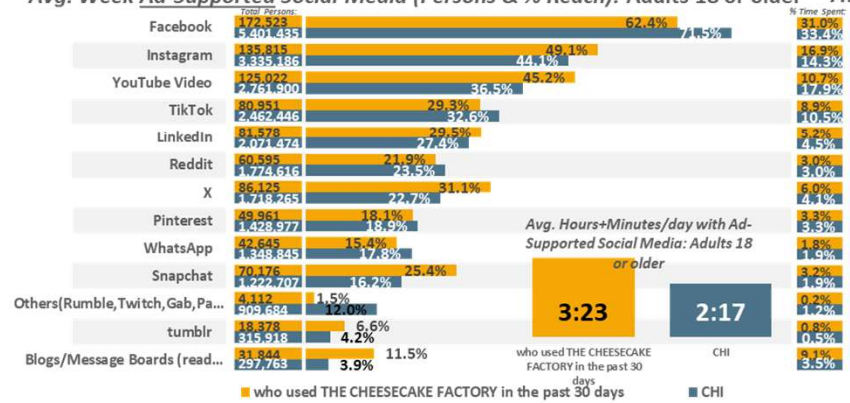


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

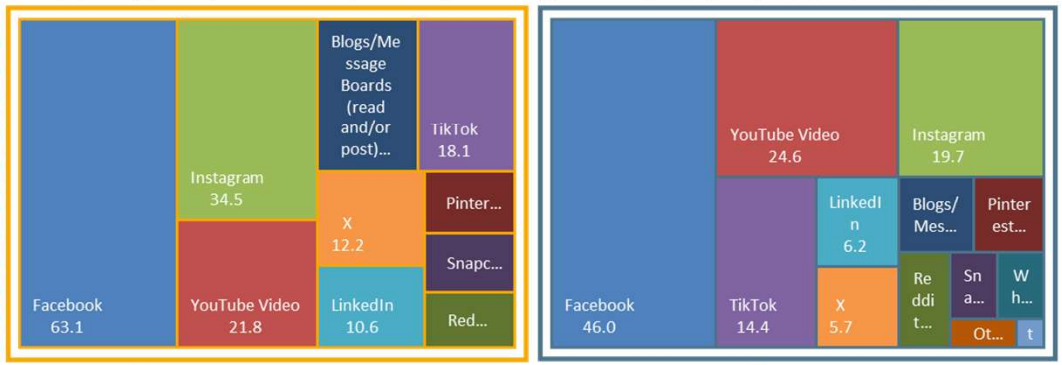


who used THE CHEESECAKE FACTORY in the past 30 days ■ CHI

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



who used THE CHEESECAKE FACTORY in the past 30 days ■ CHI

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

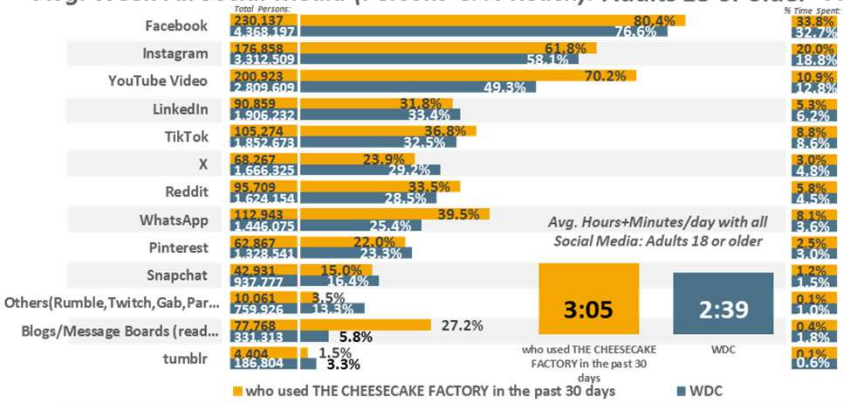
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

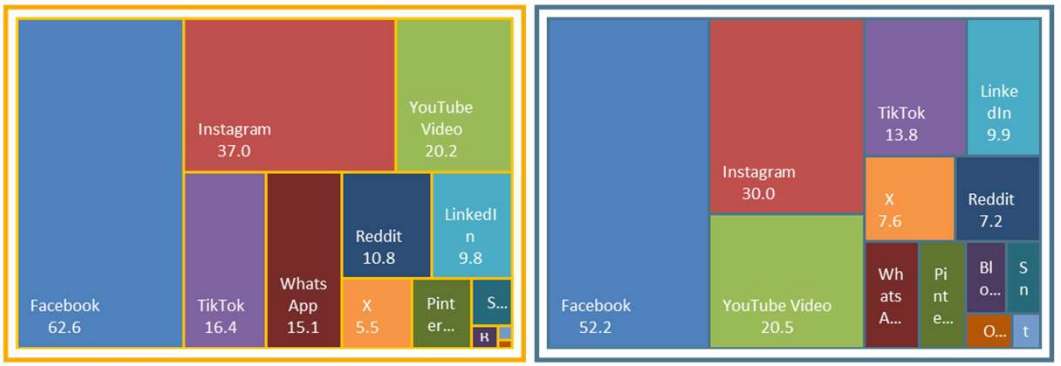
Sit-down restaurants used past 30 days: The Cheesecake Factory

223,363 or 78.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 60.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

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

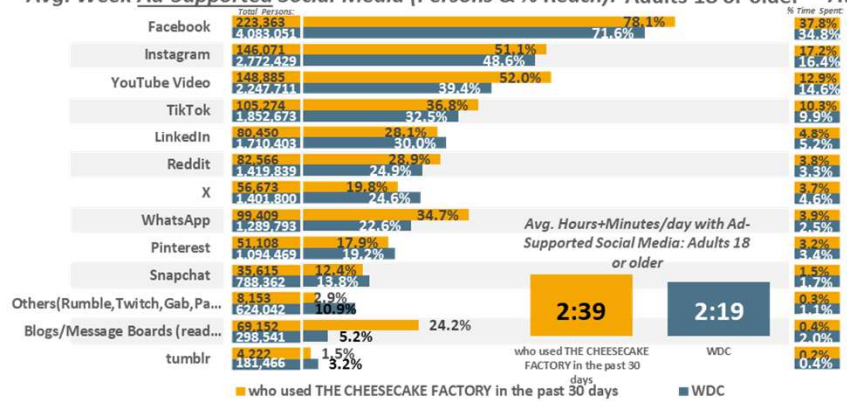


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

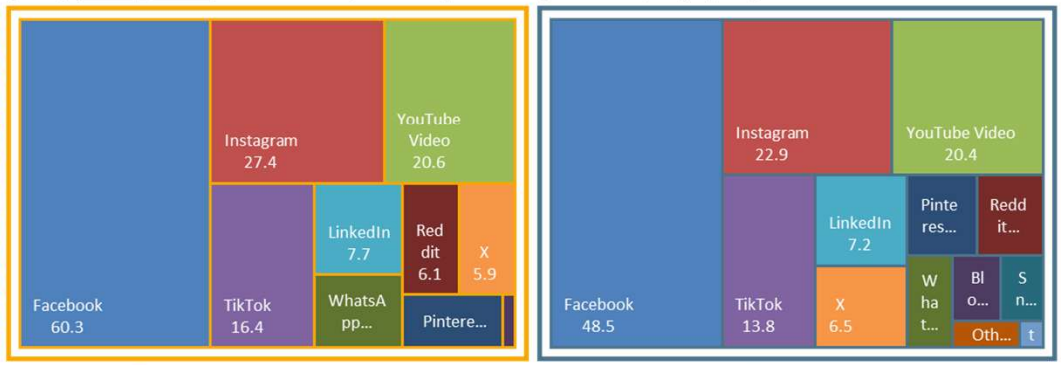


who used THE CHEESECAKE FACTORY in the past 30 days ■ WDC

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



who used THE CHEESECAKE FACTORY in the past 30 days ■ WDC

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

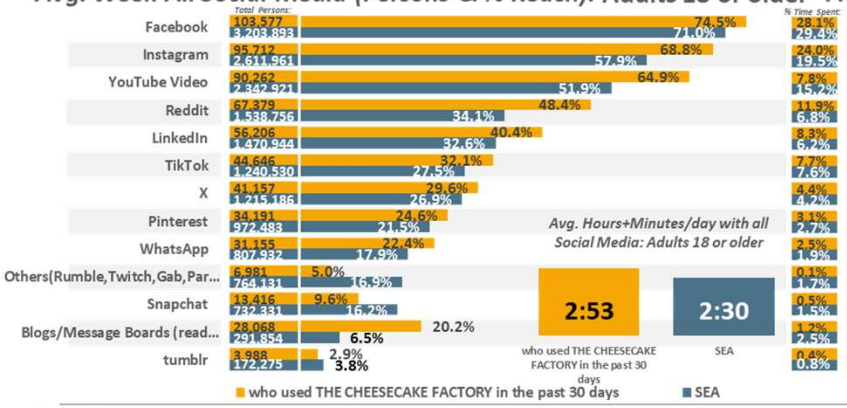
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

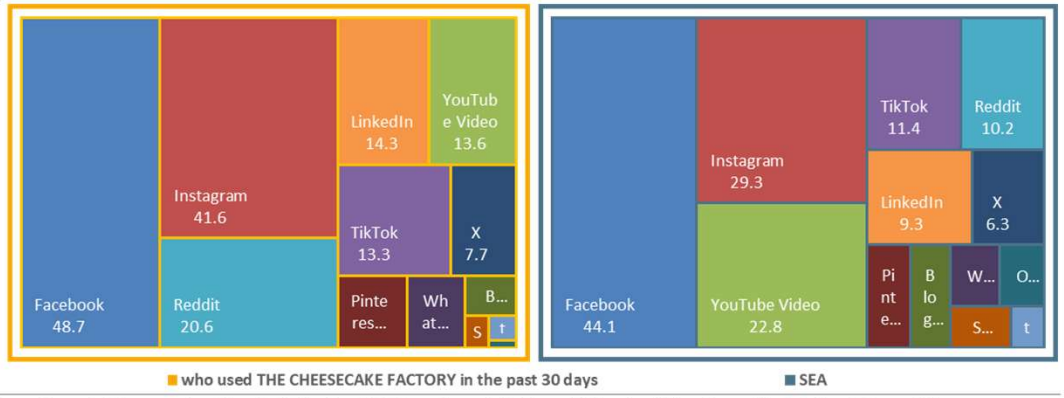


103,577 or 74.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 56.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

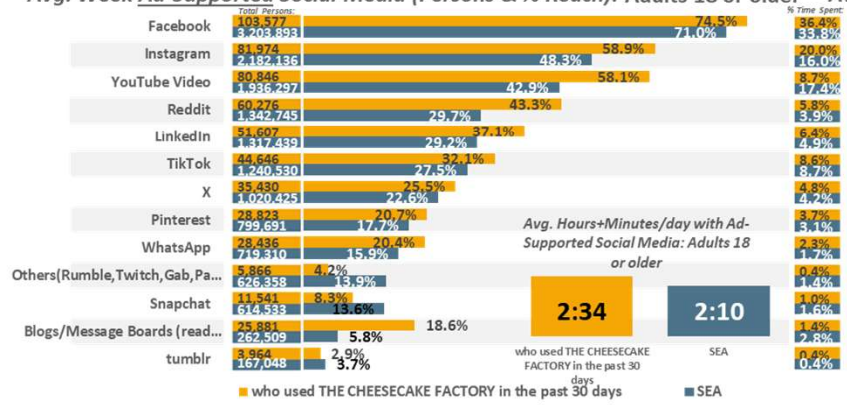
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



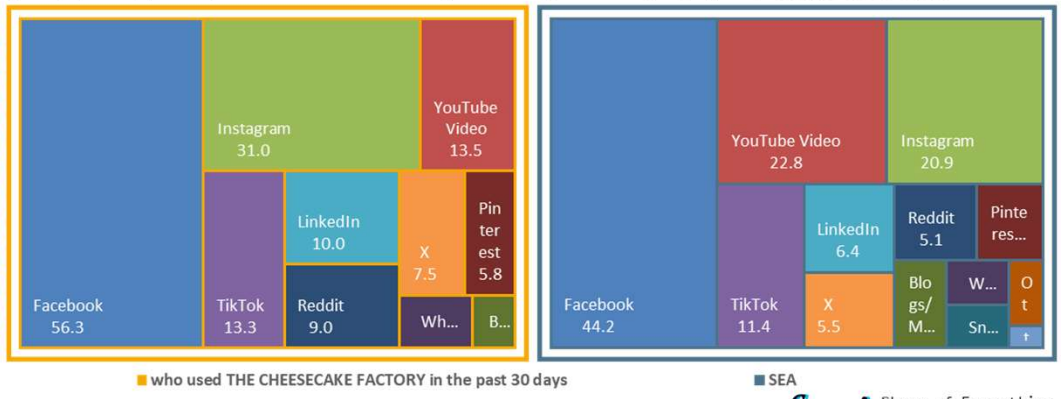
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

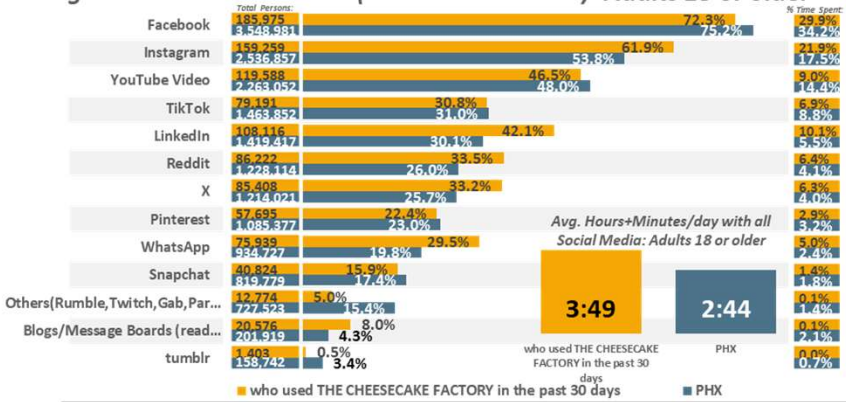
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

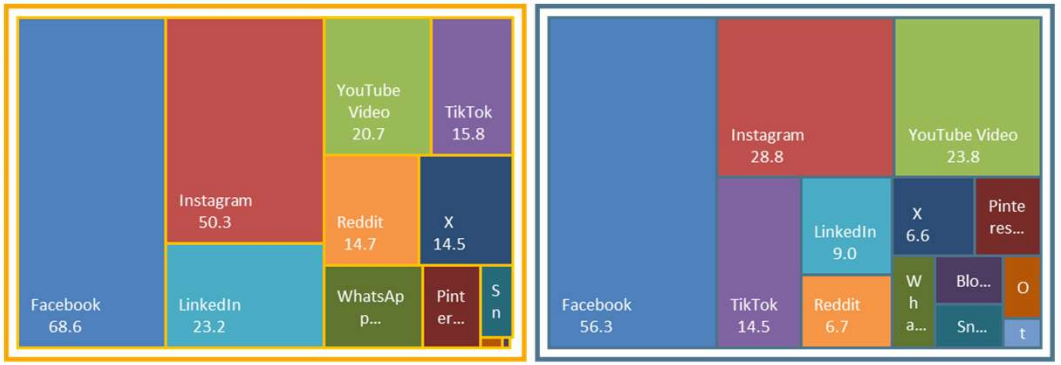
Sit-down restaurants used past 30 days: The Cheesecake Factory

185,975 or 72.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 76.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

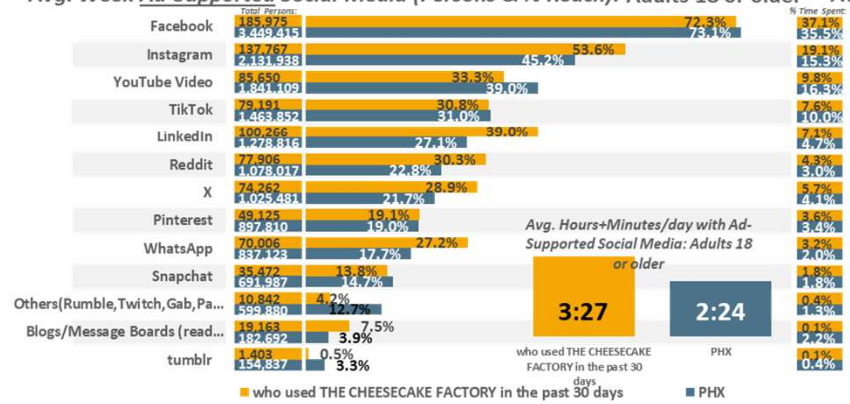
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



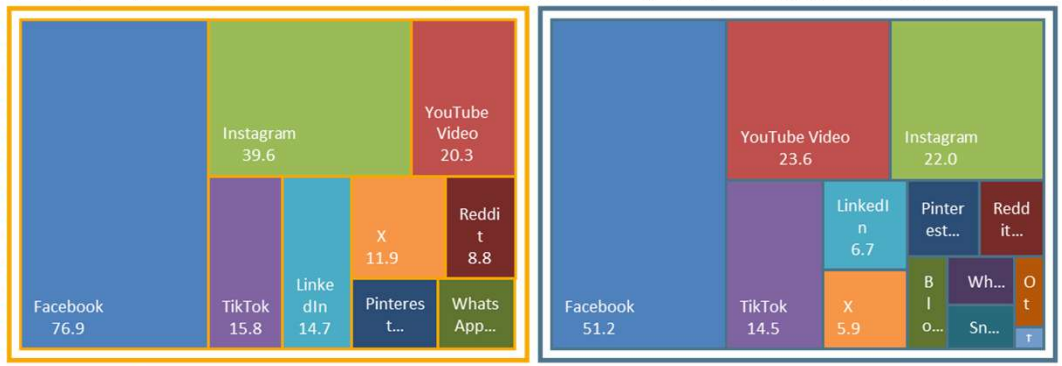
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

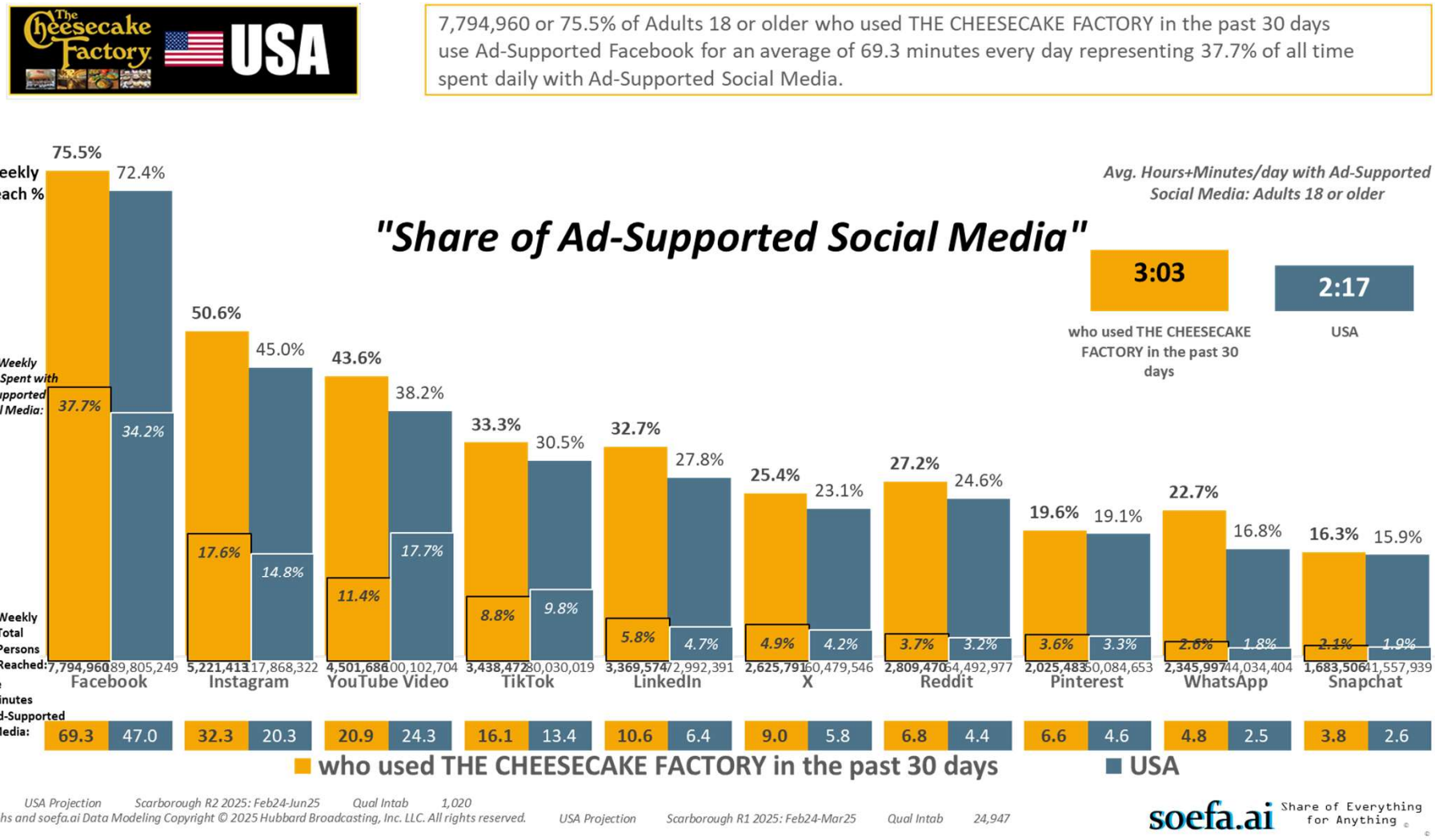


PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

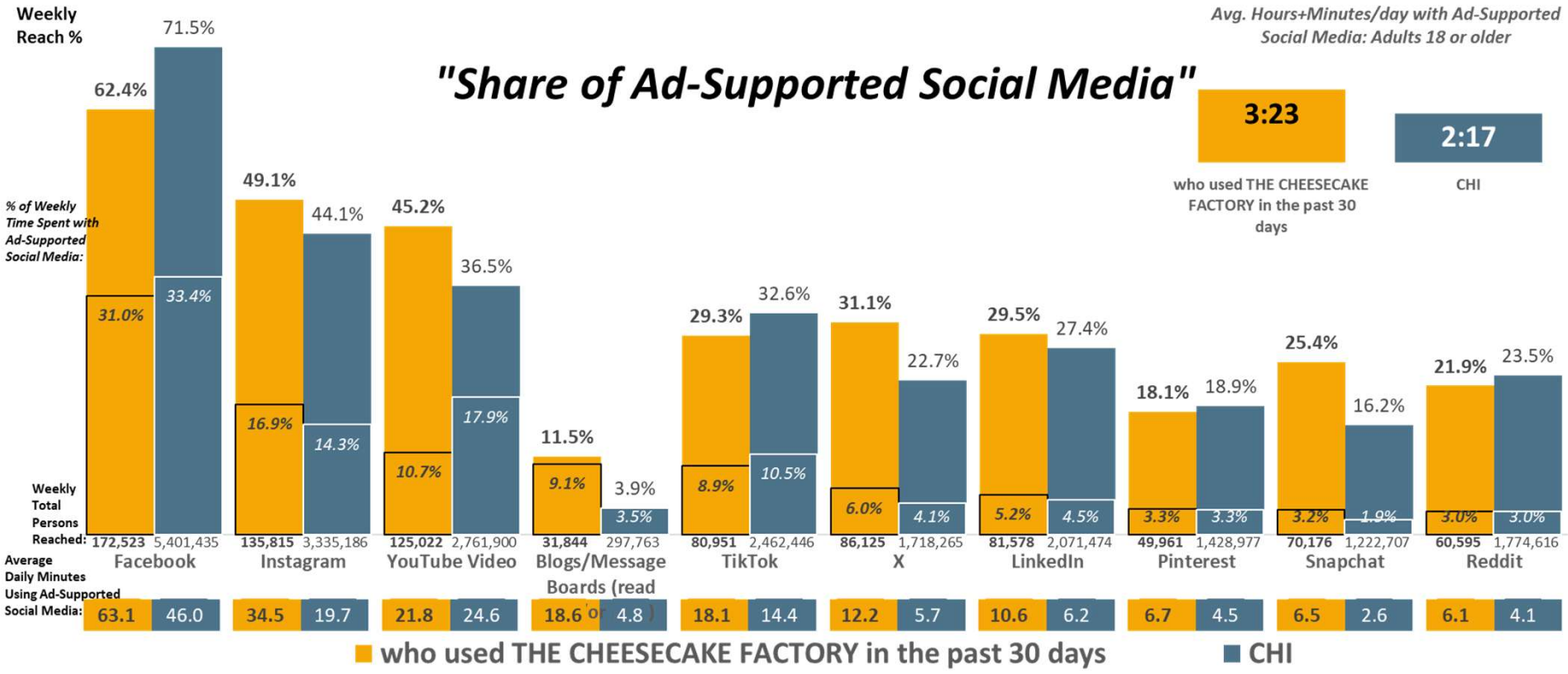
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



Sit-down restaurants used past 30 days: The Cheesecake Factory

172,523 or 62.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 63.1 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.



