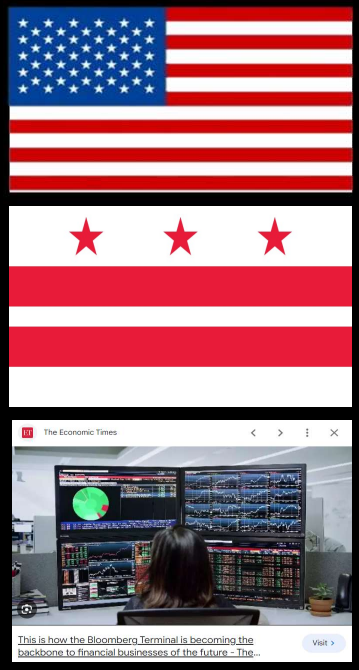
USA–5 QSRs and Restaurants of the WASHINGTON, DC DMA...

Brand New Data as of August 31, 2025!

Complete Demographic & Media Use Profiles





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

HUBBARD BROADCASTING INC. HB

Quick service restaurants used past 30 days: CAVA

Quick service restaurants used past 30 days: Ledo Pizza

Sit-down restaurants used past 30 days: Silver Diner

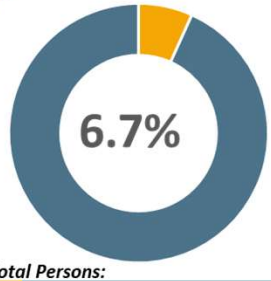
Quick service restaurants used past 30 days: Roy Rogers

Sit-down restaurants used past 30 days: Glory Days Grill

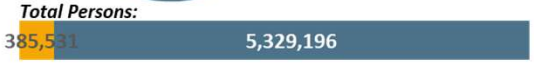
CAVA WDC

6.7% or 385,531 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 7 days.
Typical Adults 18 or older who used CAVA in the past 7 days are 40.1 years old (16.4% younger than average) and have a $199,071 (45.3% higher than average) annual household income.

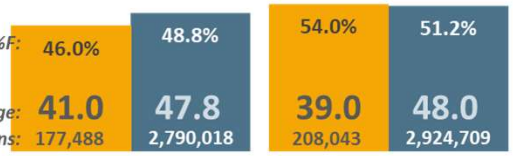
Percent of Market: Adults 18 or older



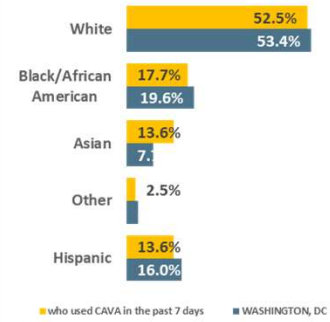
Total Persons:



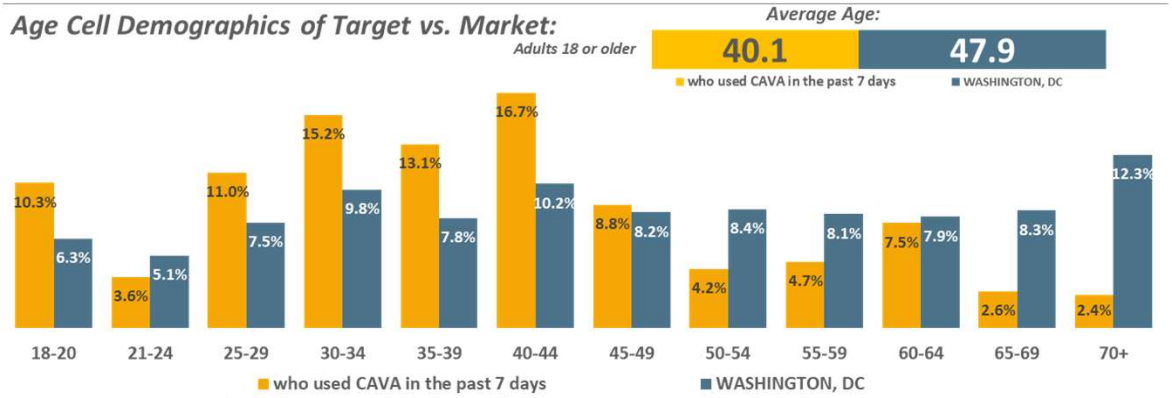
Gender of Target vs. Market: Adults 18 or older



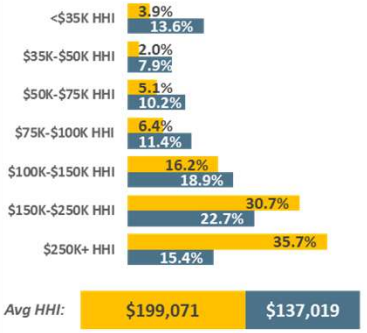
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



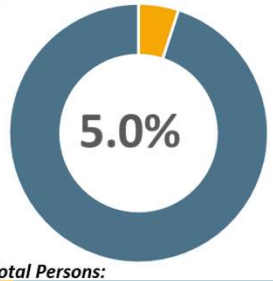
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

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Quick service restaurants used past 30 days: CAVA

5.% or 286,175 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 7 days.
Typical Adults 18 or older who used LEDO PIZZA in the past 7 days are 49.8 years old (3.9% older than average) and have a $143,406 (4.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



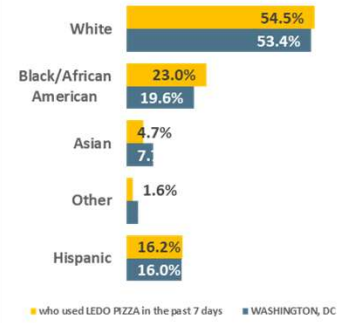
Total Persons:

286,175	5,428,552

Gender of Target vs. Market: Adults 18 or older

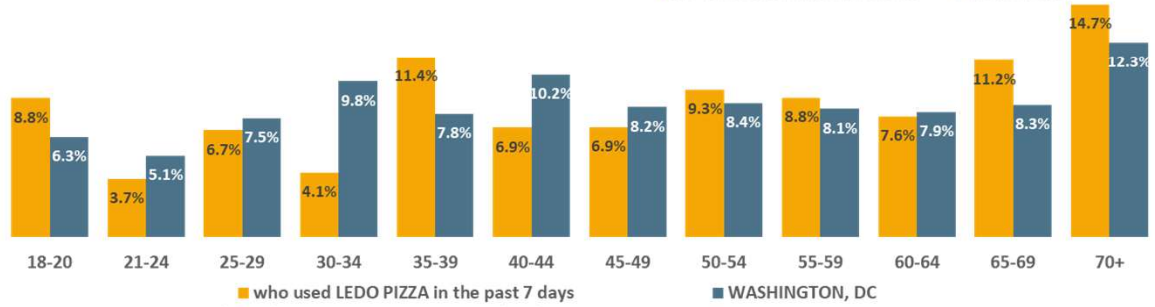
	Men	Men	Women	Women
%M vs. %F:	52.3%	48.8%	47.7%	51.2%
Average Age:	50.5	47.8	49.0	48.0
# Persons:	149,613	2,790,018	136,562	2,924,709

Ethnicity of Target vs. Market:

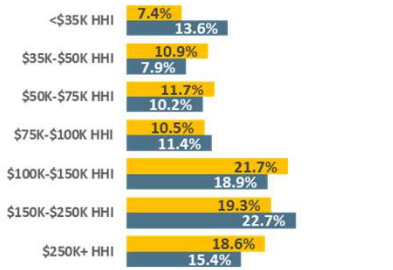


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 49.8	47.9



HHI of Target vs. Market:



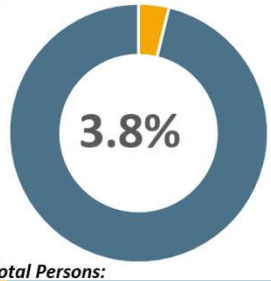
Avg HHI:	$143,406	$137,019

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

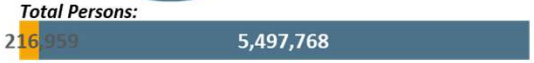
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3.8% or 216,959 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 7 days. Typical Adults 18 or older who used SILVER DINER in the past 7 days are 50.9 years old (6.3% older than average) and have a $177,878 (29.8% higher than average) annual household income.

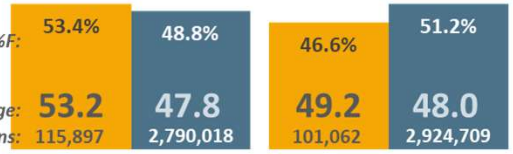
Percent of Market: Adults 18 or older



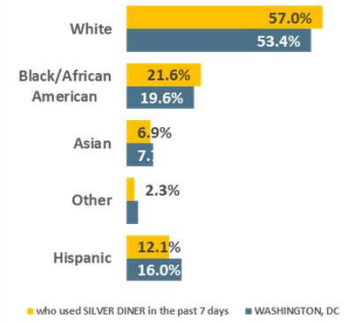
Total Persons:



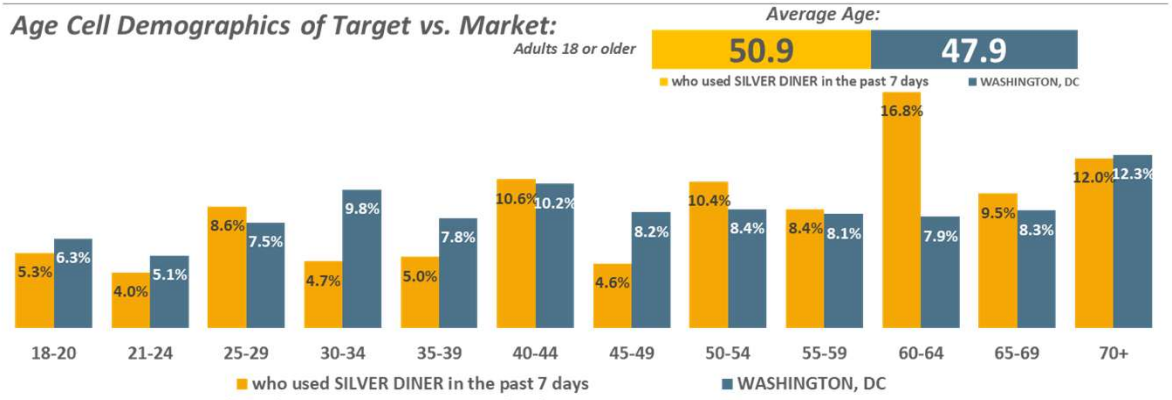
Gender of Target vs. Market: Adults 18 or older



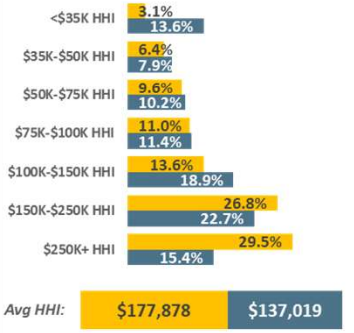
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

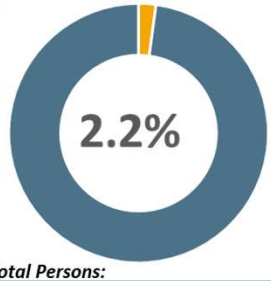


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

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2.2% or 123,579 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 7 days. Typical Adults 18 or older who used ROY ROGERS in the past 7 days are 50.7 years old (5.7% older than average) and have a $149,861 (9.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

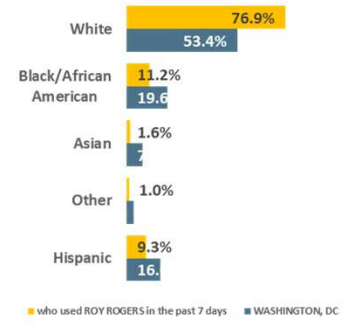


Total Persons:
123,579 | 5,591,148

Gender of Target vs. Market: Adults 18 or older

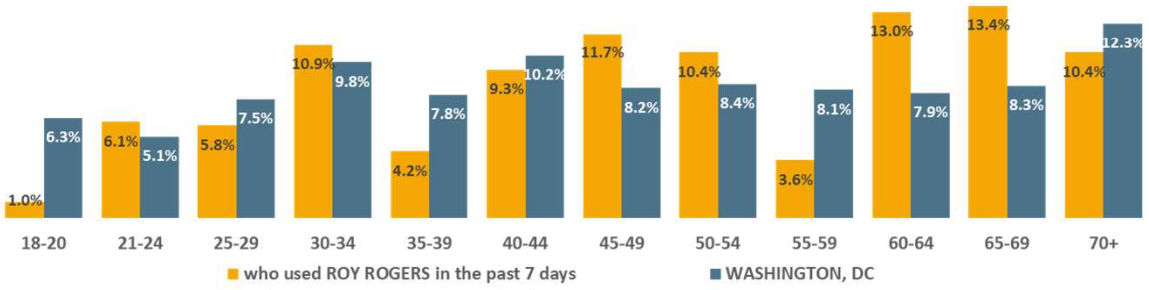
	Men	Men	Women	Women
%M vs. %F:	50.7%	48.8%	49.3%	51.2%
Average Age:	55.3	47.8	45.5	48.0
# Persons:	62,669	2,790,018	60,910	2,924,709

Ethnicity of Target vs. Market:

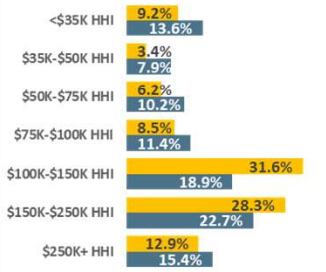


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 50.7	47.9
	who used ROY ROGERS in the past 7 days	WASHINGTON, DC



HHI of Target vs. Market:



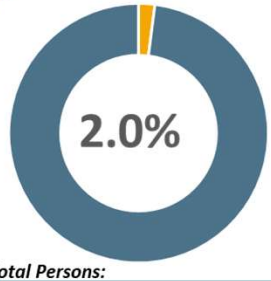
Avg HHI: $149,861 | $137,019

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

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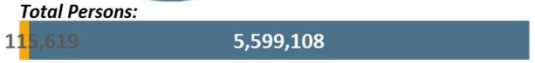
2.% or 115,619 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 7 days. Typical Adults 18 or older who used GLORY DAYS GRILL in the past 7 days are 53.6 years old (11.9% older than average) and have a $174,974 (27.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

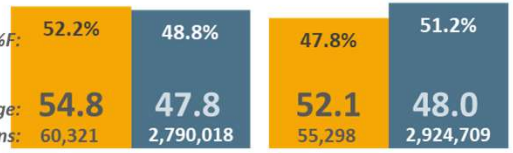


- who used GLORY DAYS GRILL in the past 7 days
- Remainder of WASHINGTON, DC DMA

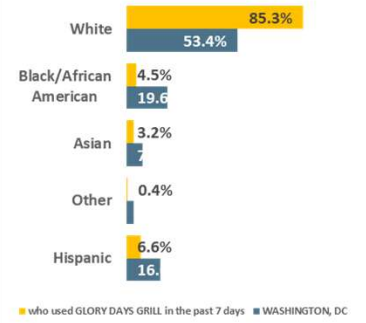
Total Persons:



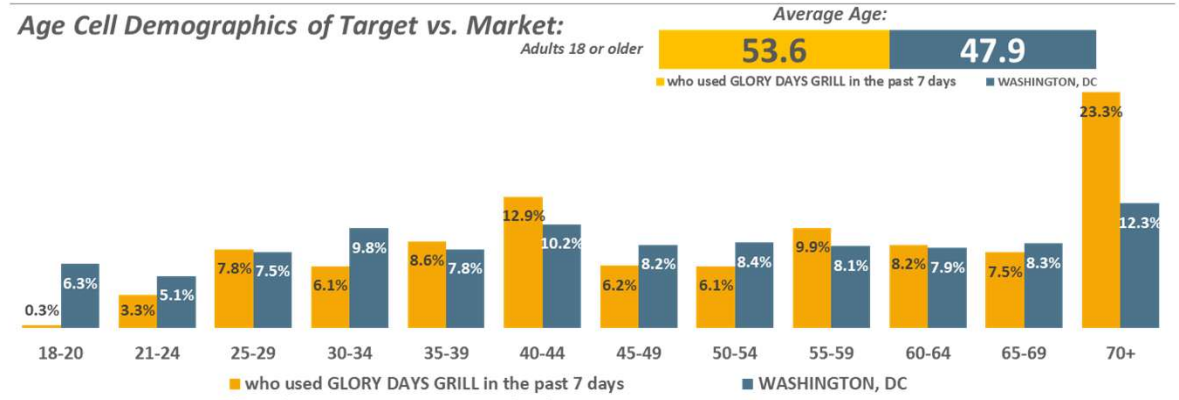
Gender of Target vs. Market: Adults 18 or older



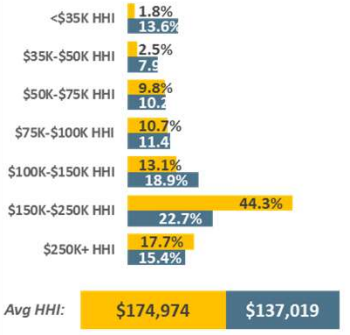
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



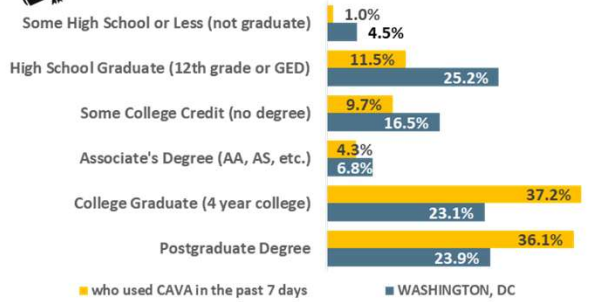
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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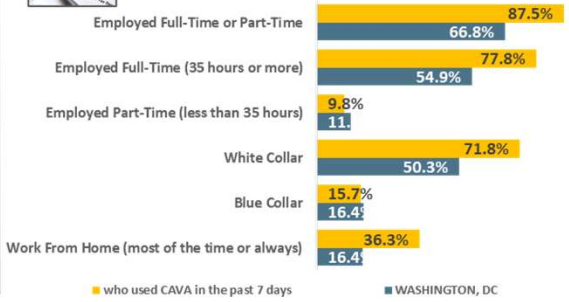
CAVA WDC

6.7% or 385,531 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 7 days.
Adults 18 or older who used CAVA in the past 7 days are 56.1% more likely to be a college graduate, 41.7% more likely to work full-time, 19.5% more likely to be married, 14.% more likely to be a parent of 1 or more children under 18.

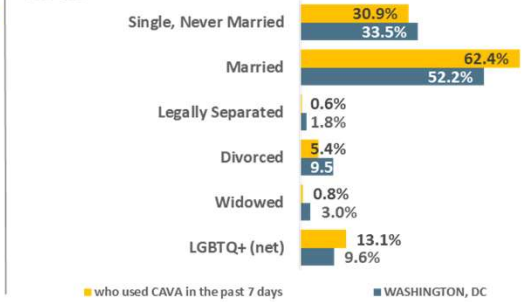
Education Levels: Adults 18 or older



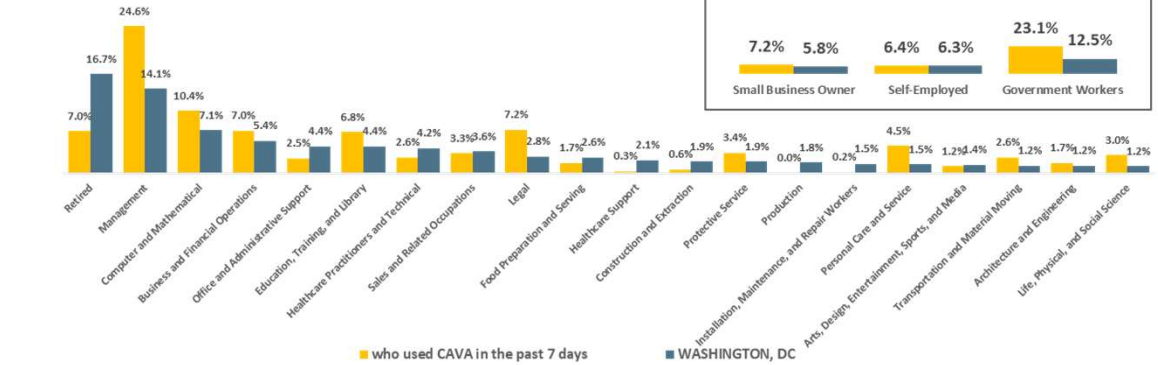
Employment: Adults 18 or older



Marital Status: Adults 18 or older

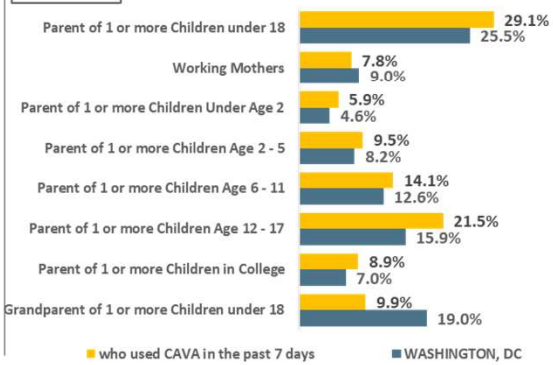


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

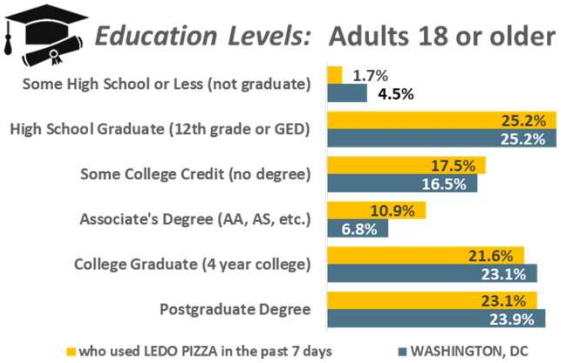
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Quick service restaurants used past 30 days: CAVA

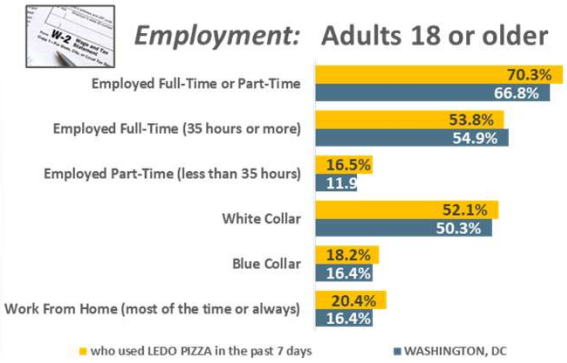


5.% or 286,175 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 7 days. Adults 18 or older who used LEDO PIZZA in the past 7 days are 4.9% less likely to be a college graduate, 2.% less likely to work full-time, 9.% more likely to be married, 9.3% less likely to be a parent of 1 or more children under 18.

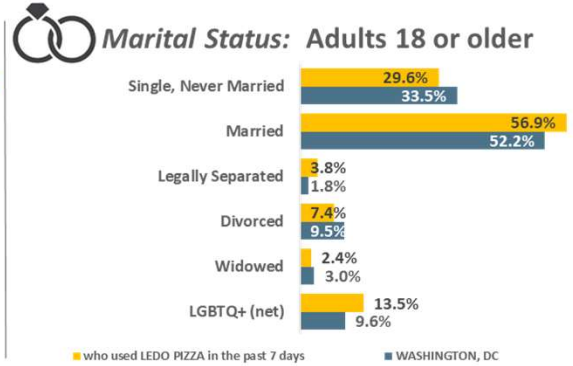
Education Levels: Adults 18 or older



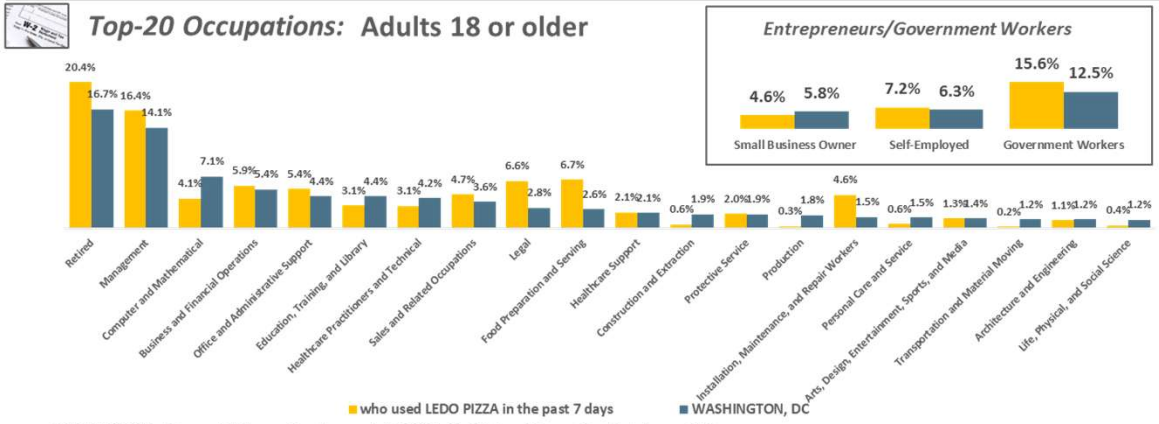
Employment: Adults 18 or older



Marital Status: Adults 18 or older

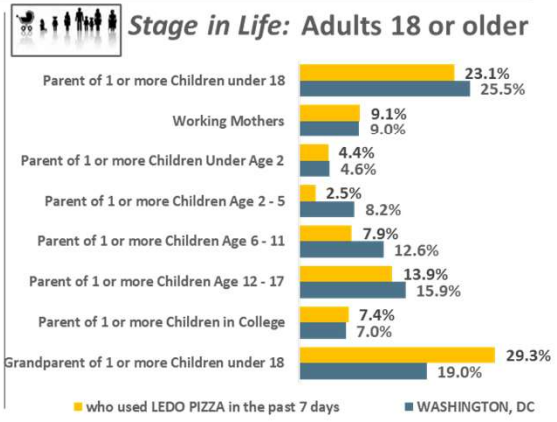


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

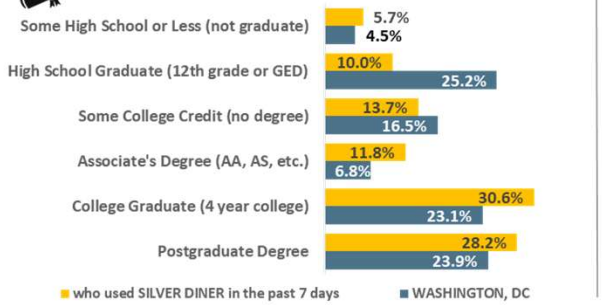
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Quick service restaurants used past 30 days: Ledo Pizza

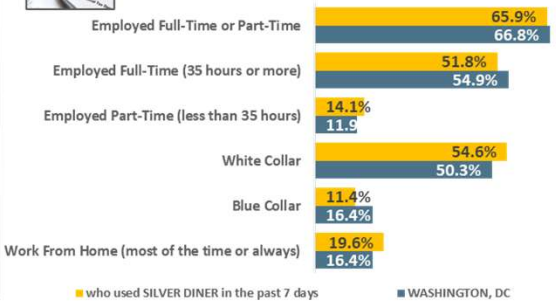
SILVER DINER WDC
THE NEXT GENERATION DINER

3.8% or 216,959 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 7 days. Adults 18 or older who used SILVER DINER in the past 7 days are 25.% more likely to be a college graduate, 5.5% less likely to work full-time, 19.1% more likely to be married, 31.5% less likely to be a parent of 1 or more children under 18.

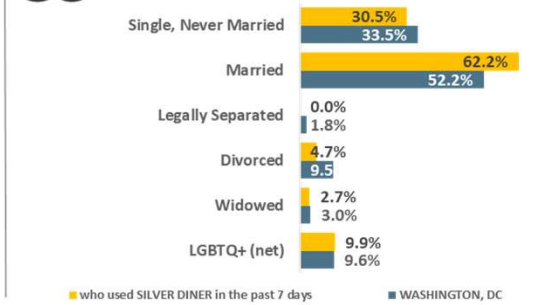
Education Levels: Adults 18 or older



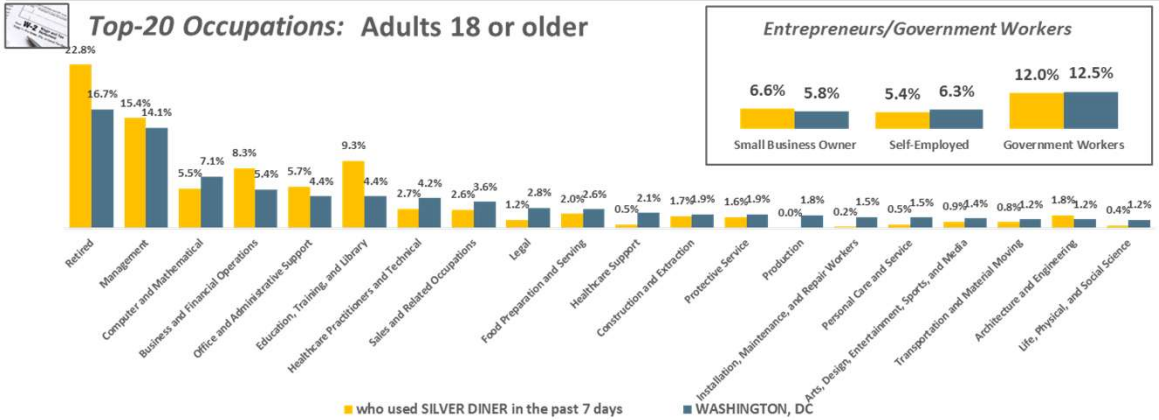
Employment: Adults 18 or older



Marital Status: Adults 18 or older

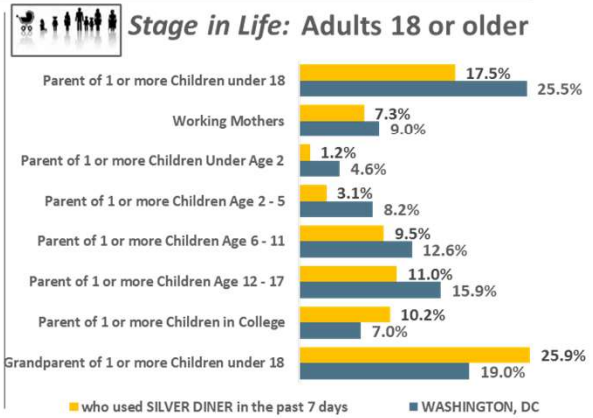


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

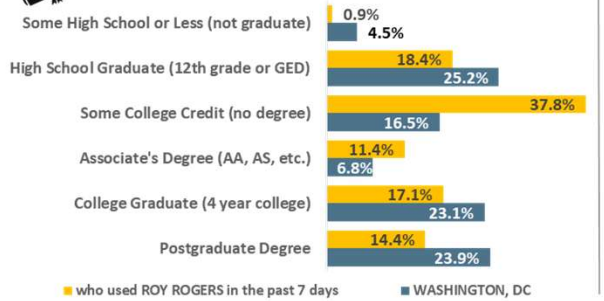
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Sit-down restaurants used past 30 days: Silver Diner

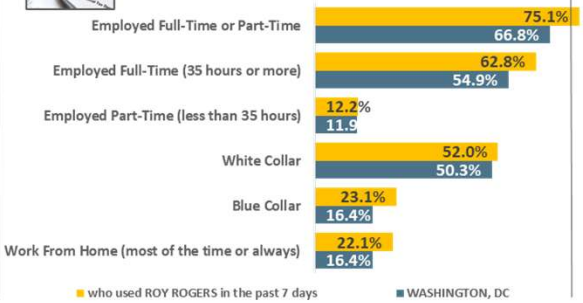


2.2% or 123,579 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 7 days. Adults 18 or older who used ROY ROGERS in the past 7 days are 33.% less likely to be a college graduate, 14.5% more likely to work full-time, 2.7% more likely to be married, 2.6% more likely to be a parent of 1 or more children under 18.

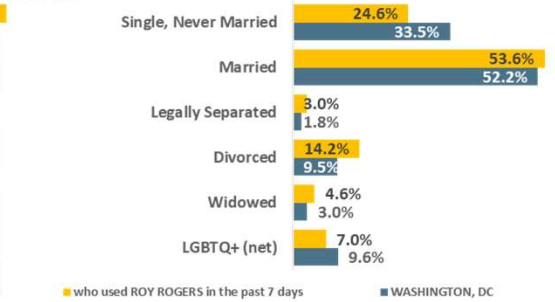
Education Levels: Adults 18 or older



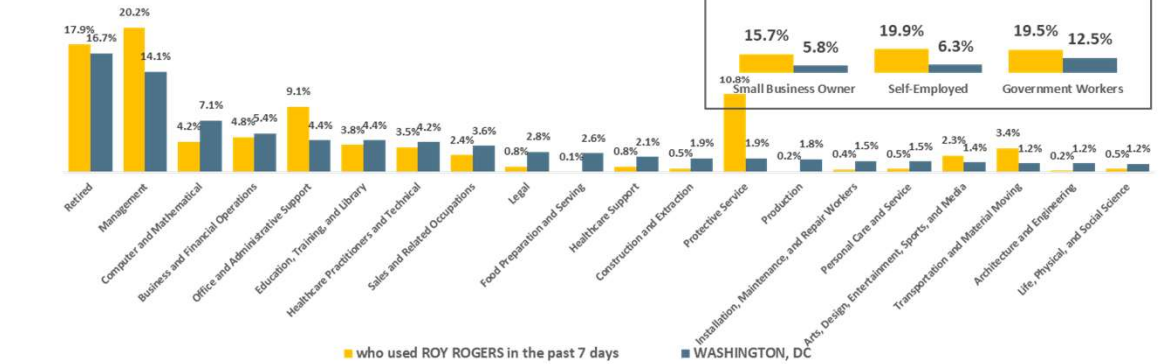
Employment: Adults 18 or older



Marital Status: Adults 18 or older

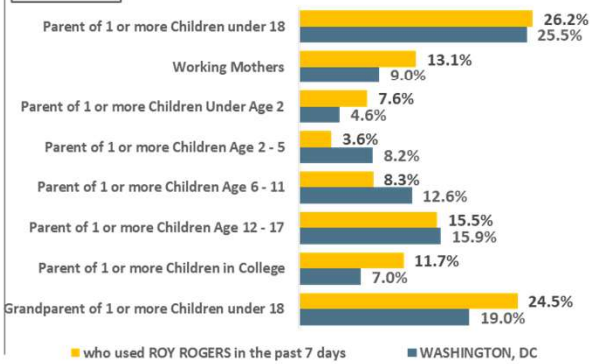


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



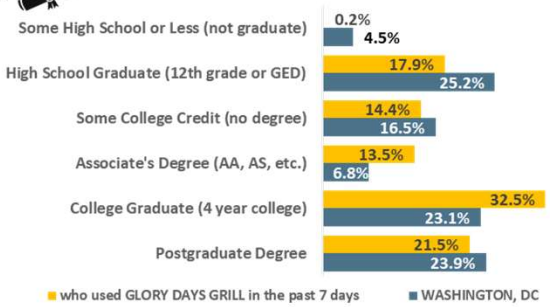
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

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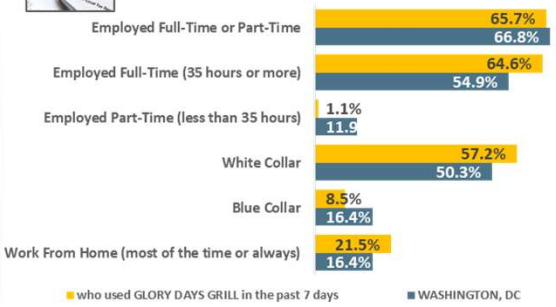
Quick service restaurants used past 30 days: Roy Rogers

2.% or 115,619 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 7 days. Adults 18 or older who used GLORY DAYS GRILL in the past 7 days are 15.% more likely to be a college graduate, 17.7% more likely to work full-time, 5.9% less likely to be married, 16.9% less likely to be a parent of 1 or more children under 18.

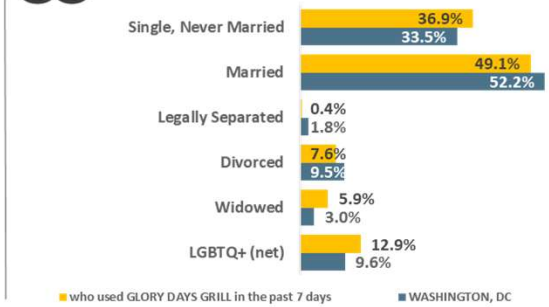
Education Levels: Adults 18 or older



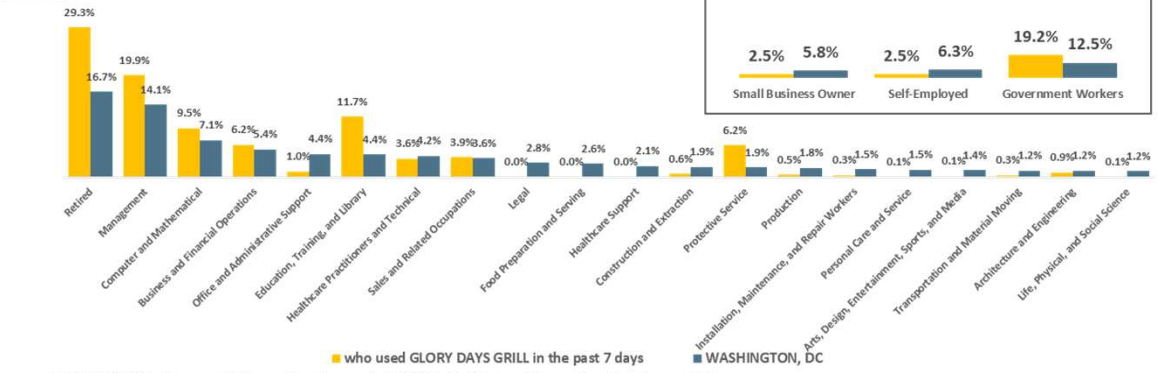
Employment: Adults 18 or older



Marital Status: Adults 18 or older

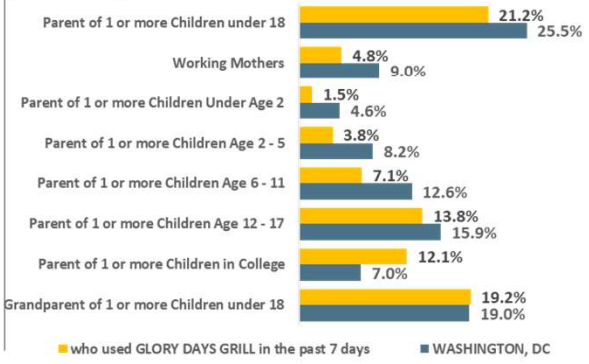


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

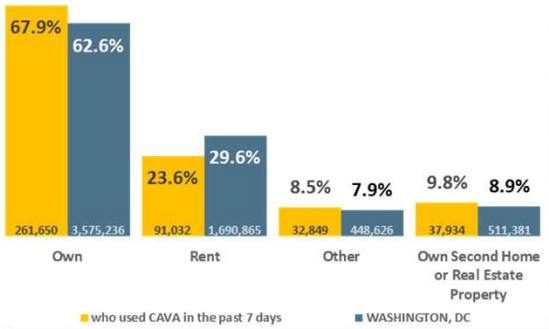
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Sit-down restaurants used past 30 days: Glory Days Grill

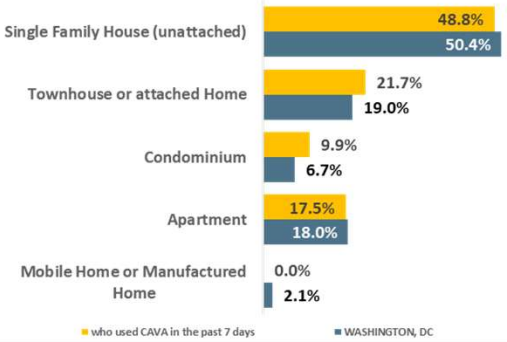
CAVA WDC

6.7% or 385,531 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 7 days.
Adults 18 or older who used CAVA in the past 7 days are 8.5% more likely to own their home, 22.7% more likely to own a higher valued home, 3.3% less likely to have a single-family home, 23.1% more likely to have a dog.

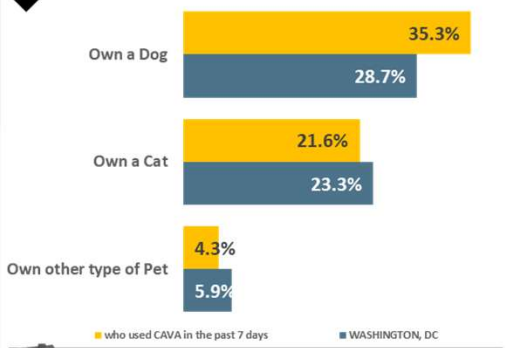
Own/Rent/Other: Adults 18 or older



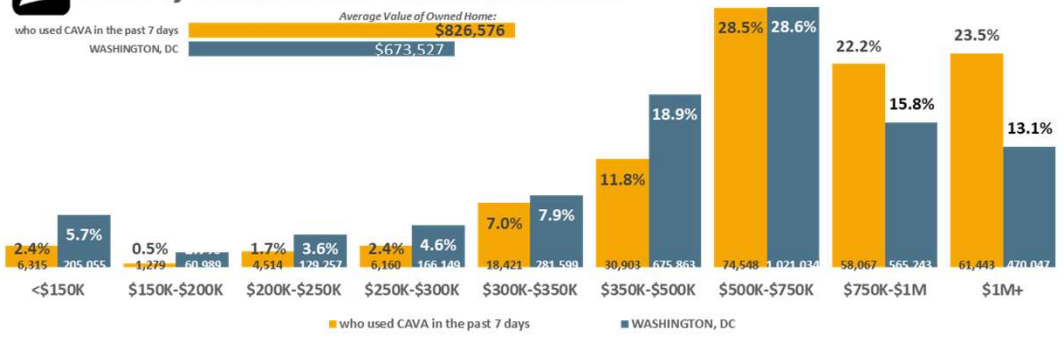
Type of Home: Adults 18 or older



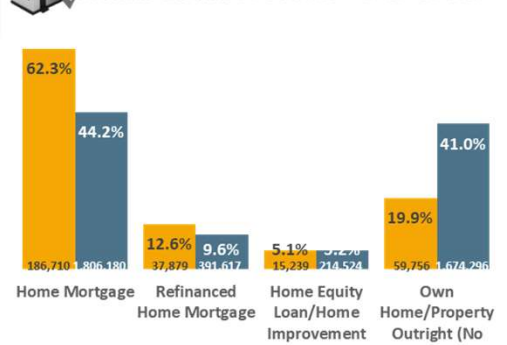
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

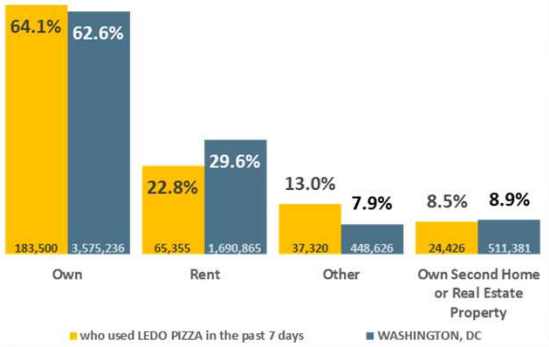
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Quick service restaurants used past 30 days: CAVA

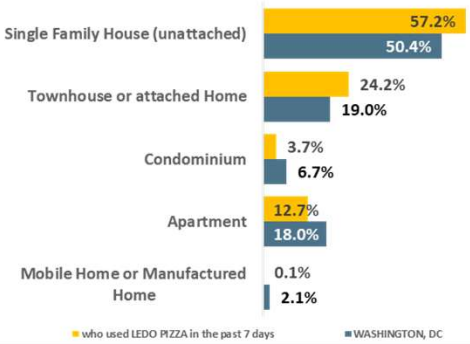


5.% or 286,175 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 7 days. Adults 18 or older who used LEDO PIZZA in the past 7 days are 2.5% more likely to own their home, 5.5% more likely to own a lower valued home, 13.6% more likely to have a single-family home, 18.7% more likely to have a dog.

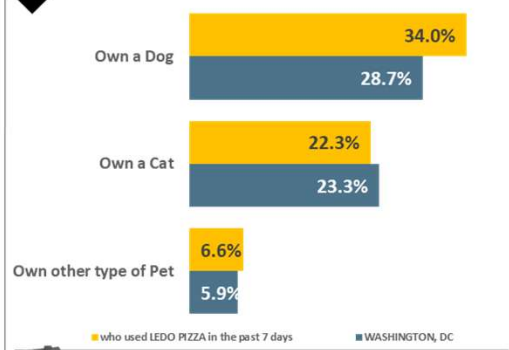
Own/Rent/Other: Adults 18 or older



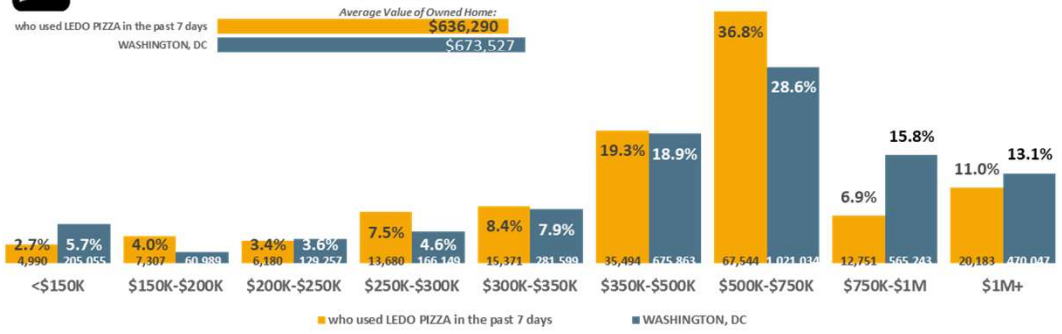
Type of Home: Adults 18 or older



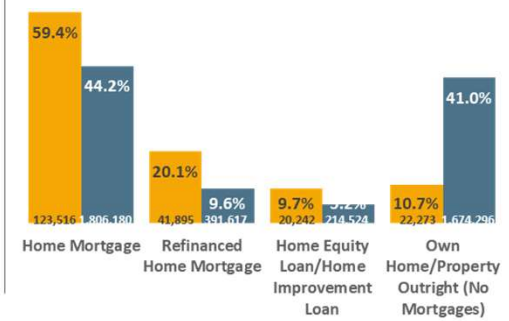
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

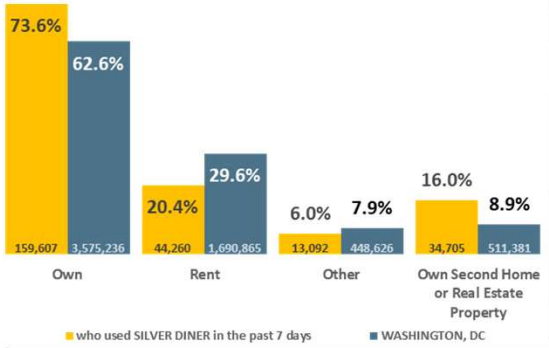
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Quick service restaurants used past 30 days: Ledo Pizza

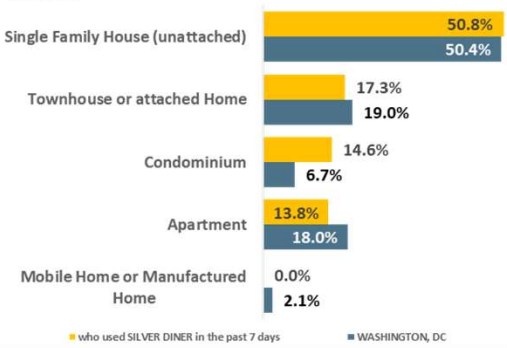
SILVER DINER THE NEXT GENERATION DINER WDC

3.8% or 216,959 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 7 days. Adults 18 or older who used SILVER DINER in the past 7 days are 17.6% more likely to own their home, 12.6% more likely to own a higher valued home, .9% more likely to have a single-family home, 27.6% more likely to have a dog.

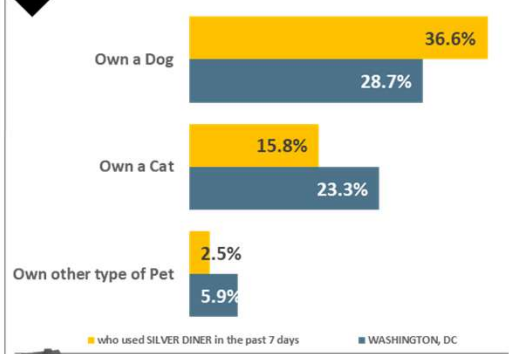
Own/Rent/Other: Adults 18 or older



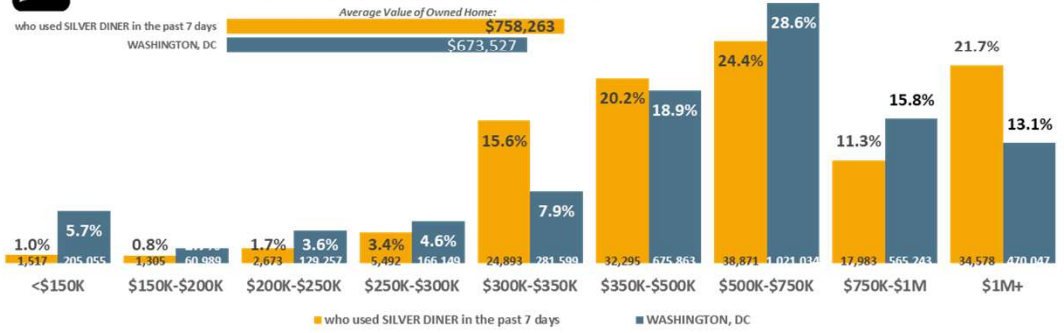
Type of Home: Adults 18 or older



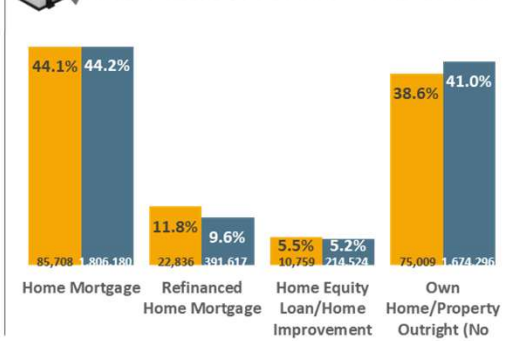
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



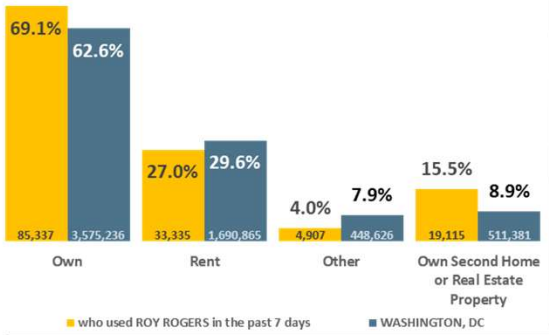
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

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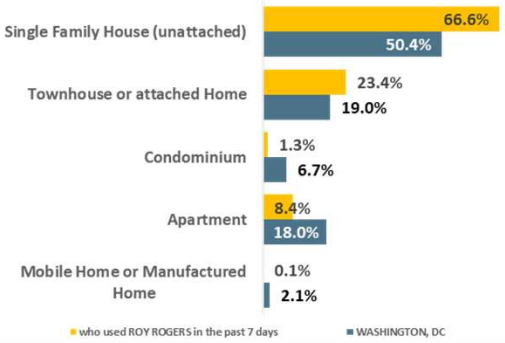
Sit-down restaurants used past 30 days: Silver Diner

2.2% or 123,579 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 7 days. Adults 18 or older who used ROY ROGERS in the past 7 days are 10.4% more likely to own their home, 20.8% more likely to own a higher valued home, 32.3% more likely to have a single-family home, 107.8% more likely to have a dog.

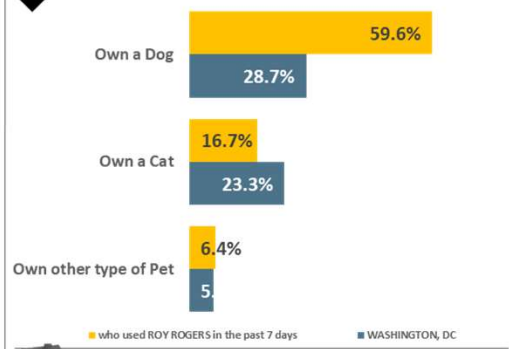
Own/Rent/Other: Adults 18 or older



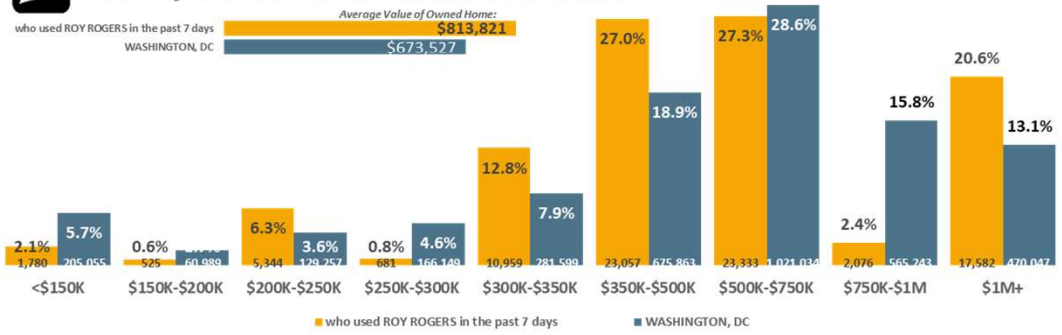
Type of Home: Adults 18 or older



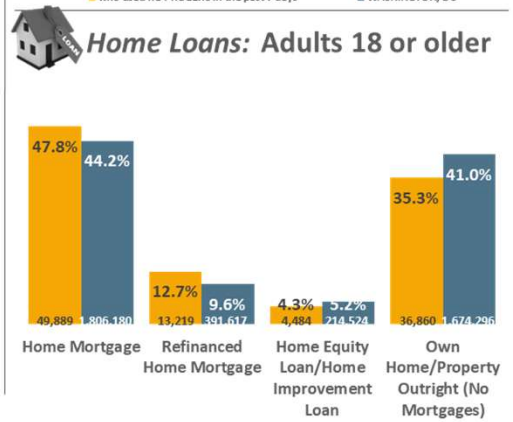
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



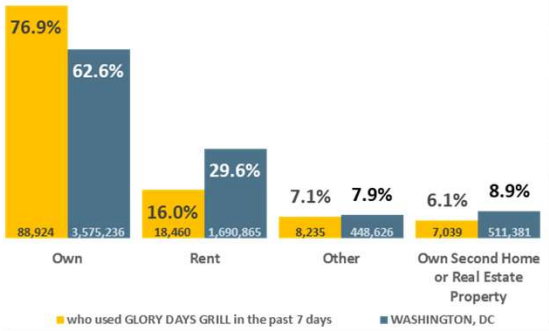
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

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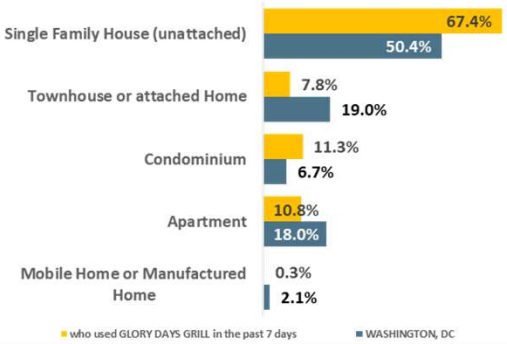
Quick service restaurants used past 30 days: Roy Rogers

2.% or 115,619 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 7 days. Adults 18 or older who used GLORY DAYS GRILL in the past 7 days are 22.9% more likely to own their home, 12.7% more likely to own a higher valued home, 33.8% more likely to have a single-family home, 18.5% more likely to have a dog.

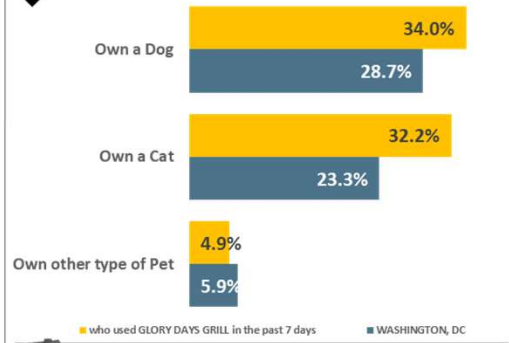
Own/Rent/Other: Adults 18 or older



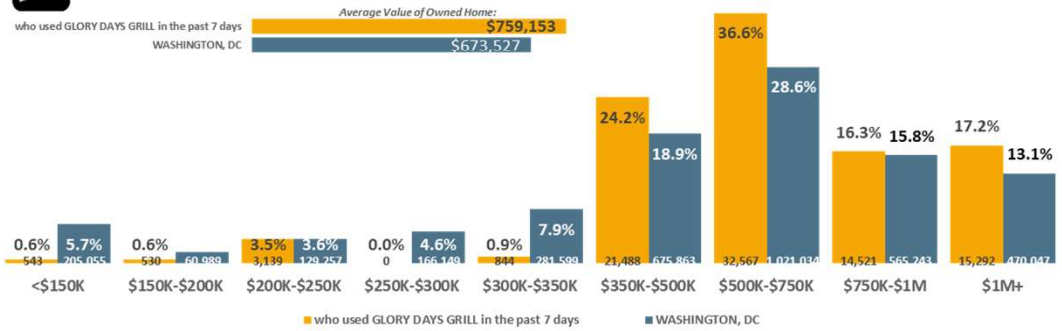
Type of Home: Adults 18 or older



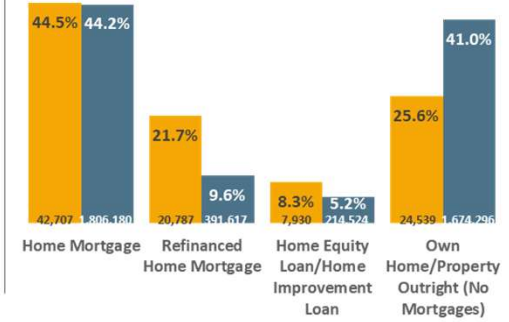
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

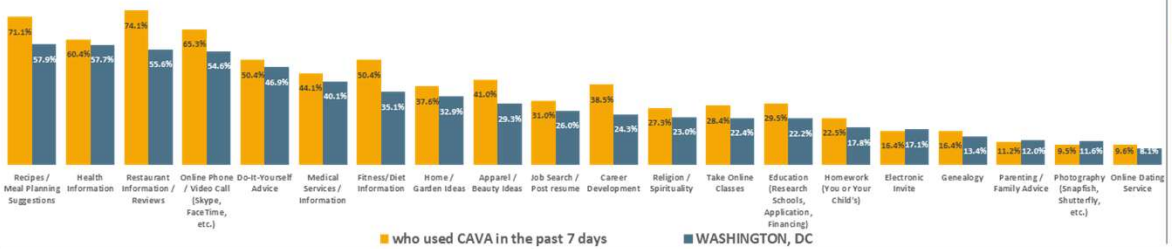
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Sit-down restaurants used past 30 days: Glory Days Grill

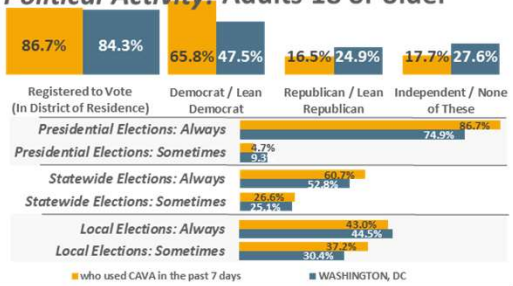
CAVA WDC

6.7% or 385,531 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 7 days.
Adults 18 or older who used CAVA in the past 7 days are 7.4% more likely to look up D-I-Y advice online, 3.4% less likely to always vote in local elections, 101.4% more likely to belong to a gym, 41.7% more likely to fly domestic past yr.

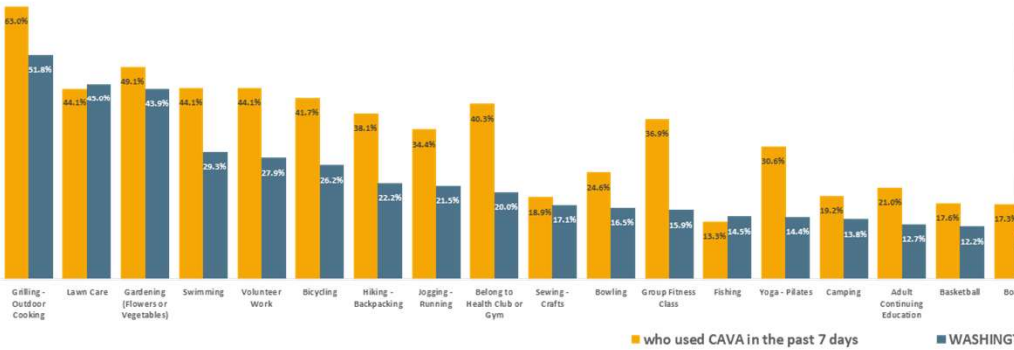
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



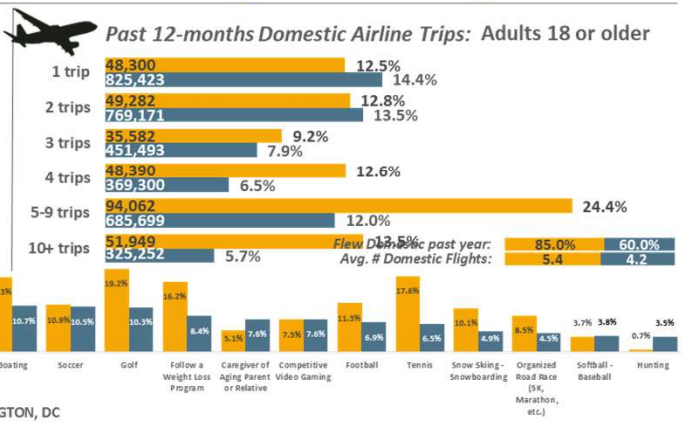
Political Activity: Adults 18 or older



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



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



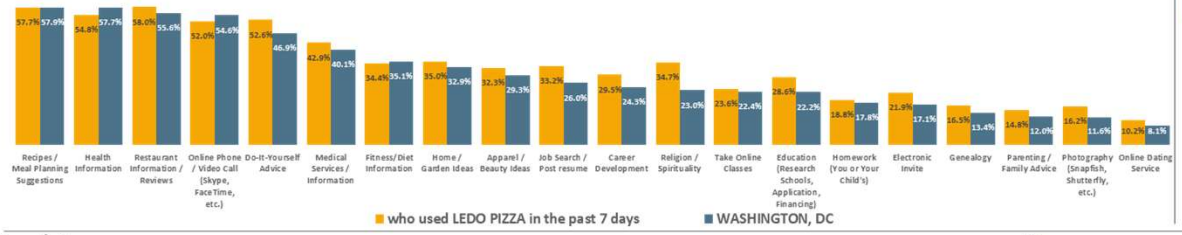
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

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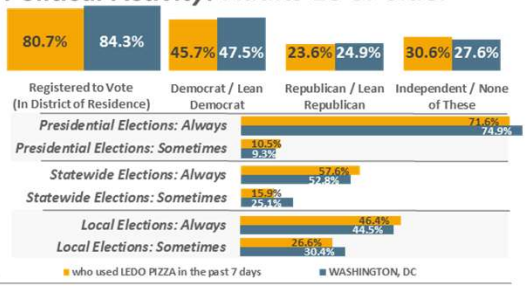
Quick service restaurants used past 30 days: CAVA

5.% or 286,175 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 7 days. Adults 18 or older who used LEDO PIZZA in the past 7 days are 12.% more likely to look up D-I-Y advice online, 4.4% more likely to always vote in local elections, 17.4% less likely to belong to a gym, 4.5% more likely to fly domestic past yr.

