USA–5 Local QSRs of the CHICAGO, IL DMA…
Brand New Data as of August 31, 2026!
Complete Demographic & Media Use Profiles









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

Quick service restaurants used past 30 days: Portillo's

Quick service restaurants used past 30 days: Jimmy John's

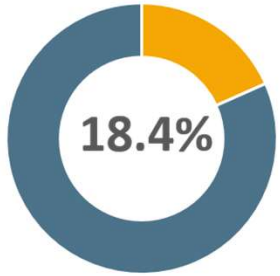
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

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

Quick service restaurants used past 30 days: Buona

18.4% or 1,419,891 of CHICAGO DMA Adults 18 or older Used PORTILLO'S One or More Times past 30 days. Typical Adults 18 or older who Used PORTILLO'S One or More Times past 30 days are 50.9 years old (5.2% older than average) and have a $125,204 (8.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



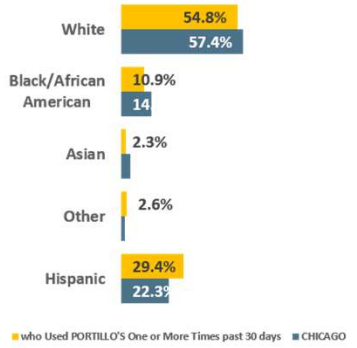
Total Persons:

1,419,891	6,316,006

Gender of Target vs. Market: Adults 18 or older

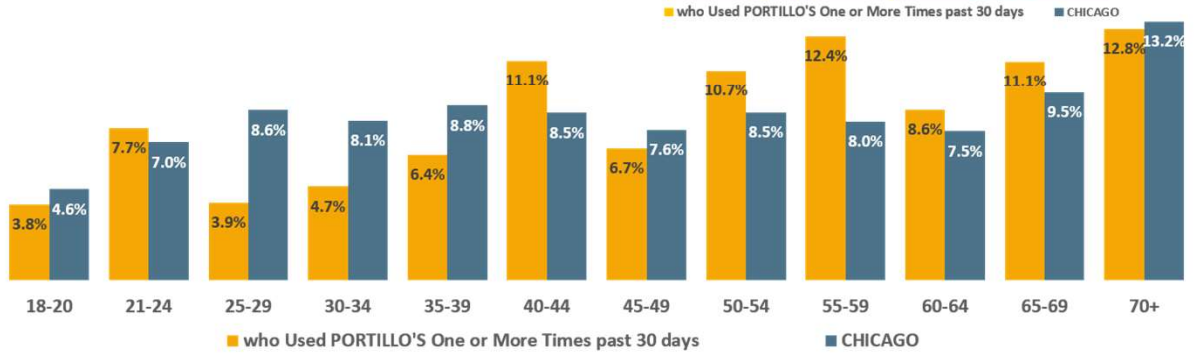
	Men	Men	Women	Women
%M vs. %F:	51.3%	48.9%	48.7%	51.1%
Average Age:	49.7	48.5	52.1	48.3
# Persons:	728,710	3,785,635	691,181	3,950,262

Ethnicity of Target vs. Market:

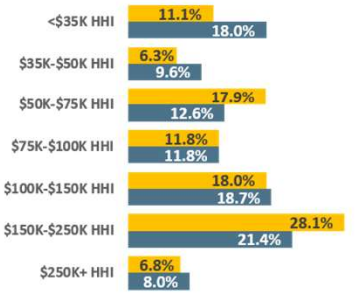


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	50.9	48.4



HHI of Target vs. Market:



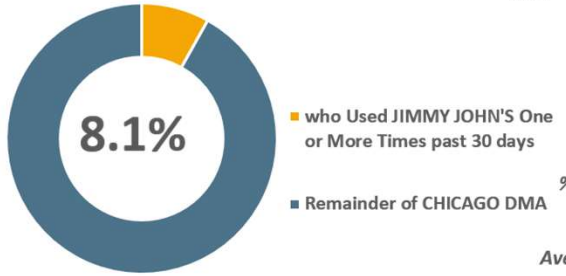
Avg HHI:	$125,204	$115,652

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

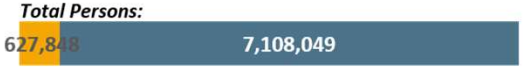
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8.1% or 627,848 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S One or More Times past 30 days. Typical Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days are 47.3 years old (2.3% younger than average) and have a $146,263 (26.5% higher than average) annual household income.

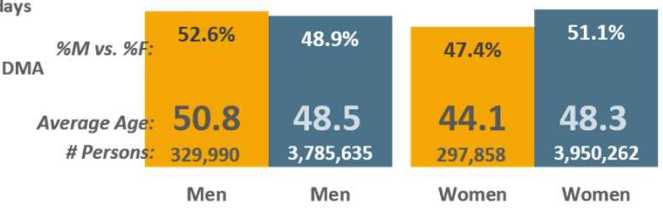
Percent of Market: Adults 18 or older



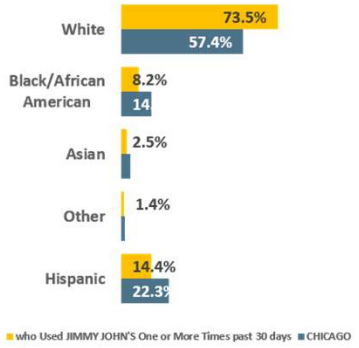
Total Persons:



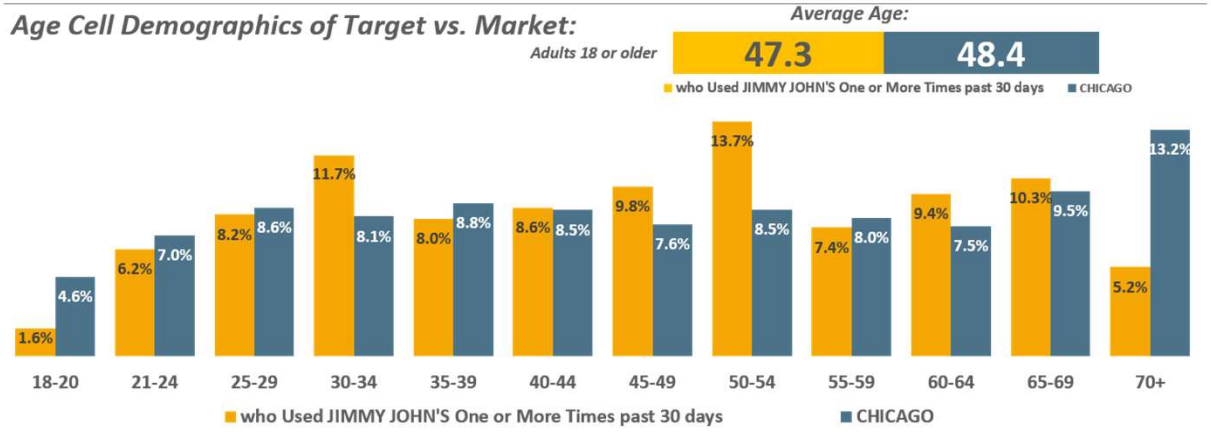
Gender of Target vs. Market: Adults 18 or older



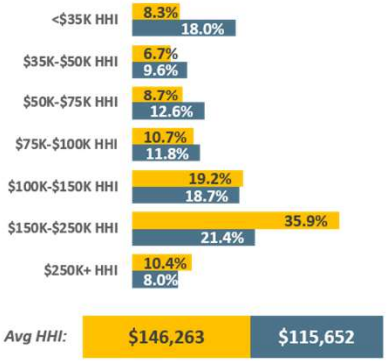
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

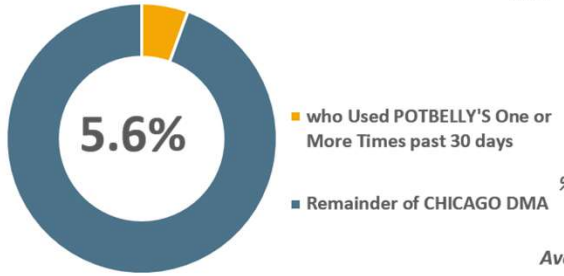


CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

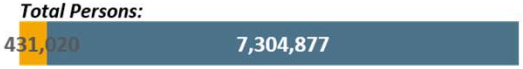
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5.6% or 431,020 of CHICAGO DMA Adults 18 or older Used POTBELLY'S One or More Times past 30 days. Typical Adults 18 or older who Used POTBELLY'S One or More Times past 30 days are 42. years old (13.3% younger than average) and have a $146,873 (27.% higher than average) annual household income.

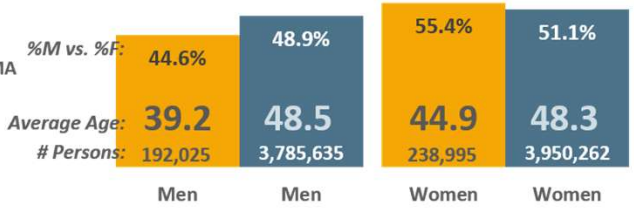
Percent of Market: Adults 18 or older



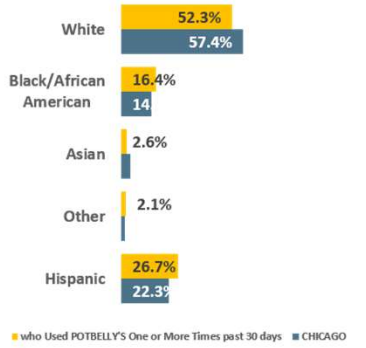
Total Persons:



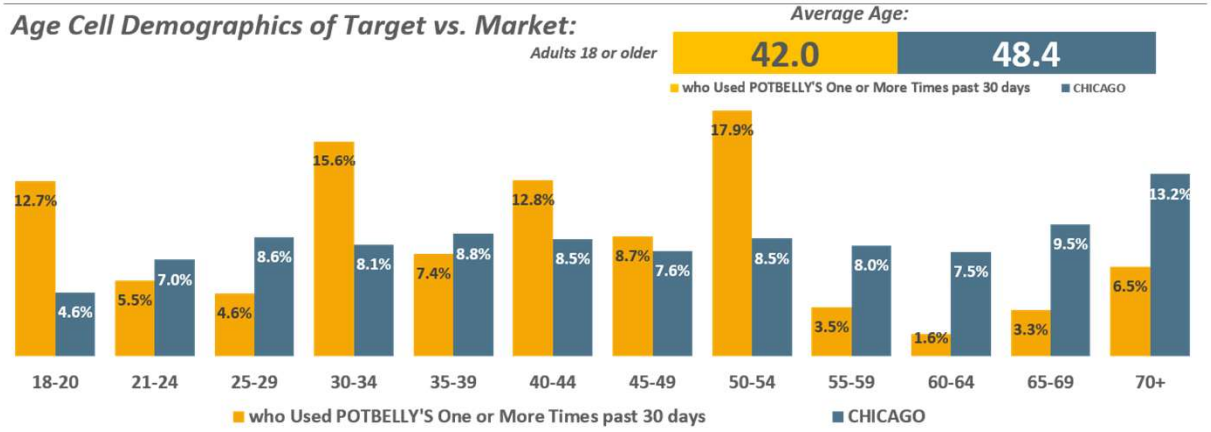
Gender of Target vs. Market: Adults 18 or older



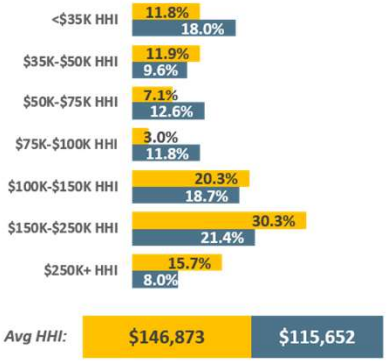
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



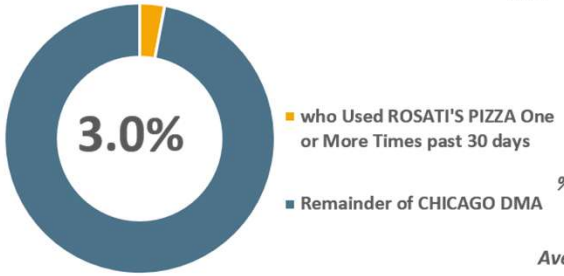
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

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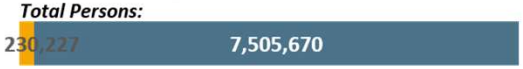
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.% or 230,227 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA One or More Times past 30 days. Typical Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days are 44.9 years old (7.2% younger than average) and have a $131,774 (13.9% higher than average) annual household income.

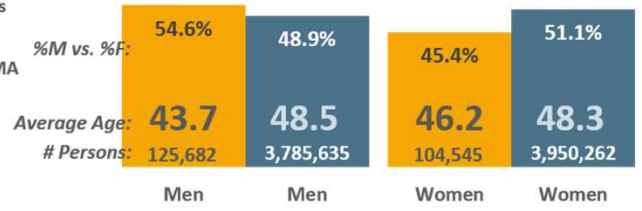
Percent of Market: Adults 18 or older



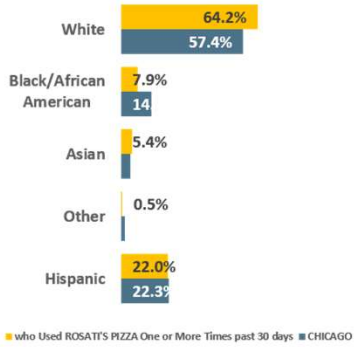
Total Persons:



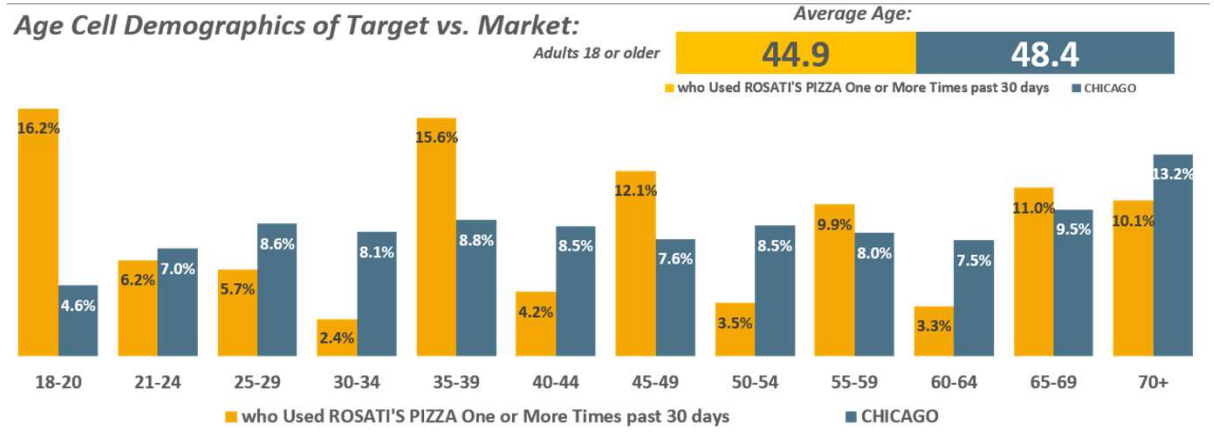
Gender of Target vs. Market: Adults 18 or older



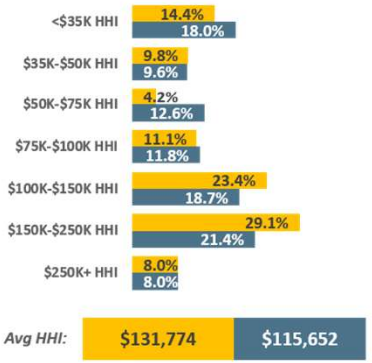
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



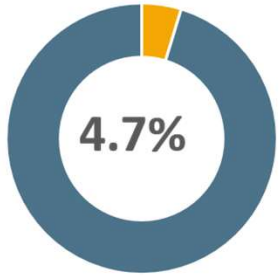
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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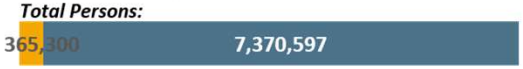
Quick service restaurants used past 30 days: Rosati's Pizza

4.7% or 365,300 of CHICAGO DMA Adults 18 or older Used BUONA BEEF One or More Times past 30 days. Typical Adults 18 or older who Used BUONA BEEF One or More Times past 30 days are 53. years old (9.5% older than average) and have a $132,715 (14.8% higher than average) annual household income.

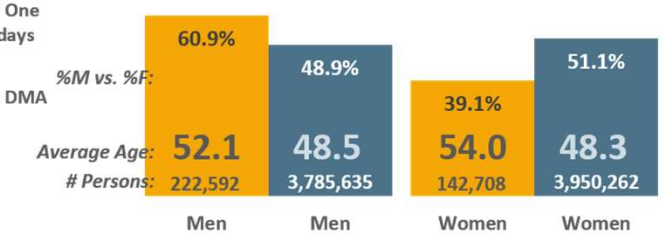
Percent of Market: Adults 18 or older



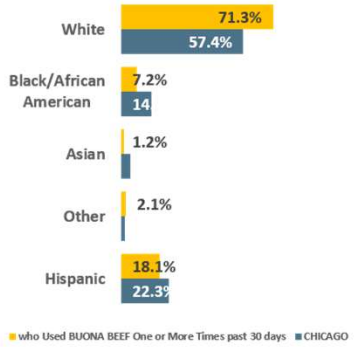
Total Persons:



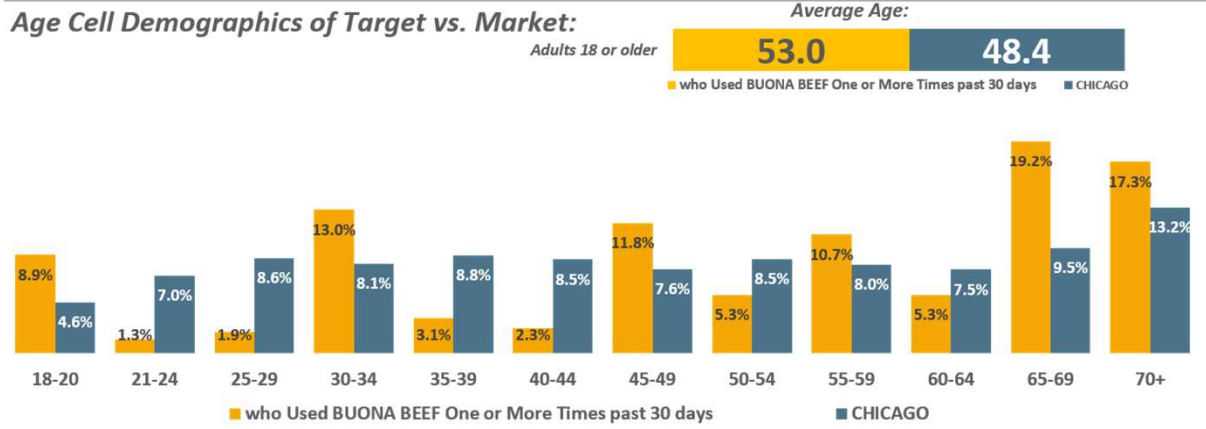
Gender of Target vs. Market: Adults 18 or older



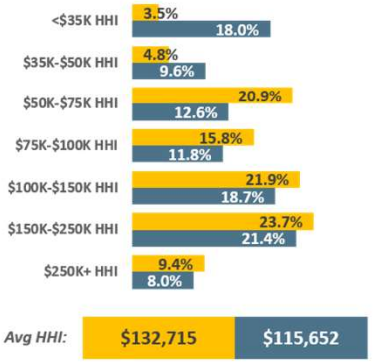
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

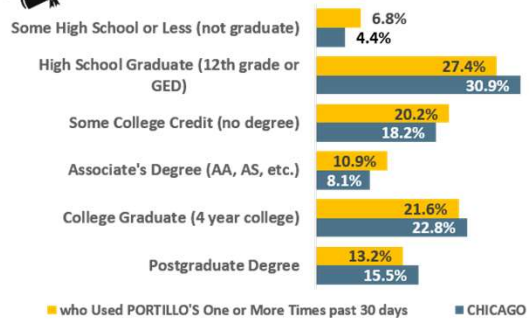


CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

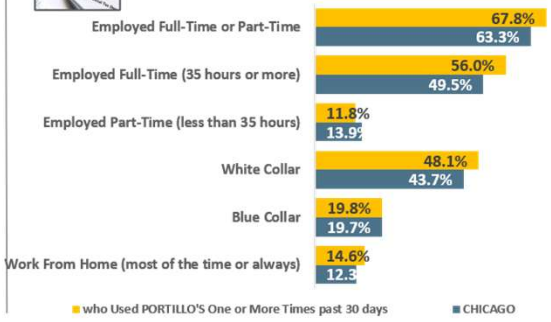
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18.4% or 1,419,891 of CHICAGO DMA Adults 18 or older Used PORTILLO'S One or More Times past 30 days. Adults 18 or older who Used PORTILLO'S One or More Times past 30 days are 9.2% less likely to be a college graduate, 13.2% more likely to work full-time, 17.% more likely to be married, .6% less likely to be a parent of 1 or more children under 18.

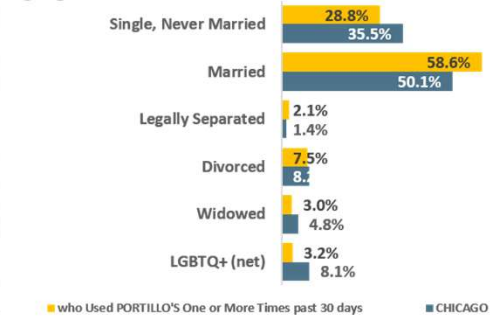
Education Levels: Adults 18 or older



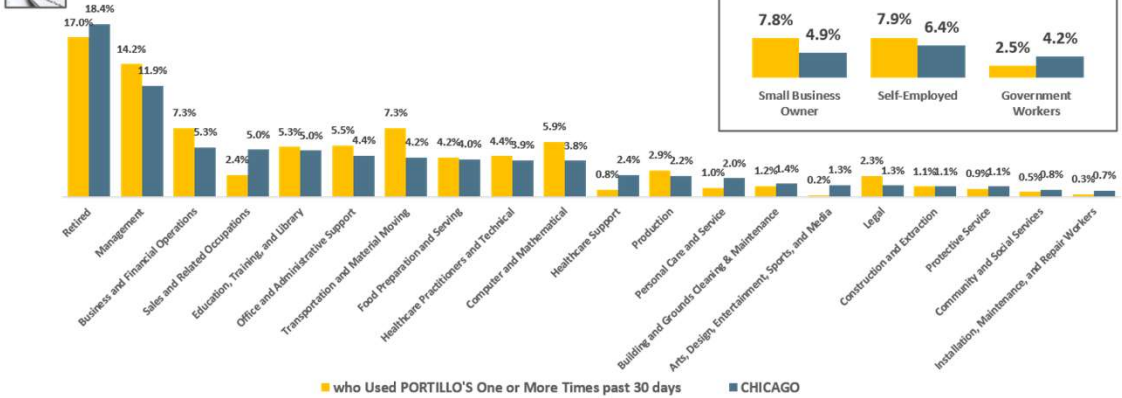
Employment: Adults 18 or older



Marital Status: Adults 18 or older

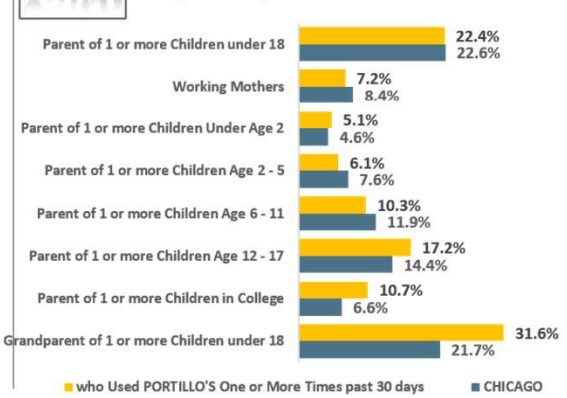


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



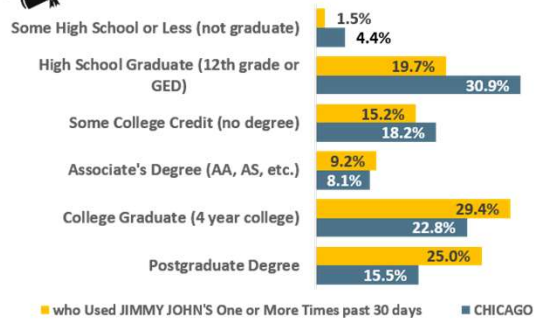
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

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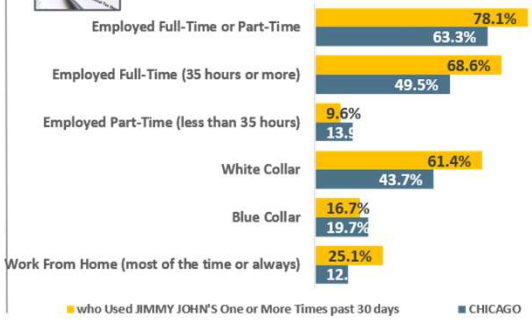
Quick service restaurants used past 30 days: Portillo's

8.1% or 627,848 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S One or More Times past 30 days. Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days are 42.1% more likely to be a college graduate, 38.6% more likely to work full-time, 22.6% more likely to be married, 24.3% more likely to be a parent of 1 or more children under 18.

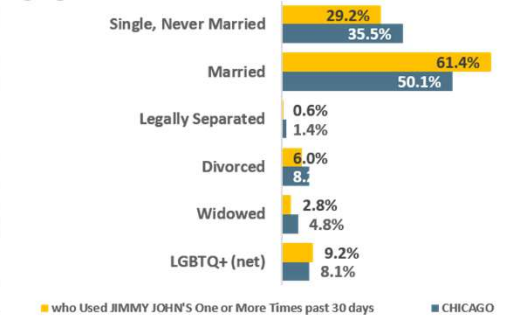
Education Levels: Adults 18 or older



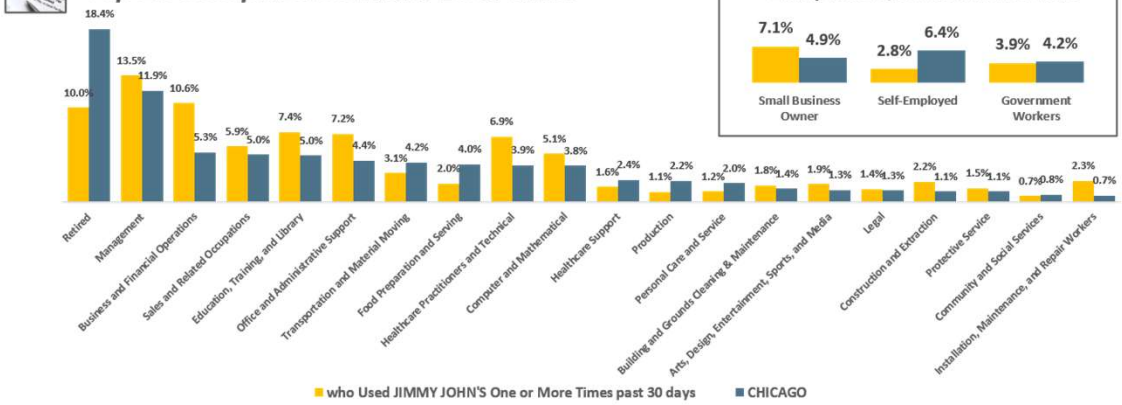
Employment: Adults 18 or older



Marital Status: Adults 18 or older

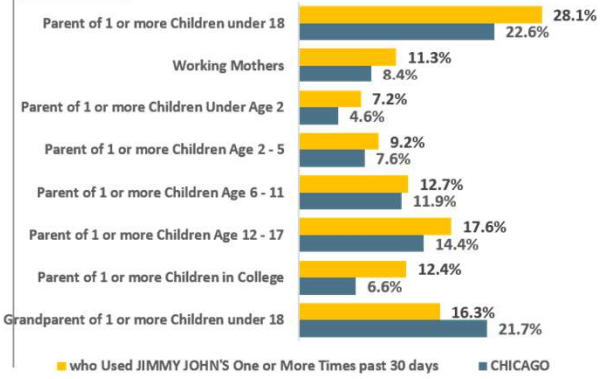


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

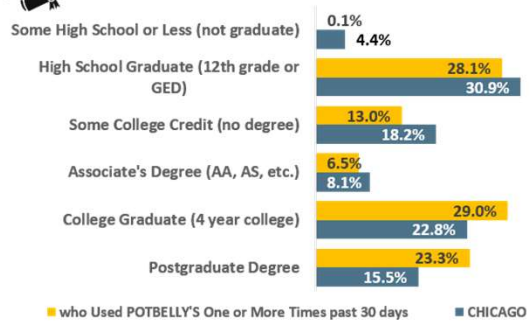


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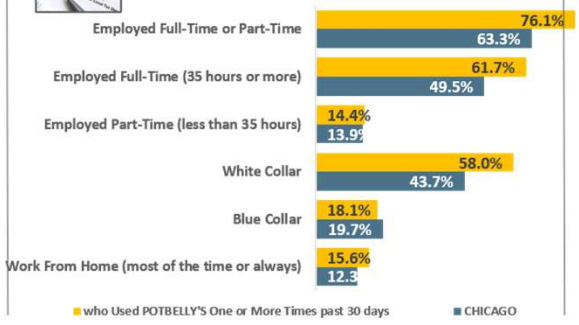
Quick service restaurants used past 30 days: Jimmy John's

5.6% or 431,020 of CHICAGO DMA Adults 18 or older Used POTBELLY'S One or More Times past 30 days. Adults 18 or older who Used POTBELLY'S One or More Times past 30 days are 36.4% more likely to be a college graduate, 24.7% more likely to work full-time, 3.9% more likely to be married, 17.7% more likely to be a parent of 1 or more children under 18.

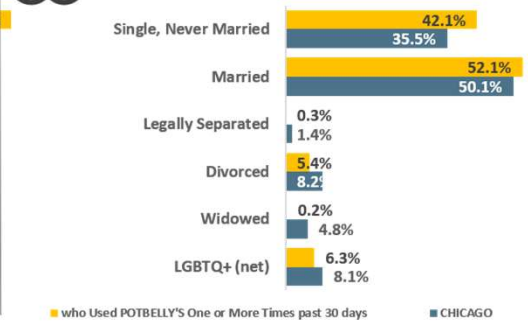
Education Levels: Adults 18 or older



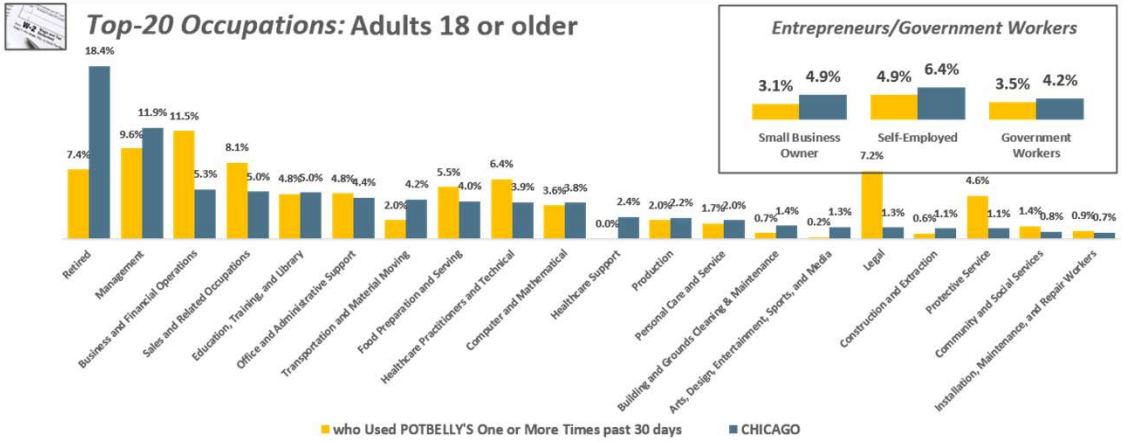
Employment: Adults 18 or older



Marital Status: Adults 18 or older

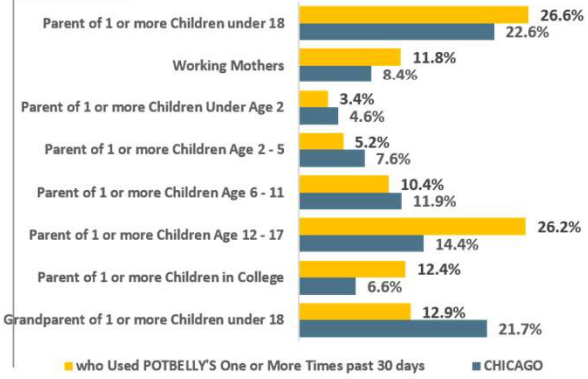


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

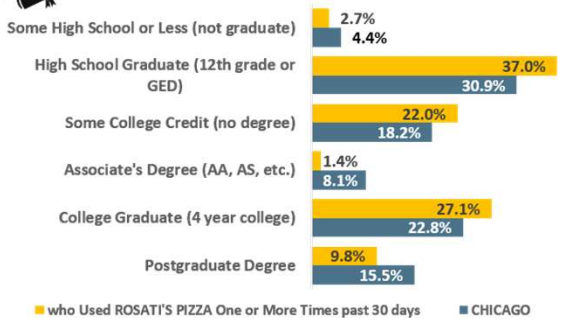


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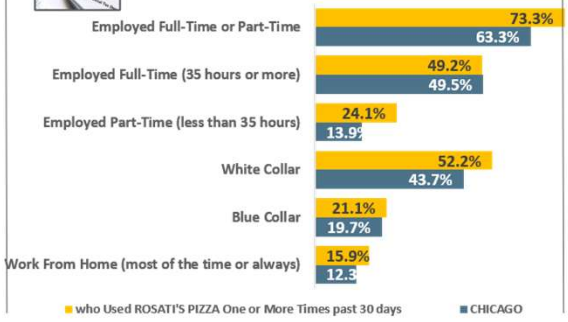
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.% or 230,227 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA One or More Times past 30 days. Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days are 3.6% less likely to be a college graduate, .5% less likely to work full-time, 15.8% more likely to be married, 4.6% more likely to be a parent of 1 or more children under 18.

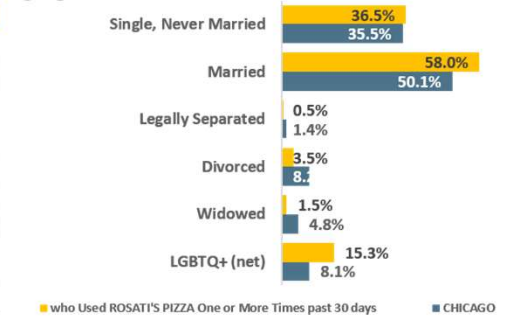
Education Levels: Adults 18 or older



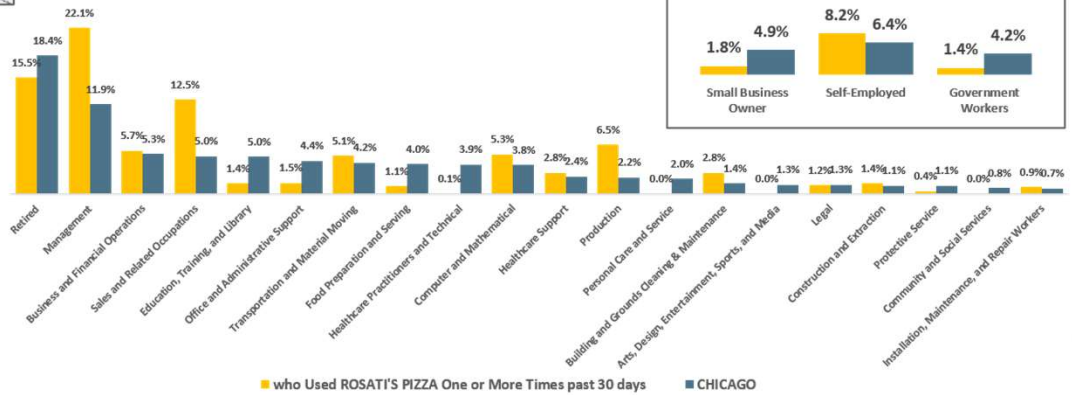
Employment: Adults 18 or older



Marital Status: Adults 18 or older

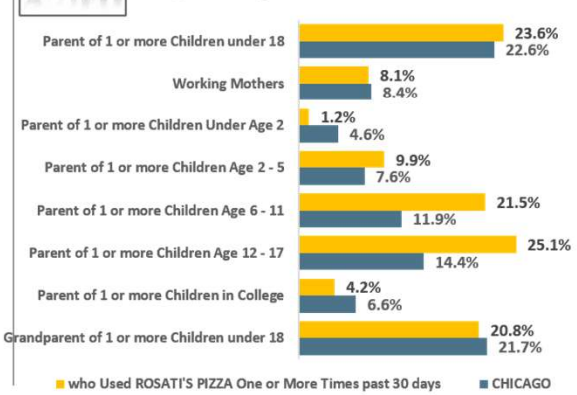


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

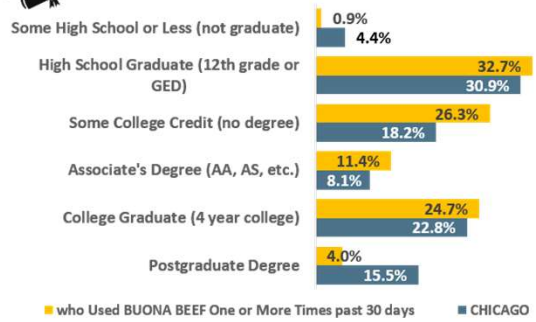


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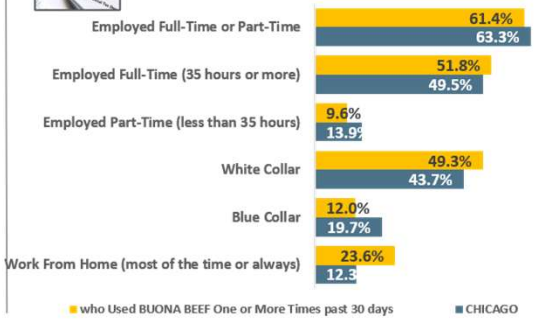
Quick service restaurants used past 30 days: Rosati's Pizza

4.7% or 365,300 of CHICAGO DMA Adults 18 or older Used BUONA BEEF One or More Times past 30 days. Adults 18 or older who Used BUONA BEEF One or More Times past 30 days are 25.1% less likely to be a college graduate, 4.7% more likely to work full-time, 33.8% more likely to be married, 22.1% less likely to be a parent of 1 or more children under 18.

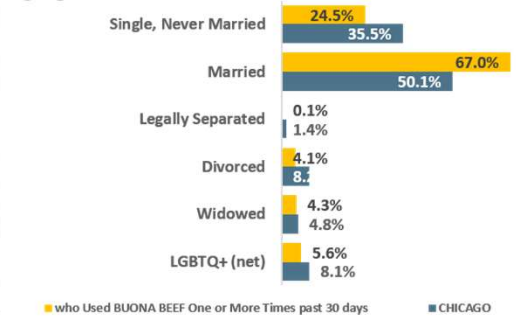
Education Levels: Adults 18 or older



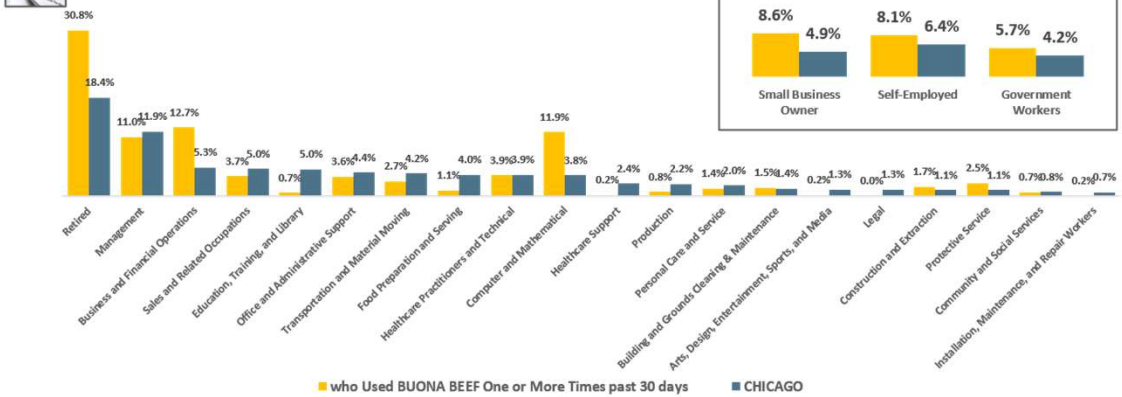
Employment: Adults 18 or older



Marital Status: Adults 18 or older

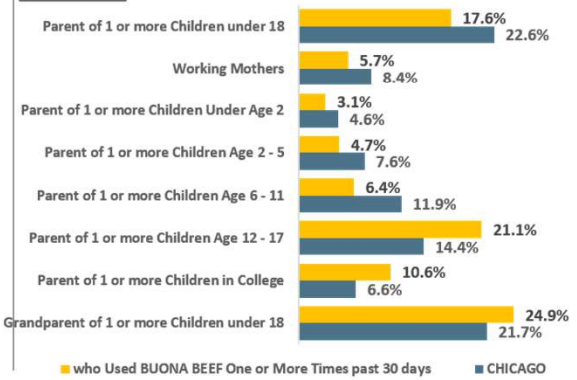


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older

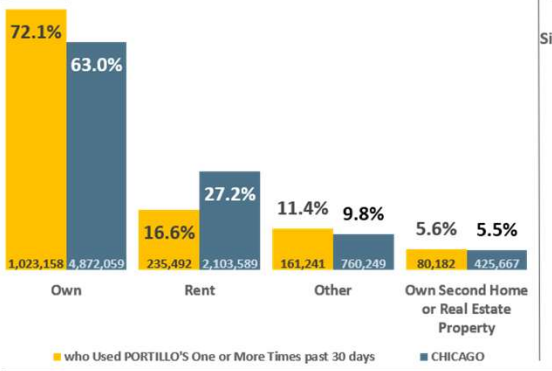


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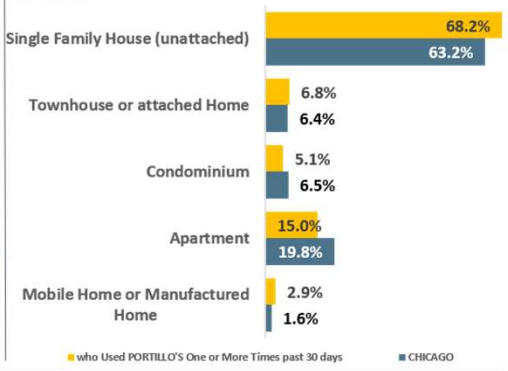
Quick service restaurants used past 30 days: Buona

18.4% or 1,419,891 of CHICAGO DMA Adults 18 or older Used PORTILLO'S One or More Times past 30 days. Adults 18 or older who Used PORTILLO'S One or More Times past 30 days are 14.4% more likely to own their home, 7.% more likely to own a lower valued home, 7.9% more likely to have a single-family home, 6.8% less likely to have a dog.

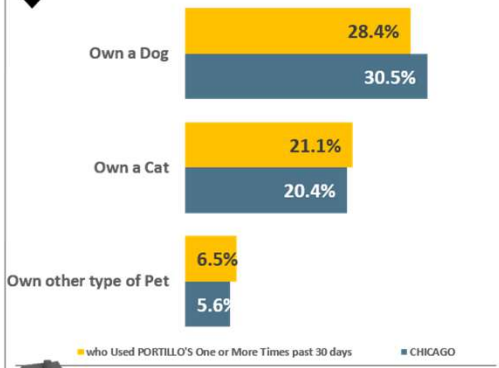
Own/Rent/Other: Adults 18 or older



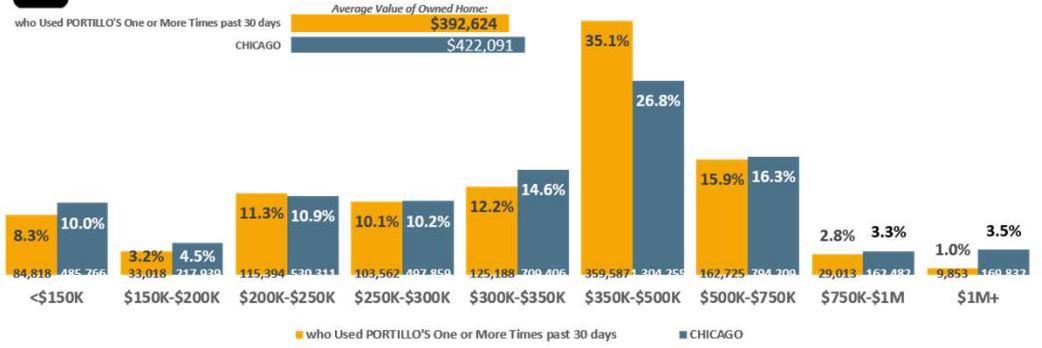
Type of Home: Adults 18 or older



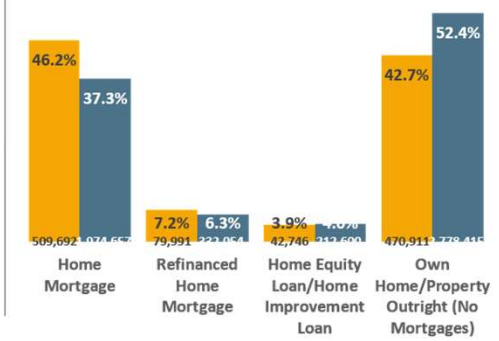
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



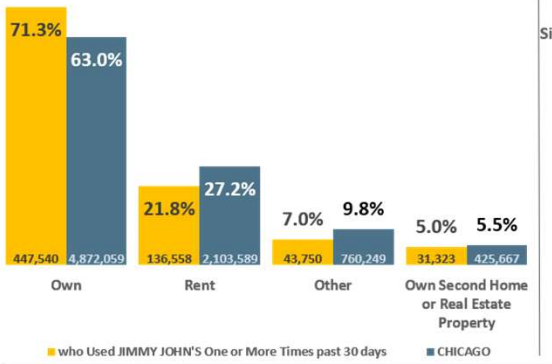
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

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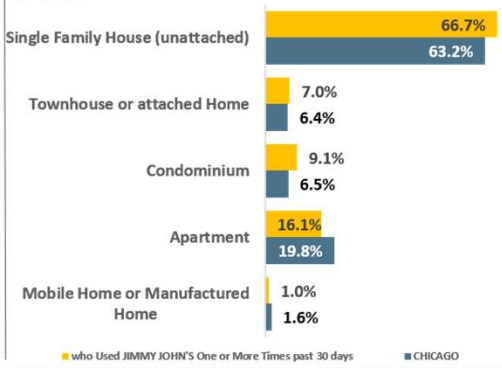
Quick service restaurants used past 30 days: Portillo's

8.1% or 627,848 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S One or More Times past 30 days. Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days are 13.2% more likely to own their home, 7.4% more likely to own a higher valued home, 5.7% more likely to have a single-family home, 36.% more likely to have a dog.

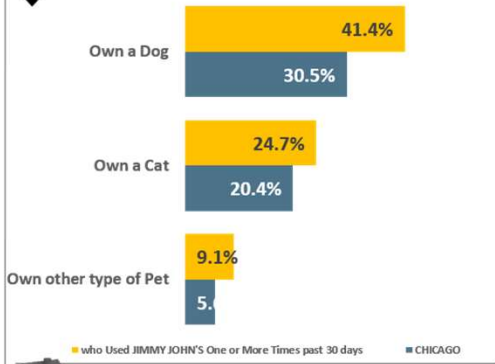
Own/Rent/Other: Adults 18 or older



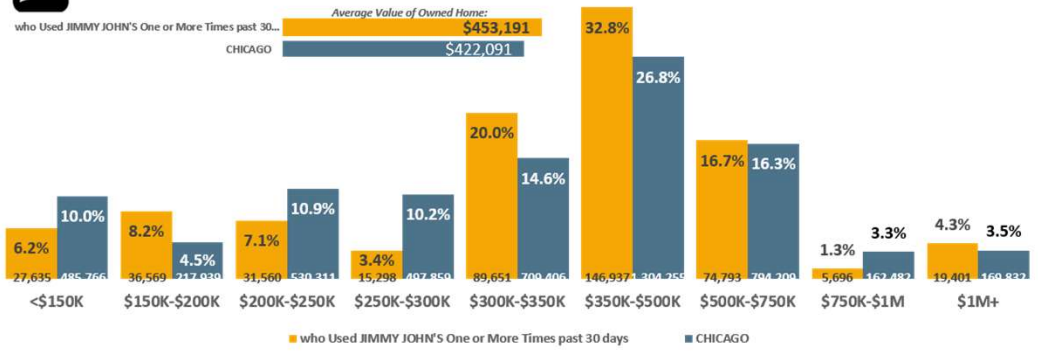
Type of Home: Adults 18 or older



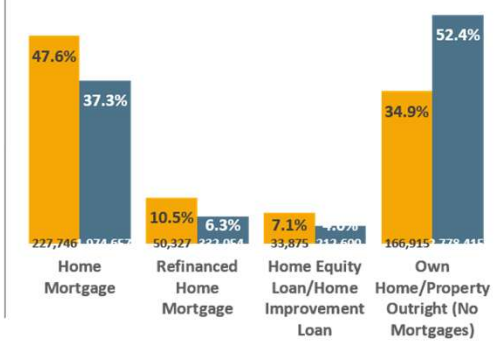
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



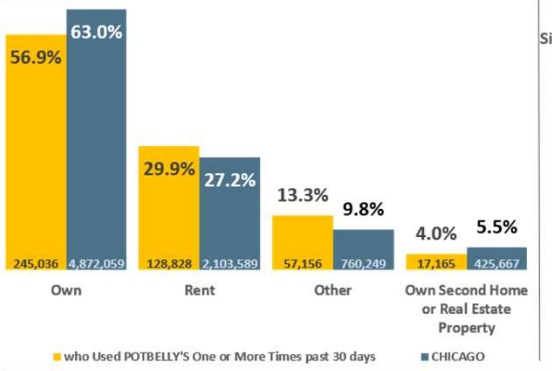
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

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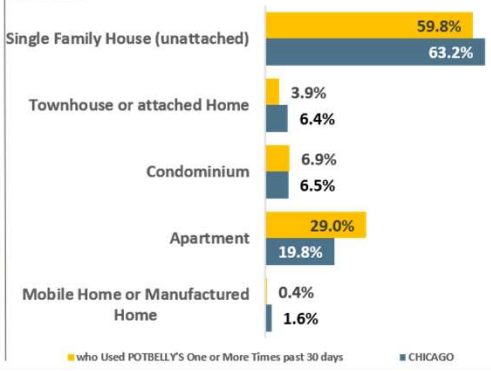
Quick service restaurants used past 30 days: Jimmy John's

5.6% or 431,020 of CHICAGO DMA Adults 18 or older Used POTBELLY'S One or More Times past 30 days. Adults 18 or older who Used POTBELLY'S One or More Times past 30 days are 9.7% less likely to own their home, .6% more likely to own a lower valued home, 5.3% less likely to have a single-family home, 20.6% more likely to have a dog.

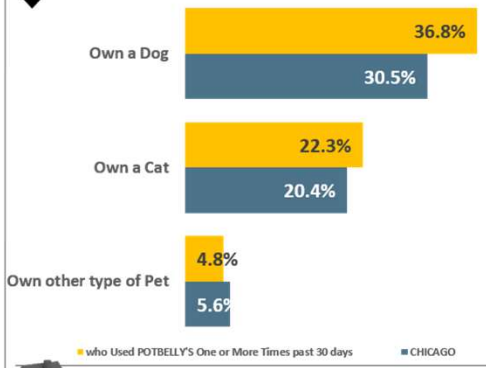
Own/Rent/Other: Adults 18 or older



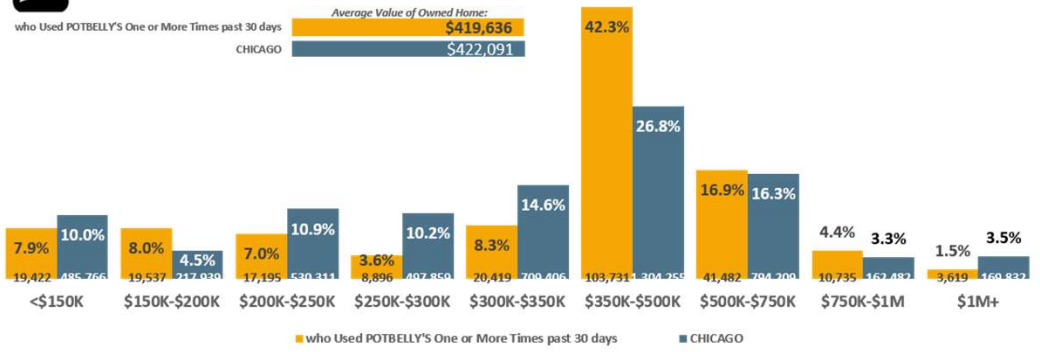
Type of Home: Adults 18 or older



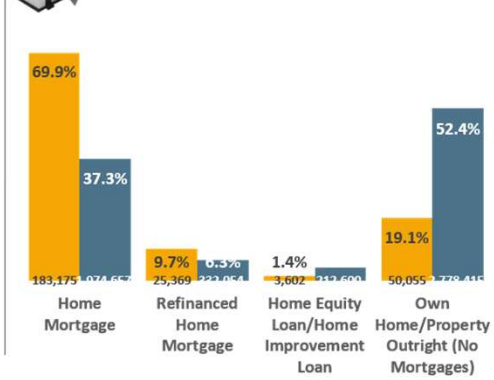
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



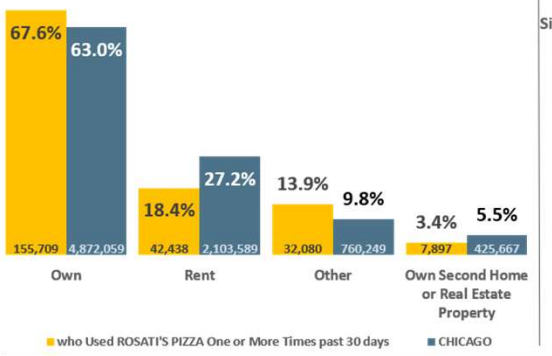
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

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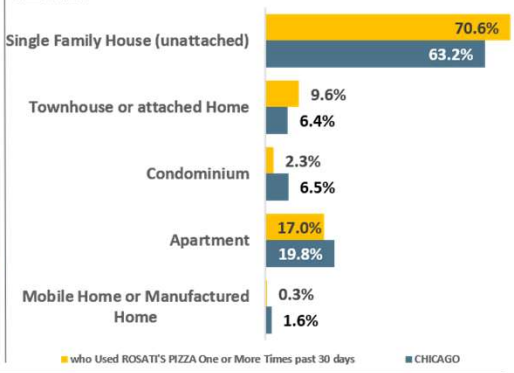
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.% or 230,227 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA One or More Times past 30 days. Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days are 7.4% more likely to own their home, 6.9% more likely to own a lower valued home, 11.8% more likely to have a single-family home, 38.8% more likely to have a dog.

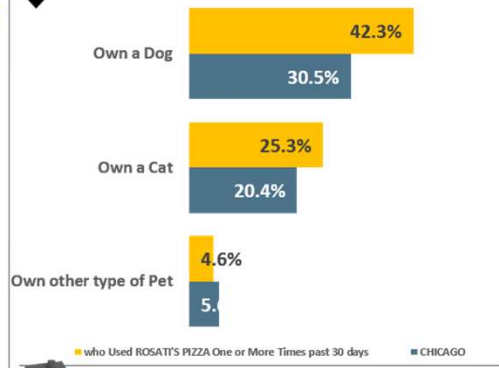
Own/Rent/Other: Adults 18 or older



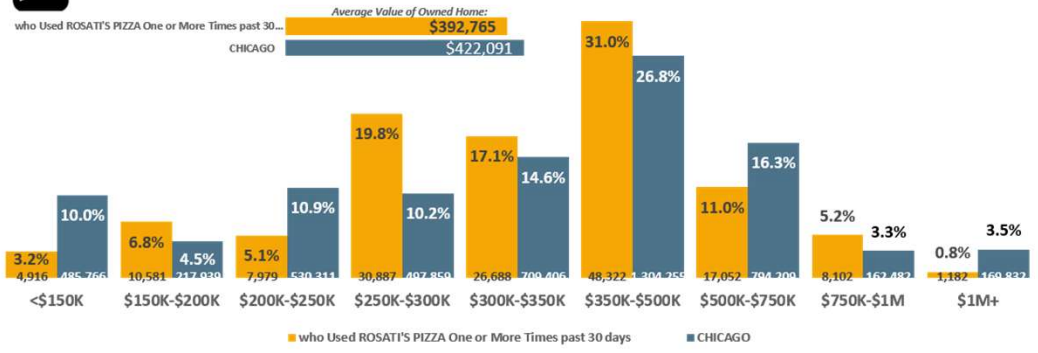
Type of Home: Adults 18 or older



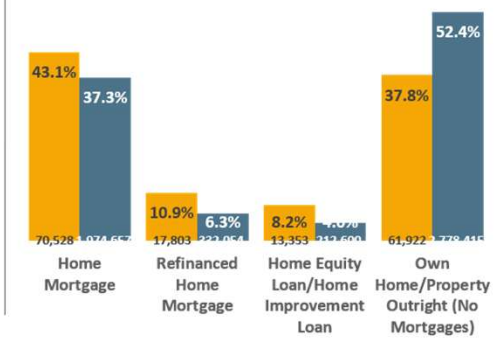
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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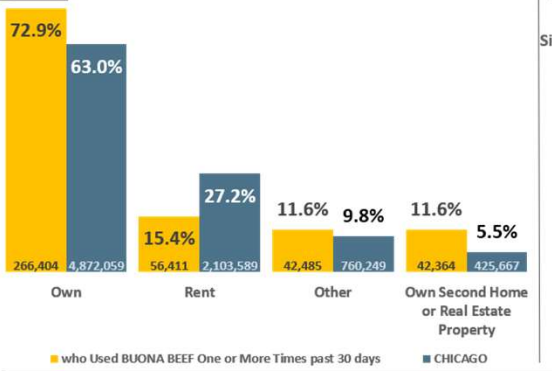
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

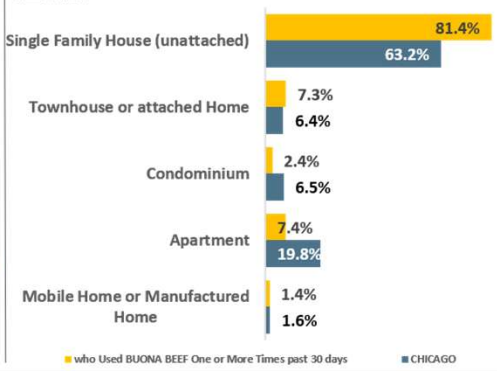
CHI

4.7% or 365,300 of CHICAGO DMA Adults 18 or older Used BUONA BEEF One or More Times past 30 days. Adults 18 or older who Used BUONA BEEF One or More Times past 30 days are 15.8% more likely to own their home, 1.3% more likely to own a lower valued home, 28.8% more likely to have a single-family home, 7.% more likely to have a dog.

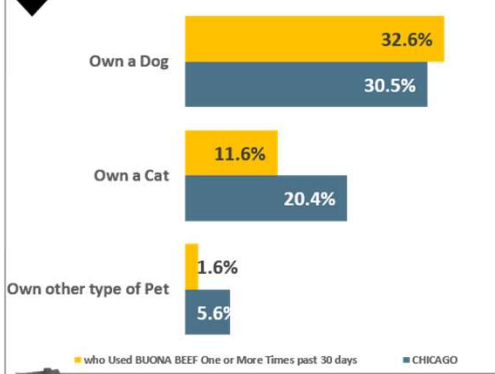
Own/Rent/Other: Adults 18 or older



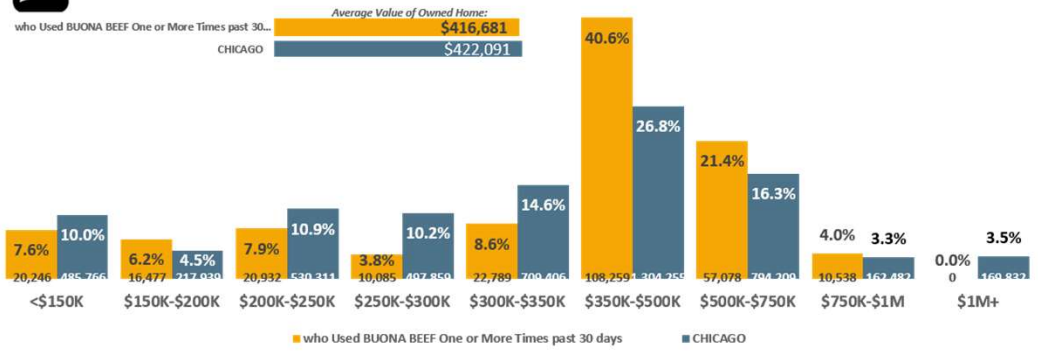
Type of Home: Adults 18 or older



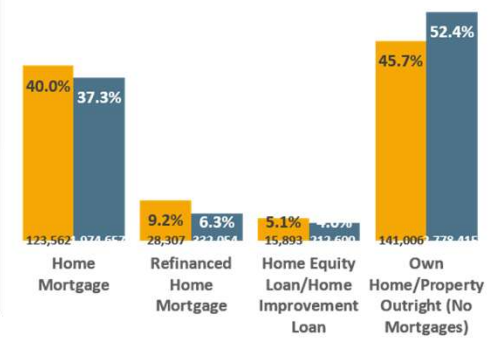
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



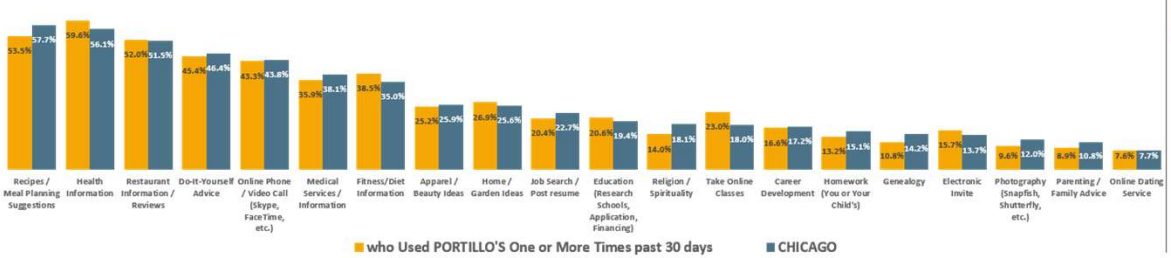
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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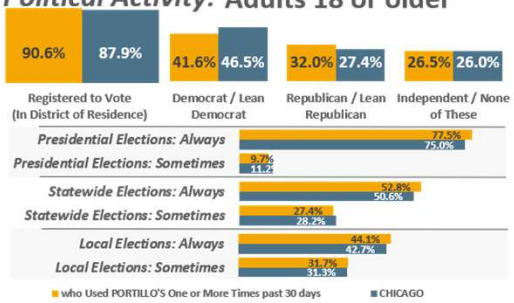
Quick service restaurants used past 30 days: Buona

18.4% or 1,419,891 of CHICAGO DMA Adults 18 or older Used PORTILLO'S One or More Times past 30 days. Adults 18 or older who Used PORTILLO'S One or More Times past 30 days are 2.1% less likely to look up D-I-Y advice online, 3.4% more likely to always vote in local elections, 5.8% less likely to belong to a gym, 1.4% more likely to fly domestic past yr.