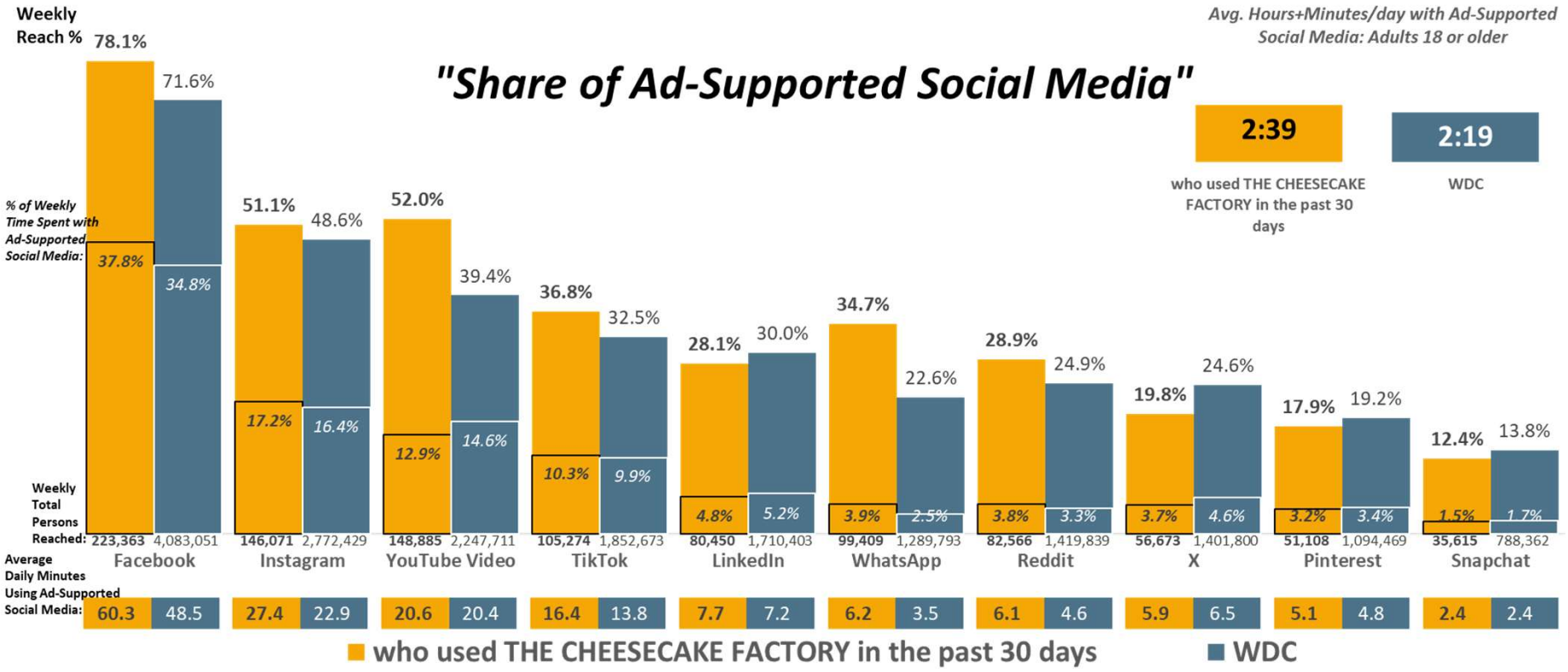
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

223,363 or 78.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 60.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

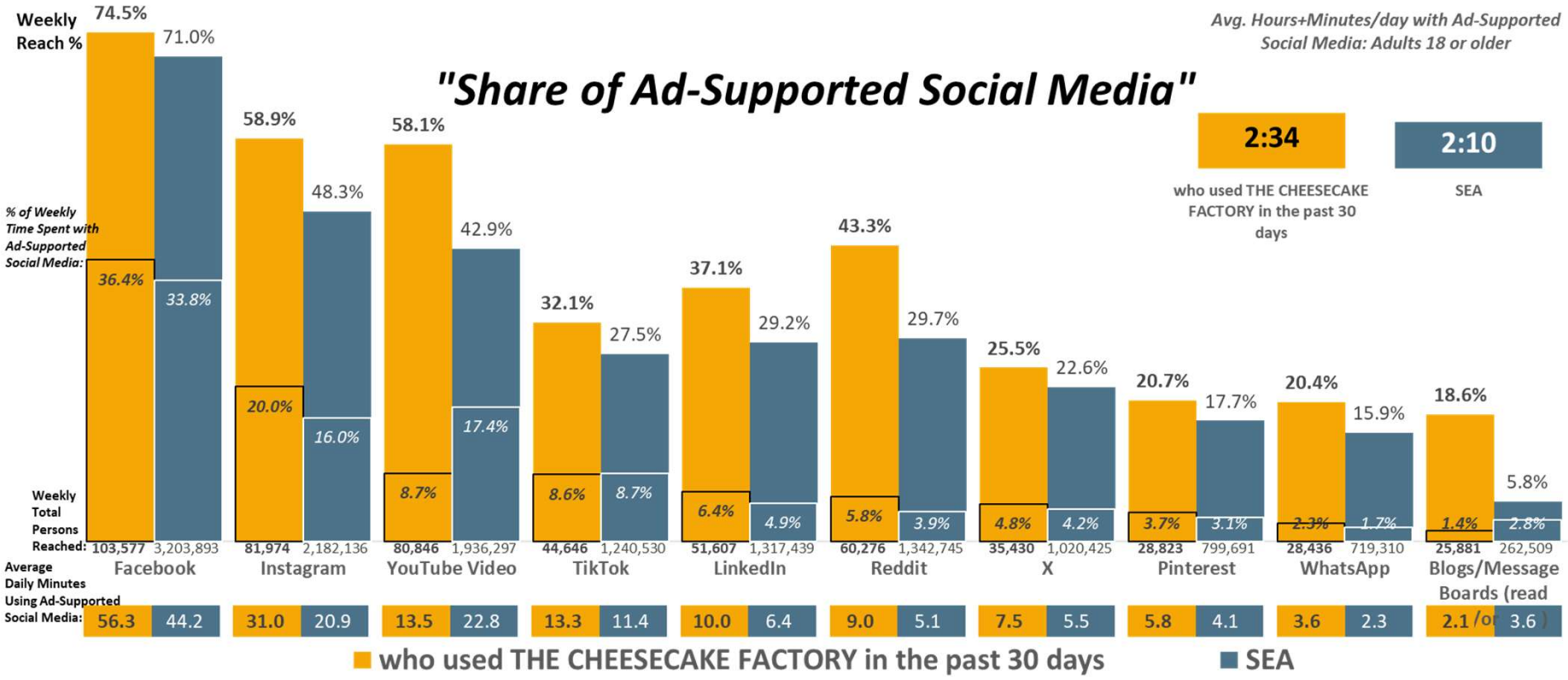
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



103,577 or 74.5% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 56.3 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



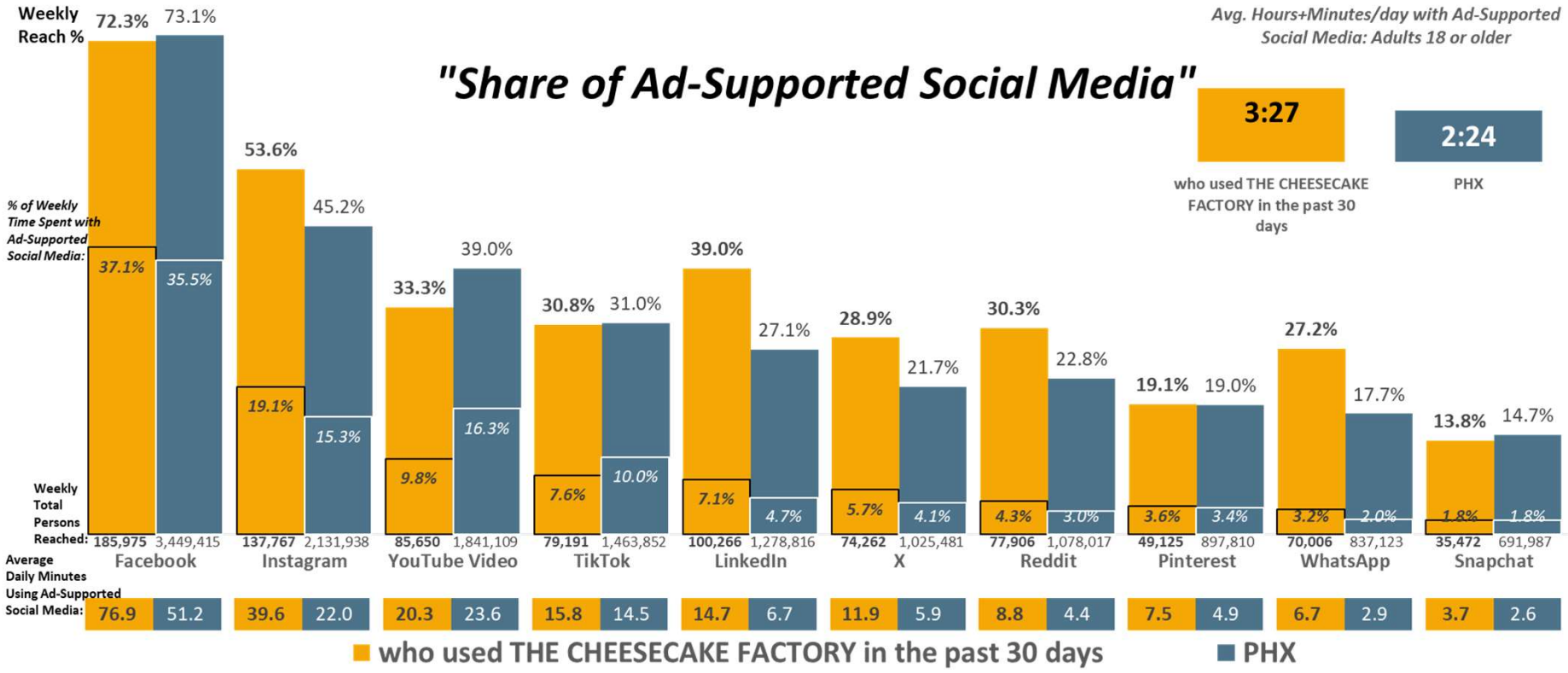
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

185,975 or 72.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days use Ad-Supported Facebook for an average of 76.9 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



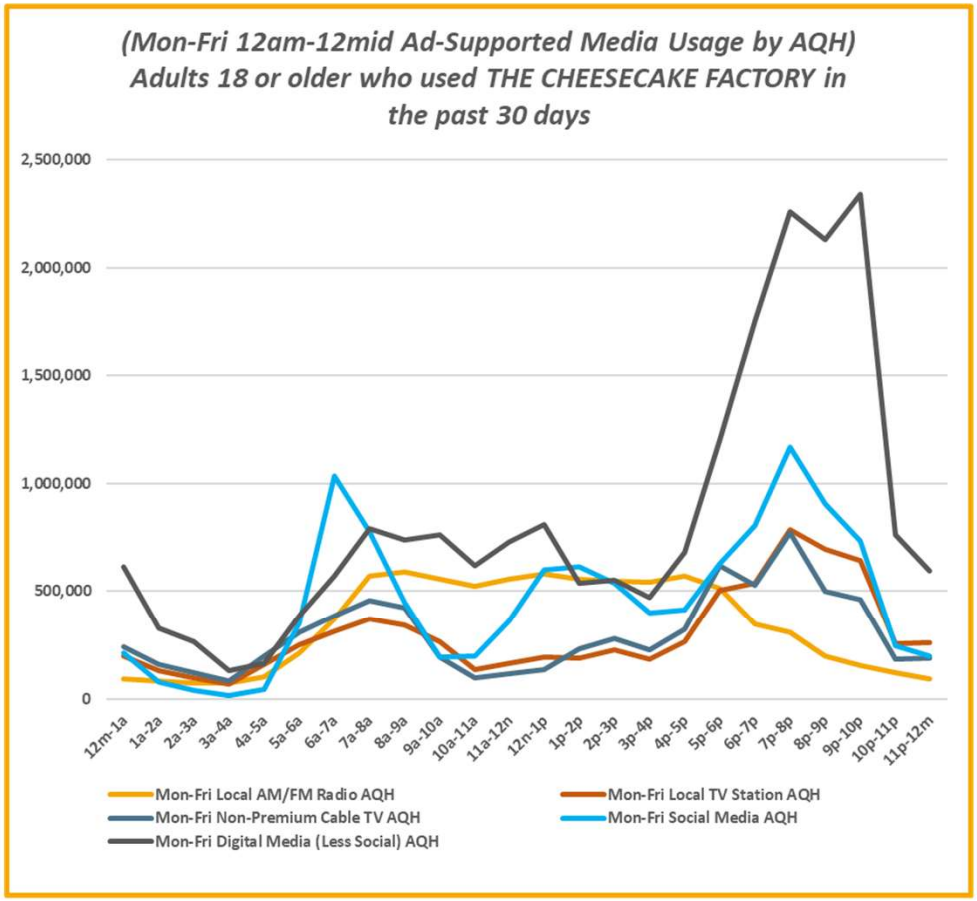
PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

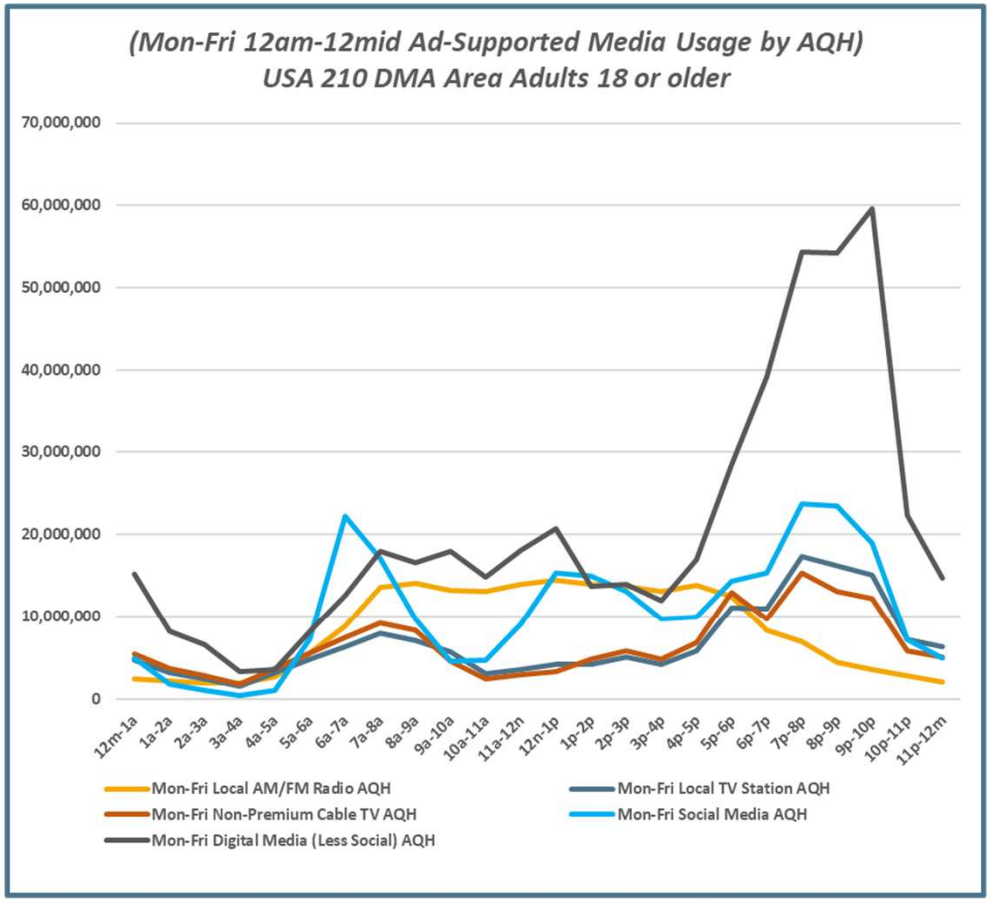
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 784,233; Social Media: 537,208; Local Radio: 523,588; Non-Prem. Cable: 307,642; Local TV: 282,725 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past





USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

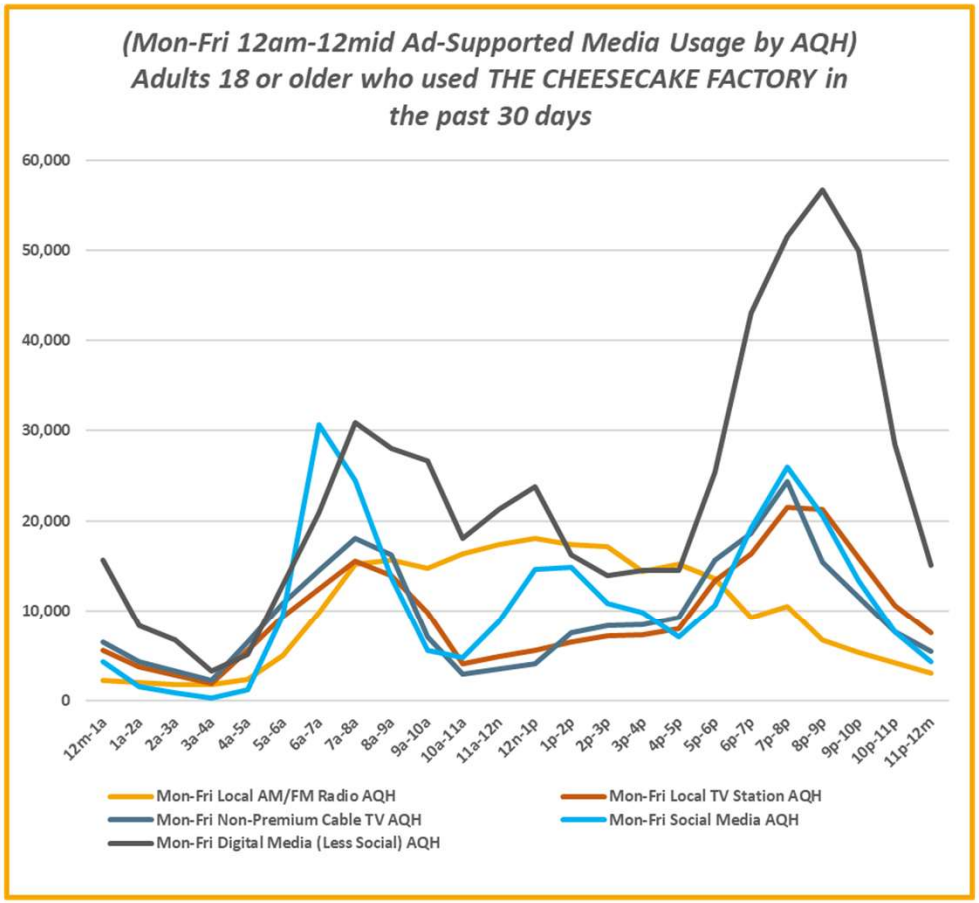
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