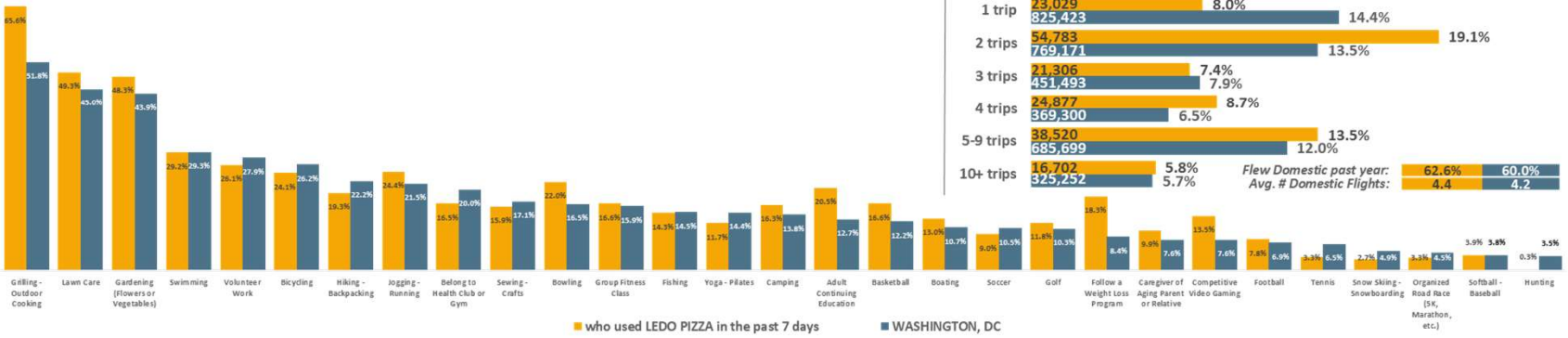
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

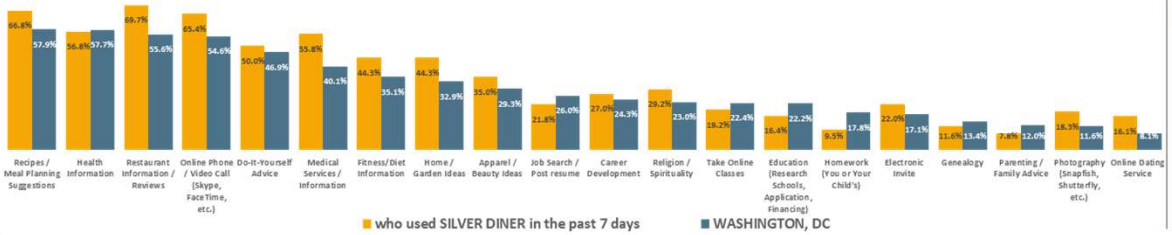
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Quick service restaurants used past 30 days: Ledo Pizza

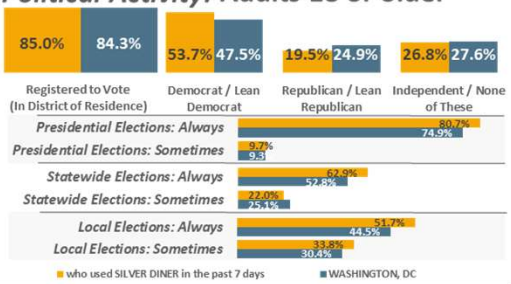
SILVER DINER WDC
THE NEXT GENERATION DINER

3.8% or 216,959 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 7 days. Adults 18 or older who used SILVER DINER in the past 7 days are 6.6% more likely to look up D-I-Y advice online, 16.2% more likely to always vote in local elections, 33.2% more likely to belong to a gym, 24.4% more likely to fly domestic past yr.

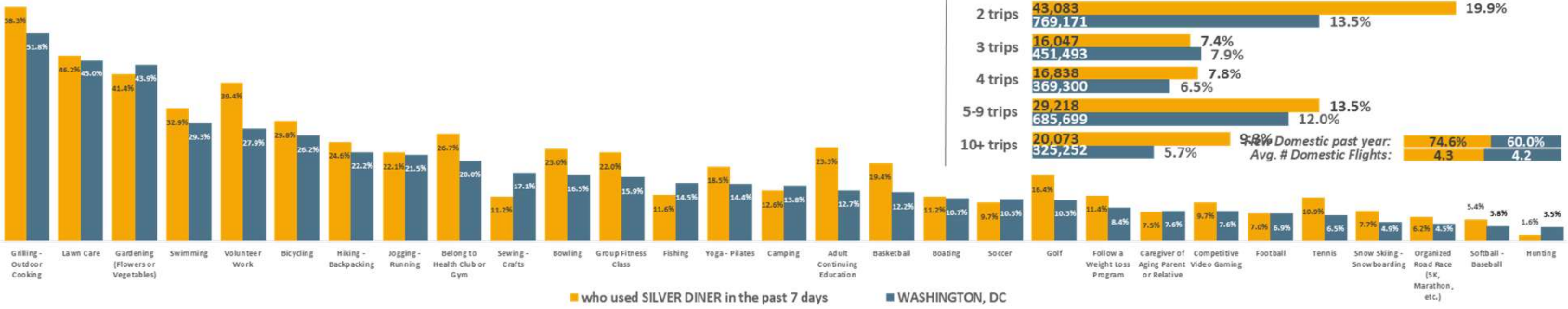
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

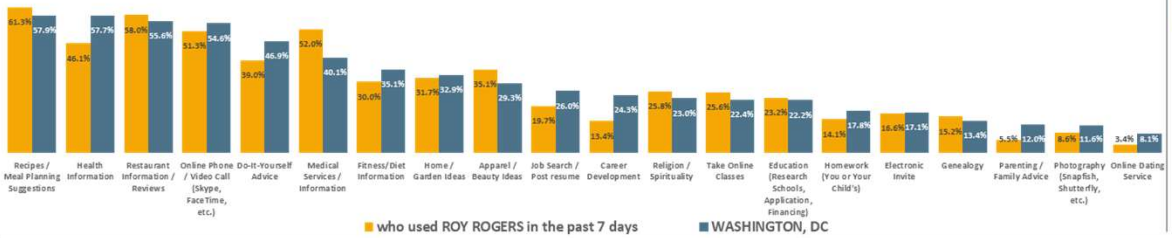
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

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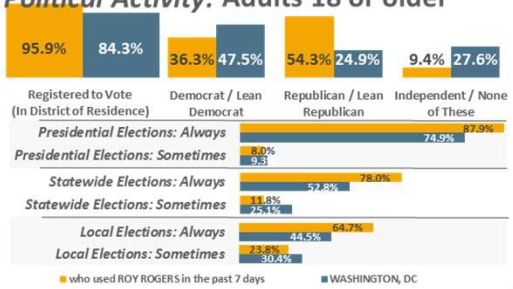
Sit-down restaurants used past 30 days: Silver Diner

2.2% or 123,579 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 7 days. Adults 18 or older who used ROY ROGERS in the past 7 days are 16.8% less likely to look up D-I-Y advice online, 45.6% more likely to always vote in local elections, 24.2% less likely to belong to a gym, 5.6% less likely to fly domestic past yr.

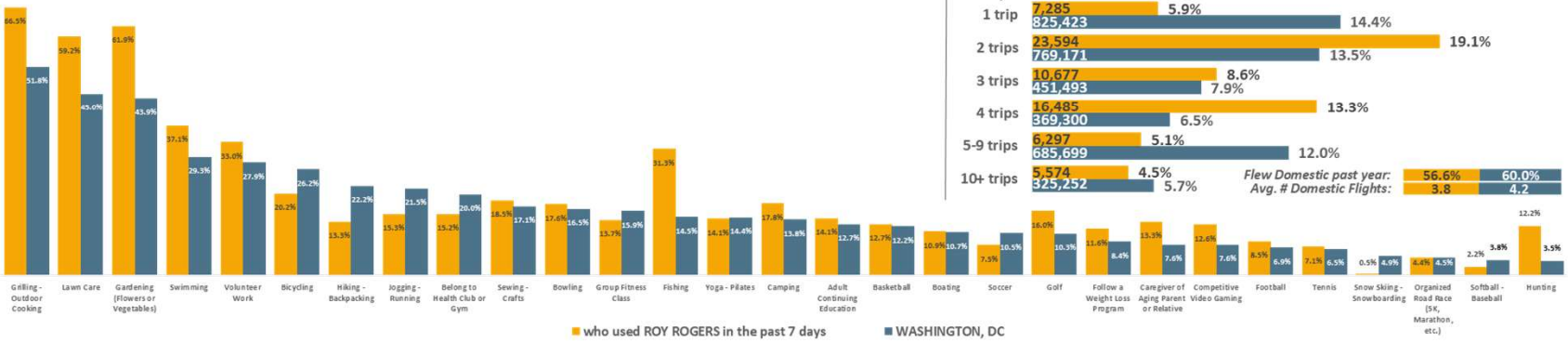
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

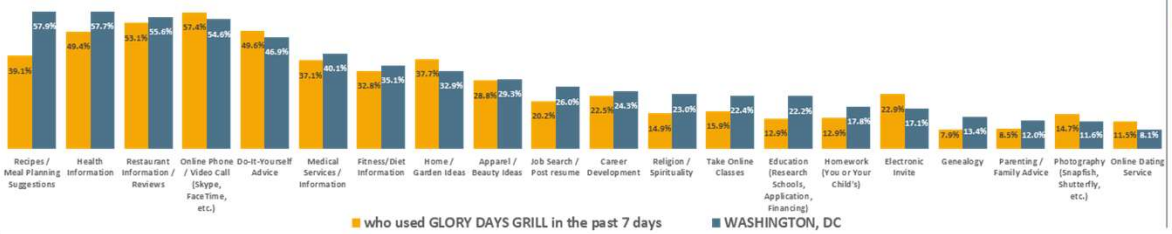
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

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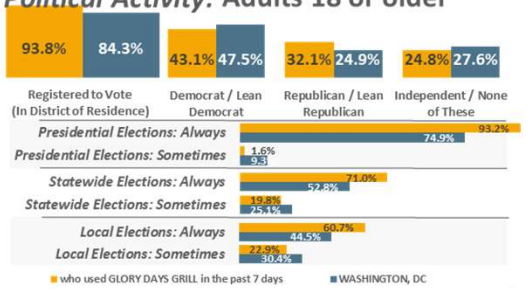
Quick service restaurants used past 30 days: Roy Rogers

2.% or 115,619 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 7 days. Adults 18 or older who used GLORY DAYS GRILL in the past 7 days are 5.7% more likely to look up D-I-Y advice online, 36.4% more likely to always vote in local elections, 1.1% less likely to belong to a gym, 11.2% more likely to fly domestic past yr.

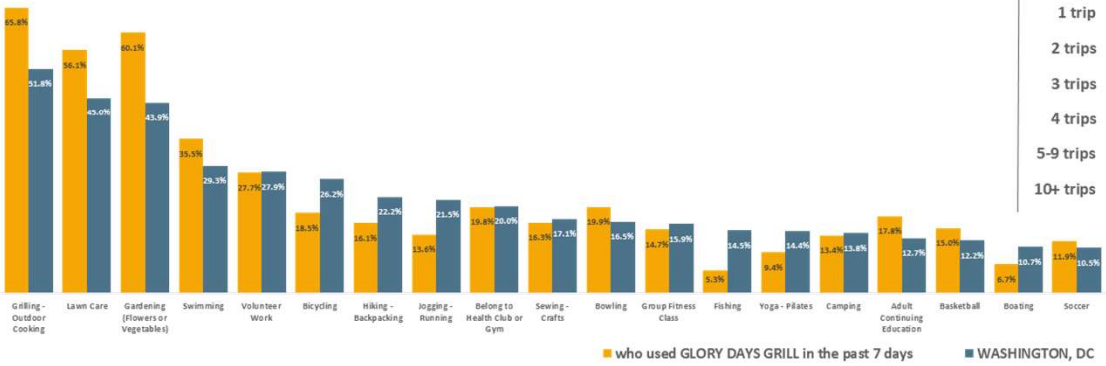
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



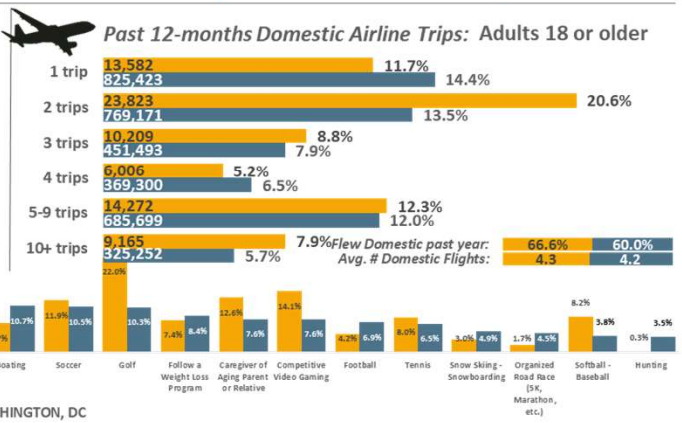
Political Activity: Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

6.7% or 385,531 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 7 days.
Adults 18 or older who used CAVA in the past 7 days are 20.7% more likely to use QSRs past mo., 26.7% more likely to use Sit-Down Restaurants past mo., 22.1% more likely to use Casinos past yr., 57.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

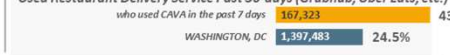
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

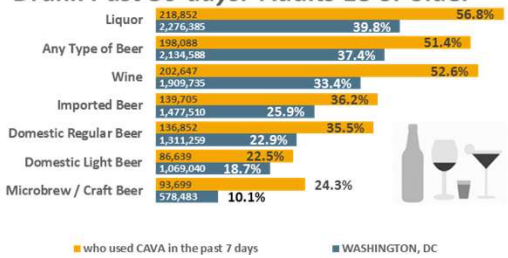
(Sit-Down Restaurants Used Past 30-days)



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

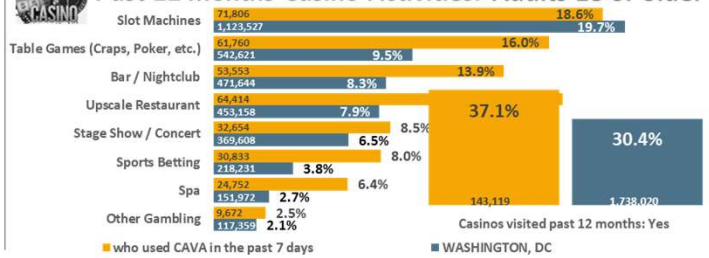


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

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Quick service restaurants used past 30 days: CAVA



5.% or 286,175 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 7 days.
Adults 18 or older who used LEDO PIZZA in the past 7 days are 20.7% more likely to use QSRs past mo., 22.5% more likely to use Sit-Down Restaurants past mo., 2.% more likely to use Casinos past yr., 8.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 286,175 | 82.8% 4,732,988

Avg. Monthly QSR Meals: 7.6 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 88.3% 252,561 | 72.1% 4,118,427

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 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 LEDO PIZZA in the past 7 days 118,858 41.5%

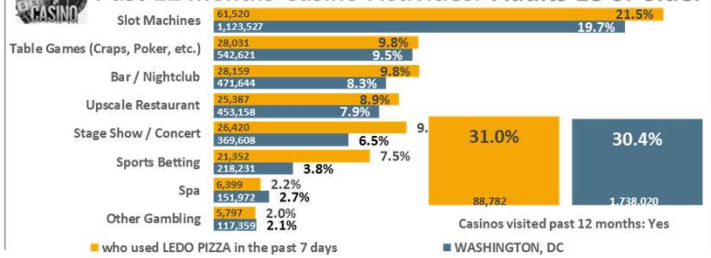
WASHINGTON, DC 1,397,483 24.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

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Quick service restaurants used past 30 days: Ledo Pizza

SILVER DINER WDC
THE NEXT GENERATION DINER

3.8% or 216,959 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 7 days. Adults 18 or older who used SILVER DINER in the past 7 days are 14.3% more likely to use QSRs past mo., 38.8% more likely to use Sit-Down Restaurants past mo., 31.4% more likely to use Casinos past yr., 69.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



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.)

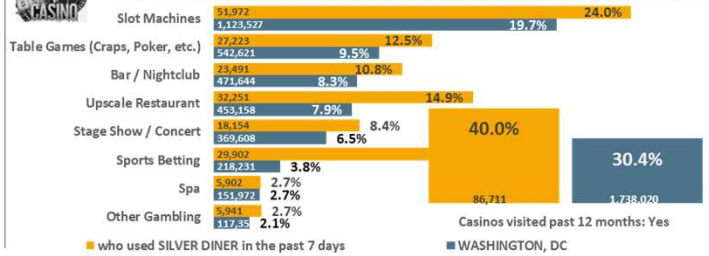


Drank Past 30-days: Adults 18 or older

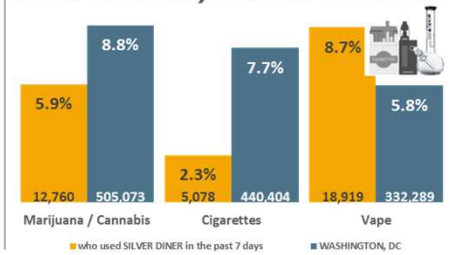


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

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2.2% or 123,579 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 7 days. Adults 18 or older who used ROY ROGERS in the past 7 days are 20.7% more likely to use QSRs past mo., 29.5% more likely to use Sit-Down Restaurants past mo., 43.4% more likely to use Casinos past yr., 7.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 123,579 | 82.8% 4,732,988

Avg. Monthly QSR Meals: 10.2

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



Total Monthly Sit-Down Restaurant Users: 93.4% 115,365 | 72.1% 4,118,427

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.7

Top-10 Cuisines: Adults 18 or older

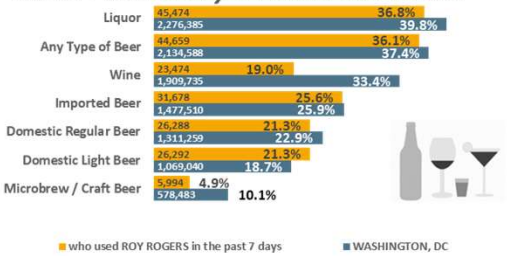
(Sit-Down Restaurants Used Past 30-days)



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

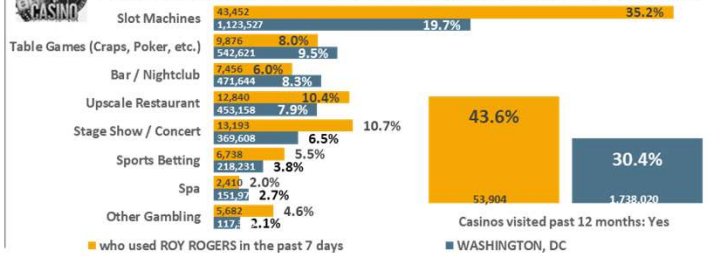
who used ROY ROGERS in the past 7 days	39,809	32.2%
WASHINGTON, DC	1,397,483	24.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

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Quick service restaurants used past 30 days: Roy Rogers

2.% or 115,619 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 7 days. Adults 18 or older who used GLORY DAYS GRILL in the past 7 days are 14.6% more likely to use QSRs past mo., 38.8% more likely to use Sit-Down Restaurants past mo., 57.8% more likely to use Casinos past yr., 41.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



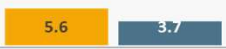
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



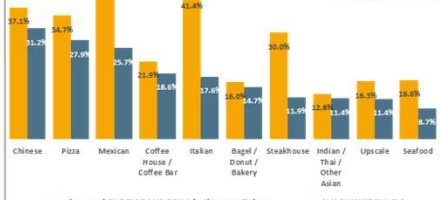
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

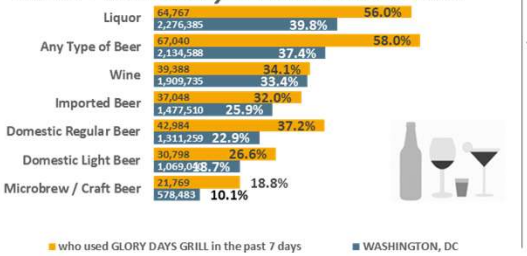




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

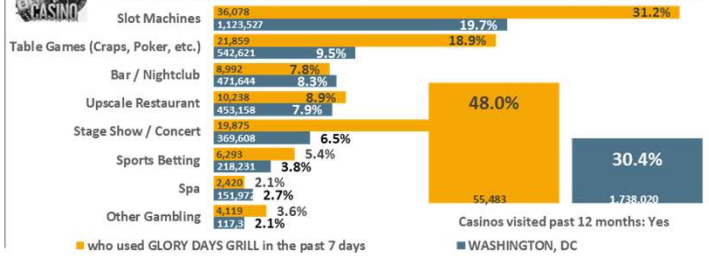


Drank Past 30-days: Adults 18 or older

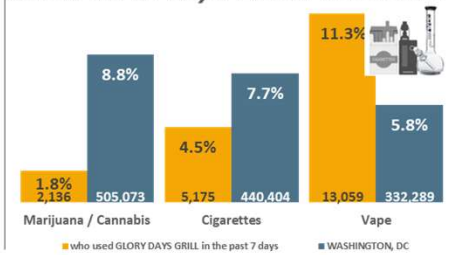


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

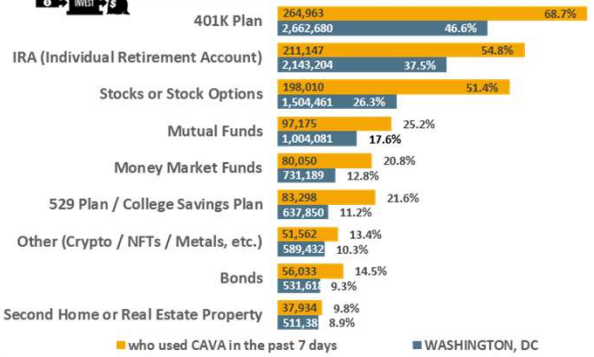
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Sit-down restaurants used past 30 days: Glory Days Grill

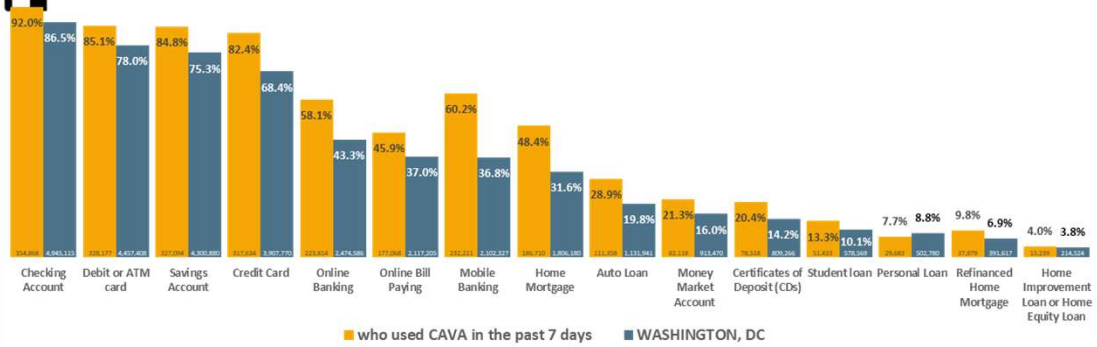
CAVA WDC

6.7% or 385,531 of WASHINGTON, DC DMA Adults 18 or older used CAVA in the past 7 days.
Adults 18 or older who used CAVA in the past 7 days are 47.5% more likely to have a 401K, 45.8% more likely to have an Auto Loan, 81.2% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



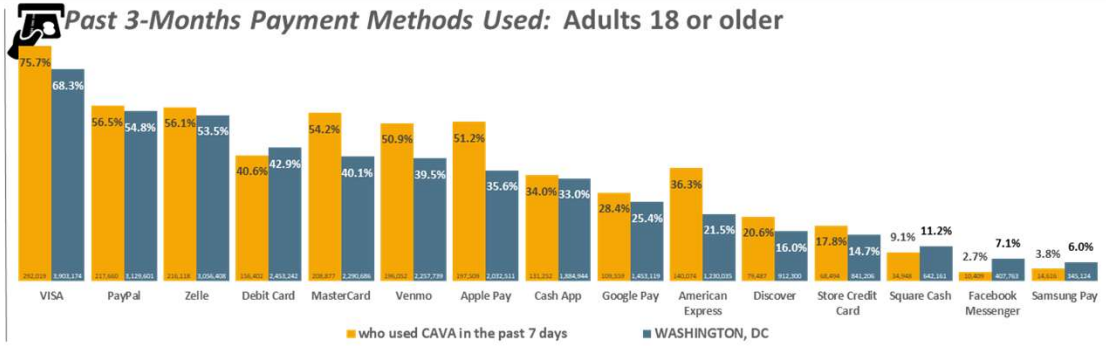
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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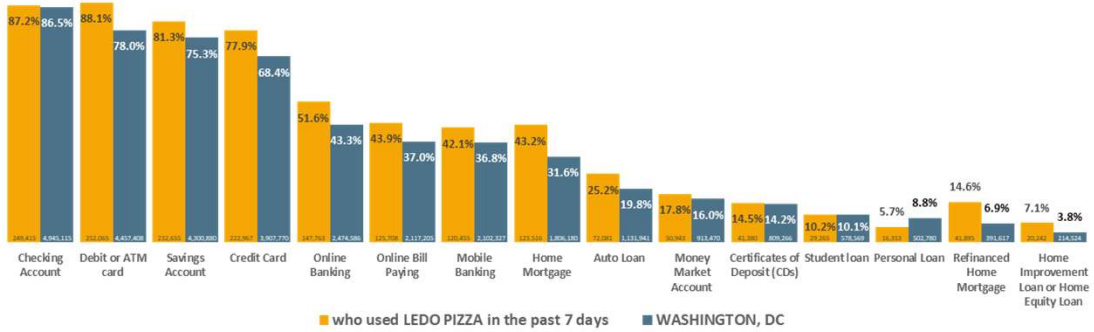
Quick service restaurants used past 30 days: CAVA

5.% or 286,175 of WASHINGTON, DC DMA Adults 18 or older used LEDO PIZZA in the past 7 days.
Adults 18 or older who used LEDO PIZZA in the past 7 days are 5.% more likely to have a 401K, 27.2% more likely to have an Auto Loan, 7.1% less likely to Invest/Trade Stocks Online, 2.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

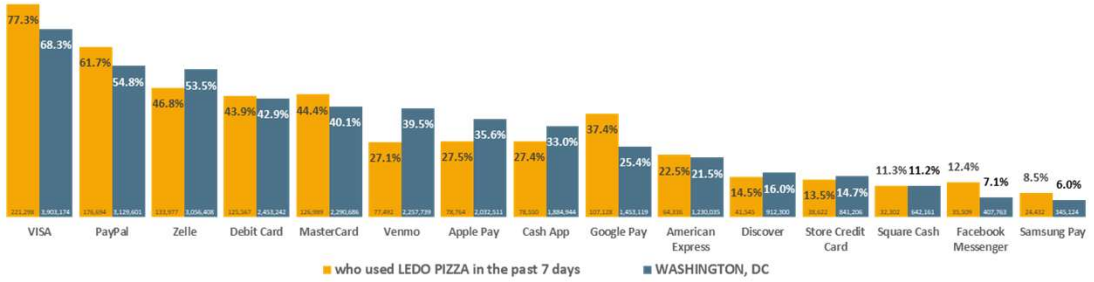


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

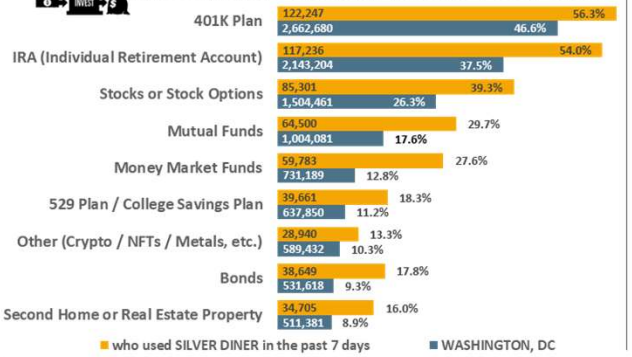
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Quick service restaurants used past 30 days: Ledo Pizza

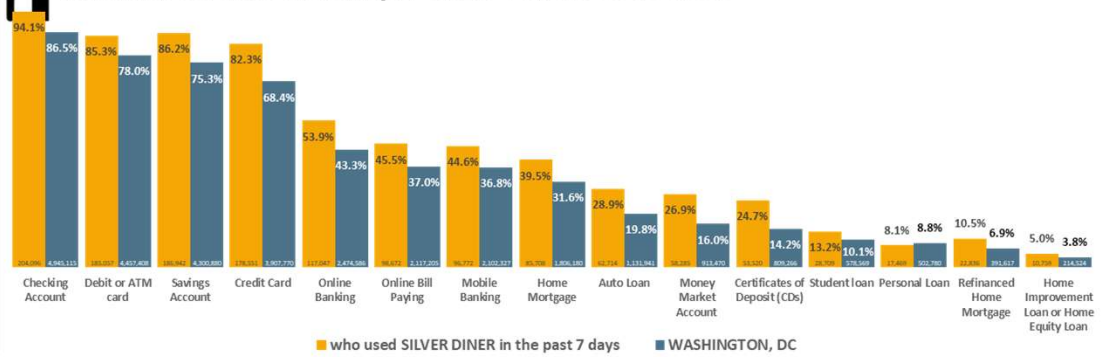
SILVER DINER WDC
THE NEXT GENERATION DINER

3.8% or 216,959 of WASHINGTON, DC DMA Adults 18 or older used SILVER DINER in the past 7 days. Adults 18 or older who used SILVER DINER in the past 7 days are 20.9% more likely to have a 401K, 45.9% more likely to have an Auto Loan, 29.3% more likely to Invest/Trade Stocks Online, 17.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



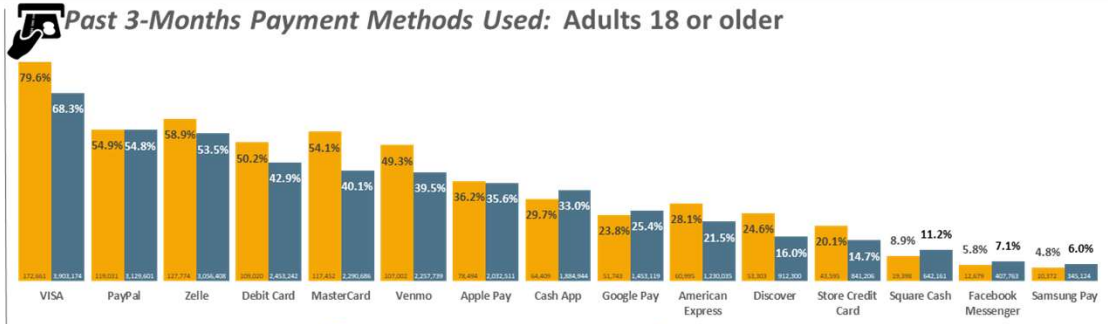
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

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Sit-down restaurants used past 30 days: Silver Diner

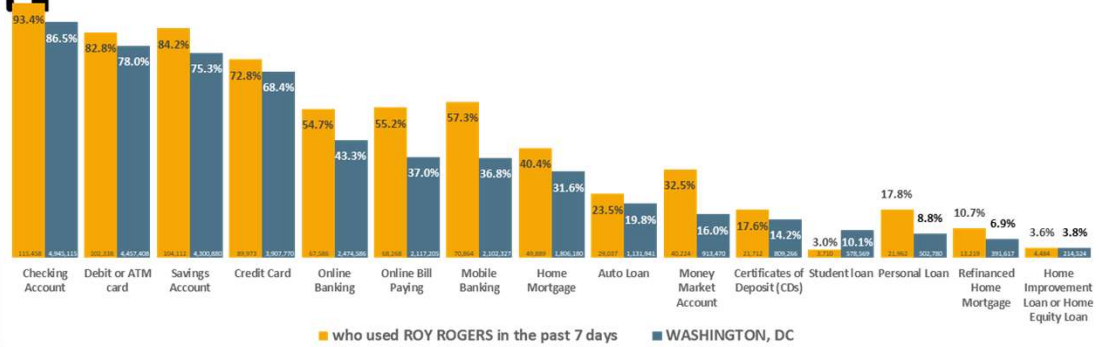


2.2% or 123,579 of WASHINGTON, DC DMA Adults 18 or older used ROY ROGERS in the past 7 days. Adults 18 or older who used ROY ROGERS in the past 7 days are 18.9% more likely to have a 401K, 18.6% more likely to have an Auto Loan, 4.7% more likely to Invest/Trade Stocks Online, 26.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



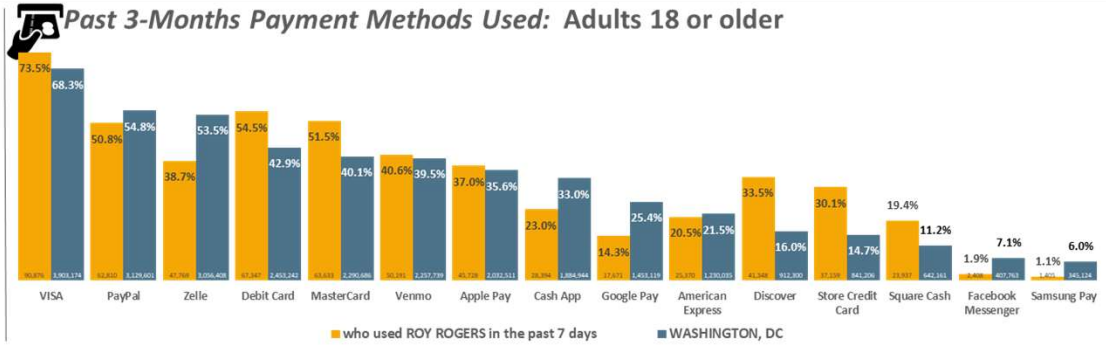
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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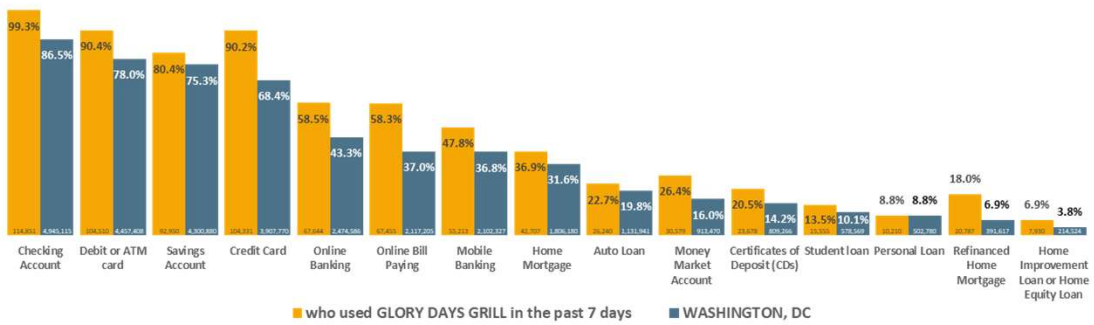
Quick service restaurants used past 30 days: Roy Rogers

2.7% or 115,619 of WASHINGTON, DC DMA Adults 18 or older used GLORY DAYS GRILL in the past 7 days. Adults 18 or older who used GLORY DAYS GRILL in the past 7 days are 58.7% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 49.8% more likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



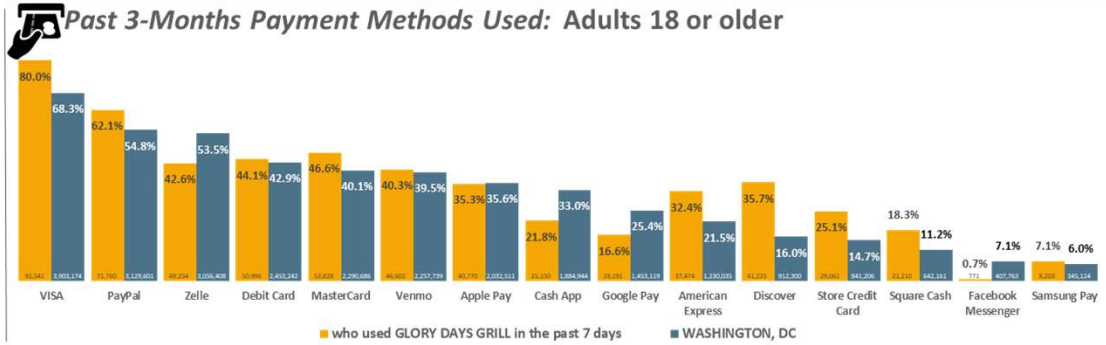
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



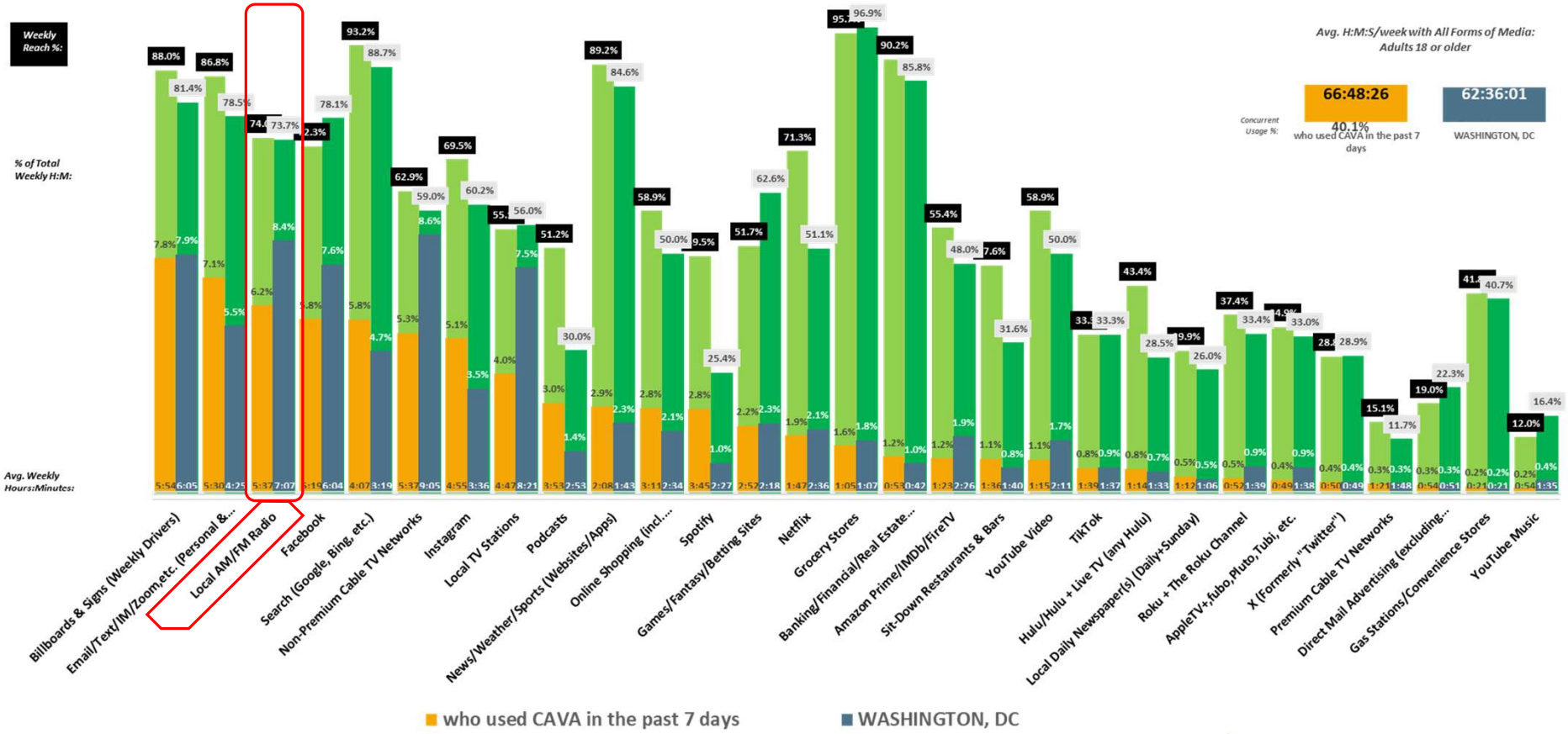
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

Adults 18 or older who used CAVA in the past 7 days spend an average of 2 days, 18 hours, 48 minutes and 26 seconds each week with All Forms of Media.

74.% of Adults 18 or older who used CAVA in the past 7 days spend an avg. of 5 hours and 37 minutes each week listening to All Local AM/FM Radio, representing 6.2% of total time spent with all forms of Media.

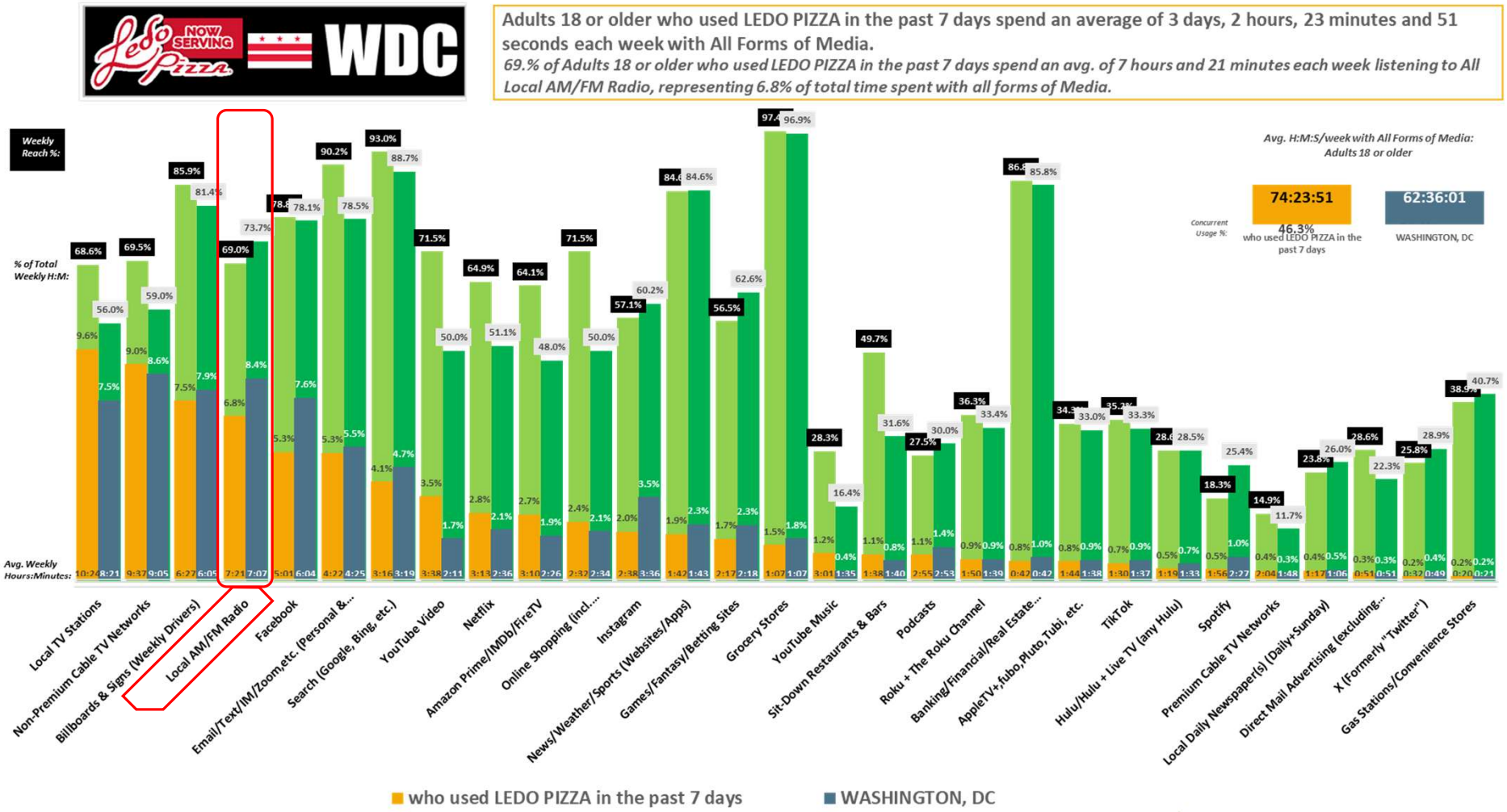


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: CAVA

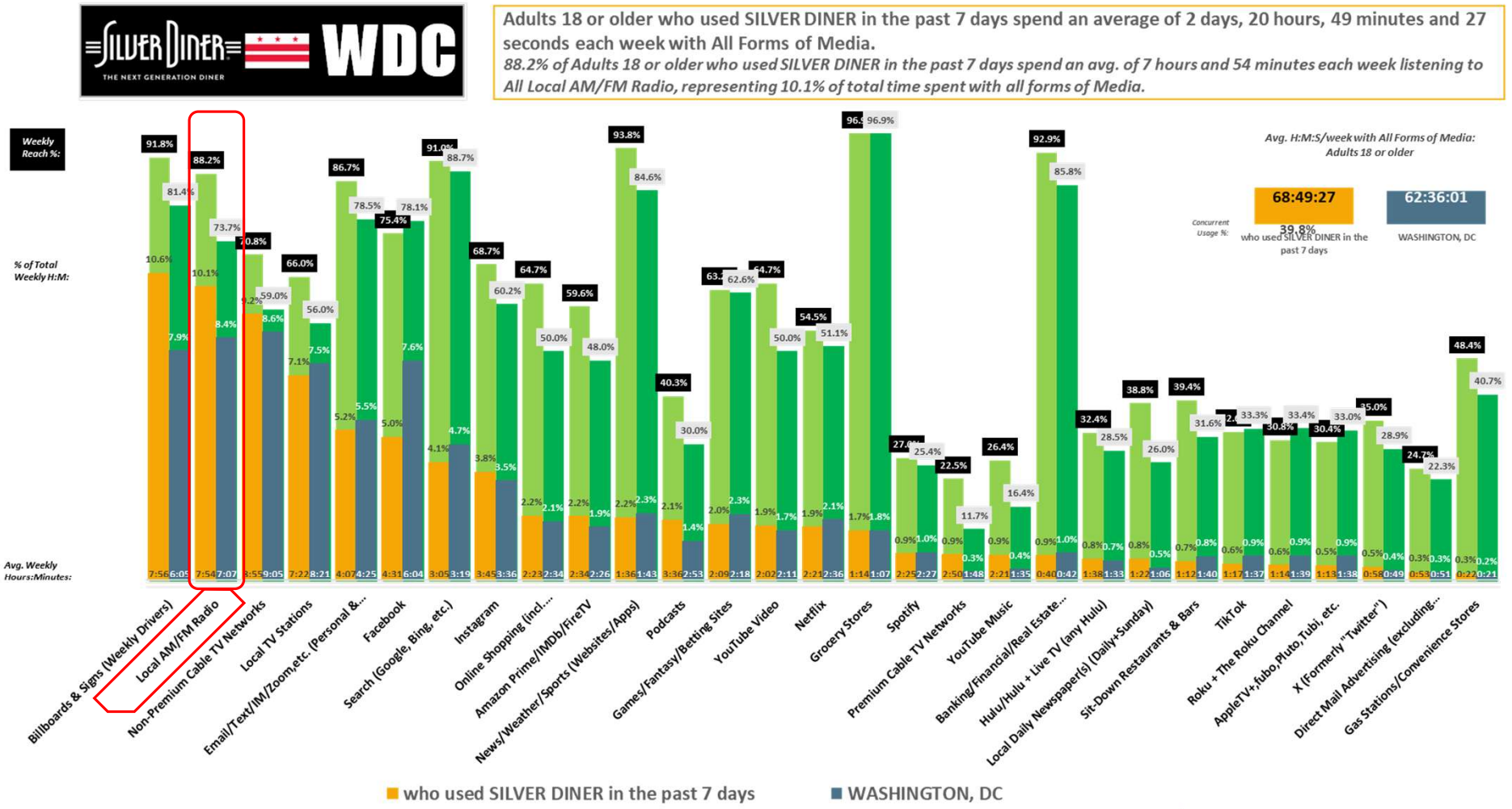


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Ledo Pizza

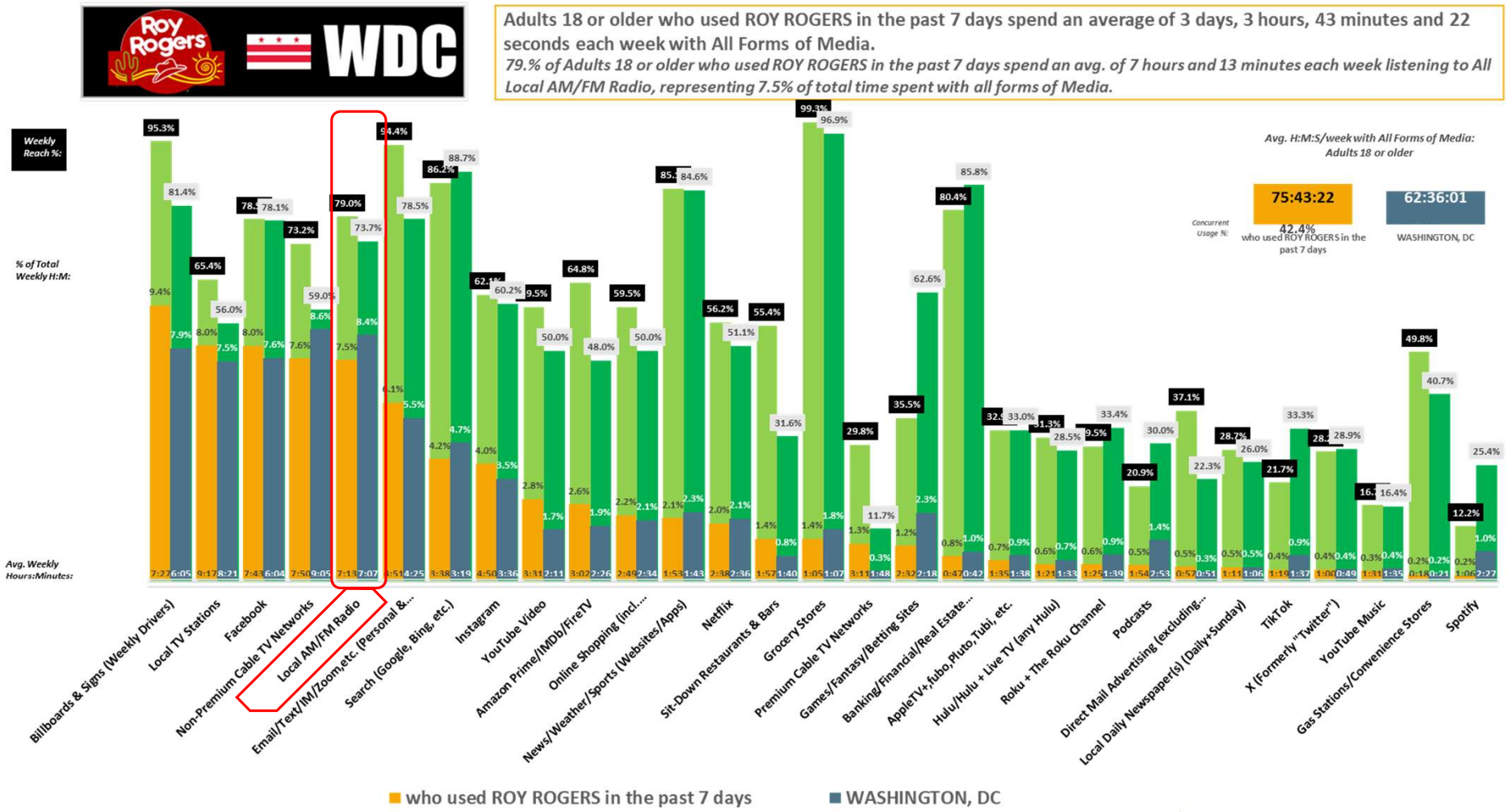


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Sit-down restaurants used past 30 days: Silver Diner

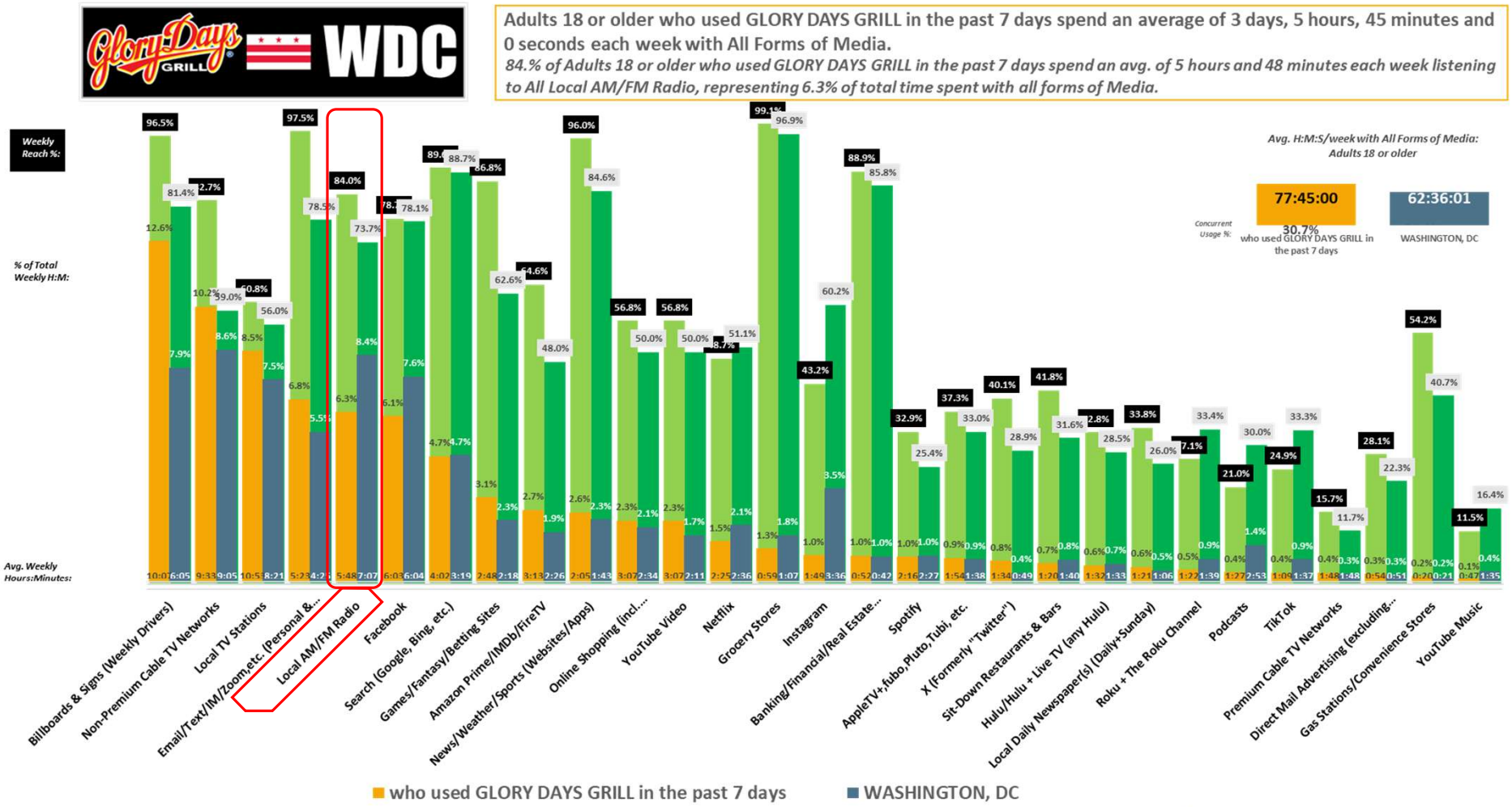


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Roy Rogers



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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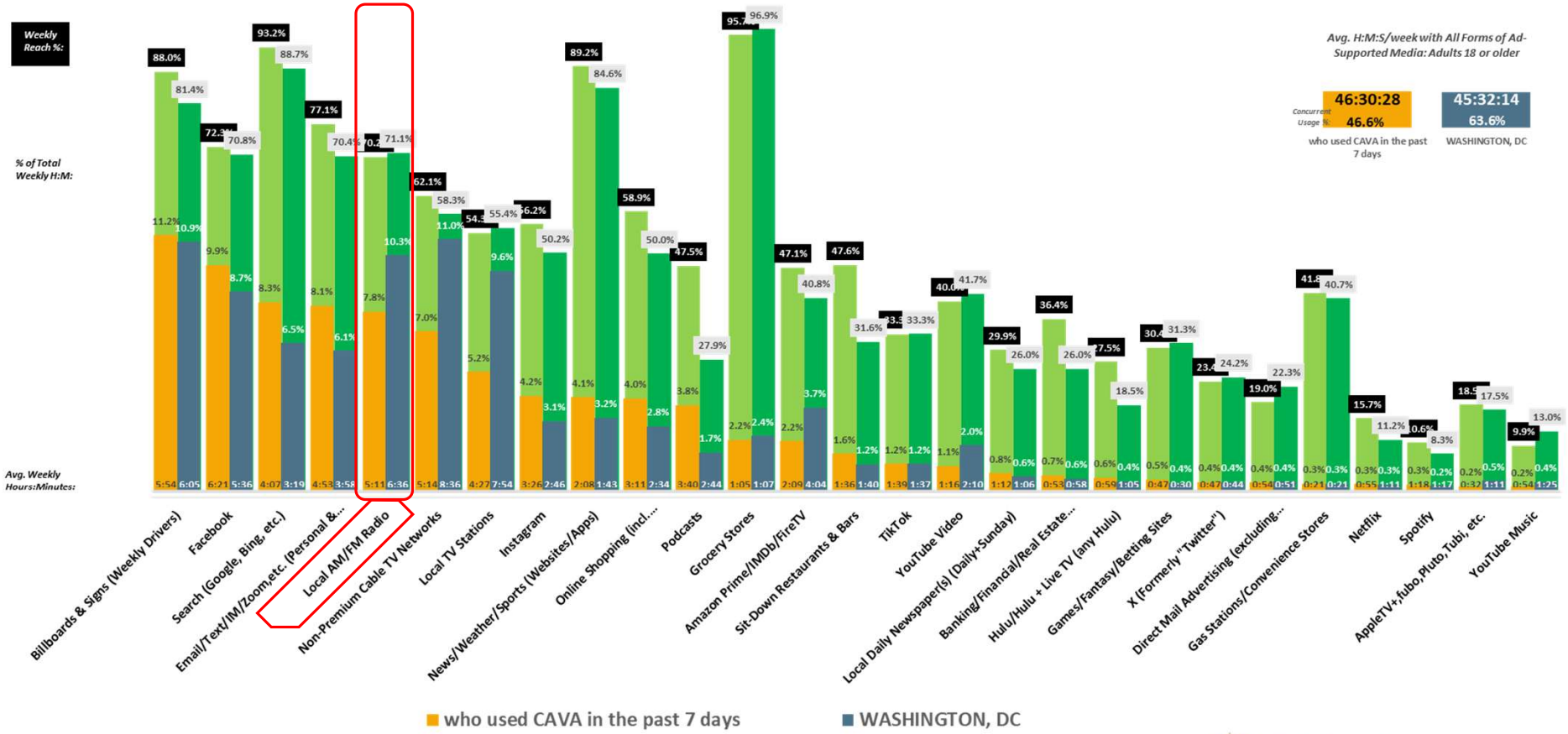
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

Adults 18 or older who used CAVA in the past 7 days spend an average of 1 days, 22 hours, 30 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

70.2% of Adults 18 or older who used CAVA in the past 7 days spend an avg. of 5 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.

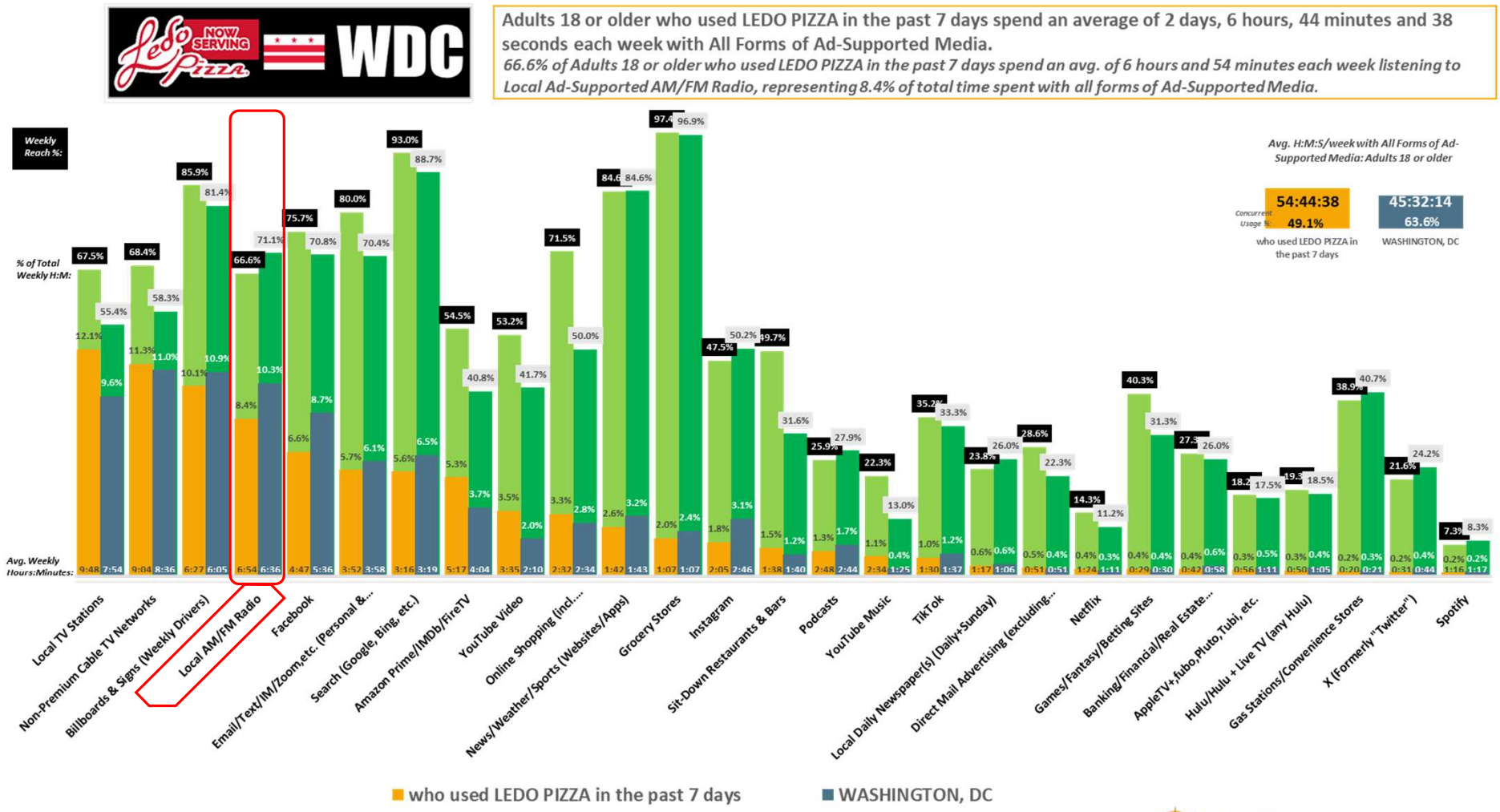


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: CAVA



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

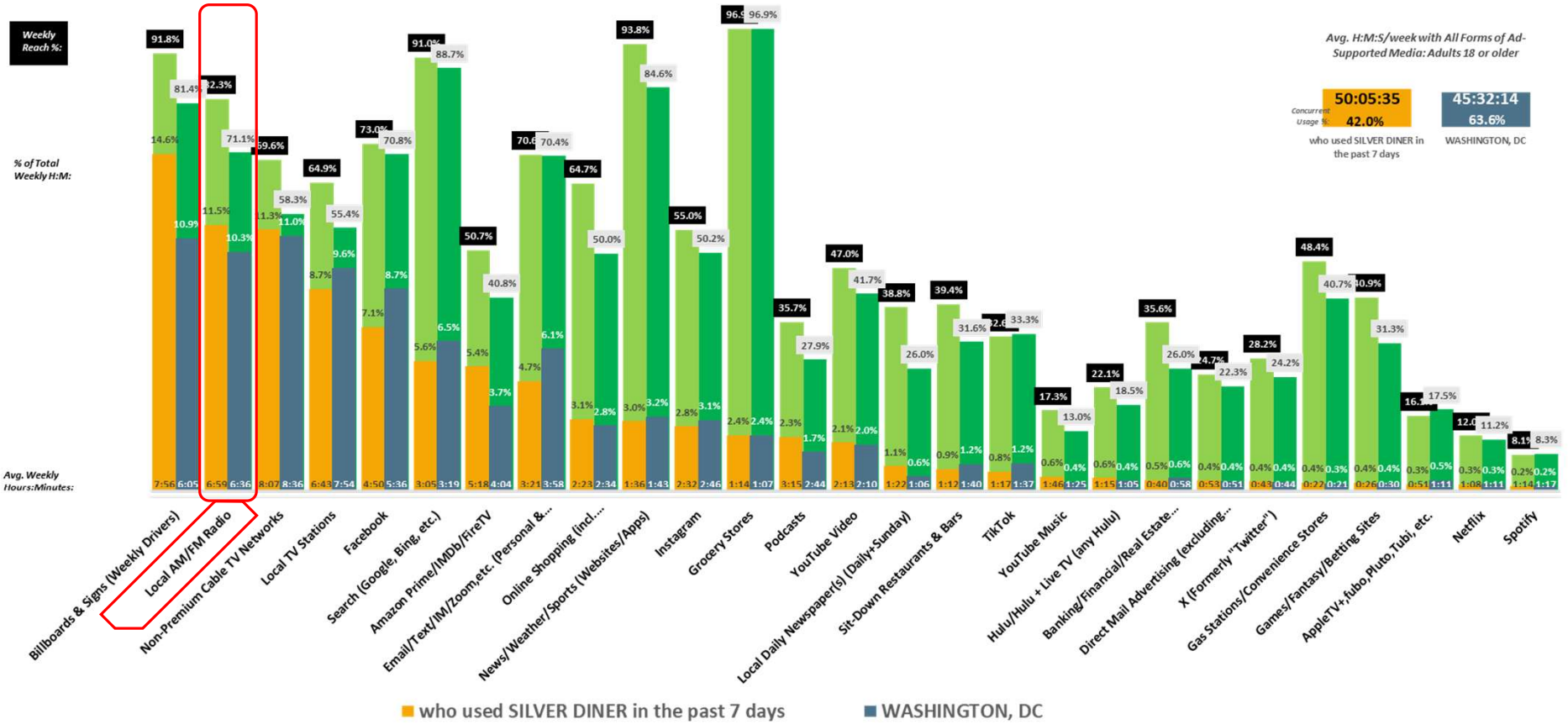
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Quick service restaurants used past 30 days: Ledo Pizza

Adults 18 or older who used SILVER DINER in the past 7 days spend an average of 2 days, 2 hours, 5 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 18 or older who used SILVER DINER in the past 7 days spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.

