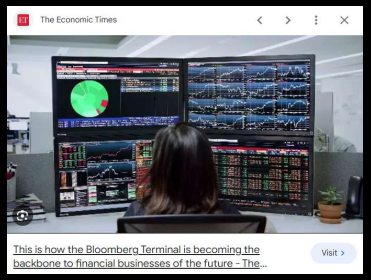
# USA+4 More DMAs – P18+ who used CHIPOTLE one or more times in the past 30 days!

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI** and **WEST PALM BEACH DMA** P18+ who used **CHIPOTLE one or more times in the past 30 days** as of July 31, 2025.




CHIPOTLE MEXICAN GRILL

USA

MSP

STL

CIN

WPB

**P18+**

Vanguard BlackRock

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

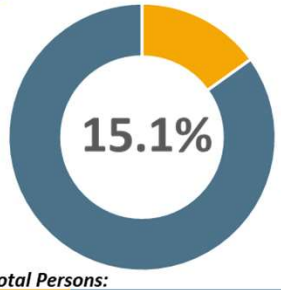
HUBBARD BROADCASTING INC. HB INC.

*Quick service restaurants used past 30 days: Chipotle*




15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days.
Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 41.6 years old (14.7% younger than average) and have a $117,123 (24.1% higher than average) annual household income.

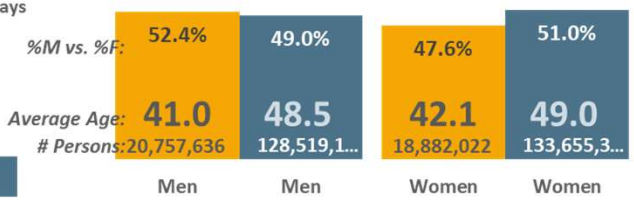
## Percent of Market: Adults 18 or older



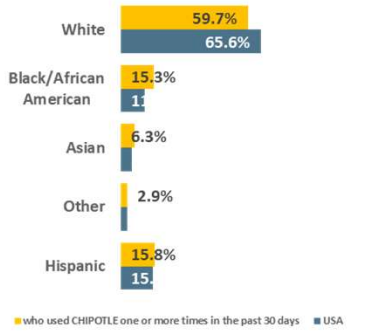

**Total Persons:**



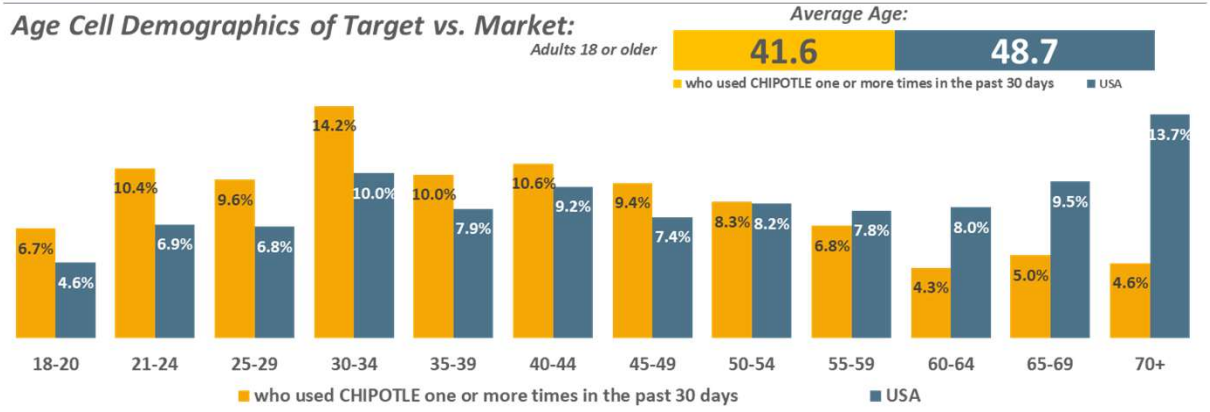

## Gender of Target vs. Market: Adults 18 or older



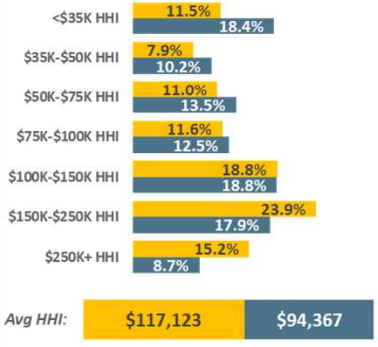

## Ethnicity of Target vs. Market:




## Age Cell Demographics of Target vs. Market:




## HHI of Target vs. Market:



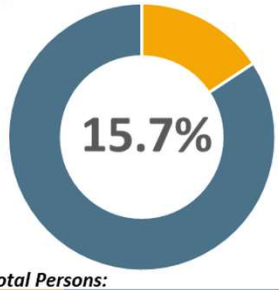

*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

15.7% or 611,134 of MSP DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 41.8 years old (14.4% younger than average) and have a $132,916 (20.5% higher than average) annual household income.

## Percent of Market: Adults 18 or older



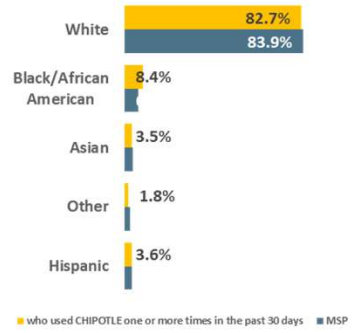

**Total Persons:**

| 611,134 | 3,278,346 |
|---|---|

## Gender of Target vs. Market: Adults 18 or older

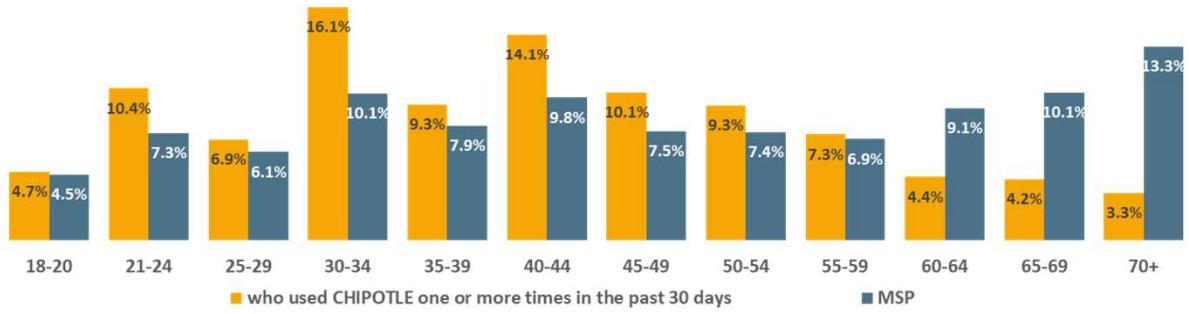
| | Men | Men | Women | Women |
|---|---|---|---|---|
| %M vs. %F: | 50.4% | 49.9% | 49.6% | 50.1% |
| Average Age: | 41.3 | 49.0 | 42.3 | 48.7 |
| # Persons: | 308,197 | 1,940,932 | 302,937 | 1,948,548 |

## Ethnicity of Target vs. Market:

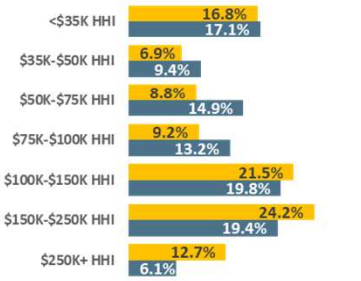



## Age Cell Demographics of Target vs. Market:

| | Average Age: | |
|---|---|---|
| Adults 18 or older | 41.8 | 48.8 |




## HHI of Target vs. Market:




| Avg HHI: | $132,916 | $110,275 |
|---|---|---|

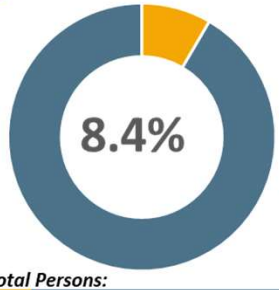
*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

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




8.4% or 211,423 of STL DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days.
Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 39.8 years old (19.6% younger than average) and have a $150,055 (54.6% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older




- who used CHIPOTLE one or more times in the past 30 days
- Remainder of STL DMA

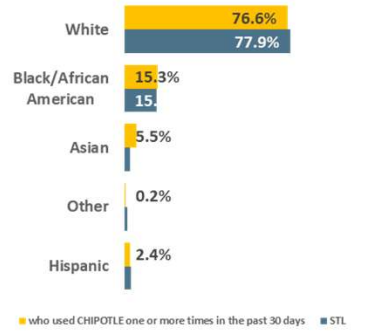
***Total Persons:***

211,423 | 2,297,762

## *Gender of Target vs. Market:* Adults 18 or older

| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 65.3% | 48.5% | 34.7% | 51.5% |
| *Average Age:* | 37.4 | 48.9 | 42.2 | 50.0 |
| *# Persons:* | 138,133 | 1,218,051 | 73,290 | 1,291,134 |

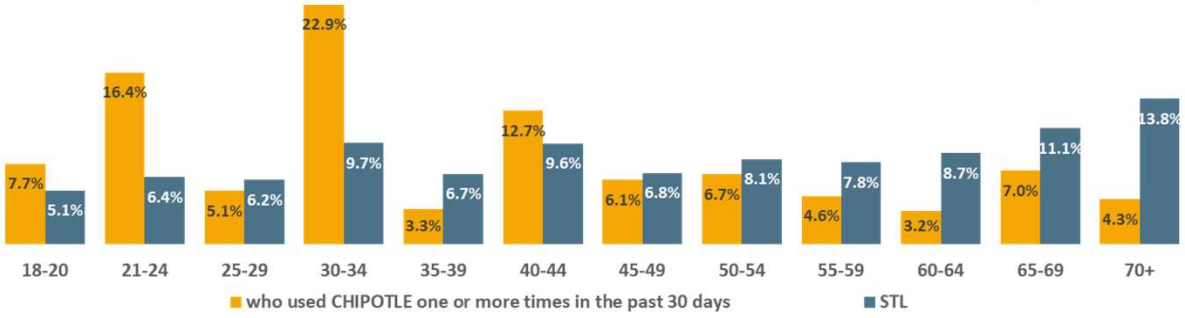
## *Ethnicity of Target vs. Market:*



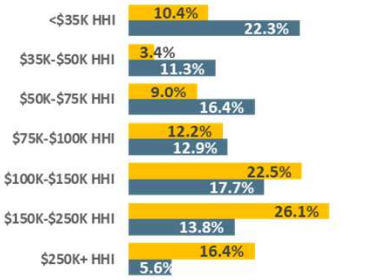

## *Age Cell Demographics of Target vs. Market:*

*Average Age:*

| | Adults 18 or older |
|---|---|
| who used CHIPOTLE one or more times in the past 30 days | 39.8 |
| STL | 49.5 |




## *HHI of Target vs. Market:*




| *Avg HHI:* | $150,055 | $97,062 |
|---|---|---|

*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

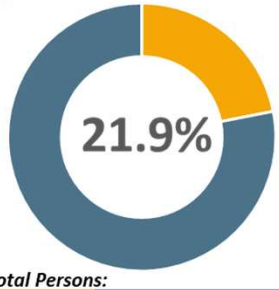
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*




21.9% or 421,672 of CIN DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 42.4 years old (13.% younger than average) and have a $120,921 (24.% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older




- who used CHIPOTLE one or more times in the past 30 days
- Remainder of CIN DMA

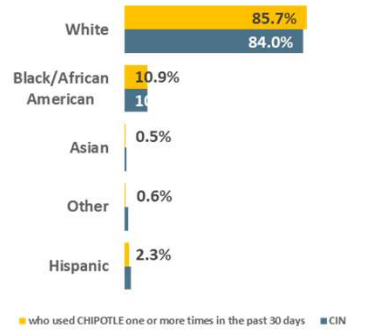
***Total Persons:***

| 421,672 | 1,501,748 |
|---|---|

## *Gender of Target vs. Market:* Adults 18 or older

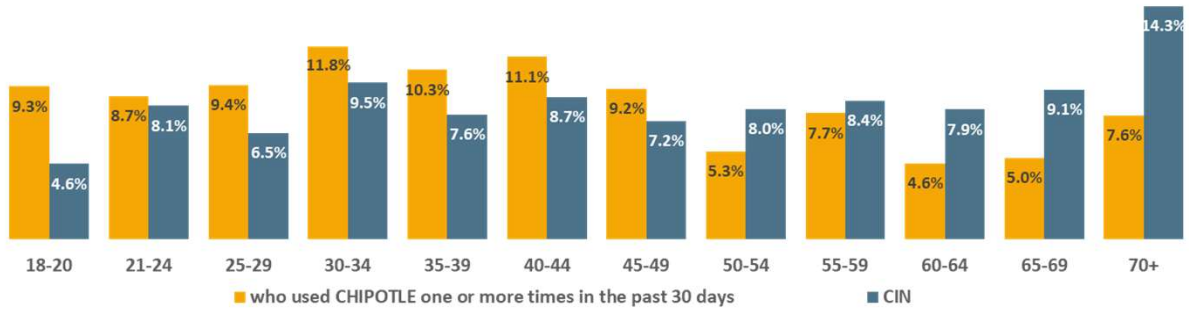
| | Men | Men | Women | Women |
|---|---|---|---|---|
| *%M vs. %F:* | 51.1% | 48.7% | 48.9% | 51.3% |
| *Average Age:* | 44.9 | 48.8 | 40.1 | 48.7 |
| *# Persons:* | 215,432 | 937,624 | 206,240 | 985,796 |

## *Ethnicity of Target vs. Market:*

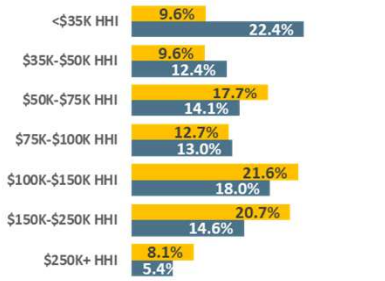



## *Age Cell Demographics of Target vs. Market:*

| | Average Age: | |
|---|---|---|
| *Adults 18 or older* | 42.4 | 48.8 |




## *HHI of Target vs. Market:*




| *Avg HHI:* | $120,921 | $97,531 |
|---|---|---|

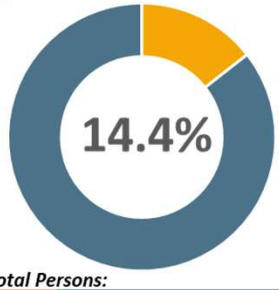
*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

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




14.4% or 275,895 of WPB DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Typical Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 41.5 years old (21.8% younger than average) and have a $113,057 (11.1% higher than average) annual household income.

## *Percent of Market:* Adults 18 or older

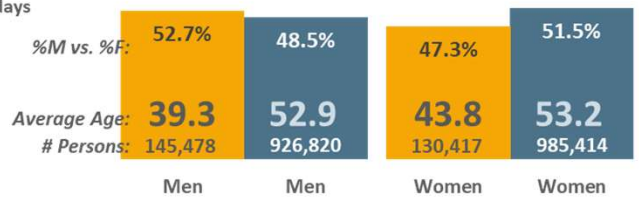



- who used CHIPOTLE one or more times in the past 30 days
- Remainder of WPB DMA

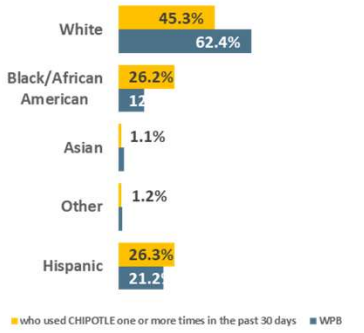
***Total Persons:***



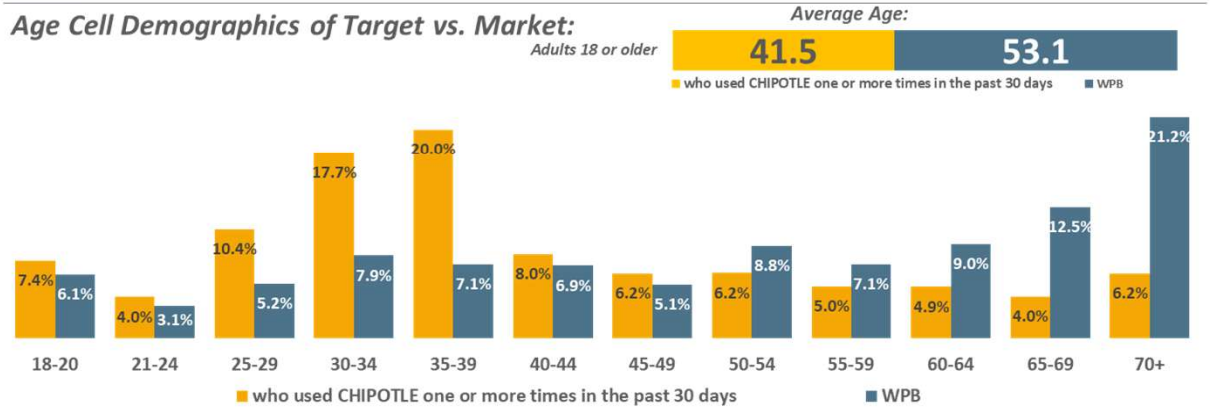

## *Gender of Target vs. Market:* Adults 18 or older



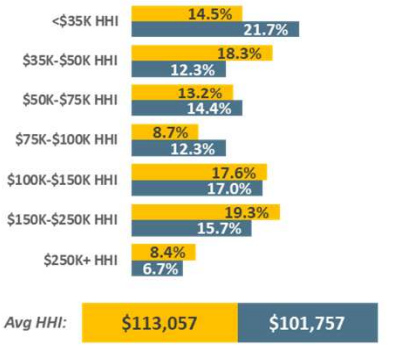

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*



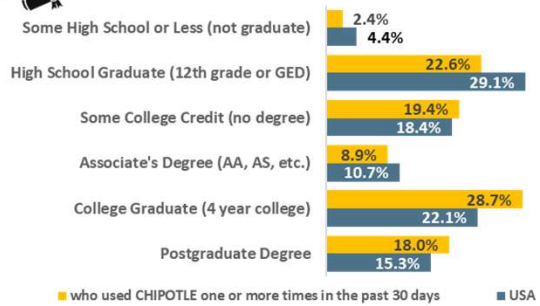

*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

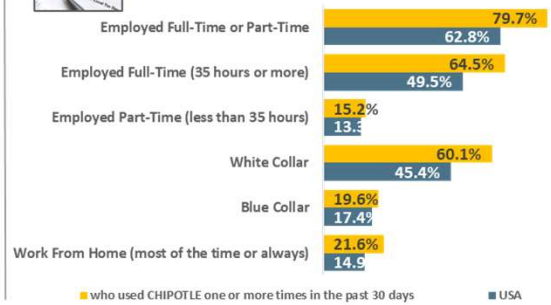



15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 24.8% more likely to be a college graduate, 30.3% more likely to work full-time, .5% less likely to be married, 36.1% more likely to be a parent of 1 or more children under 18.

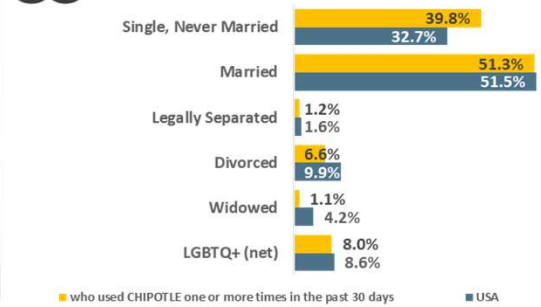
## Education Levels: Adults 18 or older



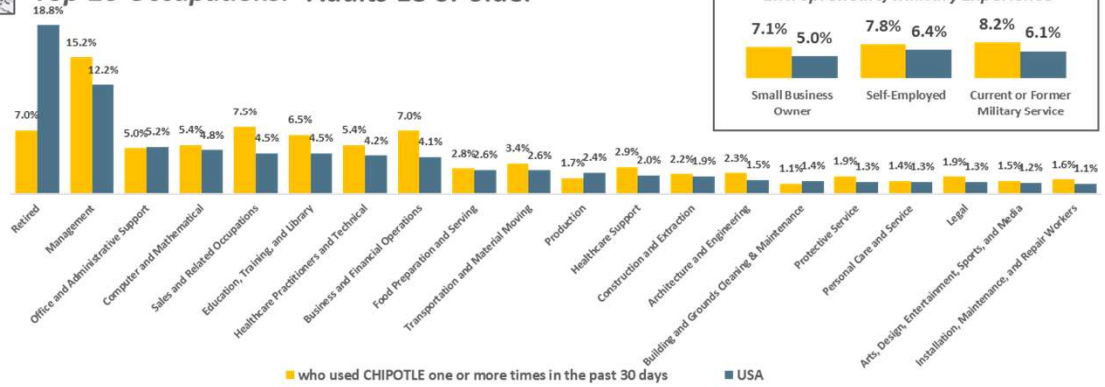

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



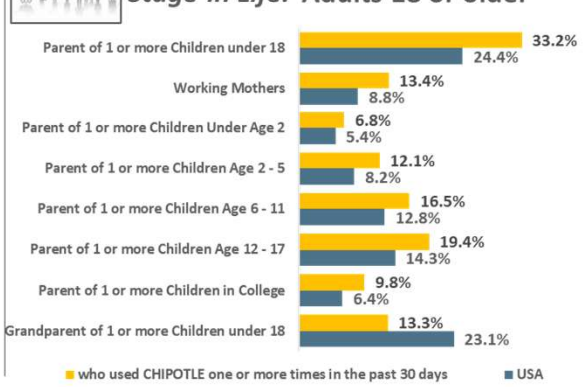

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

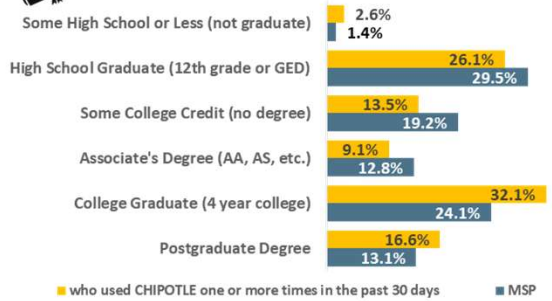
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

*Quick service restaurants used past 30 days: Chipotle*

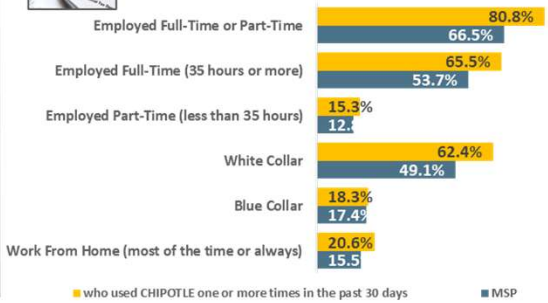



15.7% or 611,134 of MSP DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 31.% more likely to be a college graduate, 21.9% more likely to work full-time, .% less likely to be married, 39.9% more likely to be a parent of 1 or more children under 18.

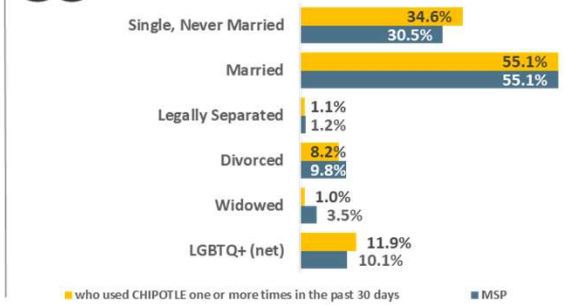
## Education Levels: Adults 18 or older



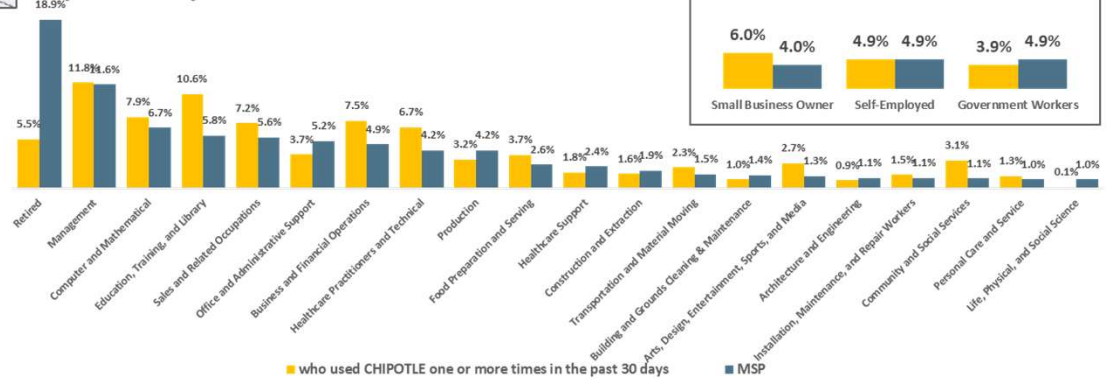

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



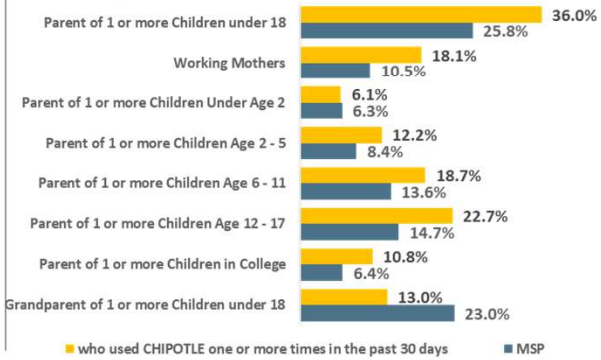

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Government Workers




## Stage in Life: Adults 18 or older




MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321

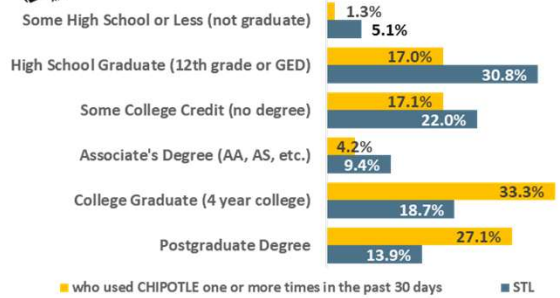
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Quick service restaurants used past 30 days: Chipotle

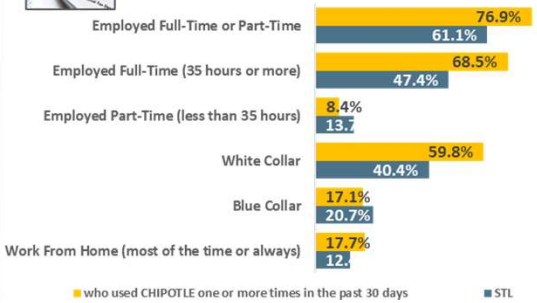



8.4% or 211,423 of STL DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 85.2% more likely to be a college graduate, 44.4% more likely to work full-time, 13.1% more likely to be married, 47.4% more likely to be a parent of 1 or more children under 1

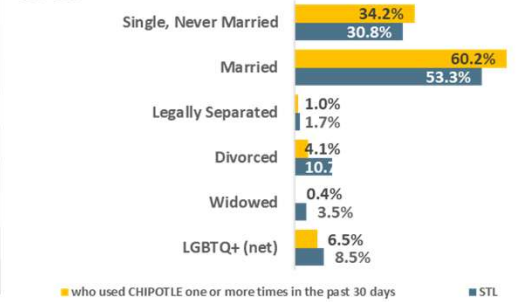
## Education Levels: Adults 18 or older



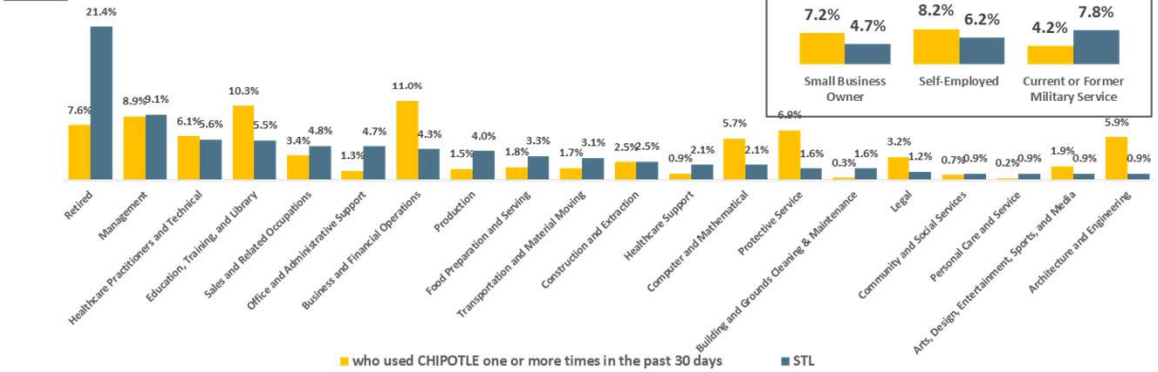

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



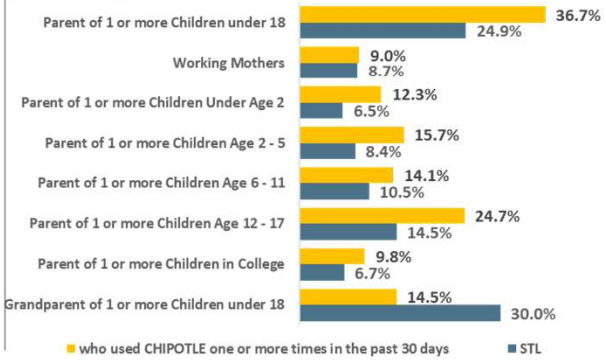

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

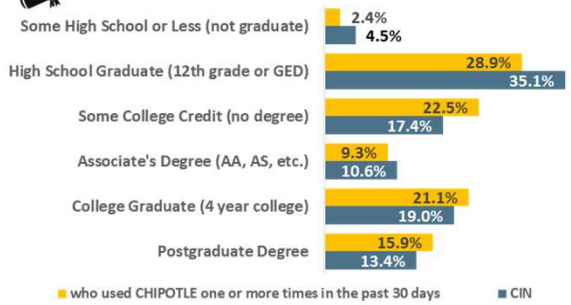
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

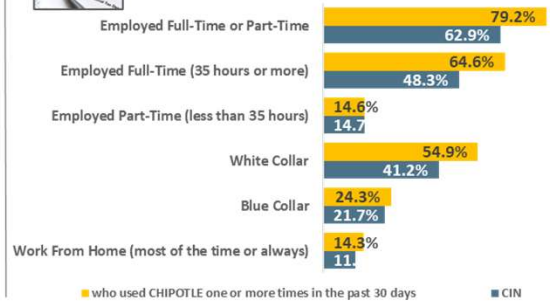
# CHIPOTLE MEXICAN GRILL — CIN

21.9% or 421,672 of CIN DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 14.3% more likely to be a college graduate, 33.8% more likely to work full-time, 5.8% less likely to be married, 41.1% more likely to be a parent of 1 or more children under 18

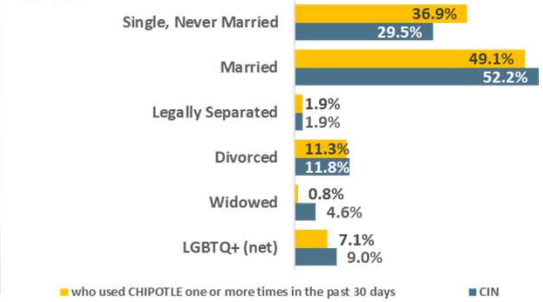
## Education Levels: Adults 18 or older



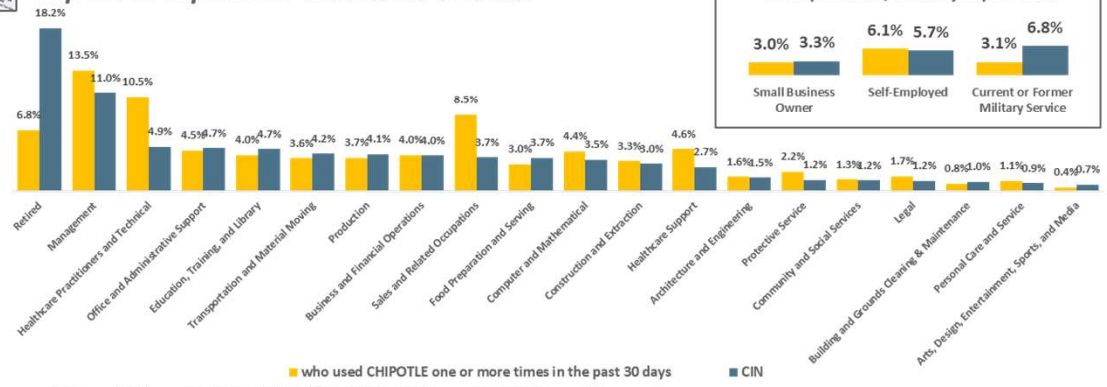

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



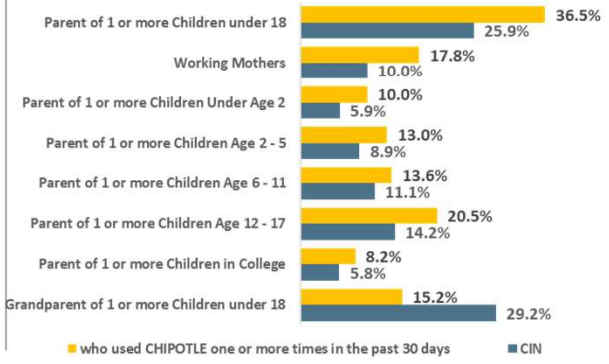

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431

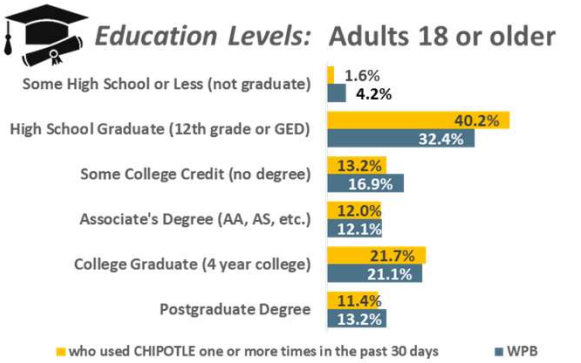
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

*Quick service restaurants used past 30 days: Chipotle*

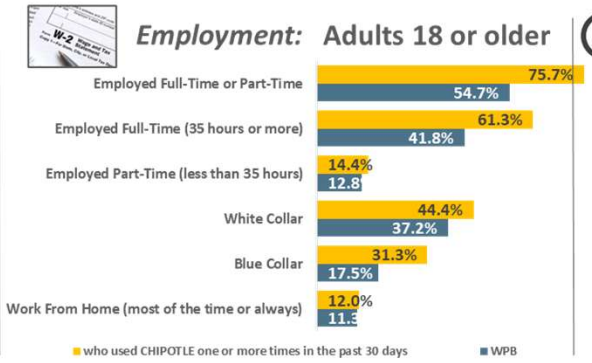



14.4% or 275,895 of WPB DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 3.5% less likely to be a college graduate, 46.6% more likely to work full-time, 10.1% less likely to be married, 96.8% more likely to be a parent of 1 or more children under 18

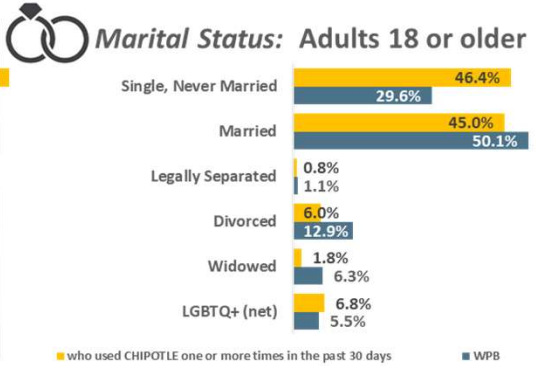
## Education Levels: Adults 18 or older



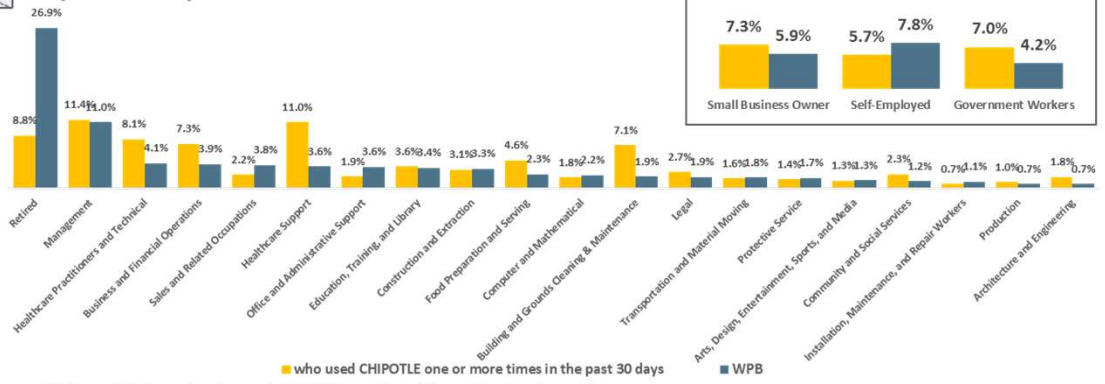

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



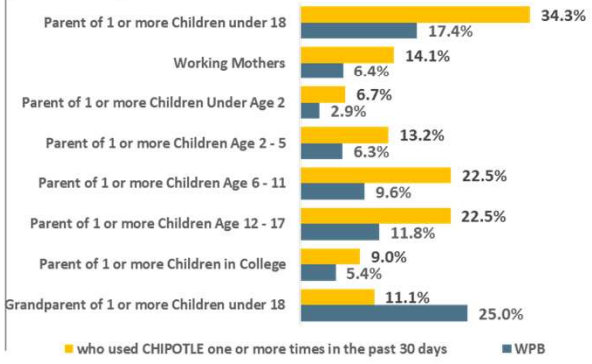

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Government Workers




## Stage in Life: Adults 18 or older




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

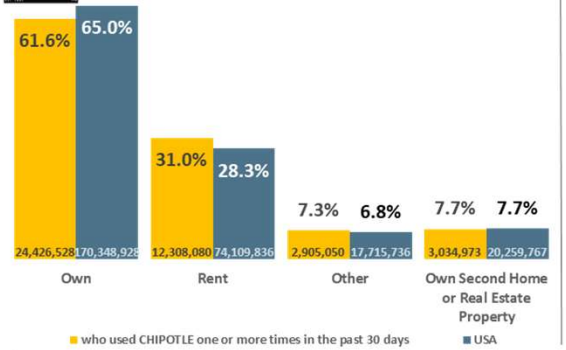
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

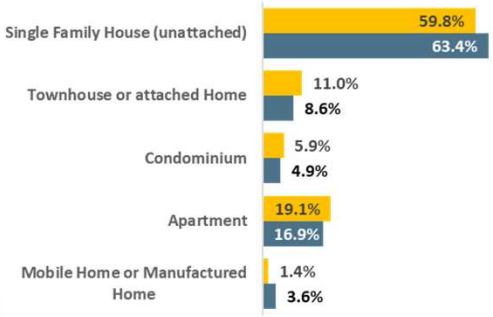



15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 5.2% less likely to own their home, 34.2% more likely to own a higher valued home, 5.6% less likely to have a single-family home, 15.6% more likely to have a dog.

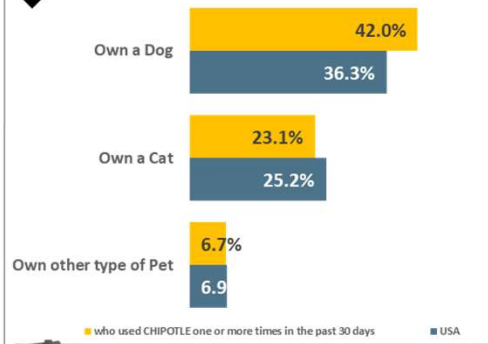
## *Own/Rent/Other:* Adults 18 or older



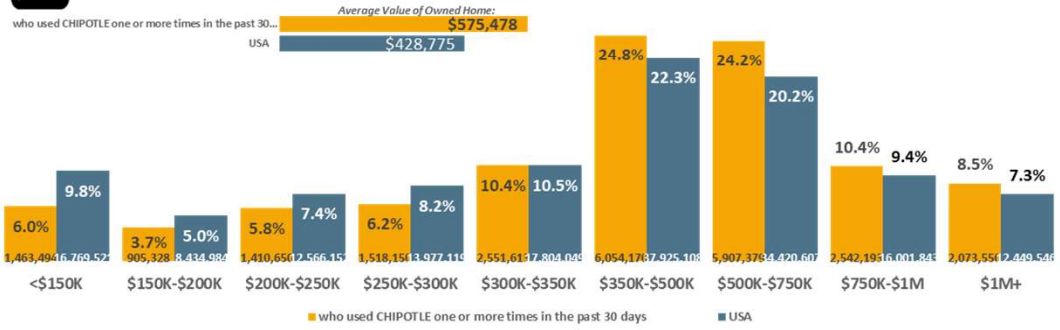

## *Type of Home:* Adults 18 or older



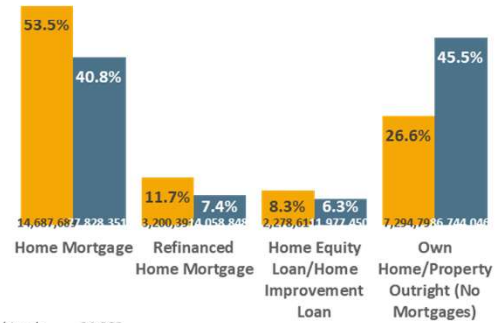

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *3,920*

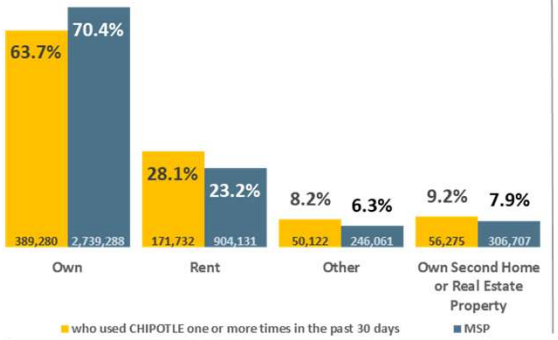
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

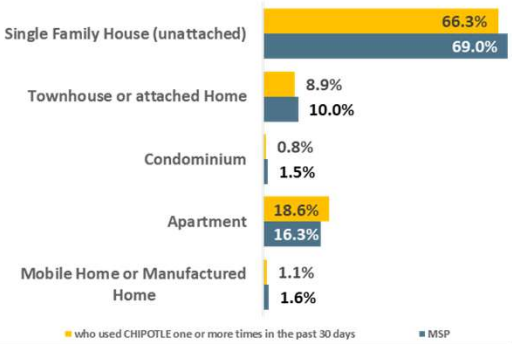
*Quick service restaurants used past 30 days: Chipotle*

15.7% or 611,134 of MSP DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 9.6% less likely to own their home, 7.5% more likely to own a higher valued home, 3.9% less likely to have a single-family home, 12.6% more likely to have a dog.

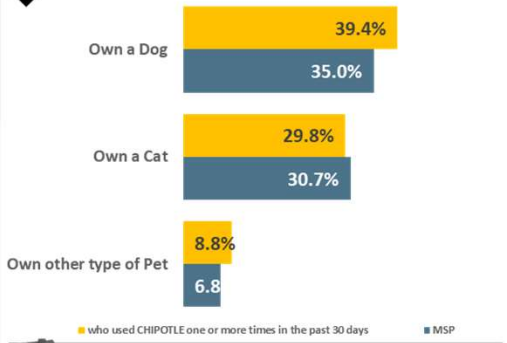
## *Own/Rent/Other:* Adults 18 or older



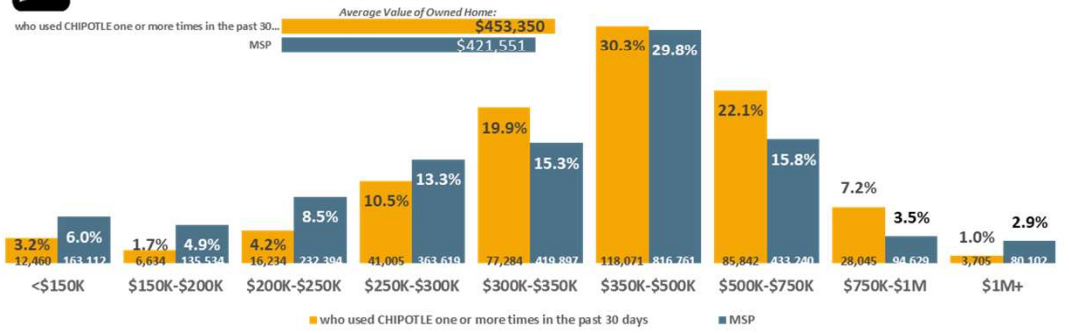

## *Type of Home:* Adults 18 or older



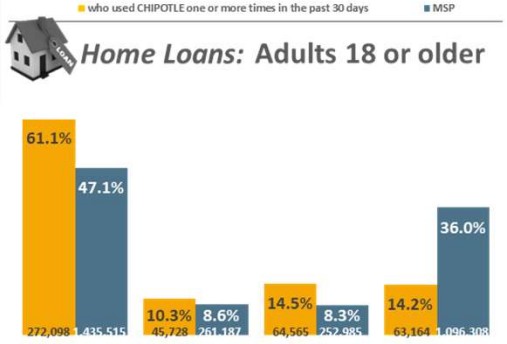

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

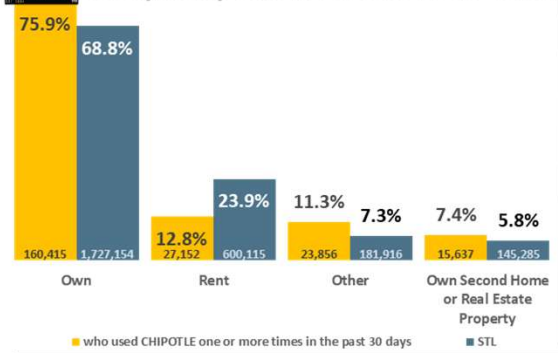
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

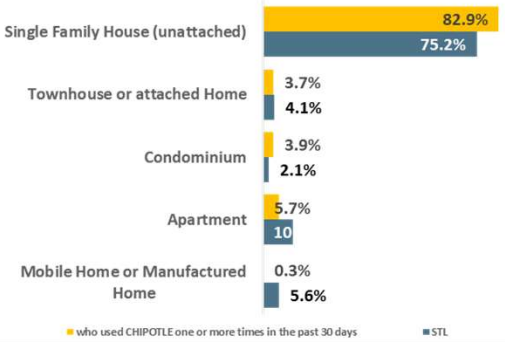



8.4% or 211,423 of STL DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 10.2% more likely to own their home, 29.5% more likely to own a higher valued home, 10.3% more likely to have a single-family home, 31.9% more likely to have a dog.

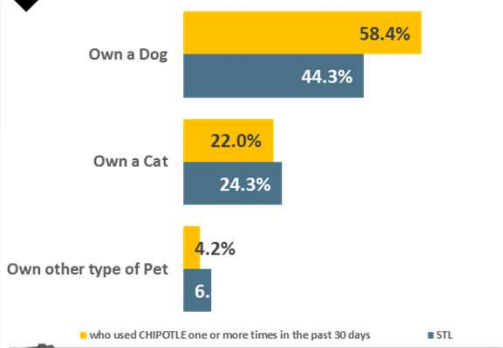
## *Own/Rent/Other:* Adults 18 or older



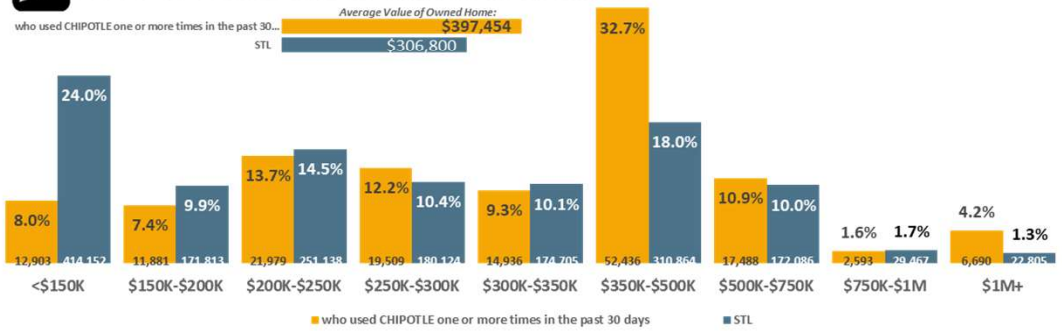

## *Type of Home:* Adults 18 or older



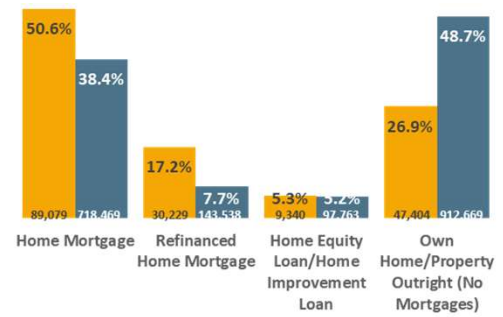

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

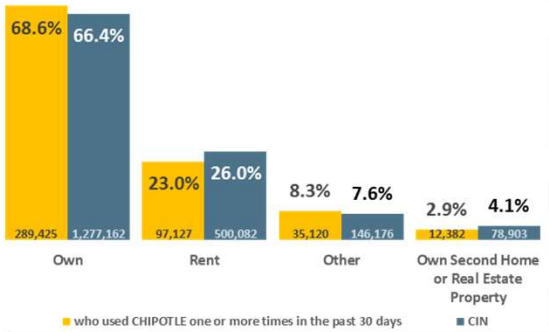
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

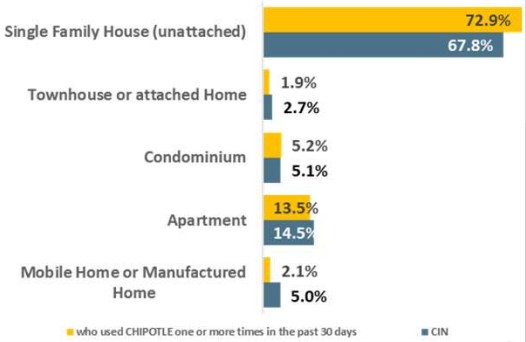



21.9% or 421,672 of CIN DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 3.4% more likely to own their home, 11.6% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 30.6% more likely to have a dog.

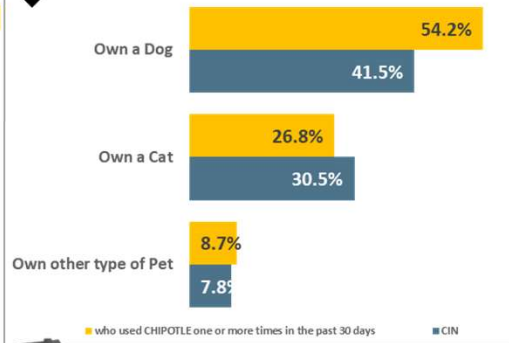
## *Own/Rent/Other:* Adults 18 or older



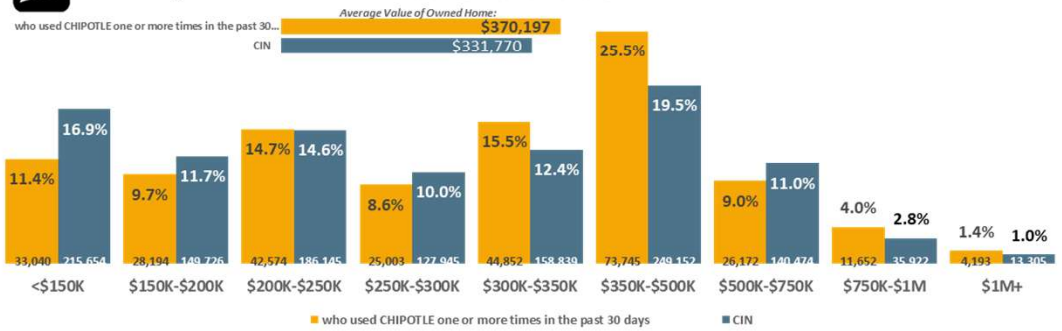

## *Type of Home:* Adults 18 or older



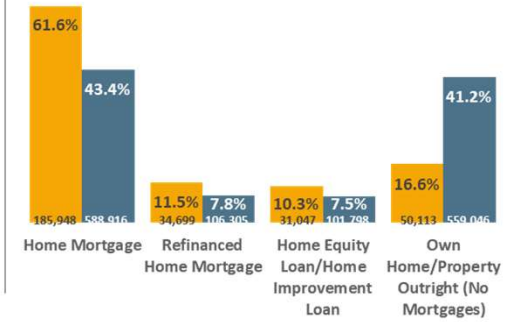

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

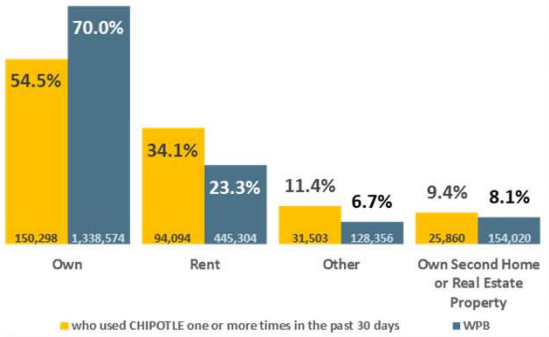
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

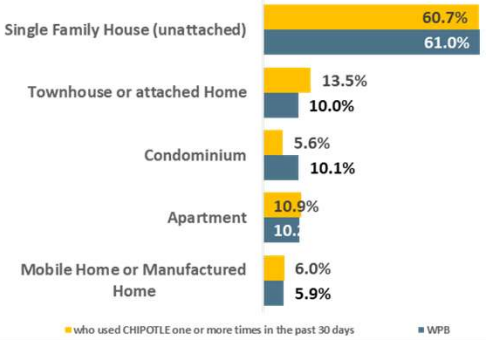



14.4% or 275,895 of WPB DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 22.2% less likely to own their home, 5.2% more likely to own a higher valued home, .6% less likely to have a single-family home, 17.2% more likely to have a dog.