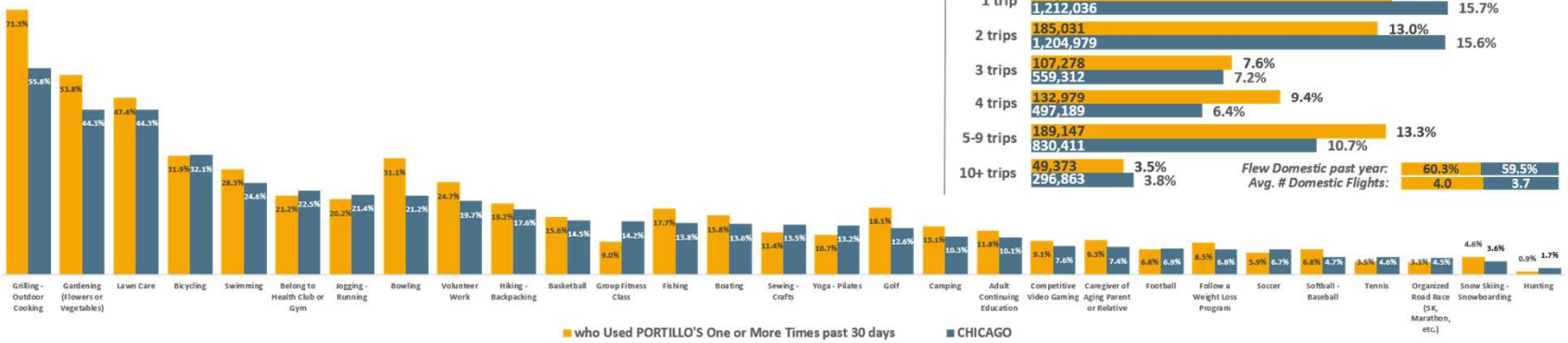
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

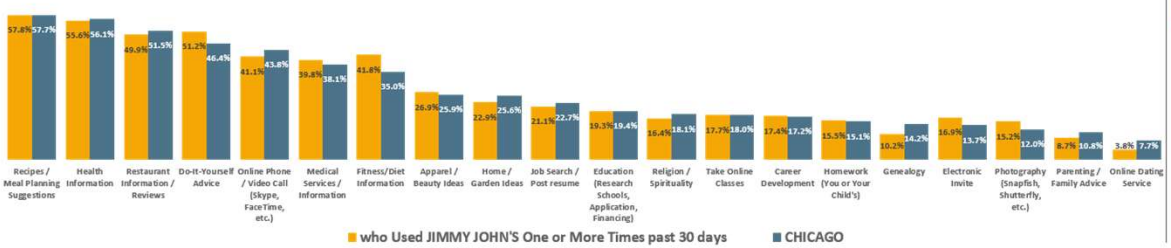
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

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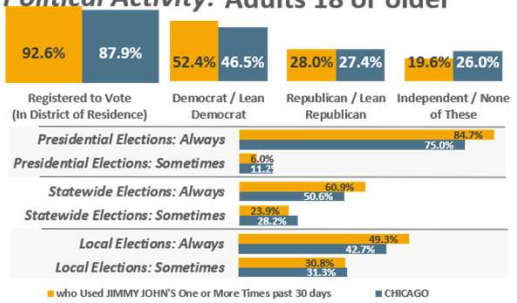
Quick service restaurants used past 30 days: Portillo's

8.1% or 627,848 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S One or More Times past 30 days. Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days are 10.6% more likely to look up D-I-Y advice online, 15.7% more likely to always vote in local elections, 15.5% more likely to belong to a gym, 23.2% more likely to fly domestic past

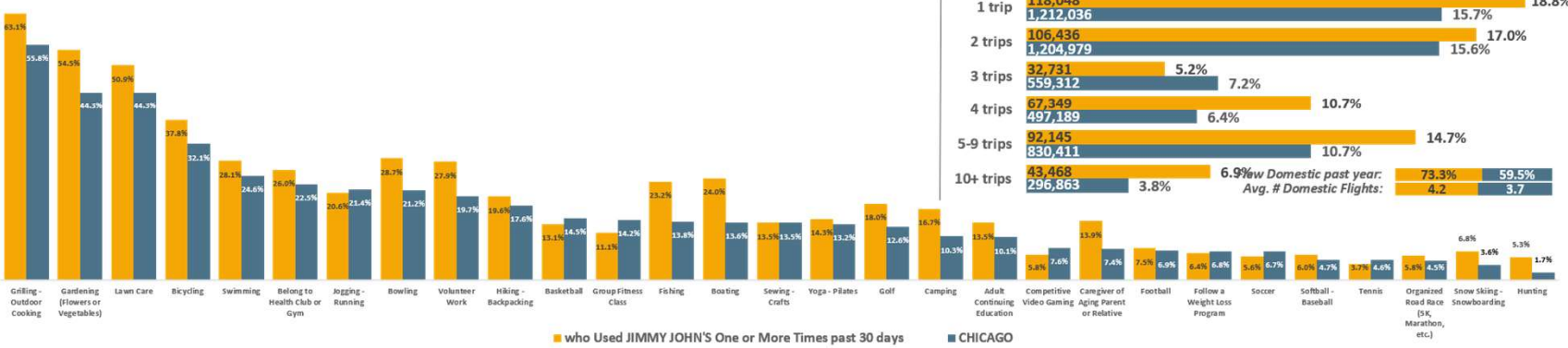
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

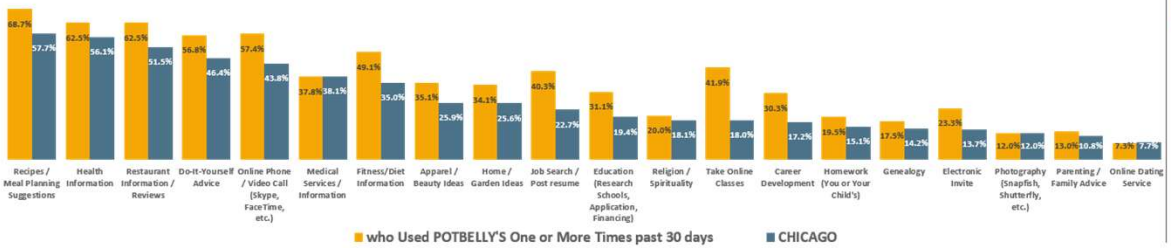
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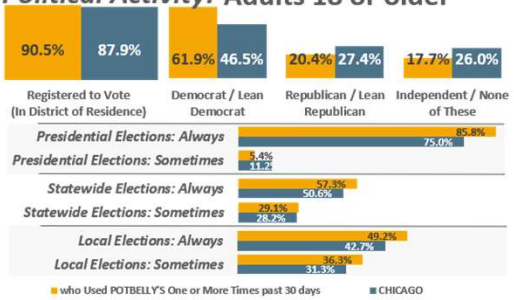
Quick service restaurants used past 30 days: Jimmy John's

5.6% or 431,020 of CHICAGO DMA Adults 18 or older Used POTBELLY'S One or More Times past 30 days. Adults 18 or older who Used POTBELLY'S One or More Times past 30 days are 22.6% more likely to look up D-I-Y advice online, 15.4% more likely to always vote in local elections, 18.3% more likely to belong to a gym, 19.7% more likely to fly domestic past y

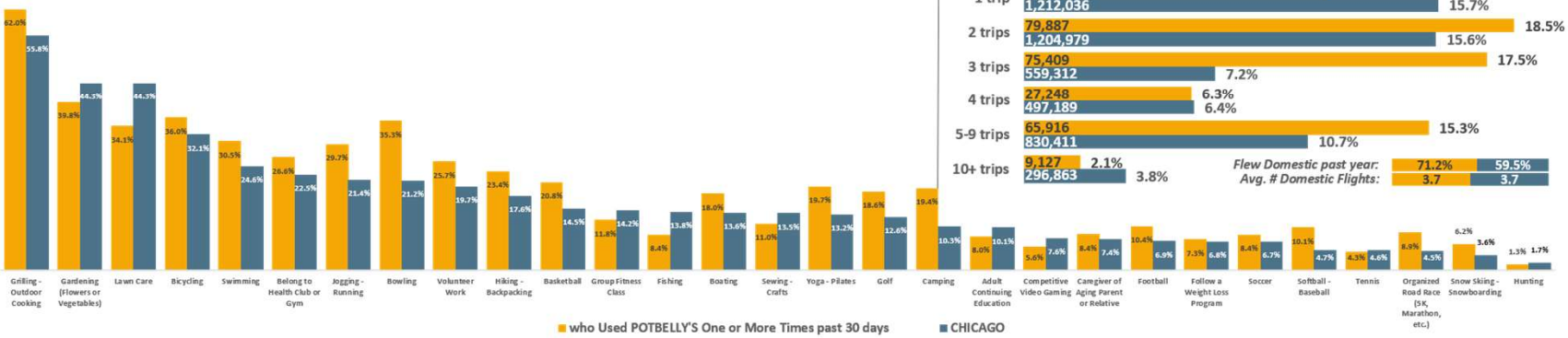
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

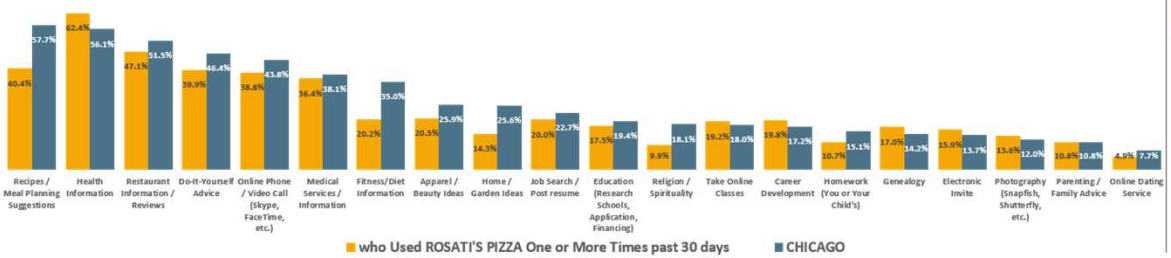
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

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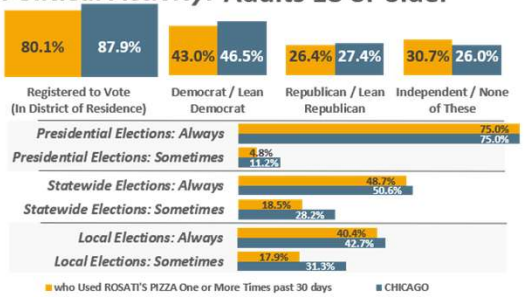
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.% or 230,227 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA One or More Times past 30 days. Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days are 13.9% less likely to look up D-I-Y advice online, 5.4% less likely to always vote in local elections, 11.1% less likely to belong to a gym, 4.7% less likely to fly domestic past

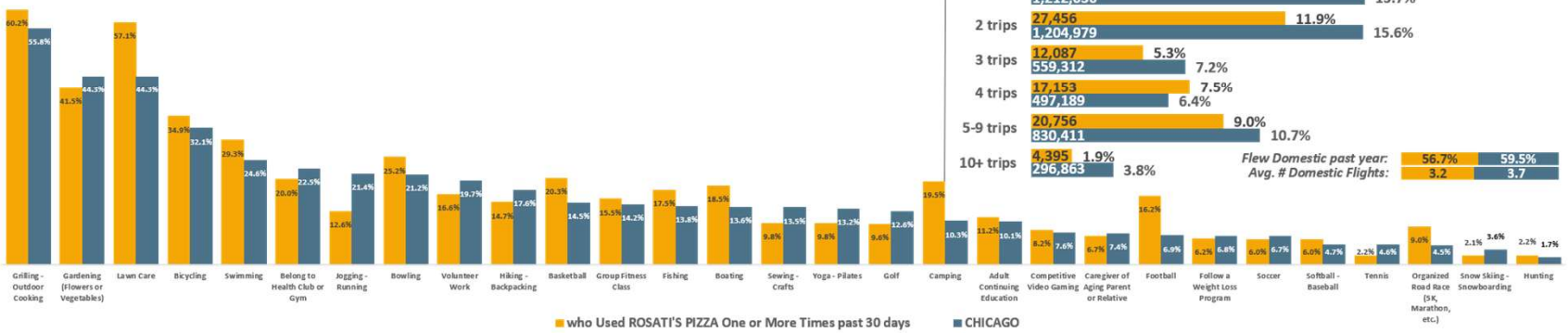
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

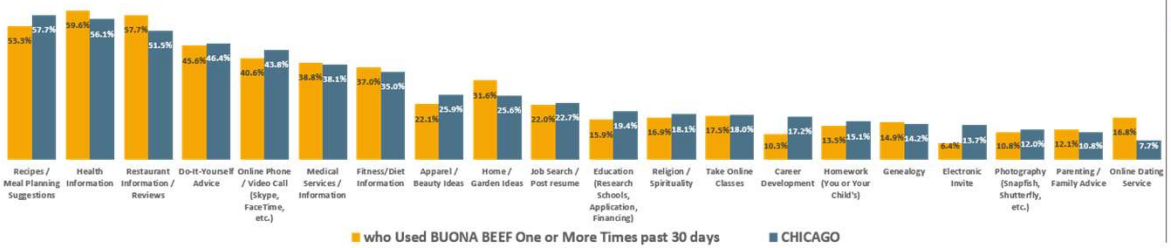
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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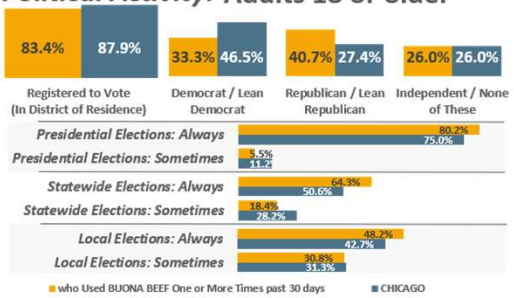
Quick service restaurants used past 30 days: Rosati's Pizza

4.7% or 365,300 of CHICAGO DMA Adults 18 or older Used BUONA BEEF One or More Times past 30 days. Adults 18 or older who Used BUONA BEEF One or More Times past 30 days are 1.7% less likely to look up D-I-Y advice online, 12.9% more likely to always vote in local elections, 23.2% less likely to belong to a gym, 5.3% more likely to fly domestic past yr.

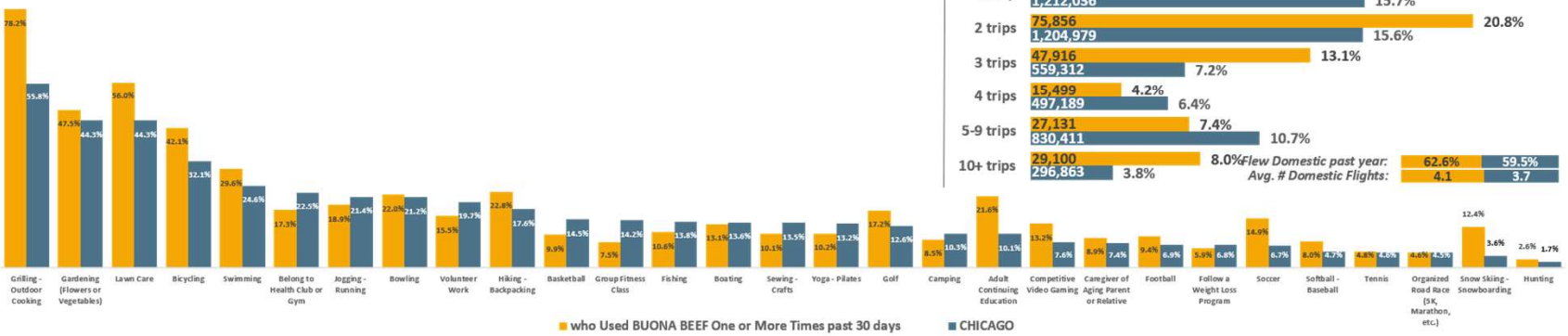
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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Quick service restaurants used past 30 days: Buona

18.4% or 1,419,891 of CHICAGO DMA Adults 18 or older Used PORTILLO'S One or More Times past 30 days. Adults 18 or older who Used PORTILLO'S One or More Times past 30 days are 18.7% more likely to use QSRs past mo., 22.4% more likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 8.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

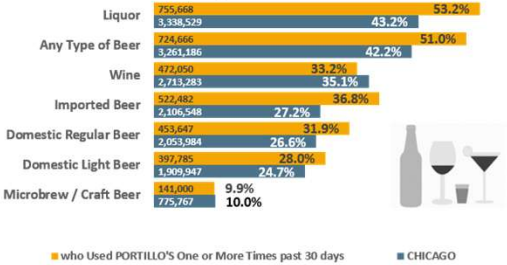
(Sit-Down Restaurants Used Past 30-days)



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

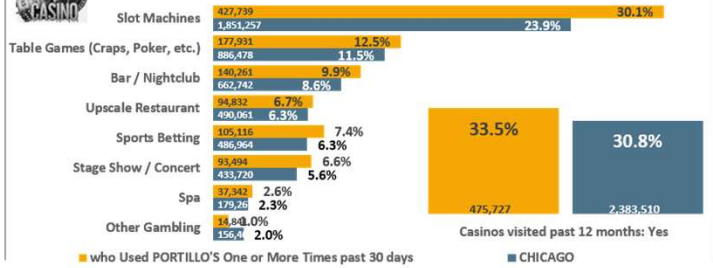


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

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Quick service restaurants used past 30 days: Portillo's

8.1% or 627,848 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S One or More Times past 30 days. Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days are 18.7% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 10.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 627,848 | 84.2% 6,514,492

Avg. Monthly QSR Meals: 8.8 | 5.7

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



Total Monthly Sit-Down Restaurant Users: 80.1% 502,857 | 68.9% 5,332,655

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 3.5

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.)

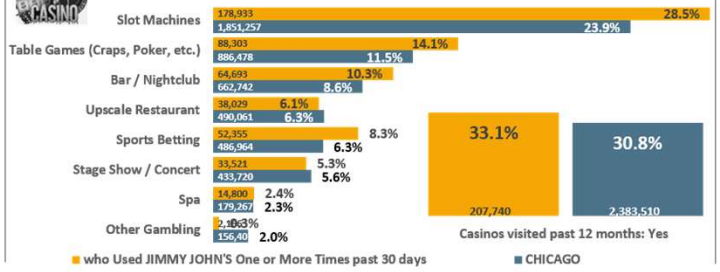
who Used JIMMY JOHN'S One or More Times past 30...	190,274	30.3%
CHICAGO	1,692,244	21.9%

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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

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Quick service restaurants used past 30 days: Jimmy John's

5.6% or 431,020 of CHICAGO DMA Adults 18 or older Used POTBELLY'S One or More Times past 30 days. Adults 18 or older who Used POTBELLY'S One or More Times past 30 days are 18.7% more likely to use QSRs past mo., 22.9% more likely to use Sit-Down Restaurants past mo., 4.% less likely to use Casinos past yr., 12.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 100.0% 431,020 | 84.2% 6,514,492

Avg. Monthly QSR Meals: 9.6

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



Total Monthly Sit-Down Restaurant Users: 84.7% 365,074 | 68.9% 5,332,655

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 3.5

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.)

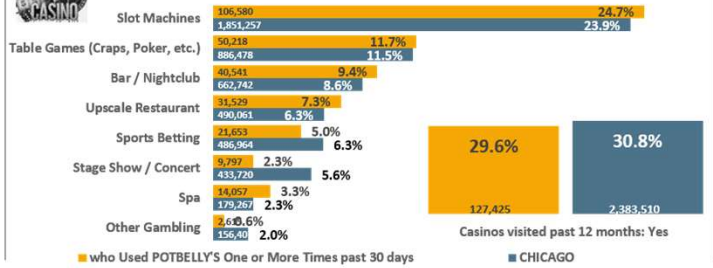
who Used POTBELLY'S One or More Times past 30 days	177,326	41.1%
CHICAGO	1,692,244	21.9%

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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.% or 230,227 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA One or More Times past 30 days. Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days are 18.7% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 16.1% less likely to use Casinos past yr., 52.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

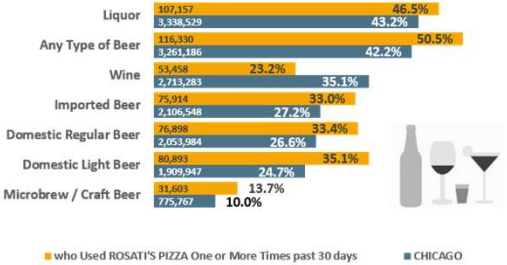
(Sit-Down Restaurants Used Past 30-days)



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

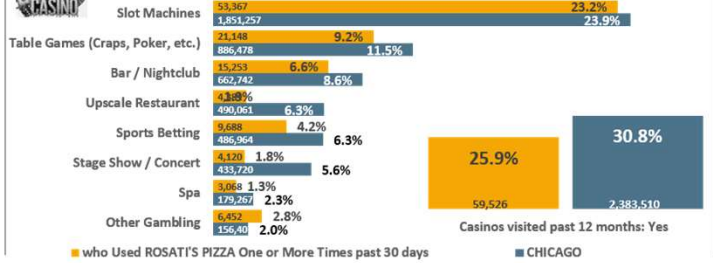


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

CHI

4.7% or 365,300 of CHICAGO DMA Adults 18 or older Used BUONA BEEF One or More Times past 30 days. Adults 18 or older who Used BUONA BEEF One or More Times past 30 days are 18.7% more likely to use QSRs past mo., 31.6% more likely to use Sit-Down Restaurants past mo., 24.7% more likely to use Casinos past yr., 47.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

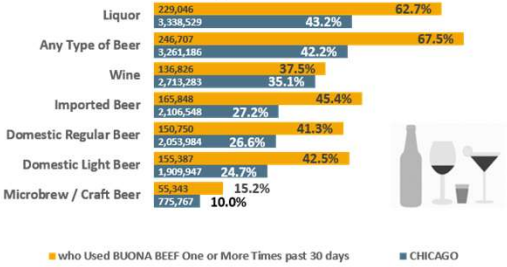
(Sit-Down Restaurants Used Past 30-days)



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

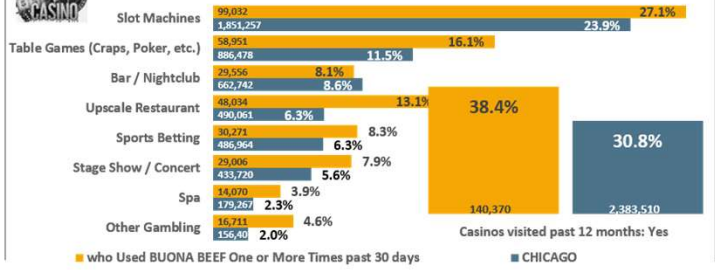


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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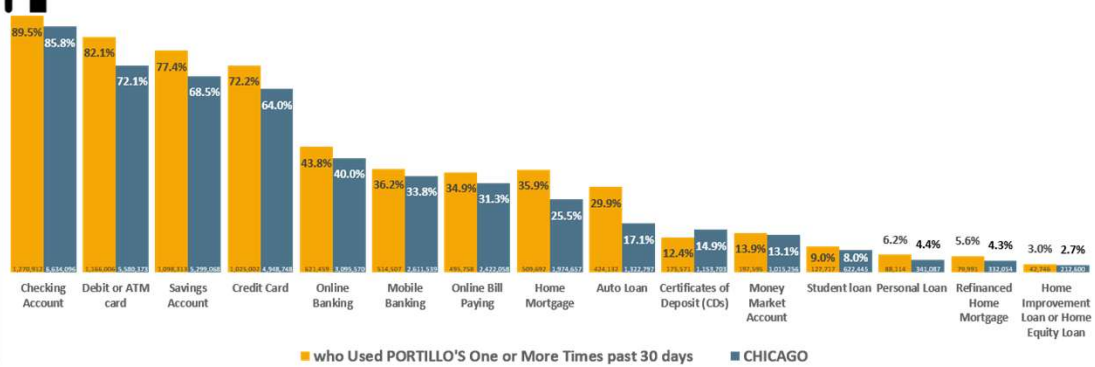
Quick service restaurants used past 30 days: Buona

18.4% or 1,419,891 of CHICAGO DMA Adults 18 or older Used PORTILLO'S One or More Times past 30 days. Adults 18 or older who Used PORTILLO'S One or More Times past 30 days are 23.4% more likely to have a 401K, 74.7% more likely to have an Auto Loan, 24.2% more likely to Invest/Trade Stocks Online, 22.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



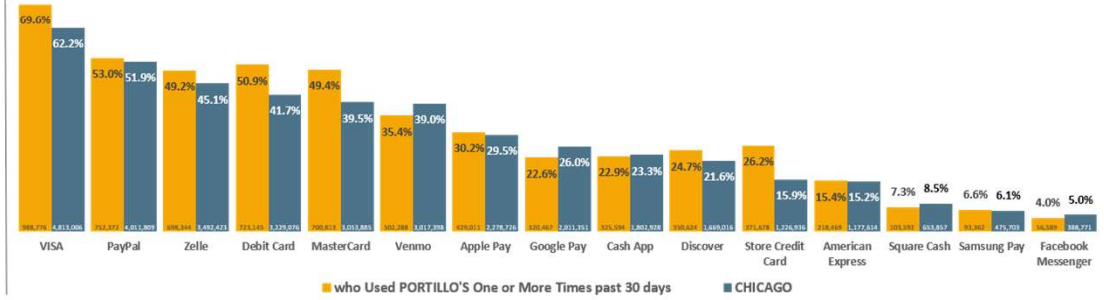
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



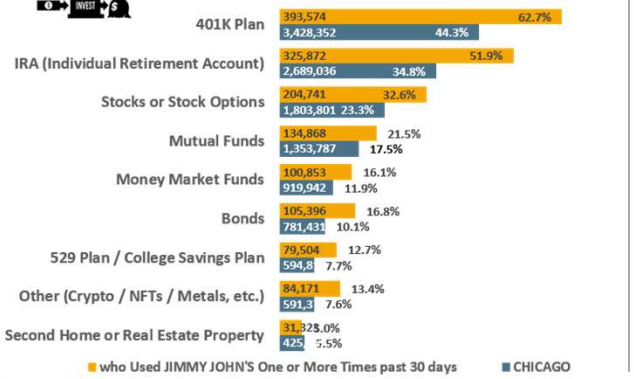
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

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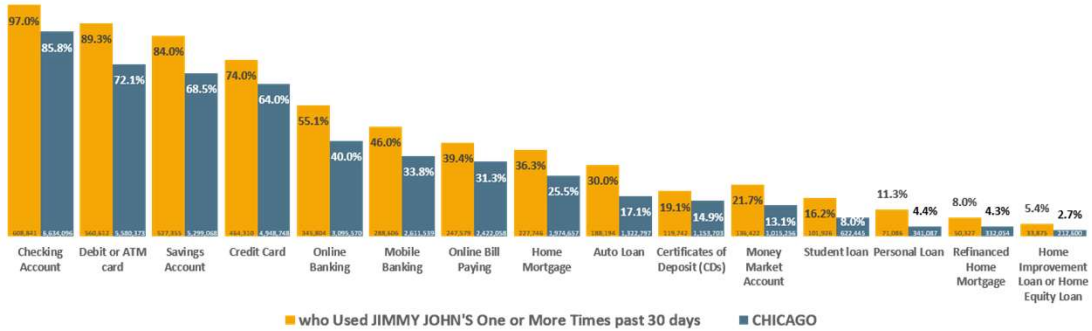
Quick service restaurants used past 30 days: Portillo's

8.1% or 627,848 of CHICAGO DMA Adults 18 or older Used JIMMY JOHN'S One or More Times past 30 days. Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days are 41.4% more likely to have a 401K, 75.3% more likely to have an Auto Loan, 14.9% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



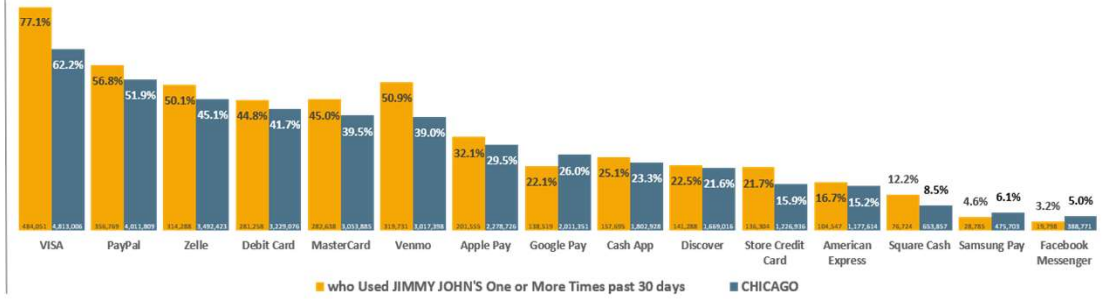
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



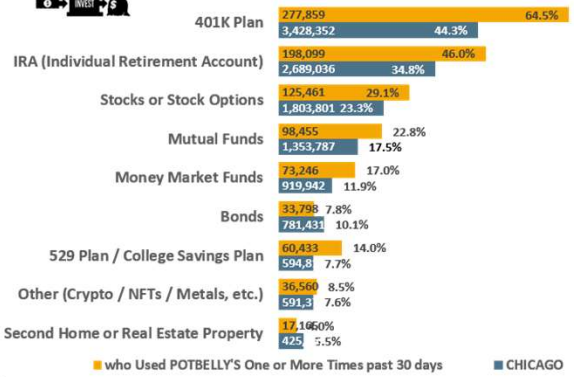
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

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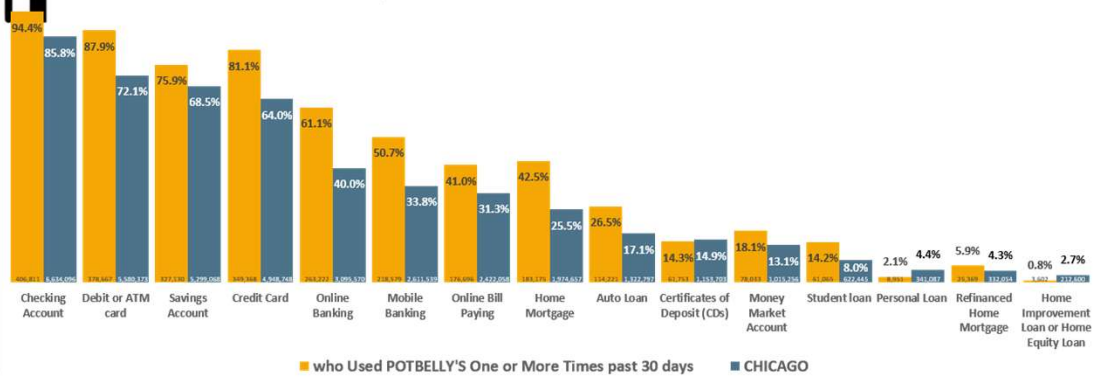
Quick service restaurants used past 30 days: Jimmy John's

5.6% or 431,020 of CHICAGO DMA Adults 18 or older Used POTBELLY'S One or More Times past 30 days. Adults 18 or older who Used POTBELLY'S One or More Times past 30 days are 45.5% more likely to have a 401K, 55.% more likely to have an Auto Loan, 93.5% more likely to Invest/Trade Stocks Online, 15.5% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



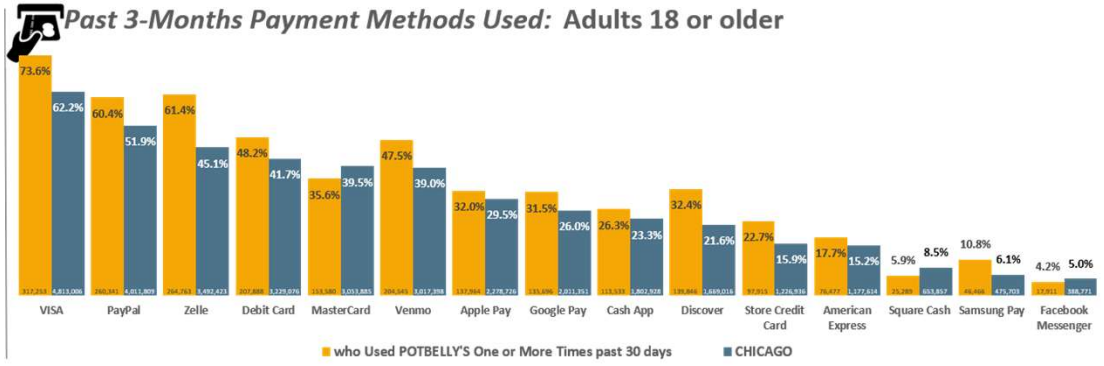
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



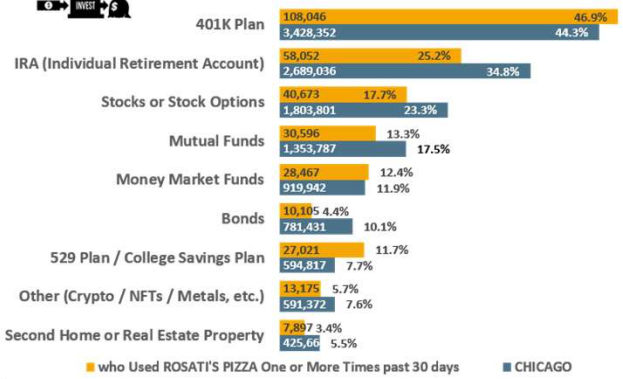
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

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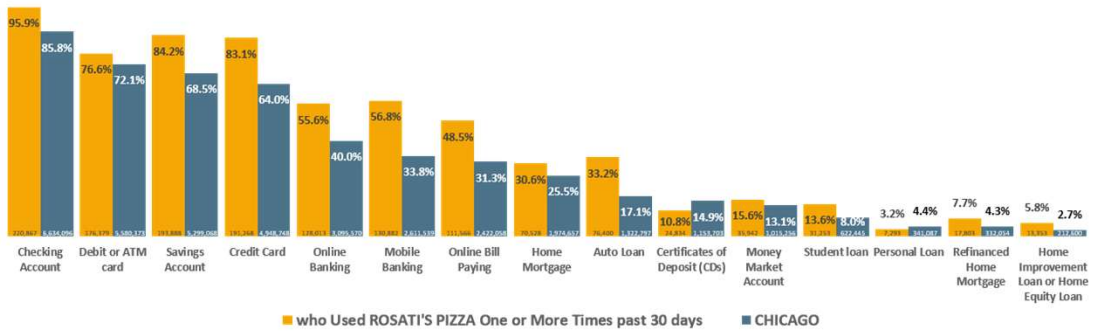
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

3.% or 230,227 of CHICAGO DMA Adults 18 or older Used ROSATI'S PIZZA One or More Times past 30 days. Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days are 5.9% more likely to have a 401K, 94.1% more likely to have an Auto Loan, 10.8% less likely to Invest/Trade Stocks Online, 15.3% more likely to pay with their Debit Card.

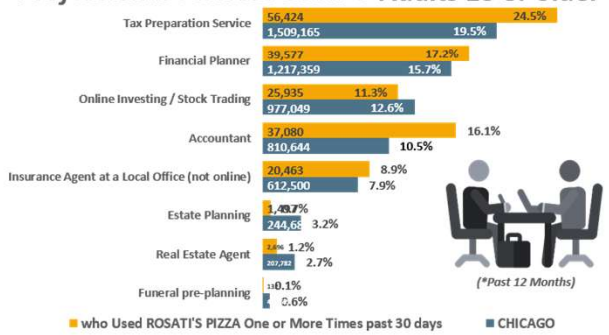
Investments Owned: Adults 18 or older



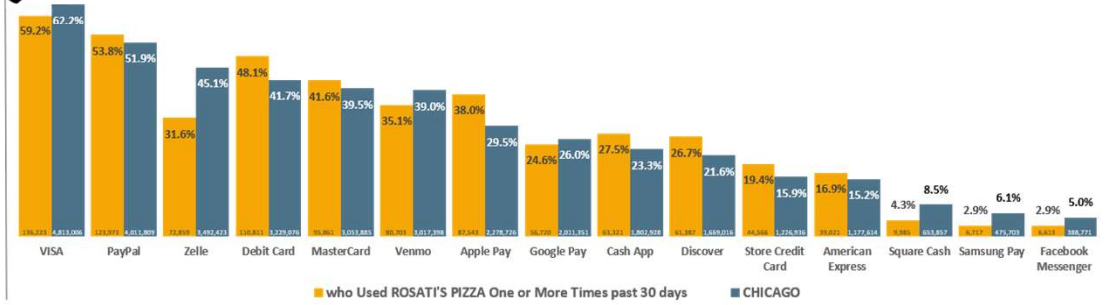
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

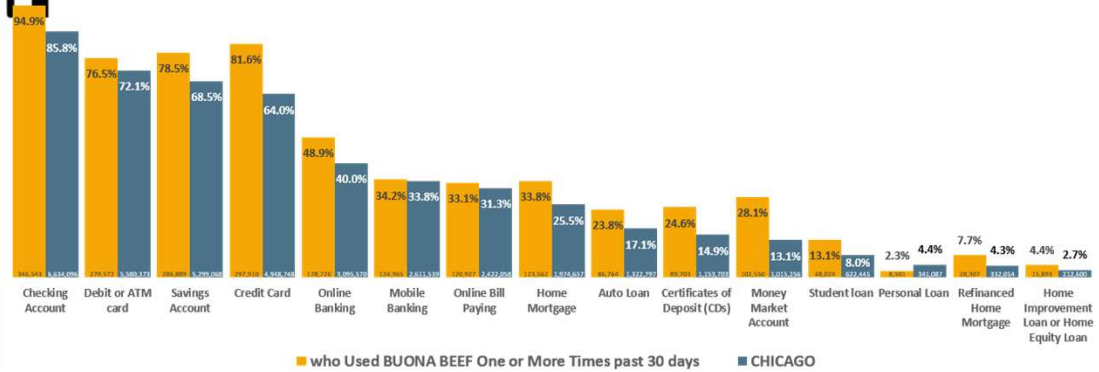
CHI

4.7% or 365,300 of CHICAGO DMA Adults 18 or older Used BUONA BEEF One or More Times past 30 days. Adults 18 or older who Used BUONA BEEF One or More Times past 30 days are 43.9% more likely to have a 401K, 38.9% more likely to have an Auto Loan, 85.8% more likely to Invest/Trade Stocks Online, 18.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



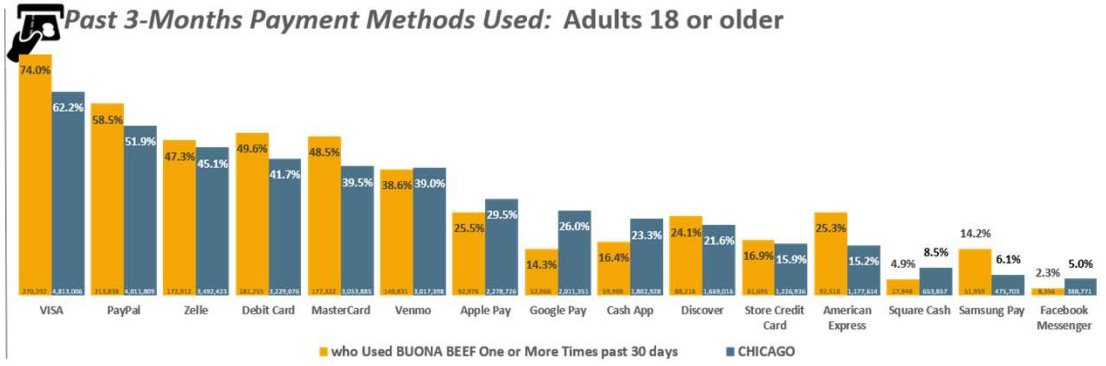
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



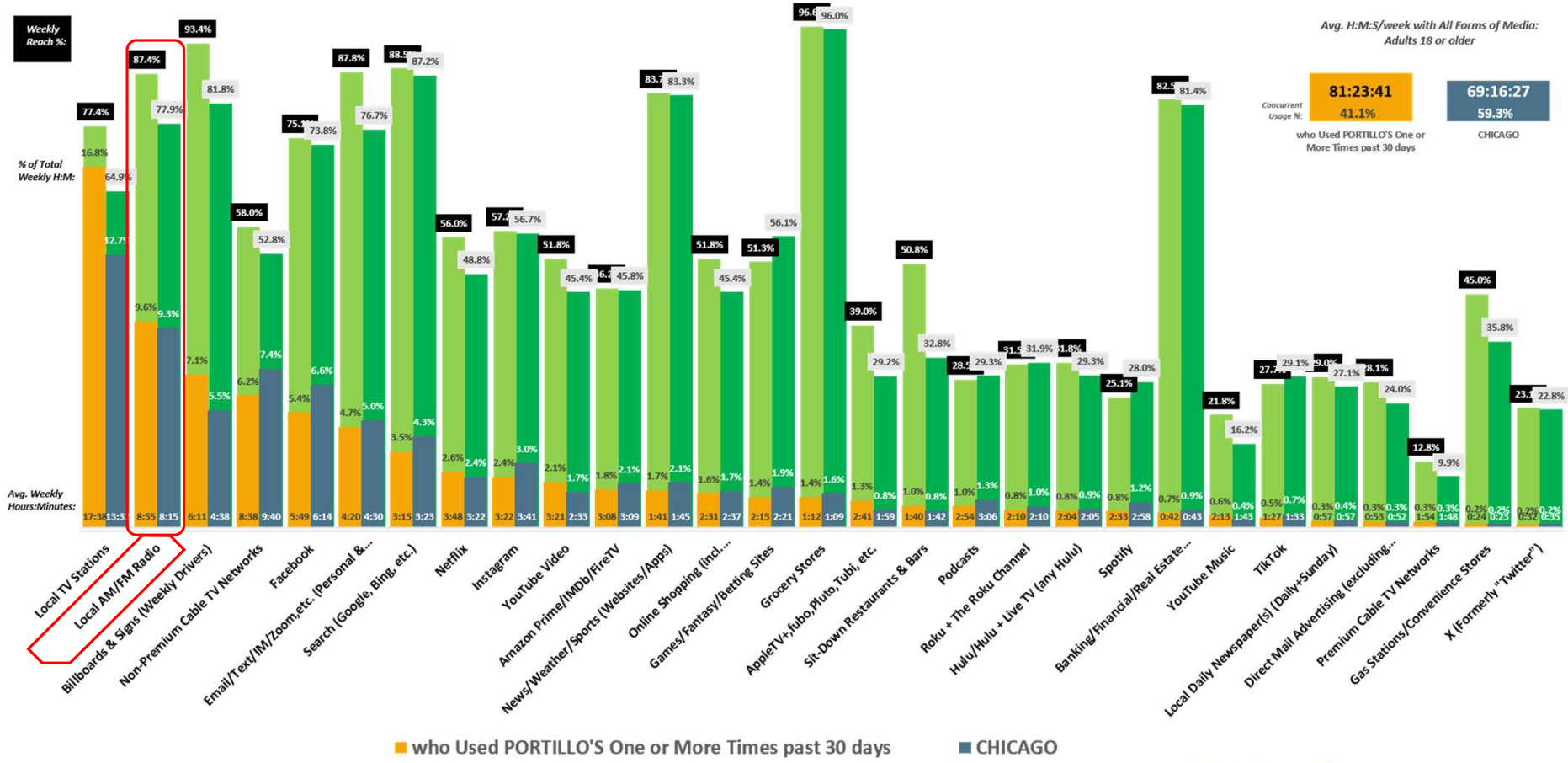
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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Quick service restaurants used past 30 days: Buona

Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an average of 3 days, 9 hours, 23 minutes and 41 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



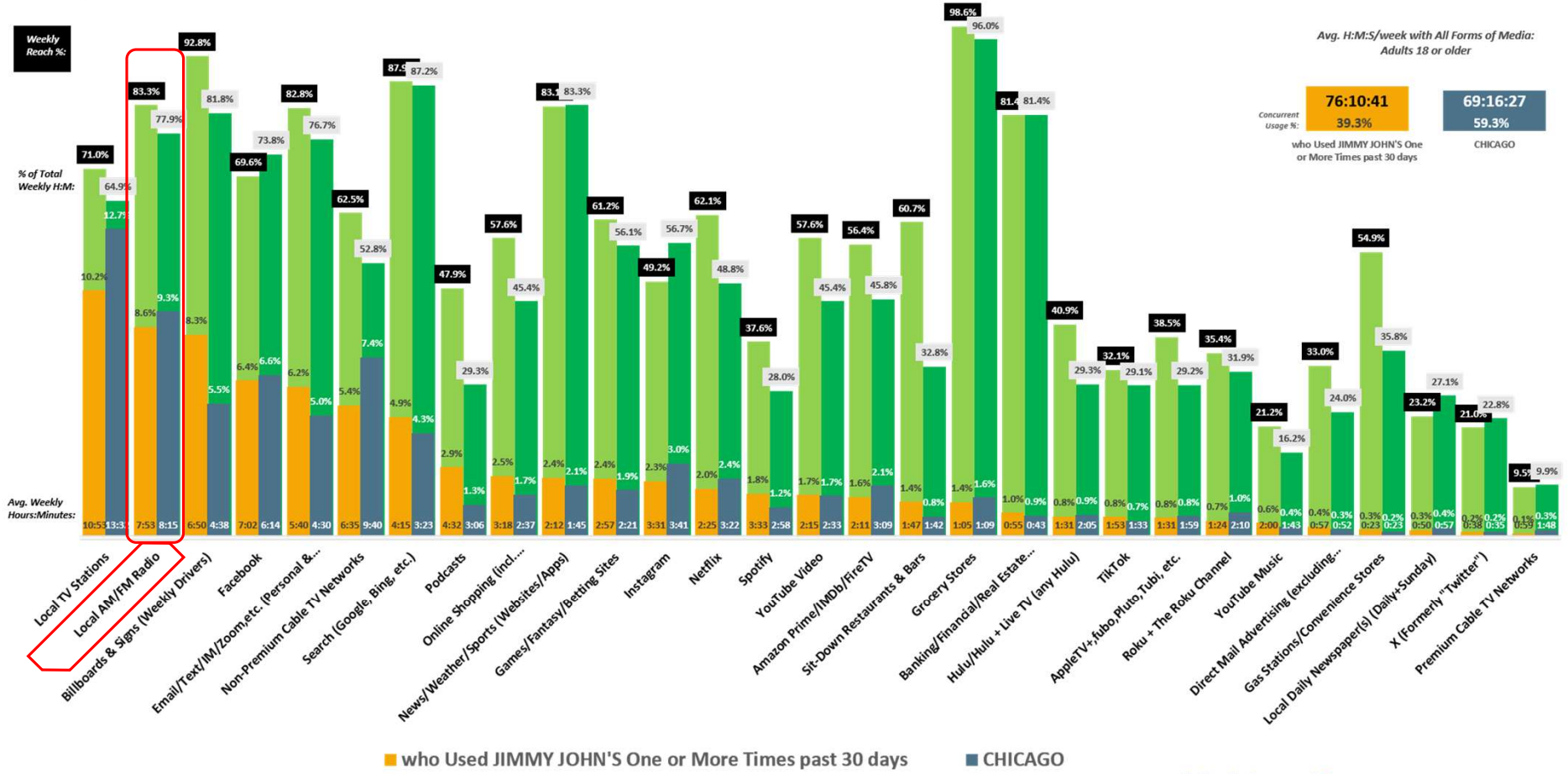
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Portillo's

Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an average of 3 days, 4 hours, 10 minutes and 41 seconds each week with All Forms of Media.

83.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

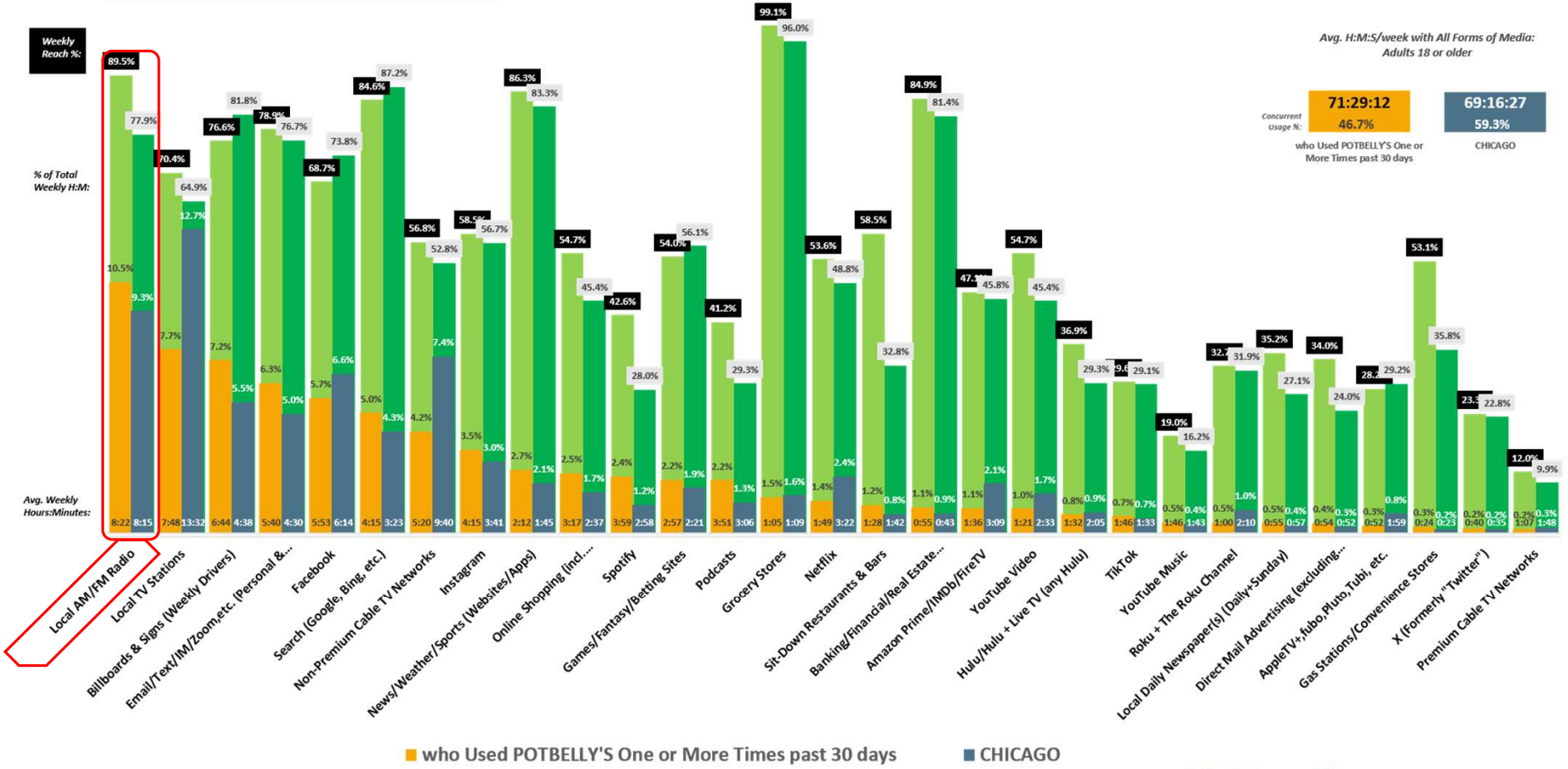
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Hubbard media that connects soefa.ai Share of Everything for Anything

Quick service restaurants used past 30 days: Jimmy John's

Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an average of 2 days, 23 hours, 29 minutes and 12 seconds each week with All Forms of Media.

89.5% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.

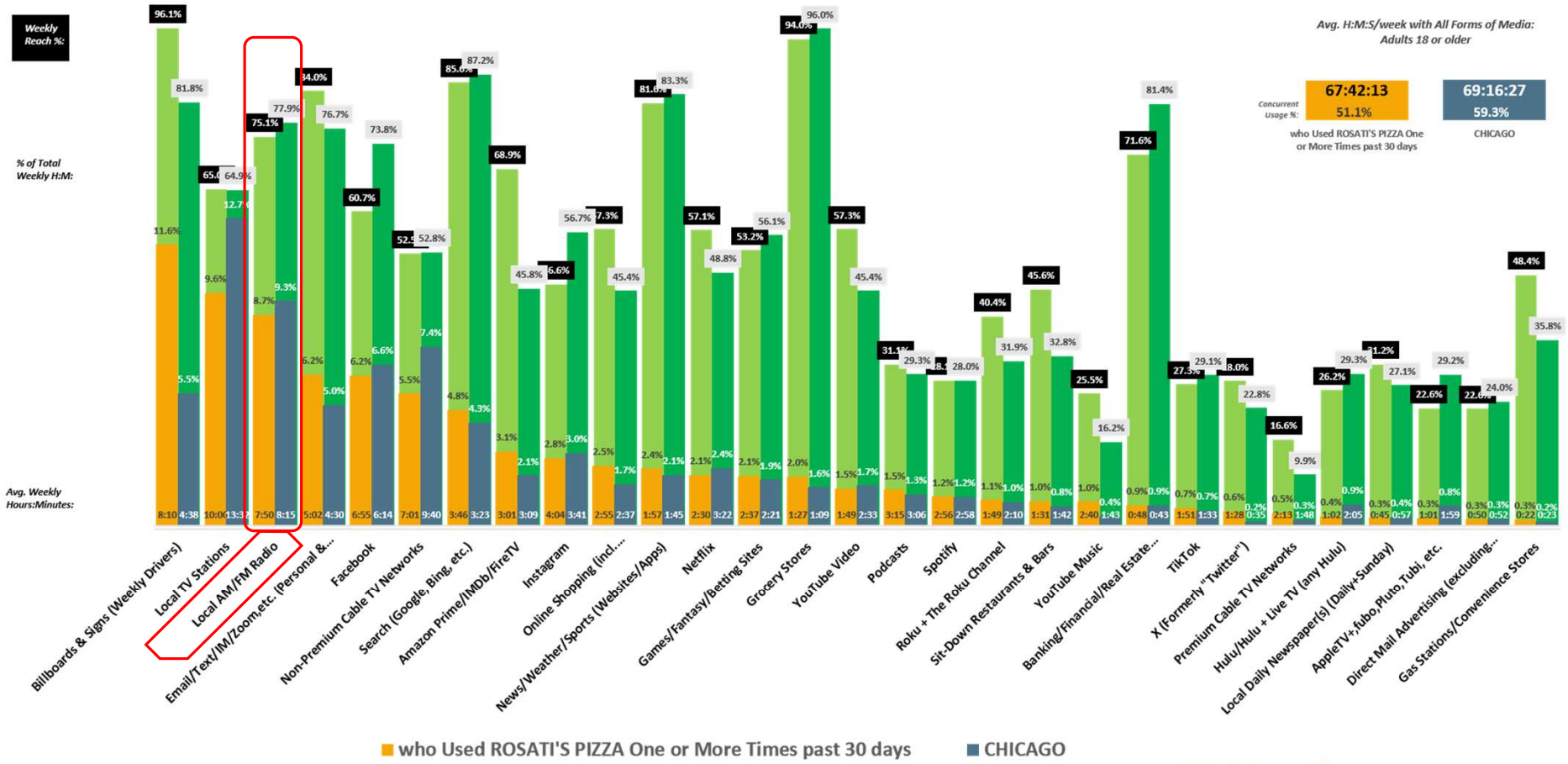


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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an average of 2 days, 19 hours, 42 minutes and 13 seconds each week with All Forms of Media.

75.1% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.

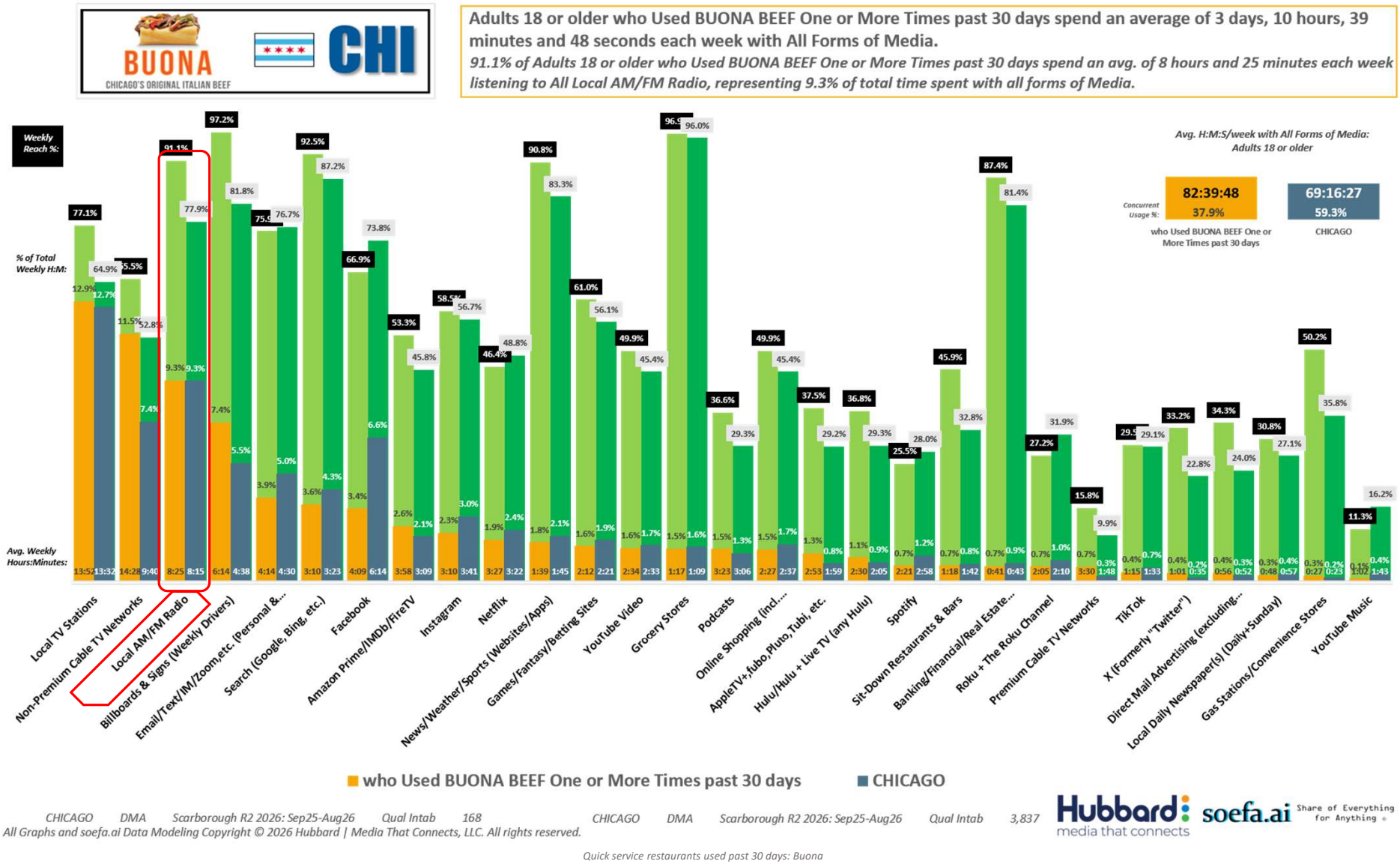


CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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

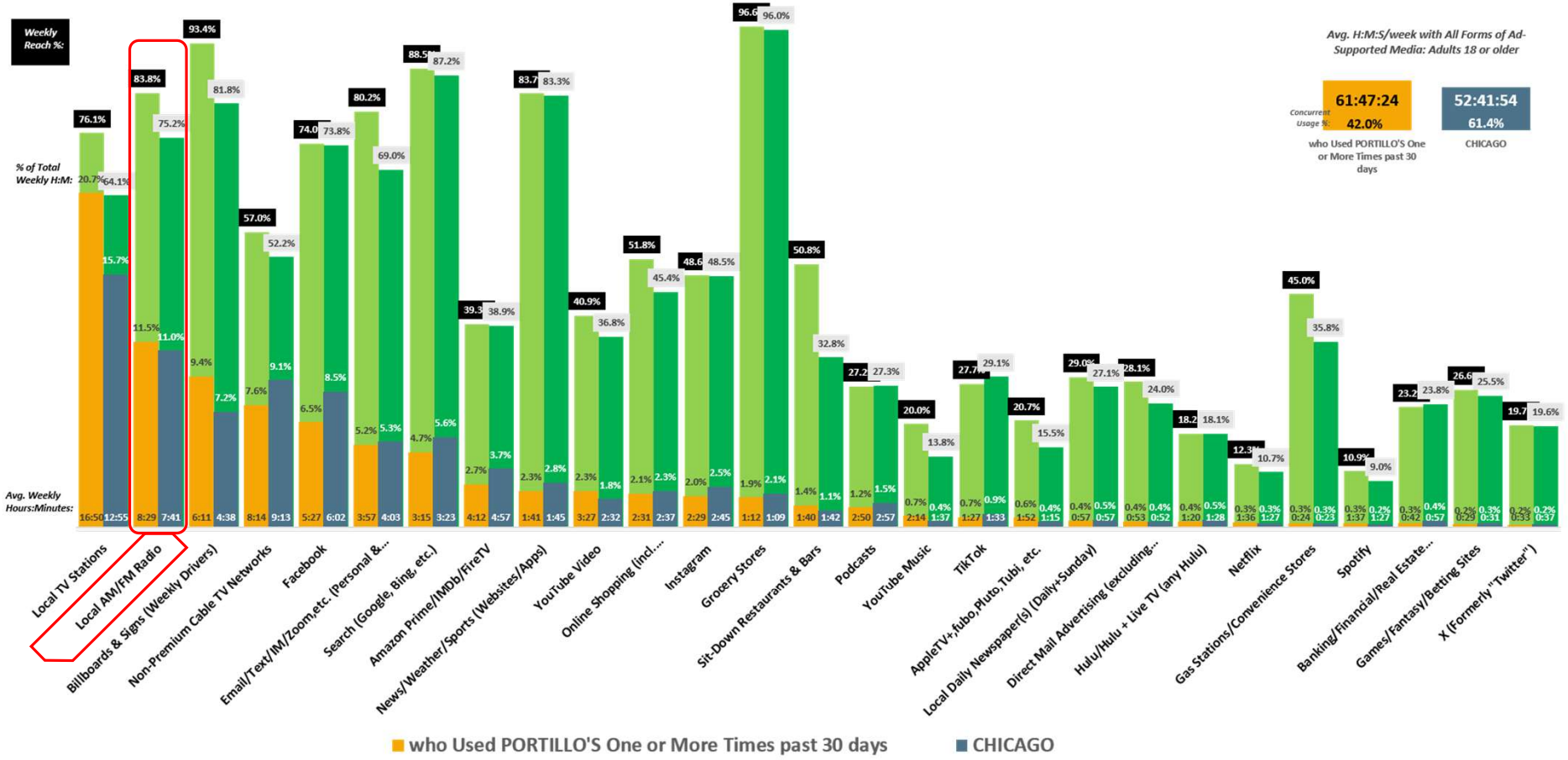


CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837
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Quick service restaurants used past 30 days: Buona

Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an average of 2 days, 13 hours, 47 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an avg. of 8 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



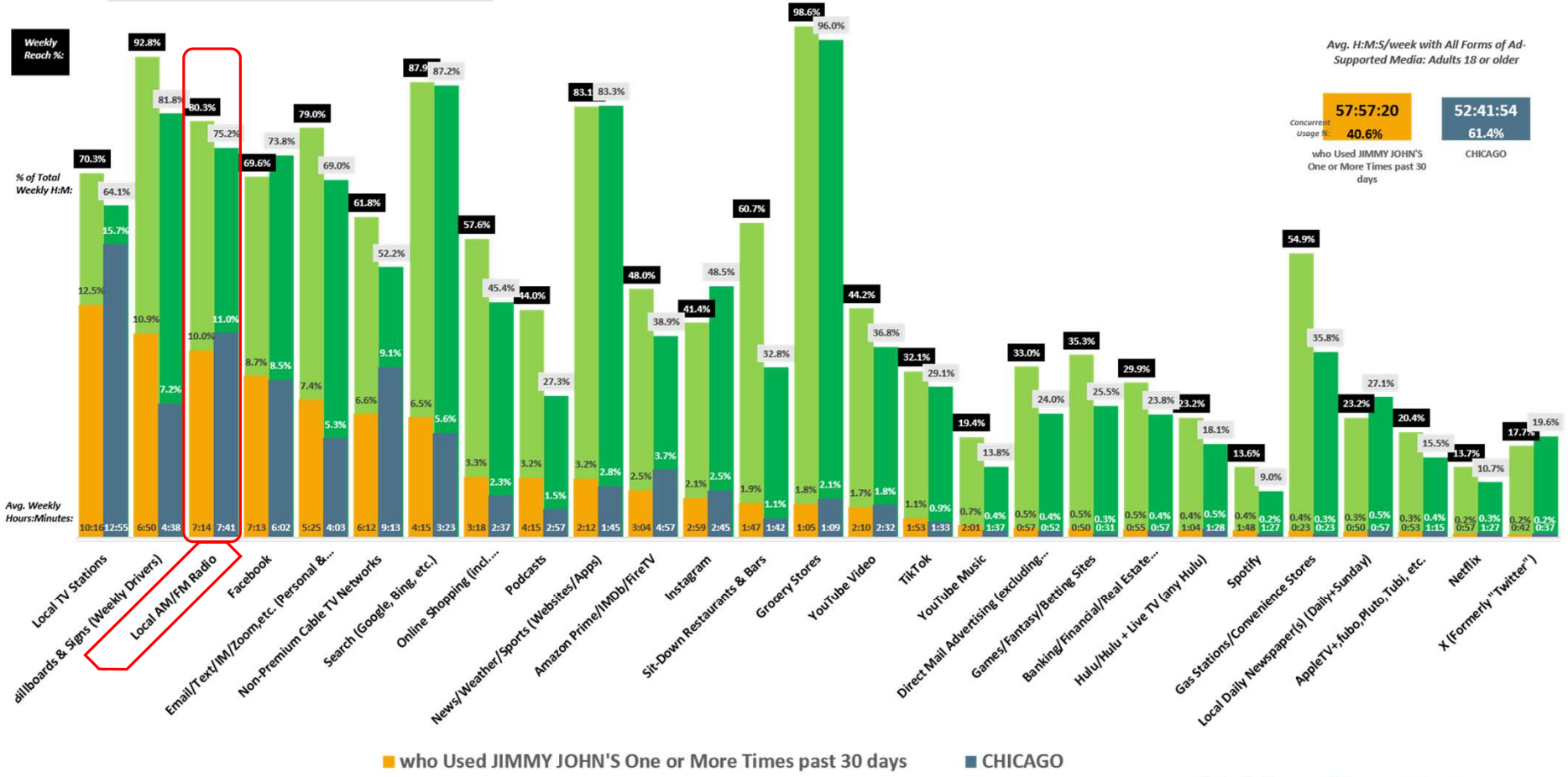
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837
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Quick service restaurants used past 30 days: Portillo's

JIMMY JOHN'S CHI

Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an average of 2 days, 9 hours, 57 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

80.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

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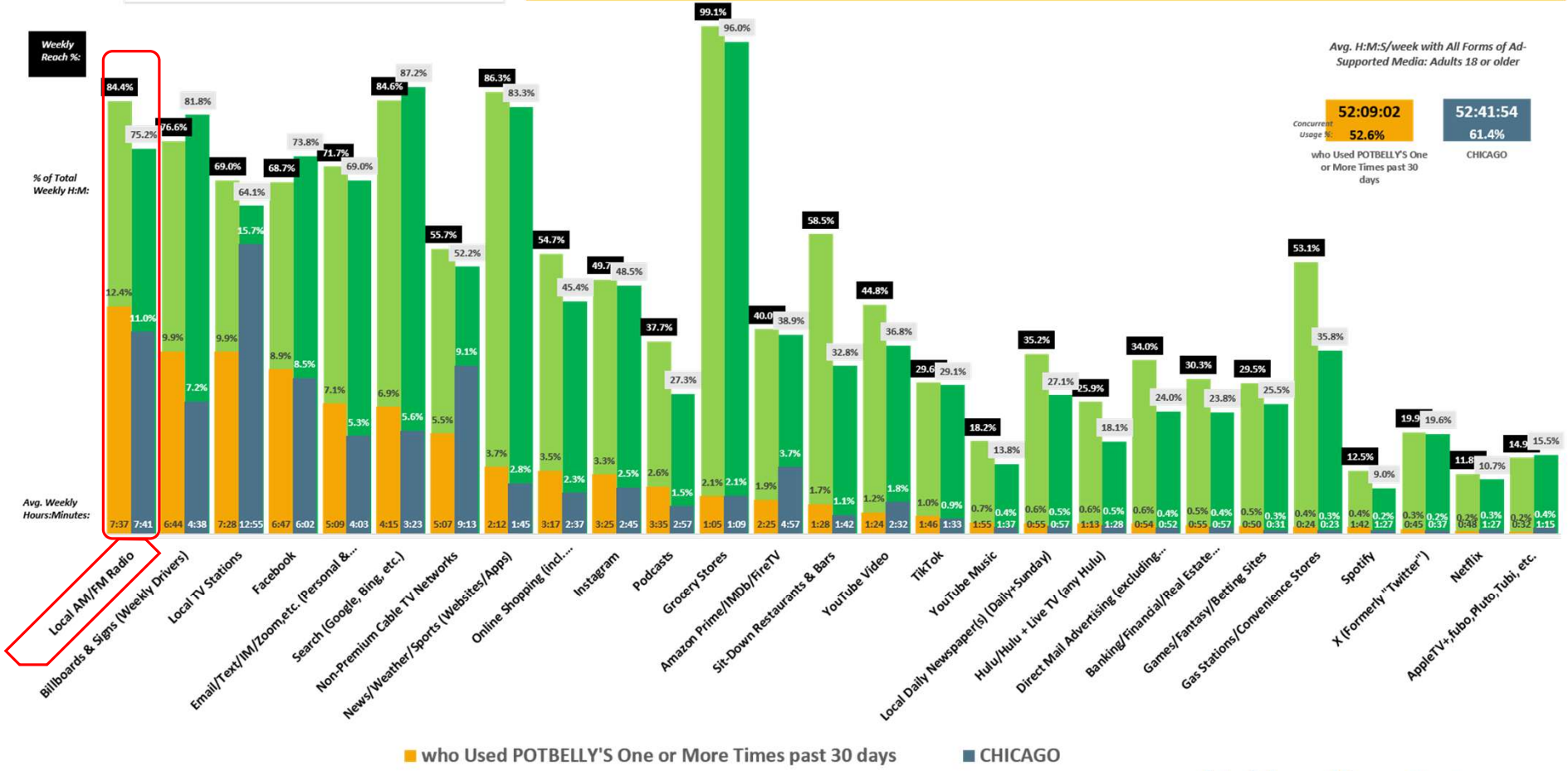
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Jimmy John's

Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an average of 2 days, 4 hours, 9 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an avg. of 7 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

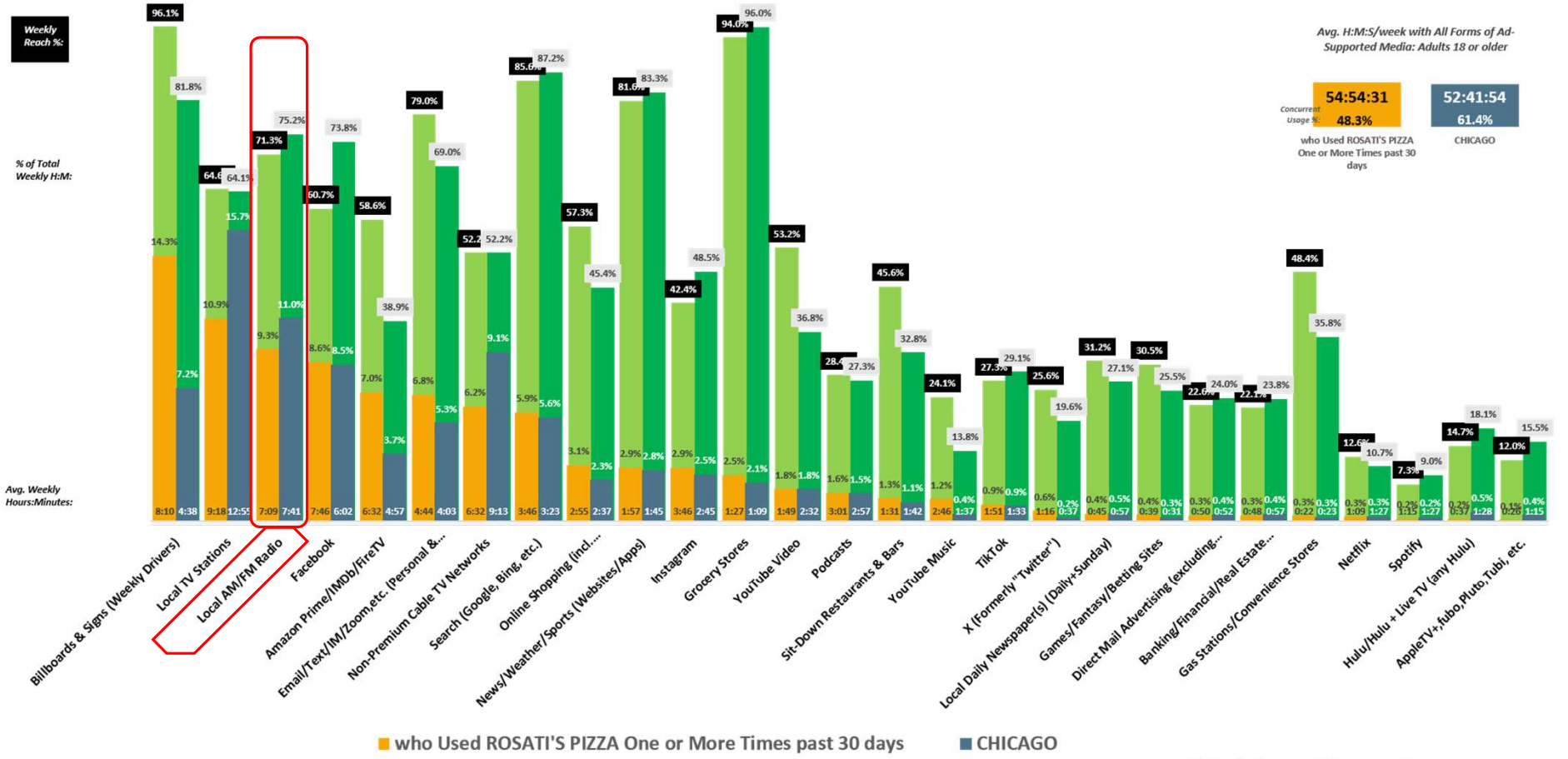
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an average of 2 days, 6 hours, 54 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

71.3% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.