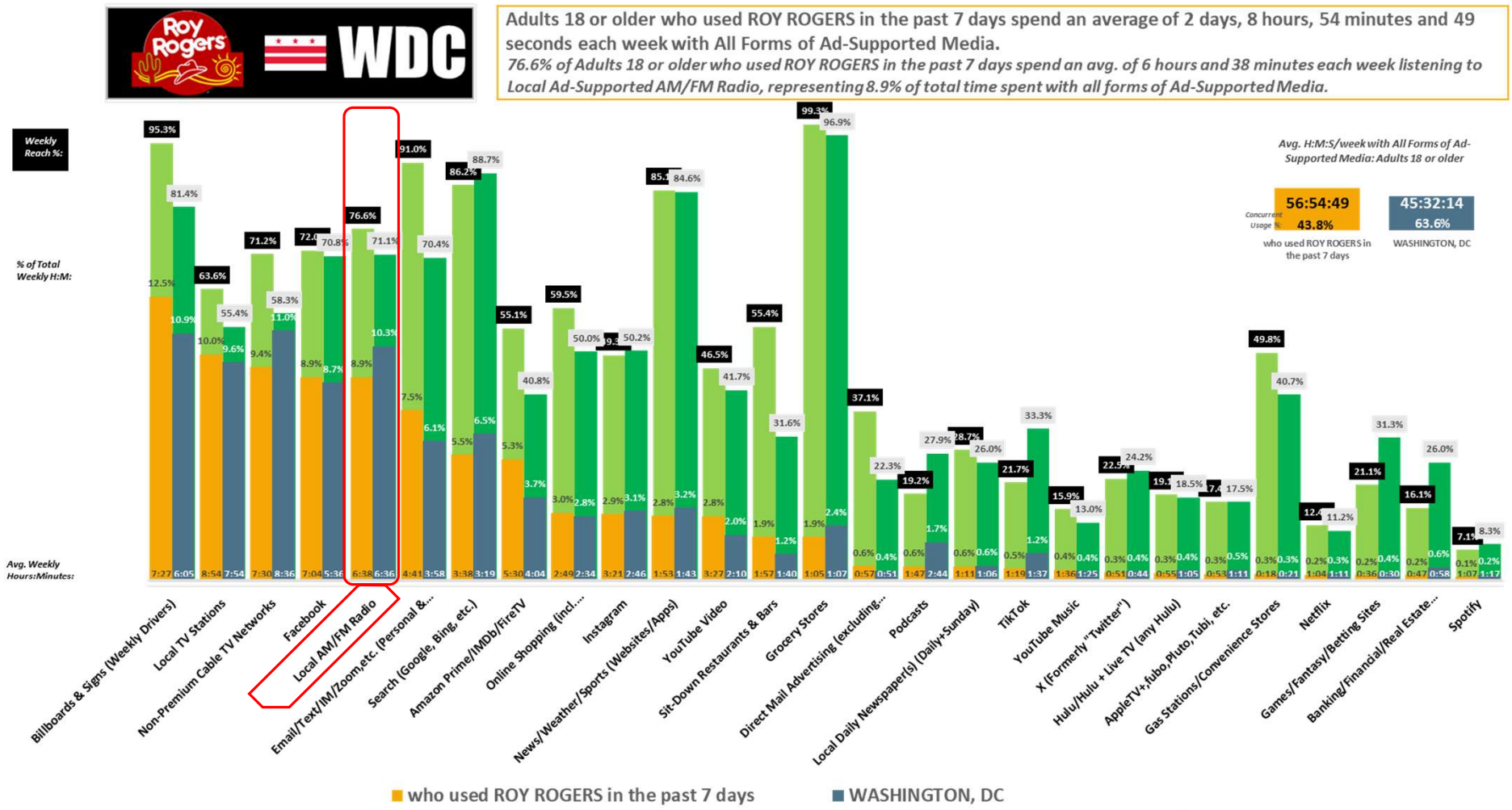


WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Sit-down restaurants used past 30 days: Silver Diner



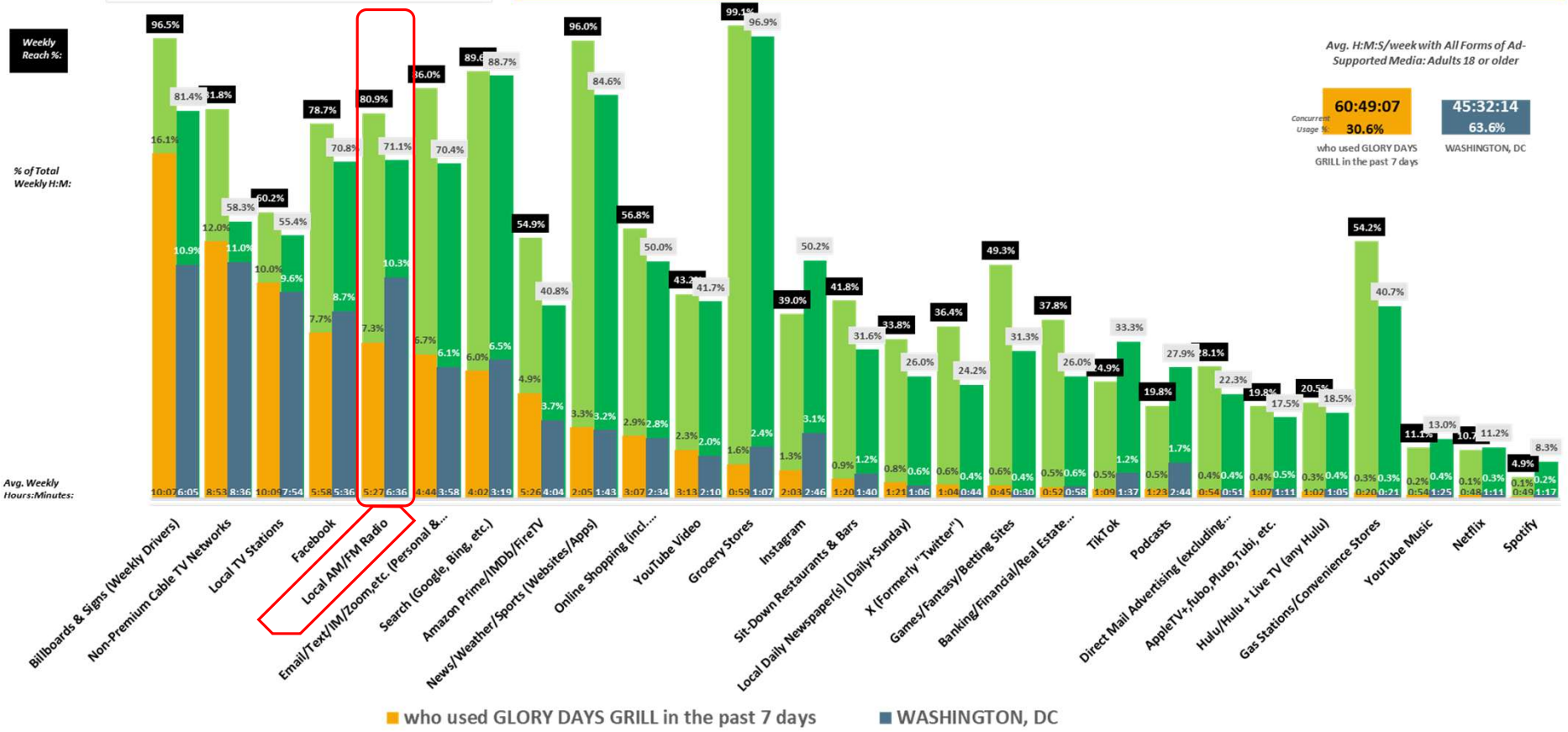
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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Quick service restaurants used past 30 days: Roy Rogers

Adults 18 or older who used GLORY DAYS GRILL in the past 7 days spend an average of 2 days, 12 hours, 49 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days spend an avg. of 5 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.3% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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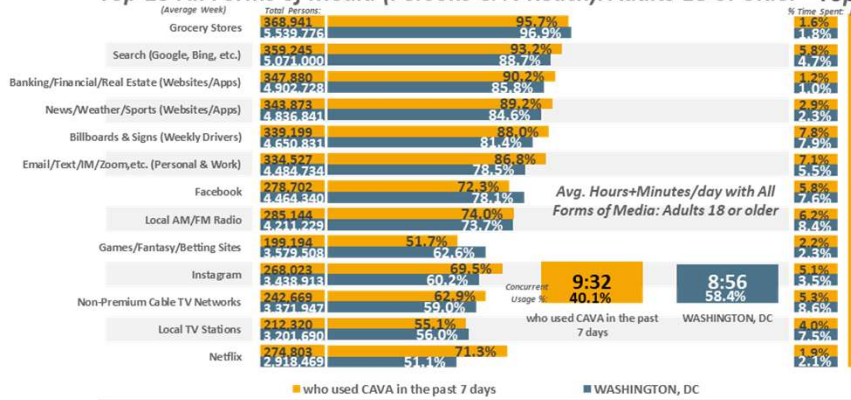
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Sit-down restaurants used past 30 days: Glory Days Grill

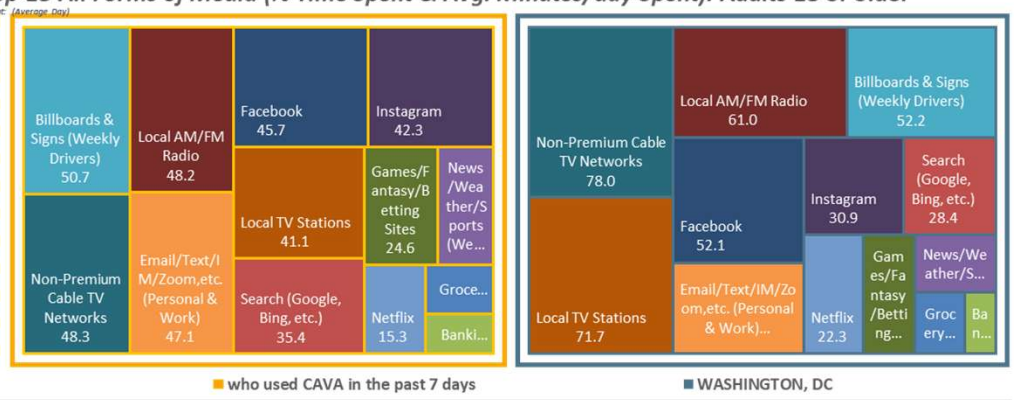
CAVA WDC

Adults 18 or older who used CAVA in the past 7 days spend an average of 6 hours and 38 minutes each day with All Forms of Ad-Supported Media. 70.2% listen to Local AM/FM Radio for an avg. of 44.5 minutes/day. *(Local Radio delivers 7.8% of Time with Ad-Supported Media.)*

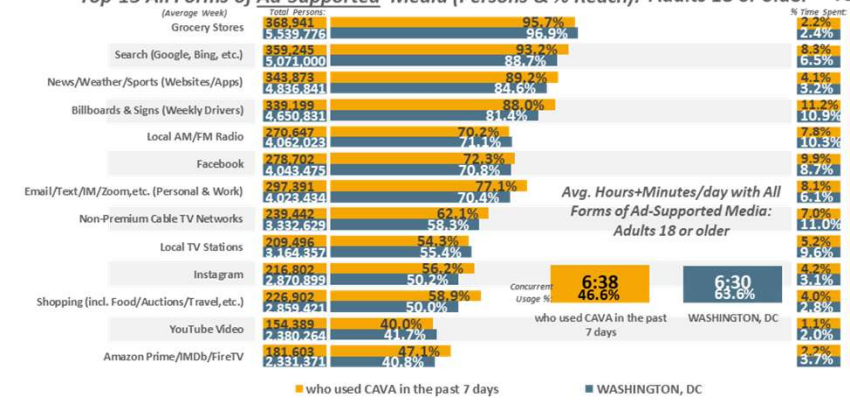
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



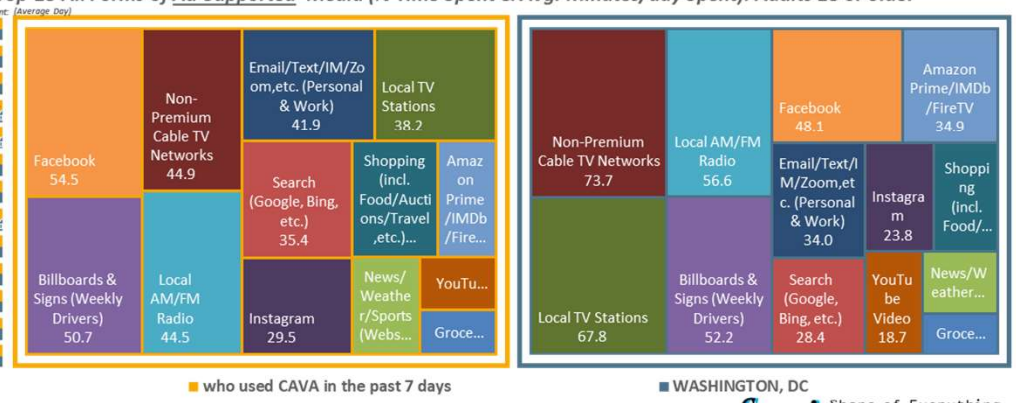
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

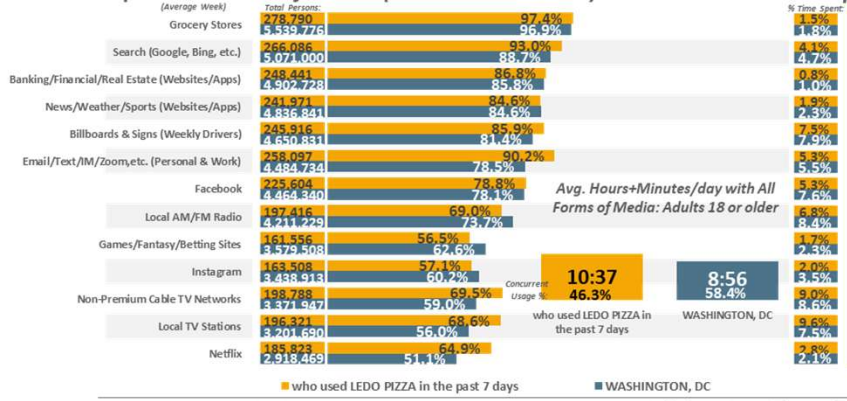
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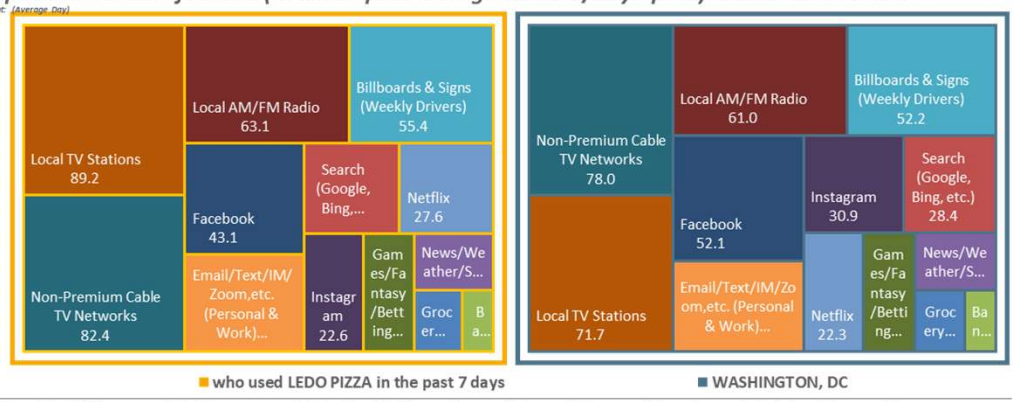
Quick service restaurants used past 30 days: CAVA

Adults 18 or older who used LEDO PIZZA in the past 7 days spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 66.6% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 8.4% of Time with Ad-Supported Media.)*

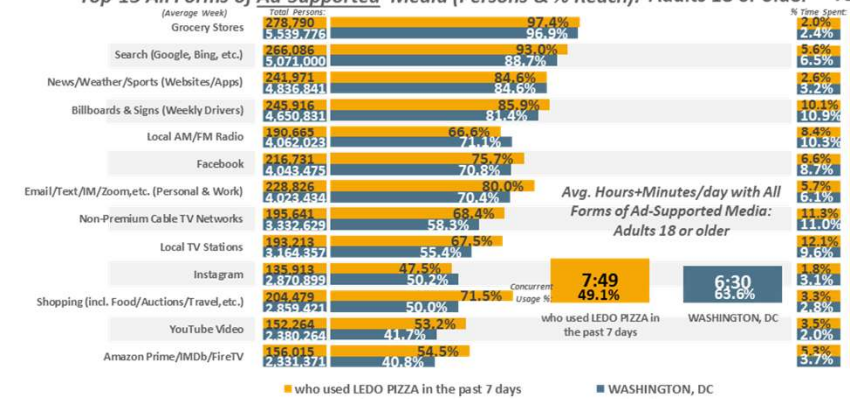
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



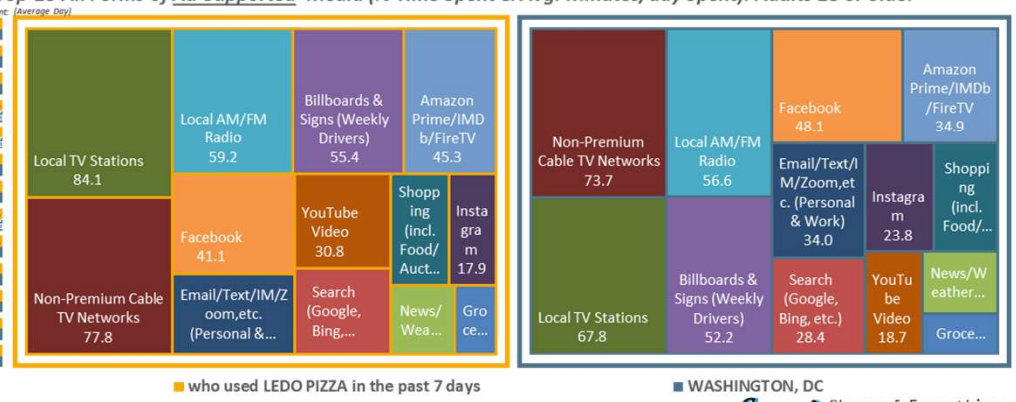
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

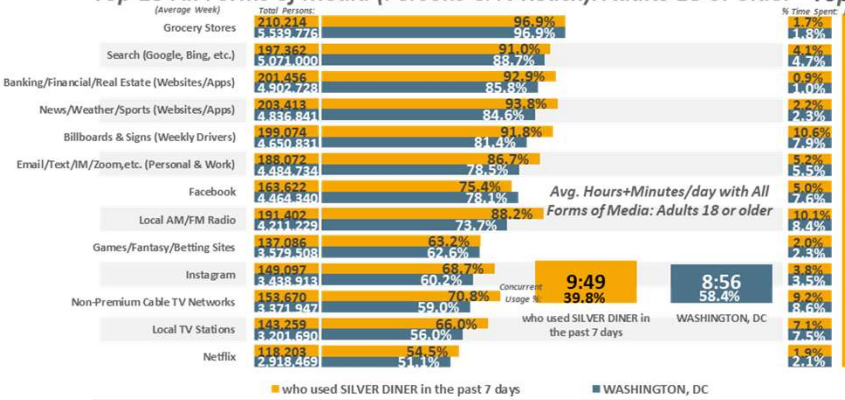
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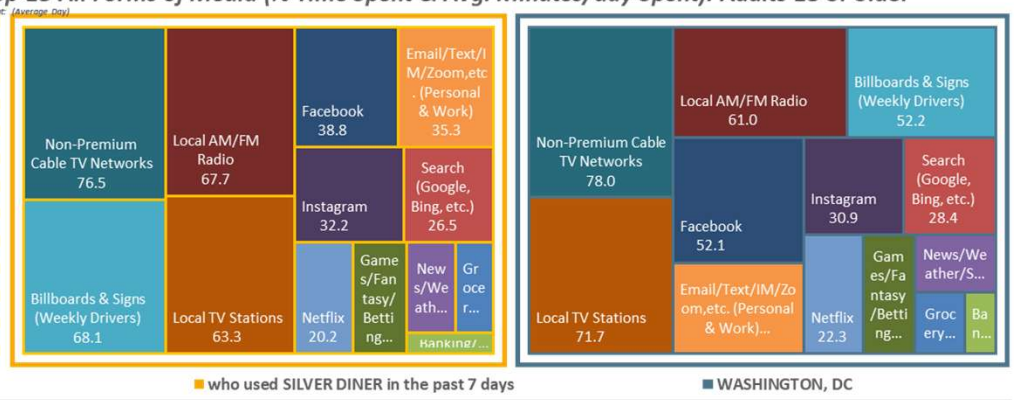
Quick service restaurants used past 30 days: Ledo Pizza

Adults 18 or older who used SILVER DINER in the past 7 days spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

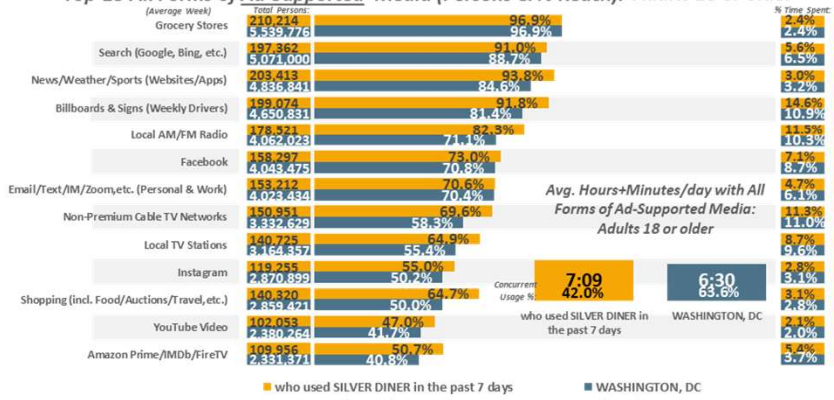
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



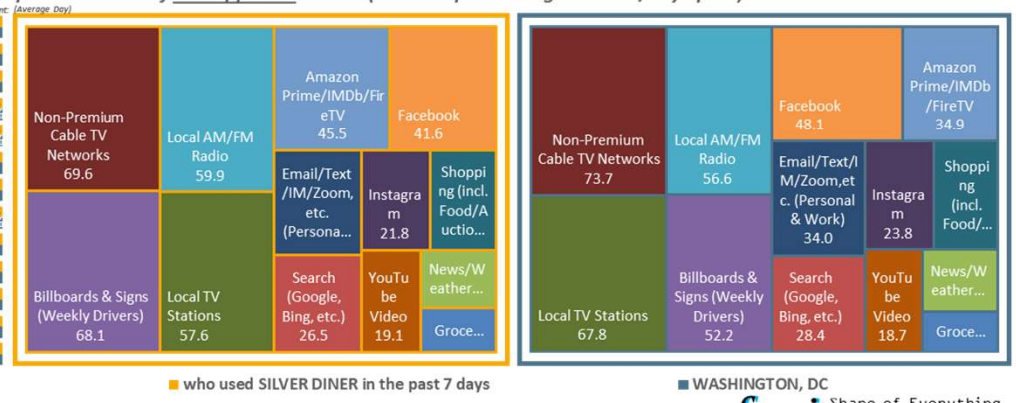
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

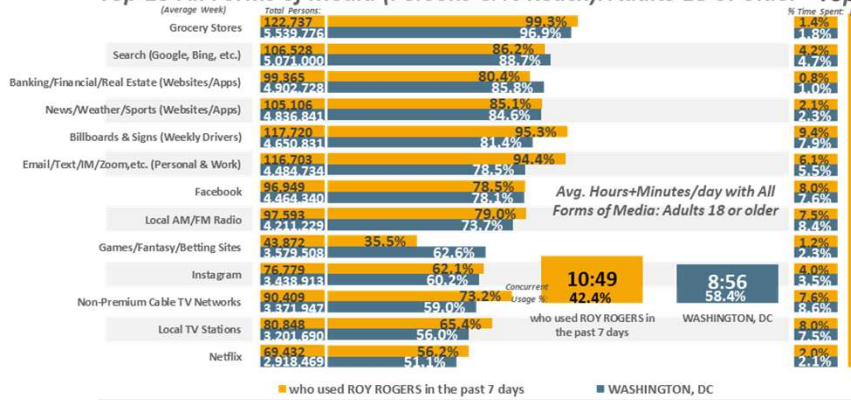
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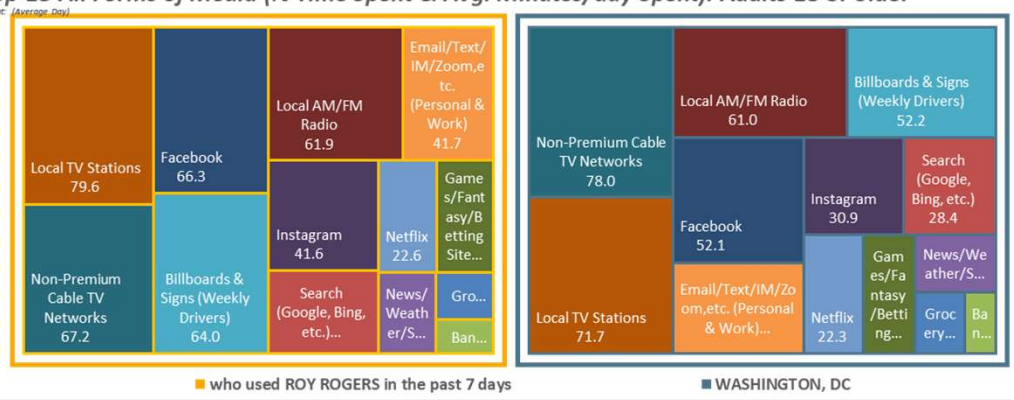
Sit-down restaurants used past 30 days: Silver Diner

Adults 18 or older who used ROY ROGERS in the past 7 days spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 76.6% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

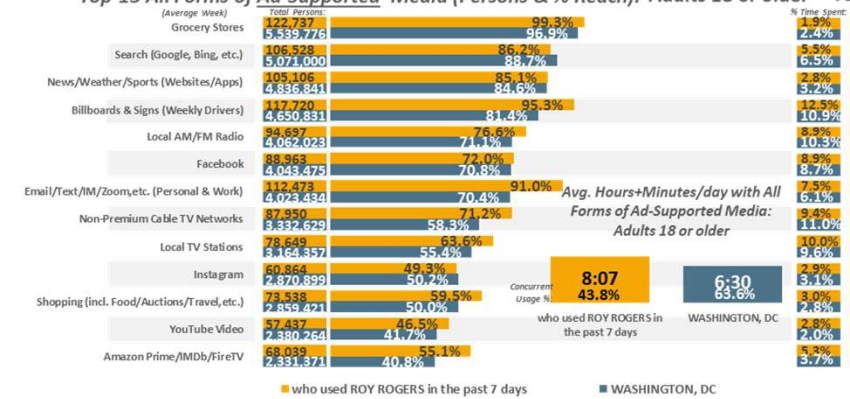
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



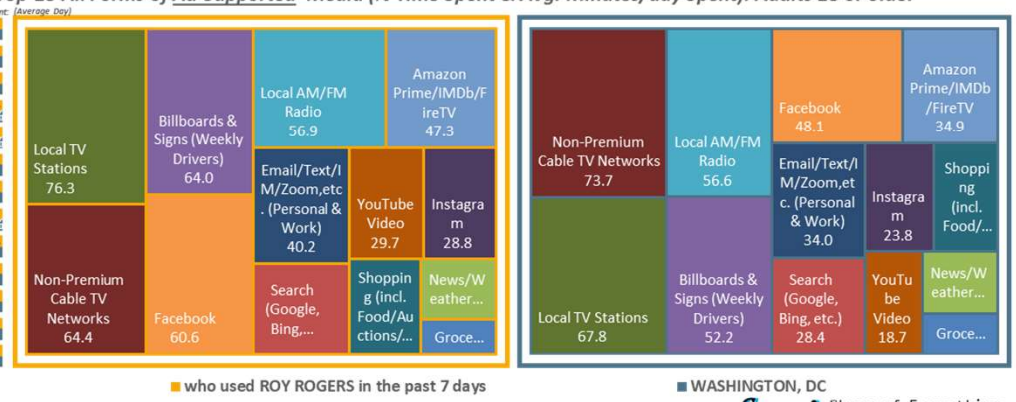
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

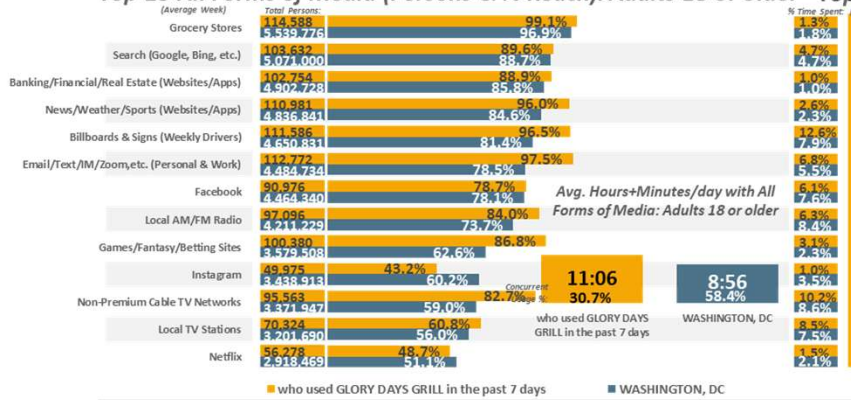
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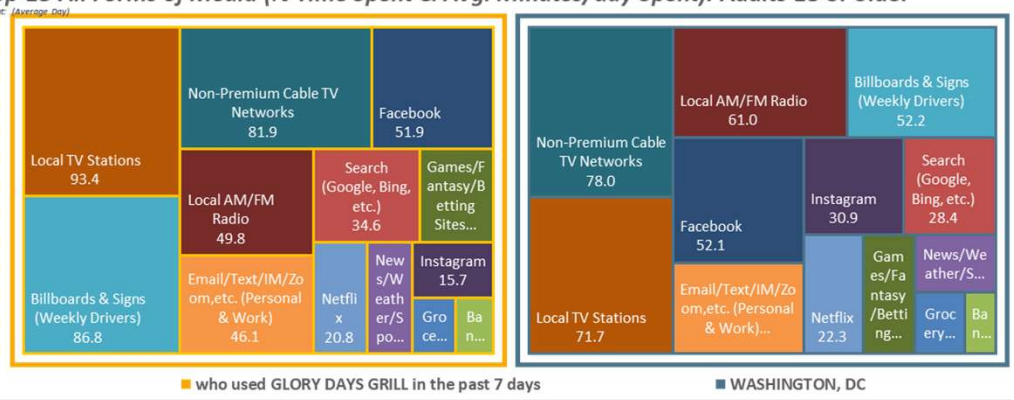
Quick service restaurants used past 30 days: Roy Rogers

Adults 18 or older who used GLORY DAYS GRILL in the past 7 days spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 46.8 minutes/day. *(Local Radio delivers 7.3% of Time with Ad-Supported Media.)*

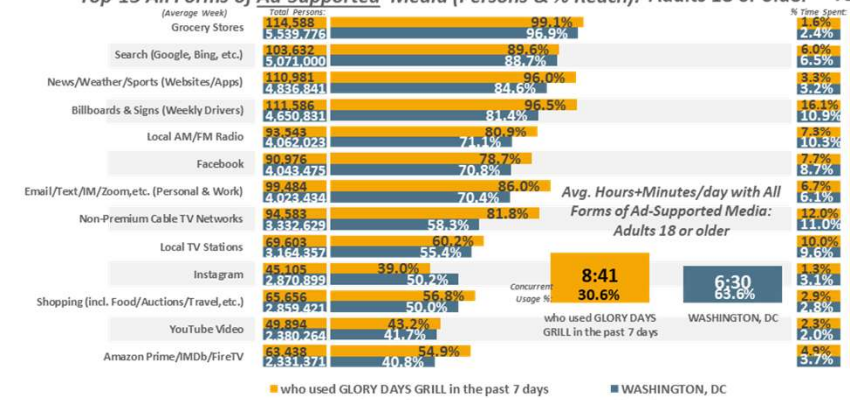
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



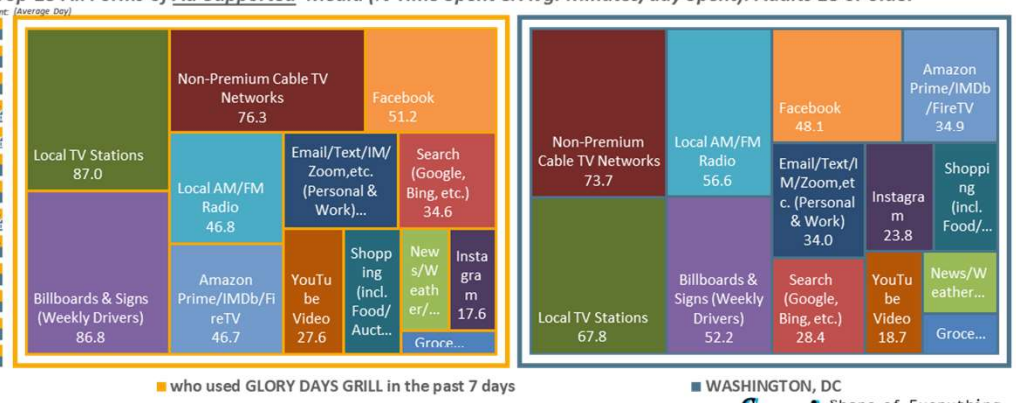
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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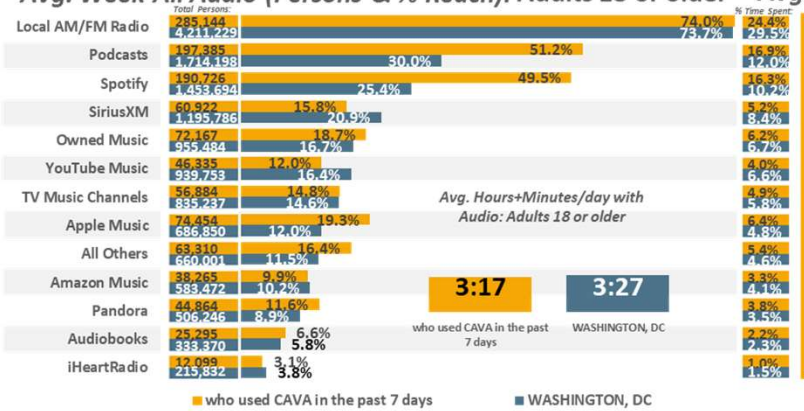
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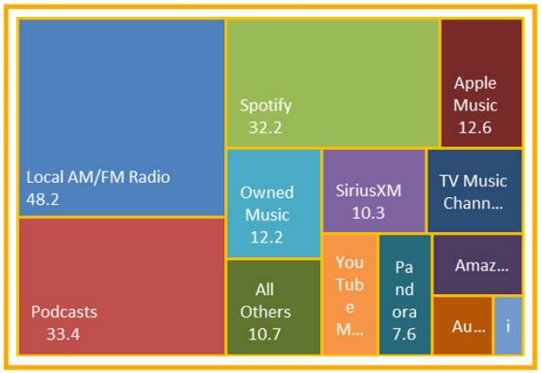
Sit-down restaurants used past 30 days: Glory Days Grill

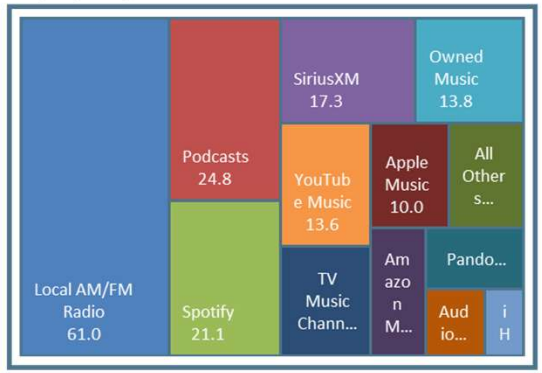
CAVA WDC

270,647 or 70.2% of Adults 18 or older who used CAVA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 44.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

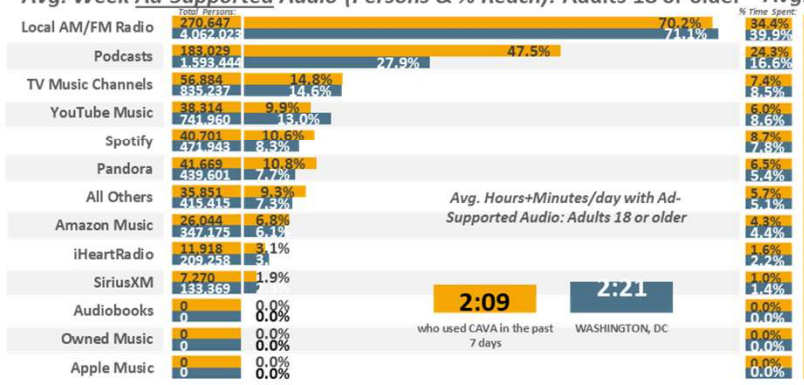
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

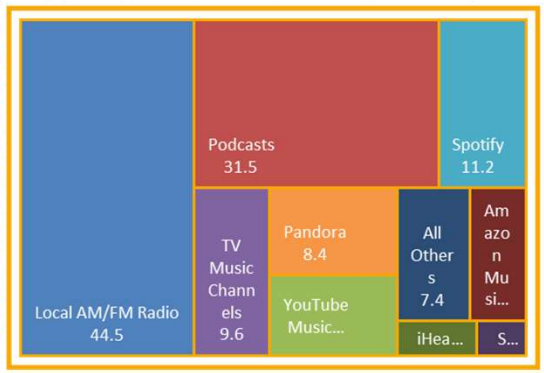


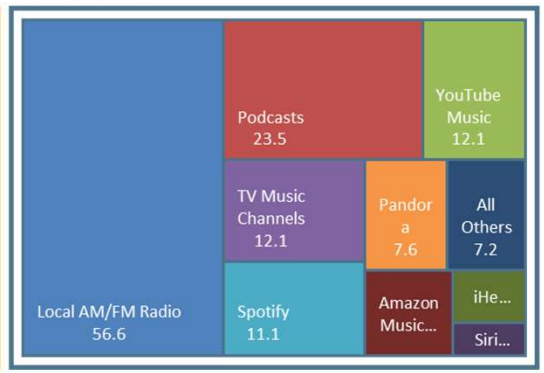




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







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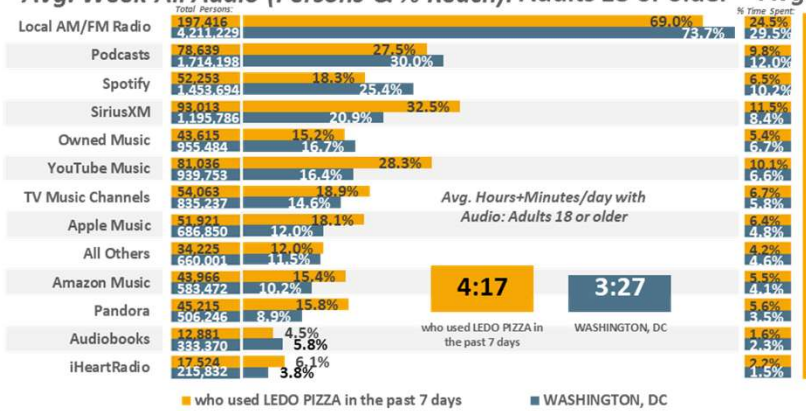
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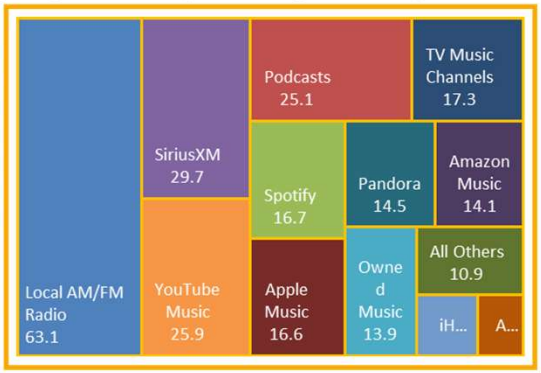
Quick service restaurants used past 30 days: CAVA

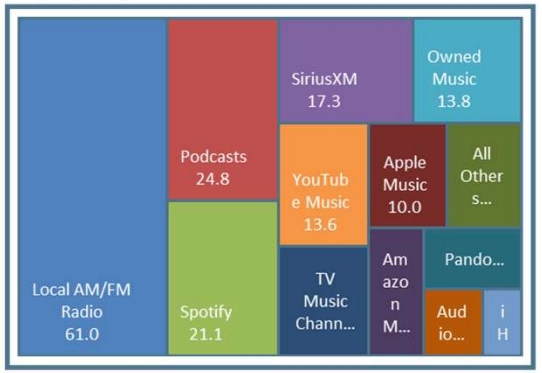
190,665 or 66.6% of Adults 18 or older who used LEDO PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

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

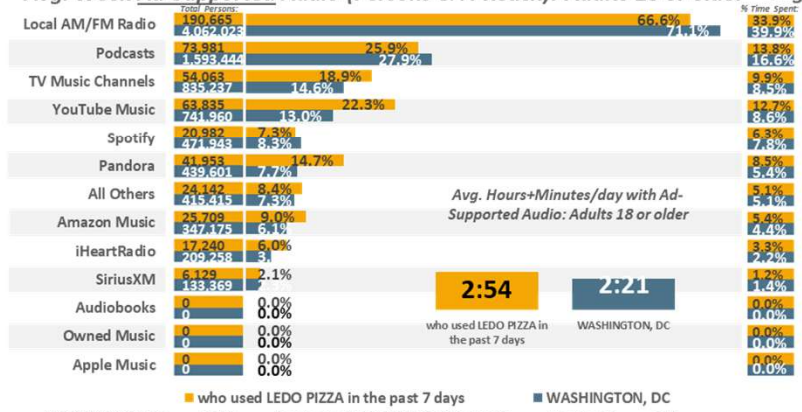


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

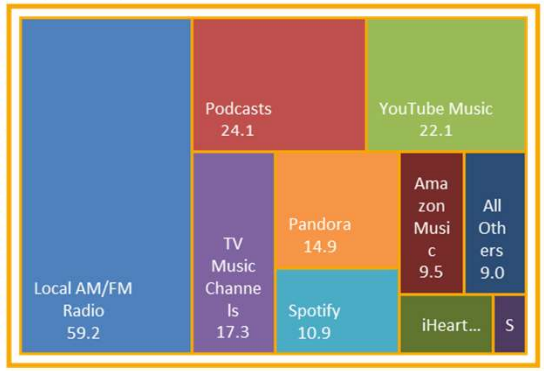


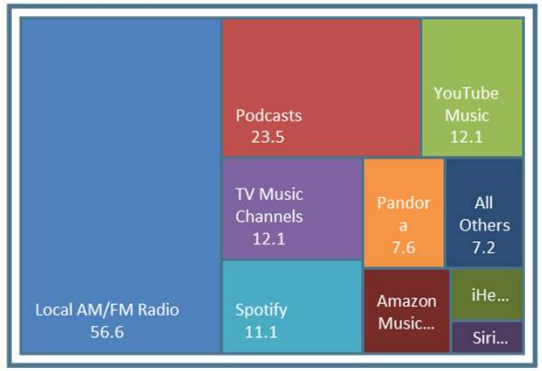


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

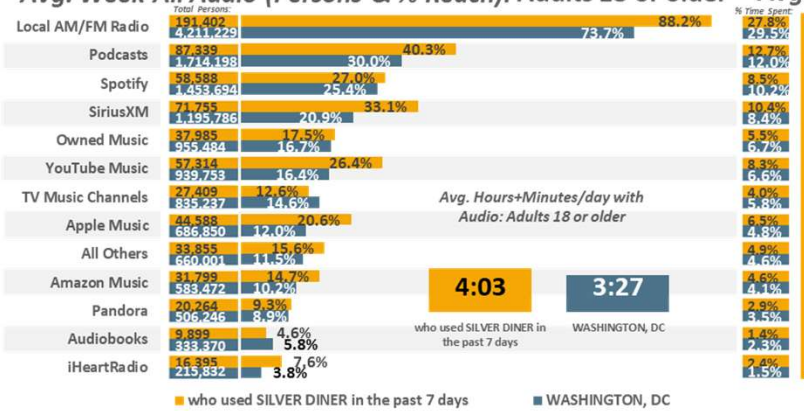
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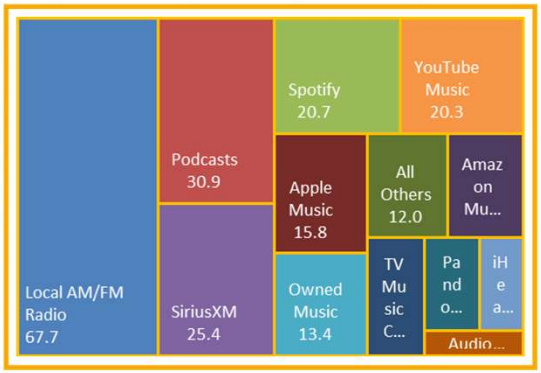
Quick service restaurants used past 30 days: Ledo Pizza

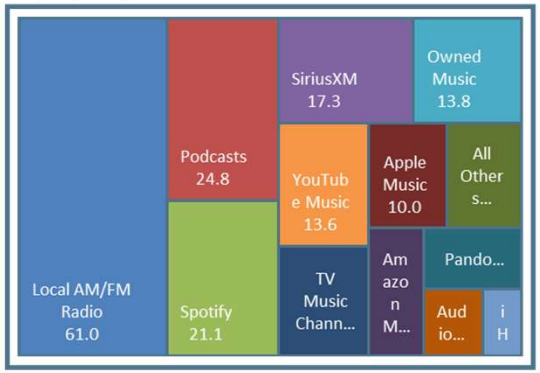
178,521 or 82.3% of Adults 18 or older who used SILVER DINER in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

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

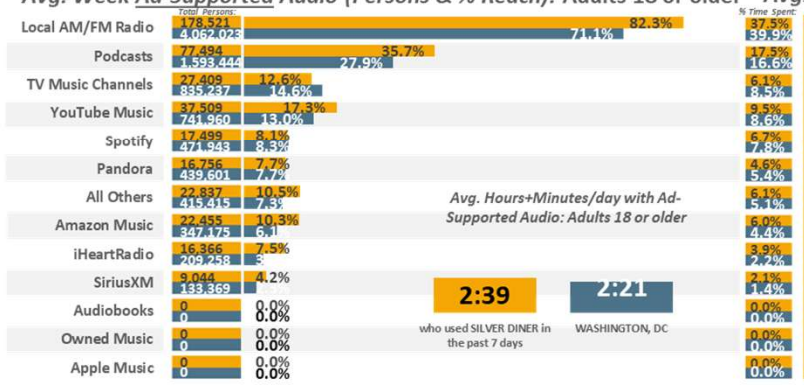


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

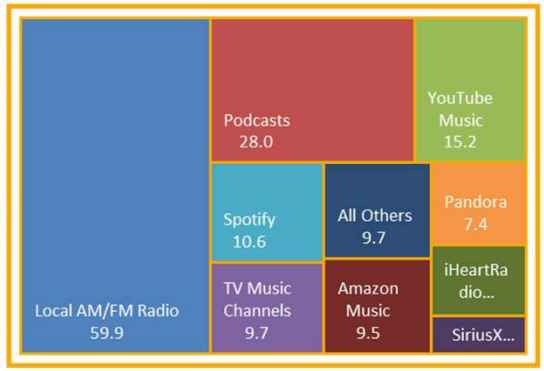


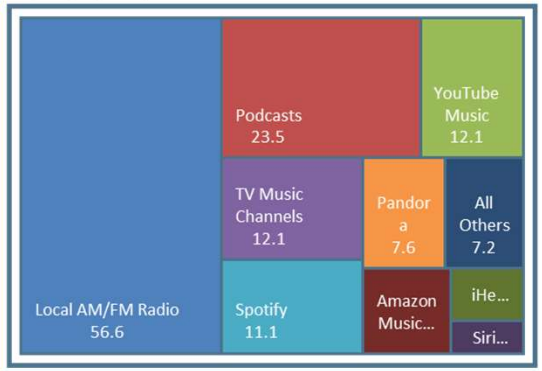


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

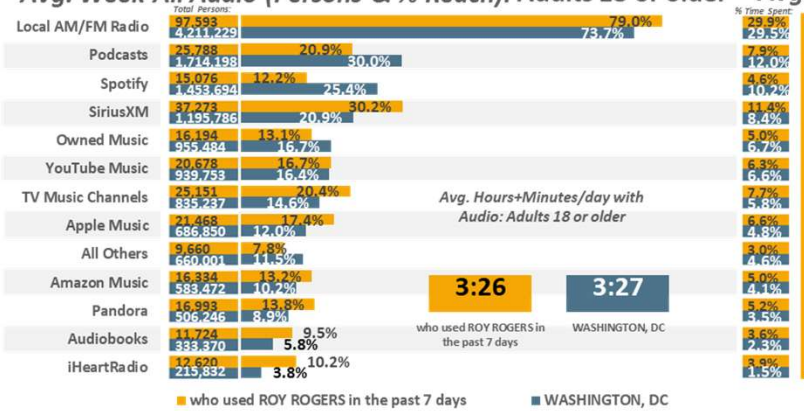
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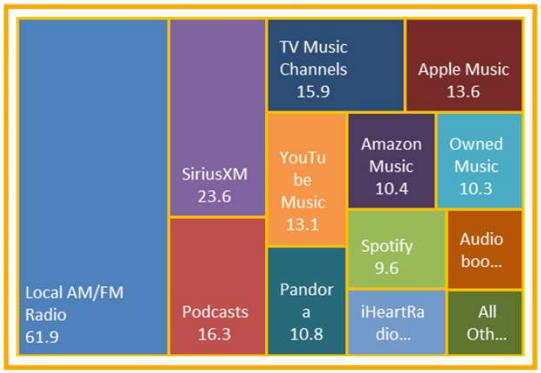
Sit-down restaurants used past 30 days: Silver Diner

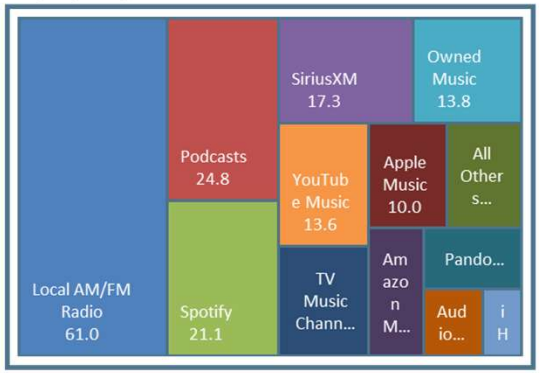
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Avg. Week All Audio (Persons & % Reach): Adults 18 or older

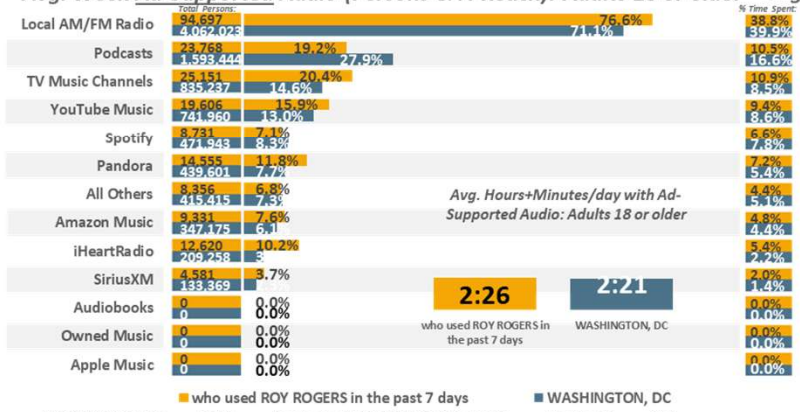


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

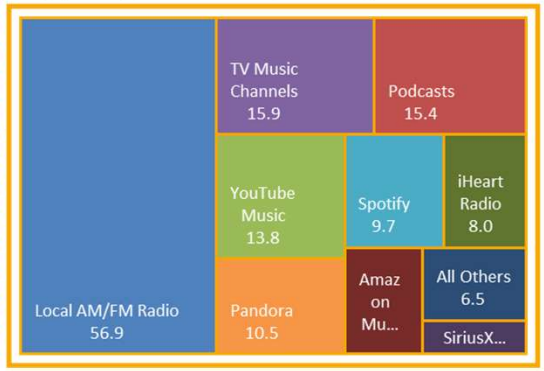


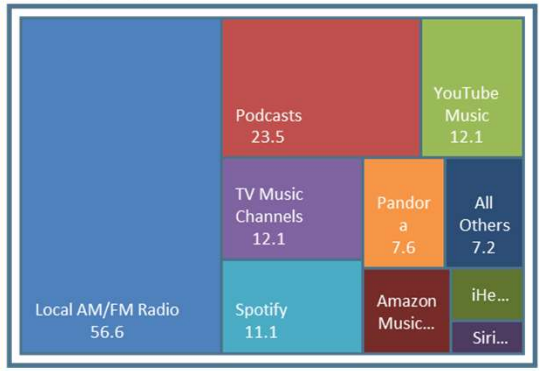


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

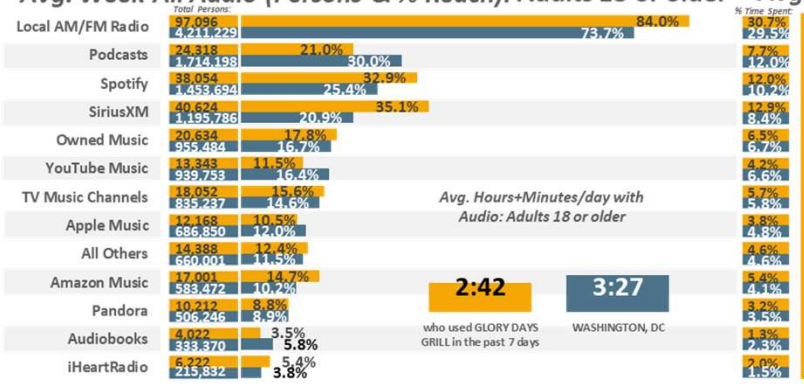
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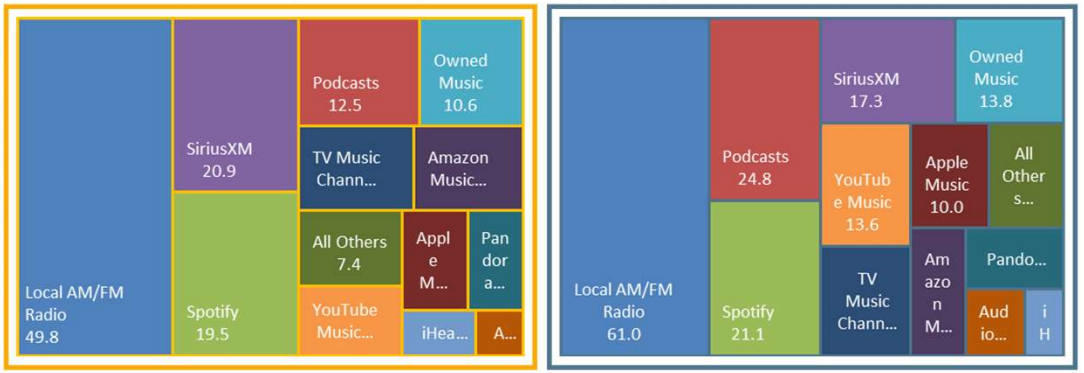
Quick service restaurants used past 30 days: Roy Rogers

93,543 or 80.9% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 46.8 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

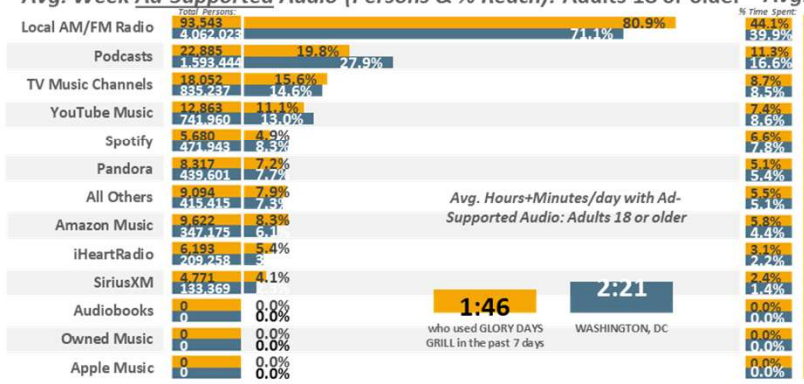
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



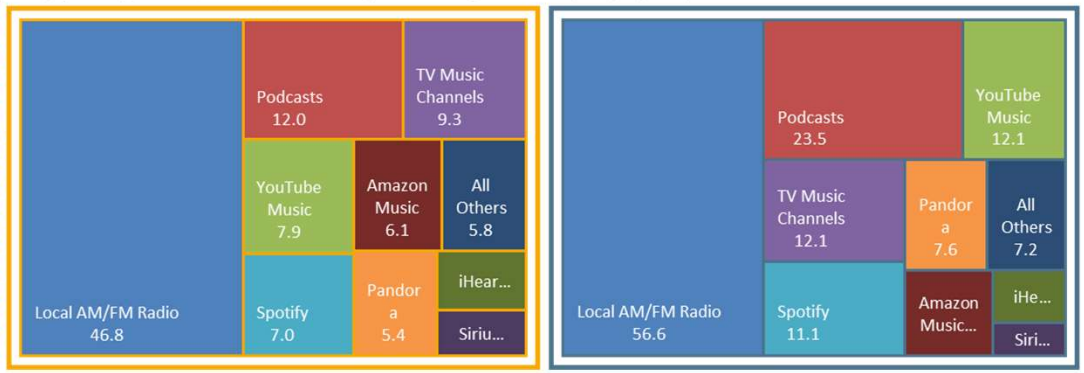
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

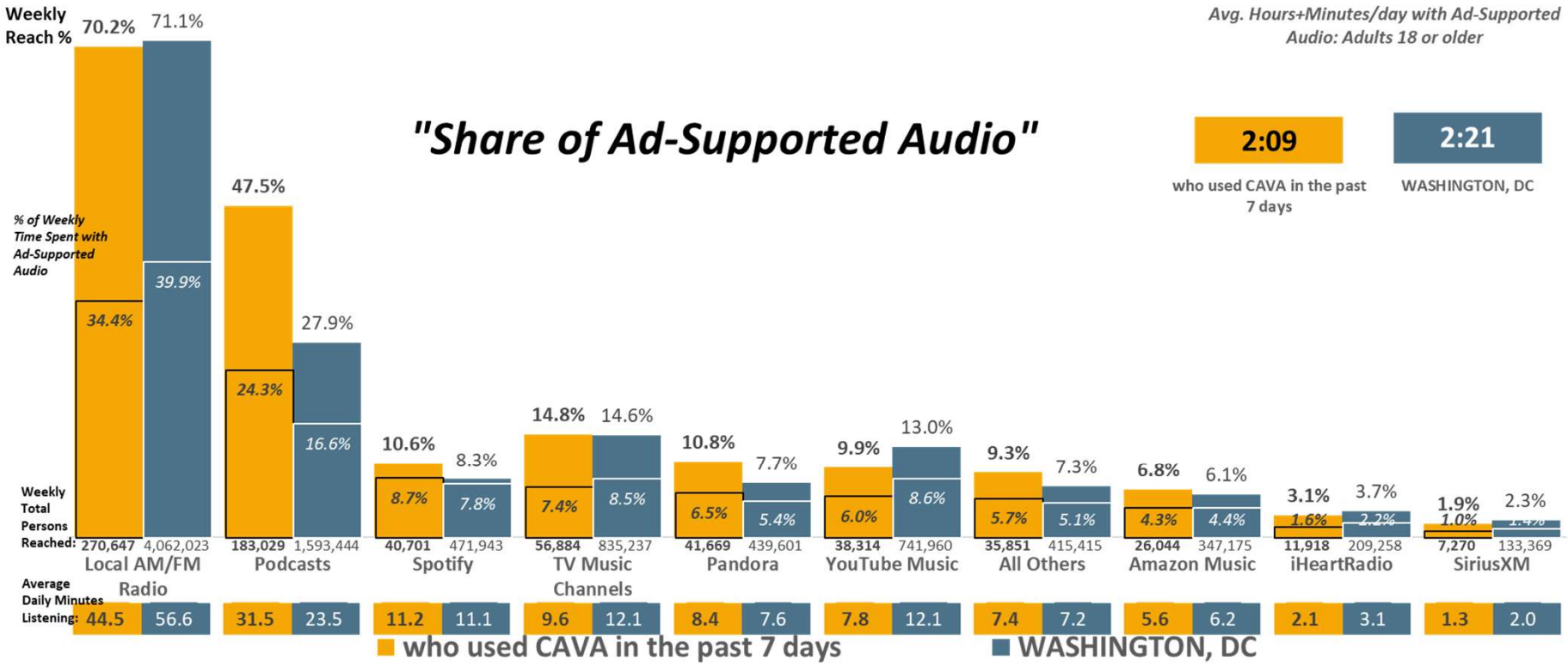
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

270,647 or 70.2% of Adults 18 or older who used CAVA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 44.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.