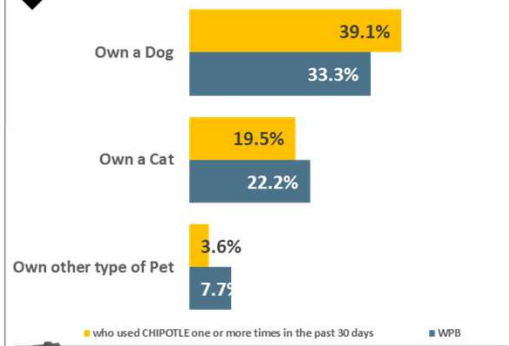
## *Own/Rent/Other:* Adults 18 or older



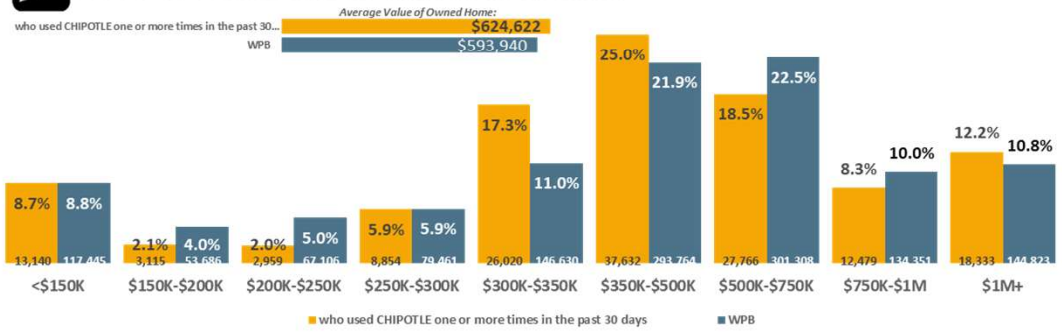

## *Type of Home:* Adults 18 or older



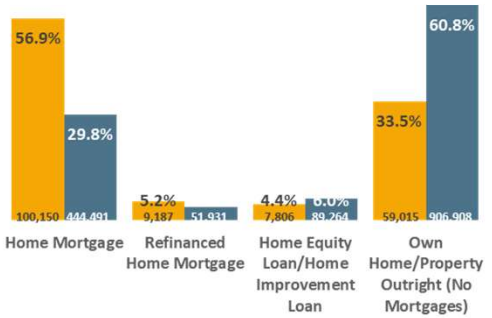

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

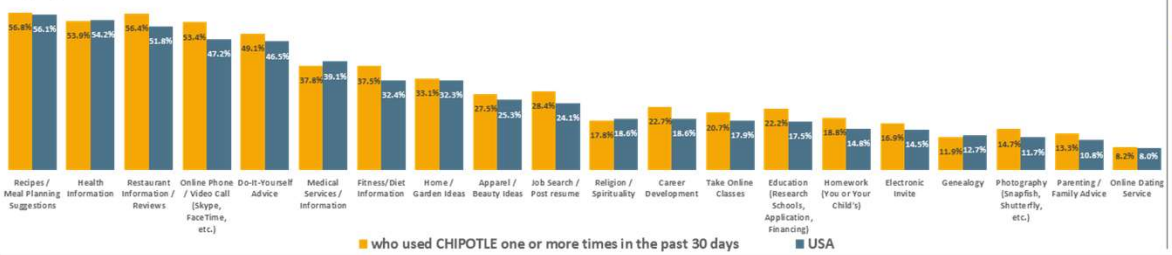
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

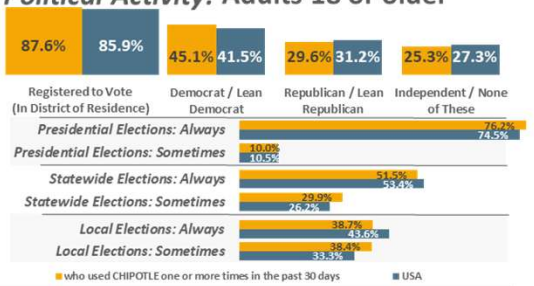



15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 5.7% more likely to look up D-I-Y advice online, 11.1% less likely to always vote in local elections, 39.3% more likely to belong to a gym, 25.5% more likely to fly domestic pa

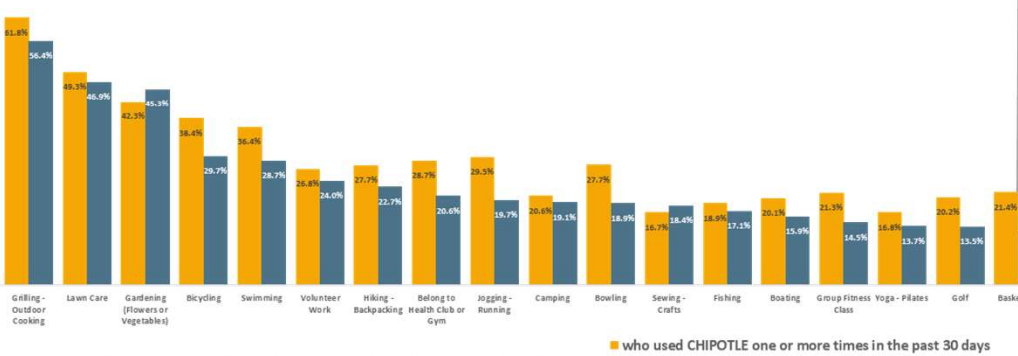
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



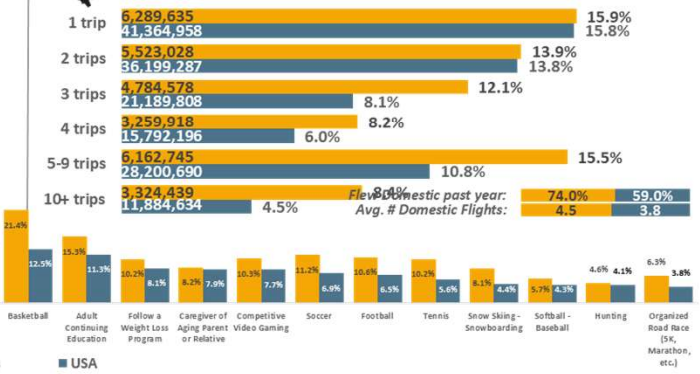

## *Political Activity:* Adults 18 or older




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




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




*USA* *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *3,920*

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

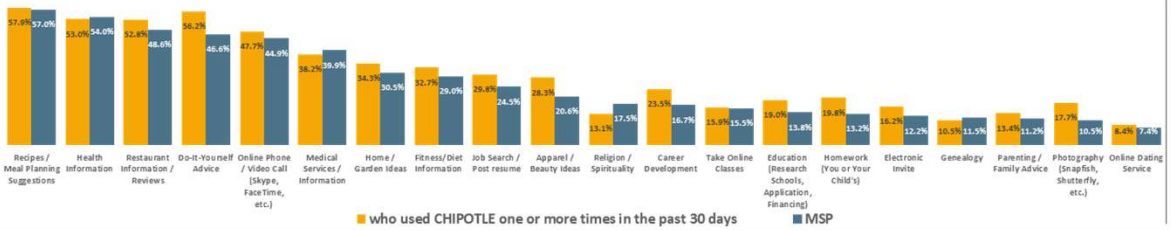
*USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,982*

*Quick service restaurants used past 30 days: Chipotle*

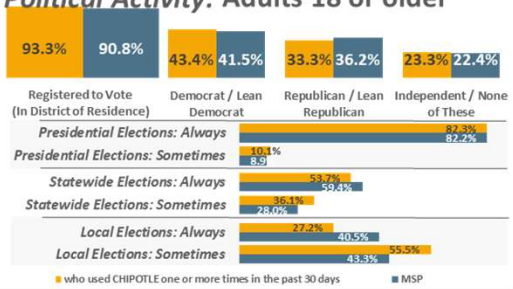



15.7% or 611,134 of MSP DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 20.8% more likely to look up D-I-Y advice online, 32.7% less likely to always vote in local elections, 30.5% more likely to belong to a gym, 30.1% more likely to fly domestic p

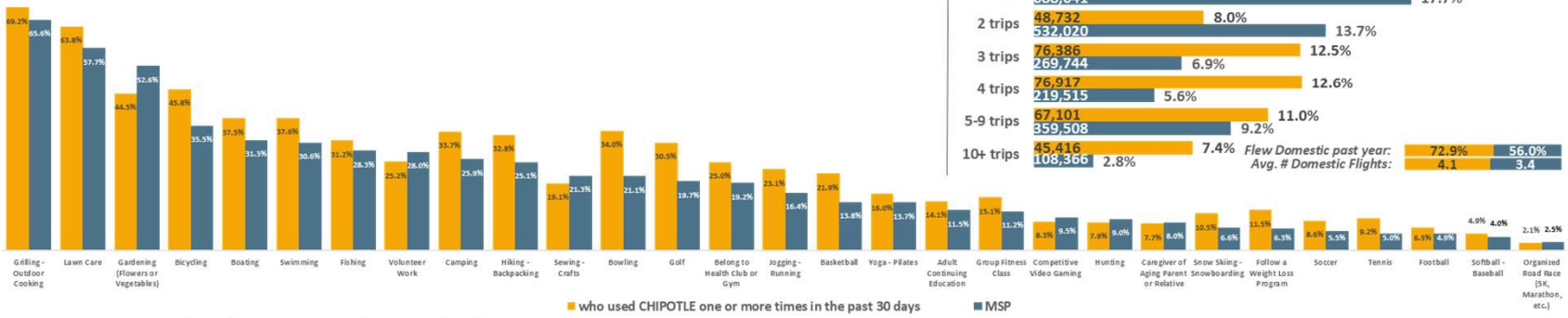
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## 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




MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321

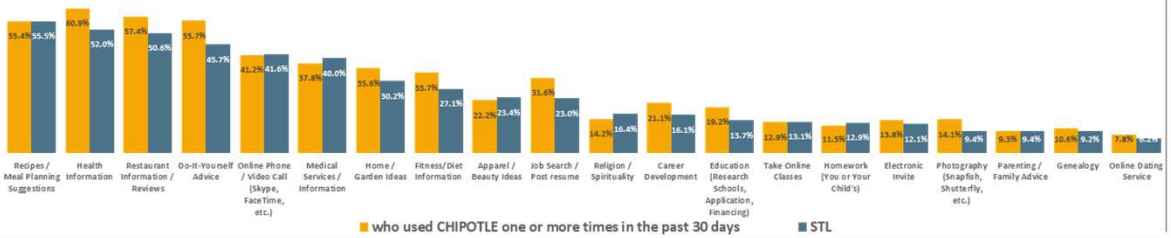
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

*Quick service restaurants used past 30 days: Chipotle*

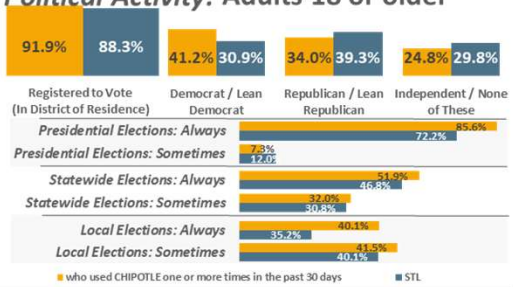



8.4% or 211,423 of STL DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 21.8% more likely to look up D-I-Y advice online, 13.9% more likely to always vote in local elections, 114.5% more likely to belong to a gym, 69.7% more likely to fly domestic

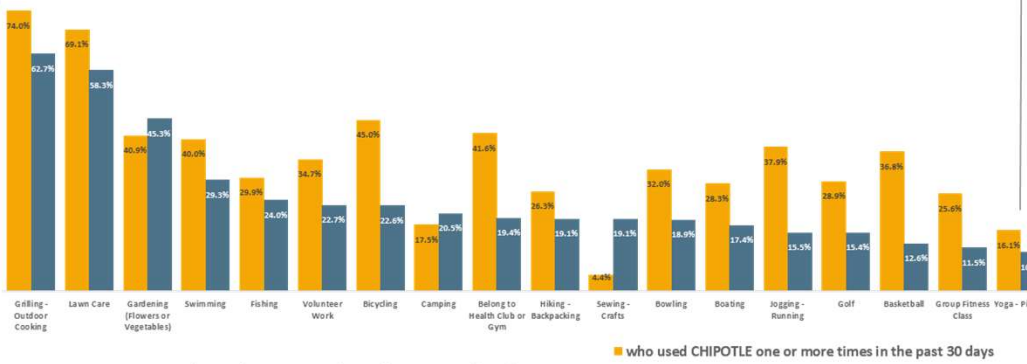
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older



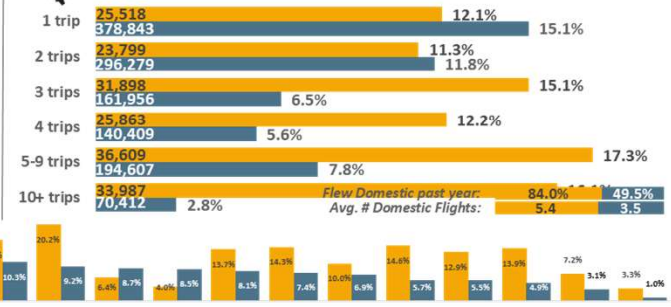

## *Political Activity:* Adults 18 or older




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




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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159

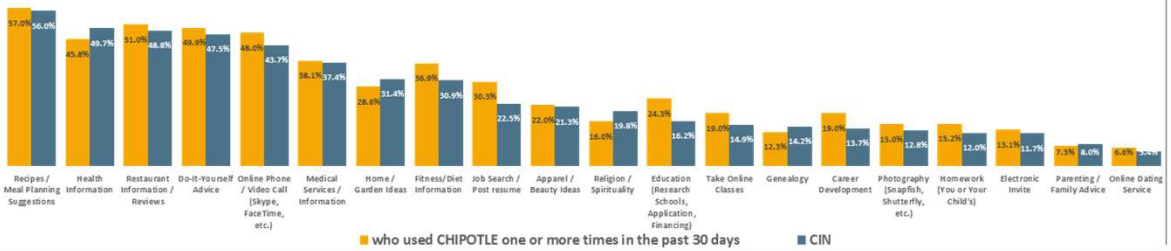
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

*Quick service restaurants used past 30 days: Chipotle*

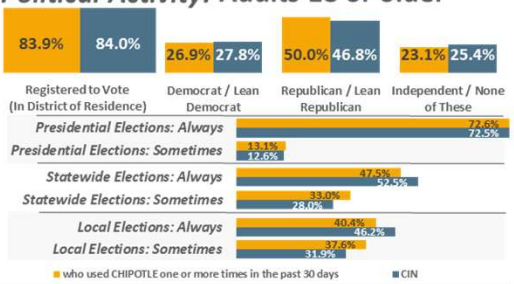



21.9% or 421,672 of CIN DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 5.% more likely to look up D-I-Y advice online, 12.4% less likely to always vote in local elections, 28.2% more likely to belong to a gym, 7.9% more likely to fly domestic past

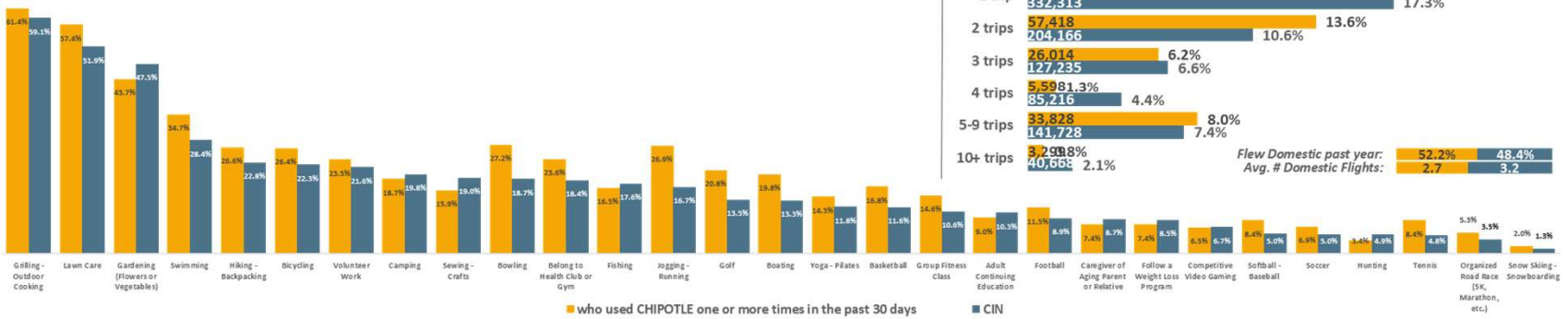
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431

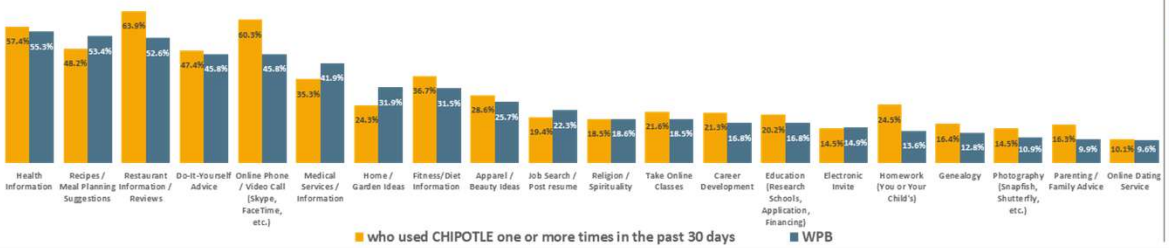
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

*Quick service restaurants used past 30 days: Chipotle*

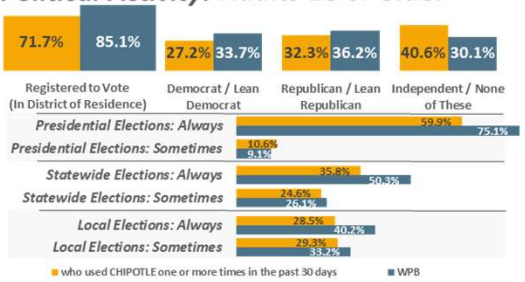



14.4% or 275,895 of WPB DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 3.4% more likely to look up D-I-Y advice online, 29.2% less likely to always vote in local elections, 20.6% more likely to belong to a gym, 10.6% more likely to fly domestic pa

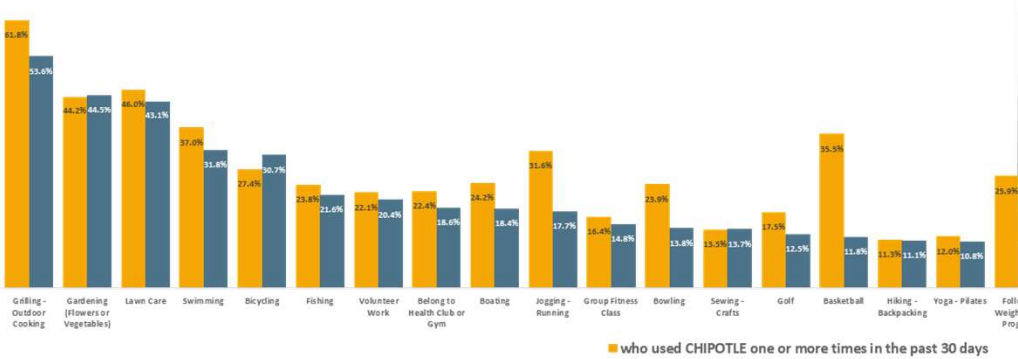
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



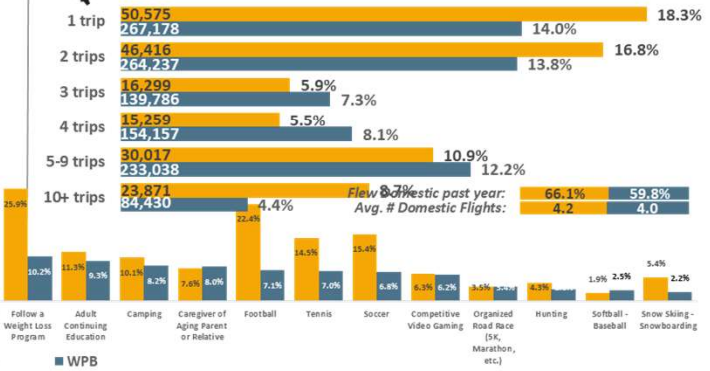

## Political Activity: Adults 18 or older




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




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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371

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

*Quick service restaurants used past 30 days: Chipotle*




15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 18.7% more likely to use QSRs past mo., 19.5% more likely to use Sit-Down Restaurants past mo., 11.7% more likely to use Casinos past yr., 23.% 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

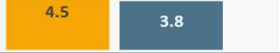





*Total Monthly Sit-Down Restaurant Users:*




*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.)*



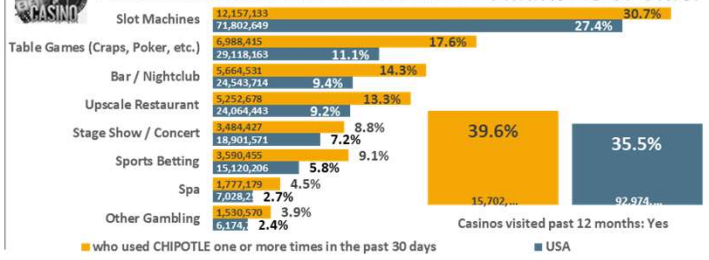

## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

*Quick service restaurants used past 30 days: Chipotle*




15.7% or 611,134 of MSP DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 15.9% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 13.% more likely to use Casinos past yr., 42.1% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 100.0% 611,134 | 86.2% 3,354,586

*Avg. Monthly QSR Meals:* 7.8 | 5.6

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






*Total Monthly Sit-Down Restaurant Users:* 87.4% 533,995 | 75.3% 2,928,056

*Avg. Monthly Sit-Down Restaurant Meals:* 3.5 | 3.2

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*



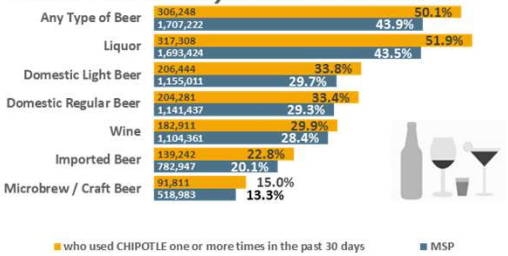



*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

*who used CHIPOTLE one or more times in the past 30...* 143,093 23.4%

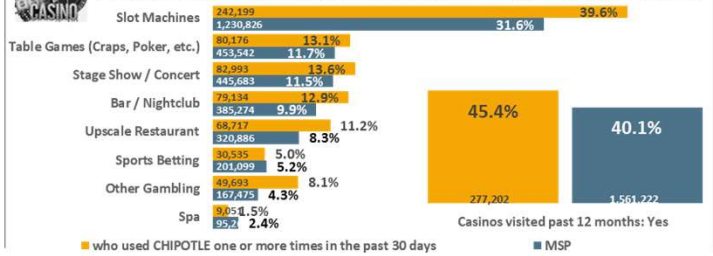
*MSP* 486,328 12.5%

## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older



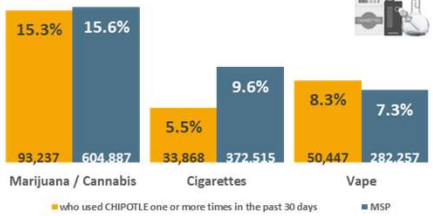






## *Used Past 30-days:* Adults 18 or older






*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

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

*Quick service restaurants used past 30 days: Chipotle*




8.4% or 211,423 of STL DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 17.2% more likely to use QSRs past mo., 28.3% more likely to use Sit-Down Restaurants past mo., 29.2% more likely to use Casinos past yr., 83.5% less likely to smoke cigarettes

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 100.0% 211,423 | 85.3% 2,141,191

*Avg. Monthly QSR Meals:* 9.2 | 6.4

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






*Total Monthly Sit-Down Restaurant Users:* 89.5% 189,119 | 69.7% 1,749,378

*Avg. Monthly Sit-Down Restaurant Meals:* 5.2 | 3.9

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used CHIPOTLE one or more times in the past 30...* 86,918 41.1%

*STL* 430,647 17.2%

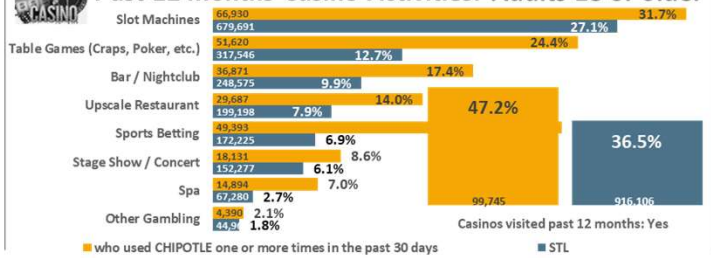
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older








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

*Quick service restaurants used past 30 days: Chipotle*




21.9% or 421,672 of CIN DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 16.2% more likely to use QSRs past mo., 12.4% more likely to use Sit-Down Restaurants past mo., 6.1% less likely to use Casinos past yr., 14.1% 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

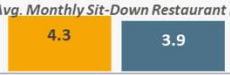





*Total Monthly Sit-Down Restaurant Users:*




*Avg. Monthly Sit-Down Restaurant Meals:*




## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*

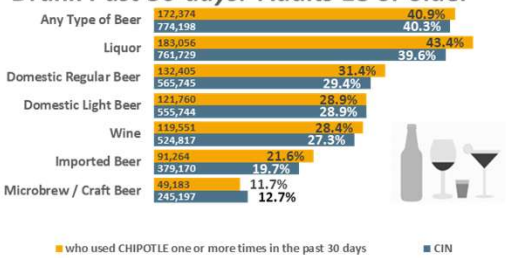





*Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)*

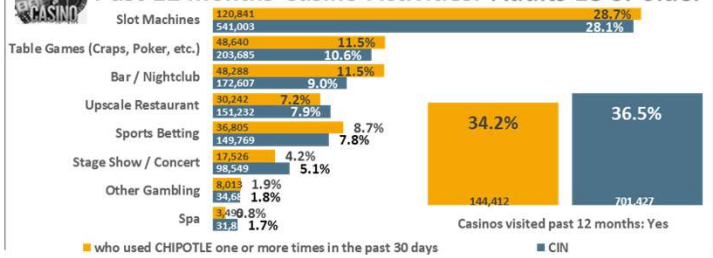



## *Drank Past 30-days:* Adults 18 or older




## *Past 12 months Casino Activities:* Adults 18 or older









## *Used Past 30-days:* Adults 18 or older






*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

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

*Quick service restaurants used past 30 days: Chipotle*




14.4% or 275,895 of WPB DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 31.7% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 20.3% less likely to smoke cigarettes

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 100.0% (275,895) 75.9% (1,452,304)

*Avg. Monthly QSR Meals:* 8.3 5.4

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






*Total Monthly Sit-Down Restaurant Users:* 81.5% (224,958) 73.0% (1,396,169)

*Avg. Monthly Sit-Down Restaurant Meals:* 5.3 4.2

## *Top-10 Cuisines:* Adults 18 or older

*(Sit-Down Restaurants Used Past 30-days)*






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

*who used CHIPOTLE one or more times in the past 30...* 86,592 31.4%

*WPB* 321,590 16.8%

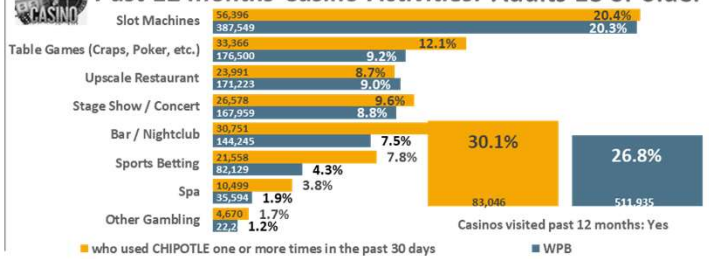
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

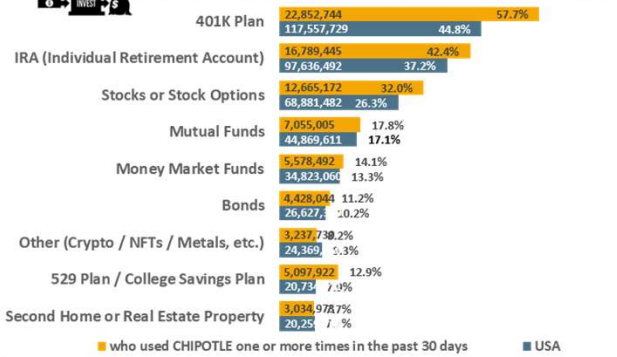
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

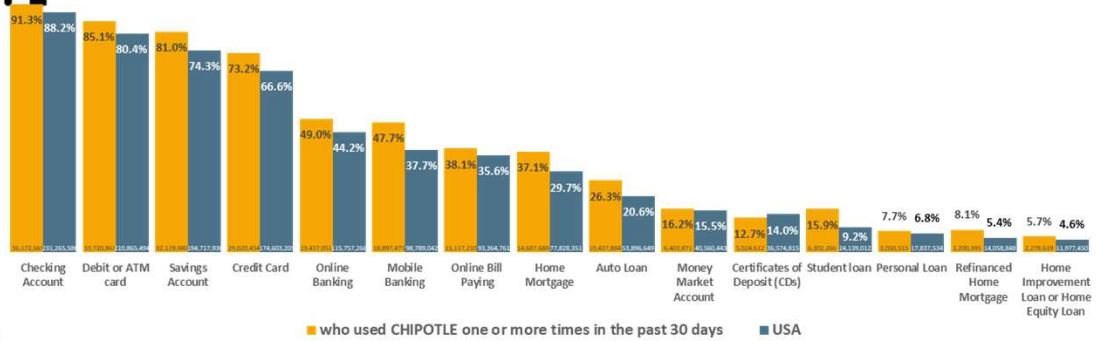



15.1% or 39,639,658 of USA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 28.6% more likely to have a 401K, 28.1% more likely to have an Auto Loan, 42.2% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



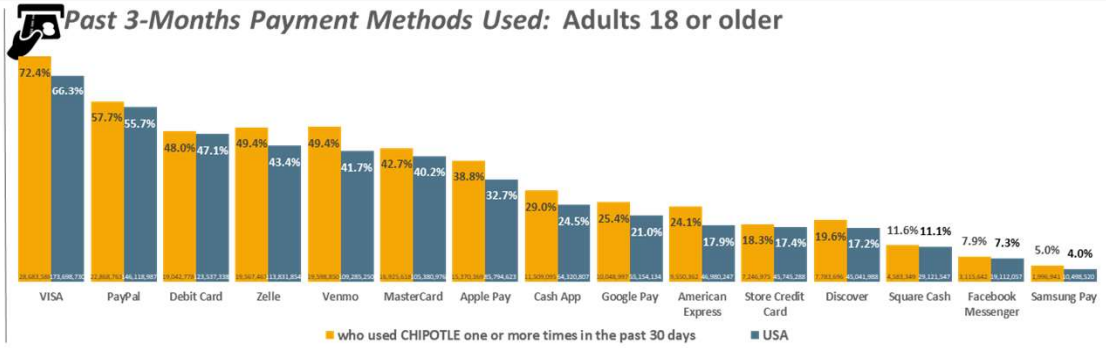

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

*Quick service restaurants used past 30 days: Chipotle*

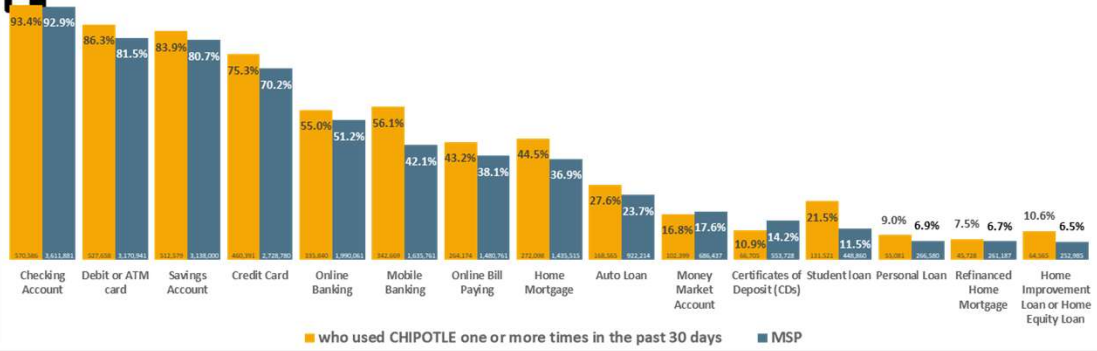
MSP

15.7% or 611,134 of MSP DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 12.2% more likely to have a 401K, 16.3% more likely to have an Auto Loan, 10.7% more likely to Invest/Trade Stocks Online, 10.5% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



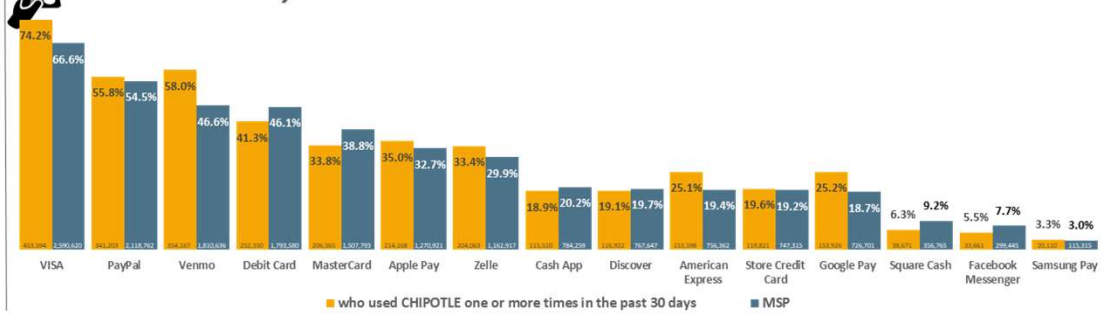

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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



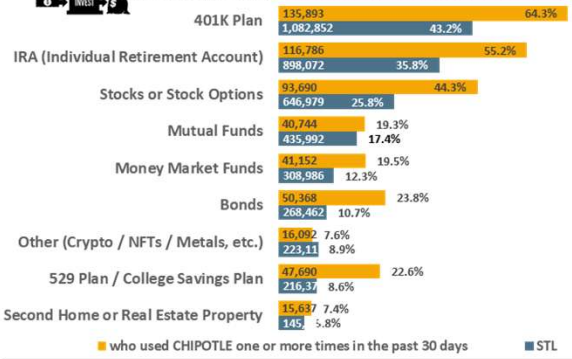

*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

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

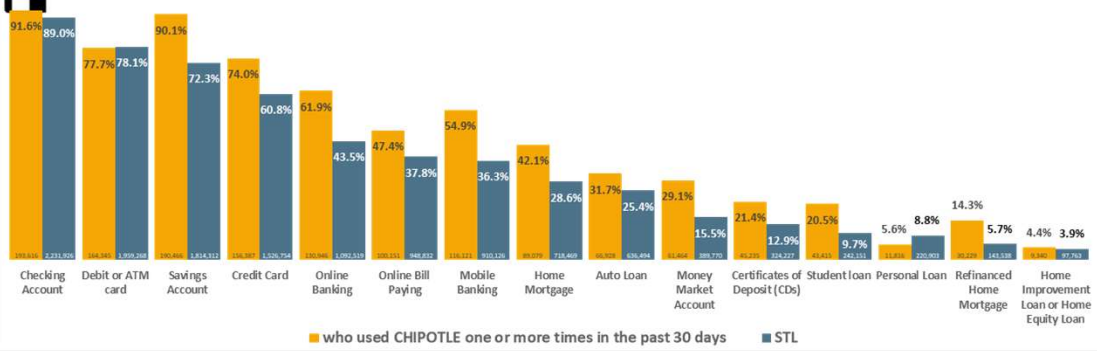
*Quick service restaurants used past 30 days: Chipotle*

8.4% or 211,423 of STL DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 48.9% more likely to have a 401K, 24.8% more likely to have an Auto Loan, 148.3% more likely to Invest/Trade Stocks Online, 18.8% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



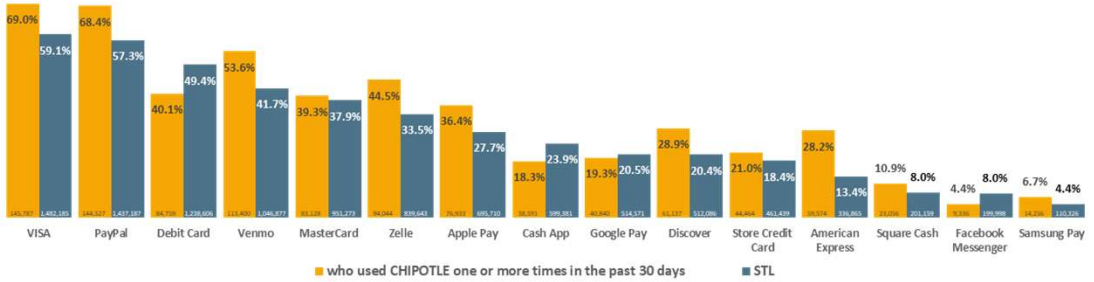

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

*Quick service restaurants used past 30 days: Chipotle*

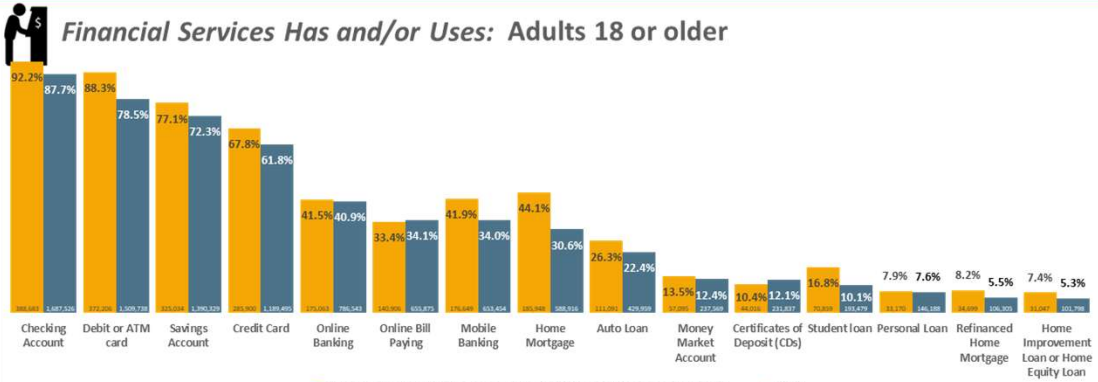



21.9% or 421,672 of CIN DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 28.3% more likely to have a 401K, 17.9% more likely to have an Auto Loan, 50.3% more likely to Invest/Trade Stocks Online, 14.% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



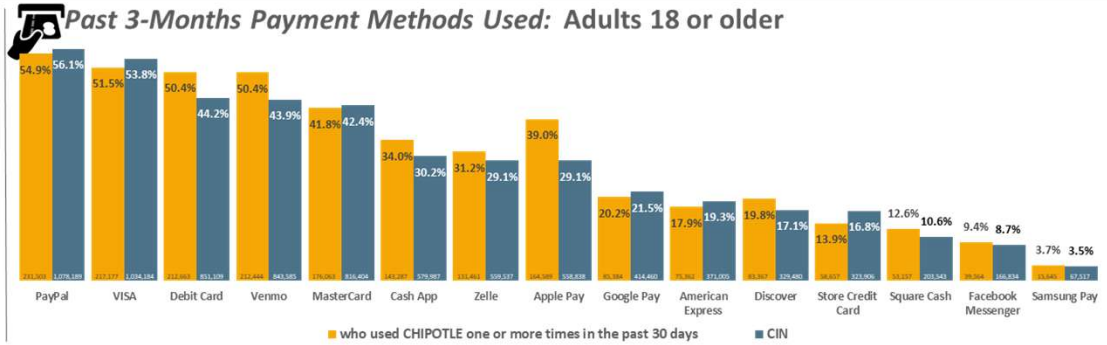

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

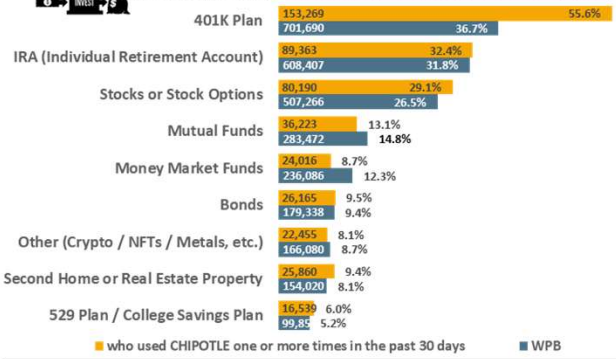
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*

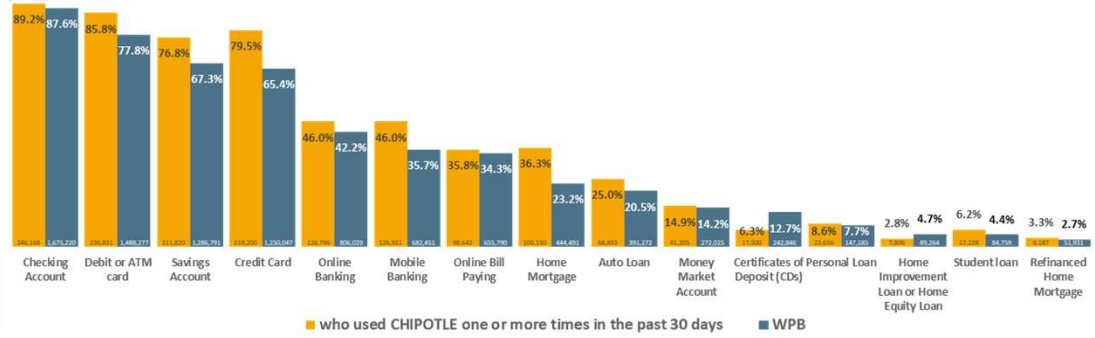



14.4% or 275,895 of WPB DMA Adults 18 or older used CHIPOTLE one or more times in the past 30 days. Adults 18 or older who used CHIPOTLE one or more times in the past 30 days are 51.4% more likely to have a 401K, 22.% more likely to have an Auto Loan, 70.8% more likely to Invest/Trade Stocks Online, 1.% less likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



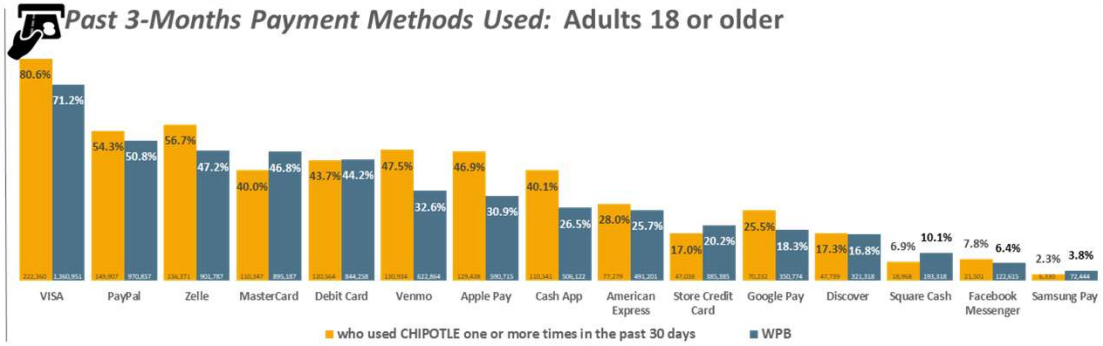

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

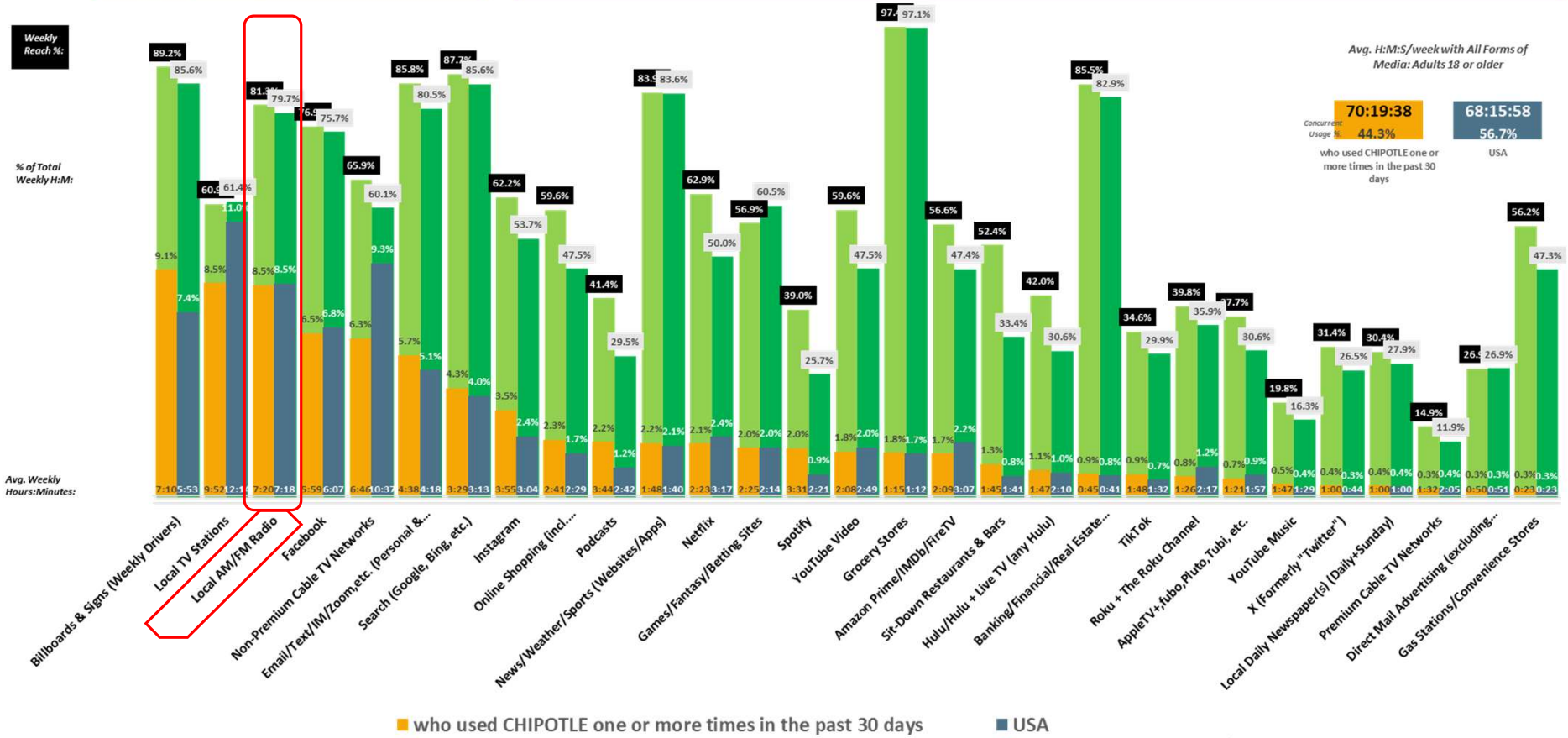
*All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*




**Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 2 days, 22 hours, 19 minutes and 38 seconds each week with All Forms of Media.**

***81.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an avg. of 7 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.***

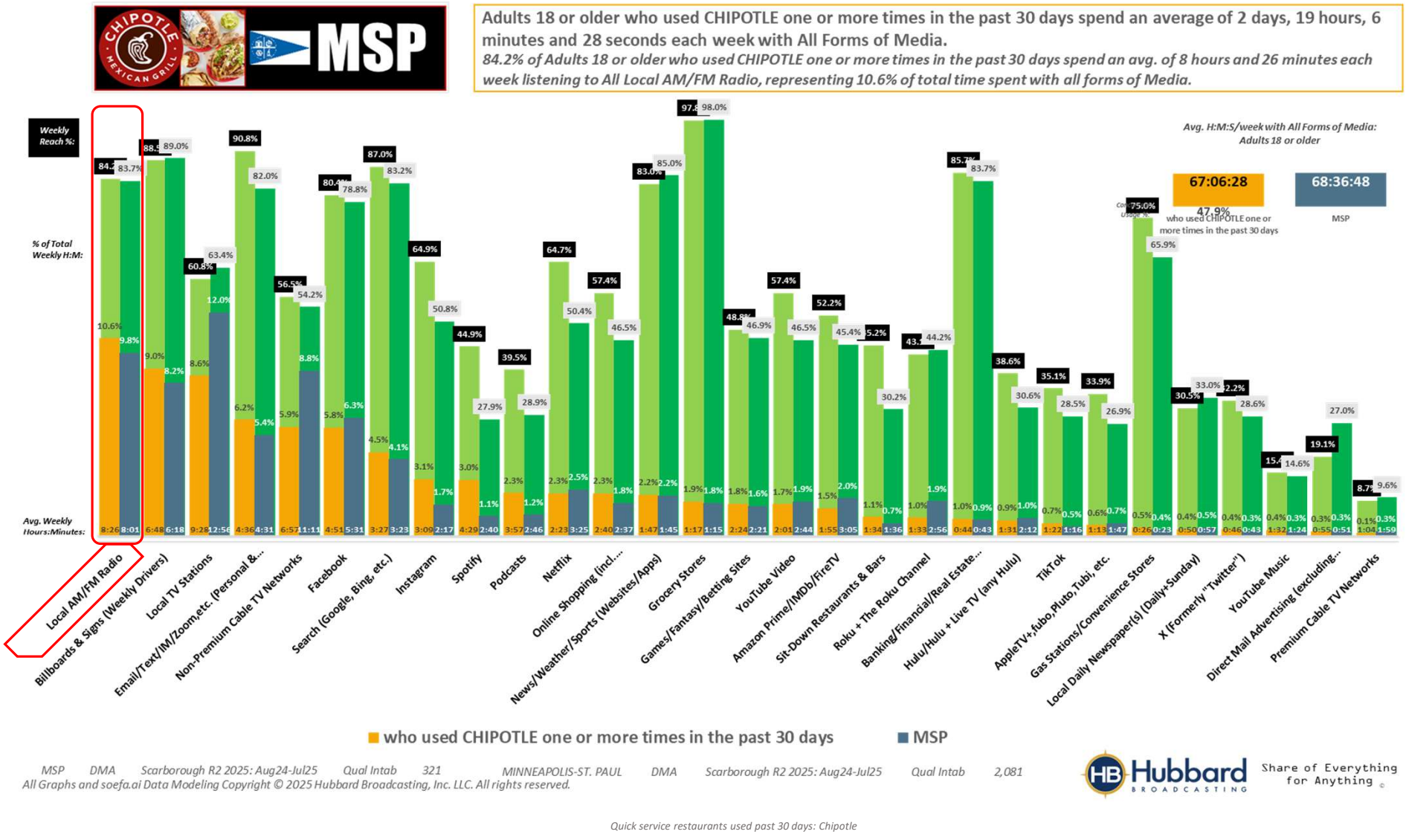



*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

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

Hubbard BROADCASTING Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

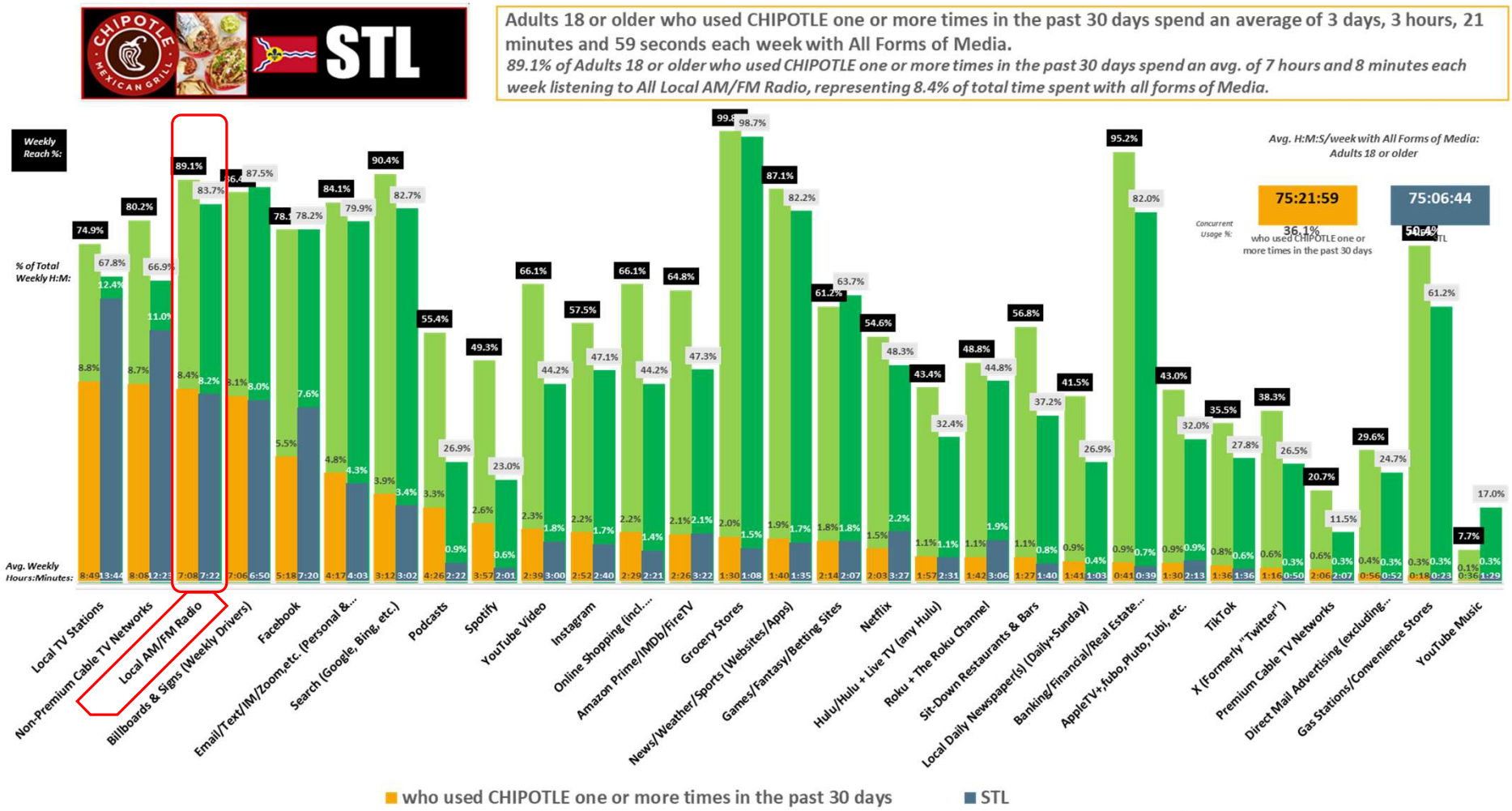



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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

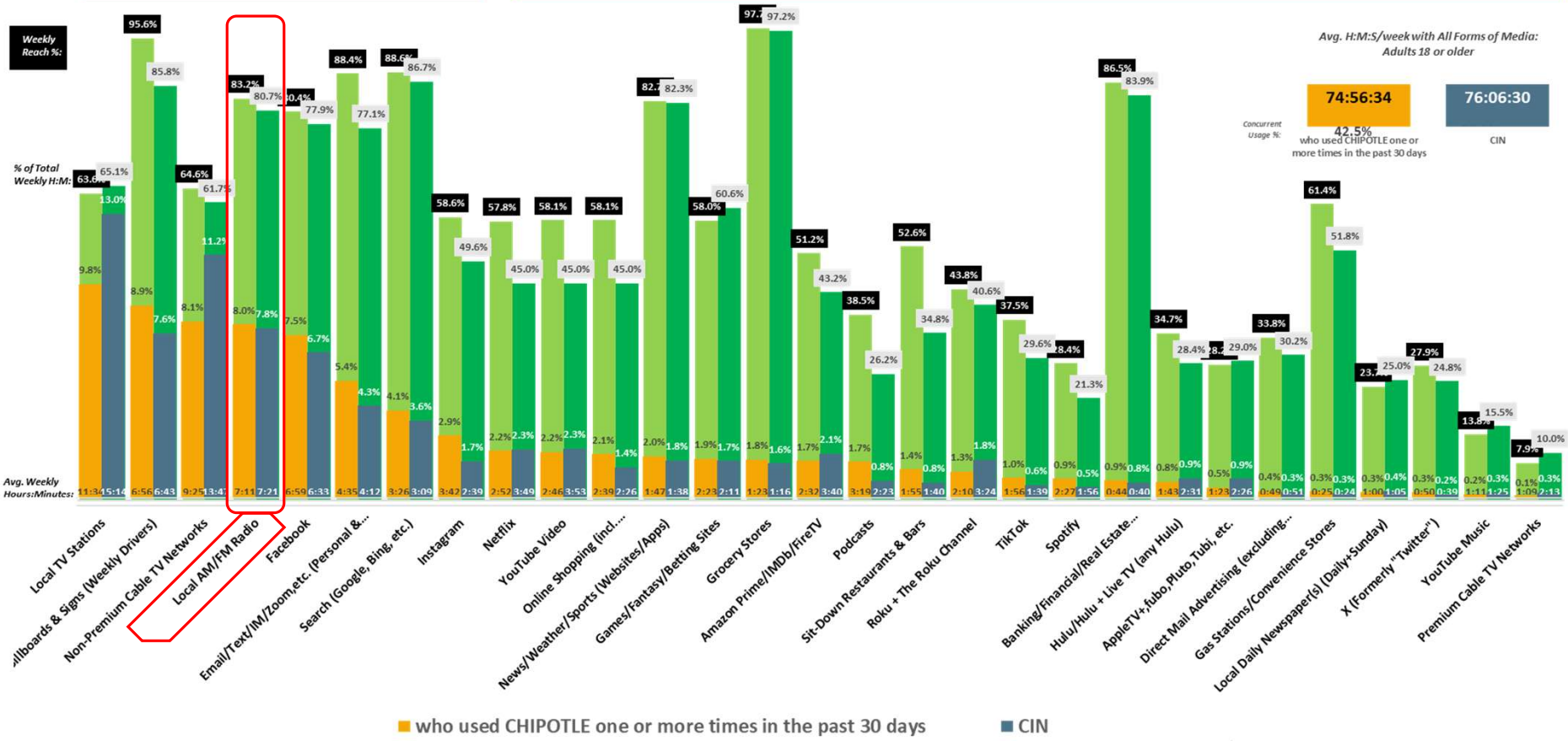
Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




**Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 3 days, 2 hours, 56 minutes and 34 seconds each week with All Forms of Media.**

***83.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.***

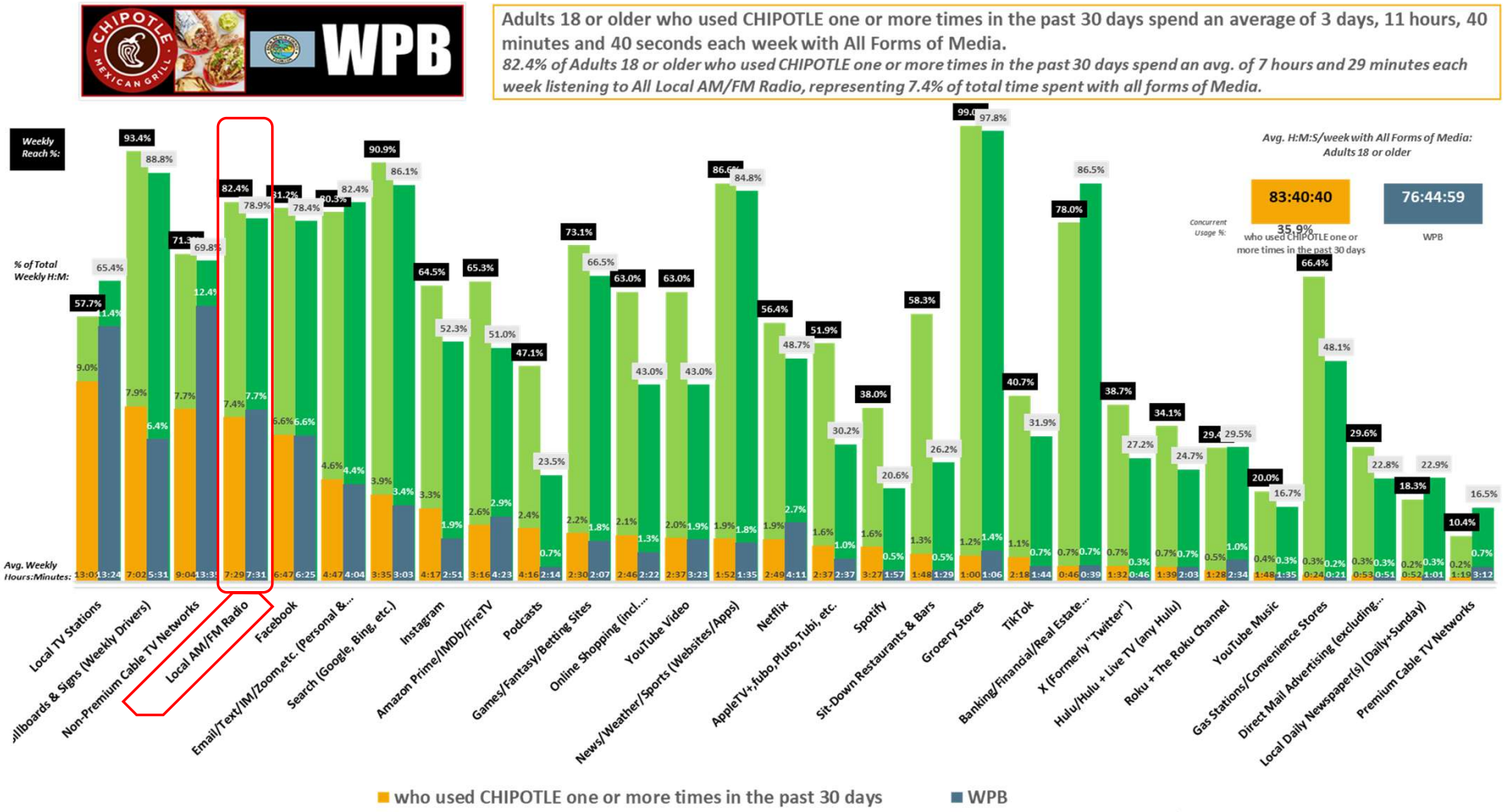



*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996*

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

Hubbard BROADCASTING Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

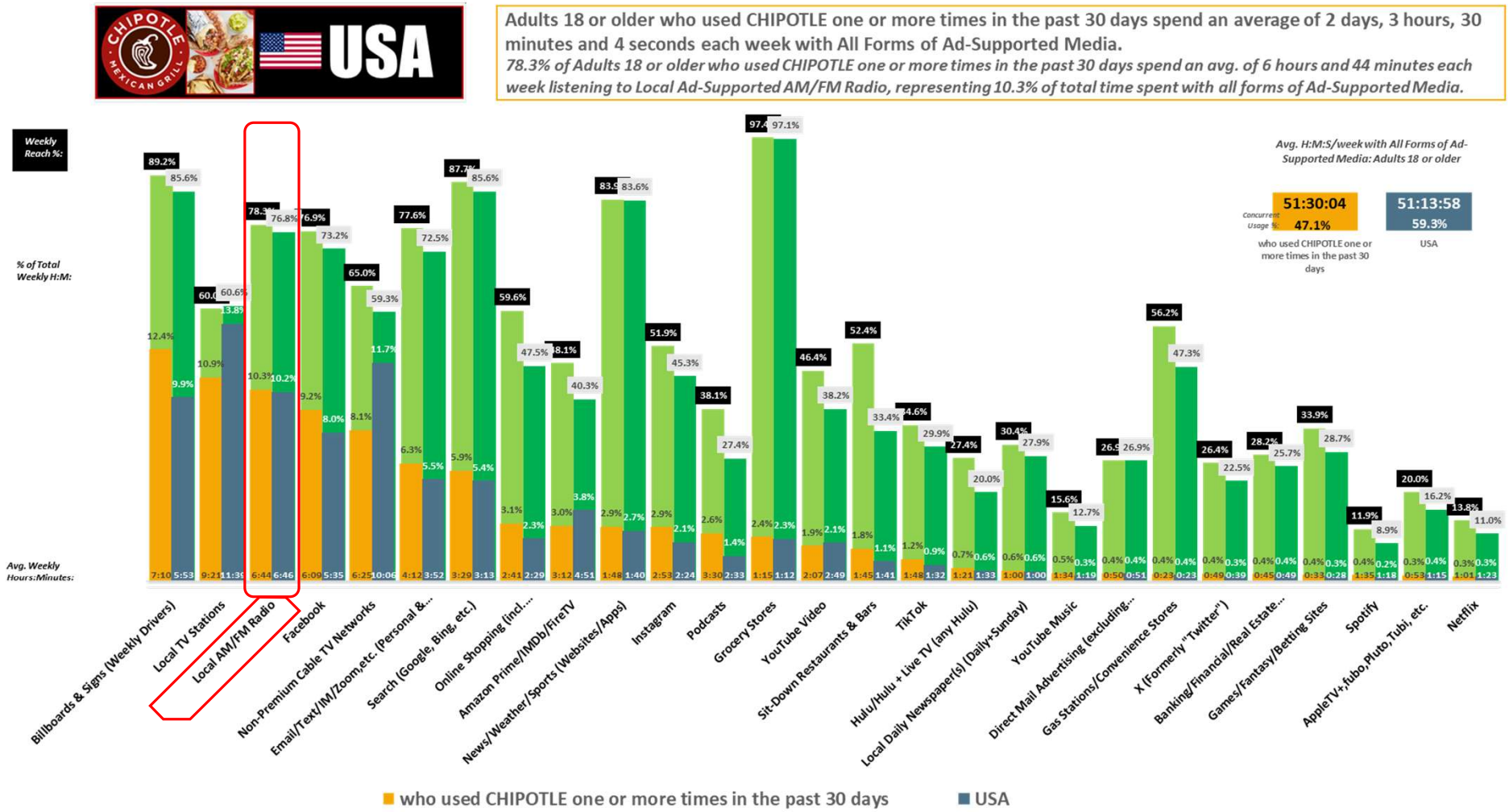



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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

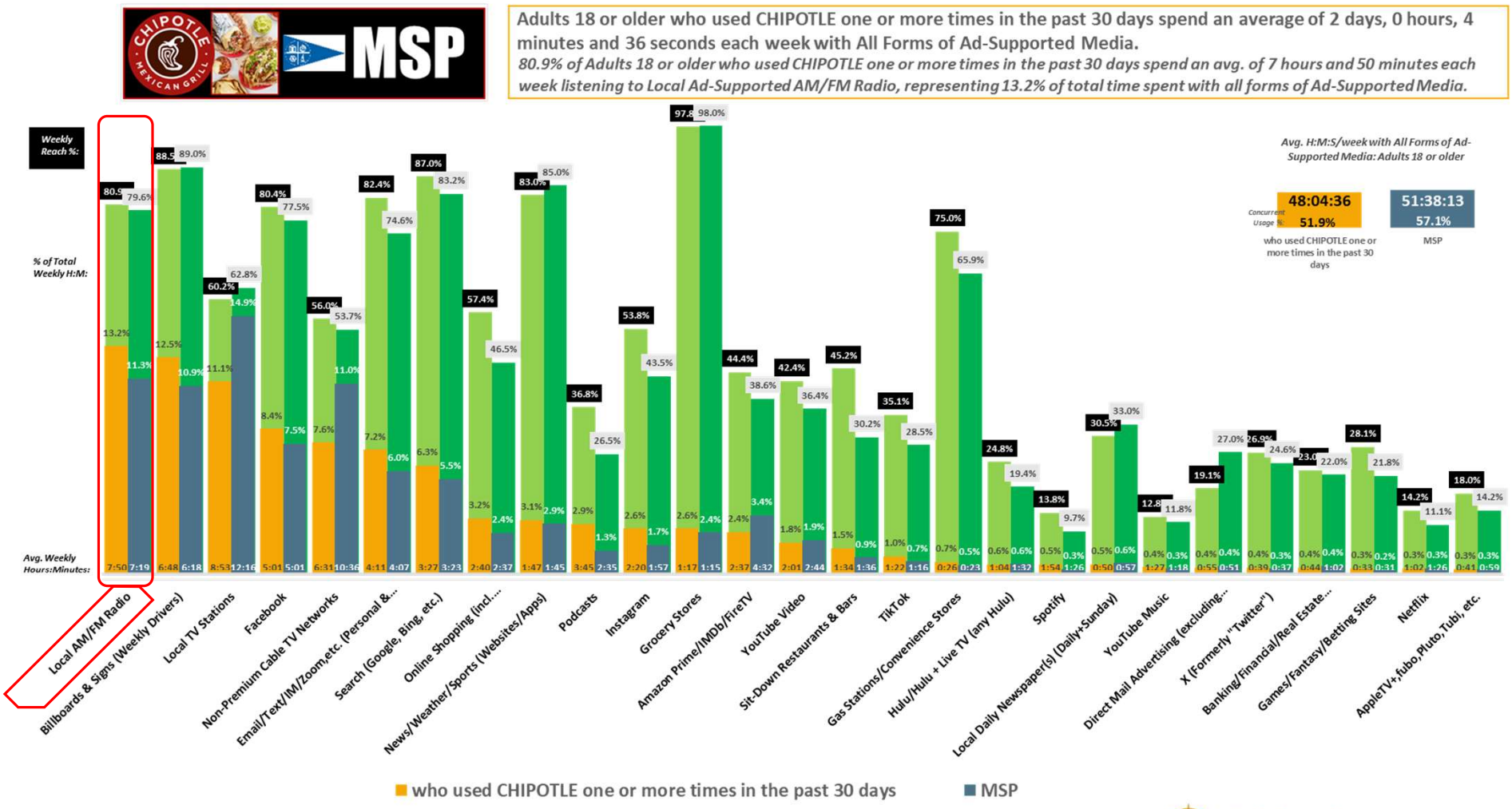
Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

