USA–5 QSRs/RESTAURANTS of the PHOENIX DMA!

Brand New Data as of July 31, 2026!

Complete Demographic & Media Use Profiles









DMA

#12

P18+

BARRO'S PIZZA PHX

FILIBERTO'S MEXICAN FOOD PHX

Macayo's Mexican Food PHX

OREGANO'S PIZZA BISTRO PHX

PITA JUNGLE PHX

Hubbard media that connects

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

Quick service restaurants used past 30 days: Barro's Pizza

Quick service restaurants used past 30 days: Filiberto's Mexican

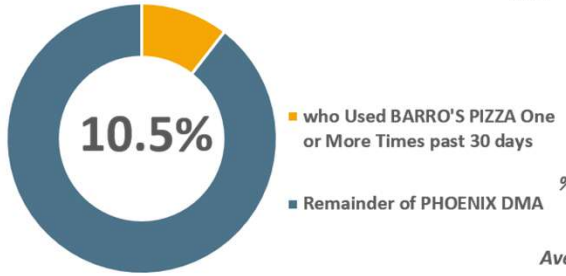
Sit-down restaurants used past 30 days: Macayo's

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

Sit-down restaurants used past 30 days: Pita Jungle

10.5% or 511,856 of PHOENIX DMA Adults 18 or older Used BARRO'S PIZZA One or More Times past 30 days. Typical Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days are 44.1 years old (10.1% younger than average) and have a $126,009 (15.% higher than average) annual household income.

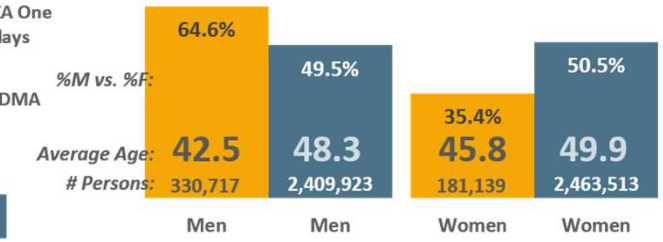
Percent of Market: Adults 18 or older



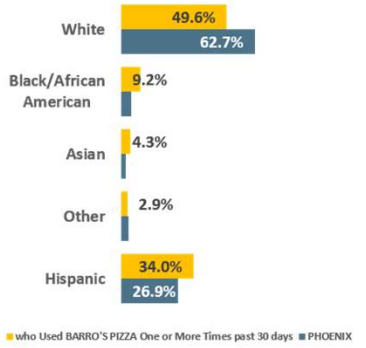
Total Persons:

511,856 | 4,361,580

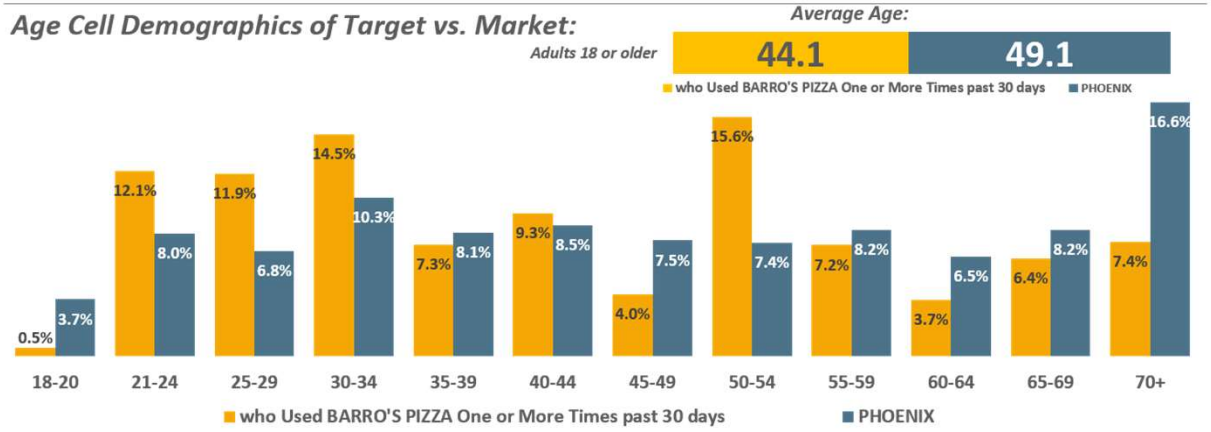
Gender of Target vs. Market: Adults 18 or older



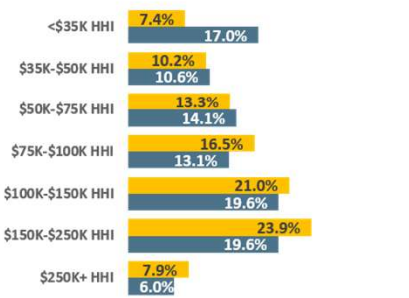
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $126,009 | $109,557

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

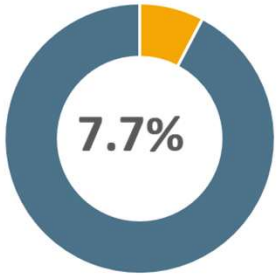
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

PHX

7.7% or 375,065 of PHOENIX DMA Adults 18 or older Used FILIBERTO'S MEXICAN One or More Times past 30 days. Typical Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days are 41.3 years old (15.9% younger than average) and have a $108,718 (.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who Used FILIBERTO'S MEXICAN One or More Times past 30 days
- Remainder of PHOENIX DMA

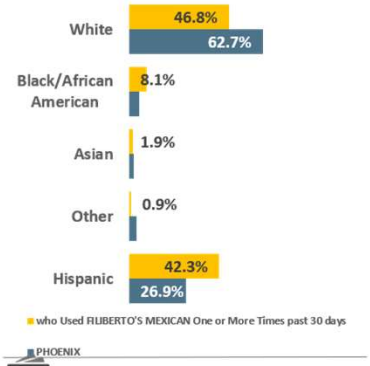
Total Persons:

375,065 | 4,498,371

Gender of Target vs. Market: Adults 18 or older

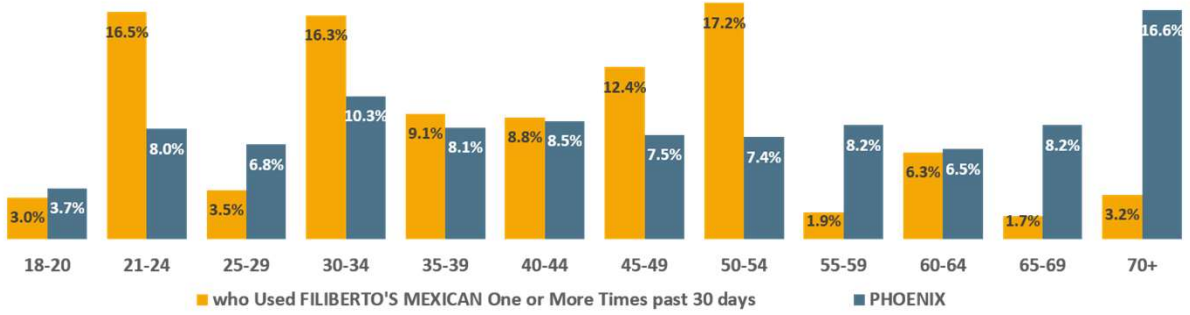
	Men	Men	Women	Women
%M vs. %F:	52.3%	49.5%	47.7%	50.5%
Average Age:	42.2	48.3	40.5	49.9
# Persons:	196,077	2,409,923	178,988	2,463,513

Ethnicity of Target vs. Market:

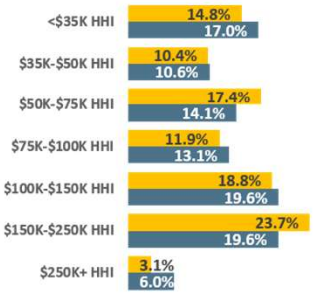


Age Cell Demographics of Target vs. Market:

Average Age:	who Used FILIBERTO'S MEXICAN One or More Times past 30 days	PHOENIX
Adults 18 or older	41.3	49.1



HHI of Target vs. Market:



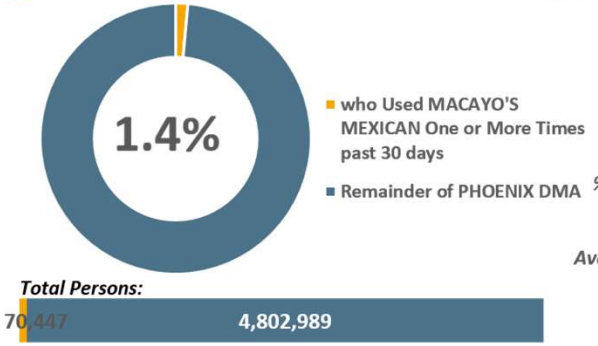
Avg HHI:	$108,718	$109,557

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

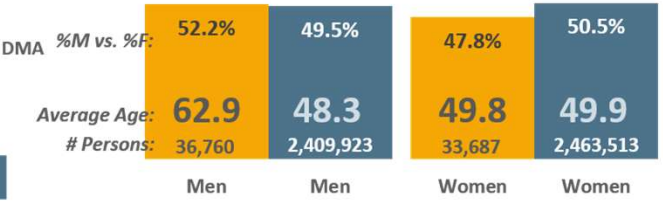
1.4% or 70,447 of PHOENIX DMA Adults 18 or older Used MACAYO'S MEXICAN One or More Times past 30 days. Typical Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days are 56. years old (13.9% older than average) and have a $129,211 (17.9% higher than average) annual household income.

Percent of Market: Adults 18 or older

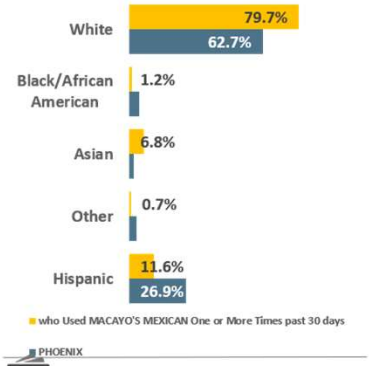


Total Persons:

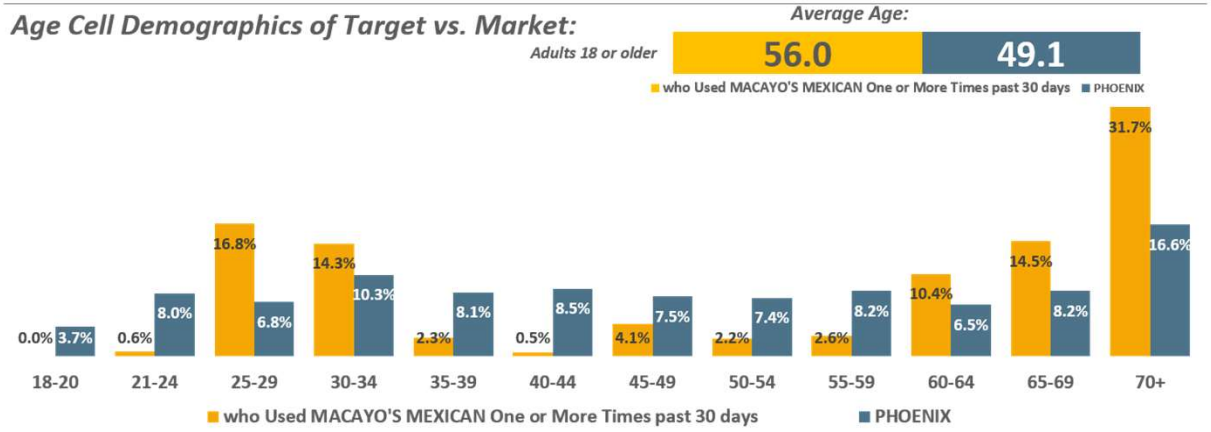
Gender of Target vs. Market: Adults 18 or older



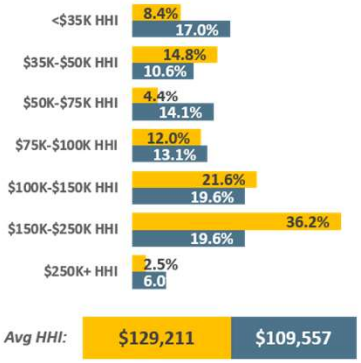
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



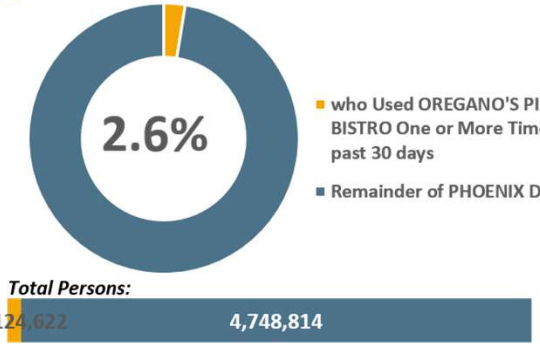
HHI of Target vs. Market:



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

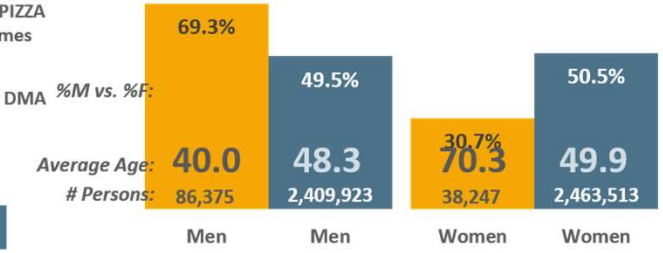
2.6% or 124,622 of PHOENIX DMA Adults 18 or older Used OREGANO'S PIZZA BISTRO One or More Times past 30…
Typical Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days are 53.
years old (8.% older than average) and have a $98,729 (9.9% lower than average) annual household income.

Percent of Market: Adults 18 or older

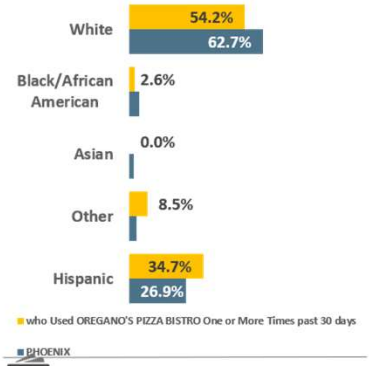


Total Persons:

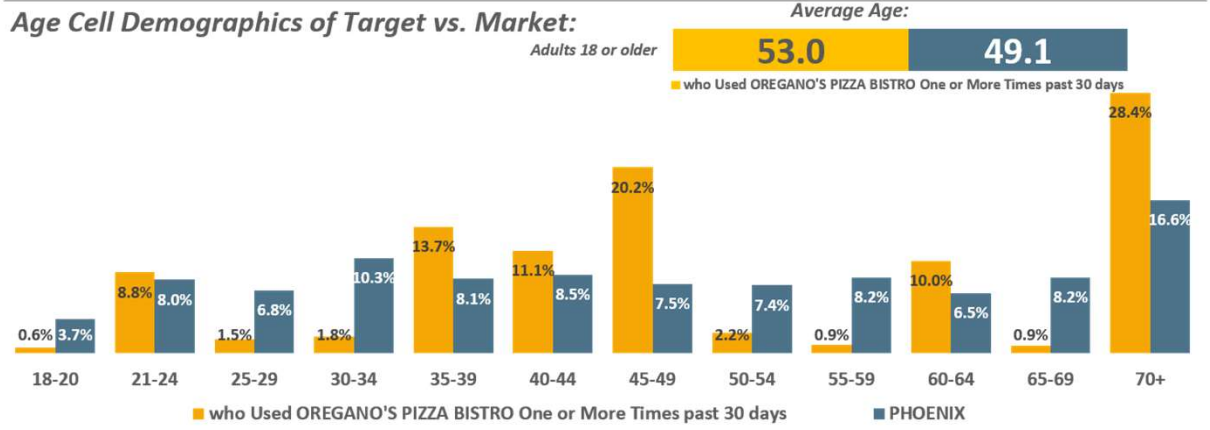
Gender of Target vs. Market: Adults 18 or older



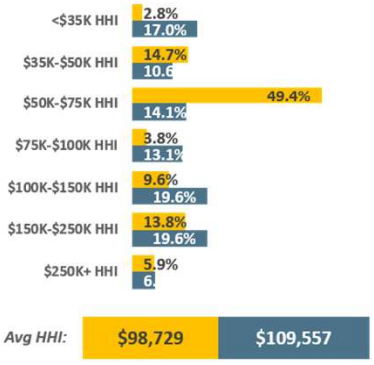
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



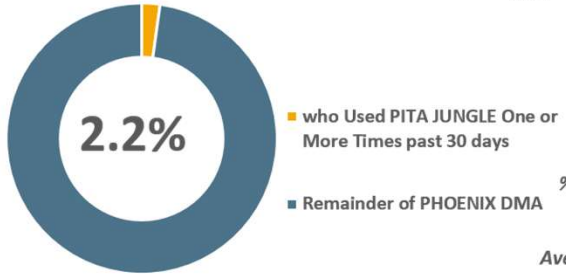
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

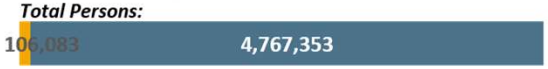
PITA JUNGLE PHX

2.2% or 106,083 of PHOENIX DMA Adults 18 or older Used PITA JUNGLE One or More Times past 30 days. Typical Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days are 48.1 years old (2.% younger than average) and have a $171,808 (56.8% higher than average) annual household income.

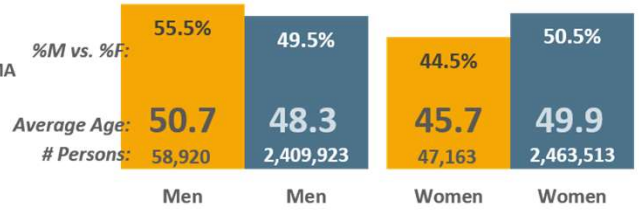
Percent of Market: Adults 18 or older



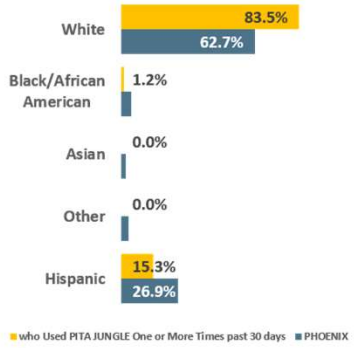
Total Persons:



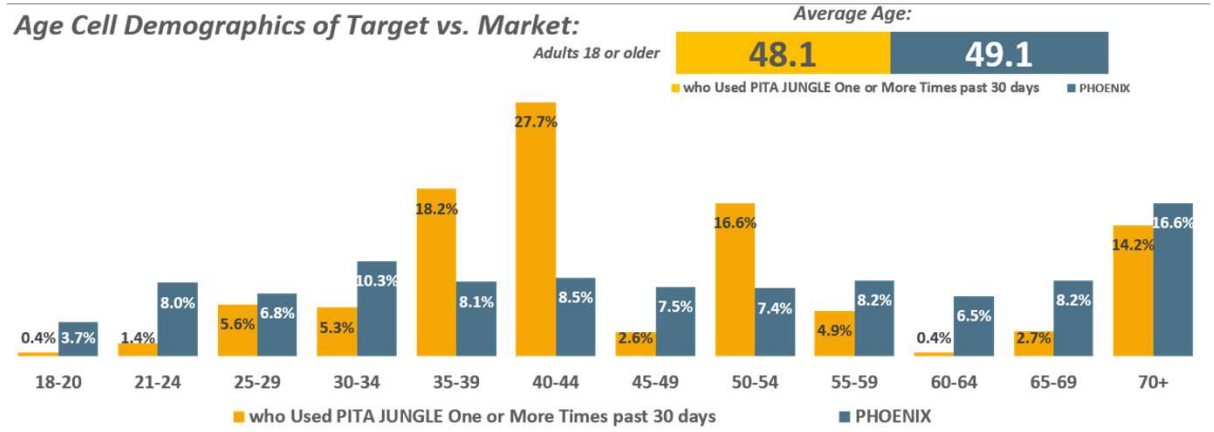
Gender of Target vs. Market: Adults 18 or older



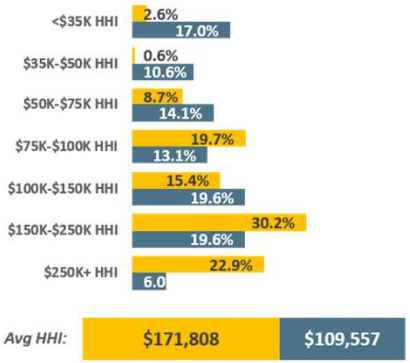
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



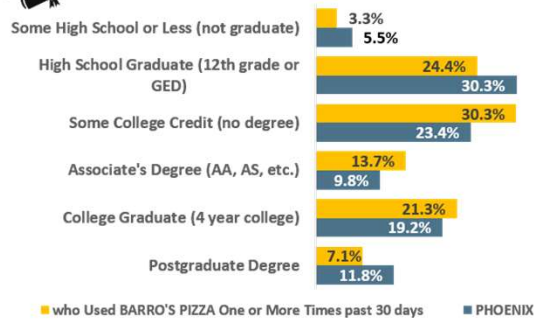
HHI of Target vs. Market:



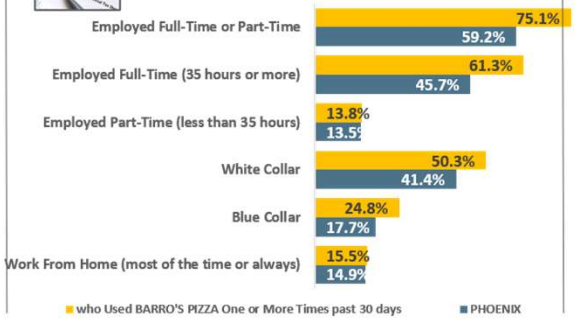
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

10.5% or 511,856 of PHOENIX DMA Adults 18 or older Used BARRO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days are 8.4% less likely to be a college graduate, 34.3% more likely to work full-time, 36.5% more likely to be married, 47.2% more likely to be a parent of 1 or more children under 18.

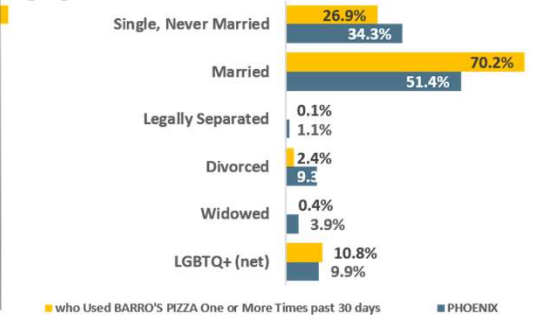
Education Levels: Adults 18 or older



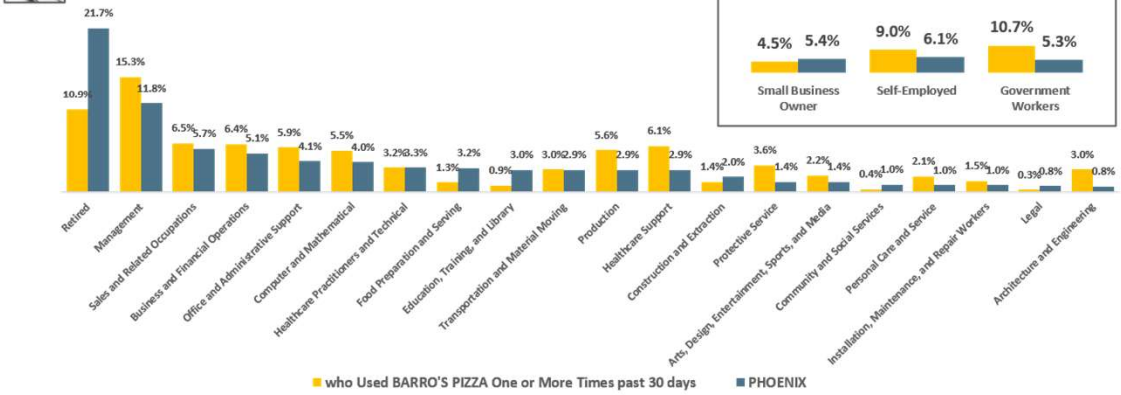
Employment: Adults 18 or older



Marital Status: Adults 18 or older

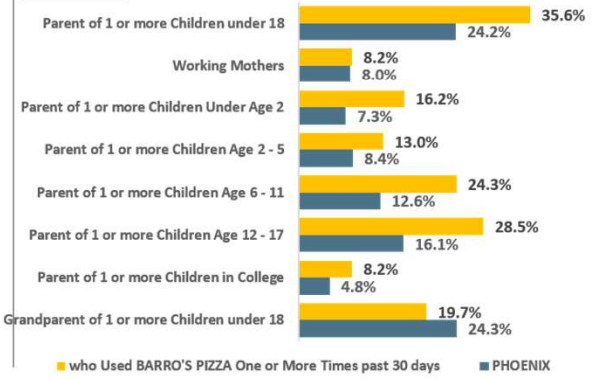


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



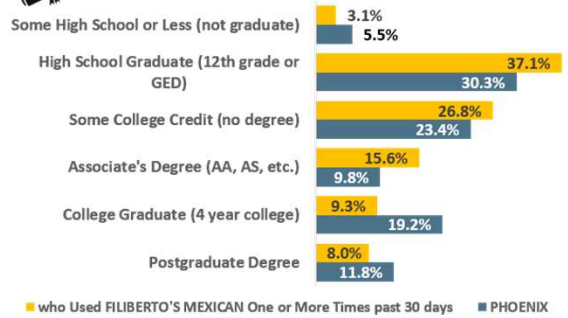
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

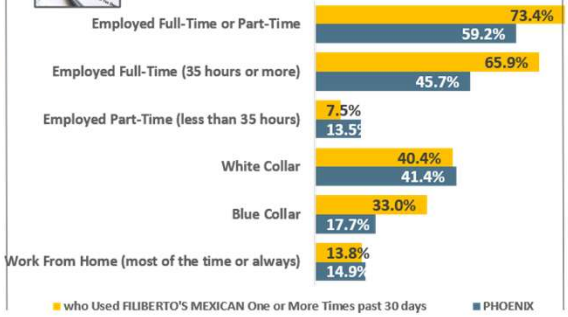
PHX

7.7% or 375,065 of PHOENIX DMA Adults 18 or older Used FILIBERTO'S MEXICAN One or More Times past 30... Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days are 44.1% less likely to be a college graduate, 44.3% more likely to work full-time, .6% more likely to be married, 33.9% more likely to be a parent of 1 or more children under

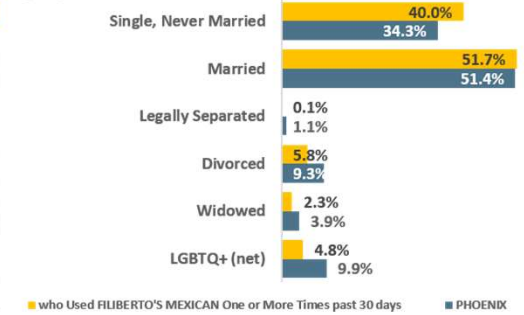
Education Levels: Adults 18 or older



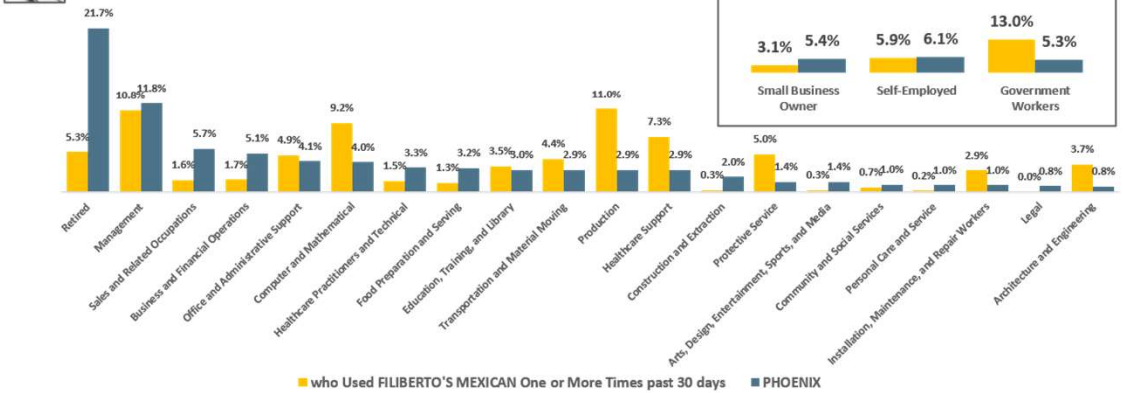
Employment: Adults 18 or older



Marital Status: Adults 18 or older

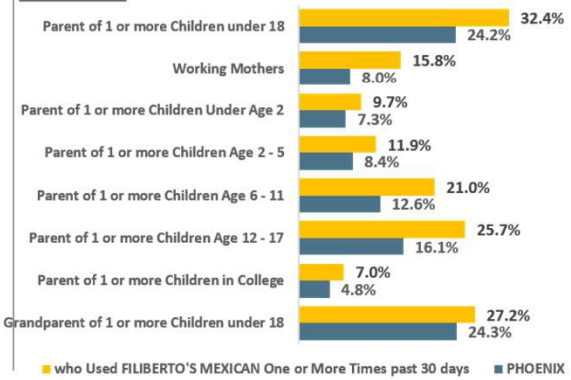


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



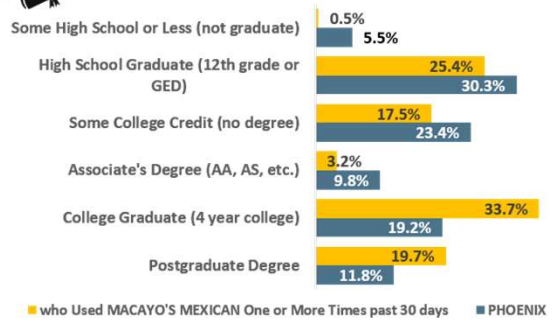
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Filiberto's Mexican

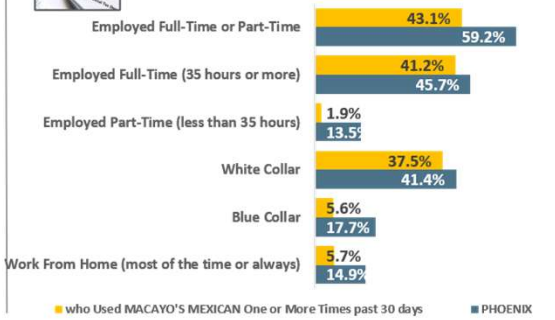
Macayo's Mexican Food PHX

1.4% or 70,447 of PHOENIX DMA Adults 18 or older Used MACAYO'S MEXICAN One or More Times past 30.. Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days are 72.% more likely to be a college graduate, 9.7% less likely to work full-time, 8.7% more likely to be married, 54.4% less likely to be a parent of 1 or more children under 18.

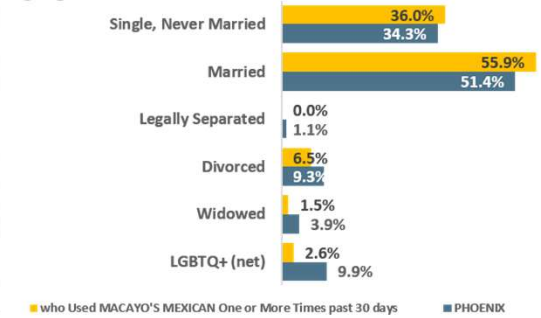
Education Levels: Adults 18 or older



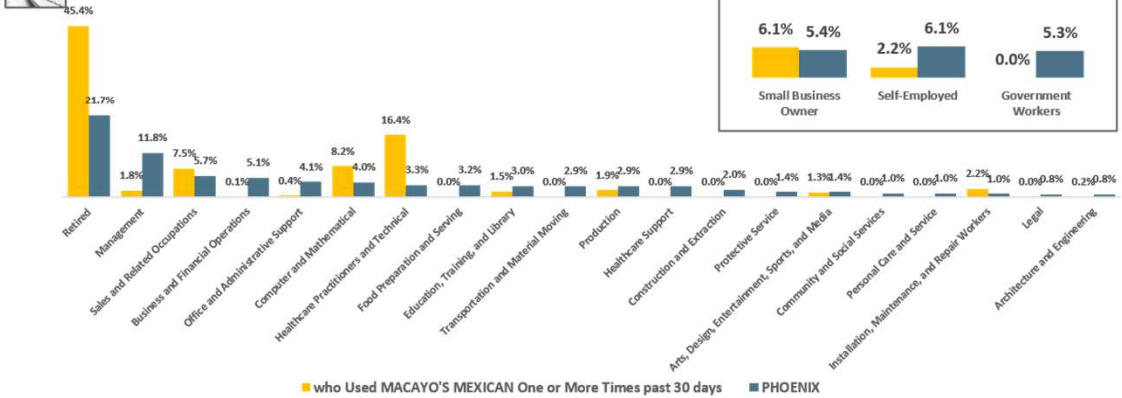
Employment: Adults 18 or older



Marital Status: Adults 18 or older

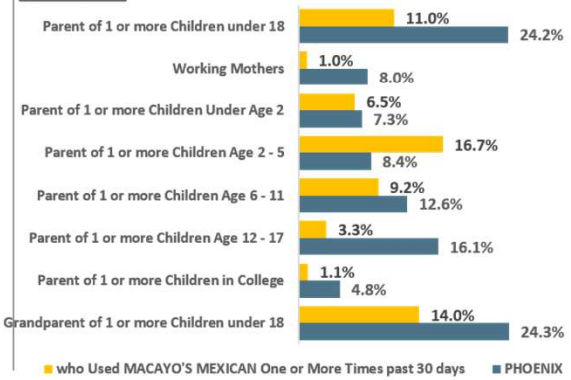


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

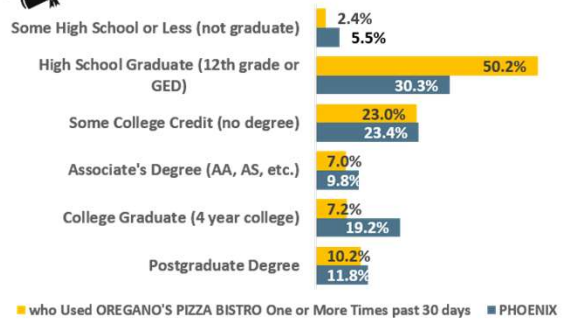


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

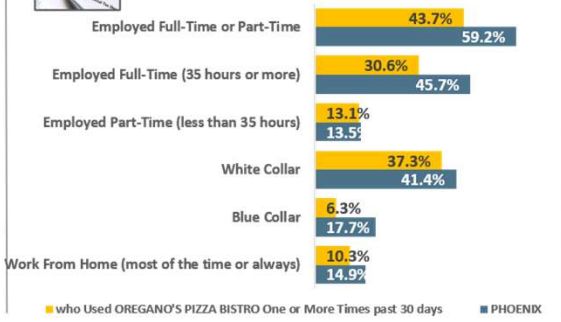
Sit-down restaurants used past 30 days: Macayo's

2.6% or 124,622 of PHOENIX DMA Adults 18 or older Used OREGANO'S PIZZA BISTRO One or More Times… Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days are 43.9% less likely to be a college graduate, 33.% less likely to work full-time, 17.% less likely to be married, 52.1% less likely to be a parent of 1 or more children un

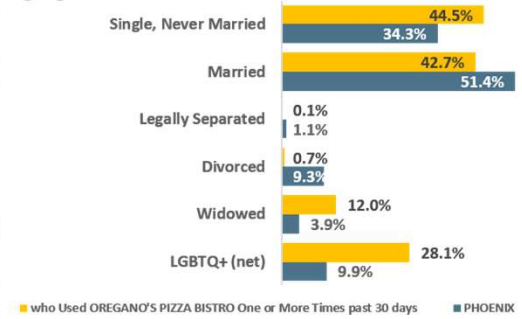
Education Levels: Adults 18 or older



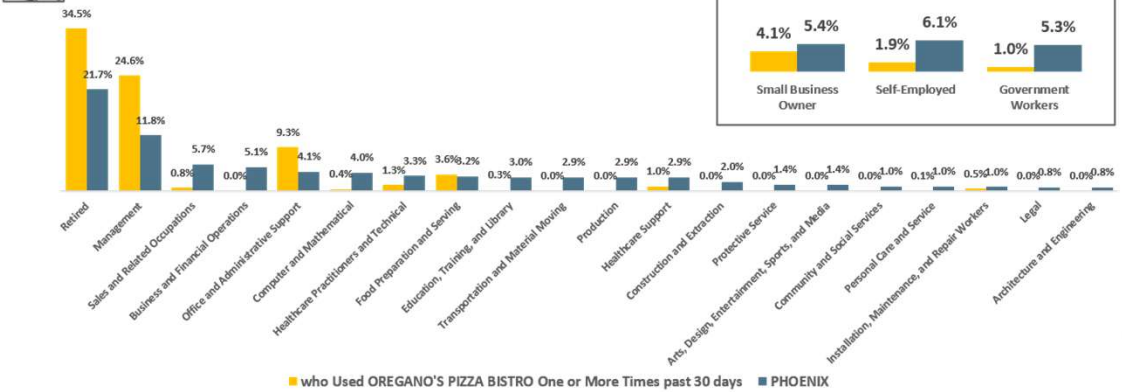
Employment: Adults 18 or older



Marital Status: Adults 18 or older

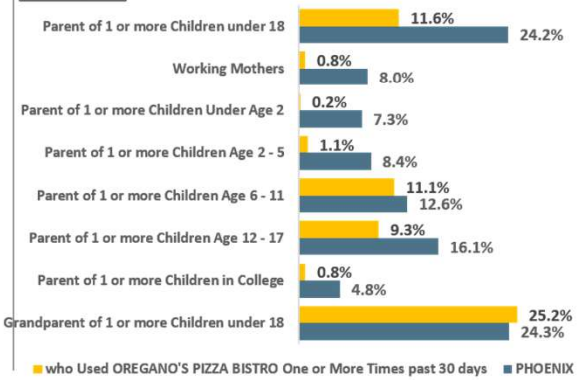


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

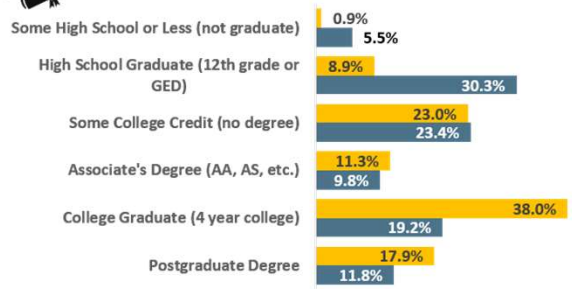
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

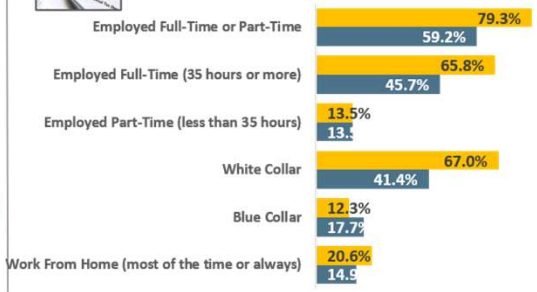
PHX

2.2% or 106,083 of PHOENIX DMA Adults 18 or older Used PITA JUNGLE One or More Times past 30 days. Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days are 80.3% more likely to be a college graduate, 44.2% more likely to work full-time, 28.1% more likely to be married, 99.3% more likely to be a parent of 1 or more children under 18.

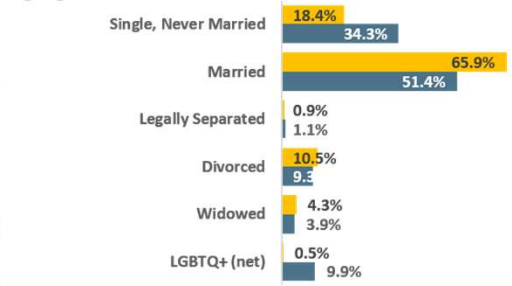
Education Levels: Adults 18 or older



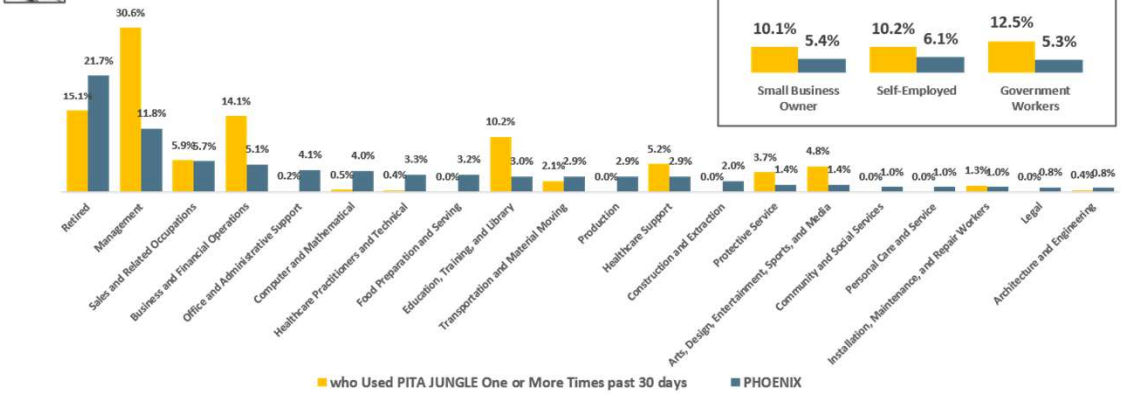
Employment: Adults 18 or older



Marital Status: Adults 18 or older

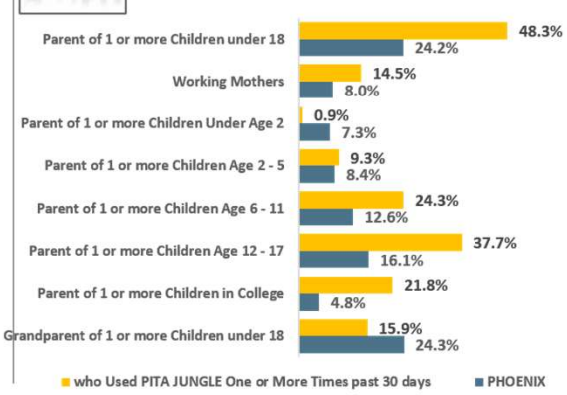


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

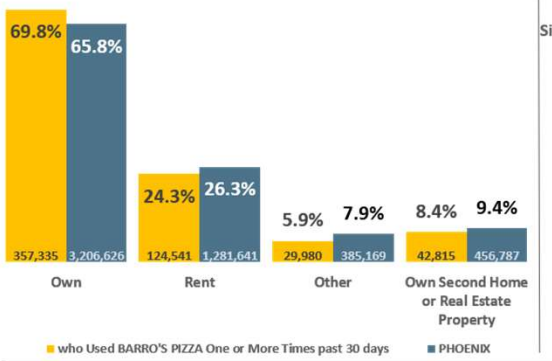


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

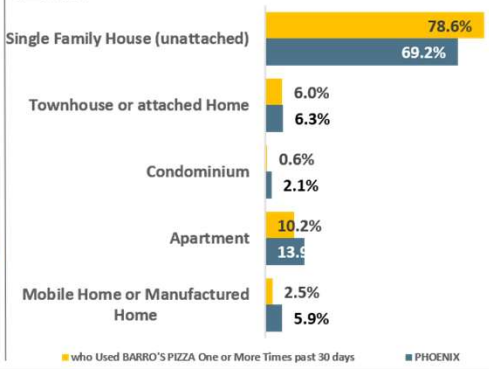
Sit-down restaurants used past 30 days: Pita Jungle

10.5% or 511,856 of PHOENIX DMA Adults 18 or older Used BARRO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days are 6.1% more likely to own their home, 1.2% more likely to own a lower valued home, 13.7% more likely to have a single-family home, 21.2% more likely to have a dog.

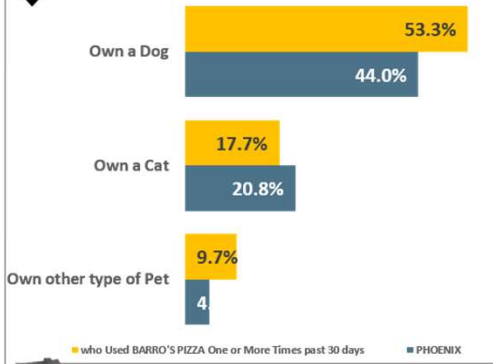
Own/Rent/Other: Adults 18 or older



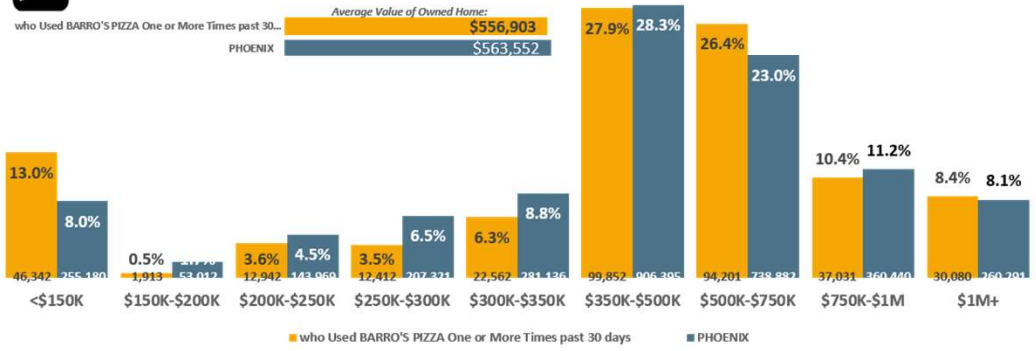
Type of Home: Adults 18 or older



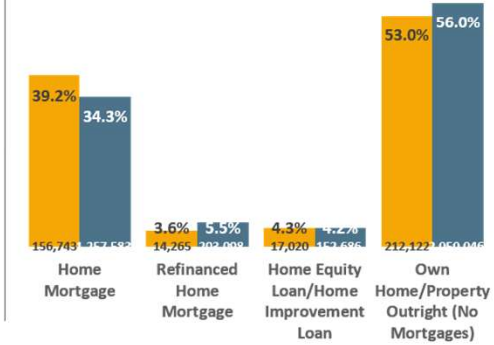
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

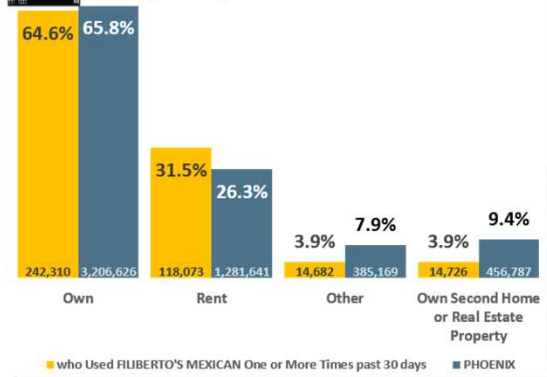
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

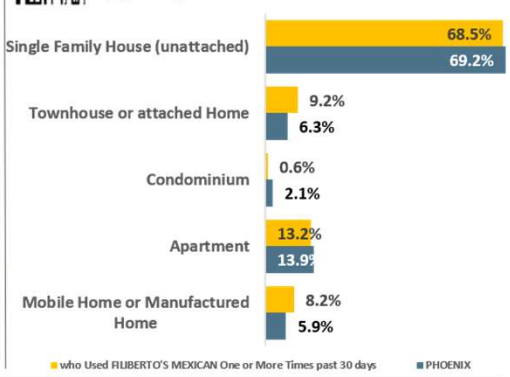
PHX

7.7% or 375,065 of PHOENIX DMA Adults 18 or older Used FILIBERTO'S MEXICAN One or More Times past 30... Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days are 1.8% less likely to own their home, 14.9% more likely to own a lower valued home, 1.% less likely to have a single-family home, 44.7% more likely to have a dog.

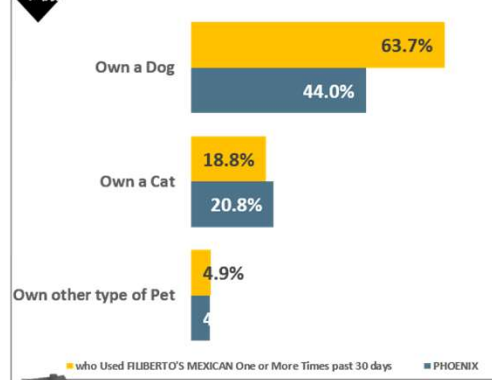
Own/Rent/Other: Adults 18 or older



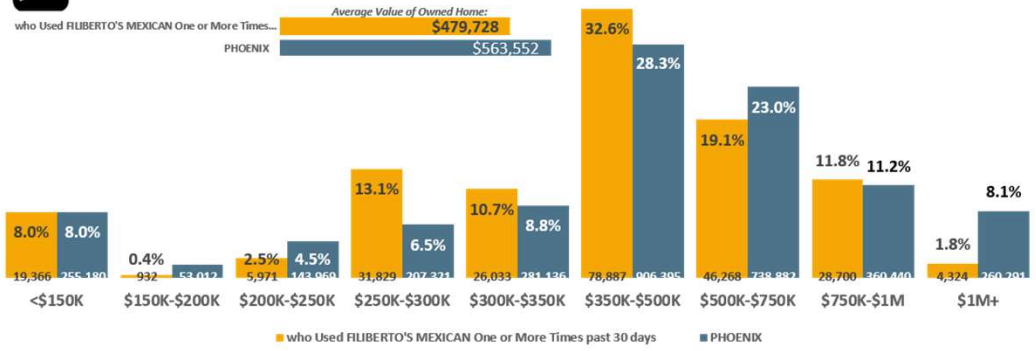
Type of Home: Adults 18 or older



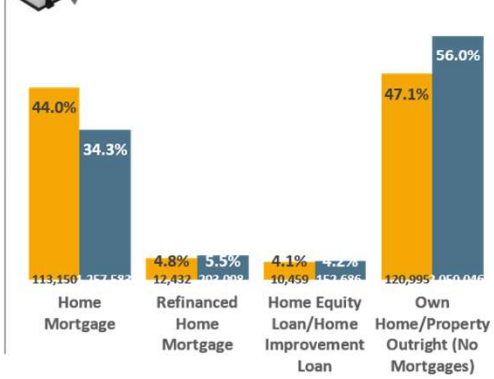
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

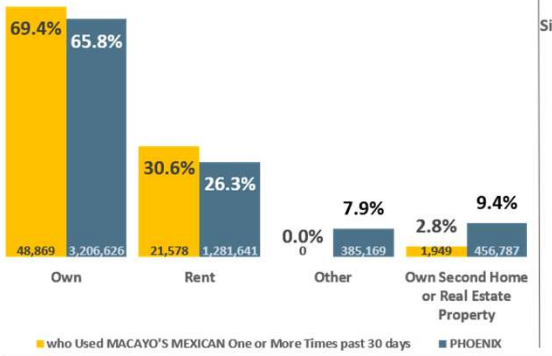
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Filiberto's Mexican

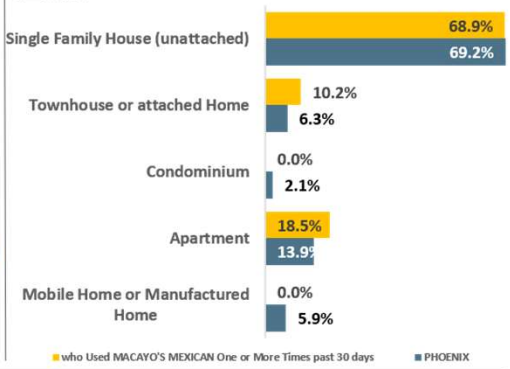
Macayo's Mexican Food PHX

1.4% or 70,447 of PHOENIX DMA Adults 18 or older Used MACAYO'S MEXICAN One or More Times past 30 days. Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days are 5.4% more likely to own their home, 12.4% more likely to own a lower valued home, .3% less likely to have a single-family home, 33.6% less likely to have a dog.

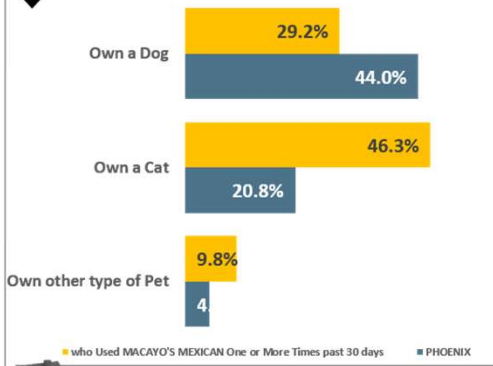
Own/Rent/Other: Adults 18 or older



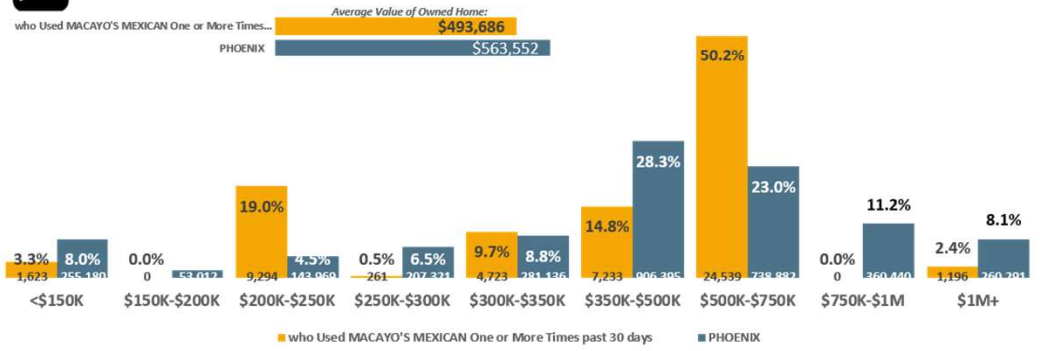
Type of Home: Adults 18 or older



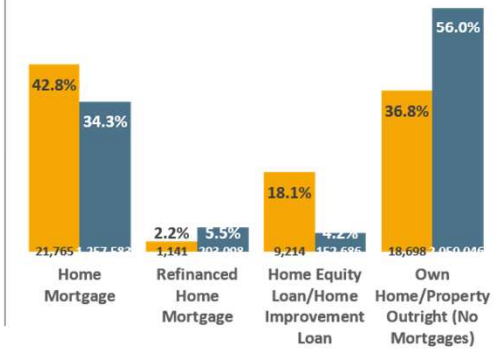
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

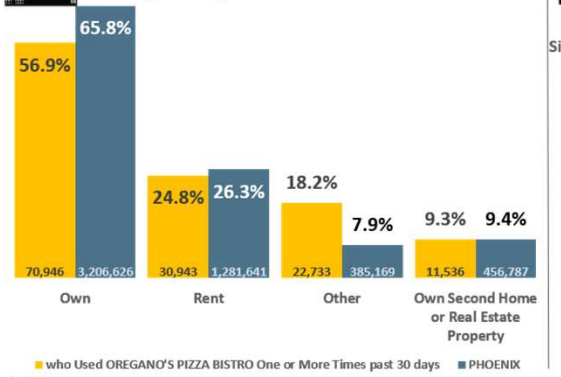


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

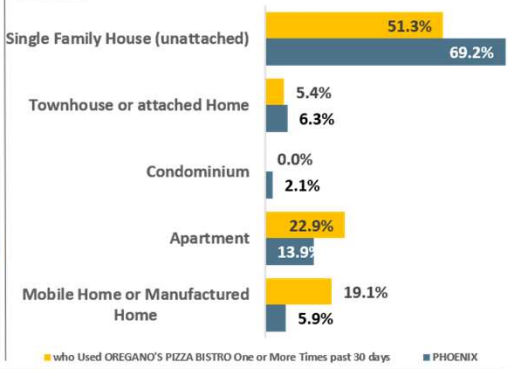
Sit-down restaurants used past 30 days: Macayo's

2.6% or 124,622 of PHOENIX DMA Adults 18 or older Used OREGANO'S PIZZA BISTRO One or More Times past… Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days are 13.5% less likely to own their home, 3.% more likely to own a higher valued home, 25.9% less likely to have a single-family home, 59.3% less likely to have a dog.

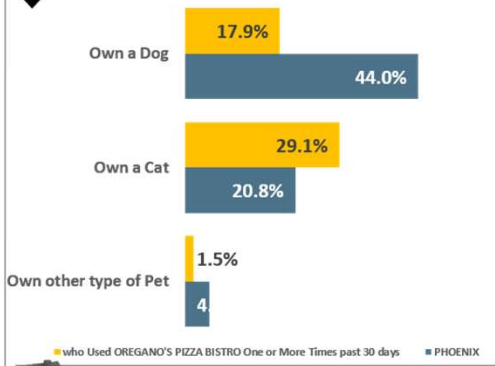
Own/Rent/Other: Adults 18 or older



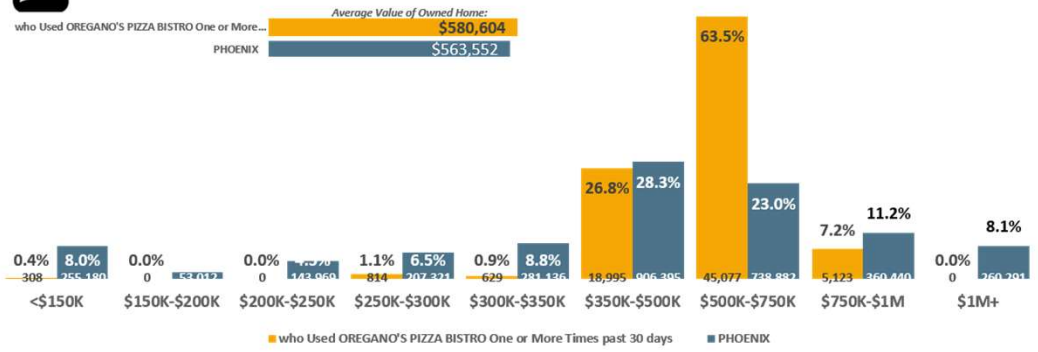
Type of Home: Adults 18 or older



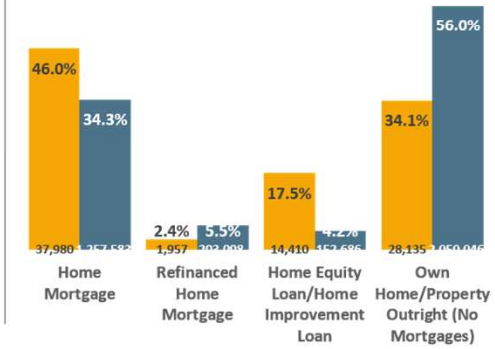
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

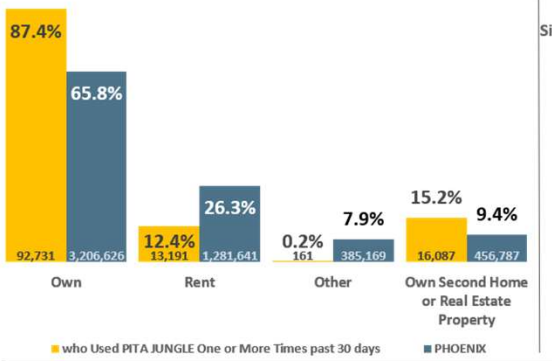
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

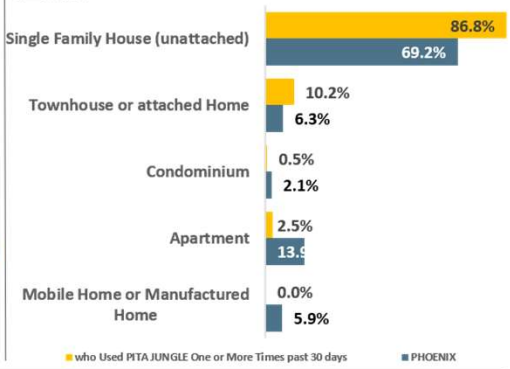
PHX

2.2% or 106,083 of PHOENIX DMA Adults 18 or older Used PITA JUNGLE One or More Times past 30 days. Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days are 32.9% more likely to own their home, 7.3% more likely to own a lower valued home, 25.4% more likely to have a single-family home, 17.5% less likely to have a dog.