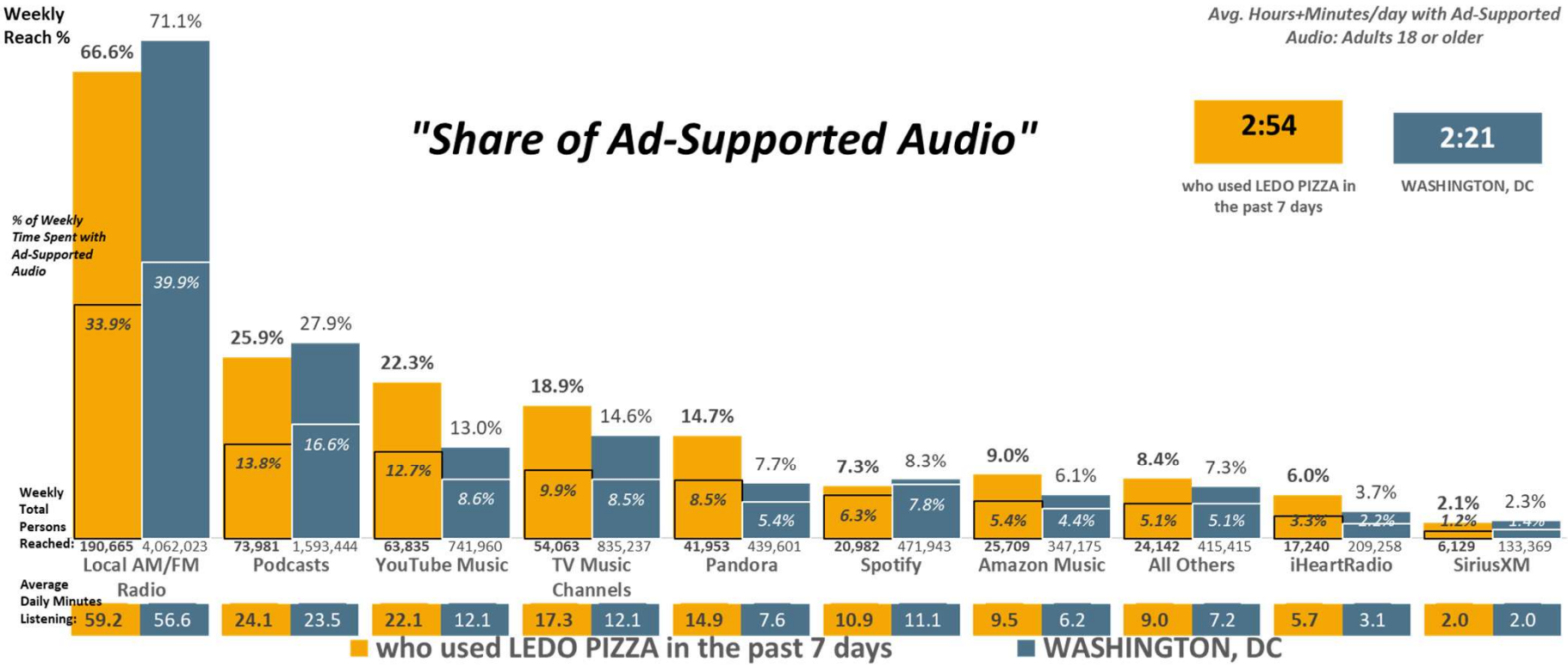
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: CAVA

190,665 or 66.6% of Adults 18 or older who used LEDO PIZZA in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



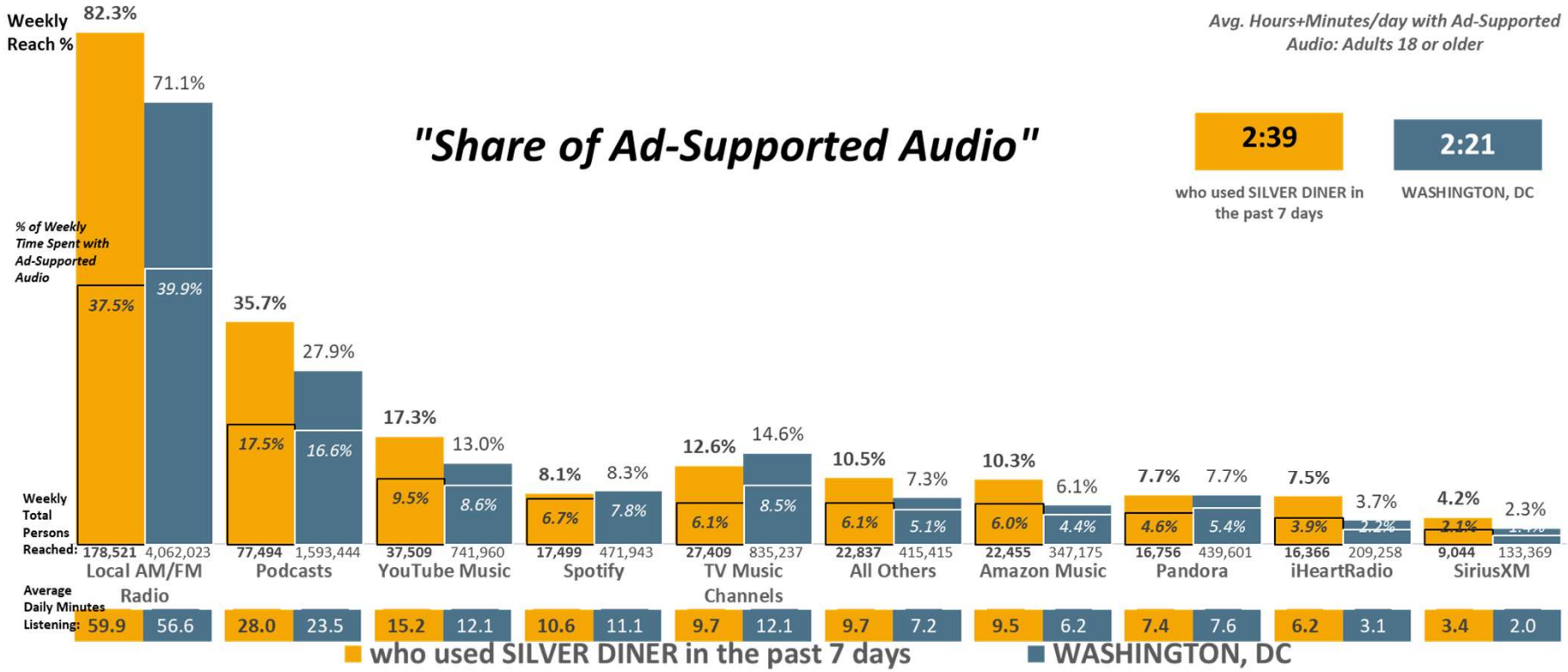
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Ledo Pizza

178,521 or 82.3% of Adults 18 or older who used SILVER DINER in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



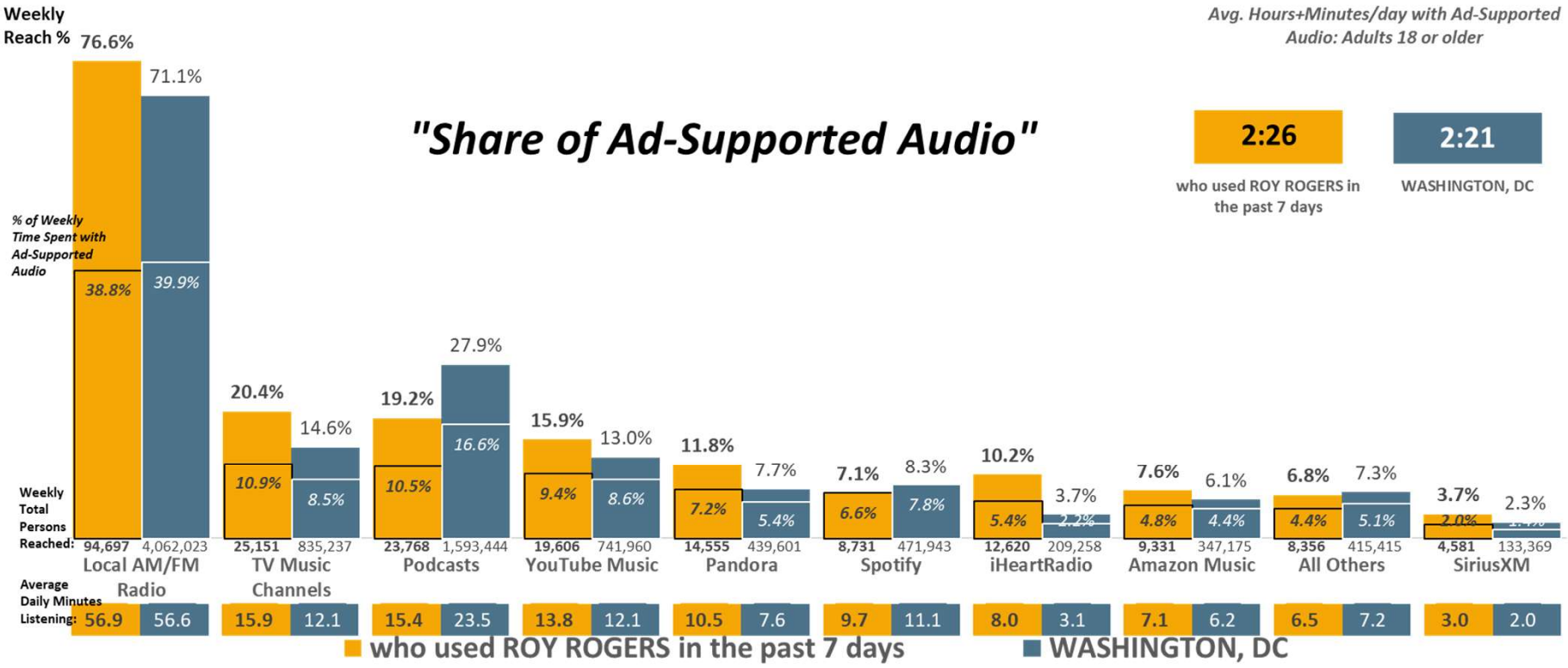
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Sit-down restaurants used past 30 days: Silver Diner

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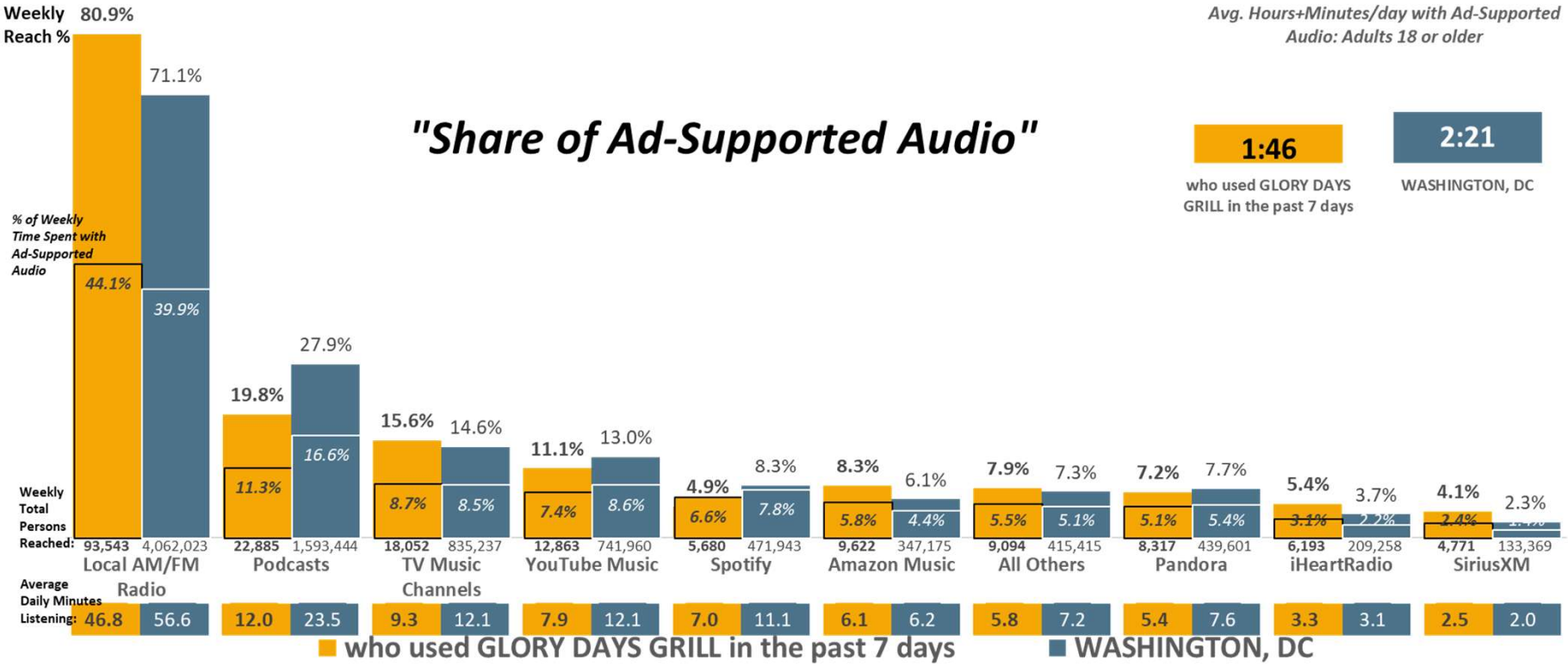
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Roy Rogers

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WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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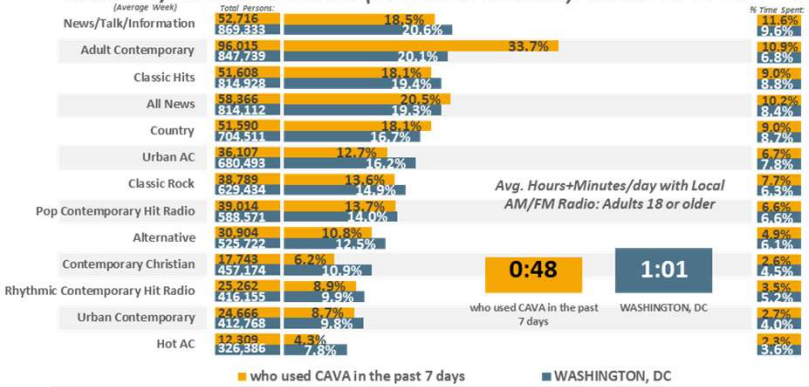
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Sit-down restaurants used past 30 days: Glory Days Grill

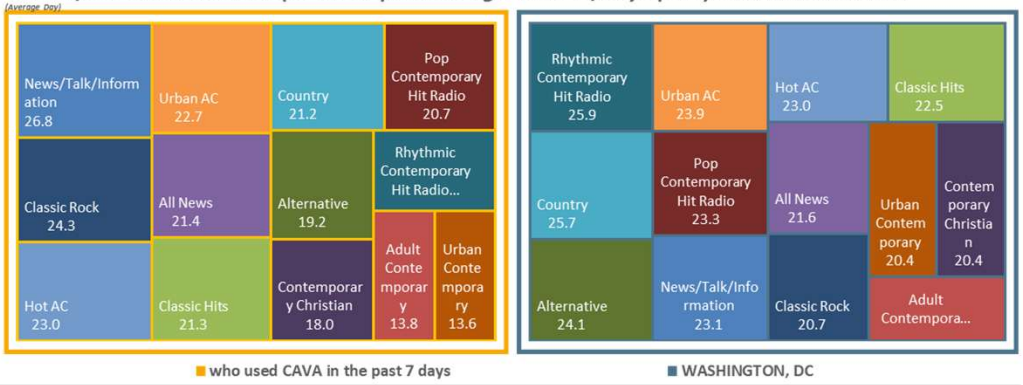
CAVA WDC

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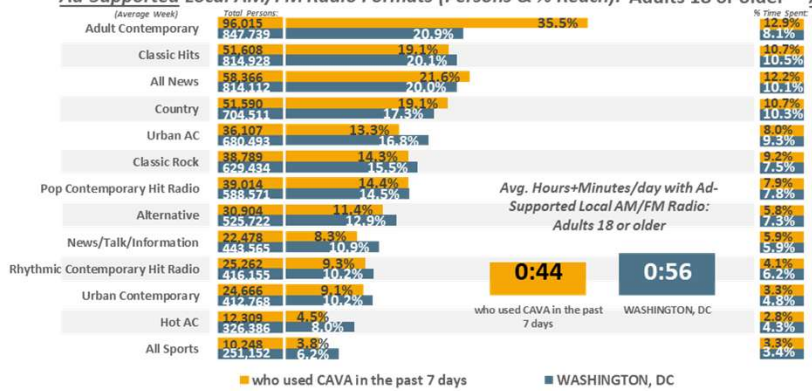
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



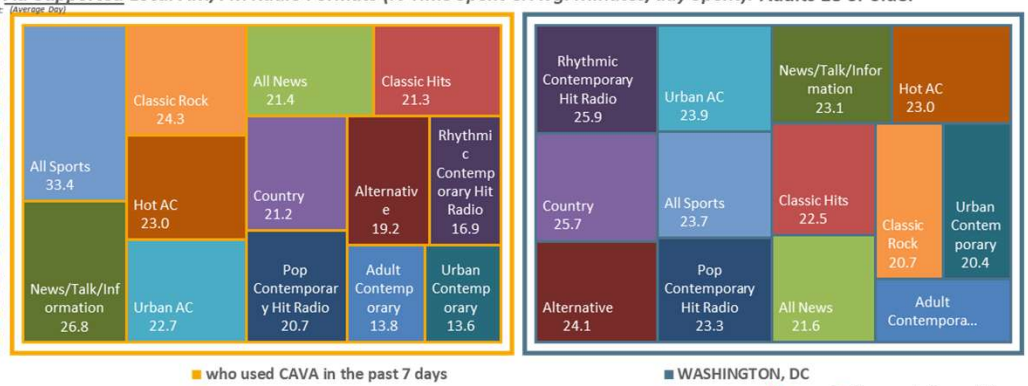
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

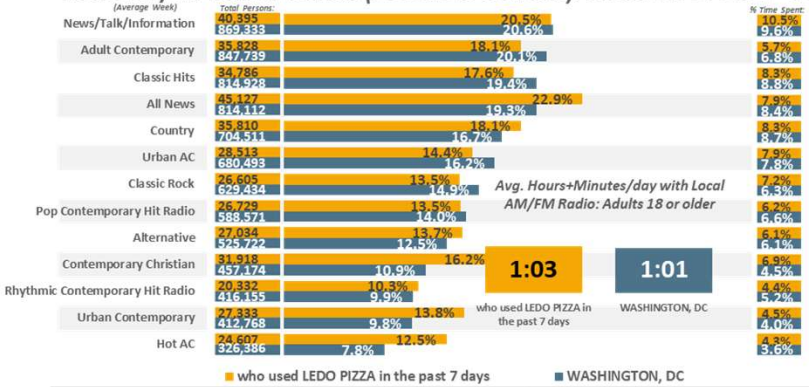
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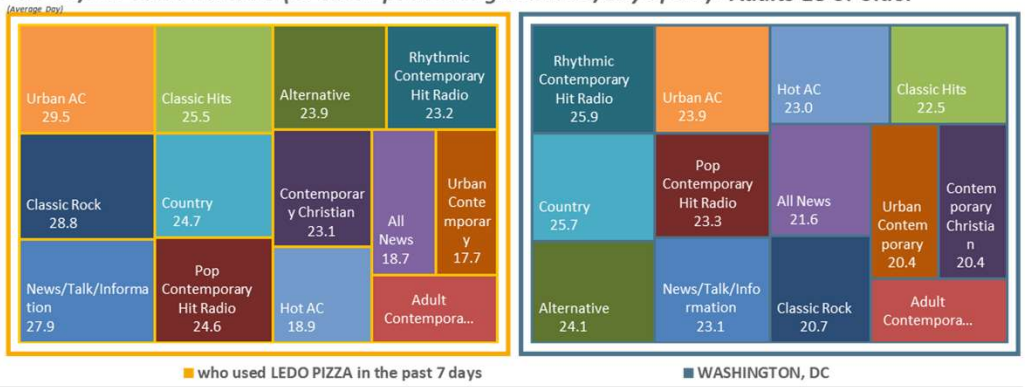
Quick service restaurants used past 30 days: CAVA

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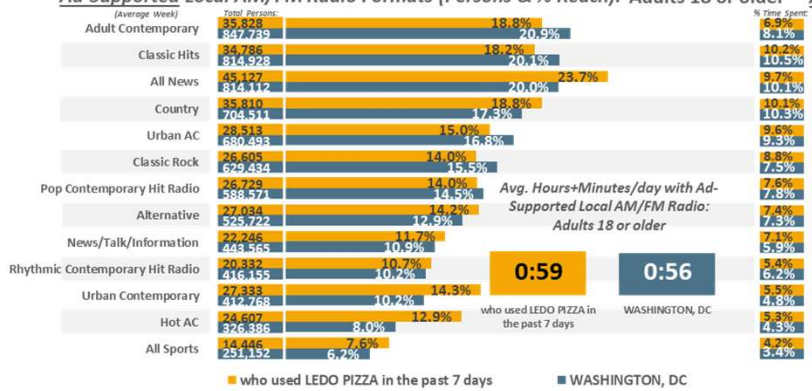
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



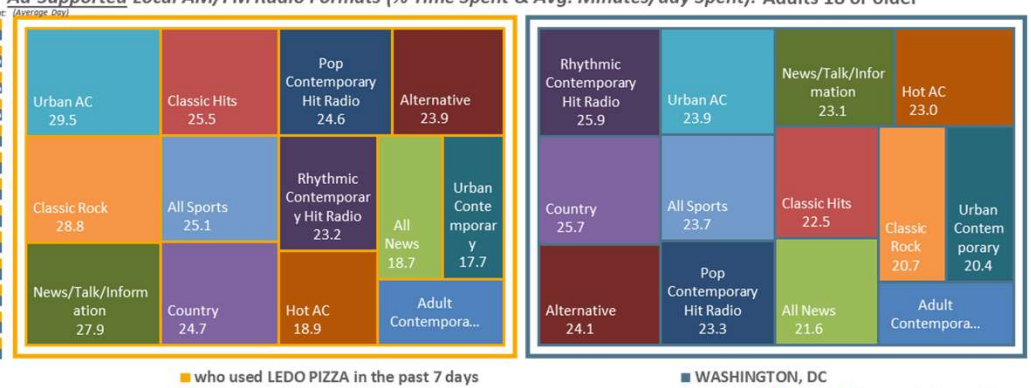
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

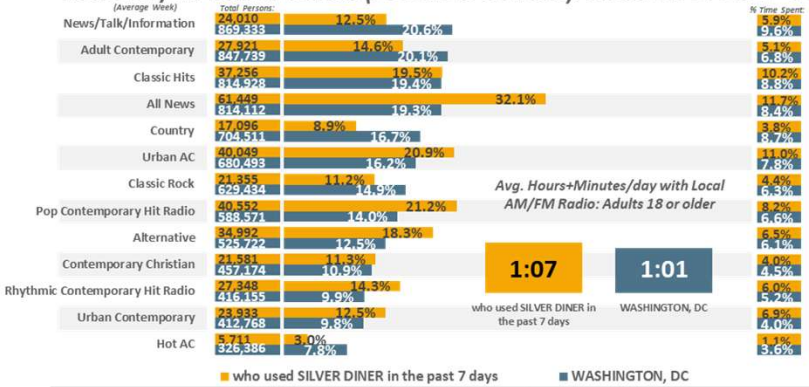
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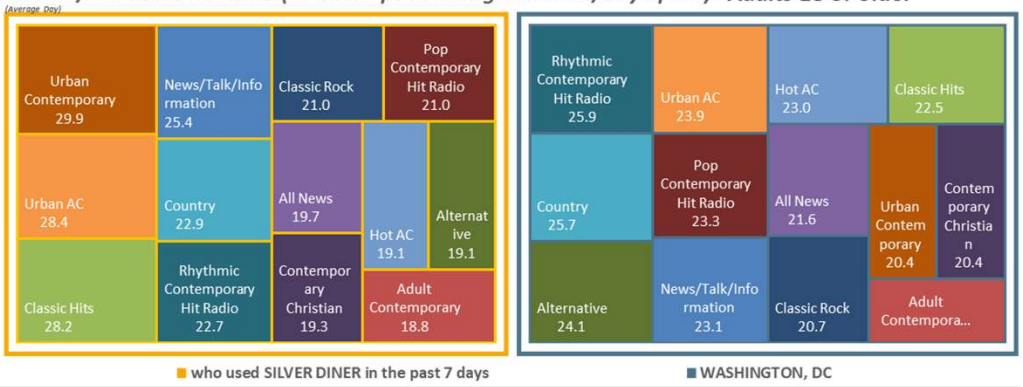
Quick service restaurants used past 30 days: Ledo Pizza

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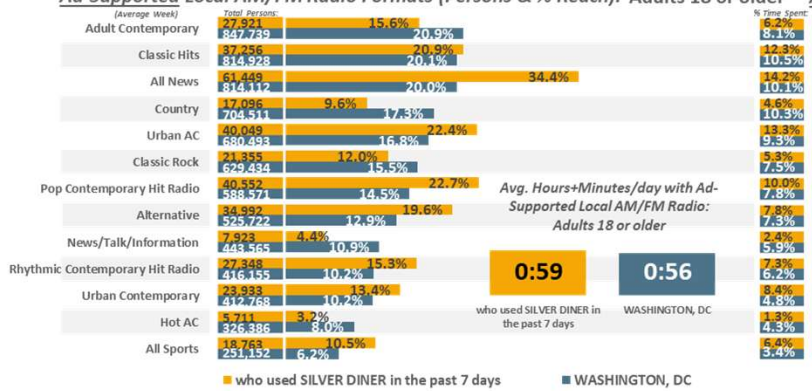
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



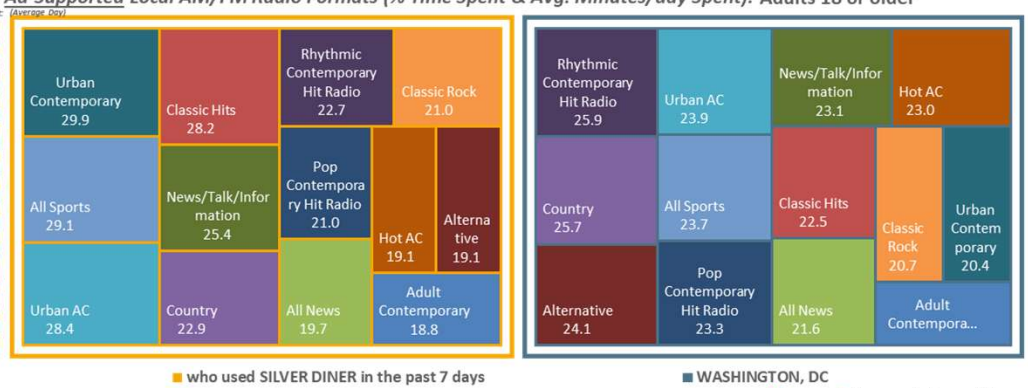
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

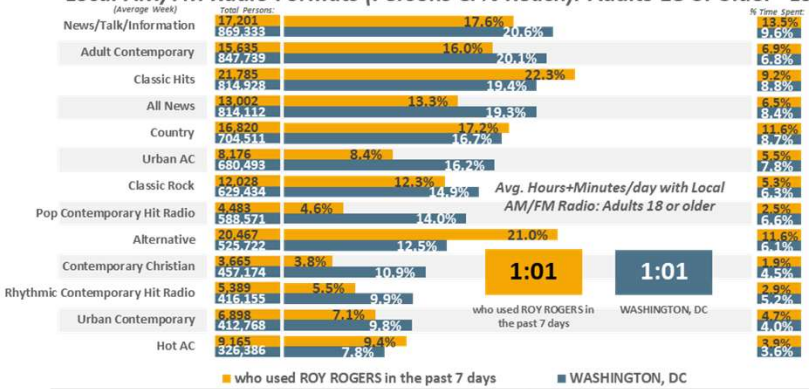
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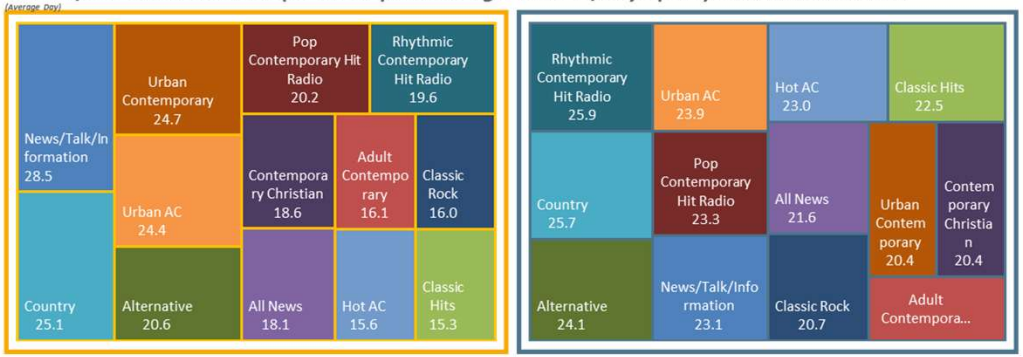
Sit-down restaurants used past 30 days: Silver Diner

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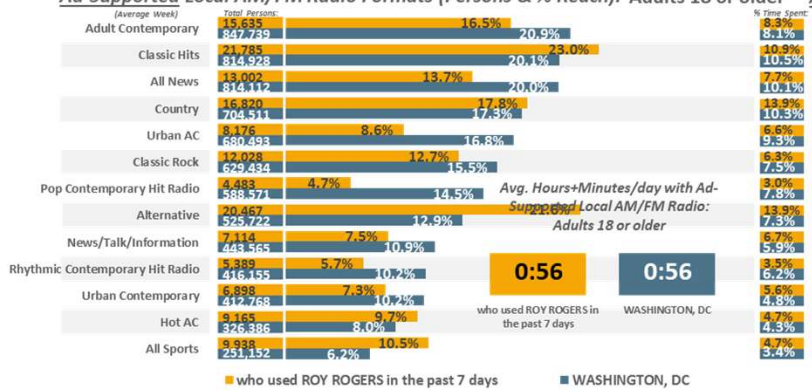
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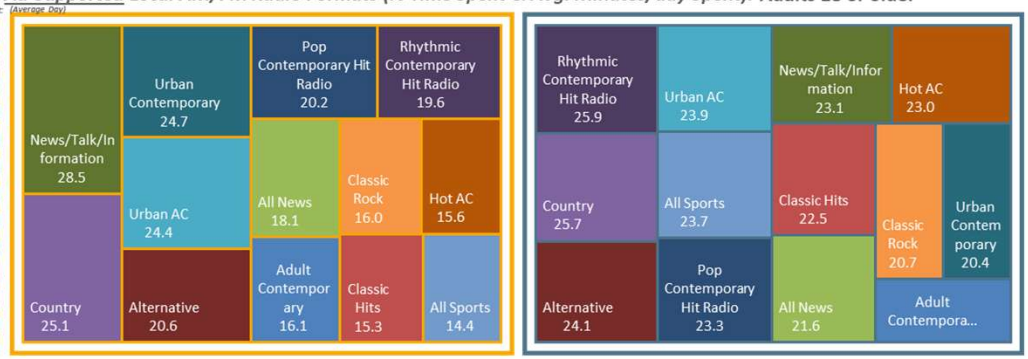
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

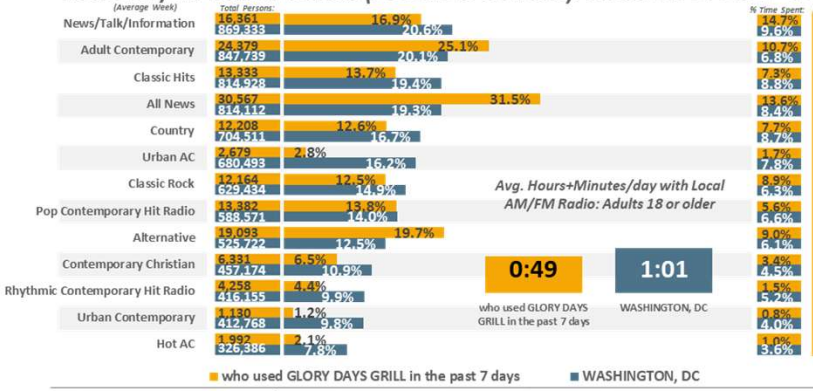
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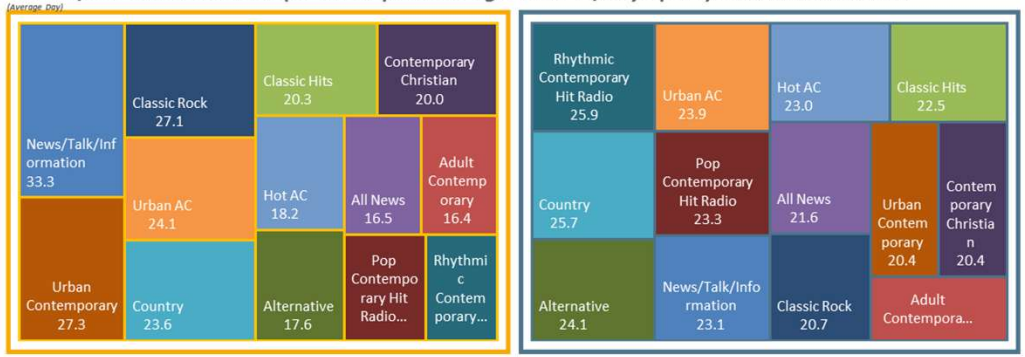
Quick service restaurants used past 30 days: Roy Rogers

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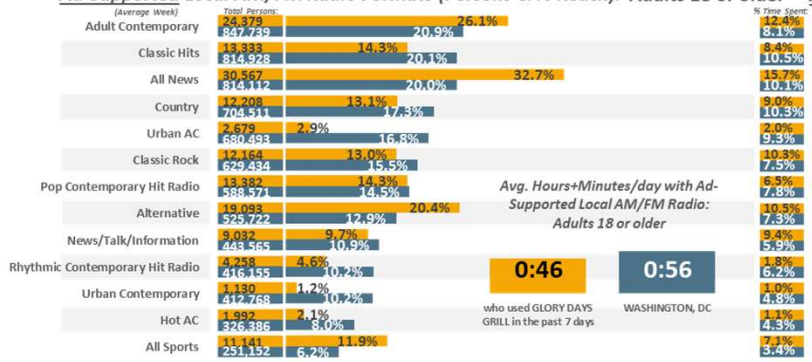
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



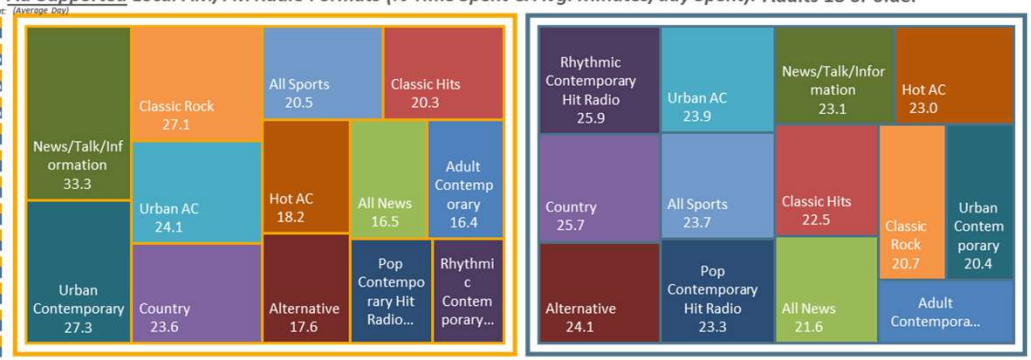
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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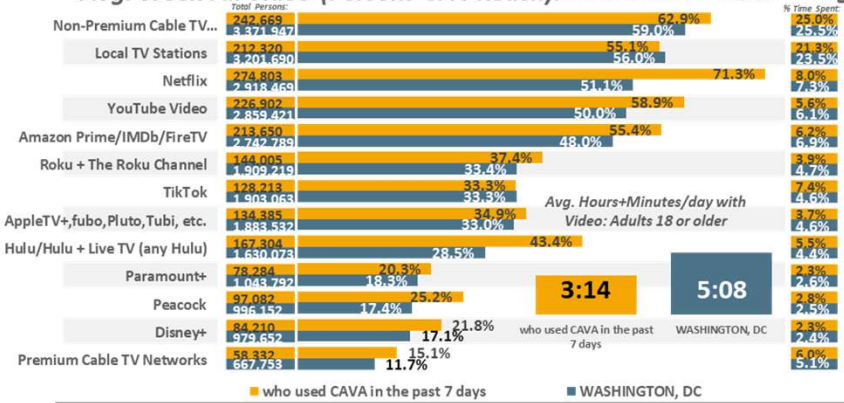
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Sit-down restaurants used past 30 days: Glory Days Grill

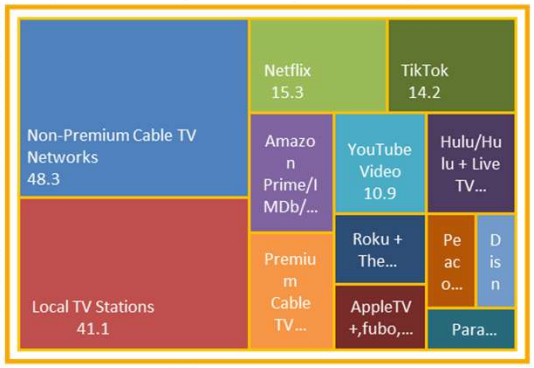
CAVA WDC

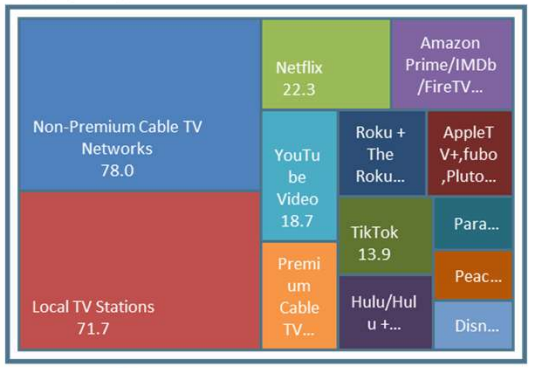
209,496 or 54.3% of Adults 18 or older who used CAVA in the past 7 days watch Ad-Supported Local TV Stations for an average of 38.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

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

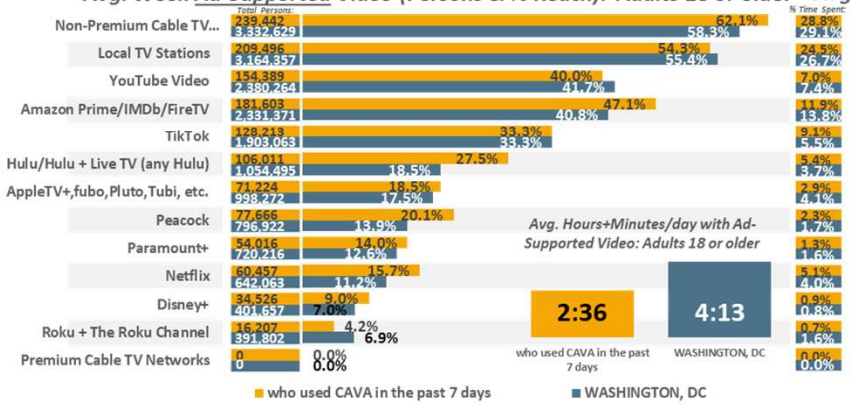


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

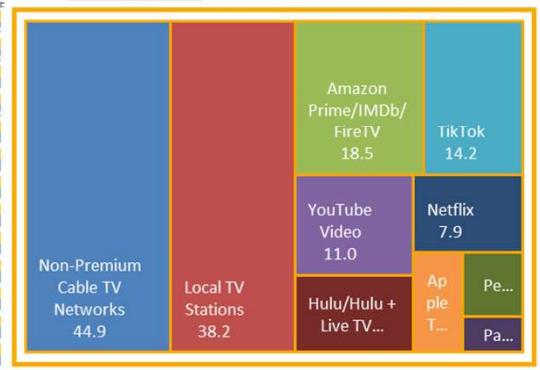


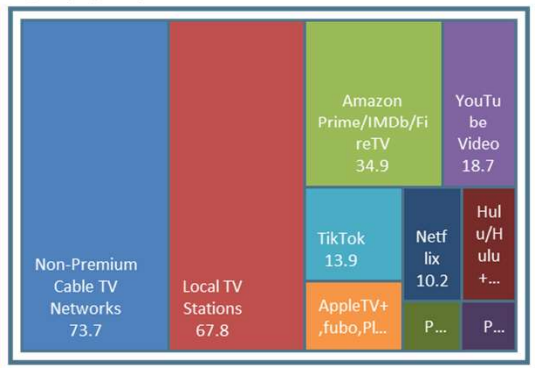


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

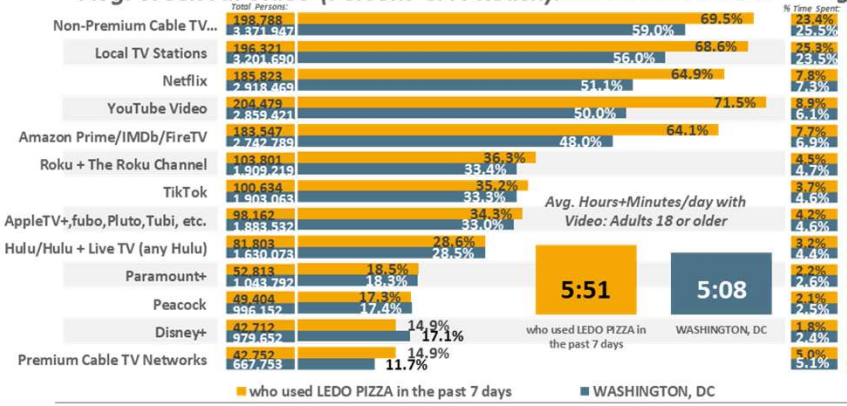
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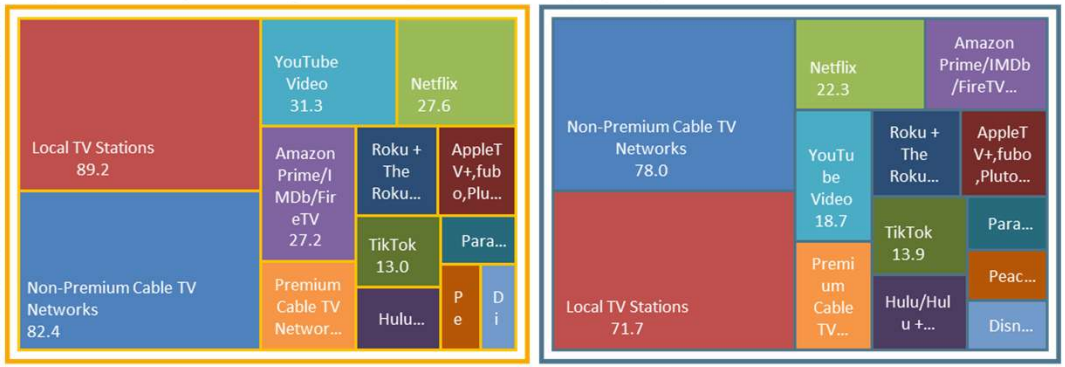
Quick service restaurants used past 30 days: CAVA

193,213 or 67.5% of Adults 18 or older who used LEDO PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.1 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

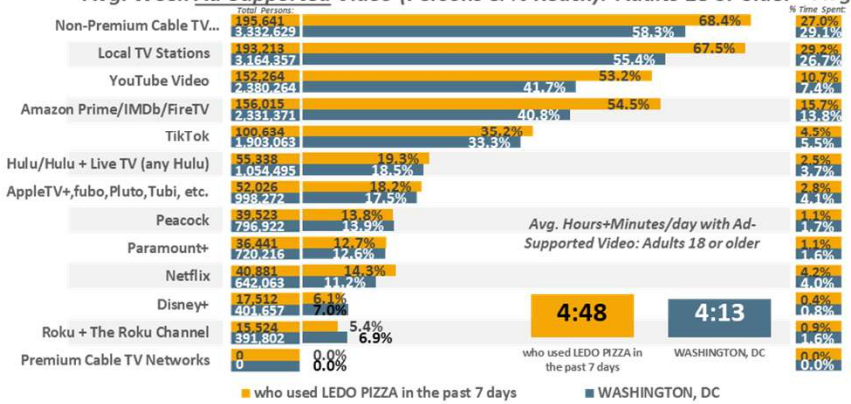
Avg. Week All Video (Persons & % Reach): Adults 18 or older



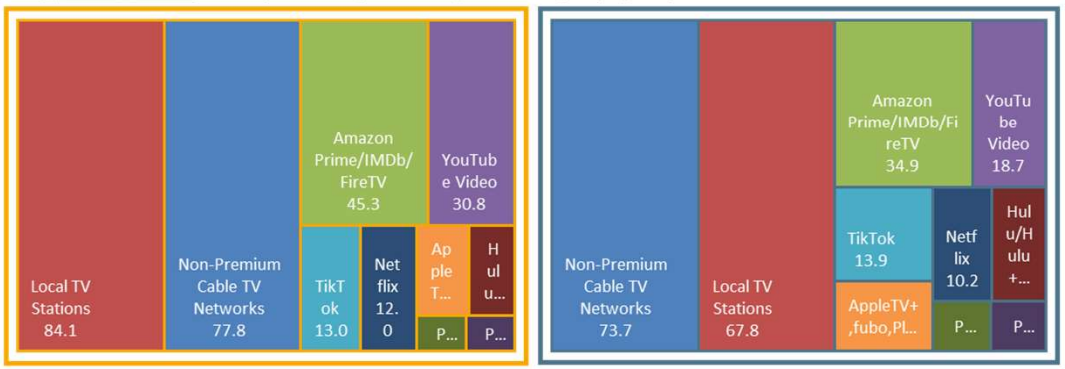
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

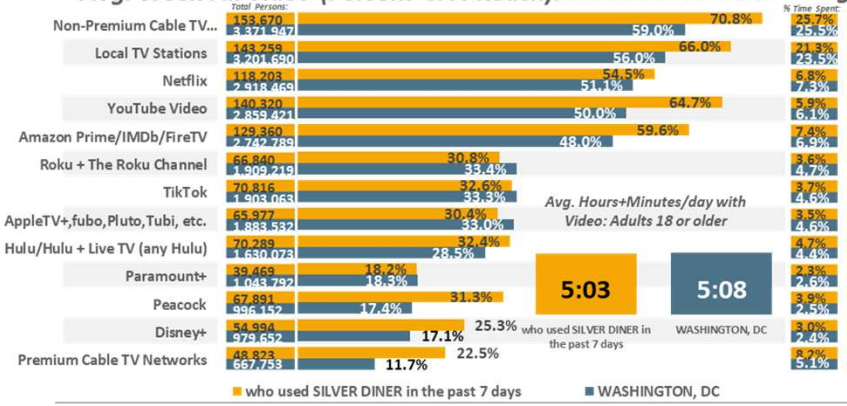
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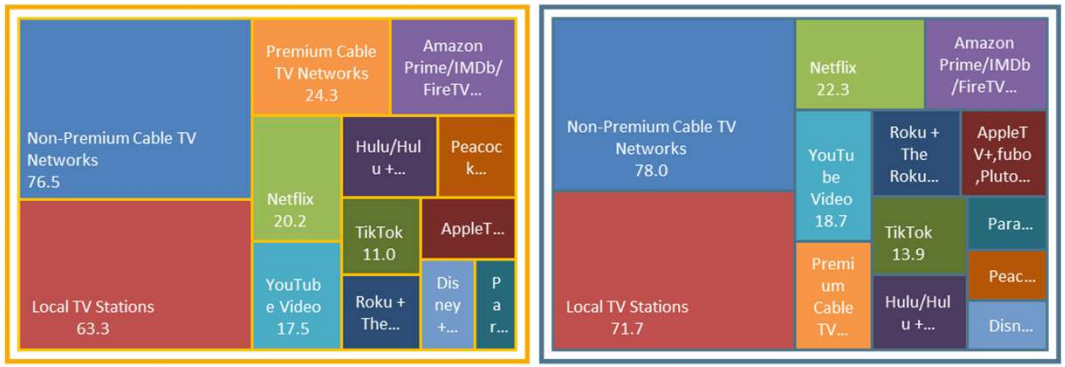
Quick service restaurants used past 30 days: Ledo Pizza

140,725 or 64.9% of Adults 18 or older who used SILVER DINER in the past 7 days watch Ad-Supported Local TV Stations for an average of 57.6 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

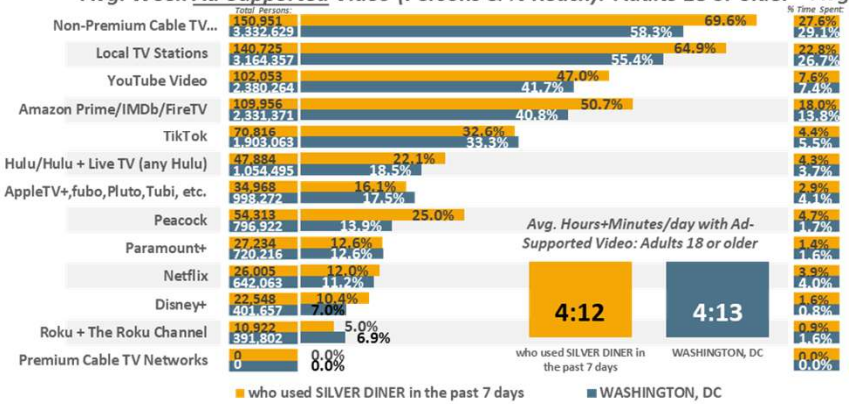
Avg. Week All Video (Persons & % Reach): Adults 18 or older



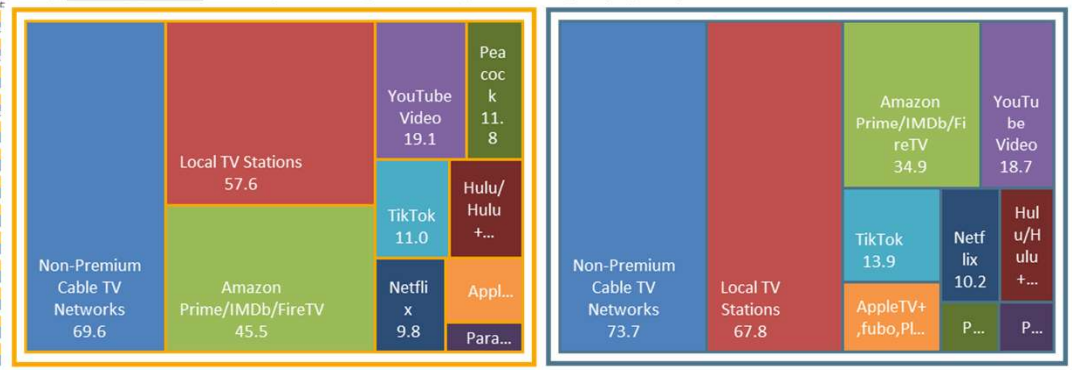
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

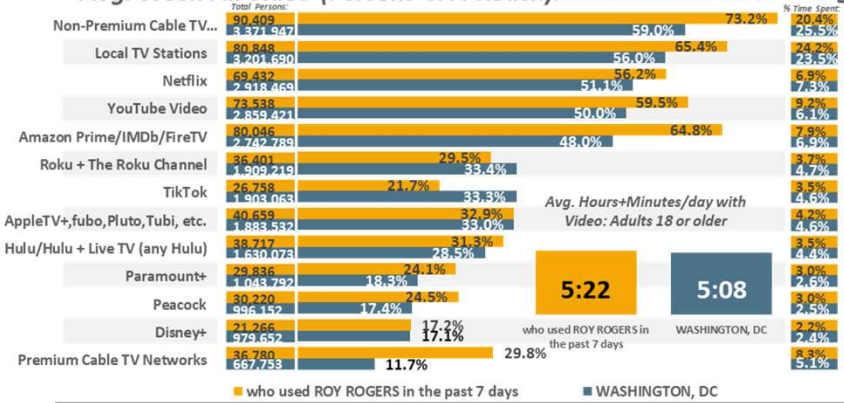
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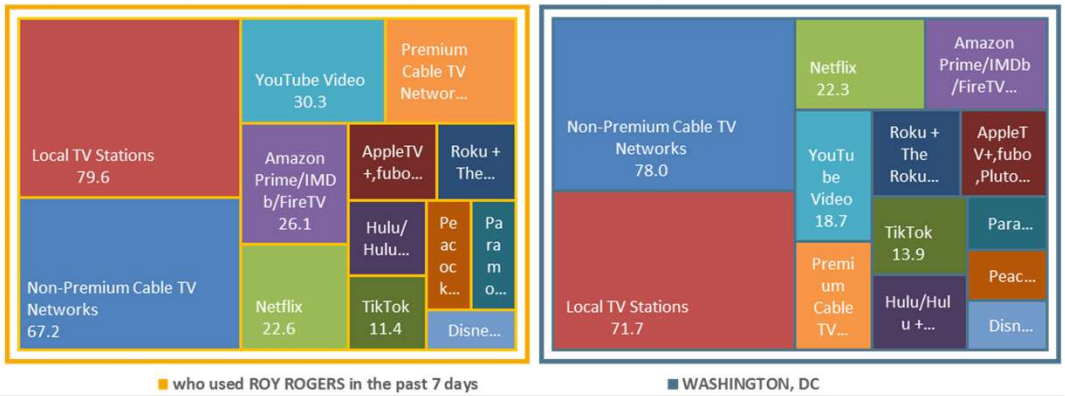
Sit-down restaurants used past 30 days: Silver Diner

78,649 or 63.6% of Adults 18 or older who used ROY ROGERS in the past 7 days watch Ad-Supported Local TV Stations for an average of 76.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

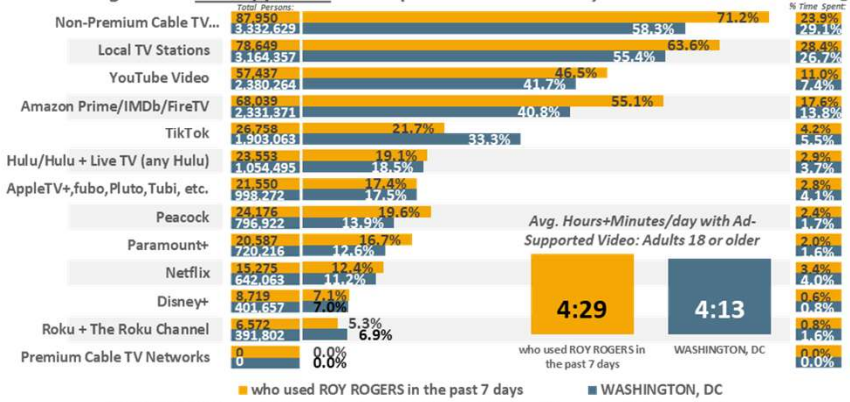
Avg. Week All Video (Persons & % Reach): Adults 18 or older



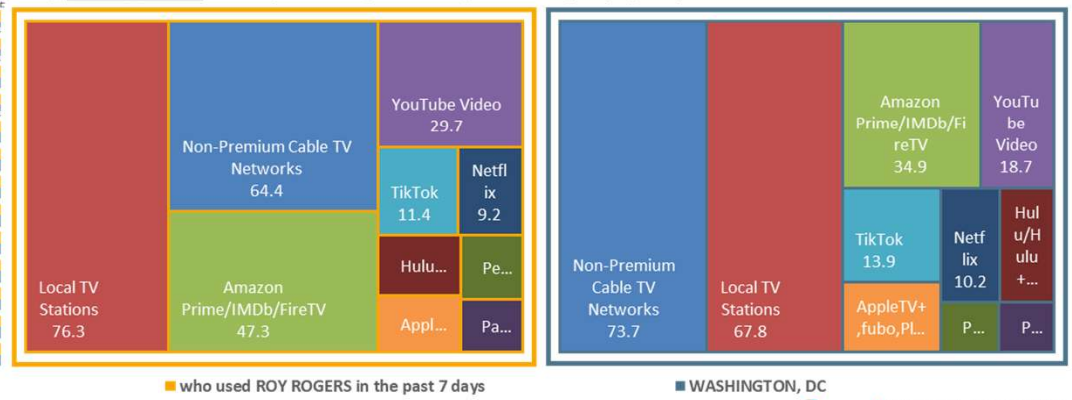
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

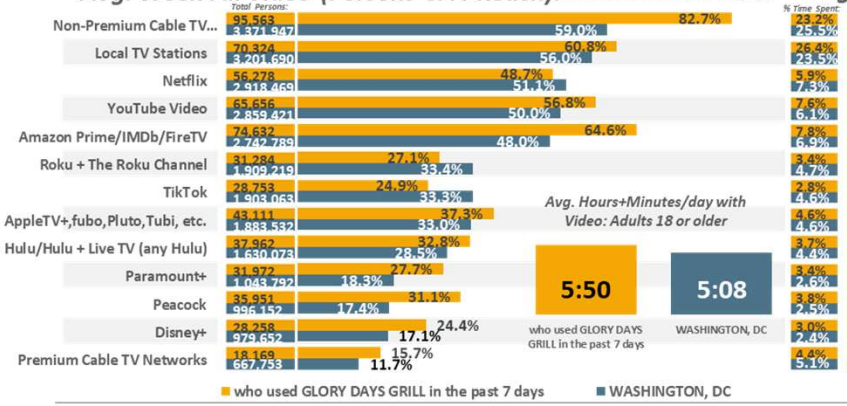
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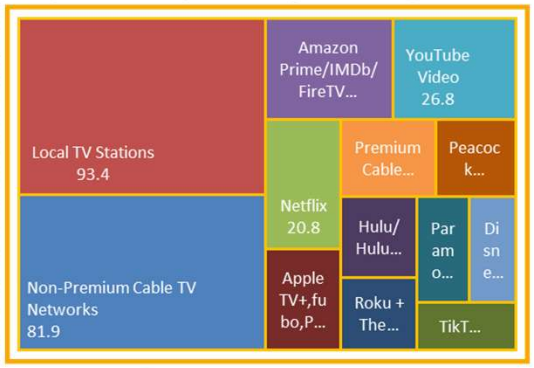
Quick service restaurants used past 30 days: Roy Rogers

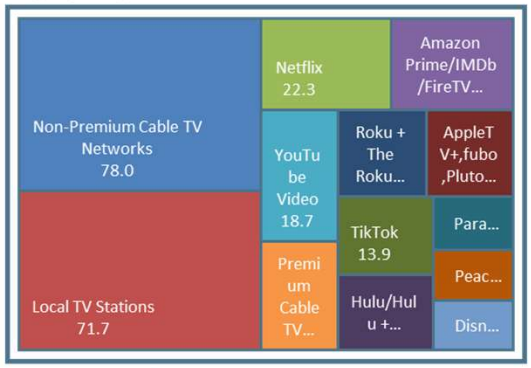
69,603 or 60.2% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days watch Ad-Supported Local TV Stations for an average of 87. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

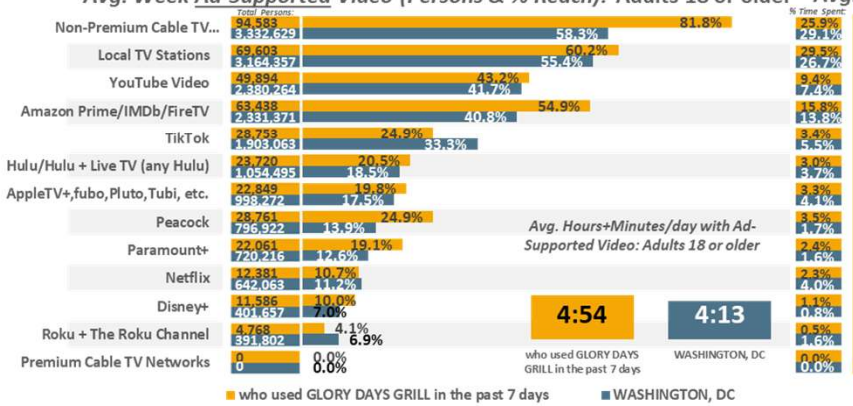


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

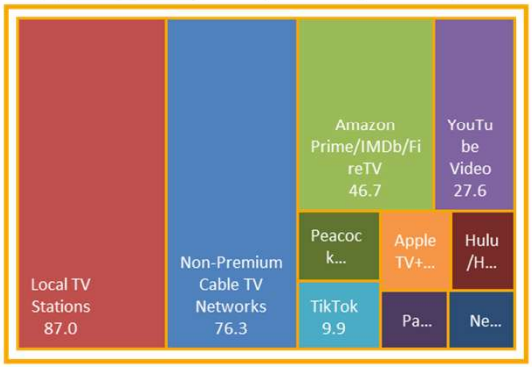


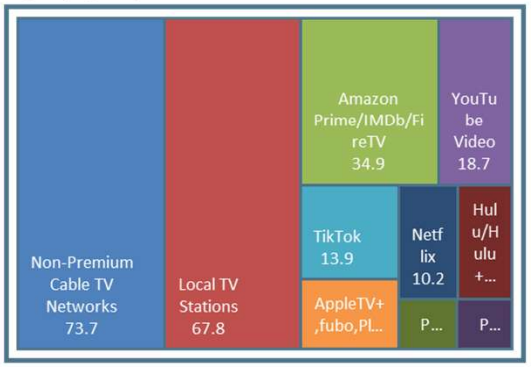


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

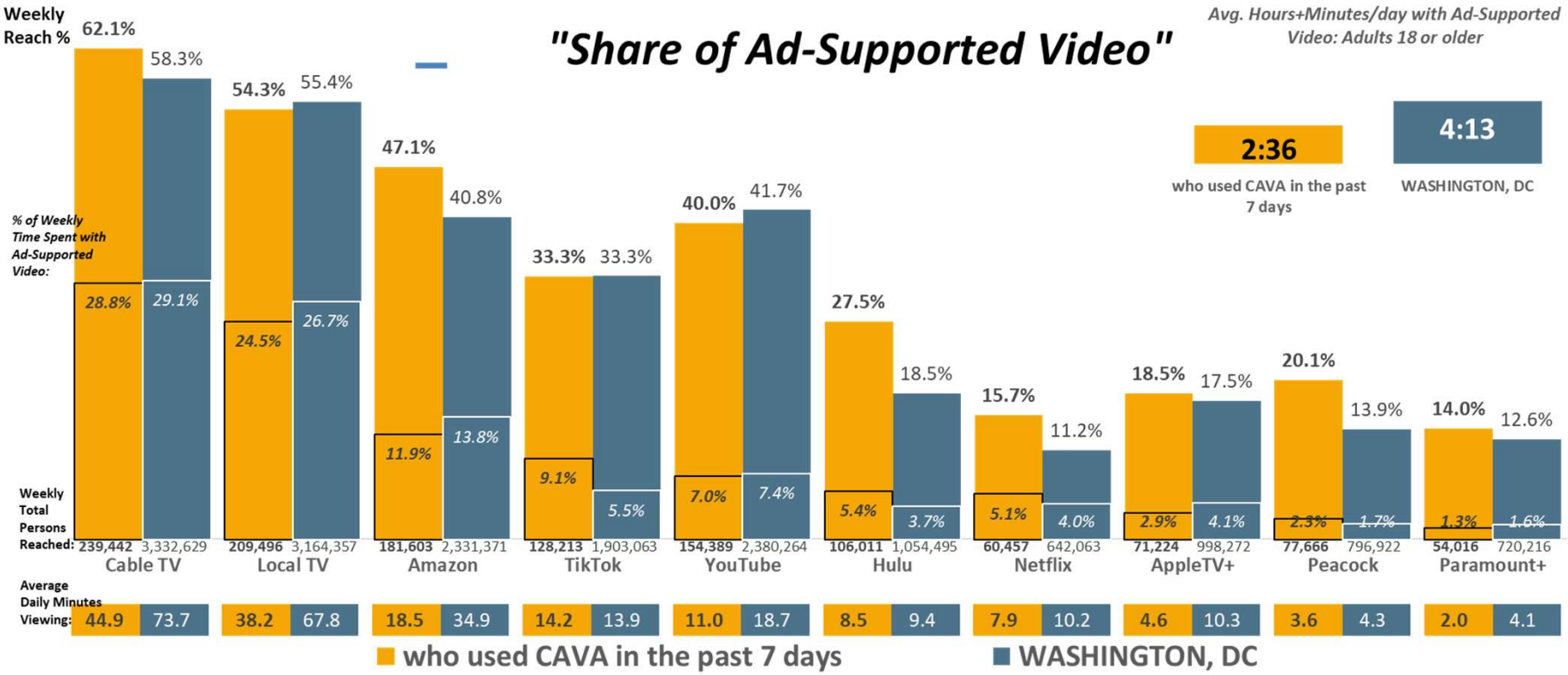
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

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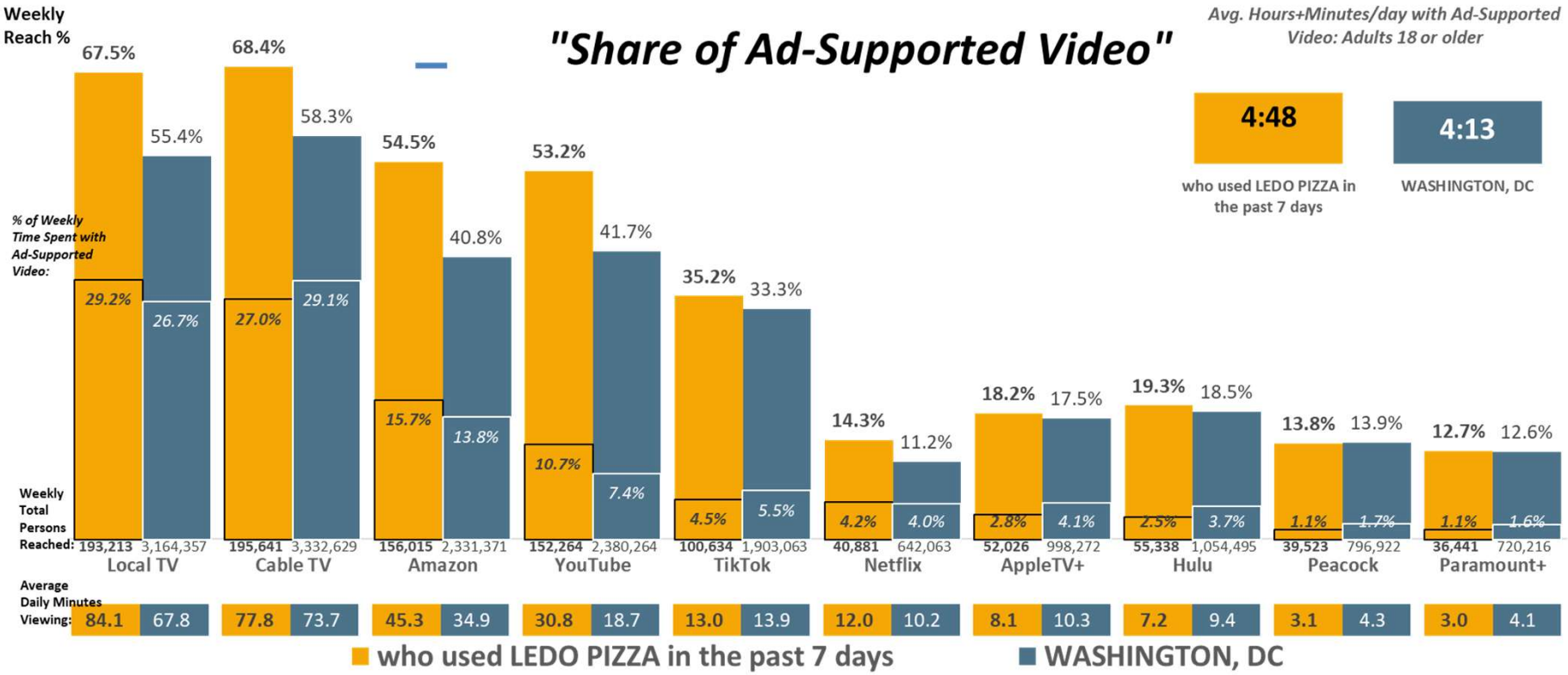
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: CAVA

193,213 or 67.5% of Adults 18 or older who used LEDO PIZZA in the past 7 days watch Ad-Supported Local TV Stations for an average of 84.1 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



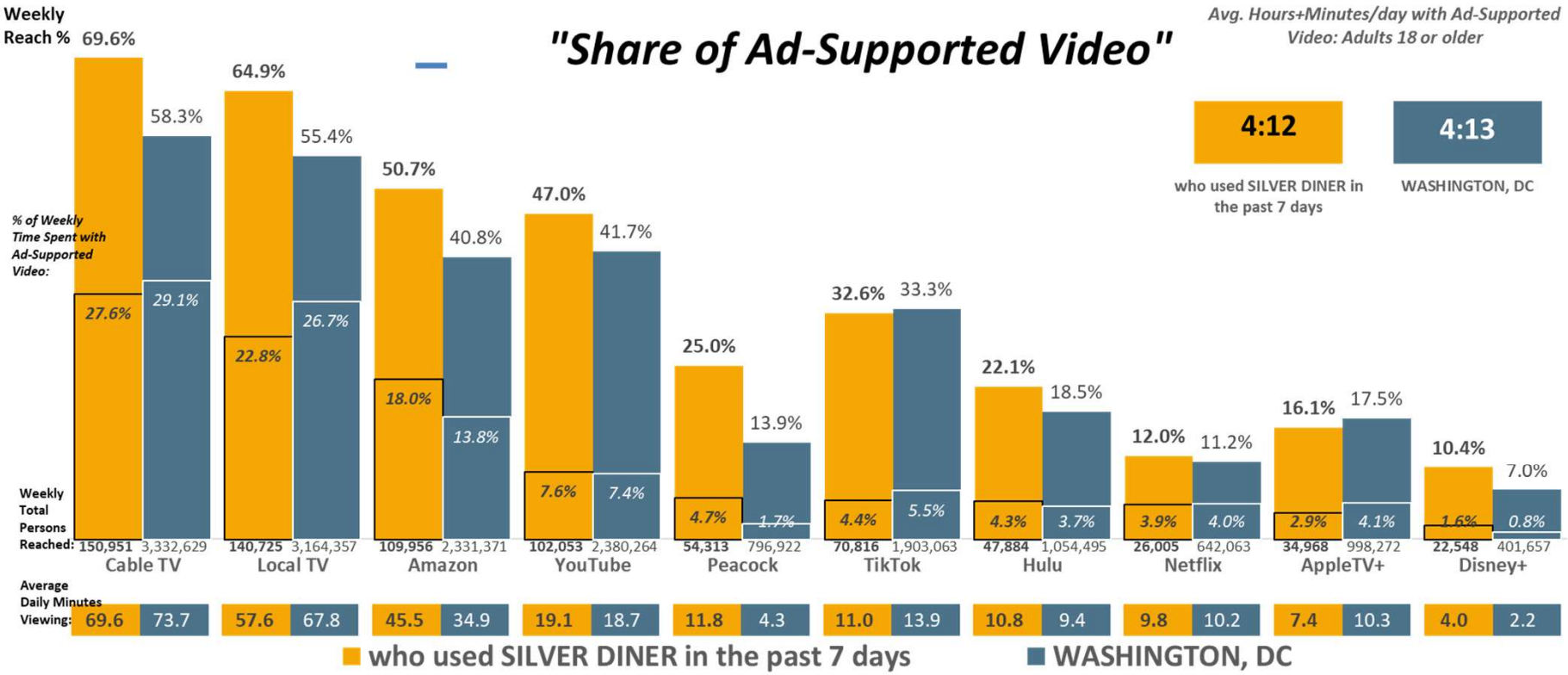
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Ledo Pizza

140,725 or 64.9% of Adults 18 or older who used SILVER DINER in the past 7 days watch Ad-Supported Local TV Stations for an average of 57.6 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.