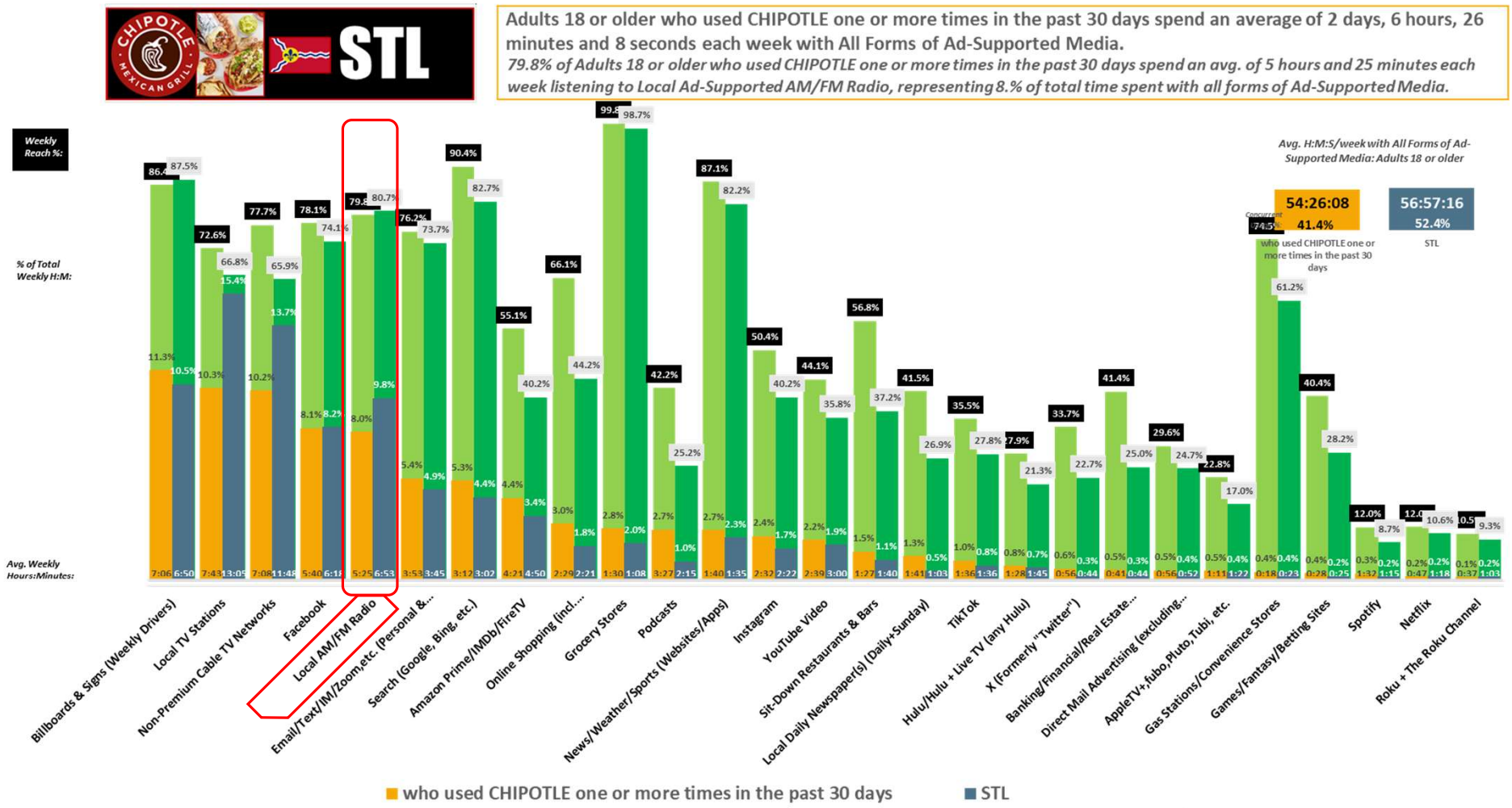



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.
Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




*Quick service restaurants used past 30 days: Chipotle*

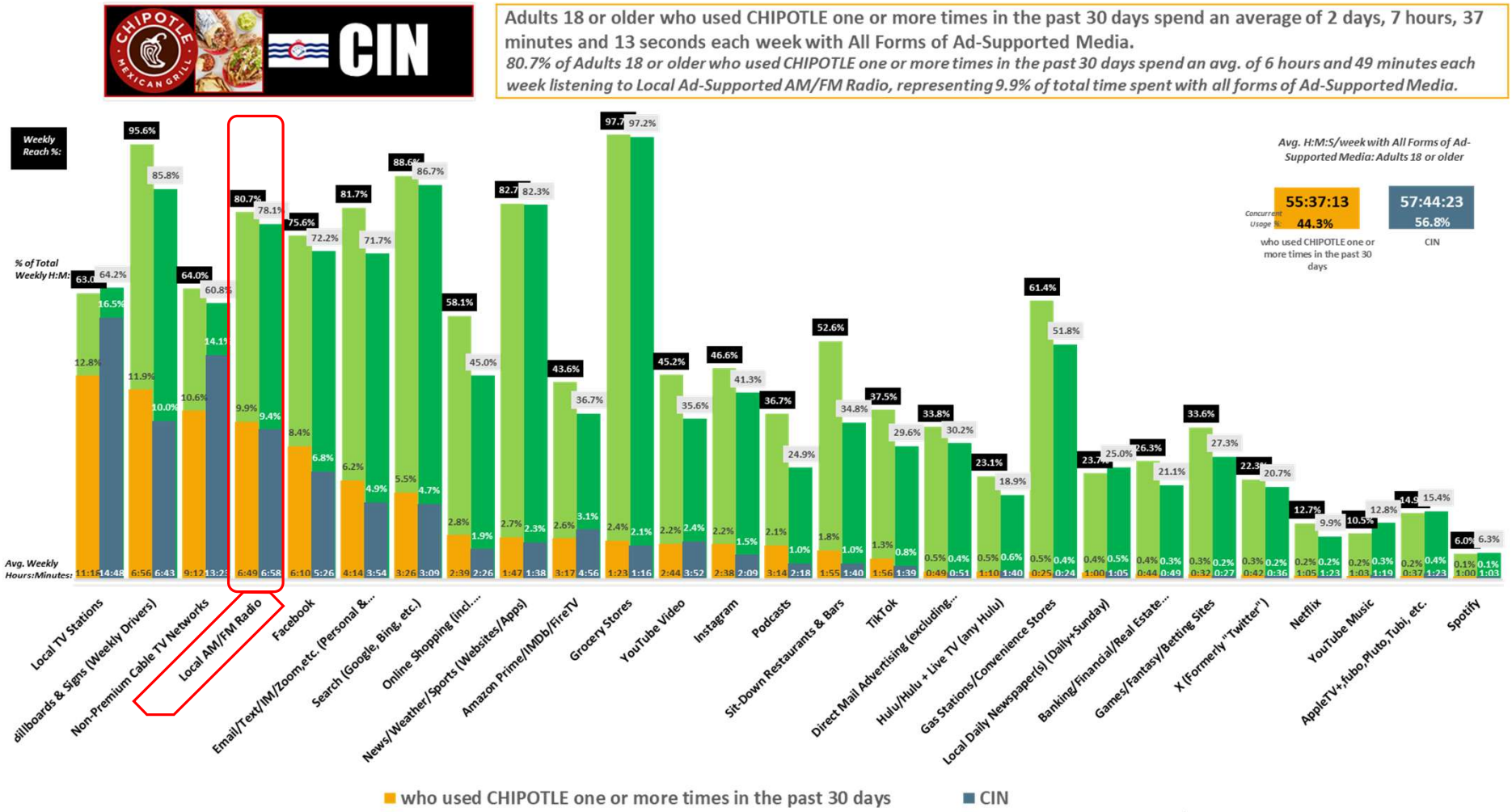



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

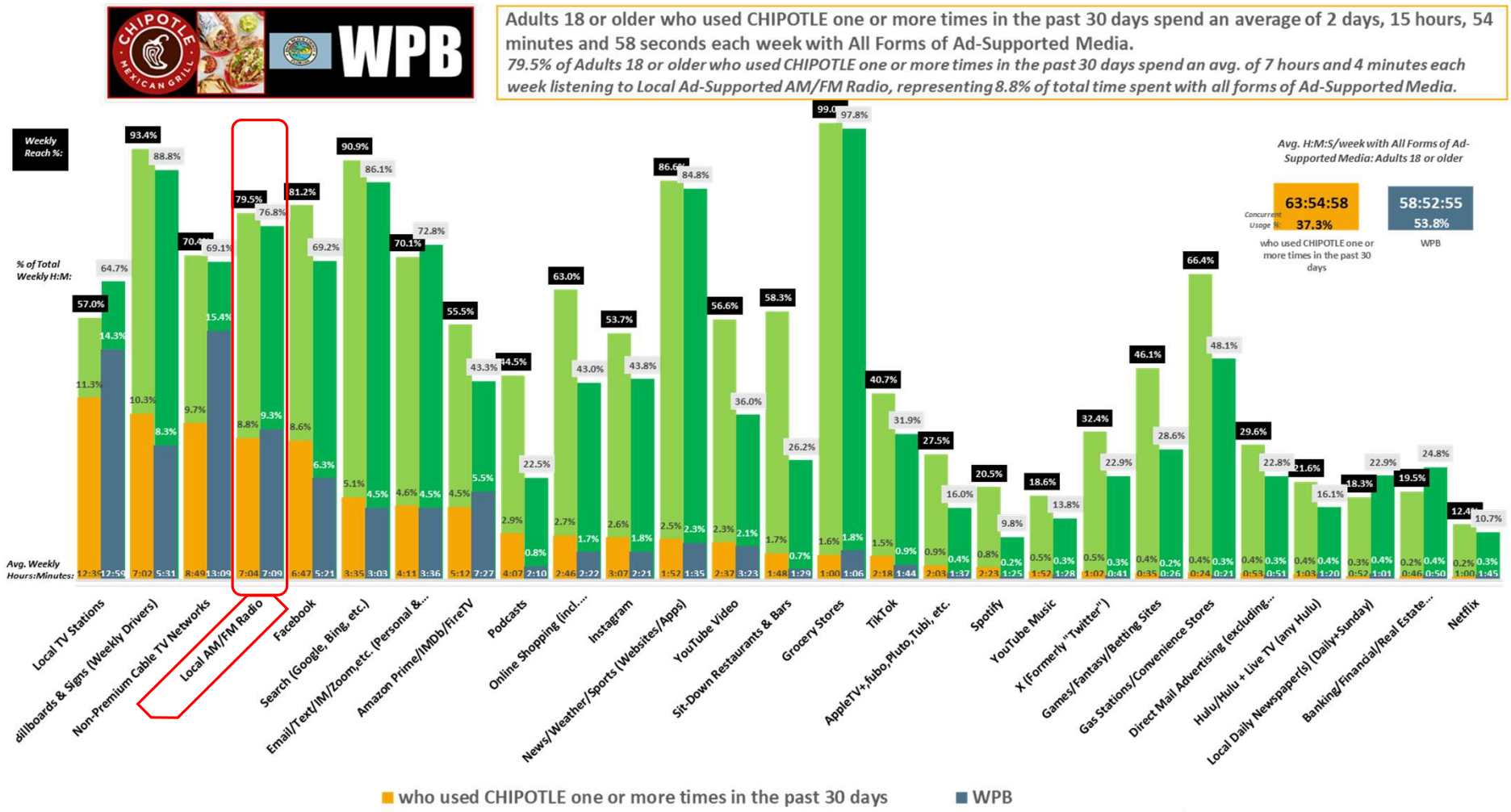



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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

Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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

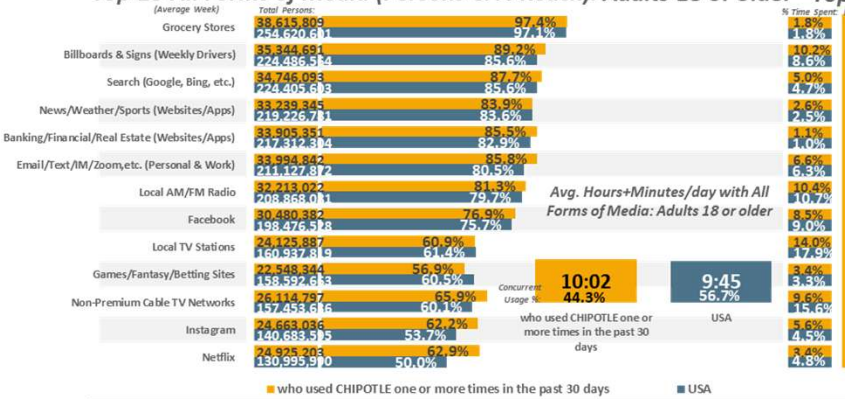
Hubbard BROADCASTING Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

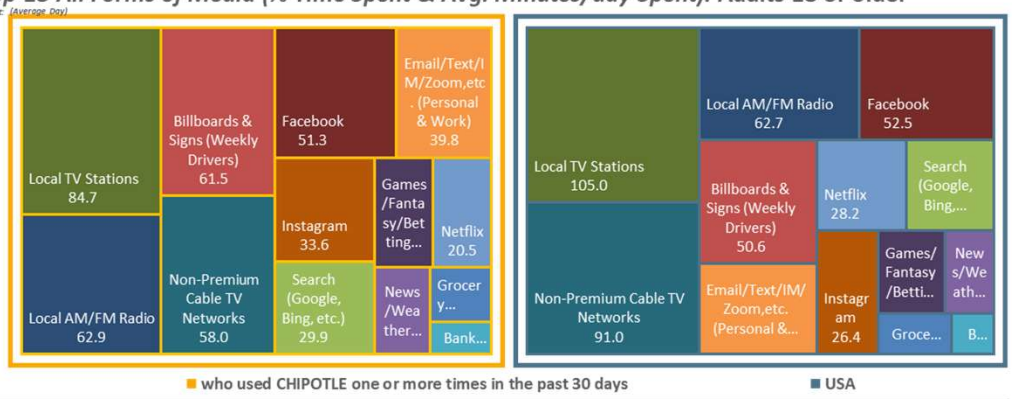



Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

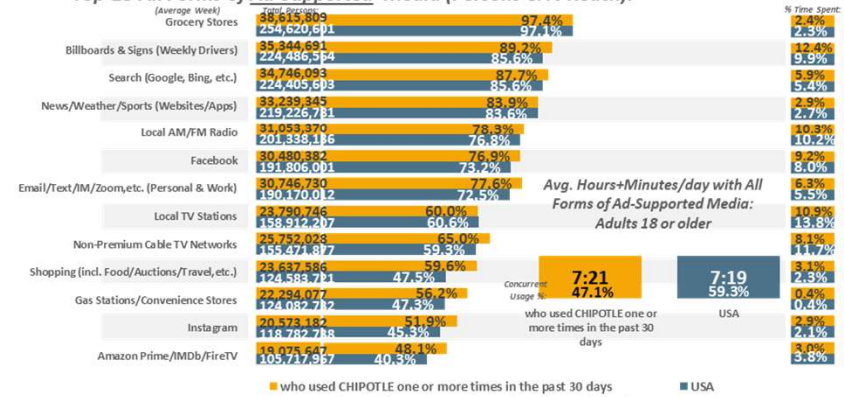
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



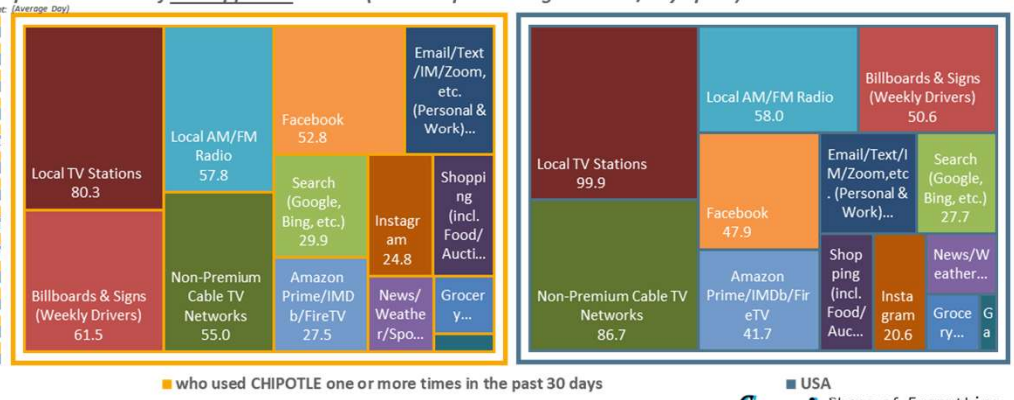

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

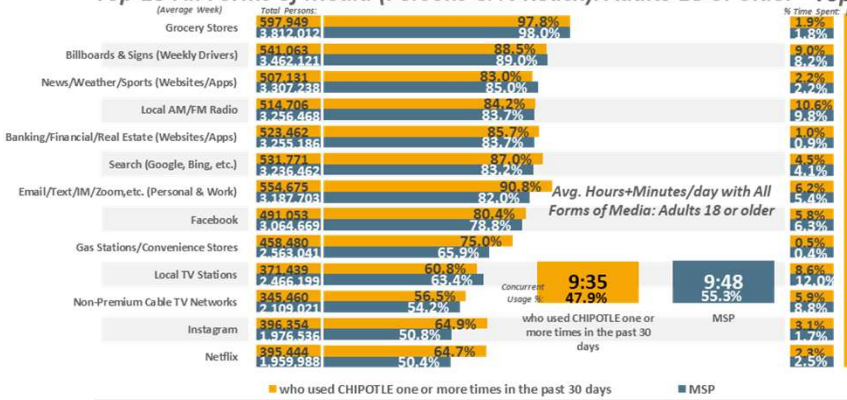
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

soefa.ai Share of Everything for Anything ©

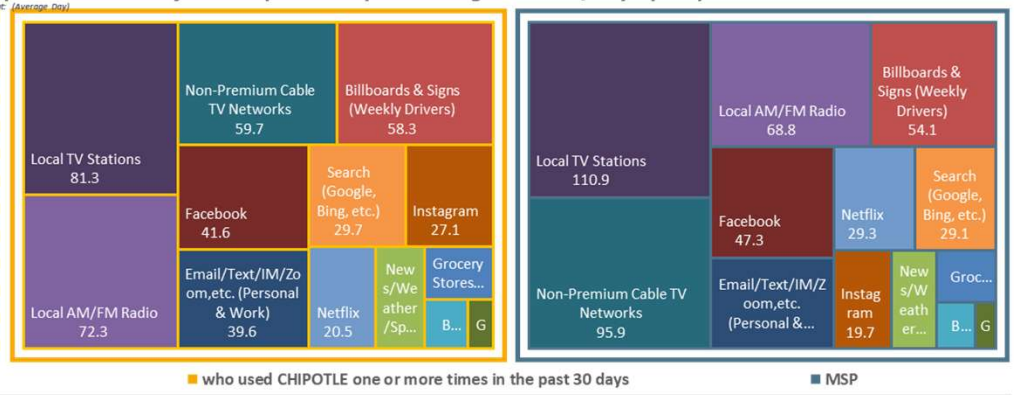
*Quick service restaurants used past 30 days: Chipotle*

Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

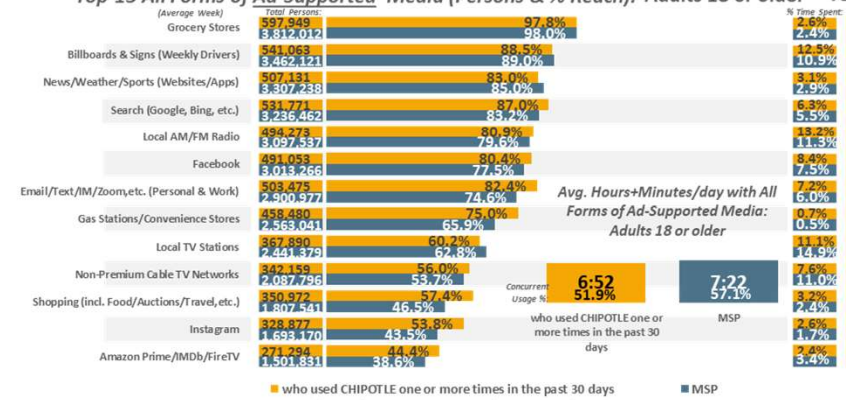
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



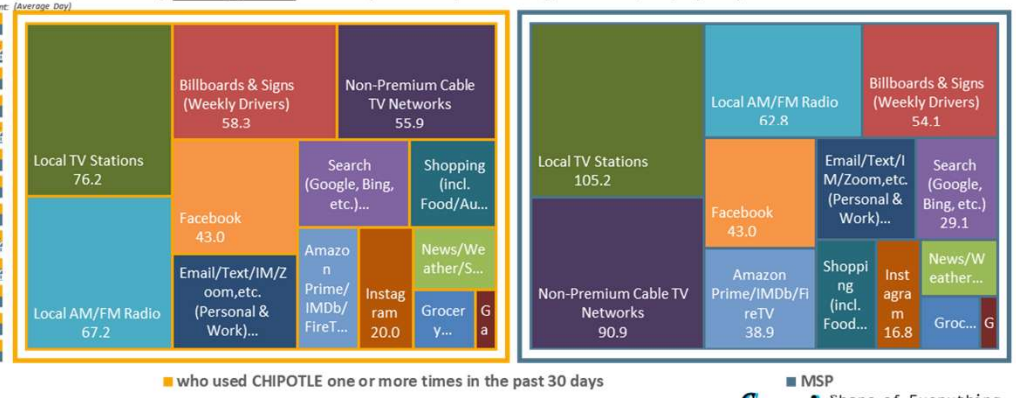

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

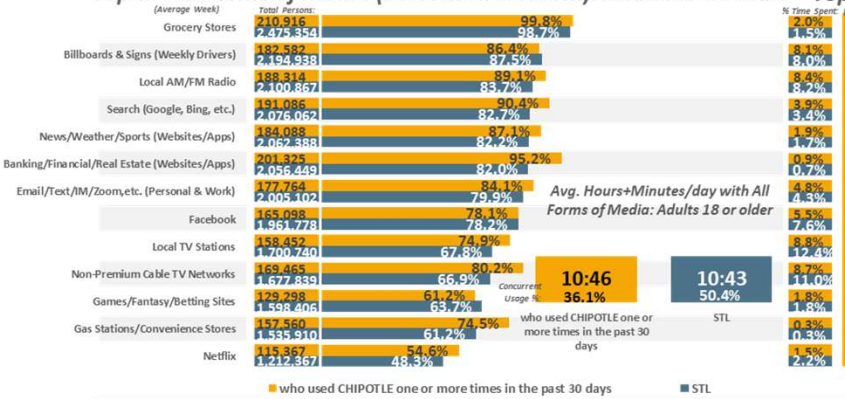
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

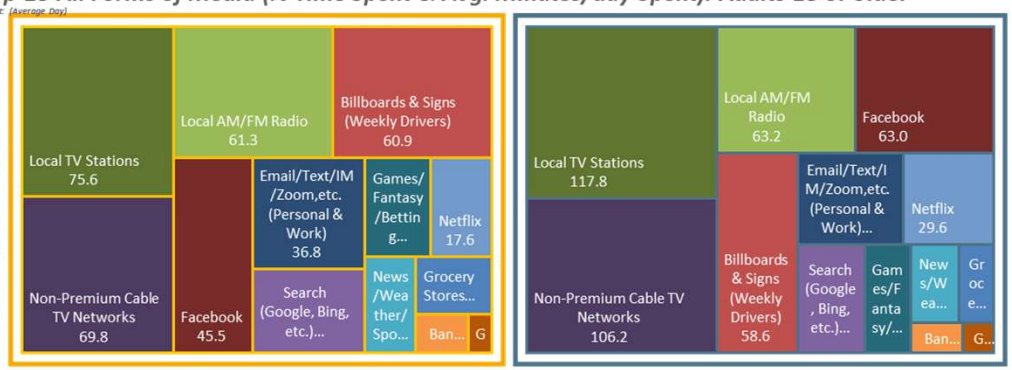
*Quick service restaurants used past 30 days: Chipotle*

Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 46.5 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

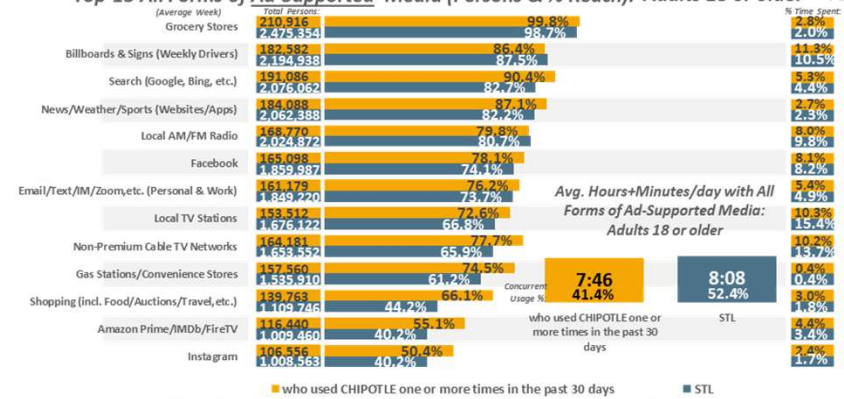
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



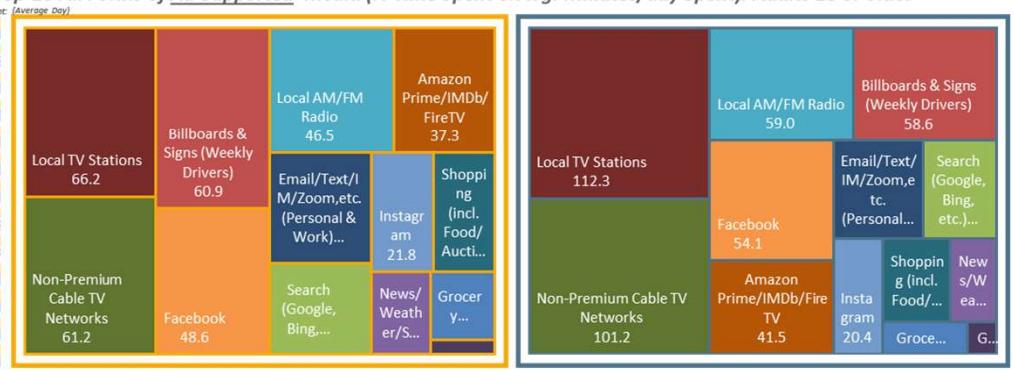

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

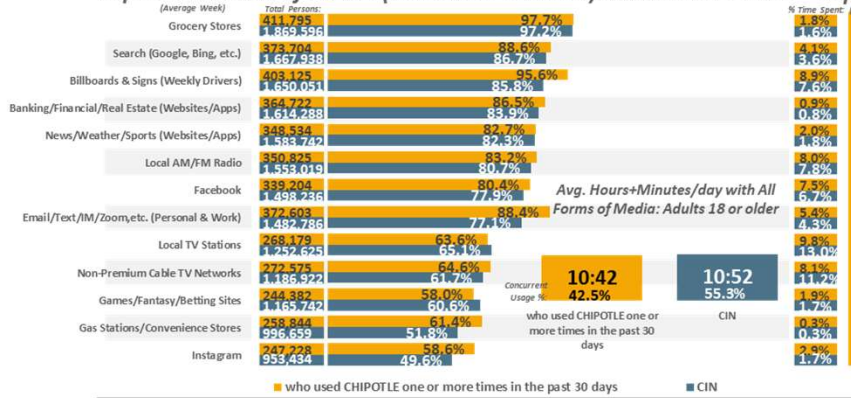
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

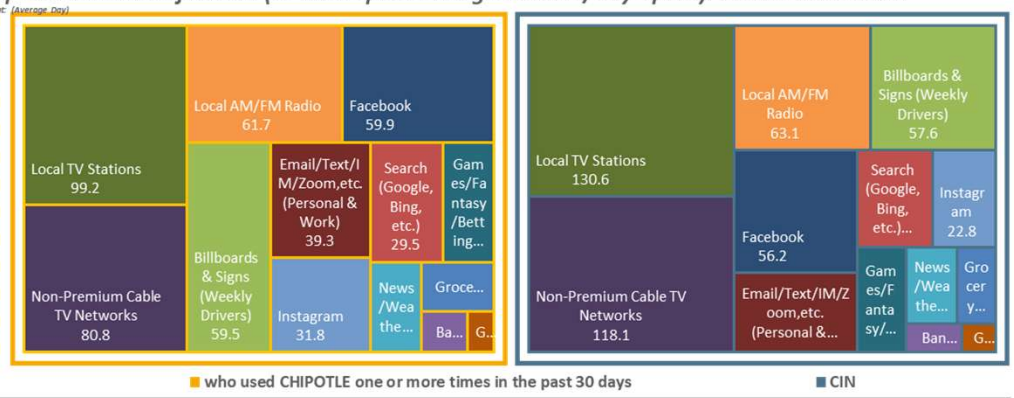
*Quick service restaurants used past 30 days: Chipotle*

Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 7 hours and 56 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

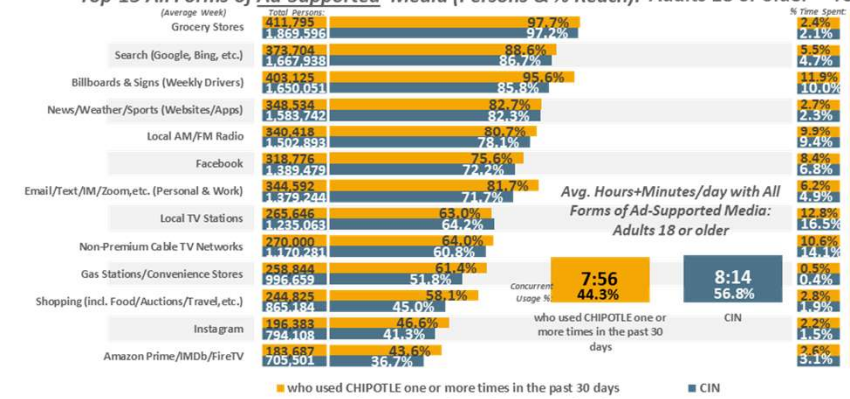
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



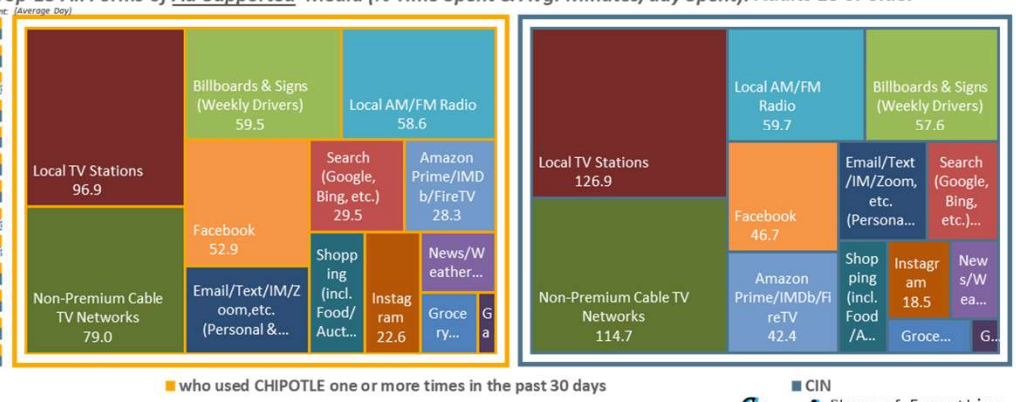

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431

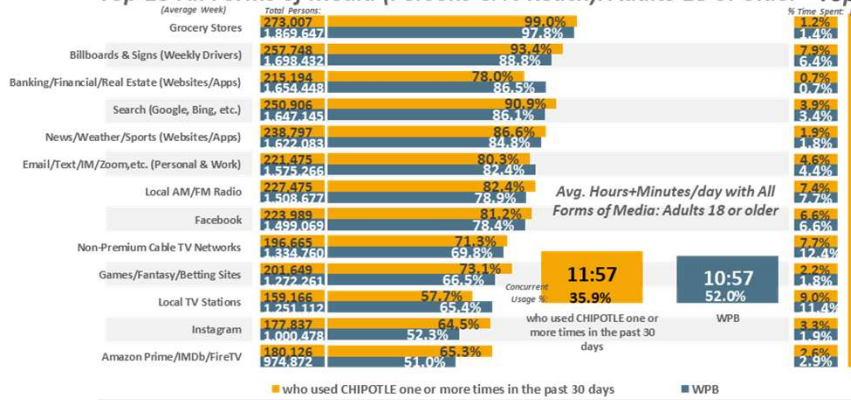
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

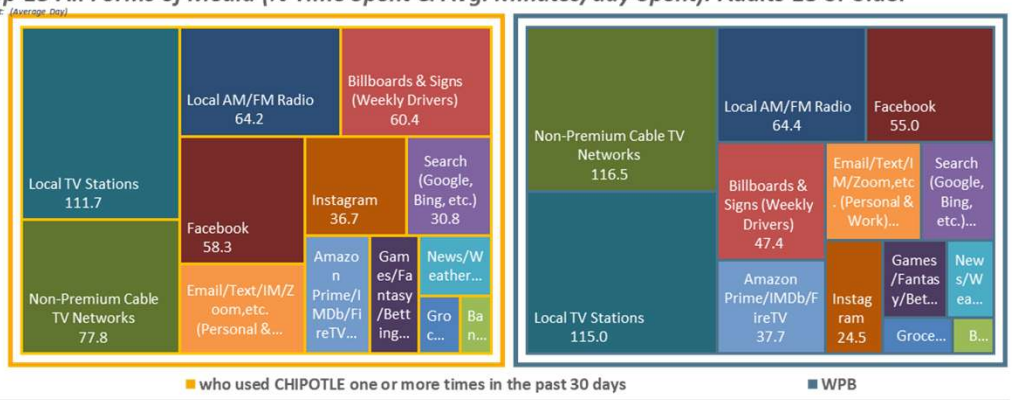
*Quick service restaurants used past 30 days: Chipotle*

Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 9 hours and 7 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

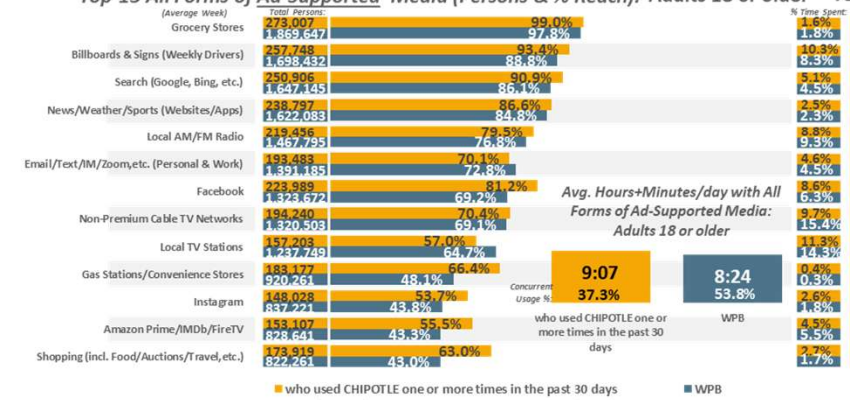
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



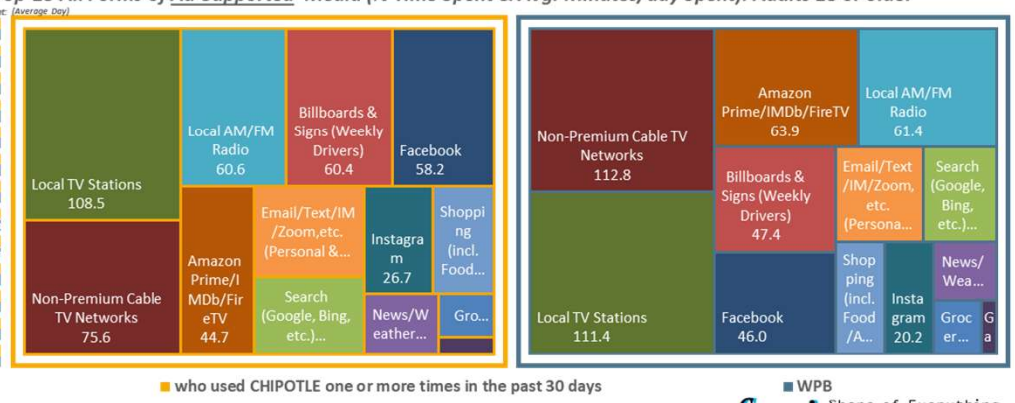

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

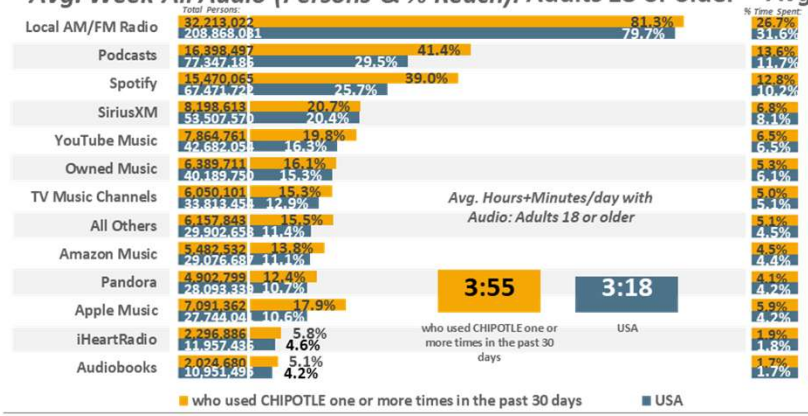
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

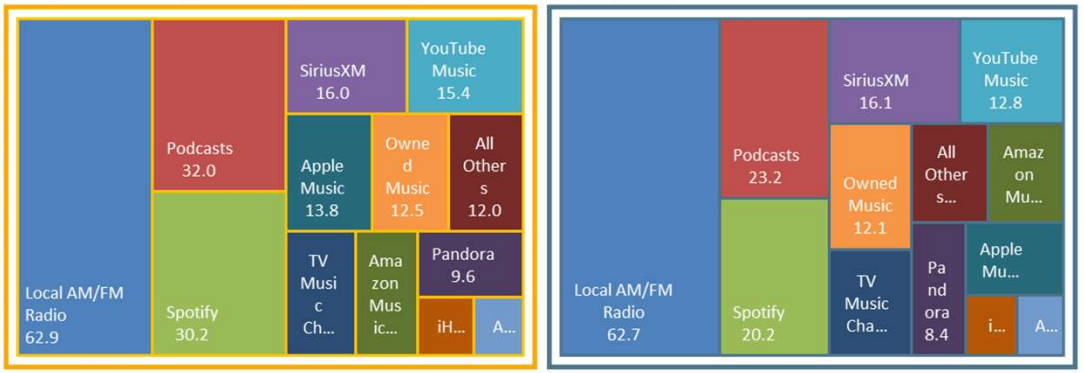



31,053,370 or 78.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

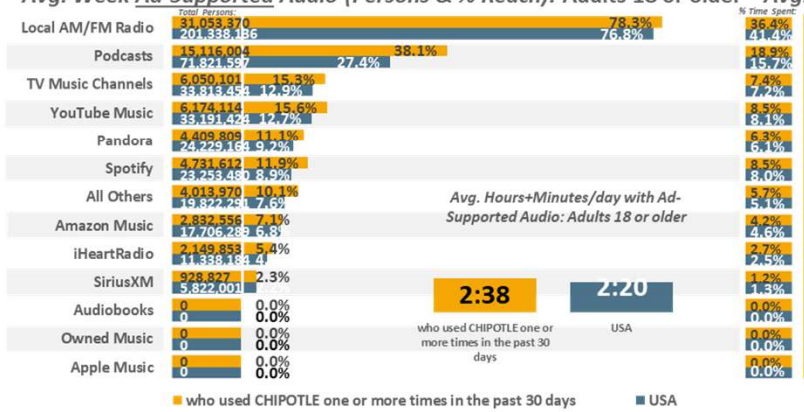
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



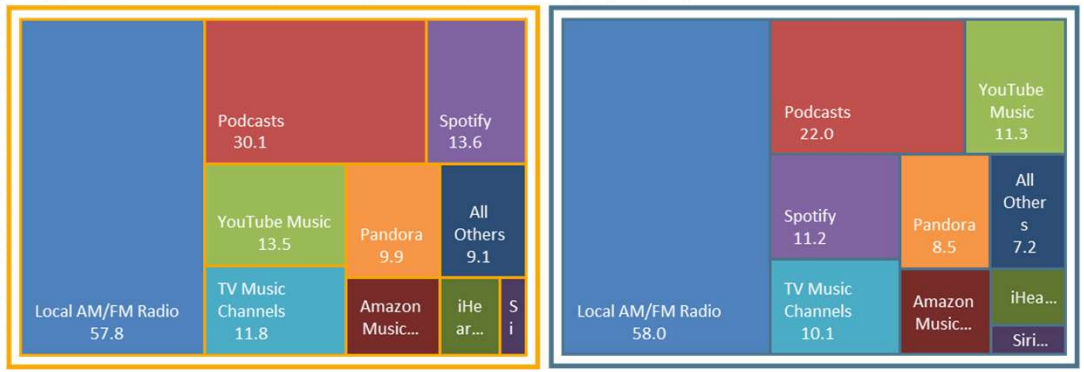

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA* *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *3,920*

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

*Scarborough R2 2025: Feb24-Jul25* *USA Projection*

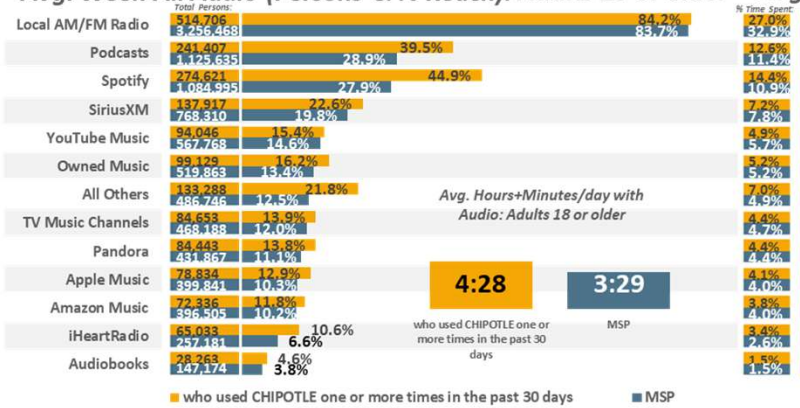
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

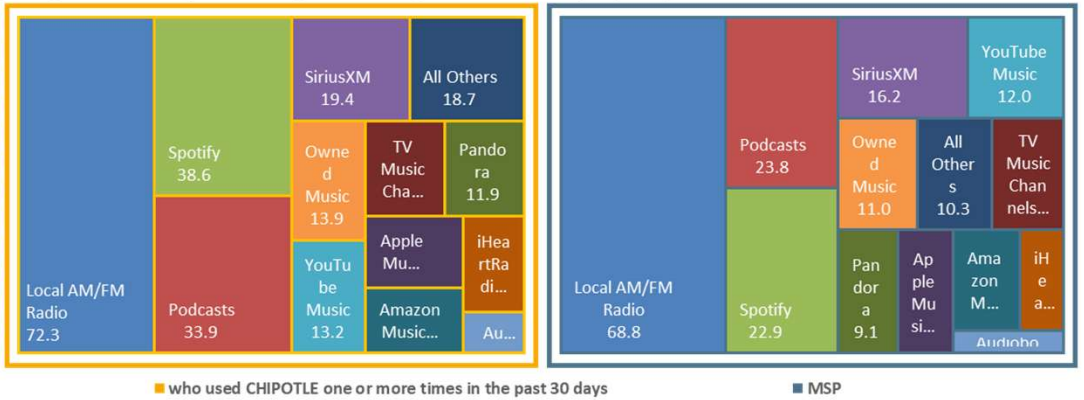



494,273 or 80.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

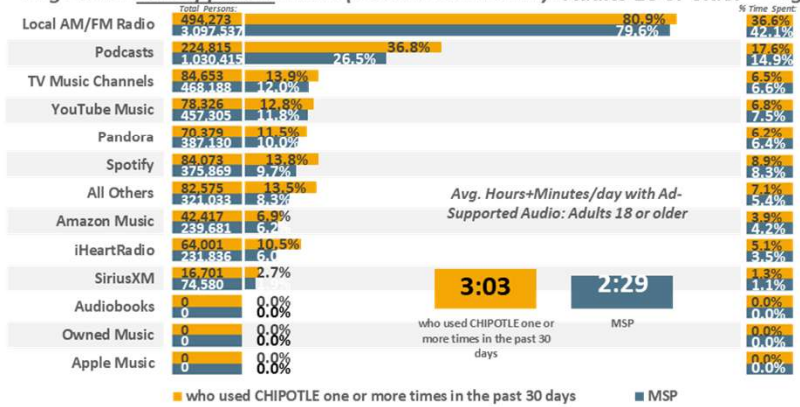
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



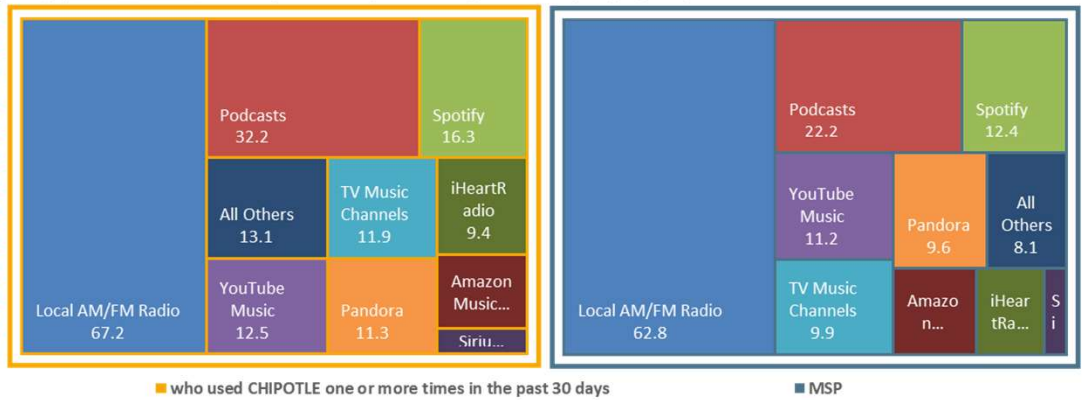

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

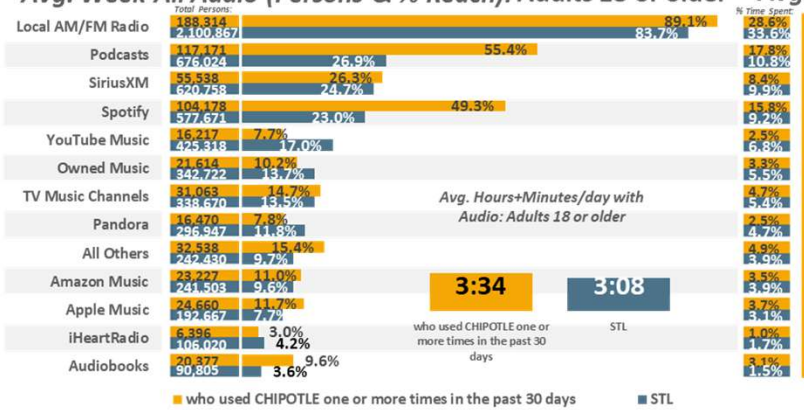
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

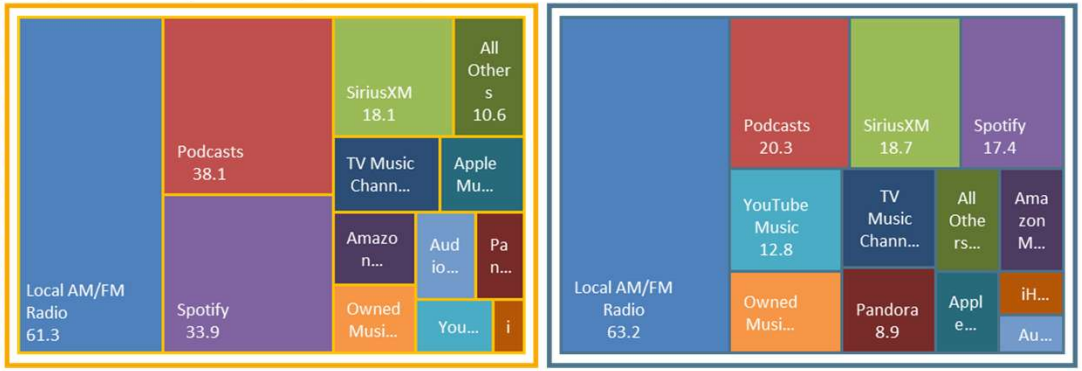
*Quick service restaurants used past 30 days: Chipotle*

168,770 or 79.8% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 46.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

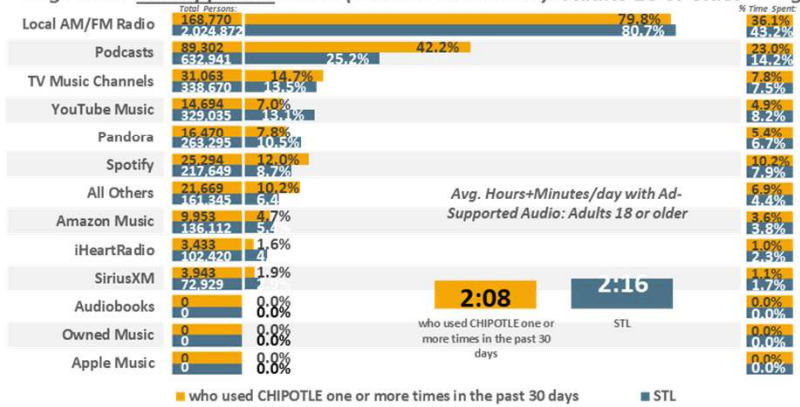
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



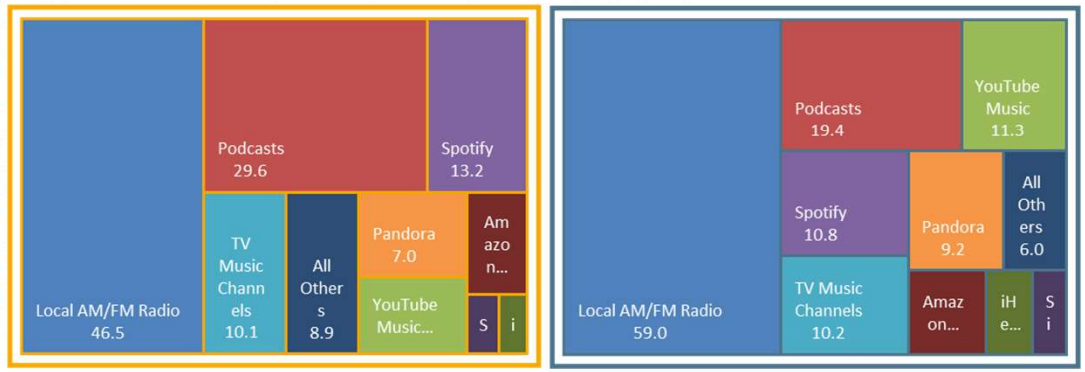

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

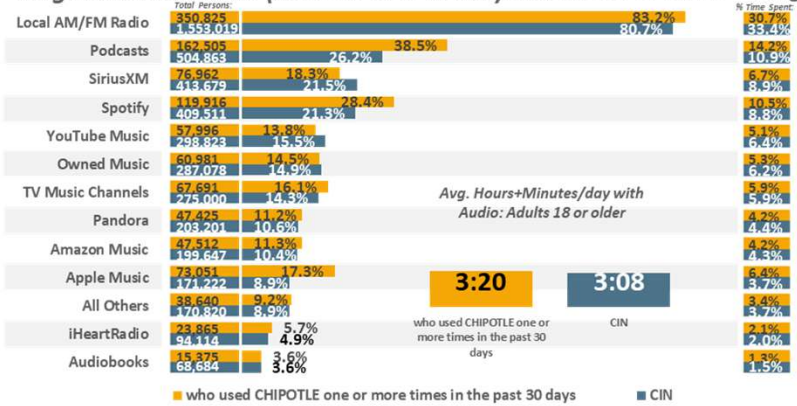
soefa.ai Share of Everything for Anything

*Quick service restaurants used past 30 days: Chipotle*

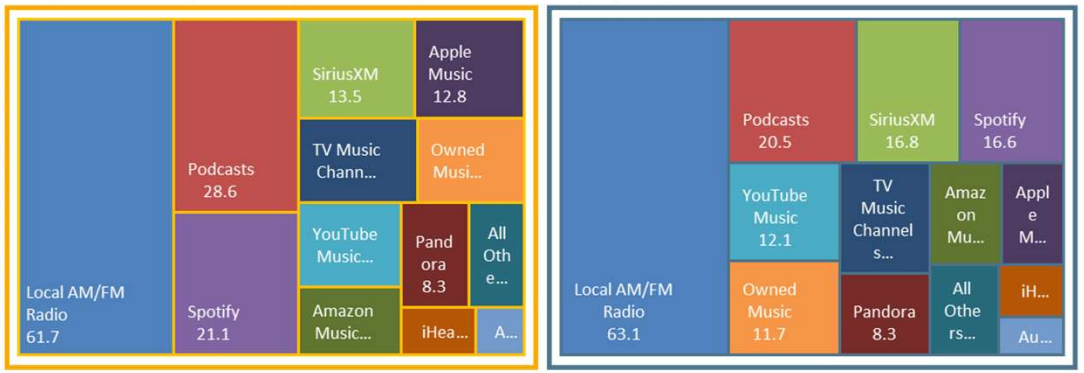



340,418 or 80.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

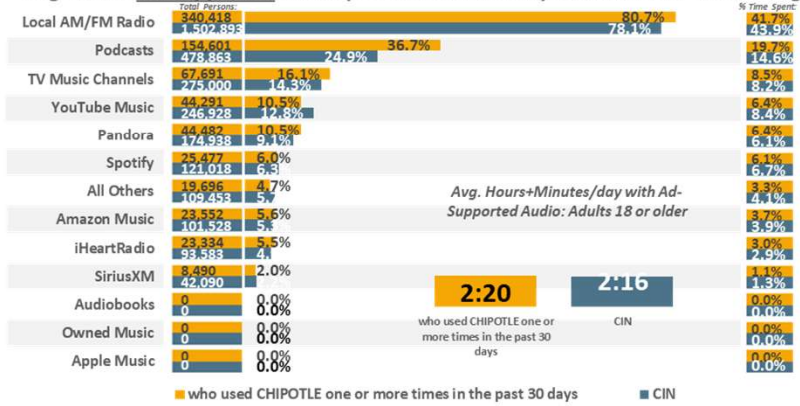
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



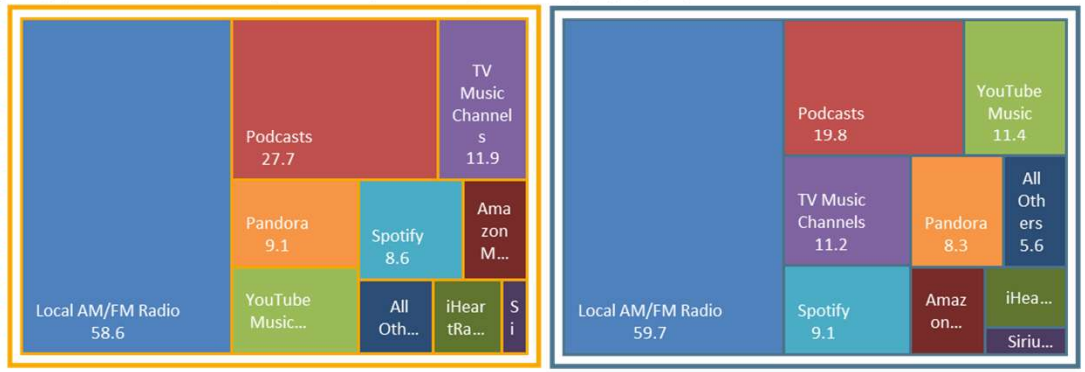

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

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

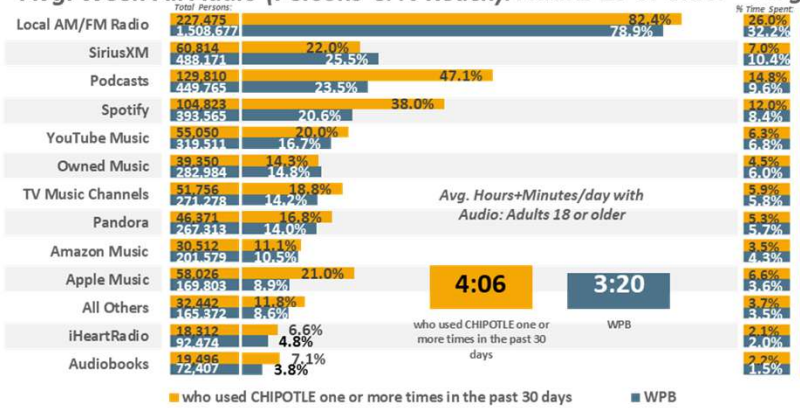
soefa.ai Share of Everything for Anything

*Quick service restaurants used past 30 days: Chipotle*

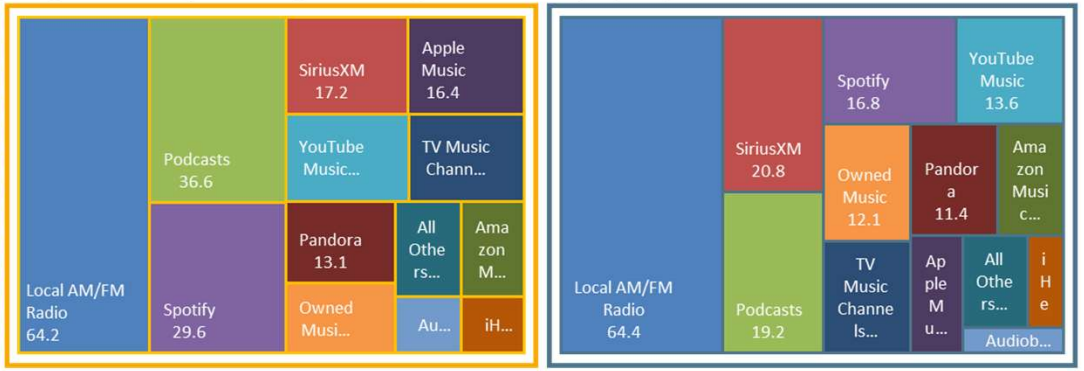



219,456 or 79.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

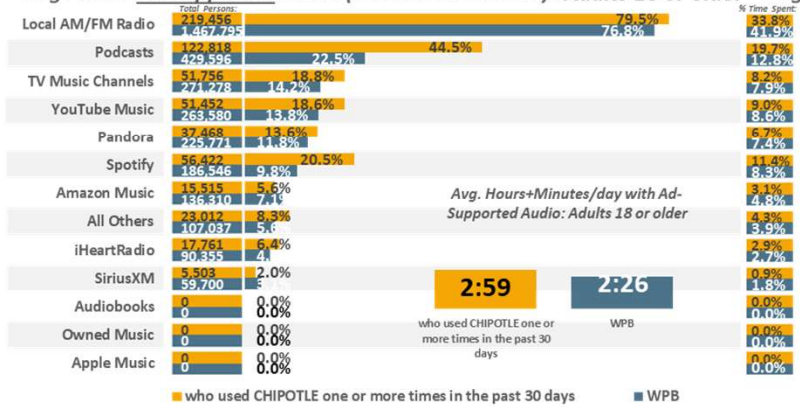
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



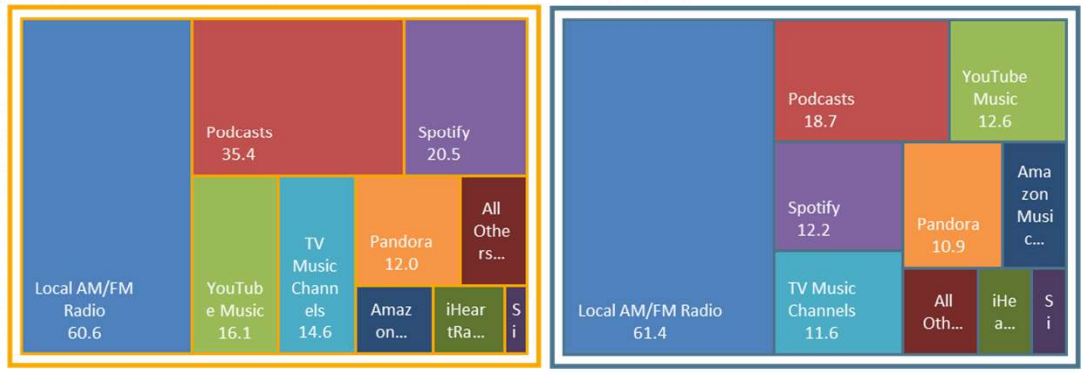

## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

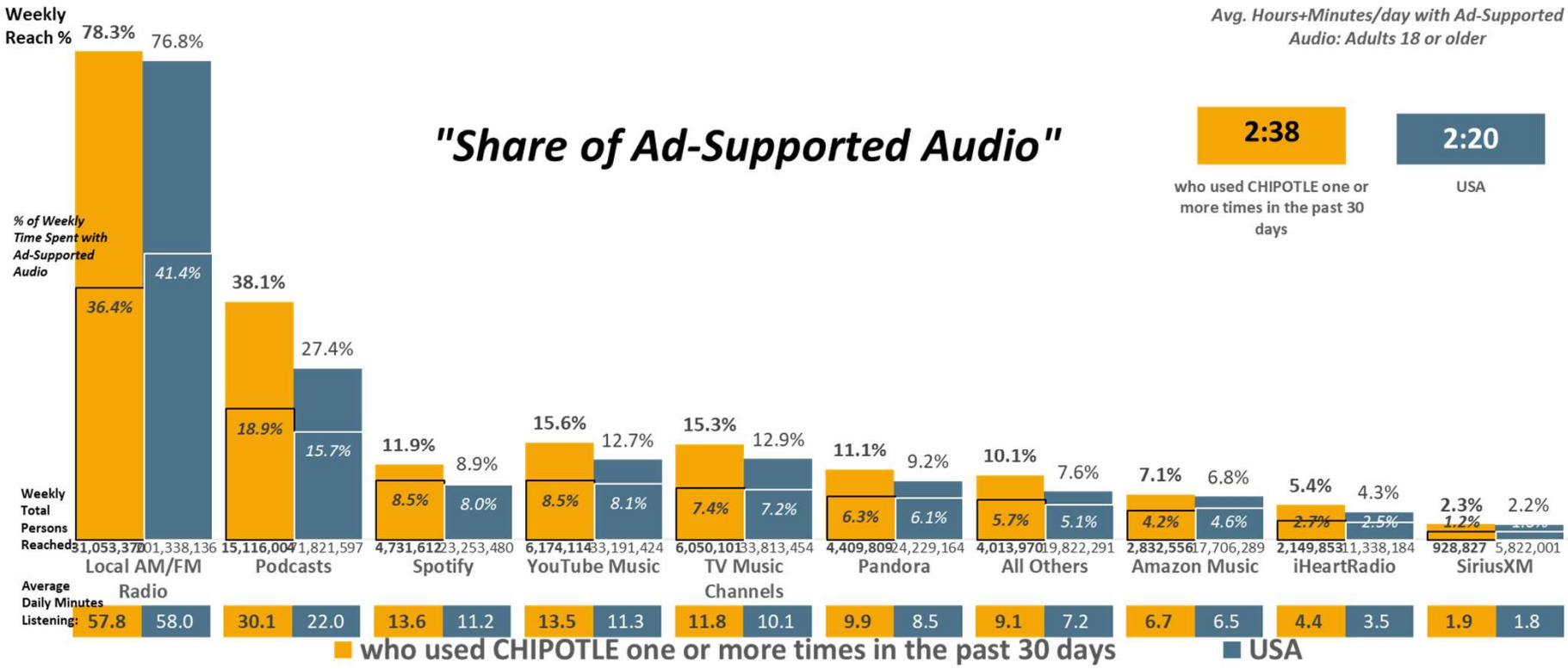
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything

*Quick service restaurants used past 30 days: Chipotle*




31,053,370 or 78.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

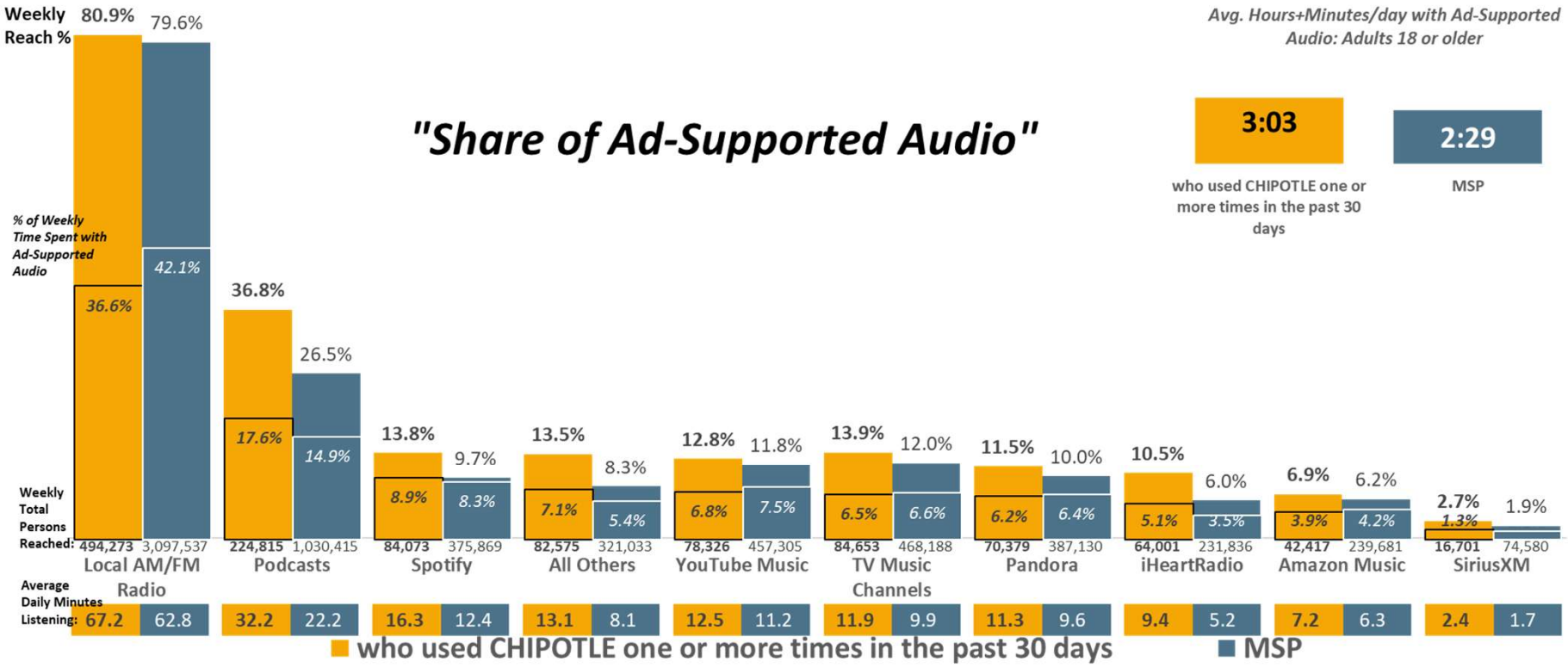
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

494,273 or 80.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 67.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.




MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

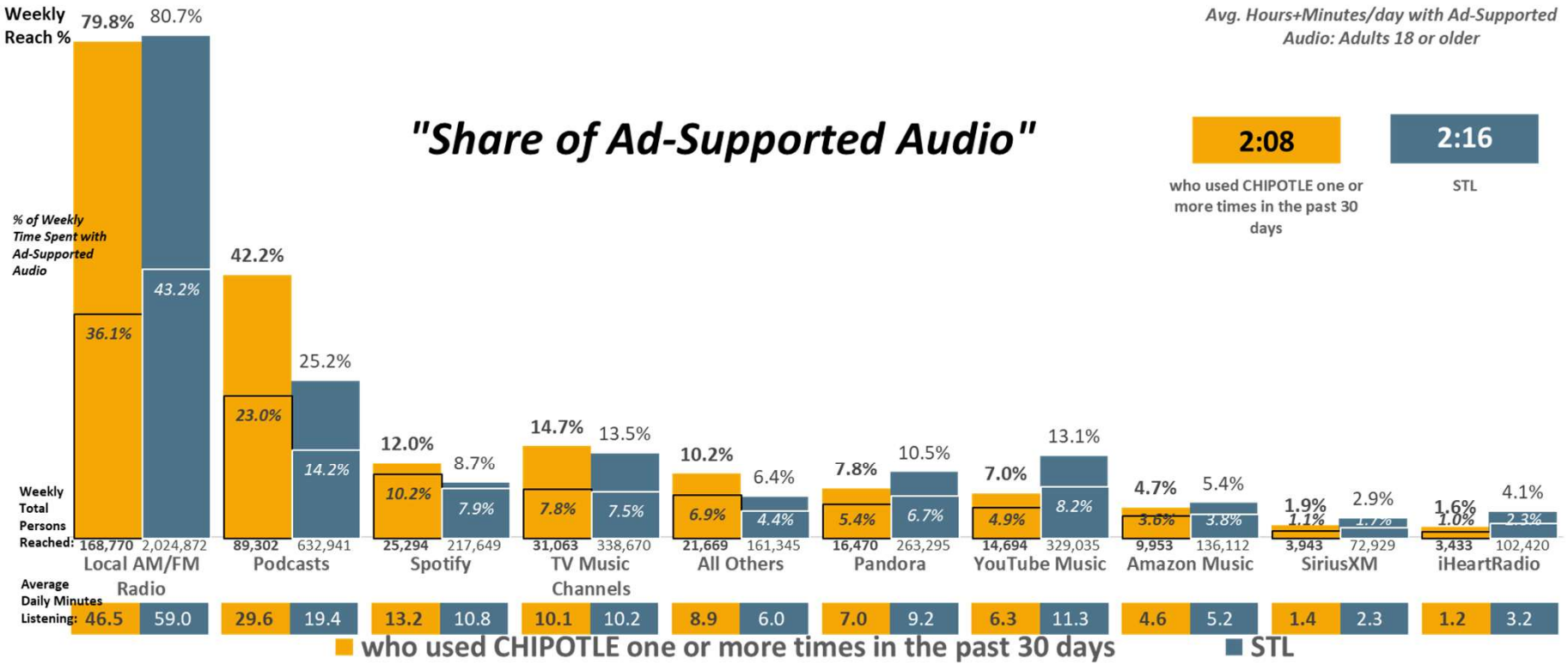
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




168,770 or 79.8% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 46.5 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

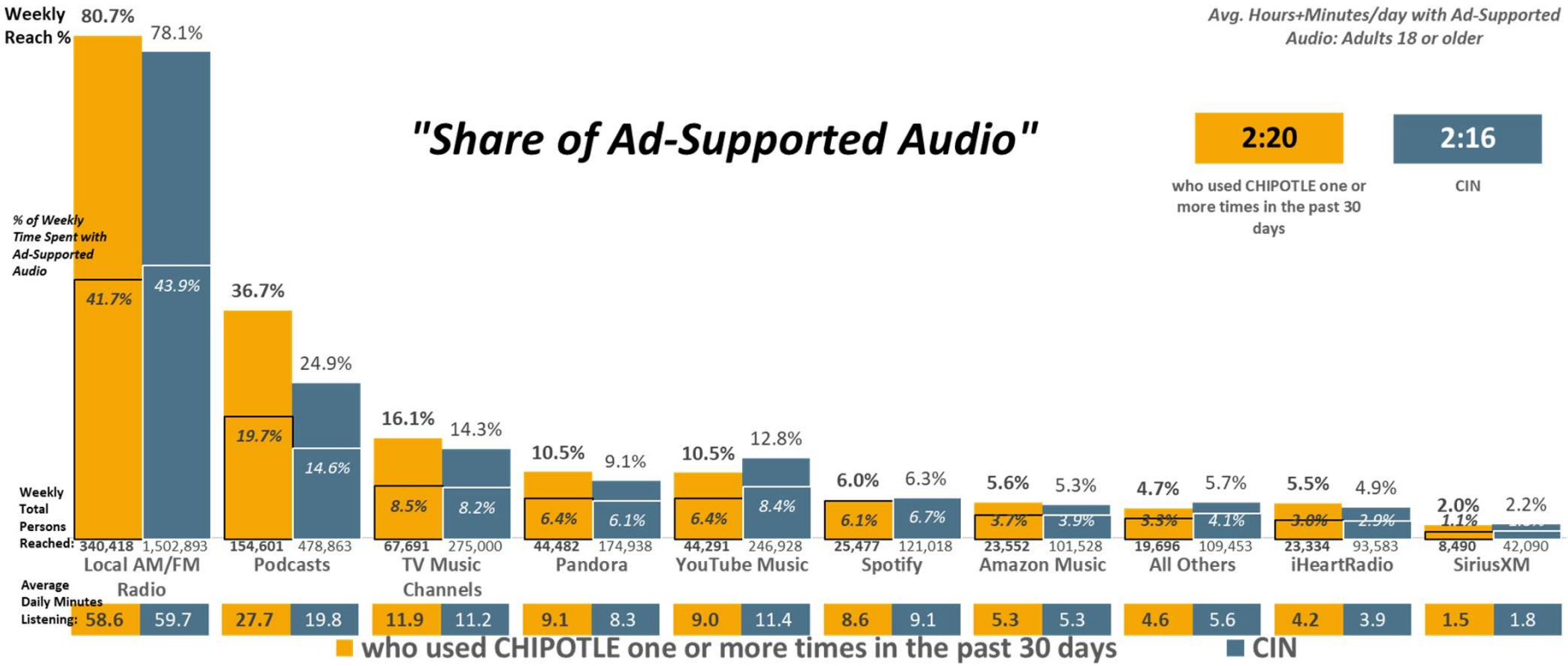
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




340,418 or 80.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



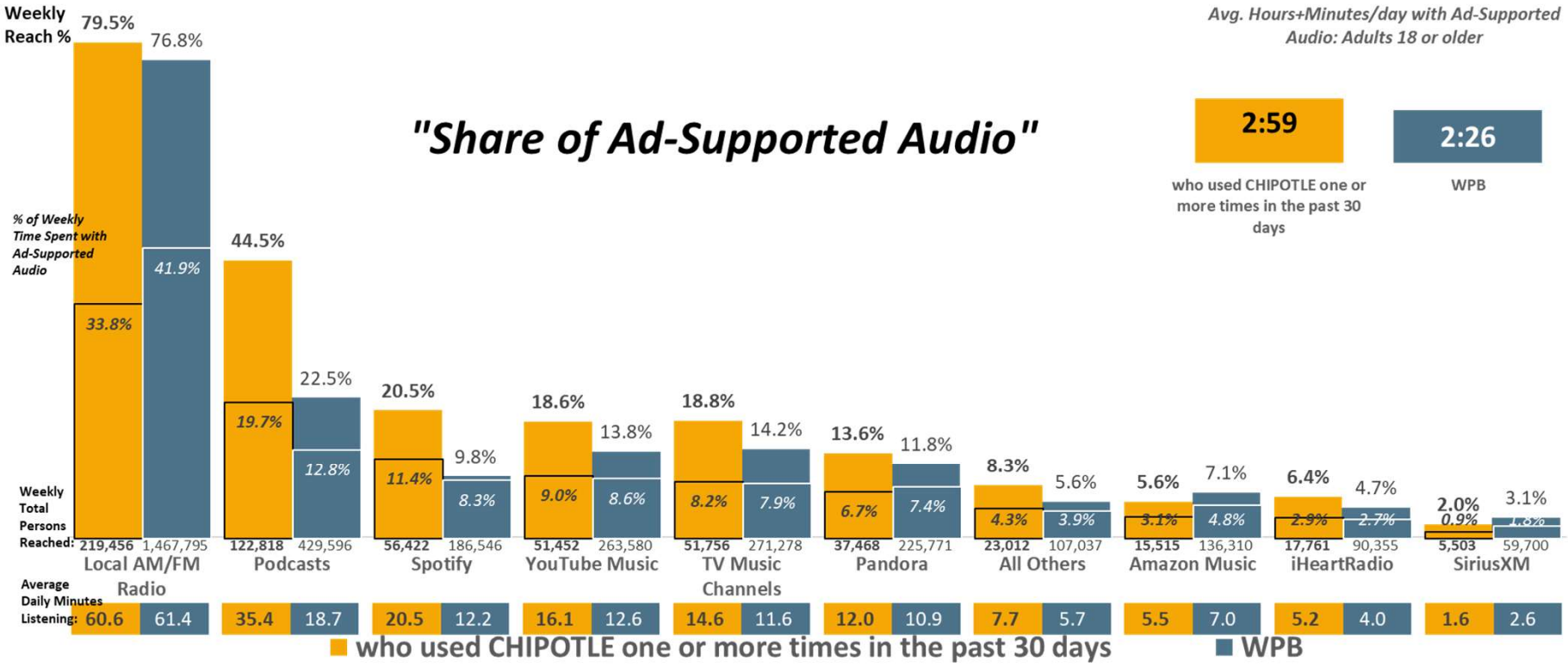

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

219,456 or 79.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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

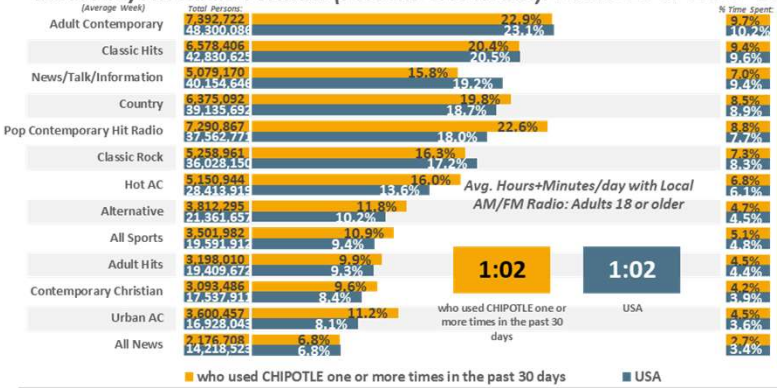
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

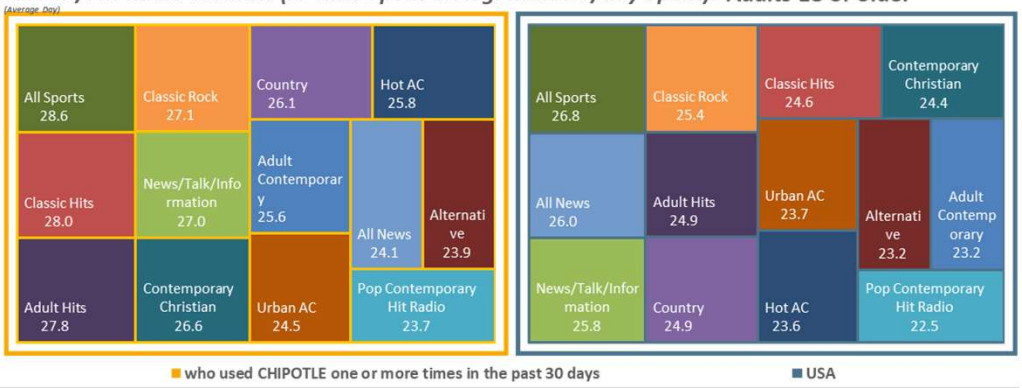



31,053,370 or 78.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

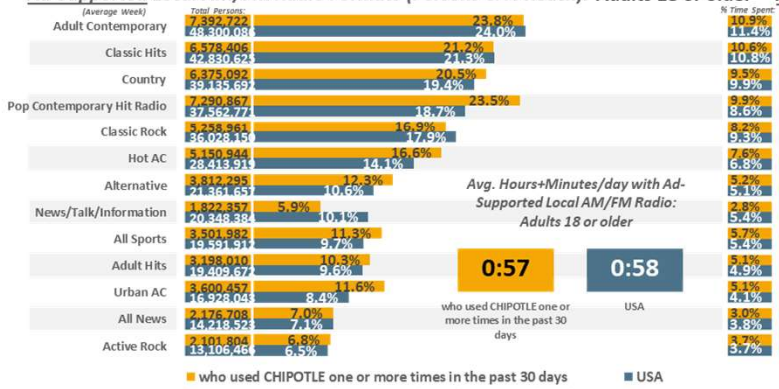
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



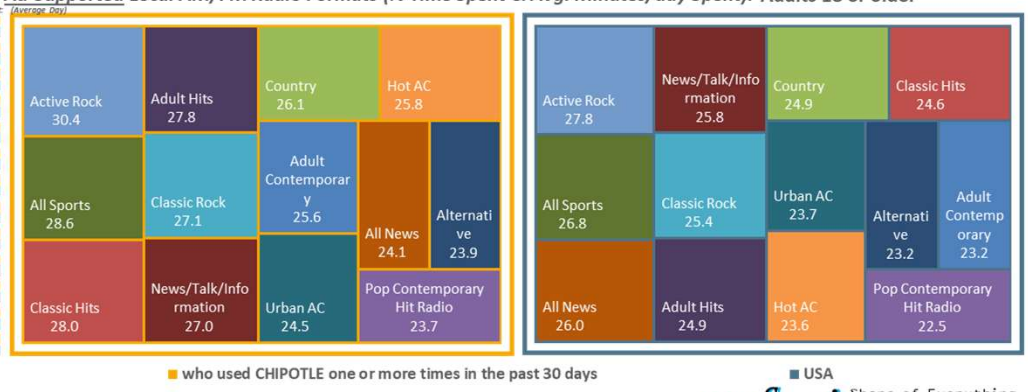

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

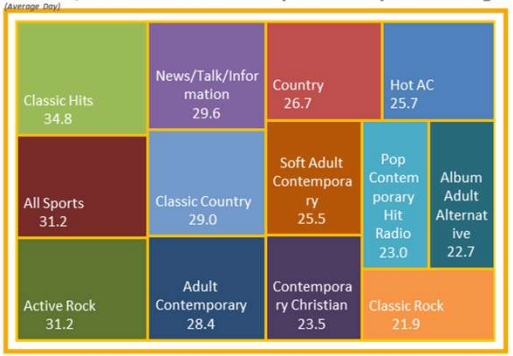
soefa.ai Share of Everything for Anything ©

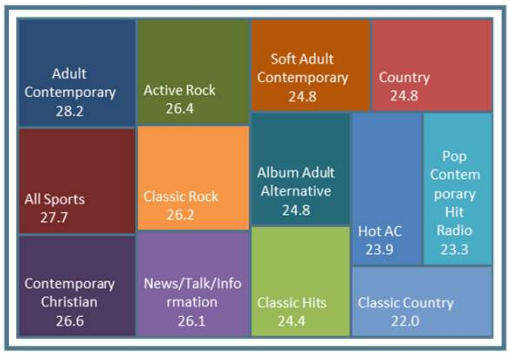
*Quick service restaurants used past 30 days: Chipotle*

494,273 or 80.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Adult Contemporary, and All Sports.

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

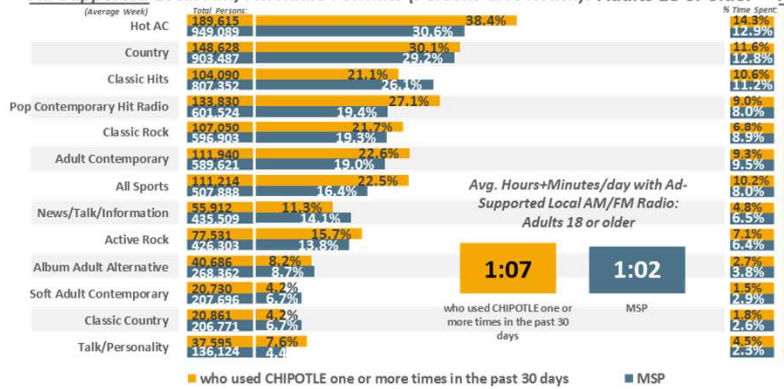


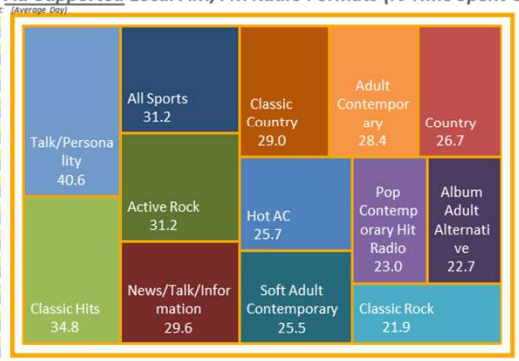



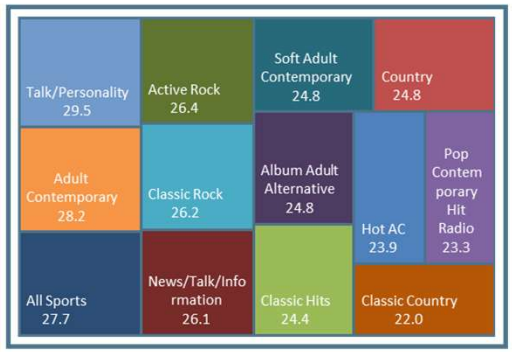




■ who used CHIPOTLE one or more times in the past 30 days ■ MSP

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




■ who used CHIPOTLE one or more times in the past 30 days ■ MSP

*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

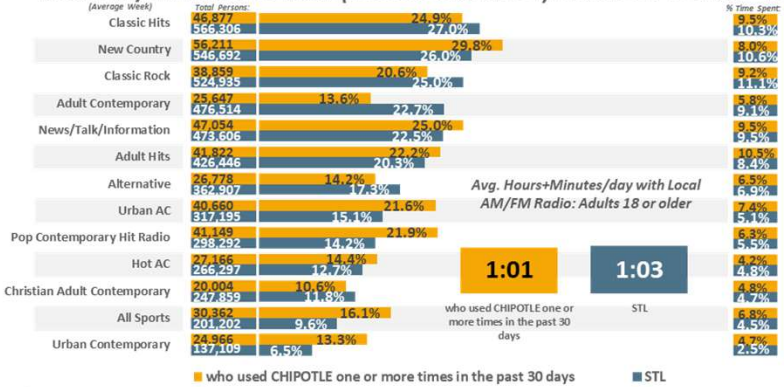
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

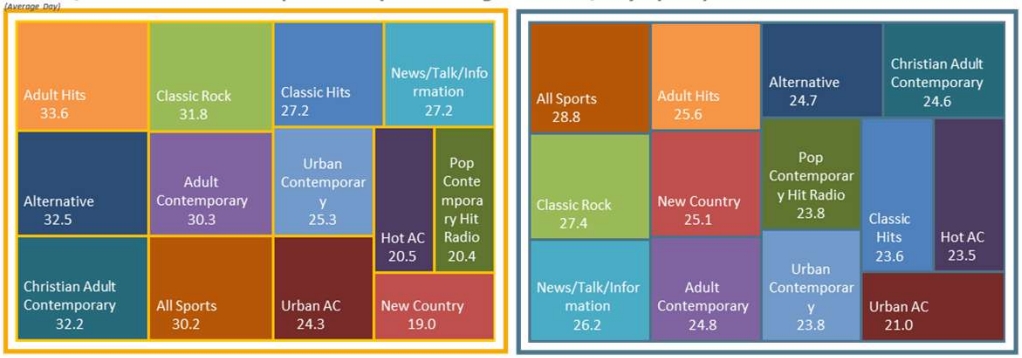
*Quick service restaurants used past 30 days: Chipotle*

168,770 or 79.8% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Hits, Pop Contemporary Hit Radio, and Urban AC.

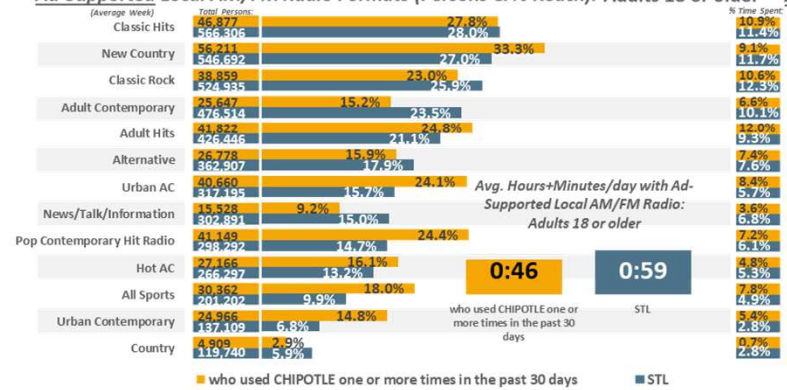
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



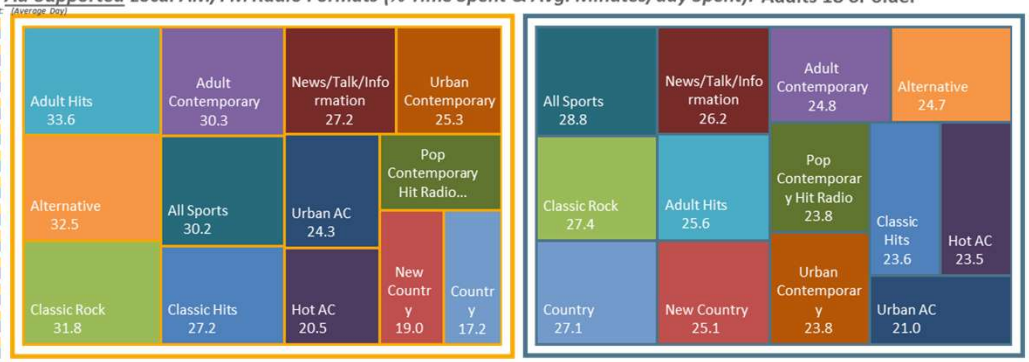

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159

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

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

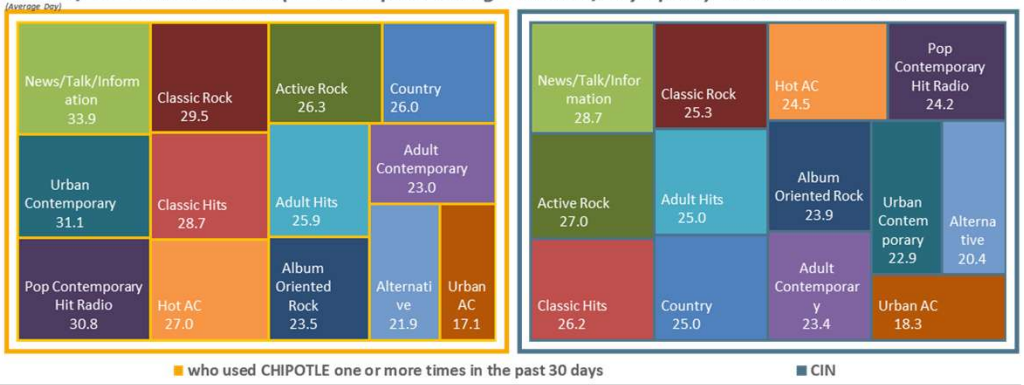



340,418 or 80.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Album Oriented Rock, and Classic Rock.

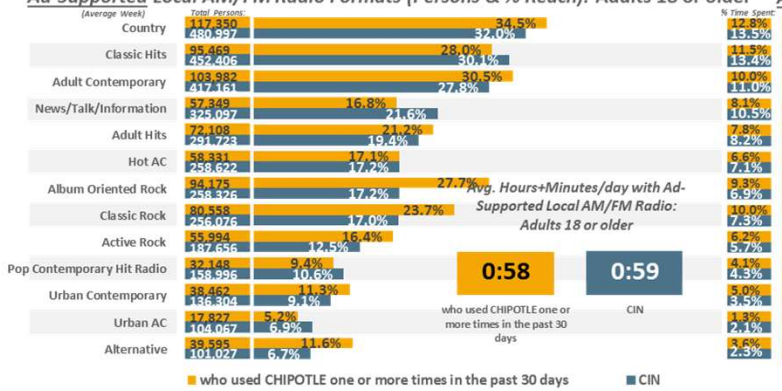
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



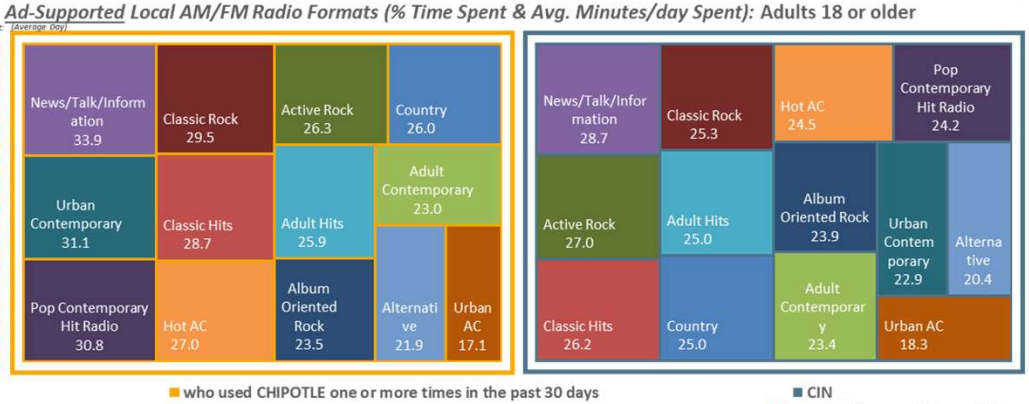

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

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

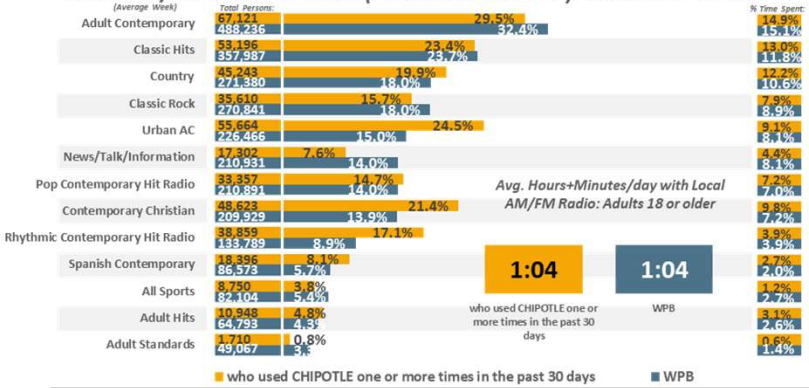
soefa.ai Share of Everything for Anything

*Quick service restaurants used past 30 days: Chipotle*

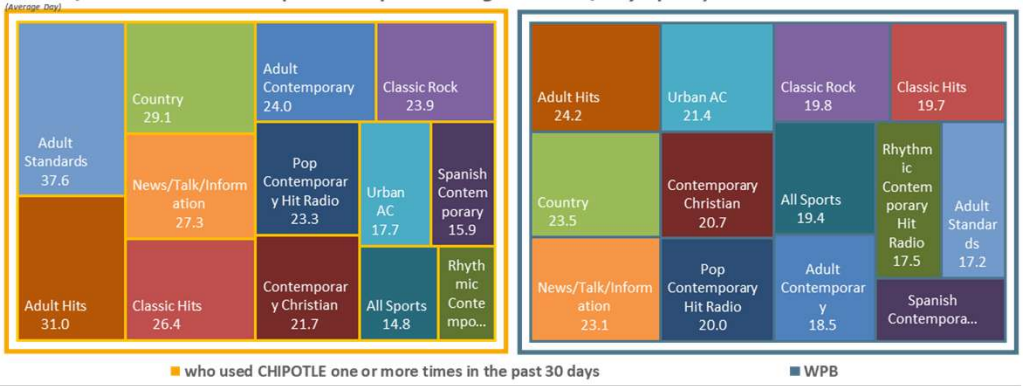



219,456 or 79.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Rhythmic Contemporary Hit Radio.

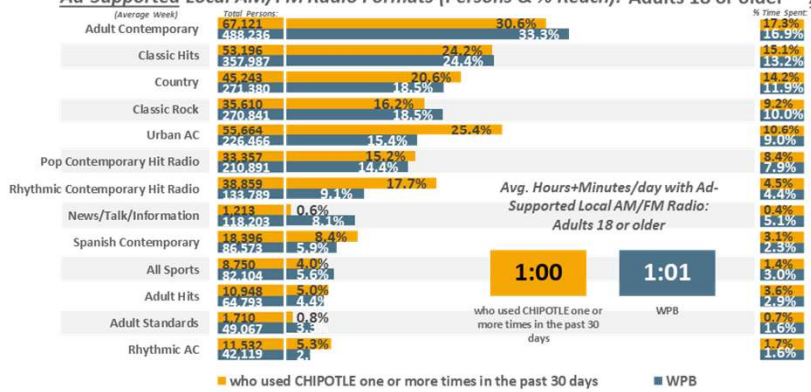
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



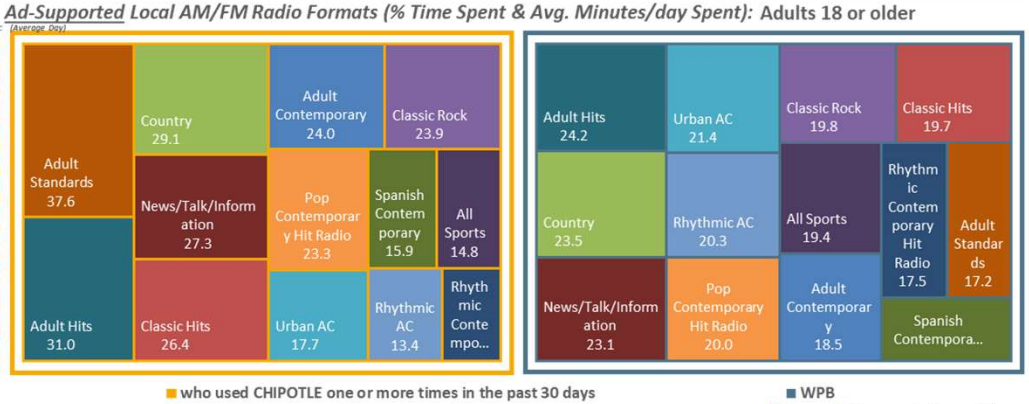

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

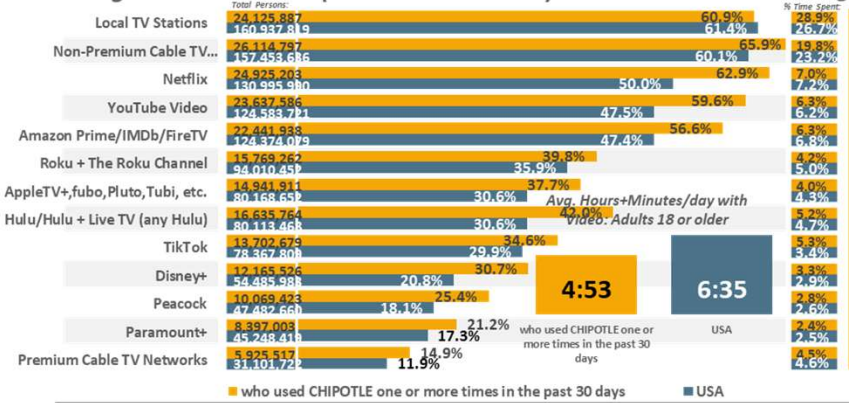
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

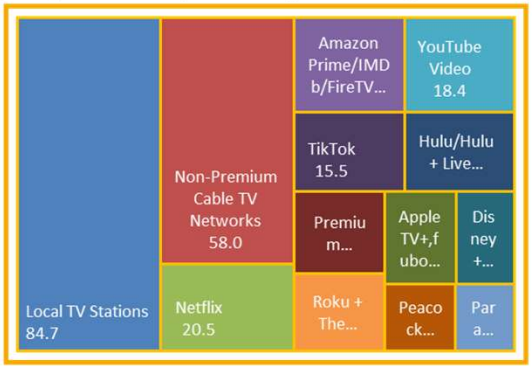


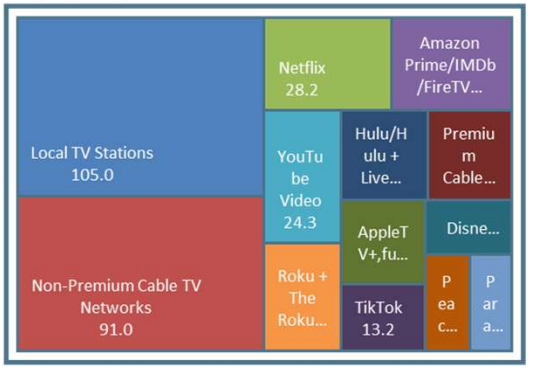

23,790,746 or 60.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

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

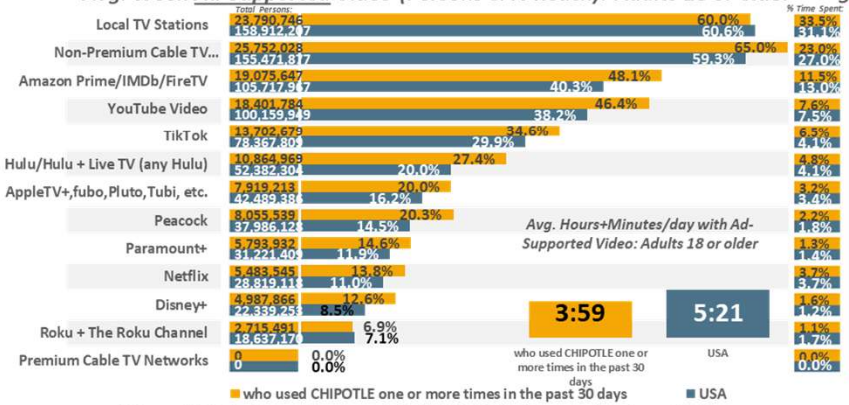



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

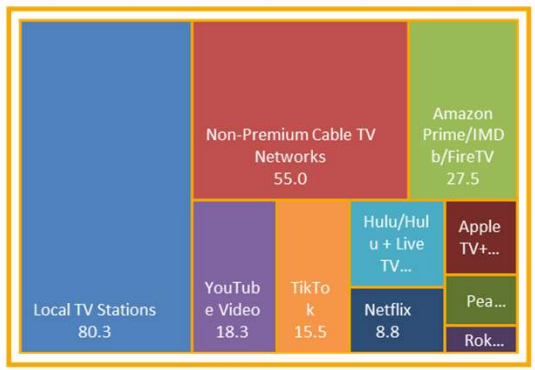


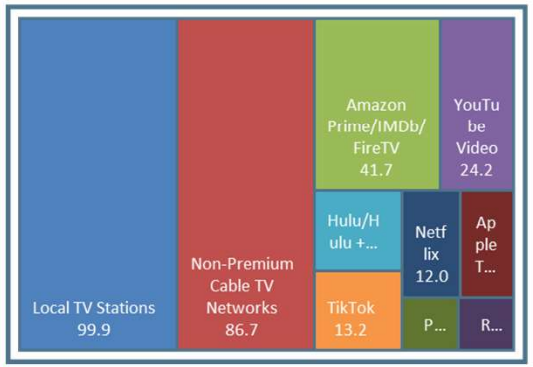




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

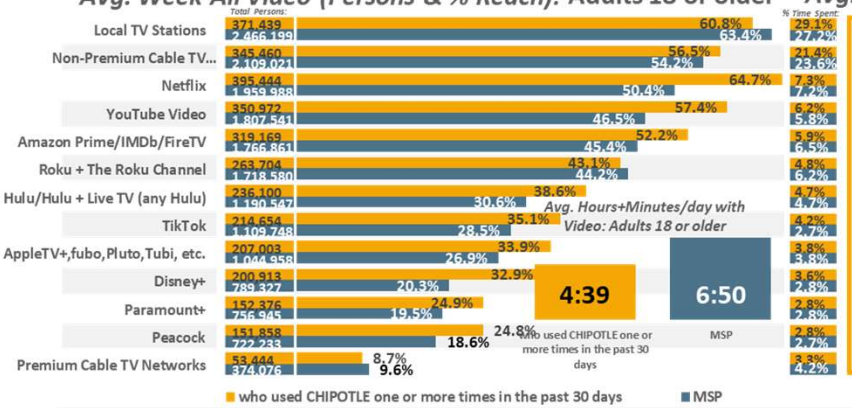
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

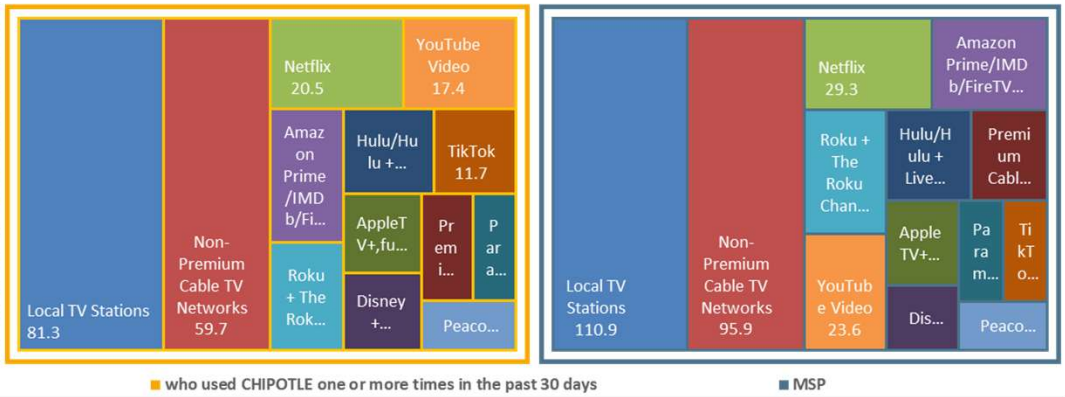



367,890 or 60.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.2 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

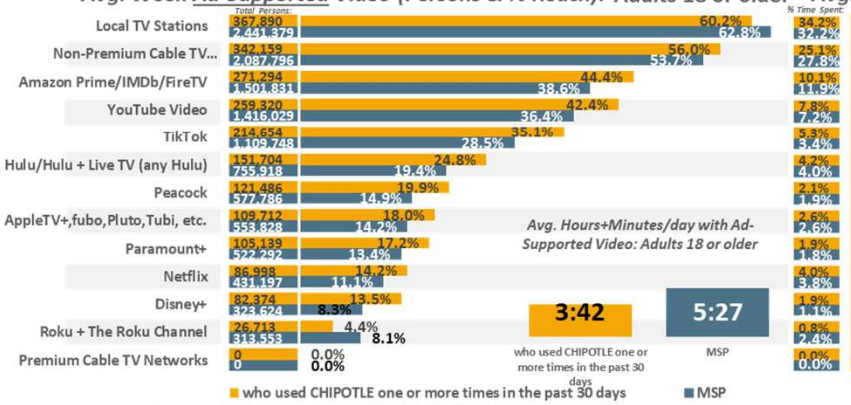
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



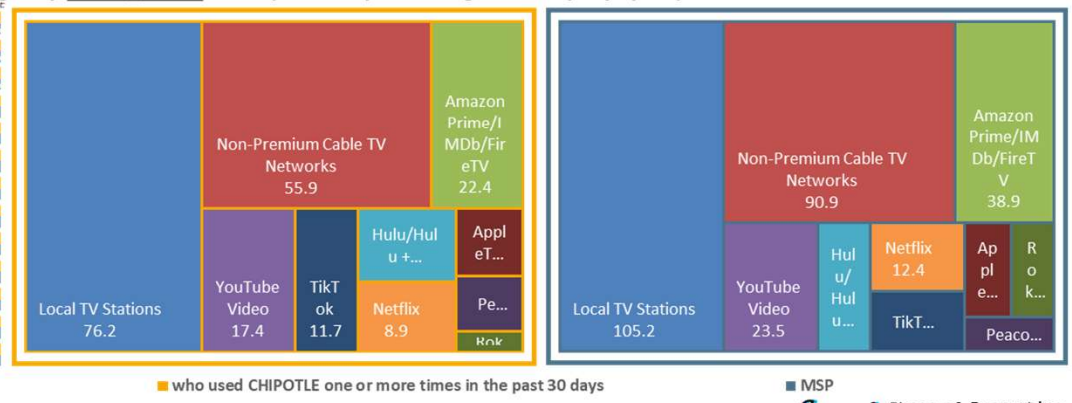

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

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

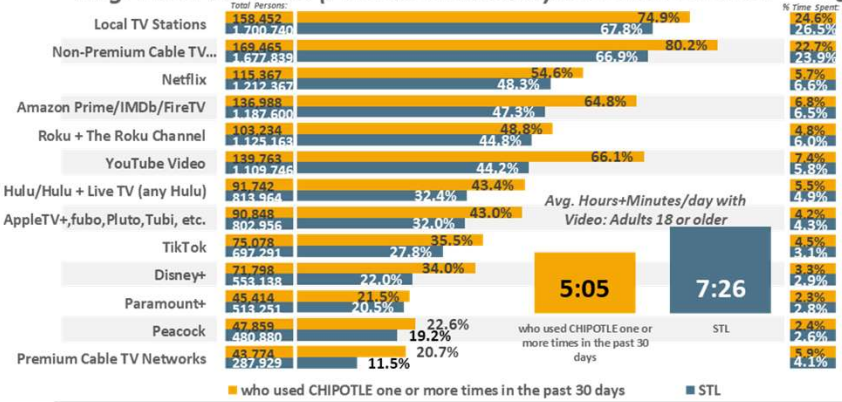
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

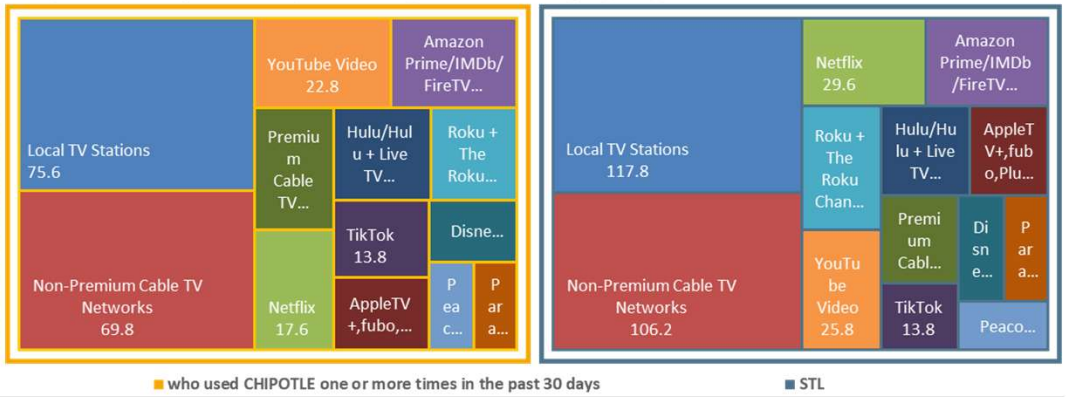



153,512 or 72.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 66.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

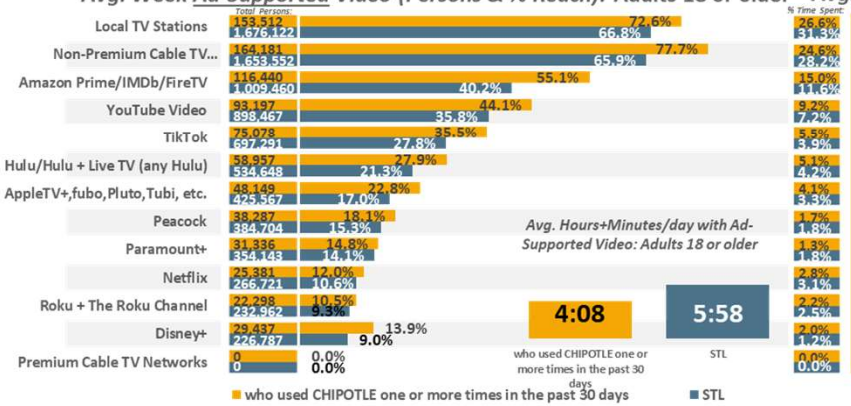
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



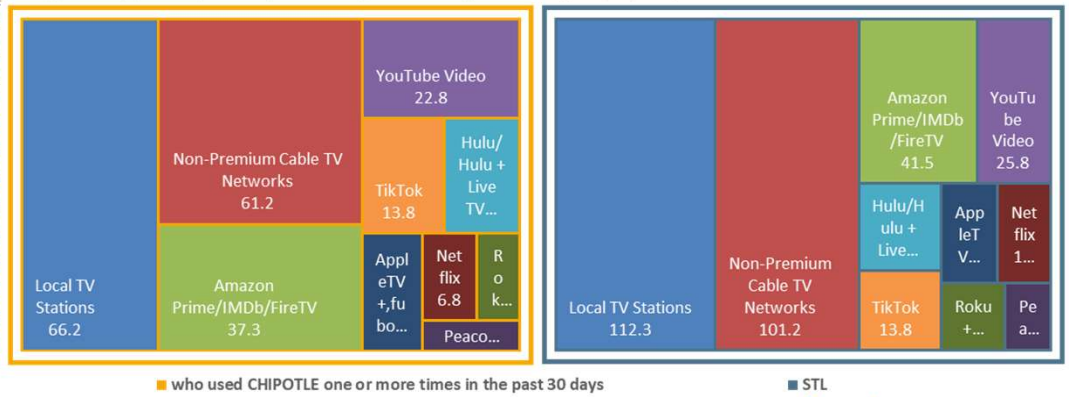

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159

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

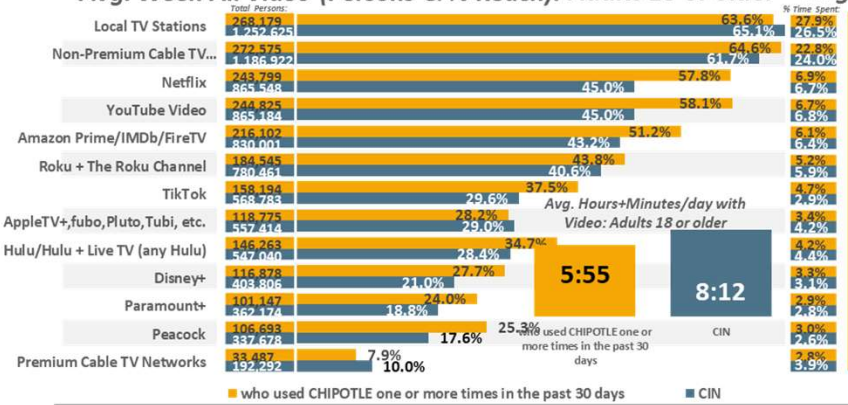
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

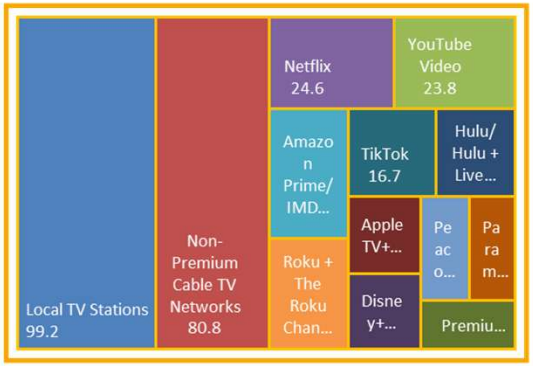
CIN

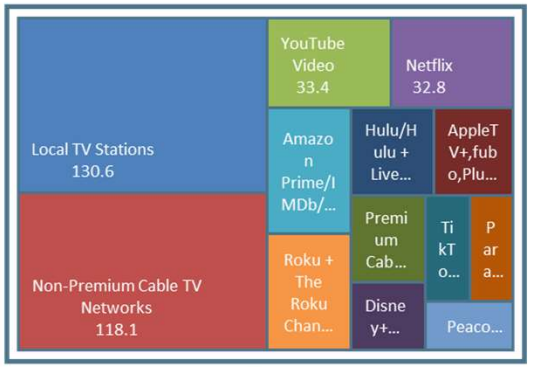
265,646 or 63.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

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

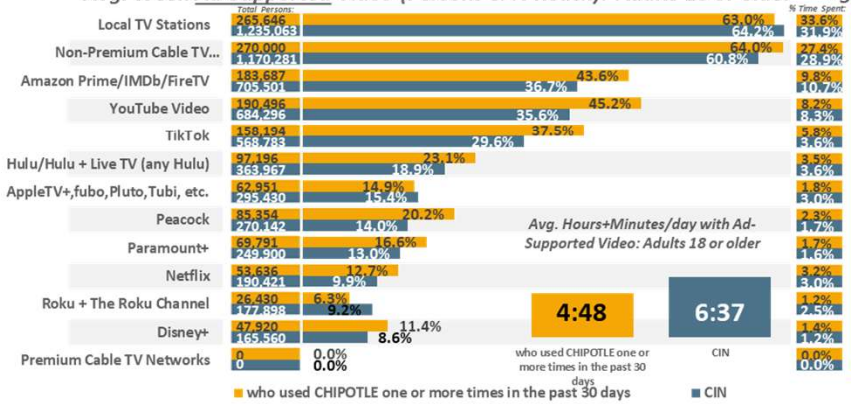



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

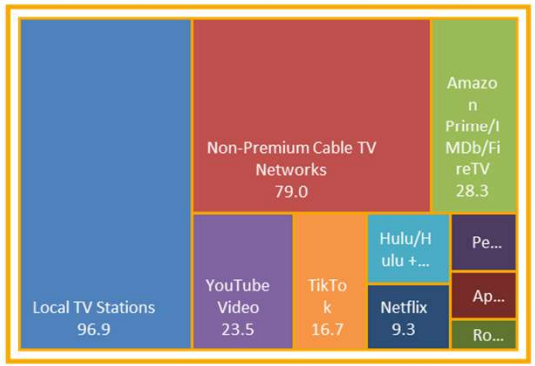


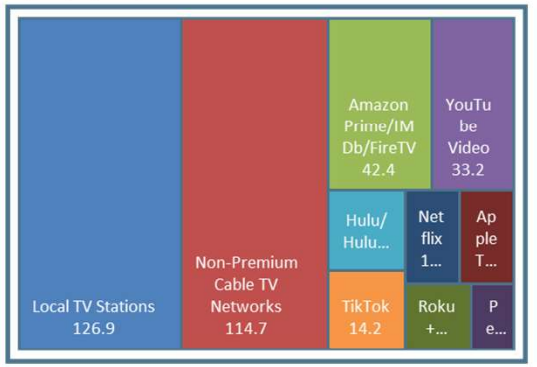




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

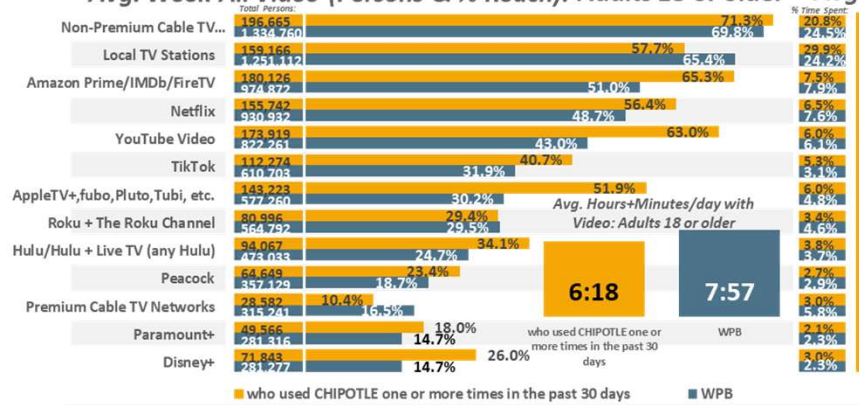
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

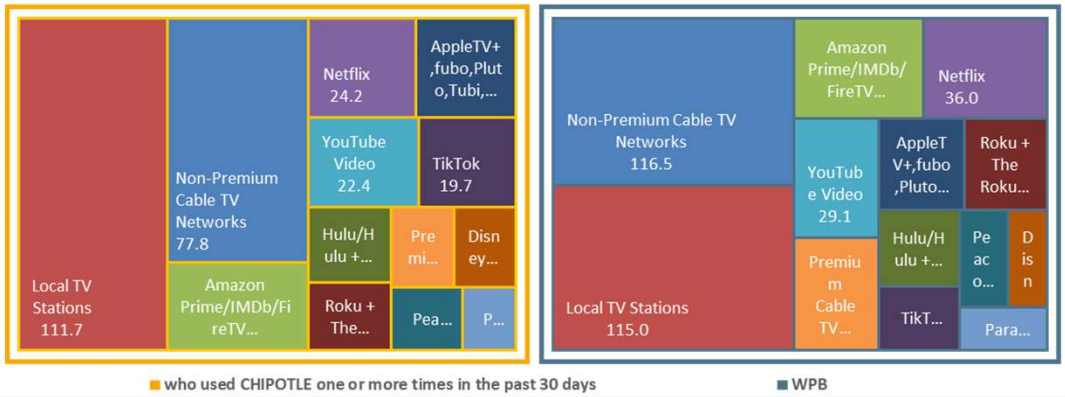
*Quick service restaurants used past 30 days: Chipotle*

157,203 or 57.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

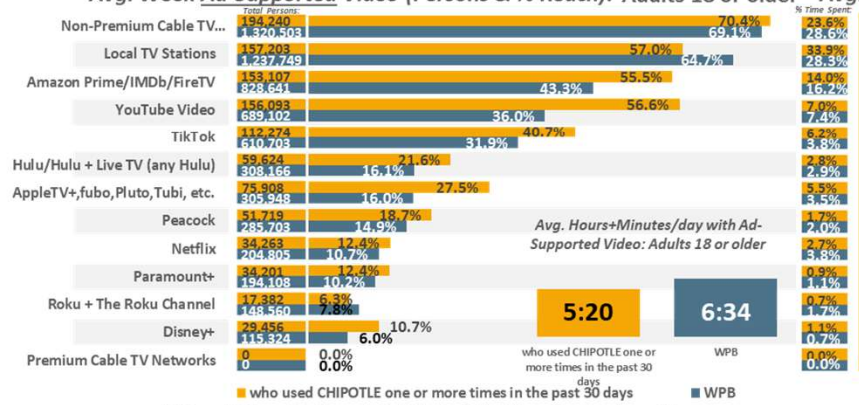
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



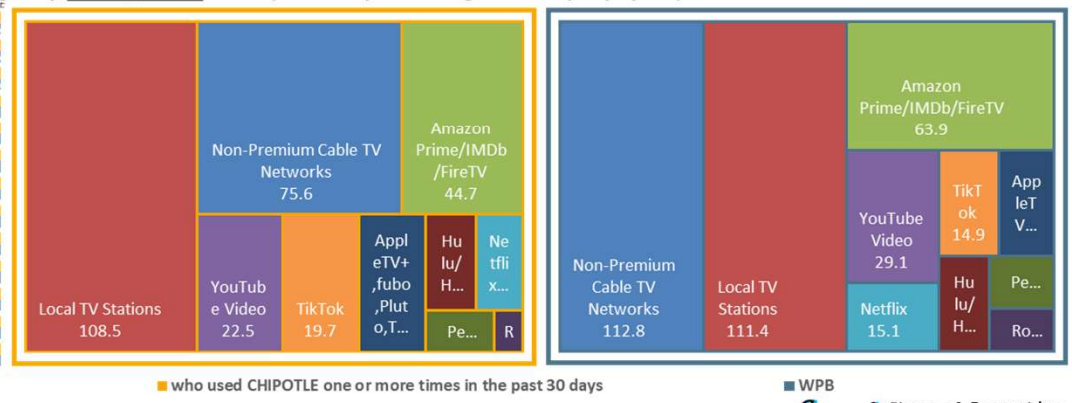

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371

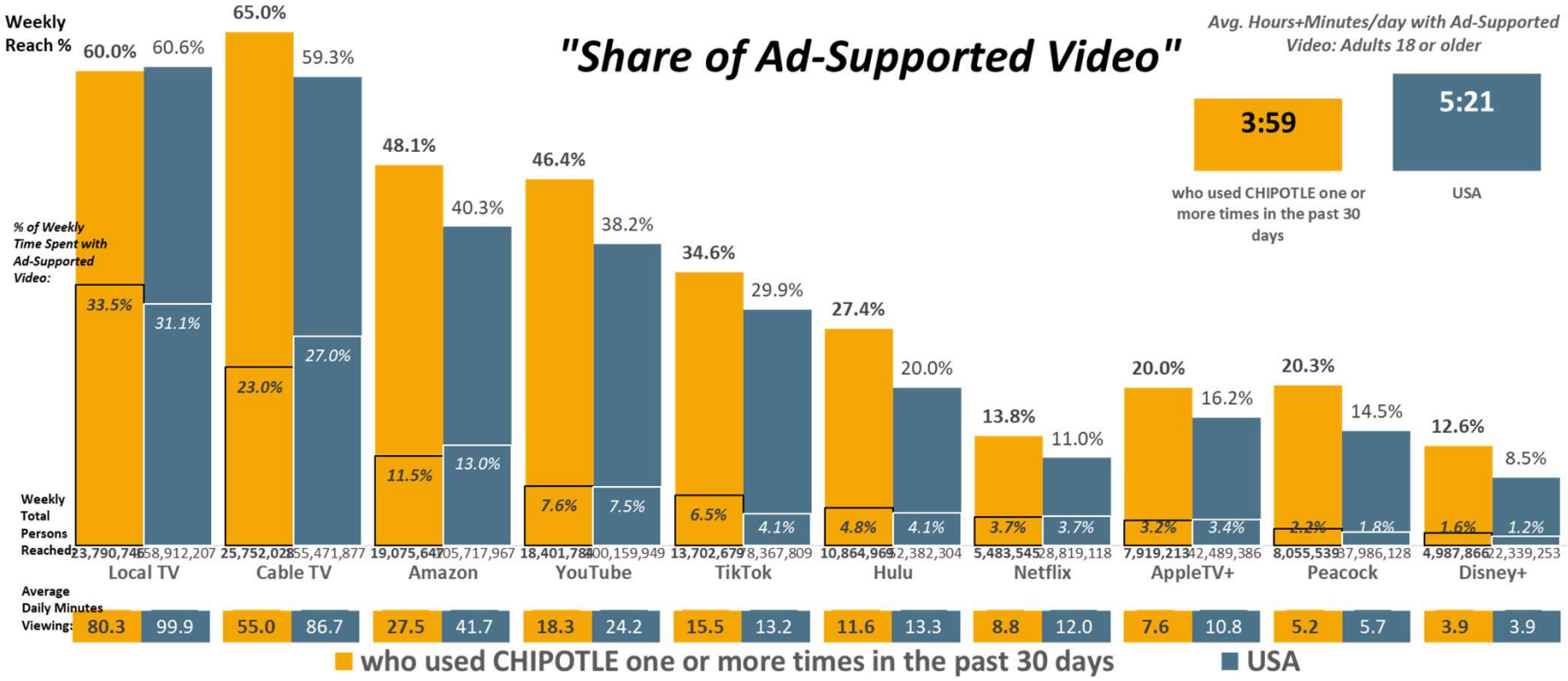
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




23,790,746 or 60.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.




USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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

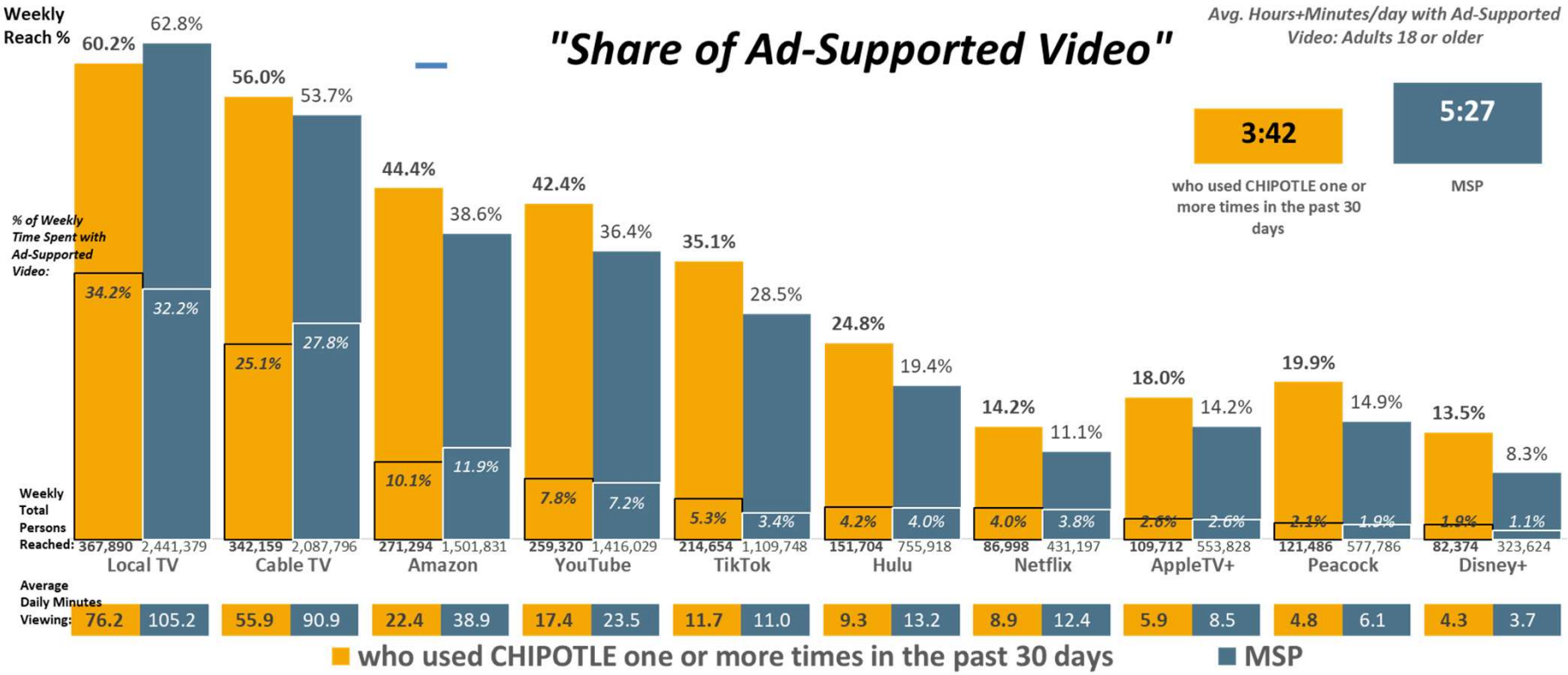
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




367,890 or 60.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 76.2 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.



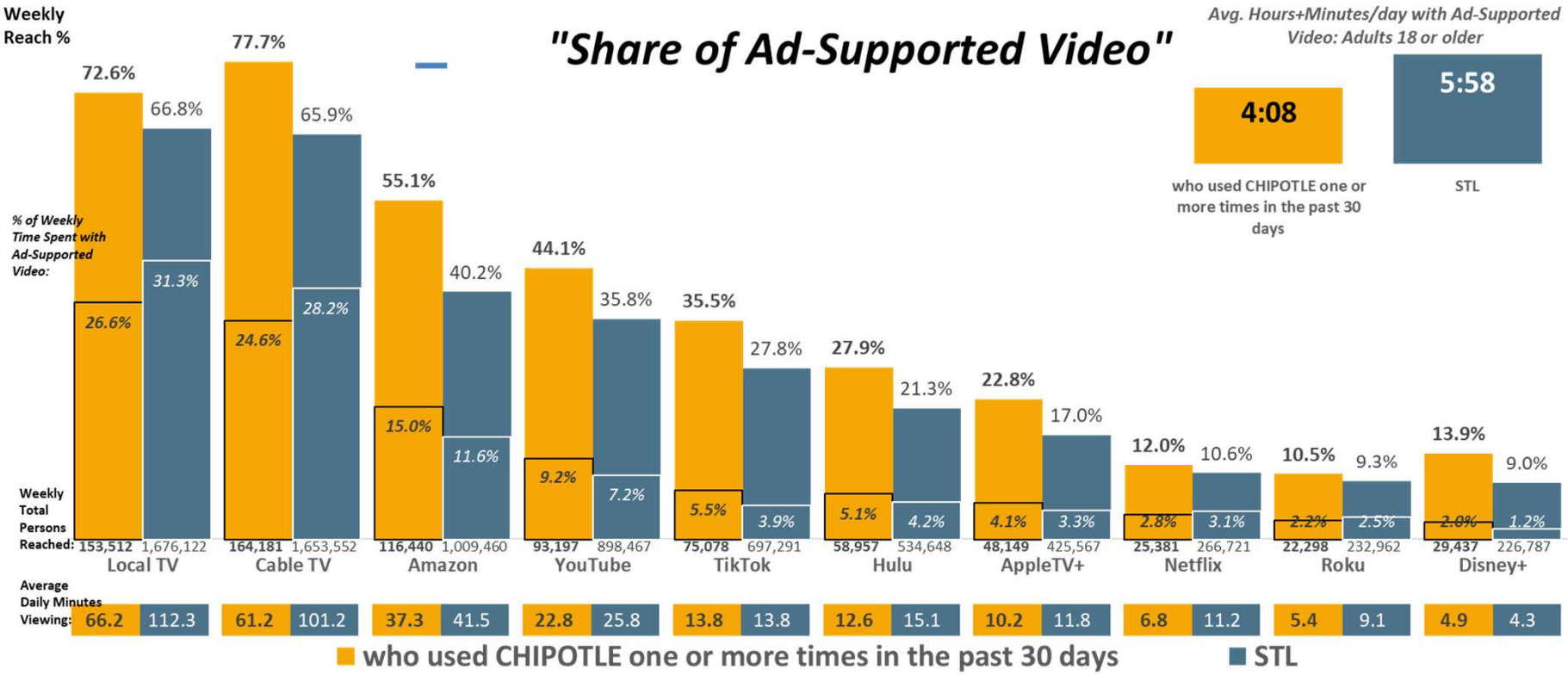

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

153,512 or 72.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 66.2 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

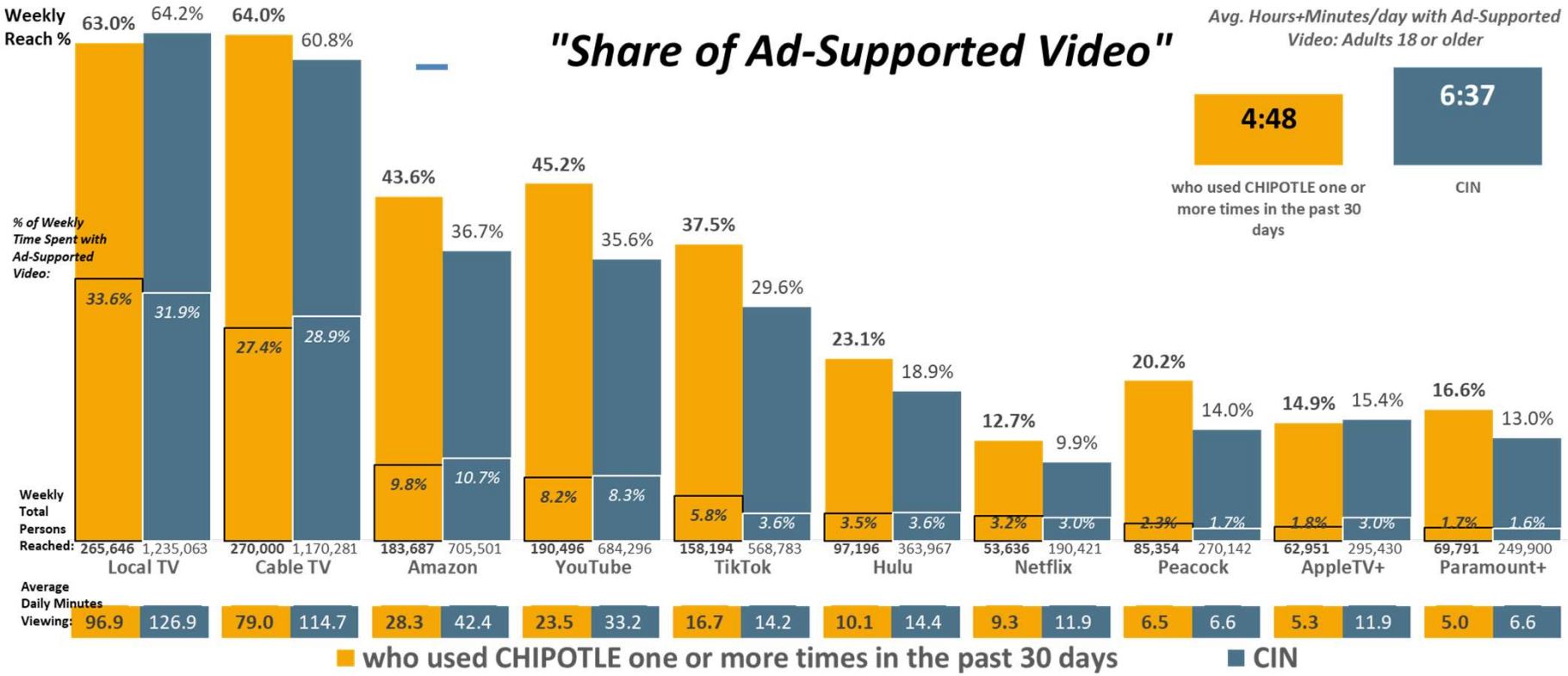
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




265,646 or 63.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 96.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.



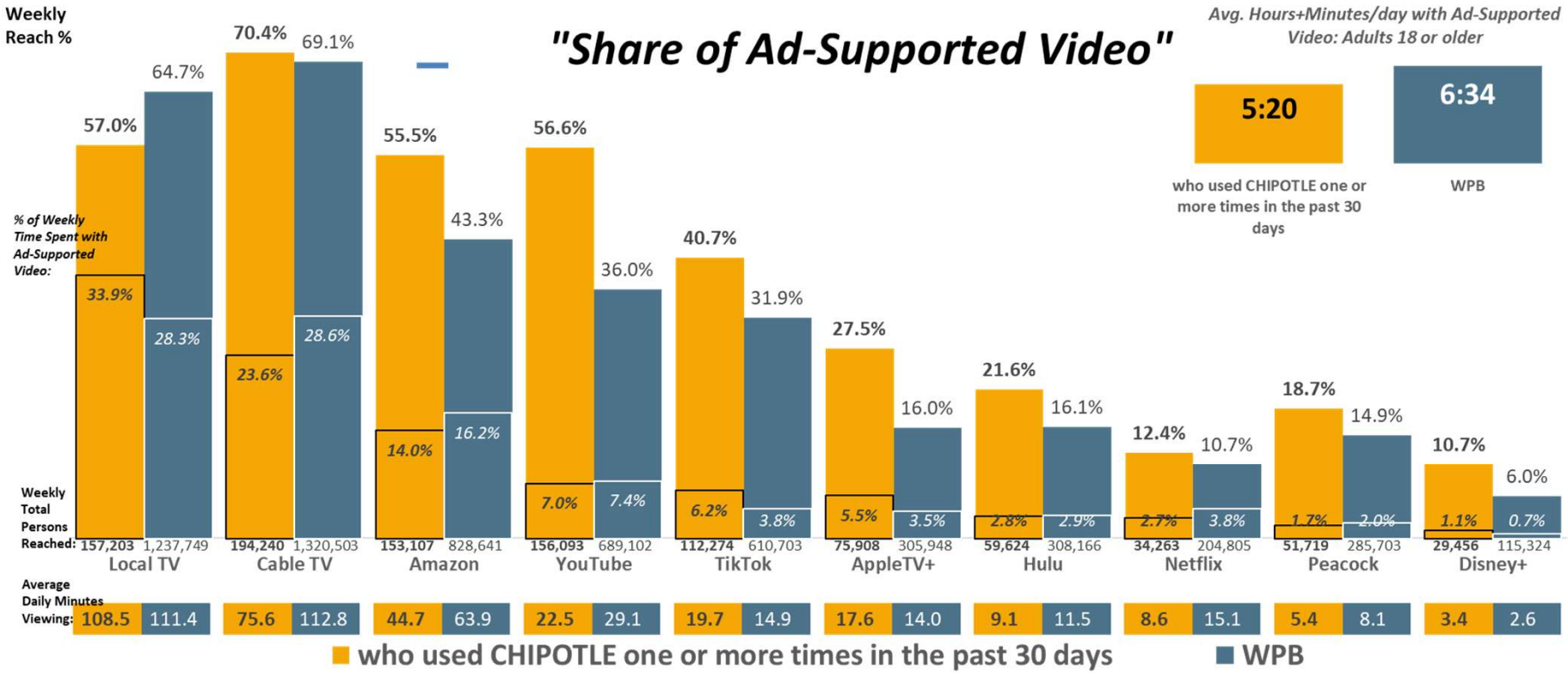

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

157,203 or 57.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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

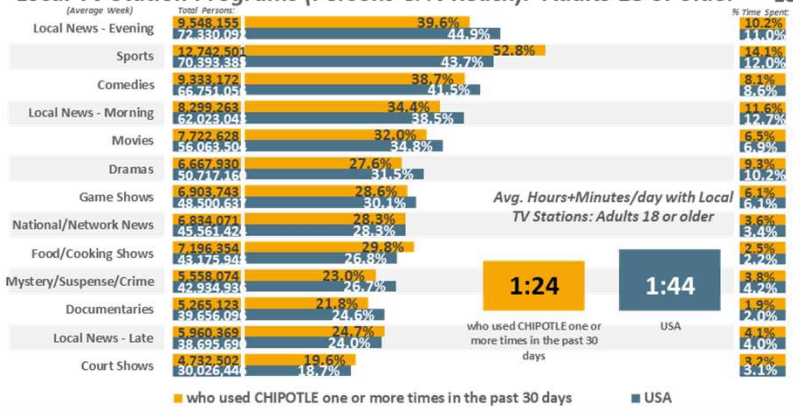
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle

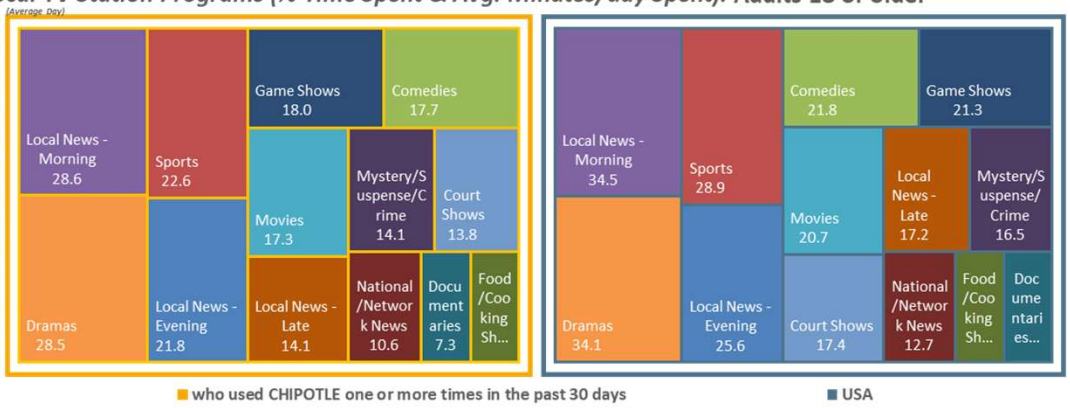



23,790,746 or 60.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

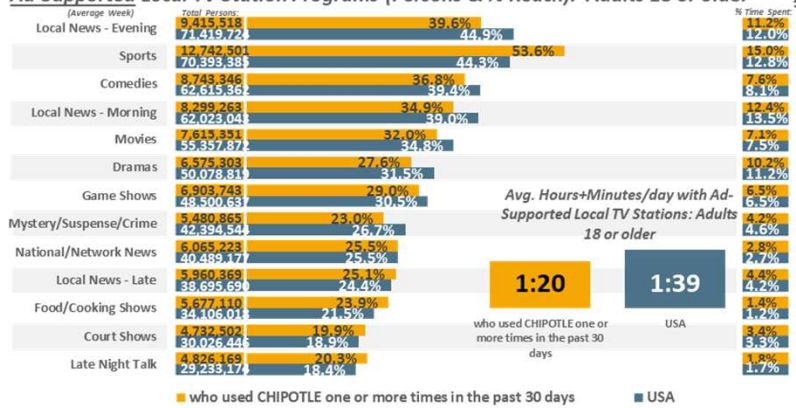
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



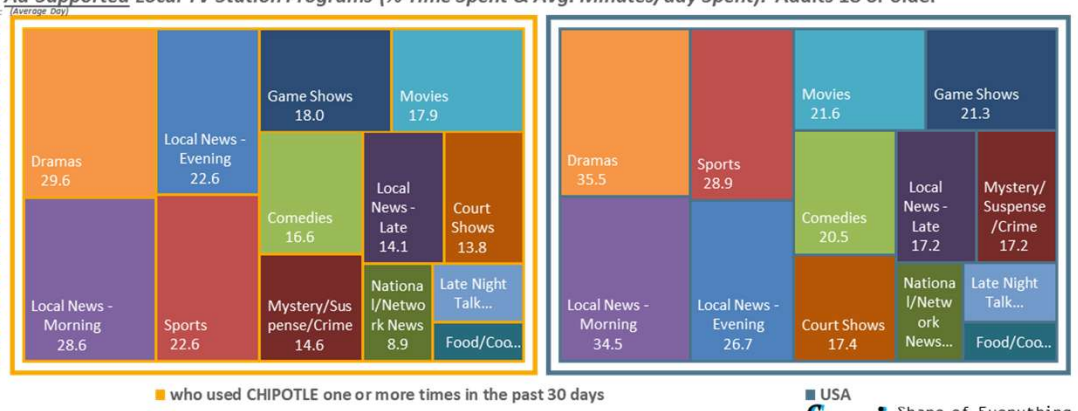

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

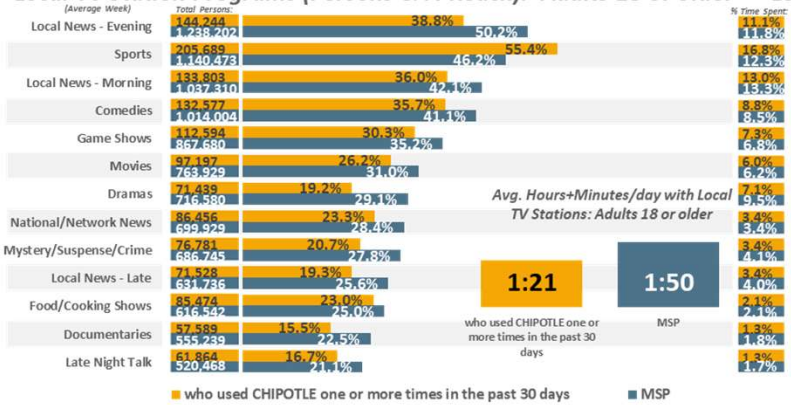
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




367,890 or 60.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

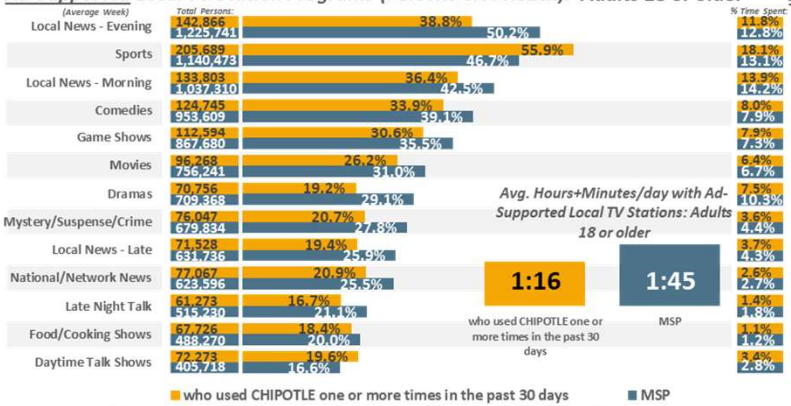
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



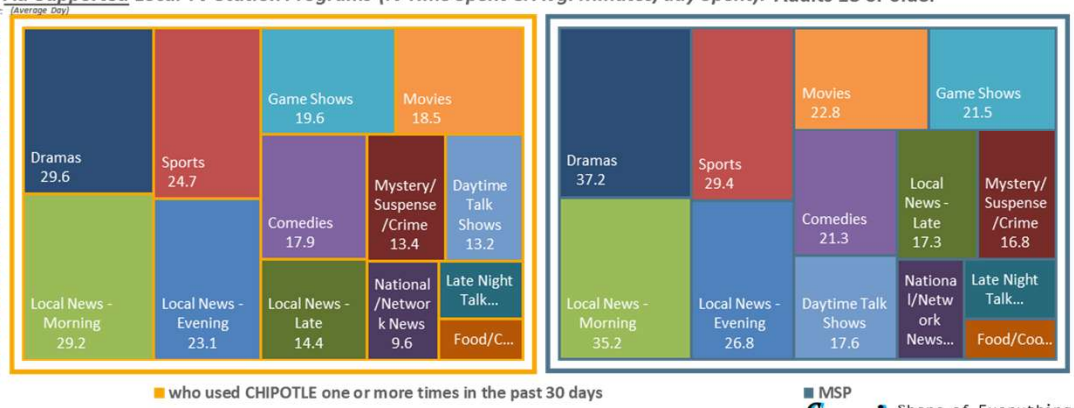

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

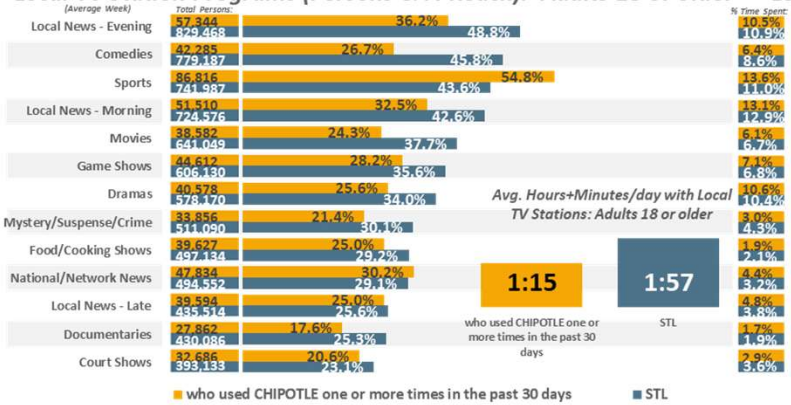
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

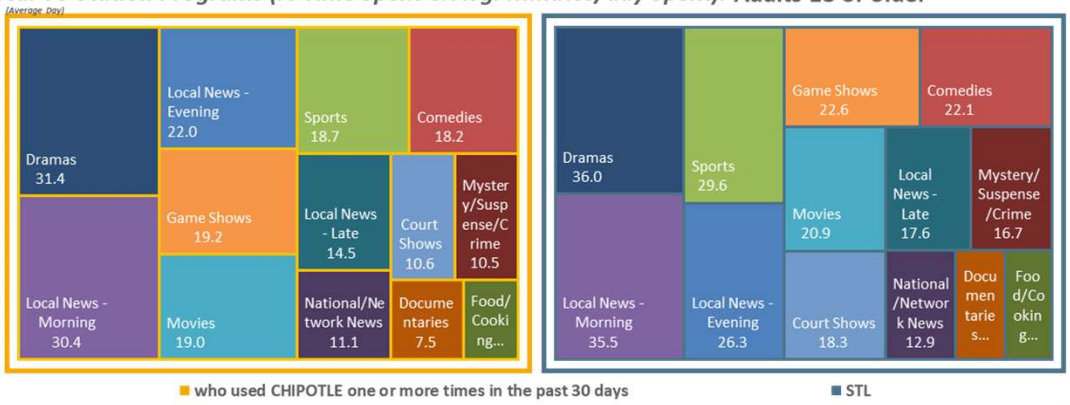
*Quick service restaurants used past 30 days: Chipotle*

153,512 or 72.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, National/Network News, and Local Ne

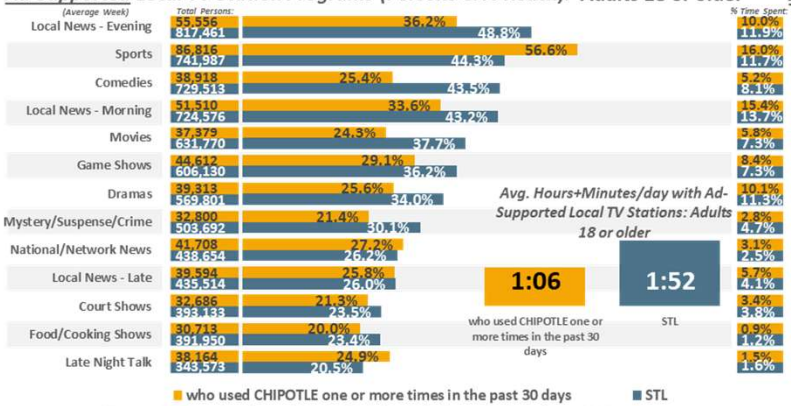
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



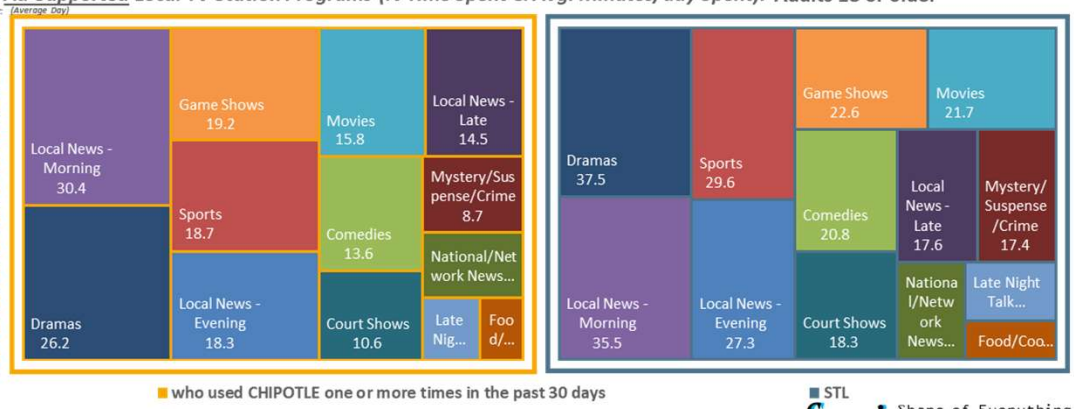

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

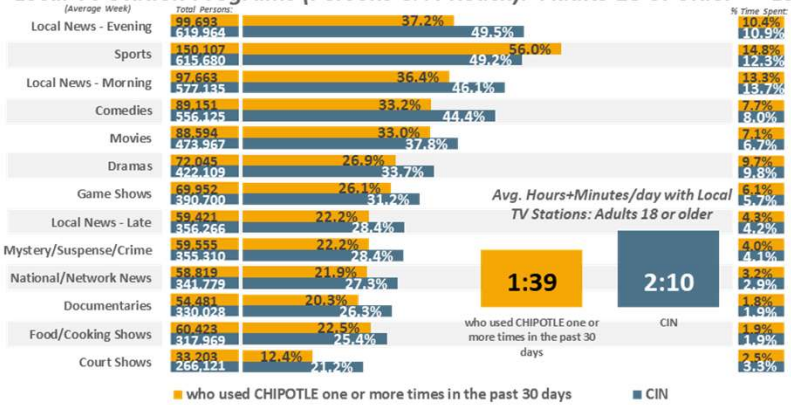
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

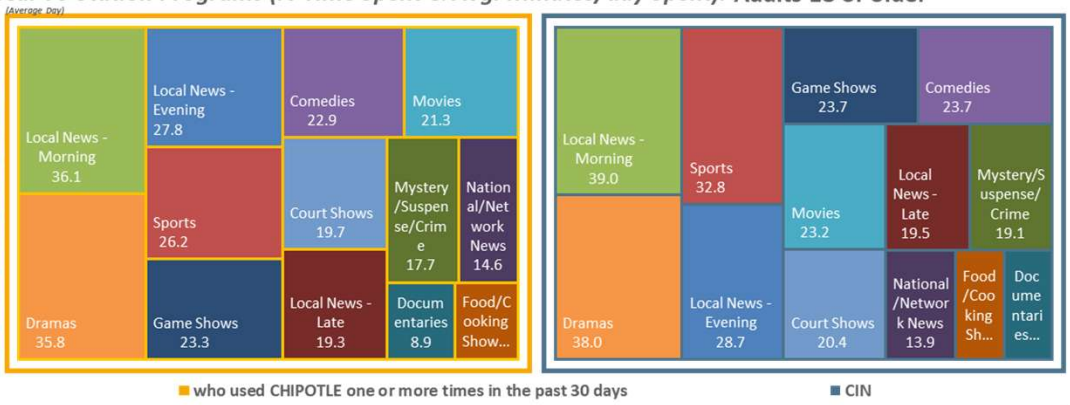



265,646 or 63.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

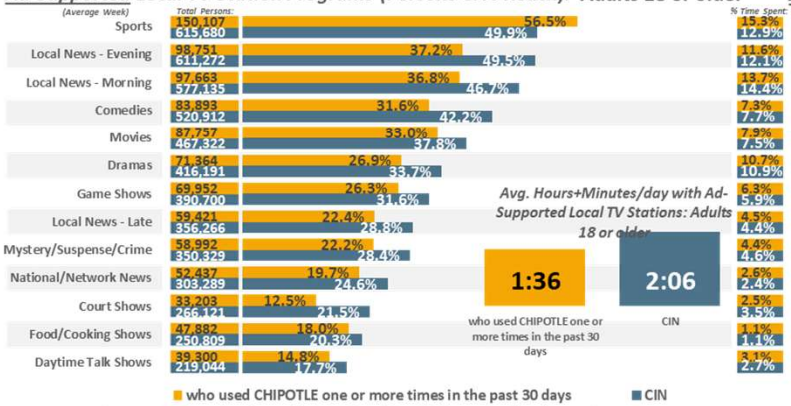
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



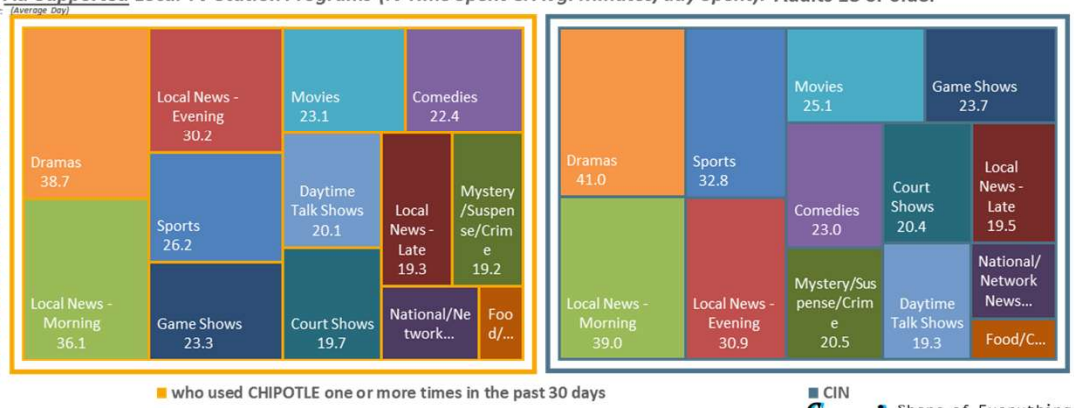

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

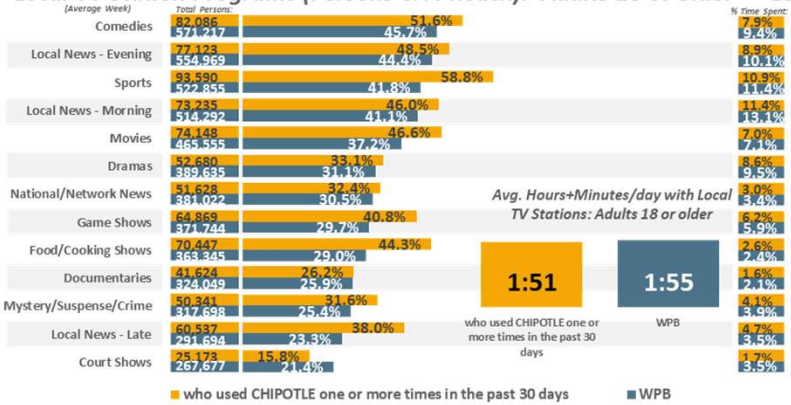
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

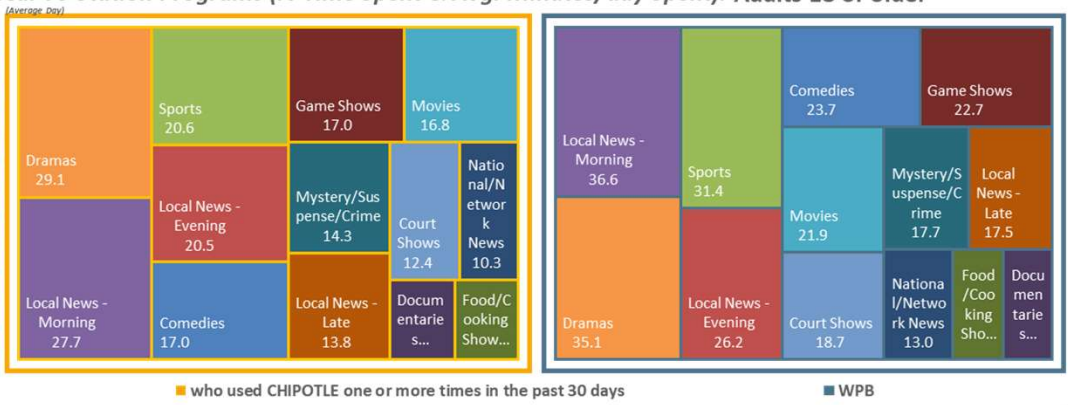
*Quick service restaurants used past 30 days: Chipotle*

157,203 or 57.% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Game Shows.

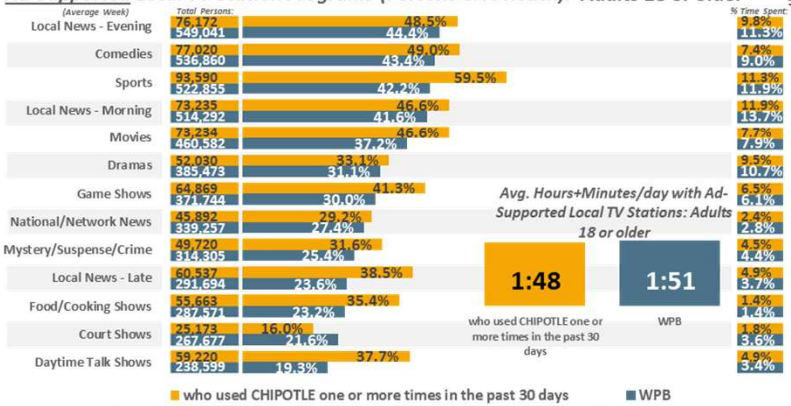
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



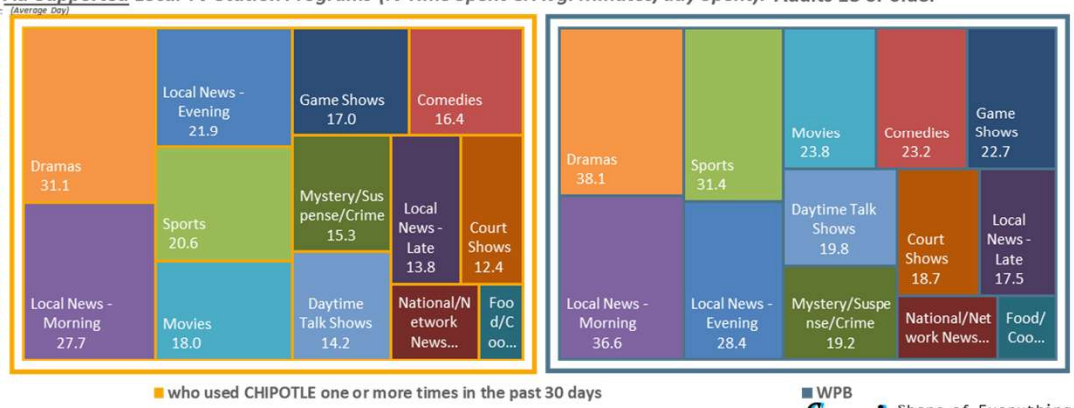

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

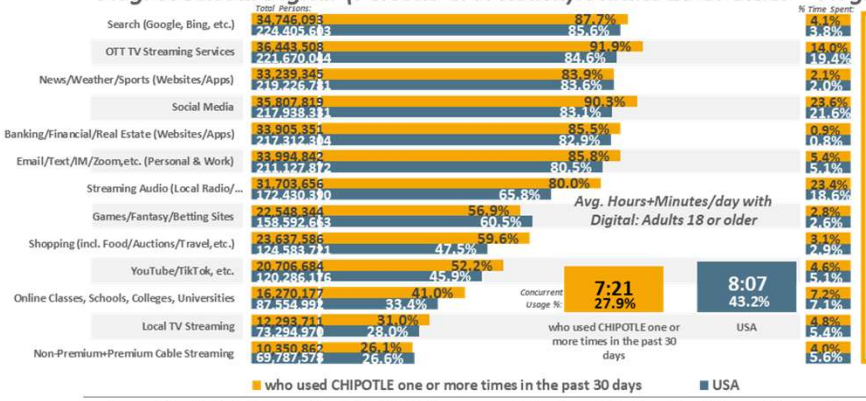
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

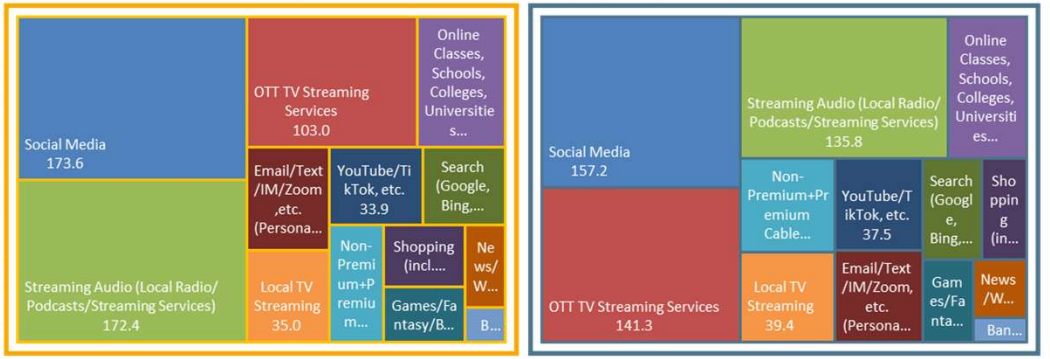



31,135,188 or 78.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 151. minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

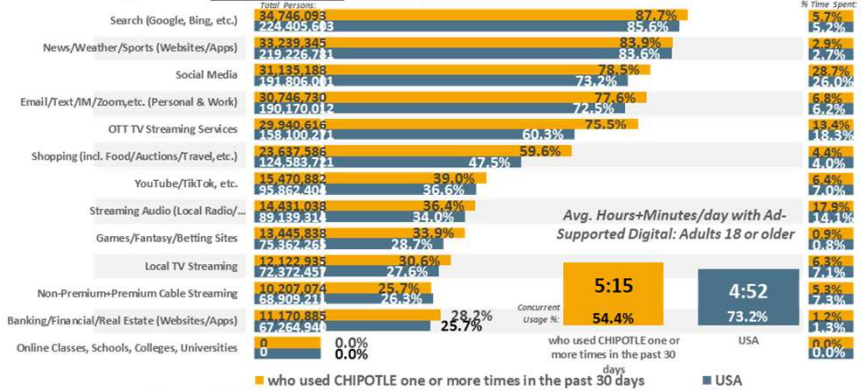
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



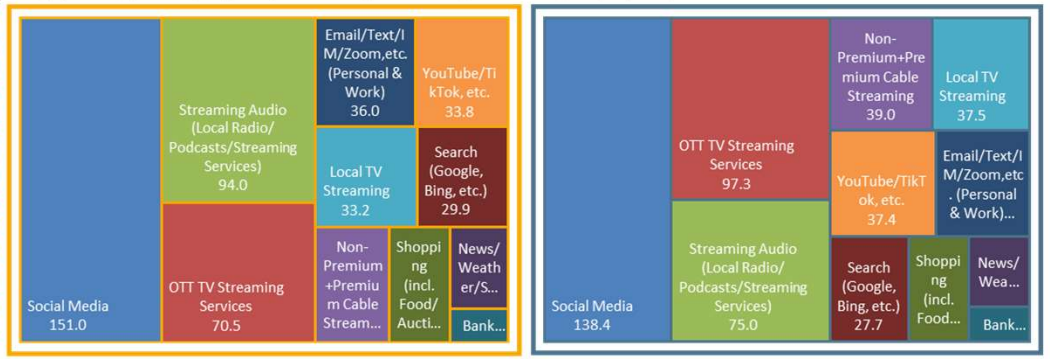

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

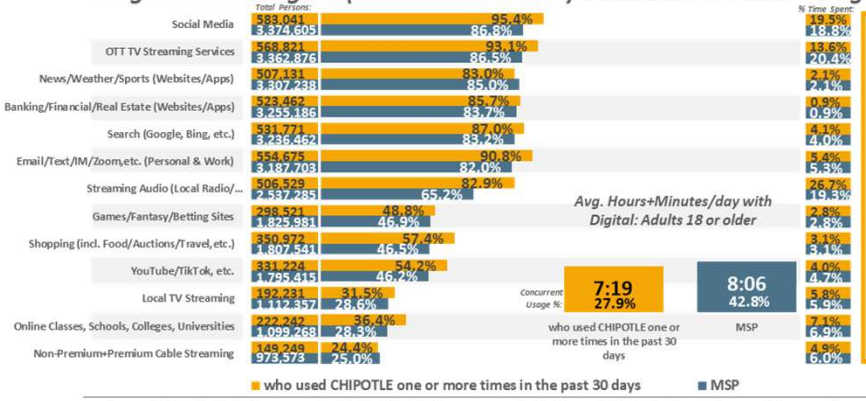
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

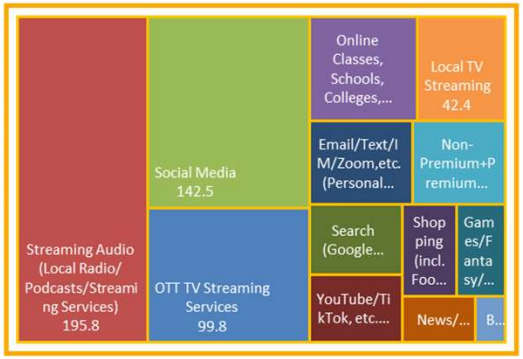


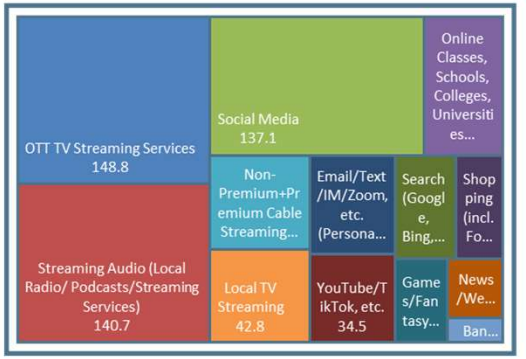

504,276 or 82.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 123.3 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

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

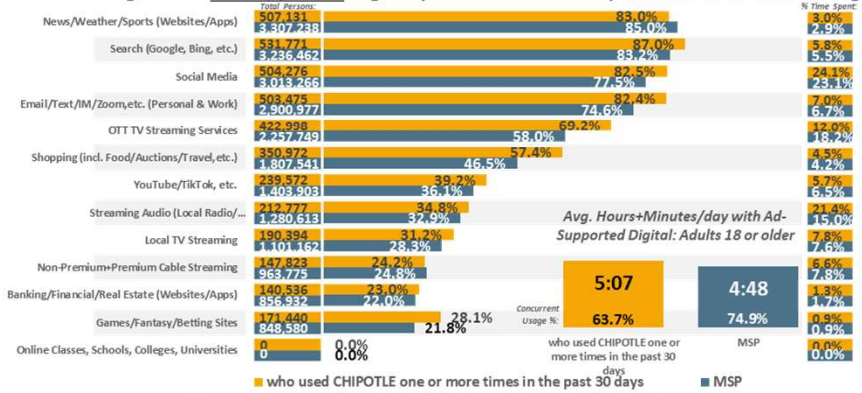



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



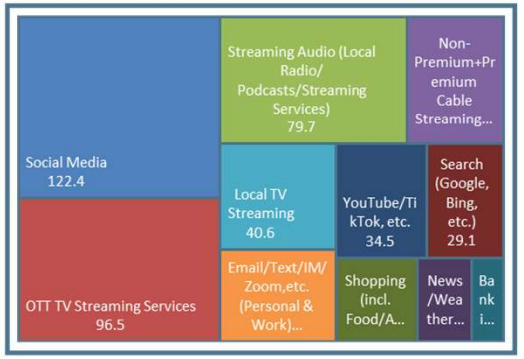




## *Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach):* Adults 18 or older




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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

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

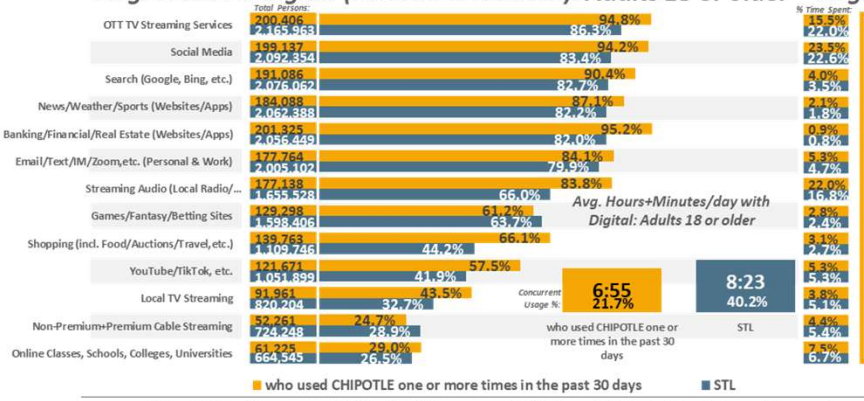
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

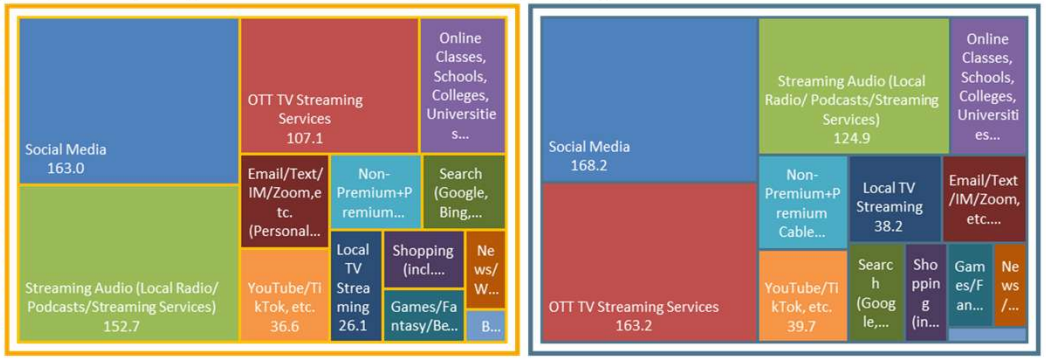



181,939 or 86.1% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 148.9 minutes every day representing 29.5% of all time spent daily with Ad-Supported Digital Media.

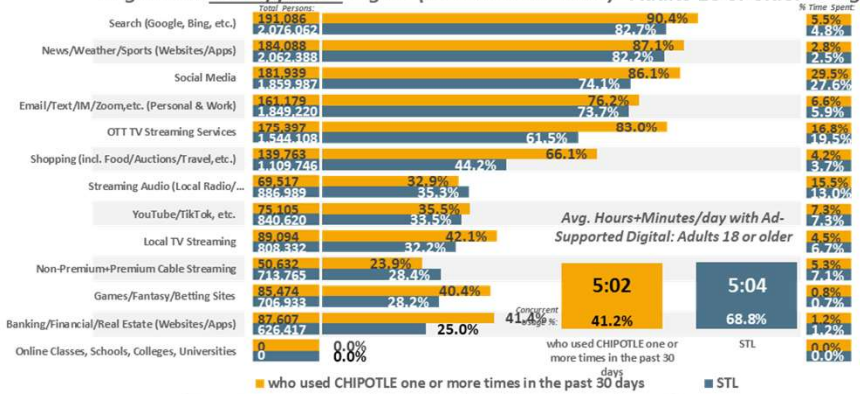
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



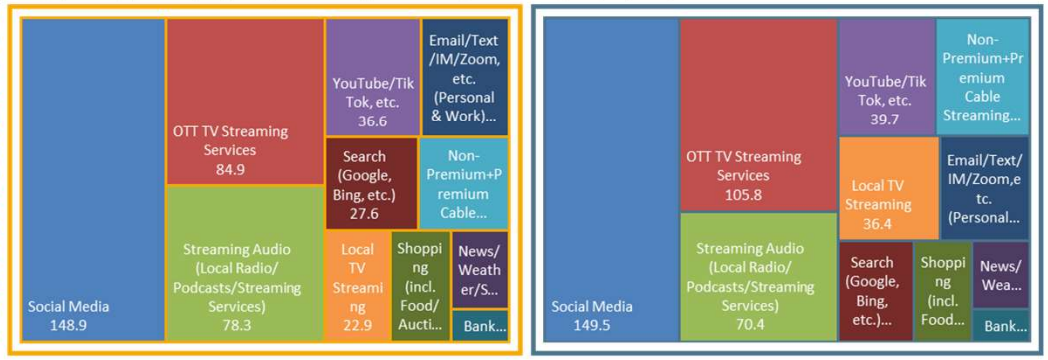

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

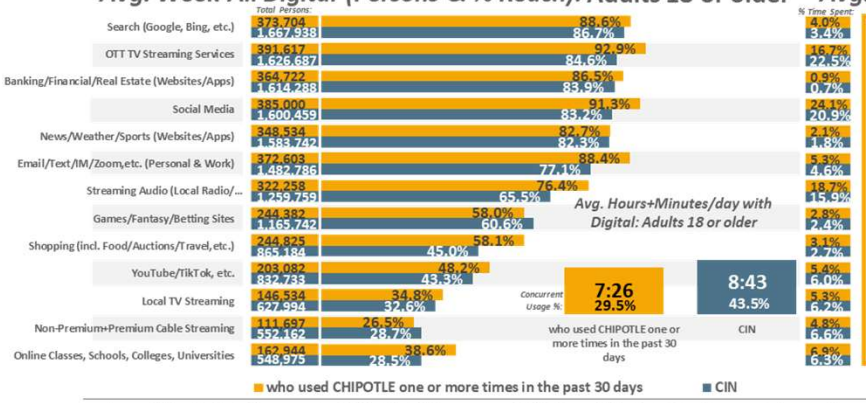
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

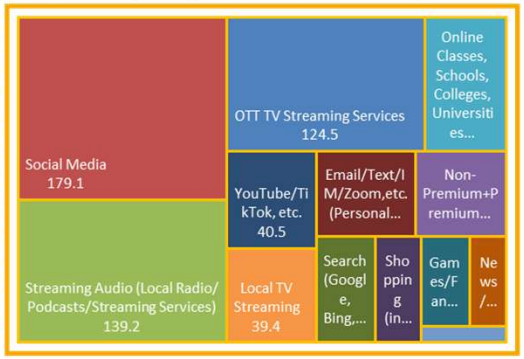


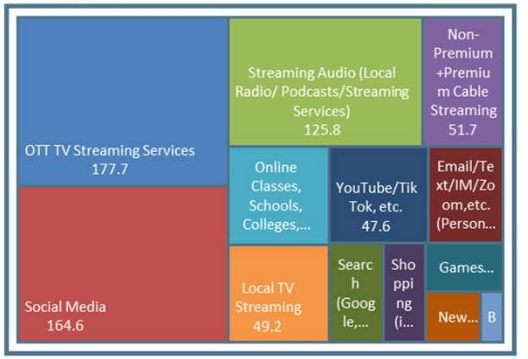

318,776 or 75.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 148.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

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

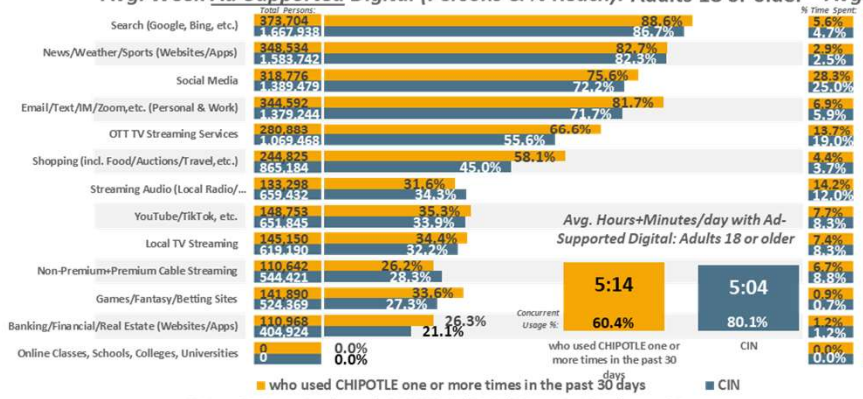



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

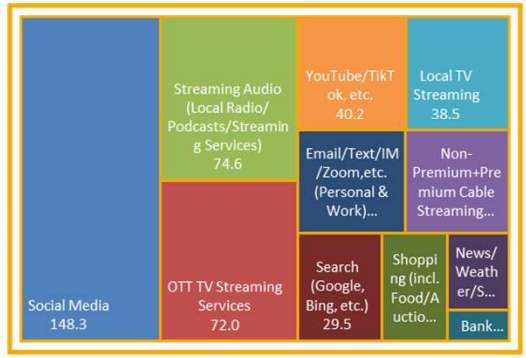


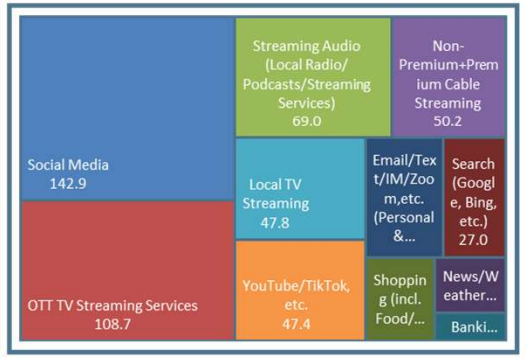




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

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

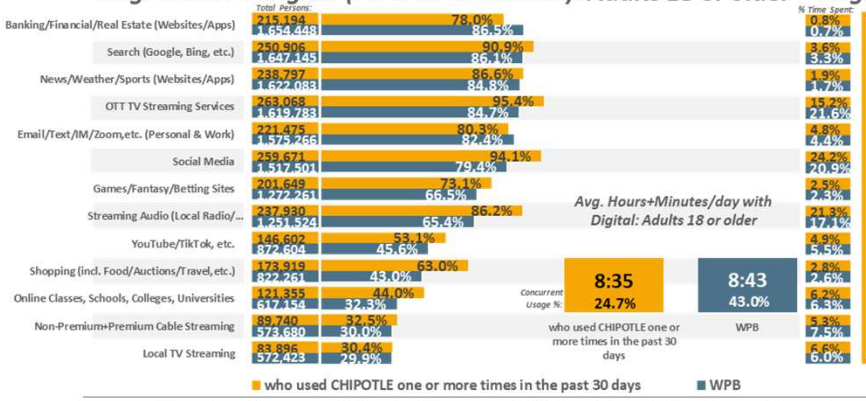
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

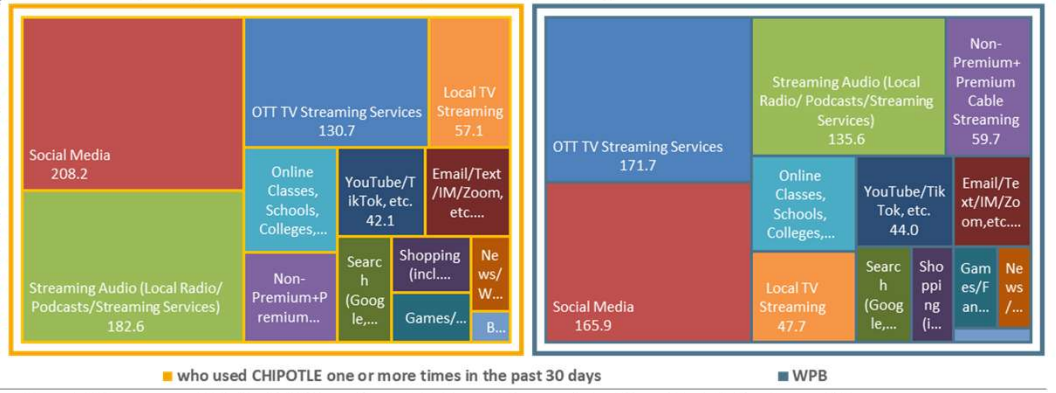



225,301 or 81.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Social Media for an average of 180.6 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