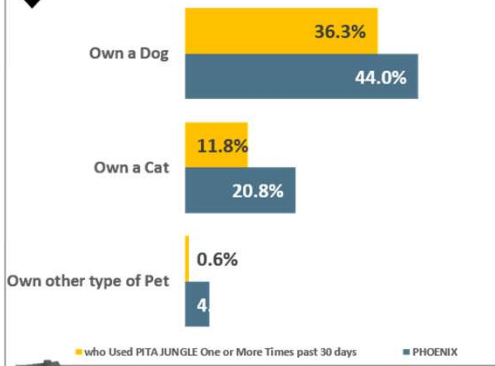
Own/Rent/Other: Adults 18 or older



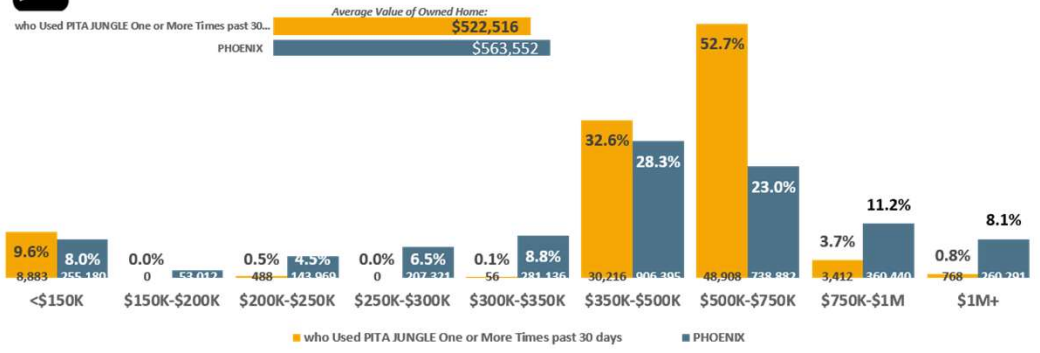
Type of Home: Adults 18 or older



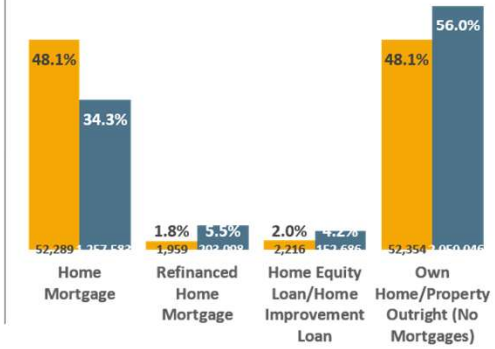
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



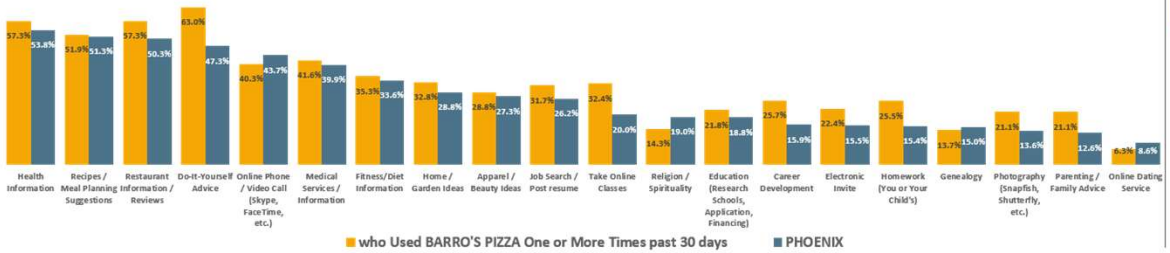
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

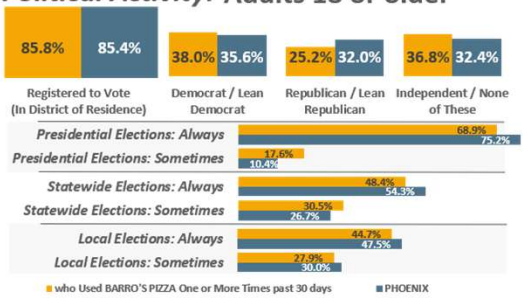
Sit-down restaurants used past 30 days: Pita Jungle

10.5% or 511,856 of PHOENIX DMA Adults 18 or older Used BARRO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days are 33.1% more likely to look up D-I-Y advice online, 6.7% less likely to always vote in local elections, 1.2% more likely to belong to a gym, 11.8% more likely to fly domestic past y

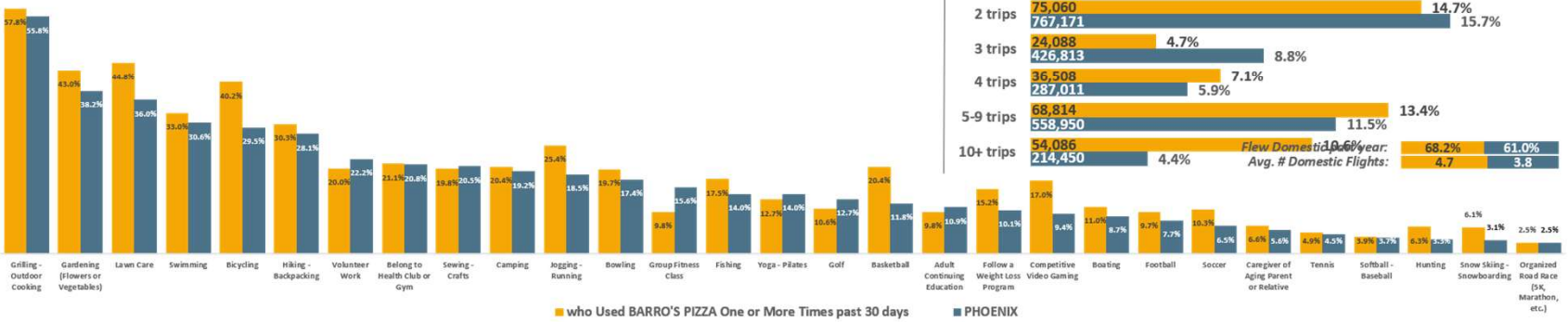
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

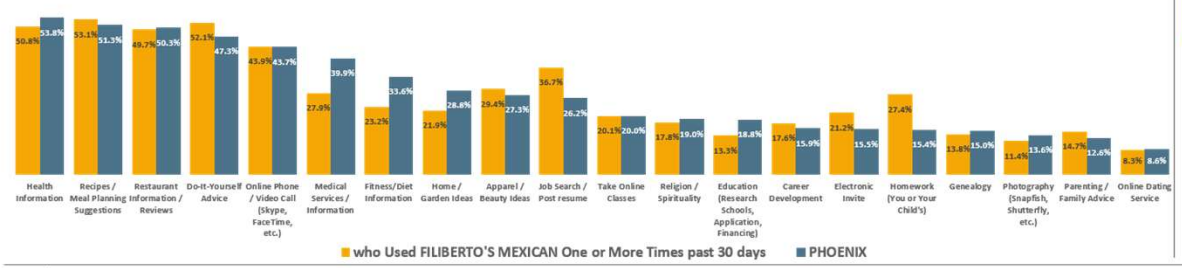
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

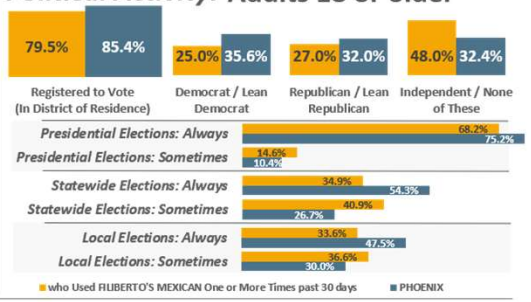
Quick service restaurants used past 30 days: Barro's Pizza

7.7% or 375,065 of PHOENIX DMA Adults 18 or older Used FILIBERTO'S MEXICAN One or More Times past 30… Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days are 10.7% more likely to look up D-I-Y advice online, 29.4% less likely to always vote in local elections, 22.9% less likely to belong to a gym, 8.% less likely to fly domestic

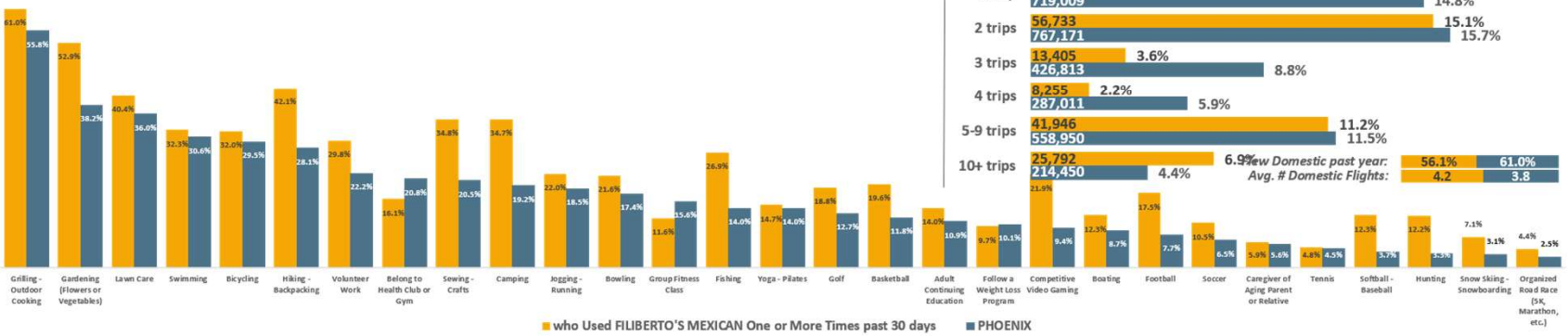
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

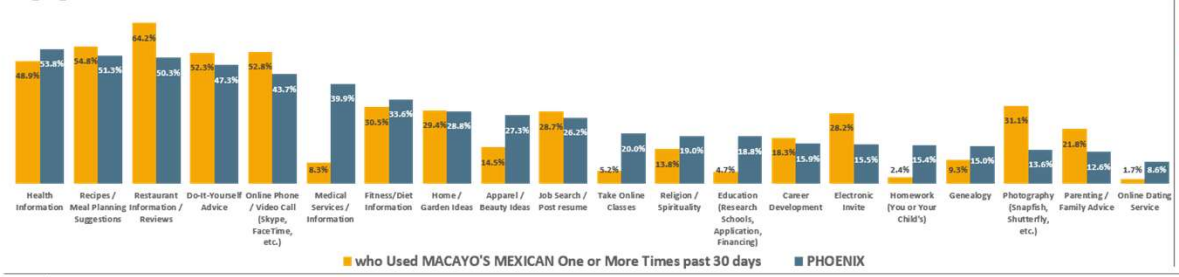
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

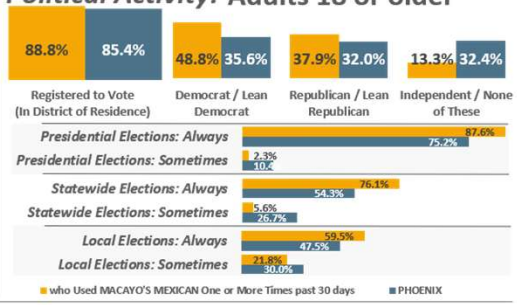
Quick service restaurants used past 30 days: Filiberto's Mexican

1.4% or 70,447 of PHOENIX DMA Adults 18 or older Used MACAYO'S MEXICAN One or More Times past 30... Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days are 10.4% more likely to look up D-I-Y advice online, 25.2% more likely to always vote in local elections, 104.7% more likely to belong to a gym, 3.% more likely to fly domestic p

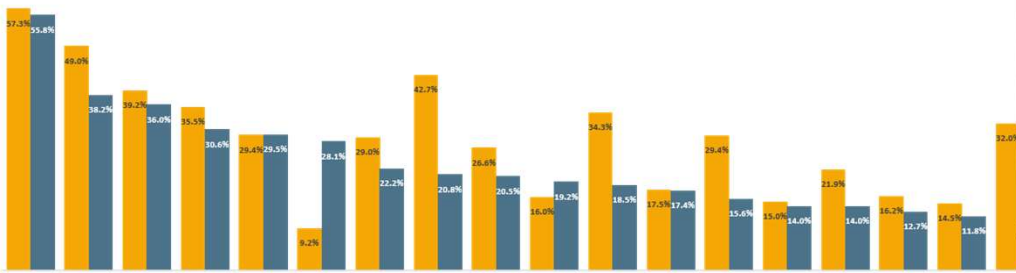
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



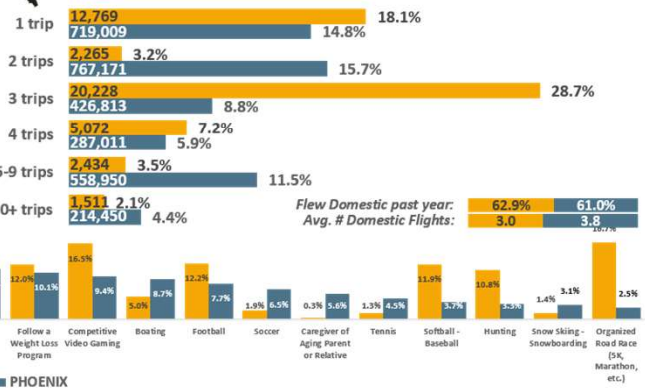
Political Activity: Adults 18 or older



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



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

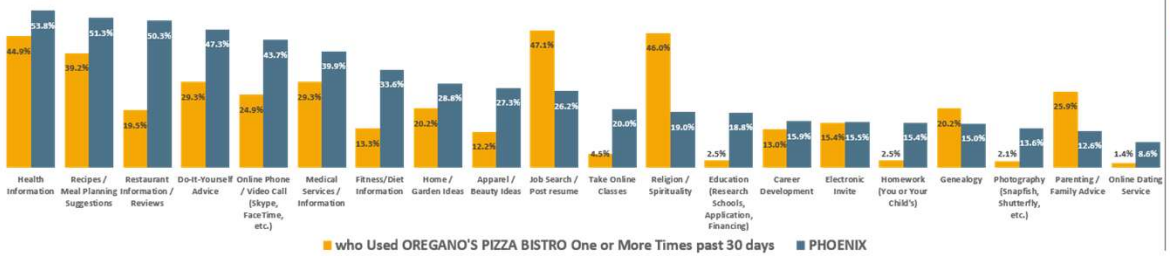


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

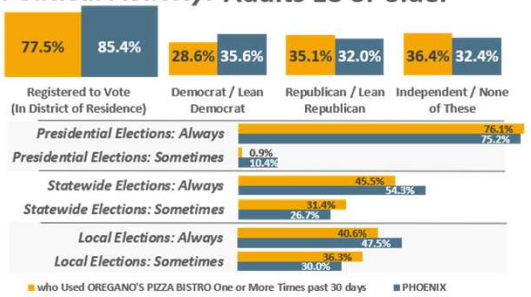
Sit-down restaurants used past 30 days: Macayo's

2.6% or 124,622 of PHOENIX DMA Adults 18 or older Used OREGANO'S PIZZA BISTRO One or More Times past... Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days are 38.1% less likely to look up D-I-Y advice online, 14.6% less likely to always vote in local elections, 45.7% more likely to belong to a gym, 42.1% more likely to fly dom

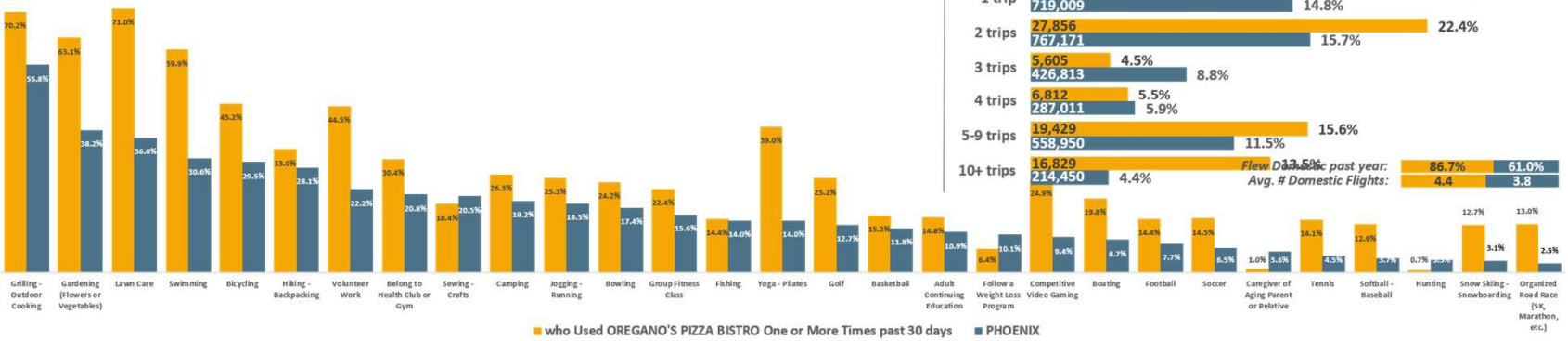
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

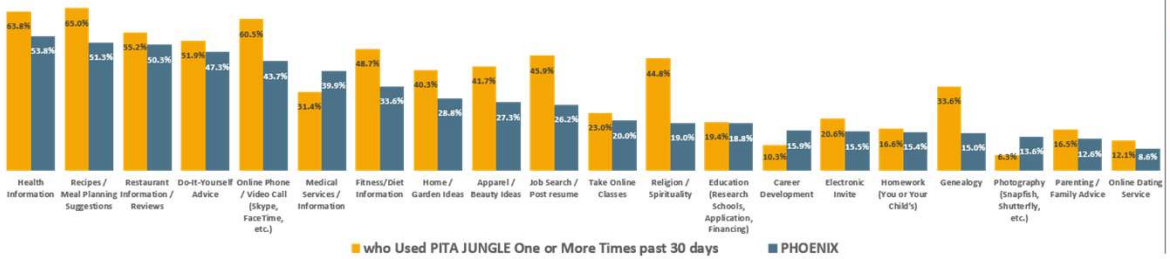
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

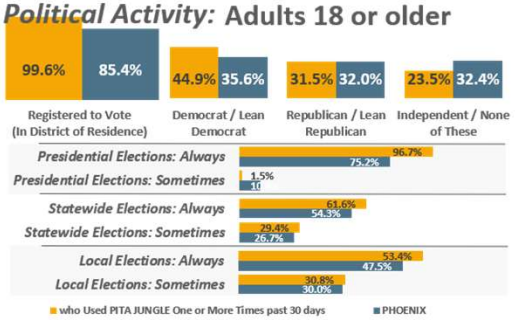
PHX

2.2% or 106,083 of PHOENIX DMA Adults 18 or older Used PITA JUNGLE One or More Times past 30 days. Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days are 9.7% more likely to look up D-I-Y advice online, 12.3% more likely to always vote in local elections, 146.9% more likely to belong to a gym, 26.1% more likely to fly domestic past

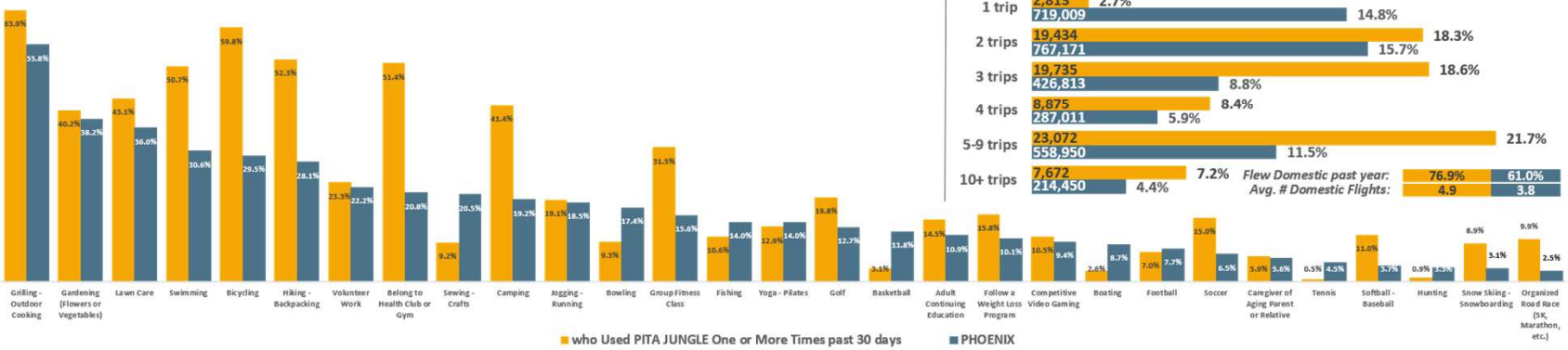
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Sit-down restaurants used past 30 days: Pita Jungle

10.5% or 511,856 of PHOENIX DMA Adults 18 or older Used BARRO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days are 17.5% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 8.6% more likely to use Casinos past yr., 32.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 511,856 | 85.1% 4,146,199

Avg. Monthly QSR Meals: 8.9 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 84.1% 430,600 | 71.5% 3,482,773

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 3.6

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 BARRO'S PIZZA One or More Times past 30... 83,038 16.2%

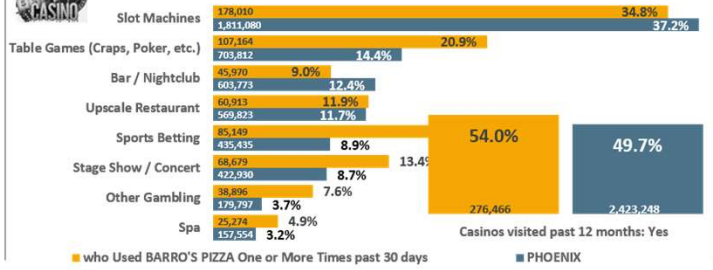
PHOENIX 899,515 18.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

7.7% or 375,065 of PHOENIX DMA Adults 18 or older Used FILIBERTO'S MEXICAN One or More Times past 30 days. Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days are 17.5% more likely to use QSRs past mo., 22.1% more likely to use Sit-Down Restaurants past mo., 3.8% less likely to use Casinos past yr., 47.7% more likely to smoke cigaret

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

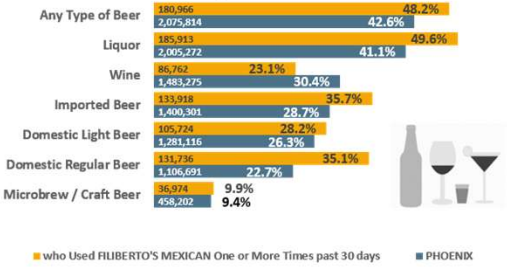
(Sit-Down Restaurants Used Past 30-days)



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

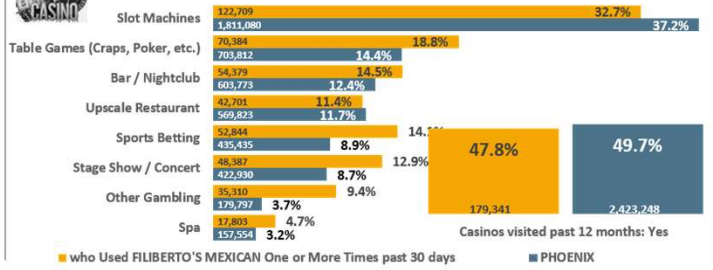


Drank Past 30-days: Adults 18 or older

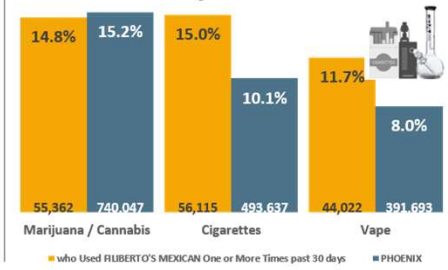


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Filiberto's Mexican

Macayo's Mexican Food

PHX

1.4% or 70,447 of PHOENIX DMA Adults 18 or older Used MACAYO'S MEXICAN One or More Times past 30 days. Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days are 16.5% more likely to use QSRs past mo., 39.9% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 51.3% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.1% 69,846 | 85.1% 4,146,199

Avg. Monthly QSR Meals: 6.0 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 100.0% 70,447 | 71.5% 3,482,773

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 3.6

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 MACAYO'S MEXICAN One or More Times... 7,007 9.9%

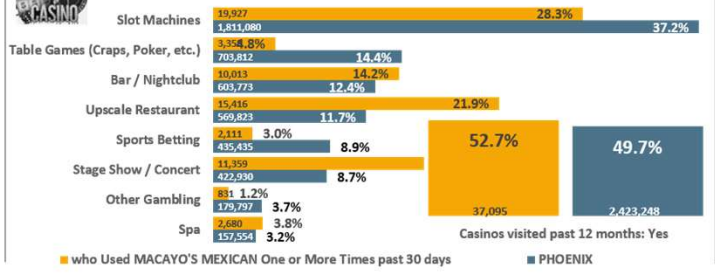
PHOENIX 899,515 18.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Sit-down restaurants used past 30 days: Macayo's

2.6% or 124,622 of PHOENIX DMA Adults 18 or older Used OREGANO'S PIZZA BISTRO One or More Times past 30… Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days are 13.5% more likely to use QSRs past mo., 39.9% more likely to use Sit-Down Restaurants past mo., 61.4% more likely to use Casinos past yr., 89.4% less likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.6% 120,362 | 85.1% 4,146,199

Avg. Monthly QSR Meals: 10.0

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



Total Monthly Sit-Down Restaurant Users: 100.0% 124,622 | 71.5% 3,482,773

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 3.6

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 OREGANO'S PIZZA BISTRO One or More… 38,632 31.0%

PHOENIX 899,515 18.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

PITA JUNGLE

PHX

2.2% or 106,083 of PHOENIX DMA Adults 18 or older Used PITA JUNGLE One or More Times past 30 days. Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days are 15.4% more likely to use QSRs past mo., 39.9% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 17.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 98.2% 104,174 | 85.1% 4,146,199

Avg. Monthly QSR Meals: 7.9 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 100.0% 106,083 | 71.5% 3,482,773

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.6

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.)

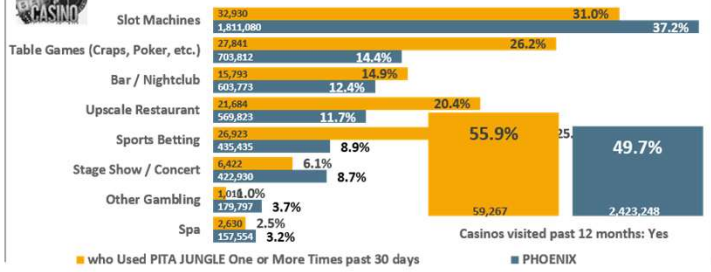
who Used PITA JUNGLE One or More Times past 30 days	38,202	36.0%
PHOENIX	899,515	18.5%

Drank Past 30-days: Adults 18 or older



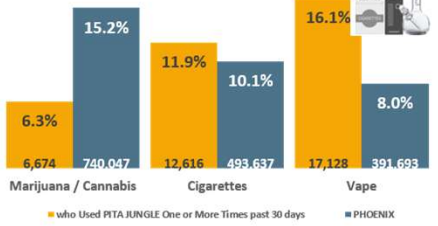
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



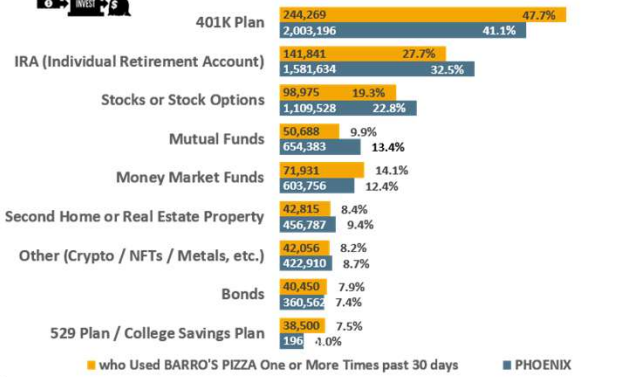


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

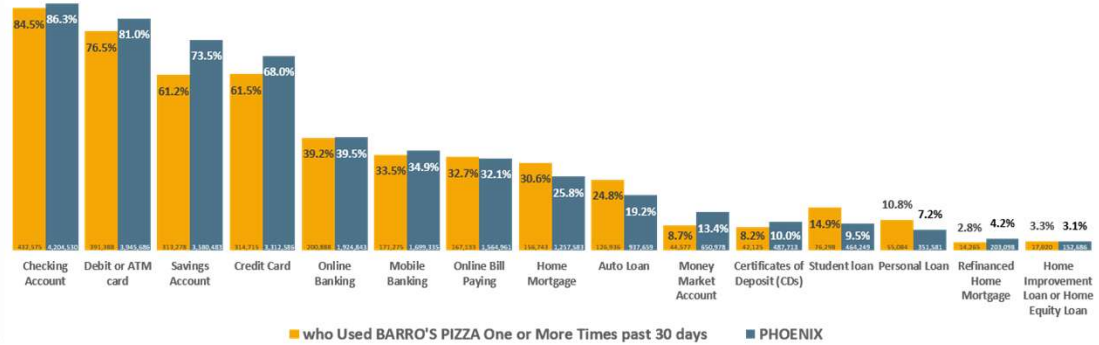
Sit-down restaurants used past 30 days: Pita Jungle

10.5% or 511,856 of PHOENIX DMA Adults 18 or older Used BARRO'S PIZZA One or More Times past 30 days. Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days are 16.1% more likely to have a 401K, 28.9% more likely to have an Auto Loan, 2.2% more likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.

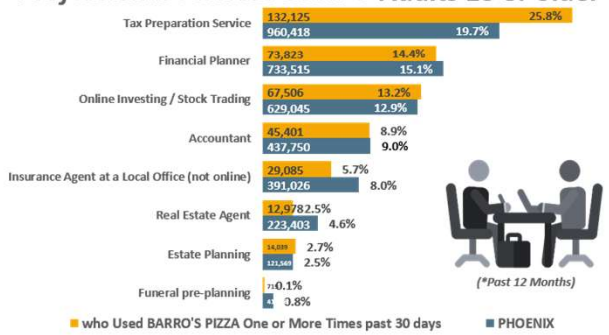
Investments Owned: Adults 18 or older



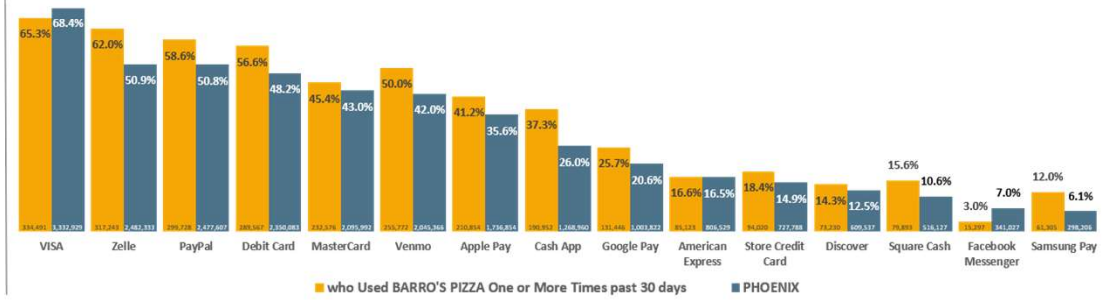
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

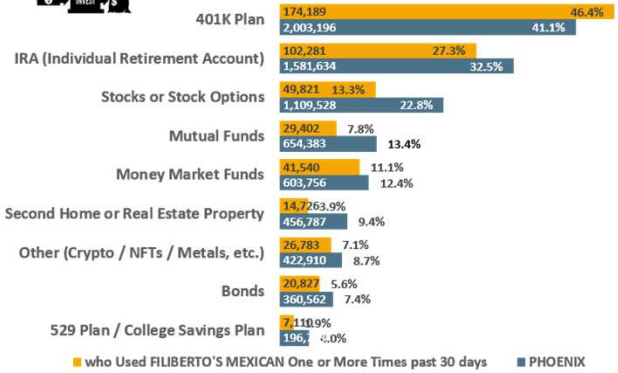
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

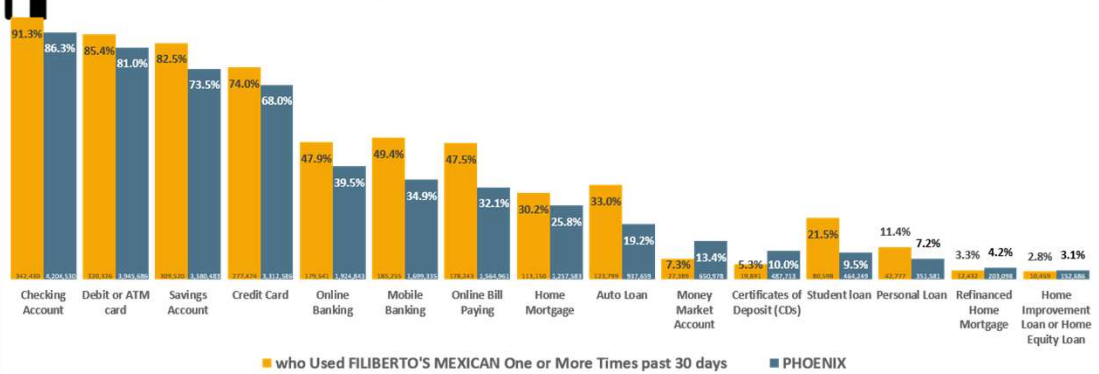
PHX

7.7% or 375,065 of PHOENIX DMA Adults 18 or older Used FILIBERTO'S MEXICAN One or More Times past 30... Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days are 13.% more likely to have a 401K, 71.6% more likely to have an Auto Loan, 33.7% more likely to Invest/Trade Stocks Online, 36.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



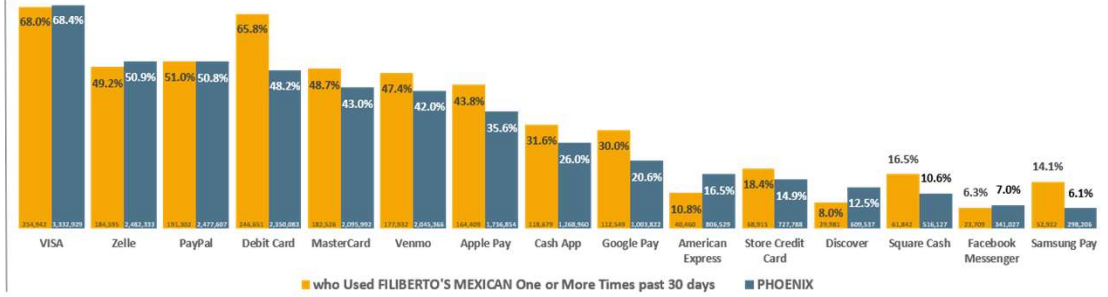
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

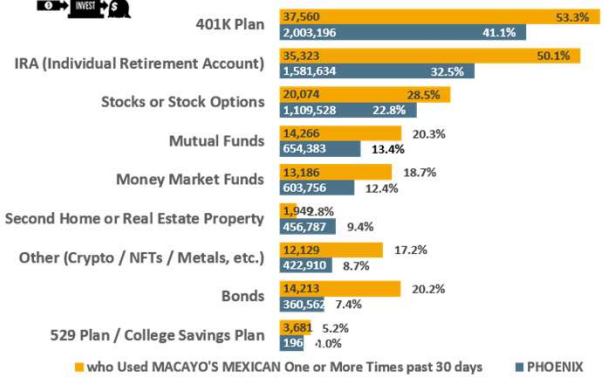
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Filiberto's Mexican

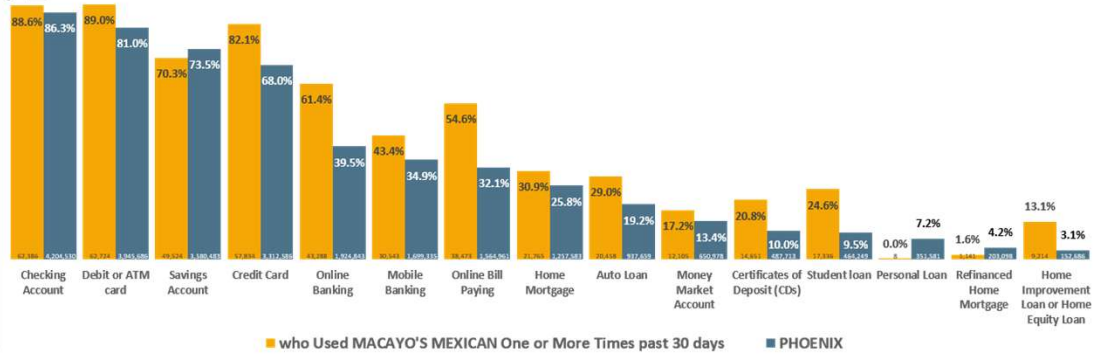
Macayo's Mexican Food PHX

1.4% or 70,447 of PHOENIX DMA Adults 18 or older Used MACAYO'S MEXICAN One or More Times past 30... Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days are 29.7% more likely to have a 401K, 50.9% more likely to have an Auto Loan, 19.3% less likely to Invest/Trade Stocks Online, 5.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



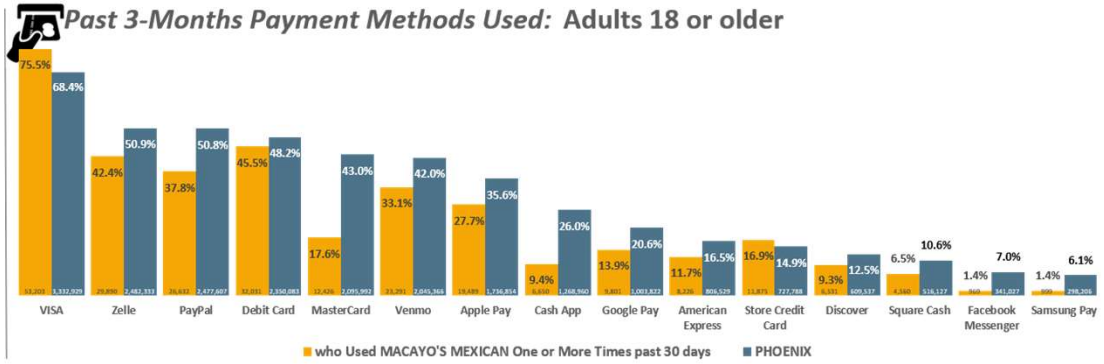
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

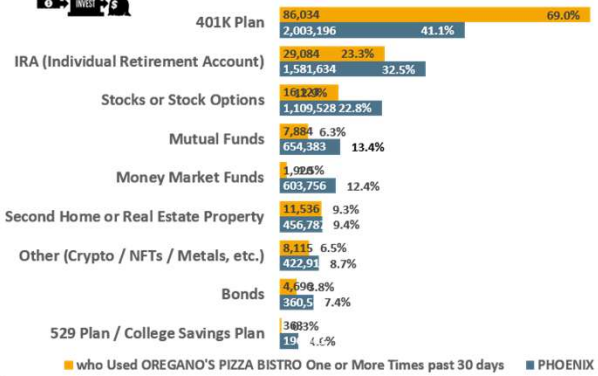


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

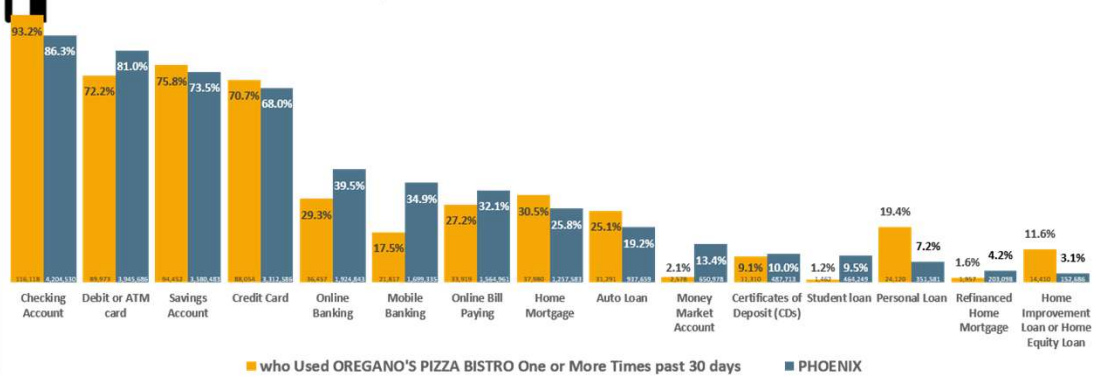
Sit-down restaurants used past 30 days: Macayo's

2.6% or 124,622 of PHOENIX DMA Adults 18 or older Used OREGANO'S PIZZA BISTRO One or More Times past...
Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days are 68.% more likely to have a 401K, 30.5% more likely to have an Auto Loan, 54.7% less likely to Invest/Trade Stocks Online, 24.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



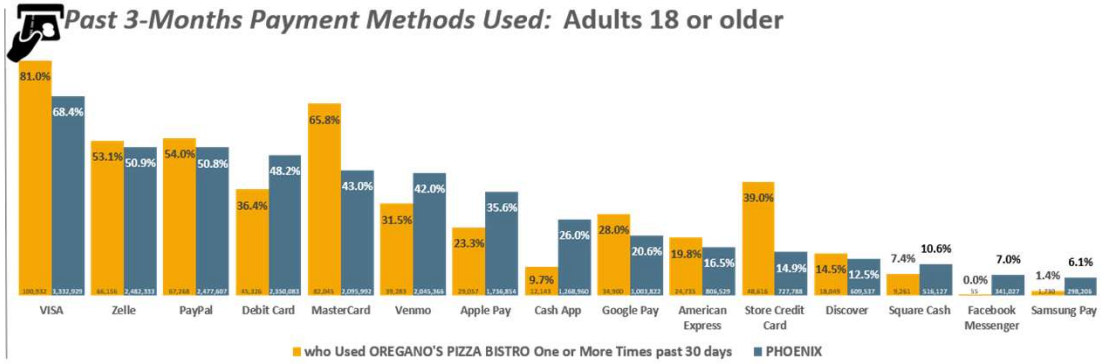
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

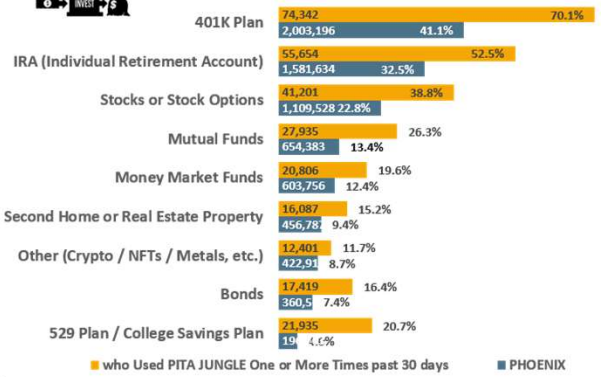
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

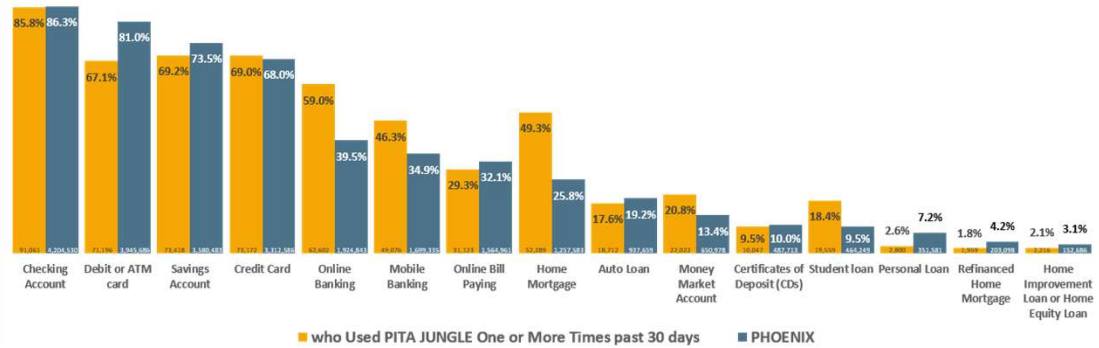
PHX

2.2% or 106,083 of PHOENIX DMA Adults 18 or older Used PITA JUNGLE One or More Times past 30 days. Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days are 70.5% more likely to have a 401K, 8.3% less likely to have an Auto Loan, 72.5% more likely to Invest/Trade Stocks Online, 15.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



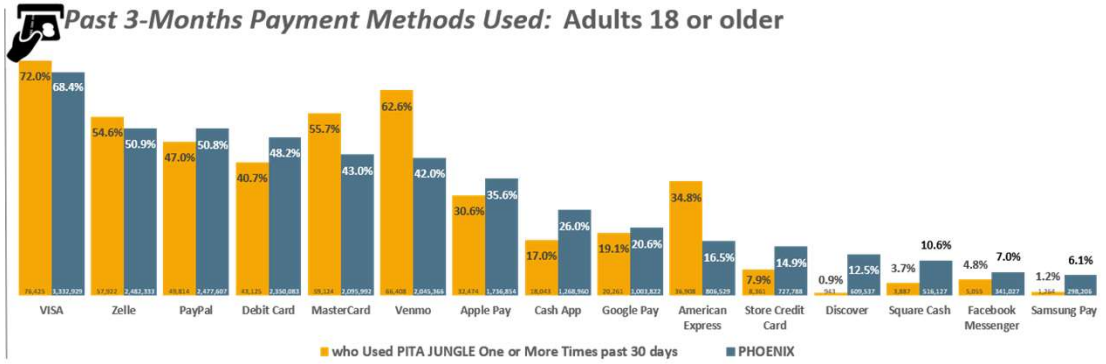
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

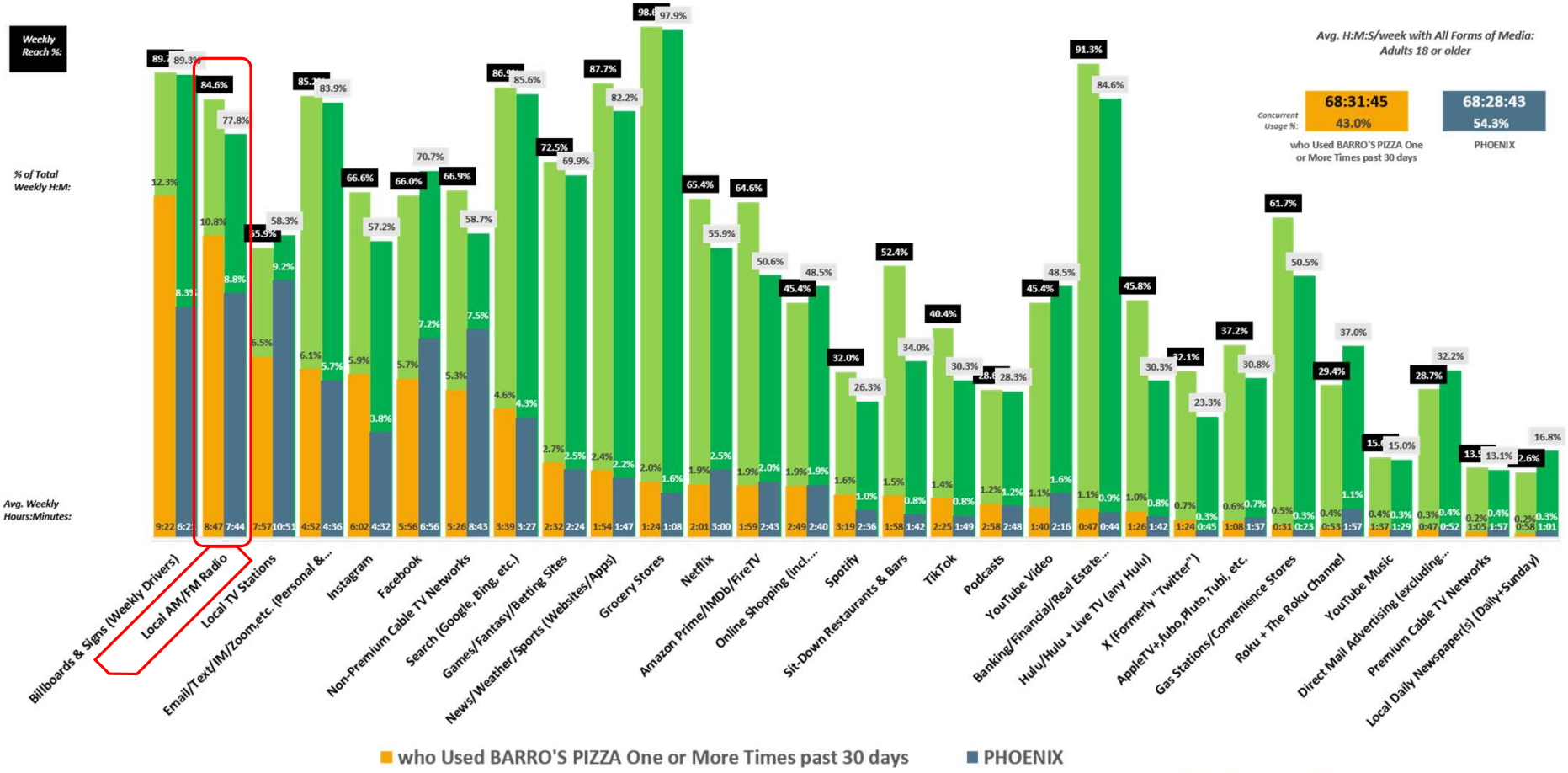


All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Sit-down restaurants used past 30 days: Pita Jungle

Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an average of 2 days, 20 hours, 31 minutes and 45 seconds each week with All Forms of Media.

84.6% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



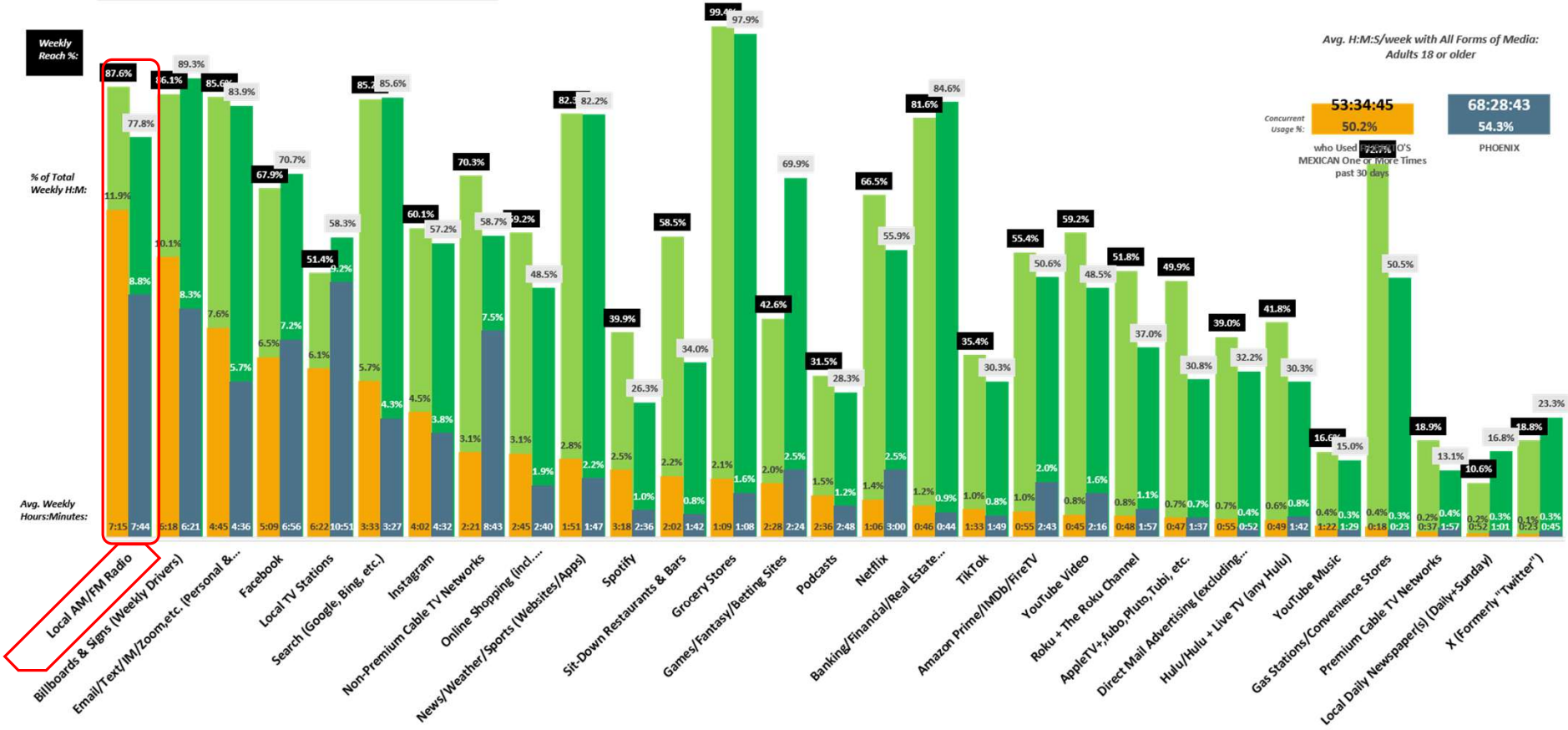
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days spend an average of 2 days, 5 hours, 34 minutes and 45 seconds each week with All Forms of Media.

87.6% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days spend an avg. of 7 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.

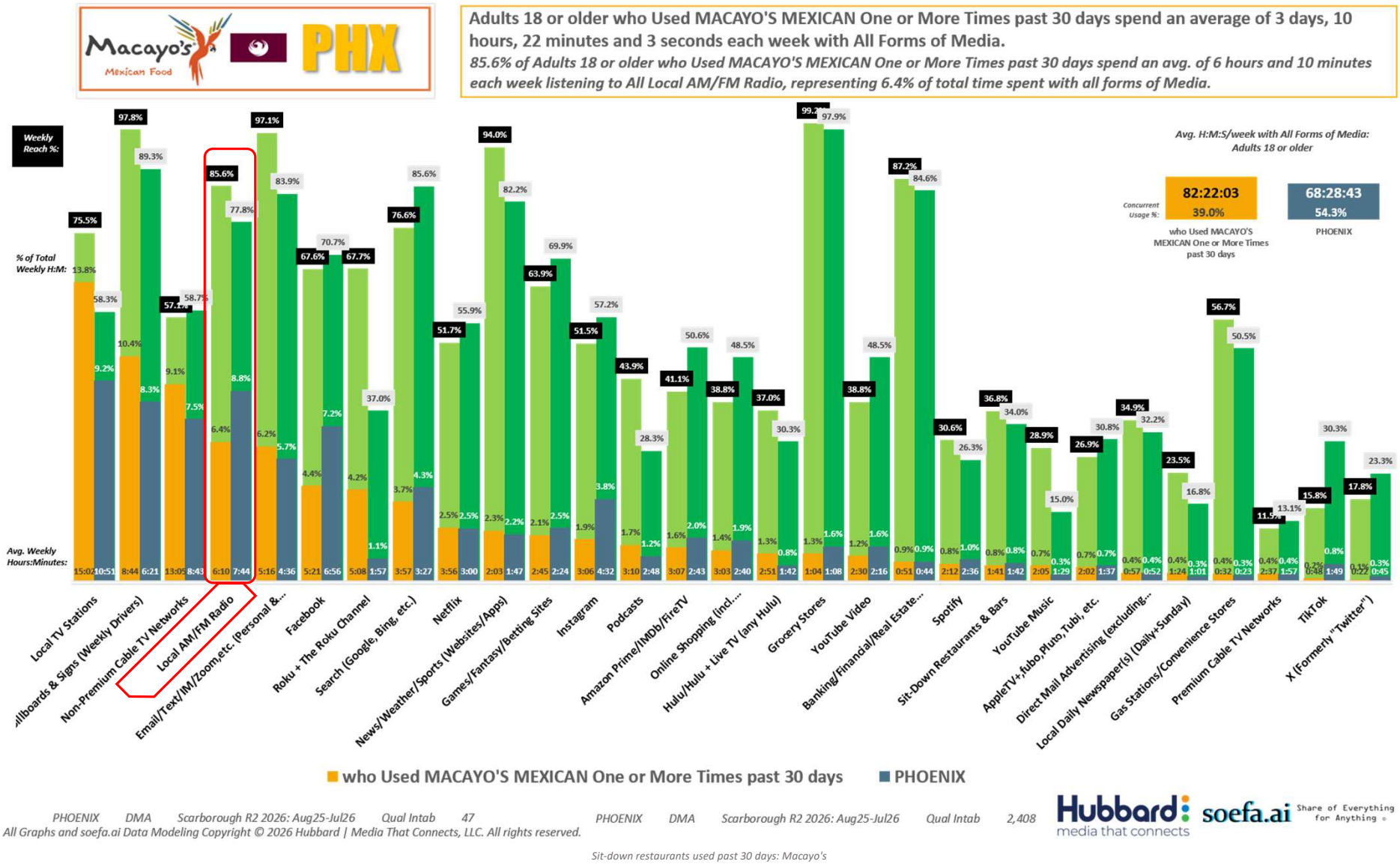


PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

Quick service restaurants used past 30 days: Filiberto's Mexican



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

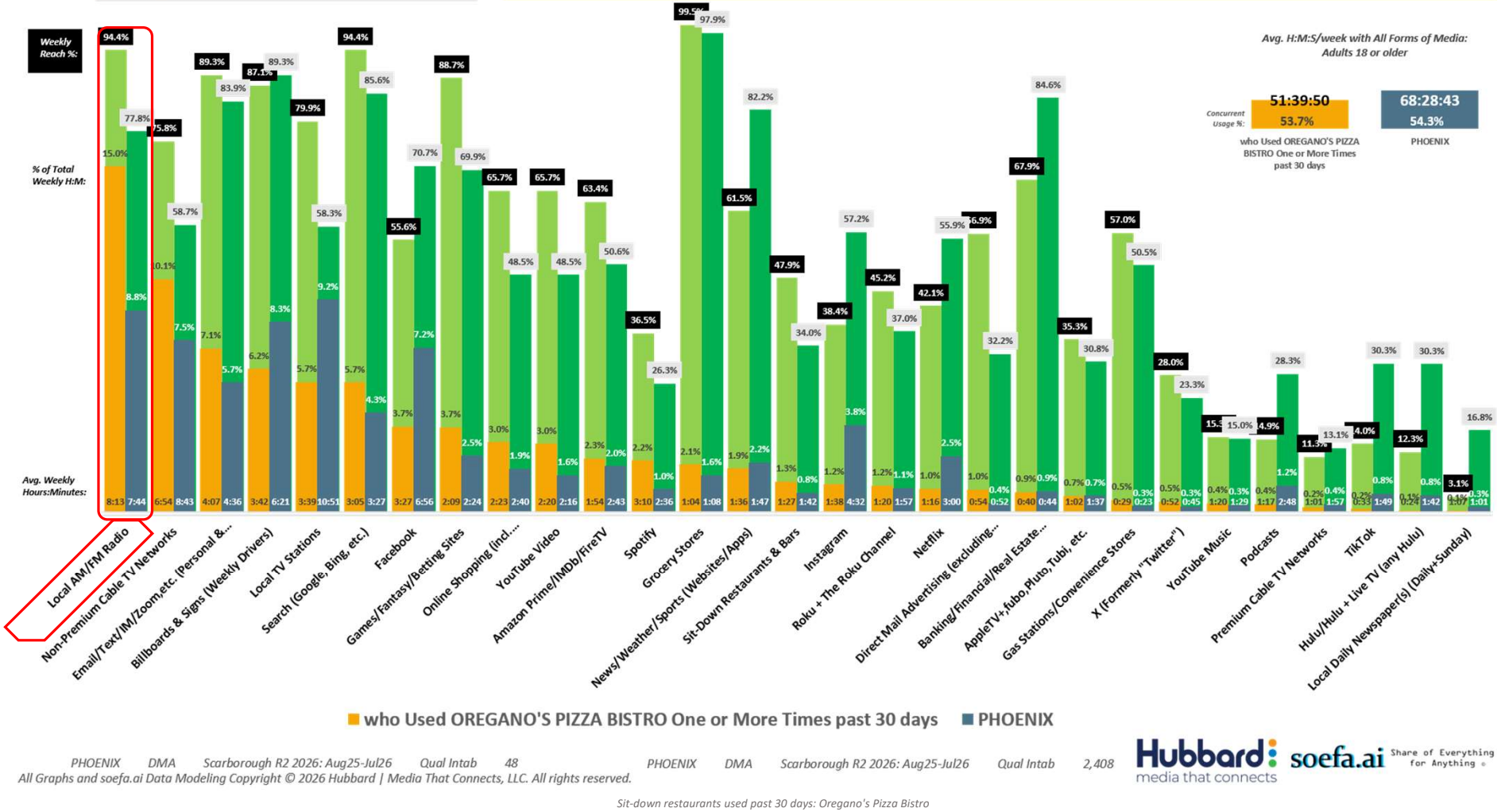
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

Sit-down restaurants used past 30 days: Macayo's

Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days spend an average of 2 days, 3 hours, 39 minutes and 50 seconds each week with All Forms of Media.

94.4% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 15.% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

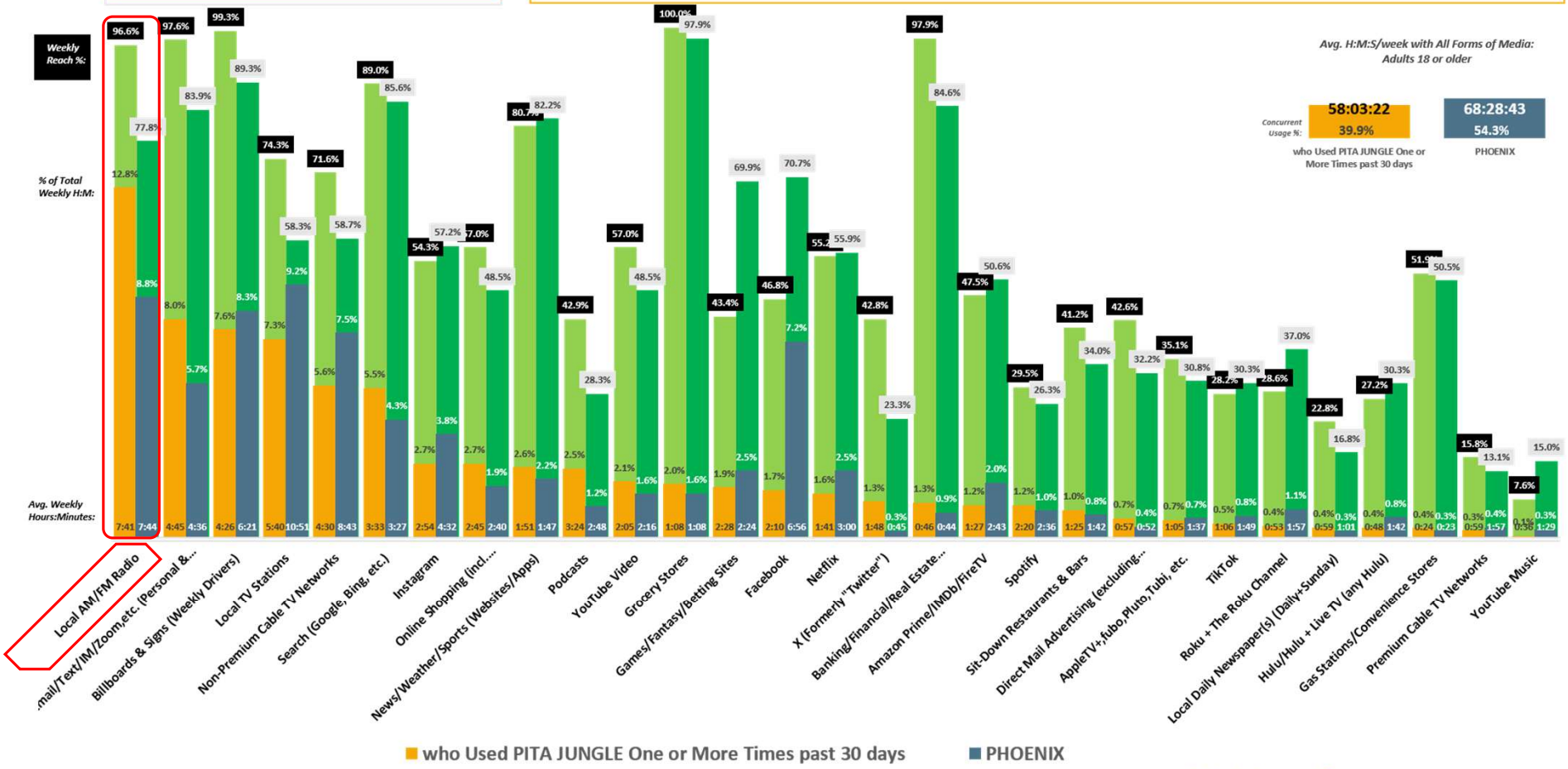
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

PHX

Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an average of 2 days, 10 hours, 3 minutes and 22 seconds each week with All Forms of Media.