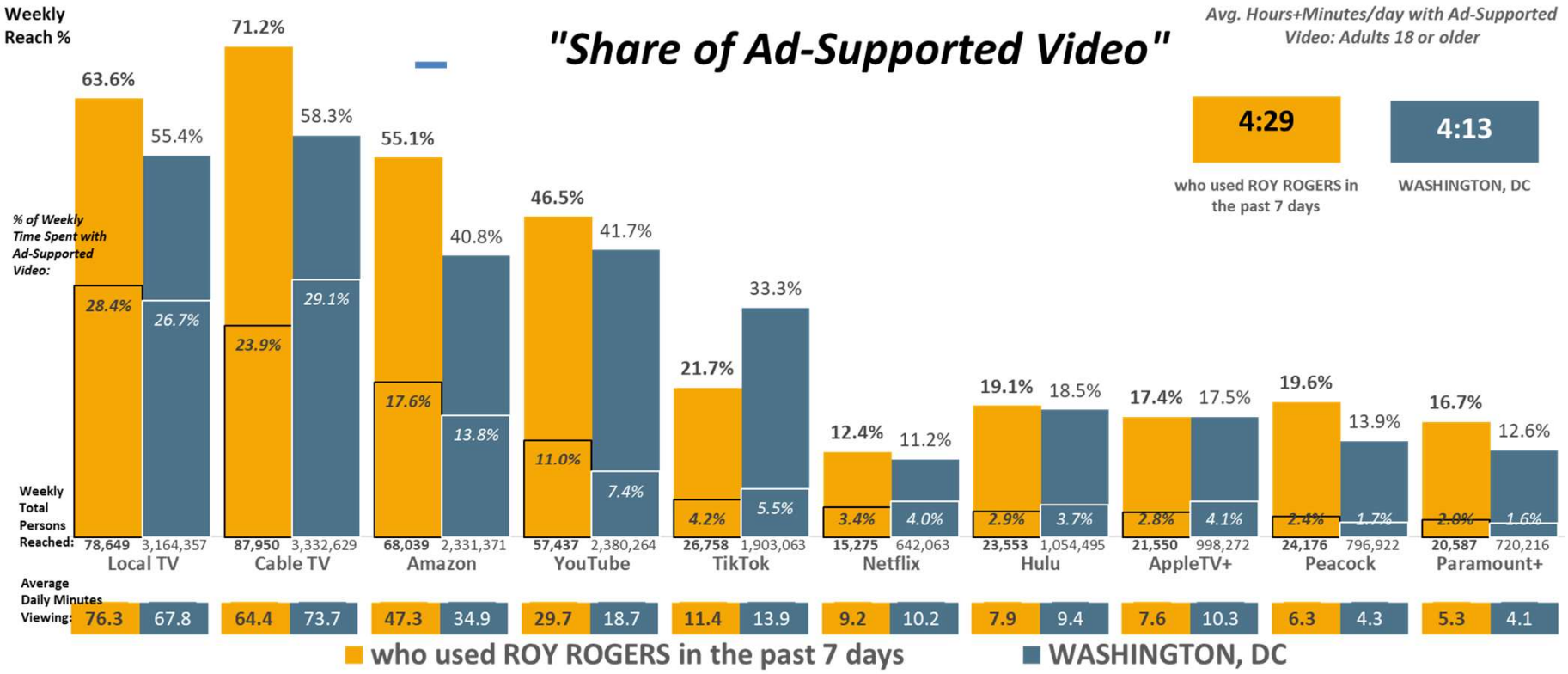
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Sit-down restaurants used past 30 days: Silver Diner

78,649 or 63.6% of Adults 18 or older who used ROY ROGERS in the past 7 days watch Ad-Supported Local TV Stations for an average of 76.3 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



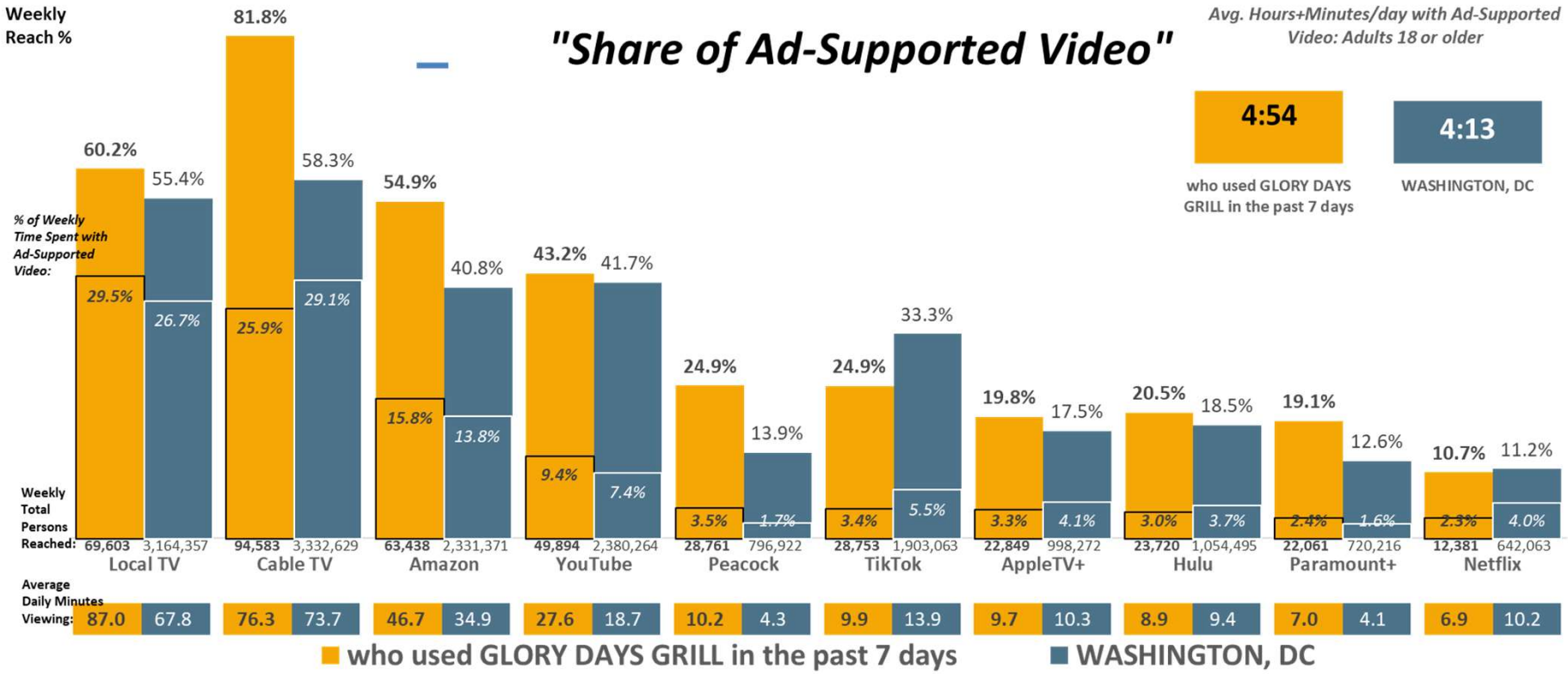
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Roy Rogers

69,603 or 60.2% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days watch Ad-Supported Local TV Stations for an average of 87. minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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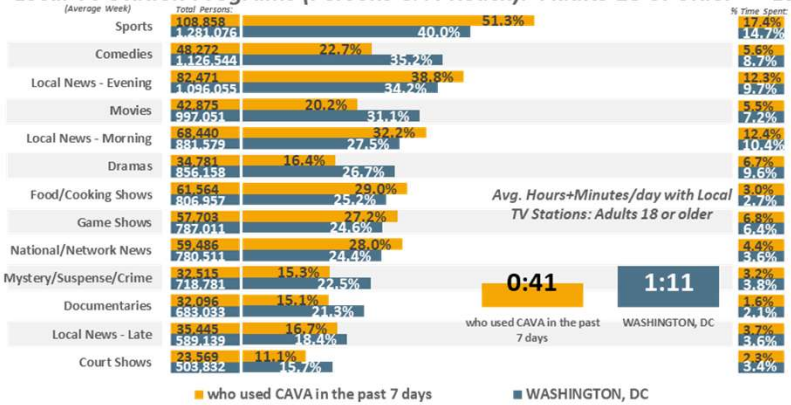
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Sit-down restaurants used past 30 days: Glory Days Grill

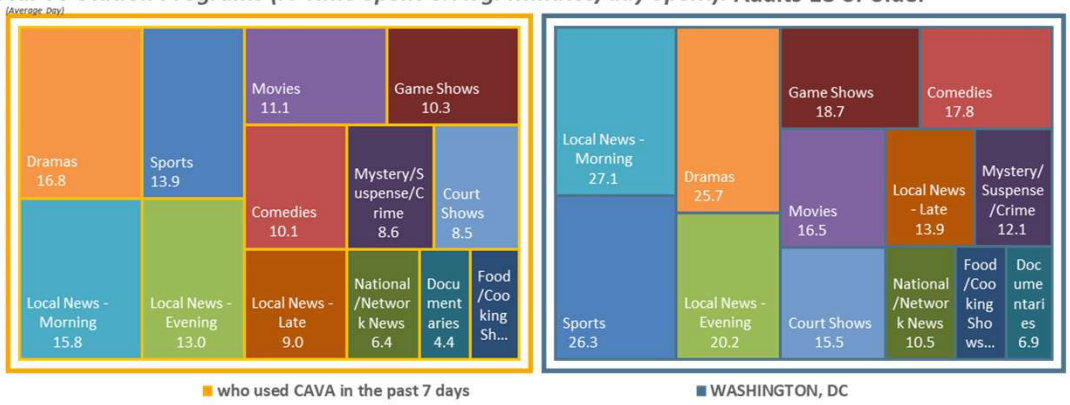
CAVA WDC

209,496 or 54.3% of Adults 18 or older who used CAVA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, National/Network News, and Food/Cooking Shows.

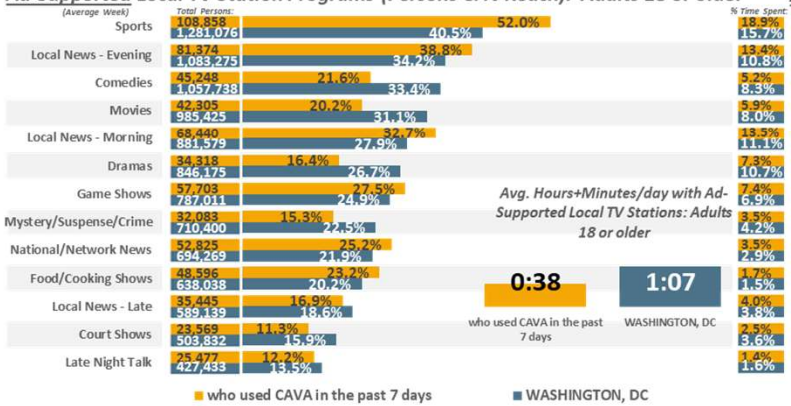
Local TV Station Programs (Persons & % Reach): Adults 18 or older



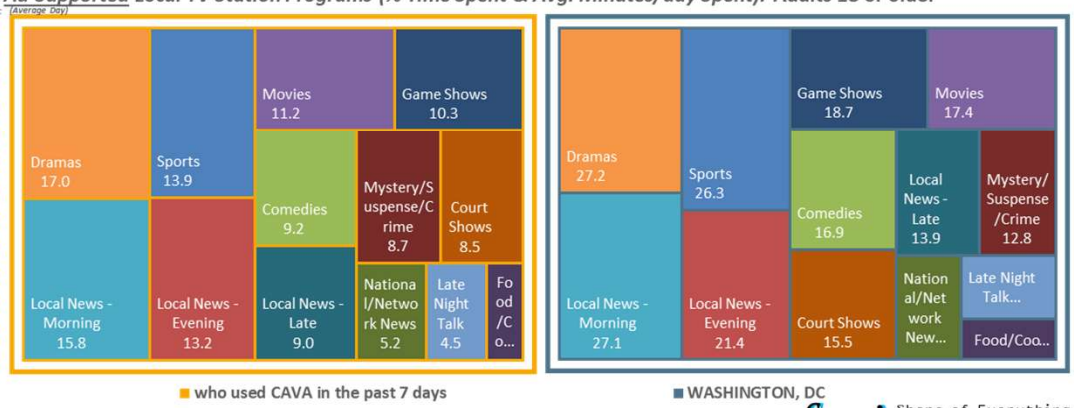
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

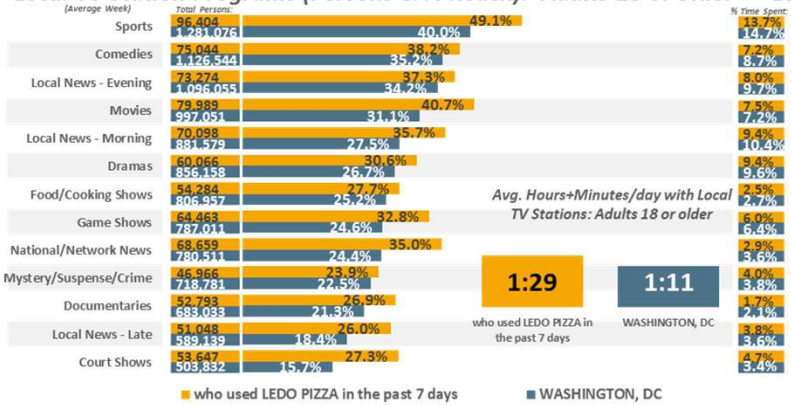
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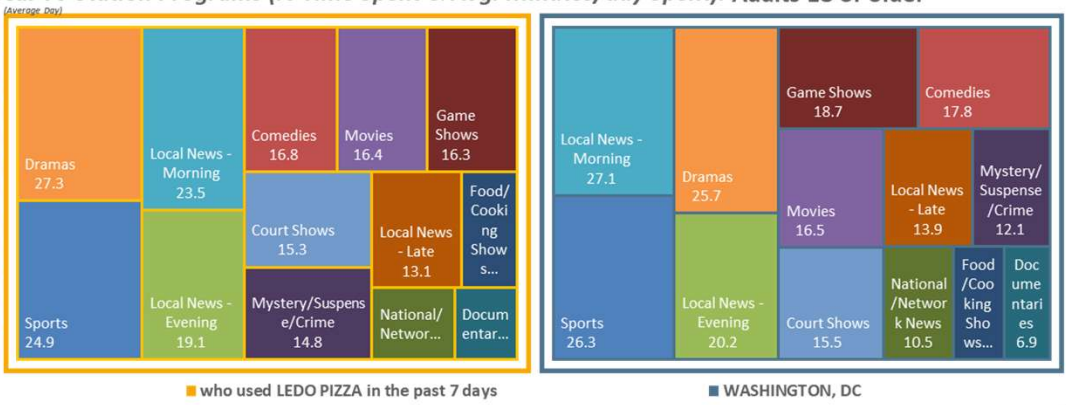
Quick service restaurants used past 30 days: CAVA

193,213 or 67.5% of Adults 18 or older who used LEDO PIZZA in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

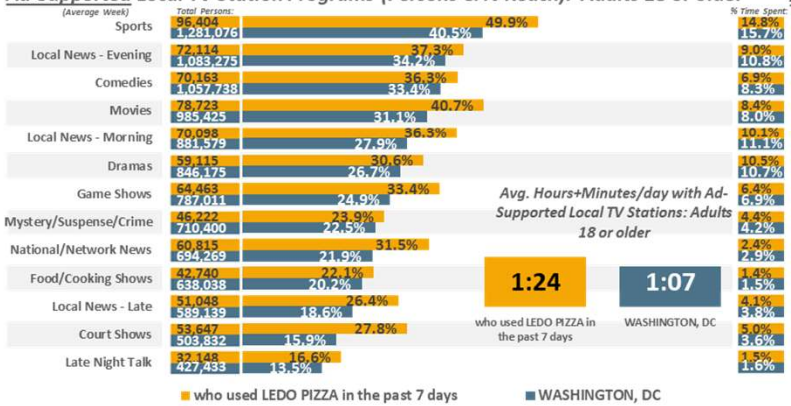
Local TV Station Programs (Persons & % Reach): Adults 18 or older



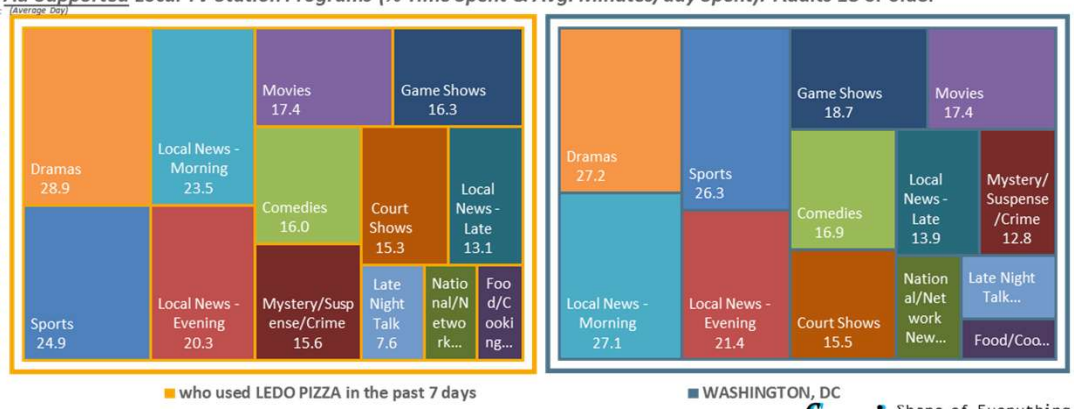
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

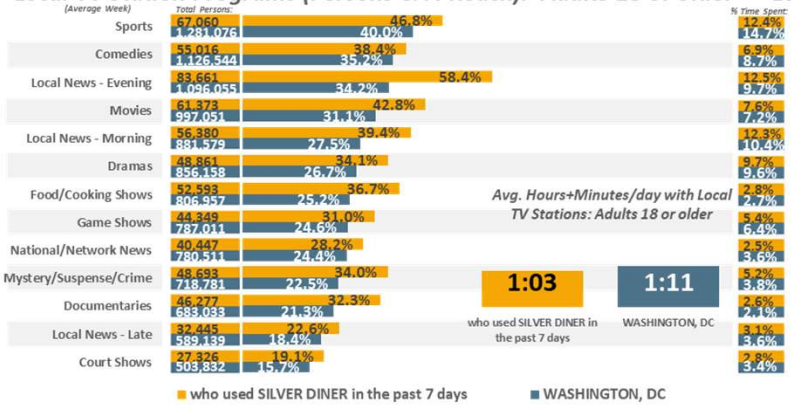
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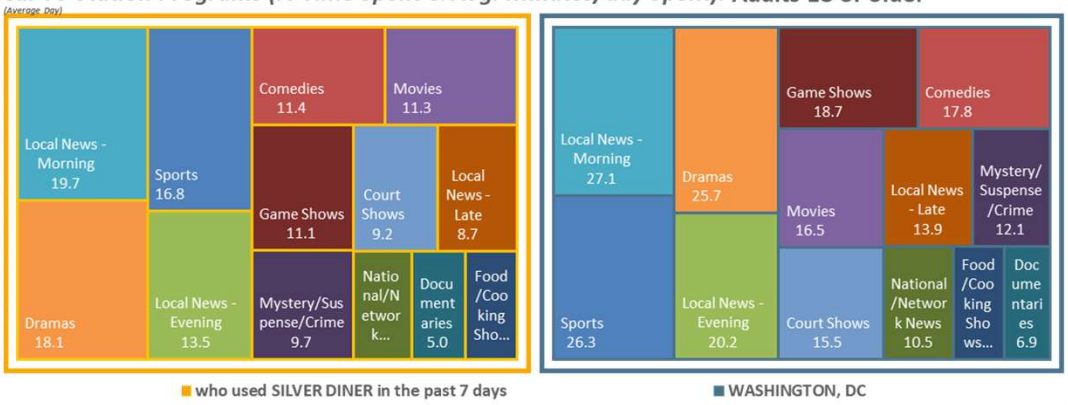
Quick service restaurants used past 30 days: Ledo Pizza

140,725 or 64.9% of Adults 18 or older who used SILVER DINER in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

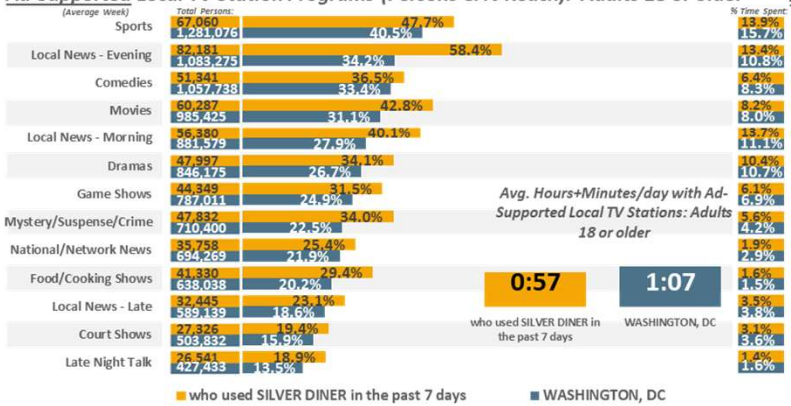
Local TV Station Programs (Persons & % Reach): Adults 18 or older



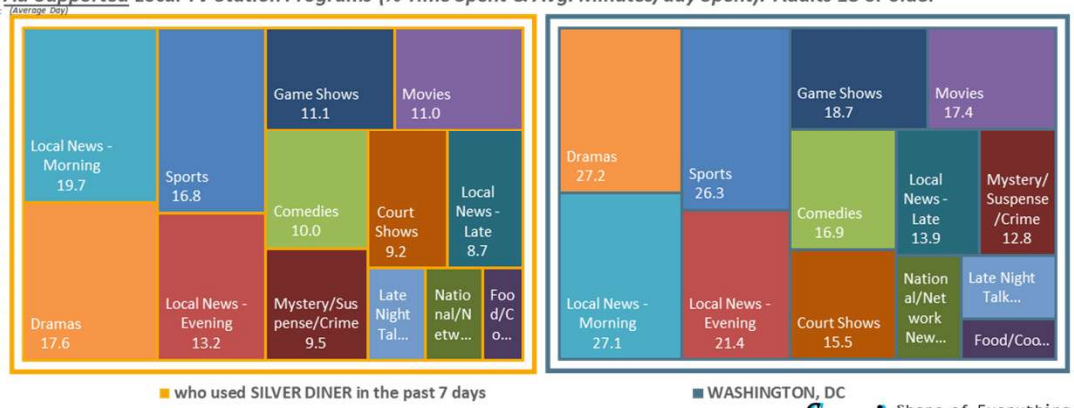
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

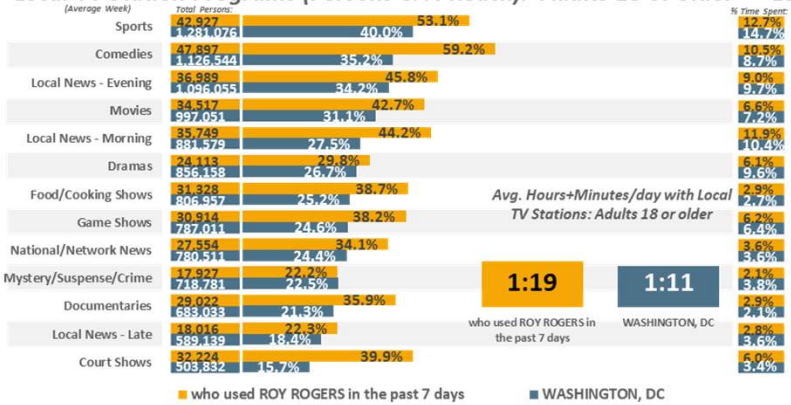
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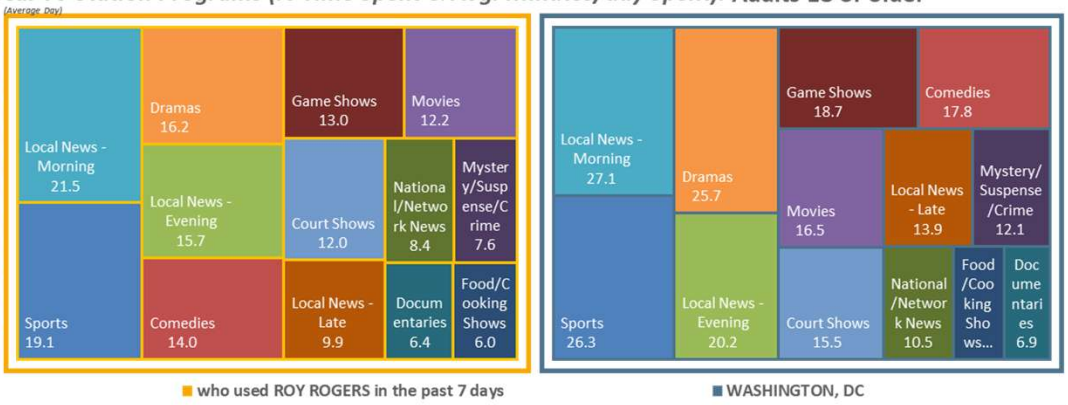
Sit-down restaurants used past 30 days: Silver Diner

78,649 or 63.6% of Adults 18 or older who used ROY ROGERS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Movies, and Court Shows.

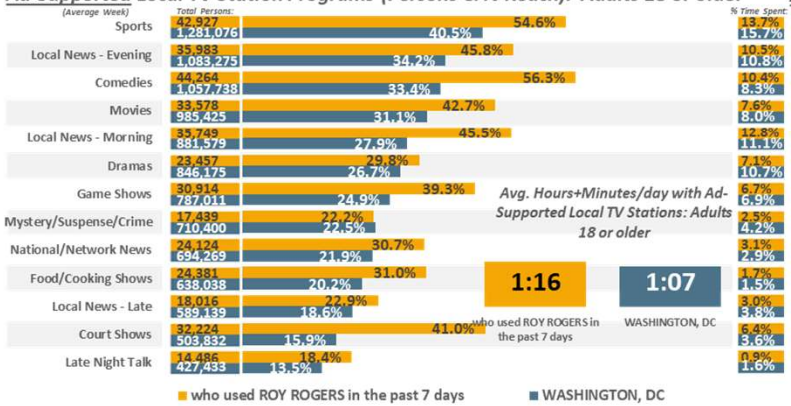
Local TV Station Programs (Persons & % Reach): Adults 18 or older



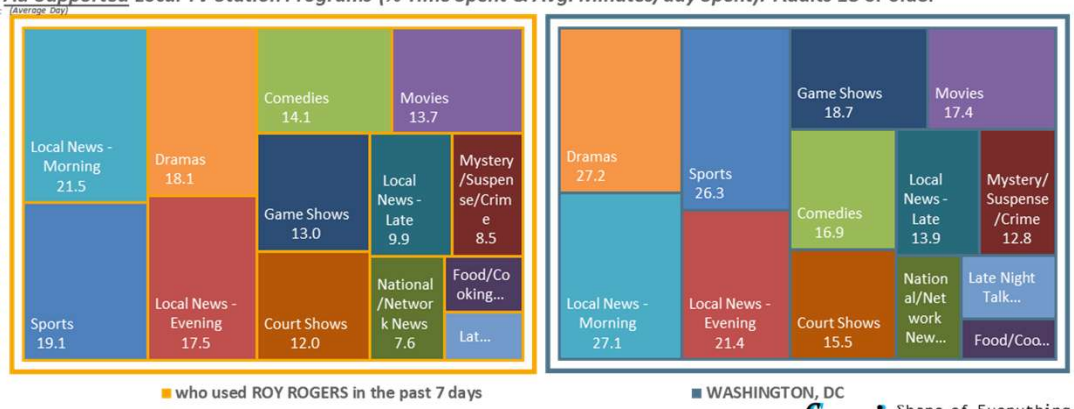
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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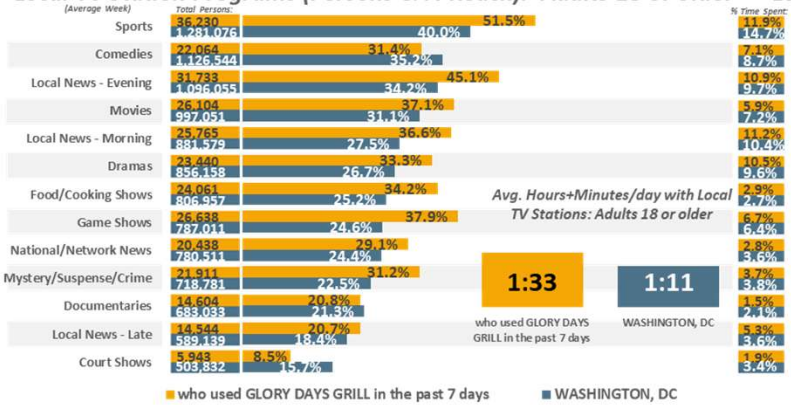
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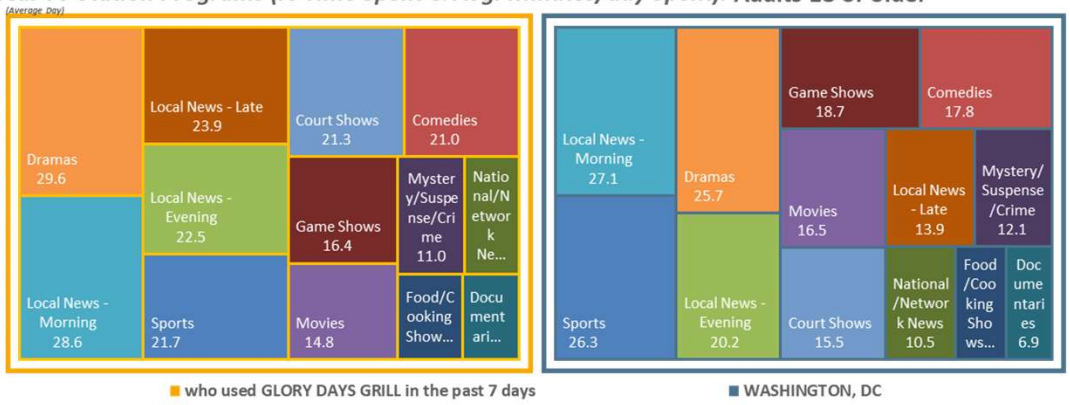
Quick service restaurants used past 30 days: Roy Rogers

69,603 or 60.2% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Movies, Local News - Morning, and Dramas.

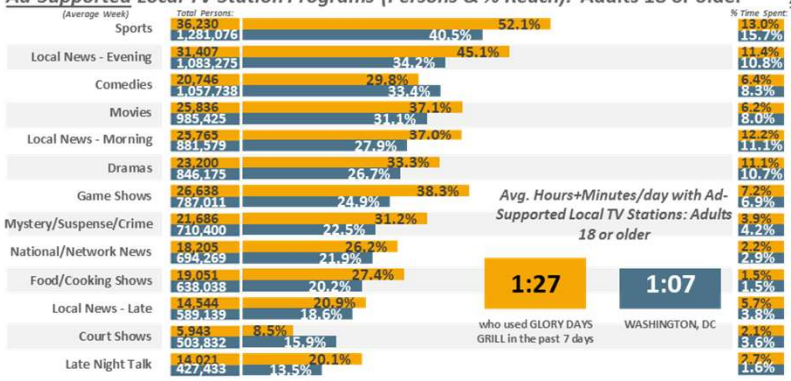
Local TV Station Programs (Persons & % Reach): Adults 18 or older



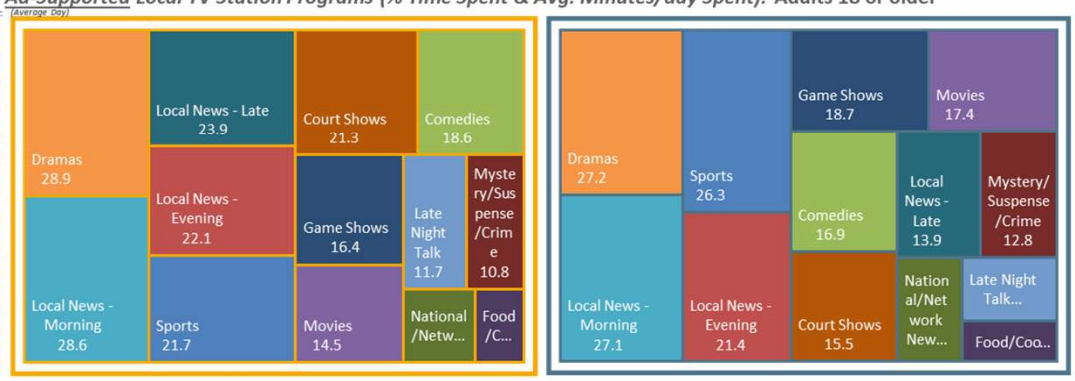
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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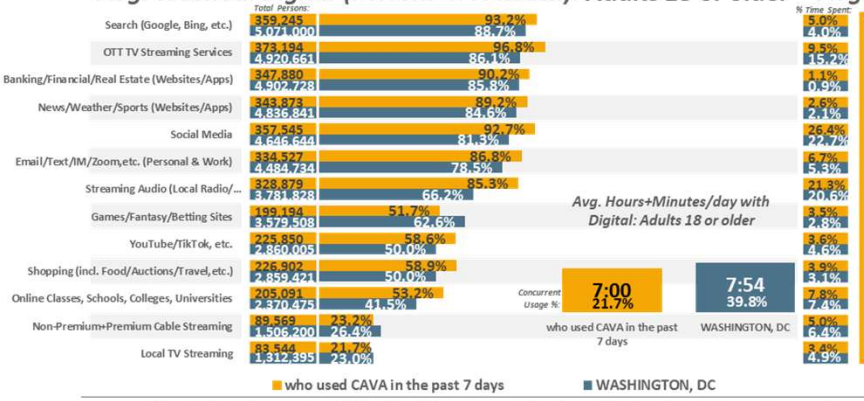
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Sit-down restaurants used past 30 days: Glory Days Grill

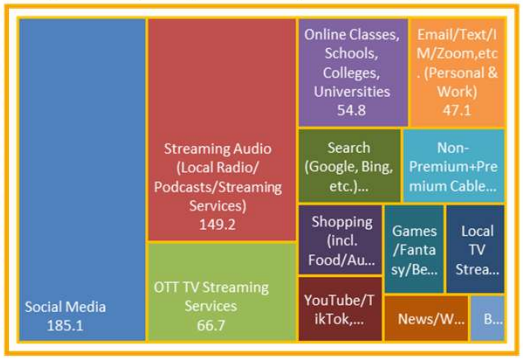
CAVA WDC

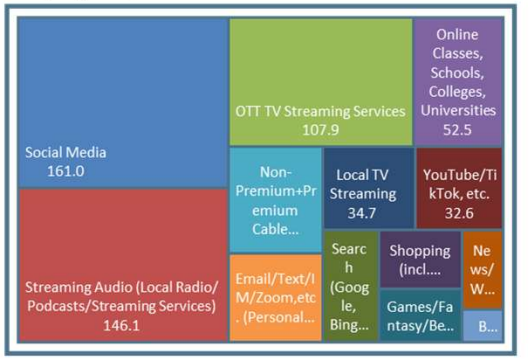
301,468 or 78.2% of Adults 18 or older who used CAVA in the past 7 days use Ad-Supported Social Media for an average of 156.1 minutes every day representing 31.2% of all time spent daily with Ad-Supported Digital Media.

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

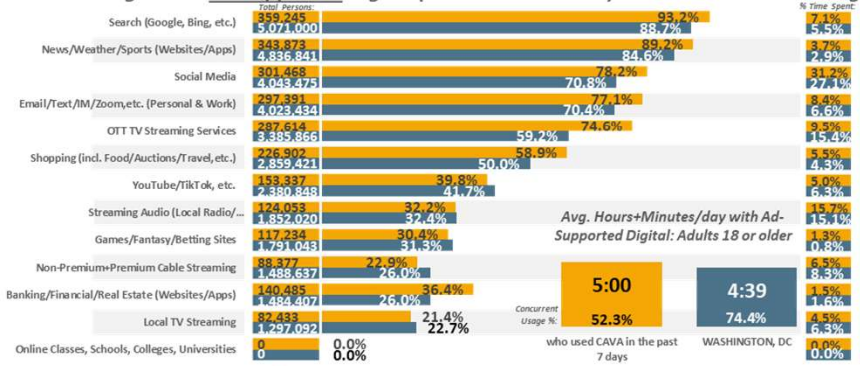


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



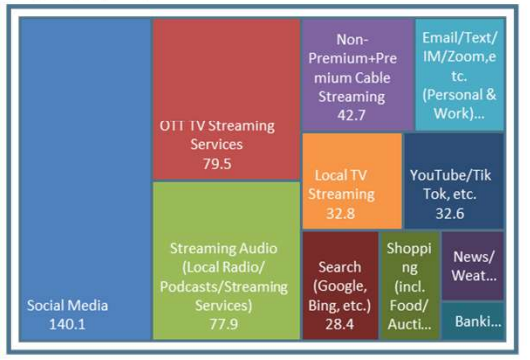


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

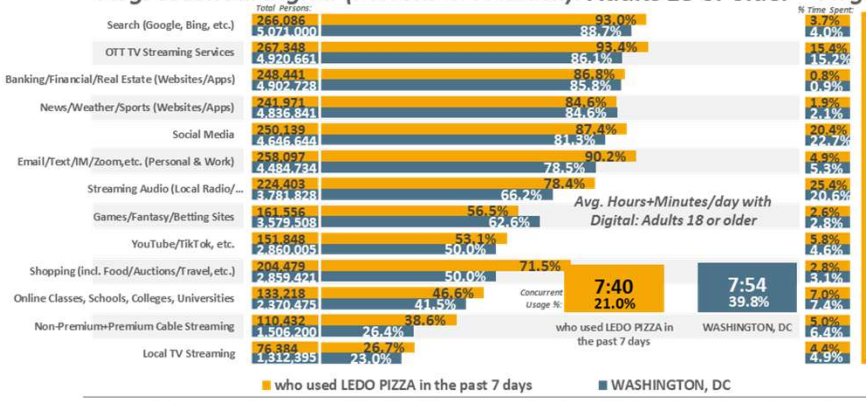
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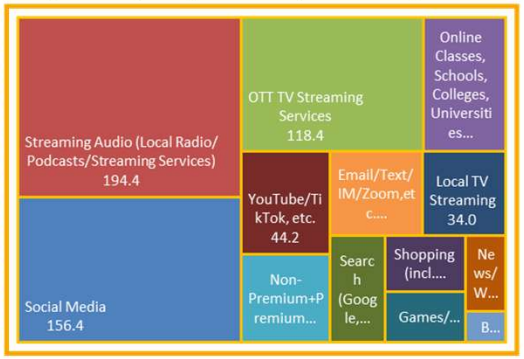
Quick service restaurants used past 30 days: CAVA

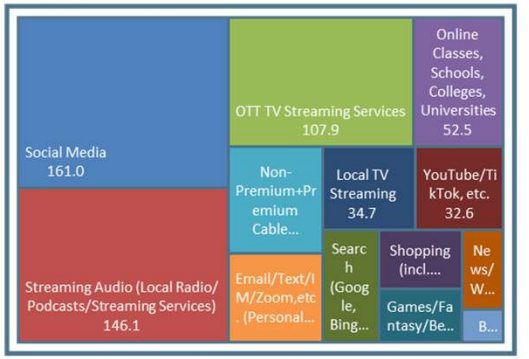
216,731 or 75.7% of Adults 18 or older who used LEDO PIZZA in the past 7 days use Ad-Supported Social Media for an average of 135.5 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

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

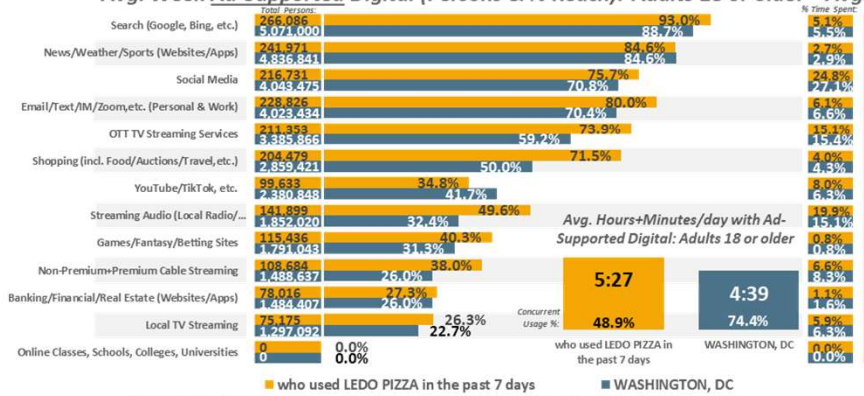


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

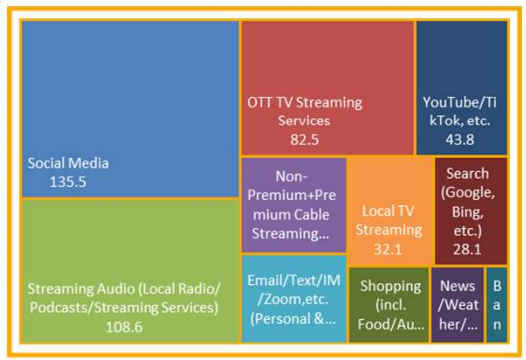


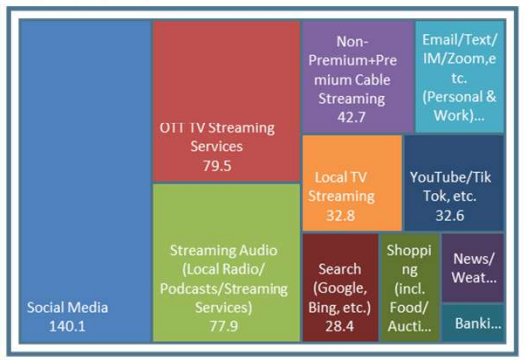


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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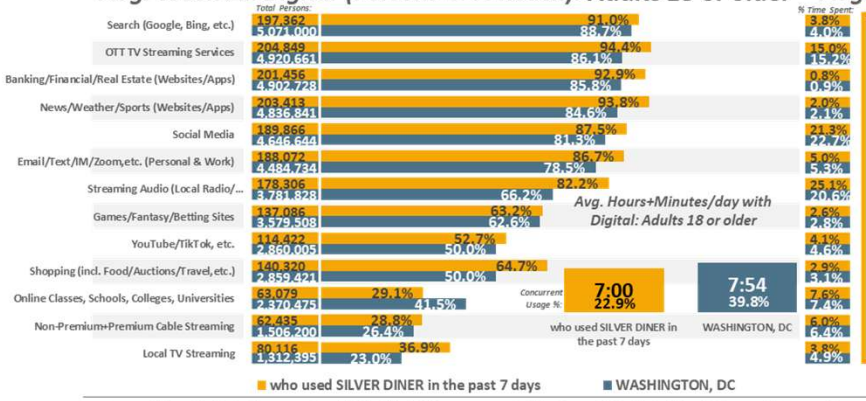
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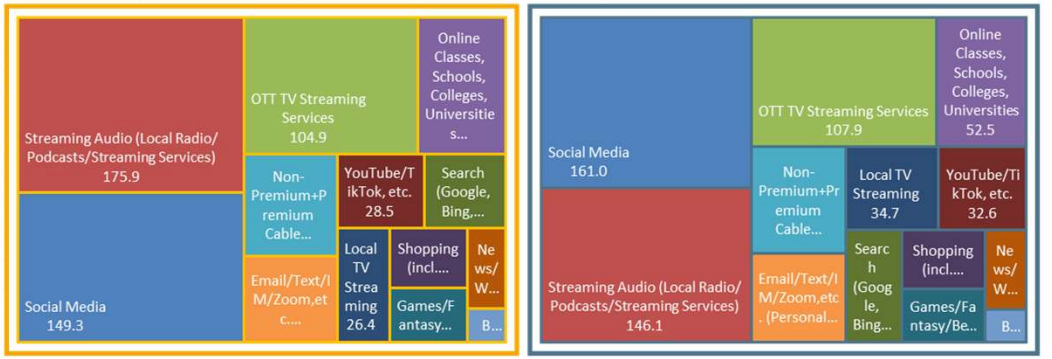
Quick service restaurants used past 30 days: Ledo Pizza

158,297 or 73.% of Adults 18 or older who used SILVER DINER in the past 7 days use Ad-Supported Social Media for an average of 124.5 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

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



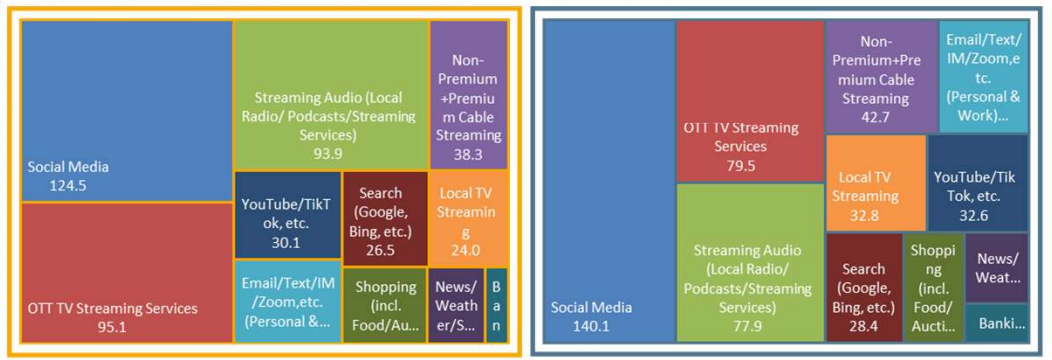
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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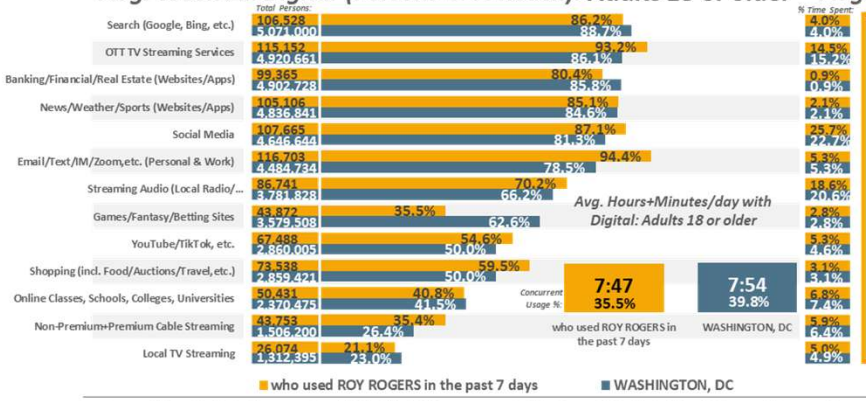
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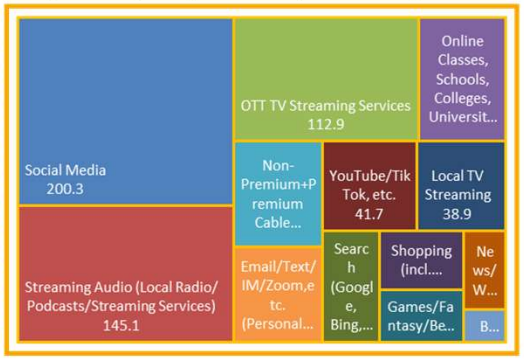
Sit-down restaurants used past 30 days: Silver Diner

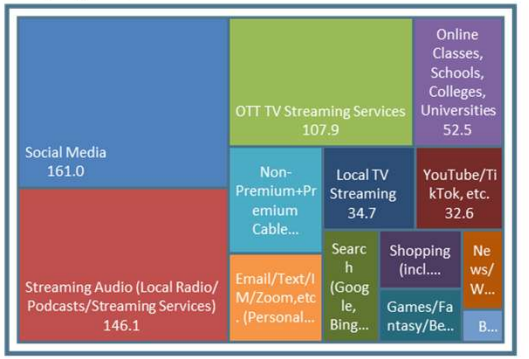
88,963 or 72.% of Adults 18 or older who used ROY ROGERS in the past 7 days use Ad-Supported Social Media for an average of 165.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

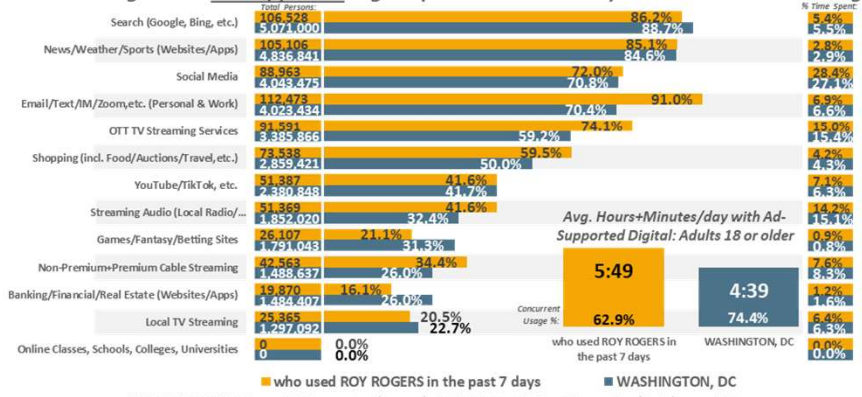


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

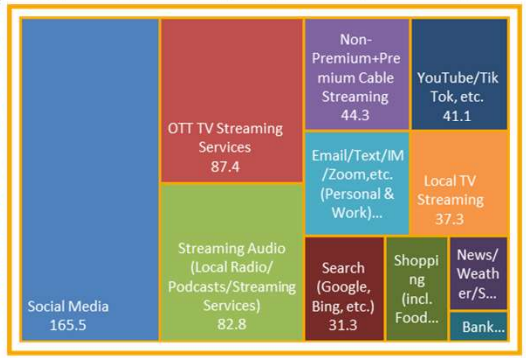


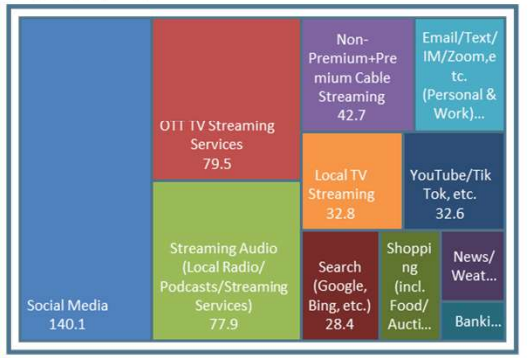


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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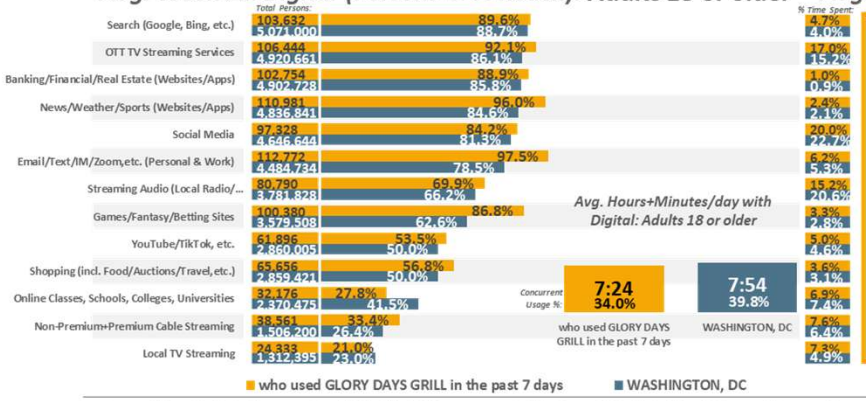
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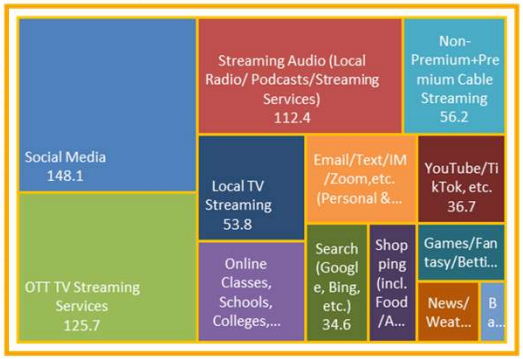
Quick service restaurants used past 30 days: Roy Rogers

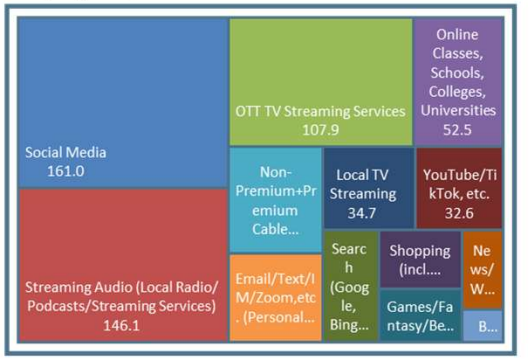
91,565 or 79.2% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days use Ad-Supported Social Media for an average of 139.3 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

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



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

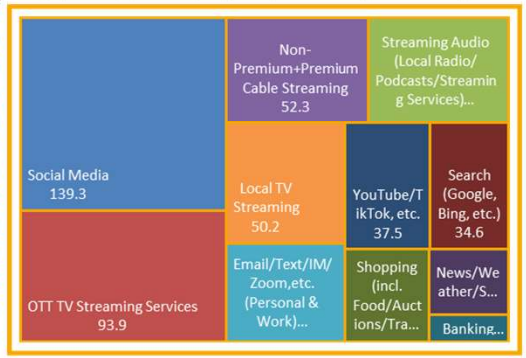


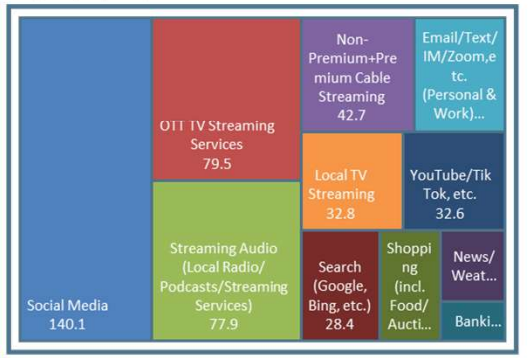


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



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





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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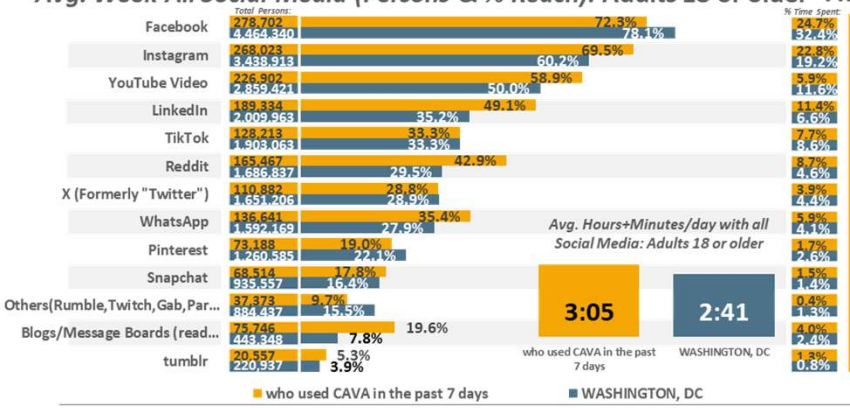
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Sit-down restaurants used past 30 days: Glory Days Grill

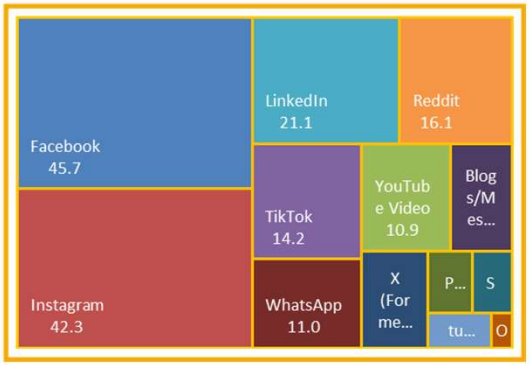
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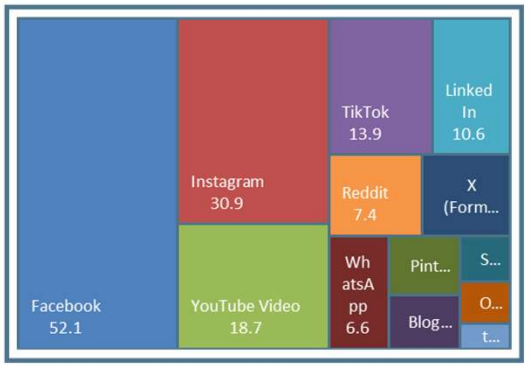
278,702 or 72.3% of Adults 18 or older who used CAVA in the past 7 days use Ad-Supported Facebook for an average of 54.5 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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