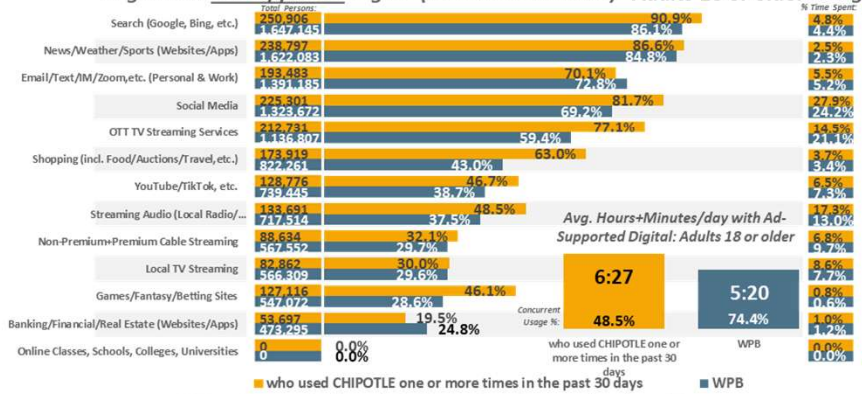
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



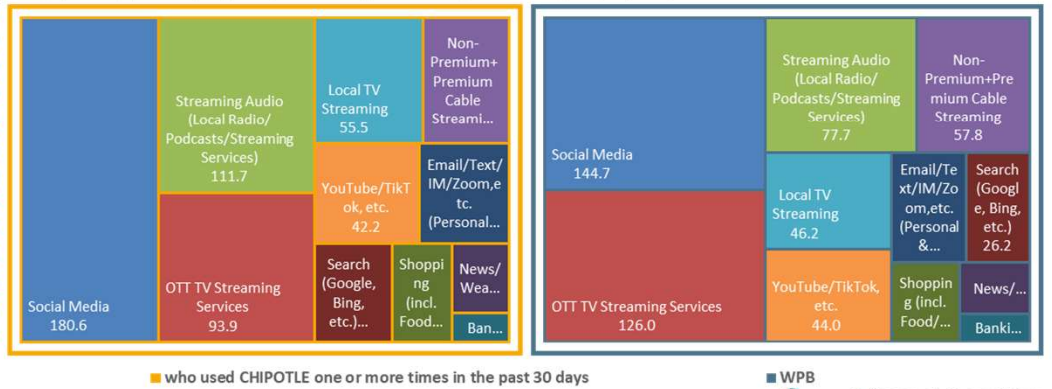

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

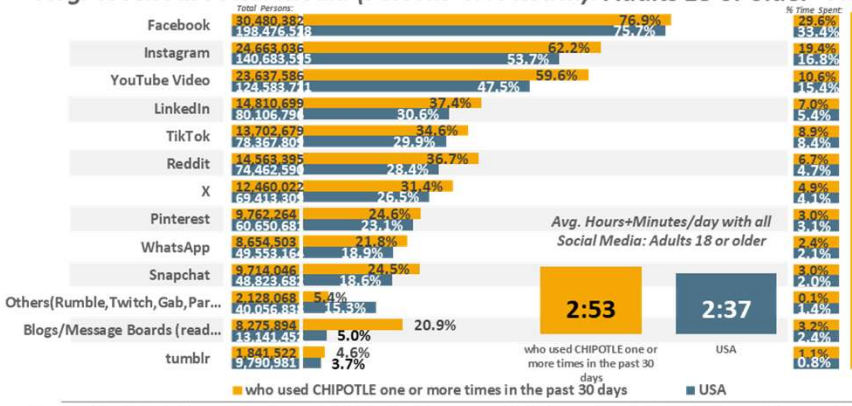
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

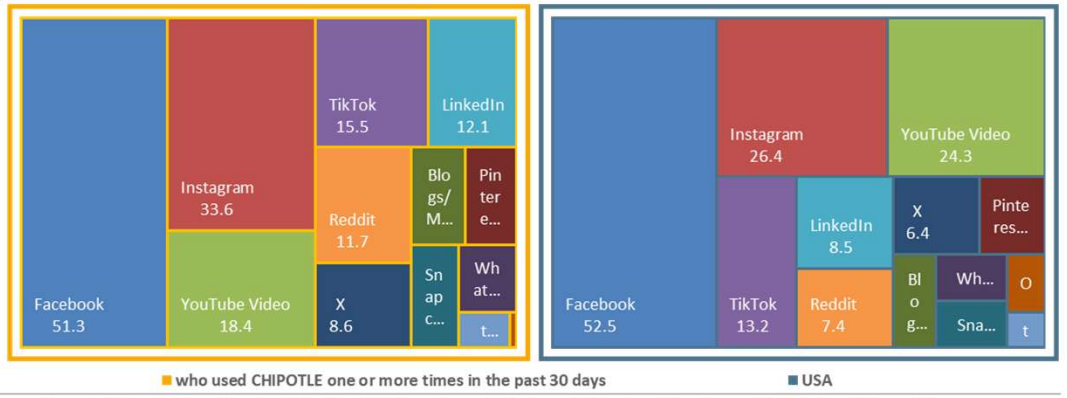



30,480,382 or 76.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 52.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

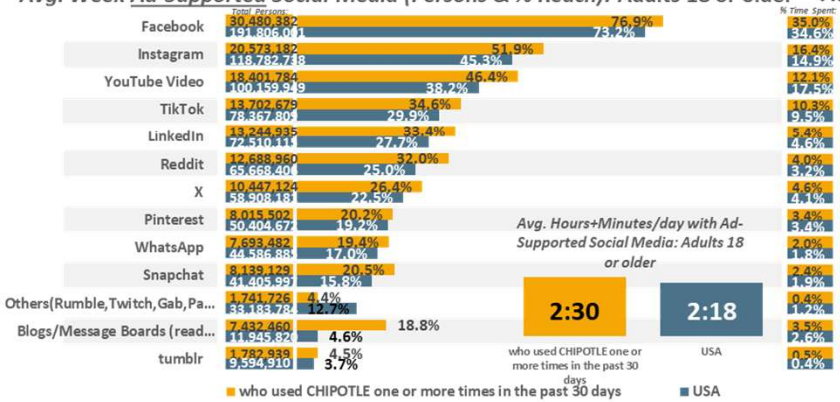
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



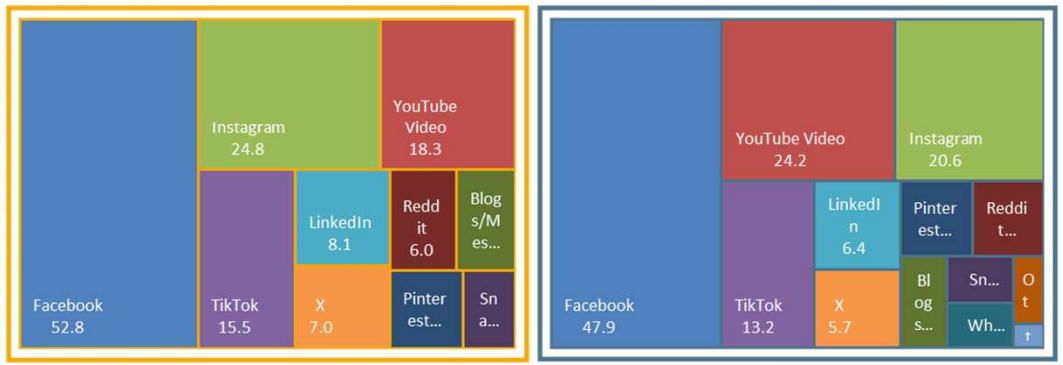

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

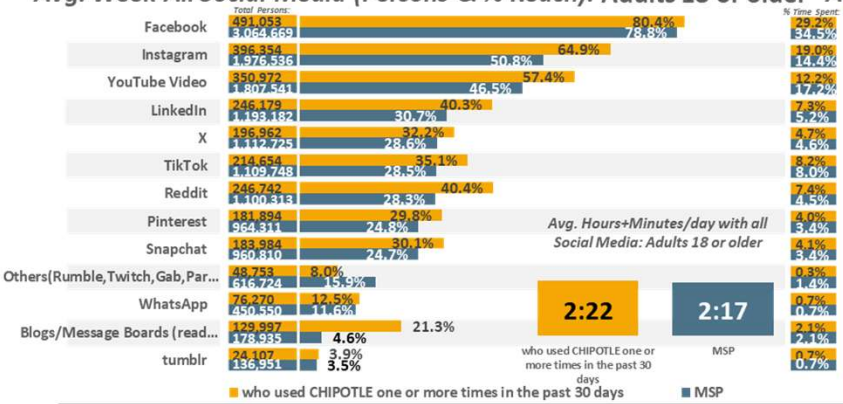
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

soefa.ai Share of Everything for Anything ©

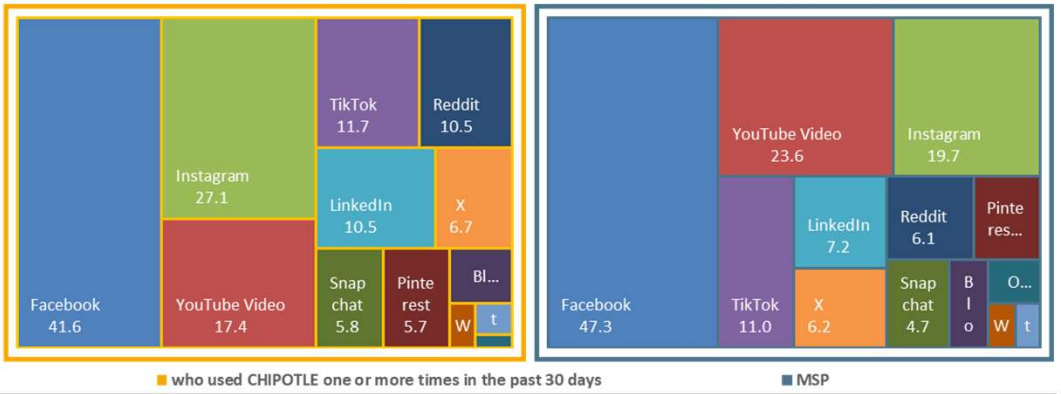
*Quick service restaurants used past 30 days: Chipotle*

491,053 or 80.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 43. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

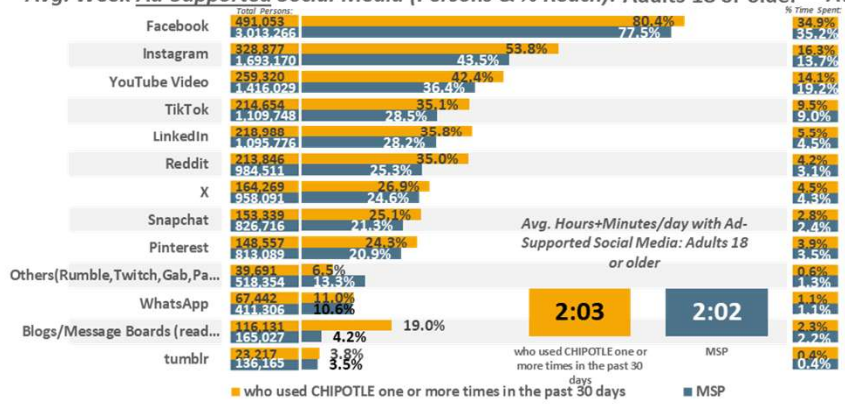
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



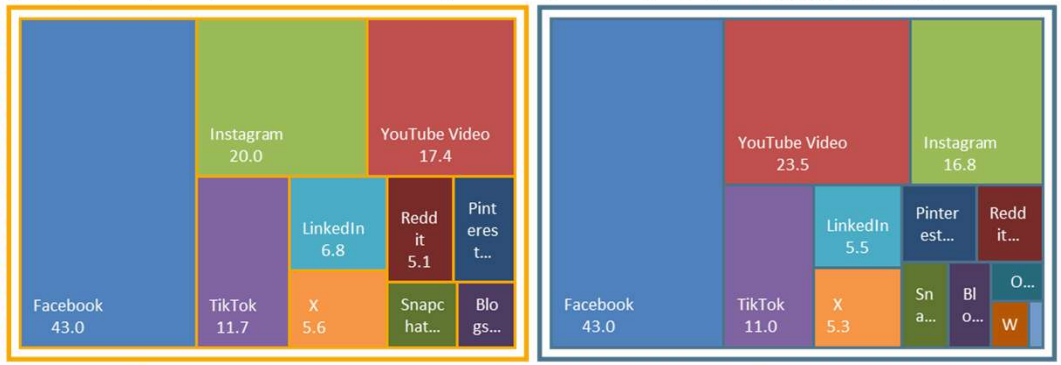

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

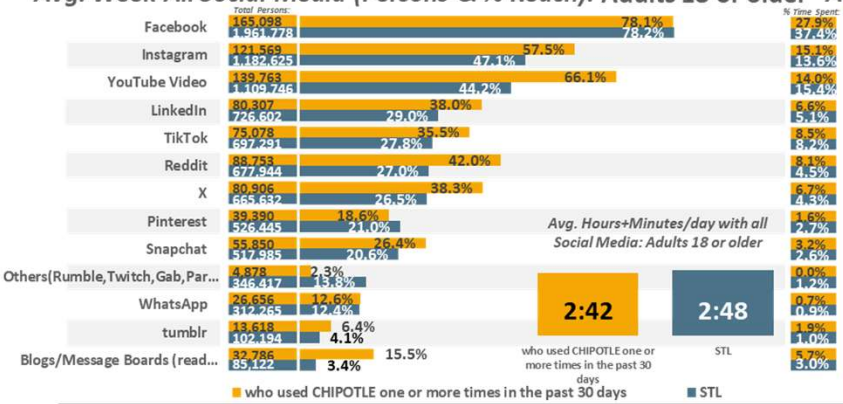
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

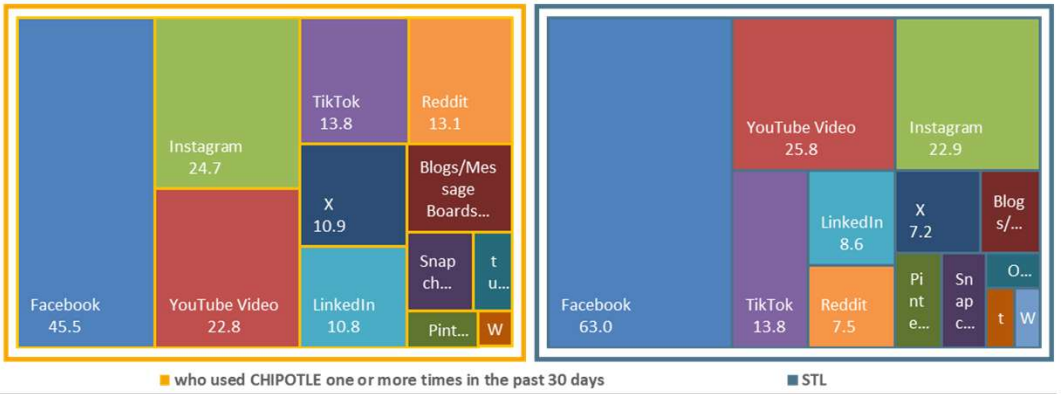
*Quick service restaurants used past 30 days: Chipotle*

165,098 or 78.1% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 48.6 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

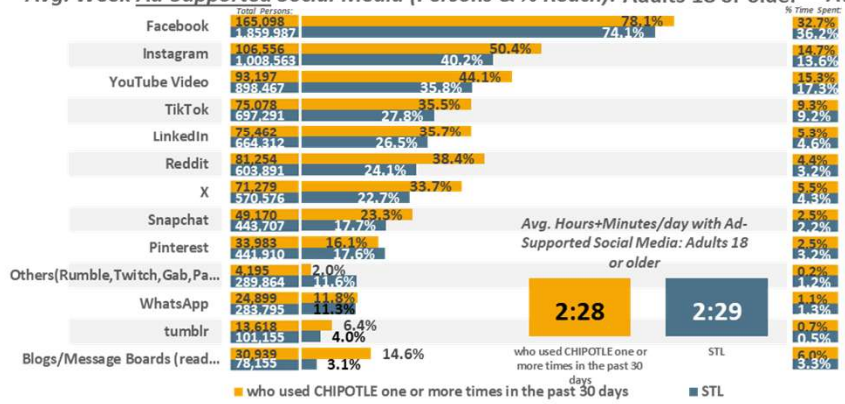
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



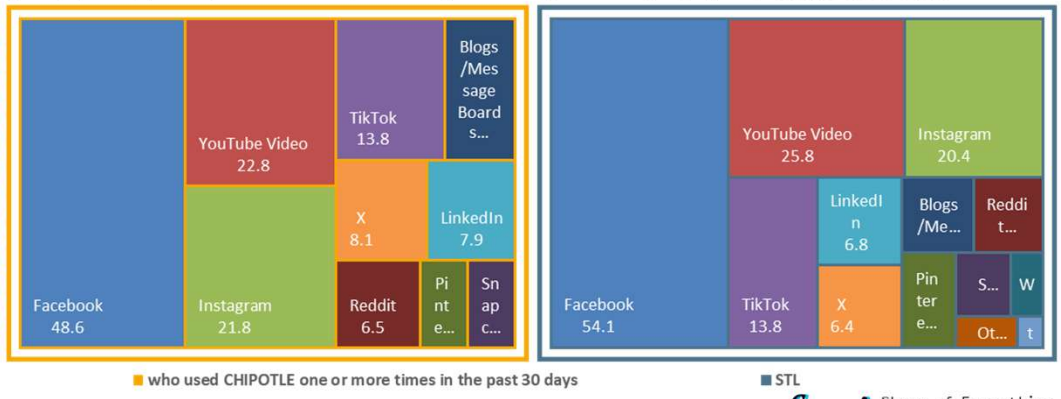

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

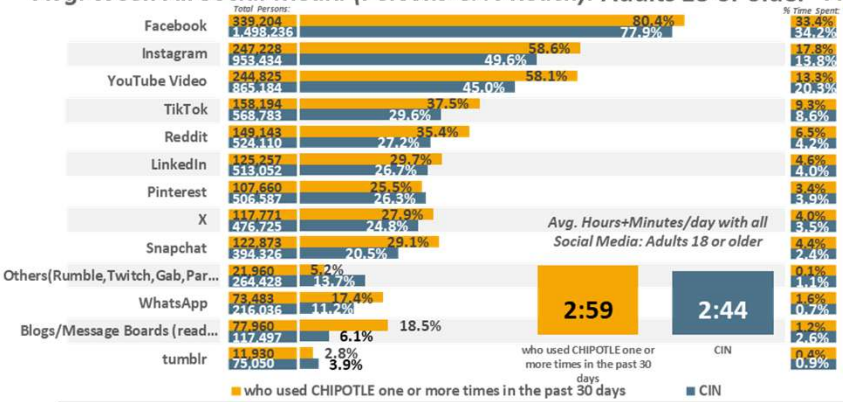
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

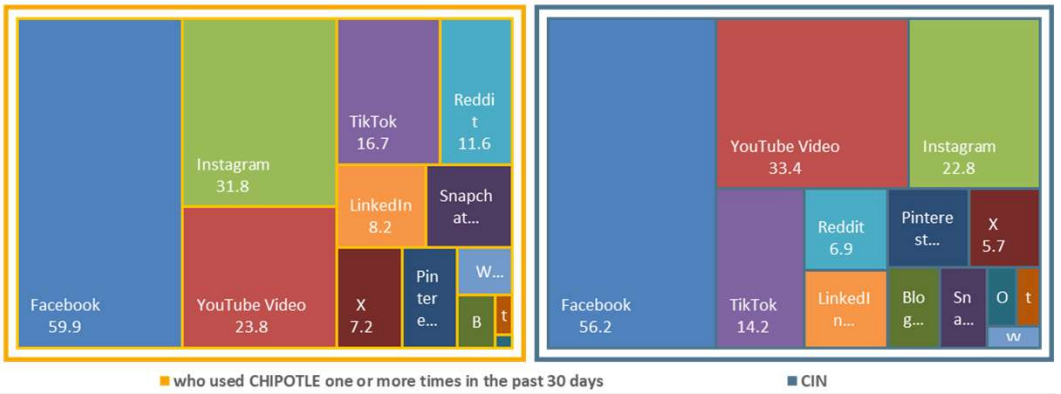



318,776 or 75.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

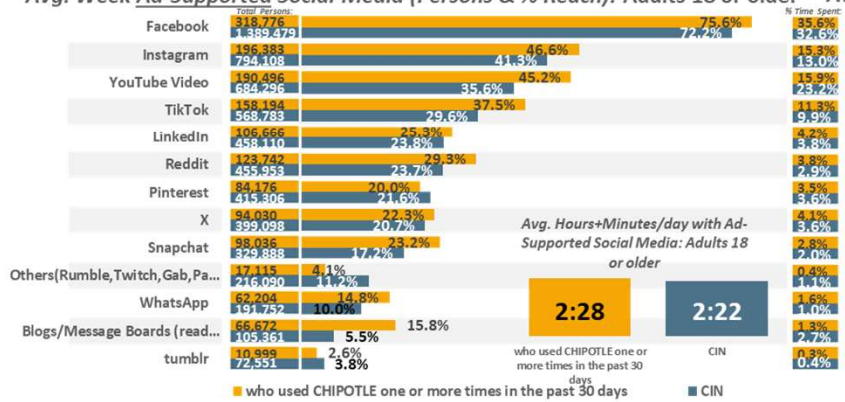
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



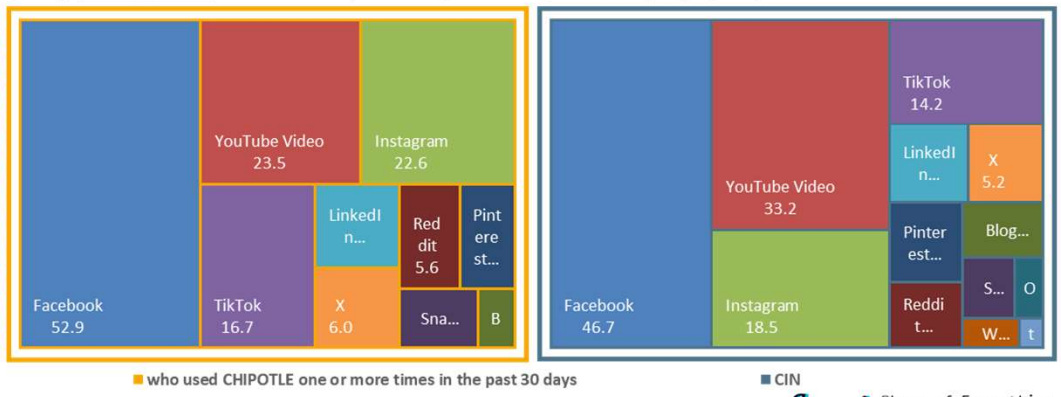

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

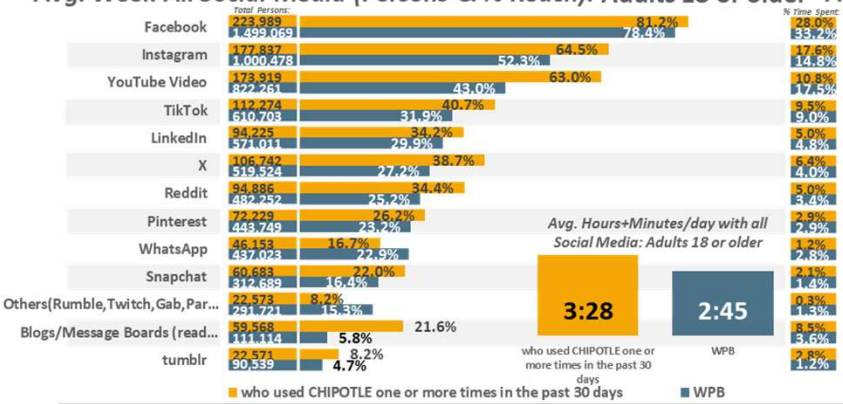
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

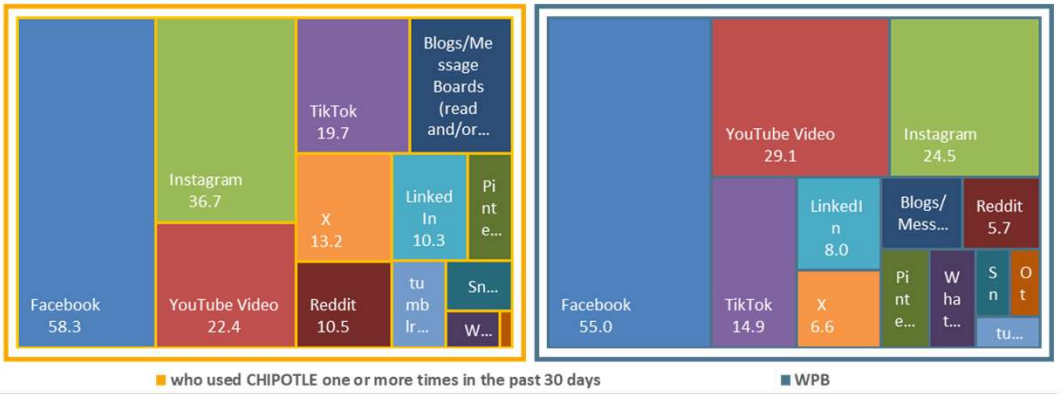
*Quick service restaurants used past 30 days: Chipotle*

223,989 or 81.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 58.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

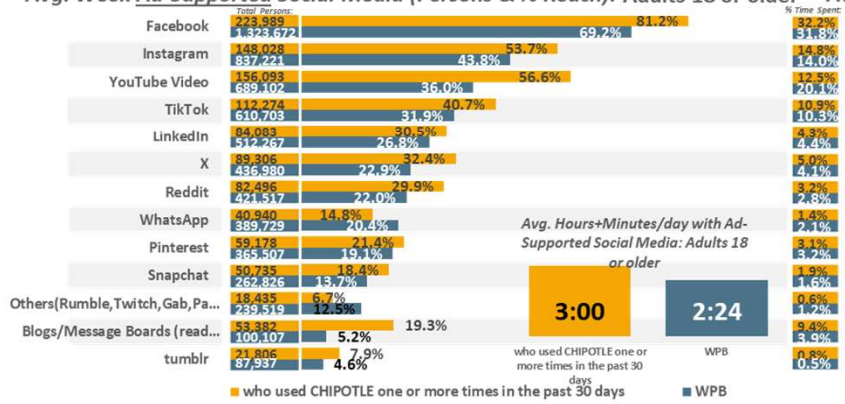
## Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



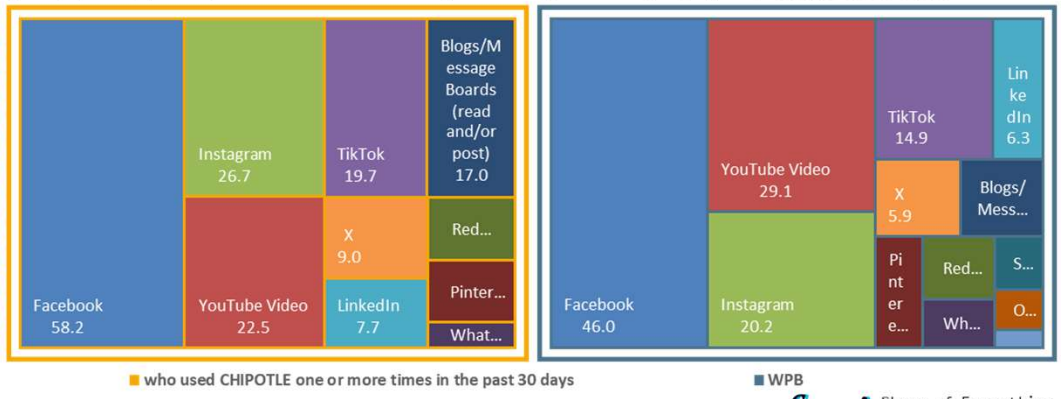

## Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older




## 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




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371

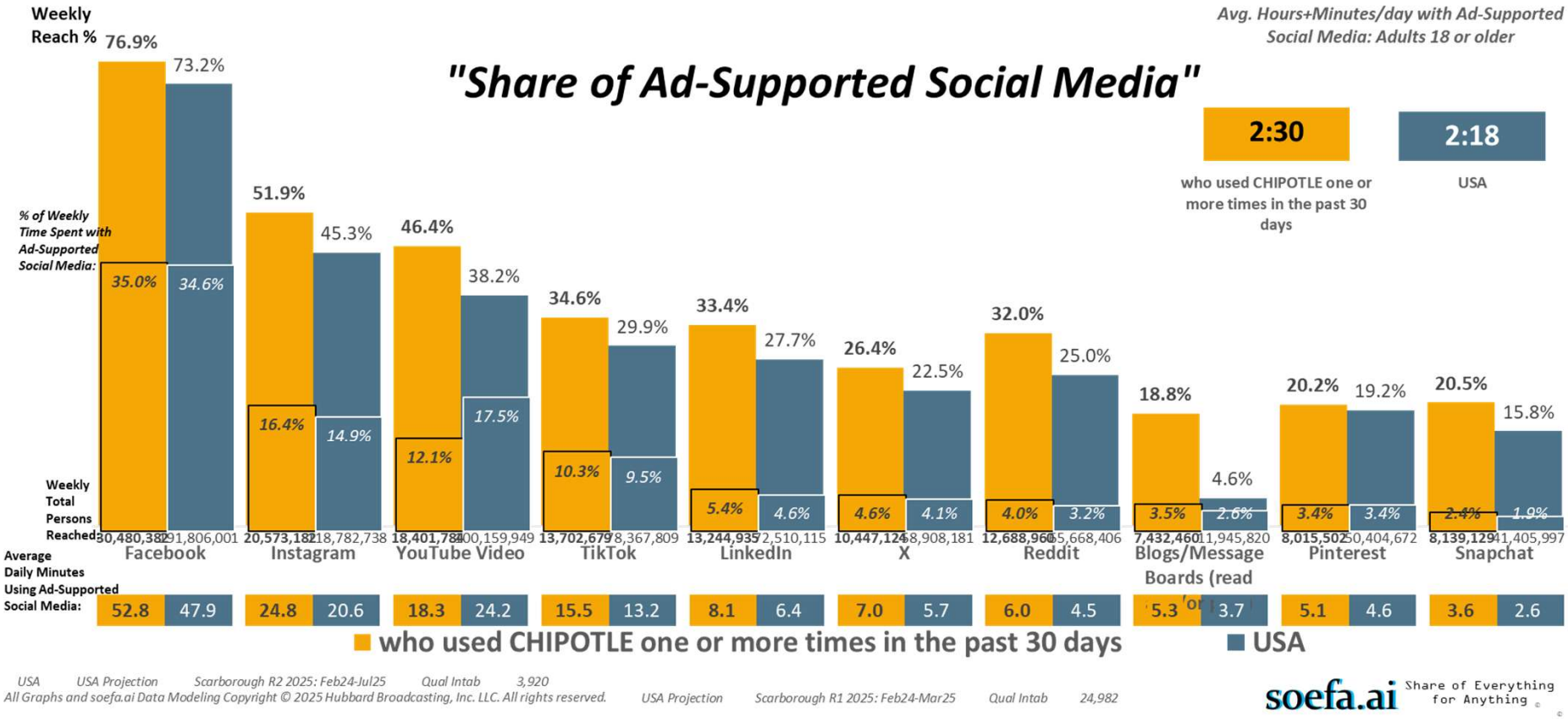
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




30,480,382 or 76.9% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 52.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.




USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920

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

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982

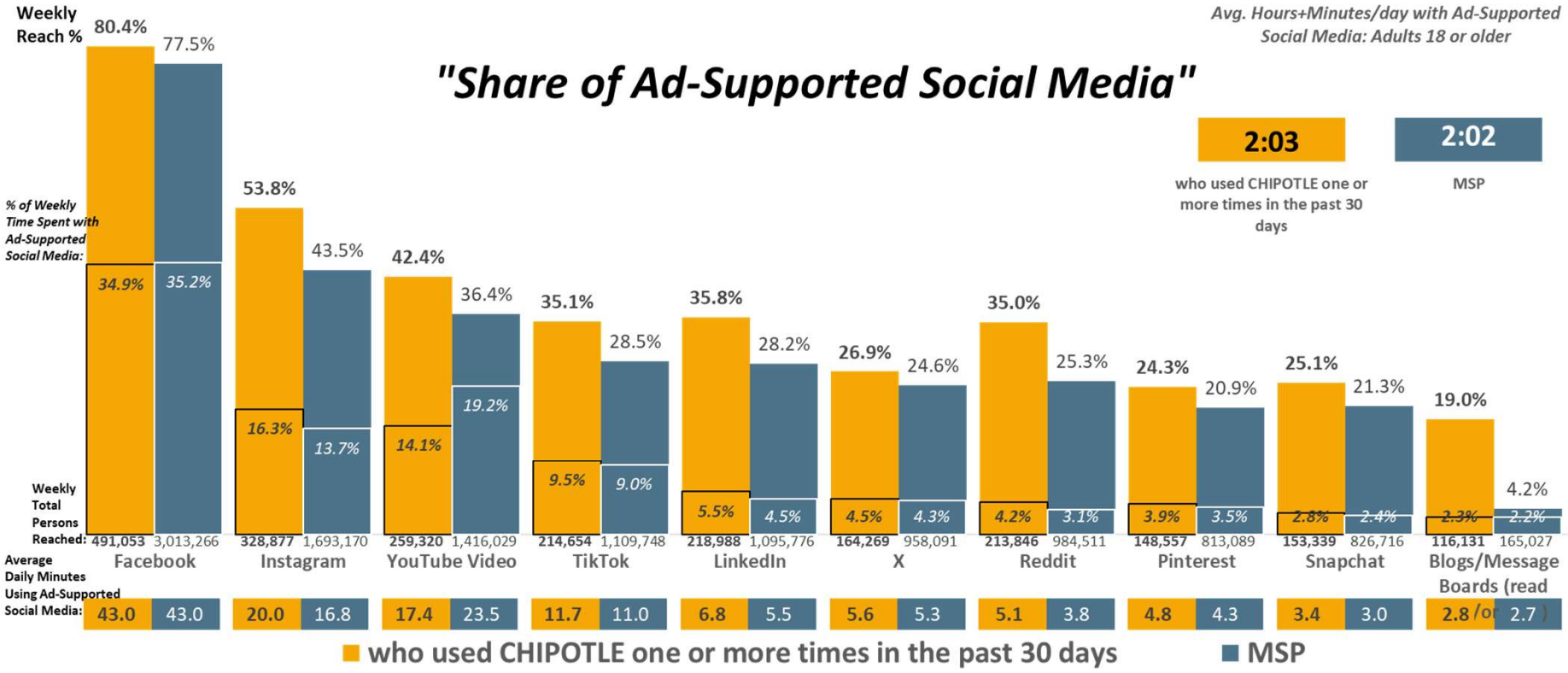
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

491,053 or 80.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 43. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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

# "Share of Ad-Supported Social Media"




MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

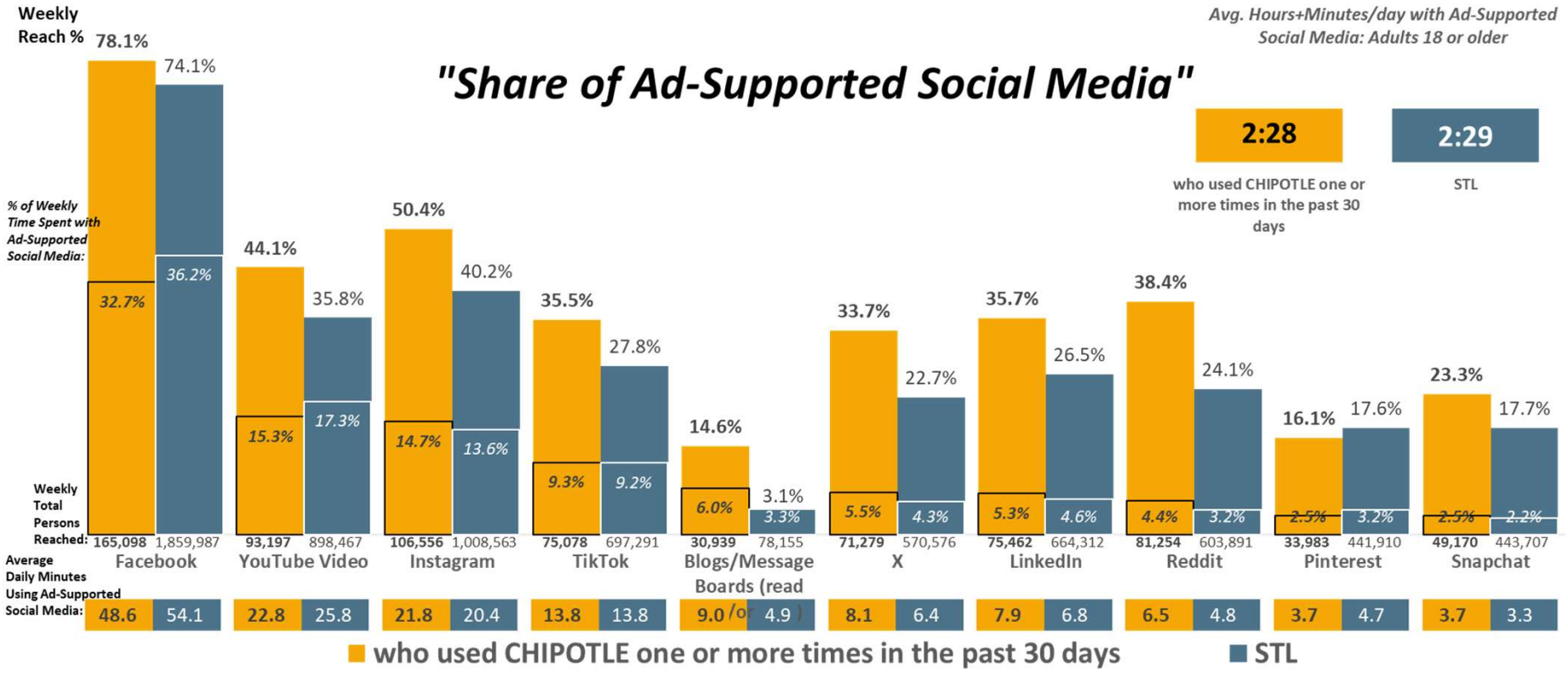
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




165,098 or 78.1% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 48.6 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

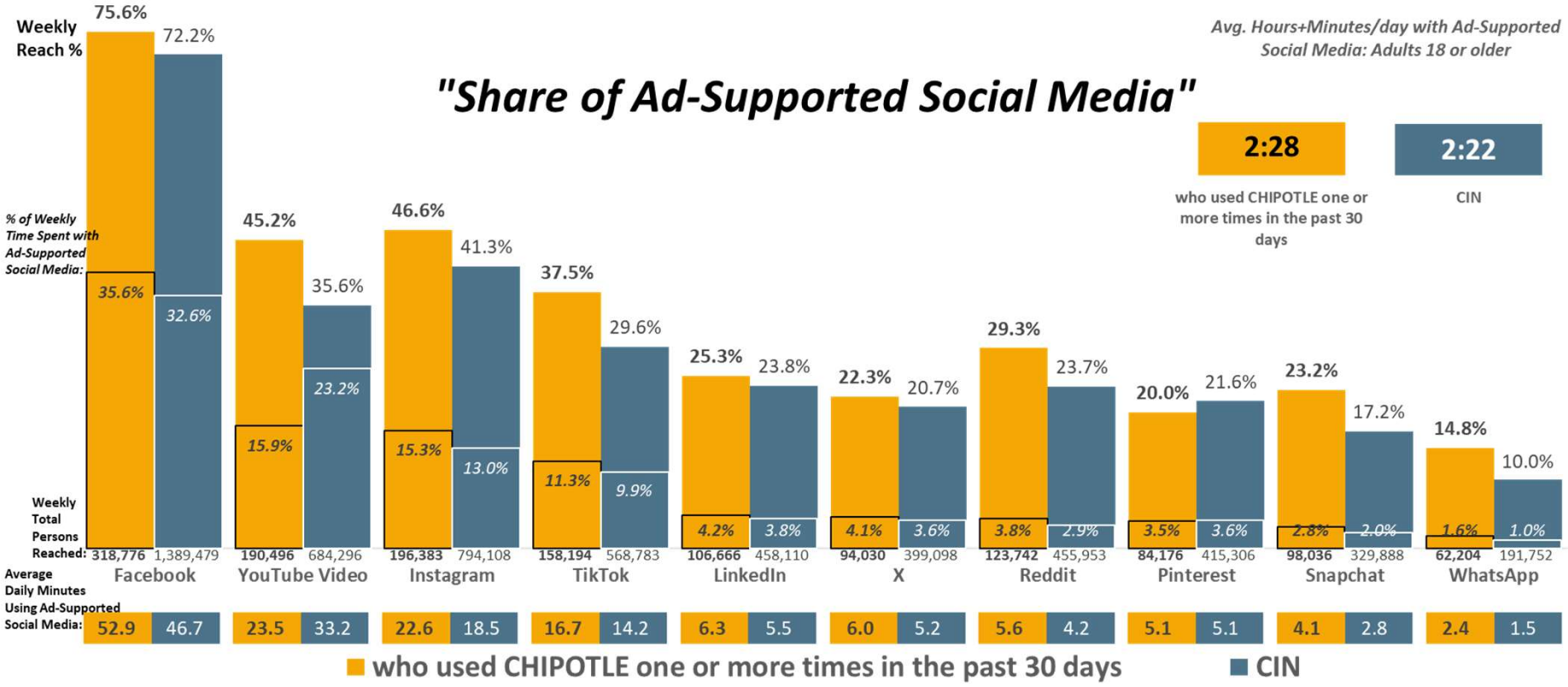
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




318,776 or 75.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 52.9 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.




CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

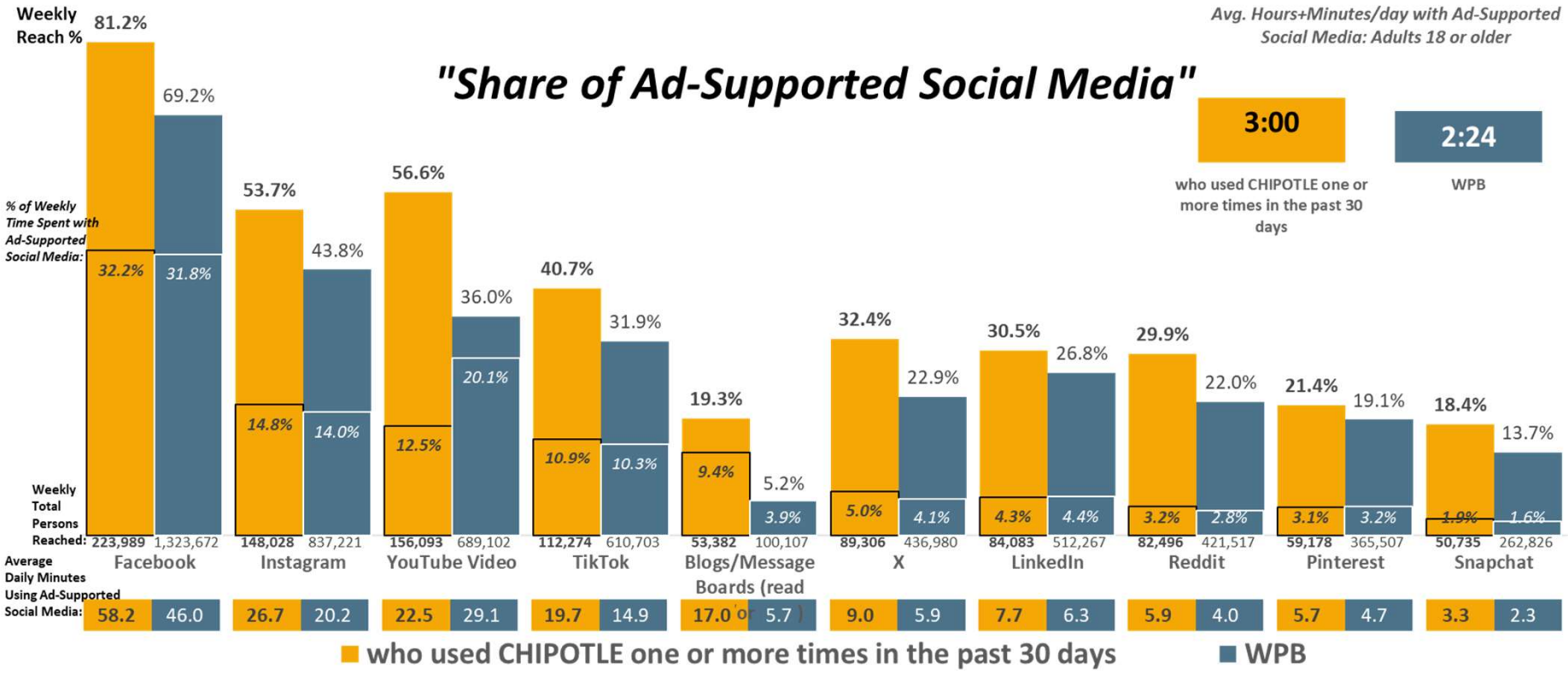
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




223,989 or 81.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days use Ad-Supported Facebook for an average of 58.2 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

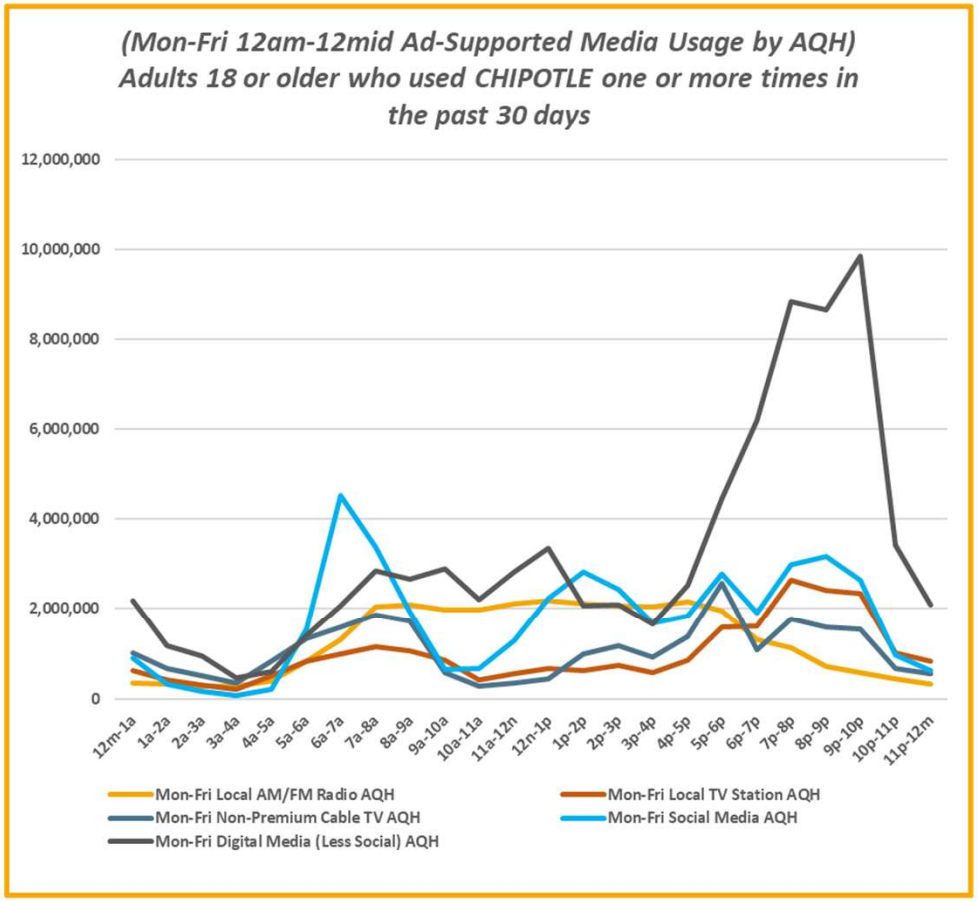
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

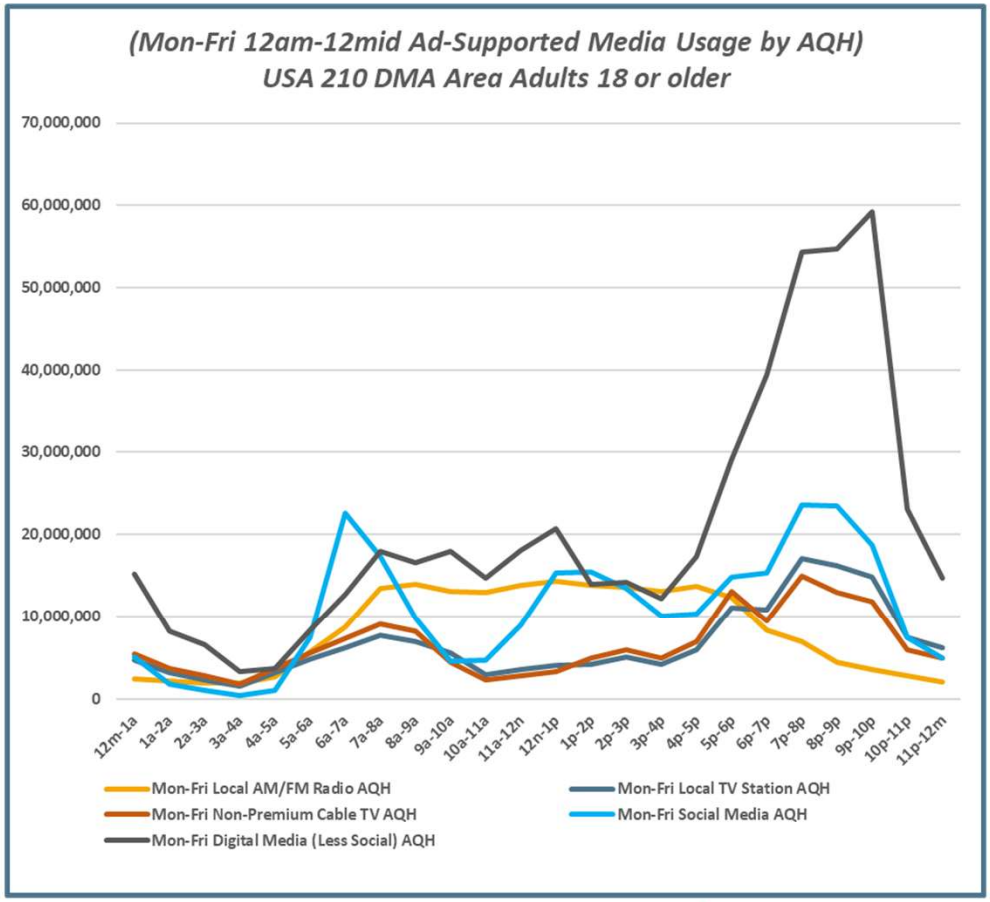
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,909,974; Social Media: 2,164,557; Local Radio: 1,953,371; Non-Prem. Cable: 1,150,139; Local TV: 896,416 reaching Adults 18 or older who used CHIPOTLE one or more times




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

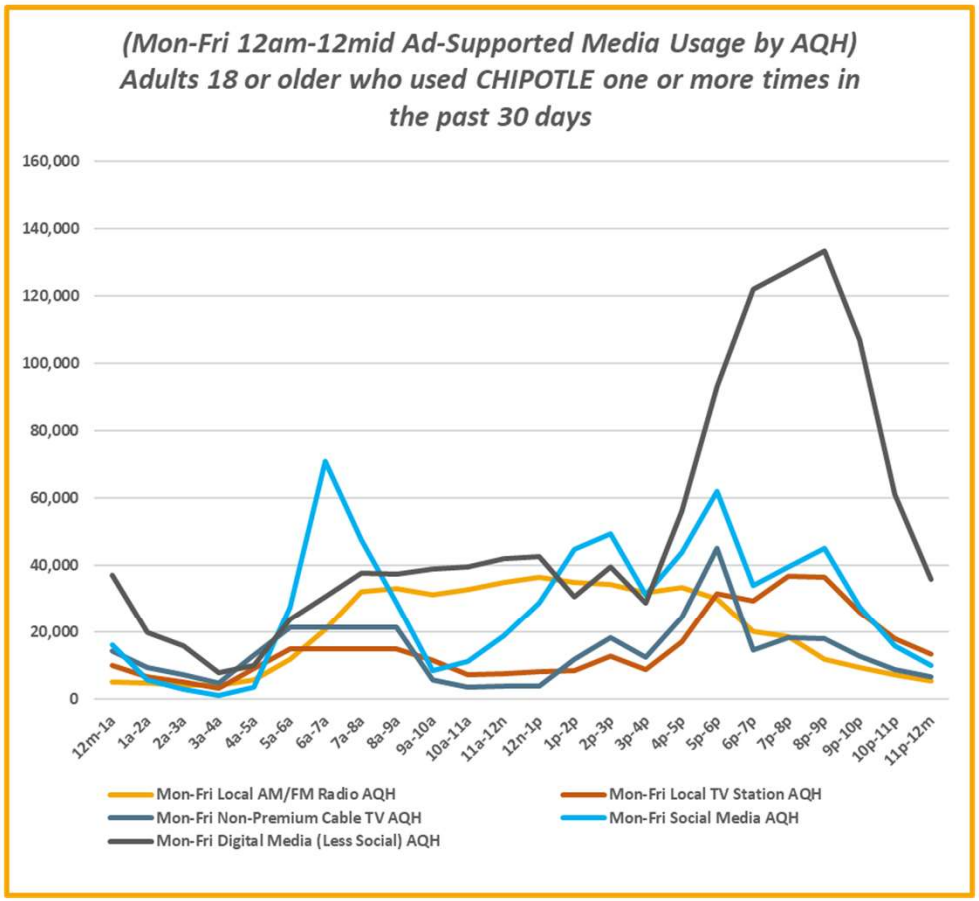
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

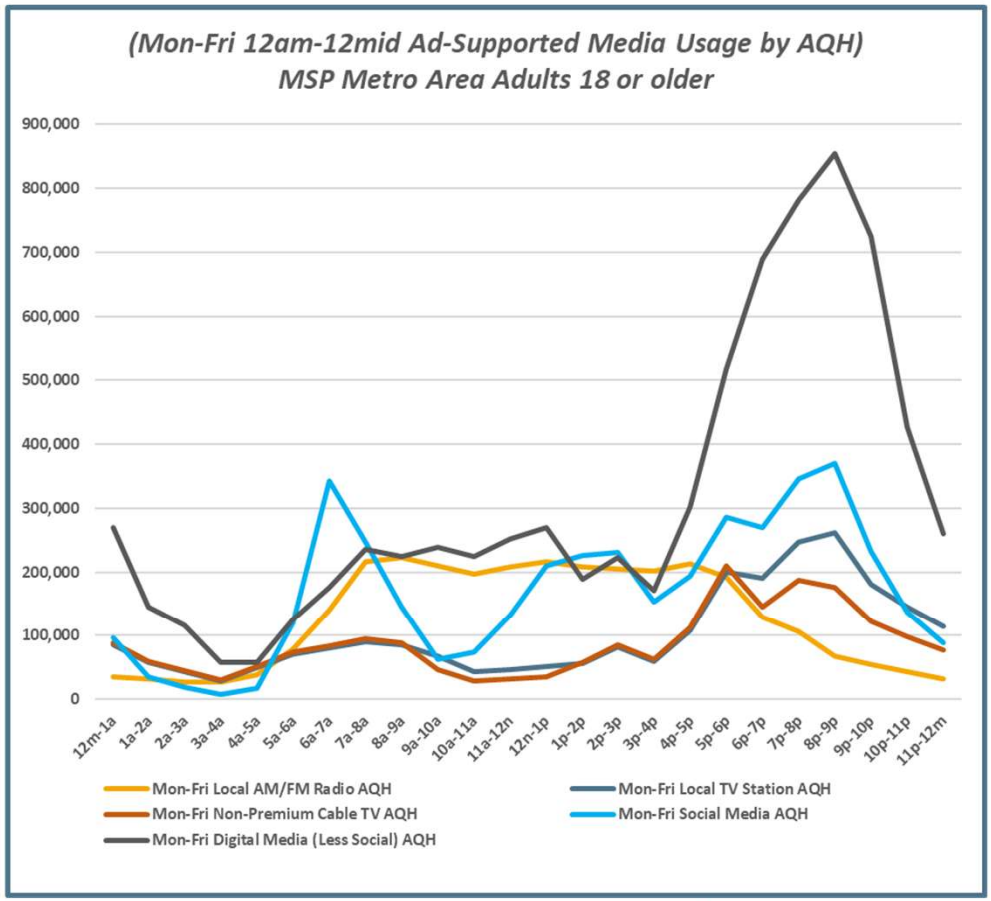
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,210; Social Media: 36,931; Local Radio: 31,225; Non-Prem. Cable: 15,983; Local TV: 14,454 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 3



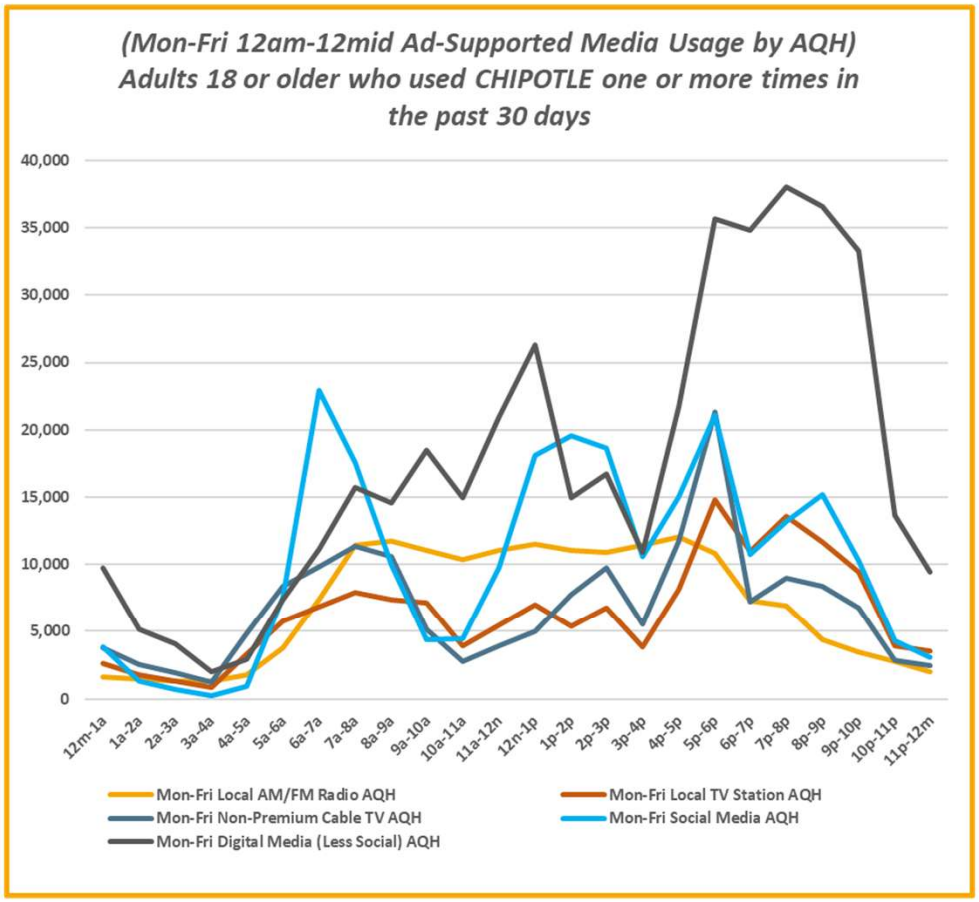

*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

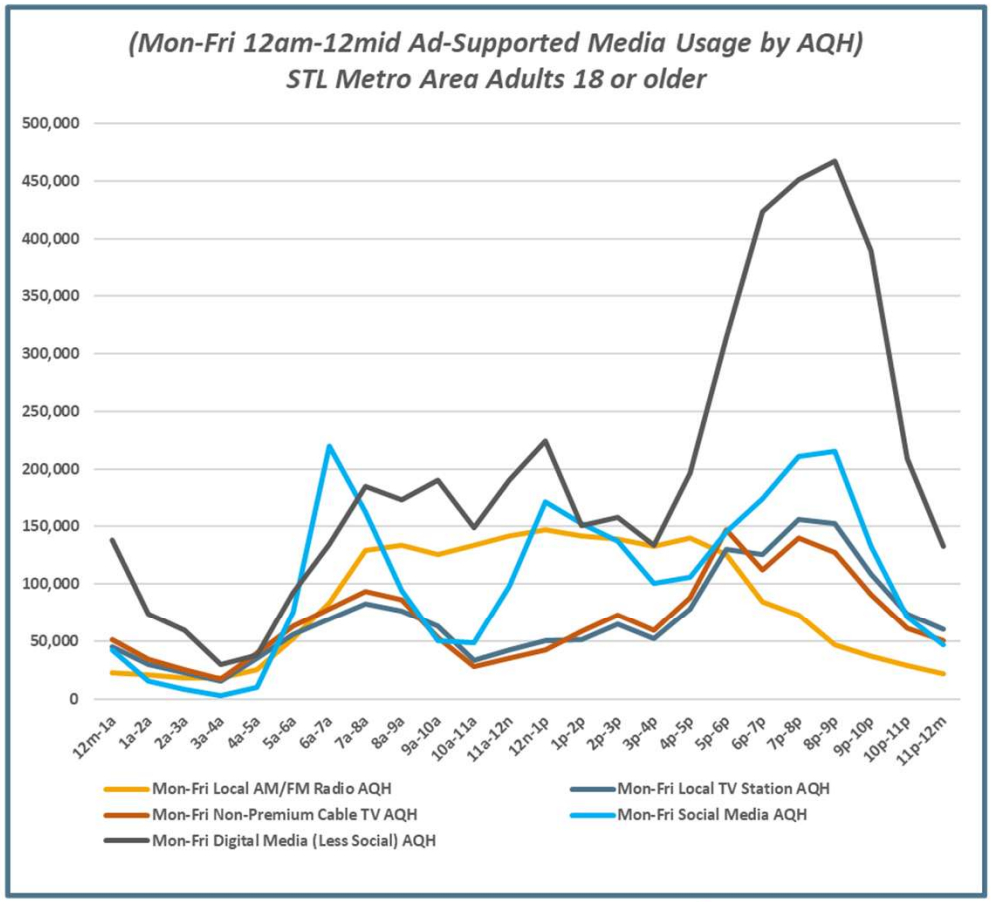
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,765; Social Media: 14,082; Local Radio: 10,611; Non-Prem. Cable: 8,624; Local TV: 7,352 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 30




STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159

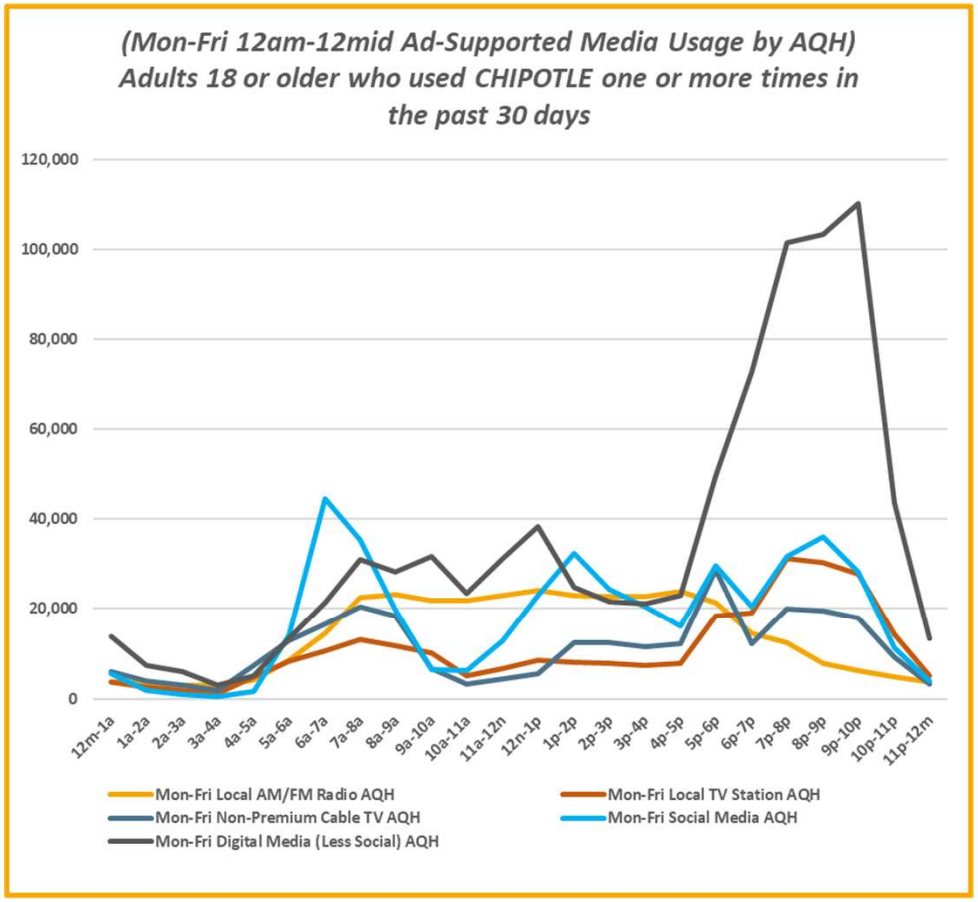
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

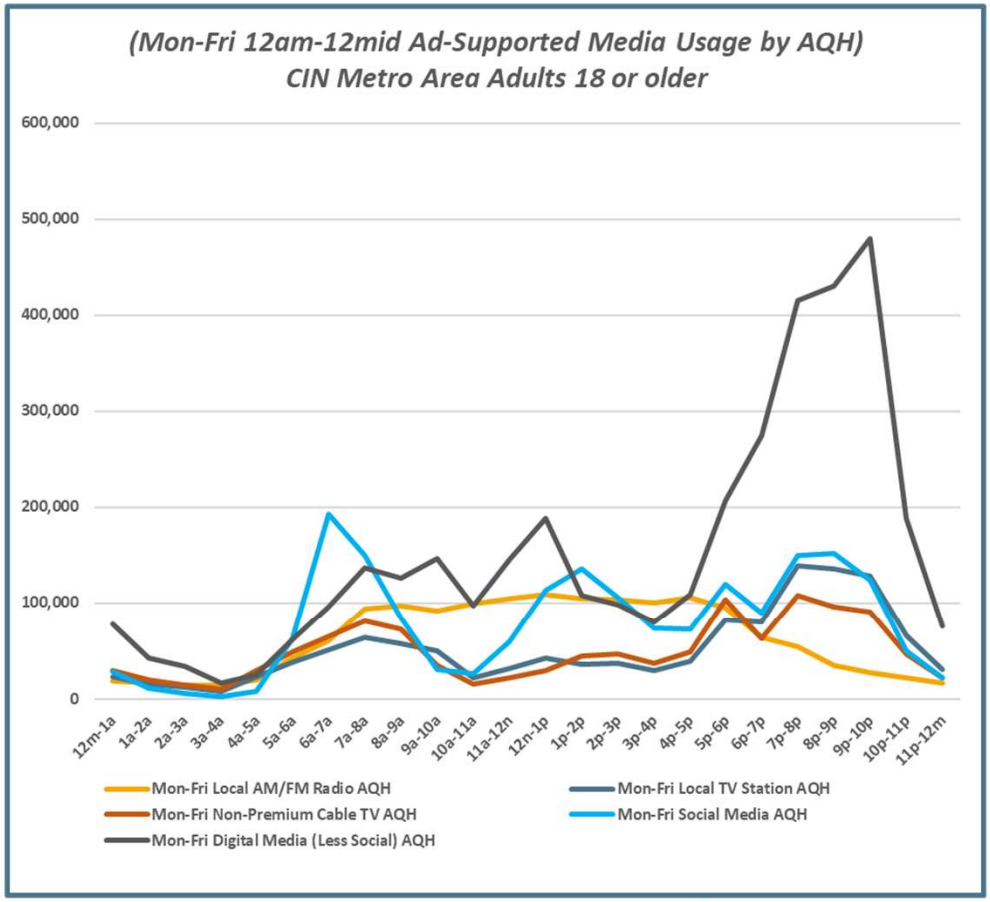
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Chipotle




M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,199; Social Media: 22,436; Local Radio: 21,497; Non-Prem. Cable: 12,689; Local TV: 10,369 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 3



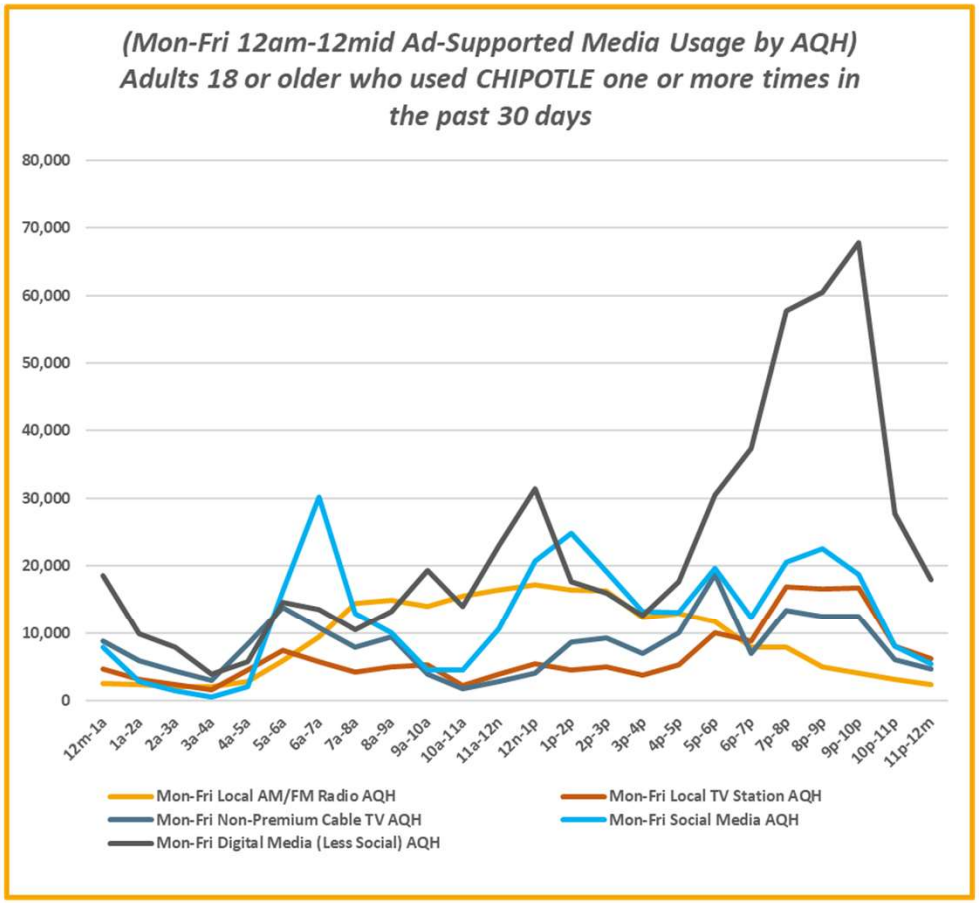

*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

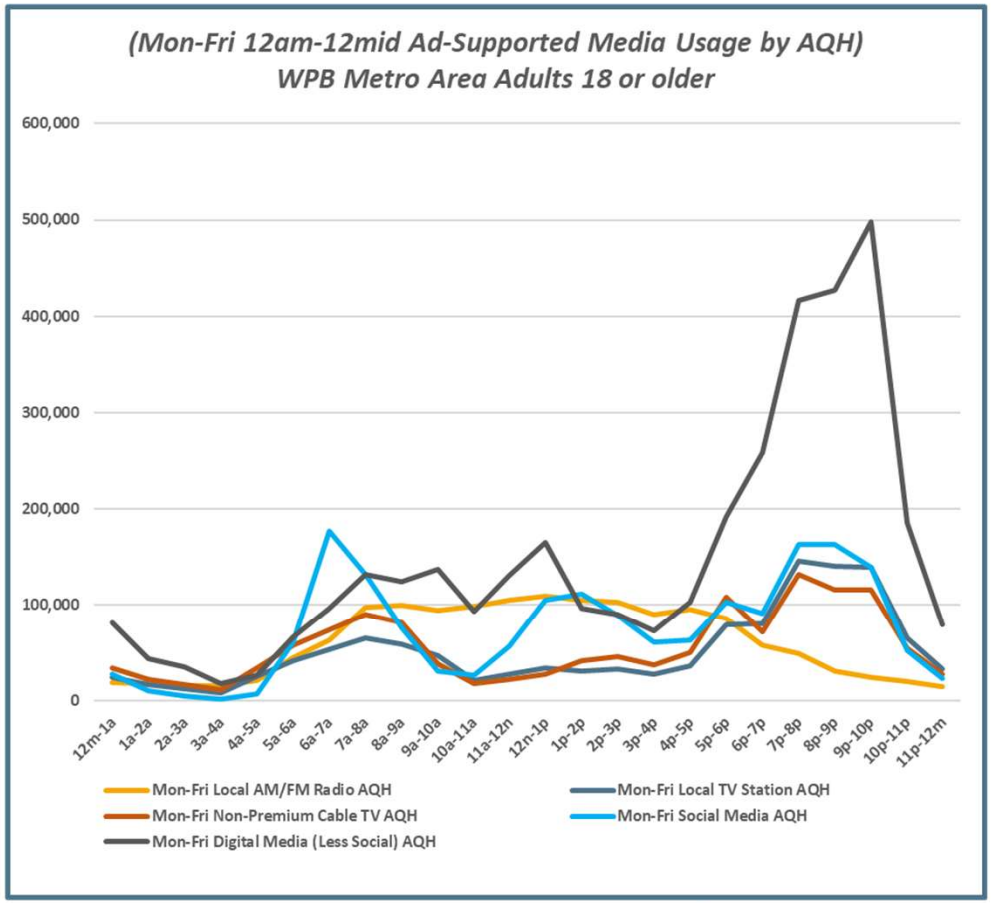
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,753; Social Media: 15,049; Local Radio: 13,794; Non-Prem. Cable: 7,774; Local TV: 5,309 reaching Adults 18 or older who used CHIPOTLE one or more times in the past 30




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

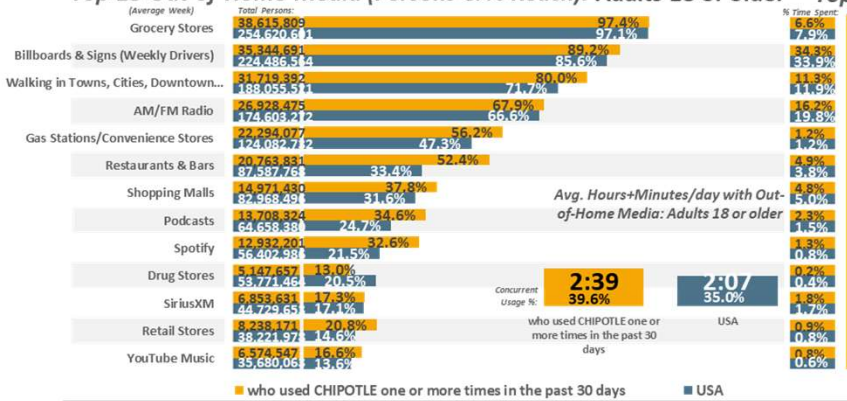
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

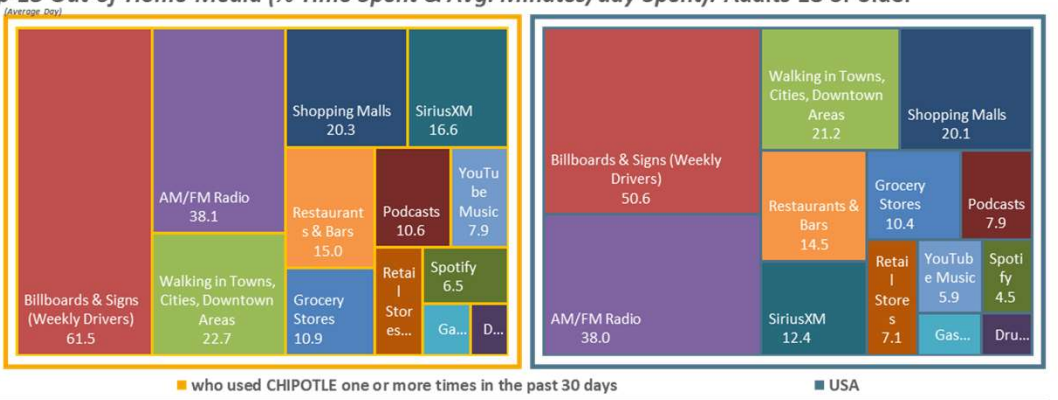



35,344,691 or 89.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 35. minutes

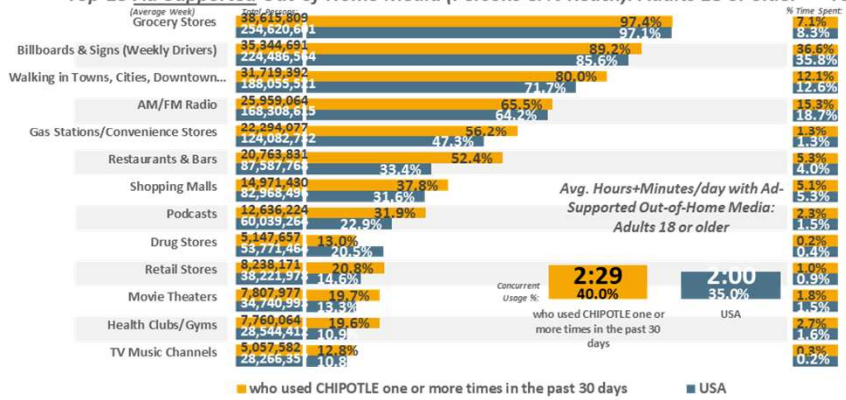
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



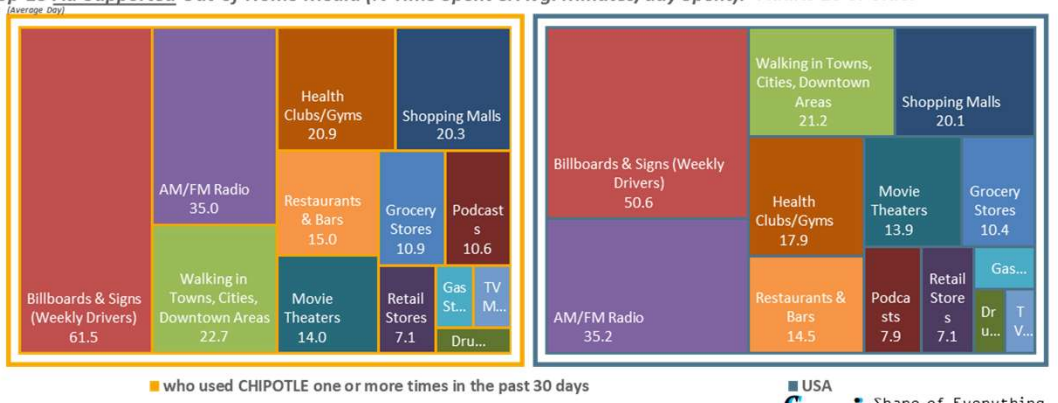

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

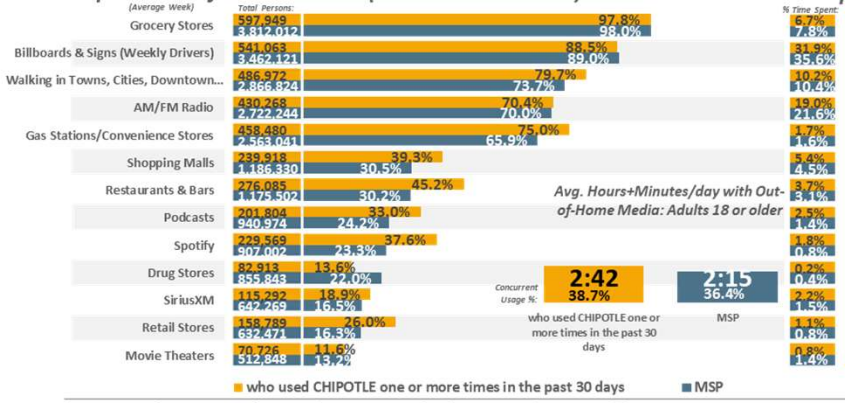
*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

soefa.ai Share of Everything for Anything ©

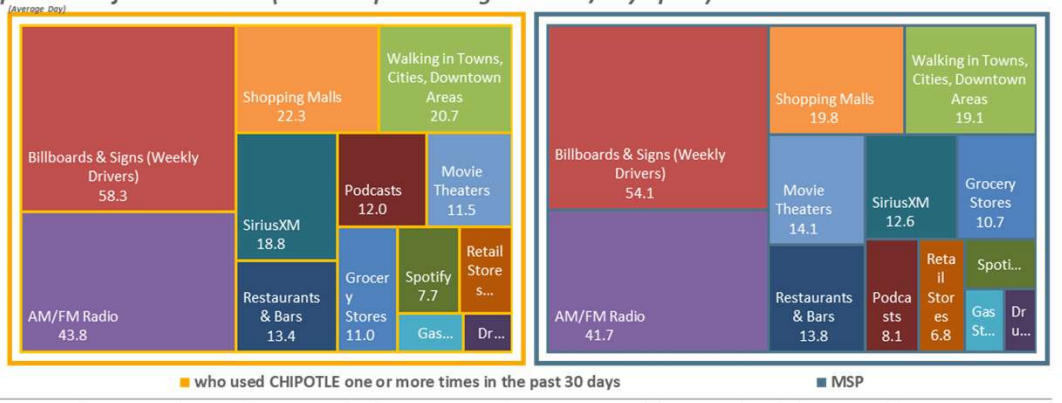
*Quick service restaurants used past 30 days: Chipotle*

541,063 or 88.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 58.3 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/d

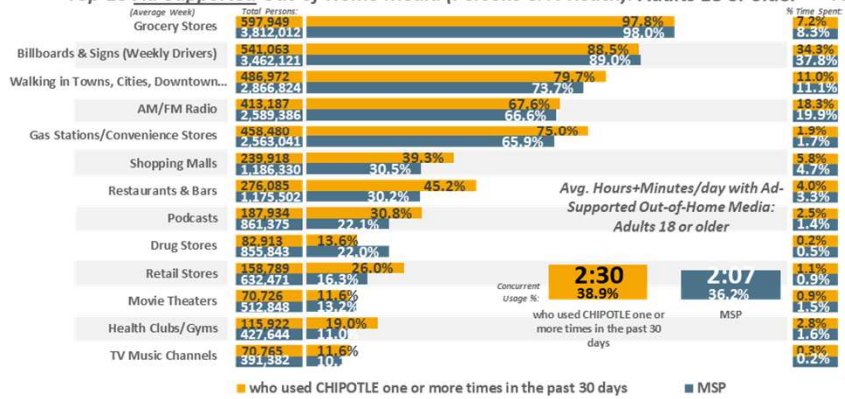
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



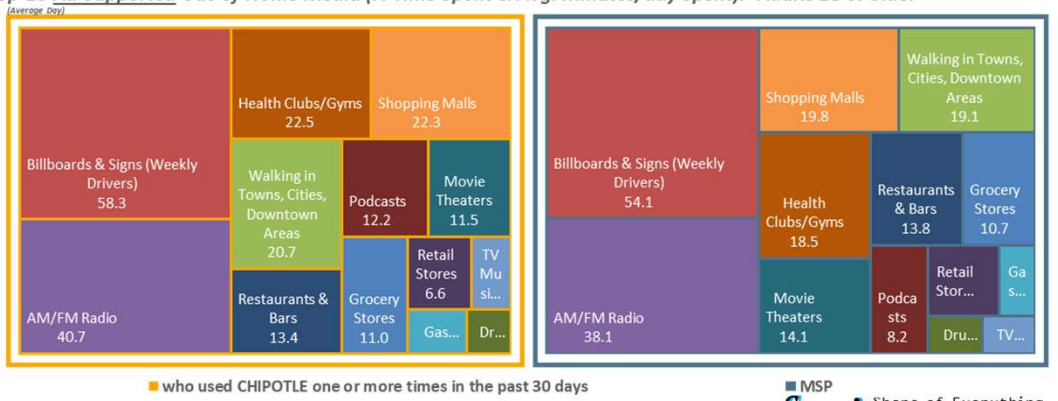

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

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

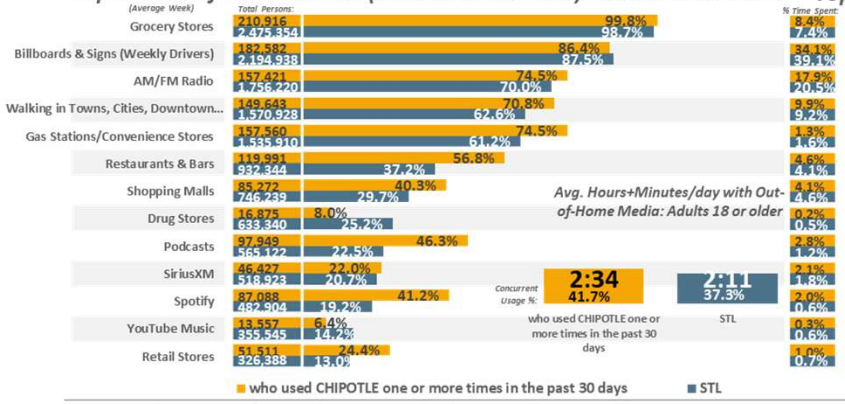
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

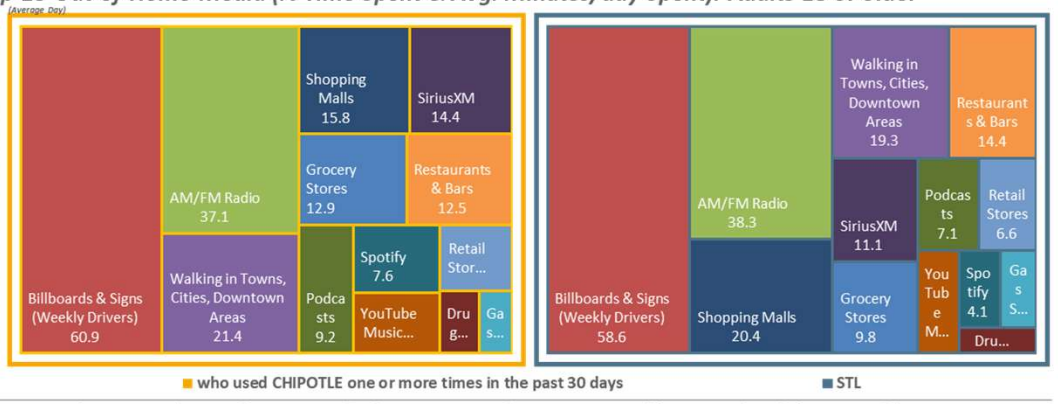



182,582 or 86.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 28.2 minutes/d

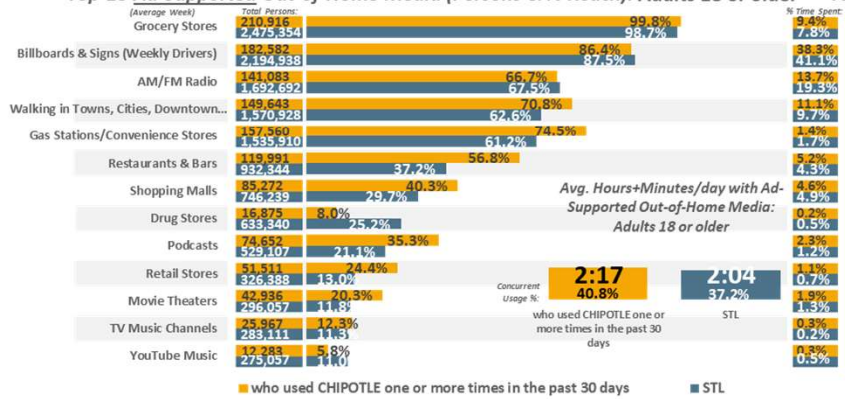
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



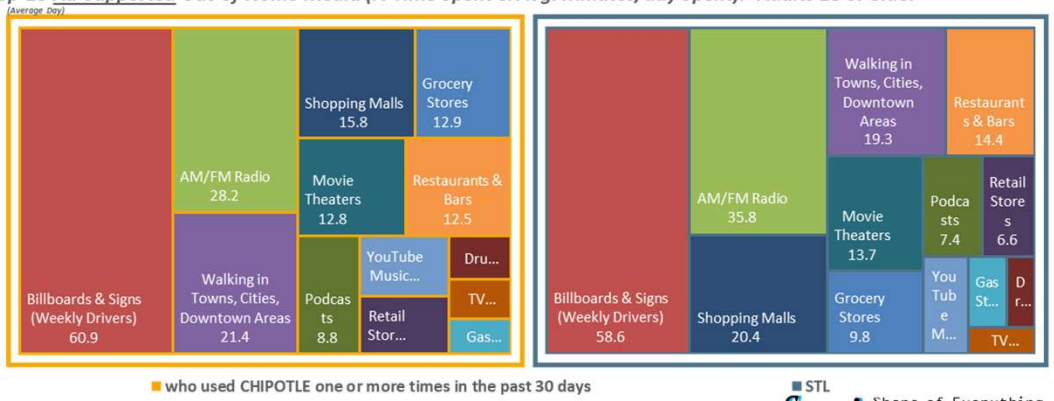

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

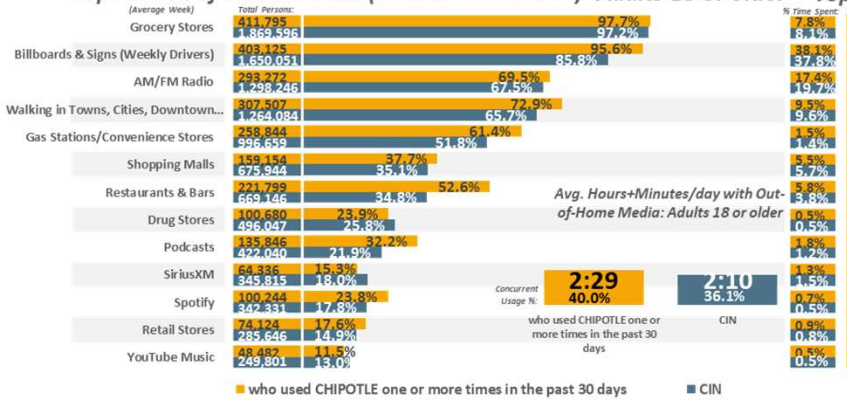
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




403,125 or 95.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/d

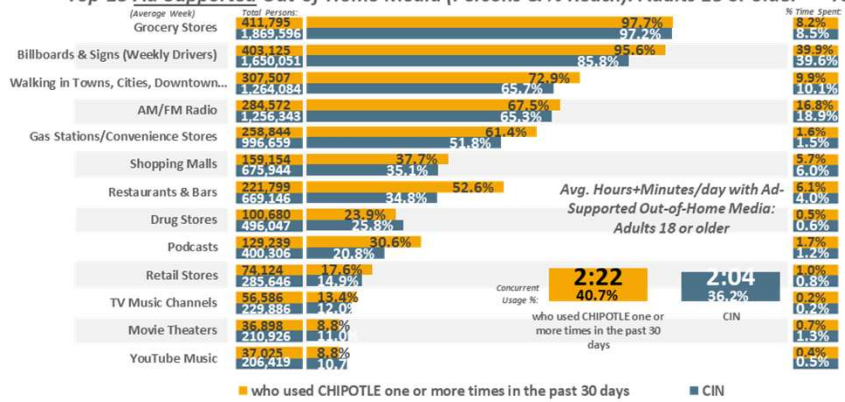
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



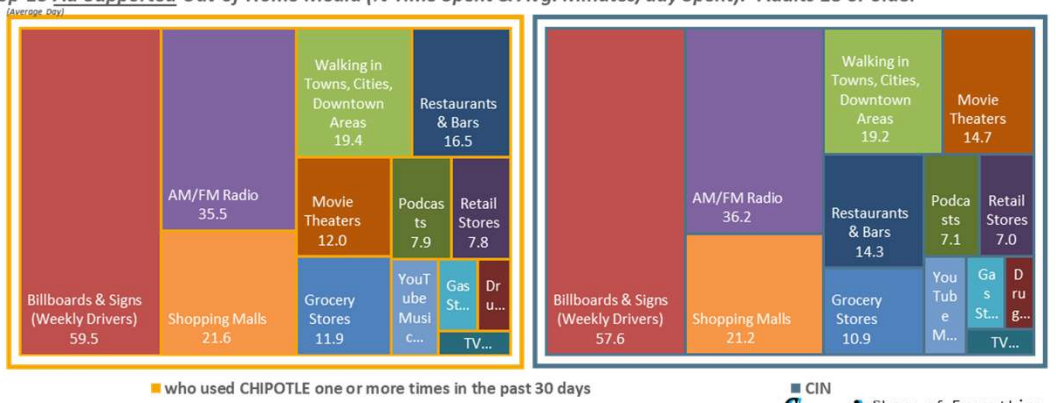

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

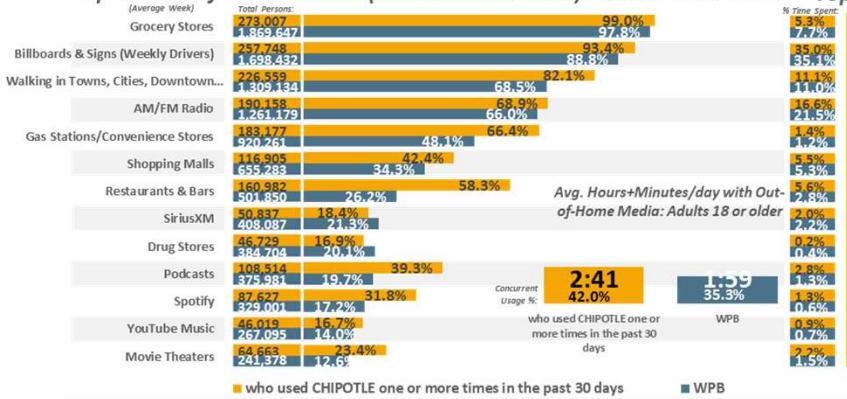
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

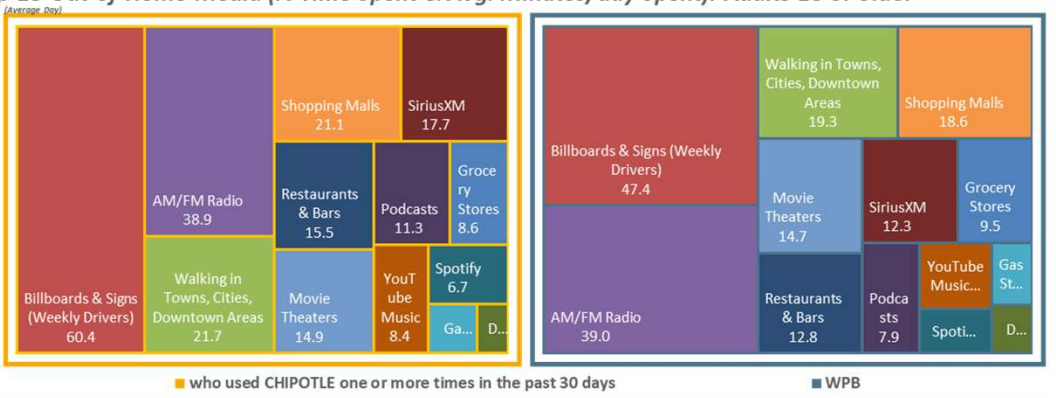
*Quick service restaurants used past 30 days: Chipotle*

257,748 or 93.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/d

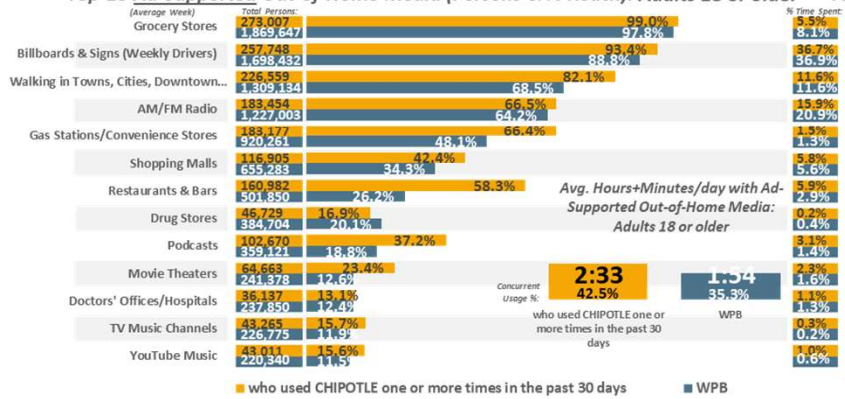
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



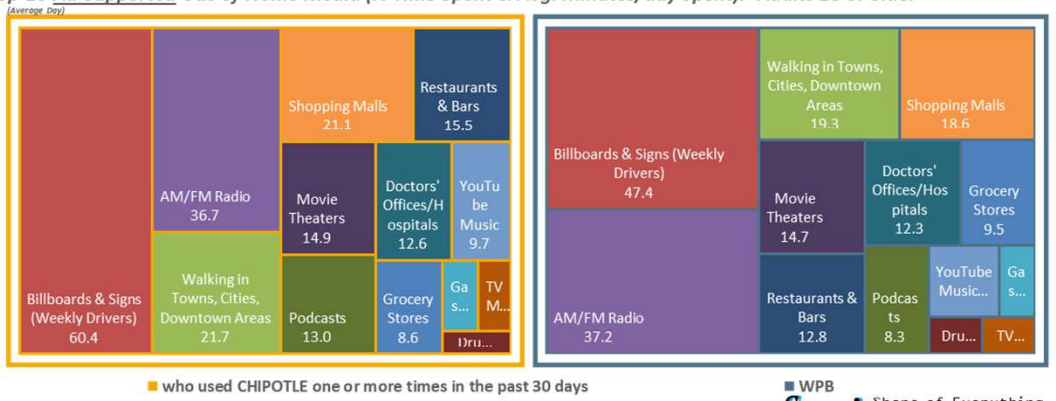

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

soefa.ai Share of Everything for Anything ©

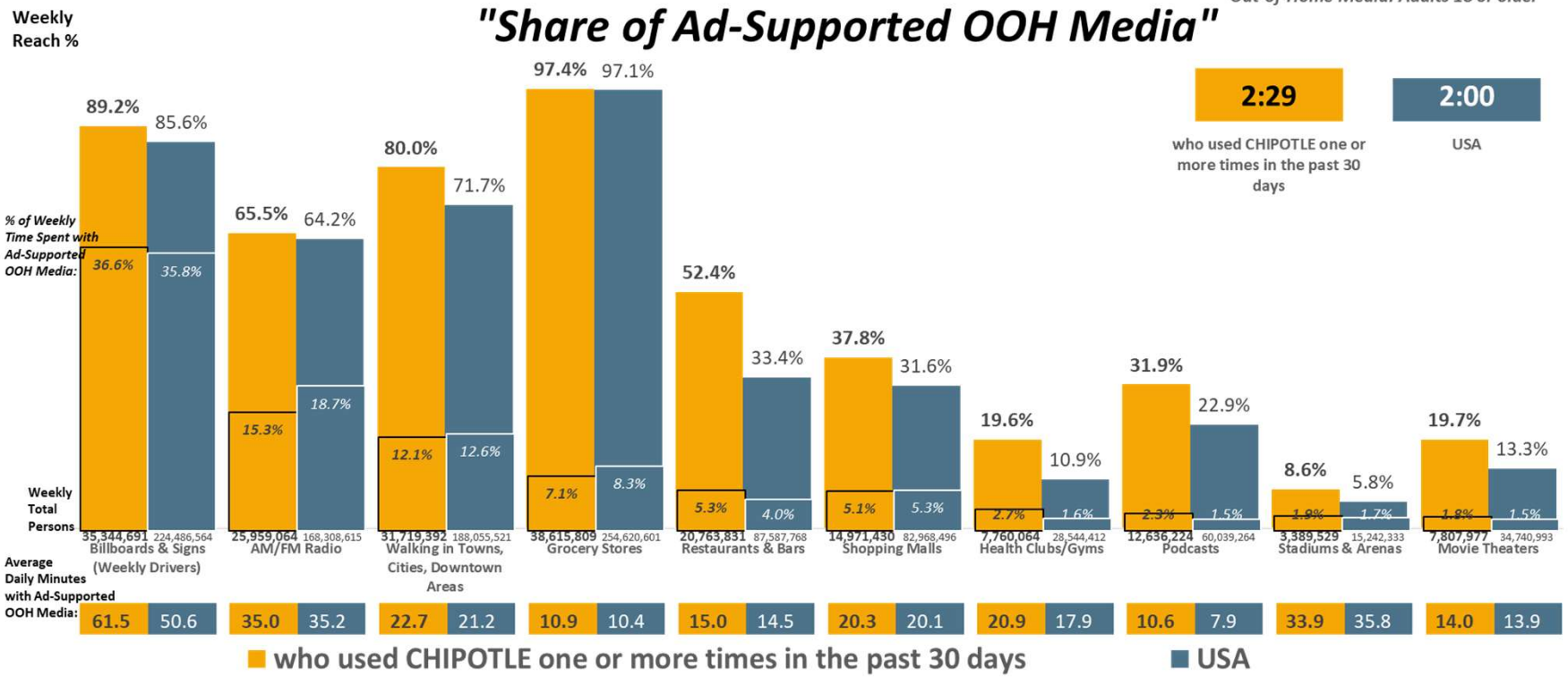
*Quick service restaurants used past 30 days: Chipotle*




35,344,691 or 89.2% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 61.5 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## *"Share of Ad-Supported OOH Media"*




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

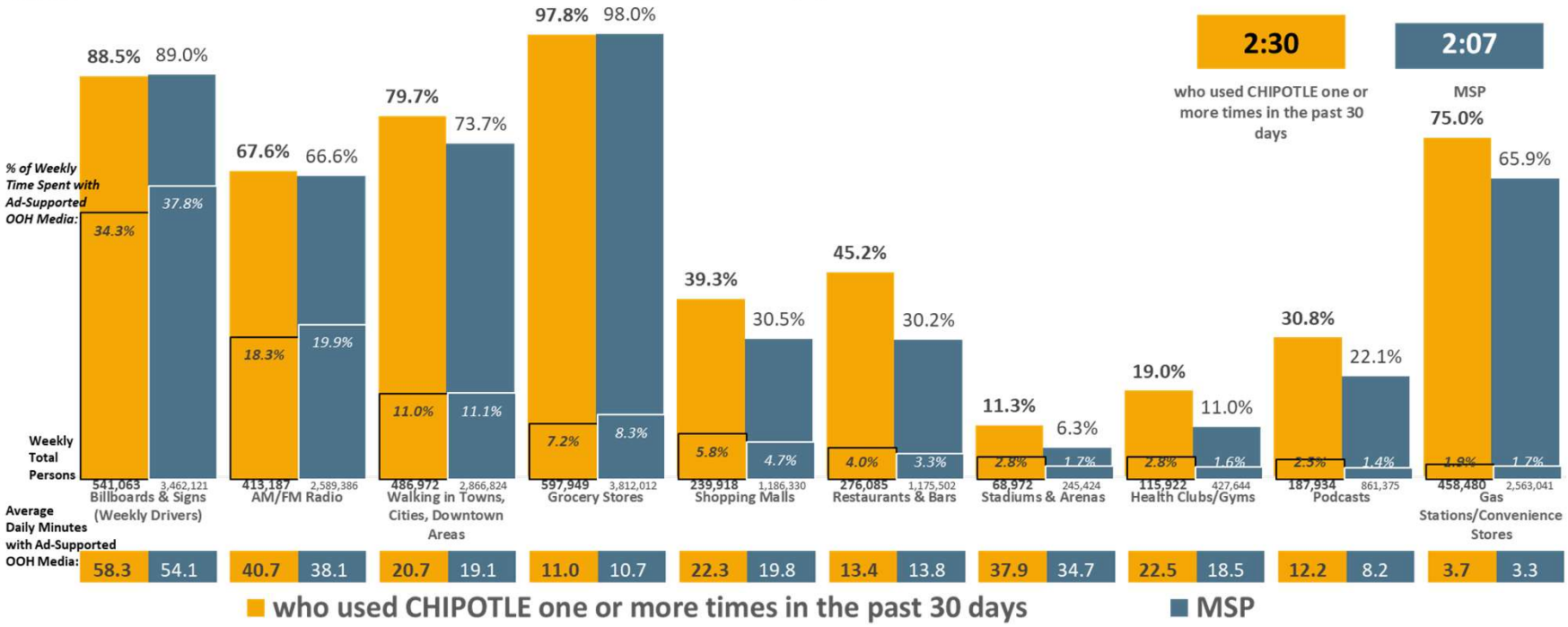
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

541,063 or 88.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 58.3 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081*

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

soefa.ai Share of Everything for Anything ©

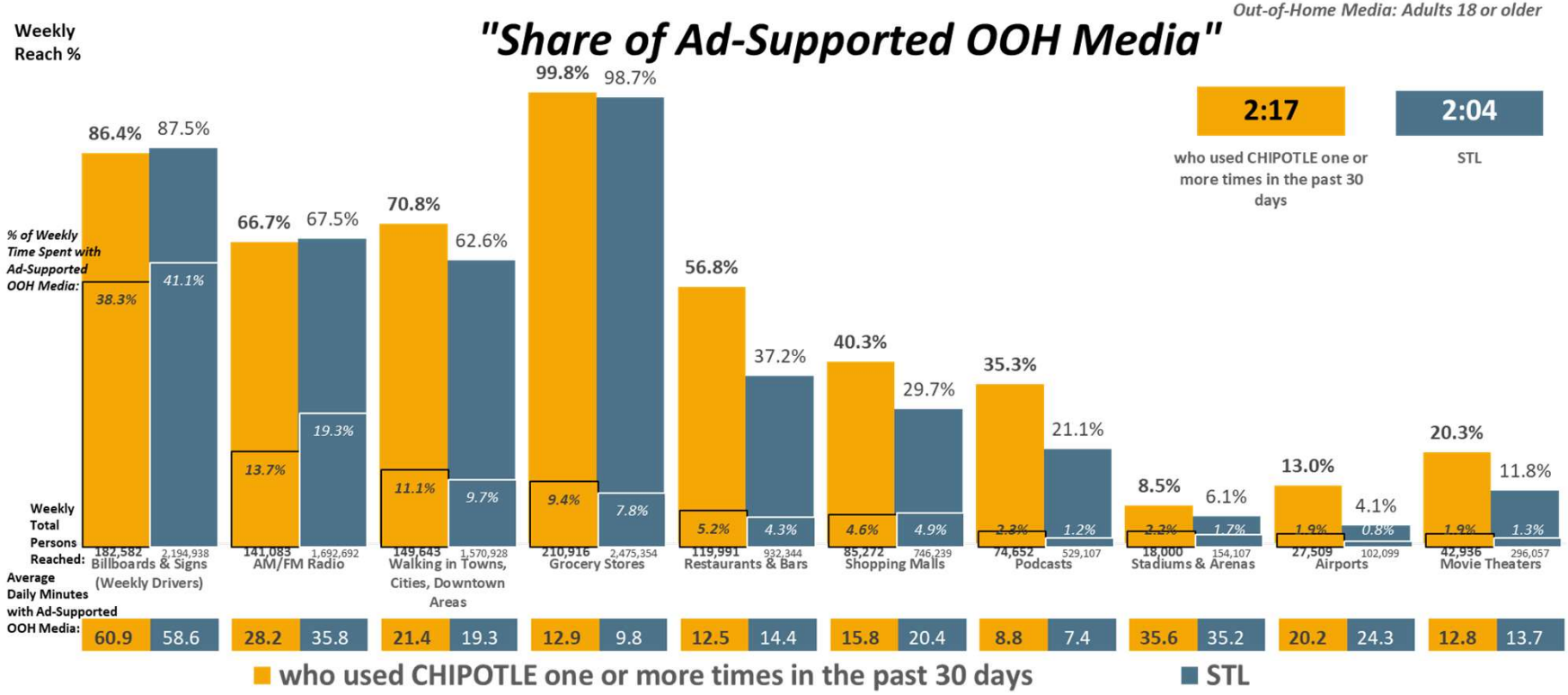
*Quick service restaurants used past 30 days: Chipotle*




182,582 or 86.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 60.9 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075*

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

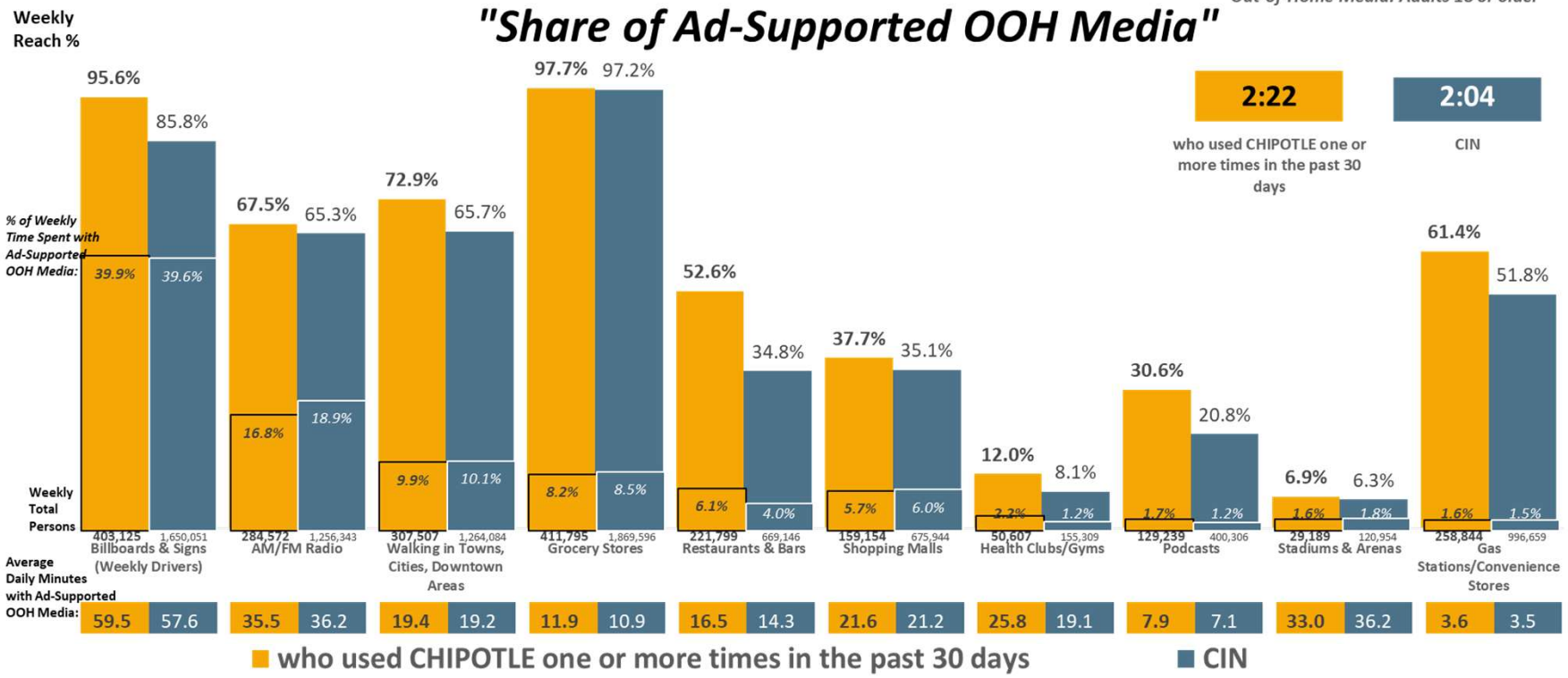
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

403,125 or 95.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

# "Share of Ad-Supported OOH Media"




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996*

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

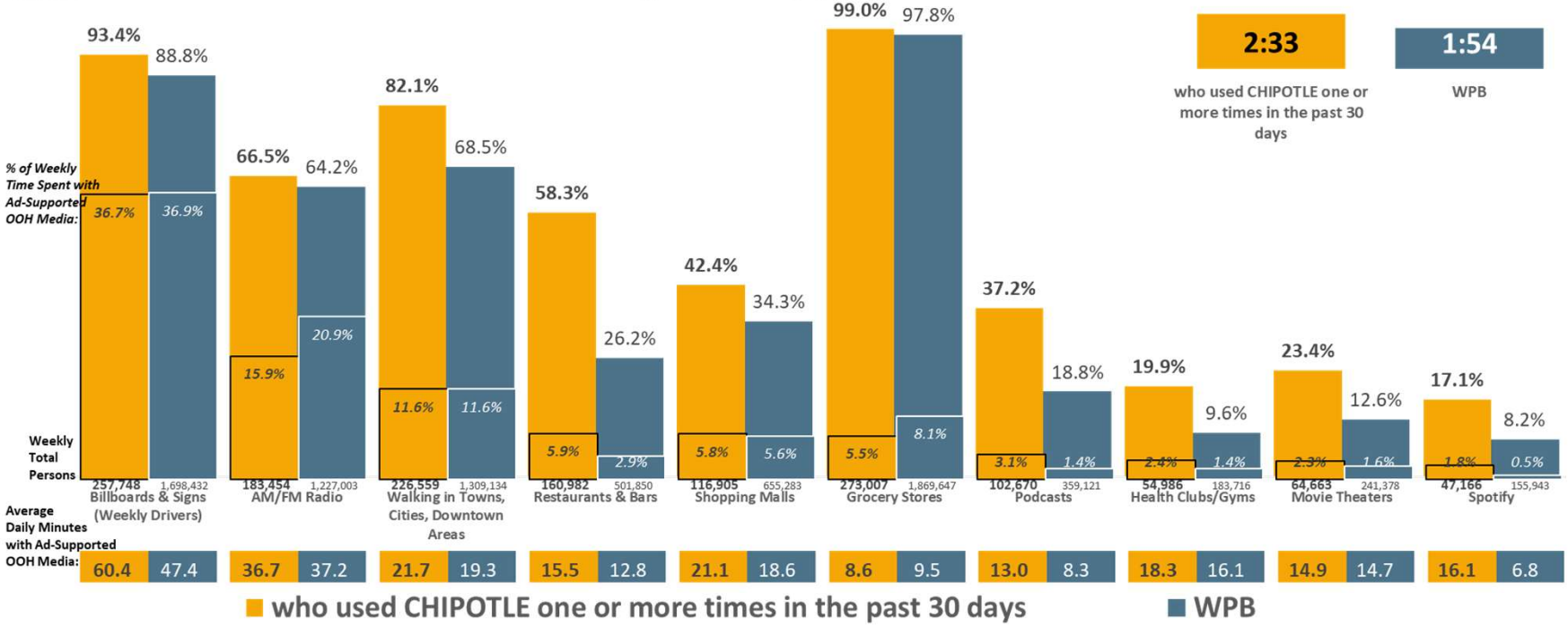
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

257,748 or 93.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687*

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

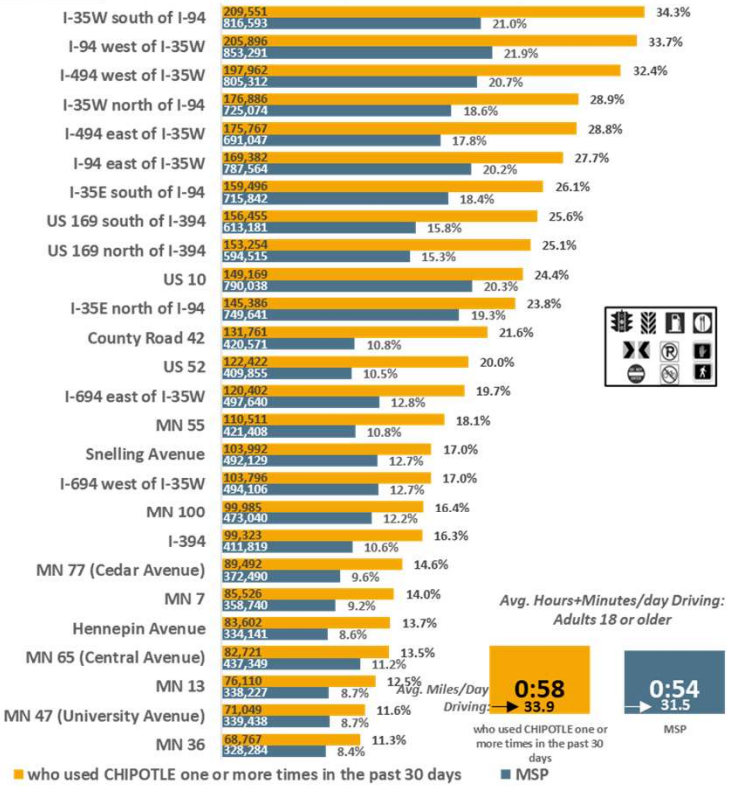
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

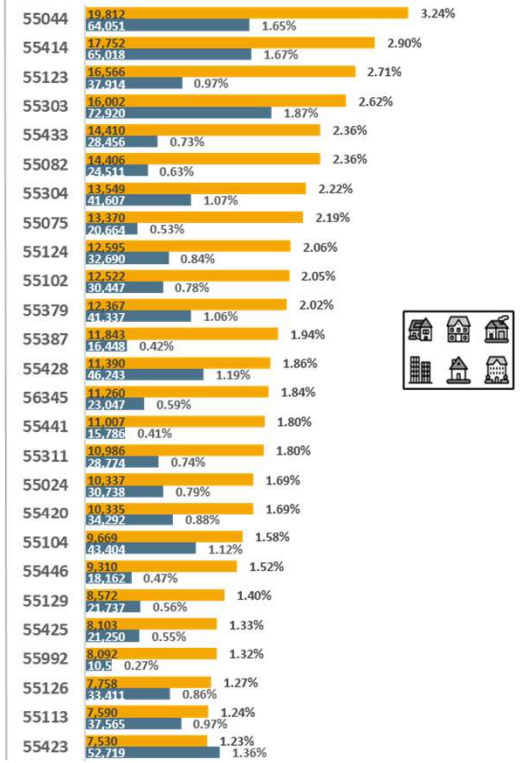



541,063 or 88.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 58.3 minutes per day driving an average of 33.9 miles each day and are 99.4% more likely to use County Road 42 than the Metro average.

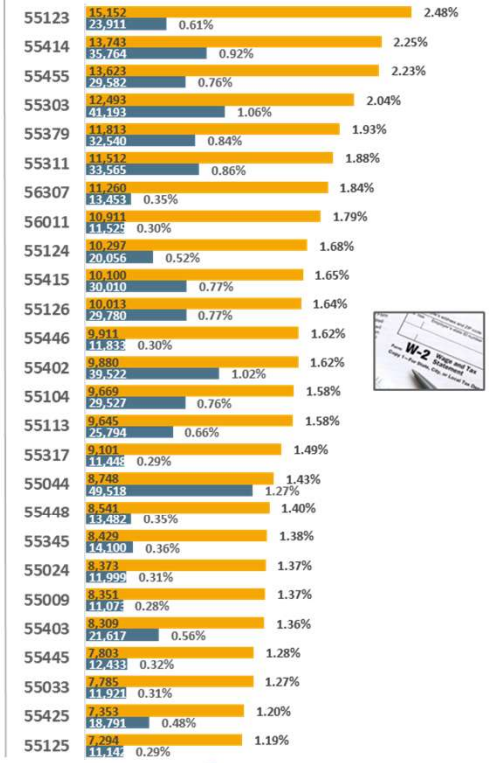
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




soefa.ai Share of Everything for Anything ©

*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

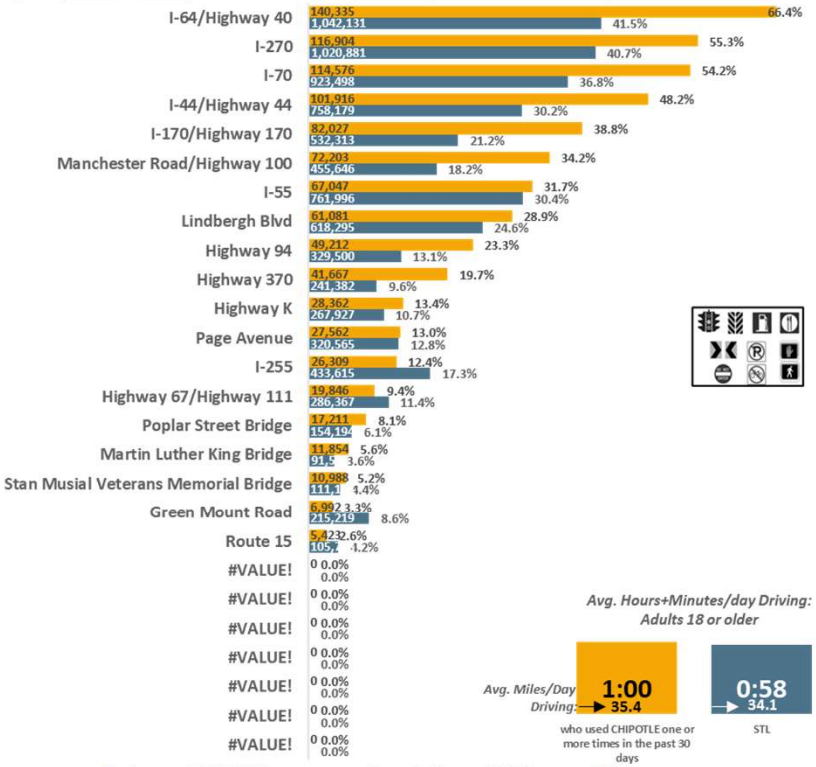
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*




182,582 or 86.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 60.9 minutes per day driving an average of 35.4 miles each day and are 104.9% more likely to use Highway 370 than the Metro average.

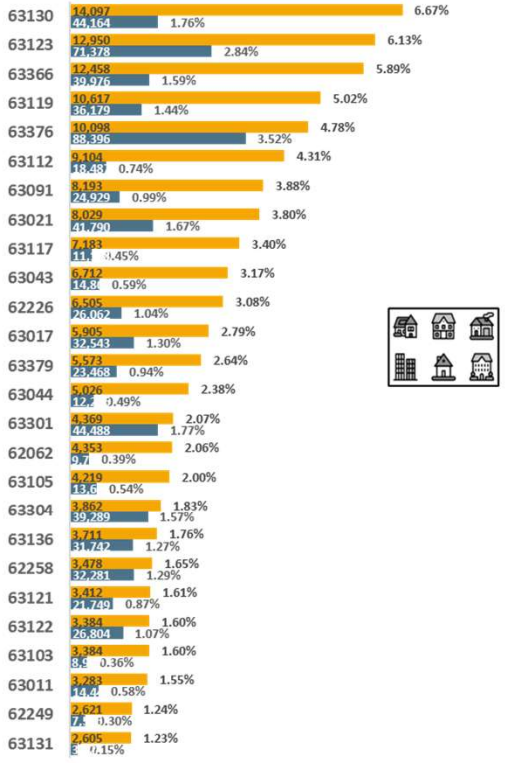
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



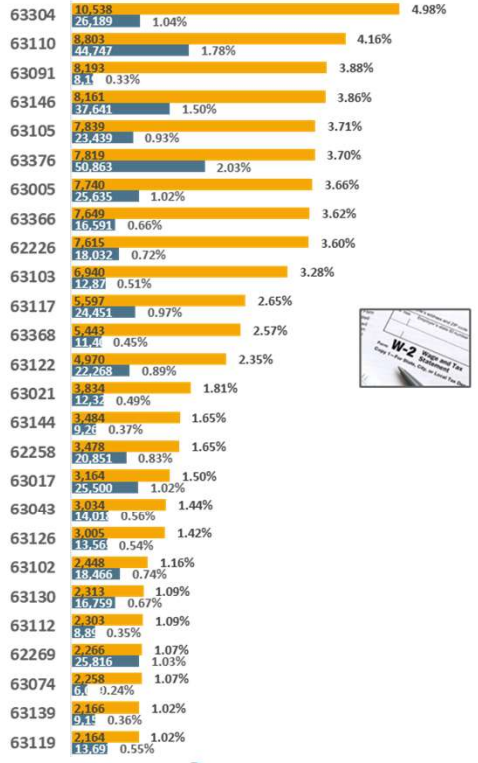

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




soefa.ai Share of Everything for Anything ©

*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

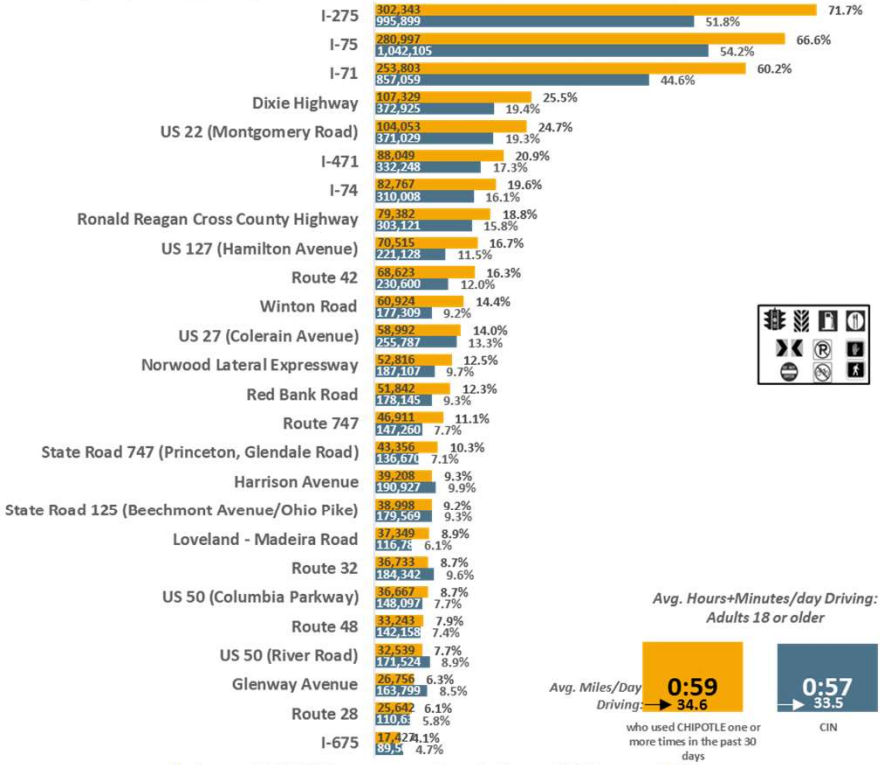
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*




403,125 or 95.6% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 59.5 minutes per day driving an average of 34.6 miles each day and are 56.7% more likely to use Winton Road than the Metro average.