96.6% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 12.8% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

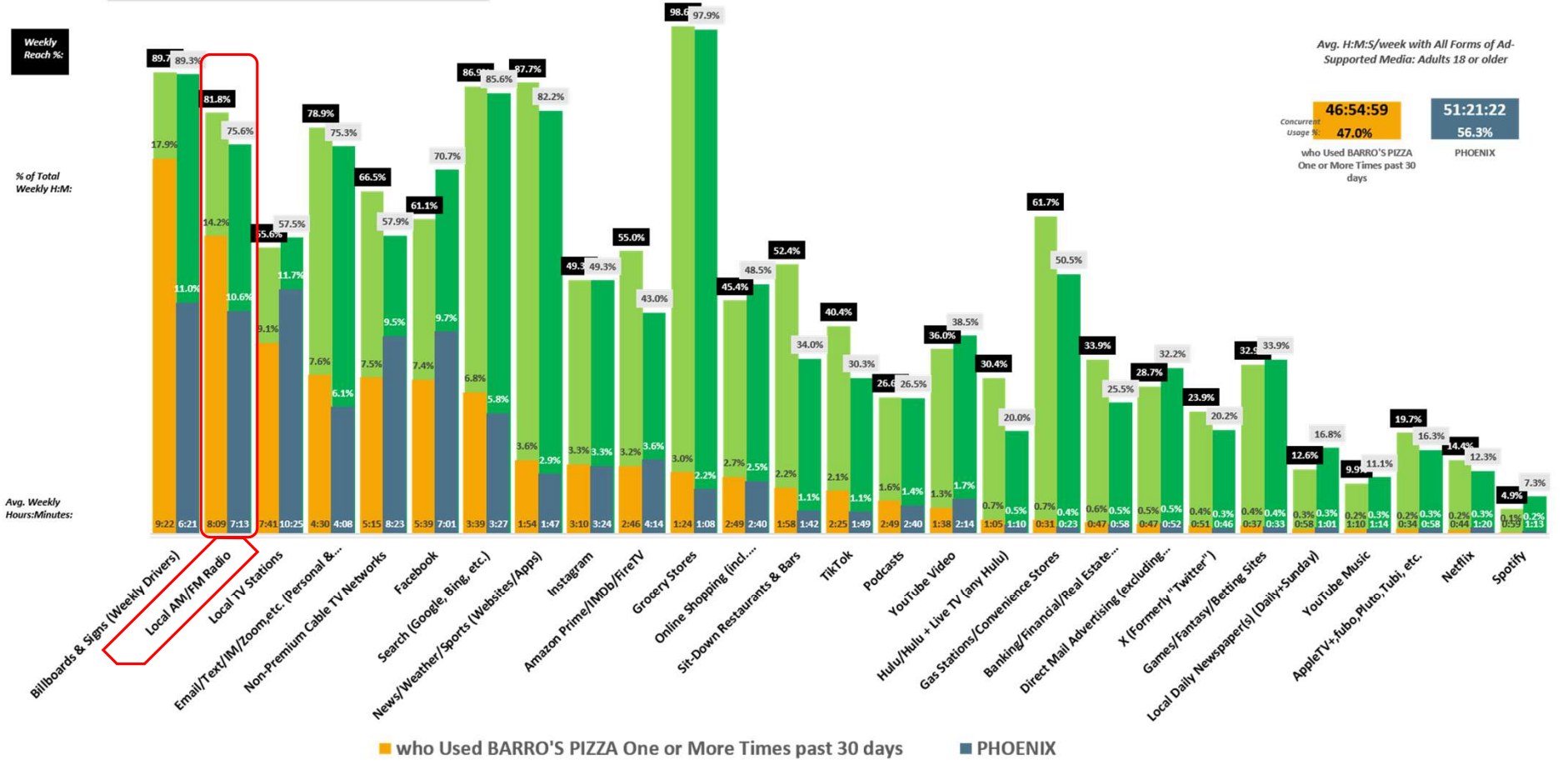
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

Sit-down restaurants used past 30 days: Pita Jungle

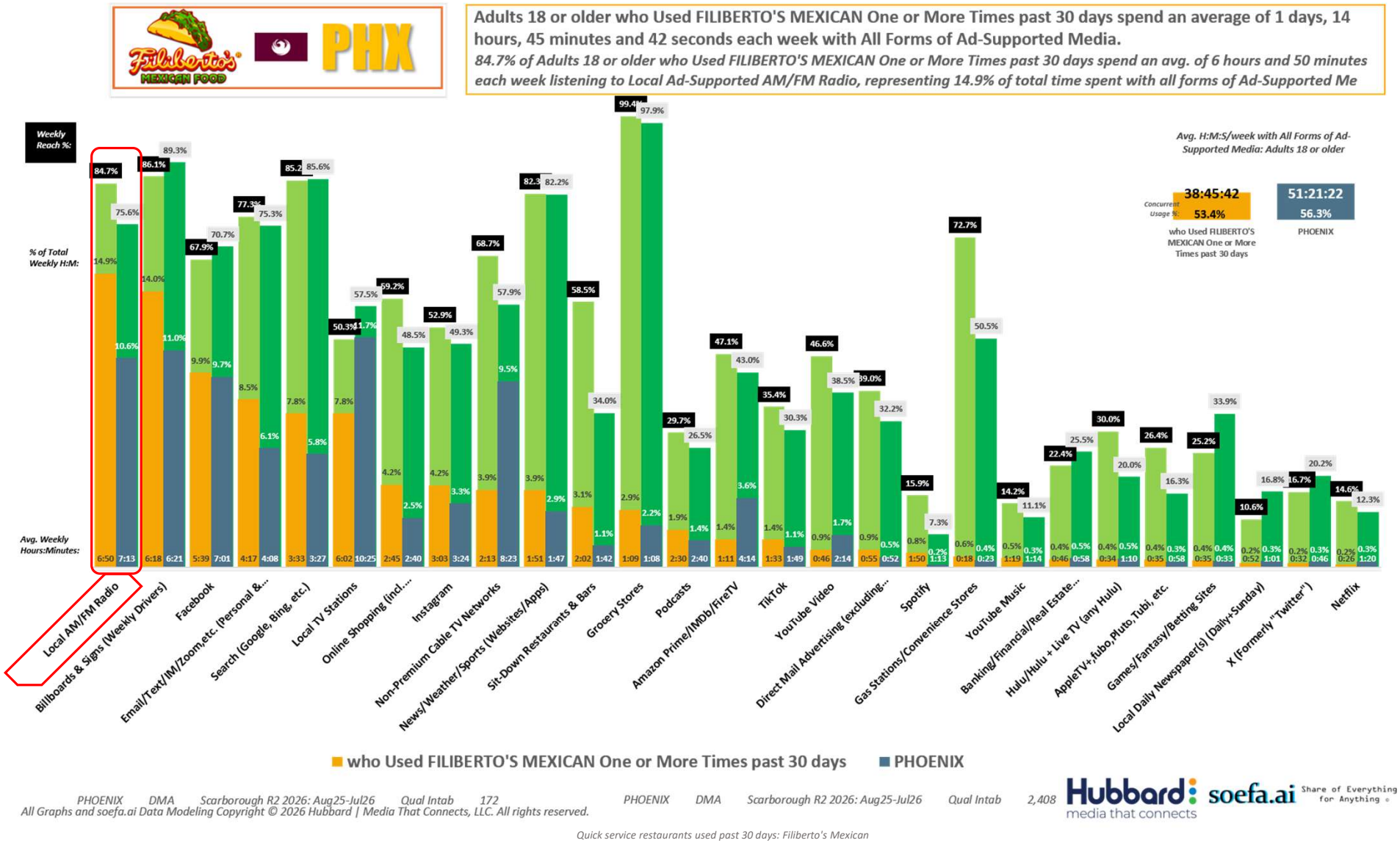
Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an average of 1 days, 22 hours, 54 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

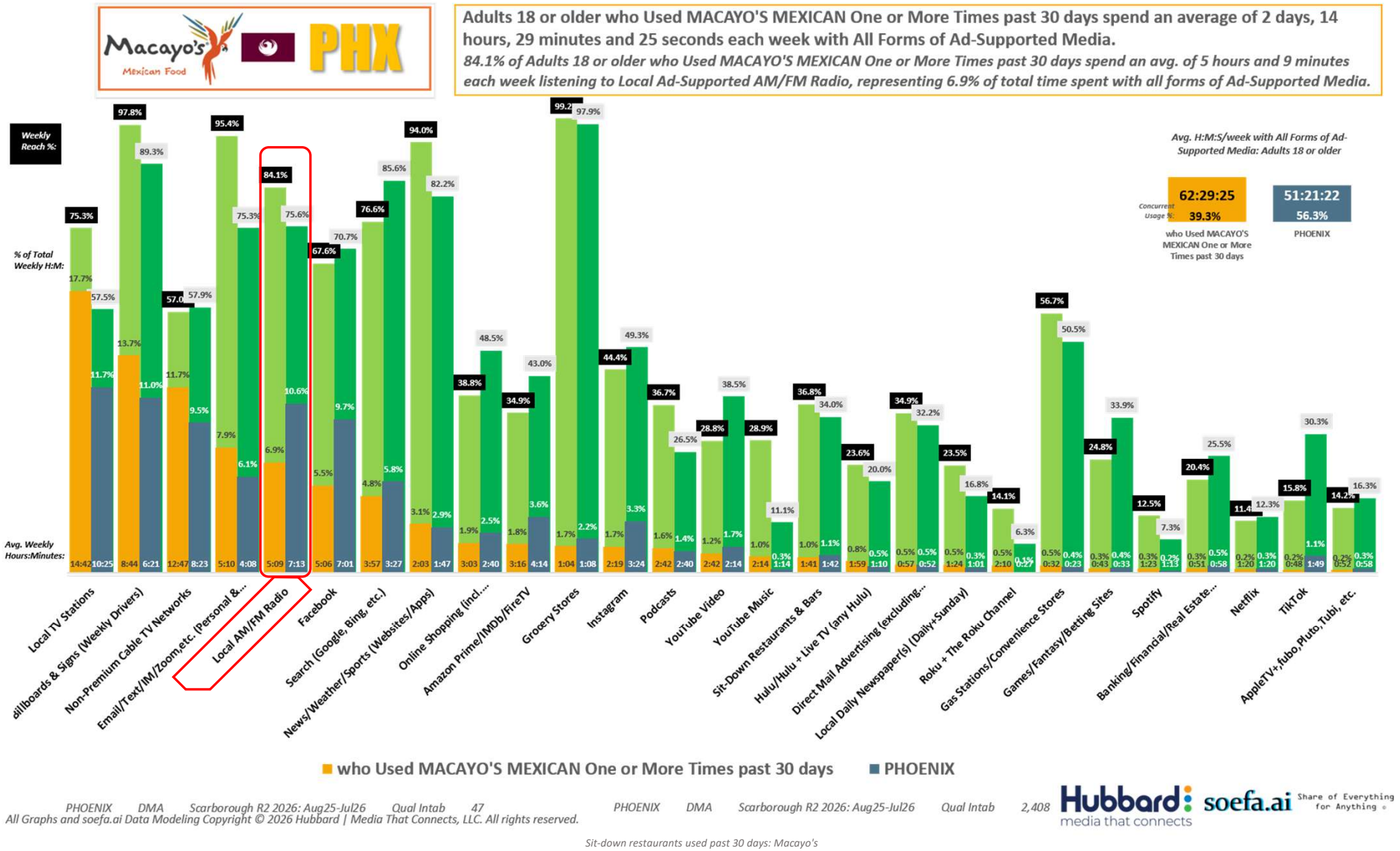


PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

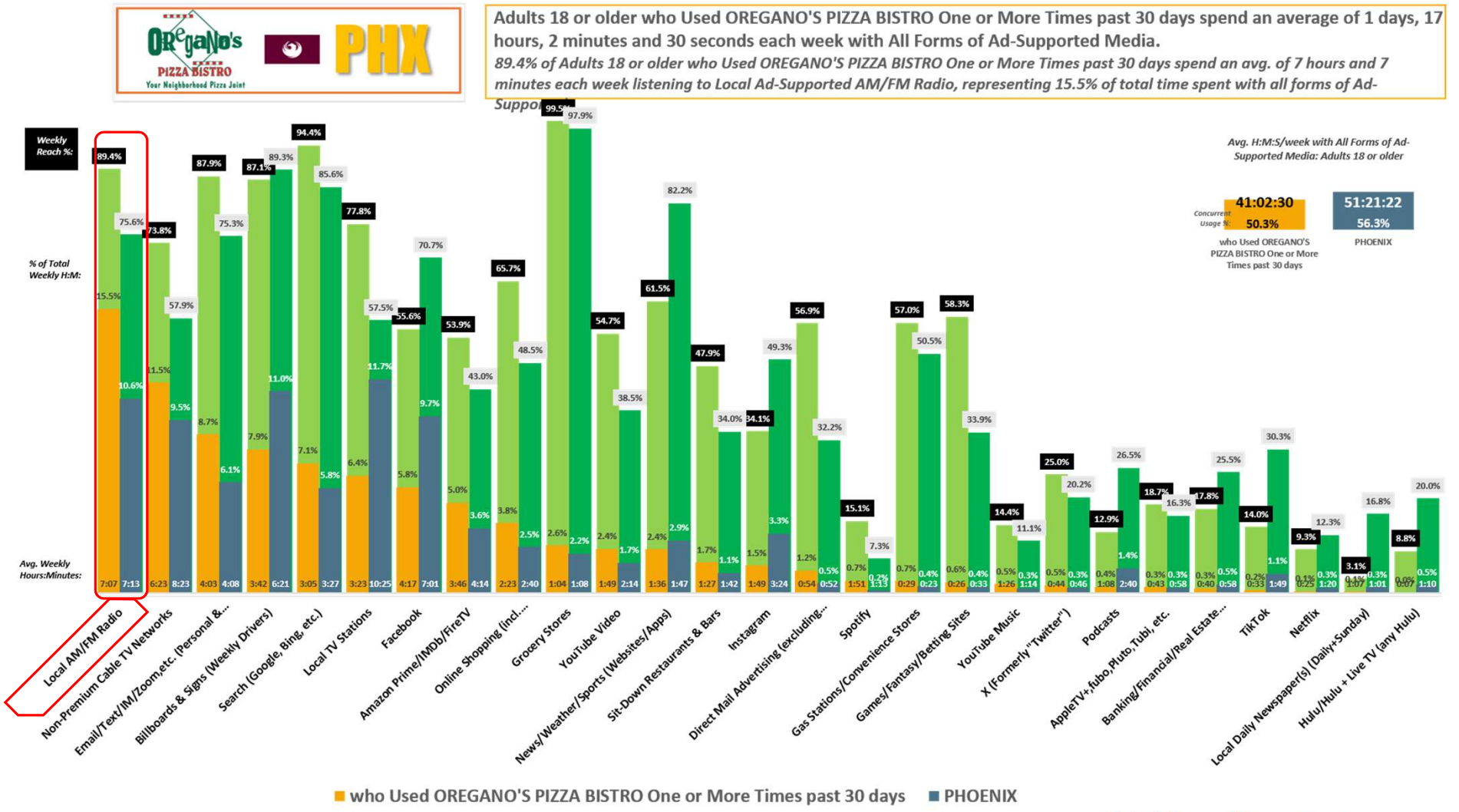
Quick service restaurants used past 30 days: Filiberto's Mexican



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

Sit-down restaurants used past 30 days: Macayo's



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

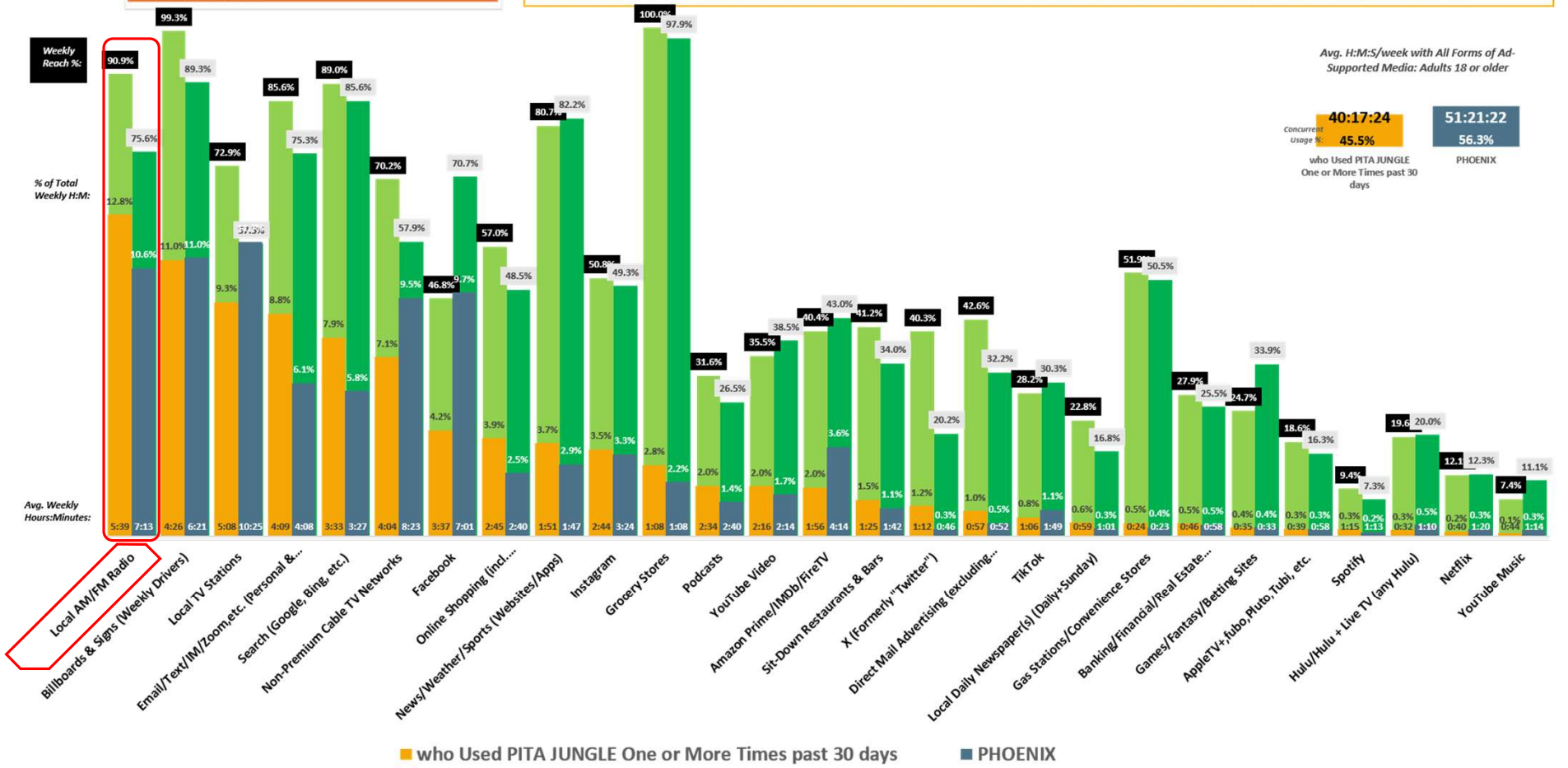
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

PHX

Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an average of 1 days, 16 hours, 17 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

90.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an avg. of 5 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



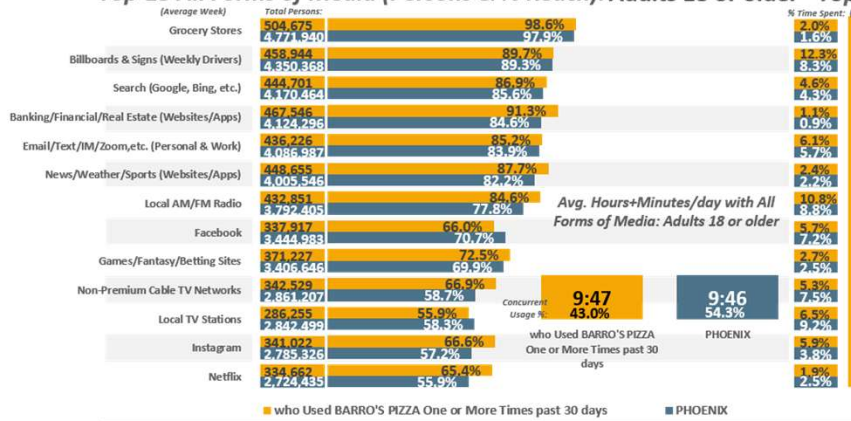
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

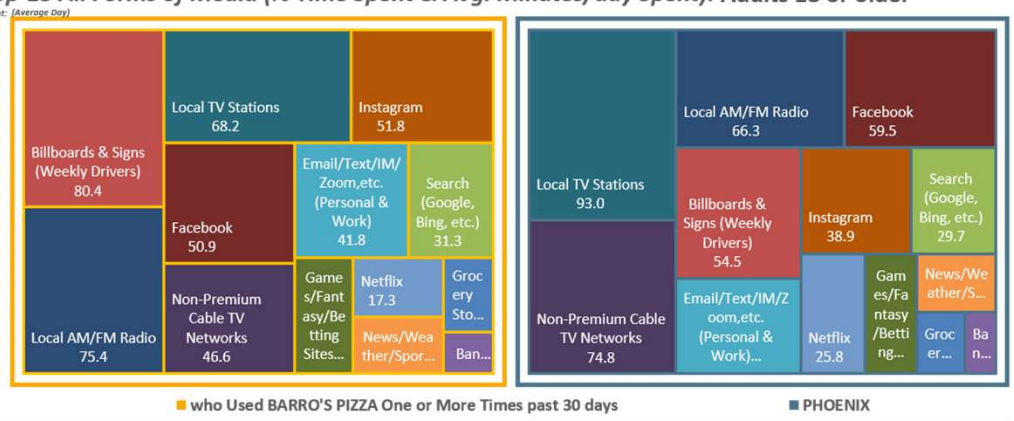
Sit-down restaurants used past 30 days: Pita Jungle

Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. *(Local Radio delivers 14.2% of Time with Ad-Supported Media.)*

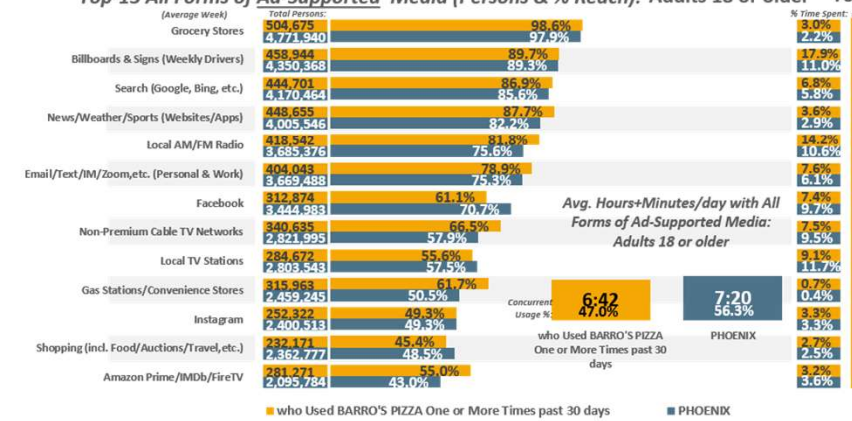
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



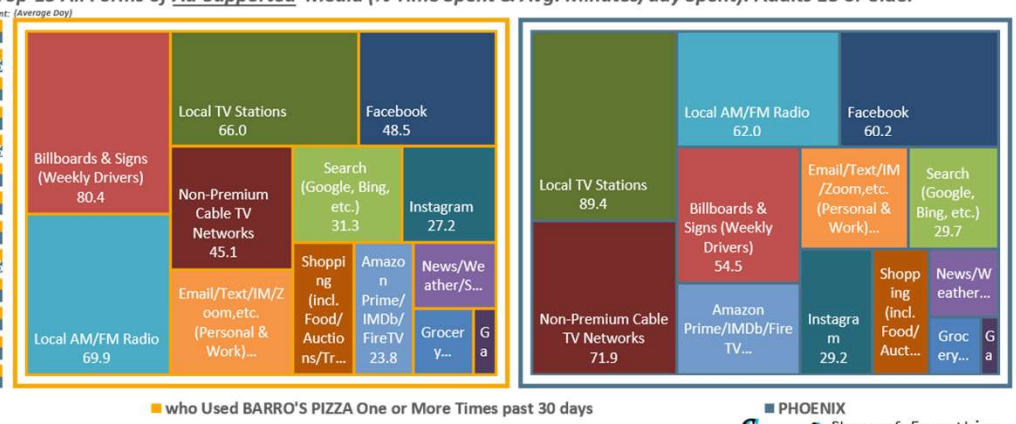
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

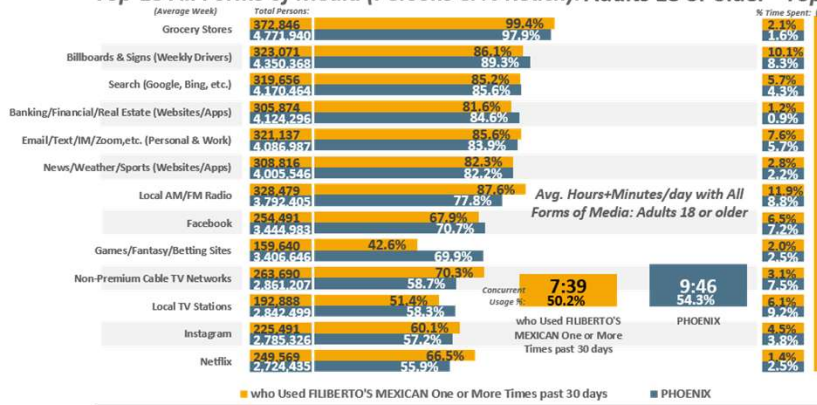
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

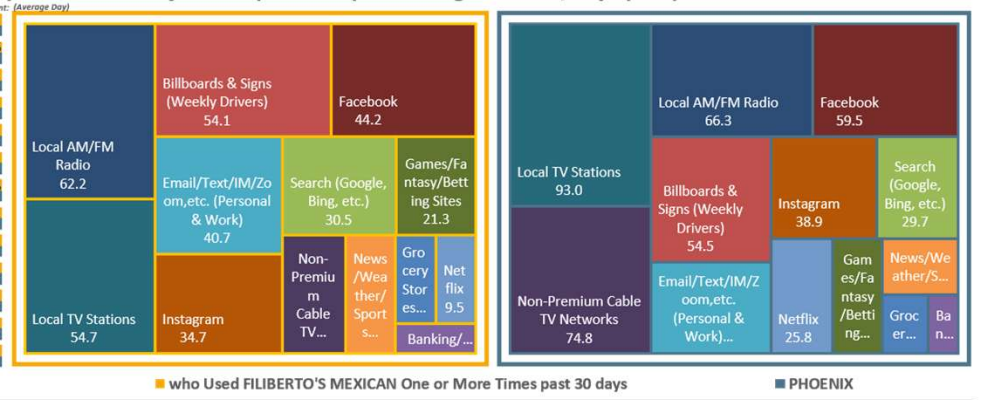
Quick service restaurants used past 30 days: Barro's Pizza

Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days spend an average of 5 hours and 32 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 14.9% of Time with Ad-Supported Media.)*

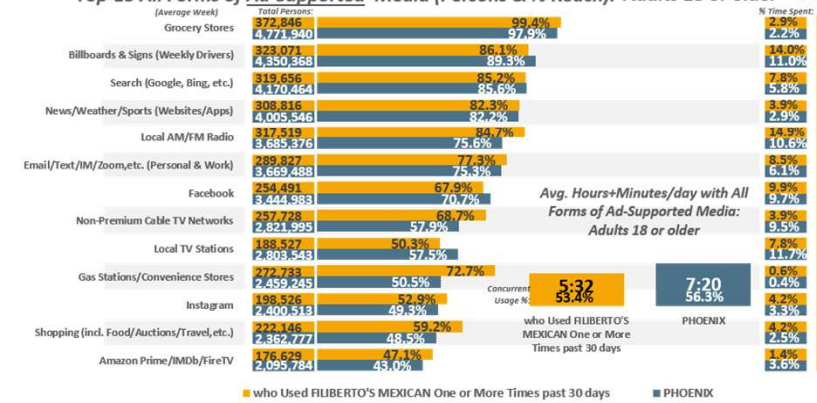
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



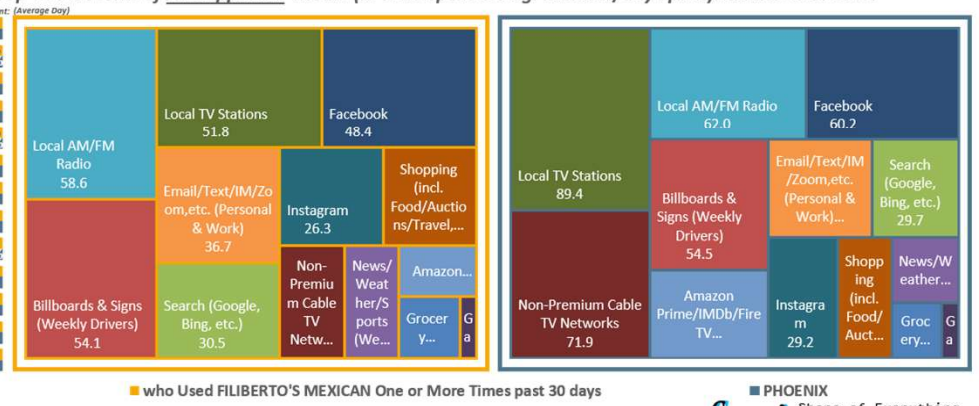
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

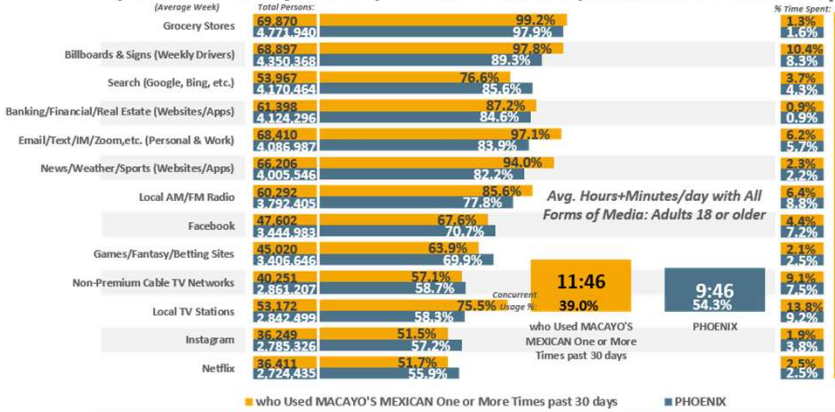
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

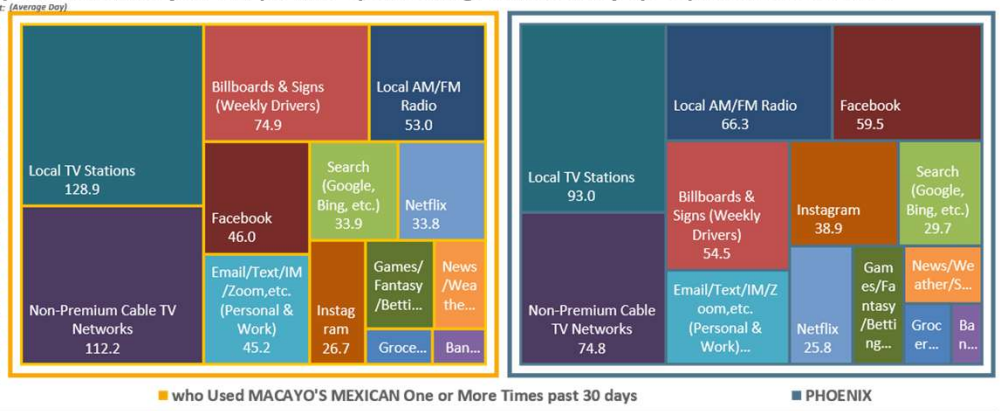
Quick service restaurants used past 30 days: Filiberto's Mexican

Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 84.1% listen to Local AM/FM Radio for an avg. of 44.2 minutes/day. *(Local Radio delivers 6.9% of Time with Ad-Supported Media.)*

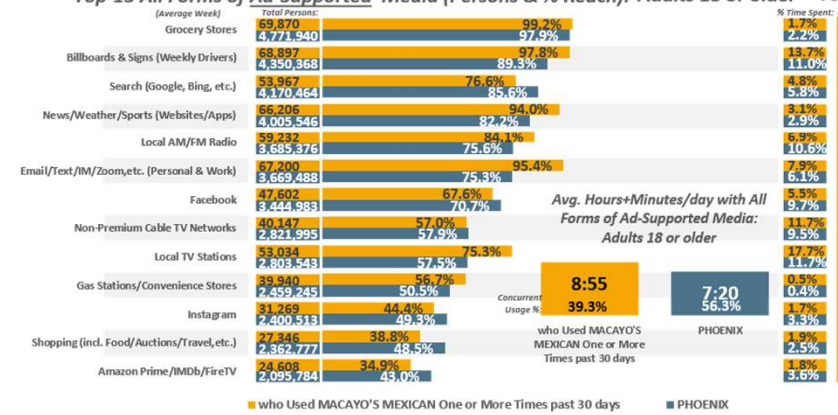
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



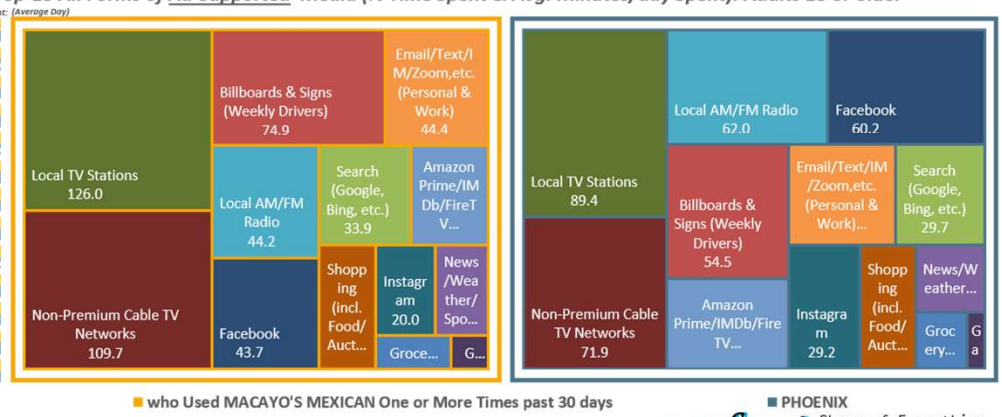
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47

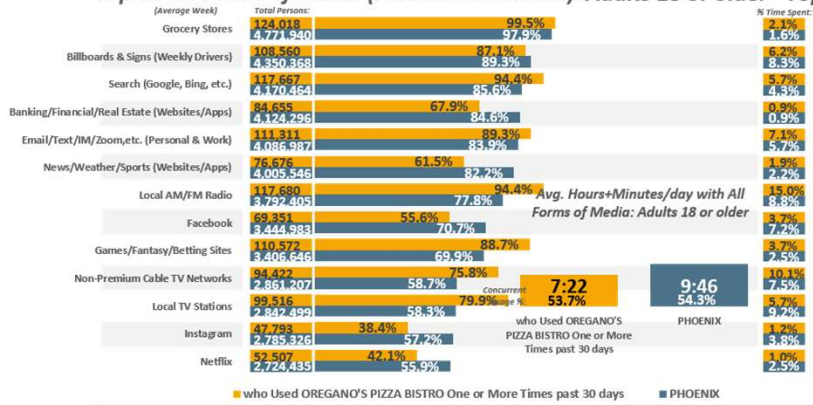
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

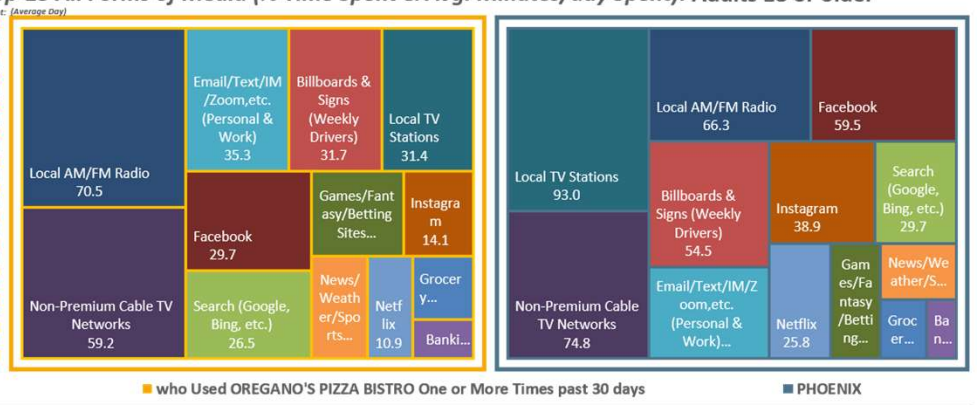
Sit-down restaurants used past 30 days: Macayo's

Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days spend an average of 5 hours and 51 minutes each day with All Forms of Ad-Supported Media. 89.4% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day.*(Local Radio delivers 15.5% of Time with Ad-Supported Media.)*

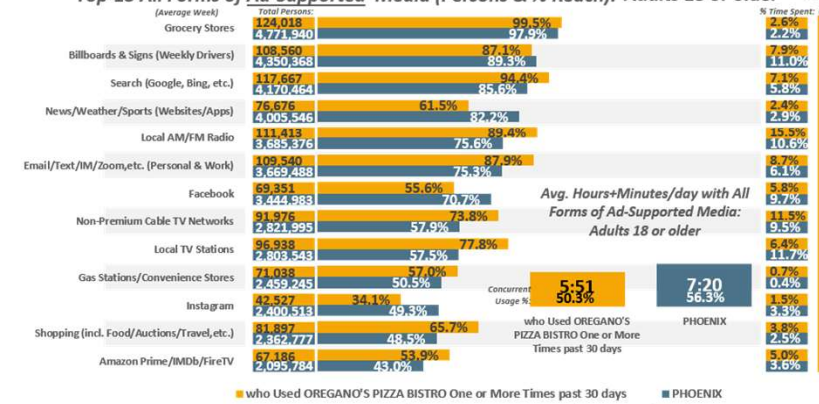
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



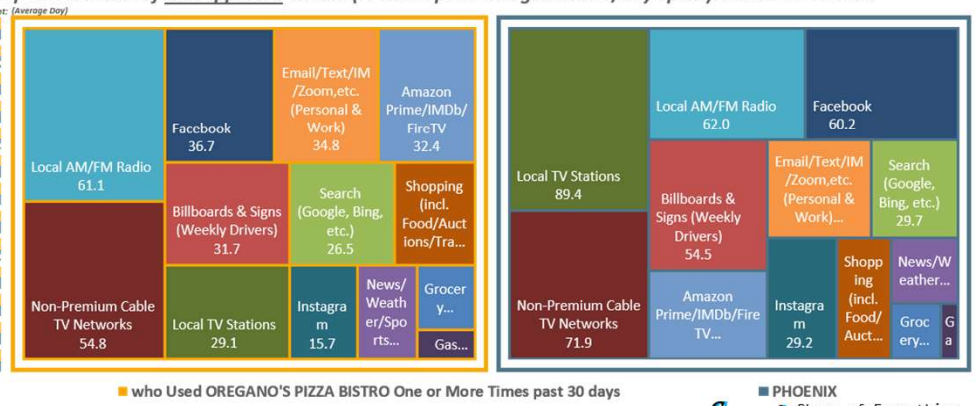
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

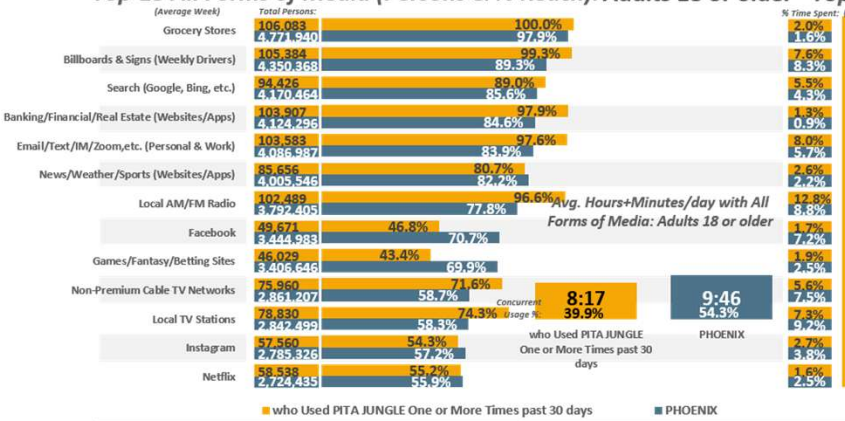
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

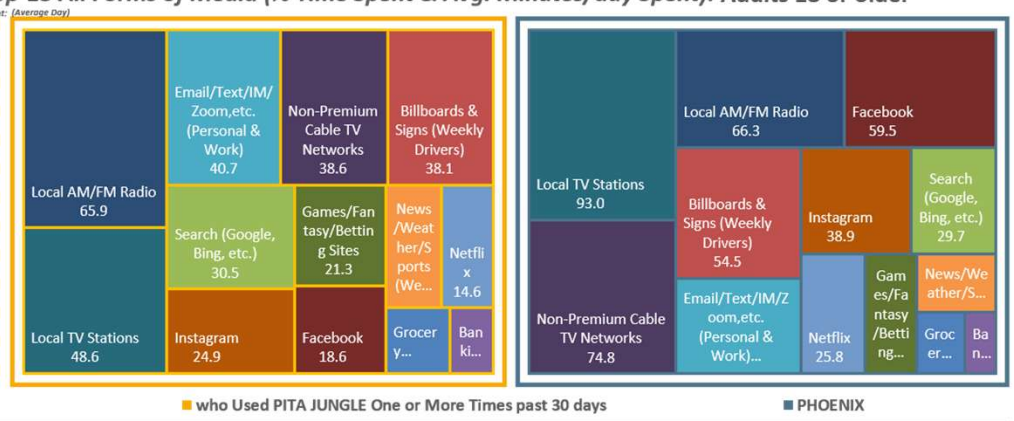
PHX

Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an average of 5 hours and 45 minutes each day with All Forms of Ad-Supported Media. 90.9% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

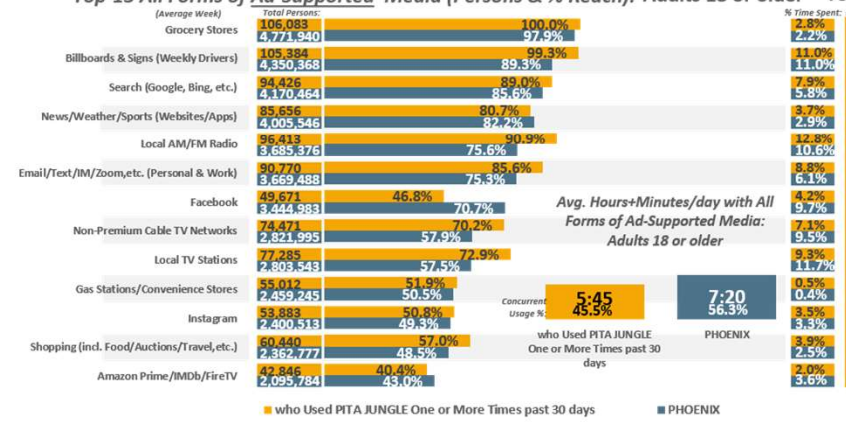
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



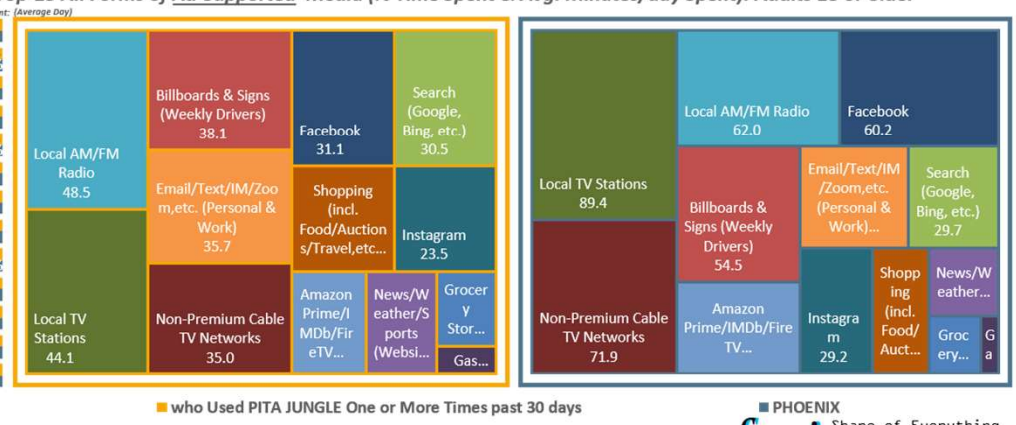
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

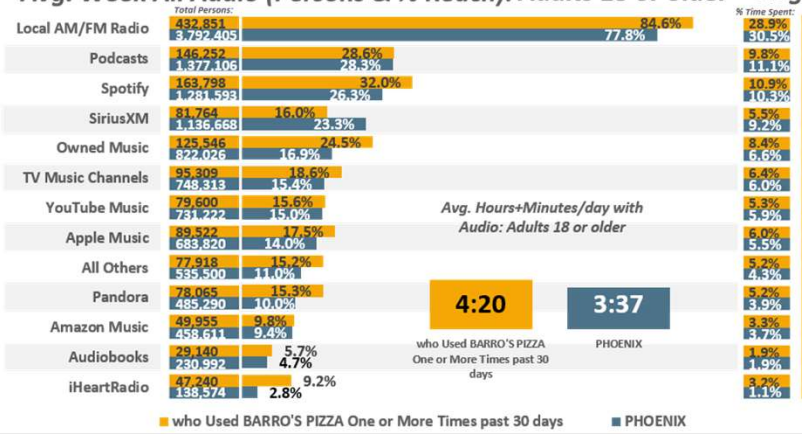
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

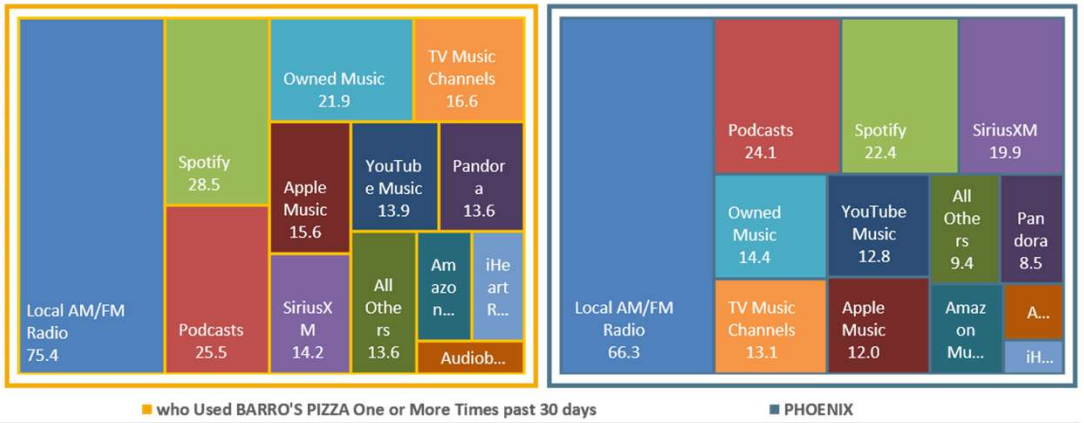
Sit-down restaurants used past 30 days: Pita Jungle

418,542 or 81.8% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.

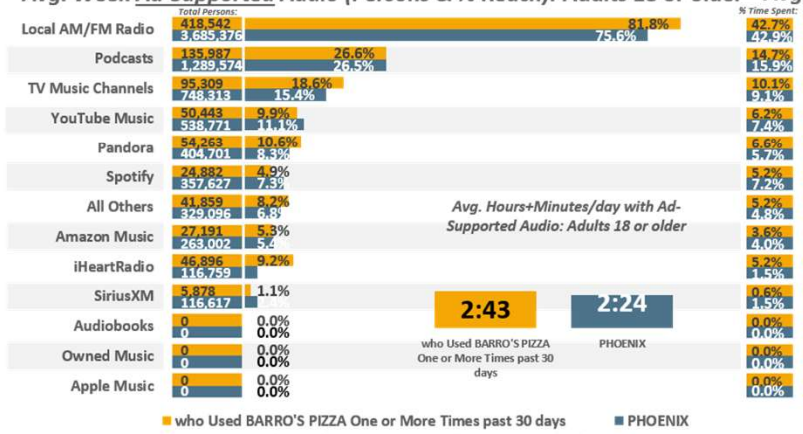
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



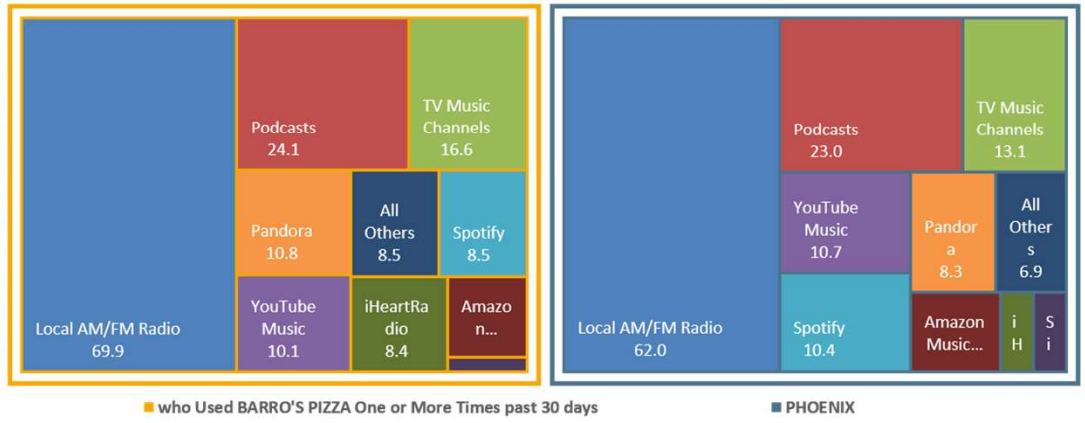
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

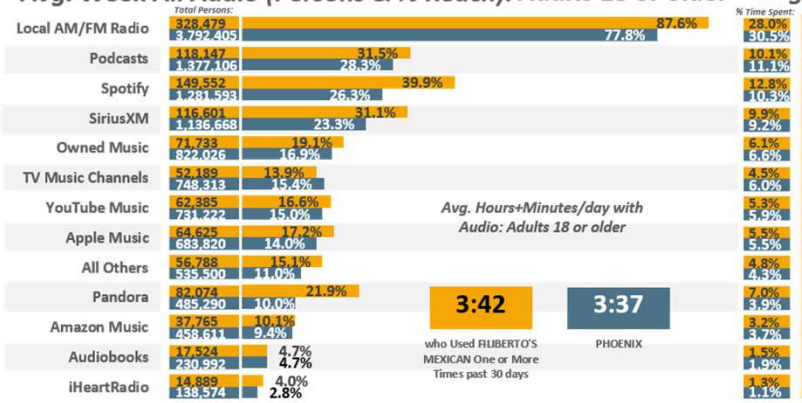
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

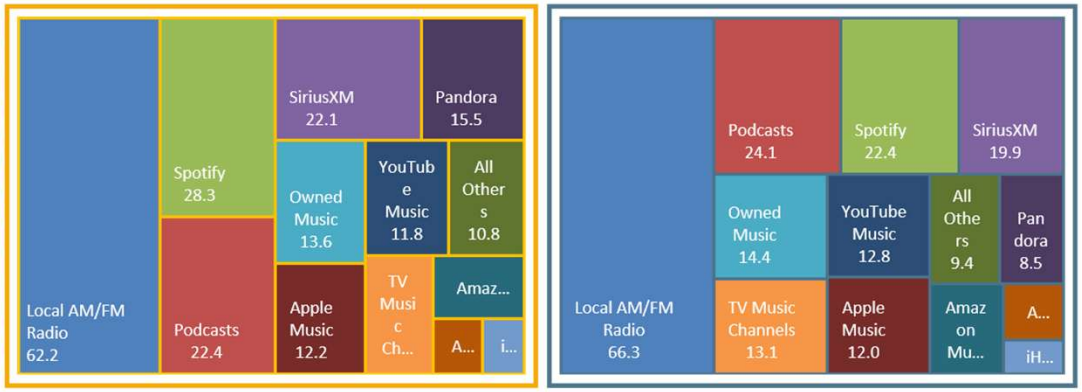
Quick service restaurants used past 30 days: Barro's Pizza

317,519 or 84.7% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

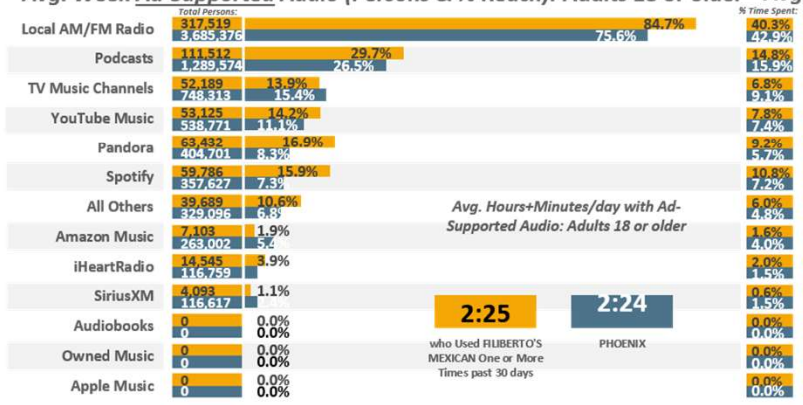
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



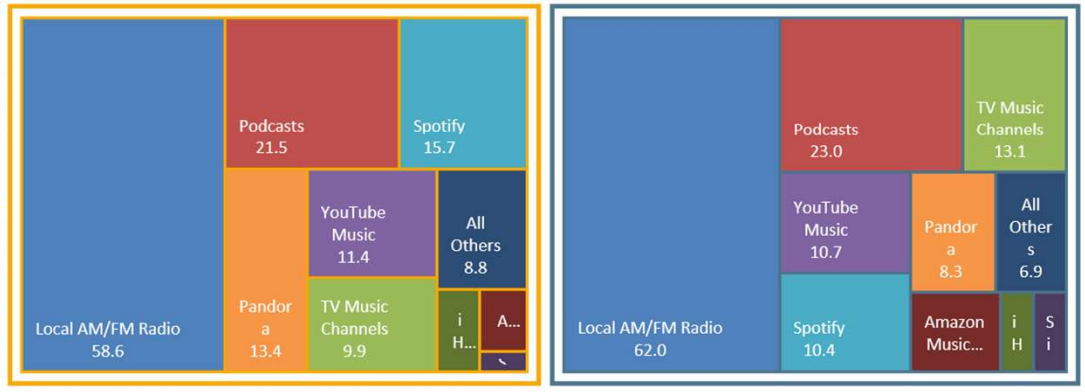
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

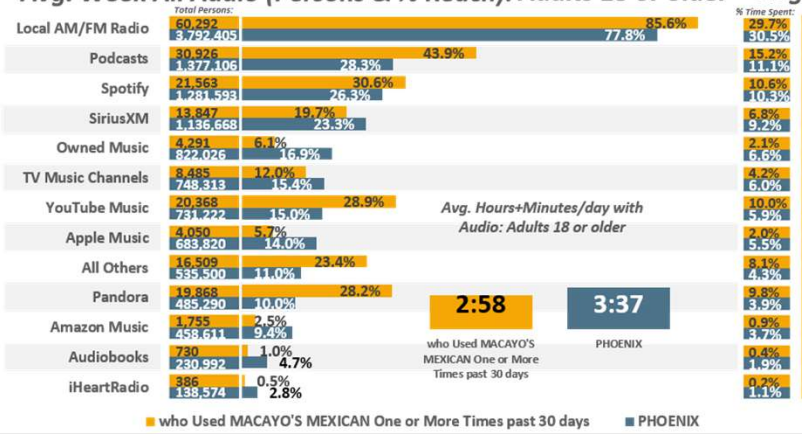
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

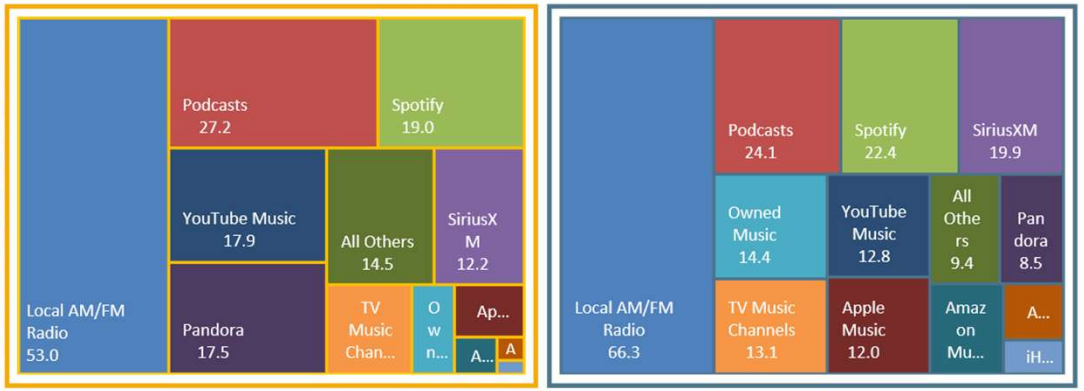
Quick service restaurants used past 30 days: Filiberto's Mexican

59,232 or 84.1% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 44.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.

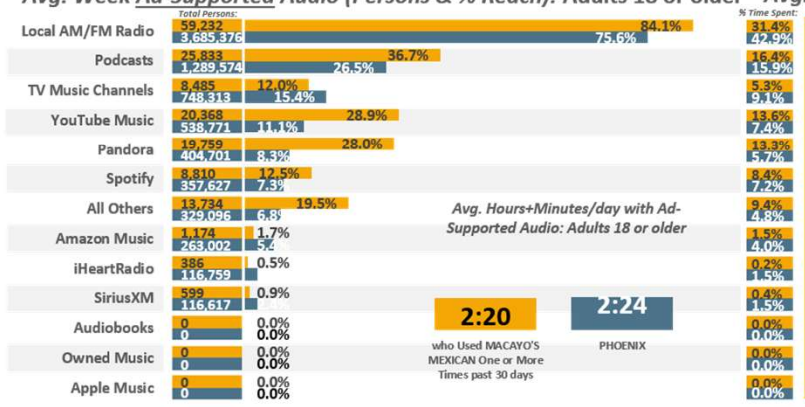
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



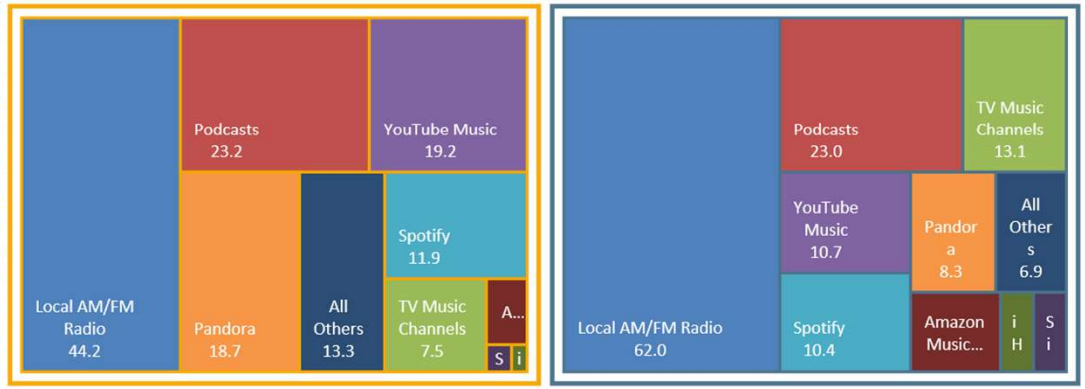
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47

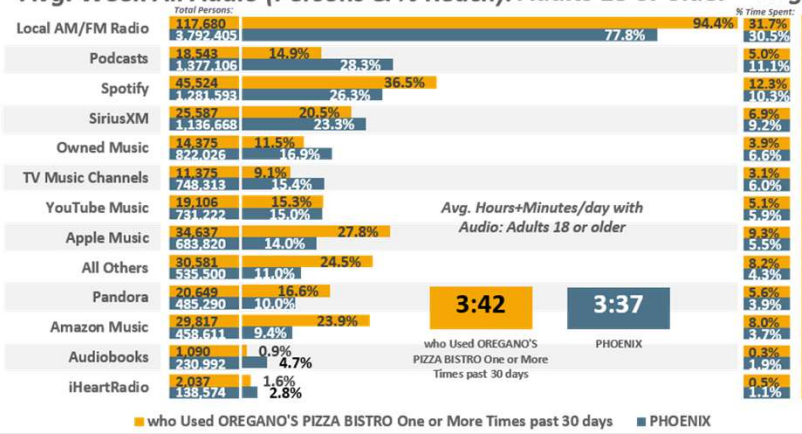
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

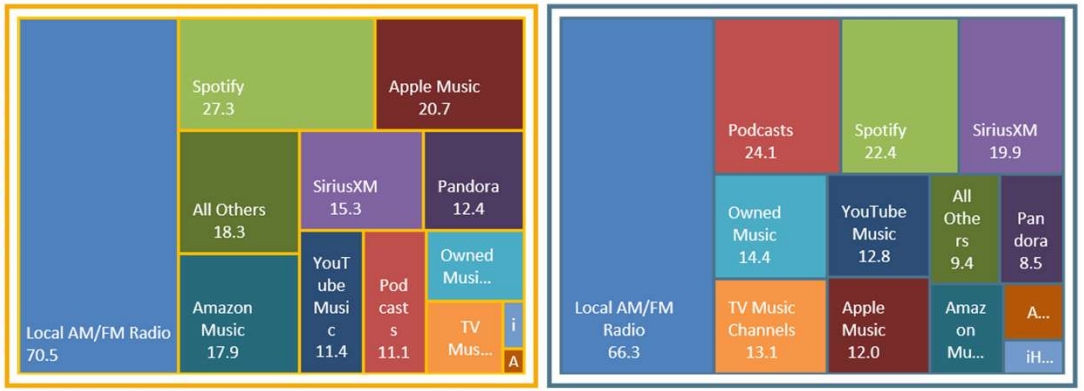
Sit-down restaurants used past 30 days: Macayo's

111,413 or 89.4% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

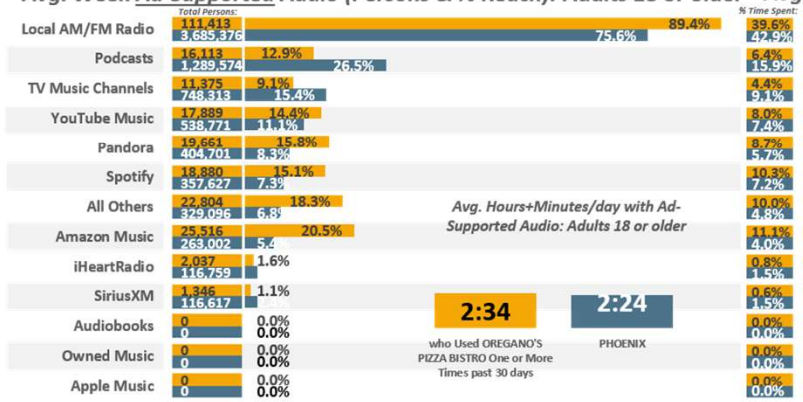
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



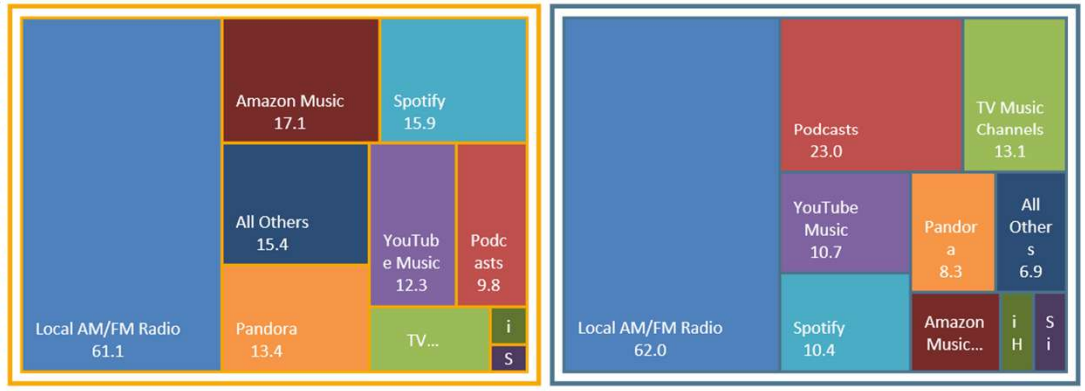
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

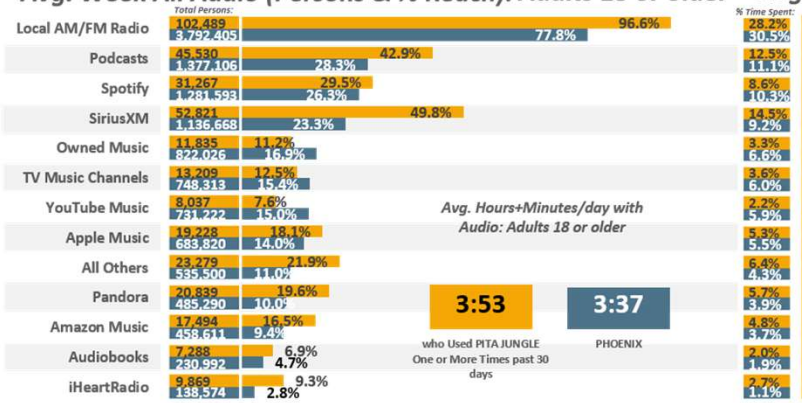
soefa.ai Share of Everything for Anything

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

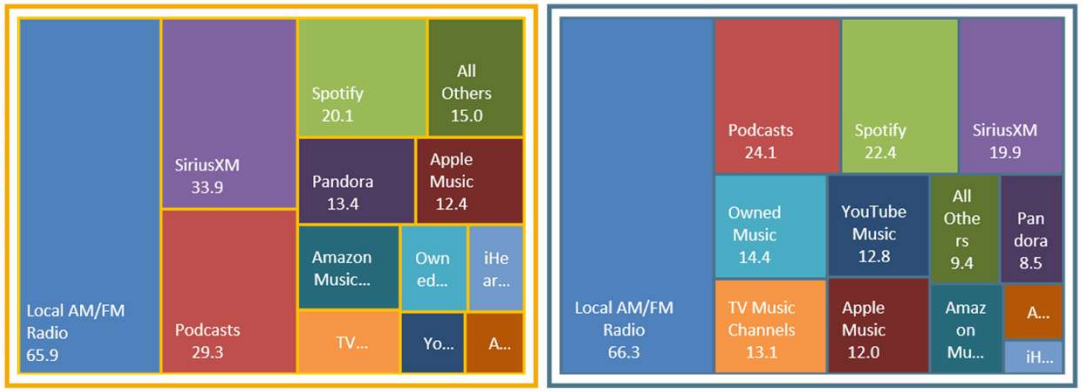
PITA JUNGLE PHX

96,413 or 90.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

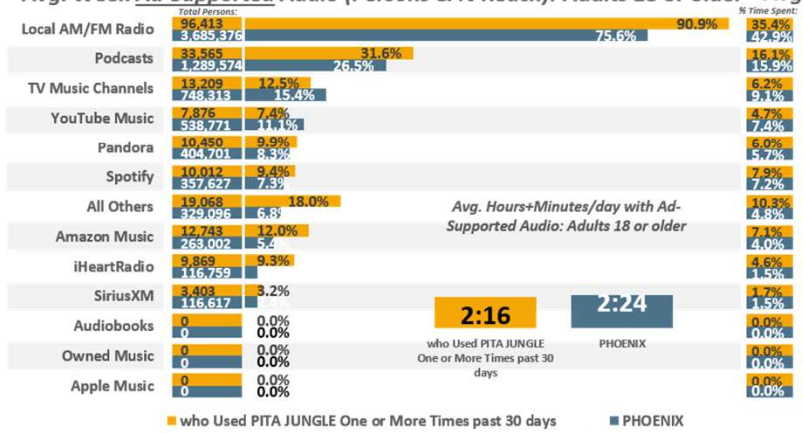
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



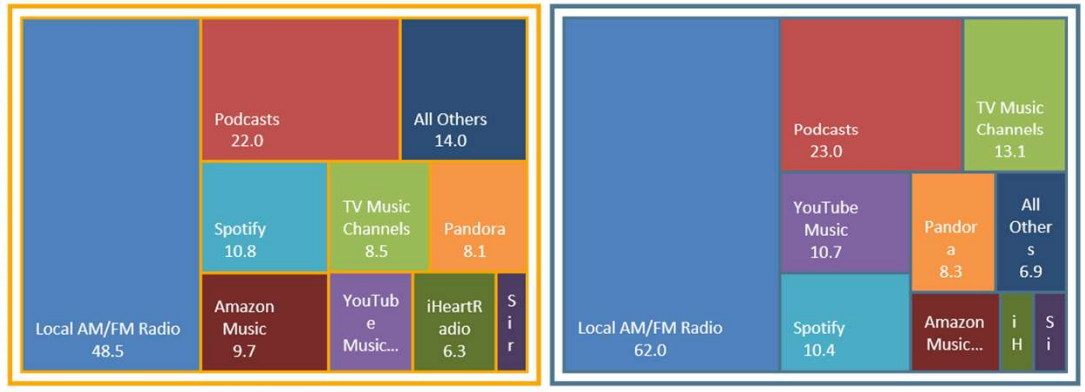
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



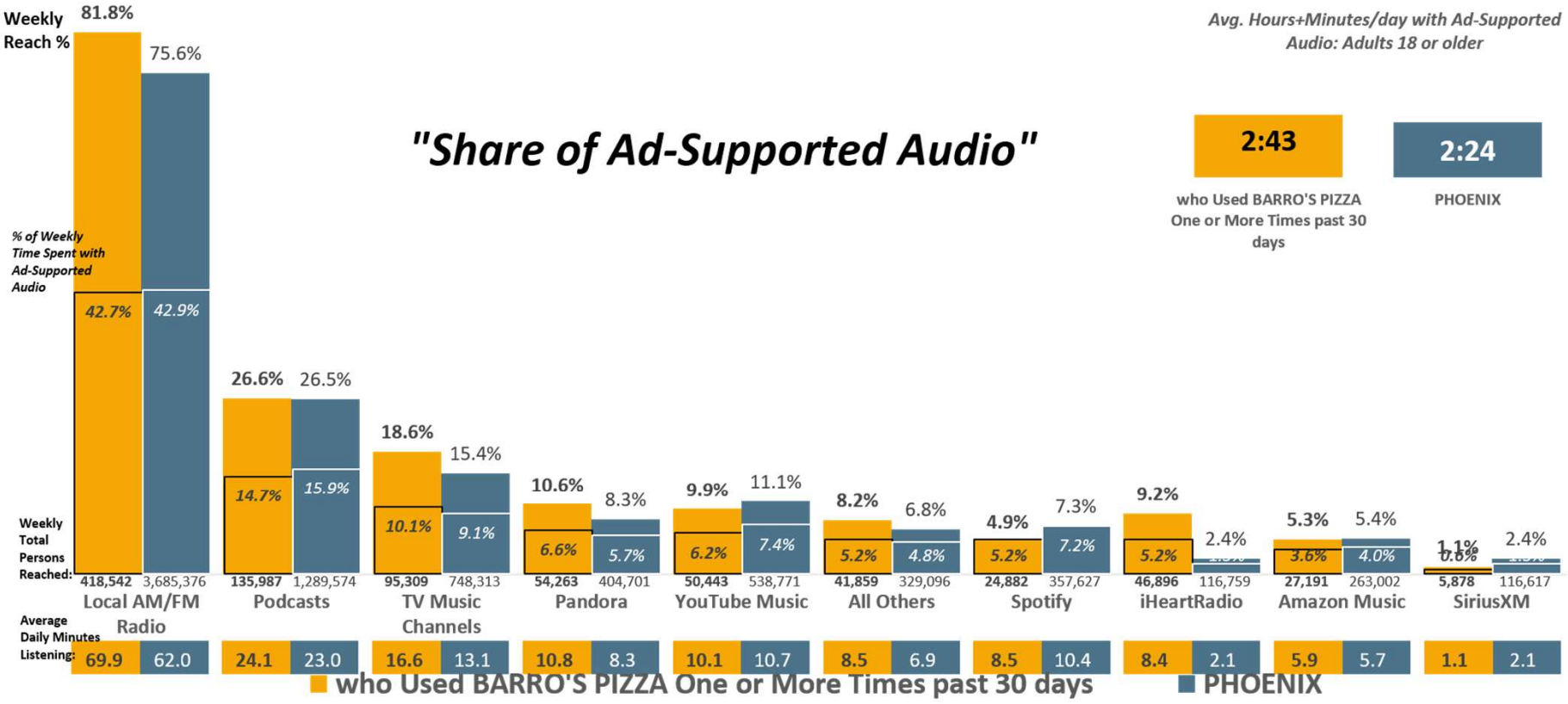
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Pita Jungle

418,542 or 81.8% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 42.7% of all time spent daily with Ad-Supported Audio.