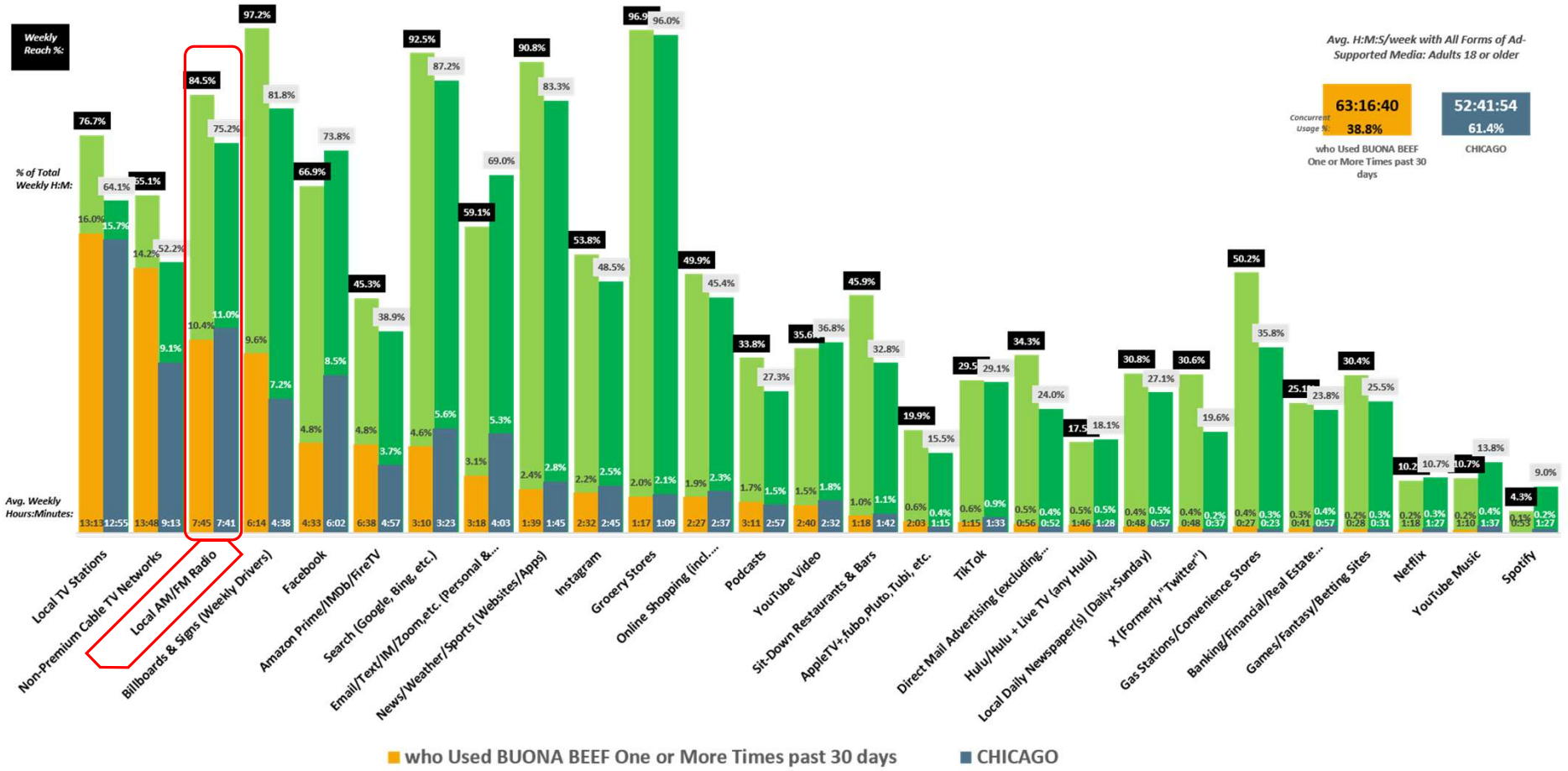


CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837
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Quick service restaurants used past 30 days: Rosati's Pizza

Adults 18 or older who Used BUONA BEEF One or More Times past 30 days spend an average of 2 days, 15 hours, 16 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

84.5% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days spend an avg. of 7 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



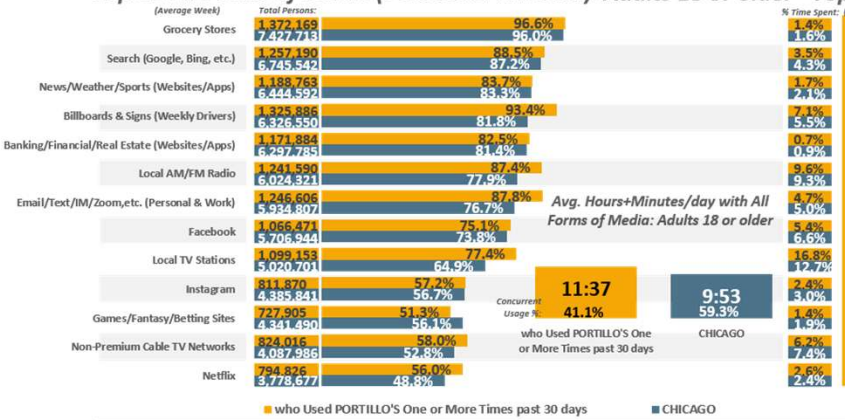
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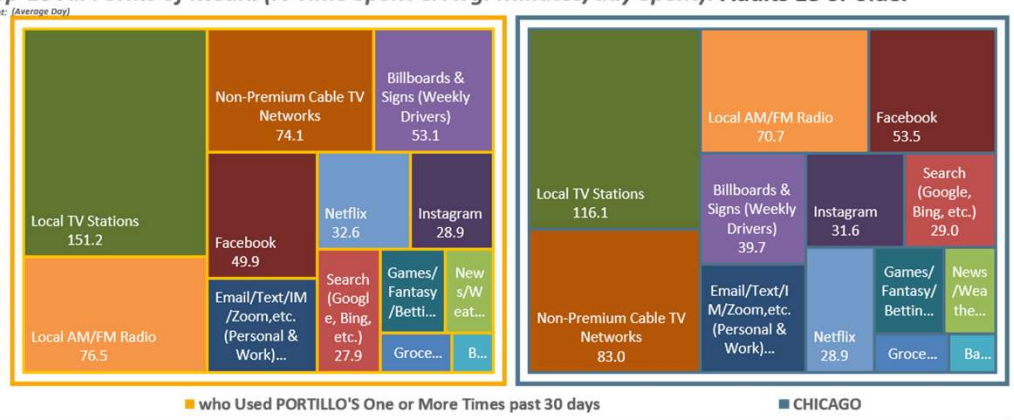
Quick service restaurants used past 30 days: Buona

Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 72.8 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

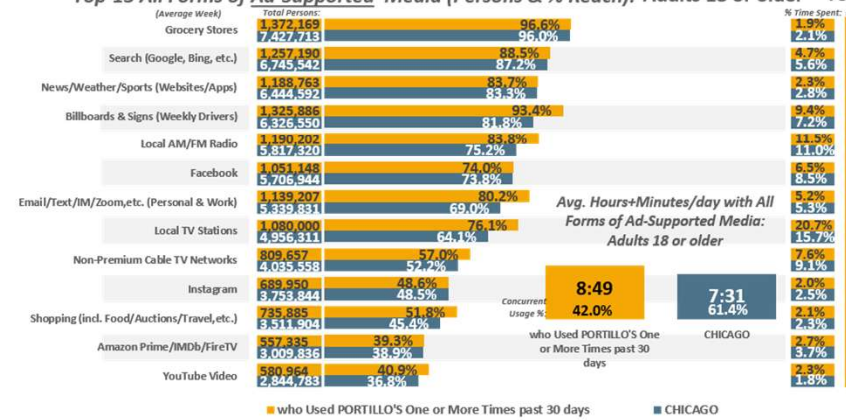
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



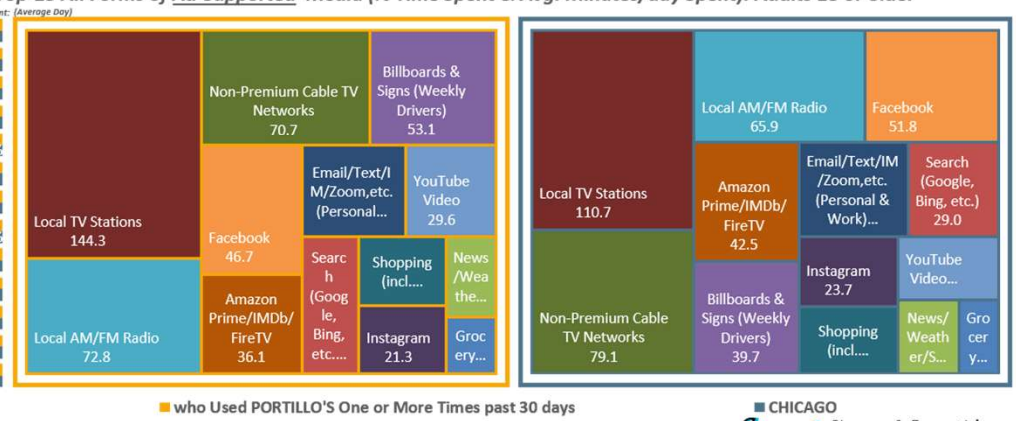
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

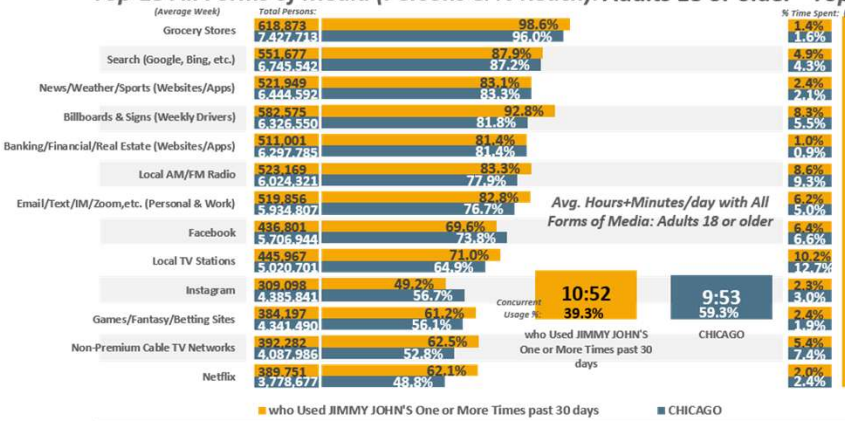
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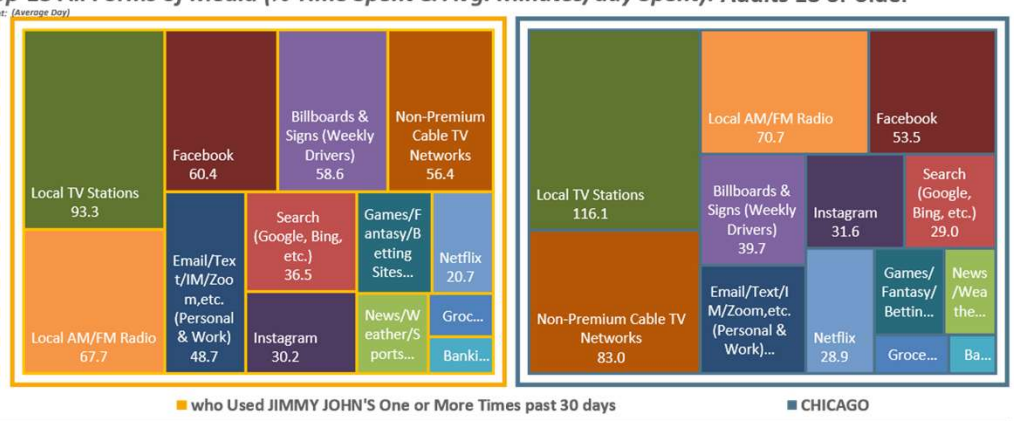
Quick service restaurants used past 30 days: Portillo's

Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 62. minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

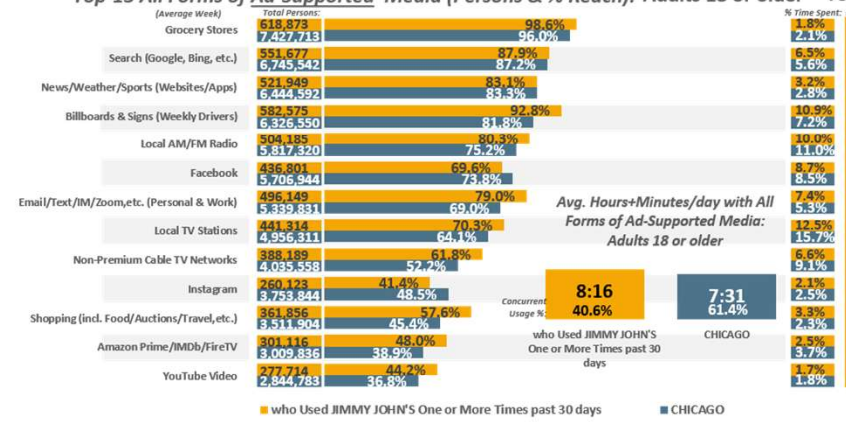
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



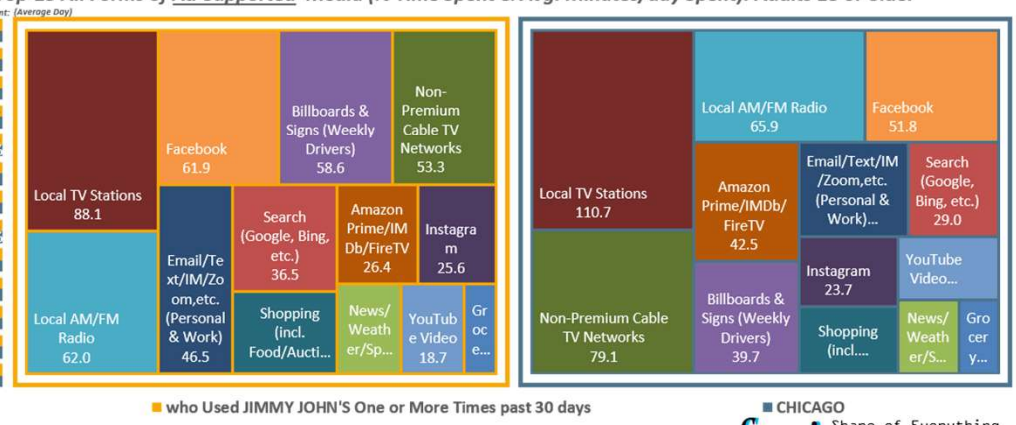
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

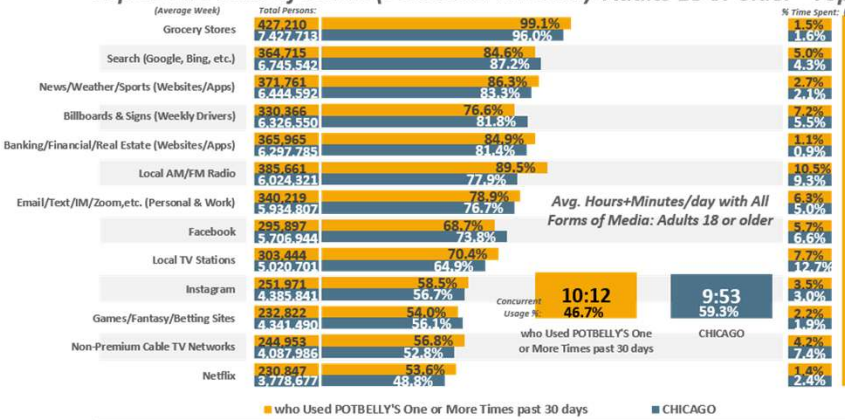
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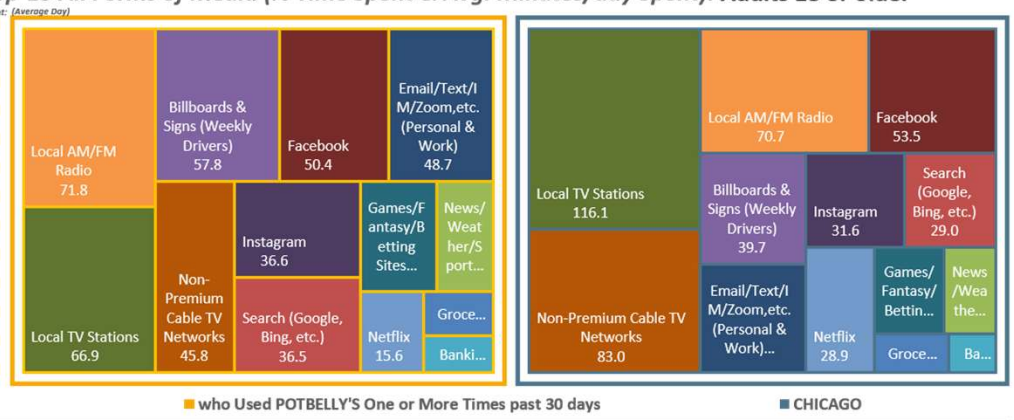
Quick service restaurants used past 30 days: Jimmy John's

Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

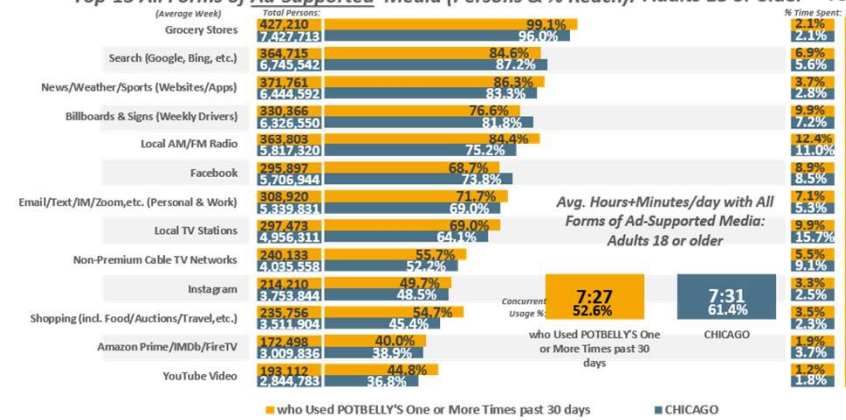
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



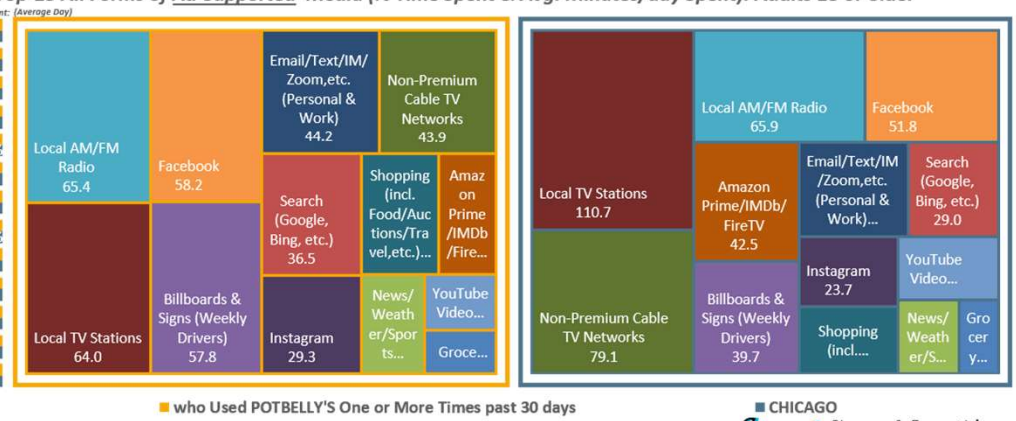
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

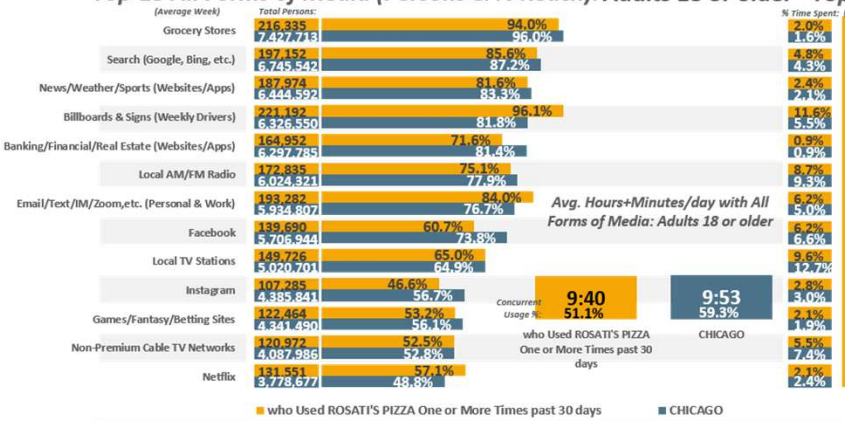
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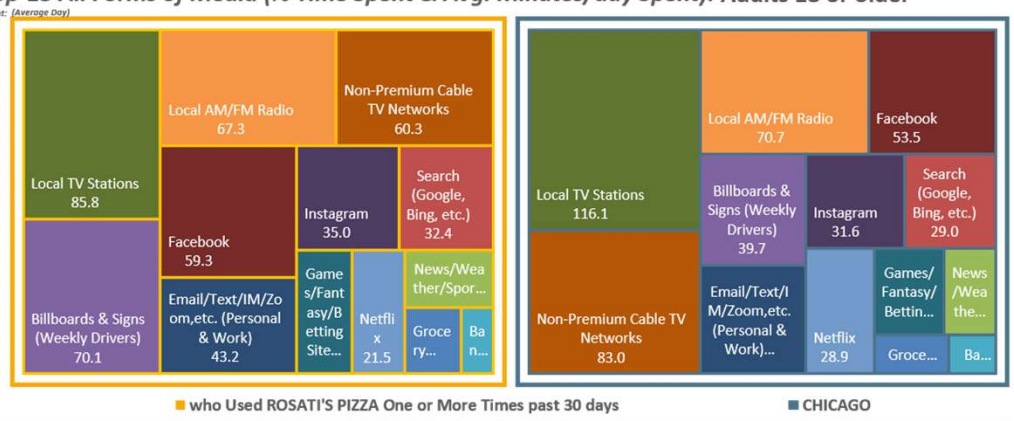
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 71.3% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

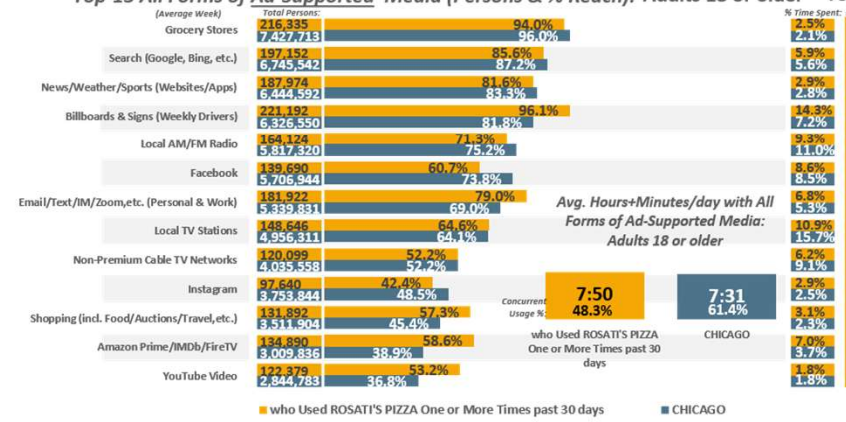
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



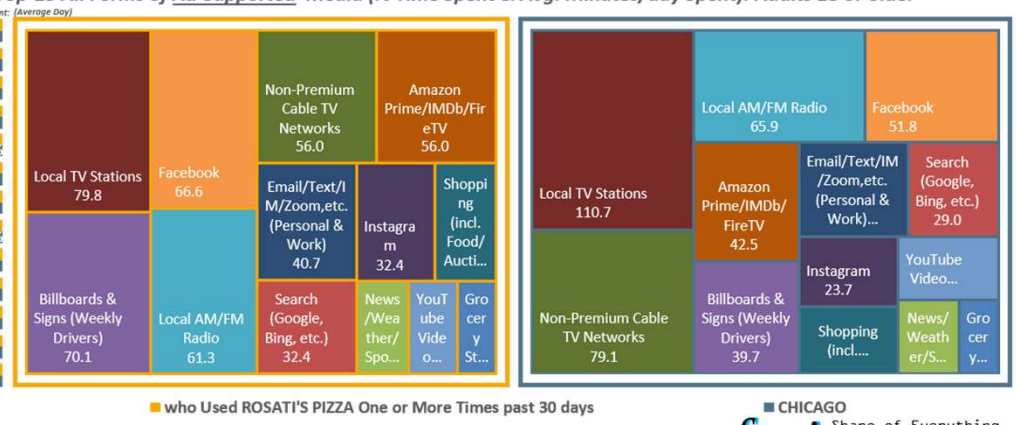
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

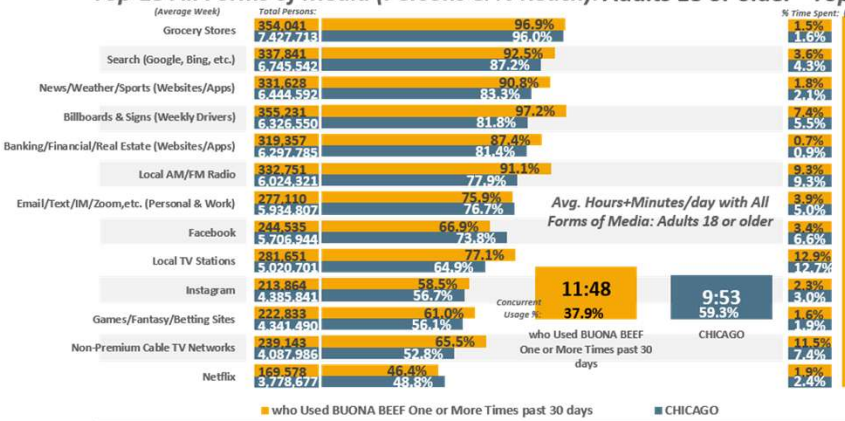
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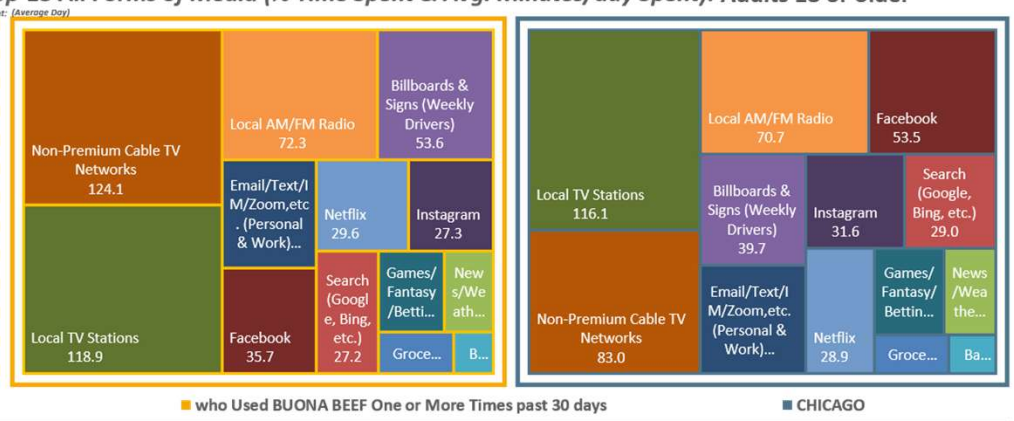
Quick service restaurants used past 30 days: Rosati's Pizza

Adults 18 or older who Used BUONA BEEF One or More Times past 30 days spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 84.5% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

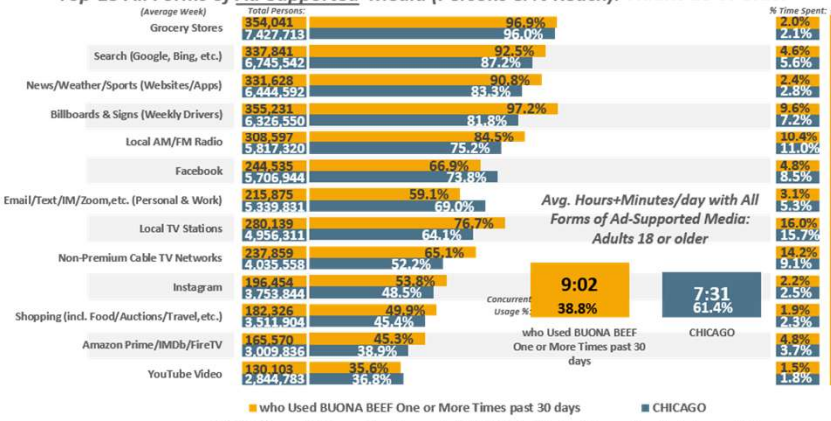
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



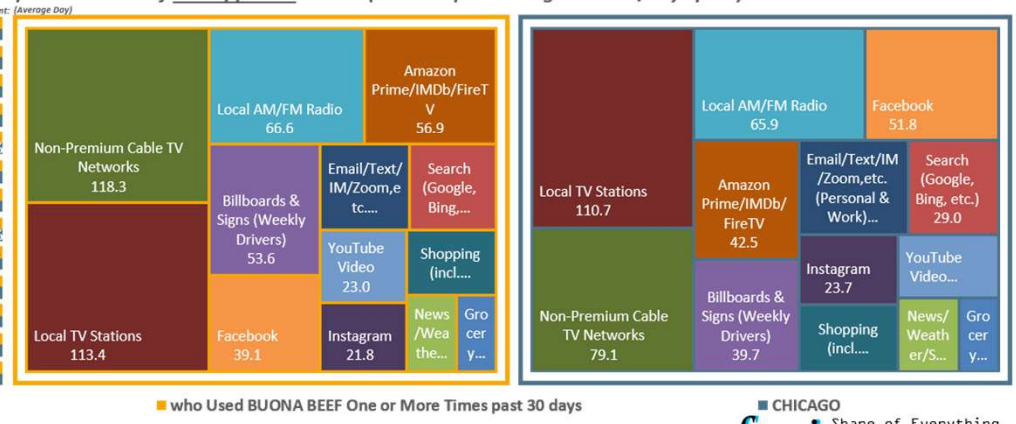
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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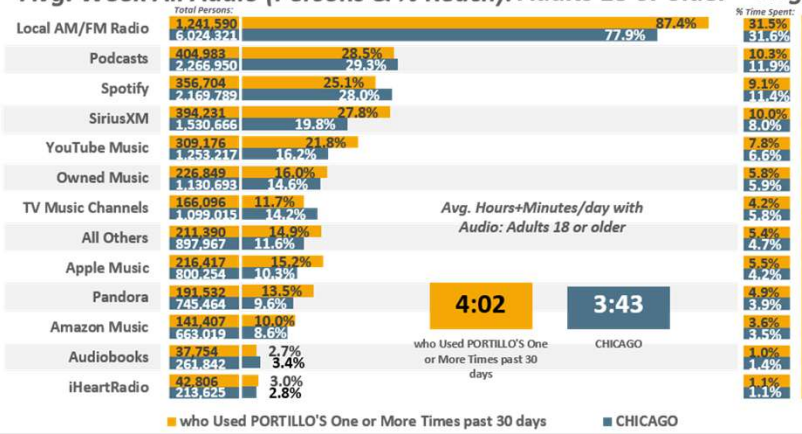
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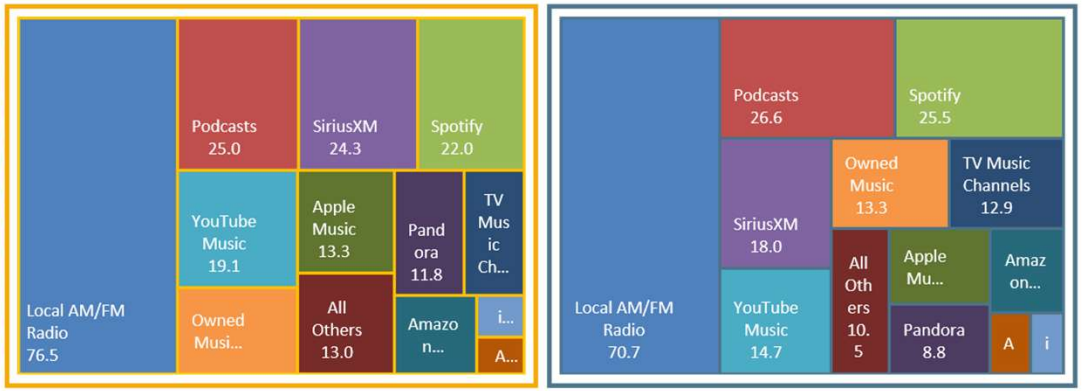
Quick service restaurants used past 30 days: Buona

1,190,202 or 83.8% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.

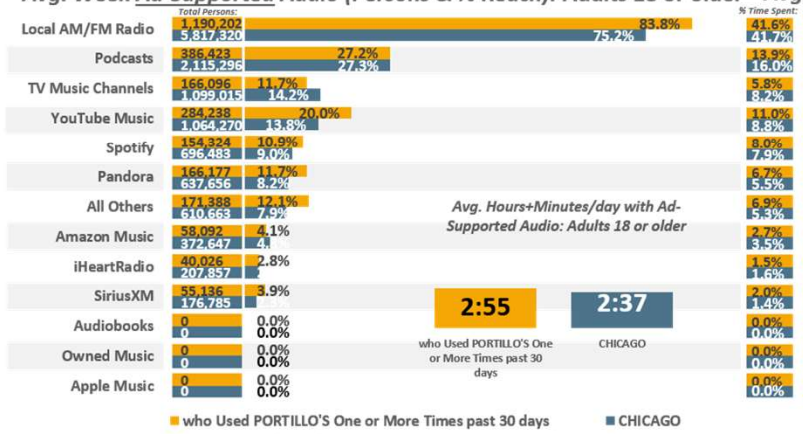
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



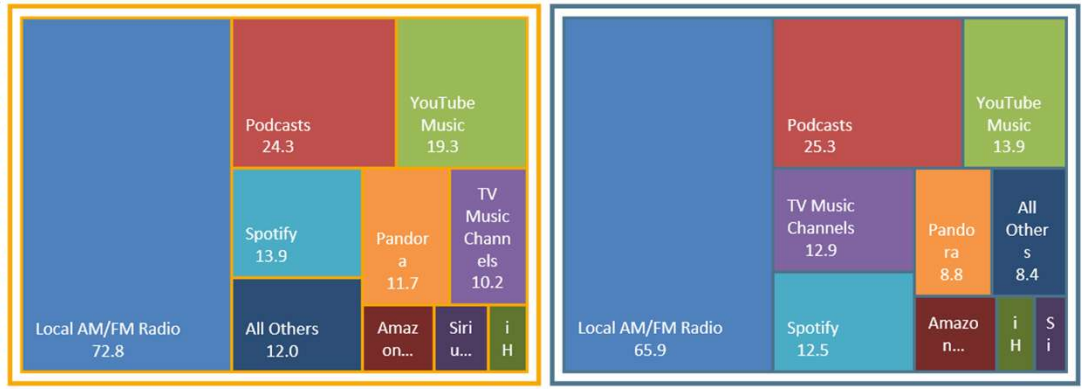
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

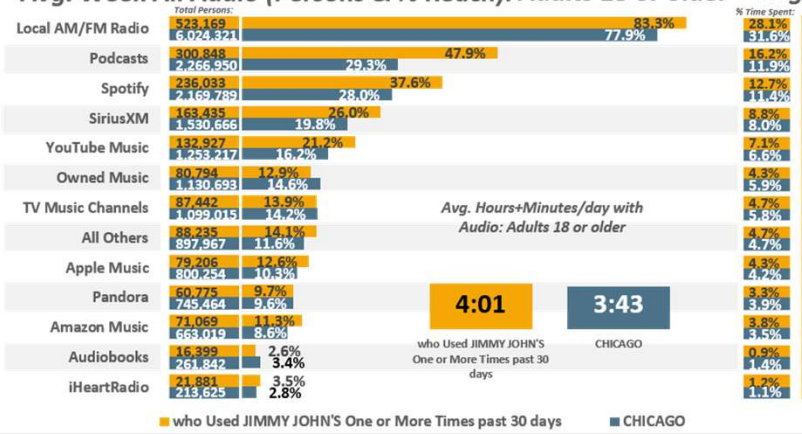
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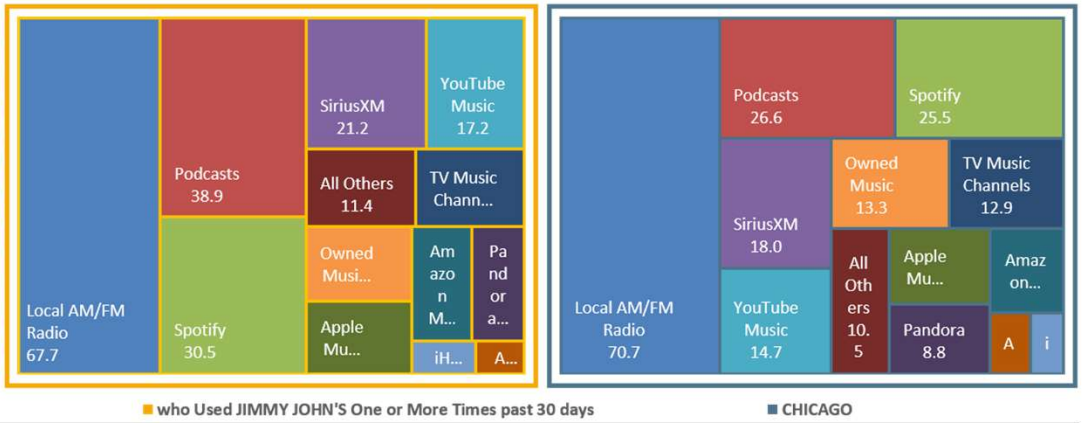
Quick service restaurants used past 30 days: Portillo's

504,185 or 80.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

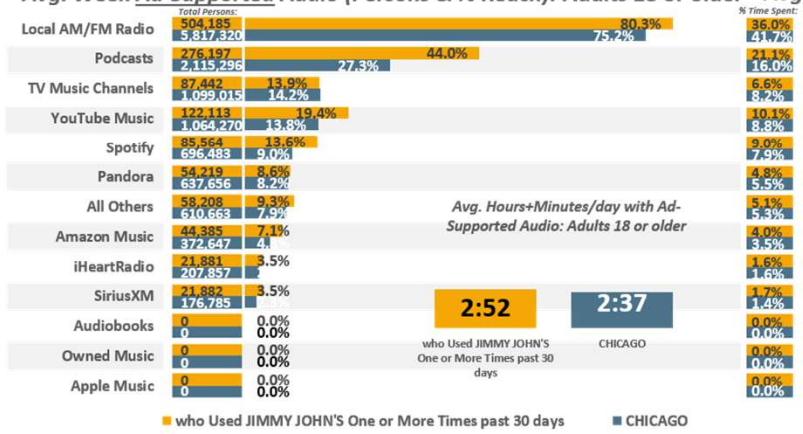
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



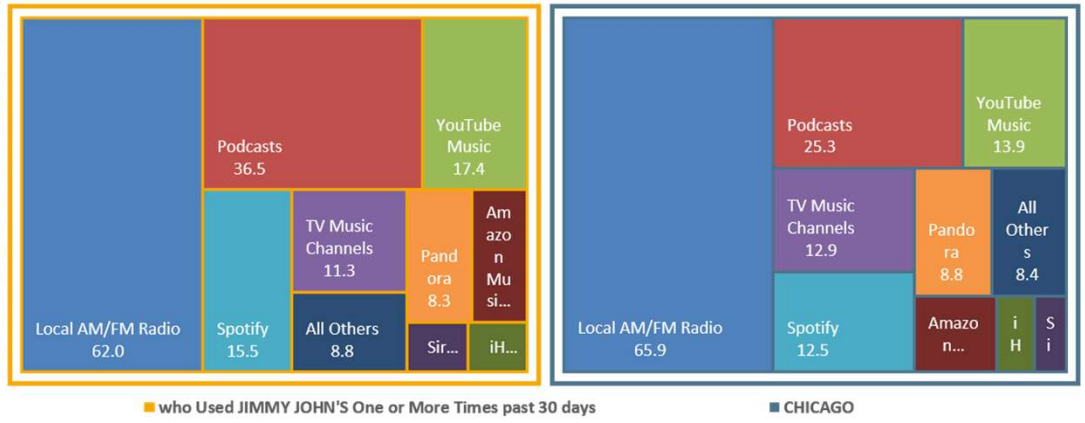
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

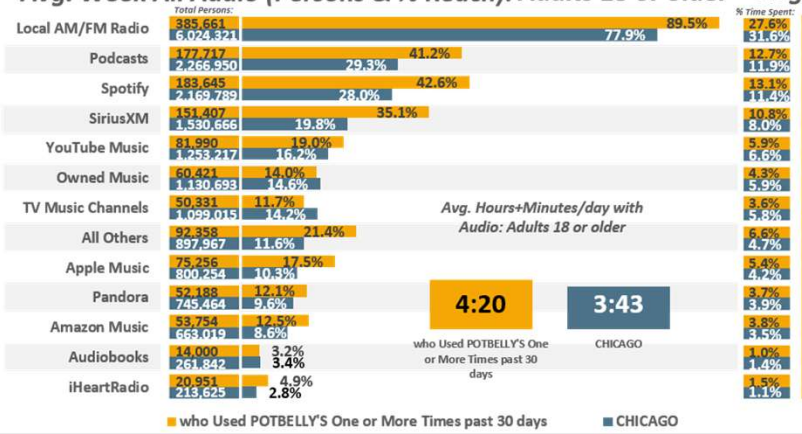
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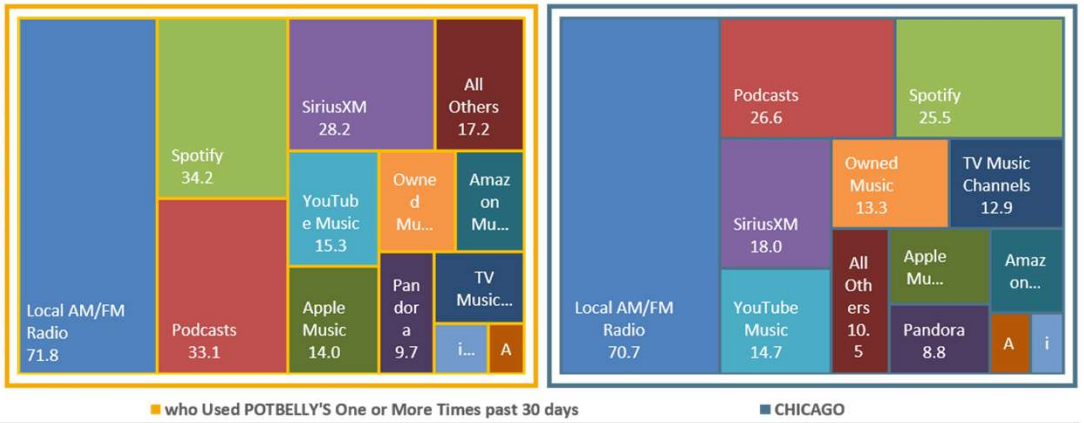
Quick service restaurants used past 30 days: Jimmy John's

363,803 or 84.4% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

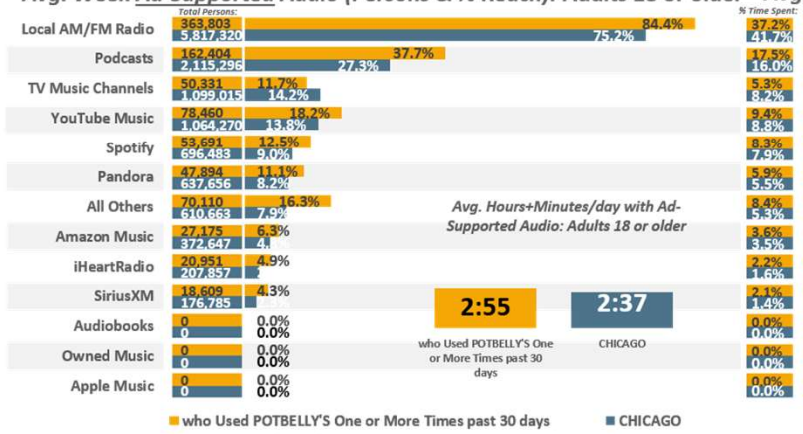
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



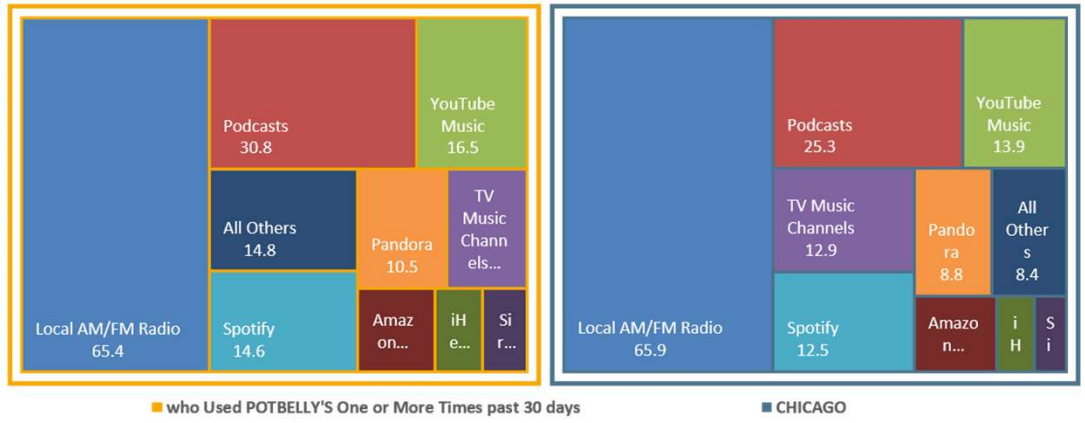
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

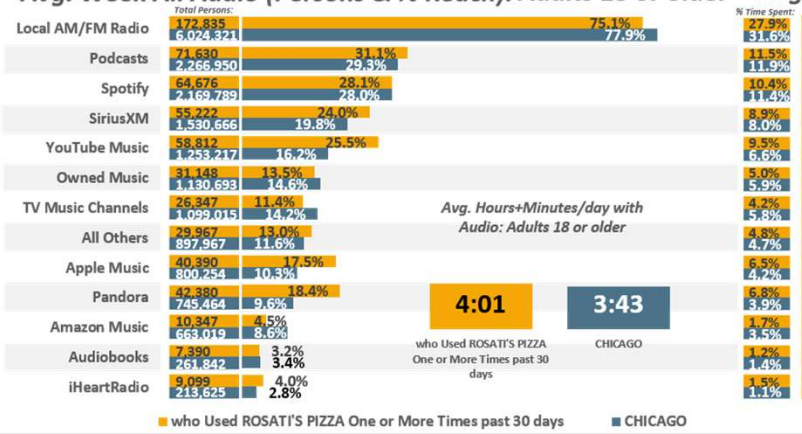
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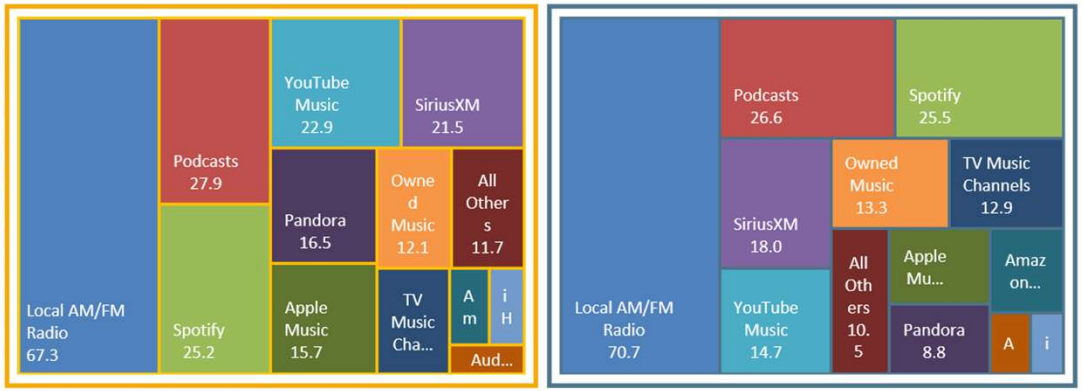
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

164,124 or 71.3% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

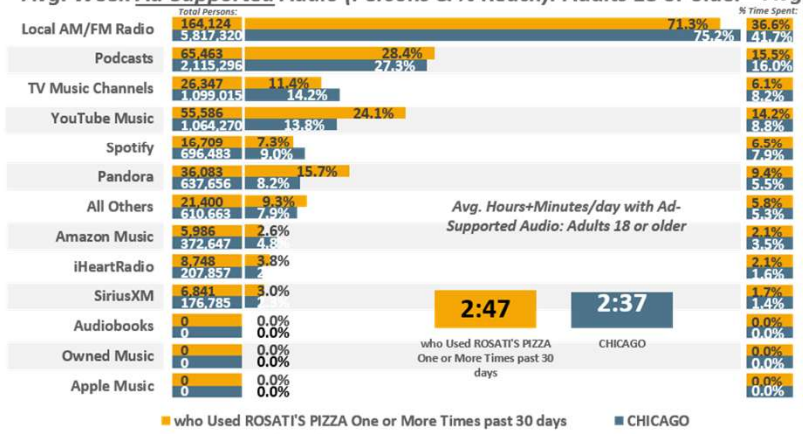
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



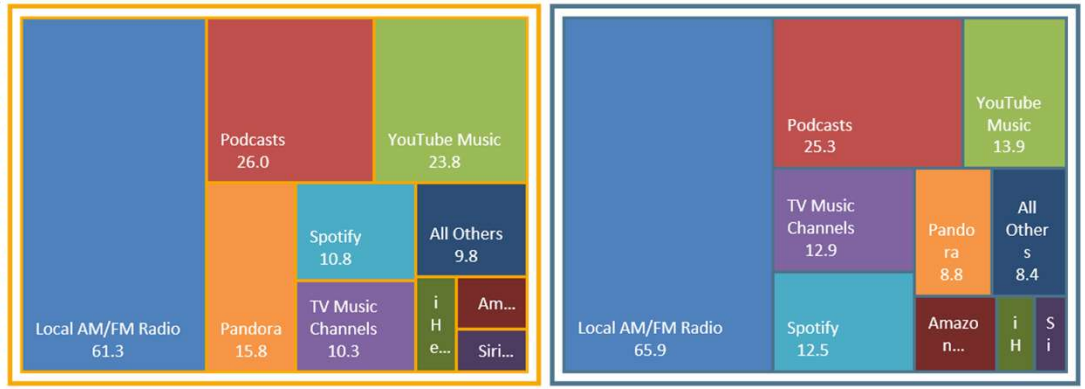
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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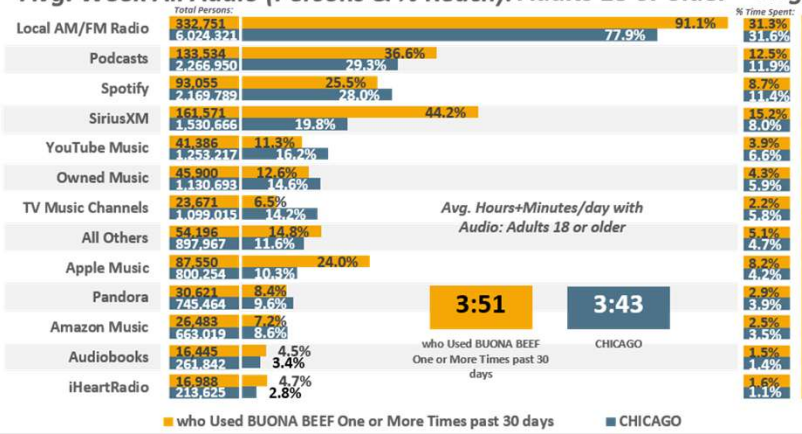
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Quick service restaurants used past 30 days: Rosati's Pizza

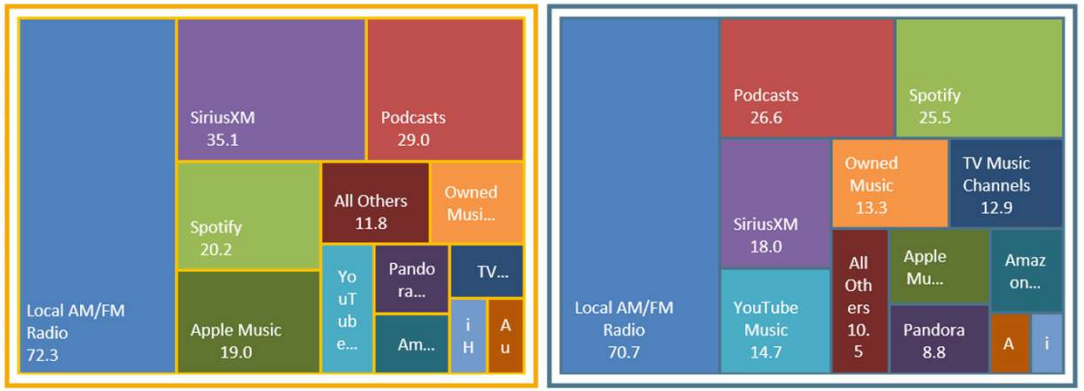
BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF
CHI

308,597 or 84.5% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

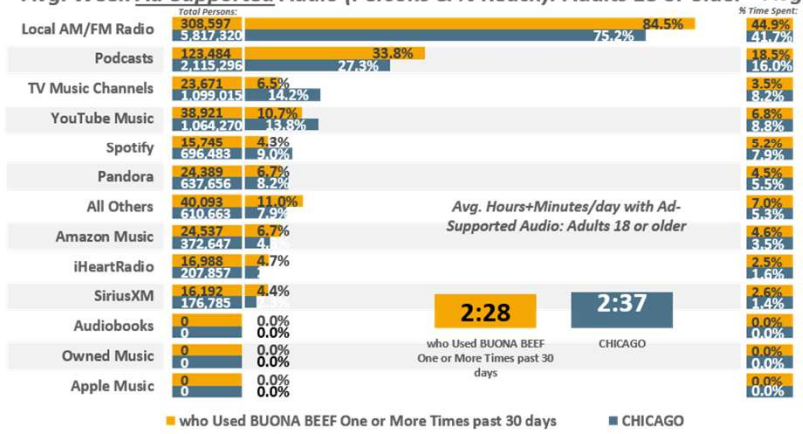
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



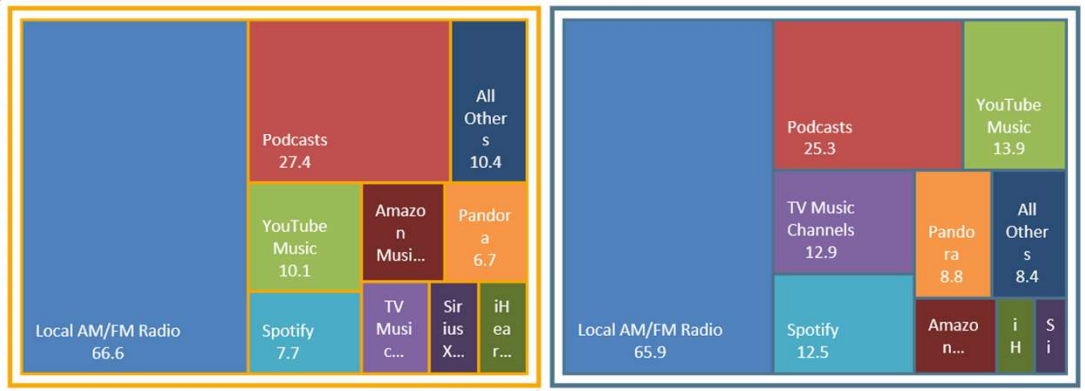
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



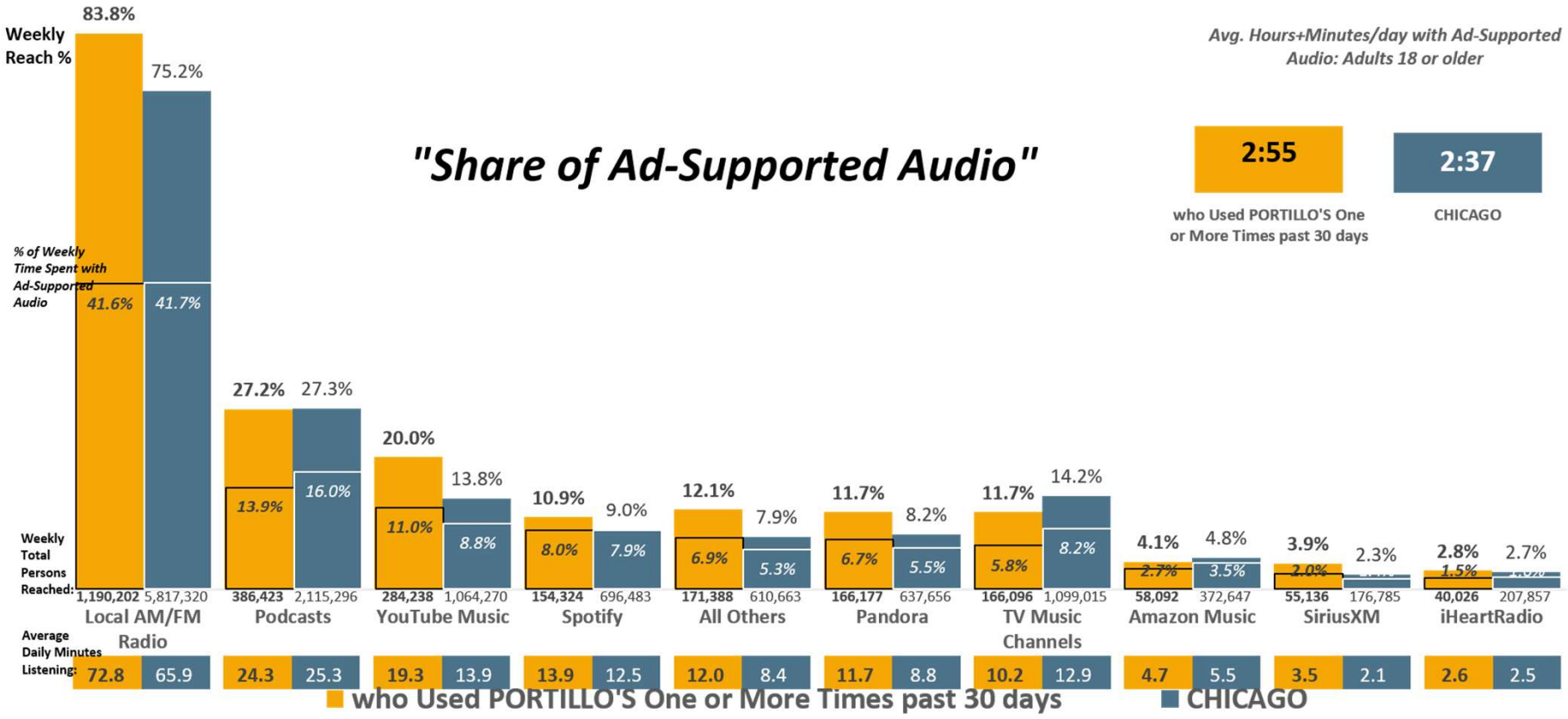
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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Quick service restaurants used past 30 days: Buona

1,190,202 or 83.8% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 41.6% of all time spent daily with Ad-Supported Audio.