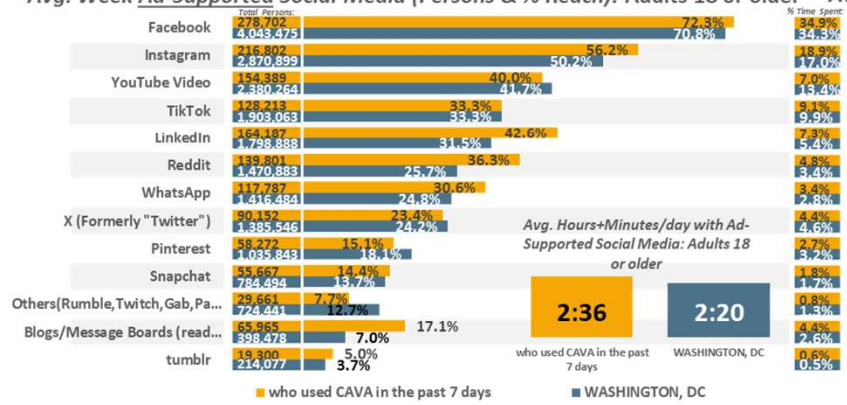
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



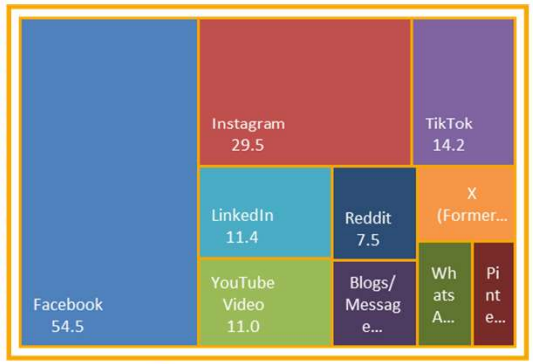


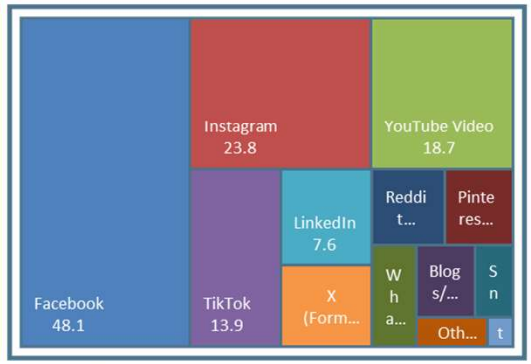
who used CAVA in the past 7 days ■ WASHINGTON, DC

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 CAVA in the past 7 days ■ WASHINGTON, DC

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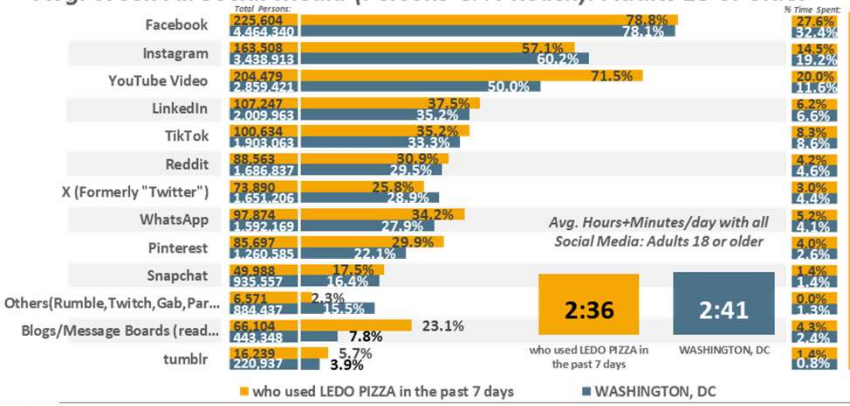
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Quick service restaurants used past 30 days: CAVA

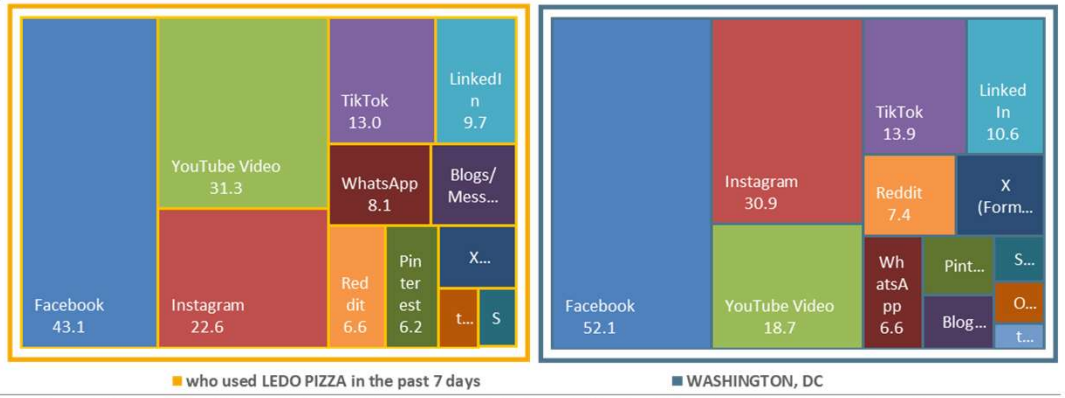


216,731 or 75.7% of Adults 18 or older who used LEDO PIZZA in the past 7 days use Ad-Supported Facebook for an average of 41.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

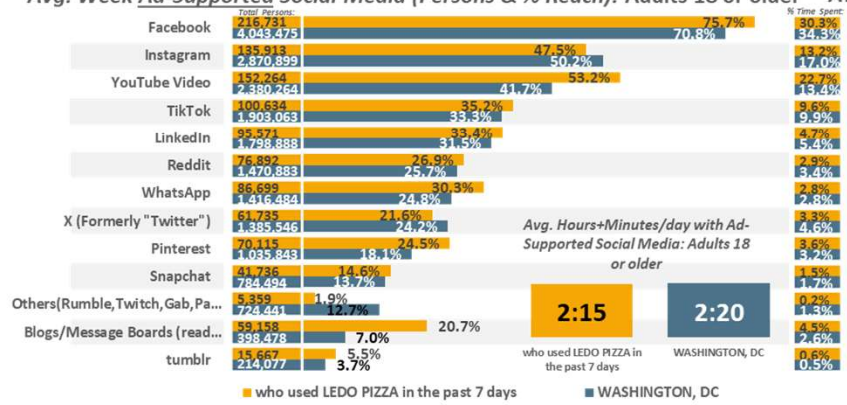
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



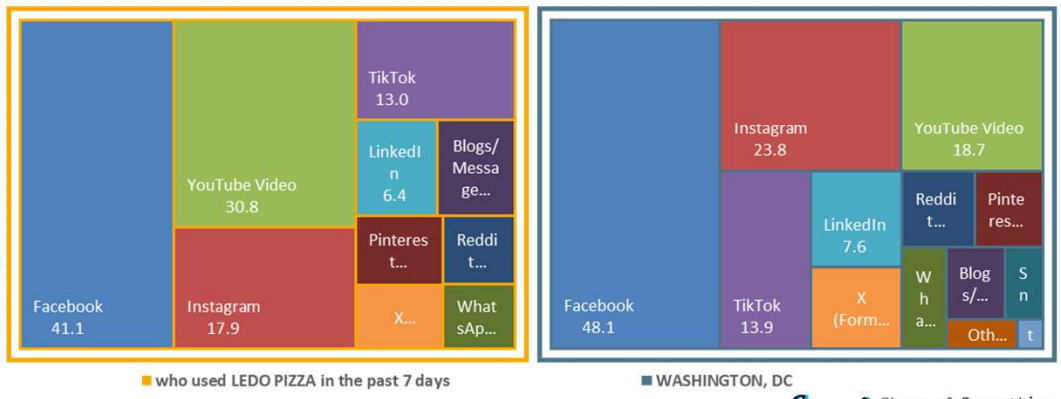
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

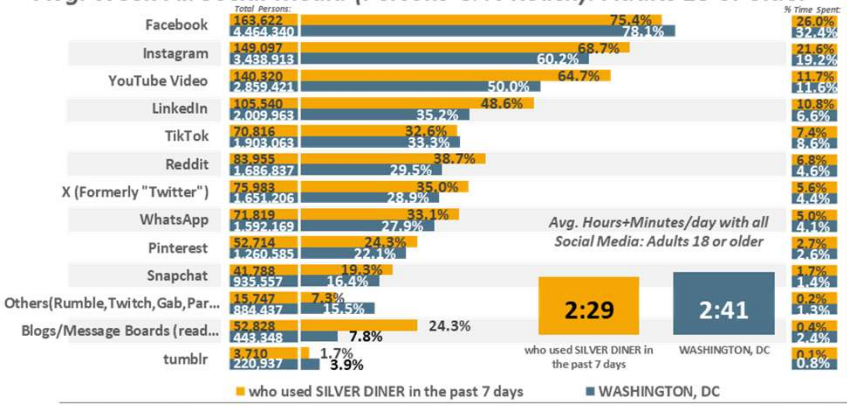
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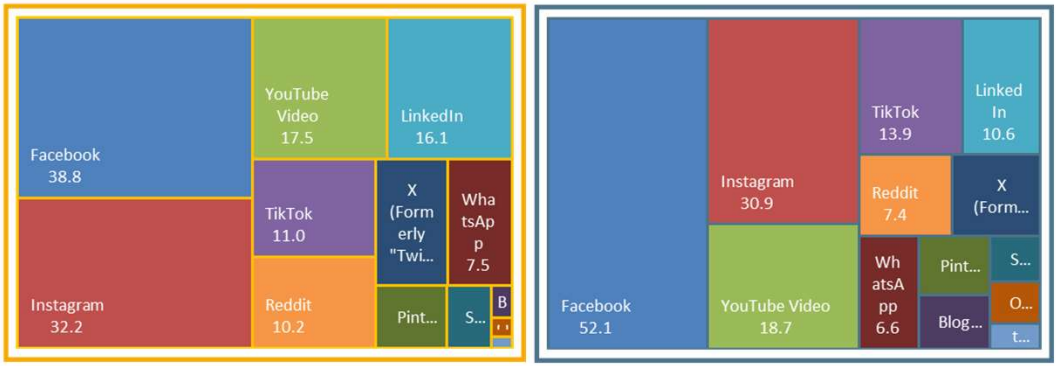
Quick service restaurants used past 30 days: Ledo Pizza

158,297 or 73.% of Adults 18 or older who used SILVER DINER in the past 7 days use Ad-Supported Facebook for an average of 41.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

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

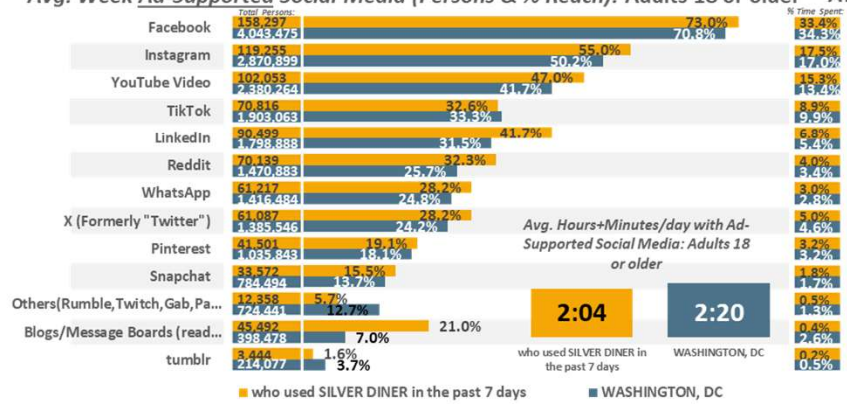


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

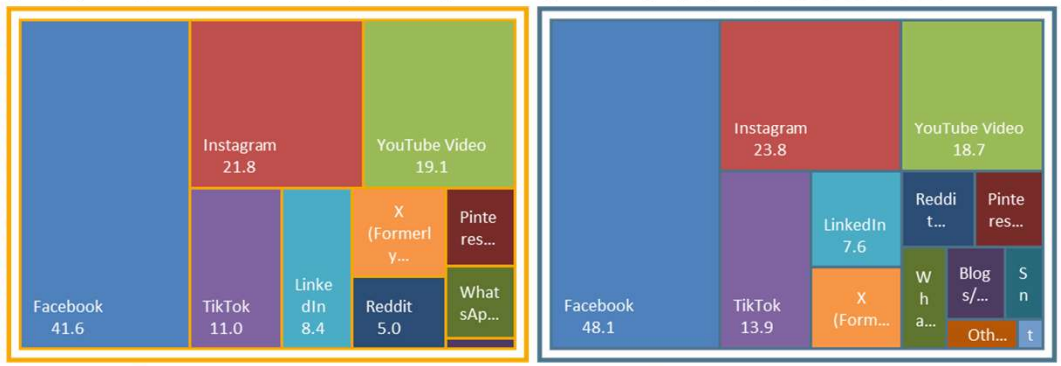


who used SILVER DINER in the past 7 days ■ WASHINGTON, DC

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 SILVER DINER in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

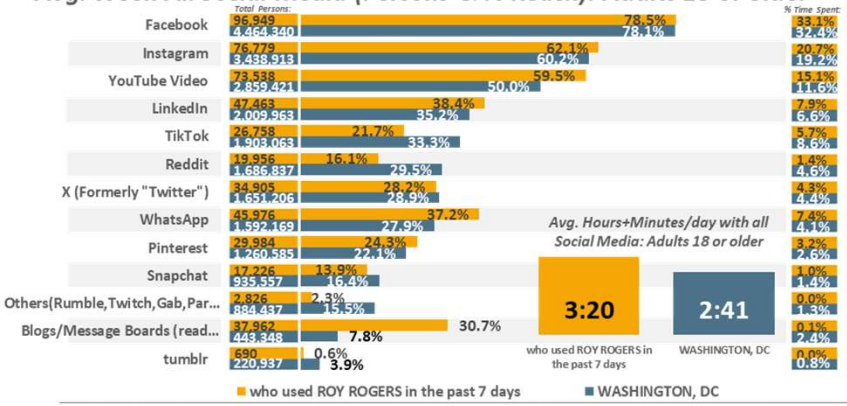
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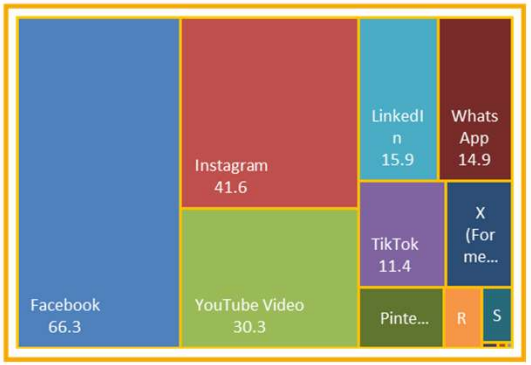
Sit-down restaurants used past 30 days: Silver Diner

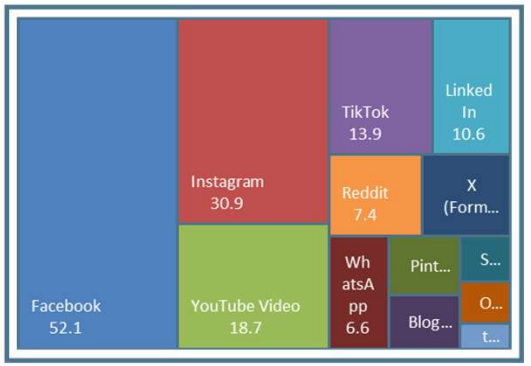
88,963 or 72.% of Adults 18 or older who used ROY ROGERS in the past 7 days use Ad-Supported Facebook for an average of 60.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



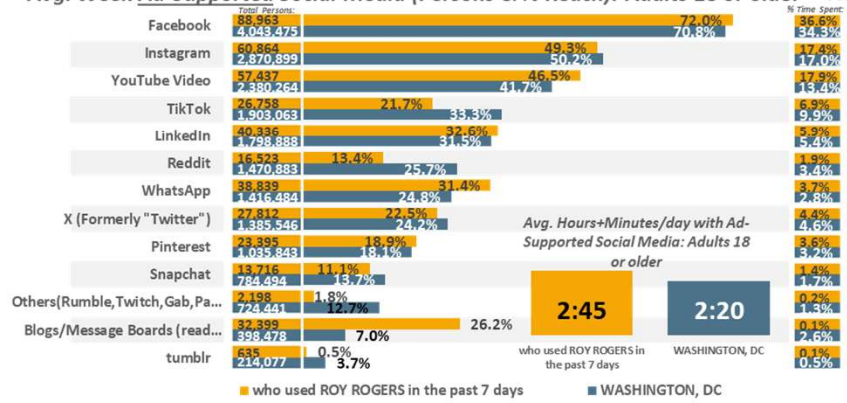
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



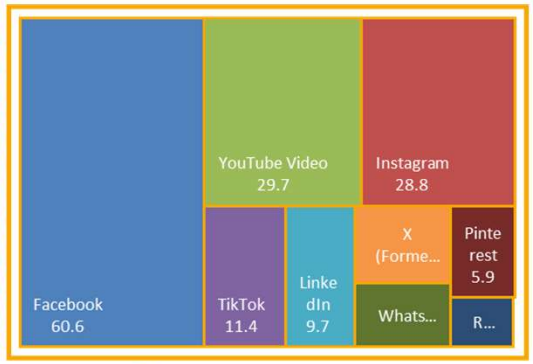


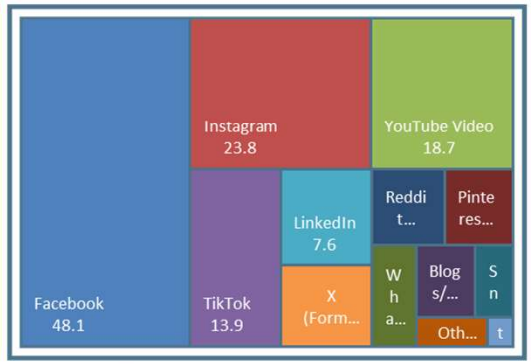
who used ROY ROGERS in the past 7 days ■ WASHINGTON, DC

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 ROY ROGERS in the past 7 days ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

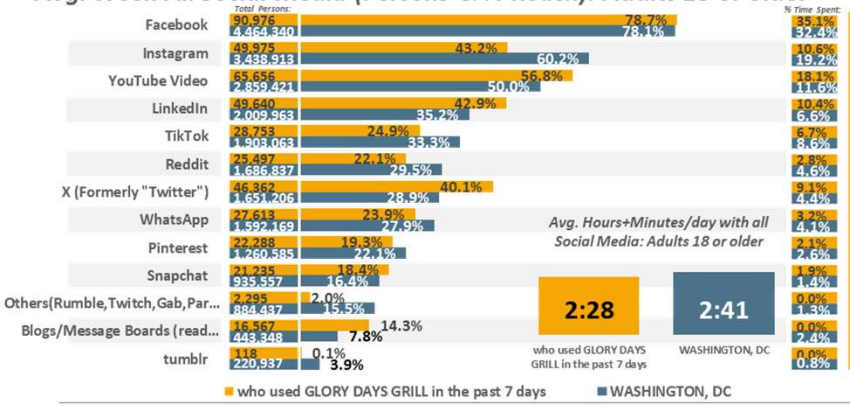
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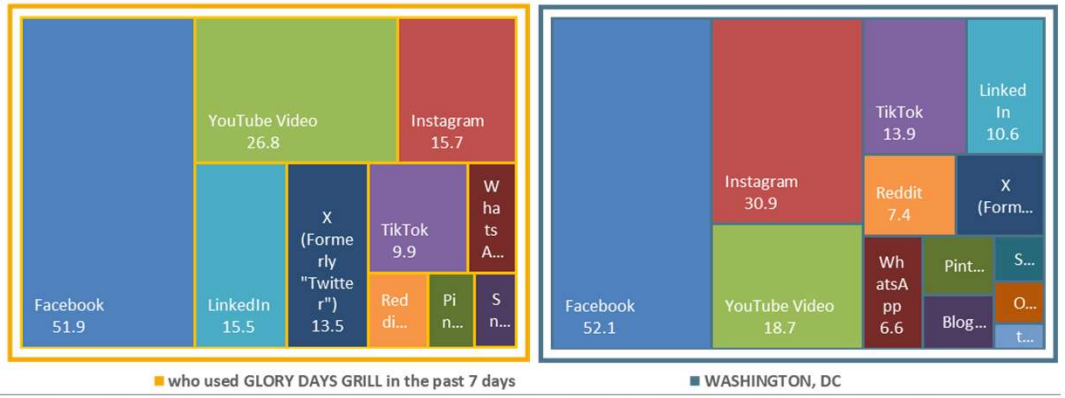
Quick service restaurants used past 30 days: Roy Rogers

90,976 or 78.7% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days use Ad-Supported Facebook for an average of 51.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

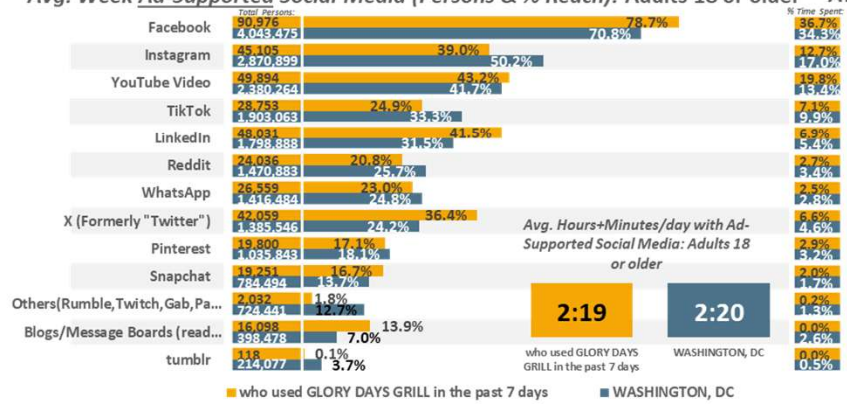
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



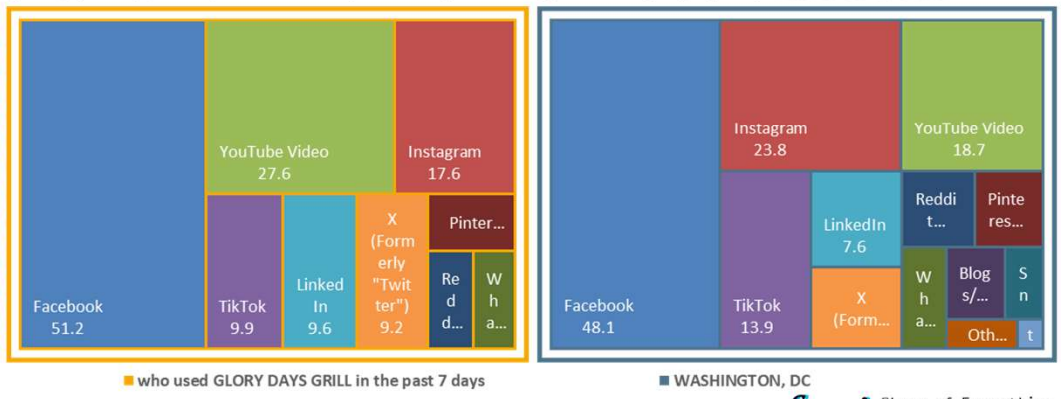
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

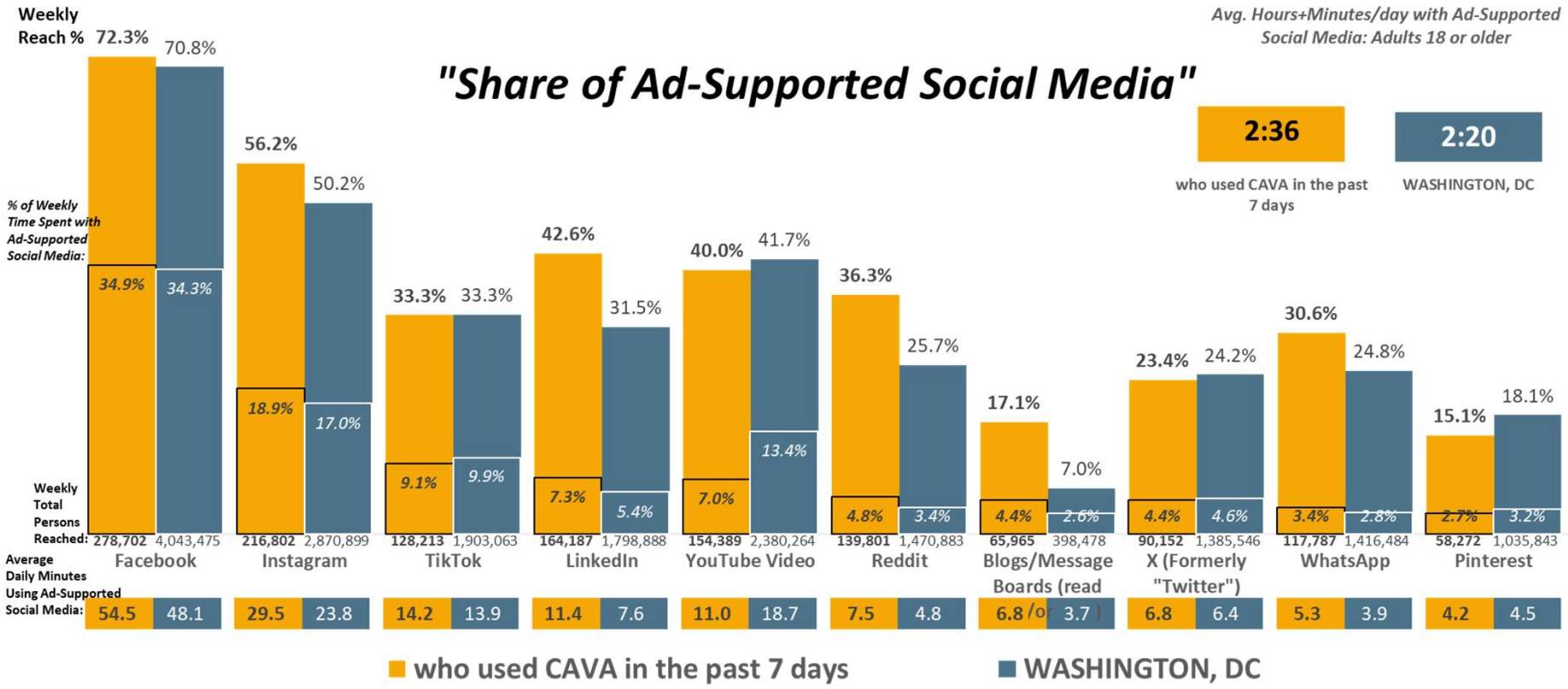
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

278,702 or 72.3% of Adults 18 or older who used CAVA in the past 7 days use Ad-Supported Facebook for an average of 54.5 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



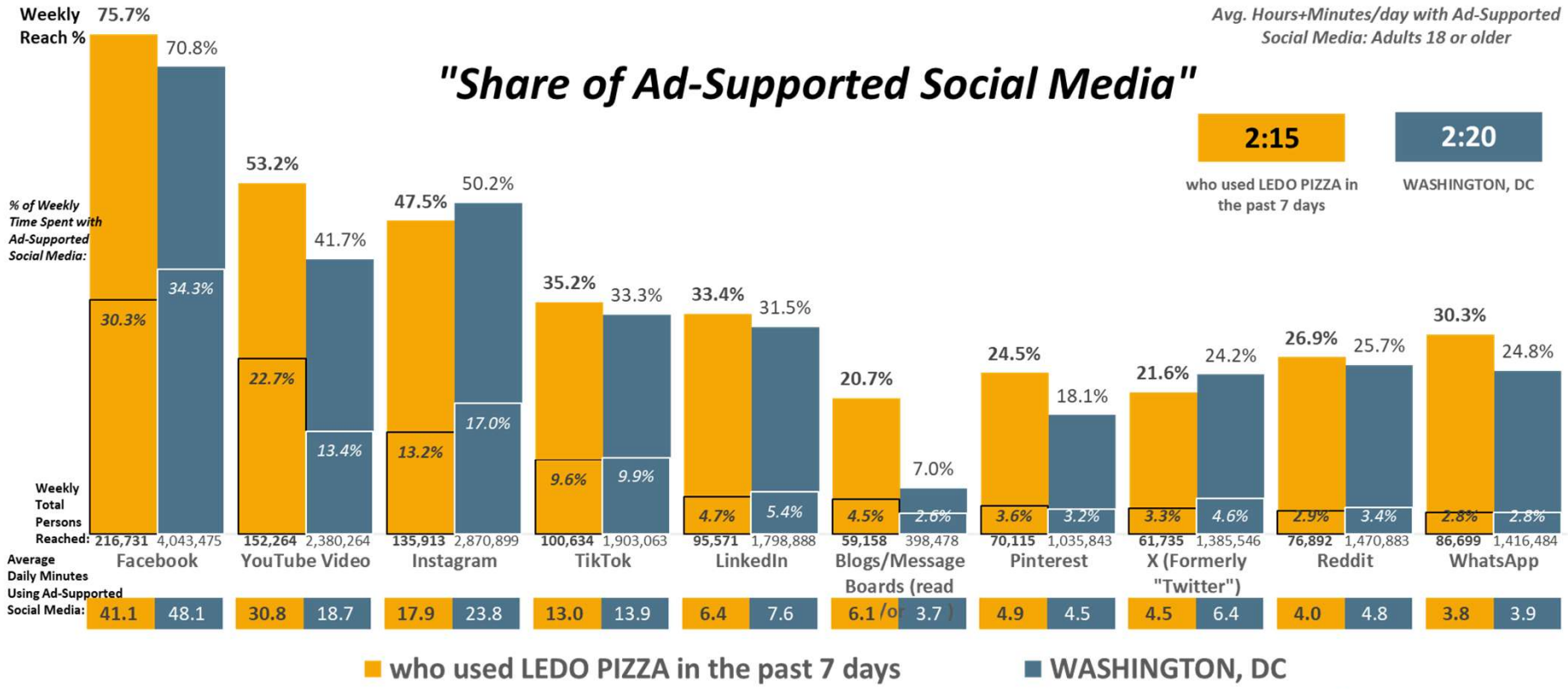
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: CAVA

216,731 or 75.7% of Adults 18 or older who used LEDO PIZZA in the past 7 days use Ad-Supported Facebook for an average of 41.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



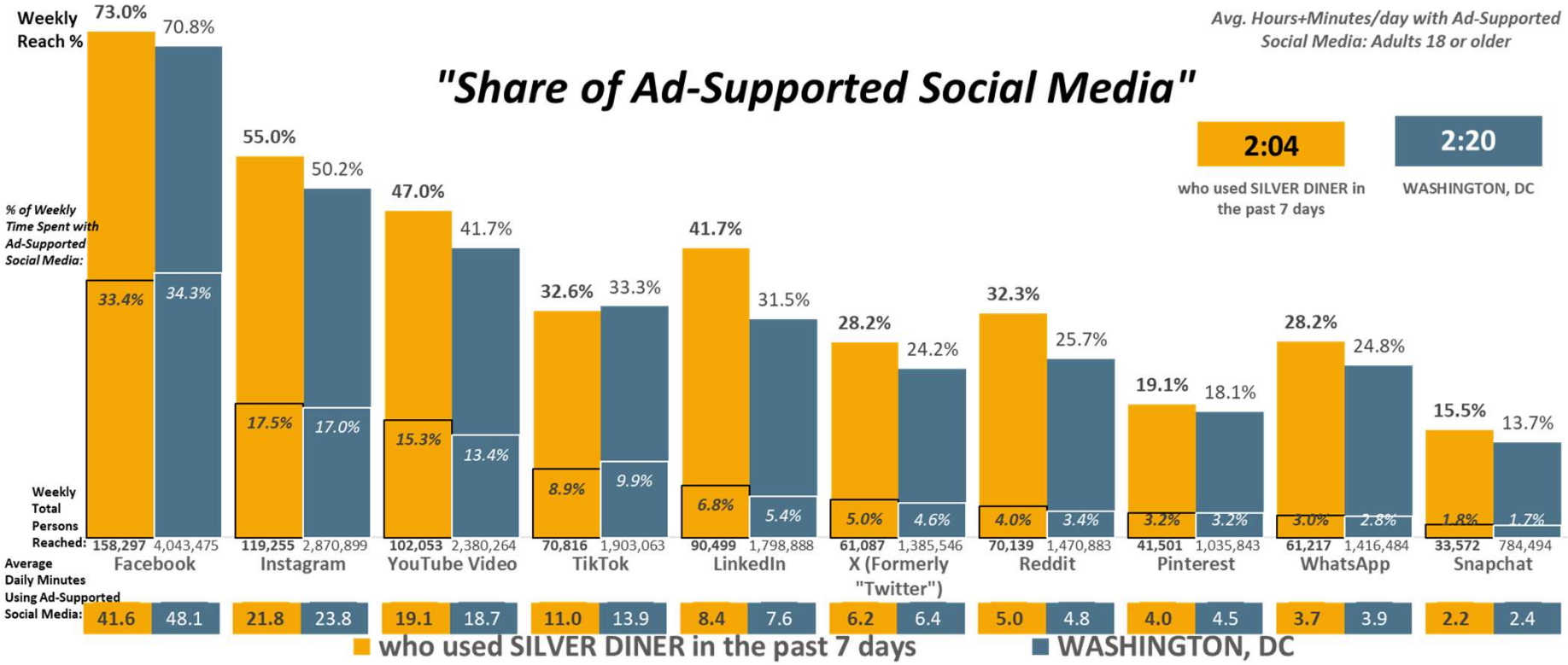
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Ledo Pizza

158,297 or 73.% of Adults 18 or older who used SILVER DINER in the past 7 days use Ad-Supported Facebook for an average of 41.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.



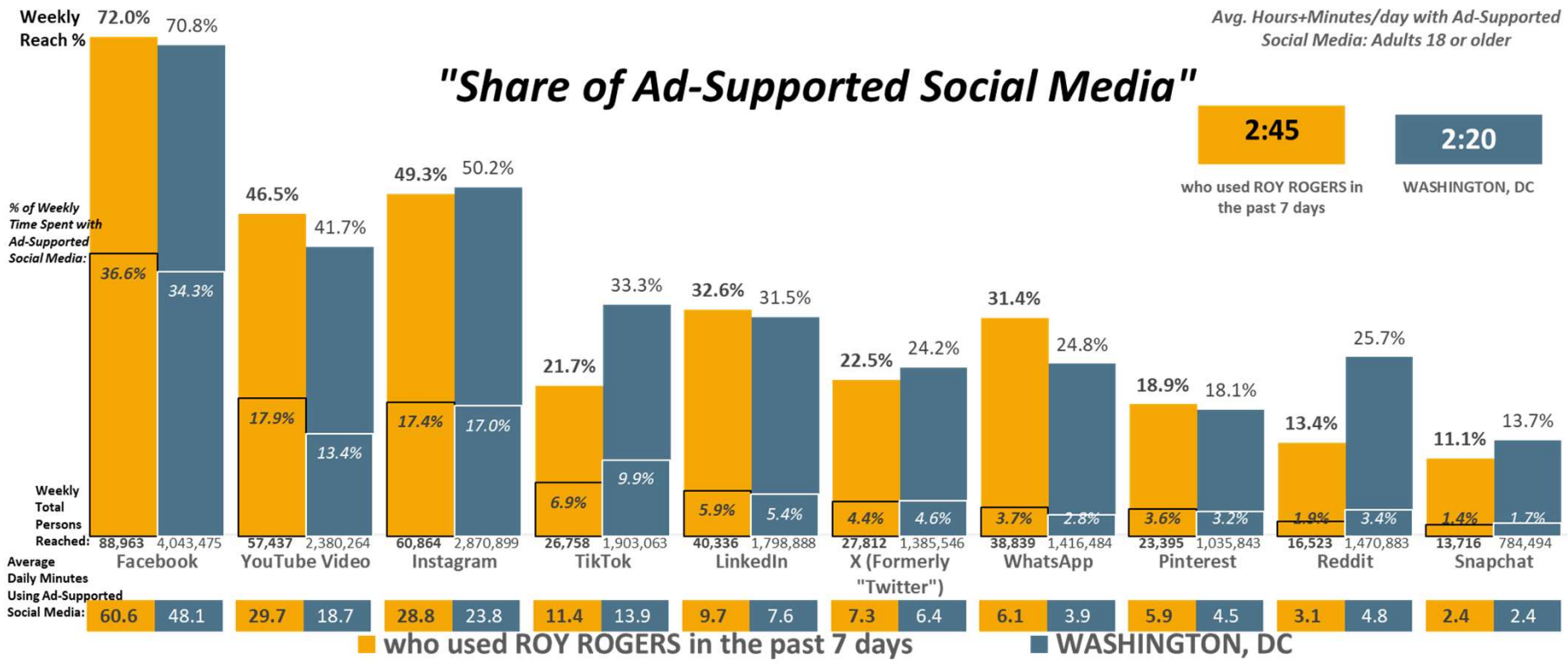
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Sit-down restaurants used past 30 days: Silver Diner

88,963 or 72.% of Adults 18 or older who used ROY ROGERS in the past 7 days use Ad-Supported Facebook for an average of 60.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



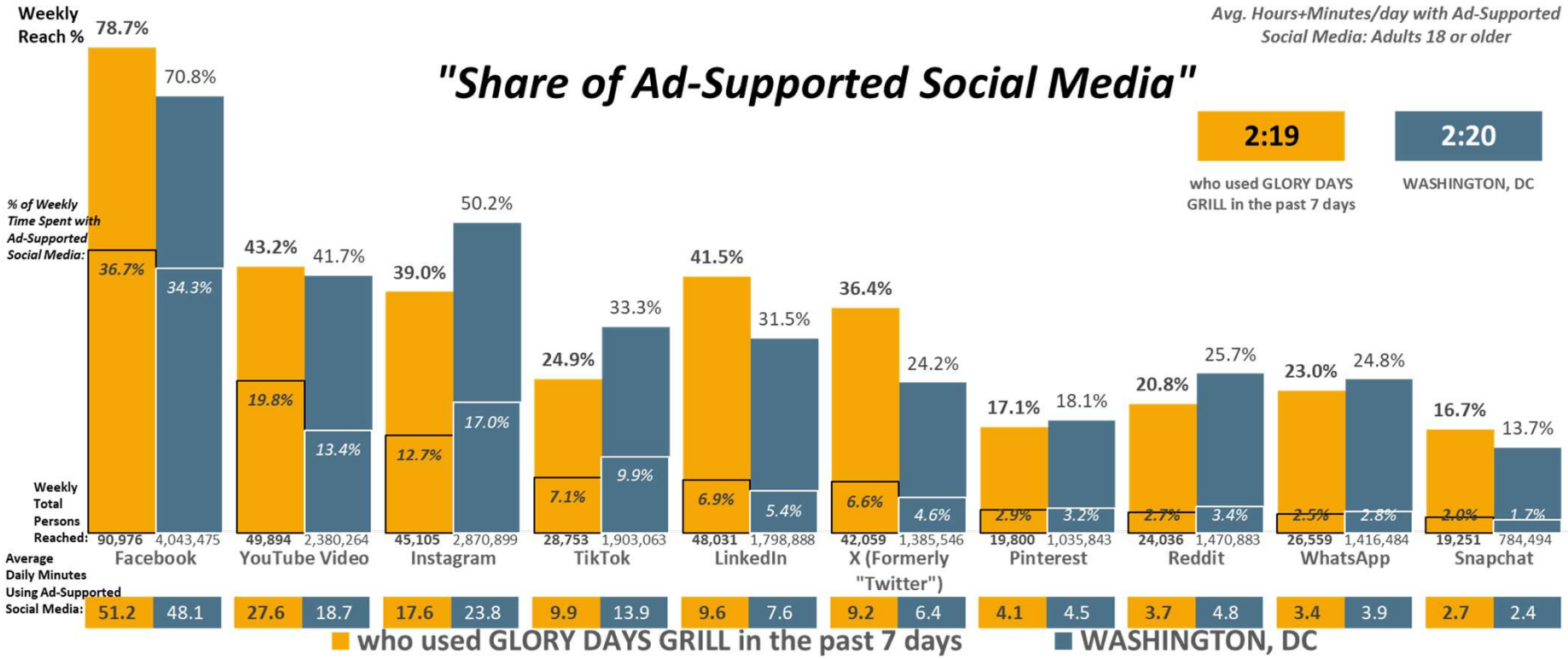
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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Quick service restaurants used past 30 days: Roy Rogers

90,976 or 78.7% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days use Ad-Supported Facebook for an average of 51.2 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

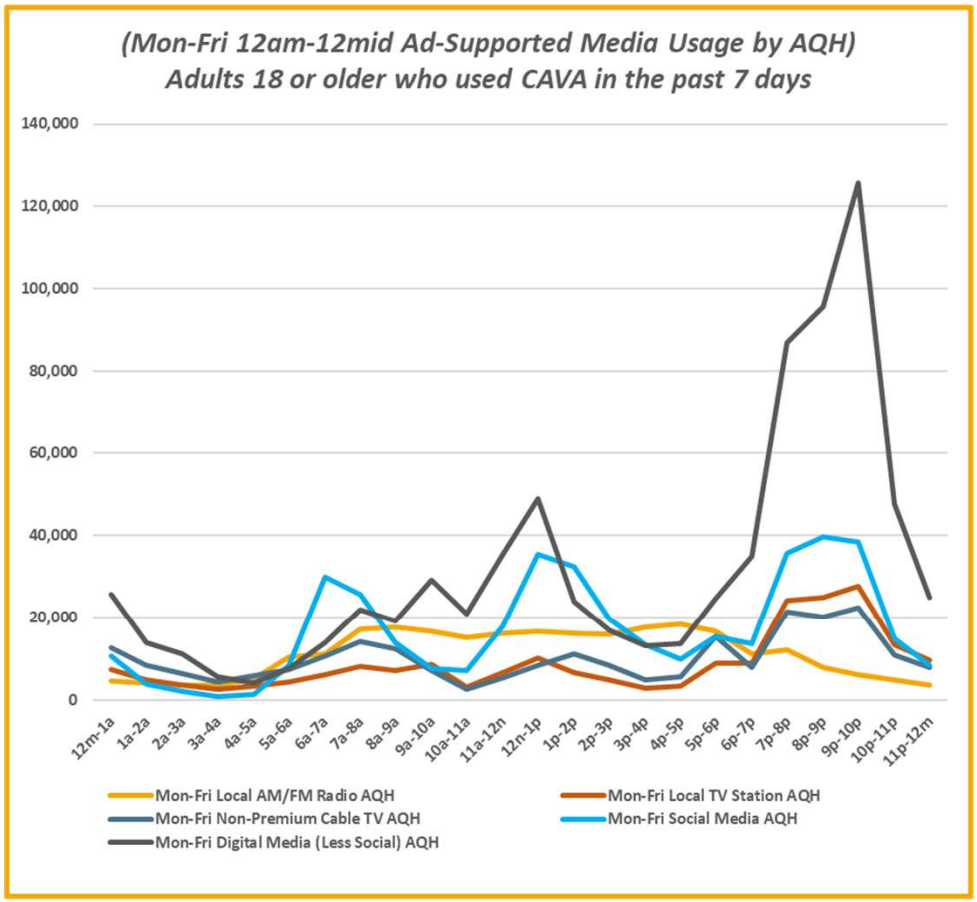
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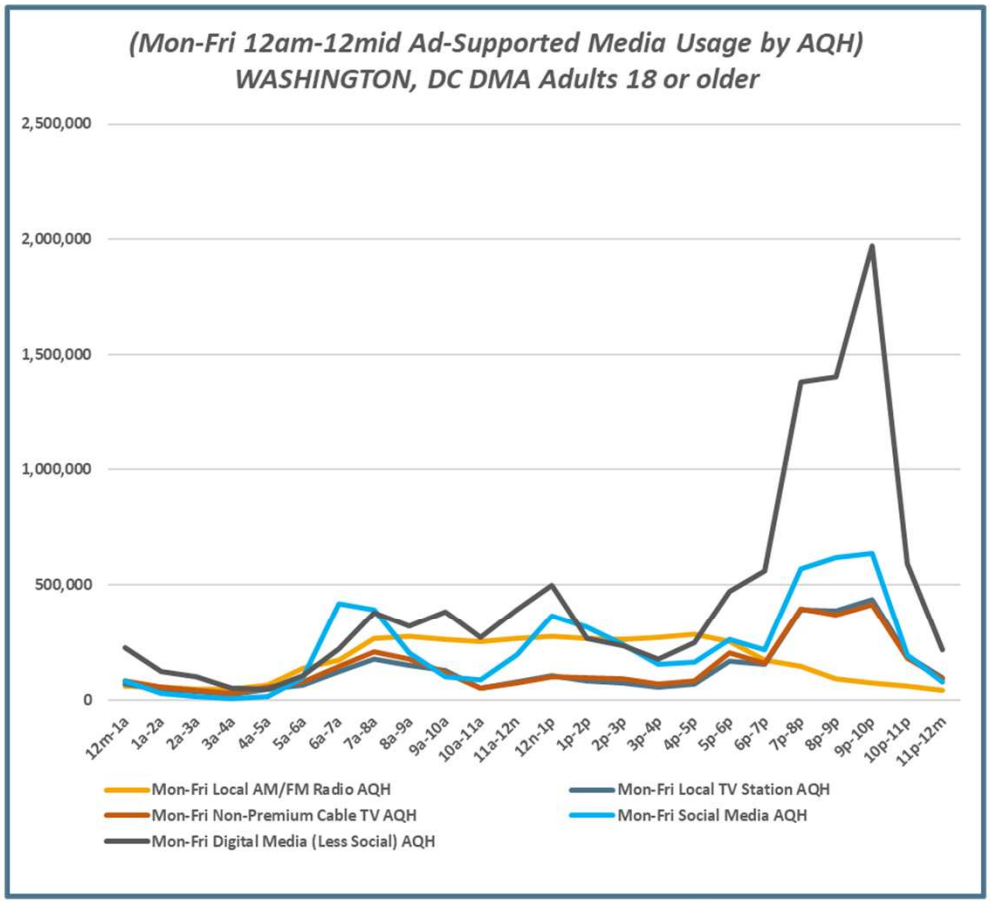
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 24,286; Social Media: 18,494; Local Radio: 15,813; Non-Prem. Cable: 8,667; Local TV: 6,497 reaching Adults 18 or older who used CAVA in the past 7 days.





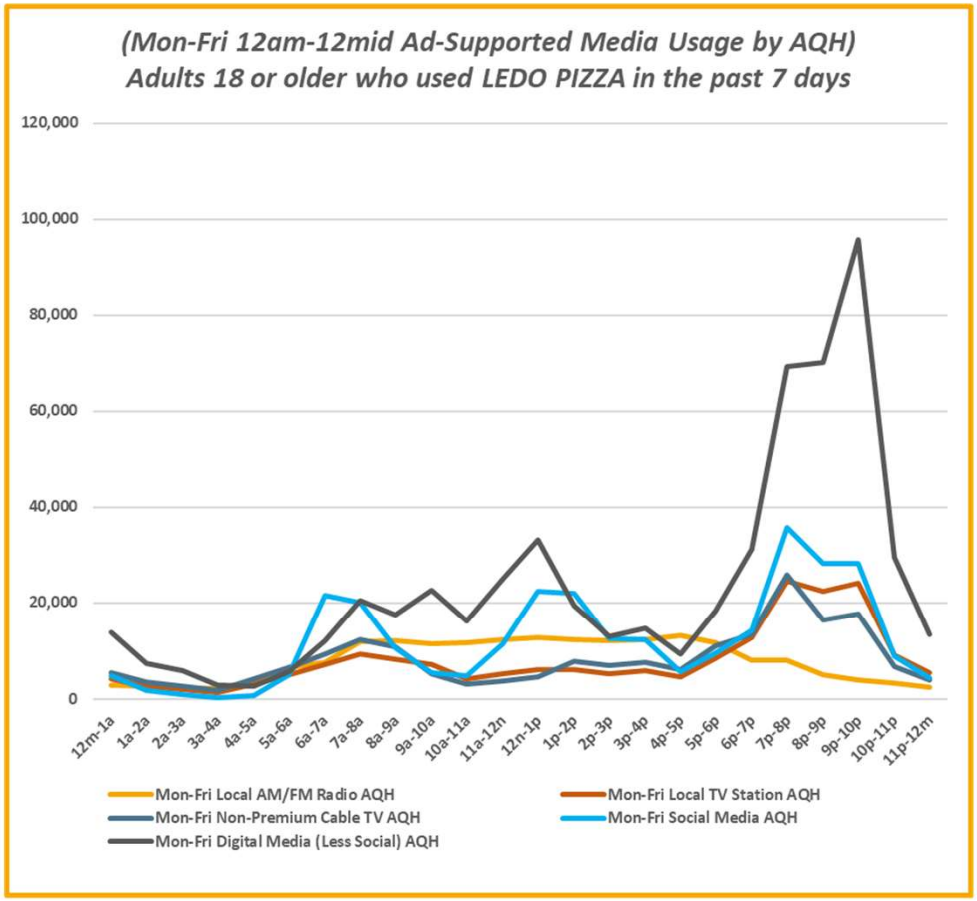
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

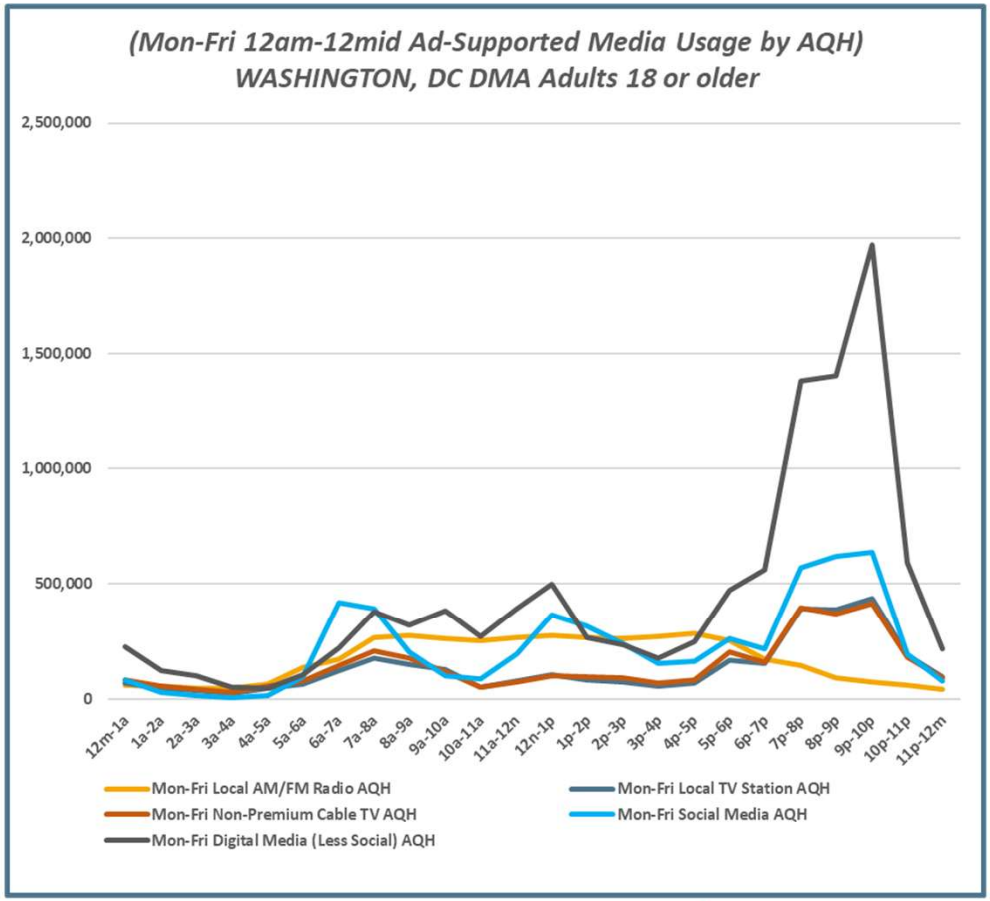
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Quick service restaurants used past 30 days: CAVA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,447; Social Media: 13,233; Local Radio: 11,448; Non-Prem. Cable: 7,806; Local TV: 6,900 reaching Adults 18 or older who used LEDO PIZZA in the past 7 days.





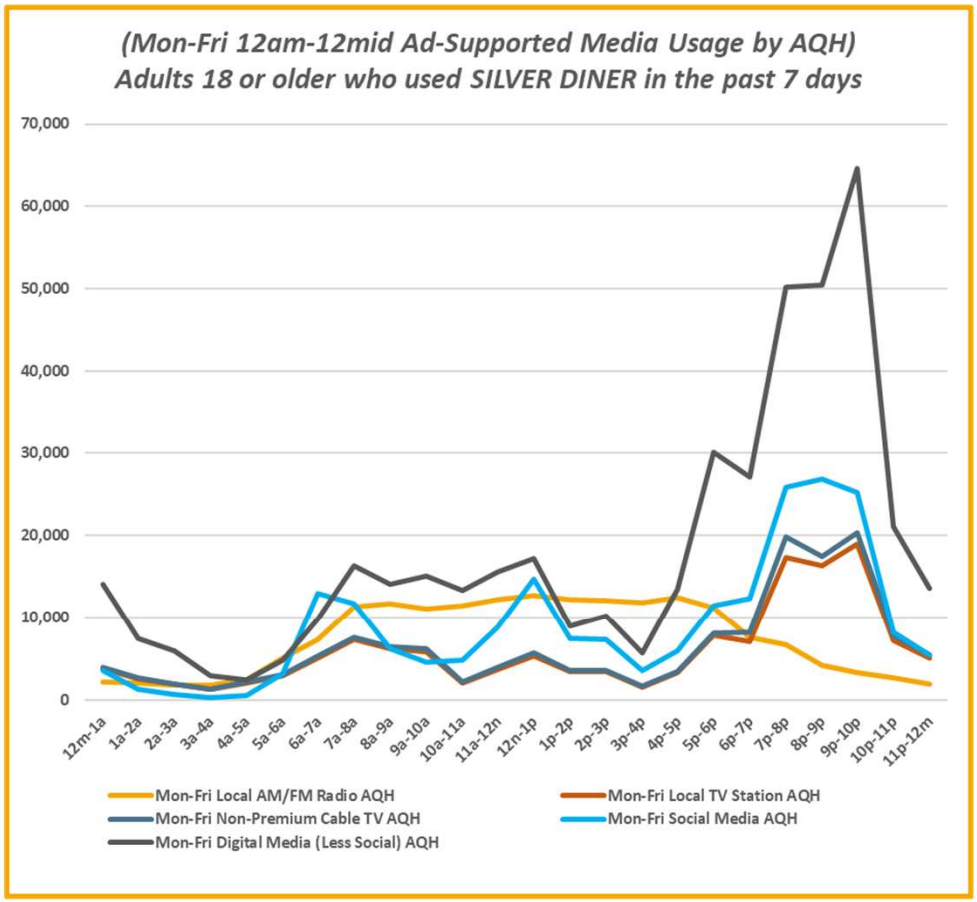
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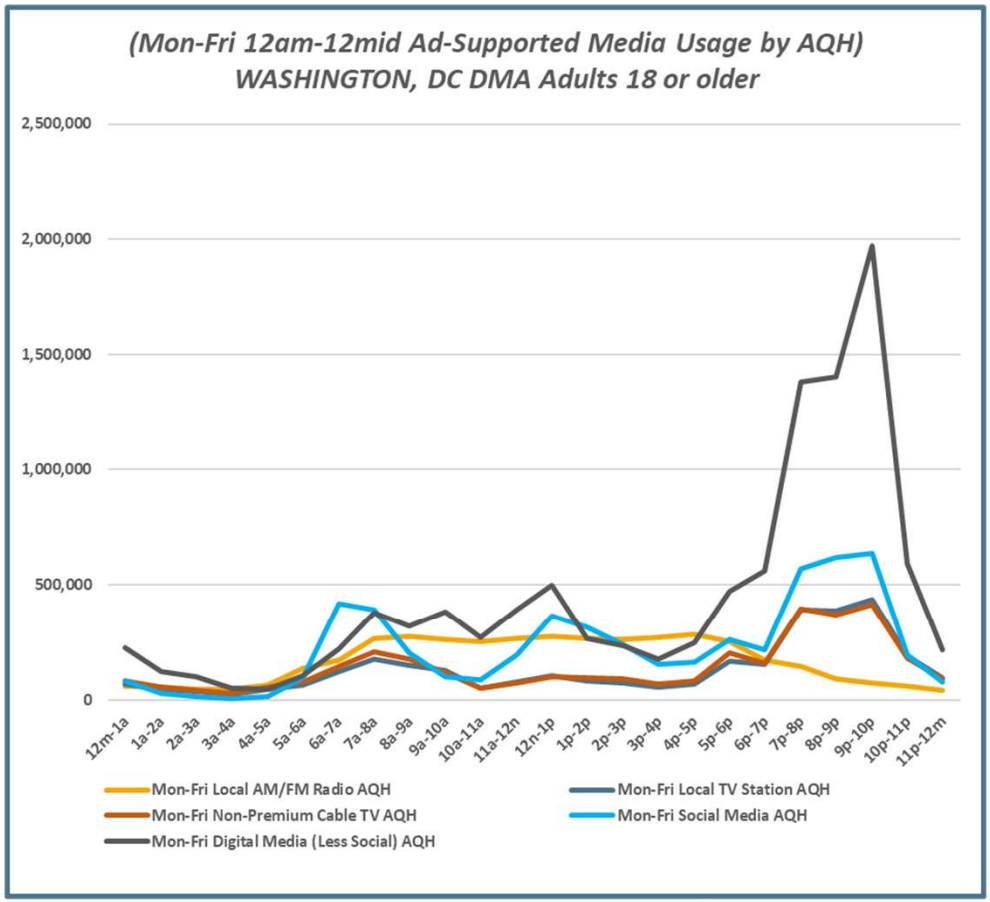
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Quick service restaurants used past 30 days: Ledo Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,138; Local Radio: 11,132; Social Media: 8,573; Non-Prem. Cable: 5,022; Local TV: 4,740 reaching Adults 18 or older who used SILVER DINER in the past 7 days.





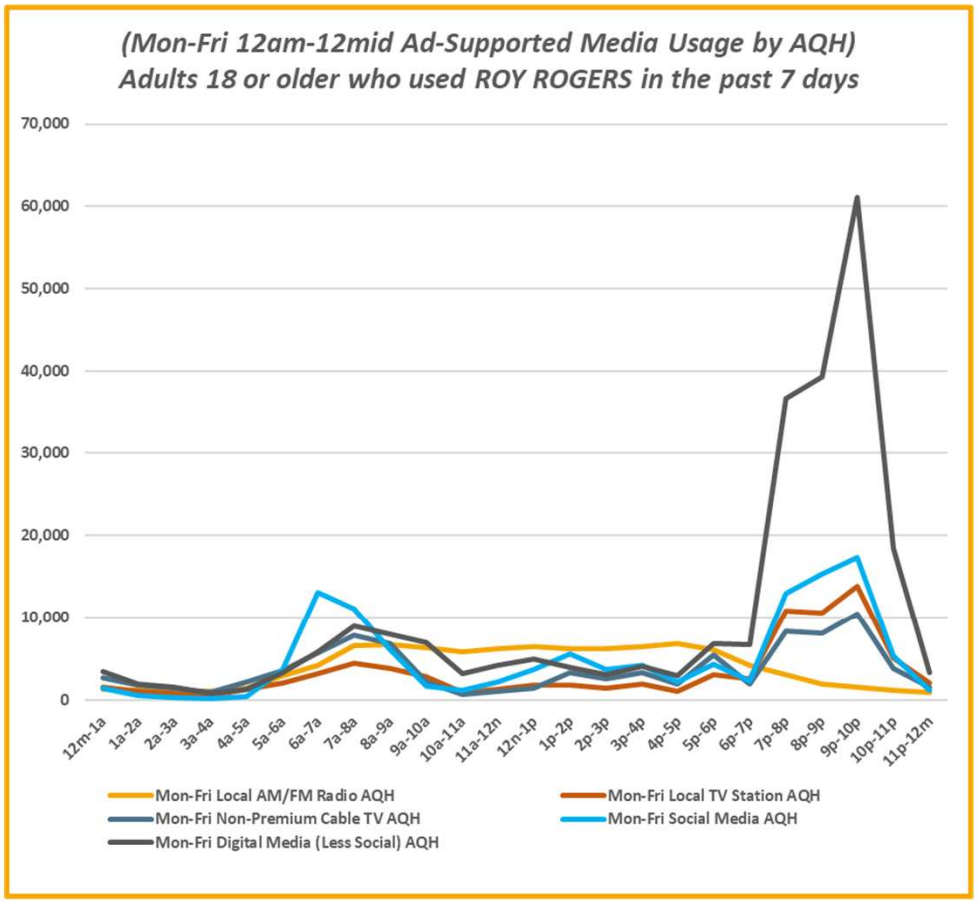
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

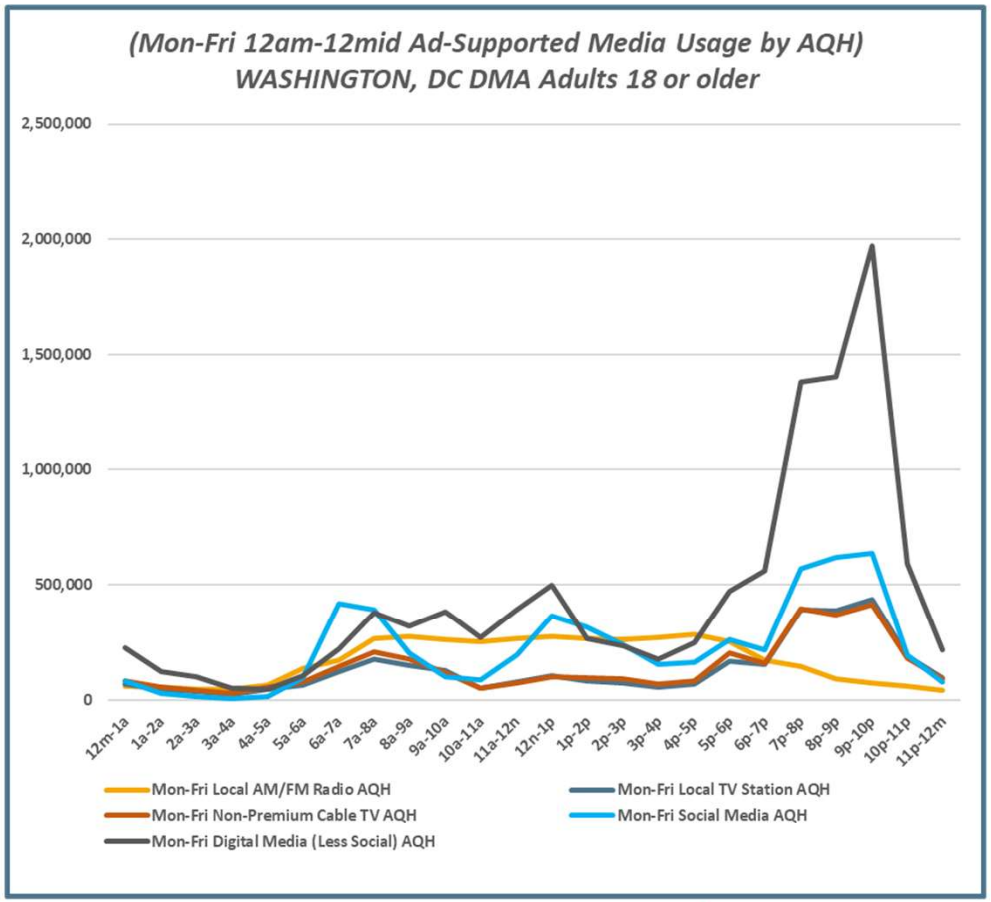
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Sit-down restaurants used past 30 days: Silver Diner

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,984; All Other Digital Media: 5,309; Social Media: 4,675; Non-Prem. Cable: 3,359; Local TV: 2,280 reaching Adults 18 or older who used ROY ROGERS in the past 7 days.