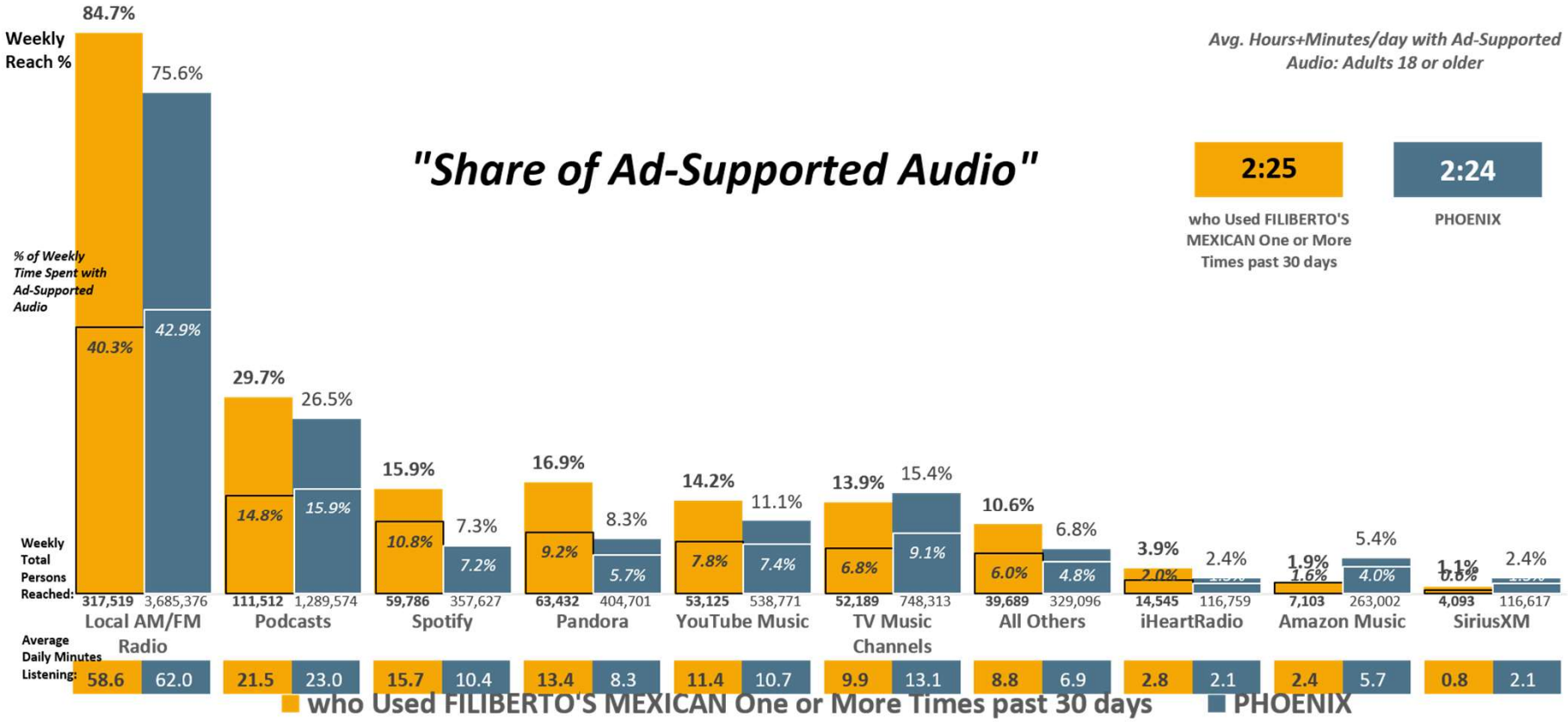
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Barro's Pizza

317,519 or 84.7% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



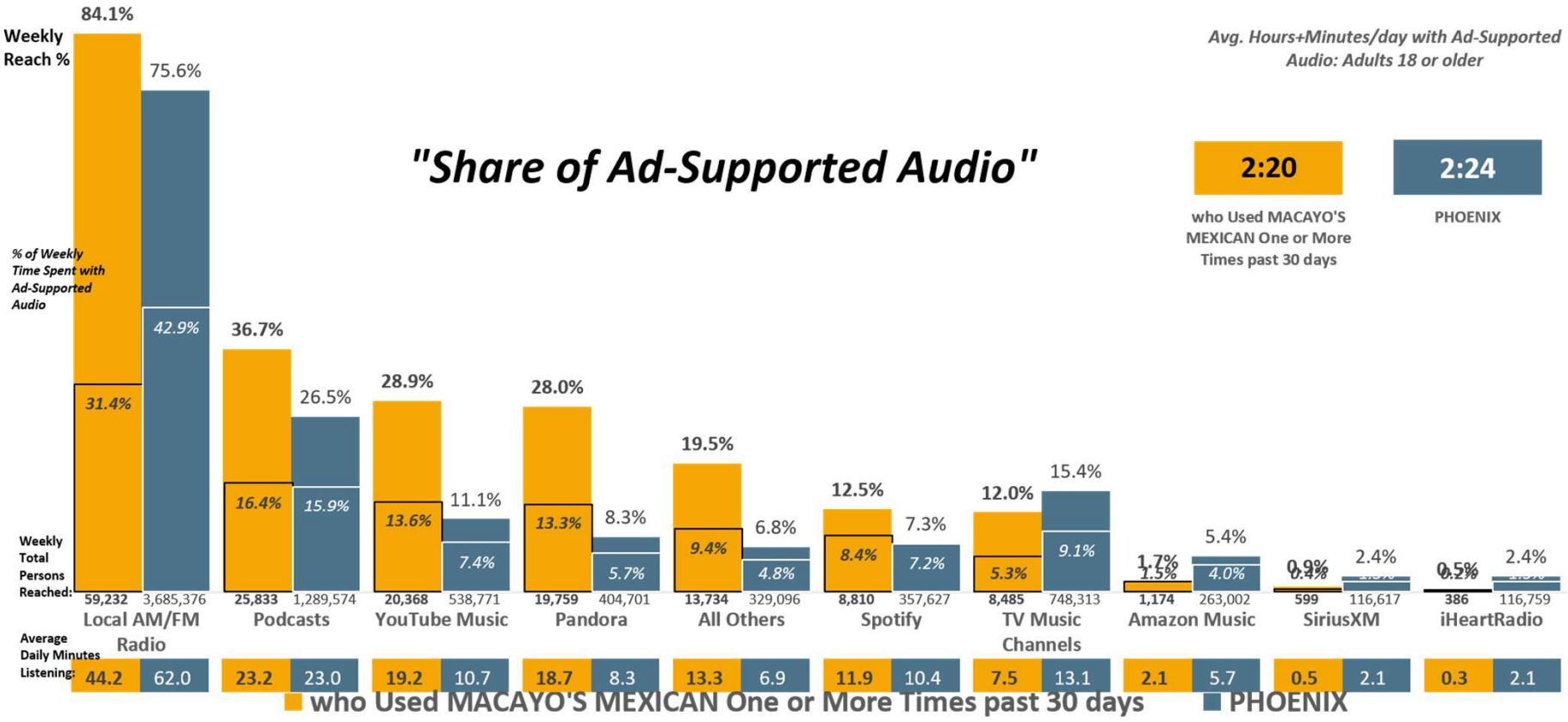
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Filiberto's Mexican

59,232 or 84.1% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 44.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.



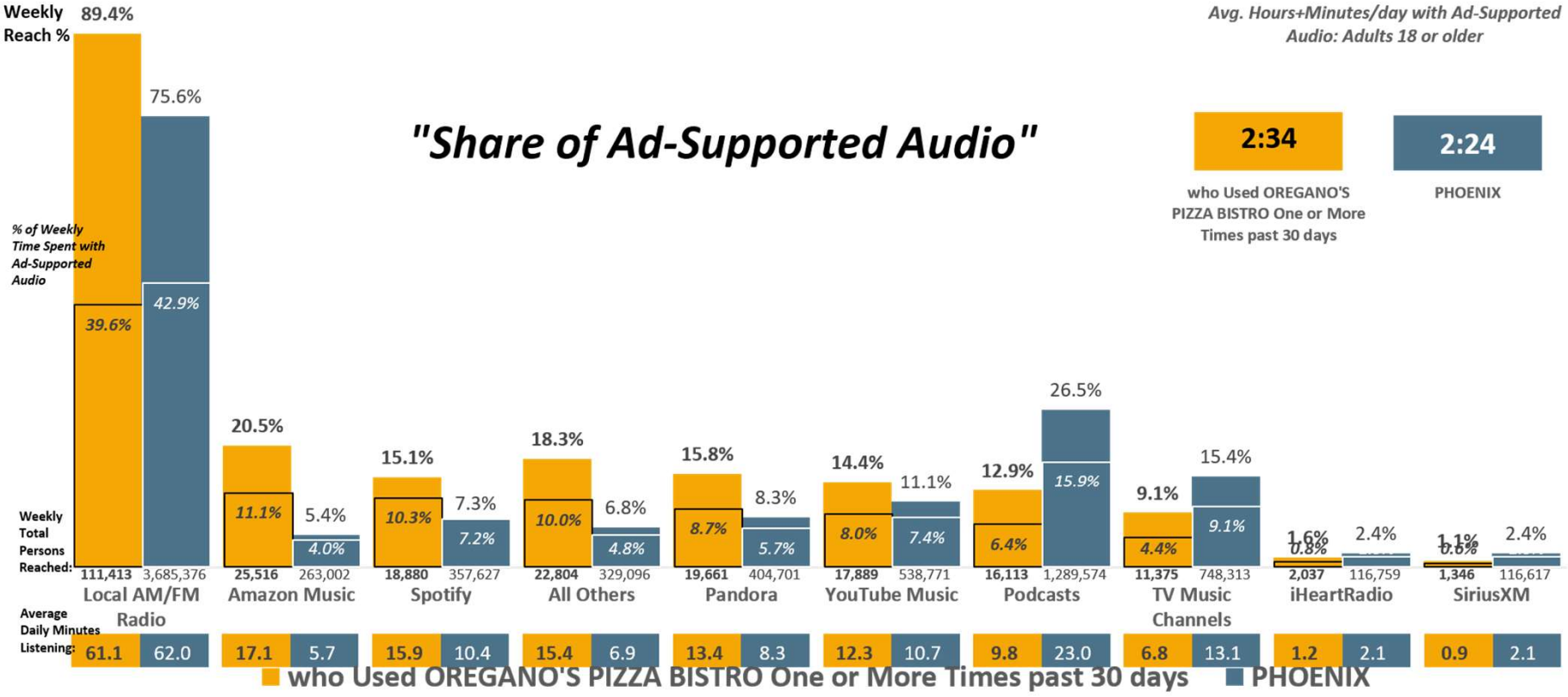
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Macayo's

111,413 or 89.4% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

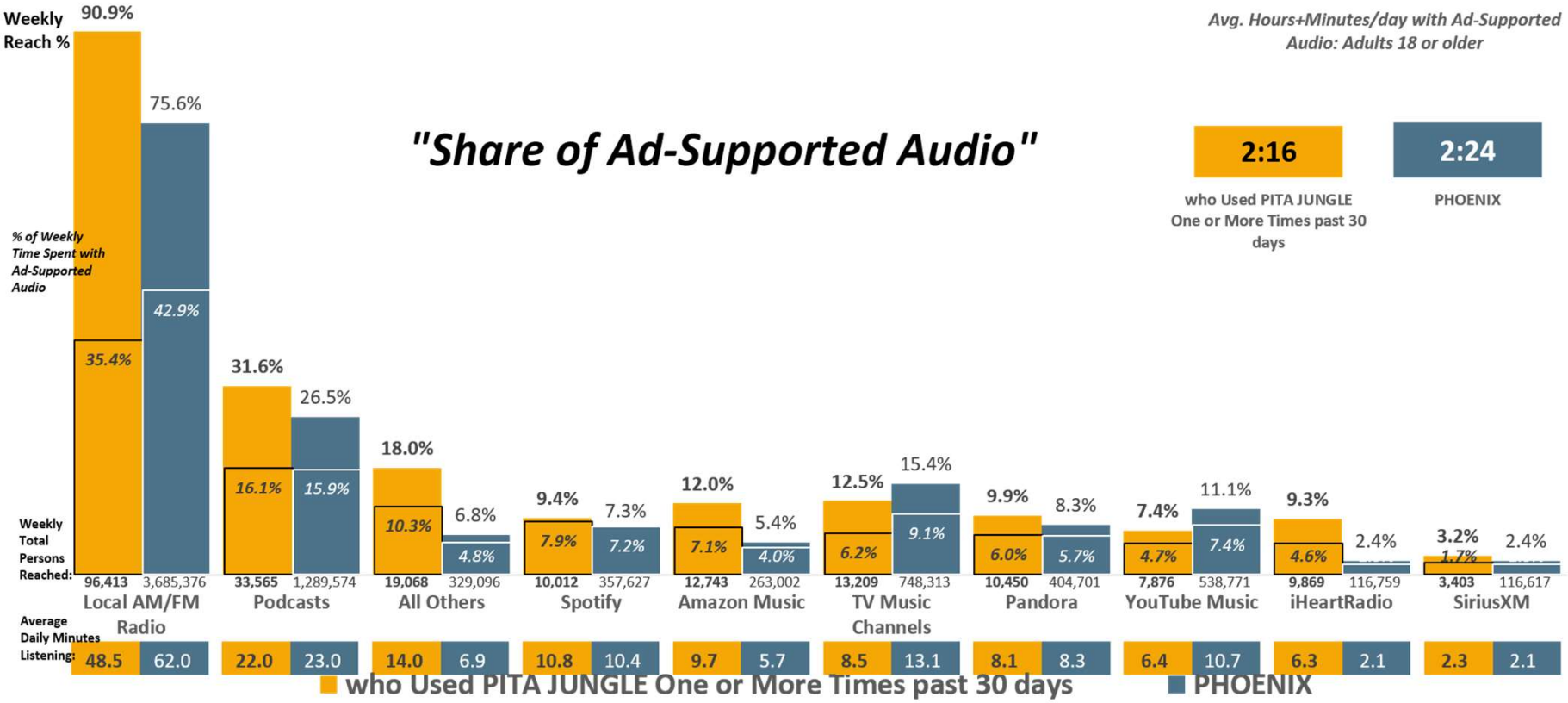
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

PITA JUNGLE PHX

96,413 or 90.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

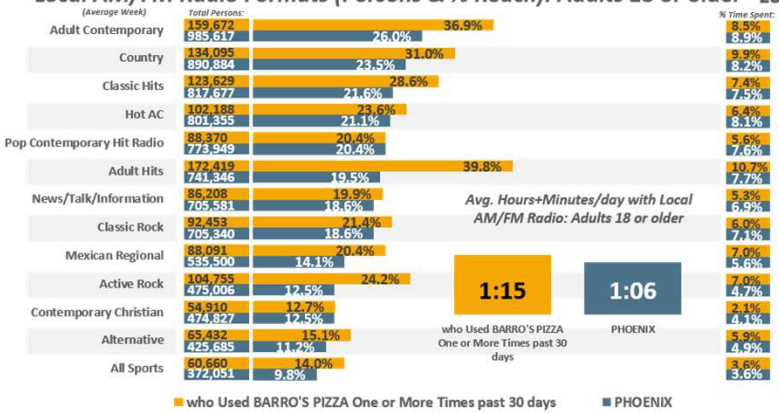


PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.
soefa.ai Share of Everything for Anything

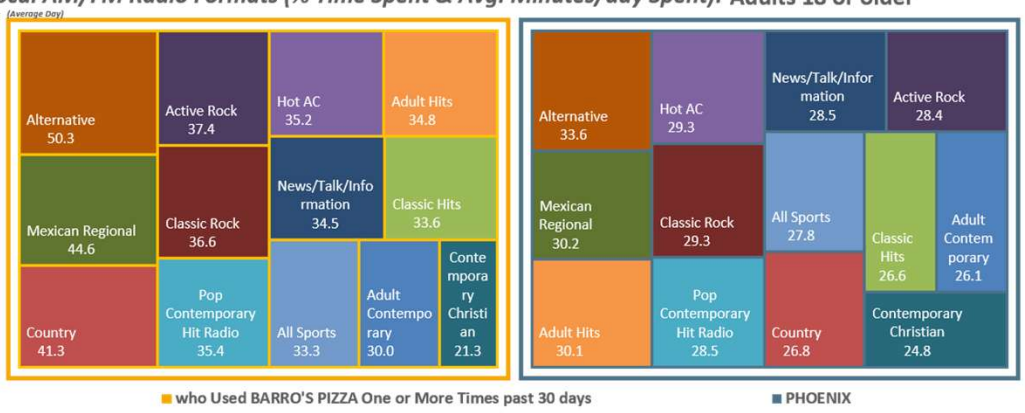
Sit-down restaurants used past 30 days: Pita Jungle

418,542 or 81.8% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Adult Contemporary, Country, Classic Hits, and Active Rock.

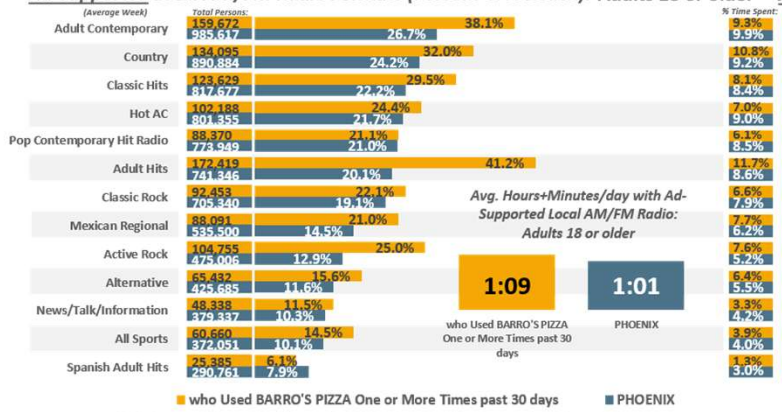
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



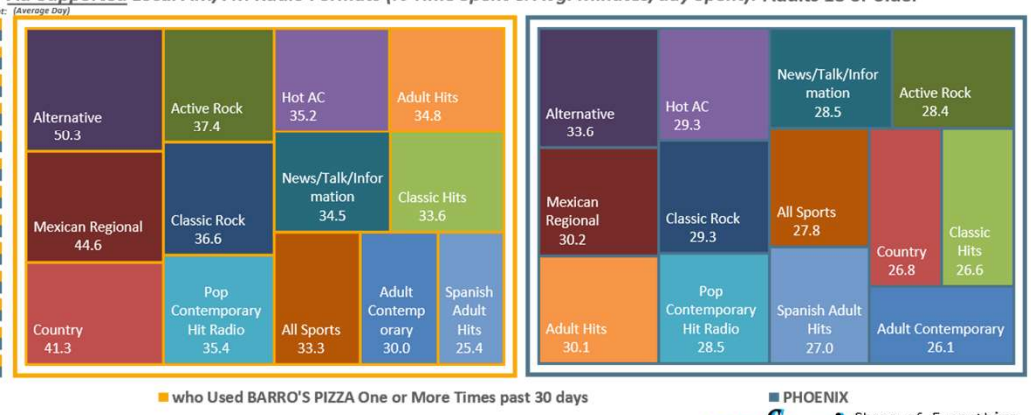
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

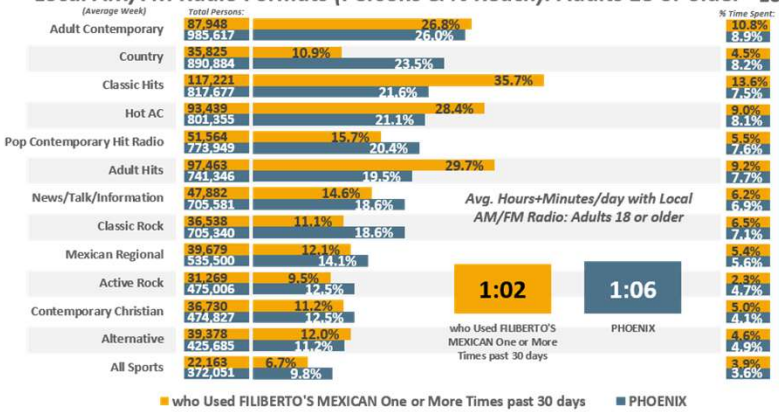
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

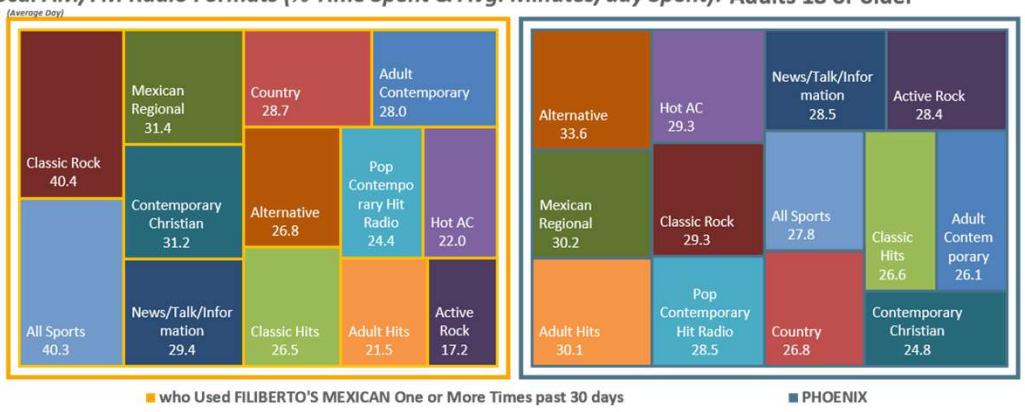
Quick service restaurants used past 30 days: Barro's Pizza

317,519 or 84.7% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Hot AC, Adult Contemporary, and Pop Contemporary Hit Radio.

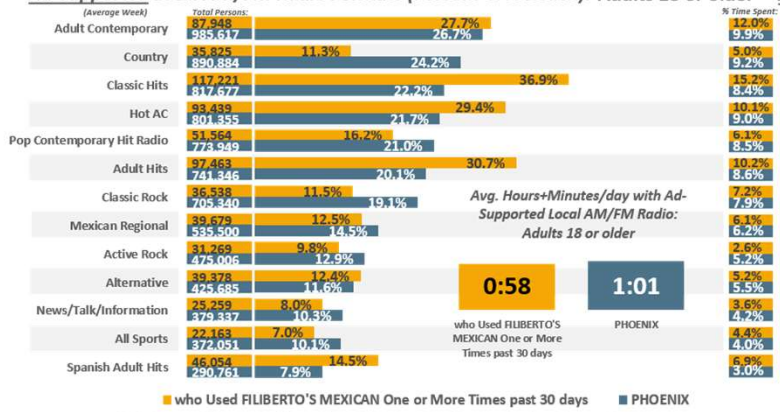
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



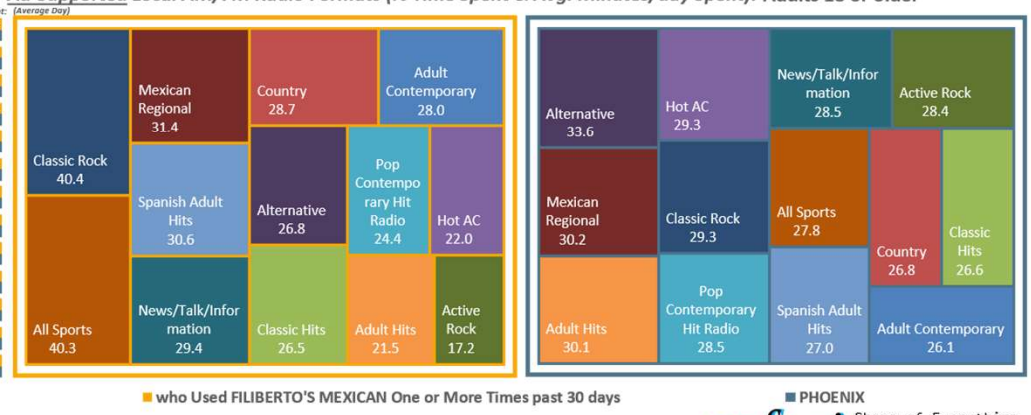
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

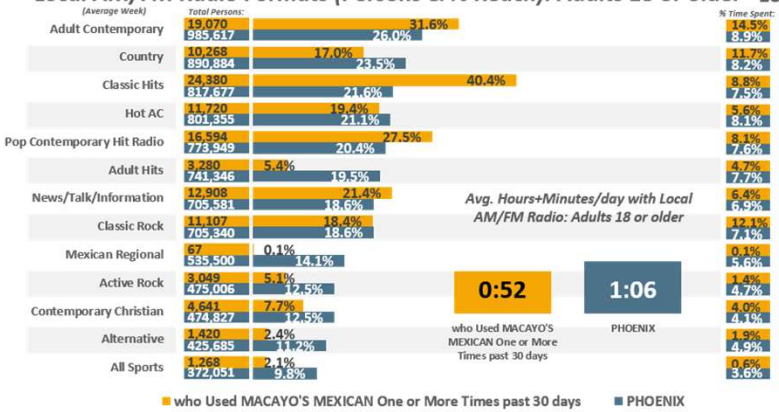
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

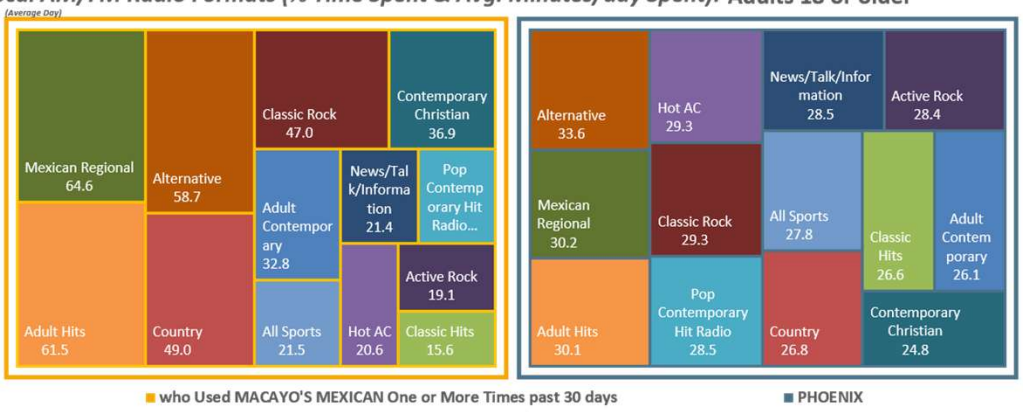
Quick service restaurants used past 30 days: Filiberto's Mexican

59,232 or 84.1% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Oldies, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Hot AC.

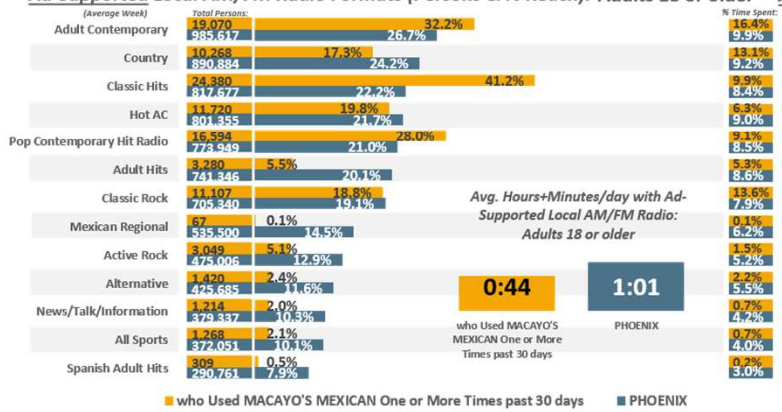
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



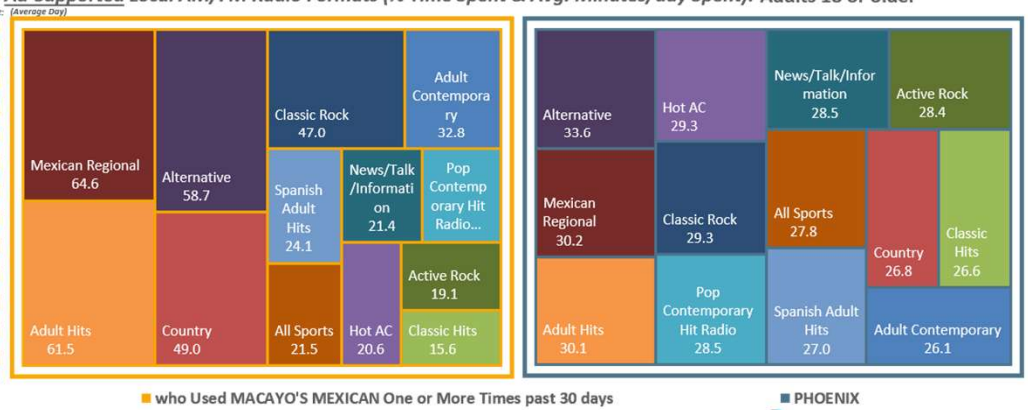
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



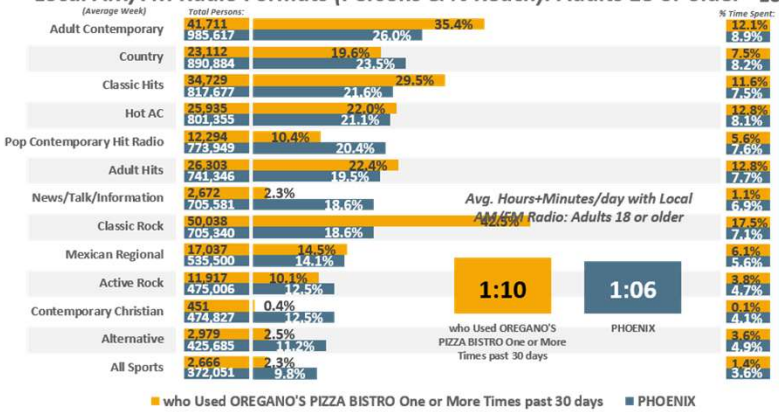
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

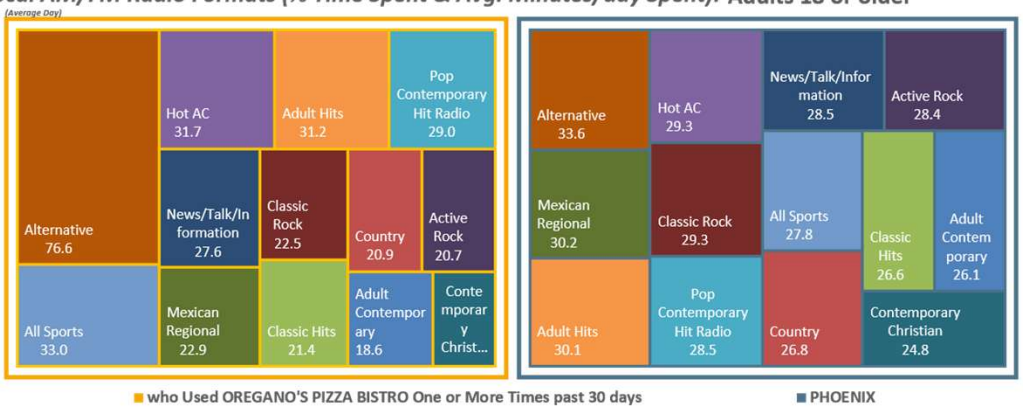
Sit-down restaurants used past 30 days: Macayo's

111,413 or 89.4% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Adult Hits, and Hot AC.

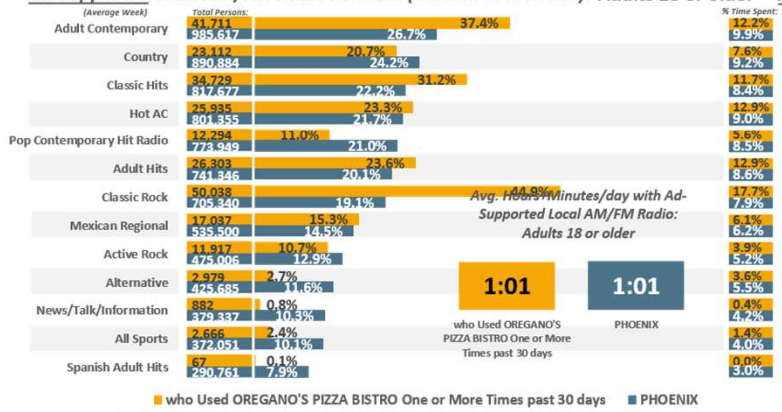
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



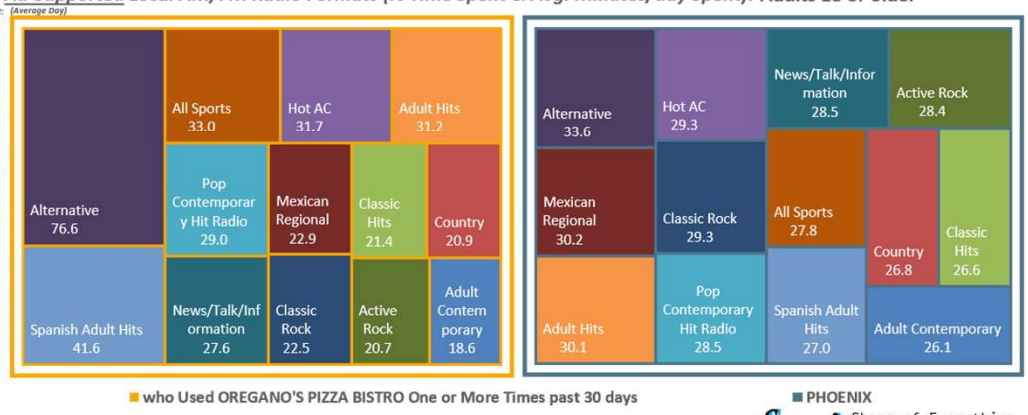
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

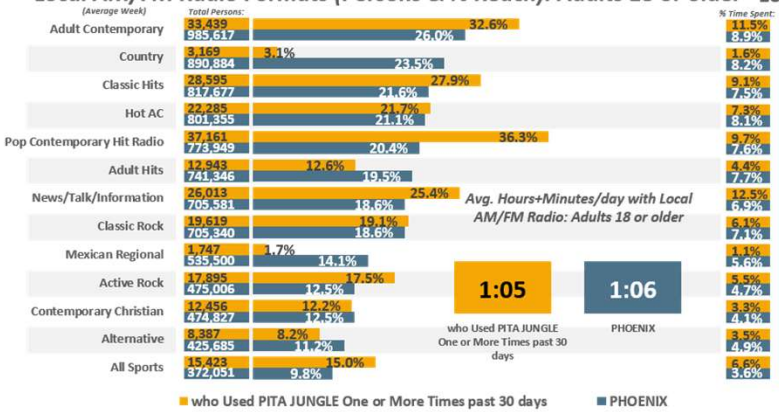
soefa.ai Share of Everything for Anything ©

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

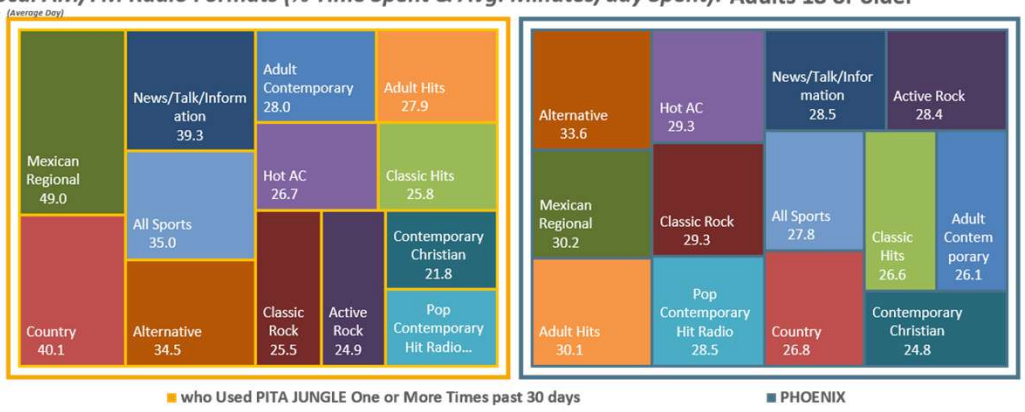
PITA JUNGLE PHX

96,413 or 90.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Hot AC, and Classic Rock.

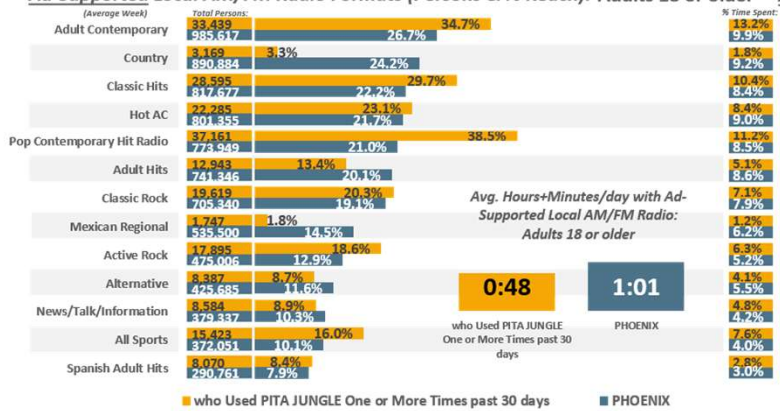
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



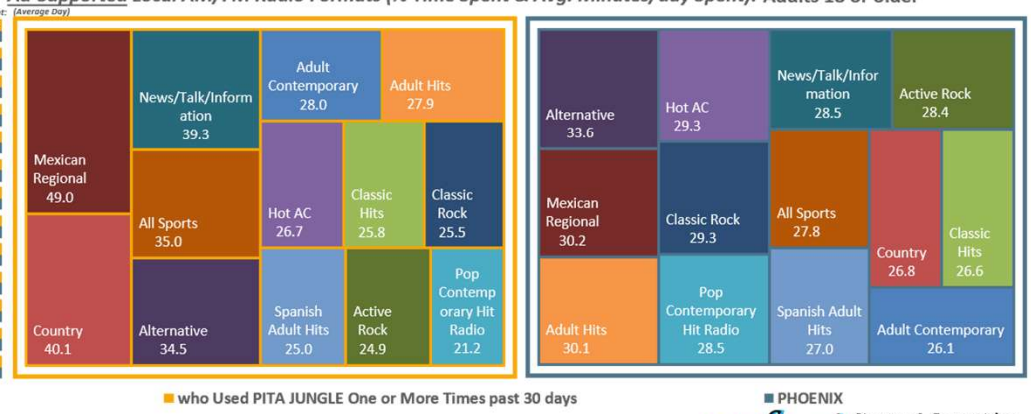
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



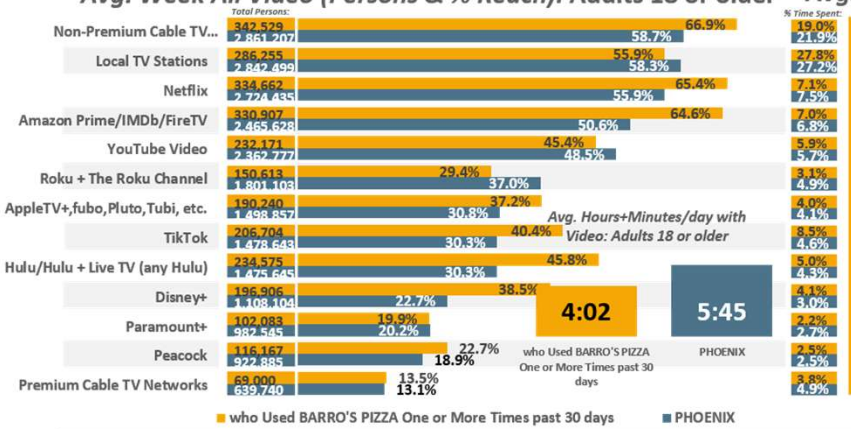
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

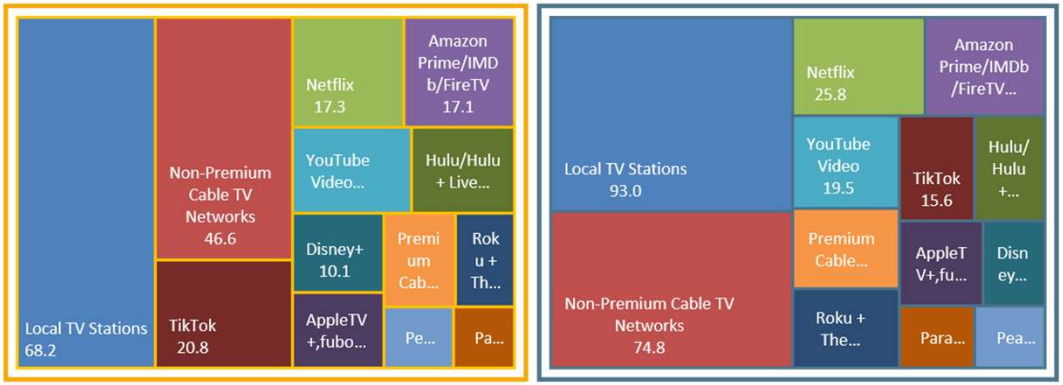
Sit-down restaurants used past 30 days: Pita Jungle

284,672 or 55.6% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

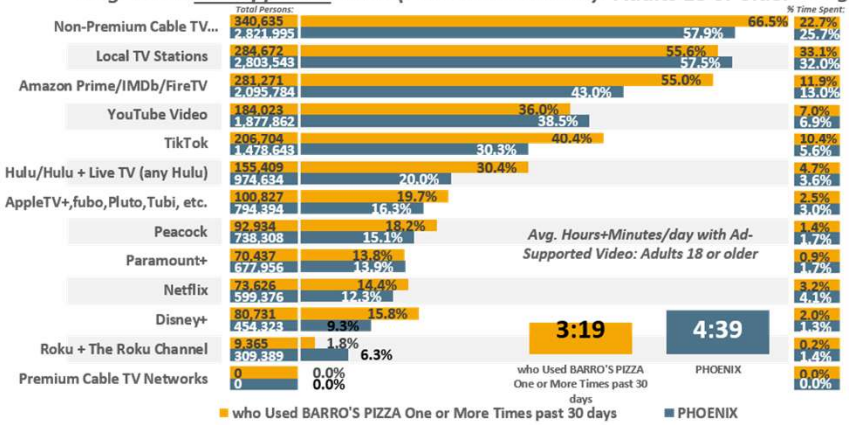
Avg. Week All Video (Persons & % Reach): Adults 18 or older



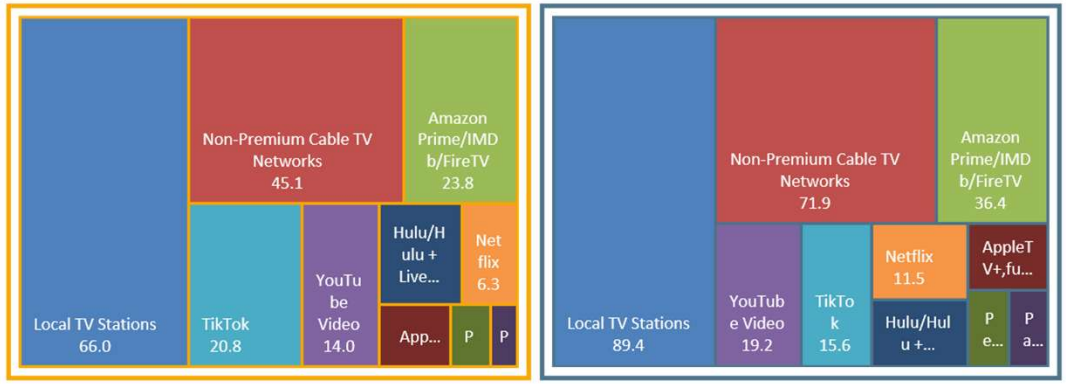
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

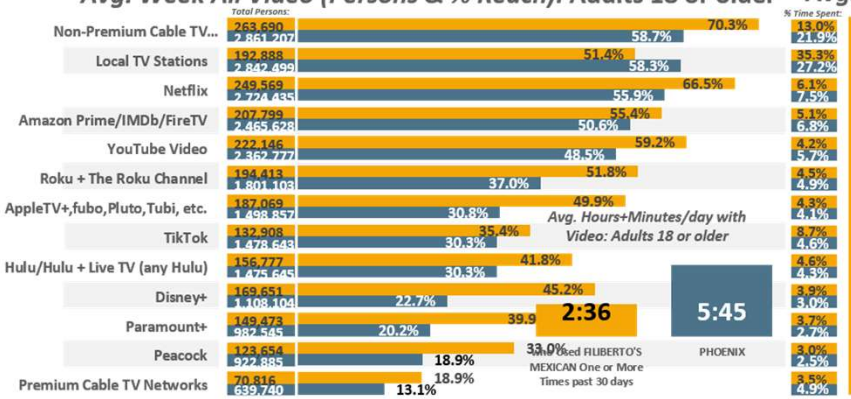
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

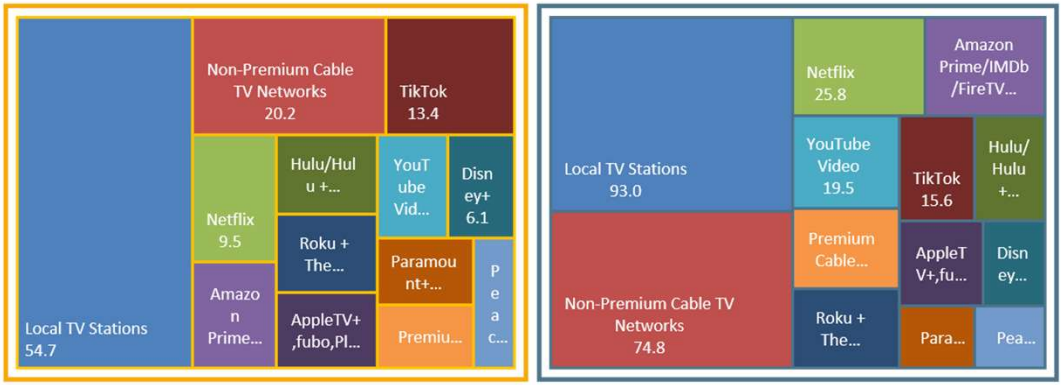
PHX

188,527 or 50.3% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 51.8 minutes every day representing 40.6% of all time spent daily with Ad-Supported Video.

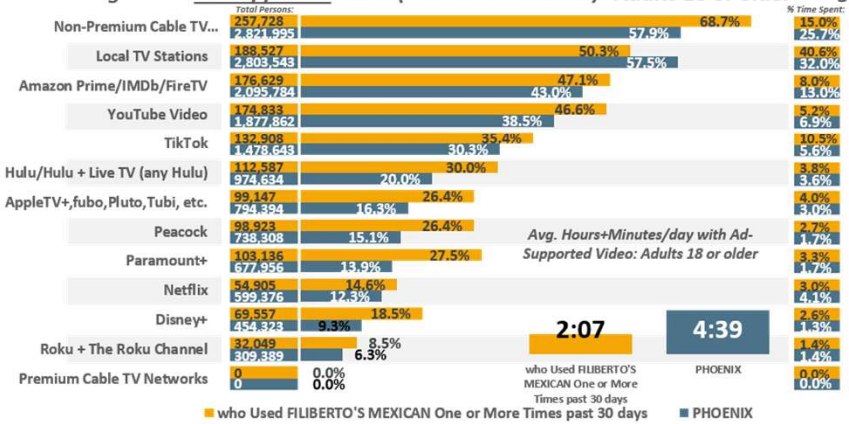
Avg. Week All Video (Persons & % Reach): Adults 18 or older



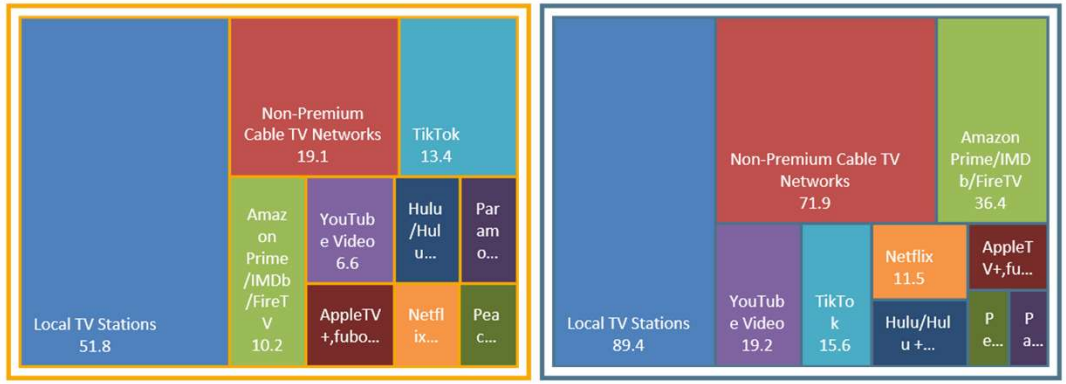
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

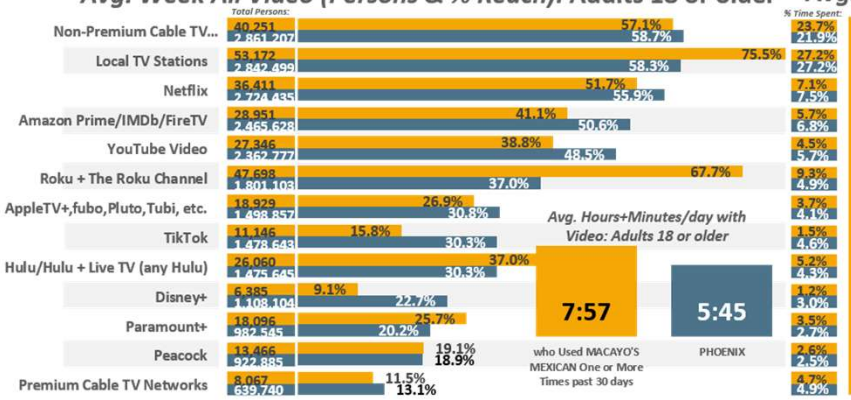
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

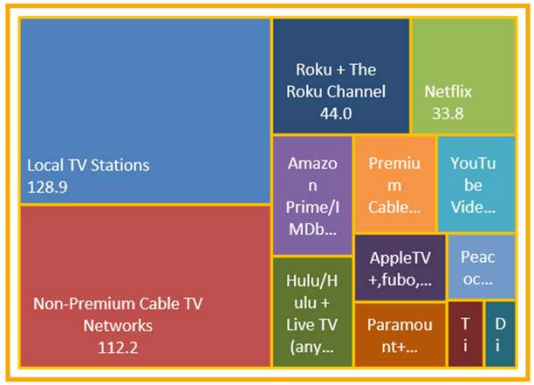
Quick service restaurants used past 30 days: Filiberto's Mexican

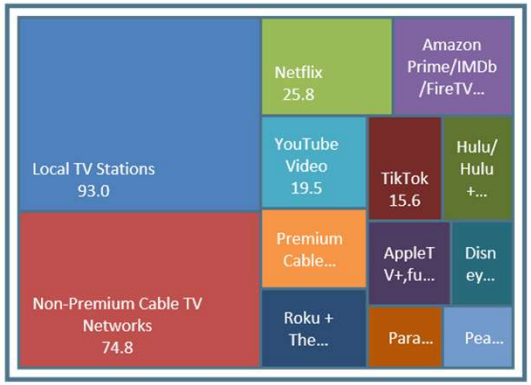
53,034 or 75.3% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 126. minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

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

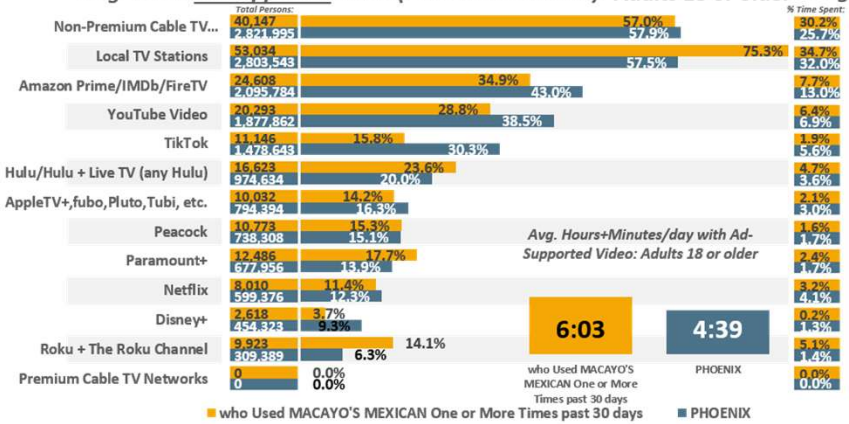


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

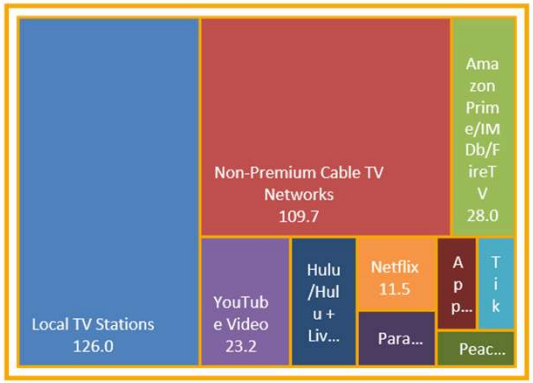


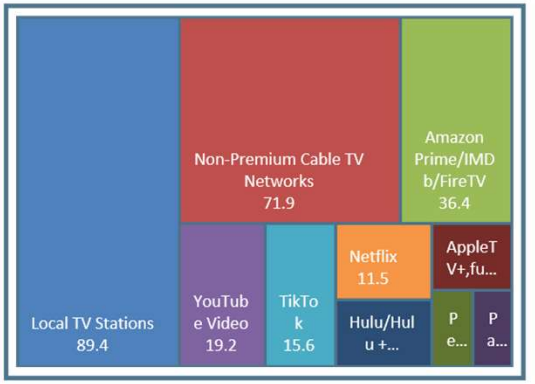


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





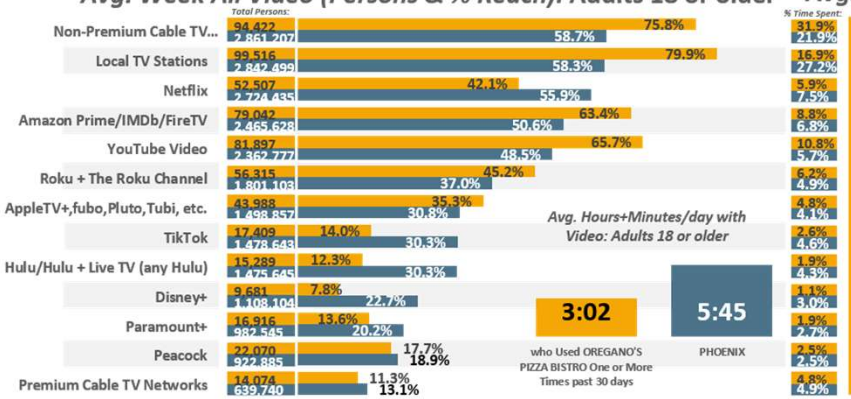
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

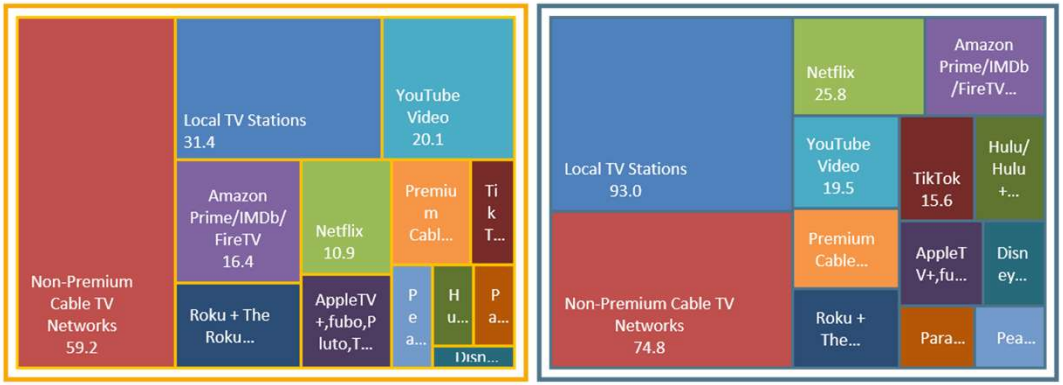
Sit-down restaurants used past 30 days: Macayo's

96,938 or 77.8% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 29.1 minutes every day representing 19.2% of all time spent daily with Ad-Supported Video.

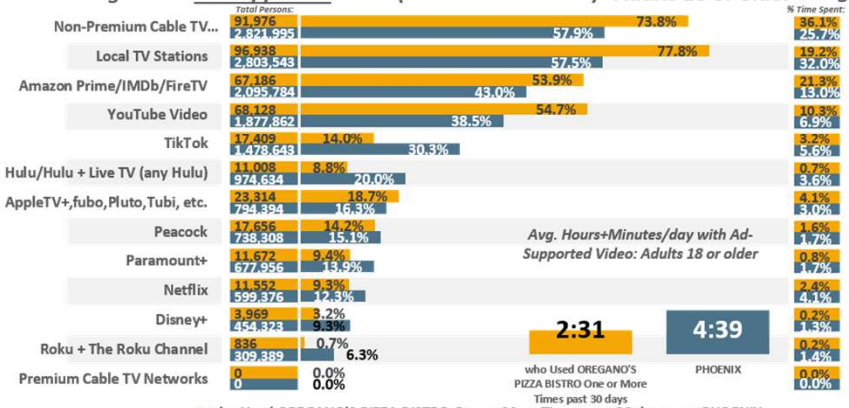
Avg. Week All Video (Persons & % Reach): Adults 18 or older



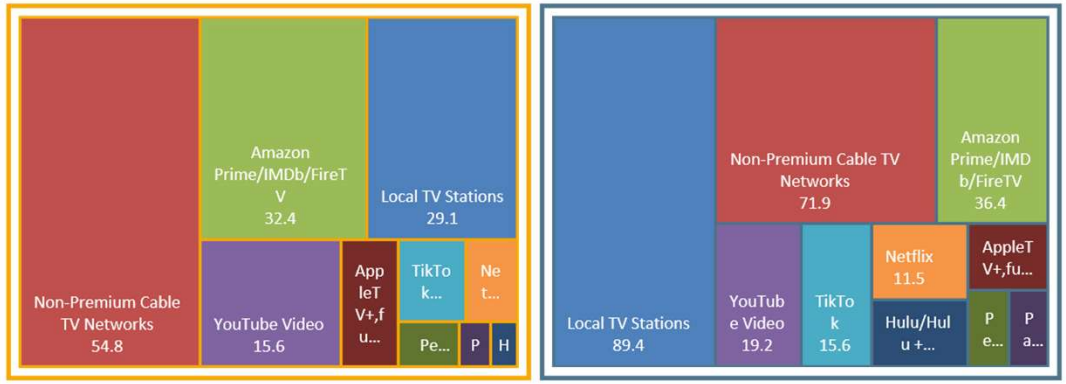
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

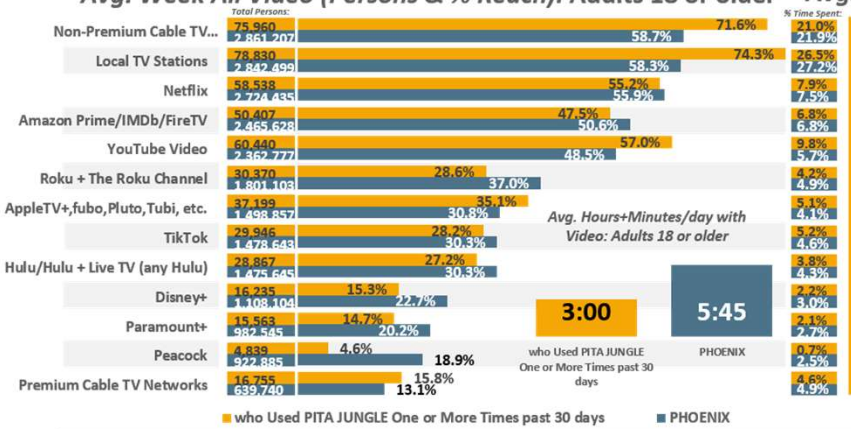
soefa.ai Share of Everything for Anything ©

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

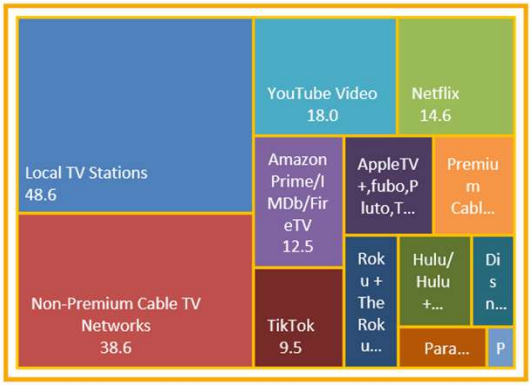
PITA JUNGLE PHX

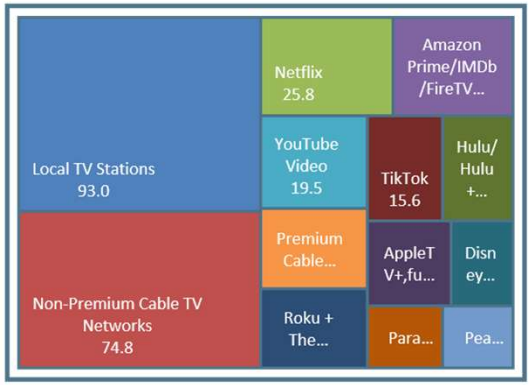
77,285 or 72.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 44.1 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

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

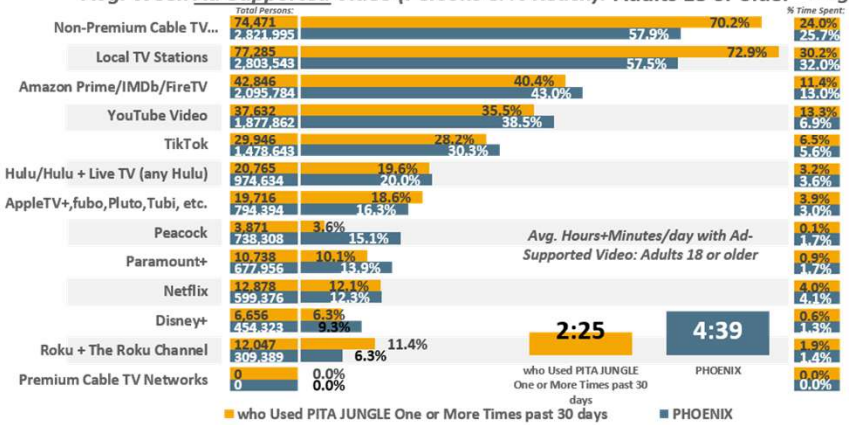


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

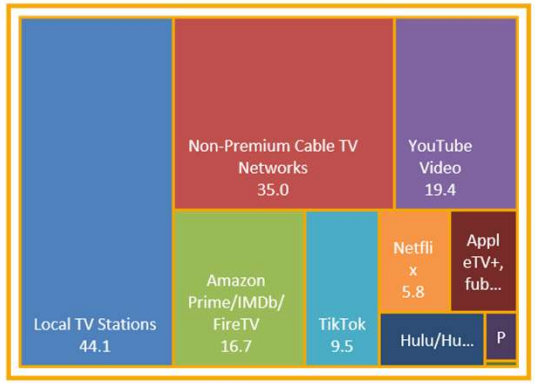


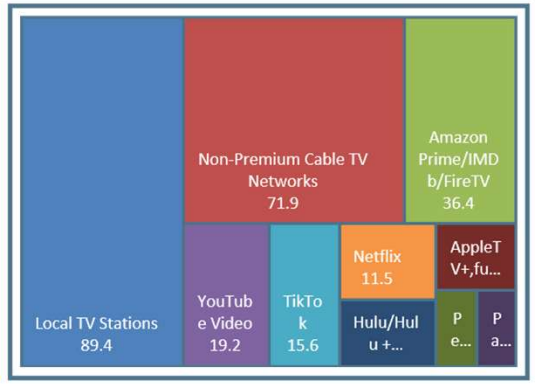


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





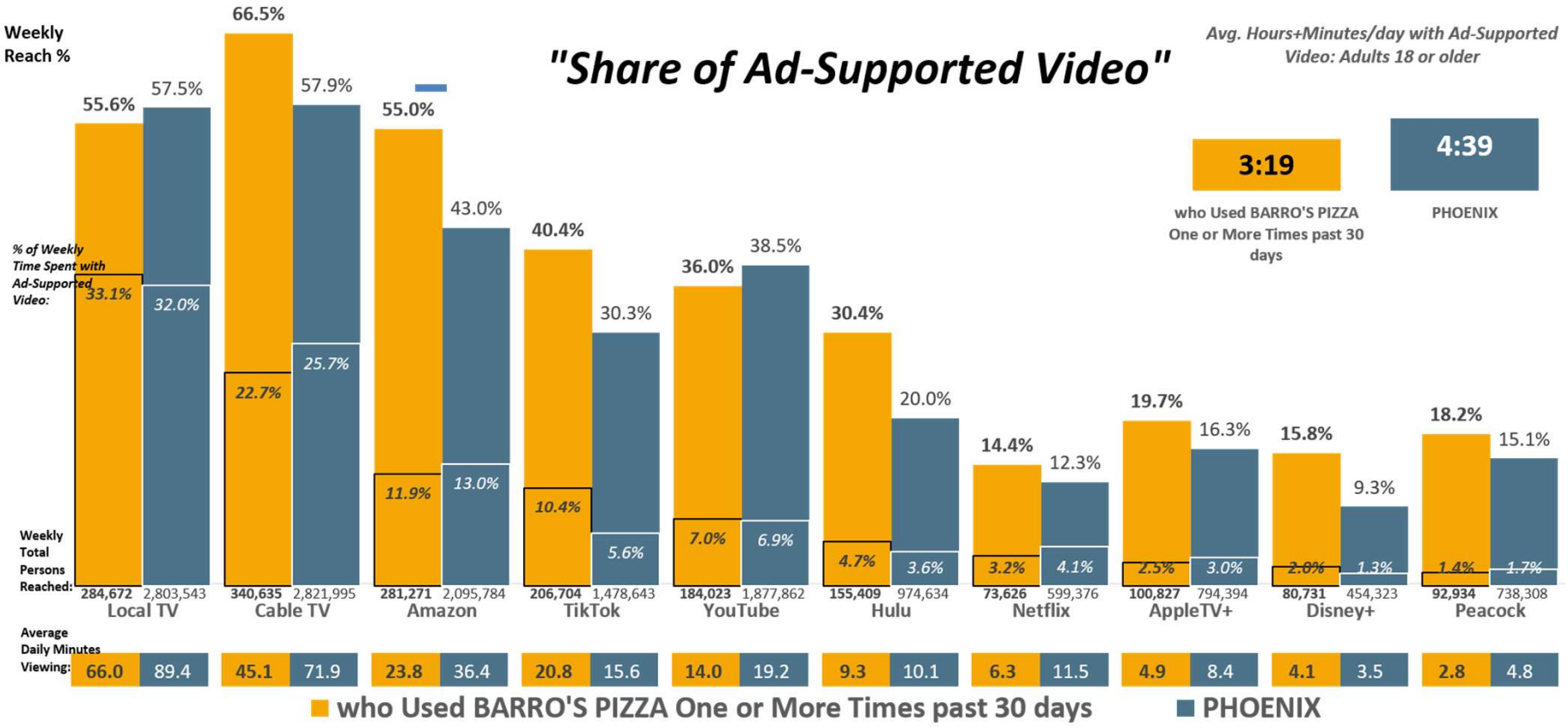
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle

284,672 or 55.6% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.