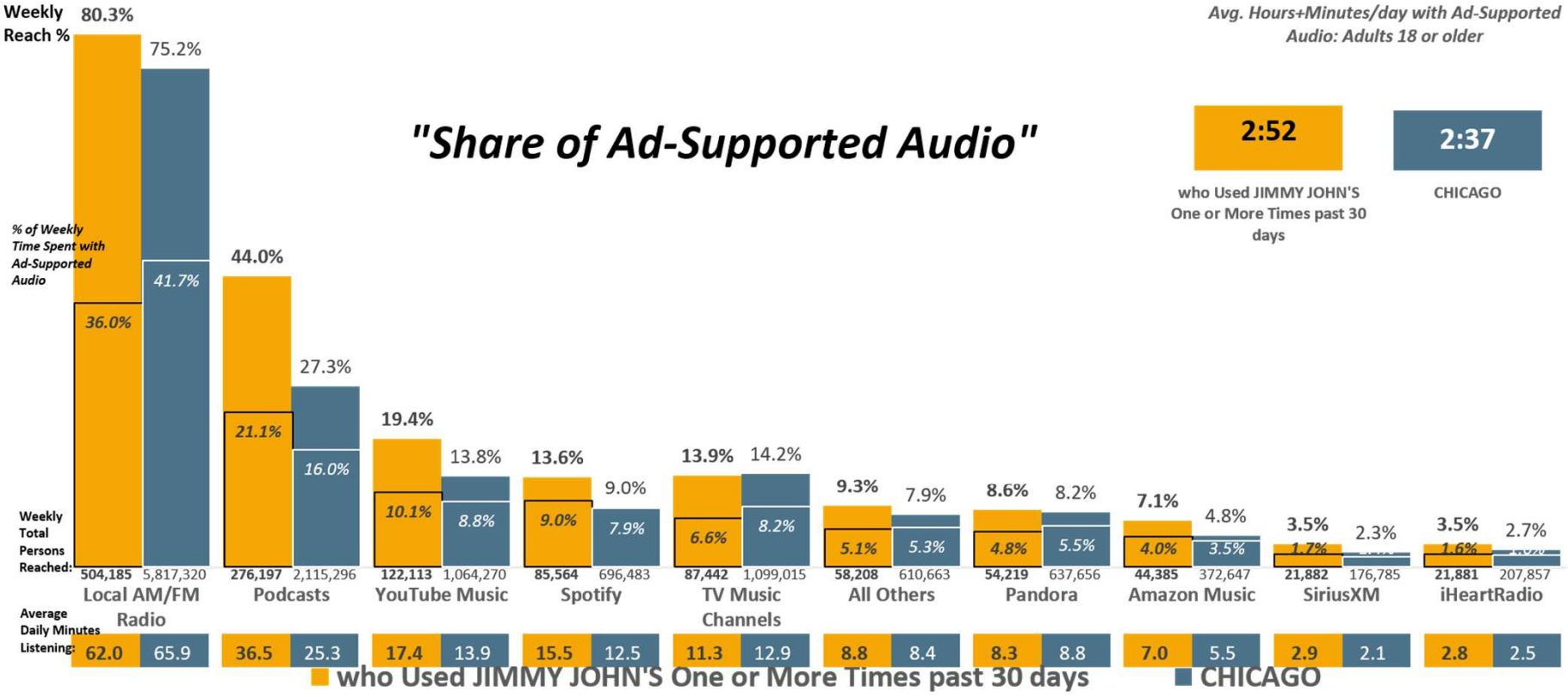
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Portillo's

504,185 or 80.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



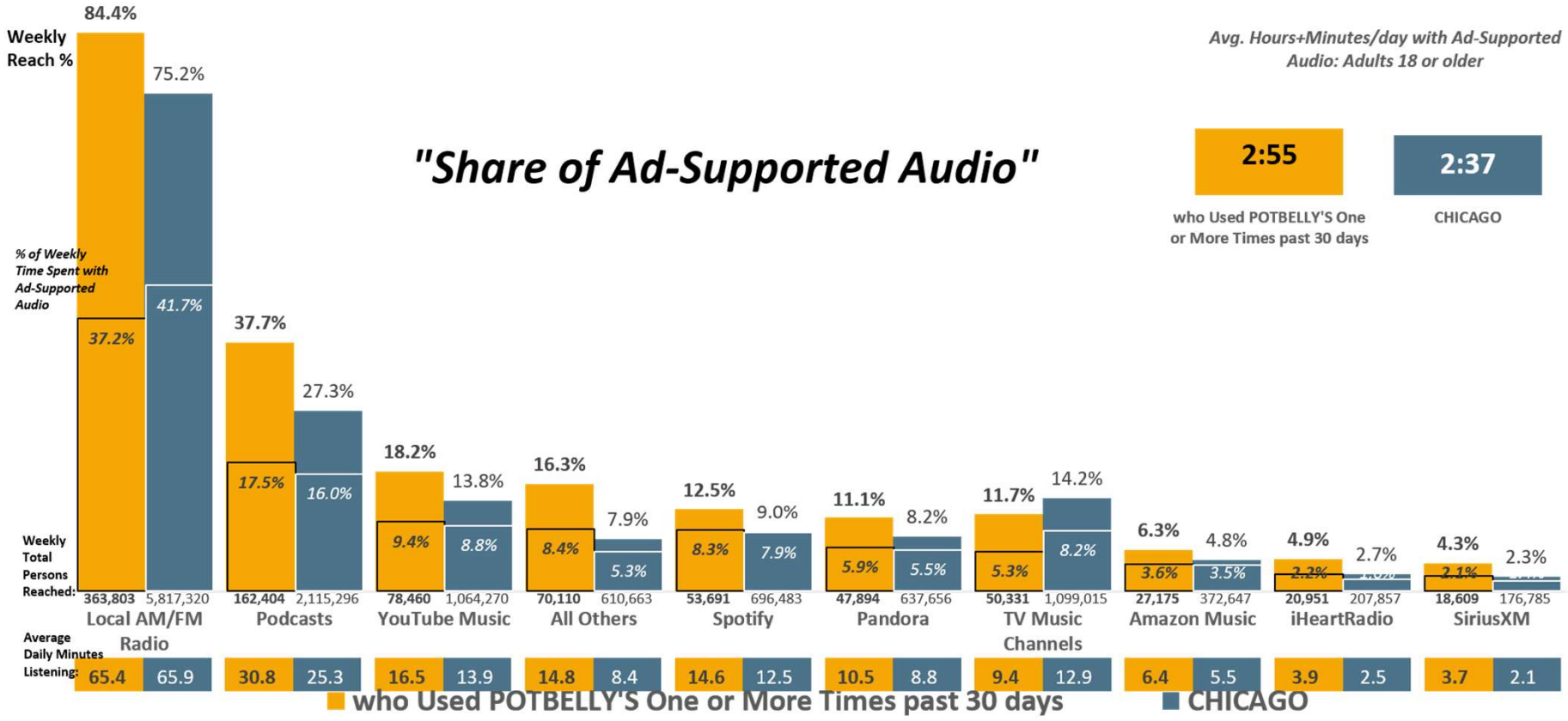
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Jimmy John's

363,803 or 84.4% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	All Others	Spotify	Pandora	TV Music Channels	Amazon Music	iHeartRadio	SiriusXM
Weekly Reach %	84.4% / 75.2%	37.7% / 27.3%	18.2% / 13.8%	16.3% / 7.9%	12.5% / 9.0%	11.1% / 8.2%	11.7% / 14.2%	6.3% / 4.8%	4.9% / 2.7%	4.3% / 2.3%
% of Weekly Time Spent with Ad-Supported Audio	37.2% / 41.7%	17.5% / 16.0%	9.4% / 8.8%	8.4% / 5.3%	8.3% / 7.9%	5.9% / 5.5%	5.3% / 8.2%	3.6% / 3.5%	2.2% / [illegible]	2.1% / [illegible]
Weekly Total Persons Reached:	363,803 / 5,817,320	162,404 / 2,115,296	78,460 / 1,064,270	70,110 / 610,663	53,691 / 696,483	47,894 / 637,656	50,331 / 1,099,015	27,175 / 372,647	20,951 / 207,857	18,609 / 176,785
Average Daily Minutes Listening:	65.4 / 65.9	30.8 / 25.3	16.5 / 13.9	14.8 / 8.4	14.6 / 12.5	10.5 / 8.8	9.4 / 12.9	6.4 / 5.5	3.9 / 2.5	3.7 / 2.1

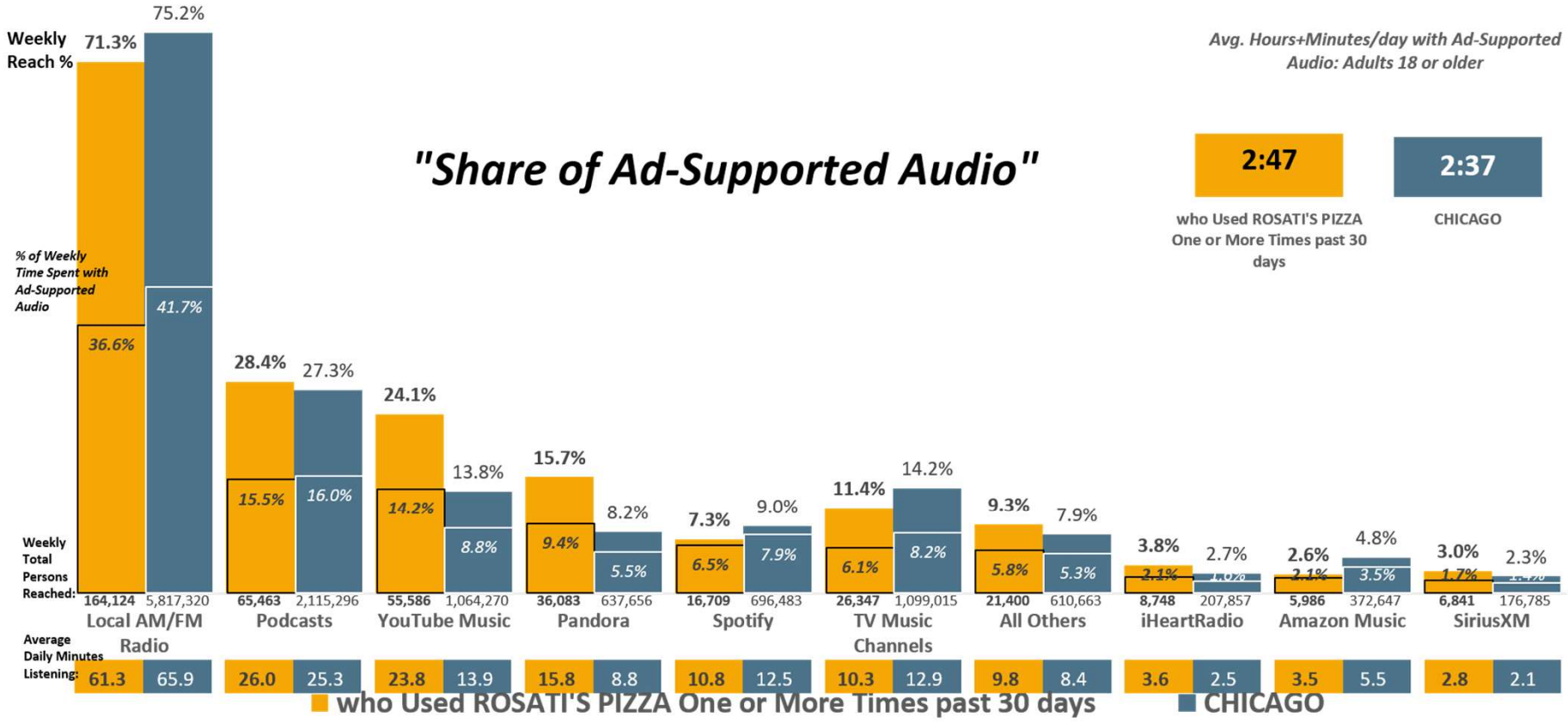
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

164,124 or 71.3% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



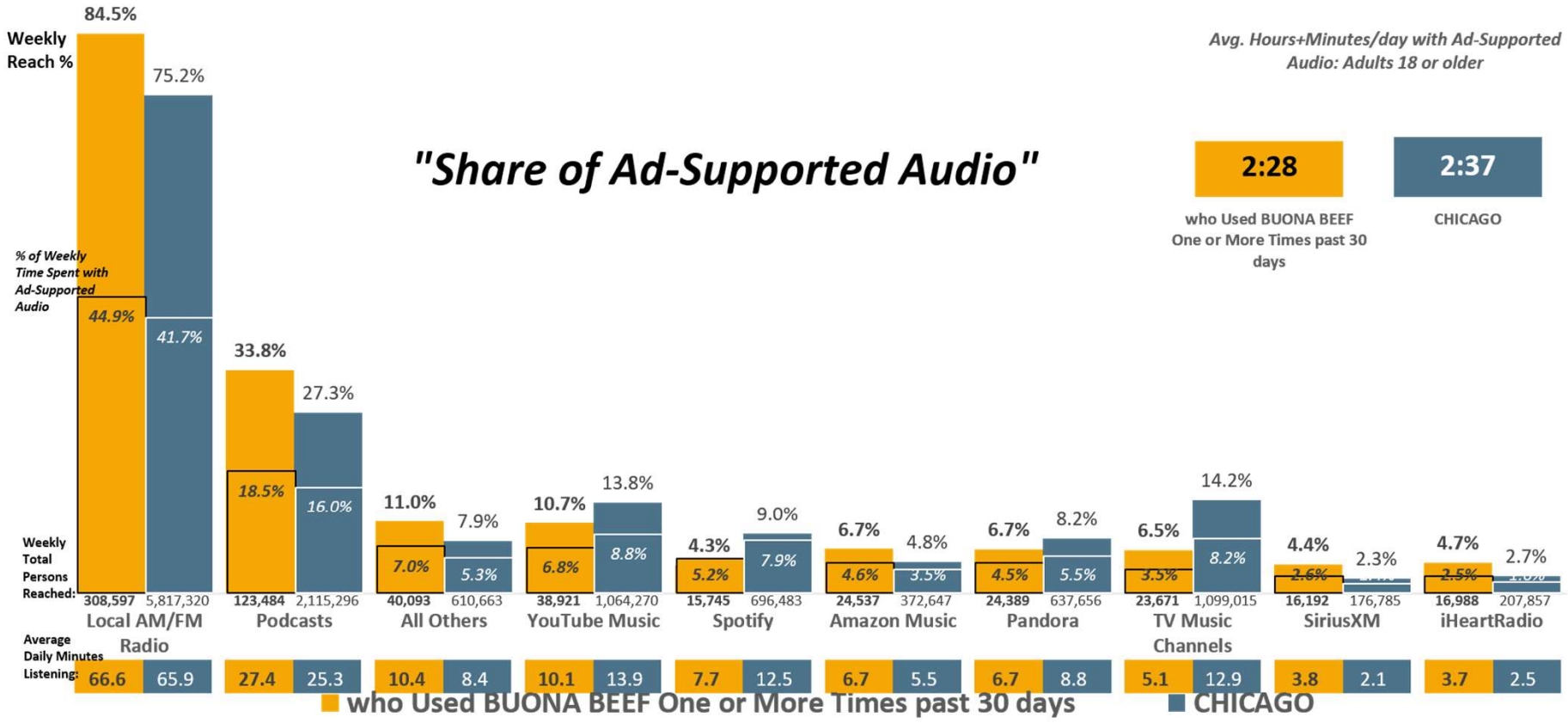
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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

308,597 or 84.5% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

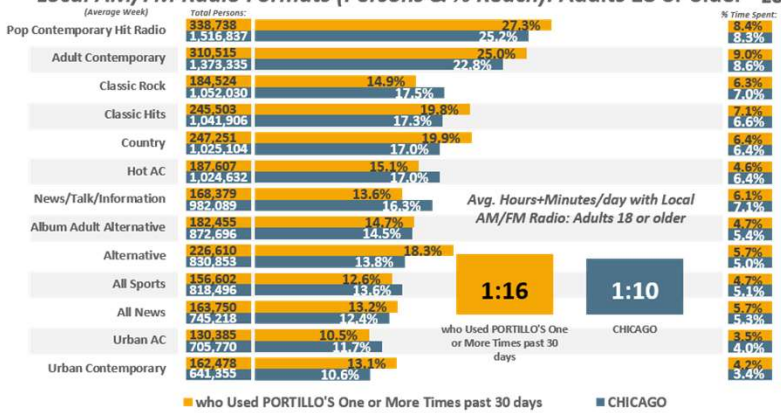
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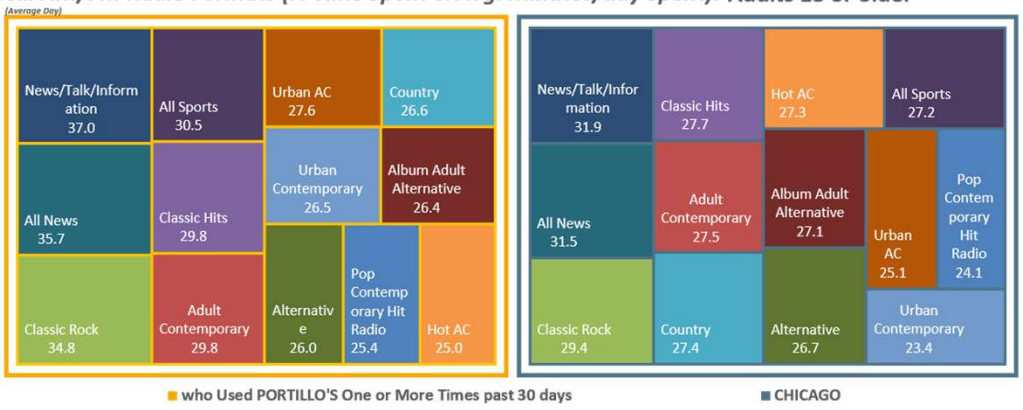
Quick service restaurants used past 30 days: Buona

1,190,202 or 83.8% of Adults 18 or older who Used PORTILLO'S 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, Country, Classic Hits, and Alternative.

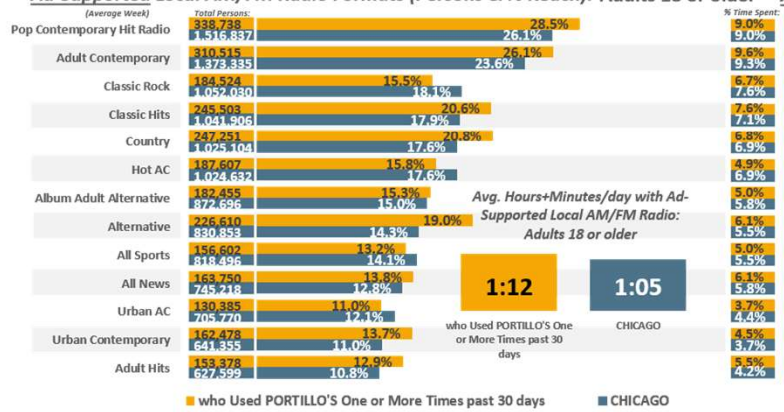
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



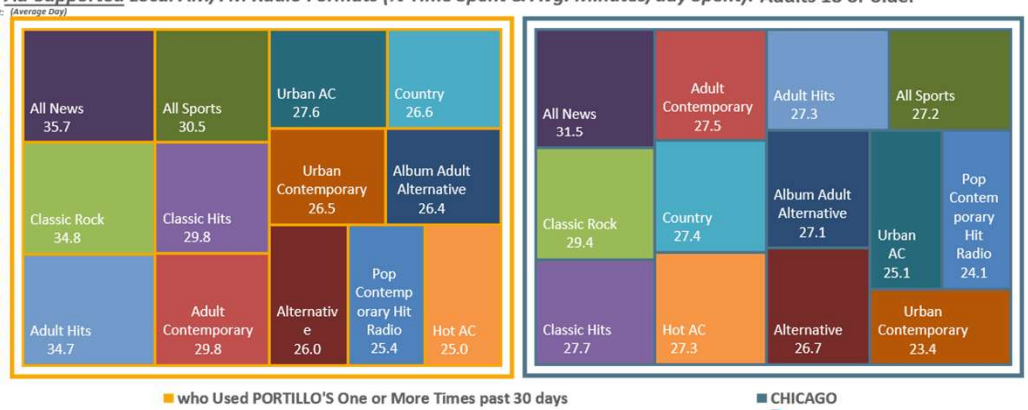
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

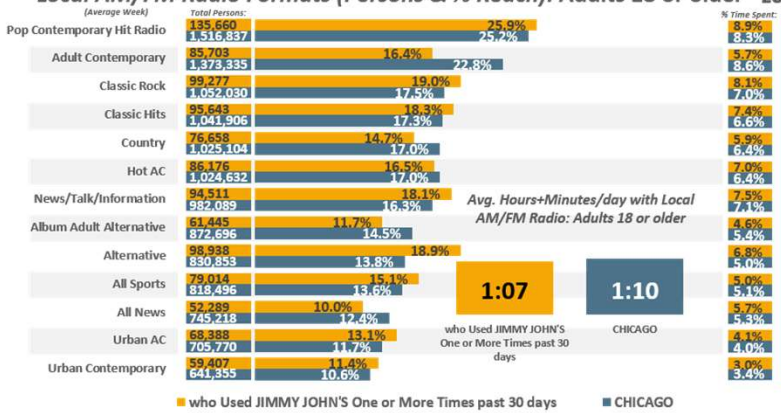
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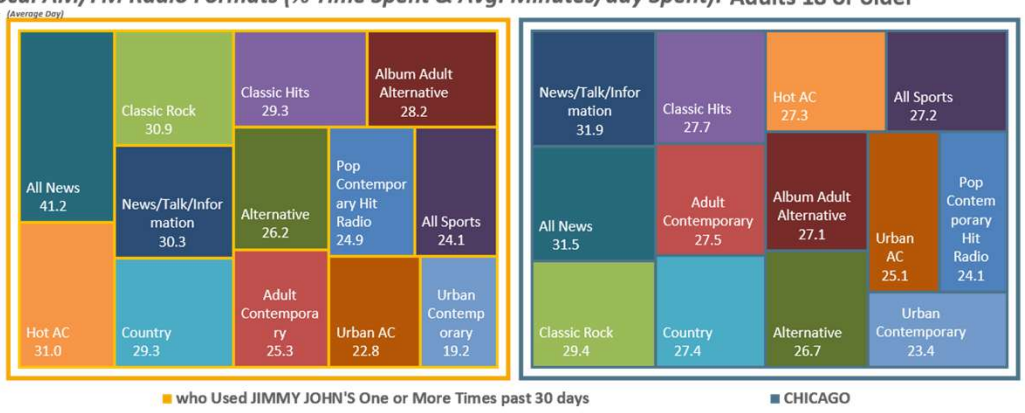
Quick service restaurants used past 30 days: Portillo's

504,185 or 80.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Rock, Alternative, Classic Hits, and Hot AC.

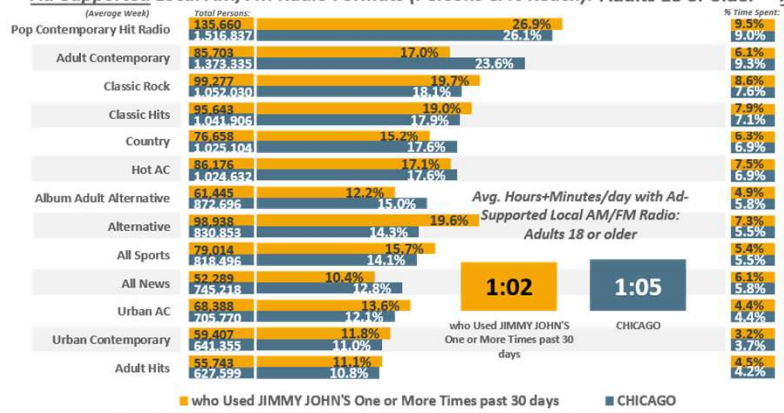
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



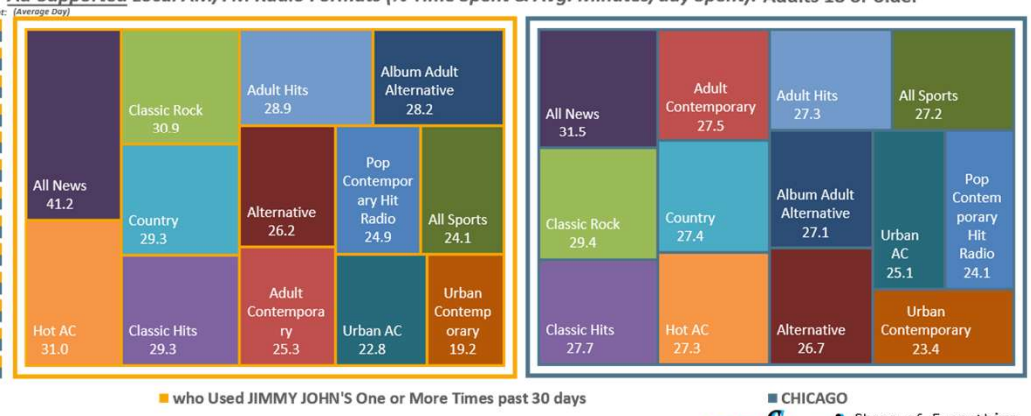
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

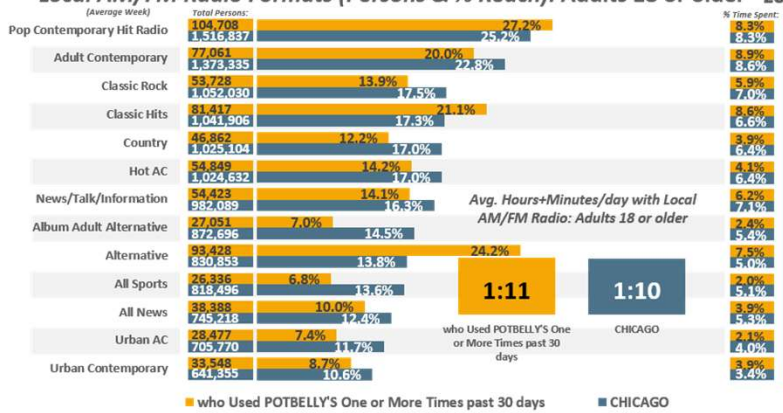
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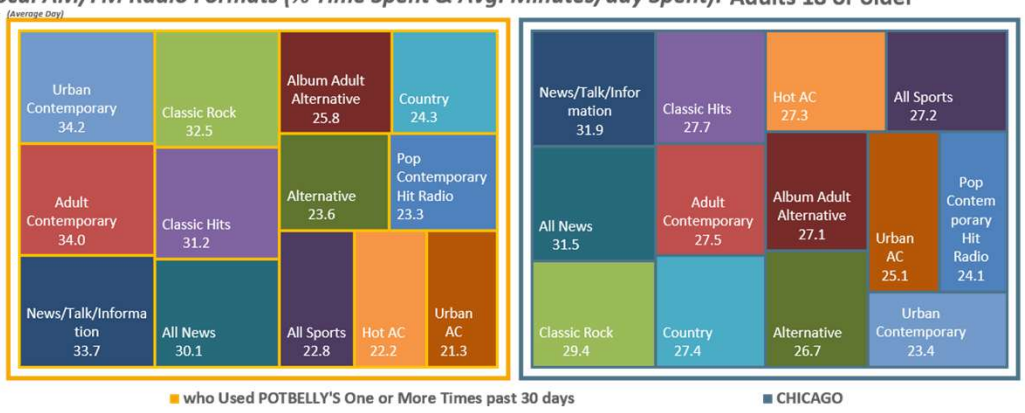
Quick service restaurants used past 30 days: Jimmy John's

363,803 or 84.4% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Alternative, Adult Hits, Classic Hits, and Adult Contemporary.

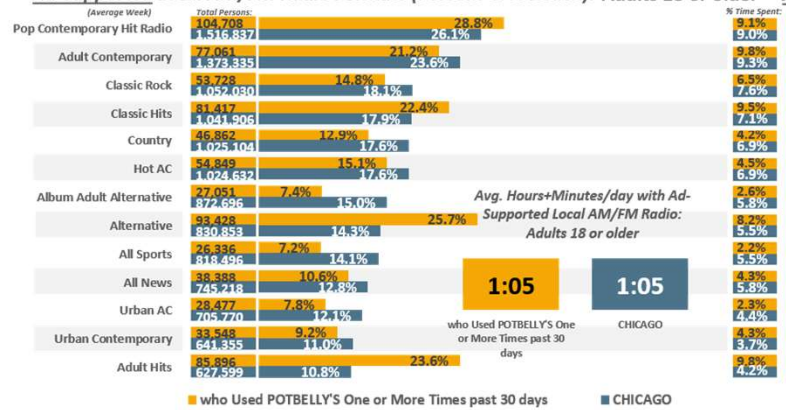
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



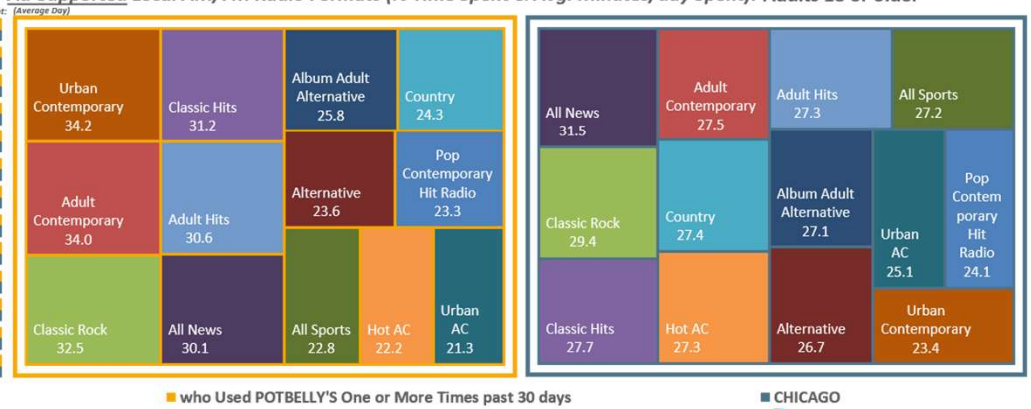
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

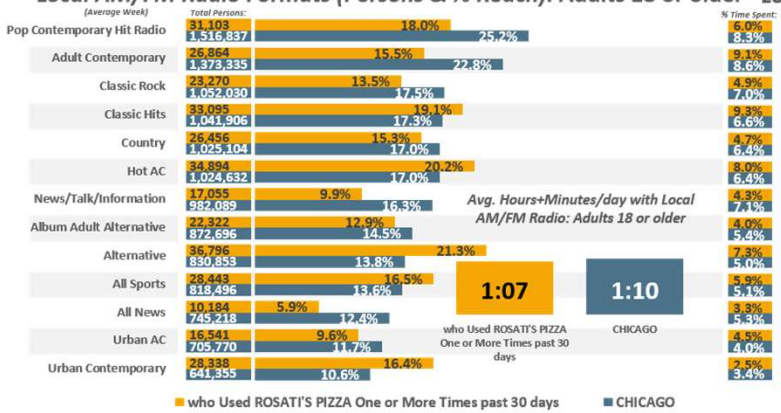
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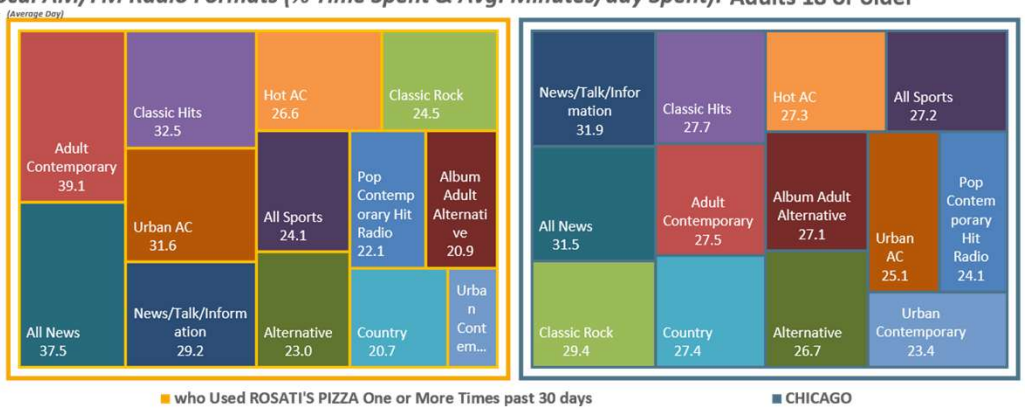
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

164,124 or 71.3% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and All Sports.

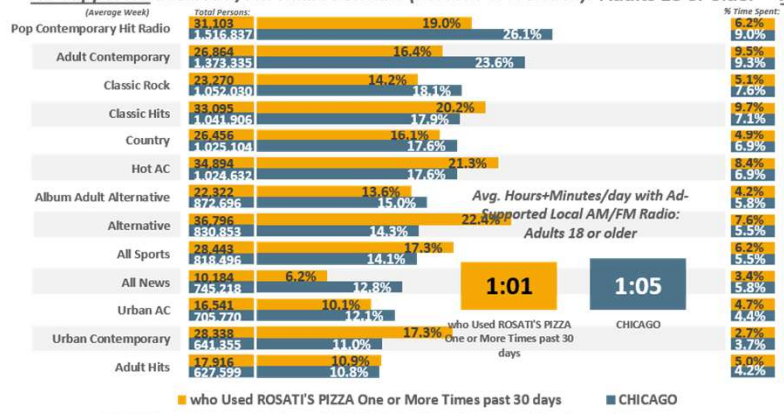
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



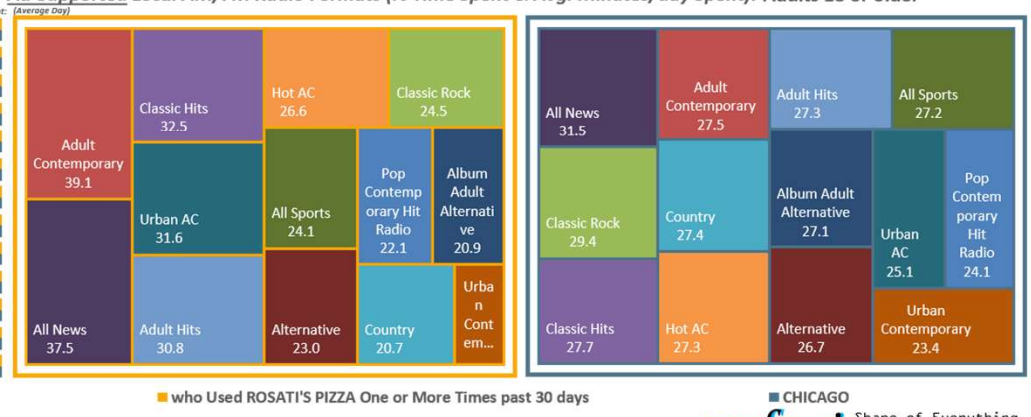
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

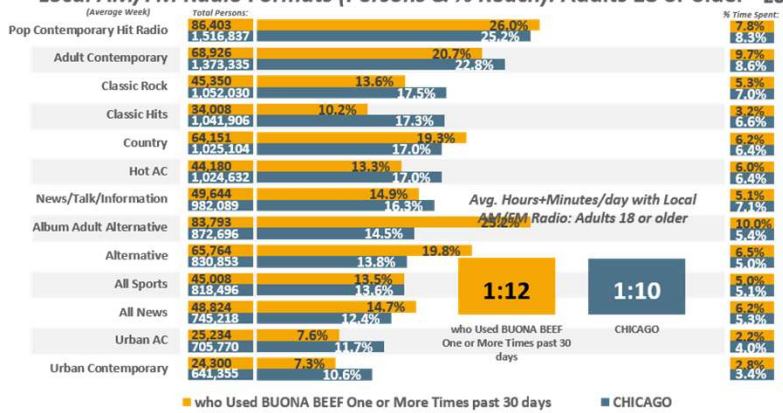
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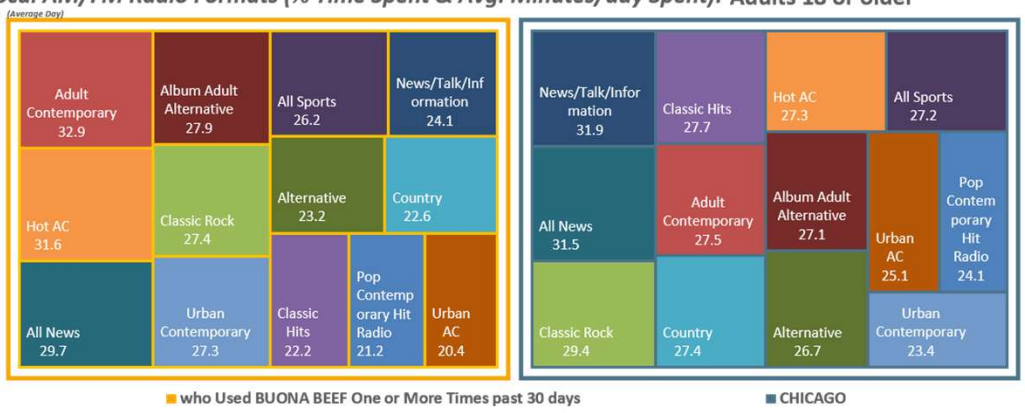
Quick service restaurants used past 30 days: Rosati's Pizza

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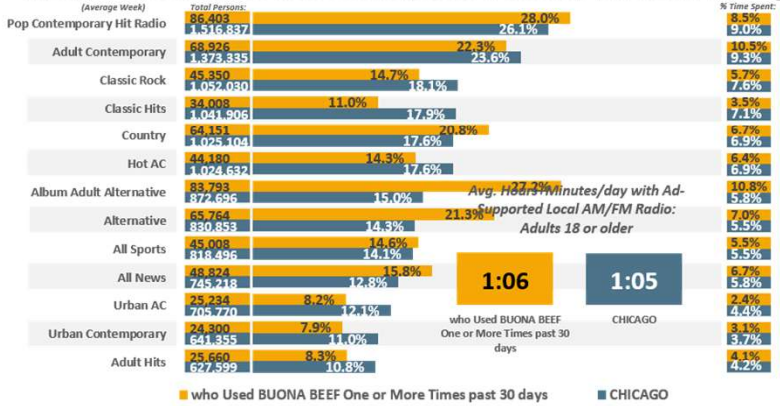
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



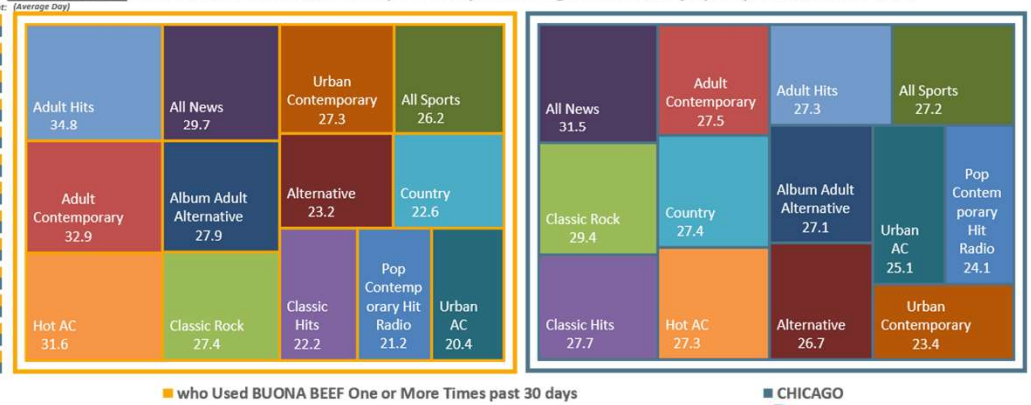
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

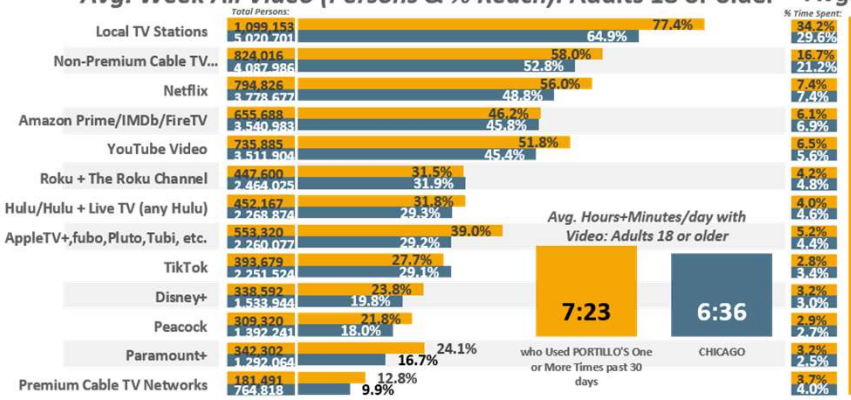
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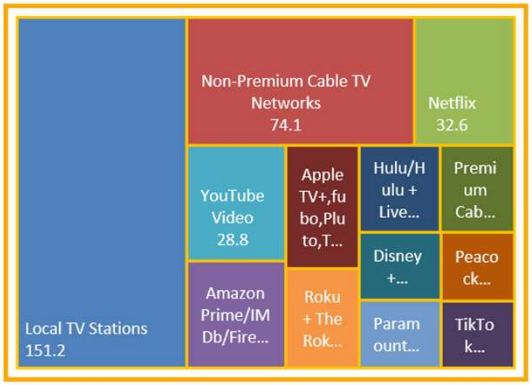
Quick service restaurants used past 30 days: Buona

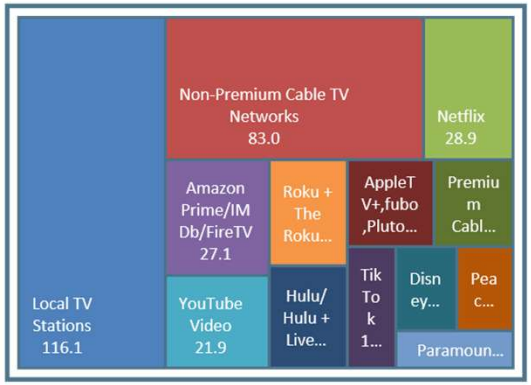
1,080,000 or 76.1% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 144.3 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.

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

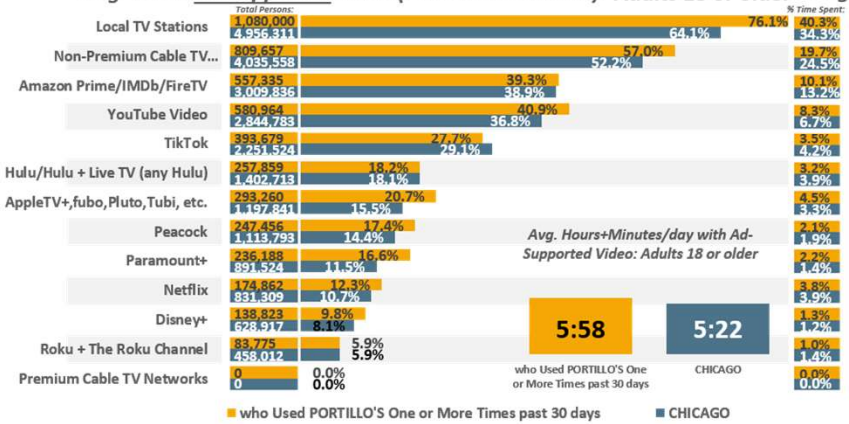


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

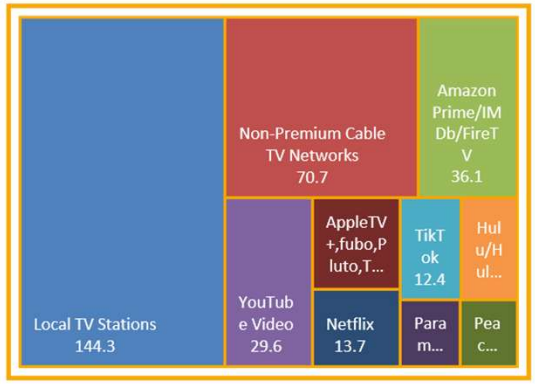


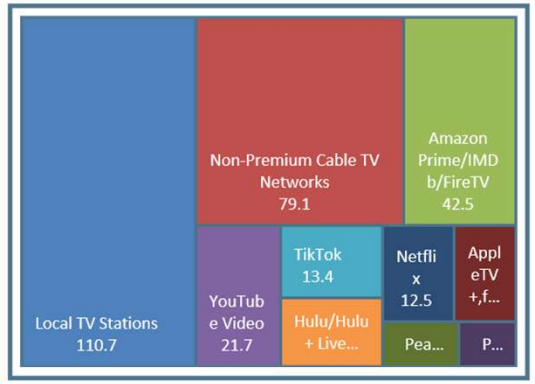


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

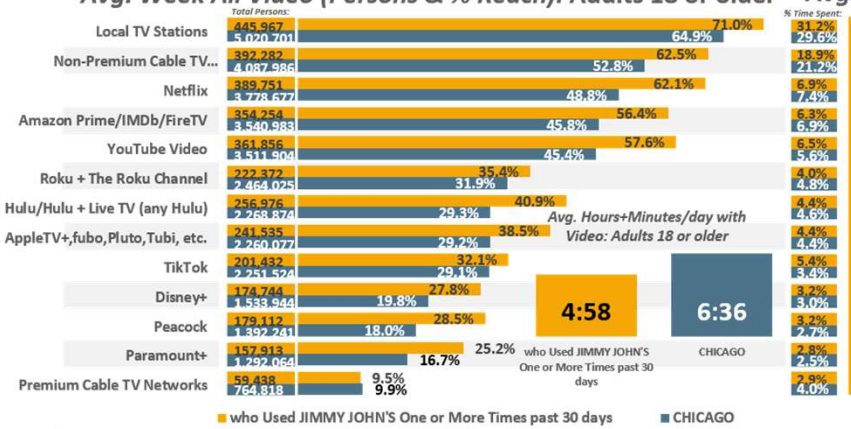
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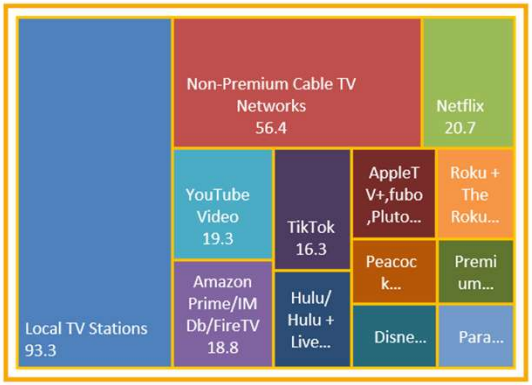
Quick service restaurants used past 30 days: Portillo's

441,314 or 70.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

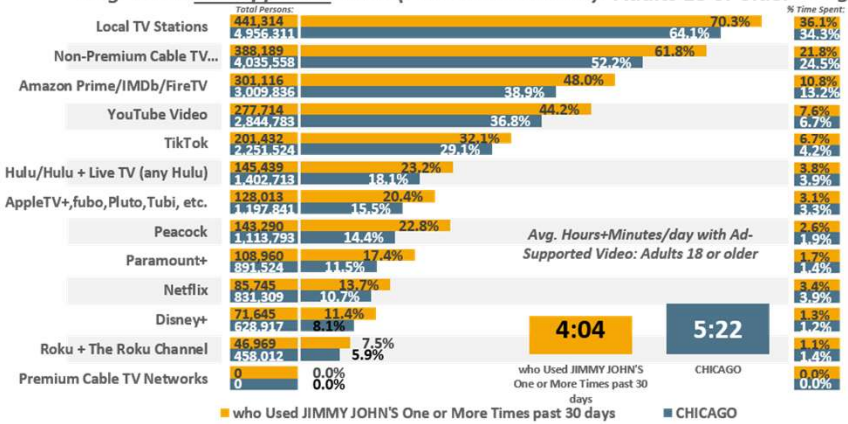
Avg. Week All Video (Persons & % Reach): Adults 18 or older



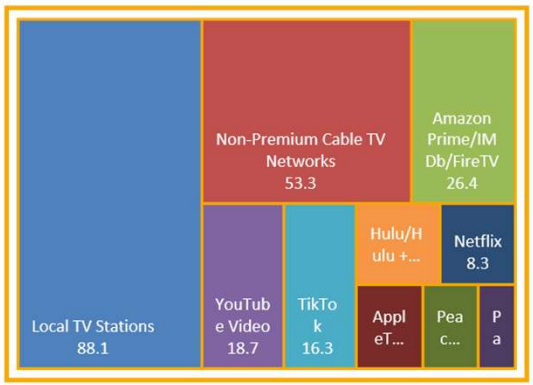
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

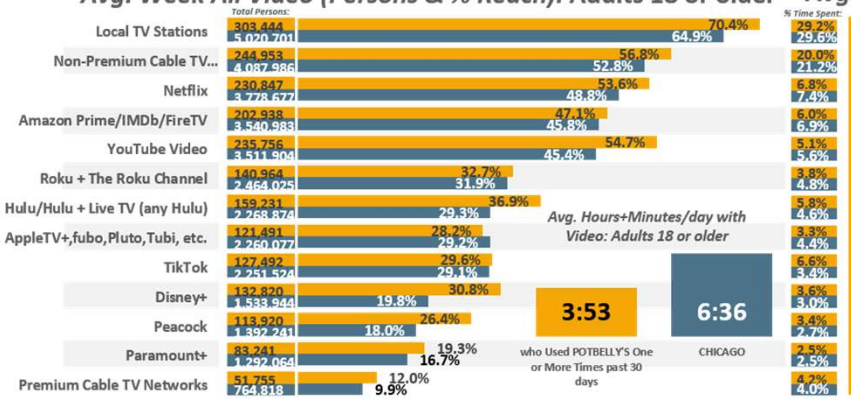
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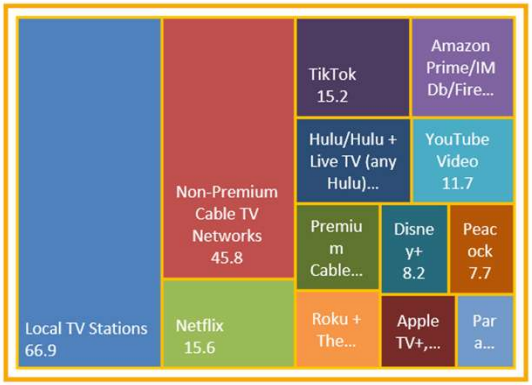
Quick service restaurants used past 30 days: Jimmy John's

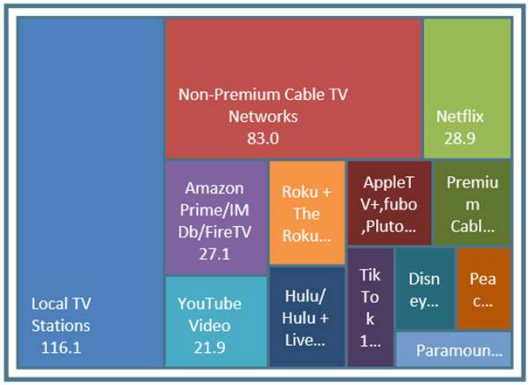
297,473 or 69.% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

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

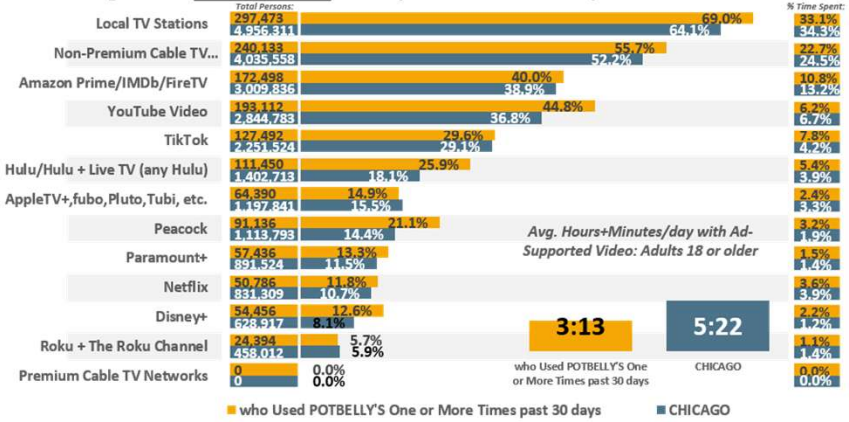


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

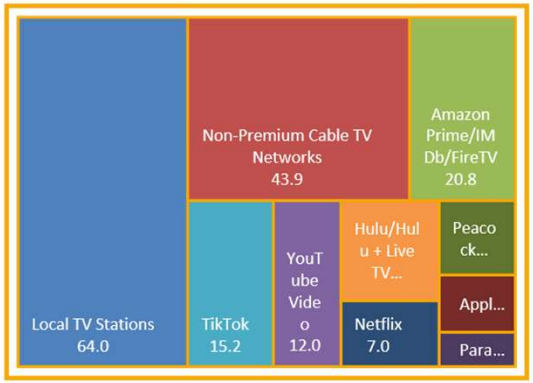


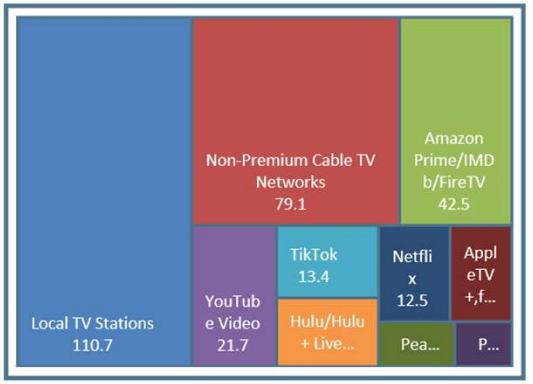


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

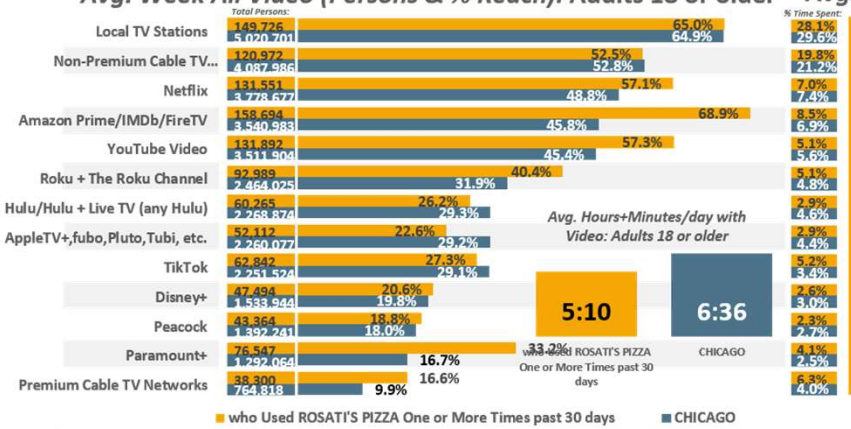
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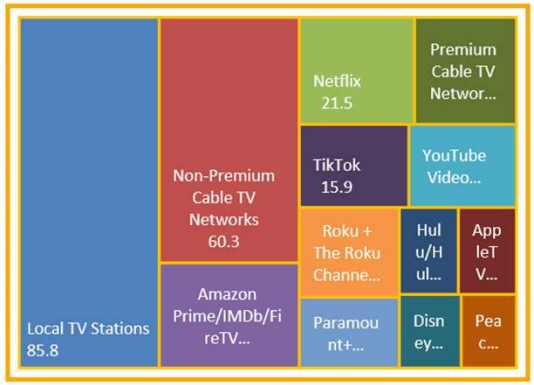
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

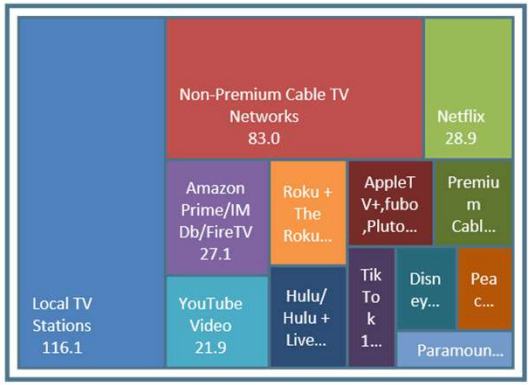
148,646 or 64.6% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

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

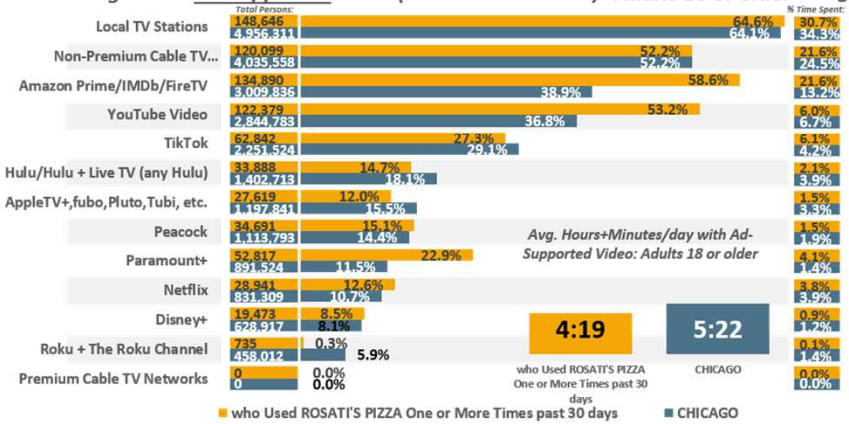


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

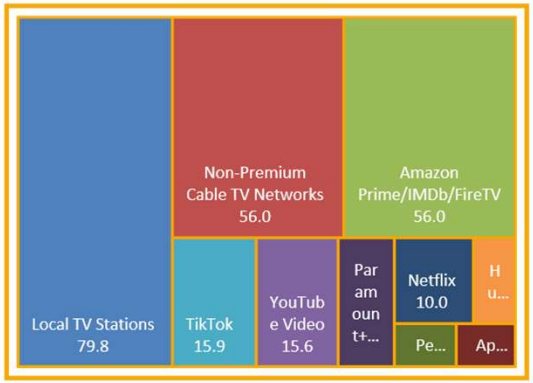


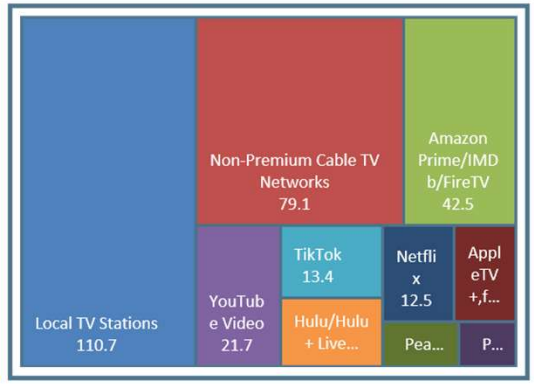


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

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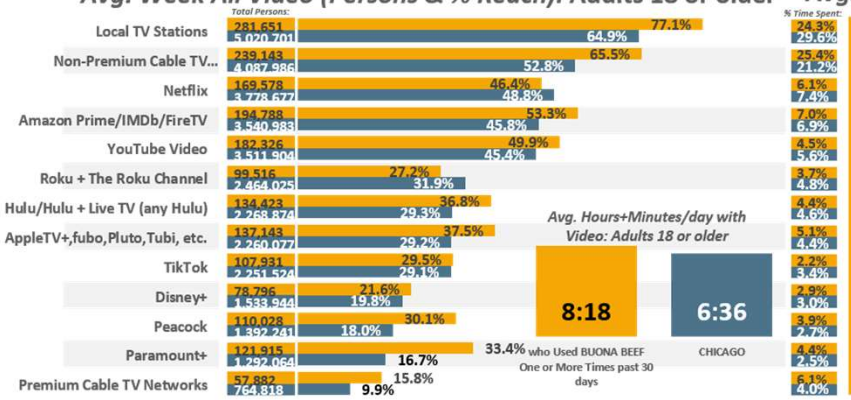
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Quick service restaurants used past 30 days: Rosati's Pizza

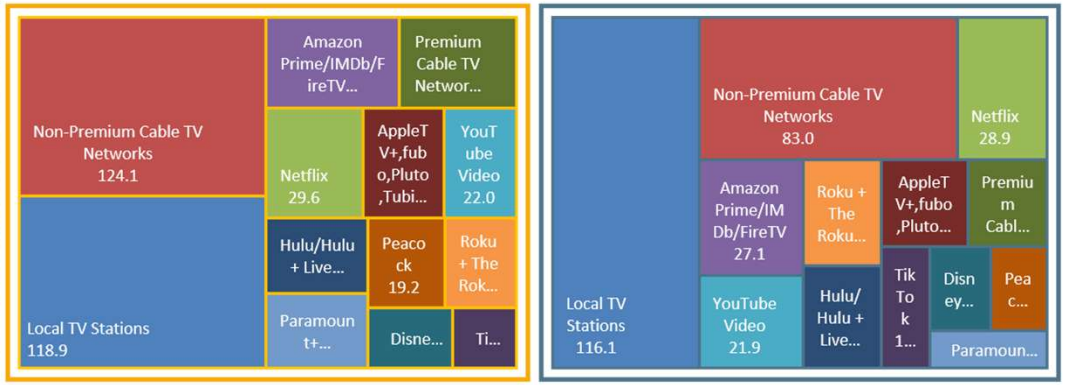
BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF
CHI

280,139 or 76.7% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 113.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

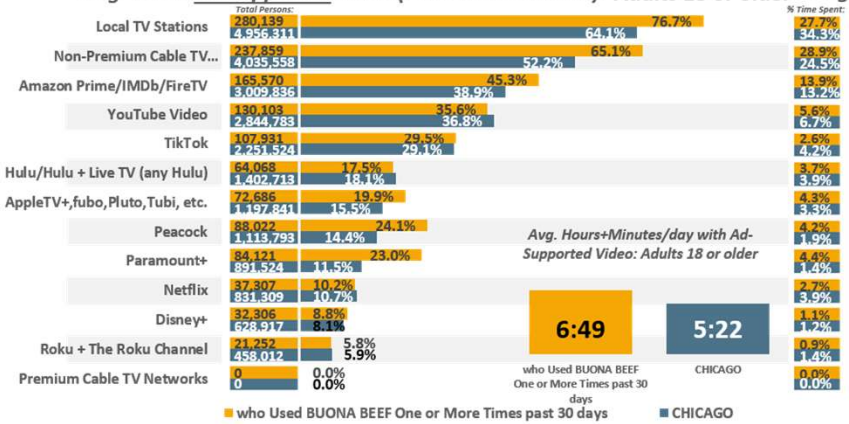
Avg. Week All Video (Persons & % Reach): Adults 18 or older



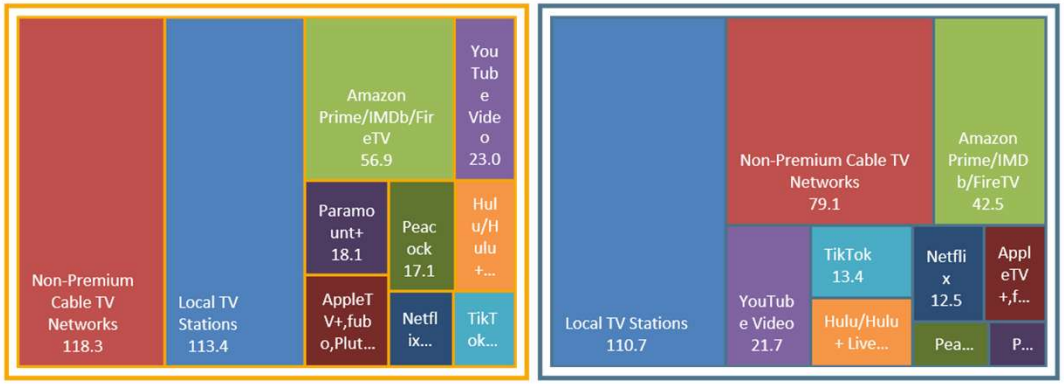
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



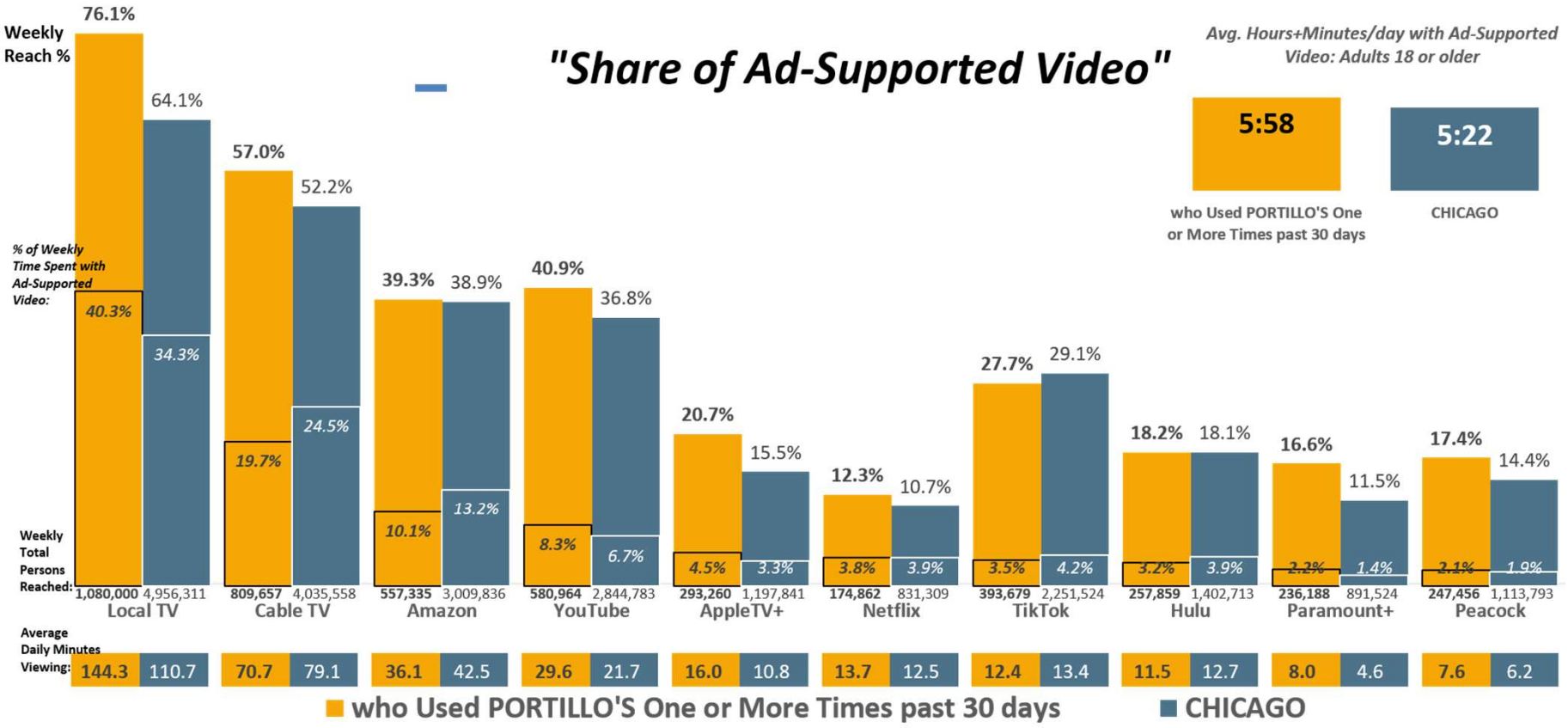
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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Quick service restaurants used past 30 days: Buona

1,080,000 or 76.1% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 144.3 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.



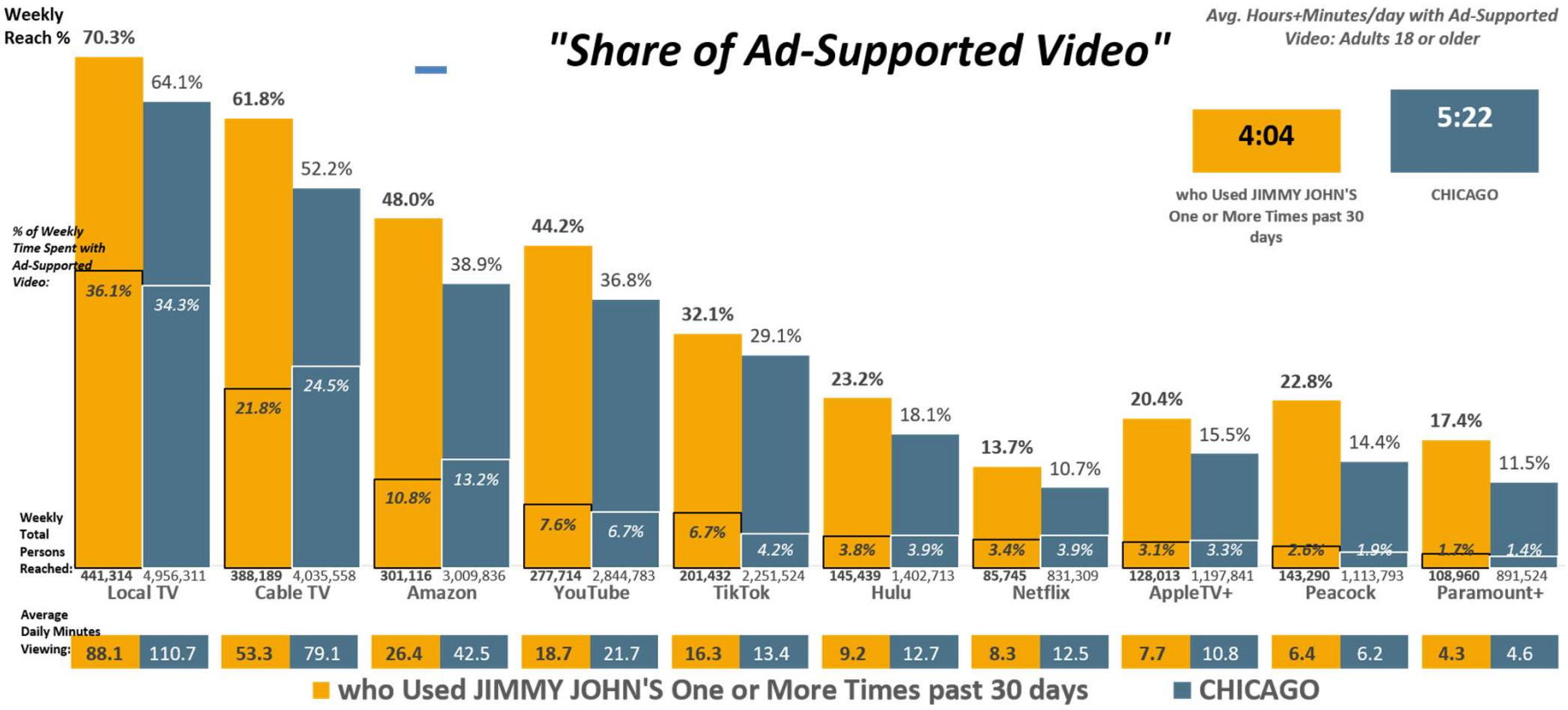
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Portillo's

441,314 or 70.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 88.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.