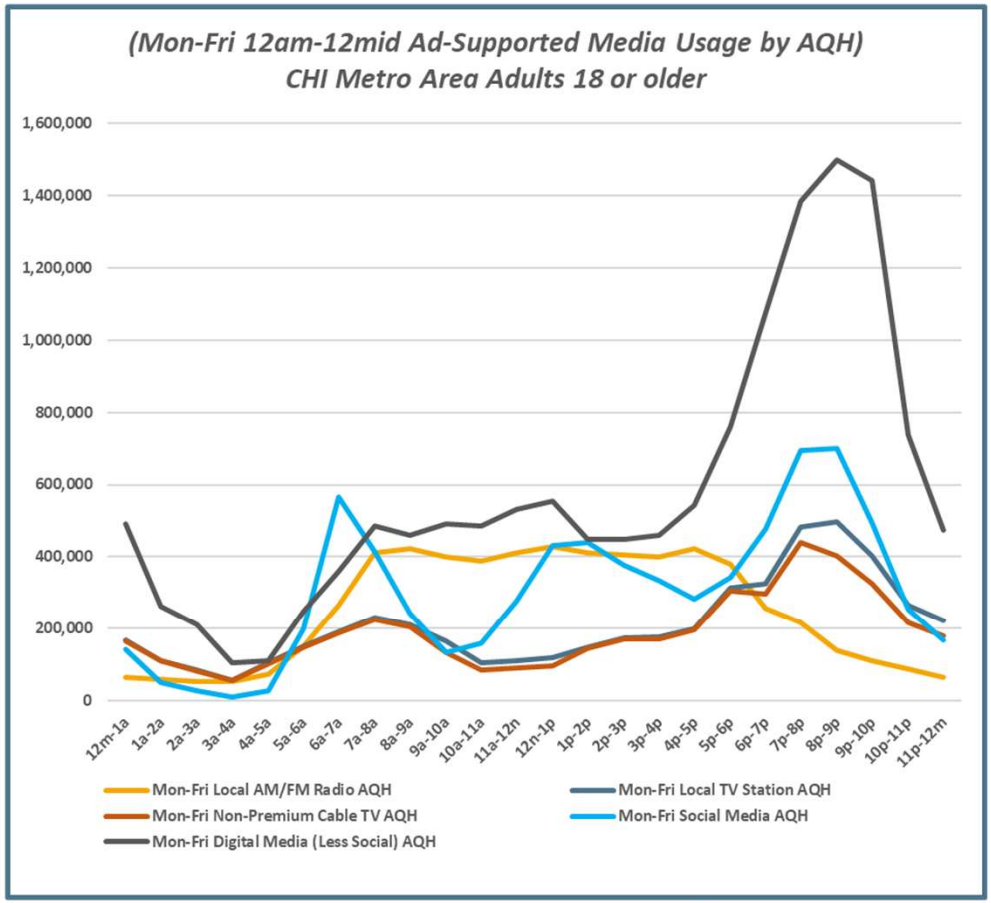
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,881; Local Radio: 14,947; Social Media: 13,456; Non-Prem. Cable: 10,323; Local TV: 9,597 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 day





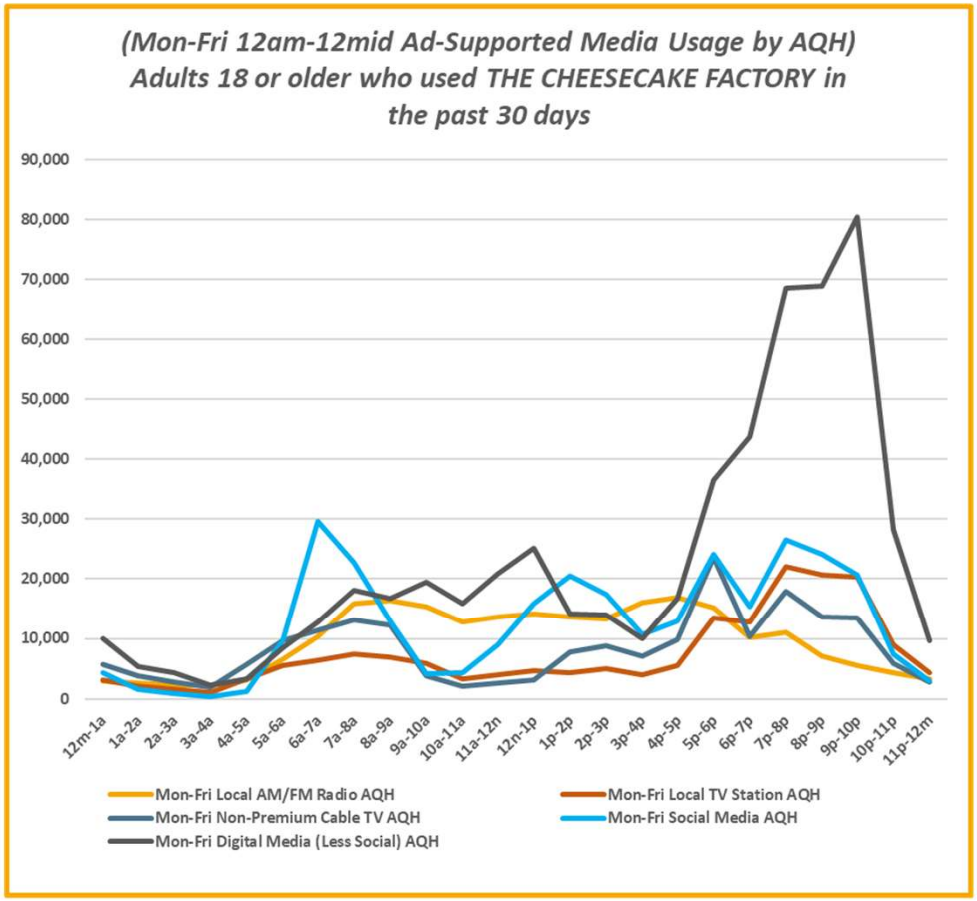
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

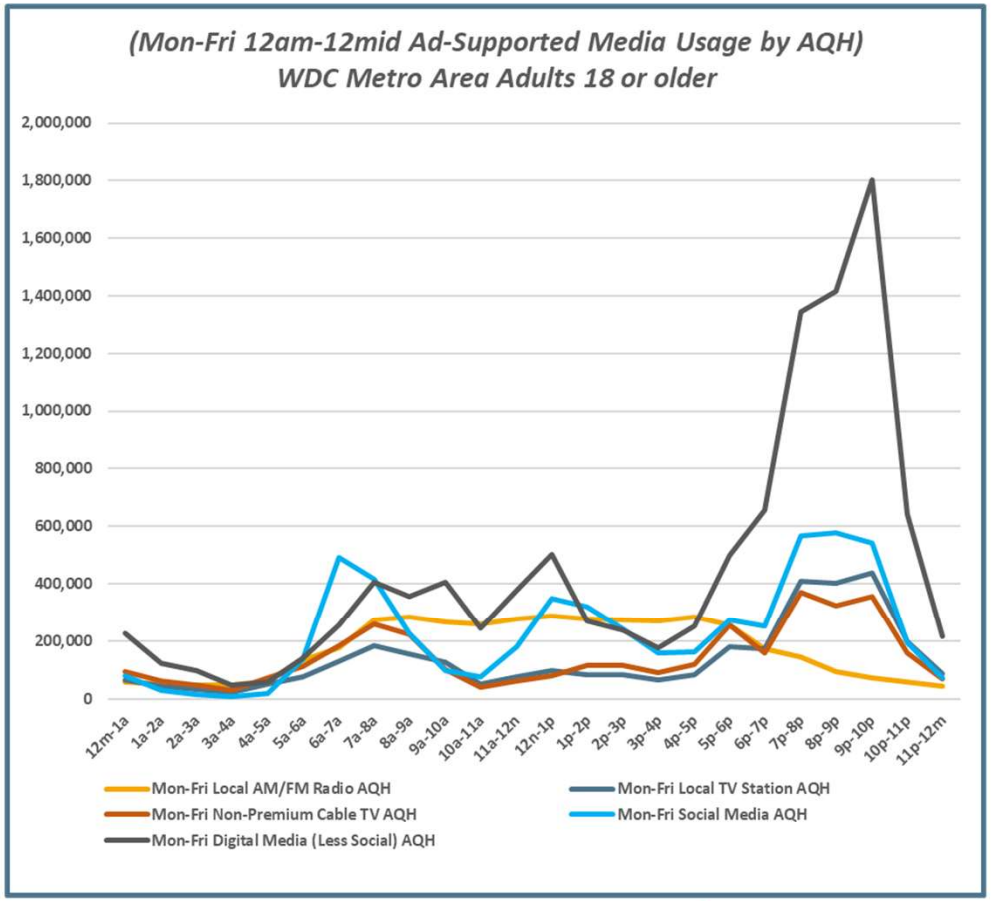
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,321; Social Media: 15,353; Local Radio: 14,105; Non-Prem. Cable: 8,895; Local TV: 6,424 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days





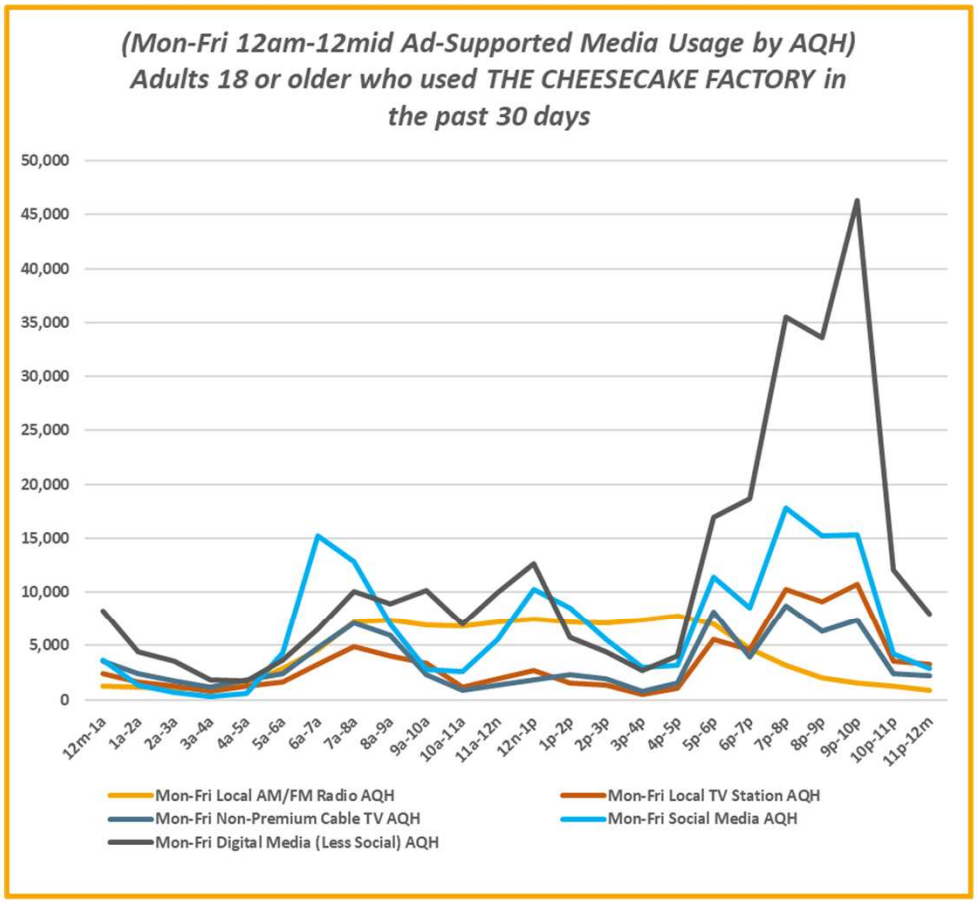
WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

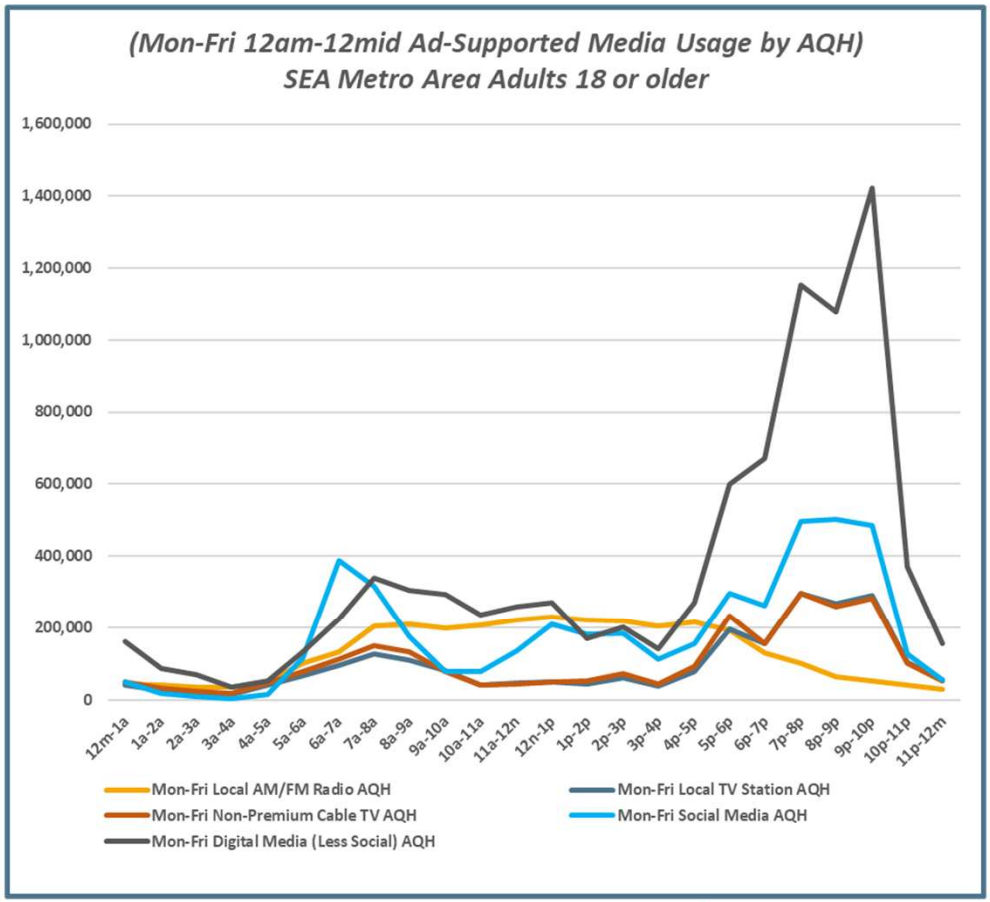
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,068; Social Media: 7,412; Local Radio: 6,801; Non-Prem. Cable: 3,292; Local TV: 2,774 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days.





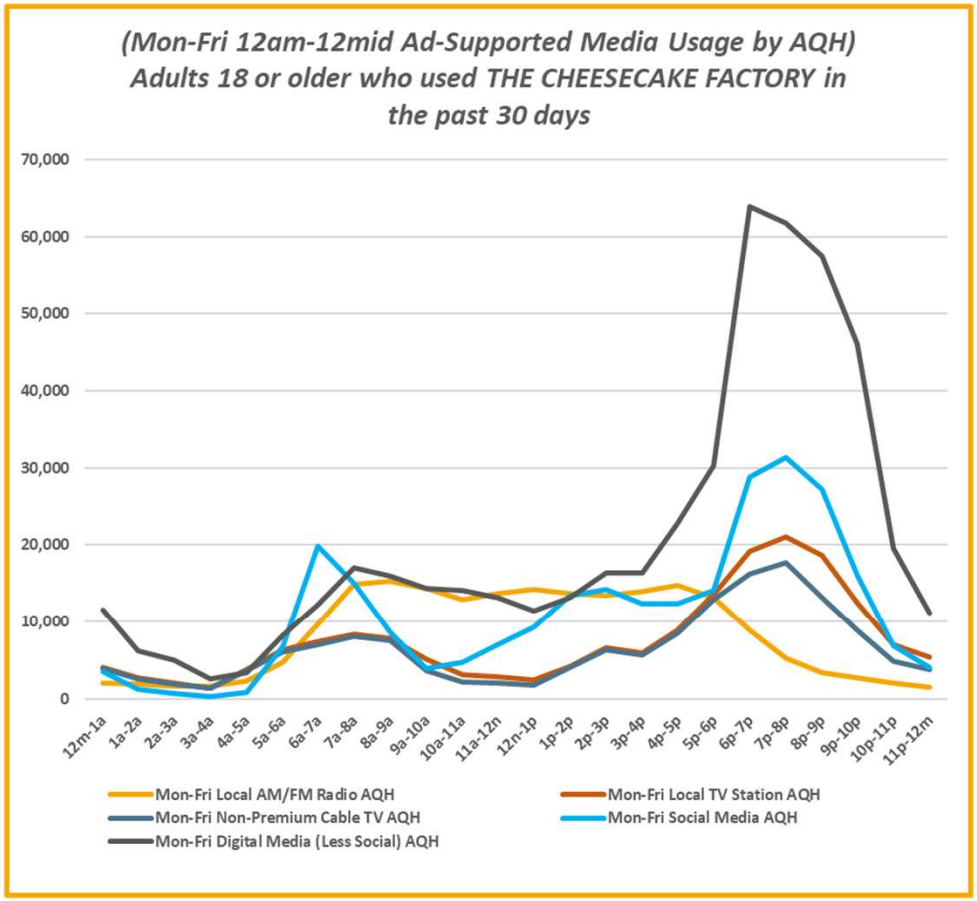
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

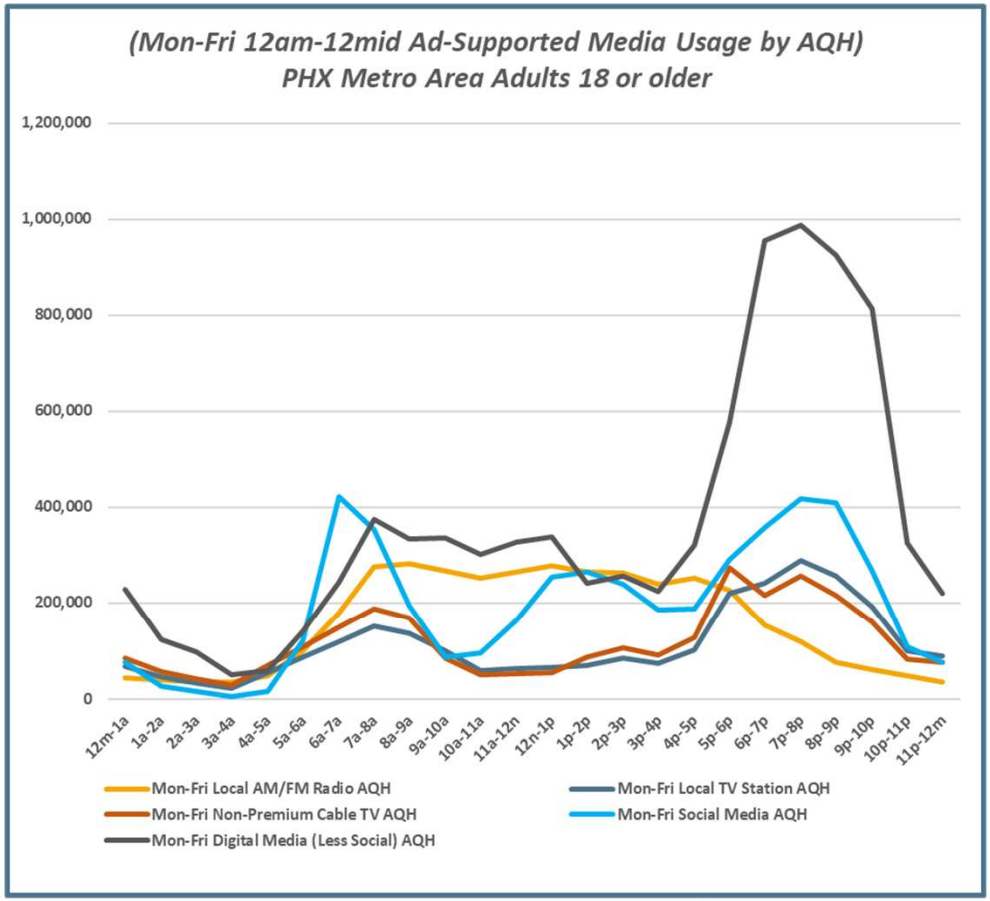
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,098; Local Radio: 13,282; Social Media: 12,580; Local TV: 7,336; Non-Prem. Cable: 6,576 reaching Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days





PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

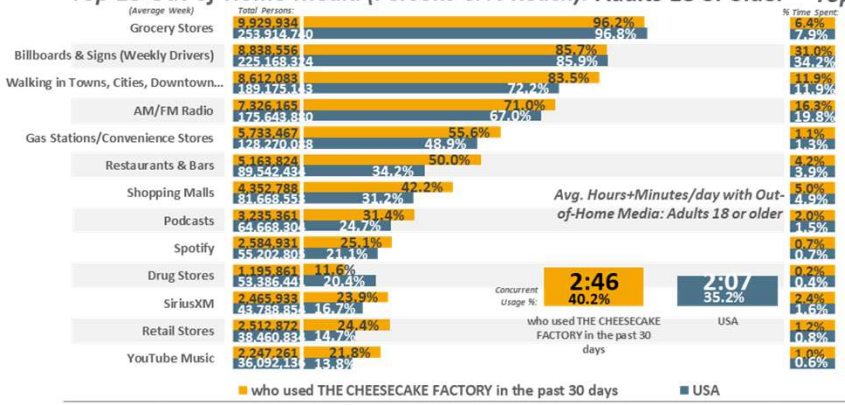
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

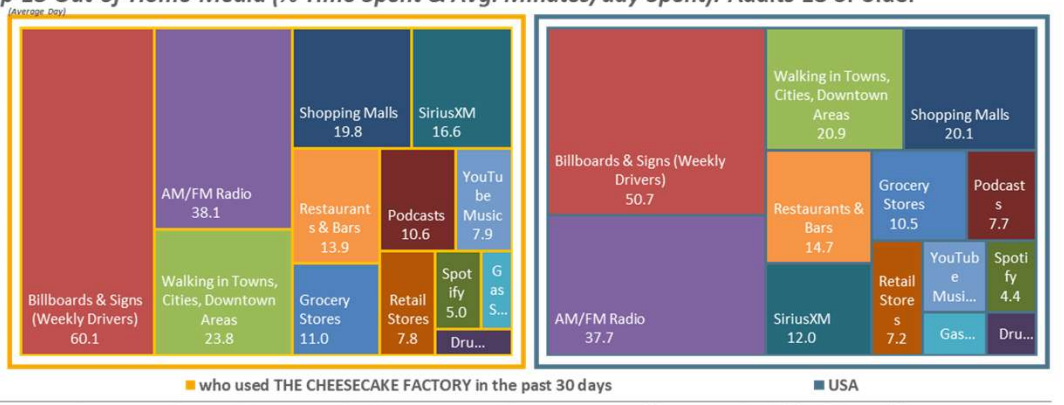


8,838,556 or 85.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 60.1 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 33.6 minutes/day