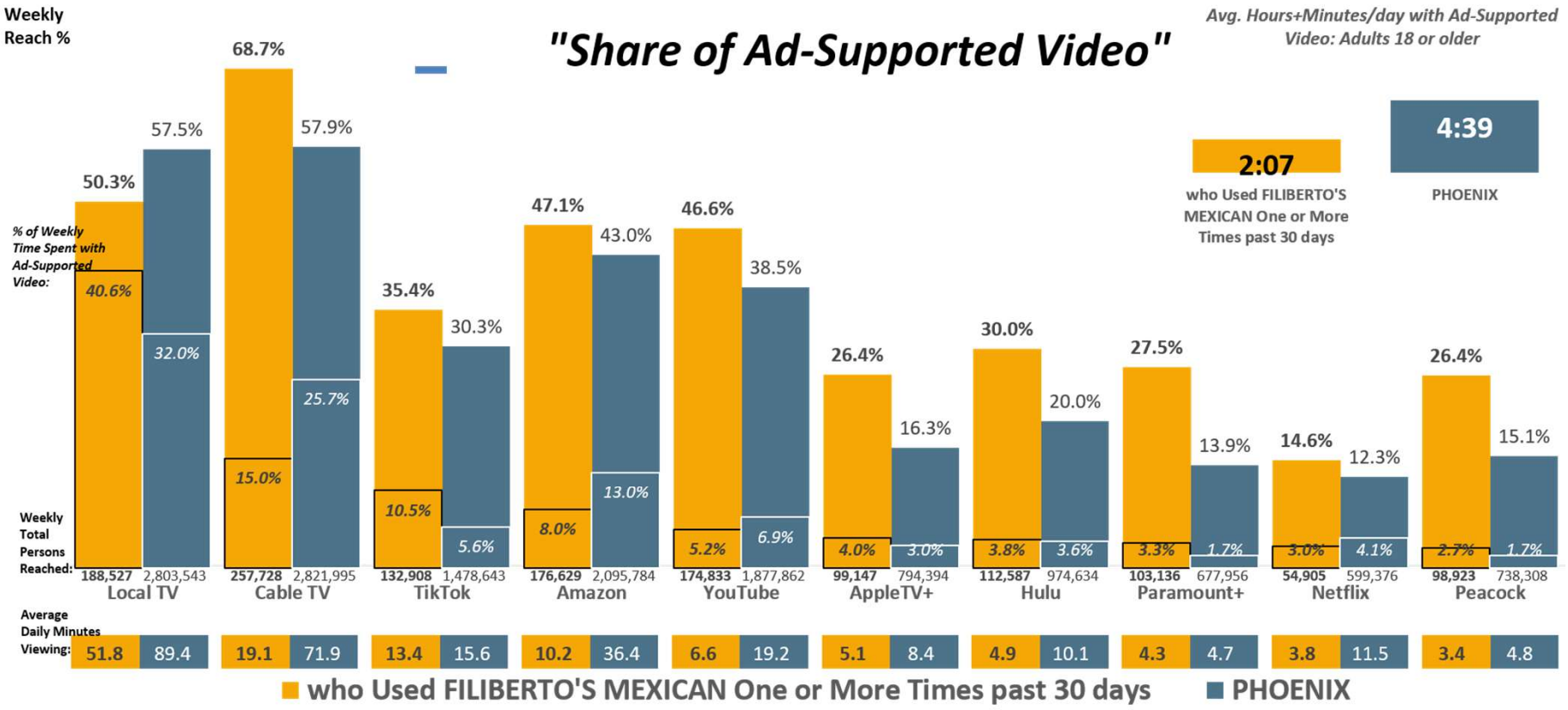
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

188,527 or 50.3% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 51.8 minutes every day representing 40.6% of all time spent daily with Ad-Supported Video.



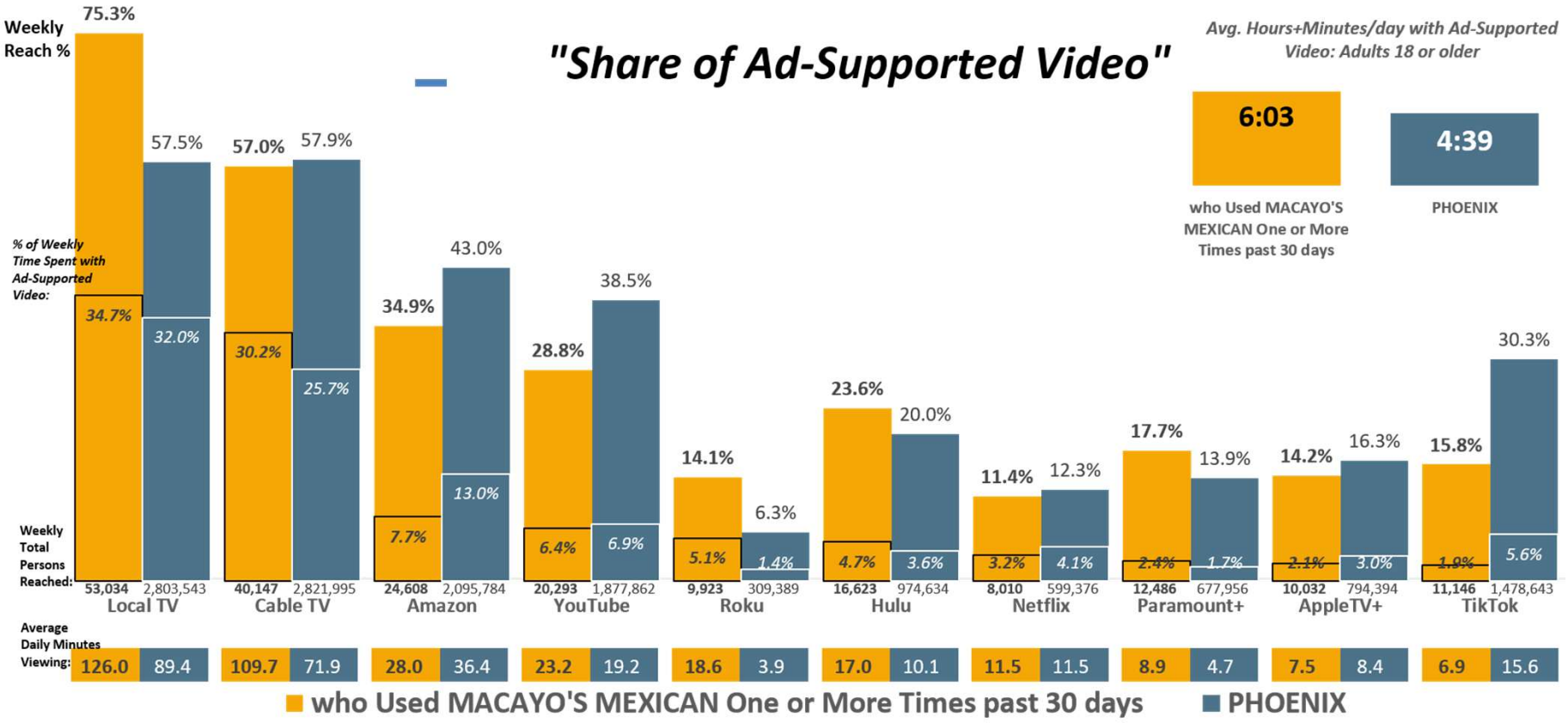
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Filiberto's Mexican

53,034 or 75.3% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 126. minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



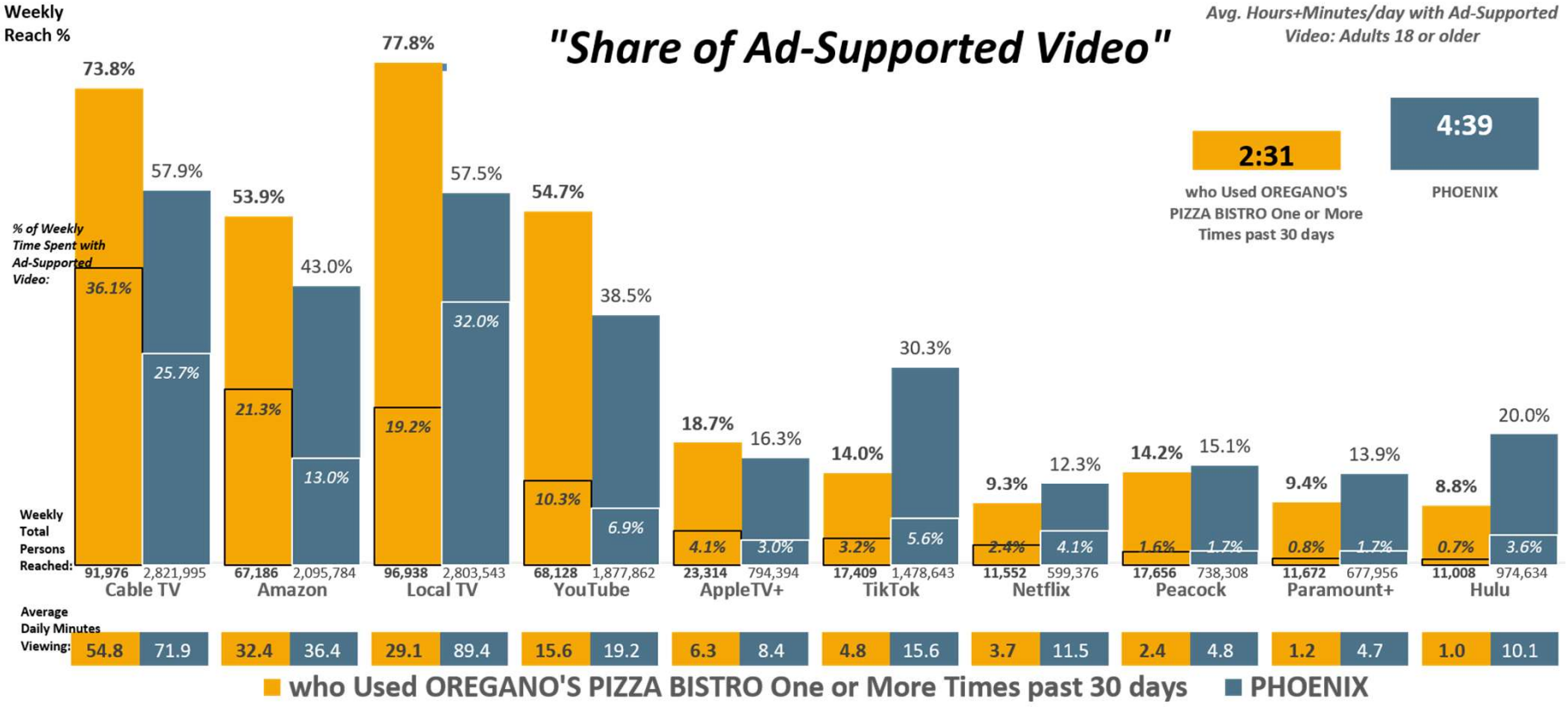
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Macayo's

96,938 or 77.8% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 29.1 minutes every day representing 19.2% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

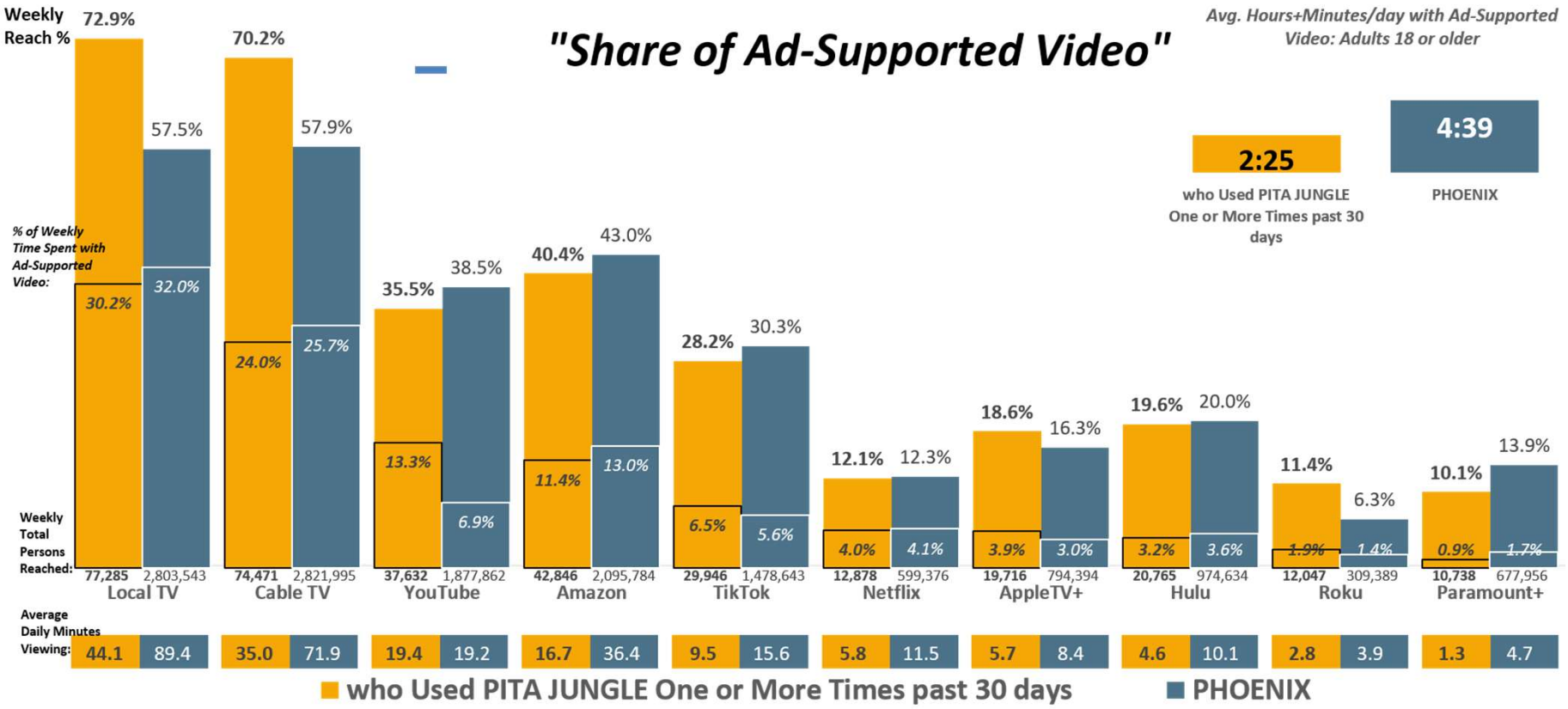
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

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

PITA JUNGLE PHX

77,285 or 72.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 44.1 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

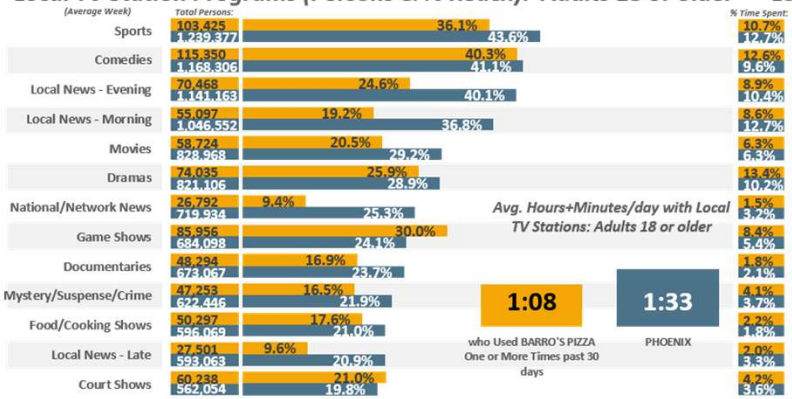
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

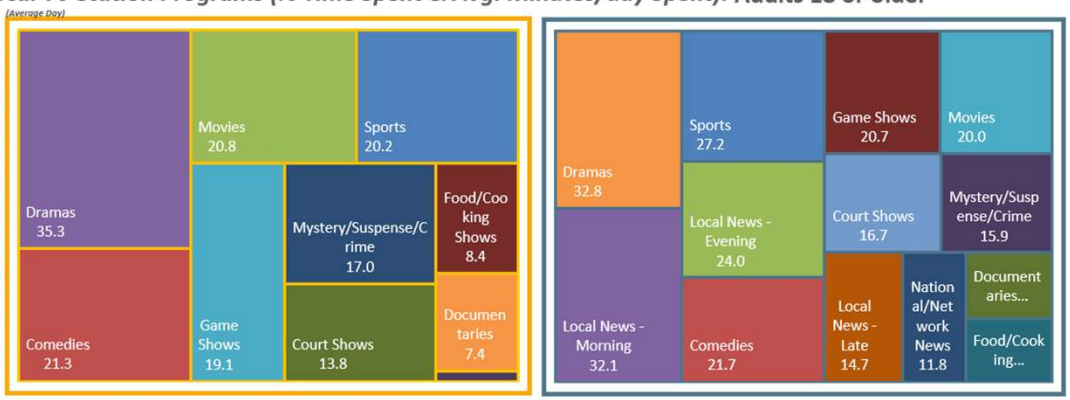
Sit-down restaurants used past 30 days: Pita Jungle

284,672 or 55.6% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Game Shows, Dramas, Local News - Evening, and Court Shows.

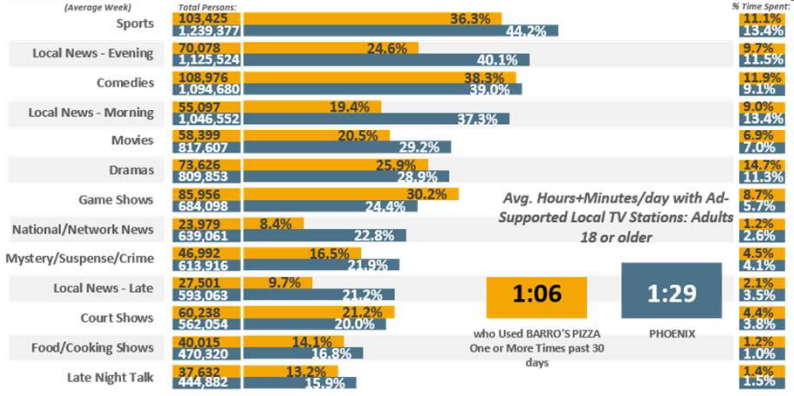
Local TV Station Programs (Persons & % Reach): Adults 18 or older



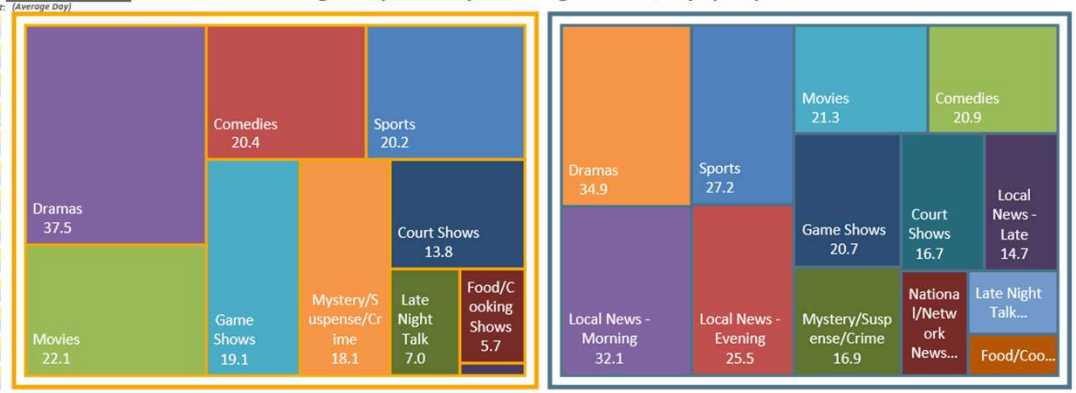
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

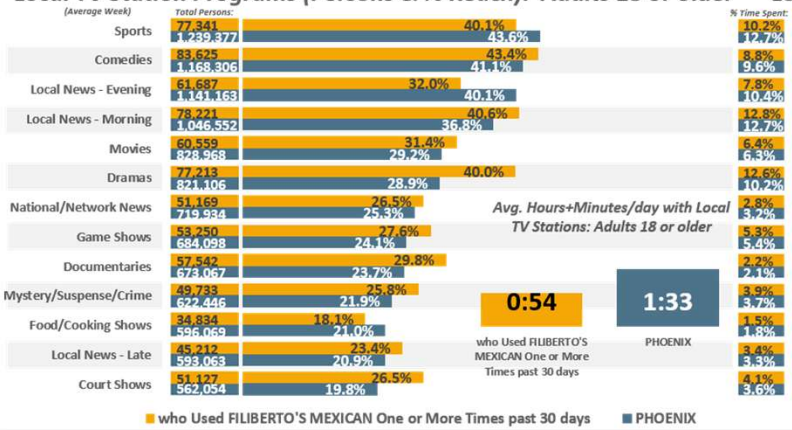
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

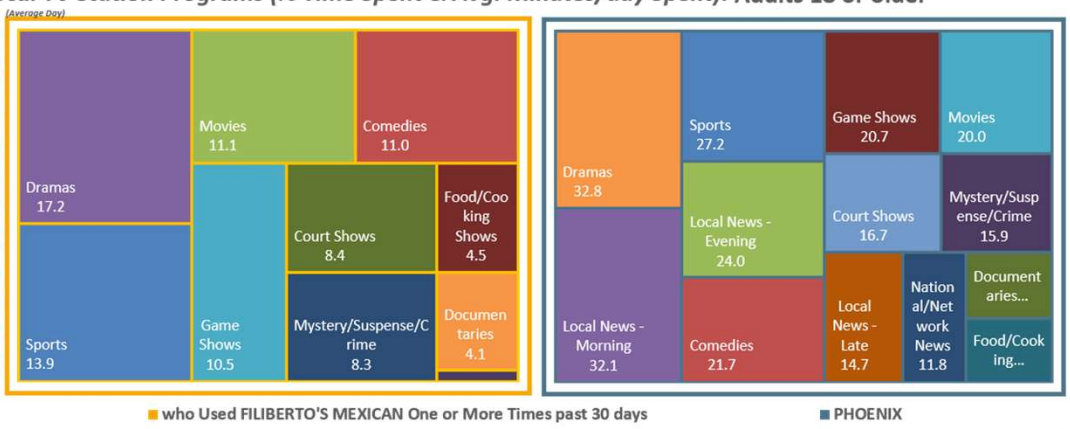
PHX

188,527 or 50.3% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Sports, Dramas, Local News - Evening, and Movies.

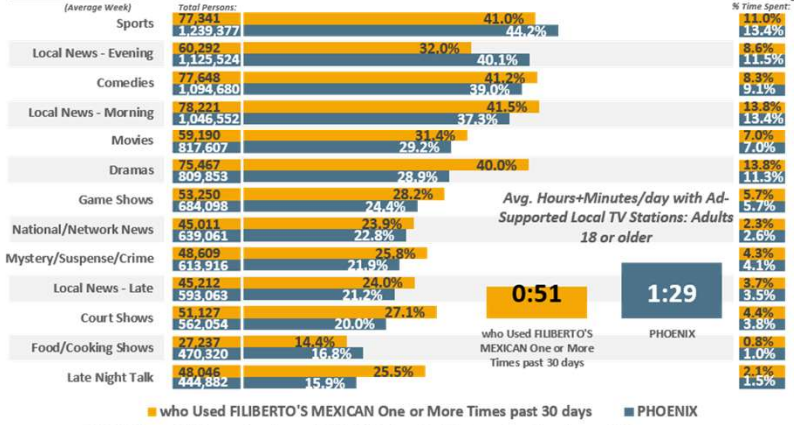
Local TV Station Programs (Persons & % Reach): Adults 18 or older



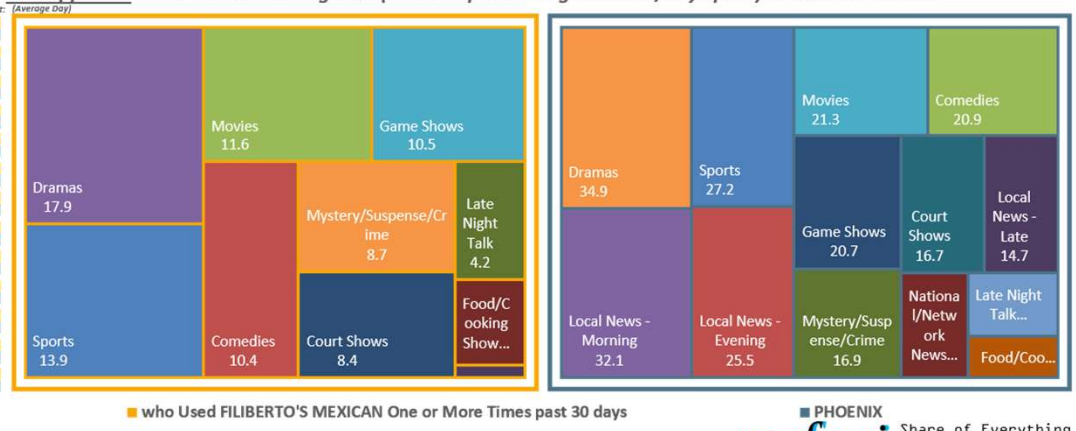
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

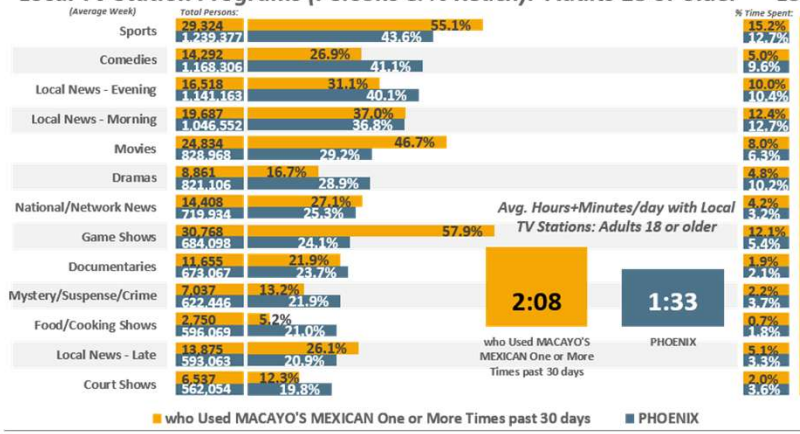
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

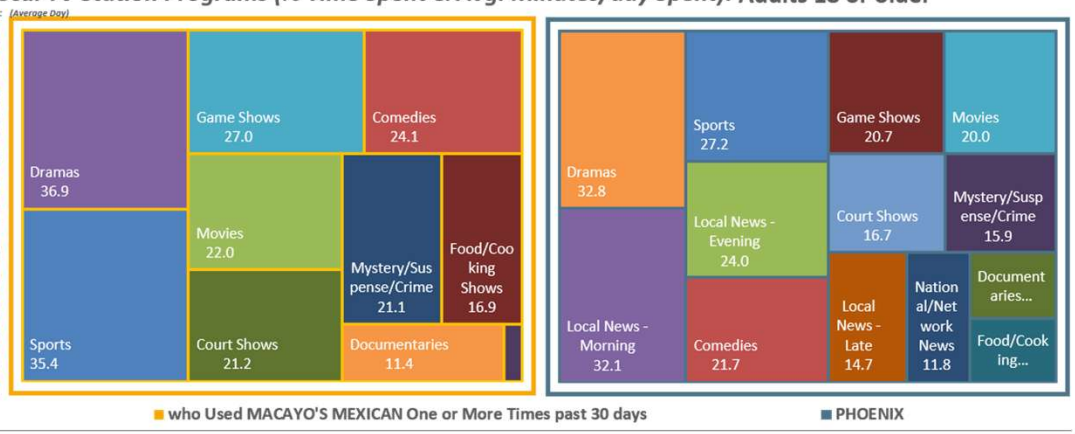
Quick service restaurants used past 30 days: Filiberto's Mexican

53,034 or 75.3% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Movies, Local News - Morning, Daytime Talk Shows, and Local News - Evening.

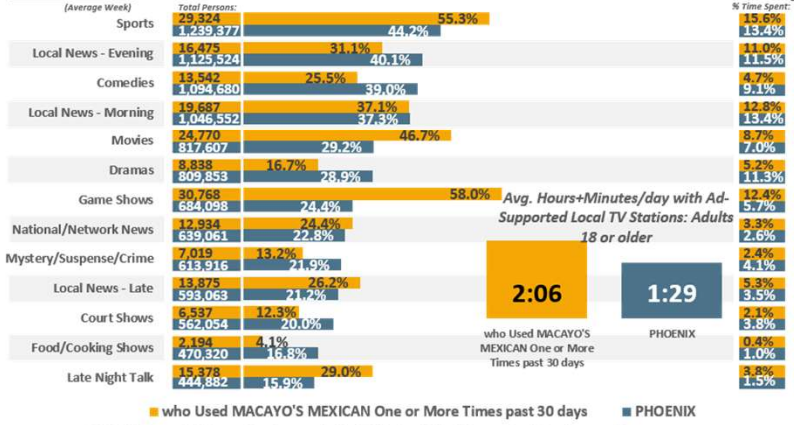
Local TV Station Programs (Persons & % Reach): Adults 18 or older



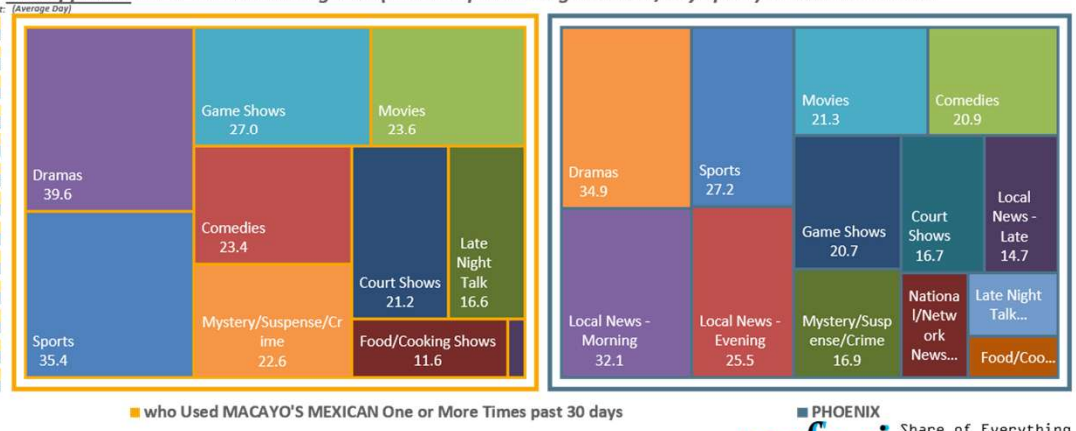
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47

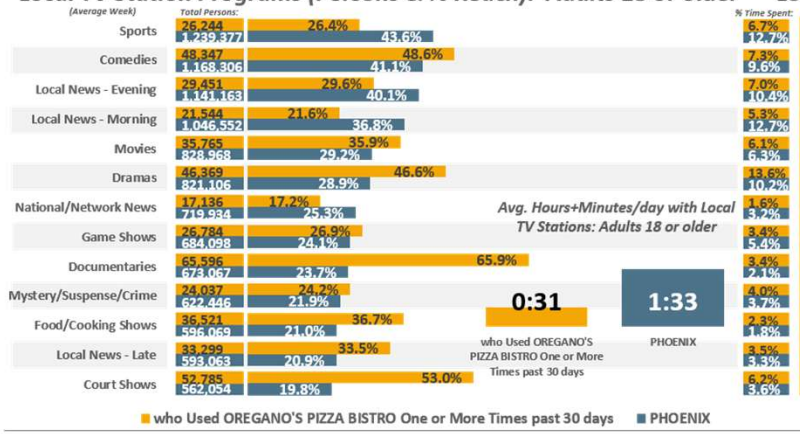
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

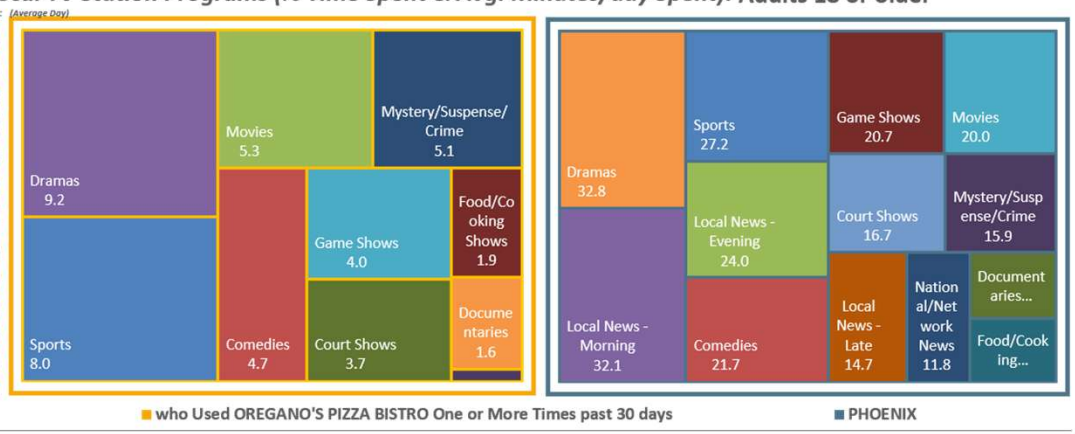
Sit-down restaurants used past 30 days: Macayo's

96,938 or 77.8% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Court Shows, Daytime Talk Shows, Dramas, Comedies, Daytime Soap Operas, and Novelas.

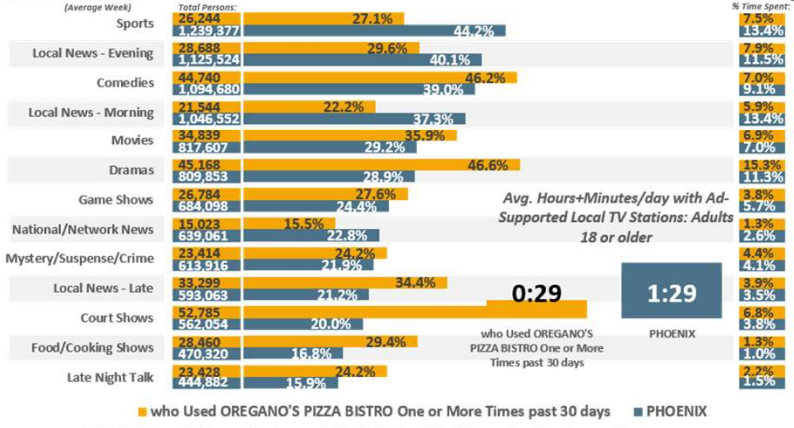
Local TV Station Programs (Persons & % Reach): Adults 18 or older



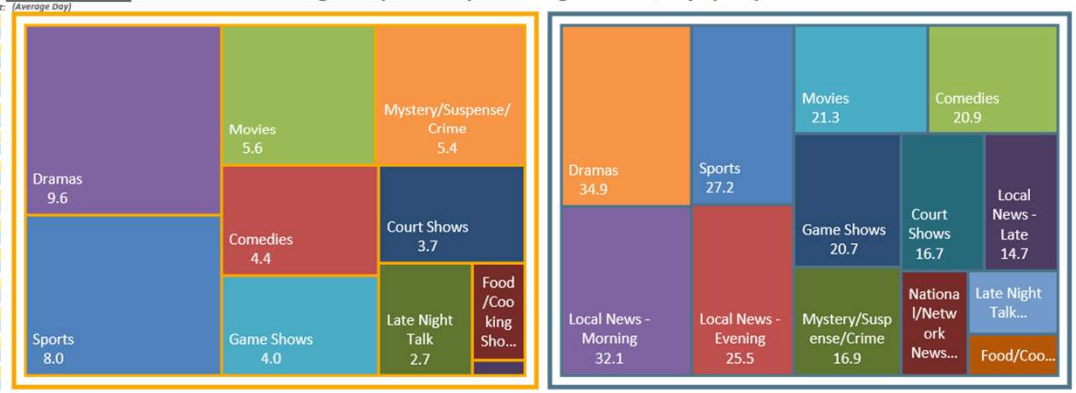
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

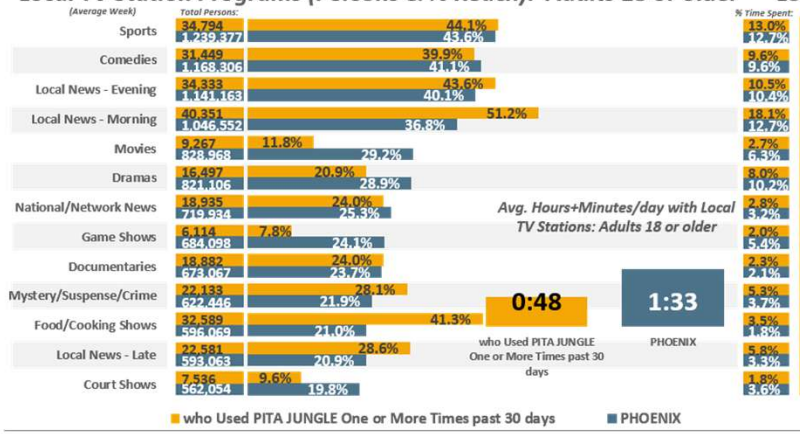
soefa.ai Share of Everything for Anything ©

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

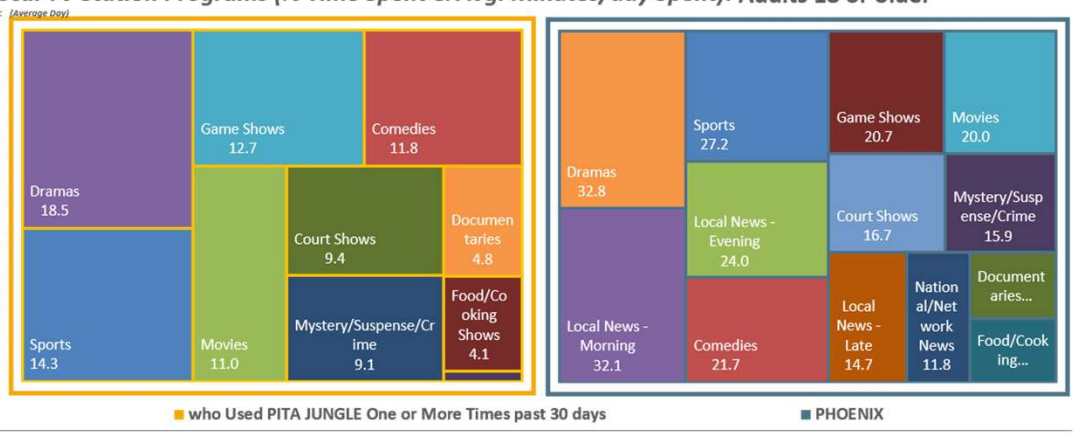
PITA JUNGLE PHX

77,285 or 72.9% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Food/Cooking Shows, and Late Night Talk.

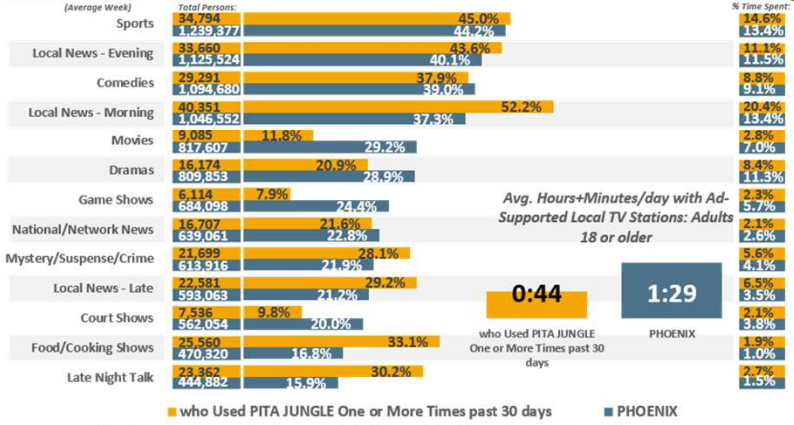
Local TV Station Programs (Persons & % Reach): Adults 18 or older



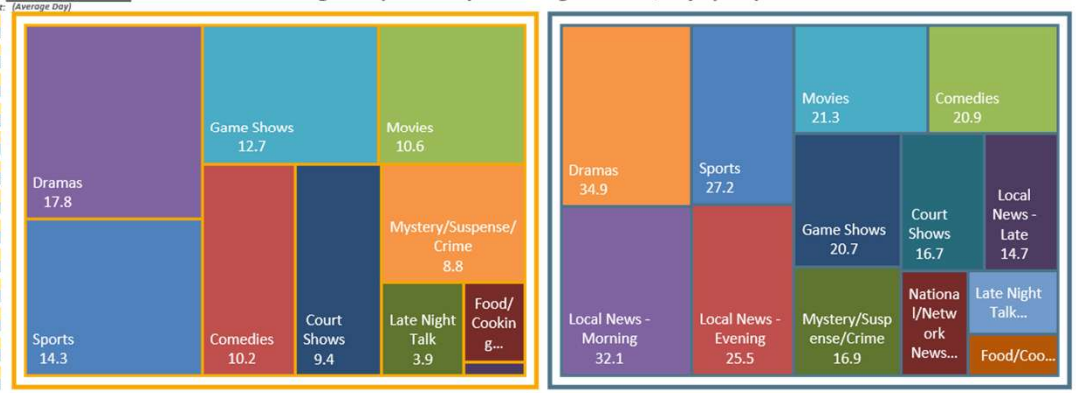
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

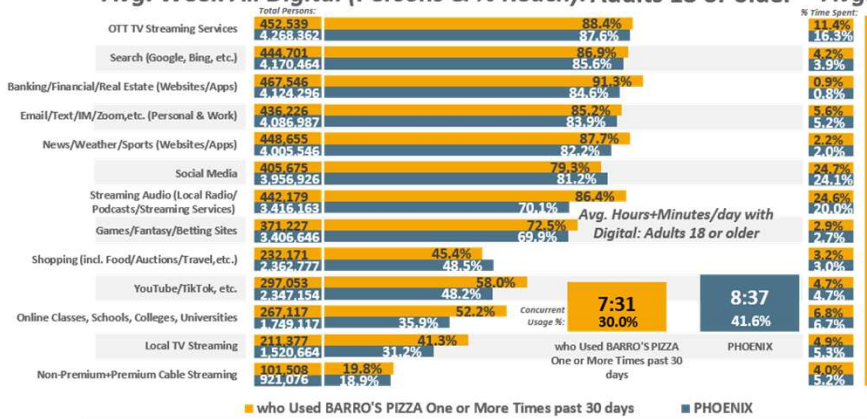
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

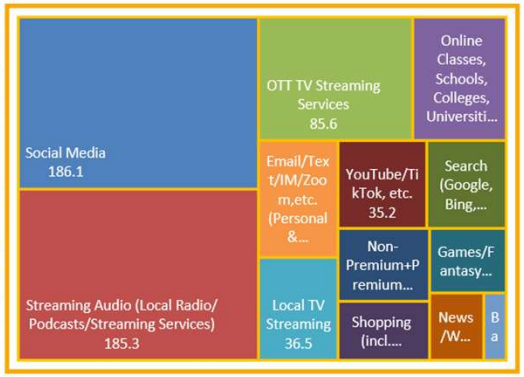
Sit-down restaurants used past 30 days: Pita Jungle

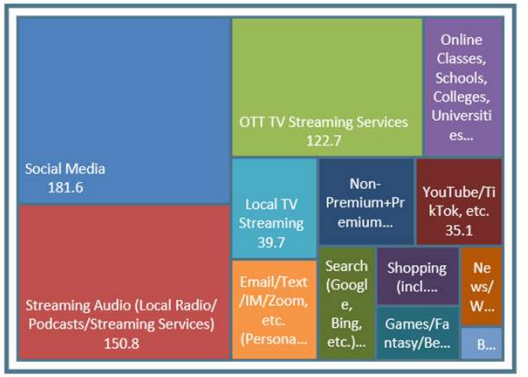
312,874 or 61.1% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days use Ad-Supported Social Media for an average of 143.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

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

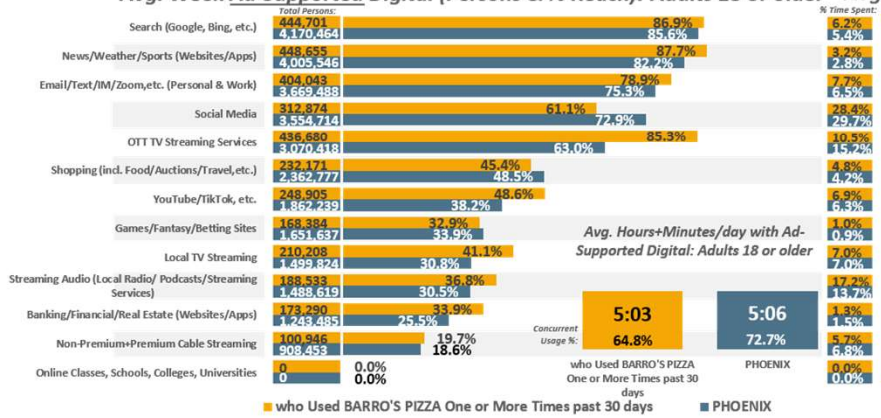


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

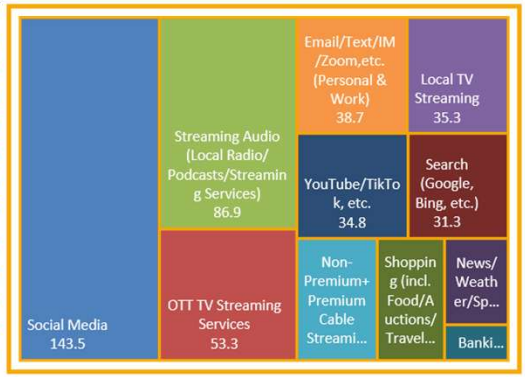


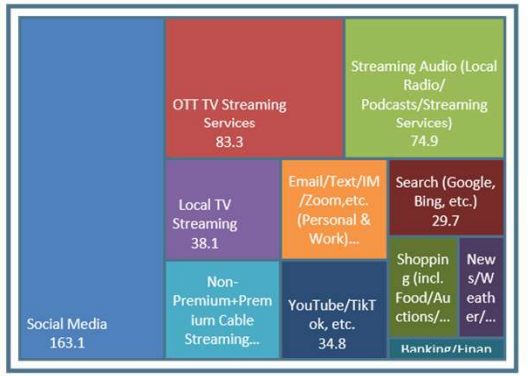


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

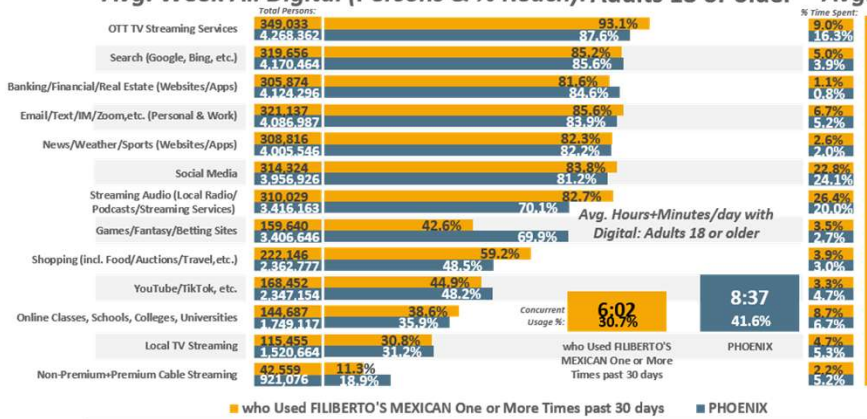
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

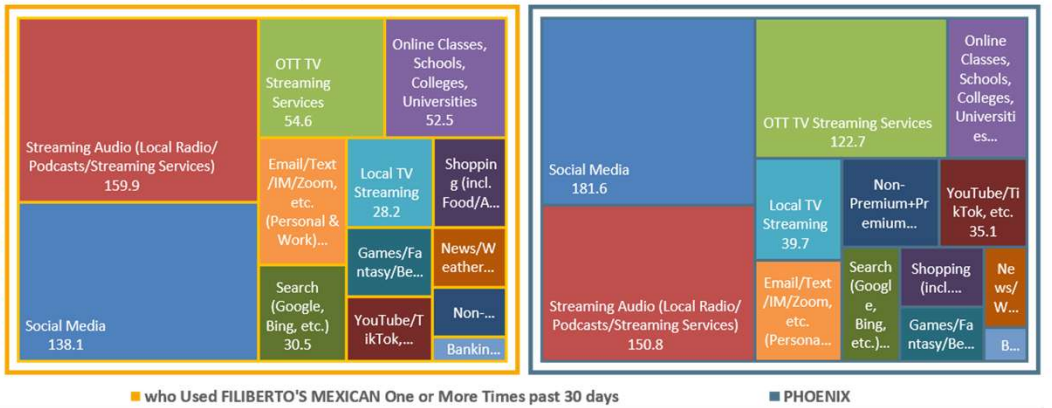
Quick service restaurants used past 30 days: Barro's Pizza

288,459 or 76.9% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days use Ad-Supported Social Media for an average of 126.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

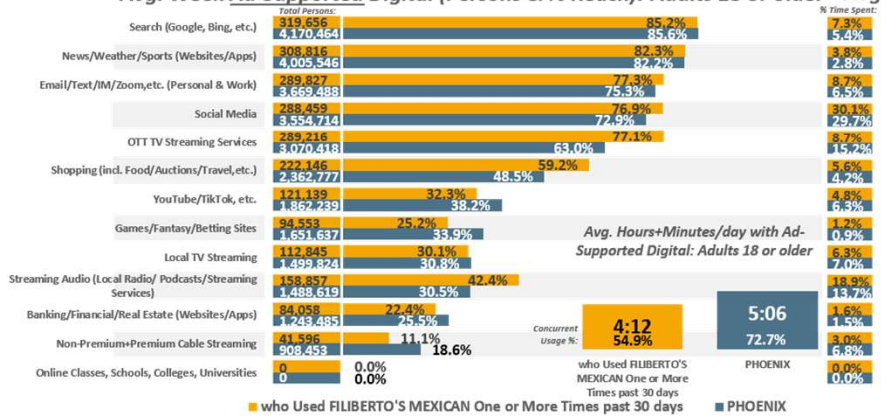
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



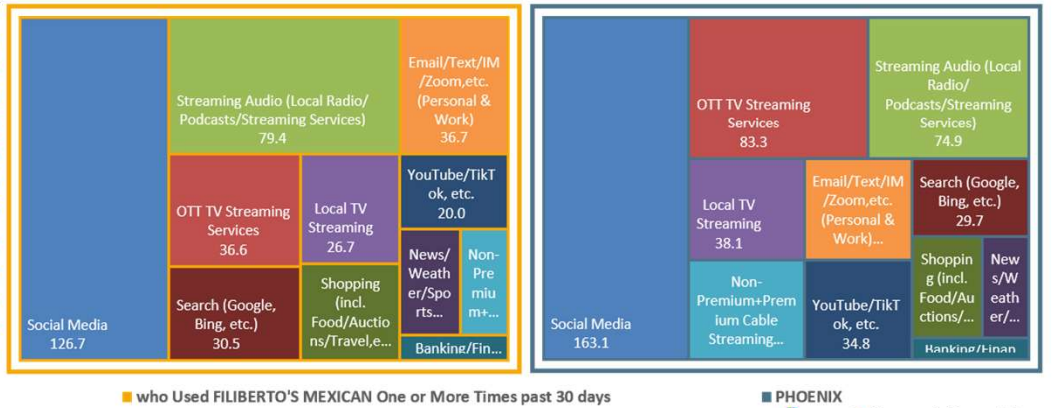
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

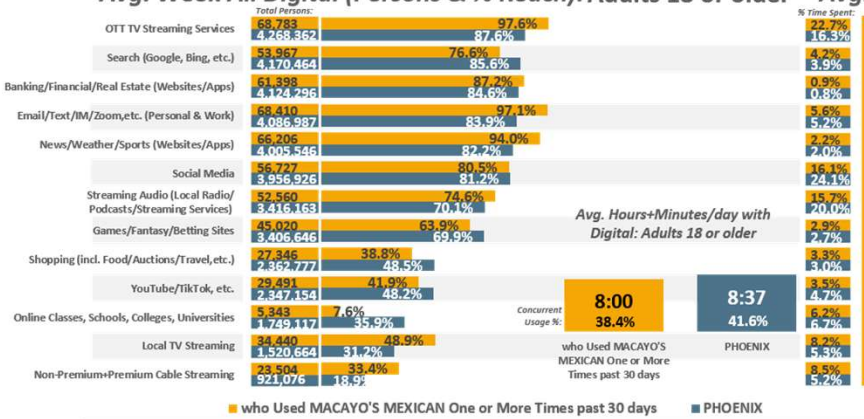
soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Filiberto's Mexican

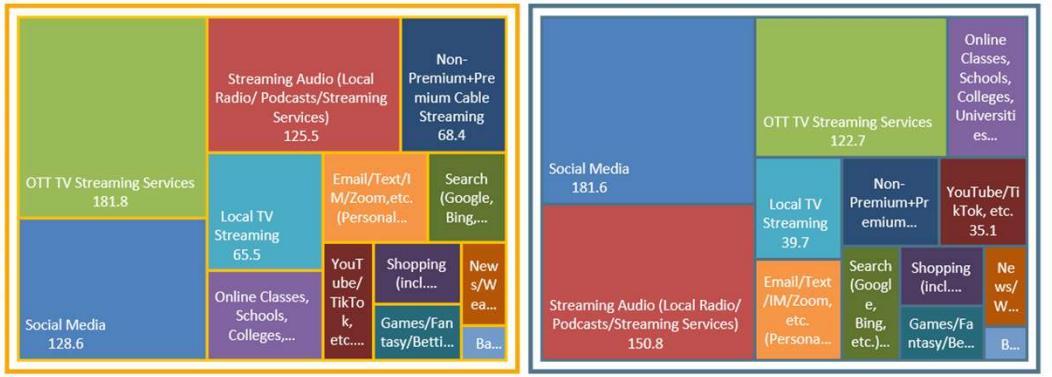
Macayo's Mexican Food PHX

51,006 or 72.4% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days use Ad-Supported Social Media for an average of 115.7 minutes every day representing 19.3% of all time spent daily with Ad-Supported Digital Media.

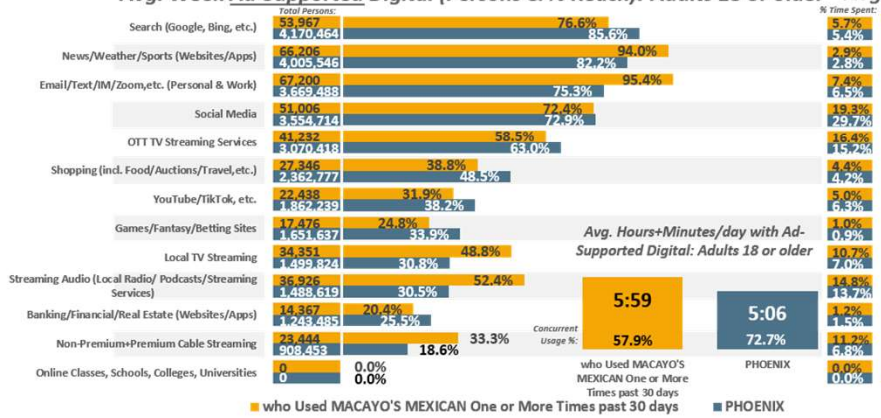
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



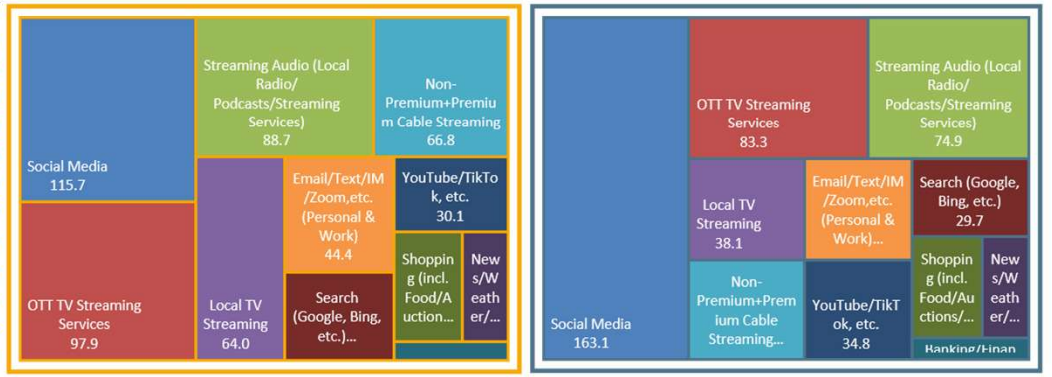
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47

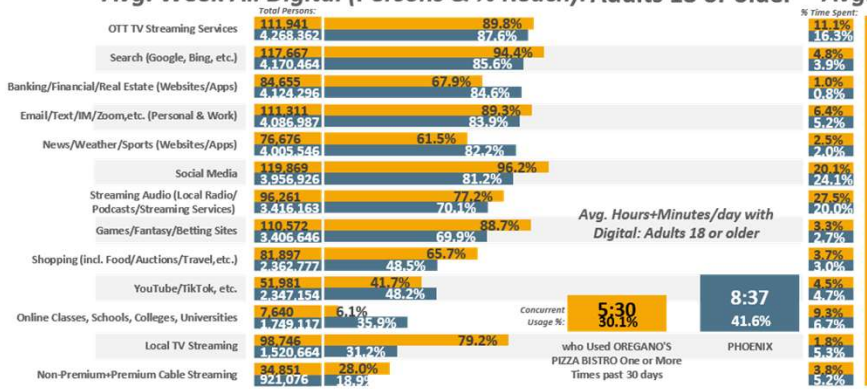
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

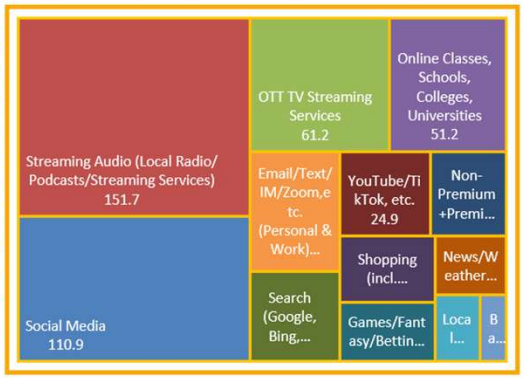
Sit-down restaurants used past 30 days: Macayo's

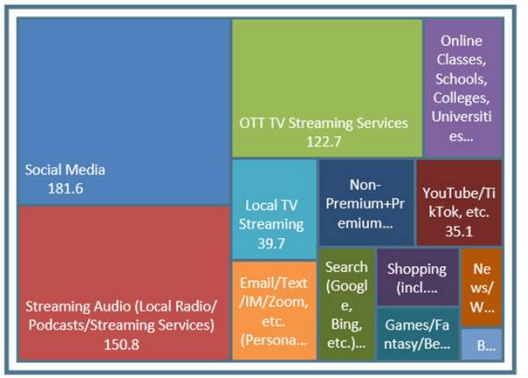
111,181 or 89.2% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days use Ad-Supported Social Media for an average of 102.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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

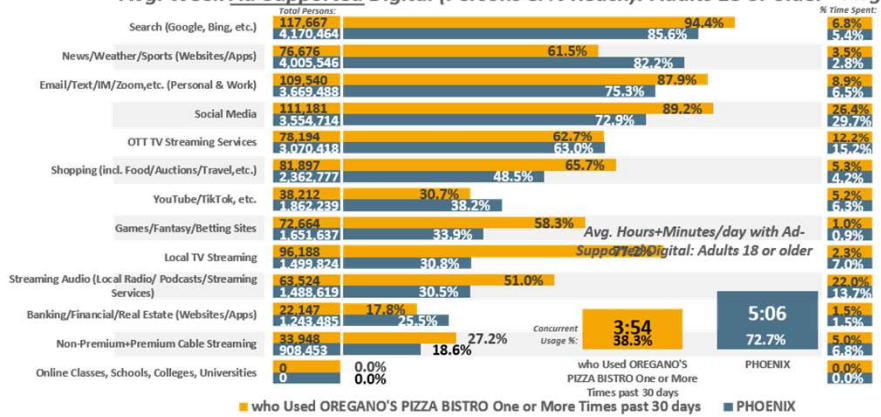


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

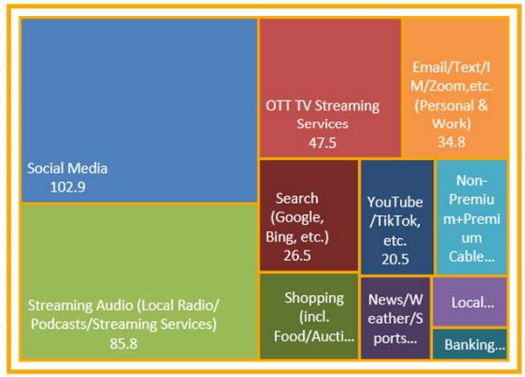


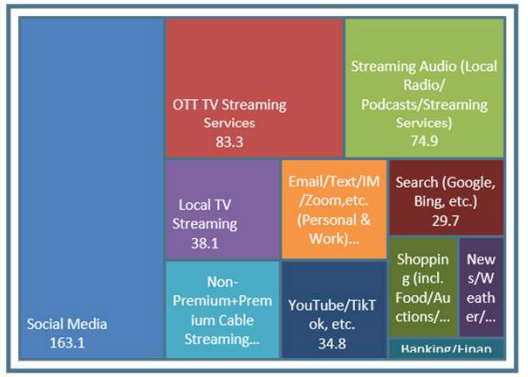


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

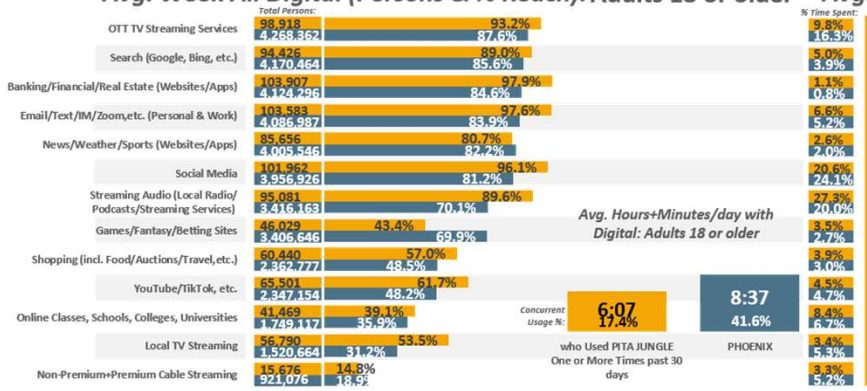
soefa.ai Share of Everything for Anything

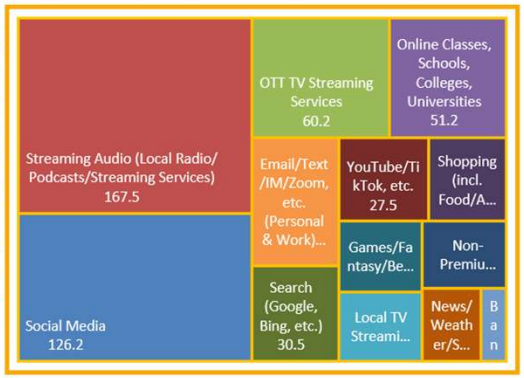
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

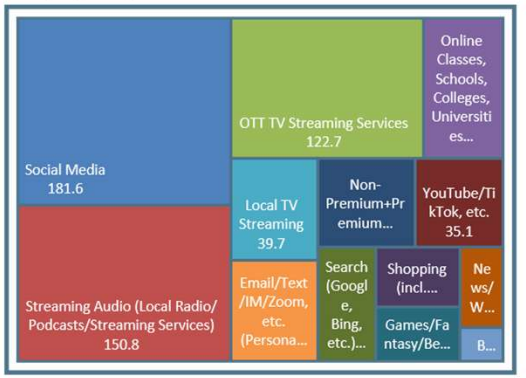
PITA JUNGLE

99,492 or 93.8% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days use Ad-Supported Social Media for an average of 123.2 minutes every day representing 28.8% of all time spent daily with Ad-Supported Digital Media.