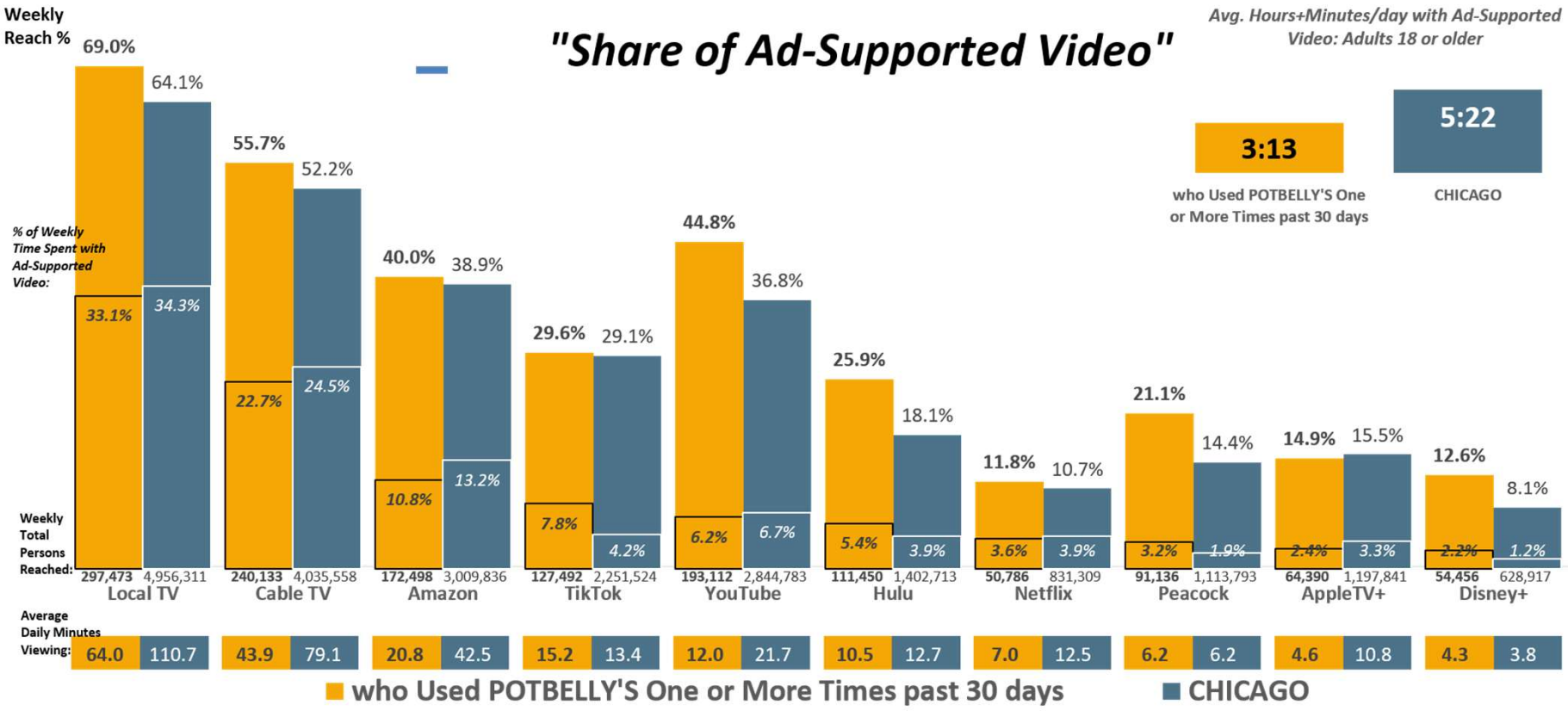
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Quick service restaurants used past 30 days: Jimmy John's

297,473 or 69.% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 64. minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.



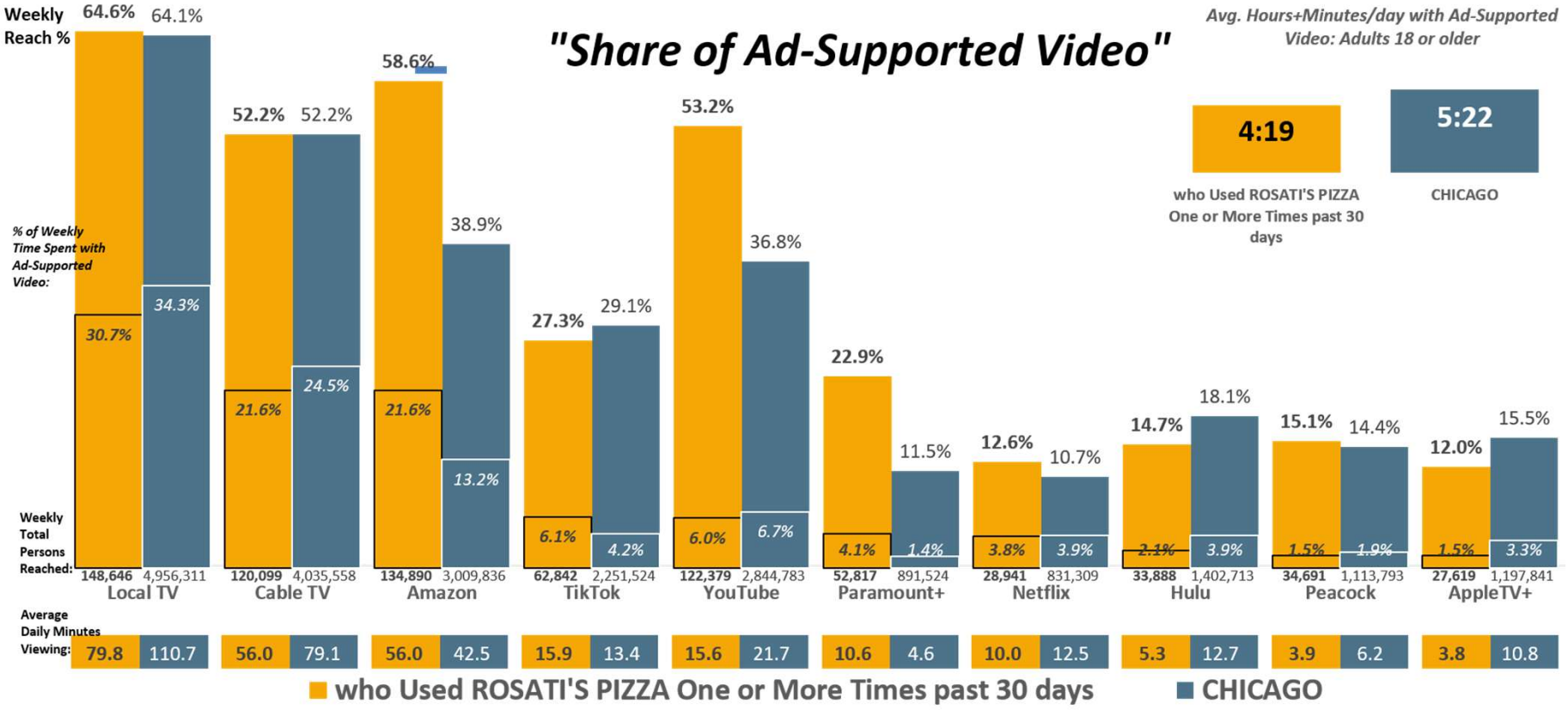
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

148,646 or 64.6% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 79.8 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



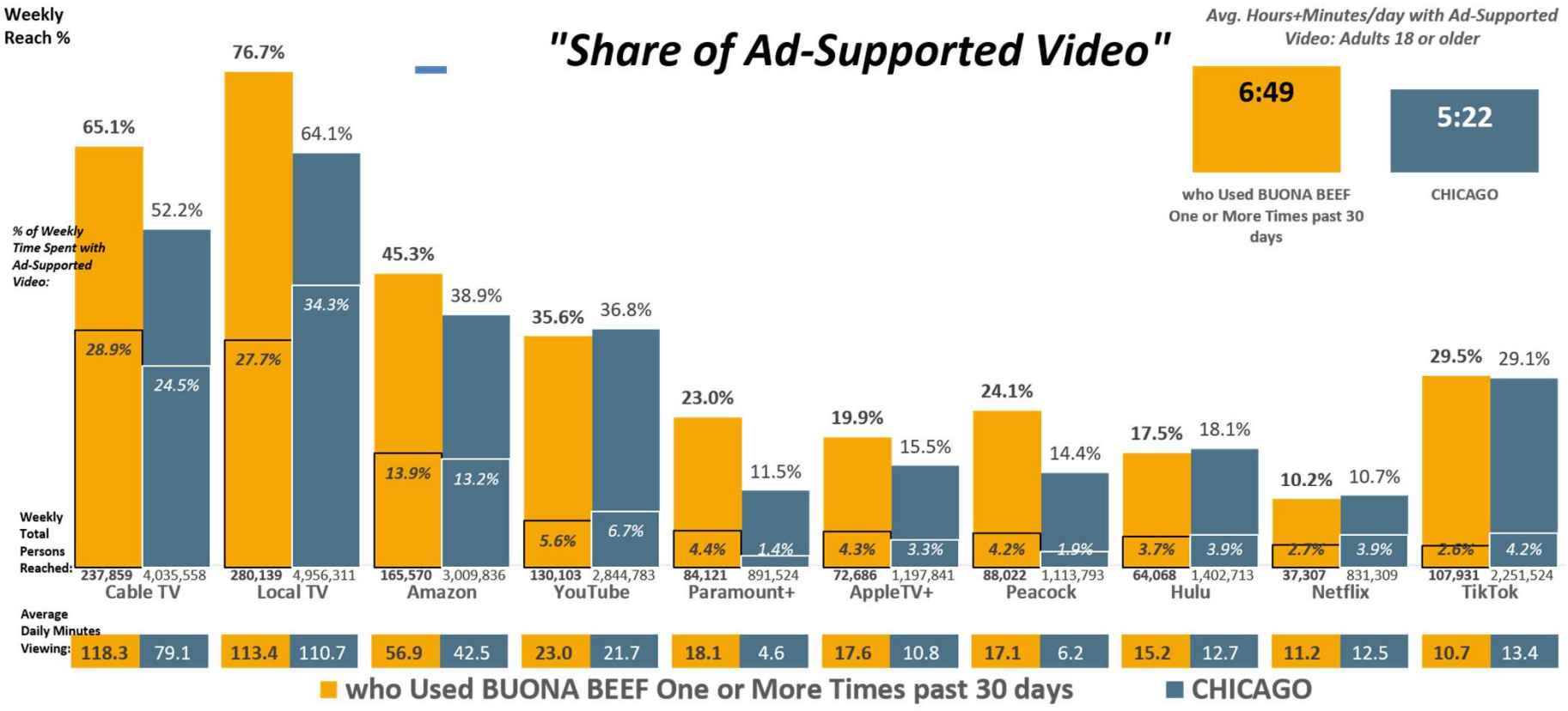
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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

280,139 or 76.7% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days watch Ad-Supported Local TV Stations for an average of 113.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



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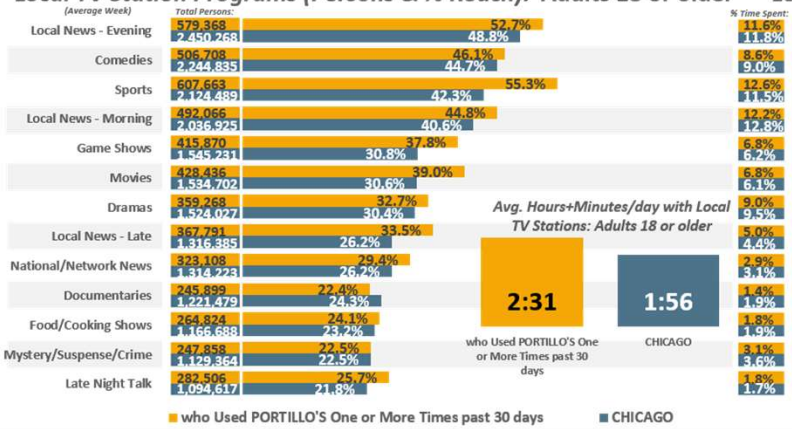
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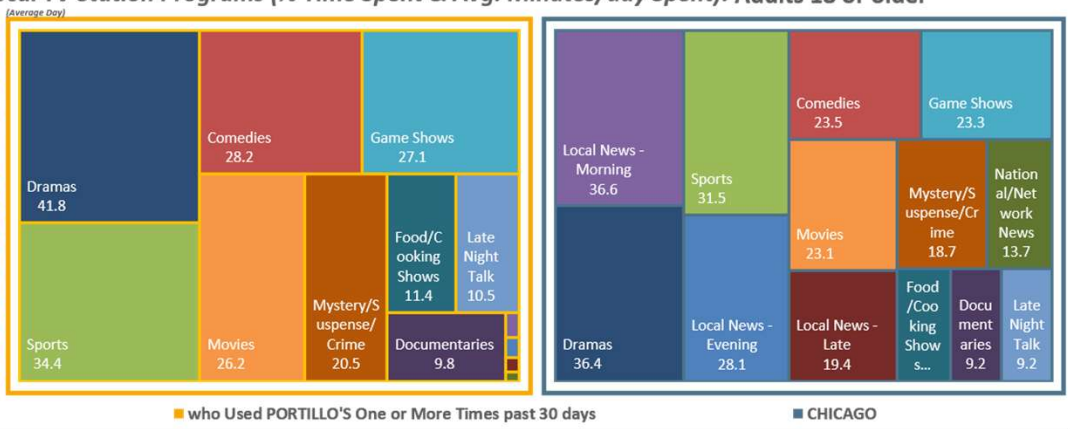
Quick service restaurants used past 30 days: Buona

1,080,000 or 76.1% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

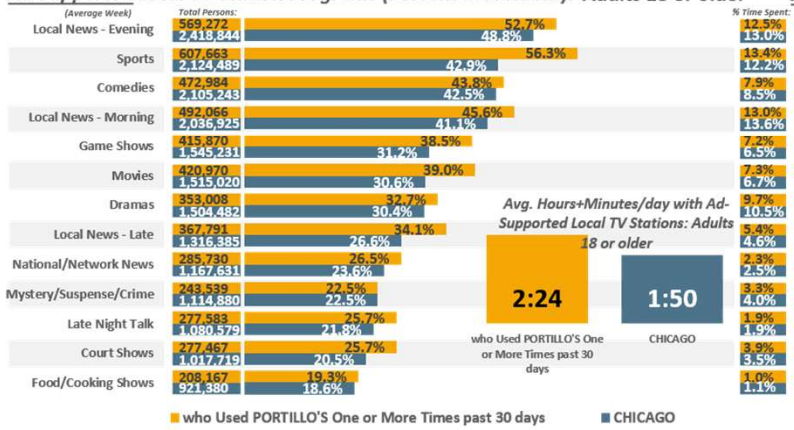
Local TV Station Programs (Persons & % Reach): Adults 18 or older



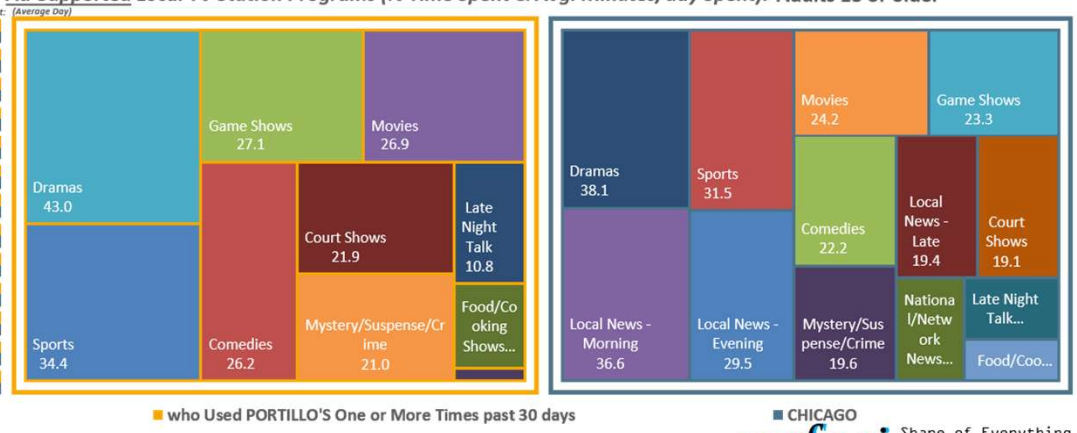
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

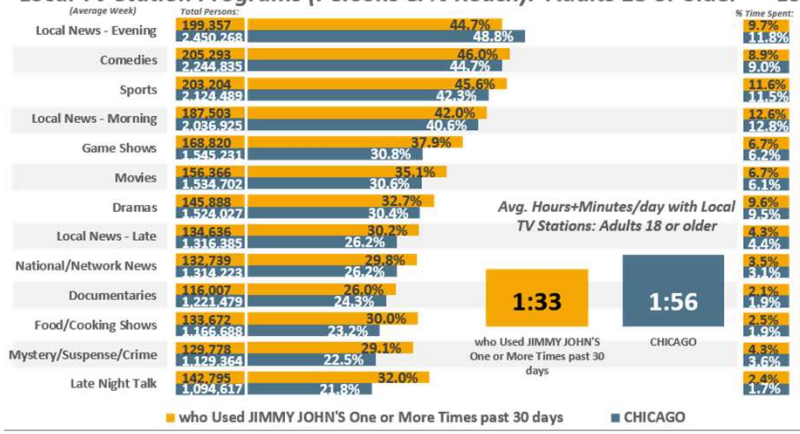
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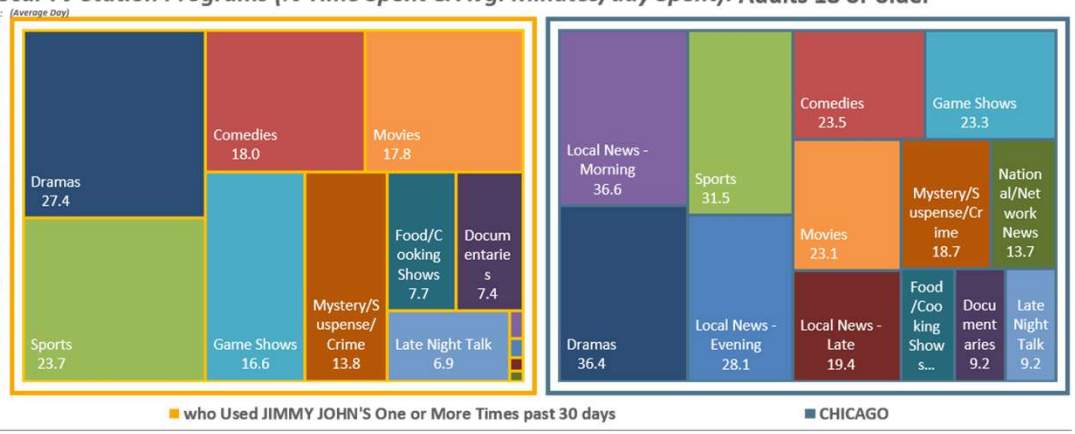
Quick service restaurants used past 30 days: Portillo's

441,314 or 70.3% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

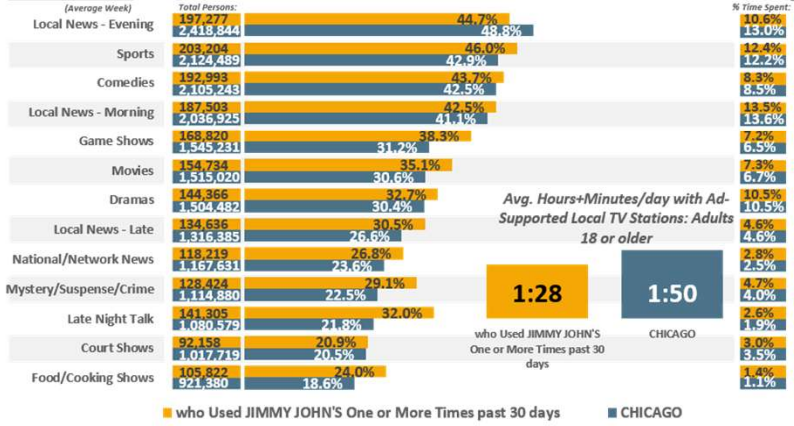
Local TV Station Programs (Persons & % Reach): Adults 18 or older



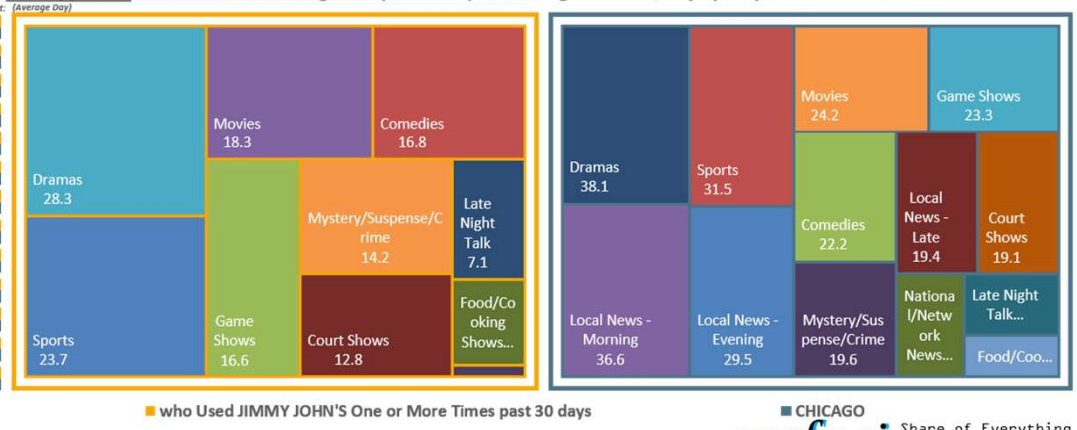
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

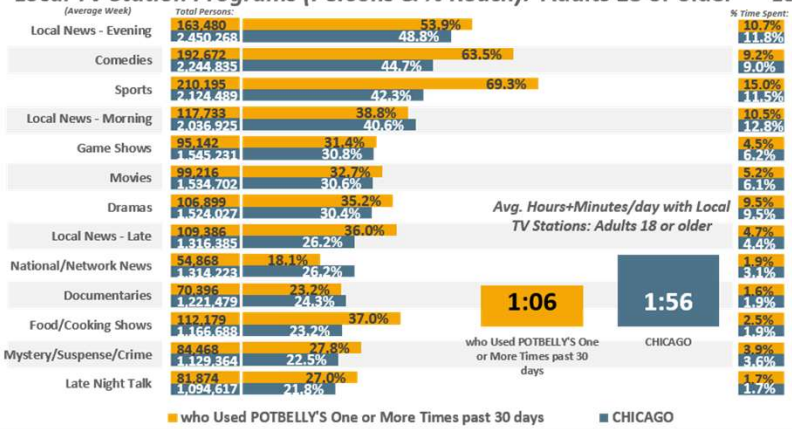
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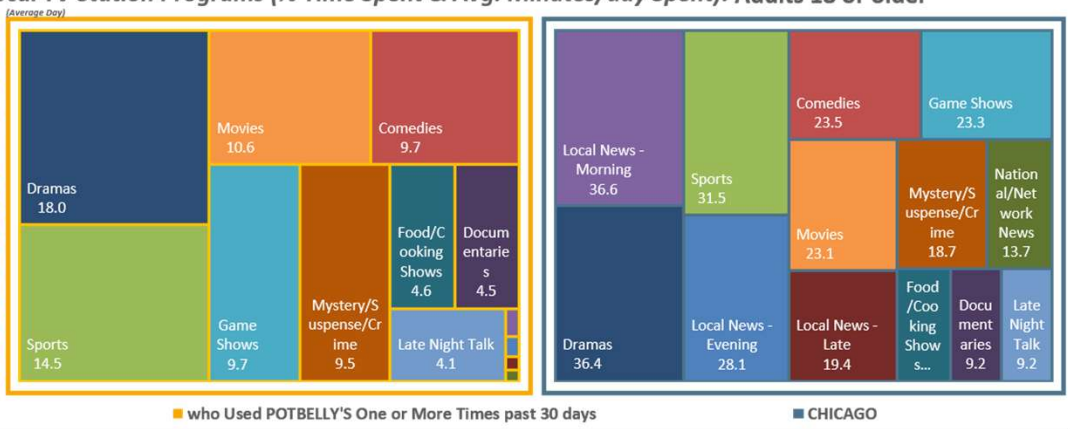
Quick service restaurants used past 30 days: Jimmy John's

297,473 or 69.% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Dramas.

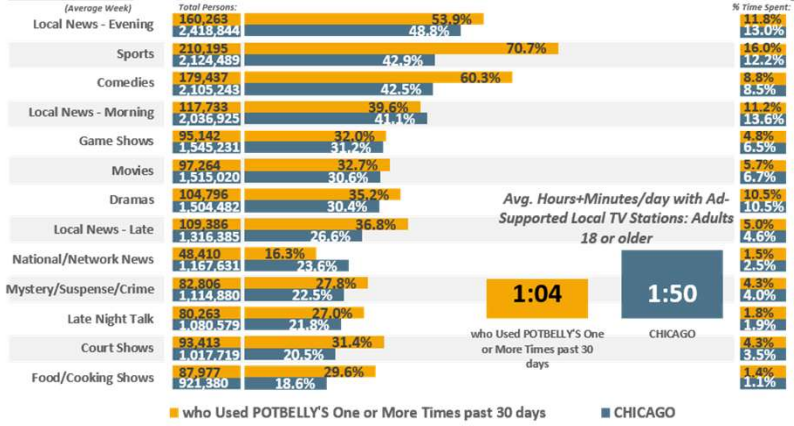
Local TV Station Programs (Persons & % Reach): Adults 18 or older



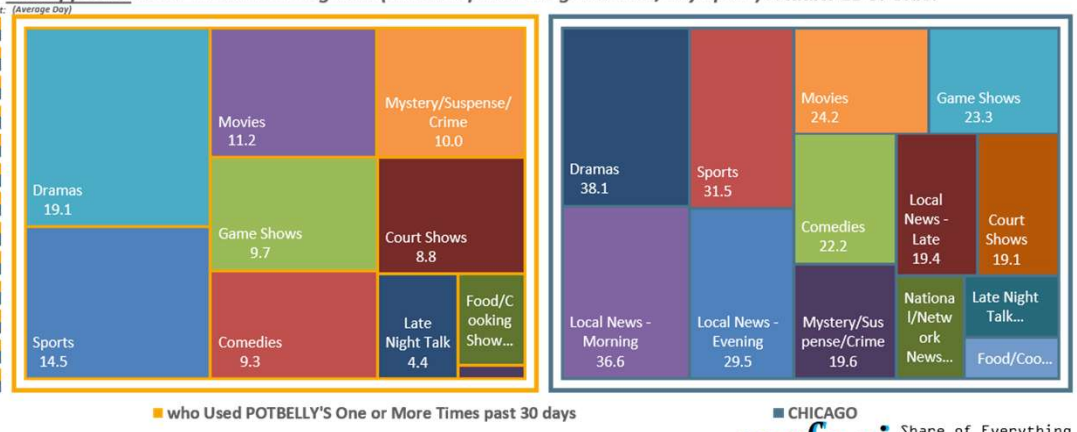
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

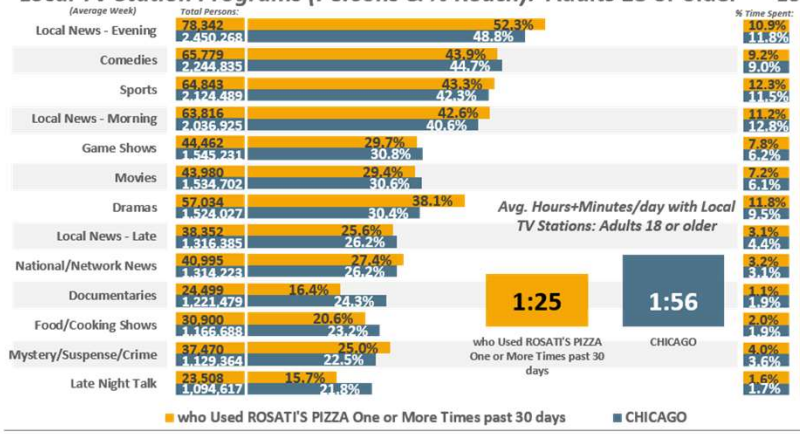
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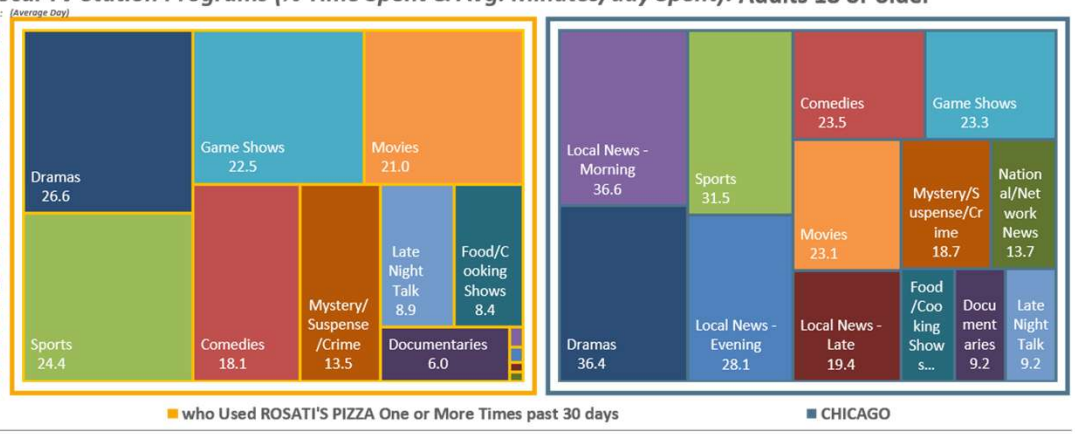
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

148,646 or 64.6% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and Game Shows.

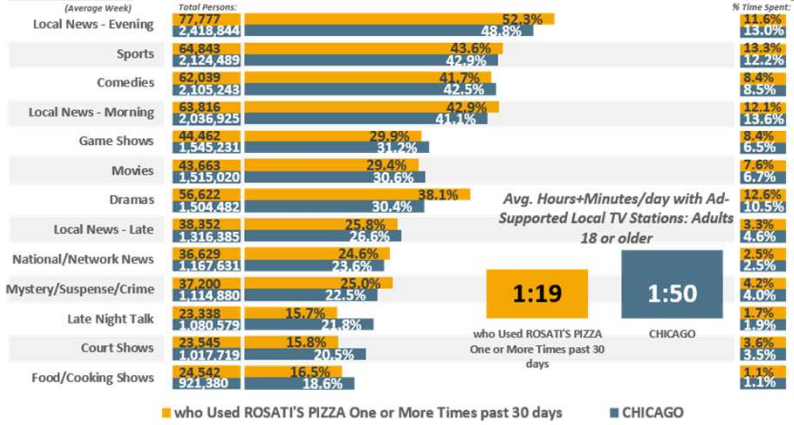
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

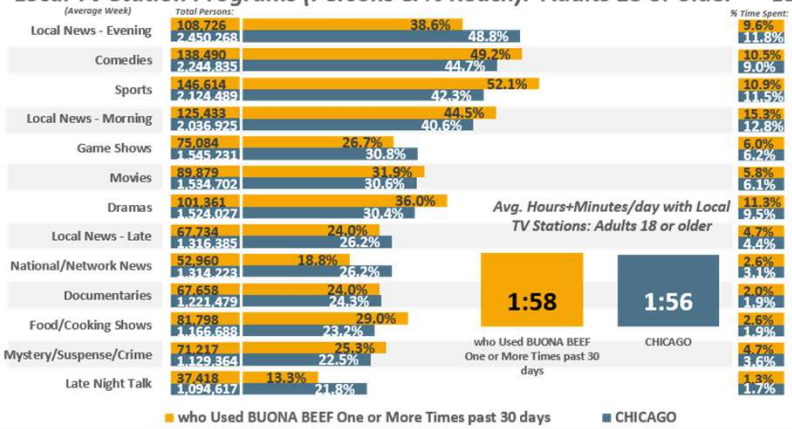
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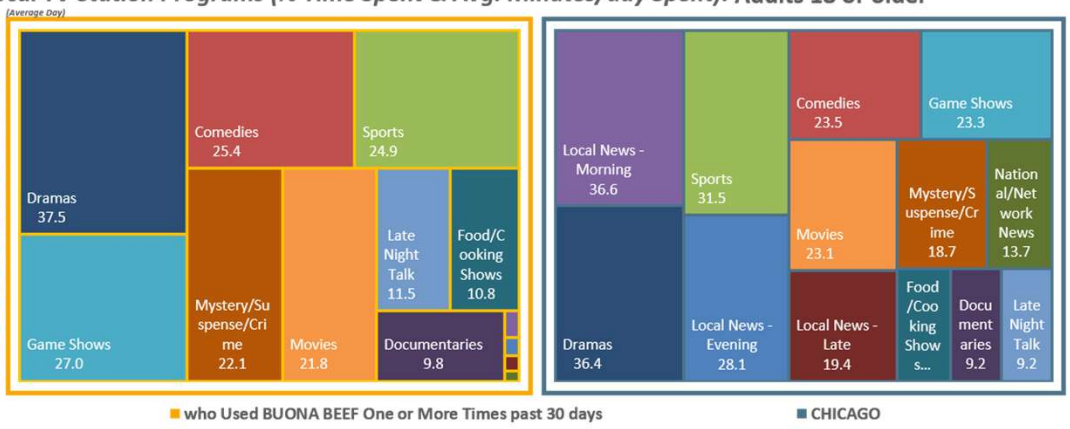
Quick service restaurants used past 30 days: Rosati's Pizza

280,139 or 76.7% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Dramas, and Movies.

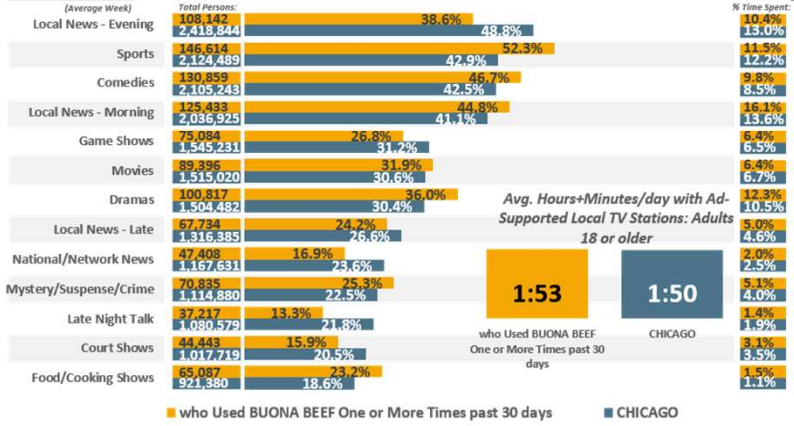
Local TV Station Programs (Persons & % Reach): Adults 18 or older



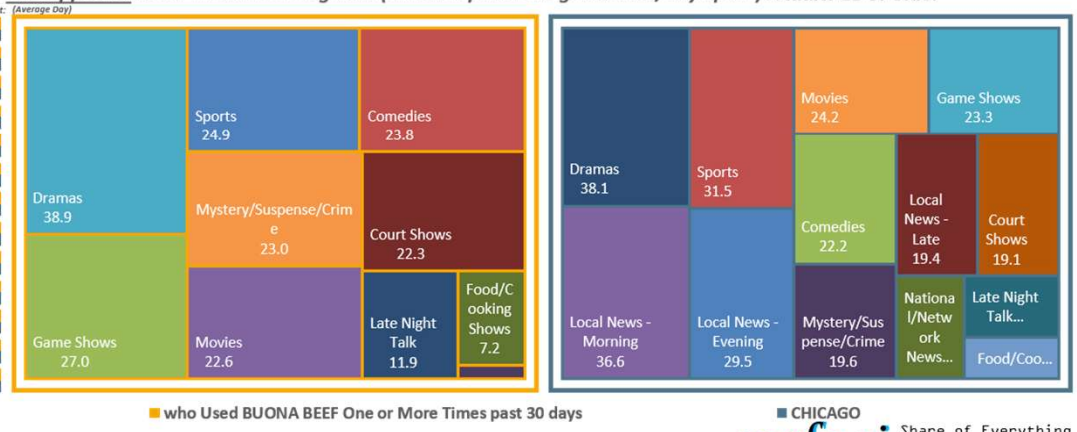
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

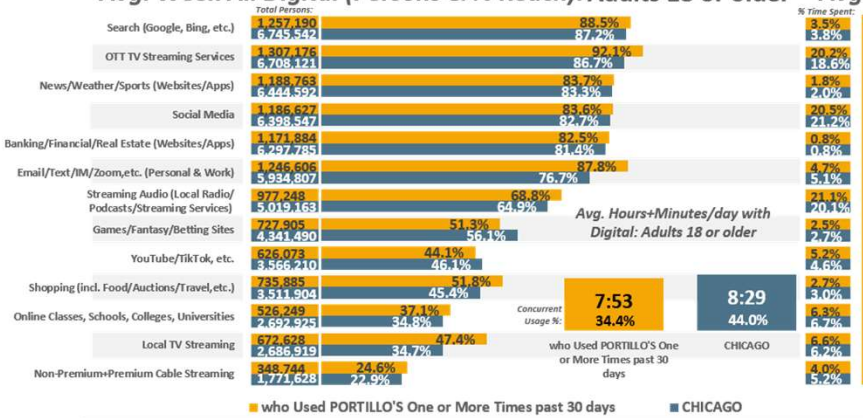
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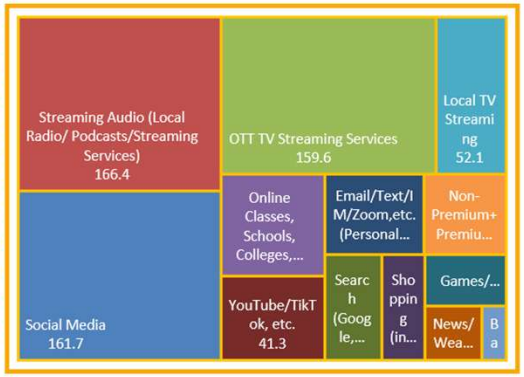
Quick service restaurants used past 30 days: Buona

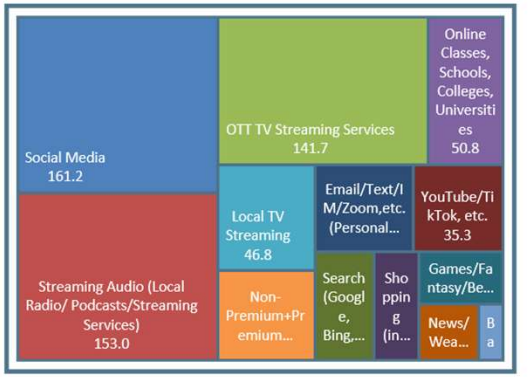
1,051,148 or 74.% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days use Ad-Supported Social Media for an average of 143.3 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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

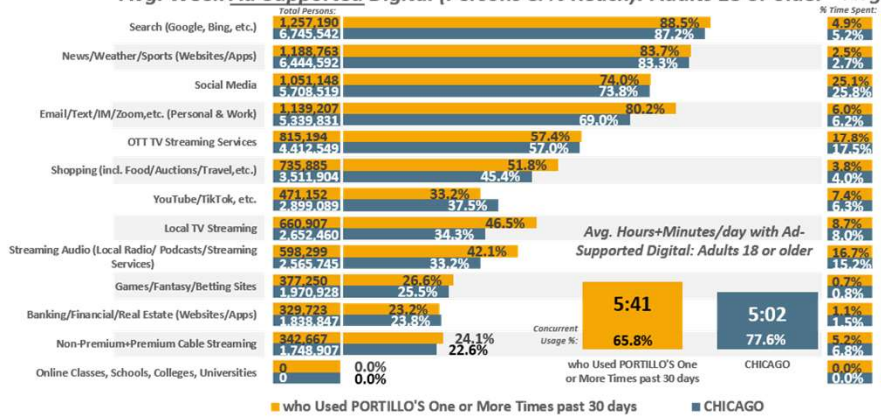


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

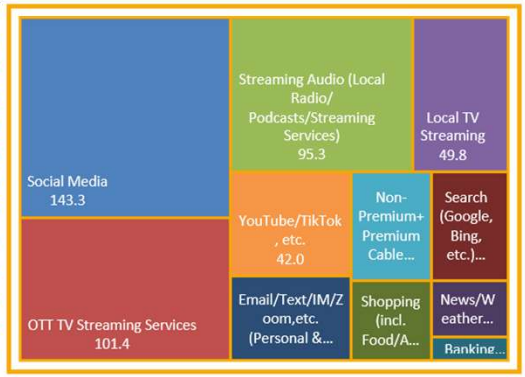


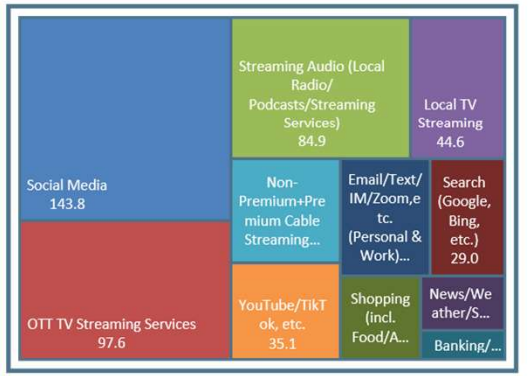


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

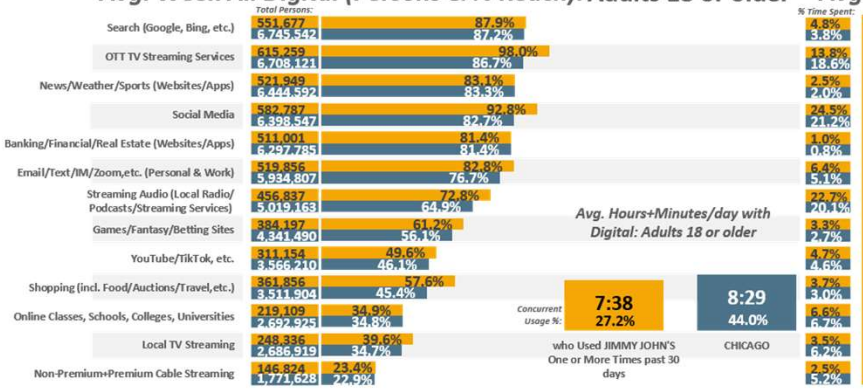
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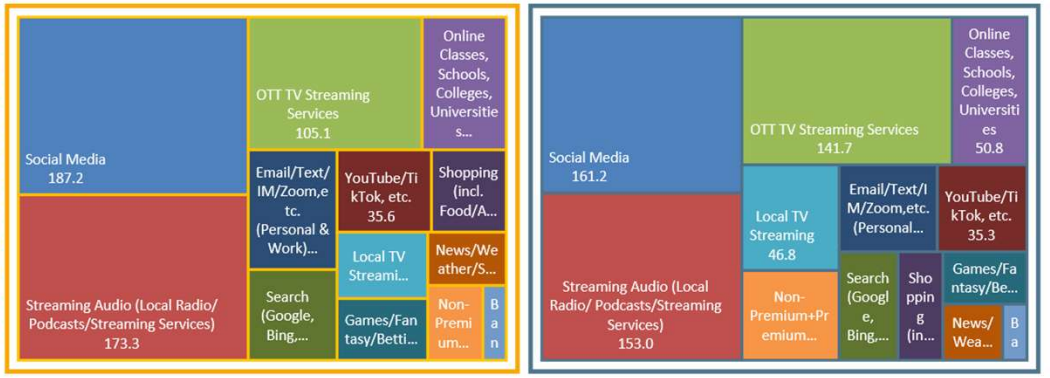
Quick service restaurants used past 30 days: Portillo's

511,223 or 81.4% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days use Ad-Supported Social Media for an average of 164.2 minutes every day representing 29.4% of all time spent daily with Ad-Supported Digital Media.

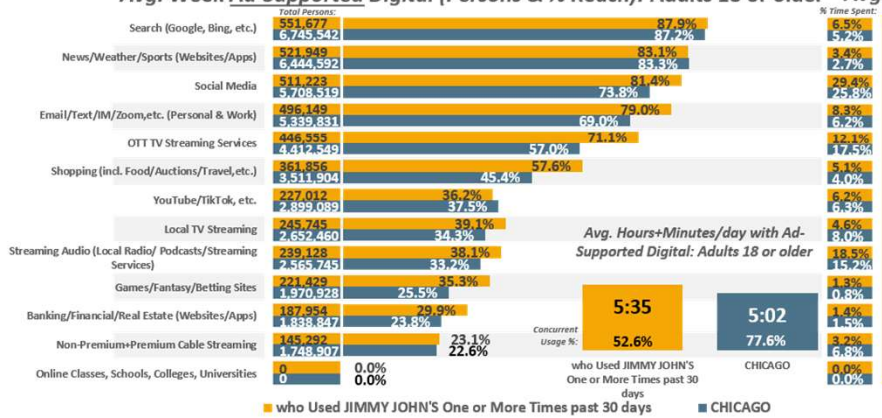
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



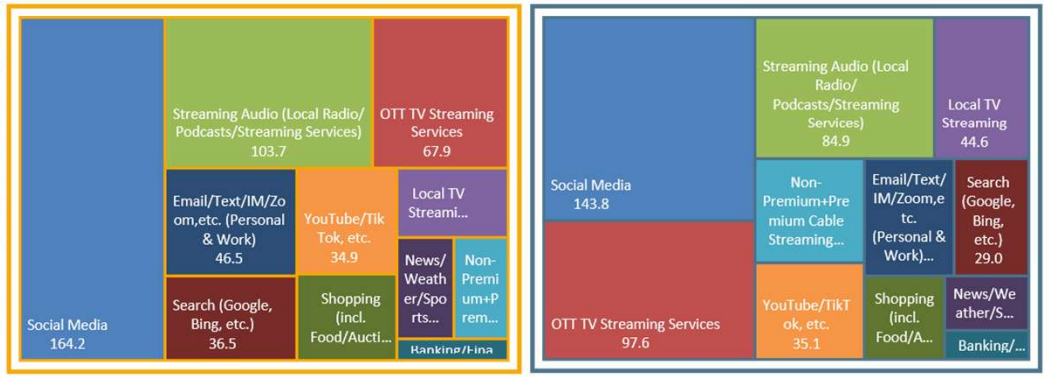
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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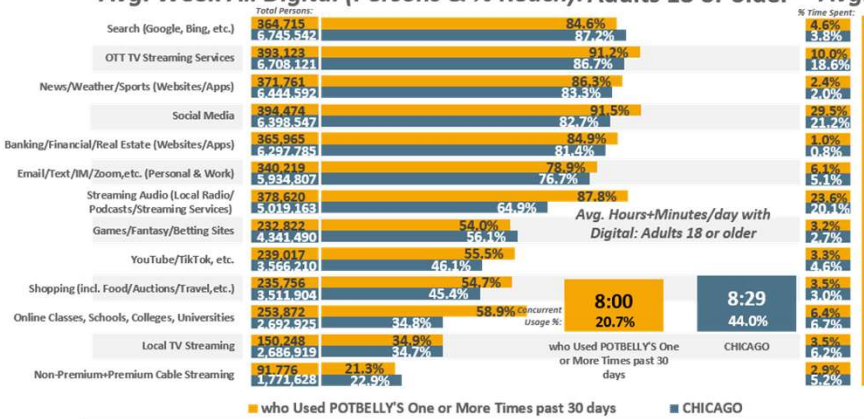
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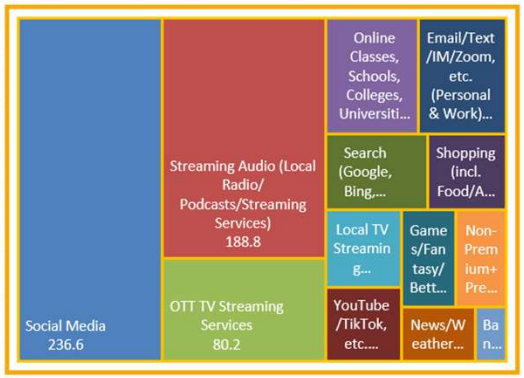
Quick service restaurants used past 30 days: Jimmy John's

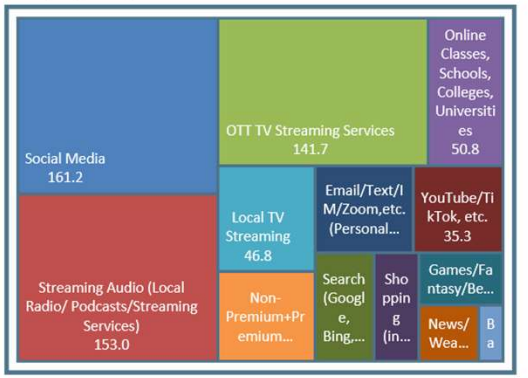
349,563 or 81.1% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days use Ad-Supported Social Media for an average of 209.7 minutes every day representing 35.4% of all time spent daily with Ad-Supported Digital Media.

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



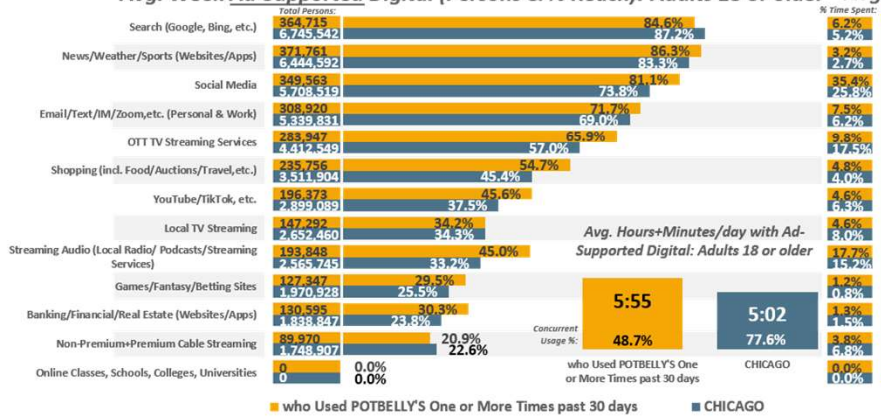
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



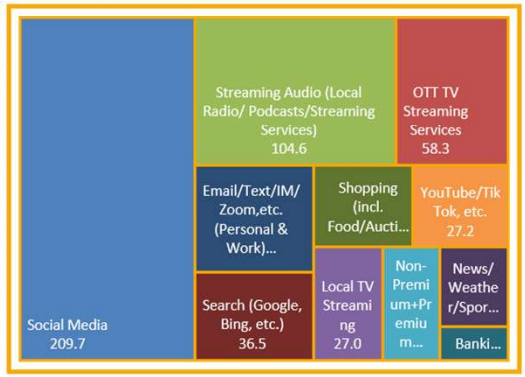


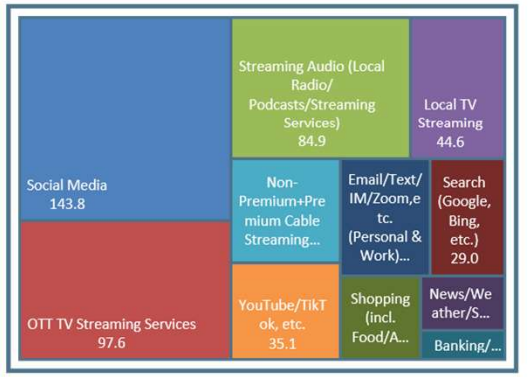
■ who Used POTBELLY'S One or More Times past 30 days ■ CHICAGO

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



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





■ who Used POTBELLY'S One or More Times past 30 days ■ CHICAGO

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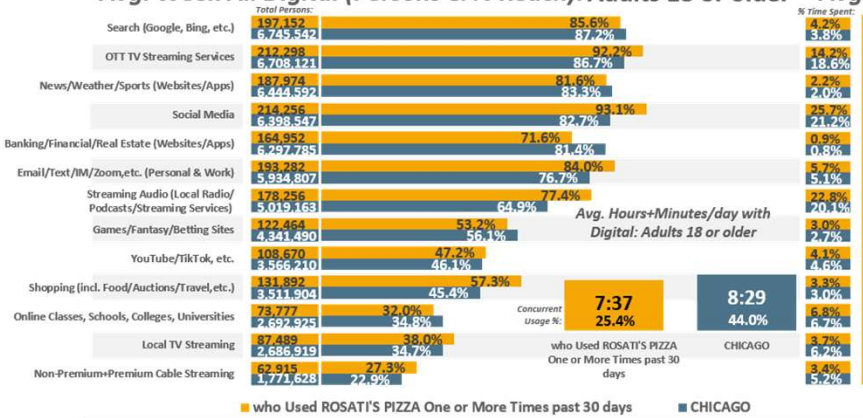
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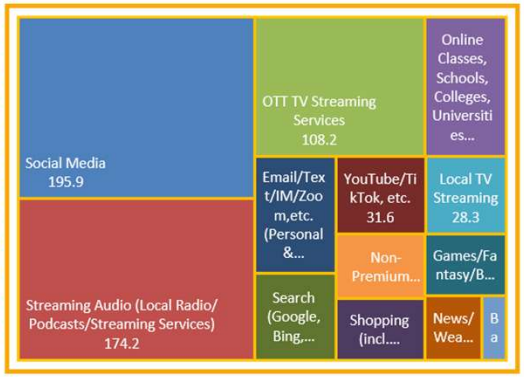
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

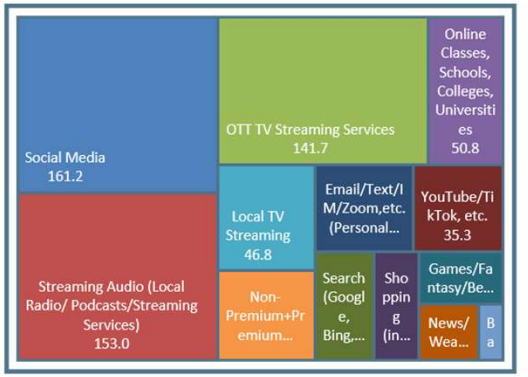
203,255 or 88.3% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days use Ad-Supported Social Media for an average of 185.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

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

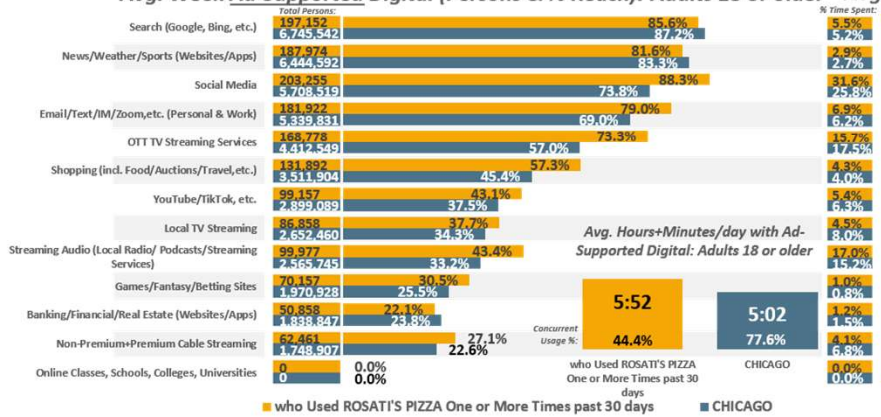


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

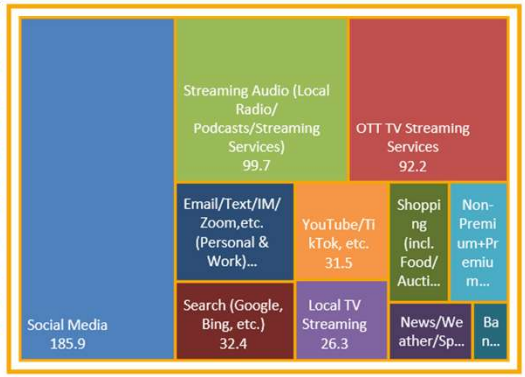


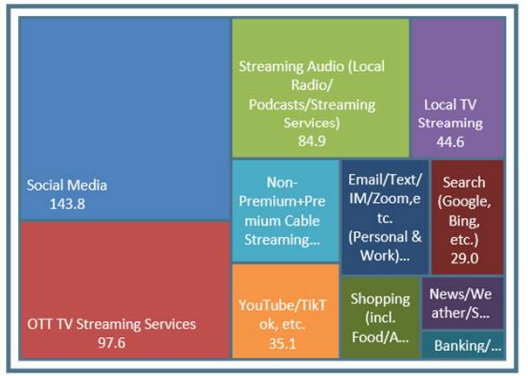


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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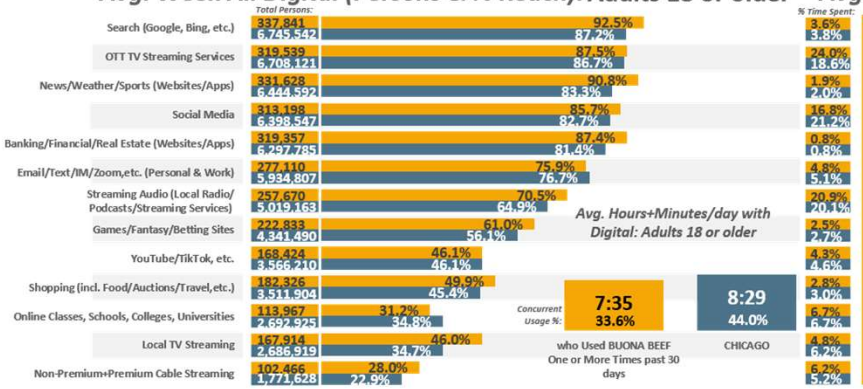
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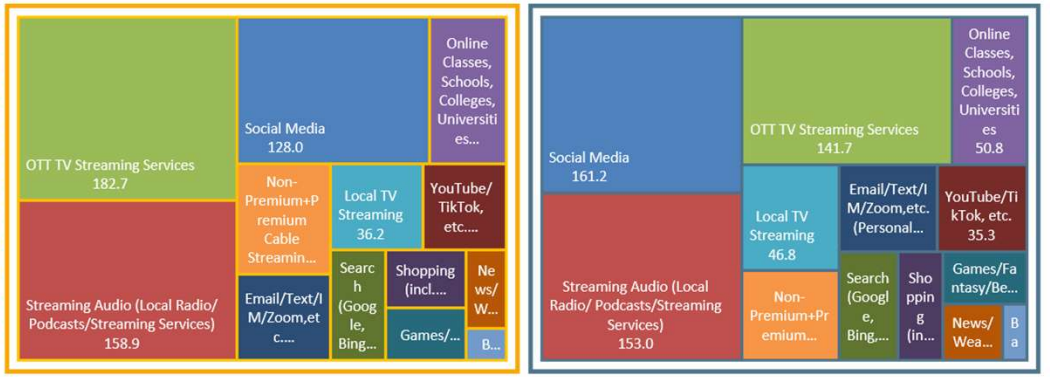
Quick service restaurants used past 30 days: Rosati's Pizza

299,889 or 82.1% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days use Ad-Supported Social Media for an average of 122.5 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

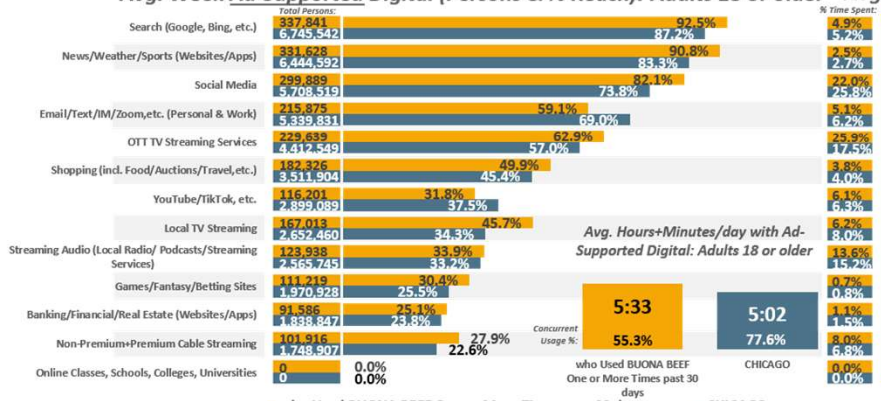
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



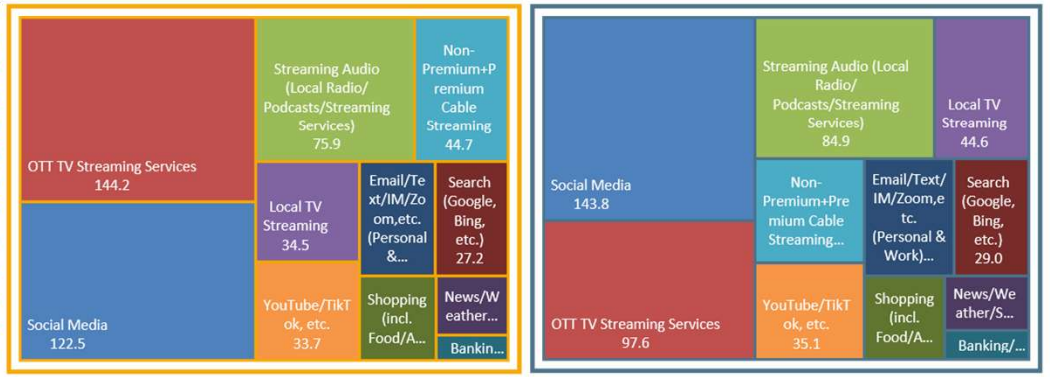
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



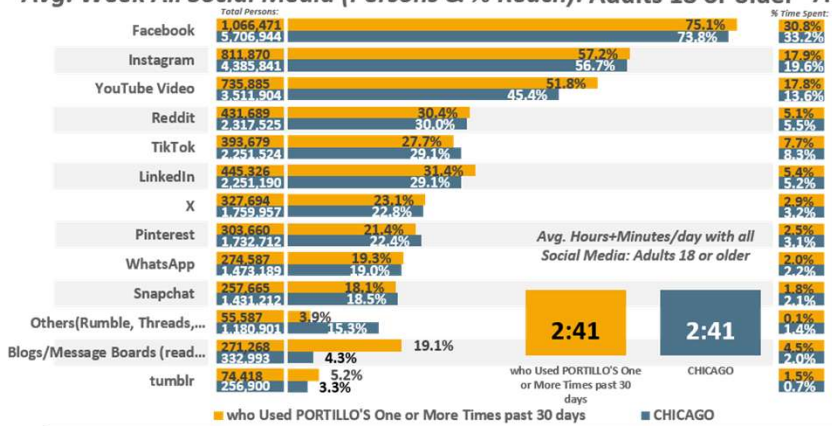
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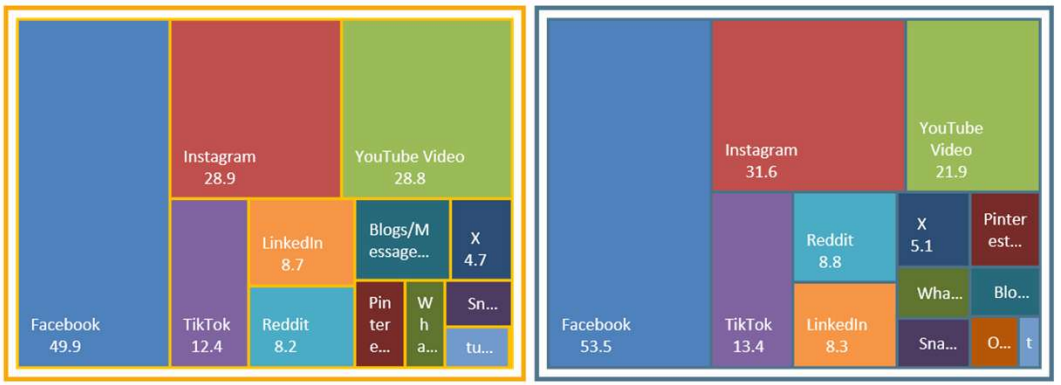
Quick service restaurants used past 30 days: Buona

1,051,148 or 74.% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

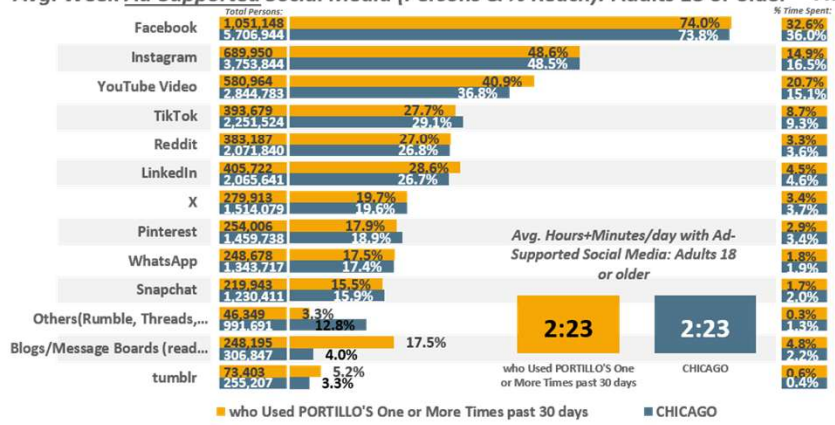
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



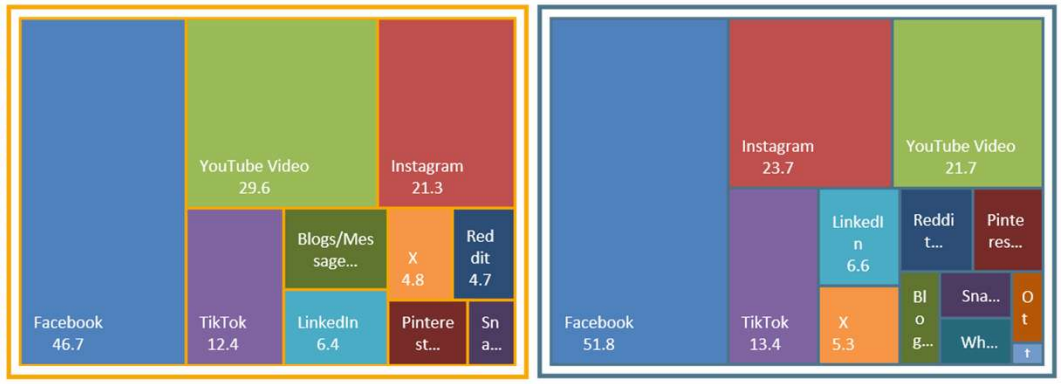
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

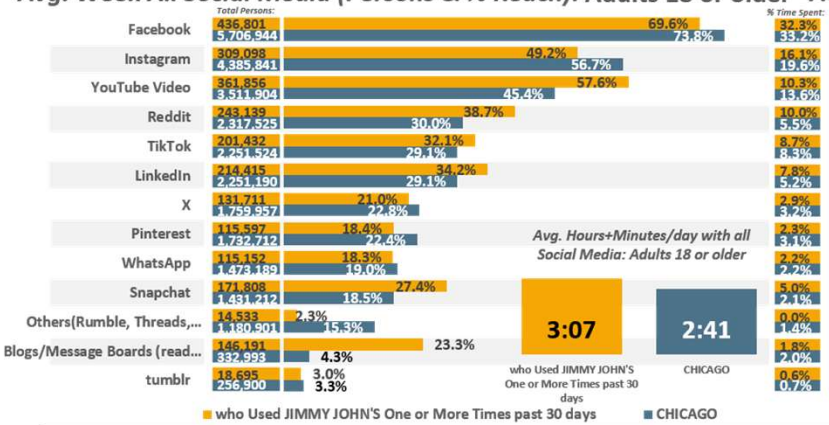
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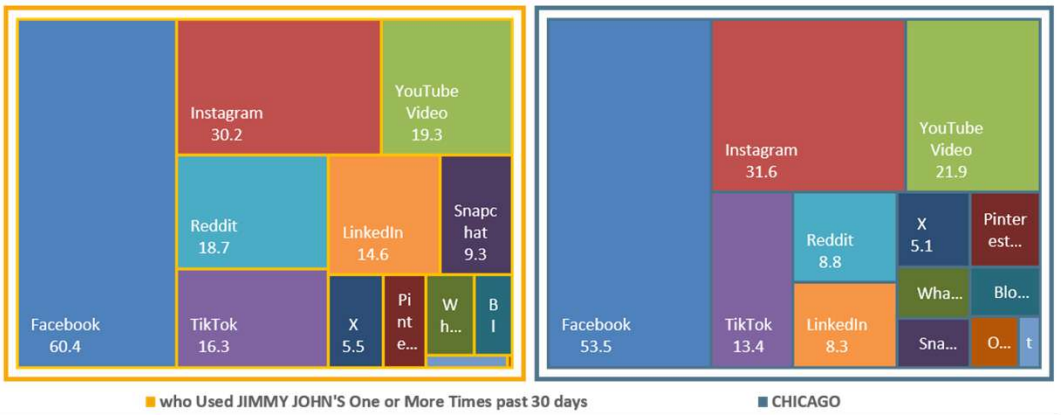
Quick service restaurants used past 30 days: Portillo's

436,801 or 69.6% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days use Ad-Supported Facebook for an average of 61.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

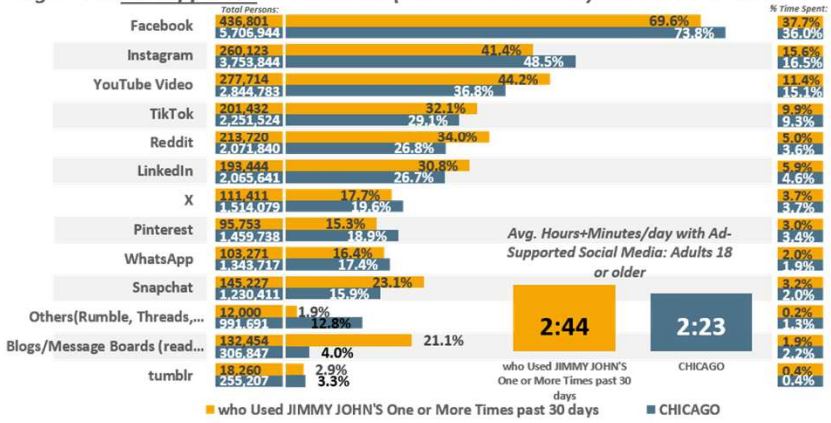
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



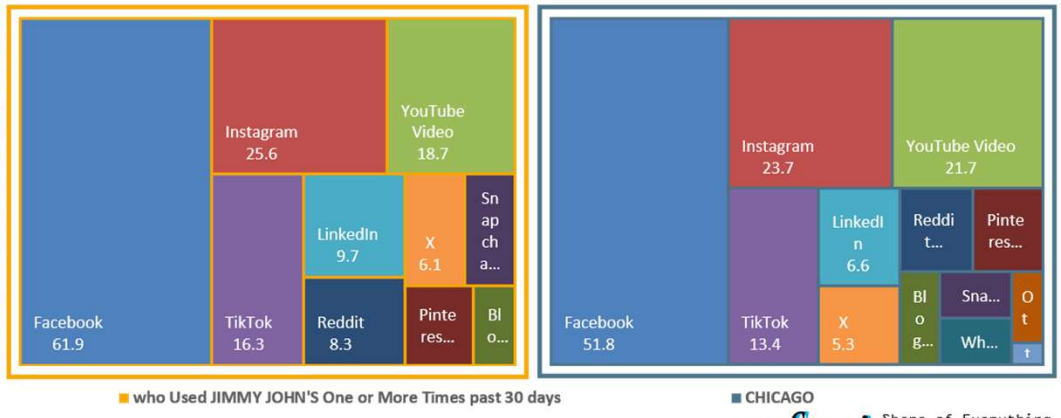
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



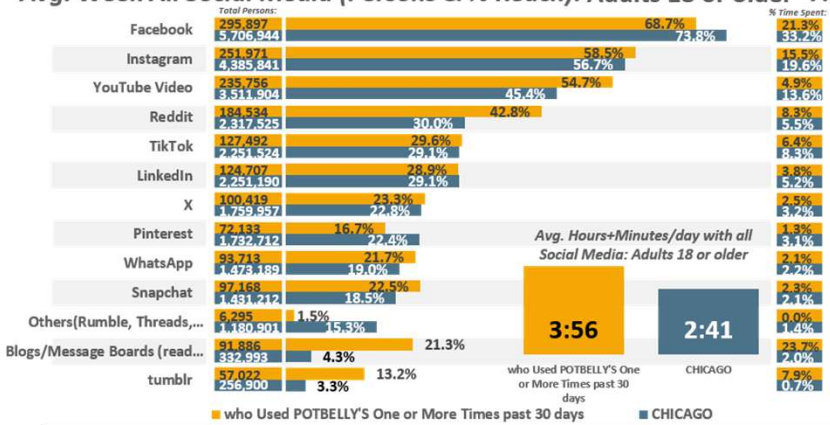
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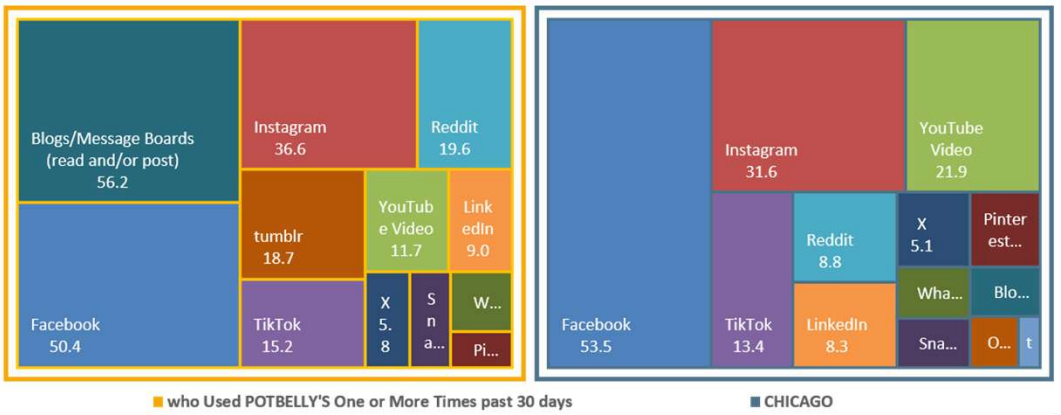
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295,897 or 68.7% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days use Ad-Supported Facebook for an average of 58.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Social Media.