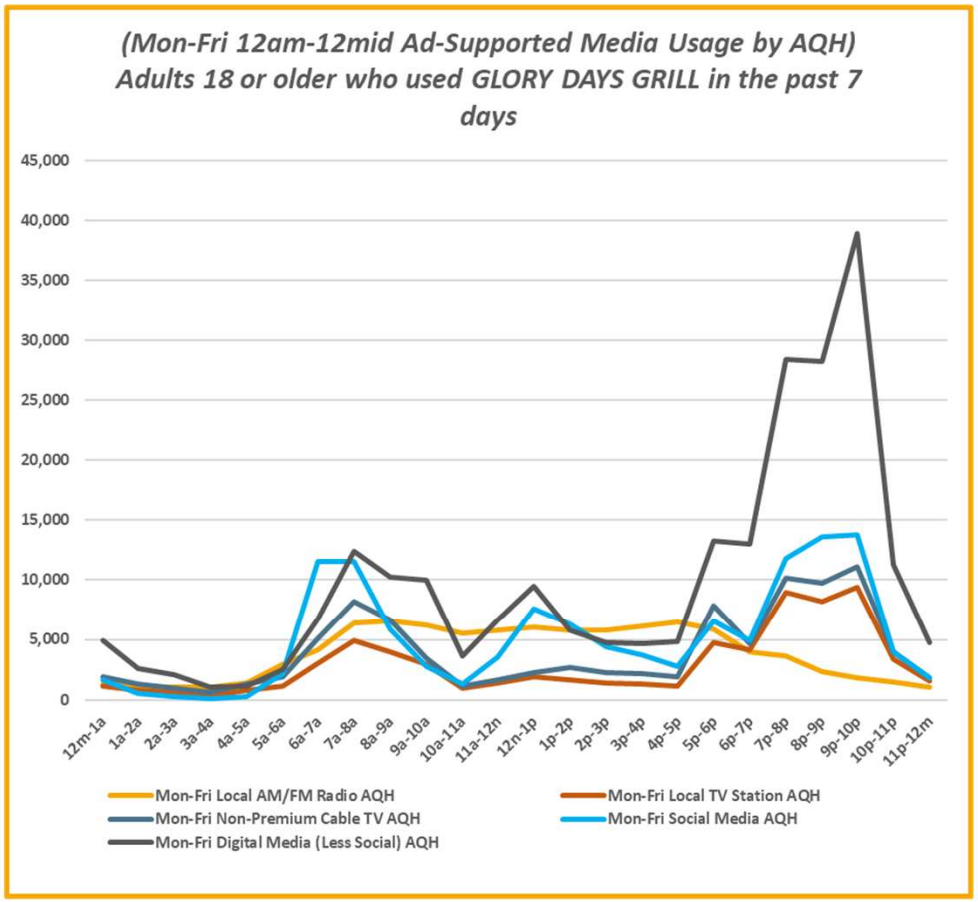
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

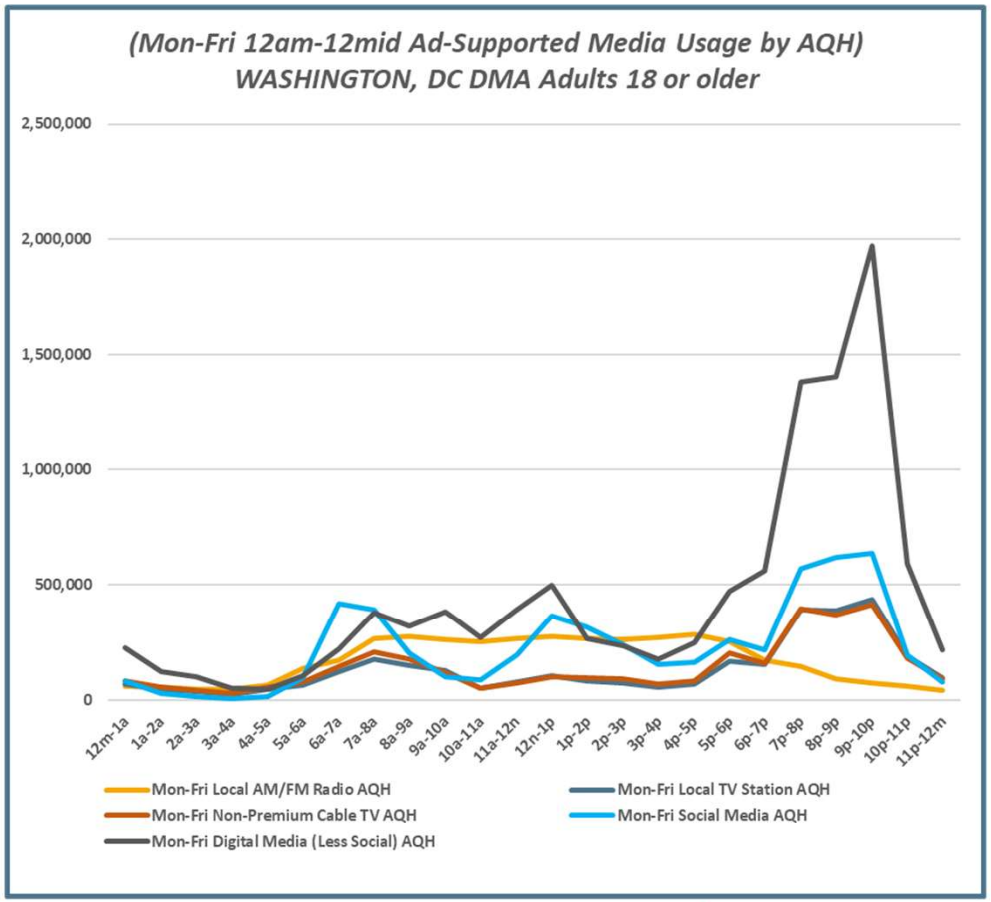
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Quick service restaurants used past 30 days: Roy Rogers

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,096; Local Radio: 5,731; Social Media: 5,590; Non-Prem. Cable: 3,839; Local TV: 2,567 reaching Adults 18 or older who used GLORY DAYS GRILL in the past 7 days.





WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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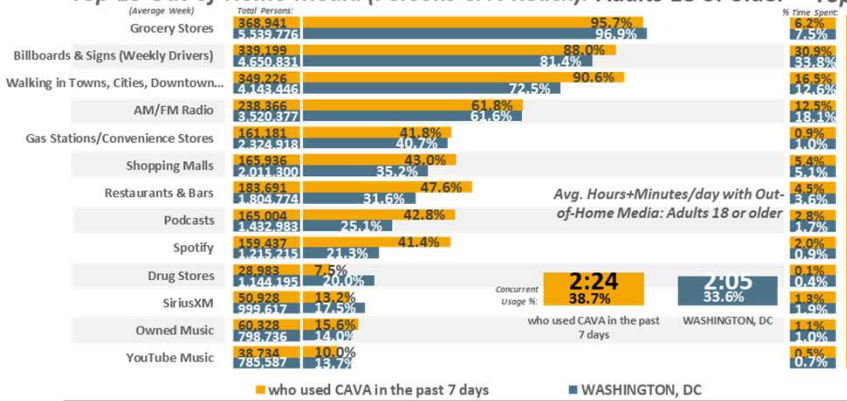
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Sit-down restaurants used past 30 days: Glory Days Grill

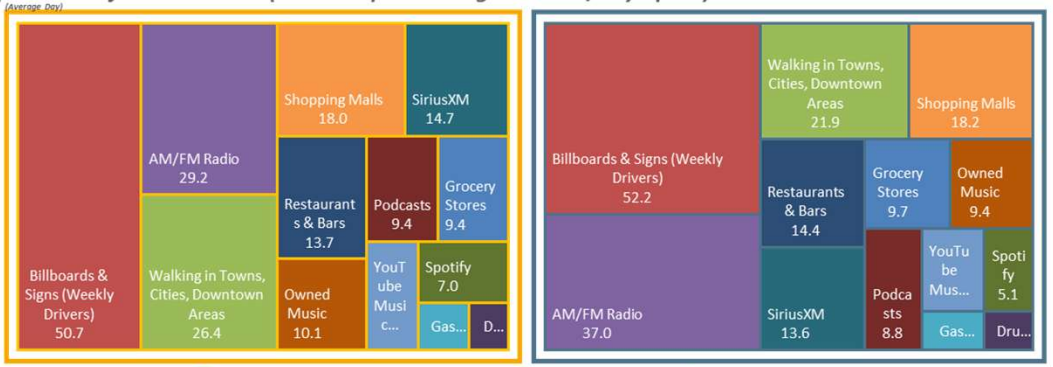
CAVA WDC

339,199 or 88.% of Adults 18 or older who used CAVA in the past 7 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 58.7% Listen to Local Radio Stations Out-of-Home for an average of 27. minutes/day.

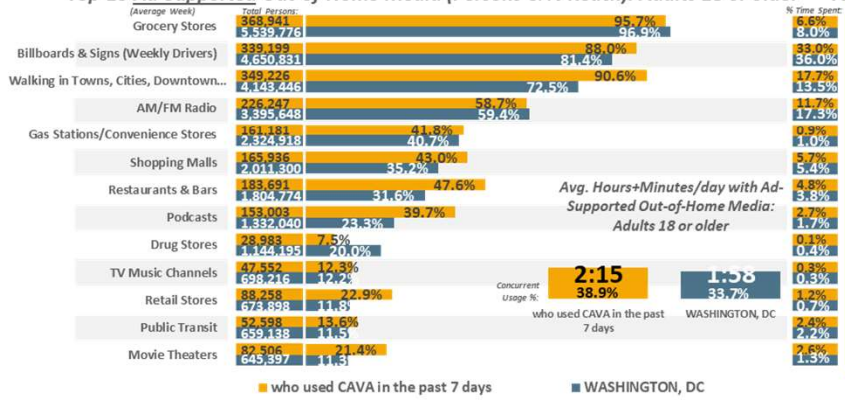
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



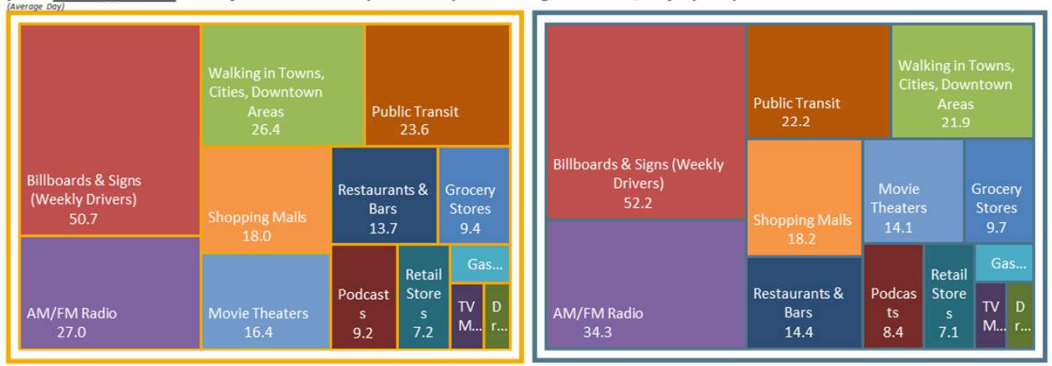
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

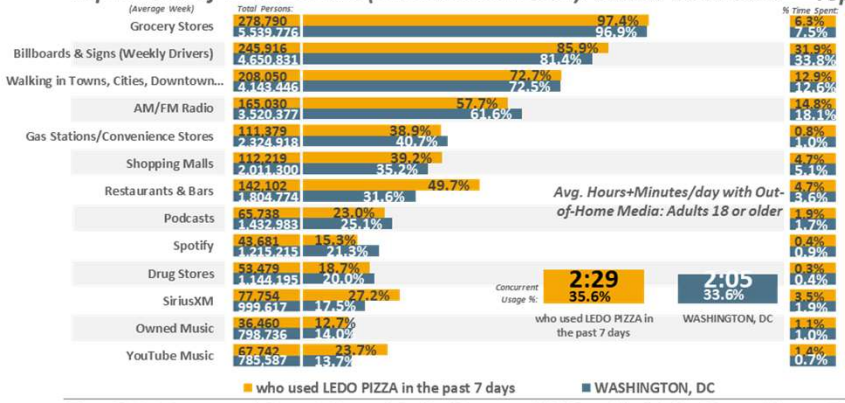
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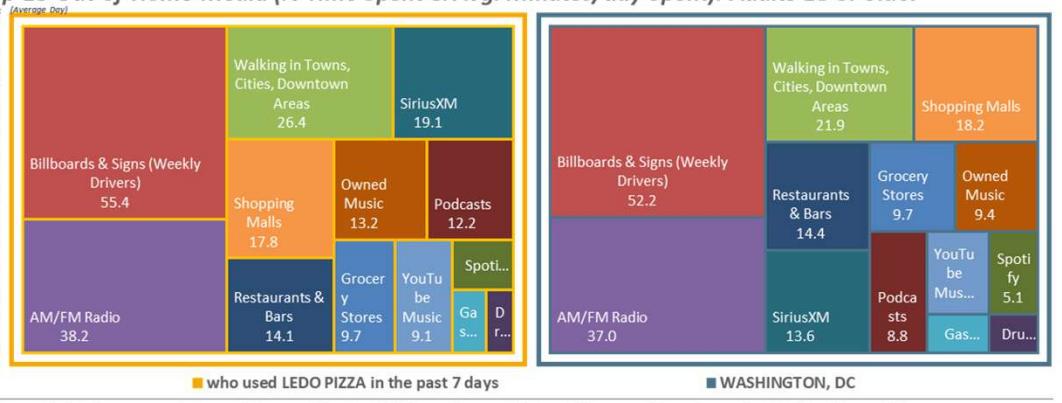
Quick service restaurants used past 30 days: CAVA

245,916 or 85.9% of Adults 18 or older who used LEDO PIZZA in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs. 55.7% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/day.

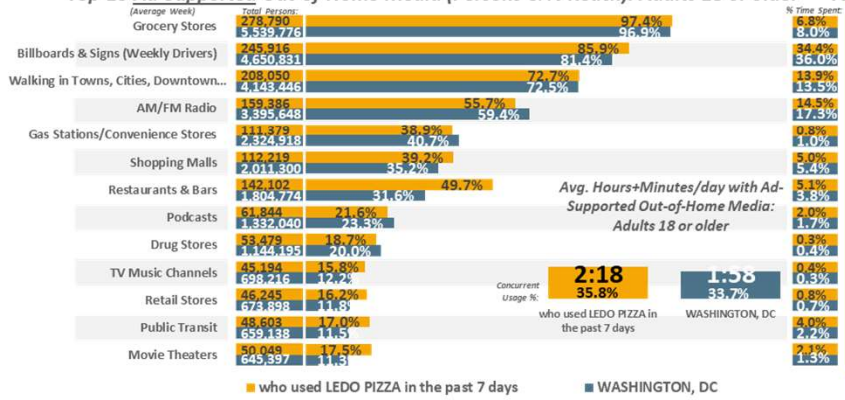
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



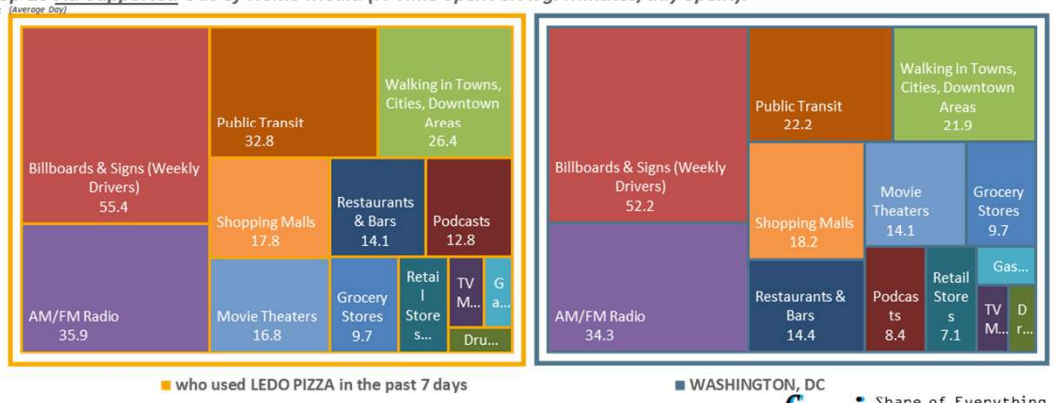
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

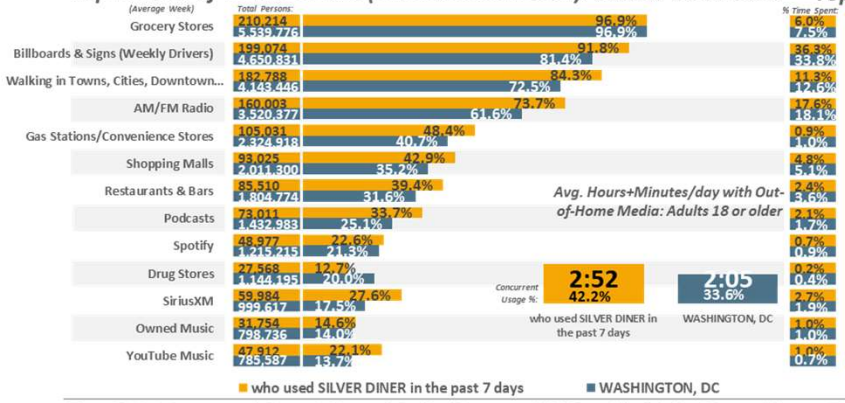
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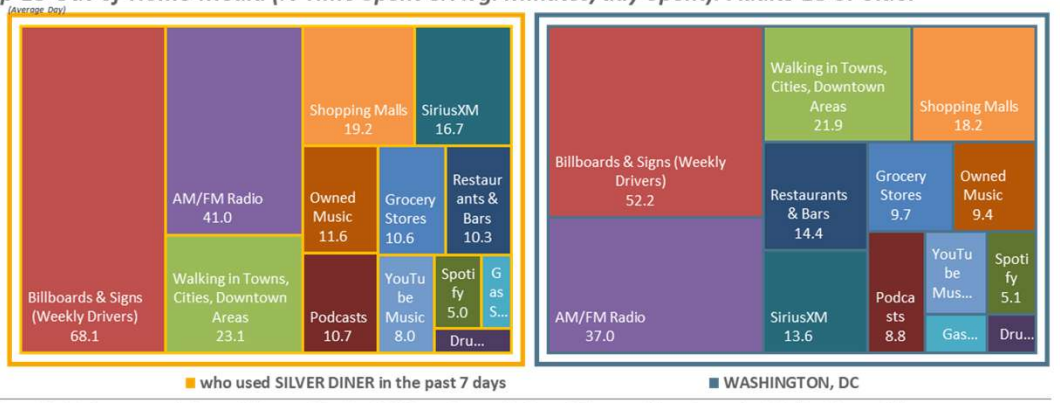
Quick service restaurants used past 30 days: Ledo Pizza

199,074 or 91.8% of Adults 18 or older who used SILVER DINER in the past 7 days spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

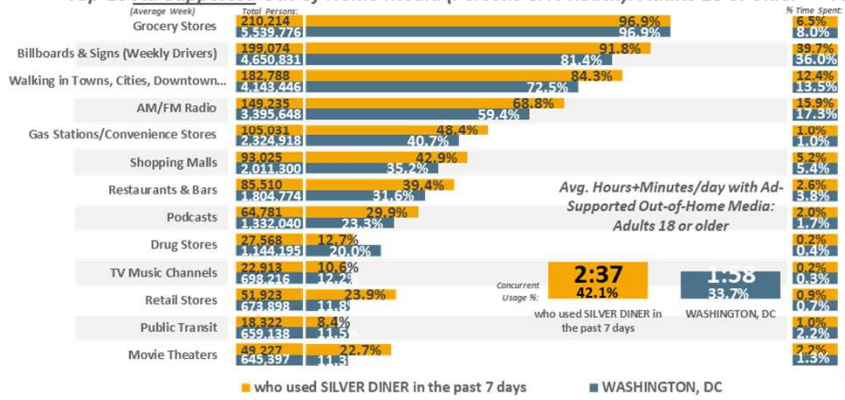
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



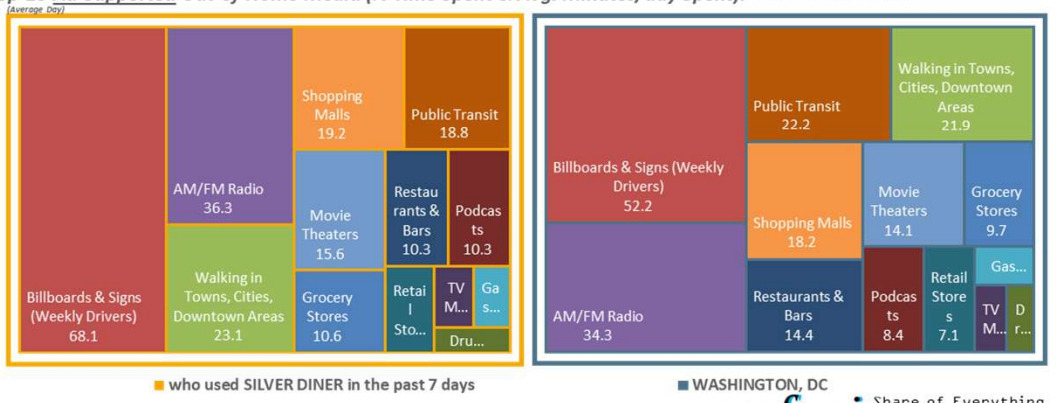
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

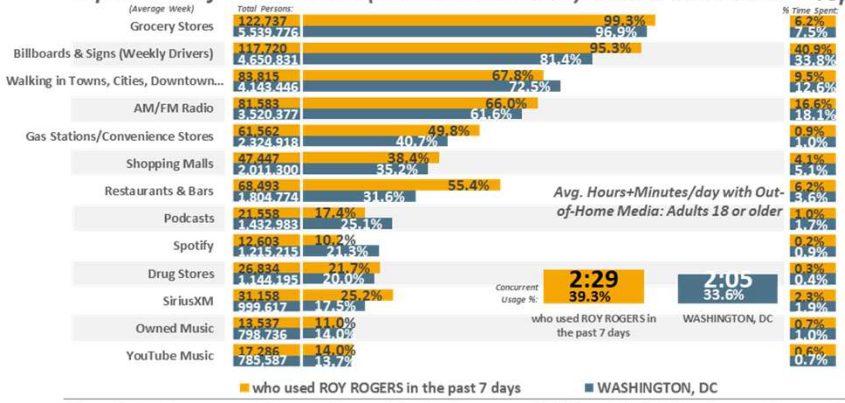
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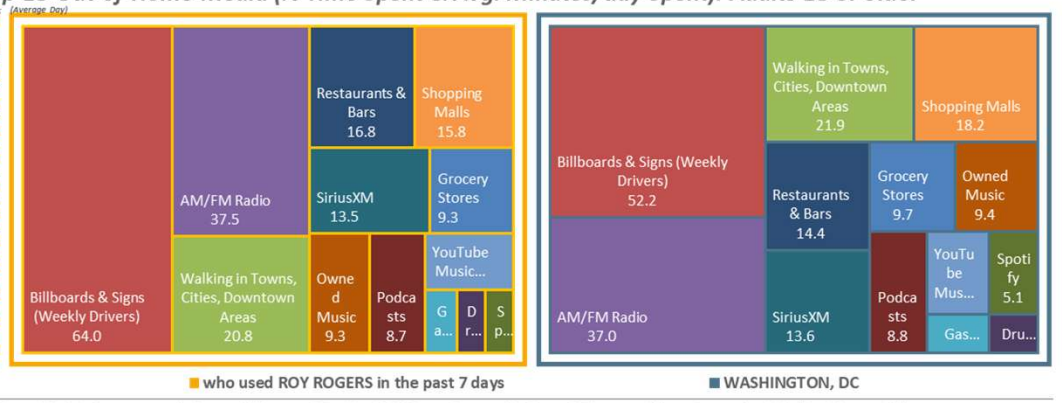
Sit-down restaurants used past 30 days: Silver Diner

117,720 or 95.3% of Adults 18 or older who used ROY ROGERS in the past 7 days spend an average of 64. minutes per day driving, seeing Billboards and Signs. 64.1% Listen to Local Radio Stations Out-of-Home for an average of 34.5 minutes/day.

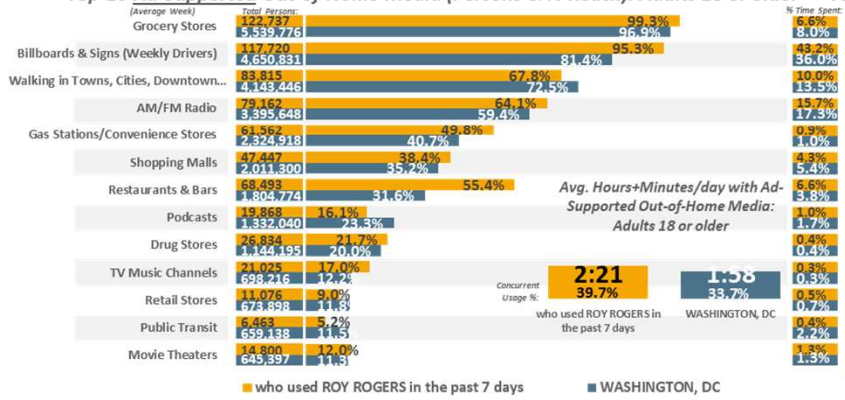
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



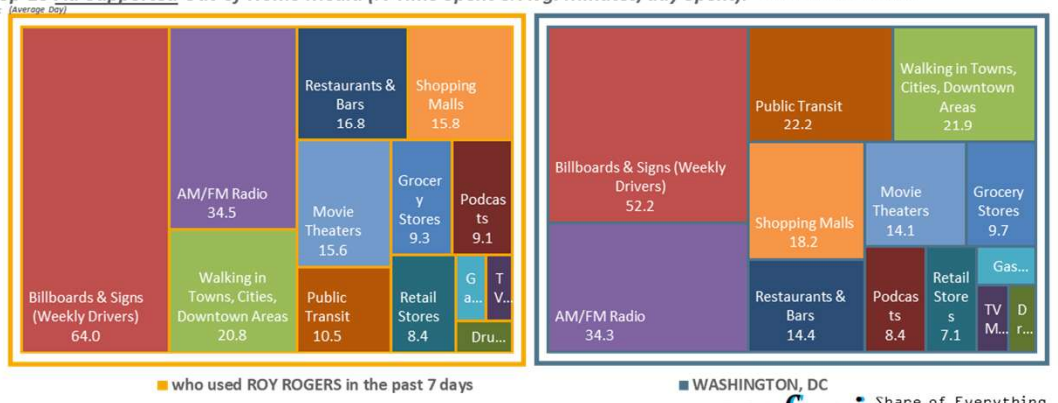
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

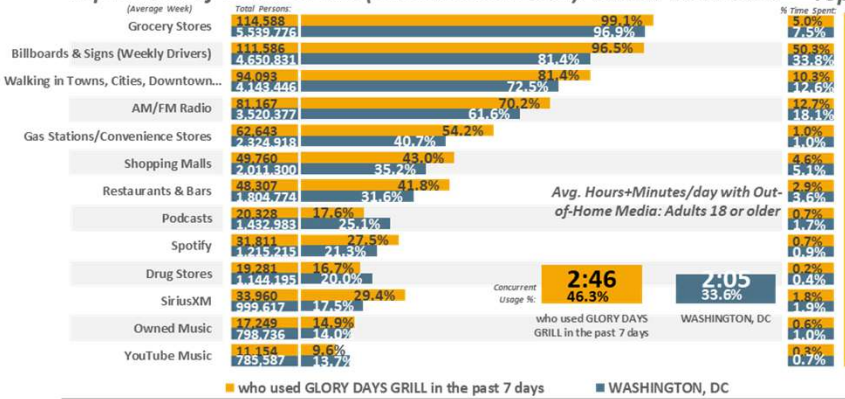
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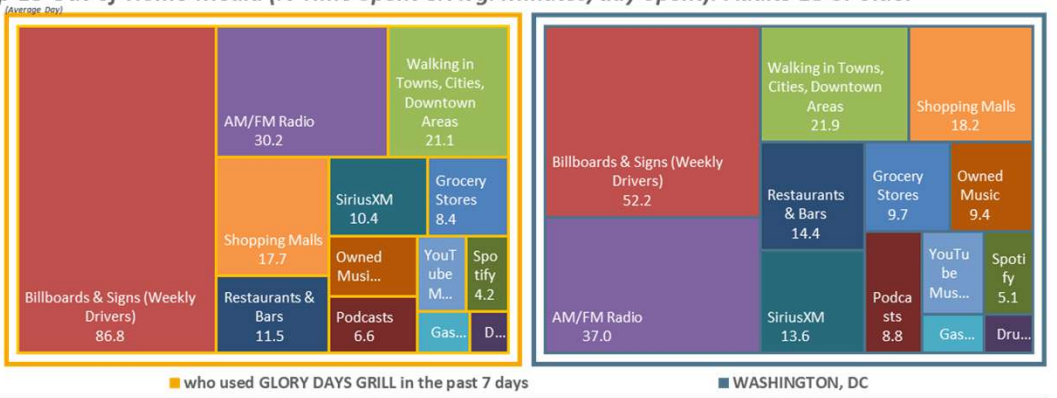
Quick service restaurants used past 30 days: Roy Rogers

111,586 or 96.5% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days spend an average of 86.8 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 28.4 minutes/day.

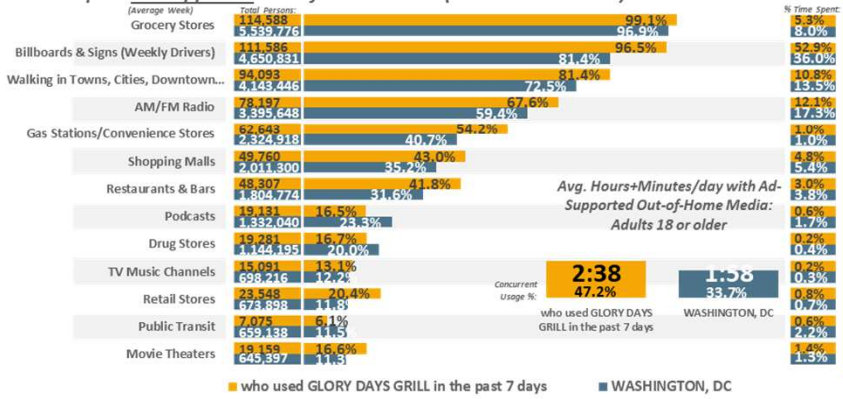
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



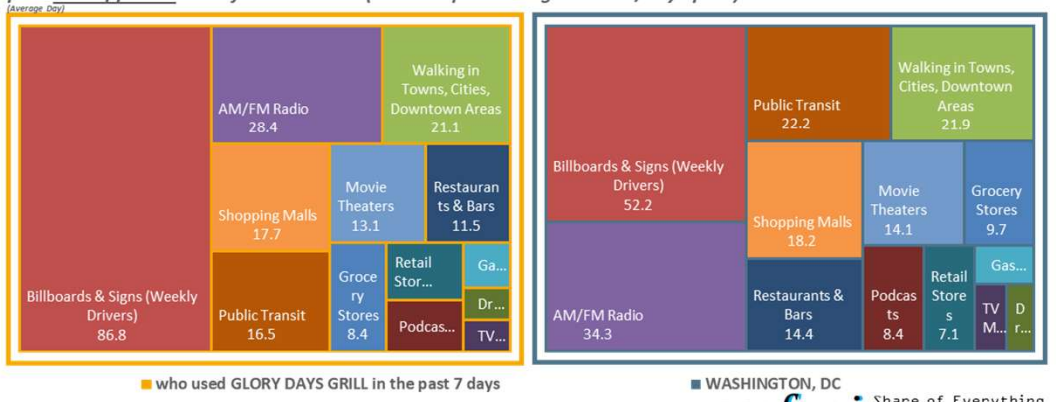
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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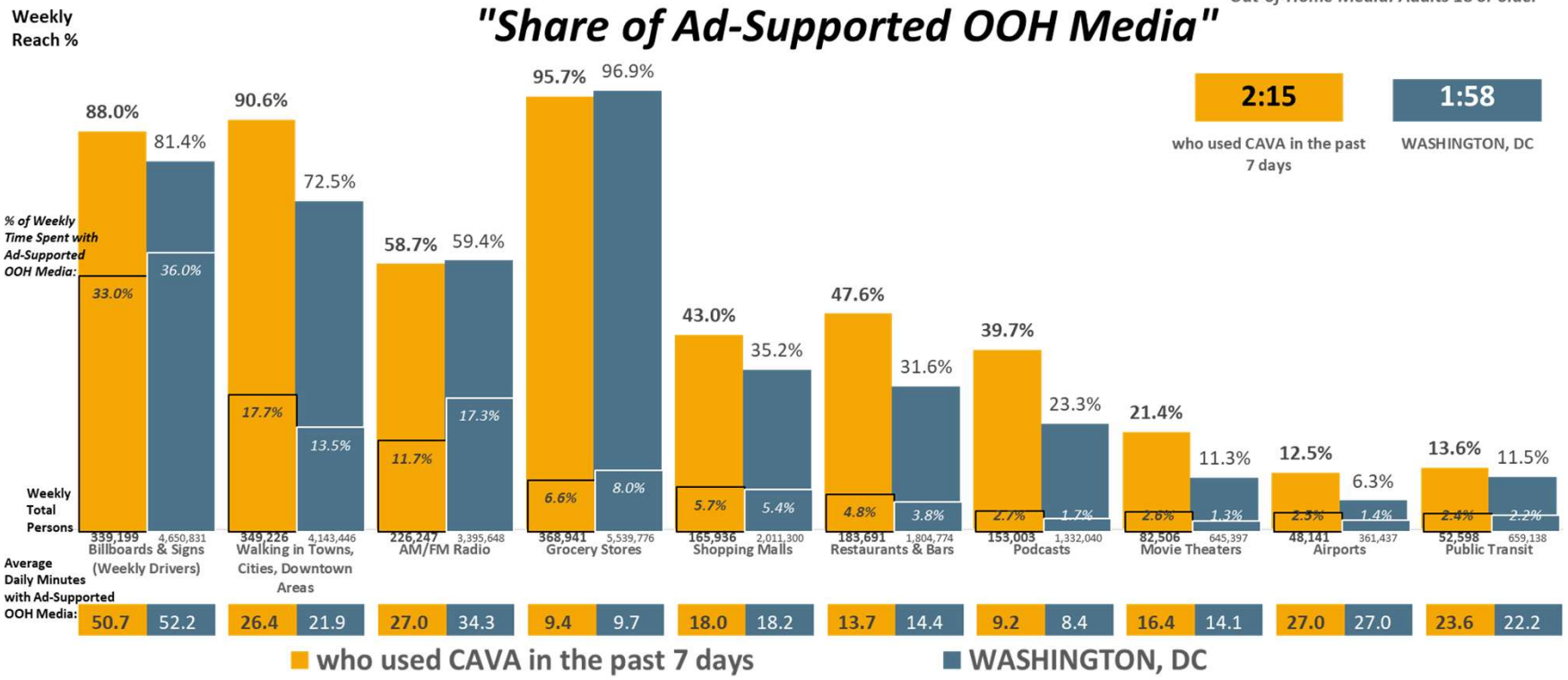
Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

339,199 or 88.% of Adults 18 or older who used CAVA in the past 7 days spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 33.% 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"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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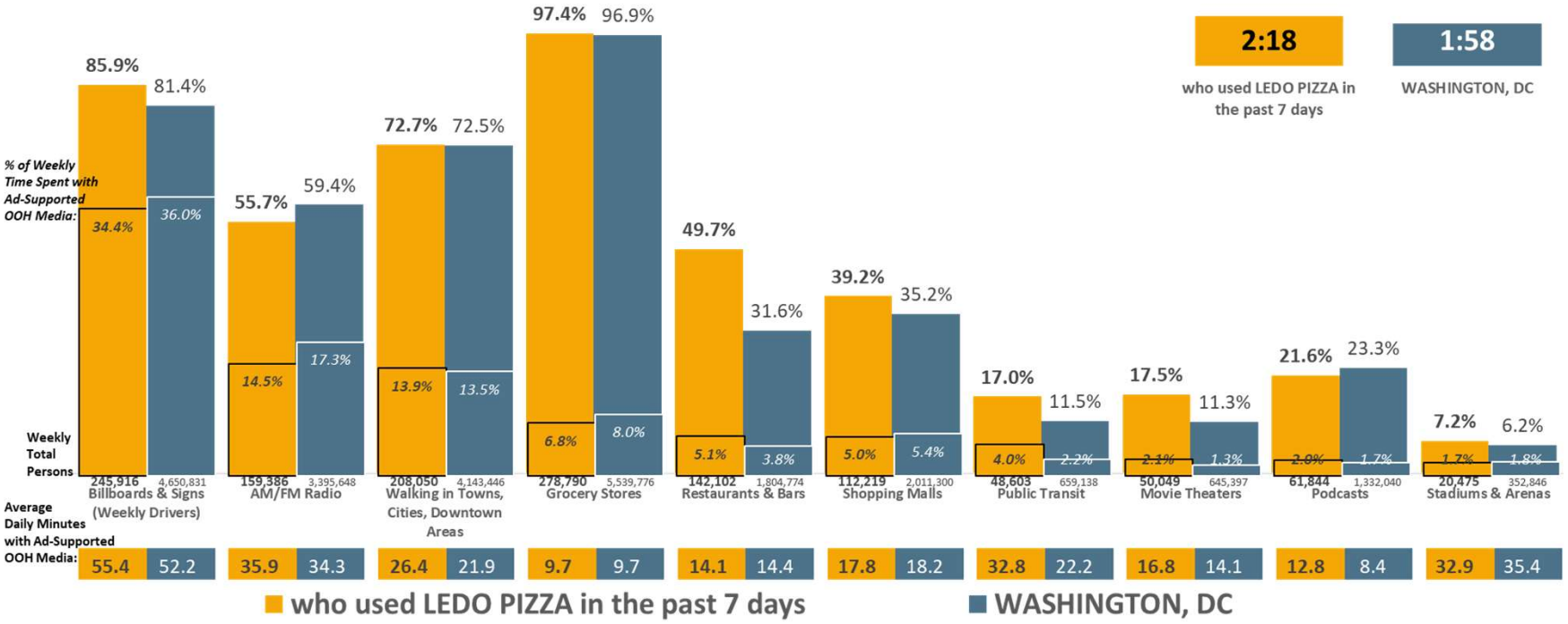
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Quick service restaurants used past 30 days: CAVA

245,916 or 85.9% of Adults 18 or older who used LEDO PIZZA in the past 7 days spend an average of 55.4 minutes per day driving, seeing Billboards and Signs representing 34.4% 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

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

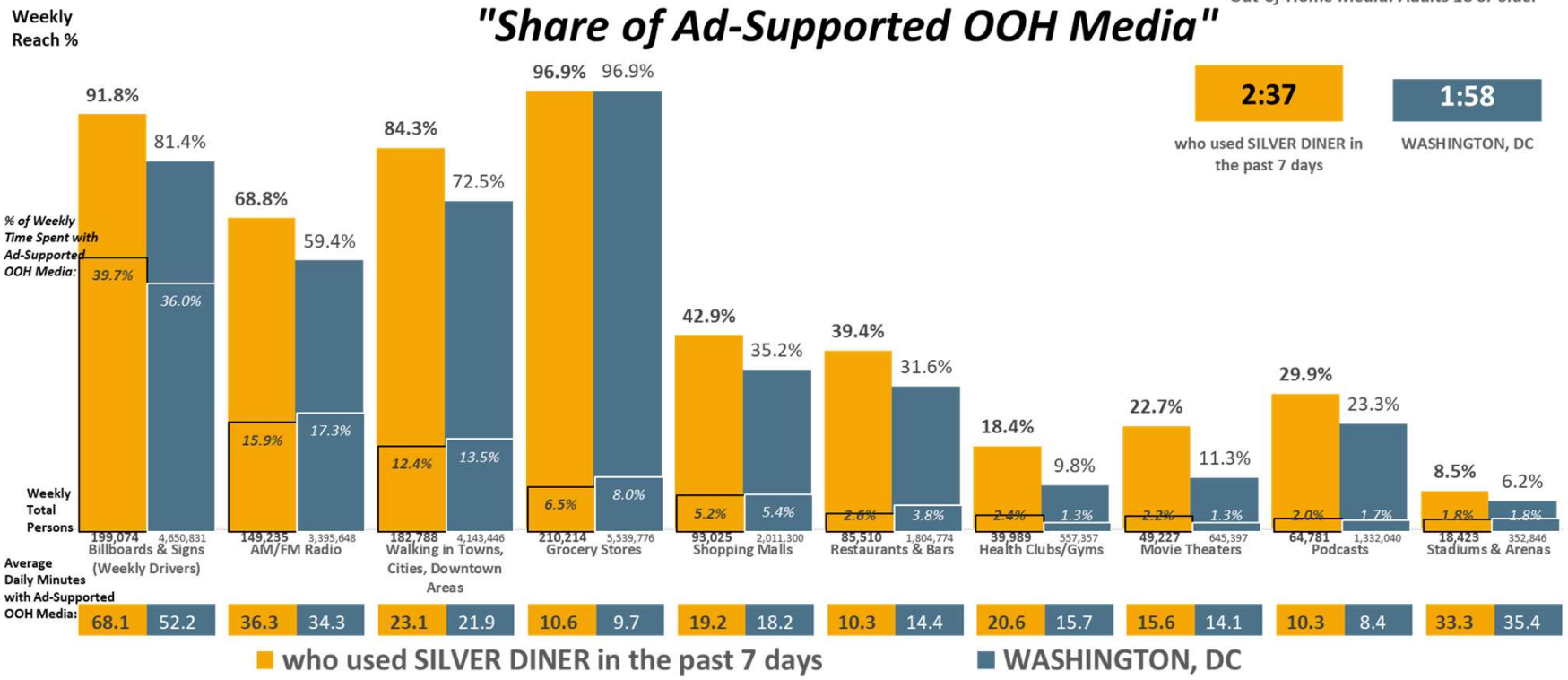
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Quick service restaurants used past 30 days: Ledo Pizza

199,074 or 91.8% of Adults 18 or older who used SILVER DINER in the past 7 days spend an average of 68.1 minutes per day driving, seeing Billboards and Signs representing 39.7% 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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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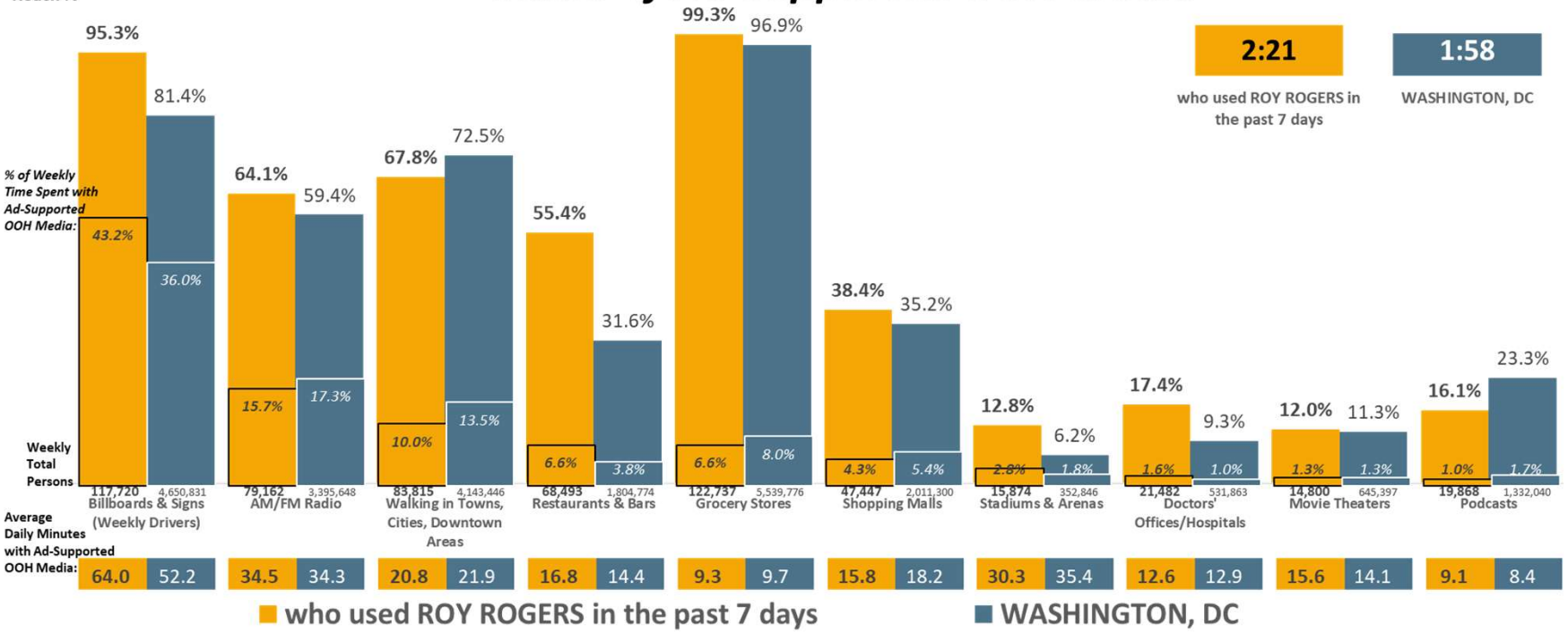
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Sit-down restaurants used past 30 days: Silver Diner

117,720 or 95.3% of Adults 18 or older who used ROY ROGERS in the past 7 days spend an average of 64. minutes per day driving, seeing Billboards and Signs representing 43.2% 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"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

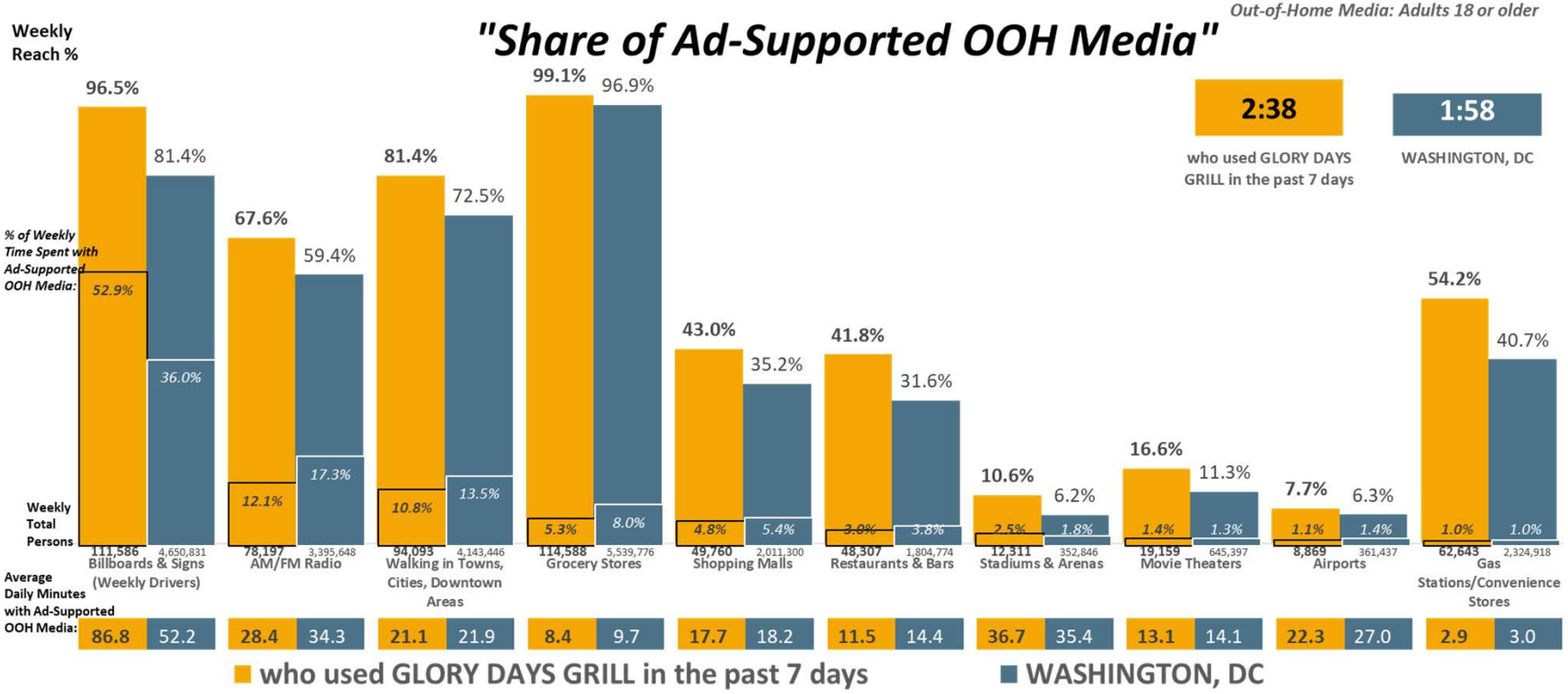
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Quick service restaurants used past 30 days: Roy Rogers

111,586 or 96.5% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days spend an average of 86.8 minutes per day driving, seeing Billboards and Signs representing 52.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

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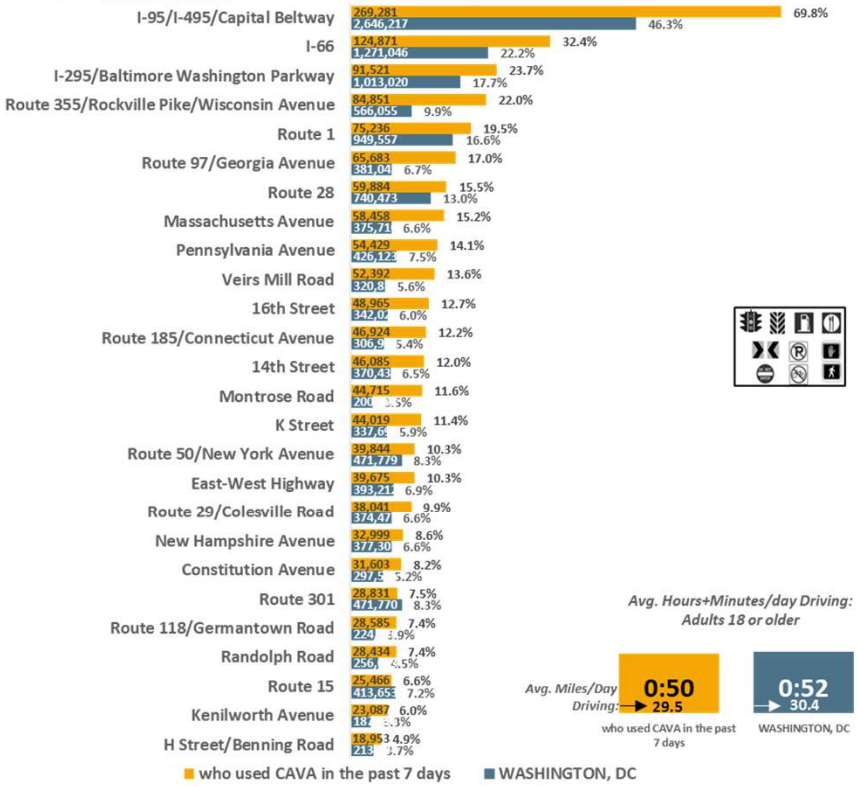
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

339,199 or 88.% of Adults 18 or older who used CAVA in the past 7 days spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 231.1% more likely to use Montrose Road than the Metro average.

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

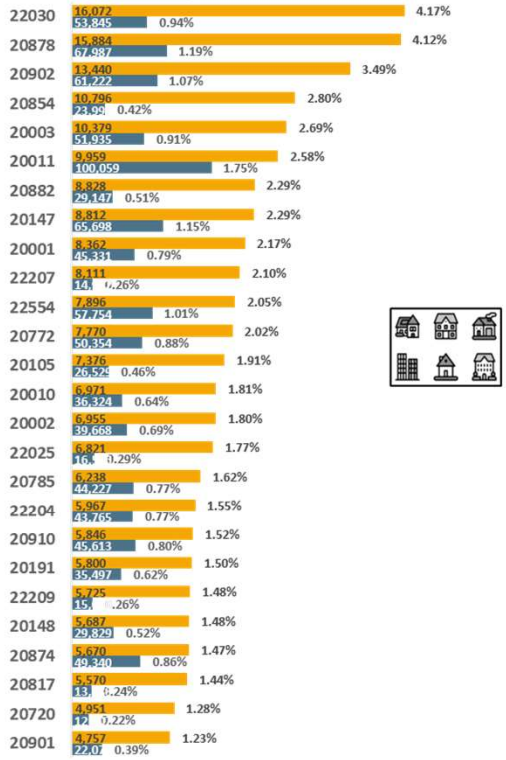


Avg. Hours+Minutes/day Driving: Adults 18 or older

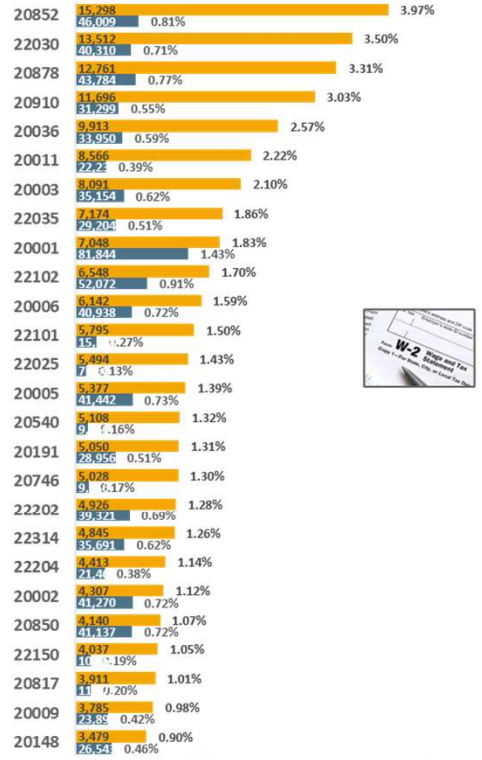
Avg. Miles/Day Driving:

who used CAVA in the past 7 days	WASHINGTON, DC
0:50	0:52
29.5	30.4

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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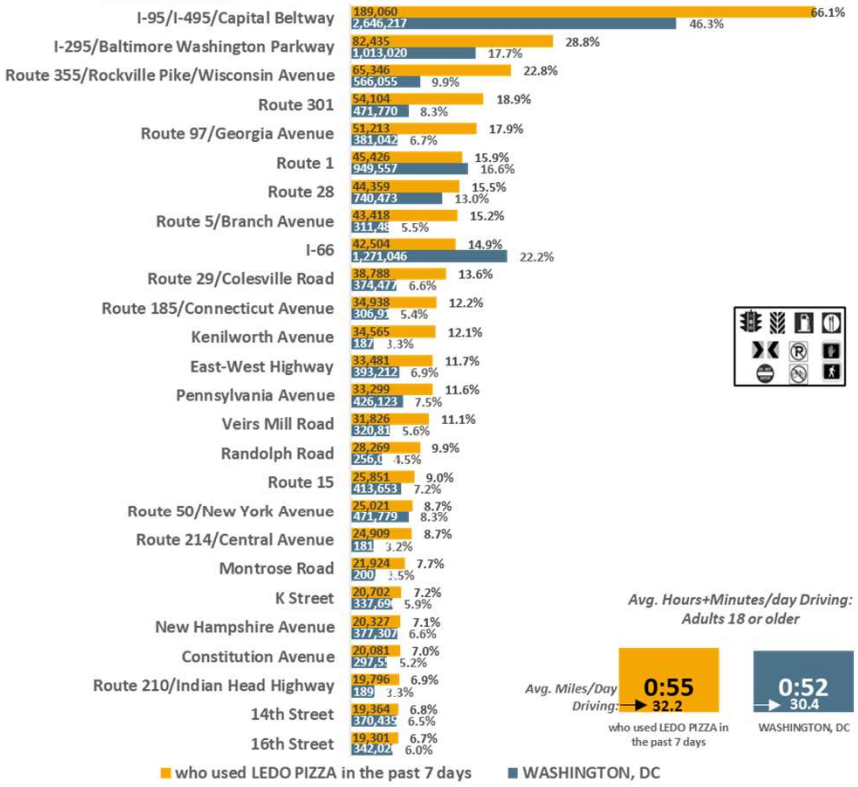
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Quick service restaurants used past 30 days: CAVA

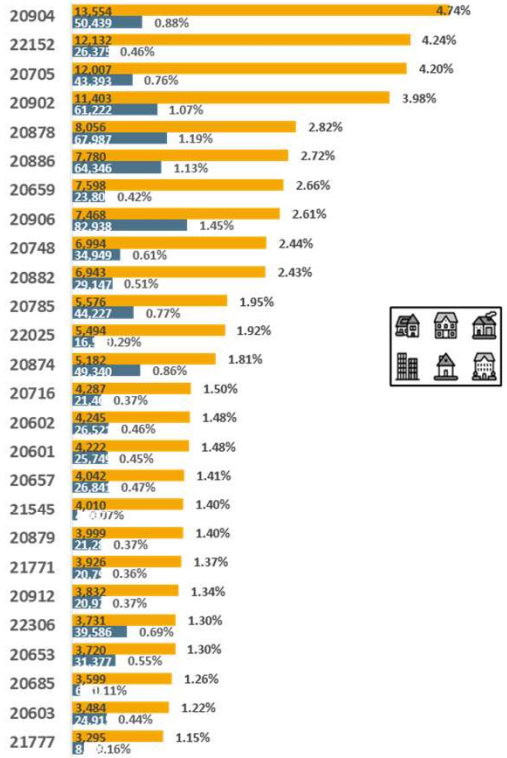


245,916 or 85.9% of Adults 18 or older who used LEDO PIZZA in the past 7 days spend an average of 55.4 minutes per day driving an average of 32.2 miles each day and are 268.3% more likely to use Kenilworth Avenue than the Metro average.

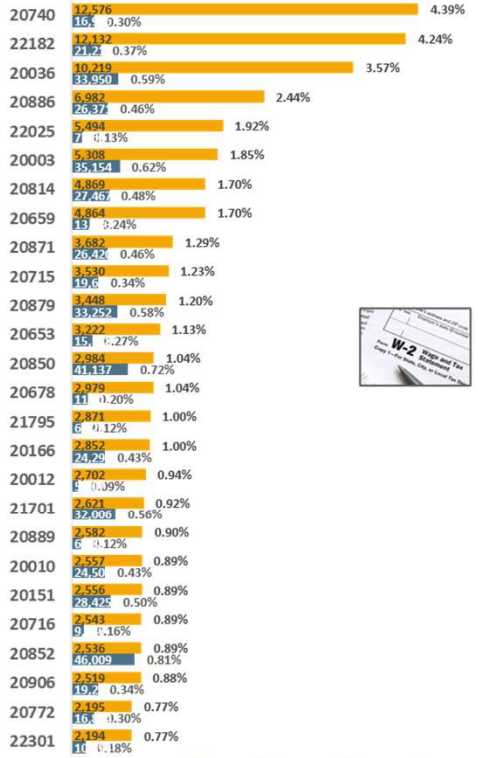
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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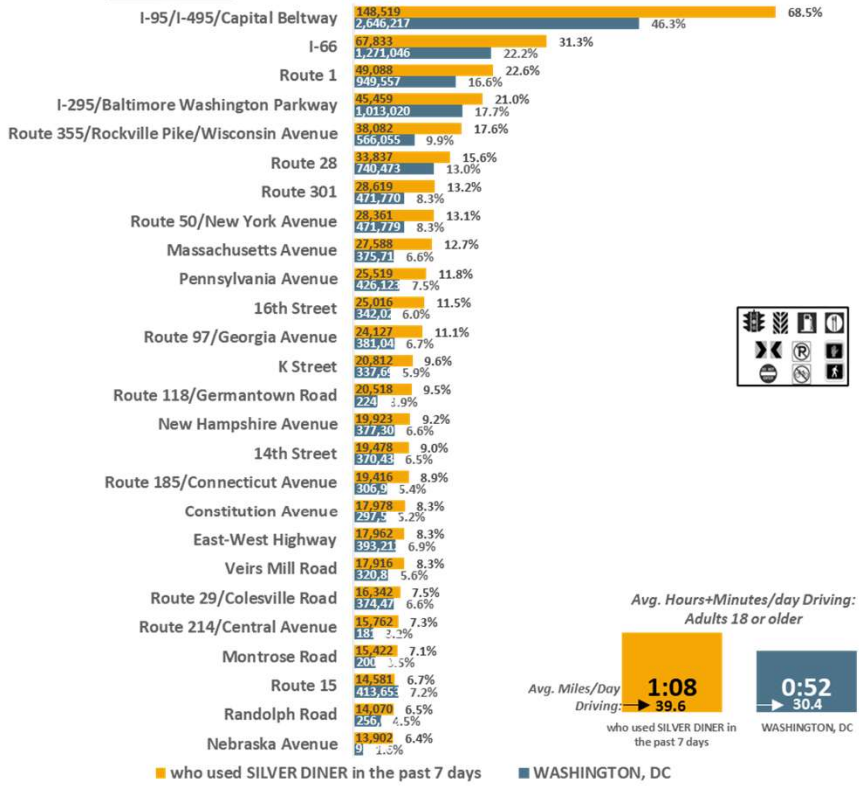
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Quick service restaurants used past 30 days: Ledo Pizza

SILVER DINER WDC
THE NEXT GENERATION DINER

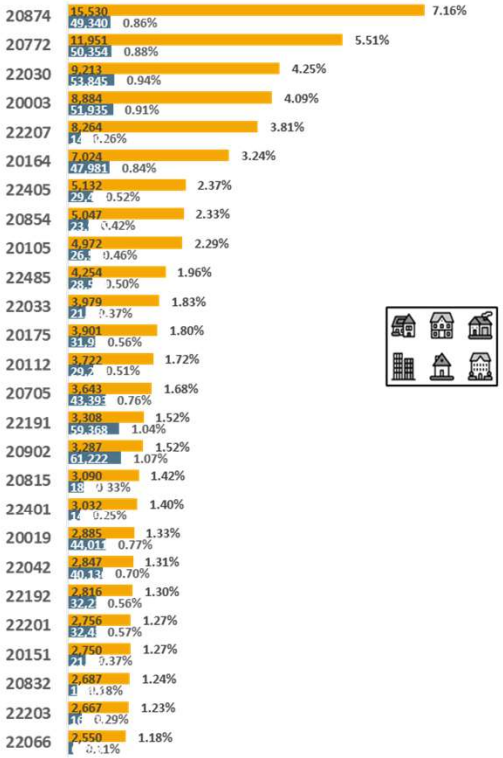
199,074 or 91.8% of Adults 18 or older who used SILVER DINER in the past 7 days spend an average of 68.1 minutes per day driving an average of 39.6 miles each day and are 140.3% more likely to use Route 118/Germantown Road than the Metro average.