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



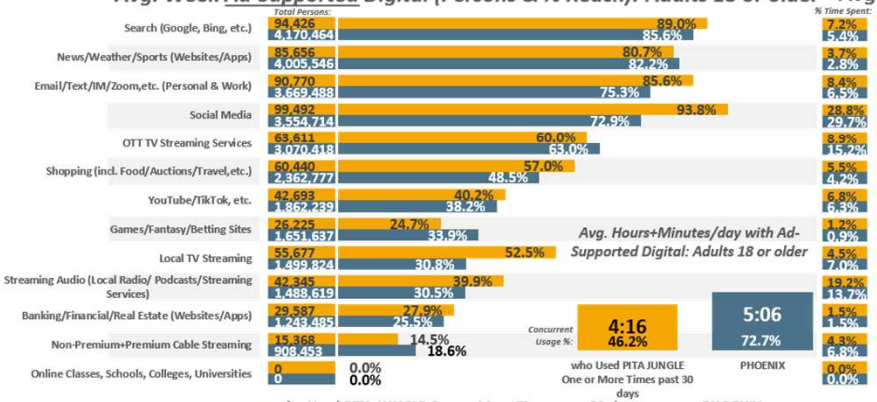


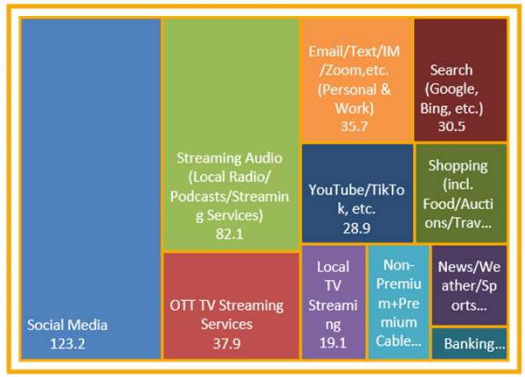


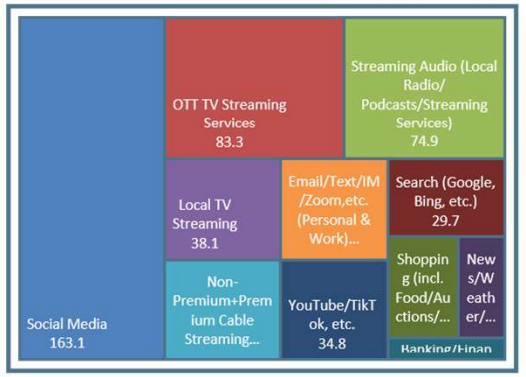
■ who Used PITA JUNGLE One or More Times past 30 days ■ PHOENIX

■ who Used PITA JUNGLE One or More Times past 30 days ■ PHOENIX

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







■ who Used PITA JUNGLE One or More Times past 30 days ■ PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

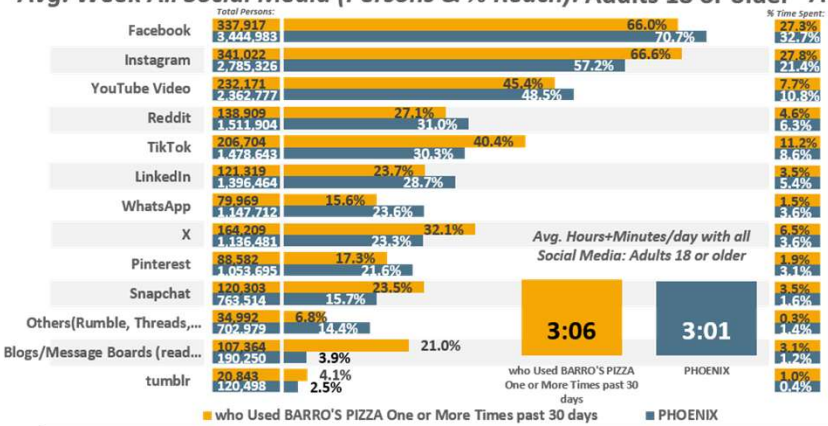
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

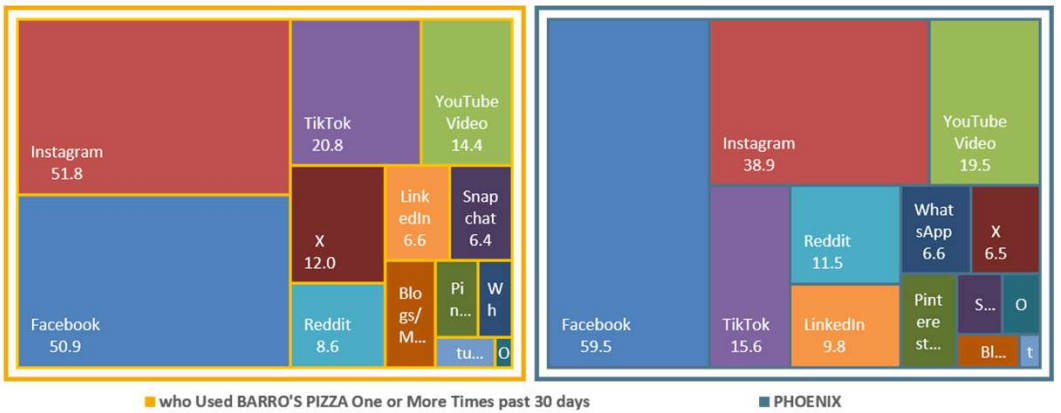
Sit-down restaurants used past 30 days: Pita Jungle

312,874 or 61.1% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

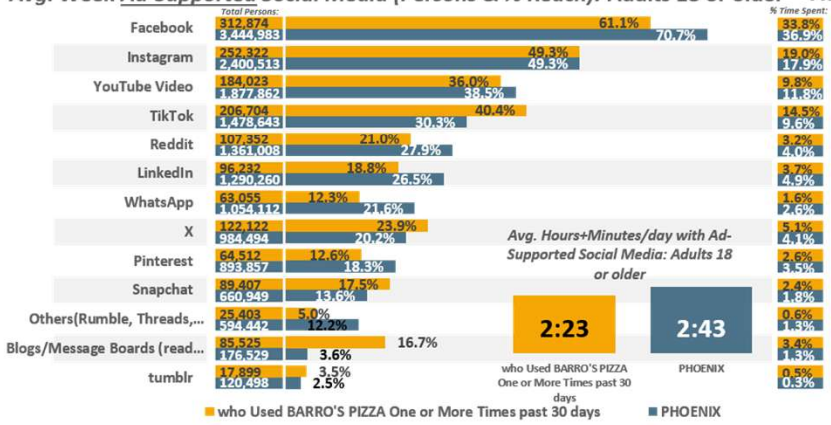
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



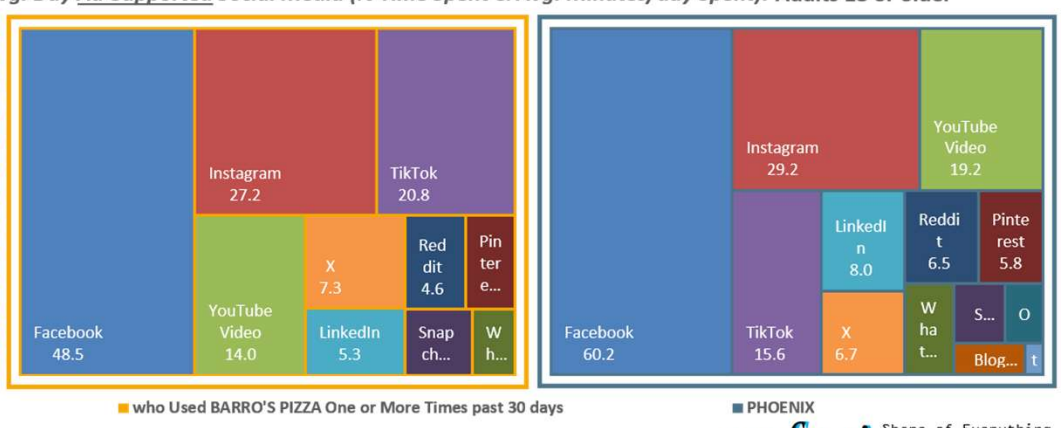
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

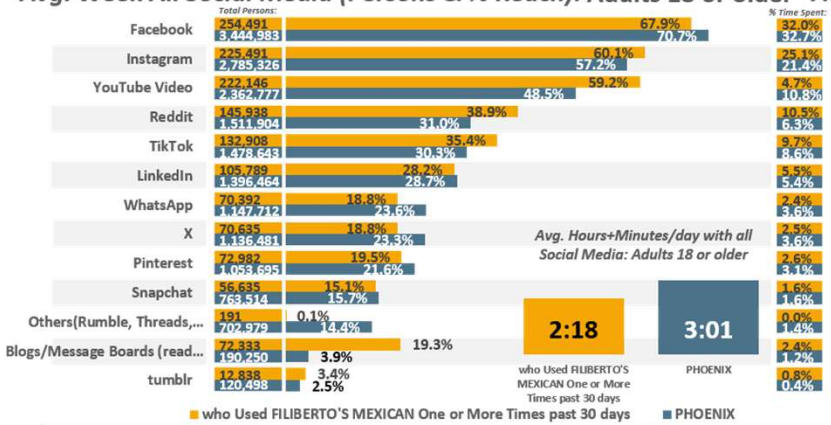
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

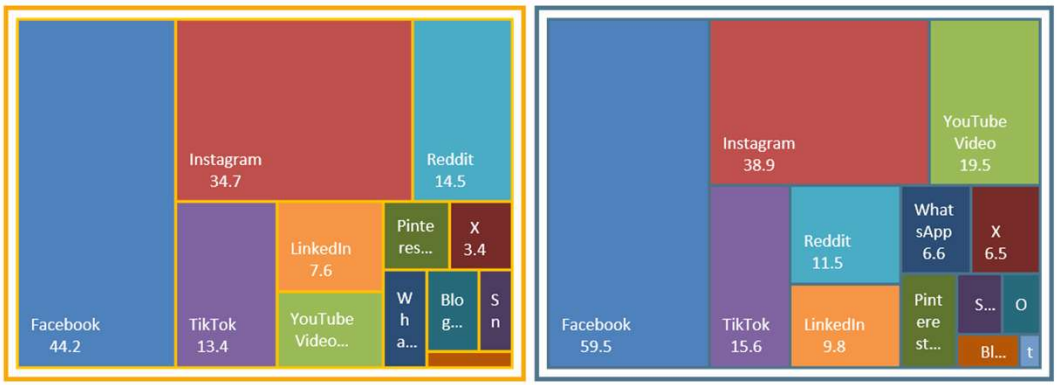
PHX

254,491 or 67.9% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days use Ad-Supported Facebook for an average of 48.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

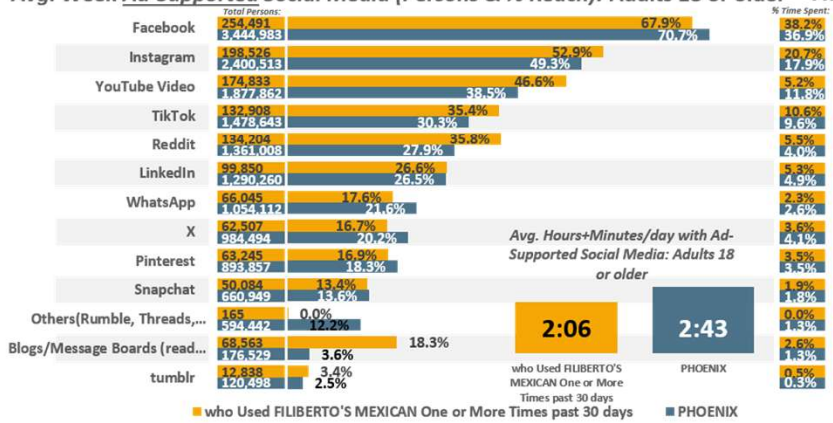
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



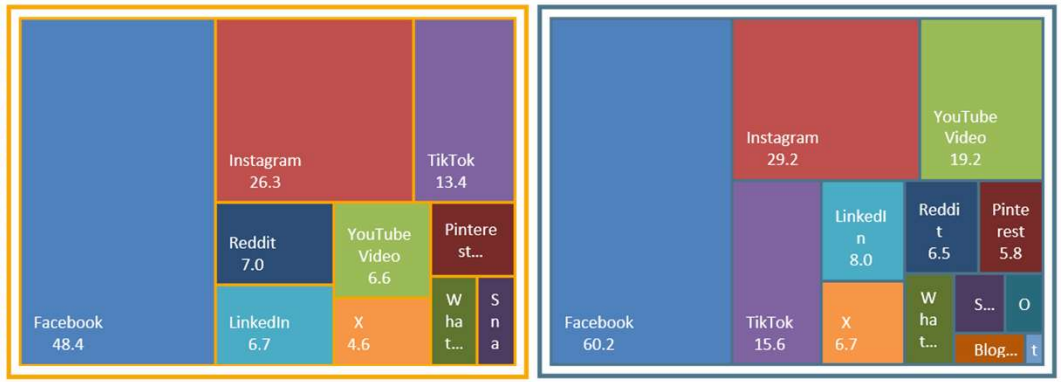
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

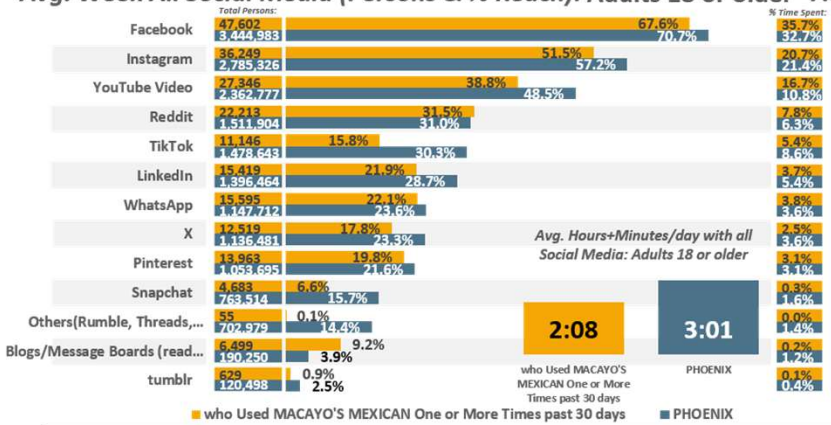
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

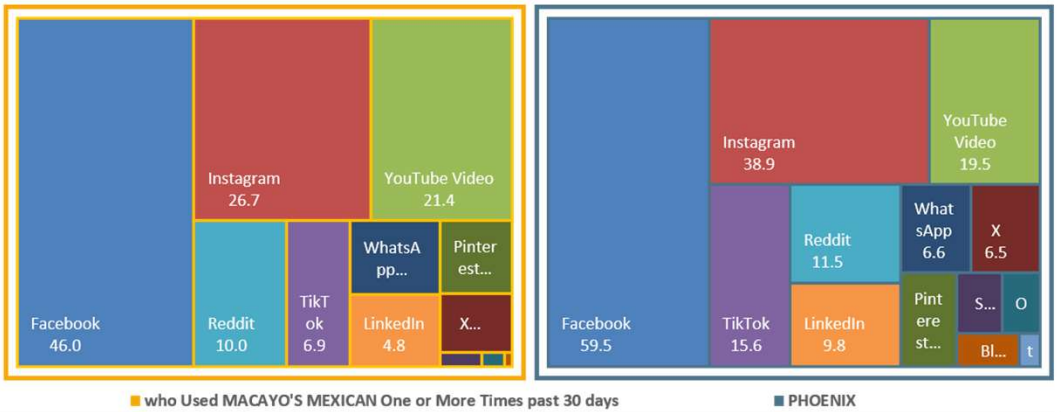
Quick service restaurants used past 30 days: Filiberto's Mexican

47,602 or 67.6% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days use Ad-Supported Facebook for an average of 43.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

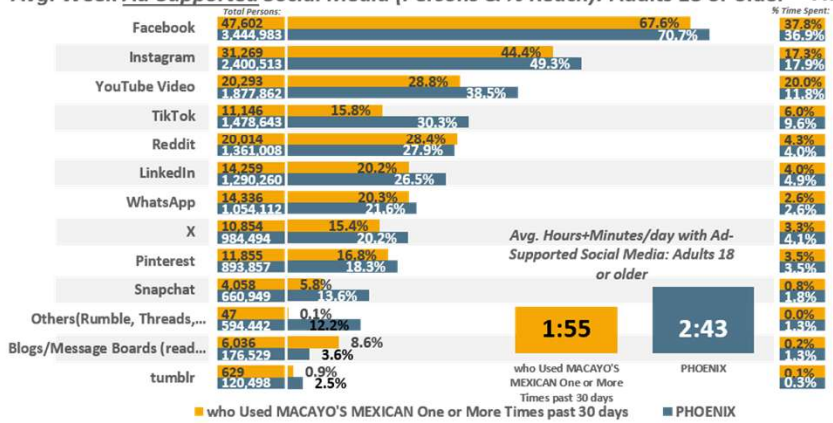
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



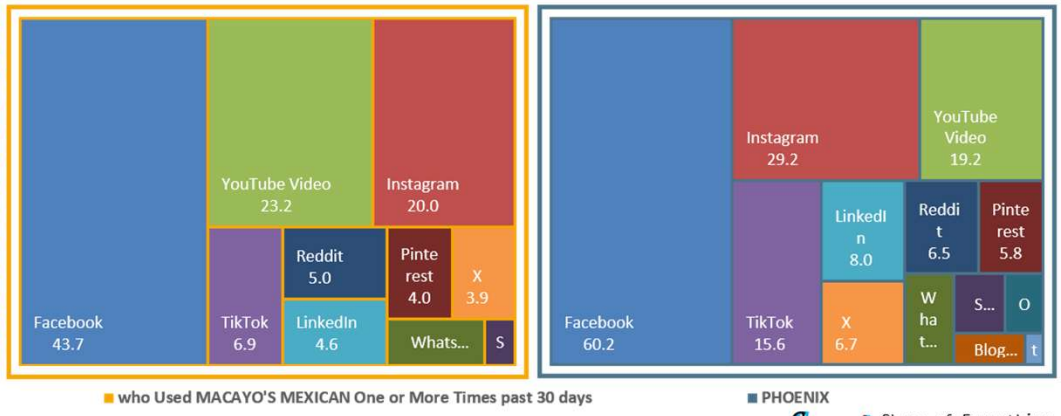
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47

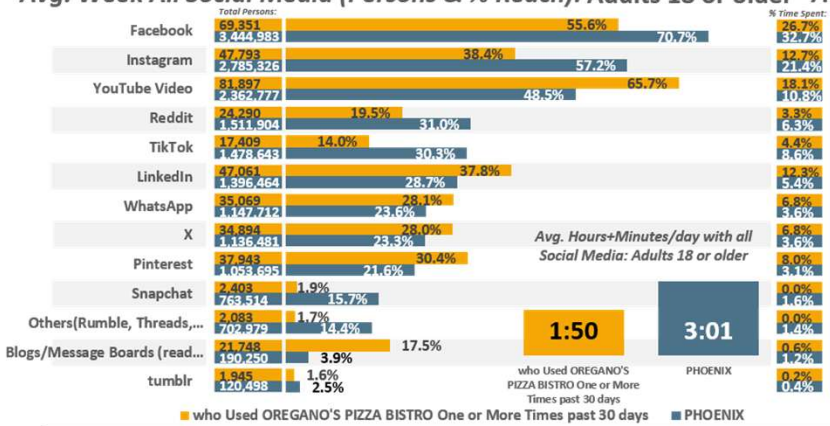
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

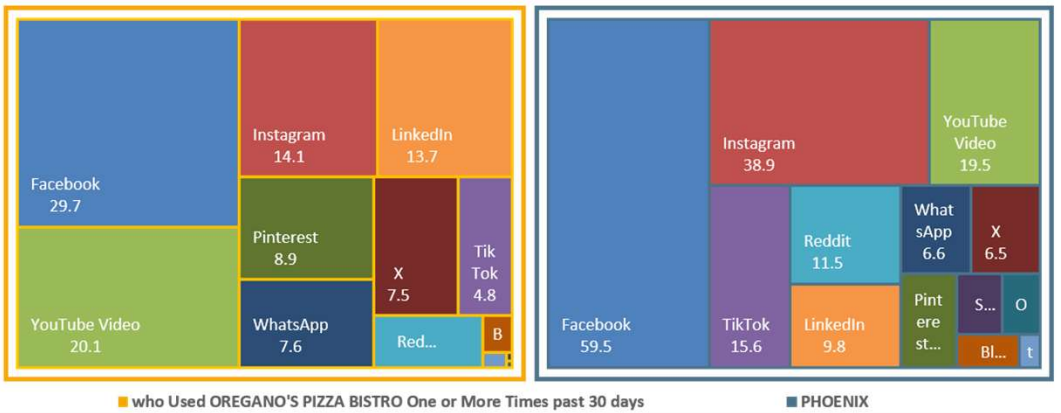
Sit-down restaurants used past 30 days: Macayo's

69,351 or 55.6% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days use Ad-Supported Facebook for an average of 36.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

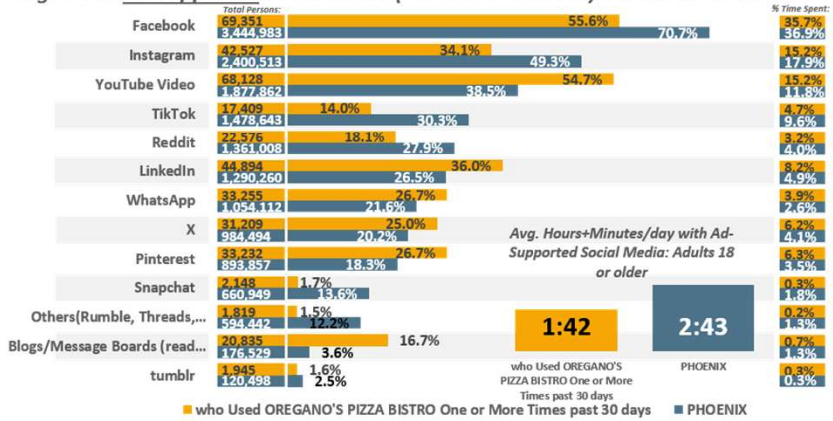
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



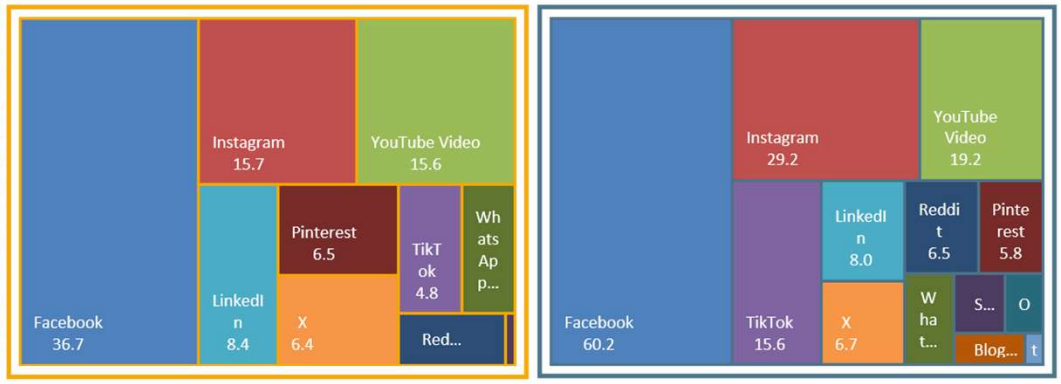
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

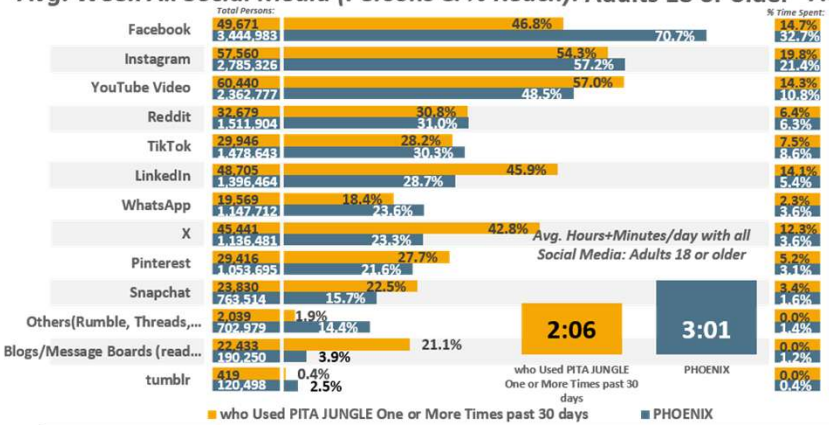
soefa.ai Share of Everything for Anything ©

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

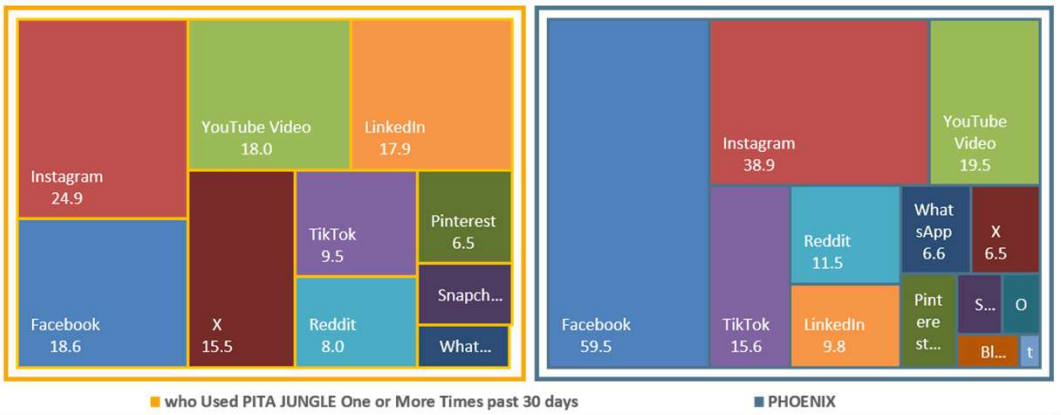
PITA JUNGLE PHX

49,671 or 46.8% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days use Ad-Supported Facebook for an average of 31.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.

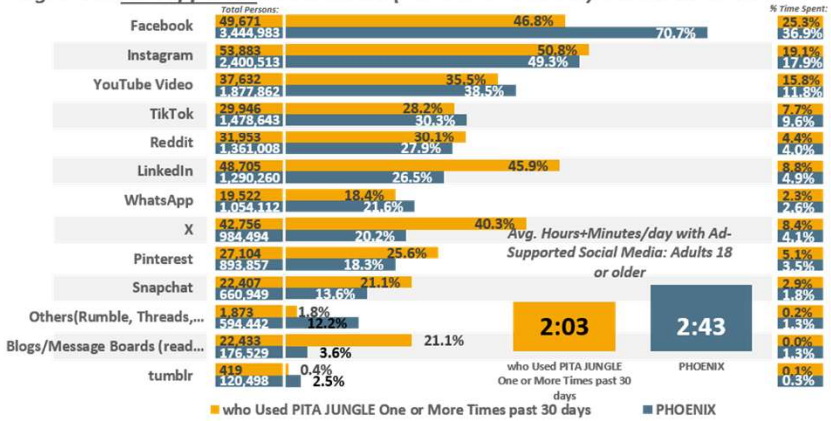
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



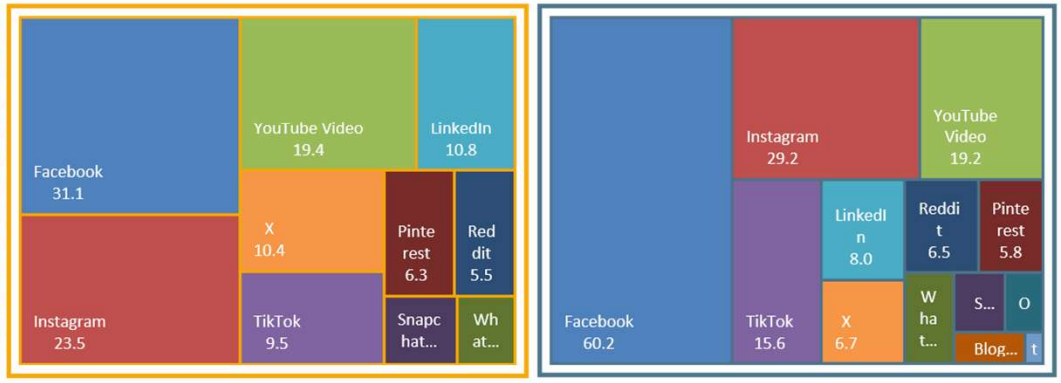
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



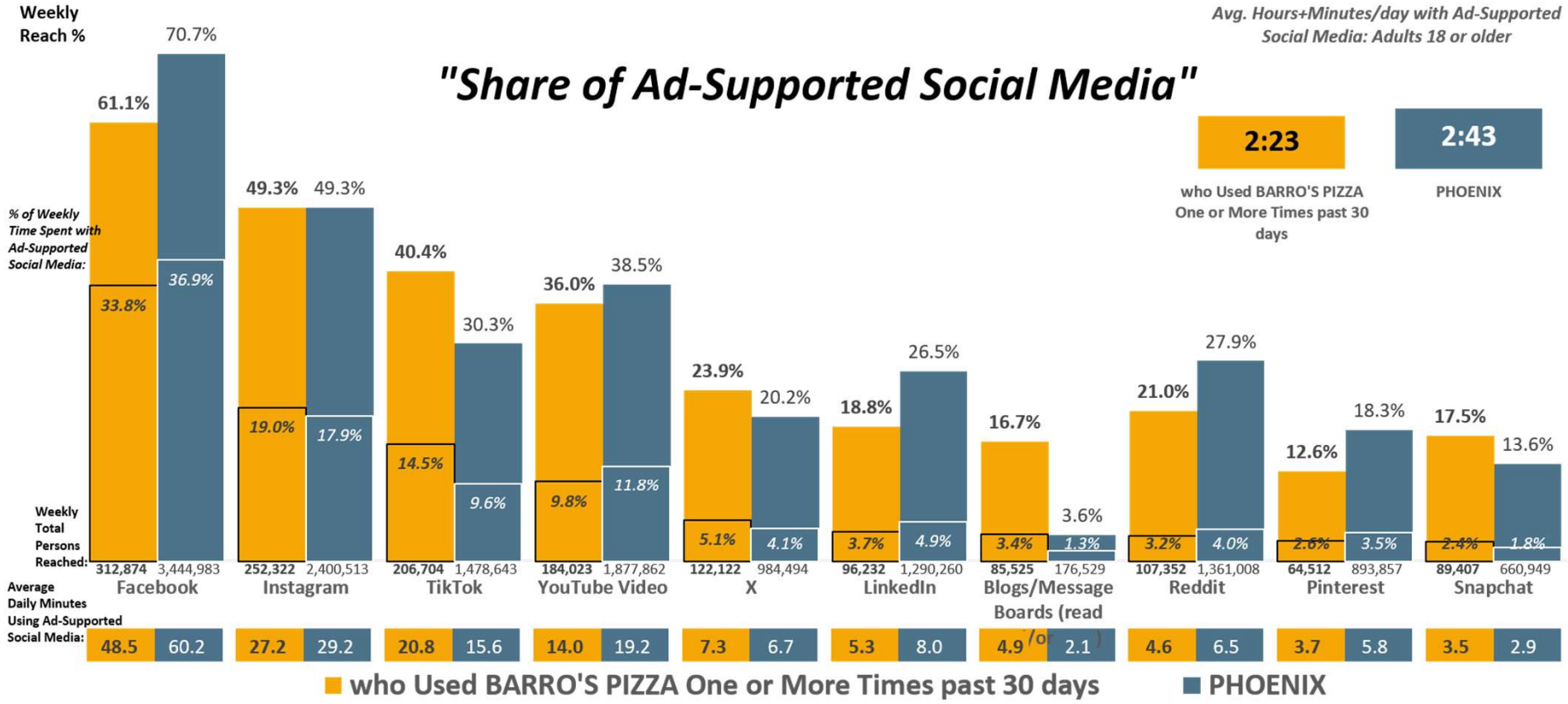
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle

312,874 or 61.1% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 48.5 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.



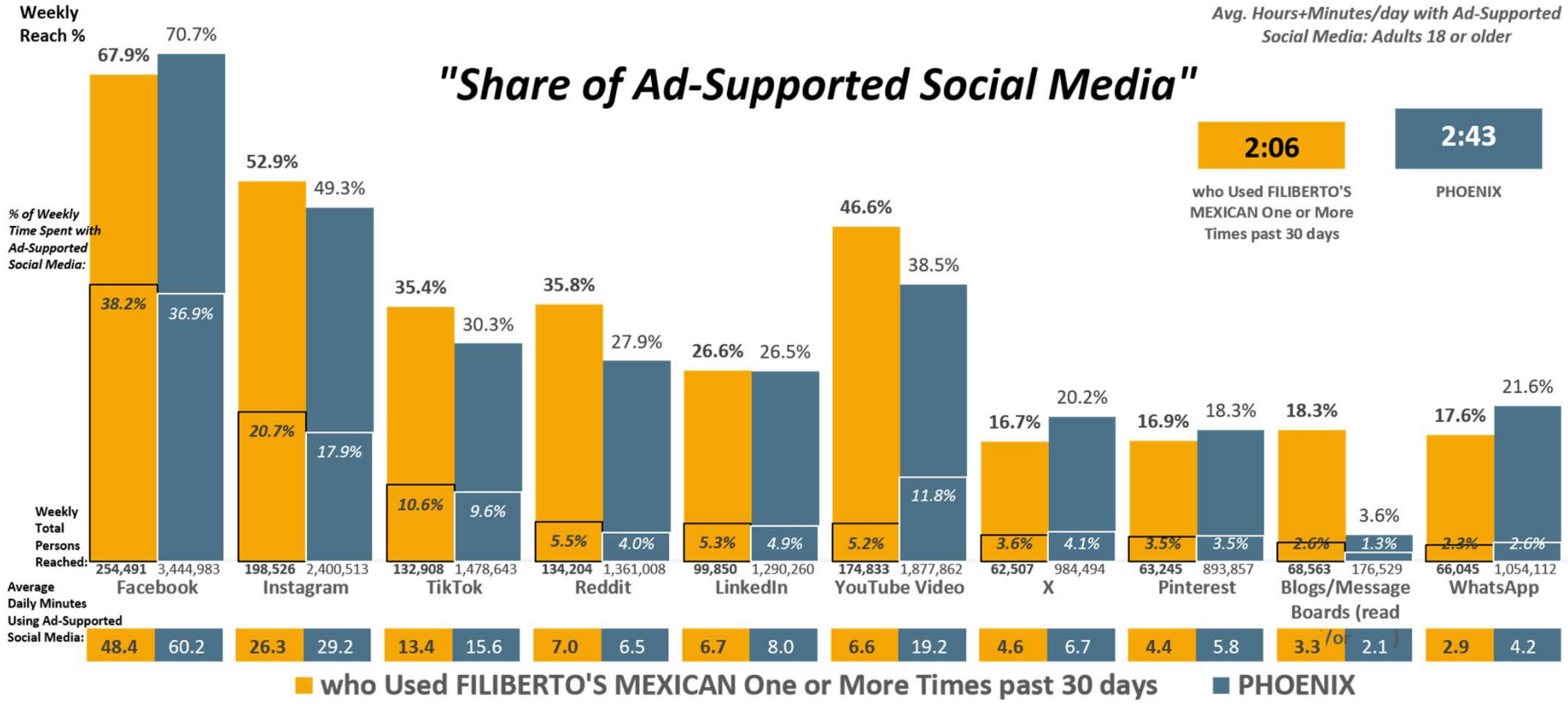
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

254,491 or 67.9% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days use Ad-Supported Facebook for an average of 48.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.



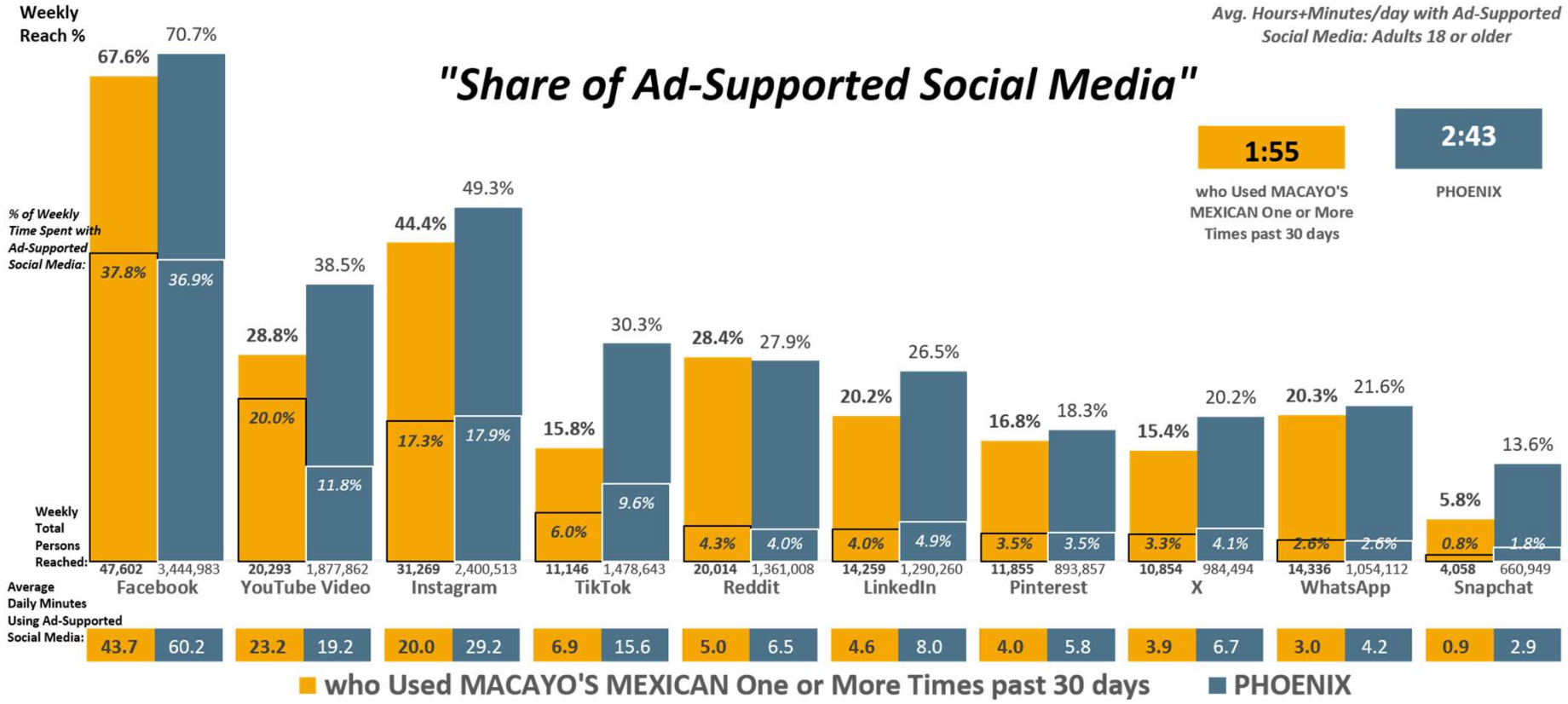
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Filiberto's Mexican

47,602 or 67.6% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days use Ad-Supported Facebook for an average of 43.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



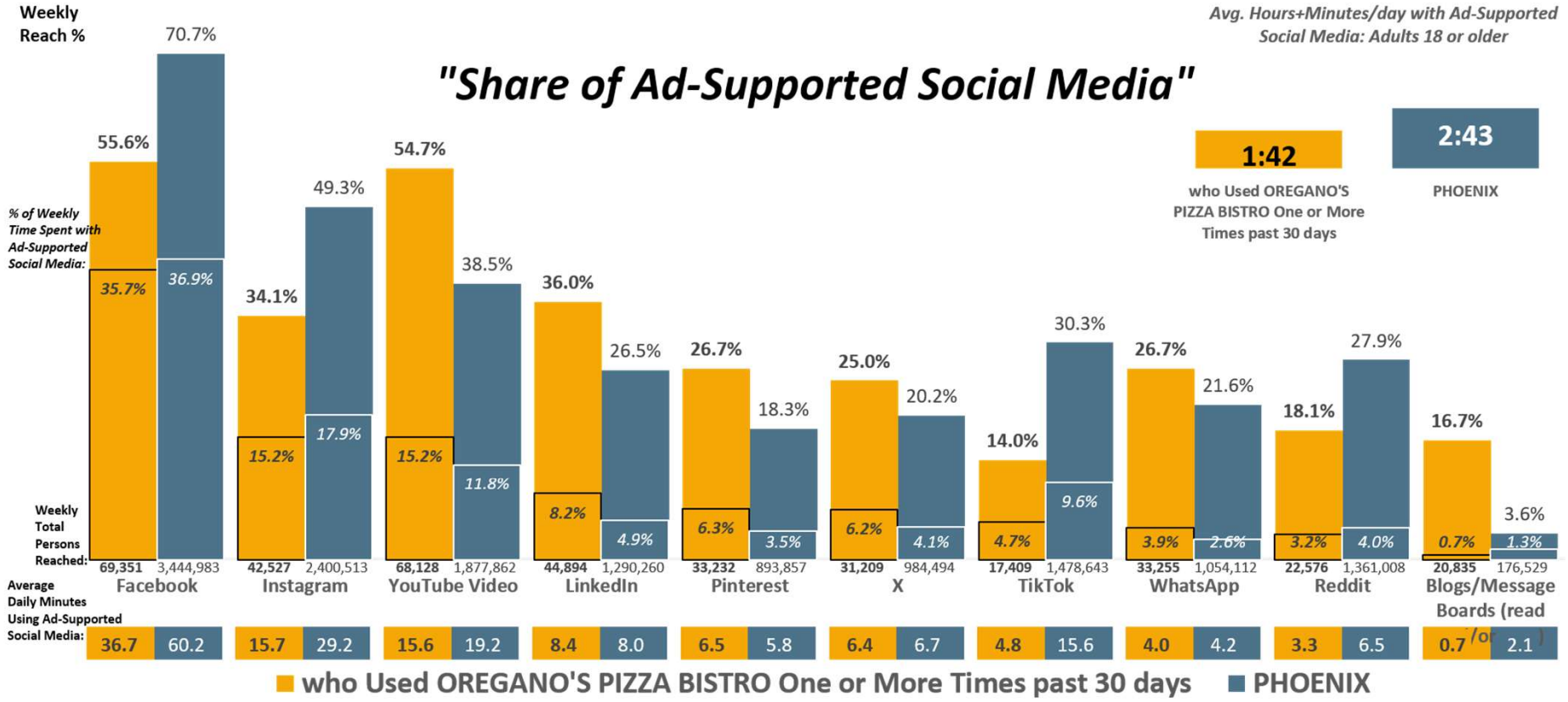
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Macayo's

69,351 or 55.6% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days use Ad-Supported Facebook for an average of 36.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

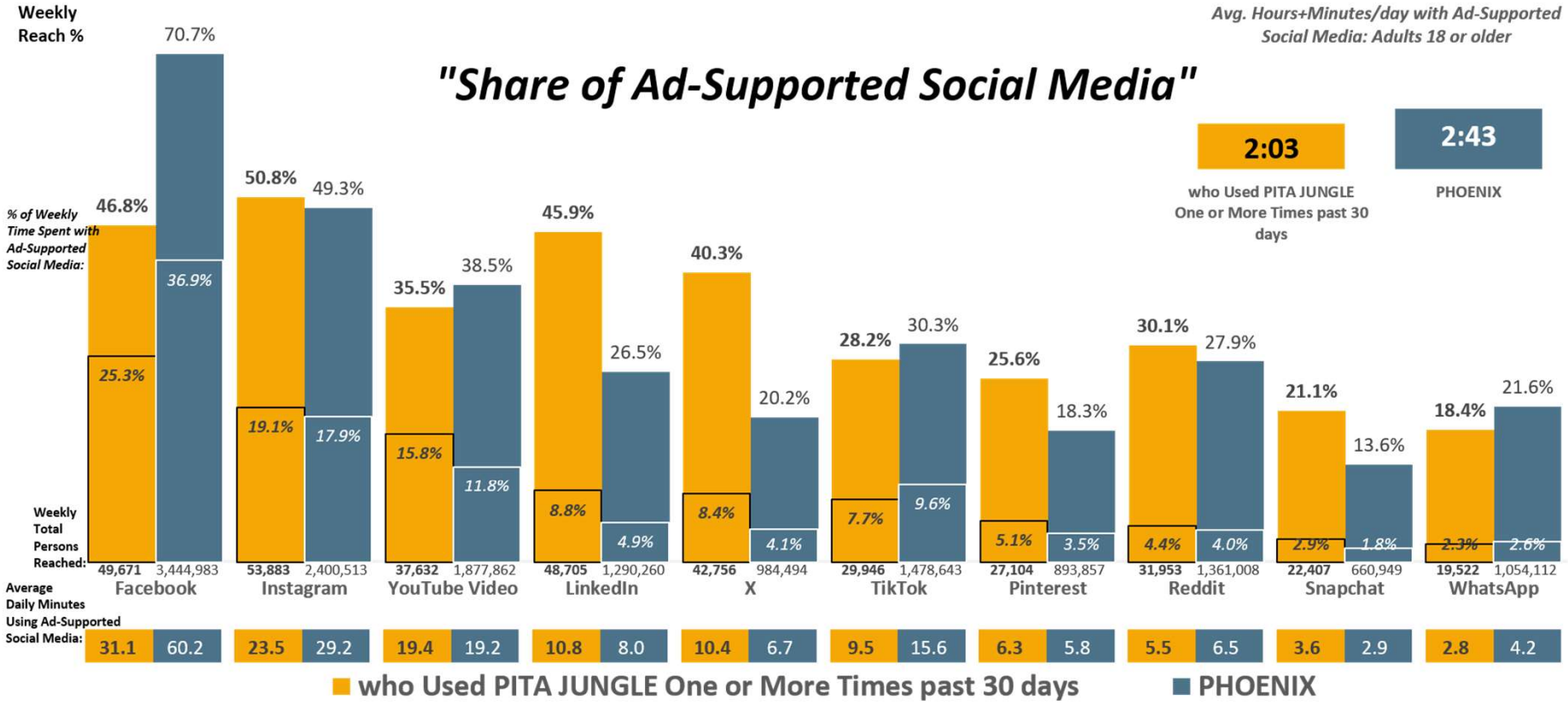
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

PITA JUNGLE PHX

49,671 or 46.8% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days use Ad-Supported Facebook for an average of 31.1 minutes every day representing 25.3% of all time spent daily with Ad-Supported Social Media.



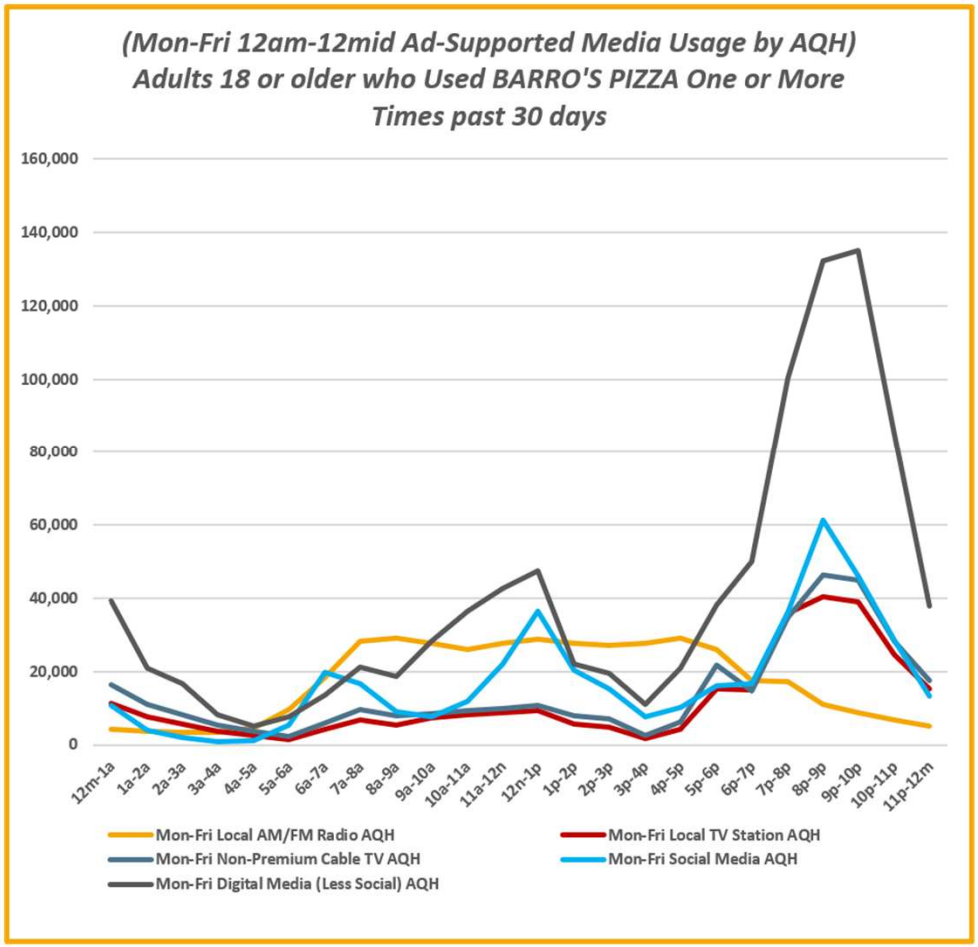
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

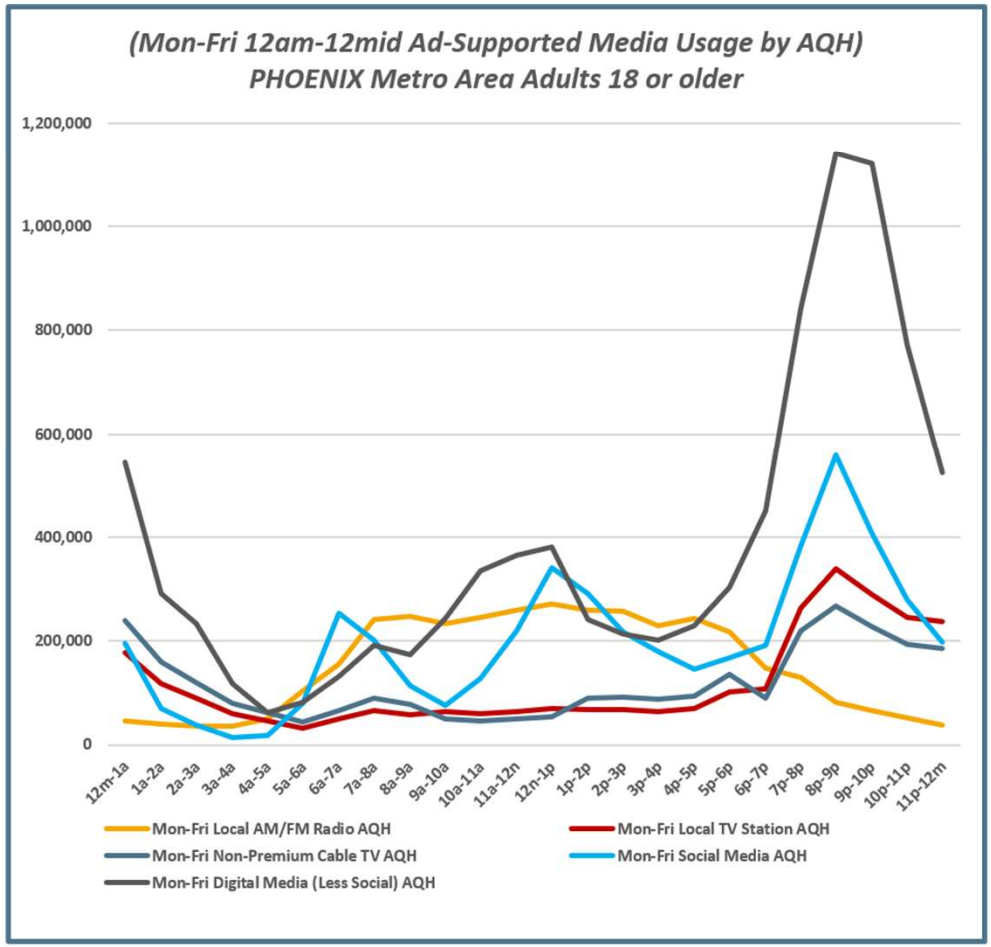
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,465; Local Radio: 26,234; Social Media: 16,117; Non-Prem. Cable: 9,377; Local TV: 7,439 reaching Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 da





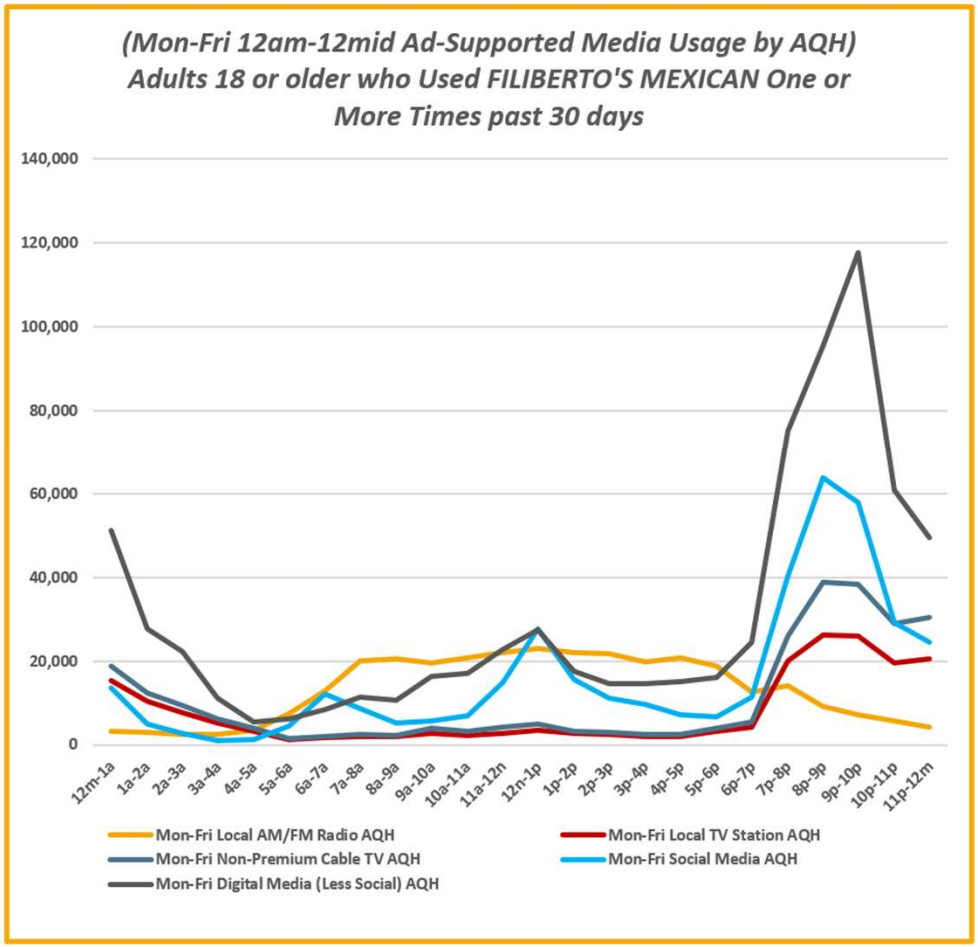
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

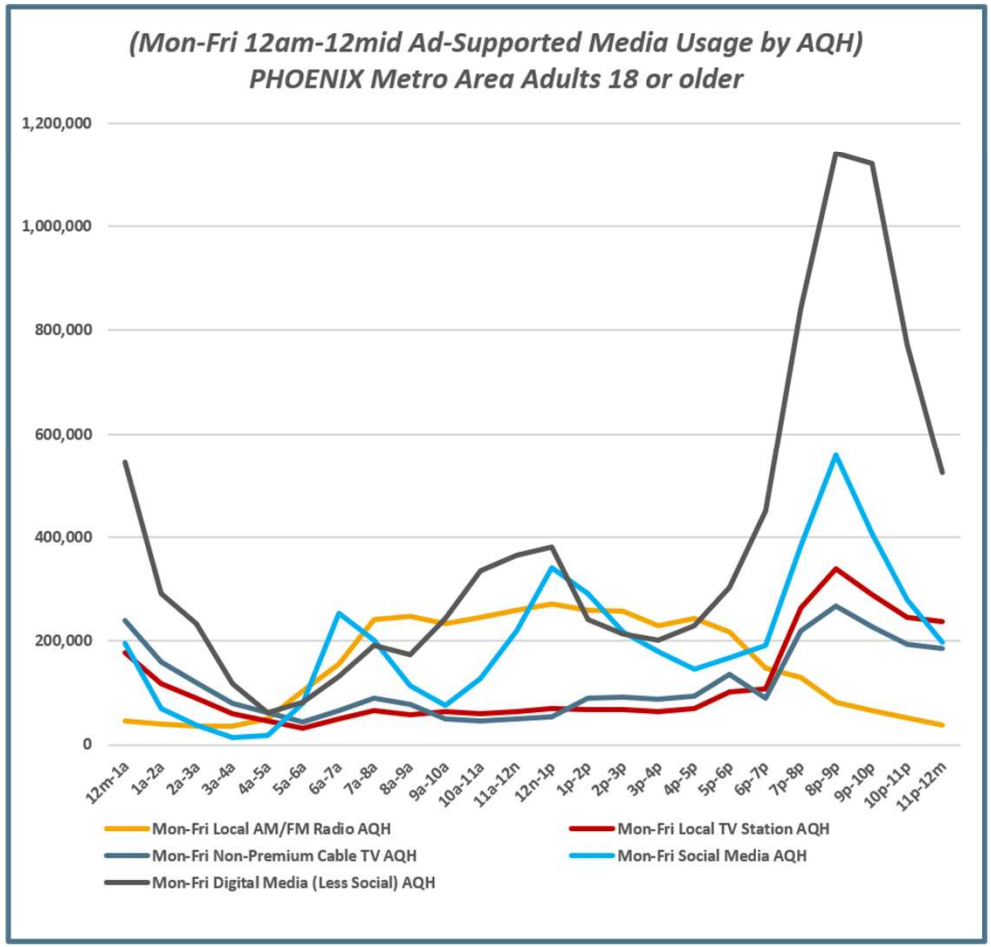
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 19,616; All Other Digital Media: 16,669; Social Media: 11,000; Non-Prem. Cable: 3,333; Local TV: 2,547 reaching Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past





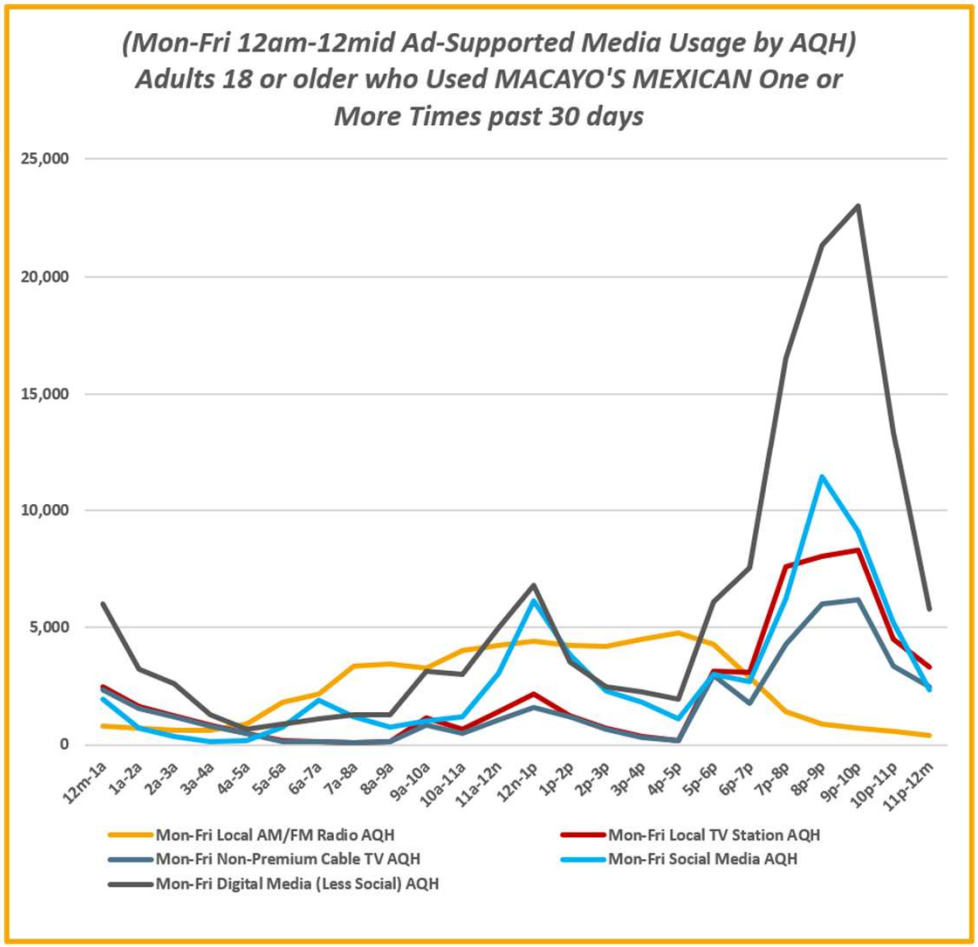
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

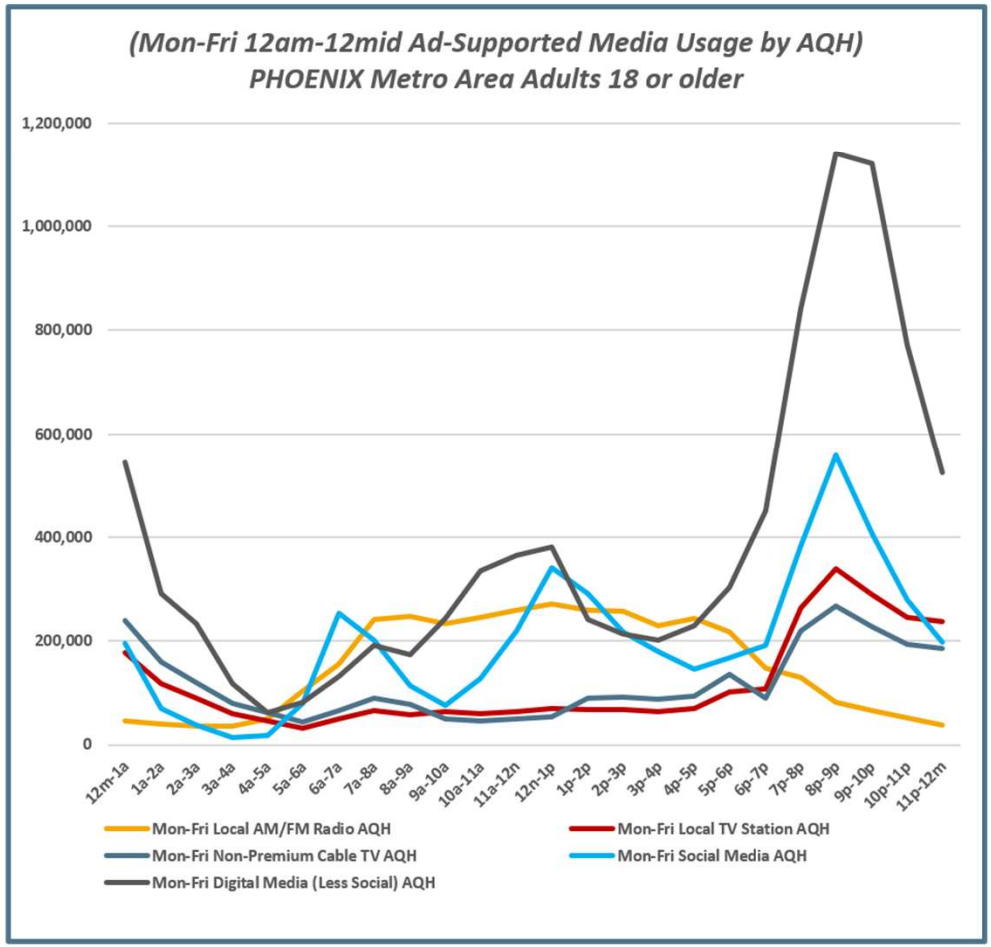
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Filiberto's Mexican

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 3,831; All Other Digital Media: 3,500; Social Media: 2,307; Local TV: 1,112; Non-Prem. Cable: 877 reaching Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days



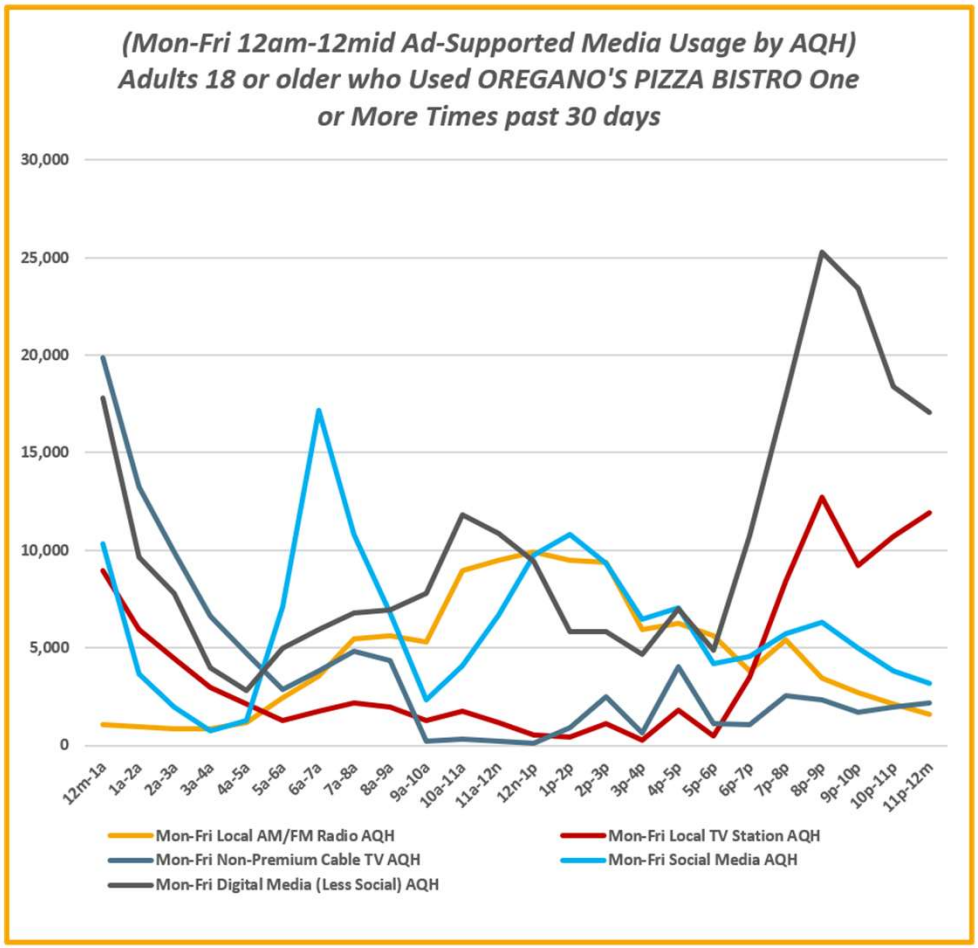


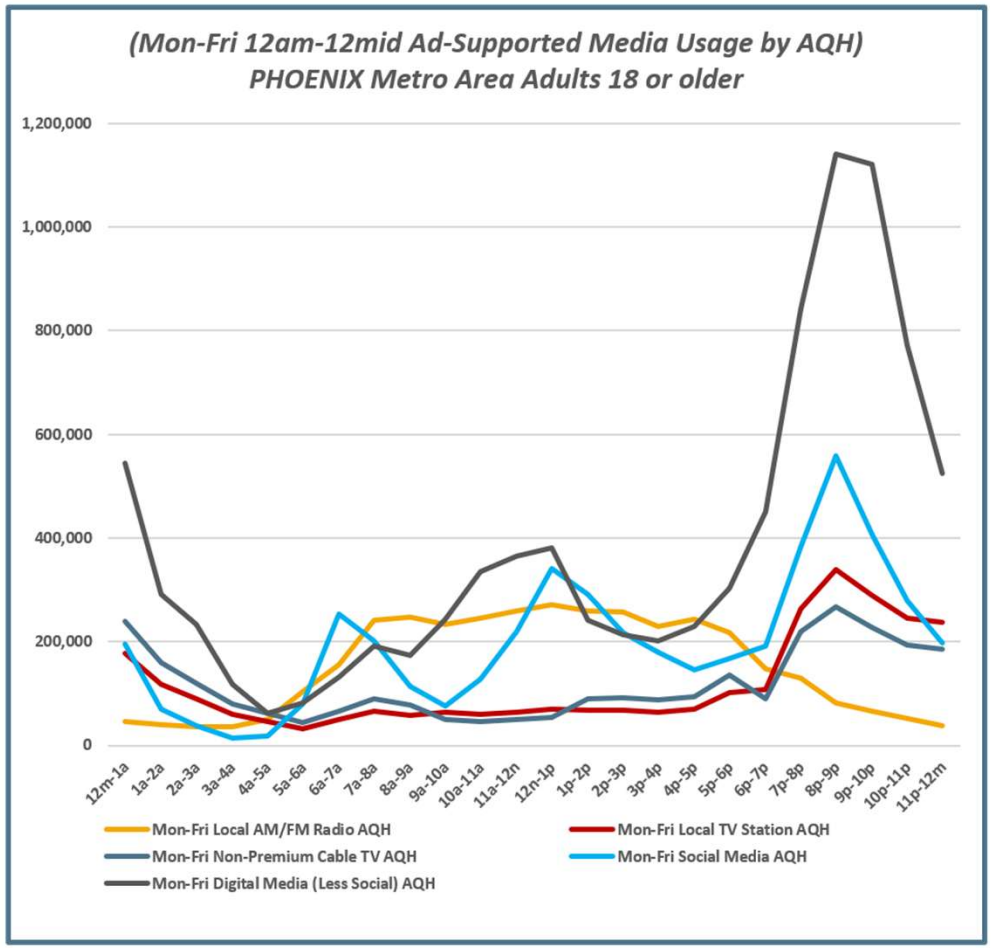
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Macayo's

M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 7,691; All Other Digital Media: 7,581; Local Radio: 6,836; Non-Prem. Cable: 1,851; Local TV: 1,397 reaching Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past





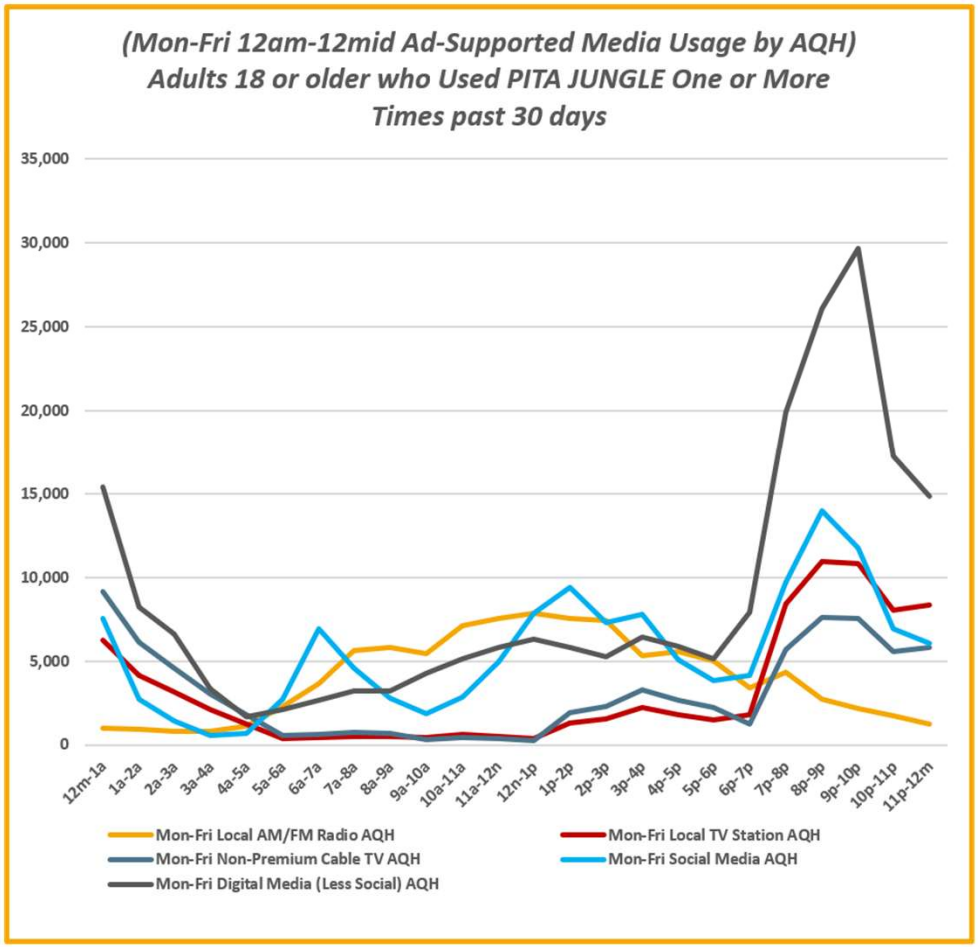
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

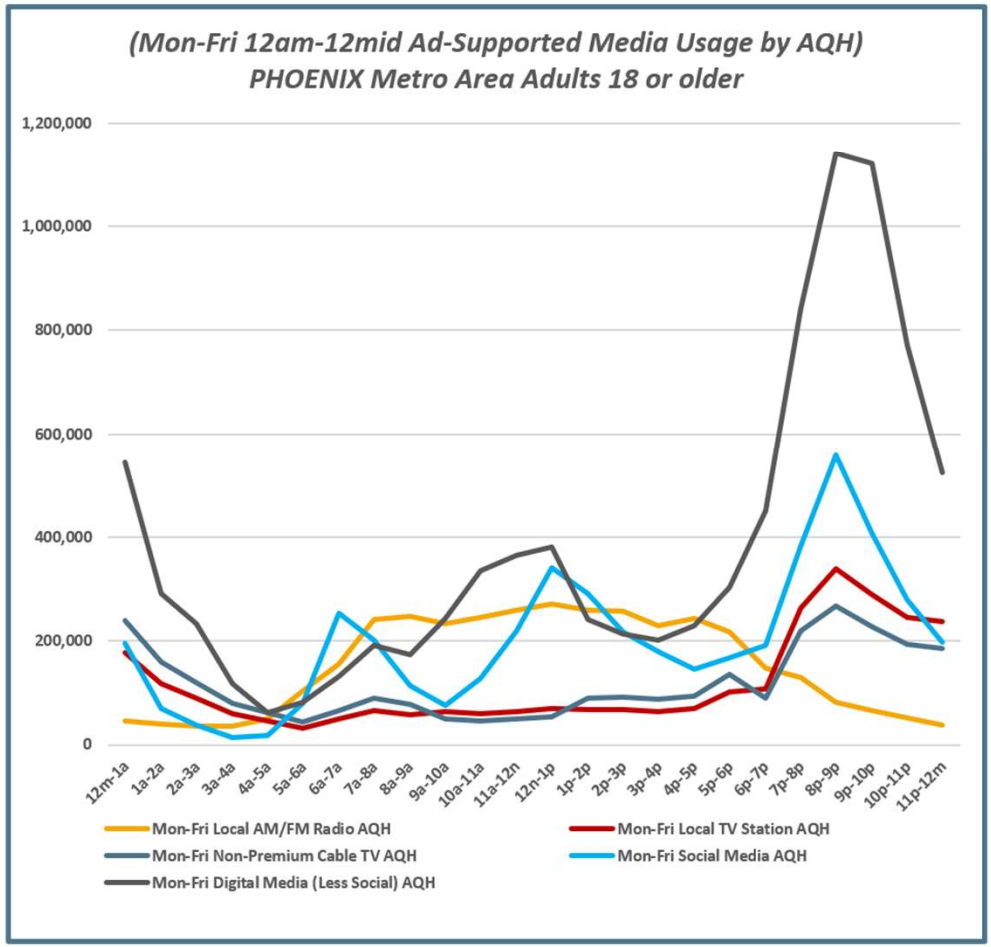
soefa.ai Share of Everything for Anything ©

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

PITA JUNGLE PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,944; Social Media: 5,326; All Other Digital Media: 5,158; Non-Prem. Cable: 1,307; Local TV: 1,044 reaching Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days.