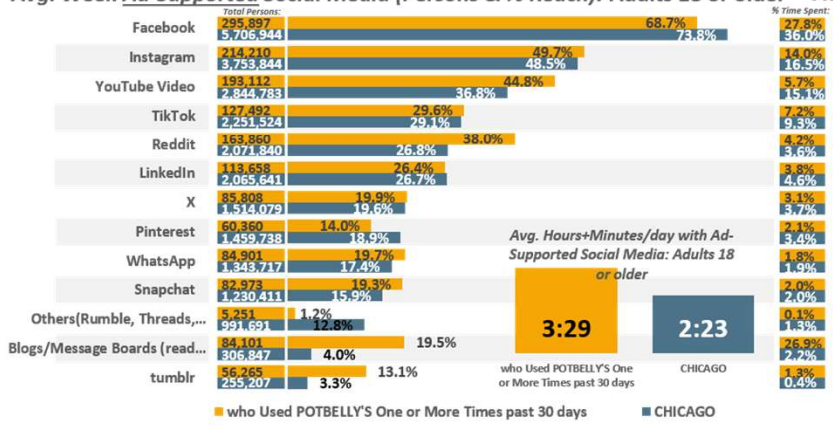
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



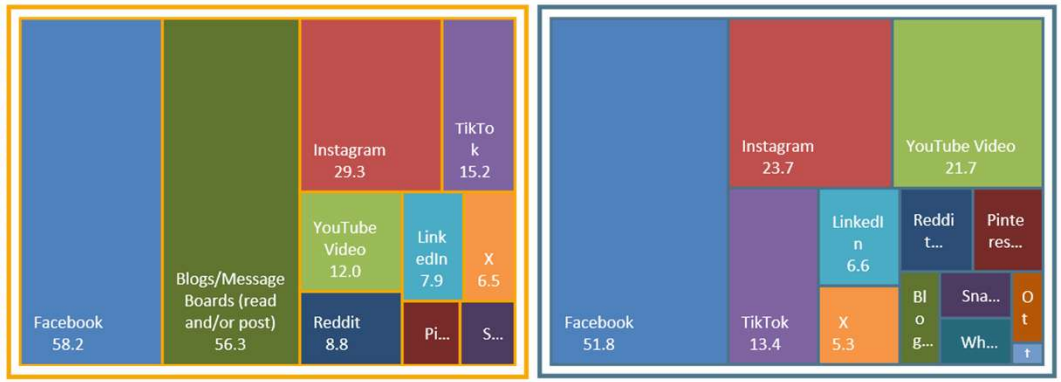
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

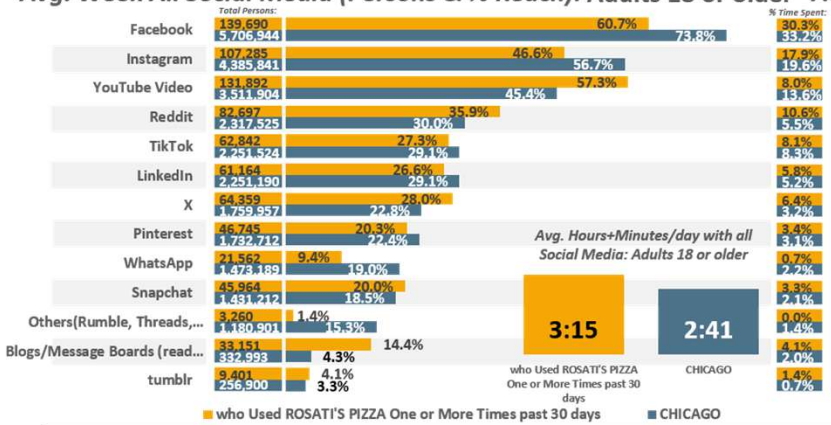
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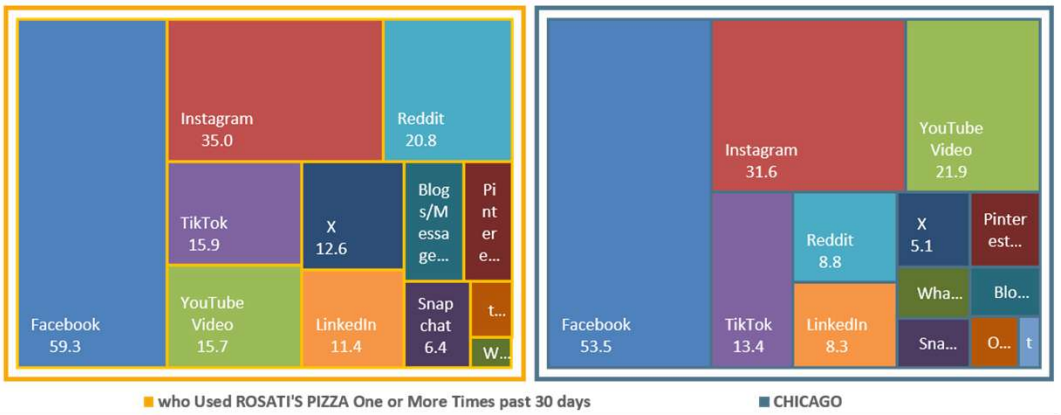
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

139,690 or 60.7% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 66.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

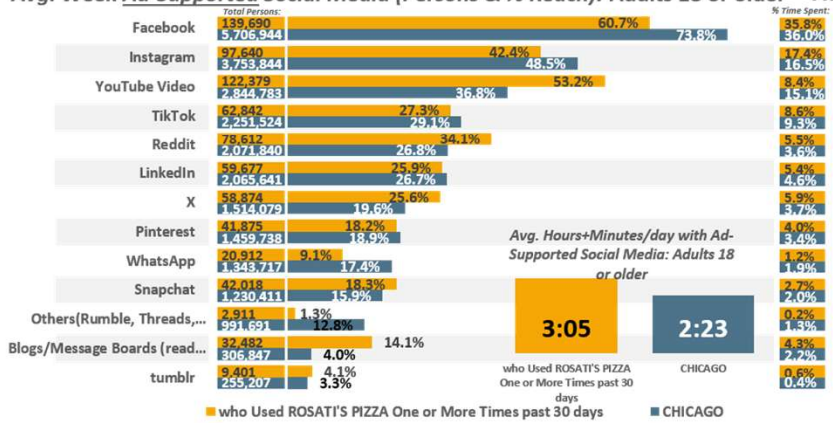
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



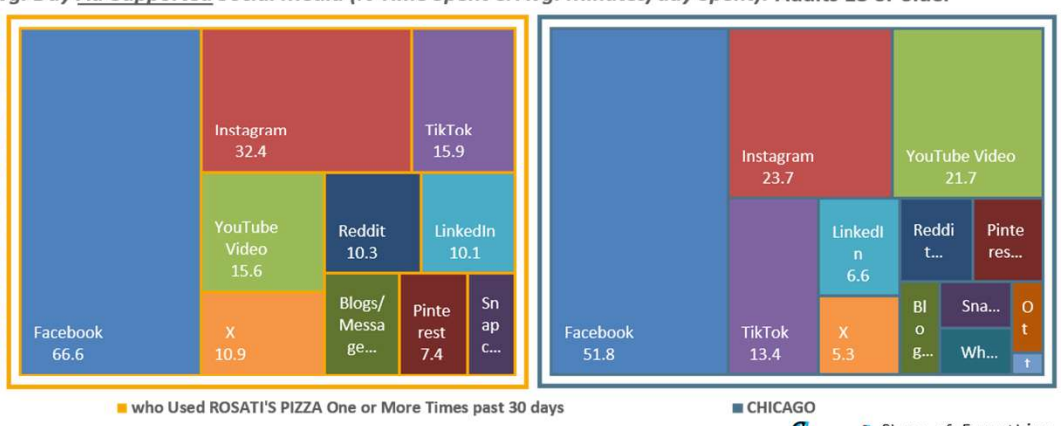
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

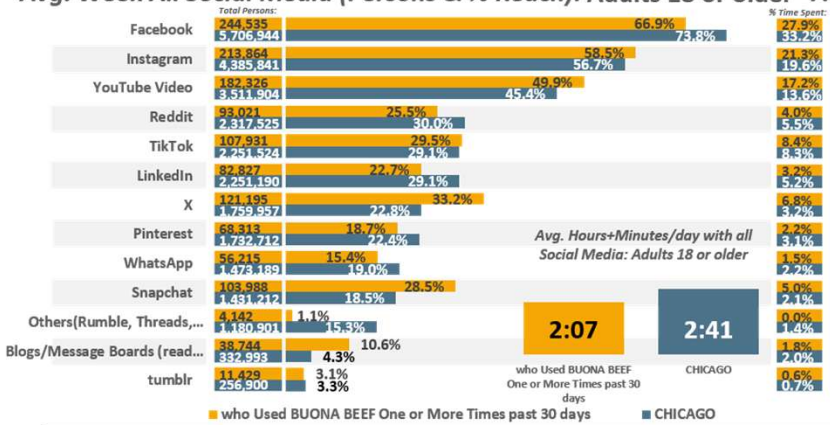
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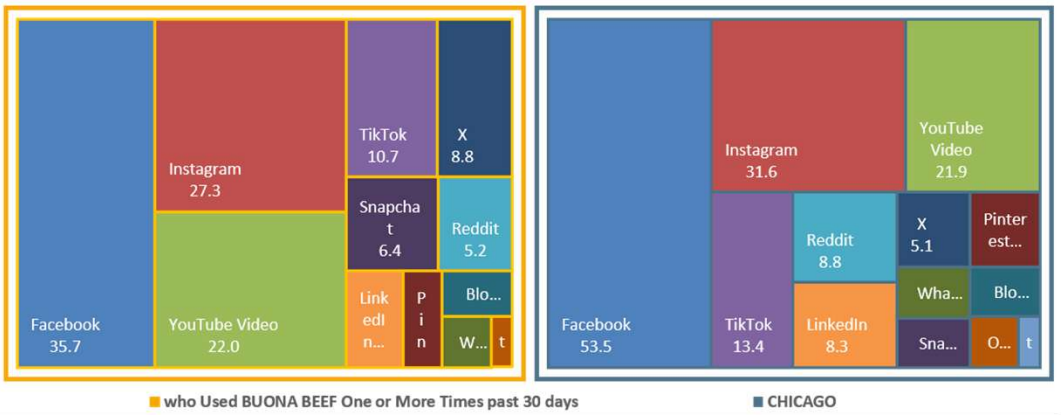
Quick service restaurants used past 30 days: Rosati's Pizza

244,535 or 66.9% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days use Ad-Supported Facebook for an average of 39.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

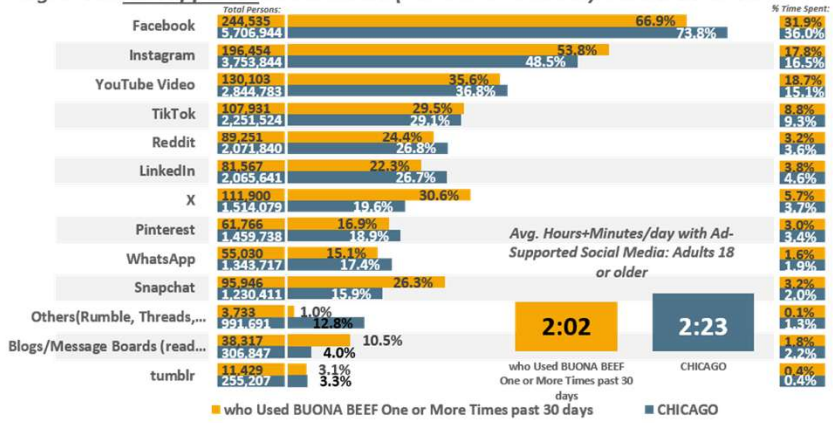
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



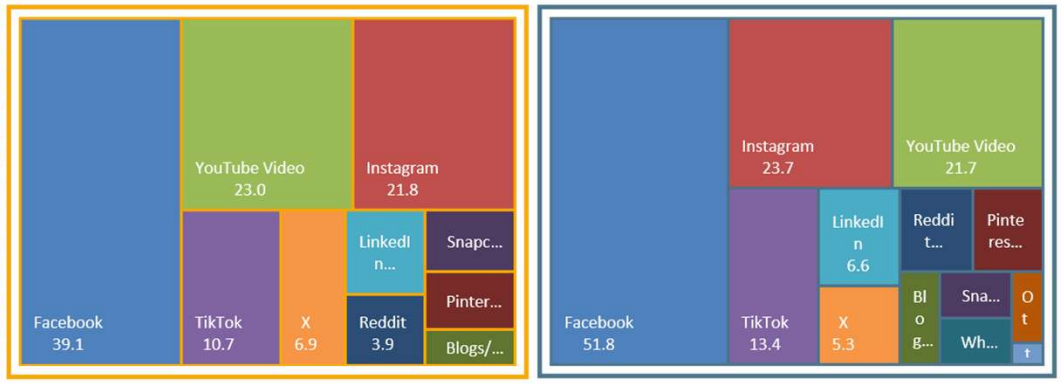
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

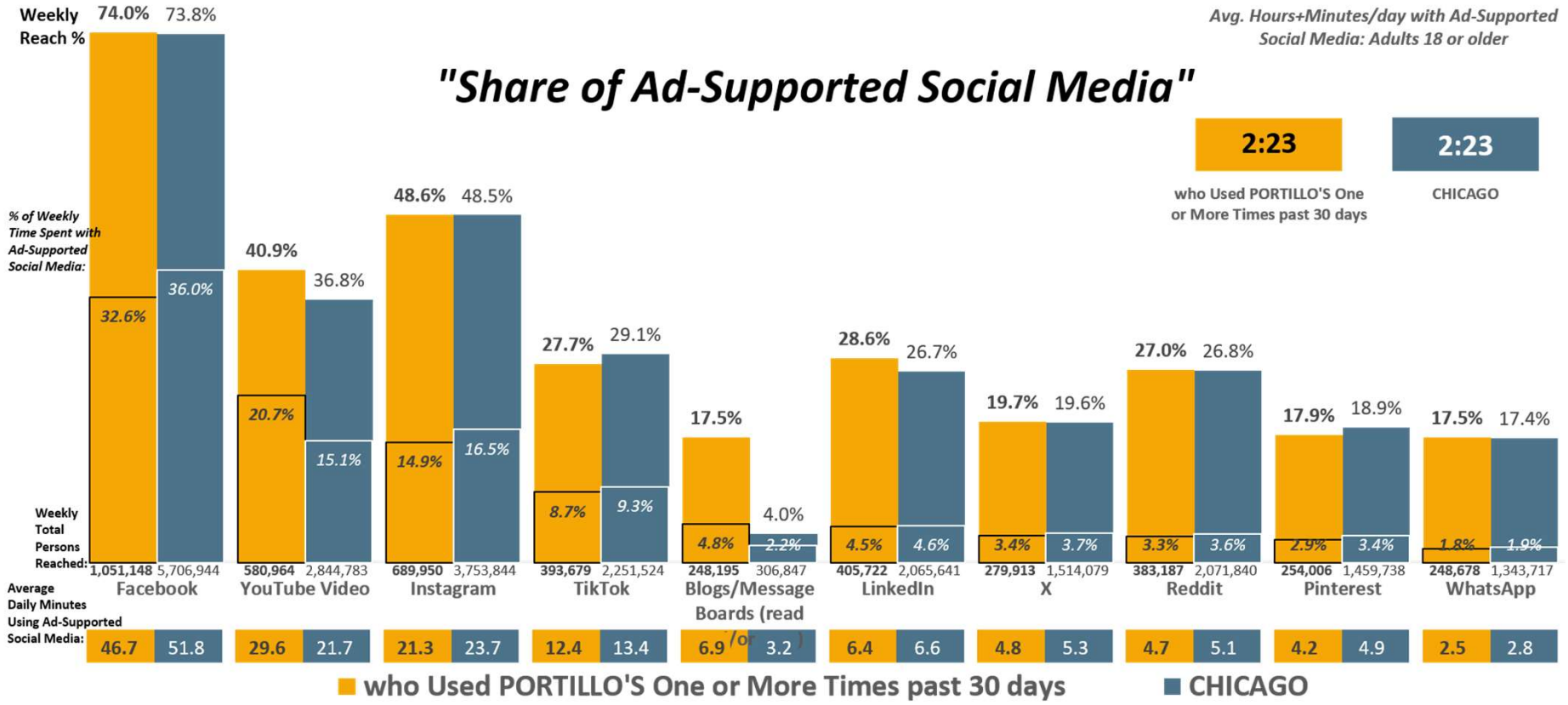


CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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1,051,148 or 74.% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days use Ad-Supported Facebook for an average of 46.7 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

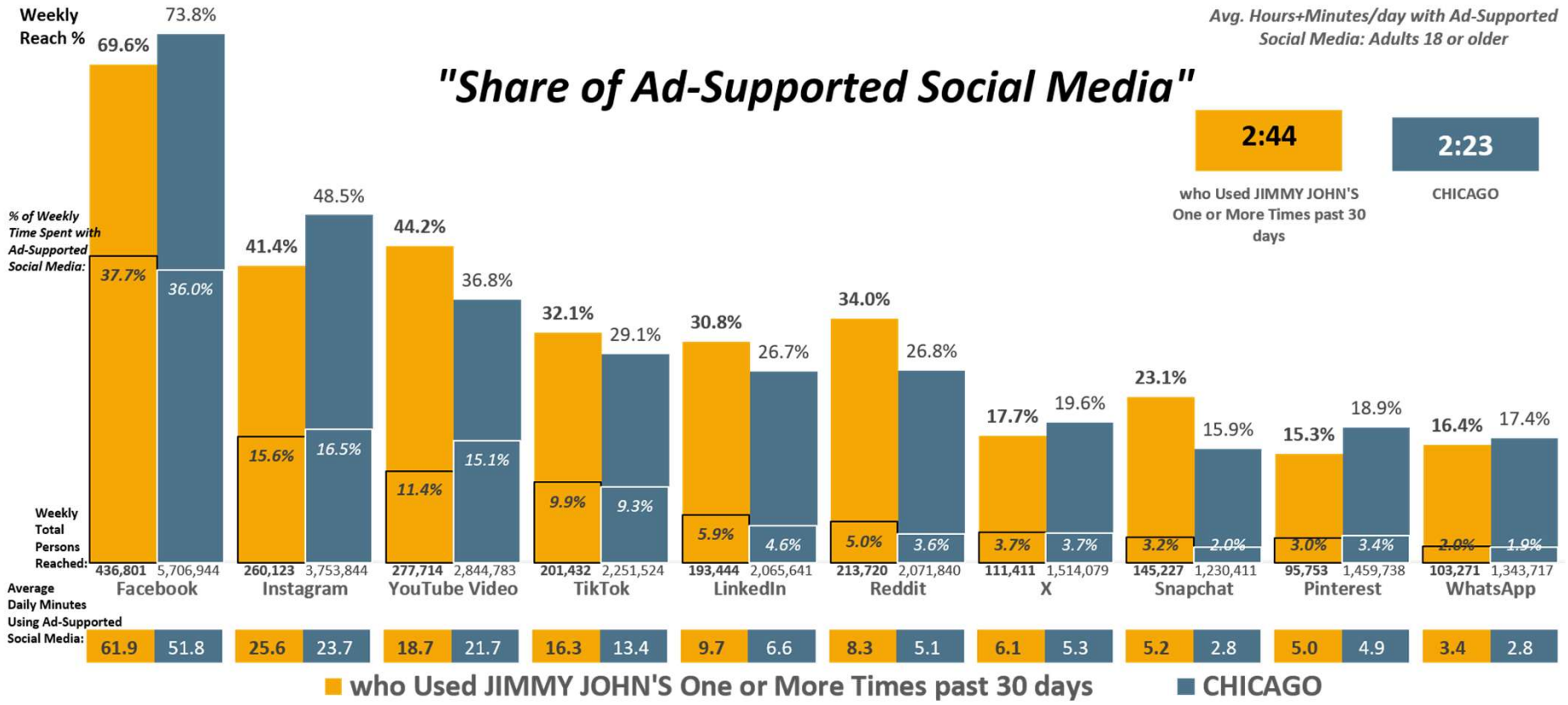
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Quick service restaurants used past 30 days: Portillo's

JIMMY JOHN'S CHI

436,801 or 69.6% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days use Ad-Supported Facebook for an average of 61.9 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



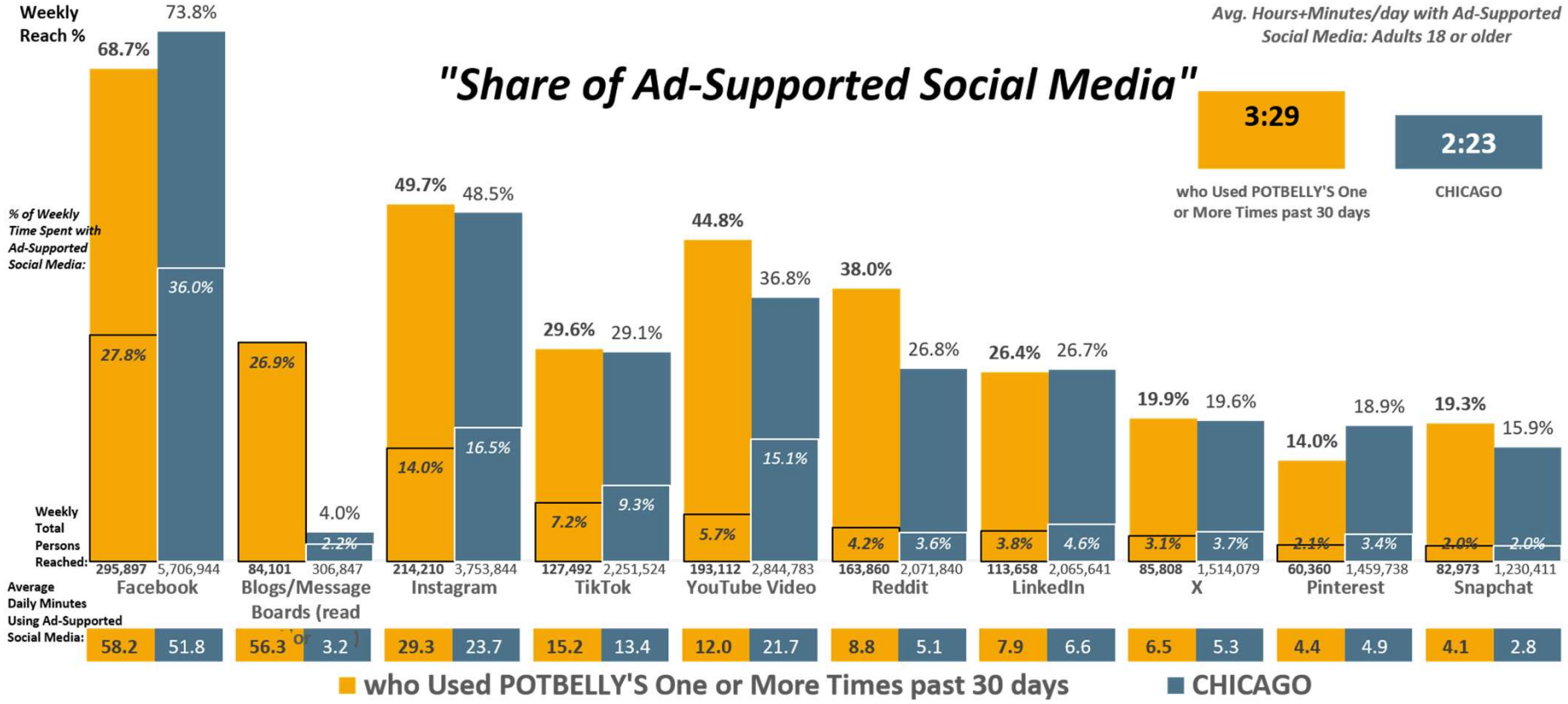
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Jimmy John's

295,897 or 68.7% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days use Ad-Supported Facebook for an average of 58.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Social Media.



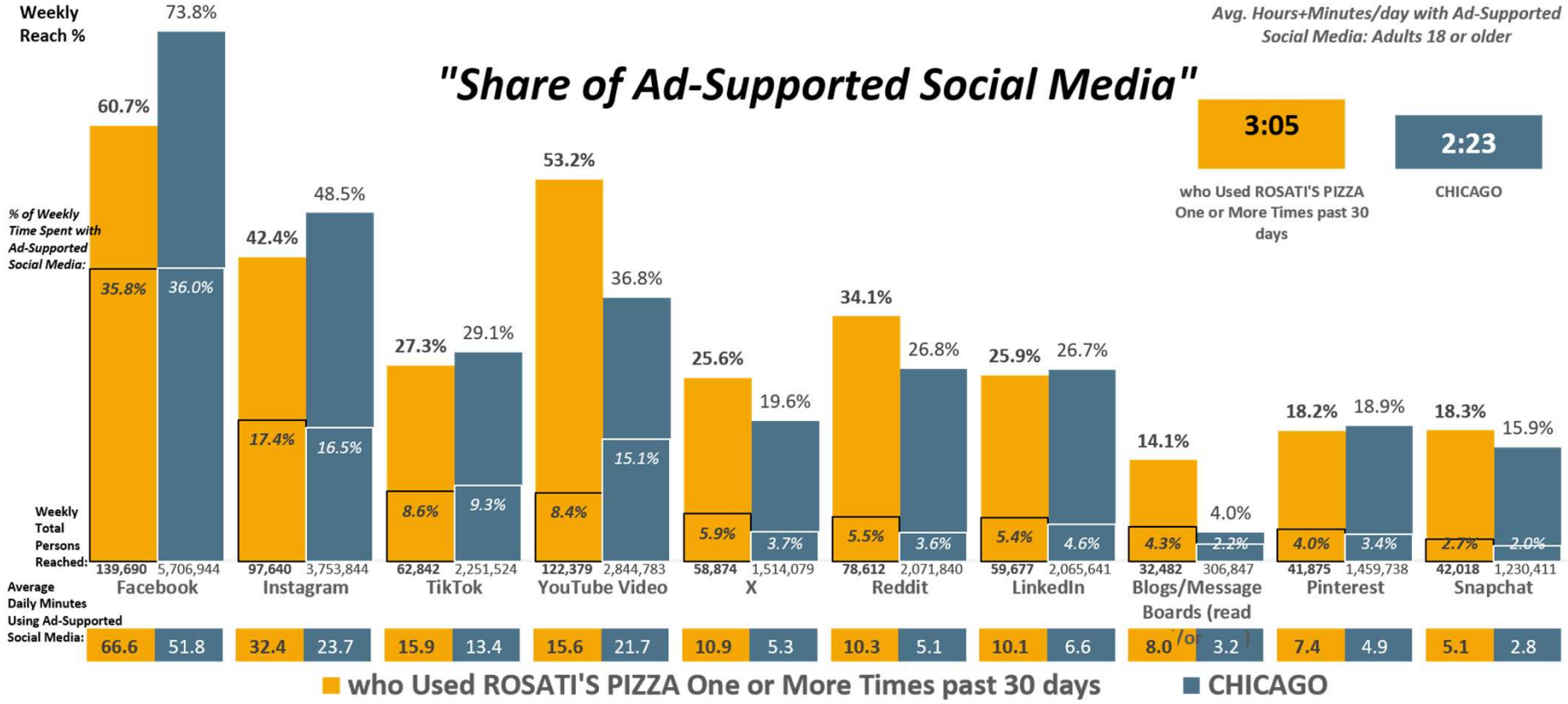
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

139,690 or 60.7% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days use Ad-Supported Facebook for an average of 66.6 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



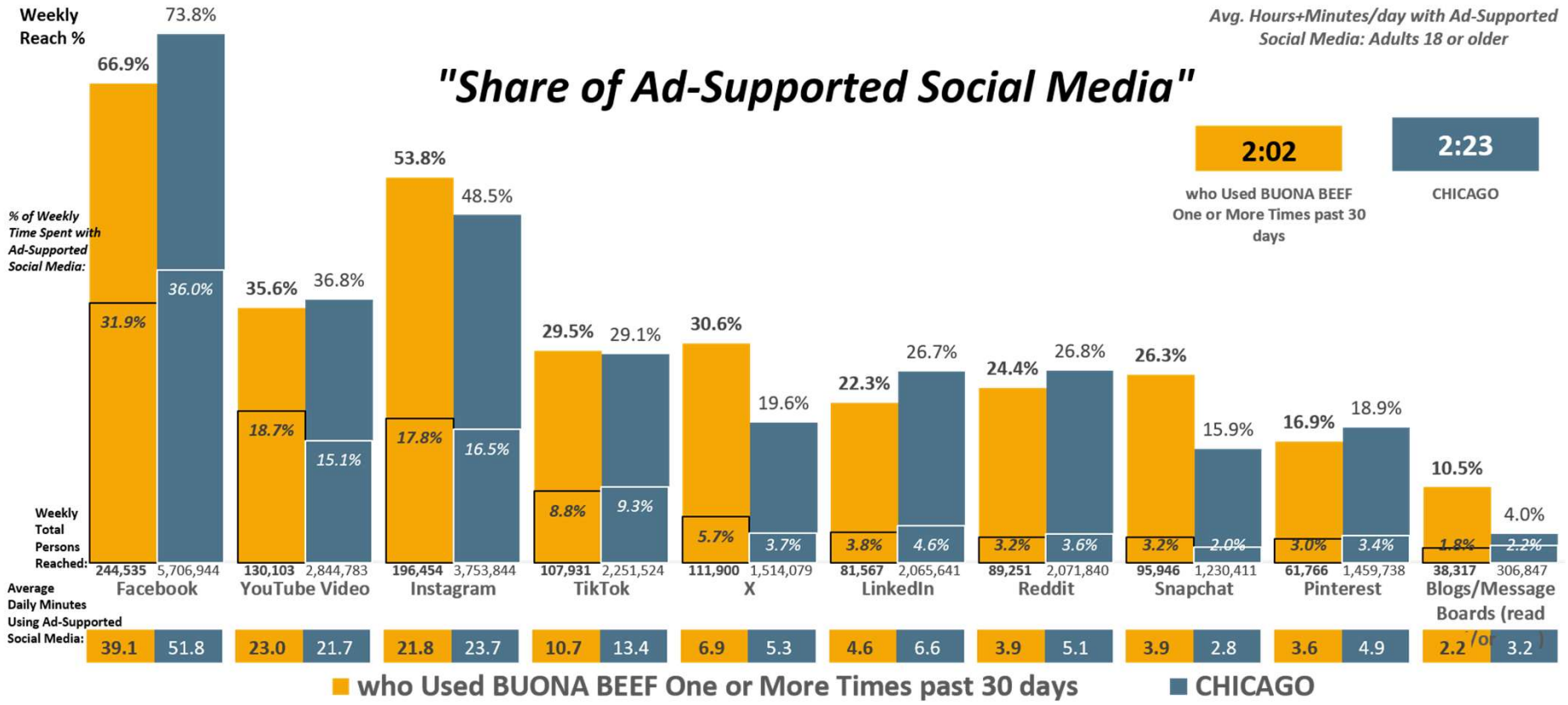
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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

244,535 or 66.9% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days use Ad-Supported Facebook for an average of 39.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



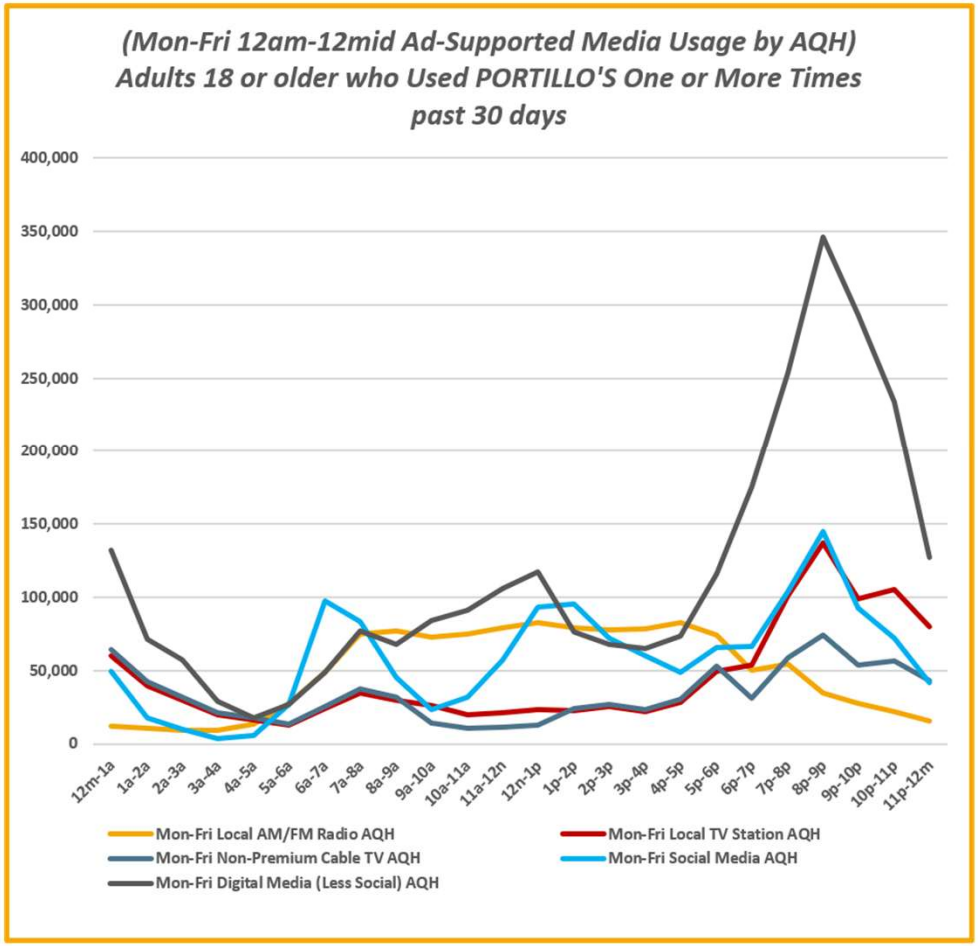
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

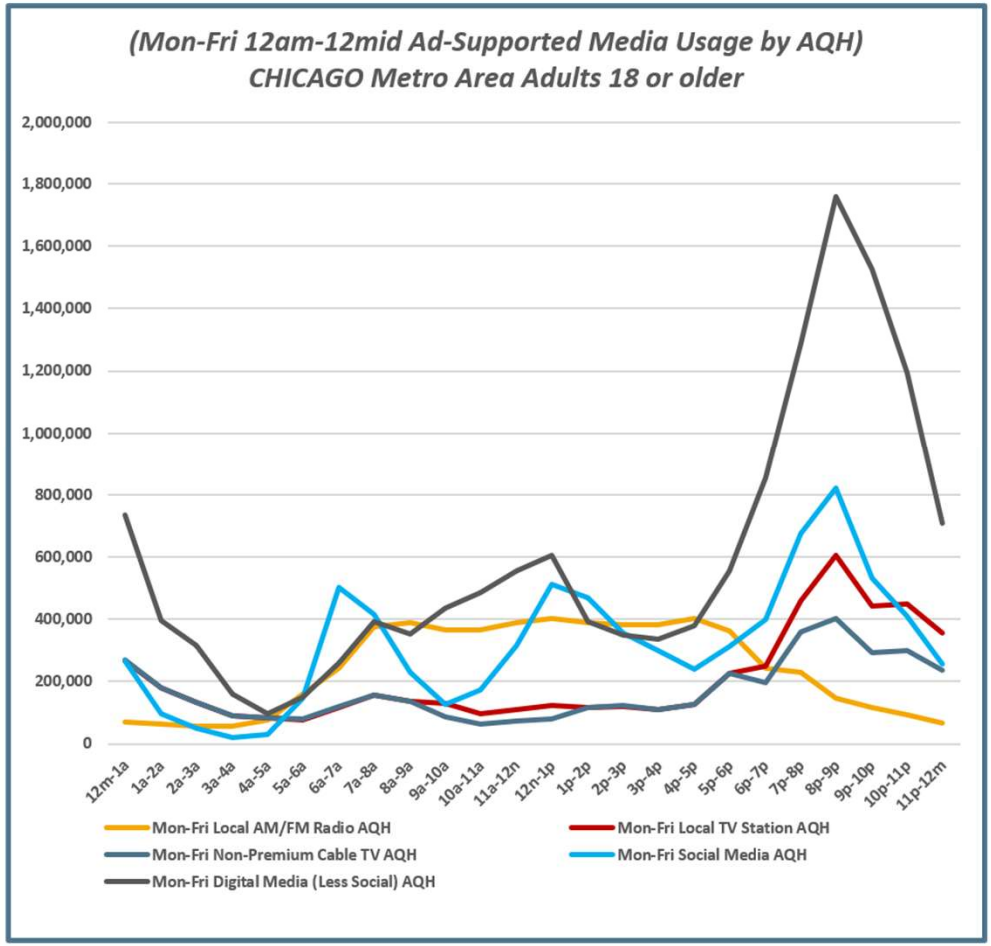
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Quick service restaurants used past 30 days: Buona

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 89,647; Local Radio: 73,377; Social Media: 64,659; Local TV: 29,181; Non-Prem. Cable: 25,556 reaching Adults 18 or older who Used PORTILLO'S One or More Times past 30 day





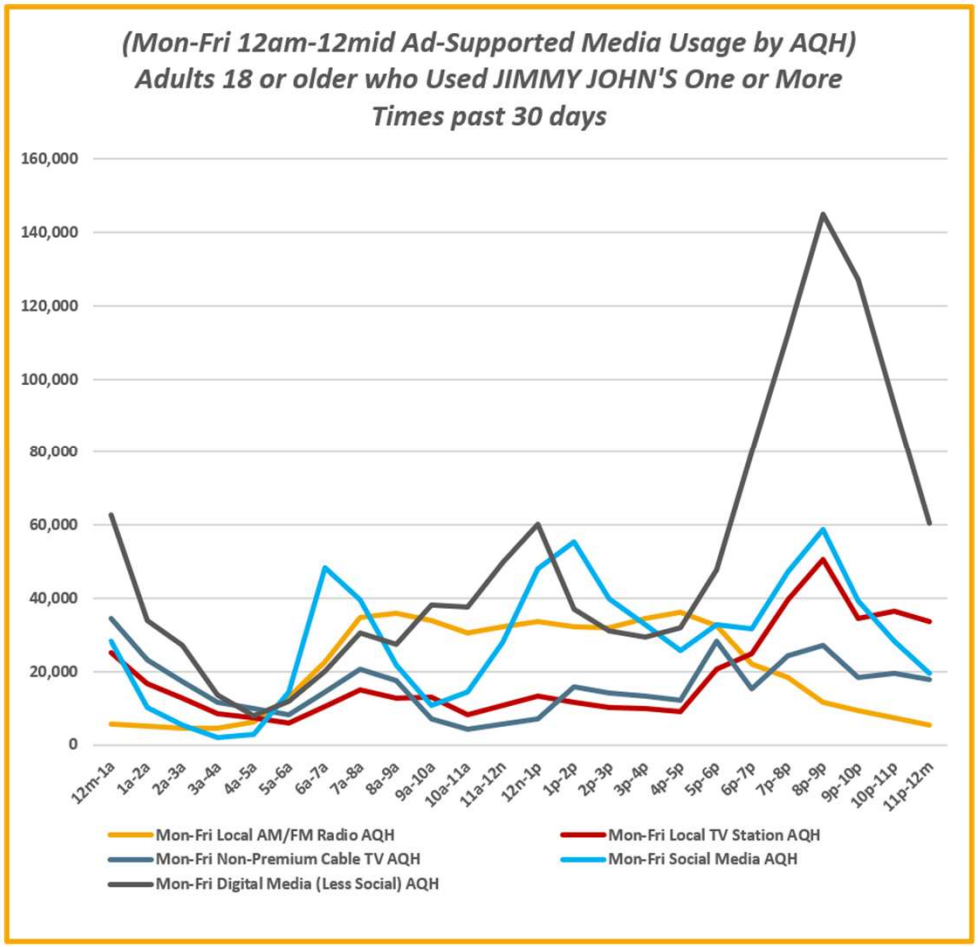
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

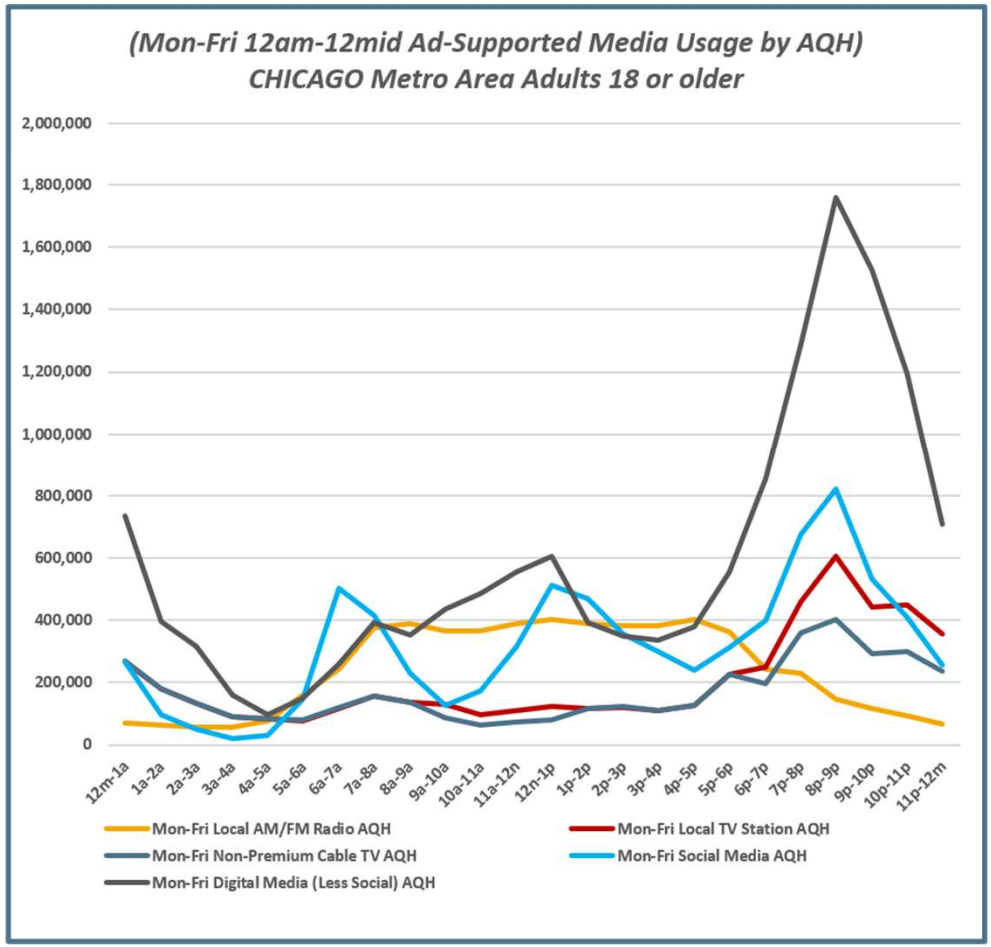
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Quick service restaurants used past 30 days: Portillo's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,088; Social Media: 32,996; Local Radio: 31,746; Non-Prem. Cable: 13,558; Local TV: 13,075 reaching Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 d





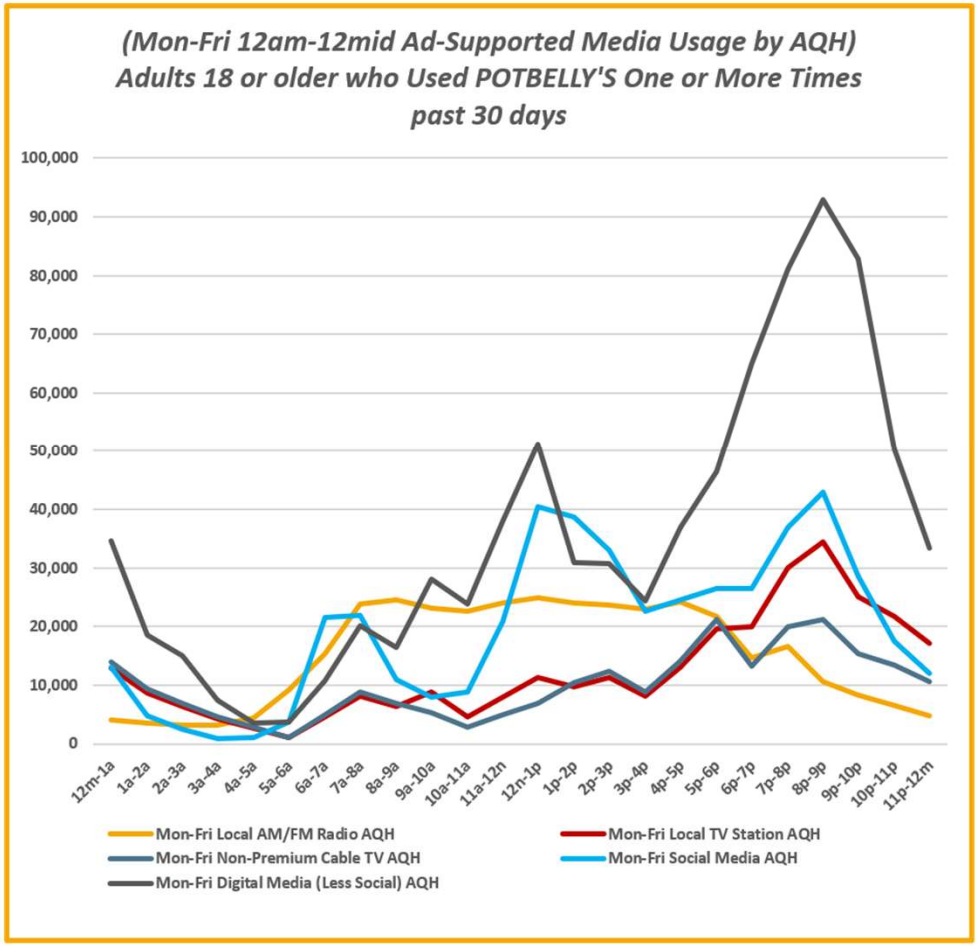
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

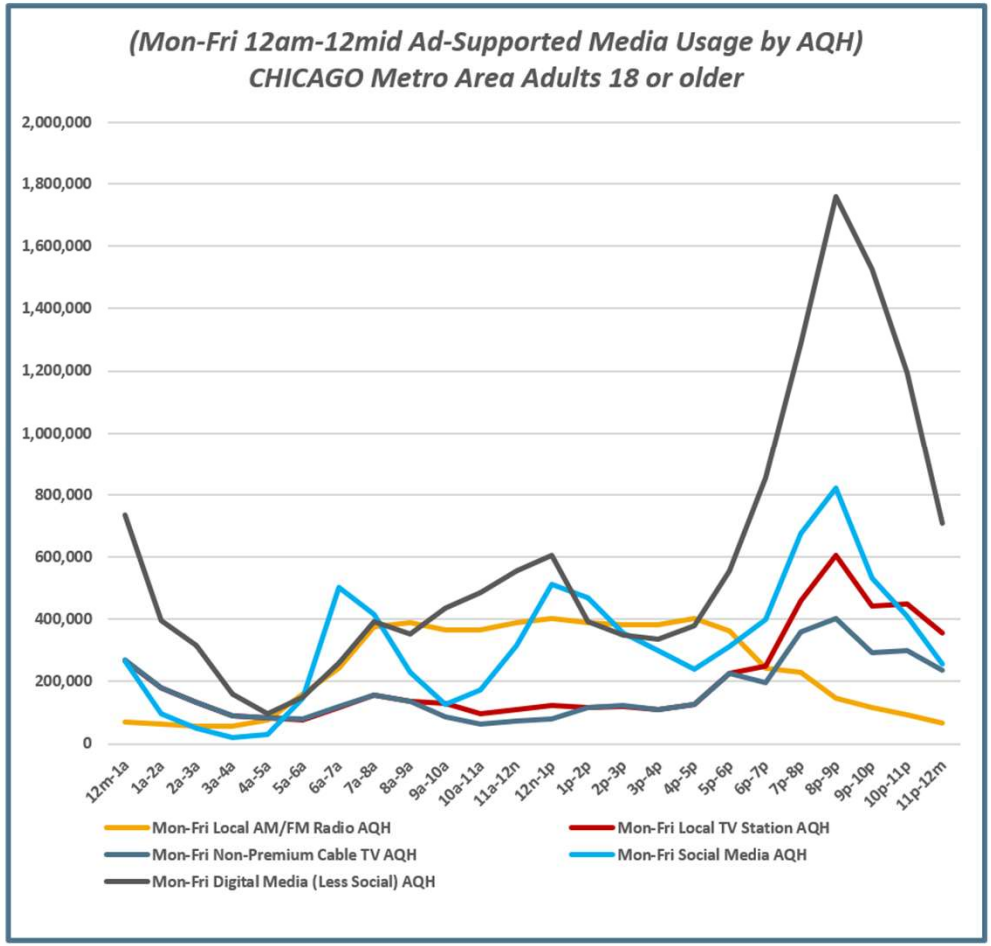
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Quick service restaurants used past 30 days: Jimmy John's

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,524; Social Media: 23,411; Local Radio: 22,271; Local TV: 10,241; Non-Prem. Cable: 9,290 reaching Adults 18 or older who Used POTBELLY'S One or More Times past 30 days





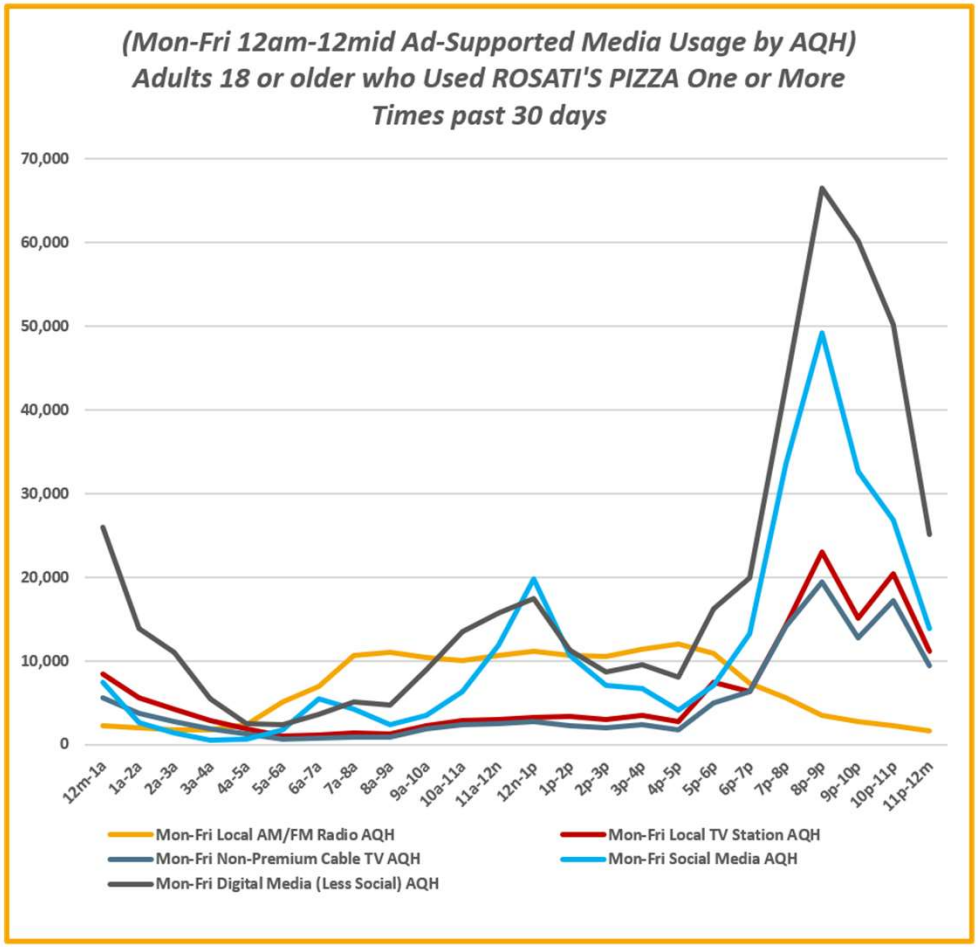
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

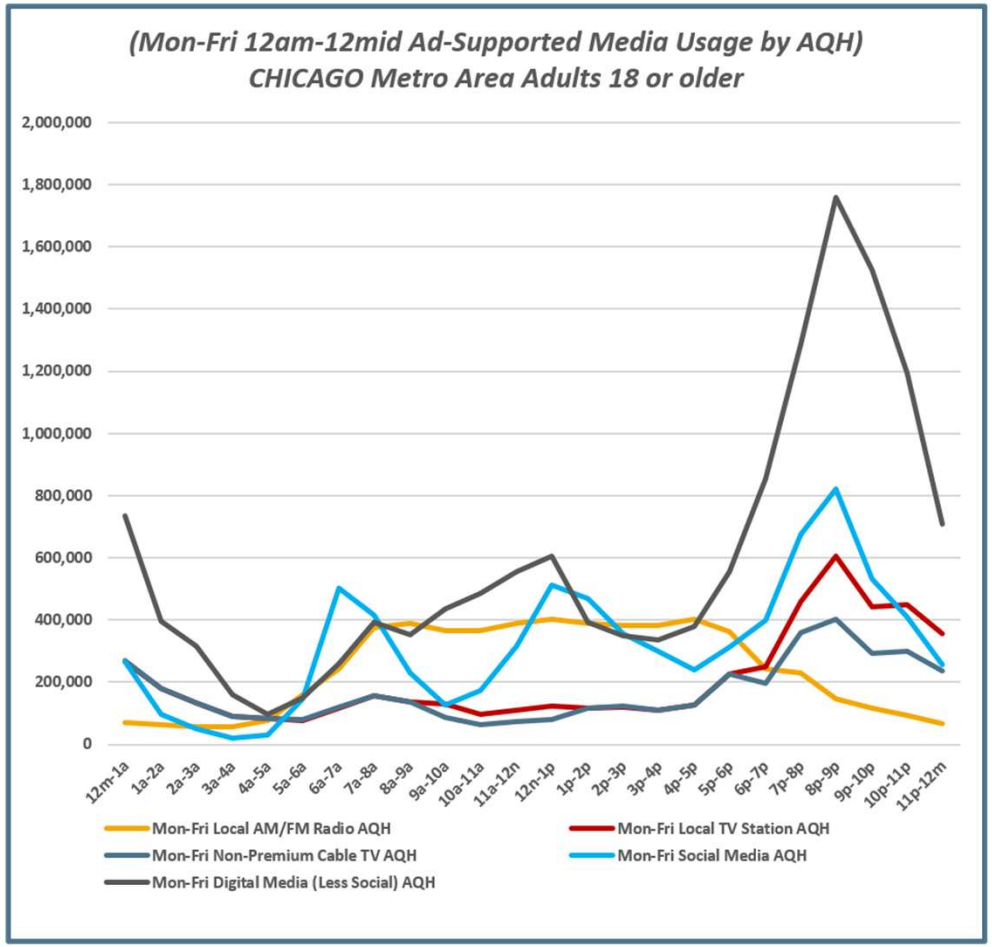
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,964; Local Radio: 10,268; Social Media: 7,852; Local TV: 3,168; Non-Prem. Cable: 2,420 reaching Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 da





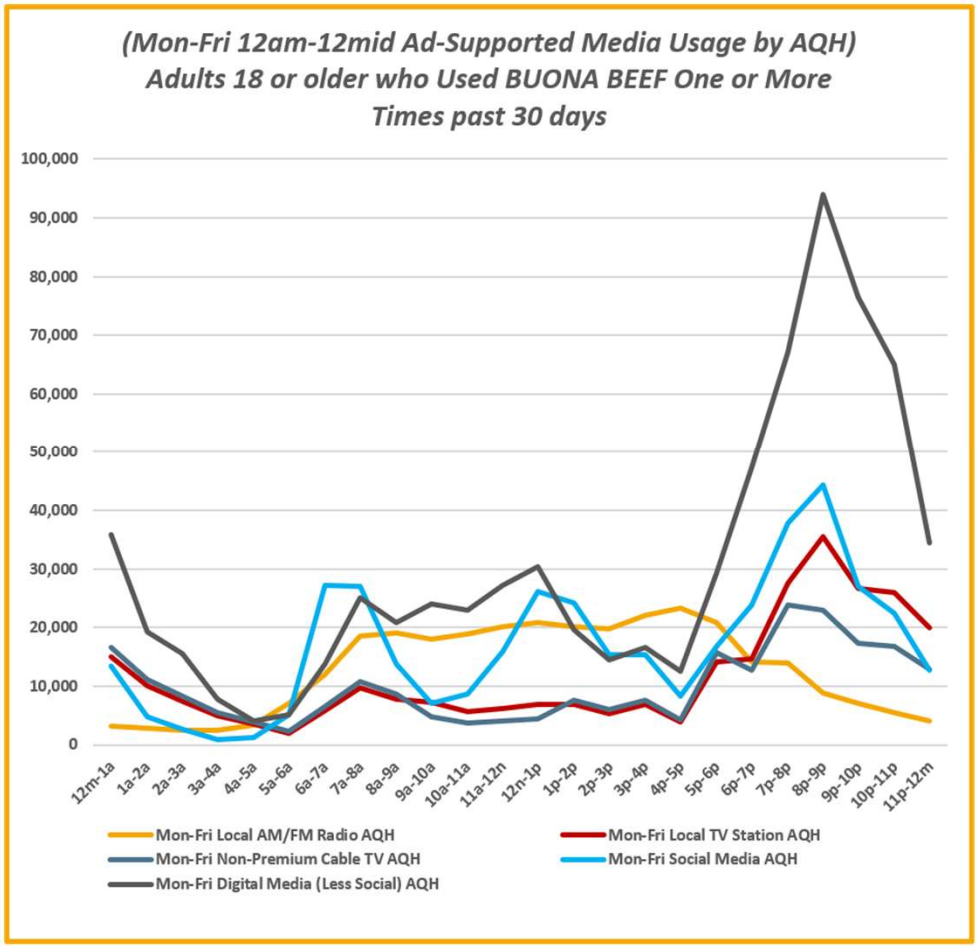
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

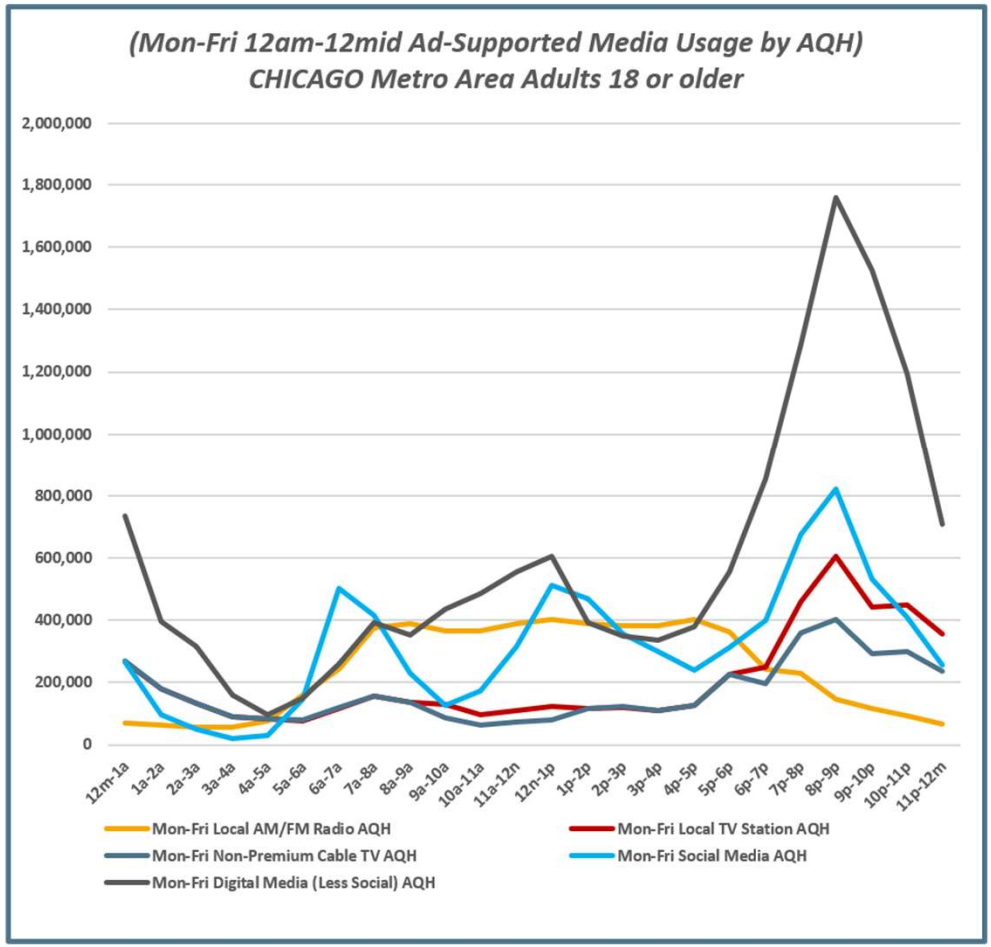
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Quick service restaurants used past 30 days: Rosati's Pizza

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,411; Local Radio: 19,058; Social Media: 17,647; Local TV: 7,791; Non-Prem. Cable: 7,424 reaching Adults 18 or older who Used BUONA BEEF One or More Times past 30 days.





CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

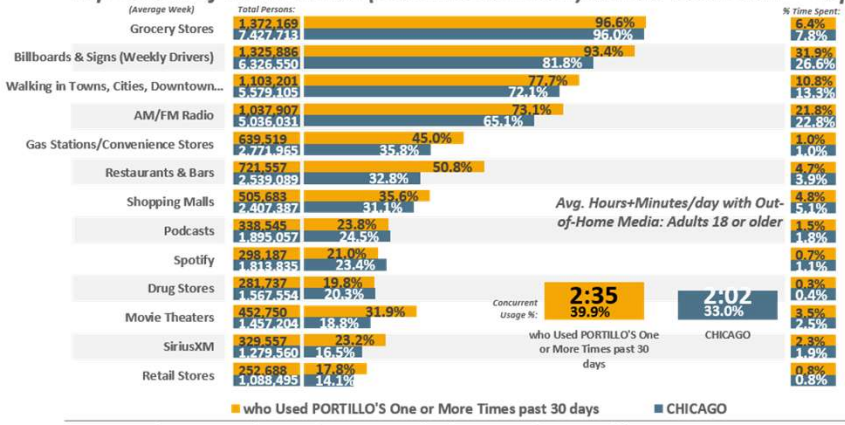
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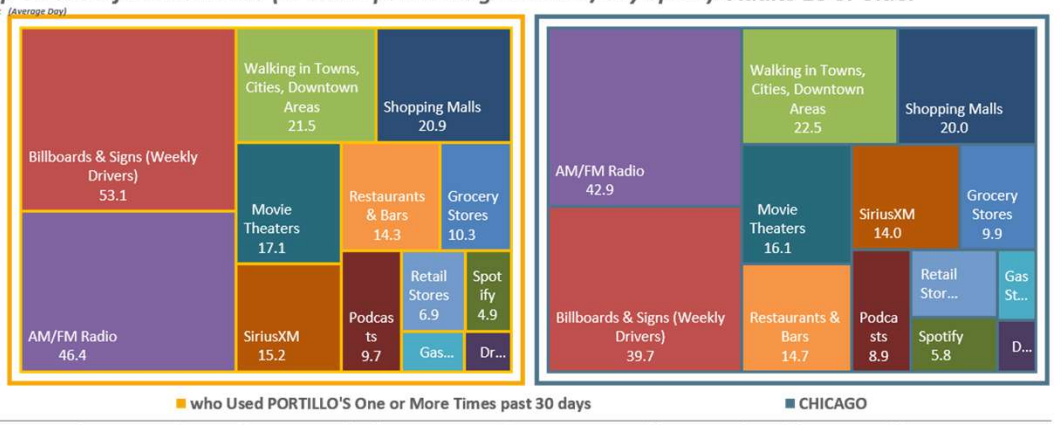
Quick service restaurants used past 30 days: Buona

1,325,886 or 93.4% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

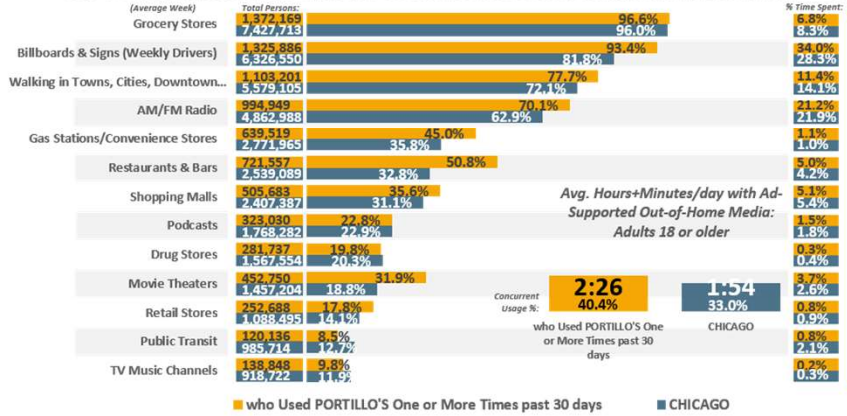
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



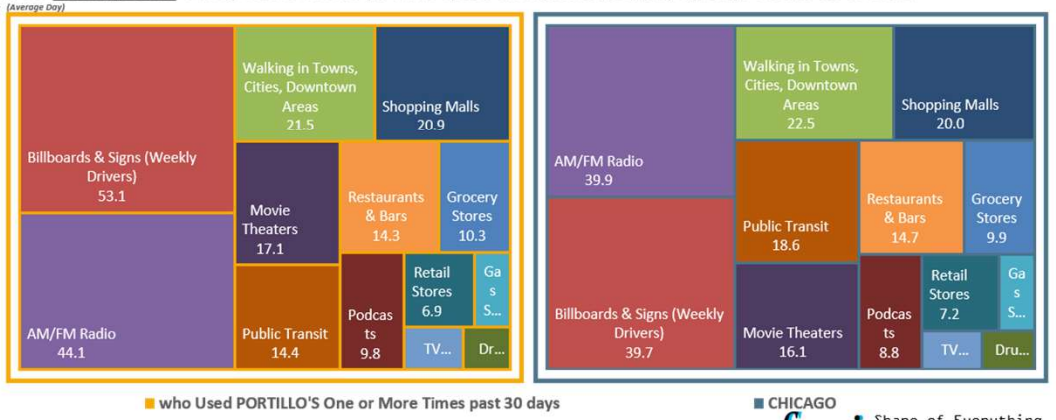
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

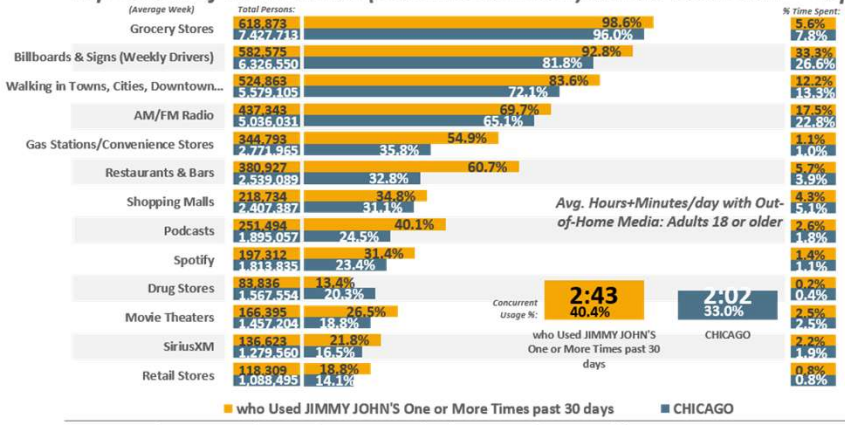
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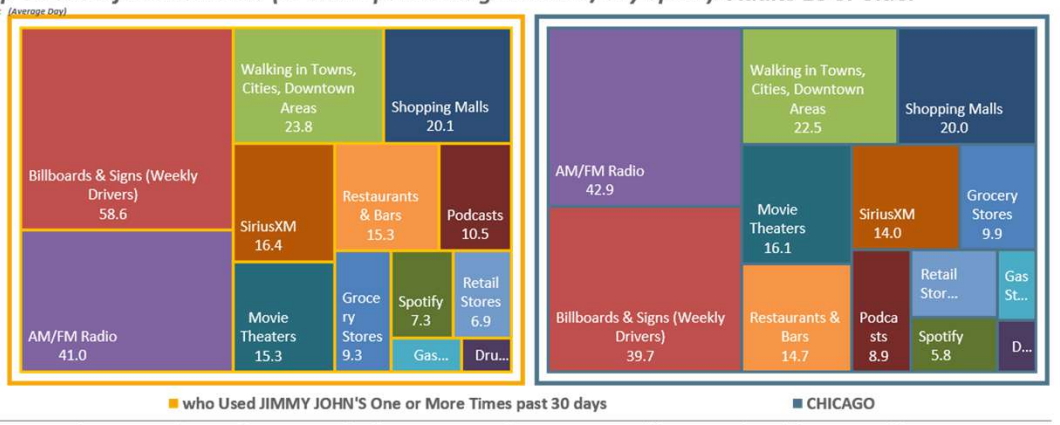
Quick service restaurants used past 30 days: Portillo's

582,575 or 92.8% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an average of 58.6 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

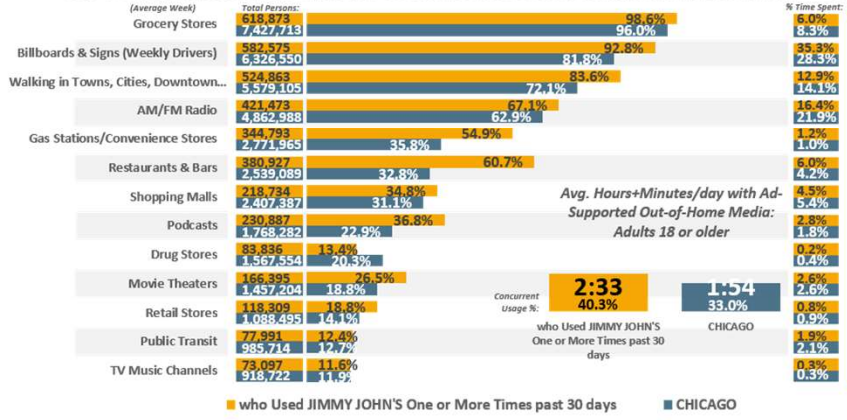
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



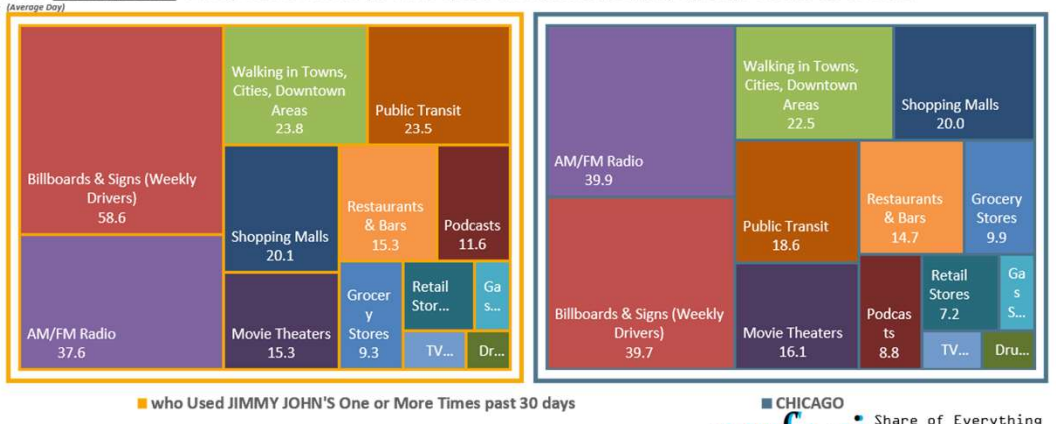
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

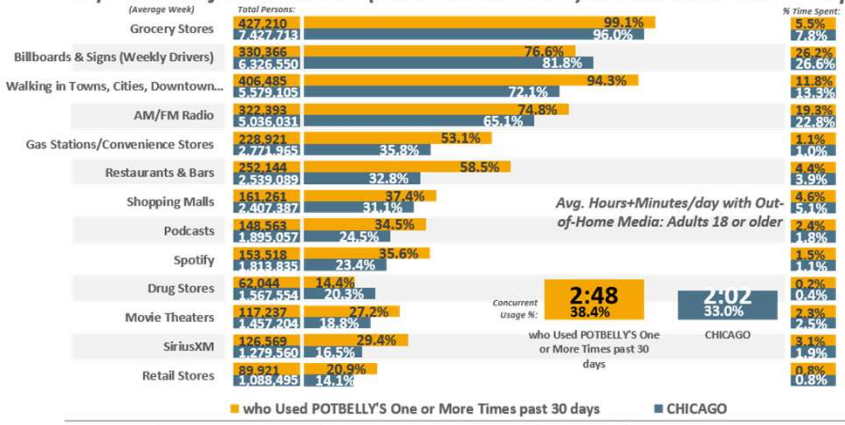
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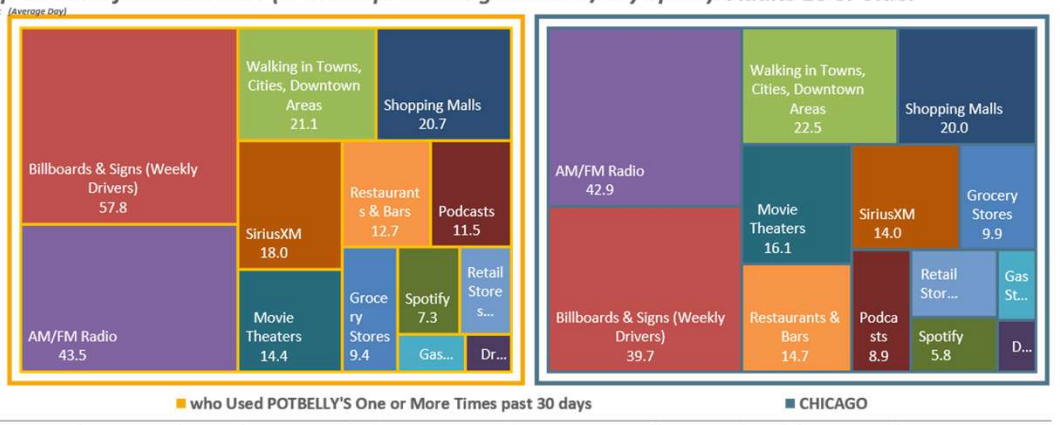
Quick service restaurants used past 30 days: Jimmy John's

330,366 or 76.6% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 39.6 minutes/day.

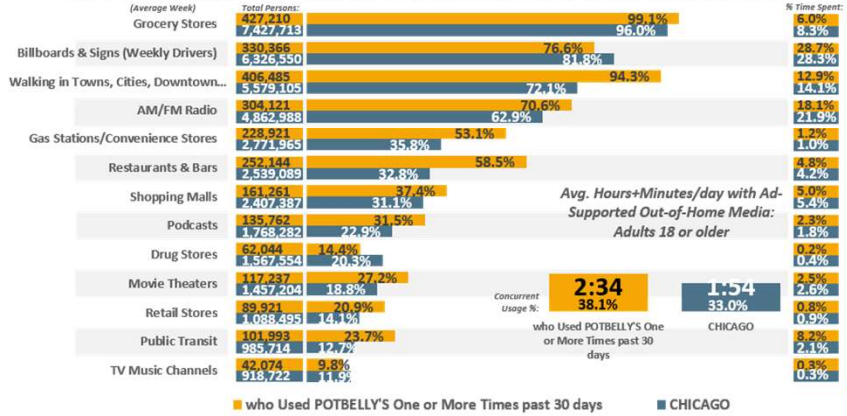
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



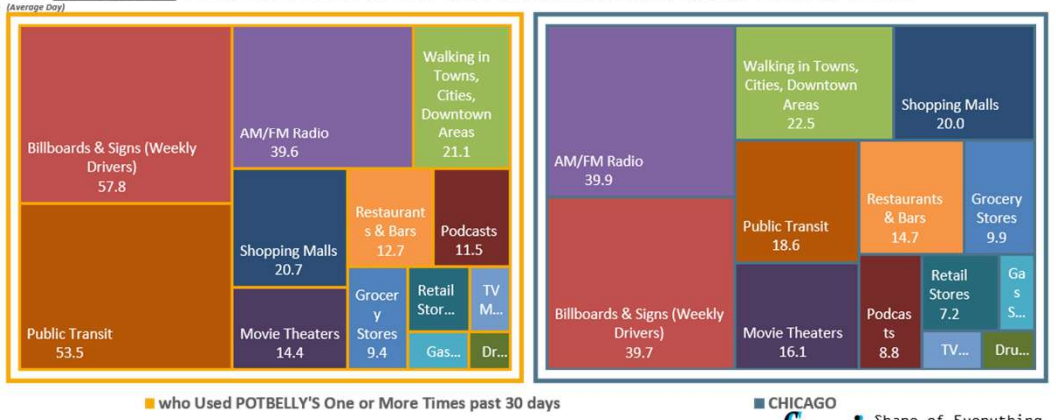
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

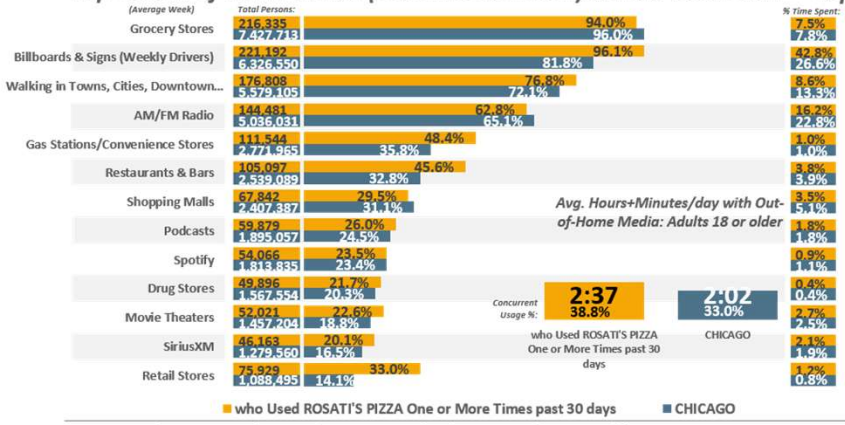
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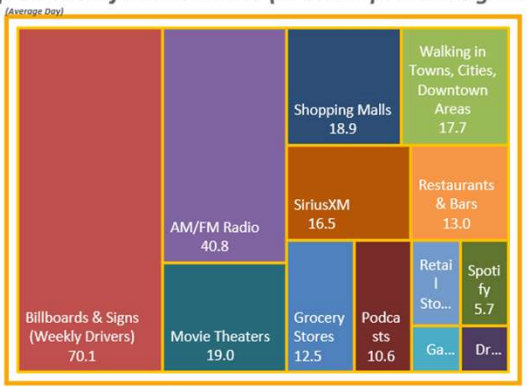
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

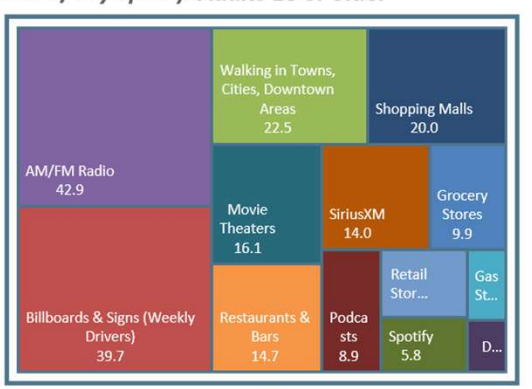
221,192 or 96.1% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an average of 70.1 minutes per day driving, seeing Billboards and Signs. 59.6% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/da

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

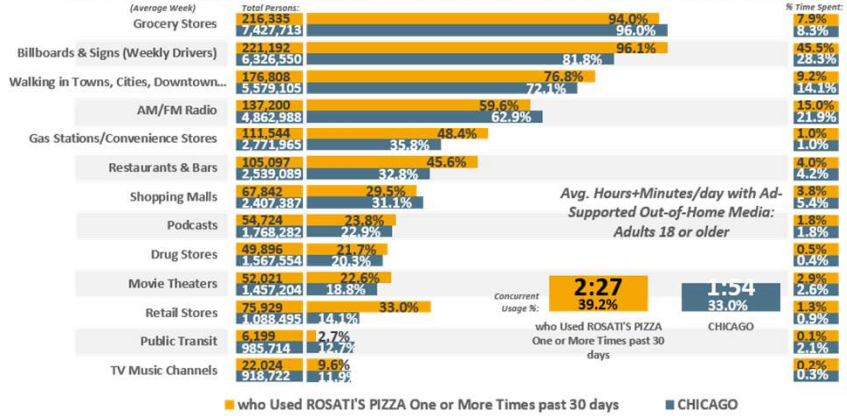


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

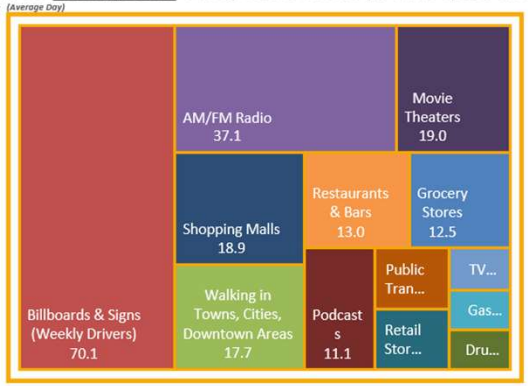


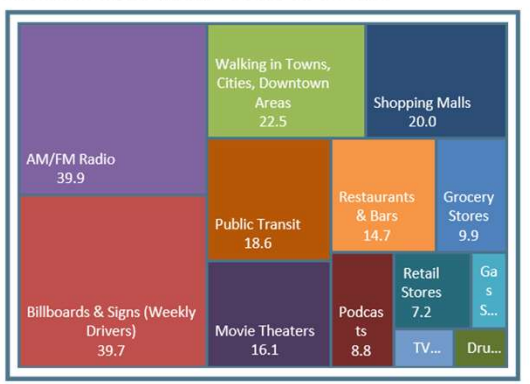


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

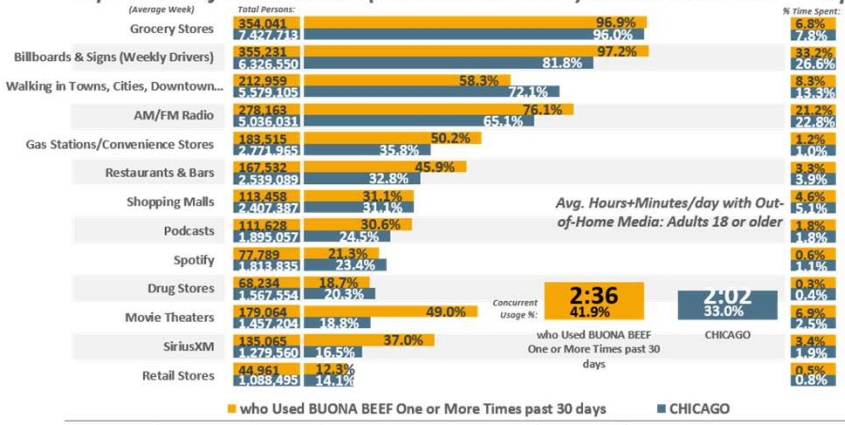
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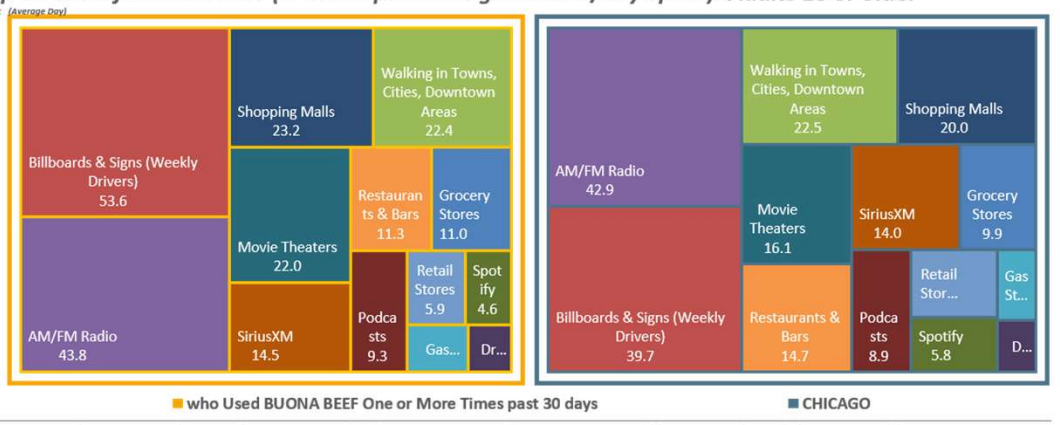
Quick service restaurants used past 30 days: Rosati's Pizza

355,231 or 97.2% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 40.3 minutes/day.

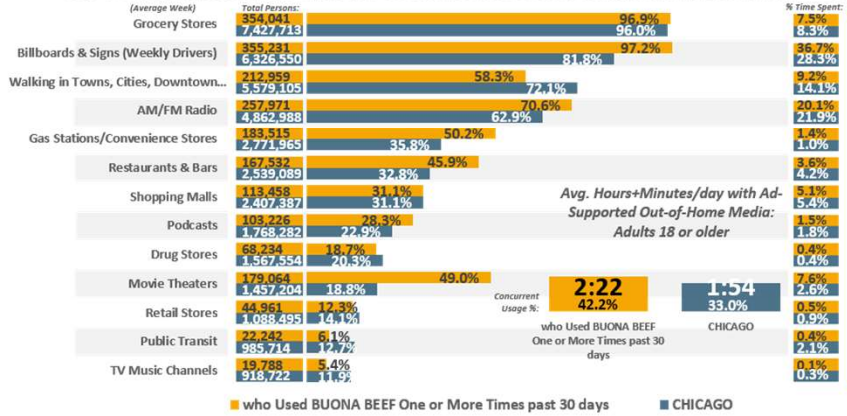
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



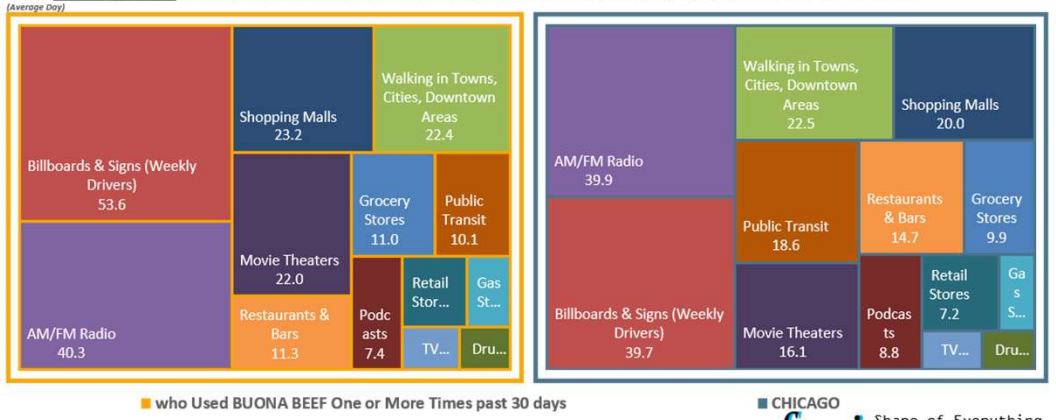
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

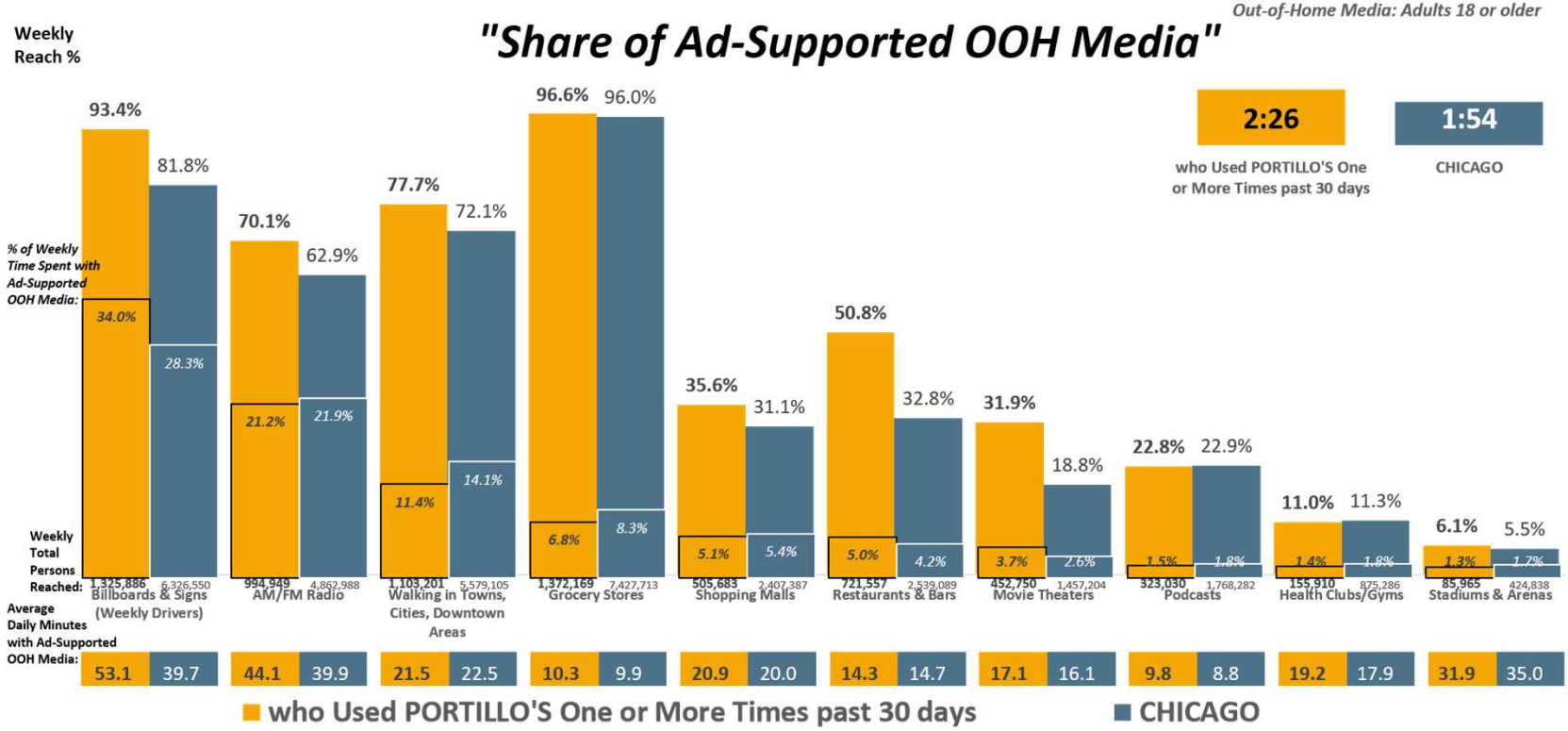
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Quick service restaurants used past 30 days: Buona

1,325,886 or 93.4% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 34.% 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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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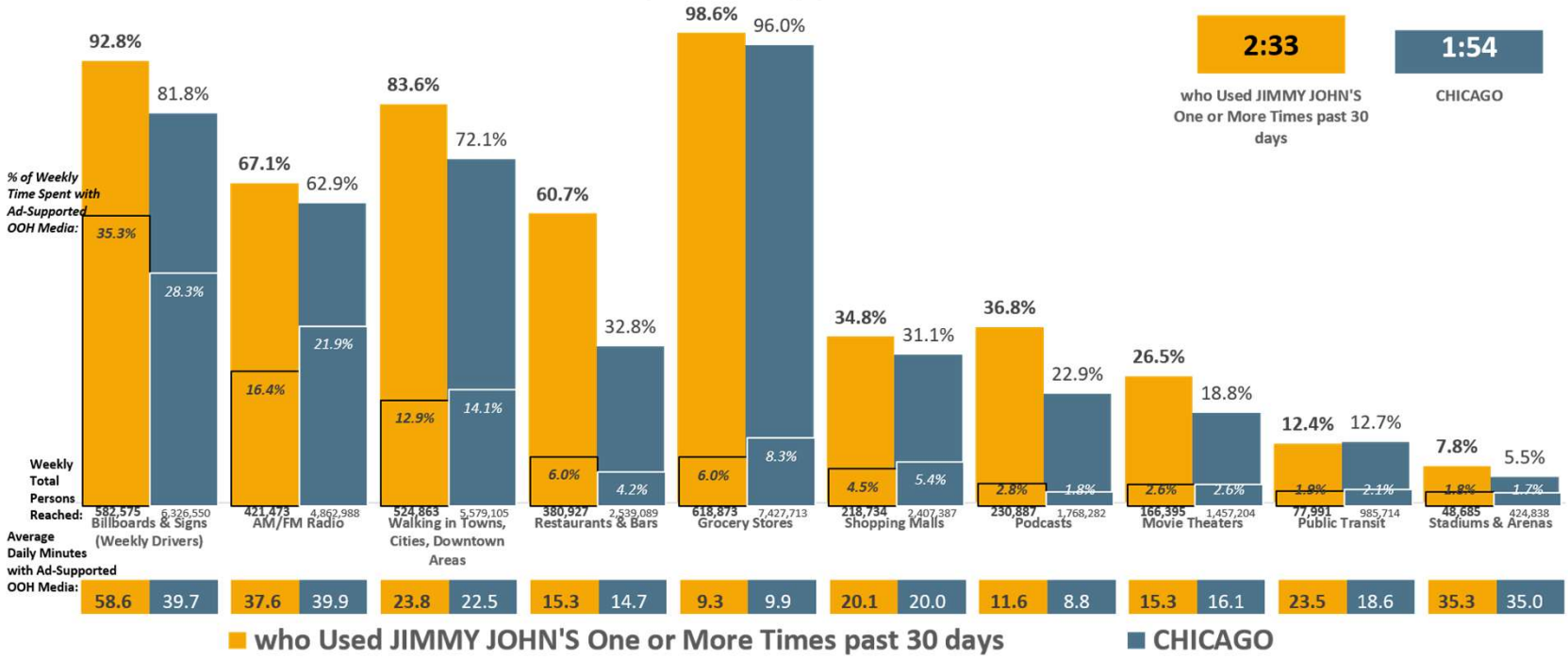
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Quick service restaurants used past 30 days: Portillo's

582,575 or 92.8% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an average of 58.6 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

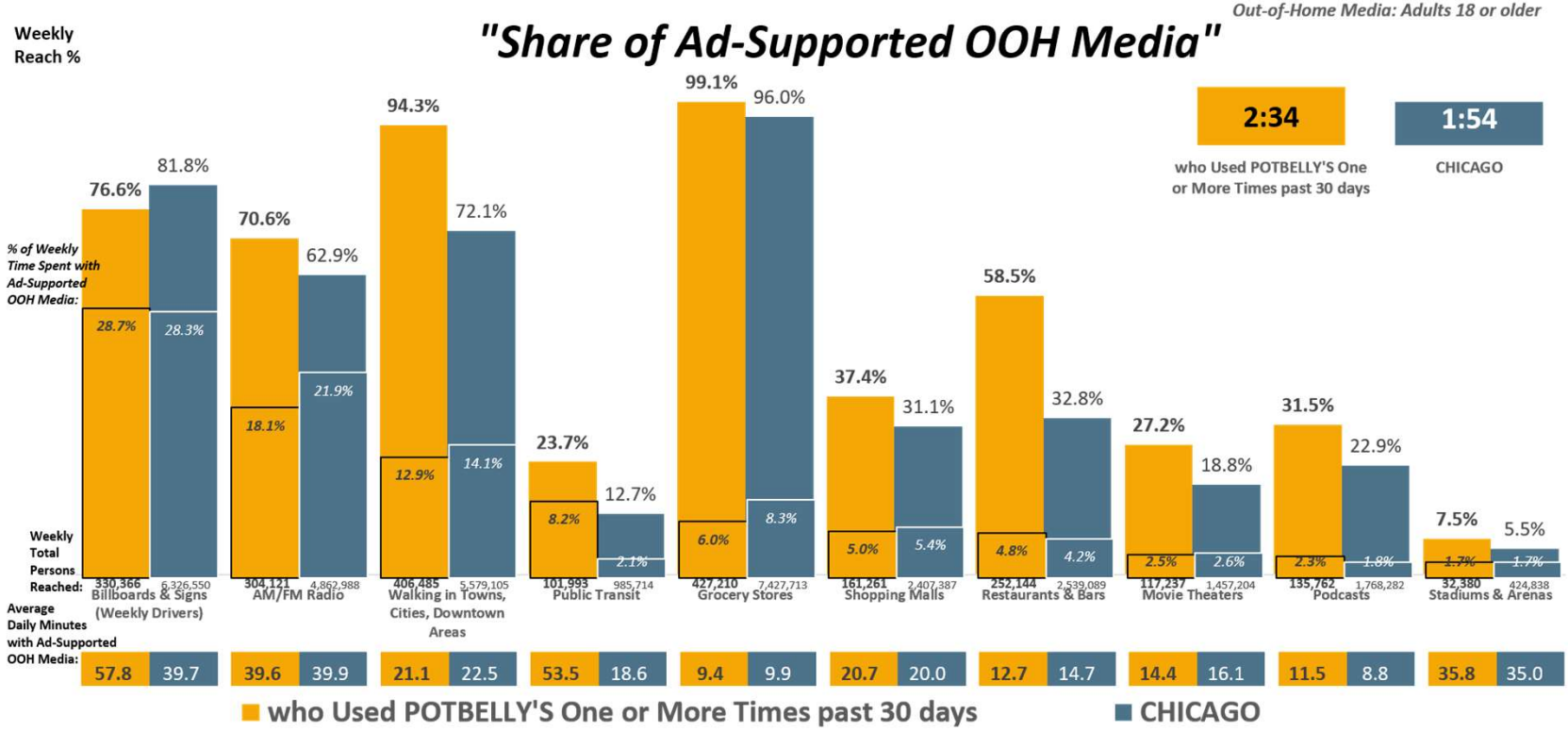
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Quick service restaurants used past 30 days: Jimmy John's

330,366 or 76.6% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 28.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

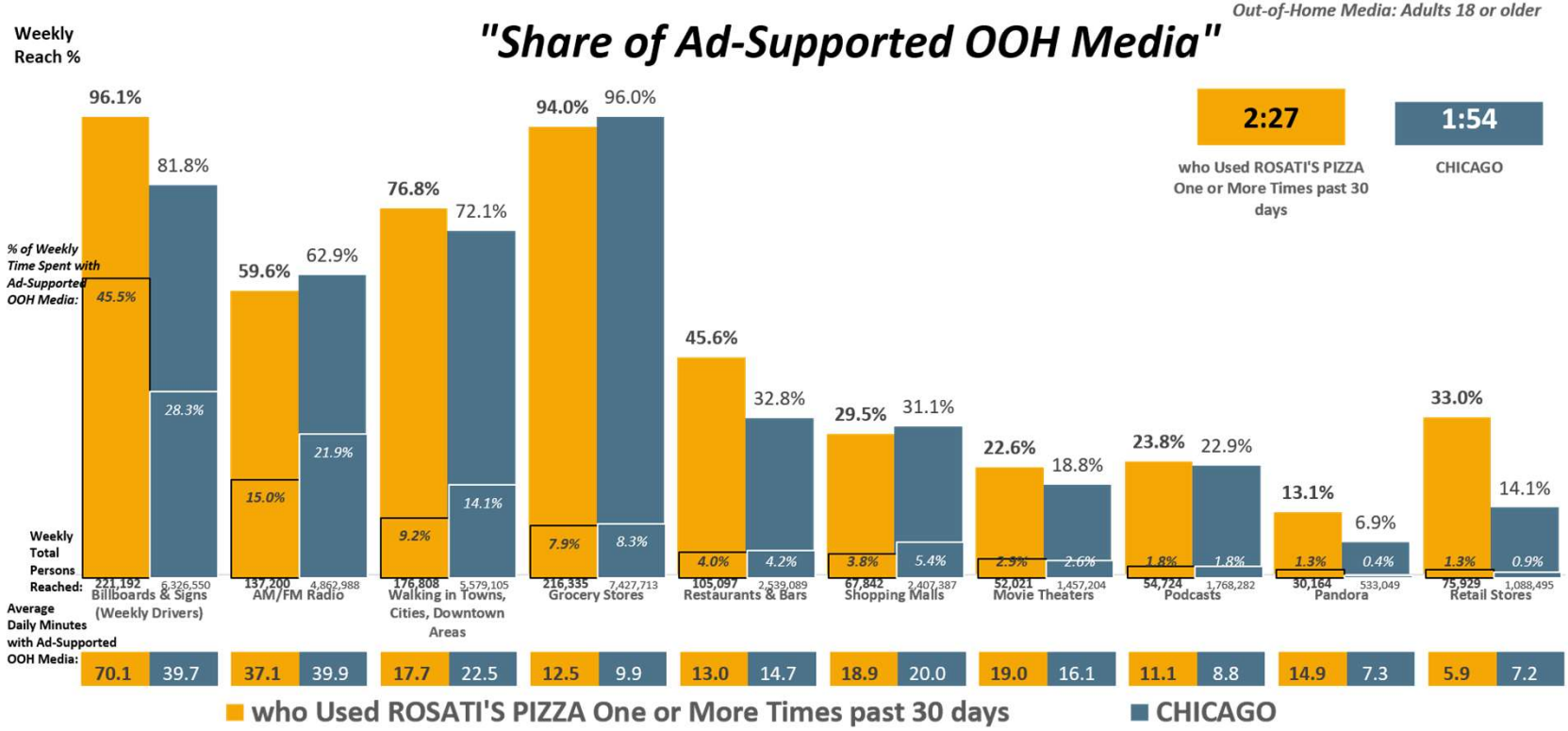
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

221,192 or 96.1% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an average of 70.1 minutes per day driving, seeing Billboards and Signs representing 45.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

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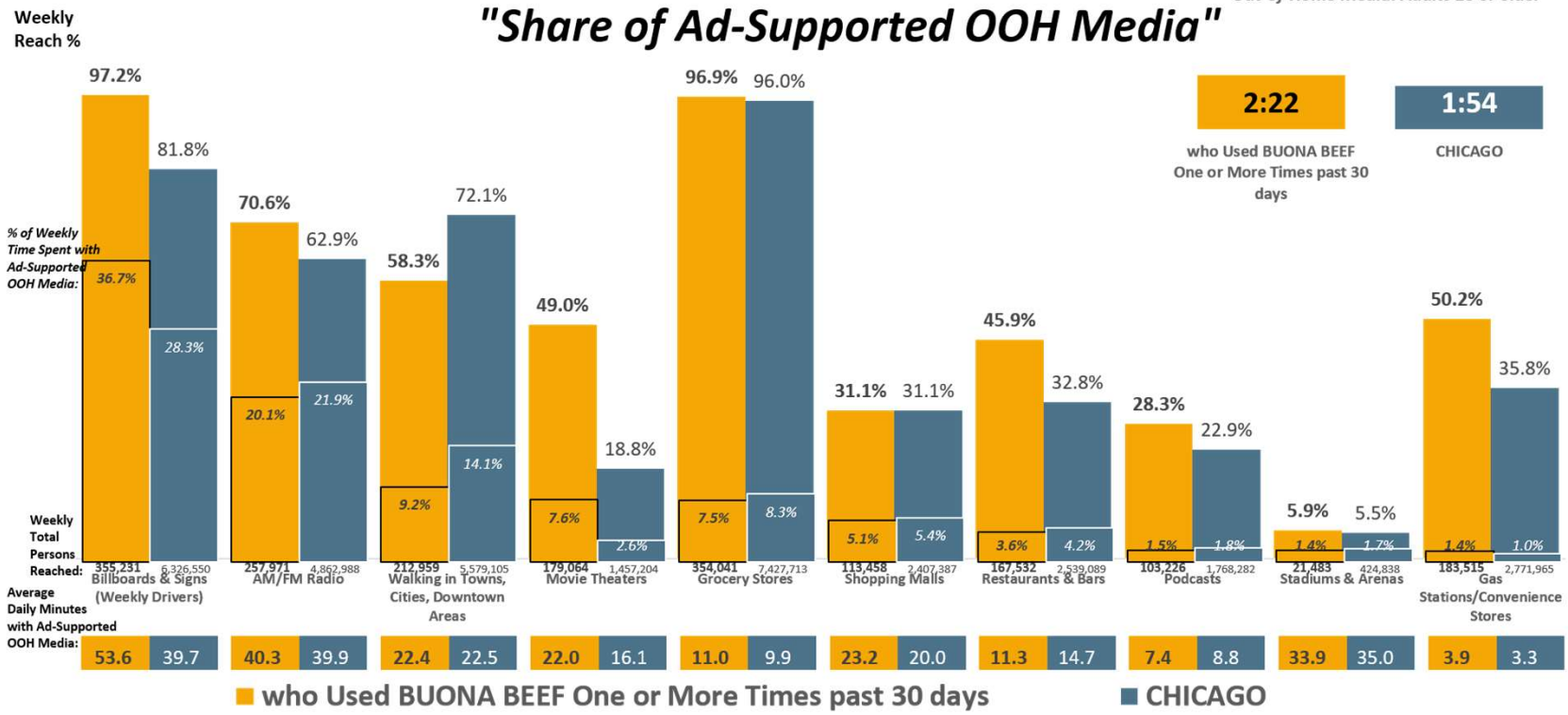
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Quick service restaurants used past 30 days: Rosati's Pizza

355,231 or 97.2% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168 CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 3,837

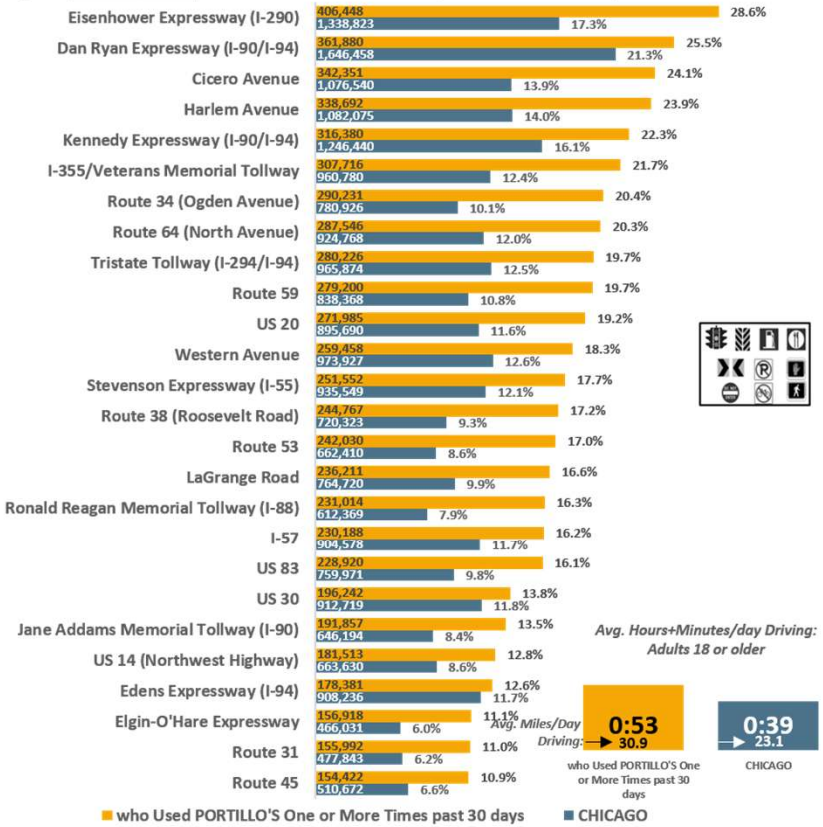
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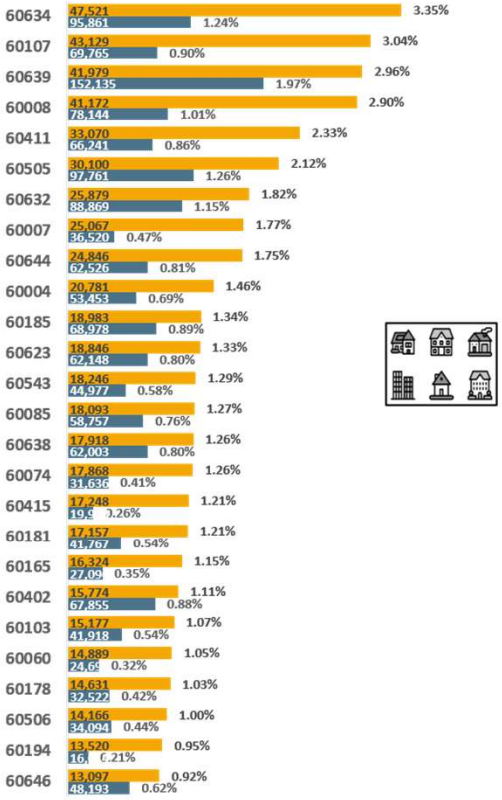
Quick service restaurants used past 30 days: Buona

1,325,886 or 93.4% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 105.5% more likely to use Ronald Reagan Memorial Tollway (I-88) than the

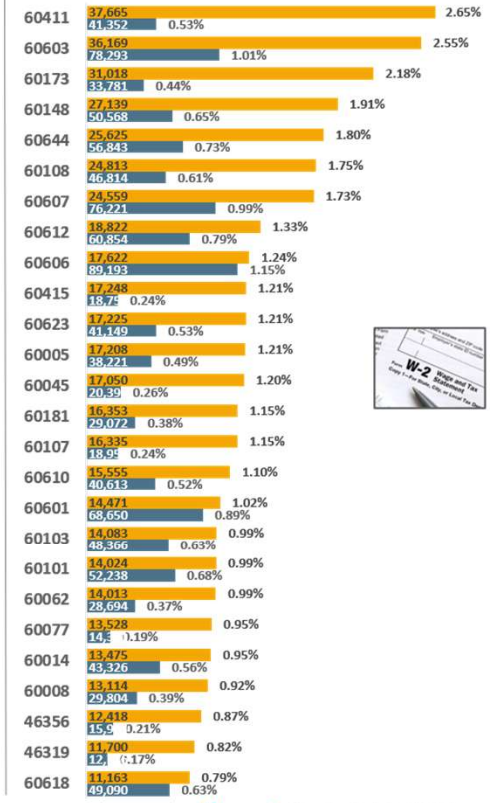
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

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Quick service restaurants used past 30 days: Portillo's

582,575 or 92.8% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days spend an average of 58.6 minutes per day driving an average of 34.1 miles each day and are 121.4% more likely to use Elgin-O'Hare Expressway than the Metro average

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

	who Used JIMMY JOHN'S One or More Times past 30 days	%	CHICAGO	%
Eisenhower Expressway (I-290)	160,938	25.6%	1,338,823	17.3%
Dan Ryan Expressway (I-90/I-94)	160,730	25.6%	1,646,458	21.3%
I-355/Veterans Memorial Tollway	158,070	25.2%	960,780	12.4%
Kennedy Expressway (I-90/I-94)	154,142	24.6%	1,246,440	16.1%
Tristate Tollway (I-294/I-94)	152,665	24.3%	965,874	12.5%
Route 64 (North Avenue)	112,038	17.8%	924,768	12.0%
Route 53	110,362	17.6%	662,410	8.6%
Ronald Reagan Memorial Tollway (I-88)	108,759	17.3%	612,369	7.9%
Route 34 (Ogden Avenue)	108,280	17.2%	780,926	10.1%
Route 59	106,544	17.0%	838,368	10.8%
US 20	96,879	15.4%	895,690	11.6%
Harlem Avenue	92,614	14.8%	1,082,075	14.0%
US 14 (Northwest Highway)	88,745	14.1%	663,630	8.6%
Route 38 (Roosevelt Road)	86,860	13.8%	720,323	9.3%
US 83	85,696	13.6%	759,971	9.8%
Edens Expressway (I-94)	83,890	13.4%	908,236	11.7%
Elgin-O'Hare Expressway	83,755	13.3%	466,031	6.0%
Stevenson Expressway (I-55)	83,713	13.3%	935,549	12.1%
US 30	81,961	13.1%	912,719	11.8%
LaGrange Road	75,489	12.0%	764,720	9.9%
Route 45	73,073	11.6%	510,672	6.6%
I-57	71,411	11.4%	904,578	11.7%
Jane Addams Memorial Tollway (I-90)	70,537	11.2%	646,194	8.4%
Cicero Avenue	69,715	11.1%	1,076,540	13.9%
Route 72	66,575	10.6%	431,516	5.6%
Western Avenue	57,787	9.2%	973,927	12.6%

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

0:58 → 34.1 who Used JIMMY JOHN'S One or More Times past 30 days

0:39 → 23.1 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older

		%		%
60005	20,045	3.19%	33,315	0.43%
60639	19,290	3.07%	152,135	1.97%
60516	18,562	2.96%	36,084	0.47%
60103	18,060	2.88%	41,918	0.54%
60060	17,596	2.80%	24,69[illegible]	0.32%
60172	17,593	2.80%	51,313	0.66%
60067	15,305	2.44%	28,65[illegible]	0.37%
60074	14,717	2.34%	31,636	0.41%
61350	14,030	2.23%	28,38[illegible]	0.37%
60081	13,302	2.12%	14[illegible]	0.19%
60614	13,194	2.10%	80,670	1.04%
60185	12,210	1.94%	68,978	0.89%
60543	11,761	1.87%	44,977	0.58%
60625	11,615	1.85%	44,798	0.58%
60135	11,384	1.81%	1[illegible]	[illegible]15%
60611	10,476	1.67%	35,125	0.45%
46303	10,386	1.65%	39,116	0.51%
60505	10,312	1.64%	97,761	1.26%
60612	10,198	1.62%	26,59[illegible]	0.34%
60657	9,435	1.50%	76,768	0.99%
60451	9,026	1.44%	50,975	0.66%
60515	9,013	1.44%	30,354	0.39%
60061	8,097	1.29%	29,737	0.38%
60623	7,687	1.22%	62,148	0.80%
60618	7,556	1.20%	80,933	1.05%
61348	7,536	1.20%	16[illegible]	[illegible].21%

Top-26 Employment Zip Codes: Adults 18 or older

		%		%
60606	34,248	5.45%	89,193	1.15%
60074	21,700	3.46%	24[illegible]	0.32%
60005	18,625	2.97%	38,2[illegible]	0.49%
60516	18,562	2.96%	21[illegible]	0.28%
60611	16,134	2.57%	70,545	0.91%
60103	14,083	2.24%	48,366	0.63%
53105	13,302	2.12%	1[illegible]	[illegible].17%
60062	13,246	2.11%	28[illegible]	0.37%
60185	12,210	1.94%	27[illegible]	0.35%
60077	12,045	1.92%	1[illegible]	[illegible].19%
61350	10,763	1.71%	29,8[illegible]	0.39%
60201	9,815	1.56%	22[illegible]	0.29%
61748	9,797	1.56%	9[illegible]	[illegible].13%
60045	9,362	1.49%	20[illegible]	0.26%
60608	8,899	1.42%	53,695	0.69%
60101	8,457	1.35%	52,238	0.68%
60446	7,897	1.26%	1[illegible]	[illegible].16%
46304	7,791	1.24%	1[illegible]	[illegible].14%
61348	7,536	1.20%	1[illegible]	[illegible].14%
60612	7,170	1.14%	60,854	0.79%
60007	6,999	1.11%	31,9[illegible]	0.41%
46350	6,655	1.06%	19[illegible]	0.25%
60657	6,363	1.01%	60,950	0.79%
60623	6,234	0.99%	41,14[illegible]	0.53%
60526	6,107	0.97%	[illegible]	[illegible].18%
60467	6,052	0.96%	8[illegible]	[illegible].11%

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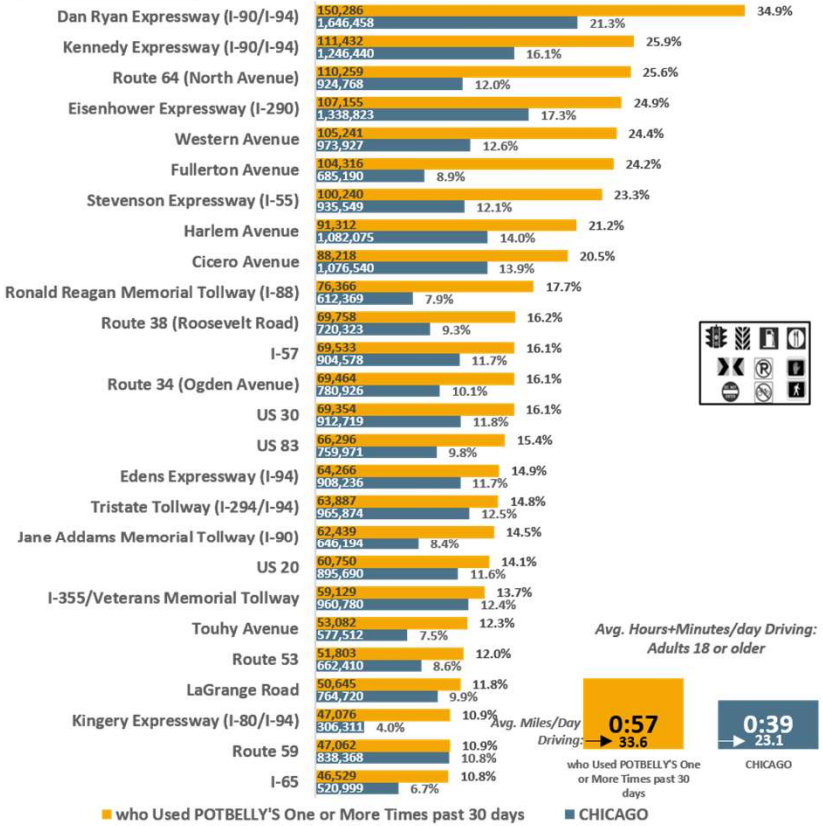
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

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Quick service restaurants used past 30 days: Jimmy John's

330,366 or 76.6% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days spend an average of 57.8 minutes per day driving an average of 33.6 miles each day and are 173.2% more likely to use Fullerton Avenue than the Metro average.

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

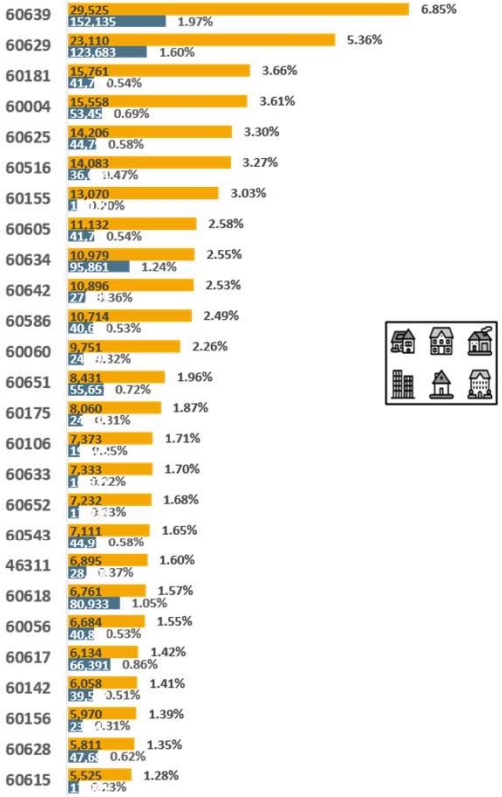


Avg. Hours+Minutes/day Driving: Adults 18 or older

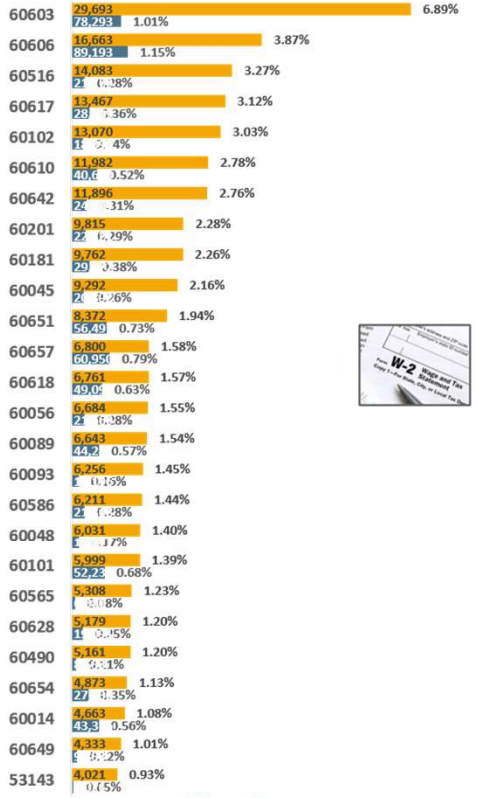
Avg. Miles/Day Driving:

who Used POTBELLY'S One or More Times past 30 days	CHICAGO
0:57	0:39
33.6	23.1

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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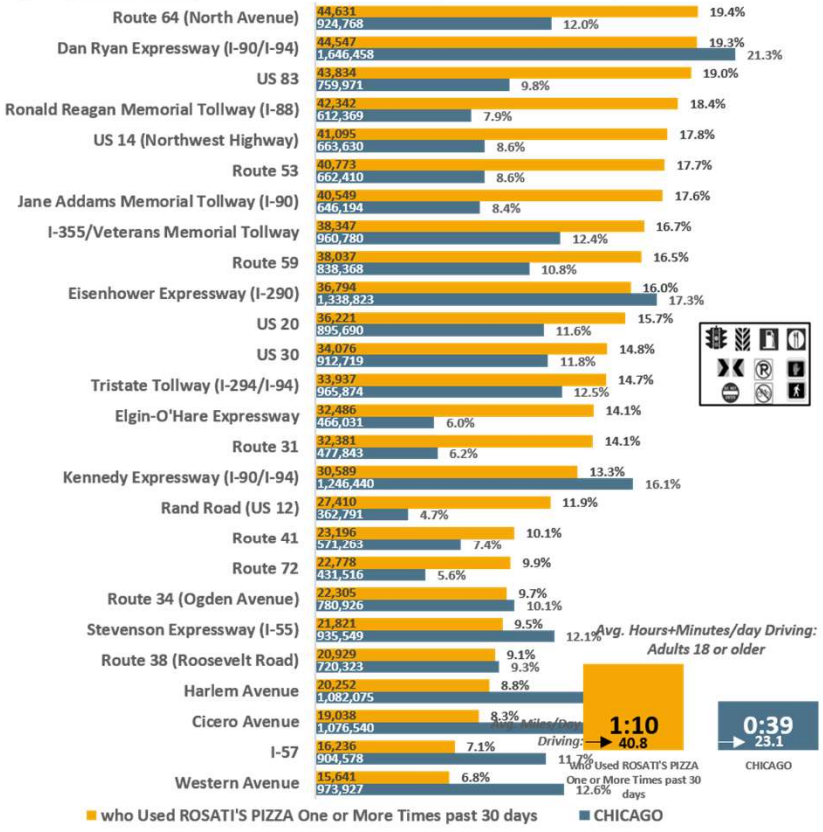
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

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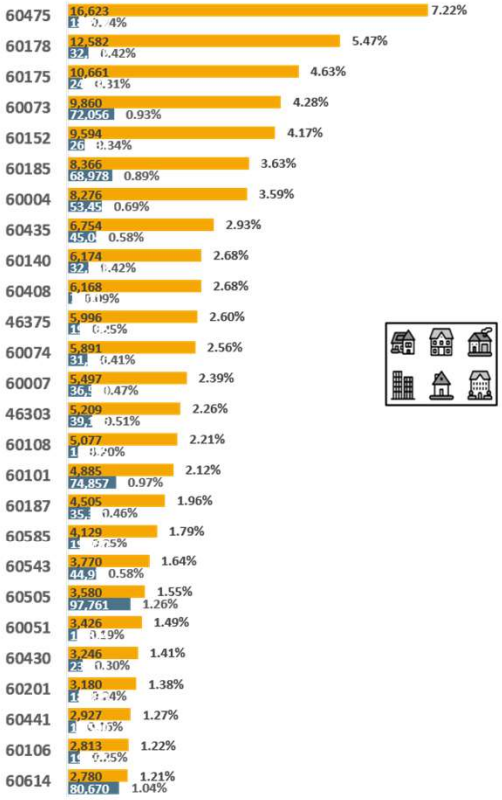
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

221,192 or 96.1% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days spend an average of 70.1 minutes per day driving an average of 40.8 miles each day and are 153.9% more likely to use Rand Road (US 12) than the Metro average.