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

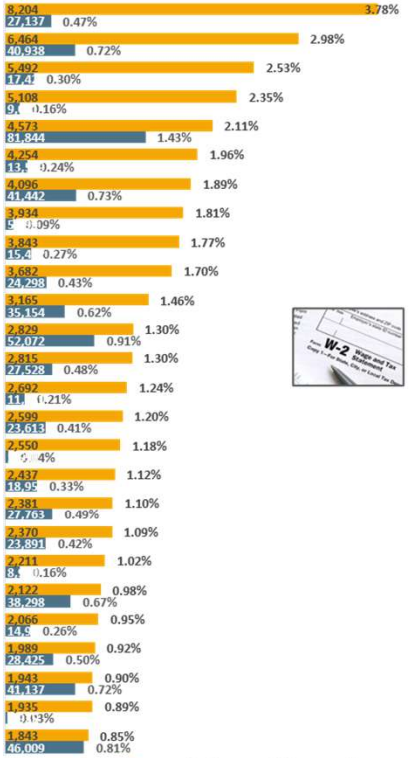


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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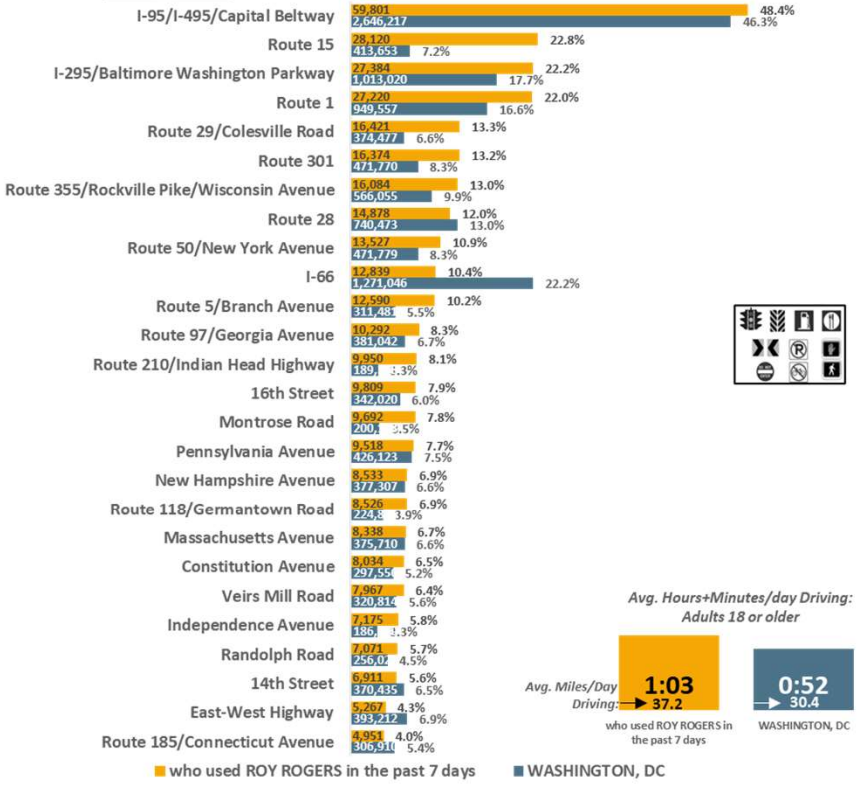
WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

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Sit-down restaurants used past 30 days: Silver Diner

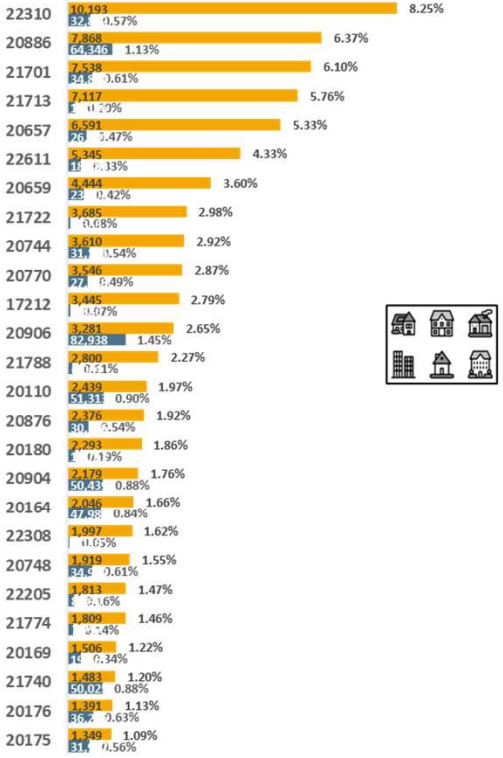
117,720 or 95.3% of Adults 18 or older who used ROY ROGERS in the past 7 days spend an average of 64. minutes per day driving an average of 37.2 miles each day and are 214.4% more likely to use Route 15 than the Metro average.

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

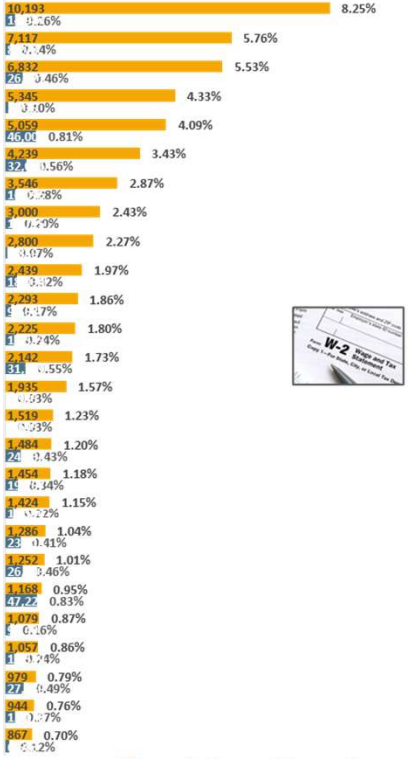


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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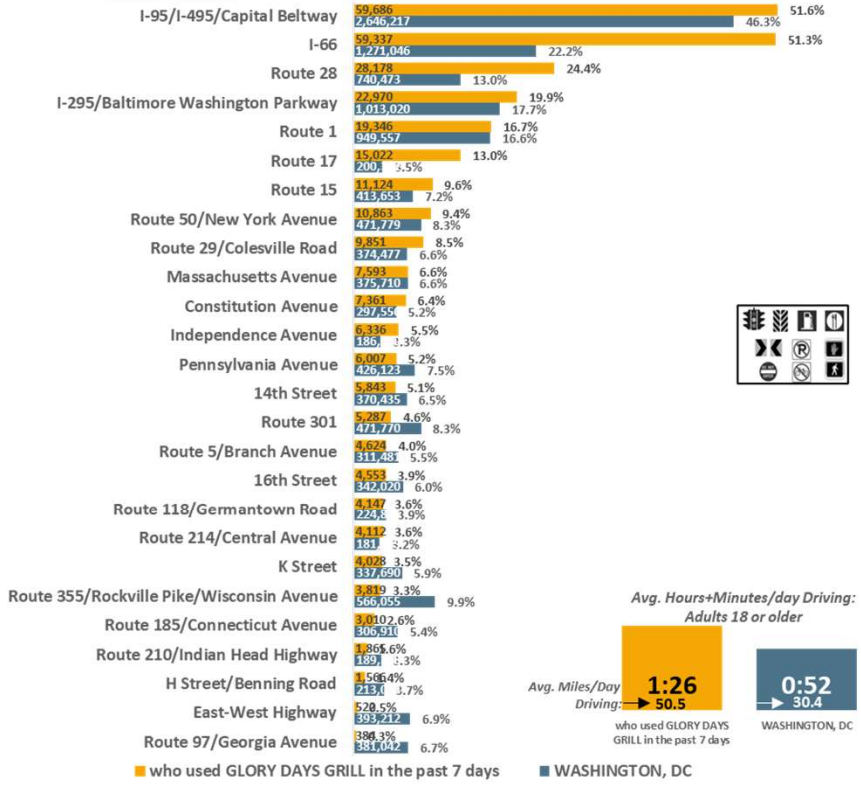
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Quick service restaurants used past 30 days: Roy Rogers



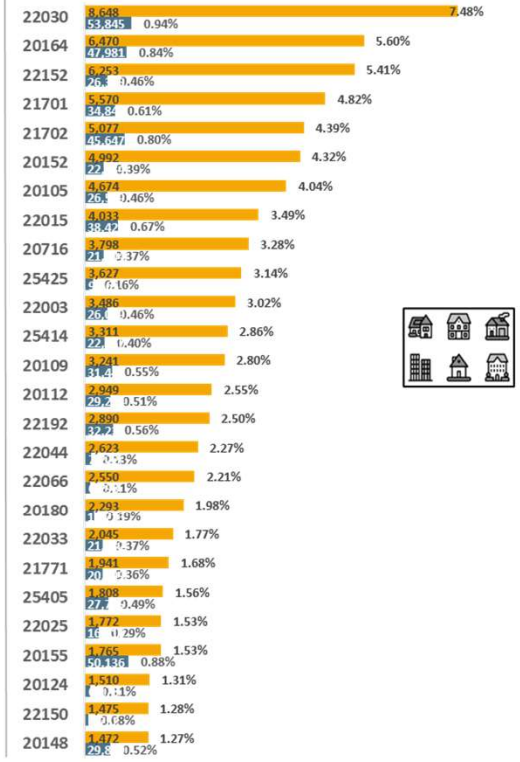
111,586 or 96.5% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days spend an average of 86.8 minutes per day driving an average of 50.5 miles each day and are 270.6% more likely to use Route 17 than the Metro average.

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

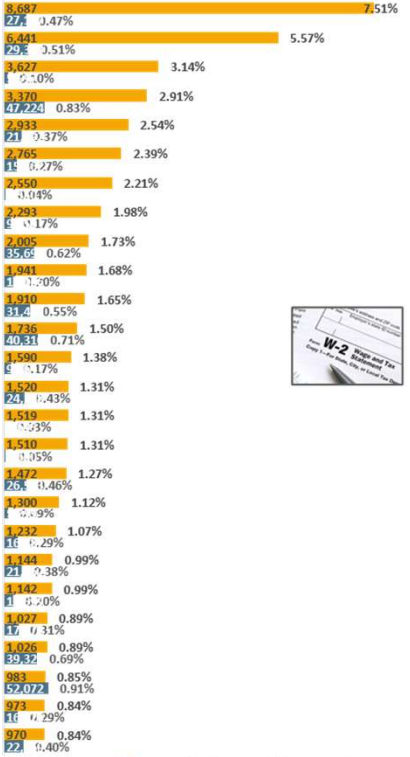


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



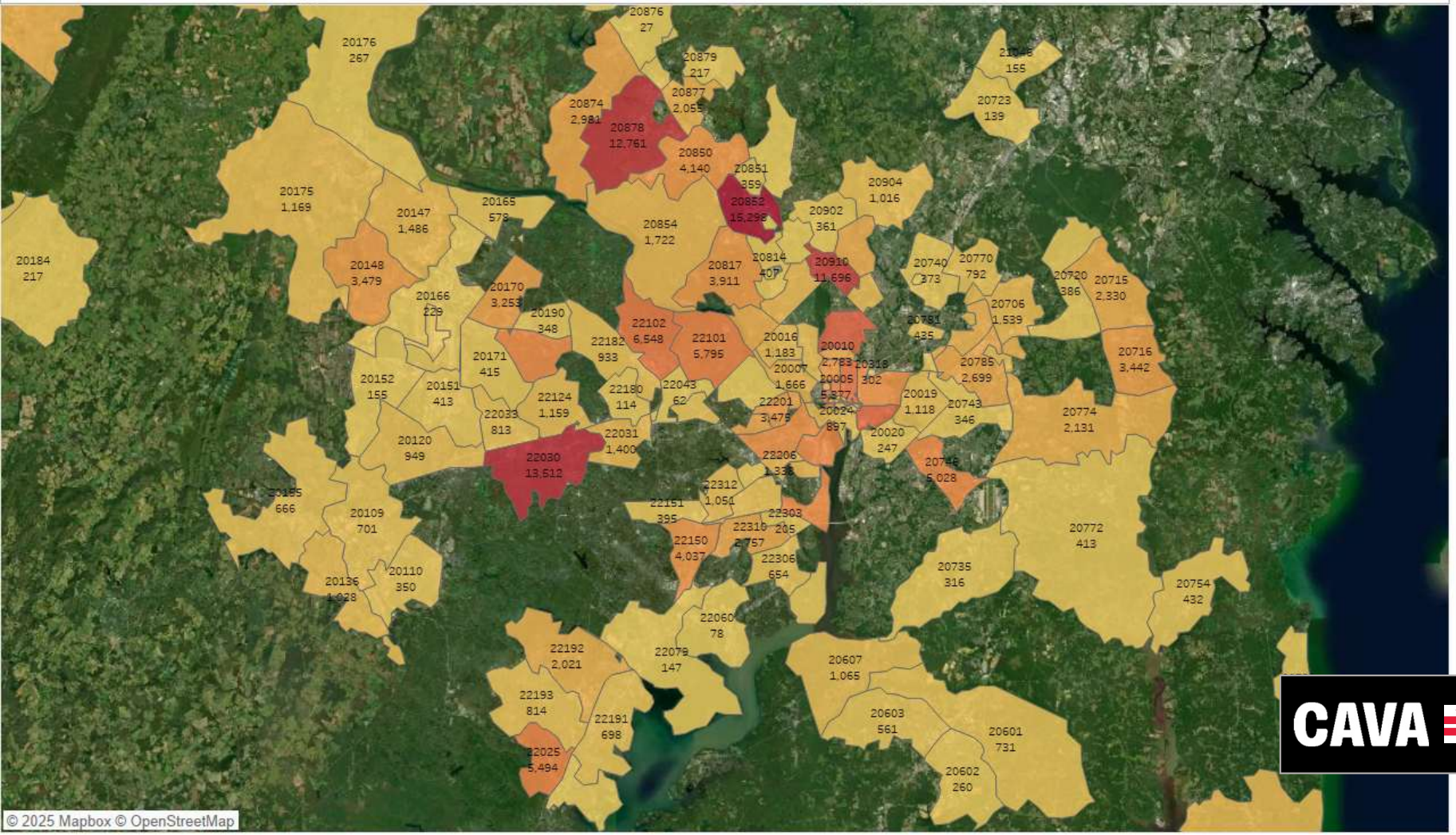
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Sit-down restaurants used past 30 days: Glory Days Grill

Top Employment Zip Codes: (Adults 18 or older who used CAVA in the past 7 days)



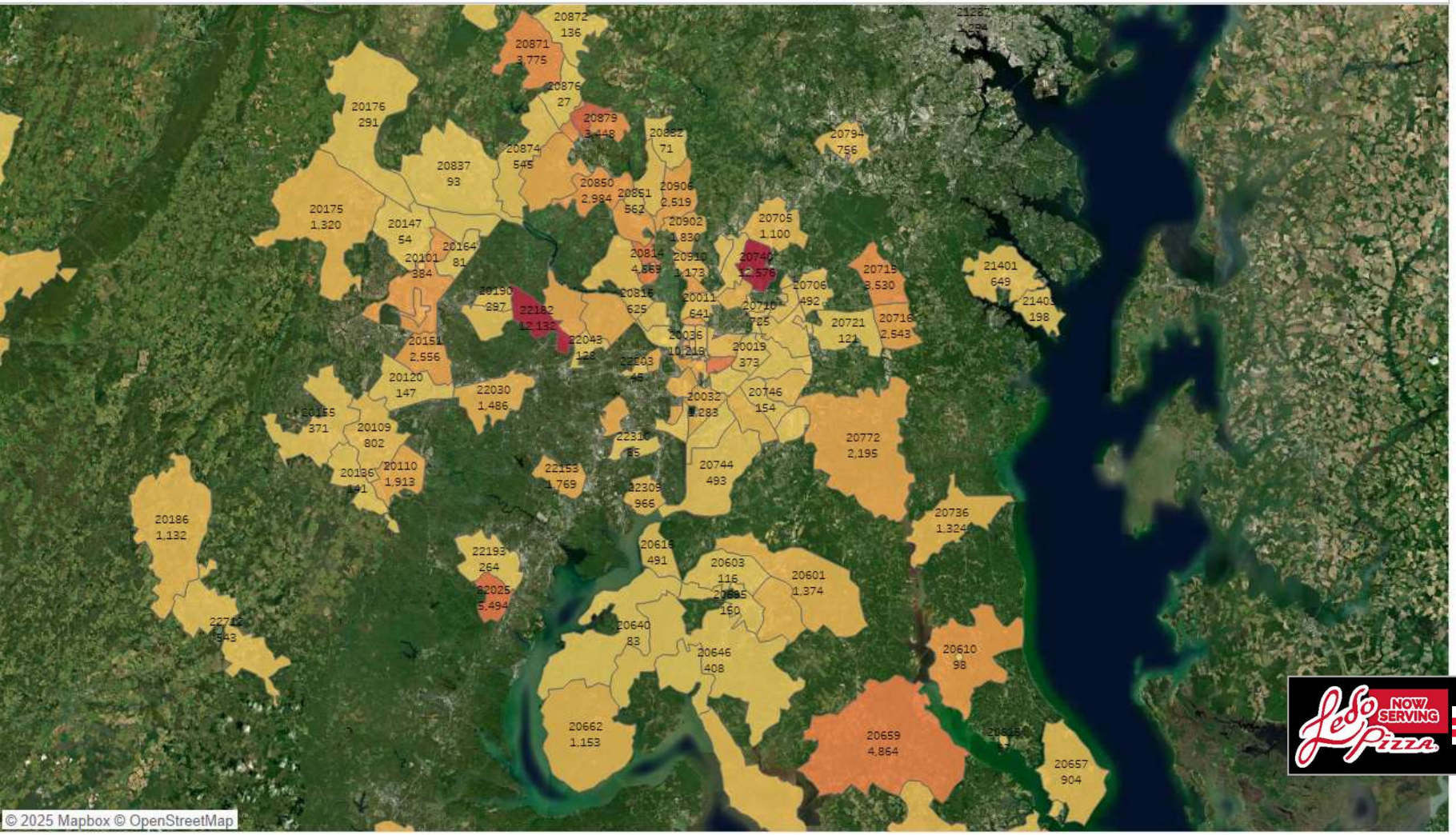
CAVA WDC

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Quick service restaurants used past 30 days: CAVA

Top Employment Zip Codes: (Adults 18 or older who used LEDO PIZZA in the past 7 days)

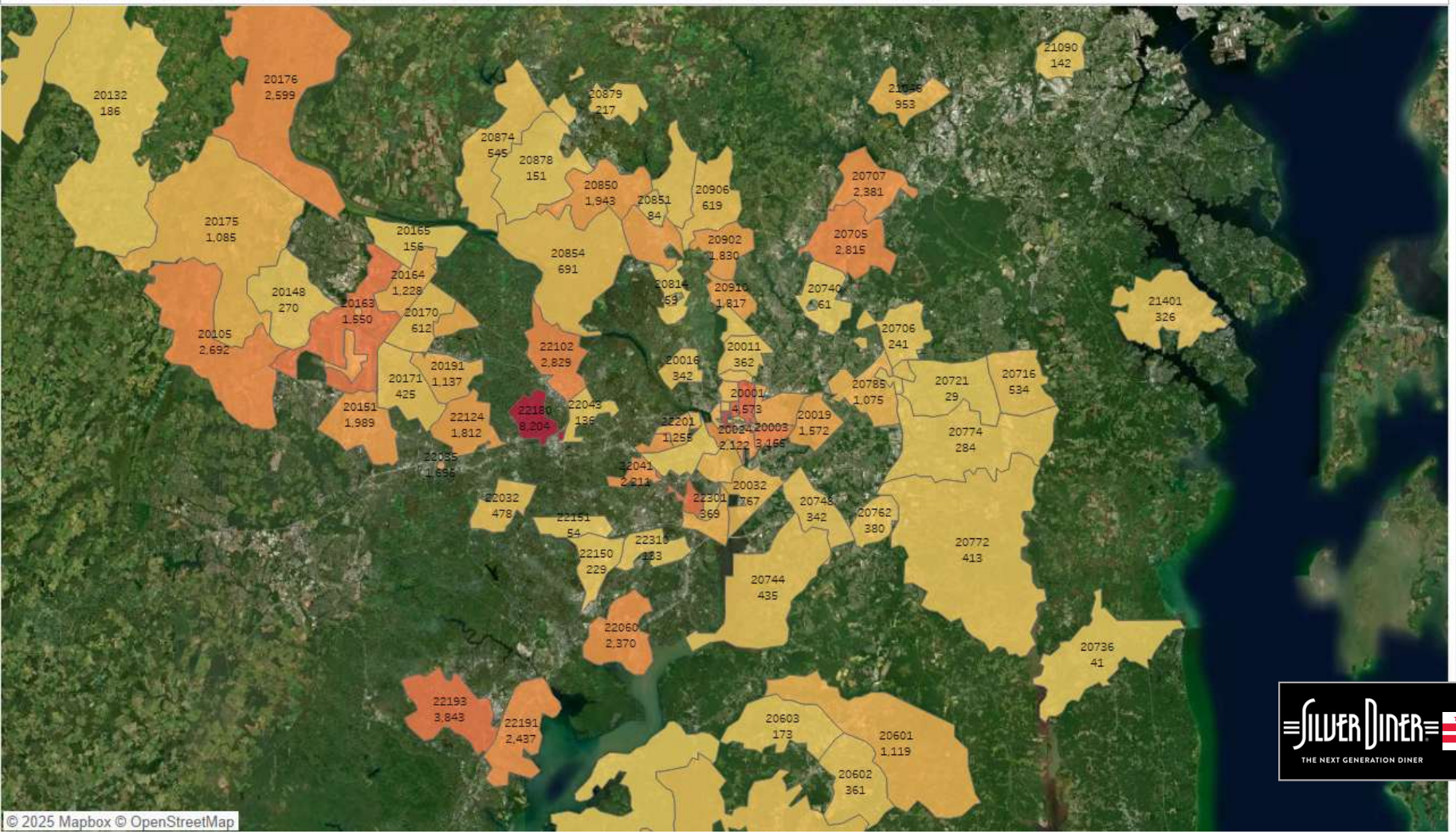


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Quick service restaurants used past 30 days: Ledo Pizza

Top Employment Zip Codes: (Adults 18 or older who used SILVER DINER in the past 7 days)



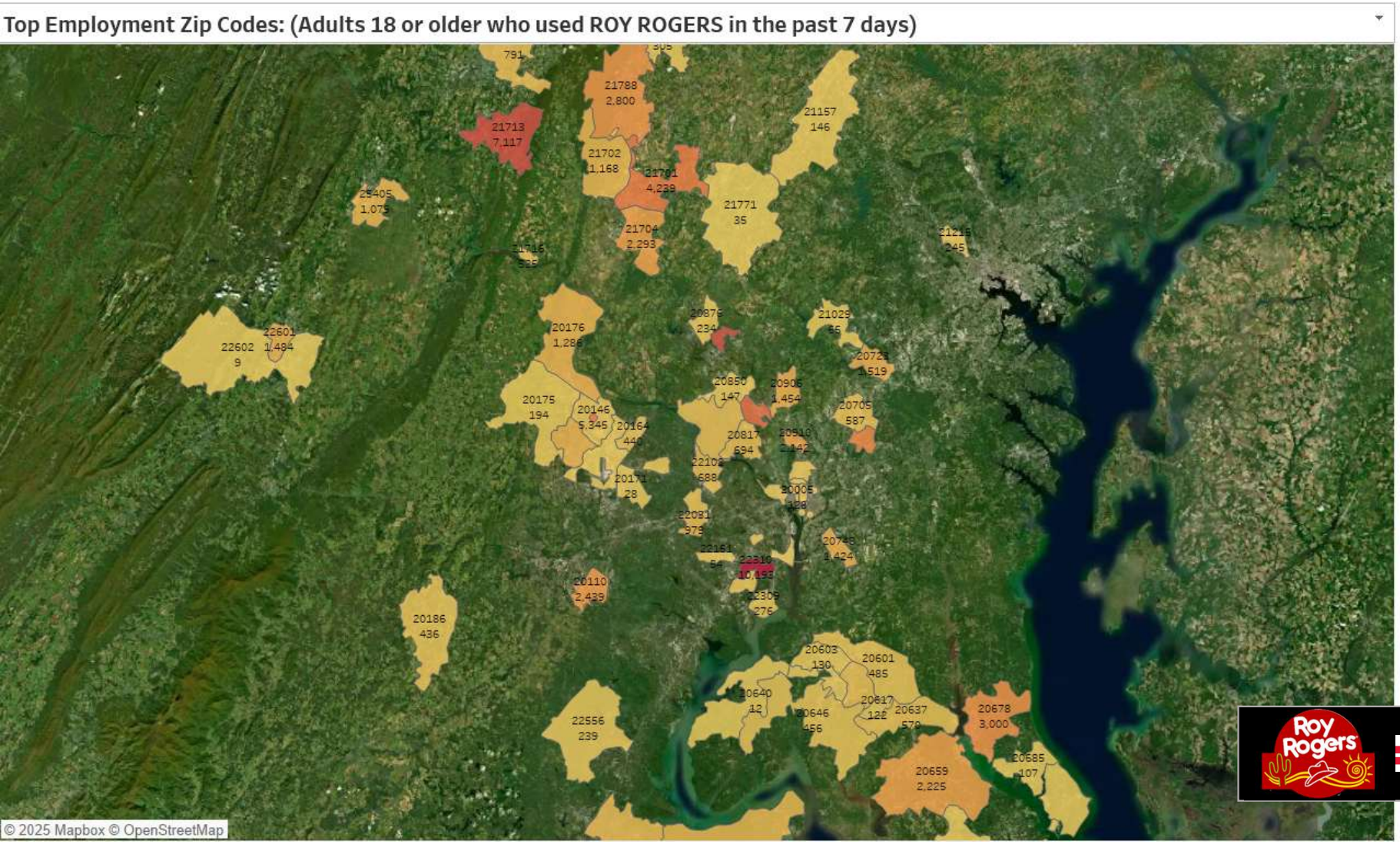
SILVER DINER
THE NEXT GENERATION DINER
WDC

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Sit-down restaurants used past 30 days: Silver Diner

Top Employment Zip Codes: (Adults 18 or older who used ROY ROGERS in the past 7 days)



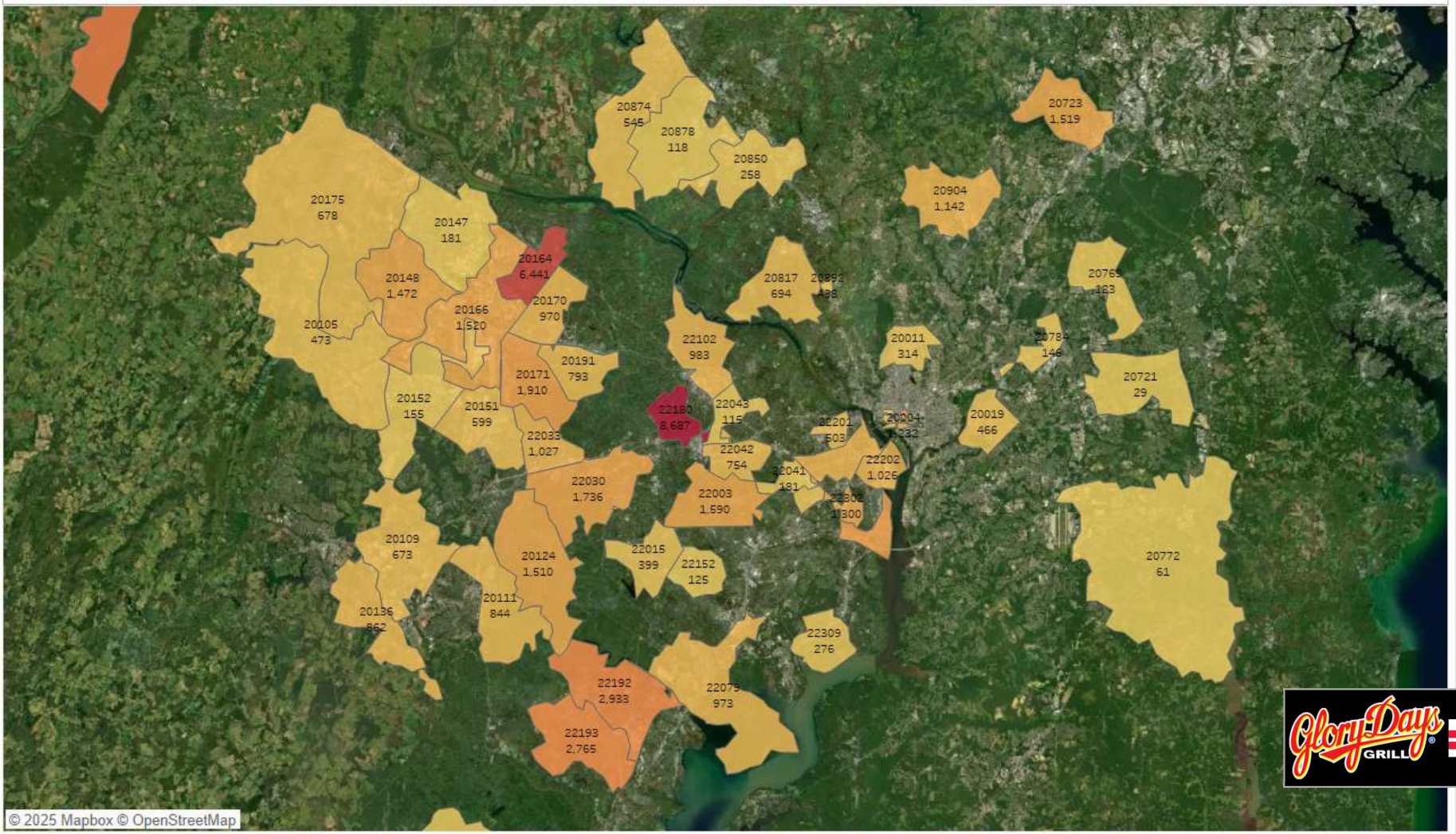
Roy Rogers WDC

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Quick service restaurants used past 30 days: Roy Rogers

Top Employment Zip Codes: (Adults 18 or older who used GLORY DAYS GRILL in the past 7 days)



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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

115,451 or 29.9% of Adults 18 or older who used CAVA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

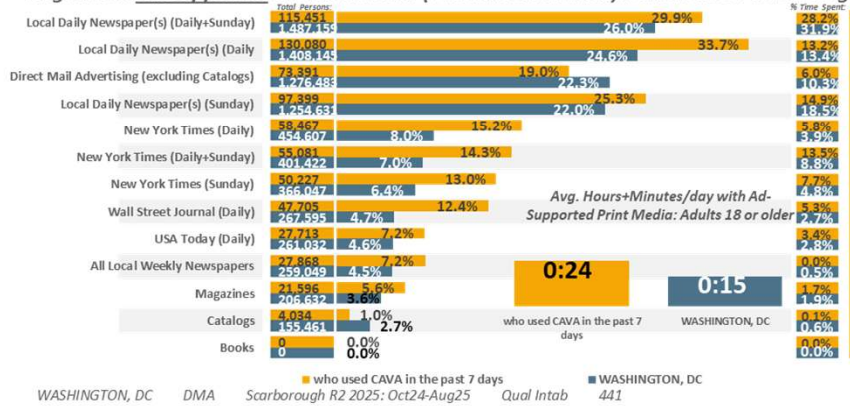
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 441

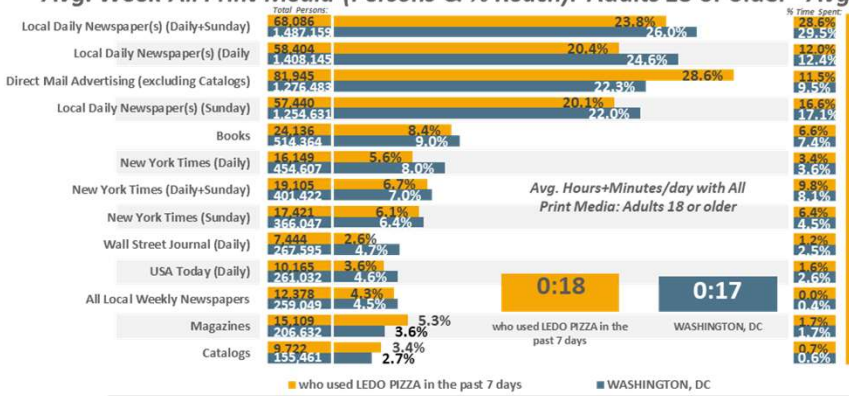
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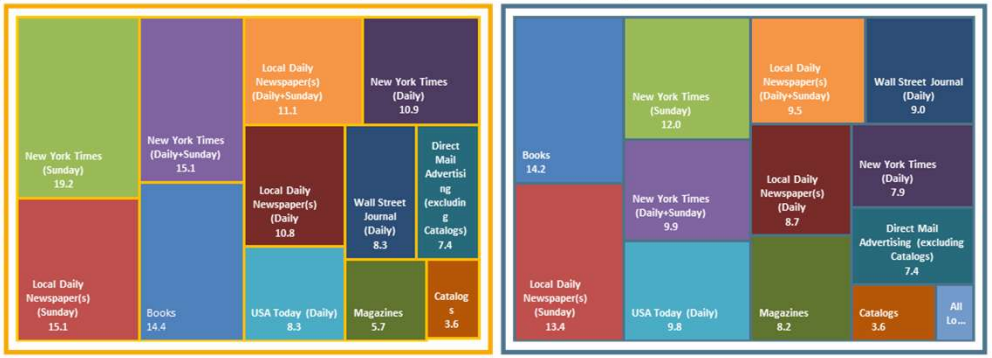
Quick service restaurants used past 30 days: CAVA

68,086 or 23.8% of Adults 18 or older who used LEDO PIZZA in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

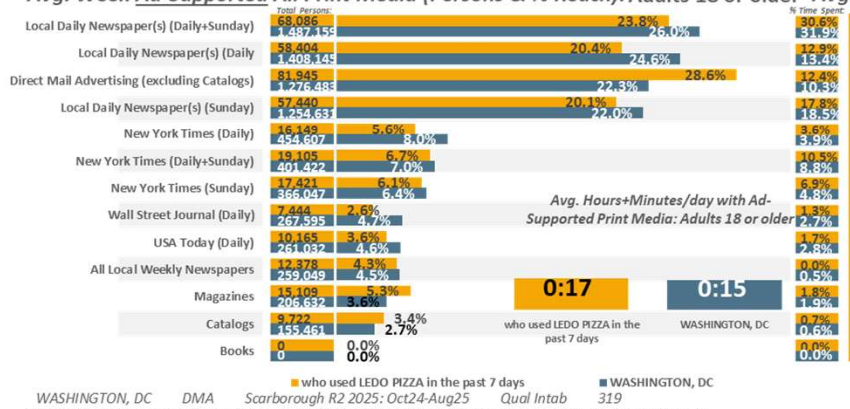
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



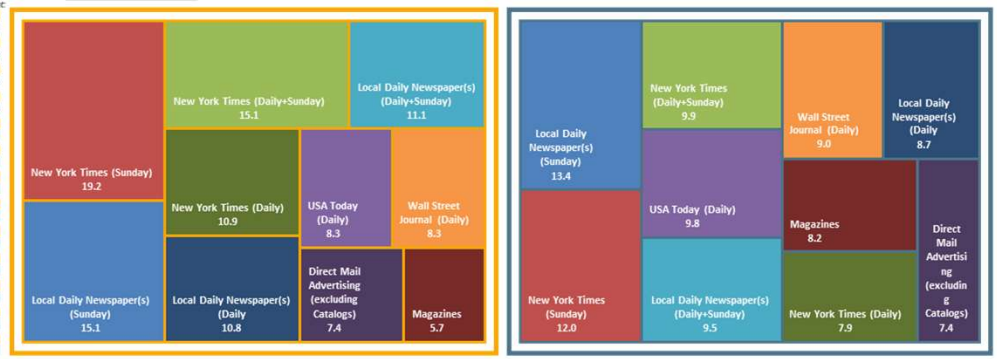
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 319

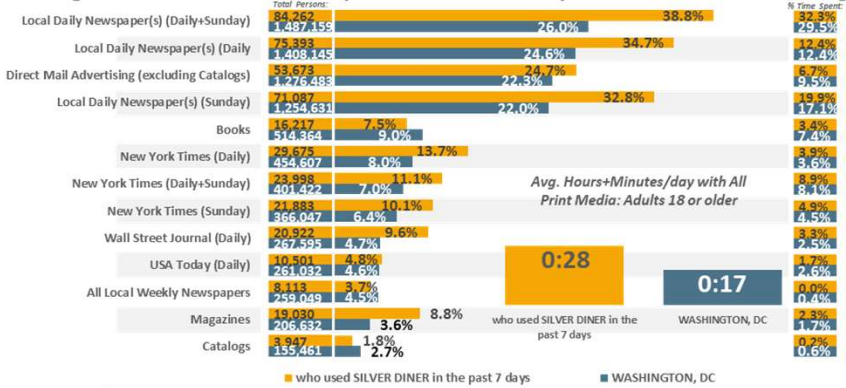
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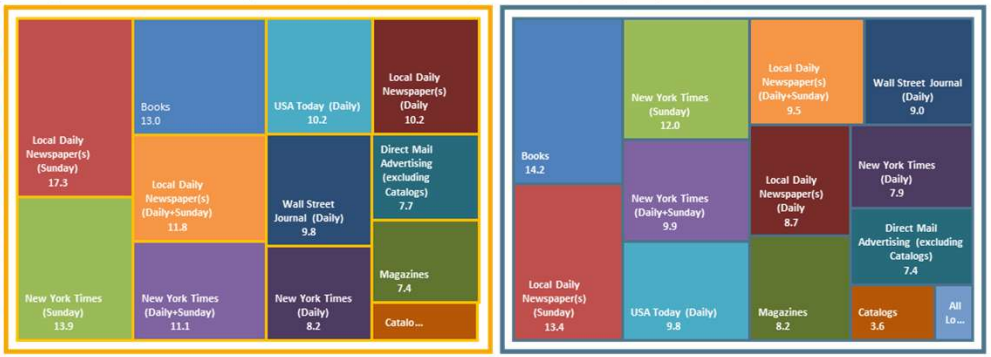
Quick service restaurants used past 30 days: Ledo Pizza

84,262 or 38.8% of Adults 18 or older who used SILVER DINER in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 33.4% of all time spent daily with All forms of Print Media.

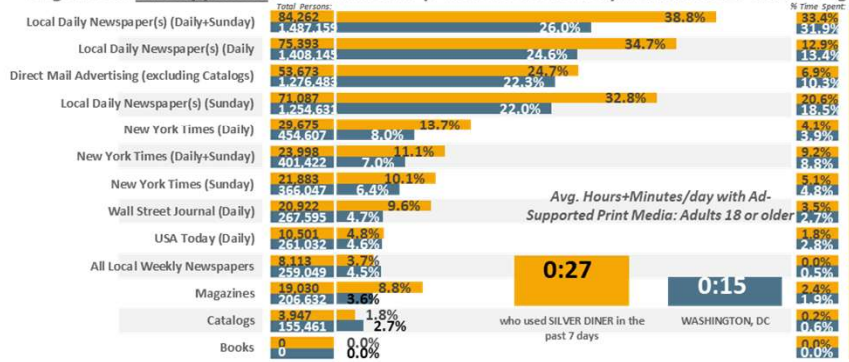
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



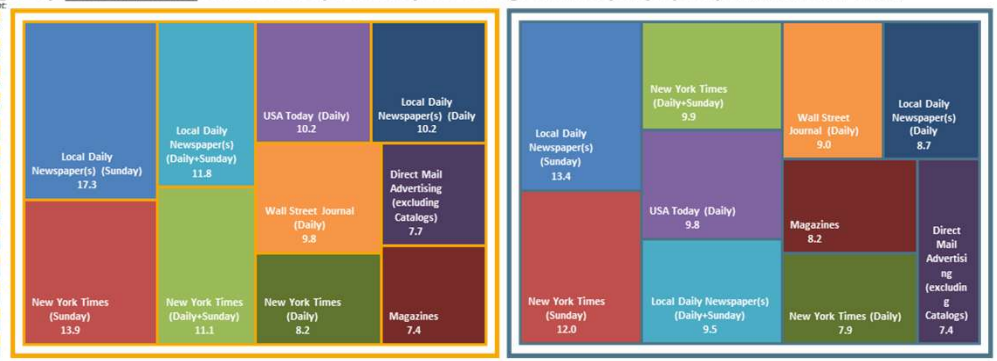
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 263

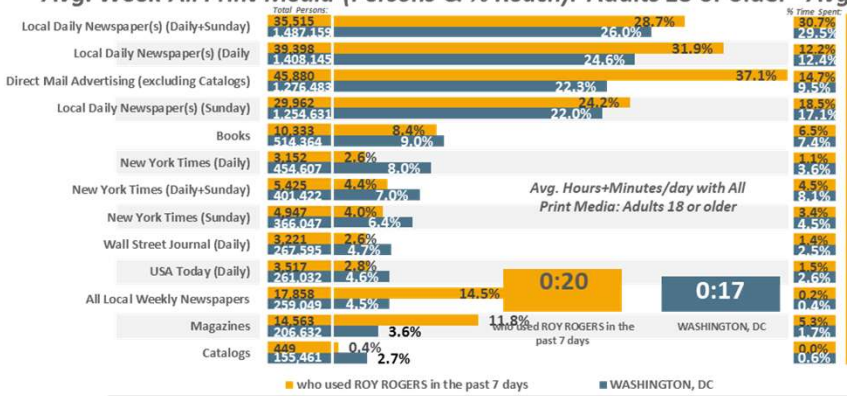
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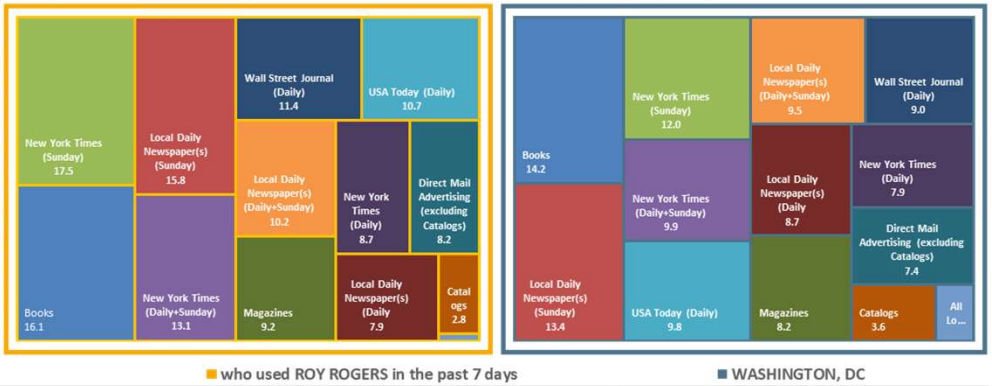
Sit-down restaurants used past 30 days: Silver Diner

35,515 or 28.7% of Adults 18 or older who used ROY ROGERS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

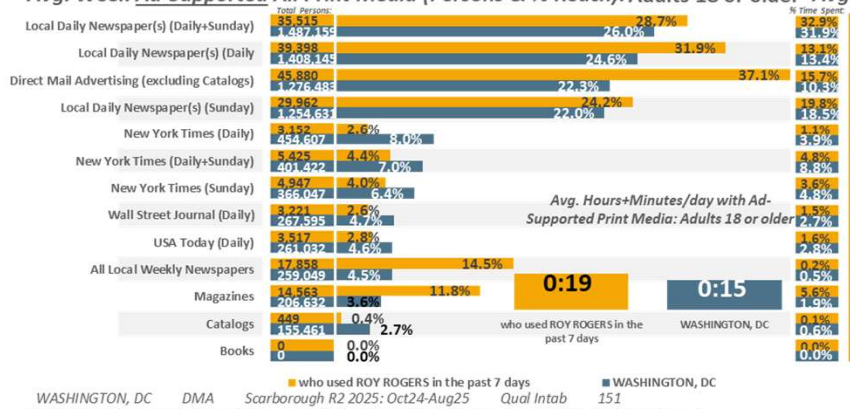
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



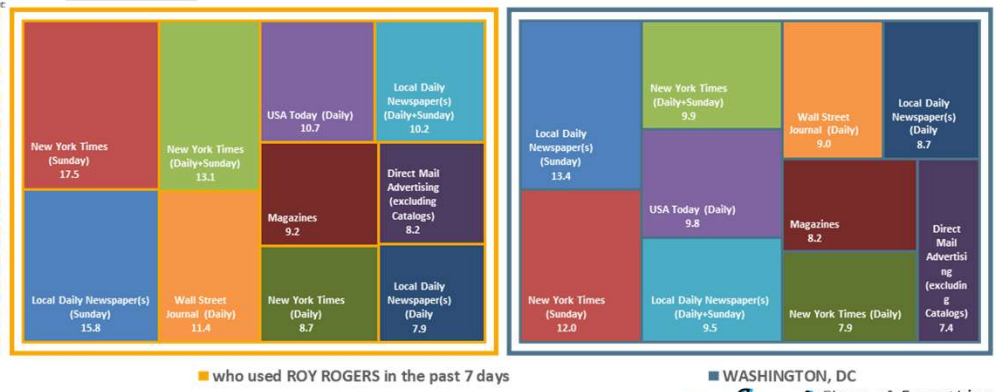
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 151

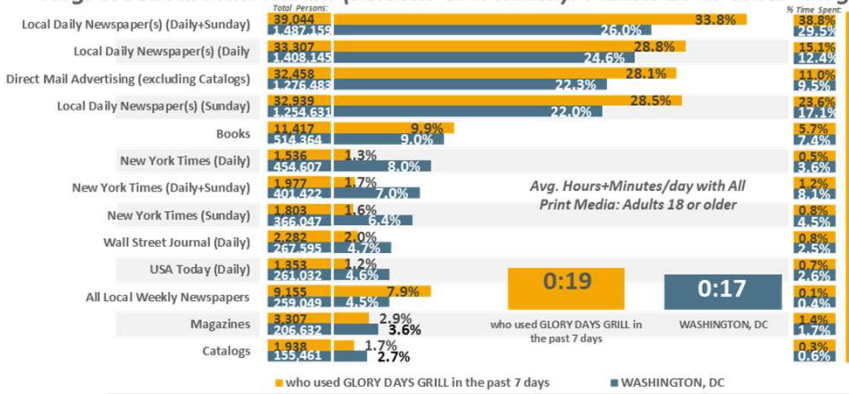
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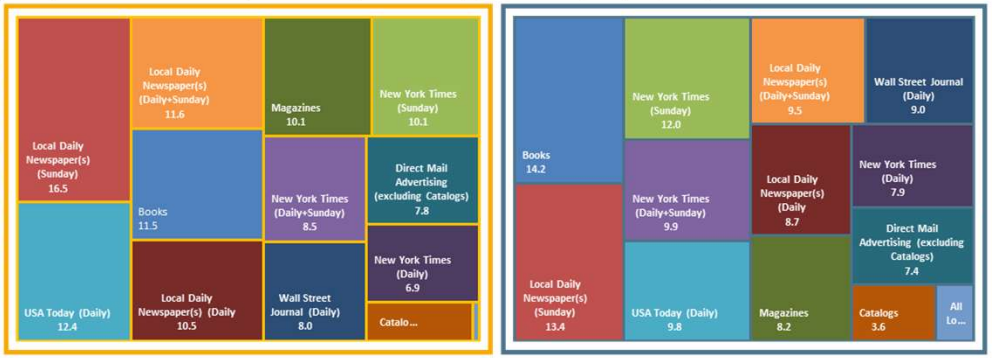
Quick service restaurants used past 30 days: Roy Rogers

39,044 or 33.8% of Adults 18 or older who used GLORY DAYS GRILL in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 41.1% of all time spent daily with All forms of Print Media.

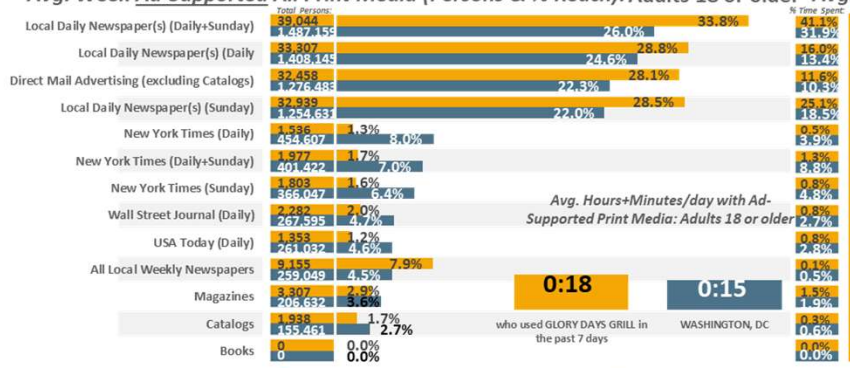
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 125

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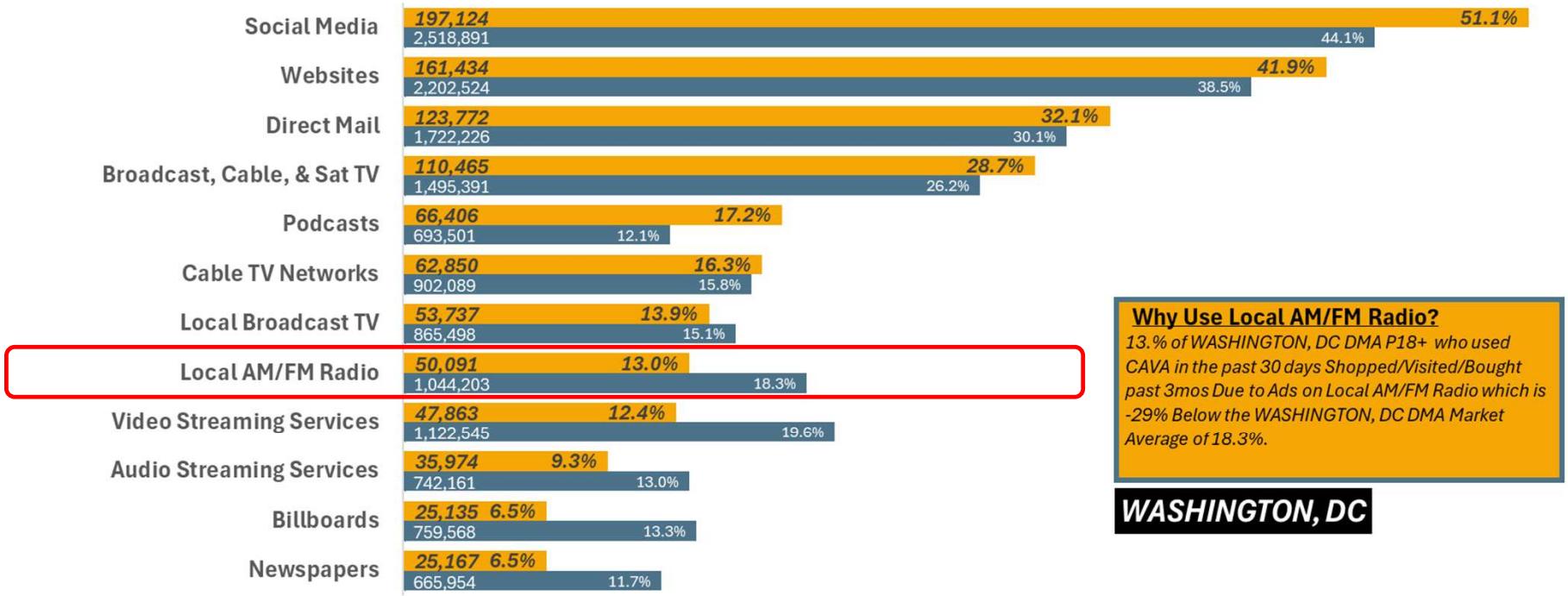
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Sit-down restaurants used past 30 days: Glory Days Grill

CAVA WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

13.% of WASHINGTON, DC DMA P18+ who used CAVA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -29% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 441

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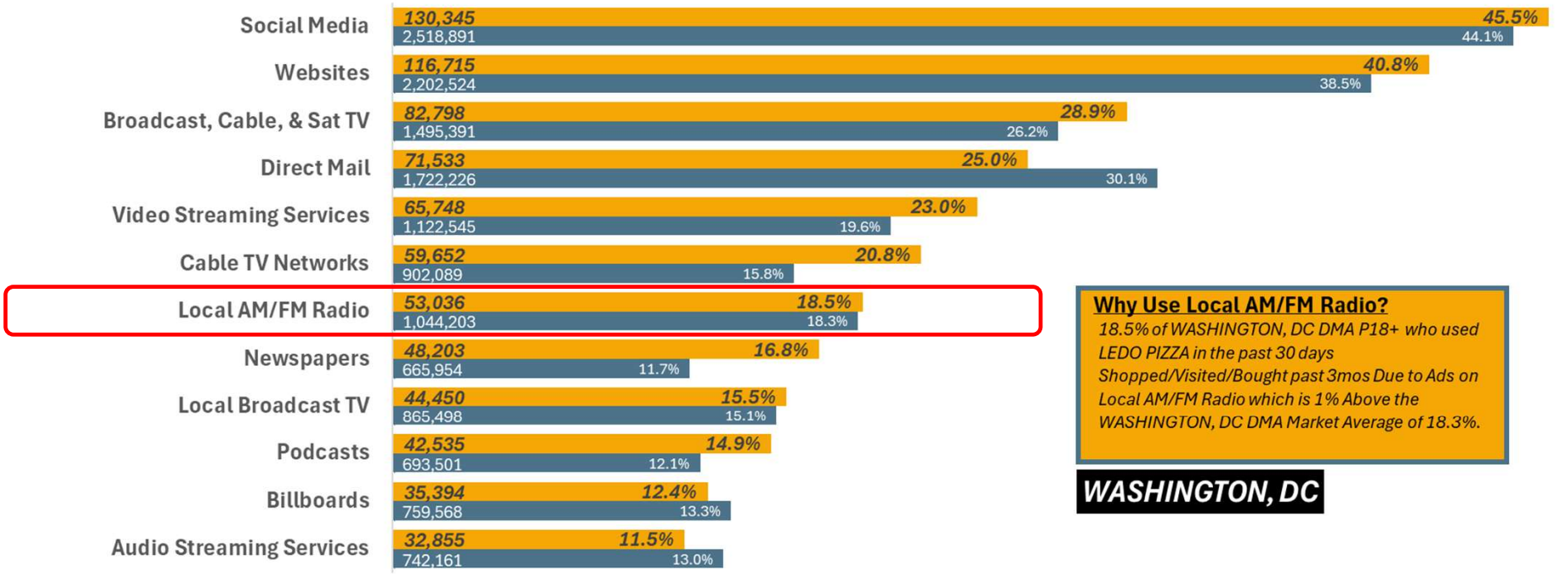
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Quick service restaurants used past 30 days: CAVA

WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.5% of WASHINGTON, DC DMA P18+ who used LEDO PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 319

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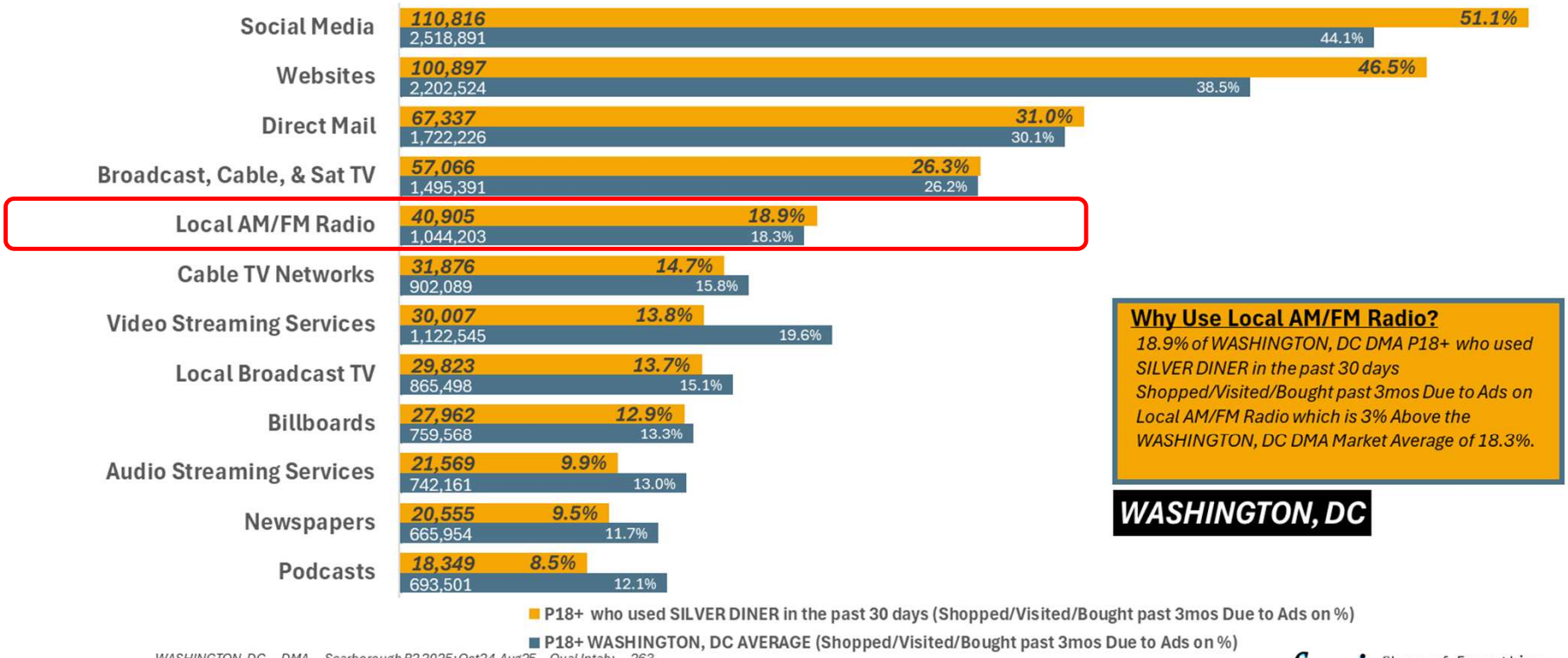
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Quick service restaurants used past 30 days: Ledo Pizza

SILVER DINER WDC
THE NEXT GENERATION DINER

"Advertising Actions"

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



Why Use Local AM/FM Radio?

18.9% of WASHINGTON, DC DMA P18+ who used SILVER DINER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 263

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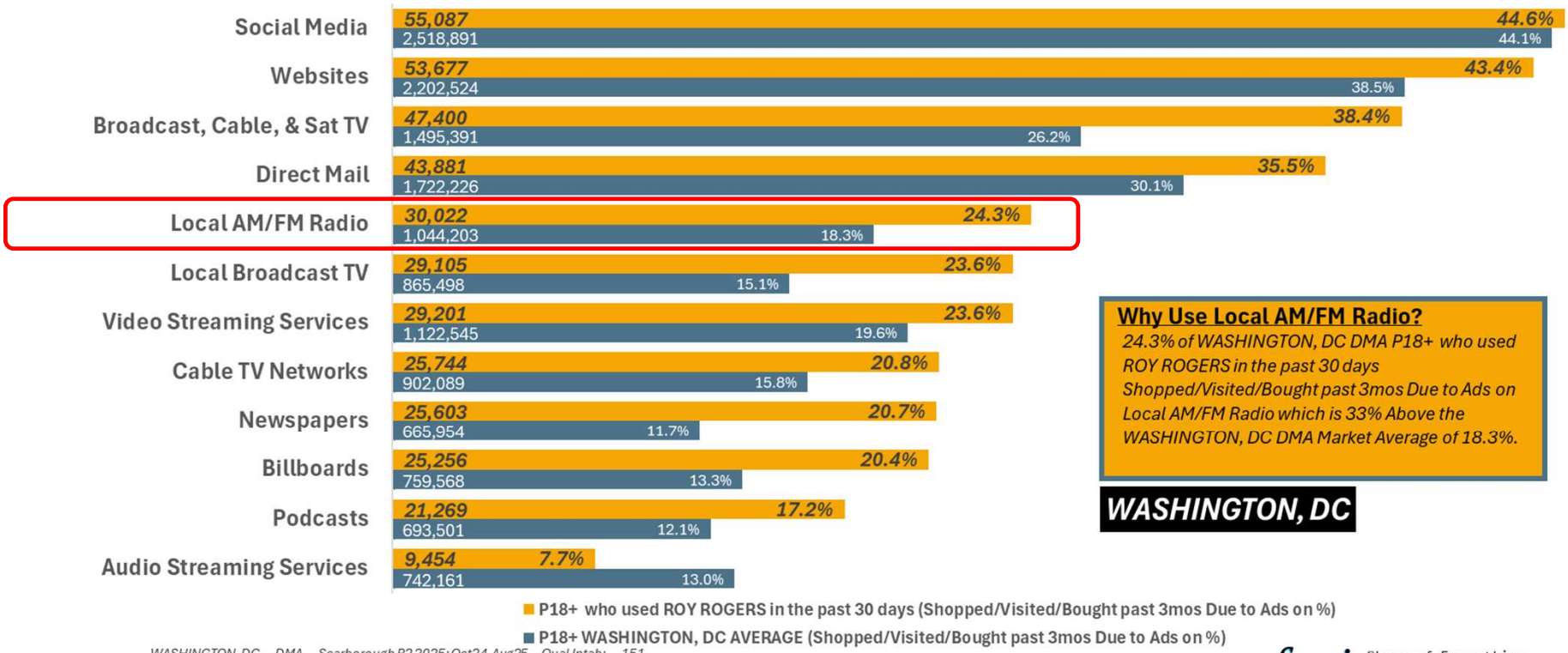
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Sit-down restaurants used past 30 days: Silver Diner

WDC

"Advertising Actions"

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



Why Use Local AM/FM Radio?

24.3% of WASHINGTON, DC DMA P18+ who used ROY ROGERS in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 33% Above the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 151

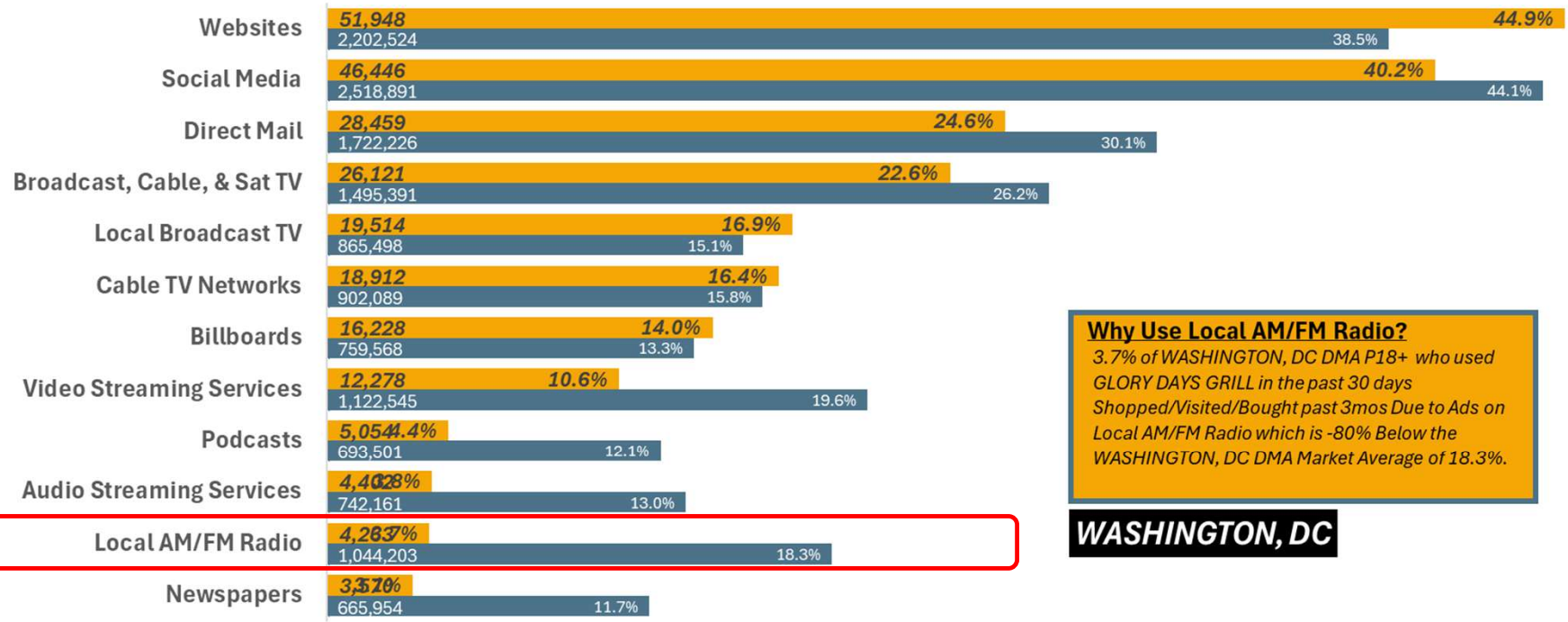
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Quick service restaurants used past 30 days: Roy Rogers

"Advertising Actions"

P18+ who used GLORY DAYS GRILL in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

3.7% of WASHINGTON, DC DMA P18+ who used GLORY DAYS GRILL in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -80% Below the WASHINGTON, DC DMA Market Average of 18.3%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 125

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Sit-down restaurants used past 30 days: Glory Days Grill