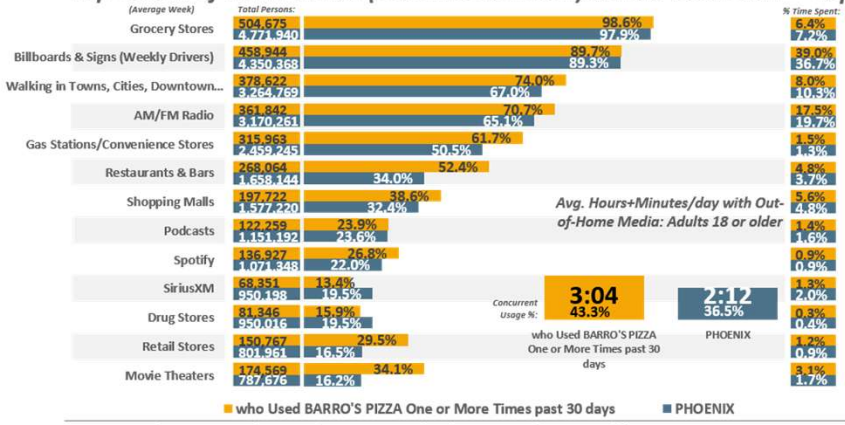
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

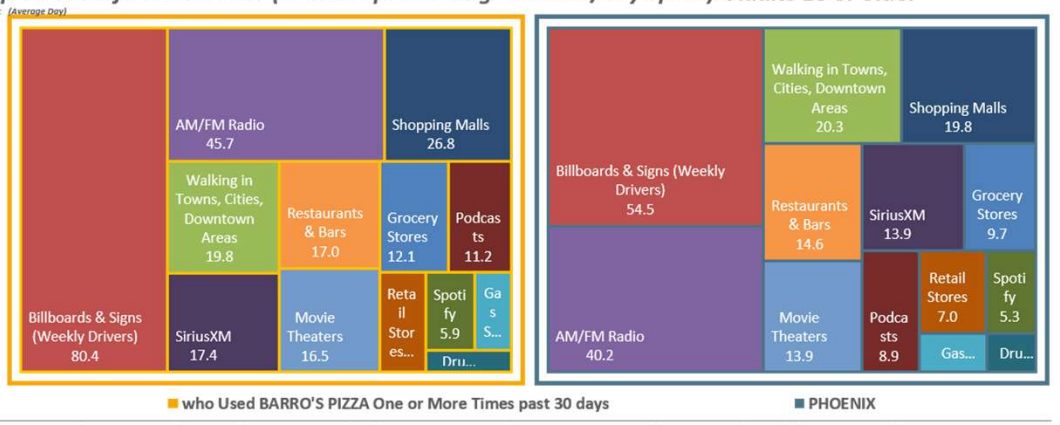
Sit-down restaurants used past 30 days: Pita Jungle

458,944 or 89.7% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an average of 80.4 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day

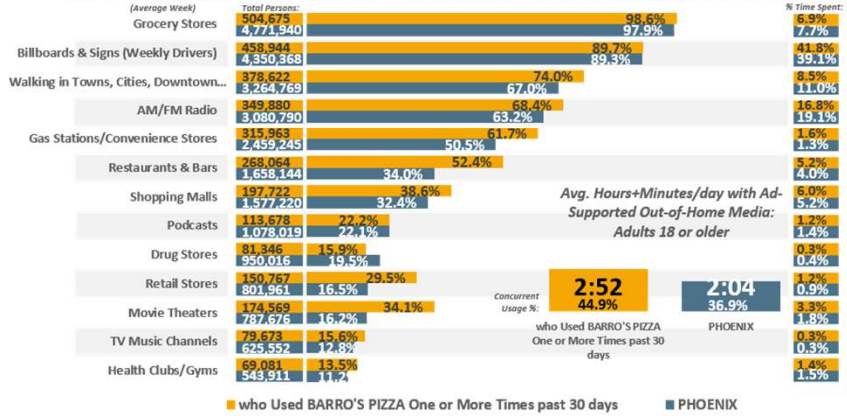
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



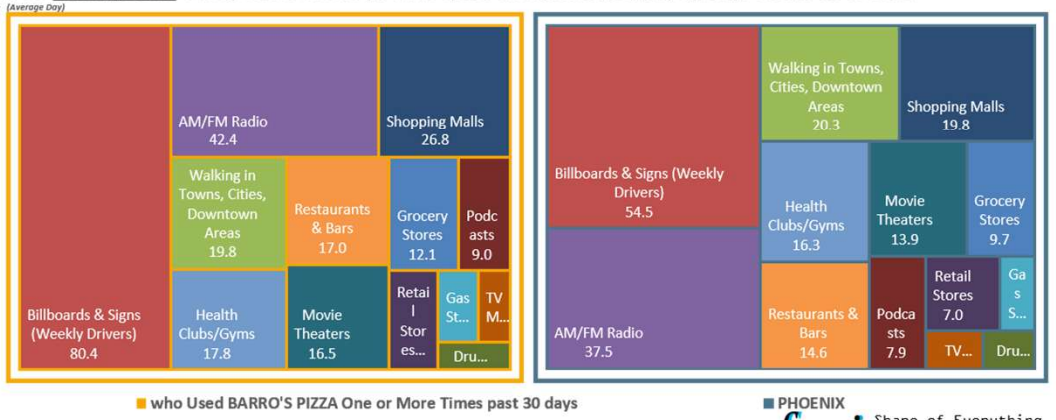
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

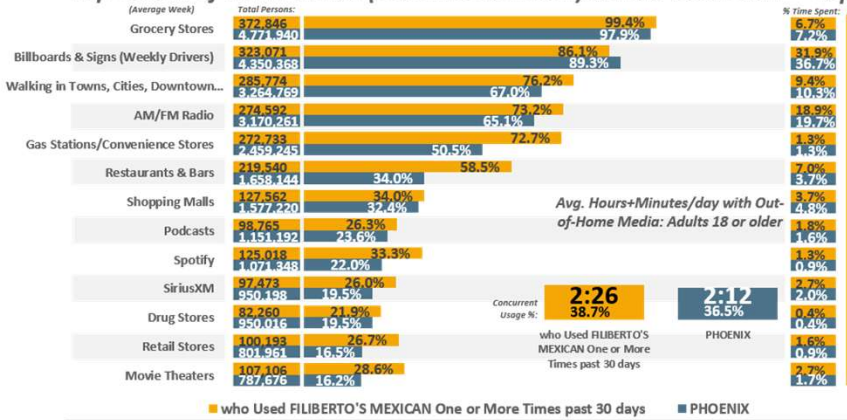
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

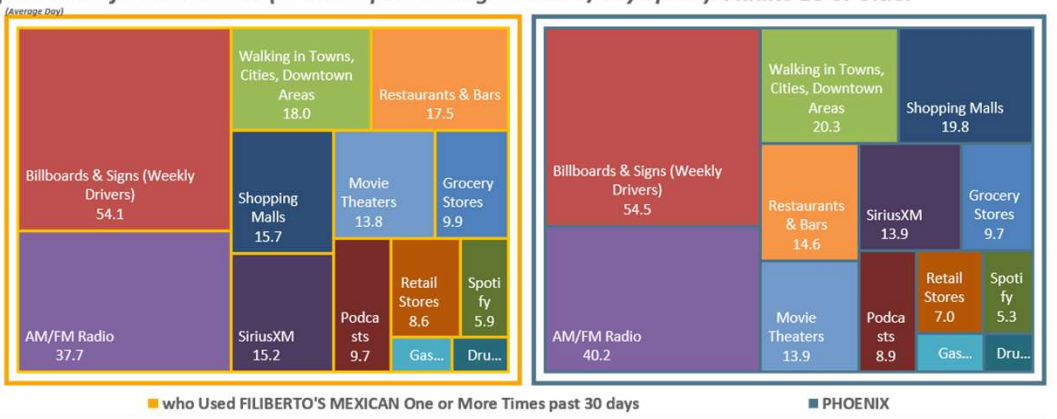
Quick service restaurants used past 30 days: Barro's Pizza

323,071 or 86.1% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minut

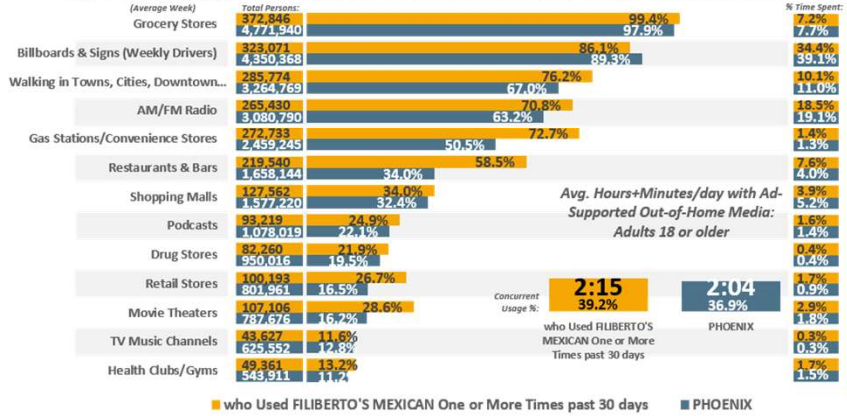
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



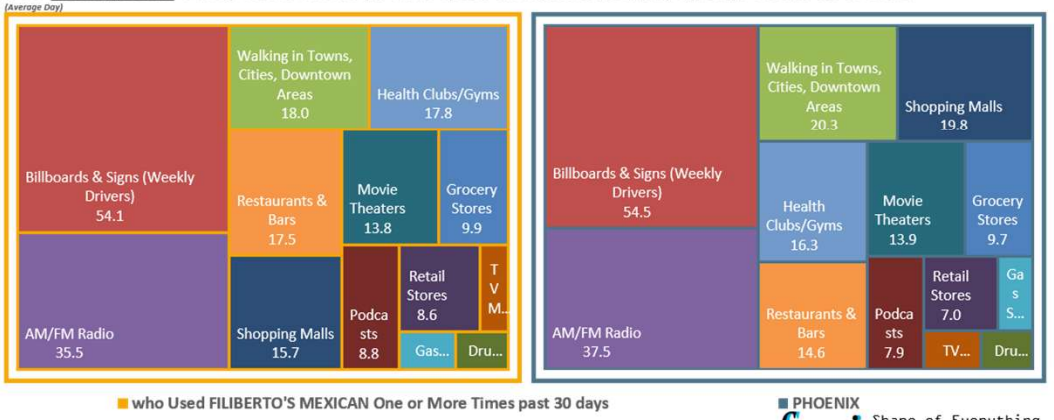
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

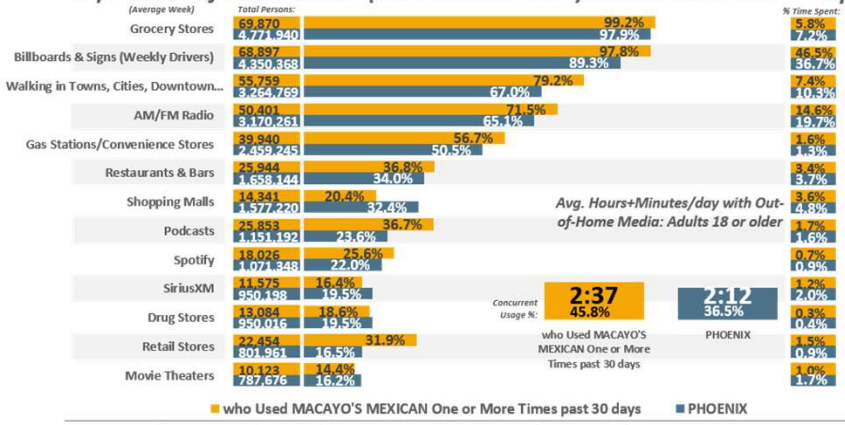
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

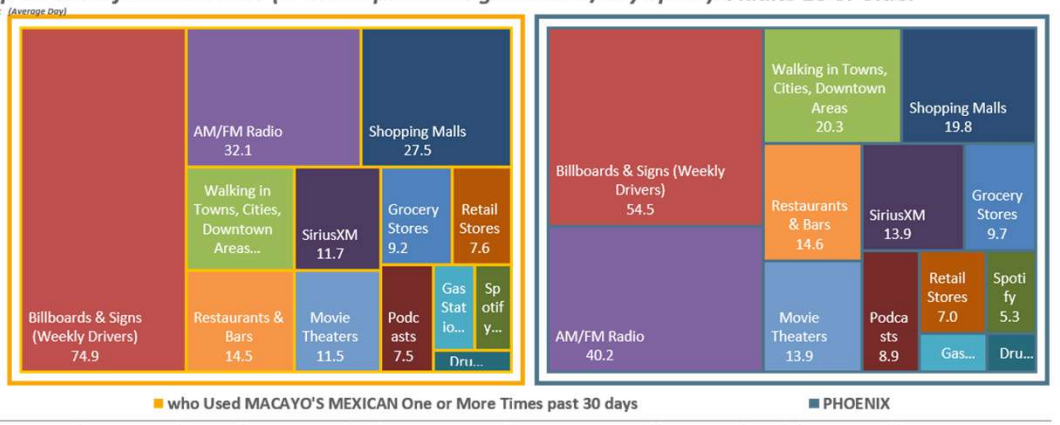
Quick service restaurants used past 30 days: Filiberto's Mexican

68,897 or 97.8% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days spend an average of 74.9 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 26.8 minutes/d

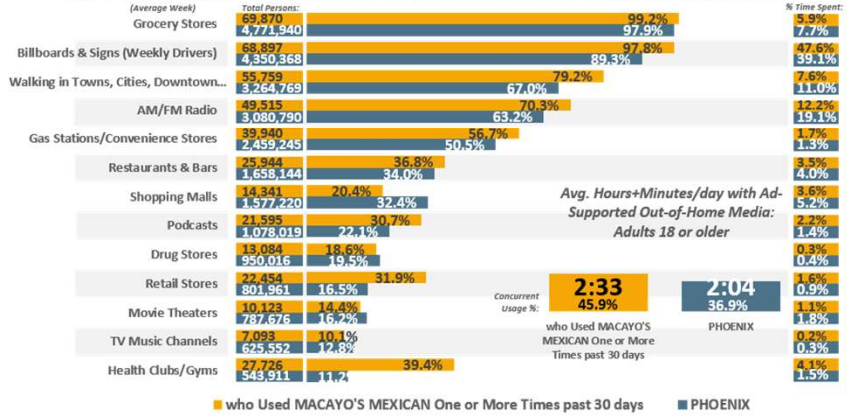
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



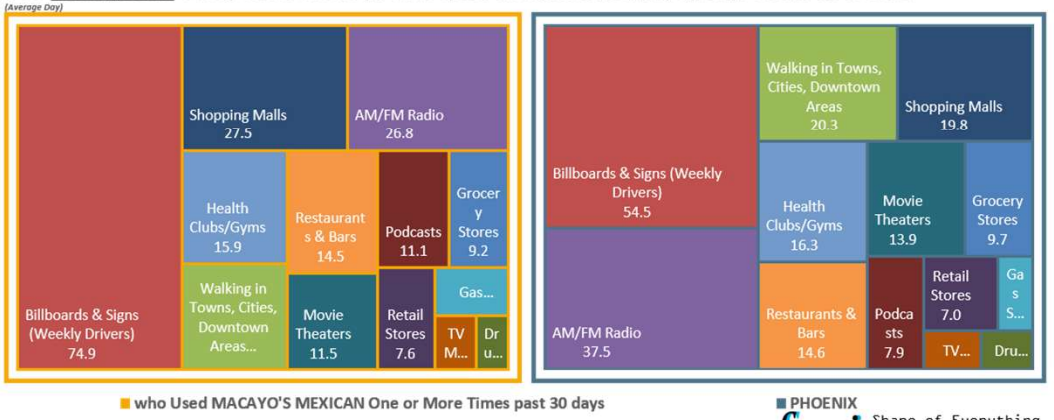
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



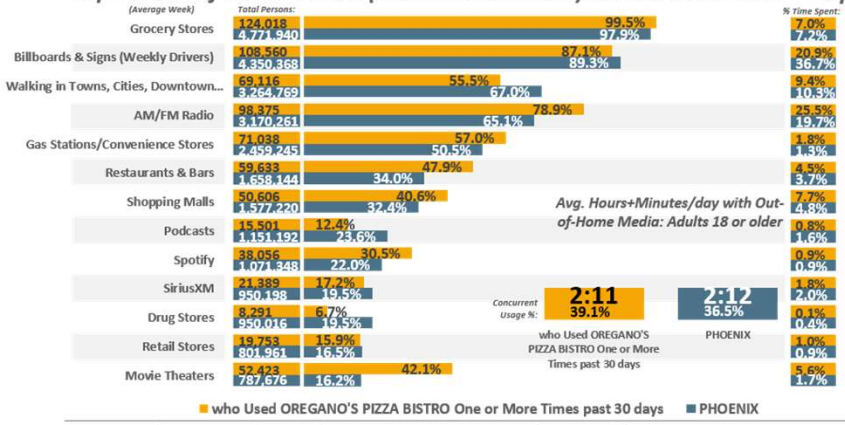
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

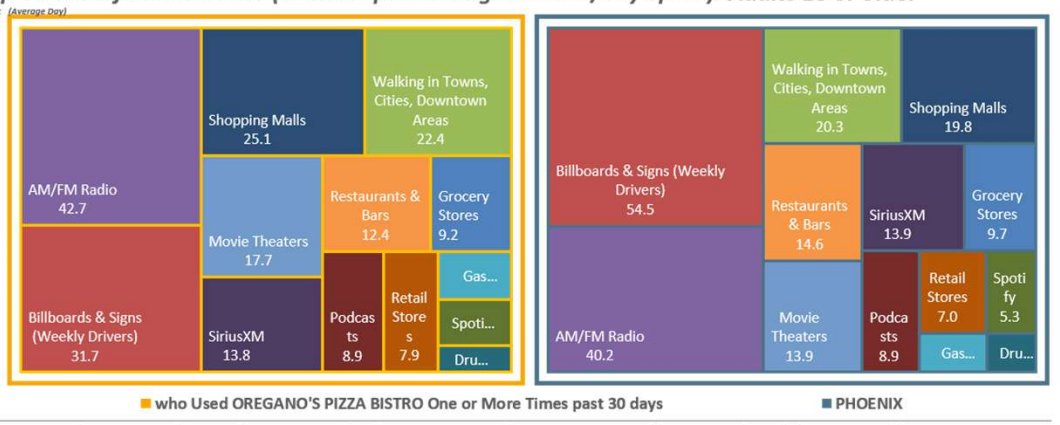
Sit-down restaurants used past 30 days: Macayo's

108,560 or 87.1% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days spend an average of 31.7 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 37. min

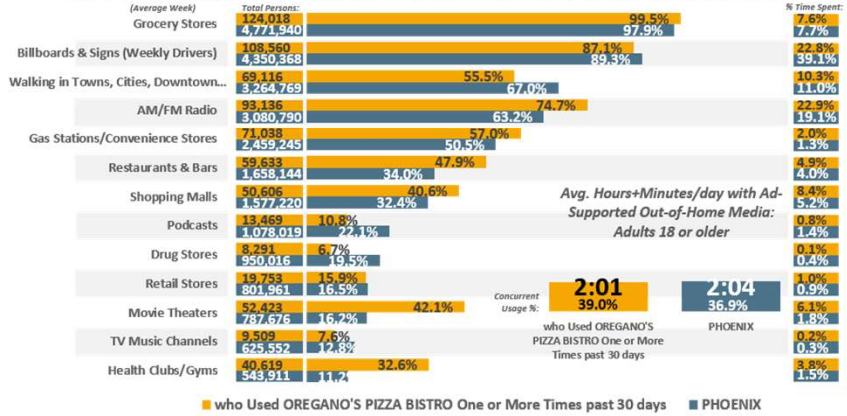
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



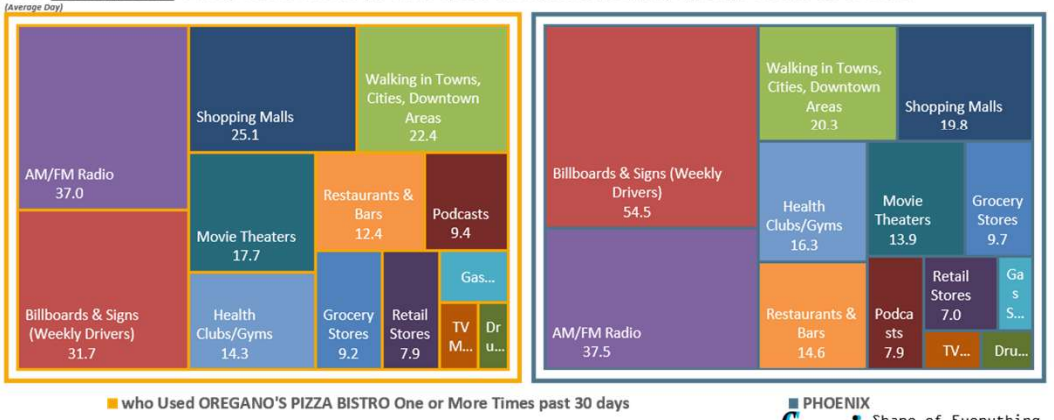
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

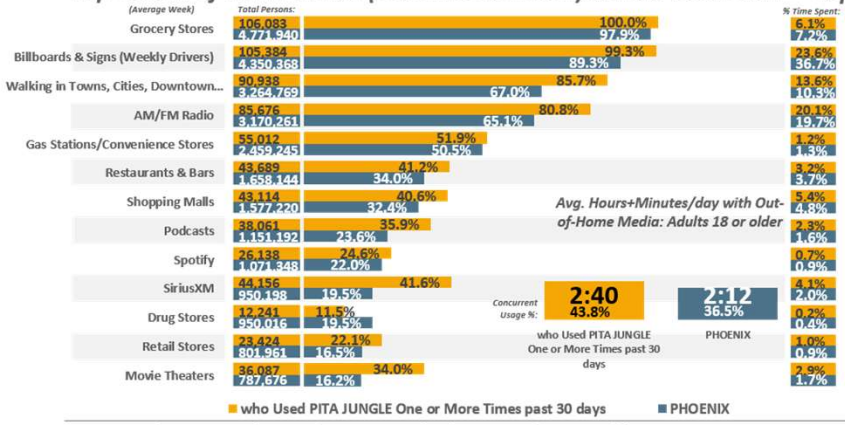
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

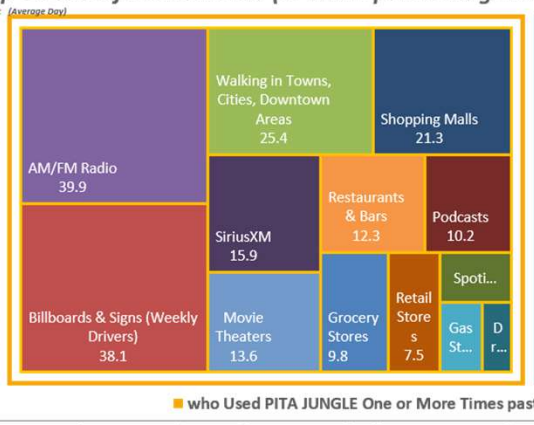
PHX

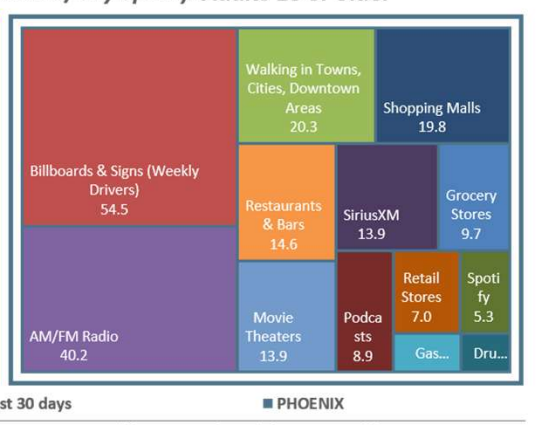
105,384 or 99.3% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 76.% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minutes/day.

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

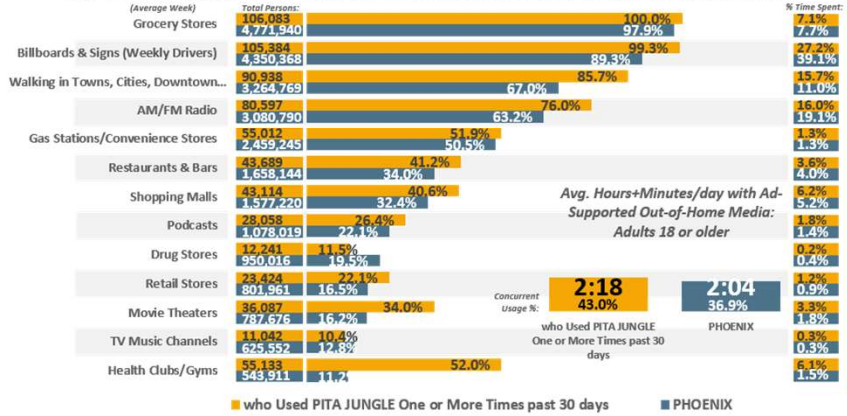


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

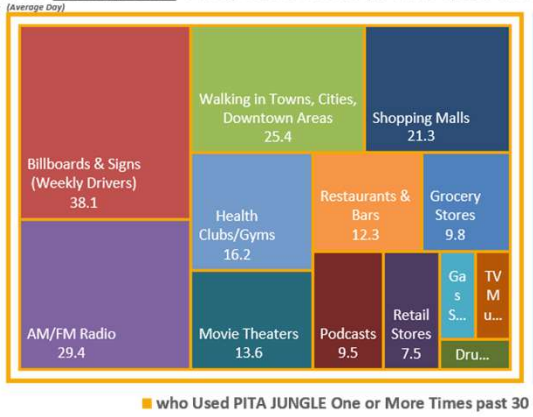


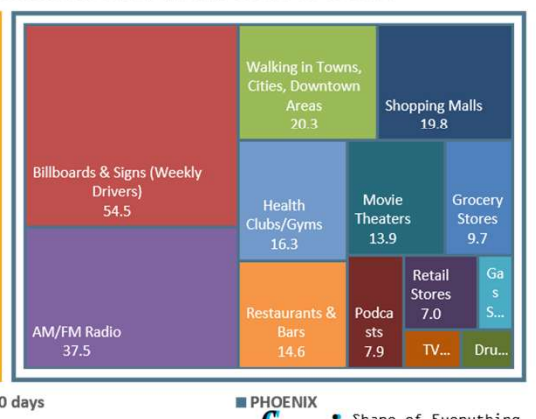


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

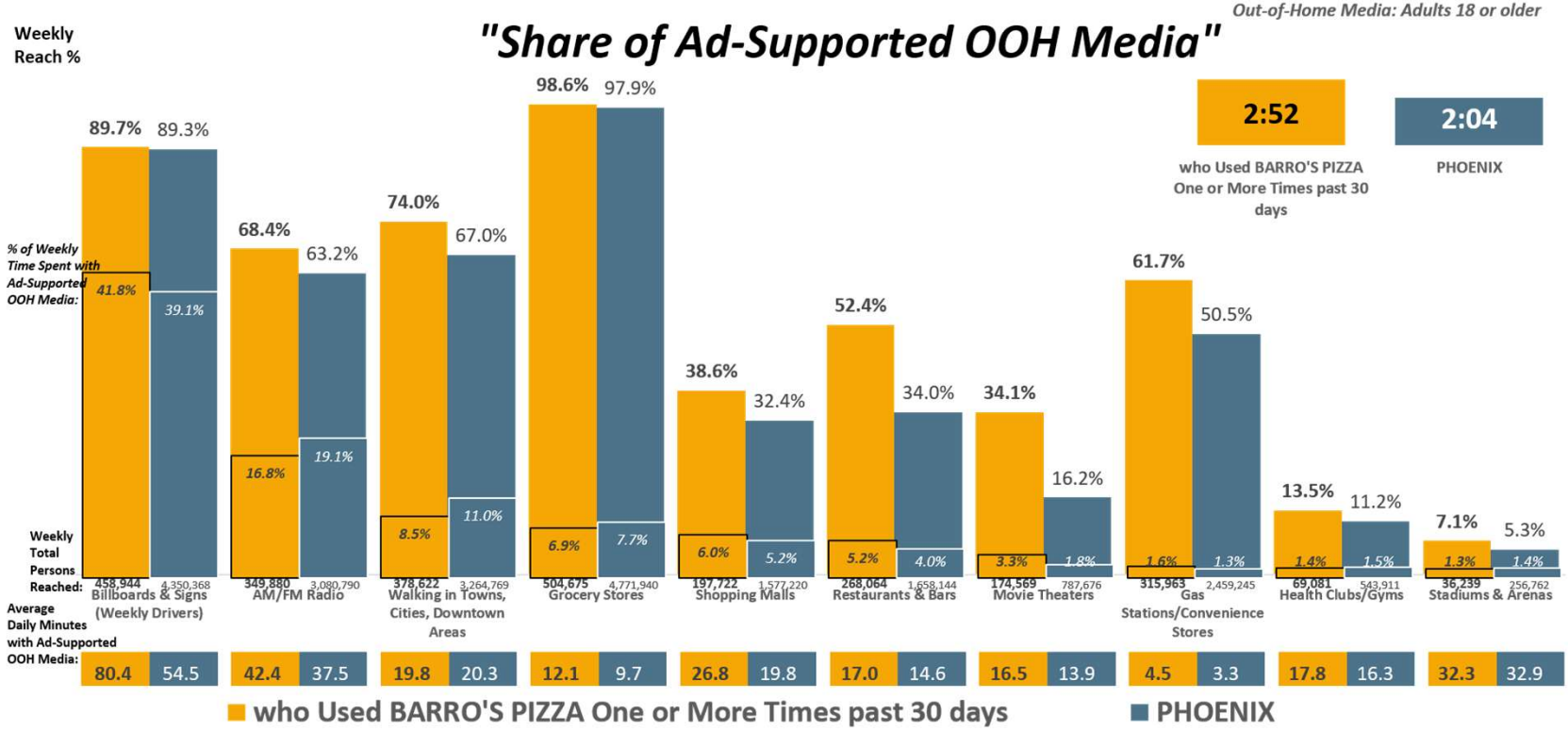
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle

458,944 or 89.7% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an average of 80.4 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

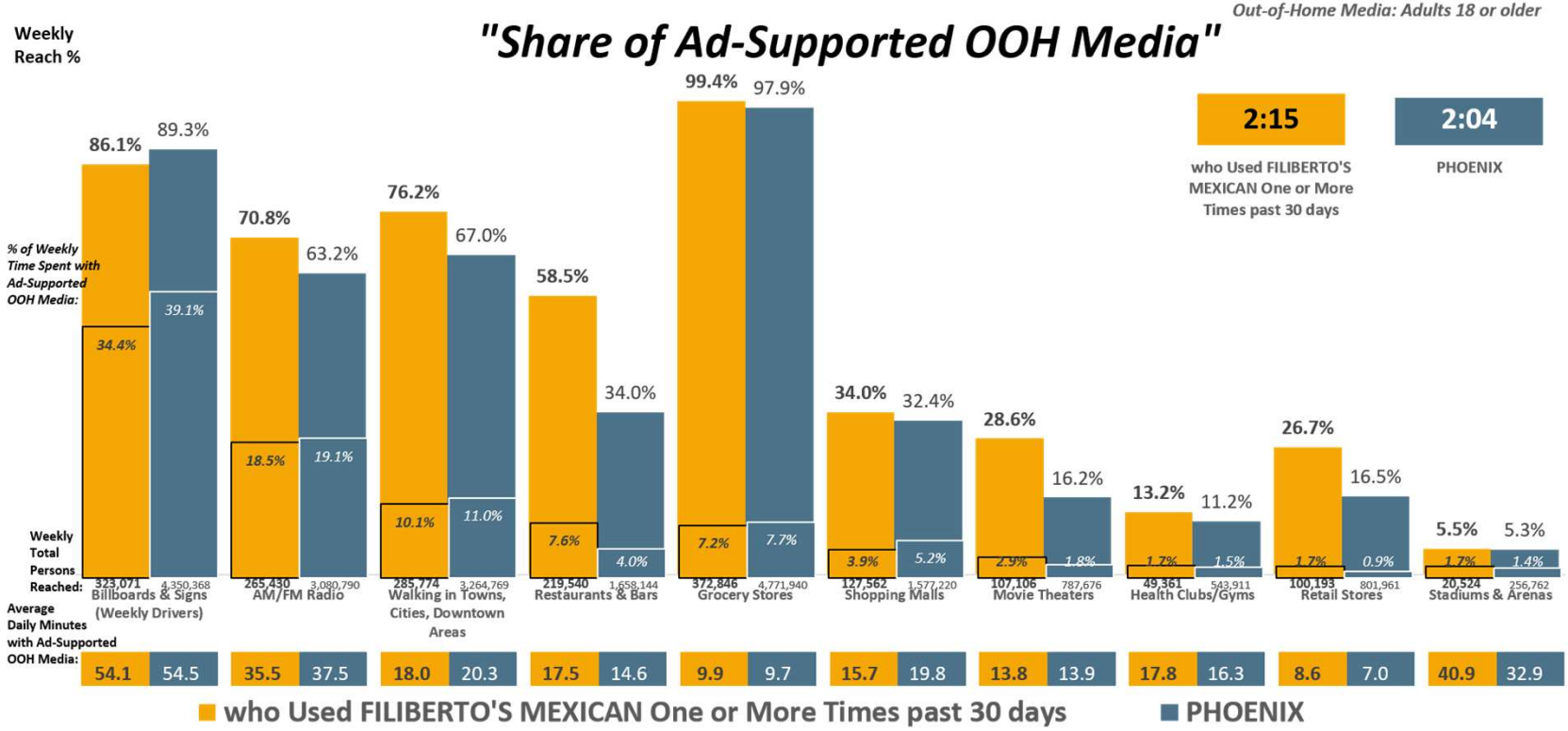
Quick service restaurants used past 30 days: Barro's Pizza

PHX

323,071 or 86.1% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Restaurants & Bars	Grocery Stores	Shopping Malls	Movie Theaters	Health Clubs/Gyms	Retail Stores	Stadiums & Arenas
who Used FILIBERTO'S MEXICAN One or More Times past 30 days	86.1%	70.8%	76.2%	58.5%	99.4%	34.0%	28.6%	13.2%	26.7%	5.5%
PHOENIX	89.3%	63.2%	67.0%	34.0%	97.9%	32.4%	16.2%	11.2%	16.5%	5.3%
% of Weekly Time Spent with Ad-Supported OOH Media: who Used FILIBERTO'S MEXICAN One or More Times past 30 days	34.4%	18.5%	10.1%	7.6%	7.2%	3.9%	2.9%	1.7%	1.7%	1.7%
% of Weekly Time Spent with Ad-Supported OOH Media: PHOENIX	39.1%	19.1%	11.0%	4.0%	7.7%	5.2%	1.8%	1.5%	0.9%	1.4%
Weekly Total Persons Reached: who Used FILIBERTO'S MEXICAN One or More Times past 30 days	323,071	265,430	285,774	219,540	372,846	127,562	107,106	49,361	100,193	20,524
Weekly Total Persons Reached: PHOENIX	4,350,368	3,080,790	3,264,769	1,658,144	4,771,940	1,577,220	787,676	543,911	801,961	256,762
Average Daily Minutes with Ad-Supported OOH Media: who Used FILIBERTO'S MEXICAN One or More Times past 30 days	54.1	35.5	18.0	17.5	9.9	15.7	13.8	17.8	8.6	40.9
Average Daily Minutes with Ad-Supported OOH Media: PHOENIX	54.5	37.5	20.3	14.6	9.7	19.8	13.9	16.3	7.0	32.9

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

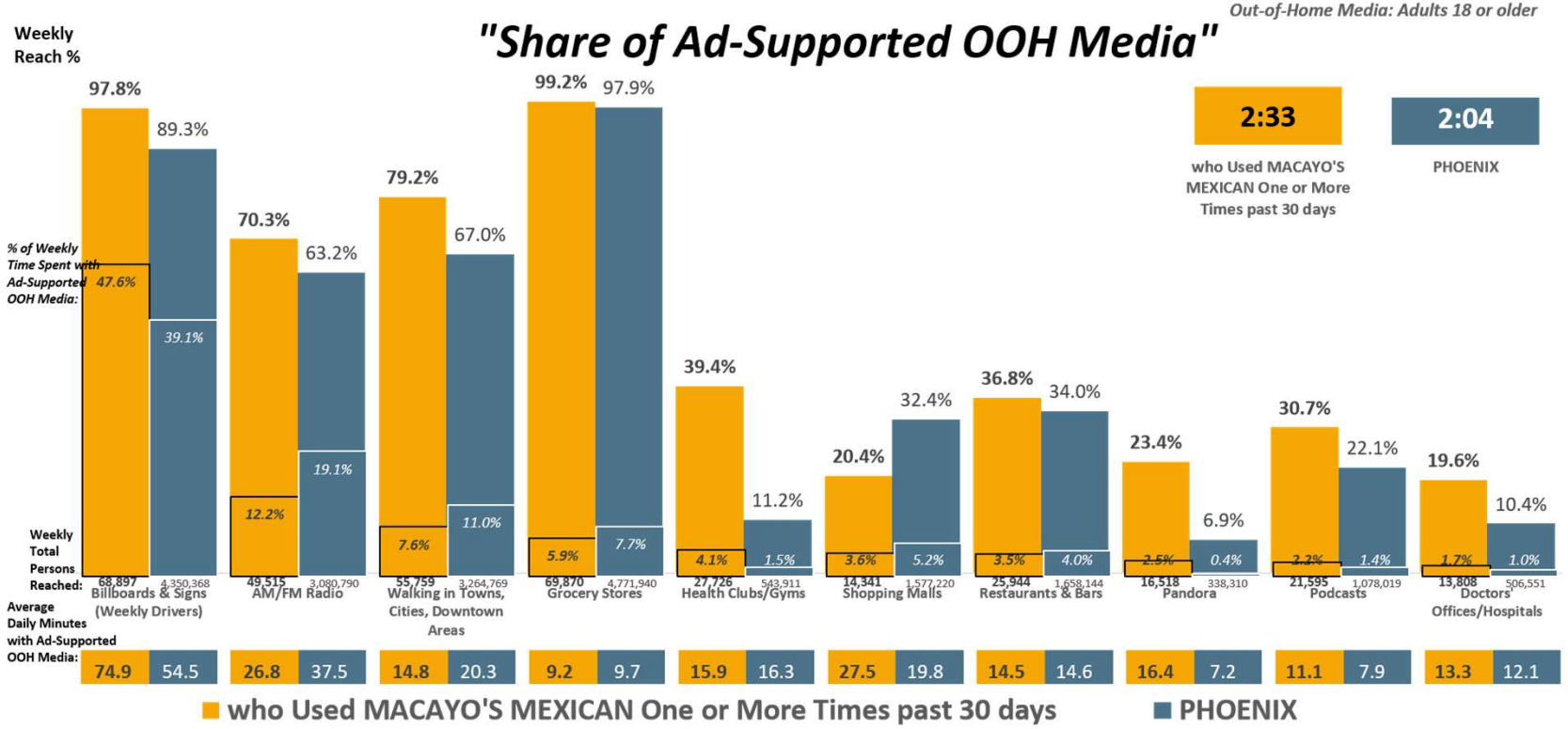
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Filiberto's Mexican

68,897 or 97.8% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days spend an average of 74.9 minutes per day driving, seeing Billboards and Signs representing 47.6% 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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

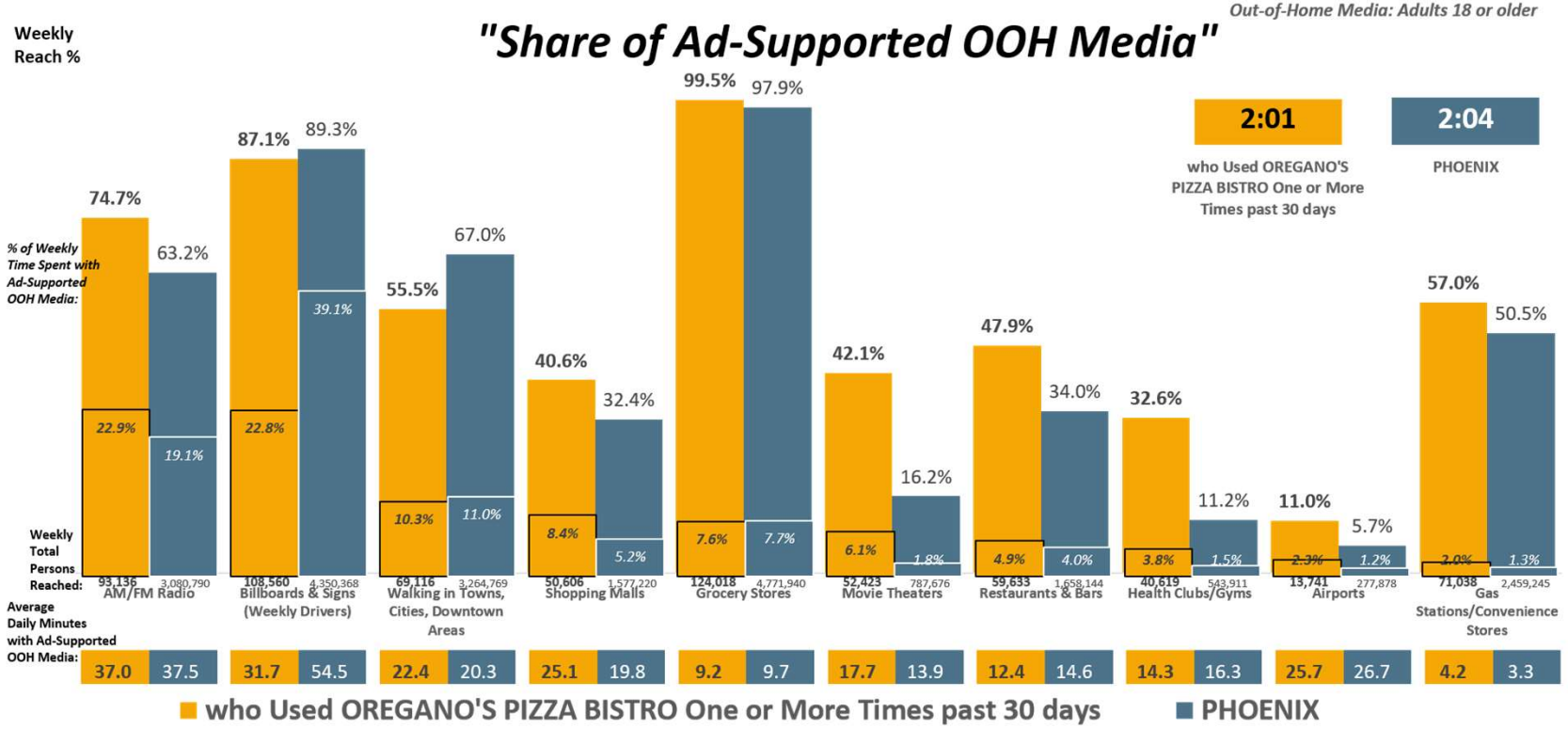
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Macayo's

108,560 or 87.1% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days spend an average of 31.7 minutes per day driving, seeing Billboards and Signs representing 22.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

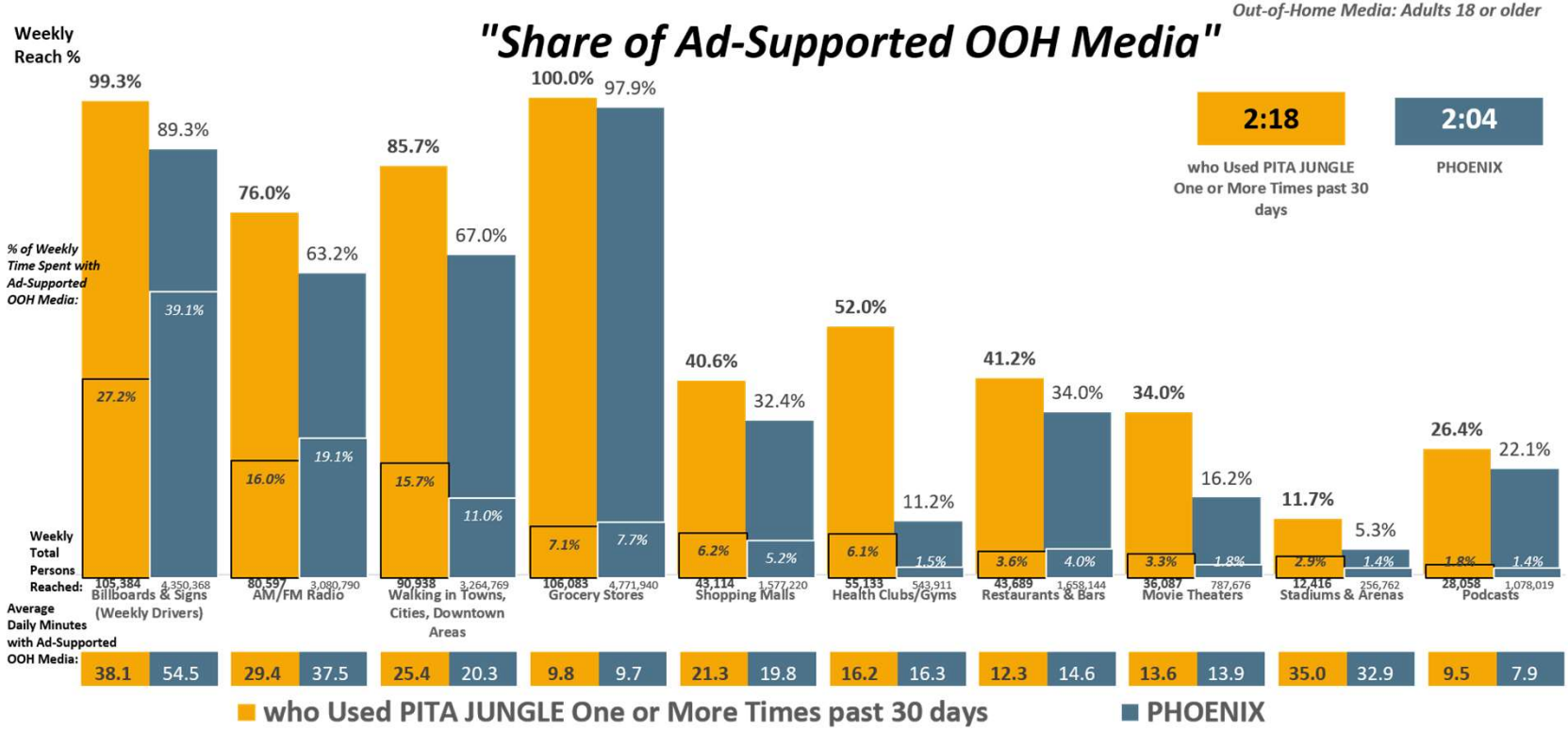
soefa.ai Share of Everything for Anything ©

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

PITA JUNGLE PHX

105,384 or 99.3% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55 PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,408

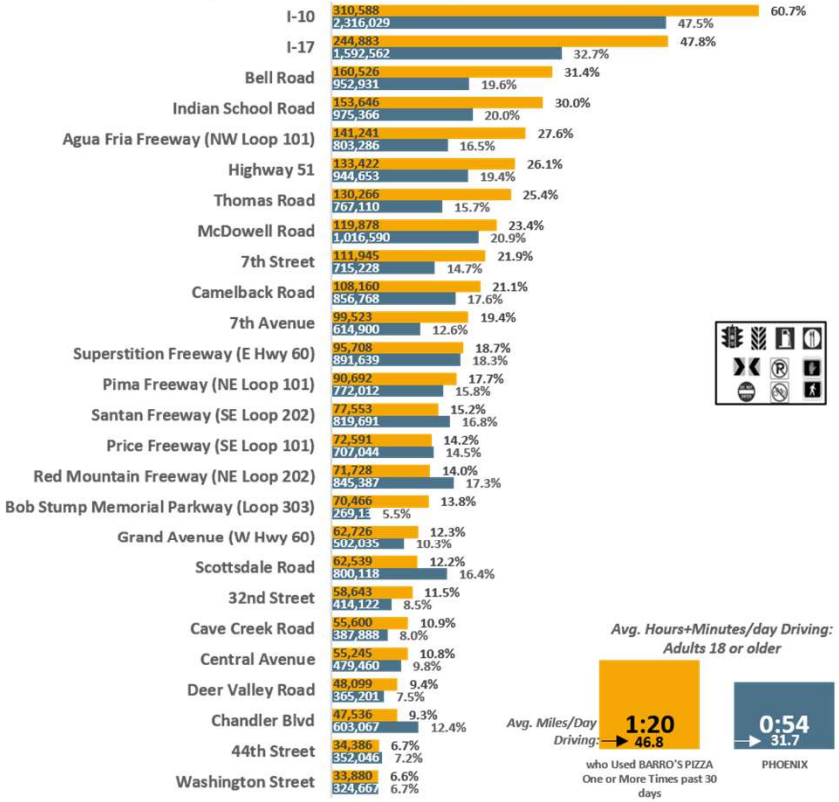
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle

458,944 or 89.7% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days spend an average of 80.4 minutes per day driving an average of 46.8 miles each day and are 149.3% more likely to use Bob Stump Memorial Parkway (Loop 303) than th

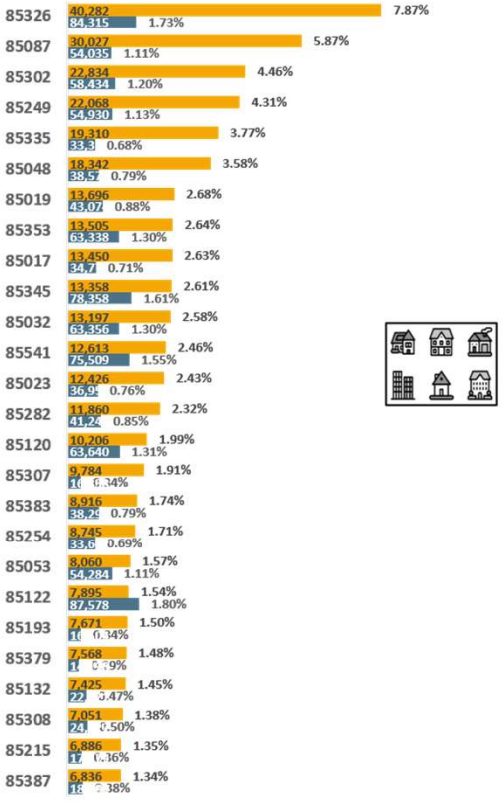
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



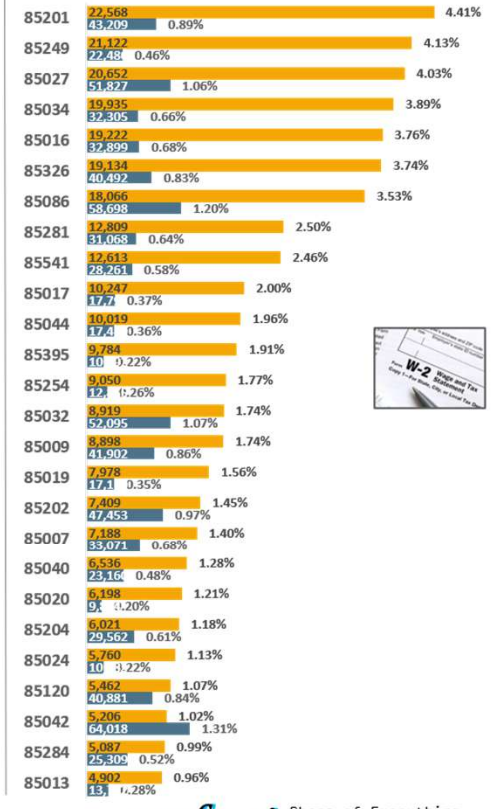
Avg. Hours+Minutes/day Driving: Adults 18 or older

■ who Used BARRO'S PIZZA One or More Times past 30 days ■ PHOENIX

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 ©

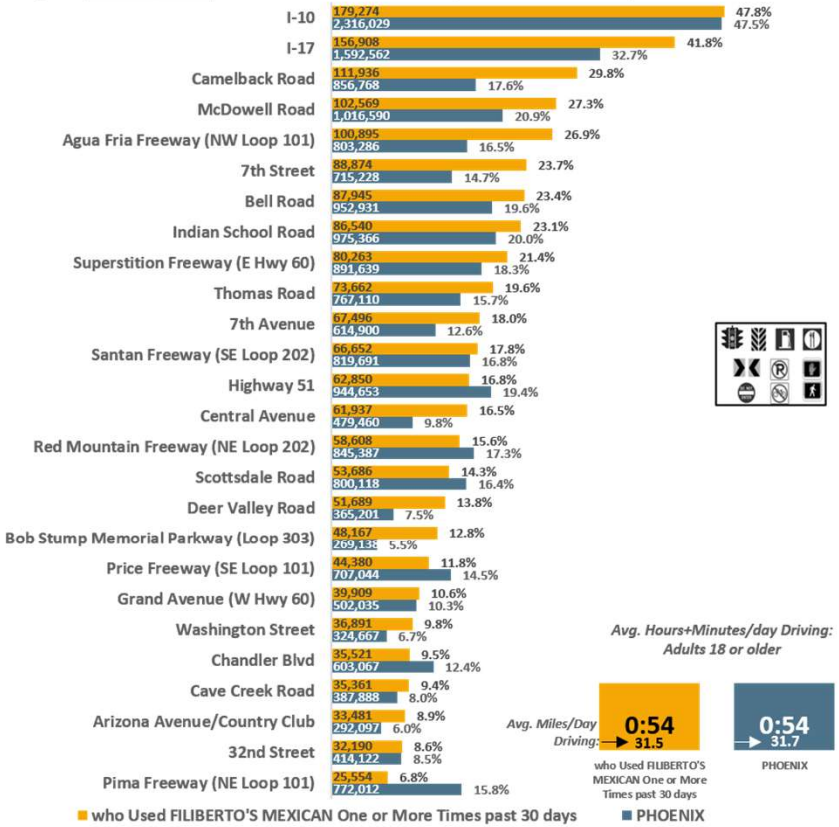
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Barro's Pizza

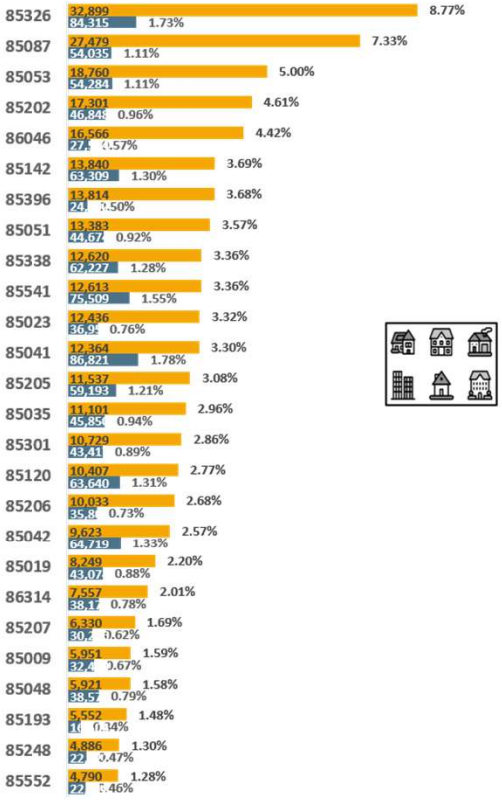
323,071 or 86.1% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days spend an average of 54.1 minutes per day driving an average of 31.5 miles each day and are 132.5% more likely to use Bob Stump Memorial Parkway (Loop 303) t

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

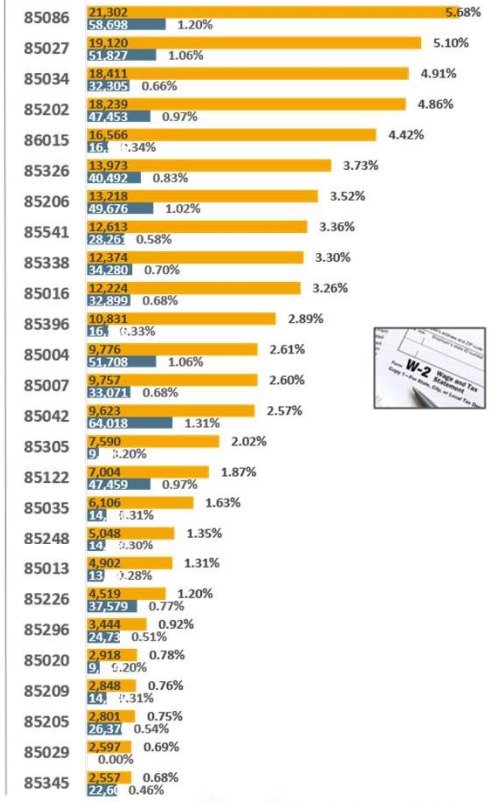


Avg. Hours+Minutes/day Driving: Adults 18 or older

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 ©

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

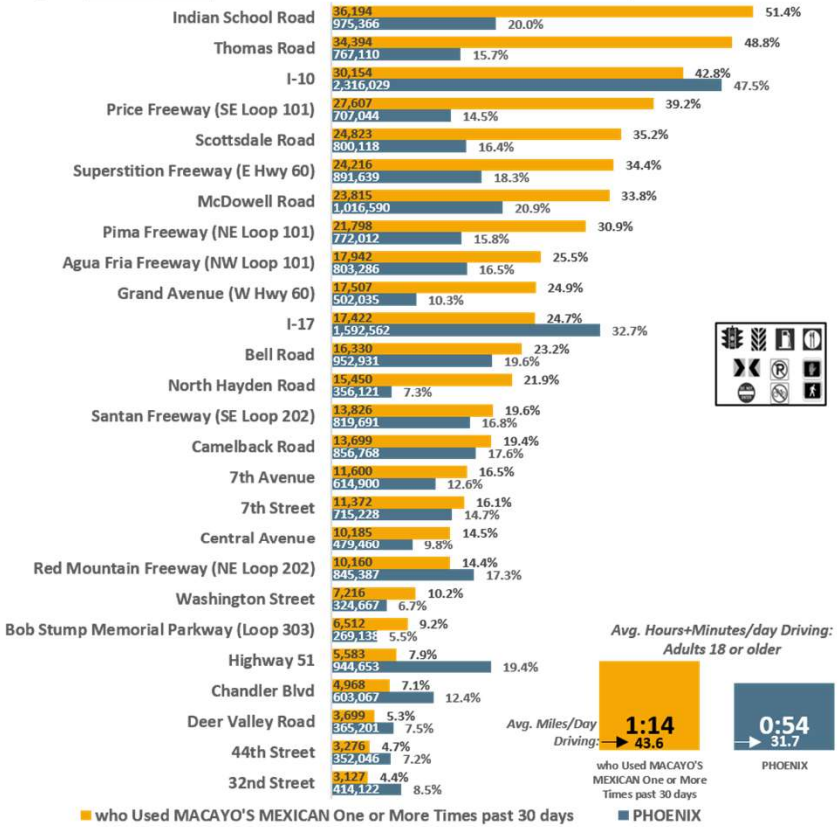
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Quick service restaurants used past 30 days: Filiberto's Mexican

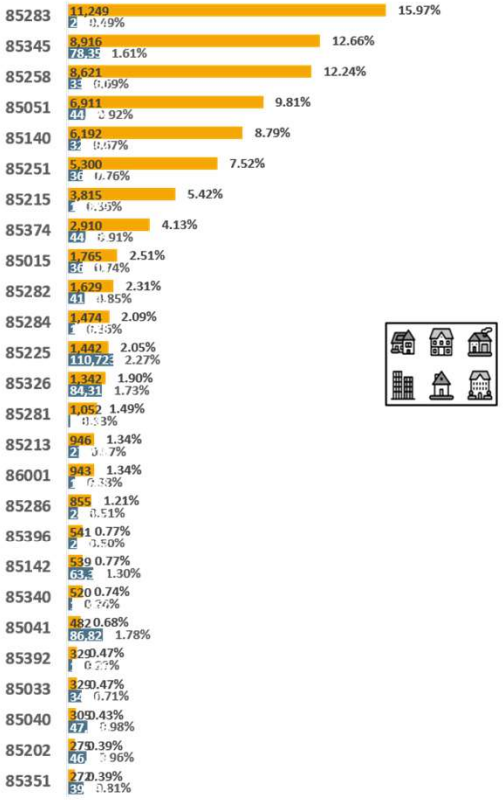
Macayo's Mexican Food PHX

68,897 or 97.8% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days spend an average of 74.9 minutes per day driving an average of 43.6 miles each day and are 210.2% more likely to use Thomas Road than the Metro average.