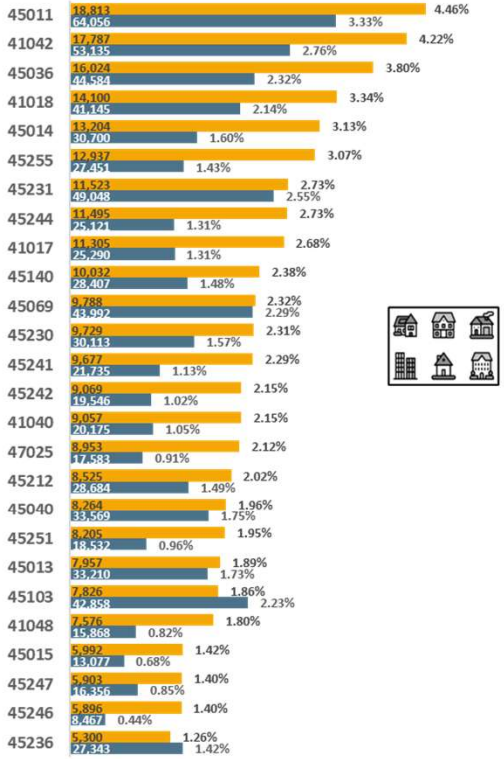
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



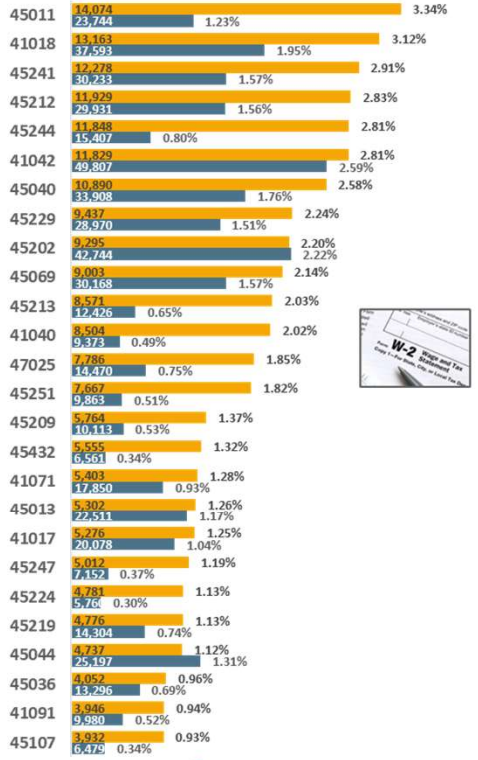

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




soefa.ai Share of Everything for Anything ©

*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

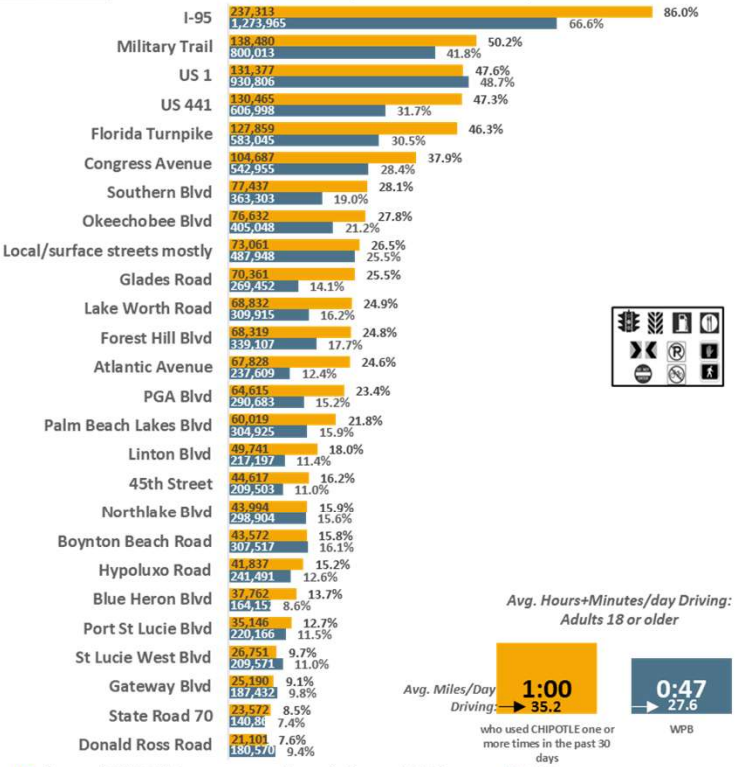
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

*Quick service restaurants used past 30 days: Chipotle*




257,748 or 93.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days spend an average of 60.4 minutes per day driving an average of 35.2 miles each day and are 97.9% more likely to use Atlantic Avenue than the Metro average.

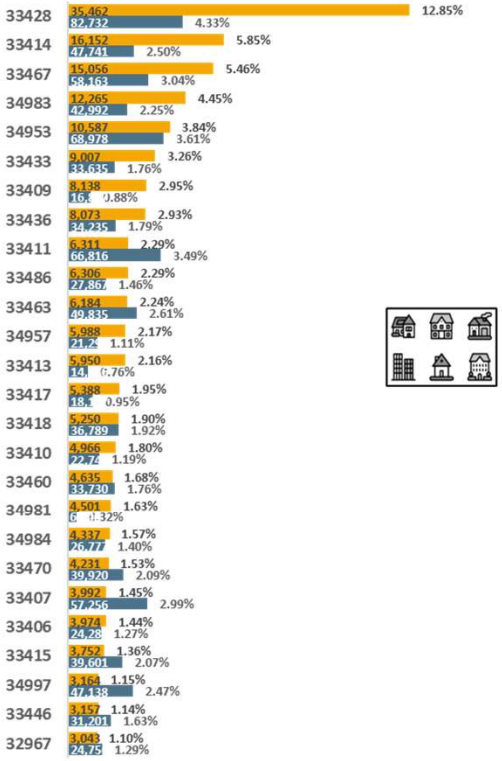
## *Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach):* Adults 18 or older



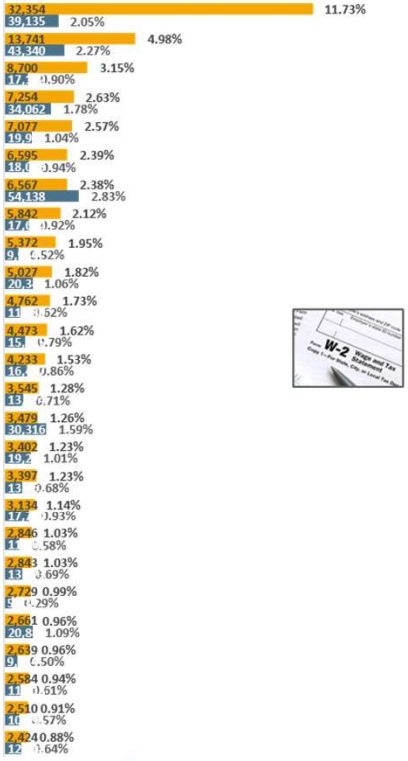

*Avg. Hours+Minutes/day Driving: Adults 18 or older*




## *Top-26 Residential Zip Codes:* Adults 18 or older




## *Top-26 Employment Zip Codes:* Adults 18 or older




soefa.ai Share of Everything for Anything ©

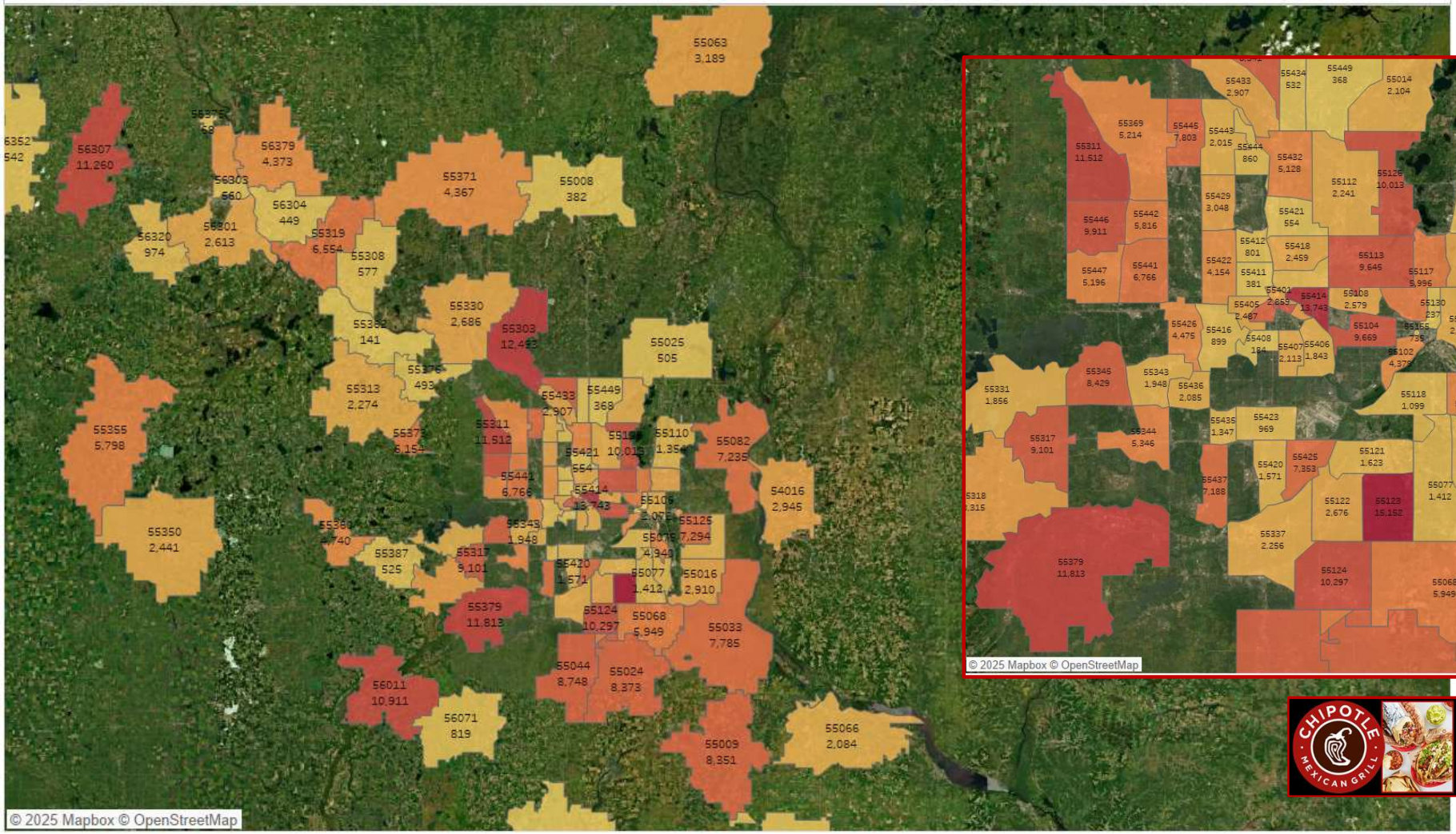
*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

*Quick service restaurants used past 30 days: Chipotle*

## Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)

SUM(Adults 18 or older ...
68 15,152







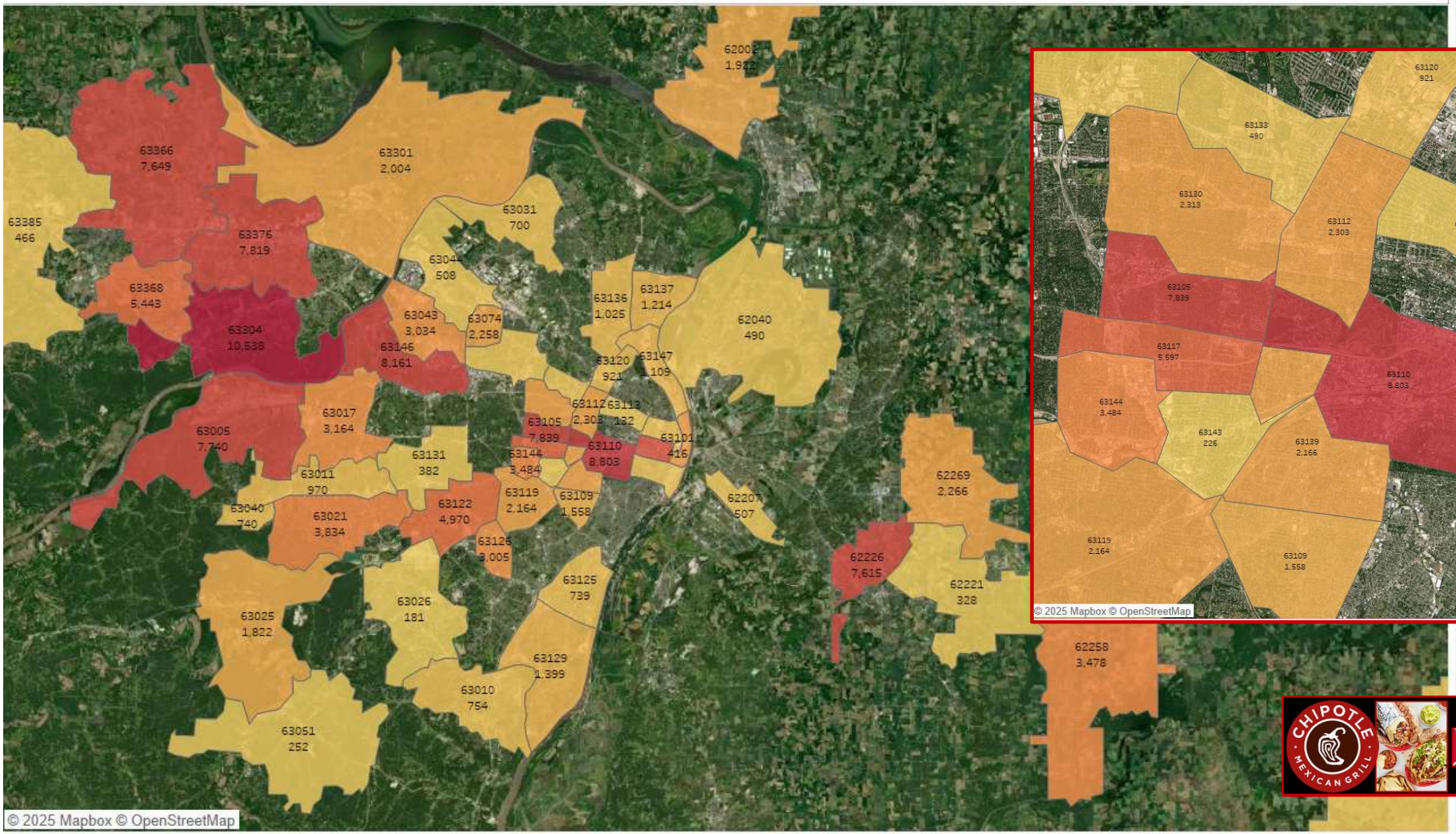
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321

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

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

## Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)







SUM(Adults 18 or older ...

132 10,538



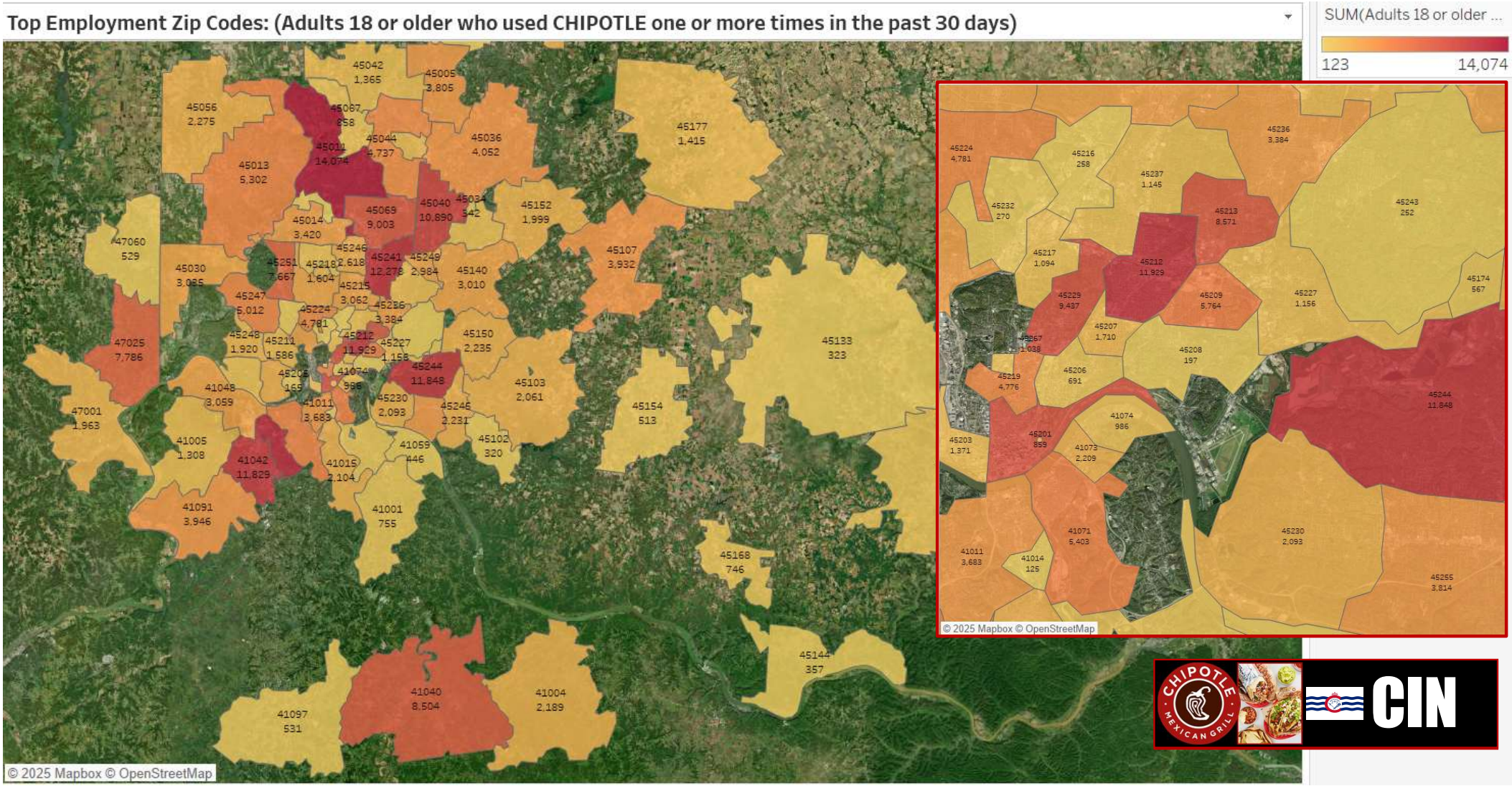

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159

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

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

## Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)



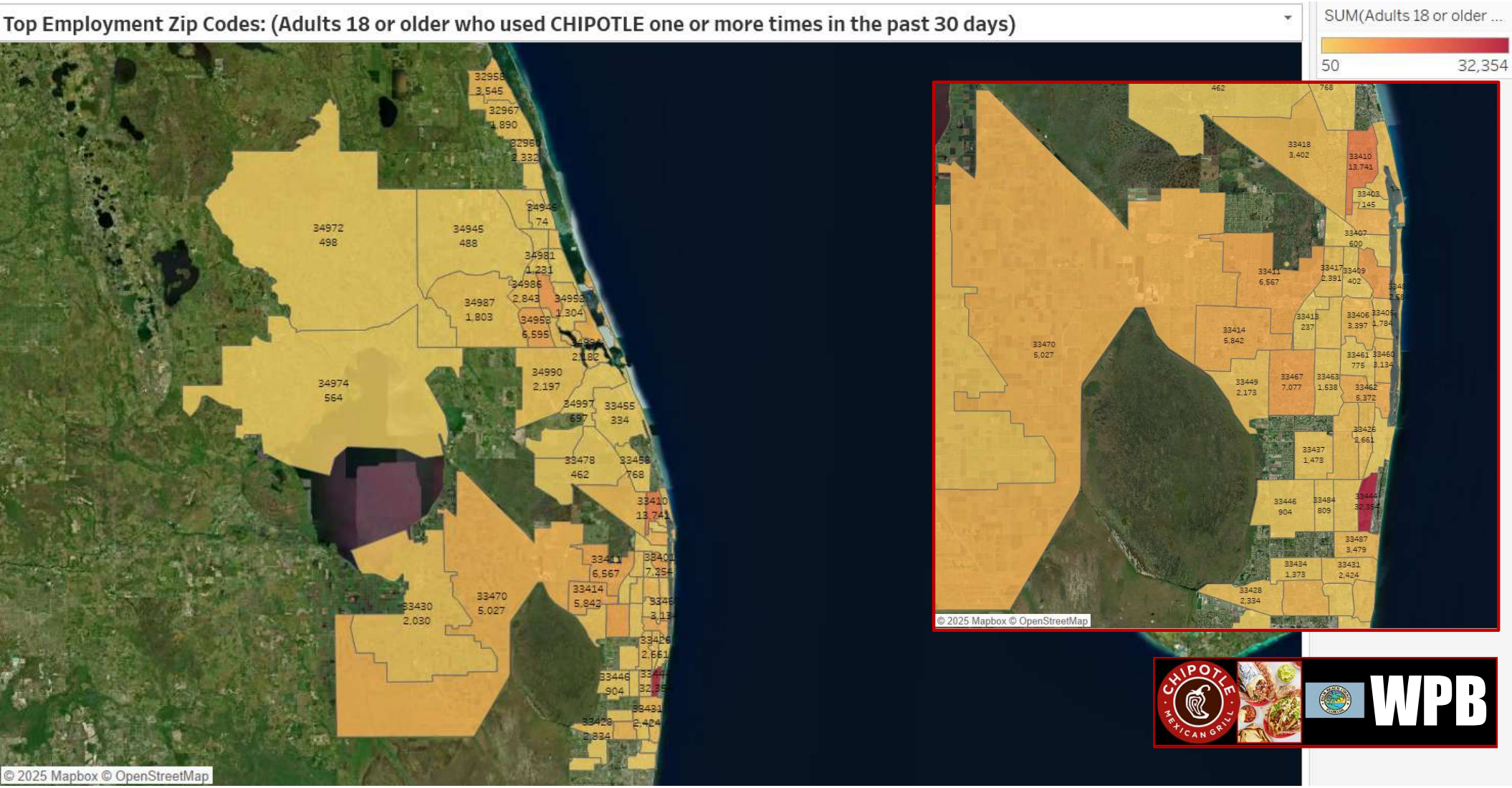

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431

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

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Chipotle

## Top Employment Zip Codes: (Adults 18 or older who used CHIPOTLE one or more times in the past 30 days)




WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371

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

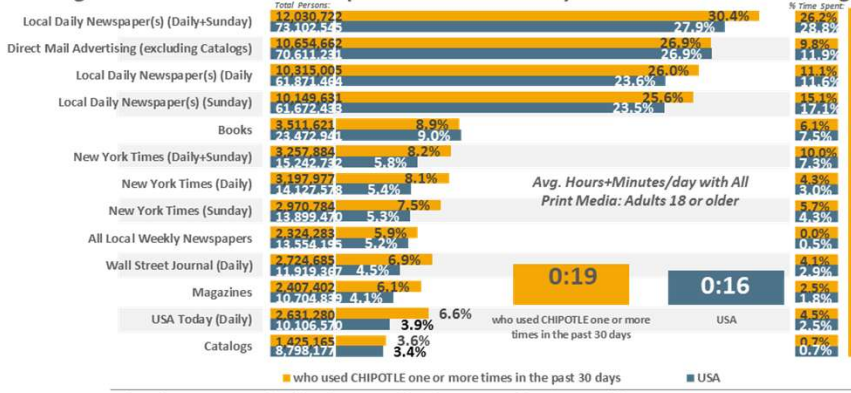
soefa.ai Share of Everything for Anything

*Quick service restaurants used past 30 days: Chipotle*

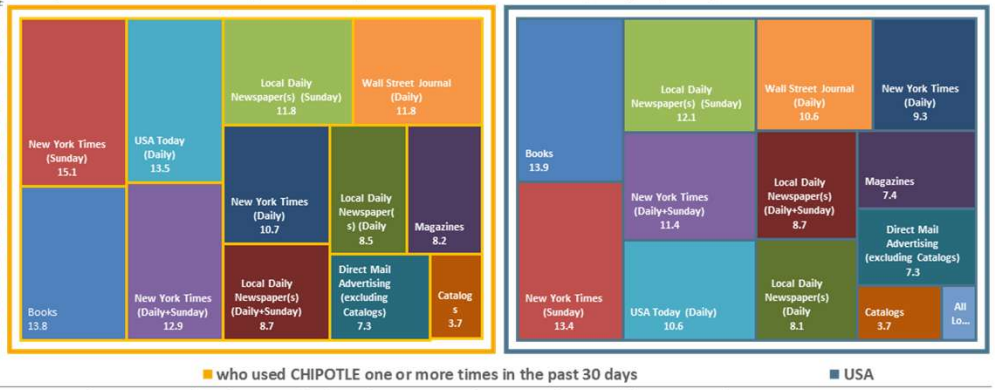



12,030,722 or 30.4% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.9% of all time spent daily with All forms of Print Medi

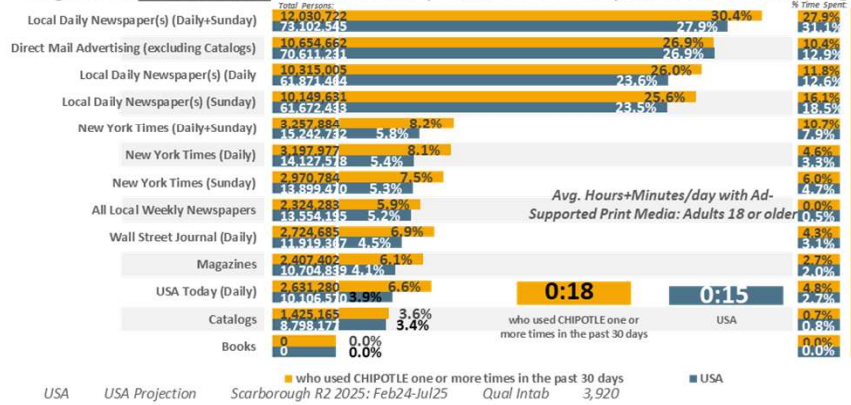
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



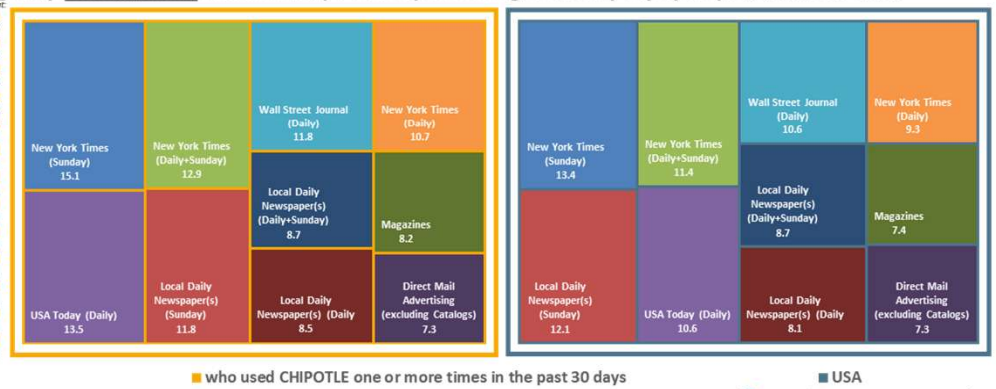

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 3,920*

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

*USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,982*

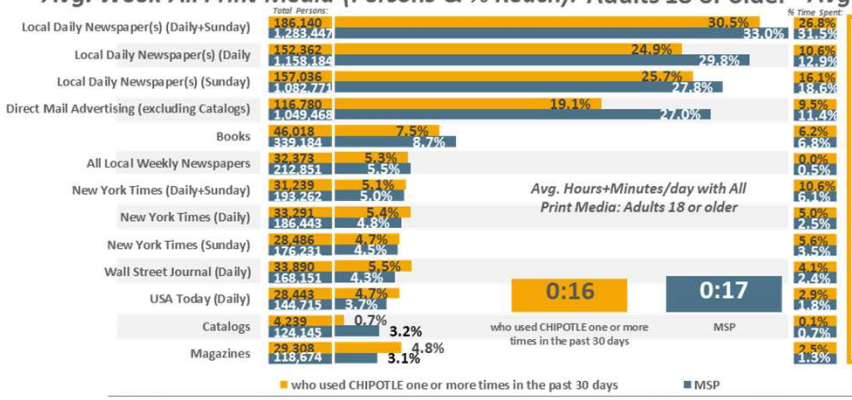
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




186,140 or 30.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

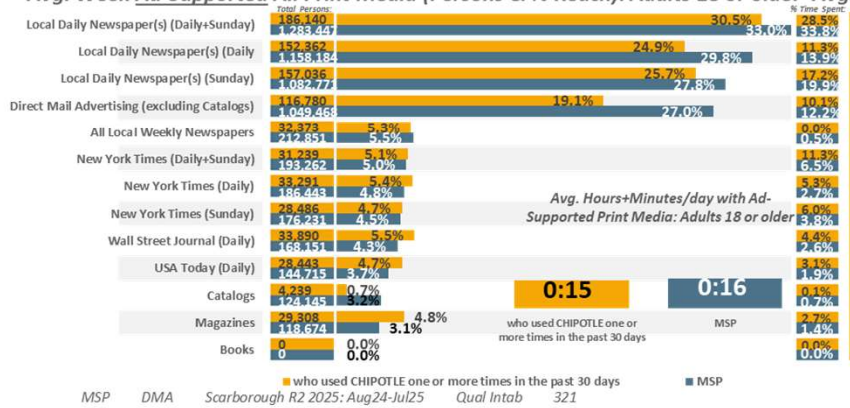
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older




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




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




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




*MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 321*

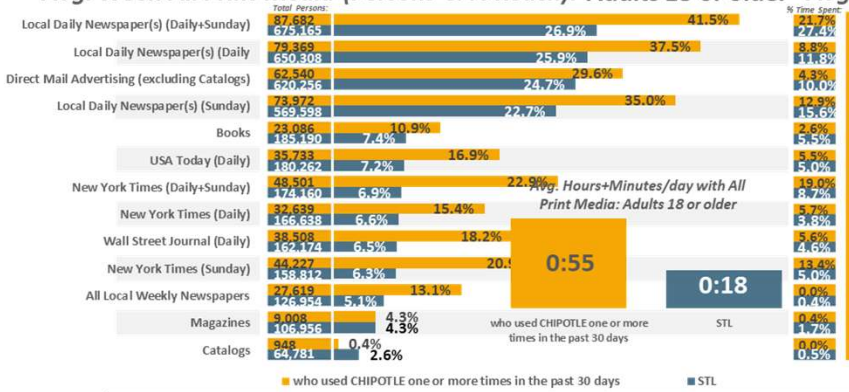
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

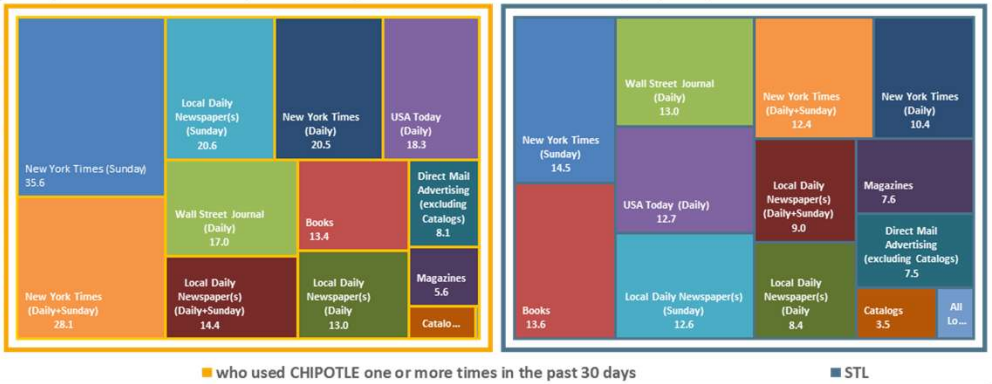
*Quick service restaurants used past 30 days: Chipotle*

87,682 or 41.5% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.4 minutes every day representing 22.3% of all time spent daily with All forms of Print Media.

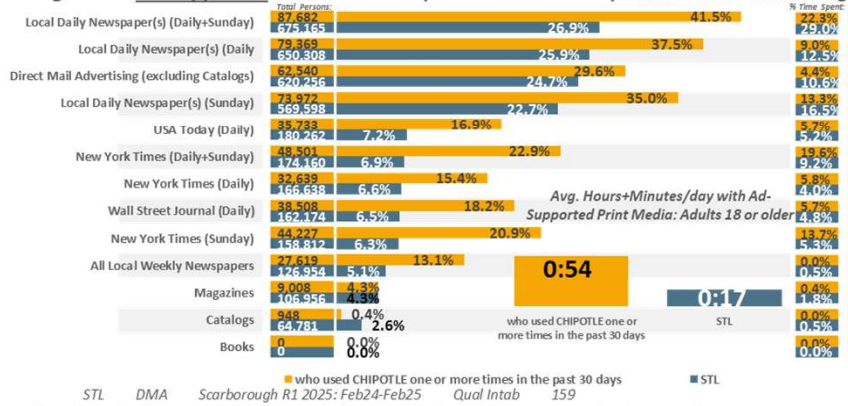
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



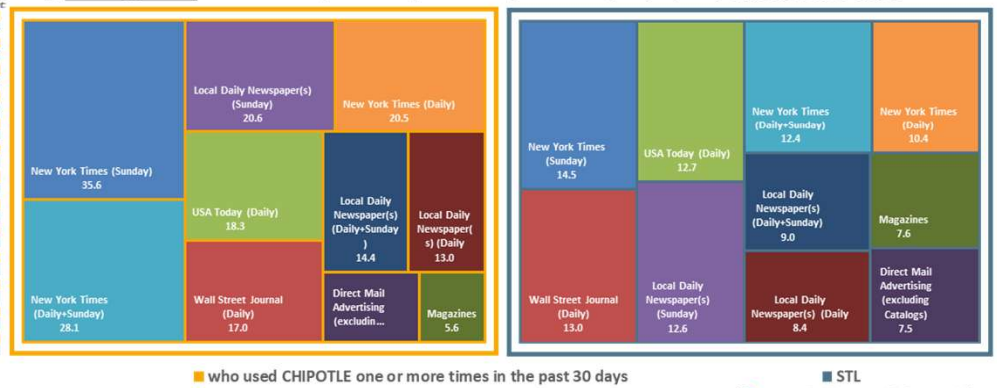

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 159*

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

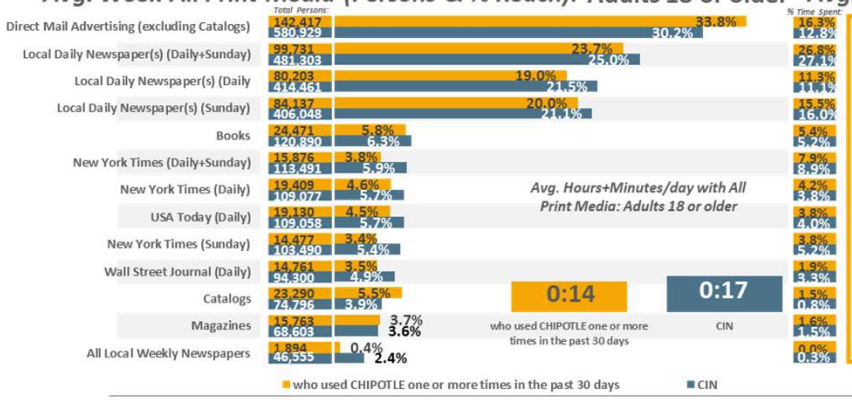
soefa.ai Share of Everything for Anything ©

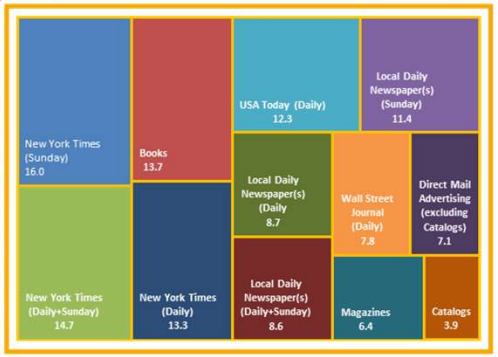
*Quick service restaurants used past 30 days: Chipotle*

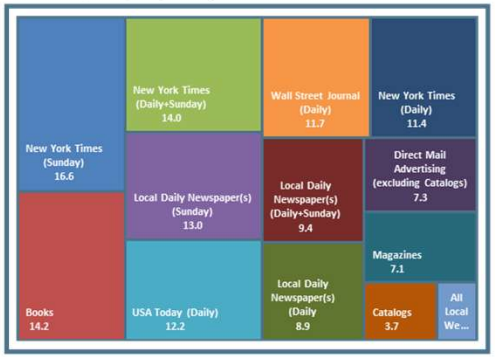



99,731 or 23.7% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

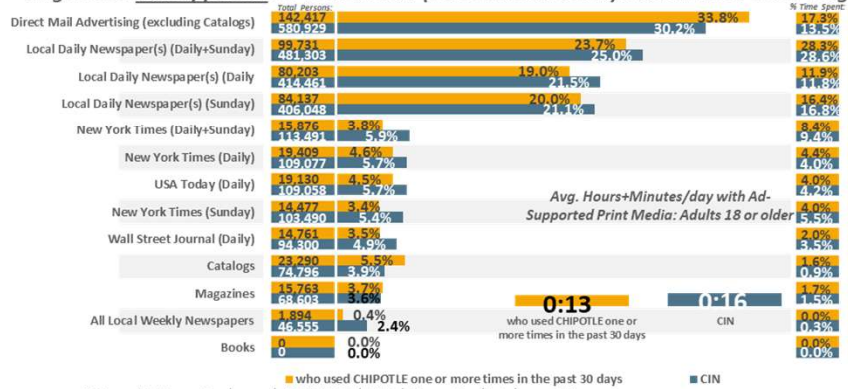
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older

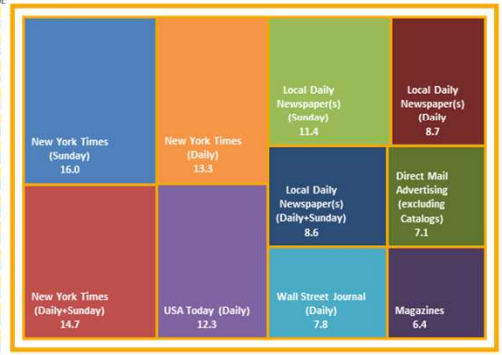


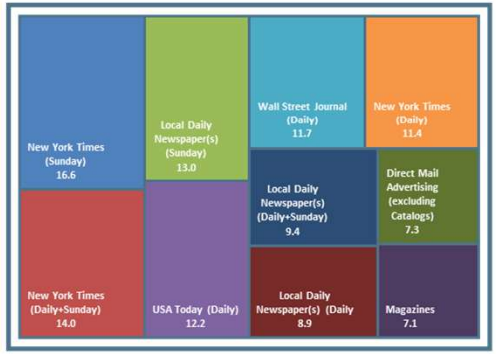




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




*CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 431*

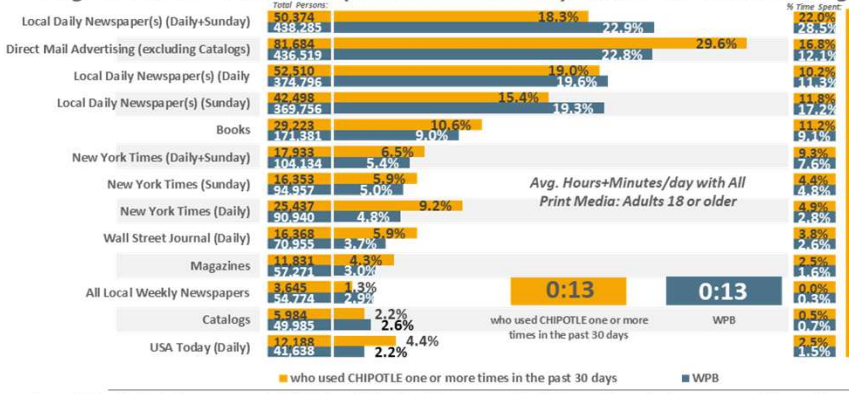
*All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.*

soefa.ai Share of Everything for Anything ©

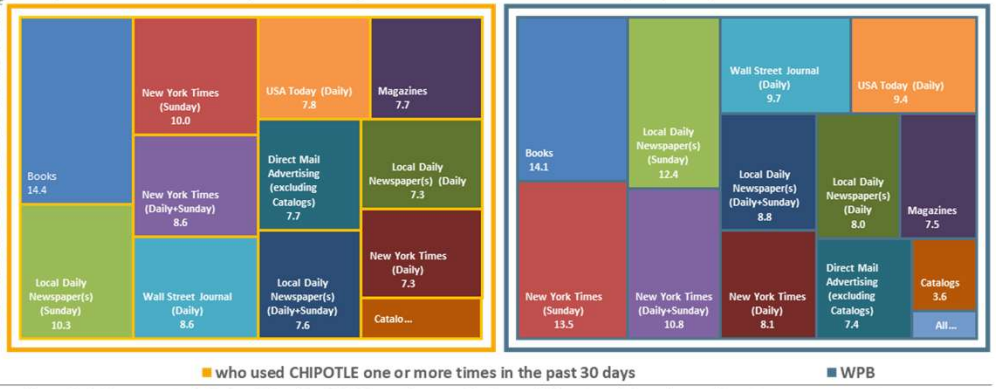
*Quick service restaurants used past 30 days: Chipotle*

50,374 or 18.3% of Adults 18 or older who used CHIPOTLE one or more times in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

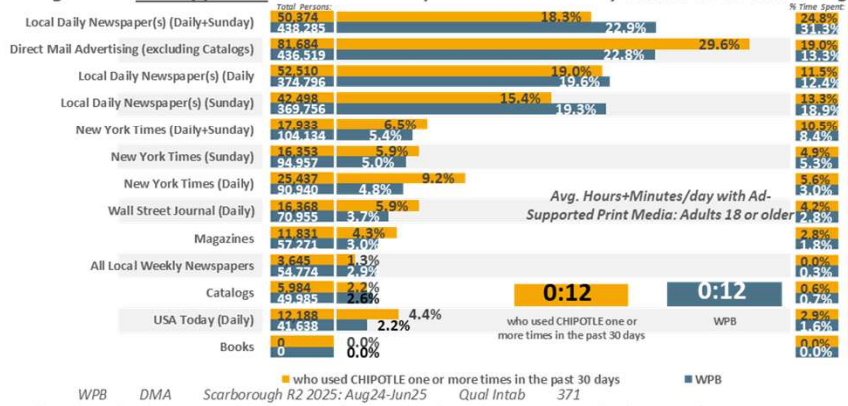
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



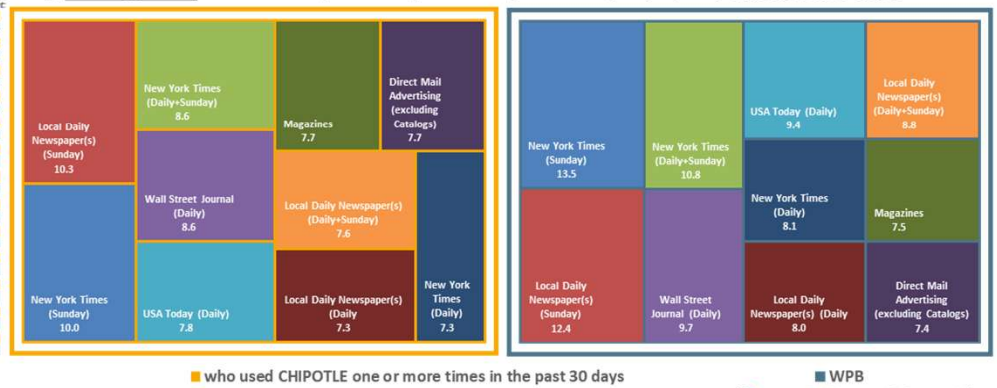

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 371*

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

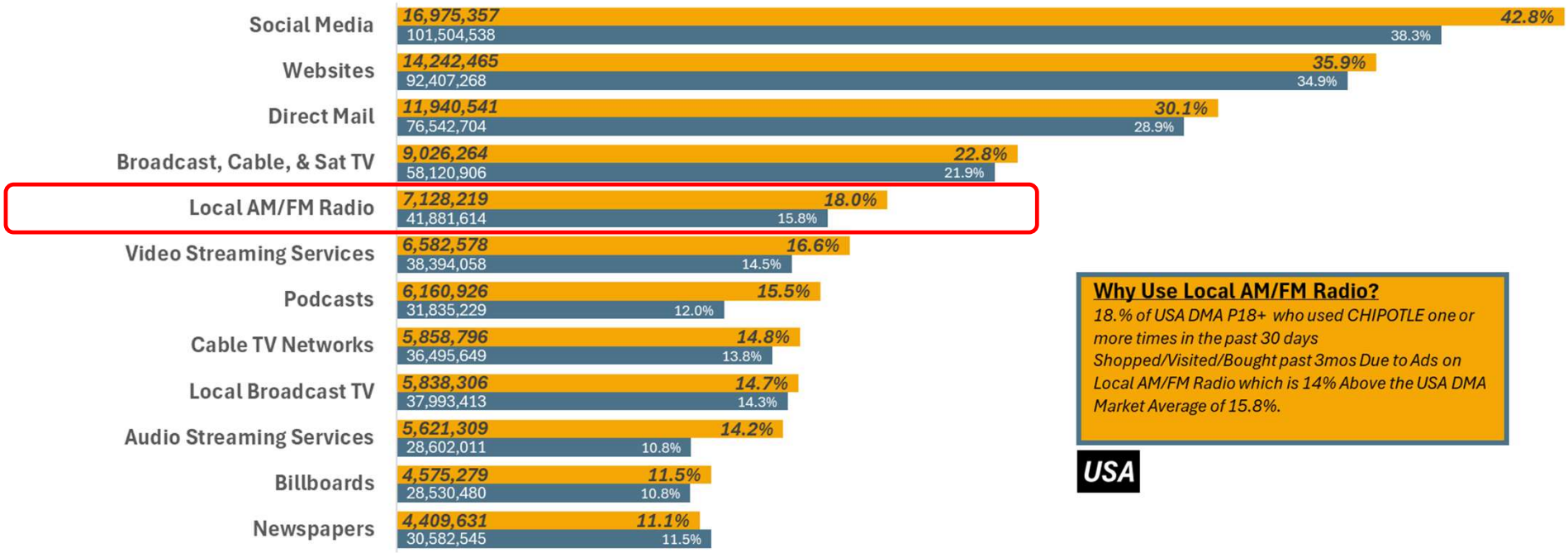
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




## "Advertising Actions"

## P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*18.% of USA DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the USA DMA Market Average of 15.8%.*

**USA**

*USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 3920*

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

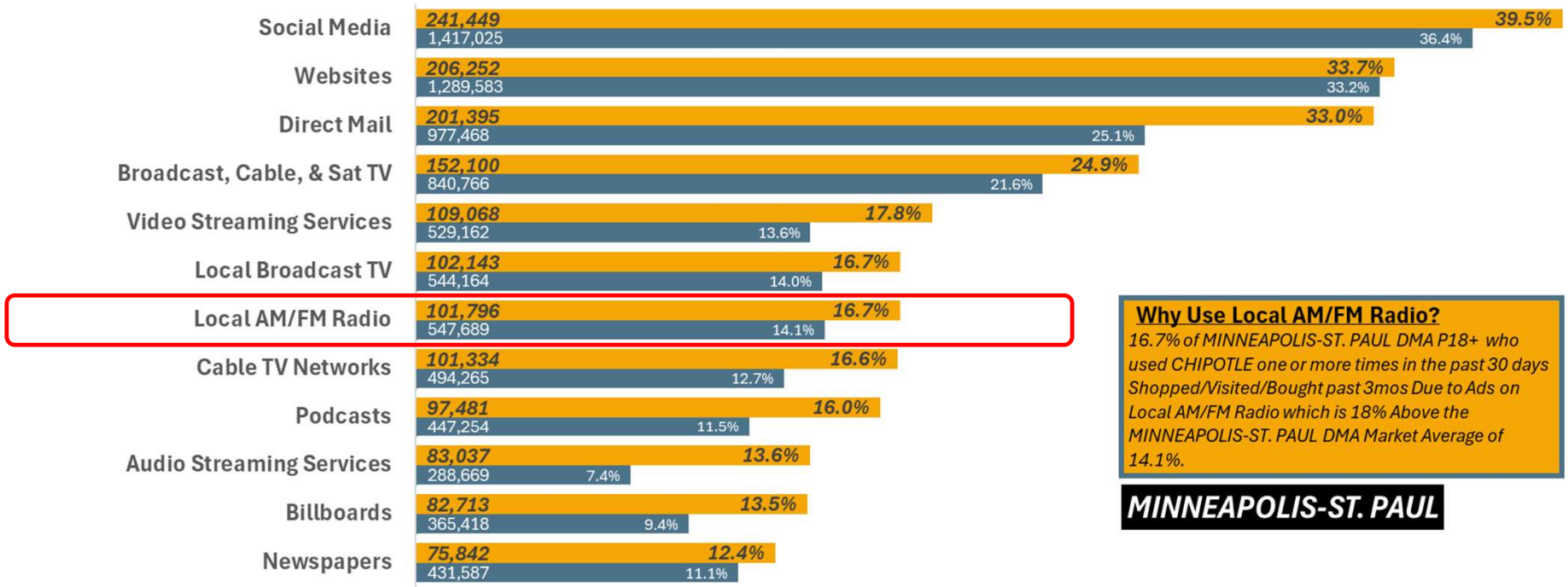
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

MSP

## "Advertising Actions"

## P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*16.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.*

**MINNEAPOLIS-ST. PAUL**

*MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 321*

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

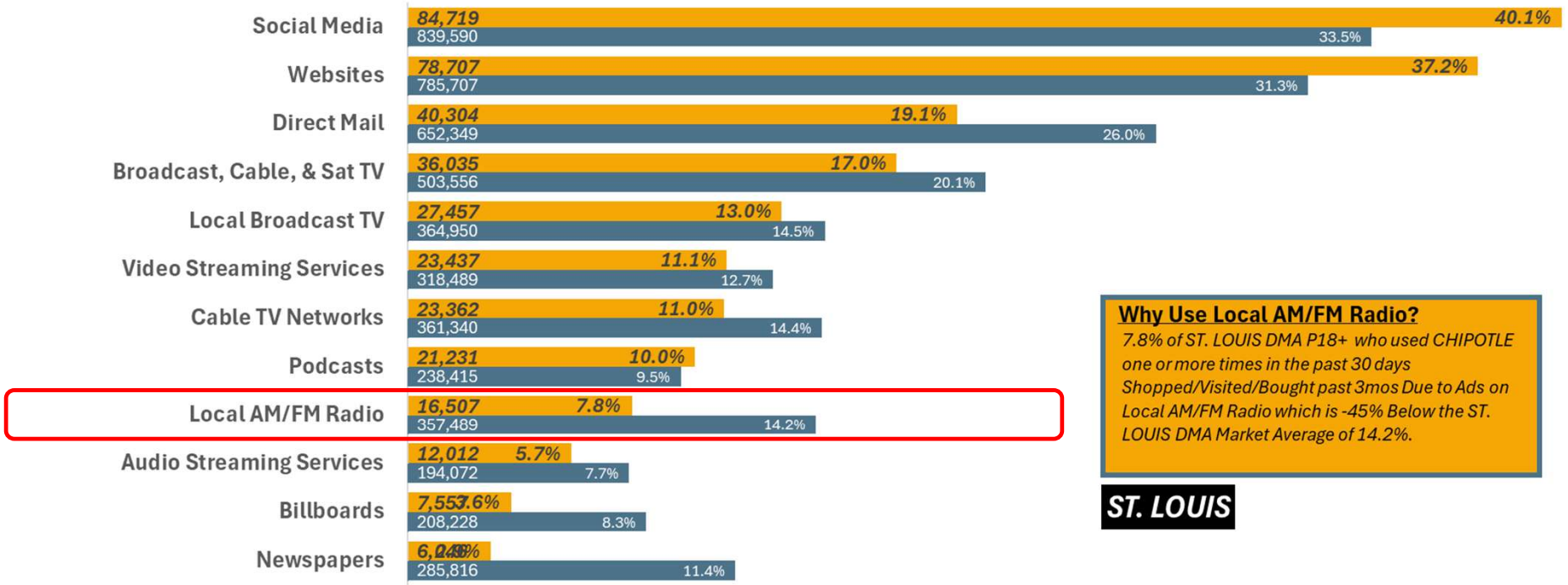
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*




## "Advertising Actions"

# P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*7.8% of ST. LOUIS DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -45% Below the ST. LOUIS DMA Market Average of 14.2%.*

**ST. LOUIS**

*ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 159*

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

soefa.ai Share of Everything for Anything ©

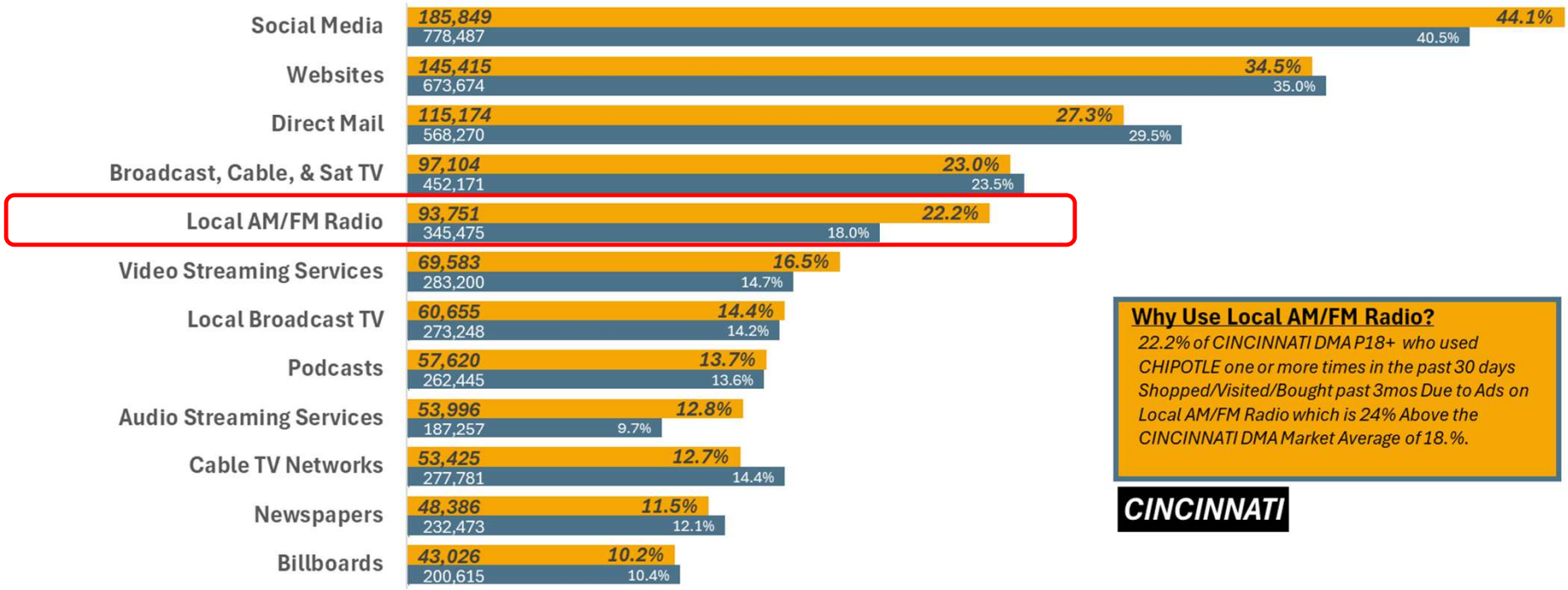
*Quick service restaurants used past 30 days: Chipotle*




CIN

## "Advertising Actions"

## P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio?**

*22.2% of CINCINNATI DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the CINCINNATI DMA Market Average of 18.%.*

**CINCINNATI**

*CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 431*

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

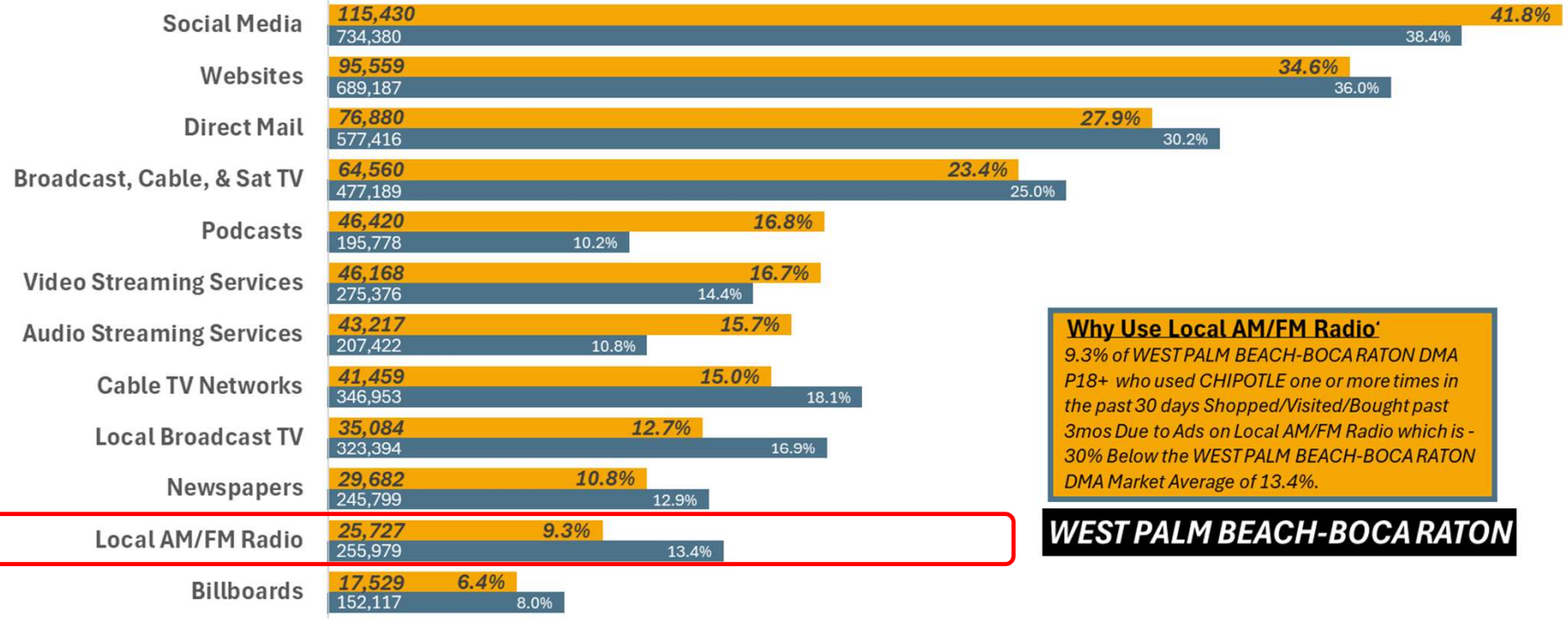
soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*

WPB

## "Advertising Actions"

# P18+ who used CHIPOTLE one or more times in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)




**Why Use Local AM/FM Radio'**

*9.3% of WEST PALM BEACH-BOCA RATON DMA P18+ who used CHIPOTLE one or more times in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -30% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.*

**WEST PALM BEACH-BOCA RATON**

*WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 371*

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

soefa.ai Share of Everything for Anything ©

*Quick service restaurants used past 30 days: Chipotle*