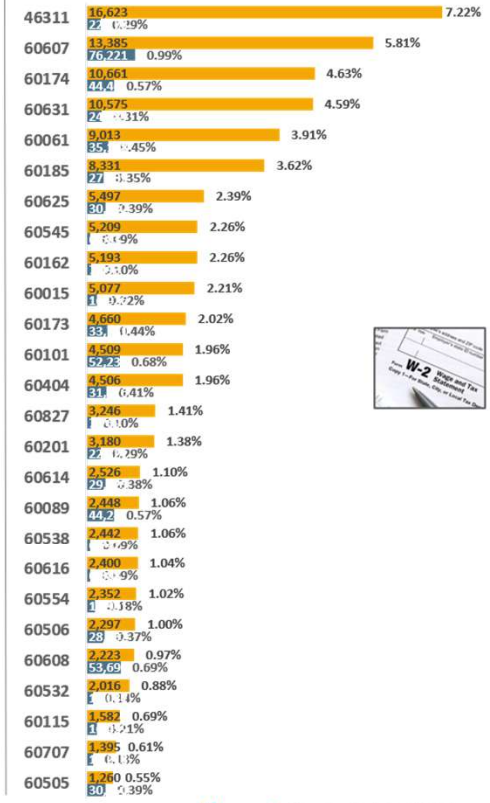
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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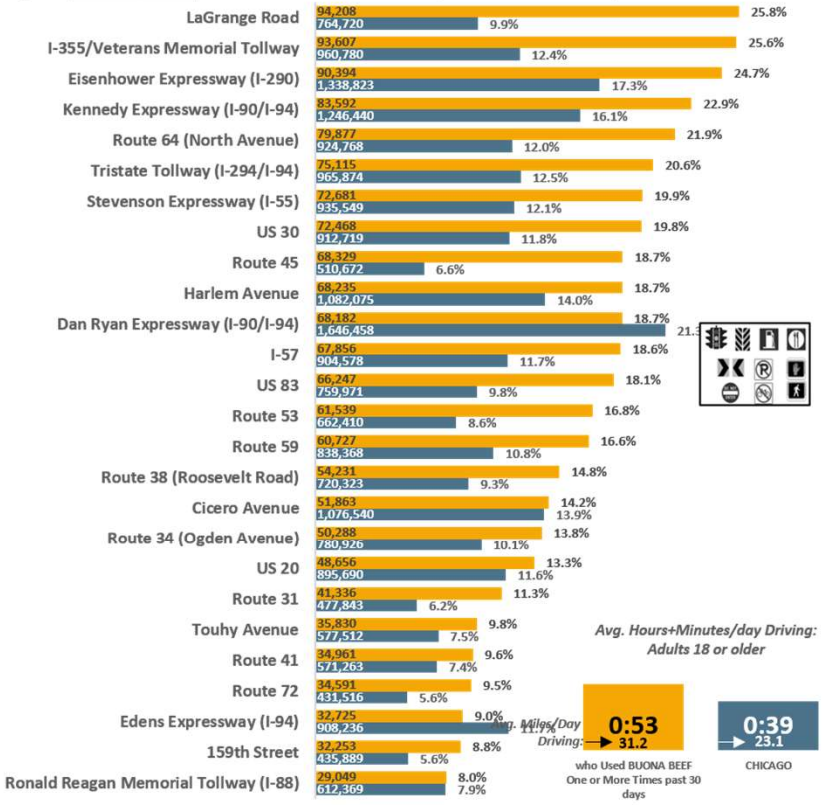
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Quick service restaurants used past 30 days: Rosati's Pizza

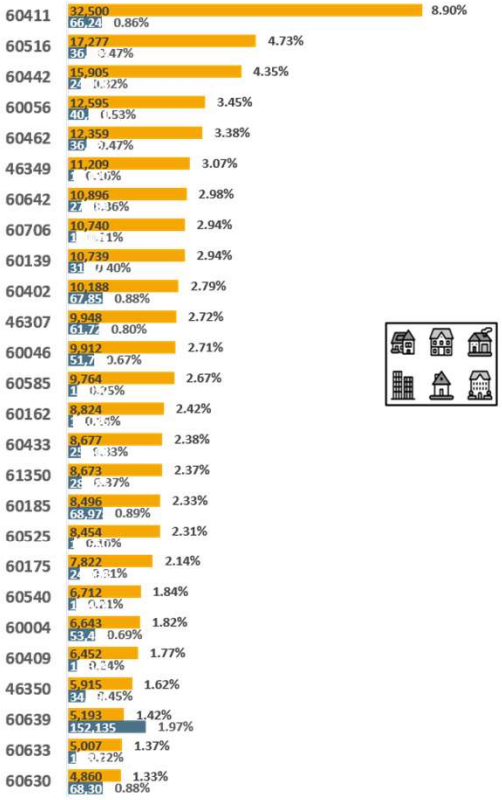
BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF
CHI

355,231 or 97.2% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 183.4% more likely to use Route 45 than the Metro average.

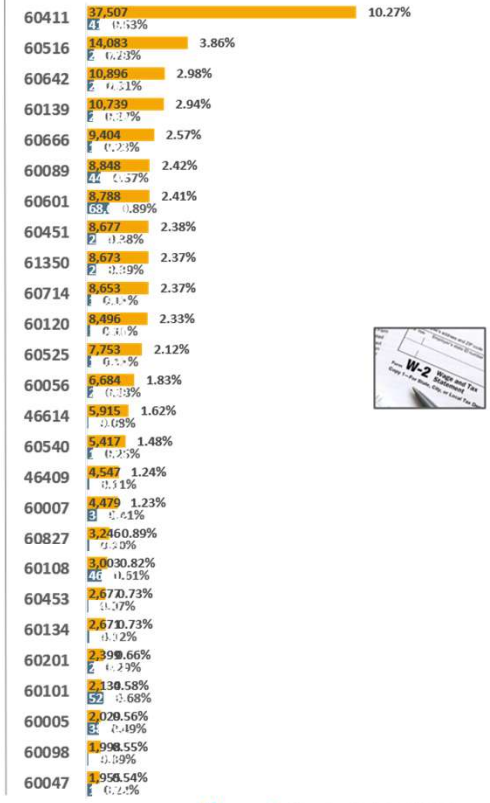
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



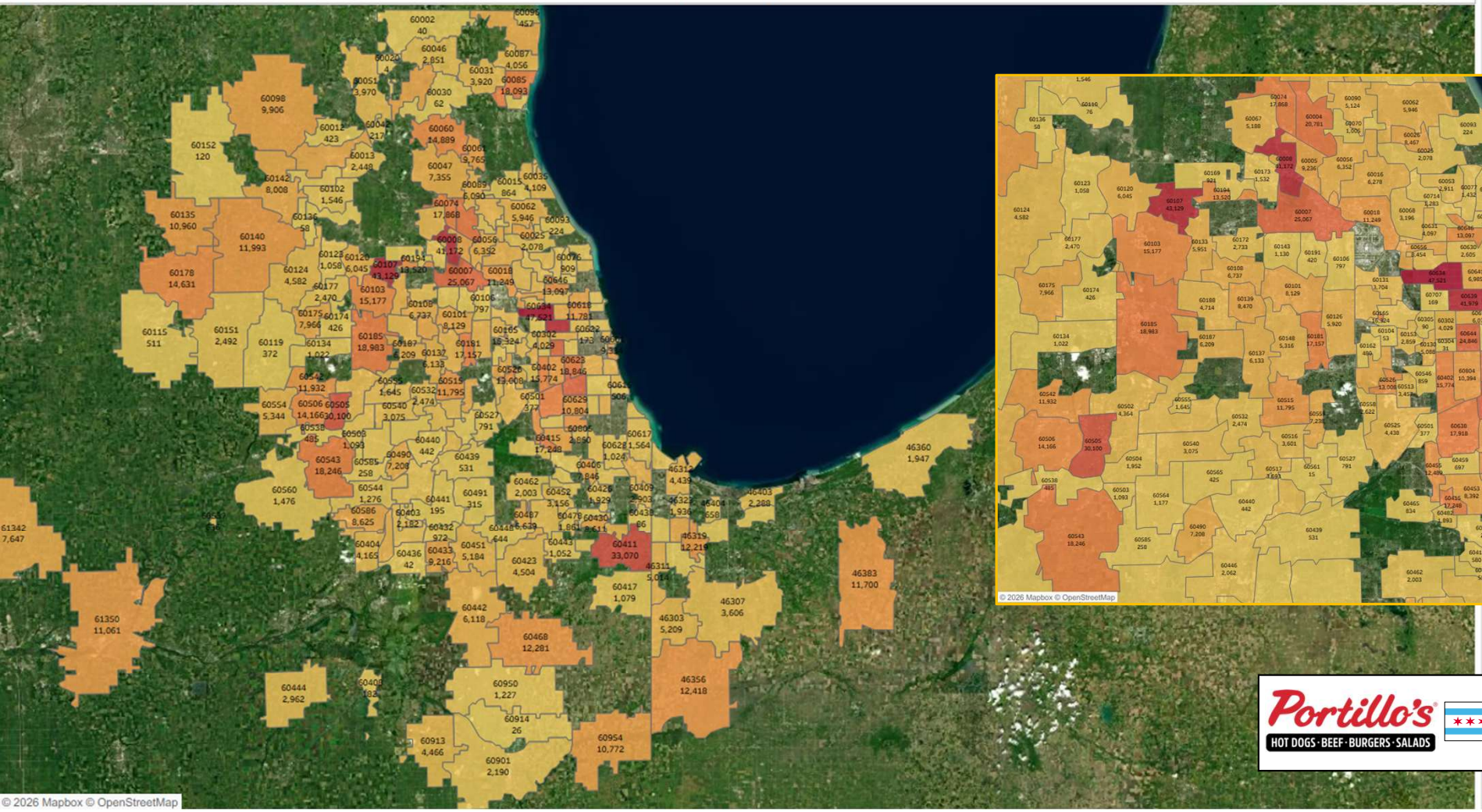
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CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 168

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Quick service restaurants used past 30 days: Buona

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

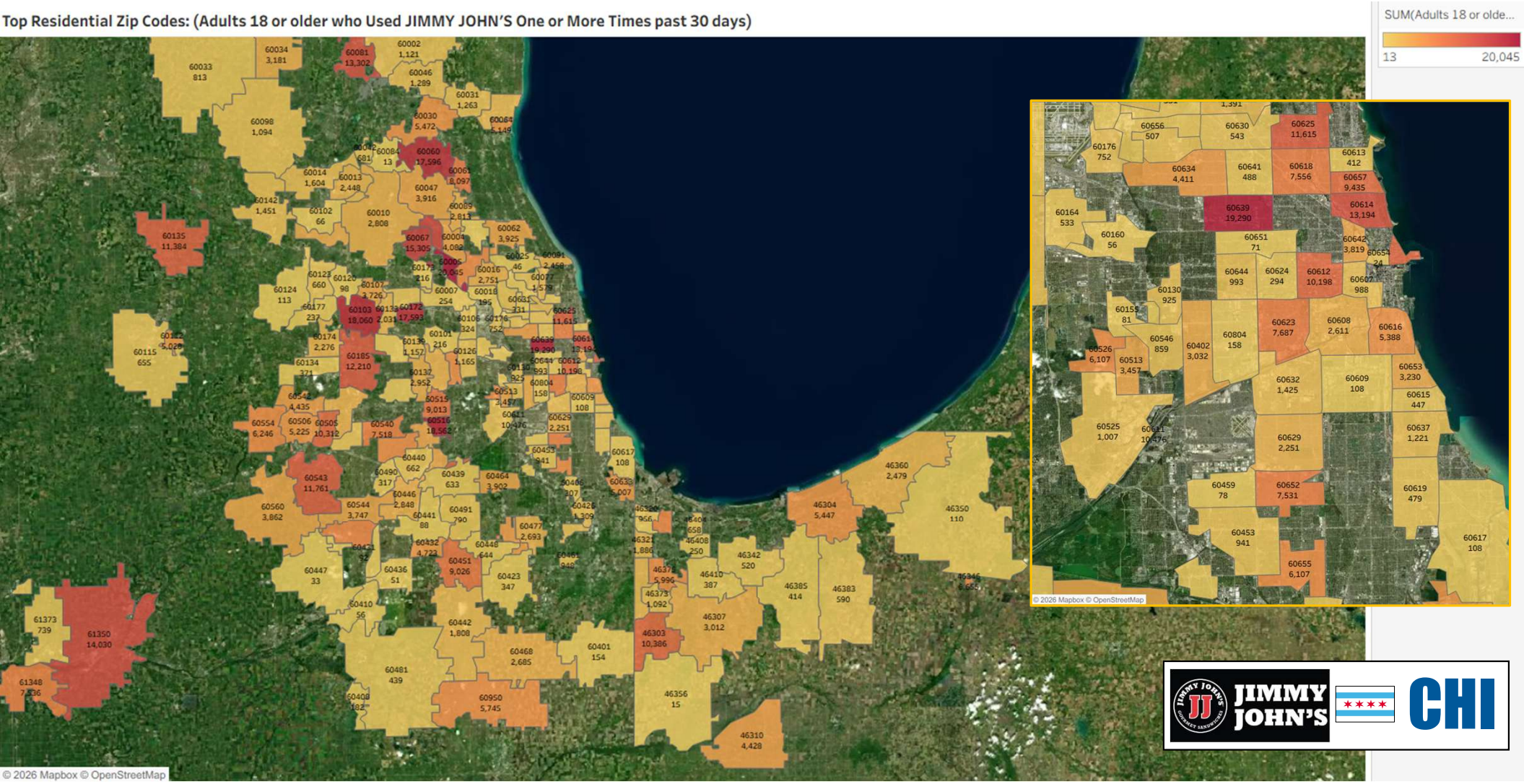


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Quick service restaurants used past 30 days: Portillo's

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



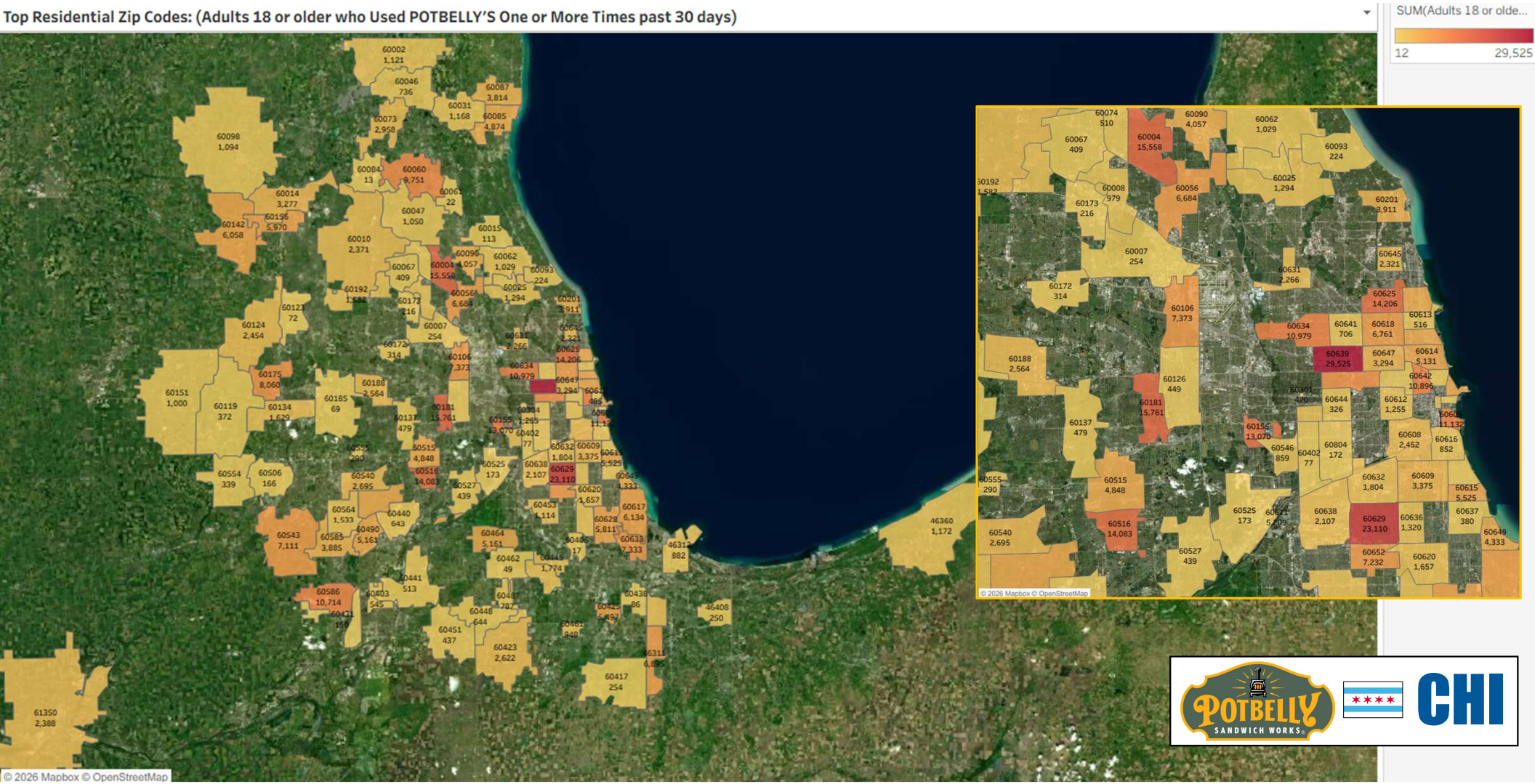
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Quick service restaurants used past 30 days: Jimmy John's

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

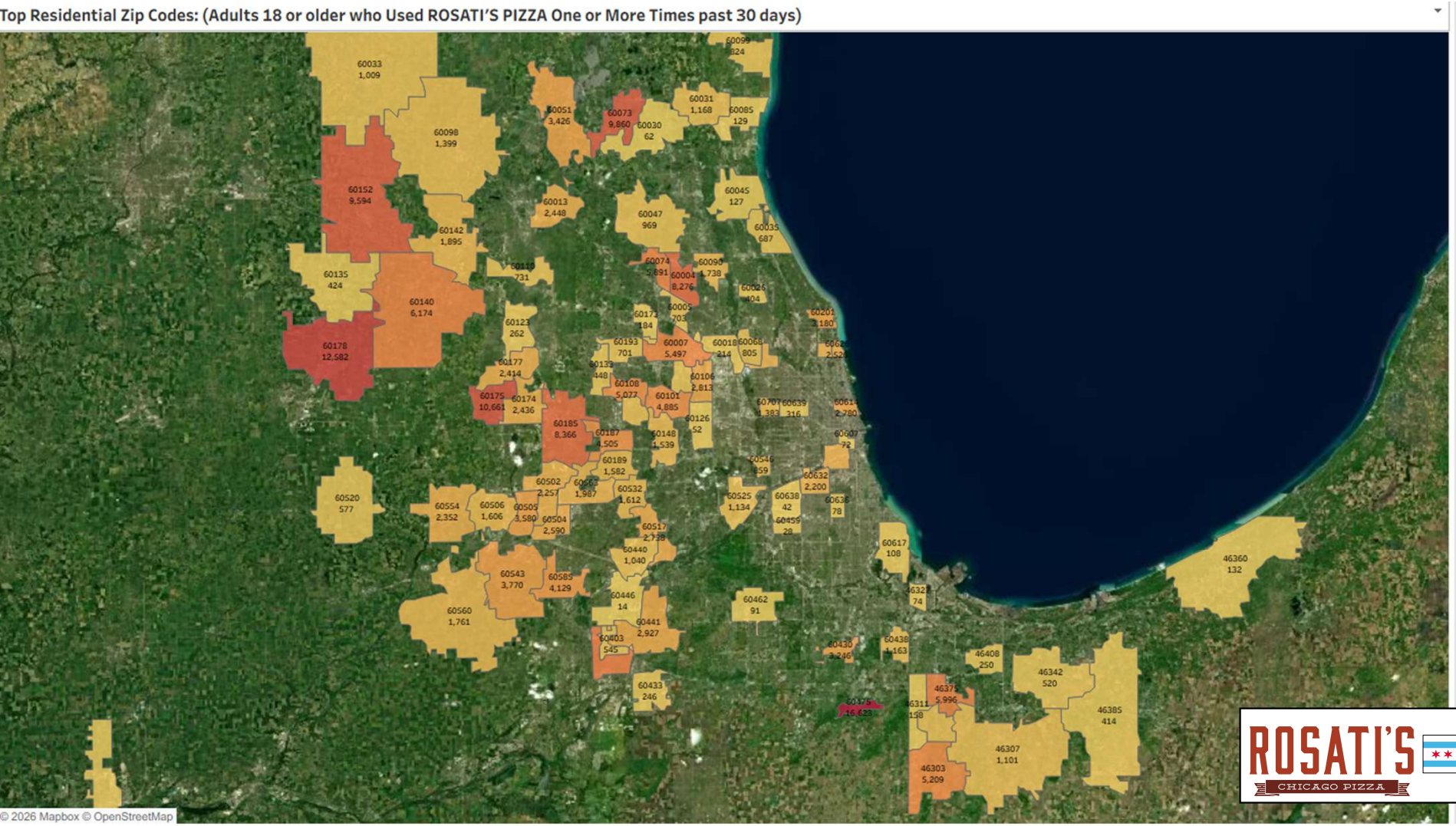


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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

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



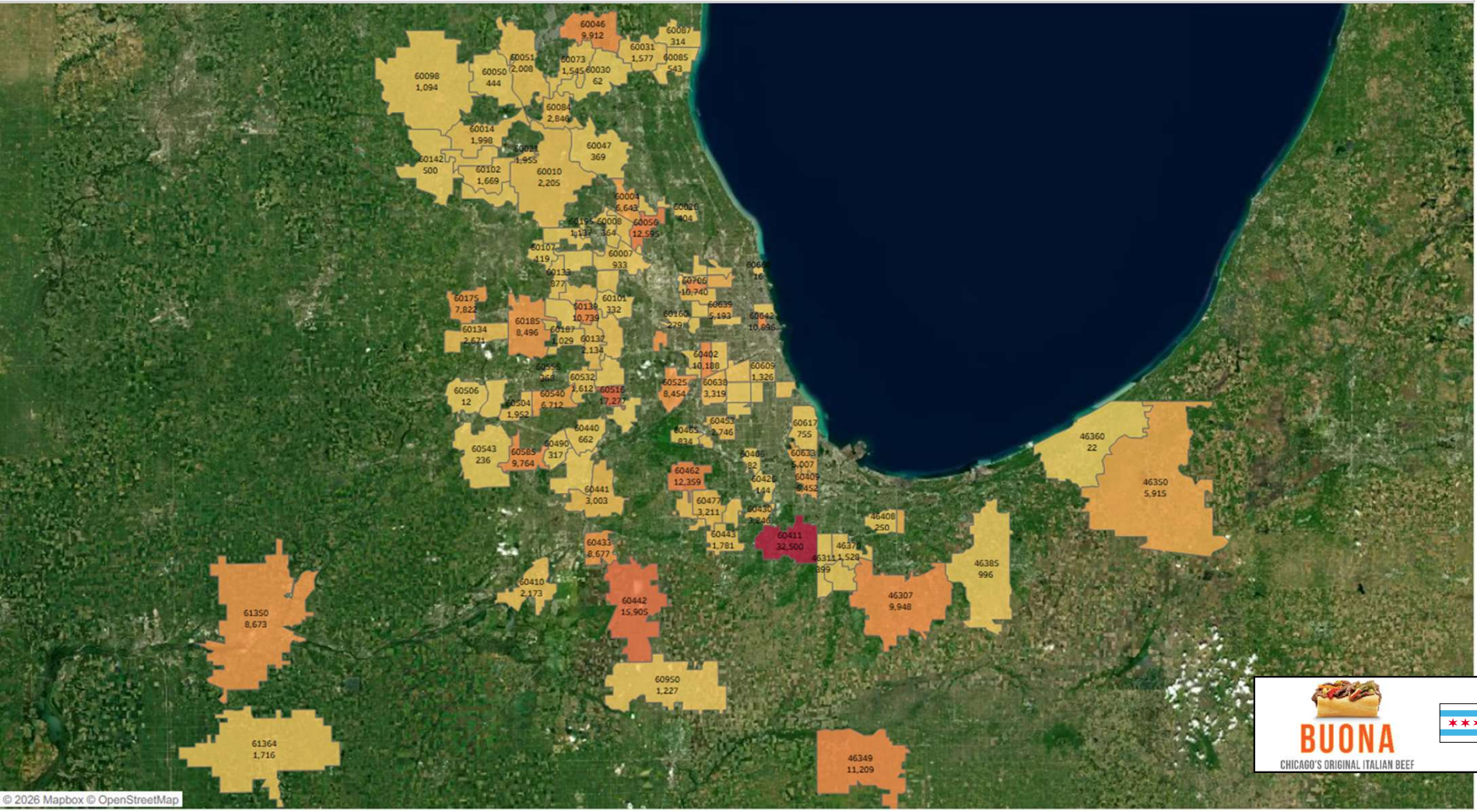
ROSATI'S CHICAGO PIZZA CHI

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

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



BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

CHI

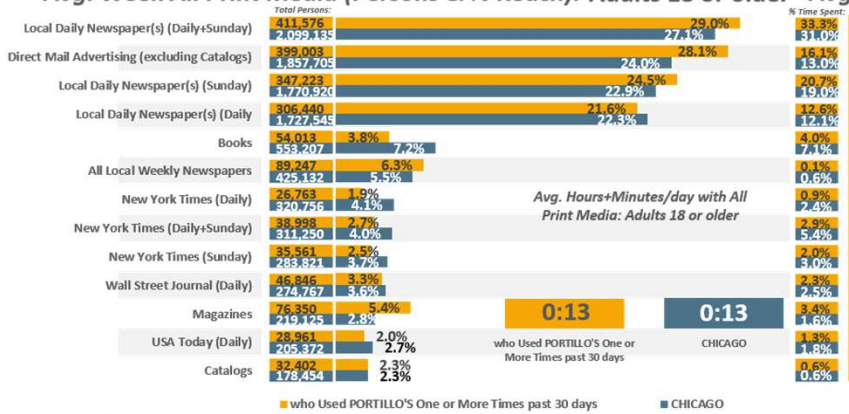
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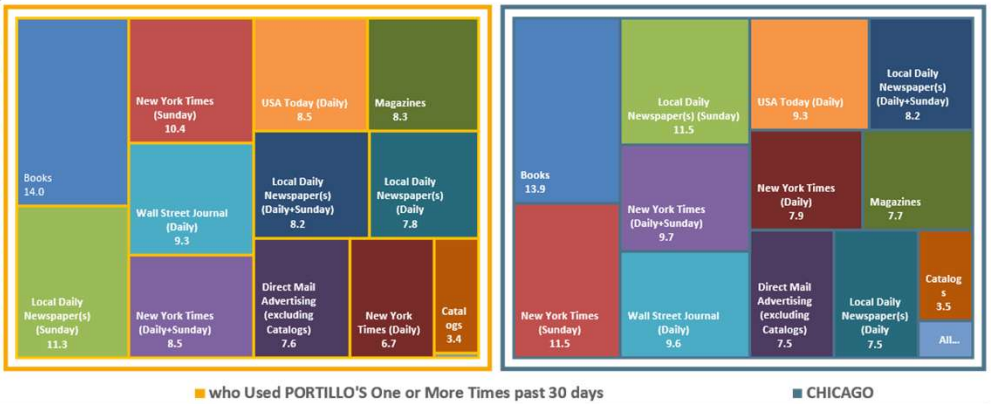
Quick service restaurants used past 30 days: Buona

411,576 or 29.% of Adults 18 or older who Used PORTILLO'S One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

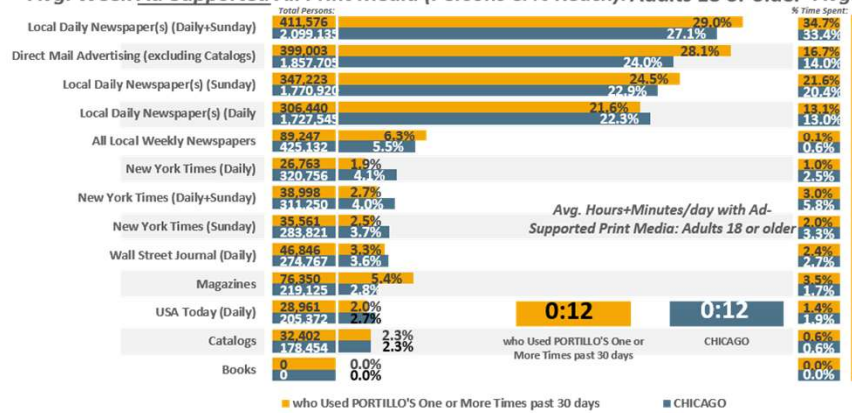
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



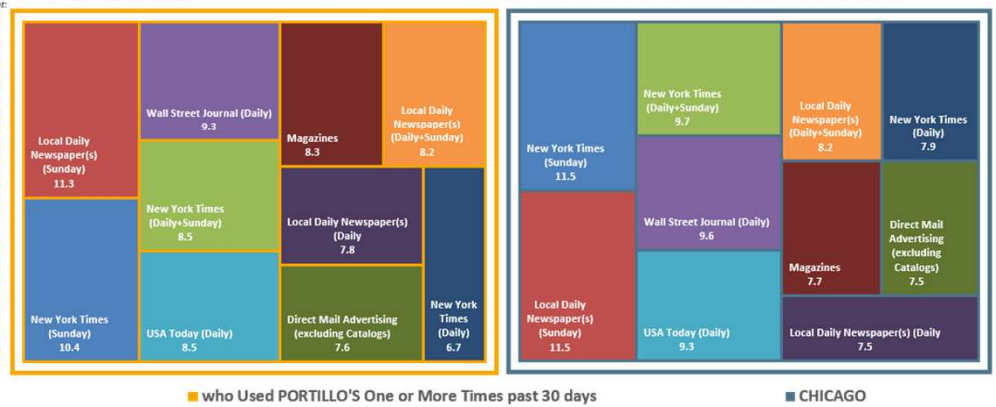
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 634

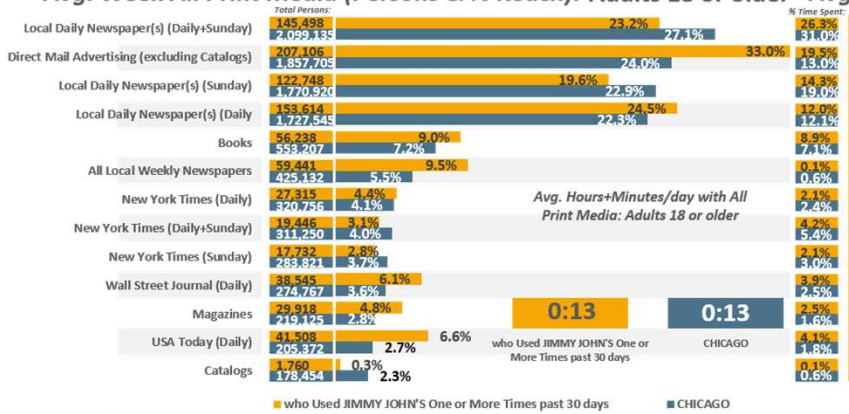
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Quick service restaurants used past 30 days: Portillo's

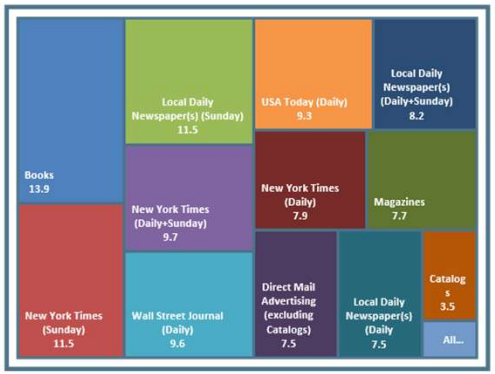
145,498 or 23.2% of Adults 18 or older who Used JIMMY JOHN'S One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



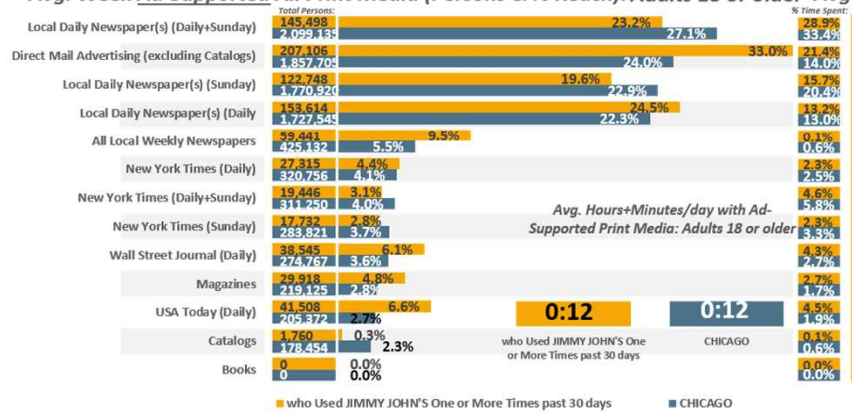
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



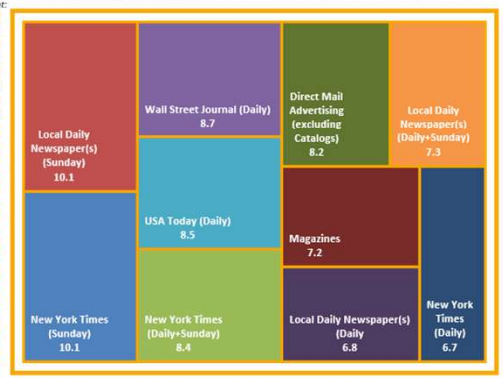


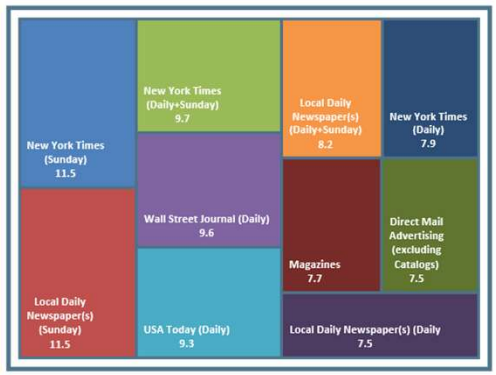
who Used JIMMY JOHN'S One or More Times past 30 days ■ CHICAGO

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





who Used JIMMY JOHN'S One or More Times past 30 days ■ CHICAGO

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 305

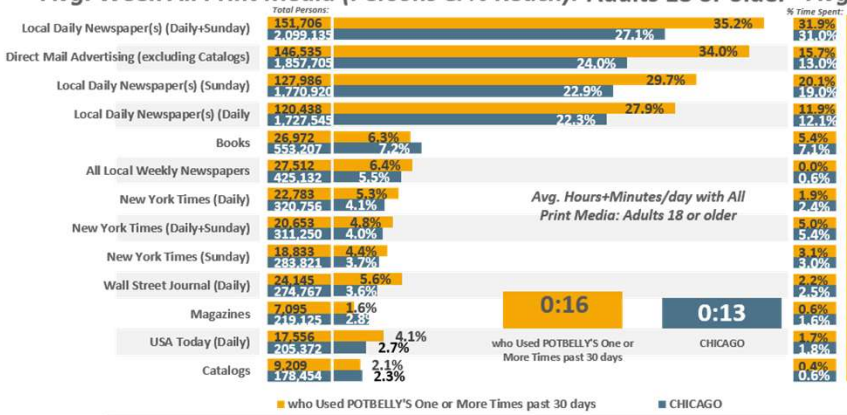
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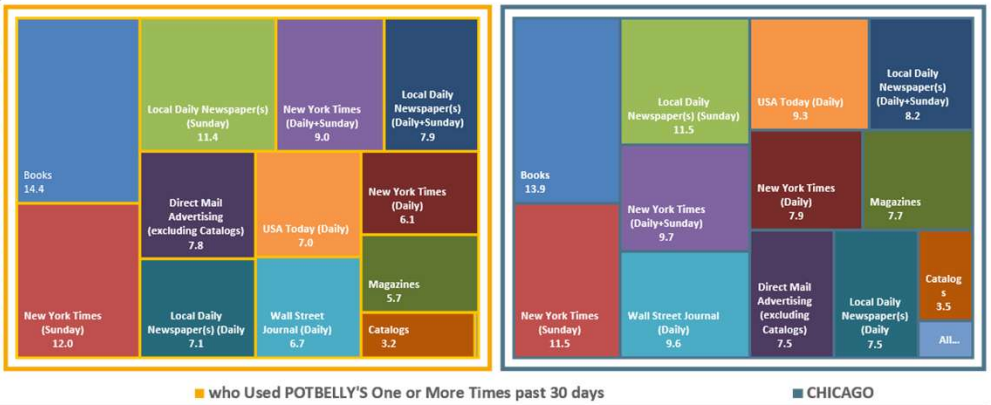
Quick service restaurants used past 30 days: Jimmy John's

151,706 or 35.2% of Adults 18 or older who Used POTBELLY'S One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

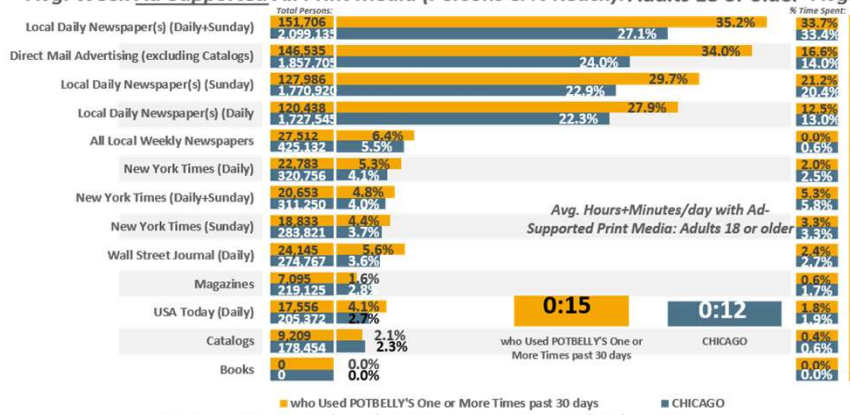
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



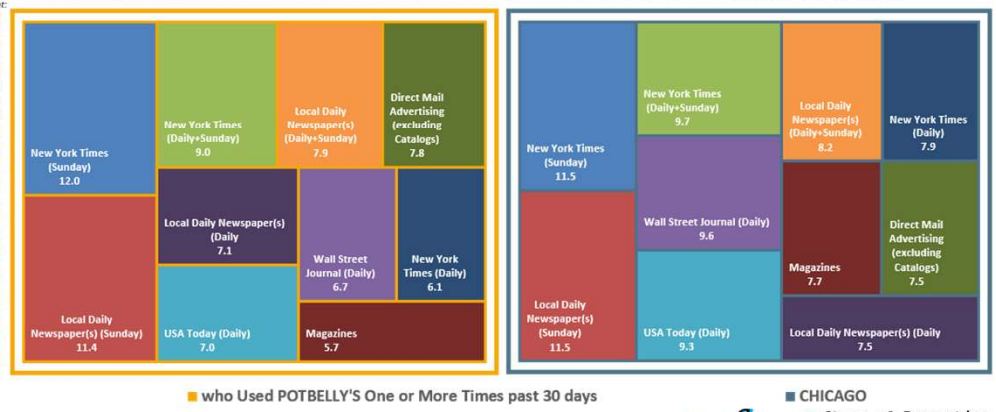
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 208

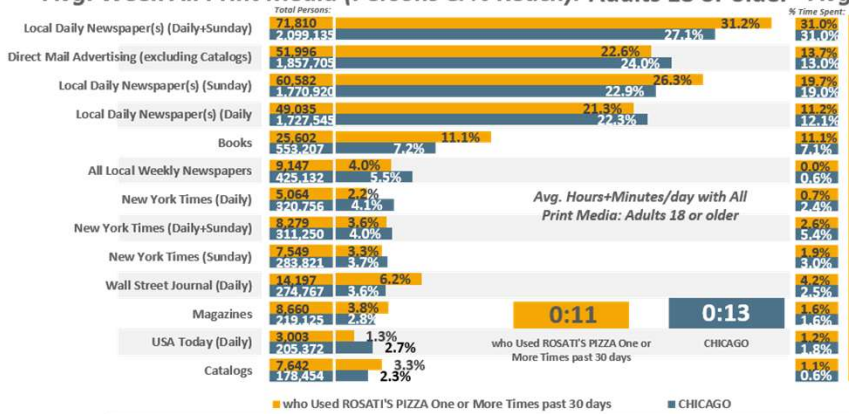
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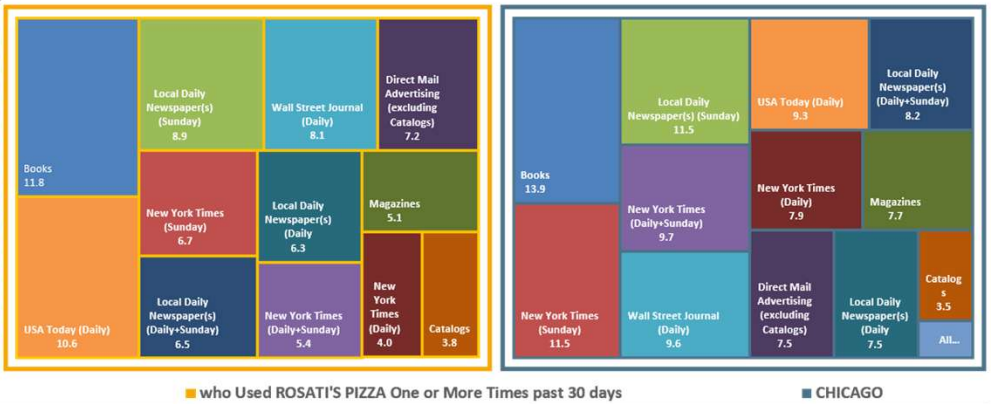
Quick service restaurants used past 30 days: Potbelly Sandwich Shop

71,810 or 31.2% of Adults 18 or older who Used ROSATI'S PIZZA One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.5 minutes every day representing 34.8% of all time spent daily with All forms of Print Media.

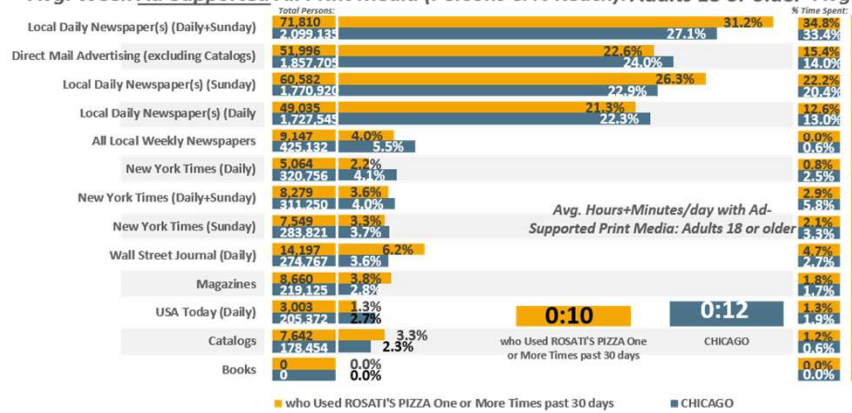
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



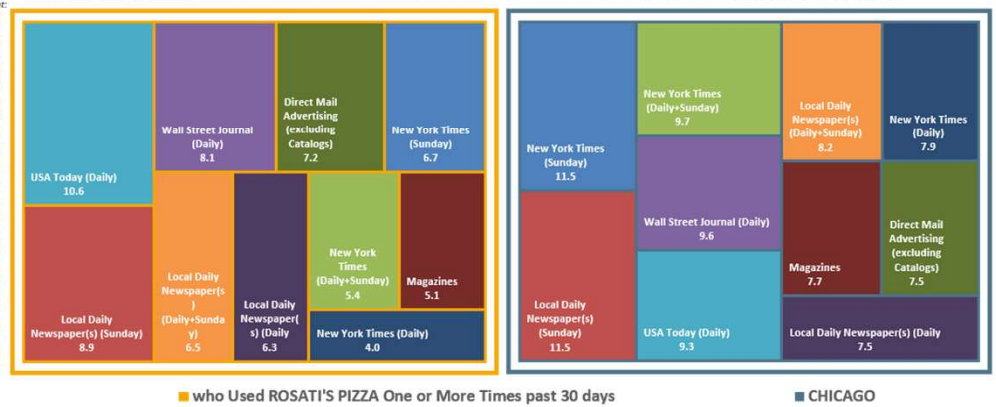
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab 130

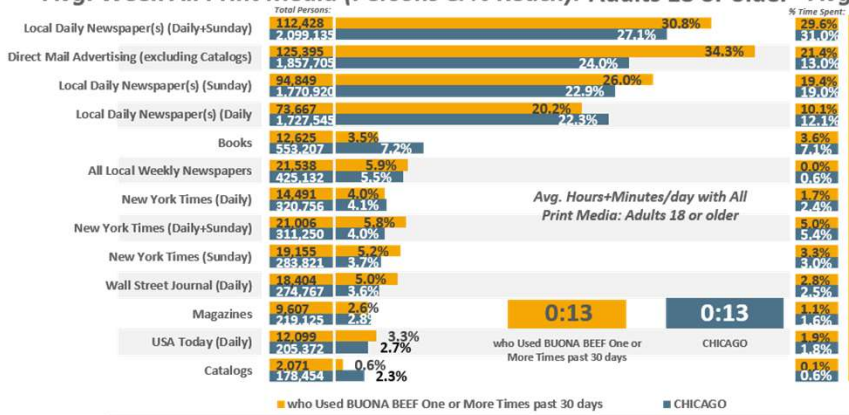
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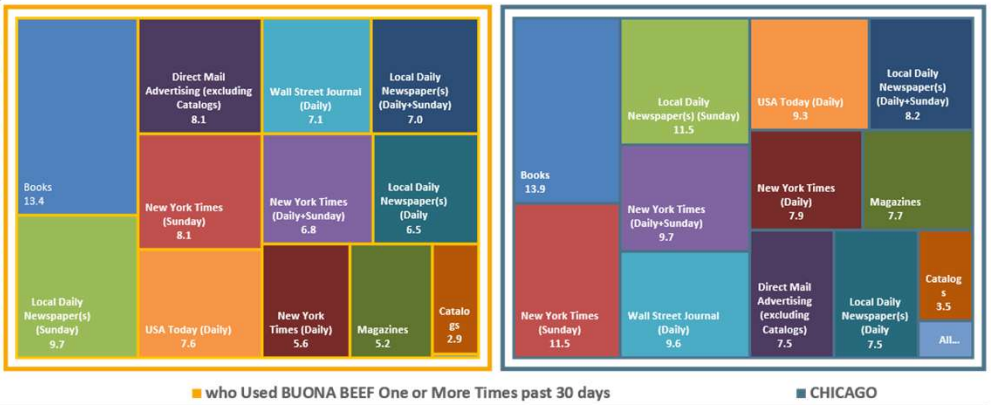
Quick service restaurants used past 30 days: Rosati's Pizza

112,428 or 30.8% of Adults 18 or older who Used BUONA BEEF One or More Times past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

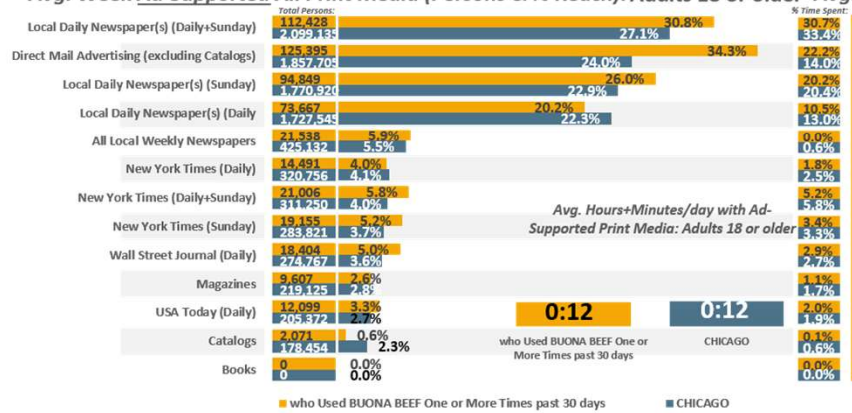
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



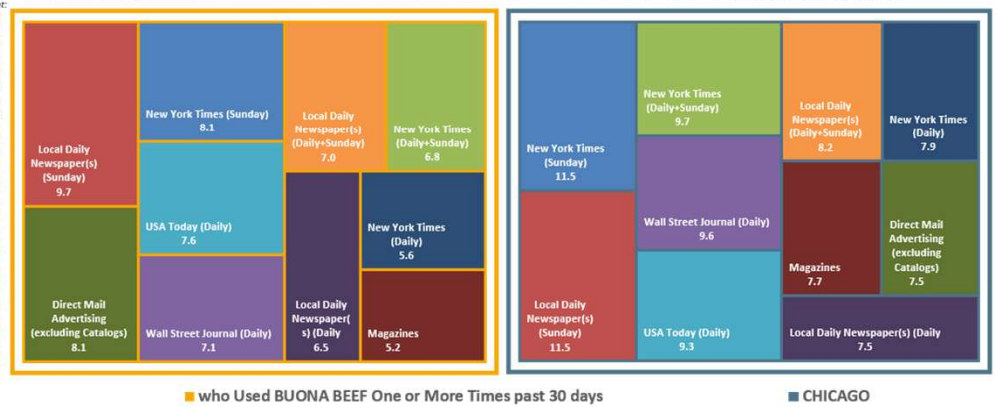
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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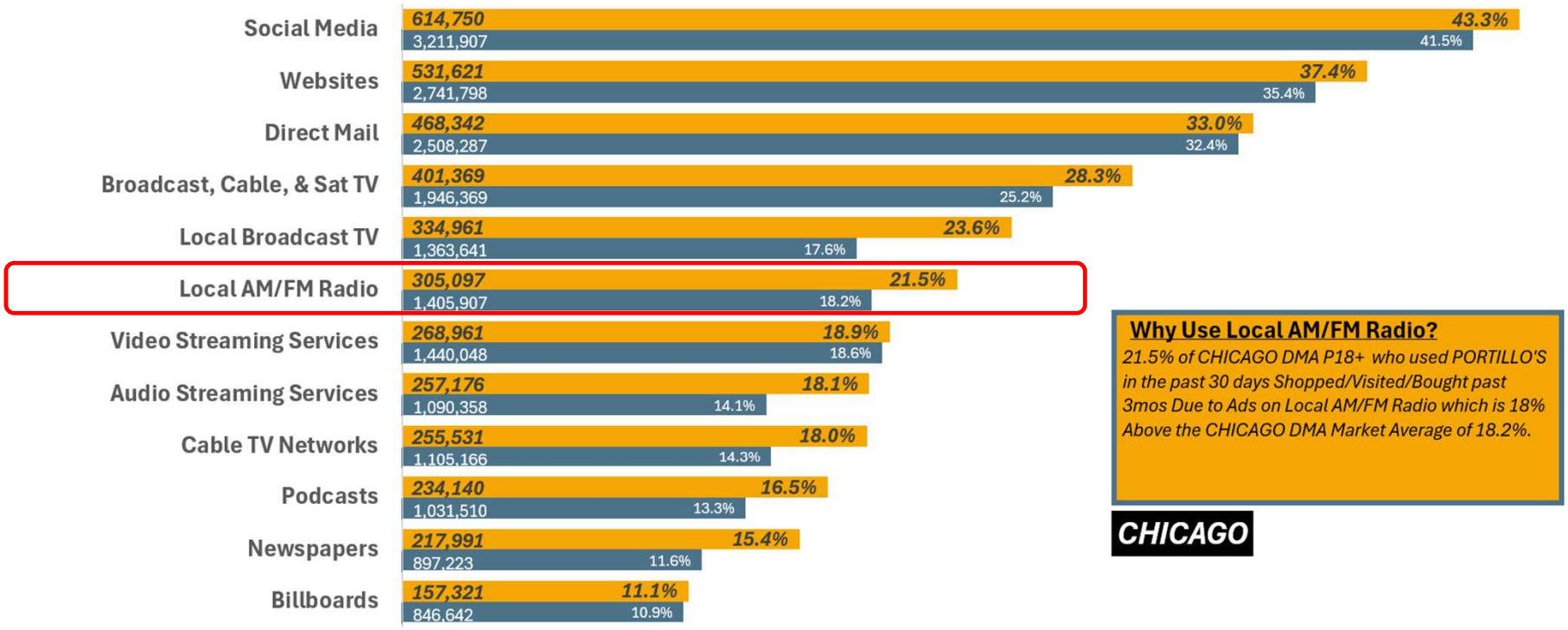
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Quick service restaurants used past 30 days: Buona

Portillo's HOT DOGS · BEEF · BURGERS · SALADS CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

21.5% of CHICAGO DMA P18+ who used PORTILLO'S in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the CHICAGO DMA Market Average of 18.2%.

CHICAGO

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 634

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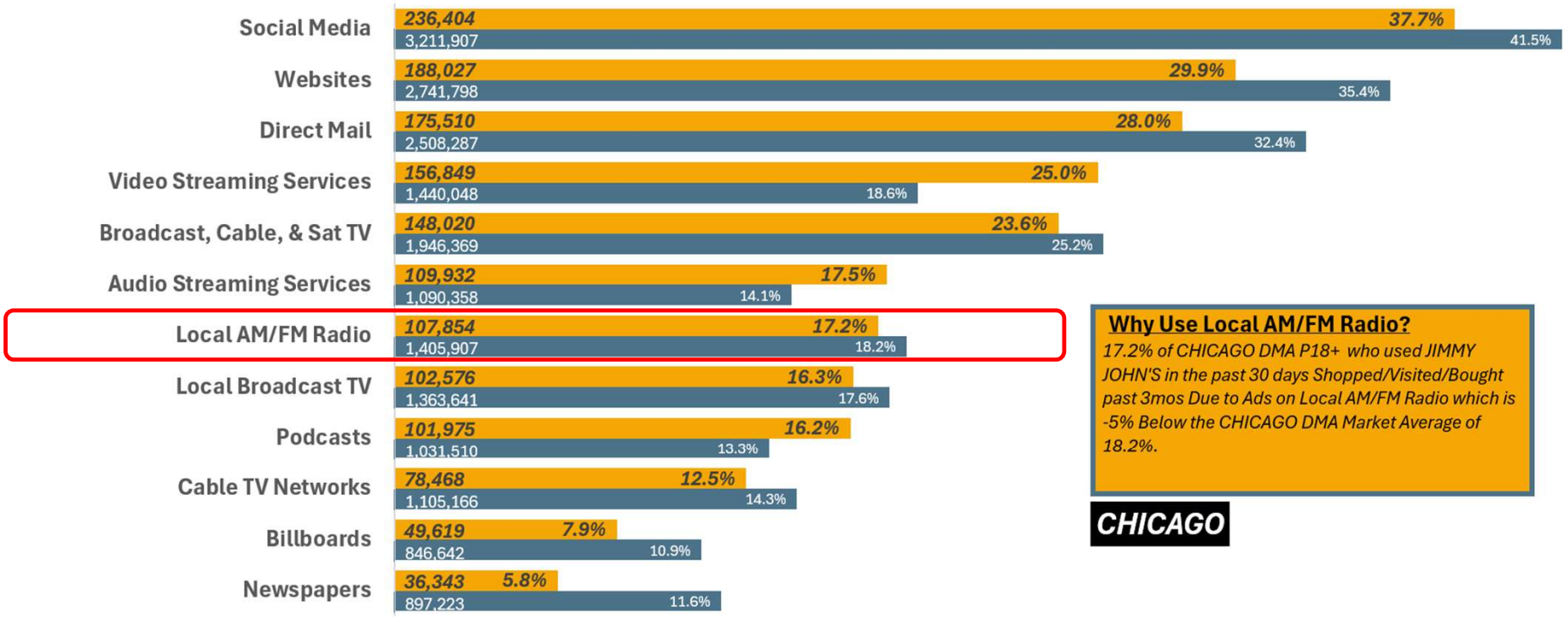
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Quick service restaurants used past 30 days: Portillo's

JIMMY JOHN'S CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.2% of CHICAGO DMA P18+ who used JIMMY JOHN'S in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the CHICAGO DMA Market Average of 18.2%.

CHICAGO

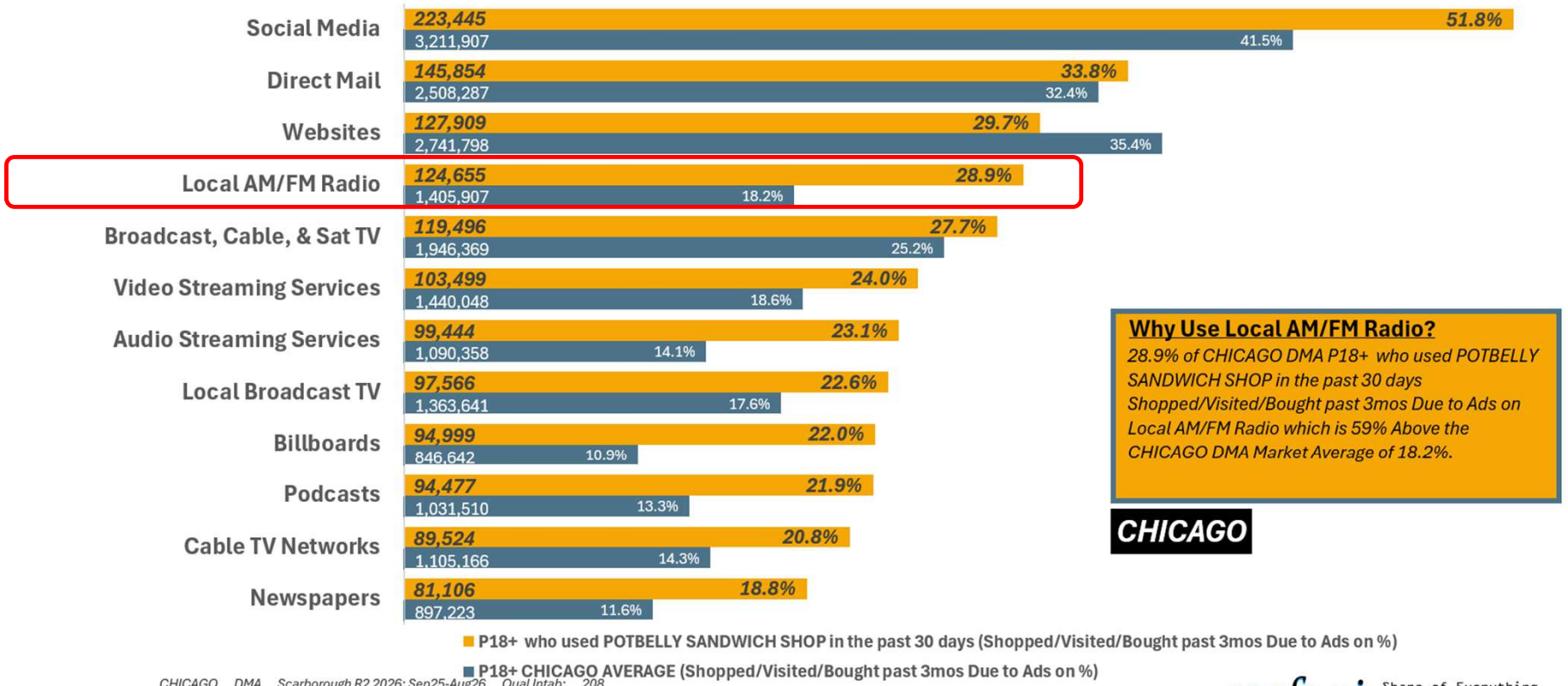
CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 305

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"Advertising Actions"

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



Why Use Local AM/FM Radio?

28.9% of CHICAGO DMA P18+ who used POTBELLY SANDWICH SHOP in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 59% Above the CHICAGO DMA Market Average of 18.2%.

CHICAGO

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 208

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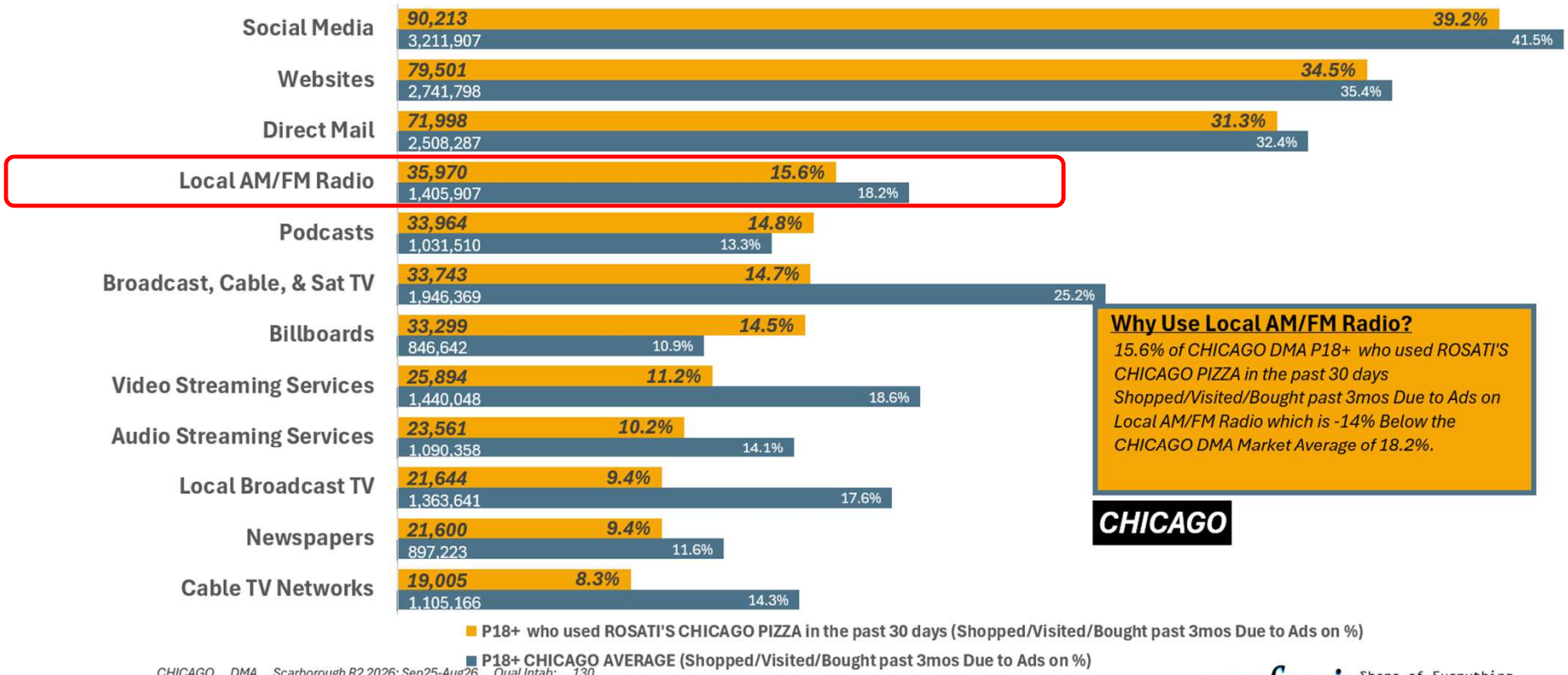
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Quick service restaurants used past 30 days: Potbelly Sandwich Shop

ROSATI'S CHICAGO PIZZA CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.6% of CHICAGO DMA P18+ who used ROSATI'S CHICAGO PIZZA in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -14% Below the CHICAGO DMA Market Average of 18.2%.

CHICAGO

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 130

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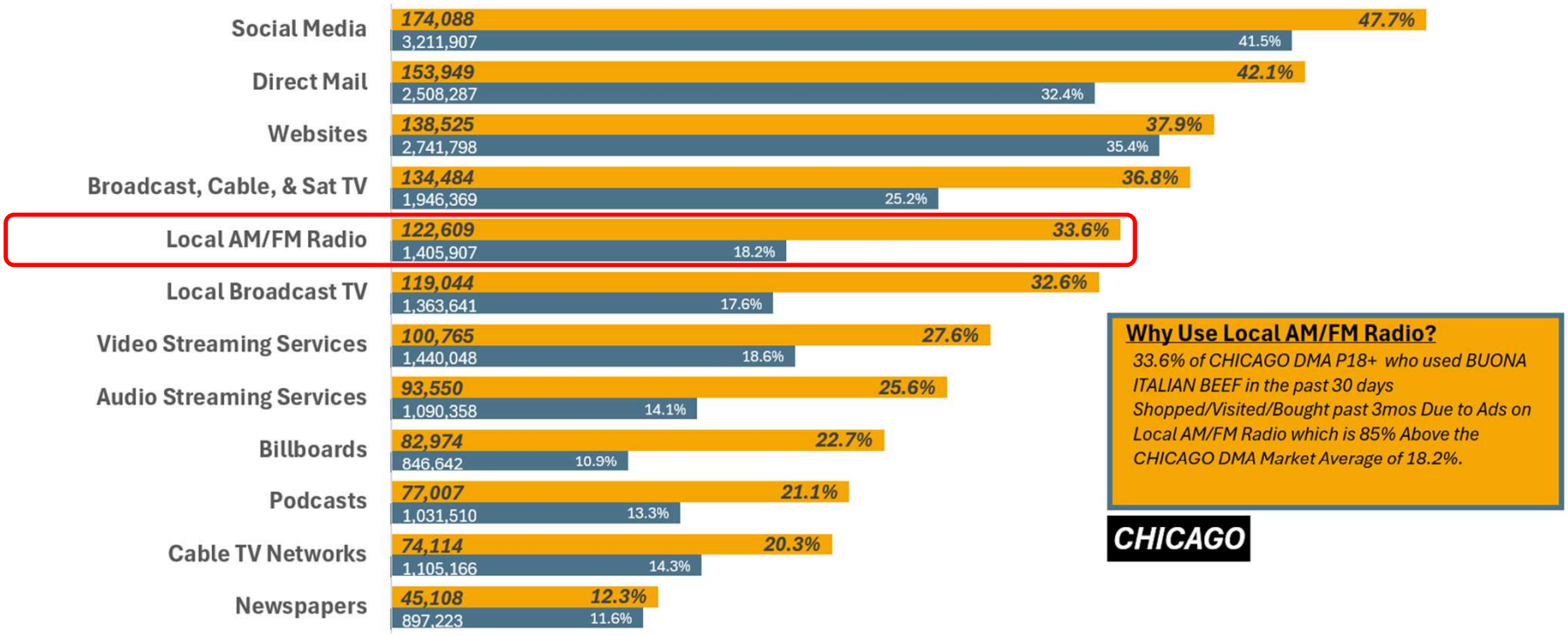
Quick service restaurants used past 30 days: Rosati's Pizza

BUONA
CHICAGO'S ORIGINAL ITALIAN BEEF

CHI

"Advertising Actions"

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



Why Use Local AM/FM Radio?

33.6% of CHICAGO DMA P18+ who used BUONA ITALIAN BEEF in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 85% Above the CHICAGO DMA Market Average of 18.2%.

CHICAGO

CHICAGO DMA Scarborough R2 2026: Sep25-Aug26 Qual Intab: 168

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Quick service restaurants used past 30 days: Buona