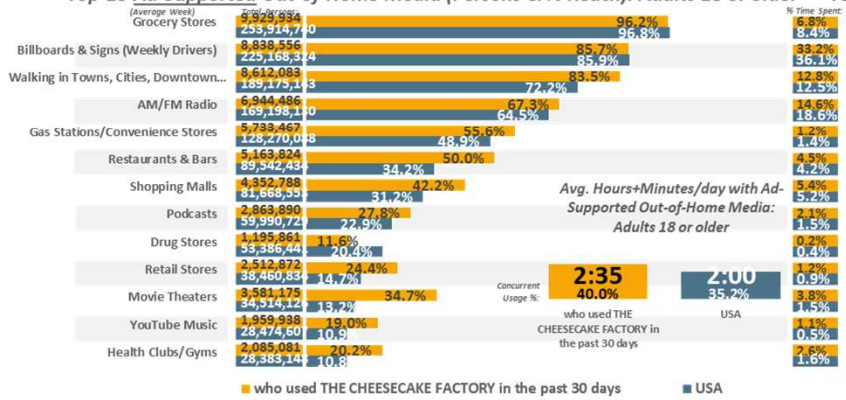
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



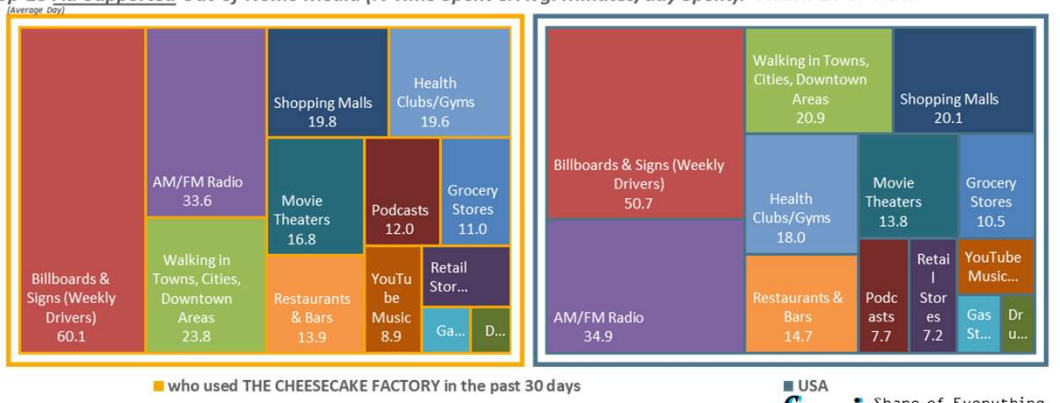
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

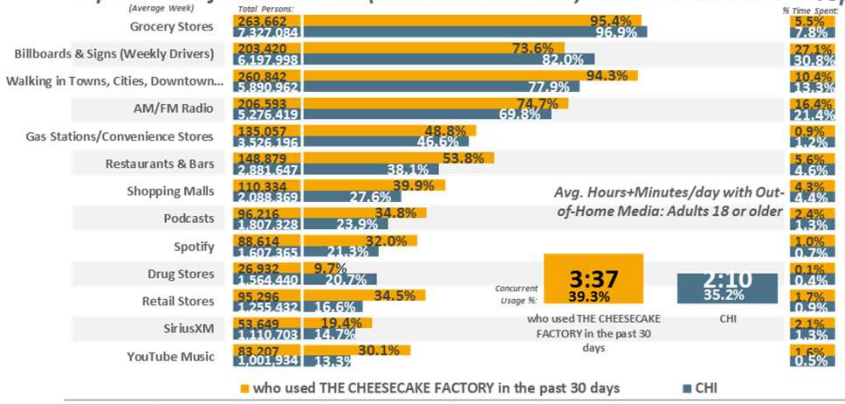
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

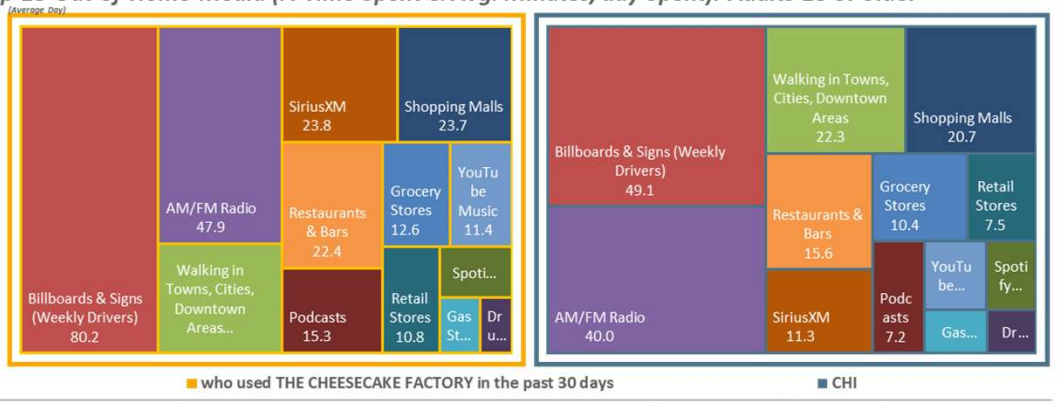
Sit-down restaurants used past 30 days: The Cheesecake Factory

203,420 or 73.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 80.2 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 44.3 minutes/day.

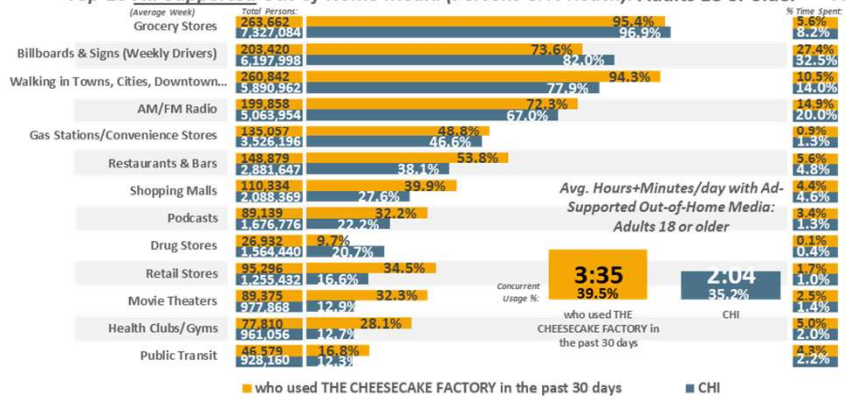
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



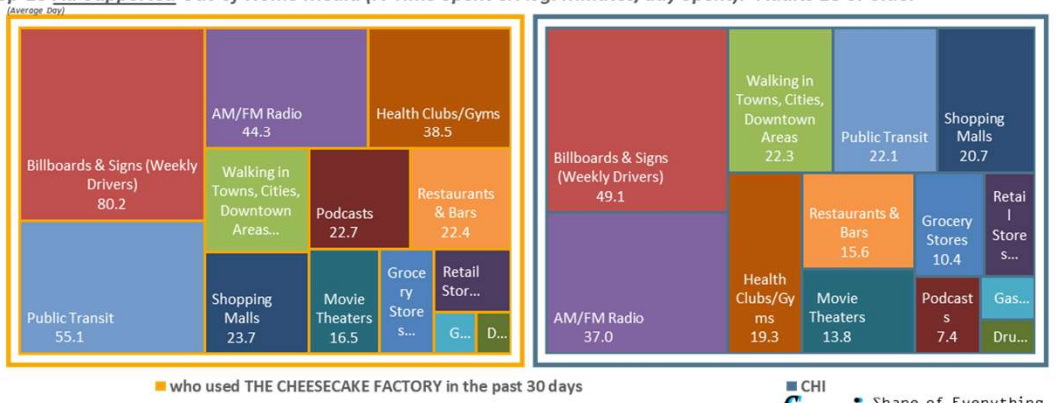
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

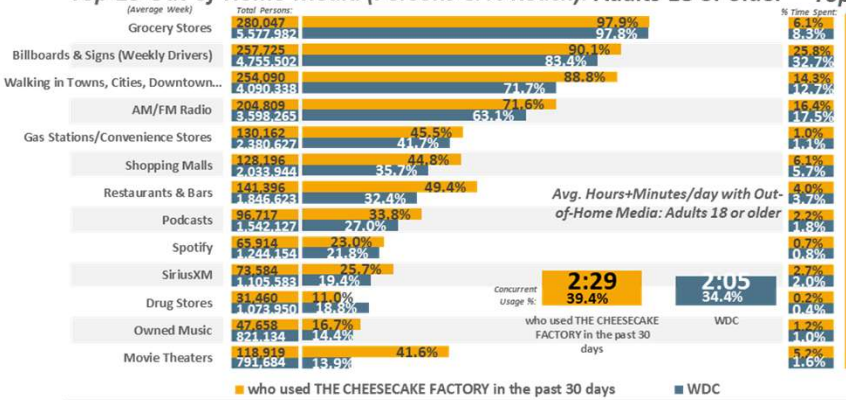
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

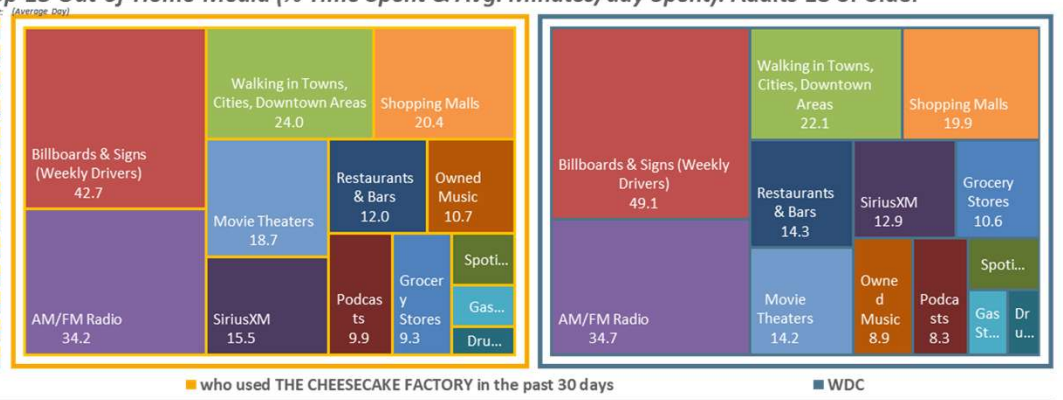
Sit-down restaurants used past 30 days: The Cheesecake Factory

257,725 or 90.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 30.3 minutes/day.

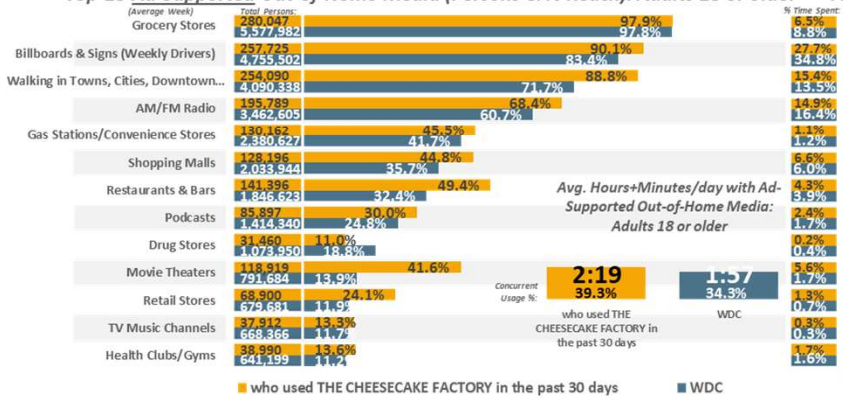
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



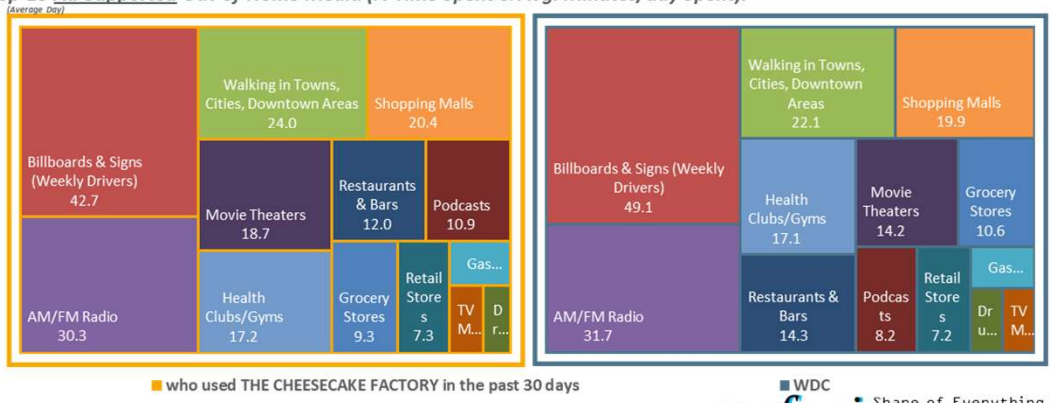
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

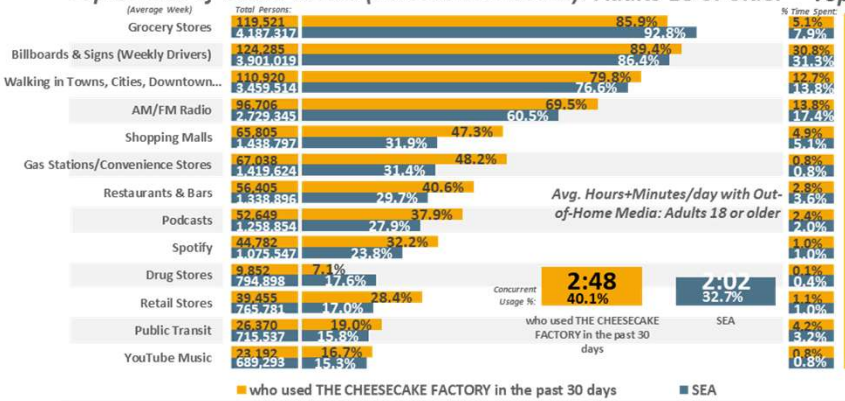
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

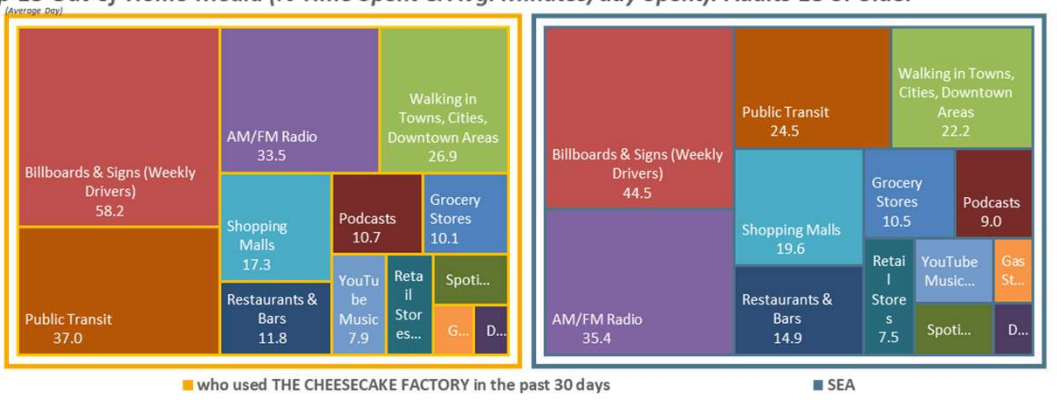
Sit-down restaurants used past 30 days: The Cheesecake Factory

124,285 or 89.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 63.7% Listen to Local Radio Stations Out-of-Home for an average of 26.8 minutes/day.

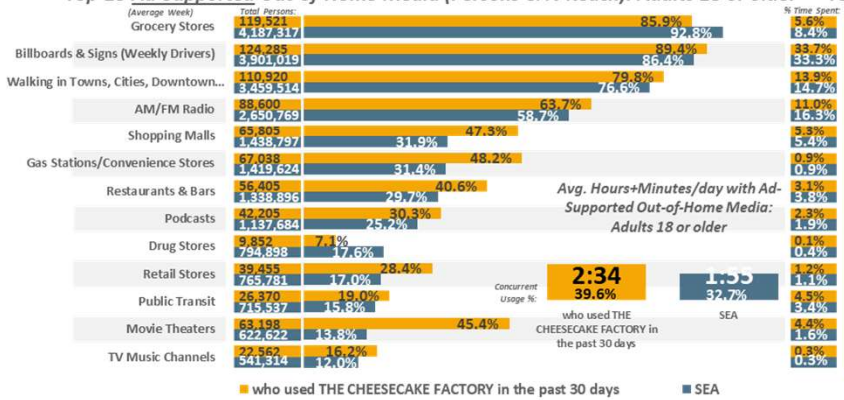
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



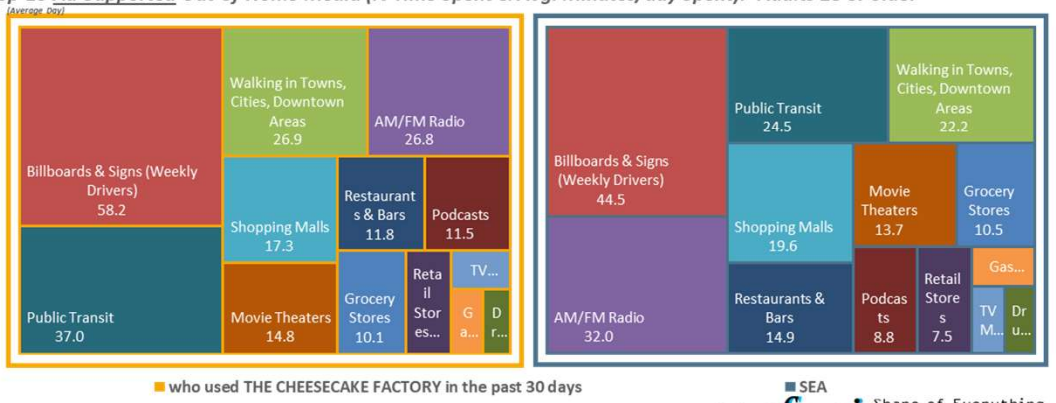
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

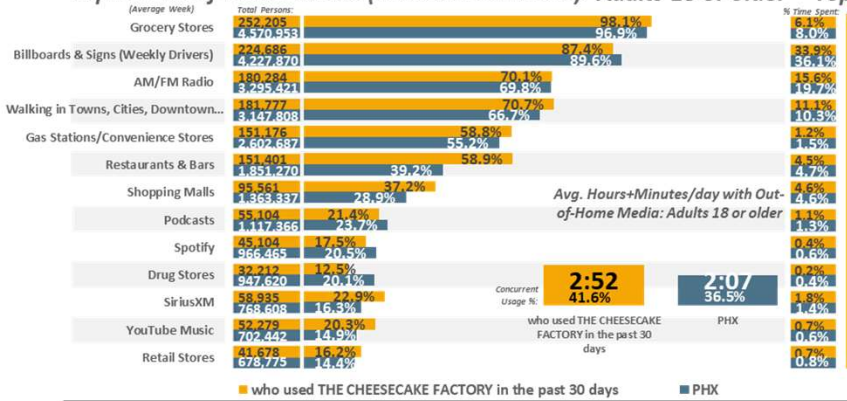
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

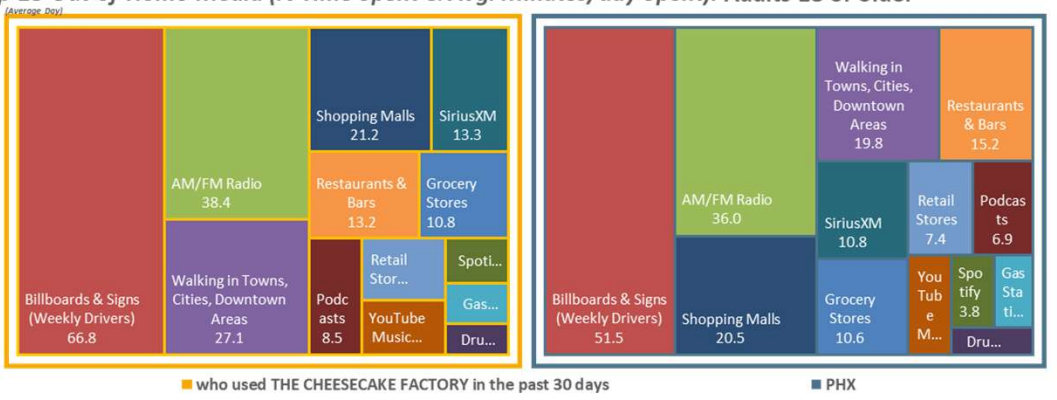


224,686 or 87.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 66.8 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 35.2 minutes/day.