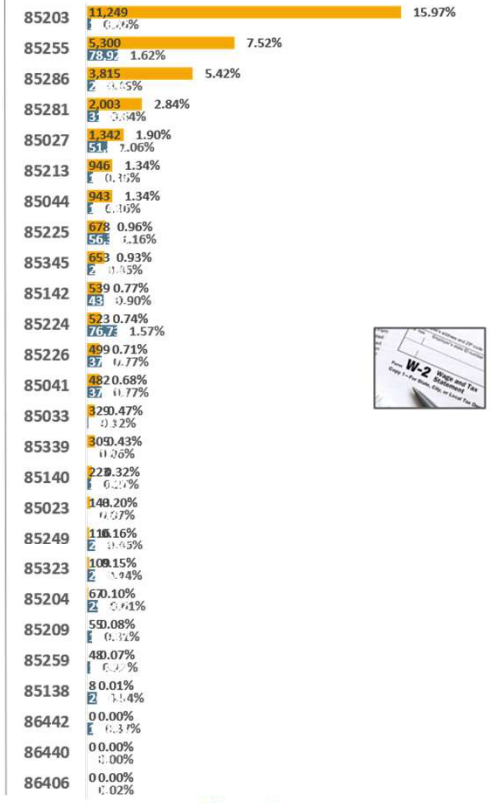
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



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 ©

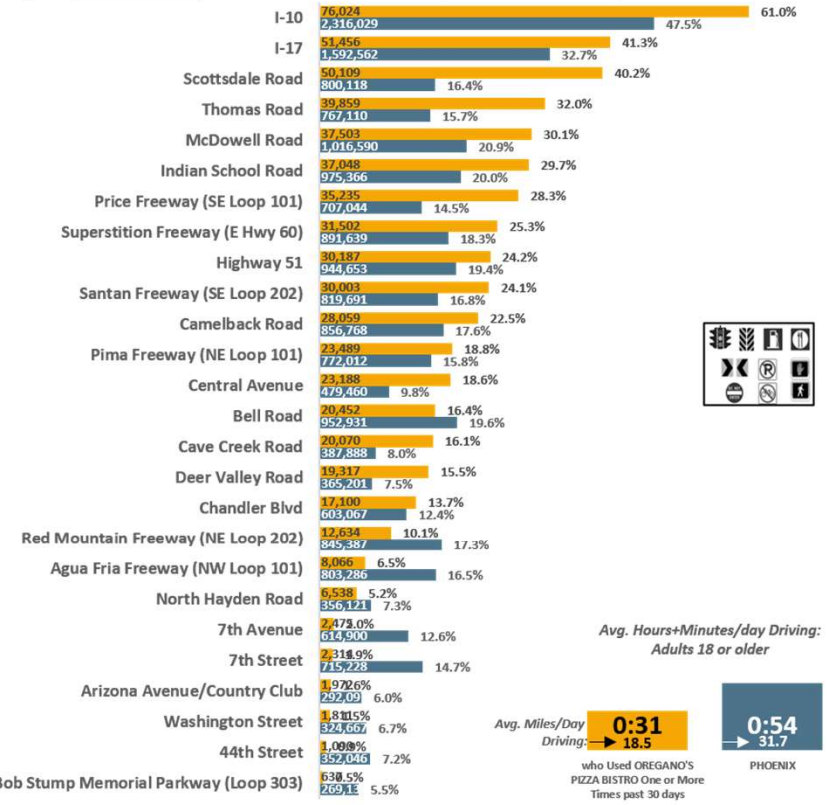
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 47

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Sit-down restaurants used past 30 days: Macayo's

108,560 or 87.1% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days spend an average of 31.7 minutes per day driving an average of 18.5 miles each day and are 144.9% more likely to use Scottsdale Road than the Metro avera

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



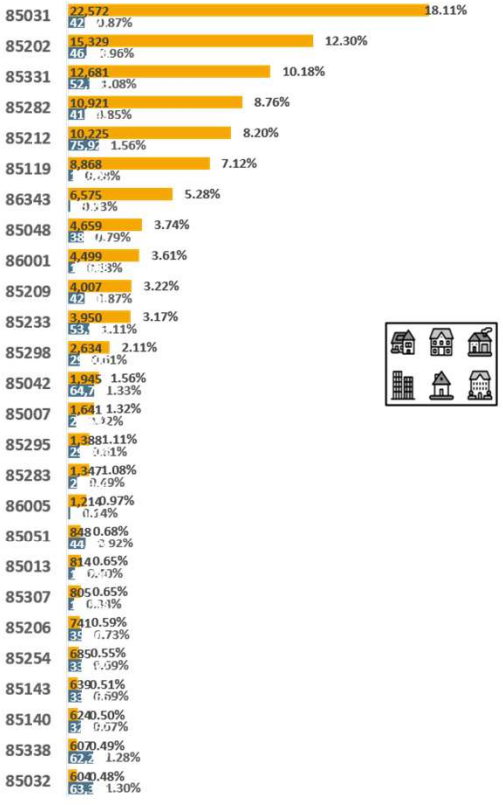
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

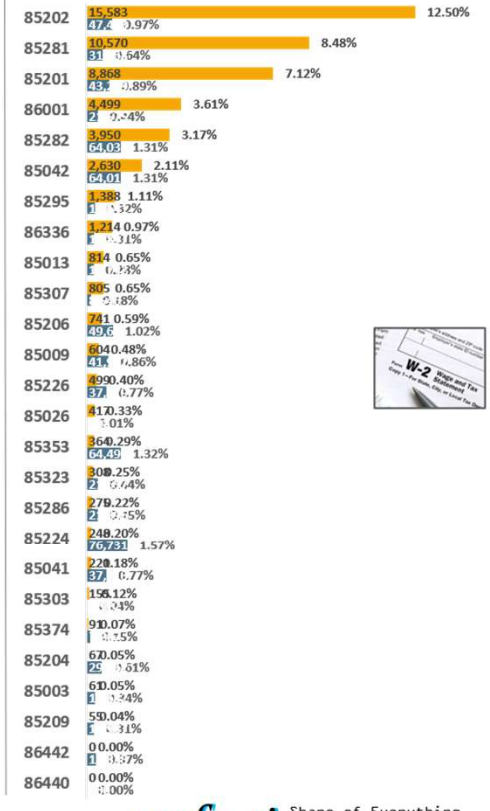
0:31 → 18.5 who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days

0:54 → 31.7 PHOENIX

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 ©

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

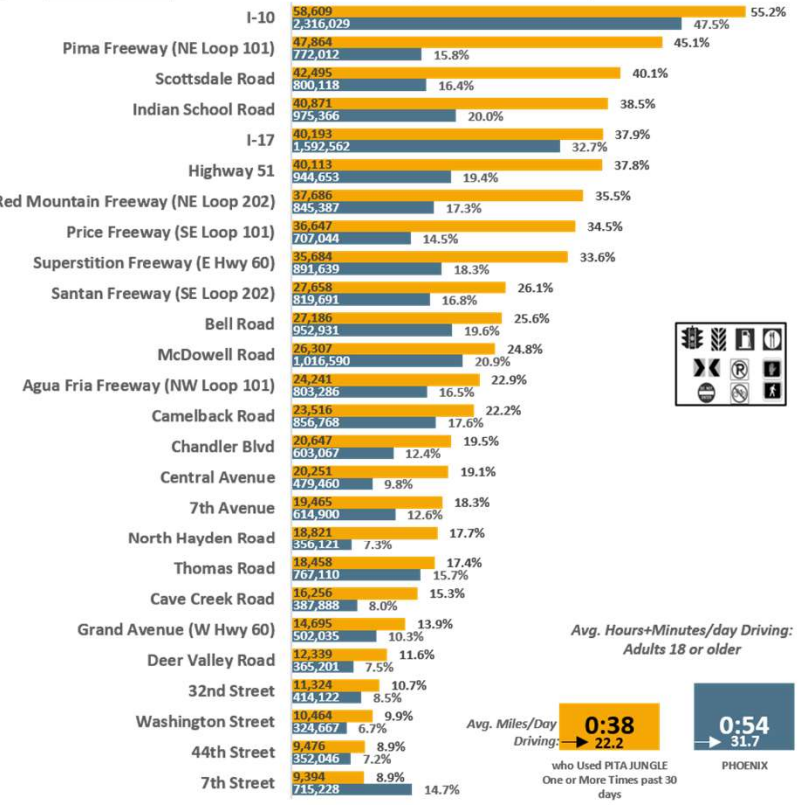
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

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

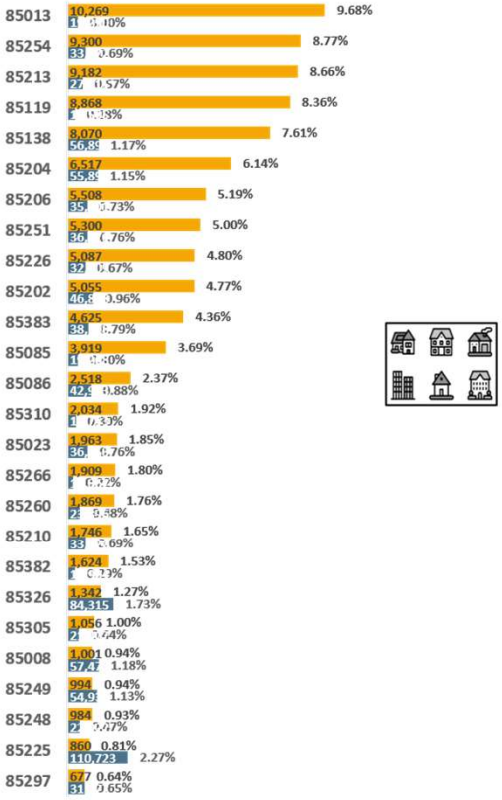
PITA JUNGLE — PHX

105,384 or 99.3% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days spend an average of 38.1 minutes per day driving an average of 22.2 miles each day and are 184.8% more likely to use Pima Freeway (NE Loop 101) than the Metro avera

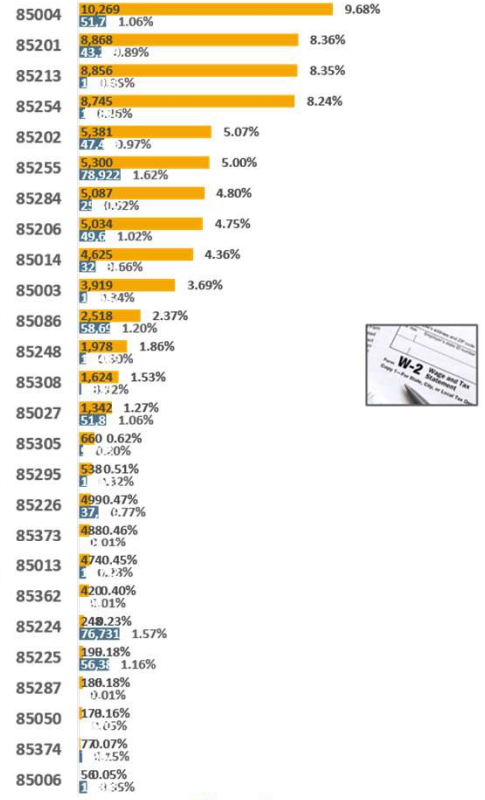
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



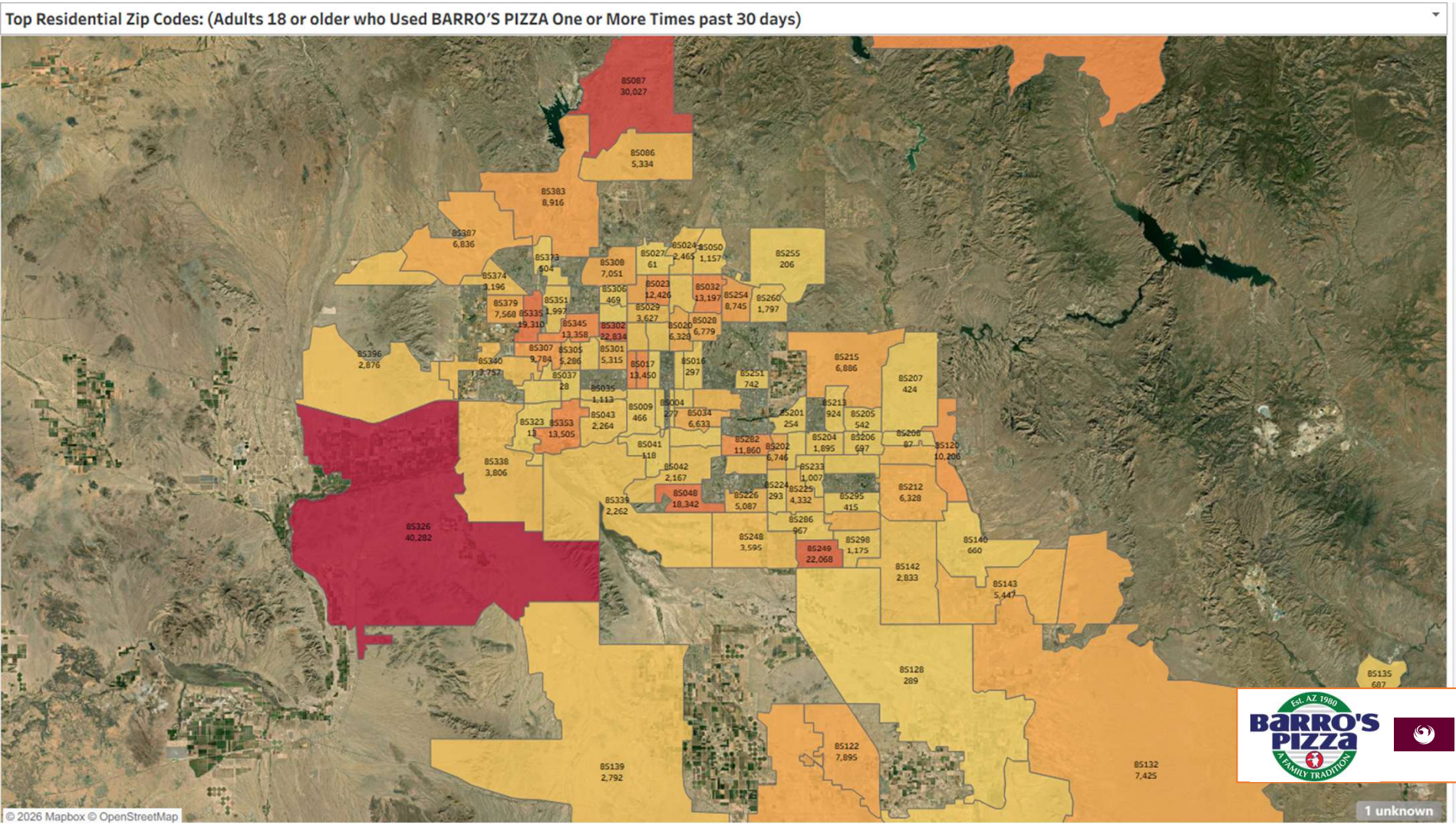
soefa.ai Share of Everything for Anything ©

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 55

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

Sit-down restaurants used past 30 days: Pita Jungle

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



BARRO'S PIZZA Est. AZ 1980 A FAMILY TRADITION

PHX

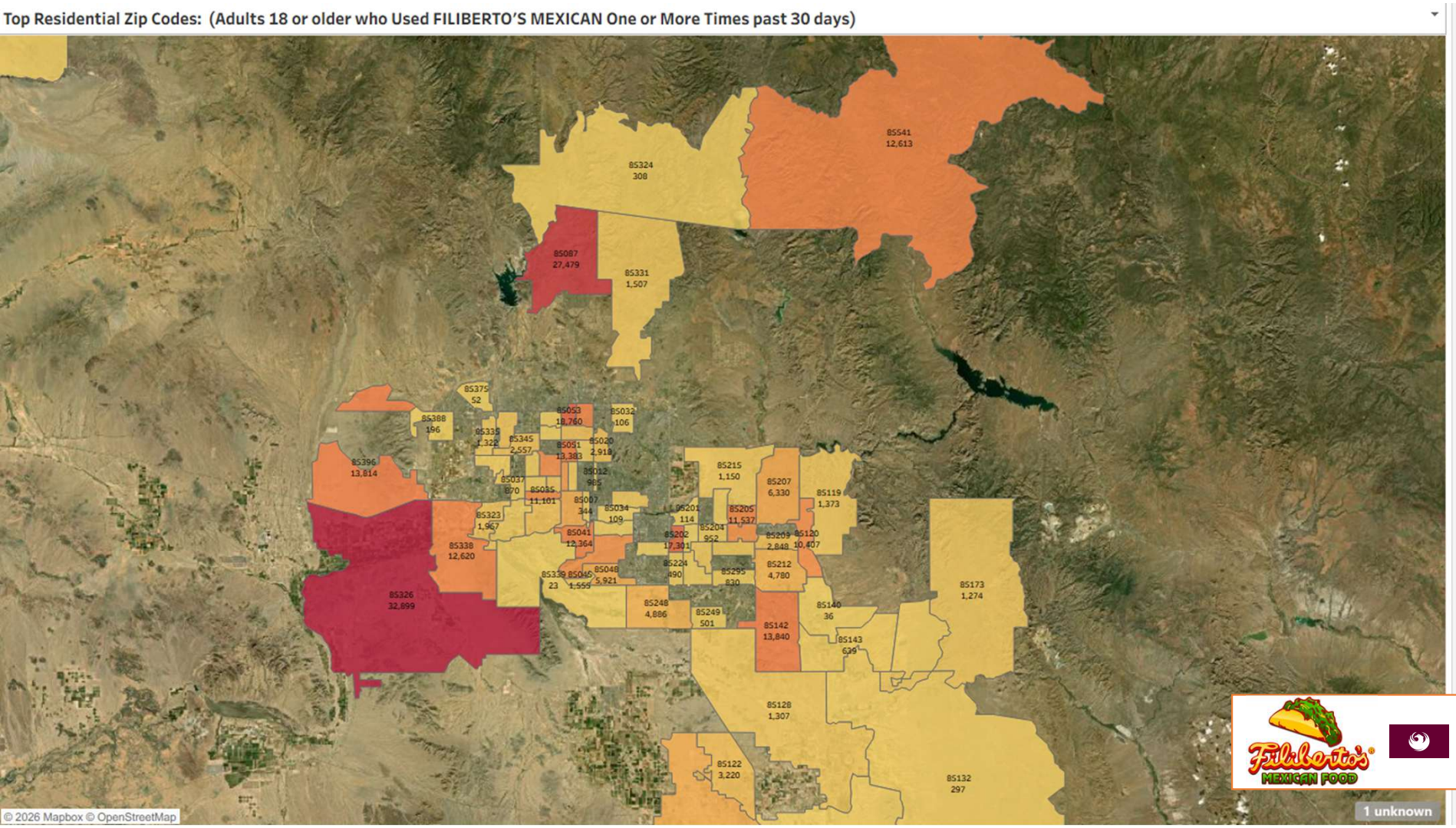
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Barro's Pizza

Top Residential Zip Codes: (Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days)

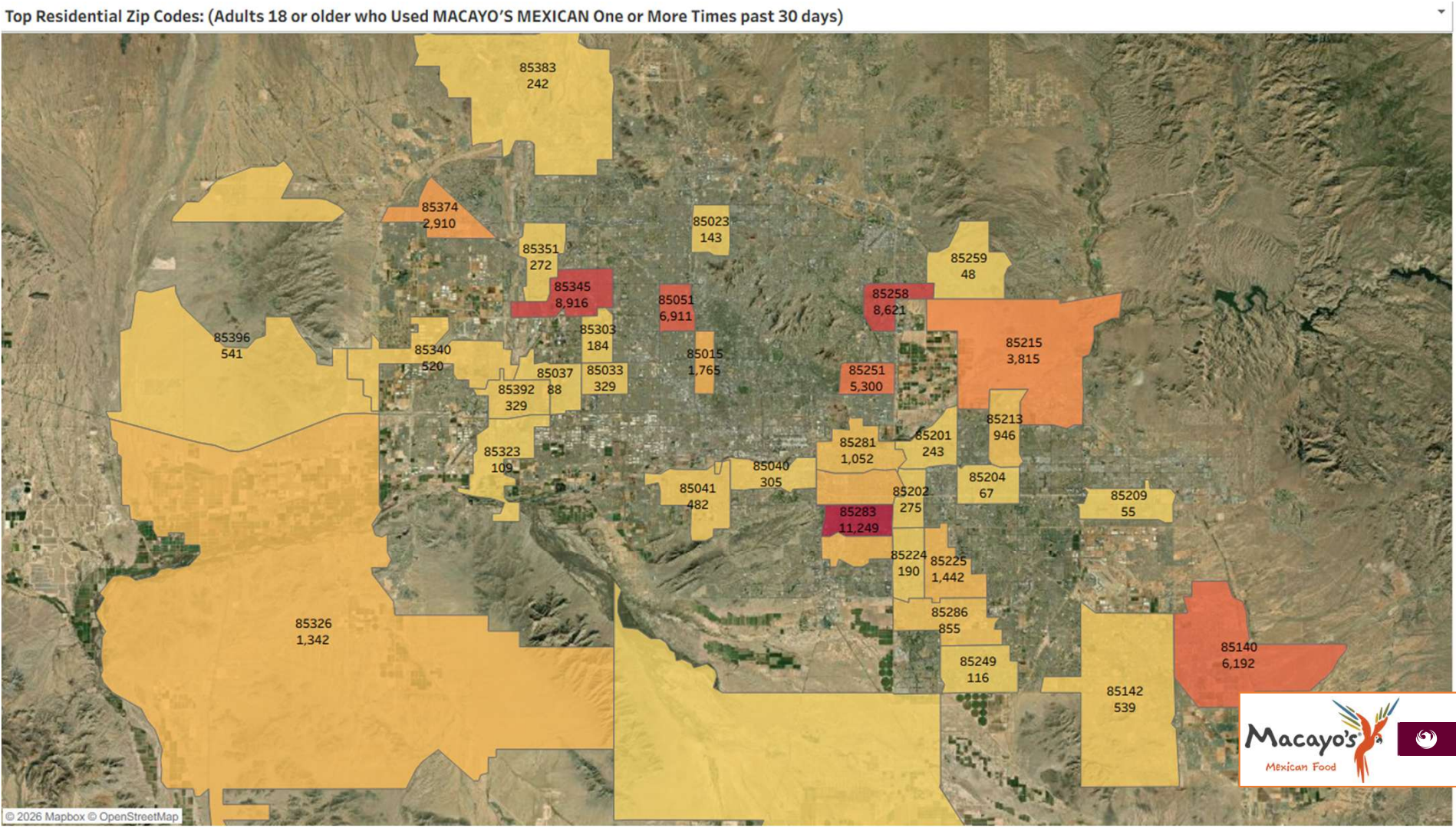


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Filiberto's Mexican

Top Residential Zip Codes: (Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days)

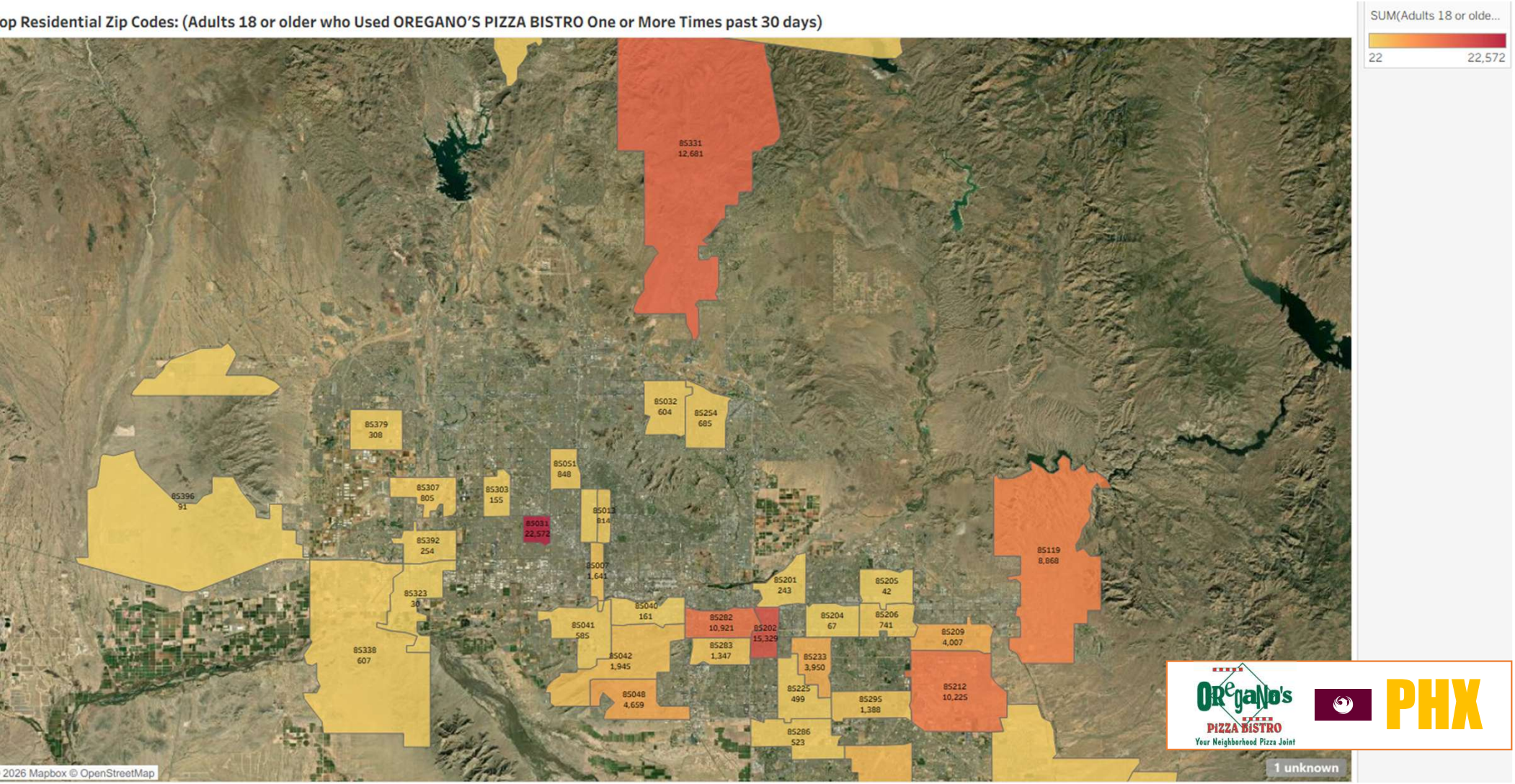


All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Sit-down restaurants used past 30 days: Macayo's

op Residential Zip Codes: (Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days)



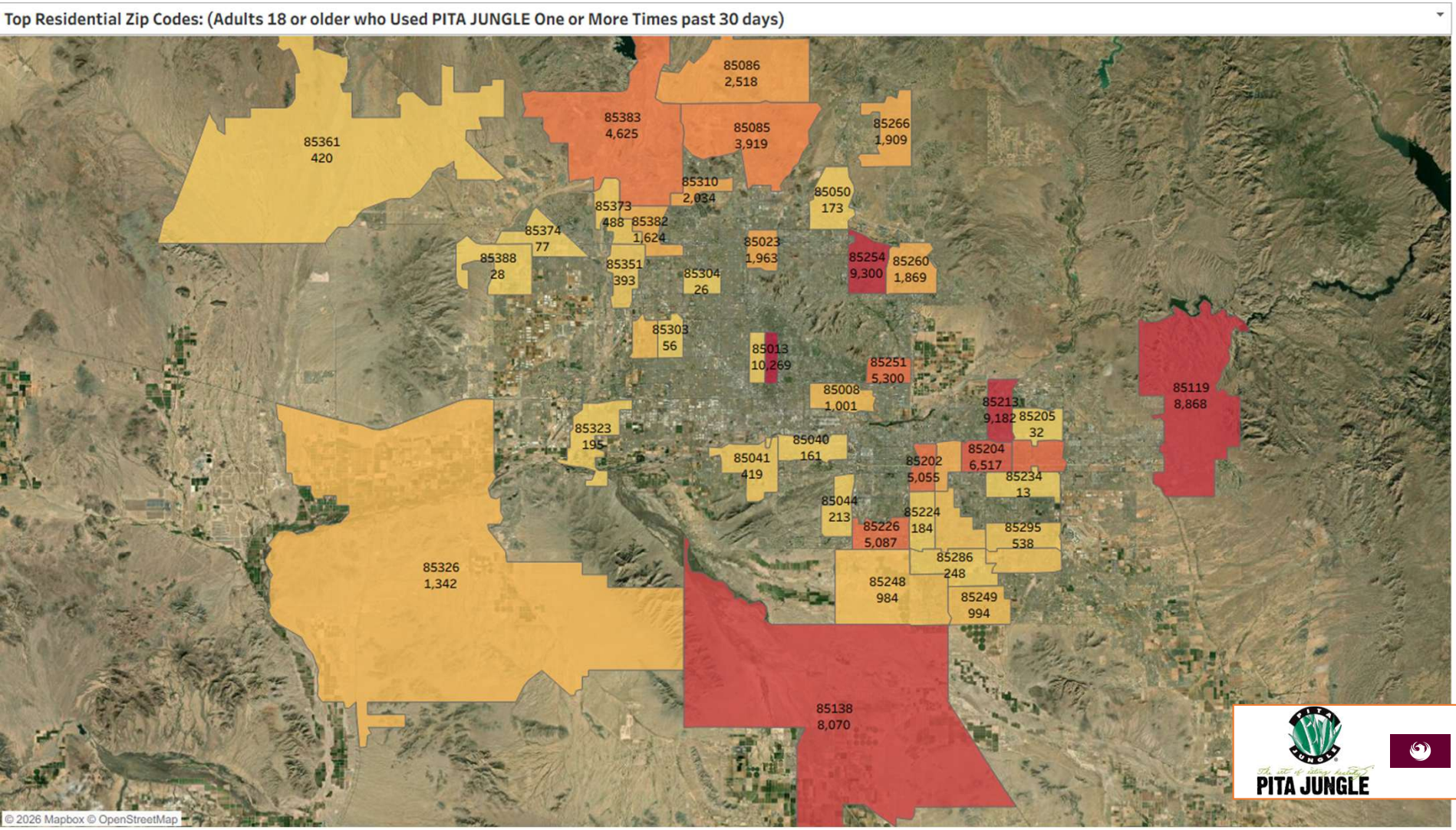
PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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

Top Residential Zip Codes: (Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days)



PITA JUNGLE

PHX

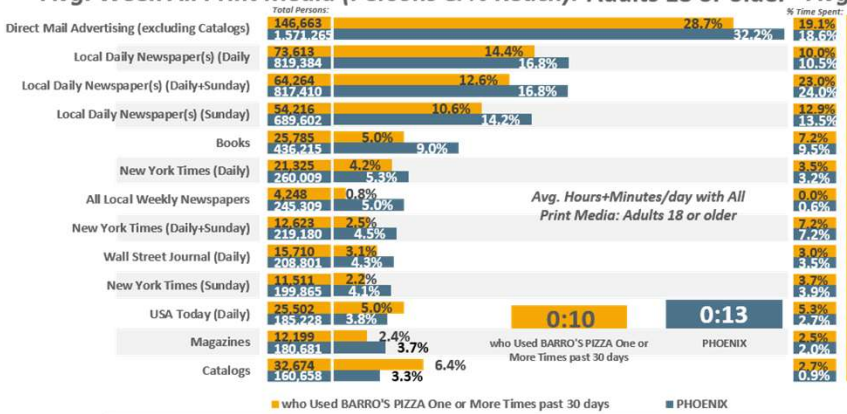
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

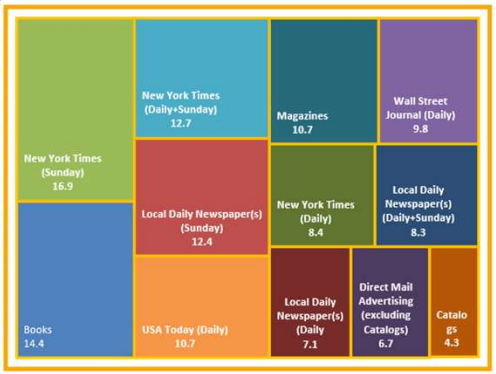
soefa.ai Share of Everything for Anything

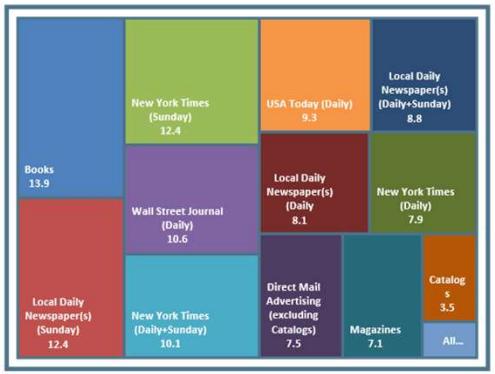
Sit-down restaurants used past 30 days: Pita Jungle

64,264 or 12.6% of Adults 18 or older who Used BARRO'S PIZZA One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 24.7% of all time spent daily with All forms of Print Media.

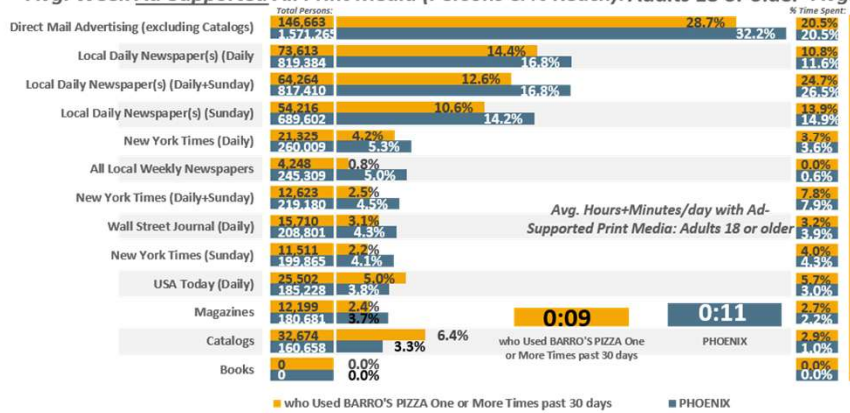
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

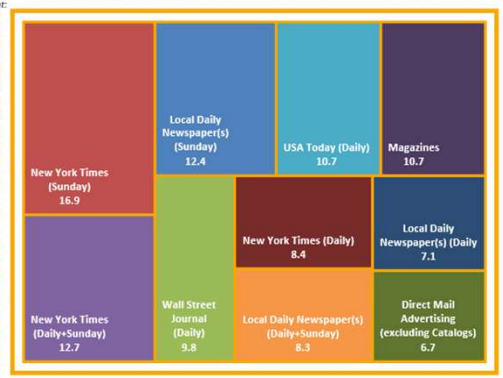






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







who Used BARRO'S PIZZA One or More Times past 30 days ■ PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

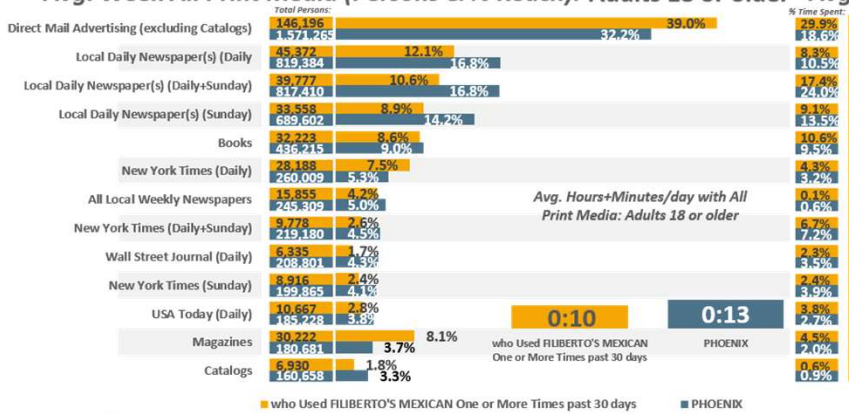
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

PHX

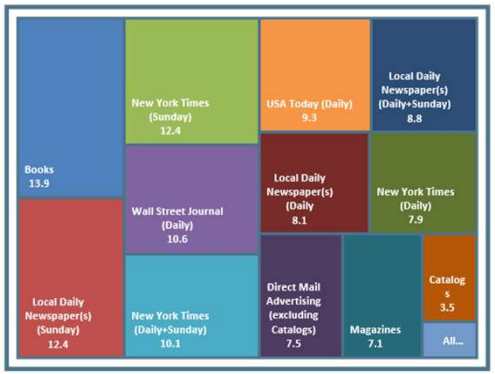
146,196 or 39.% of Adults 18 or older who Used FILIBERTO'S MEXICAN One or More Times past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 33.4% of all time spent daily with All forms of Print

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

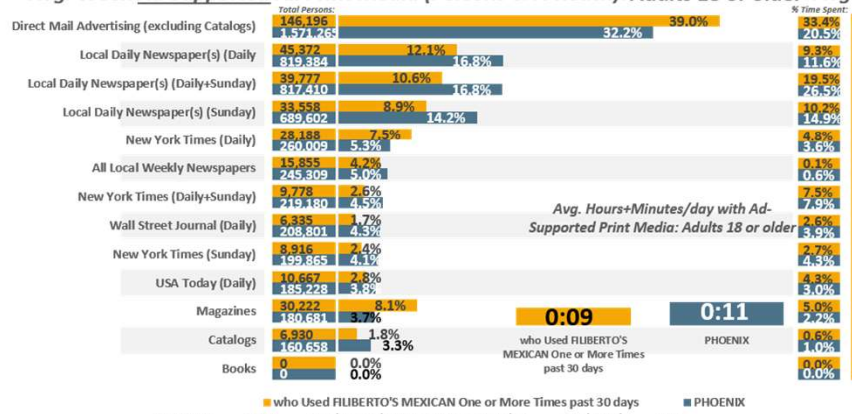


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

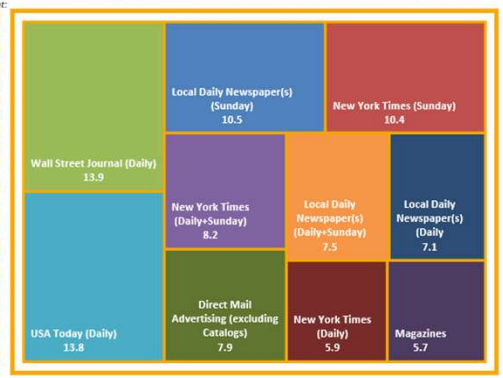




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 172

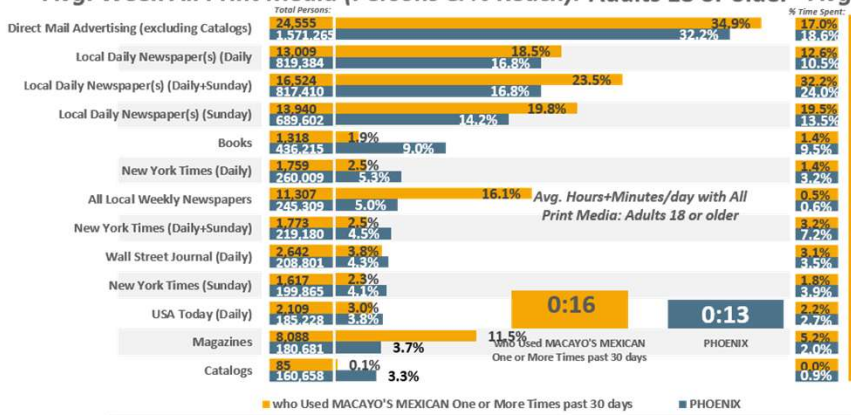
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

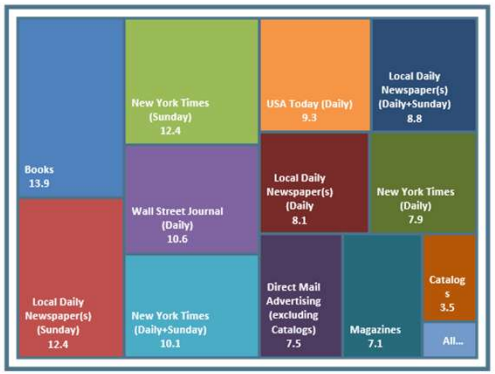
Quick service restaurants used past 30 days: Filiberto's Mexican

16,524 or 23.5% of Adults 18 or older who Used MACAYO'S MEXICAN One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

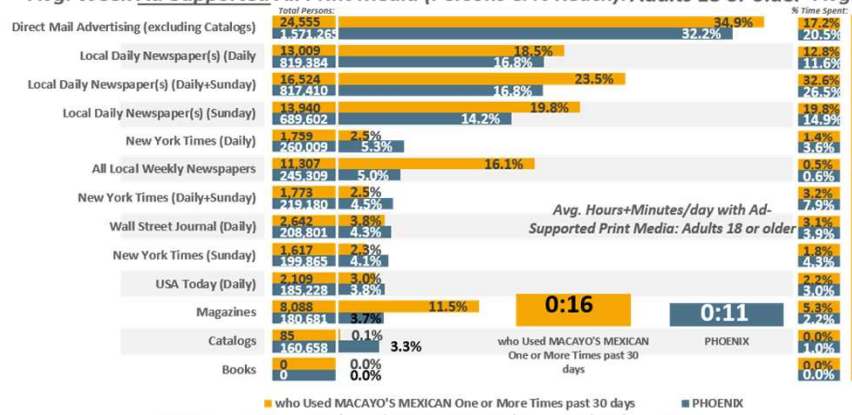
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

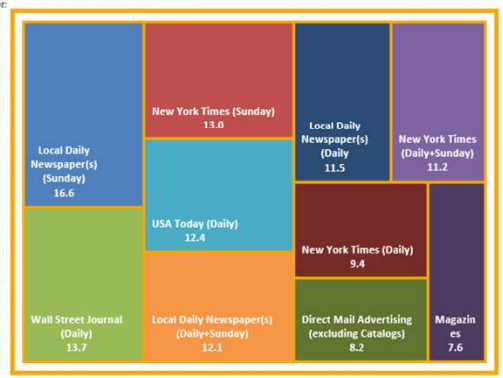






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







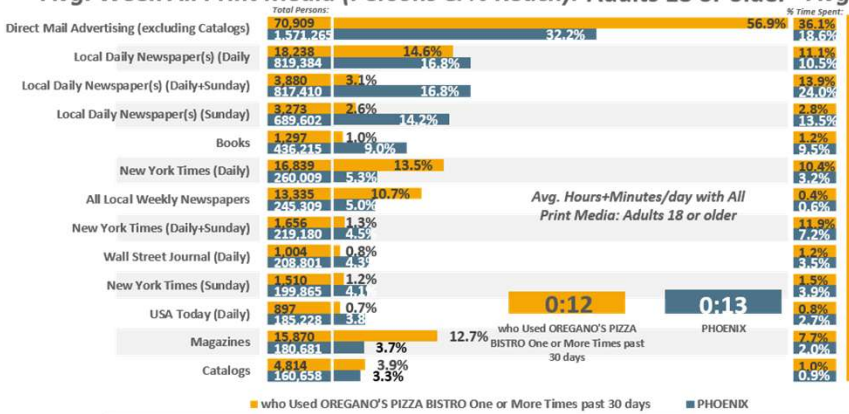
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Macayo's

70,909 or 56.9% of Adults 18 or older who Used OREGANO'S PIZZA BISTRO One or More Times past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.7 minutes every day representing 36.5% of all time spent daily with All forms of Pr

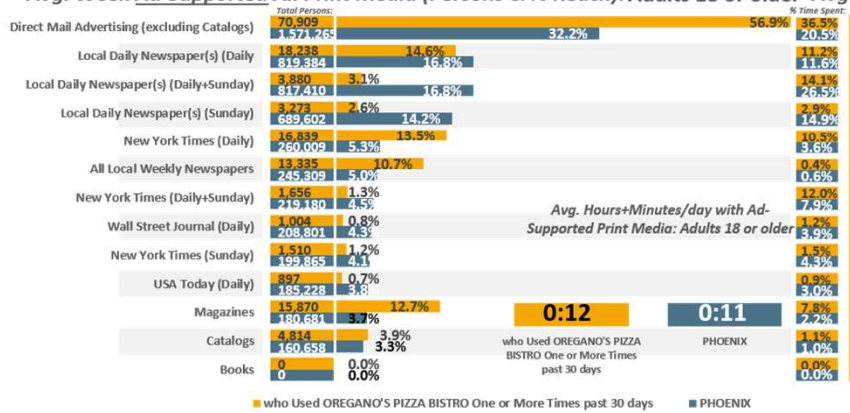
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



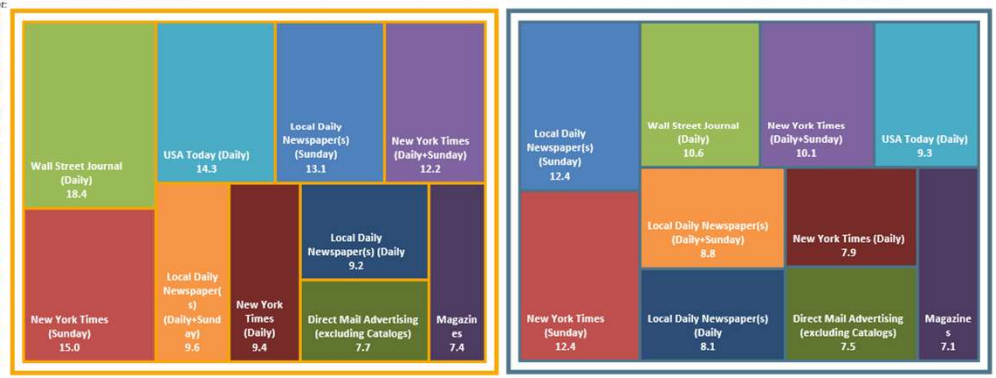
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

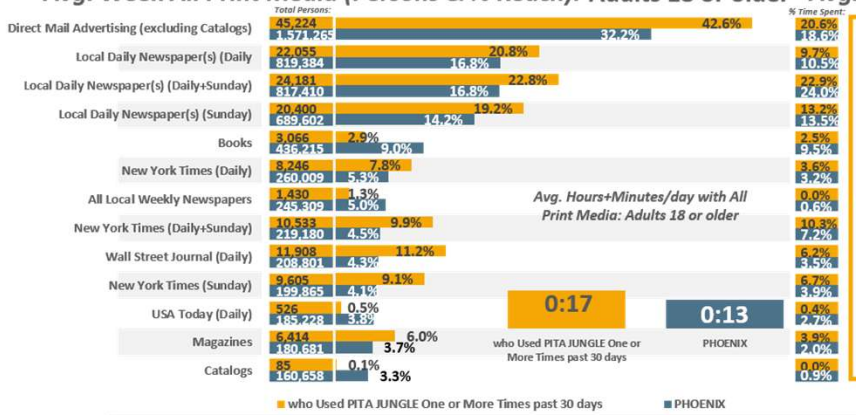
soefa.ai Share of Everything for Anything ©

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

PITA JUNGLE PHX

24,181 or 22.8% of Adults 18 or older who Used PITA JUNGLE One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 23.5% of all time spent daily with All forms of Print Media.

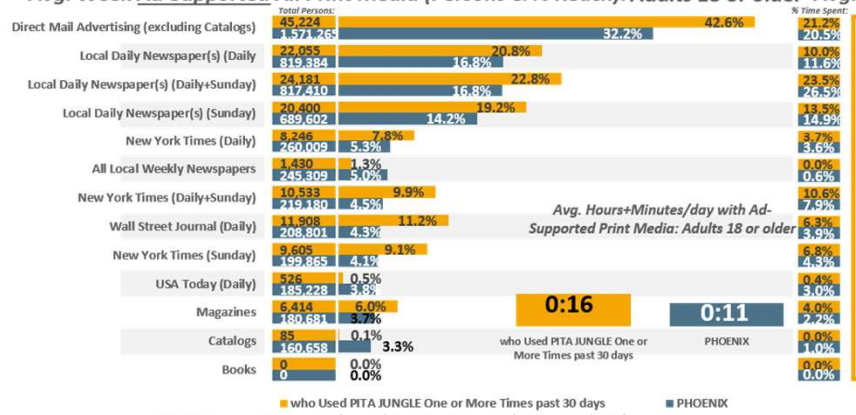
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

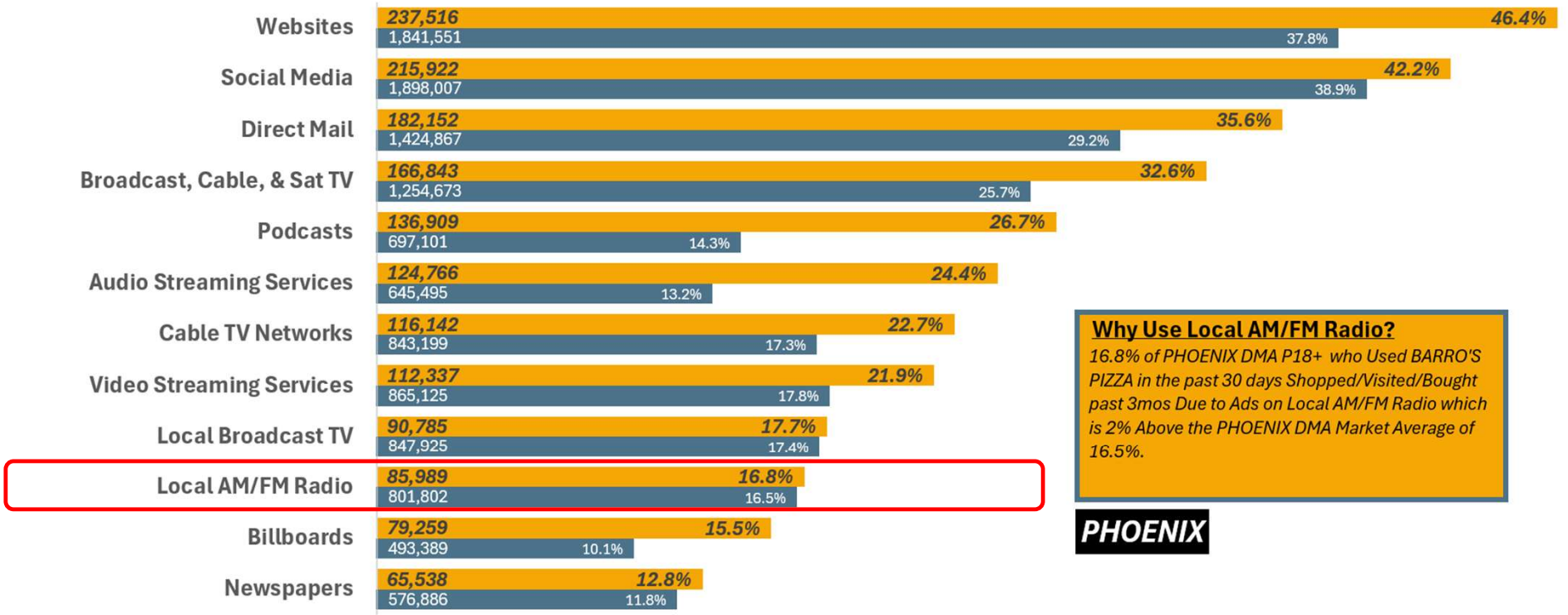
soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle

PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of PHOENIX DMA P18+ who Used BARRO'S PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the PHOENIX DMA Market Average of 16.5%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 250

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

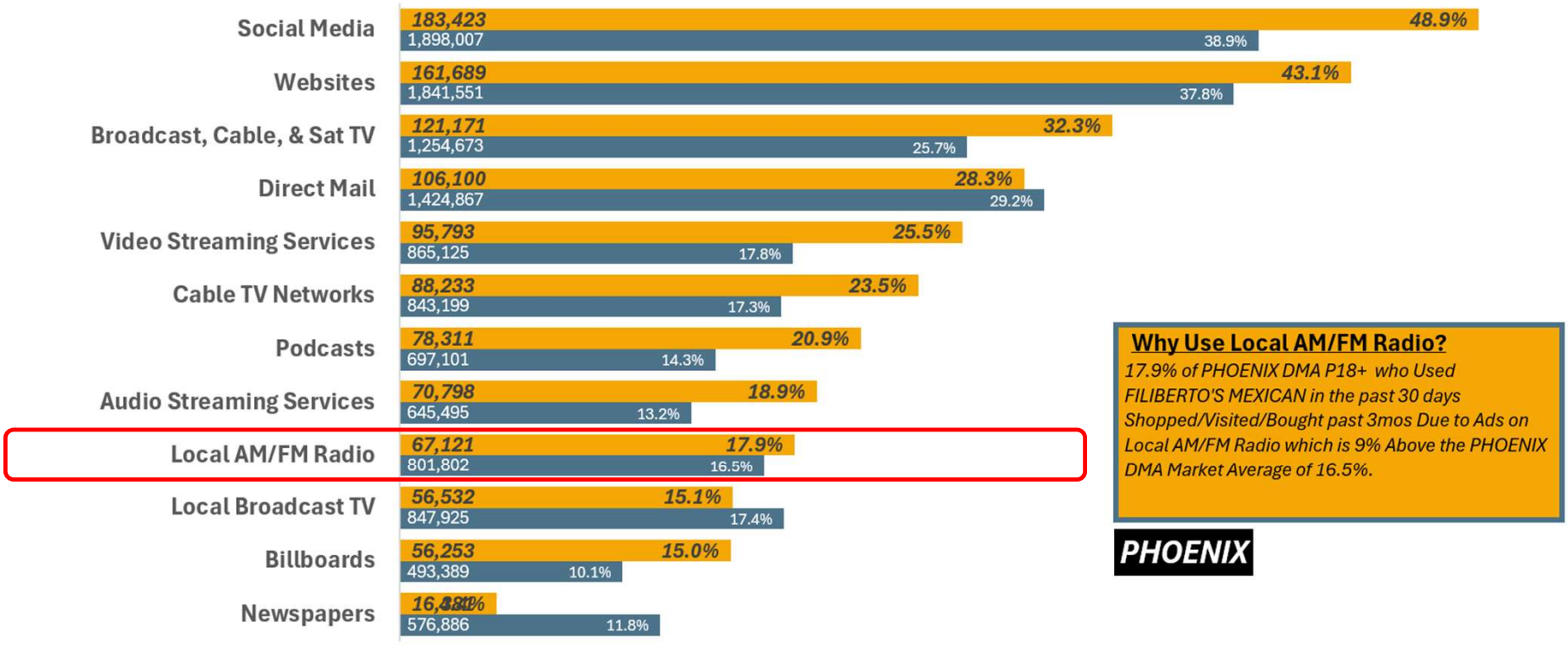
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Barro's Pizza

PHX

"Advertising Actions"

P18+ who Used FILIBERTO'S MEXICAN in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.9% of PHOENIX DMA P18+ who Used FILIBERTO'S MEXICAN in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the PHOENIX DMA Market Average of 16.5%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 172

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved..

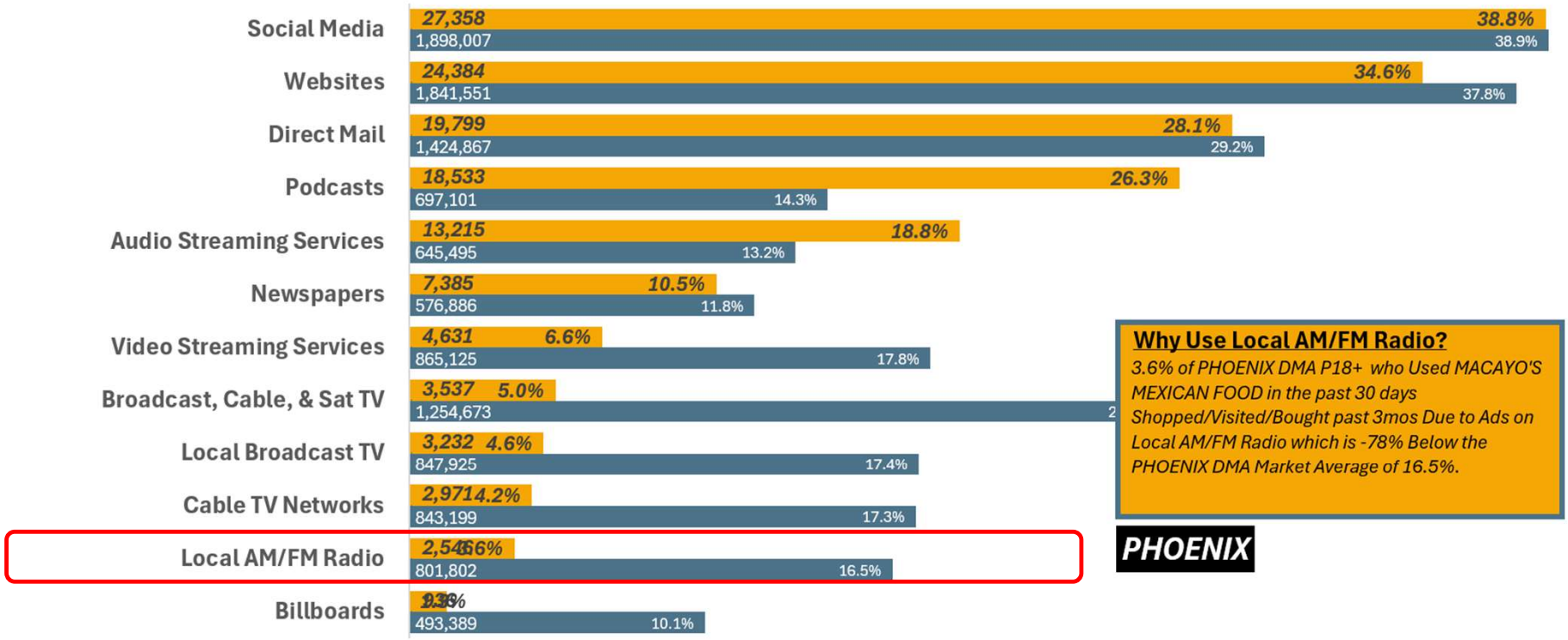
soefa.ai Share of Everything for Anything ©

Quick service restaurants used past 30 days: Filiberto's Mexican

Macayo's Mexican Food PHX

"Advertising Actions"

P18+ who Used MACAYO'S MEXICAN FOOD in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

3.6% of PHOENIX DMA P18+ who Used MACAYO'S MEXICAN FOOD in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -78% Below the PHOENIX DMA Market Average of 16.5%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 47

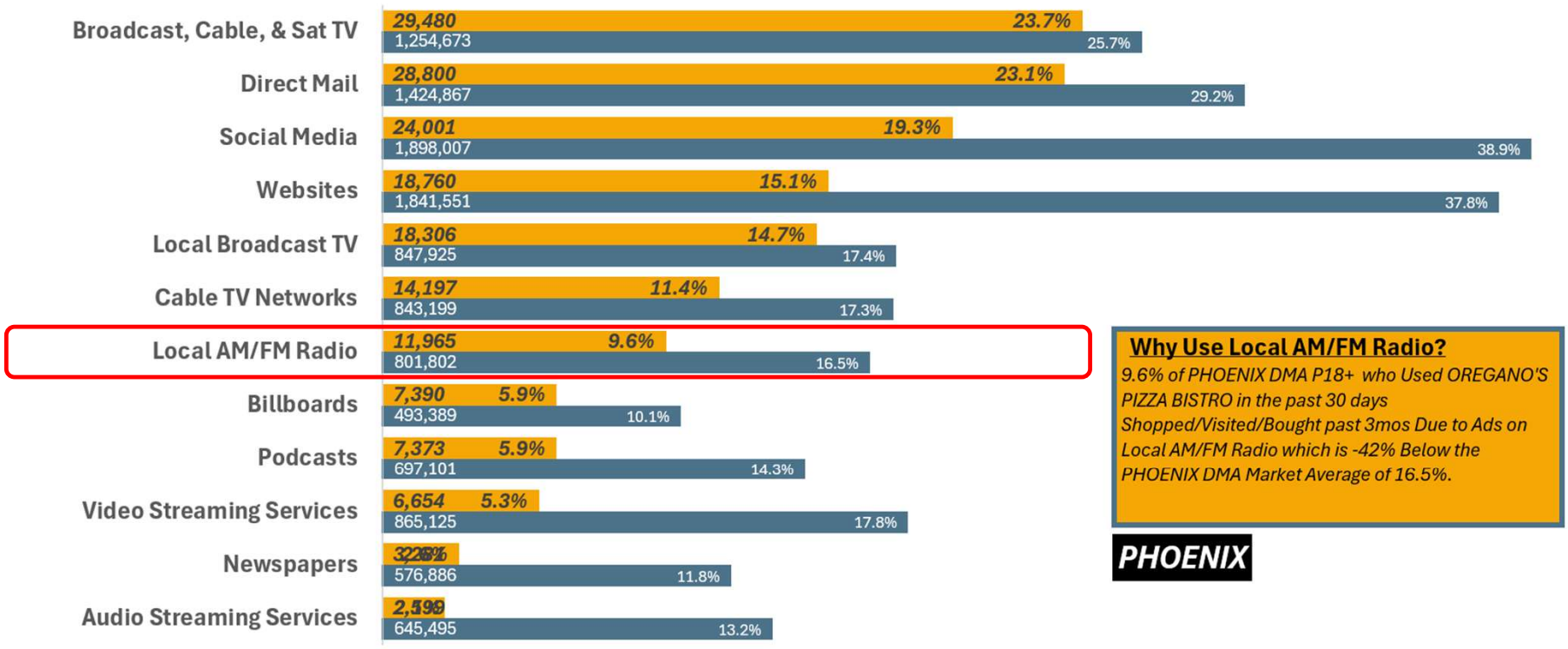
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Macayo's

"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.6% of PHOENIX DMA P18+ who Used OREGANO'S PIZZA BISTRO in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -42% Below the PHOENIX DMA Market Average of 16.5%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 48

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

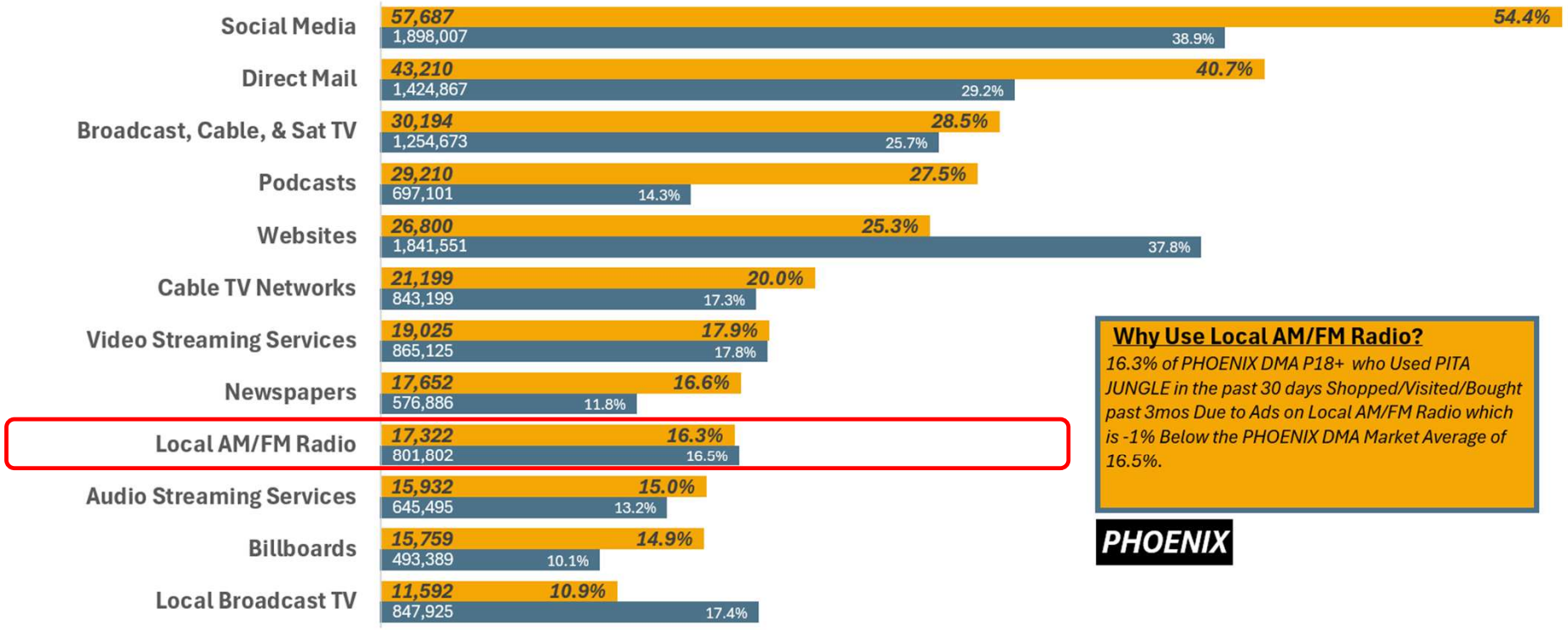
Sit-down restaurants used past 30 days: Oregano's Pizza Bistro

PITA JUNGLE

PHX

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.3% of PHOENIX DMA P18+ who Used PITA JUNGLE in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the PHOENIX DMA Market Average of 16.5%.

PHOENIX

PHOENIX DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 55

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard | Media That Connects, LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Sit-down restaurants used past 30 days: Pita Jungle