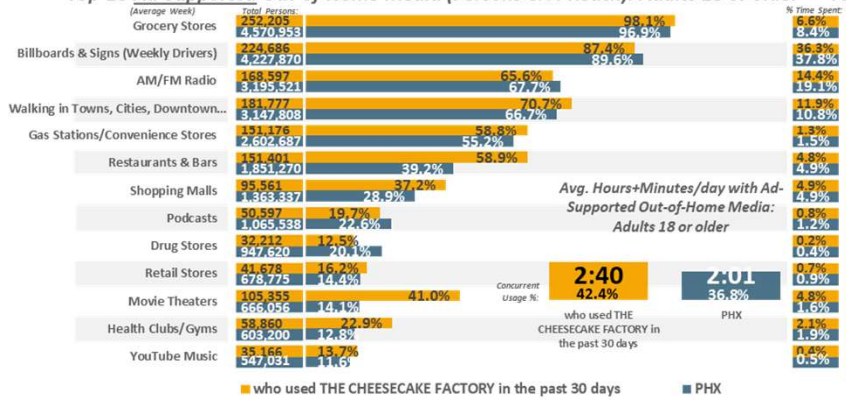
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



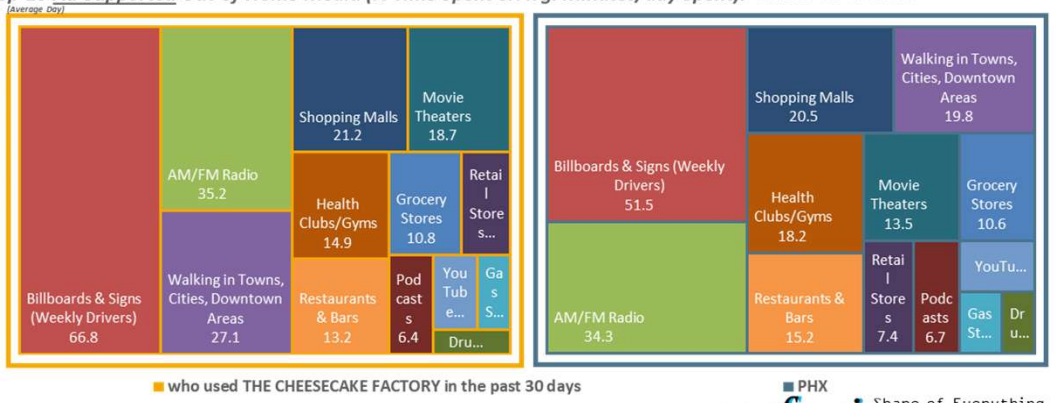
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

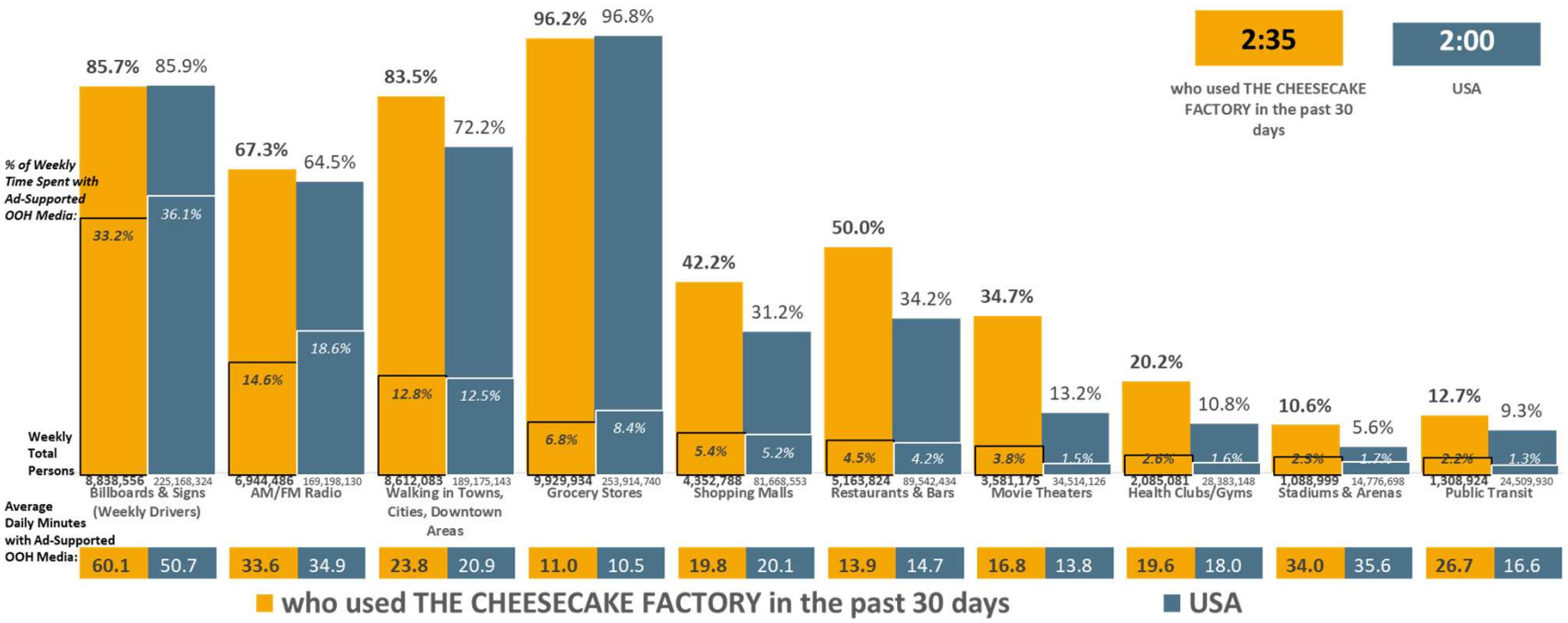
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

8,838,556 or 85.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 60.1 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

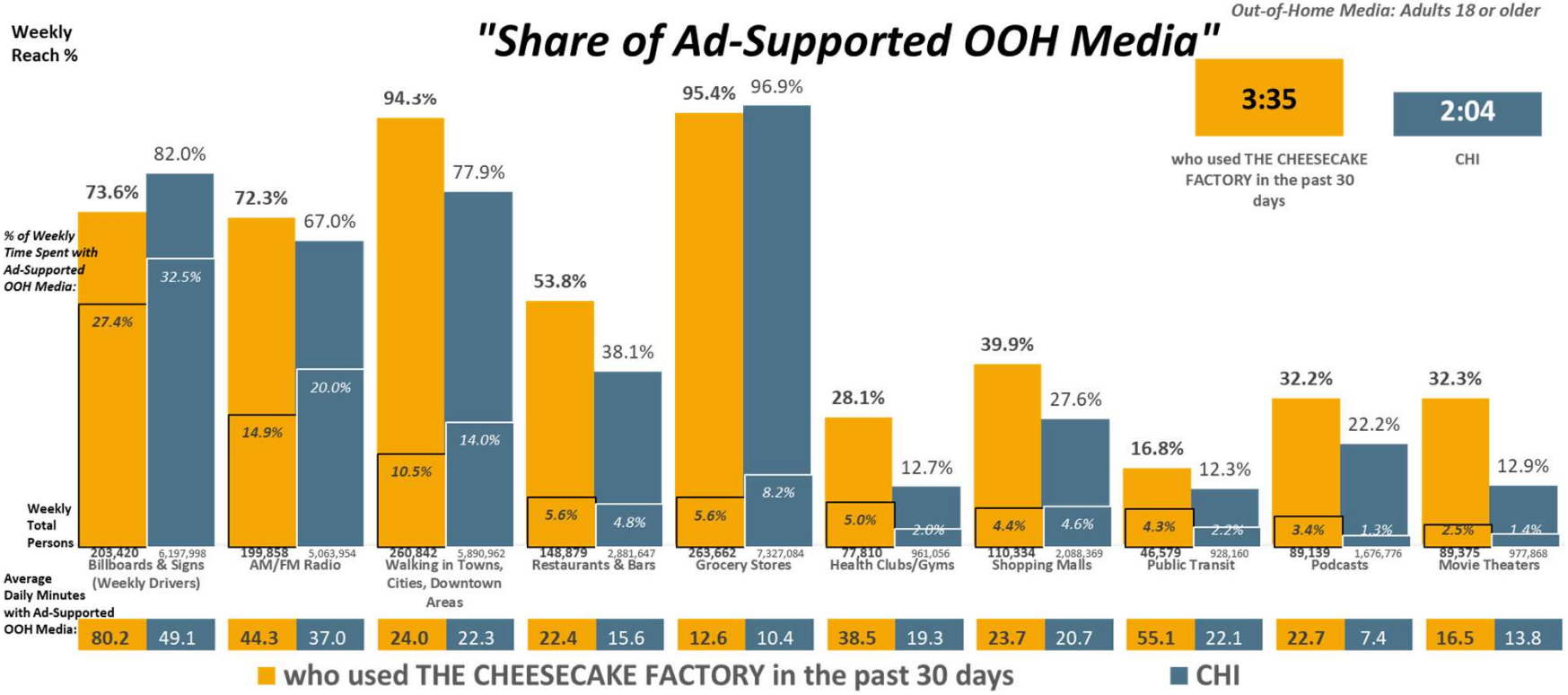
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



203,420 or 73.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 80.2 minutes per day driving, seeing Billboards and Signs representing 27.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

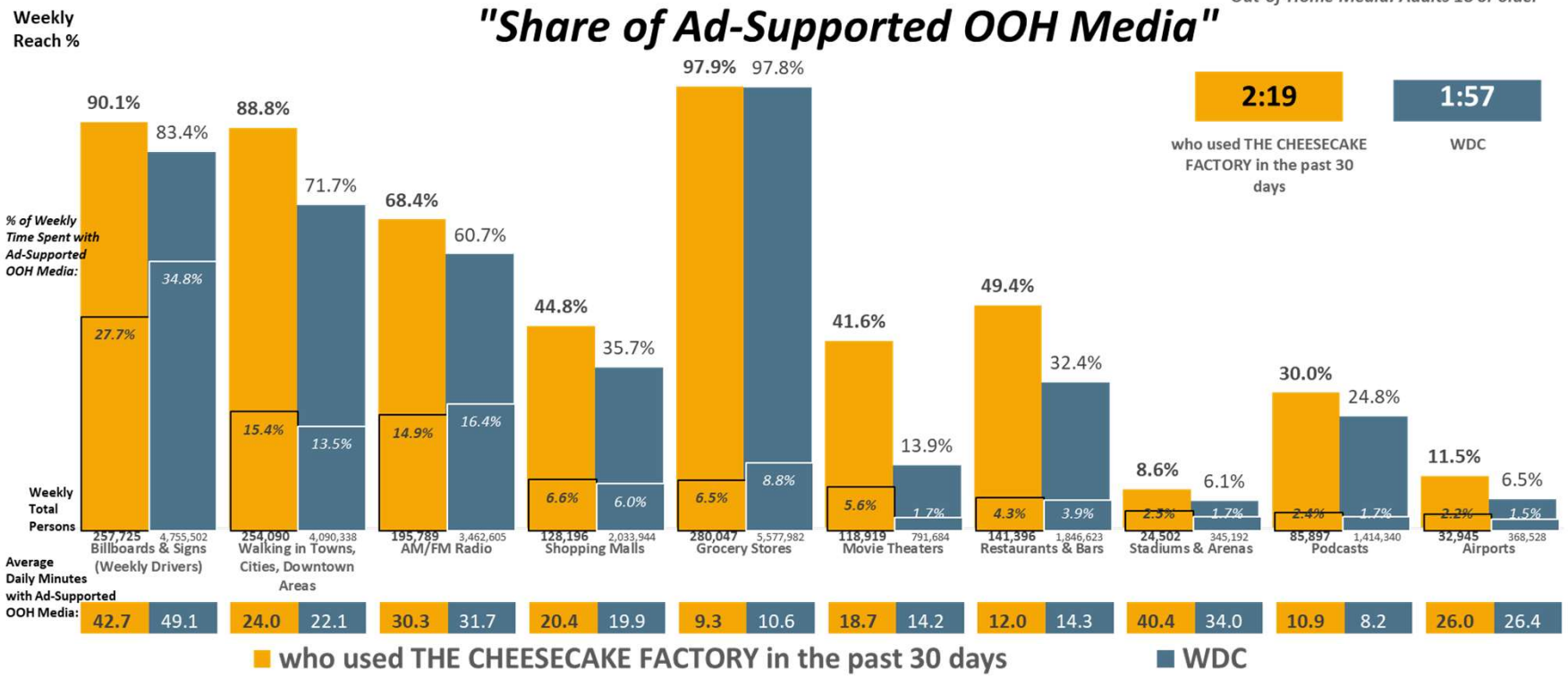
soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory

257,725 or 90.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 42.7 minutes per day driving, seeing Billboards and Signs representing 27.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

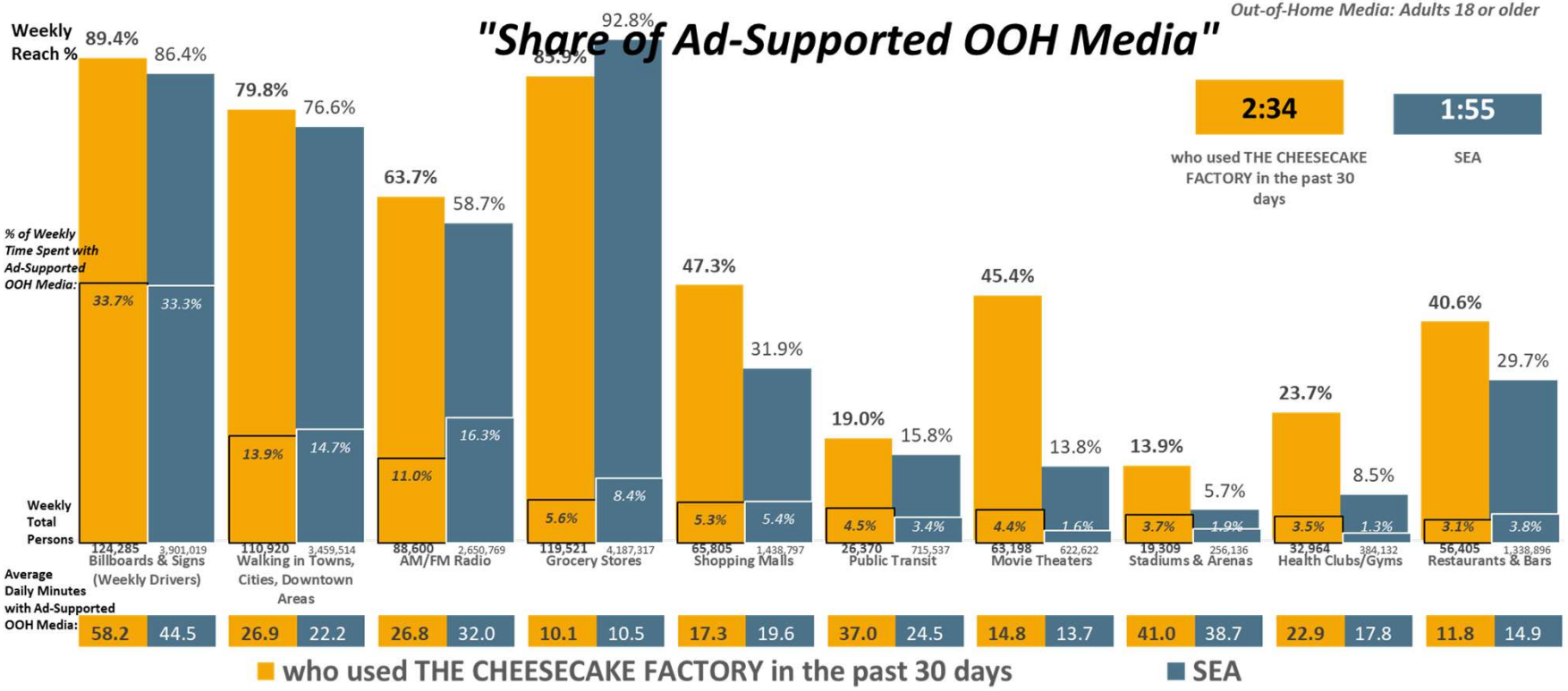
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



124,285 or 89.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 58.2 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

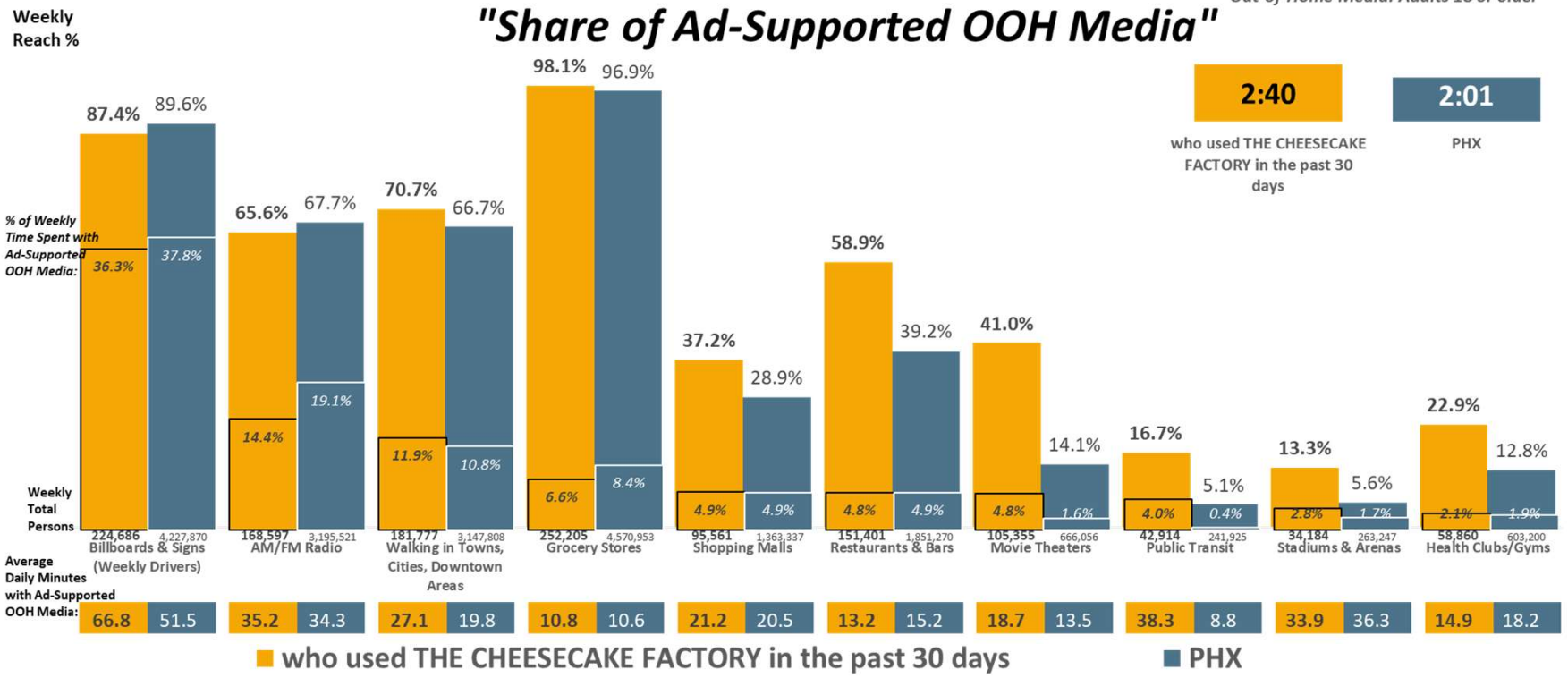
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

224,686 or 87.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 66.8 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"



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148 PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 2,461

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

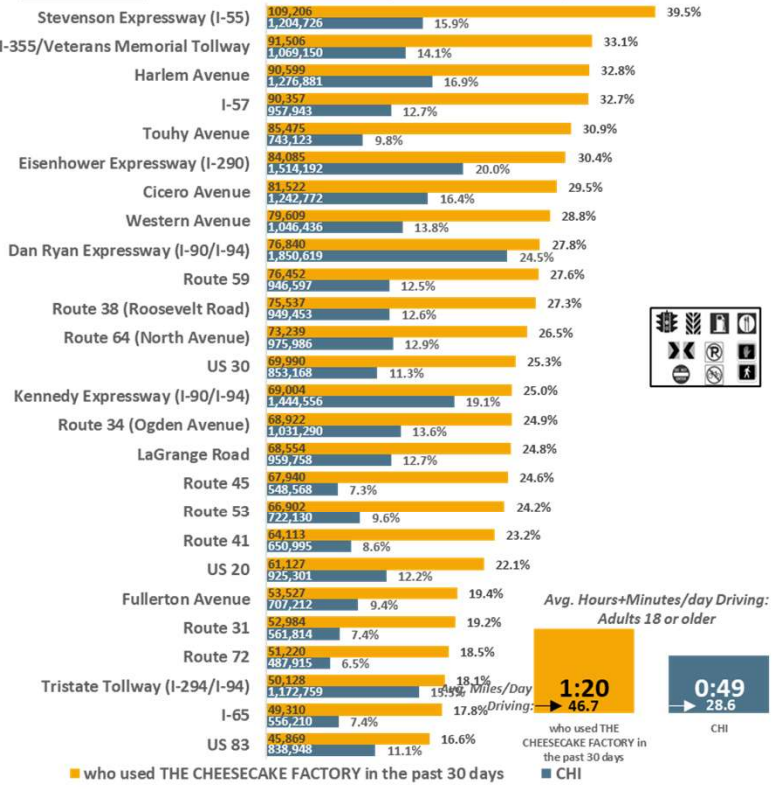
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory



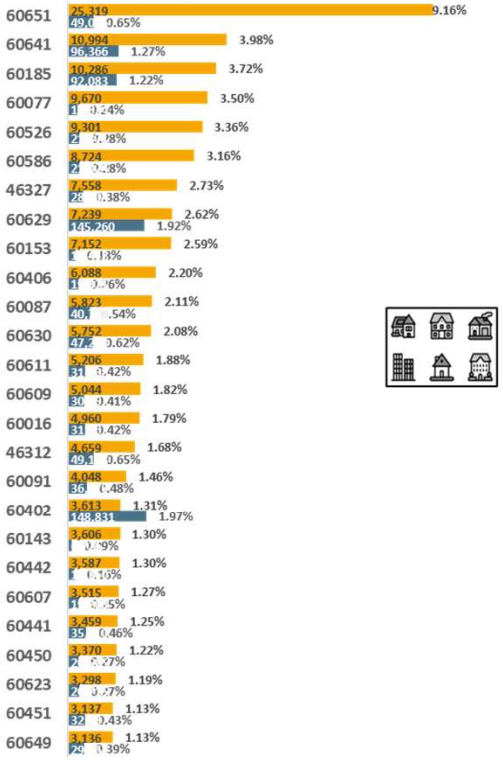
203,420 or 73.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 80.2 minutes per day driving an average of 46.7 miles each day and are 238.6% more likely to use Route 45 than the Metro average.

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

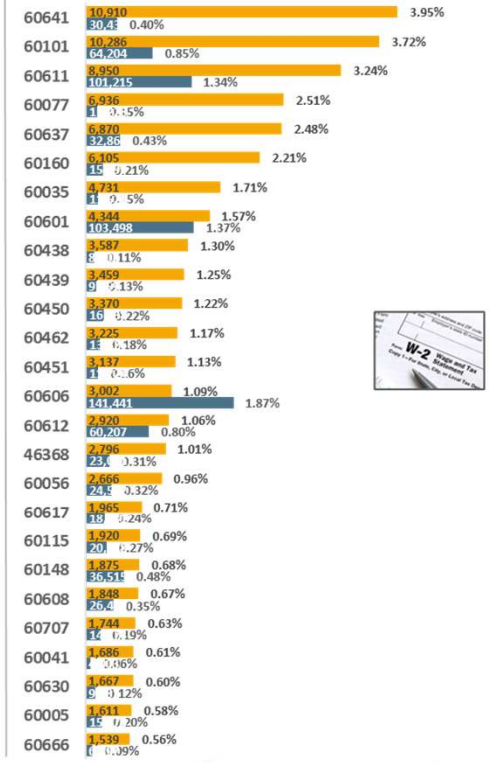


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

257,725 or 90.1% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 42.7 minutes per day driving an average of 24.8 miles each day and are 169.4% more likely to use Route 210/Indian Head Highway than the Metro av

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

	who used THE CHEESECAKE FACTORY in the past 30 days		WDC	
I-95/I-495/Capital Beltway	187,050	65.4%	2,745,698	48.1%
I-295/Baltimore Washington Parkway	103,084	36.0%	1,130,949	19.8%
Route 1	93,485	32.7%	967,299	17.0%
I-66	71,720	25.1%	1,294,121	22.7%
Route 355/Rockville Pike/Wisconsin Avenue	53,555	18.7%	581,024	10.2%
Massachusetts Avenue	45,404	15.9%	367,848	6.5%
Route 50/New York Avenue	43,685	15.3%	537,418	9.4%
East-West Highway	41,224	14.4%	486,110	8.5%
Route 28	37,006	12.9%	693,718	12.2%
Pennsylvania Avenue	34,755	12.1%	526,368	9.2%
Route 210/Indian Head Highway	33,376	11.7%	246,5	4.3%
14th Street	32,629	11.4%	392,843	6.9%
Route 185/Connecticut Avenue	32,525	11.4%	376,370	6.6%
Constitution Avenue	32,068	11.2%	312,65	5.5%
Randolph Road	30,298	10.6%	366,986	6.4%
Veirs Mill Road	28,987	10.1%	397,201	7.0%
K Street	28,087	9.8%	361,404	6.3%
New Hampshire Avenue	28,028	9.8%	336,02	5.9%
16th Street	26,369	9.2%	359,431	6.3%
Route 118/Germantown Road	26,041	9.1%	249,5	4.4%
Route 301	25,043	8.8%	494,966	8.7%
Route 97/Georgia Avenue	23,474	8.2%	486,222	8.5%
Independence Avenue	23,211	8.1%	234,X	4.1%
Route 15	20,858	7.3%	464,293	8.1%
Route 5/Branch Avenue	18,853	6.6%	347,841	6.1%
Route 29/Colesville Road	17,596	6.2%	457,622	8.0%

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

Avg. Miles/Day Driving: → 24.8

0:42 who used THE CHEESECAKE FACTORY in the past 30 days

0:49 → 28.6 WDC

Top-26 Residential Zip Codes: Adults 18 or older

20744	23,084	8.07%	65,176	1.14%
20016	12,330	4.31%	27	0.49%
20032	9,921	3.47%	26	0.46%
20882	8,828	3.09%	24	0.43%
20155	7,900	2.76%	42,9	0.75%
22207	7,704	2.69%	24	0.36%
22003	7,599	2.66%	45,0	0.79%
20815	7,330	2.56%	24	0.36%
22554	6,200	2.17%	51,89	0.90%
20814	6,025	2.11%	21	0.37%
22191	5,637	1.97%	50,31	0.88%
20112	5,469	1.91%	36,2	0.64%
22043	5,447	1.90%	31	0.55%
22192	5,425	1.90%	53,76	0.94%
21740	5,325	1.86%	51,49	0.90%
20774	5,257	1.84%	44,87	0.79%
22657	4,982	1.74%	1	0.28%
20720	4,865	1.70%	1	0.32%
21702	4,623	1.62%	42,4	0.74%
20187	4,508	1.58%	24	0.42%
22025	4,266	1.49%	1	0.24%
20175	4,027	1.41%	33,4	0.59%
22306	3,731	1.30%	34,2	0.60%
20706	3,539	1.24%	30	0.54%
20176	3,516	1.23%	45,7	0.80%
20603	3,508	1.23%	33,4	0.58%

Top-26 Employment Zip Codes: Adults 18 or older

20744	21,306	7.45%	37,10	0.65%
20910	11,378	3.98%	25	0.44%
20001	5,167	1.81%	97,934	1.72%
20024	4,632	1.62%	46,684	0.82%
20136	4,508	1.58%	1	0.23%
20110	4,203	1.47%	31,6	0.55%
20176	4,168	1.46%	28	0.49%
20009	3,973	1.39%	31,7	0.56%
20036	3,826	1.34%	25	0.45%
20310	3,498	1.22%	6,12%	
20171	2,859	1.00%	34,4	0.60%
20191	2,579	0.90%	29,9	0.52%
20707	2,474	0.86%	38,5	0.68%
20004	1,655	0.58%	25	0.45%
20601	1,460	0.51%	1	0.22%
20105	1,455	0.51%	9	0.16%
20152	1,371	0.48%	8	0.15%
20590	1,337	0.47%		0.03%
20659	1,325	0.46%	1	0.26%
20019	1,304	0.46%	1	0.20%
20011	1,200	0.43%	18	0.33%
20603	1,187	0.41%	19	0.34%
20301	1,055	0.37%	8	0.15%
20175	1,054	0.37%	24	0.43%
20151	939	0.33%	42,7	0.75%
20010	858	0.30%	23	0.42%

soefa.ai Share of Everything for Anything

WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

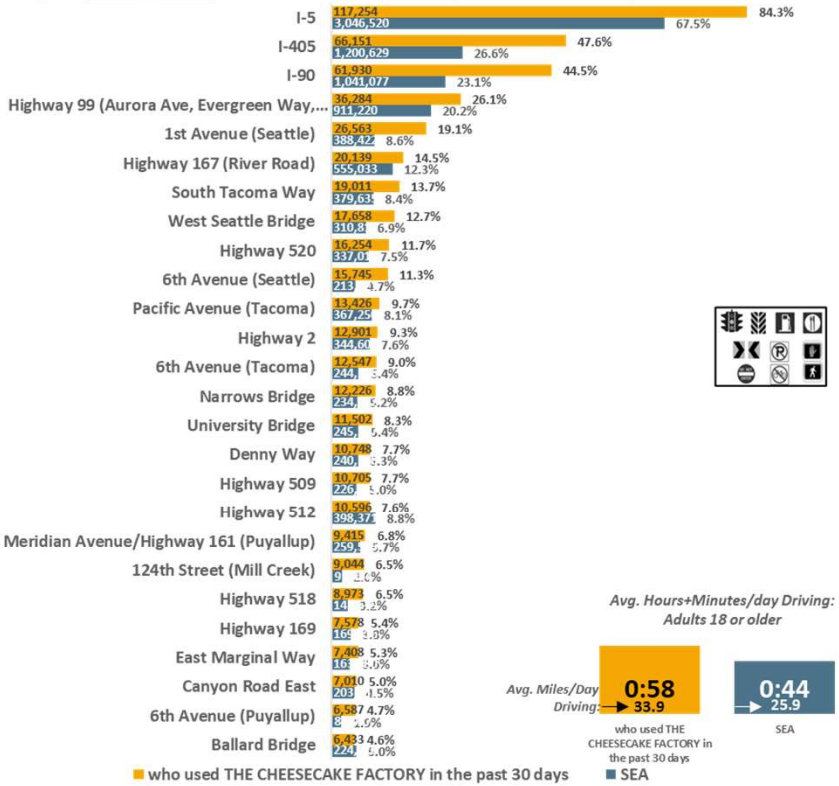
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory SEA

124,285 or 89.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 58.2 minutes per day driving an average of 33.9 miles each day and are 139.8% more likely to use 6th Avenue (Seattle) than the Metro average.

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



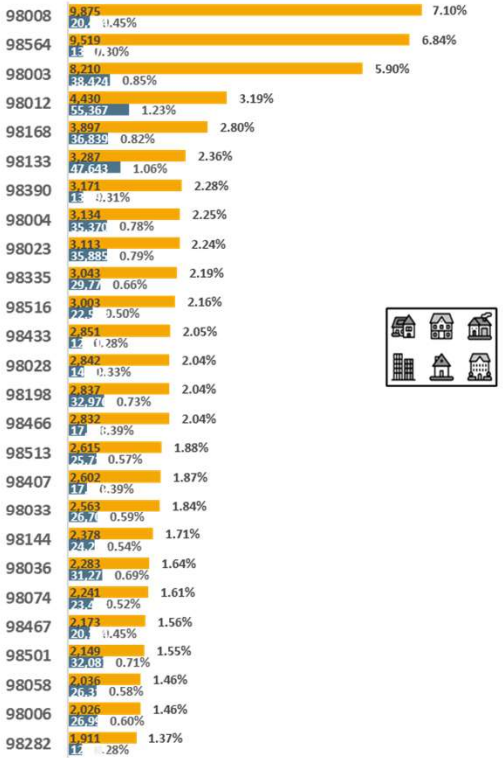
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 33.9

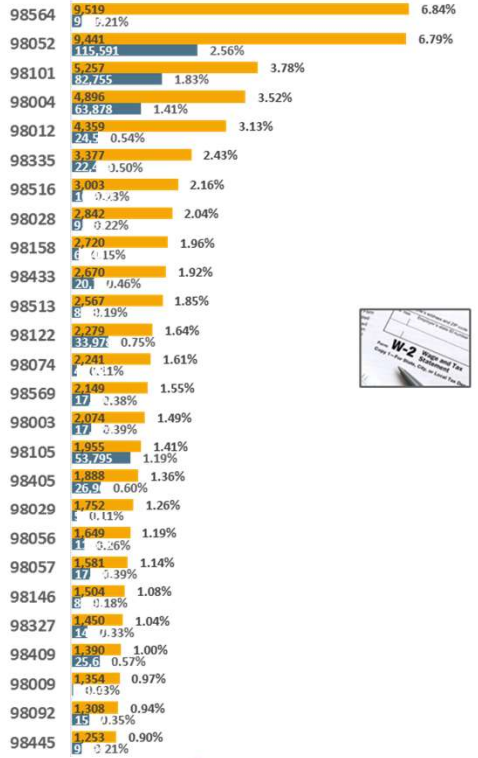
0:58 who used THE CHEESECAKE FACTORY in the past 30 days

0:44 25.9 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

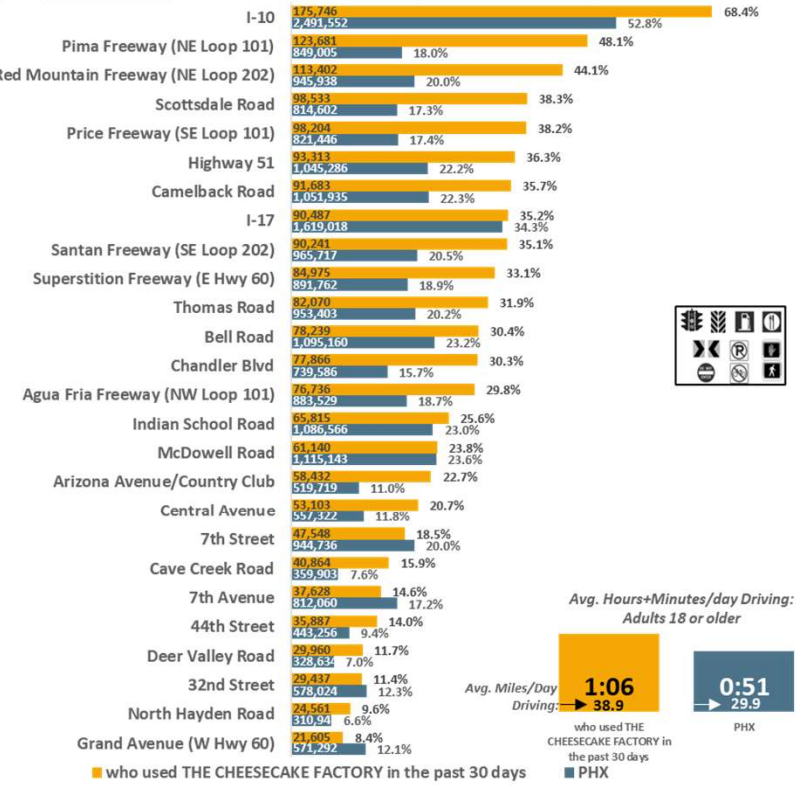
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory PHX

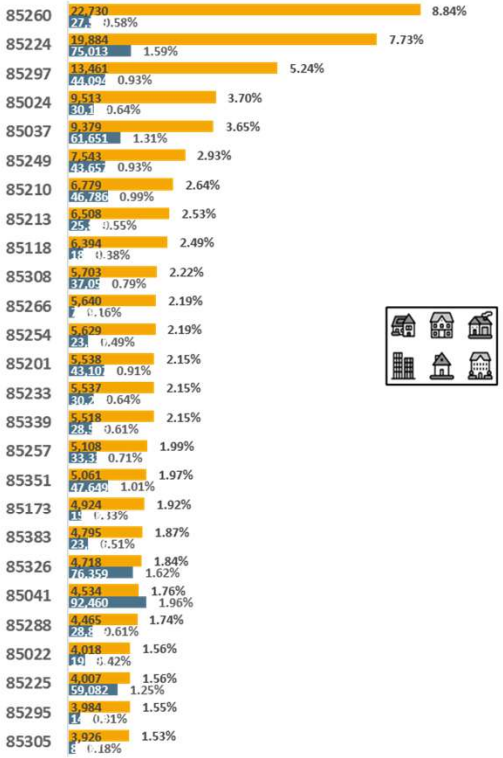
224,686 or 87.4% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days spend an average of 66.8 minutes per day driving an average of 38.9 miles each day and are 167.3% more likely to use Pima Freeway (NE Loop 101) than the Metro avera

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

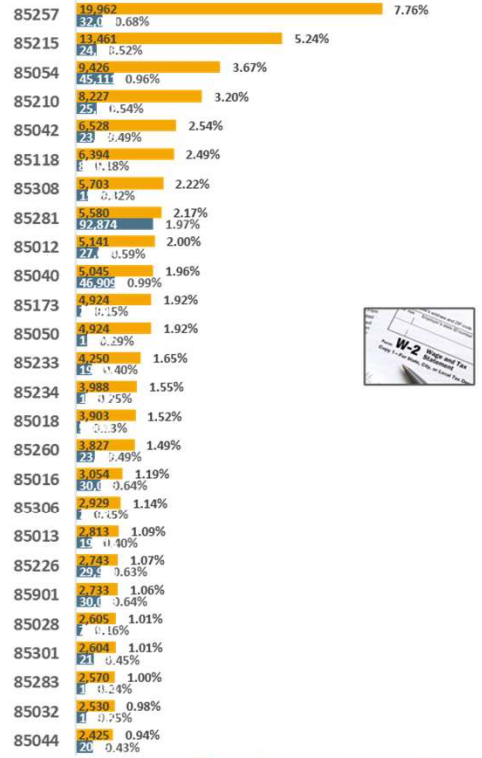


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



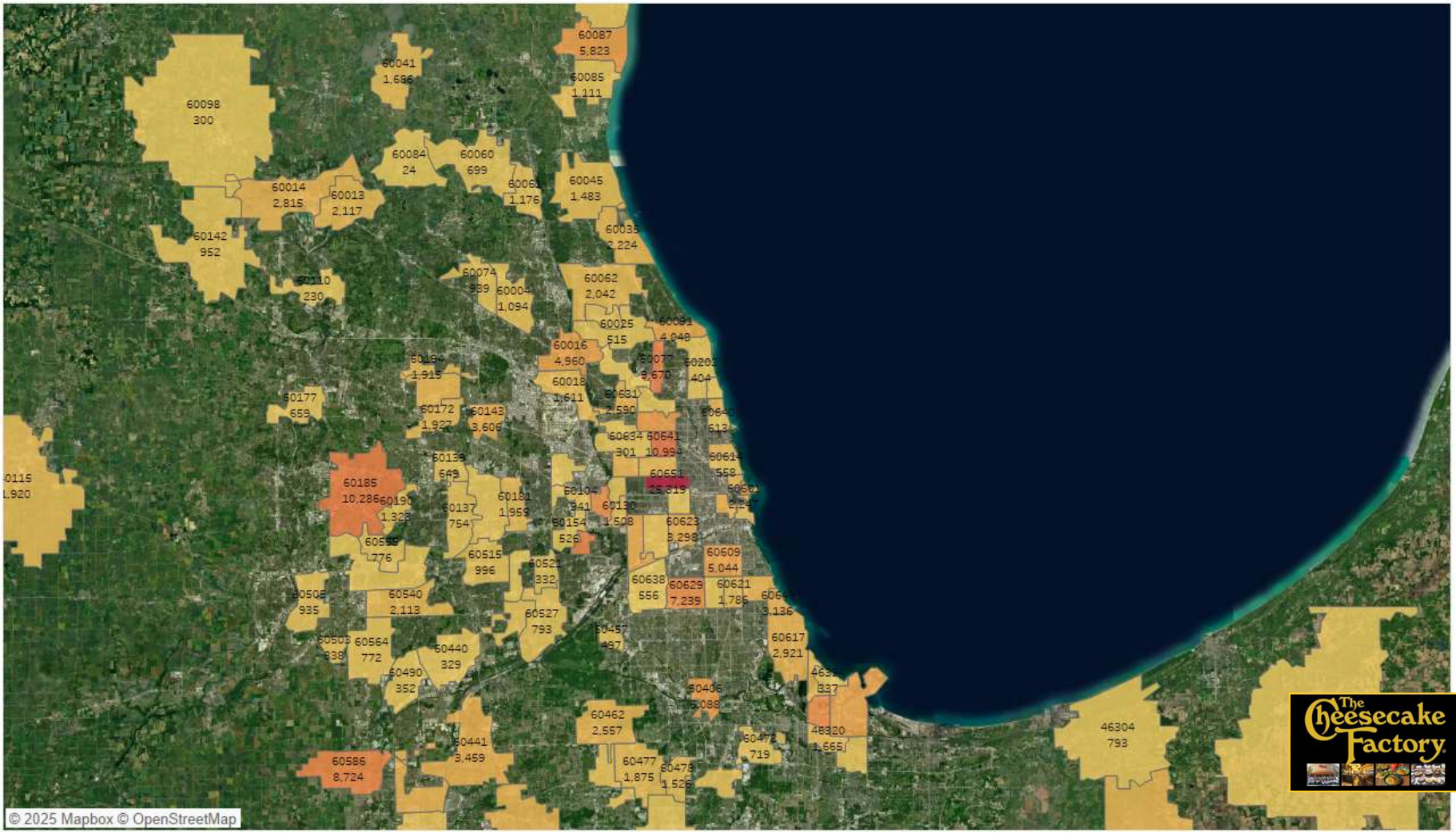
soefa.ai Share of Everything for Anything ©

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Sit-down restaurants used past 30 days: The Cheesecake Factory

Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)



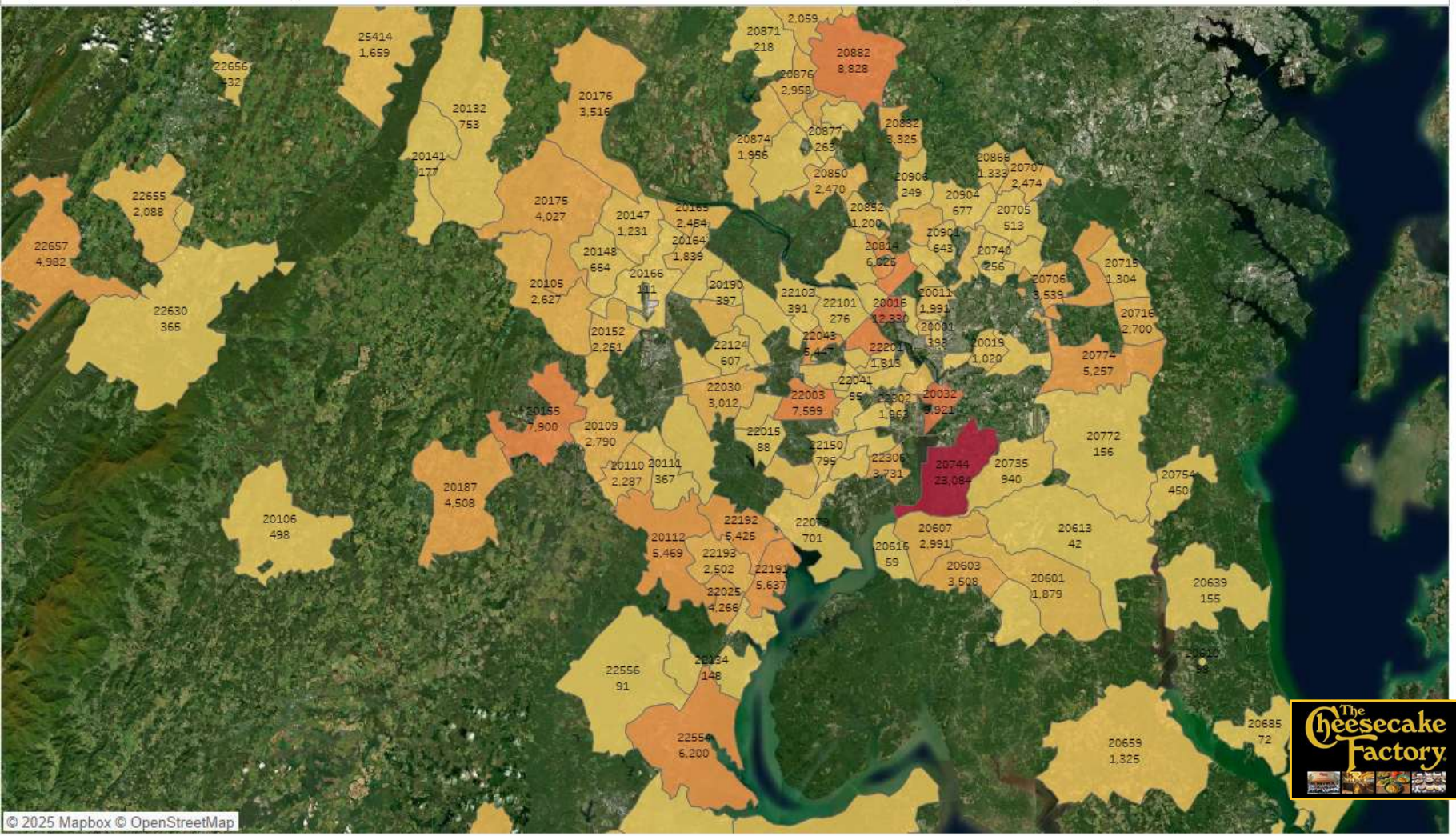
CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory

Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)

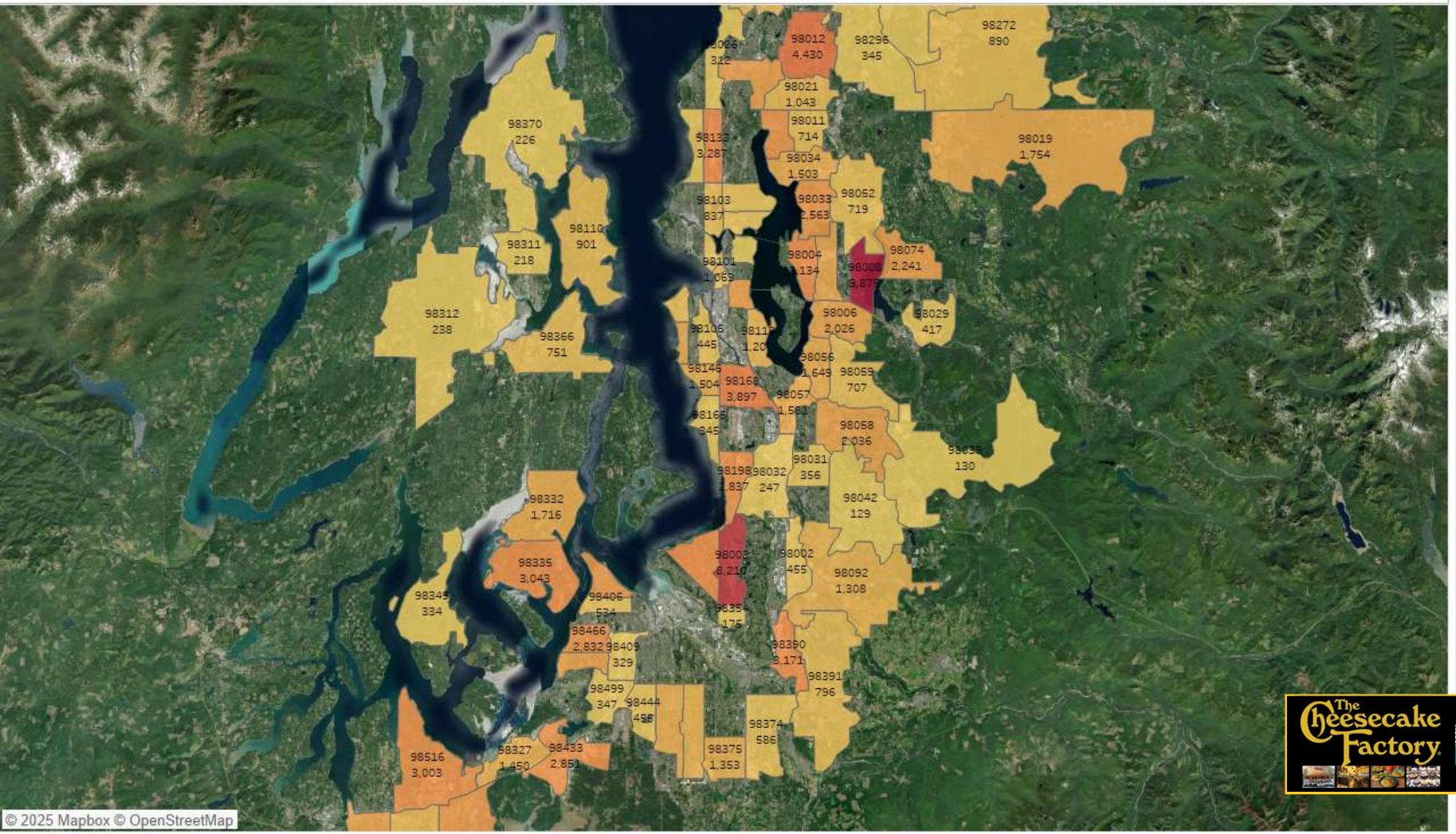


All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory

Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)



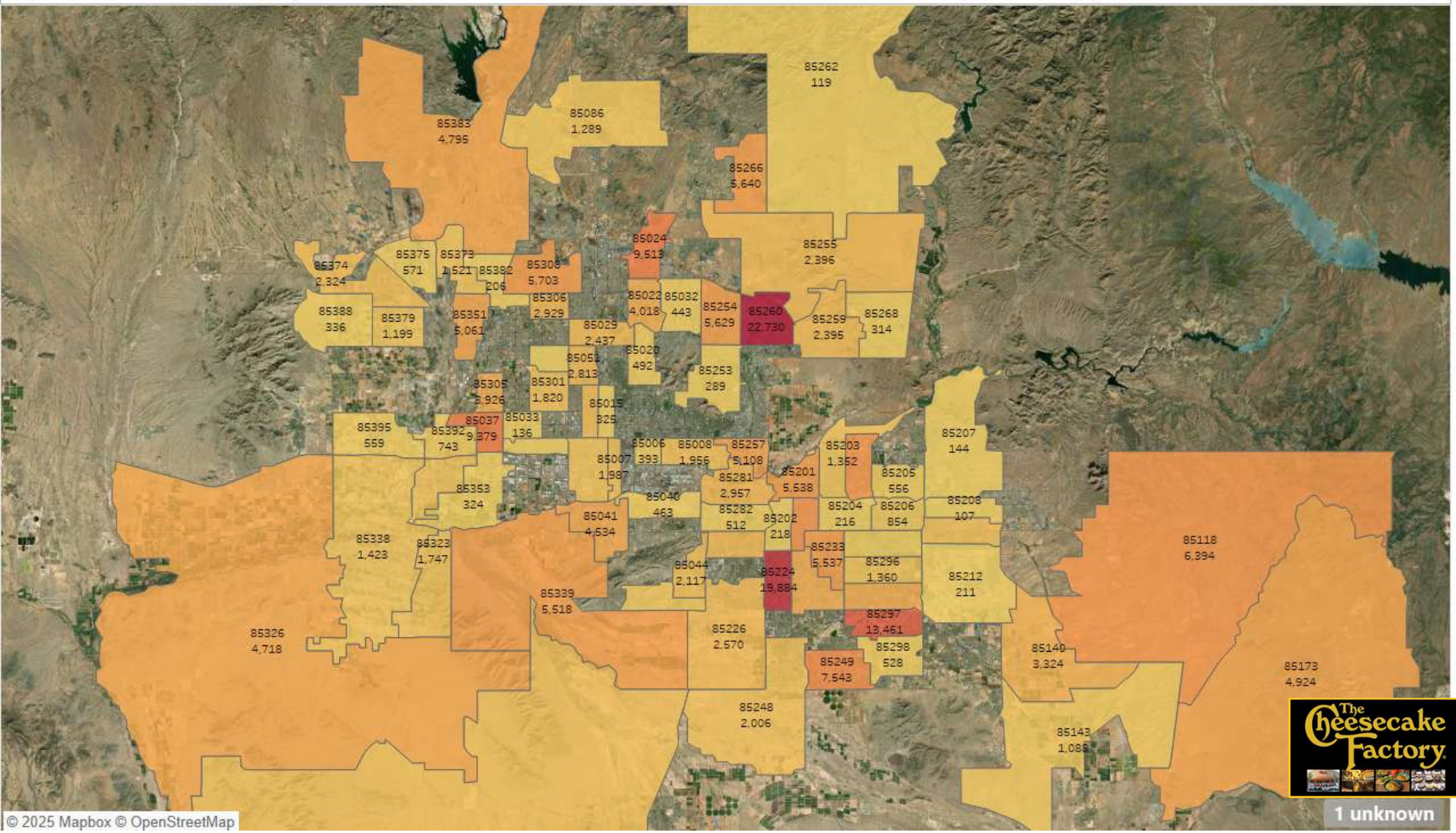
SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: The Cheesecake Factory

Top Residential Zip Codes: (Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days)



The Cheesecake Factory PHX

PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

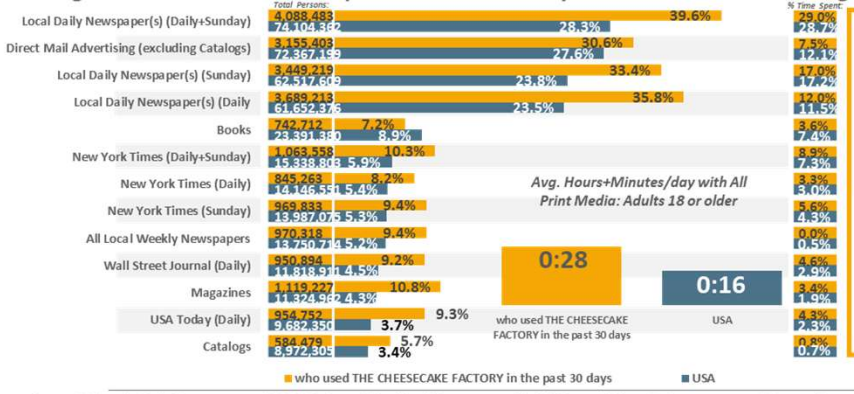
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

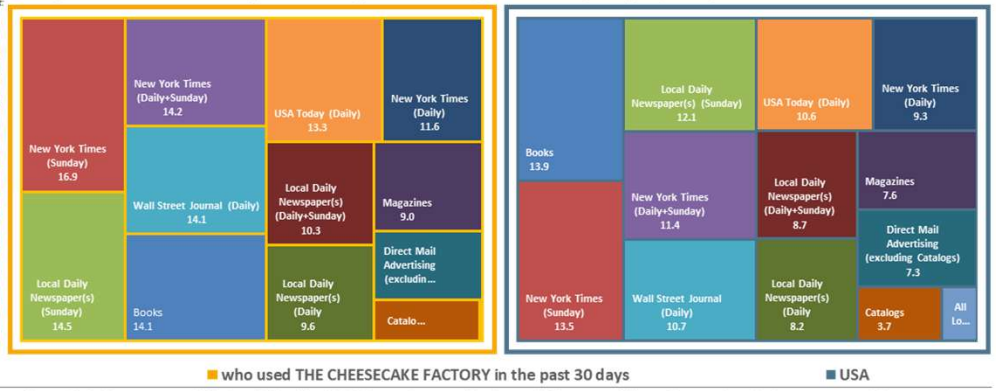
Sit-down restaurants used past 30 days: The Cheesecake Factory

4,088,483 or 39.6% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

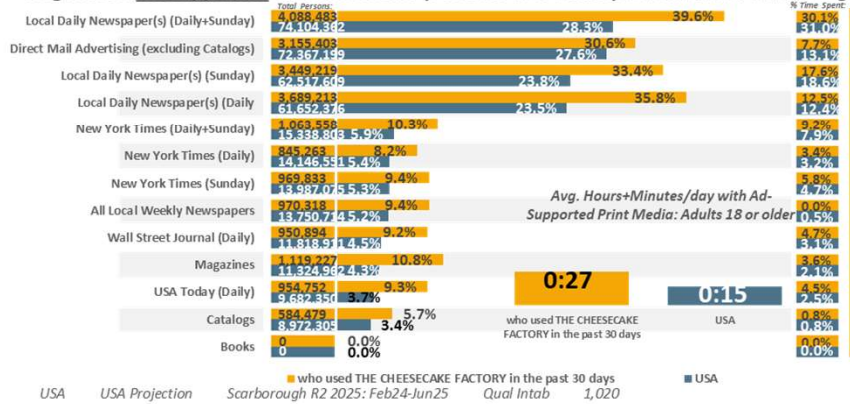
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



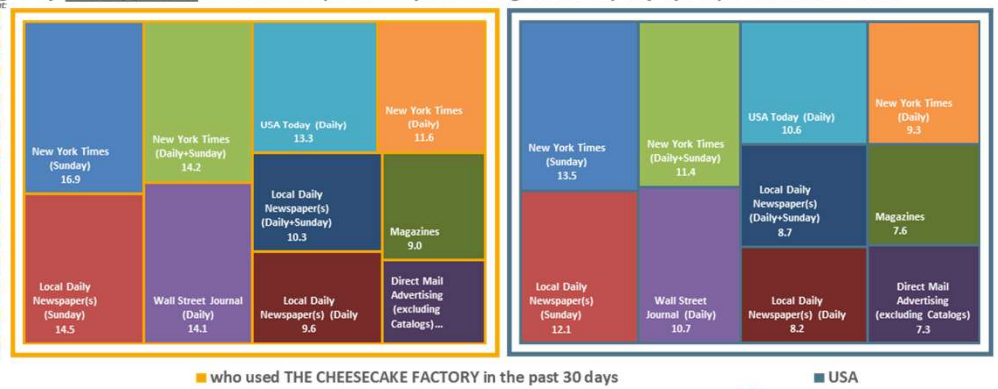
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Feb24-Jun25 Qual Intab 1,020

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

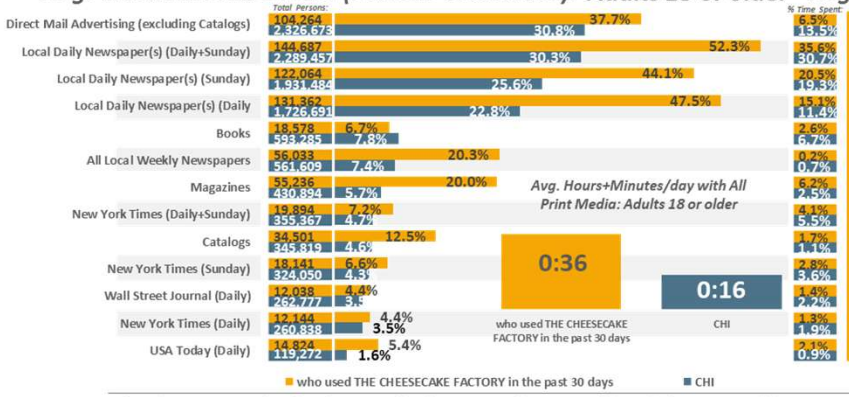
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,947

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

144,687 or 52.3% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 36.5% of all time spent daily with All forms of Print Media.

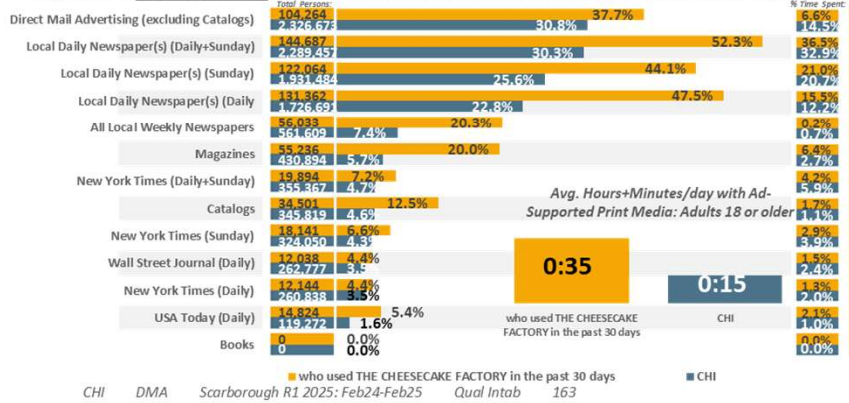
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



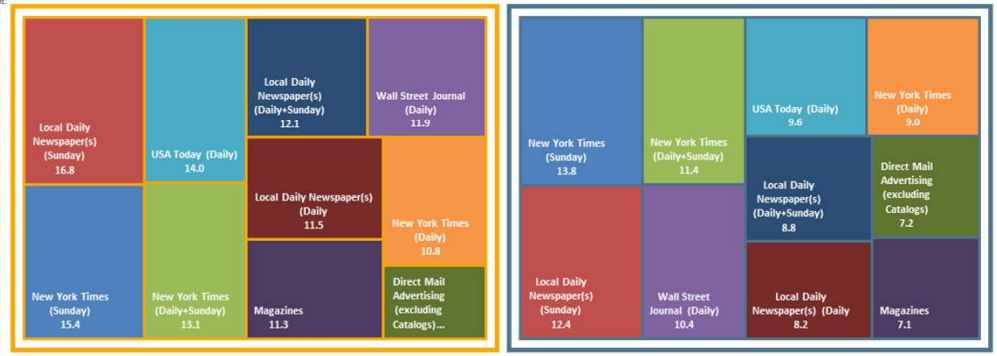
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 163

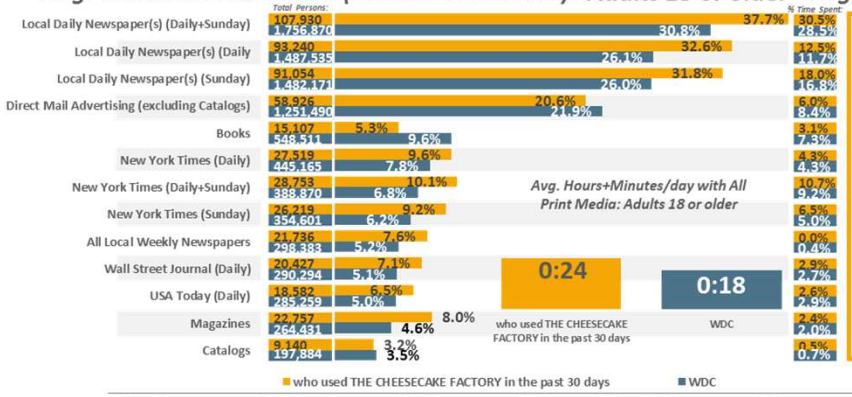
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

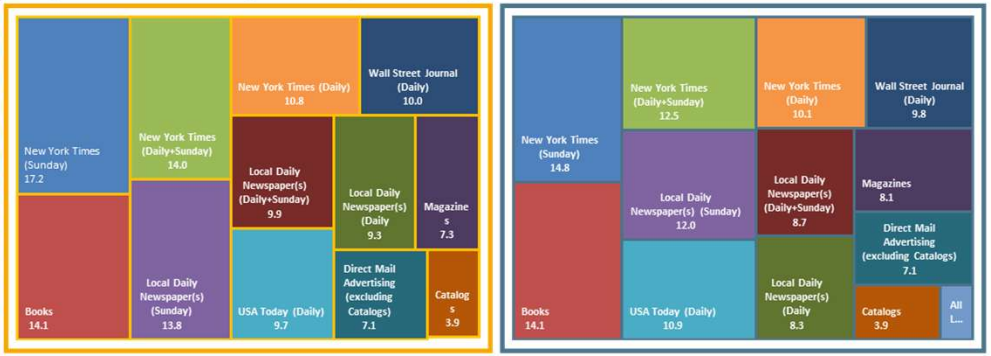
Sit-down restaurants used past 30 days: The Cheesecake Factory

107,930 or 37.7% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

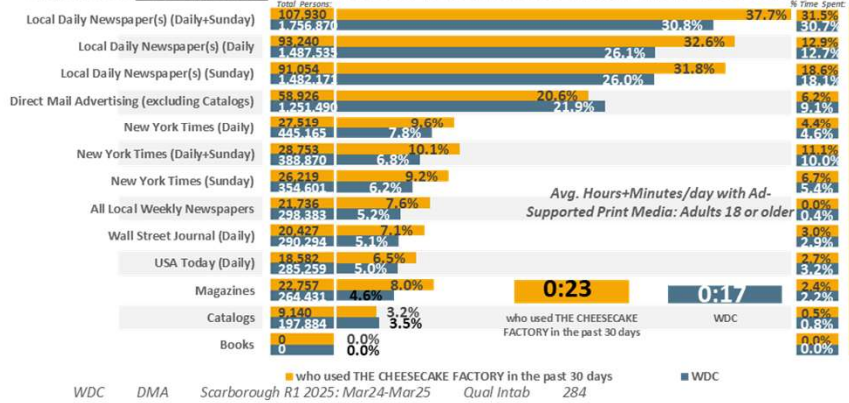
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 284

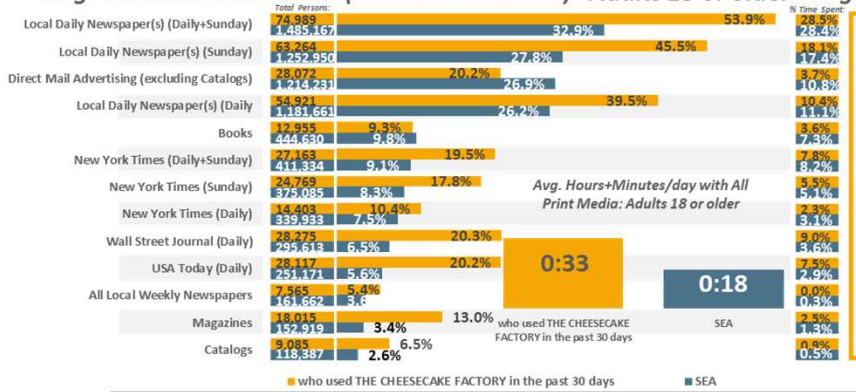
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

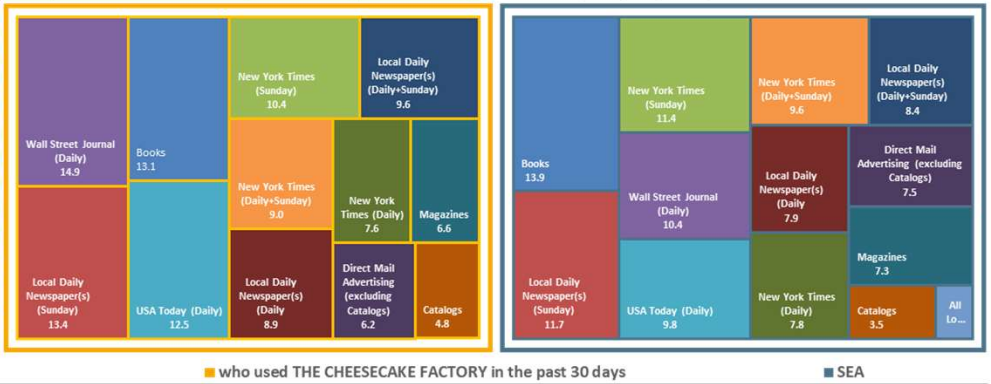
Sit-down restaurants used past 30 days: The Cheesecake Factory

74,989 or 53.9% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

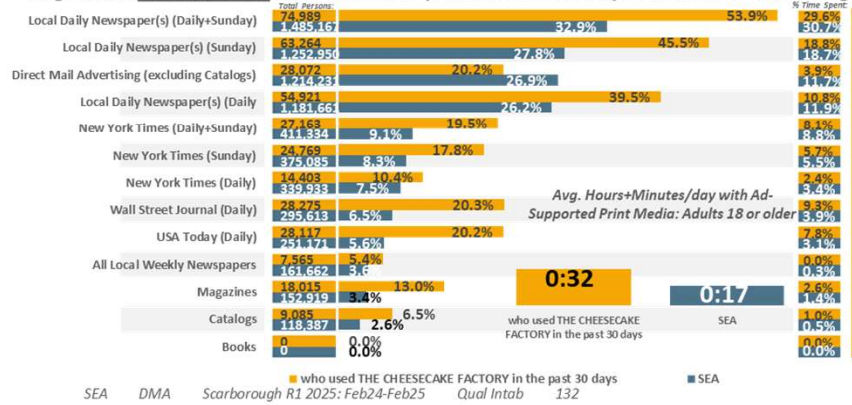
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



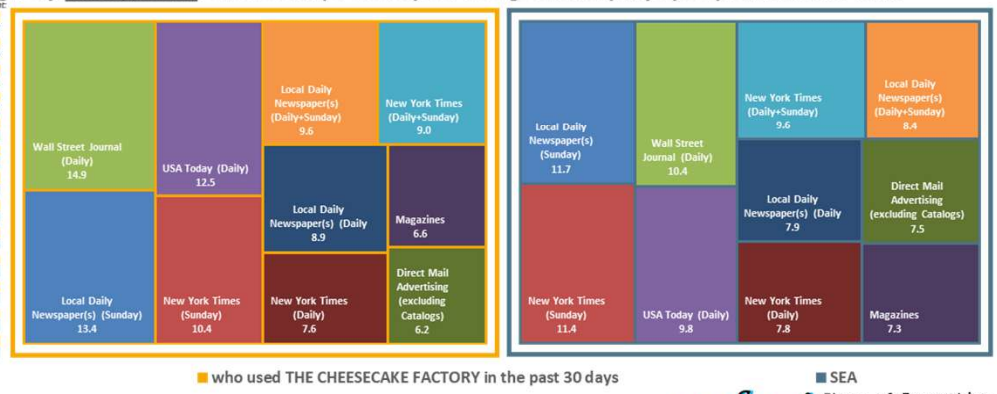
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 132

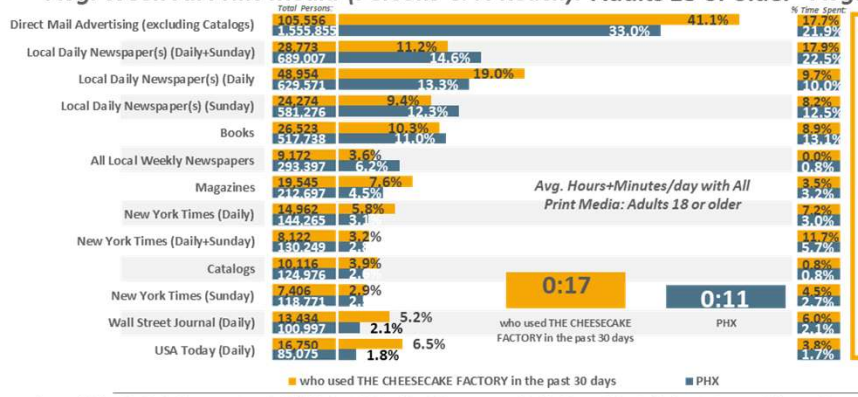
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

28,773 or 11.2% of Adults 18 or older who used THE CHEESECAKE FACTORY in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 19.7% of all time spent daily with All forms of Print Media.

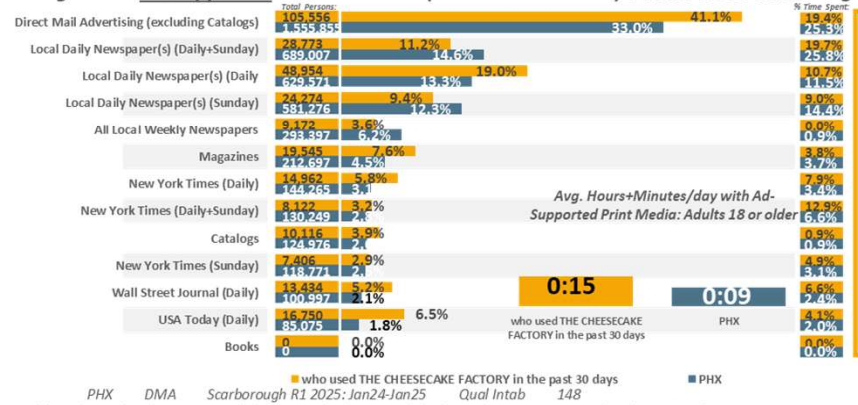
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



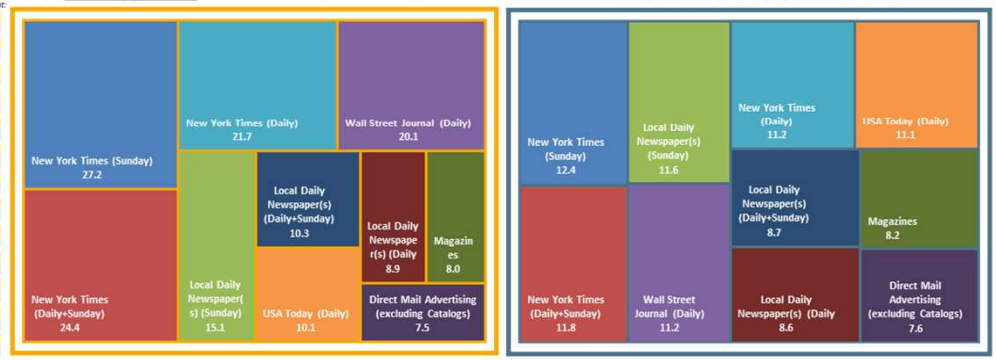
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

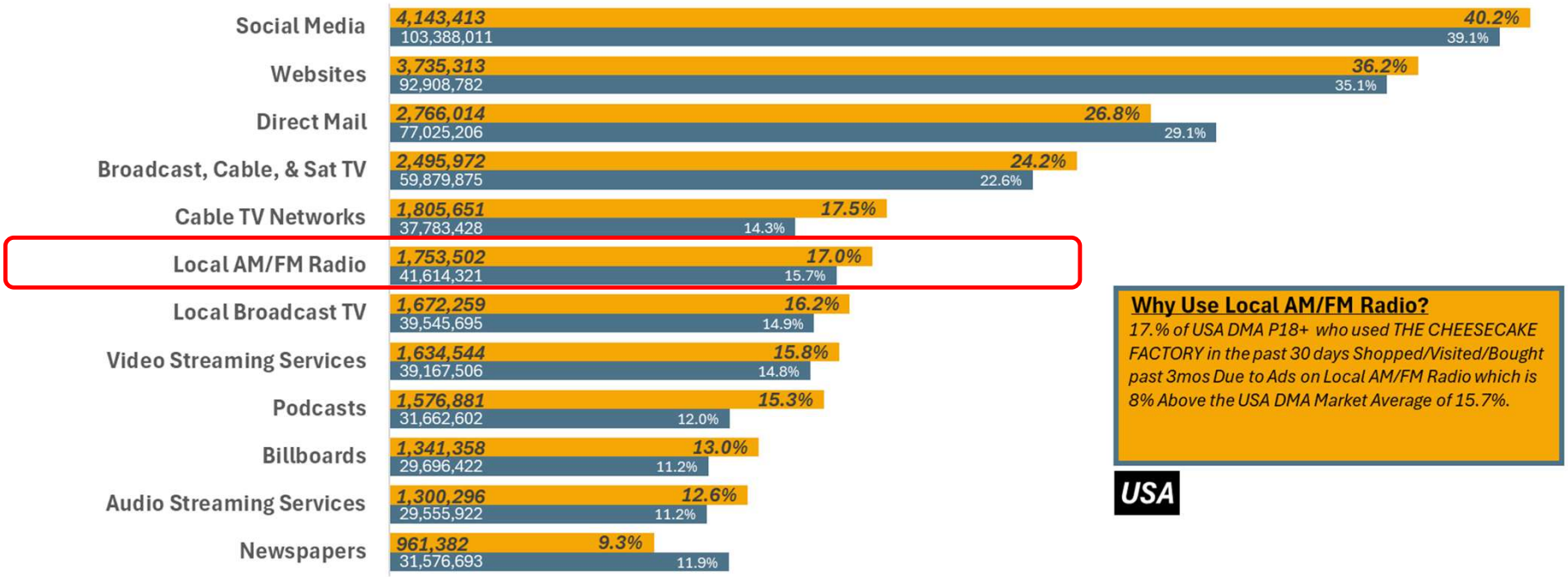
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

USA

"Advertising Actions"

P18+ who used THE CHEESECAKE FACTORY in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.% of USA DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025: Feb24-Jun25 Qual Intab: 1020

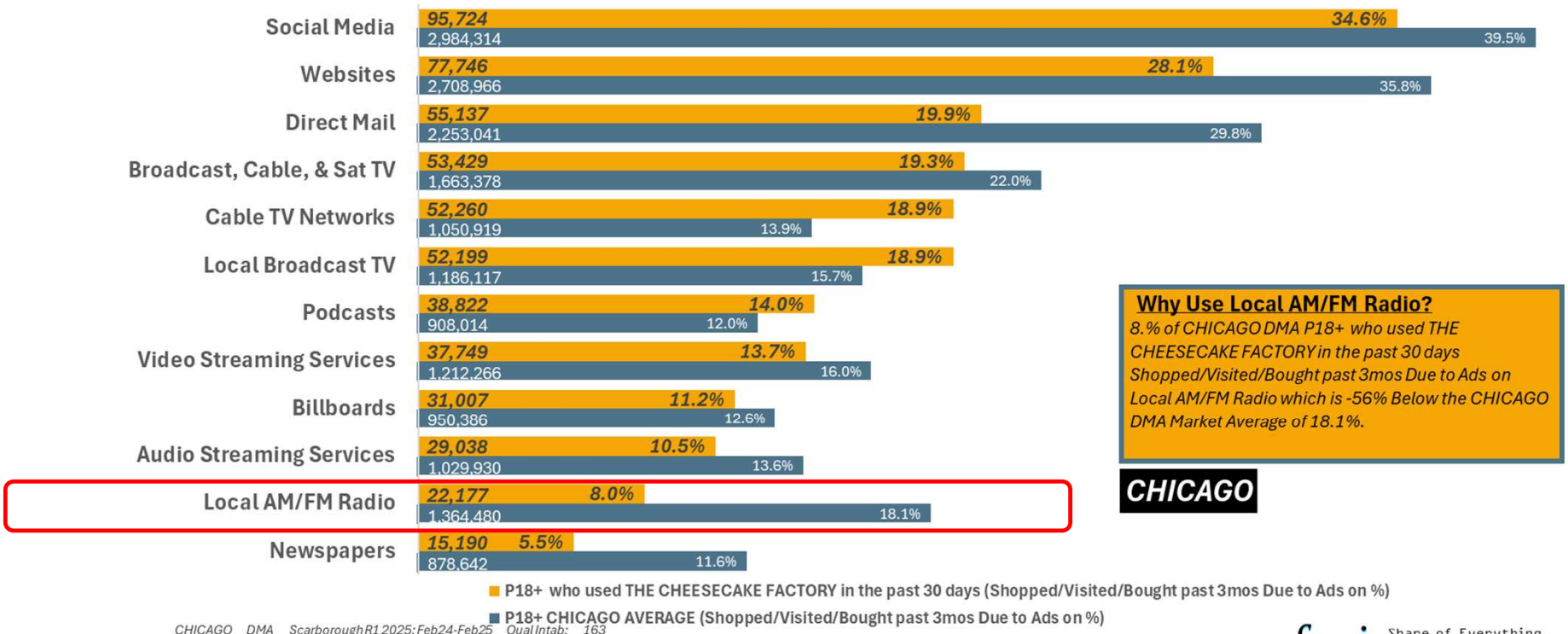
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

"Advertising Actions"

P18+ who used THE CHEESECAKE FACTORY in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.% of CHICAGO DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -56% Below the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 163

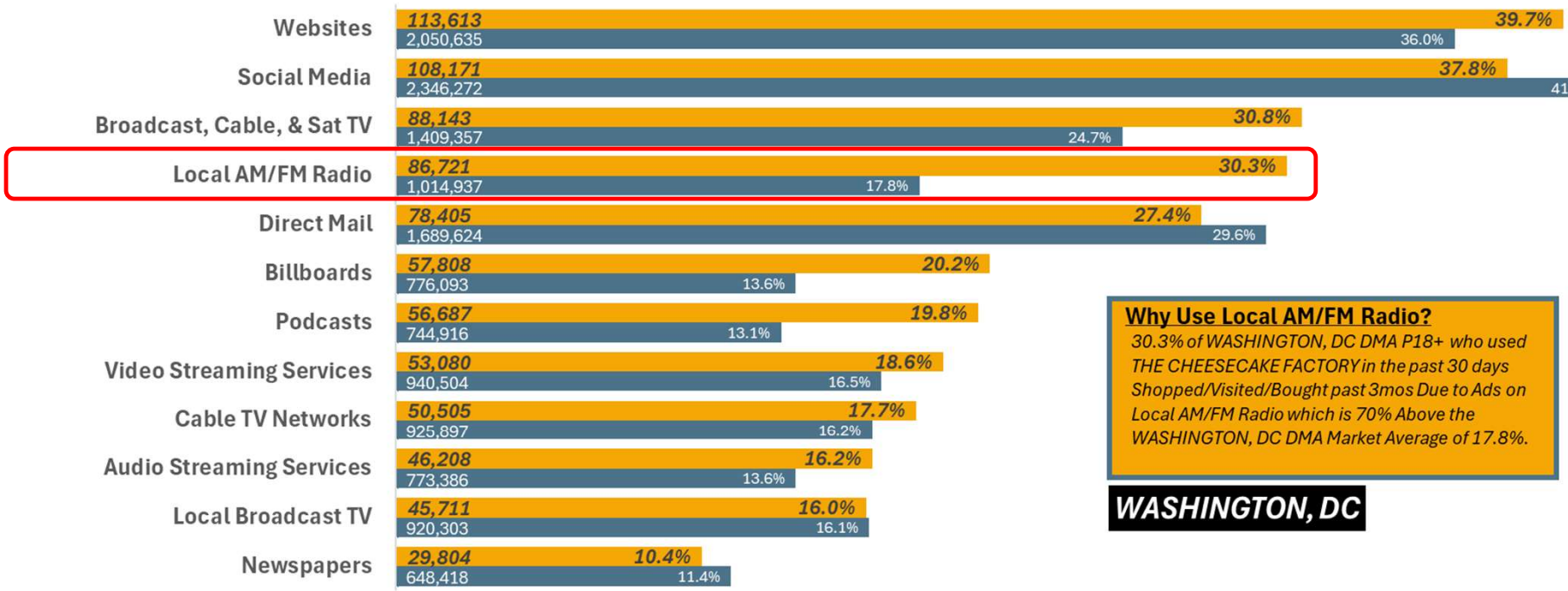
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

"Advertising Actions"

P18+ who used THE CHEESECAKE FACTORY in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

30.3% of WASHINGTON, DC DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 70% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 284

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

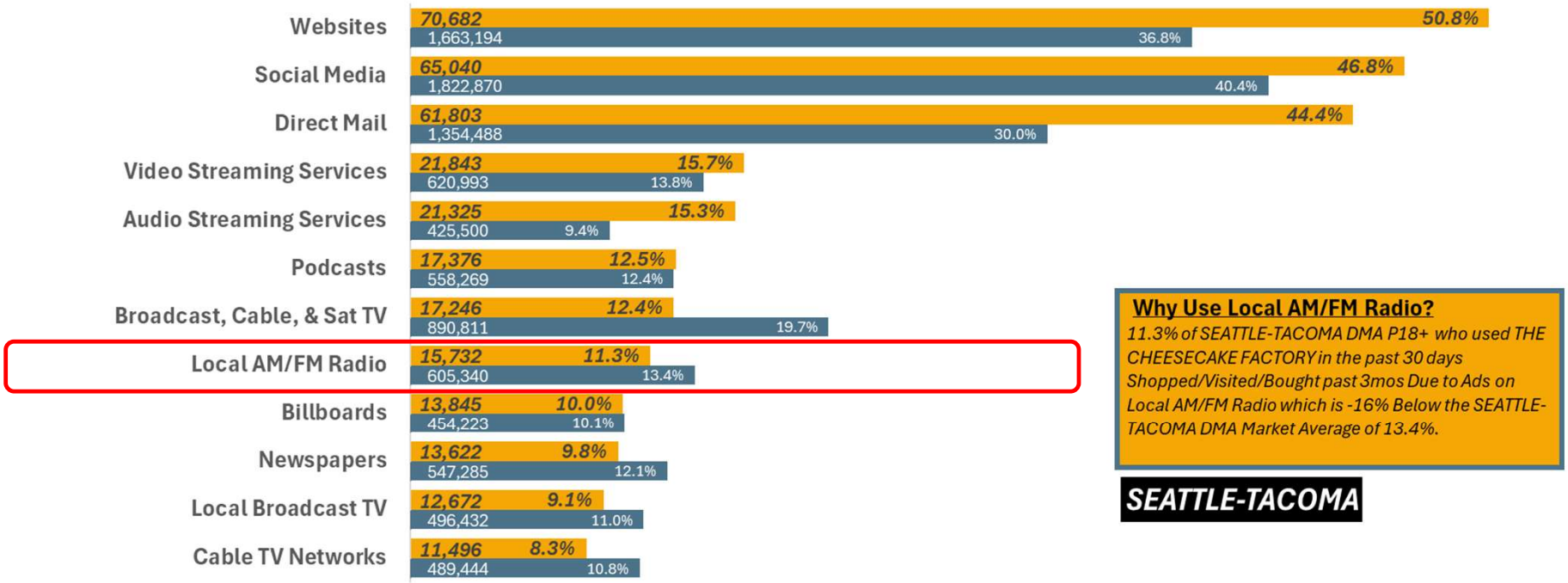
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

The Cheesecake Factory SEA

"Advertising Actions"

P18+ who used THE CHEESECAKE FACTORY in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of SEATTLE-TACOMA DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025:Feb24-Feb25 Qual Intab: 132

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

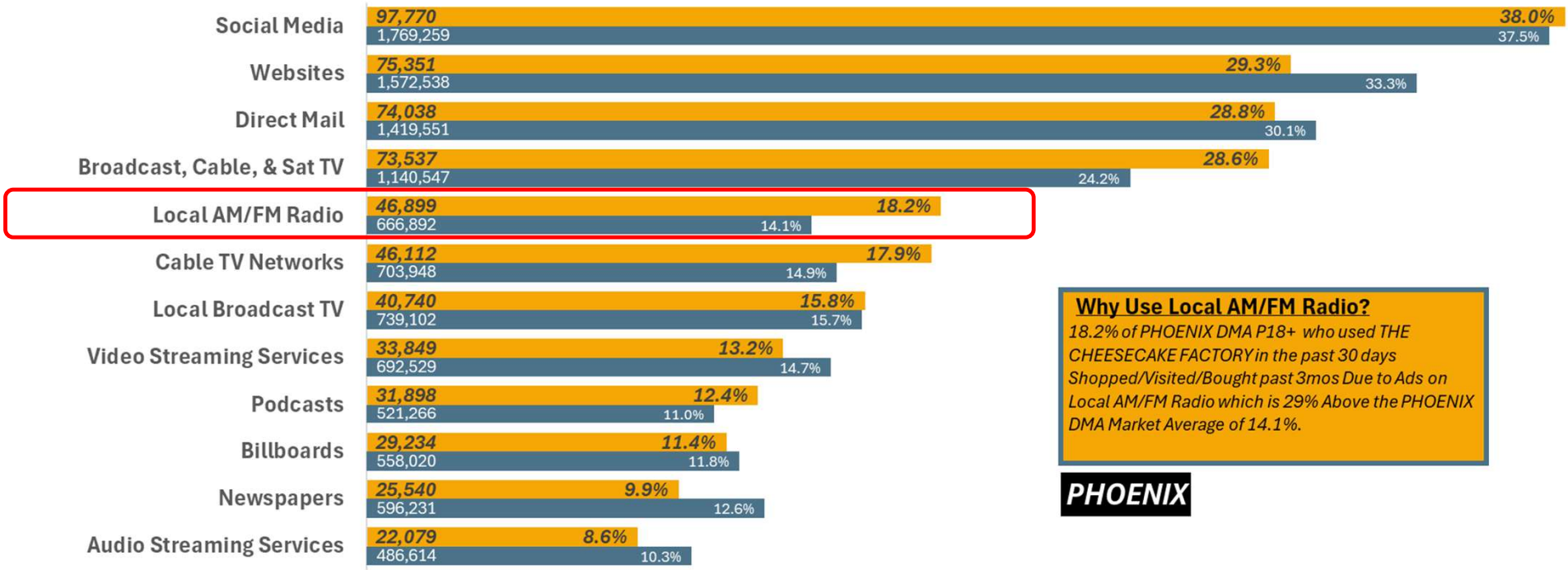
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory

PHX

"Advertising Actions"

P18+ who used THE CHEESECAKE FACTORY in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.2% of PHOENIX DMA P18+ who used THE CHEESECAKE FACTORY in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the PHOENIX DMA Market Average of 14.1%.

PHOENIX

PHOENIX DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 148

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: The Cheesecake Factory